

FEBRUARY 7, 2024

DOWNTOWN VISITATION ANALYSIS

2023



PREPARED BY:

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Executive Director
Downtown Excelsior Partnership, Inc.

DATA PROVIDED BY:

Placer Labs, Inc
www.placer.ai

OVERVIEW

VISITS

403,706

VISITORS

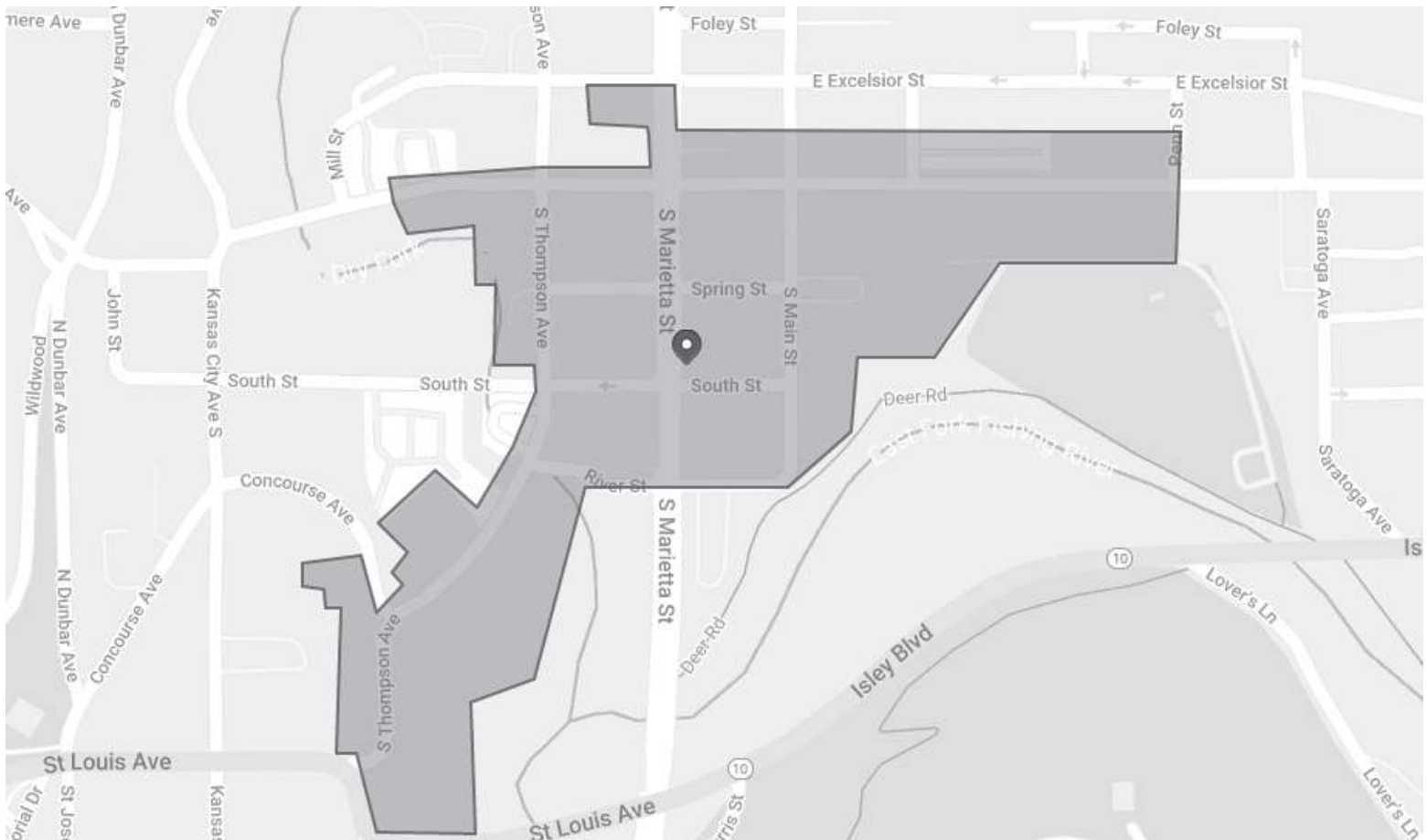
