

Report

Custom Period: August 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **2,262,498 total visits** (↑ 9.7% period-over-period)
- Average location performance: **377,083 visits** with **89.3 min** average dwell time
- Growth trend period-over-period: **6 locations** showing positive growth, **0 locations** declining

Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (911,488 visits), West End (512,181 visits), Pearl Street Mall (446,054 visits)
- **Bottom 3 Locations:** Downtown Core (North) (60,636 visits), Downtown Core (South) (134,922 visits), East End (197,216 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (North) with +15.3% increase period-over-period

Visitor Insights

- **34.2%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$113K**
- 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 at <https://analytics.placer.ai/academy/>

Overview

Location	Visits	P1M	YoY	Avg. Monthly Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	911.5k	+10.7%	N/A	460.2k	1h41	Saturday	7 PM
West End	512.2k	+12.0%	N/A	285.7k	1h37	Saturday	7 PM
Pearl Street Mall	446.1k	+4.0%	N/A	289.1k	1h14	Saturday	7 PM
East End	197.2k	+12.0%	N/A	142.3k	53.0 min	Saturday	1 PM
Downtown Core (South)	134.9k	+9.2%	N/A	93,247	44.0 min	Saturday	12 PM
Downtown Core (North)	60,636	+15.3%	N/A	44,236	3h03	Saturday	10 PM

Downtown Boulder

Custom Period: August 2025

Total Visits

911.5k

↑ +10.7% P1M

N/A YoY

Avg. Monthly Visitors

460.2k

↑ +8.7% P1M

N/A YoY

Avg. Dwell Time

1h41

↑ +2.7m P1M

N/A YoY

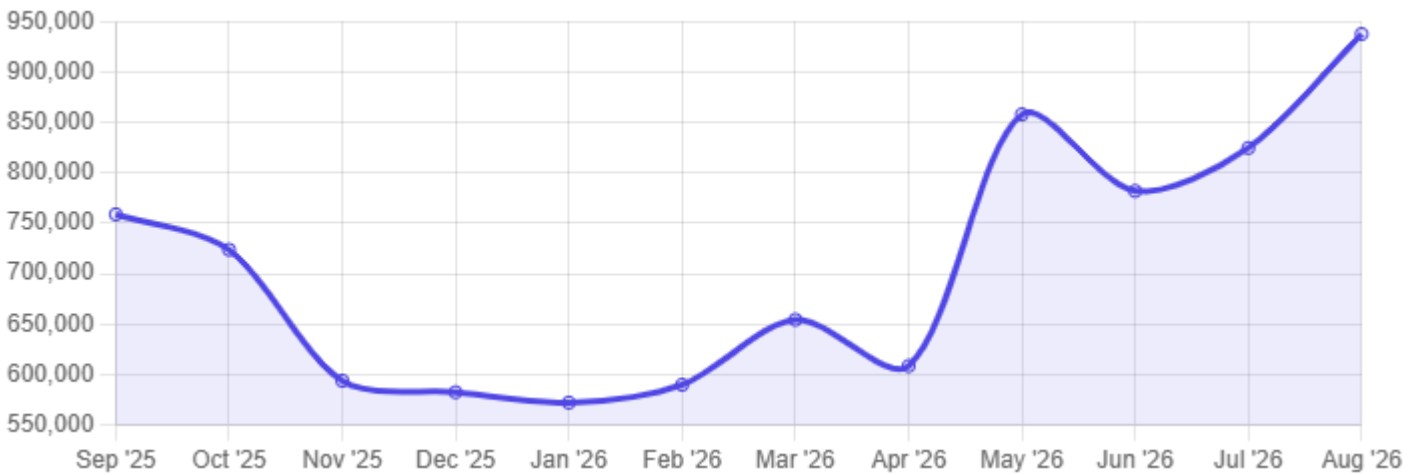
Peak Day & Time

Saturday, 7 PM

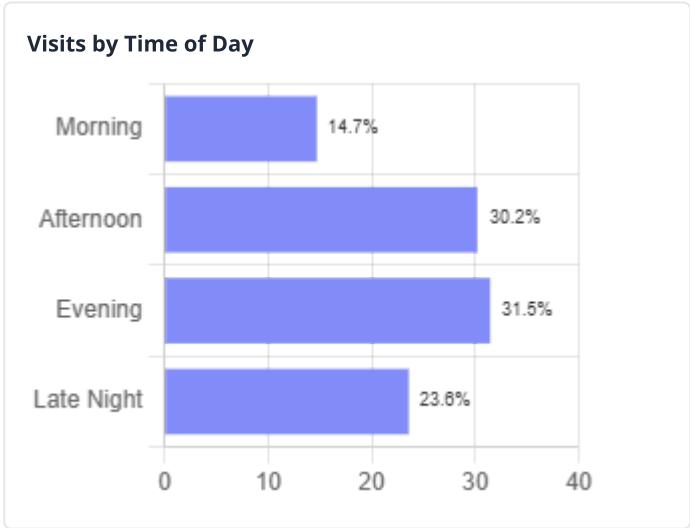
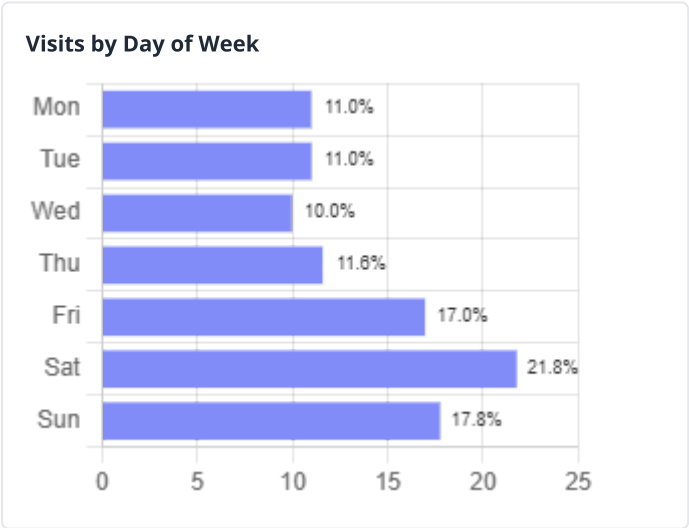
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YoY: no change

