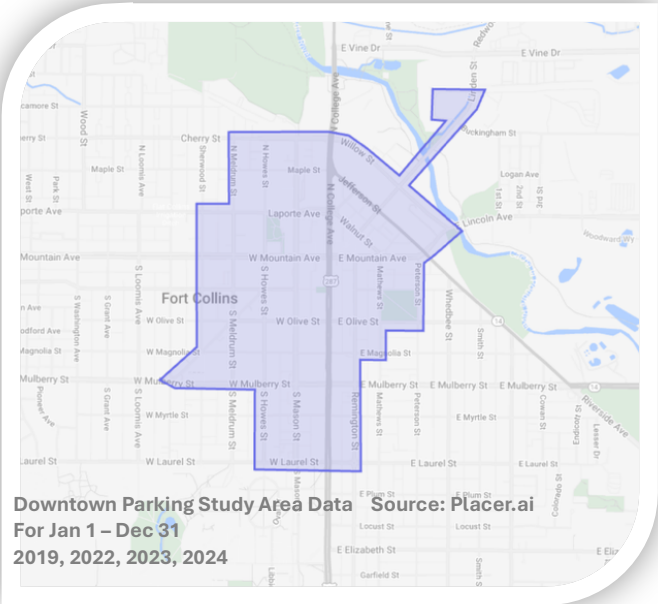


Downtown Fort Collins “Parking Study Area” Data

Placer.ai



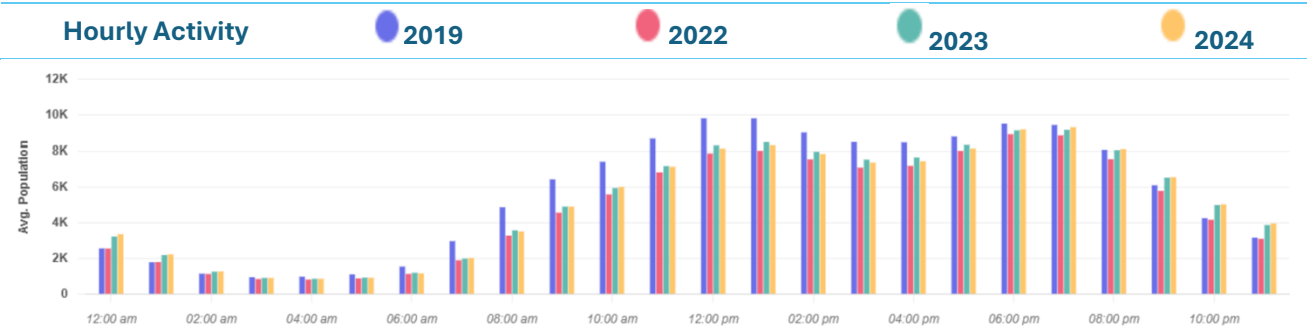
The following data was extracted from Placer.ai and captures the frequency of **Visitors** and **Visits** that engage the **Downtown Fort Collins Parking Study Area** boundary. The data is for Jan 1 – Dec 31 of the calendar years 2019, 2022, 2023, and 2024.

“Out-of-Market Visitor” definition: Number of unique people who visit the Downtown Parking Study Area, but do not live or work in it. Any person whose residence is located outside the Study Area is considered an out-of-market visitor.

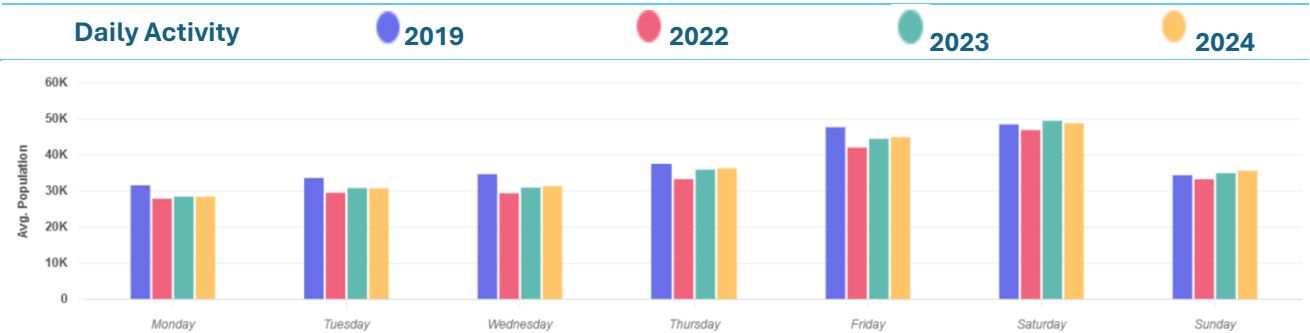
“Visits” definition: Number of unique daily visits. Overnight visitors, such as hotel patrons, are counted once per day spent in the Study Area.

