

Report

Custom Period: February 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,408,315 total visits** (↑ 4.3% period-over-period)
- Average location performance: **234,719 visits** with **94.6 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 (589,857 visits), West End (318,476 visits), Pearl Street Mall (264,458 visits)
- **Bottom 3 Locations:** Downtown Core (North) (40,900 visits), Downtown Core (South) (74,649 visits), East End (119,976 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (North) with +12.2% increase period-over-period
- **Largest Decline:** Downtown Core (South) with -4.3% decrease period-over-period

Visitor Insights

- **42.1%** 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	589.9k	+3.1%	+11.0%	297.3k	1h46	Saturday	7 PM
West End	318.5k	+5.9%	+14.4%	177.2k	1h44	Saturday	7 PM
Pearl Street Mall	264.5k	+7.4%	+16.0%	169.1k	1h18	Saturday	7 PM
East End	120.0k	+2.7%	+4.3%	86,368	56.2 min	Saturday	12 PM
Downtown Core (South)	74,649	-4.3%	+2.5%	47,512	43.6 min	Friday	4 PM
Downtown Core (North)	40,900	+12.2%	+11.3%	30,591	2h41	Saturday	6 PM

Downtown Boulder

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Total Visits

589.9k

↑ +3.1% P1M

↑ +11.0% YoY

Avg. Monthly Visitors

297.3k

↑ +4.6% P1M

↑ +9.5% YoY

Avg. Dwell Time

1h46

↑ +10.5m P1M

↓ -4.9m YoY

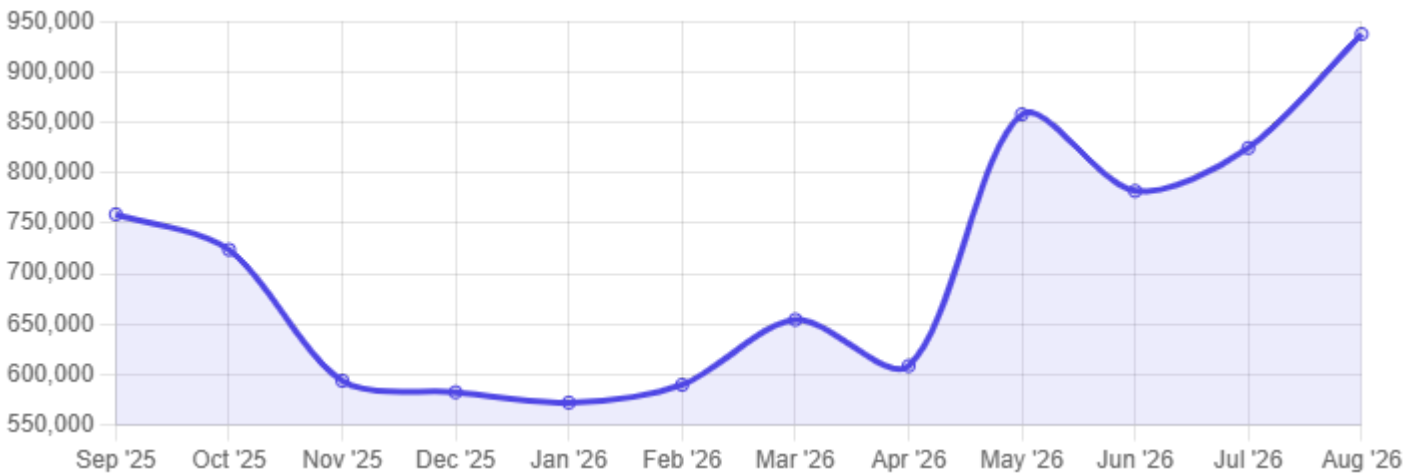
Peak Day & Time

Saturday, 7 PM

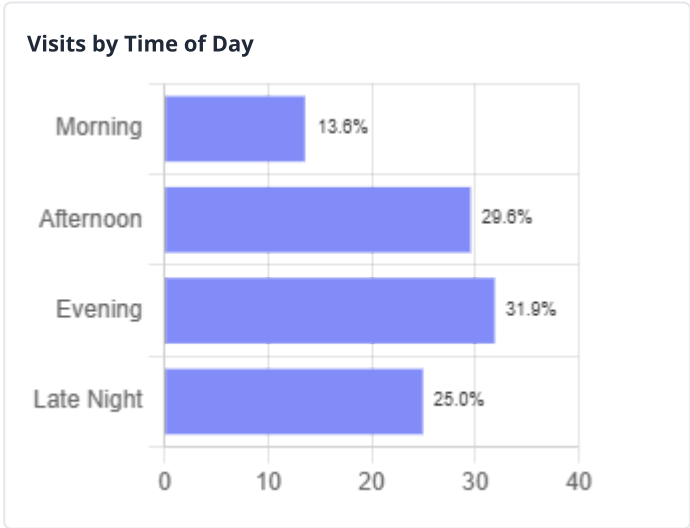
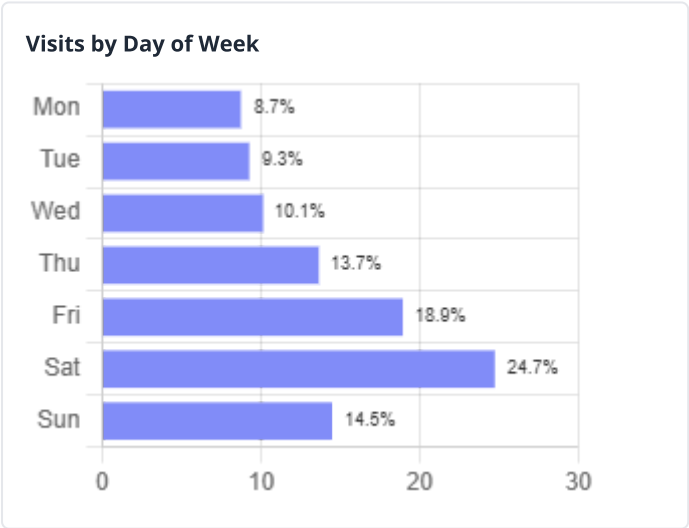
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YoY: no change

