

Report

Custom Period: July 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **2,049,539 total visits** (↑ 6.3% period-over-period)
- Average location performance: **341,590 visits** with **86.0 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 (824,617 visits), West End (452,300 visits), Pearl Street Mall (412,493 visits)
- **Bottom 3 Locations:** Downtown Core (North) (52,222 visits), Downtown Core (South) (131,613 visits), East End (176,293 visits)

Notable Changes

- **Biggest Gainer:** Pearl Street Mall with +8.3% increase period-over-period

Visitor Insights

- **39.6%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$104K**
- 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 at <https://analytics.placer.ai/academy/>

Overview

Location	Visits	P1M	YoY	Avg. Monthly Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	824.6k	+5.5%	+0.1%	415.7k	1h38	Friday	7 PM
West End	452.3k	+7.1%	-1.1%	242.8k	1h35	Friday	7 PM
Pearl Street Mall	412.5k	+8.3%	-3.9%	252.2k	1h19	Friday	7 PM
East End	176.3k	+6.9%	+0.1%	123.3k	56.5 min	Friday	12 PM
Downtown Core (South)	131.6k	+2.1%	+6.5%	89,767	37.9 min	Saturday	12 PM
Downtown Core (North)	52,222	+5.7%	-0.7%	41,613	1h42	Friday	9 PM

