

Report

Custom Period: May 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **2,094,777 total visits** (↑ 26.2% period-over-period)
- Average location performance: **349,130 visits** with **91.6 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 (855,145 visits), West End (461,188 visits), Pearl Street Mall (418,887 visits)
- **Bottom 3 Locations:** Downtown Core (North) (53,908 visits), Downtown Core (South) (131,106 visits), East End (174,544 visits)

Notable Changes

- **Biggest Gainer:** West End with +30.1% increase period-over-period

Visitor Insights

- **38.2%** 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	855.1k	+25.0%	N/A	412.7k	1h45	Saturday	7 PM
West End	461.2k	+30.1%	N/A	248.0k	1h42	Saturday	7 PM
Pearl Street Mall	418.9k	+27.0%	N/A	256.3k	1h19	Saturday	7 PM
East End	174.5k	+24.5%	N/A	121.7k	53.9 min	Saturday	12 PM
Downtown Core (South)	131.1k	+28.4%	N/A	92,628	41.0 min	Saturday	12 PM
Downtown Core (North)	53,908	+9.9%	N/A	41,978	2h16	Friday	8 PM

Downtown Boulder

Custom Period: May 2025

Total Visits

855.1k

↑ +25.0% P1M

N/A YoY

Avg. Monthly Visitors

412.7k

↑ +23.4% P1M

N/A YoY

Avg. Dwell Time

1h45

↓ -2.0m P1M

N/A YoY

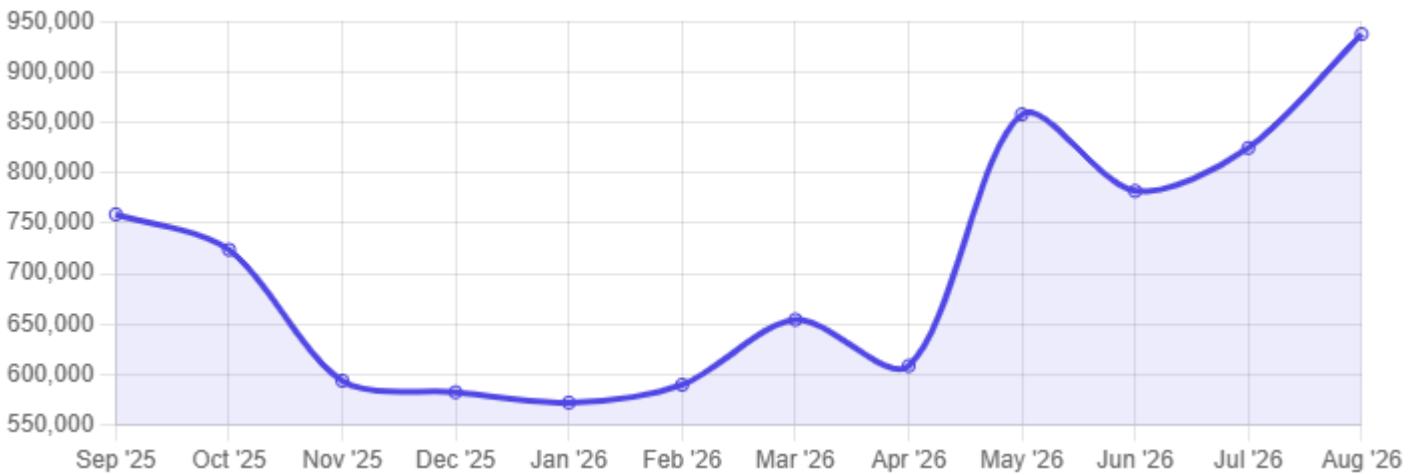
Peak Day & Time

Saturday, 7 PM

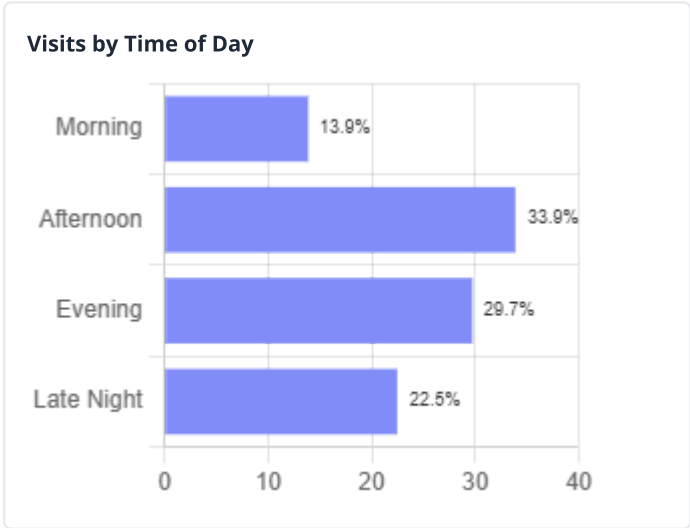
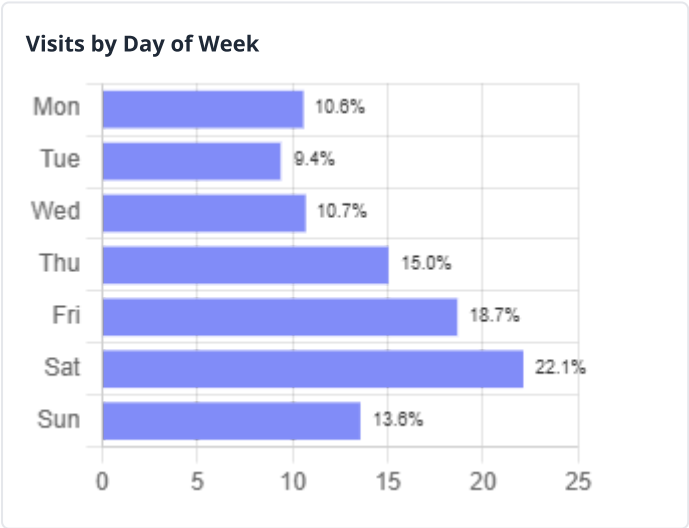
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YoY: no change

