

Press Release

FOR IMMEDIATE RELEASE

Seattle Center Reports Monumental Impact in 2023, Marking a Milestone Year for Community Engagement and Economic Revitalization

SEATTLE, WA – Seattle Center, the iconic cultural and entertainment hub of the Pacific Northwest, today announced its outstanding achievements and significant community impact for the year 2023. From record-breaking attendance to the successful revival of major public programming, the Center's contributions to the region's economic and cultural landscape have never been more pronounced.

Seattle Center Director, Marshall Foster, expressed his pride in the Center's accomplishments, stating, "2023 was a transformative year for Seattle Center, reaffirming our role as a vital cultural epicenter and economic engine for the region. Through our collective efforts and unwavering commitment to excellence, we have not only revitalized major programming but also strengthened our connections with the community."

Resounding Return of Major Programming

Seattle Center saw a triumphant return of its major programming, hosting over 315 commercial and cultural events, including 35 festivals. Festál, the Center's acclaimed cultural series, along with iconic festivals like Bumbershoot and the Bite of Seattle, attracted over 2 million visitors, reaffirming the Center's role as a vital cultural epicenter.

Climate Pledge Arena's Record Year

Since its grand opening on October 21, 2021, Climate Pledge Arena has hosted 2.8 million visitors in 2023 alone, bringing the total visitor count to an impressive 4 million. The arena has quickly become a cornerstone of Seattle's entertainment scene.

Monorail Triumph

The iconic Seattle Monorail experienced a record-breaking year with 2,134,970 riders, surpassing pre-pandemic numbers from 2019. This achievement underscores the monorail's enduring popularity and its integral role within Seattle Center.

Record-Breaking Attendance

Preliminary data reveals a remarkable 25% year-over-year increase in attendance, with nearly 10 million visits recorded in 2023. This surge in attendance approaches the levels estimated in the Center's 2016 economic impact study, signaling a robust recovery.

PR & Media Results

Seattle Center garnered exceptional media visibility in 2023, with 17,895 total media mentions and a reach of 31.87 billion viewers. This extensive coverage translates to an estimated media value of \$60.41 million, spotlighting the Center's influential presence in the community.

Financial Milestones

Seattle Center experienced a notable increase in revenues across its Armory, Parking, and Sponsorship sectors, reflecting a strong economic recovery and unwavering community support.

Waterfront Park Operations

In a pivotal move, Seattle Center assumed the lead role in Waterfront Park Operations in 2023. With a dedicated team focusing on public safety and maintenance, preparations are underway for the park's anticipated opening in 2025.

McCaw Hall's Legacy

McCaw Hall, a cultural landmark since 2003, welcomed an additional 287,179 guests in 2023, further solidifying its status as a premier event venue.

About Seattle Center

Connect to the extraordinary Seattle Center, an active civic, arts, and family gathering place in the core of our city and region. Seattle Center's 74-acre campus, centered around the International Fountain, is part of the Uptown Arts & Cultural District and home to Climate Pledge Arena; more than 30 cultural, educational, sports, and entertainment organizations; and a broad range of public and community programs. In everything it does, Seattle Center's mission is to create exceptional events, experiences, and environments which delight and inspire the human spirit to build stronger communities.

Seattle Center has expanded its role to provide maintenance and public safety services for Seattle's new Waterfront Park, a series of new public spaces on Seattle's downtown waterfront between Pioneer Square and the Seattle Aquarium. Seattle Center supports managing these new waterfront public spaces in partnership with the non-profit Friends of Waterfront Seattle, which offers the community a range of recreational and cultural programming.

Thanks to the support of Official Seattle Center Partners – Alaska Airlines, The Climate Pledge, Coors Light, Pepsi, Premera Blue Cross, Symetra, T-Mobile, and WaFd Bank – Seattle Center is the #1 arts and entertainment destination in the Pacific Northwest with 12 million annual visitors, generating \$1.864 billion in business activity and more than \$631 million in labor income annually.