

Report

Custom Period: March 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,644,073 total visits** (↑ 30.3% period-over-period)
- Average location performance: **274,012 visits** with **94.9 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 (671,047 visits), West End (357,595 visits), Pearl Street Mall (324,485 visits)
- **Bottom 3 Locations:** Downtown Core (North) (48,927 visits), Downtown Core (South) (93,666 visits), East End (148,354 visits)

Notable Changes

- **Biggest Gainer:** Pearl Street Mall with +42.4% 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 **\$110K**
- 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	671.0k	+26.3%	N/A	349.3k	1h49	Saturday	7 PM
West End	357.6k	+28.5%	N/A	209.3k	1h46	Saturday	7 PM
Pearl Street Mall	324.5k	+42.4%	N/A	218.9k	1h18	Saturday	7 PM
East End	148.4k	+28.9%	N/A	108.5k	53.1 min	Saturday	12 PM
Downtown Core (South)	93,666	+28.7%	N/A	61,239	42.8 min	Saturday	2 PM
Downtown Core (North)	48,927	+33.1%	N/A	36,550	2h40	Saturday	7 PM

Downtown Boulder

Custom Period: March 2025

Total Visits

671.0k

↑ +26.3% P1M

N/A YoY

Avg. Monthly Visitors

349.3k

↑ +28.6% P1M

N/A YoY

Avg. Dwell Time

1h49

↓ -2.5m P1M

N/A YoY

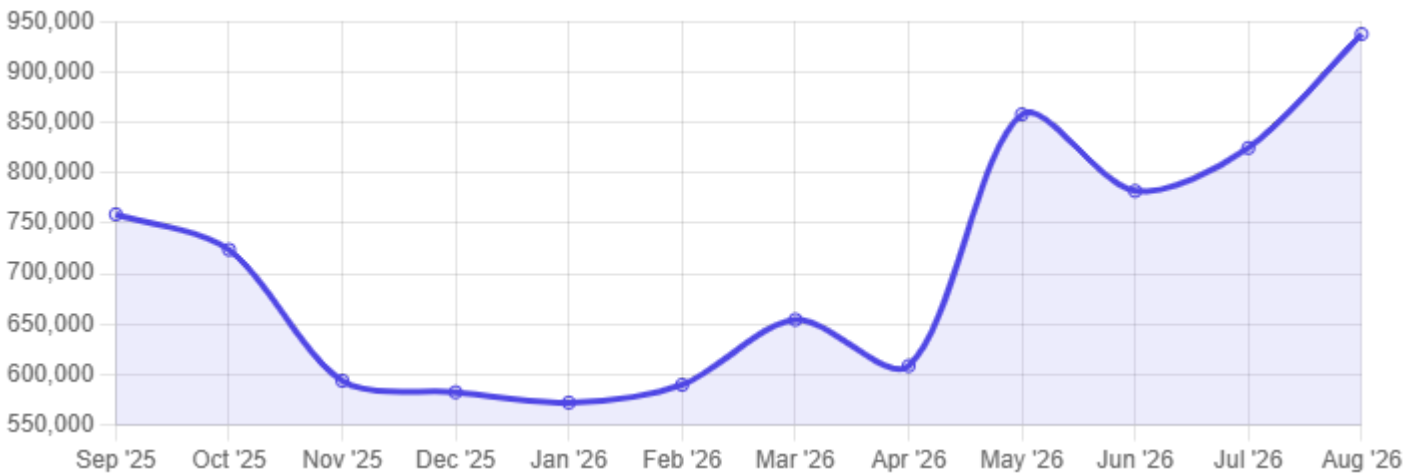
Peak Day & Time

Saturday, 7 PM

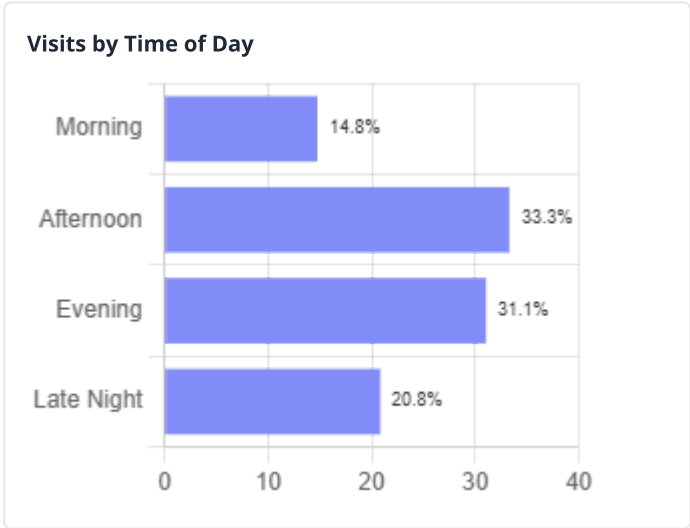
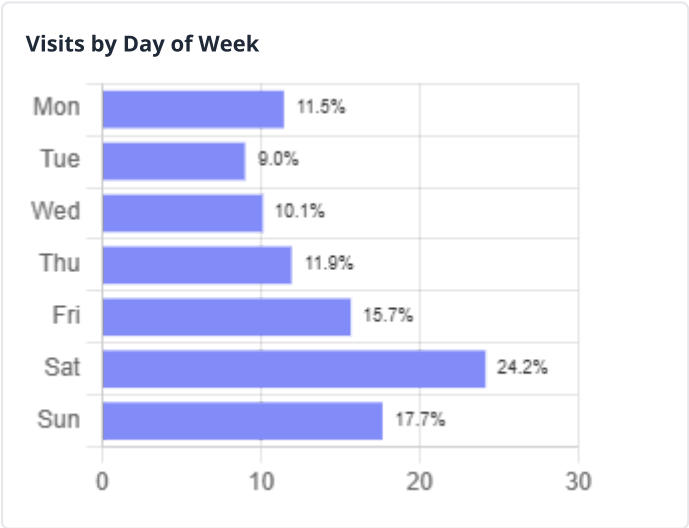
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YoY: no change

