

JANUARY 11, 2023

DOWNTOWN VISITATION ANALYSIS

2019



PREPARED BY:

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Executive Director
Downtown Excelsior Partnership, Inc.

DATA PROVIDED BY:

Placer Labs, Inc
www.placer.ai

OVERVIEW

VISITS

421,597

VISITORS

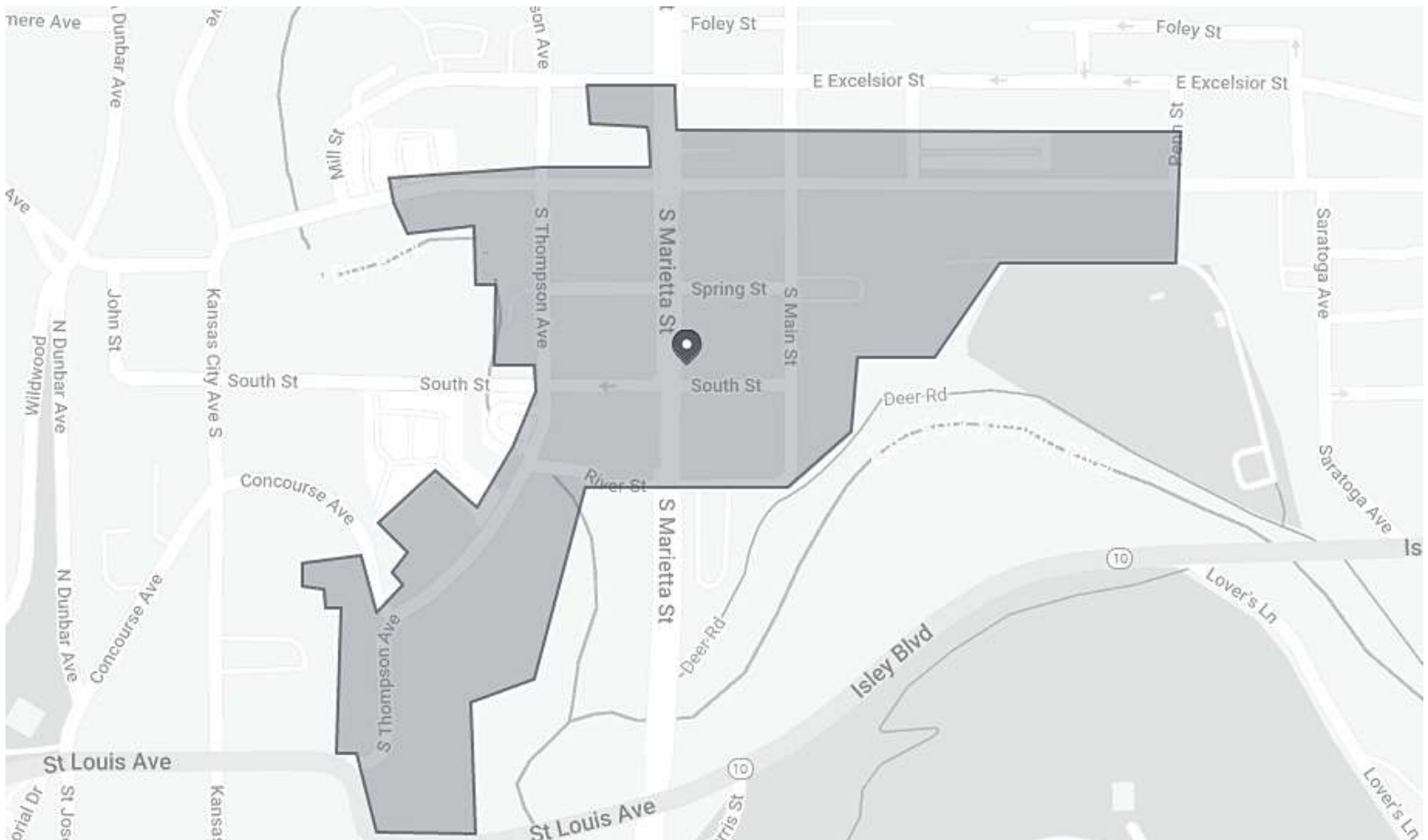
100,233

AVG. DWELL TIME

93 MINUTES

VISIT FREQUENCY

4.18





VISITS | JANUARY 1, 2019 - DECEMBER 31, 2019

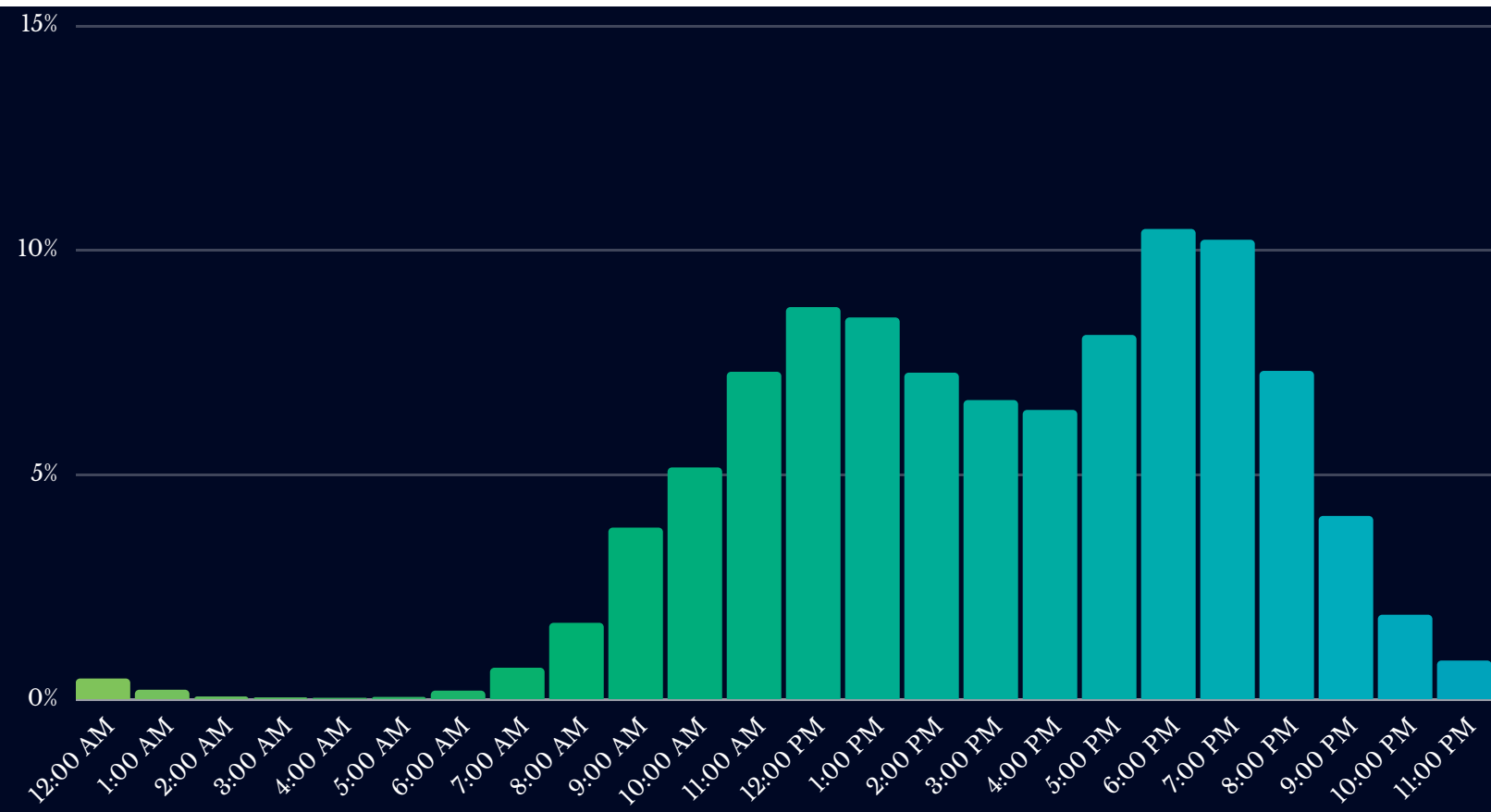
VISITS TREND

MONTHLY VISITS



