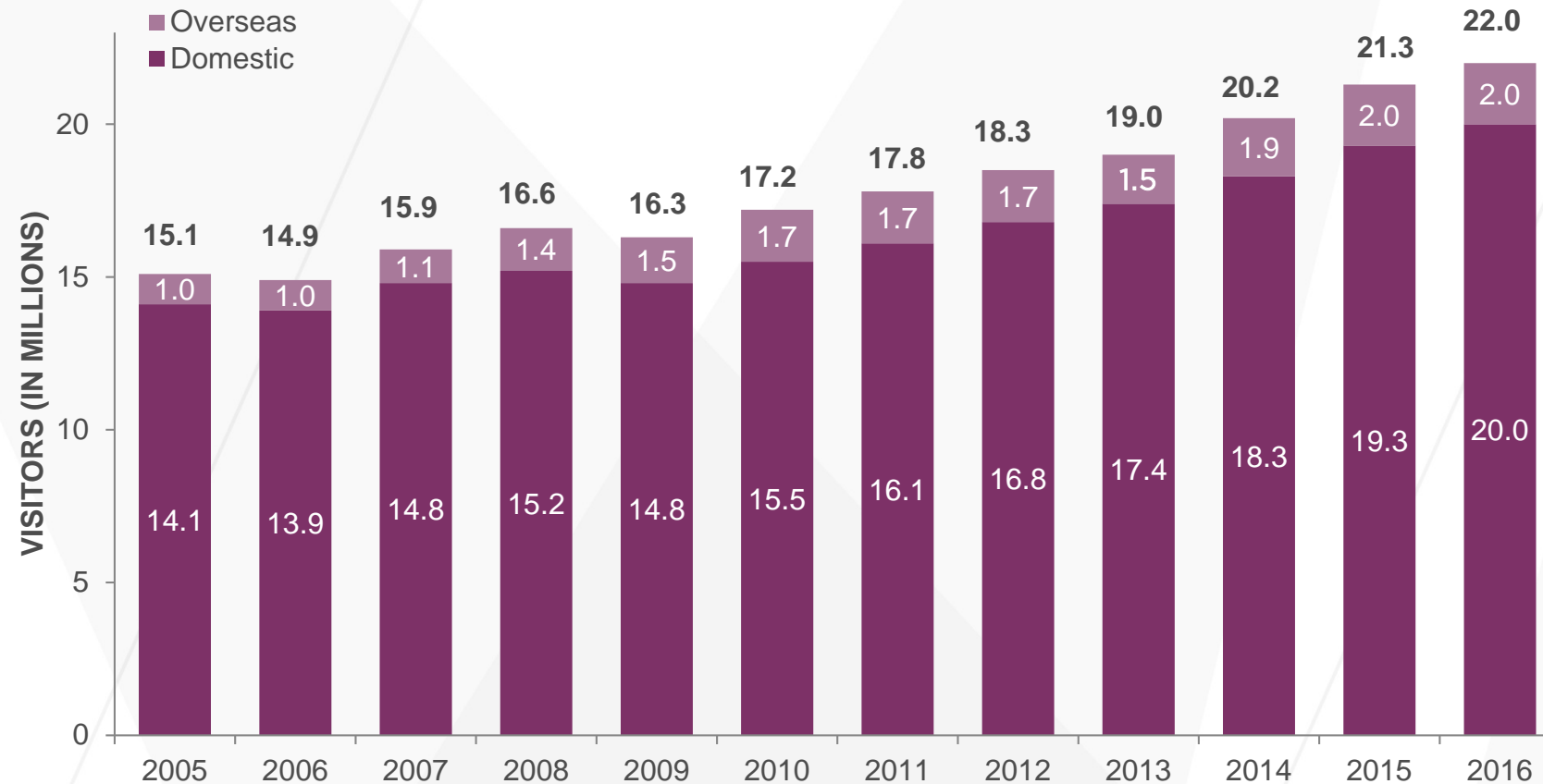




2016 VISITOR STATISTICS WASHINGTON, DC

TOTAL VISITATION TO WASHINGTON, DC

WASHINGTON, DC (DISTRICT OF COLUMBIA)



In 2016, DC welcomed a total of 22.0 million visitors, setting a new record for the city.

Overseas visitation is for the District of Columbia only, and does not include Mexico or Canada.

Sources: DK Shifflet; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce

OVERSEAS VISITATION WASHINGTON, DC MSA

Destination (MSA)	2014	2015	2016	2016 Visitation
New York, NY	1	1	1	9.80 M
Miami, FL	2	2	2	5.38 M
Los Angeles-Long Beach, CA	3	3	3	4.98 M
Orlando, FL	4	4	4	4.47 M
Las Vegas, NV	6	6	5	3.57 M
San Francisco, CA	5	5	6	3.33 M
Honolulu/Oahu, HI	7	7	7	2.39 M
Washington, DC	8	8	8	2.09 M
Chicago, IL	10	9	9	1.53 M
Boston, MA	9	10	10	1.47 M

The MSA rankings in 2016 remained largely the same as 2015.

The Washington, DC MSA's overseas visitor volume decreased slightly in 2016.

8 of the top 10 destinations saw decreases in visitation in 2016.

