

# Report

Custom Period: April 2026

6 locations

# Executive Summary

## KEY INSIGHTS

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### Portfolio Performance

- **6 locations** generated **1,661,957 total visits** (↑ 5.9% period-over-period)
- Average location performance: **276,993 visits** with **93.0 min** average dwell time
- Growth trend period-over-period: **5 locations** showing positive growth, **1 locations** declining

### Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (608,599 visits), West End (408,381 visits), Pearl Street Mall (344,687 visits)
- **Bottom 3 Locations:** Downtown Core (North) (49,987 visits), Downtown Core (South) (101,554 visits), East End (148,748 visits)

### Notable Changes

- **Biggest Gainer:** West End with +19.4% increase period-over-period
- **Largest Decline:** Downtown Boulder with -7.0% decrease period-over-period

### Visitor Insights

- **41.6%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$107K**
- Most locations peak on **Saturday** during **7 PM**

*Insights generated based on portfolio data analysis*

## KEY DEFINITIONS

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- **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 at <https://analytics.placer.ai/academy/>

# Overview

| Location              | Visits | P1M    | YoY    | Avg. Monthly Visitors | Avg. Dwell Time | Peak Day | Peak Hour |
|-----------------------|--------|--------|--------|-----------------------|-----------------|----------|-----------|
| Downtown Boulder      | 608.6k | -7.0%  | -11.0% | 303.2k                | 1h45            | Saturday | 7 PM      |
| West End              | 408.4k | +19.4% | +15.2% | 210.7k                | 1h44            | Saturday | 7 PM      |
| Pearl Street Mall     | 344.7k | +14.6% | +4.5%  | 208.4k                | 1h20            | Saturday | 7 PM      |
| East End              | 148.7k | +6.1%  | +6.1%  | 103.3k                | 58.5 min        | Saturday | 1 PM      |
| Downtown Core (South) | 101.6k | +17.2% | -0.5%  | 68,464                | 43.6 min        | Saturday | 12 PM     |
| Downtown Core (North) | 49,987 | +10.4% | +1.9%  | 38,012                | 2h35            | Saturday | 7 PM      |

