

# GEO-Sense Footfall Headline Report

Lincoln

October 2023

357,781

Total visits this period

Footfall is  
**10%**  
up based  
on last  
month

11,541

Average visitors per day

## Overall footfall statistics



## Headlines

- The change in footfall compared to the previous month is a **10%** increase
- The total number of visitors was **357,781** of which **233,946** (65%) have visited previously and **123,835** (35%) were new
- The average number of visitors per day has decrease by **-7%** based on the year to date average
- Footfall for the year to date has increased by **7%** (259,888) based on the same period last year
- The busiest zone during October was the **High Street - South** with **103,805** visitors, **29%** of the total venue visitors

## Busiest Days

- The busiest day this month was **Friday 27th** with **14,142**, **4%** of the total of which **5,478** (39%) were new visitors
- During this day the busiest time was between **12:00 and 13:00**
- Average Dwell for the day was **200** minutes

**Intelli-Sense Analytics**

powered by GEO-Sense

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