

NextSite

Dairy Queen

Highway 301 S, Ludowici, 31316, GA

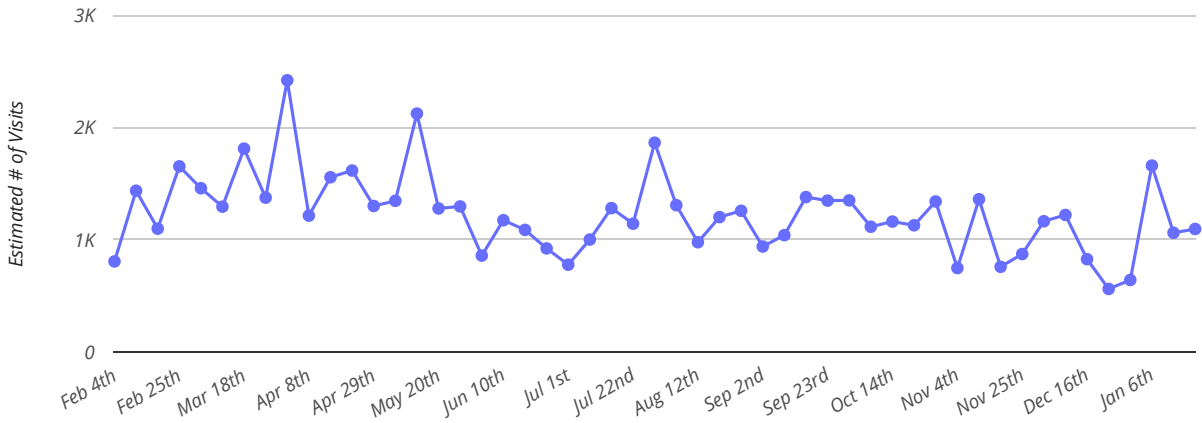


Feb 01, 2019 - Jan 31, 2020

Metrics

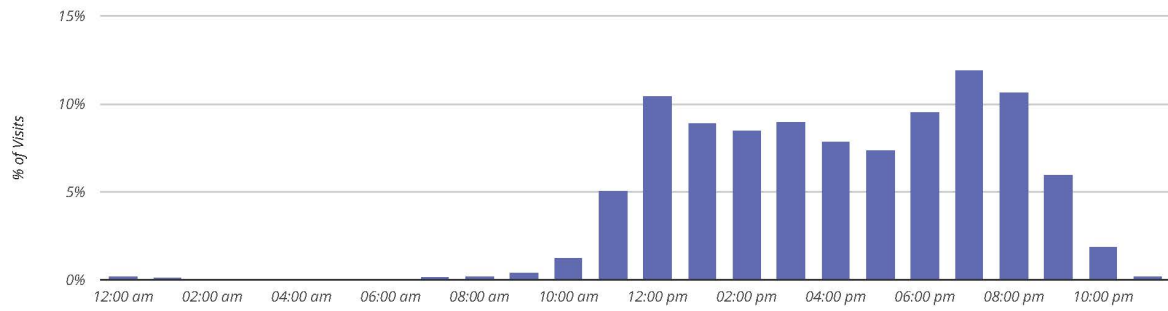
	Est. # of Customers	Est. # of Visits	Avg. Visits / Customer	Panel Visits
Dairy Queen / Highway 301 S	23.1K	64.3K	2.78	2.2K

