

Report

Custom Period: April 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,659,798 total visits** (↑ 1.0% period-over-period)
- Average location performance: **276,633 visits** with **94.2 min** average dwell time
- Growth trend period-over-period: **4 locations** showing positive growth, **2 locations** declining

Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (684,097 visits), West End (354,366 visits), Pearl Street Mall (329,929 visits)
- **Bottom 3 Locations:** Downtown Core (North) (49,063 visits), Downtown Core (South) (102,111 visits), East End (140,233 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (South) with +9.0% increase period-over-period
- **Largest Decline:** East End with -5.5% decrease period-over-period

Visitor Insights

- **40.3%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$110K**
- Most locations peak on **Saturday** during **7 PM**

Insights generated based on portfolio data analysis

KEY DEFINITIONS

- **Visits:** The extrapolated number of visits to the location. Only 1 visit per visitor per day is counted
- **Visitors:** The number of unique individuals who visited the location. A single visitor may visit multiple times during the selected period. For periods longer than one month, the average number of monthly visitors is shown
- **Average Dwell Time:** Mean duration visitors spend at the location, measured in minutes
- **Peak Day:** Day of the week with the highest visit volume
- **Peak Hour:** Time of day with the highest traffic (Morning: 6am-12pm, Afternoon: 12-5pm, Evening: 5-9pm, Late Night: 9pm-6am)
- **PoP (Period-over-Period):** Comparison to the equivalent period immediately before the selected custom period
- **YoY (Year-over-Year):** Comparison to the same custom period last year

To learn more visit [placer.ai academy](https://analytics.placer.ai/academy/) at <https://analytics.placer.ai/academy/>

Overview

Location	Visits	P1M	YoY	Avg. Monthly Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	684.1k	+1.9%	N/A	334.3k	1h47	Saturday	7 PM
West End	354.4k	-0.9%	N/A	194.8k	1h41	Saturday	7 PM
Pearl Street Mall	329.9k	+1.7%	N/A	207.4k	1h19	Saturday	7 PM
East End	140.2k	-5.5%	N/A	98,359	55.9 min	Saturday	12 PM
Downtown Core (South)	102.1k	+9.0%	N/A	66,968	43.6 min	Saturday	12 PM
Downtown Core (North)	49,063	+0.3%	N/A	36,183	3h04	Saturday	10 PM