113,205

AVG. DWELL TIME

92 MINUTES

VISIT FREQUENCY

3.69

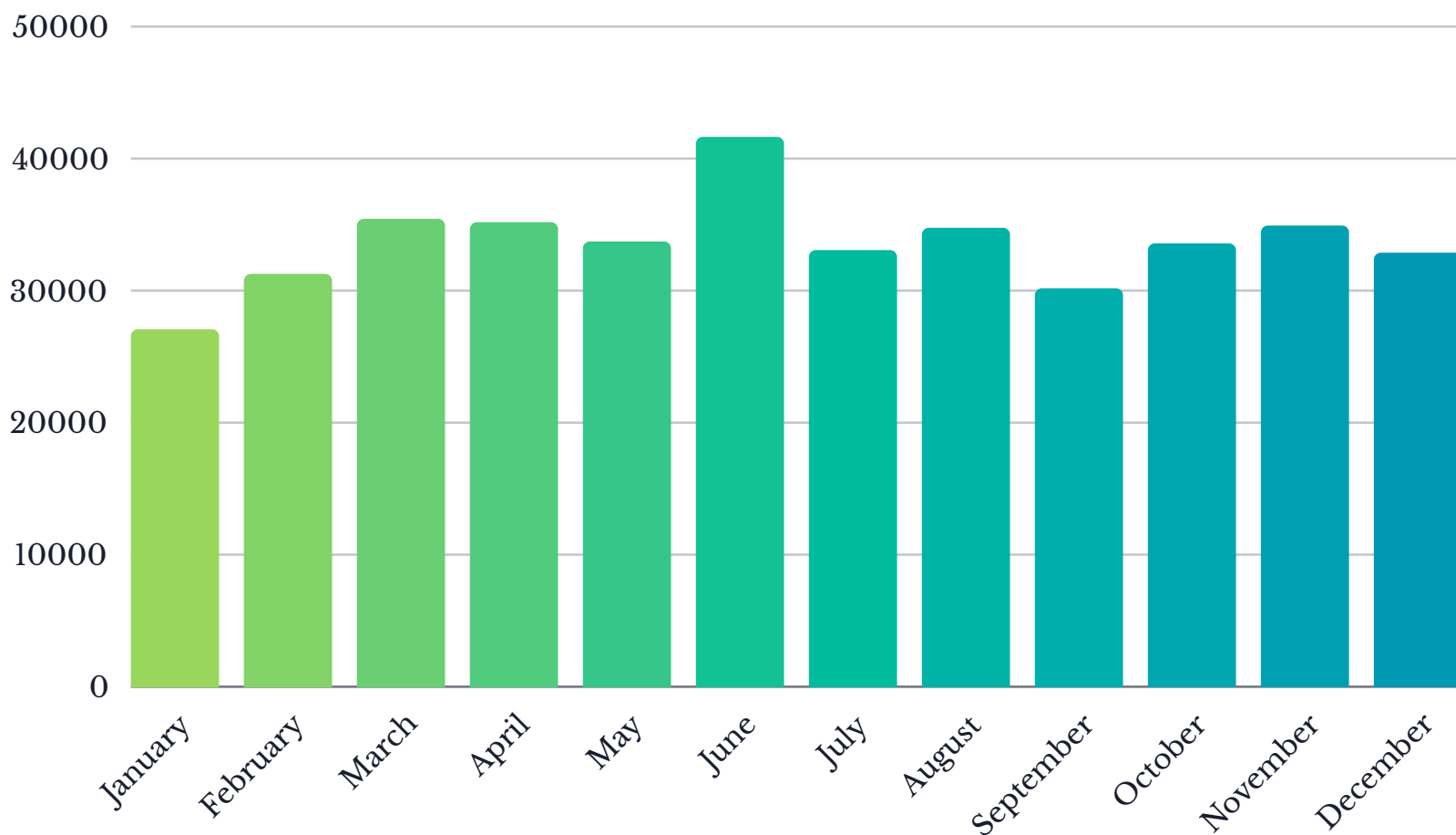




VISITS | JANUARY 1, 2023 - DECEMBER 31, 2023

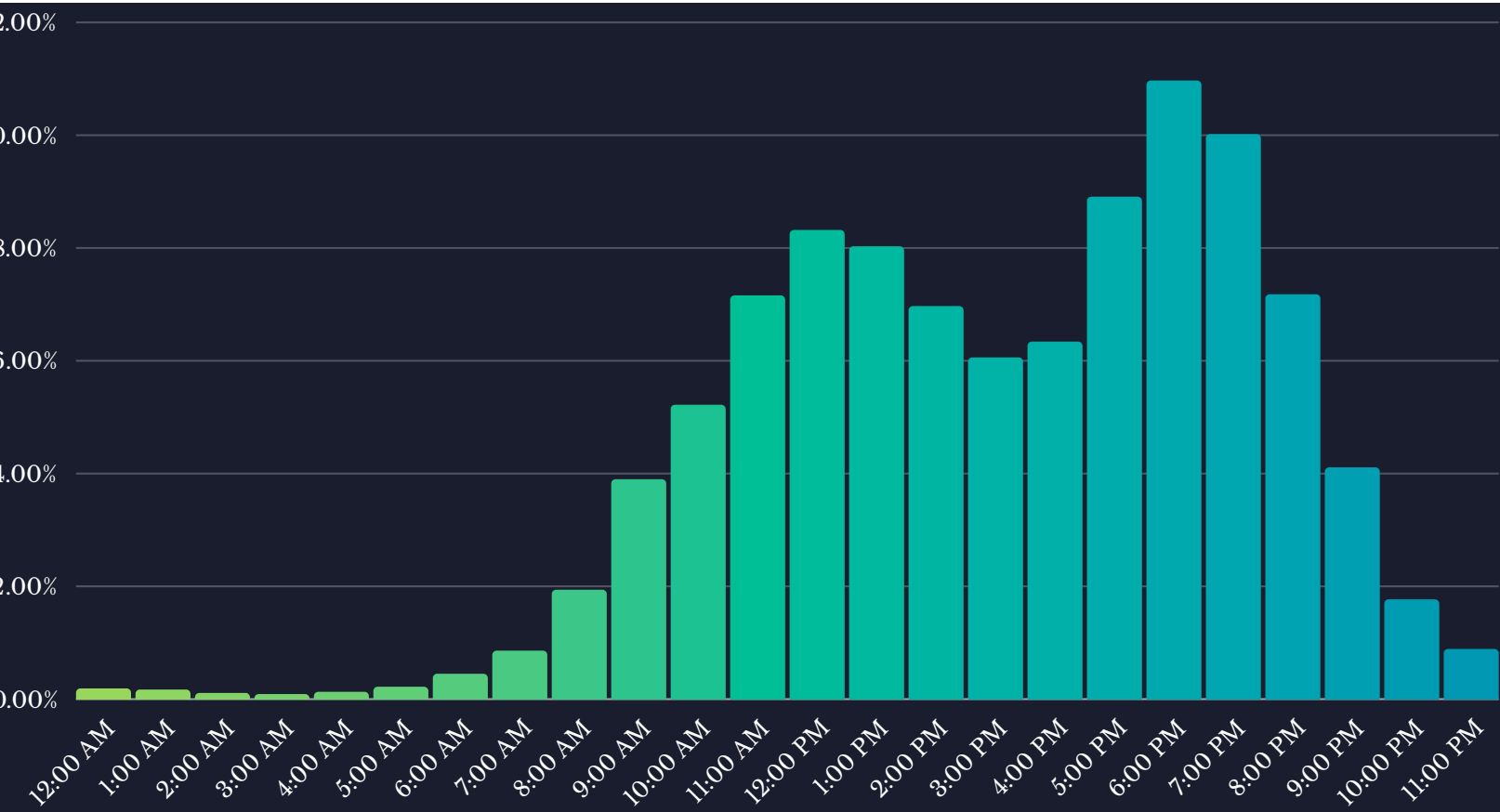
VISITS TREND

MONTHLY VISITS



DOWNTOWN HOURS OF VISITATION

VISITS | JANUARY 1, 2023 - DECEMBER 31, 2023



Data Takeaways

Between 10:00 AM and 8:00 PM there were 858,048 'visits' to Downtown Excelsior Springs (Average Dwell Time = 92 Minutes)

10:00 AM - 4:59 PM 529,031 Visits in Downtown

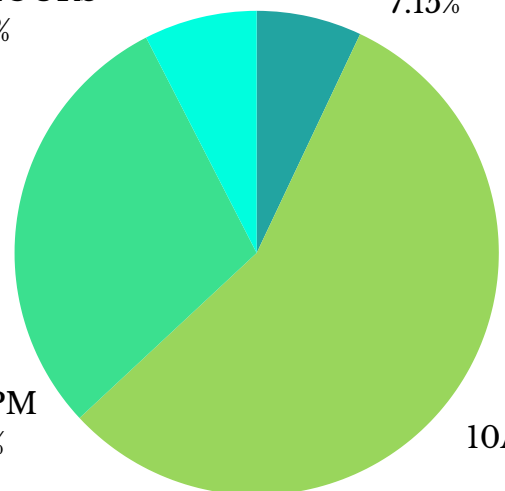
5:00 PM - 7:59 PM 329,017 of Visits in Downtown

