



City of Havre de Grace
**Department of Economic
Development & Tourism**

Department of Economic Development

March 2023 Data Report

Aug 2022 - Feb 2023

Prepared by: City of Havre de Grace, Department of Economic
Development & Tourism and Harford Digital Marketing Solutions

Address: 711 Pennington Ave
Havre de Grace, Maryland 21078



Table of Contents

March 2023 Data Report



Traffic Overview	04
Top Destinations	06
Foot Traffic	10
First Friday Traffic	13
Farmer's Market Traffic	16
Tourism Industry Snapshot	17
Visitor Economy Index	19
Website Traffic	20
Social Media Traffic	27

OVERVIEW

TRAFFIC DATA SOURCES

This report will review physical and digital traffic for the City of Havre de Grace. Traffic Sources include:

- TRAFx Pedestrian Counters
- Zartico Data
- Website Analytics
- Social Media Metrics





**Department of Economic
Development & Tourism**
City of Havre de Grace



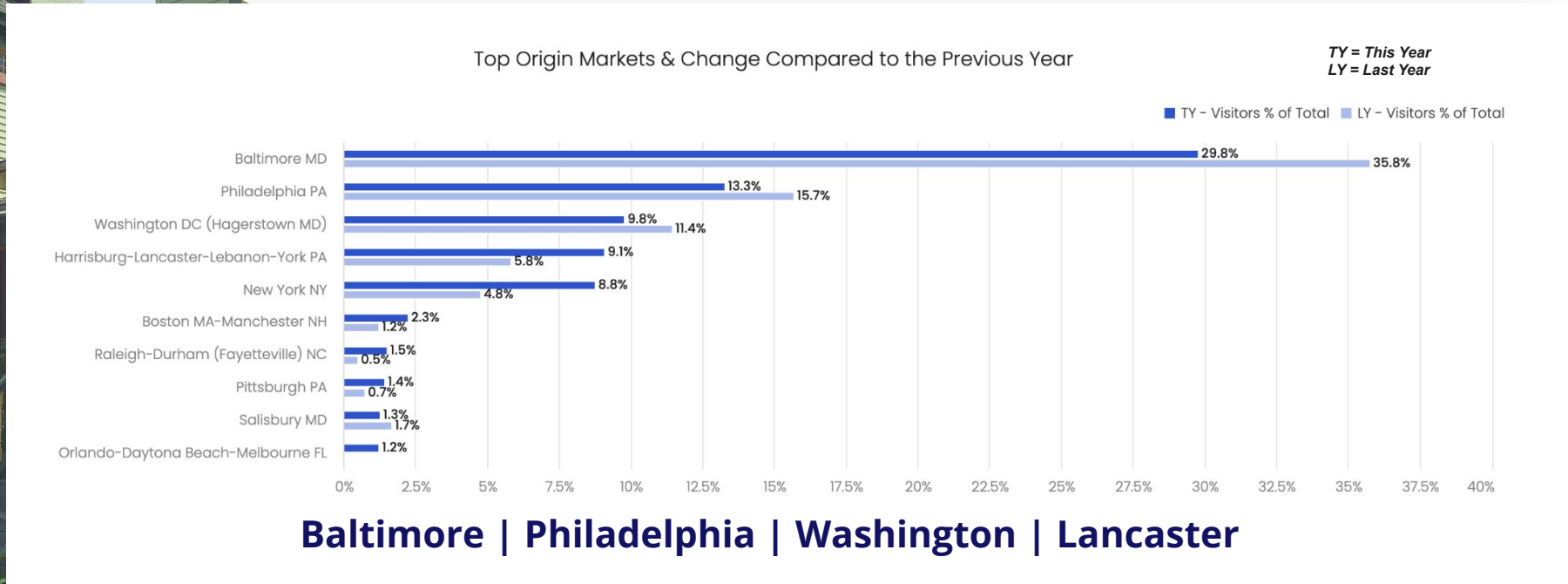
March 2023
Progress Report

Local Traffic Overview



VISITOR TRAFFIC ORIGIN

WHO VISITS HAVRE DE GRACE?



This insight shows which origin cities generate the greatest volume of visitors, which helps us understand your visitation patterns to inform our marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations.

Source: Zartico

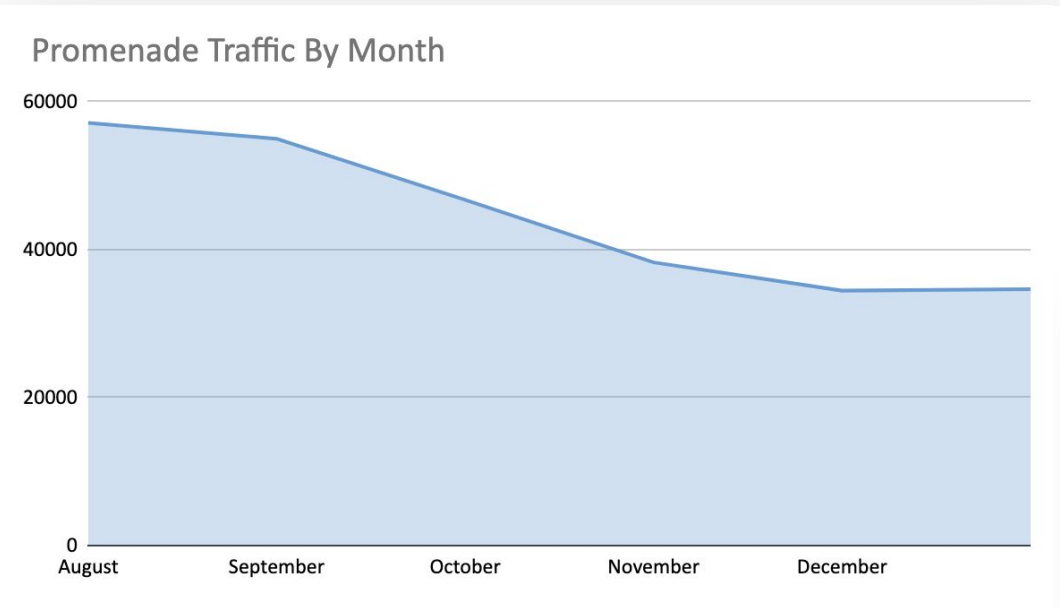


TOP DESTINATIONS

In Havre de Grace

PROMENADE/BOARDWALK, CONCORD POINT PARK

TRAFx data shows the highest foot-traffic near the Promenade, peaking in August at almost 57,125 visitors, but still brisk in January at 34,648 visitors. Again, signifying that locals use the Promenade regularly all year around, but also that it remains an attraction even in the cold months.



