

Report

Custom Period: June 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,888,136 total visits** (↓ 9.9% period-over-period)
- Average location performance: **314,689 visits** with **90.3 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 (760,425 visits), West End (417,135 visits), Pearl Street Mall (386,873 visits)
- **Bottom 3 Locations:** Downtown Core (North) (46,355 visits), Downtown Core (South) (114,943 visits), East End (162,405 visits)

Notable Changes

- **Biggest Gainer:** East End with **+7.0%** increase period-over-period
- **Largest Decline:** Downtown Core (North) with **-14.0%** decrease period-over-period

Visitor Insights

- **38.1%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$108K**
- 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	760.4k	-11.1%	N/A	384.0k	1h44	Saturday	7 PM
West End	417.1k	-9.6%	N/A	227.2k	1h40	Saturday	7 PM
Pearl Street Mall	386.9k	-7.6%	N/A	244.1k	1h16	Saturday	7 PM
East End	162.4k	-7.0%	N/A	117.1k	51.9 min	Sunday	12 PM
Downtown Core (South)	114.9k	-12.3%	N/A	80,908	44.1 min	Saturday	12 PM
Downtown Core (North)	46,355	-14.0%	N/A	35,521	2h25	Saturday	6 PM

Downtown Boulder

Custom Period: June 2025

Total Visits

760.4k

↓ -11.1% P1M

N/A YoY

Avg. Monthly Visitors

384.0k

↓ -7.0% P1M

N/A YoY

Avg. Dwell Time

1h44

↓ -0.9m P1M

N/A YoY

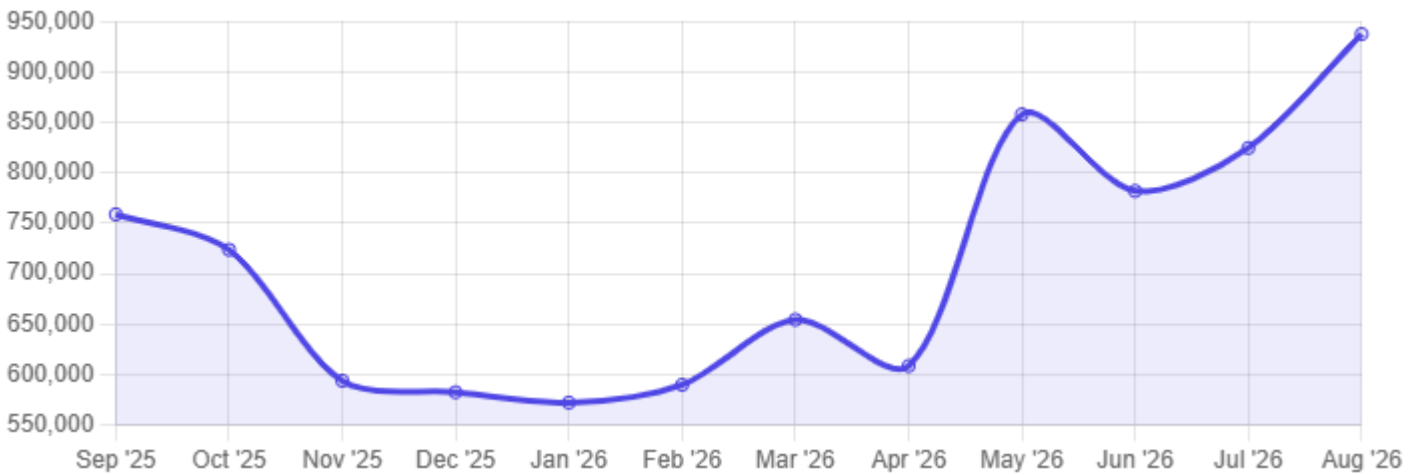
Peak Day & Time

Saturday, 7 PM

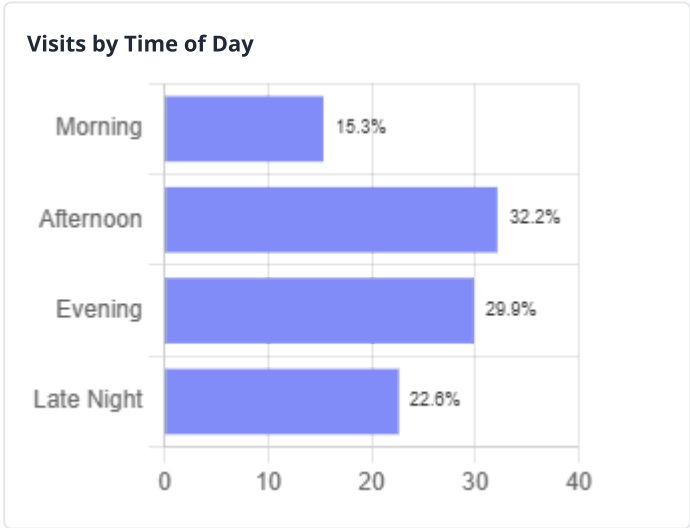
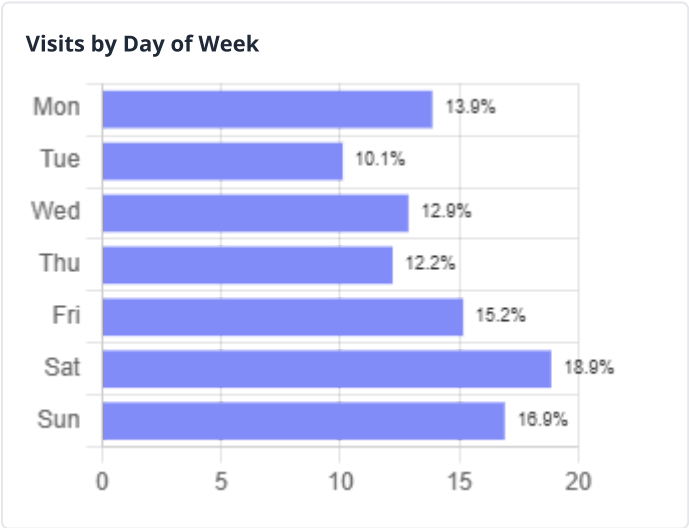
Prev. Period: no change

