

Report

Custom Period: January 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,170,989 total visits** (↓ 22.2% period-over-period)
- Average location performance: **195,165 visits** with **90.9 min** average dwell time
- Growth trend period-over-period: **0 locations** showing positive growth, **6 locations** declining

Top & Bottom Performers

- **Top 3 Locations:** Downtown Boulder (492,896 visits), West End (249,703 visits), Pearl Street Mall (211,928 visits)
- **Bottom 3 Locations:** Downtown Core (North) (30,473 visits), Downtown Core (South) (76,808 visits), East End (109,180 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (South) with +6.9% increase period-over-period
- **Largest Decline:** Downtown Core (North) with -35.9% decrease period-over-period

Visitor Insights

- **41.7%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$109K**
- Most locations peak on **Friday** 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	492.9k	-19.5%	N/A	248.2k	1h40	Friday	7 PM
West End	249.7k	-22.9%	N/A	143.3k	1h45	Friday	7 PM
Pearl Street Mall	211.9k	-29.1%	N/A	137.9k	1h18	Friday	6 PM
East End	109.2k	-21.4%	N/A	75,530	59.1 min	Friday	1 PM
Downtown Core (South)	76,808	-6.9%	N/A	46,563	44.1 min	Friday	4 PM
Downtown Core (North)	30,473	-35.9%	N/A	23,031	2h30	Friday	6 PM

