

Selected Month

901,862

Jan 2026

Compared Month

906,432

Jan 2025

-0.5%

vs. Jan 2025

Previous Month

1,228,415

Dec 2025

-26.6%

vs. Dec 2025

Peak Hour

7,527

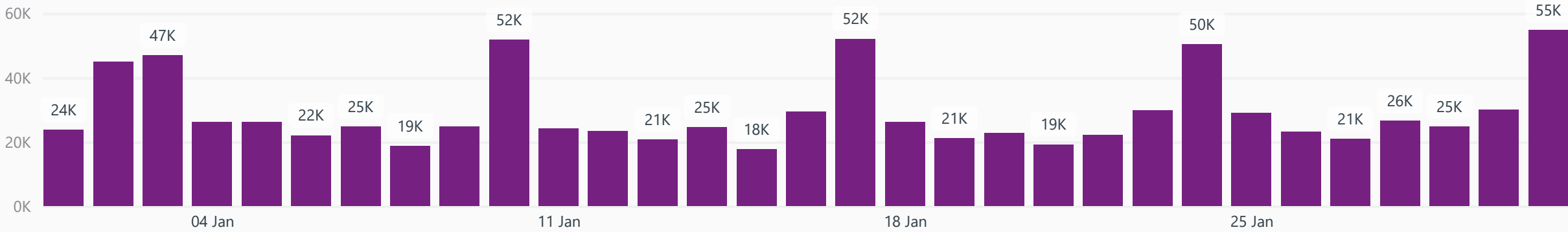
Sat 31/01/2026 - 14:00

Busiest Day

54,735

Sat 31/01/2026

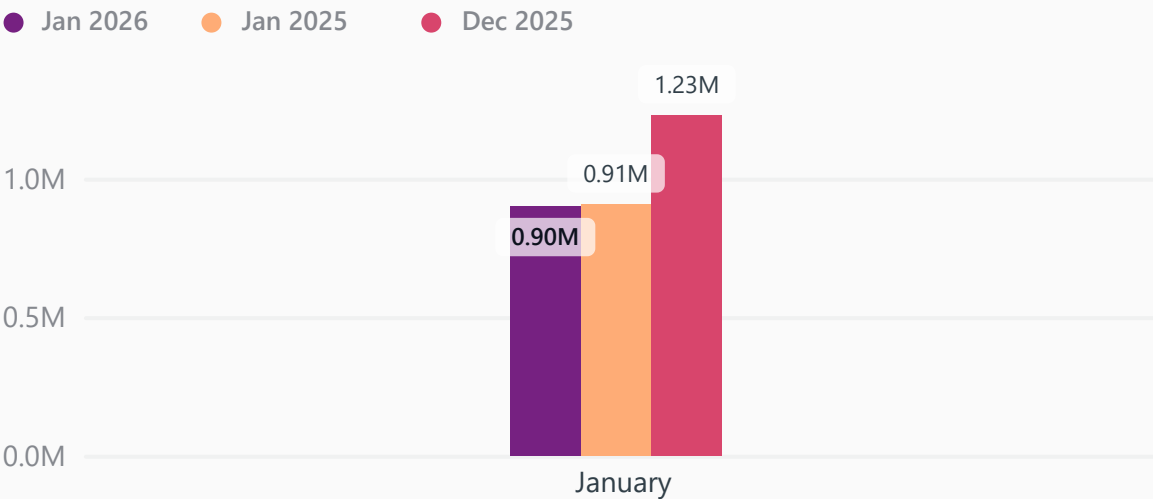
Footfall by month



Footfall by sensor

Cluster	Jan 2026	Jan 2025	% Variance
Cheltenham Town Centre	901,862	906,432	-0.5%
M & S High St	302,081	340,993	-11.4%
Regent Arcade SC Main Ent	169,621	168,237	0.8%
Regent Arcade SC Rear Ent	126,382	115,459	9.5%
TBQ High St	169,290	158,372	6.9%
The Promenade	134,488	123,371	9.0%
Total	901,862	906,432	-0.5%

