

# GEO-Sense Footfall Headline Report

## High Wycombe

## May 2023

### 337,043

Total visits this period

Footfall is  
**2%**  
up based  
on last  
month

### 10,872

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **2%** increase
- The total number of visitors was **337,043** of which **241,142** (72%) have visited previously and **95,901** (28%) were new
- The average number of visitors per day has decrease by **-5%** based on the year to date average
- Footfall for the year to date has increased by **4%** (72,795) based on the same period last year
- The busiest zone during May was the **Train Station (S8)** with **108,359** visitors, **32%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Thursday 25th** with **13,211**, **4%** of the total of which **4,451** (34%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **241** minutes

**Intelli-Sense Analytics**

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# GEO-Sense Footfall Headline Report

## High Wycombe

## June 2023

### 309,992

Total visits this period

Footfall is  
**-8%**  
down  
based on  
last month

### 10,333

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-8%** decrease
- The total number of visitors was **309,992** of which **224,603** (72%) have visited previously and **85,389** (28%) were new
- The average number of visitors per day has decrease by **-9%** based on the year to date average
- Footfall for the year to date has increased by **5%** (94,872) based on the same period last year
- The busiest zone during June was the **Train Station (S8)** with **104,107** visitors, **34%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 23rd** with **12,203**, 4% of the total of which **3,872** (32%) were new visitors
- During this day the busiest time was between **10:00 and 11:00**
- Average Dwell for the day was **238** minutes

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# GEO-Sense Footfall Headline Report

## High Wycombe

## July 2023

### 308,780

Total visits this period

Footfall is  
**0%**  
down  
based on  
last month

### 9,961

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **0%** decrease
- The total number of visitors was **308,780** of which **225,391** (73%) have visited previously and **83,389** (27%) were new
- The average number of visitors per day has decrease by **-11%** based on the year to date average
- Footfall for the year to date has increased by **4%** (94,977) based on the same period last year
- The busiest zone during July was the **Train Station (S8)** with **102,290** visitors, **33%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Wednesday 19th** with **12,452**, **4%** of the total of which **4,138** (33%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **238** minutes

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# GEO-Sense Footfall Headline Report

High Wycombe

August 2023

277,619

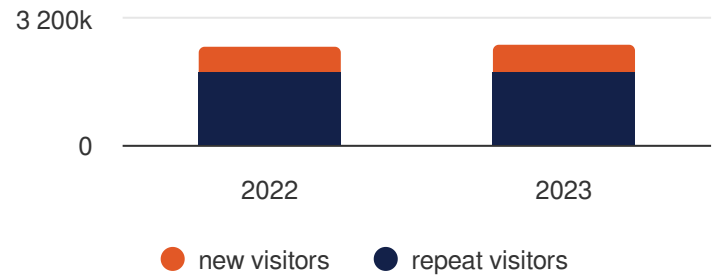
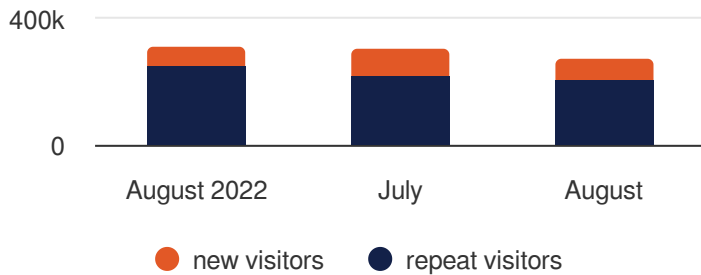
Total visits this period

Footfall is  
**-10%**  
down  
based on  
last month

8,955

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **-10%** decrease
- The total number of visitors was **277,619** of which **211,850** (76%) have visited previously and **65,769** (24%) were new
- The average number of visitors per day has decrease by **-19%** based on the year to date average
- Footfall for the year to date has increased by **2%** (53,492) based on the same period last year
- The busiest zone during August was the **Train Station (S8)** with **94,627** visitors, **34%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Tuesday 8th** with **10,454**, **4%** of the total of which **2,968** (28%) were new visitors
- During this day the busiest time was between **13:00 and 14:00**
- Average Dwell for the day was **258** minutes

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# GEO-Sense Footfall Headline Report

## High Wycombe

## September 2023

### 283,989

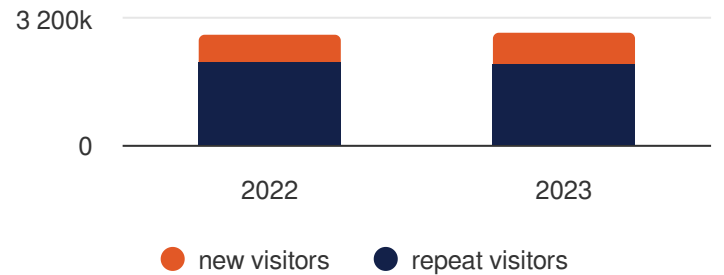
Total visits this period

Footfall is  
**2%**  
up based  
on last  
month

### 9,466

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **2%** increase
- The total number of visitors was **283,989** of which **215,838** (76%) have visited previously and **68,151** (24%) were new
- The average number of visitors per day has decrease by **-12%** based on the year to date average
- Footfall for the year to date has increased by **1%** (30,437) based on the same period last year
- The busiest zone during September was the **Train Station (S8)** with **93,076** visitors, **33%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 8th** with **11,020**, **4%** of the total of which **3,043** (28%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **242** minutes

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