

NATIONAL
★
HARBOR

Awaken

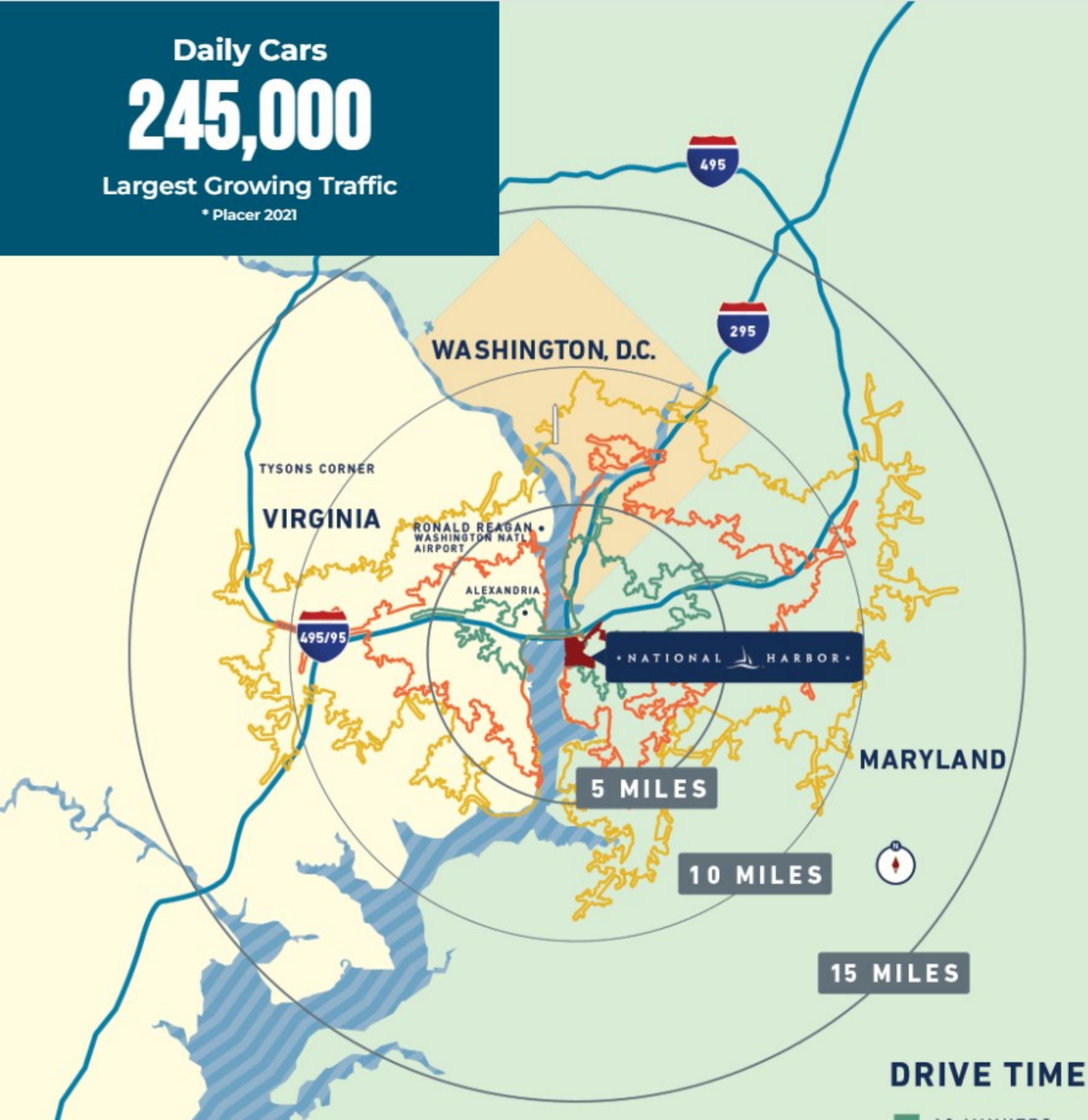
THE POSSIBILITIES

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

* Placer 2021



ESRI 2023 Projections

5 MILES

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

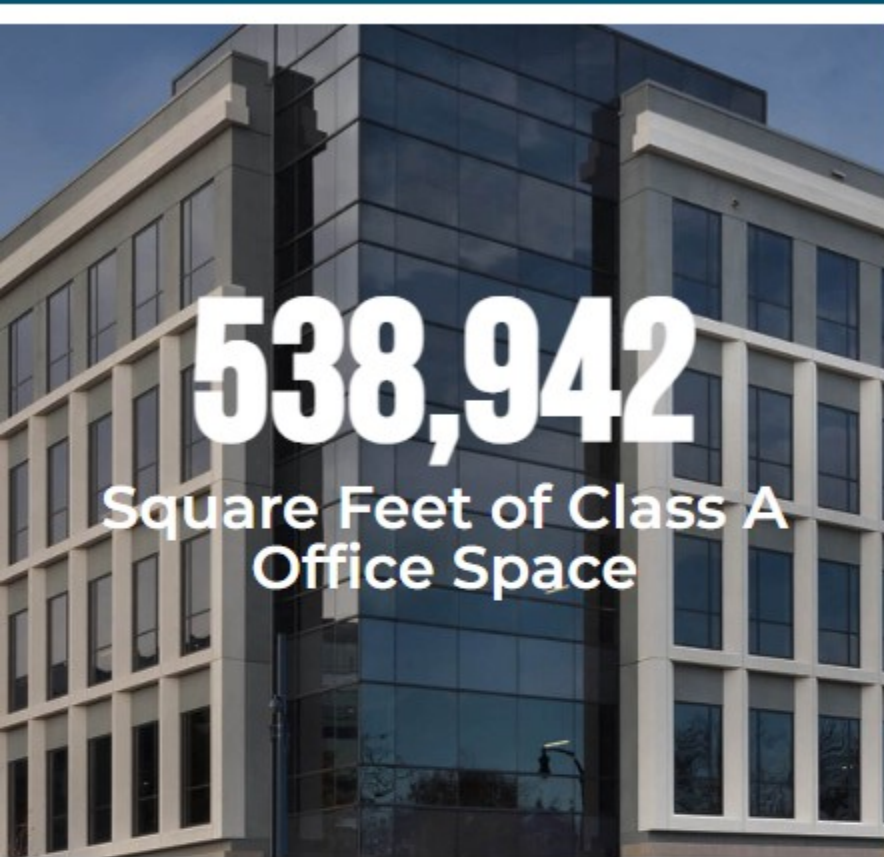