Visits Trend



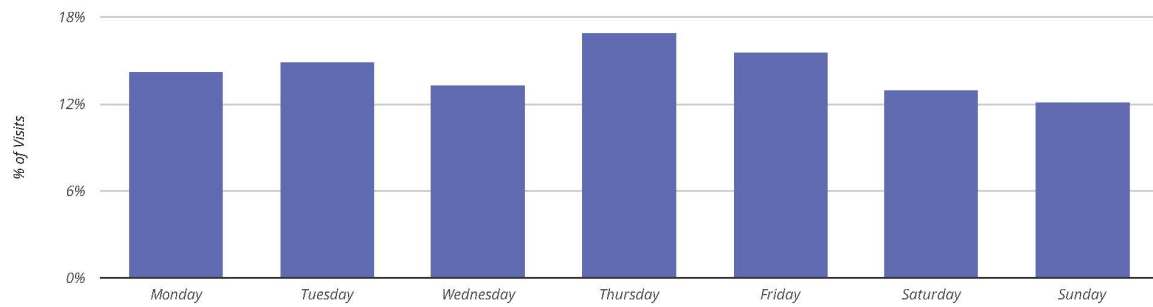
Hourly Visits

Dairy Queen / Highway 301 S



Daily Visits

Dairy Queen / Highway 301 S

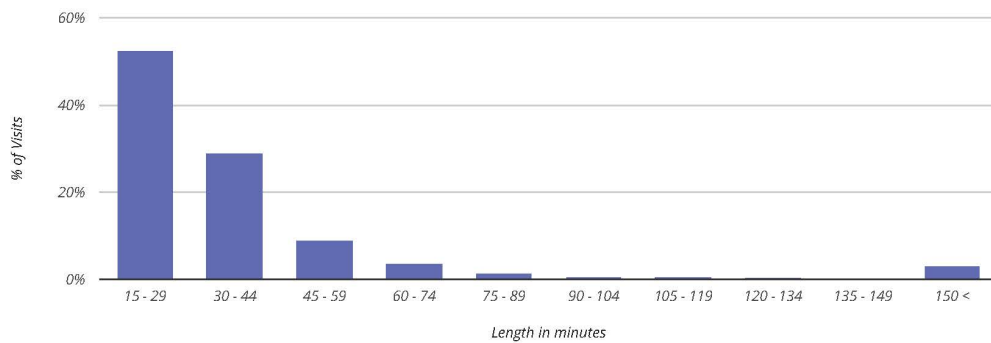


