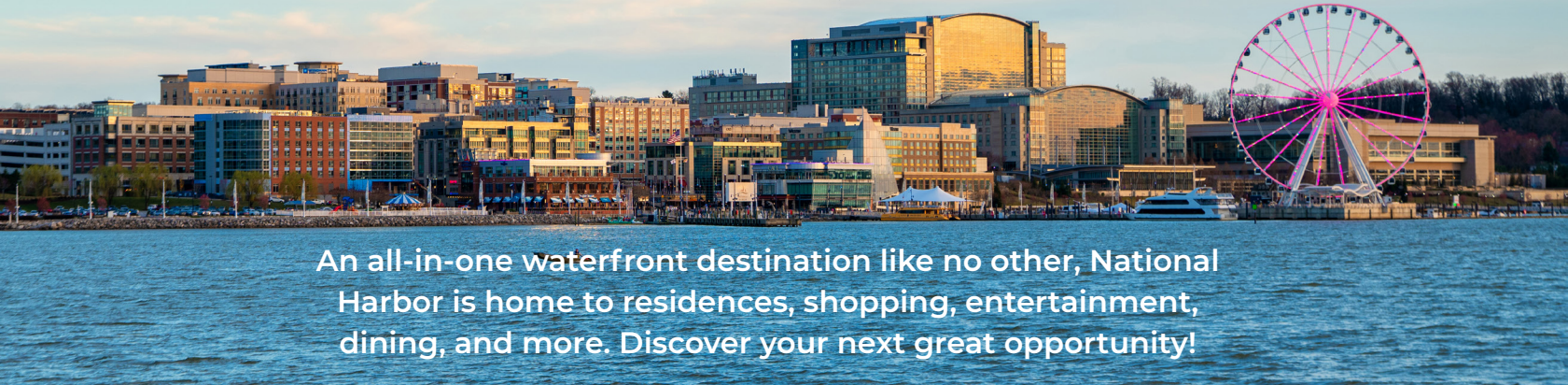


# NATIONAL HARBOR



An all-in-one waterfront destination like no other, National Harbor is home to residences, shopping, entertainment, dining, and more. Discover your next great opportunity!

Daily Cars  
**245,000**

Largest Growing  
Traffic In Metro DC  
\*Placer 2021



**5 MILES**

ESRI 2023 Projections

Population  
**316,391**

Median HHI  
**\$104,183**

**10 MILES**

Population  
**1,452,245**

Median HHI  
**\$104,459**

**15 MILES**

Population  
**2,701,503**

Median HHI  
**\$108,455**

## NATIONAL HARBOR HIGHLIGHTS

**12,500**  
Total  
Employees

**538,942**  
Square Feet of  
Office Space

**3,402**  
Hotel  
Rooms

**620,000**  
Square Feet of  
Meeting Space

**40+**  
Dining  
Destinations

## WATERFRONT DISTRICT

LEGEND

- Residential Space
- Office Space
- Retail Space
- Hotels
- Parking
- Future Development

HOTEL KEY

- 1** Gaylord National Resort & Convention Center
- 2** Hampton Inn & Suites
- 3** Residence Inn
- 4** AC Hotel
- 5** The Westin
- 6** Club Wyndham
- 7** Hyatt Place
- 8** Future Development



# OPPORTUNITY IN ABUNDANCE

## WASHINGTON, D.C.'S NATIONAL HARBOR

Businesses located at National Harbor were exposed to annual traffic of 15.2 million visitors in 2022.

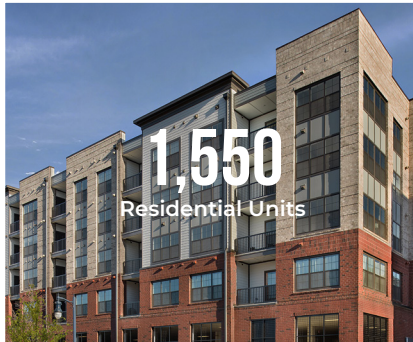
Major attractions like Topgolf, MGM National Harbor, Gaylord National and Tanger Outlets draw consumers from across the DMV area, providing a motivated buyer base in close proximity to your business.



**15.2 MILLION**  
2022 Annual Traffic



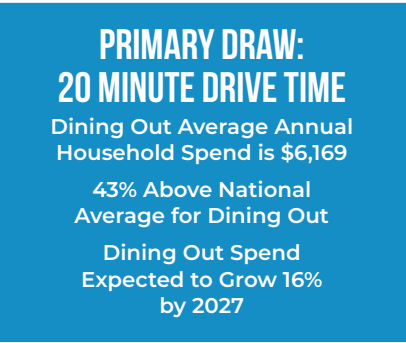
**\$64 MILLION**  
Gaylord Room Renovation  
in 2021



**1,550**  
Residential Units



**\$165,107**  
Average HHI in the  
Waterfront District



**PRIMARY DRAW:  
20 MINUTE DRIVE TIME**

Dining Out Average Annual Household Spend is \$6,169

43% Above National Average for Dining Out

Dining Out Spend Expected to Grow 16% by 2027



**2,705**  
Full Time Residents



**28,000 SQ FT**  
of New Restaurants in 2023



More Than  
**300**  
Events/Meetings Annually

## NATIONAL HARBOR BY THE NUMBERS\*

**2,701,503**

Population

**3,011,438**

Daytime  
Population

**1,060,186**

Bachelor's  
Degree\*

**37.5**

Median Age

**1,085,092**

Households

**\$159,765**

Average Household  
Income

**385,194**

Households  
> \$150k

\*Based on a 15-mile radius

# NATIONAL HARBOR IS STILL GROWING

- 129 additional residential units by 2026
- Fully entitled for 1MSF of top-tier headquarters space
- Planned Entertainment District for Spirit Park Lot
- 70% Completed



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