

Report

Custom Period: September 2025

6 locations

Executive Summary

KEY INSIGHTS

Portfolio Performance

- **6 locations** generated **1,865,832 total visits** (↓ 17.5% period-over-period)
- Average location performance: **310,972 visits** with **91.2 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 (758,845 visits), West End (402,312 visits), Pearl Street Mall (373,148 visits)
- **Bottom 3 Locations:** Downtown Core (North) (53,322 visits), Downtown Core (South) (112,876 visits), East End (165,329 visits)

Notable Changes

- **Biggest Gainer:** Downtown Core (North) with +12.1% increase period-over-period
- **Largest Decline:** West End with -21.5% decrease period-over-period

Visitor Insights

- **35.0%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$113K**
- 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	758.8k	-16.7%	+10.9%	386.5k	1h44	Saturday	7 PM
West End	402.3k	-21.5%	+9.6%	228.0k	1h40	Friday	7 PM
Pearl Street Mall	373.1k	-16.3%	+7.8%	242.9k	1h18	Friday	7 PM
East End	165.3k	-16.2%	+4.3%	120.3k	53.7 min	Saturday	12 PM
Downtown Core (South)	112.9k	-16.3%	+3.6%	77,484	41.4 min	Saturday	12 PM
Downtown Core (North)	53,322	-12.1%	+12.9%	40,406	2h39	Friday	6 PM