Length-Of-Stay

Dairy Queen / Highway 301 S

Average Stay

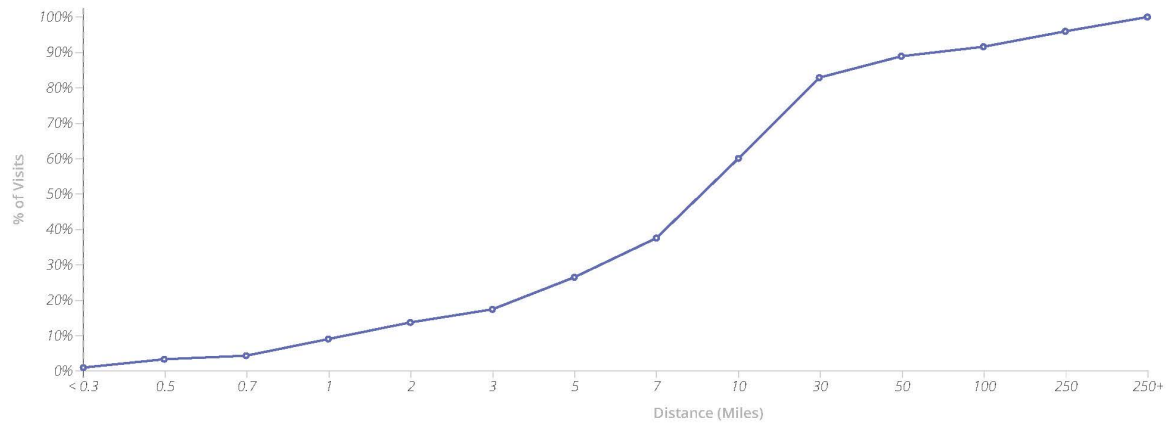
43 Min



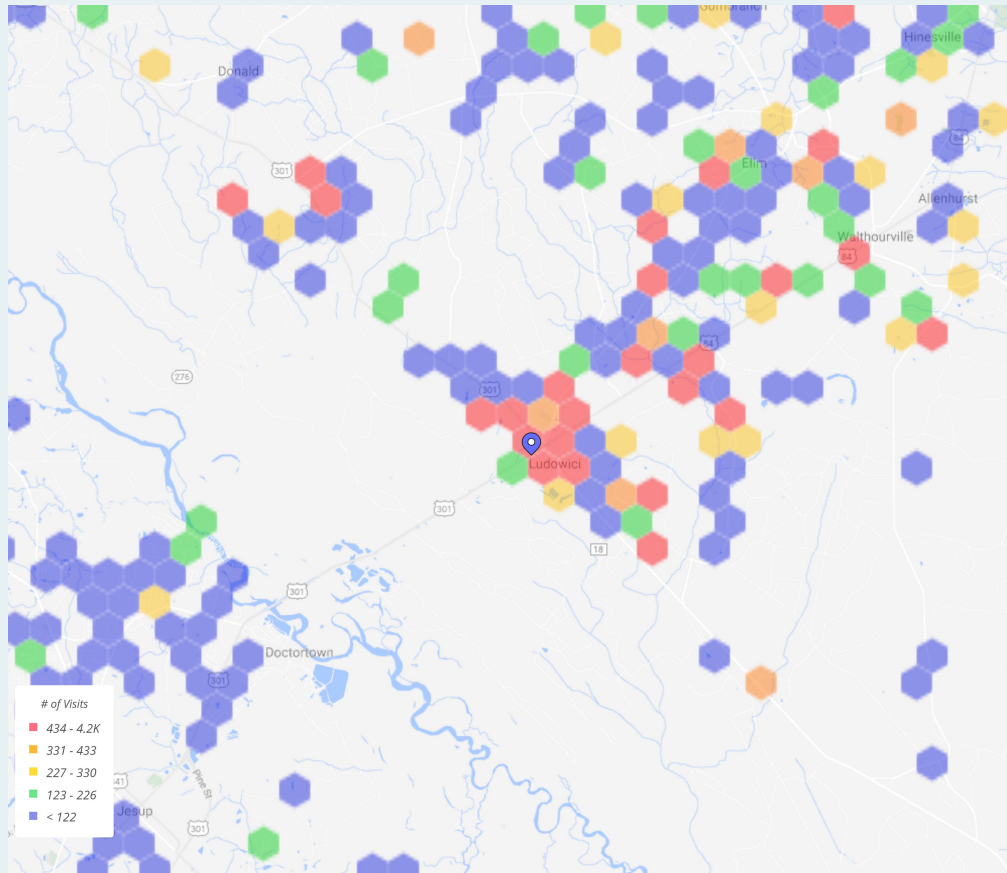
Trade Area Coverage by Distance

