



San Carlos Marketplace Property Overview

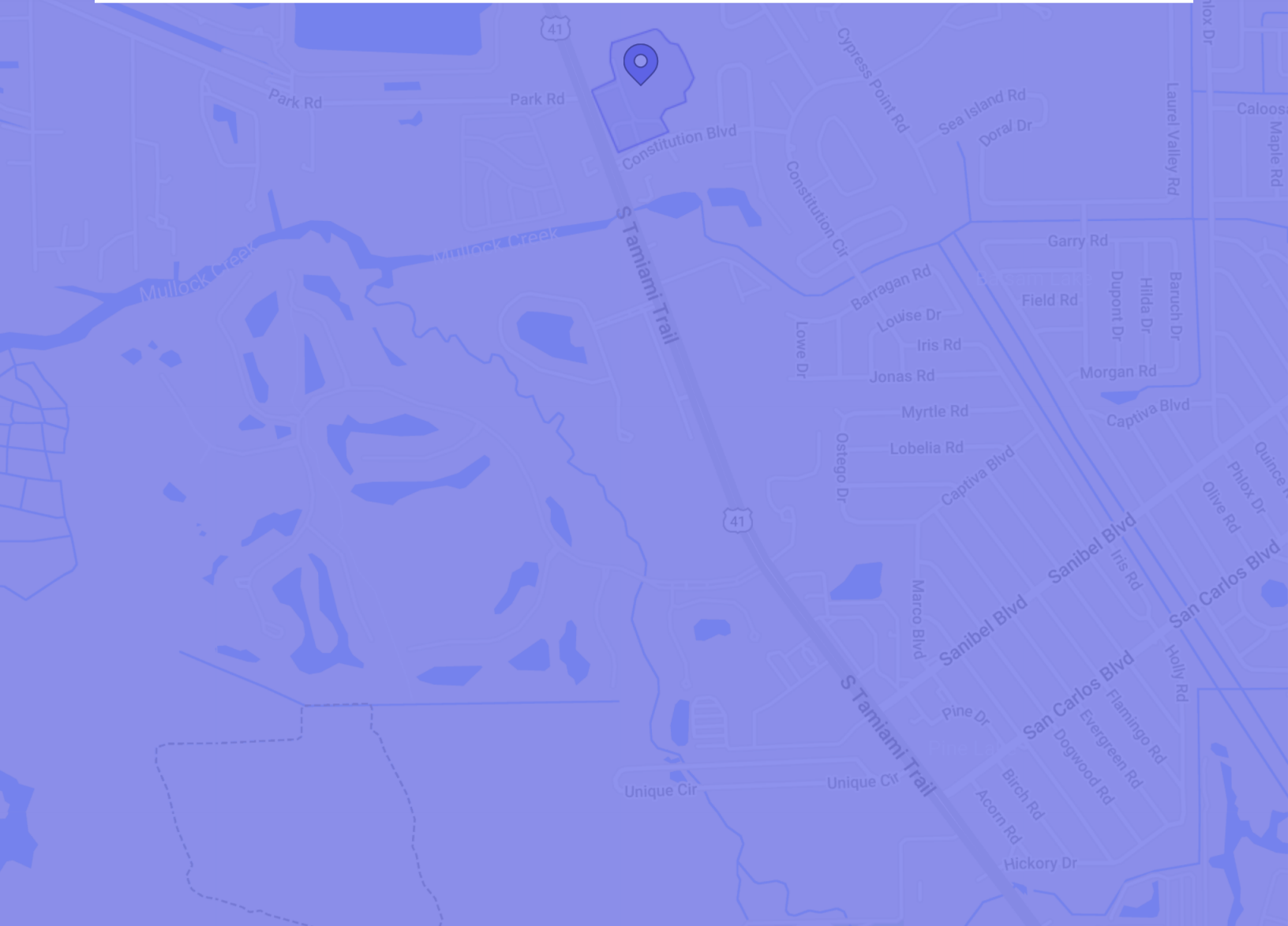
Sep 1, 2023 - Aug 31, 2024

Property:



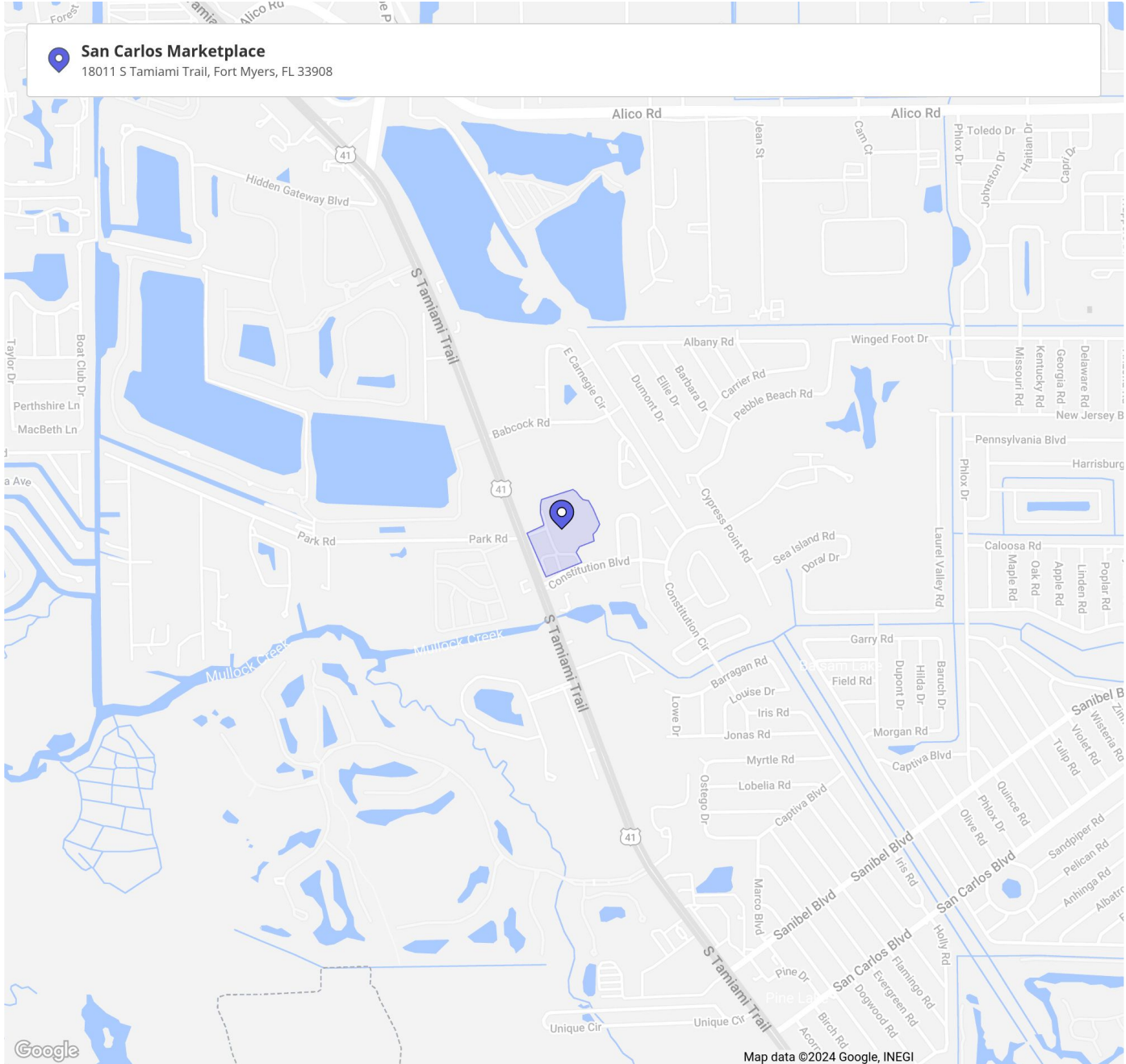
San Carlos Marketplace

18011 S Tamiami Trail, Fort Myers, FL 33908



San Carlos Marketplace Property Overview

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Metrics

San Carlos Marketplace

18011 S Tamiami Trail, Fort Myers, FL 33908

Visits	856.9K	Avg. Dwell Time	38 min
Visits / sq ft	11.21	Panel Visits	53.9K
Size - sq ft	76.4K (GLA)	Visits YoY	-8.5%
Visitors	157.6K	Visits Yo2Y	-4.4%
Visit Frequency	5.44	Visits Yo3Y	+1.2%

Sep 1st, 2023 - Aug 31st, 2024

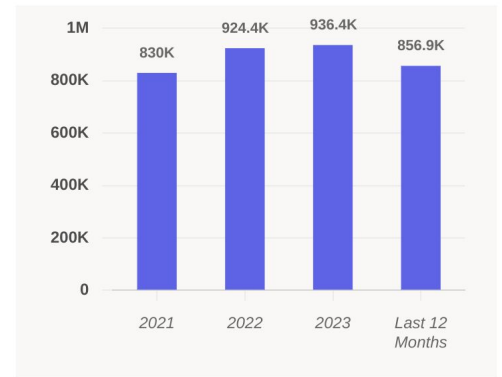