YoY: no change

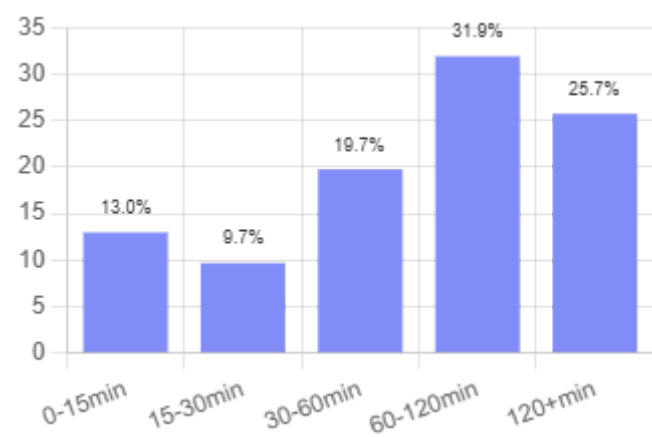
Last 12 Months Visits



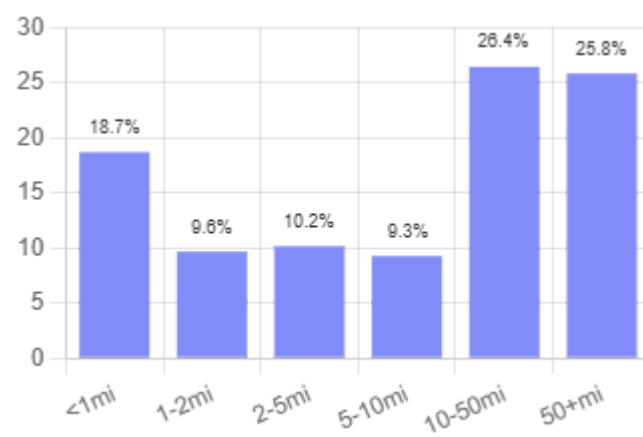
Visits Breakdowns



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: June 2025

Total Visits

417.1k

↓ -9.6% P1M

N/A YoY

Avg. Monthly Visitors

227.2k

↓ -8.4% P1M

N/A YoY

Avg. Dwell Time

1h40

↓ -1.8m P1M

N/A YoY

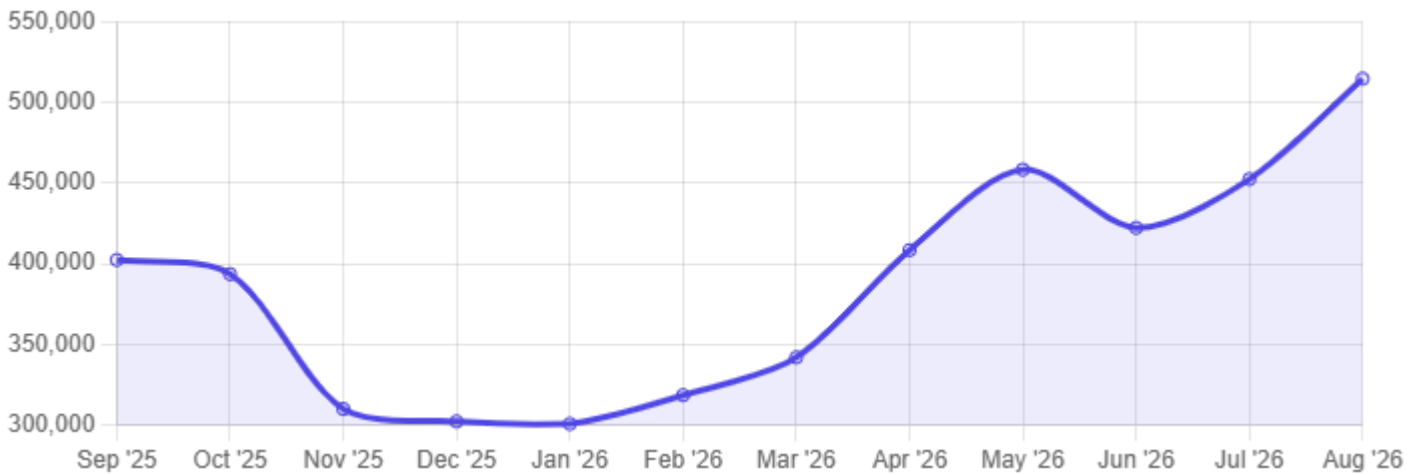
Peak Day & Time

Saturday, 7 PM

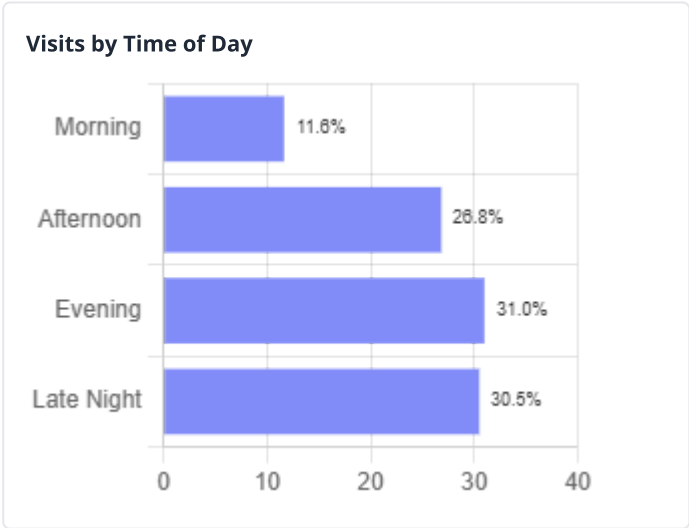
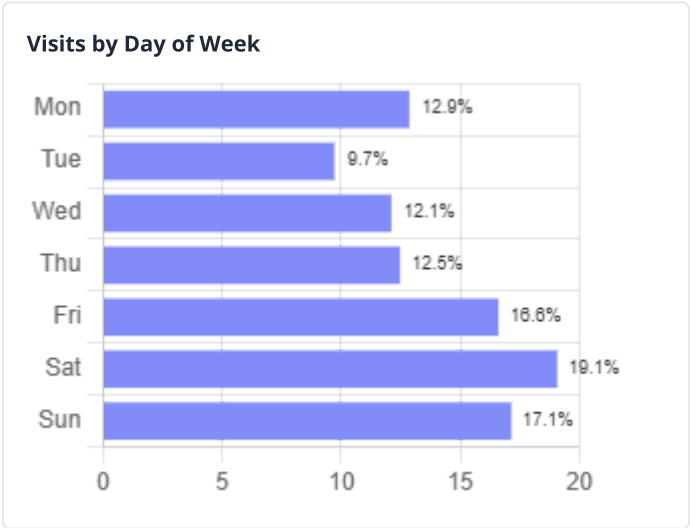
Prev. Period: no change

