

NORTHEAST BUSINESS DISTRICT

Defined by major employers near the City's northeast boundary, this area has carved out a niche for convenient dining, adventure expansions, and community gathering.



12-MONTH PATTERN:

VISITATION: Regulars Rising **YOY Visits:** +1%
SALES HIGH: July 2025 **SALES LOW:** Nov 2024
TOP INDUSTRIES: Professional Services, Retail

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (11%)

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 (8%)

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.

Influenced by Influencers (8%)

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.



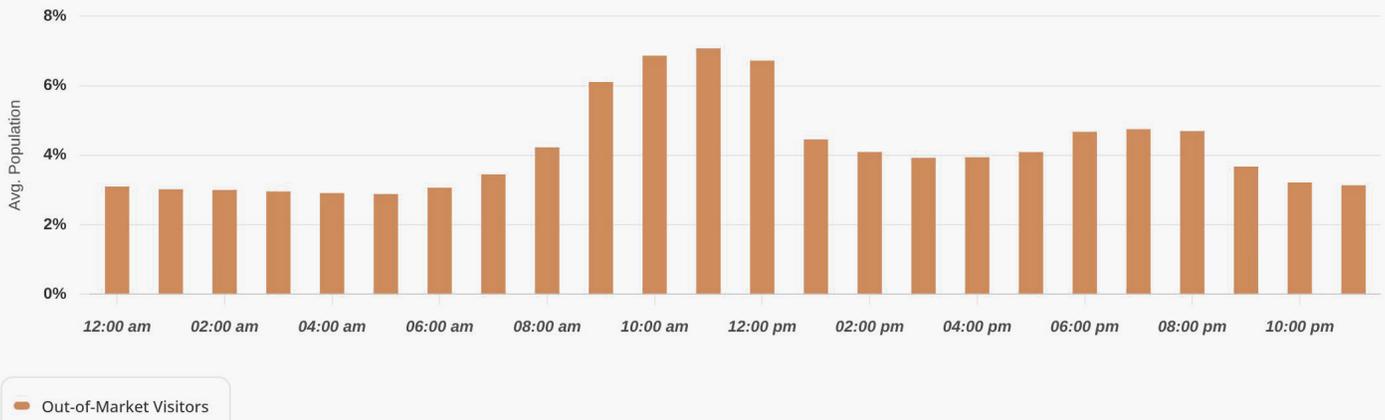
This report was assembled in November 2025 by the Grapevine Economic Development Department. It contains anonymized sales tax information and Placer.ai foot traffic estimates from a rolling 12 month period that was current at the time of assembly.

Visit choosegrapevintx.com or contact Steven Jones (sjones@grapevintexas.gov) for more information.

LOOKING CLOSER

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Growth in *visits* coupled with a *visitor* retraction, as seen here, suggests an increase in repeat traffic. Visitation patterns in the area suggests a steady supply of “regulars” who support nearby restaurants and retailers, plus a contingent of budget-conscious travelers. Major employers like Kubota boast a workforce with 10–30 mile commutes, contributing reliable visits to coffee shops (Pax & Beneficia) and lunch spots (Fuzzy’s) in the district. Events like trivia night at Hoppin’ and antique shows at nearby hotels also bolstered traffic.



The Brunch/Lunch Bunch. The Northeast Business District hosts strong crowds in the late morning and early afternoon, with nearly a quarter of total visits to the area posted between 9:00 am and 12:00 pm over the last twelve months. Many of those guests originate from hotels or employers in the area, suggesting that overnight visitors and employees alike take advantage of the region’s dining options.

Happy Hour (of Power). Overlapping specials at Hoppin’ and Corky’s help move the needle toward evening activity in the middle of the week. 27% of Wednesday visits in the district occur between 6:00 and 8:00 pm, just as Happy Hour wraps at both venues. It’s hard to isolate a singular cause for that drastic shift, of course... and worth noting that both specials overlap with youth programming at Fellowship Church in the South end of the District.



Stepping Off or Coming Home. Most venues in the area draw a large portion of visits from tourism or commuters, and 67% of visitors post a dwell time below two hours. Each venue has a unique strength: nearly a quarter of Waffle House visitors come directly from a hotel, while 20% of guests at Pax & Beneficia are on their way to work or Grapevine Mills. All told, 14% of visitors are restaurant bound and 12% will use the area as a springboard for shopping trips.