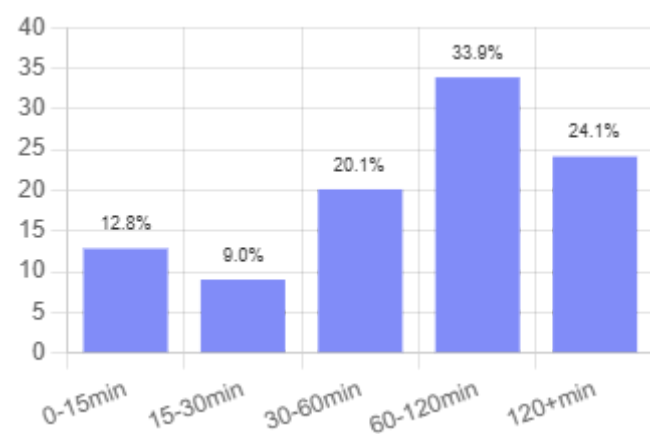
Last 12 Months Visits



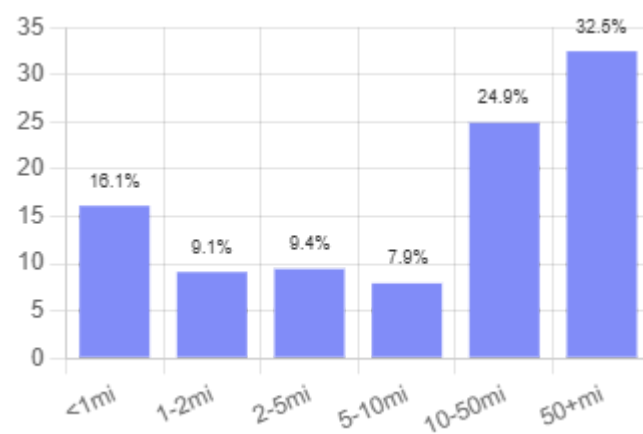
Visits Breakdowns



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: August 2025

Total Visits

512.2k

↑ +12.0% P1M

N/A YoY

Avg. Monthly Visitors

285.7k

↑ +12.5% P1M

N/A YoY

Avg. Dwell Time

1h37

↑ +0.4m P1M

N/A YoY

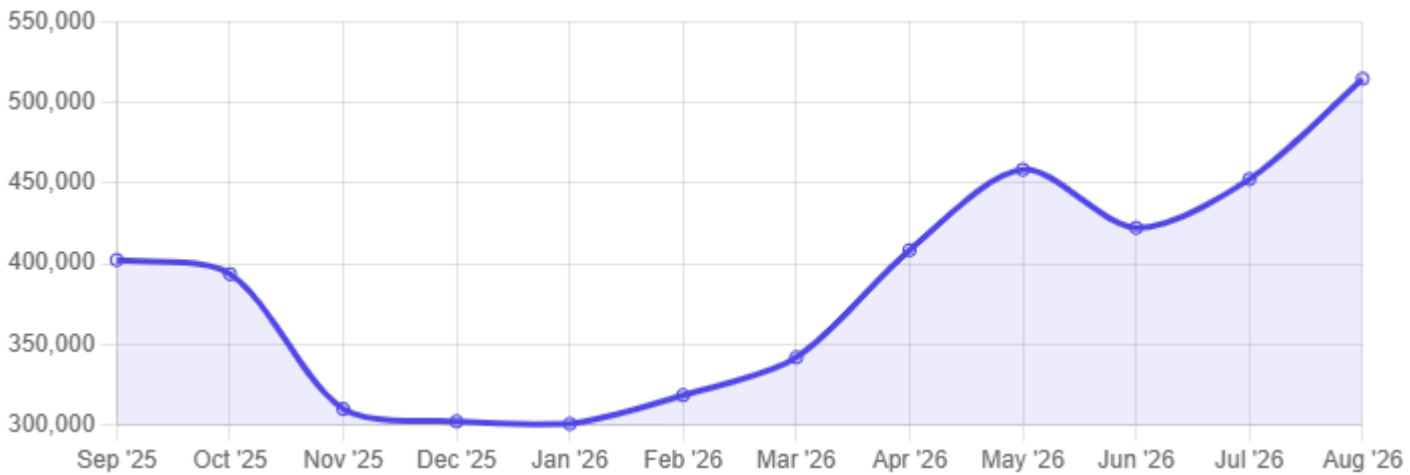