Downtown Boulder

Custom Period: January 2025

Total Visits

492.9k

↓ -19.5% P1M

N/A YoY

Avg. Monthly Visitors

248.2k

↓ -22.5% P1M

N/A YoY

Avg. Dwell Time

1h40

↑ +0.1m P1M

N/A YoY

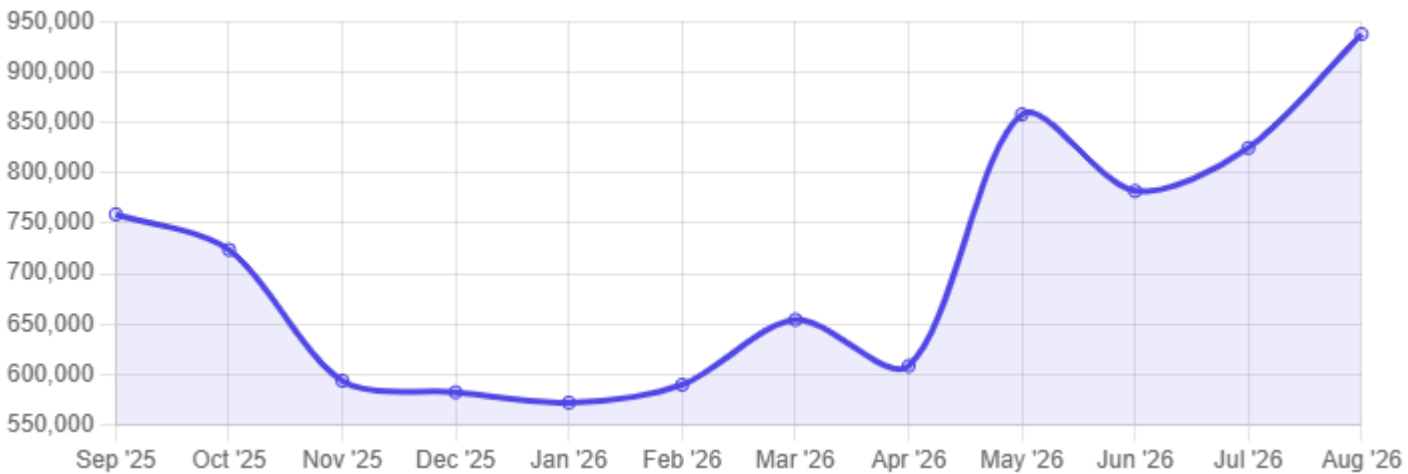
Peak Day & Time

Friday, 7 PM

Prev. Period: Saturday, 6 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

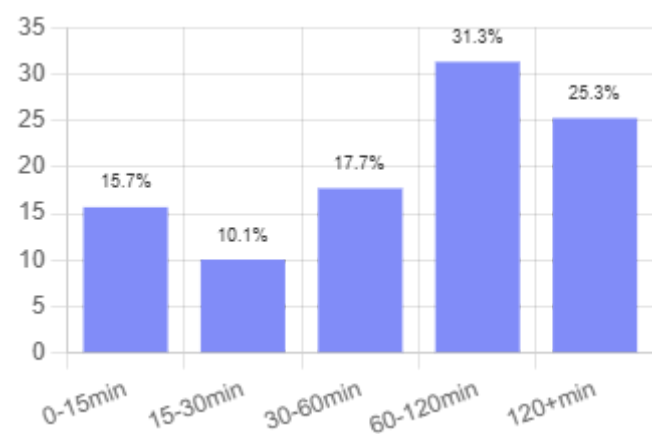
Visits by Day of Week

Mon	10.4%
Tue	10.1%
Wed	14.0%
Thu	16.1%
Fri	20.6%
Sat	16.1%
Sun	12.7%

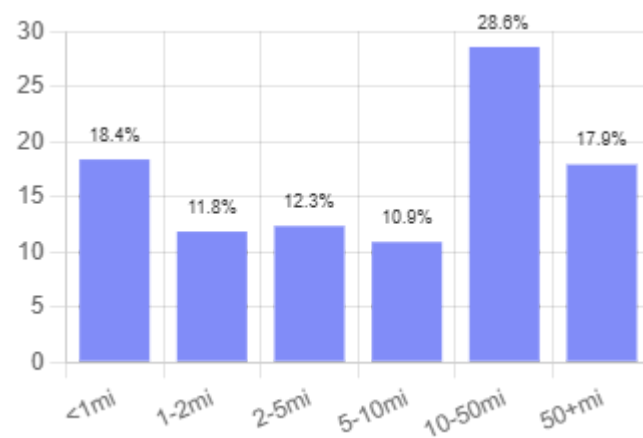
Visits by Time of Day

Morning	15.5%
Afternoon	32.7%
