

Selected Month

954,355

Apr 2026

Compared Month

991,221

Apr 2025

-3.7%

vs. Apr 2025

Previous Month

976,156

Mar 2026

-2.2%

vs. Mar 2026

Peak Hour

6,735

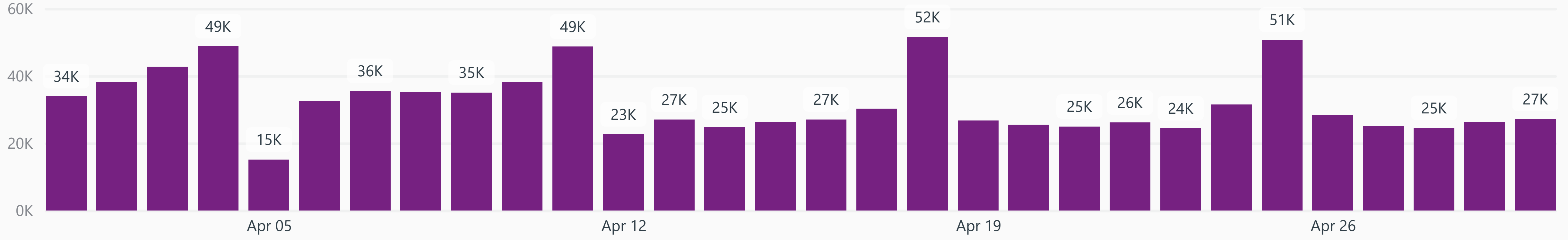
Sat 18/04/2026 14:00

Busiest Day

51,554

Sat 18/04/2026

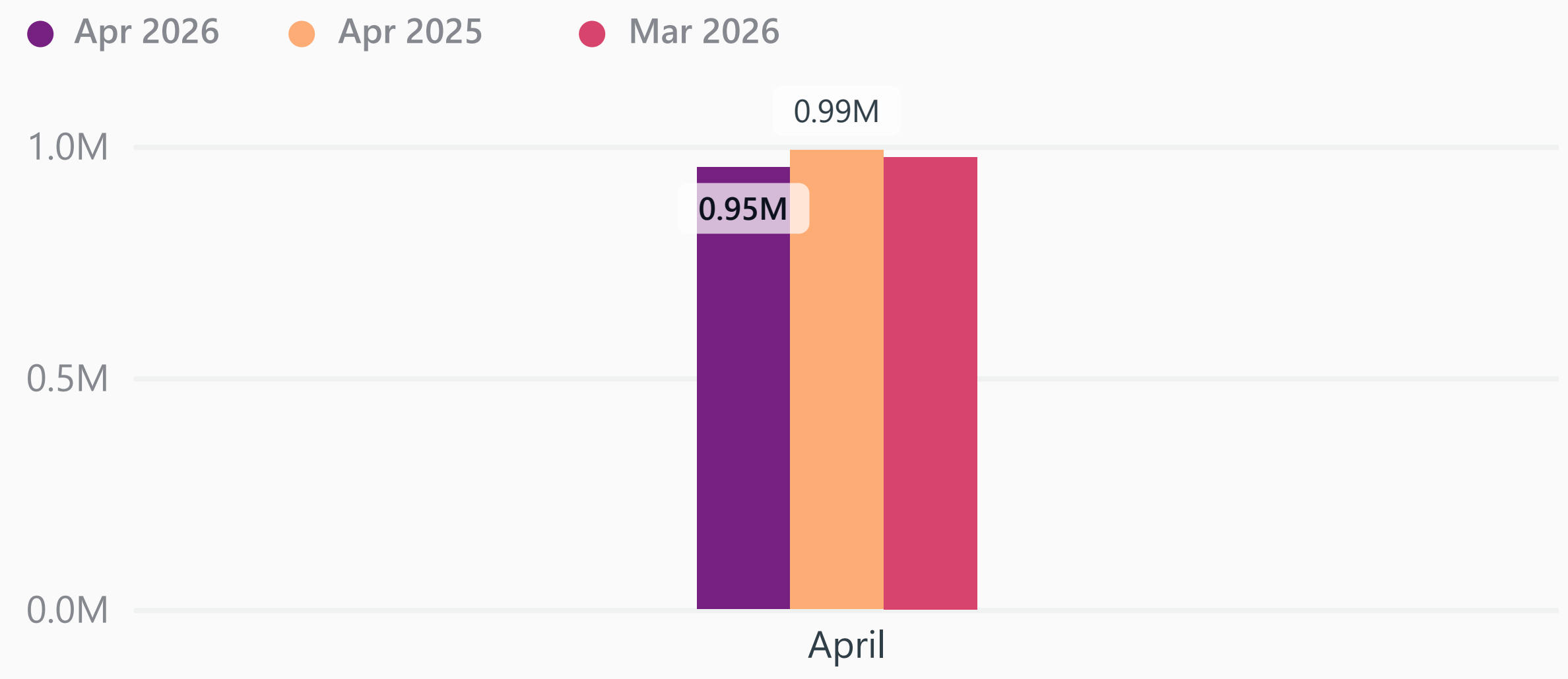
Footfall by month



Footfall by sensor

Cluster	Apr 2026	Apr 2025	% Variance
Cheltenham Town Centre	954,355	991,221	-3.7%
M & S High St	351,539	383,964	-8.4%
Regent Arcade SC Main Ent	166,888	167,580	-0.4%
Regent Arcade SC Rear Ent	121,053	119,607	+1.2%
TBQ High St	174,435	183,102	-4.7%
