Downtown Seattle Association

Downtown Dashboard

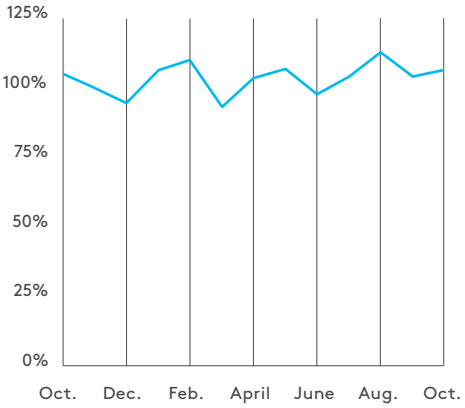
NOVEMBER 2026 / OCTOBER DATA

DSA publishes a monthly Downtown 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 Downtown Dashboard for use of charts, data and images on this page.

Visitors

Unique monthly visitors compared to 2019



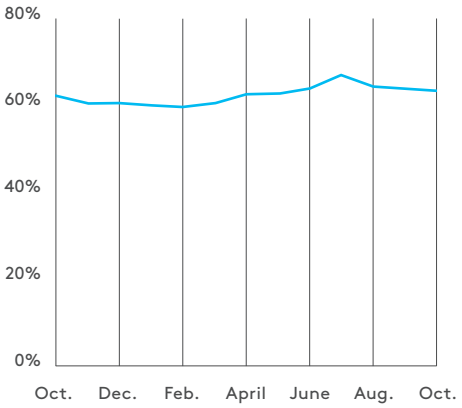
More than 3 million unique visitors came downtown in October 2026. This represents 105% of the visitors seen in October 2019 and a 2-point increase from October 2025.

Note: Foot traffic only includes domestic visitors.

Source: Placer.ai.

Return to Office

Average weekday worker foot traffic

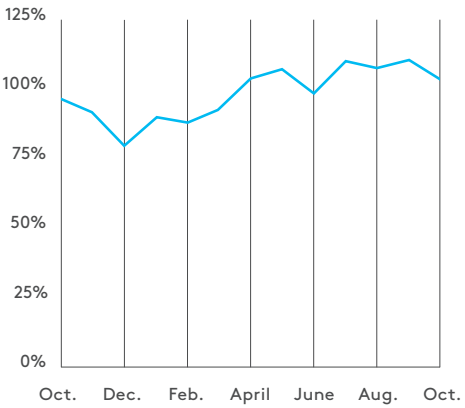


In October, downtown's worker foot traffic was 63% of October 2019's daily average. October 2026 averaged more than 150,000 daily workers.

Source: Placer.ai.

Hotel Room Demand

Monthly hotel rooms sold compared to 2019

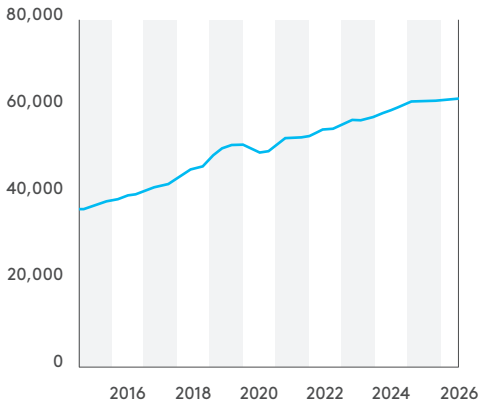


According to Visit Seattle and STR, there were nearly 374,000 downtown hotel rooms sold in October 2026. This figure represents 102% of the demand in October 2019, and a nearly 4% increase compared to October 2025.

Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



In October, the number of occupied apartment units downtown remained around 62,000 units. This represents a 1% increase compared to Q3 2025 and a 21% increase compared to Q2 2019.

Source: CoStar

Of Note in Downtown

10%
increase in local visitors

In October, local visitor foot traffic in the Pike/Pine corridor increased 10%. Events such as Pike Place Market's first Día de Muertos celebration with an estimated 30,000 attendees helped make Oct. 23 the downtown core's most visited day by local visitors.

905,301
gallons of trash

The DSA/MID Clean Team has collected 905,301 gallons of trash from downtown sidewalks, curblines and alleys in the first 10 months of 2026. The forecast calls for topping 1 million gallons once again this year, on par with the team's yearly average.

519,987
boardings

October Sound Transit Link light rail ridership numbers have Westlake Station as the network's busiest station. With 519,987 boardings, that marks four of the last five months with Westlake topping a half-million boardings.

Coming Up in Downtown



Tree Lighting Celebration

It's the official kickoff of the holidays downtown on Friday, Nov. 27 with the annual Tree Lighting Celebration. The tree, holiday star, carousel and fireworks (weather permitting) will light up the heart of downtown at 5 p.m. Festivities will be hosted by Seattle Sports 710 AM hosts Michael Bumpus and Stacy Rost.



Courtesy of Angela Sterling

The Nutcracker

The seasonal classic ***George Balanchine's The Nutcracker*** begins its month-long PNB run on Friday, Nov. 27. Set to Tchaikovsky's music, PNB is offering a range of special themes to enjoy this performance including pajama night, ugly sweater night and beer + ballet night. Visit pnb.org for tickets and details.



Courtesy of The Fifth Avenue Theatre

The Wizard of Oz

There's no place like home this holiday season. Follow the yellow brick road to The 5th Avenue Theatre for its production of the timeless classic, ***The Wizard of Oz***. This production runs Nov. 27 through Dec. 27. Visit 5thavenue.org for tickets and more information.

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