Downtown Boulder

Custom Period: July 2026

Total Visits

824.6k

↑ +5.5% P1M

↑ +0.1% YoY

Avg. Monthly Visitors

415.7k

↑ +4.7% P1M

↓ -1.8% YoY

Avg. Dwell Time

1h38

↑ +0.8m P1M

↓ -1.0m YoY

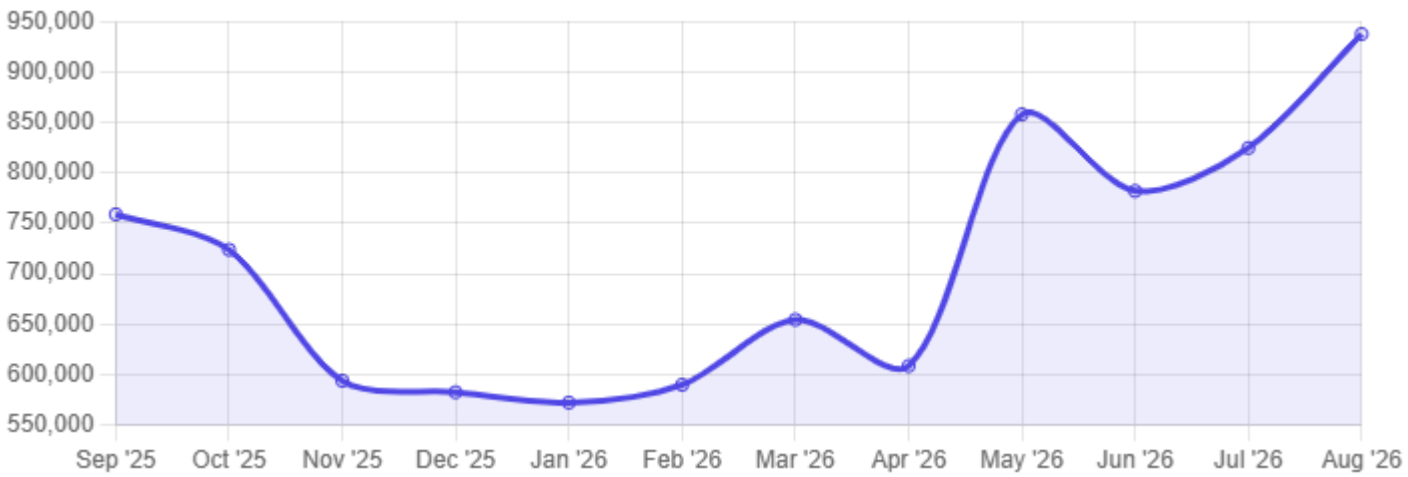
Peak Day & Time

Friday, 7 PM

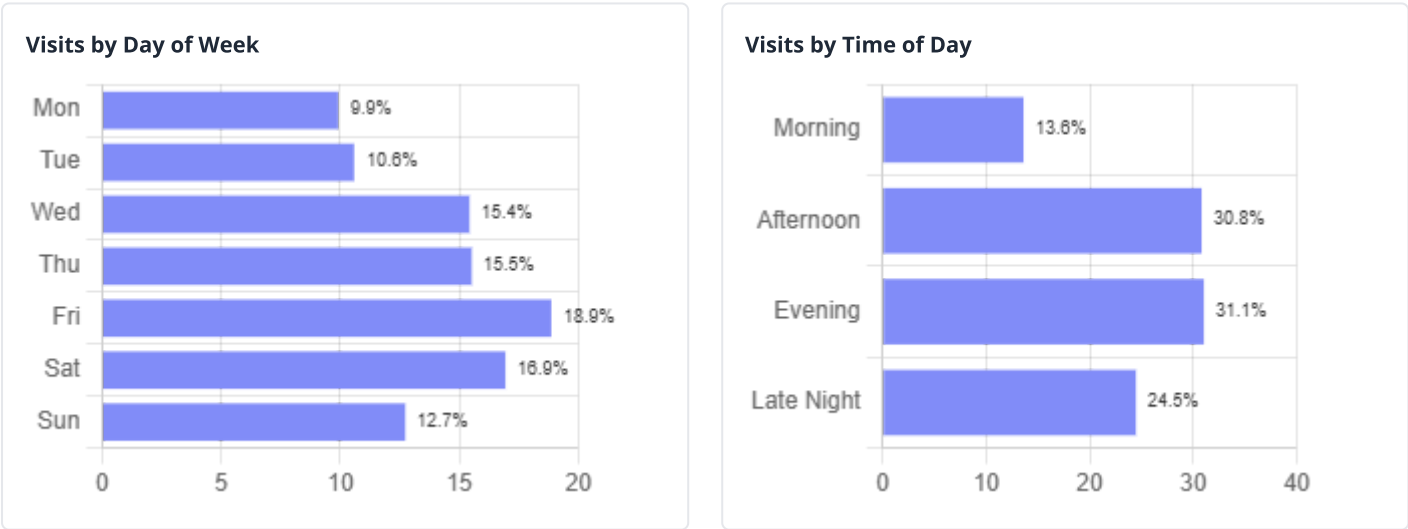
Prev. Period: Saturday, 7 PM

YoY: Saturday, 7 PM

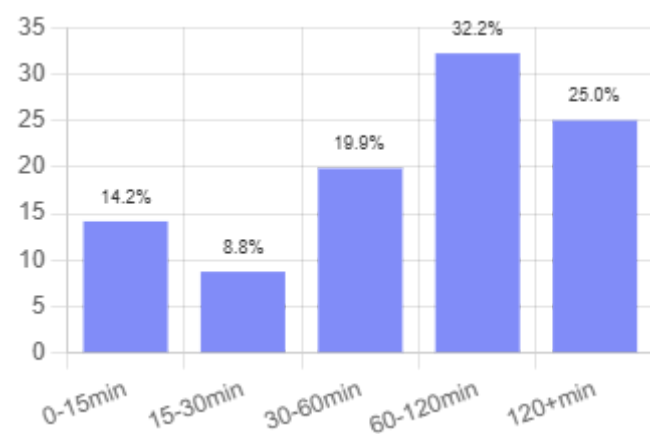
Last 12 Months Visits



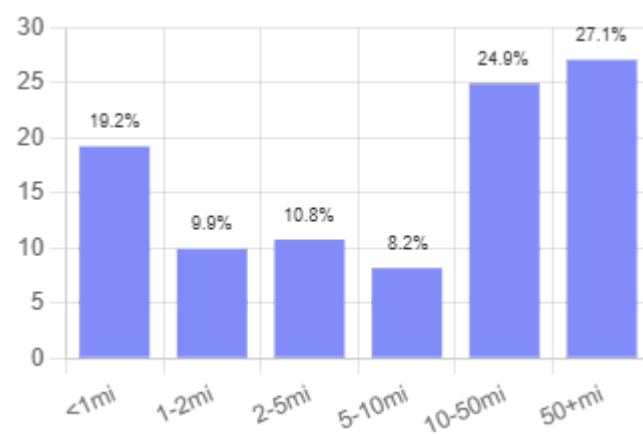
Visits Breakdowns



