

Report

Custom Period: August 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **2,309,011 total visits** (↑ 12.7% period-over-period)
- Average location performance: **384,835 visits** with **86.7 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 (937,491 visits), West End (514,482 visits), Pearl Street Mall (436,915 visits)
- **Bottom 3 Locations:** Downtown Core (North) (64,895 visits), Downtown Core (South) (143,896 visits), East End (211,333 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (North) with +24.3% increase period-over-period

Visitor Insights

- **34.6%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$115K**
- 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	937.5k	+13.7%	+2.9%	468.0k	1h38	Saturday	7 PM
West End	514.5k	+13.7%	+0.4%	284.7k	1h37	Saturday	7 PM
Pearl Street Mall	436.9k	+5.9%	-2.0%	278.3k	1h14	Saturday	7 PM
East End	211.3k	+19.9%	+7.2%	149.5k	54.2 min	Saturday	12 PM
Downtown Core (South)	143.9k	+9.3%	+6.7%	101.7k	37.7 min	Saturday	12 PM
Downtown Core (North)	64,895	+24.3%	+7.0%	48,827	2h21	Saturday	7 PM

Downtown Boulder

Custom Period: August 2026

Total Visits

937.5k

↑ +13.7% P1M

↑ +2.9% YoY

Avg. Monthly Visitors

468.0k

↑ +12.6% P1M

↑ +1.7% YoY

Avg. Dwell Time

1h38

↑ +0.7m P1M

↓ -2.9m YoY

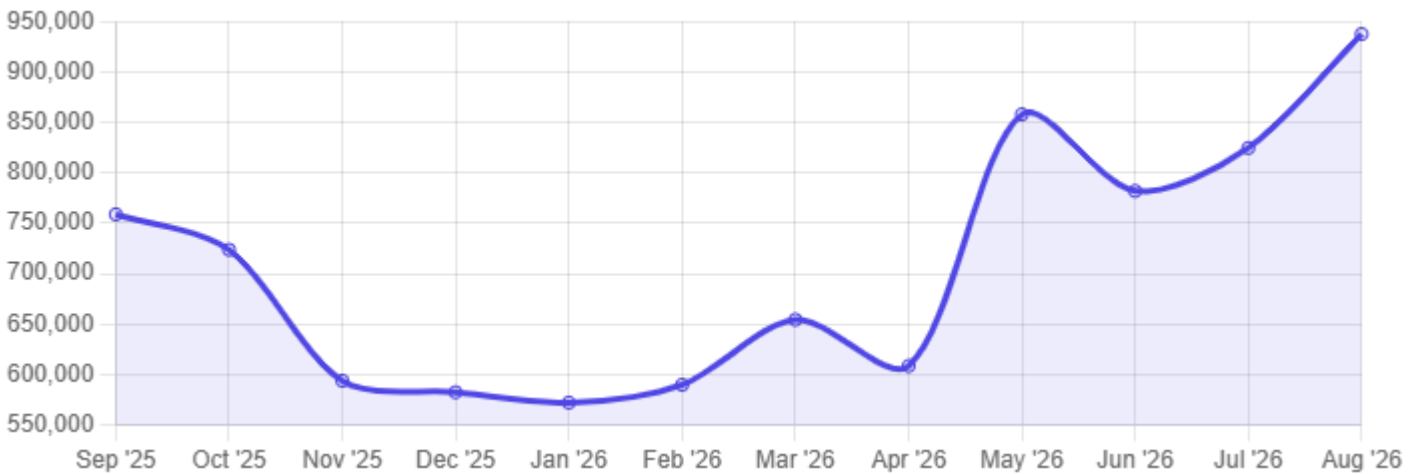
Peak Day & Time

Saturday, 7 PM

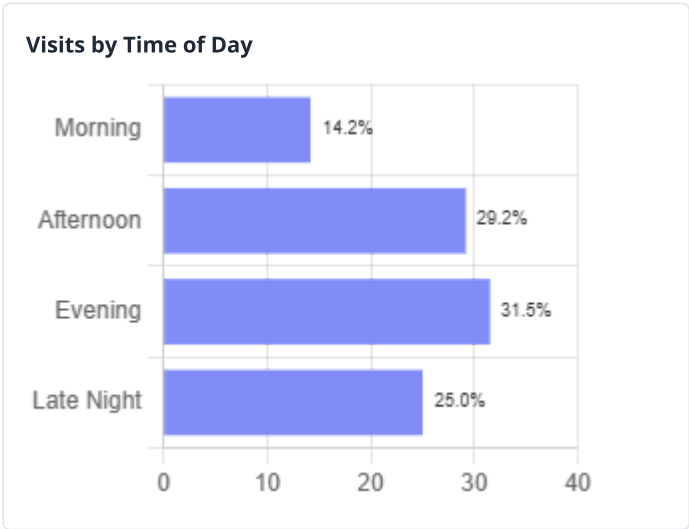
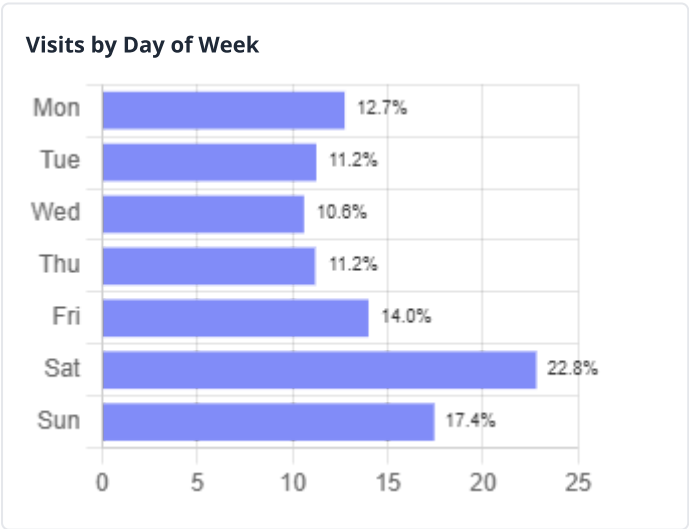
Prev. Period: Friday, 7 PM