Evening	30.8%
Late Night	21.0%

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: January 2025

Total Visits

249.7k

↓ -22.9% P1M

N/A YoY

Avg. Monthly Visitors

143.3k

↓ -25.7% P1M

N/A YoY

Avg. Dwell Time

1h45

↑ +11.9m P1M

N/A YoY

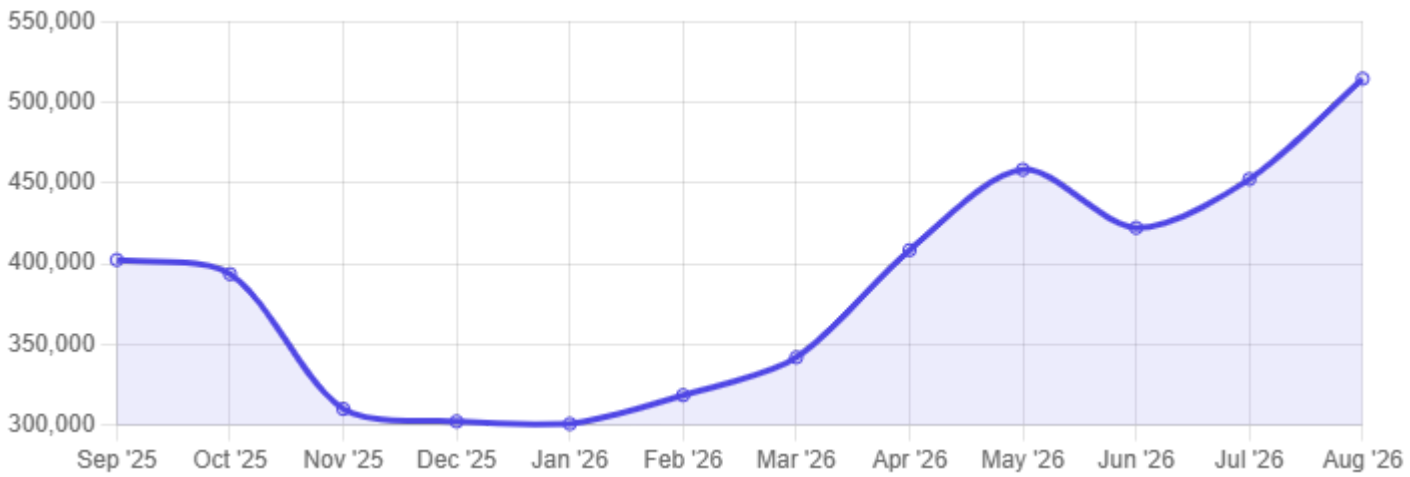
Peak Day & Time

Friday, 7 PM

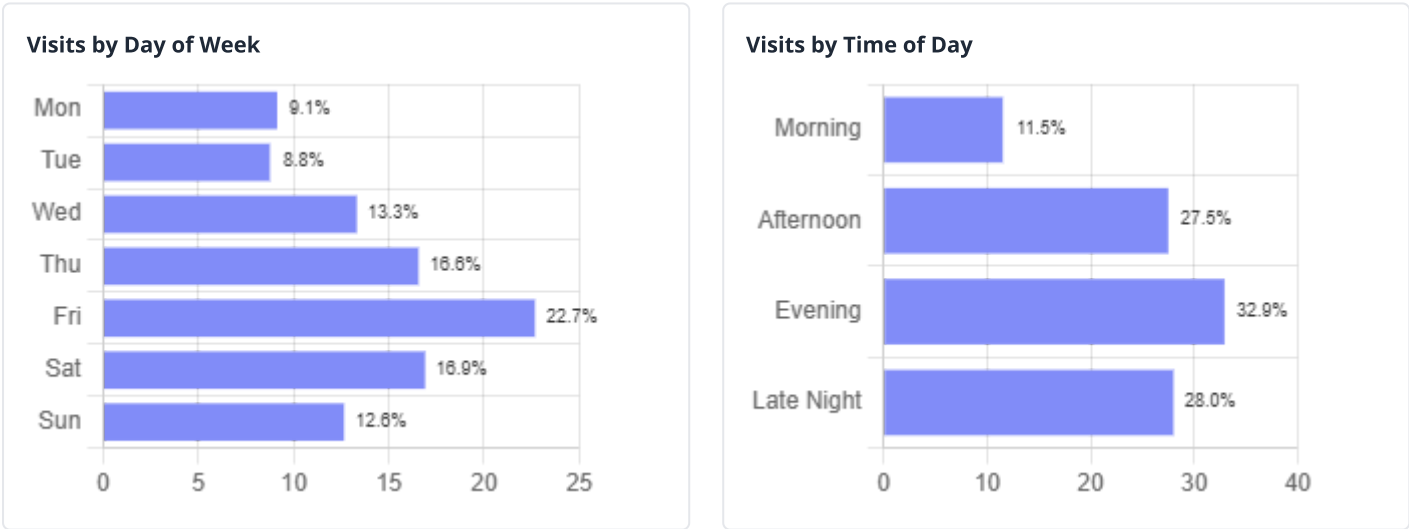
Prev. Period: Saturday, 6 PM

YoY: no change

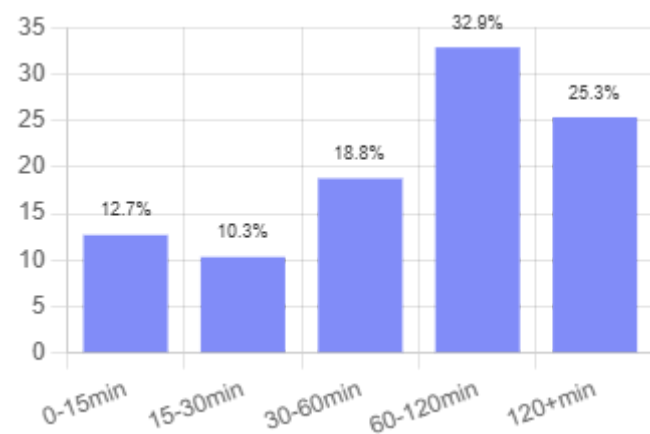
Last 12 Months Visits



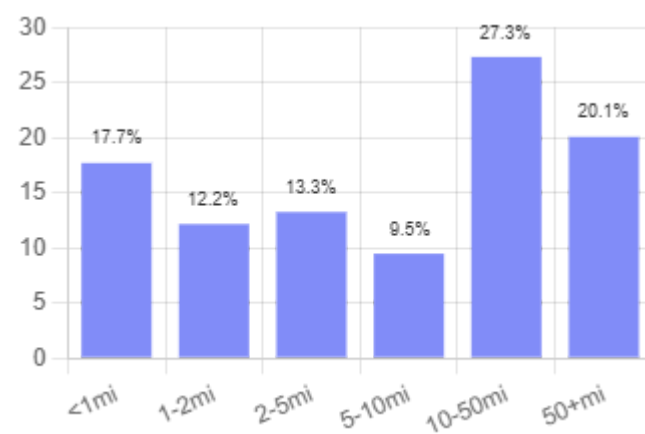
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: January 2025