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

West End

Custom Period: July 2026

Total Visits

452.3k

↑ +7.1% P1M

↓ -1.1% YoY

Avg. Monthly Visitors

242.8k

↑ +5.5% P1M

↓ -4.4% YoY

Avg. Dwell Time

1h35

↓ -0.9m P1M

↓ -1.5m YoY

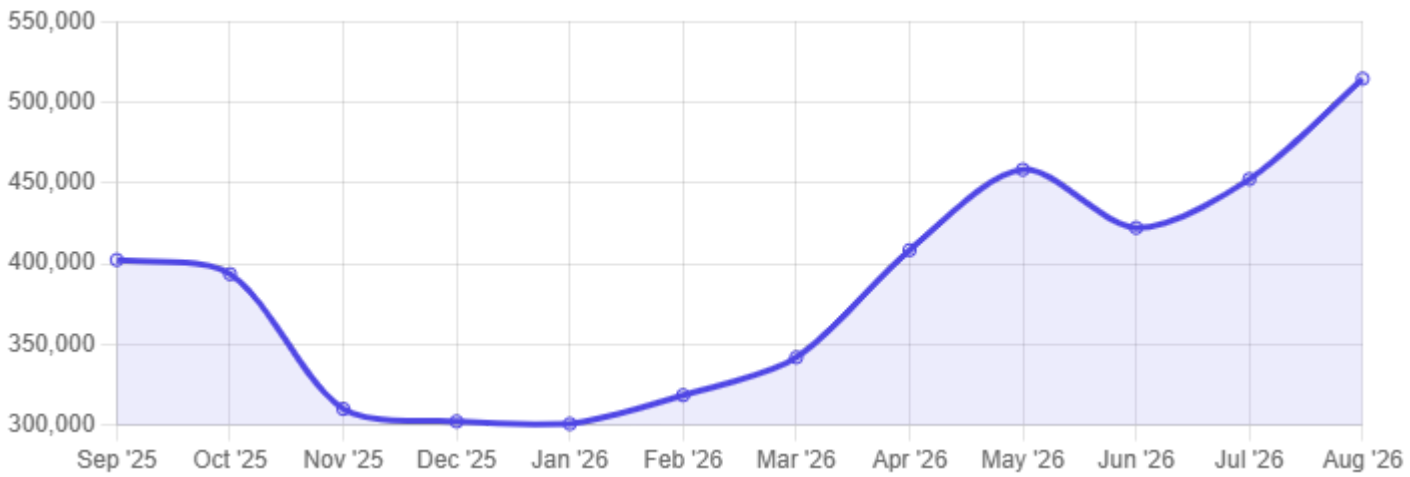
Peak Day & Time

Friday, 7 PM

Prev. Period: Saturday, 7 PM

YoY: Saturday, 7 PM

Last 12 Months Visits



Visits Breakdowns

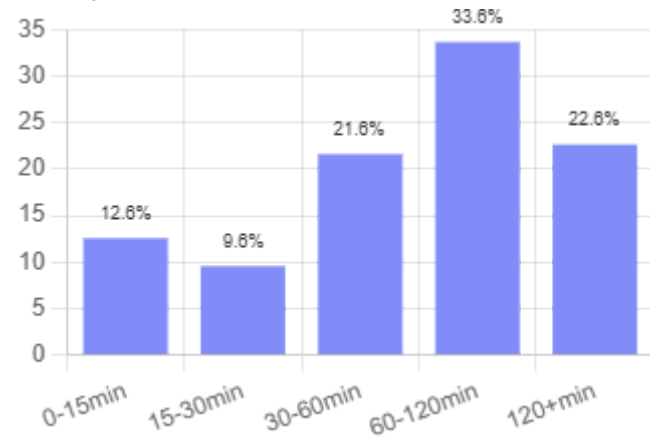
Visits by Day of Week

Mon	8.9%
