


Frosty Faustings 2026

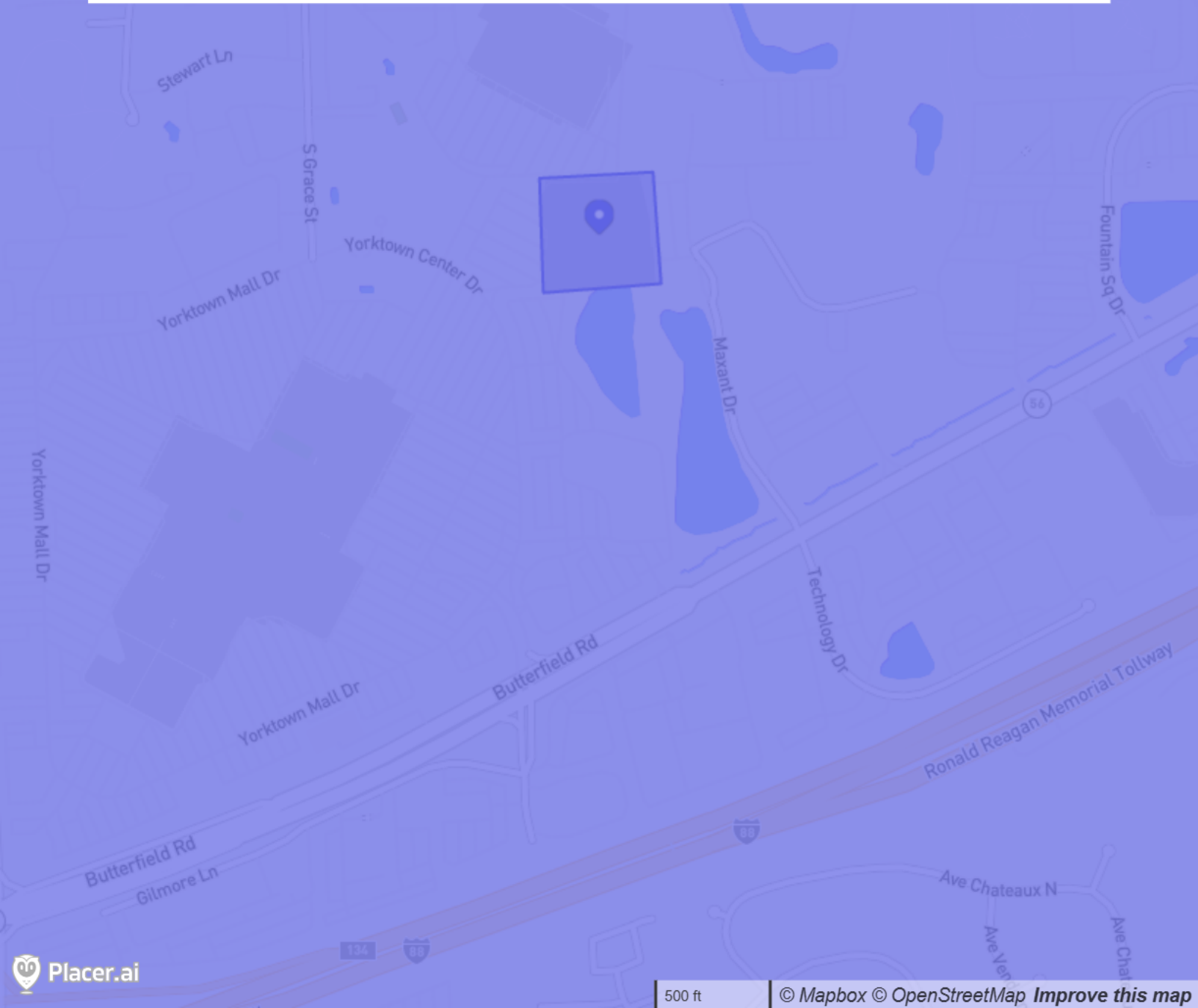
Jan 29 - Feb 1, 2026

Property:

 **The Westin Chicago Lombard**
70 Yorktown Shopping Ctr, Lombard, IL 60148



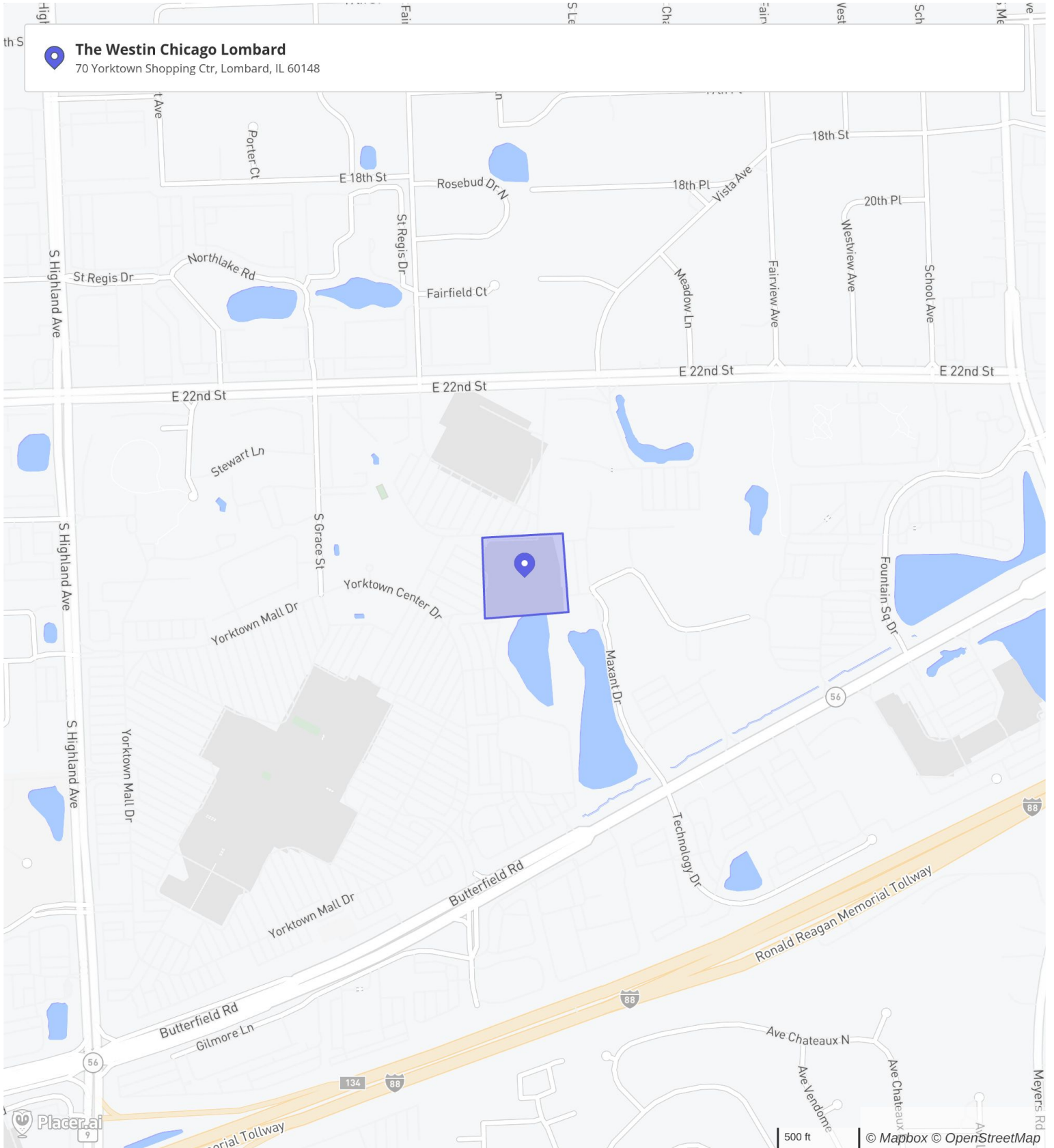
Scan to view on placer.ai platform





Frosty Faustings 2026

Jan 29 - Feb 1, 2026





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Metrics

The Westin Chicago Lom...
Lombard, IL

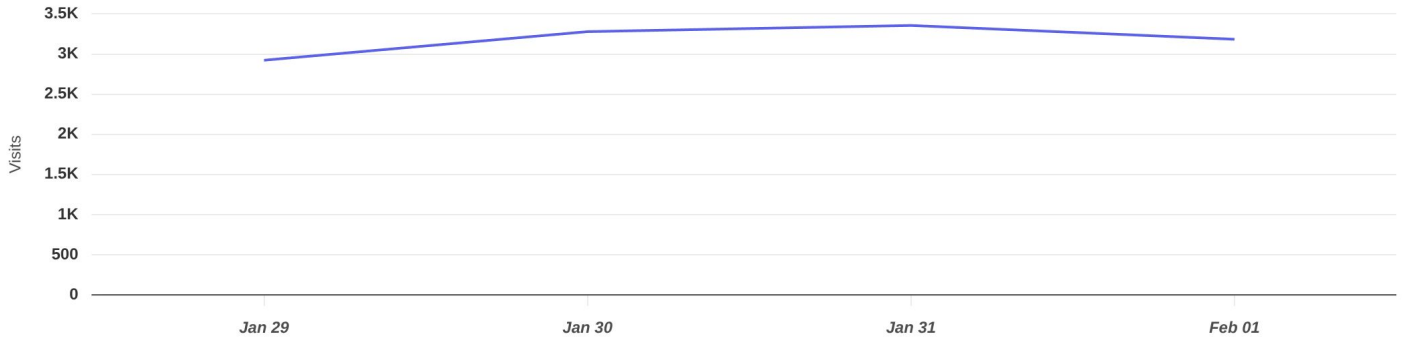
Visits	12.7K	Avg. Dwell Time	565 Min
Visits / sq ft	0.06	Panel Visits	945
Size - sq ft	206K	Visits YoY	+168%
Visitors	4.8K	Visits Yo2Y	+278%
Visit Frequency	2.66	Visits Yo3Y	+384.1%