Trade Area Coverage By Distance

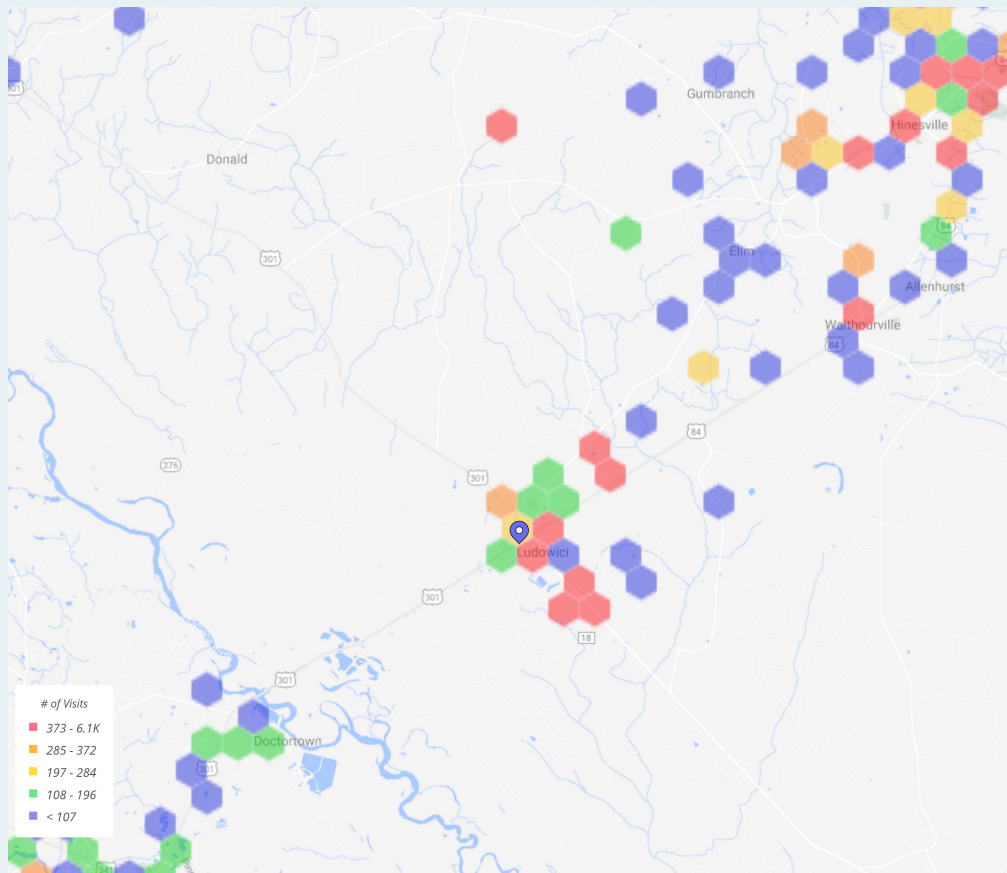
● Dairy Queen / Highway 301 S



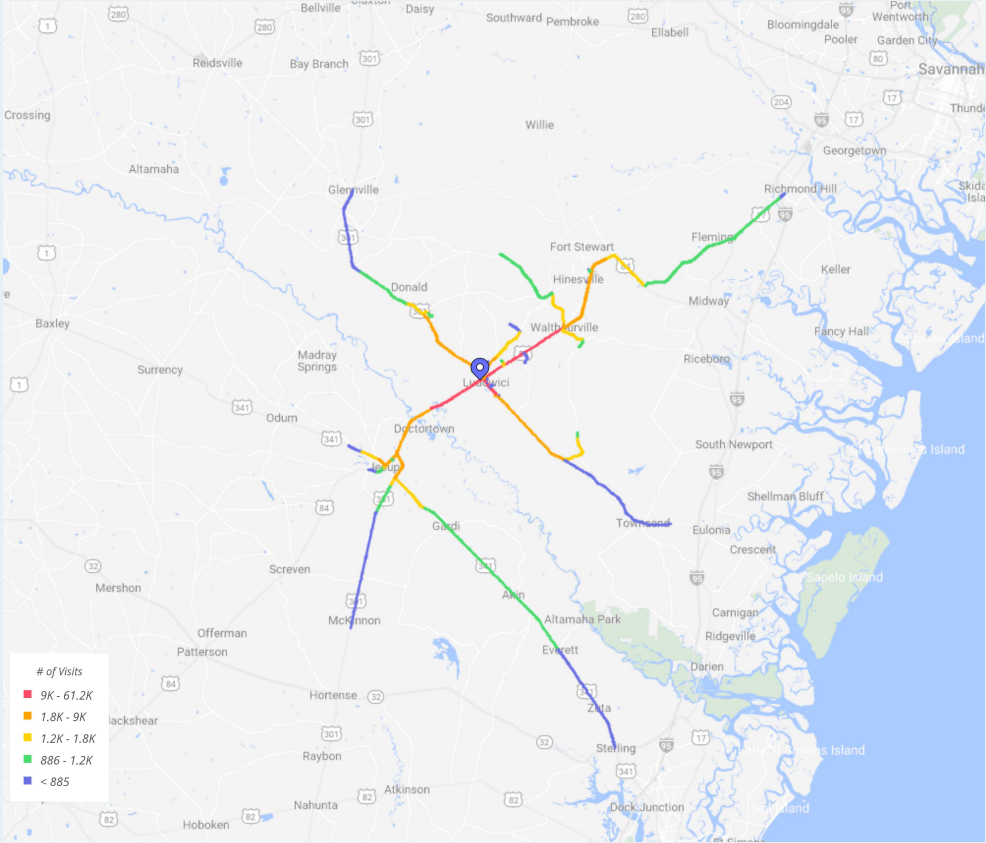
Dairy Queen: Home Location Mobile Mapping



