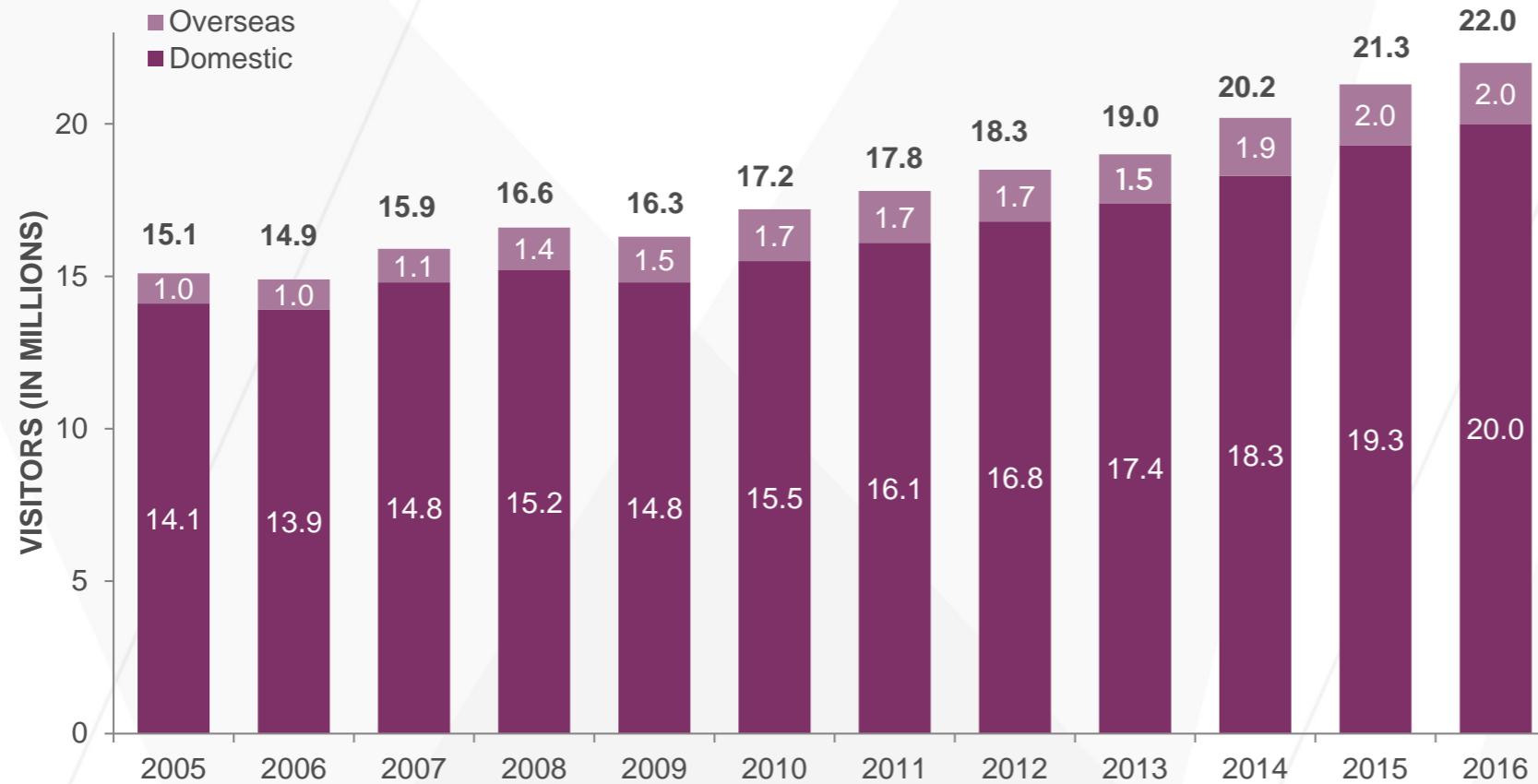




# 2016 VISITOR STATISTICS WASHINGTON, DC

# 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
<b>Washington, DC</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>2.09 M</b>
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.

