



Christmas **IN OKEECHOBEE**

**Visitation, Economic Impact & Event Highlights
Presented to the City of Okeechobee City Council
2/17/2026**



OVERVIEW OF REPORTS USED

- To evaluate the full impact of the Christmas season, four Placer.ai reports were analyzed:
- Full Downtown Activity Report (Park St., City Hall Park, SE Park St. Businesses)
- Evening-Only Report (5pm–11:59pm, lights on)
- Christmas Parade Report (Dec 13, 2025)
- Christmas Lighting Ceremony Report (Dec 2, 2025)

TOTAL SEASON VISITATION (DAY + NIGHT)

Full-Season Traffic (Nov 13 – Jan 5)

Park Street: 101.9K visits

City Hall Park: 3.6K visits

SE Park St. Businesses: 5K visits

Total Downtown Visits: 110K+

Key Insight: Park Street served as the anchor of the Christmas experience, drawing the overwhelming majority of visitors.





★ UNIQUE VISITORS

Total Unique Visitors

- Park Street: 42.8K
- City Hall Park: 3.5K
- SE Park St. Businesses: 3.7K

Tens of thousands of individuals visited downtown during the season — many returning multiple times.

ENGAGEMENT & DWELL TIME

Visitor Behavior

- Visit Frequency:
 - Park St: 2.38
 - SE Park St Businesses: 1.35
 - City Hall Park: 1.03
- Average Dwell Time:
 - Park St: 59 minutes
 - SE Park St Businesses: 53 minutes
 - City Hall Park: 44 minutes

Takeaway: Visitors stayed long enough to stroll, dine, shop, and enjoy the lights — strong indicators of economic benefit



ANNUAL CHRISTMAS TREE LIGHTING (DEC 2, 2025)



Lighting Night Traffic

- City Hall Park: 2.5K visits
- Flagler Parks: 1.5K visits
- Avg Dwell Time: 48–63 minutes



The lighting ceremony successfully kicked off the season and drove early engagement.



CHRISTMAS FESTIVAL VISITATION

Festival Day Traffic - 10am-10pm - Dec 13, 2025

- Visits: 15.8K
- Visitors: 15.8K
- Avg Dwell Time: 105 minutes
- YoY Growth: +1,790%

The Christmas Festival is one of the strongest single-day events of the season. This year the festival included a free ice-skating rink for families to enjoy.



MAIN STREET'S CHRISTMAS PARADE

December 13, 2025 • 6–8 PM •

Downtown Okeechobee

Overall Visitation

- 12.5K total parade attendees
 - 10.5K along SW Park St.
 - 2K along Parrott Ave.

Visitors Came From:

Lake Placid

Port Salerno Pahokee

Lorida

Royal Palm Beach

Stuart

Port St. Lucie

Moore Haven



YEAR-OVER-YEAR GROWTH

YoY Change in Visits

- Park Street: +38.9%
- SE Park St Businesses: +8.4%
- City Hall Park: +1.6%

The Christmas season continues to grow, with Park Street seeing the most significant increase.



culture of collaboration
O K E E C H O B E E

*to ensure a unified approach to
business attraction, retention and tourism
growth in Okeechobee.*



OKEECHOBEE COUNTY
Economic Development Corporation





Thank you for your support!