# Downtown Boulder

Custom Period: April 2026

Total Visits

608.6k

↓ -7.0% P1M

↓ -11.0% YoY

Avg. Monthly Visitors

303.2k

↓ -11.8% P1M

↓ -9.3% YoY

Avg. Dwell Time

1h45

↑ +2.6m P1M

↓ -1.8m YoY

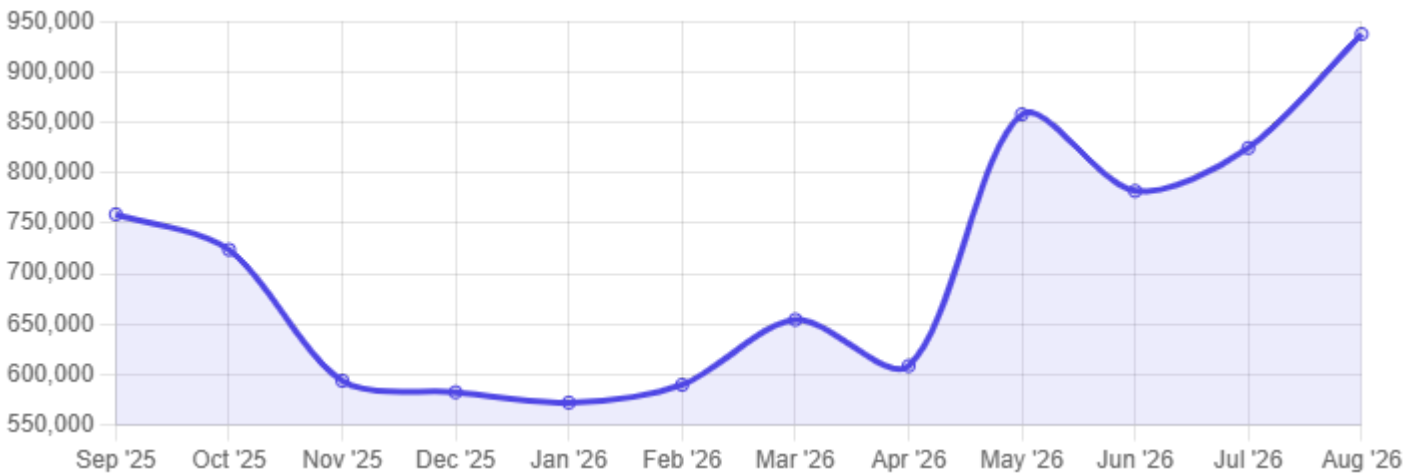
Peak Day & Time

Saturday, 7 PM

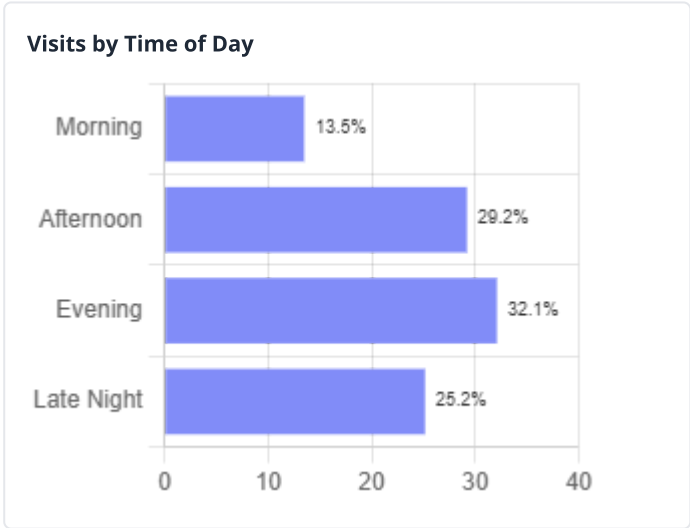
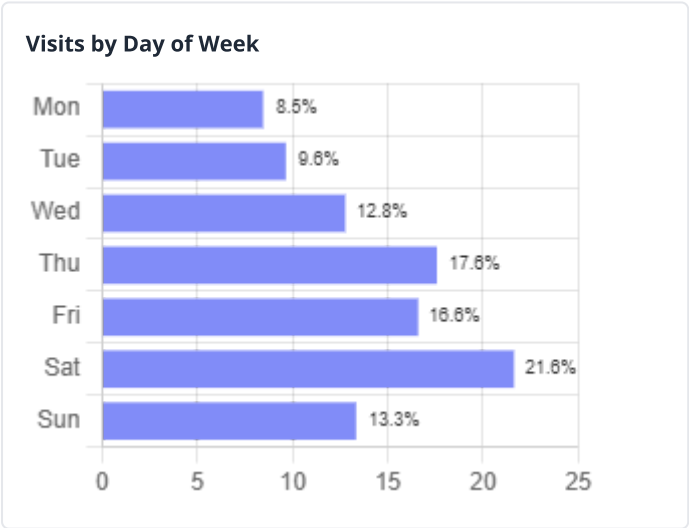
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YoY: no change

