

JANUARY 11, 2023

DOWNTOWN VISITATION ANALYSIS

2018



PREPARED BY:

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Executive Director
Downtown Excelsior Partnership, Inc.

DATA PROVIDED BY:

Placer Labs, Inc
www.placer.ai

OVERVIEW

VISITS

450,429

VISITORS

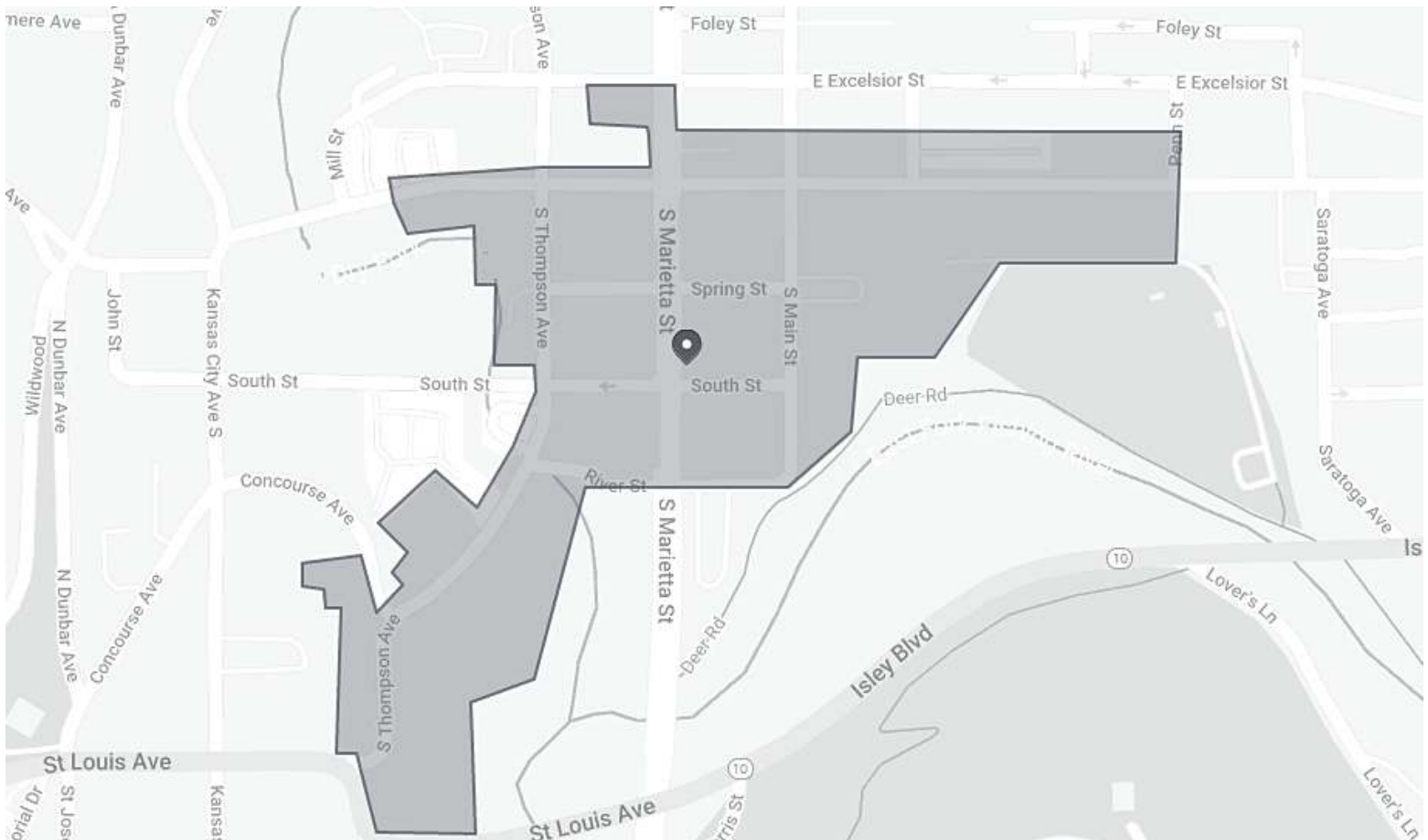
94,302

AVG. DWELL TIME

96 MINUTES

VISIT FREQUENCY

4.78

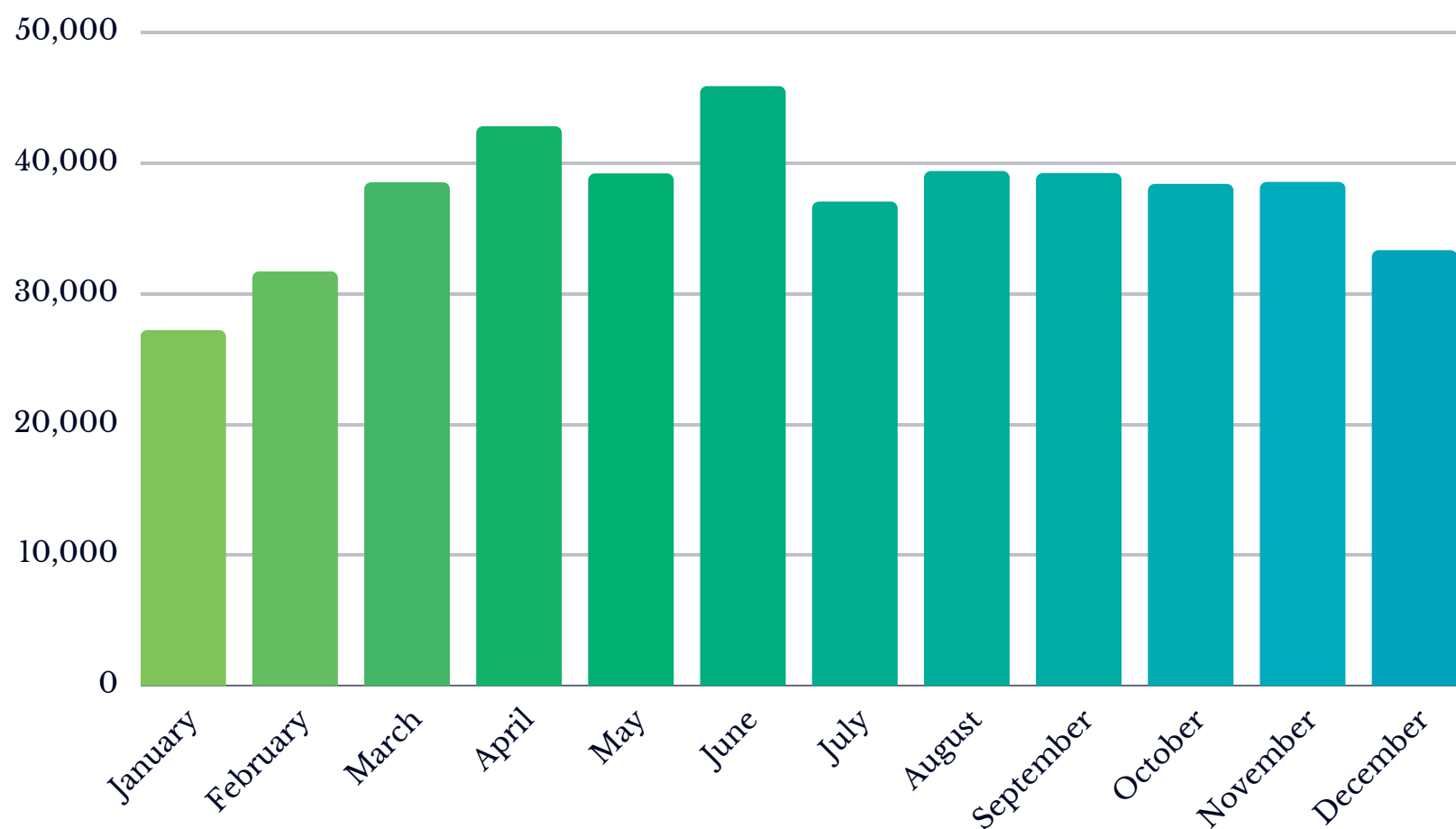