57k+
August 2022

34.6k
January 2023



VISITOR TRAFFIC

TOP 3 DESTINATIONS BY SEASON

Non-Resident Visitors consistently frequent Tydings Park and Promenade and Concord Point Park, as well as Bulle Rock Golf Course (likely for outdoor recreation and walking trails), more than any other destination.



Winter



Spring



*Cell phone data tracking reports the percent of Havre de Grace traffic in the last 12 months, by location and season.

Source: Zartico

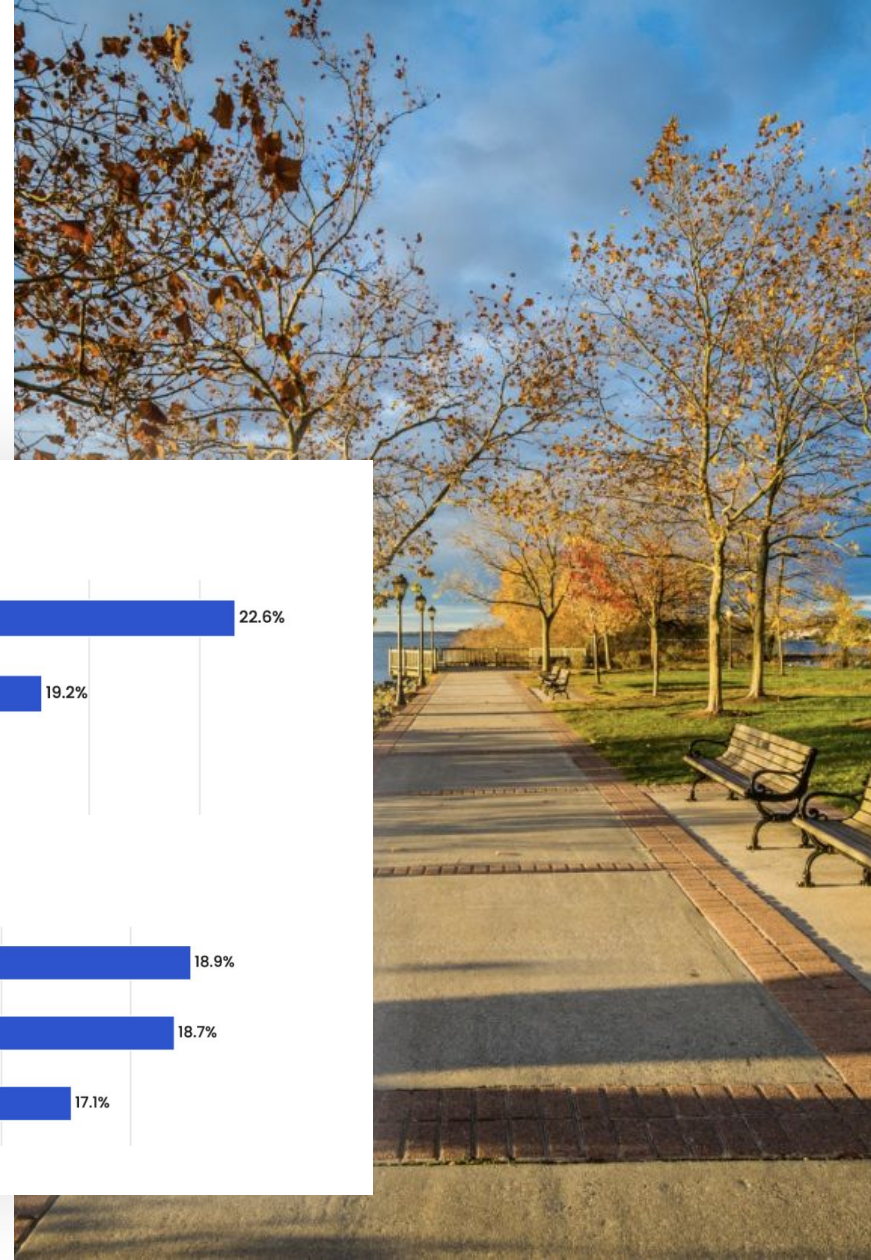
VISITOR TRAFFIC

TOP 3 DESTINATIONS BY SEASON (Cont'd)

Summer



Fall



**Cell phone data tracking reports the percent of Havre de Grace traffic in the last 12 months, by location and season.*

Source: Zartico



VISITOR TRAFFIC

OTHER TOP HdG DESTINATIONS

Seasonal data shows that these locations were also listed in top locations of non-resident Visitors:

- Tidewater Grille
- MacGregor's Restaurant
- Tidewater Marina
- Veteran's Park
- La Banque de Flueve
- North Park / Mclhinney Park
- Vandiver Inn
- The State Theater of Havre de Grace
- Frank J. Hutchins Memorial Park
- Joseph's Department Store
- Bomboy's

This data indicates that our tourism is driven by outdoor recreation and scenic landmarks, followed by our restaurants and event/wedding venues.