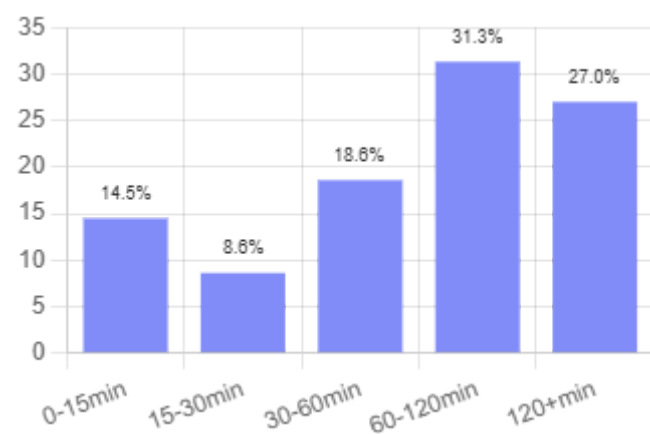
## Last 12 Months Visits



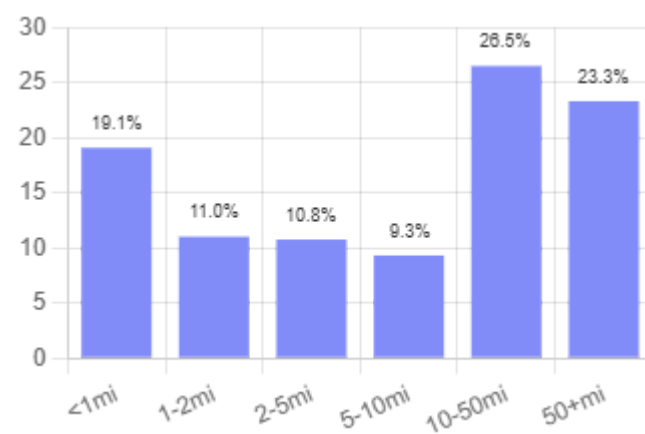
## Visits Breakdowns



**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 2026

Total Visits

408.4k

↑ +19.4% P1M

↑ +15.2% YoY

Avg. Monthly Visitors

210.7k

↑ +7.3% P1M

↑ +8.2% YoY

Avg. Dwell Time

1h44

↑ +6.0m P1M

↑ +2.7m YoY

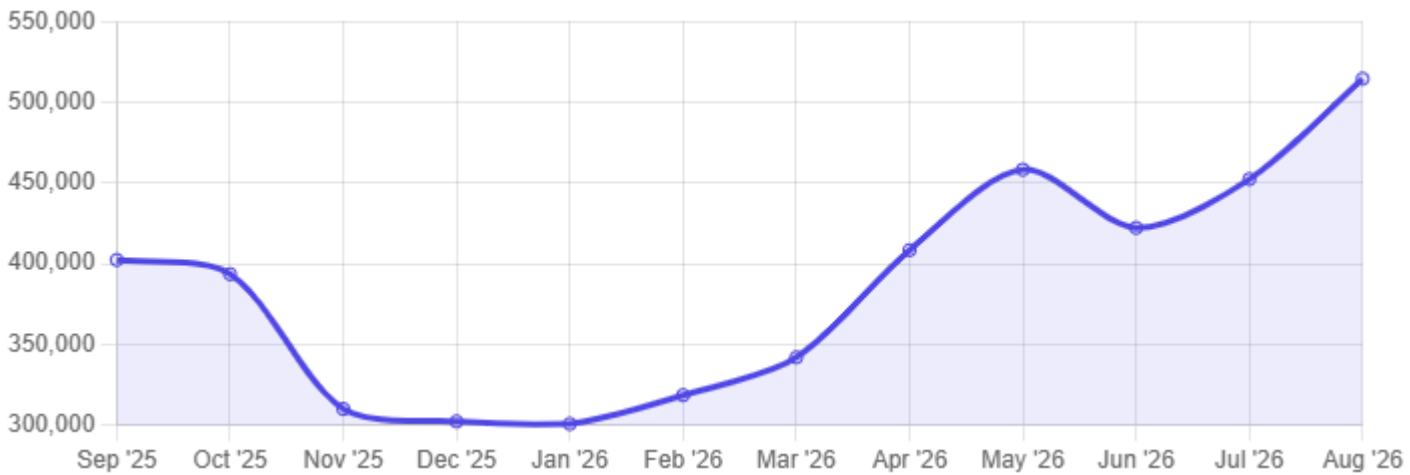
Peak Day & Time

Saturday, 7 PM

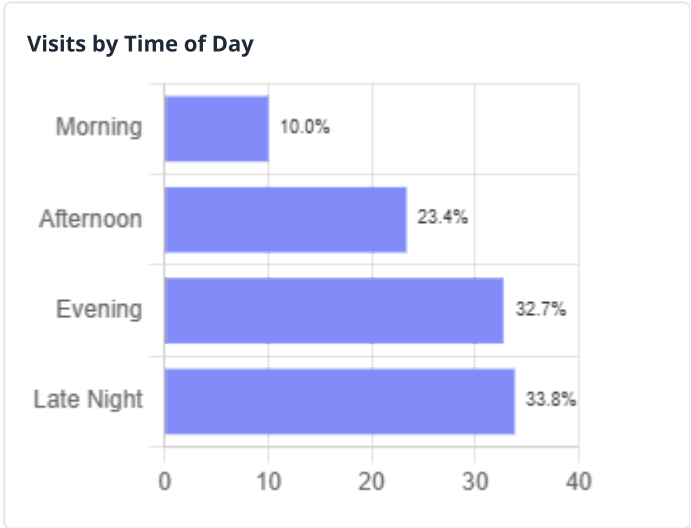
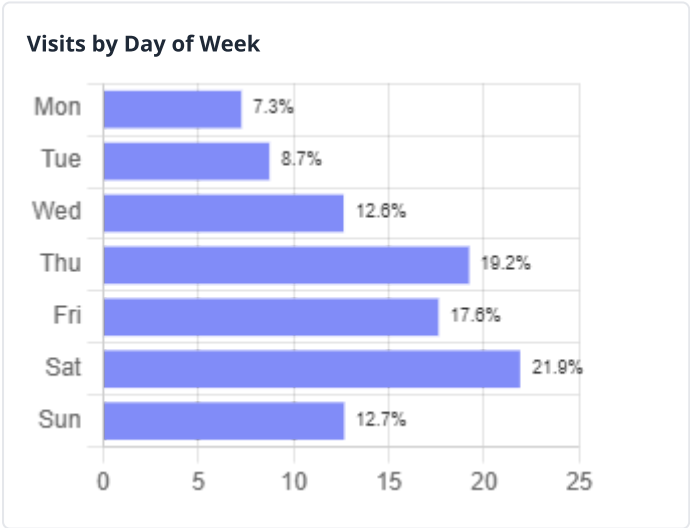
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YoY: no change

