

APRIL 28, 2022

DOWNTOWN VISITATION ANALYSIS

1st Quarter 2022



PREPARED BY:

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Downtown Excelsior Partnership, Inc.

DATA PROVIDED BY:

Placer Labs, Inc
www.placer.ai

OVERVIEW

VISITS

84,450

VISITORS

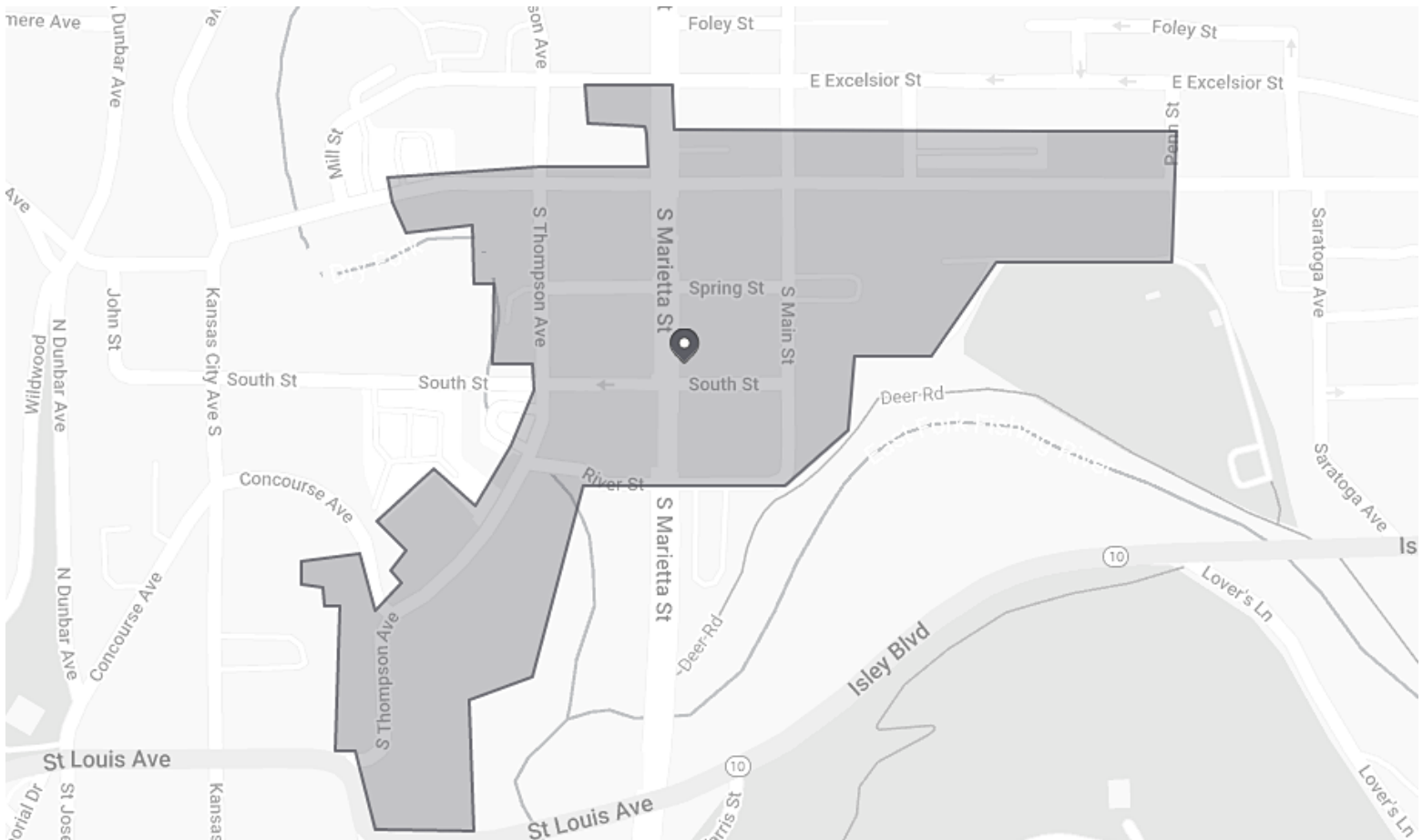
39,853

AVG. DWELL TIME

97 MINUTES

VISIT FREQUENCY

2.15





VISITS | JANUARY 1, 2022 - MARCH 31, 2022

VISITS TREND

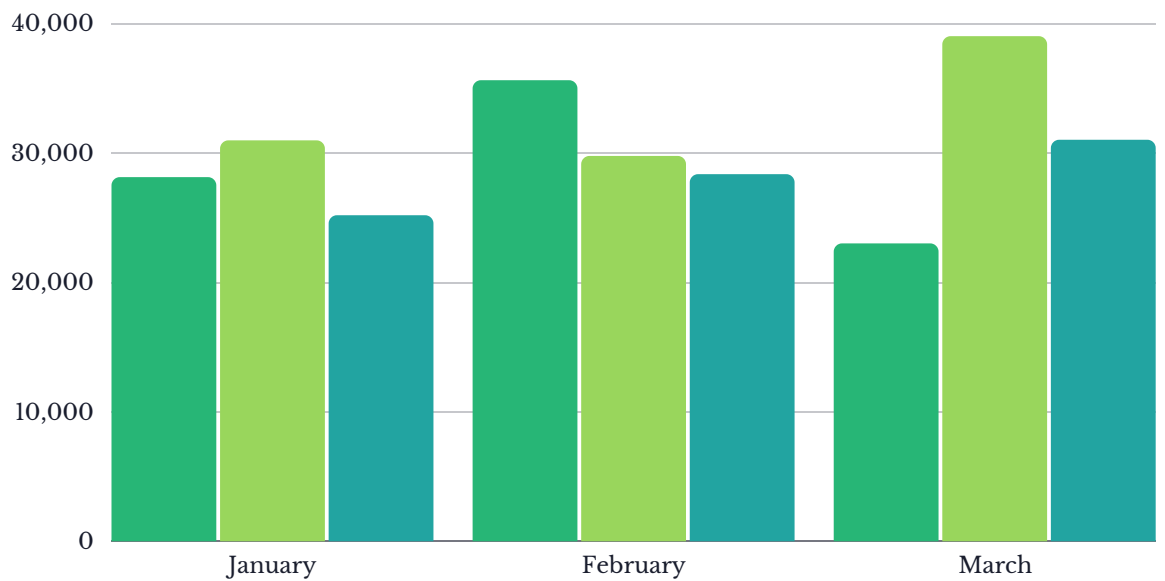