**Gathered from Zartico reporting of cell phone data tracking in the previous 12 months.*



FOOT TRAFFIC: DOWNTOWN HAVRE DE GRACE

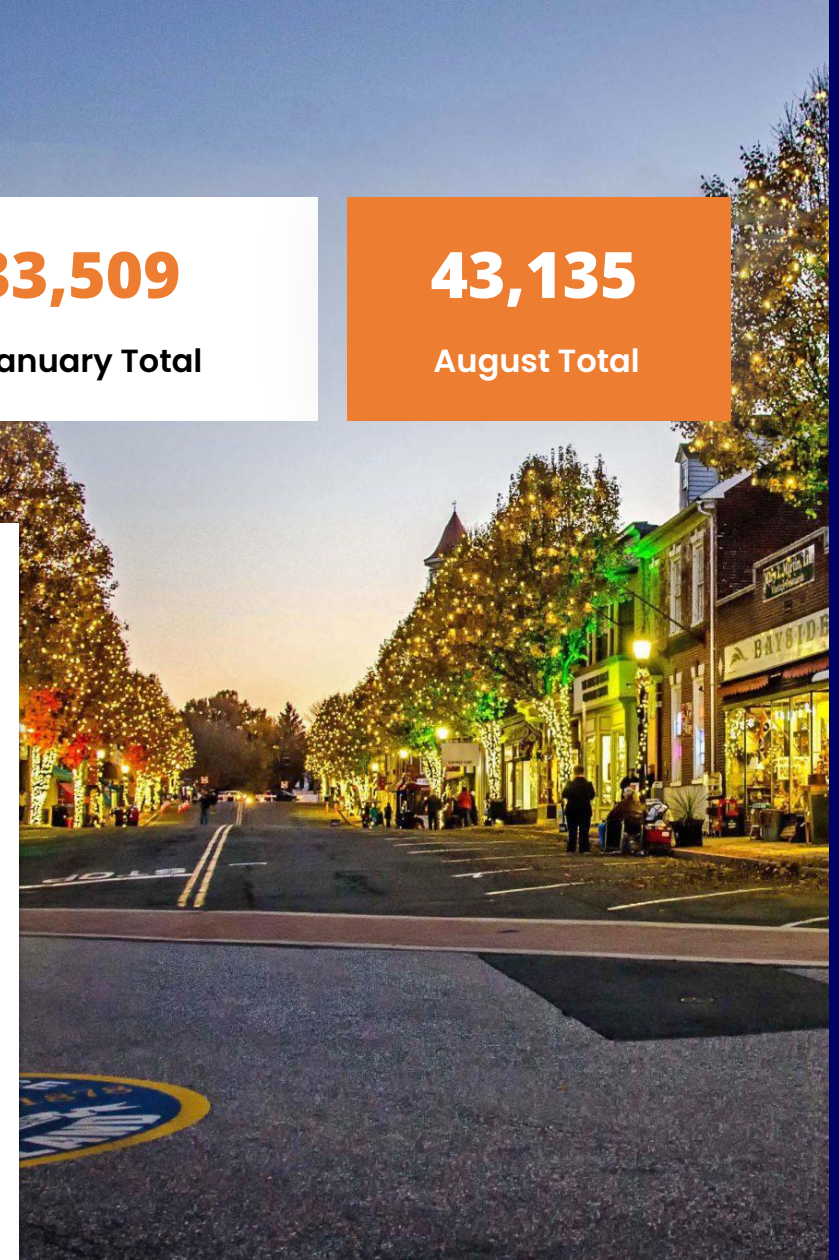
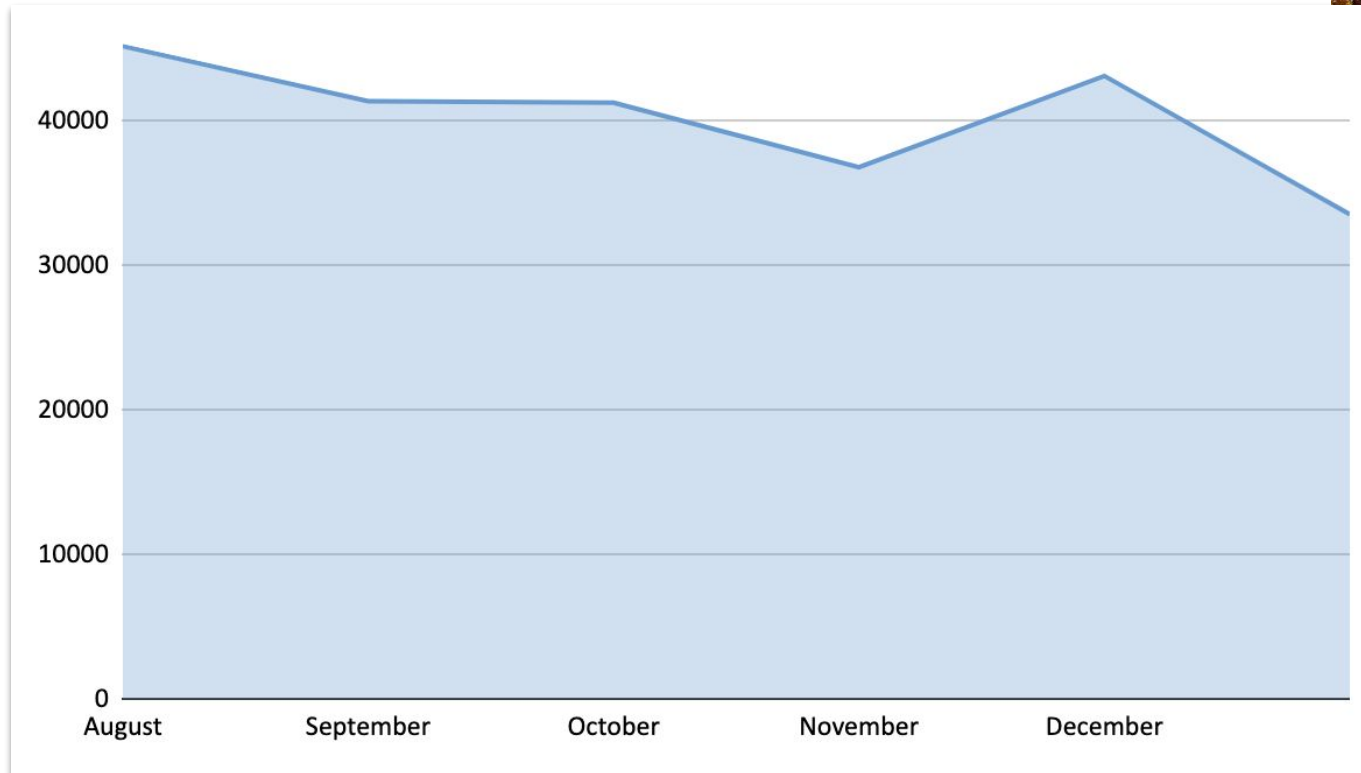
Looking at TRAFx data from August '22 through January '23 it's clear that Havre de Grace consistently attracts foot-traffic throughout the year, and it isn't the seasonal weekend destination that one may have assumed.