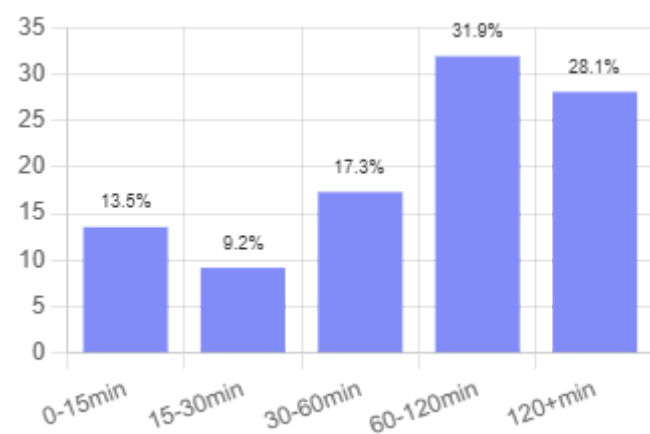
Last 12 Months Visits



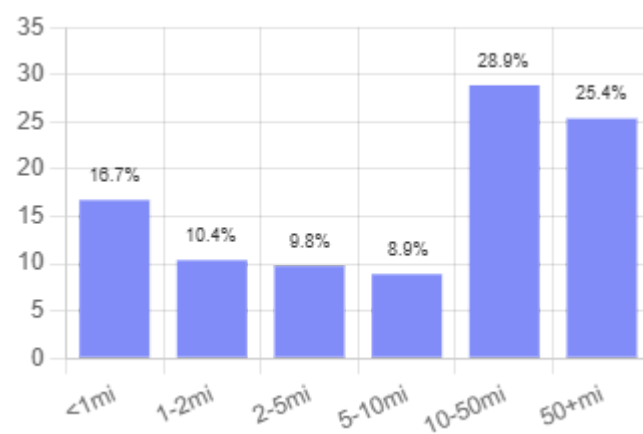
Visits Breakdowns



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: March 2025

Total Visits

357.6k

↑ +28.5% P1M

N/A YoY

Avg. Monthly Visitors

209.3k

↑ +30.9% P1M

N/A YoY

Avg. Dwell Time

1h46

↓ -7.2m P1M

N/A YoY

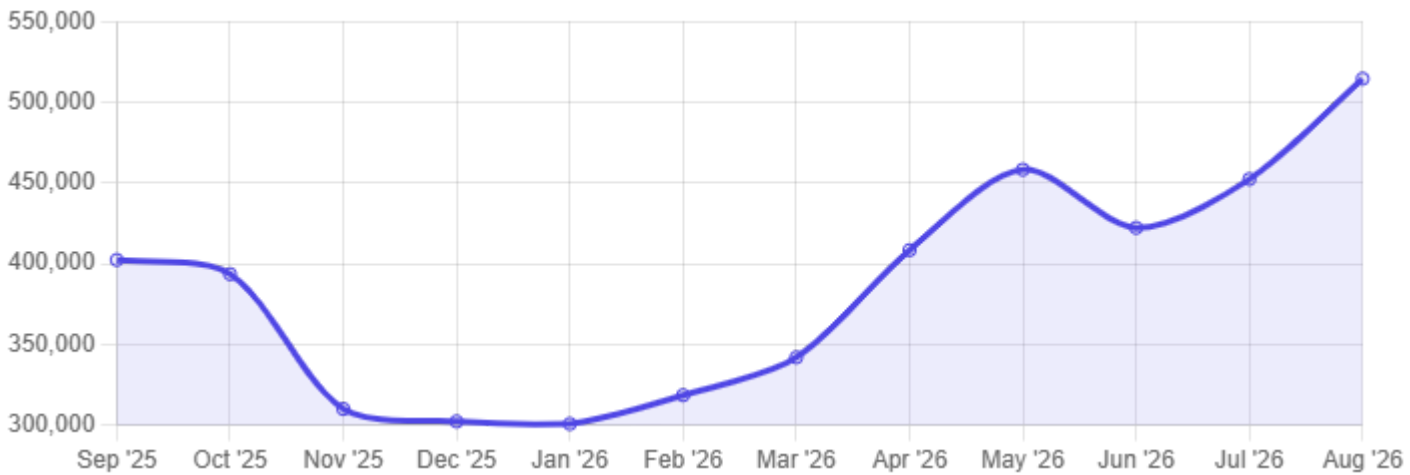