1st QUARTER MONTHLY VISITS

2020
 January
 28,085
 February
 35,571
 March
 22,985

2021
 January
 30,921
 February
 29,729
 March
 38,976

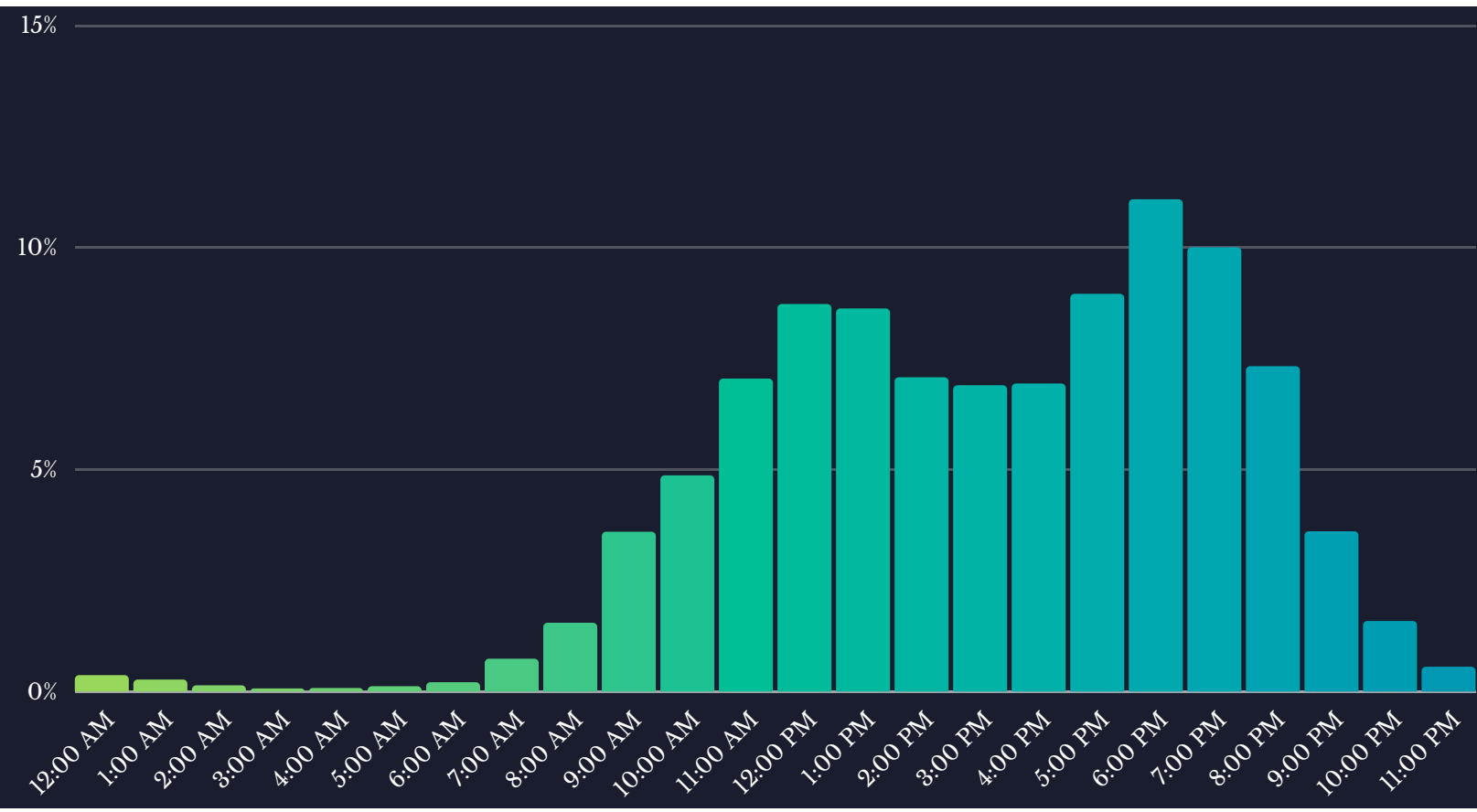
2022
 January
 25,146
 February
 28,322
 March
 30,982

■ 2020 ■ 2021 ■ 2022



DOWNTOWN HOURS OF VISITATION

VISITS | JANUARY 1, 2022 - MARCH 31, 2022



Data Takeaways

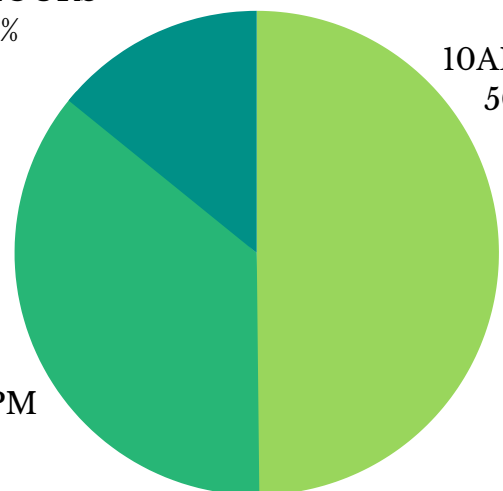
Between 10:00 AM and 8:00 PM there were 207,807 'visits' to Downtown Excelsior Springs (Average Dwell Time = 97 Minutes)

10:00 AM - 4:00 PM makes up 50.06% of Visits in Downtown

5:00 PM - 8:00 PM makes of 37.31% of Visits in Downtown

OTHER HOURS

12.63%



10AM - 4PM

50.06%

5PM - 8PM

37.31%

DAILY VISITS BY DAY OF THE WEEK

VISITS | JANUARY 1, 2022 - MARCH 31, 2022

2020

Monday - 7,879
Tuesday - 13,355
Wednesday - 10,064
Thursday - 11,830
Friday - 14,408
Saturday - 20,965
Sunday - 8,140

