



Photo Credit: Wayland Main Street



VISITOR PROFILE + EVENT ANALYSIS

WAYLAND MAIN STREET

Prepared by Main Street America
June 2024

Wayland Main Street

Wayland, Michigan



Photo Credit: Wayland Main Street



4,435 residents

of Wayland city, Michigan
(U.S. Census Bureau, 2020)



100.3K visitors

number of visitors to
Wayland Main Street
in 2023



471.2K visits

to Wayland Main
Street in 2023



**October 2023 -
Busiest Month**

Wayland Main Street had
46.3K visits in October 2023



**Fridays and
Saturdays -
Busiest Days**

About 36% of visits take
place on Fridays and
Saturdays



**Lunch + Dinner -
Busiest Times**

More than 31% of visits
occur between 11am - 1pm
and 6pm - 8pm

Project Overview

About the Placer.ai Data

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. The Visitor Profile + Event Analysis Report was commissioned by and developed in partnership with [Michigan Main Street](#), a program of the [Michigan Economic Development Corporation](#).

Potential Applications of this Data

- **Business Planning and Development:** Information such as the peak visiting days and times, seasonality, and visitor psychographics may be used to educate business owners about who their customers are, what business hours are optimal, and how to better tailor their offerings to potential untapped visitor markets. When paired with other trade area data, such as that provided in the MMS Market Snapshots, programs may better target business recruitment, retention, and expansion efforts, such as by pairing visitors' origin communities with market sales/leakage data to inform potential entrepreneurs.

Project Overview

Potential Applications of this Data (Continued)

- **Marketing and Promotion:** Visitor data enables targeted advertising campaigns to areas where most visitors are likely to come from, or by revealing which geographic areas have potential to send more visitors to the community. It may also help inform current event focuses, advertising effectiveness, or reveal new opportunities to connect programming which is aligned with the interests of existing visitors.
- **Fundraising and Sponsorships:** Utilizing total and event-specific visitor data, programs can create compelling donor and sponsorship packages which highlight exposure to visitors and the impact of the program beyond the immediate district boundaries. This visitor data may be used to support proposals for grant funding and customizing donor appeals.

Michigan Main Street

Since 2003, the Michigan Main Street (MMS) program has assisted communities across Michigan interested in revitalizing and preserving their traditional commercial district. A Main Street America™ coordinating program, MMS provides technical assistance to local communities as they implement the Main Street Four-Point Approach®, a community driven, comprehensive strategy encouraging economic development through historic preservation. The program aims to create communities distinguished by economically vital and vibrant commercial districts and downtowns, thereby developing attractive places that make the state economically stronger and culturally diverse.

Main Street America

Main Street America (MSA) leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts through place-based economic development and community preservation. We work in collaboration with thousands of local partners and grassroots leaders across the nation who share our commitment to advancing shared prosperity, creating resilient economies, and improving quality of life.



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



District Visits + Visitor Profile



100,300 visitors
CAME TO WAYLAND MAIN STREET IN 2023

23 

VISITORS PER RESIDENT

Visit Trends

Since the start of the COVID-19 pandemic, visits to Wayland Main Street have not only increased, but surpassed the annual visit counts for years prior to the pandemic. 2023 was the busiest year since at least 2017 and had nearly 13% more visits than 2022. In 2022, the annual visit count stayed similar to 2021, but dipped by 0.8%.

Peak days (2023):

- **Saturday 10/28/2023 - 4,344 visits**
- Saturday 6/10/2023 (Summerfest) - 3,960 visits
- Saturday 12/2/2023 - 3,519 visits
- Friday 9/22/2023 - 2,608 visits

Quietest days (2023):

- **Monday 12/25/2023 (Christmas Day) - 207 visits**
- Monday 9/4/2023 (Labor Day) - 231 visits
- Sunday 1/1/2023 (New Years Day) - 299 visits
- Tuesday 7/4/2023 (Independence Day) - 304 visits

Visitor Profile

Compared to all residents of Allegan County, visitors to Wayland Main Street:

- Are **more often White*** - 88% of all Wayland visitors are White, compared to 85% of Allegan county residents. At the same time, 3% of Wayland visitors are Black, while only 0.9% of Allegan county is Black.
- Are **less likely to have a bachelor's degree or higher** - 21% of Wayland visitors compared to 26% of Allegan county residents.
- Have **higher median incomes** - the median income of Wayland visitors is \$77,200 compared to the median household income for Allegan county residents of \$75,900.

