



Placer.ai

What is Placer.ai?

Placer.ai is a location analytics company that studies visit trends, trade areas, and demographics.

Why do we use it?

Good analytics help retailers and restaurants understand patterns in foot traffic, give municipalities a way to measure economic development, and allow hospitality services to plan effectively for local events.




How does it work?

- Collects geolocation data from mobile devices
- Differentiates visitors vs. residents vs. employees
- Proven to be more than 92% accurate


Metrics

Time Compare



Metrics			
Metric Name	 Downtown Avon Genesee St, Avon, NY	 Downtown Avon Genesee St, Avon, NY	 Downtown Avon Genesee St, Avon, NY
Visits	7.3K	8.3K	6.2K
Avg. Dwell Time	119 min	122 min	116 min

[Downtown Avon - Aug 10th, 2019](#)
[Downtown Avon - Aug 13th, 2022](#)
[Downtown Avon - Aug 12th, 2023](#)
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

Time Compare

Hourly Visits



Visits
Downtown Avon - Aug 10th, 2019
Downtown Avon - Aug 13th, 2022
Downtown Avon - Aug 12th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Length of Stay

Time Compare

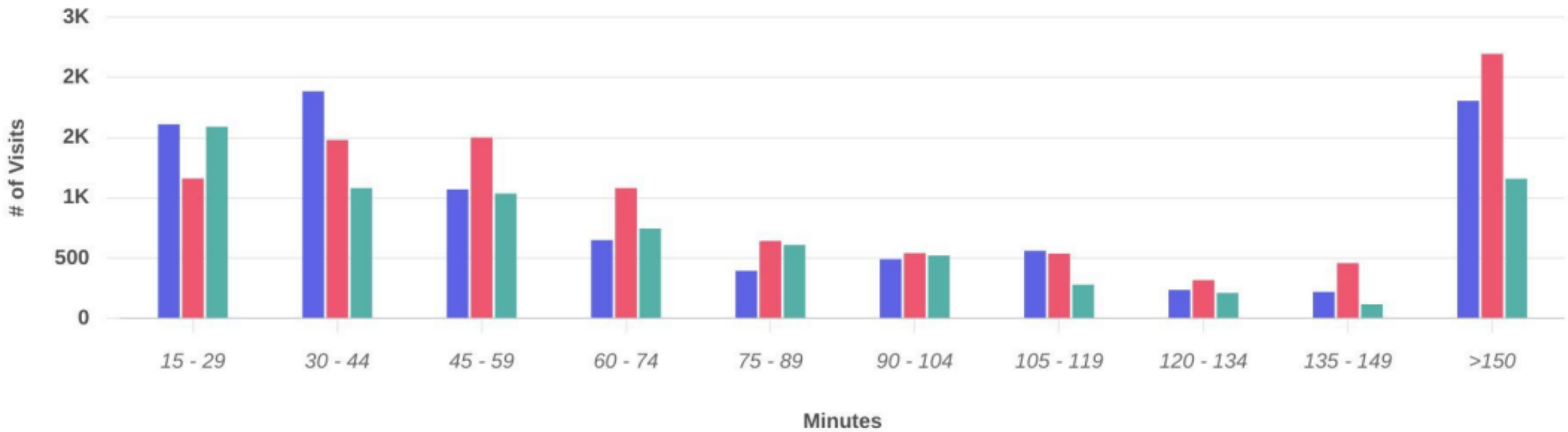


Length of Stay

Downtown Avon
13 Genesee St, Avon, NY 14414

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13 Genesee St, Avon, NY 14414

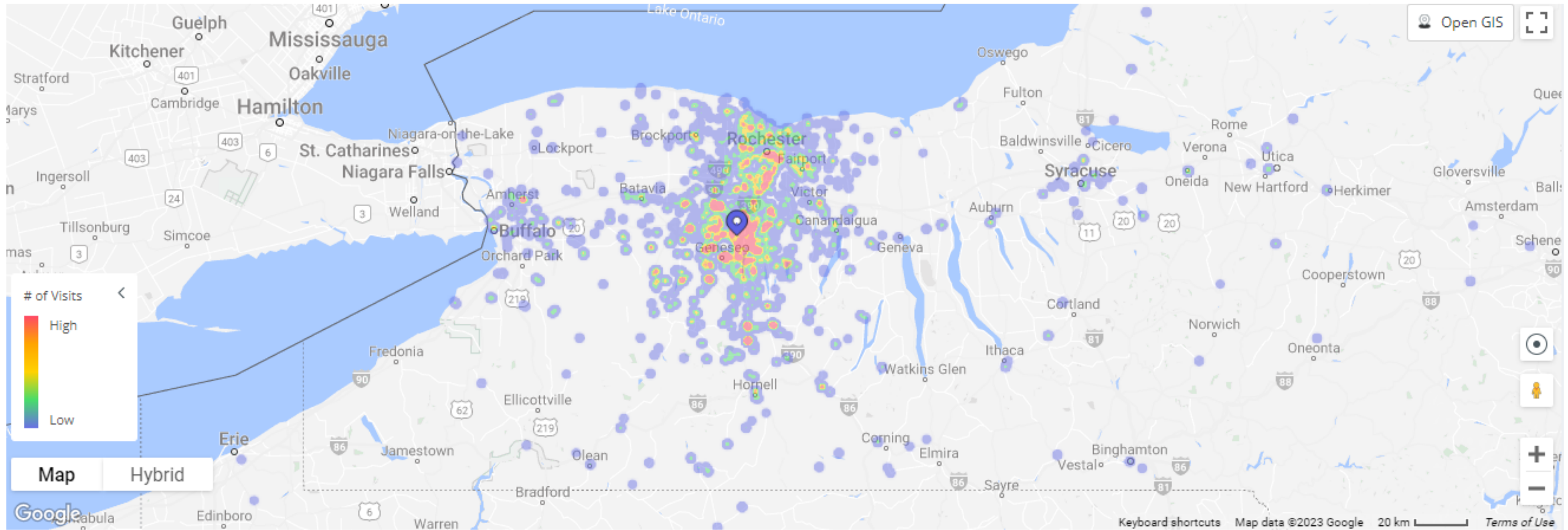
Downtown Avon
13 Genesee St, Avon, NY 14414



	Average	Median
●	119 min	54 min
●	122 min	69 min
●	116 min	59 min

Visits
Downtown Avon - Aug 10th, 2019
Downtown Avon - Aug 13th, 2022
Downtown Avon - Aug 12th, 2023
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95.4% (5926) of attendees are from NYS

2129 from out of county
 3797 from Livingston County (2155 from Avon)

4.6% (287) of attendees are from out of state

CO, CT, FL, GA, NC, ND, PA, SC, VA