

Report

Custom Period: March 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,569,230 total visits** (↑ 11.4% period-over-period)
- Average location performance: **261,538 visits** with **90.8 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 (654,406 visits), West End (341,924 visits), Pearl Street Mall (300,804 visits)
- **Bottom 3 Locations:** Downtown Core (North) (45,271 visits), Downtown Core (South) (86,656 visits), East End (140,169 visits)

Notable Changes

- **Biggest Gainer:** East End with +16.8% increase 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 at <https://analytics.placer.ai/academy/>

Overview

Location	Visits	P1M	YoY	Avg. Monthly Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	654.4k	+10.9%	-2.5%	343.9k	1h42	Saturday	7 PM
West End	341.9k	+7.4%	-4.4%	196.3k	1h38	Saturday	7 PM
Pearl Street Mall	300.8k	+13.7%	-7.3%	201.0k	1h18	Saturday	7 PM
East End	140.2k	+16.8%	-5.5%	102.0k	55.2 min	Saturday	12 PM
Downtown Core (South)	86,656	+16.1%	-7.5%	57,622	42.1 min	Saturday	1 PM
Downtown Core (North)	45,271	+10.7%	-7.5%	34,146	2h39	Saturday	10 PM

Downtown Boulder

Custom Period: March 2026

Total Visits

654.4k

↑ +10.9% P1M

↓ -2.5% YoY

Avg. Monthly Visitors

343.9k

↑ +15.7% P1M

↓ -1.5% YoY

Avg. Dwell Time

1h42

↓ -3.9m P1M

↓ -6.2m YoY

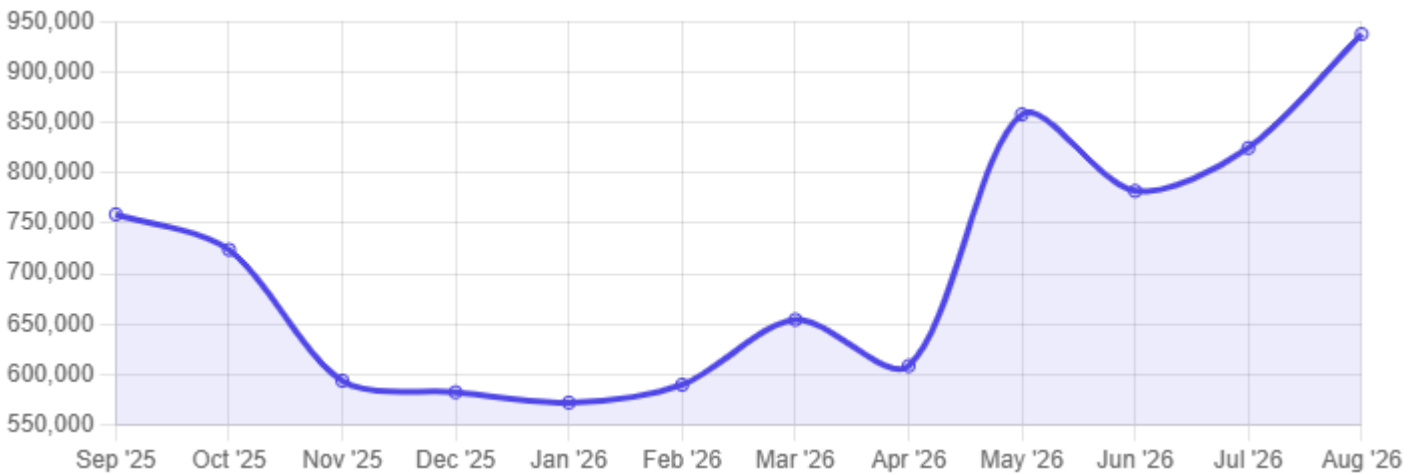
Peak Day & Time

Saturday, 7 PM

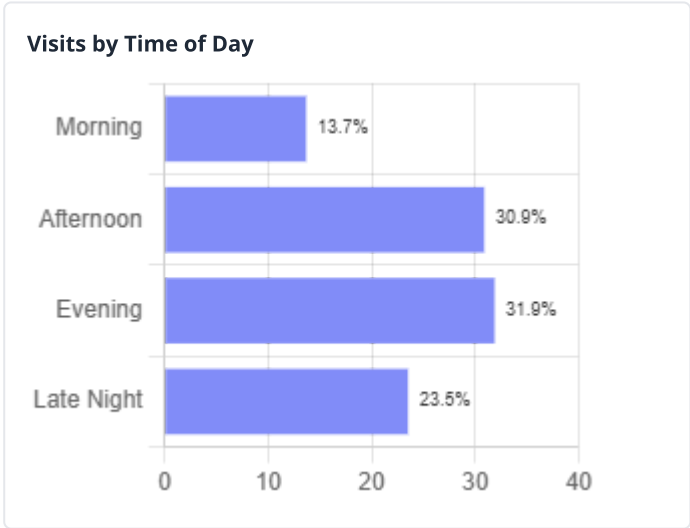
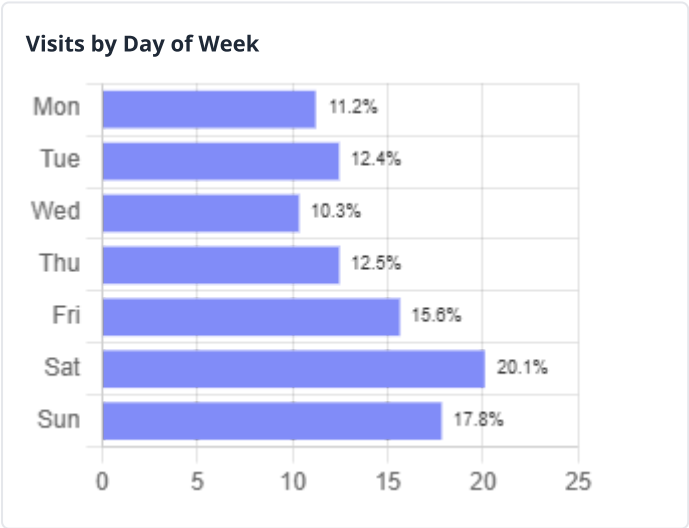
Prev. Period: no change

