

COMMERCIAL OPPORTUNITY



DEMOGRAPHICS

SOURCES: ESRI, COSTAR, PLACER.AI

46.5
SQ. MILES

174,695
POPULATION
COUNT

7M
VISITORS
IN 2024

39.1
YEARS OLD
MEDIAN AGE

905
UNITS ENTITLED
IN 2024

61,806
TOTAL HOUSING
UNITS

\$108,164
MEDIAN
HOUSEHOLD INCOME

\$100,585
AVERAGE DISPOSABLE
INCOME

3.3%
VACANCY
RATE

HOTEL INDUSTRY

1,326
ROOM KEYS
12 HOTELS

75%
OCCUPANCY
RATE IN
2024

\$151
ADR

\$114
RevPAR

400+
OVERNIGHT TRIPS

1.2M
VISIT NIGHTS

STRONG RETAIL GROWTH

\$3.24B
TAXABLE SALES

\$47,751
PER CAPITA INCOME

102,100
LABOR FORCE (16+)

8.7M
EXISTING RETAIL SF

506
EXISTING BUILDINGS