

Downtown Dashboard

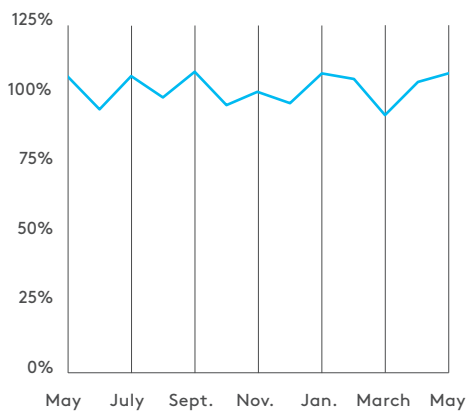
JUNE 2026 / MAY DATA

DSA publishes a monthly dashboard update examining key metrics that affect our urban core's vitality. The data sets provide a comparison point to the same period in 2019. Additionally, the dashboard will feature notable stories that provide context regarding downtown's health and progress.

Please credit the Downtown Seattle Association's Downtown Dashboard for use of charts, data and images in this document.

Visitors

Unique monthly visitors compared to 2019

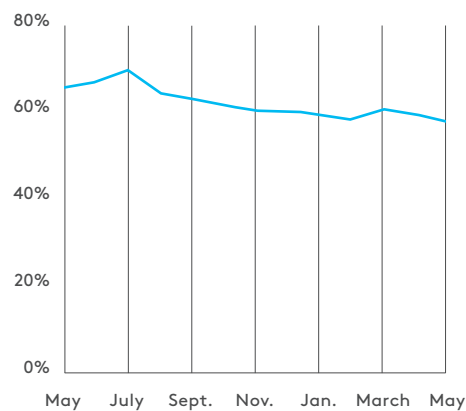


Nearly 3.1 million unique visitors came downtown in May 2026. This represents 107% of the visitors seen in May 2019 and a 1% increase from May 2025.

Source: Placer.ai. Note: February 2020 was used for comparing visitors in February 2025.

Return to Office

Average weekday worker foot traffic

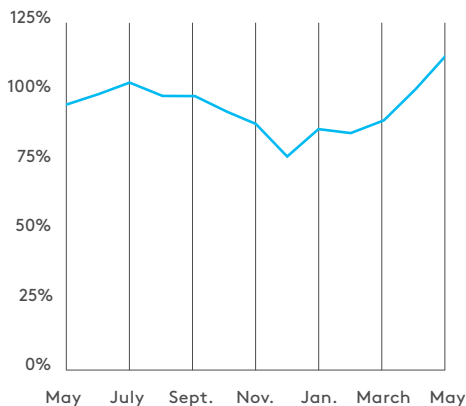


In May, downtown's worker foot traffic was 58% of May 2019's daily average, a 7 point decrease year-over-year. May 2026 marks the third straight month where average daily worker foot traffic decreased year over year, likely due to a decline in the number of downtown jobs.

Source: Placer.ai.

Hotel Room Demand

Monthly hotel rooms sold compared to 2019

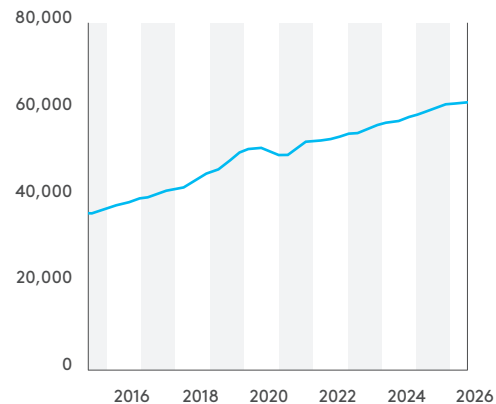


There were 388,000 downtown hotel rooms sold in May 2026. This figure represents 115% of the demand in May 2019, and an 8 point increase in demand compared to May 2025, a positive indicator as Seattle prepared to play host to the World Cup.

Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



In May, the number of occupied apartment units downtown continued growing, rising to nearly 62,500. This represents a 1% increase compared to Q2 2025 and a nearly 25% increase compared to Q1 2019.

Source: CoStar

Of Note in Downtown



\$546.5M
spent

From January through April, consumers spent more than \$546 million downtown, an 11.5% gain year-over-year according to Datafy.



16.1M
local visitors

More than 16.1 million local visitors came downtown in the first five months of 2026, a 2% increase from 2025. Local visitors are defined as people who live within 10 miles of downtown.



283,000
visitors

June 15 was the third busiest Monday downtown since the pandemic with an estimated 283,000 domestic visitors. Placer.ai doesn't capture international visitors, so the full number is likely quite higher.



14,495
graffiti tags removed

The DSA/MID Clean Team removed 14,495 graffiti tags and stickers from public infrastructure and private property the first five months of 2026.

Coming Up in Downtown



Free Viewing Parties

Tickets for the world's biggest sporting event aren't cheap, but downtown Seattle offers plenty of great places to catch the action. Watch parties at Westlake Park, Seattle Soccer House at Pacific Place, Pitchside at Occidental Square, Seattle Center, Pier 62 and more will bring the excitement of the 2026 World Cup to fans throughout the city. Seattle's remaining matches are June 19, 24 and 26, and July 1 and 6.



Courtesy of Seattle Pride

Seattle Pride

Seattle's biggest Pride event takes over downtown on Sunday, June 28, beginning at 11 a.m. More than 250 groups (including DSA, MID and Commute Seattle) will march in the Seattle Pride Parade along Fourth Avenue. The annual celebration draws more than 300,000 people to downtown in support of the LGBTQ+ community.



Credit: David J. Phillip / AP

Baseball Meets Soccer

It's always a packed house at T-Mobile Park when the Boston Red Sox come to town. The AL West-leading Mariners host a Red Sox team currently sitting at the bottom of the AL East. The series begins Friday, June 19 (the same day as the U.S. vs. Australia match) making for an action-packed day and evening in downtown Seattle.

NOTES ON SOURCES

Datafy measures consumer spending by analyzing a cross-section of credit and debit card transactions and cell phone location data.

Downtown foot traffic data are provided by Placer.ai and are based on cell phone location data. Each person is counted once per day. International visitors are not included. Subsets of this data in the charts are as follows:

- Office worker presence is estimated based on visits by workers who were present between 8 a.m. and 6 p.m. on weekdays in downtown Seattle.*
- Total visitors includes those who do not live or work downtown. It does not include international visitors.

- Hotel data are based on monthly reports from STR, provided by Visit Seattle.
- Apartment occupancy data are from CoStar. This is reported quarterly but the current quarter data are updated in real-time as new information is added to the database.

*Note that workers who have not visited their work site in the past 90 days are classified as "visitors" until they are regularly visiting their work site at least three times in a one-week period.