YoY: no change

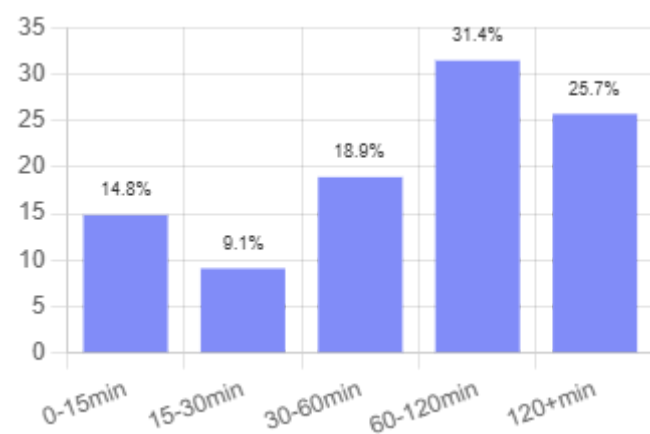
Last 12 Months Visits



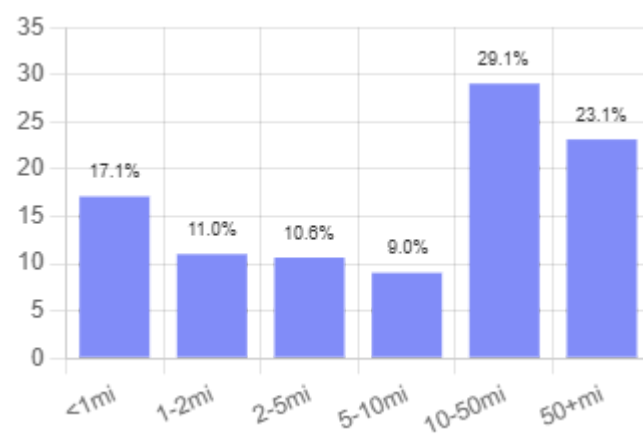
Visits Breakdowns



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: March 2026

Total Visits

341.9k

↑ +7.4% P1M

↓ -4.4% YoY

Avg. Monthly Visitors

196.3k

↑ +10.8% P1M

↓ -6.2% YoY

Avg. Dwell Time

1h38

↓ -6.1m P1M

↓ -7.6m YoY

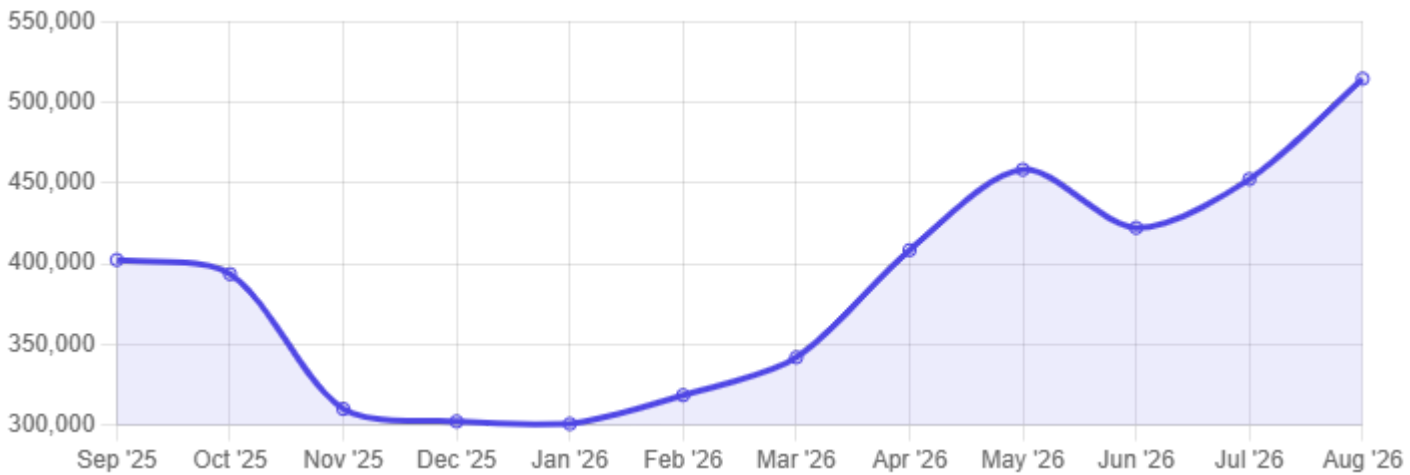
Peak Day & Time

Saturday, 7 PM

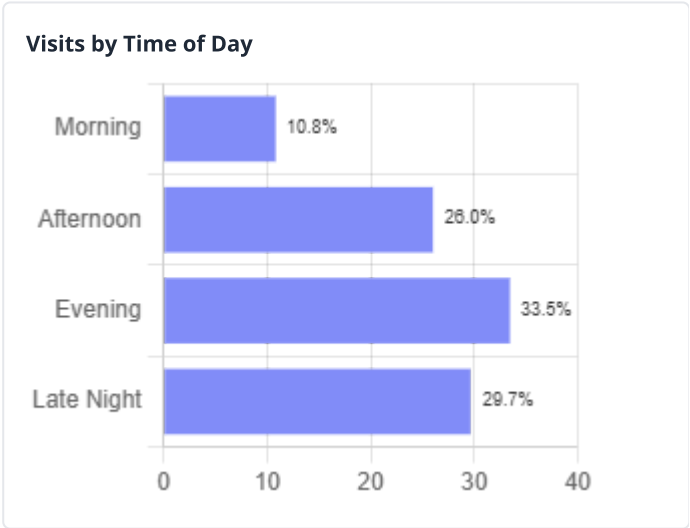
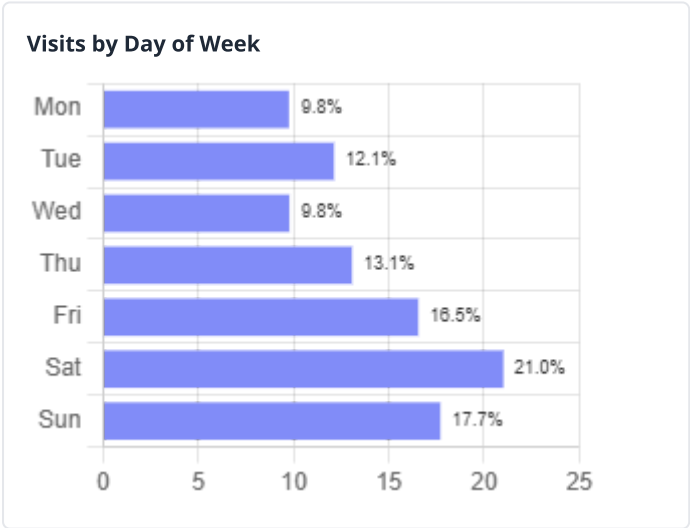
Prev. Period: no change