Downtown Boulder

Custom Period: April 2025

Total Visits

684.1k

↑ +1.9% P1M

N/A YoY

Avg. Monthly Visitors

334.3k

↓ -4.3% P1M

N/A YoY

Avg. Dwell Time

1h47

↓ -2.0m P1M

N/A YoY

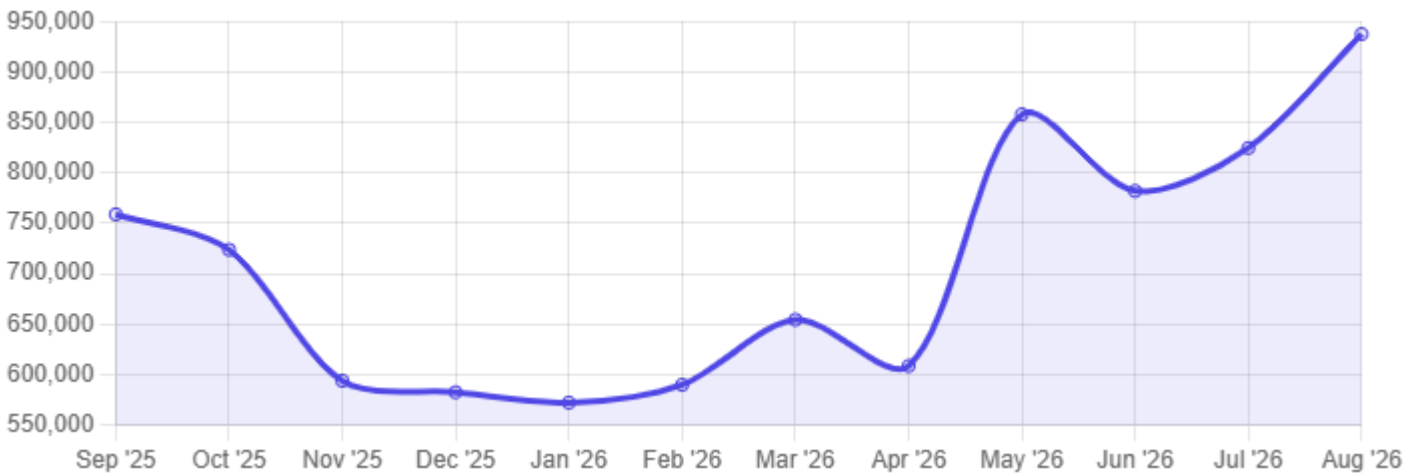
Peak Day & Time

Saturday, 7 PM

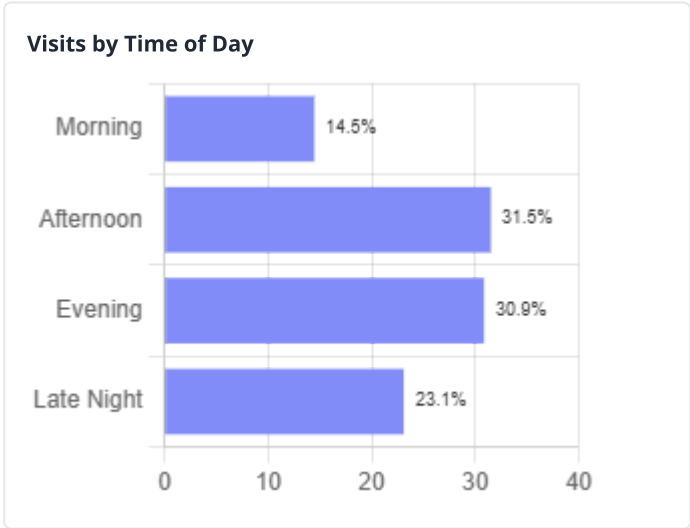
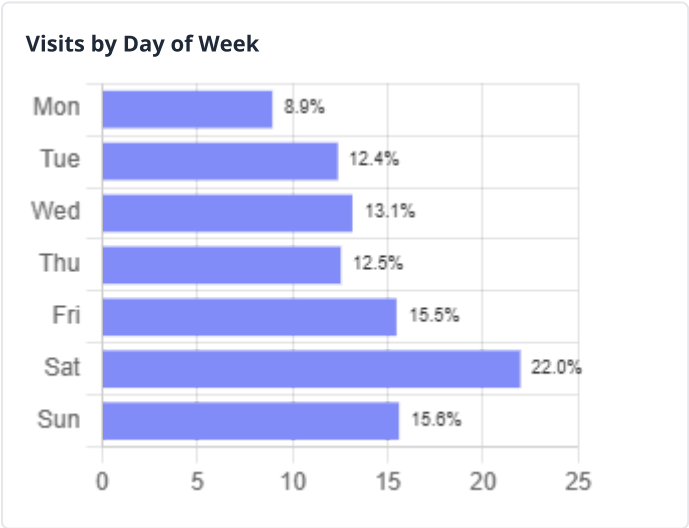
Prev. Period: no change

YoY: no change

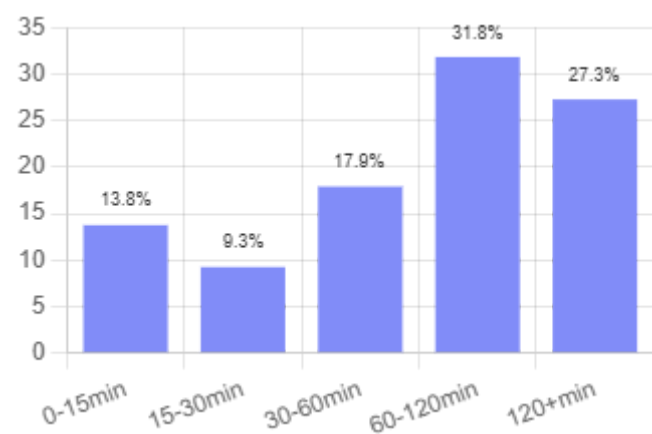
Last 12 Months Visits



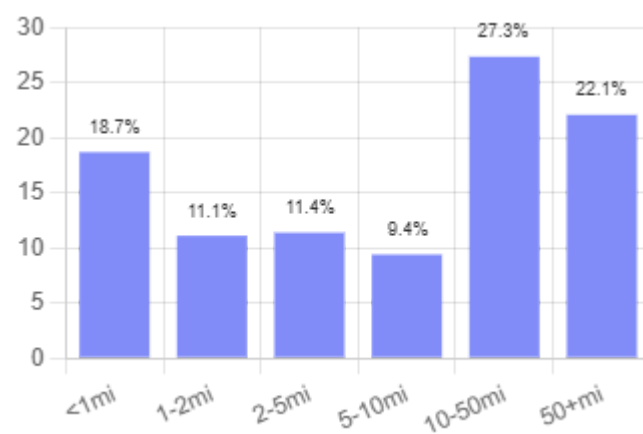
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



**Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats*

West End

Custom Period: April 2025

Total Visits

354.4k

↓ -0.9% P1M

N/A YoY

Avg. Monthly Visitors

194.8k

↓ -6.9% P1M

N/A YoY

Avg. Dwell Time

1h41

↓ -4.7m P1M

N/A YoY

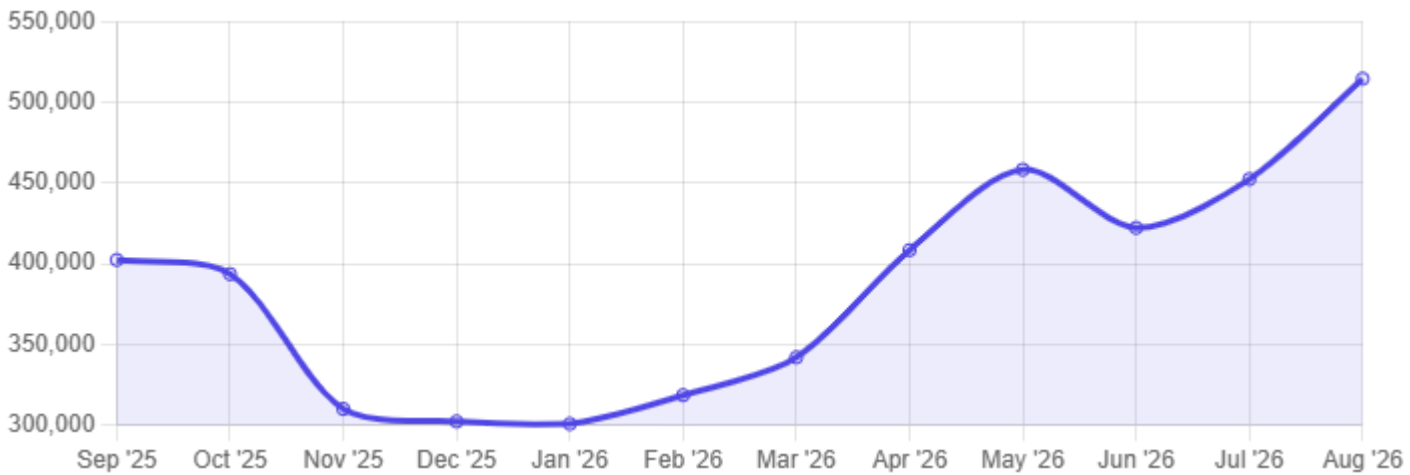
Peak Day & Time

Saturday, 7 PM

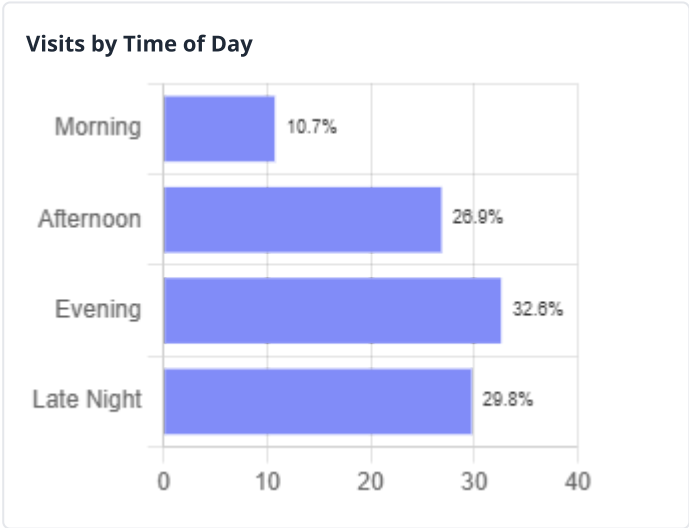
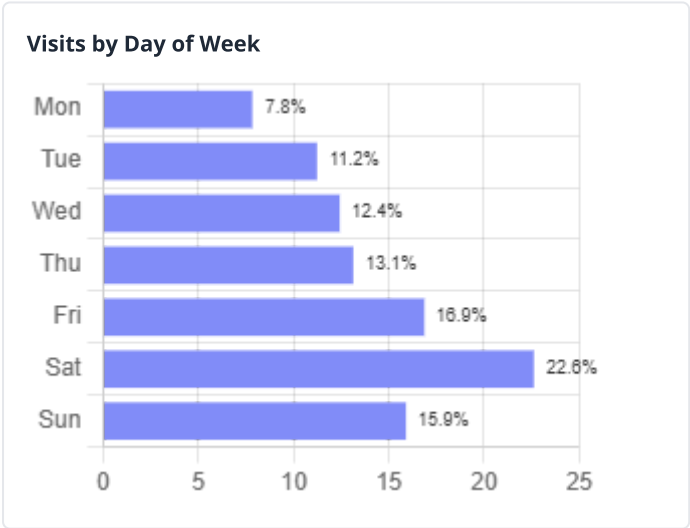
Prev. Period: no change

YoY: no change

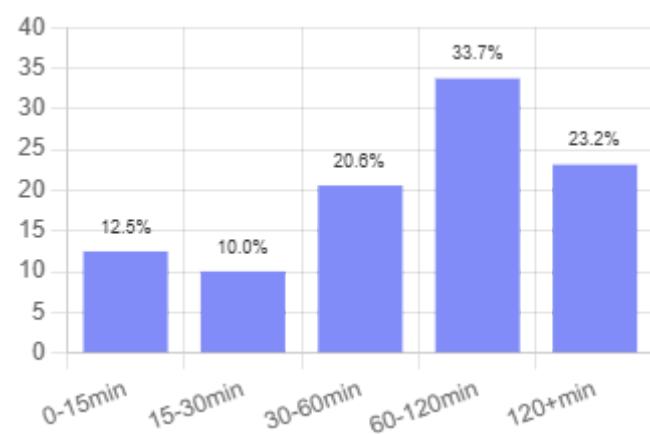
Last 12 Months Visits



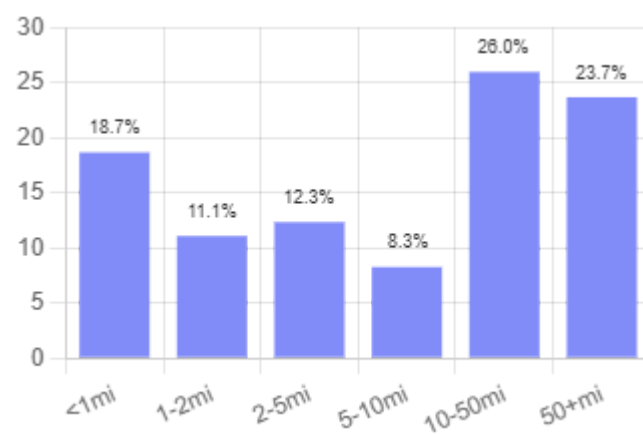
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



*Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats

Pearl Street Mall

Custom Period: April 2025

Total Visits

329.9k

↑ +1.7% P1M

N/A YoY

Avg. Monthly Visitors

207.4k

↓ -5.3% P1M

N/A YoY

Avg. Dwell Time

1h19

↑ +1.8m P1M

N/A YoY

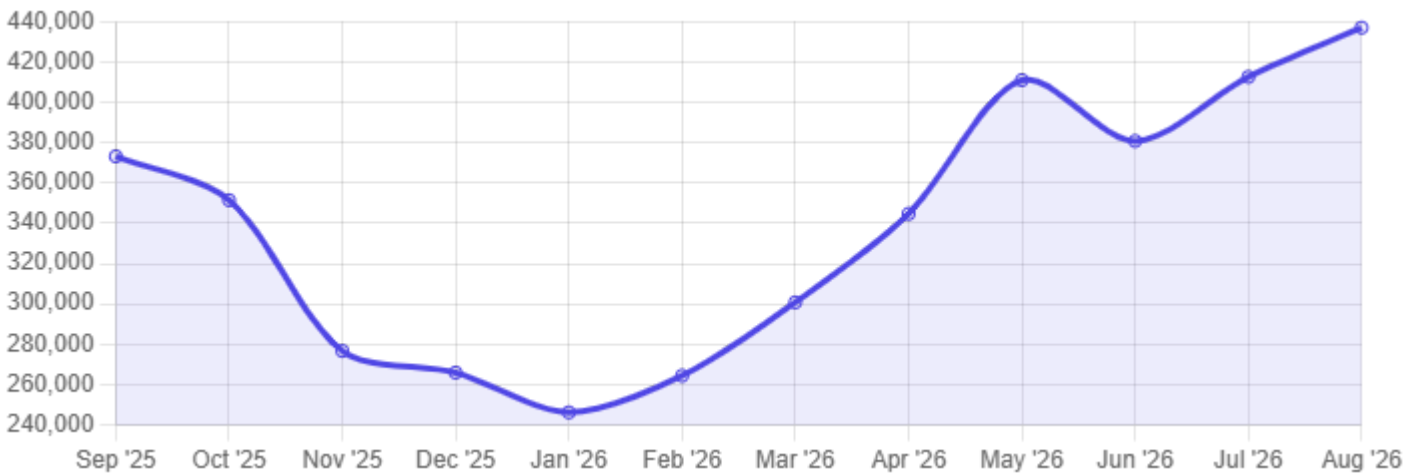
Peak Day & Time

Saturday, 7 PM

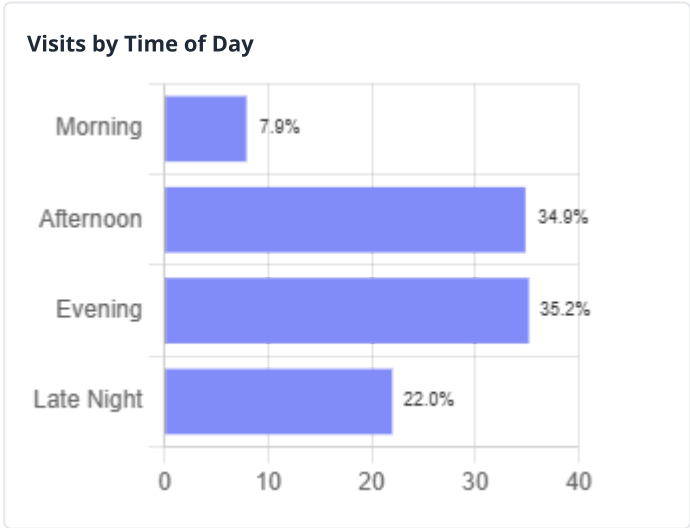
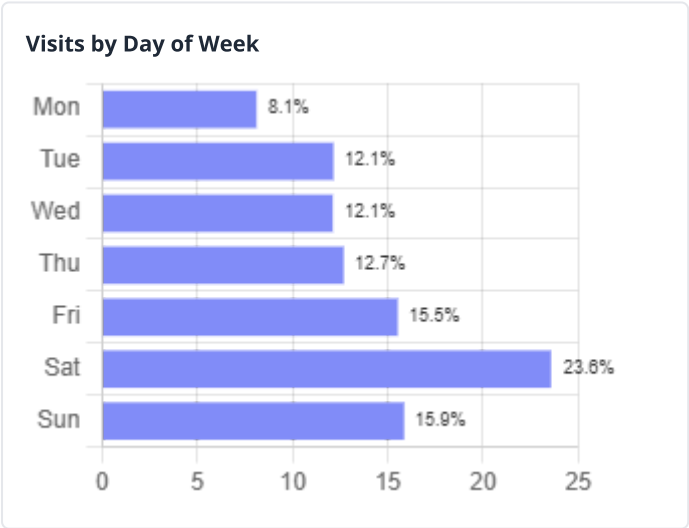
Prev. Period: no change

