

Report

Custom Period: February 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,262,206 total visits** (↑ 7.8% period-over-period)
- Average location performance: **210,368 visits** with **100.0 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 (531,336 visits), West End (278,311 visits), Pearl Street Mall (227,941 visits)
- **Bottom 3 Locations:** Downtown Core (North) (36,761 visits), Downtown Core (South) (72,797 visits), East End (115,060 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (North) with +20.6% increase period-over-period
- **Largest Decline:** Downtown Core (South) with -5.2% decrease period-over-period

Visitor Insights

- **41.9%** 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

- **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	531.3k	+7.8%	N/A	271.5k	1h52	Saturday	7 PM
West End	278.3k	+11.5%	N/A	159.9k	1h54	Saturday	7 PM
Pearl Street Mall	227.9k	+7.6%	N/A	149.9k	1h20	Saturday	7 PM
East End	115.1k	+5.4%	N/A	80,753	57.4 min	Saturday	1 PM
Downtown Core (South)	72,797	-5.2%	N/A	45,566	45.8 min	Friday	12 PM
Downtown Core (North)	36,761	+20.6%	N/A	27,389	3h07	Saturday	7 PM

Downtown Boulder

Custom Period: February 2025

Total Visits

531.3k

↑ +7.8% P1M

N/A YoY

Avg. Monthly Visitors

271.5k

↑ +9.4% P1M

N/A YoY

Avg. Dwell Time

1h52

↑ +11.7m P1M

N/A YoY

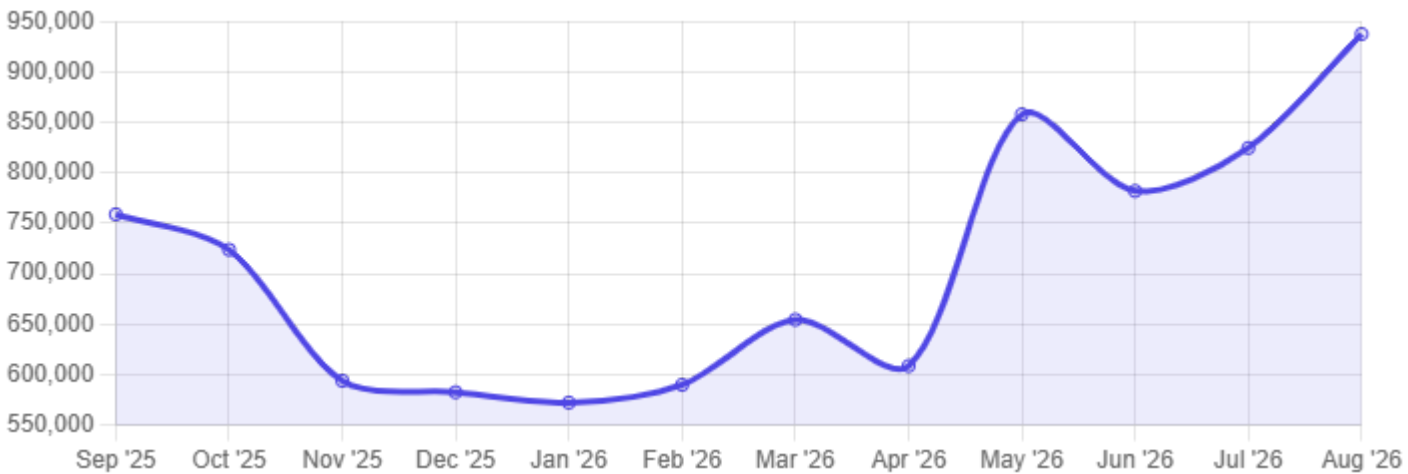
Peak Day & Time

Saturday, 7 PM

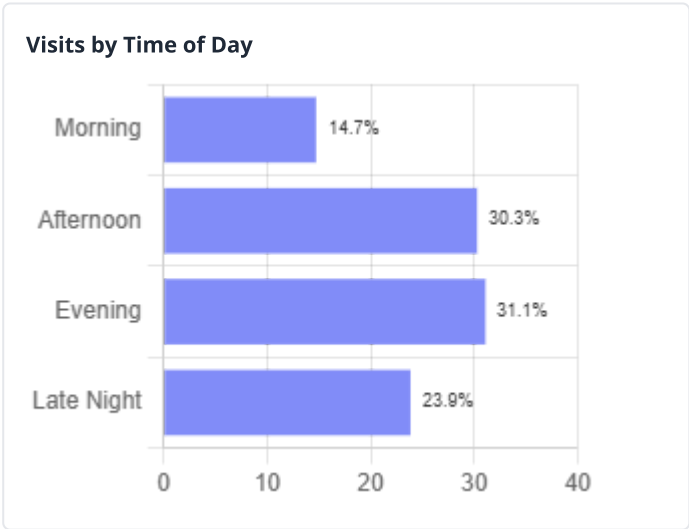
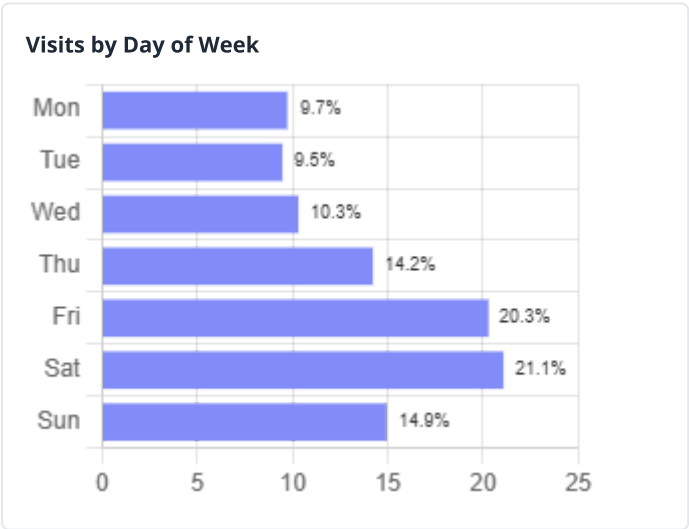
Prev. Period: Friday, 7 PM