**PICTURE
YOUR
BUSINESS
HERE**





LEGEND

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

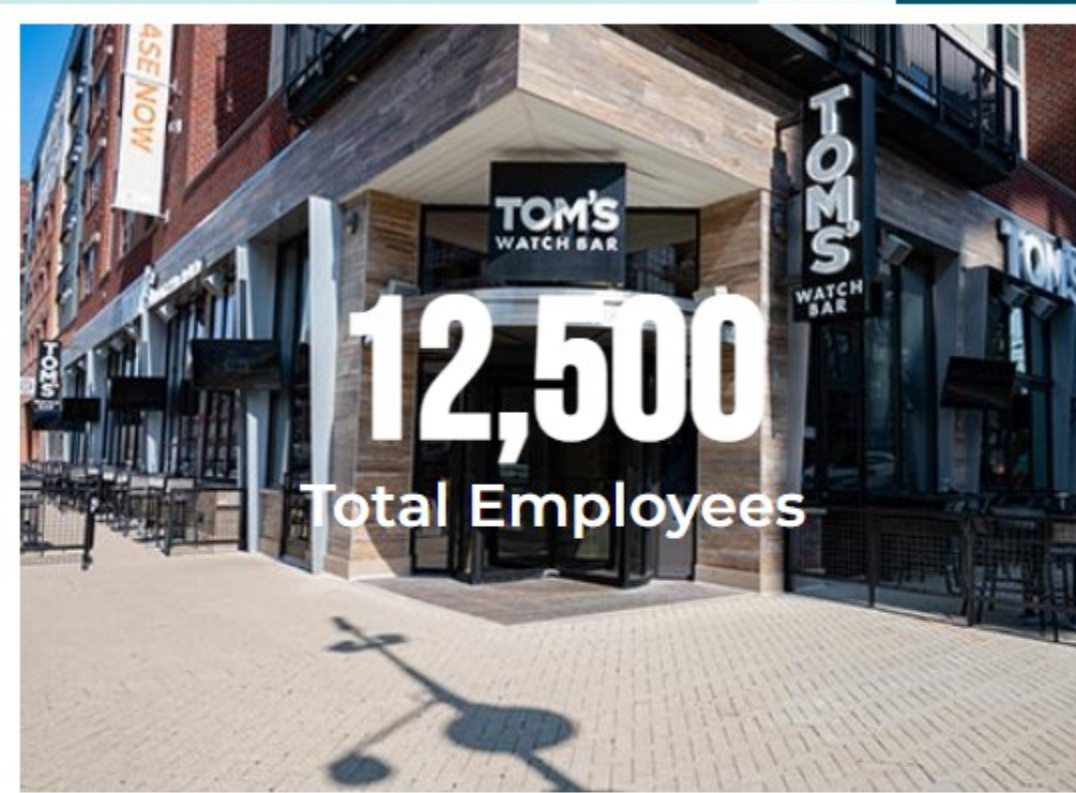


538,942

Square Feet of Class A
Office Space

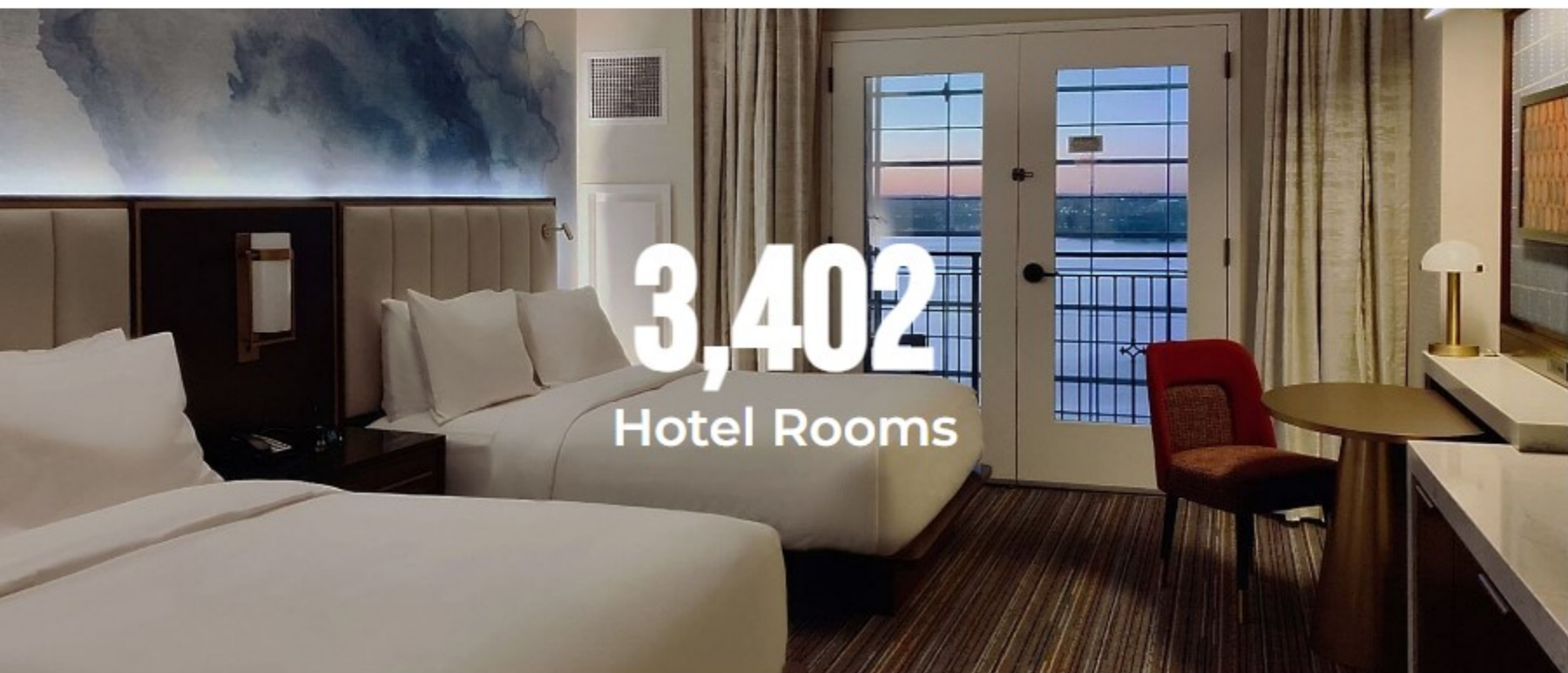


NATIONAL HARBOR HIGHLIGHTS



12,500

Total Employees



3,402

Hotel Rooms



40+

Dining Destinations



620,000

Square Feet of Meeting Space

LEGEND

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

HOTEL KEY

- 1 Gaylord National Resort And 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.