Peak Day & Time

Saturday, 7 PM

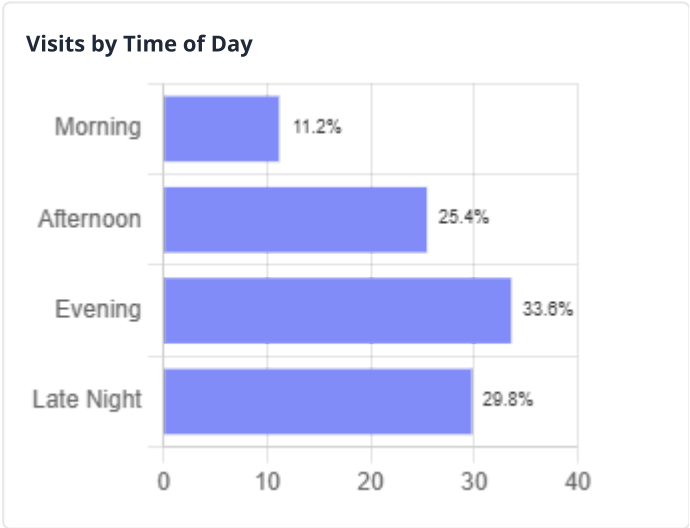
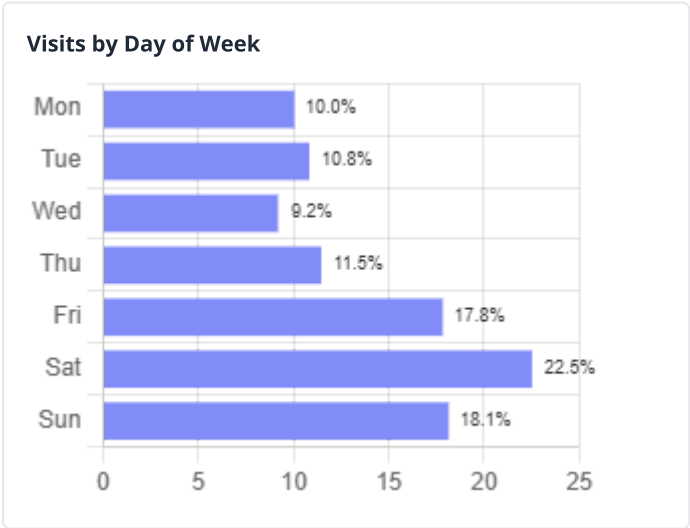
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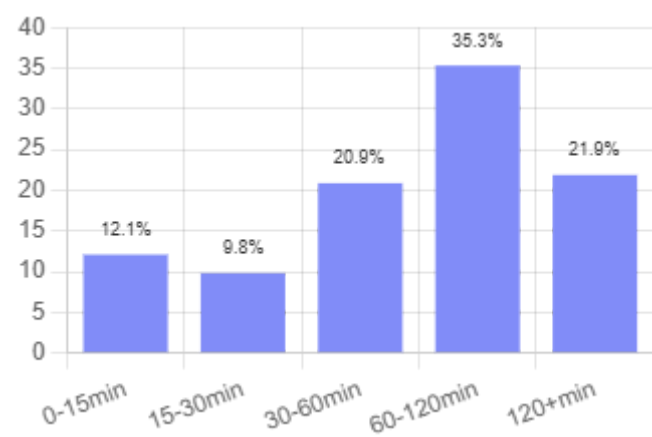
Last 12 Months Visits



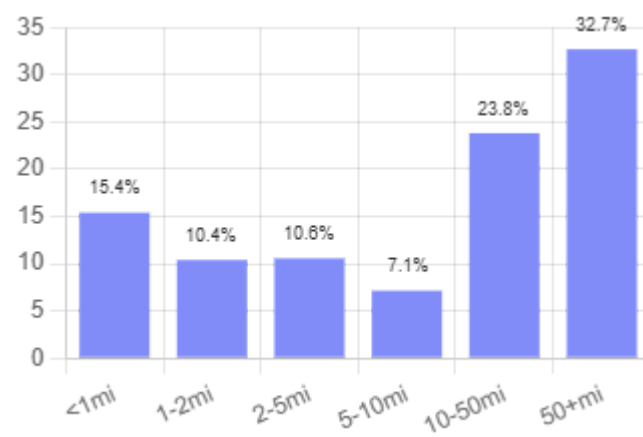
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: August 2025