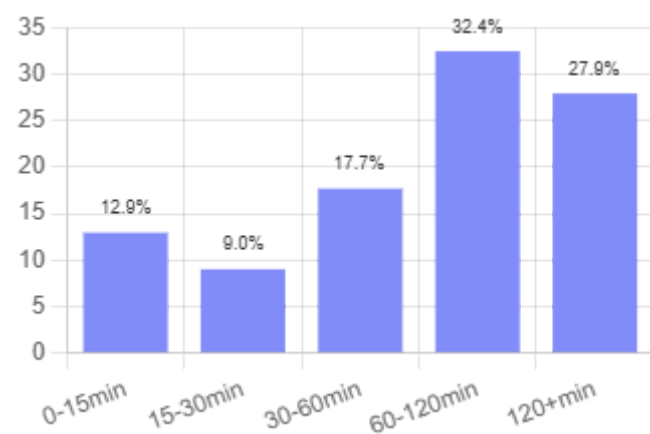
Last 12 Months Visits



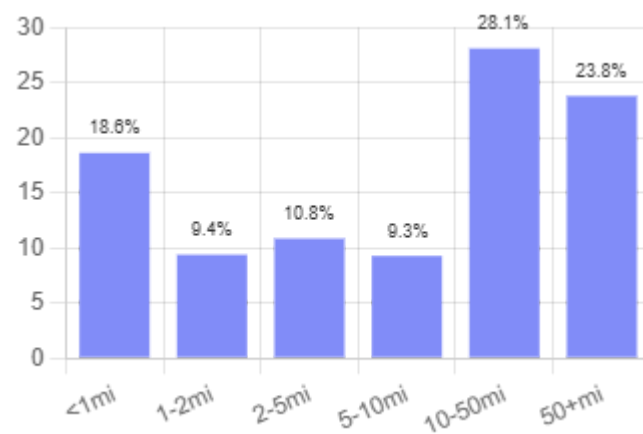
Visits Breakdowns



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: May 2025

Total Visits

461.2k

↑ +30.1% P1M

N/A YoY

Avg. Monthly Visitors

248.0k

↑ +27.3% P1M

N/A YoY

Avg. Dwell Time

1h42

↑ +1.1m P1M

N/A YoY

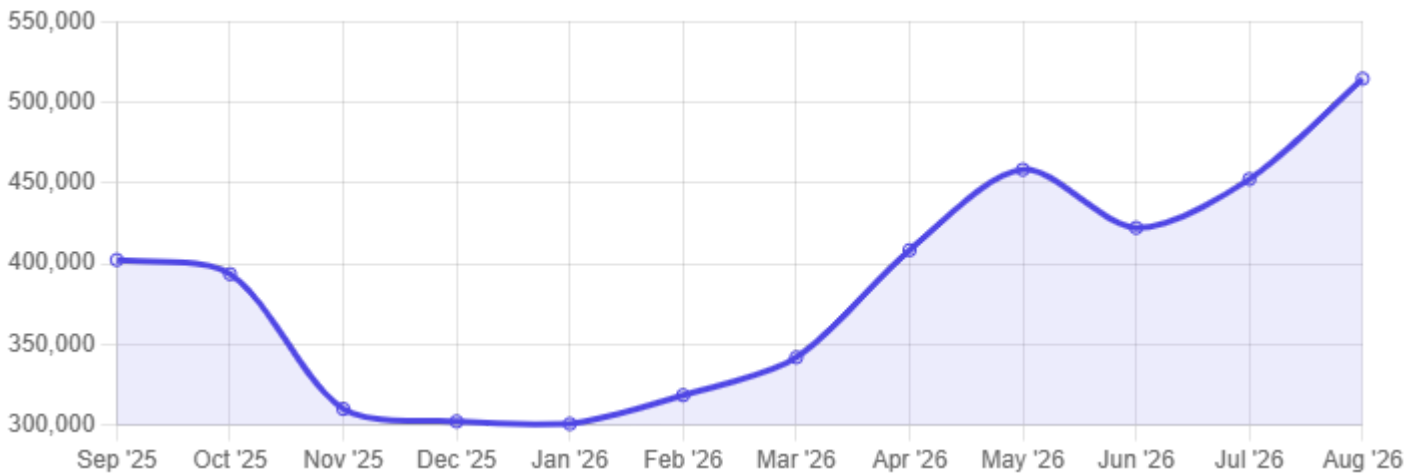