YoY: no change

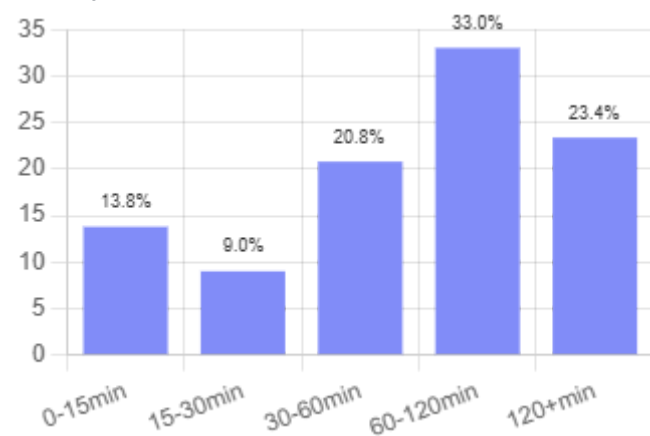
Last 12 Months Visits



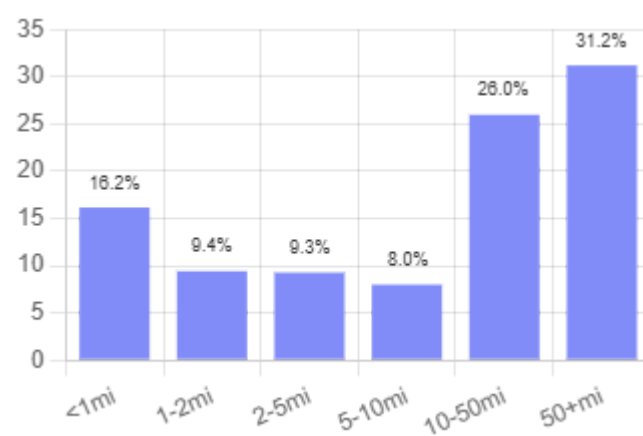
Visits Breakdowns



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

West End

Custom Period: August 2026

Total Visits

514.5k

↑ +13.7% P1M

↑ +0.4% YoY

Avg. Monthly Visitors

284.7k

↑ +17.2% P1M

↓ -0.4% YoY

Avg. Dwell Time

1h37

↑ +2.2m P1M

↑ +0.2m YoY

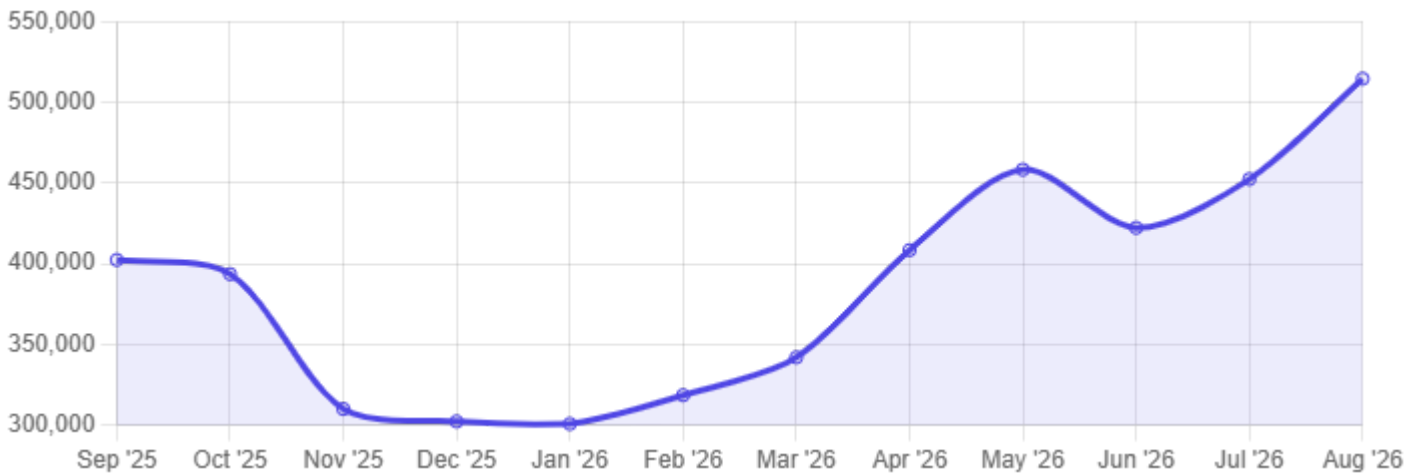
Peak Day & Time

Saturday, 7 PM

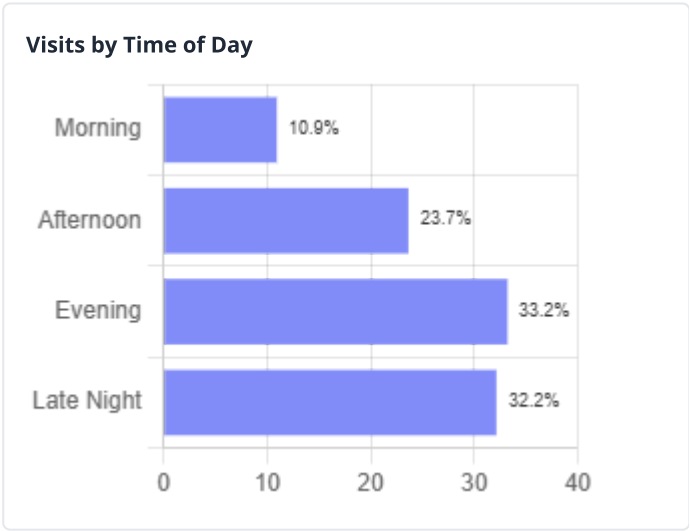
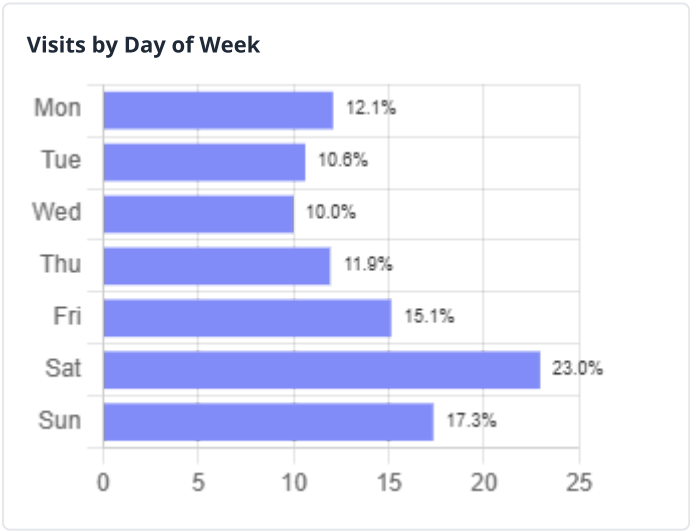
Prev. Period: Friday, 7 PM