Total Visits

446.1k

↑ +4.0% P1M

N/A YoY

Avg. Monthly Visitors

289.1k

↑ +4.9% P1M

N/A YoY

Avg. Dwell Time

1h14

↓ -2.2m P1M

N/A YoY

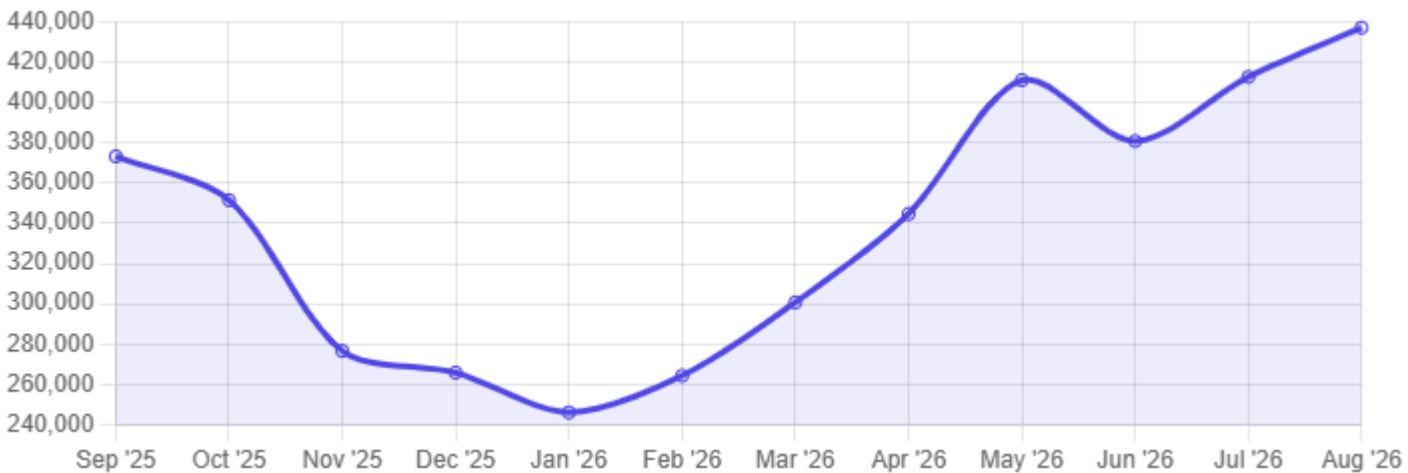
Peak Day & Time

Saturday, 7 PM

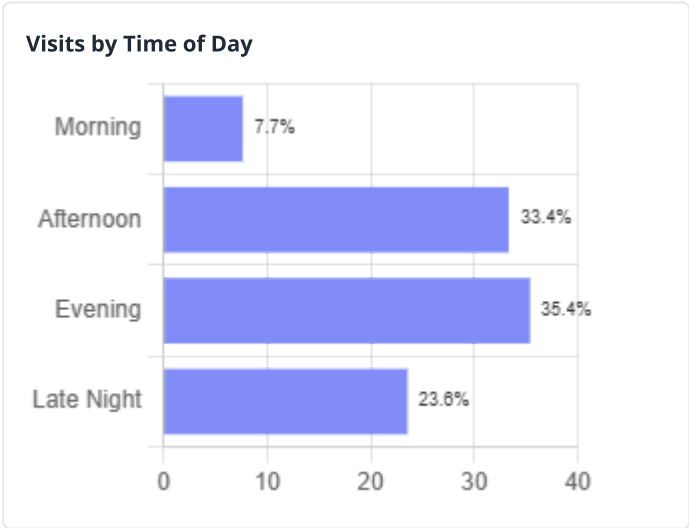
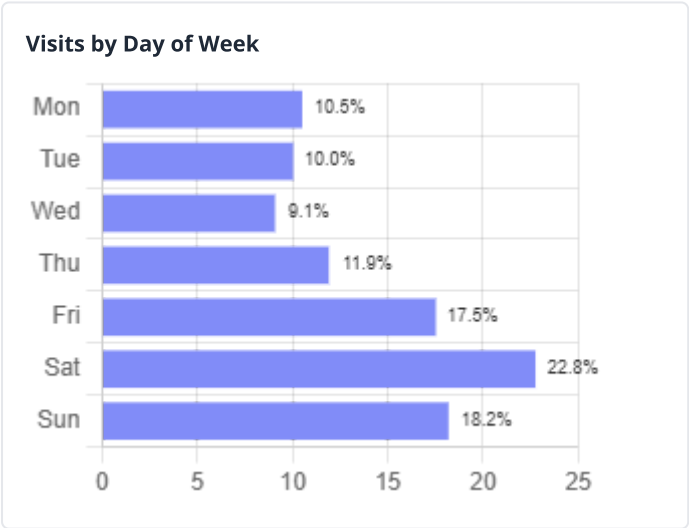
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YoY: no change

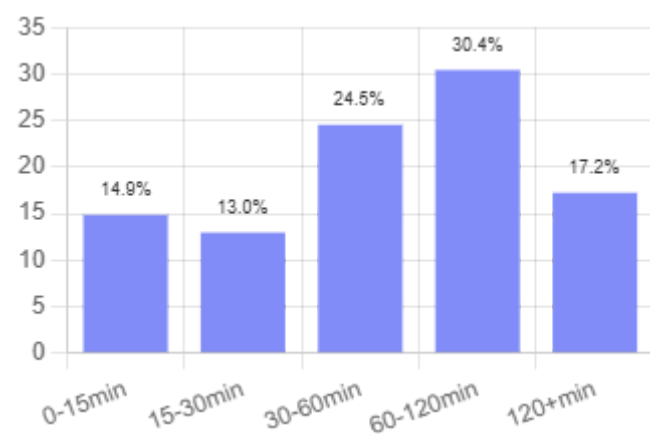
Last 12 Months Visits



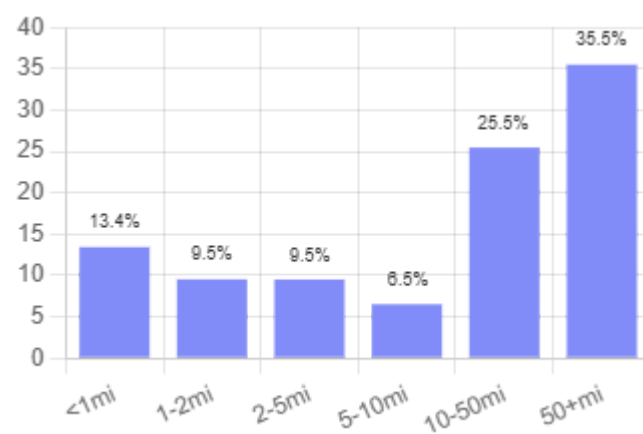
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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East End

