



HISTORIC CENTRAL DISTRICT

Stationed in Grapevine's geographic and cultural heart, the Historic Central District both feeds and benefits from the City's visitor-driven economic strategy.



12-MONTH PATTERN:

VISITATION: Seasonal Surges **YOY Visits:** -0.2%

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

TOP INDUSTRIES: General Services, Food, Retail

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (16%)

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.

Philanthropic Sophisticates (9%)

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 they tend to see themselves as experienced connoisseurs.

Less likely to be tech-savvy than other demographics.

Influenced by Influencers (7%)

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.

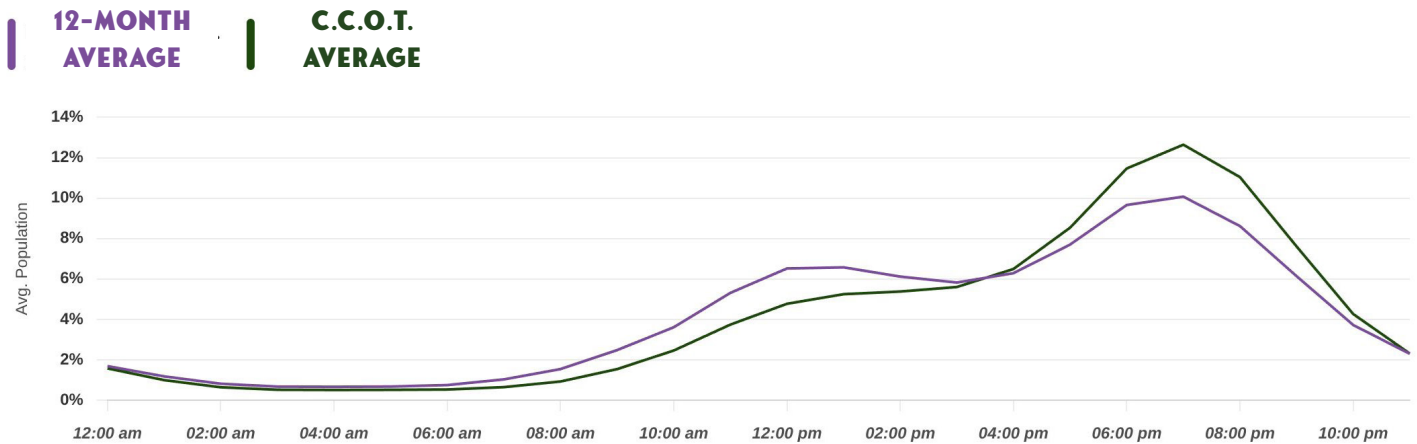


This report was assembled in April 2026 by the Grapevine Economic Development Department. It contains anonymized sales tax information and Placer.ai foot traffic estimates from a rolling 12 month period that was current at the time of assembly.

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

LOOKING CLOSER

Hourly Activity



There's never a shortage of things to do in the Historic Central District, even when it isn't being activated for a major festival. While vacationers and event-based travel are certainly the leading source of foot traffic in the area, it's worth noting that seven of the District's top ten destinations in the last twelve months were independently owned restaurants, and only one of those was a franchise. The remaining three popular hangouts? Harvest Hall (23% of visitors), Hotel Vin (16% of visitors), and SONIC (6% of visitors).



Drawing a Crowd. Major events drive Main Street, from conferences and conventions in neighboring districts to City-led activations within the area itself. Placer.ai estimates over 350,000 combined attendees at GrapeFest and Main Street Fest in 2025, plus another 20,000 from the Grapevine Vintage Railroad's 'Day Out with Thomas.' In all, the Historic Central District garnered around 2.9 million visits from 804 unique events in the last 12 months.

TDO Transformation. Visitation has grown steadily since TEXRail service began in 2019, and the HCD was one of the first neighborhoods in Grapevine to recover from COVID shutdowns. In our study window, 77% of visitors to the area were at least 10 miles from home, and 30% originated over 100 miles away. That's a higher share than the Districts containing Grapevine Mills and the Gaylord Texan.



Christmas Capital. Roughly 22% of all visits to the Historic Central District throughout 2025 occurred in the final six weeks of the year. In that span, the average number of visitors was higher for every hour of the day, but the percentage of visits per hour shifted dramatically toward the evening (6:00 - 10:00). For a full summary of the Christmas Capital of Texas activation and its impacts last year, scan the QR code on the left.