2021

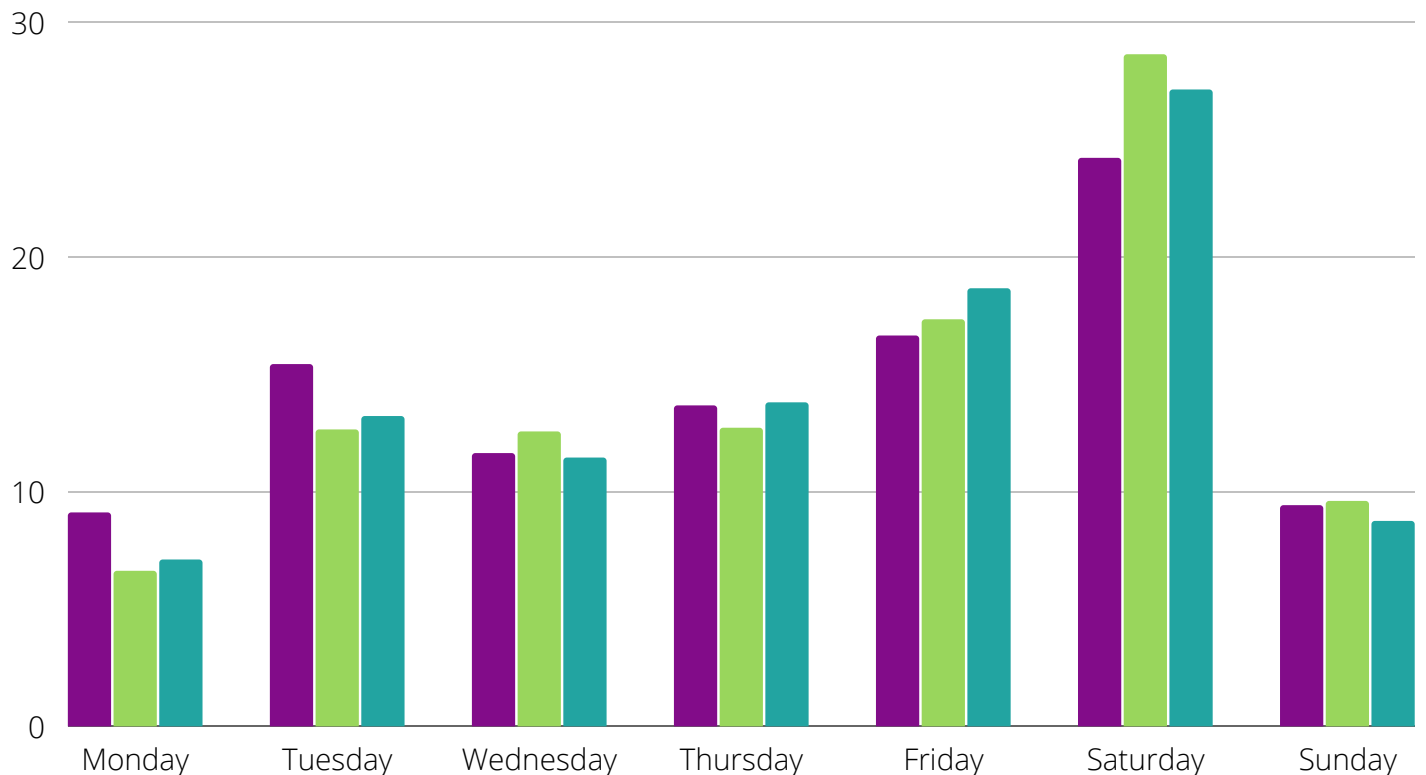
Monday - 6,583
Tuesday - 12,581
Wednesday - 12,498
Thursday - 12,657
Friday - 17,258
Saturday - 28,506
Sunday - 9,544

2022

Monday - 5,991
Tuesday - 11,151
Wednesday - 9,656
Thursday - 11,640
Friday - 15,742
Saturday - 22,896
Sunday - 7,373