Excludes Canada and Mexico; city statistics are for each metropolitan area
Source: National Travel & Tourism Office, U.S. Department of Commerce

OVERSEAS VISITATION WASHINGTON, DC (DISTRICT OF COLUMBIA)

Origin Country	2014	2015	2016	2016 Visitation
China	1	1	1	304 K
United Kingdom	2	2	2	199 K
Germany	3	3	3	145 K
France	4	5	4	103 K
India	6	6	5	100 K
South Korea	7	7	6	93 K
Australia	5	4	7	81 K
Italy	10	9	8	62 K
Spain	NA	NA	9	62 K
Japan	8	9	10	58 K

China overtook the UK in 2013 to become the #1 country of origin for overseas visitors to DC.

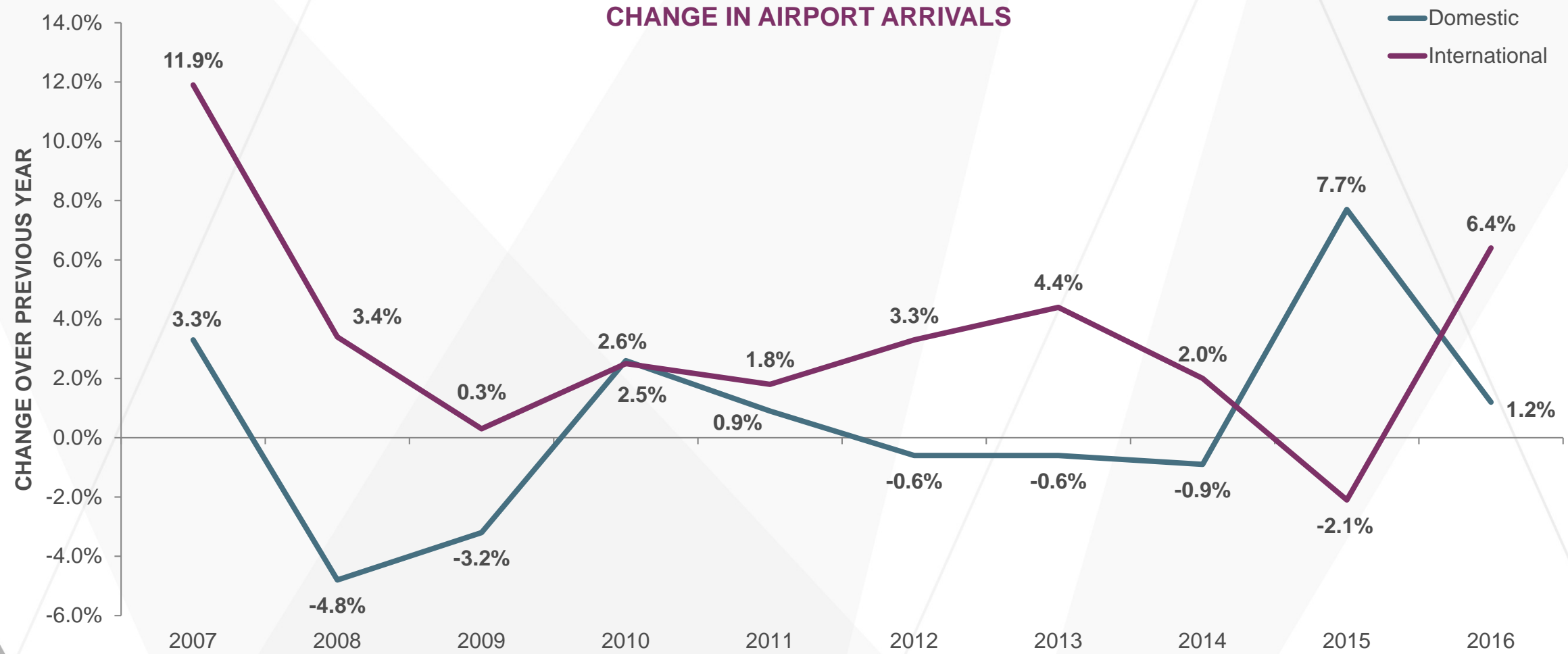
Australia rose from 7th in 2013 to 5th in 2014, and now 4th in 2015, with an increase in visitation of 15% over 2014.

Spain was not in the top 10 in 2014 or 2015.

