



INDUSTRIAL CORRIDOR

Once defined by the Cotton Belt Rail and highway access, the City's most intense Industrial cluster is home to manufacturers, dealerships, & showrooms that draw a specific crowd.



12-MONTH PATTERN:

VISITATION: Ready to Rebound **YOY Visits:** -7%

SALES HIGH: Dec 2025 **SALES LOW:** Nov 2025

TOP INDUSTRIES: Retail, Gen. Services, Wholesale

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (18%)

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%)

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%)

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.

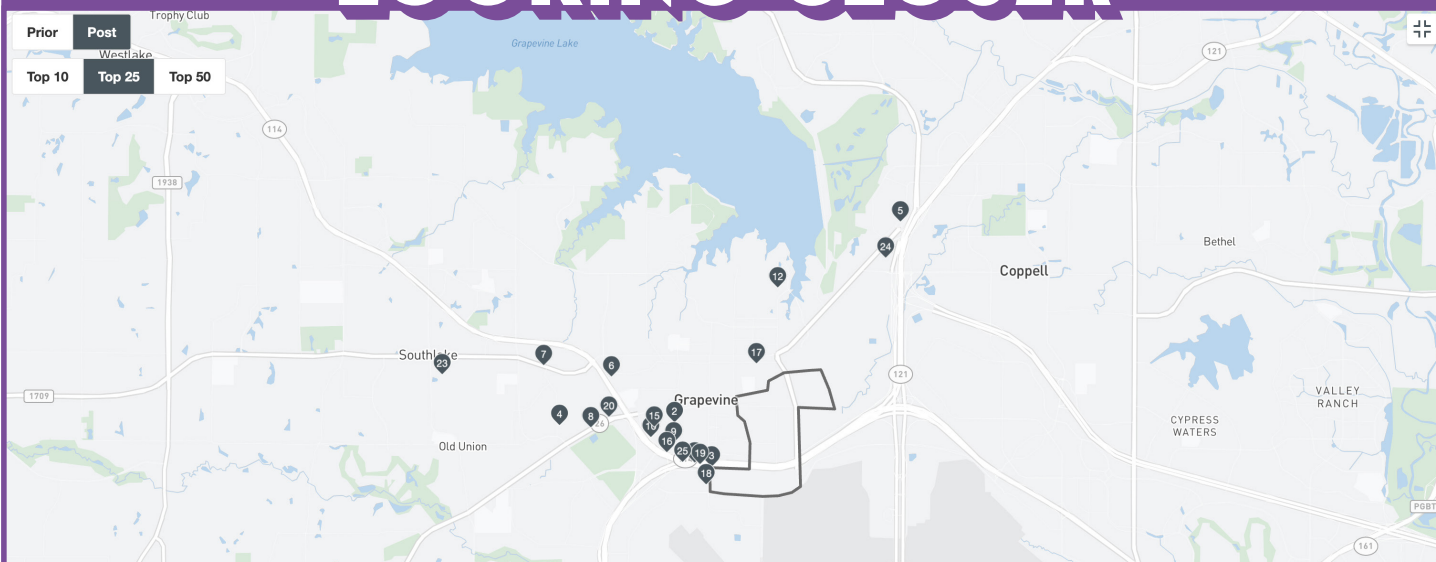
Less likely to be tech-savvy than other demographics.



This report was assembled in 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 choosegrapevinetx.com or contact Steven Jones (sjones@grapevinetexas.gov) for more information.

LOOKING CLOSER



Automotive dealerships account for half of Placer-registered locations in the Industrial Corridor, although the number of tax-producing businesses in the area far exceeds the public properties therein. Due to its concentration of LI – Light Industrial zoning, this district is less reliant on visitor traffic than the City's other nine. That said, it plays an important role in the broader economy by creating space for logistics and manufacturing while drawing in a unique consumer group: shoppers looking to test drive and/or buy their next vehicle.



Oscillating Auto Sales. 79% of registered locations in the area lost visitors from 2024 to 2025, to the tune of 84,831 fewer unique individuals. Most district tenants are on pace to match or beat their 2025 estimates at the midpoint of 2026, however, and more than half of visitors lost from '24 to '25 can be attributed to auto dealerships, of which only 23% recorded YoY growth. That pattern tracks against nationwide auto sales in the same period.

Dining & Diversions. Because the majority of tenants in this area are offices or dealerships, outliers like Saltgrass Steak House and Texas Gun Experience have unusual sway. Together, those two attractions account for almost a quarter of total visitor traffic in the Industrial Corridor. While the former has seen its area-leading crowds decline modestly, the latter has grown its visitor share consistently since 2024 and is on pace to improve again this year.



The Next Stop. 60% of Industrial Corridor visitors take at least one diversion before heading home, and the list of Post-visit locations, while eclectic, skews heavily toward Grapevine: 21 of the Top 30 sites are addressed within the City. Moreover, 43% of those destinations fall within a consumer spending category that directly fuels the sales tax driven economy, making the Industrial Corridor a valuable magnet with impact beyond its borders.