YoY: no change

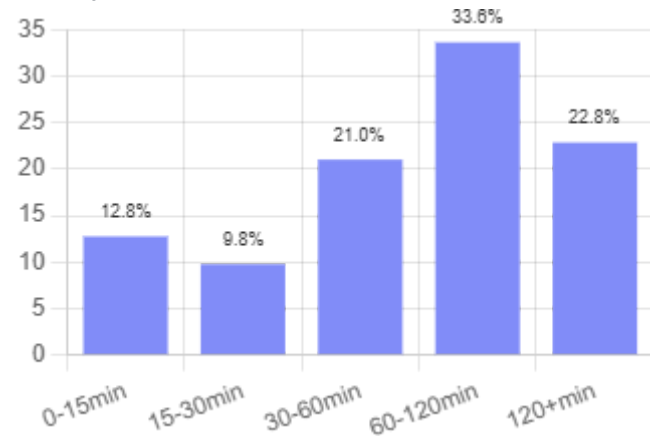
Last 12 Months Visits



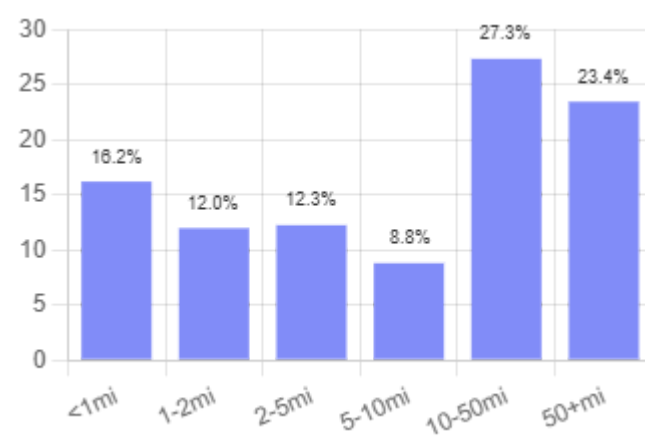
Visits Breakdowns



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: March 2026

Total Visits

300.8k

↑ +13.7% P1M
↓ -7.3% YoY

Avg. Monthly Visitors

201.0k

↑ +18.8% P1M
↓ -8.2% YoY

Avg. Dwell Time

1h18

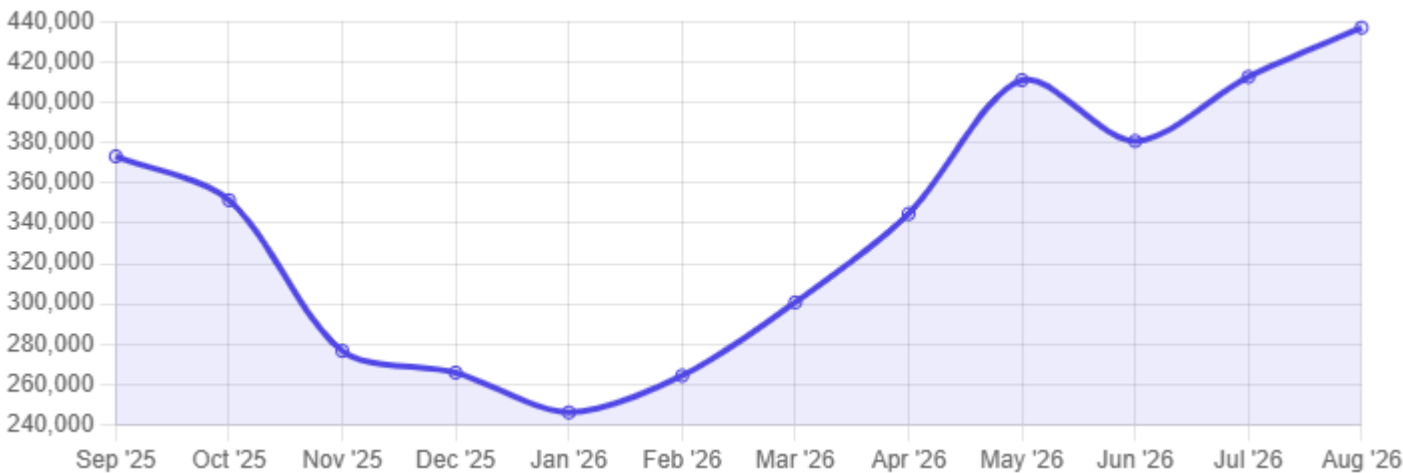
↑ +0.1m P1M
↑ +0.4m YoY

Peak Day & Time

Saturday, 7 PM

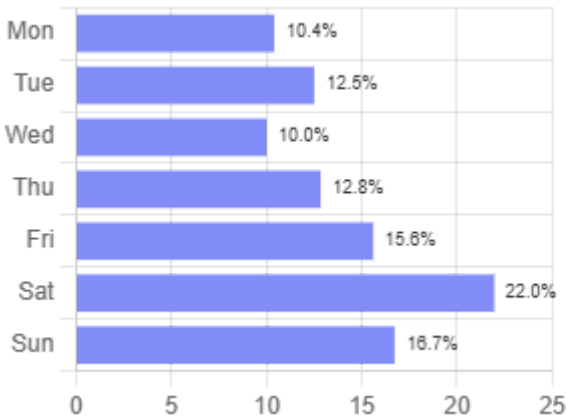
Prev. Period: no change
YoY: no change

Last 12 Months Visits

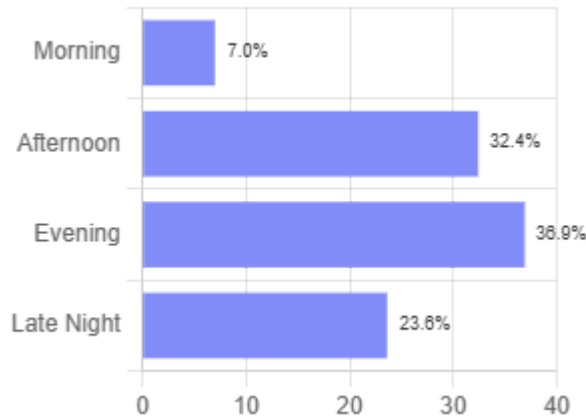


Visits Breakdowns

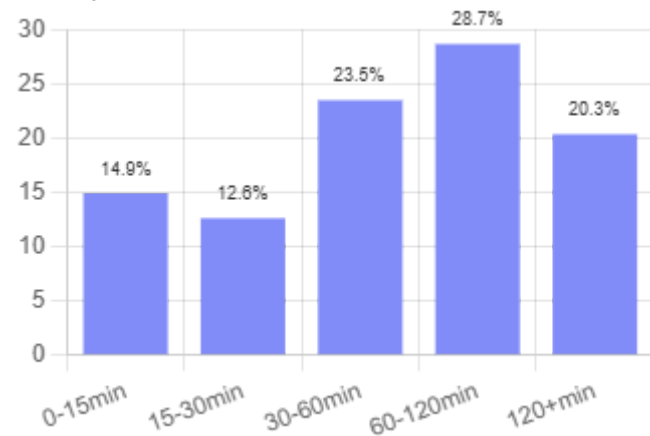
Visits by Day of Week



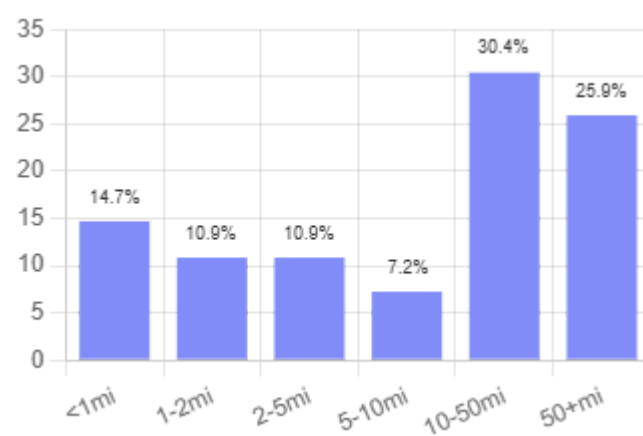
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



*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: March 2026

Total Visits

140.2k

↑ +16.8% P1M

↓ -5.5% YoY

Avg. Monthly Visitors

102.0k

↑ +18.1% P1M

↓ -6.0% YoY

Avg. Dwell Time

55.2 min

↓ -1.8m P1M

↑ +3.9m YoY

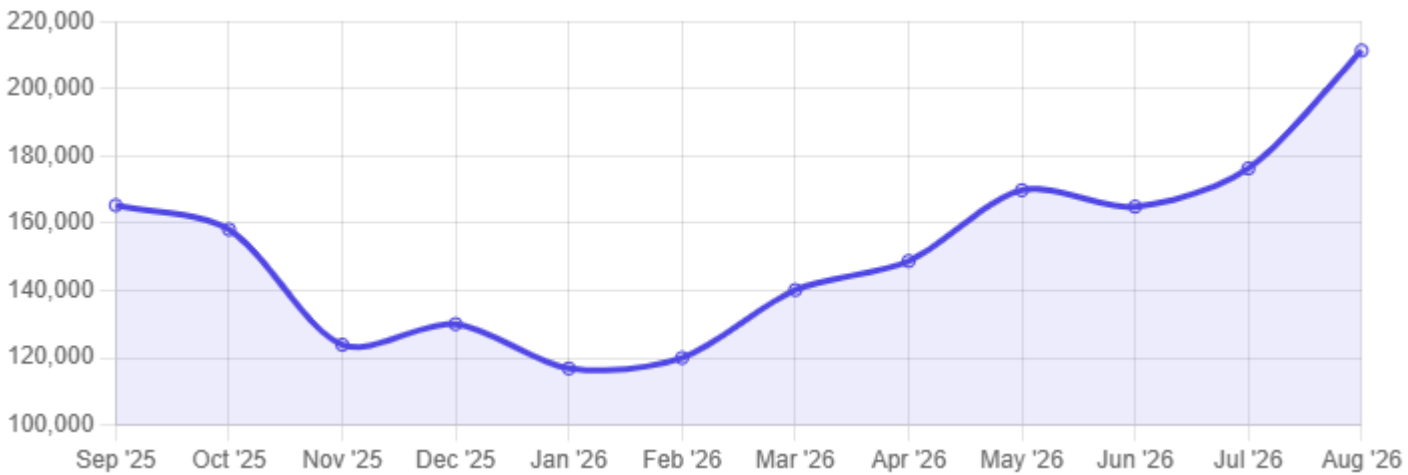
Peak Day & Time

Saturday, 12 PM

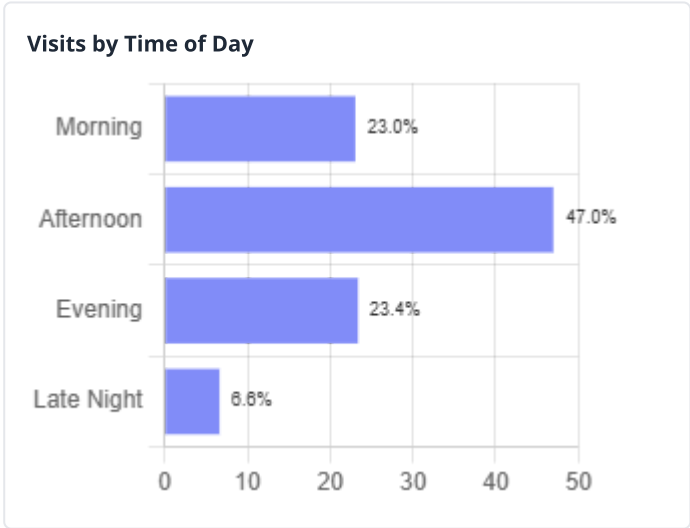
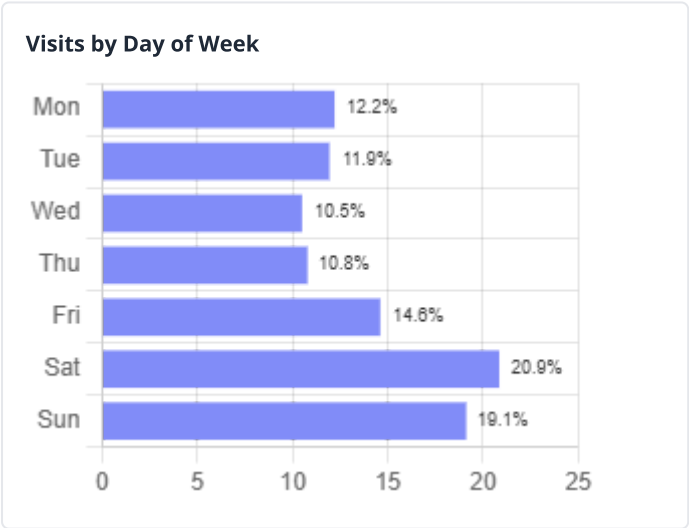
Prev. Period: no change