Peak Day & Time

Saturday, 7 PM

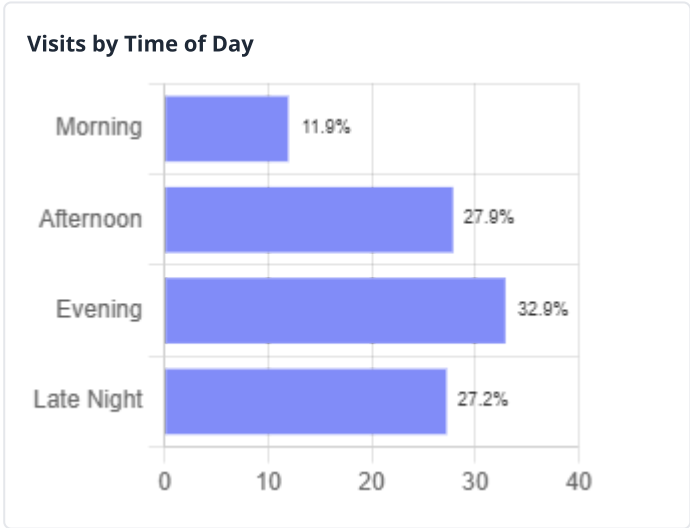
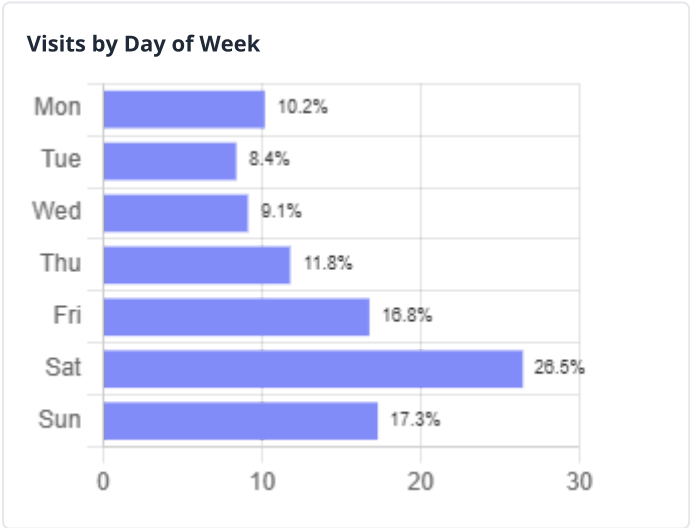
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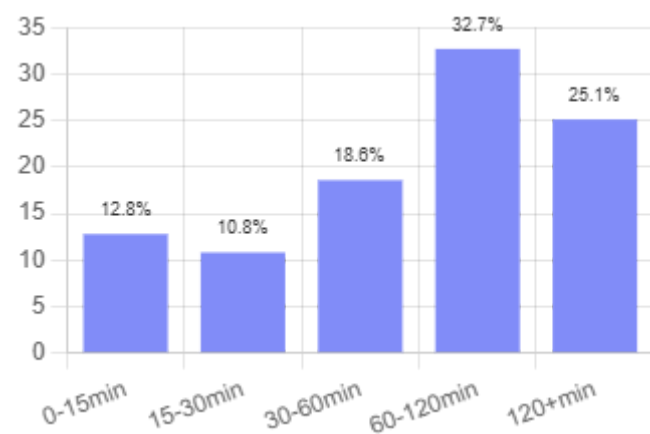
Last 12 Months Visits



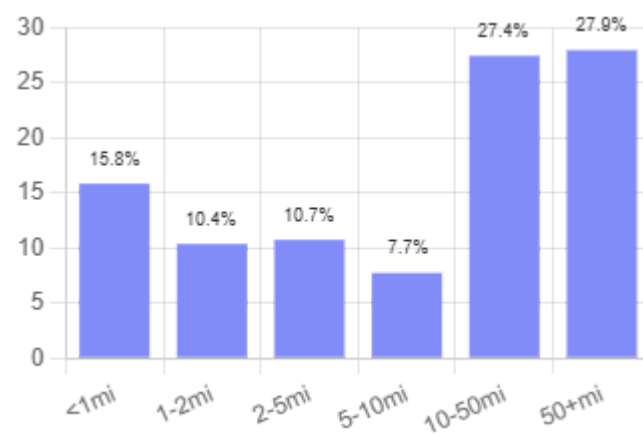
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: March 2025