Peak Day & Time

Saturday, 7 PM

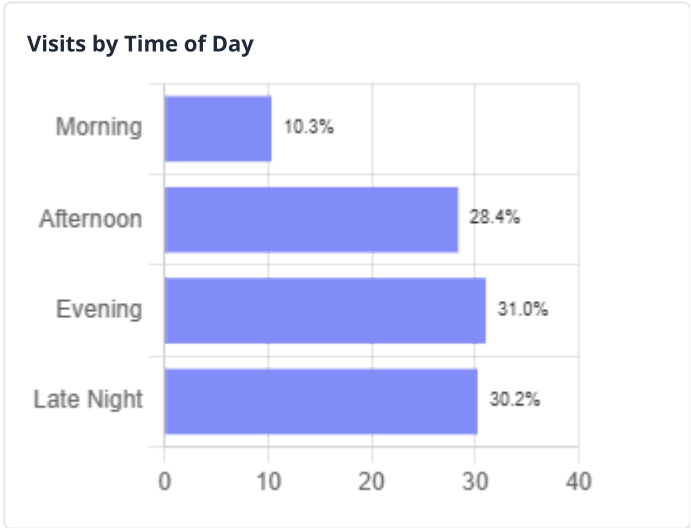
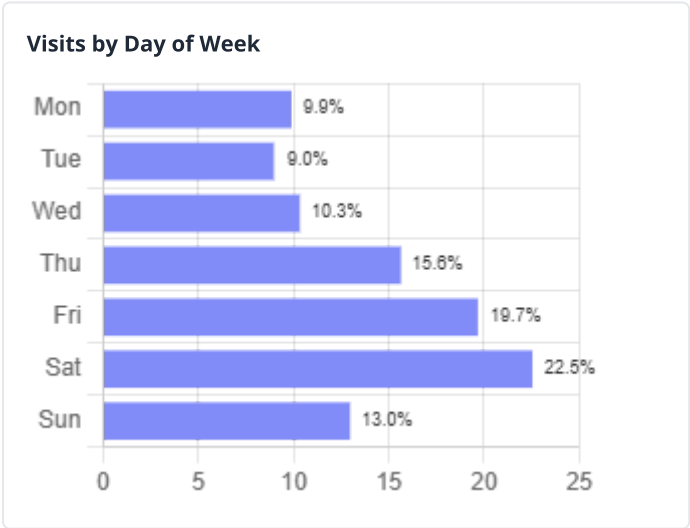
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YoY: no change

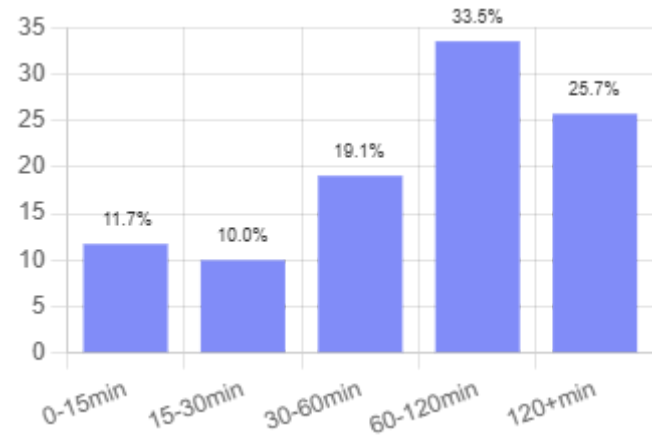
Last 12 Months Visits



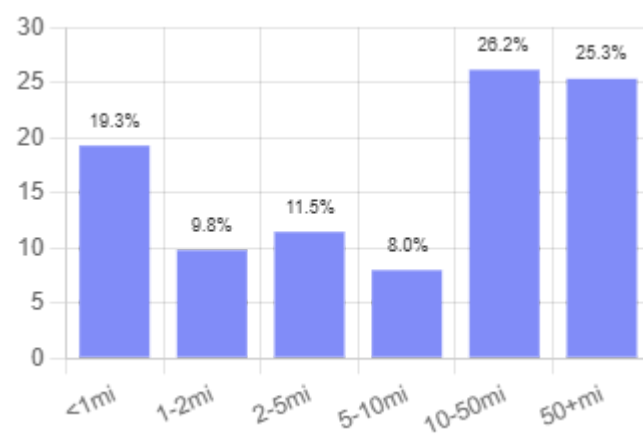
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: May 2025

Total Visits

418.9k

↑ +27.0% P1M

N/A YoY

Avg. Monthly Visitors

256.3k

↑ +23.6% P1M

N/A YoY

Avg. Dwell Time

1h19

↓ -0.3m P1M

N/A YoY

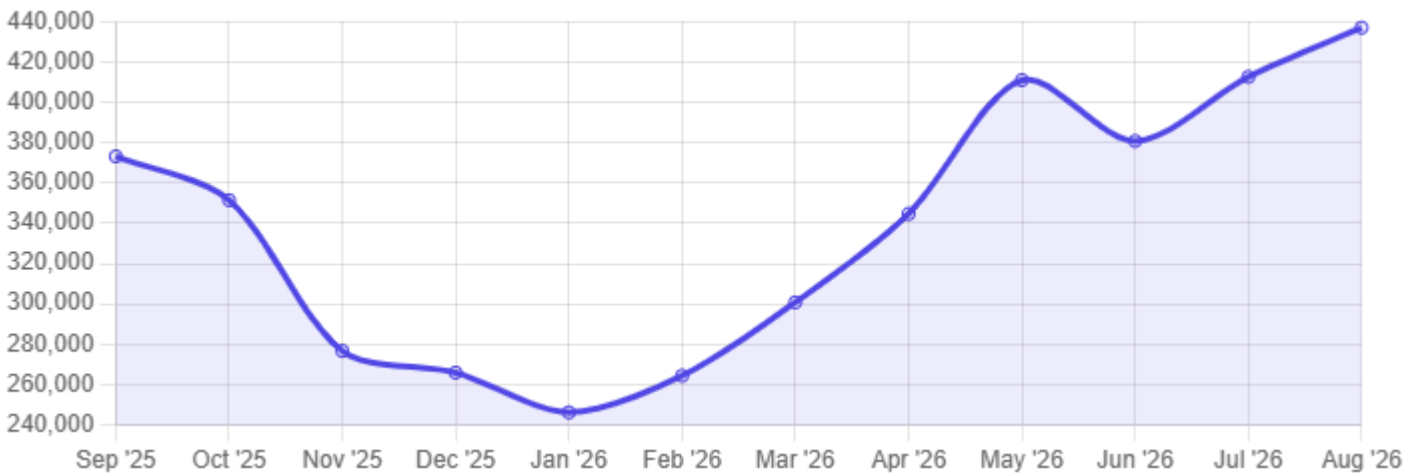
Peak Day & Time

Saturday, 7 PM

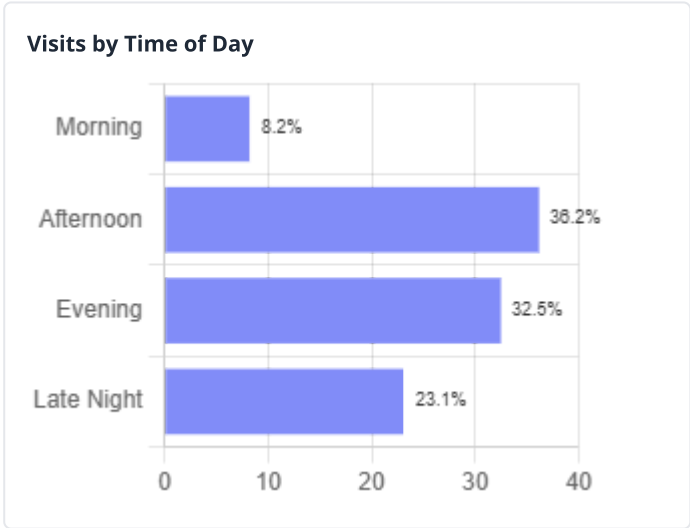
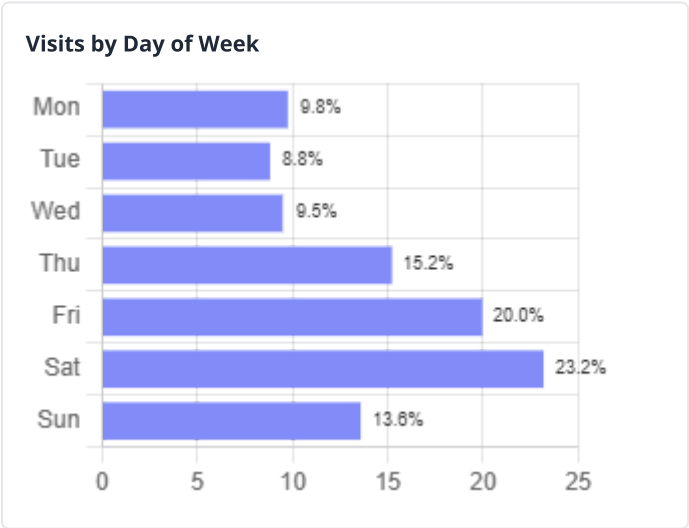
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YoY: no change