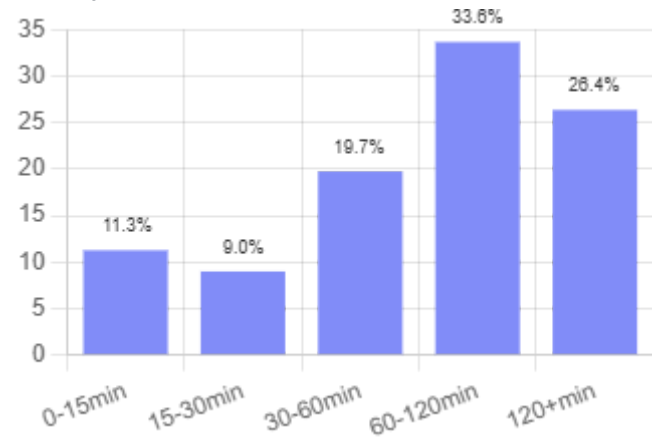
## Last 12 Months Visits



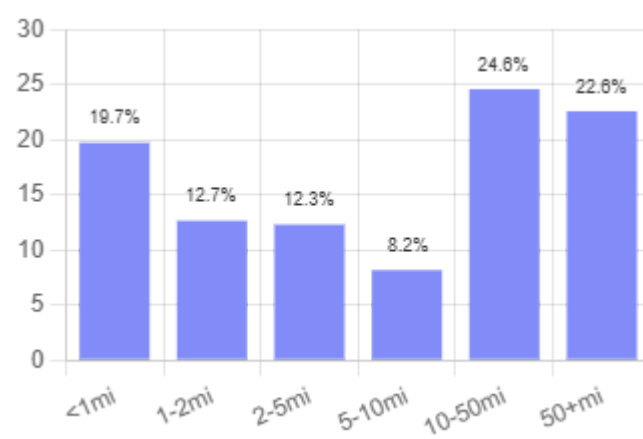
## Visits Breakdowns



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 2026

Total Visits

344.7k

↑ +14.6% P1M  
↑ +4.5% YoY

Avg. Monthly Visitors

208.4k

↑ +3.7% P1M  
↑ +0.5% YoY

Avg. Dwell Time

1h20

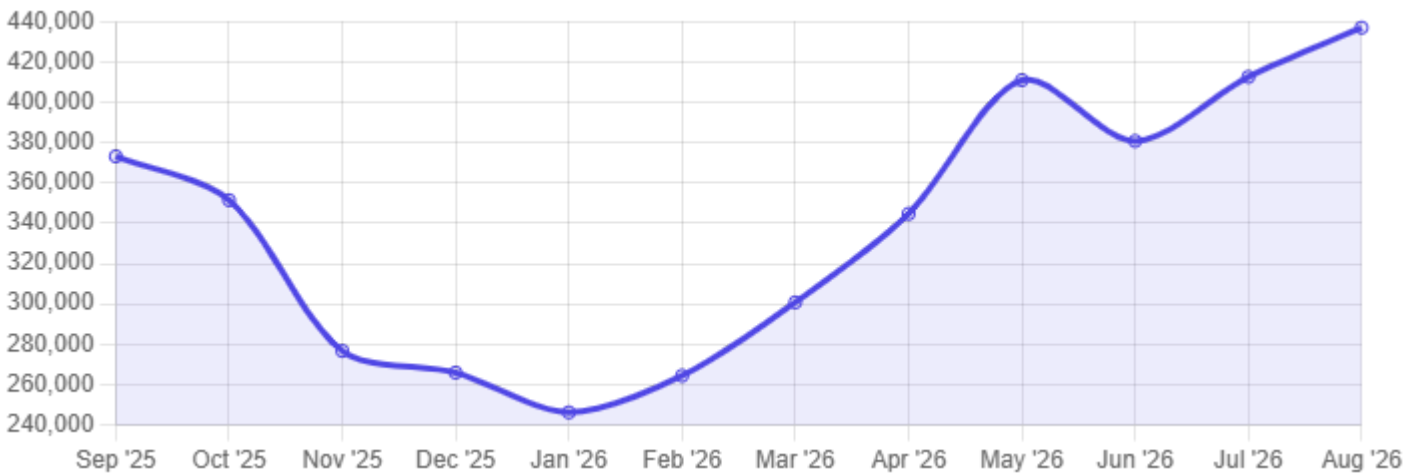
↑ +2.0m P1M  
↑ +0.6m YoY

Peak Day & Time

Saturday, 7 PM

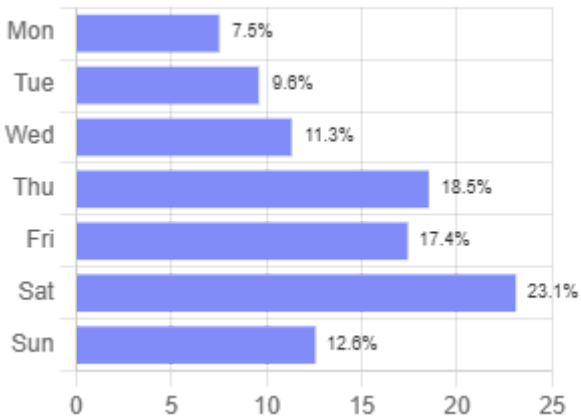
Prev. Period: no change  
YoY: no change

## Last 12 Months Visits

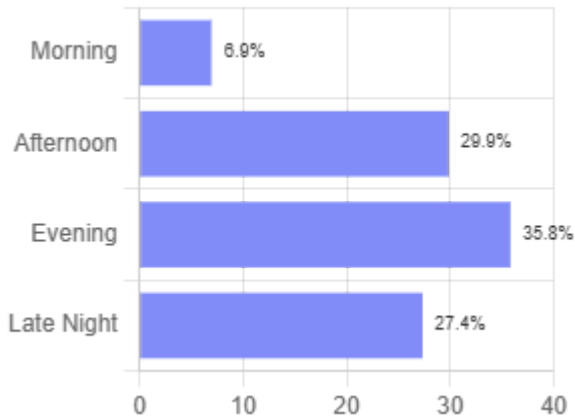


## Visits Breakdowns

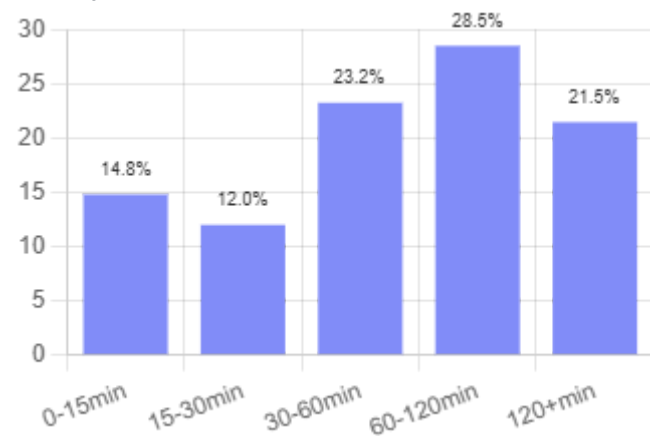
### Visits by Day of Week



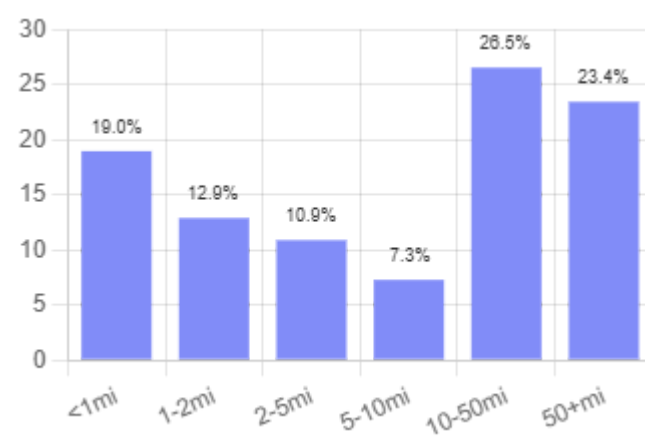
### Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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# East End