DOWNTOWN HOURS OF VISITATION

VISITS | JANUARY 1, 2019 - DECEMBER 31, 2019



Data Takeaways

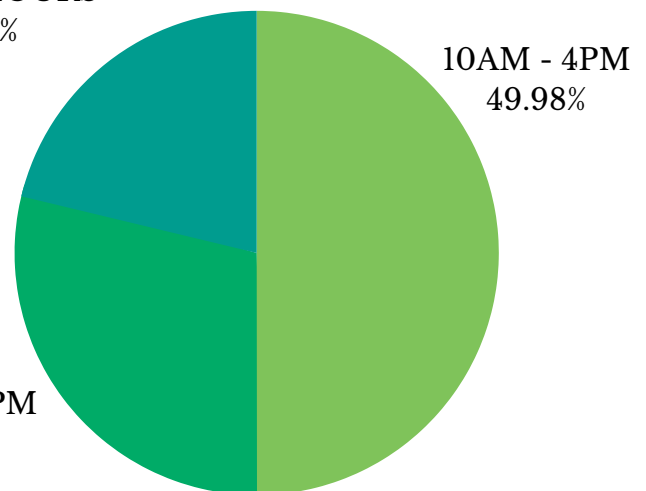
Between 10:00 AM and 8:00 PM there were 984,299 'visits' to Downtown Excelsior Springs (Average Dwell Time = 93 Minutes)

