

Selected Month

866,482

Feb 2026

Compared Month

869,578

Feb 2025

-0.4% ▼

vs. Feb 2025

Previous Month

901,862

Jan 2026

-3.9% ▼

vs. Jan 2026

Peak Hour

7,829

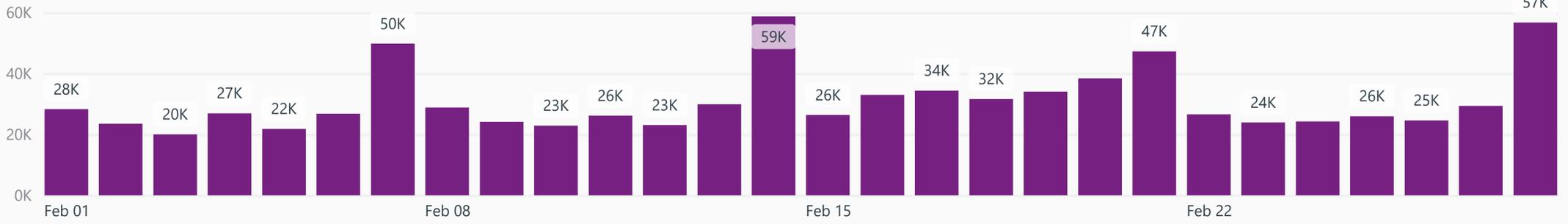
Sat 14/02/2026 - 14:00

Busiest Day

58,716

Sat 14/02/2026

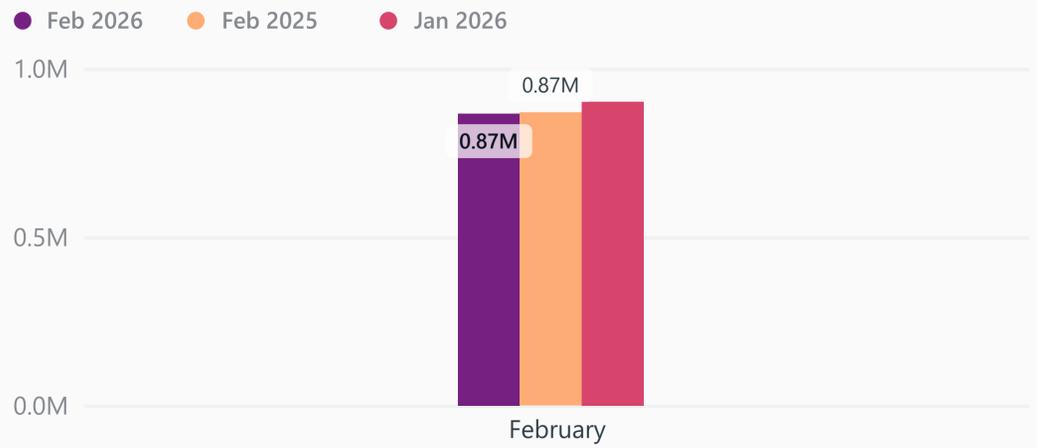
Footfall by month



Footfall by sensor

Cluster	Feb 2026	Feb 2025	% Variance
Cheltenham Town Centre	866,482	869,578	-0.4%
M & S High St	297,282	307,223	-3.2%
Regent Arcade SC Main Ent	158,319	167,560	-5.5%
Regent Arcade SC Rear Ent	114,095	117,548	-2.9%
TBQ High St	168,739	157,042	7.4%
The Promenade	128,047	120,205	6.5%
Total	866,482	869,578	-0.4%

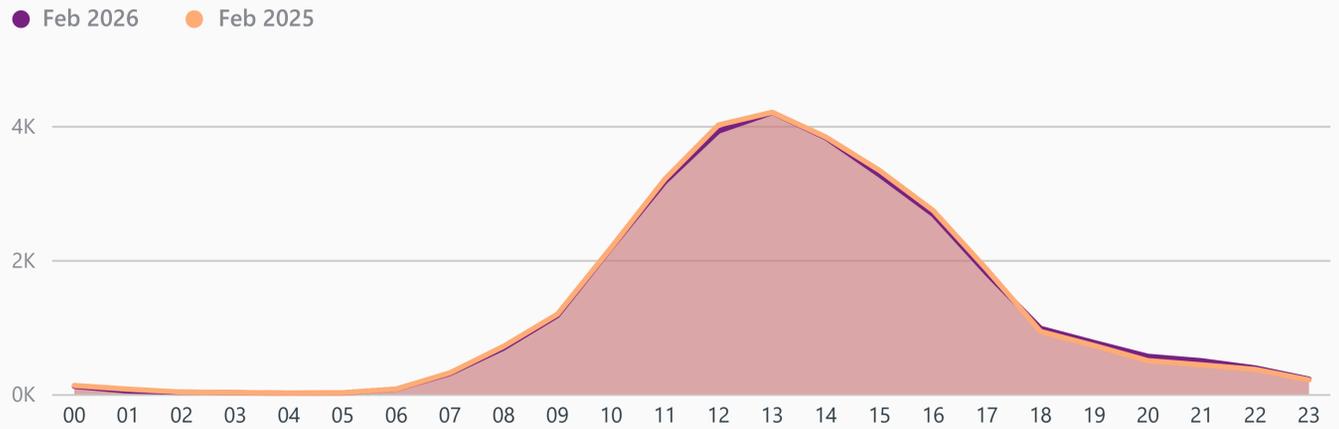
Footfall by month



Average footfall by day

Day	Feb 2026	Feb 2025	% Variance
Monday	26,089	26,010	0.3%
Tuesday	25,368	25,839	-1.8%
Wednesday	27,641	27,392	0.9%
Thursday	25,844	27,944	-7.5%
Friday	31,101	33,244	-6.4%
Saturday	53,111	50,119	6.0%
Sunday	27,467	27,286	0.7%

Average footfall by hour



Last 12 months

Month Year	Total Footfall	Total Footfall Previous Year	% Variance	YTD	YTD Previous Year	% Variance
Feb 2026	866,482	869,578	-0.4%	1,768,344	1,776,010	-0.4%
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%