Total Visits

324.5k

↑ +42.4% P1M

N/A YoY

Avg. Monthly Visitors

218.9k

↑ +46.0% P1M

N/A YoY

Avg. Dwell Time

1h18

↓ -2.2m P1M

N/A YoY

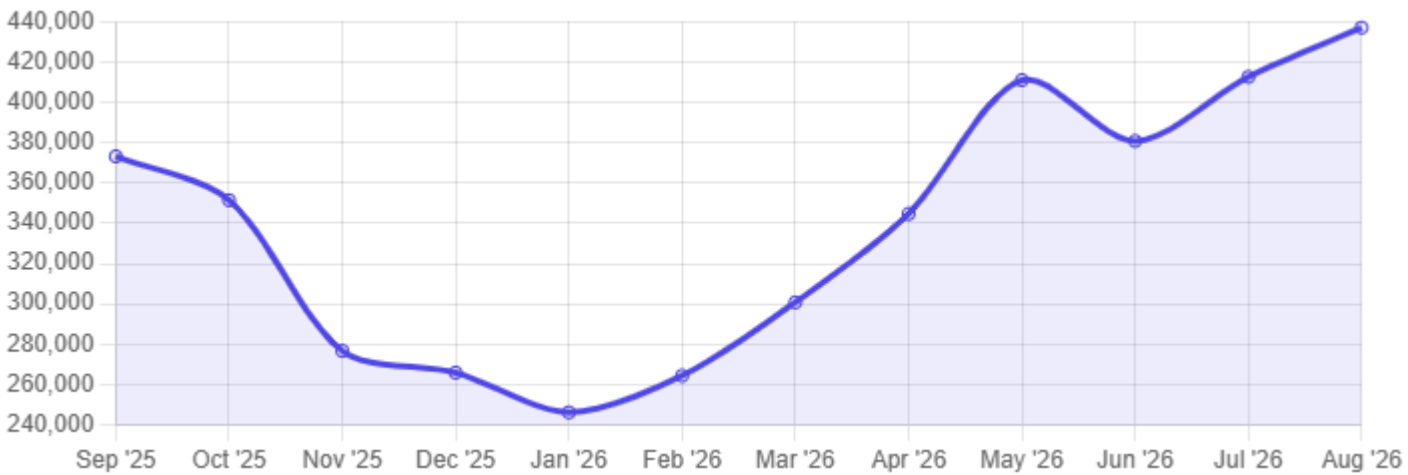
Peak Day & Time

Saturday, 7 PM

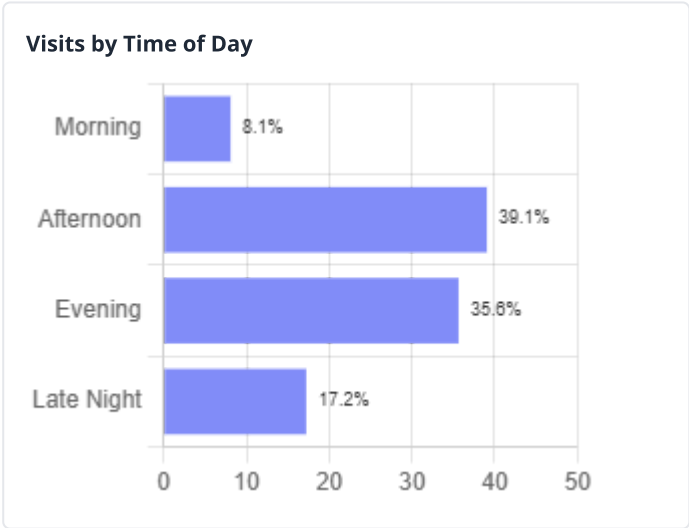
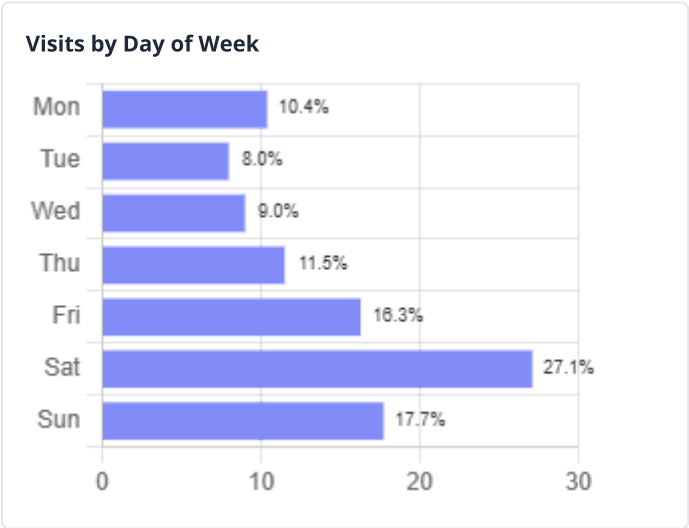
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YoY: no change

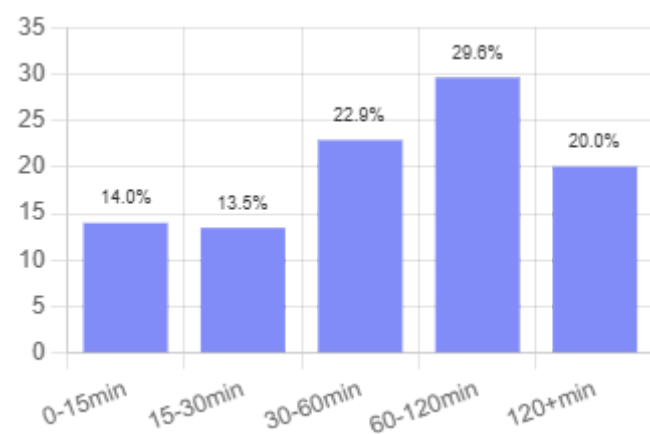
Last 12 Months Visits



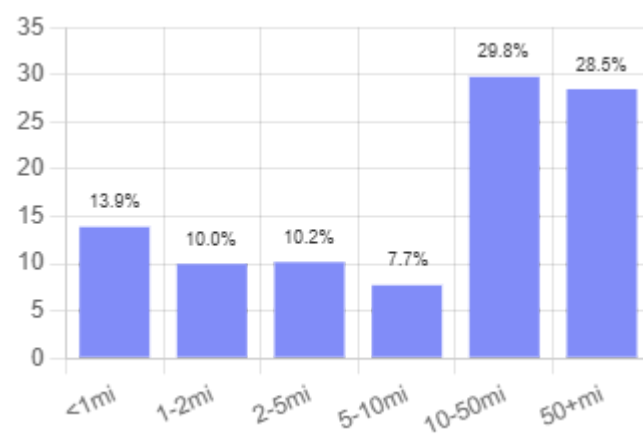
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: March 2025