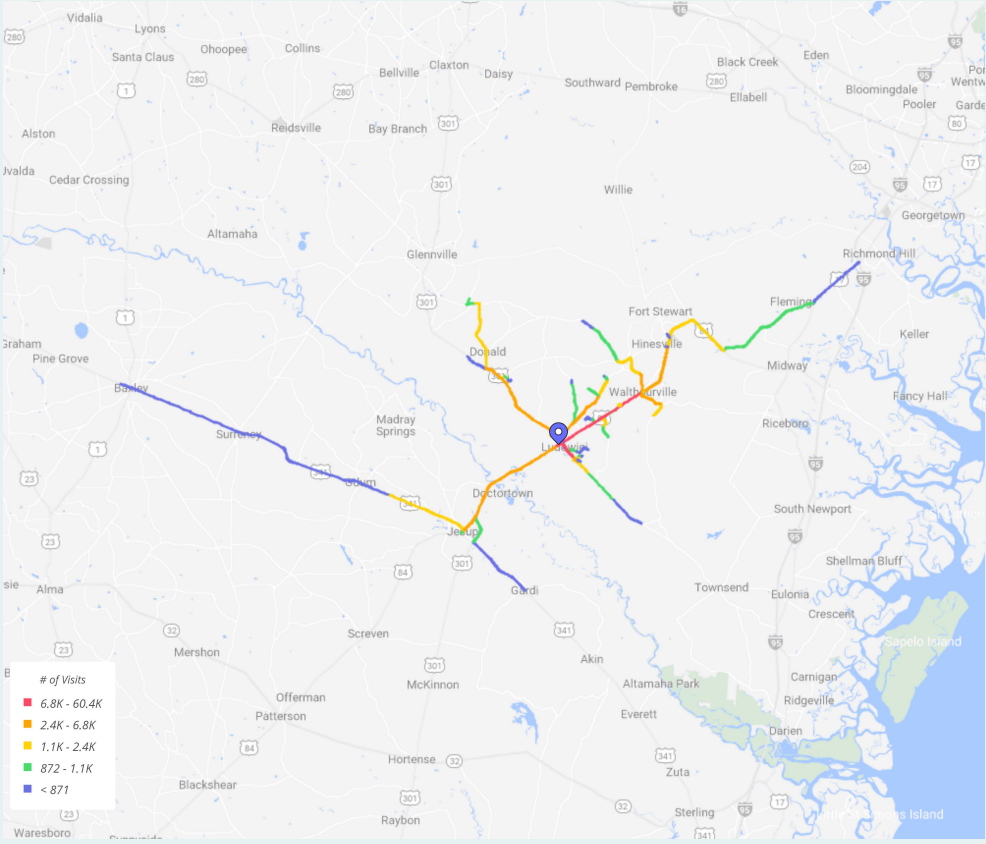
Dairy Queen: Work Location Mobile Mapping