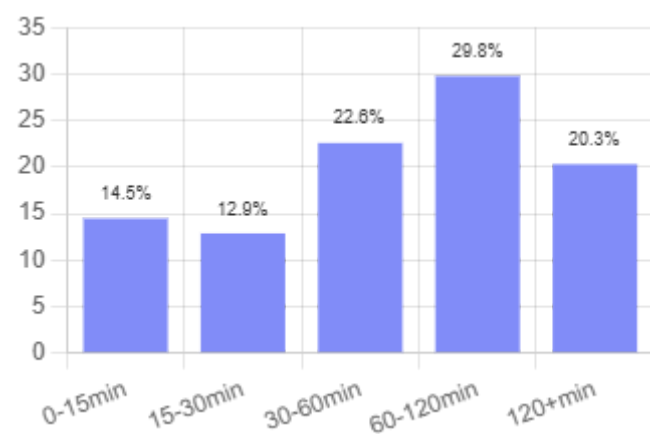
Last 12 Months Visits



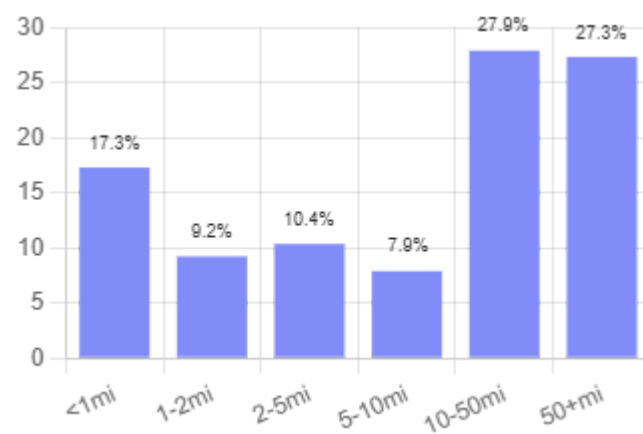
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: May 2025