YoY: no change

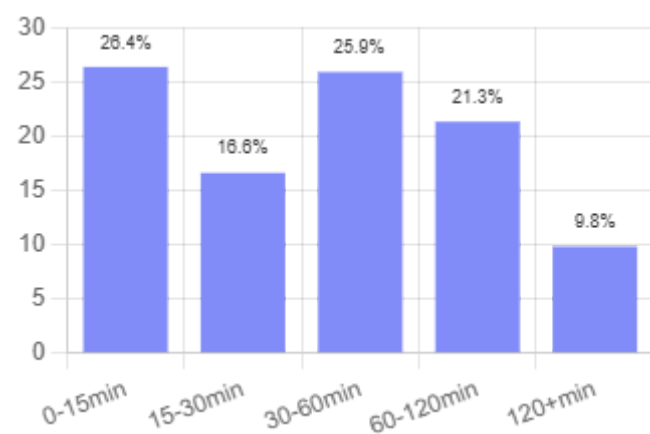
Last 12 Months Visits



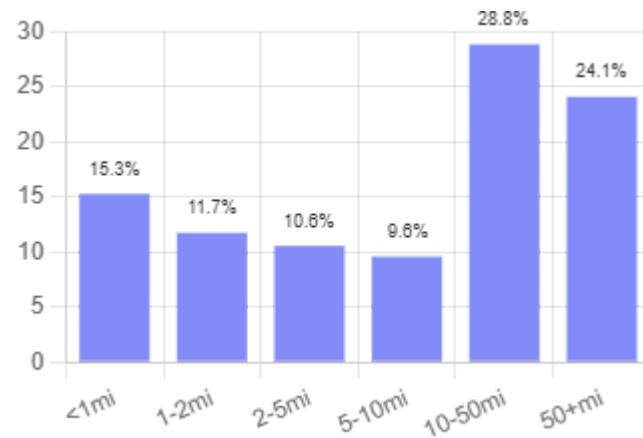
Visits Breakdowns



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 (South)

Custom Period: March 2026

Total Visits

86,656

↑ +16.1% P1M

↓ -7.5% YoY

Avg. Monthly Visitors

57,622

↑ +21.3% P1M

↓ -5.9% YoY

Avg. Dwell Time

42.1 min

↓ -3.4m P1M

↓ -1.7m YoY

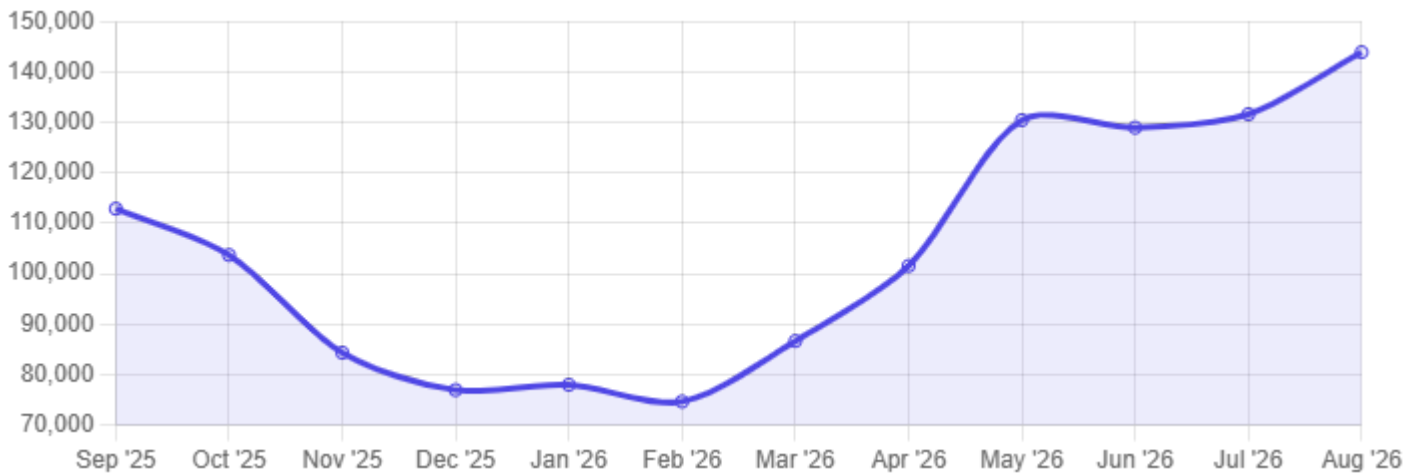
Peak Day & Time

Saturday, 1 PM

Prev. Period: Friday, 4 PM

YoY: Saturday, 2 PM

Last 12 Months Visits



Visits Breakdowns

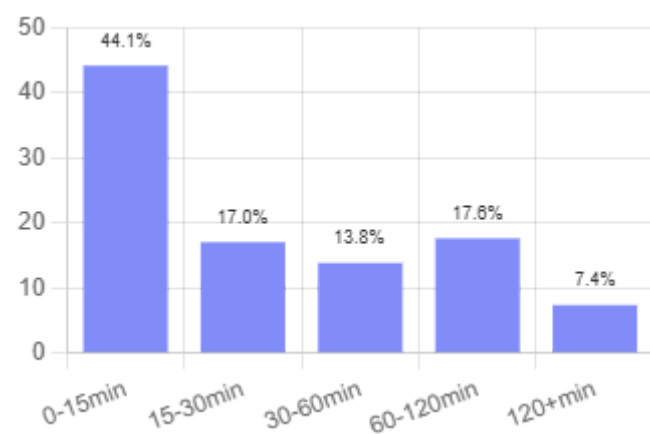
Visits by Day of Week

Mon	13.8%
Tue	14.9%
Wed	11.9%
Thu	13.3%
Fri	14.4%
Sat	17.0%
Sun	14.0%

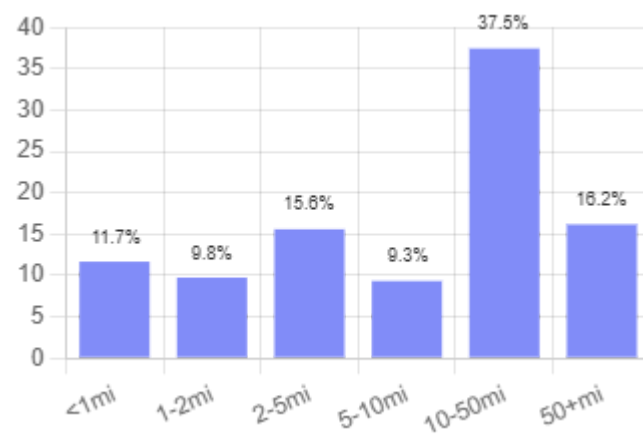
Visits by Time of Day

Morning	21.0%
Afternoon	43.4%
Evening	26.2%
Late Night	9.4%