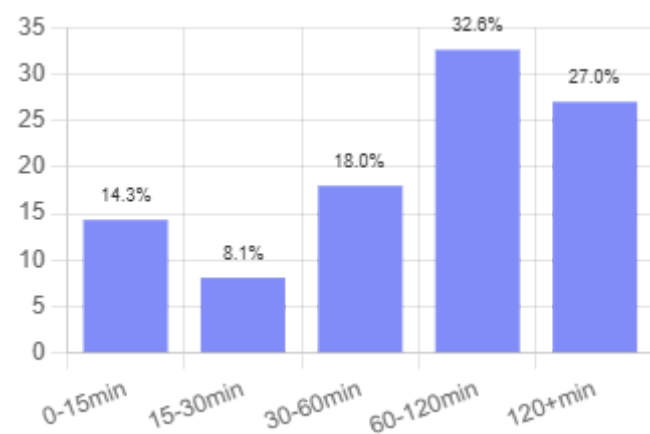
Last 12 Months Visits



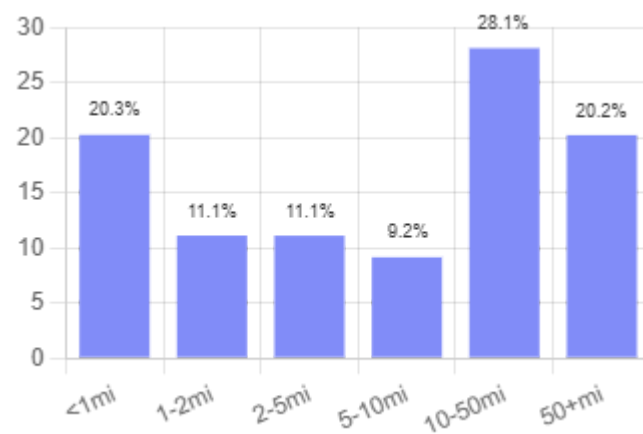
Visits Breakdowns



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: February 2026

Total Visits

318.5k

↑ +5.9% P1M

↑ +14.4% YoY

Avg. Monthly Visitors

177.2k

↑ +8.6% P1M

↑ +10.8% YoY

Avg. Dwell Time

1h44

↑ +5.9m P1M

↓ -8.8m YoY