Visits by Day

■ 2020 ■ 2021 ■ 2022

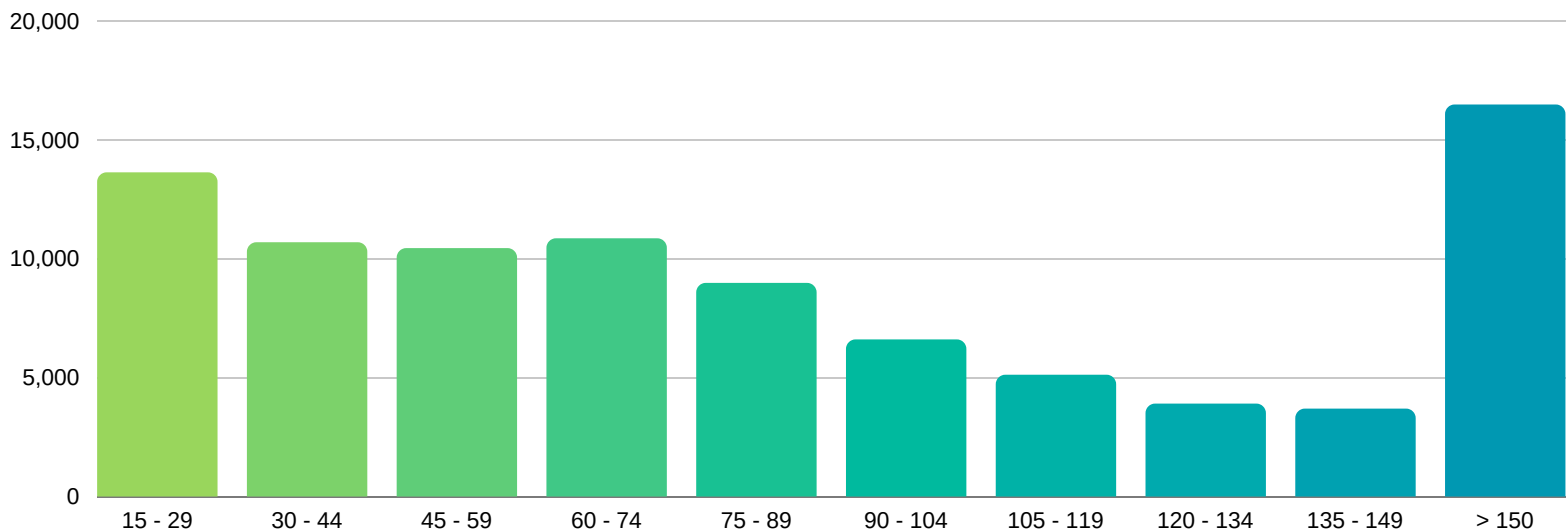


LENGTH OF VISIT STAY

Data Takeaways

15 - 29 Minutes	--- 15.10%
30 - 44 Minutes	--- 11.83%
45 - 59 Minutes	--- 11.56%
60 - 74 Minutes	--- 12.02%
75 - 89 Minutes	--- 9.93%
90 - 104 Minutes	--- 7.29%
105 - 119 Minutes	--- 5.64%
120 - 134 Minutes	--- 4.30%
135 - 149 Minutes	--- 4.06%
> 150 Minutes	--- 18.27%

