

# BY THE NUMBERS

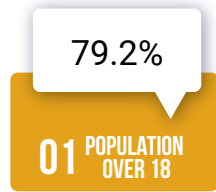
**01** **Oktoberfest**  
 Approximately 50,000 visitors in 2023.  
 YoY increase: 6.5%.

**02** **Christmas Parade**  
 Approximately 14,000 visitors in 2023.  
 YoY increase: 15%.

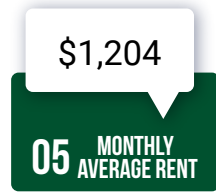
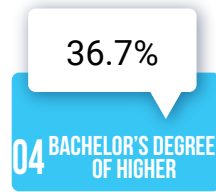
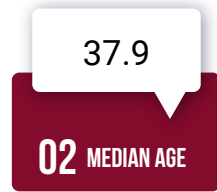
**03** **Farmers Market**  
 Saturdays average 560 visits and Wednesdays average 155 visits.

**04** **Hickory Hops**  
 Approximately 2,000 visits in 2023.  
 YoY increase: 11%.

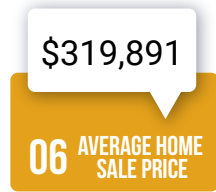
**05** **Sails Original Music Series**  
 Adds an estimated 500 visitors to downtown Friday Evenings in May, June, and September.



2018 - 2022 ACS Data



CoStar



Canopy MLS

## FOOT TRAFFIC 2023

**01** **162.8K people**  
 DAILY AVERAGE VISITS  
 (RESIDENTS, EMPLOYEES, VISITORS)

**03** **82.8K visitors**  
 DAILY AVERAGE VISITS

**05** **59K employees**  
 DAILY AVERAGE VISITS  
 (MONDAY TO FRIDAY)

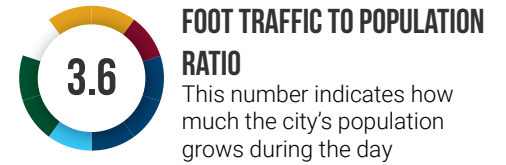
**02** **+7.9%**  
 VISITS YEAR-OVER-3 YEAR

**04** **FRIDAY**  
 BUSIEST DAY OF THE WEEK

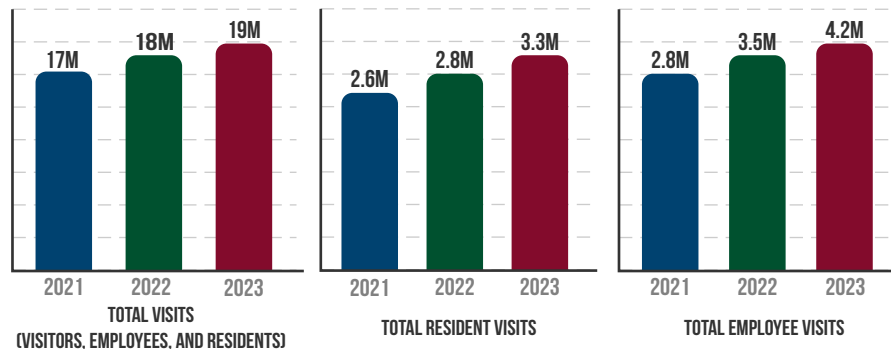
## ANNUAL EVENTS

Events that increase foot traffic in the city.

## POPULATION



## HICKORY TRAIL AREA FOOT TRAFFIC (1/2 mile on either side of the trail)





# CRAFTING HICKORY

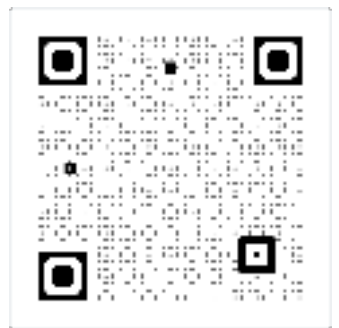
The City has exciting projects in the works. Visit [www.craftinghickory.com](http://www.craftinghickory.com) to learn about the City Walk, Riverwalk, and more!

## CITY OF HICKORY WEBSITES

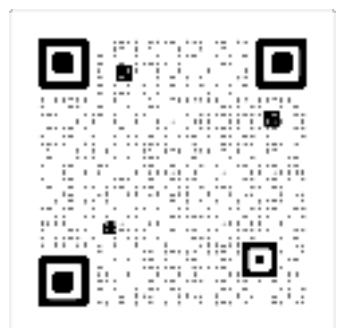
An all-encompassing collection of information regarding City Council, City services, City departments, and City meetings can be found at [www.hickorync.gov](http://www.hickorync.gov). Click the links or QR codes below to access additional information.

**EXPERIENCE LIFE. WELL CRAFTED.**

From delectable farm-to-table restaurants, outdoor adventures on Lake Hickory, and eclectic downtown shops, to a growing craft beer scene and an arts and cultural community to rival that of cities more than twice its size, Hickory offers a unique experience that entralls residents and attracts visitors from all around. A city for doers and makers seeking a well-rounded community, Hickory offers the perfect balance of large city amenities and small town charm, making it the perfect place to work, live, and raise a family. **Hickory is Life. Well Crafted!**



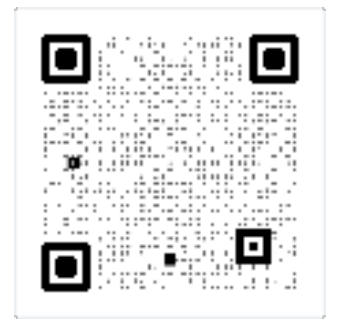
[CraftingHickory.com](http://CraftingHickory.com)



[HKYTrail.com](http://HKYTrail.com)



[MyHKY.com](http://MyHKY.com)



<https://www.hickorync.gov/get-know-hickory>