YoY: no change

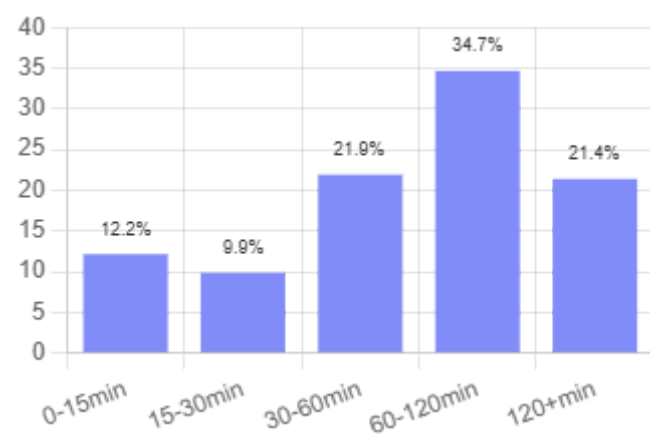
Last 12 Months Visits



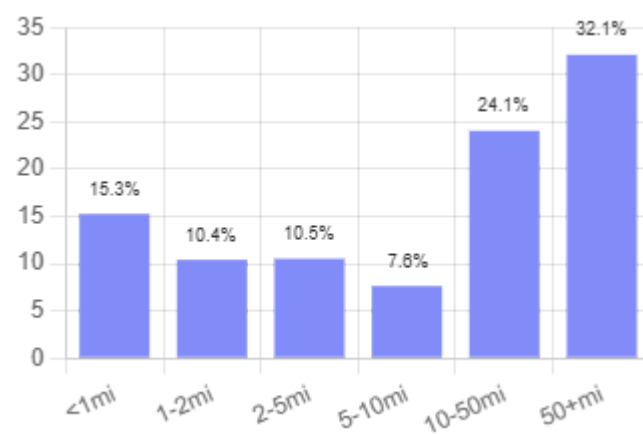
Visits Breakdowns



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

Pearl Street Mall

Custom Period: August 2026

Total Visits

436.9k

↑ +5.9% P1M

↓ -2.0% YoY

Avg. Monthly Visitors

278.3k

↑ +10.3% P1M

↓ -3.8% YoY

Avg. Dwell Time

1h14

↓ -6.4m P1M

↑ +0.2m YoY

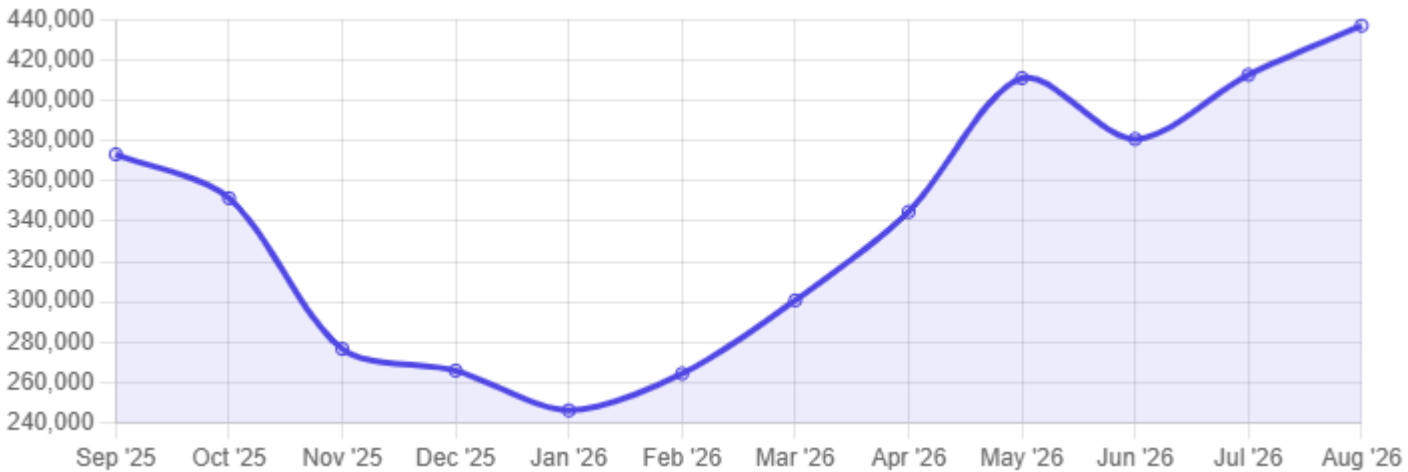
Peak Day & Time

Saturday, 7 PM

Prev. Period: Friday, 7 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

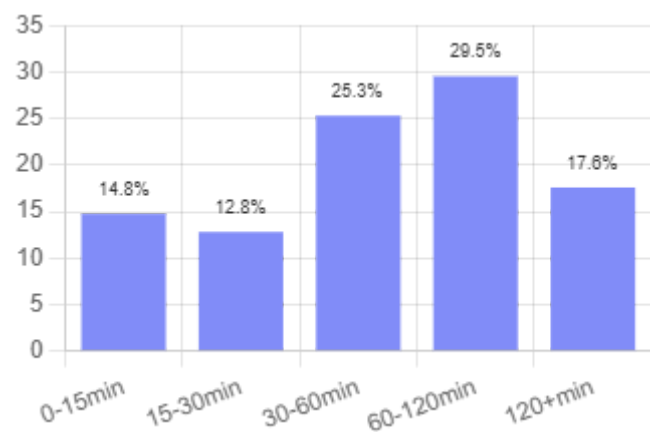
Visits by Day of Week

Mon	12.1%
