



WATERFRONT PLACE INVESTMENT

100+
ACRES AT THE
EVERETT
WATERFRONT

65
ACRES OF MIXED-USE
DEVELOPMENT
UNDERWAY NOW

1.5M
SQUARE FEET
OF RETAIL,
RESTAURANT,
OFFICE & HOUSING

\$550M+
PUBLIC/PRIVATE
DEVELOPMENT

\$150M+
INVESTED TO DATE

BY THE NUMBERS

325K+
UNIQUE VISITORS
PER YEAR

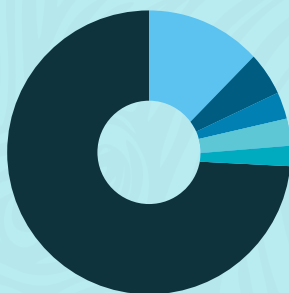
1.13M+
VISITOR DAYS SPENT

2,900
AVERAGE WEEK
DAY VISITORS

3,500
AVERAGE WEEKEND
DAY VISITORS

8,942
GUEST MOORAGE STAYS
IN 2020

TRIP LENGTH:



- Day Trip
- 1 Night
- 2 Nights
- 3 Nights
- 4 Nights
- 5+ Nights

PREVALENT VISITOR DEMOGRAPHIC SEGMENT:

AGE:
GENX (45-54)

INCOME:
\$100-150K

EDUCATION:
BACHELOR'S

HOUSEHOLD:
1-2 PEOPLE

2020 Snohomish County SeeSource data based on geofencing metrics; does not include Canadian or other international visitors