VISITS | JANUARY 1, 2018 - DECEMBER 31, 2018

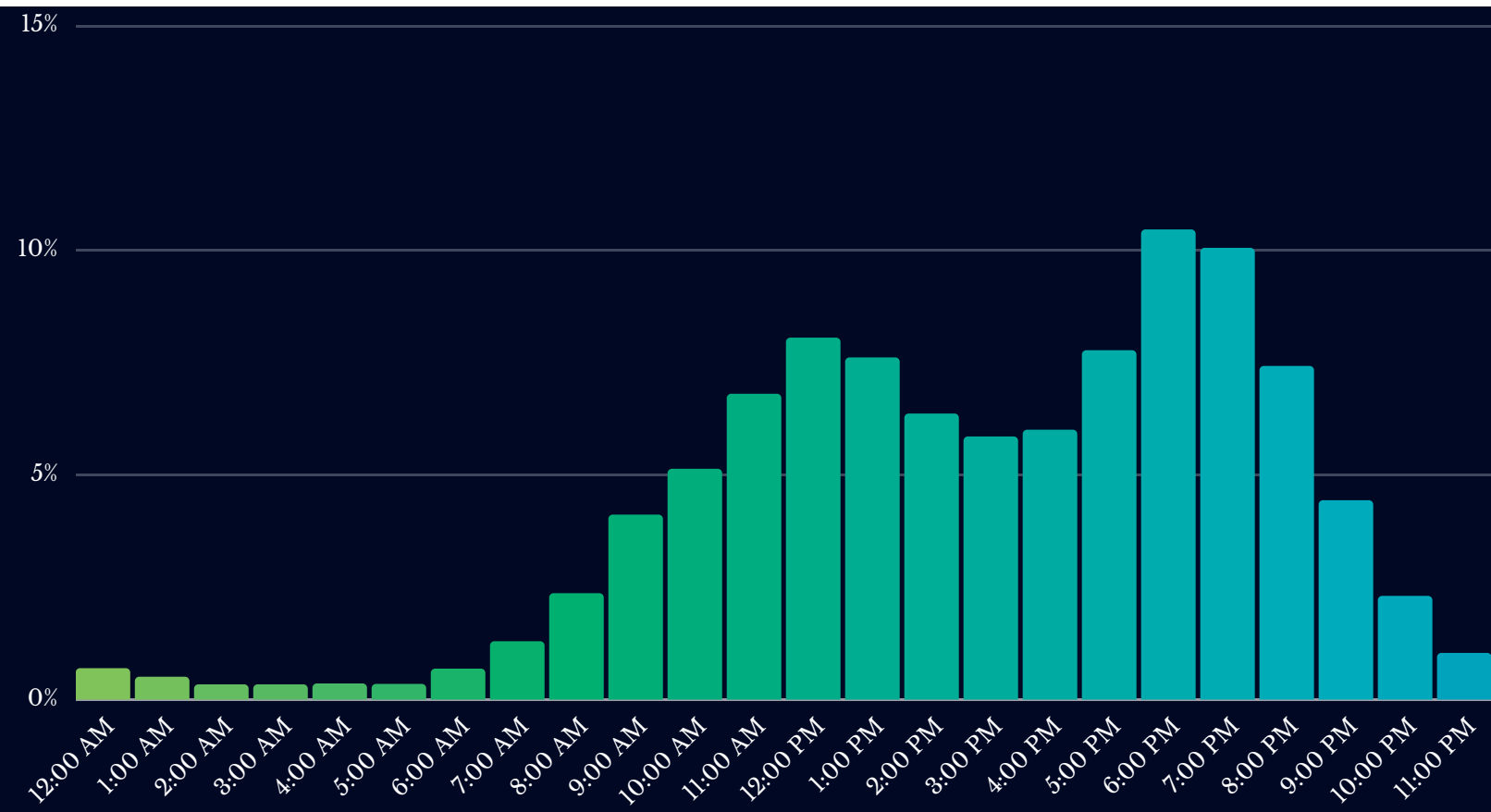
VISITS TREND

MONTHLY VISITS



DOWNTOWN HOURS OF VISITATION

VISITS | JANUARY 1, 2018 - DECEMBER 31, 2018