Excludes Canada and Mexico; city statistics are for the District of Columbia

Source: Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce

AIRPORT ARRIVALS DCA AND IAD

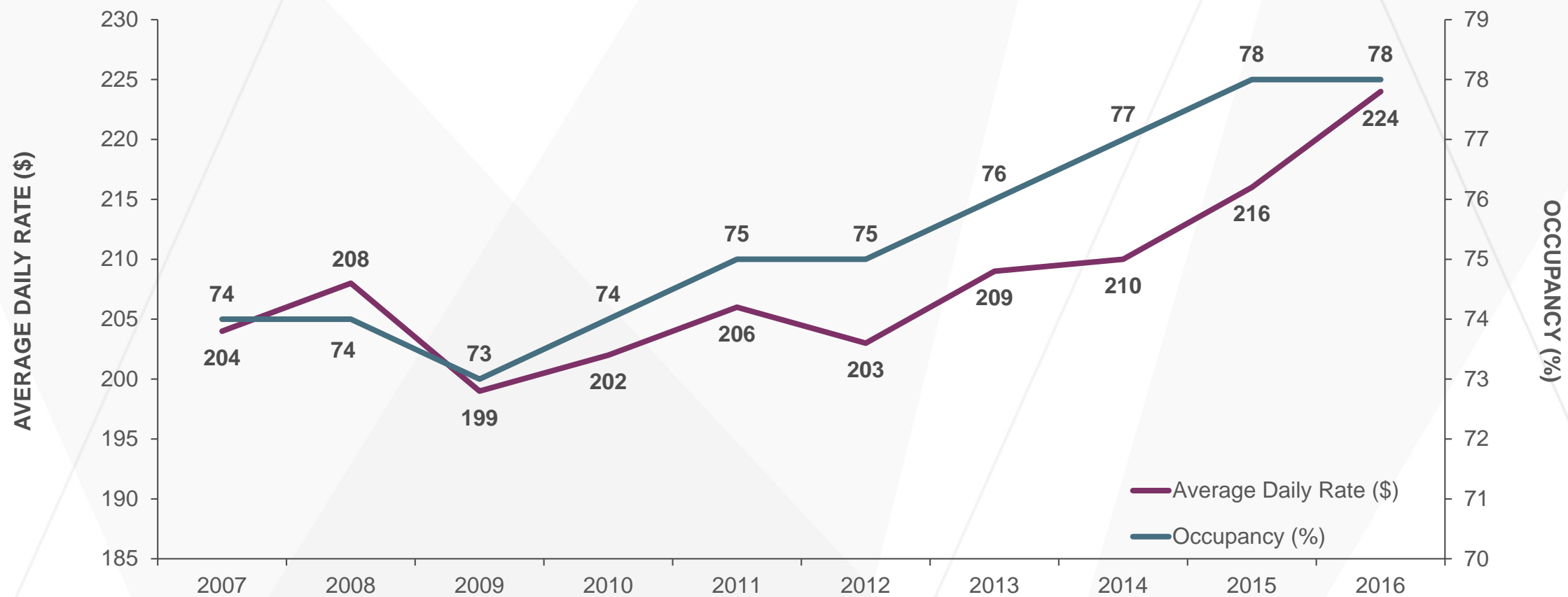


Source: Metropolitan Washington Airports Authority

HOTEL PERFORMANCE

WASHINGTON, DC (DISTRICT OF COLUMBIA)

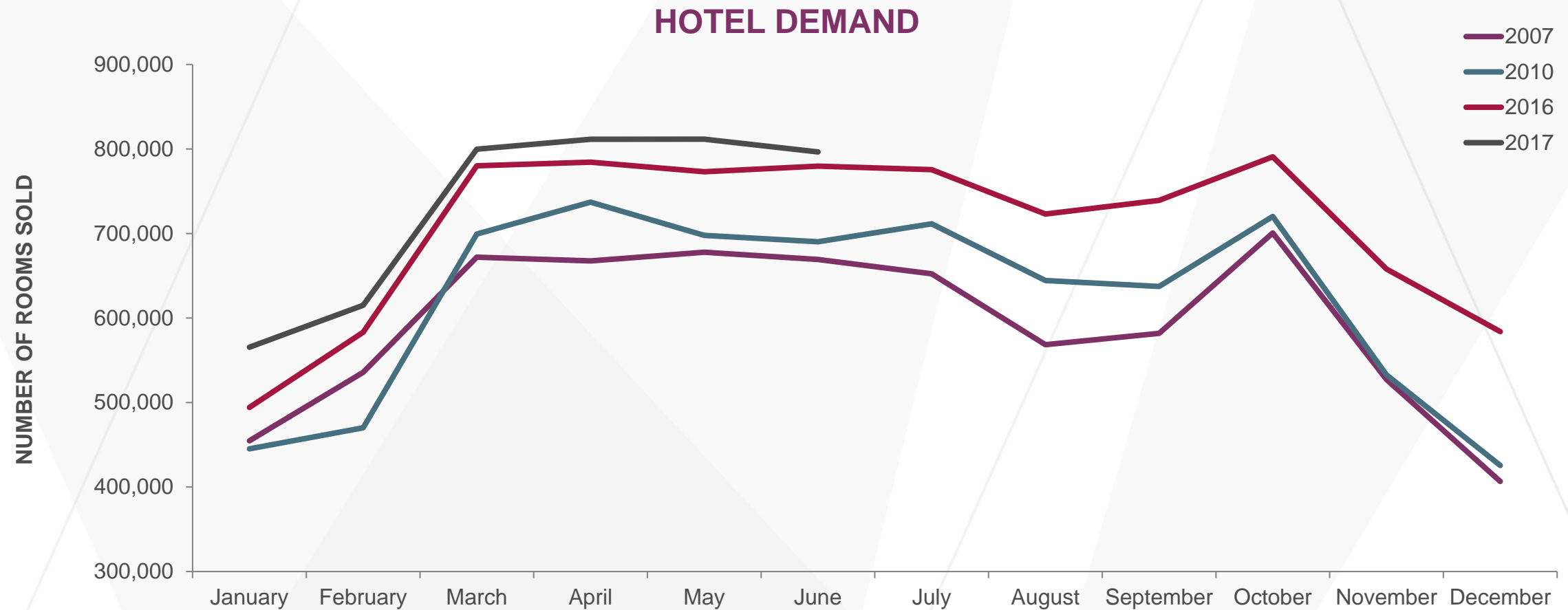
ANNUAL AVERAGE DAILY RATE AND OCCUPANCY



For ADR, use left axis; for occupancy, use right axis

Source: STR

HOTEL DEMAND WASHINGTON, DC (DISTRICT OF COLUMBIA)