YoY: no change

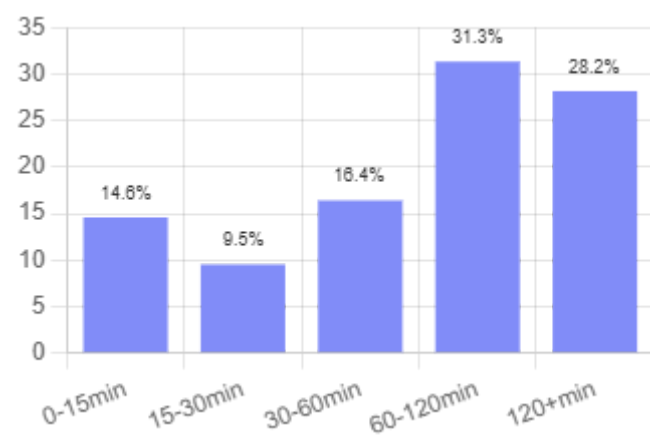
Last 12 Months Visits



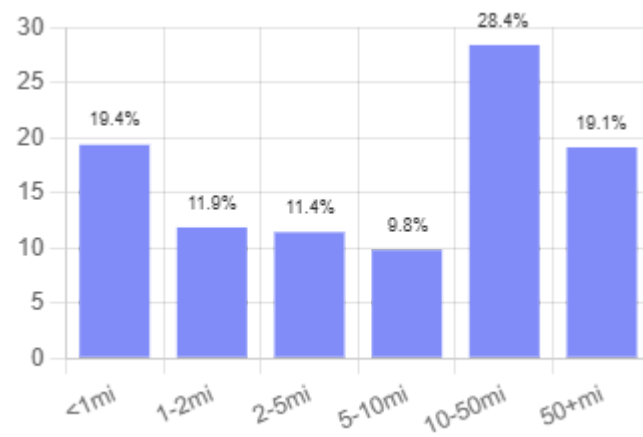
Visits Breakdowns



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: February 2025

Total Visits

278.3k

↑ +11.5% P1M

N/A YoY

Avg. Monthly Visitors

159.9k

↑ +11.5% P1M

N/A YoY

Avg. Dwell Time

1h54

↑ +9.0m P1M

N/A YoY