Jan 29th, 2026 - Feb 1st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

The Westin Chicago Lombard
Lombard, IL



Daily | Visits | Jan 29th, 2026 - Feb 1st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)





Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
The Westin Chicago Lomb... Lombard, IL	\$94.4K	50.3%	36.2	White (45.8%)	2.41
Illinois	\$84K	37.8%	38.2	White (58.1%)	2.52

Jan 29th, 2026 - Feb 1st, 2026 | Data Source: Census 2024
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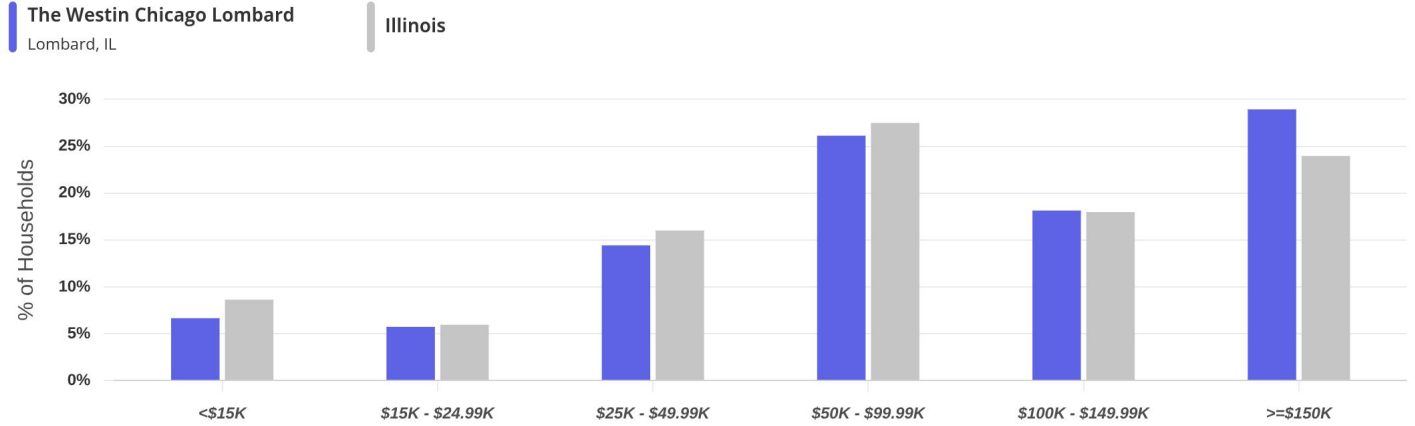


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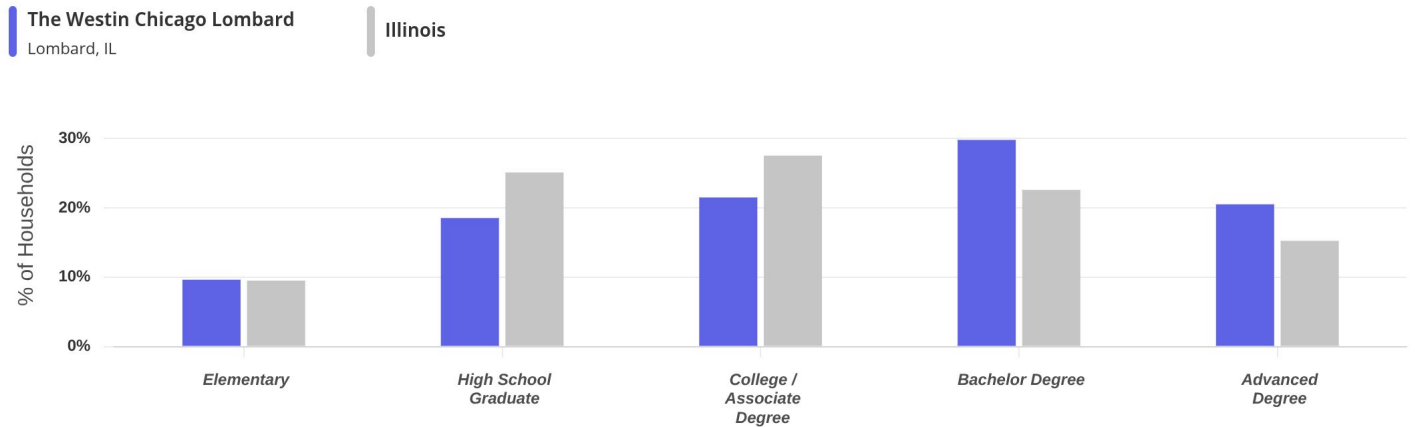
Household Income



Jan 29th, 2026 - Feb 1st, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Education