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Total Visits

197.2k

↑ +12.0% P1M

N/A YoY

Avg. Monthly Visitors

142.3k

↑ +13.3% P1M

N/A YoY

Avg. Dwell Time

53.0 min

↑ +4.2m P1M

N/A YoY

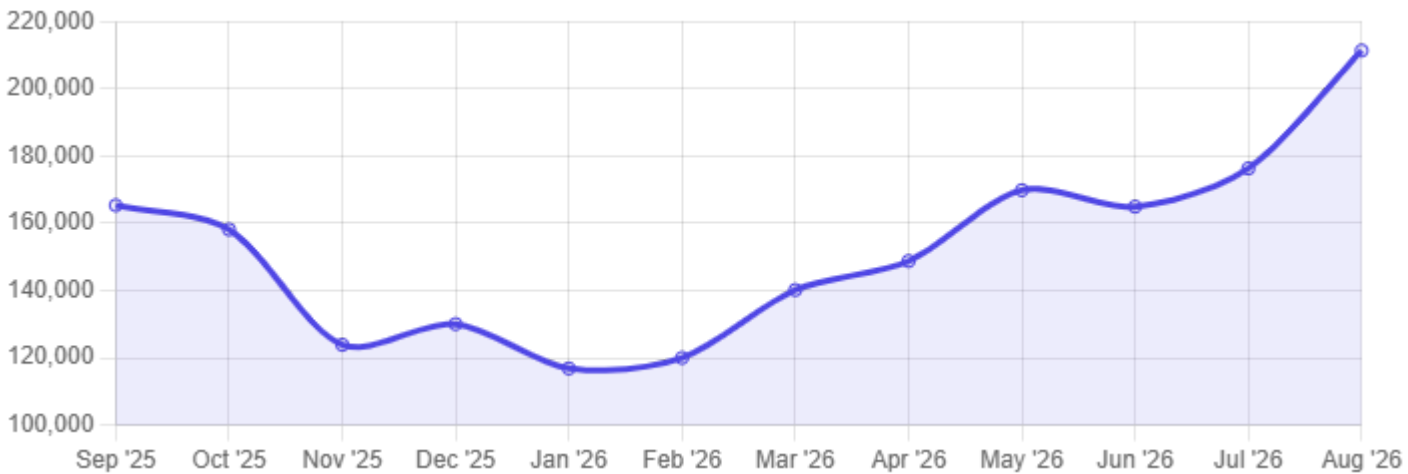
Peak Day & Time

Saturday, 1 PM

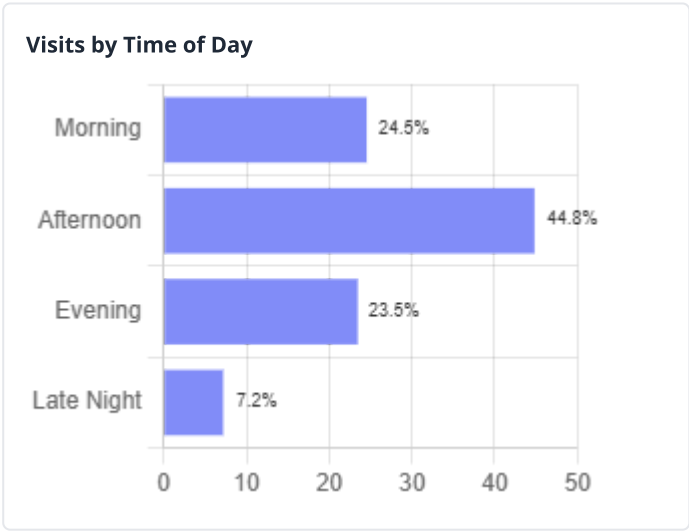
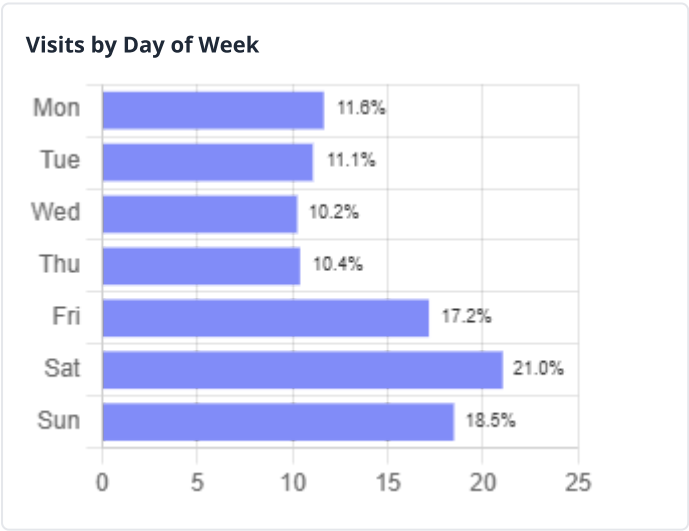
Prev. Period: Saturday, 12 PM