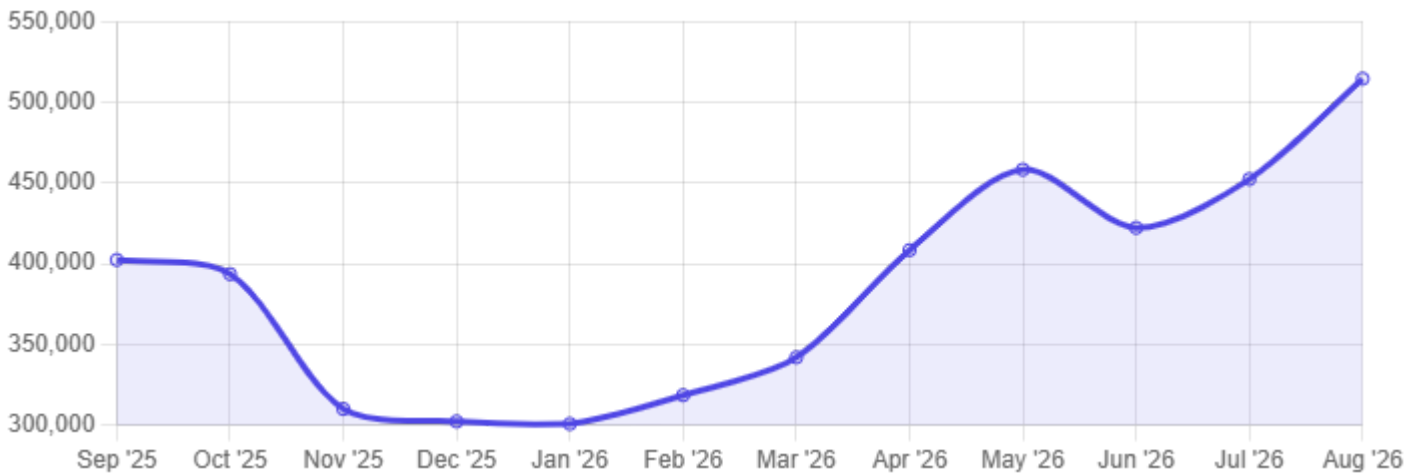
Peak Day & Time

Saturday, 7 PM

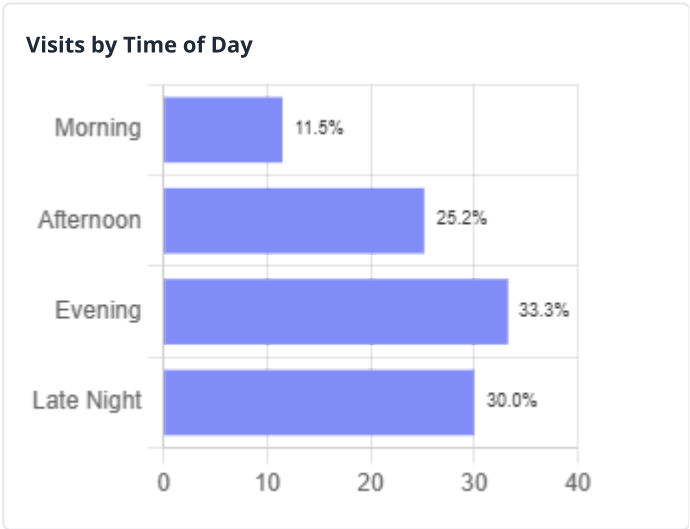
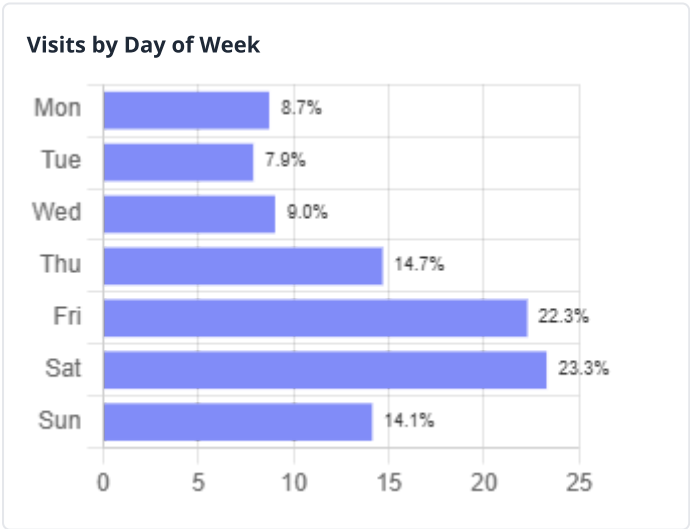
Prev. Period: Friday, 7 PM

YoY: no change

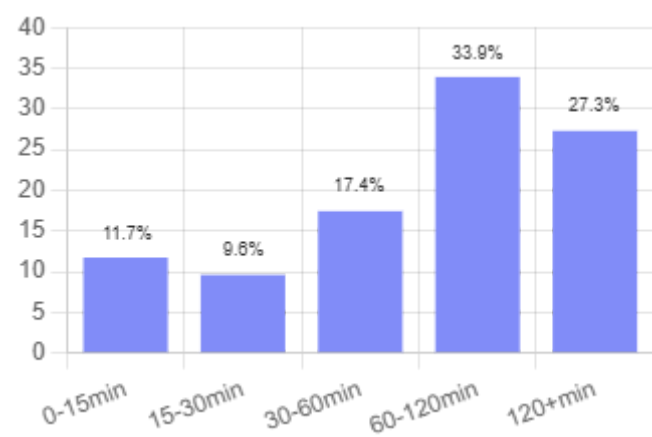
Last 12 Months Visits



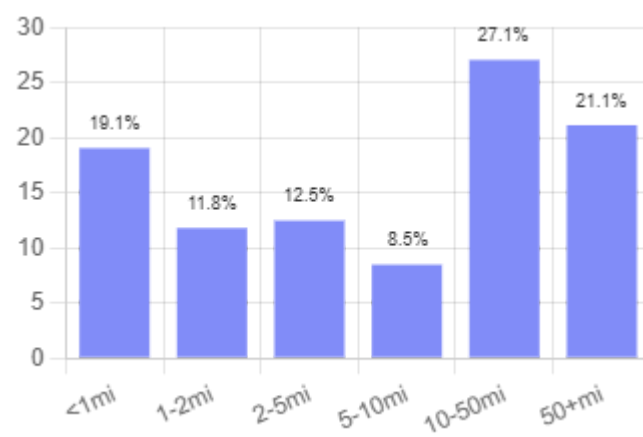
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: February 2025

