



Placer.ai

Parks

March 2026

KEY INSIGHTS

Portfolio Performance

- **5 locations** generated **5K total visits** (↑ 49.1% month-over-month)
- Average location performance: **1K visits** with **32.3 min** average dwell time
- Growth trend month-over-month: **4 locations** showing positive growth, **1 location** declining

Top & Bottom Performers

- **Top 3 Locations:** Donnabeth Lippman Park (2K visits), Windham Community Park & Garden (1K visits), East Windham Recreational Land (786 visits)
- **Bottom 3 Locations:** Dundee Park (34 visits), Gambo Fields (632 visits), East Windham Recreational Land (786 visits)

Notable Changes

- **Biggest Gainer:** Windham Community Park & Garden with **+202.5%** increase month-over-month
- **Largest Decline:** East Windham Recreational Land with **-19.1%** decrease month-over-month

Visitor Insights

- **43.0%** of visits are from visitors whose home locations are within 5 miles and average median household income is **\$88K**
- Most locations peak on **Monday** during **4 PM**

Insights generated by AI based on portfolio data analysis

KEY DEFINITIONS

- **Visits:** The extrapolated number of visits to the location. Only 1 visit per visitor per day is counted
- **Visitors:** The number of unique individuals who visited the location. A single visitor may visit multiple times during the selected period. For periods longer than one month, the average number of monthly visitors is shown
- **Average Dwell Time:** Mean duration visitors spend at the location, measured in minutes
- **Peak Day:** Day of the week with the highest visit volume
- **Peak Hour:** Time of day with the highest traffic (Morning: 6am-12pm, Afternoon: 12-5pm, Evening: 5-9pm, Late Night: 9pm-6am)
- **MoM (Month-over-Month):** Percentage change compared to the previous month
- **YoY (Year-over-Year):** Percentage change compared to the same month last year