YoY: no change

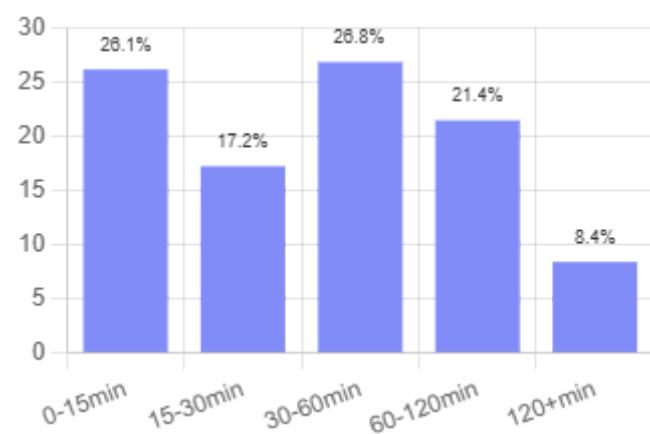
Last 12 Months Visits



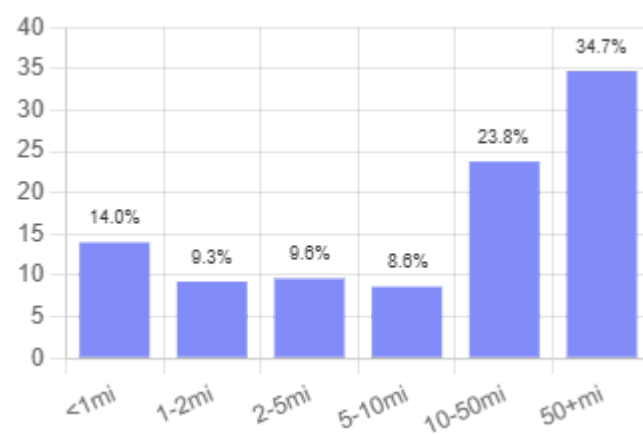
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