OTHER HOURS
7.68%

6AM - 10PM
7.15%

5PM - 8PM
29.90%

10AM - 5PM
57.01%



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

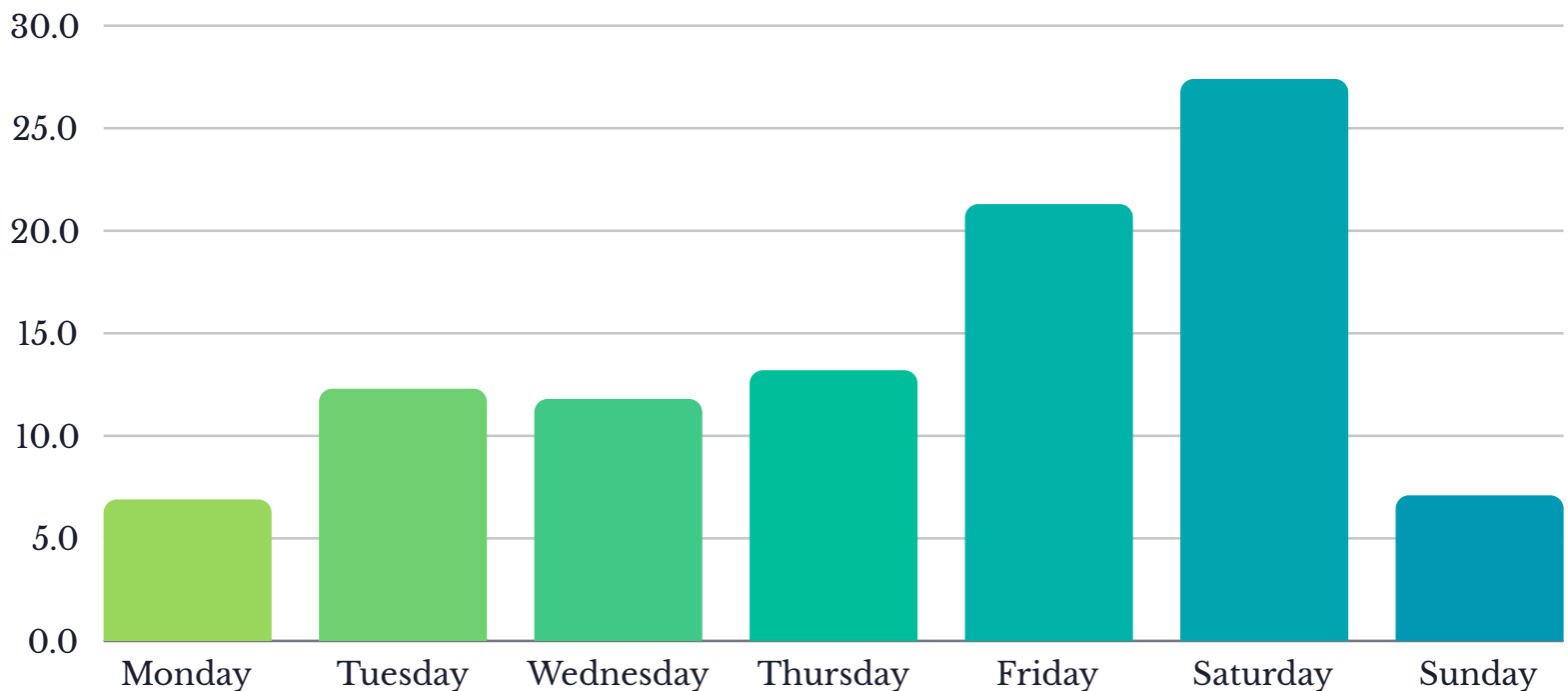
DAILY VISITS BY DAY OF THE WEEK

VISITS | JANUARY 1, 2023 - DECEMBER 31, 2023

2022

Monday - 27,710
Tuesday - 49,601
Wednesday - 47,729
Thursday - 53,366
Friday - 86,064
Saturday - 110,696
Sunday - 28,540

