250,000 CARS DAILY
LARGEST GROWING TRAFFIC IN THE DMV

THE BIG PICTURE

5 MILES
Median HHI: $91,606
Population: 307,791

15 MILES
Median HHI: $95,285
Population: 2,614,664

20 MILES
Median HHI: $98,776
Population: 3,530,489

*Maryland Department of Transportation State Highway Administration, Office of Planning and Preliminary Engineering Data Services Division
OPPORTUNITY IN ABUNDANCE.

WASHINGTON, D.C.'S NATIONAL HARBOR

Businesses located at National Harbor are exposed to an audience of 28 million visitors each year. Hospitality, entertainment and retail thrive in the business-friendly environment National Harbor provides.

Major attractions like Topgolf, MGM, 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 20 mile radius

POPULATION
3,530,489

DAYTIME POPULATION
3,981,873

HOUSEHOLDS
1,370,874

MEAN AGE
37

BACHELORS DEGREES
1,871,159

HOUSEHOLDS > $150K
1,023,842

AVERAGE HOUSEHOLD INCOME
$136,696

RETAIL SALES POTENTIAL
$68 Billion

DINING SALES POTENTIAL
$7.7 Billion

ENTERTAINMENT SALES POTENTIAL
$1.6 Billion

WASHINGTON, D.C.'S NATIONAL HARBOR HIGHLIGHTS

1,304 existing residential units

14,500 total employees

40+ dining destinations

325,680 square feet of class A office space

90 Million+ cars on Woodrow Wilson bridge annually

3,246 hotel rooms

700,000 square feet of meeting space

*From 2018 ESRI.
National Harbor hosts the diverse Waterfront District which amplifies the area’s potential. 12 million annual visitors and over 2,200 full-time residents means there is a reliable, professional audience enjoying everything the Waterfront District has to offer. Year round Restaurant sales alone have recorded annual sales above $85 million. This community is ready and looking to grow with more than 280,733 square feet of available entertainment, dining and retail space.

WATERFRONT DISTRICT HIGHLIGHTS

- 12 Million visitors annually
- 280,733+ square feet of retail, dining and entertainment space
- $85 Million+ in annual restaurant sales
- 209,243 square feet of class A office space
- 3,094 rooms and suites across seven hotels & resorts
- 40% professional management

WATERFRONT DISTRICT RESIDENTS

- $110,000 average household income
- 2,200+ full-time residents
- 209,243 square feet of class A office space

*From 2018 ESRI.
3.6 Million annual guests at Gaylord National Resort and Convention Center located right in the WaterFront District.

WATERFRONT DISTRICT | 13

3,094 rooms and suites across seven hotels & resorts
500,000+ square feet of meeting space
1.8 Million of Gaylord National Resort’s guests are convention guests
300 conferences annually with multiple conferences daily

TRADE AREA

GUEST BEHAVIORS

LIVELY ALL YEAR ROUND

70% primary/secondary trade area
30% beyond region
30% business, leisure, field guests, conventions

$117 of guests surveyed, average spend per visit
89% of guests surveyed, sales conversion rate
2.5 hrs of guests surveyed, per visit on average
78% of guests surveyed, shoppers’ income more than $100K

4 of guests surveyed, average nights per hotel stay
1.5 of guests surveyed, average visits per month
20 miles of guests surveyed, average travel -25 miles during holidays
89% of guests surveyed, sales conversion rate

1.8 Million of Gaylord National Resort’s guests are convention guests
500,000+ square feet of meeting space
3.094 rooms and suites across seven hotels & resorts
300 conferences annually with multiple conferences daily

Based on National Harbor Parking Garage Data.

*All results based on 2017 Alexander Gabbage Research Study.

VISITOR TRAFFIC DISTRIBUTION BY AREA

30% Virginia
30% Maryland
30% D.C.
10% Other

70% primary/secondary trade area
30% beyond region
30% business, leisure, field guests, conventions

70% Virginia
70% Maryland
30% Other
30% D.C.

70% primary/secondary trade area
30% beyond region
30% business, leisure, field guests, conventions

70% primary/secondary trade area
30% beyond region
30% business, leisure, field guests, conventions
AN EVER-CHANGING
METRO D.C.

ON-PROPERTY PERSONAS

CHRISTOPHER

2.88
Average Household Size

42.6
Median Age

$92,900
Median Household Income

Food, Entertainment, Housing
Household Budget Spending

Gardening, Beach, Rock Concerts
Likes

ANDREA

1.87
Average Household Size

37.4
Median Age

$112,200
Median Household Income

Apparel, Food, Housing
Household Budget Spending

Hiking, Backpacking, Kayaking
Likes

AMBER

1.67
Average Household Size

32.5
Median Age

$67,000
Median Household Income

Food, Apparel, Education
Household Budget Spending

Yoga, Pilates, Downhill Skiing
Likes

Food, Apparel, Education
Household Budget Spending

*Data based on a 20 minute drive from National Harbor according to ESRI.
COMMITTED TO YOU, YOUR FUTURE AND YOUR PATRONS.

PARTNERS IN YOUR SUCCESS

We aim to create an exceptional destination that benefits both our merchants’ brands and the community at large. Our highly collaborative onsite management team brings that mission to life by delivering remarkable tenant services and distinctive experiences for guests. Our Peterson Companies pledge is to provide best-in-class:

1

Environments with a full spectrum of real estate and marketing services to help retailers and restaurants succeed

2

Professional managers who offer firm support and invest in your future

3

Emergency support with reliable access to 24/7 resources

4

Engineering, Housekeeping and Facility Management with state-of-the-art solutions and technologies

SEE HOW WE CAN 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.

Tony Summers
Senior Leasing Representative | Retail
(301) 203-4153
tsummers@petersoncos.com