Total Visitation Metrics by Year	2019	2022	2023	2024
Out-of-Market Visitors	2.4M	2.2M	2.1M	2.1M
Visits	12.9M	11.9M	12.3M	12.4M
Avg. Daily Time Spent in Study Area on Given Day	123 min	116 min	119 min	117 min

Hourly Activity: These figures represent the average population, including residents of the study area, inbound employees, and out-of-market visitors. Daytime activity was higher in 2019, likely due to greater in-office attendance before the pandemic. In contrast, evening and late-night population levels after 7:00 pm increased in 2023 and 2024, indicating increased patronage of nighttime economy offerings.

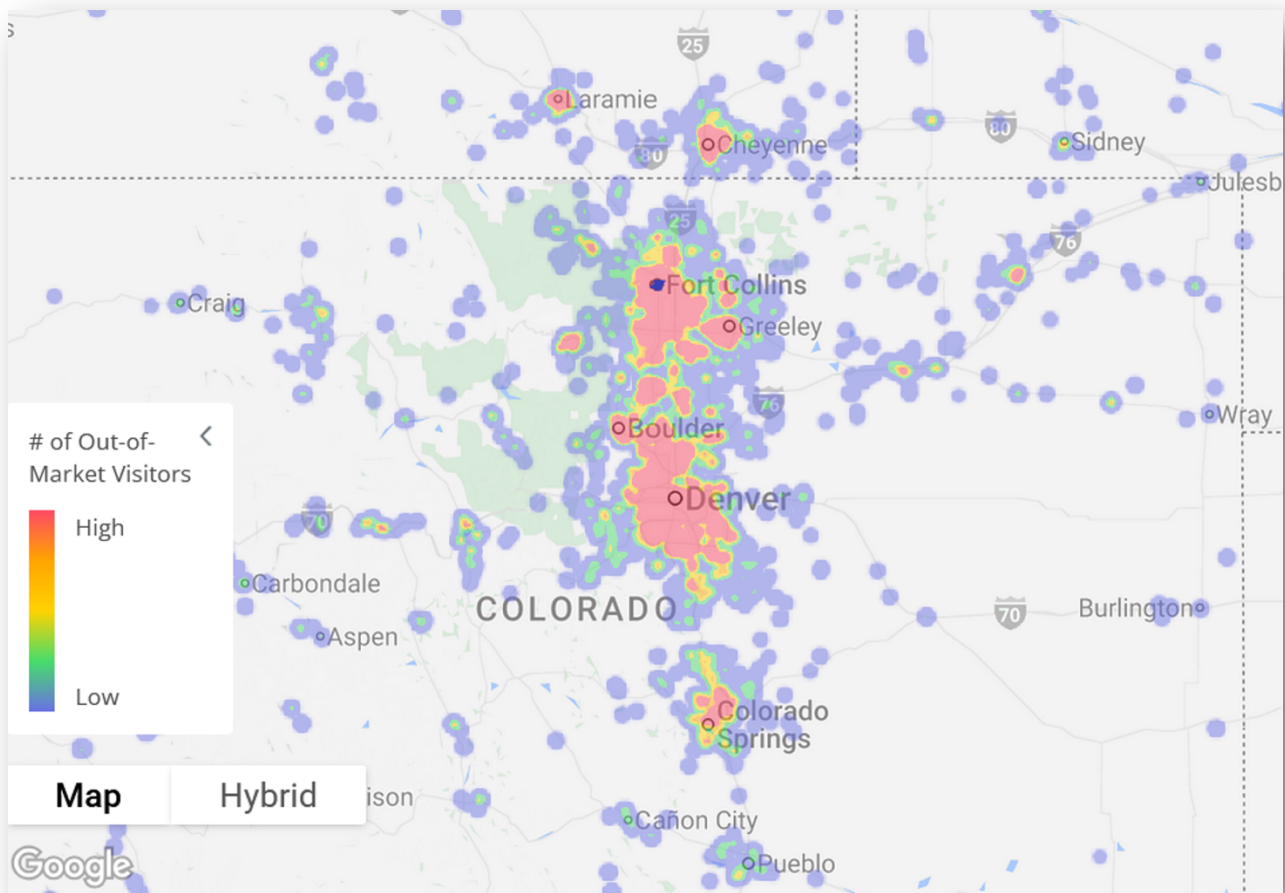


Daily Activity: These figures represent the average daily population within the study area, including residents who live in the study area, inbound employees, and visitors from outside the market. While weekday activity was slightly higher in 2019, weekend activity increased in 2023 and 2024 and has surpassed 2019 levels.