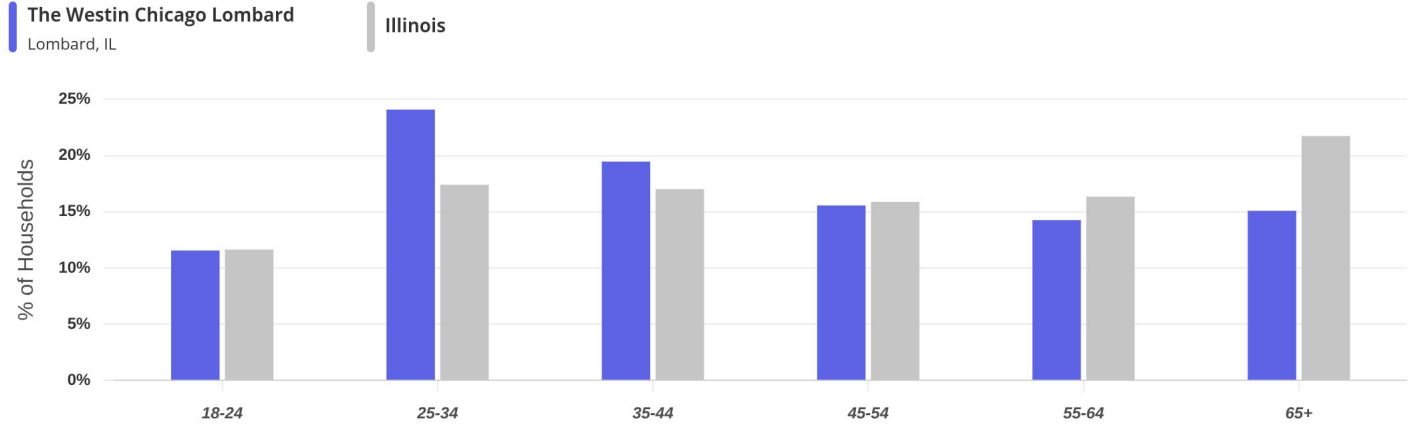


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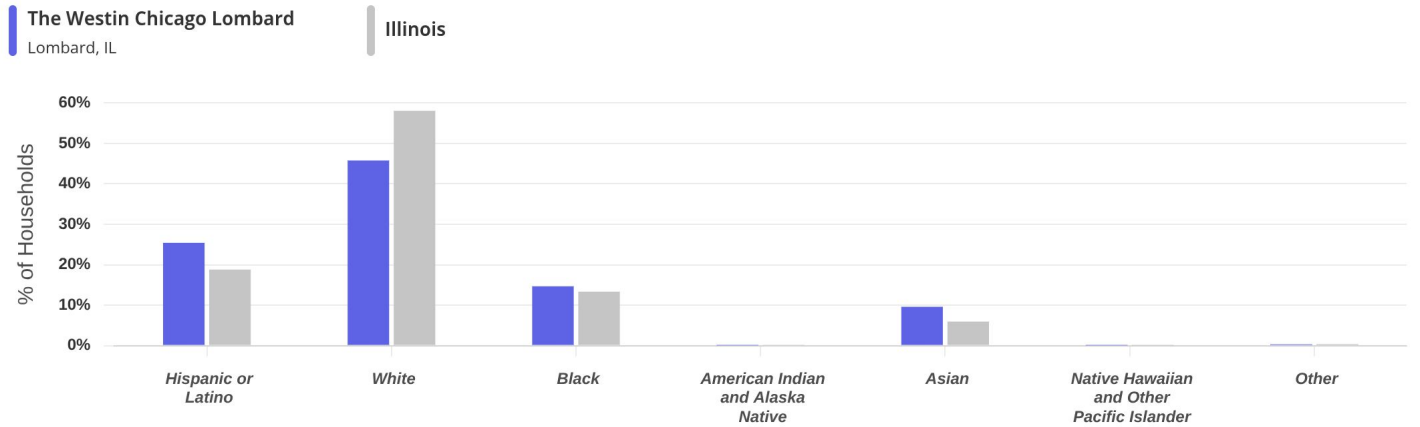
Age



