

DOWNTOWN CRYSTAL LAKE

Crystal Lake, Illinois | Population: 40,436

OVERALL VISITATION IN 2024

Visits: **2,400,720**

Visitors: **451,569**

Visitor:Resident Ratio: **11.2** visitors per Crystal Lake resident

Median Length of Visit: **73 minutes**

% of People Who Visit At Least Monthly: **10%**

2024 VISITATION TRENDS

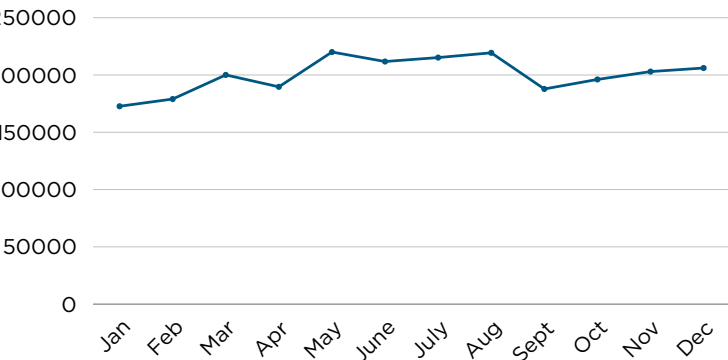
Busiest Dates

1. **Friday, November 29** – 13,544 visits
2. **Saturday, September 28** – 13,498 visits
3. **Saturday, March 16** – 12,457 visits
4. **Saturday, December 21** – 12,359 visits
5. **Saturday, August 10** – 11,754 visits

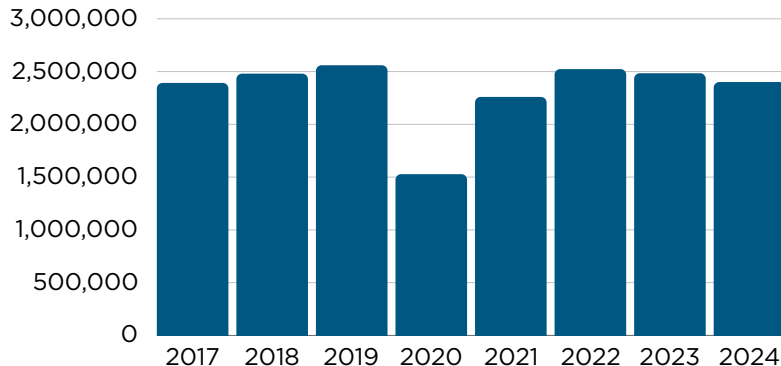
Quietest Dates

1. **Wednesday, December 25** – 1,386 visits
2. **Thursday, December 26** – 1,465 visits
3. **Thursday, November 28** – 2,069 visits
4. **Tuesday, January 9** – 2,550 visits
5. **Friday, January 12** – 2,830 visits

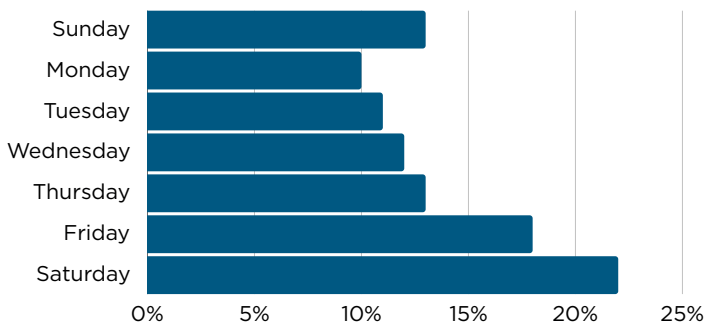
Busiest Months of 2024



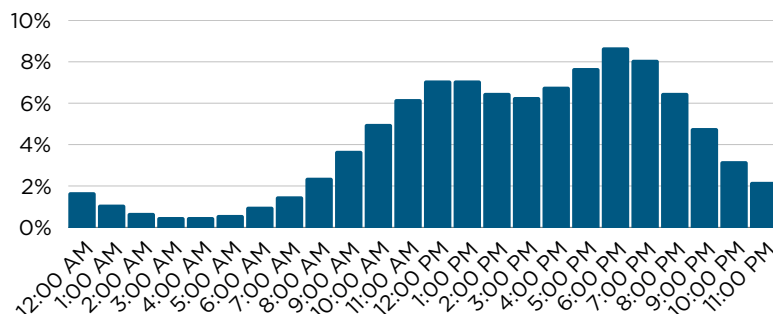
Annual Visits Since 2017



Busiest Days of the Week



Busiest Times of Day



KEY INSIGHTS ON DOWNTOWN CRYSTAL LAKE

In the Crystal Lake Main Street district:

- Overall visit numbers are strong. Downtown Crystal Lake attracted more than 2.4 million visits in 2024.
- Summer in Crystal Lake was a busy visit season last year, attracting 27% of 2024 visits.
- Visits to Crystal Lake often last a long time, with about half of all visits lasting 73 minutes or longer.

Compared to other Illinois Main Street programs:

- Dinner hours in Crystal Lake are especially busy times for visits. 31% of visits came between 5:00 PM and 9:00 PM--the fourth highest proportion in the state.
- Compared to weekdays, Fridays through Sundays in Crystal Lake are busy visit days, attracting 53% of weekly visits--also the fourth highest proportion among Illinois programs.

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.