Custom Period: April 2026

Total Visits

148.7k

↑ +6.1% P1M

↑ +6.1% YoY

Avg. Monthly Visitors

103.3k

↑ +1.3% P1M

↑ +5.0% YoY

Avg. Dwell Time

58.5 min

↑ +6.0m P1M

↑ +4.6m YoY

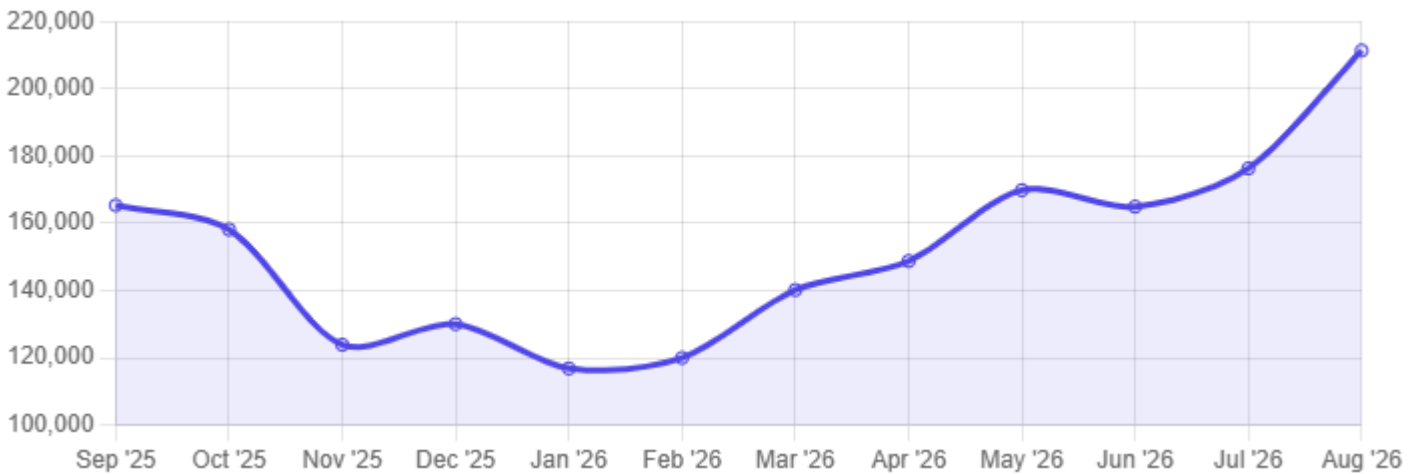
Peak Day & Time

Saturday, 1 PM

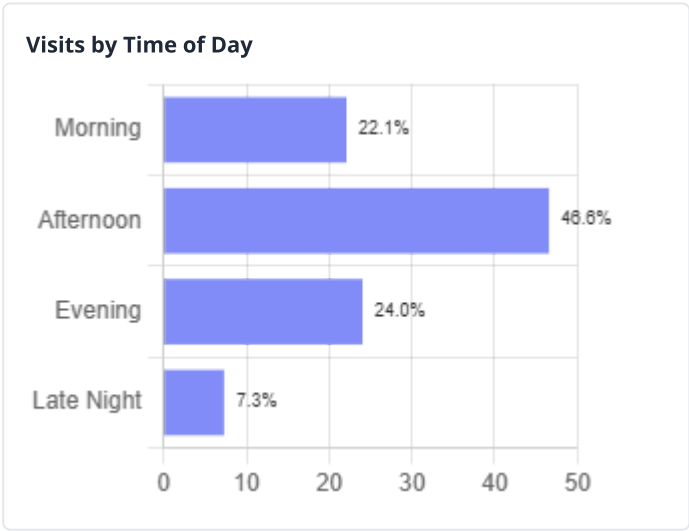
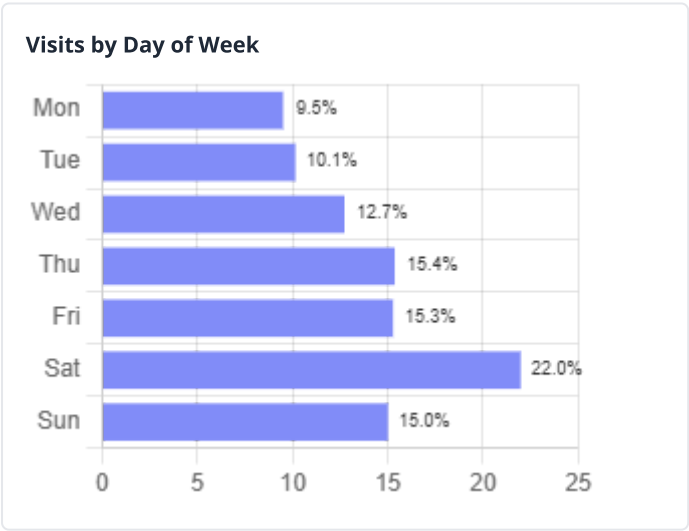
Prev. Period: Saturday, 12 PM