10:00 AM - 4:00 PM 571,597 Visits in Downtown

5:00 PM - 8:00 PM 329,173 Visits in Downtown

OTHER HOURS

21.24%



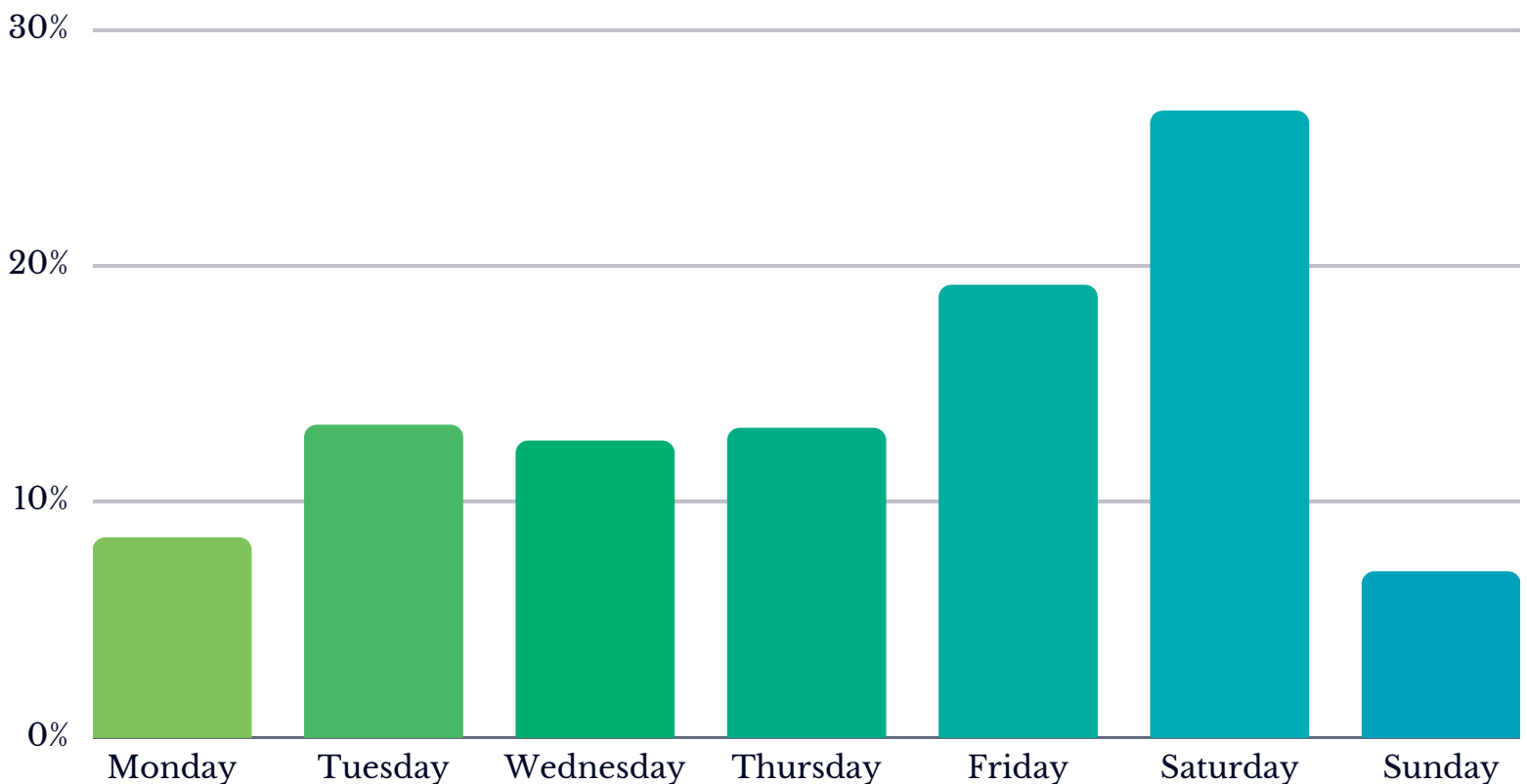
DAILY VISITS BY DAY OF THE WEEK

VISITS | JANUARY 1, 2019 - DECEMBER 31, 2019

of Visits by Day

Monday - 35,639
Tuesday - 55,745
Wednesday - 52,903
Thursday - 55,176
Friday - 80,739
Saturday - 111,837
Sunday - 29,558