To learn more visit placer.ai academy at <https://analytics.placer.ai/academy/>

Parks

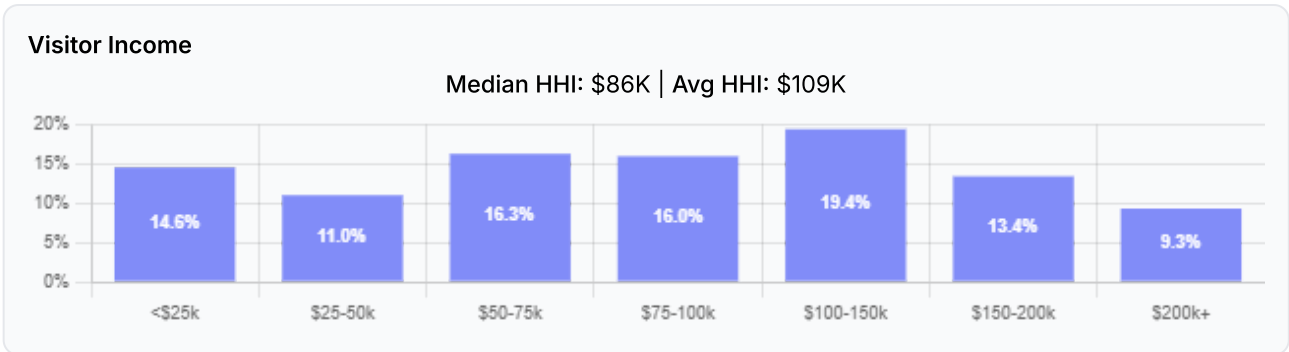
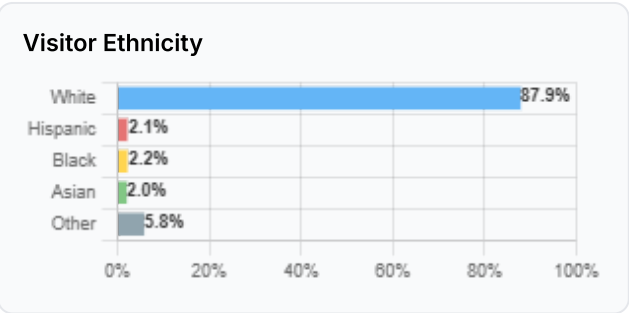
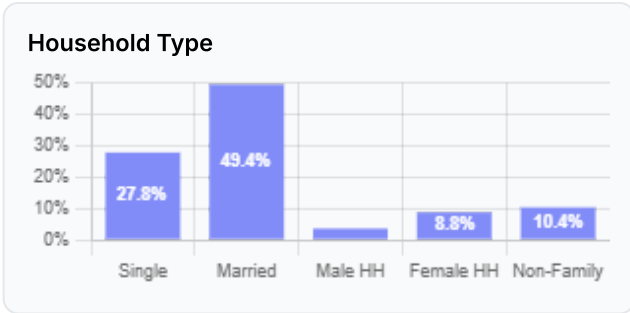
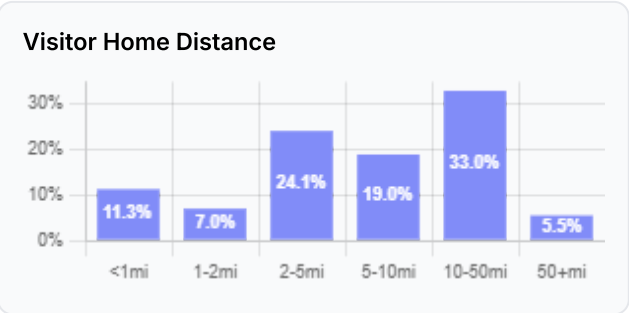
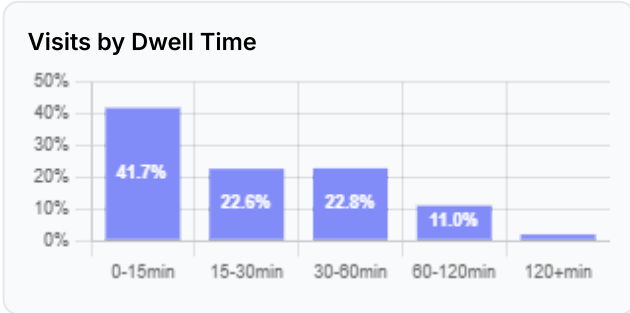
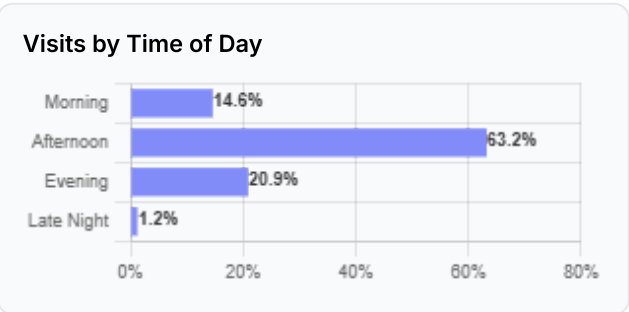
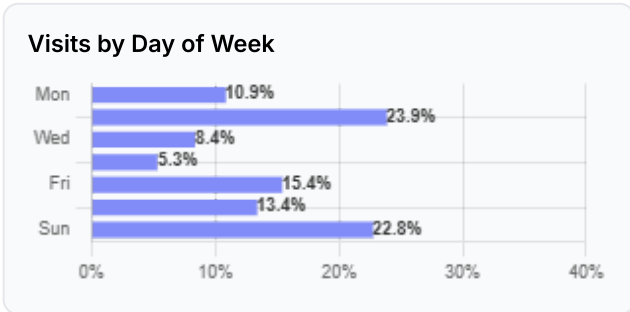
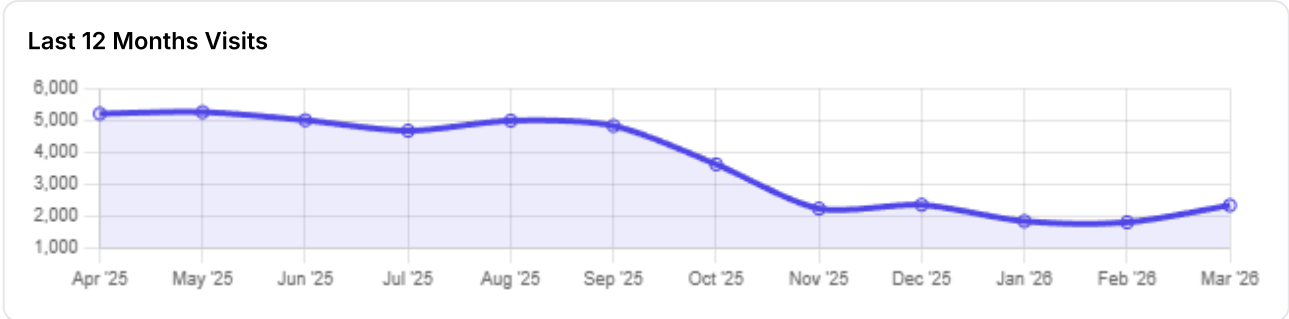
LOCATION	VISITS	VISITORS	AVG. DWELL TIME	PEAK DAYS	PEAK HOUR
Donnabeth Lippman Park	2K +29.7% MoM -18.0% YoY	2K +33.8% MoM -17.2% YoY	32.3 min -20.8m MoM -1.3m YoY	M T W T F S S	4 PM
Windham Community Park & Garden	1K +202.5% MoM -35.8% YoY	1K +178.4% MoM -23.1% YoY	30.9 min +18.7m MoM -6.7m YoY	M T W T F S S	4 PM
East Windham Recreational Land	786 -19.1% MoM -3.8% YoY	617 +7.0% MoM +7.1% YoY	36.8 min -3.4m MoM +8.7m YoY	M T W T F S S	1 PM
Gambo Fields	632 +159.0% MoM -30.7% YoY	596 +192.5% MoM -21.2% YoY	31.9 min +0.4m MoM -1.1m YoY	M T W T F S S	6 PM
Dundee Park	34 +78.9% MoM +54.5% YoY	17 -12.1% MoM -6.0% YoY	6.5 min +4.5m MoM -0.6m YoY	M T W T F S S	11 AM

