

DOWNTOWN NEIGHBORHOOD ASSOCIATION OF ELGIN

Elgin, Illinois | Population: 114,106

OVERALL VISITATION IN 2024

Visits: **5,102,351**

Visitors: **845,293**

Visitor:Resident Ratio: **7.4** visitors per Elgin resident

Median Length of Visit: **72 minutes**

% of People Who Visit At Least Monthly: **12%**

2024 VISITATION TRENDS

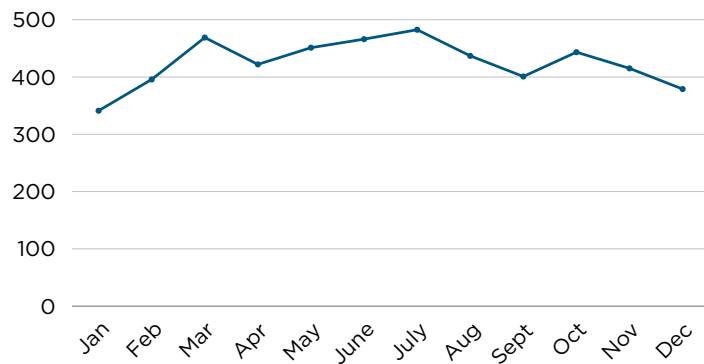
Busiest Dates

1. **Thursday, July 4** – 46,592 visits
2. **Saturday, October 19** – 44,084 visits
3. **Saturday, September 14** – 30,798 visits
4. **Sunday, June 23** – 29,976 visits
5. **Saturday, March 9** – 27,085 visits

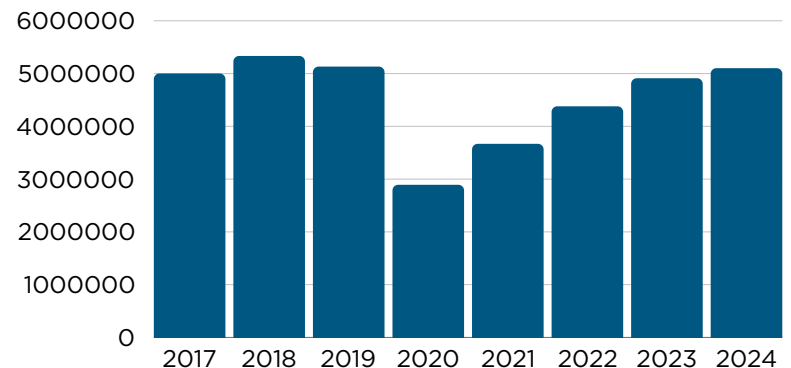
Quietest Dates

1. **Friday, January 12** – 5,142 visits
2. **Wednesday, December 25** – 6,466 visits
3. **Tuesday, January 9** – 6,629 visits
4. **Monday, January 15** – 7,894 visits
5. **Monday, January 1** – 7,952 visits

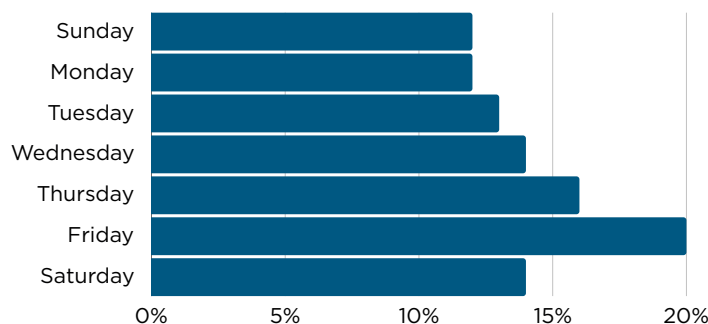
Busiest Months of 2024



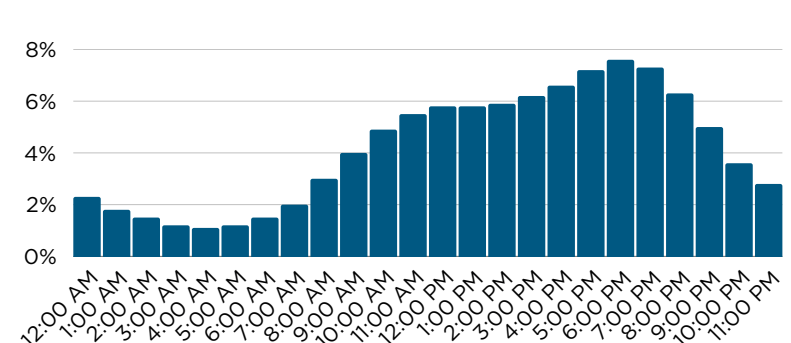
Annual Visits Since 2017



Busiest Days of the Week



Busiest Times of Day



KEY INSIGHTS ON DOWNTOWN ELGIN

In the Downtown Neighborhood Association of Elgin district:

- Overall visit numbers are strong. Downtown Elgin attracted more than five million visits and 845,000 visitors.
- Visit numbers are climbing back to pre-pandemic levels.
- Peak visit traffic occurs during happy hour / dinner hours (5pm - 7pm)
- Fridays is the clear standout day for visits. Monday and Tuesday are quietest.
- July was the busiest month of visits in 2024 -- 41% busier than December, the quietest month for visits.

Compared to other Illinois Main Street programs:

- Elgin has very steady traffic throughout the workday and early evening. There is a discernable peak at the dinner hour, but the long plateau of visits stands apart from other Main Streets.
- Steadiness is a general marker for Elgin. There are several days of the year that exceed 25,000 visits, and no single day had fewer than 5,000 visits.

ABOUT THIS DATA AND ANALYSIS

The data in this report is provided through Placer.ai, a location analytics company which studies trends in visits, trade areas, and demographics, with added interpretation from Main Street America. Placer's information comes from smartphone data which tracks users' location and duration of stay in a given area across the United States. Placer's data is employed by a variety of organizations and major national and international companies, and is considered to be one of the leaders in the area of visitor data. In this report,

- **"Visitors"** refers to the unique device, usually a smartphone; the visitor is only counted once no matter how many times that device/person visited the district in the timeframe used for the report.
- **"Visits"** refers to any travel by a "visitor" inside the boundaries of the Main Street district, as long as the visit is at least ten minutes long. Each "visitor" is only counted once per day, no matter how many times that device/person left or returned to the district on a given day.
- **"Visit frequency"** is the average number of visits per visitor over the duration of the report. Again, each device/person is only counted as a unique visitor once per day.

Main Street America began subscribing to the Placer platform in September 2023 and the MSA Research team has begun using the platform to understand visitation patterns to Main Street downtowns and neighborhood commercial districts. This visitor data snapshot was commissioned by and developed in partnership with Illinois Main Street.