Total Visits

227.9k

↑ +7.6% P1M

N/A YoY

Avg. Monthly Visitors

149.9k

↑ +8.7% P1M

N/A YoY

Avg. Dwell Time

1h20

↑ +2.2m P1M

N/A YoY

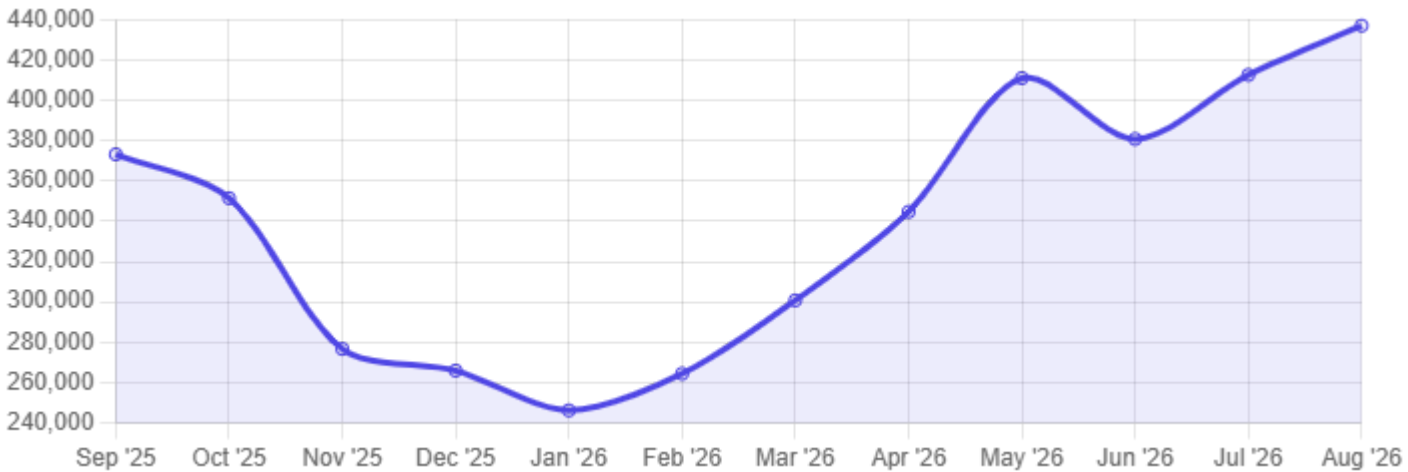
Peak Day & Time

Saturday, 7 PM

Prev. Period: Friday, 6 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

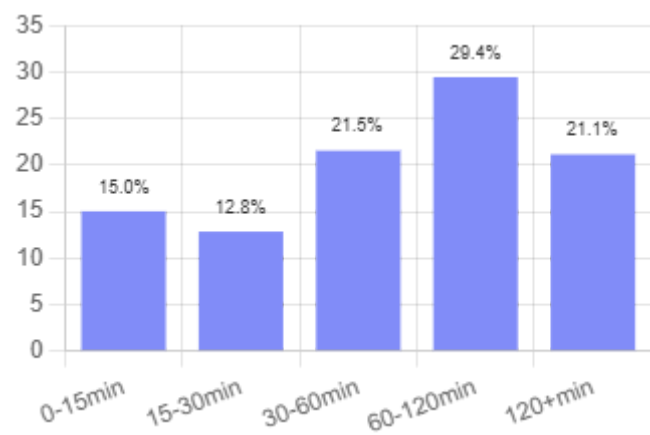
Visits by Day of Week

Mon	8.4%
Tue	8.5%
Wed	8.8%
Thu	14.3%
Fri	21.8%
Sat	23.2%
Sun	14.9%

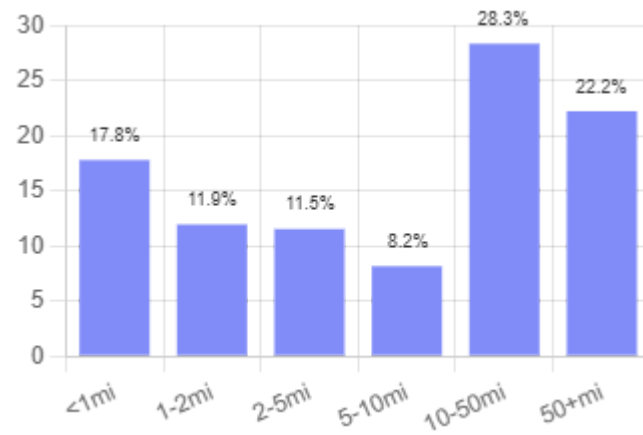
