

WATERFRONT DISTRICT

NATIONAL HARBOR



CAPITALIZE ON IT ALL®

An aerial photograph of a city waterfront at sunset. The sky is a mix of blue, orange, and pink. In the foreground, the water is a deep blue. A large Ferris wheel stands on a pier in the middle ground, surrounded by a marina filled with many small boats. To the right, a dense cluster of modern buildings, including a large glass-walled structure, lines the shore. In the background, a forested area and a stadium are visible under the twilight sky.

THE BIG *picture*



250,000 CARS DAILY
LARGEST GROWING TRAFFIC IN METRO DC.

*Maryland department of transportation state highway administration, office of planning and preliminary engineering data services division

DRIVE TIME

- 10 MINUTES
- 15 MINUTES
- 20 MINUTES

ESRI 2026 Projections

5 MILES

Population

315,477

Median HHI

\$105,222

10 MILES

Population

1,485,889

Median HHI

\$105,742

15 MILES

Population

2,724,588

Median HHI

\$109,321



WATERFRONT DISTRICT

TOPGOLF

210

TANGER
OUTLETS

6710
OFFICE

Oxon Hill Rd.

OXON HILL
MANOR

SIN
FA
HOU

LEGEND

- RESIDENTIAL SPACE
- OFFICE SPACE
- RETAIL SPACE
- HOTELS
- PARKING
- FUTURE DEVELOPMENT
- ATTRACTIONS

MGM
NATIONAL HARBOR

95

495



WATERFRONT DISTRICT

*Based on 2018 ESRI



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WATERFRONT DISTRICT

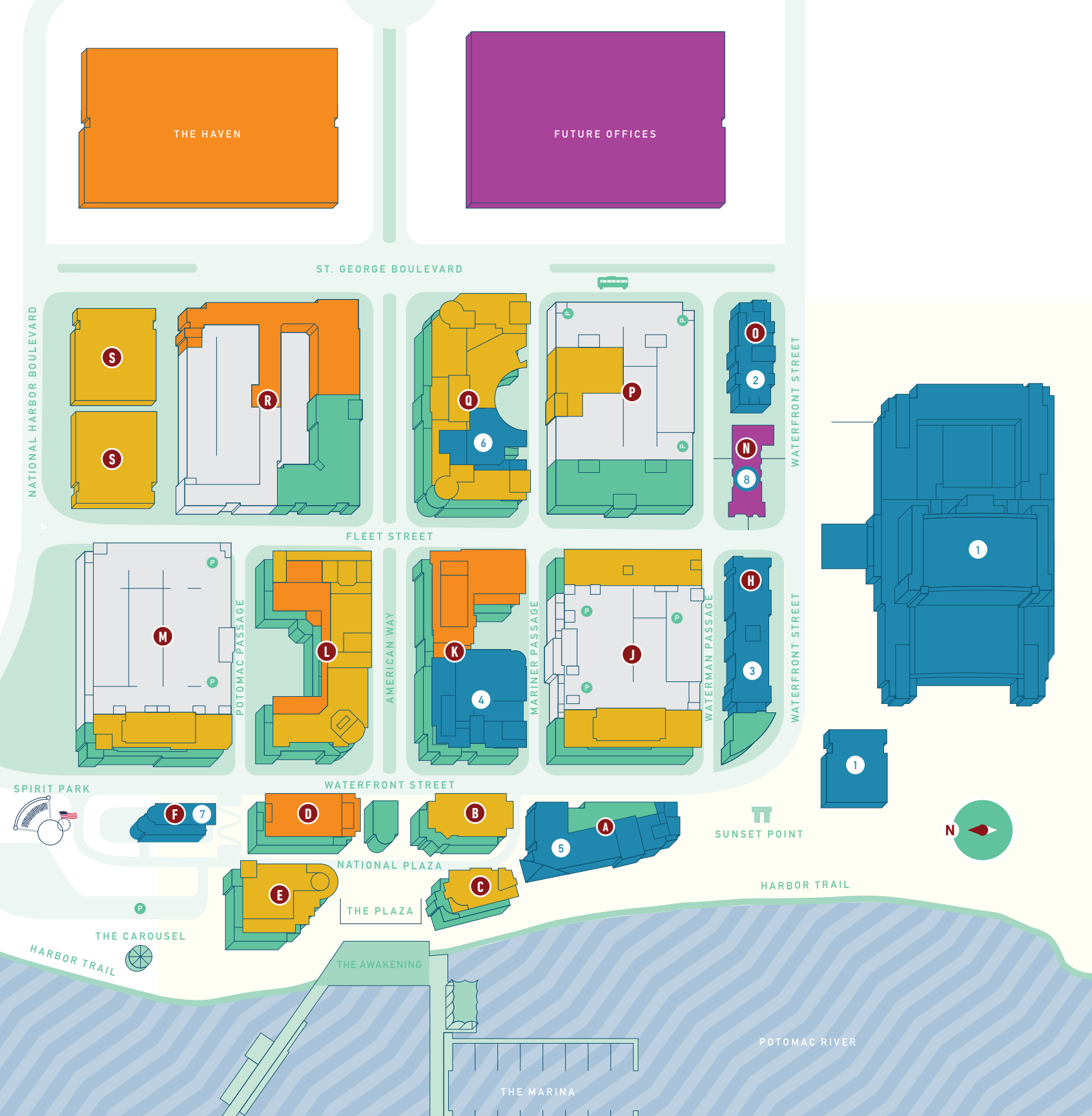
overview

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 **14.3 million in 2021**. Hospitality, entertainment and retail thrive in the business-friendly environment National Harbor provides. 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.

