



*Frequency of visit is a core indicator of success in our centres*

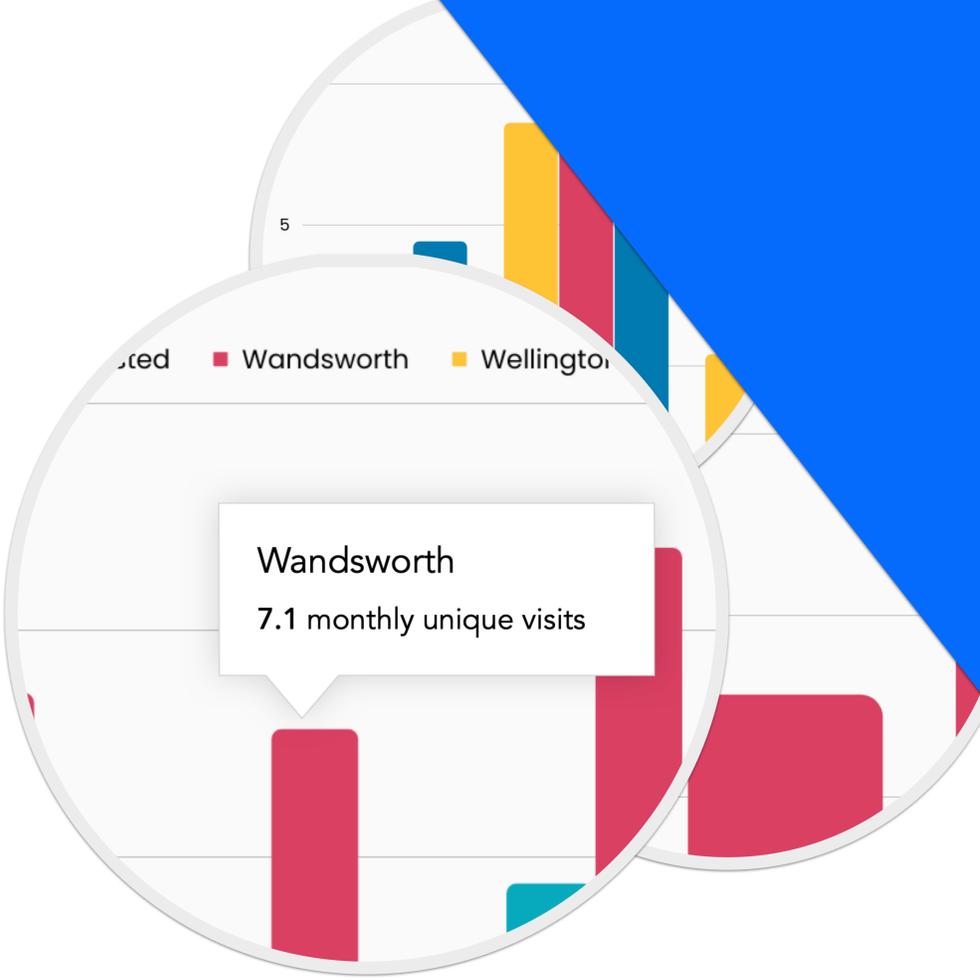
Economic Development Officer, County Council

VISIT FREQUENCY

# Great places get people back

Find how often visitors come back to evaluate their appeal.

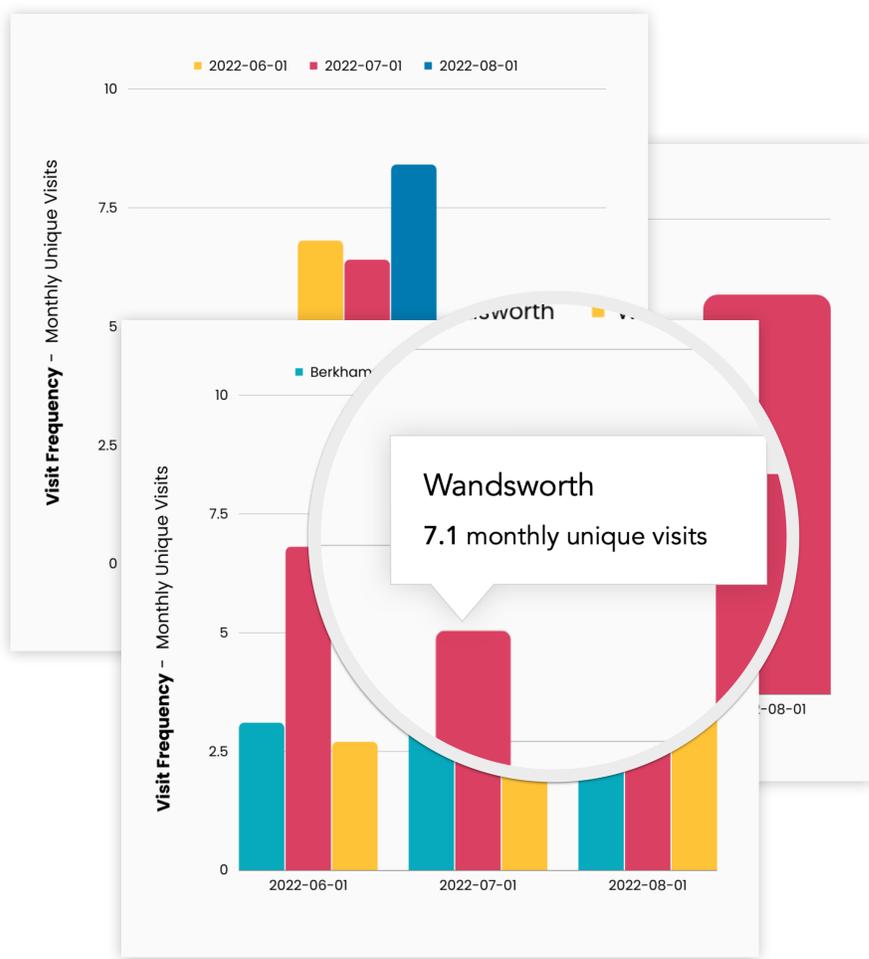
How often visitors return to an area is a key means to measure the appeals of places and why people go there. It offers a core KPI for local spending and economic prosperity.





# How often do people spend here?

**Why use it?** Visit Frequency is a monthly measure of how frequently unique visitors return to the place, street or centre you manage. How often visitors return there is a key means to measure the attractiveness of places and why people go there. It also offers an important KPI for local spending and economic prosperity.



## VISIT FREQUENCY

### Features

- ✓ Avg visits per user
- ✓ 30-day reporting cycle
- ✓ Monthly updated data
- ✓ 4+ years' history
- ✓ Any street or centre
- ✓ Granular date filters
- ✓ Income demographic filtering
- ✓ Multiple centres supported
- ✓ Export data as CSV

Fig 1: Visit frequency 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!**