Total Visits
2K
 +29.7% MoM
 -18.0% YoY

Total Visitors
2K
 +33.8% MoM
 -17.2% YoY

Avg. Dwell Time
32.3 min
 -20.8m MoM
 -1.3m YoY

Peak Day & Time
Tuesday / 4 PM
 Jan '26: **Sunday, 2 PM**
 Mar '25: **Saturday, 4 PM**



* Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats

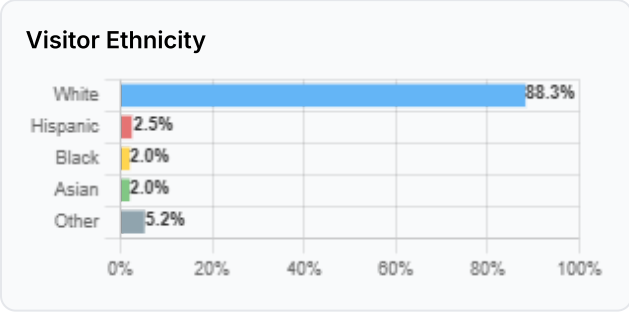
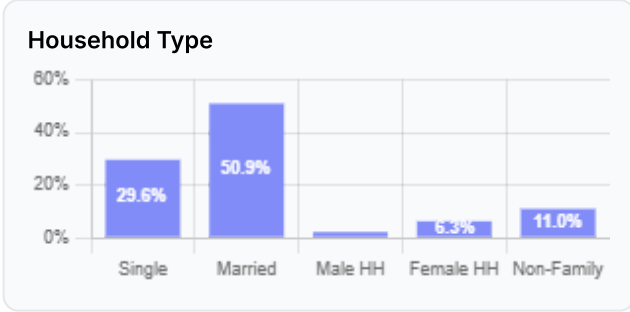
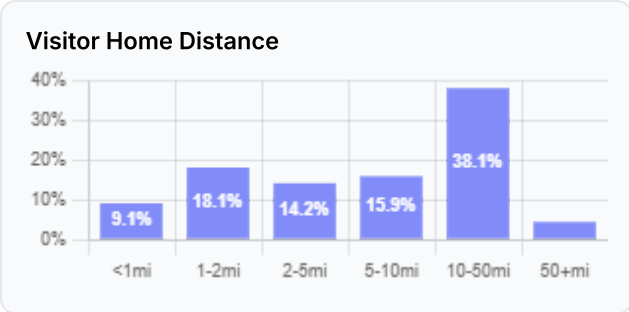
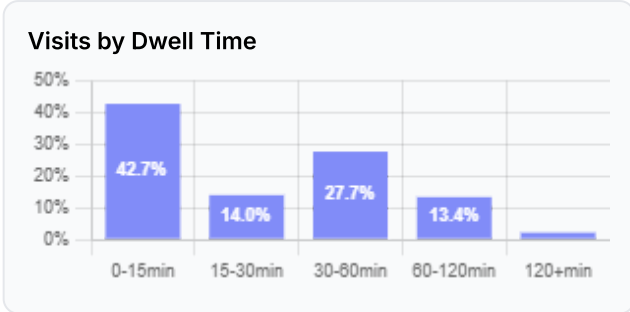
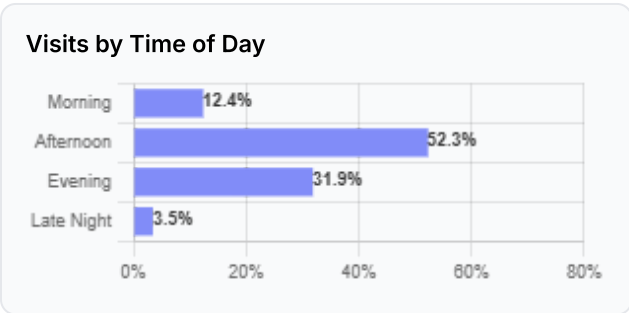
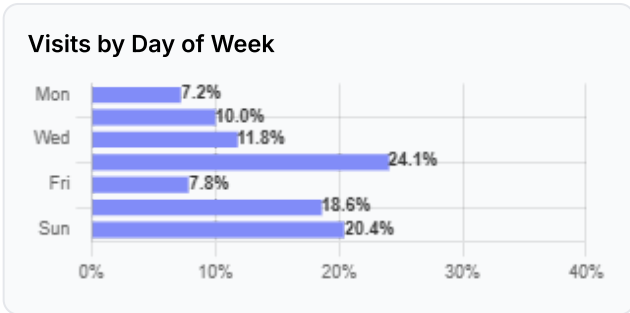
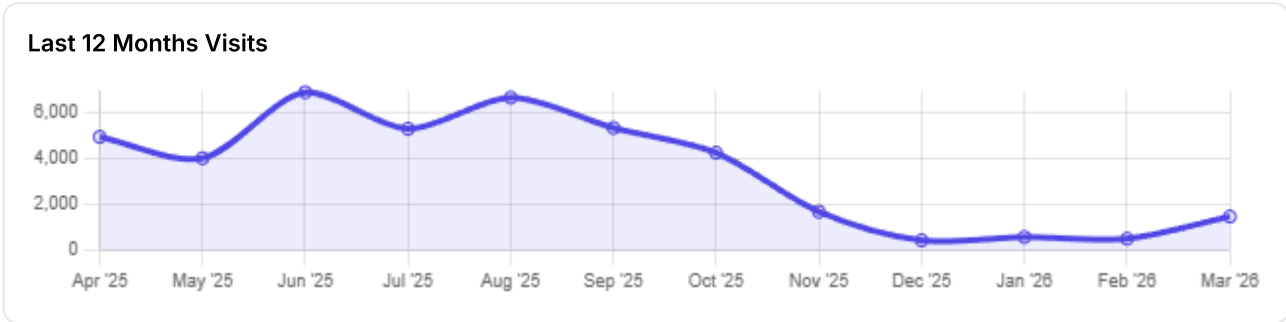
Windham Community Park & Garden

