

Report

Custom Period: May 2026

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **2,081,906 total visits** (↑ 25.3% period-over-period)
- Average location performance: **346,984 visits** with **90.2 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 (857,914 visits), West End (458,231 visits), Pearl Street Mall (410,914 visits)
- **Bottom 3 Locations:** Downtown Core (North) (54,587 visits), Downtown Core (South) (130,432 visits), East End (169,828 visits)

Notable Changes

- **Biggest Gainer:** Downtown Boulder with +41.0% increase period-over-period

Visitor Insights

- **38.6%** 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 at <https://analytics.placer.ai/academy/>

Overview

Location	Visits	P1M	YoY	Avg. Monthly Visitors	Avg. Dwell Time	Peak Day	Peak Hour
Downtown Boulder	857.9k	+41.0%	+0.3%	429.1k	1h42	Saturday	7 PM
West End	458.2k	+12.2%	-0.6%	246.8k	1h39	Saturday	7 PM
Pearl Street Mall	410.9k	+19.2%	-1.9%	254.1k	1h21	Saturday	7 PM
East End	169.8k	+14.2%	-2.7%	121.7k	53.5 min	Saturday	1 PM
Downtown Core (South)	130.4k	+28.4%	-0.5%	93,939	42.7 min	Saturday	12 PM
Downtown Core (North)	54,587	+9.2%	+1.3%	41,174	2h13	Saturday	10 PM