Jan 29th, 2026 - Feb 1st, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

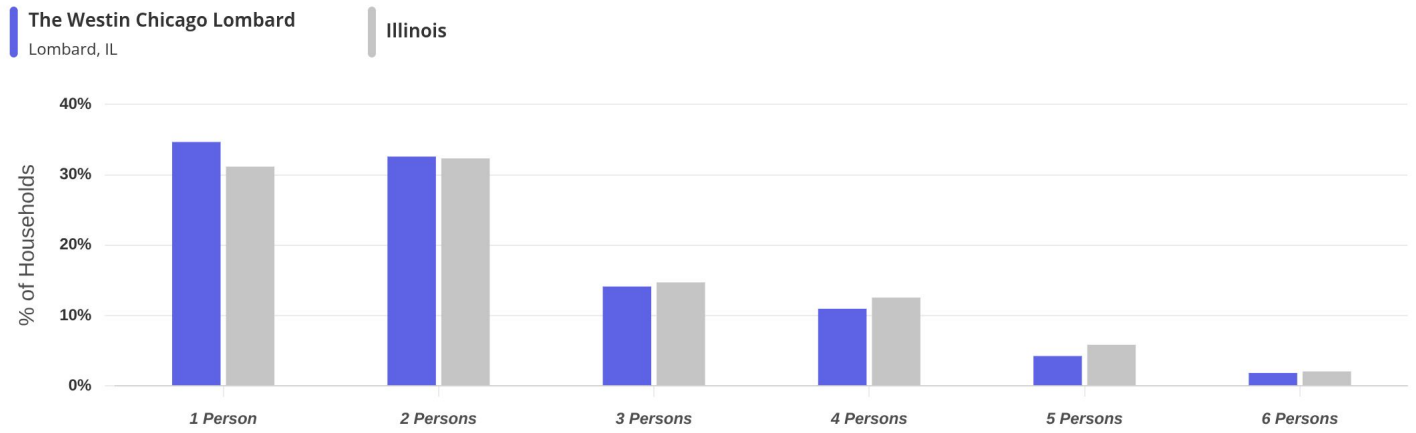


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Household Size



Jan 29th, 2026 - Feb 1st, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)

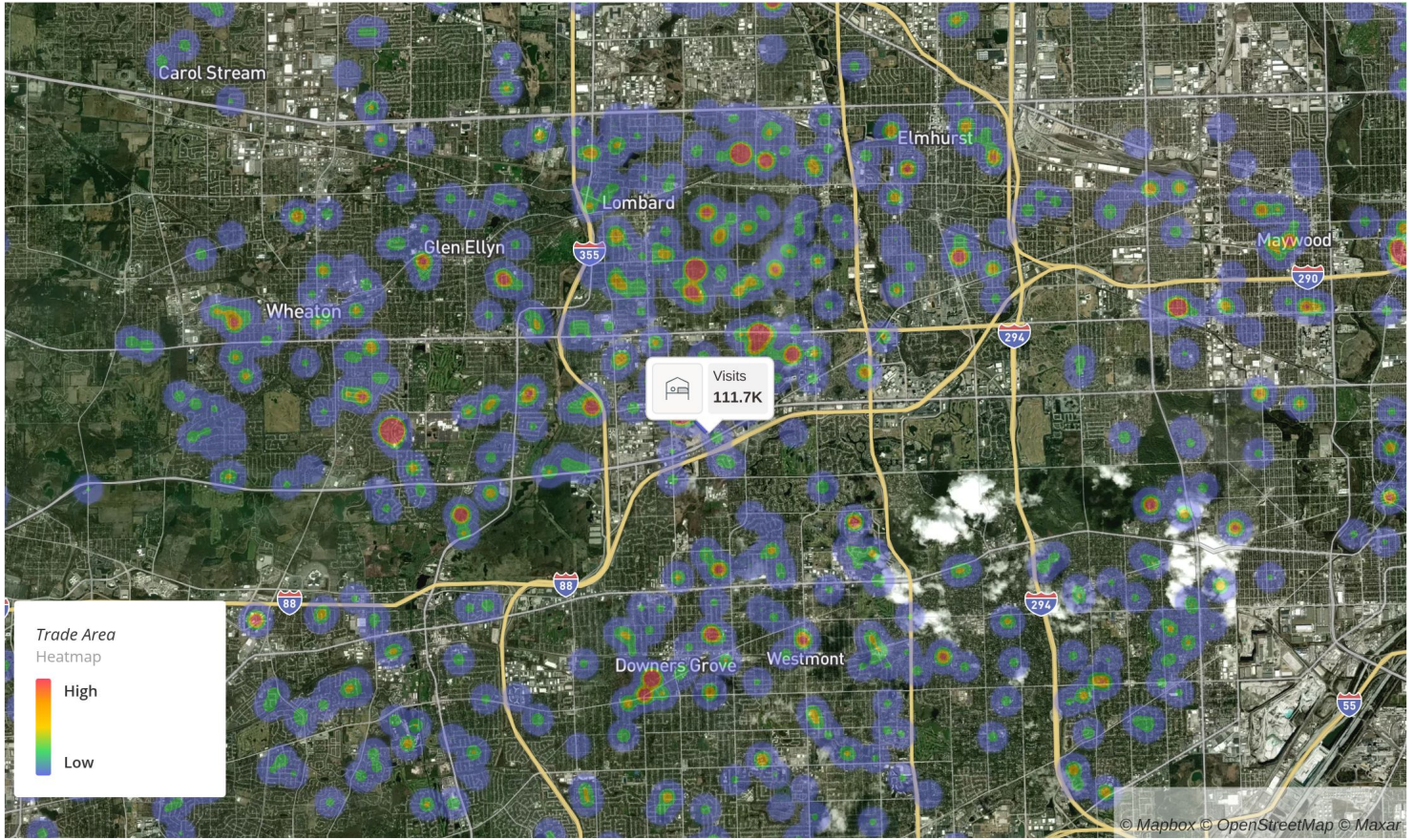




Frosty Faustings 2026

Jan 29 - Feb 1, 2026

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2026 - Mar 29th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