Tue	10.2%
Wed	14.3%
Thu	16.0%
Fri	20.8%
Sat	17.3%
Sun	12.5%

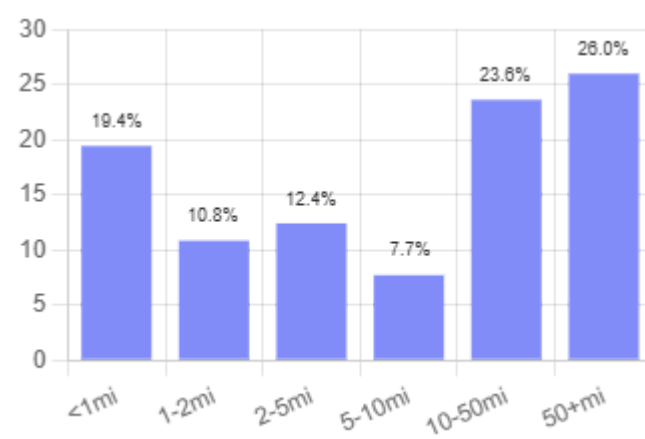
Visits by Time of Day

Morning	10.2%
Afternoon	24.7%
Evening	31.3%
Late Night	33.8%

Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: July 2026

Total Visits

412.5k

↑ +8.3% P1M

↓ -3.9% YoY

Avg. Monthly Visitors

252.2k

↑ +5.1% P1M

↓ -8.5% YoY

Avg. Dwell Time

1h19

↑ +1.6m P1M

↑ +4.7m YoY

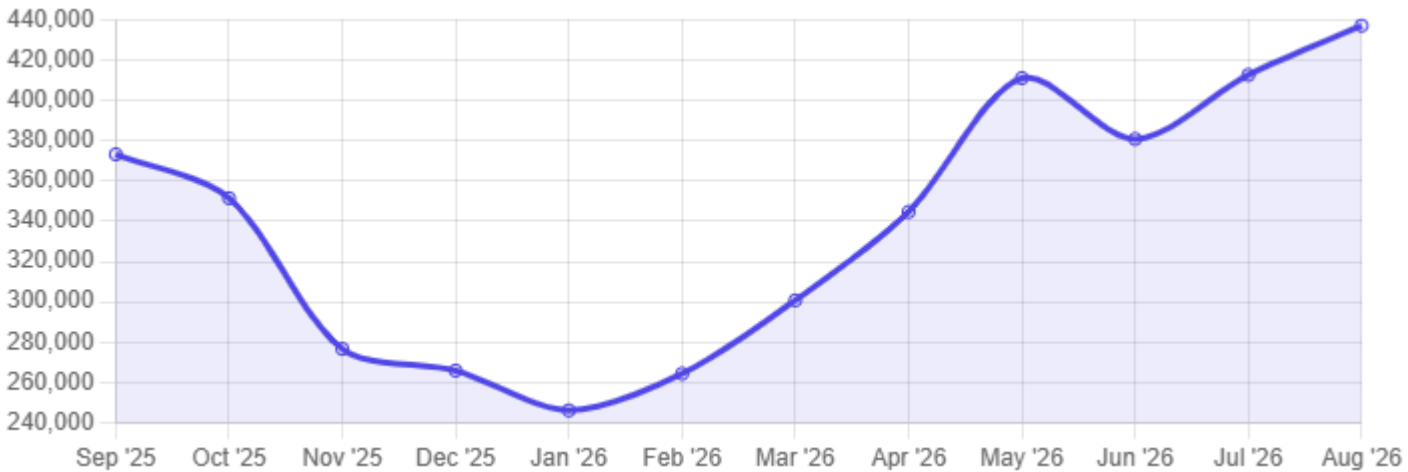
Peak Day & Time

Friday, 7 PM

