

Report

Custom Period: July 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **2,062,111 total visits** (↑ 9.2% period-over-period)
- Average location performance: **343,685 visits** with **86.5 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 (823,564 visits), West End (457,283 visits), Pearl Street Mall (429,048 visits)
- **Bottom 3 Locations:** Downtown Core (North) (52,598 visits), Downtown Core (South) (123,549 visits), East End (176,069 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (North) with +13.5% increase period-over-period

Visitor Insights

- **35.9%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$109K**
- 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	823.6k	+8.3%	N/A	423.5k	1h39	Saturday	7 PM
West End	457.3k	+9.6%	N/A	253.9k	1h36	Saturday	7 PM
Pearl Street Mall	429.0k	+10.9%	N/A	275.7k	1h15	Saturday	7 PM
East End	176.1k	+8.4%	N/A	125.7k	50.9 min	Saturday	12 PM
Downtown Core (South)	123.5k	+7.5%	N/A	84,929	43.4 min	Saturday	12 PM
Downtown Core (North)	52,598	+13.5%	N/A	41,473	2h05	Thursday	6 PM

Downtown Boulder

Custom Period: July 2025

Total Visits

823.6k

↑ +8.3% P1M

N/A YoY

Avg. Monthly Visitors

423.5k

↑ +10.3% P1M

N/A YoY

Avg. Dwell Time

1h39

↓ -4.9m P1M

N/A YoY

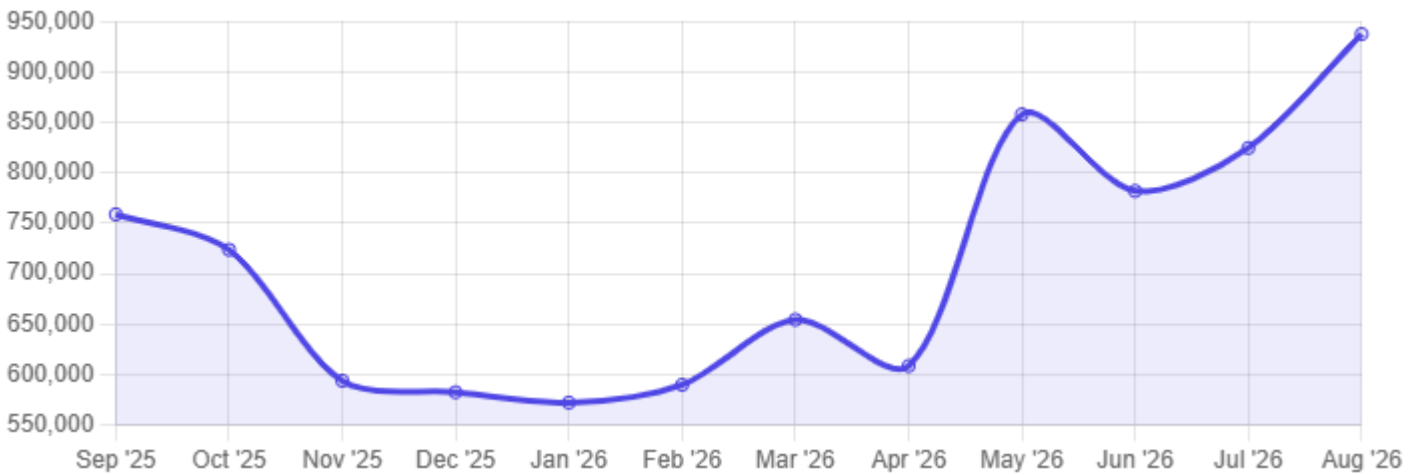
Peak Day & Time

Saturday, 7 PM

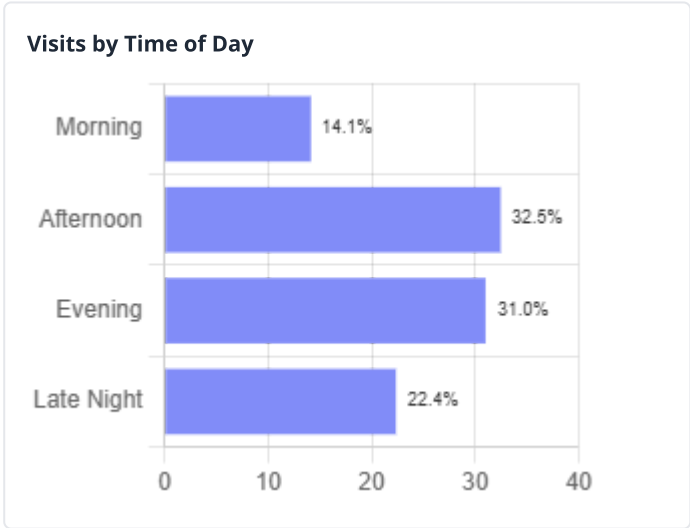
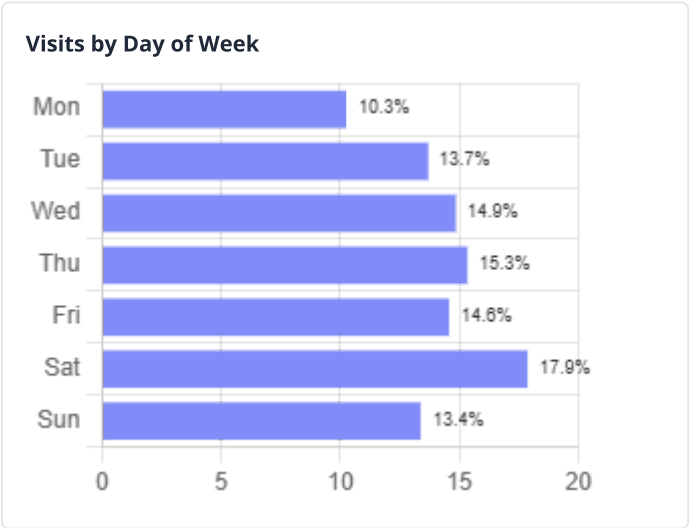
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YoY: no change