% of Visits by Day

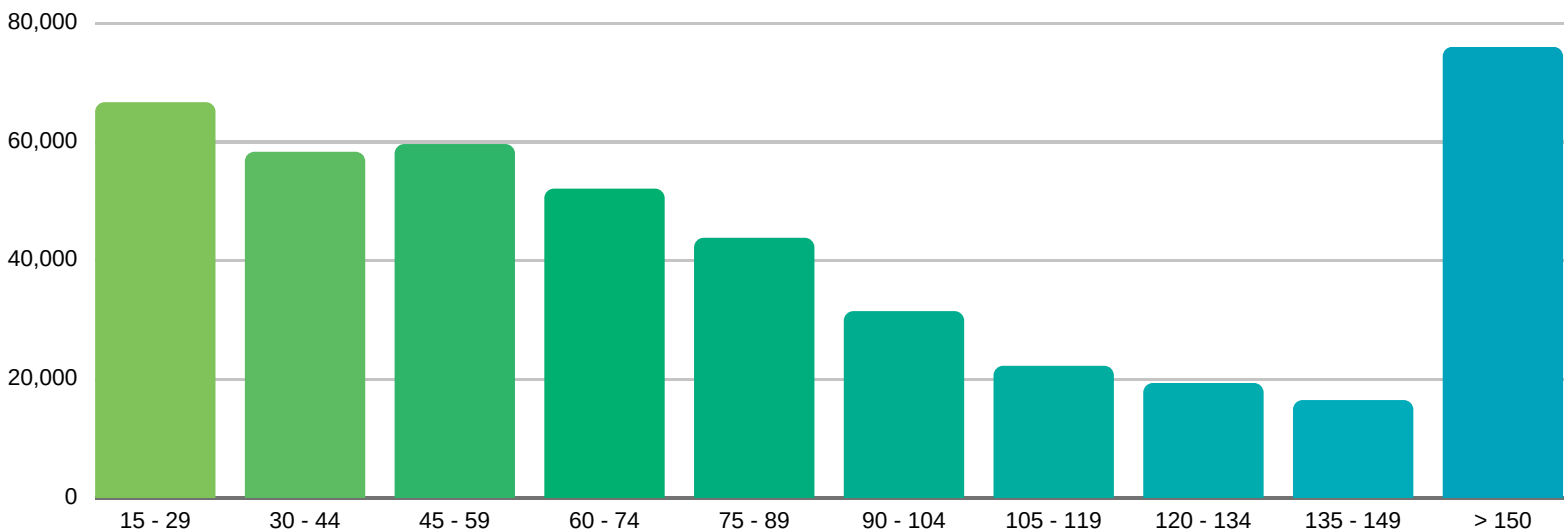


LENGTH OF VISIT STAY

Data Takeaways

15 - 29 Minutes	--- 14.96%
30 - 44 Minutes	--- 13.08%
45 - 59 Minutes	--- 13.38%
60 - 74 Minutes	--- 11.69%
75 - 89 Minutes	--- 9.82%
90 - 104 Minutes	--- 7.04%
105 - 119 Minutes	--- 4.97%
120 - 134 Minutes	--- 4.32%
135 - 149 Minutes	--- 3.67%
> 150 Minutes	--- 17.06%

VISITS | JANUARY 1, 2019 - DECEMBER 31, 2019



VISITOR JOURNEY

VISITS | JANUARY 1, 2019 - DECEMBER 31, 2019

BY CATEGORY

PRIOR	POST
HOME 59.5%	HOME 58.6%
WORK 9.6%	HOTEL/CASINO 7.3%
HOTEL/CASINO 6.9%	WORK 5.6%
RESTAURANTS 3.6%	RESTAURANTS 4.9%
ATTRACTIONS 1.7%	SUPERSTORES 3.1%






BY CATEGORY GROUP

PRIOR	POST
HOME 59.5%	HOME 58.6%
WORK 9.6%	DINING 8.4%
HOTEL/CASINO 7.6%	HOTEL/CASINO 8.0%
DINING 6.0%	WORK 5.6%
LEISURE 4.0%	LEISURE 4.7%

PRIOR

BY LOCATION

POST

THE ELMS 6.7%		THE ELMS 6.4%
WALMART 1.3%		WALMART 2.7%
GOLF COURSE 0.7%		IGA 1.0%
EL MAGUEY 0.7%		PRICE CHOPPER 0.7%
IGA 0.6%		EL MAGUEY 0.7%