OCT 2023



BUSIEST MONTH

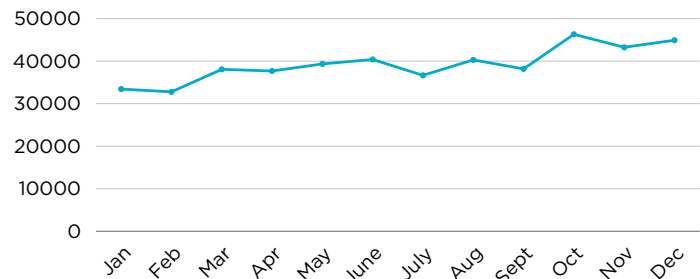
FEB 2023



QUIETEST MONTH

Wayland experiences fairly steady visitation monthly. The 41% difference in visits between the busiest month (October; 46.3K visits) and the quietest month (February; 32.8K visits) marks Wayland as moderately steady compared to all Michigan Main Street programs.

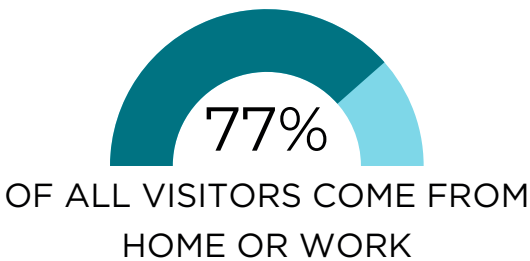
Monthly Visits in 2023



*The racial and ethnic categories shown here come from Placer.ai, as versions of the data that comes from the U.S. Census Bureau. These categories are coarse ways to understand diversity, and are limited in the way they represent, for instance, some people of Middle Eastern or North African descent.

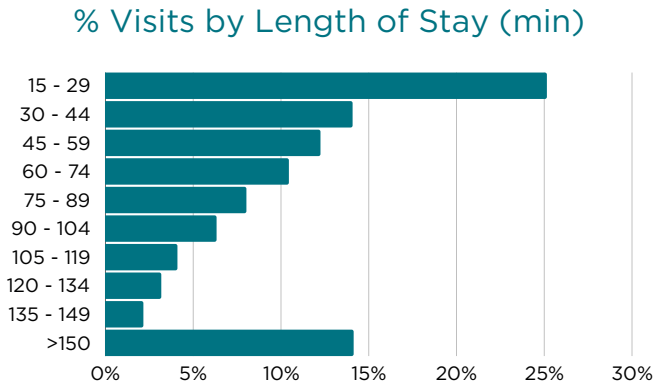
Visitor Journey

Nearly 3/4 of all visits to Wayland Main Street involve someone coming from their home or going home (69%). About 77% of visits involve people coming from home or work, rather than a leisure or shopping location outside the district. Notably, **12% of visits are followed by dining, leisure, or shopping outside the district, reflecting possible leakage.**