Total Visits

148.4k

↑ +28.9% P1M

N/A YoY

Avg. Monthly Visitors

108.5k

↑ +34.3% P1M

N/A YoY

Avg. Dwell Time

53.1 min

↓ -7.5m P1M

N/A YoY

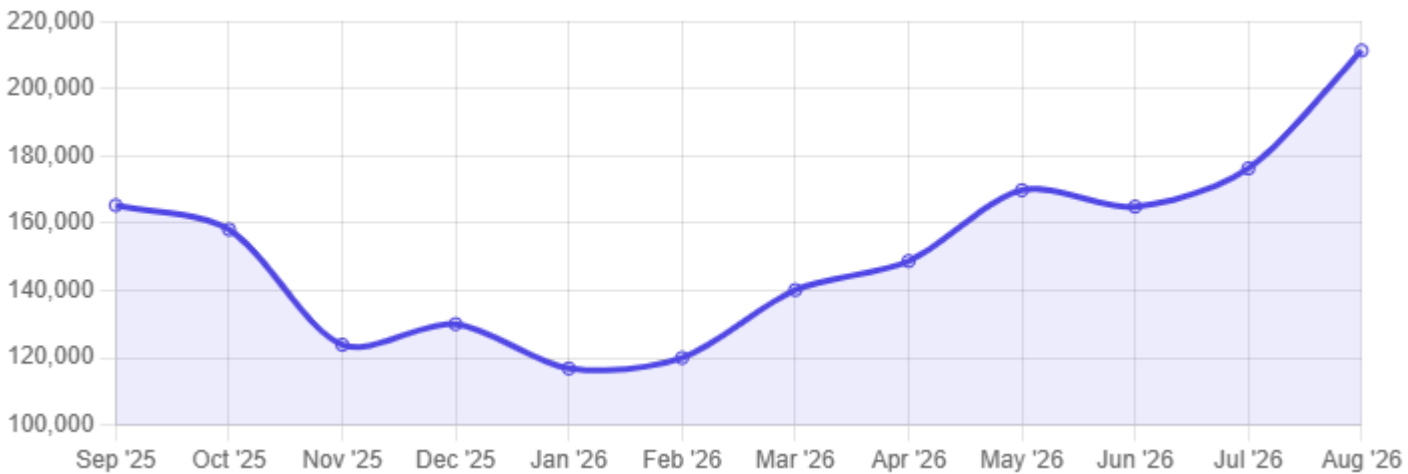
Peak Day & Time

Saturday, 12 PM

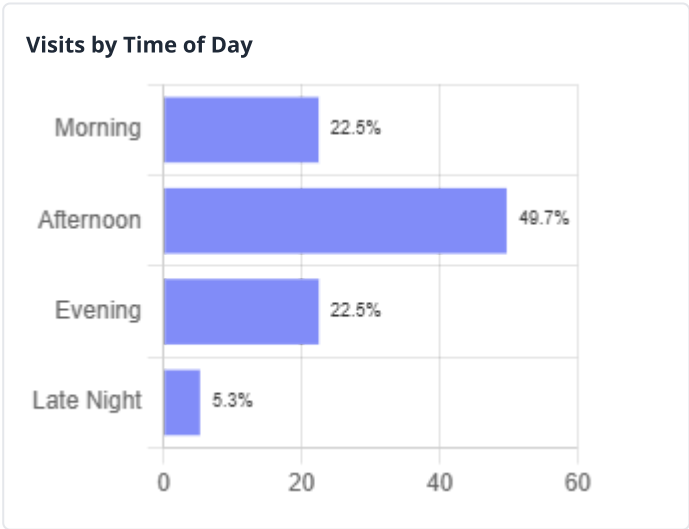
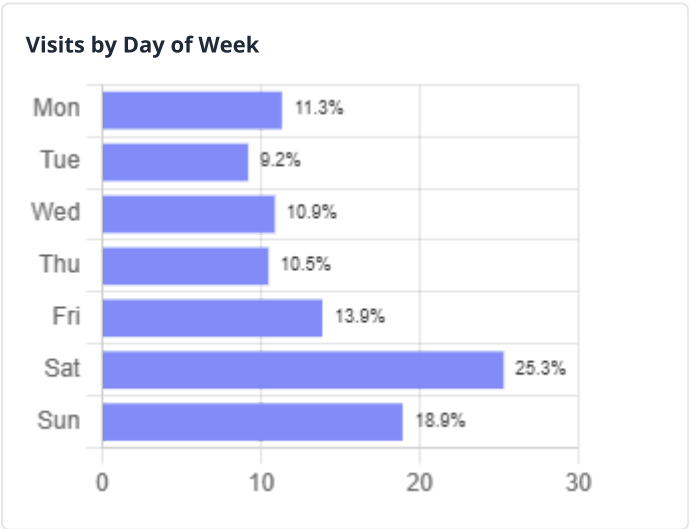
Prev. Period: Saturday, 1 PM