Downtown Boulder

Custom Period: September 2025

Total Visits

758.8k

↓ -16.7% P1M

↑ +10.9% YoY

Avg. Monthly Visitors

386.5k

↓ -16.0% P1M

↑ +7.1% YoY

Avg. Dwell Time

1h44

↑ +2.9m P1M

↑ +0.6m YoY

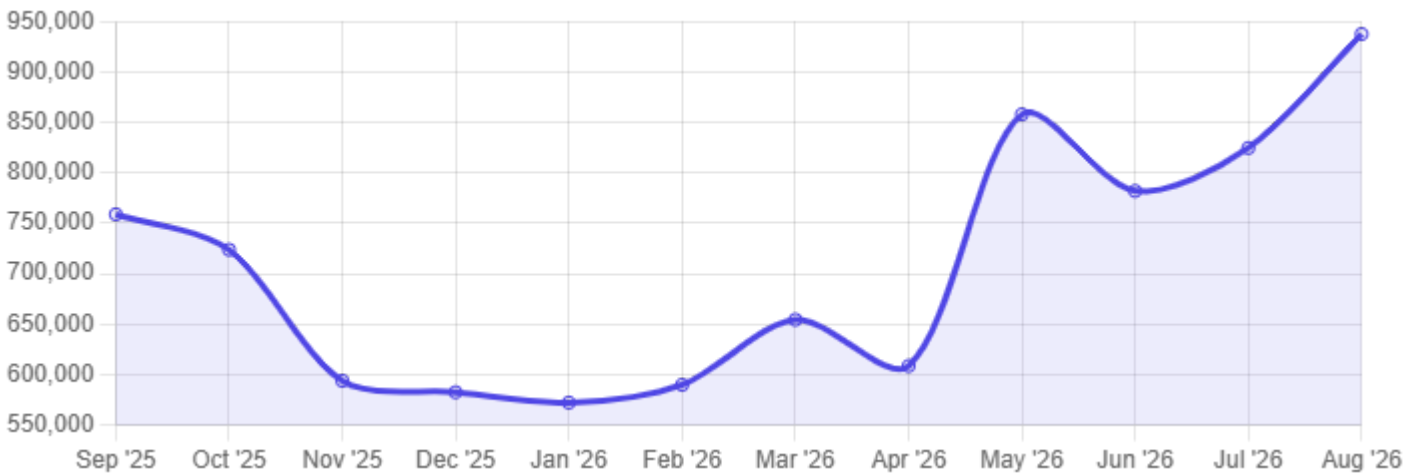
Peak Day & Time

Saturday, 7 PM

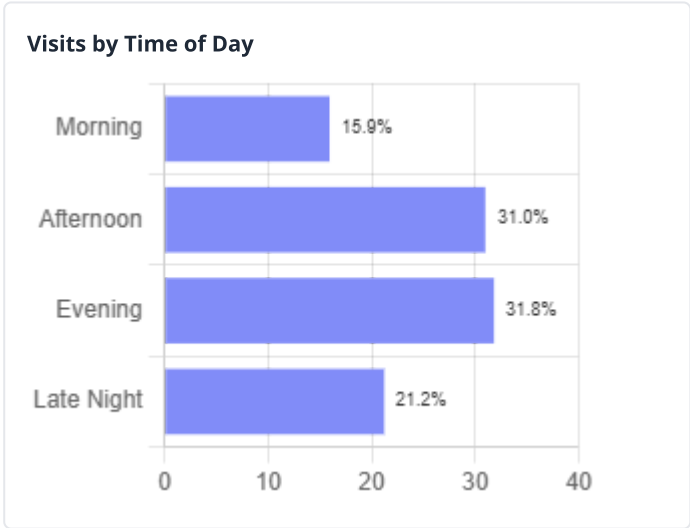
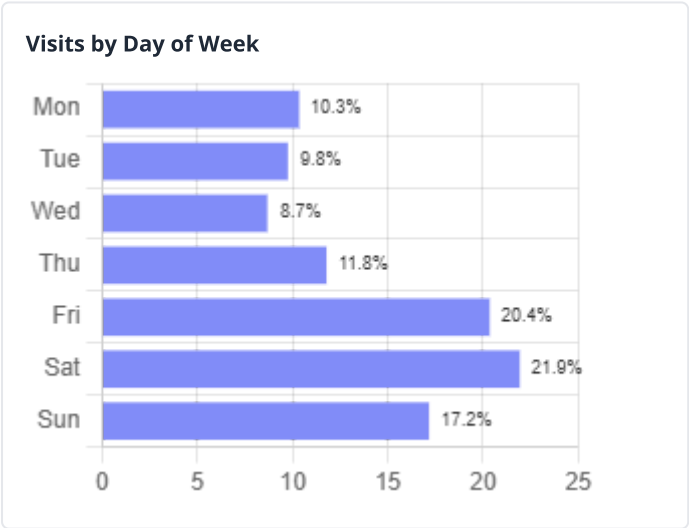
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YoY: no change