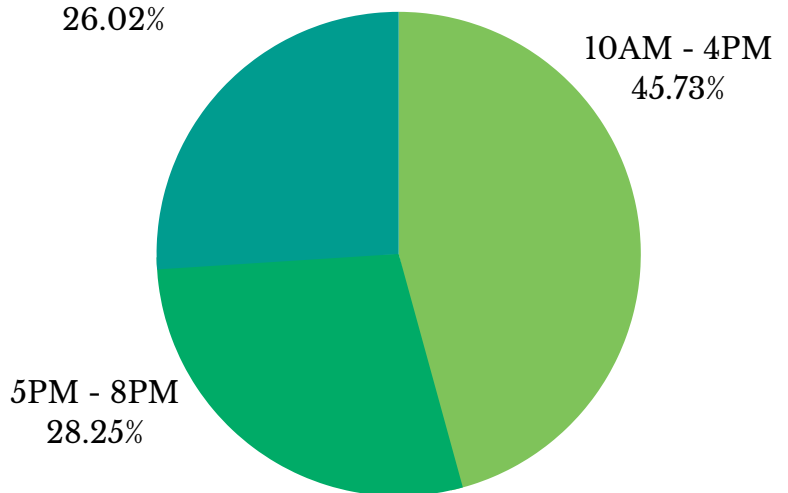
Data Takeaways

Between 10:00 AM and 8:00 PM there were 1,278,154 'visits' to Downtown Excelsior Springs (Average Dwell Time = 96 Minutes)