VISITS | JANUARY 1, 2022 - MARCH 31, 2022



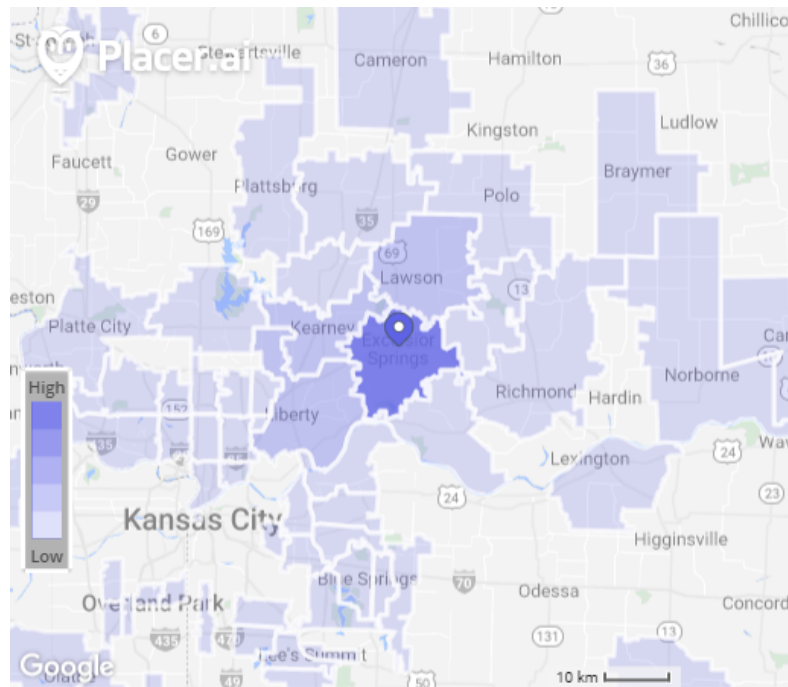
VISITOR DEMOGRAPHICS

ZIP CODE VISITATION % OF VISITORS

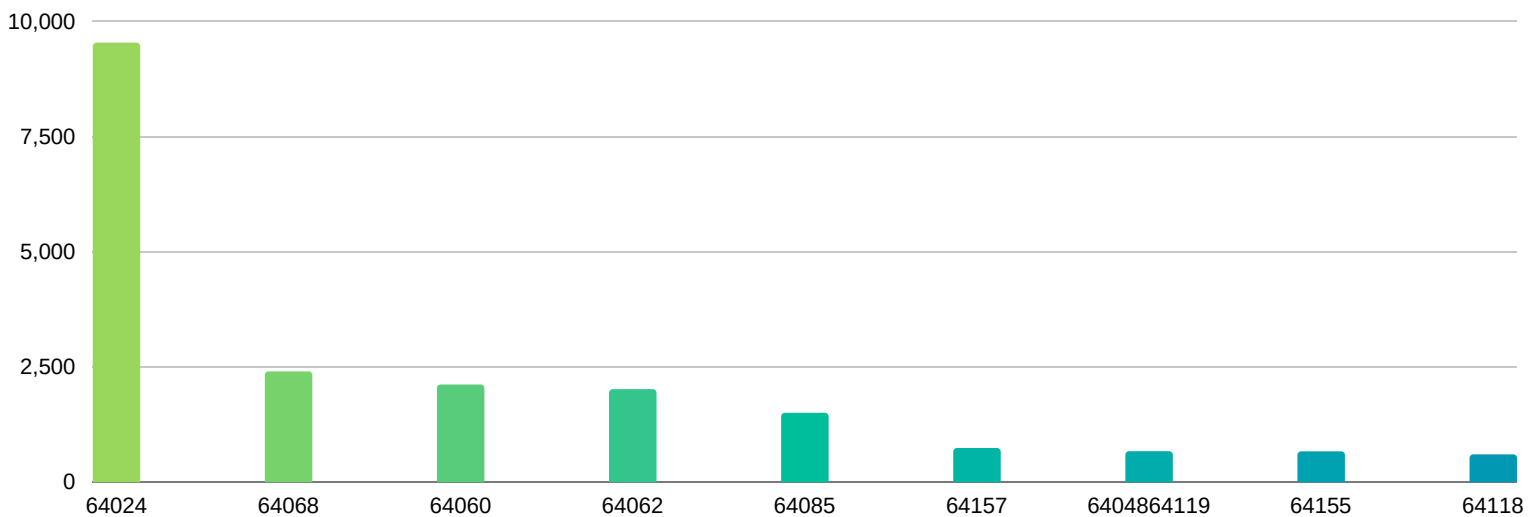
*Top 10 Zip Codes Listed
(Full List includes top 70 Zip Codes)*