Total Visits
1K
+202.5% MoM
-35.8% YoY

Total Visitors
1K
+178.4% MoM
-23.1% YoY

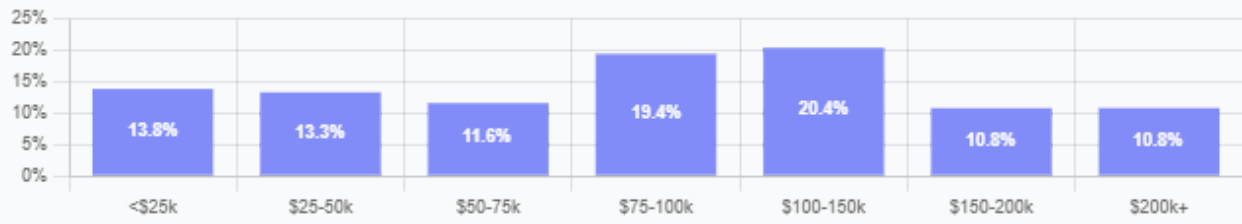
Avg. Dwell Time
30.9 min
+18.7m MoM
-6.7m YoY

Peak Day & Time
Thursday / 4 PM
Jan '26: **Thursday, 1 PM**
Mar '25: **Saturday, 4 PM**



Visitor Income

Median HHI: \$89K | Avg HHI: \$106K



* Demographics data is based on locations' true trade area (home CBGs of 70% of visitors within 50 miles). Demographic information is provided by STI: popstats