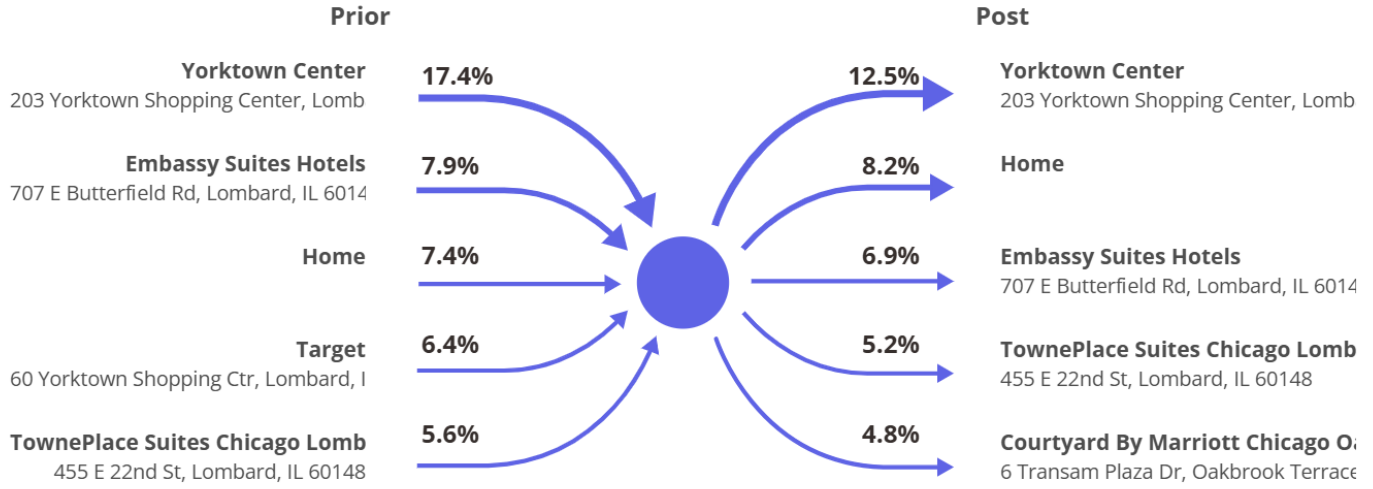




Visitor Journey

The Westin Chicago Lombard

Lombard, IL



Show by: | Jan 29th, 2026 - Feb 1st, 2026

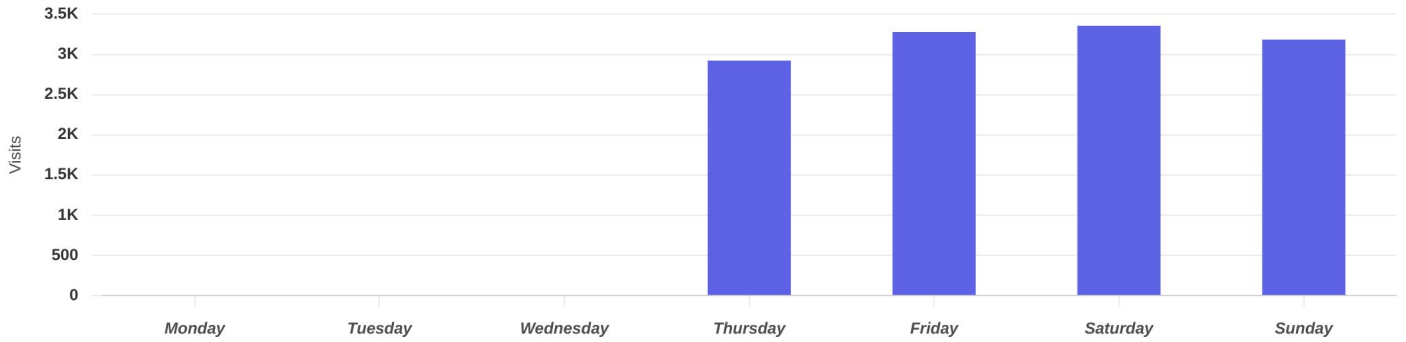
Data provided by Placer Labs Inc. (www.placer.ai)