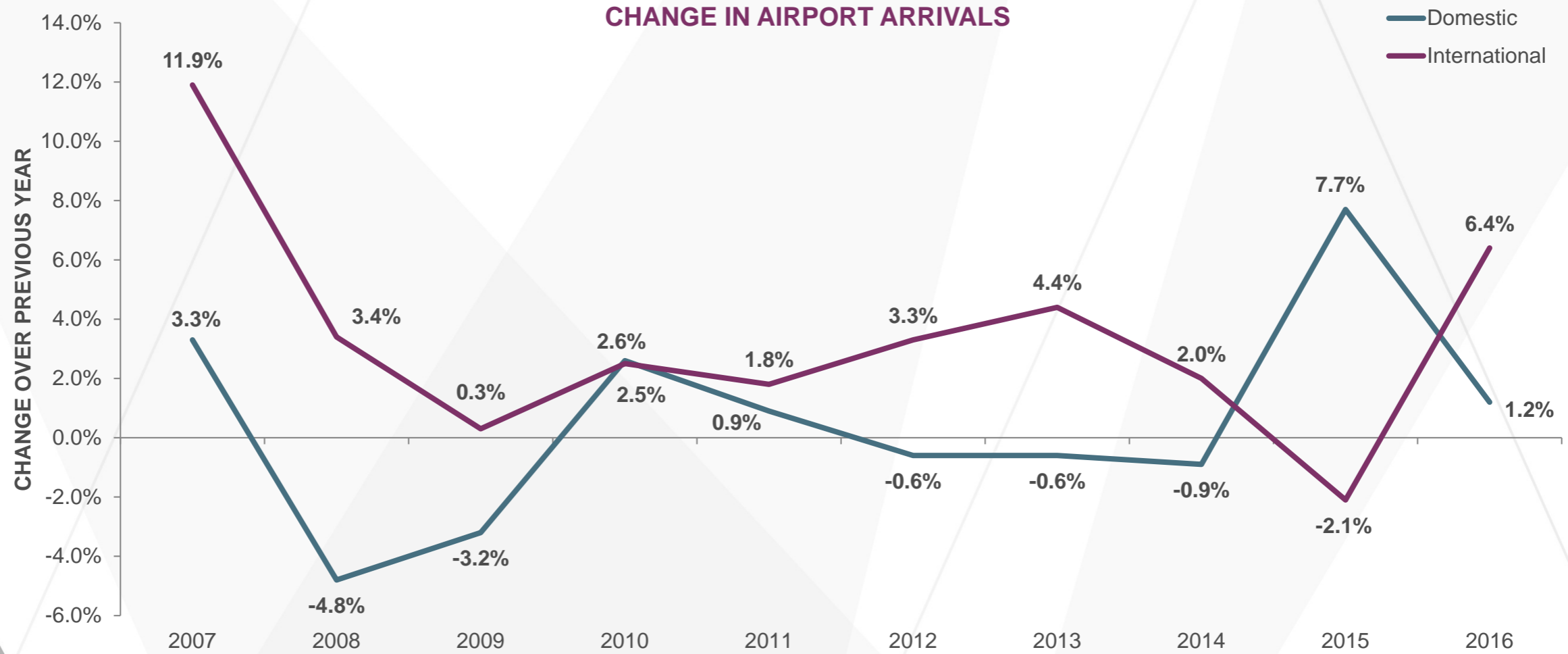
India rose to 5<sup>th</sup> in 2016, with an increase in visitation of 25% over 2015.