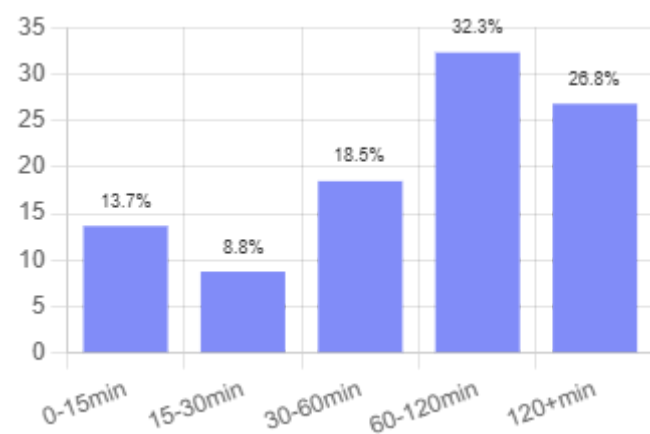
Last 12 Months Visits



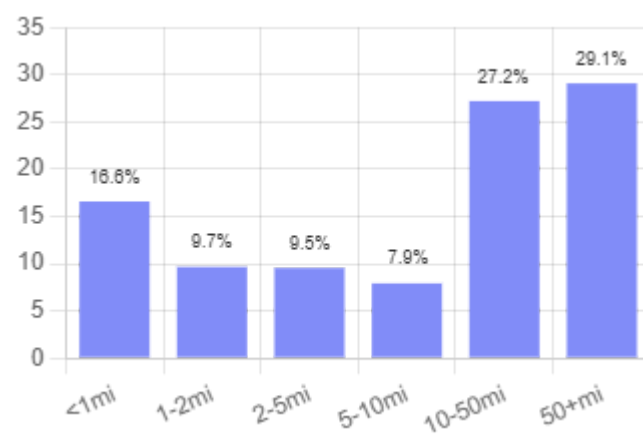
Visits Breakdowns



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: September 2025

Total Visits

402.3k

↓ -21.5% P1M

↑ +9.6% YoY

Avg. Monthly Visitors

228.0k

↓ -20.2% P1M

↑ +5.0% YoY

Avg. Dwell Time

1h40

↑ +3.3m P1M

↑ +0.4m YoY

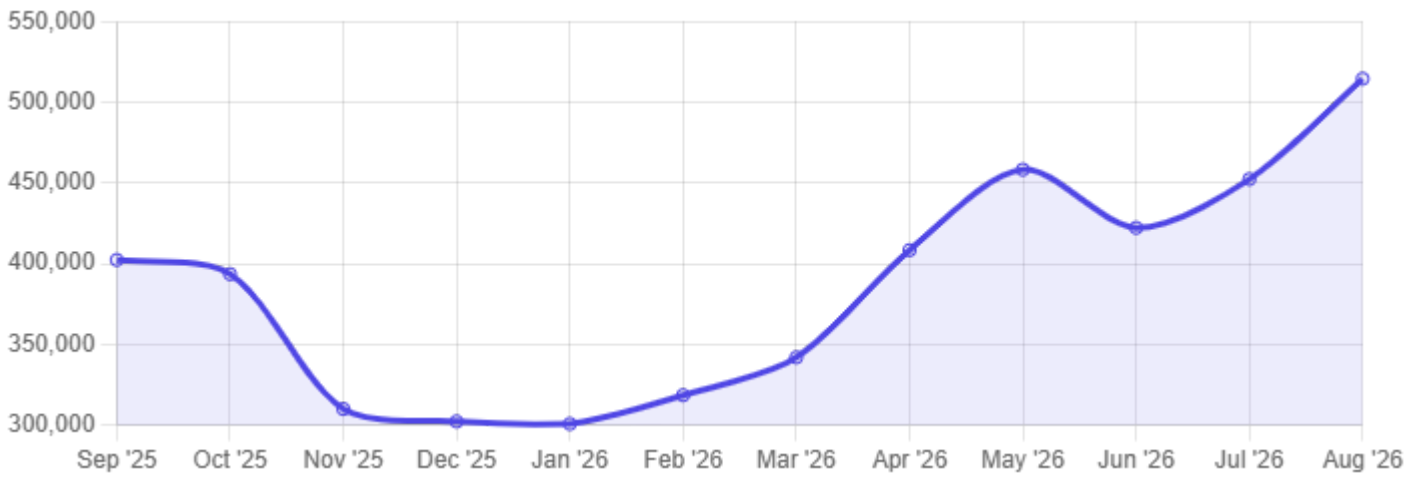
Peak Day & Time

Friday, 7 PM

Prev. Period: Saturday, 7 PM

YoY: Saturday, 7 PM

Last 12 Months Visits



Visits Breakdowns

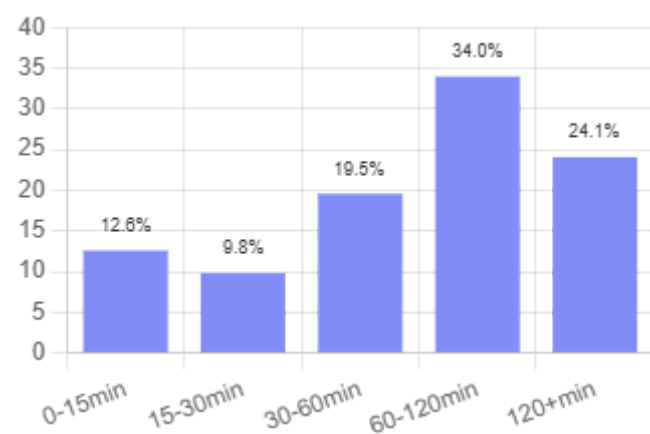