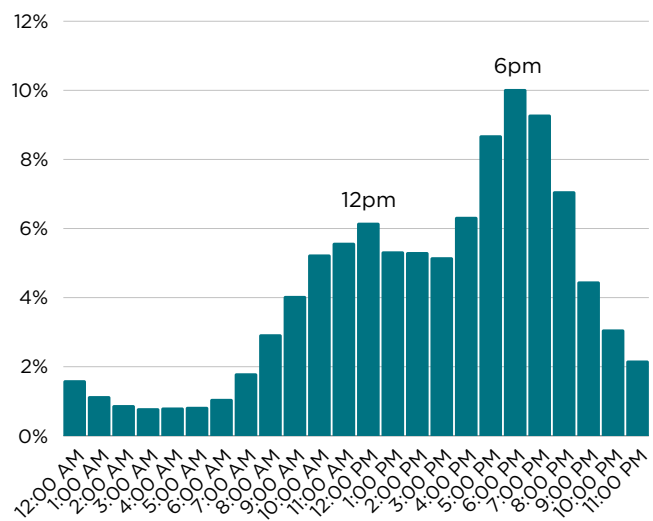


Length of Stay

About 25% of visits last between 15 and 29 minutes. **More than half of all visits last for one hour or less (52%).** Additionally, about 14% of visits last longer than 2.5 hours.



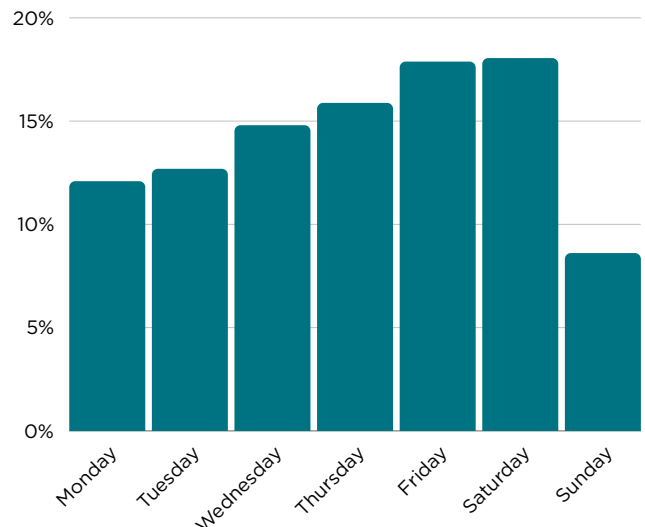
% Visits Throughout the Day



Hourly and Daily Visits

In a typical day in Wayland, visits increase around lunchtime and reach 6% of hourly visits at Noon. Visits peak at 6pm when 10% of hourly visits occur. **More than 31% of hourly visits occur during lunch (11am - 1pm) and dinner (6-8pm) periods.**