Tue	11.2%
Wed	9.8%
Thu	11.5%
Fri	14.5%
Sat	23.9%
Sun	17.2%

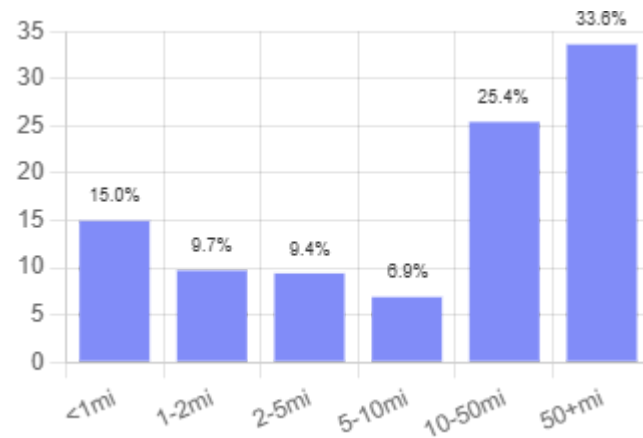
Visits by Time of Day

Morning	7.6%
Afternoon	31.1%
Evening	34.9%
Late Night	26.3%

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: August 2026

Total Visits

211.3k

↑ +19.9% P1M

↑ +7.2% YoY

Avg. Monthly Visitors

149.5k

↑ +21.3% P1M

↑ +5.0% YoY

Avg. Dwell Time

54.2 min

↓ -4.2m P1M

↑ +2.3m YoY

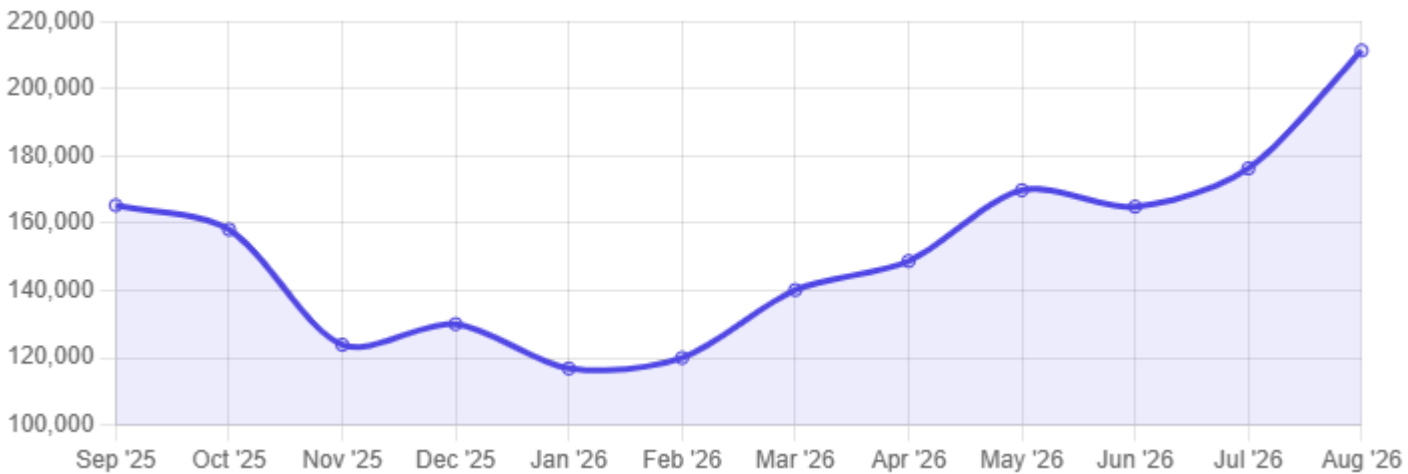
Peak Day & Time

Saturday, 12 PM

Prev. Period: Friday, 12 PM

YoY: Saturday, 1 PM

Last 12 Months Visits



Visits Breakdowns

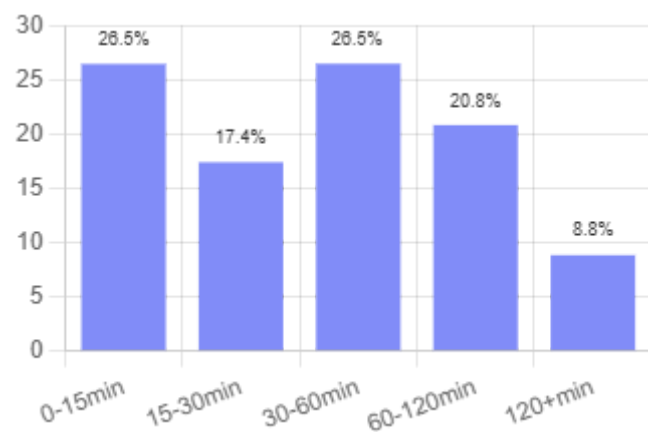