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*

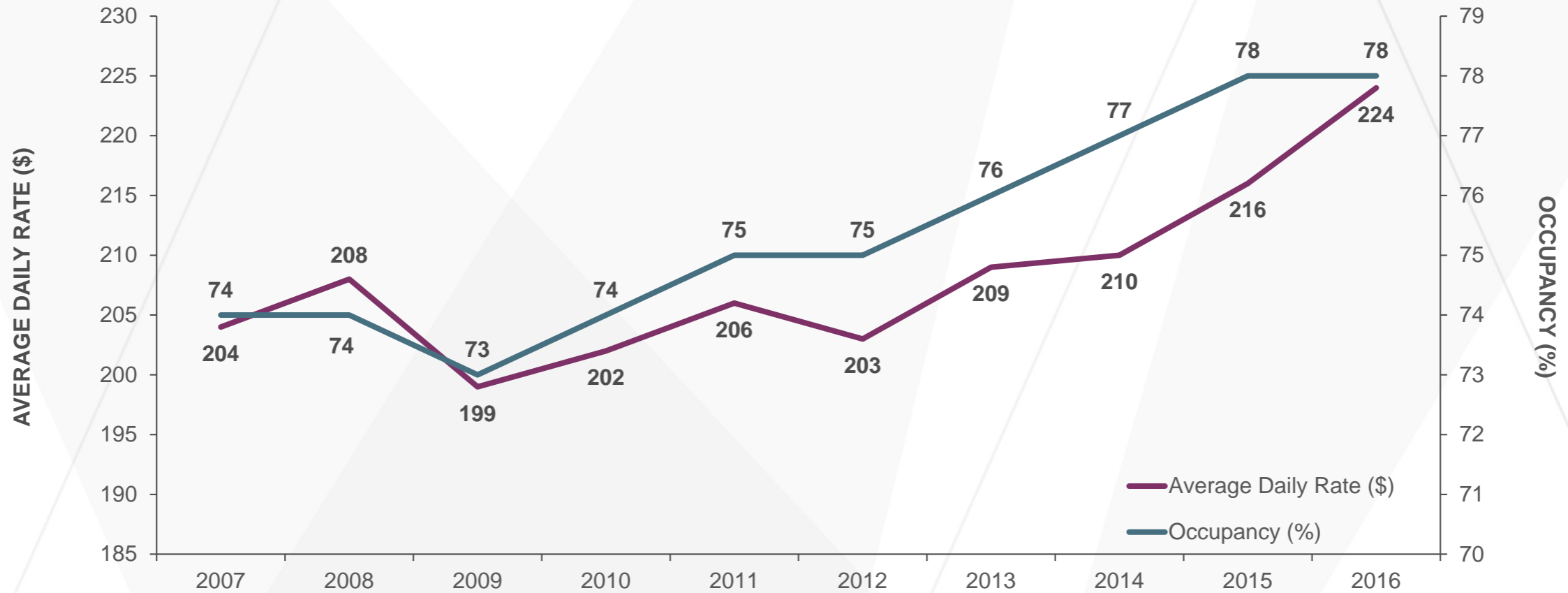
# AIRPORT ARRIVALS DCA AND IAD



Source: Metropolitan Washington Airports Authority

# HOTEL PERFORMANCE WASHINGTON, DC (DISTRICT OF COLUMBIA)

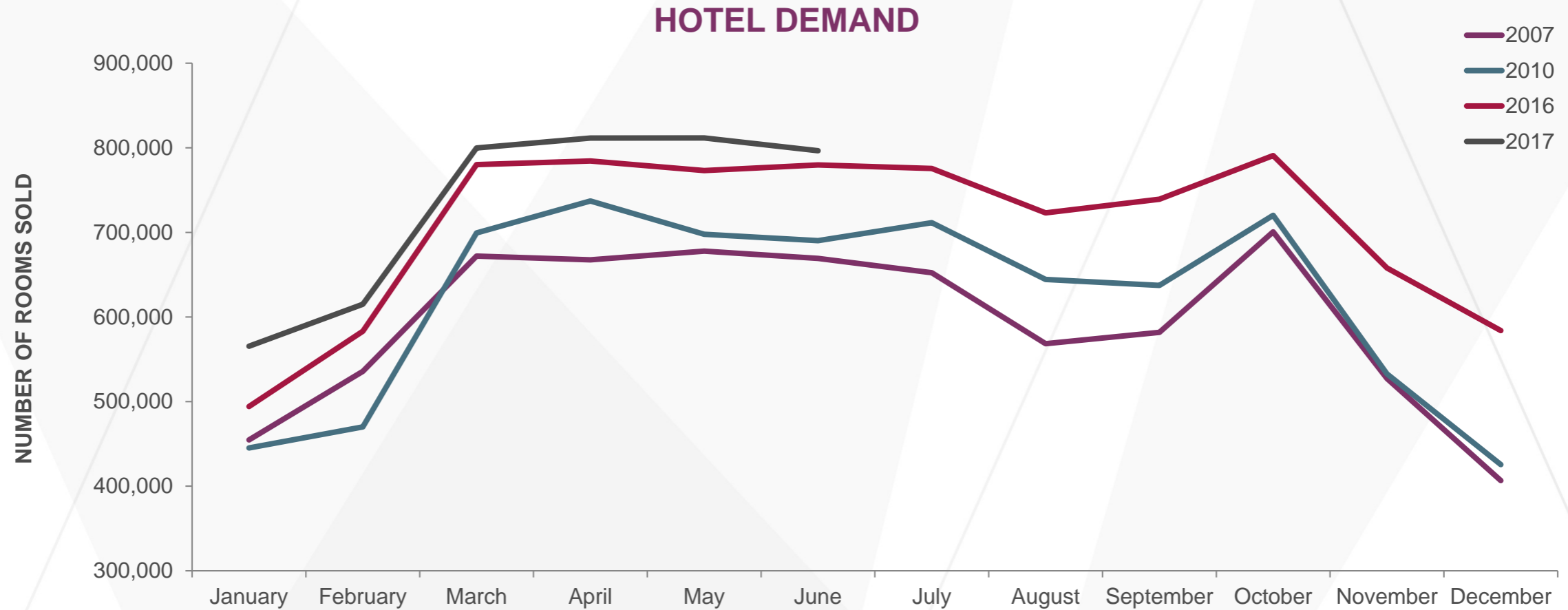
## ANNUAL AVERAGE DAILY RATE AND OCCUPANCY



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

