

WATERFRONT DISTRICT

NATIONAL HARBOR



CAPITALIZE ON IT ALL[®]



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

TOPGOLF

210

**TANGER
OUTLETS**

**6710
OFFICE**

Oxon Hill Rd.

**OXON HILL
MANOR**

**SIN
FA
HOU**

**MGM
NATIONAL HARBOR**

95

495

LEGEND

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



SINGLE
FAMILY
HOUSING

POTOMAC
OVERLOOK

SINGLE
FAMILY
HOUSING

WATERFRONT
DISTRICT

GAYLORD
NATIONAL
RESORT

CAPITAL
WHEEL

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WATERFRONT DISTRICT

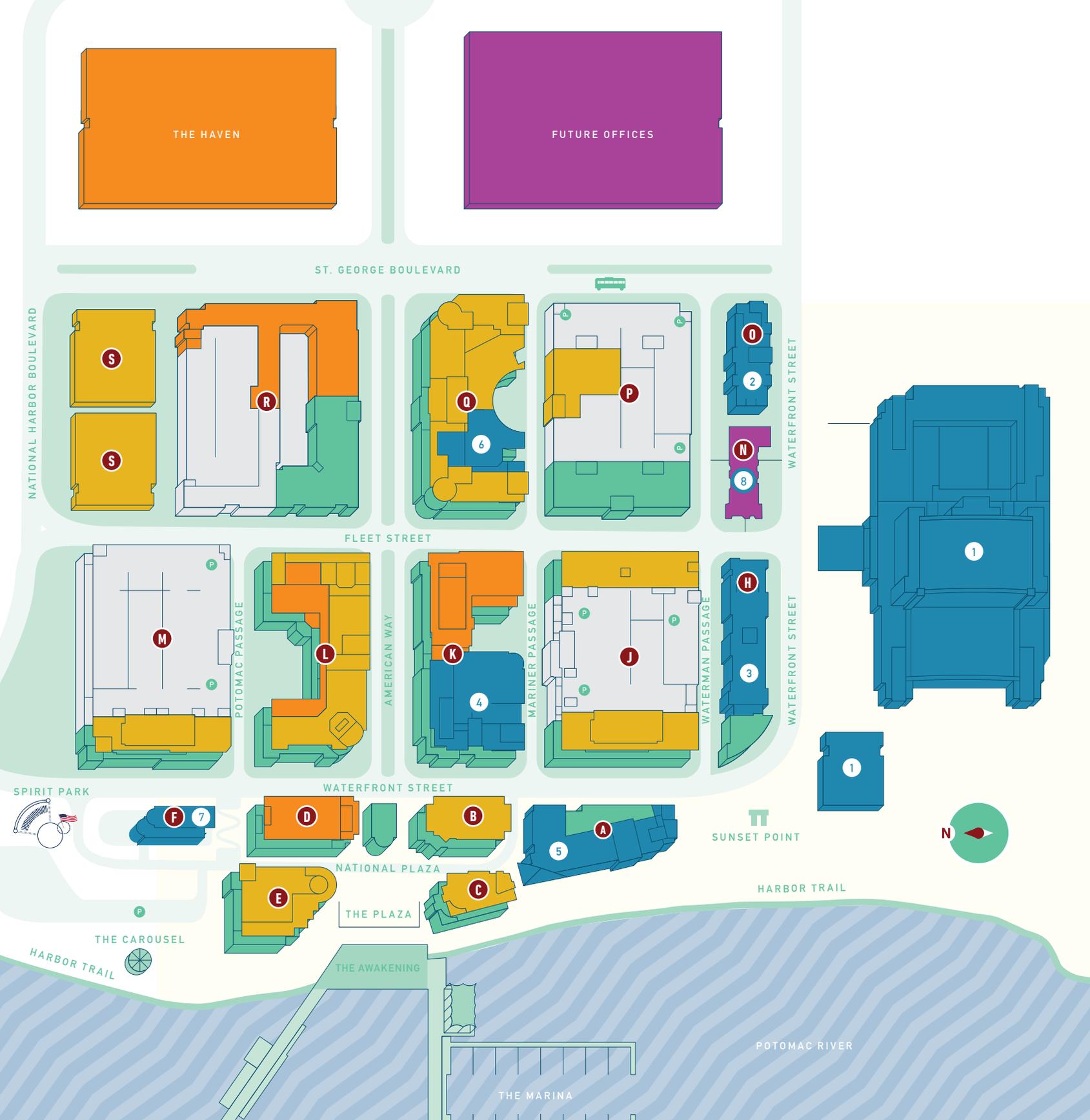
overview

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

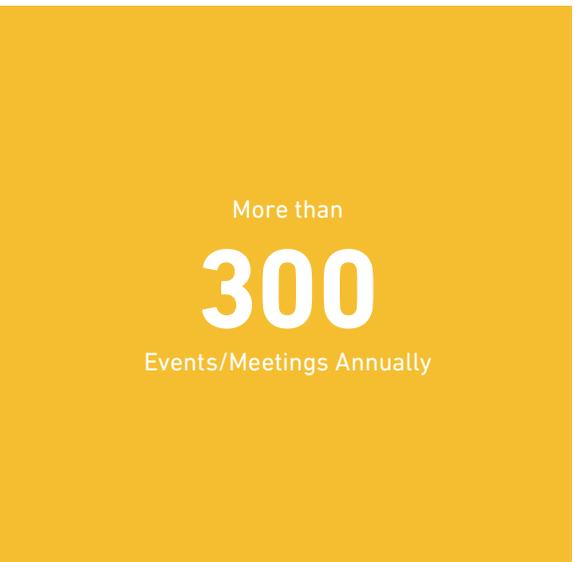
Placer.ai 2021



\$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



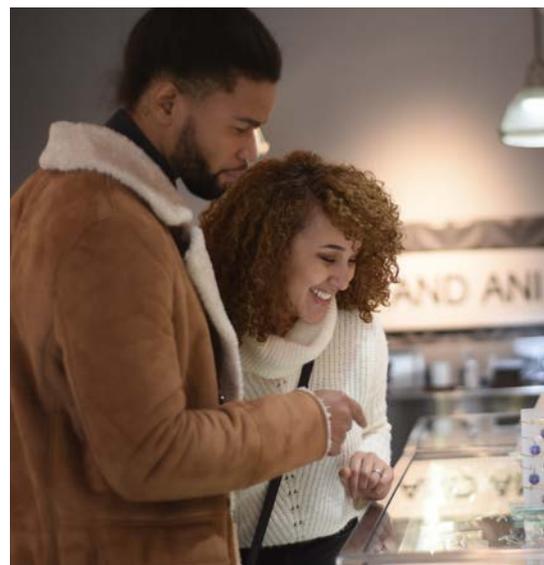
14.3 Million

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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