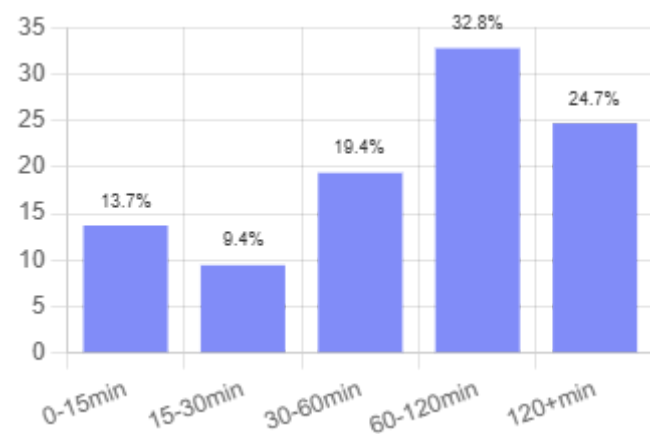
Last 12 Months Visits



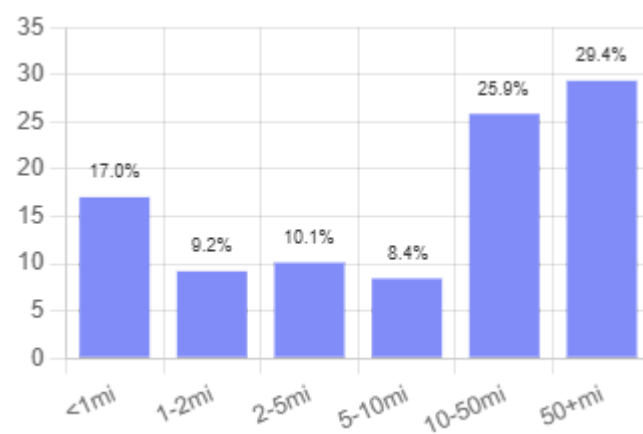
Visits Breakdowns



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: July 2025

Total Visits

457.3k

↑ +9.6% P1M

N/A YoY

Avg. Monthly Visitors

253.9k

↑ +11.7% P1M

N/A YoY

Avg. Dwell Time

1h36

↓ -4.2m P1M

N/A YoY

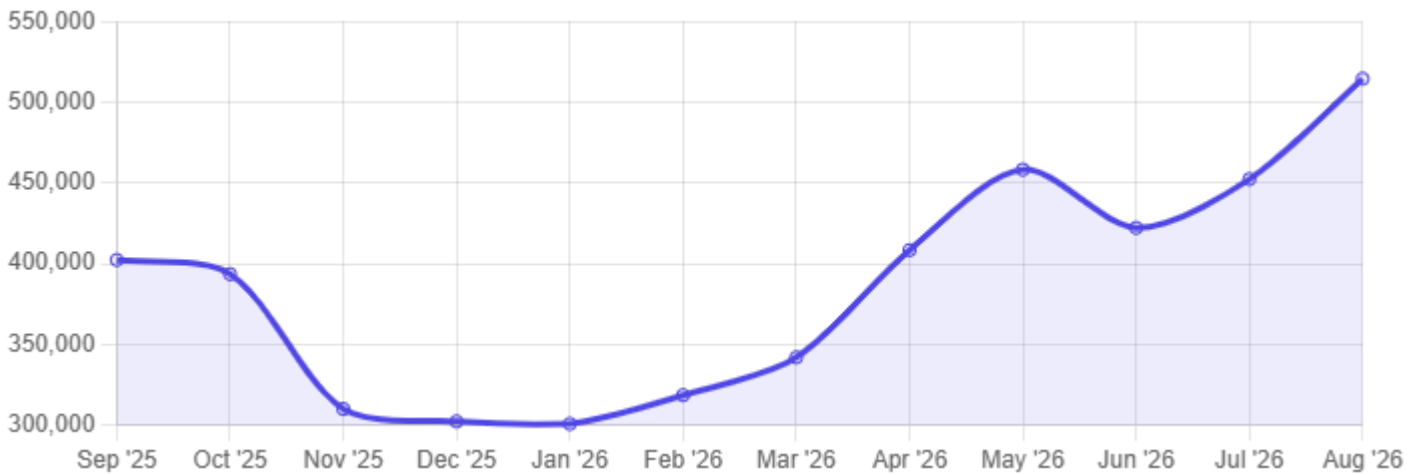