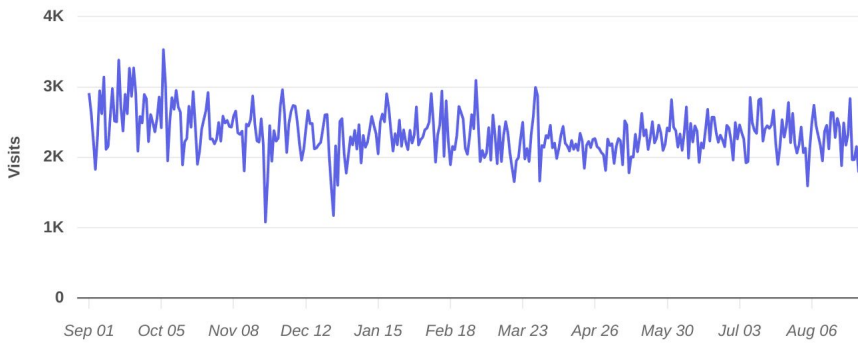
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

San Carlos Marketplace

S Tamiami Trail, Fort Myers, FL



Daily | Visits | Sep 1st, 2023 - Aug 31st, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



San Carlos Marketplace Property Overview

Sep 1, 2023 - Aug 31, 2024

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
San Carlos Marketpl... S Tamiami Trail, Fort Mye...	\$65.3K	32.3%	45.2	White (65.8%)	2.47
Florida	\$61.8K	31.5%	41.9	White (52.6%)	2.62