Visits by Day

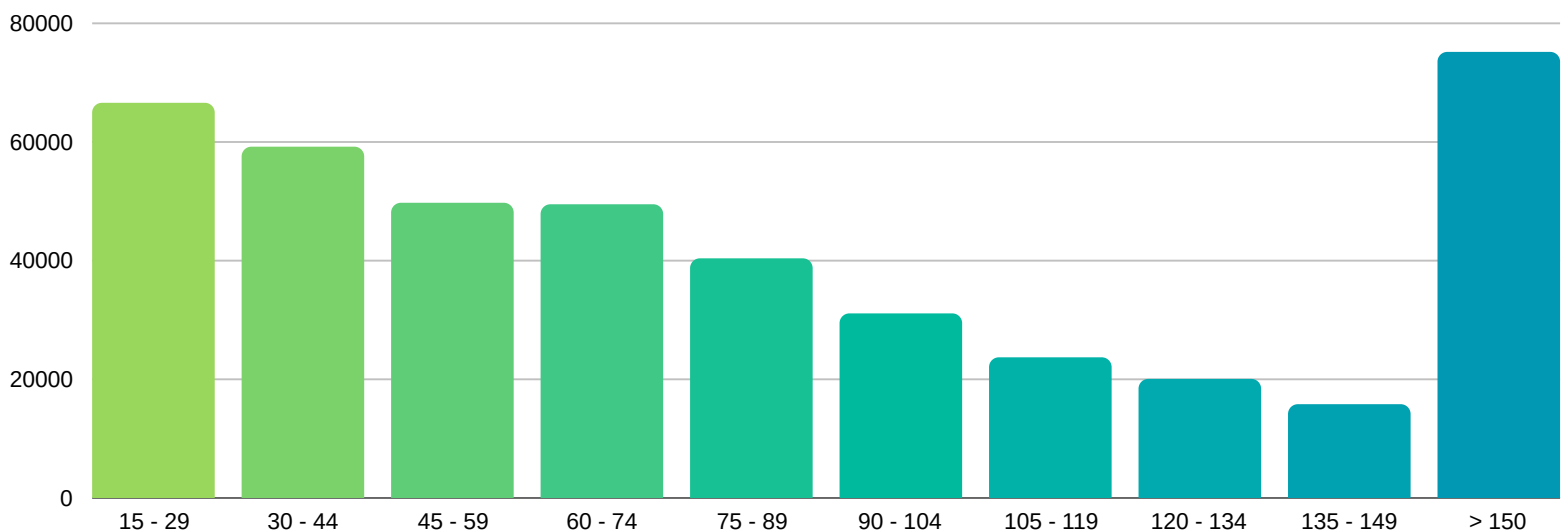


LENGTH OF VISIT STAY

Data Takeaways

15 - 29 Minutes	--- 15.44%
30 - 44 Minutes	--- 13.73%
45 - 59 Minutes	--- 11.53%
60 - 74 Minutes	--- 11.48%
75 - 89 Minutes	--- 9.36%
90 - 104 Minutes	--- 7.21%
105 - 119 Minutes	--- 5.50%
120 - 134 Minutes	--- 4.65%
135 - 149 Minutes	--- 3.66%
> 150 Minutes	--- 17.43%