Downtown Boulder

Custom Period: May 2026

Total Visits

857.9k

↑ +41.0% P1M

↑ +0.3% YoY

Avg. Monthly Visitors

429.1k

↑ +41.5% P1M

↑ +4.0% YoY

Avg. Dwell Time

1h42

↓ -2.9m P1M

↓ -2.6m YoY

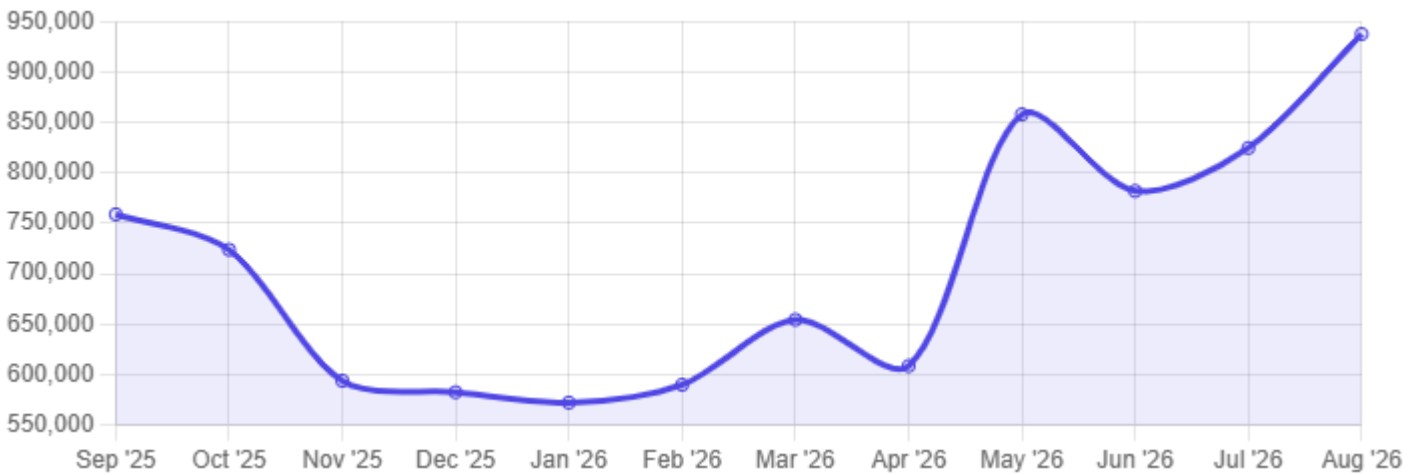
Peak Day & Time

Saturday, 7 PM

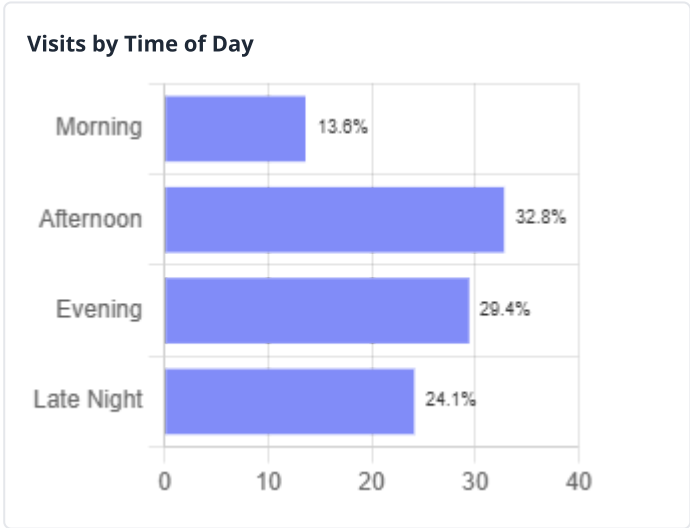
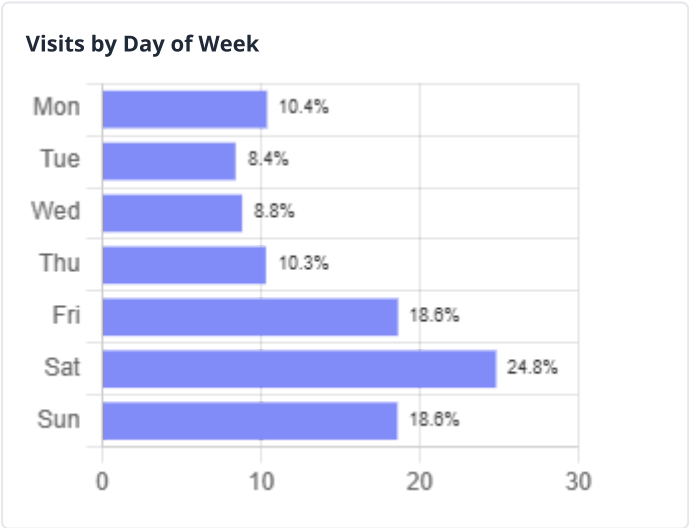
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YoY: no change