Total Visits

174.5k

↑ +24.5% P1M

N/A YoY

Avg. Monthly Visitors

121.7k

↑ +23.8% P1M

N/A YoY

Avg. Dwell Time

53.9 min

↓ -3.7m P1M

N/A YoY

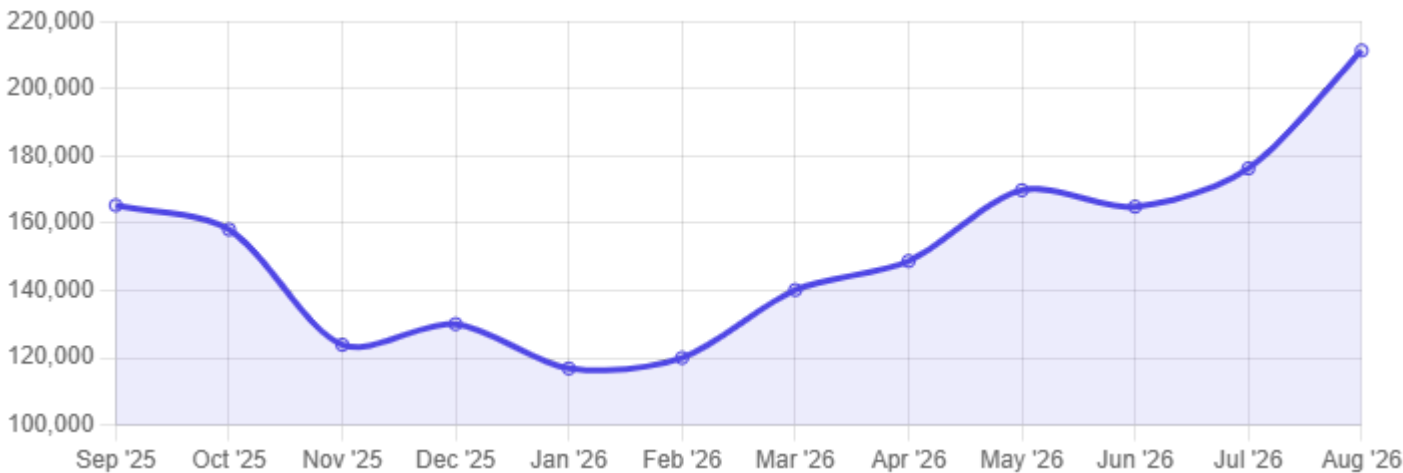
Peak Day & Time

Saturday, 12 PM

Prev. Period: no change

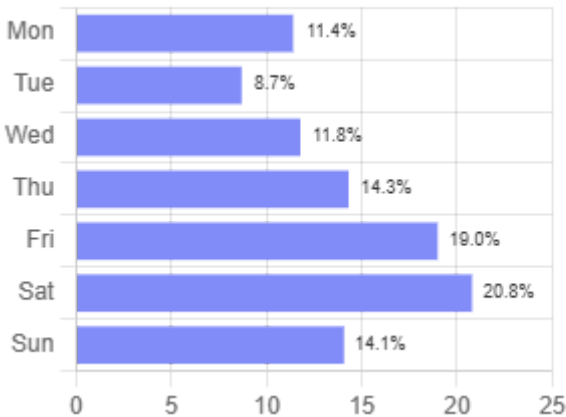
YoY: no change

Last 12 Months Visits

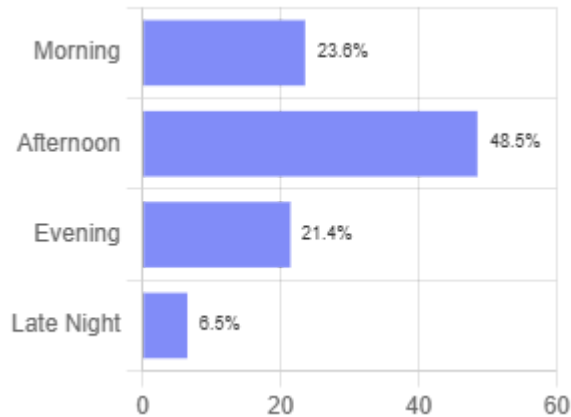


Visits Breakdowns

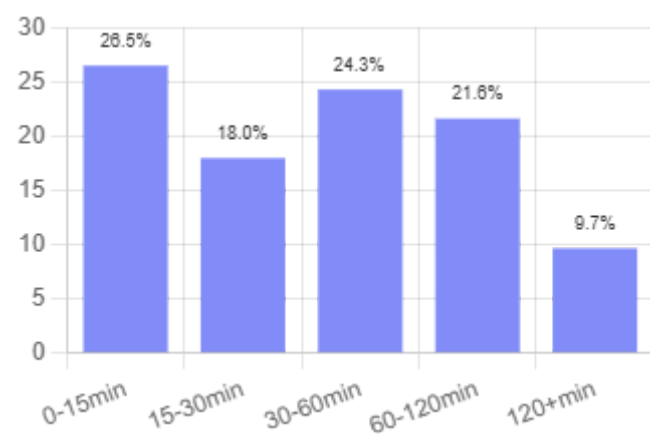
Visits by Day of Week



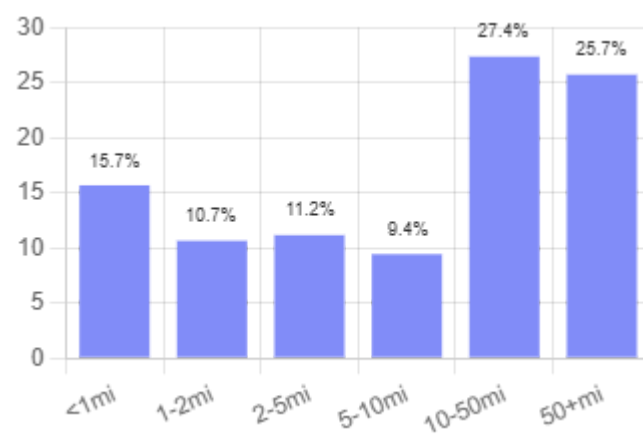
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