YoY: no change

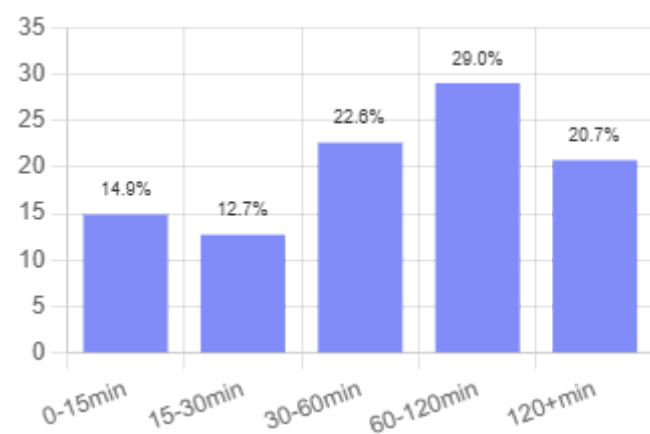
Last 12 Months Visits



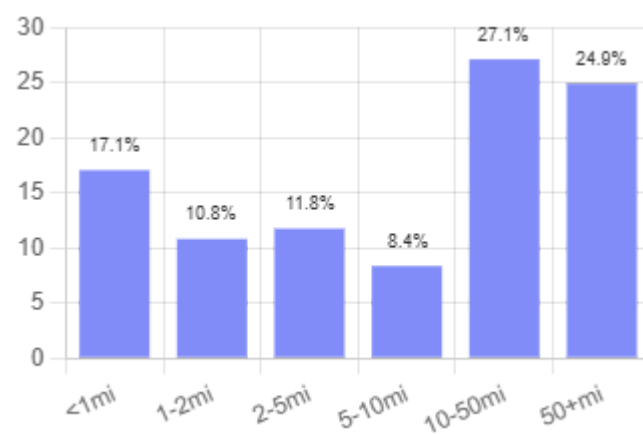
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



*Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats

East End

Custom Period: April 2025

Total Visits

140.2k

↓ -5.5% P1M

N/A YoY

Avg. Monthly Visitors

98,359

↓ -9.3% P1M

N/A YoY

Avg. Dwell Time

55.9 min

↑ +5.3m P1M

N/A YoY

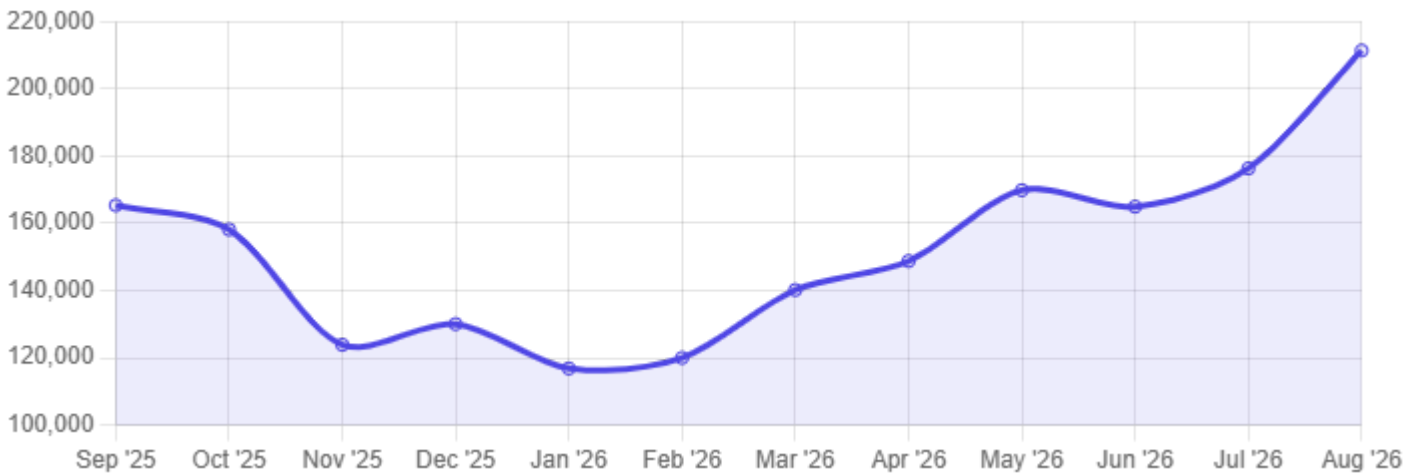
Peak Day & Time

Saturday, 12 PM

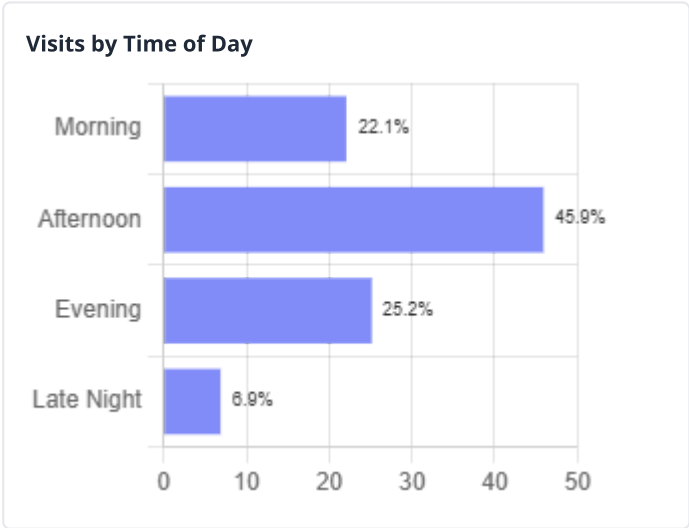
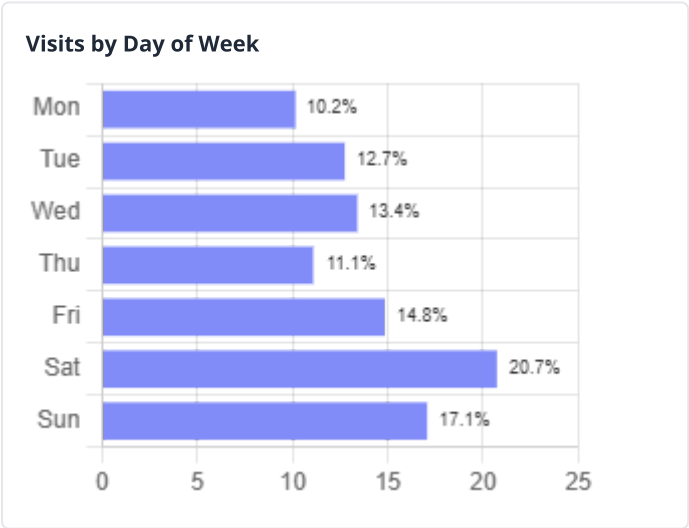
Prev. Period: no change