10:00 AM - 4:00 PM 584,523 Visits in Downtown

5:00 PM - 8:00 PM 360,968 Visits in Downtown

OTHER HOURS
26.02%



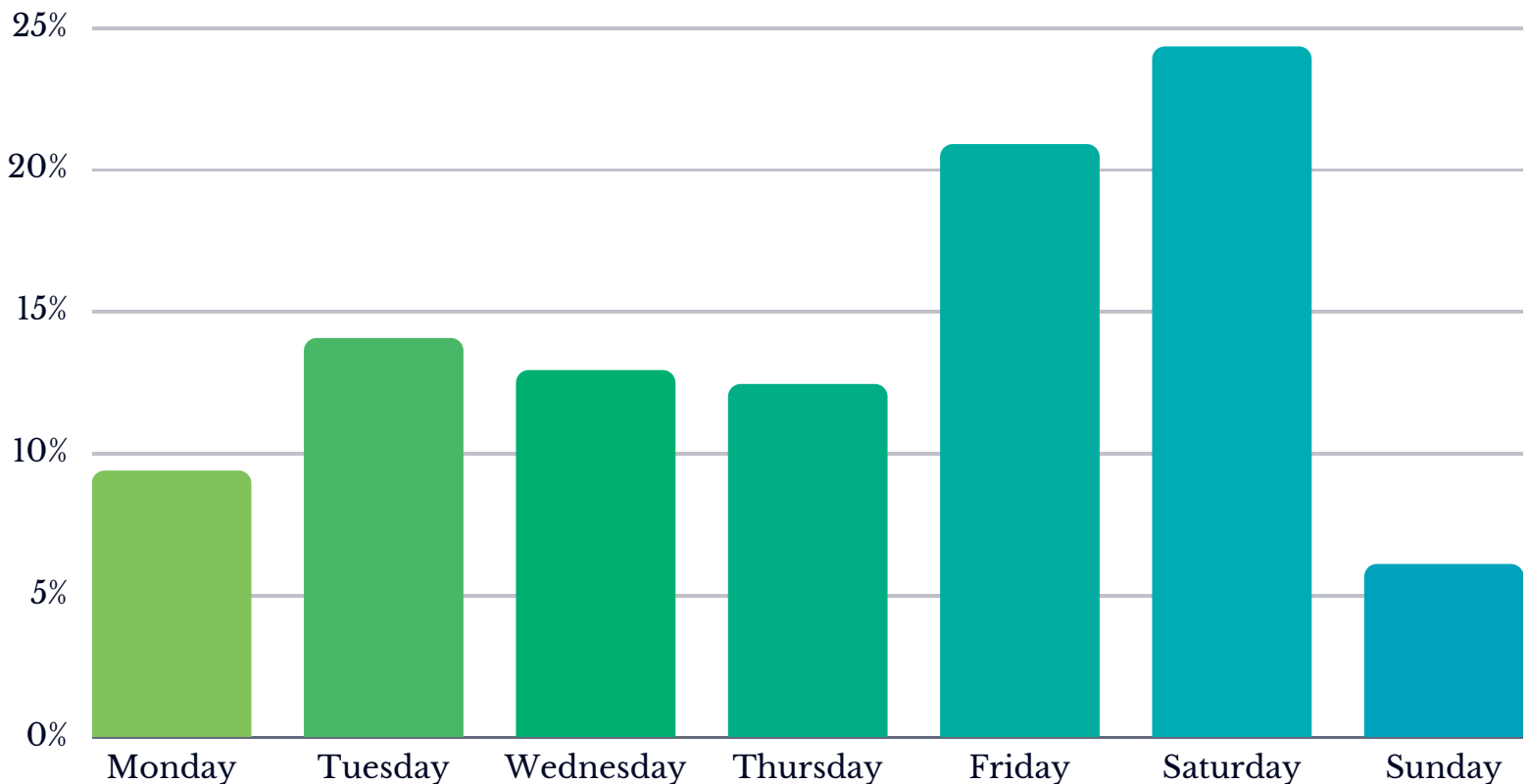
DAILY VISITS BY DAY OF THE WEEK

VISITS | JANUARY 1, 2018 - DECEMBER 31, 2018

of Visits by Day

Monday - 42,218
Tuesday - 63,262
Wednesday - 58,151
Thursday - 55,955
Friday - 93,990
Saturday - 109,486
Sunday - 27,367