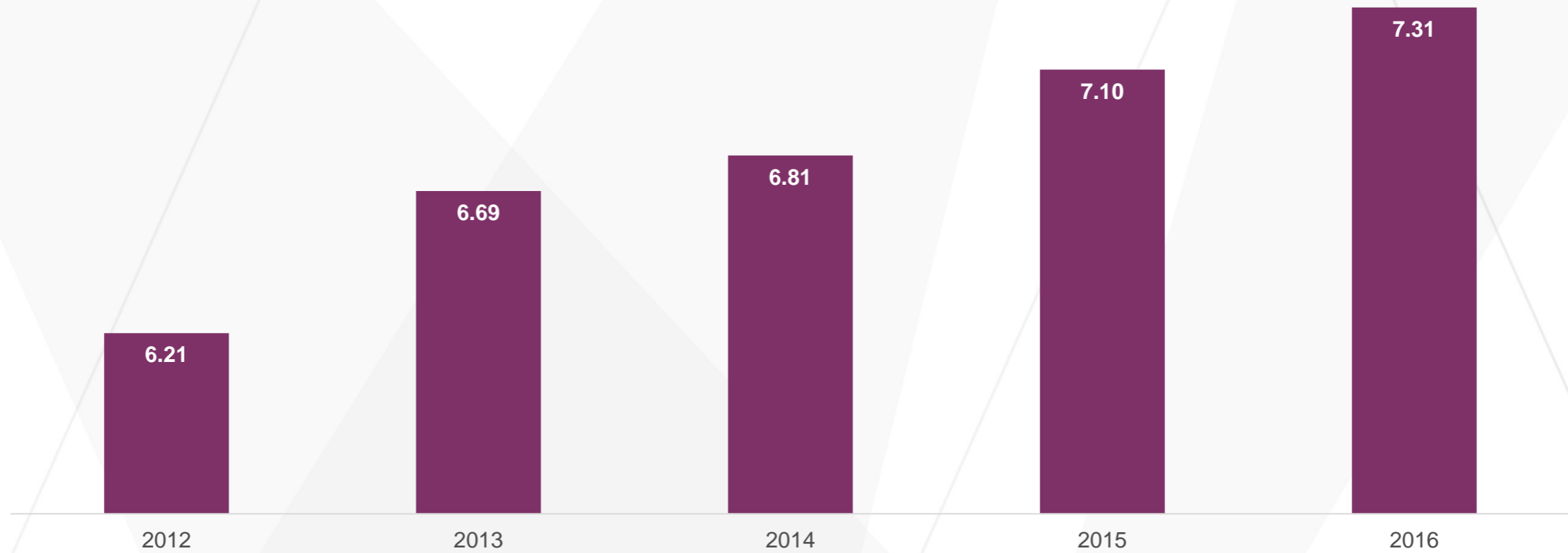
ADDITIONAL TOURISM INDICATORS	2016 Visitation	Percent Change 2015-16
National Park Service – Mall locations	33.8 million	1.0% ↑
National Park Service – All DC area locations	39.4 million	1.6% ↑
Smithsonian – Mall locations	22.7 million	3.9% ↑
Smithsonian – All DC area locations	29.3 million	6.7% ↑
Total 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)