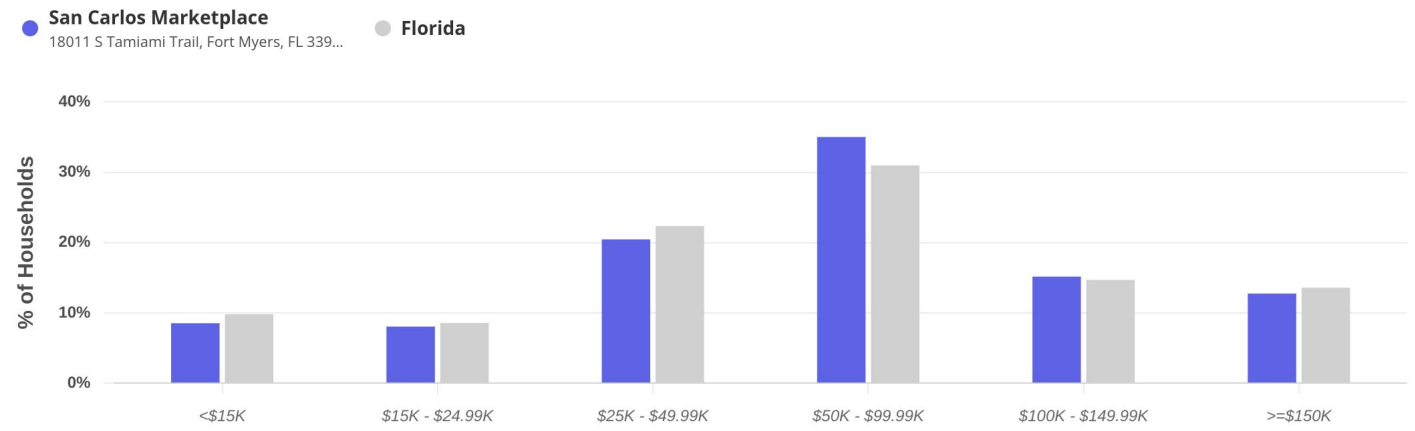
Sep 1st, 2023 - Aug 31st, 2024 | Data Source: Census 2021
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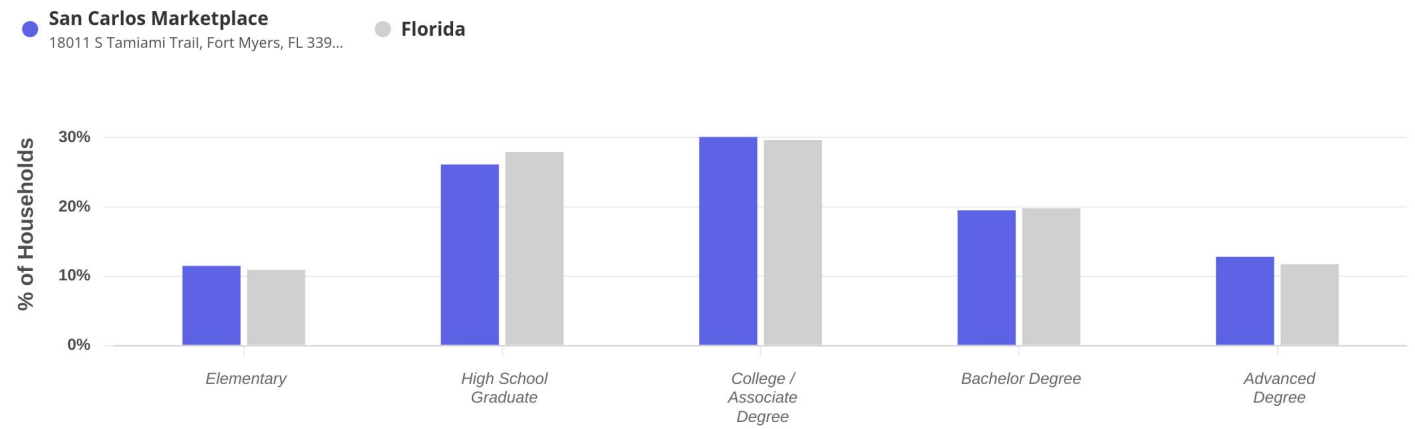
Household Income