Visits by Day of Week

Mon	14.0%
Tue	12.5%
Wed	10.9%
Thu	10.3%
Fri	13.1%
Sat	21.8%
Sun	17.7%

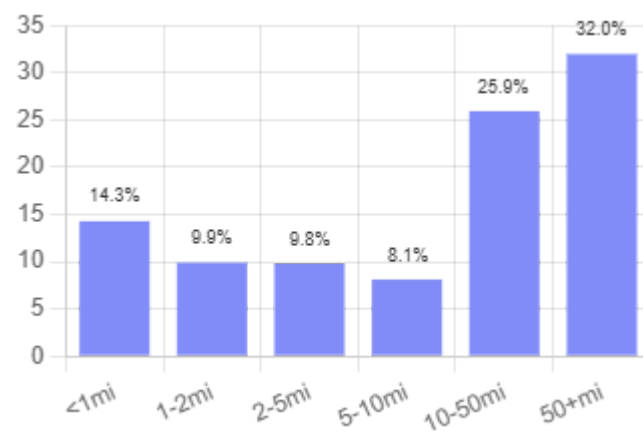
Visits by Time of Day

Morning	24.8%
Afternoon	44.6%
Evening	22.3%
Late Night	8.4%

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: August 2026

Total Visits

143.9k

↑ +9.3% P1M

↑ +6.7% YoY

Avg. Monthly Visitors

101.7k

↑ +13.3% P1M

↑ +9.1% YoY

Avg. Dwell Time

37.7 min

↓ -0.6m P1M

↓ -14.2m YoY

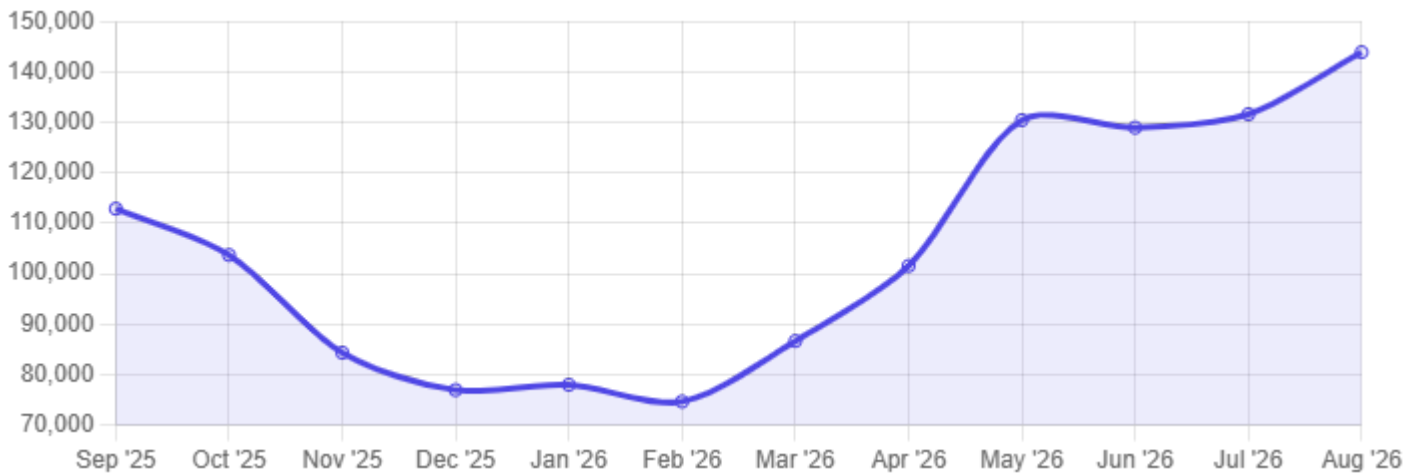
Peak Day & Time

Saturday, 12 PM

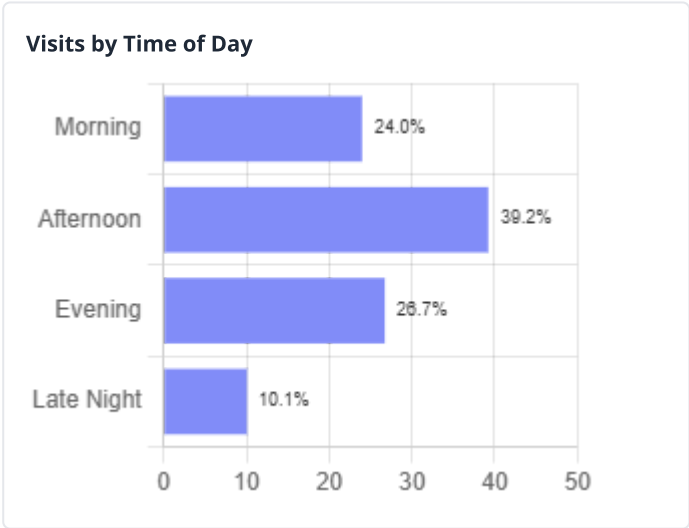
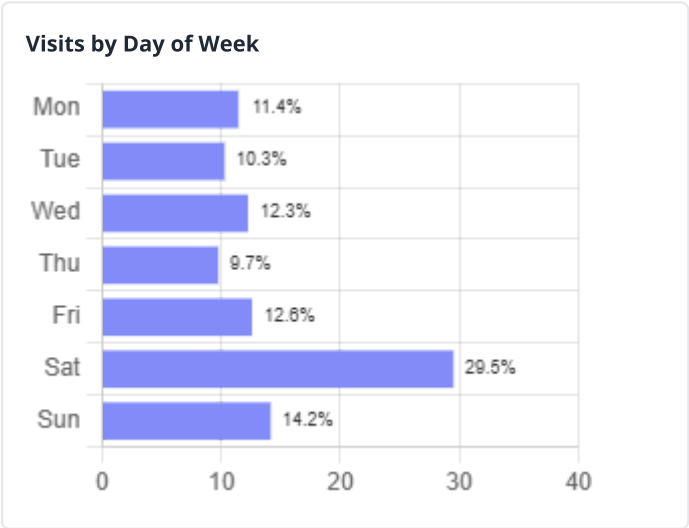
Prev. Period: no change

