

# Downtown Recovery Dashboard

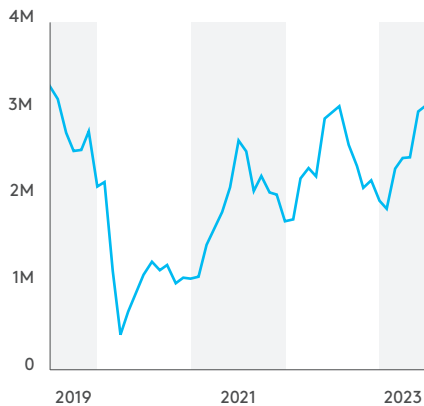
**AUGUST 2023 / JULY DATA**

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

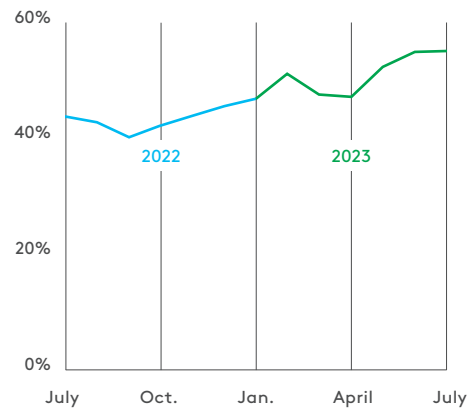


More than three million visitors came downtown in July 2023 — the highest level of monthly visitors since August 2019.

Source: Placer.ai

## Return to Office

Monthly worker foot traffic compared to 2019

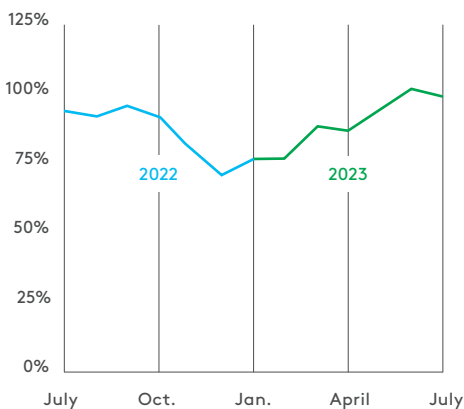


July 2023 saw the highest level of weekday worker foot traffic since the start of the pandemic, climbing to 55% compared to July 2019. This marks the third straight month where worker foot-traffic levels have surpassed 50% compared to the same month in 2019.

Source: Placer.ai

## Hotel Room Demand

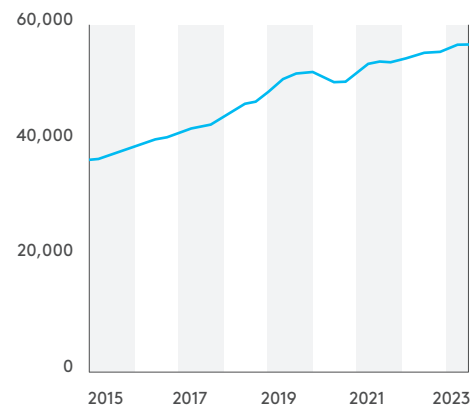
Monthly hotel rooms sold compared to 2019



Related to the record number of visitors last month, in July 2023 downtown saw the highest number of hotel rooms sold since August 2019. This represented 99% of the rooms sold in July 2019.

Sources: Visit Seattle, STR

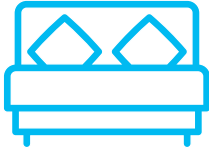
## Occupied Apartment Units



The number of occupied residential units maintained a post-pandemic high in July, reaching more than 56,500 occupied units.

Source: CoStar

# Of Note in Downtown



**\$7.4M**  
hotel revenue

Seattle set a single-day record for hotel revenue on Saturday, July 22: \$7.4 million! According to Visit Seattle, downtown's occupancy was 91% for the entire week — six percentage points above the previous week.



**1.15M**  
visits

The weekend of July 22-23 saw a confluence of Swifties, baseball fans and foodies producing 1.15 million visits to downtown Seattle. This marked the highest two-day count since late April 2018. The weekend of Taylor Swift shows at Lumen Field, Blue Jays vs. Mariners at T-Mobile, Bite of Seattle, Capitol Hill Block Party, cruise traffic and more led to foot traffic we haven't seen in five years. On Sunday, July 23, crowds literally shook the ground in downtown with the equivalent of a 2.3 magnitude earthquake!



**21%**  
decline in violent crime

The number of violent crime incidents decreased by 21% in July 2023 compared to the previous July.

# Coming Up in Downtown



Photo courtesy of the Asia-Pacific Economic Cooperation

The Asia-Pacific Economic Cooperation Officials' and Ministerial meetings are being held in downtown Seattle through Aug. 21. Visit Seattle reports an estimated 3,000 attendees are expected to generate approximately \$13 million in economic impact.



Credit: Jennifer Buchanan / The Seattle Times

The Seattle Seahawks continue the pre-season at Lumen Field with a showdown against the Dallas Cowboys on Aug. 19.



Credit David Conger courtesy of Bumbershoot

Bumbershoot returns to Seattle Center with a 50th birthday party for the ages. After a three-year hiatus, the quintessential Seattle summer music festival will feature 68 bands, 16 visual or performing artists and food from 20 Seattle restaurateurs. This two-day event is expected to draw more than 50,000 attendees.

## 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.