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Education



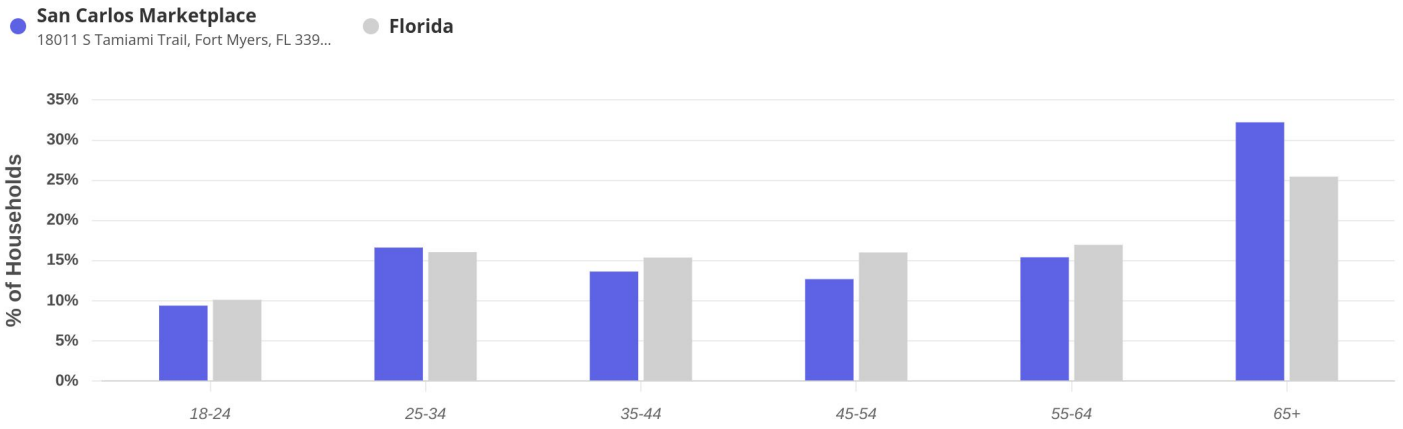
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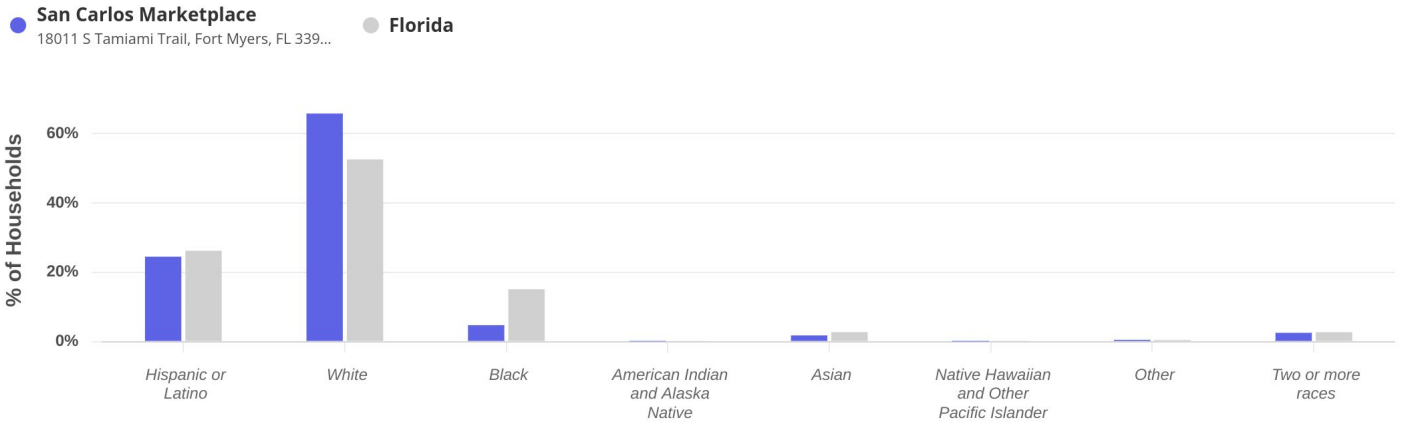
Age



