HOLLYWOOD ENTERTAINMENT DISTRICT

Hollywood

Q1 2026 ✦ By The Numbers

As the Hollywood Entertainment District (HED) moves beyond recovery and into a new phase of growth, the data points to increasing investment confidence, strengthening fundamentals, and sustained demand from residents, workers, visitors and businesses alike.

36.9M
PEOPLE ANNUALLY

72K People Per Sq Mile
709K People Weekly
101K People Daily
+5.8% YoY Visitor Growth

29.4K
DAILY WORKERS

2,977 Businesses
$108K Avg. Worker Income
4.9M SF Office Inventory
$4.46 PSF Avg. Asking Rent

30.7K
RESIDENTS

$2,773 Average Rent
7.6K Multifamily Units
+6% Population Growth Since 2020

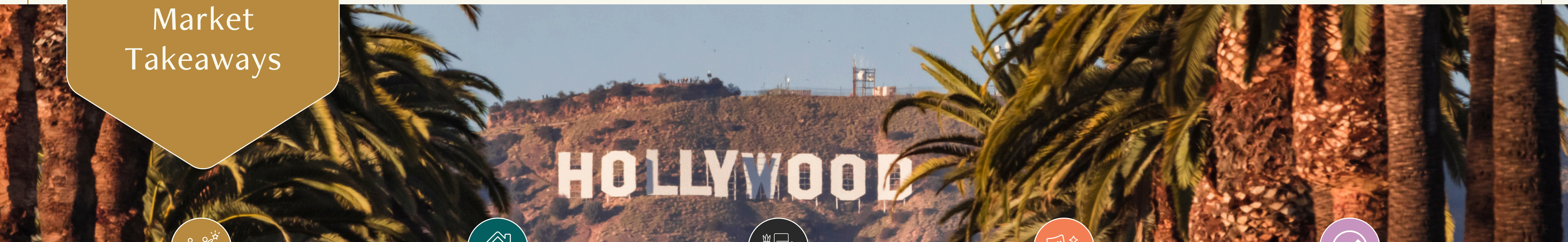
75.8K
DAILY TOURISTS

2,836 Hotel Rooms
$196 Avg. Daily Room Rate
70.5% Occupancy Rate
720 Hotel Rooms in Dev.

$4.45B
ANNUAL RETAIL SALES

3.1M SF Retail inventory
6.8% Vacancy Rate
$3.00 PSF Monthly Rent
25 New Businesses

Market Takeaways



CONFIDENCE IS RETURNING
New investment, development activity, retail openings, hotel performance and multifamily demand all point to growing confidence in Hollywood's future.

A COMPLETE NEIGHBORHOOD
Hollywood is no longer just a destination. More than 30K residents now call the district home, supporting retail, restaurants, and services beyond visitor-driven demand.

QUALITY CONTINUES TO WIN
From Class A office buildings to premium retail and hospitality experiences, the strongest-performing assets continue to attract investment and tenants.

CULTURE CREATES MOMENTUM
With 36.9M annual visitors, major events, entertainment venues, and year-round activity, Hollywood's cultural economy continues to fuel growth across every sector.

INVESTMENT MOVING FORWARD
Development activity remains robust across office, residential, hotel, and retail sectors, signaling long-term confidence in Hollywood's trajectory.

Sources: CoStar, Cushman & Wakefield, ESRI Business Analyst, Placer.ai, STR, The Hollywood Partnership, Urbanize LA