33,509

January Total

43,135

August Total

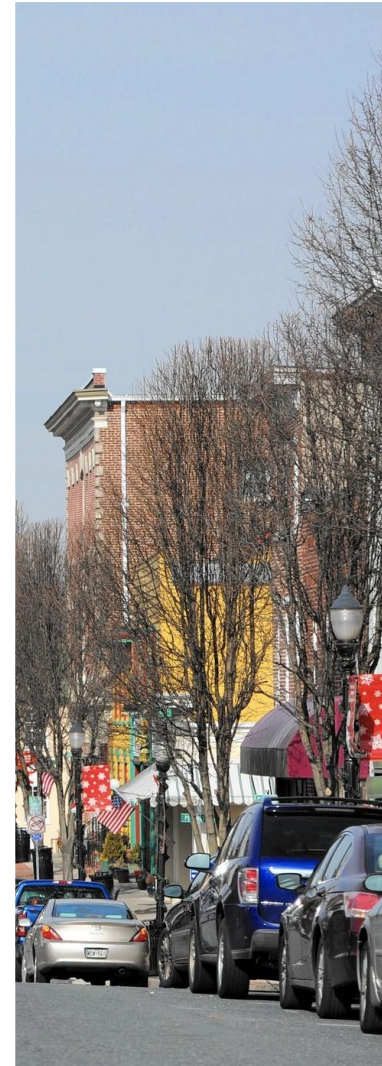
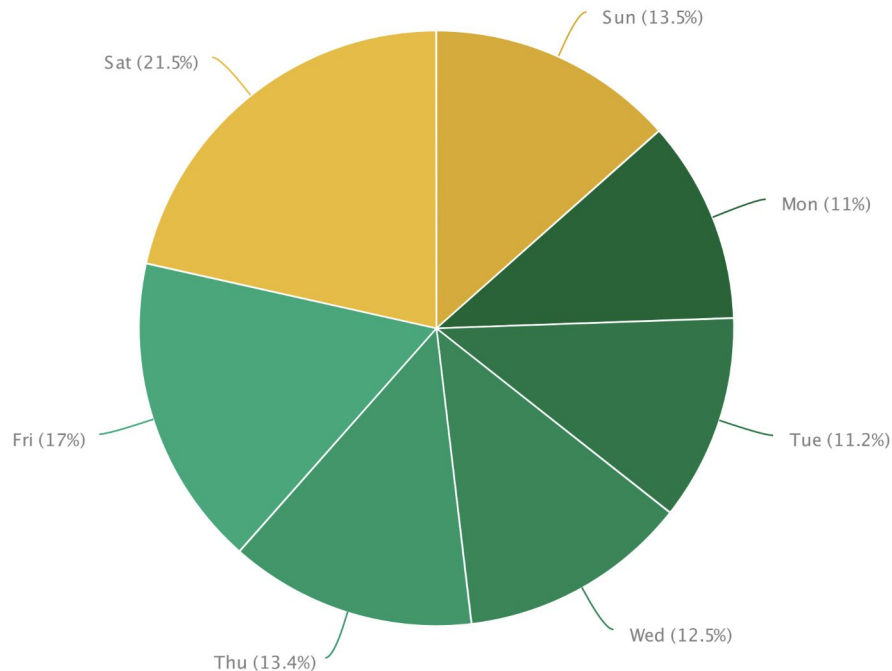


**TRAFx data counts total pedestrian traffic, counting a pass to and from as a single pedestrian. Sample period is August 2022 - January 2023*

DOWNTOWN TRAFFIC BY DAY

Weekdays vs. Weekends

Downtown traffic is surprisingly consistent throughout the week, the average Saturday receives 21.5% percent of total traffic, not as weekend-heavy as might have been expected. There is a weekday client base for downtown businesses to target, and hopefully an incentive for more restaurants and businesses to open during the workweek.



*TRAFx data counts pedestrian traffic, counting a pass to and from as a single pedestrian. Sample period is August 2022 - January 2023



HAVRE DE GRACE

FOOT TRAFFIC: TRENDS

As the TrafX data has been available for less than 12 months, we cannot begin to assess year-over-year trends, but we can see some trends in overall traffic by location that is showing some seasonality.

Future tracking can be combined with other data such as daily temperatures to help assess trends and potential weather anomalies that may impact future event attendance.



