6 ESSENTIAL FACTS
YOUR DOWNTOWN CAN’T AFFORD TO OVERLOOK

1. #1 activity of visitors is shopping, dining, entertainment in a pedestrian-friendly, intimate setting: your downtown.

2. Downtown is where 80% of all non-lodging visitor spending takes place.

3. Visitors are active for 14 hours a day. They devote 4 to 9 hours on a main activity during daylight hours, but 80% of their spending happens during their downtime: mostly at night.

4. 70% of all consumer retail spending takes place after 6:00 pm. Making sure there are things to do after 6:00 pm is incredibly important.

5. If you don’t hang out in your downtown, neither will visitors. They go where you go.

6. Two hour visitors spend 2X that of stop & go visitors. Overnight: 4X more is spent.

RESOURCE: ROGER BROOKS, DESTINATION DEVELOPMENT
1 SANTA MONICA, CALIFORNIA

**Population:** 92,000

**Claim to Fame:** The Santa Monica Pier

**Challenge:** Downtown was in rough shape

**Brand:** Third Street Promenade

**Results**

- **Average Daily Foot Traffic:** 40,000
- **Annual Visitors:** 6.3 million, 3 million are international
- **Annual Spending:** $1.25 billion (U.S.)
- **Shopping & Gifts:** $243 million
- **Dining & Food:** $196 million
- **Lodging:** $188 million
- **Beverages:** $81 million
- **Transportation:** $69 million
- **Health & Spa:** $14 million
  - One of the top destinations in southern California
  - Downtown is an amenity
  - 90% of all visitors spend time in Third Street Promenade
  - Hotel guests make up 11% of all Third Street Promenade visitors, but they account for 49% of all spending

2 SHIPSHEWANA, INDIANA

**Population:** 680

**Claim to Fame:** Amish, Mennonite population

**Challenge:** 2.5 hours from Chicago, other Amish communities nearby

**Brand:** Annual flea market and auction

**Results**

- Quaint converted houses make up downtown
- The town hosts nearly 2 million visitors a year
- One of the top 5 most visited "attractions" in the state of Indiana
- Their downtown IS the attraction. Tourism IS the driver.

Resource: Roger Brooks, Destination Development