GUEST BEHAVIORS

\$201

Card Holder Spend per Day*

3.43 HRS

Average Length per Visit

4

Average Visits per Year

1.2

Average Nights for Leisure Traveler

*Zartico 2023: Cardholder mobile device originated beyond 30 miles.



NATIONAL HARBOR BY THE NUMBERS*

Based on a 15-mile radius



2,701,503
Population

3,011,438
Daytime Population*

1,060,186
Bachelor's Degree*

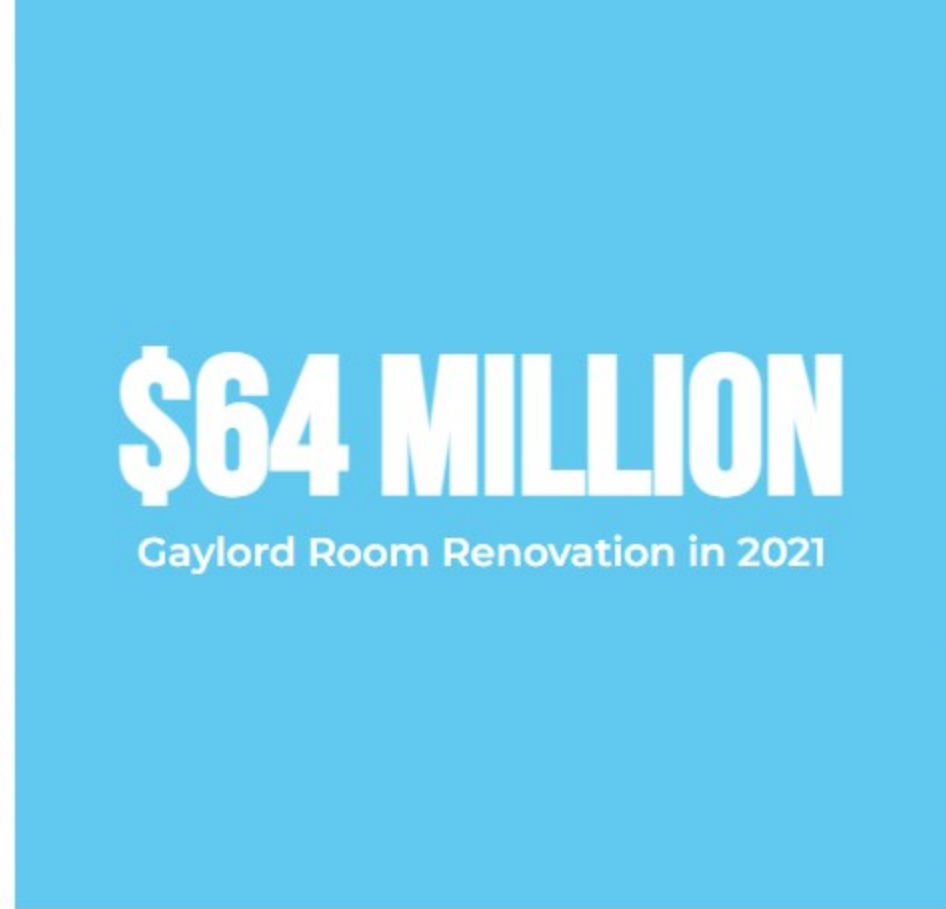
37.5
Median Age





15.2 MILLION

2022 Annual Traffic



\$64 MILLION

Gaylord Room Renovation in 2021



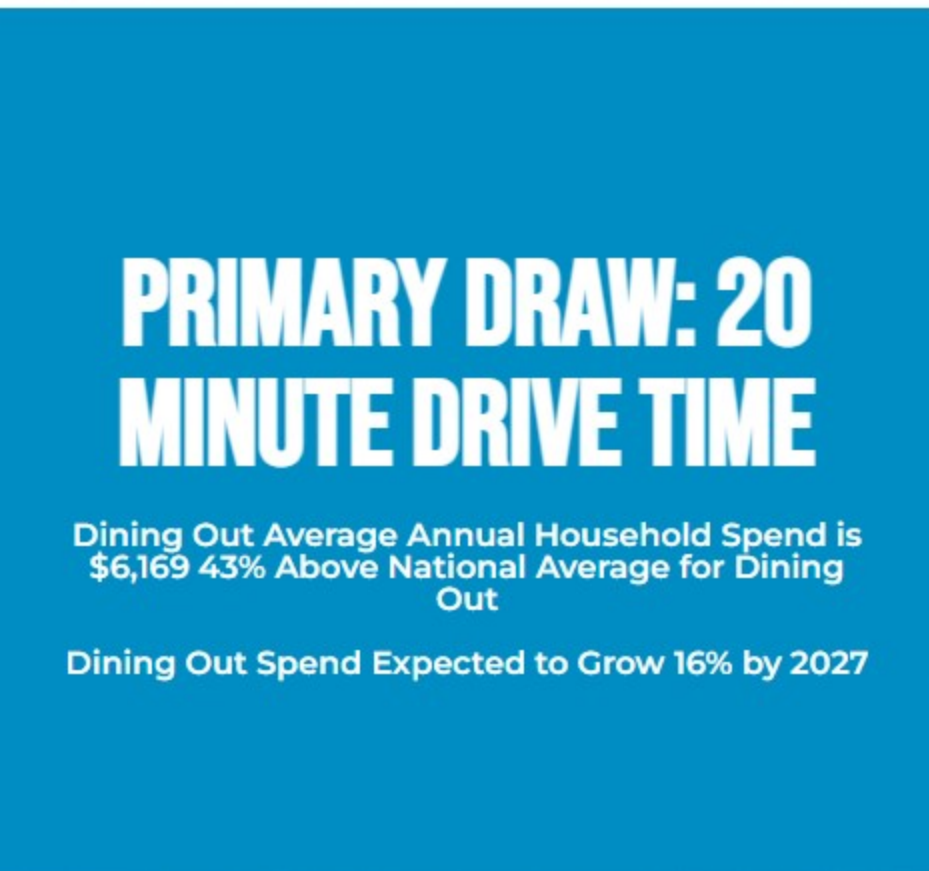
1,550

