



SNAPSHOT 2025

Updated 11.5.25



Center Traffic

Visits - Year to Date: 3.6 MM
Monthly Visits Avg: 374K



Demographics - 10-MILE

Population: 308,261
Total Households : 134,695
Avg. Household Income: \$136,092



Cultural and Age Mix - 10-MILE

- 171,831 White
- 135,122 Hispanic
- 17,344 Asian
- 10,532 Black
- 19% Under 18
- 15.3% 20-34
- 21.3% 35-54
- 44% 55 +



Stores and Restaurants

The center counts with more than 140 stores and eateries, including:

Shopping:



Dining:



Health and Education



The Shops at Palm Desert is a central destination for the community, offering a diverse mix of shopping, dining, and regular events.

It creates a convenient and welcoming space where residents and visitors can connect, enjoy their time, and share meaningful experiences.



Digital & Social

shopsatpalmdesert.com

Avg. Monthly Visitors: 14K+

Avg. Monthly Page Views: 26K+

@theshopsatpalmdesert

Instagram Followers: 11.6K+

Facebook Followers: 30K+

TikTok Followers: 6K+

Email Subscribers: 5.4K+

SMS Subscribers: 4.8K+

Hashtags:

#theshopsatpalmdesert

#coachellavalleylife

#whereyoubelong

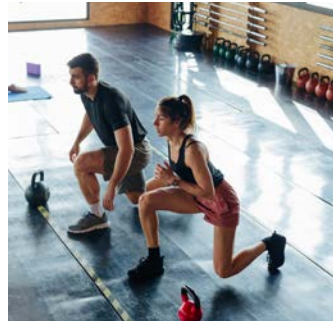
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Marketing Manager

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Additional Information for Gameacon



Center Traffic 10/11/24 to 10/12/24

Visits: 33.9K

Avg. Dwell Time: 70 minutes

Center Traffic 10/11/25 to 10/12/25

Visits: 44K

Avg. Dwell Time: 81 minutes



Hourly Visits

12pm to 7pm: 6K to 8.4K

11am to 12pm: 4.5K

8pm to 9pm: 4.6K to 2.1K

Mall Hours:

Saturday: 11am to 9pm

Sunday: 11am to 6pm