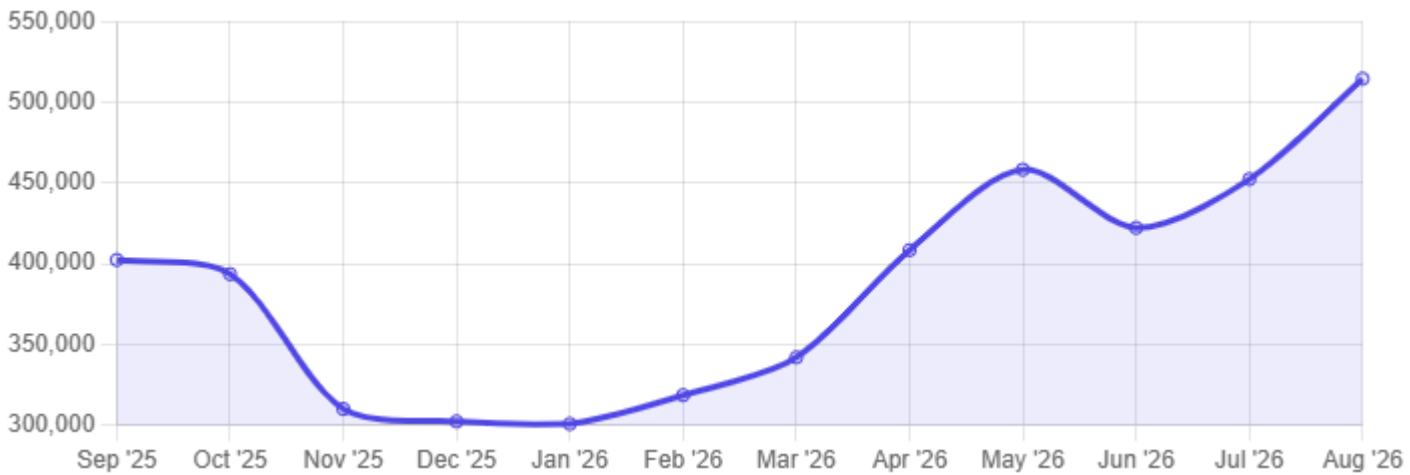
Peak Day & Time

Saturday, 7 PM

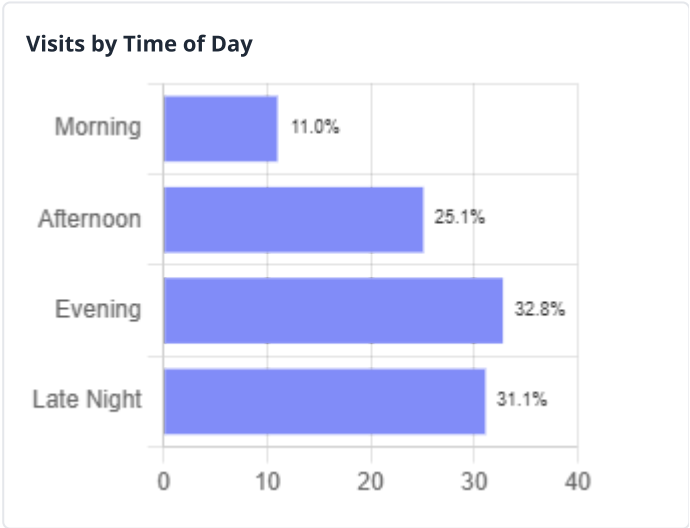
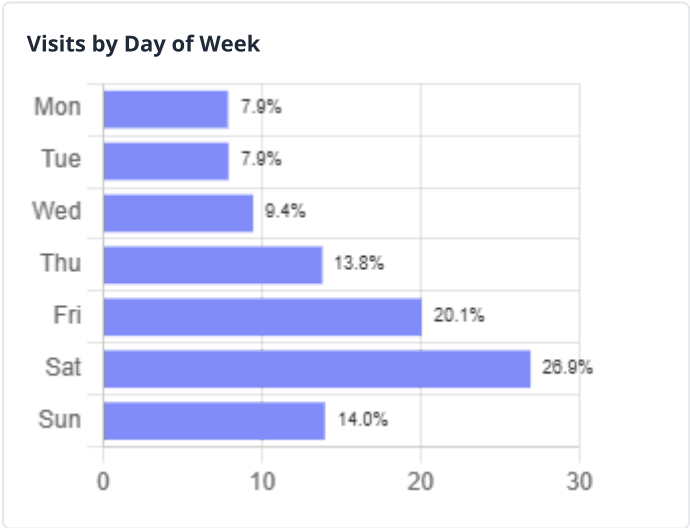
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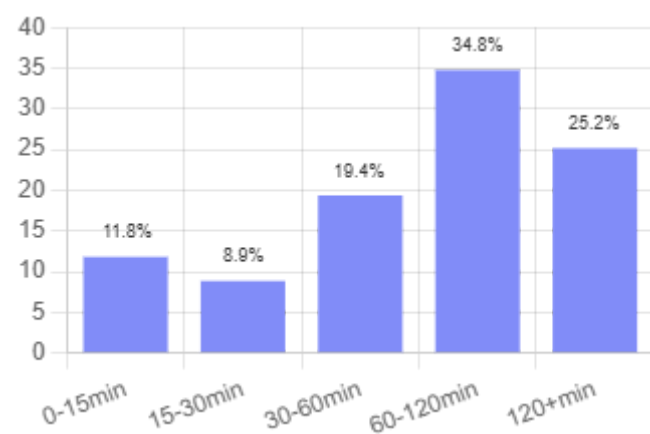
Last 12 Months Visits



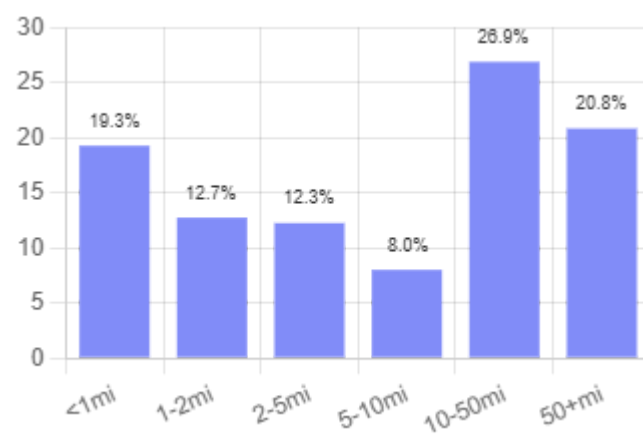
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: February 2026