LOCAL TRAFFIC

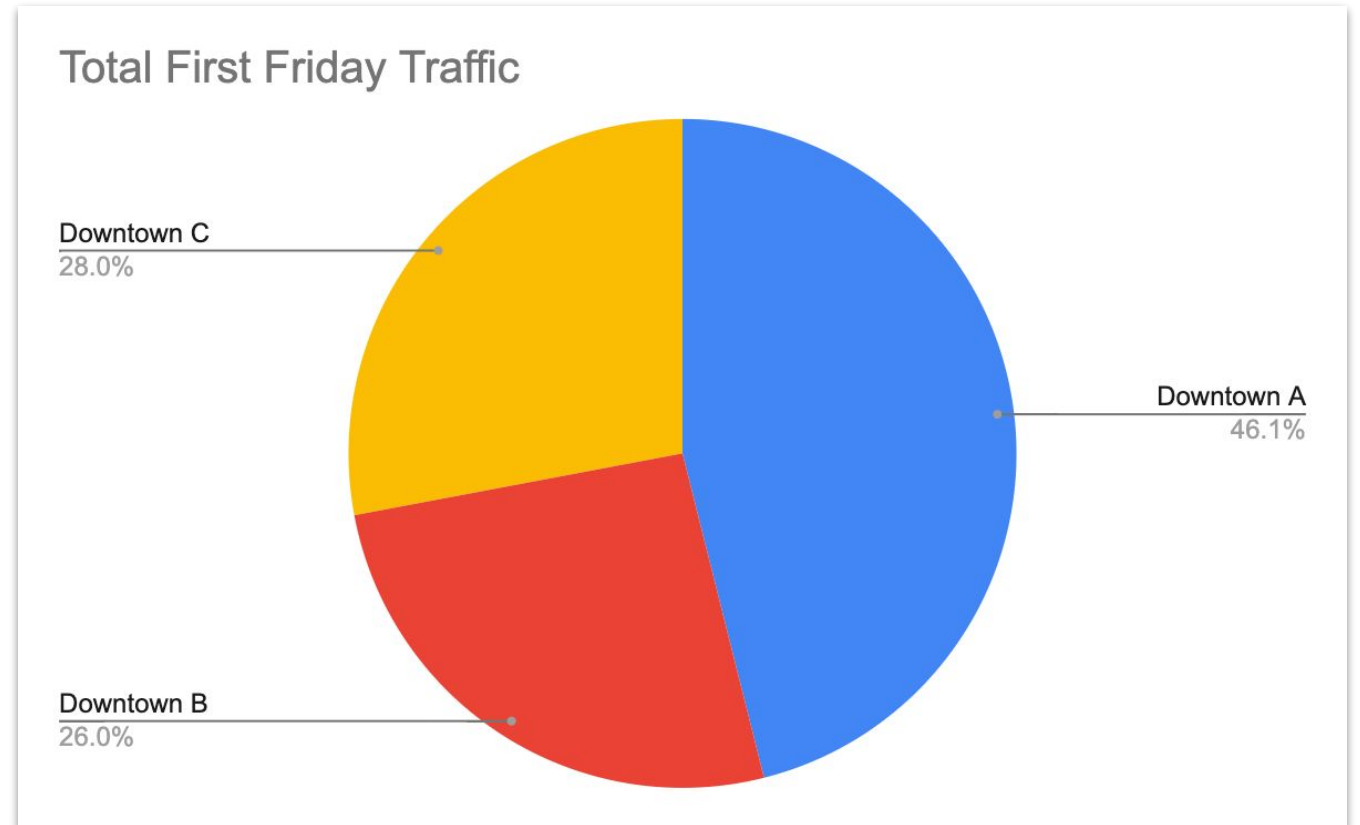
FIRST FRIDAY DOWNTOWN TRAFFIC BY LOCATION

According to pedestrian counters, most of the foot traffic on First Fridays was near Congress & Washington.

About Locations:

- **Downtown A** - Corner of Congress and N Washington in front of the Brewery
- **Downtown B** - on St John Street in front of Jaime Bakes
- **Downtown C** - on the corner of Union and Franklin in front of the Crystal Shop

**TRAFx data counts pedestrian traffic, counting a pass to and from as a single pedestrian. Sample period is August 2022 - January 2023.*

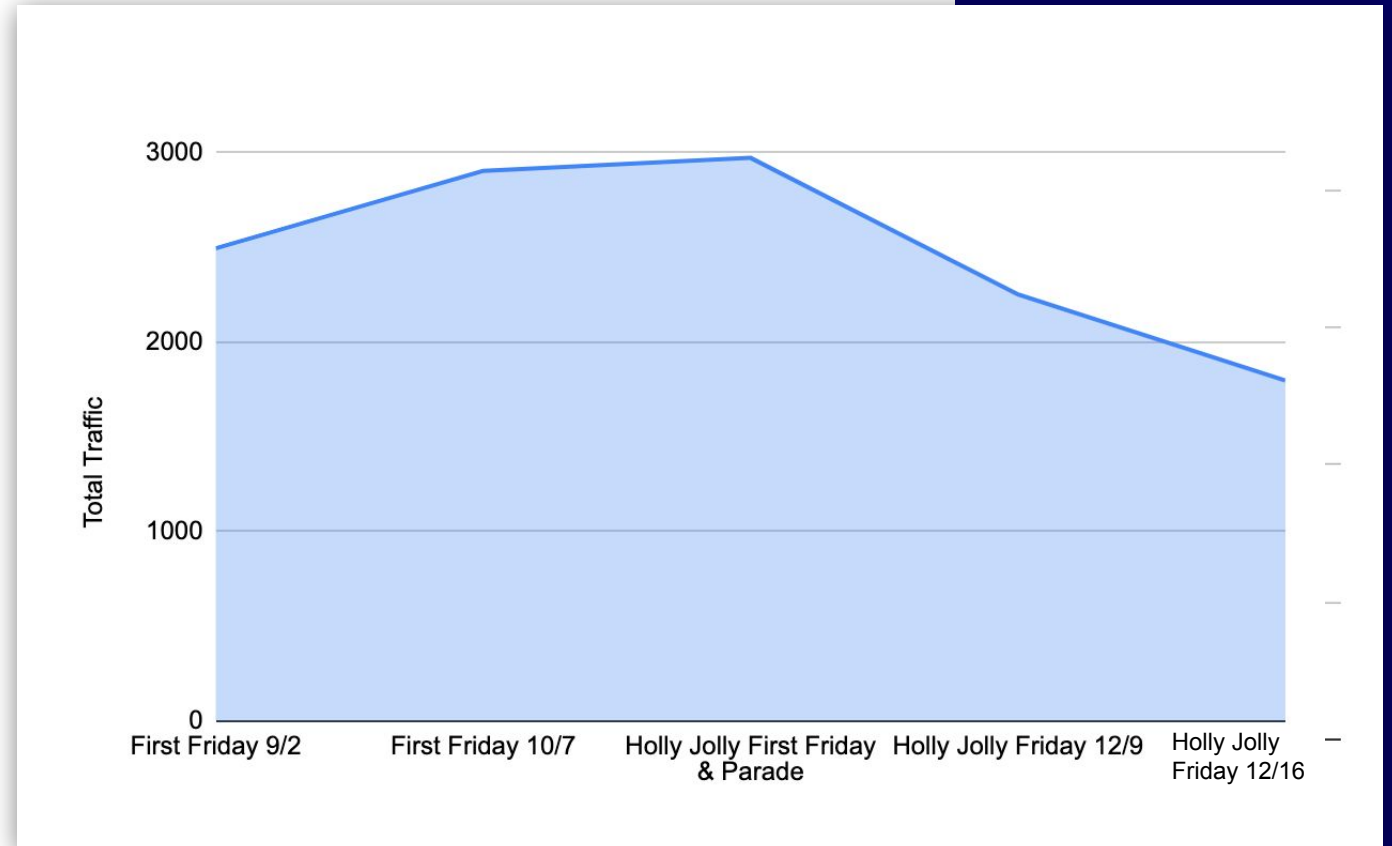


LOCAL TRAFFIC

FIRST FRIDAY TOTAL TRAFFIC

According to pedestrian counters, Holly Jolly First Fridays slightly outperformed the First Fridays preceding it.