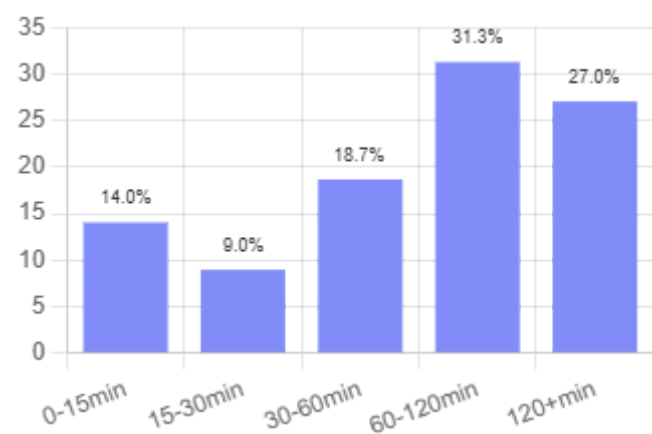
Last 12 Months Visits



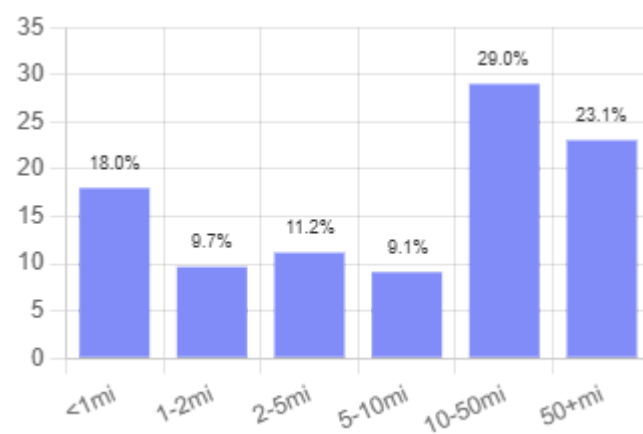
Visits Breakdowns



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: May 2026

Total Visits

458.2k

↑ +12.2% P1M

↓ -0.6% YoY

Avg. Monthly Visitors

246.8k

↑ +17.2% P1M

↓ -0.5% YoY

Avg. Dwell Time

1h39

↓ -5.1m P1M

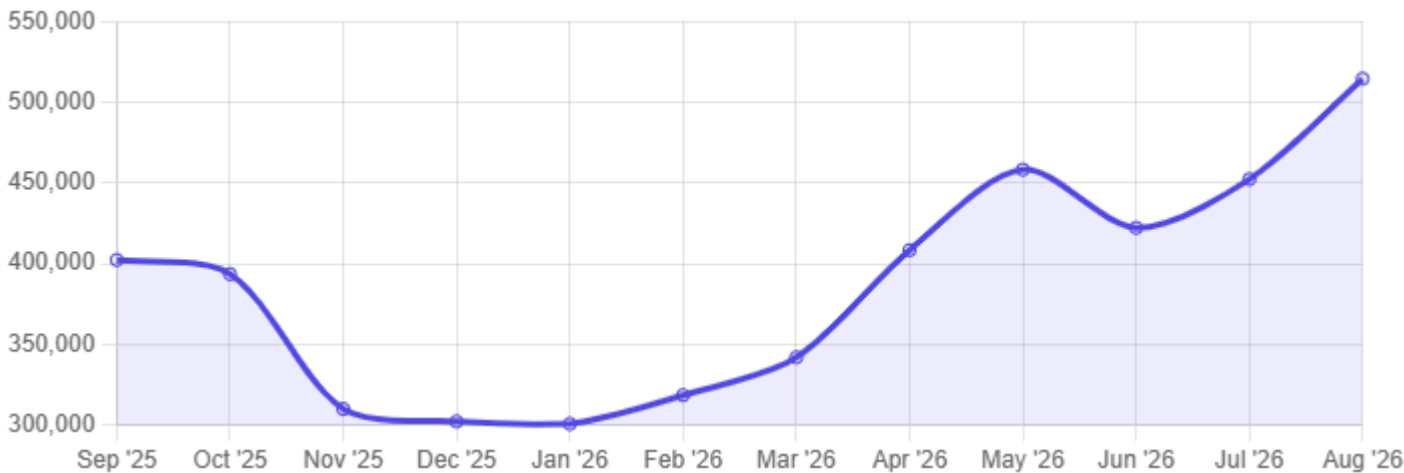
↓ -3.6m YoY

Peak Day & Time

Saturday, 7 PM

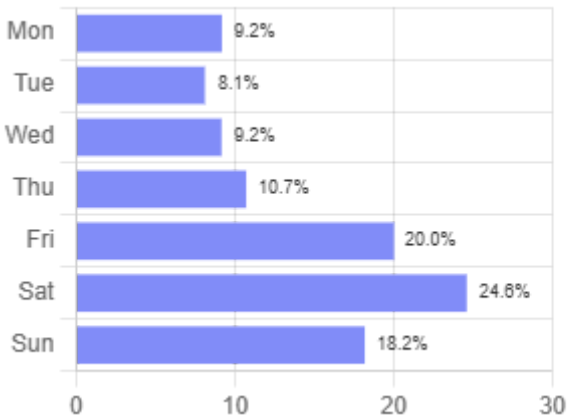
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YoY: no change

Last 12 Months Visits

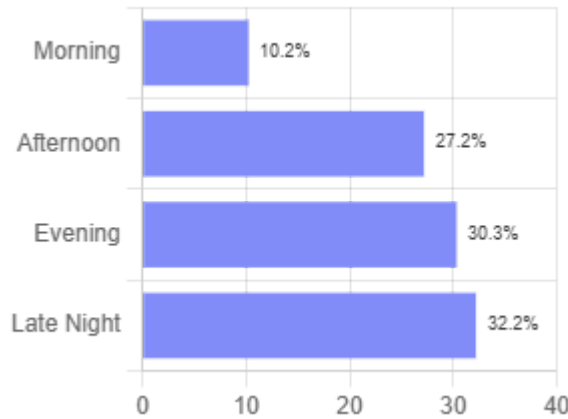


Visits Breakdowns

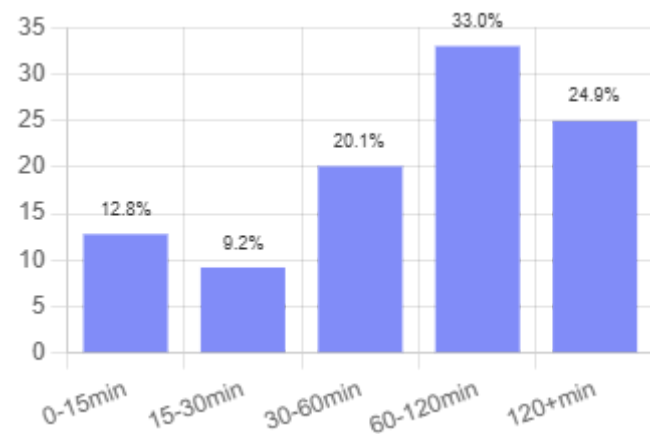
Visits by Day of Week



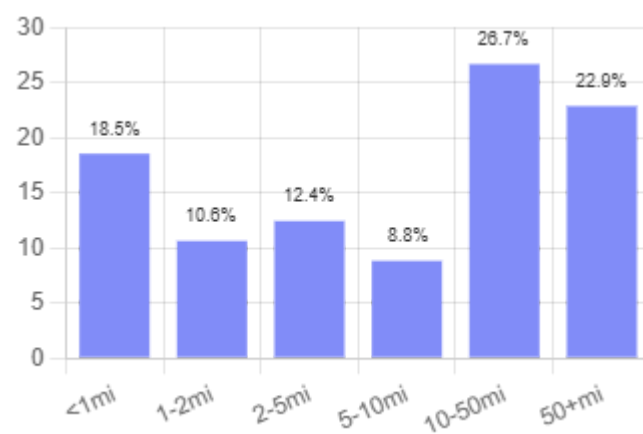
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: May 2026

