

★ NATIONAL  HARBOR ★





A One-of-One Destination

National Harbor is Washington D.C.'s backyard: a fully activated waterfront destination that seamlessly integrates dining, entertainment, retail, hospitality, residential and Class A office at one remarkable address, occupying 350 acres along the Potomac River.

Year-round events and a waterfront design create dwell time, and dwell time drives revenue.

The experiential DNA of the property is a built-in advantage for every operator.

A Location Like No Other



434K

daily cars over
Woodrow Wilson
Bridge

\$165,107

avg HHI
(15 mile radius)

Top 10

Wealthiest Region in the U.S.



Data that Drives Revenue

12.5K

employees on property

15.2M

visits annually

250+

property events & activations annually

300+

conferences & meetings held annually at the Gaylord National Resort & Convention Center

Consistent year-round traffic

No seasonality cliff



Mixed-Use Advantage



1,500
residential units onsite

600K SF
meeting space

500K+ SF
office space

3K+
hotel rooms

Three Powerful Audiences



BUSINESS TRAVELERS & CONVENTIONEERS

A consistent, high-spending, captive audience delivered directly to your door by 300+ conventions and meetings at Gaylord National Harbor, supported by seven onsite hotels.



TOURISTS & STAYCATIONERS

Visitors with strong overnight stays and an average 2.7-day visit, drawn to waterfront experiences, dining, and entertainment.