VISITS | JANUARY 1, 2023 - DECEMBER 31, 2023



VISITOR JOURNEY

VISITS | JANUARY 1, 2023 - DECEMBER 31, 2023

BY LOCATION

PRIOR

HOME - 61.4%
WORK - 7.6%
THE ELMS - 7%
WALMART - 1.5%
WABASH BBQ - 0.7%



POST

58.6% - HOME
6.2% - THE ELMS
4.5% - WORK
2.9% - WALMART
0.9% - DARI B

BY CATEGORY

PRIOR

HOME - 61.4%
WORK - 7.6%
HOTELS/CASINOS - 7.3%
RESTAURANTS - 3.2%
SUPERSTORES - 1.8%



POST

58.6% - HOME
6.7% - HOTELS/CASINOS
4.5% - RESTAURANTS
4.5% - WORK
3.6% - SUPERSTORES

BY CATEGORY GROUP

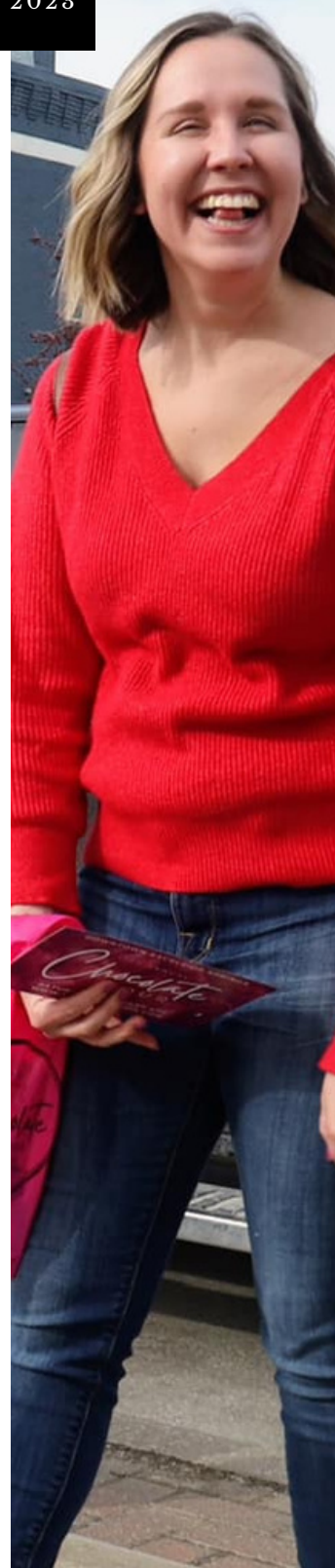
PRIOR

HOME - 61.4%
HOTELS/CASINOS - 7.7%
WORK - 7.6%
DINING - 5.5%
SHOPS & SERVICES - 3.7%



POST

58.6% - HOME
8% - DINING
7% - HOTELS/CASINOS
4.5% - WORK
4.1% - SHOPS & SERVICES



VISITORS BY ORIGIN

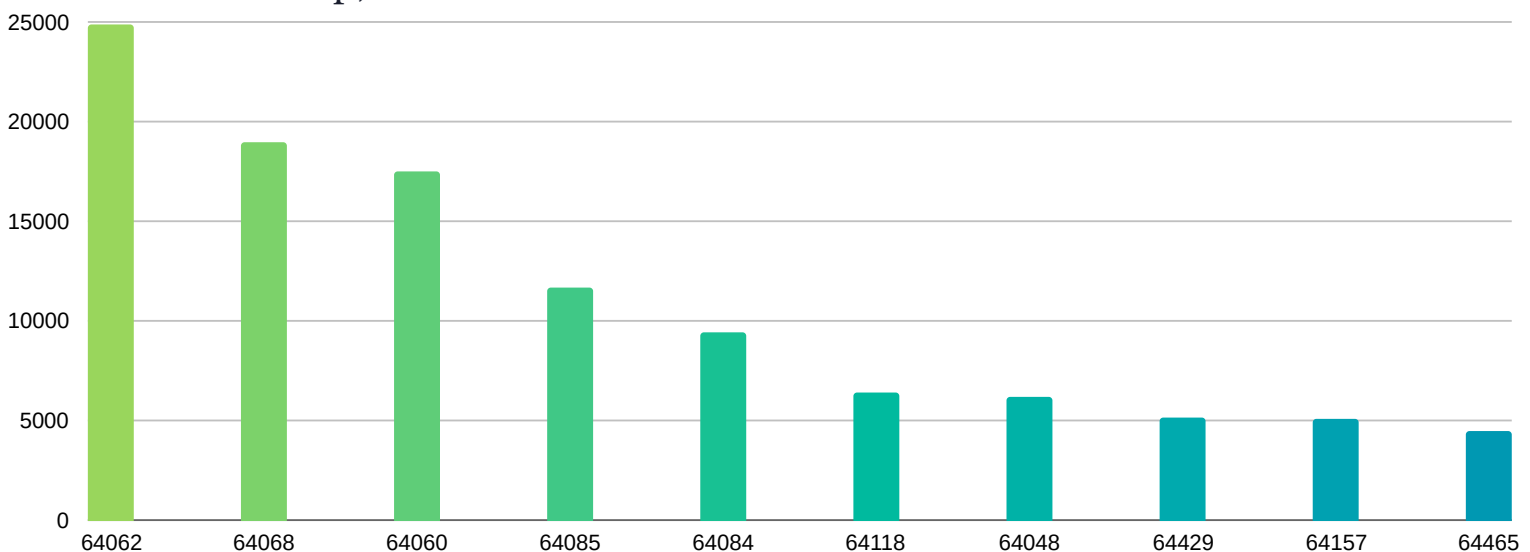
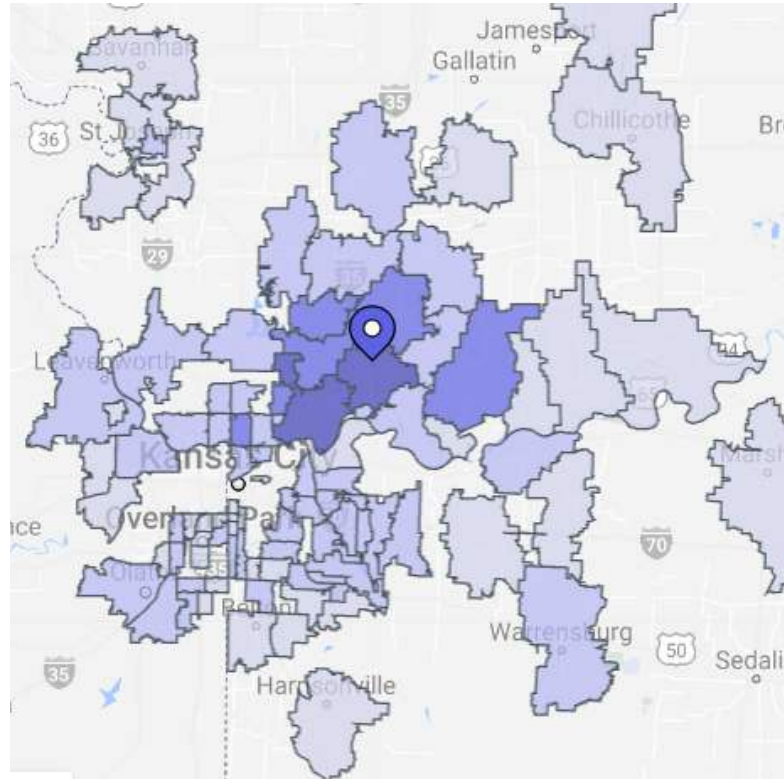
ZIP CODE VISITATION % OF VISITS & VISTORS

