

Selected Month

976,156

Mar 2026

Compared Month

1,018,610

Mar 2025

-4.2%

vs. Mar 2025

Previous Month

866,482

Feb 2026

12.7%

vs. Feb 2026

Peak Hour

7,219

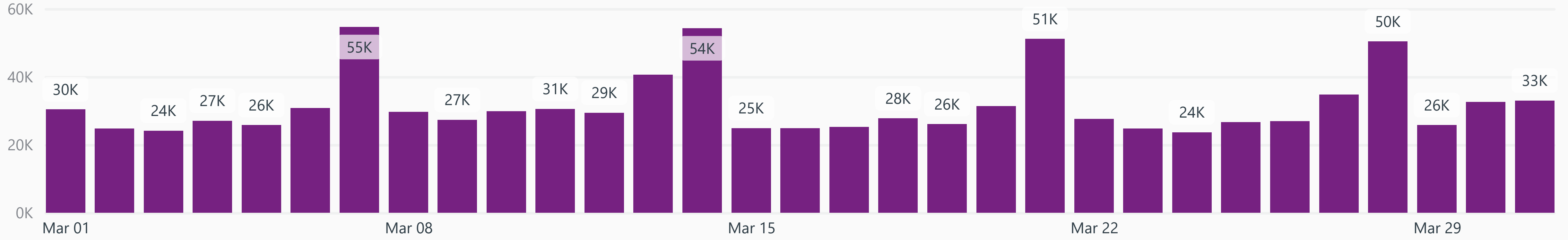
Sat 14/03/2026 - 14:00

Busiest Day

54,611

Sat 07/03/2026

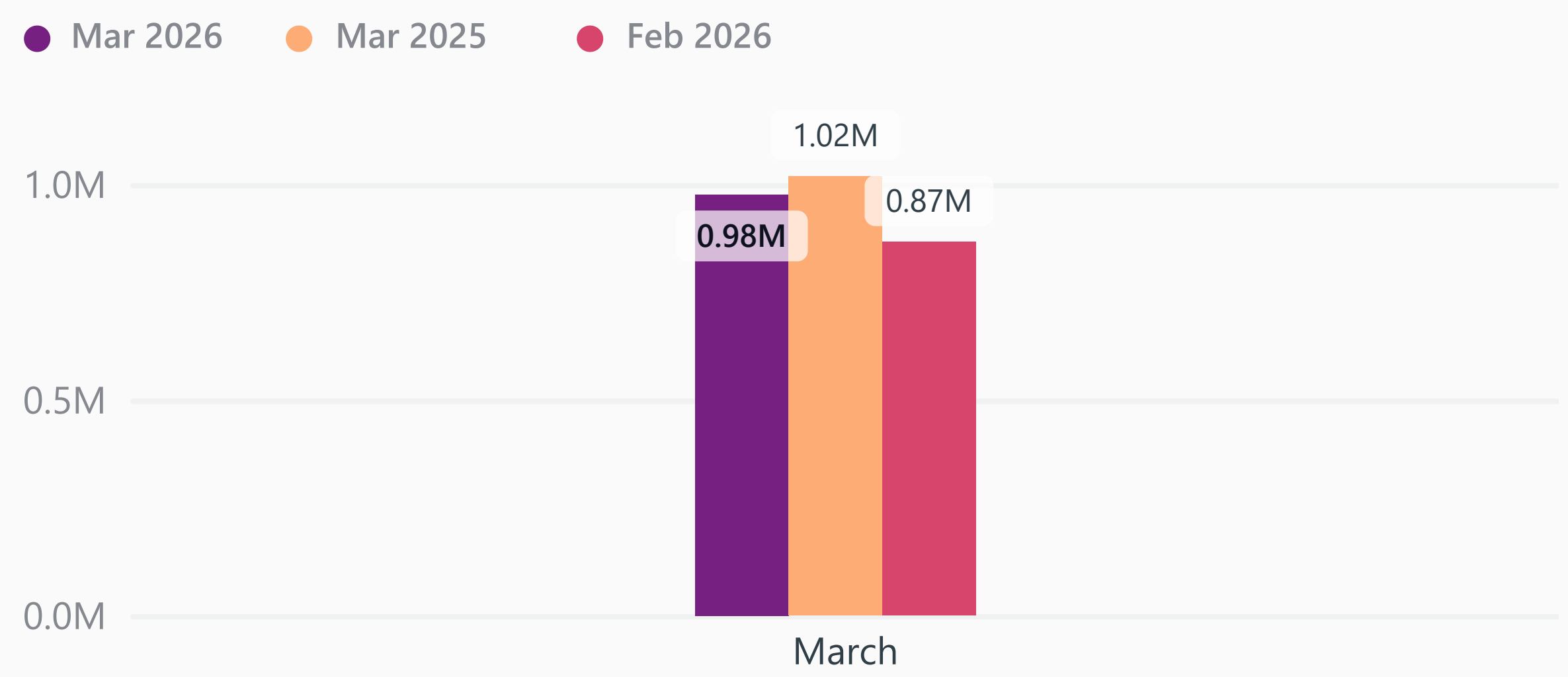
Footfall by month



Footfall by sensor

Cluster	Mar 2026	Mar 2025	% Variance
Cheltenham Town Centre	976,156	1,018,610	-4.2%
M & S High St	367,158	400,450	-8.3%
Regent Arcade SC Main Ent	163,249	171,959	-5.1%
Regent Arcade SC Rear Ent	120,140	121,463	-1.1%
TBQ High St	184,041	183,767	0.1%
The Promenade	141,568	140,971	0.4%