Visits by Time of Day

Morning	8.2%
Afternoon	33.5%
Evening	35.1%
Late Night	23.2%

Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: February 2025

Total Visits

115.1k

↑ +5.4% P1M

N/A YoY

Avg. Monthly Visitors

80,753

↑ +6.9% P1M

N/A YoY

Avg. Dwell Time

57.4 min

↓ -2.8m P1M

N/A YoY

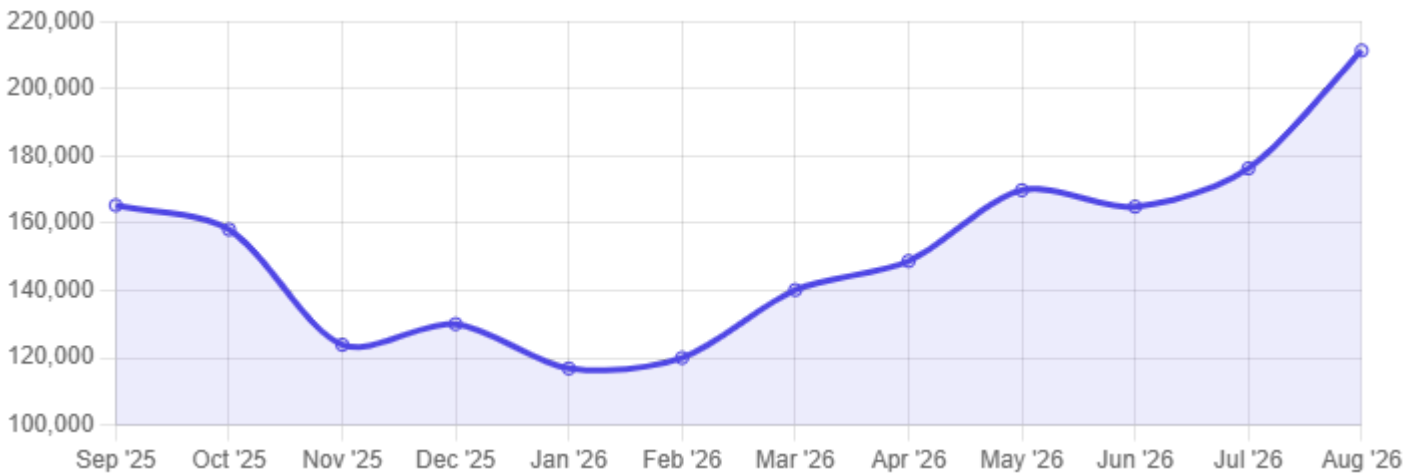
Peak Day & Time

Saturday, 1 PM

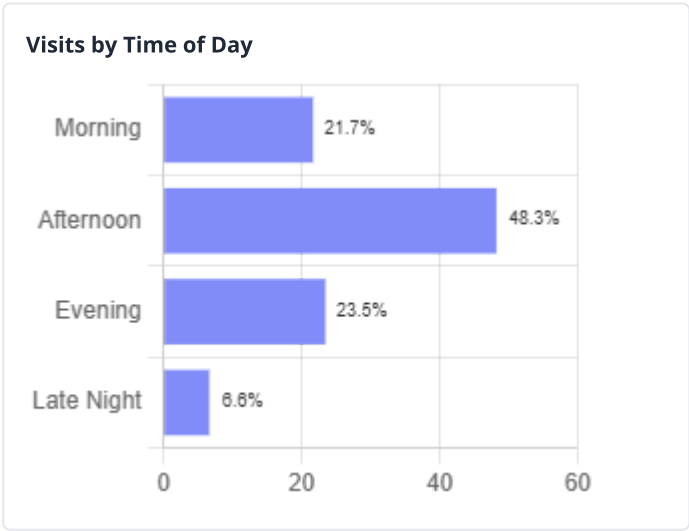
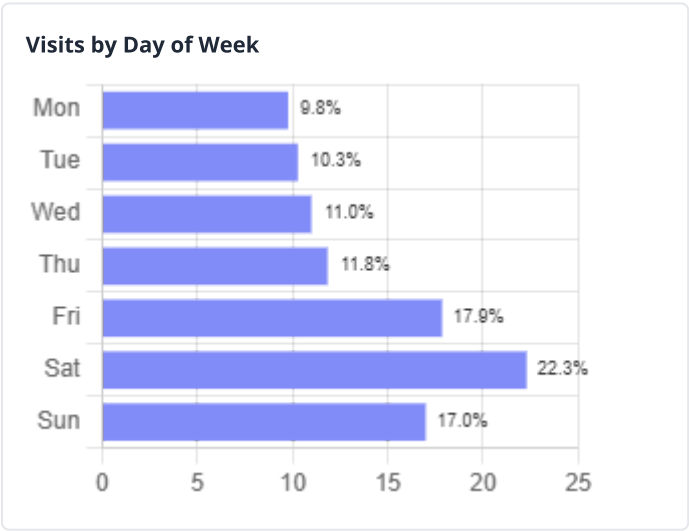
Prev. Period: Friday, 1 PM