YoY: Saturday, 12 PM

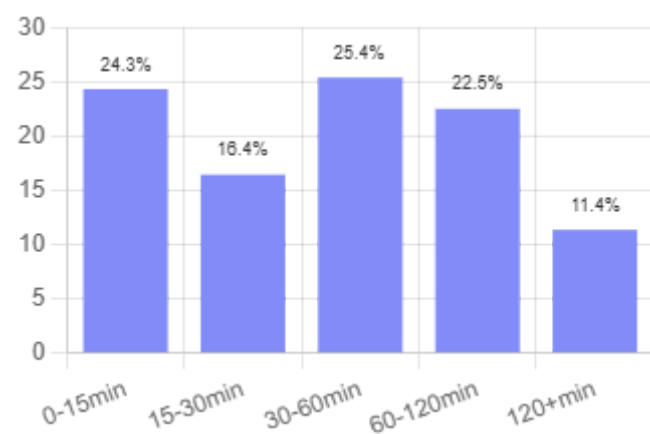
## Last 12 Months Visits



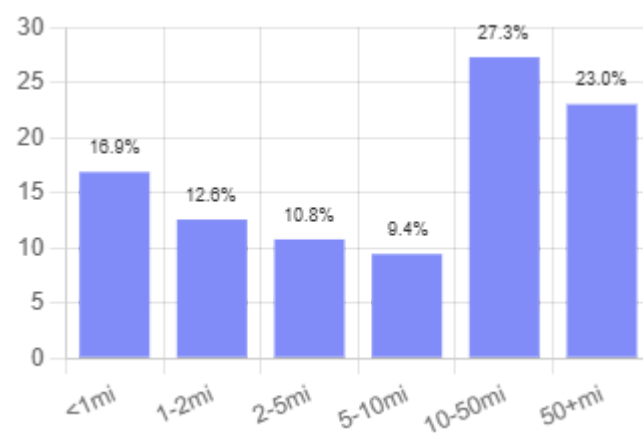
## Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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# Downtown Core (South)