Future tracking can be combined with other data such as daily temperatures to help assess trends and potential weather anomalies that may impact attendance.



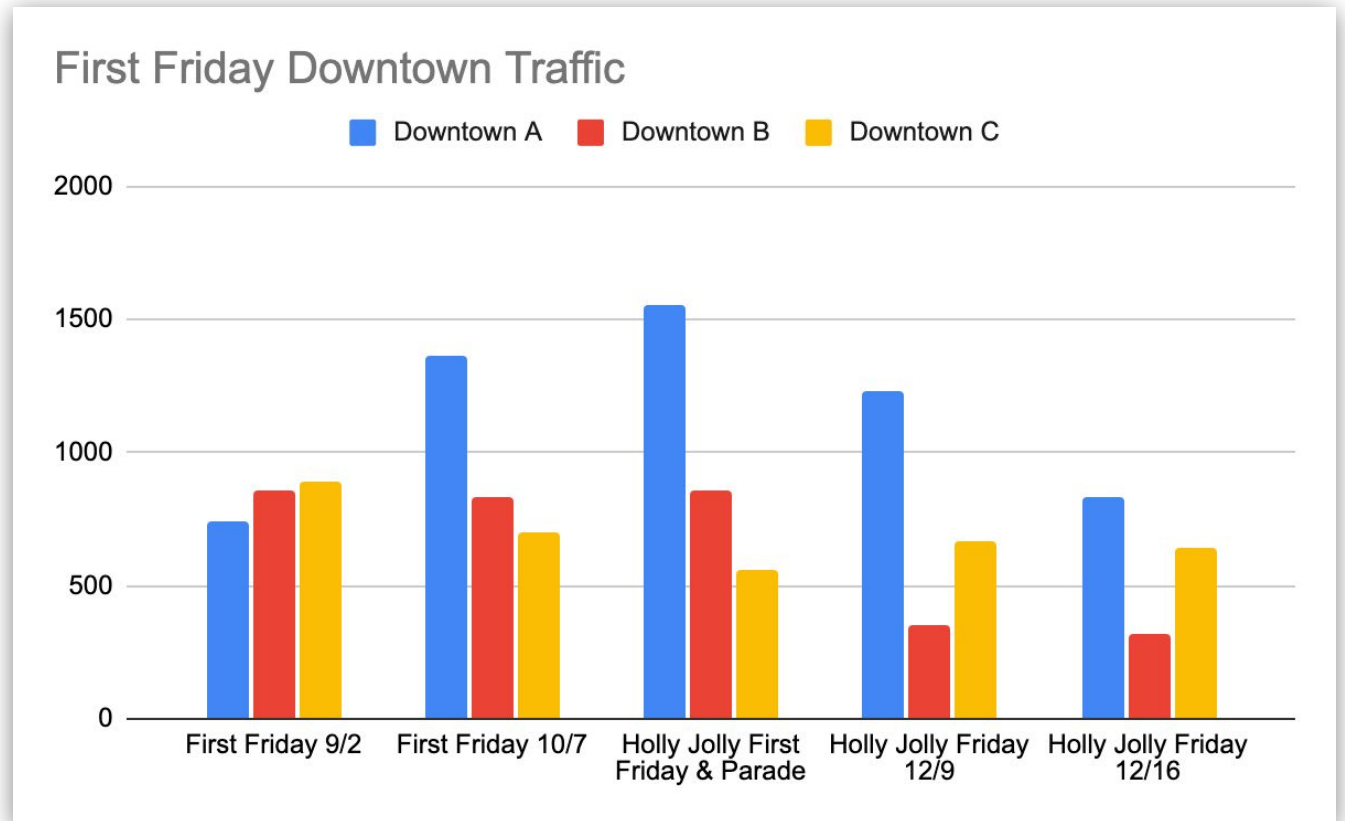
**TRAFx data counts pedestrian traffic, counting a pass to and from as a single pedestrian. Sample period is August 2022 - January 2023.*

LOCAL TRAFFIC

FIRST FRIDAY TOTAL TRAFFIC BY LOCATION

According to pedestrian counters, we estimate around 1,500 - 2,500 people attend First Friday activities in Havre de Grace!

Downtown A	5724
Downtown B	3226
Downtown C	3474



TRAFx data counts pedestrian traffic, counting a pass to and from as a single pedestrian. **Due to multiple counter locations, estimates are based on an average of totals from each location.*

Sample period is August 2022 - January 2023 on First Fridays only.