NATIONAL HARBOR BY THE NUMBERS*

Based on a 15 mile radius

2,724,588

Population

1,097,882

Households

395,237

Households > \$150K

\$100 Million

Annual Restaurant Sales

1,619,572

Daytime Population*

38

Median Age

\$157,593

Average Household Income

90+ Million

Cars on Woodrow Wilson Bridge Annually

1,409,600

Bachelor's Degree*

2,705

Full-Time Residents

Based on 2026 ESRI projections unless indicated by *, then based on 2021.

NATIONAL HARBOR *highlights*

1,500

Existing Residential Units

12,500

Total Employees

40+

Dining Destinations

538,942

Square Feet of Class A Office Space

3,402

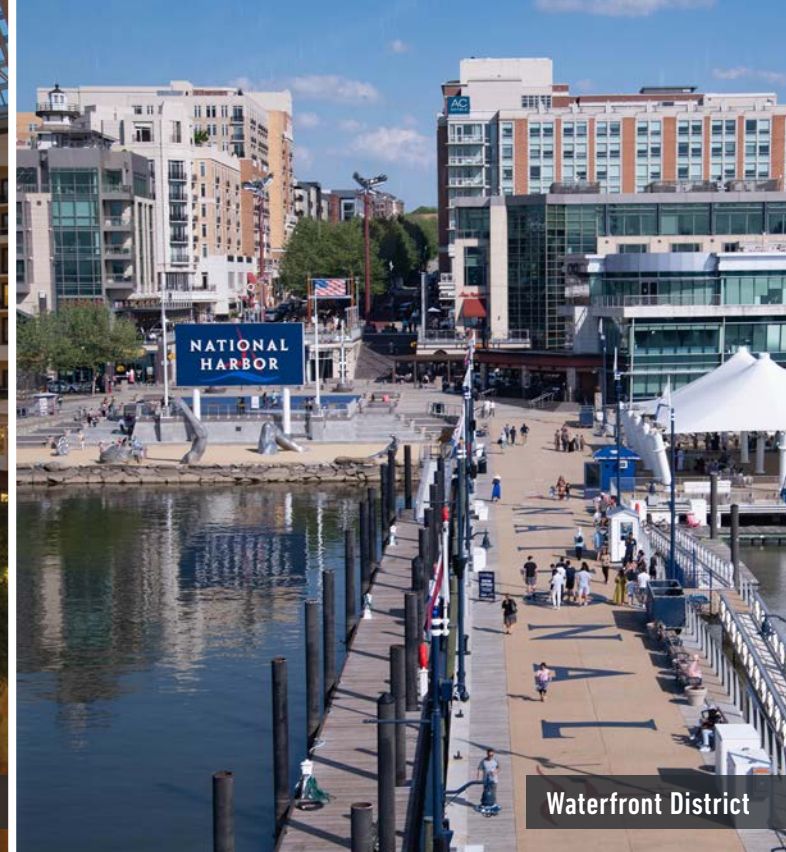
Hotel Rooms

620,000

Square Feet of Meeting Space



Gaylord National Convention and Resort



Waterfront District



Tanger Outlets



\$165,107

Average HHI in the Waterfront District

Placer.ai 2021



\$64 Million

Gaylord Room Renovation in 2021

Gaylord is the 4th Largest Hotel
on East Coast by Number of Rooms

More than
300
Events/Meetings Annually



14.3 Million

Annual Traffic



28,000^{SQ FT}

of New Restaurants Coming On Line
in the Next 12-18 Months



PRIMARY DRAW
20
Minute Drive Time

Dining Out Average Annual Household
Spend is \$5,400

44% Above National Average
for Dining Out

Dining Out Spend Expected
to Grow 18% by 2026

GUEST BEHAVIORS

\$445

Average Spend per Travel Party per Day

4.48 Hrs

Average Length per Visit

4

Average Visits per Year

1.2

Average Nights for Leisure Traveler

All results based on Placer 2021 or 2020 Travel Profile Study.

And National Harbor is Still Growing



- 500 additional residential units by 2026.
- Fully entitled for 1MSF of top-tier headquarters space.
- Spirit Park: Coming in Fall 2022 is a patriotic, educational, and symbolic park dedicated to the America Flag.



ELEVATE *your business*

Contact our leasing team today. We're happy to tell you more about the area or give you a tour in person.



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NATIONAL HARBOR

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