YoY: no change

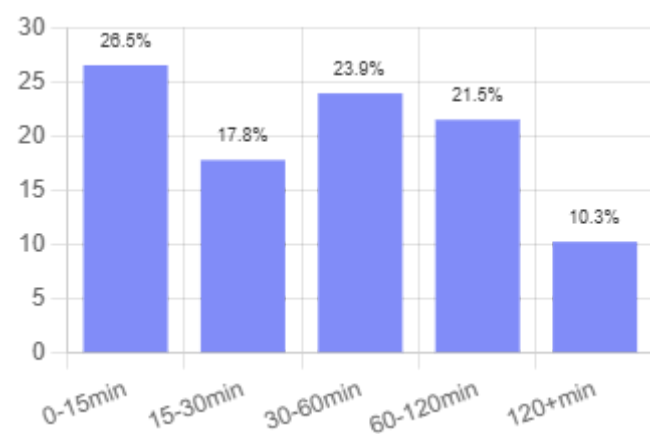
Last 12 Months Visits



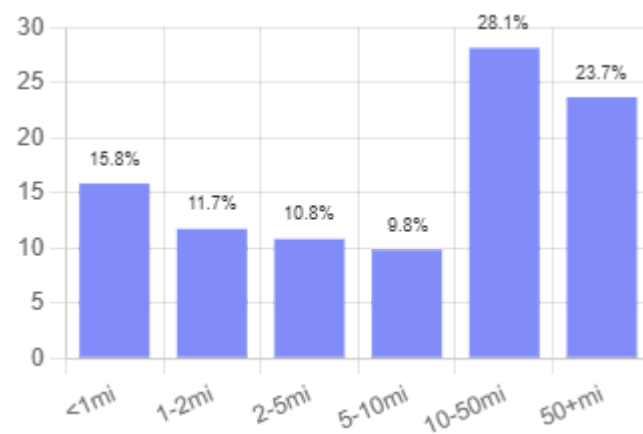
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



*Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats

Downtown Core (South)