LOCAL TRAFFIC

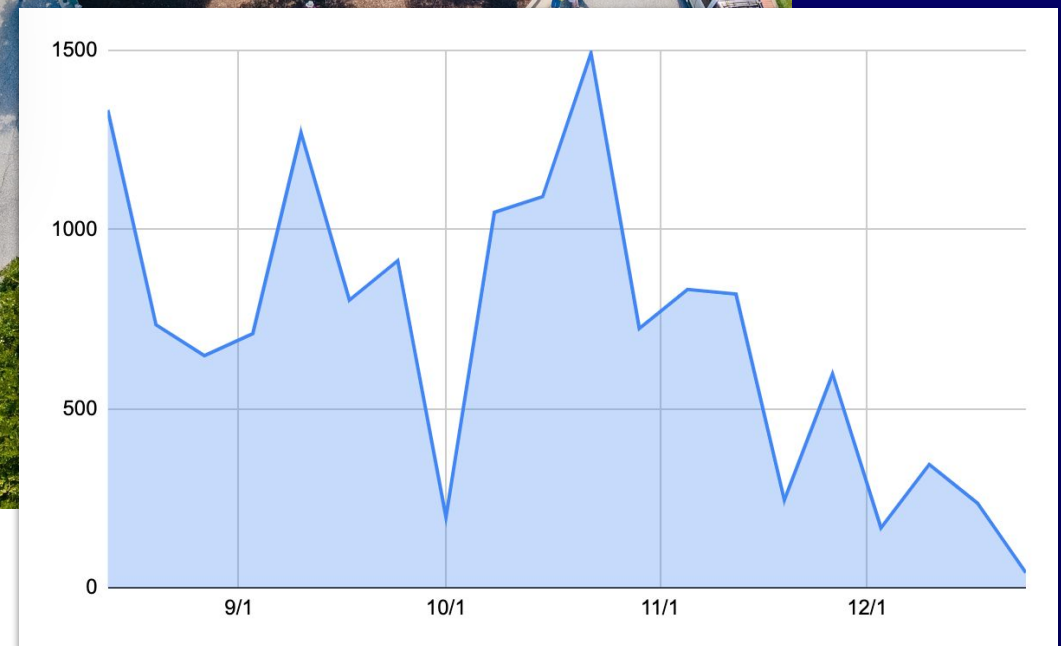
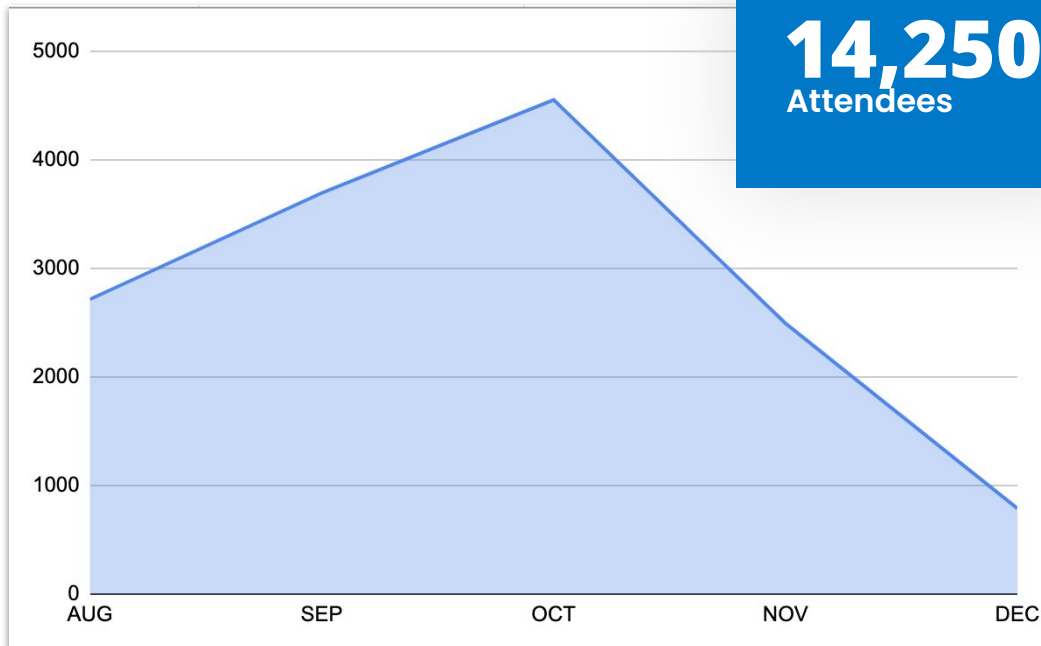
FARMER'S MARKET TOTAL TRAFFIC

TRAFx Data shows trends for the Farmer's Market from August to December. Total attendees was appx. 14,000.



AUG	2716
SEP	3696
OCT	4554
NOV	2495
DEC	789

14,250
Attendees





City of Havre de Grace
**Department of Economic
Development & Tourism**



March 2023
Progress Report

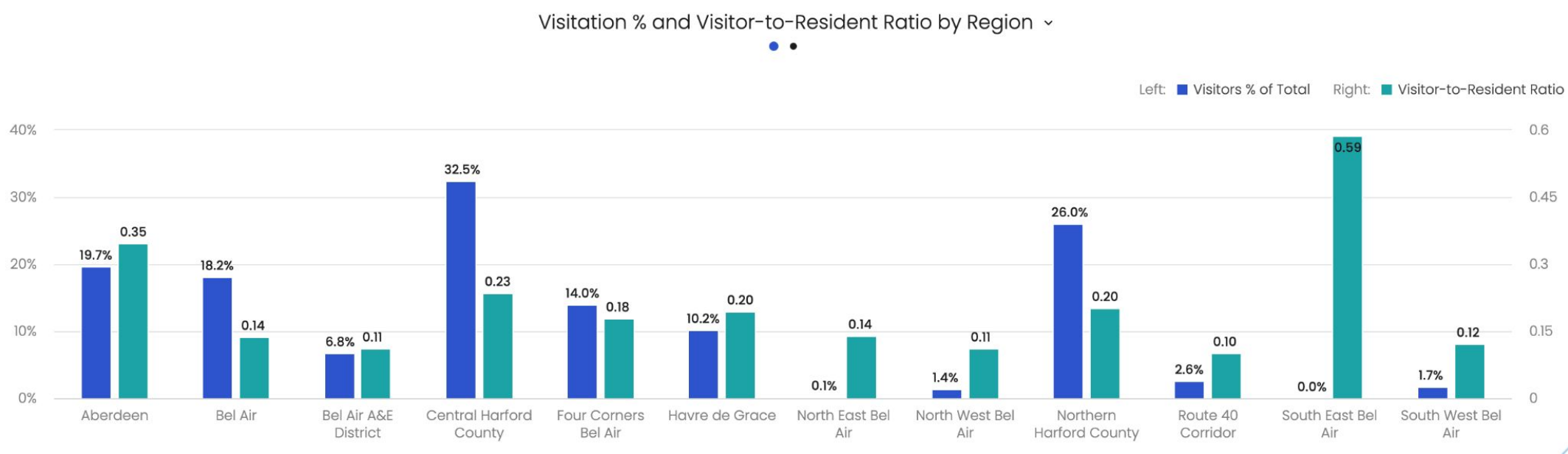
Tourism Industry Snapshot



HAVRE DE GRACE

SHARE OF COUNTY TOURISM

Havre de Grace sees **10.2% of Harford County's visitor traffic**. Visitors are defined as individuals traveling more than 30 miles from their home/workplace.