Daily Visits

The Westin Chicago Lombard
Lombard, IL

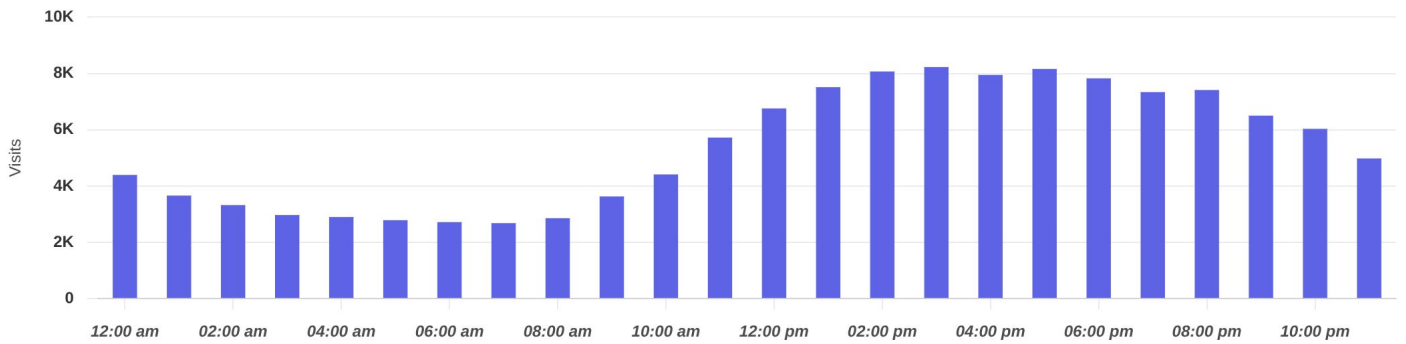


Visits | Jan 29th, 2026 - Feb 1st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

The Westin Chicago Lombard
Lombard, IL



Visits | Jan 29th, 2026 - Feb 1st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)















Favorite Places

The Westin Chicago Lom...

Lombard, IL

Rank	Name	Distance	Visitors (%)
1	 The Westin Chicago Lombard 70 Yorktown Shopping Ctr, Lombard, IL 60148	0 mi	4.8K (99.6%)
2	 Yorktown Center 203 Yorktown Shopping Center, Lombard, IL 60148	0.4 mi	2.4K (50.3%)
3	 Target 60 Yorktown Shopping Ctr, Lombard, IL 60148	0.1 mi	1.4K (29.9%)
4	 O'Hare International Airport 10000 W O'Hare Ave, Chicago, IL 60666	10.6 mi	1.3K (28%)
5	 Yorktown Mall 203 Yorktown Center, Lombard, IL 60148	0.3 mi	1.2K (25.9%)
6	 Finley Square Shopping Center 1500 Butterfield Rd, Downers Grove, IL 60515	1.2 mi	984 (20.6%)
7	 Portillo's 1500 Butterfield Rd, Downers Grove, IL 60515	1.2 mi	862 (18.1%)
8	 Embassy Suites Hotels 707 E Butterfield Rd, Lombard, IL 60148	0.4 mi	450 (9.4%)
9	 JCPenney 175 Yorktown Shopping Ctr, Lombard, IL 60148	0.2 mi	430 (9%)
10	 The Overlook At Oak Brook 1745 22nd St, Oak Brook, IL 60523	2.1 mi	374 (7.8%)

Category: All Categories | Min. Visits: 1 | Jan 29th, 2026 - Feb 1st, 2026

Data provided by Placer Labs Inc. (www.placer.ai)





Frosty Faustings 2026 Visitor Journey

Jan 29 - Feb 1, 2026























Prior / Post Compare

The Westin Chicago Lombard

Lombard, IL

The Westin Chicago Lombard / Lombard, IL

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	 Yorktown Center Yorktown Shopping Center, Lombard	17.4%	1	 Yorktown Center Yorktown Shopping Center, Lombard	12.5%
2	 Embassy Suites Hotels E Butterfield Rd, Lombard, IL	7.9%	2	 Embassy Suites Hotels E Butterfield Rd, Lombard, IL	6.9%
3	 Target Lombard, IL	6.4%	3	 TownePlace Suites Chicago Lombard E 22nd St, Lombard, IL	5.2%
4	 TownePlace Suites Chicago Lombard E 22nd St, Lombard, IL	5.6%	4	 Courtyard By Marriott Chicago Oakbrook Terrace Transam Plaza Dr, Oakbrook Terrace	4.8%
5	 Hyatt Place Chicago/Lombard/Oakbrook Terrace Fountain Square Dr, Lombard, IL	4.4%	5	 Portillo's Butterfield Rd, Downers Grove, IL	4.4%
6	 Courtyard By Marriott Chicago Oakbrook Terrace Transam Plaza Dr, Oakbrook Terrace	3.5%	6	 Hyatt Place Chicago/Lombard/Oakbrook Terrace Fountain Square Dr, Lombard, IL	4.2%
7	 O'Hare International Airport W O'Hare Ave, Chicago, IL	2.8%	7	 Target Lombard, IL	3.7%
8	 Surestay Plus By Best Western Chicago E 22nd St, Lombard, IL	2.6%	8	 Surestay Plus By Best Western Chicago E 22nd St, Lombard, IL	2.6%
9	 Crowne Plaza Lombard Downers Grove Roosevelt Rd, Glen Ellyn, IL	2.4%	9	 Crowne Plaza Lombard Downers Grove Roosevelt Rd, Glen Ellyn, IL	2%
10	 Portillo's Butterfield Rd, Downers Grove, IL	1.9%	10	 Von Maur Yorktown Shopping Ctr, Lombard, IL	1.3%