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Ethnicity



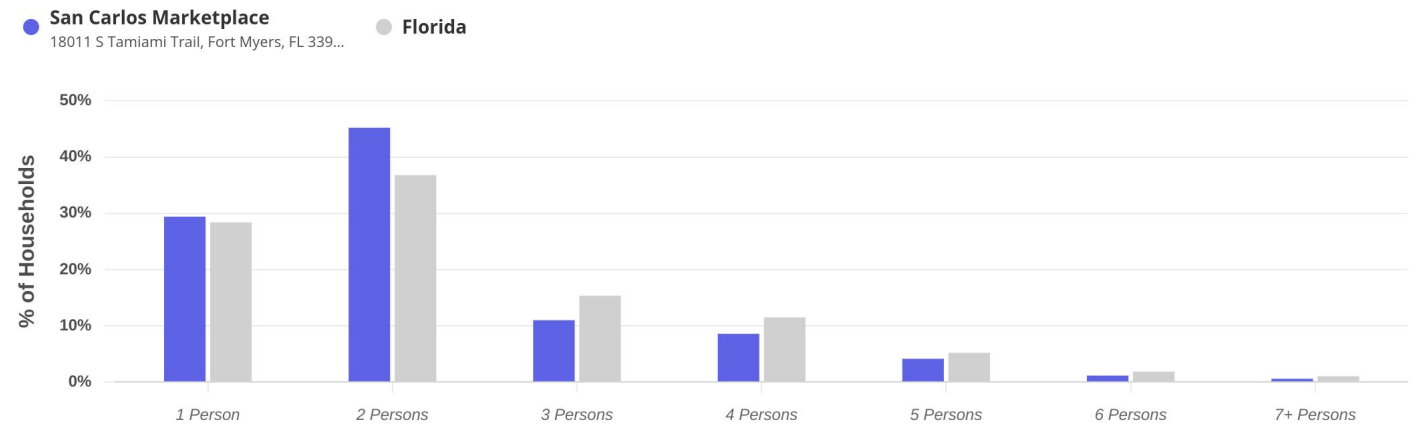
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Household Size



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Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Sep 1st, 2023 - Aug 31st, 2024
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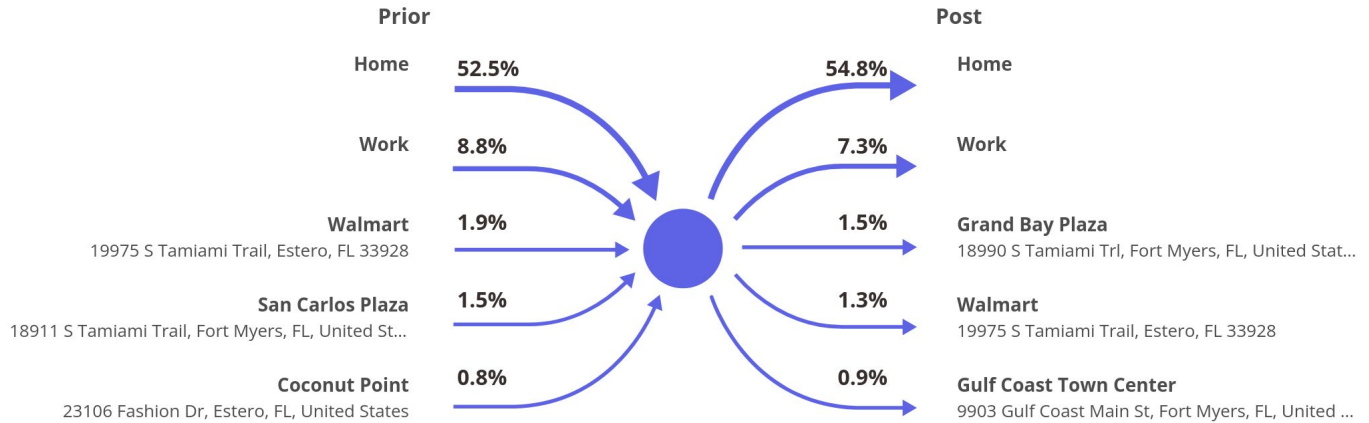


