

Downtown Recovery Dashboard

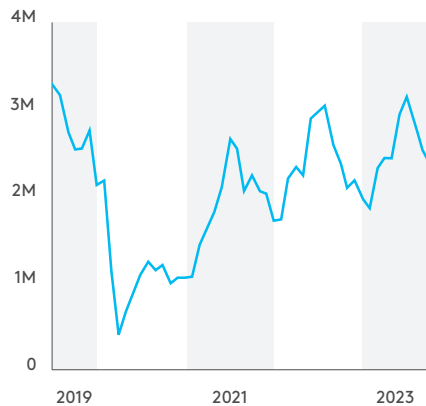
NOVEMBER 2023 / OCTOBER DATA

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

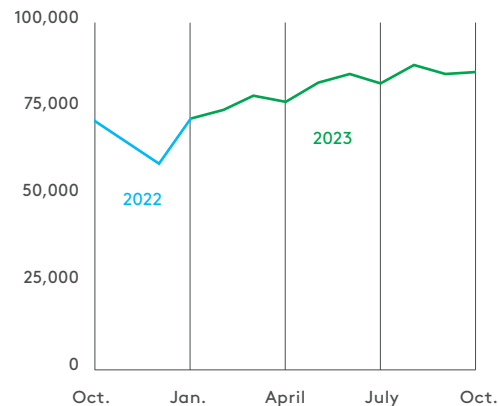


Nearly 2.4 million visitors came downtown in October 2023. This represented 93% of the visitors seen in October 2019.

Source: Placer.ai

Return to Office

Average daily worker foot traffic (Monday-Friday)

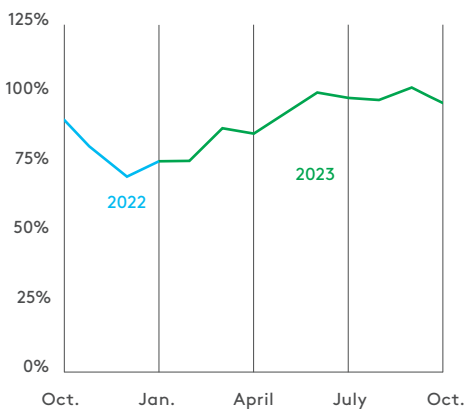


Downtown averaged more than 85,000 daily worker visits in October 2023. This is the second-highest daily average since the start of the pandemic and marks the sixth straight month where worker foot-traffic levels have surpassed 50% compared to the same period in 2019.

Source: Placer.ai

Hotel Room Demand

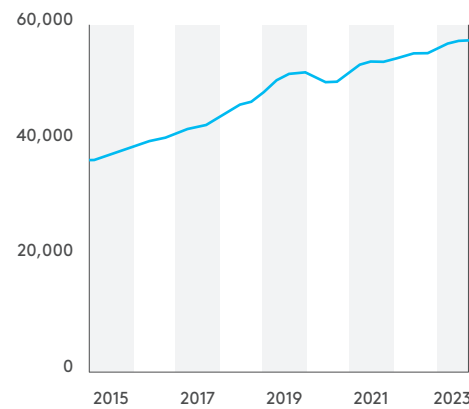
Monthly hotel rooms sold compared to 2019



Hotels continued to show signs of strength in October, selling more than 369,000 room nights. This represented 97% of the rooms sold in October 2019 and is a 6.5% increase from October 2022.

Sources: Visit Seattle, STR

Occupied Apartment Units



In October, the number of occupied apartment units maintained a post-pandemic high of more than 57,000.

Source: CoStar

Of Note in Downtown



1.18M
gallons of trash

The DSA/MID Clean Team collected 1,188,197 gallons of trash from downtown sidewalks, curblines and alleys so far in 2023.



1.03M
visits

According to our foot-traffic data tool Placer.ai, there were 1,035,159 visits to the Pike/Pine corridor in October. That number captures foot traffic along Pike and Pine streets from First to Ninth avenues.



7,300
residential units

There are more than 7,300 residential units under construction in downtown Seattle. Among peer downtowns, that level of urban multifamily development is more than 80% greater than the next closest downtown.

Source: CoStar

Coming Up in Downtown



Credit: © Angela Sterling

It's a big season for our performing arts venues. The curtain rises on a number of holiday favorites this month, including The Nutcracker performed by the Pacific Northwest Ballet; Irving Berlin's White Christmas at The 5th Avenue Theatre; and A Christmas Carol at ACT.



The annual sign of the start of the holiday season is Friday, Nov. 24 at Westlake Park. The free festivities begin at 3:30 p.m. with music and live performances. The tree lighting, illumination of the iconic Macy's Star and a fireworks show will kick off the holidays in downtown. During the same weekend last year, more than 115,000 people visited downtown's retail core.



Courtesy of Trans-Siberian Orchestra

On a 60-city tour, the Trans-Siberian Orchestra takes the stage twice at Climate Pledge Arena with shows on Nov. 25 and Nov. 26. As they say, 'tis the season for lasers, pyro and holiday music.

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.