YoY: no change

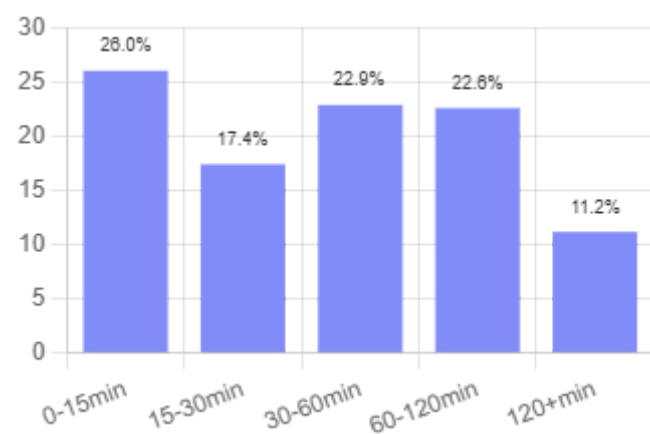
Last 12 Months Visits



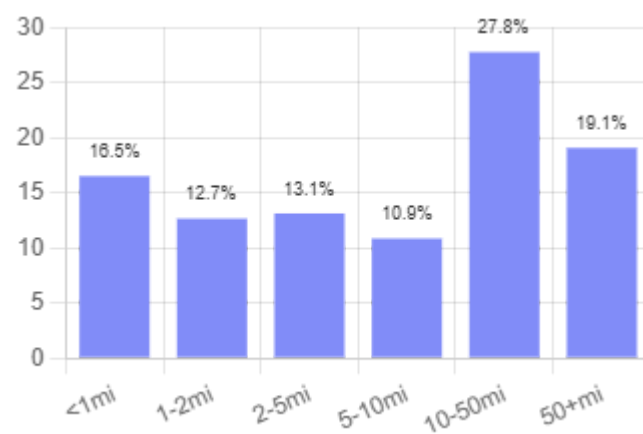
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