Peak Day & Time

Saturday, 7 PM

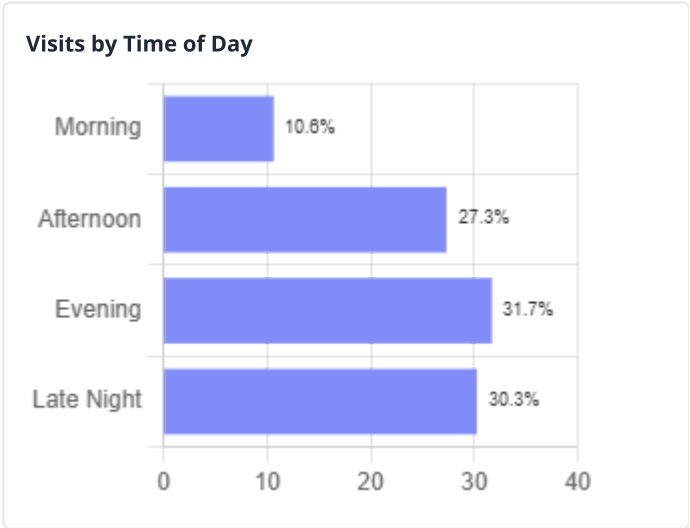
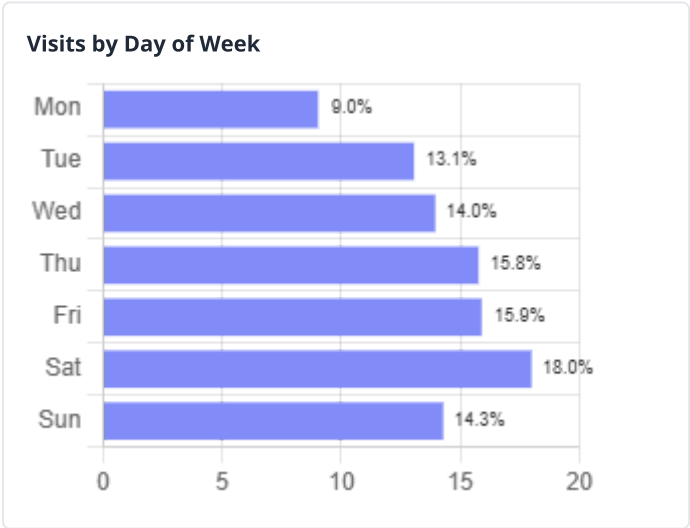
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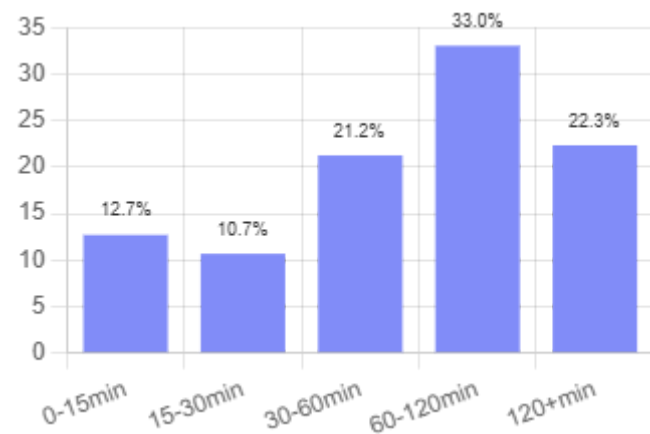
Last 12 Months Visits



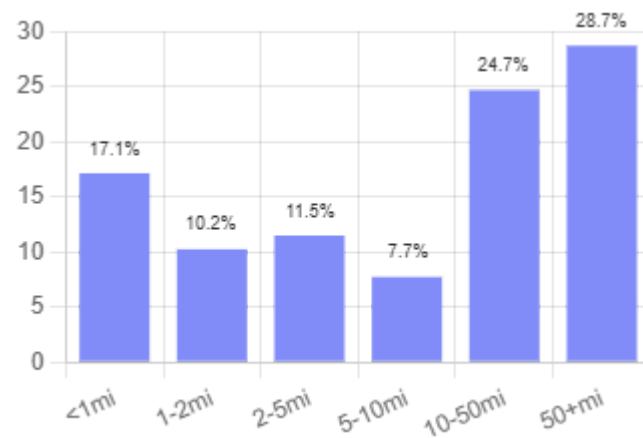
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: July 2025