VISITORS BY ORIGIN

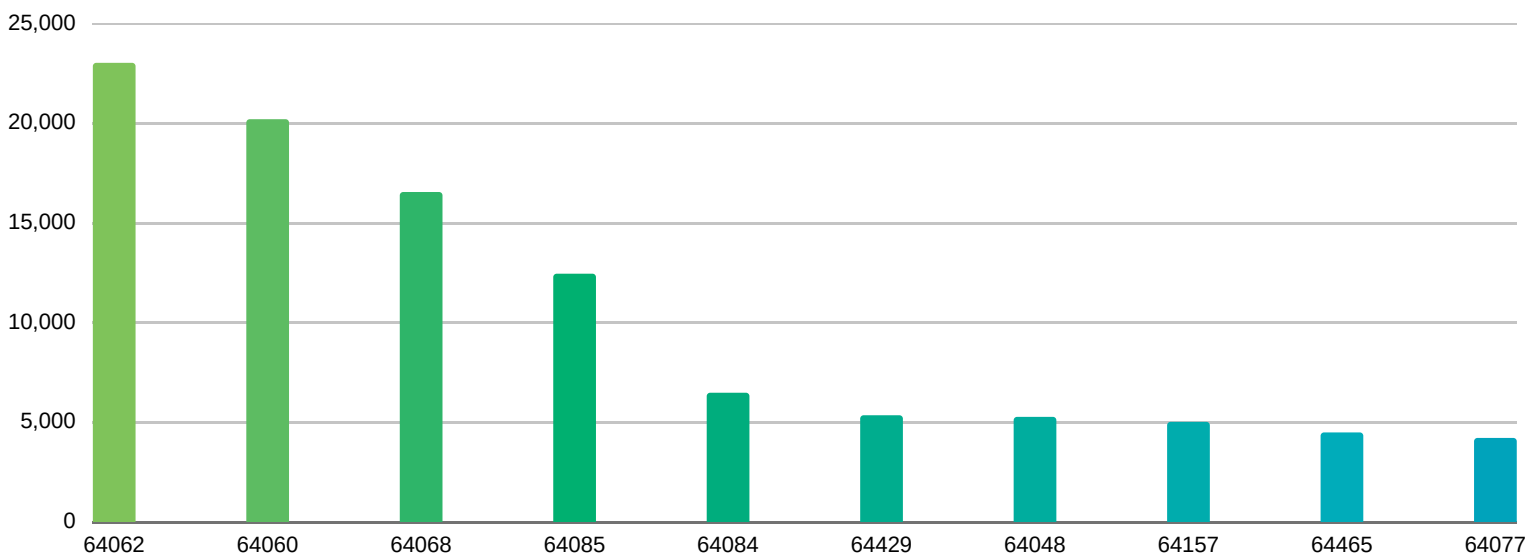
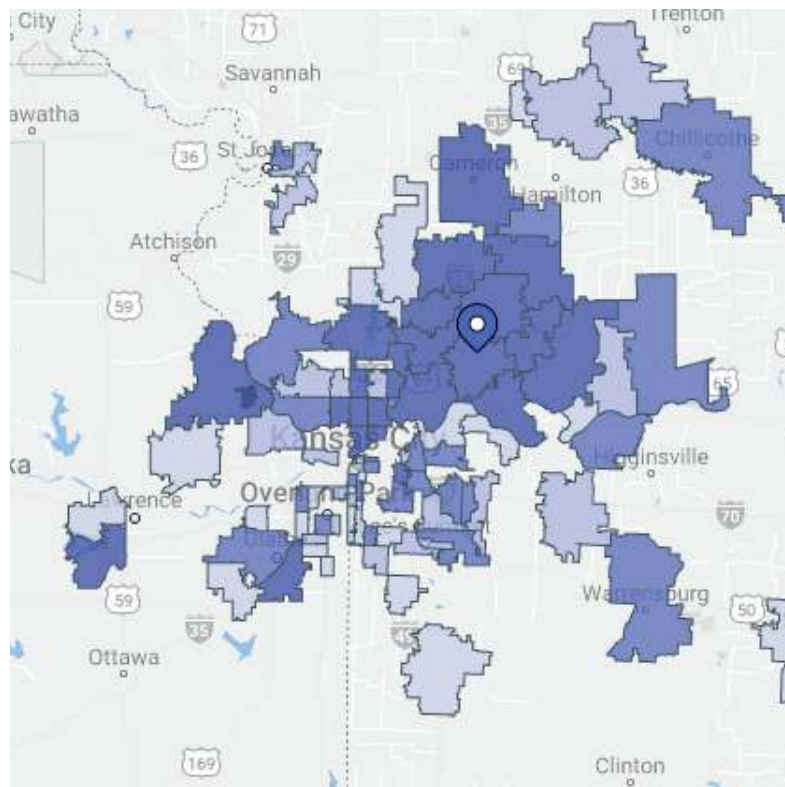
ZIP CODE VISITATION % OF VISITORS