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Total Visits

134.9k

↑ +9.2% P1M

N/A YoY

Avg. Monthly Visitors

93,247

↑ +9.8% P1M

N/A YoY

Avg. Dwell Time

44.0 min

↑ +1.3m P1M

N/A YoY

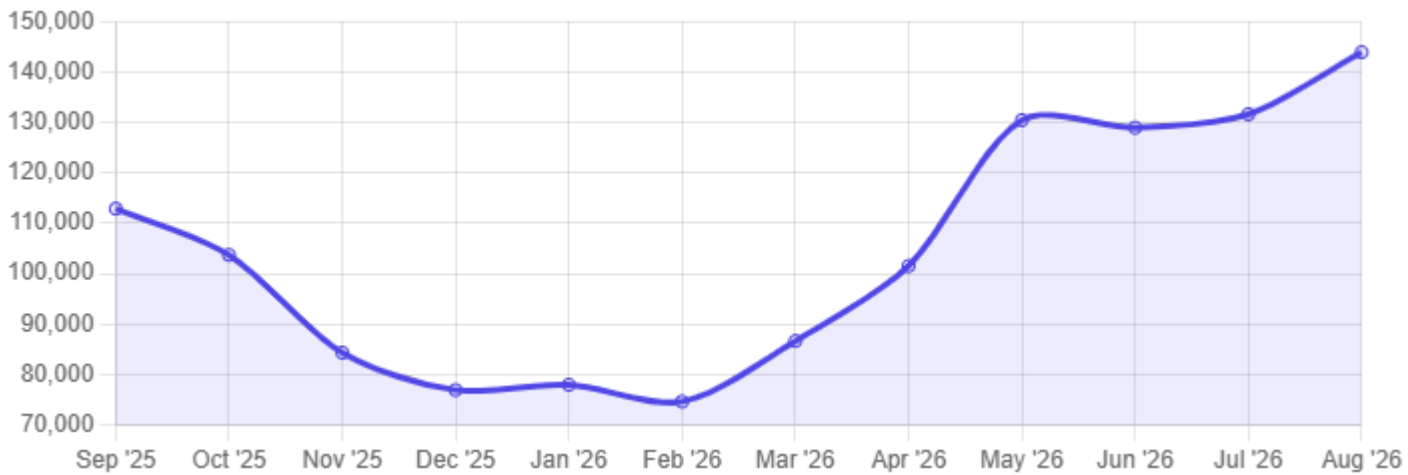
Peak Day & Time

Saturday, 12 PM

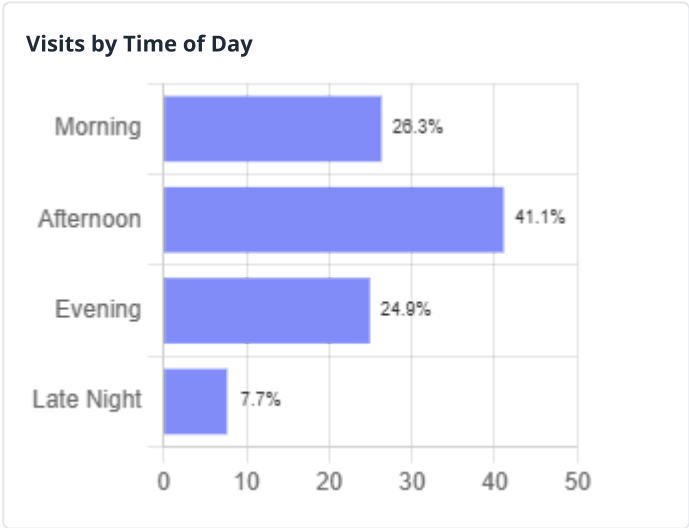
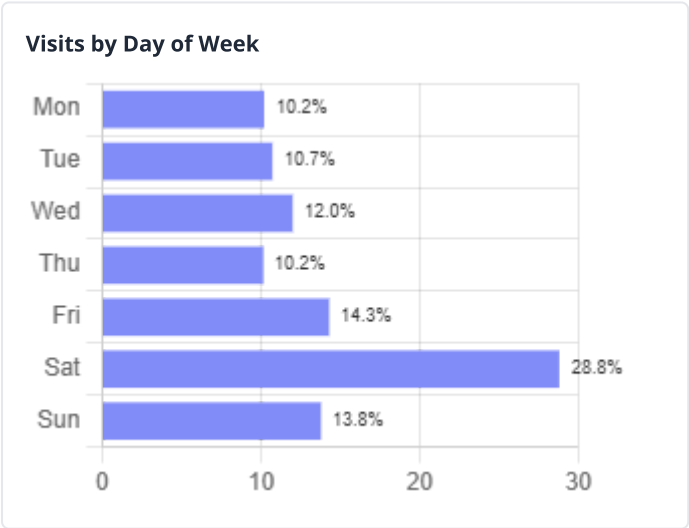
Prev. Period: no change

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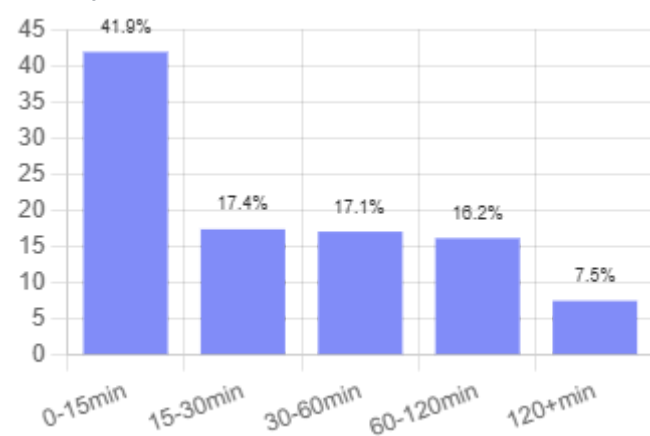
Last 12 Months Visits



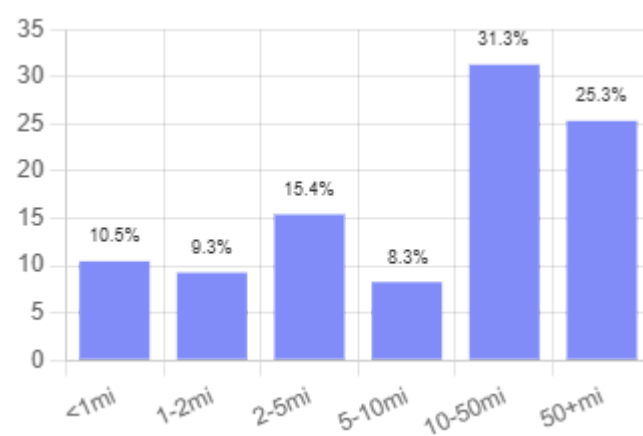
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: August 2025