% of Visits by Day

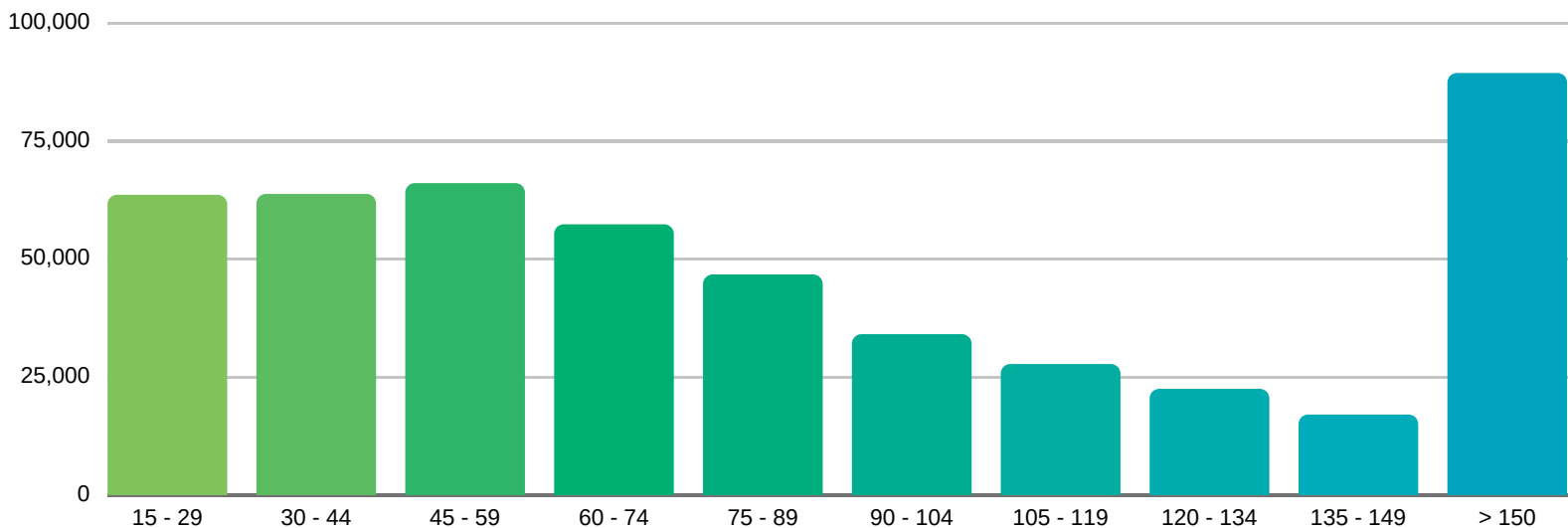


LENGTH OF VISIT STAY

Data Takeaways

15 - 29 Minutes	--- 13.04%
30 - 44 Minutes	--- 13.07%
45 - 59 Minutes	--- 13.54%
60 - 74 Minutes	--- 11.75%
75 - 89 Minutes	--- 9.57%
90 - 104 Minutes	--- 6.97%
105 - 119 Minutes	--- 5.67%
120 - 134 Minutes	--- 4.59%
135 - 149 Minutes	--- 3.47%
> 150 Minutes	--- 18.34%

VISITS | JANUARY 1, 2018 - DECEMBER 31, 2018



VISITOR JOURNEY

VISITS | JANUARY 1, 2018 - DECEMBER 31, 2018

BY CATEGORY

PRIOR	POST
HOME 60.7%	HOME 60.7%
WORK 9.8%	HOTEL/CASINO 5.7%
HOTEL/CASINO 5.2%	WORK 5.0%
RESTAURANTS 3.5%	RESTAURANTS 4.2%
FAST FOOD 2.0%	SUPERSTORES 3.8%

BY CATEGORY GROUP

PRIOR	POST
HOME 60.7%	HOME 60.7%
WORK 9.8%	DINING 8.5%
DINING 6.4%	HOTEL/CASINO 6.4%
HOTEL/CASINO 5.8%	WORK 5.0%
LEISURE 3.5%	SUPERSTORES 3.8%

PRIOR

BY LOCATION

POST

THE ELMS 4.9%	←→	THE ELMS 5.2%
WALMART 1.6%	←→	WALMART 3.1%
EL MAGUEY 0.5%	←→	DARI B 0.6%
PRICE CHOPPER 0.5%	←→	PRICE CHOPPER 0.6%
WABASH BBQ <0.5%	←→	MCDONALDS 0.5%