The Promenade	140,440	136,968	+2.5%
Total	954,355	991,221	-3.7%

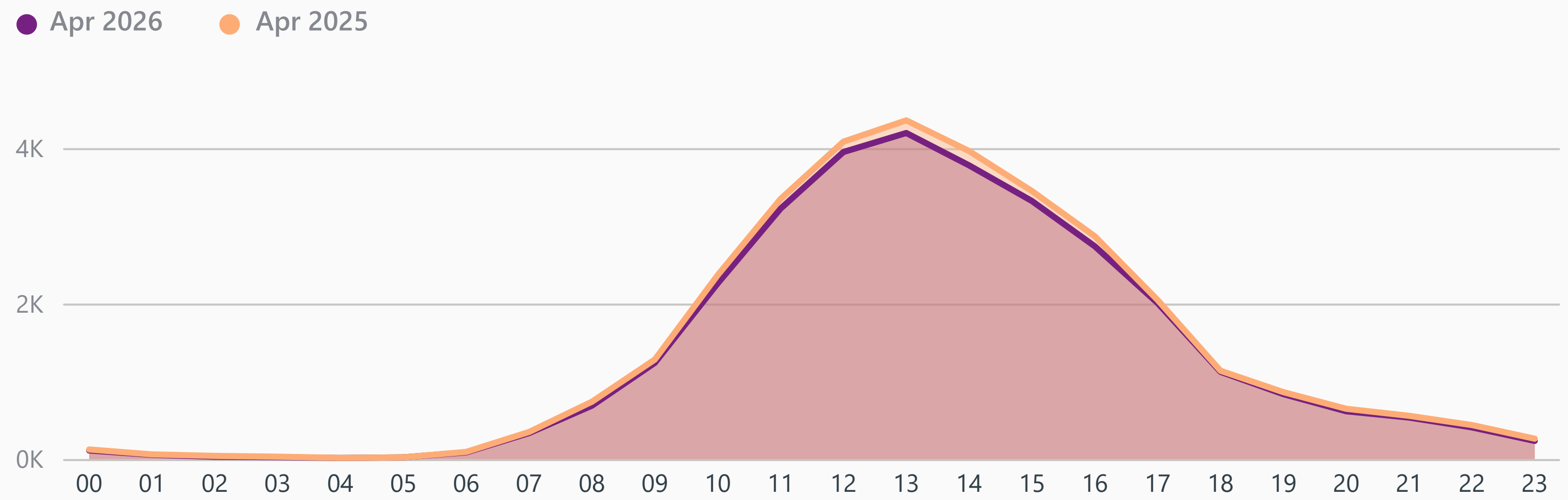
Footfall by month



Average footfall by day

Day	Apr 2026	Apr 2025	% Variance
Monday	27,486	28,568	-3.8%
Tuesday	27,426	30,091	-8.9%
Wednesday	29,565	30,399	-2.7%
Thursday	30,364	30,816	-1.5%
Friday	35,622	36,816	-3.2%
Saturday	49,940	50,989	-2.1%
Sunday	23,203	25,408	-8.7%

Average footfall by hour



Last 12 months

Month	Selected period	Total Footfall Previous Year	% Variance	YTD	YTD Previous Year	% Variance
Apr 2026	954,355	991,221	-3.7%	3,698,855	3,785,841	-2.3%
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%