VISITS | JANUARY 1, 2023 - DECEMBER 31, 2023

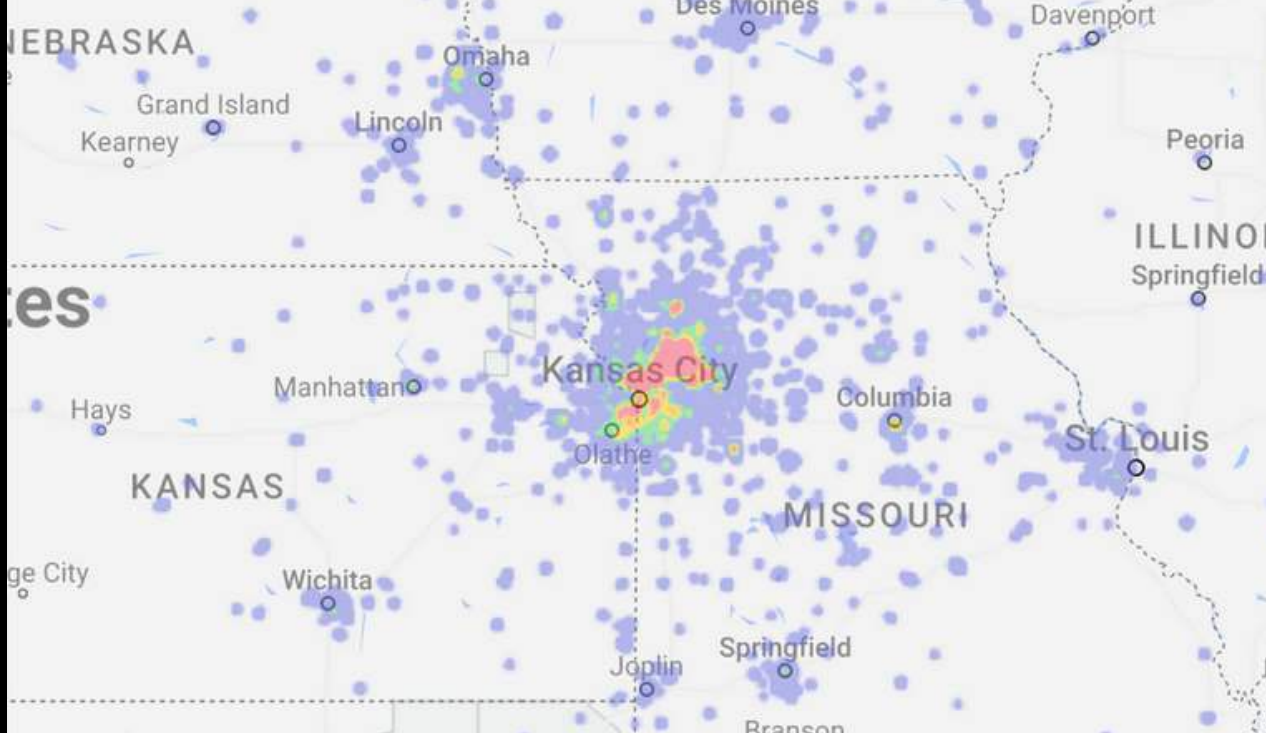
*Top 10 Zip Codes Listed
(Full List includes 1,497 Zip Codes)*

*(All Kansas City Zip Codes Equal 14.91%)
71.55% of Total Visitation comes from top
100 zip codes. 22 of the top 100 zip codes
are out of the state of Missouri. 1,066 total
zip codes are out of the state of Missouri.
Visitors from 46 of the 50 States visited
Excelsior Springs in 2023.*

64024 - Excelsior Springs - 39.79%
64062 - Lawson, MO - 6.16%
64068 - Liberty, MO - 4.70%
64060 - Kearney, MO - 4.34%
64085 - Richmond, MO - 2.89%
64084 - Rayville, MO - 2.34%
64118 - Kansas City, MO - 1.59%
64048 - Holt, MO - 1.53%
64429 - Cameron, MO - 1.28%
64157 - Kansas City, MO - 1.26%
64465 - Lathrop, MO 1.11%