VISITORS BY ORIGIN

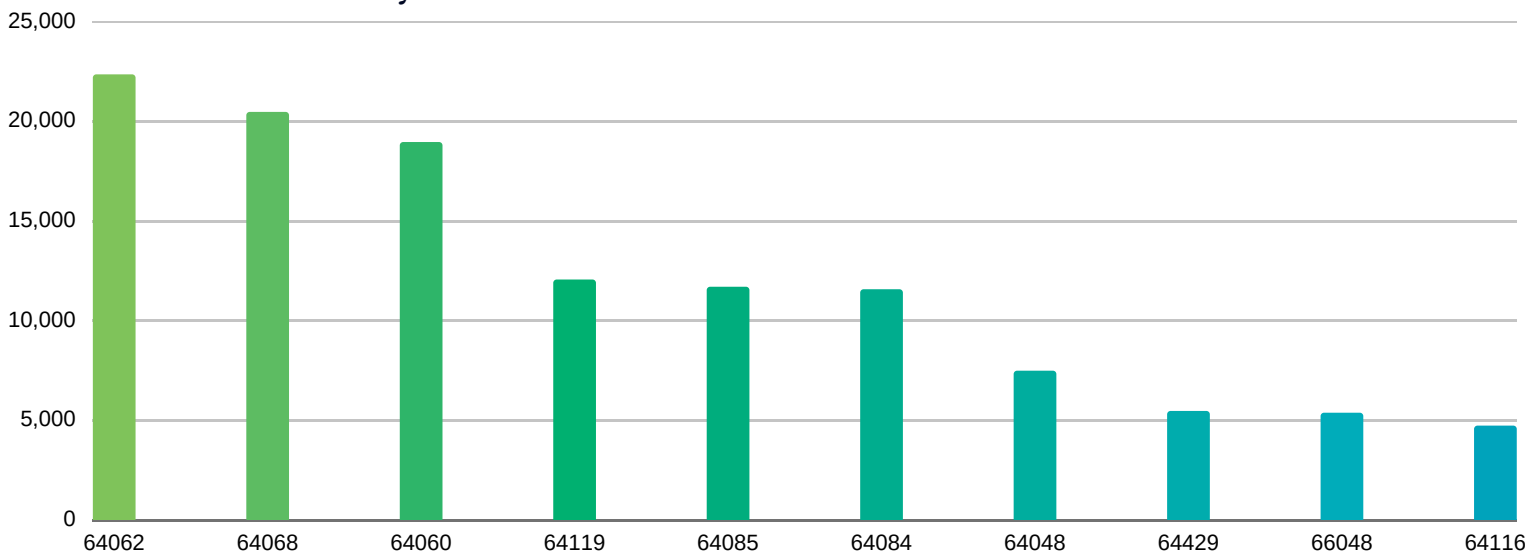
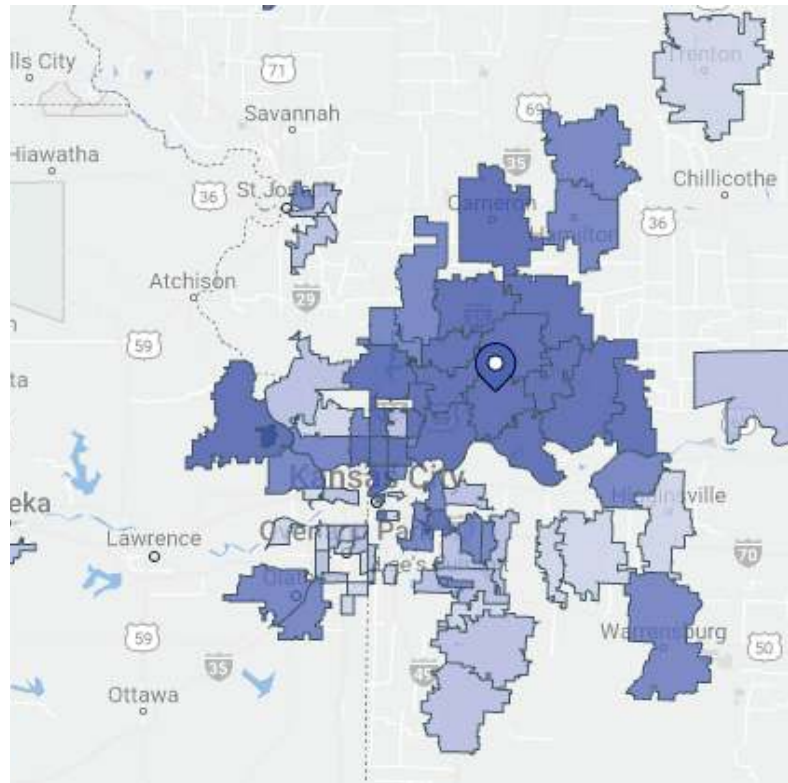
ZIP CODE VISITATION % OF VISITORS