Prev. Period: Saturday, 7 PM

YoY: Saturday, 7 PM

Last 12 Months Visits



Visits Breakdowns

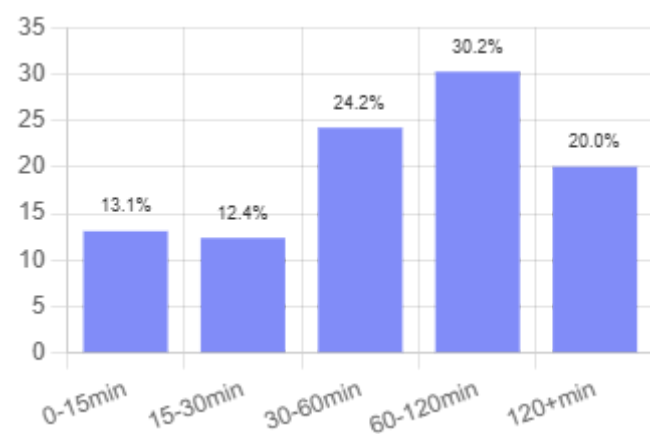
Visits by Day of Week

Mon	9.8%
Tue	10.3%
Wed	14.4%
Thu	16.2%
Fri	20.0%
Sat	17.4%
Sun	12.0%

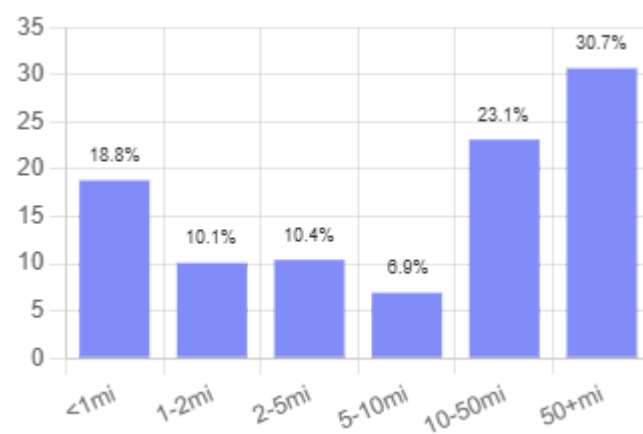
Visits by Time of Day

Morning	8.0%
Afternoon	31.5%
Evening	34.8%
Late Night	25.9%

Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: July 2026

Total Visits

176.3k

↑ +6.9% P1M

↑ +0.1% YoY

Avg. Monthly Visitors

123.3k