Total Visits

429.0k

↑ +10.9% P1M

N/A YoY

Avg. Monthly Visitors

275.7k

↑ +12.9% P1M

N/A YoY

Avg. Dwell Time

1h15

↓ -1.1m P1M

N/A YoY

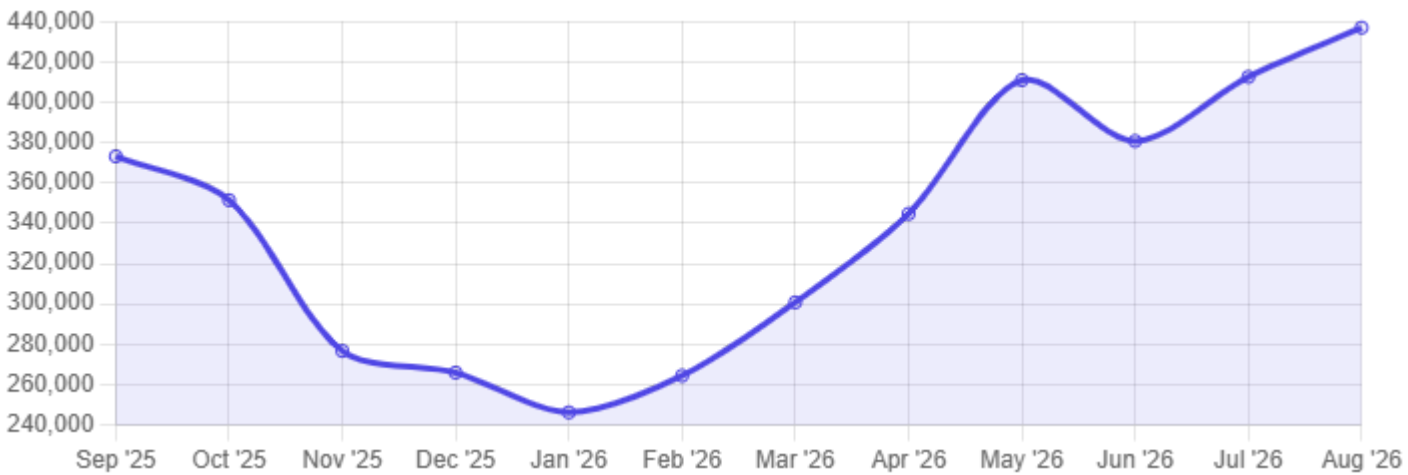
Peak Day & Time

Saturday, 7 PM

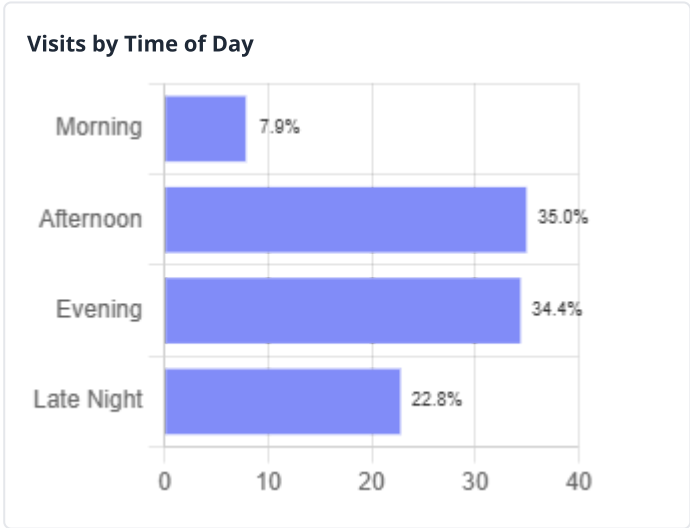
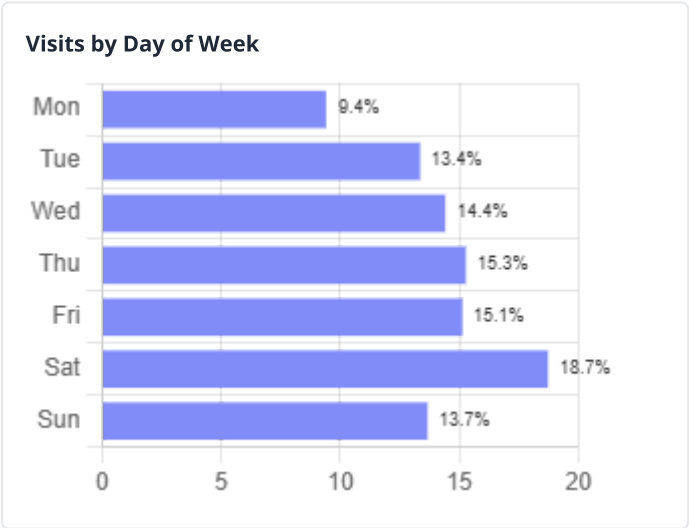
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YoY: no change

