

# Downtown Dashboard

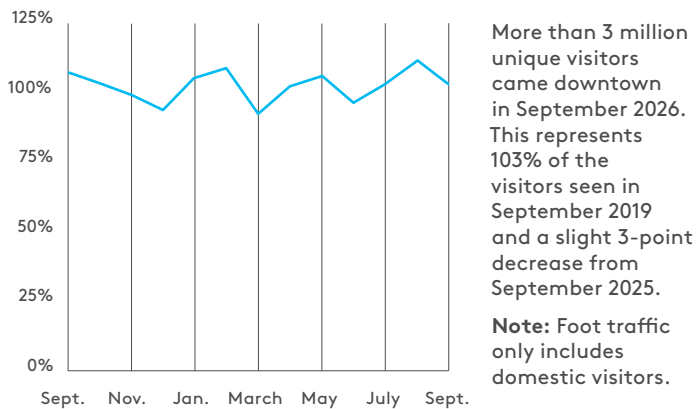
OCTOBER 2026 / SEPTEMBER DATA

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

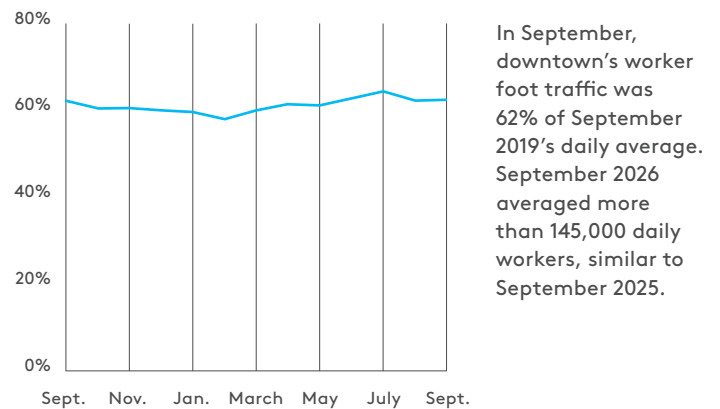
Unique monthly visitors compared to 2019



Source: Placer.ai.

## Return to Office

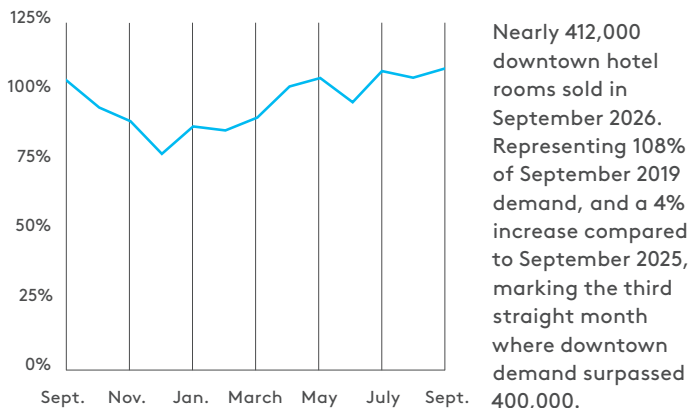
Average weekday worker foot traffic



Source: Placer.ai.

## Hotel Room Demand

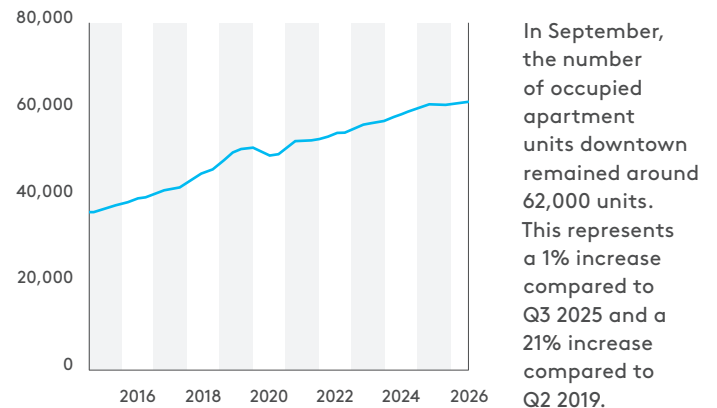
Monthly hotel rooms sold compared to 2019



Sources: Visit Seattle, STR

## Occupied Apartment Units

Quarterly



Source: CoStar

# Of Note in Downtown



**\$178.9M**

spent

Consumer activity was strong downtown toward the end of the summer. According to Datafy, \$178.9 million was spent in August (the most recent reporting month). That marks a 10.8% increase compared to July's downtown spending data.



**9%**

increase in summer visits

Between June and September, downtown Seattle visits increased 9% compared to the same period in 2025. Summer 2026 saw downtown foot traffic reach nearly 34.5 million visits, one of the highest four-month periods since 2019.



**31,768**

graffiti tags

The DSA/MID Clean Team removed 31,768 graffiti tags and stickers from public infrastructure and private property the first nine months of 2026. The team removed 5,577 last month alone.



**10.5M**

rides

DSA member Lime is reporting Seattle riders have already taken more than 10.5 million rides, surpassing the total number of 2025 rides. Four of Lime's top five ridership days ever in Seattle took place during FIFA World Cup.

# Coming Up in Downtown



Courtesy of Seattle Restaurant Week

## Seattle Restaurant Week

For two weeks, some of our favorite restaurants are offering fantastic deals. Explore downtown's culinary scene Oct. 18-31 with special menus at \$25, \$35, \$50 and \$65. Visit [srweek.org](http://srweek.org) for participating restaurants.



Courtesy of Seattle Center

## Dia de Muertos at Festál

Seattle Center's Festál series continues with Dia de Muertos at the Armory Oct. 31-Nov. 1. The festival features live performances, elaborate alters, sugar skill workshops, visual art and more.



Courtesy of Dance Theatre of Harlem

## Dance Theatre of Harlem

The internationally acclaimed Dance Theatre of Harlem takes the stage at The Paramount Theatre Oct. 30-31. Formed in 1969 at the height of the Civil Rights Movement, the Dance Theatre of Harlem has been called one of the most influential ballet companies of the last 50 years.

## 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.

[downtownseattle.org/downtowndashboard](http://downtownseattle.org/downtowndashboard)