↑ +4.4% P1M

↓ -1.9% YoY

Avg. Dwell Time

56.5 min

↑ +6.4m P1M

↑ +11.2m YoY

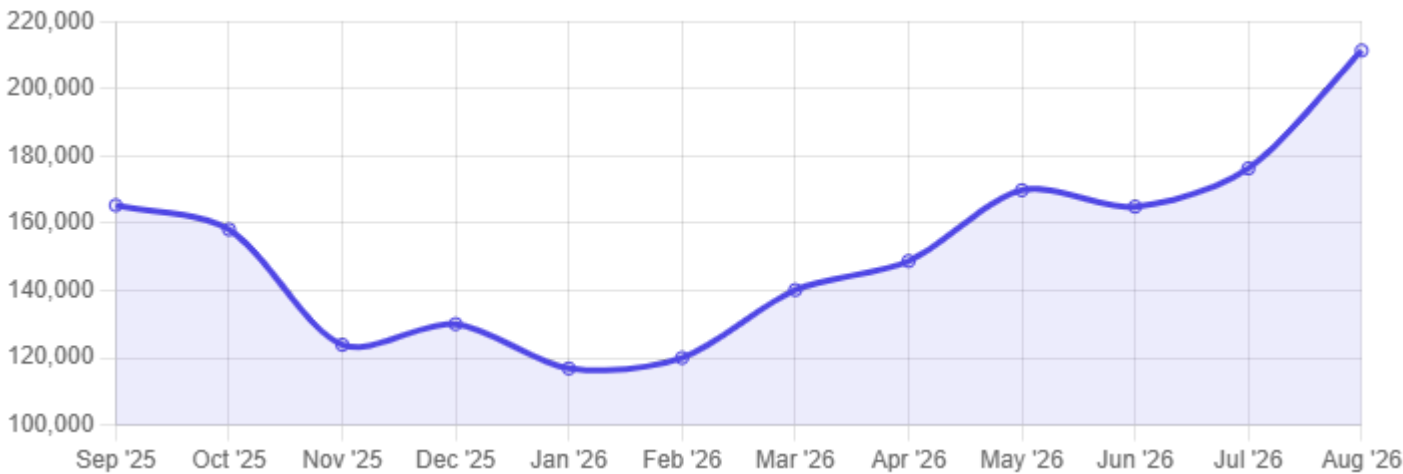
Peak Day & Time

Friday, 12 PM

Prev. Period: Saturday, 1 PM

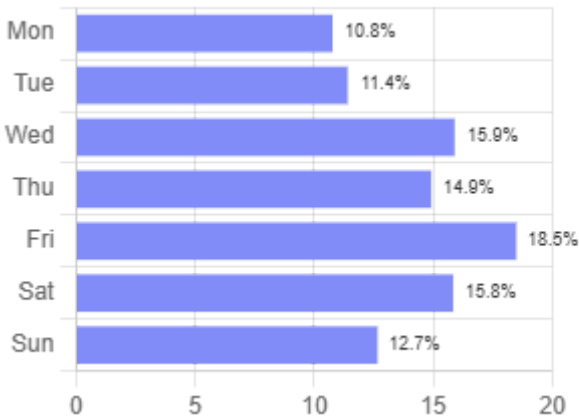
YoY: Saturday, 12 PM

Last 12 Months Visits

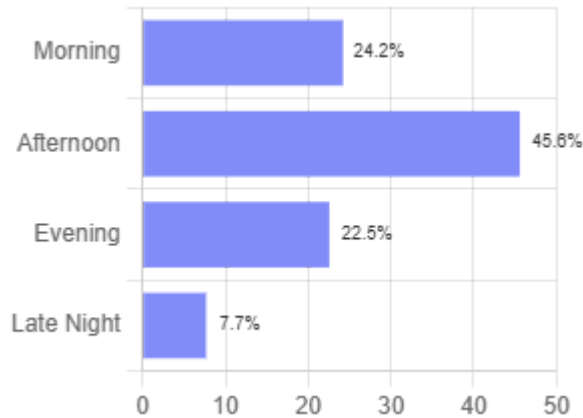


Visits Breakdowns

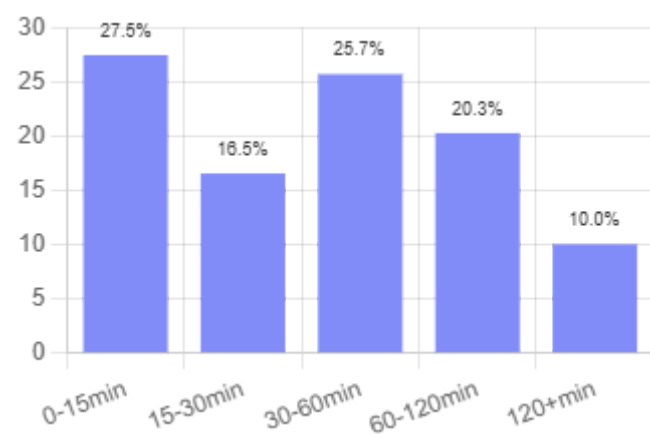
Visits by Day of Week



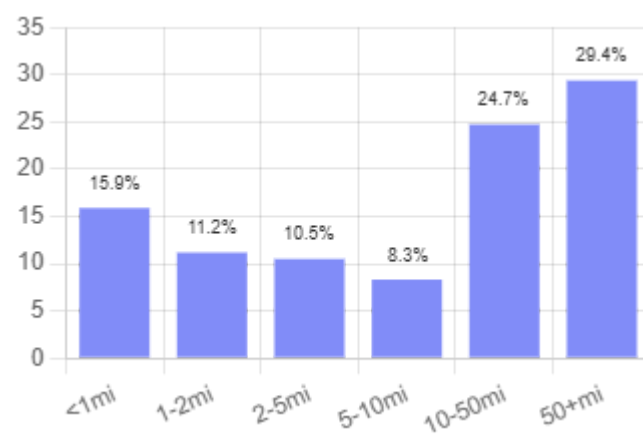
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

