

Downtown Cle Elum – 2024 Visitor Trends & Event Impact Report

This report summarizes visitor trends in Downtown Cle Elum for 2024, using Placer.ai data to highlight the impact of key annual events. It compares year-over-year (YoY) growth from 2023 to 2024 where available and emphasizes peak visitation periods for each event.

Total Visits Across All Highlighted Events: 32,000

Most Popular Event by YoY Growth: Christmas Lighted Parade & Fireworks (December 7th, 2024) (+108.7%)

Most Popular Event by Total Visits: Pioneer Days Weekend (July 4th-6th, 2024) (19,400 visits)

Pioneer Days Weekend (July 4th-6th, 2024)

Metric	Details
Total Visits	19,400
Peak Time	11 AM (6.7k visits)
YoY Increase	+89.8%
Date: July 4th	Visits: 4,500, Peak: 6 PM (887 visits), YoY: +71.7%, Dwell: 57 min
Date: July 5th	Visits: 5,700, Peak: 6 PM (1.2k visits), YoY: +57.5%, Dwell: 55 min
Date: July 6th	Visits: 9,300, Peak: 11 AM (5.1k visits), YoY: +130.3%, Dwell: 109 min

Boo-Elum (October 31st, 2024)

Metric	Details
Total Visits	3,400
Peak Time	4 PM (1.7k visits)
YoY Increase	+39.9%
Average Dwell Time	78 minutes

Tree Lighting Ceremony (November 30th, 2024)

Metric	Details
Total Visits	4,600
Peak Time	6 PM (916 visits)
Average Dwell Time	68 minutes

Christmas Lighted Parade & Fireworks (December 7th, 2024)

Metric	Details
Total Visits	4,600
Peak Time	6 PM (2.2k visits)
YoY Increase	+108.7%
Average Dwell Time	91 minutes