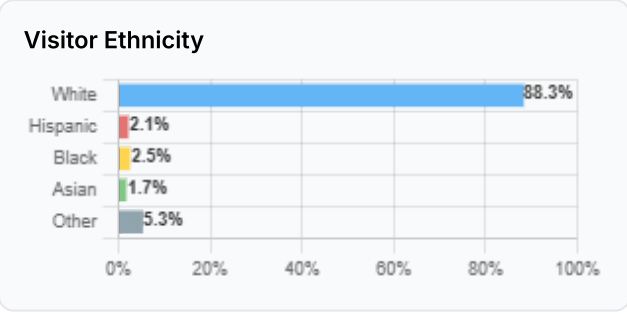
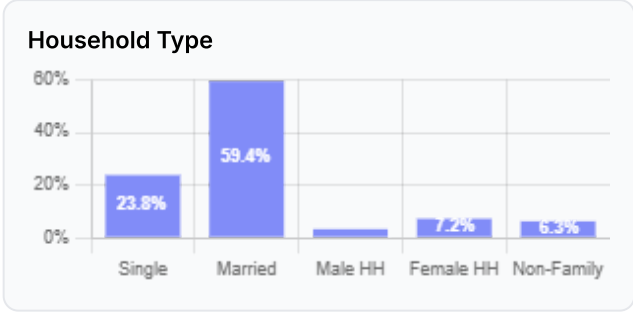
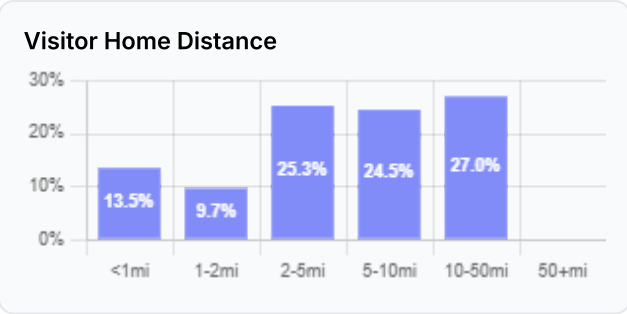
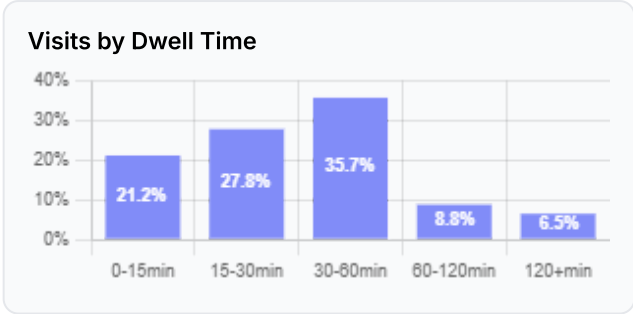
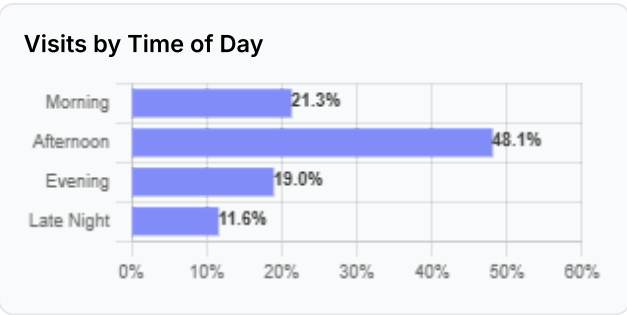
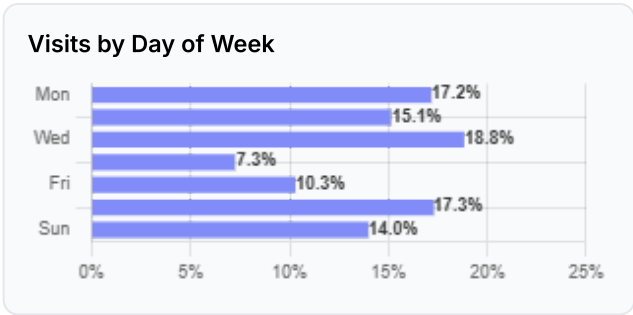
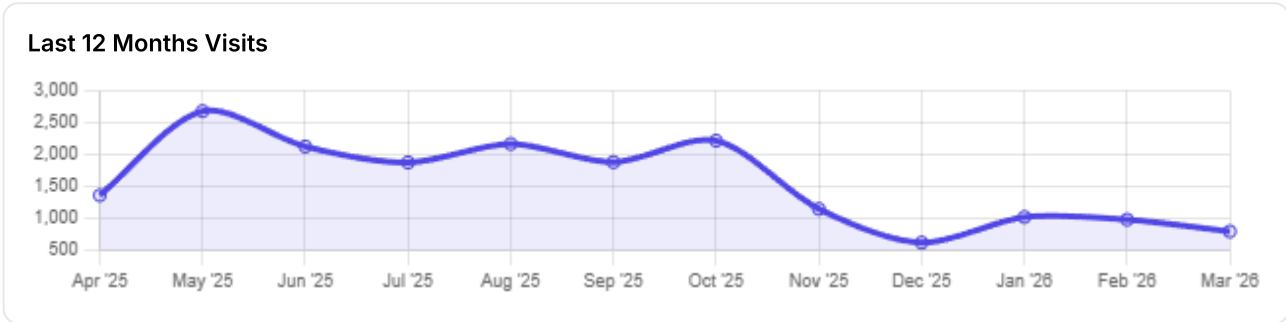
East Windham Recreational Land

Total Visits
786
 -19.1% MoM
 -3.8% YoY

Total Visitors
617
 +7.0% MoM
 +7.1% YoY

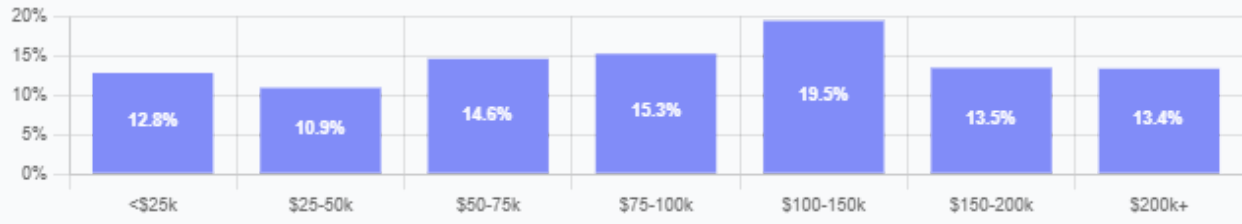
Avg. Dwell Time
36.8 min
 -3.4m MoM
 +8.7m YoY