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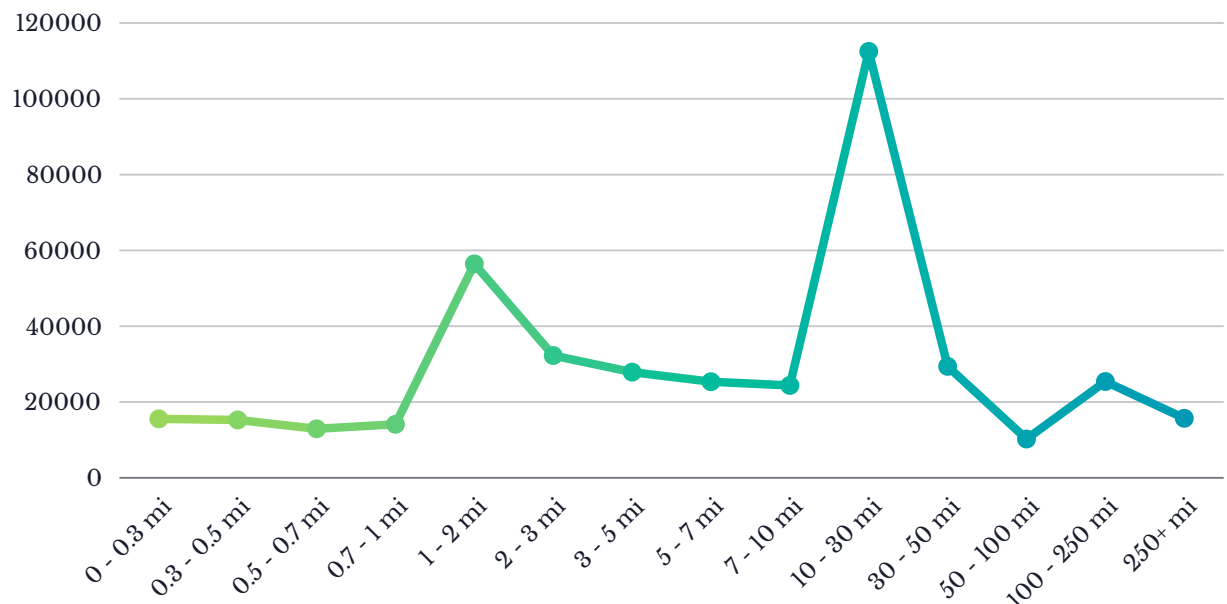


VISITS 1 JANUARY 1, 2023 - DECEMBER 31, 2023

TRADE AREA COVERAGE

BY DISTANCE VISITS BY HOME LOCATION

0-0.3 Mi - 3.73%	2-3 Mi - 7.73%	30-50 Mi - 7.04%
0.3-0.5 Mi - 3.66%	3-5 Mi - 6.68%	50-100 Mi - 2.45%
0.5-0.7 Mi - 3.10%	5-7 Mi - 6.07%	100-250 Mi - 6.09%
0.7-1 Mi - 3.38%	7-10 Mi - 5.84%	250+ Mi - 3.76%
1-2 Mi - 13.52%	10-30 Mi - 26.95%	



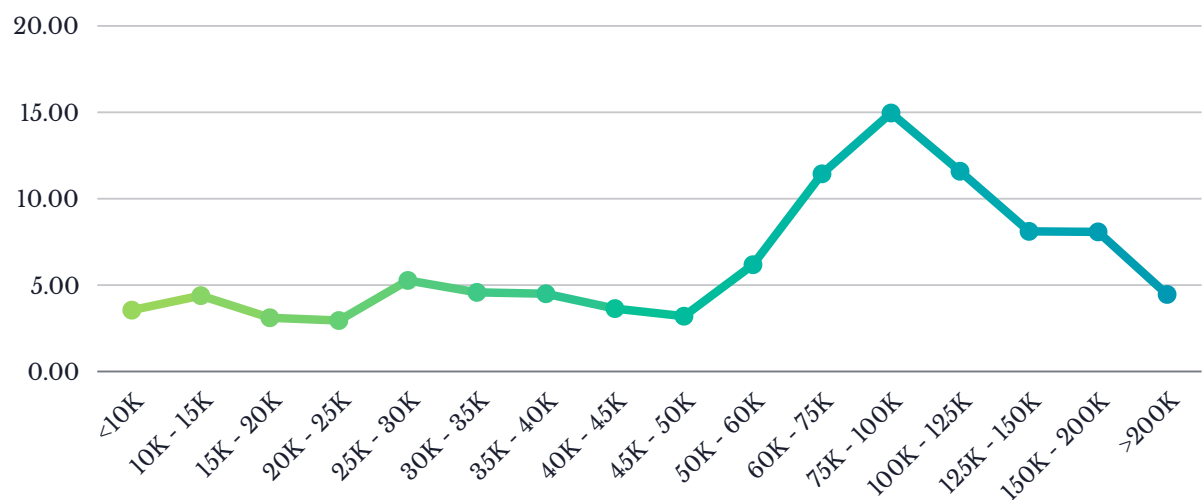


DEMOGRAPHIC INFORMATION

HOUSEHOLD INCOME

AVERAGE INCOME - 84K

MEDIAN INCOME - 71K



ETHNICITY

WHITE - 83.7%

HISPANIC/LATINO - 6.3%

BLACK - 4.5%

TWO OR MORE RACES - 3.7%

ASIAN - 1.6%

AMERICAN INDIAN - 0.1%