

GEO-Sense Footfall Headline Report

Shrewsbury

May 2022

228,175

Total visits this period

Footfall is
-11%
down
based on
last month

7,360

Average visitors per day

Overall footfall statistics



Headlines

- The change in footfall compared to the previous month is a **-11%** decrease
- The total number of visitors was **228,175** of which **188,265** (83%) have visited previously and **39,910** (17%) were new
- The average number of visitors per day has increase by **7%** based on the year to date average
- Footfall for the year to date has increased by **-5%** (-48,111) based on the same period last year
- The busiest zone during May was the **Market Sq** with **95,152** visitors, **42%** of the total venue visitors

Busiest Days

- The busiest day this month was **Sunday 29th** with **17,330**, **8%** of the total of which **3,739** (22%) were new visitors
- During this day the busiest time was between **14:00 and 15:00**
- Average Dwell for the day was **197** minutes

Intelli-Sense Analytics

powered by GEO-Sense

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