VISITS | JANUARY 1, 2018 - DECEMBER 31, 2018

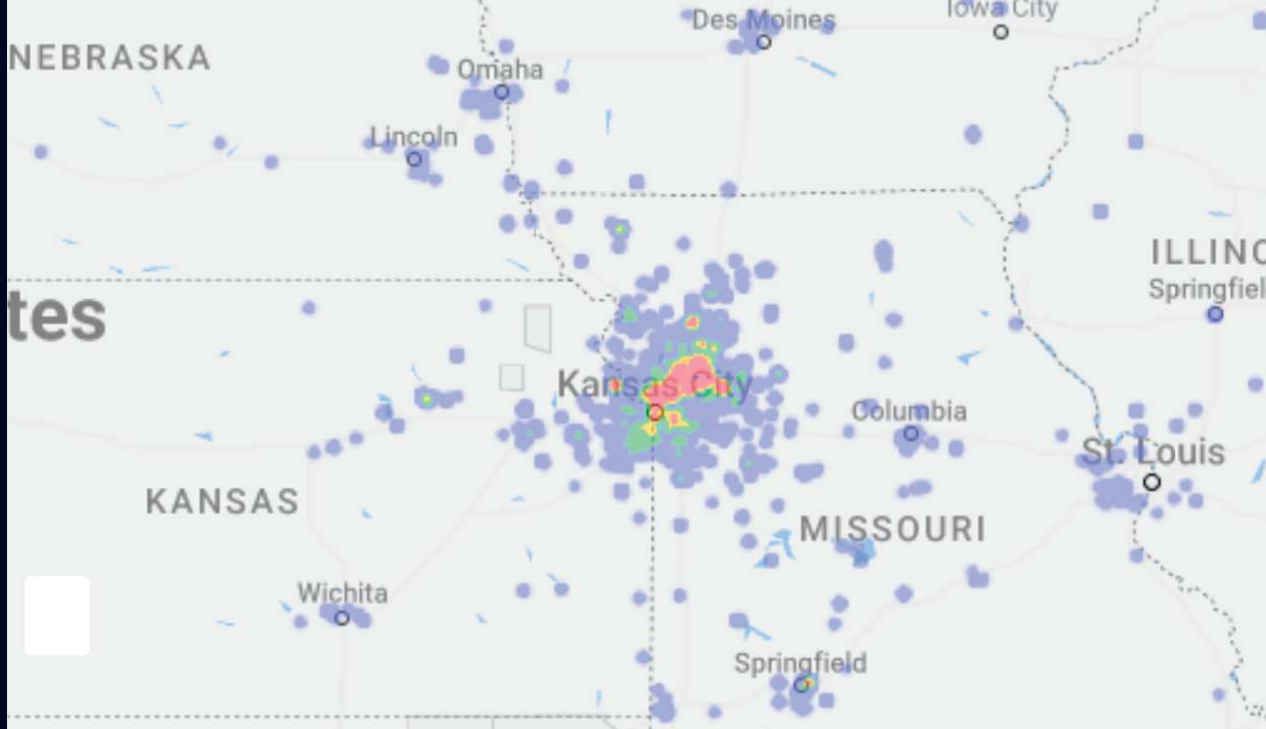
*Top 10 Zip Codes Listed
(Full List includes 781 Zip Codes)*

*(All Kansas City Zip Codes Equal 9.55%)
90.60% of Total Visitation comes from top
100 zip codes. 34 of the top 100 zip codes
are out of the state of Missouri. 517 total
zip codes are out of the state of Missouri.
Visitors from 42 of the 50 States visited
Excelsior Springs.*

- 64024 - Excelsior Springs - 46.95%
- 64062 - Lawson - 4.96%
- 64068 - Liberty - 4.54%
- 64060 - Kearney - 4.20%
- 64119 - Kansas City - 2.67%
- 64085 - Richmond - 2.59%
- 64084 - Rayville - 2.56%
- 64048 - Holt - 1.65%
- 64429 - Cameron - 1.21%
- 66048 - Leavenworth - 1.19%
- 64119 - Kansas City - 1.04%



DATA PROVIDED BY PLACER LABS, INC.
(WWW.PLACER.AI)



VISITS | JANUARY 1, 2018 - DECEMBER 31, 2018

TRADE AREA COVERAGE

BY DISTANCE % OF VISITS BY HOME LOCATION

0-3 Miles = 42.44%	30-50 Miles = 6.19%
3-7 Miles = 11.55%	50-100 Miles = 1.70%
7-10 Miles = 6.00%	100-250 Miles = 4.13%
10-30 Miles = 23.36%	250+ Miles = 4.63%