Custom Period: April 2026

Total Visits

101.6k

↑ +17.2% P1M

↓ -0.5% YoY

Avg. Monthly Visitors

68,464

↑ +18.8% P1M

↑ +2.2% YoY

Avg. Dwell Time

43.6 min

↑ +3.6m P1M

↑ +0.0m YoY

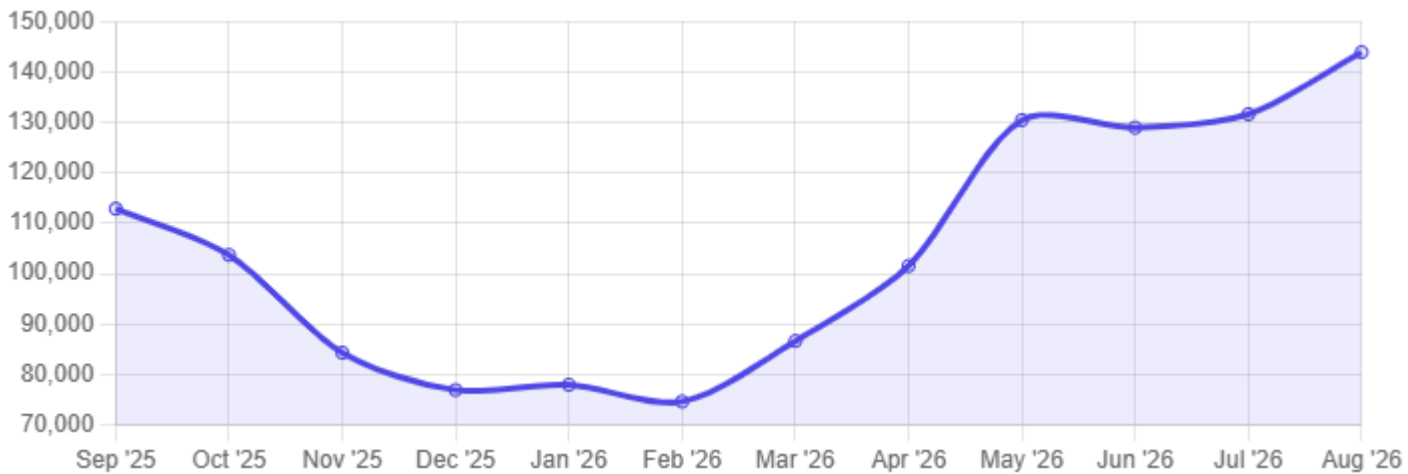
Peak Day & Time

Saturday, 12 PM

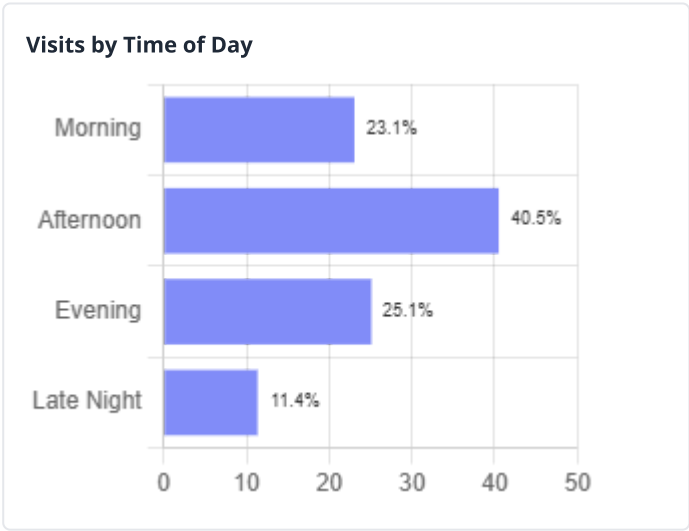
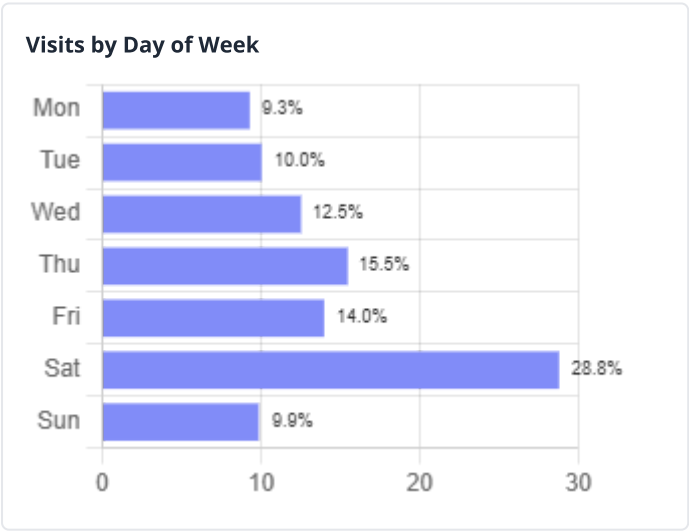
Prev. Period: Saturday, 1 PM

YoY: no change

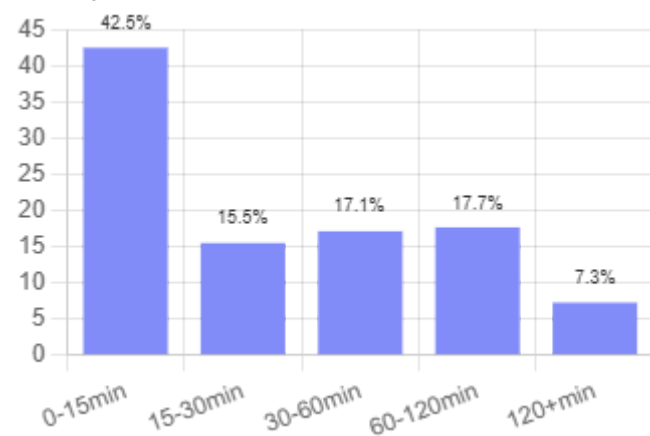
## Last 12 Months Visits



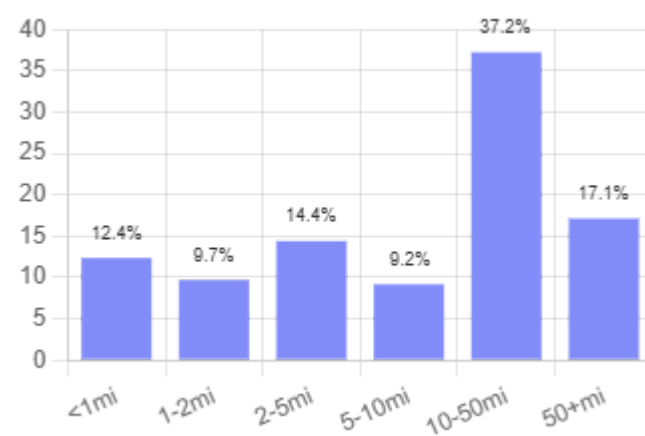
## Visits Breakdowns



**Visits by Dwell Time**



**Visitor Home Distance**



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# Downtown Core (North)