Total Visits

410.9k

↑ +19.2% P1M

↓ -1.9% YoY

Avg. Monthly Visitors

254.1k

↑ +21.9% P1M

↓ -0.9% YoY

Avg. Dwell Time

1h21

↑ +1.7m P1M

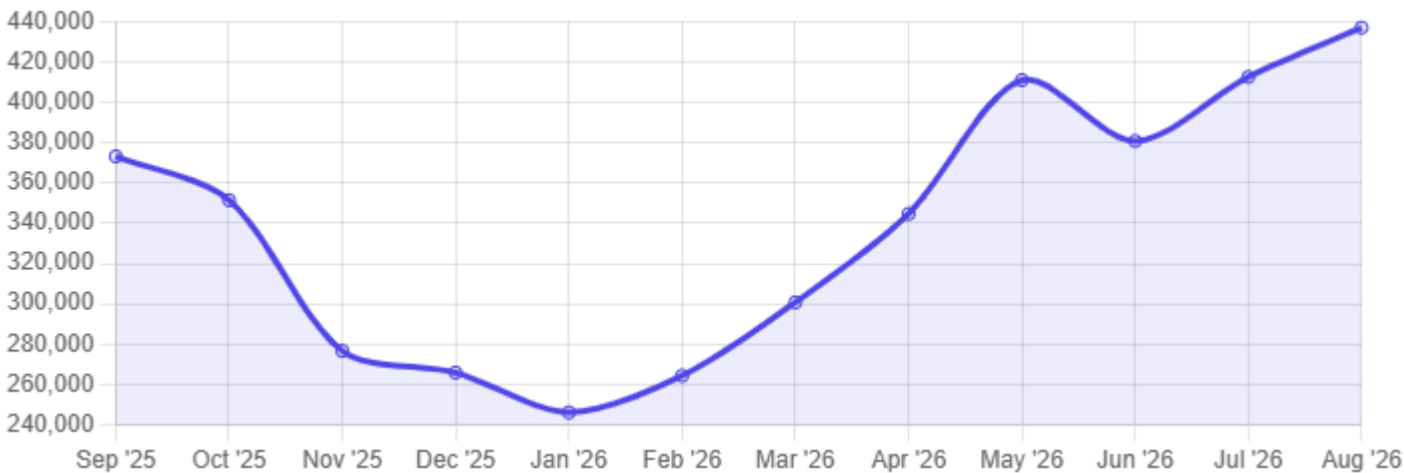
↑ +2.7m YoY

Peak Day & Time

Saturday, 7 PM

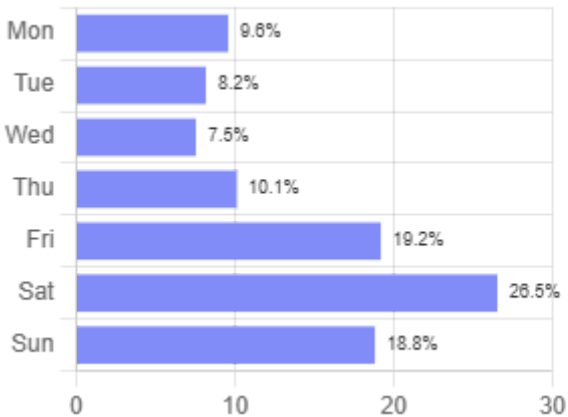
Prev. Period: no change
YoY: no change

Last 12 Months Visits

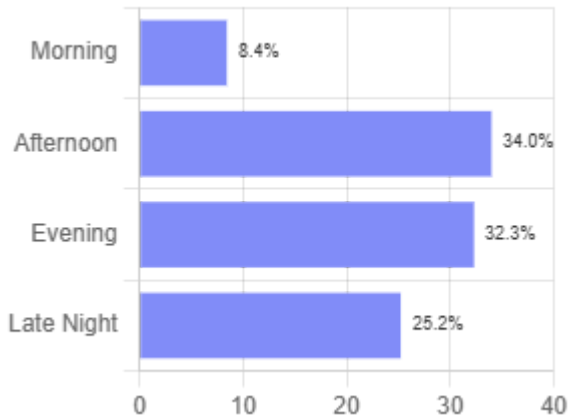


Visits Breakdowns

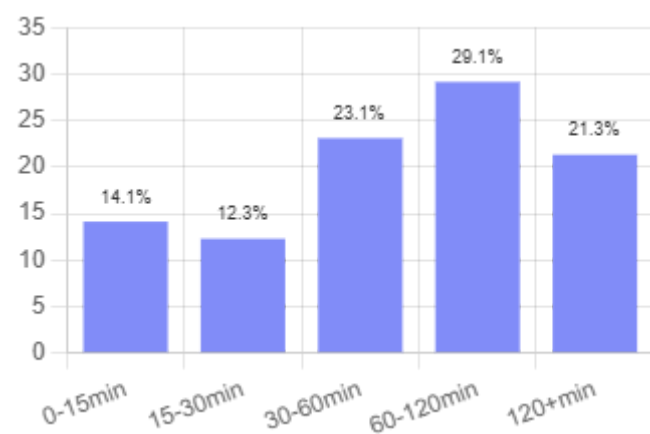
Visits by Day of Week