Residential Units



\$165,107

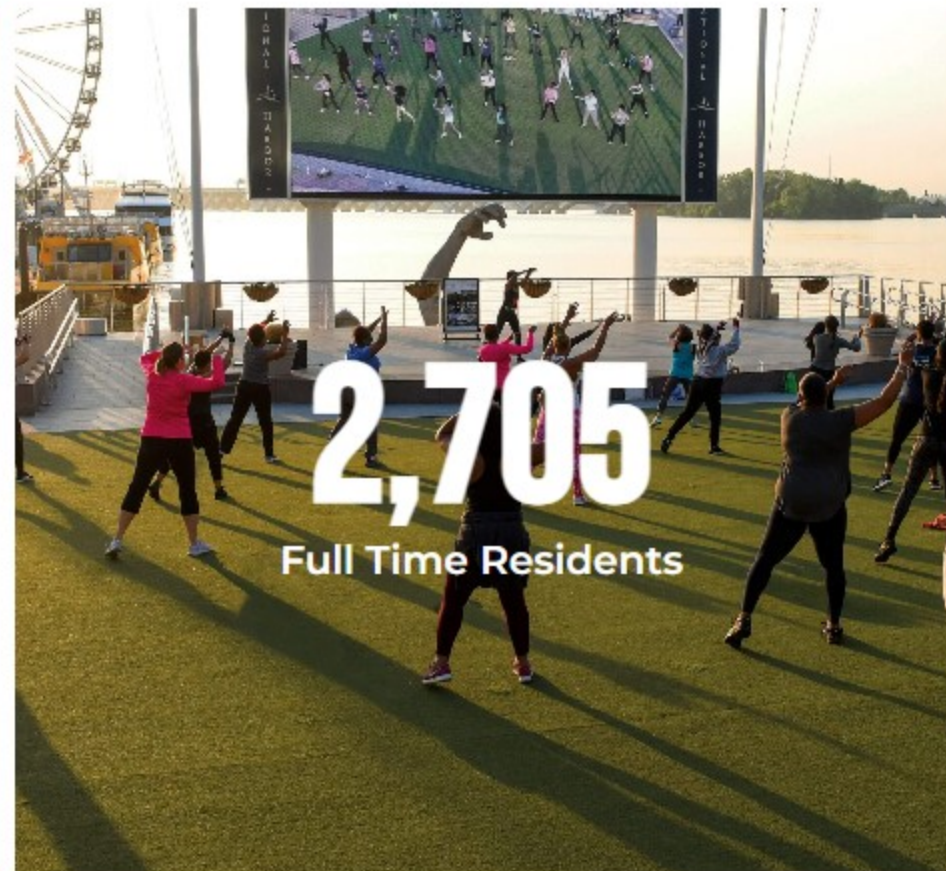
Average HHI in the Waterfront District



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



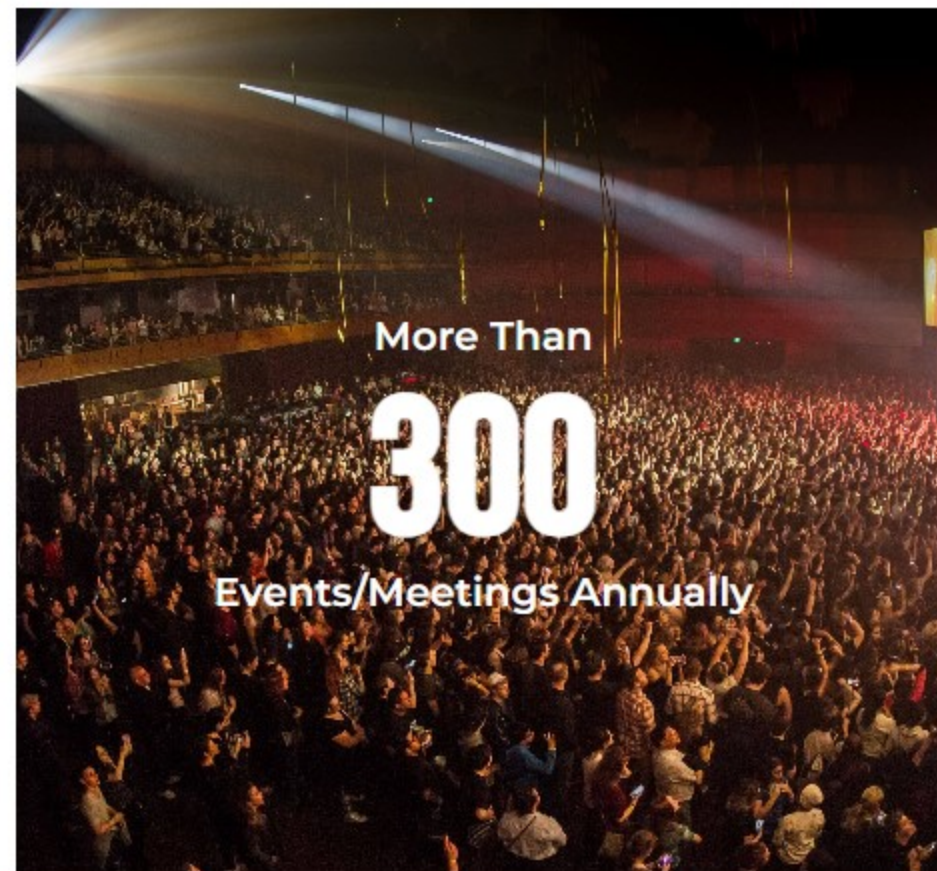
2,705

Full Time Residents



28,000 SQ FT

of New Restaurants in 2023



More Than

300

Events/Meetings Annually

MGM NATIONAL HARBOR

#1 Casino by gaming revenue outside of Nevada.

90 MILLION
Cars Per Year via 95/495 State Highway

70,418
Daily Cars on MD 210 near Tanger Outlets

SPIRIT PARK

GAYLORD NATIONAL

Largest non-gaming hotel and convention center on the Eastern Seaboard

\$200.75
Average Hotel Rate

\$875,000
Average Cost of a New Townhome in Potomac Overlook



180 FEET
Height of Capital Wheel

1,000
Average Daily Visits to North Cove

1.2 MILES
of Shoreline

325,000
Annual ridership on water taxis

3 STATIONS
Servicing Capital Bikeshare

GAYLORD NATIONAL
Ranked #32 in CVENT's Top 50 US Meeting Destination in 2018

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
- After 15 years, National Harbor is only 70% completed and is still growing



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