Source: STR

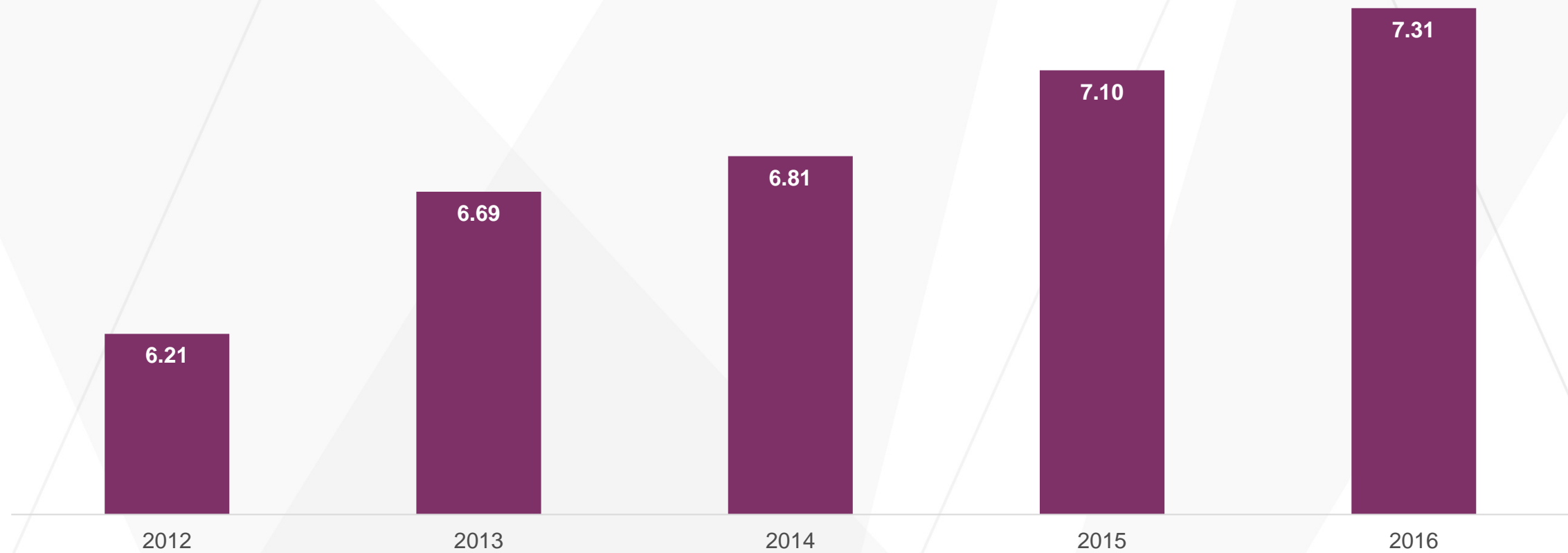
TOURISM INDICATORS 2015 VS. 2016

ADDITIONAL TOURISM INDICATORS	2016 Visitation	Percent Change 2015-16
National Park Service – Mall locations	33.8 million	1.0% ↑
National Park Service – All DC area locations	39.4 million	1.6% ↑
Smithsonian – Mall locations	22.7 million	3.9% ↑
Smithsonian – All DC area locations	29.3 million	6.7% ↑
Total Domestic Arrivals (DCA+IAD)	18.8 million	1.2% ↑
Total International Arrivals (DCA+IAD)	3.9 million	6.4% ↑

Sources: National Park Service, Smithsonian Institution, Metropolitan Washington Airports Authority

VISITOR SPENDING DOMESTIC & INTERNATIONAL

VISITOR SPENDING (IN BILLIONS)