Custom Period: May 2025

Total Visits

131.1k

↑ +28.4% P1M

N/A YoY

Avg. Monthly Visitors

92,628

↑ +38.3% P1M

N/A YoY

Avg. Dwell Time

41.0 min

↓ -6.0m P1M

N/A YoY

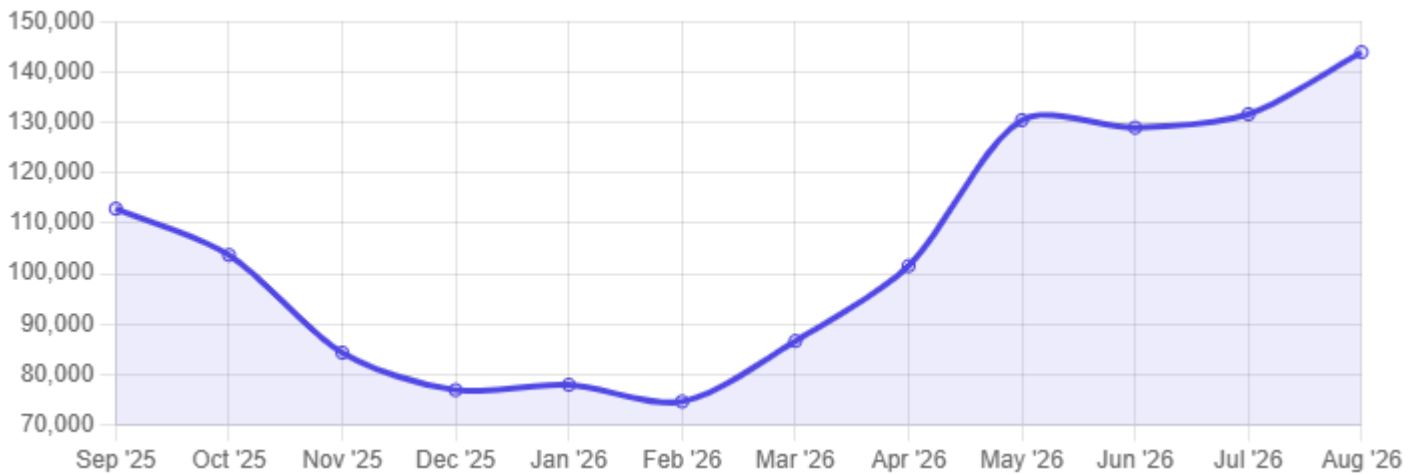
Peak Day & Time

Saturday, 12 PM

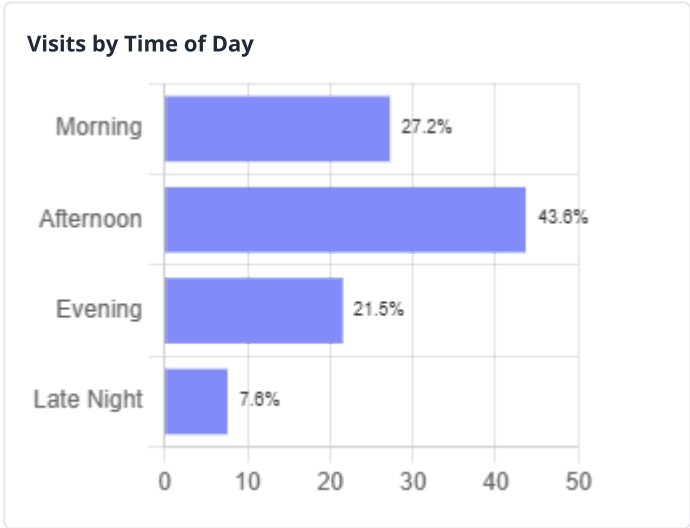
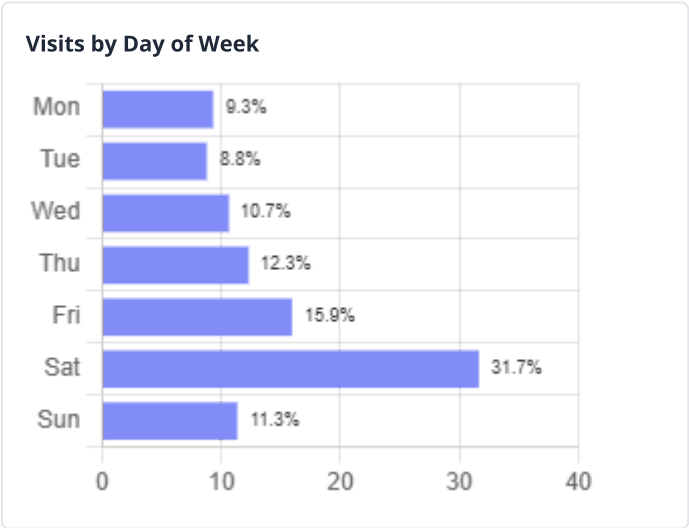
Prev. Period: no change

YoY: no change

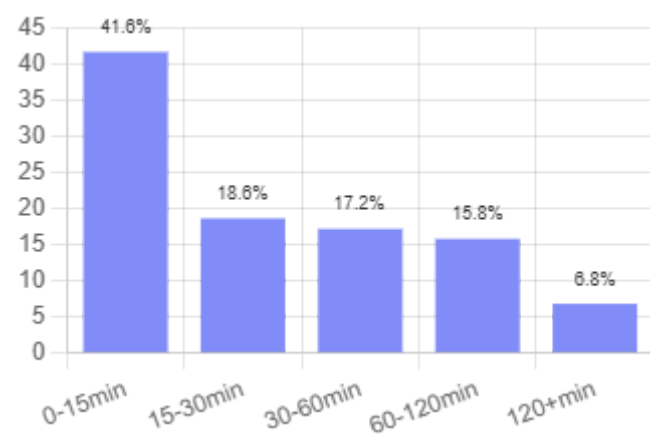
Last 12 Months Visits



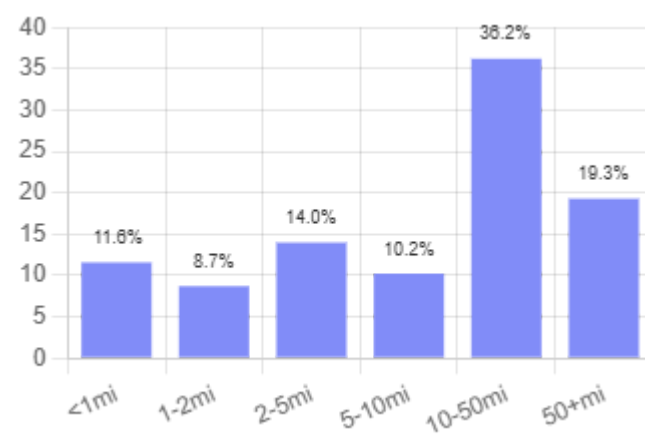
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: May 2025