Dairy Queen: Customer Travel Patterns - Prior Location



Dairy Queen: Customer Travel Patterns - Post Location



Dairy Queen: Customer Journey

Prior		Post	
	Venue Name	Foot-Traffic	
1	Long County Recreation Department / Ludowici	8.28%	1 Long County High School / Ga Highway 57 1.36%
2	Long County High School / Ga Highway 57	4.57%	2 Flash Foods / South Main St. 1.11%
3	Walmart Supercenter / N 1st St	2.14%	3 Long County Recreation Department / Ludowici 1.09%
4	First Presbyterian Christian Academy / Bradwell St	1.89%	4 First Presbyterian Christian Academy / Bradwell St 0.72%
5	Walmart Supercenter / W Oglethorpe Hwy	1.02%	5 Walmart Supercenter / W Oglethorpe Hwy 0.71%
6	First Baptist Church Ludowici / N McDonald Street	0.79%	6 Grande Court Apartments / Blanding Blvd 0.69%
7	Compass Worship / E Cypress St	0.73%	7 Walmart Supercenter / N 1st St 0.69%
8	Smiley Elementary School / GA Highway 57	0.65%	8 Long County High School / E Academy St 0.51%
9	Faith Baptist Christian Academy / McDonald St	0.57%	9 Parker's / W. Oglethorpe Hwy 0.5%
10	Simply Elegant Hair & Tanning Salon / N Macon St.	0.55%	10 Dairy Queen / S 1st St. 0.43%
11	Wayne County High School / Jacket Dr	0.54%	11 Long County Courthouse / S McDonald St 0.42%
12	The Historic Strand / W Cherry Street	0.52%	12 Huddle House / West Cypress Street 0.41%
13	A New Beginning Church / GA Highway 57	0.52%	13 Walker Middle School / Main St Ext SW 0.4%
14	Walker Middle School / Main St Ext SW	0.51%	14 Savannah/Hilton Head International Ai... / Airways ... 0.34%
15	Long County High School / E Academy St	0.5%	15 Sandalwood Terrace / NW 4th St 0.34%
16	Wayne County Arts Council / West Pine Street	0.4%	16 Dollar General / #4-6a N Macon St 0.3%
17	Jarchitos Mexican Stre / E Cypress St	0.34%	17 The Historic Strand / W Cherry Street 0.29%
18	Fit Miss LLC / N. Macon St	0.33%	18 Ludowici IGA / E Cypress St 0.27%
19	Huddle House / West Cypress Street	0.32%	19 A New Beginning Church / GA Highway 57 0.27%
20	Lowe's Home Improvement / West Oglethorpe Highway	0.32%	20 McDonald's / S 2ND ST 0.24%
21	Senior Center, Ludowici Ga / Thornton Dr NE	0.31%	21 Altamaha River / Jesup 0.23%
22	Canal Crossing / Kinstle	0.3%	22 Inject Ink / E Cypress St 0.23%
23	Magnolia Oaks Village / West Hwy 196	0.3%	23 City of Ludowici / Main St 0.23%
24	Morgan Lake / boat landing drive	0.3%	24 Jarchitos Mexican Stre / E Cypress St 0.22%
25	Tractor Supply Co. / North First St	0.29%	25 Coastal Manor Nursing Home / Coastal Manor Dr SE 0.22%
26	Little Crusaders Pre-School & Day... / S McDonald Str...	0.29%	26 First Baptist Church Ludowici / N McDonald Street 0.21%
27	Clydes /	0.28%	27 Dr. Robert Lee Morgan M.D. / N Mcdonald St Ste A&b 0.19%
28	Long County Health Center / Cypress St	0.26%	28 Weaver Orthodontics / E Cherry St 0.19%
29	Dr. Robert Lee Morgan M.D. / N Mcdonald St Ste A&b	0.25%	29 Mobil / st Augustine Road 0.19%
30	Wayne Memorial Hospital / S 1st St	0.24%	30 Frenship Park / Ludowici 0.18%