Total Visits

264.5k

↑ +7.4% P1M
↑ +16.0% YoY

Avg. Monthly Visitors

169.1k

↑ +8.1% P1M
↑ +12.8% YoY

Avg. Dwell Time

1h18

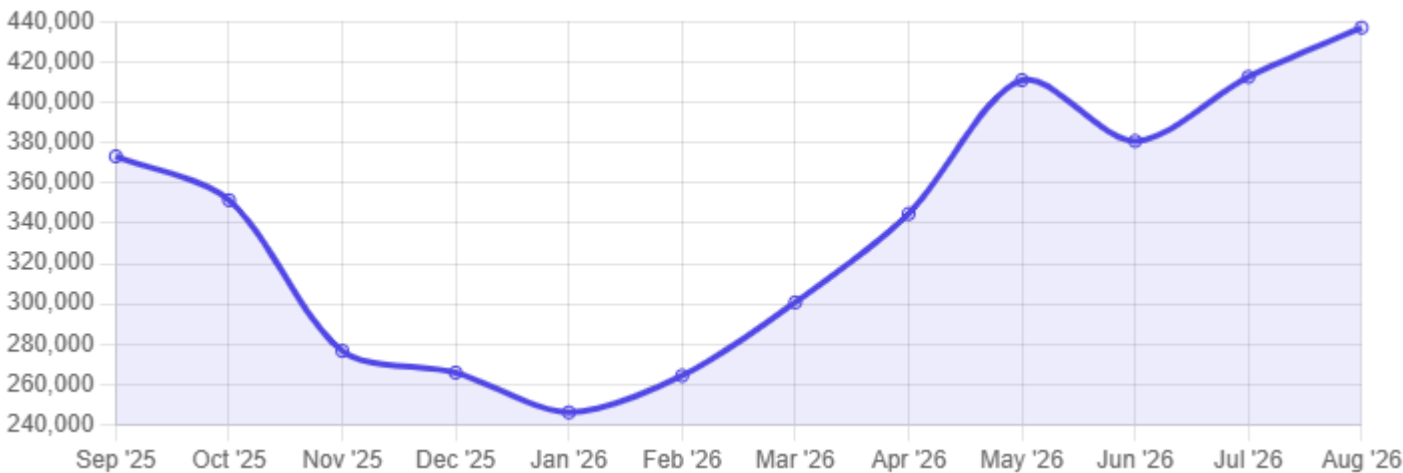
↓ -0.4m P1M
↓ -1.9m YoY

Peak Day & Time

Saturday, 7 PM

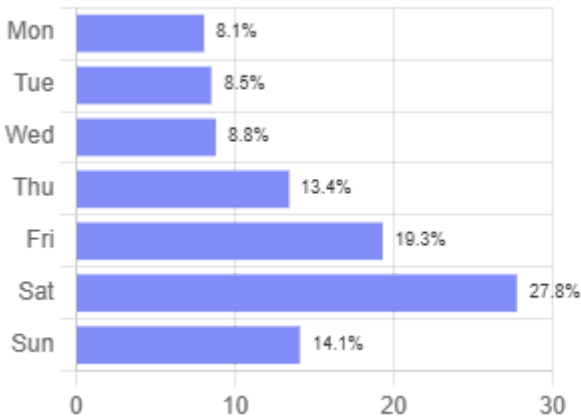
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YoY: no change