Total	976,156	1,018,610	-4.2%

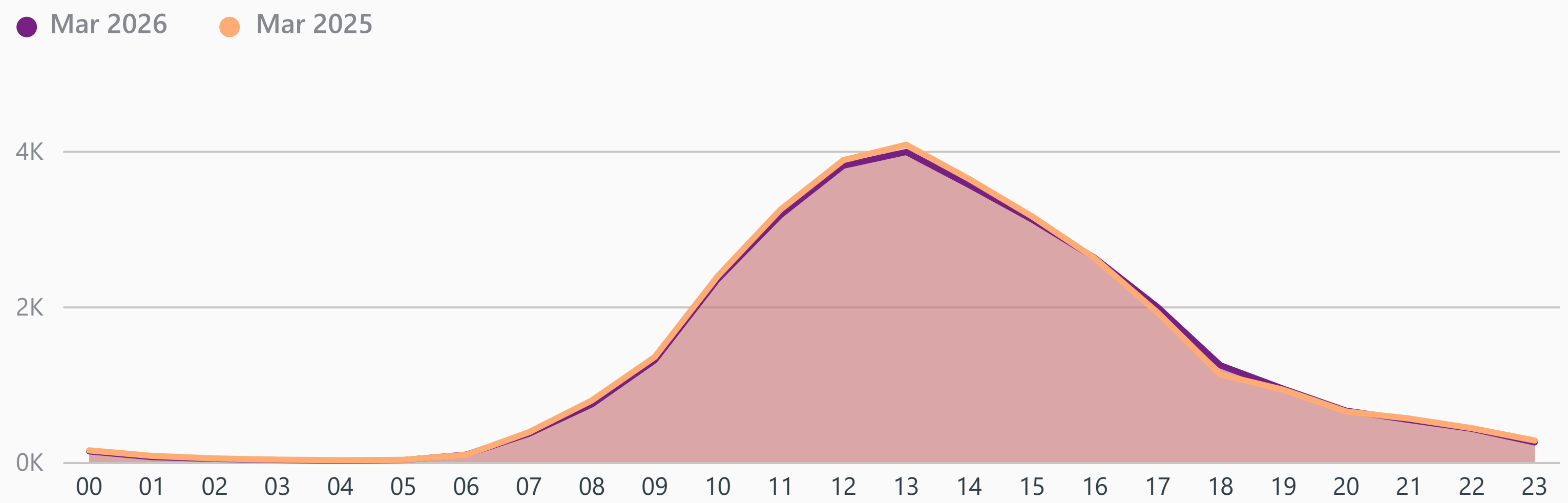
Footfall by month



Average footfall by day

Day	Mar 2026	Mar 2025	% Variance
Monday	26,854	25,785	4.1%
Tuesday	27,156	26,578	2.2%
Wednesday	27,982	28,132	-0.5%
Thursday	27,015	28,013	-3.6%
Friday	34,366	34,854	-1.4%
Saturday	52,588	54,797	-4.0%
Sunday	27,661	28,580	-3.2%

Average footfall by hour



Last 12 months

Month Year	Total Footfall	Total Footfall Previous Year	% Variance	YTD	YTD Previous Year	% Variance
Mar 2026	976,156	1,018,610	-4.2%	2,744,500	2,794,620	-1.8%
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%