Custom Period: April 2025

Total Visits

102.1k

↑ +9.0% P1M

N/A YoY

Avg. Monthly Visitors

66,968

↑ +9.4% P1M

N/A YoY

Avg. Dwell Time

43.6 min

↑ +1.8m P1M

N/A YoY

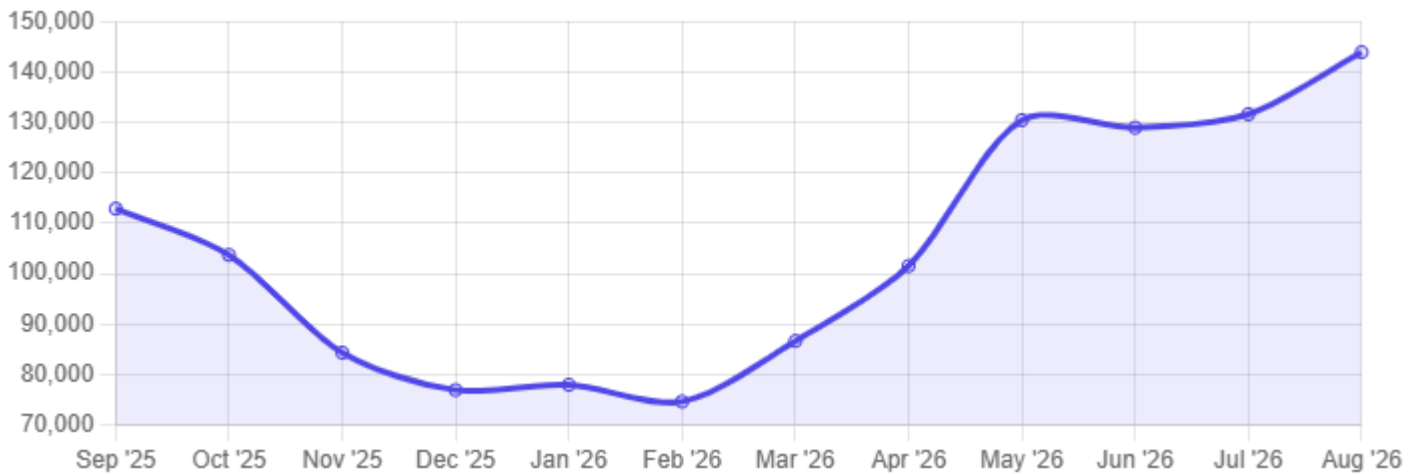
Peak Day & Time

Saturday, 12 PM

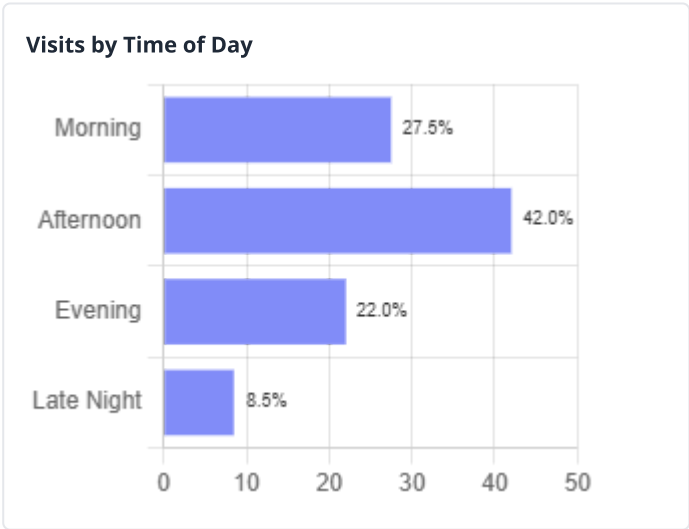
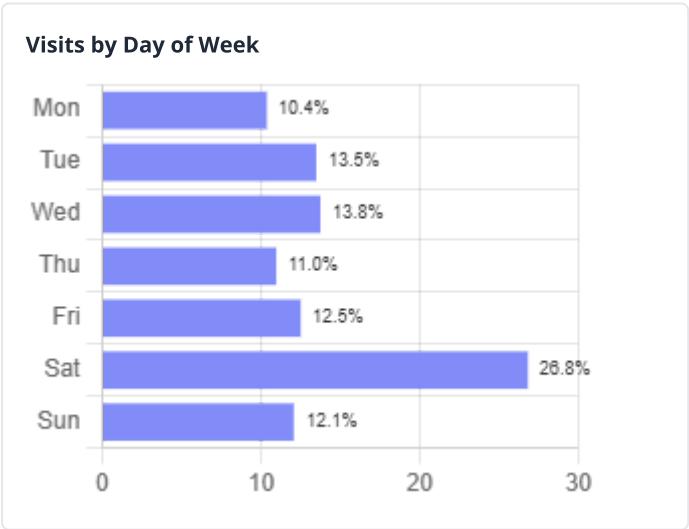
Prev. Period: Saturday, 2 PM

YoY: no change

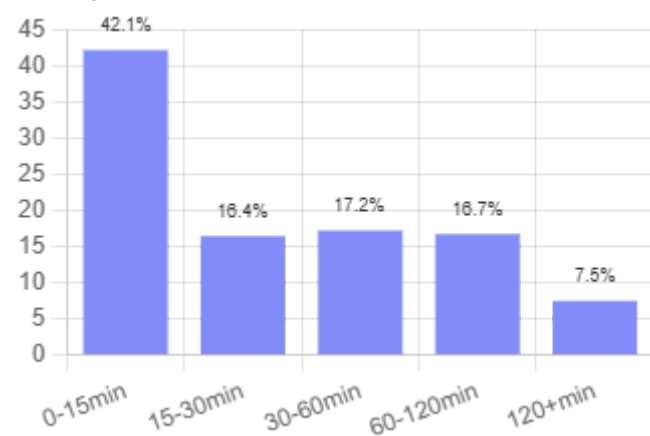
Last 12 Months Visits



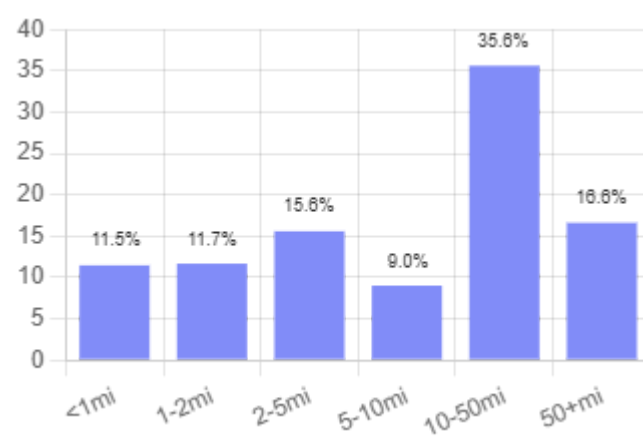
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



*Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats

Downtown Core (North)