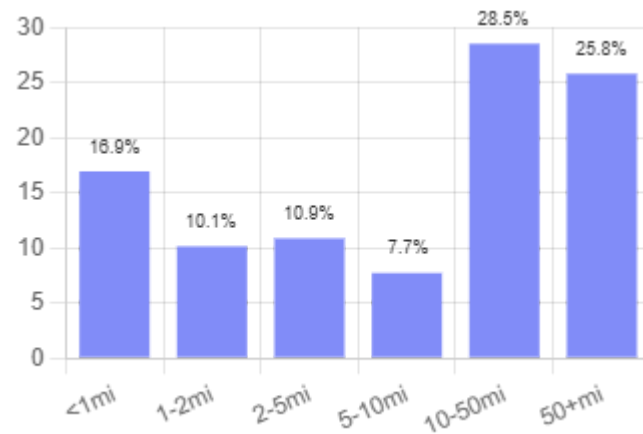
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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East End

Custom Period: May 2026

Total Visits

169.8k

↑ +14.2% P1M
↓ -2.7% YoY

Avg. Monthly Visitors

121.7k

↑ +17.8% P1M
↓ -0.0% YoY

Avg. Dwell Time

53.5 min

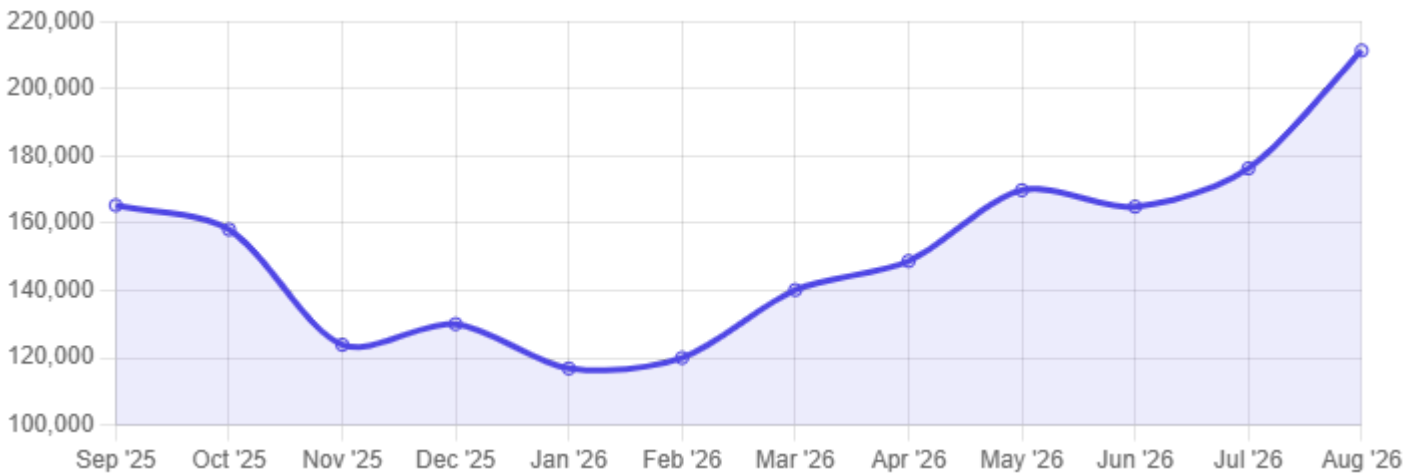
↓ -8.6m P1M
↓ -0.8m YoY

Peak Day & Time

Saturday, 1 PM

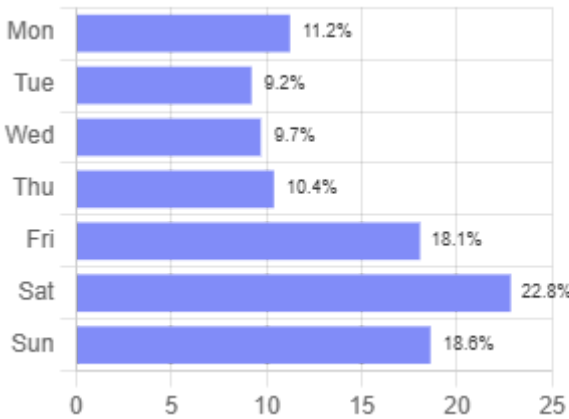
Prev. Period: no change
YoY: Saturday, 12 PM