Dairy Queen: Customer Journey

Prior		Post	
Venue Name	Foot-Traffic	Venue Name	Foot-Traffic
31 Wingmen Motorcycle Club, Savannah Ge... / Ross ...	0.23%	31 Knights Inn / ROUTE 2	0.18%
32 Hinesville Central Shopping C... / W Oglethorpe High...	0.23%	32 Jesup Drive-In / Savannah Hwy	0.18%
33 Sandalwood Terrace / NW 4th St	0.23%	33 Bootleggers Package Store / W Oglethorpe Hwy Suite A	0.17%
34 Ludowici Trading Co. / W Cypress St	0.23%	34 Southeast Cheer / N Macon St	0.17%
35 Marco's Pizza / E Oglethorpe Hwy	0.22%	35 Cno Dreams Car Detailing / W Screven St	0.16%
36 Crawdaddys / S McDonald St	0.22%	36 Ludowici Police Department / McDonald St	0.16%
37 Backwoods Photography By Ashley / hwy 84	0.22%	37 921 Boxing Club / N McDonald St	0.15%
38 Dollar General / #4-6a N Macon St	0.22%	38 Smiley Elementary School / GA Highway 57	0.15%
39 Long County 4-H / McDonald St	0.22%	39 Faith Baptist Christian Academy / McDonald St	0.15%
40 Southeast Cheer / N Macon St	0.21%	40 Cracker Williams Recreation Park / E. Bay St.	0.15%
41 Knights Inn / ROUTE 2	0.21%	41 Crawdaddys / S McDonald St	0.15%
42 Women's Health Center / W Cherry street	0.2%	42 Springhills Commons / Northwest 39Th Ave	0.15%
43 Taco Bell / N 1st St	0.2%	43 AT&T / North Macon Street	0.13%
44 Dollar Tree / W 15th St	0.2%	44 Monarch 301 / S Main St	0.13%
45 Fort Frederica National Monument / Frederica Rd	0.2%	45 Hertz / Blanding Blvd	0.13%
46 Gooeys Pizza / Waycross Hwy	0.2%	46 Microtel Inn & Suites / Riverwest Dr	0.13%
47 Denny's / State Road 16	0.2%	47 Starbucks / W Oglethorpe Hwy	0.13%
48 Georgia Welcome Center / Mile Marker 111 I-95 S	0.19%	48 Family Dollar / E Cypress St	0.13%
49 Huddle House / Plyer St	0.17%	49 Automotive Repair by Immaculate Co... / w Cypres...	0.12%
50 Muse Collision / Brights Lake Rd	0.16%	50 Bradwell Institute / Pafford St	0.12%
51 Ace Hardware / W Oglethorpe Hwy	0.16%	51 Savannah Tech / Technology Dr	0.12%
52 Unity Church of God / Sunset Blvd	0.16%	52 Bradwell / Commerce Street	0.12%
53 Long County Courthouse / S McDonald St	0.16%	53 Magnolia Oaks Village / West Hwy 196	0.12%
54 Starbucks / W Oglethorpe Hwy	0.15%	54 SUBWAY / Cypress St	0.11%
55 Flash Foods / South Main St	0.15%	55 Old Freeman Family Farm / Scarboro Hwy	0.11%
56 Ludowici Police Department / McDonald St	0.15%	56 Harvey's / S 1st St	0.11%
57 Low Country Paintball / Low Country Ln SW	0.15%	57 Elim Church / Webb Ct NE	0.11%
58 Hobby Lobby / West Oglethorpe Hwy	0.15%	58 Elim Baptist Church / Elim Church Rd NE	0.11%
59 Rodeo Mexican Restaurant / W Oglethorpe Hwy	0.14%	59 Big boy's ink / W Cypress St	0.11%
60 Poppell Farms / Hyma Poppell Loop	0.14%	60 Travel Centers of America - Sava... / Sommers Boule...	0.1%