YoY: no change

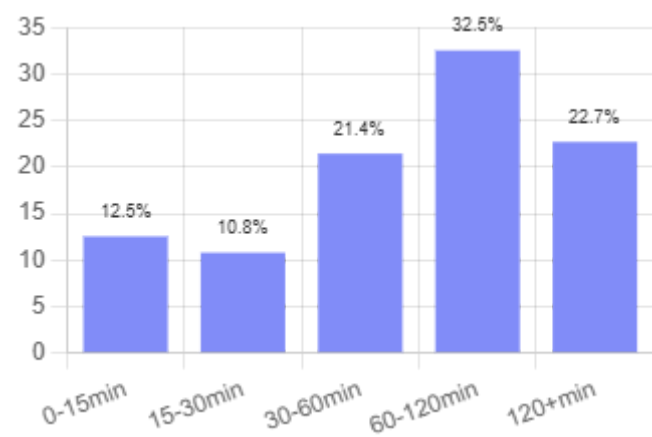
Last 12 Months Visits



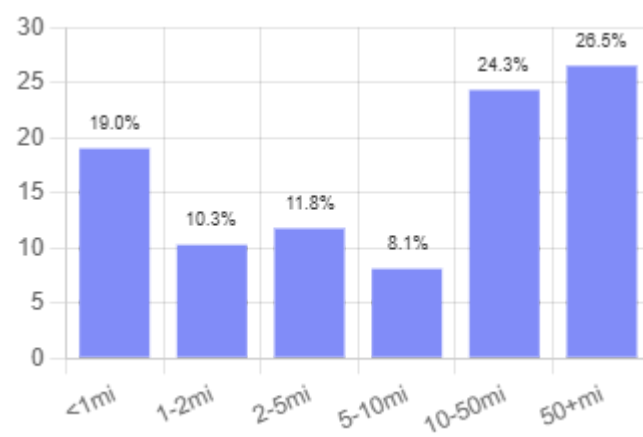
Visits Breakdowns



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*

Pearl Street Mall

Custom Period: June 2025

Total Visits

386.9k

↓ -7.6% P1M