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Total Visits

131.6k

↑ +2.1% P1M

↑ +6.5% YoY

Avg. Monthly Visitors

89,767

↓ -2.4% P1M

↑ +5.7% YoY

Avg. Dwell Time

37.9 min

↓ -4.9m P1M

↓ -12.6m YoY

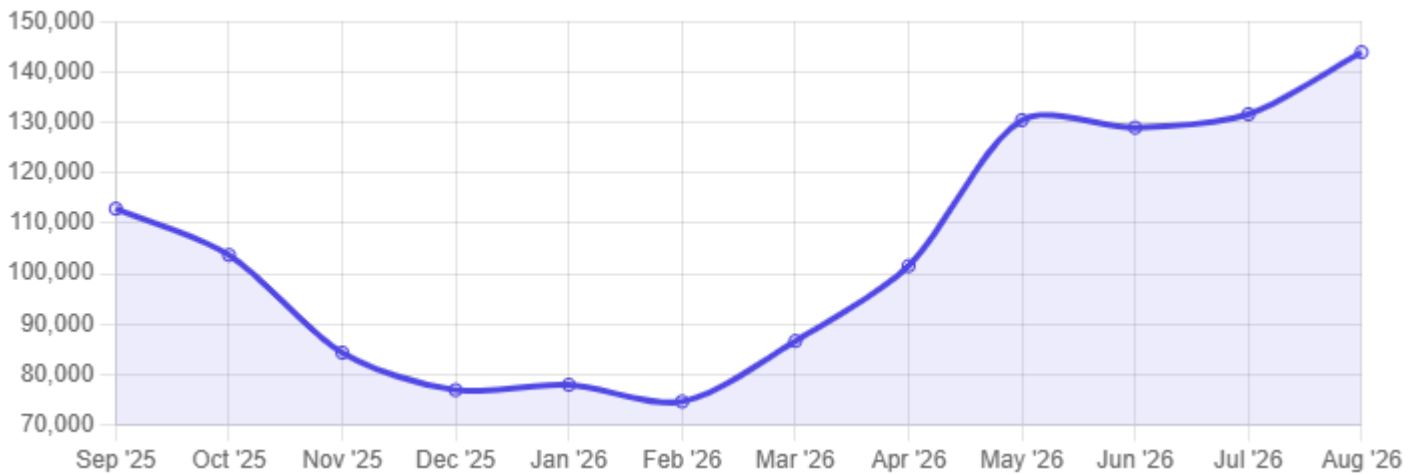
Peak Day & Time

Saturday, 12 PM

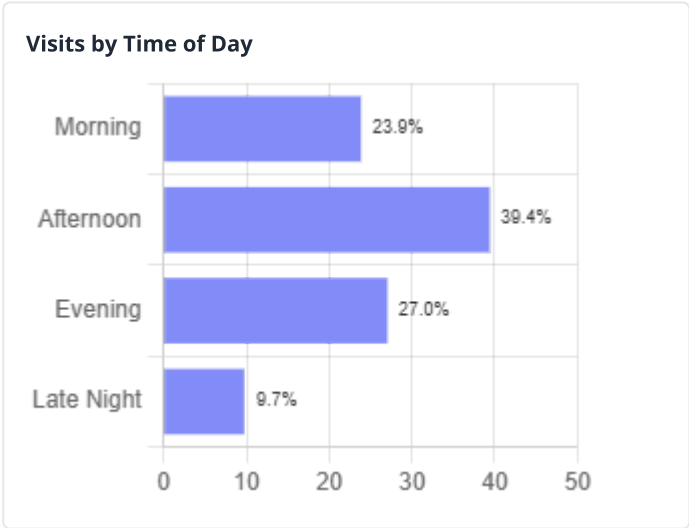
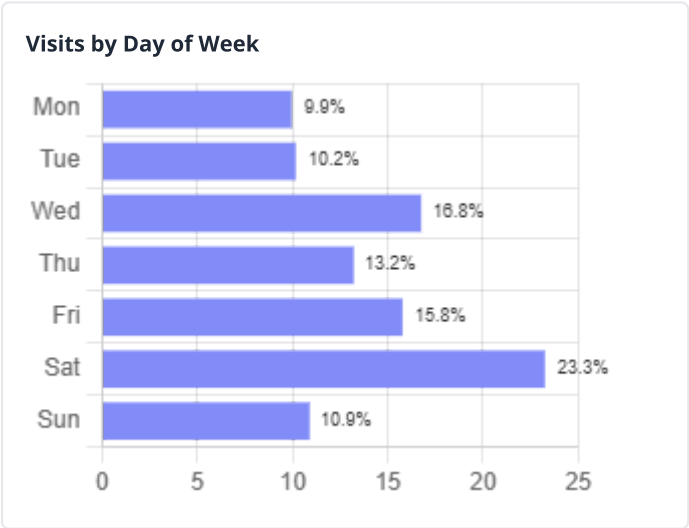
Prev. Period: no change

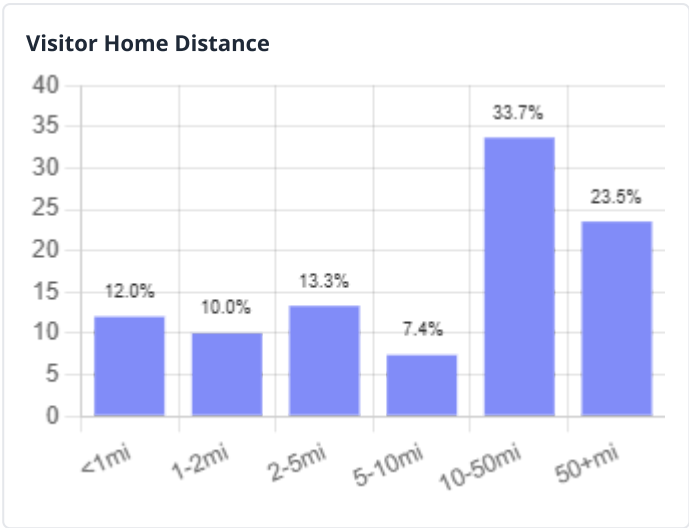
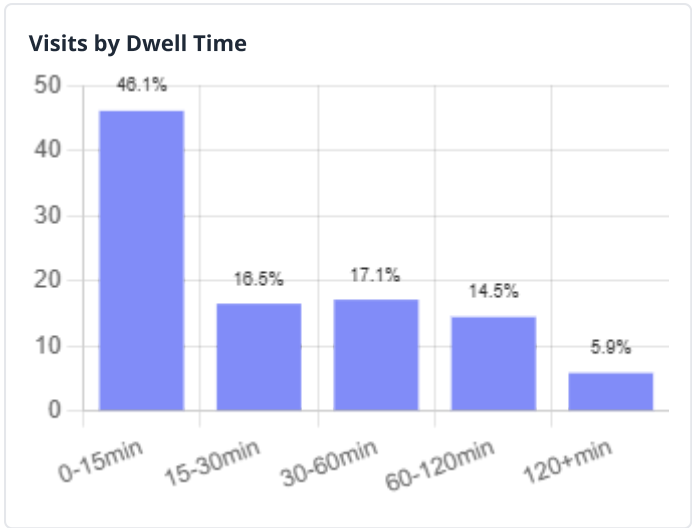
YoY: no change

Last 12 Months Visits



Visits Breakdowns





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Downtown Core (North)