Peak Day & Time
Wednesday / 1 PM
 Jan '26: **Thursday, 12 PM**
 Mar '25: **Sunday, 4 PM**



Visitor Income

Median HHI: \$93K | Avg HHI: \$118K



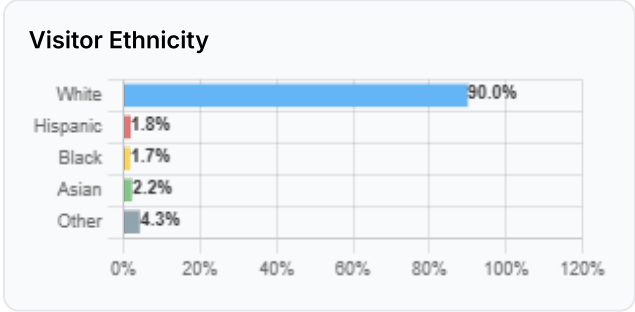
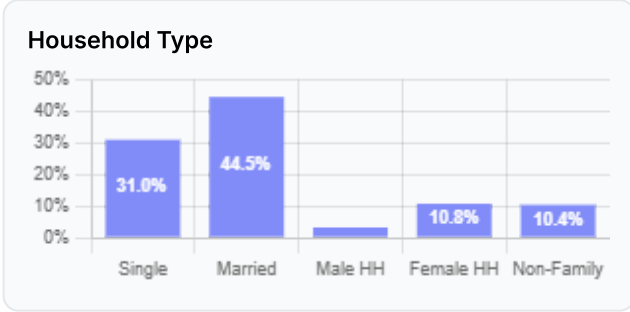
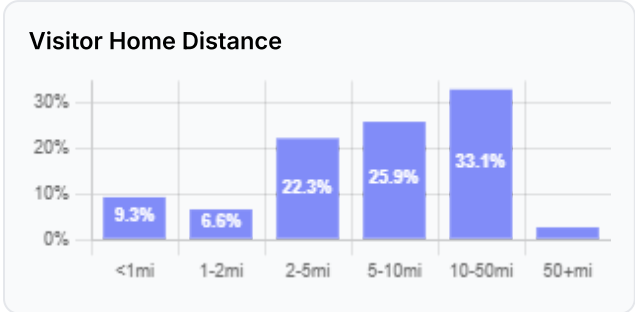
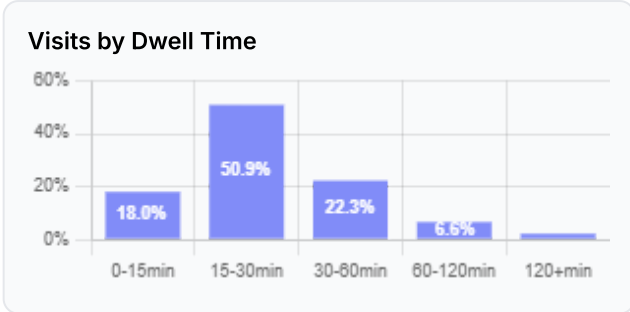
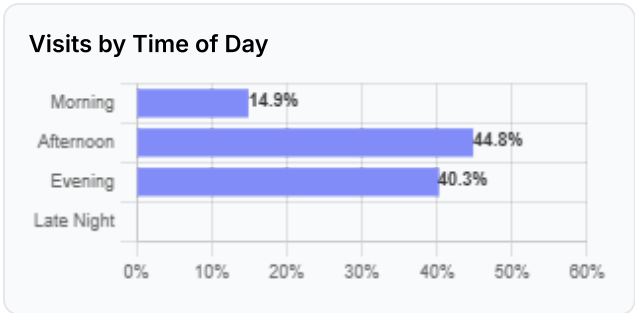
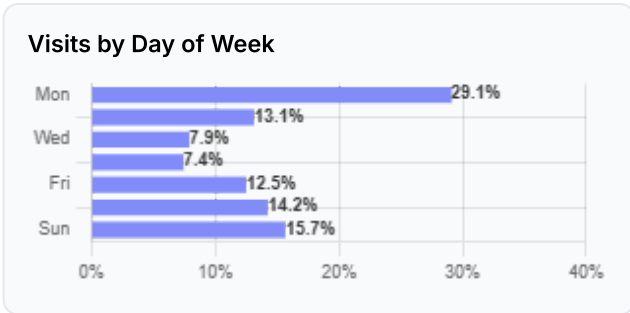
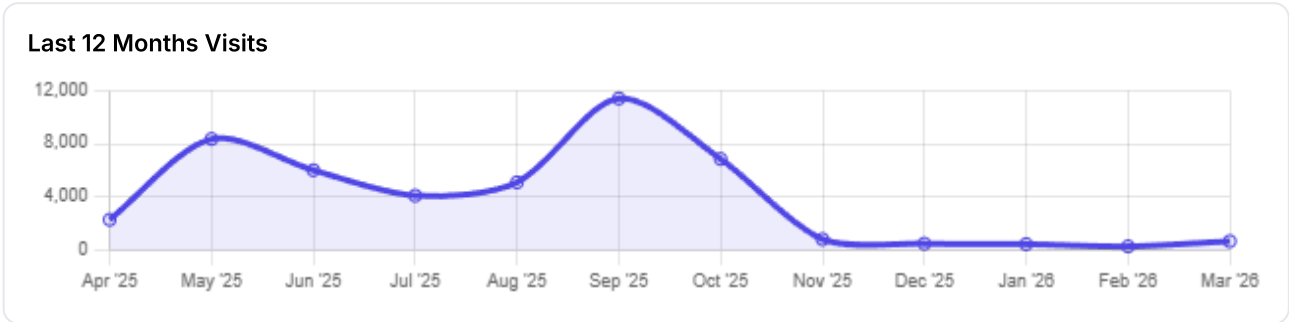
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Total Visits
632
 +159.0% MoM
 -30.7% YoY