N/A YoY

Avg. Monthly Visitors

244.1k

↓ -4.8% P1M

N/A YoY

Avg. Dwell Time

1h16

↓ -3.7m P1M

N/A YoY

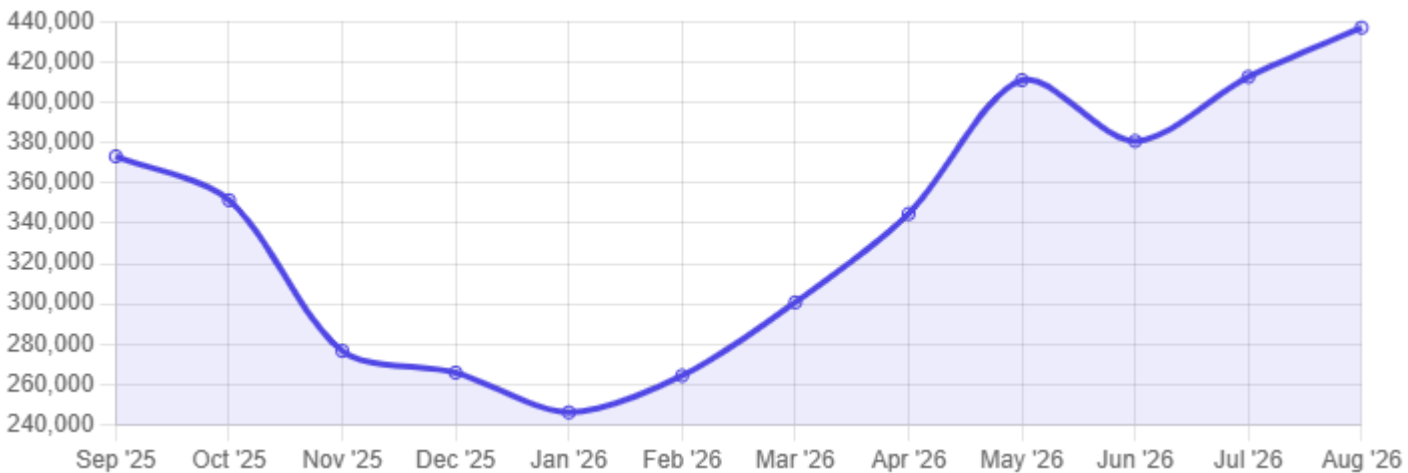
Peak Day & Time

Saturday, 7 PM

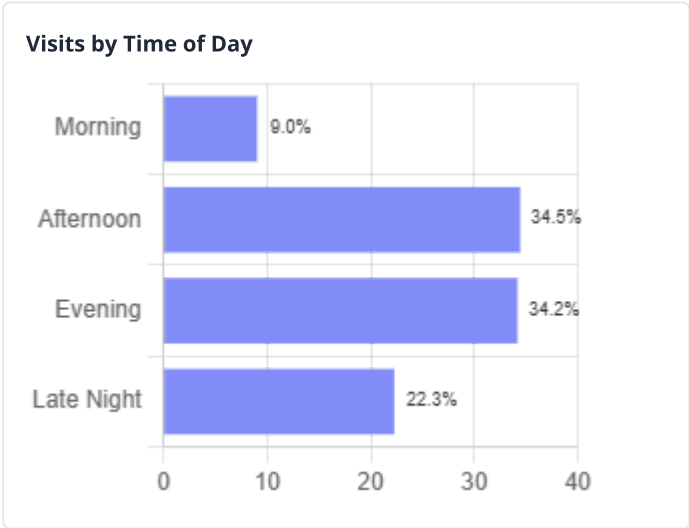
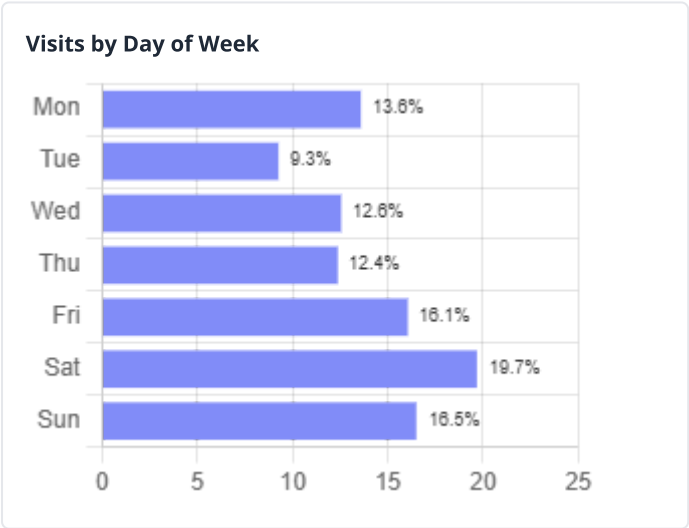
Prev. Period: no change