YoY: no change

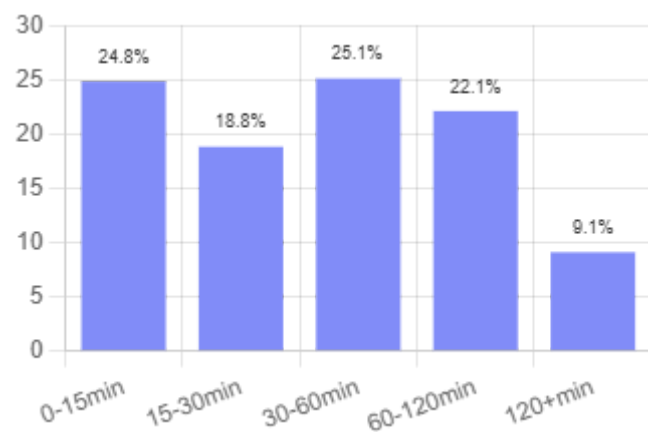
Last 12 Months Visits



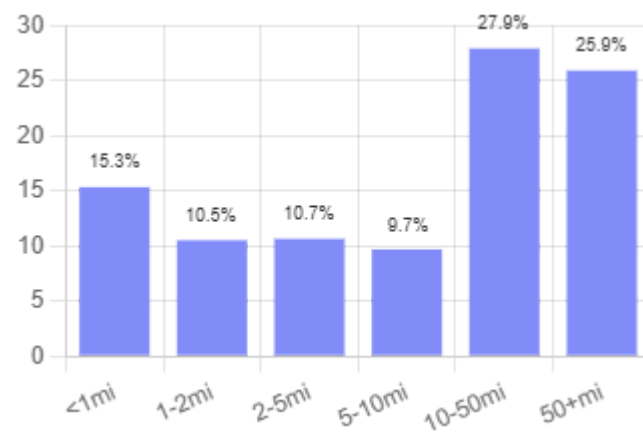
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