Total Visits

60,636

↑ +15.3% P1M

N/A YoY

Avg. Monthly Visitors

44,236

↑ +6.7% P1M

N/A YoY

Avg. Dwell Time

3h03

↑ +45.5m P1M

N/A YoY

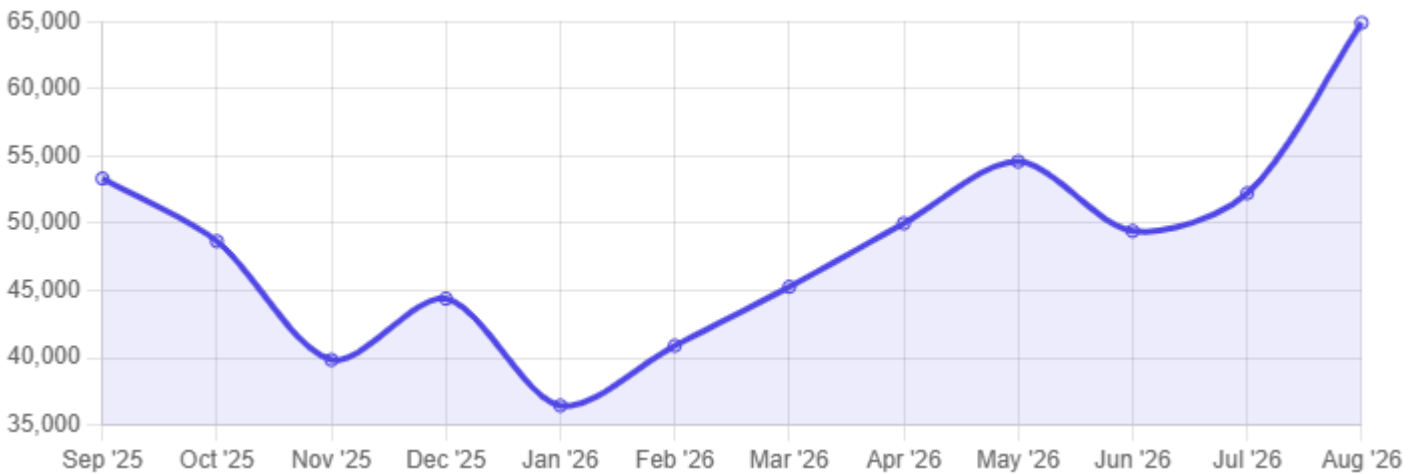
Peak Day & Time

Saturday, 10 PM

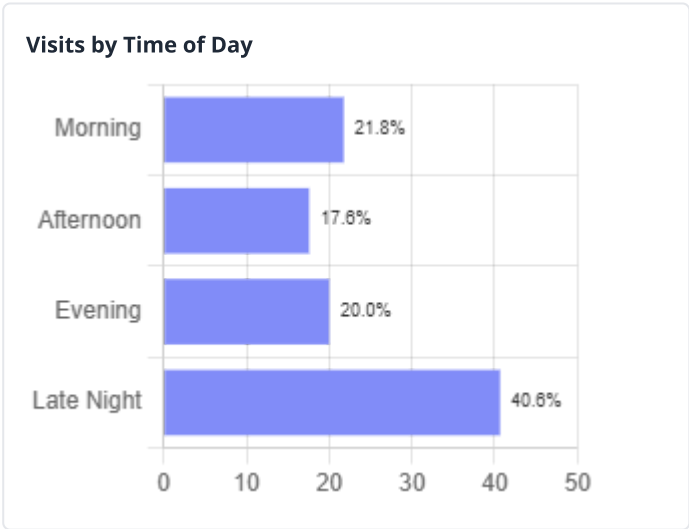
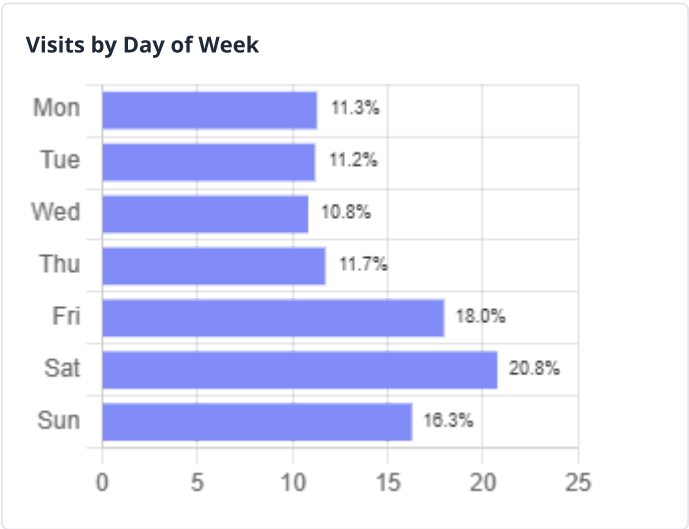
Prev. Period: Thursday, 6 PM

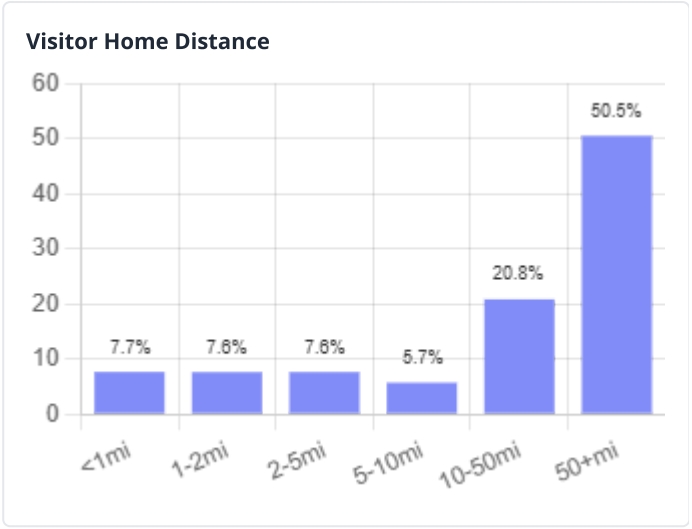
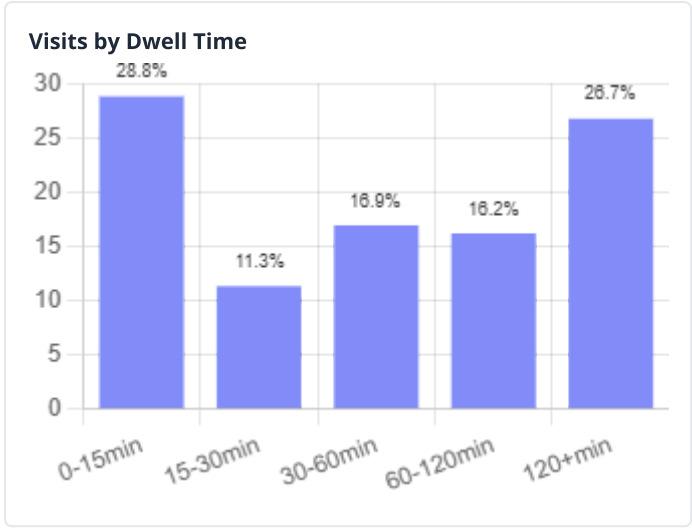
YoY: no change

Last 12 Months Visits



Visits Breakdowns





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