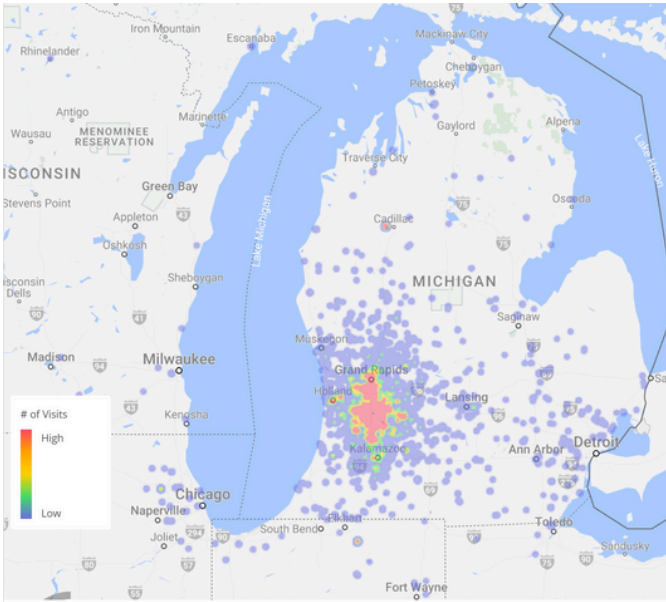
% Visits Throughout the Week



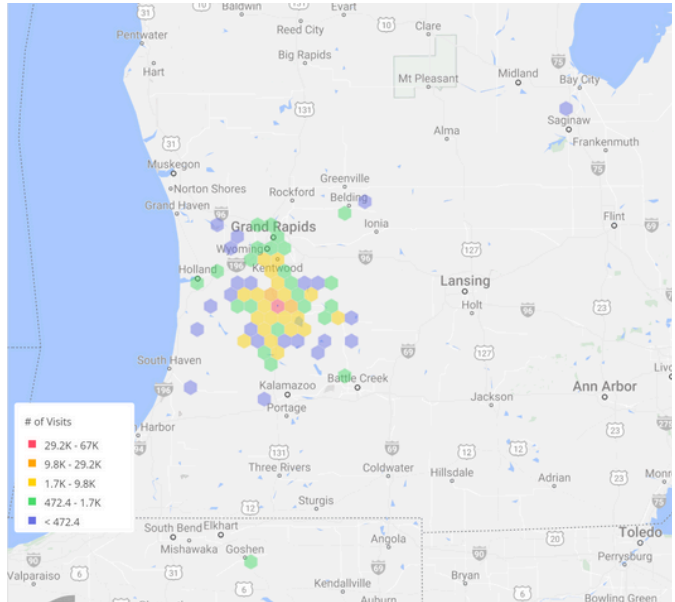
Throughout the week, visits to Wayland Main Street are skewed towards the weekend. The **busiest days are Friday and Saturday, capturing 17.9% and 18.1% of daily visits, respectively.** The quietest days are Sunday (9% of daily visits) and Monday (12% of daily visits).

True Trade Area

Visitors to Wayland Main Street come from mostly Western Michigan. The map on the left shows the home locations of visitors who came to Wayland Main Street at least once in 2023. The map on the right, in contrast, shows only home locations for repeat visitors who visited at least 10 times in 2023.



Visitors to Wayland Main Street by Home Location
1/1/2023 - 12/31/2023, Minimum 1 Visit



Visitors to Wayland Main Street by Home Location
1/1/2023 - 12/31/2023, Minimum 10 Visits

Visit and Visitors by Origin

Home ZIP Code	Visits (% of Total)	Visitors (% of Total)
49348	165.9K (35.2%)	13.1K (13.1%)
49323	43.5K (9.2%)	6.7K (6.6%)
49344	27.2K (5.8%)	3.2K (3.2%)
49328	21.8K (4.6%)	3.3K (3.3%)
49333	15.4K (3.3%)	3.8K (3.8%)
49080	13.0K (2.8%)	3.1K (3.1%)
All other ZIP codes	184.3K (39.1%)	67.2K (67%)

49348
About 13% of all visitors to Wayland Main Street come from Wayland's ZIP code, 49348. These visitors account for 35.2% of all visits to the district.

Psychographic Profile

Visits to Wayland Main Street come from households that can be classified into one of five psychographic profiles:

- 🔗
• E - Thriving Boomers - 14.2% of visits
 - “Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in suburban homes”
- 🔗
• I - Family Union - 13.7% of visits
 - “Middle income, middle-aged families living in homes supported by solid blue-collar occupations”
- 🔗
• C - Booming with Confidence - 11.1% of visits
 - “Prosperous, established couples in their peak earning years living in suburban homes”
- 🔗
• D - Suburban Style - 10.2% of visits
 - “Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes”
- 🔗
• F - Promising Families - 9.5% of visits
 - “Young couples with children in starter homes, living child-centered lifestyles”

Seasonal Trends

Over the last several years, visits to Wayland Main Street peaked in October (2023), March (2022), and July (2021) and were the lowest in January (2022, 2021) and February (2023). In the aftermath of the COVID-19 pandemic, Wayland has surpassed its pre-2020 visit numbers, with 2021, 2022, and 2023 each being busier than each year between 2017 and 2020. During the summer, higher proportions of visitors come from Wayland’s home ZIP Code (49348), compared to other months of the year (19.5% of visitors June - Aug; 13.1% of visitors in all other months). There is also an increase in the proportion of visitors coming from 49323 (Burnips, MI) and 49344 (Shelbyville, MI), when compared to the year as a whole.

