

Downtown Recovery Dashboard

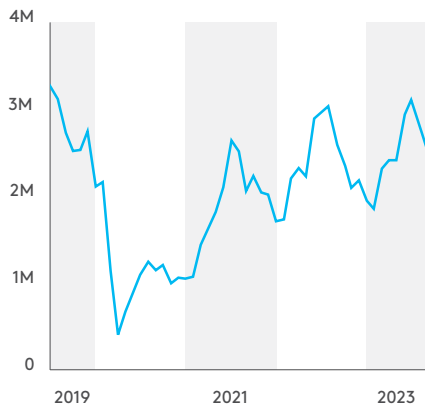
OCTOBER 2023 / SEPTEMBER DATA

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

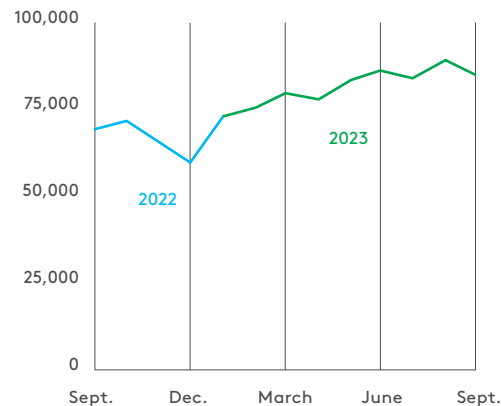


More than 2.5 million visitors came downtown in September 2023. This represented about 92% of the visitors seen in September 2019.

Source: Placer.ai

Return to Office

Average daily worker foot traffic (Monday–Friday)

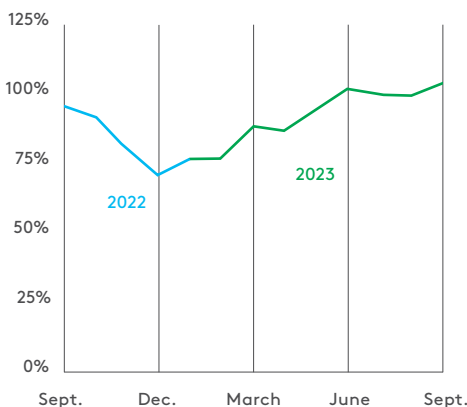


While downtown saw a slight dip in the daily worker foot traffic in September (primarily due to Labor Day weekend impacts), more than 83,000 daily workers represented a 21% increase in worker traffic from September 2022.

Source: Placer.ai

Hotel Room Demand

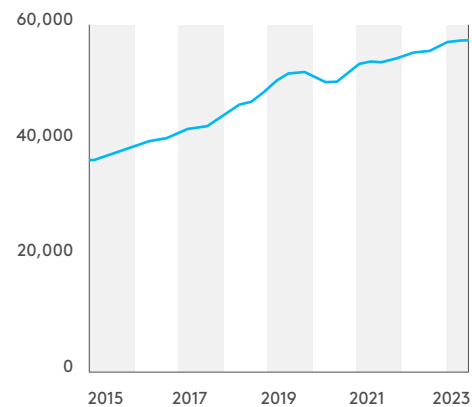
Monthly hotel rooms sold compared to 2019



At the end of peak tourism season, downtown hotels continued to show strength, selling 391,000 room nights in September 2023. This represented 103% of the rooms sold in September 2019.

Sources: Visit Seattle, STR

Occupied Apartment Units



In September, the number of occupied apartment units maintained a post-pandemic high of more than 57,000 units — an increase of more than 2,100 occupied apartment units over the past 12 months.

Source: CoStar

Of Note in Downtown



40,535
tags removed

The DSA/MID Clean Team has removed more than 40,000 graffiti tags and stickers from public structures or private property so far this year.



29.9M
visits

The summer tourism season unofficially wrapped up in September and it was a busy one. From June through September, downtown Seattle welcomed more than 6.9 million unique visitors for a total of nearly 30 million visits.



84%
increase

Related to the growth in visitors, from June through September DSA/MID Community Safety & Hospitality ambassadors provided 23,949 people transit guidance and directions downtown — an 84% increase compared to the same period last year.

Coming Up in Downtown



Courtesy of Earshot Jazz Festival

DownBeat dubbed Earshot Jazz Festival “Seattle’s most important annual Jazz event” – and it’s back in a big way for 2023. The festival will feature more than 250 artists in a month-long schedule of concerts, educational programs and events. Performances run now through Nov. 5 with Town Hall Seattle and The Triple Door serving as the downtown venues.



The Orthopaedic Trauma Association Annual Meeting is expected to bring 2,300 attendees to downtown – a 15% increase from its previous meeting here in 2017. Our partners at Visit Seattle estimate this conference will generate an estimated \$4.9 million in economic impact Oct. 18-21.



Courtesy of Seattle Restaurant Week

Downtown restaurants are gearing up for Seattle Restaurant Week from Oct. 22-Nov. 4. More than 400 establishments participate in this highly anticipated biannual three-course celebration of cuisine, and many of them are in downtown’s 12 neighborhoods.

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.