



LEISURE & HOSPITALITY DISTRICT

One of Grapevine's largest commercial neighborhoods, the Leisure & Hospitality district contains relatively few vendors... but all of them contribute mightily to the City's economy.



12-MONTH PATTERN:

VISITATION: Mostly Steady **YOY Visitors:** -1%

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

TOP INDUSTRIES: Accommodation, Service, Retail

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (9%)

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.

Across the Ages (7%)

H.H. INCOME: \$125k-149k
H.H. SIZE: 5+ Persons
AVG. AGE: 51-65

Multi-generational households with deep roots and a preference for the suburbs, outdoor hobbies, and an inclination toward making donations to charity.

3 in 4 are married with children ranging in age from 13-18 on average.

Philanthropic Sophisticates (6%)

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

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

Less likely to be tech-savvy than other demographics.

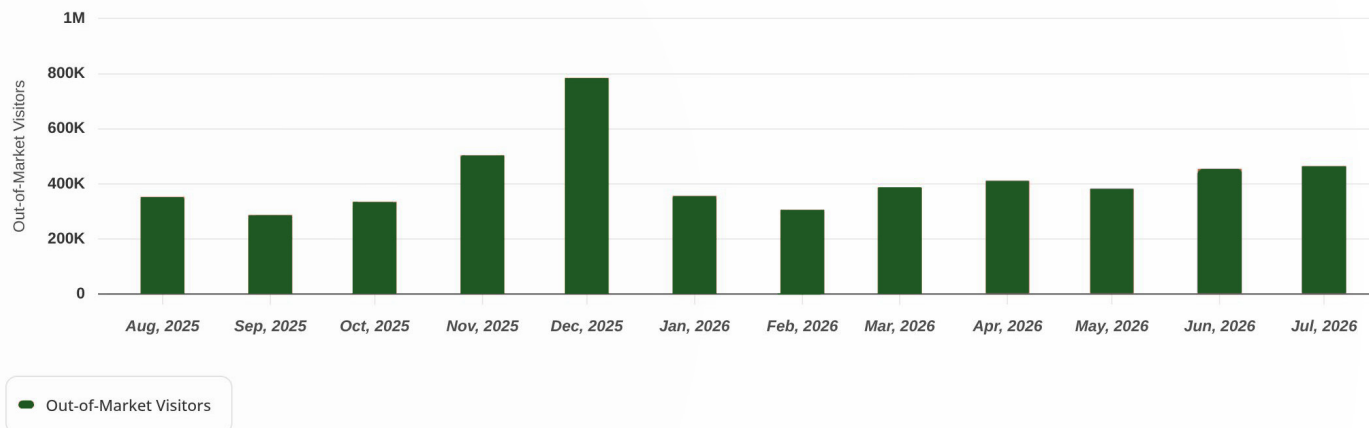


This report was assembled in August 2026 by the Grapevine Economic Development Department. It contains anonymized sales tax information and Placer.ai foot traffic estimates from a rolling 12 month period that was current at the time of assembly.

Visit choosegrapevinetx.com or contact Steven Jones (sjones@grapevinetexas.gov) for more information.

LOOKING CLOSER

Leisure & Hospitalit...
District • Grapevine, TX



The Leisure & Hospitality District was carefully drawn to capture the City's large-scale entertainment offerings and major conference-driven hotels almost exclusively. These employers are essential to the City on multiple levels, including the millions of external visits they generate for Grapevine each year. It's not surprising that the area would boast the City's longest average dwell time or one of its most diverse customer sets; this is the only neighborhood where the majority of visitors come with the intention of spending the night.



Destination Stays. The Leisure & Hospitality District is defined by its world-class hotels. Together, the Gaylord Texan and Great Wolf Lodge account for nearly 3 in 4 visits to the area in the last twelve months, driven by seasonal surges over the winter holiday and strong summer performances. While Gaylord pulls the bulk of its visits in the final weeks of the year, Great Wolf's feast seasons align with family travel during Spring Break and the Summer.

Not Where, But What. Major hoteliers are, of course, destinations unto themselves. But programming and conference events tied to them are the true catalyst for this area and, by extension, the entire City. Major activations like Gaylord's ICE! brought millions of visitors into the City last year, while half a dozen potent but limited training expos and special events like Quake Con each drove 10k+ visitors into the area during the week of each program.



Driving Daytime Visits. While the majority of the District's top destinations are hotels and conference centers, the municipal golf course and its sister property at Cowboys Golf Club accounted for nearly 150k visits over the last year, too. That's an impressive metric when one considers the fact that recent renovations shut down the greens with the Blue Star for a long stretch in 2025 and 2026.