Last 12 Months Visits

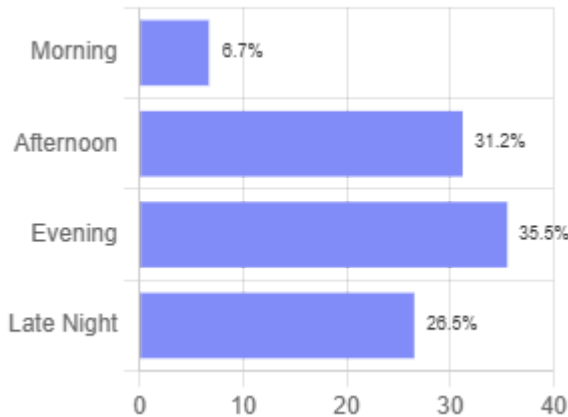


Visits Breakdowns

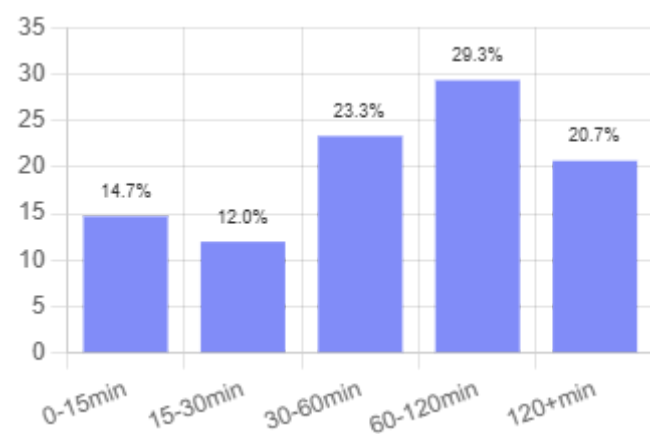
Visits by Day of Week



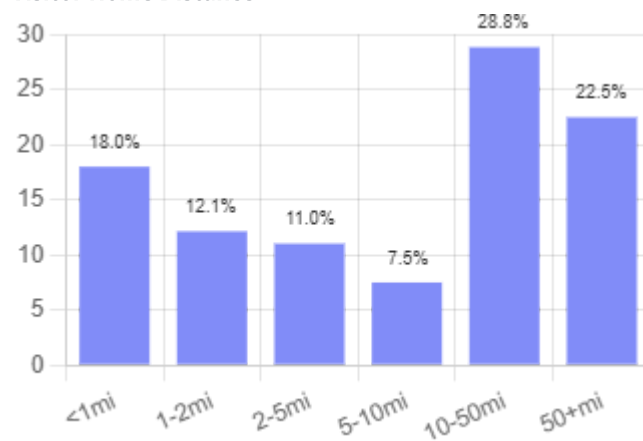
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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East End