YoY: no change

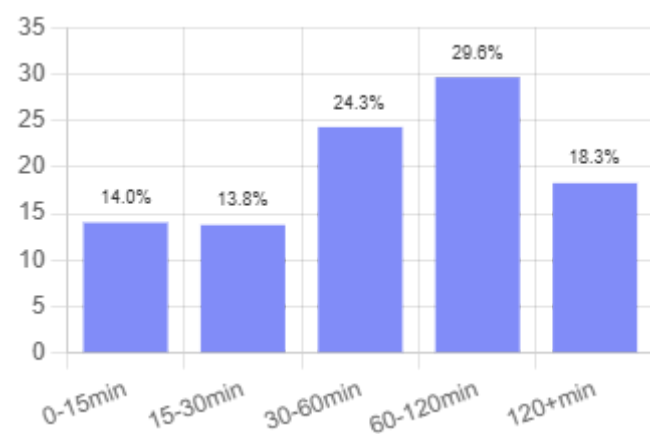
Last 12 Months Visits



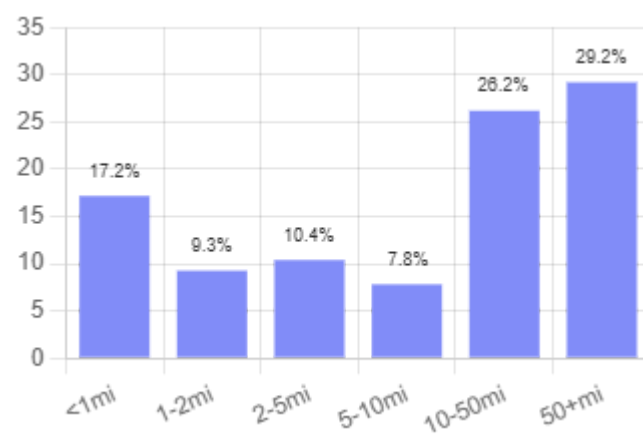
Visits Breakdowns



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

East End

Custom Period: June 2025

Total Visits

162.4k

↓ -7.0% P1M

N/A YoY

Avg. Monthly Visitors

117.1k

↓ -3.8% P1M

N/A YoY

Avg. Dwell Time

51.9 min

↓ -3.7m P1M

N/A YoY

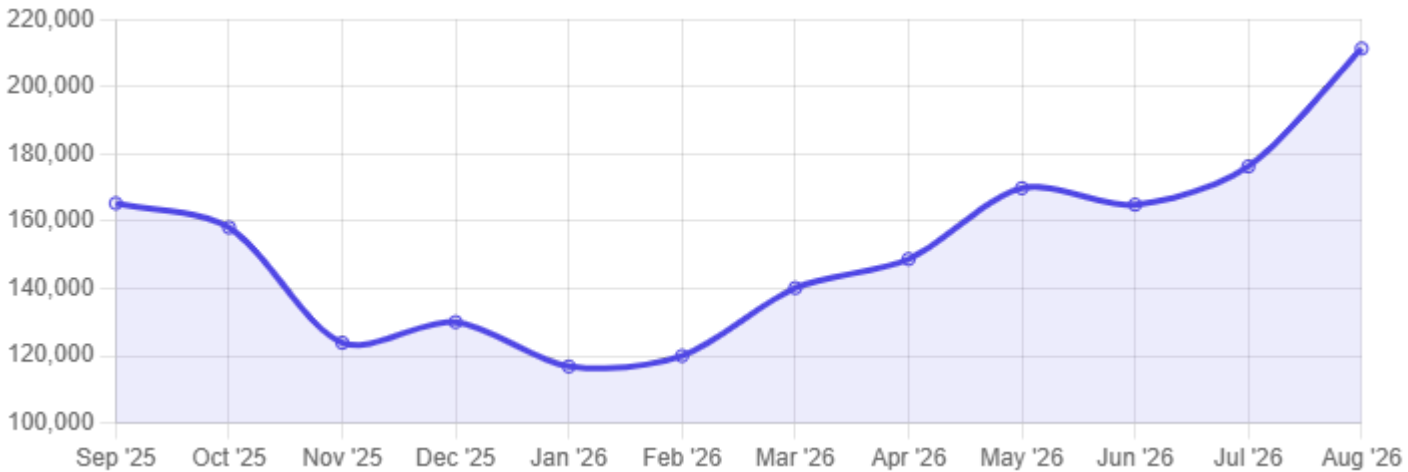
Peak Day & Time

Sunday, 12 PM

Prev. Period: Saturday, 12 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

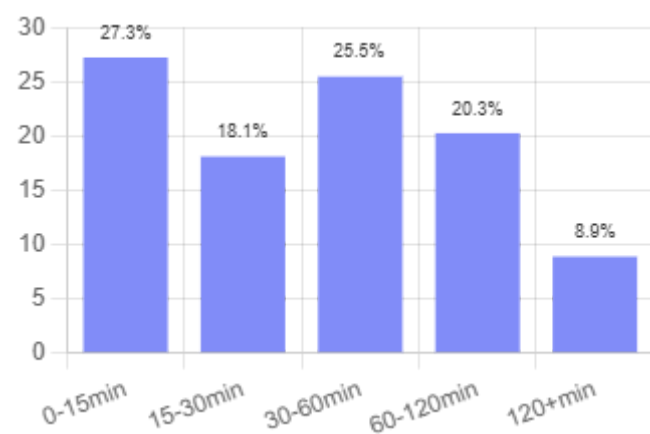
Visits by Day of Week

Mon	15.4%
Tue	11.1%
Wed	12.8%
Thu	11.8%
Fri	14.4%
Sat	17.0%
Sun	17.8%

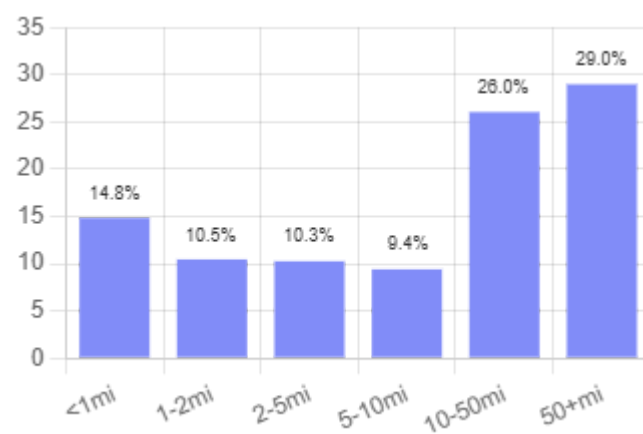
Visits by Time of Day

Morning	24.7%
Afternoon	45.7%
Evening	23.4%
Late Night	6.3%

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

Downtown Core (South)

Custom Period: June 2025

Total Visits

114.9k

↓ -12.3% P1M

N/A YoY

Avg. Monthly Visitors

80,908

↓ -12.7% P1M

N/A YoY

Avg. Dwell Time

44.1 min

↑ +7.6m P1M

N/A YoY

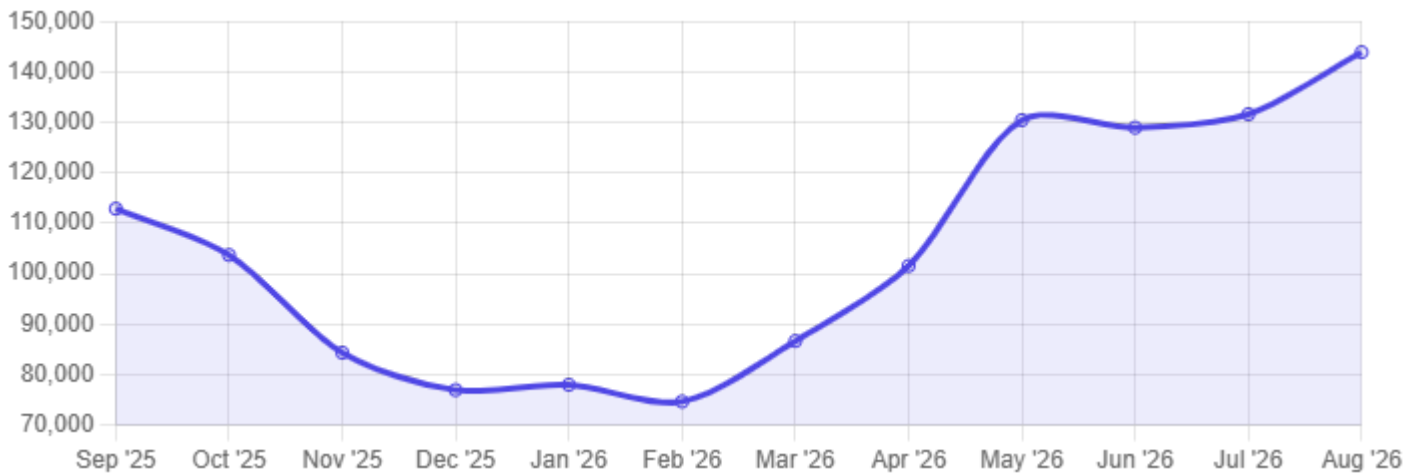
Peak Day & Time

Saturday, 12 PM

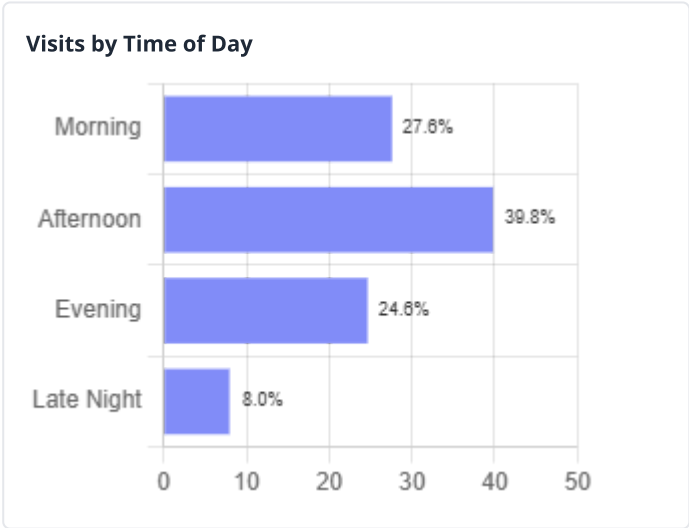
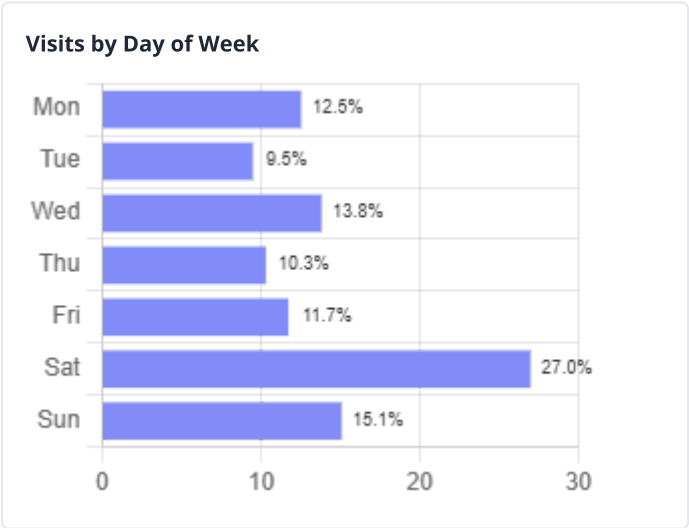
Prev. Period: no change

YoY: no change

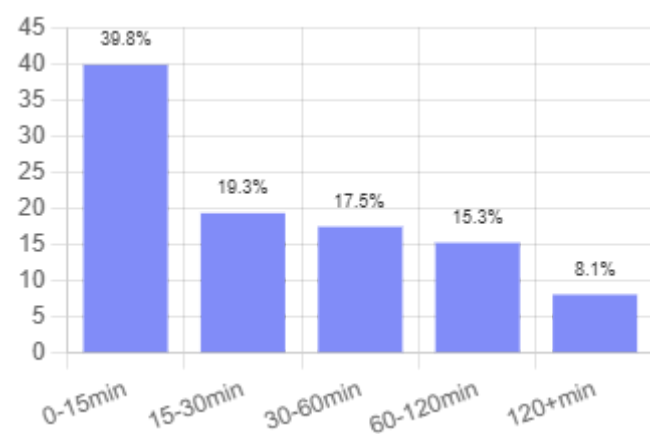
Last 12 Months Visits



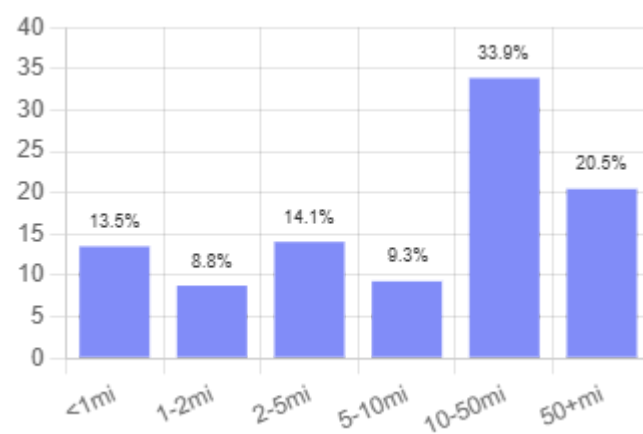
Visits Breakdowns



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

Downtown Core (North)

Custom Period: June 2025

Total Visits

46,355

↓ -14.0% P1M

N/A YoY

Avg. Monthly Visitors

35,521

↓ -15.4% P1M

N/A YoY

Avg. Dwell Time

2h25

↑ +6.3m P1M

N/A YoY

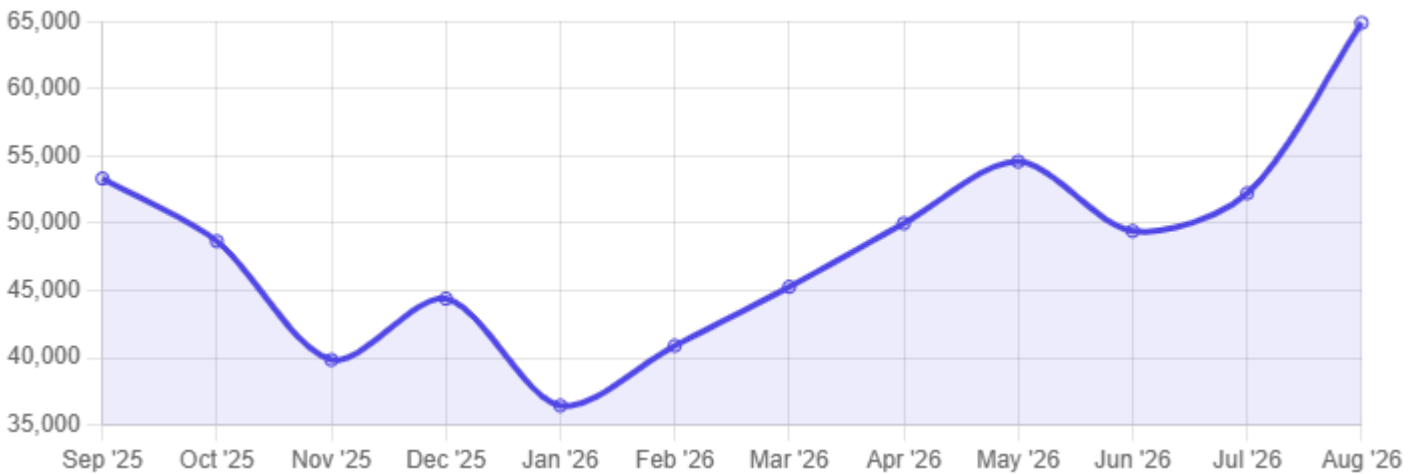
Peak Day & Time

Saturday, 6 PM

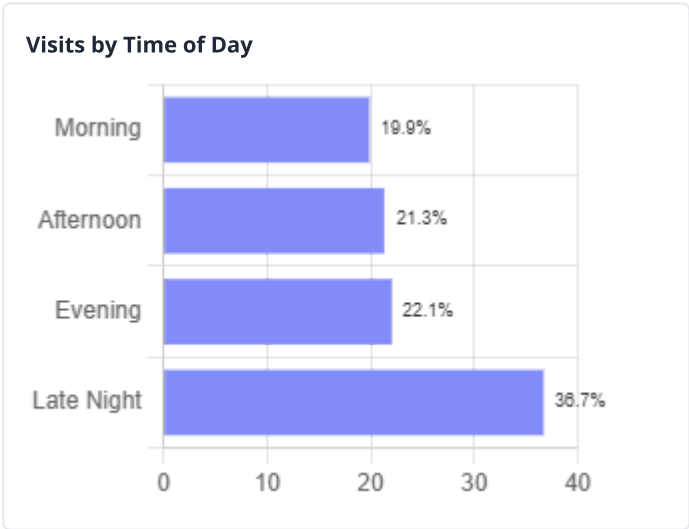
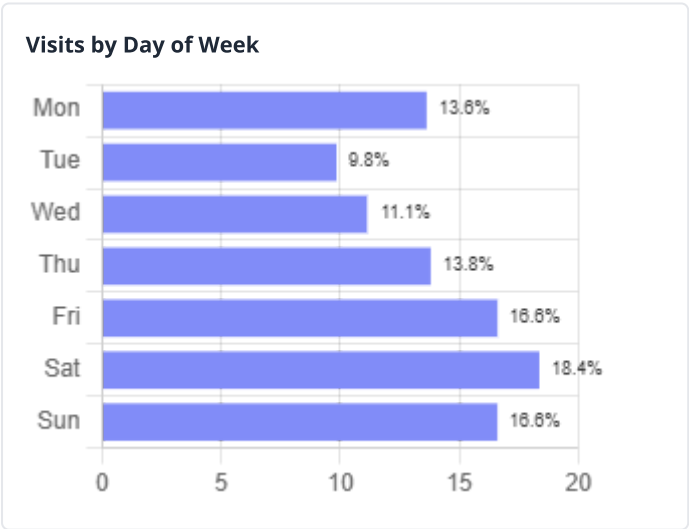
Prev. Period: Friday, 8 PM

YoY: no change

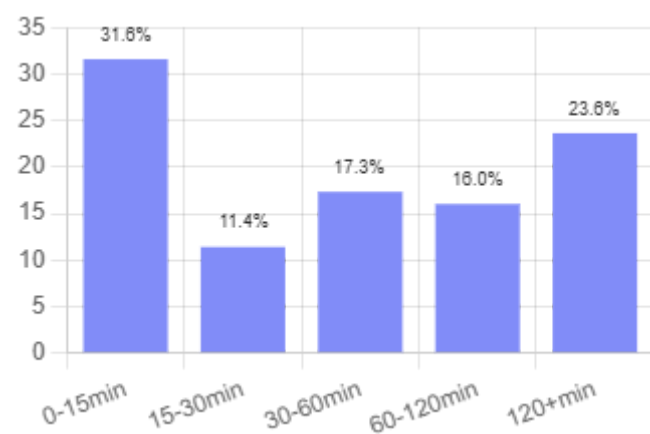
Last 12 Months Visits



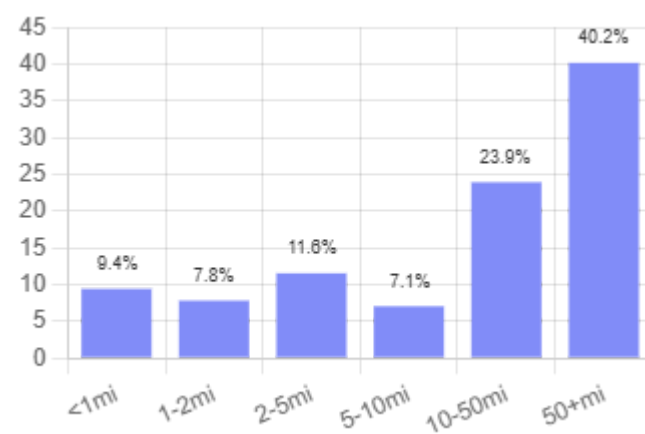
Visits Breakdowns



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