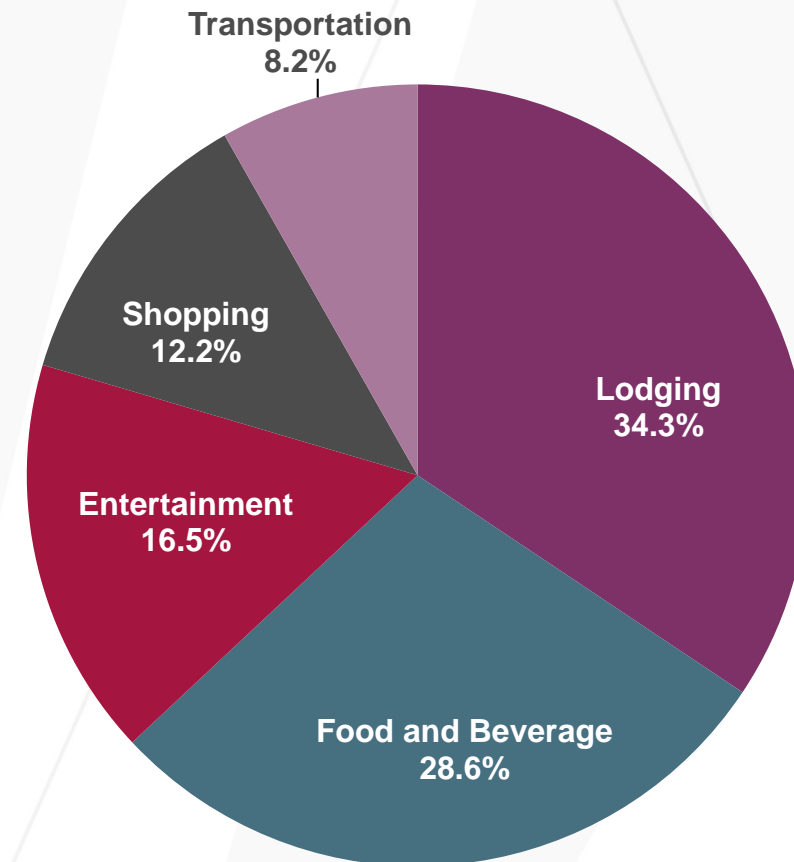


Includes both domestic and international spending

Source: IHS Markit

VISITOR SPENDING WASHINGTON, DC (DISTRICT OF COLUMBIA)

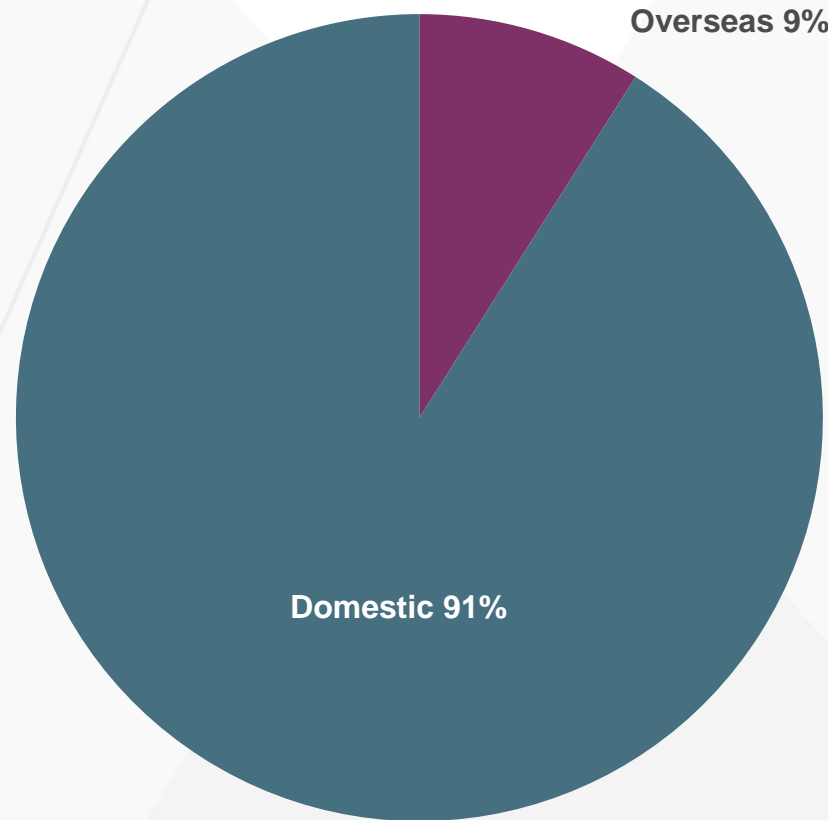
Expenditure Category	2016 (\$)	% Change
Lodging	2.51 billion	4.0% ↑
Food and Beverage	2.10 billion	2.7% ↑
Entertainment	1.21 billion	3.4% ↑
Shopping	891 million	1.6% ↑
Transportation	604 million	0.1% ↑