YoY: no change

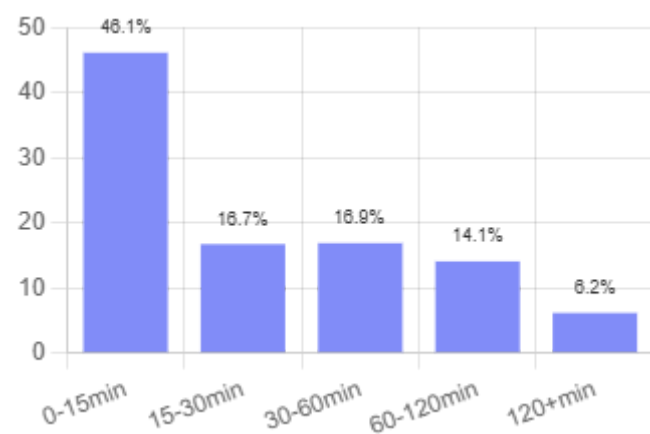
Last 12 Months Visits



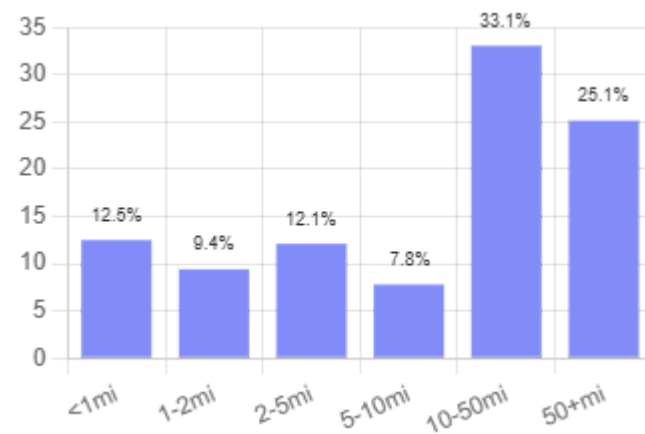
Visits Breakdowns



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 (North)