Total Visitors
596
 +192.5% MoM
 -21.2% YoY

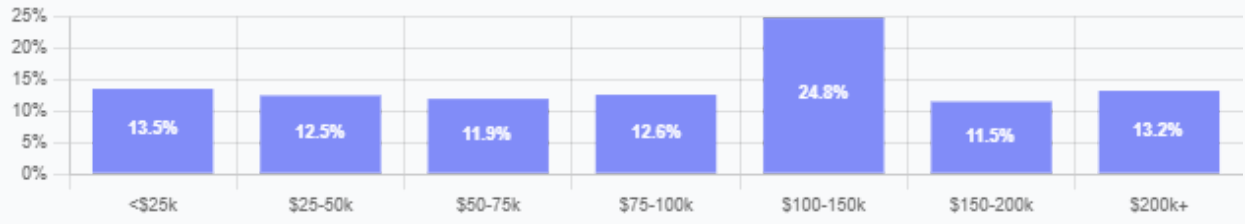
Avg. Dwell Time
31.9 min
 +0.4m MoM
 -1.1m YoY

Peak Day & Time
Monday / 6 PM
 Jan '26: **Saturday, 2 PM**
 Mar '25: **Sunday, 12 PM**



Visitor Income

Median HHI: \$99K | Avg HHI: \$118K



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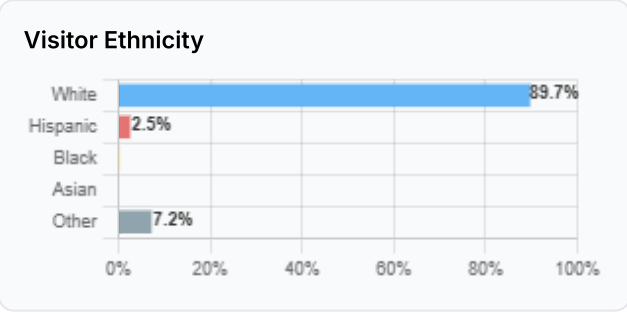
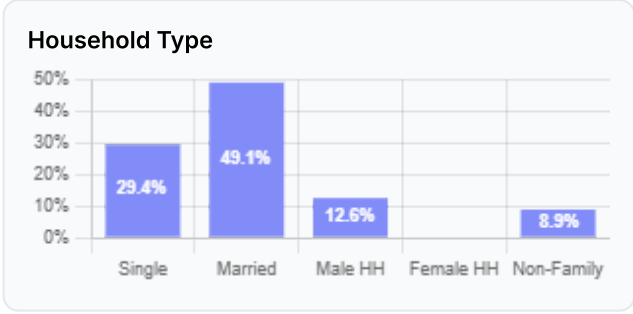
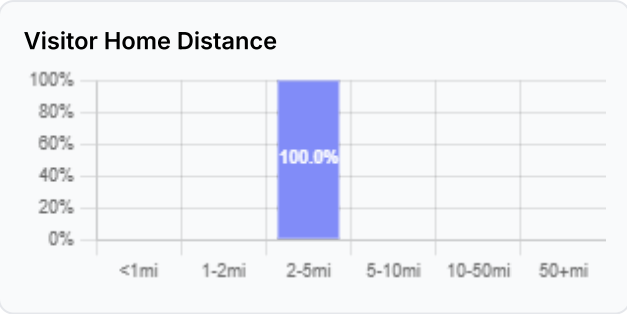
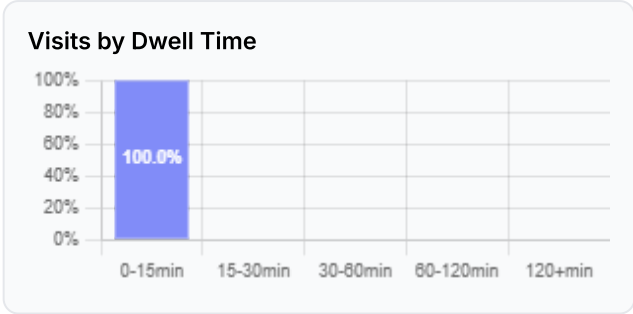
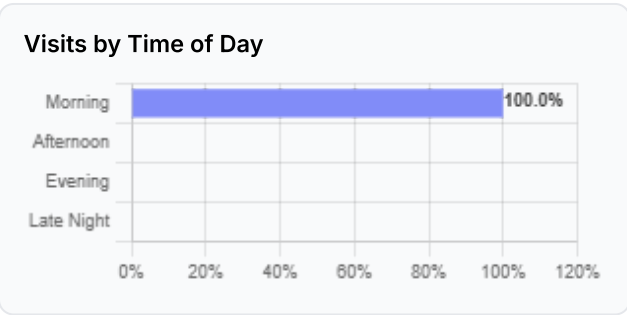
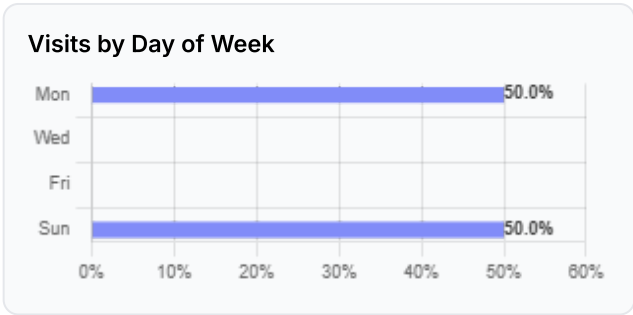
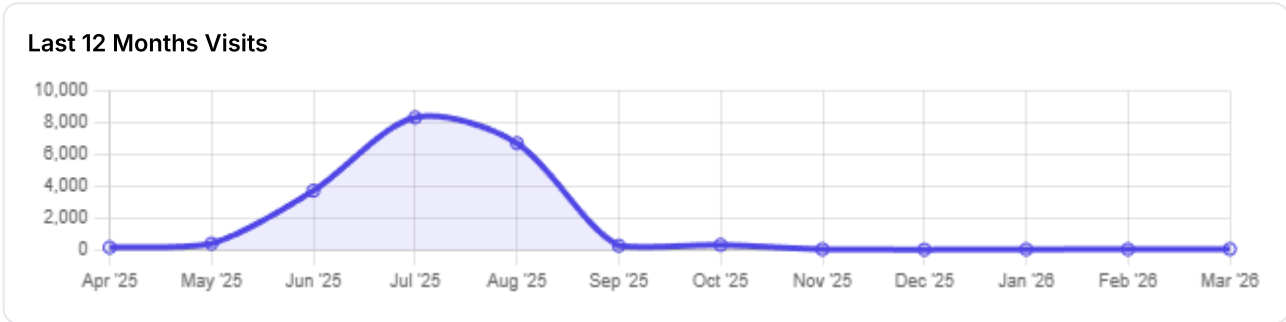
Dundee Park

Total Visits
34
+78.9% MoM
+54.5% YoY

Total Visitors
17
-12.1% MoM
-6.0% YoY

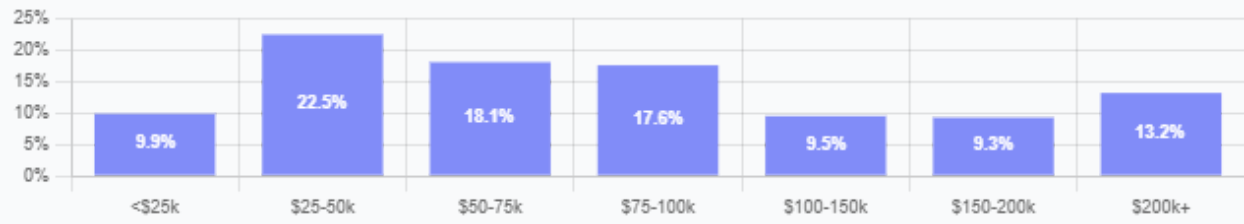
Avg. Dwell Time
6.5 min
+4.5m MoM
-0.6m YoY

Peak Day & Time
Monday / 11 AM
Jan '26: **Thursday, 2 PM**
Mar '25: **Thursday, 4 PM**



Visitor Income

Median HHI: \$75K | Avg HHI: \$113K



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Thank You

For further information and questions about this report, please contact your Customer Success Manager [Placer Pro](#).