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Total Visits

93,666

↑ +28.7% P1M

N/A YoY

Avg. Monthly Visitors

61,239

↑ +34.4% P1M

N/A YoY

Avg. Dwell Time

42.8 min

↓ -6.5m P1M

N/A YoY

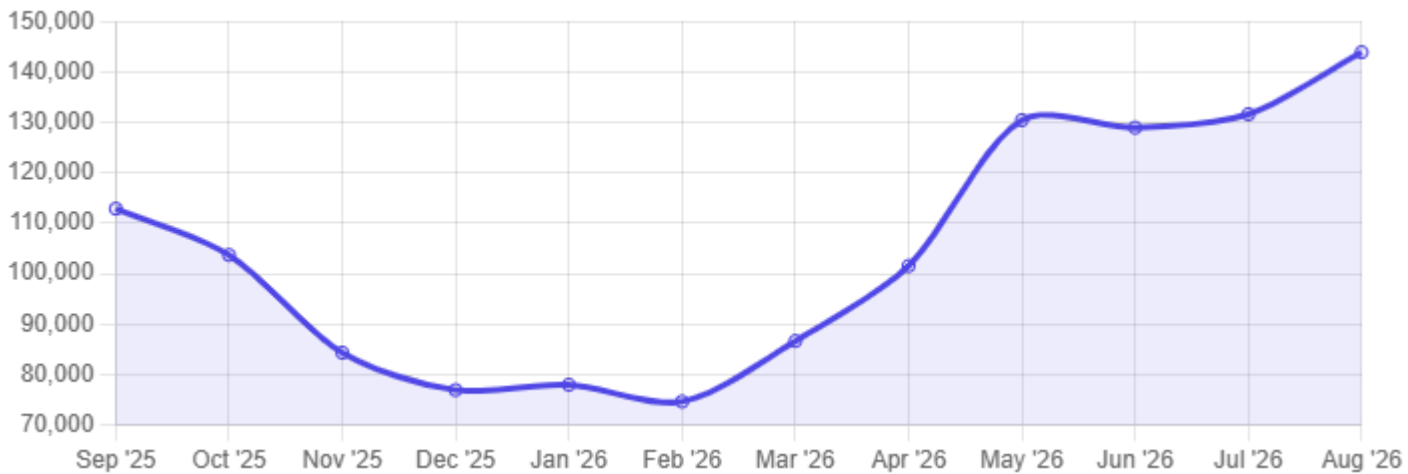
Peak Day & Time

Saturday, 2 PM

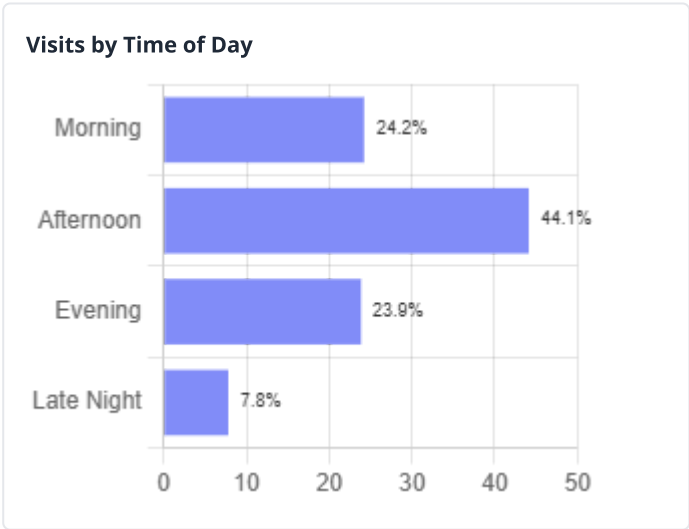
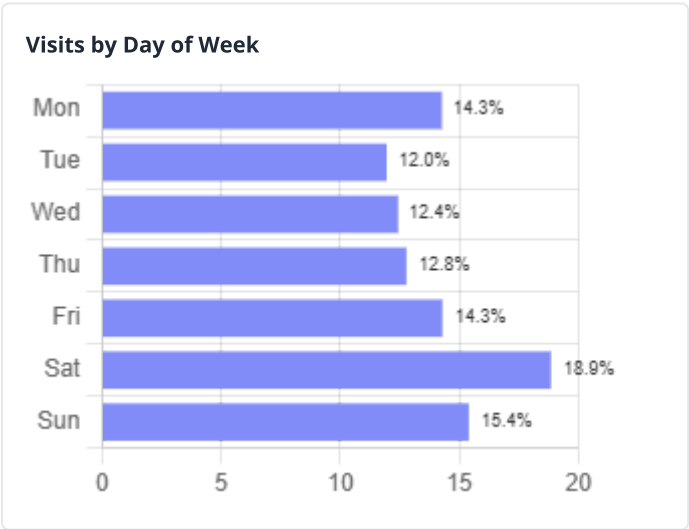
Prev. Period: Friday, 12 PM

YoY: no change

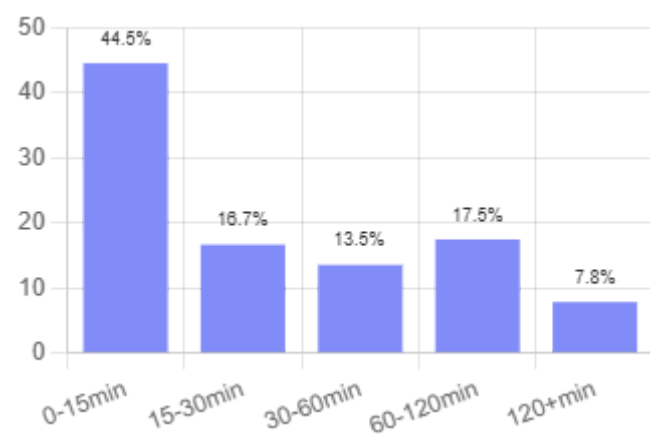
Last 12 Months Visits



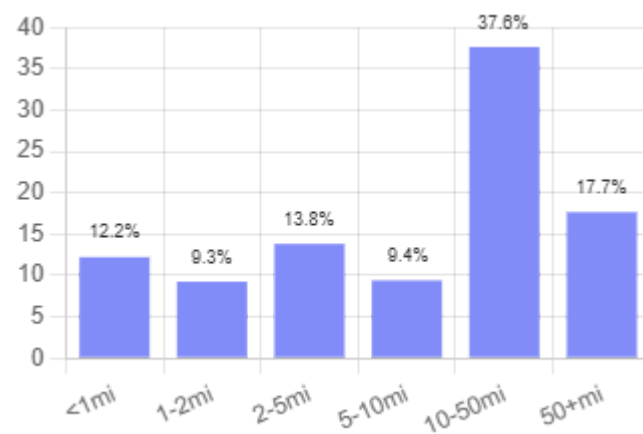
Visits Breakdowns



Visits by Dwell Time



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Downtown Core (North)

