

# DESTINATION ENTERTAINMENT DISTRICT

*Home to Grapevine Mills and Bass Pro Shops, this region benefits from family-friendly entertainment and the wealth of complementary uses it attracts.*



## 12-MONTH PATTERN:

**VISITATION:** Reliably Strong      **YOY Visits:** +0.2%

**SALES HIGH:** Dec 2025      **SALES LOW:** Jan 2026

**TOP INDUSTRIES:** Food, Retail, General Services

## KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

### Influenced by Influencers (11%)

**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.

### American Royalty (8%)

**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.

### Progressive Assortment (5%)

**H.H. INCOME:** \$75k-999k  
**H.H. SIZE:** 5+ Persons  
**AVG. AGE:** 51-65

Ethnically diverse and often bilingual, these households live in comfort without extravagance. Most homes have several teenage children, reliable tech skills, and passionate support for a sports team.

This group also tends to prefer urban living.



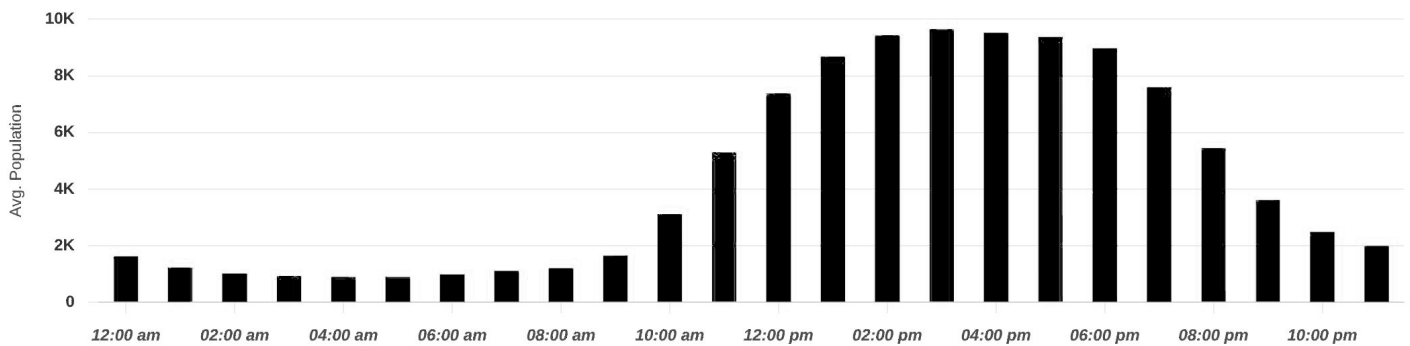
This report was assembled in June 2026 by the Grapevine Economic Development Department. It contains anonymized sales tax information and Placer.ai foot traffic estimates from a rolling 12 month period that was current at the time of assembly.

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

# LOOKING CLOSER

## Hourly Activity

Destination Enterta...  
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Visitor demographics in the Destination Entertainment District cover a wide array of ages and income levels, and weekends (Fri-Sun) account for 59.9% of visitor traffic in the area. One in four visits over the last year occurred on a Saturday, and the district is reliably busy from the lunch hour until dinner time year-round. On the average day, the region's visitor population hits 7.4k by noon and holds around 9k from 1:00 pm until 6:00 pm. No other District sustains traffic at this level. Three major trends shape economic activity here:



**Seasonal Surges.** Like the City as a whole, this district thrives in the holiday season. The region hit its peak out-of-market visits estimate (1.5 million) and YoY growth (18.2%) in December 2025. But unique visitors never fell below an impressive 785k in the last year, with Spring Break and a four-month boom from the end of school in May to a return shopping frenzy in August helping the center average a million visits per month.

**Mills & More.** Nearly everyone (95.6% of visitors) who visits the area ends up inside Grapevine Mills at some point in their journey. Unique attractions and destination retail options drive the market, but savvy and complementary users can leverage the location toward their own strong returns. One in ten trips over the last 12 months included Bass Pro Shops, and just over 25% of all visits involved one of the restaurants located on Grapevine Mills Circle.



**The Other Side of the Counter.** Across nearly every conceivable metric, the workforce in this area is thriving. Median wages have risen 4.3% over the last three years, estimated employees rose by 3.7k compared to the last 12-month cycle, and the total number of businesses has grown by 22% since 2023. Taken together with a reliable out-of-market visitor base, that expanding workforce means consistently bigger crowds and broader spending power.