Total Visits

211.9k

↓ -29.1% P1M

N/A YoY

Avg. Monthly Visitors

137.9k

↓ -31.1% P1M

N/A YoY

Avg. Dwell Time

1h18

↑ +2.5m P1M

N/A YoY

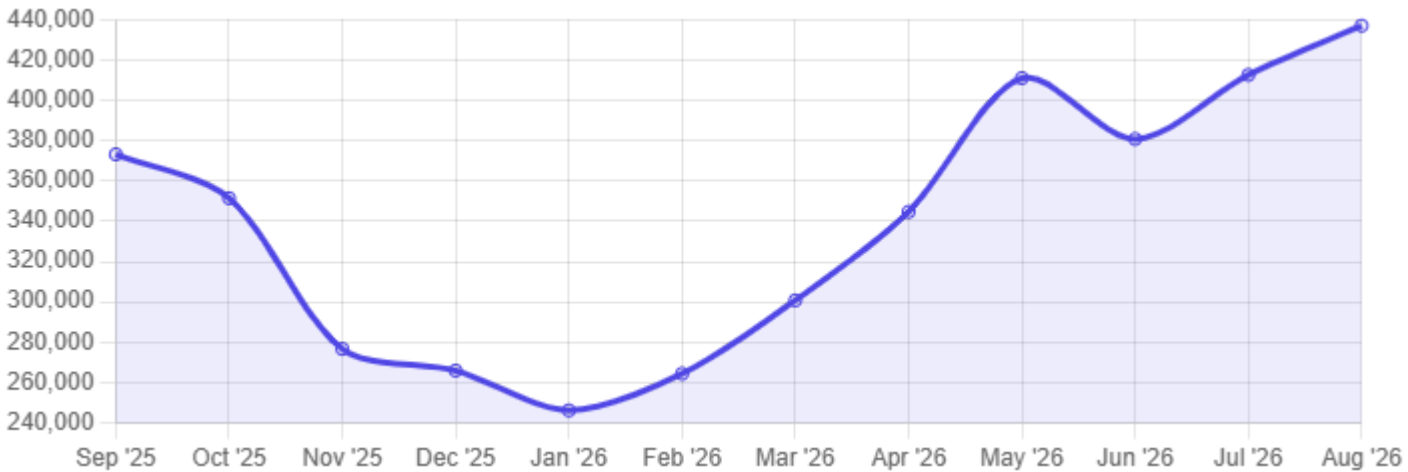
