Downtown Seattle was the first American urban center to experience the impacts of COVID-19, enduring a sudden economic downturn. As downtown continues to recover, DSA will publish a monthly Recovery Dashboard examining key recovery metrics. The data sets provide a comparison point to the same time period in 2019. Additionally, the dashboard will feature notable stories that provide context regarding downtown’s recovery, renewal and reemergence.

**Visitors**
Total monthly visitors since 2019

More than 2.3 million visitors came downtown in March — an increase of nearly 5% compared to March 2022, and the highest number of visitors in the past six months.

Source: Placer.ai

**Return to Office**
Monthly worker foot traffic compared to 2019

Worker traffic downtown continues to increase. In raw number of visits, March 2023 saw the highest level of daily worker foot traffic (75,760 people) since the start of the pandemic.

Source: Placer.ai

**Hotel Room Demand**
Monthly hotel rooms sold compared to 2019

Hotel room demand continued to grow in March, increasing to 88% of March 2019’s demand. This represents a nearly 30% increase from March 2022.

Sources: Visit Seattle, STR

**Occupied Apartment Units**

Residential units continued their post-pandemic climb in March although the pace of growth is moderating. Downtown currently has record levels of inventory and number of occupied units (nearly 56,000).

Source: CoStar
Of Note in Downtown

35,000 event attendees
An estimated 35,000 fans attended the 2023 Sakura-Con at the Seattle Convention Center. The second-largest anime convention on the West Coast, the Seattle production is one of the top five in the country and features more than a dozen cultural groups.

20% increase in ridership
According to data from the Seattle Monorail, ridership on the iconic vessel was 20% higher in Q1 2023 than in Q1 2019.

$9.8M in economic impact
Visit Seattle and the Seattle Sports Commission estimate the more than 43,000 fans who attended the NCAA Women’s Basketball Tournament at Climate Pledge Arena generated $9.8 million in local economic impact.

Coming Up in Downtown

The Seattle Kraken embark upon their first Stanley Cup Playoff run. The opening round series against the defending Cup champions Colorado Avalanche heads to Climate Pledge Arena for game three on Saturday, April 22.

The 2023 cruise season is underway and Seattle is positioned to reap the rewards in the coming months. The Port of Seattle estimates a record number of cruise passengers will set sail from Seattle with 1.4 million revenue passengers producing more than $900 million of economic impact.

The curtain rises on the Seattle International Film Festival on Thursday, May 11. Spanning nearly 20 days and eight venues, SIFF attracts more than 150,000 attendees each year showcasing films from more than 80 countries.

NOTES ON SOURCES

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 the downtown neighborhoods with the heaviest concentration of office space.*
- 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/recoverydashboard