



“ Knowing when people choose to visit tells why they come ”

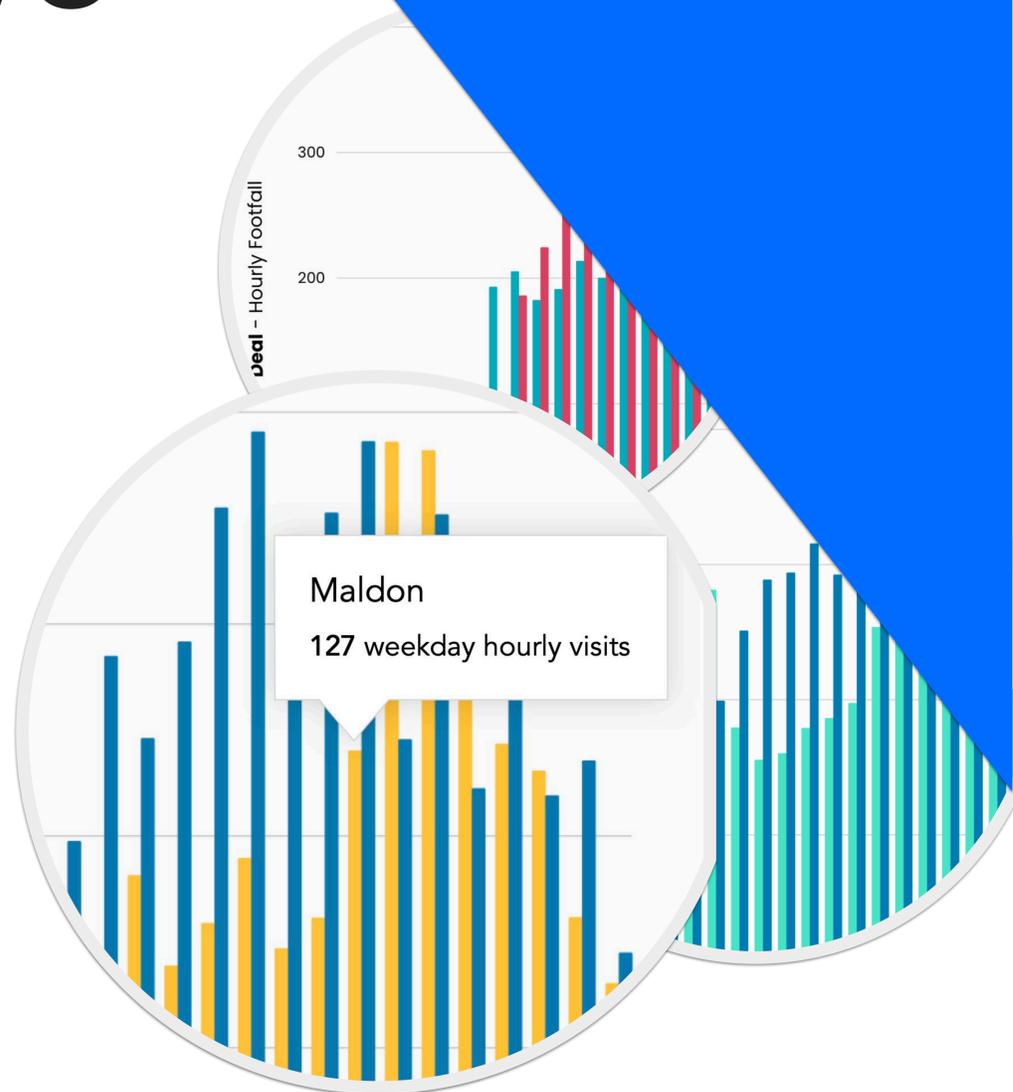
- Night Time Economy Manager District Council

HOURLY FOOTFALL

When are we busiest?

Find peak visitor times for parks, town centres and malls.