Peak Day & Time

Friday, 6 PM

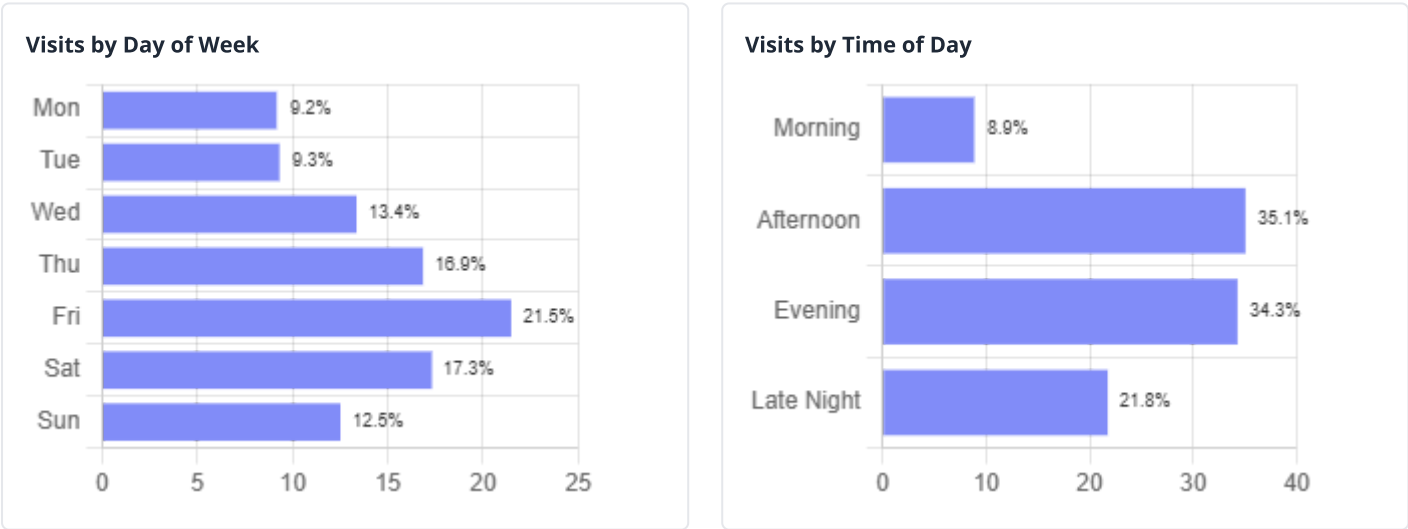
Prev. Period: Saturday, 6 PM

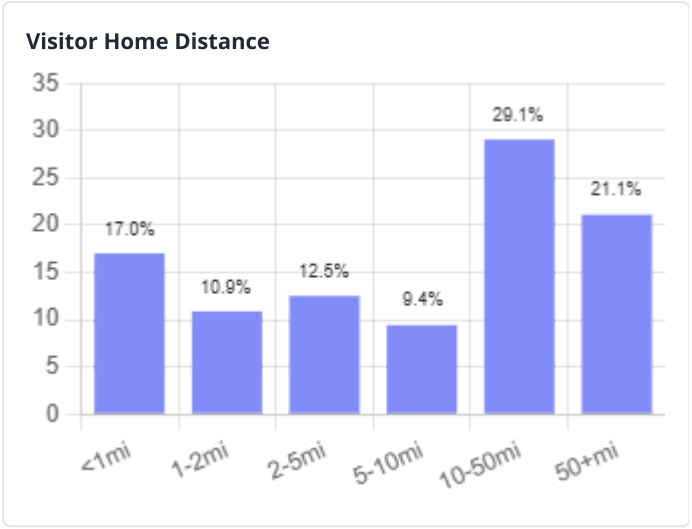
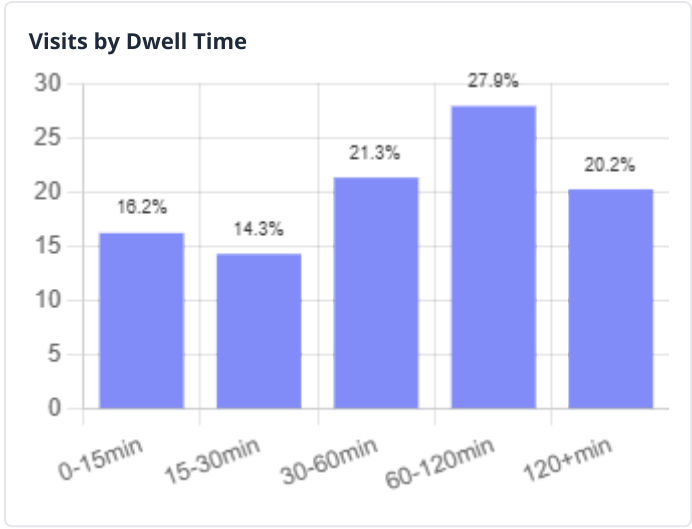
YoY: no change