**Teal column shows Visitor to Resident Ratio by location*

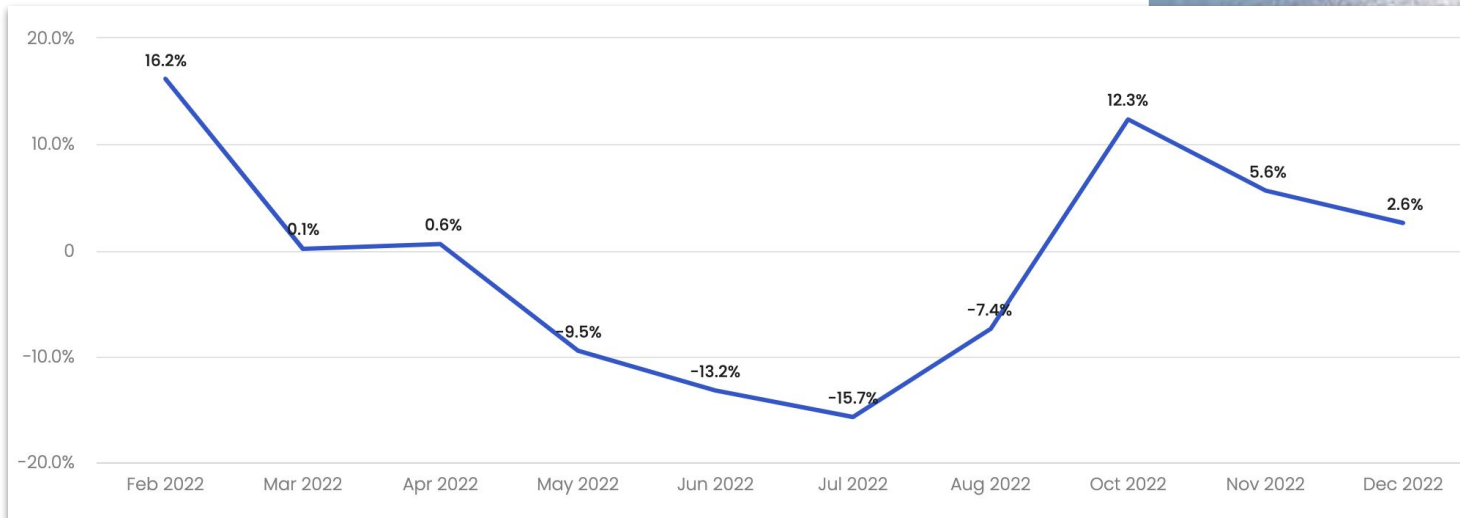
Source: Zartico



TOURISM TRENDS

Visitor Economy Index

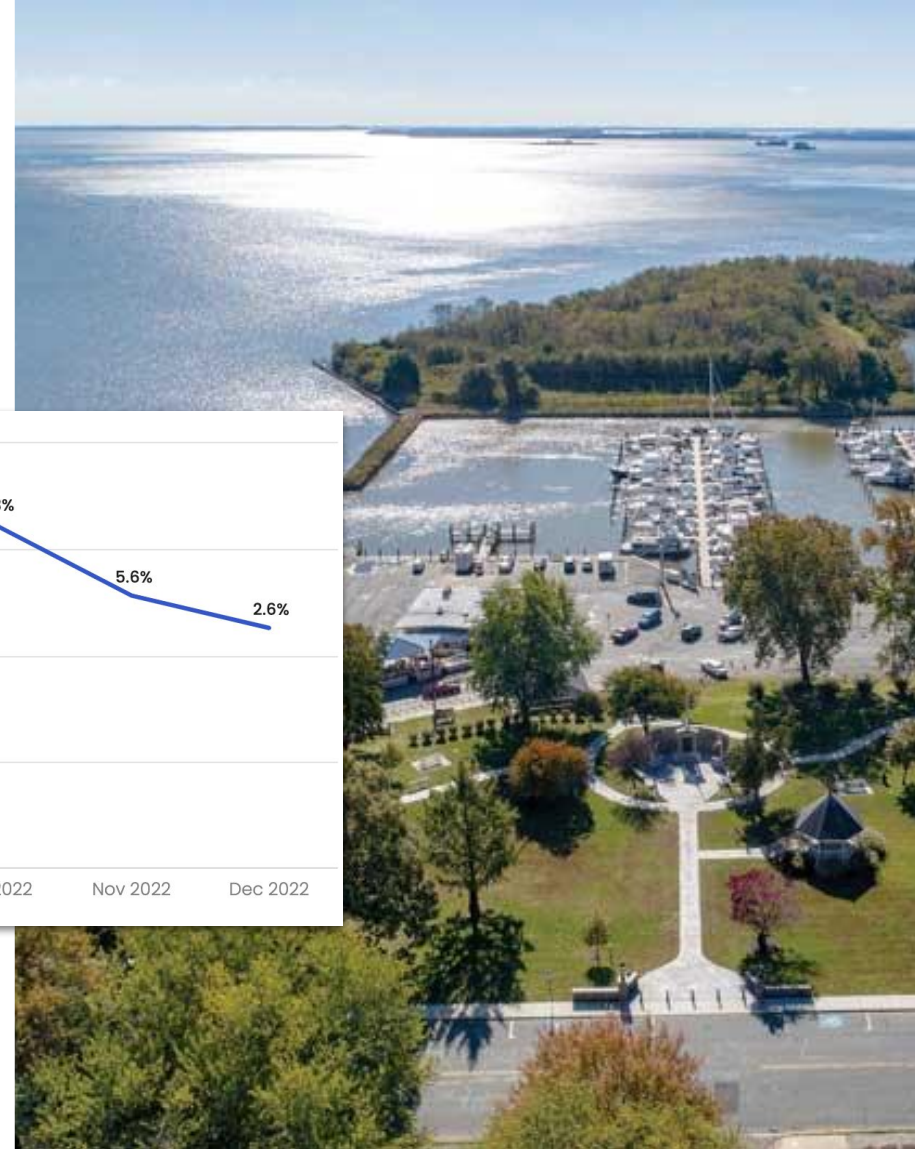
The Visitor Economy Index measures the year-over-year percent change across data sources and combines them for a clearer view of how our tourism economy is doing compared to last year.



Increased: **October, November, December, January**

Declined: **May, June, July, August**

No Significant Changes: *March, April*



Source: Zartico



City of Havre de Grace
**Department of Economic
Development & Tourism**



March 2023

THANK YOU