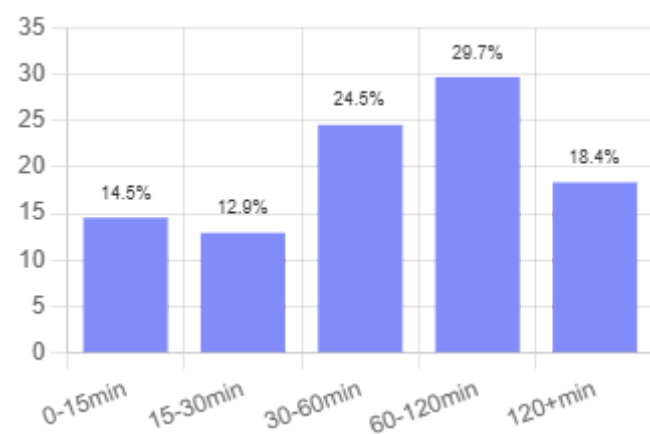
Last 12 Months Visits



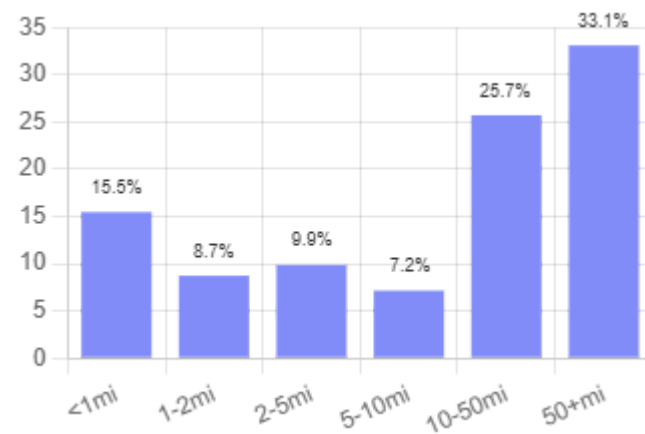
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: July 2025