Visits by Day of Week

Mon	9.6%
Tue	9.2%
Wed	8.1%
Thu	12.4%
Fri	22.8%
Sat	21.7%
Sun	16.2%

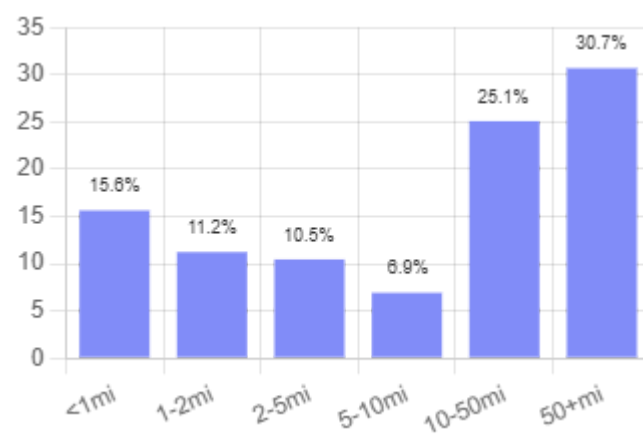
Visits by Time of Day

Morning	11.5%
Afternoon	27.2%
Evening	34.2%
Late Night	27.1%

Visits by Dwell Time



Visitor Home Distance



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Pearl Street Mall

Custom Period: September 2025

Total Visits

373.1k

↓ -16.3% P1M

↑ +7.8% YoY

Avg. Monthly Visitors

242.9k

↓ -16.0% P1M

↑ +6.0% YoY

Avg. Dwell Time

1h18

↑ +5.6m P1M

↓ -1.3m YoY