Visits Trend



Event Analysis

Summerfest (June 10th, 2023)



Photo Credits: Wayland Main Street

Summerfest

Summerfest is an annual summer festival in Wayland, MI that brings the Wayland area together for fun for all ages. It has been celebrated for over 40 years and, in 2023, spanned three days, Friday to Sunday, with the main events on Saturday from 9am to 10pm.

Visit and Visitor Metrics

The main day of Summerfest, held on Saturday, June 10th, 2023, was the second busiest day of 2023 for Downtown Wayland. There were 4K visits on June 10th and 2K visits on June 9th and June 11th combined.

Length of Stay

Visitor dwell times in Downtown Wayland during the main day of Summerfest 2023 were higher than dwell times for 2023 overall. On June 10th, 2023, the average dwell time was 145 minutes, 40 minutes more than the average dwell time for 2023 overall. The median dwell time was 96 minutes, 38 minutes more than the median dwell time for 2023. About 21% of visitors stayed between 30 and 59 minutes, while a staggering 31% of visitors stayed for more than 2.5 hours.



3,624 visitors

to Wayland Main Street during Summerfest's main day in 2023



2.7x visits

than the average Saturday in June 2023 between 9am - 10pm



1+ hour

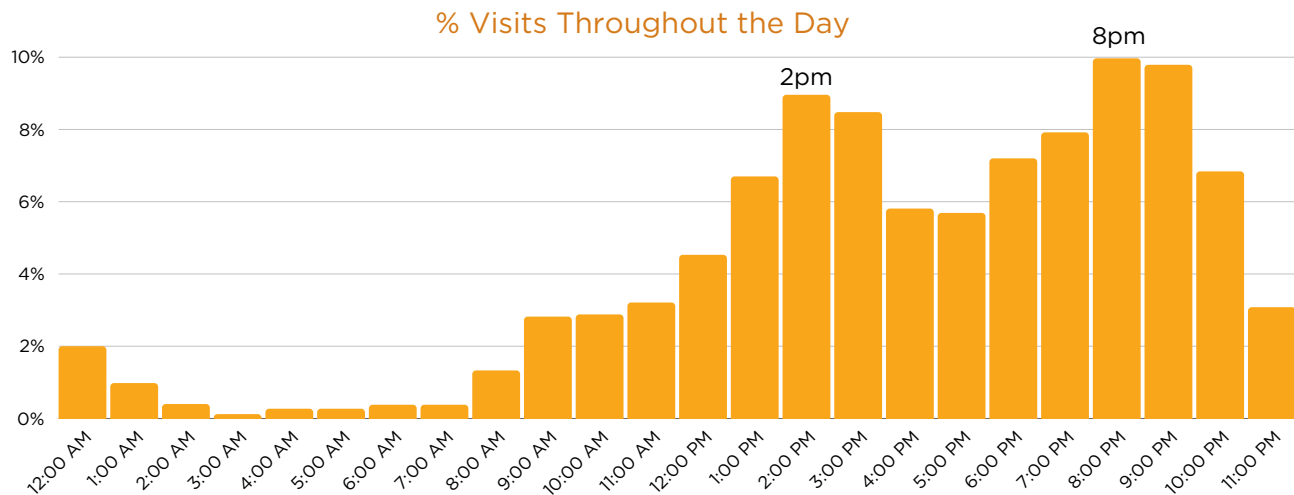
spent in the district by 67% of visitors on June 10th, 2023

Event Analysis

Summerfest (June 10th, 2023)

Hourly Visits

During Summerfest 2023, visits to Wayland Main Street were concentrated in the late afternoon and evening. Visits peaked at 8pm, when nearly 10% of hourly visits occurred. About 17% of visits on the day of Summerfest occurred between 2pm and 4pm, while 20% of visits occurred between 8pm and 10pm.