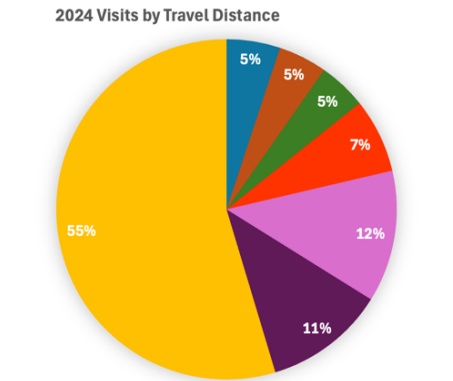
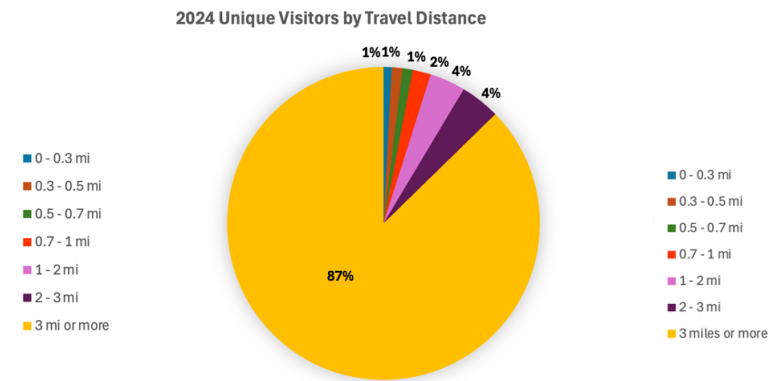
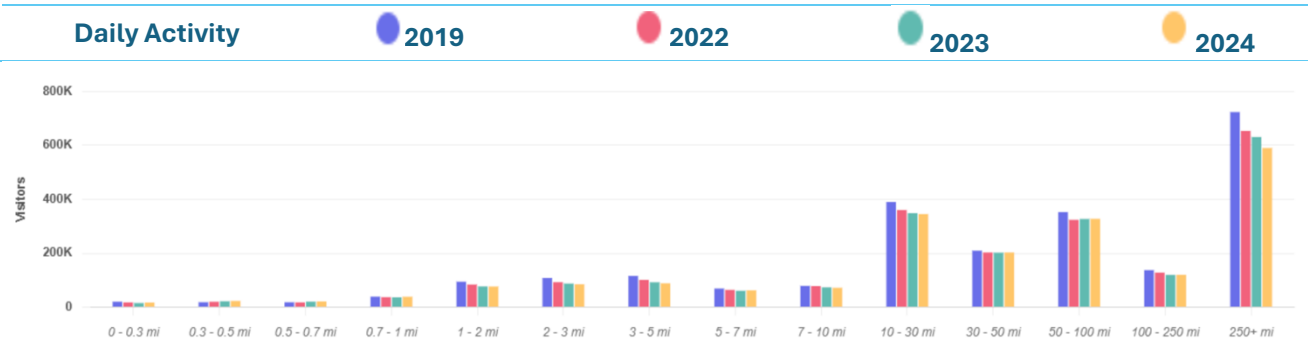


Travel by Distance - 2024

The following heat map depicts the number of unique Visitors from the greater region that visited the Downtown Parking Study Area in 2024.



Visitor Travel by Distance: These figures represent the distance in miles that unique Out-of-Market Visitors travel to reach the Study Area, commonly representing the distance that visitors live from the Study Area. In 2024, 1.8M unique visitors, or 87% of all visitors, traveled 3 miles or greater to reach the Study Area.



Visits Travel by Distance: These figures represent the distance in miles that Out-of-Market Visitors traveled on one or more occasions to visit the Study Area. In 2024, 6.7M visits to the Study Area, or 55% of all visits, began at a distance of 3 miles or greater.