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: March 2026

Total Visits

45,271

↑ +10.7% P1M

↓ -7.5% YoY

Avg. Monthly Visitors

34,146

↑ +11.6% P1M

↓ -6.6% YoY

Avg. Dwell Time

2h39

↓ -1.4m P1M

↓ -0.4m YoY

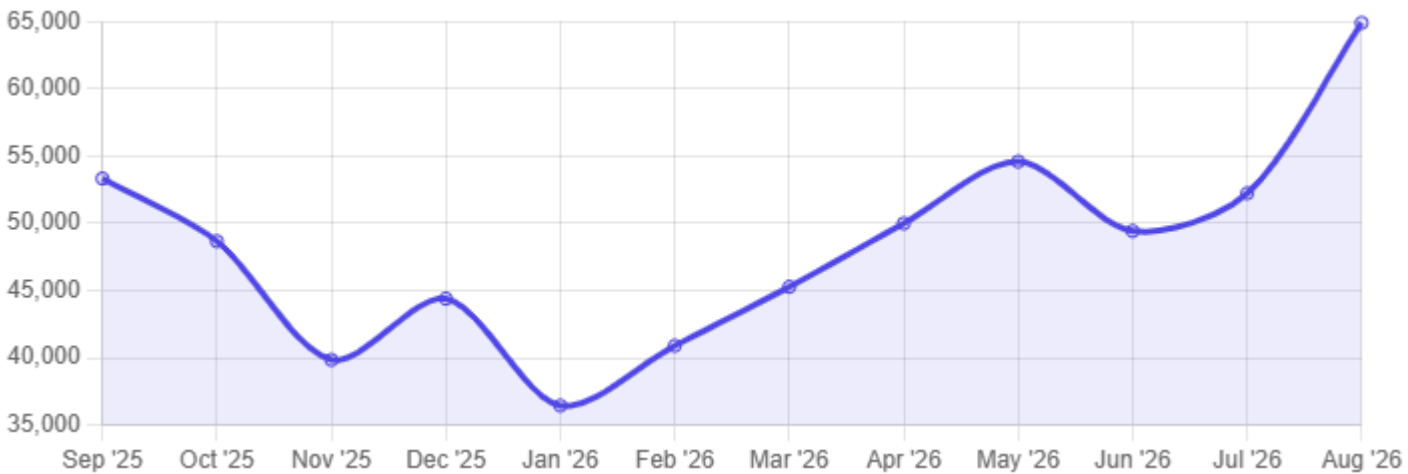
Peak Day & Time

Saturday, 10 PM

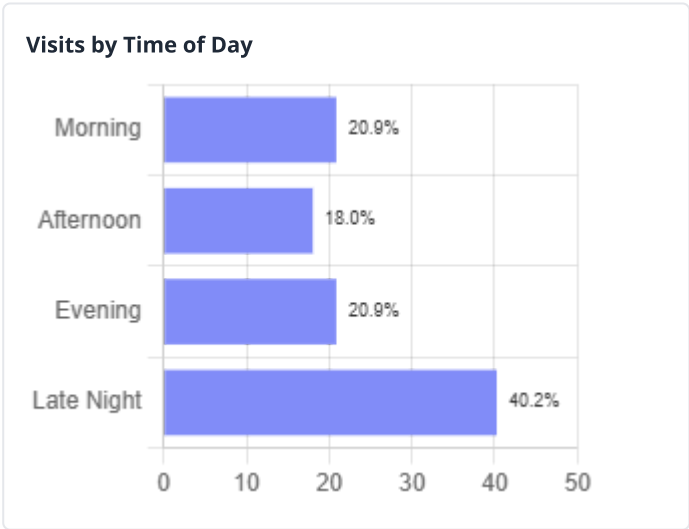
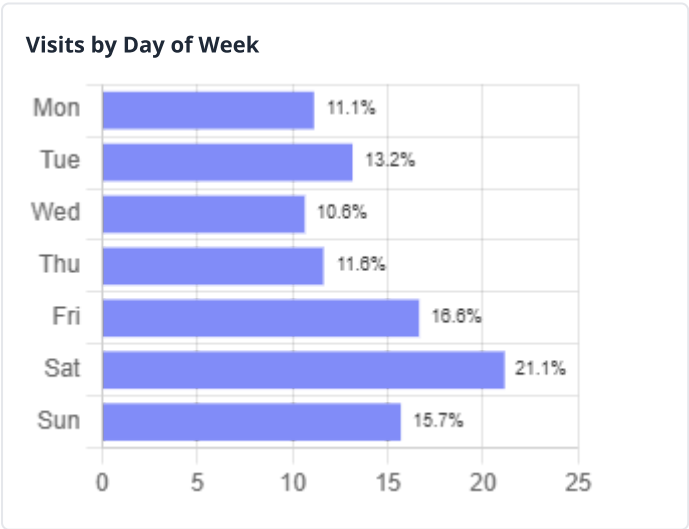
Prev. Period: Saturday, 6 PM

YoY: Saturday, 7 PM

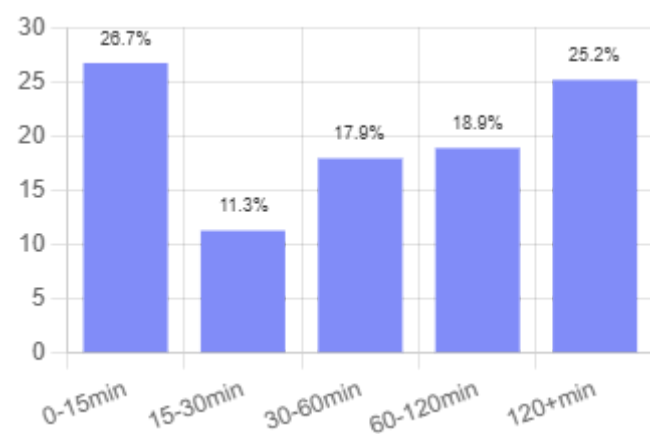
Last 12 Months Visits



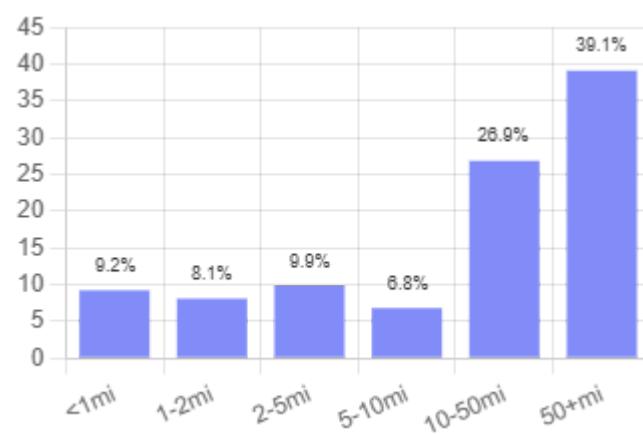
Visits Breakdowns



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