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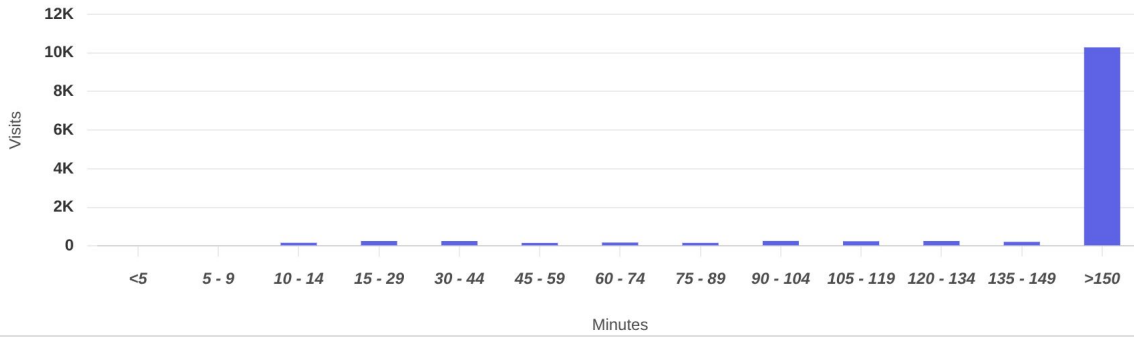




Visit Duration

The Westin Chicago Lombard

Lombard, IL



Average Stay	565 min
Median Stay	444 min

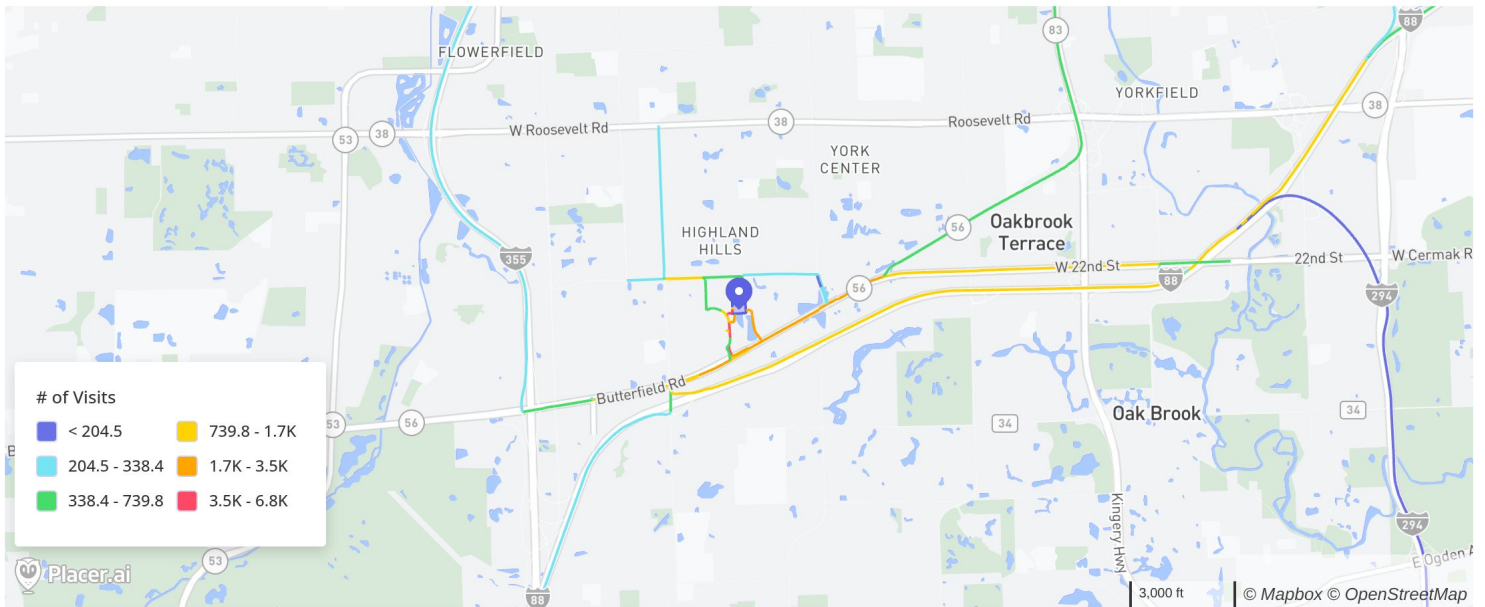
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Visitor Journey - Routes

The Westin Chicago Lom...

Lombard, IL



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Jan 29th, 2026 - Feb 1st, 2026
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