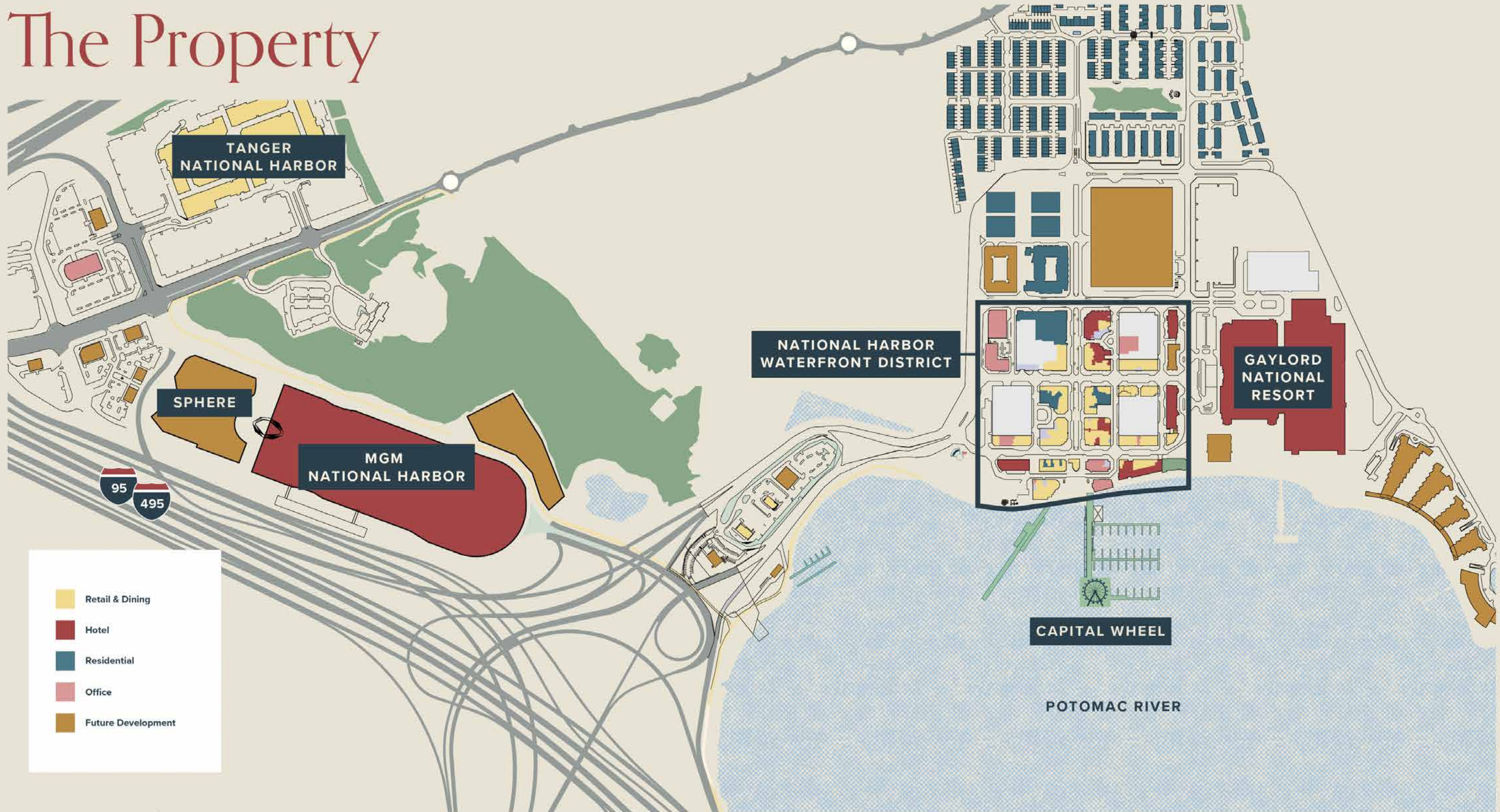


RESIDENTS & OFFICE WORKERS

A growing onsite residential population and on-property workforce generate built-in daily traffic.



The Property



National Harbor Waterfront District



The Next Generation of Dining & Entertainment Starts Here



The National Harbor customer base—conventioners with expense accounts, hotel guests with high disposable incomes, and our well-educated and affluent residential base—is precisely who is driving demand for the next great experience.

They are seeking experience-forward F&B concepts, immersive entertainment and competitive socializing.

Convention and meeting planners regularly execute full buyouts, making adjacency to the Gaylord one of the most valuable positions in the market.



Key Dining Tenants

THE RUXTON
PRIME STEAKHOUSE

NAN XIANG

FOGO DE CHÃO

SILVER DINER

SUCCOTASH

THE WALRUS
OYSTER & ALE HOUSE

MCCORMICK & SCHMICK'S
SEAFOOD & STEAKS

A Market that Craves your Brand

This customer doesn't just dine out.
They dine well, and they do it often.

National Harbor over indexes in dining
out at **145% ABOVE** the national
average, with **\$5.7B** in total spend,
driven by nearly **\$6,000**
AVERAGE SPEND per household
(30-min. drive time).

"The game changer is how well all the
other restaurants are doing. We see a
great opportunity to open another
restaurant concept here."

—**DESMOND J. REILLY**,
Managing Principal,
Star Restaurant Group

The business here is nonstop all year
long. Peterson Companies has been
one of the best landlords we have
ever worked with. We would love to
open another restaurant at National
Harbor."

—**JASON BERRY**,
Founder & Principal,
Knead Hospitality Design

The Experience Economy



Guests don't just visit National Harbor. They stay. They spend. They come back again and again.

The property is thoughtfully programmed and merchandised for perpetual energy and repeat visits year-round.

SPHERE

Plans announced for second U.S. location at National Harbor



Key Conventions

KATSUCON

**MAGFEST
NATIONAL HARBOR**

SEA AIR SPACE

Touring Exhibits & Events

**WASHINGTON
COMMANDERS DRAFT DAY**

TITANIC: THE EXHIBITION

**DOWNTON ABBEY:
THE EXHIBITION**

ICE! SCULPTURES

**CHERRY BLOSSOMS
FESTIVAL**

Key Entertainment Tenants

MGM NATIONAL HARBOR

TOPGOLF

LIVE-K KARAOKE

**BOBBY MCKEY'S
DUELING PIANO BAR**

CAPITAL WHEEL

**HARBOR SOCIAL AT
GAYLORD NATIONAL**

Your competitive advantage is waiting at National Harbor



petersoncos.com



nationalharbor.com

Since 1965, Peterson Companies has been committed to developing real estate that brings people together. Through strategic placemaking and collaboration with stakeholders, we have created some of the D.C. region's most iconic retail destinations, many of which integrate Peterson residential and office uses.

Today, our long-standing commitment to connection is reflected across a diverse portfolio spanning retail, residential, office, self storage, and industrial. Peterson Companies brings the expertise and innovative vision needed to connect people with experiences, communities, neighborhoods, supply chains, and information.

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