Total Visits

53,908

↑ +9.9% P1M

N/A YoY

Avg. Monthly Visitors

41,978

↑ +16.0% P1M

N/A YoY

Avg. Dwell Time

2h16

↓ -26.0m P1M

N/A YoY

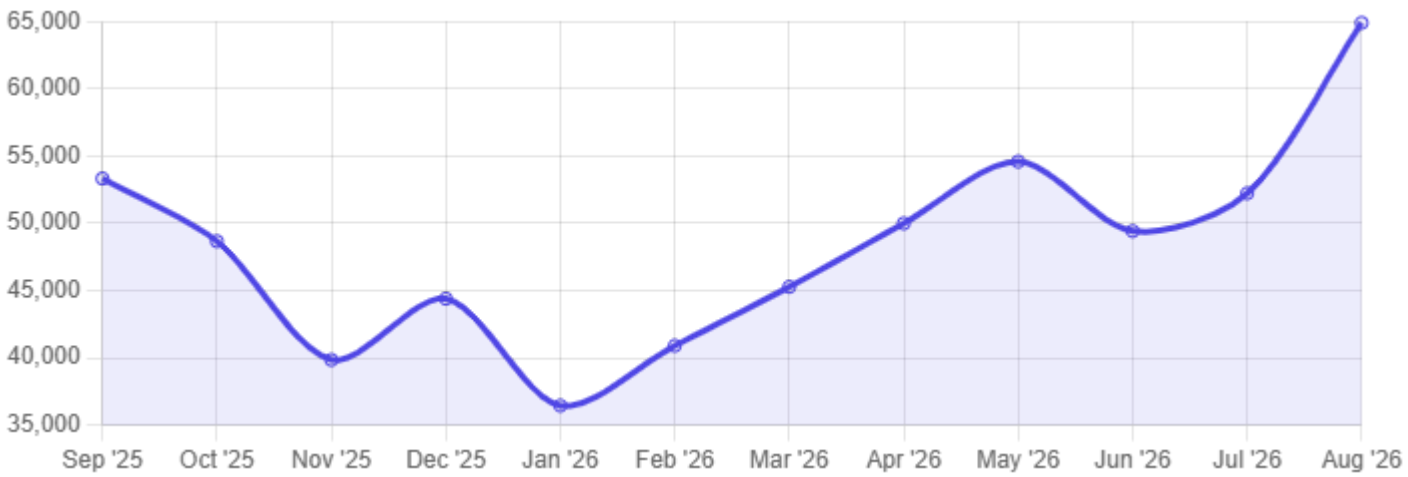
Peak Day & Time

Friday, 8 PM

Prev. Period: Saturday, 10 PM

YoY: no change

Last 12 Months Visits



Visits Breakdowns

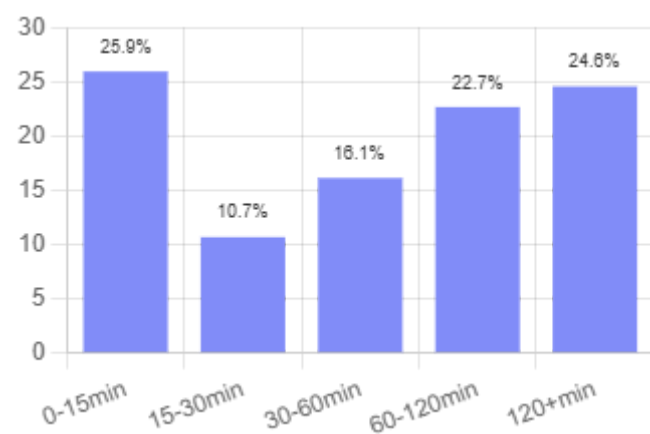
Visits by Day of Week

Mon	9.7%
Tue	9.5%
Wed	10.7%
Thu	16.5%
Fri	21.8%
Sat	19.3%
Sun	12.5%

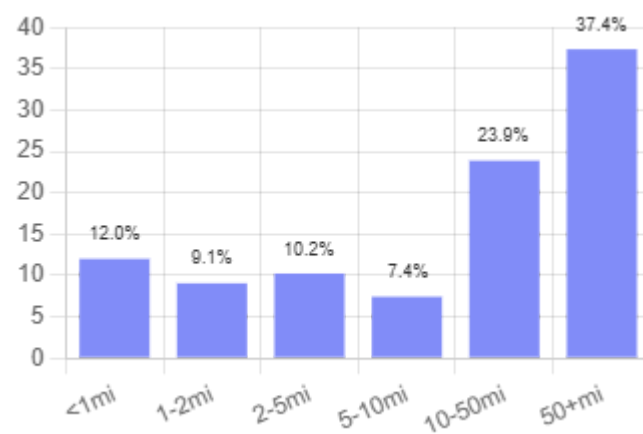
Visits by Time of Day

Morning	17.5%
Afternoon	22.3%
Evening	24.6%
Late Night	35.6%

Visits by Dwell Time



Visitor Home Distance



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