

Downtown Recovery Dashboard

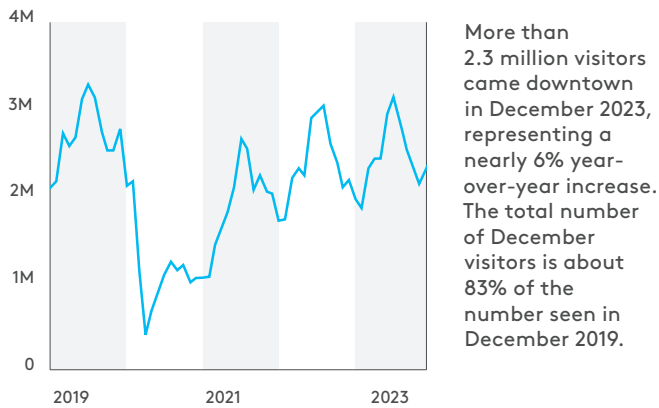
JANUARY 2024 / DECEMBER DATA

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

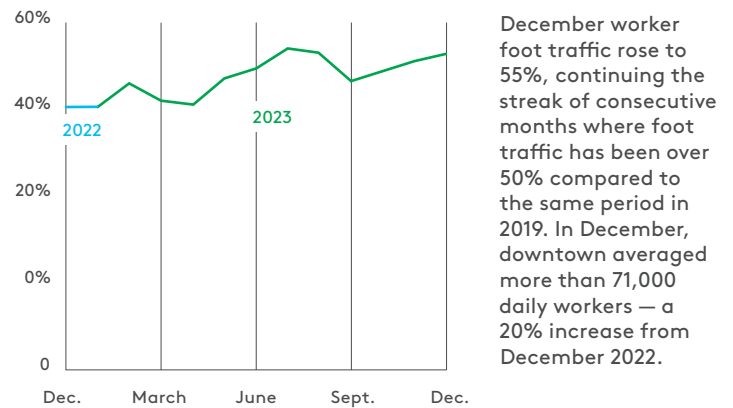
Total monthly visitors since 2019



Source: Placer.ai

Return to Office

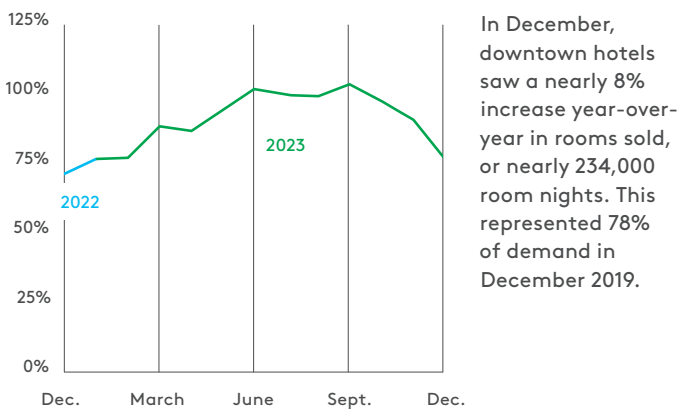
Average weekday worker foot traffic compared to 2019



Source: Placer.ai. Note: The November 2023 daily average excludes Nov. 22-24 due to the Thanksgiving holiday.

Hotel Room Demand

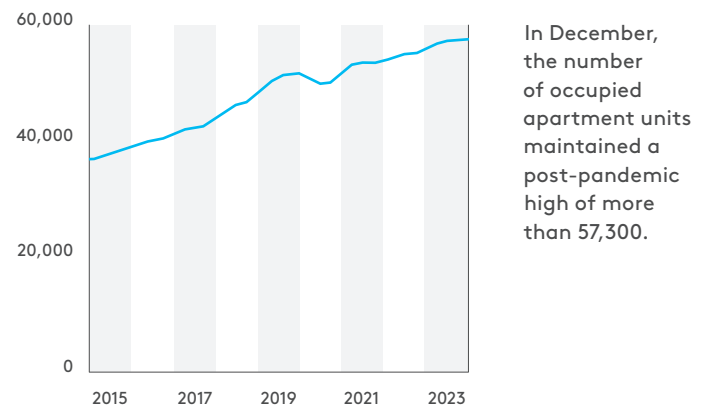
Monthly hotel rooms sold compared to 2019



Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



Source: CoStar

Of Note in Downtown



20%

decline in violent crime

Incidents of violent crime in the center city declined by more than 20% through November 2023 compared to the same period last year. This marks one of the lowest levels of violent crime in the core since 2016.



1.1M

Seattle Center visits

Seattle Center saw a significant increase in visits over the holidays thanks in part to the new Seattle Christmas Market, PNB's Nutcracker and New Year's at the Needle. December saw the highest level of visitors to Seattle Center since 2017, and it was the fifth-busiest month for visitors of any month for the past seven years.



29.3M

visits to downtown Seattle

Visitor foot traffic was strong in 2023 with more than 29.3 million visits to downtown. That compares to 28.5 million in 2022 and 22.8 million in 2021.

Coming Up in Downtown



Courtesy of Live Nation

Strike a pose at Climate Pledge Arena next month when Madonna brings The Celebration Tour to Seattle. Originally scheduled for July 2023, the legendary performer will take the stage for two shows at CPA – Feb. 17 and 18.



Courtesy of Seattle Boat Show

The Seattle Boat Show will bring thousands of people (browsing and shopping) to the Lumen Field Events Center from Feb. 2-10. The largest boat show on the West Coast will feature 800 boats and nearly 300 exhibitors and dealers.



Credit: Marketplace Events

The Northwest Flower & Garden Festival is expected to bring 60,000 people to the heart of downtown from Feb. 14-18. The Seattle Convention Center's Arch building will be home to more than 20 display gardens, 115 free seminars, workshops and more.

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.