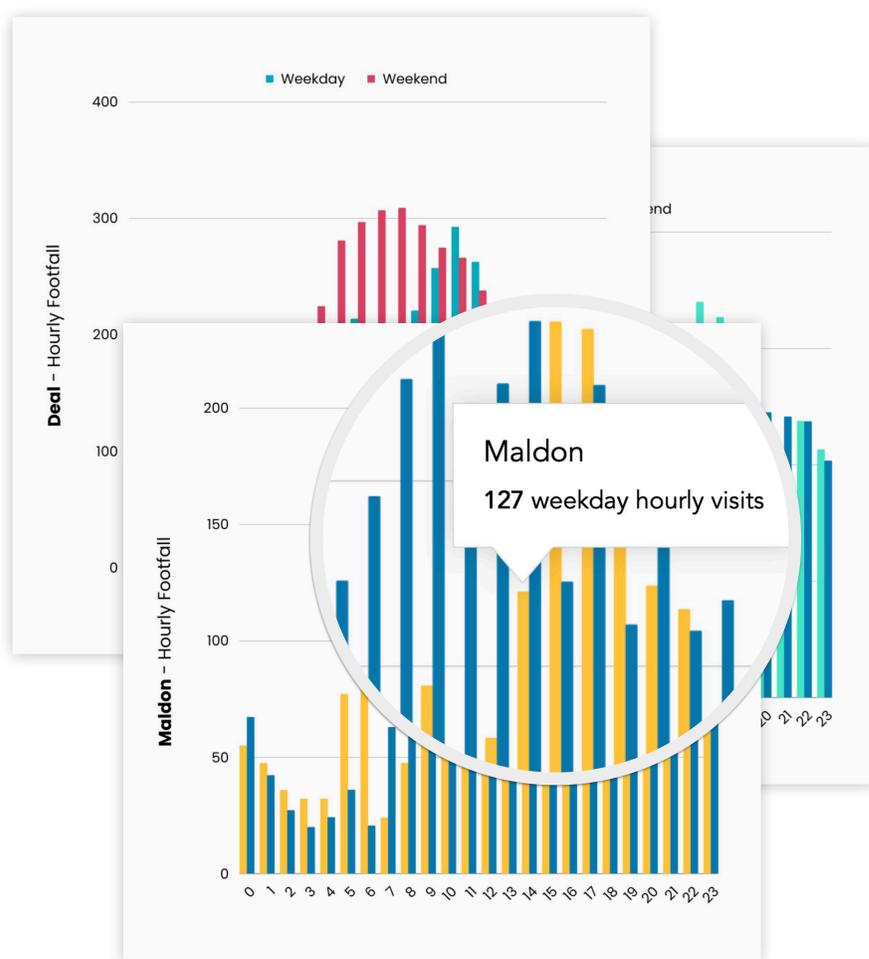
Hourly Footfall is a measure of the number of unique visitors present at an area split out by hour of day and day of week. Use Hourly Footfall to track performance.





Find the busiest day for footfall

Why use it? Understanding when people visit informs how best to manage and maintain local spaces. Compare weekdays and weekparts to track trends in commuting patterns, leisure activity and the effect of your interventions. Retailers use Hourly Footfall to help optimise their retail estate portfolios.



HOURLY FOOTFALL

Features

- ✓ Daily hourly footfall reports
- ✓ View trend and daily results
- ✓ Get actual and indexed values
- ✓ Do year-on-year comparisons
- ✓ Any place, any size, anywhere
- ✓ Up to 4+ years' data history
- ✓ Benchmarking data available
- ✓ Full nationwide coverage
- ✓ Compare with multiple places

Fig 1: Hourly Footfall insights



High frequency

Monitor performance across the places and centres you manage in near real-time



4+ yrs history

Get up to 4yrs of history by default for every location you monitor



Full coverage

Place monitoring is available for any location in the UK and beyond



Discover our place insights platform

BROWSE MODULES

- ✓ Footfall
- ✓ Hourly Footfall
- ✓ Dwell
- ✓ Density
- ✓ Catchment
- ✓ Granular Catchment
- ✓ Satisfaction
- ✓ Inverse Catchment
- ✓ Commuter
- ✓ Visit Frequency



“ *My team uses Huq insights to set targets and monitor change* ”

Lesley Crisp
Economic Development Officer
Hertsmere Council

→ Get accurate place monitoring for decision makers in **Local Government, Retail & Real-estate**

[Book a demo](#)



Verified data quality

50+



Trusted by 50+ councils!