Audience

On the day of Summerfest, the visitors to Downtown Wayland were more diverse than the average visitor to Downtown Wayland in 2023. On June 10, the median household income of Downtown Wayland visitors was \$72.8K, less than the \$77.2K median household income of the average 2023 visitor. About 81% of visitors on the day of Summerfest were White, less than the average 2023 visitor, 88% of whom were White. Notably, there were 5% more Hispanic visitors and nearly 3% more Black visitors than the 2023 average. Visitors on the day of Summerfest had a 2% higher rate of having a bachelor’s degree or higher than the average 2023 visitor. Regarding the psychographic profile of visitors, there were 7% more “Singles and Starters” during Summerfest than in 2023 overall.

Visitor Journey

On the day of Summerfest, 22% of visitors came from a leisure location before coming to Downtown Wayland— specifically, 16% of visitors came from Wayland City Park. About 62% of visitors were home prior to visiting Downtown Wayland and 75% returned directly home after leaving. Further, 5.5% of visitors went to dining and 3% went to grocery stores. This could represent some leakage.



Event Analysis

Summerfest (June 10th, 2023)

Year Over Year Comparisons

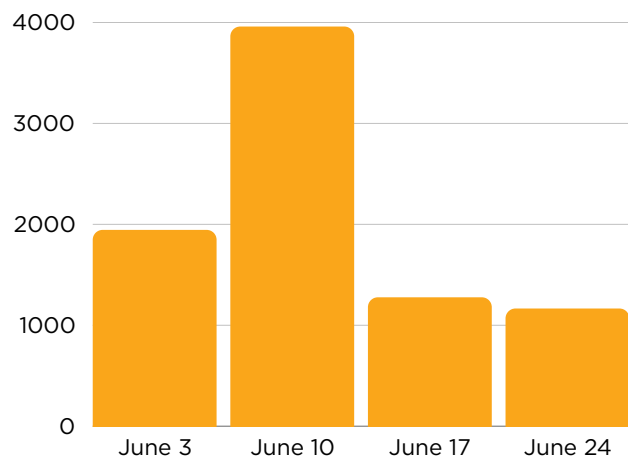
From 2017 to 2019, visits on the day of Summerfest were decreasing, even though it was the 4th busiest day of the year in 2017. In 2020, Summerfest was not held. Since 2021, the number of visits has significantly surpassed the pre-COVID-19 pandemic number of visits to Downtown Wayland on the event day. Likewise, when looking at the last several years, Summerfest had its highest number of visitors in 2023, with 2022 and 2021 following behind.

Since 2021, Summerfest has been the busiest or the second busiest day of the year in Downtown Wayland.

Comparison of Saturdays in June

Summerfest was the busiest day and busiest Saturday in June 2023, yielding 2,015 more visits than the next busiest Saturday of June.