Custom Period: August 2026

Total Visits

64,895

↑ +24.3% P1M

↑ +7.0% YoY

Avg. Monthly Visitors

48,827

↑ +17.3% P1M

↑ +10.4% YoY

Avg. Dwell Time

2h21

↑ +38.4m P1M

↓ -22.9m YoY

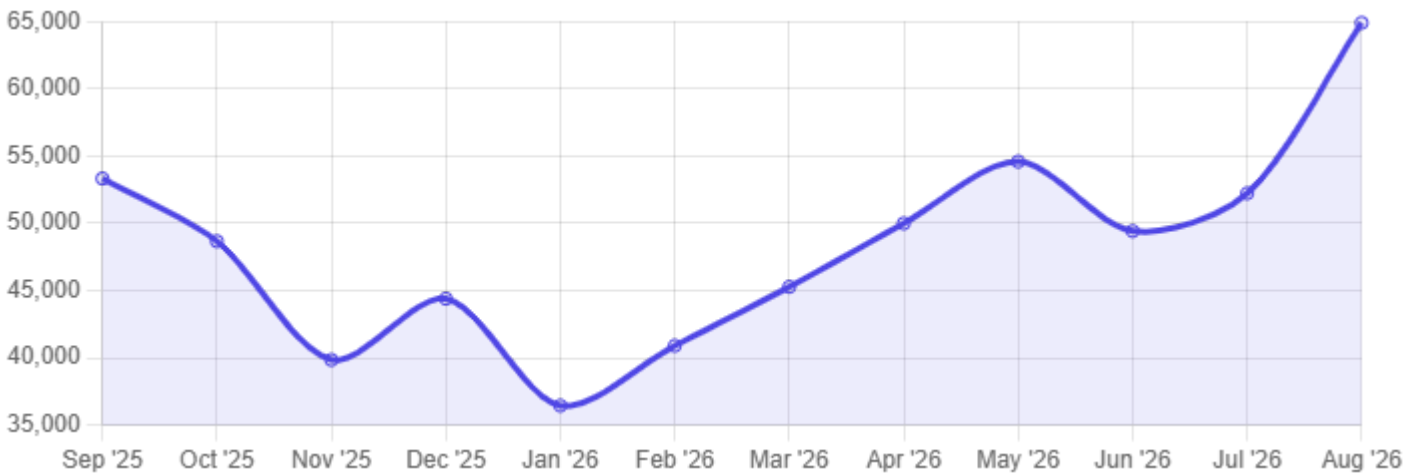
Peak Day & Time

Saturday, 7 PM

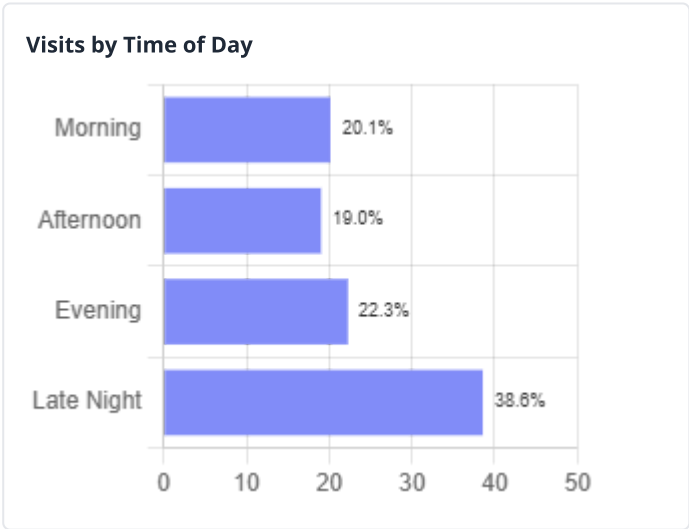