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Total Visits

120.0k

↑ +2.7% P1M

↑ +4.3% YoY

Avg. Monthly Visitors

86,368

↑ +3.1% P1M

↑ +7.0% YoY

Avg. Dwell Time

56.2 min

↑ +2.9m P1M

↓ -2.1m YoY

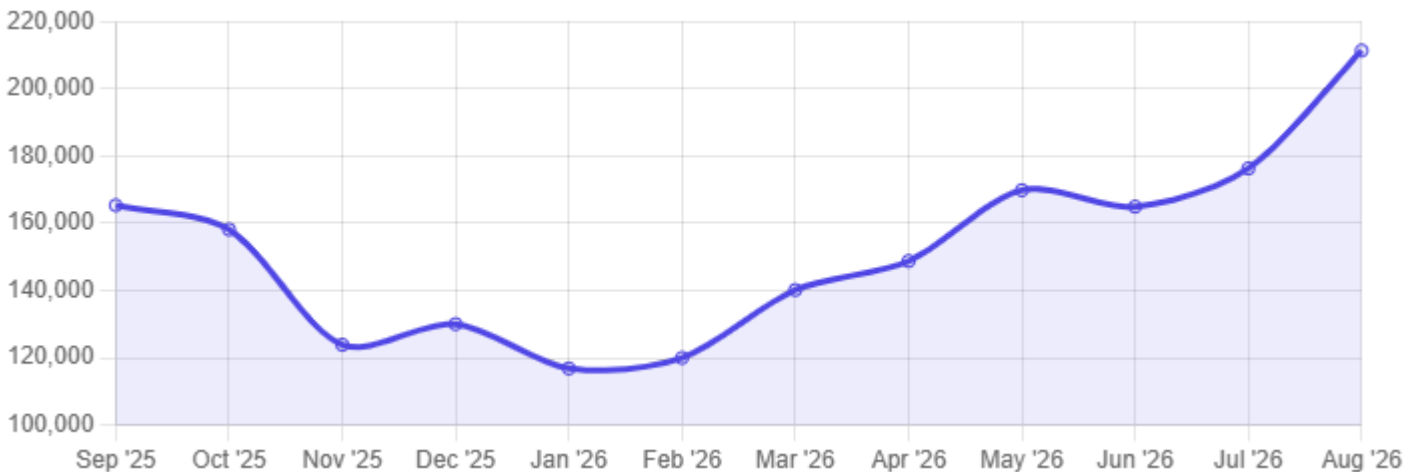
Peak Day & Time

Saturday, 12 PM

Prev. Period: Saturday, 1 PM

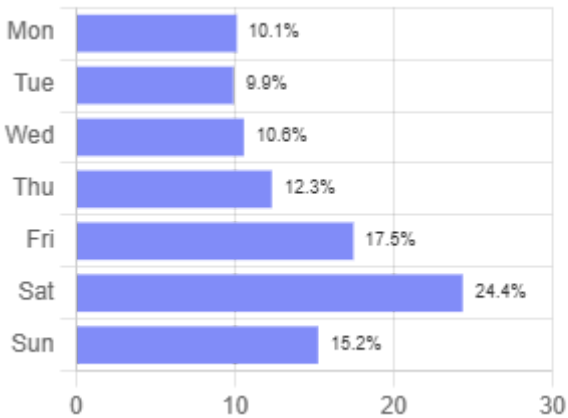
YoY: Saturday, 1 PM

Last 12 Months Visits

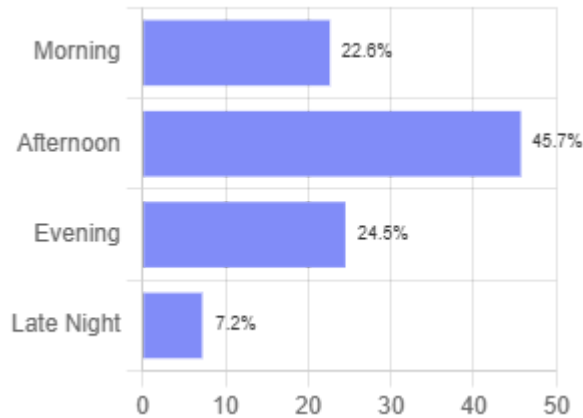


Visits Breakdowns

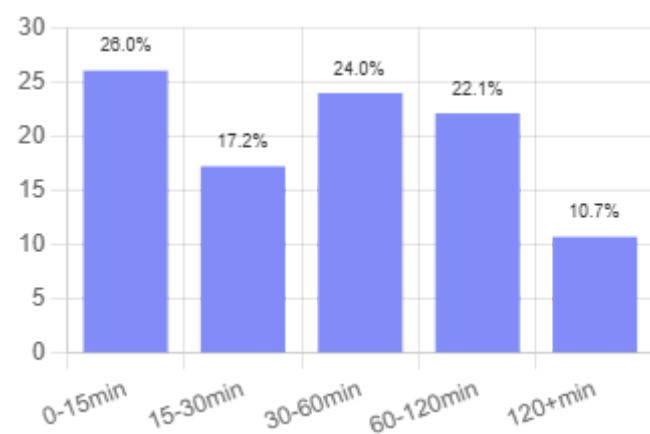
Visits by Day of Week



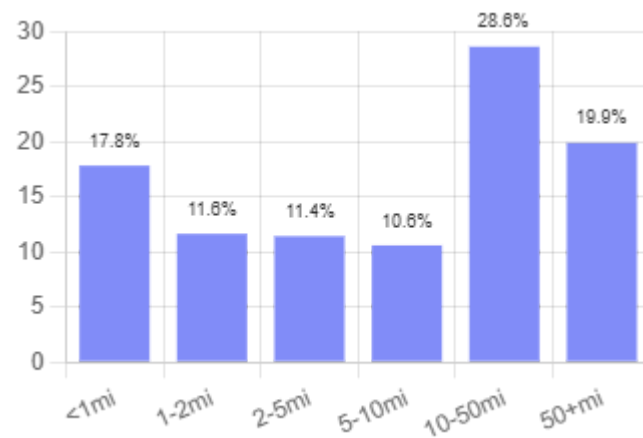
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