Last 12 Months Visits

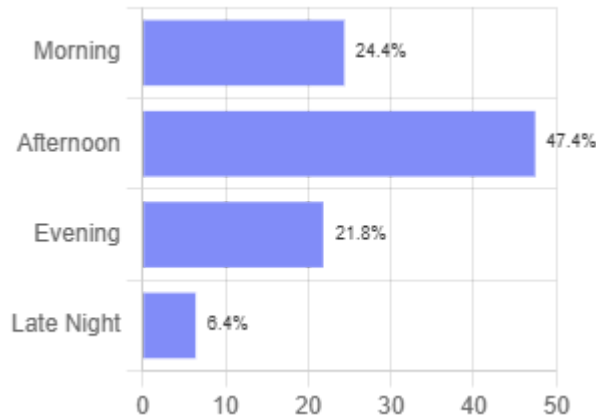


Visits Breakdowns

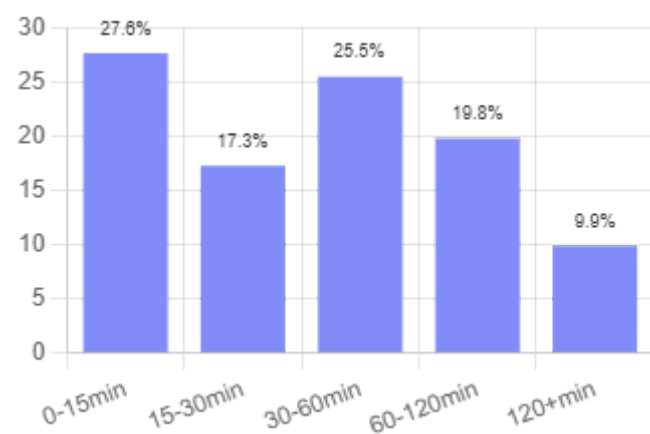
Visits by Day of Week



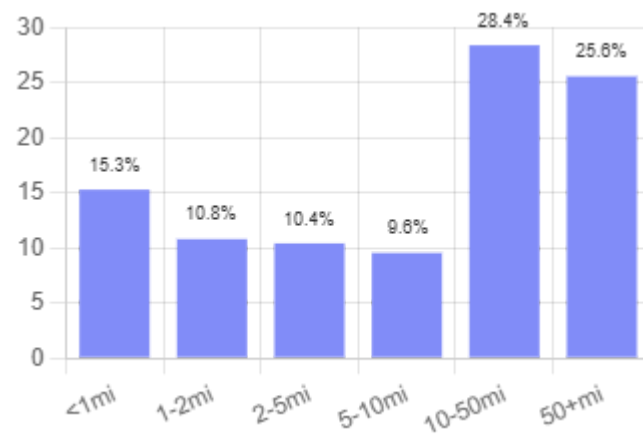
Visits by Time of Day



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

Custom Period: May 2026

Total Visits

130.4k

↑ +28.4% P1M

↓ -0.5% YoY

Avg. Monthly Visitors

93,939

↑ +37.2% P1M

↑ +1.4% YoY

Avg. Dwell Time

42.7 min

↓ -2.2m P1M

↑ +4.1m YoY

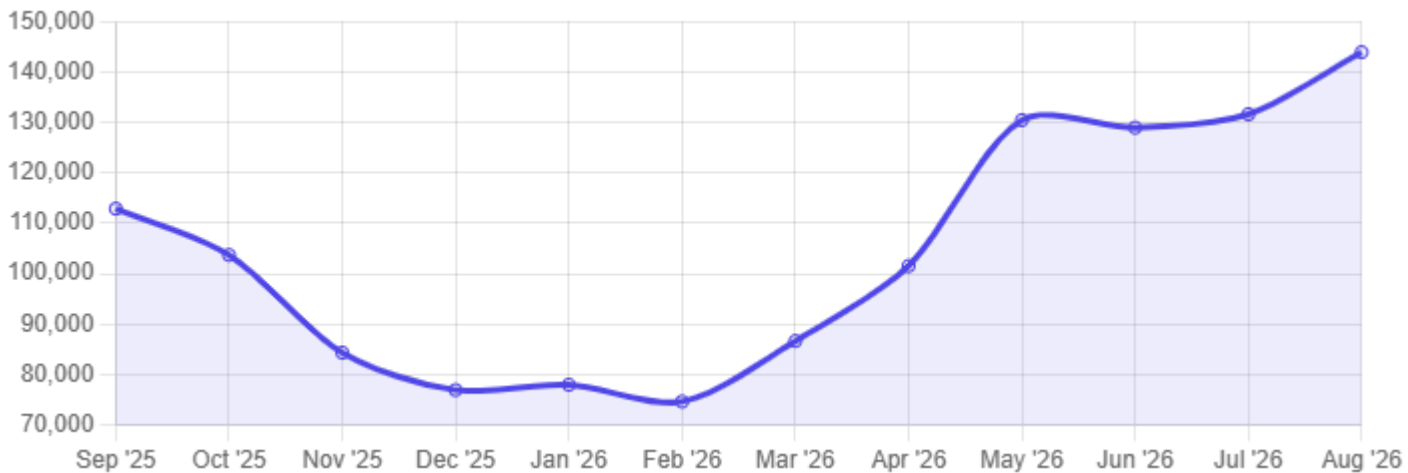