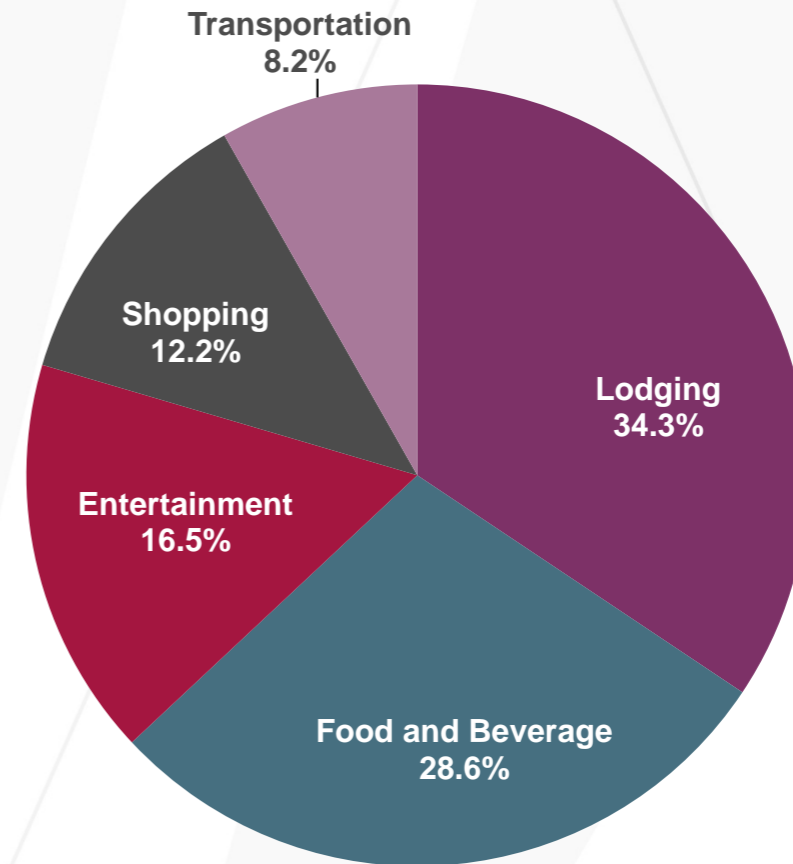


Includes both domestic and international spending

Source: IHS Markit

# VISITOR SPENDING WASHINGTON, DC (DISTRICT OF COLUMBIA)

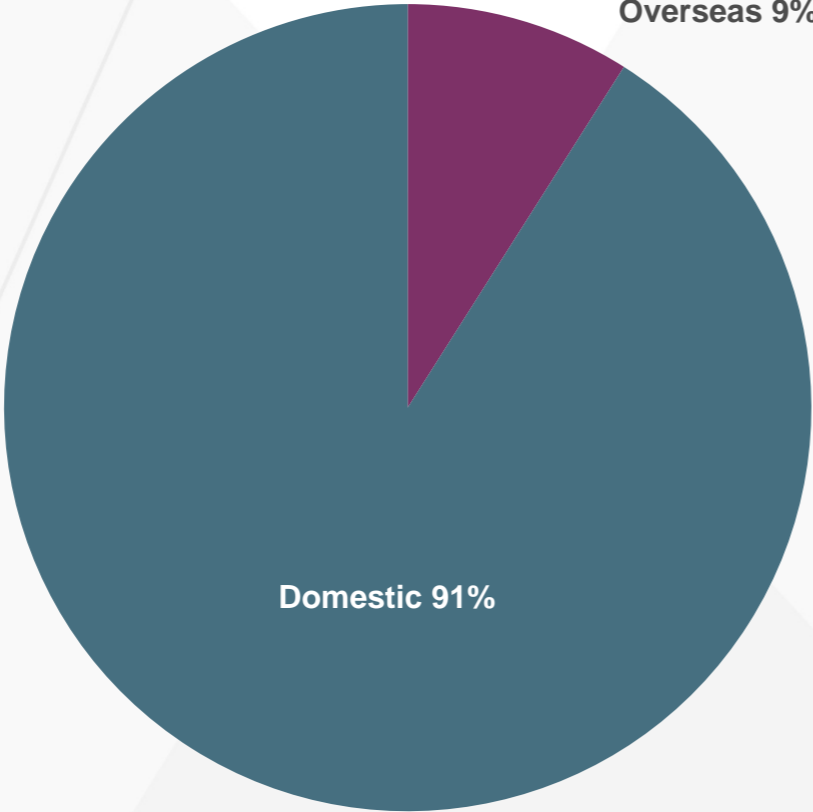
Expenditure Category	2016 (\$)	% Change
Lodging	2.51 billion	4.0% ↑
Food and Beverage	2.10 billion	2.7% ↑
Entertainment	1.21 billion	3.4% ↑
Shopping	891 million	1.6% ↑
Transportation	604 million	0.1% ↑