Last 12 Months Visits



Visits Breakdowns





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East End

Custom Period: January 2025

Total Visits

109.2k

↓ -21.4% P1M

N/A YoY

Avg. Monthly Visitors

75,530

↓ -24.3% P1M

N/A YoY

Avg. Dwell Time

59.1 min

↑ +7.2m P1M

N/A YoY

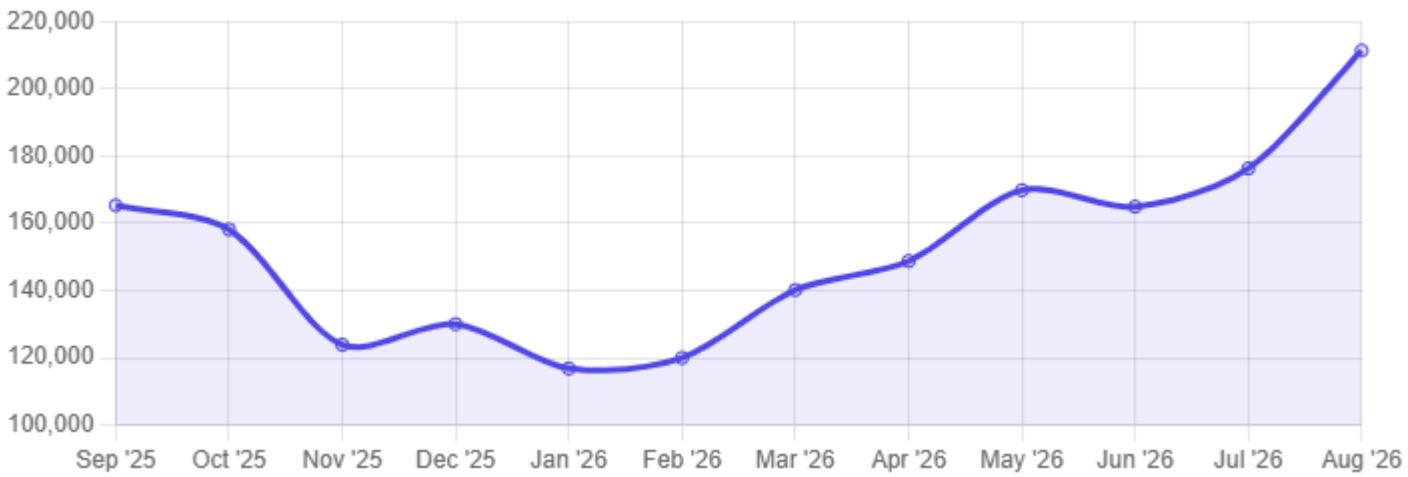
Peak Day & Time

Friday, 1 PM

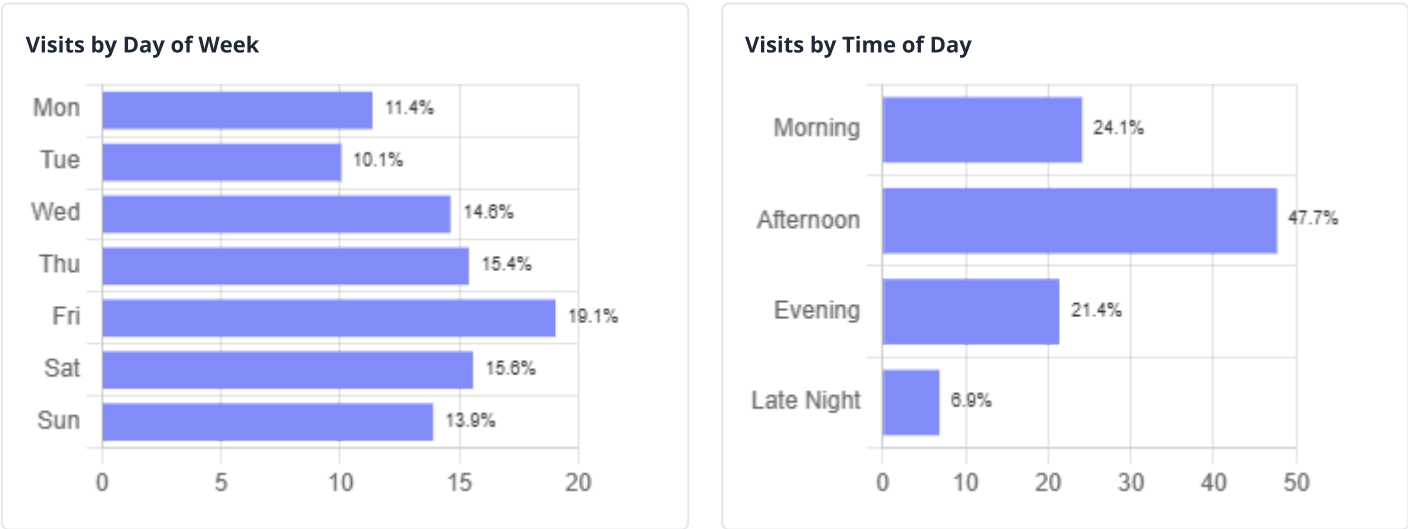
Prev. Period: Saturday, 1 PM

YoY: no change

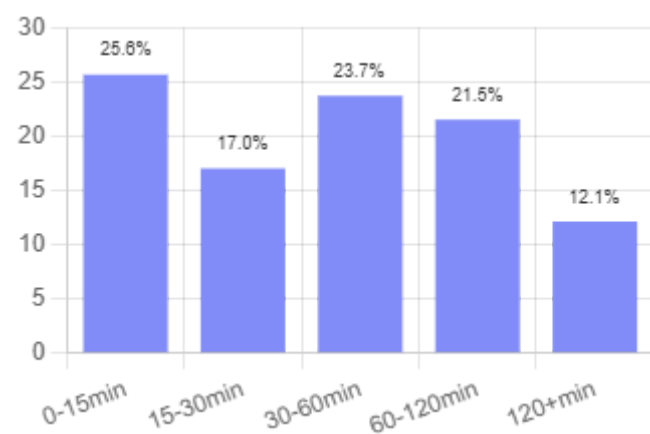
Last 12 Months Visits



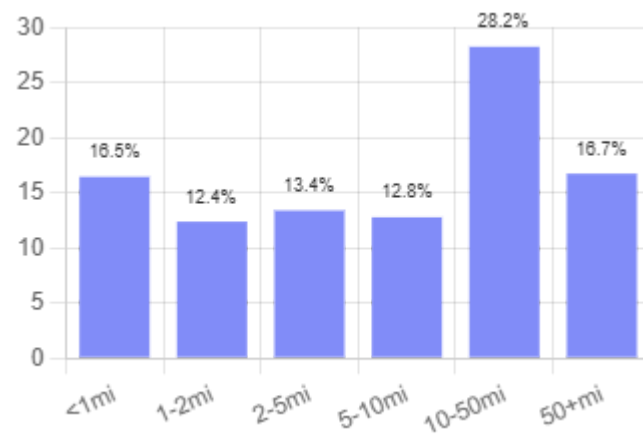
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