Peak Day & Time

Saturday, 12 PM

Prev. Period: no change

YoY: no change

Last 12 Months Visits



Visits Breakdowns

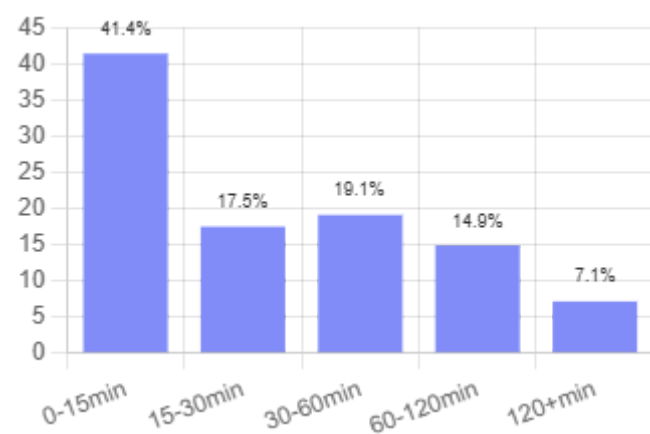
Visits by Day of Week

Mon	10.4%
Tue	8.5%
Wed	9.0%
Thu	8.8%
Fri	15.6%
Sat	32.0%
Sun	15.7%

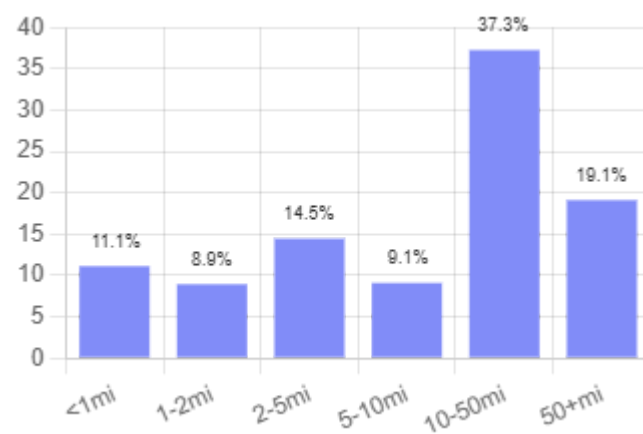
Visits by Time of Day

Morning	23.8%
Afternoon	42.7%
Evening	23.9%
Late Night	9.6%

Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: May 2026

Total Visits

54,587

↑ +9.2% P1M

↑ +1.3% YoY

Avg. Monthly Visitors