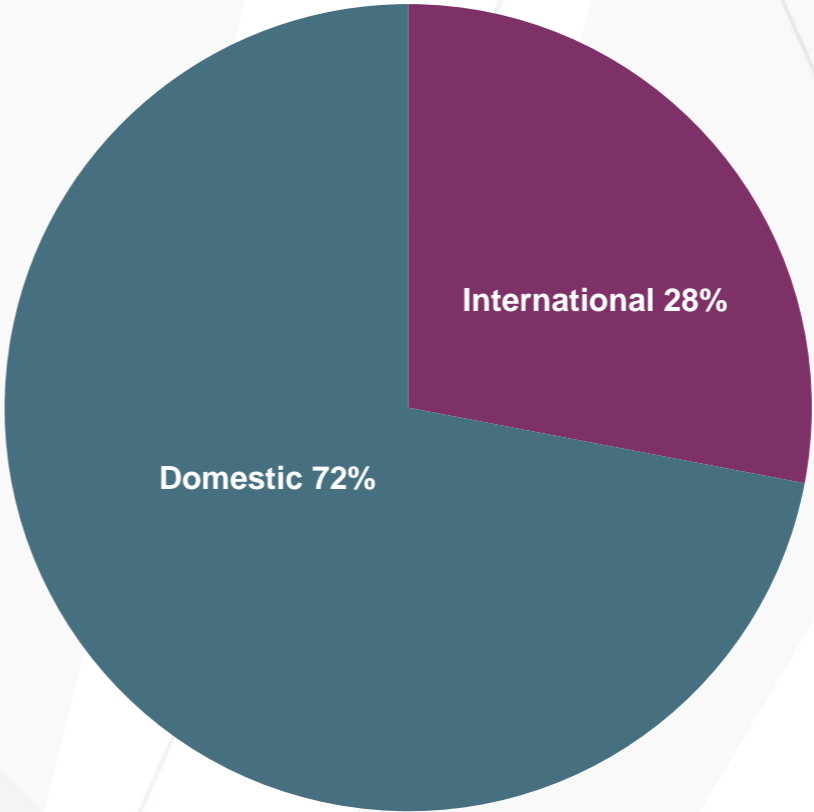
Source: IHS Markit

# 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
<b>Local Total</b>	<b>788,103,732</b>

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