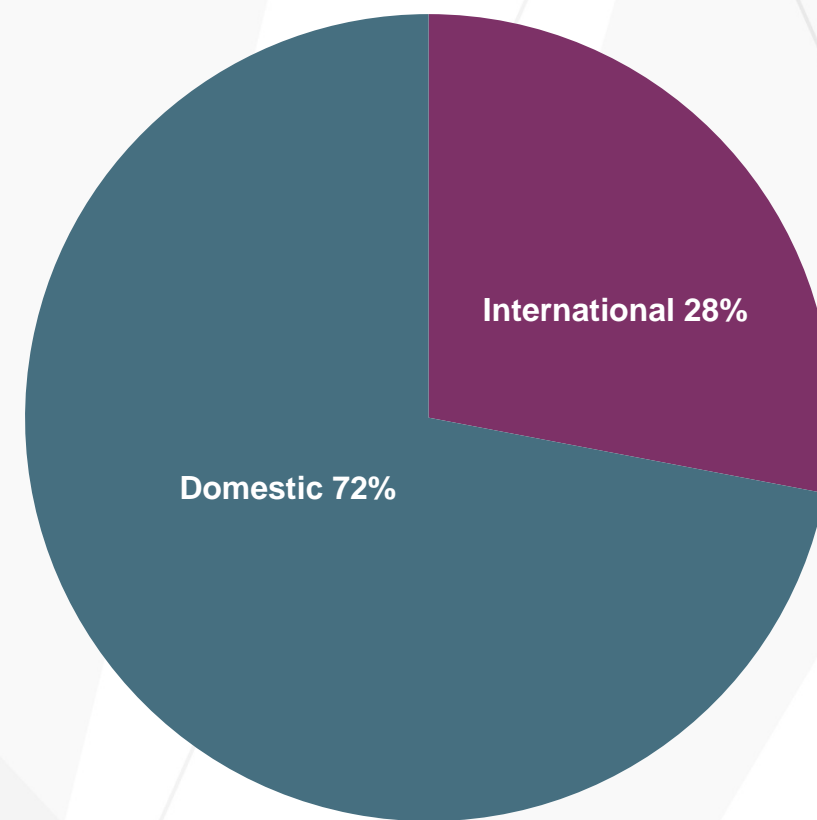
Source: IHS Markit

DOMESTIC VS. INTERNATIONAL VISITATION & SPENDING

ARRIVALS



SPENDING



Sources: DK Shifflet; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce; IHS Markit

TAX REVENUE

VISITORS TO WASHINGTON, DC (DISTRICT OF COLUMBIA)

Local Tax Revenue (\$)	
Corporate Income	19,321,505
Personal Income	45,239,811
Social Security & Other Taxes	1,499,709
Occupancy Tax	262,036,099
Property Taxes	212,983,485
Excise & Fees	20,762,687
Sales Tax	226,260,435
Restaurant	145,573,687
Retail	70,533,899
Airport	7,299,279
Car Rental	2,853,570
Local Total	788,103,732

Federal Tax Revenue (\$)	
Corporate Income	82,344,307
Personal Income	153,346,403
Excise & Fees	49,610,319
Social Security & Other Taxes	355,145,250
Federal Total	640,446,279

Local + Federal Total =
\$1.42 billion

+3.3% change from 2015

Source: IHS Markit

TOURISM IMPACT WASHINGTON, DC (DISTRICT OF COLUMBIA)

- If tourism did not exist in Washington, DC, the District would need to generate an average of **\$2,598 in local taxes** from each of the 303,321 households in DC in order to maintain the current level of tax receipts.
- Travel and tourism spending supports **74,654 jobs** annually.
- Travel and tourism jobs support **\$4.01 billion in wages**.
- Domestic spending was up 2.2% to **\$5.3 billion**; international spending up 5.1% to **\$2.0 billion** in 2016.

Source: IHS Markit

TOURISM IMPACT

WASHINGTON, DC (DISTRICT OF COLUMBIA)

- Each Washington, DC visitor generates about **\$332 in expenditures**.
- Every **300 visitors creates a new job** in Washington, DC.
- Each visitor creates about **\$65** in tax receipts, **\$36 of which goes to local government**.
- Each visitor generates **\$182 in wages**.

Sources: IHS Markit; DK Shifflet; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce

CONVENTION FORECAST BOOKED BY DESTINATION DC

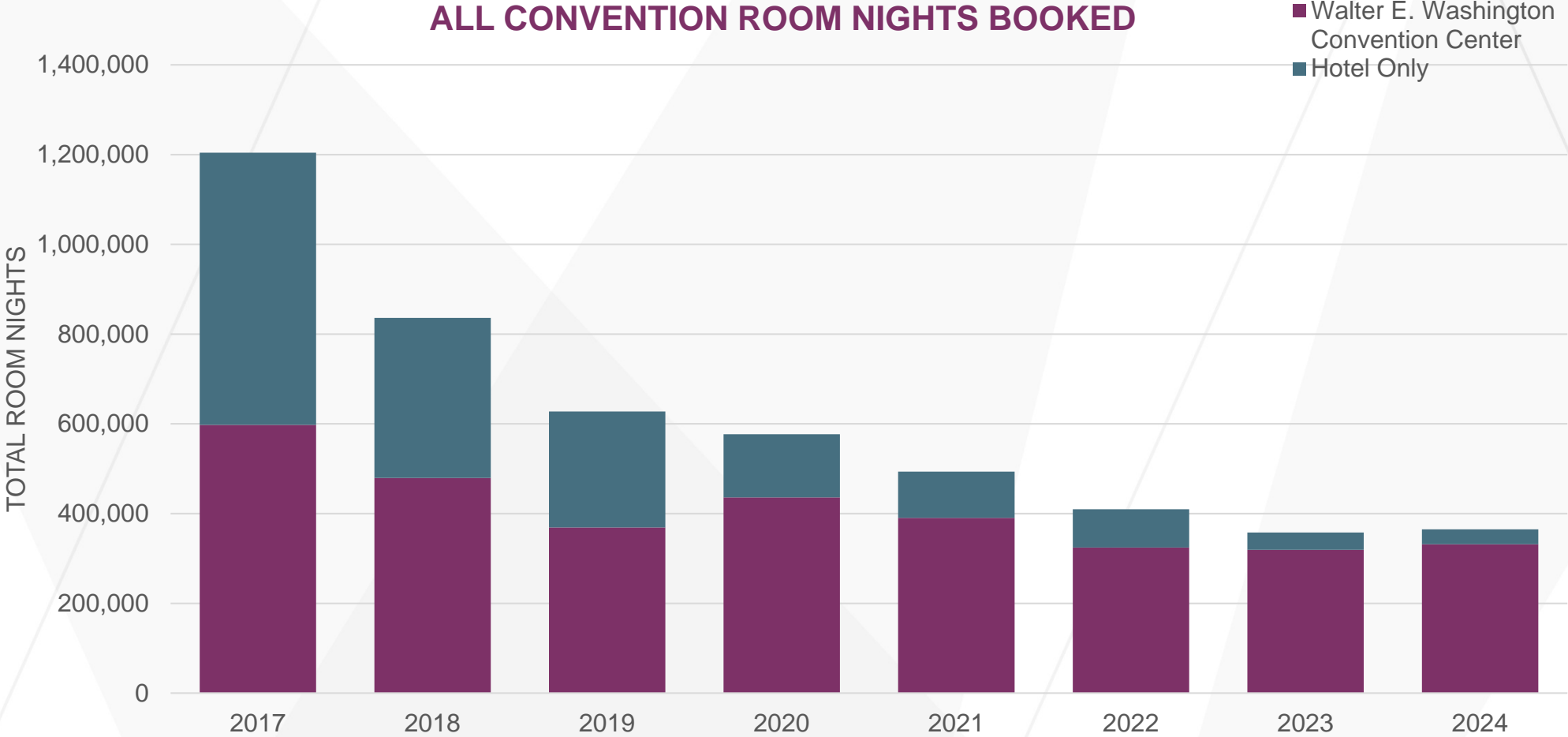


Chart reflects room nights confirmed as definite as of August 8, 2017
Source: Destination DC