Favorite Places by Category

All Apparel Dining Electronics Fitness Groceries ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	First Presbyterian Christian Academy / Bradwell St	17.9K (77.5%)
2	Walmart Supercenter / W Oglethorpe Hwy	13.4K (57.9%)
3	Walmart Supercenter / N 1st St	11.7K (50.7%)
4	Hinesville Central Shopping Center / W Oglethorpe Highway	10.4K (45%)
5	Chick-fil-A / W Oglethorpe Hwy	9.6K (41.5%)

All **Apparel** Dining Electronics Fitness Groceries ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	DICK'S Sporting Goods / Suite 101 863 Oglethorpe Highway	5.2K (22.7%)
2	Academy Sports + Outdoors / Canal Crossing	4.9K (21.2%)
3	Bass Pro Shops / Abercorn St	4.3K (18.7%)
4	Belk / Mall Blvd.	3.4K (14.6%)
5	Burlington / Abercorn Street	2.9K (12.7%)

All Apparel **Dining** Electronics Fitness Groceries ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	Chick-fil-A / W Oglethorpe Hwy	9.6K (41.5%)
2	LongHorn Steakhouse / West Oglethorpe Hwy	8.5K (36.7%)
3	Huddle House / West Cypress Street	7.4K (31.9%)
4	McDonald's / W Oglethorpe Highway	6.4K (27.7%)
5	Chili's Grill & Bar / W Oglethorpe Hwy	6.2K (26.9%)

All Apparel Dining Electronics Fitness **Groceries** ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	Walmart Neighborhood Market / W Oglethorpe Hwy Ste A	8.6K (37.3%)
2	Kroger / W Oglethorpe Hwy	6.9K (29.9%)
3	Food Lion Grocery Store / GA Highway 196 W	6.1K (26.2%)
4	Flash Foods / South Main St.	4.9K (21.4%)
5	Ludowici IGA / E Cypress St	4.5K (19.3%)

Favorite Places by Category

All Apparel Dining Electronics Fitness **Home Improvement** ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	Lowe's Home Improvement / West Oglethorpe Highway	9.5K (41%)
2	Tractor Supply Co. / West Oglethorpe Hwy	3.5K (15.1%)
3	Tractor Supply Co. / North First St	3.1K (13.4%)
4	Lowe's Home Improvement / Glynn Isles	2K (8.7%)
5	The Home Depot / Altama Connector	2K (8.5%)

All Apparel Dining Electronics Fitness **Leisure** ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	The Historic Strand / W Cherry Street	6.9K (29.9%)
2	Long County Recreation Department / Ludowici	5.6K (24.2%)
3	Long County High School / Ga Highway 57	5.4K (23.4%)
4	Georgia Theatre Company / W Oglethorpe Hwy	5K (21.8%)
5	Hal Richardson Recreation Park / West Poplar Street	4.6K (20.1%)

All Apparel Dining Electronics Fitness **Shopping Centers** ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	Hinesville Central Shopping Center / W Oglethorpe Highway	10.4K (45%)
2	Glynn Isles / 100-919 Glynn Isle	8.1K (35.1%)
3	Canal Crossing / Kinstle	8K (34.7%)
4	Tanger Outlet / Tanger Outlet Blvd	7.9K (34.3%)
5	Savannah Mall / Abercorn St	7.4K (32.1%)

All Apparel Dining Electronics Fitness **Superstores** ▾

Min. Visit 1

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Dairy Queen

	Place	Customers
1	Walmart Supercenter / W Oglethorpe Hwy	13.4K (57.9%)
2	Walmart Supercenter / N 1st St	11.7K (50.7%)
3	Sam's Club / Canal Crossing	4.9K (21.4%)
4	Big Lots / W Oglethorpe Hwy	4.3K (18.6%)
5	Target / Glynn Isle	3.7K (16.2%)