<b>Federal Total</b>	<b>640,446,279</b>

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

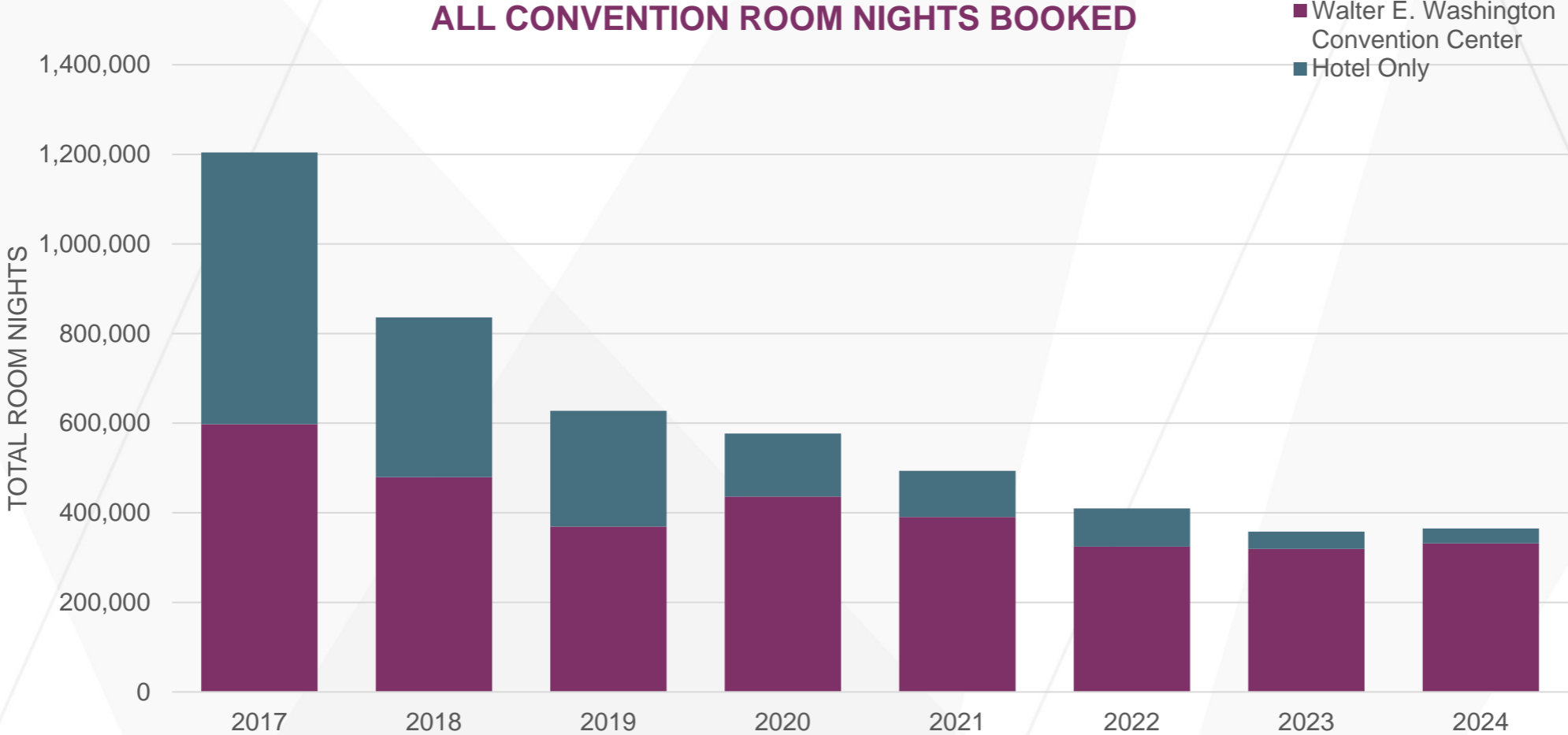


Chart reflects room nights confirmed as definite as of August 8, 2017  
Source: Destination DC