Custom Period: January 2025

Total Visits

76,808

↓ -6.9% P1M

N/A YoY

Avg. Monthly Visitors

46,563

↓ -13.7% P1M

N/A YoY

Avg. Dwell Time

44.1 min

↑ +3.1m P1M

N/A YoY

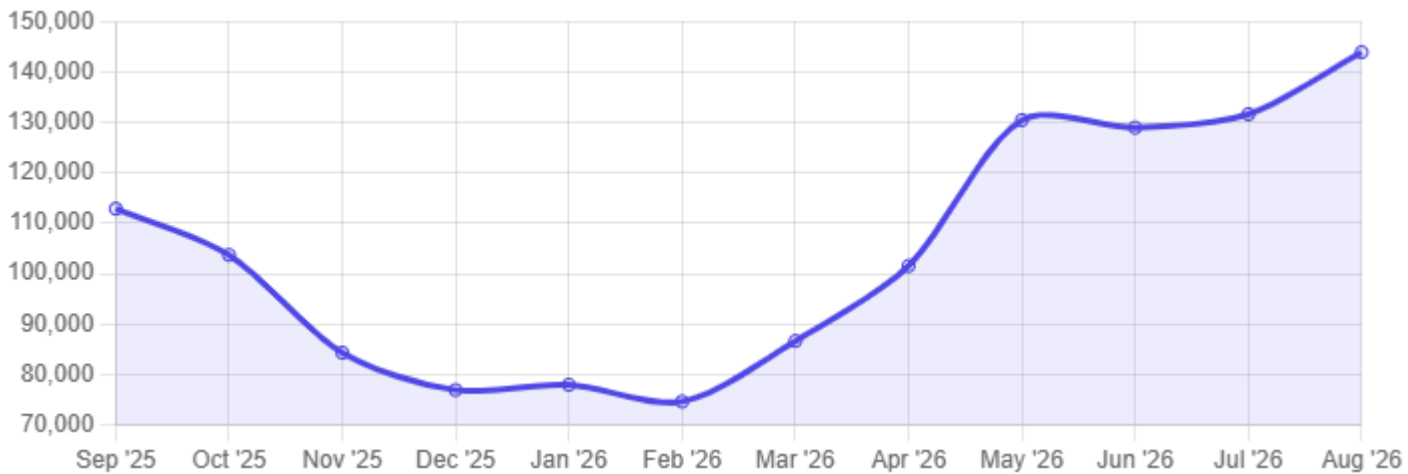
Peak Day & Time

Friday, 4 PM

Prev. Period: Friday, 2 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

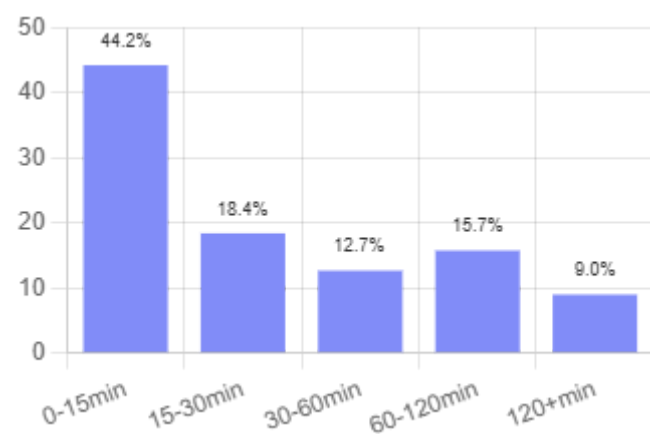
Visits by Day of Week

Mon	12.1%
Tue	12.3%
Wed	14.2%
Thu	17.1%
Fri	20.3%
Sat	13.2%
Sun	10.9%

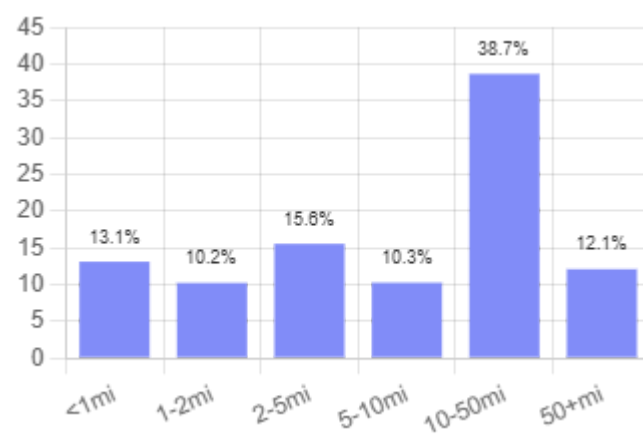
Visits by Time of Day

Morning	27.2%
Afternoon	41.2%
Evening	23.8%
Late Night	8.0%

Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: January 2025