41,174

↑ +8.3% P1M

↓ -1.9% YoY

Avg. Dwell Time

2h13

↓ -14.1m P1M

↓ -2.4m YoY

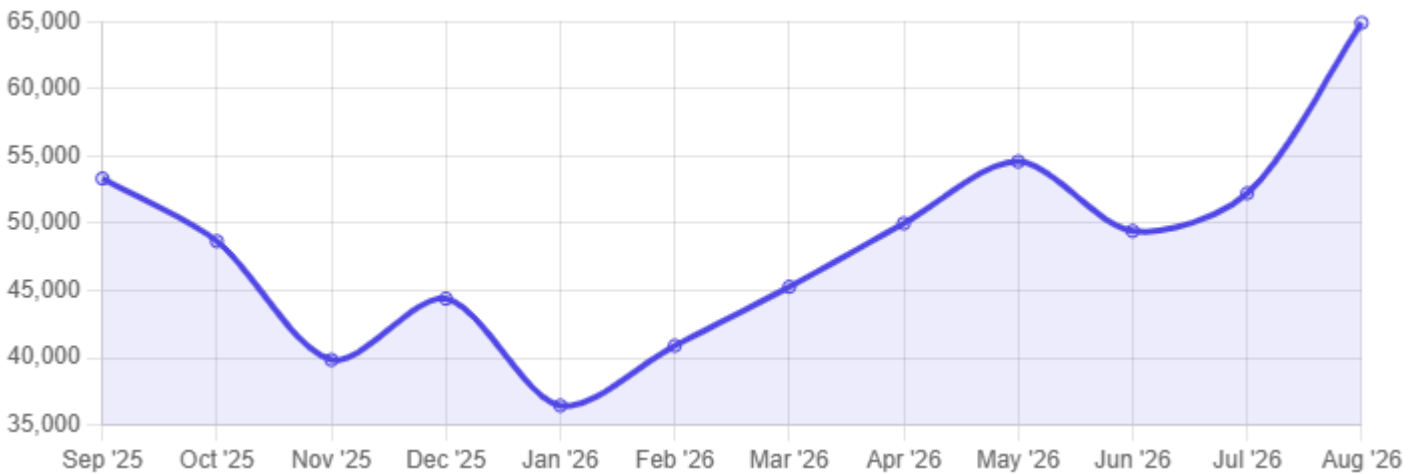
Peak Day & Time

Saturday, 10 PM

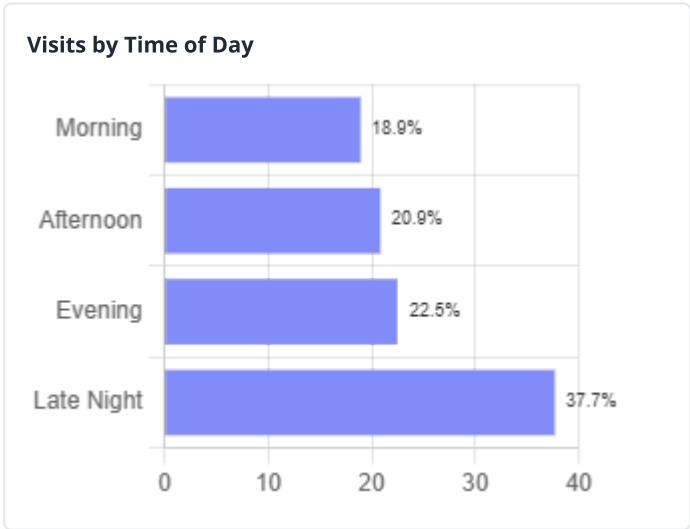
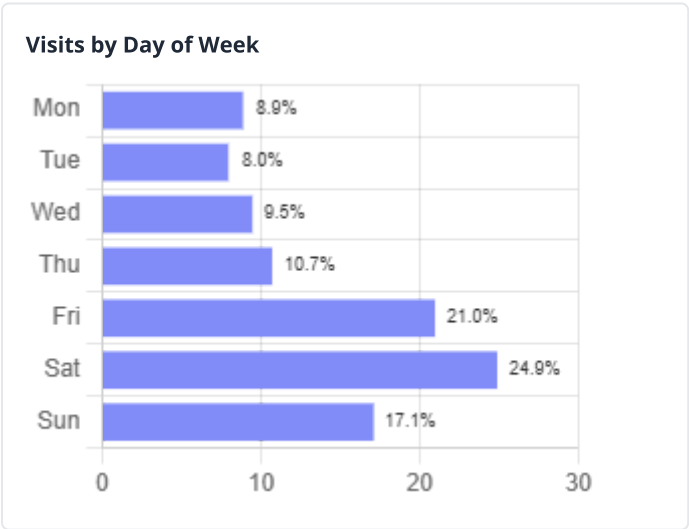
Prev. Period: Saturday, 7 PM

YoY: Friday, 8 PM

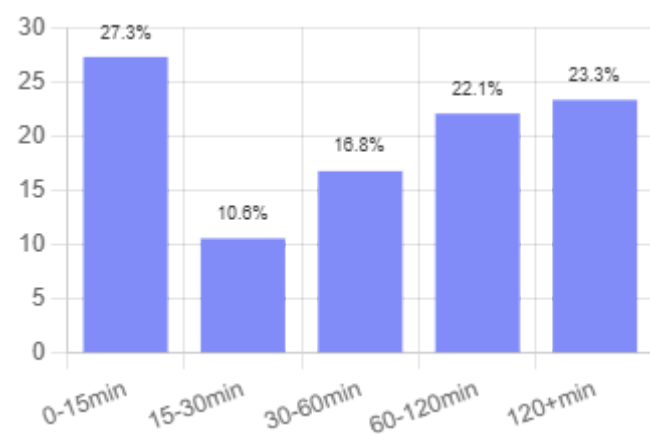
Last 12 Months Visits



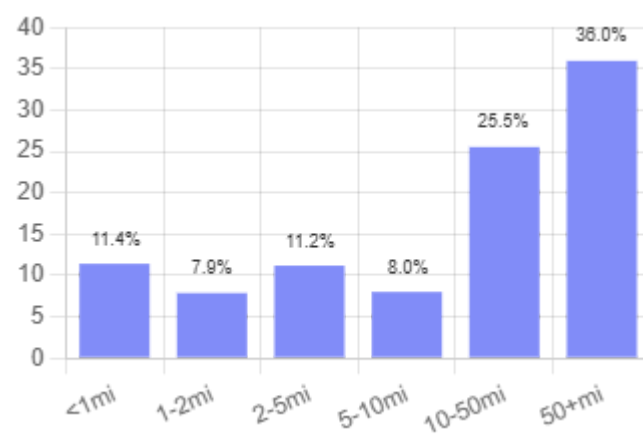
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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