

DOWNTOWN PULSE

WHY PEOPLE CHOOSE PARK AVENUE

An authentic shopping experience for high end consumers and families alike.

Only Park Avenue has the authentic draw through it's walkable charm to generates millions of visits annually. Visitors come to stay, shop, and enjoy a feeling unlike anywhere else.

TIME SPENT

AVERAGE DWELL TIME



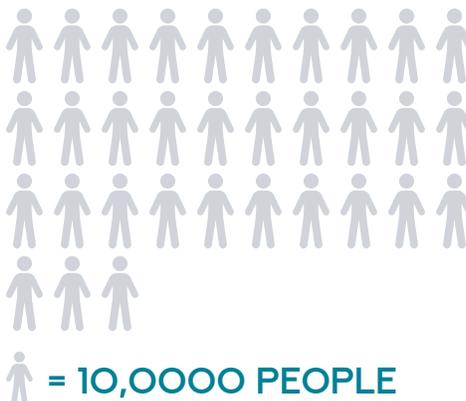
Staying longer = Supporting local shops & restaurants

Visitors spend an average of
= 81
MINUTES

in Downtown Park Avenue!

VISITOR VOLUME

PEDESTRIAN VISITS



Downtown Park Avenue attracted
3.3 MILLION
PEDESTRIAN VISITS*
in 2024

That's an average of 8,219 visits a day!

**including repeat trips*

CUSTOMER REACH

DAYTIME POPULATION



SUNRAIL INFLUENCE

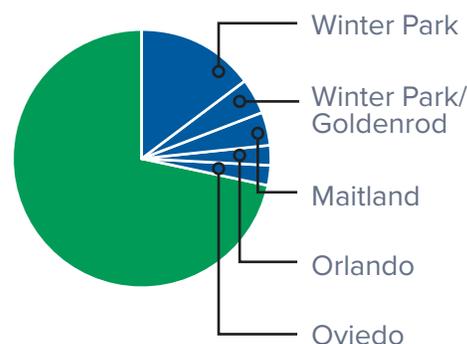


#2 MOST USED STATION!



VISITOR ORIGINS

■ local/regional ■ non-local



With longer visits, millions of annual trips, and a wide trade reach, Winter Park's downtown is a vibrant hub where people choose to stay, connect, and invest their time.

For more information please contact CRA-ED@cityofwinterpark.org