Total Visits

176.1k

↑ +8.4% P1M

N/A YoY

Avg. Monthly Visitors

125.7k

↑ +7.4% P1M

N/A YoY

Avg. Dwell Time

50.9 min

↓ -2.0m P1M

N/A YoY

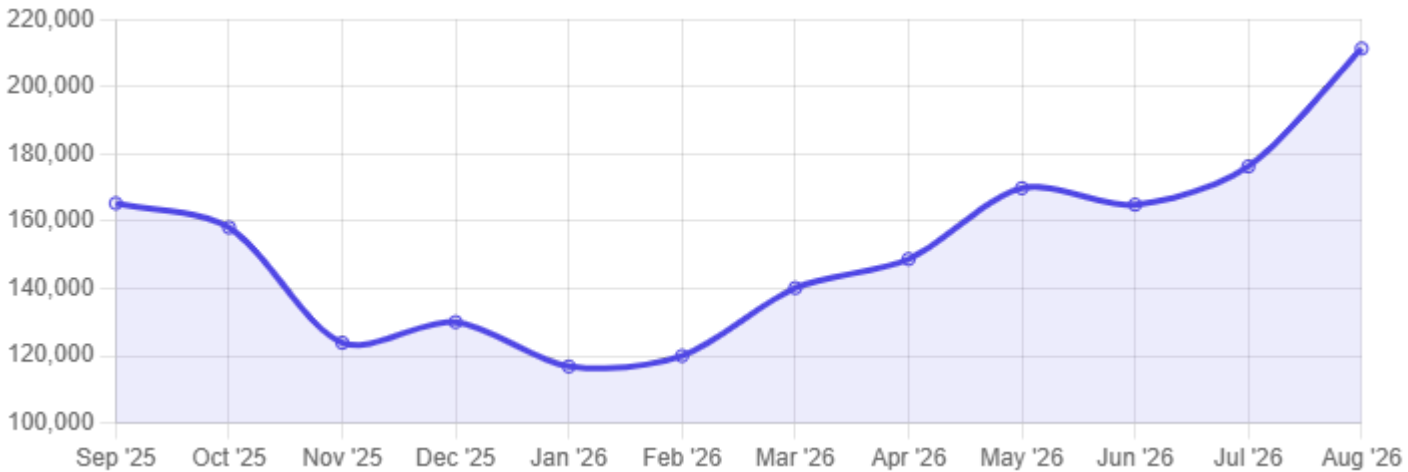
Peak Day & Time

Saturday, 12 PM

Prev. Period: Sunday, 12 PM

YoY: no change

Last 12 Months Visits



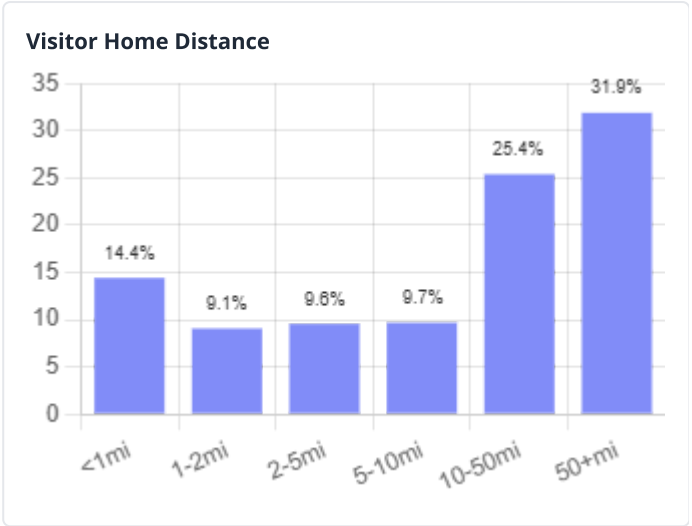
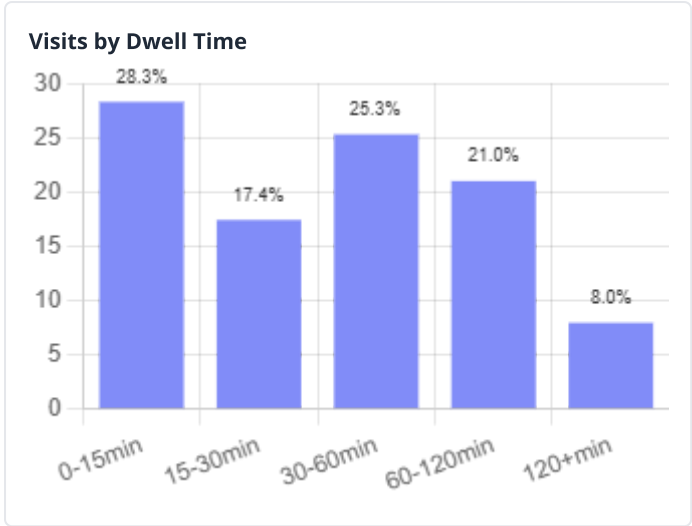
Visits Breakdowns

