

The Demand Got Here First.

In most markets you underwrite a forecast. In Port Wentworth the traffic, the income, the visitation and the dwell time are already measured, and the buildings to serve them have not been built. One mile from the Georgia Ports Authority terminals, directly off Interstate 95, twenty minutes from downtown Savannah, and the fastest-growing city in the Savannah metropolitan area.

\$90K TRADE AREA MEDIAN HOUSEHOLD INCOME	18.4% PROJECTED TRADE AREA GROWTH TO 2029	56,550 VEHICLES A DAY ON HIGHWAY 21	13.8M NON-RESIDENT VISITS A YEAR
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A market of 25,956 absorbing 13.8 million visits

25,956 people live in the five-mile trade area. The measured market takes 13.8 million non-resident visits a year. Out-of-market visitors are the majority of this market's population on all seven days of the week and in all twenty-four hours of the day, including overnight. Trade area population understates this market badly, because the people who shop here mostly do not live here, and underwriting to rooftops alone will price a site wrong.

IF YOU READ ONE FIGURE

Sixty-five percent of Anchor Park's measured visitors are already Chick-fil-A customers and forty-three percent buy Starbucks. Neither brand has an address in this market. The third brand on that list does: Publix anchors Market at Rice Hope and draws 809,400 visits a year. That is the measure of what the other two are leaving on the table. The occasion is established and frequent; what it lacks is somewhere local to happen. An operator here does not build a habit. They meet one.

The shelf is narrow, and it is measured

The in-market inventory drawing this audience today is two grocery-anchored centers, two travel centers, and a convenience prototype. There is no national or full-service casual dining operator on the list, no apparel, no full-service fitness club, and no family entertainment. The inventory that does exist is highly productive: Placer measures Waterford Shoppes at 13.35 visits per square foot, and a 2,800-square-foot Zaxby's on Old Richmond Road at 69.26. The formats work here. They have no competition.

880 rooms a night

In the twelve months to August 2026 this market generated 1,436,262 potential hotel room nights and captured 1,114,812 of them, 77.6 percent. The remaining 321,450 nights went elsewhere, roughly 880 rooms a night across the year, and 14.4 percent of visitors from fifty miles or more come to Port Wentworth and then sleep somewhere else. That segment is sized, not estimated.

And two venues that did not exist eighteen months ago

The VyStar Pavilion, a 5,200-seat covered amphitheater operated by Oak View Group, opened August 1, 2026. Ghost Pirates Ice Cove, a 90,000-square-foot two-sheet facility and the ECHL club's practice home, opened September 12. They share one entry plaza and one 1,440-space lot inside a 150-acre civic district, and give the surrounding corridor weeknight crowds and weekend tournaments year round. In its first six weeks Anchor Park measured 9,237 visits from 6,912 people, with an average visitor household income of \$104K and an average stay of 135 minutes.

Where the demand meets the road



Three ways to start

- 1 Request a site analysis, at no cost.**
Name a parcel and this department tests whether your concept fits it: trade area, measured visitation and dwell, customer profile, category competition, traffic, zoning and utility capacity, including when the numbers say no.
- 2 Ask which road your site fronts.**
Highway 21 carries 56,550 vehicles a day, Interstate 95 at Meinhard 67,490, and the Meinhard connector an estimated 82,831. Three roads, three measurements, and your site's value turns on which one it faces.
- 3 Ask for the full prospectus.**
Every figure labeled with its geography, source and date, plus the incentives: up to 50 percent off permit, tap and aid-to-construction fees for eligible retail and commercial projects within the limits of the City's ordinance, and expedited review with a single point of contact.

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Trade area figures are the five-mile ring. Visit and visitor figures are Placer.ai measurement of the 31407 market, September 1, 2025 through August 31, 2026. Lodging figures are Placer.ai overnight trip measurement at 50 or more miles for the same window. Property-level visits and square footage are Placer.ai property reports, September 2025 through August 2026. Highway 21 traffic is GDOT 2024 annual average daily traffic; I-95 and Meinhard counts are GDOT 2025 estimates via RPR. Anchor Park visitor profile is panel-based mobility data for July 20 through August 30, 2026 and is an estimate rather than ticketed attendance. Figures conform to the Port Wentworth Data Standard, September 2026.