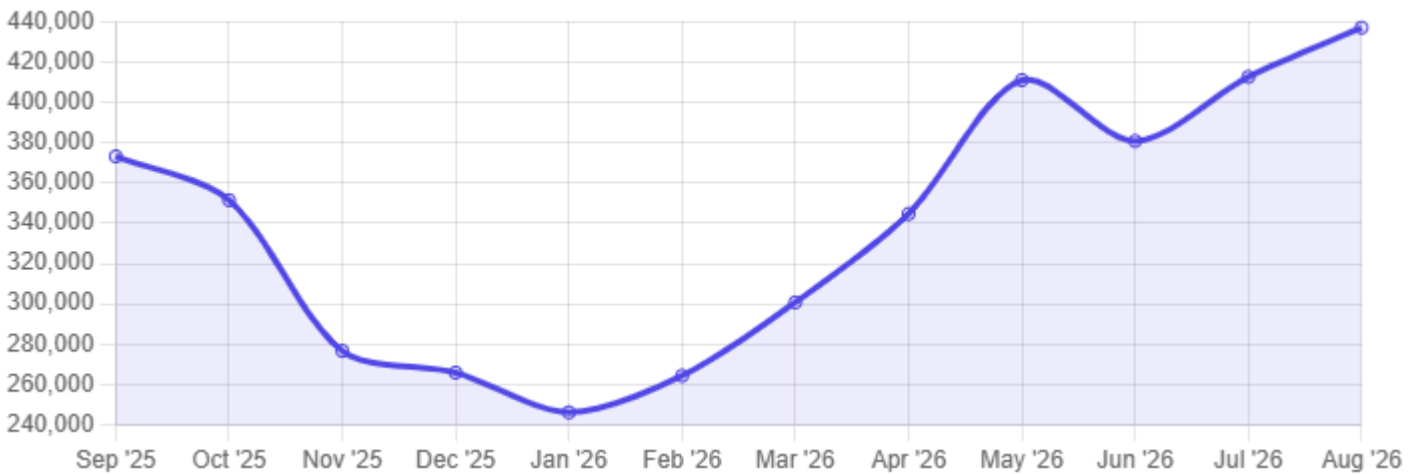
Peak Day & Time

Friday, 7 PM

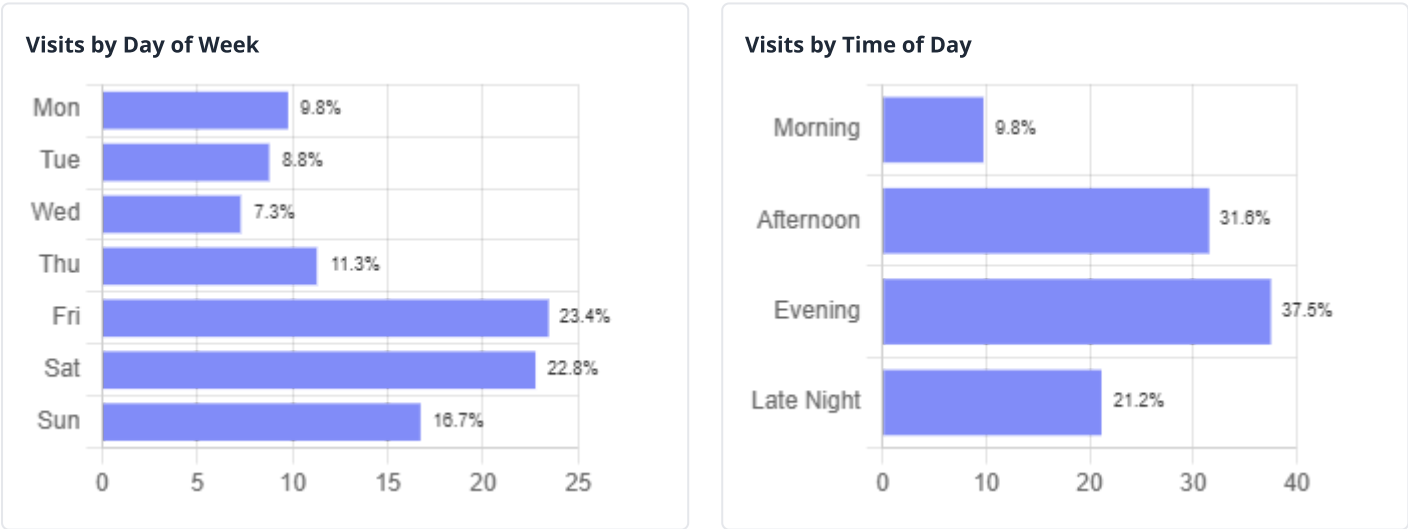
Prev. Period: Saturday, 7 PM

YoY: Saturday, 7 PM

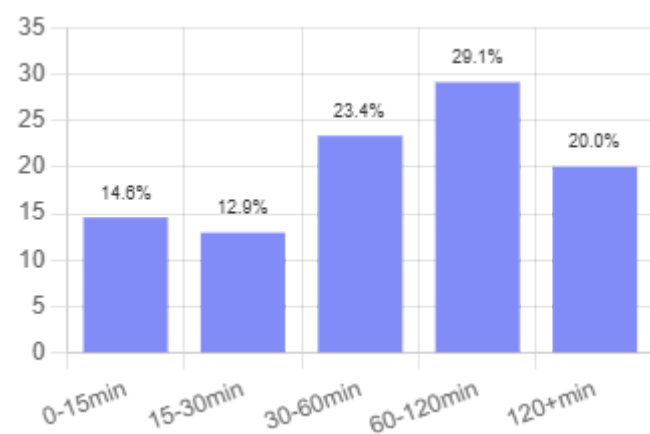
Last 12 Months Visits



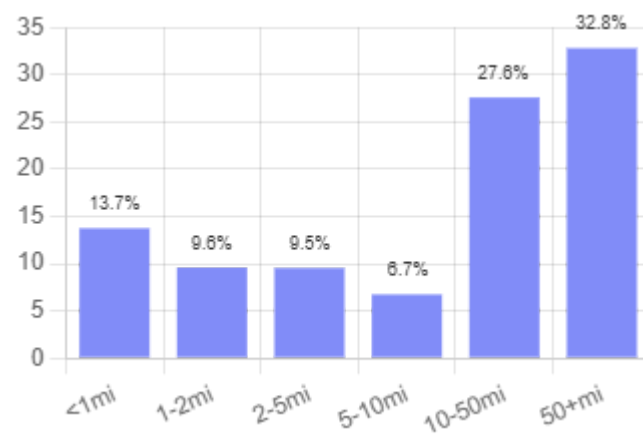
Visits Breakdowns



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

East End

Custom Period: September 2025

Total Visits

165.3k

↓ -16.2% P1M

↑ +4.3% YoY

Avg. Monthly Visitors

120.3k

↓ -15.5% P1M

↑ +7.1% YoY

Avg. Dwell Time

53.7 min

↑ +1.4m P1M

↑ +0.0m YoY