Visits by Day of Week

Mon	11.6%
Tue	14.6%
Wed	13.8%
Thu	14.8%
Fri	13.9%
Sat	16.9%
Sun	14.4%

Visits by Time of Day

Morning	24.0%
Afternoon	46.3%
Evening	23.4%
Late Night	6.3%



**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)

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Total Visits

123.5k

↑ +7.5% P1M

N/A YoY

Avg. Monthly Visitors

84,929

↑ +5.0% P1M

N/A YoY

Avg. Dwell Time

43.4 min

↓ -1.6m P1M

N/A YoY

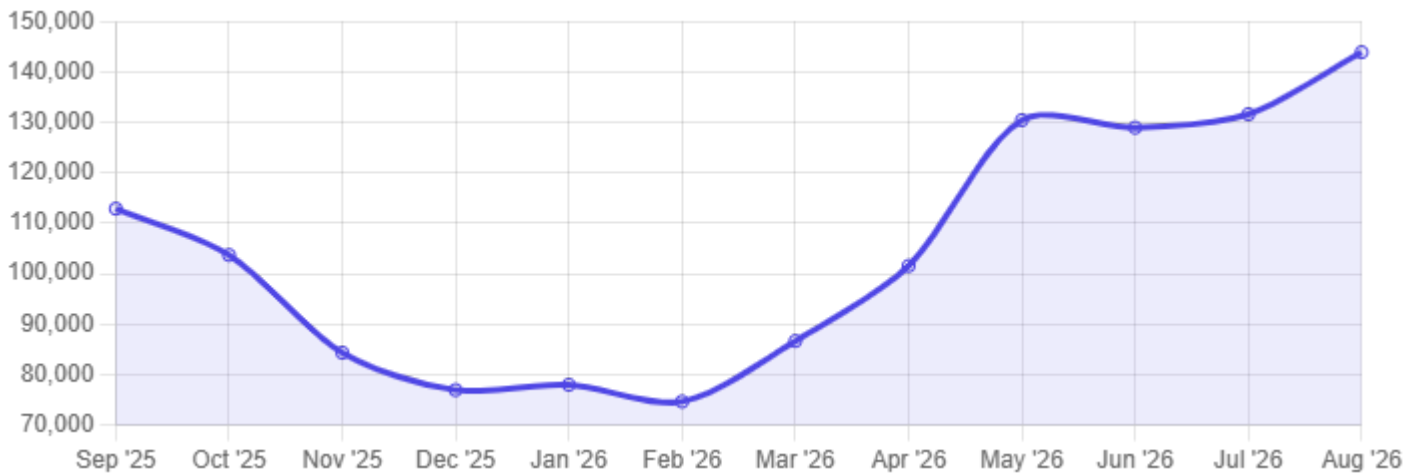
Peak Day & Time

Saturday, 12 PM

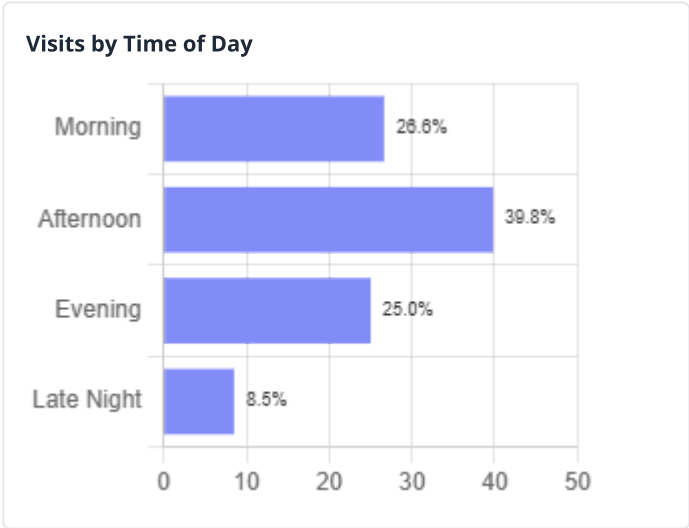
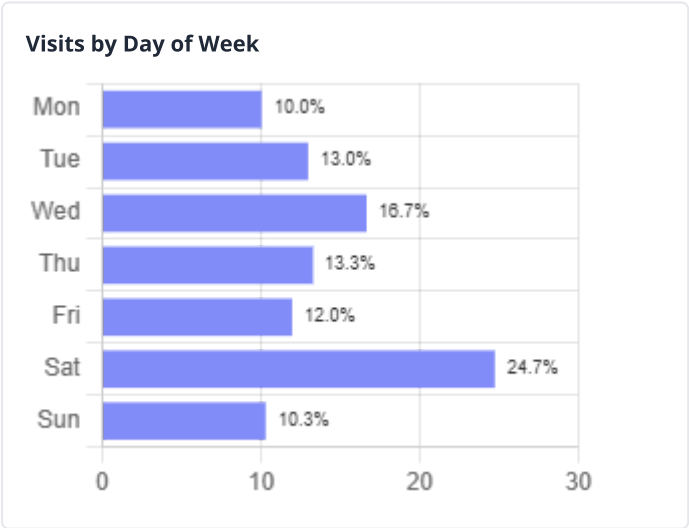
Prev. Period: no change

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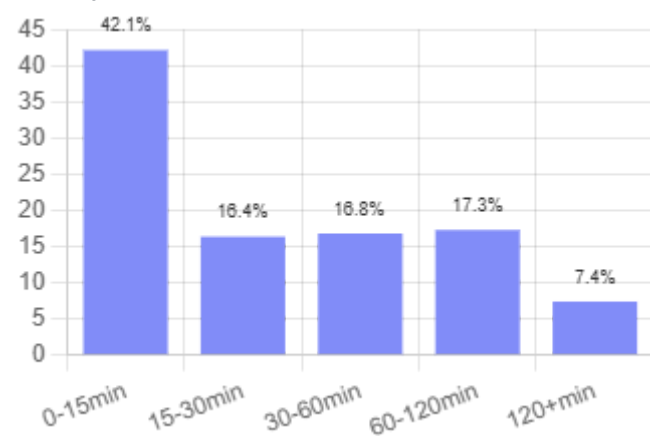
Last 12 Months Visits



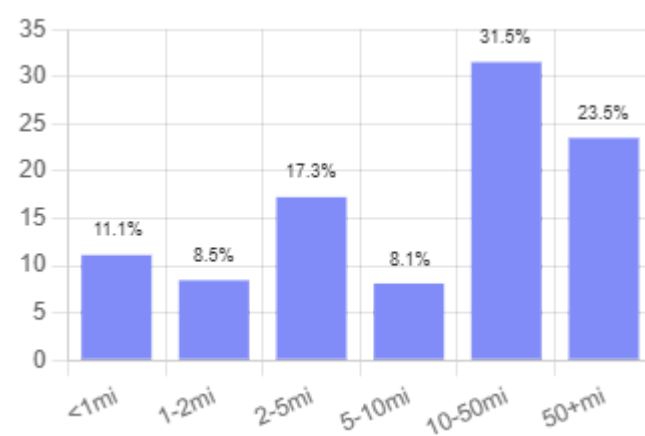
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: July 2025

