

Downtown Revitalization Dashboard

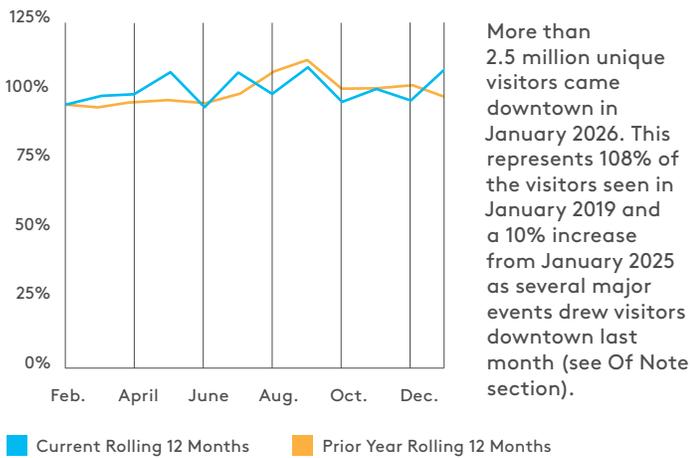
FEBRUARY 2026 / JANUARY DATA

As downtown Seattle’s revitalization continues, DSA will publish a monthly dashboard update examining key metrics that affect our urban core’s vitality and progress. The data sets provide a comparison point to the same period in 2019. Additionally, the dashboard will feature notable stories that provide context regarding downtown’s renewal and reemergence.

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

Visitors

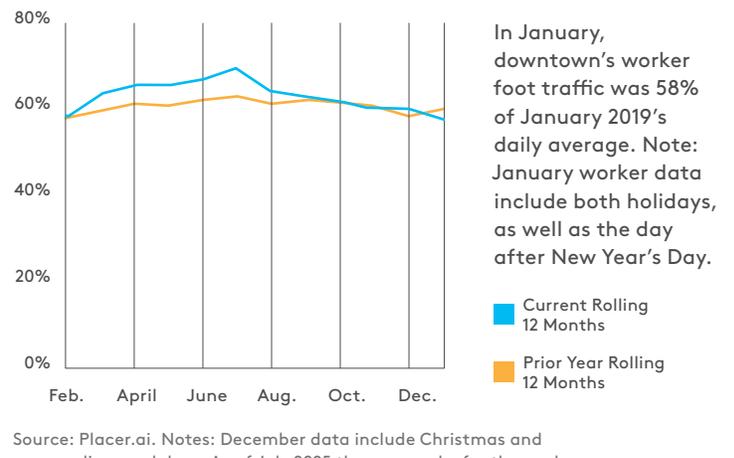
Unique monthly visitors compared to 2019



Source: Placer.ai. Note: February 2020 was used for comparing visitors in February 2025.

Return to Office

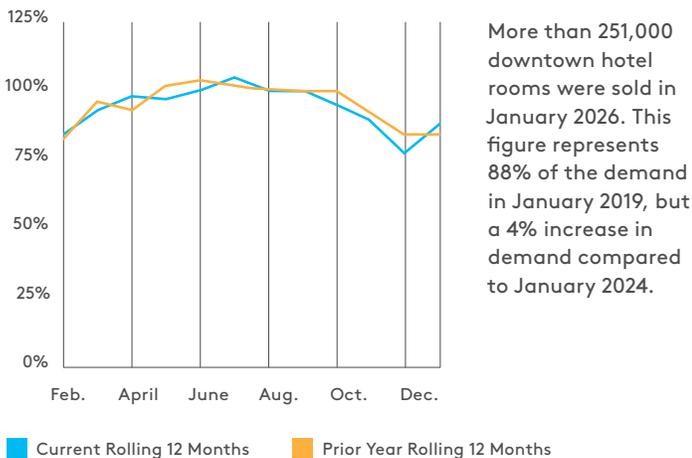
Average weekday worker foot traffic



Source: Placer.ai. Notes: December data include Christmas and surrounding weekdays. As of July 2025 the geography for the worker foot traffic metric has expanded. Current data should not be compared to previously published data due to differing geographies.

Hotel Room Demand

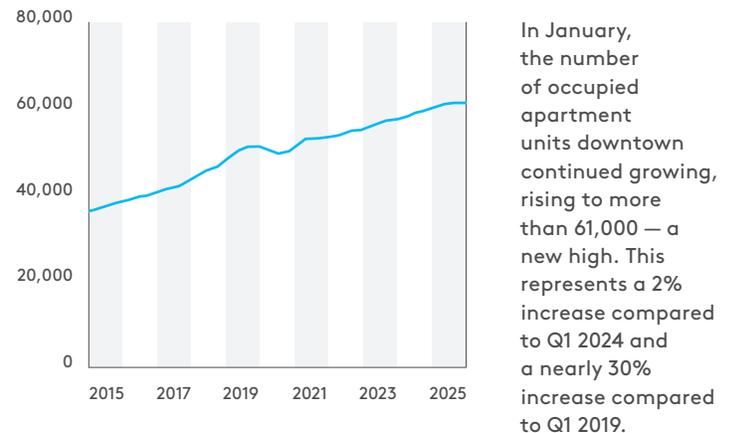
Monthly hotel rooms sold compared to 2019



Sources: Visit Seattle, STR

Occupied Apartment Units

Quarterly



Source: CoStar

Of Note in Downtown



378,521
visitors

The two home Seahawks playoff games attracted considerable foot traffic downtown. On Jan. 17, when Seattle hosted the NFC Divisional Round playoff between the Seahawks and 49ers, was the busiest January day downtown since before 2019 with 378, 521 people in the heart of the city.



14%
increase

In January 2026, downtown saw a 14% increase in the number of unique visitors coming from more than 150+ miles away. The two days featuring the Seahawks playoff games (Saturday, Jan. 17 and Sunday, Jan. 25) were the two busiest days last month for long distance visitors, more than double the typical January weekend.



1.3M
gallons of trash

In the last 12 months, the DSA/ MID Clean Team collected 1,309,101 gallons of trash from downtown sidewalks, curblines and alleys. The highest monthly total was March 2025 with nearly 128,000 gallons of trash removed.

Coming Up in Downtown



Four days of celebrities, comic creators, authors, actors and pop culture fun take over the Seattle Convention Center March 5-8 for the 2026 Emerald City Comic Con. This is truly a sight to behold as 75,000 fans flock to downtown Seattle for panels, exhibits, booths and much more.



Courtesy of Pacific Northwest Ballet

Pacific Northwest Ballet will be performing Kent Stowell's Firebird for the first time in 20 years. This has been dubbed a "theatrical one act ballet" and described as a "fiery production that will keep you on your toes from start to finish."



Credit: Getty Images

The American League West champion Seattle Mariners open their defense of the division crown with the 2026 home opener March 26 against the Cleveland Guardians. Tridents up!

NOTES ON SOURCES

Datify measures consumer spending by analyzing a cross-section of credit and debit card transactions and cell phone location data

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 downtown Seattle.*
- 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.