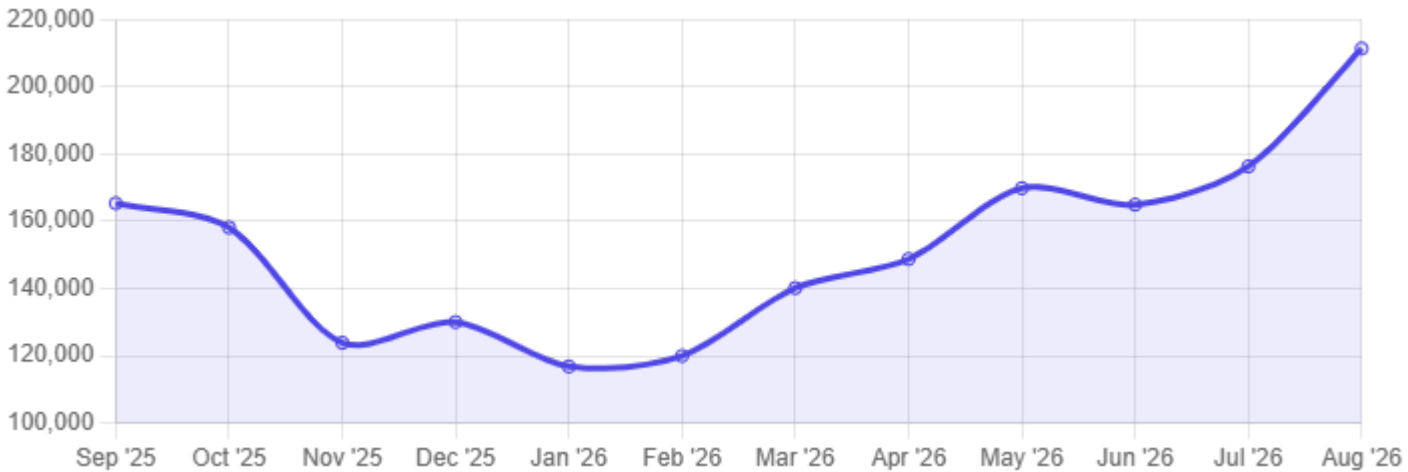
Peak Day & Time

Saturday, 12 PM

Prev. Period: Saturday, 1 PM

YoY: Sunday, 1 PM

Last 12 Months Visits



Visits Breakdowns

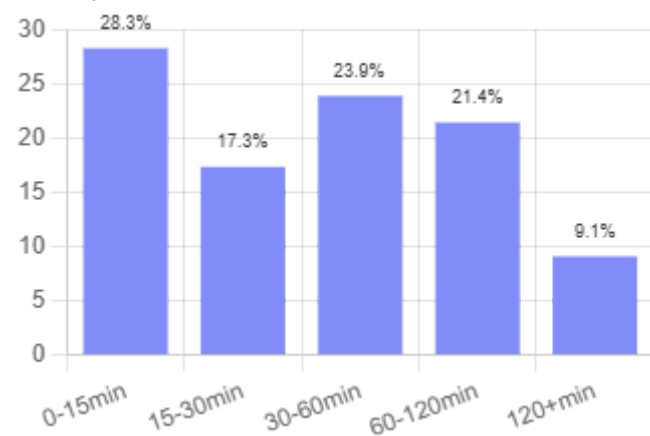
Visits by Day of Week

Mon	10.2%
Tue	9.7%
Wed	8.7%
Thu	10.1%
Fri	18.3%
Sat	21.7%
Sun	21.3%

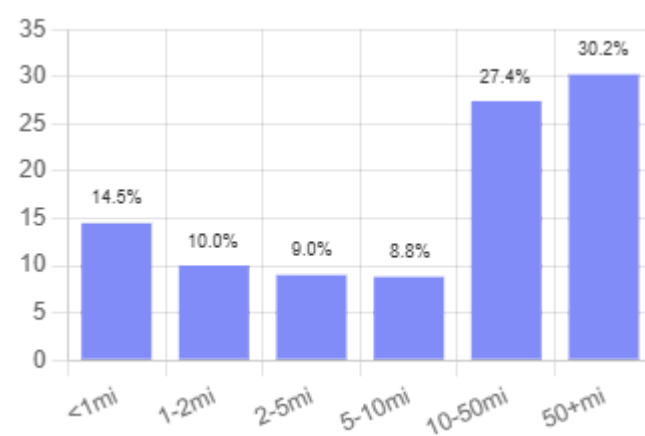
Visits by Time of Day

Morning	28.6%
Afternoon	42.6%
Evening	21.9%
Late Night	6.8%

Visits by Dwell Time



Visitor Home Distance



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Downtown Core (South)