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Total Visits

74,649

↓ -4.3% P1M

↑ +2.5% YoY

Avg. Monthly Visitors

47,512

↓ -5.2% P1M

↑ +4.3% YoY

Avg. Dwell Time

43.6 min

↑ +4.3m P1M

↓ -4.8m YoY

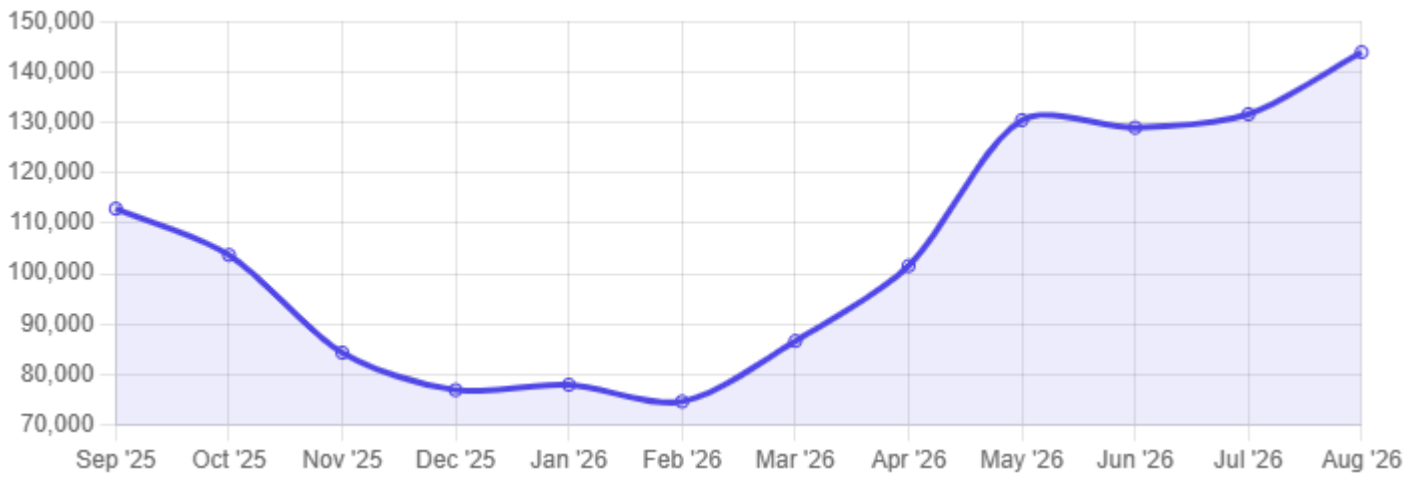
Peak Day & Time

Friday, 4 PM

Prev. Period: Saturday, 1 PM

YoY: Friday, 12 PM

Last 12 Months Visits



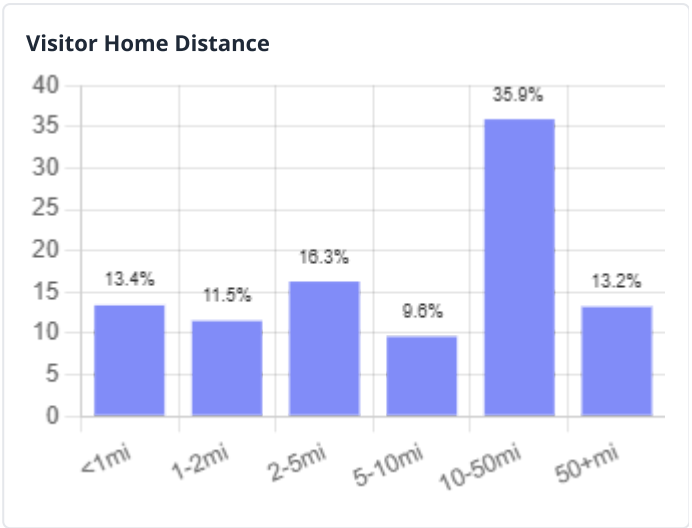
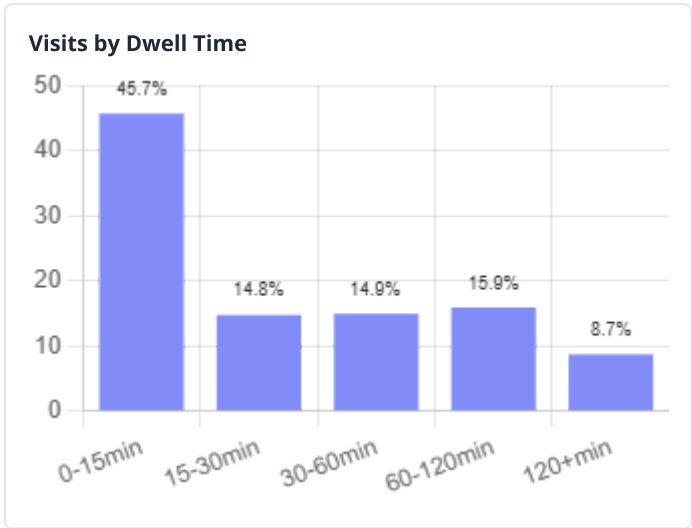
Visits Breakdowns

Visits by Day of Week

Mon	10.9%
Tue	12.3%
Wed	13.4%
Thu	14.4%
Fri	17.8%
Sat	17.7%
Sun	13.4%

Visits by Time of Day

Morning	24.1%
Afternoon	43.4%
Evening	24.9%
Late Night	7.6%



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Downtown Core (North)