Total Visits

52,598

↑ +13.5% P1M

N/A YoY

Avg. Monthly Visitors

41,473

↑ +16.8% P1M

N/A YoY

Avg. Dwell Time

2h05

↓ -13.3m P1M

N/A YoY

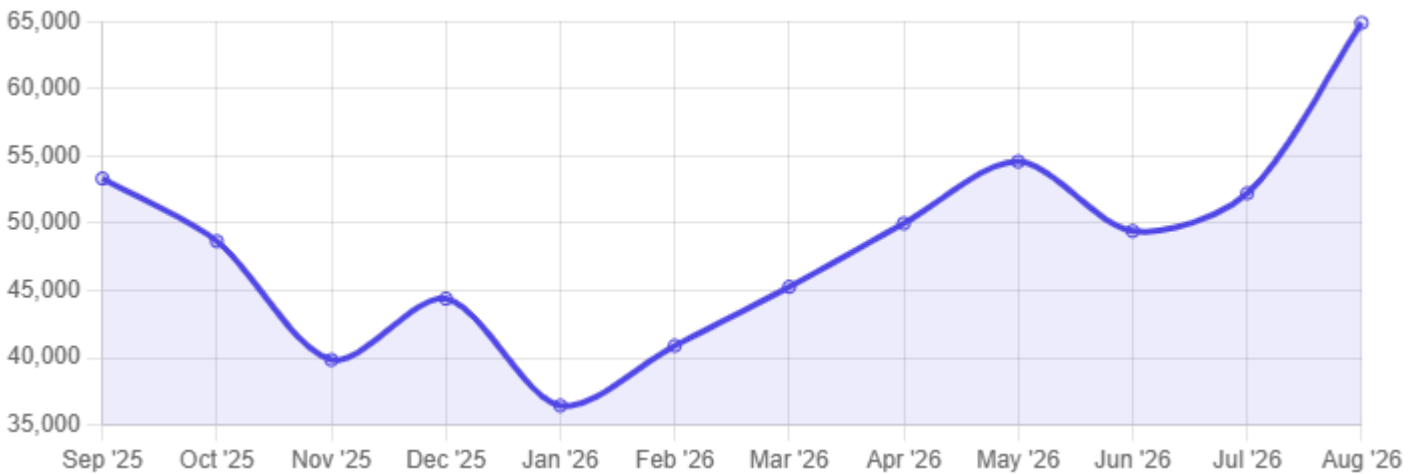
Peak Day & Time

Thursday, 6 PM

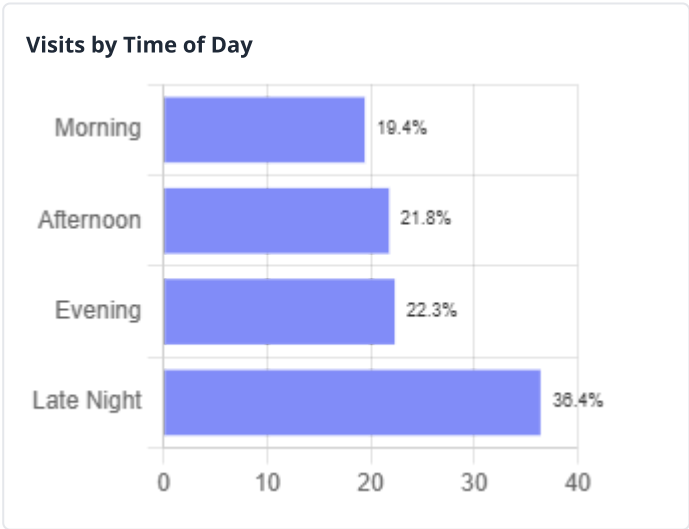
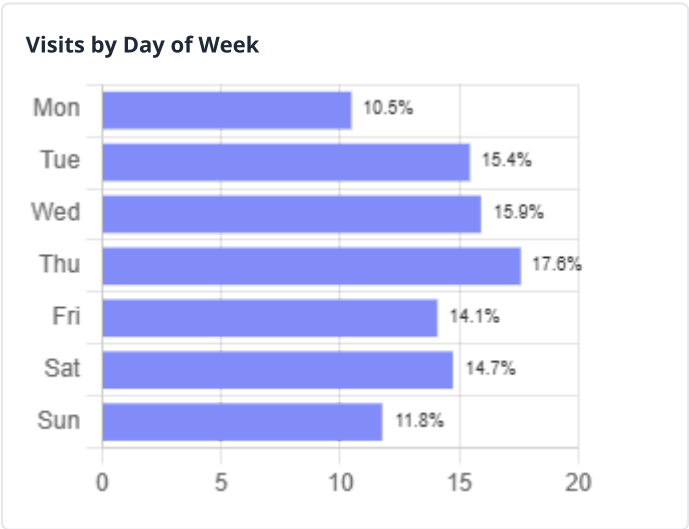
Prev. Period: Saturday, 6 PM

YoY: no change

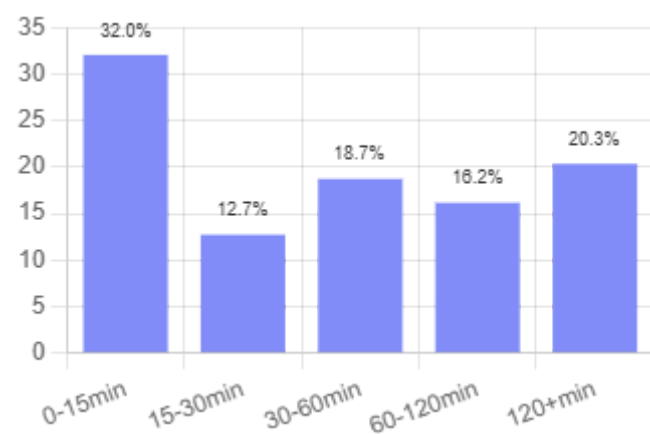
Last 12 Months Visits



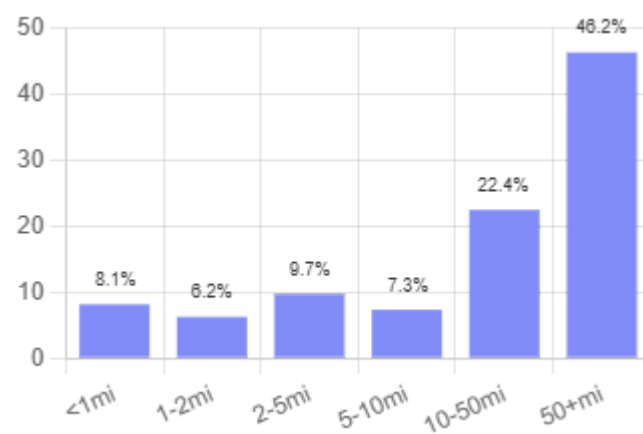
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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