CITYWIDE FORECAST WASHINGTON, DC

ALL CITYWIDE CONVENTION ROOM NIGHTS BOOKED

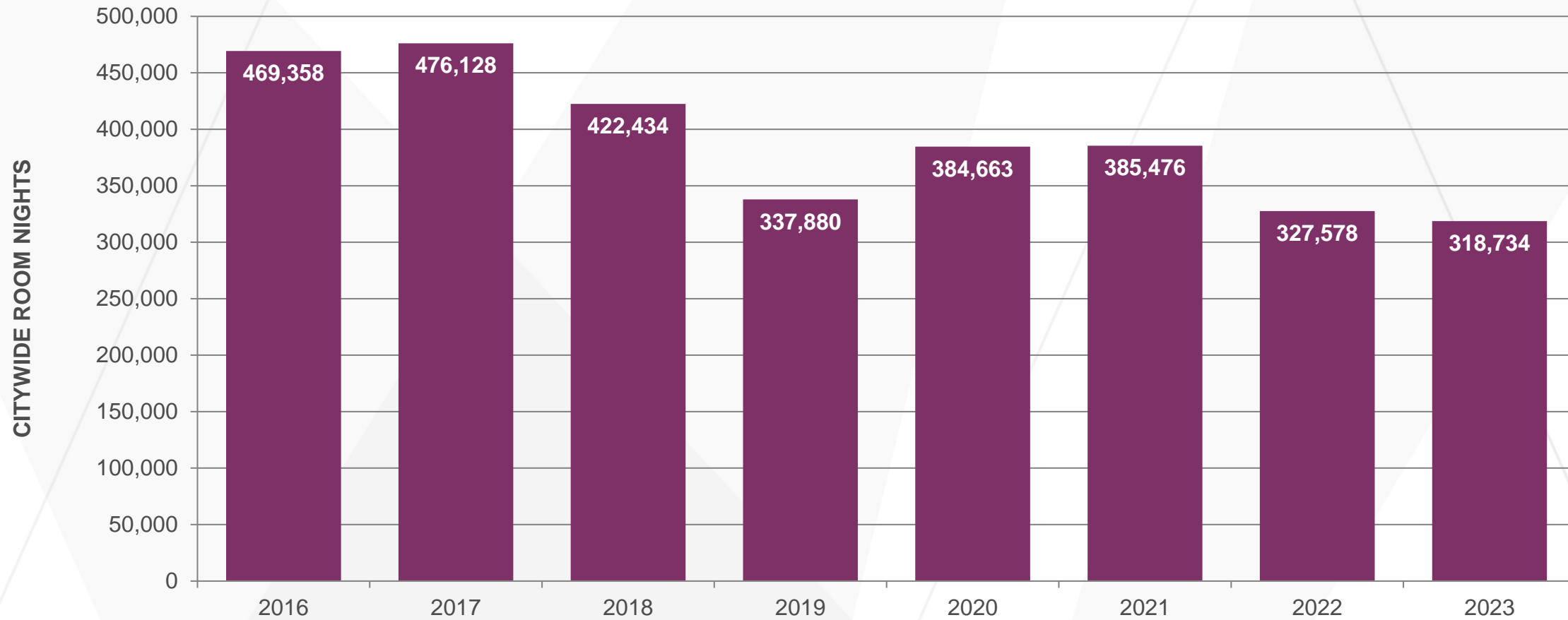
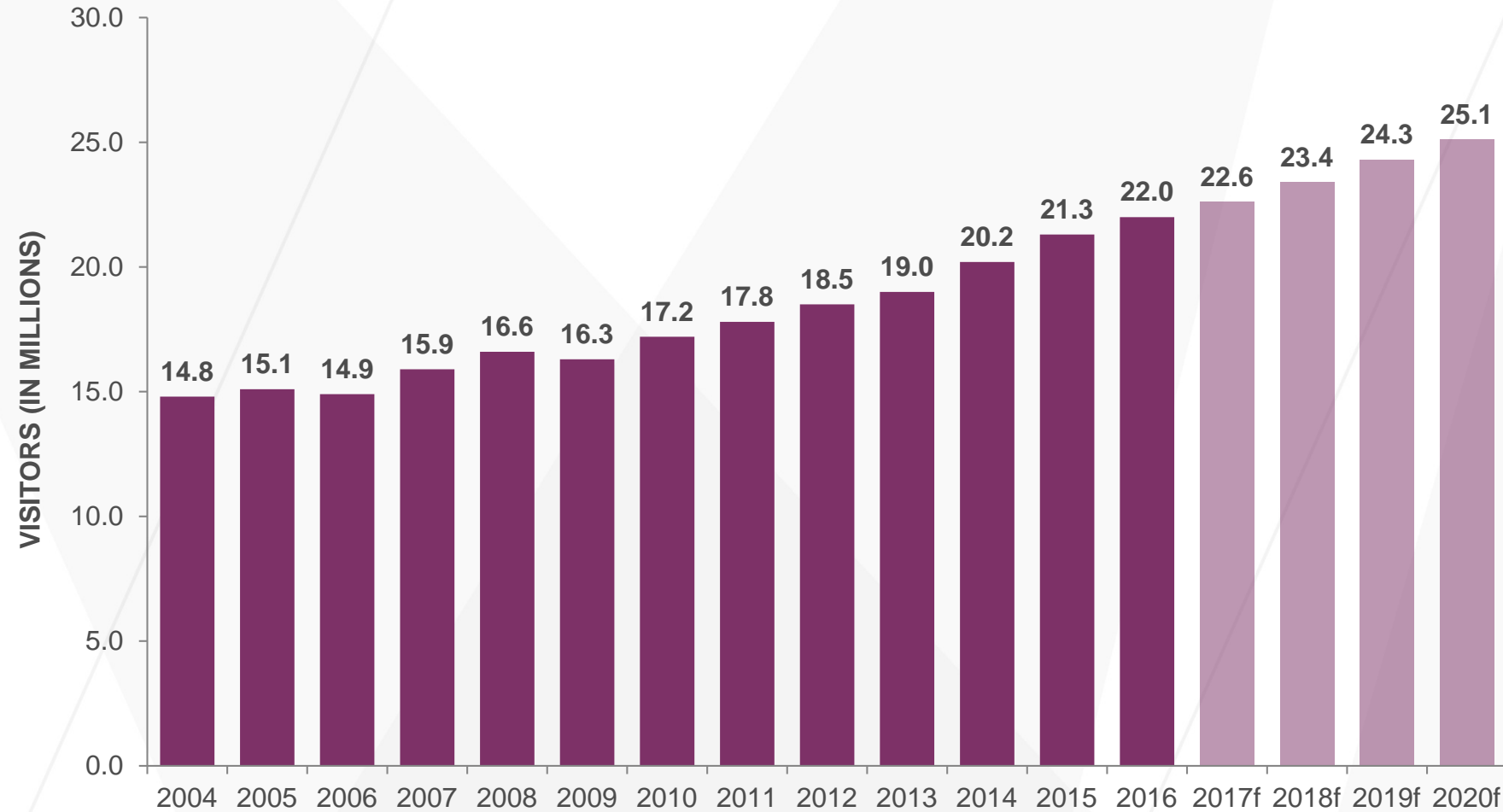


Chart reflects room nights confirmed as definite as of August 22, 2017; citywides are a minimum of 2,500 rooms on peak
Source: Destination DC

VISITATION FORECAST THROUGH 2020 WASHINGTON, DC (DISTRICT OF COLUMBIA)



DC's total visitor volume in 2016 reached a record high and is expected to continue to increase by 2 to 3% each year through 2020.

Sources: IHS Markit; DK Shifflet; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce

METHODOLOGY

VISITOR VOLUME: DK SHIFFLET (DOMESTIC) AND TRAVEL MARKET INSIGHTS (OVERSEAS)

- Domestic data is collected using an online panel methodology, contacting more than 50,000 distinct U.S. households each month; data is weighted by key demographics to balance the sample to the U.S. population.
- Overseas data comes from the I-94 form for visitors to the U.S. and is supplemented by data from the Survey of International Air Travelers. The data is released by the U.S. Department of Commerce.

VISITOR FORECAST AND ECONOMIC IMPACT: IHS MARKIT

- Visitor volume data is combined with economic variables, DC tax collections and other tourism indicators like airport arrivals, transportation statistics and attractions attendance to calculate forecasts and economic impact.