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Visitor Journey

San Carlos Marketplace
18011 S Tamiami Trail, Fort Myers, FL 33908

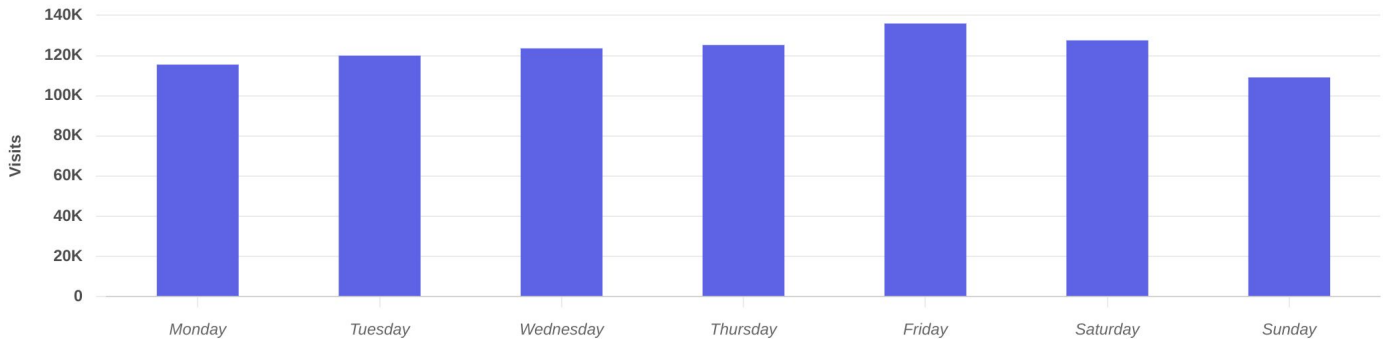


Show by: | Sep 1st, 2023 - Aug 31st, 2024
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Daily Visits

San Carlos Marketplace
18011 S Tamiami Trail, Fort Myers, FL 33...



Visits | Sep 1st, 2023 - Aug 31st, 2024
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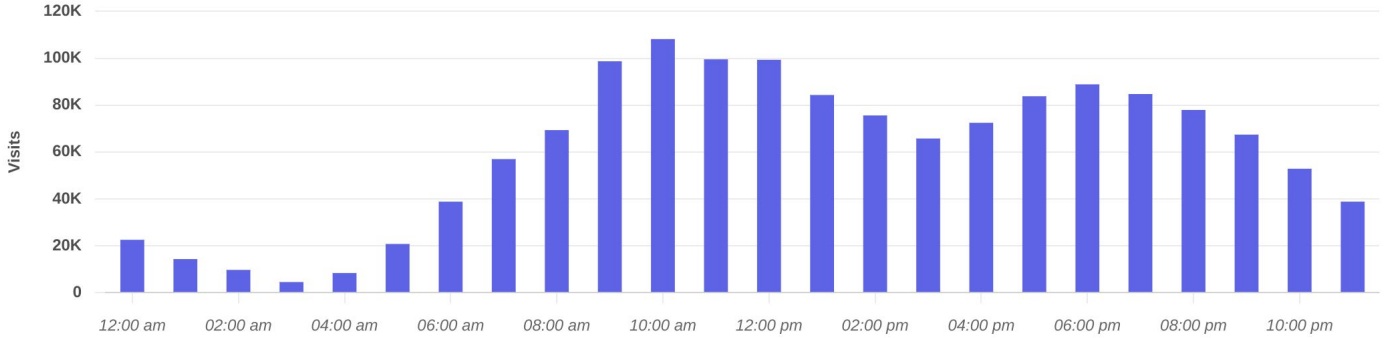
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Hourly Visits

