



# COMMERCIAL HIGHWAY DISTRICT

*Built to capture commuters and visitors through proximity to SH 114 & SH 121, the Commercial Highway District is a prime location for strategic retail and destination dining.*



## 12-MONTH PATTERN:

**VISITATION:** Booming Back      **YOY Visits:** +2.2%

**SALES HIGH:** Dec 2025      **SALES LOW:** Feb 2025

**TOP INDUSTRIES:** Retail, Food Service

## KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

### American Royalty (17.4%)

**H.H. INCOME:** \$250k+  
**H.H. SIZE:** 5+ Persons  
**AVG. AGE:** 51-65

World travelers with a taste for luxury in homes and vehicles, a penchant for charitable giving, and a preference for healthy lifestyles.

The vast majority are married homeowners, but nearly half are without kids.

### Influenced by Influencers (8.5%)

**H.H. INCOME:** \$50k-75k  
**H.H. SIZE:** 1 Person  
**AVG. AGE:** 25-30

Career-driven foodies who love to get out, get active, and build their career path. Generally apartment renters or first-time buyers, only 3% will have (young) children and most will be unmarried.

This demographic group also skews male.

### Philanthropic Sophisticates (7.8%)

**H.H. INCOME:** \$100k-124k  
**H.H. SIZE:** 2 Persons  
**AVG. AGE:** 66-75

Comfortably retired and most likely married, with any kids in the home more likely to be young grandchildren. This crowd values quality and tend to see themselves as experienced connoisseurs.

Less likely to be tech-savvy than other demographics.



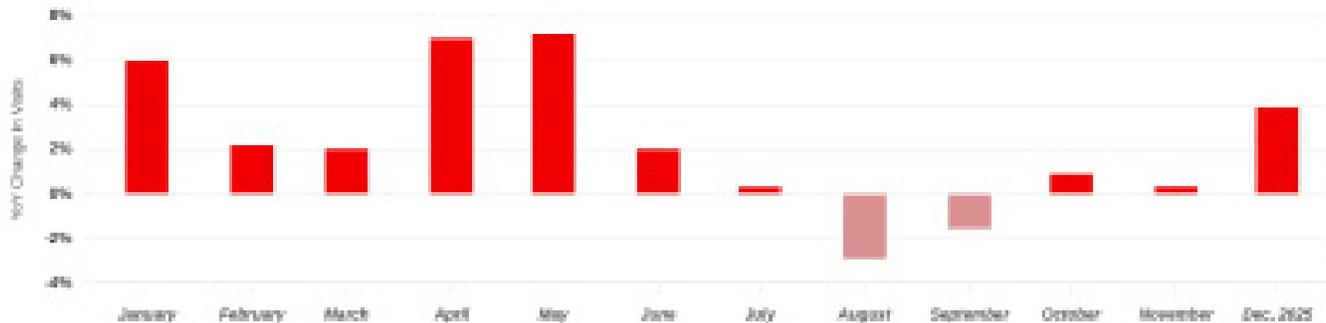
This report was assembled in February 2026 by the Grapevine Economic Development Department. It contains anonymized sales tax information and Placer.ai foot traffic estimates from a rolling 12 month period that was current at the time of assembly.

Visit [choosegrapevintx.com](http://choosegrapevintx.com) or contact Steven Jones ([sjones@grapevintexas.gov](mailto:sjones@grapevintexas.gov)) for more information.

# LOOKING CLOSER

## Visits Variance

Commercial Highway District - Grapevine, TX



\* Data before 1/1/2018 is not available.

The most popular hours of the day (5-8 pm, 12-2 pm) map neatly onto mealtimes in this area, but weekdays from Monday through Thursday each only contribute a steady 12% of total visits. In 2025, the Community Highway District welcomed 17% of its overall traffic on Fridays and nearly 1 in 5 visits on Saturdays. Sundays regress toward the mean, drawing around 15% of total traffic. Together, those patterns suggest two distinct audiences: major item purchasers on weekends and commuters seeking convenience during the week.

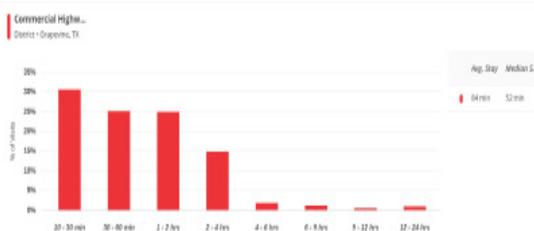


**Multi-Month Improvement.** The District recorded YoY growth in 10 of 12 months throughout 2025, with the only drop-offs being August (-3%) and Sept (-1%). Year-round visitation was fairly steady at around a quarter-million per week, but weekly visits to the area peaked at 330k in December. That surge aligns with broader trends, as nearly every subregion of Grapevine benefits from the city's "Christmas Capital of Texas" activations.

**The Crossroads of DFW.** 17% of total visits to this District originated in Grapevine, but only 1.3% of visitors came from the 76051. Fort Worth and Lewisville contributed the most unique individuals, followed by Flower Mound, Irving, and Northlake. Prior/post locations and visitor heatmaps indicate traffic from commuters who live West of DFW International Airport but work in nearby offices or downtown Dallas and Fort Worth.



## Daily Time Spent in Market



\* Not Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by PlaceIQ Labs Inc. (www.placeiq.com)

**Planned Purchases.** Most retailers in this district are dedicated to specific niches, like sporting goods, or major purchases such as vehicles, furniture, and appliances. Consumers are more likely to plan such purchases in advance, which helps to explain the area's 84-minute average dwell time. That said, quick-service and destination dining options in the area contribute to a large share of visits under thirty minutes and around mealtimes.