Custom Period: September 2025

Total Visits

112.9k

↓ -16.3% P1M

↑ +3.6% YoY

Avg. Monthly Visitors

77,484

↓ -16.9% P1M

↑ +4.5% YoY

Avg. Dwell Time

41.4 min

↓ -5.9m P1M

↑ +5.5m YoY

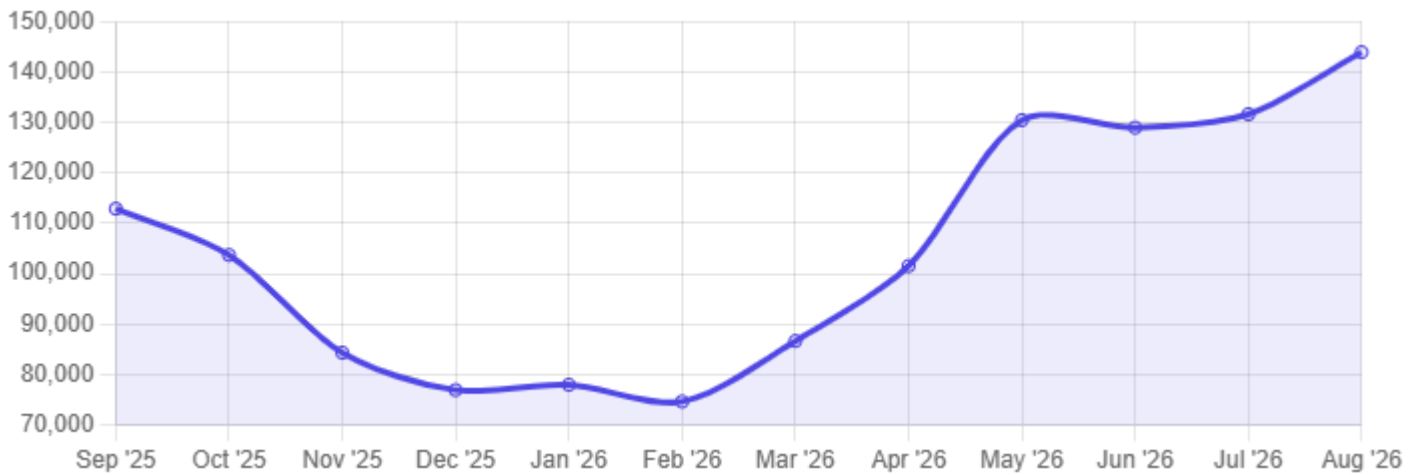
Peak Day & Time

Saturday, 12 PM

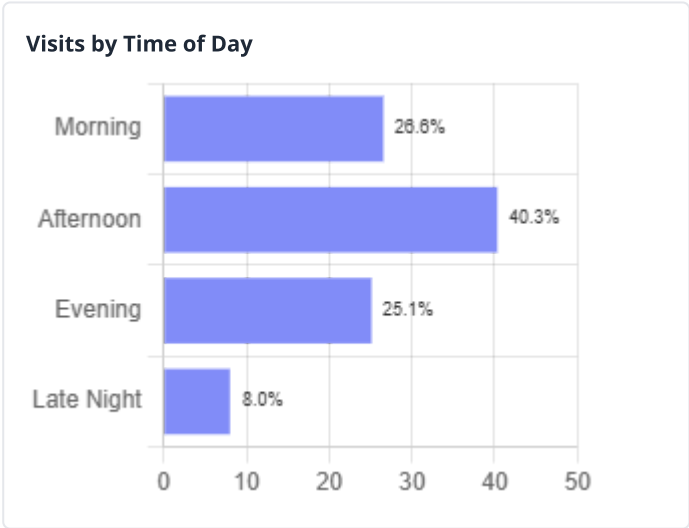
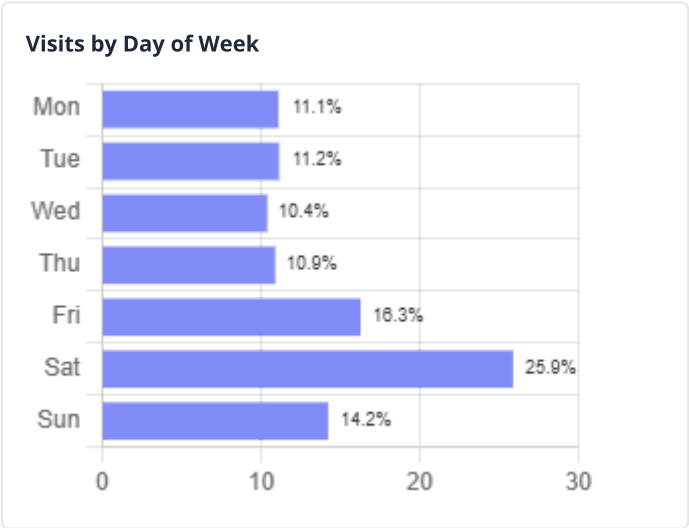
Prev. Period: no change

YoY: no change

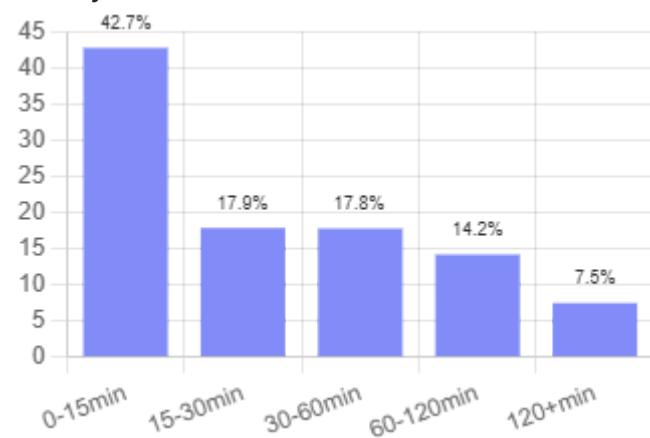
Last 12 Months Visits



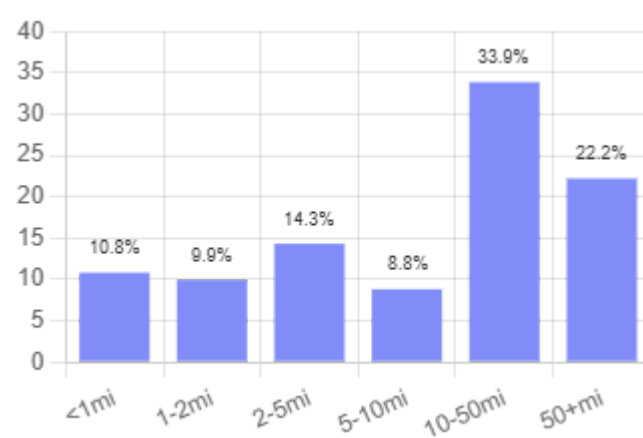
Visits Breakdowns



Visits by Dwell Time



Visitor Home Distance



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Downtown Core (North)