Custom Period: April 2025

Total Visits

49,063

↑ +0.3% P1M

N/A YoY

Avg. Monthly Visitors

36,183

↓ -1.0% P1M

N/A YoY

Avg. Dwell Time

3h04

↑ +15.4m P1M

N/A YoY

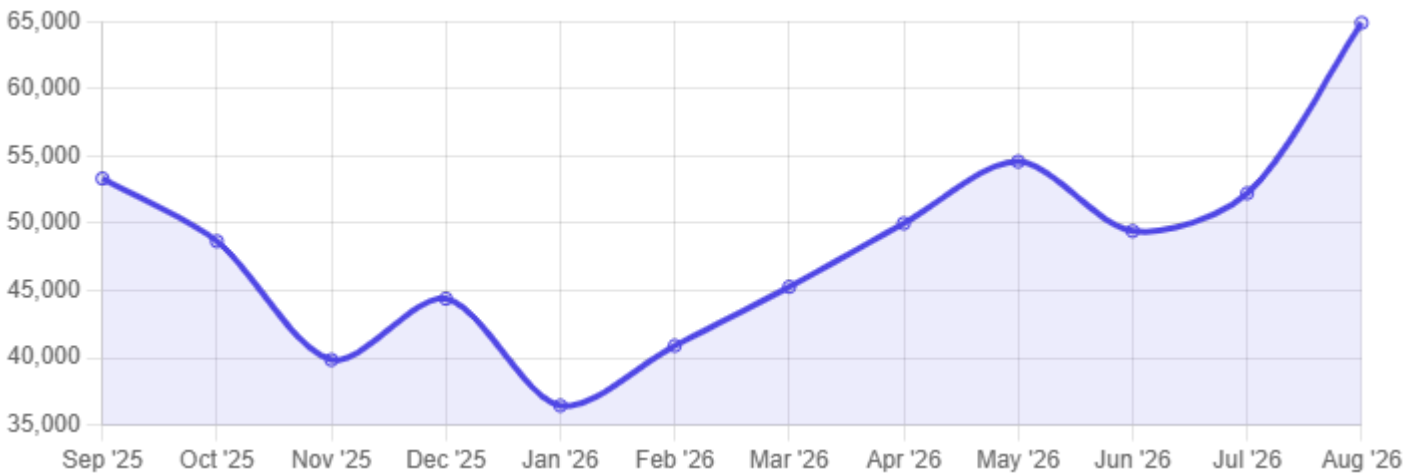
Peak Day & Time

Saturday, 10 PM

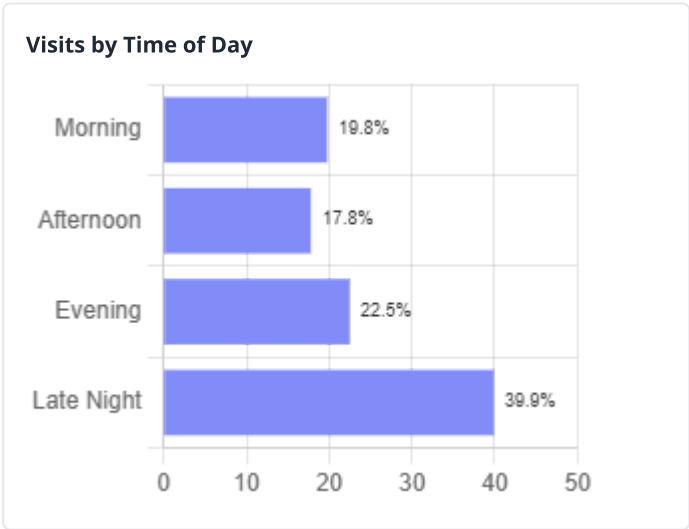
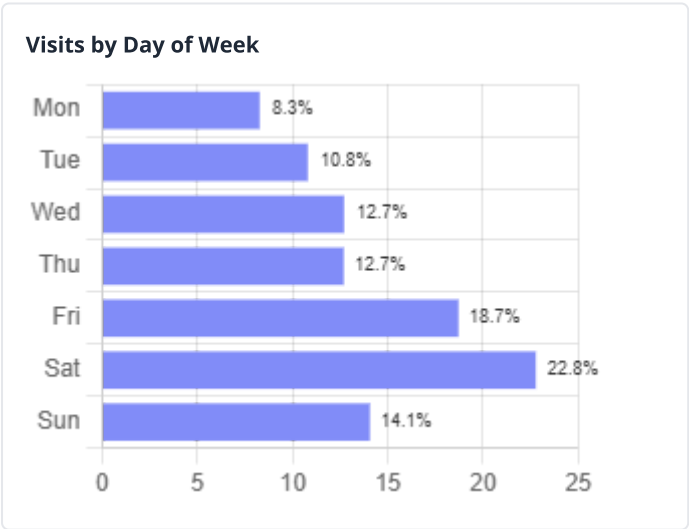
Prev. Period: Saturday, 7 PM

YoY: no change

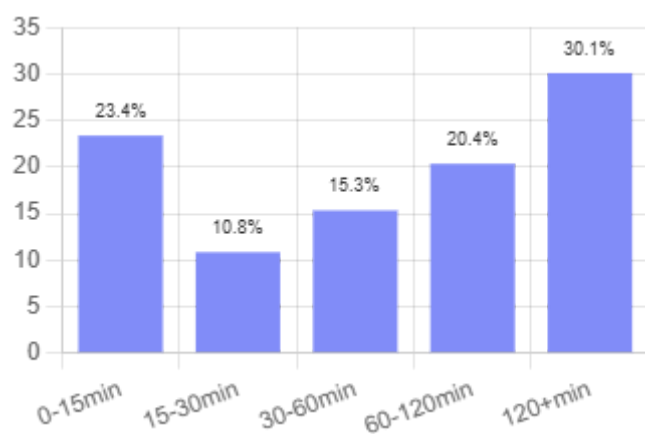
Last 12 Months Visits



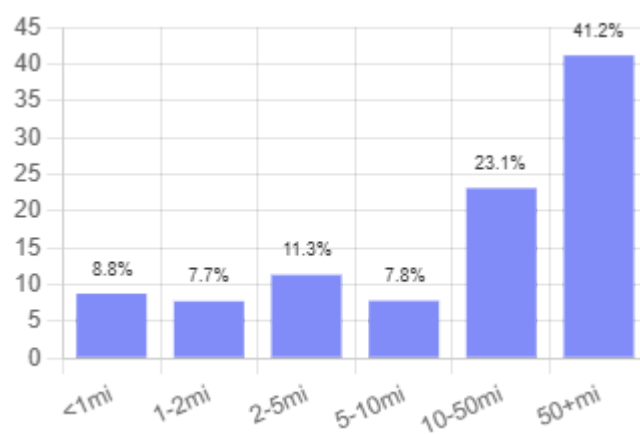
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



*Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats