

Report

Custom Period: June 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,928,113 total visits** (↓ 7.4% period-over-period)
- Average location performance: **321,352 visits** with **85.9 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 (781,910 visits), West End (422,197 visits), Pearl Street Mall (380,719 visits)
- **Bottom 3 Locations:** Downtown Core (North) (49,414 visits), Downtown Core (South) (128,953 visits), East End (164,920 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (South) with +1.1% increase period-over-period
- **Largest Decline:** Downtown Core (North) with -9.5% decrease period-over-period

Visitor Insights

- **38.8%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$106K**
- 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	781.9k	-8.9%	+2.8%	396.9k	1h37	Saturday	7 PM
West End	422.2k	-7.9%	+1.2%	230.2k	1h36	Saturday	7 PM
Pearl Street Mall	380.7k	-7.3%	-1.6%	239.9k	1h18	Saturday	7 PM
East End	164.9k	-2.9%	+1.5%	118.1k	53.1 min	Saturday	1 PM
Downtown Core (South)	129.0k	-1.1%	+12.2%	91,980	39.9 min	Saturday	12 PM
Downtown Core (North)	49,414	-9.5%	+6.6%	38,339	2h01	Saturday	6 PM

Downtown Boulder

Custom Period: June 2026

Total Visits

781.9k

↓ -8.9% P1M

↑ +2.8% YoY

Avg. Monthly Visitors

396.9k

↓ -7.5% P1M

↑ +3.4% YoY

Avg. Dwell Time

1h37

↓ -4.9m P1M

↓ -6.6m YoY

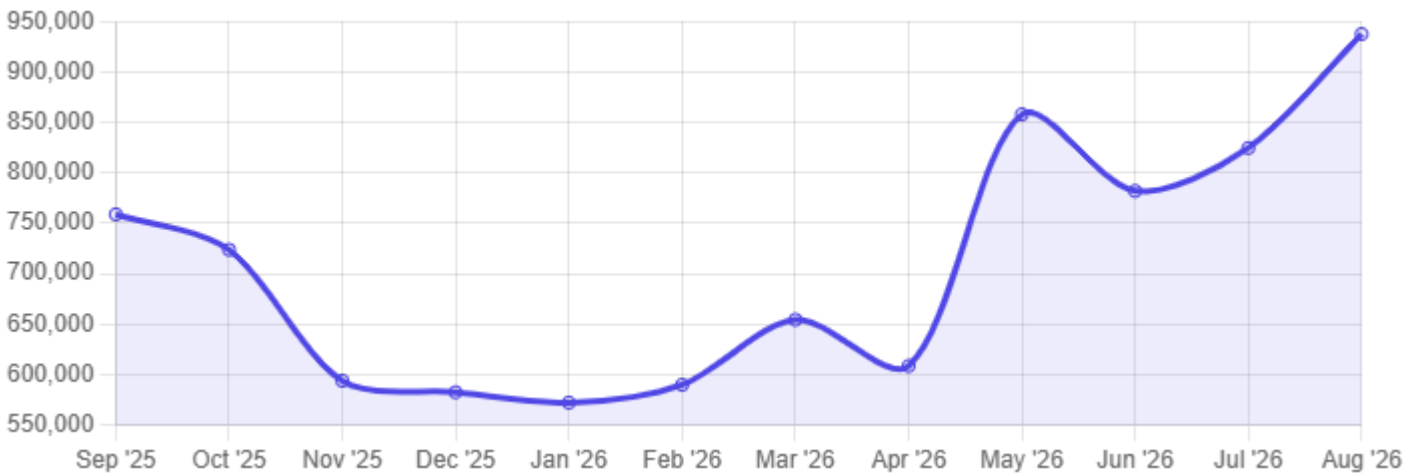
Peak Day & Time

Saturday, 7 PM

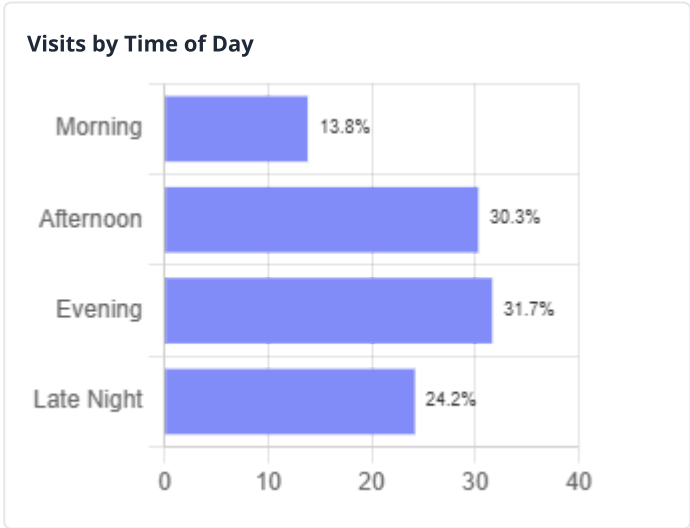
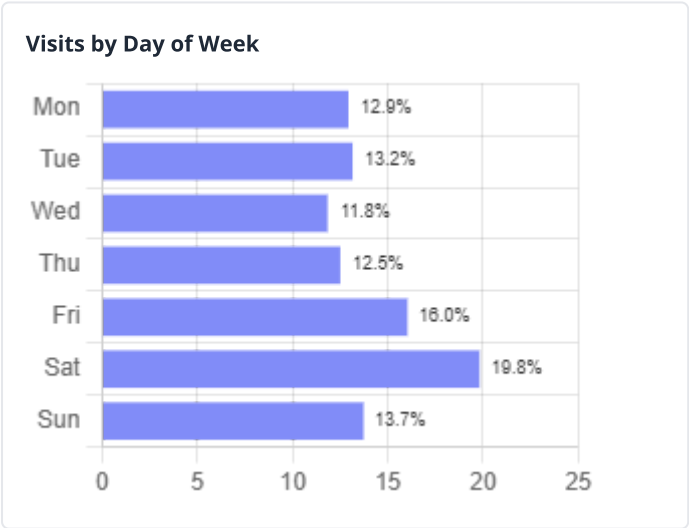
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YoY: no change

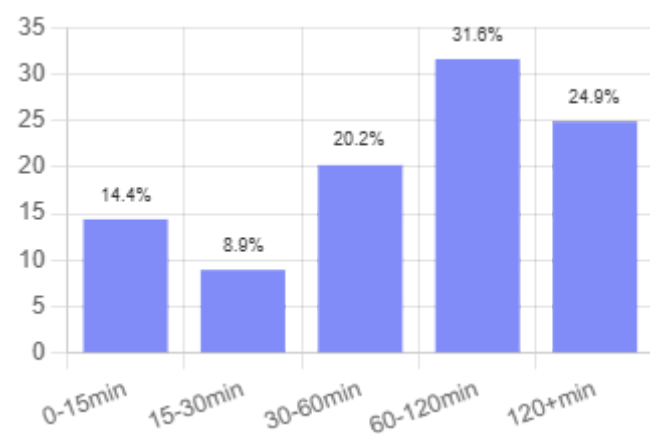
Last 12 Months Visits



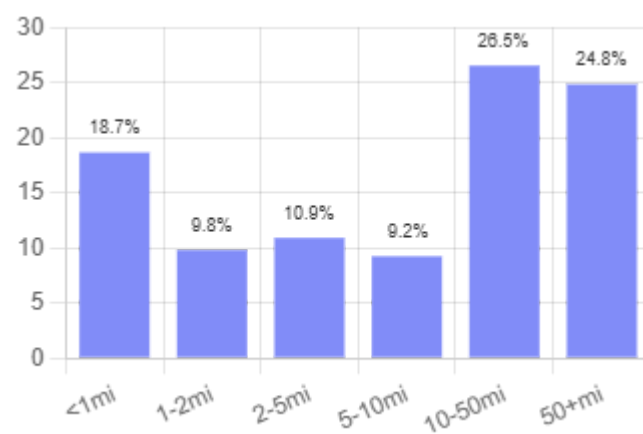
Visits Breakdowns



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: June 2026

Total Visits

422.2k

↓ -7.9% P1M

↑ +1.2% YoY

Avg. Monthly Visitors

230.2k

↓ -6.8% P1M

↑ +1.3% YoY

Avg. Dwell Time

1h36

↓ -3.0m P1M

↓ -4.8m YoY

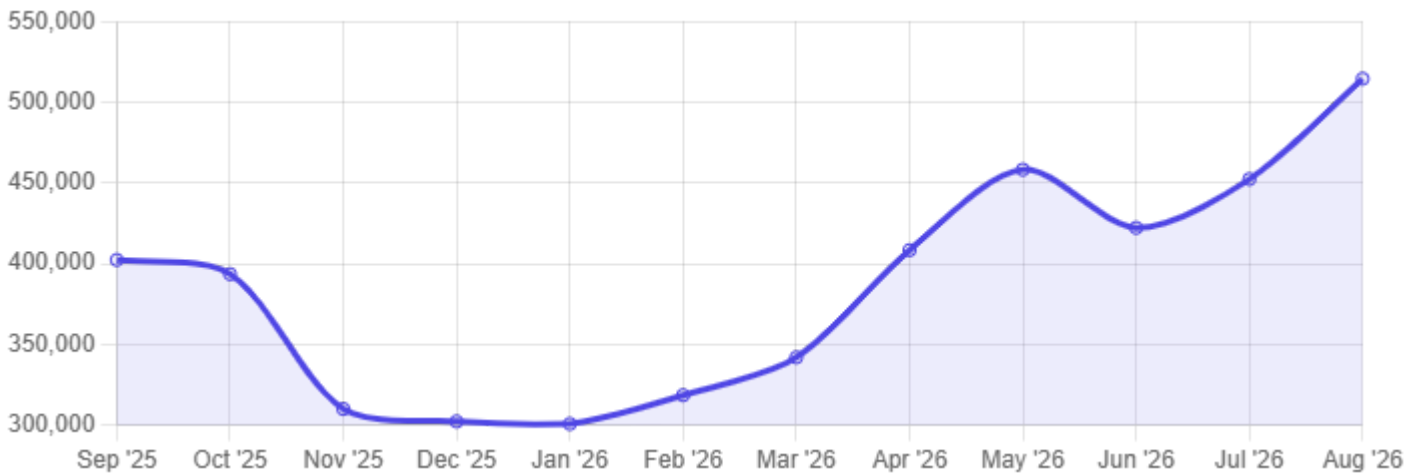
Peak Day & Time

Saturday, 7 PM

Prev. Period: no change

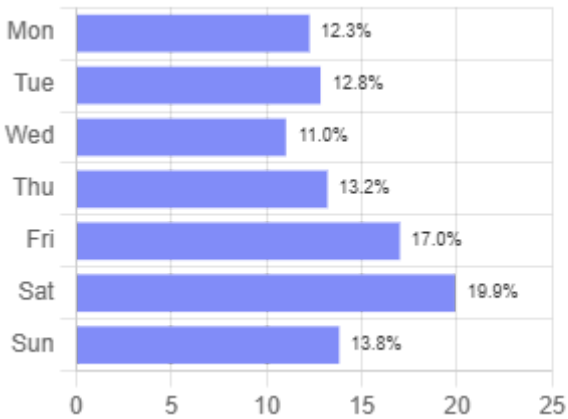
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Last 12 Months Visits

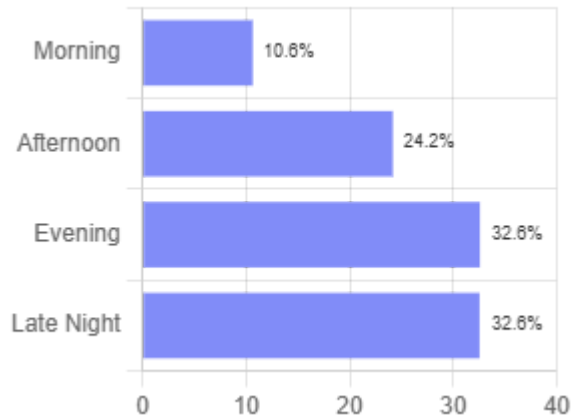


Visits Breakdowns

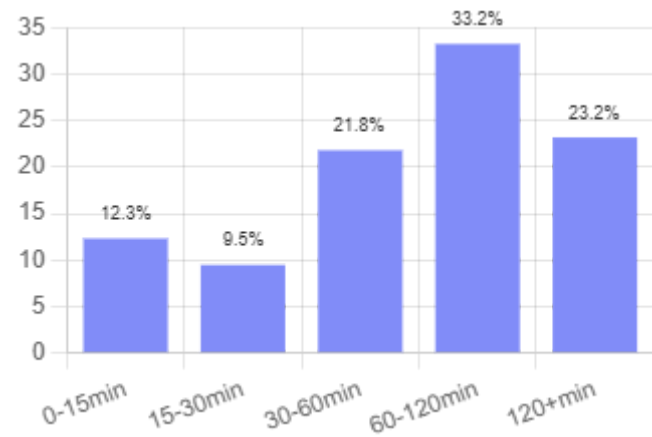
Visits by Day of Week



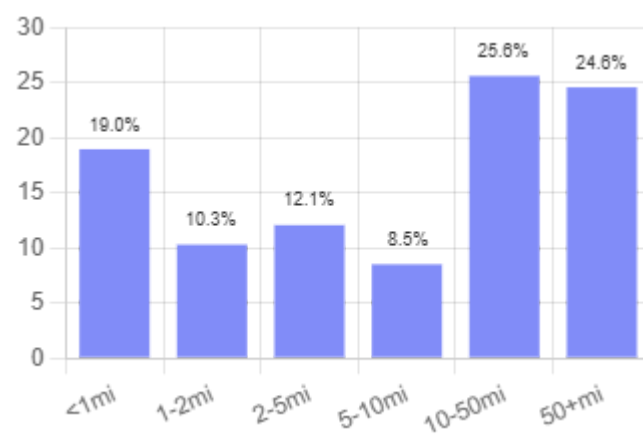
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: June 2026

Total Visits

380.7k

↓ -7.3% P1M

↓ -1.6% YoY

Avg. Monthly Visitors

239.9k

↓ -5.6% P1M

↓ -1.7% YoY

Avg. Dwell Time

1h18

↓ -4.4m P1M

↑ +2.0m YoY

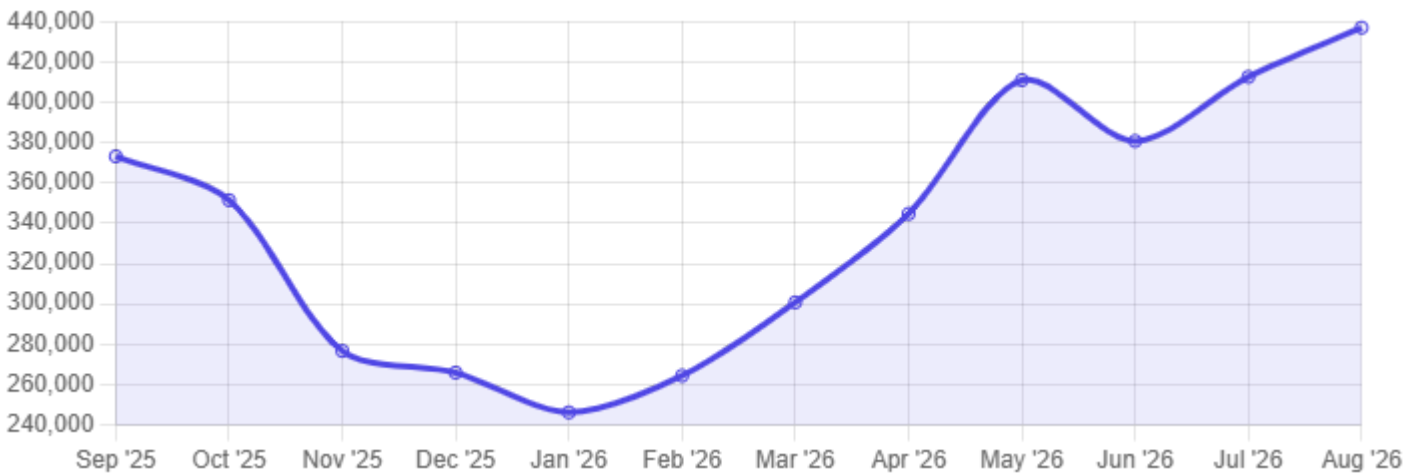
Peak Day & Time

Saturday, 7 PM

Prev. Period: no change

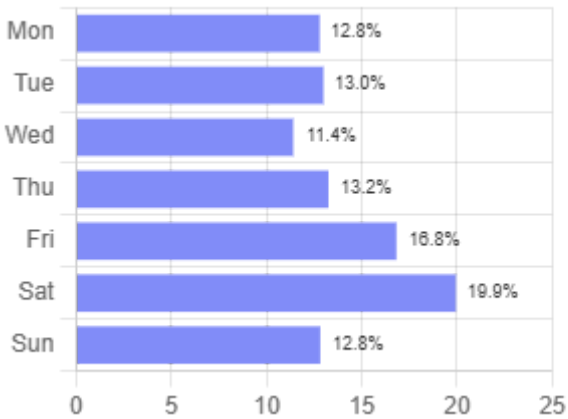
YoY: no change

Last 12 Months Visits

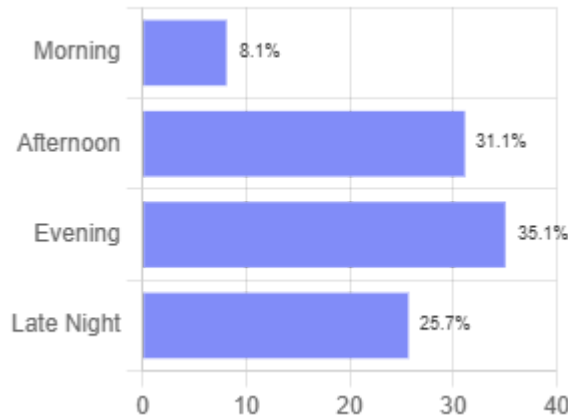


Visits Breakdowns

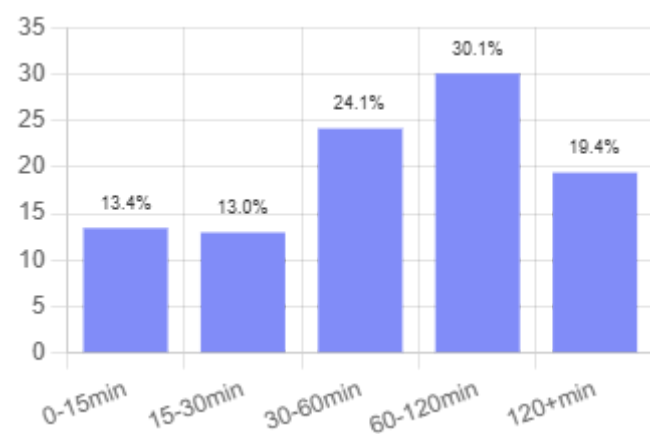
Visits by Day of Week



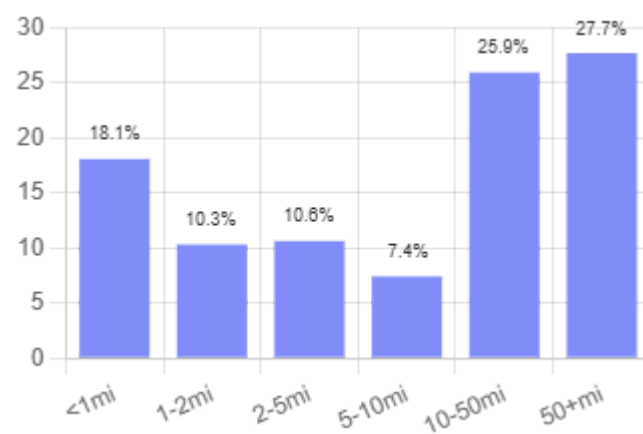
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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East End

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Total Visits

164.9k

↓ -2.9% P1M

↑ +1.5% YoY

Avg. Monthly Visitors

118.1k

↓ -2.9% P1M

↑ +0.9% YoY

Avg. Dwell Time

53.1 min

↓ -0.6m P1M

↑ +2.5m YoY

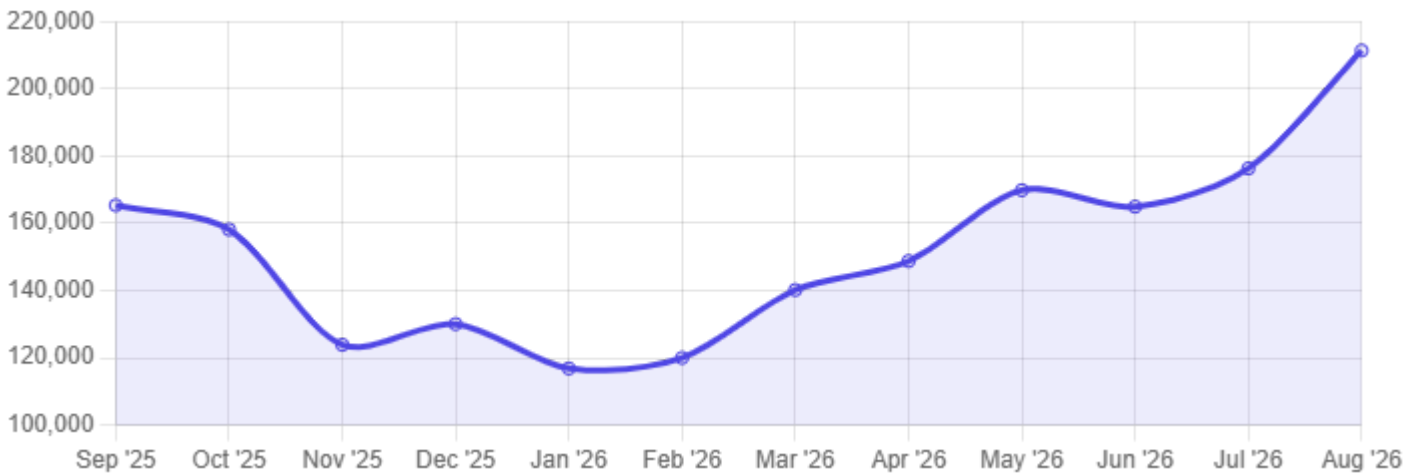
Peak Day & Time

Saturday, 1 PM

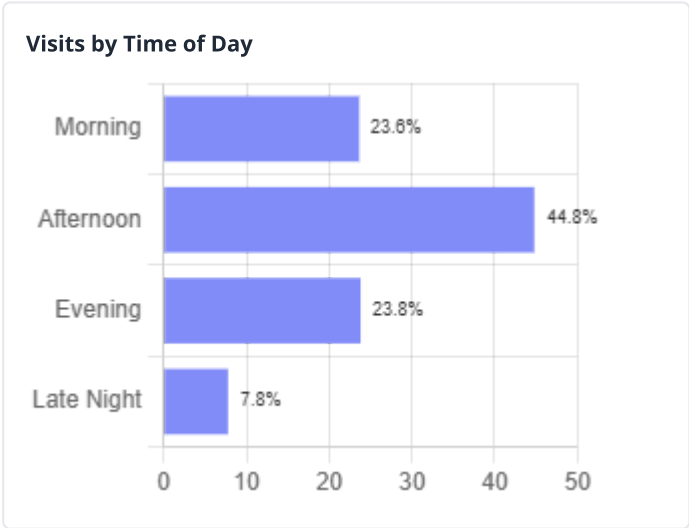
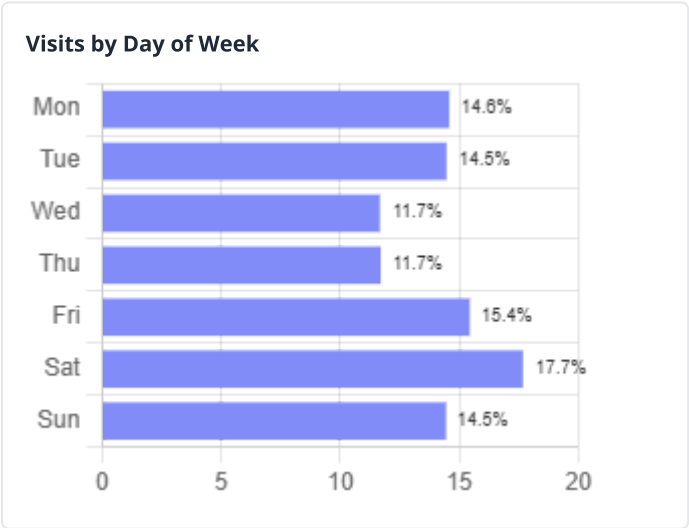
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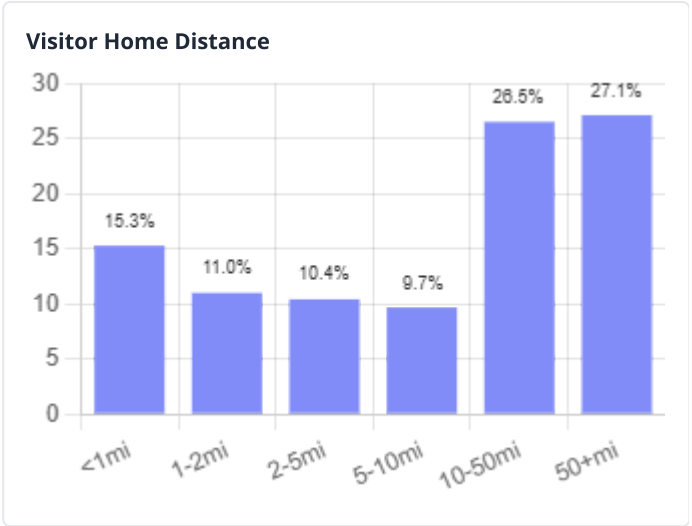
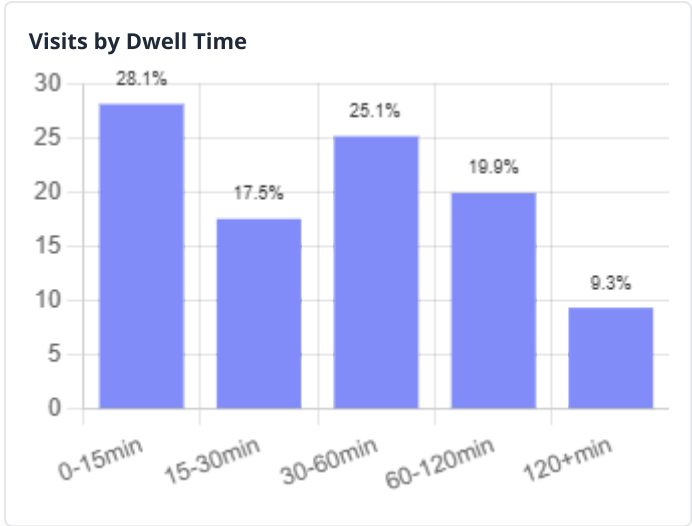
YoY: Sunday, 12 PM

Last 12 Months Visits



Visits Breakdowns





**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

129.0k

↓ -1.1% P1M

↑ +12.2% YoY

Avg. Monthly Visitors

91,980

↓ -2.1% P1M

↑ +13.7% YoY

Avg. Dwell Time

39.9 min

↓ -6.5m P1M

↓ -9.6m YoY

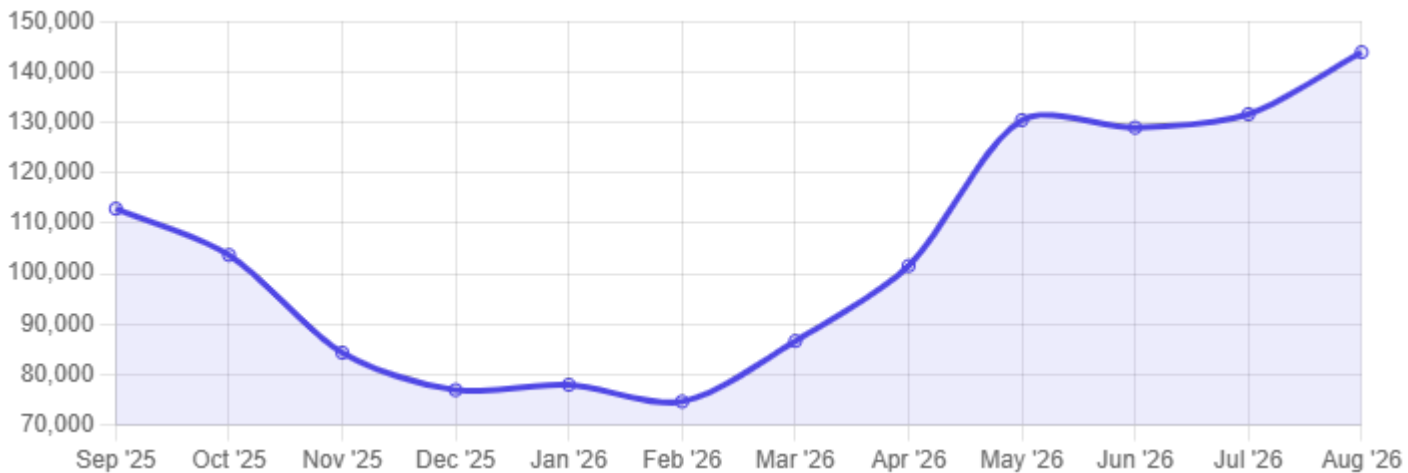
Peak Day & Time

Saturday, 12 PM

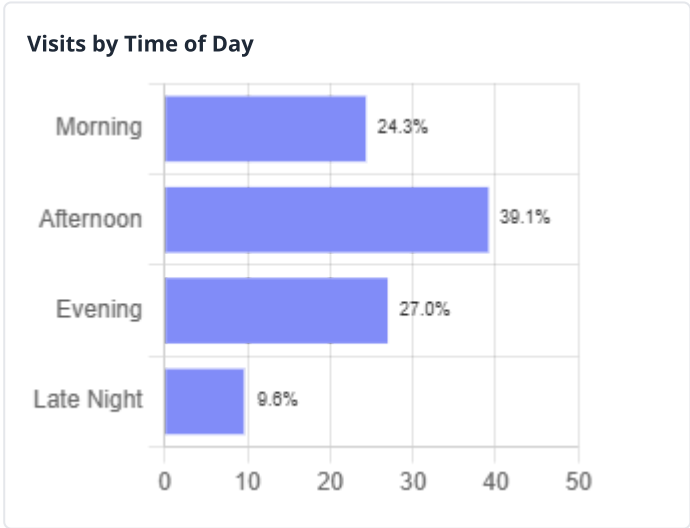
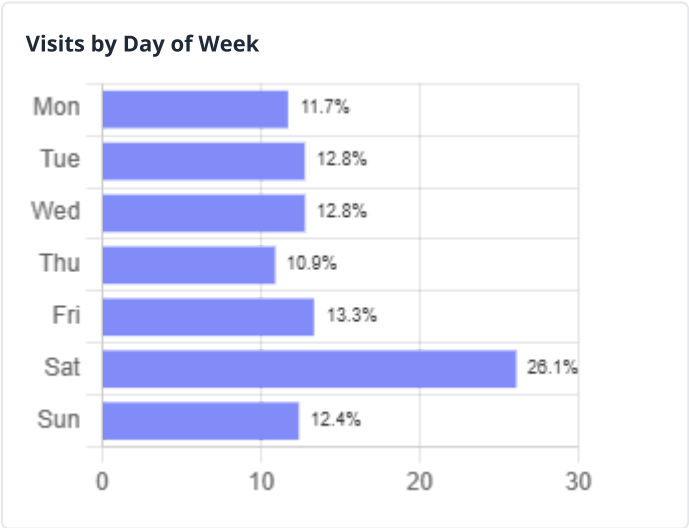
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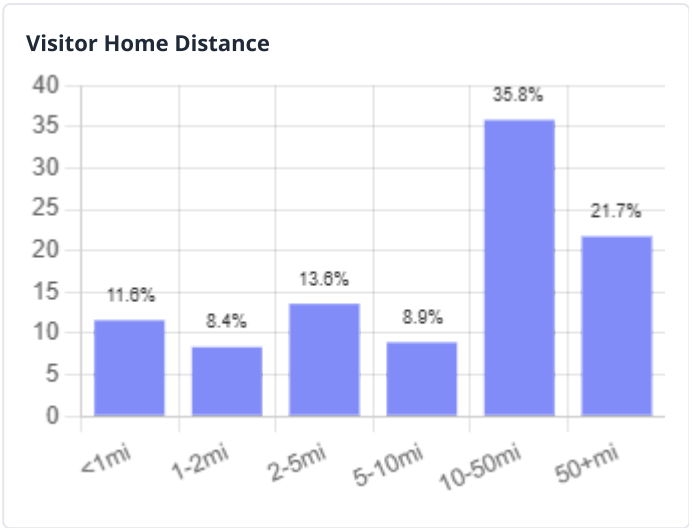
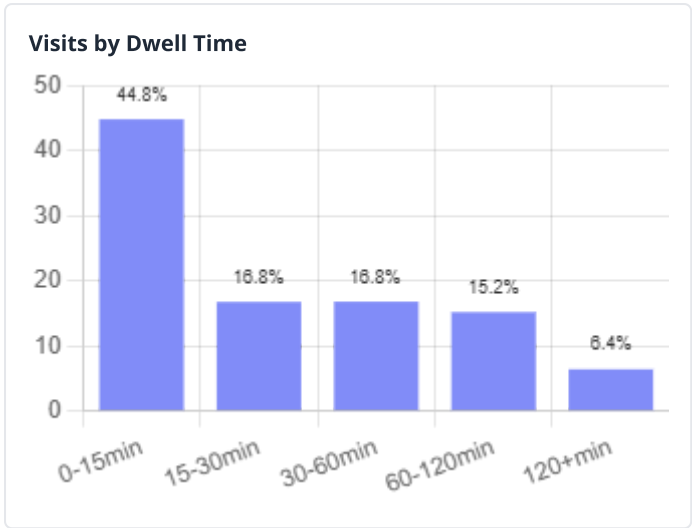
YoY: no change

Last 12 Months Visits



Visits Breakdowns





**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)

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Total Visits

49,414

↓ -9.5% P1M

↑ +6.6% YoY

Avg. Monthly Visitors

38,339

↓ -6.9% P1M

↑ +7.9% YoY

Avg. Dwell Time

2h01

↓ -8.5m P1M

↓ -16.0m YoY

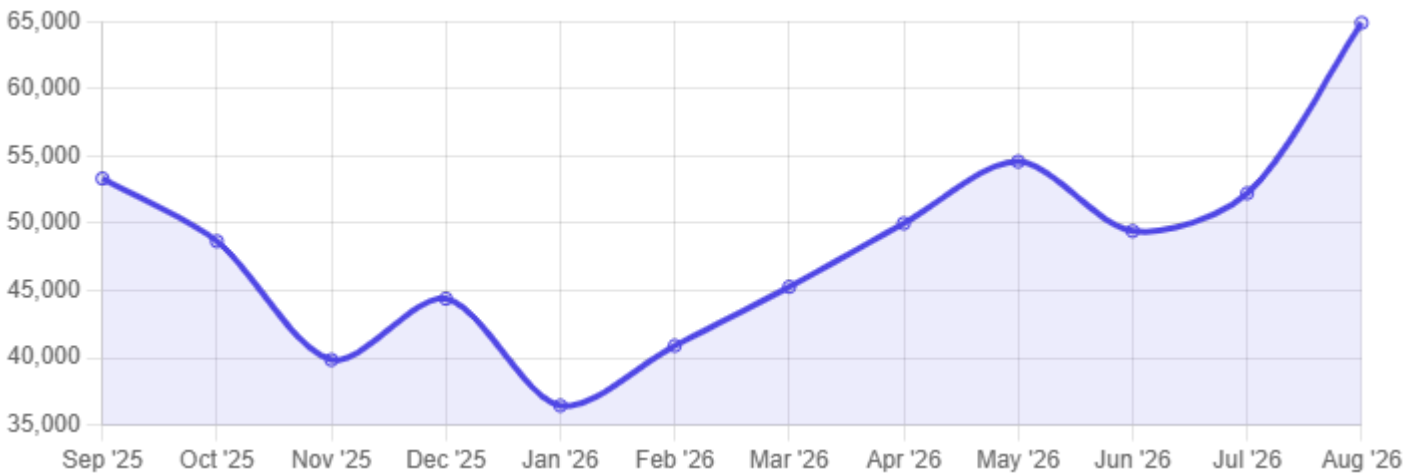
Peak Day & Time

Saturday, 6 PM

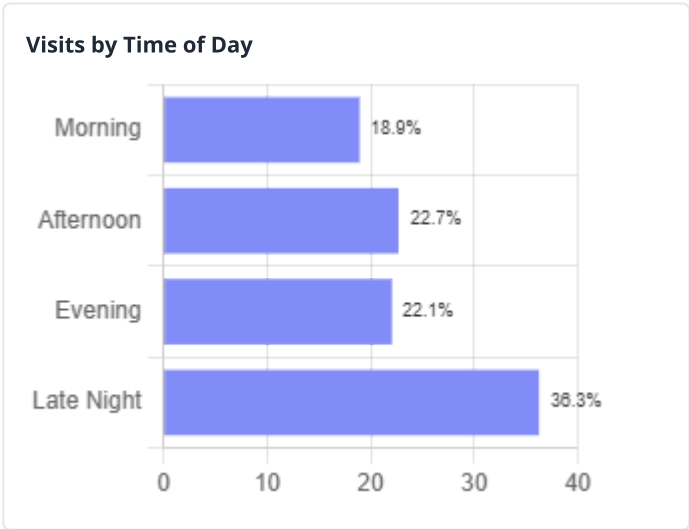
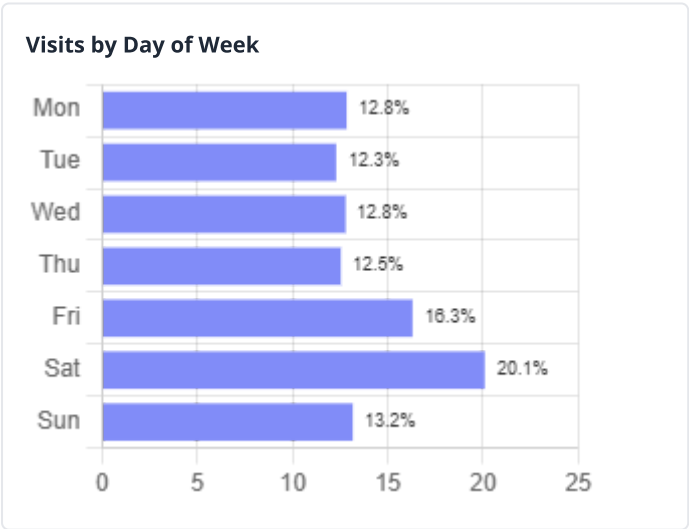
Prev. Period: Saturday, 10 PM

YoY: no change

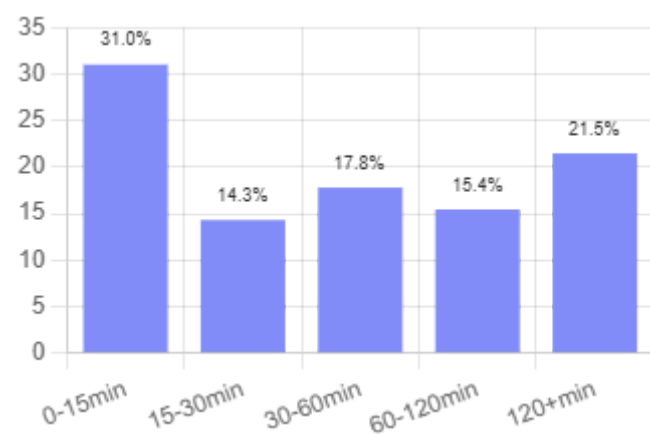
Last 12 Months Visits



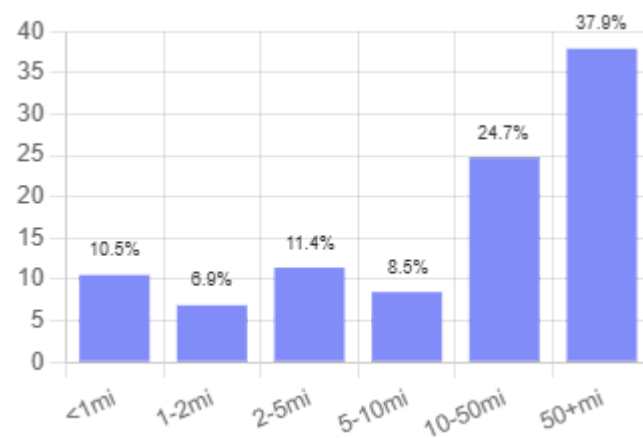
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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