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Total Visits

40,900

↑ +12.2% P1M

↑ +11.3% YoY

Avg. Monthly Visitors

30,591

↑ +9.5% P1M

↑ +11.7% YoY

Avg. Dwell Time

2h41

↑ +19.8m P1M

↓ -13.7m YoY

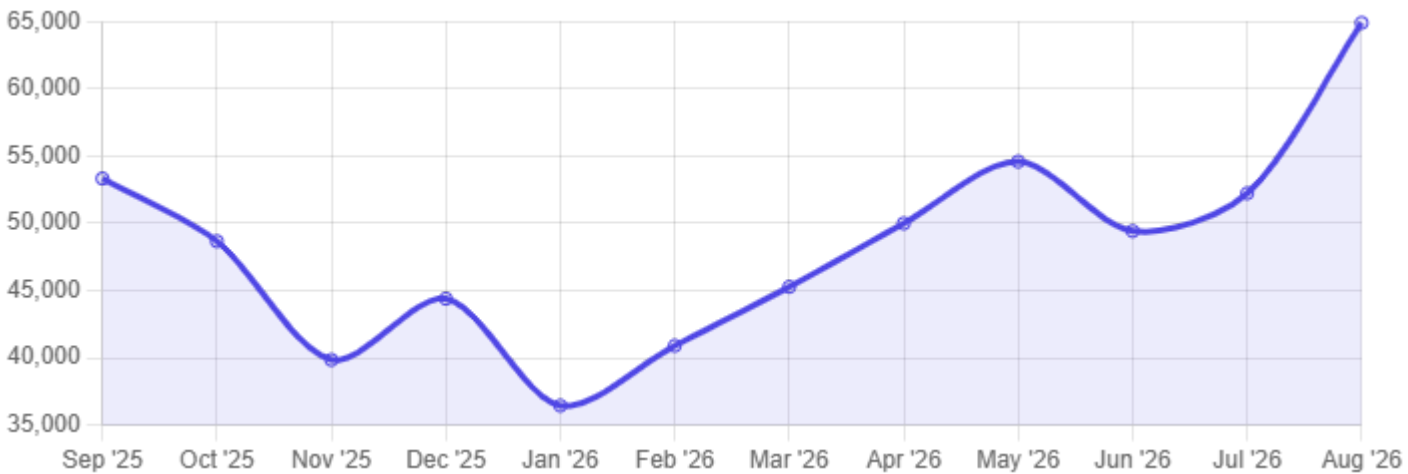
Peak Day & Time

Saturday, 6 PM

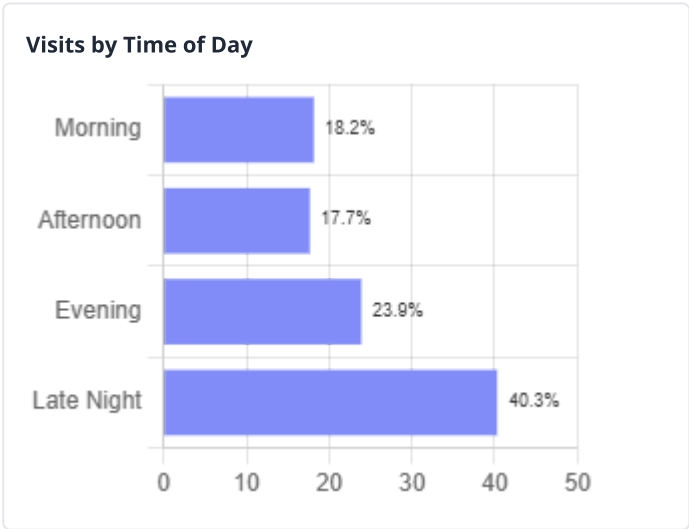
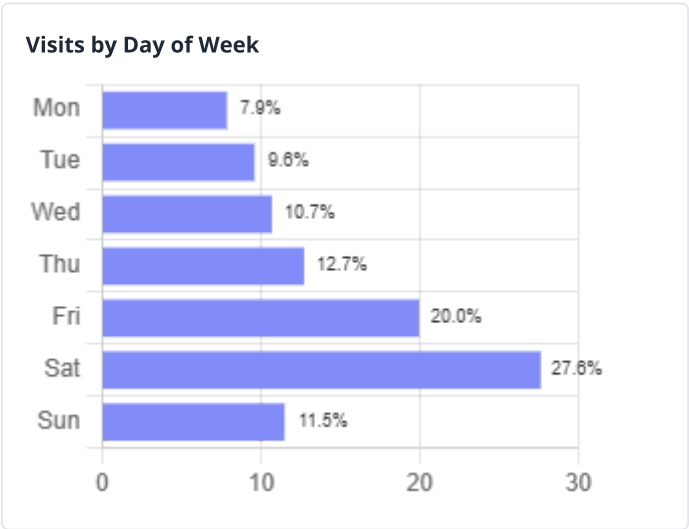
Prev. Period: Saturday, 8 PM

YoY: Saturday, 7 PM

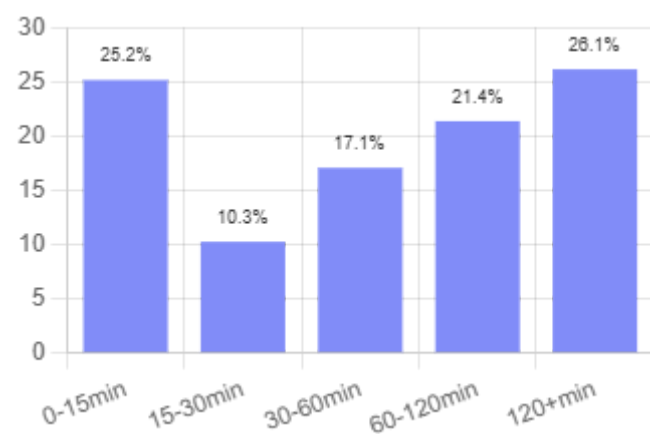
Last 12 Months Visits



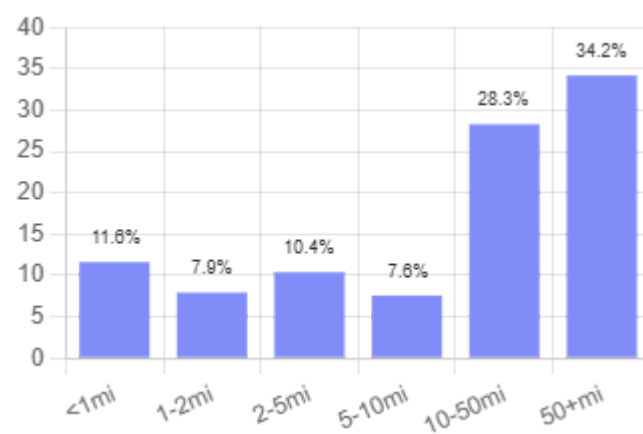
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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