

Downtown Recovery Dashboard

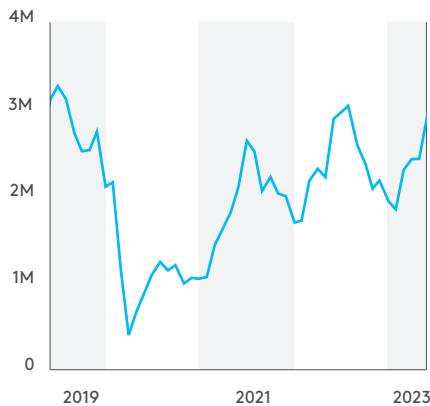
JULY 2023 / JUNE DATA

Please credit the Downtown Seattle Association Recovery Dashboard for use of charts, data and images on this page.

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

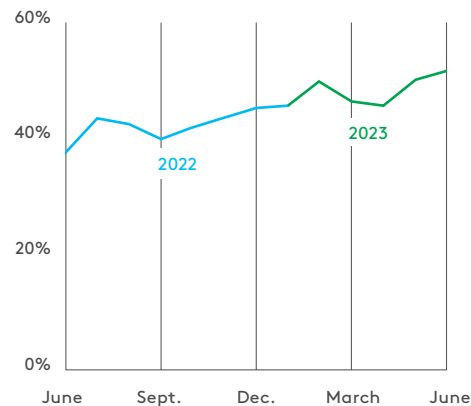


Nearly 3 million visitors came downtown in June — the second-highest month for visitors since March 2020. A strong start to the tourist season, the June visitor total was 96% recovered compared to June 2019.

Source: Placer.ai

Return to Office

Monthly worker foot traffic compared to 2019

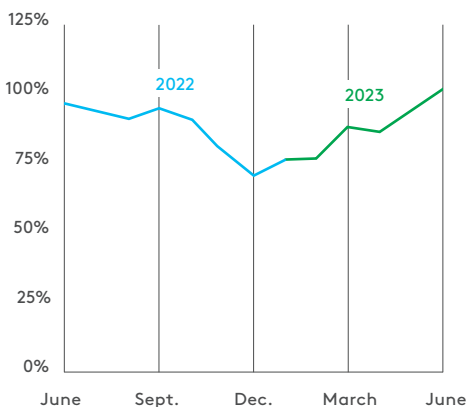


June 2023 saw the highest level of weekday worker foot traffic since the start of the pandemic, reaching 54% compared to June 2019. This was the second month in a row where worker foot traffic averaged more than 80,000 visits daily.

Source: Placer.ai

Hotel Room Demand

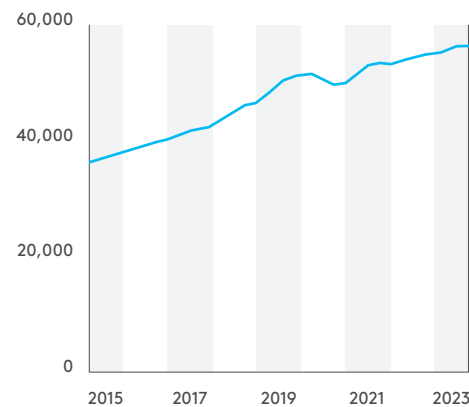
Monthly hotel rooms sold compared to 2019



June 2023 was at 101% recovered compared to June 2019 — the first time since March 2020 where demand surpassed the comparable month in 2019.

Sources: Visit Seattle, STR

Occupied Apartment Units



Residential units continued their post-pandemic climb in June, reaching more than 56,500 occupied units for the first time ever.

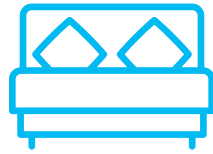
Source: CoStar

Of Note in Downtown



10,000+
people

More than 10,000 people visited the area around Westlake Park from 4–6 p.m. on Friday, July 7. That time frame corresponds with the UMI concert kicking off the 44th season of DSA's Downtown Summer Sounds concert series.



#1
hotel market

The Seattle metro led all U.S. markets in hotel occupancy from June 11–17 at 86.8%, according to data from Visit Seattle. During that stretch, Seattle also set two single-day market records of more than \$5 million in revenue and 96.7% occupancy.



168,585
workers

The estimated number of workers downtown during June 2023 reached the highest level since the start of the pandemic. This represents nearly 75% of the workers present in June 2019.

Coming Up in Downtown



Credit: Jeff Krqvitz/FilmMagic

Tens of thousands of Swifties will be taking over downtown Seattle July 22–23. Taylor Swift's The Eras Tour will fill Lumen Field with two sold-out shows. Swift last performed in Seattle in 2018.



DSA/MID's Food Truck Fest returns to Westlake Park on July 26. Your perfect midday work break will include five food trucks, live music and games in the heart of downtown Seattle.



Courtesy of City of Seattle

The Bite is back. CHEQ Bite of Seattle returns to Seattle Center on July 21 with more than 200 local restaurants and brewers serving up delicious samples and more than 50 musical guests providing the soundtrack.

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.