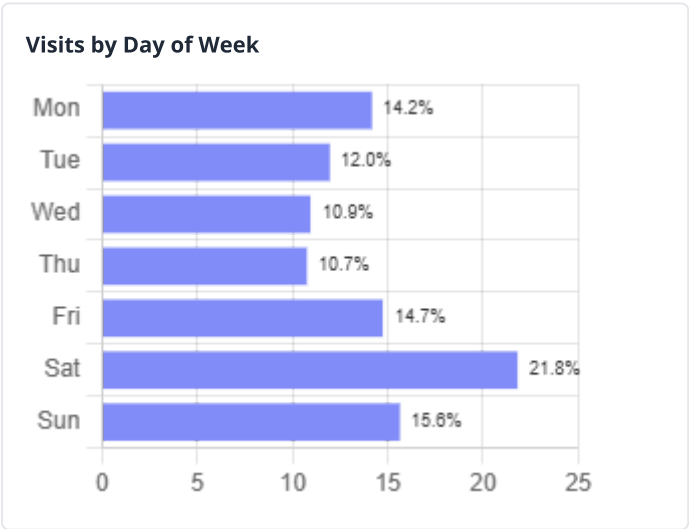
Prev. Period: Friday, 9 PM

YoY: Saturday, 10 PM

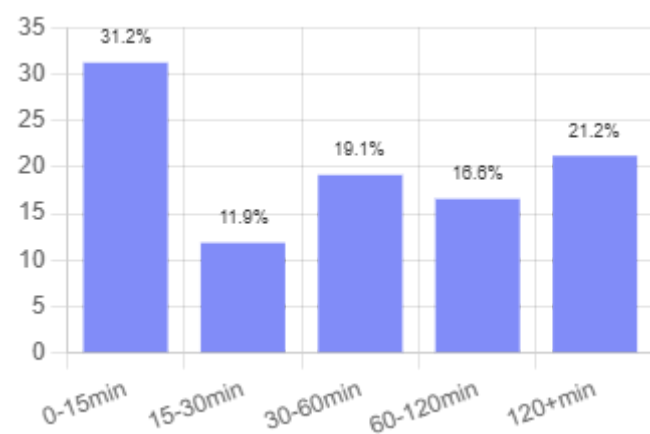
Last 12 Months Visits



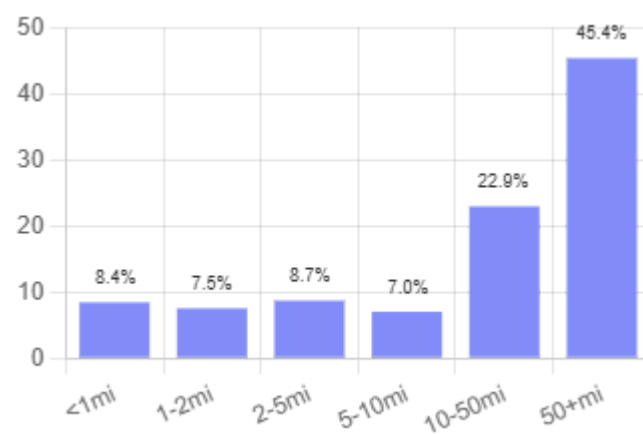
Visits Breakdowns



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