Custom Period: March 2025

Total Visits

48,927

↑ +33.1% P1M

N/A YoY

Avg. Monthly Visitors

36,550

↑ +33.5% P1M

N/A YoY

Avg. Dwell Time

2h40

↓ -14.6m P1M

N/A YoY

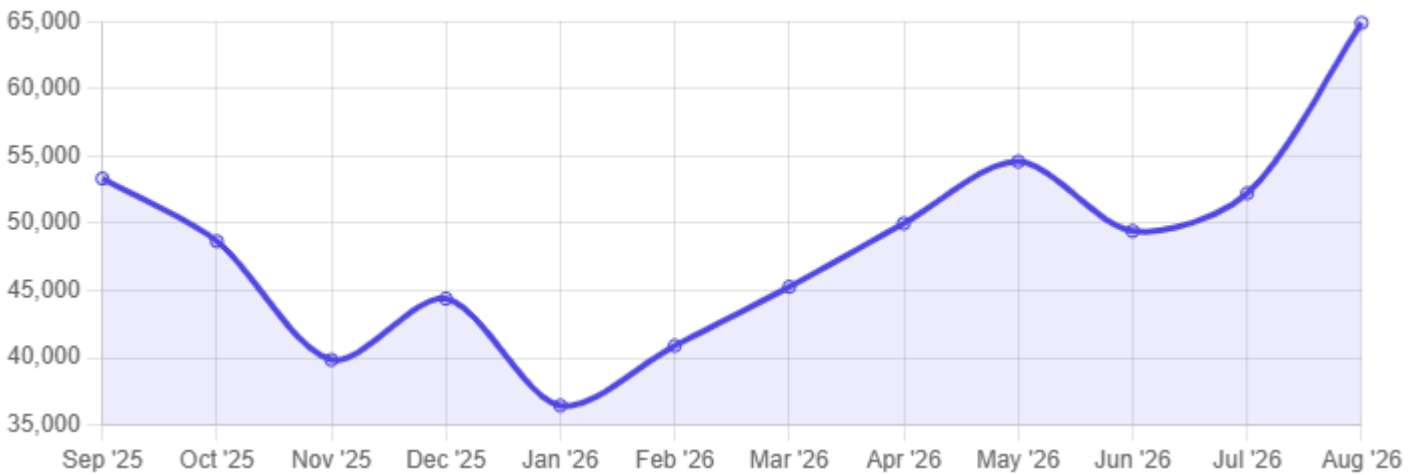
Peak Day & Time

Saturday, 7 PM

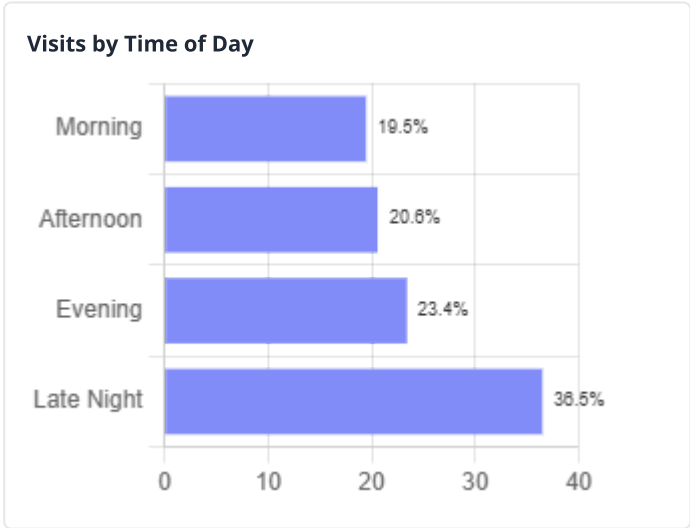
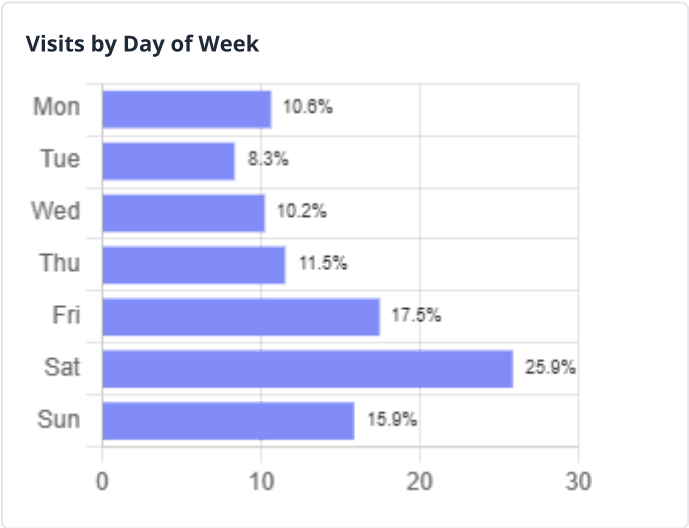
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YoY: no change

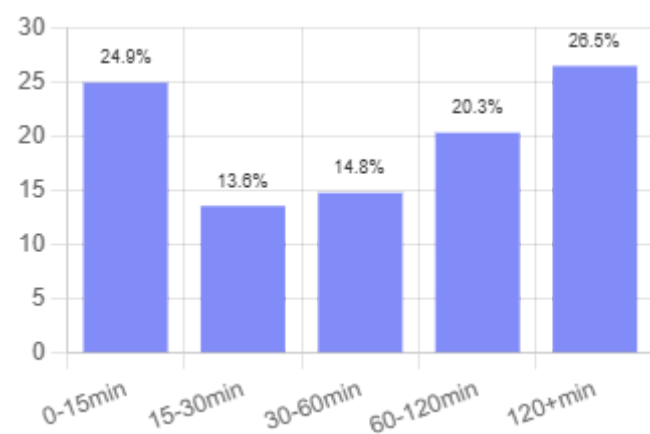
Last 12 Months Visits



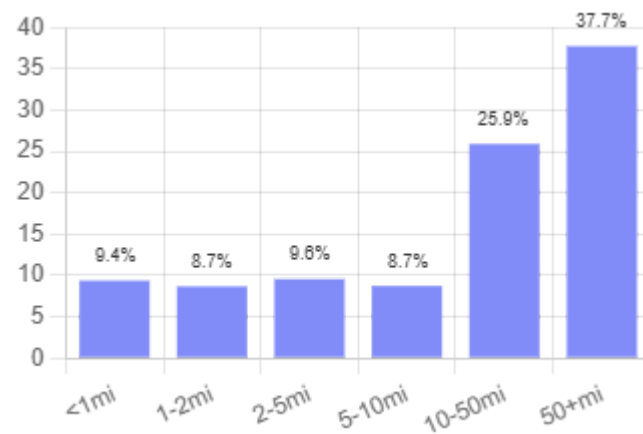
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Visits by Dwell Time



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