Day of Summerfest Visits vs. Other Saturdays in June 2023



Day of Summerfest Visits Per Year

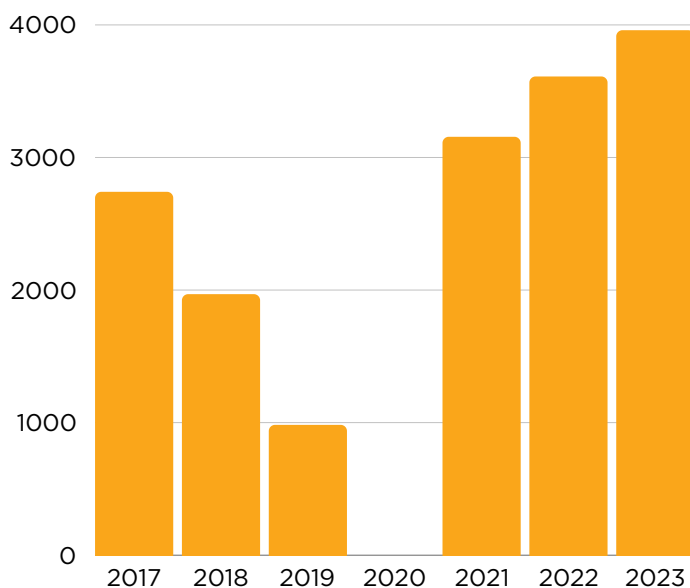
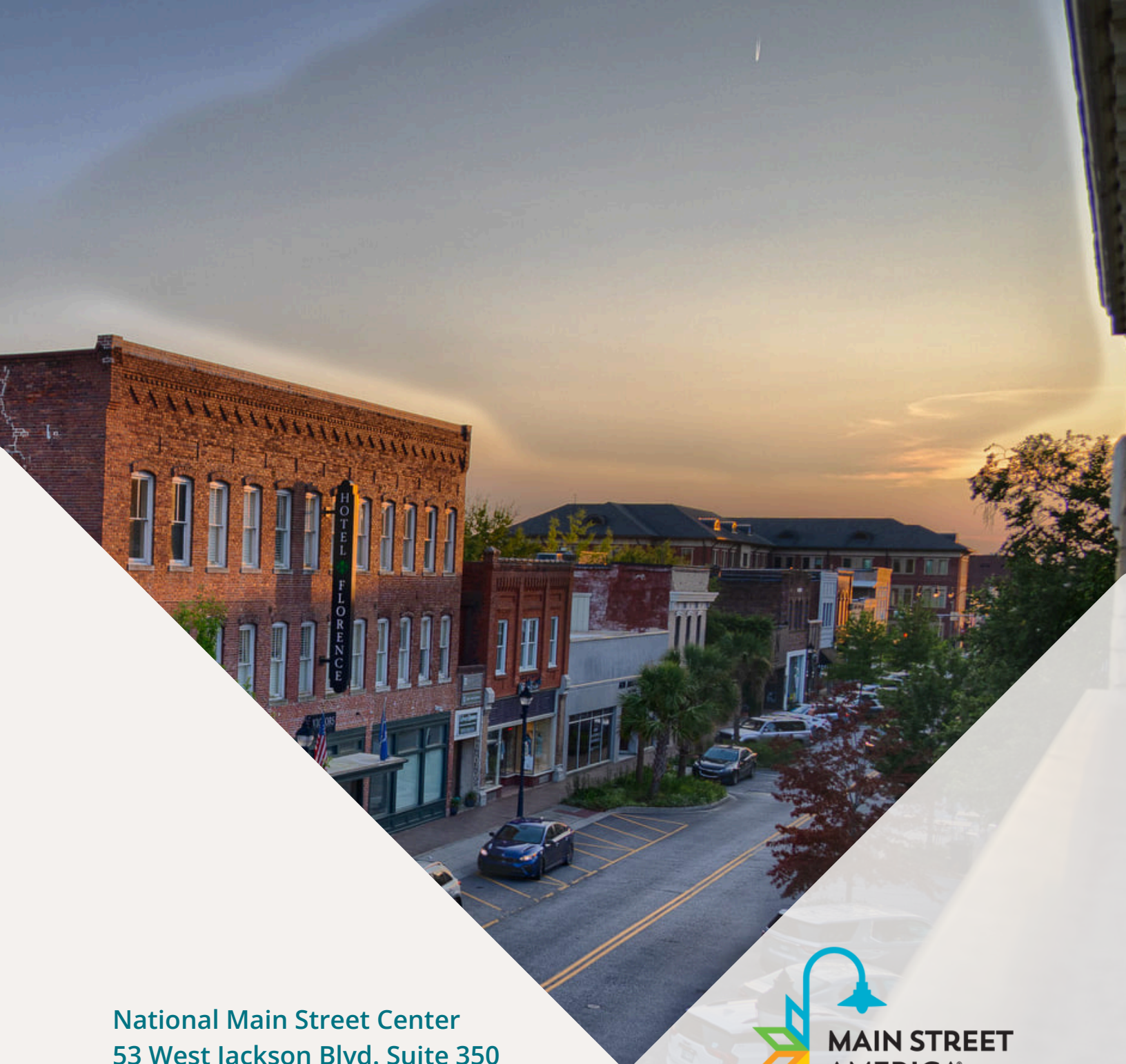


Photo Credit: Downtown Wayland



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