Custom Period: July 2026

Total Visits

52,222

↑ +5.7% P1M

↓ -0.7% YoY

Avg. Monthly Visitors

41,613

↑ +8.5% P1M

↑ +0.3% YoY

Avg. Dwell Time

1h42

↓ -16.3m P1M

↓ -19.0m YoY

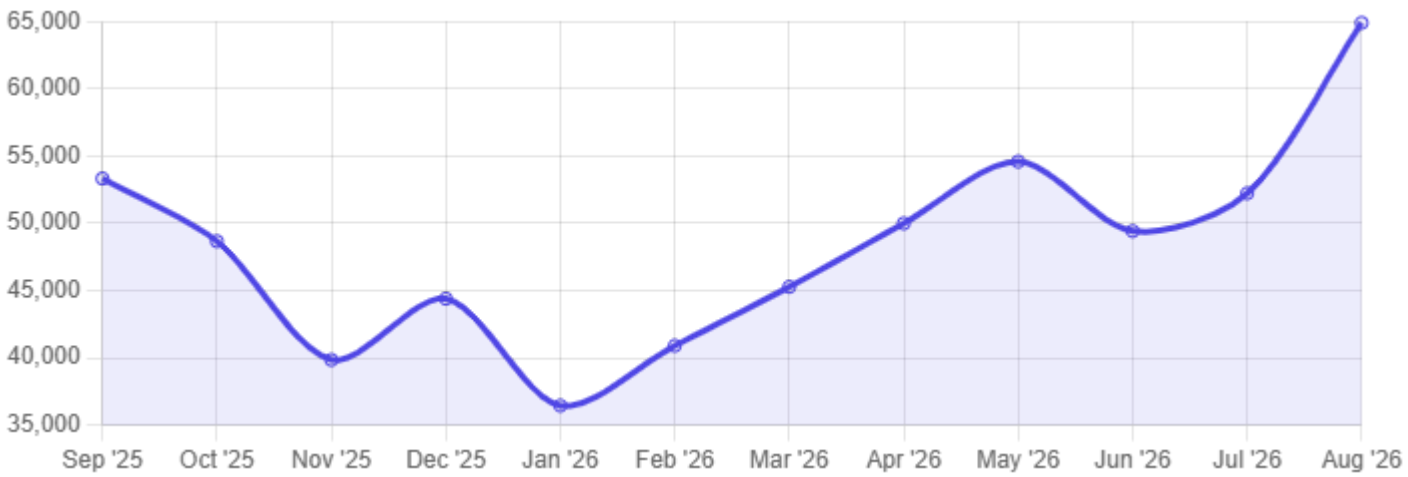
Peak Day & Time

Friday, 9 PM

Prev. Period: Saturday, 6 PM

YoY: Thursday, 6 PM

Last 12 Months Visits



Visits Breakdowns

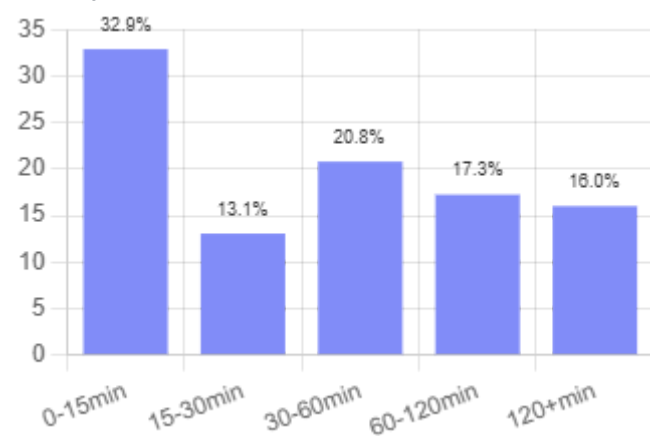
Visits by Day of Week

Mon	10.1%
Tue	10.7%
Wed	16.0%
Thu	15.1%
Fri	20.9%
Sat	16.4%
Sun	10.8%

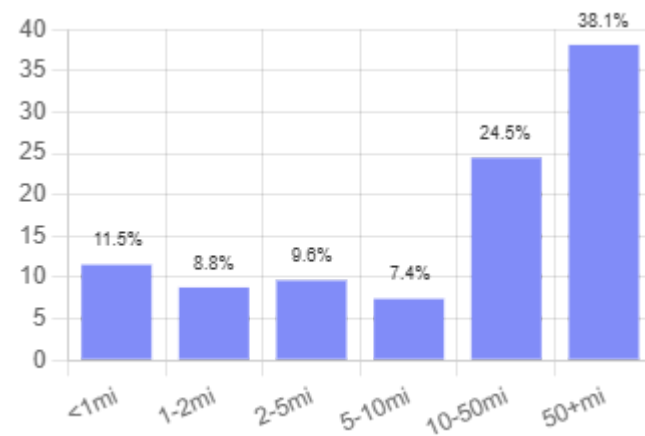
Visits by Time of Day

Morning	18.6%
Afternoon	23.5%
Evening	22.8%
Late Night	35.1%

Visits by Dwell Time



Visitor Home Distance



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