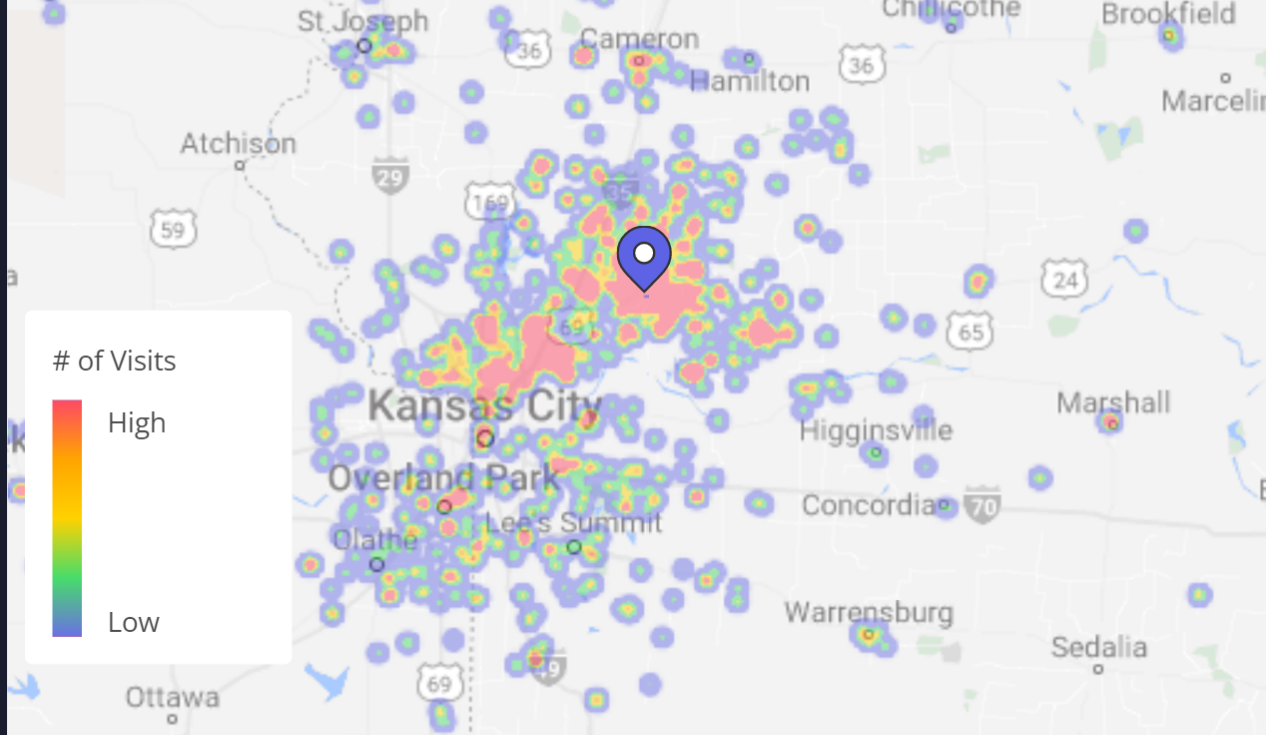
*(All Kansas City Zip Codes Equal 10.87%)
78.77% of Total Visitation comes from top 70 zip codes. 13 of the top 70 zip codes are out of the state of Missouri.*

- 64024 - Excelsior Springs - 23.88%
- 64068 - Liberty - 5.98%
- 64060 - Kearney - 5.27%
- 64062 - Lawson - 5.02%
- 64085 - Richmond - 3.73%
- 64157 - Kansas City - 1.81%
- 64048 - Holt - 1.64%
- 64119 - Kansas City - 1.63%
- 64155 - Kansas City - 1.47%
- 64118 - Kansas City - 1.4%



Downtown CID District / 451 S. Thompson Avenue, Excelsior Springs, MO 64024 | Based on visitor By Home Location | Jan 1st, 2022 - Mar 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)





TRADE AREA COVERAGE

BY DISTANCE % OF VISITORS BY HOME LOCATION

0-3 Miles = 16.62%	30-50 Miles = 12.70%
5-10 Miles = 16.44%	50-100 Miles = 3.98%
10-30 Miles = 35.23%	100-250 Miles = 7.65%
	250+ Miles = 4.28%