San Carlos Marketplace

18011 S Tamiami Trail, Fort Myers, FL 33...



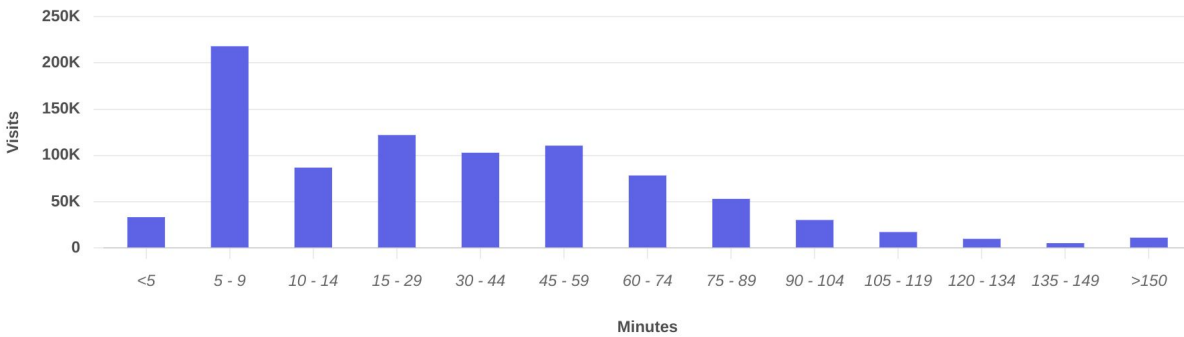
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Visit Duration

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Average Stay	38 min
Median Stay	27 min

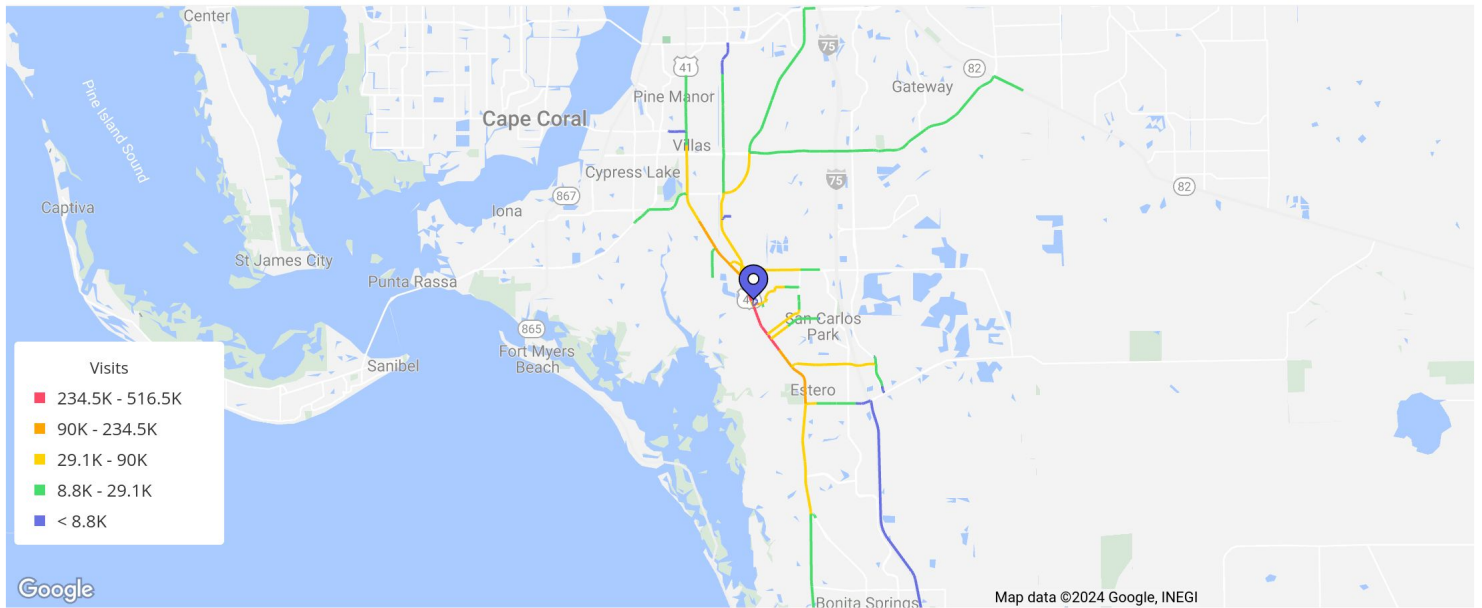
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Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Sep 1st, 2023 - Aug 31st, 2024
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