Custom Period: September 2025

Total Visits

53,322

↓ -12.1% P1M

↑ +12.9% YoY

Avg. Monthly Visitors

40,406

↓ -8.7% P1M

↑ +13.4% YoY

Avg. Dwell Time

2h39

↓ -13.0m P1M

↓ -4.0m YoY

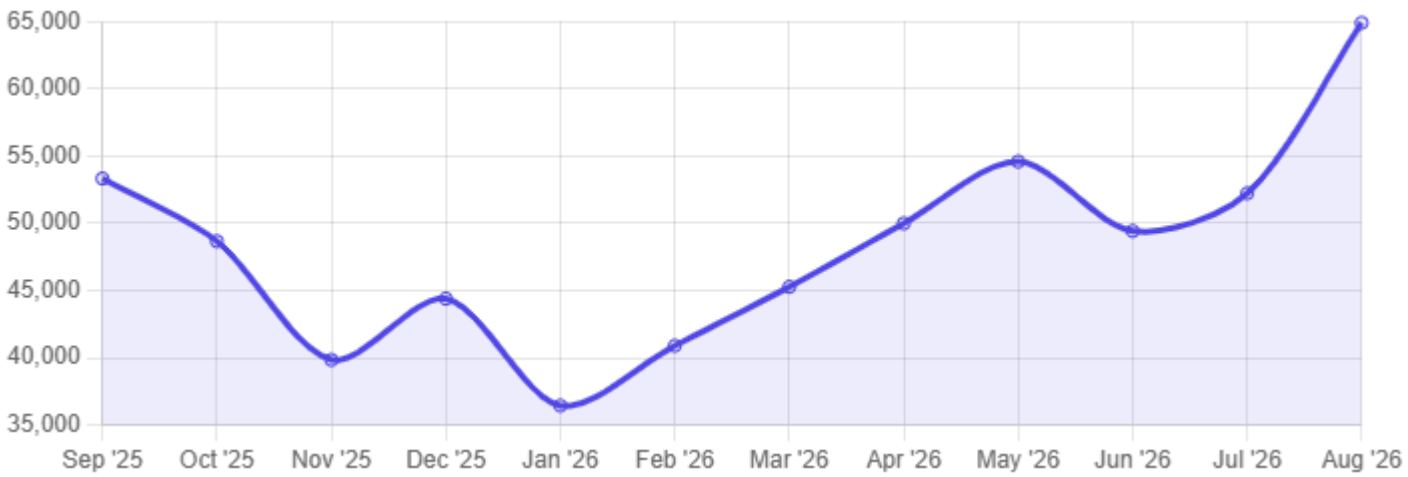
Peak Day & Time

Friday, 6 PM

Prev. Period: Saturday, 10 PM

YoY: Sunday, 7 PM

Last 12 Months Visits



Visits Breakdowns

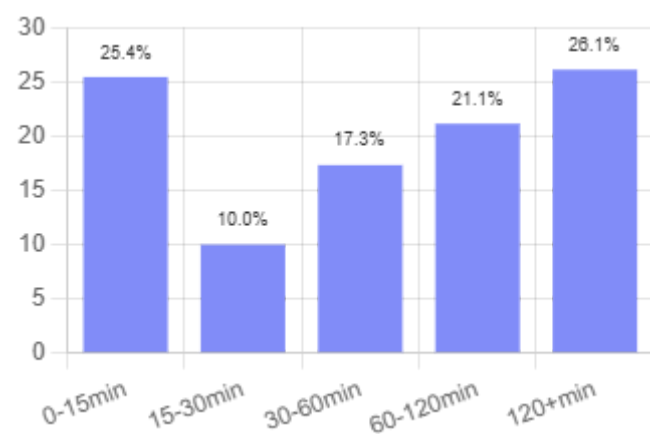
Visits by Day of Week

Mon	10.6%
Tue	9.8%
Wed	9.2%
Thu	12.7%
Fri	22.2%
Sat	20.9%
Sun	14.6%

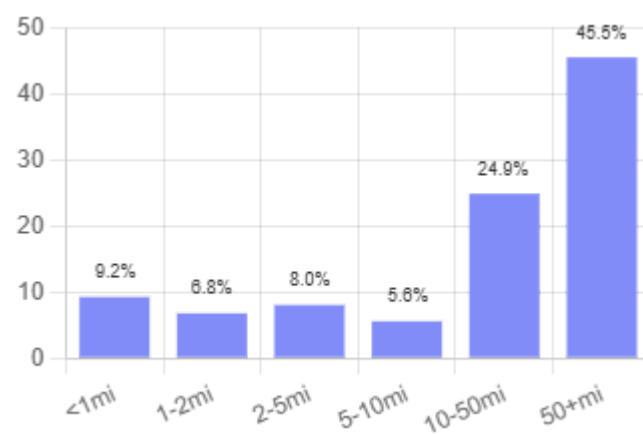
Visits by Time of Day

Morning	21.0%
Afternoon	20.1%
Evening	22.8%
Late Night	36.1%

Visits by Dwell Time



Visitor Home Distance



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