Total Visits

30,473

↓ -35.9% P1M

N/A YoY

Avg. Monthly Visitors

23,031

↓ -37.5% P1M

N/A YoY

Avg. Dwell Time

2h30

↓ -0.4m P1M

N/A YoY

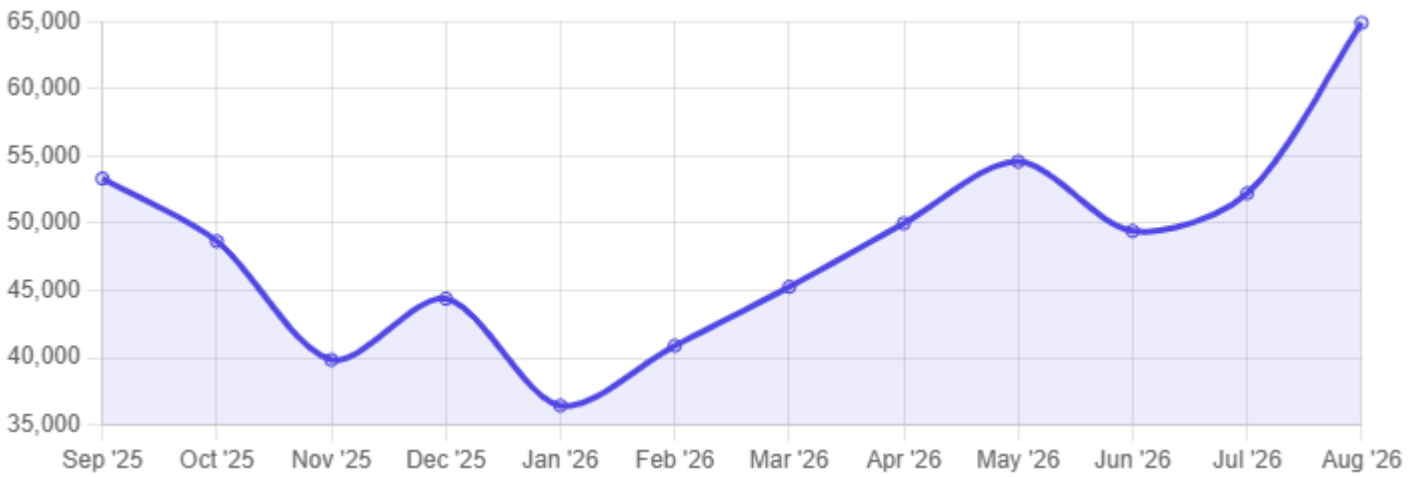
Peak Day & Time

Friday, 6 PM

Prev. Period: Saturday, 6 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

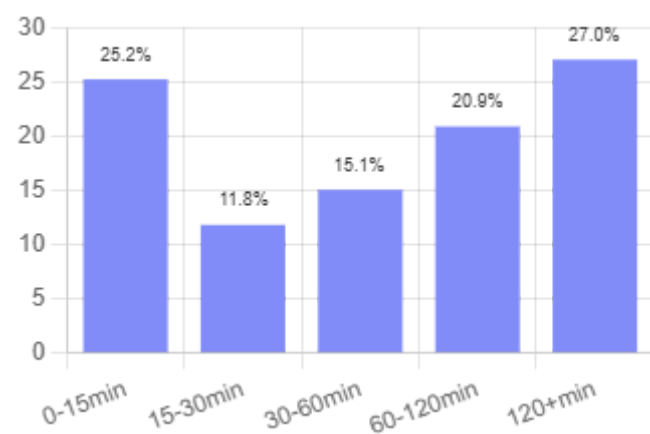
Visits by Day of Week

Mon	9.1%
Tue	8.2%
Wed	14.3%
Thu	18.4%
Fri	20.2%
Sat	18.8%
Sun	10.9%

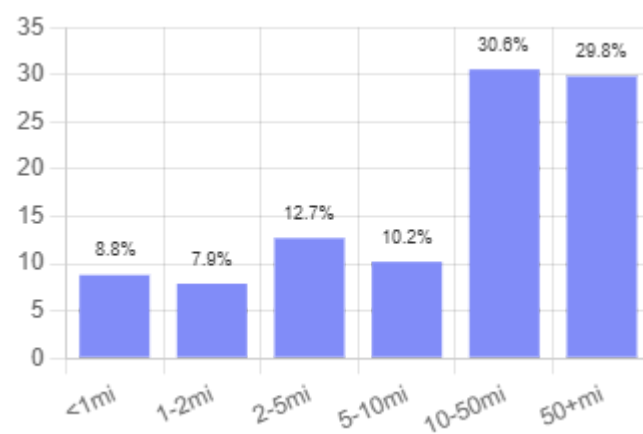
Visits by Time of Day

Morning	19.3%
Afternoon	21.7%
Evening	24.1%
Late Night	34.9%

Visits by Dwell Time



Visitor Home Distance



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