Custom Period: February 2025

Total Visits

72,797

↓ -5.2% P1M

N/A YoY

Avg. Monthly Visitors

45,566

↓ -2.1% P1M

N/A YoY

Avg. Dwell Time

45.8 min

↑ +3.9m P1M

N/A YoY

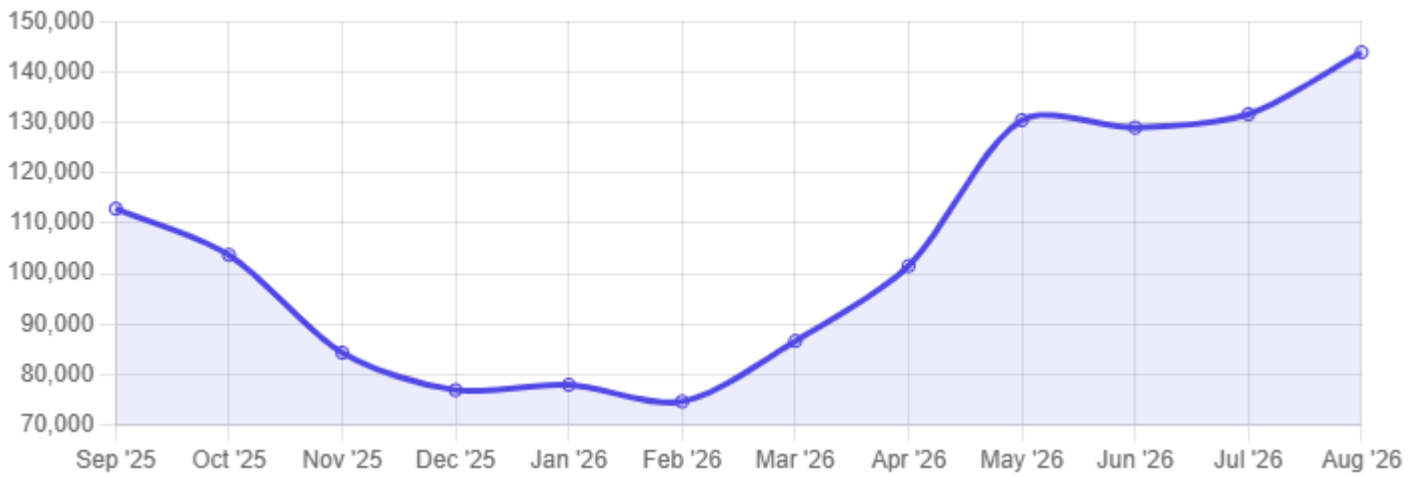
Peak Day & Time

Friday, 12 PM

Prev. Period: Friday, 4 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

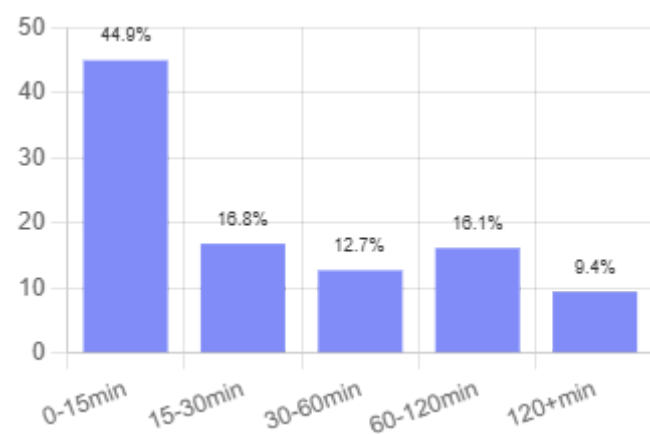
Visits by Day of Week

Mon	12.7%
Tue	12.9%
Wed	12.5%
Thu	14.6%
Fri	17.5%
Sat	15.5%
Sun	14.4%

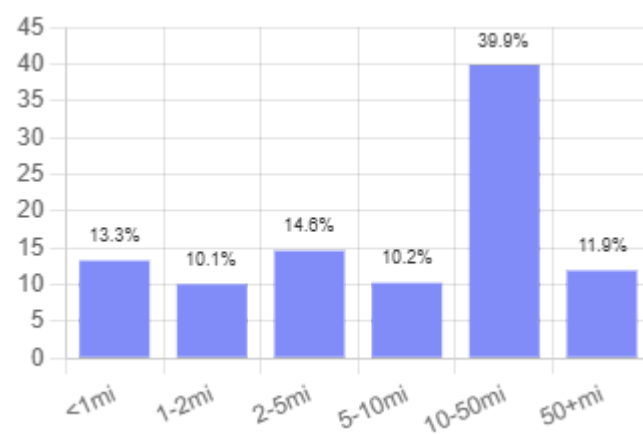
Visits by Time of Day

Morning	25.9%
Afternoon	40.9%
Evening	24.0%
Late Night	9.2%

Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: February 2025

Total Visits

36,761

↑ +20.6% P1M

N/A YoY

Avg. Monthly Visitors

27,389

↑ +18.9% P1M

N/A YoY

Avg. Dwell Time

3h07

↑ +24.6m P1M

N/A YoY

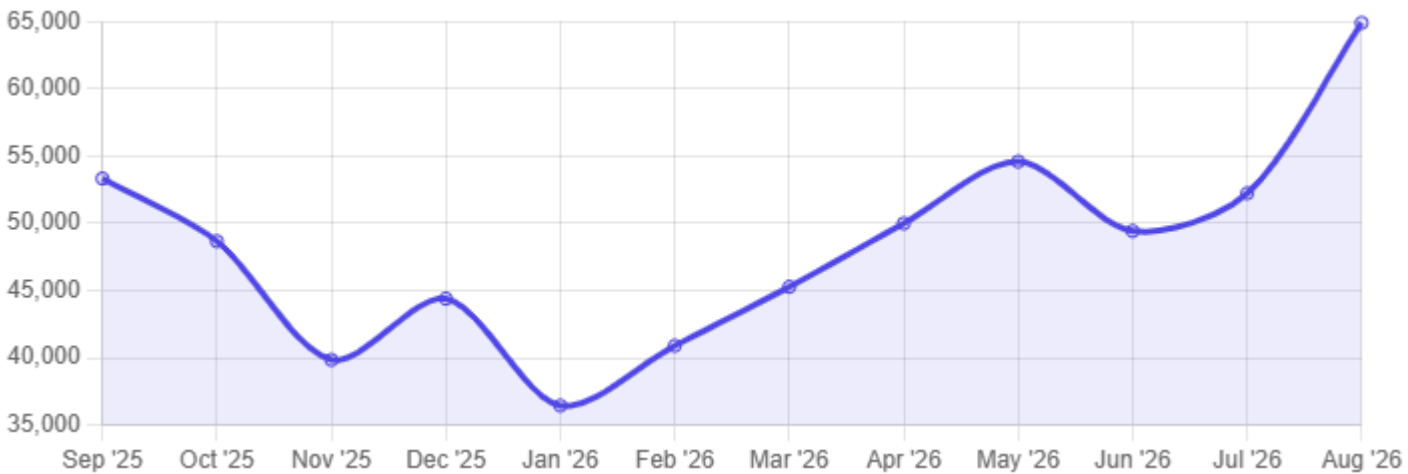
Peak Day & Time

Saturday, 7 PM

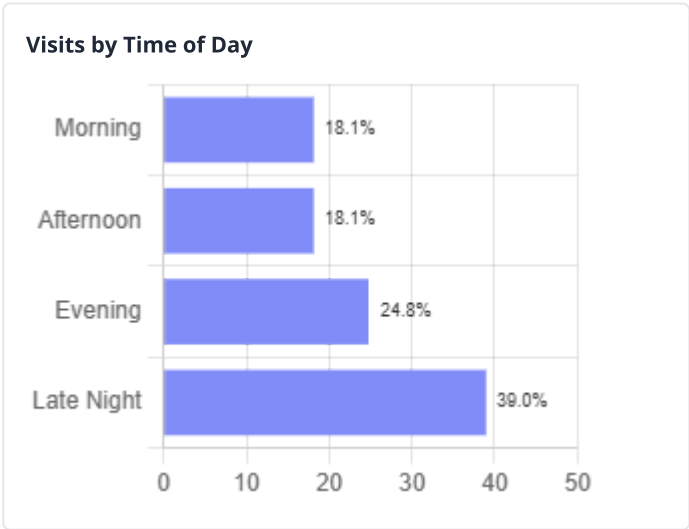
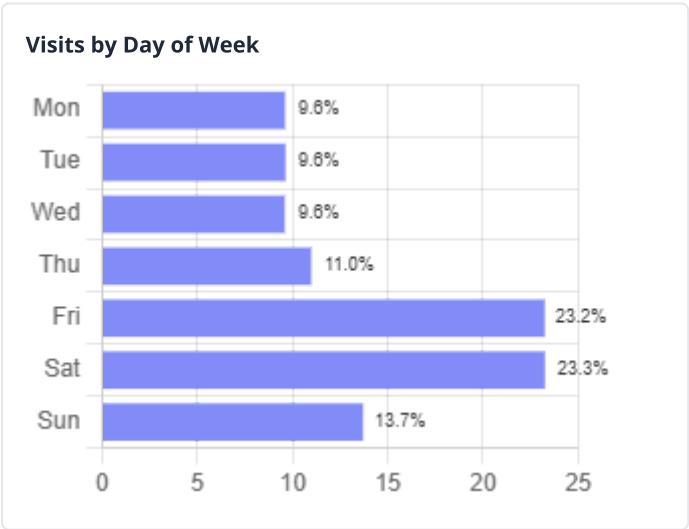
Prev. Period: Friday, 6 PM

YoY: no change

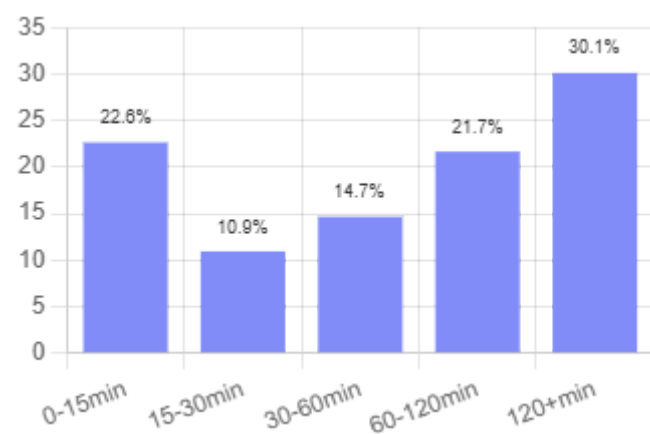
Last 12 Months Visits



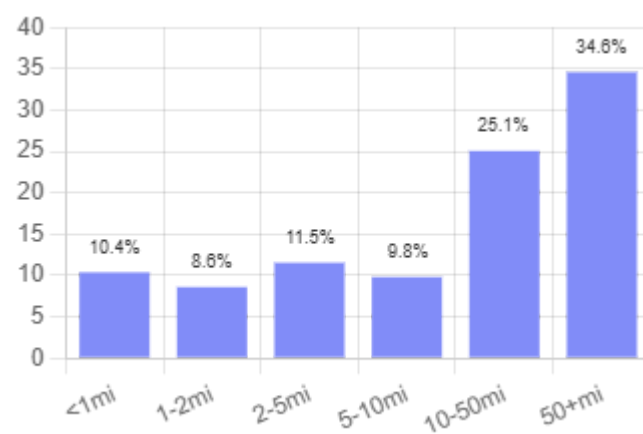
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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