Custom Period: April 2026

Total Visits

49,987

↑ +10.4% P1M

↑ +1.9% YoY

Avg. Monthly Visitors

38,012

↑ +11.3% P1M

↑ +5.1% YoY

Avg. Dwell Time

2h35

↓ -2.7m P1M

↓ -16.0m YoY

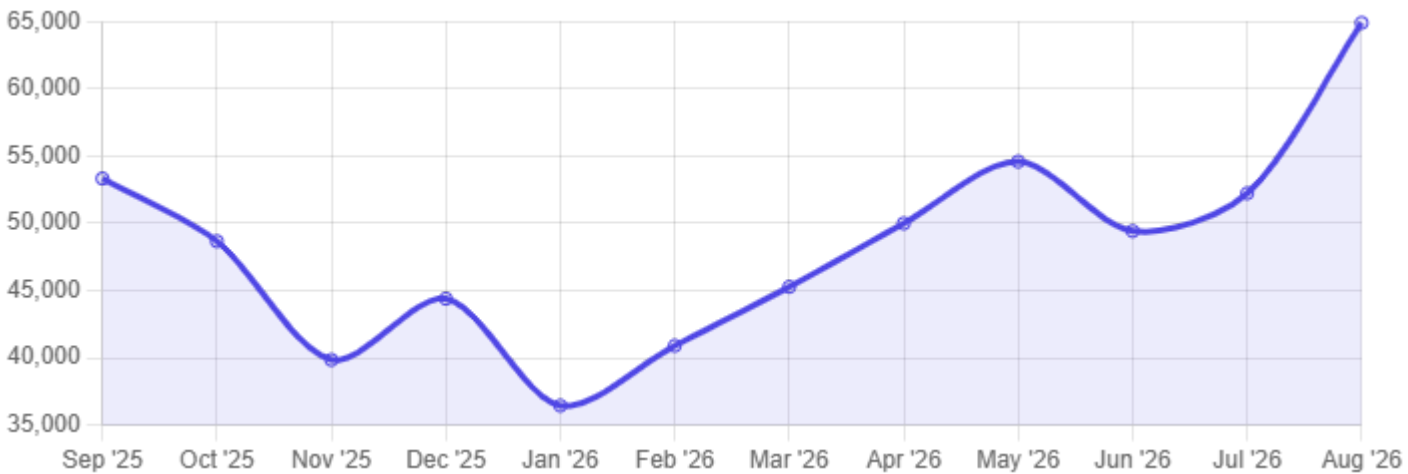
Peak Day & Time

Saturday, 7 PM

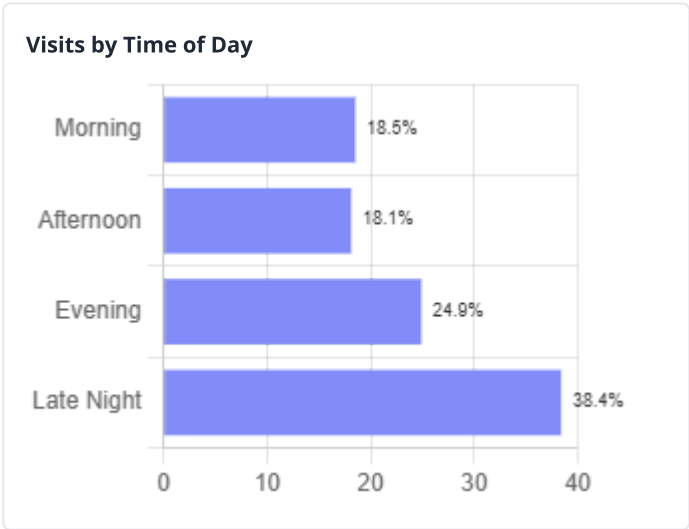
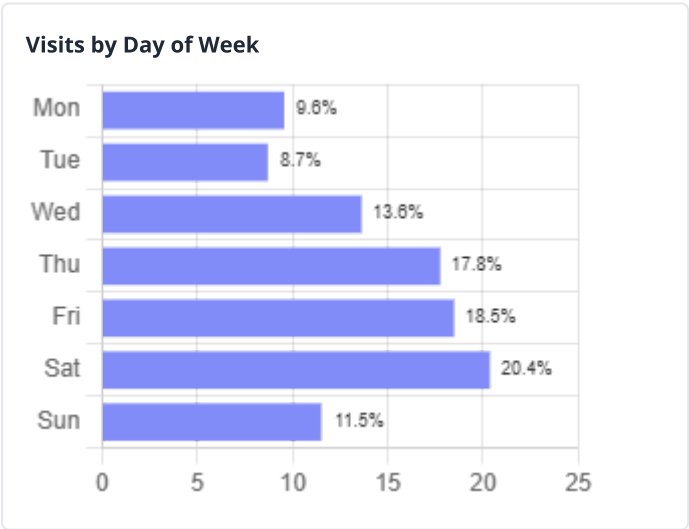
Prev. Period: Saturday, 10 PM

YoY: Saturday, 10 PM

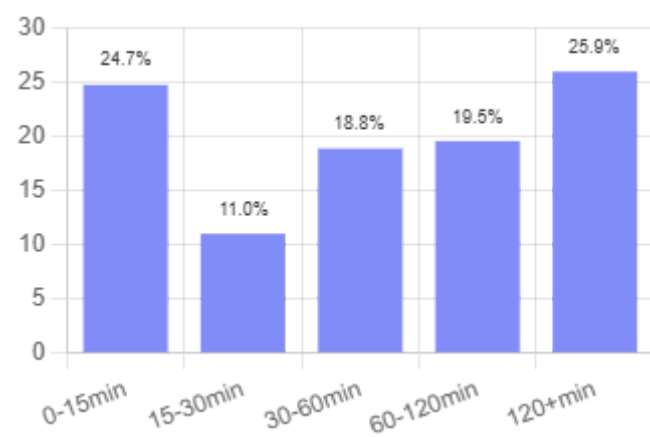
## Last 12 Months Visits



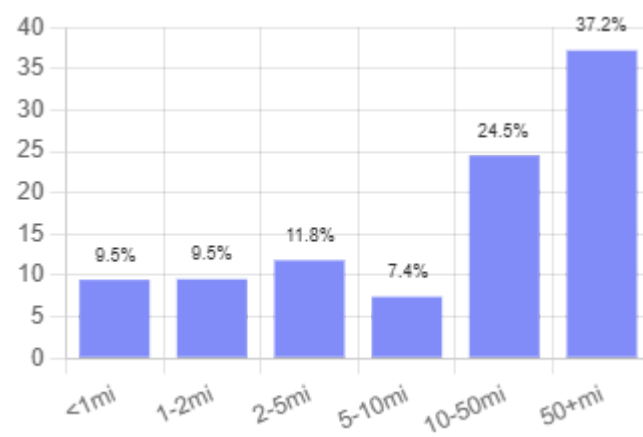
## Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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