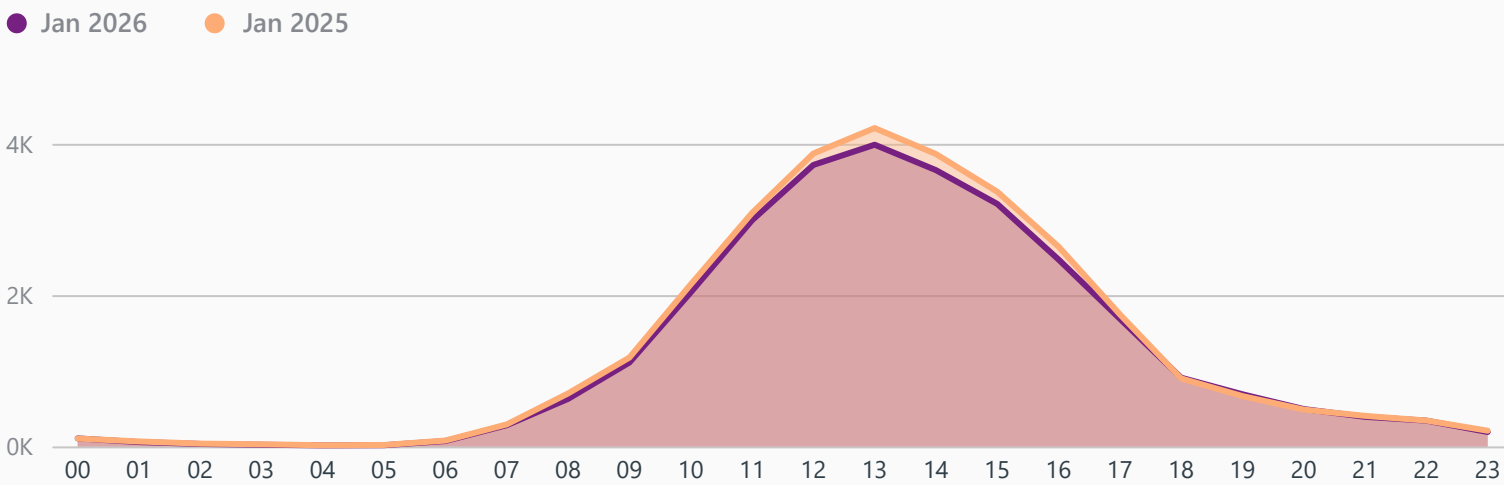
Footfall by month



Average footfall by day

Day	Jan 2026	Jan 2025	% Variance
Monday	23,424	24,082	-2.7%
Tuesday	21,564	23,301	-7.5%
Wednesday	23,696	25,009	-5.3%
Thursday	21,379	27,963	-23.5%
Friday	31,761	32,398	-2.0%
Saturday	51,173	51,037	0.3%
Sunday	26,390	24,242	8.9%

Average footfall by hour



Last 12 months

Month Year	Total Footfall	Total Footfall Previous Year	% Variance	YTD	YTD Previous Year	% Variance
Jan 2026	901,862	906,432	-0.5 %	901,862	906,432	-0.5 %
Dec 2025	1,228,415	1,310,629	-6.3 %	12,005,569	11,870,407	1.1 %
Nov 2025	969,562	1,064,107	-8.9 %	10,777,154	10,559,778	2.1 %
Oct 2025	983,343	1,007,304	-2.4 %	9,807,592	9,495,671	3.3 %
Sep 2025	936,592	894,763	4.7 %	8,824,249	8,488,367	4.0 %
Aug 2025	1,107,407	1,023,792	8.2 %	7,887,657	7,593,604	3.9 %
Jul 2025	1,043,341	971,081	7.4 %	6,780,250	6,569,812	3.2 %
Jun 2025	919,782	941,828	-2.3 %	5,736,909	5,598,731	2.5 %
May 2025	1,031,286	989,399	4.2 %	4,817,127	4,656,903	3.4 %
Apr 2025	991,221	923,263	7.4 %	3,785,841	3,667,504	3.2 %
Mar 2025	1,018,610	977,554	4.2 %	2,794,620	2,744,241	1.8 %
Feb 2025	869,578	873,863	-0.5 %	1,776,010	1,766,687	0.5 %