VISITS | JANUARY 1, 2019 - DECEMBER 31, 2019

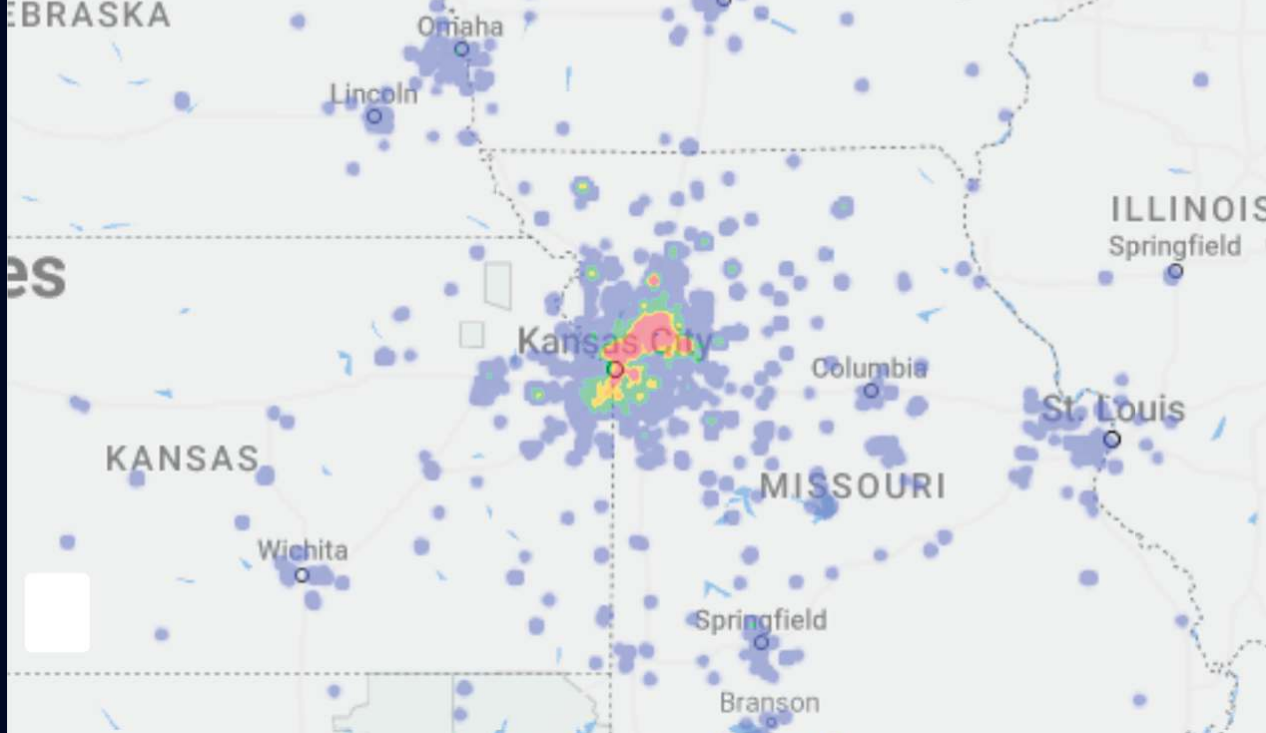
*Top 10 Zip Codes Listed
(Full List includes 938 Zip Codes)*

*(All Kansas City Zip Codes Equal 8.21%)
88.20% of Total Visitation comes from top 100 zip codes. 24 of the top 100 zip codes are out of the state of Missouri. 642 total zip codes are out of the state of Missouri.
Visitors from 45 of the 50 States visited
Excelsior Springs.*

- 64024 - Excelsior Springs - 45.66%
- 64062 - Lawson - 5.46%
- 64060 - Kearney - 4.79%
- 64068 - Liberty - 3.92%
- 64085 - Richmond - 2.95%
- 64084 - Rayville - 1.53%
- 64429 - Cameron - 1.26%
- 64048 - Holt - 1.24%
- 64157 - Kansas City - 1.18%
- 64465 - Lathrop - 1.06%
- 64077 - Orrick - 0.99%



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



VISITS | JANUARY 1, 2019 - DECEMBER 31, 2019

TRADE AREA COVERAGE

BY DISTANCE % OF VISITS BY HOME LOCATION

0-3 Miles = 39.31%	30-50 Miles = 6.63%
3-7 Miles = 13.79%	50-100 Miles = 2.64%
7-10 Miles = 6.45%	100-250 Miles = 4.42%
10-30 Miles = 22.77%	250+ Miles = 3.99%