# CITYWIDE FORECAST WASHINGTON, DC

## ALL CITYWIDE CONVENTION ROOM NIGHTS BOOKED

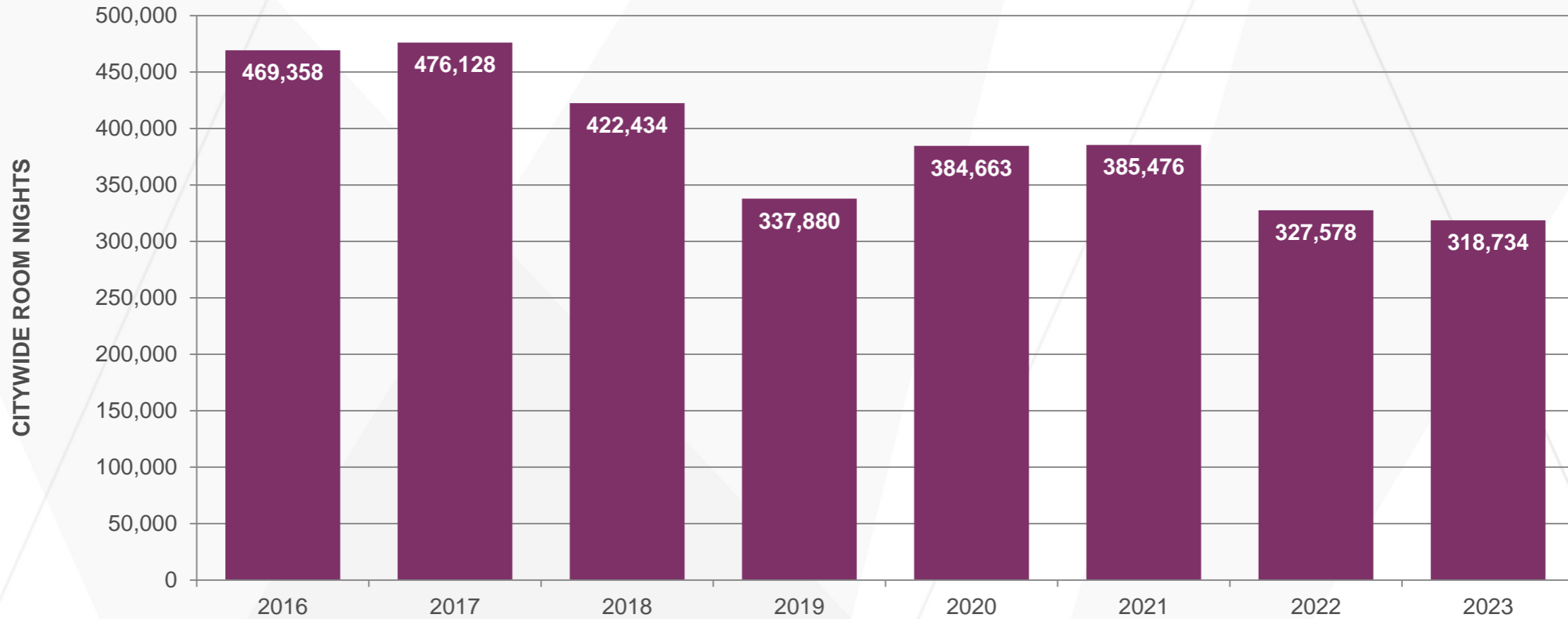
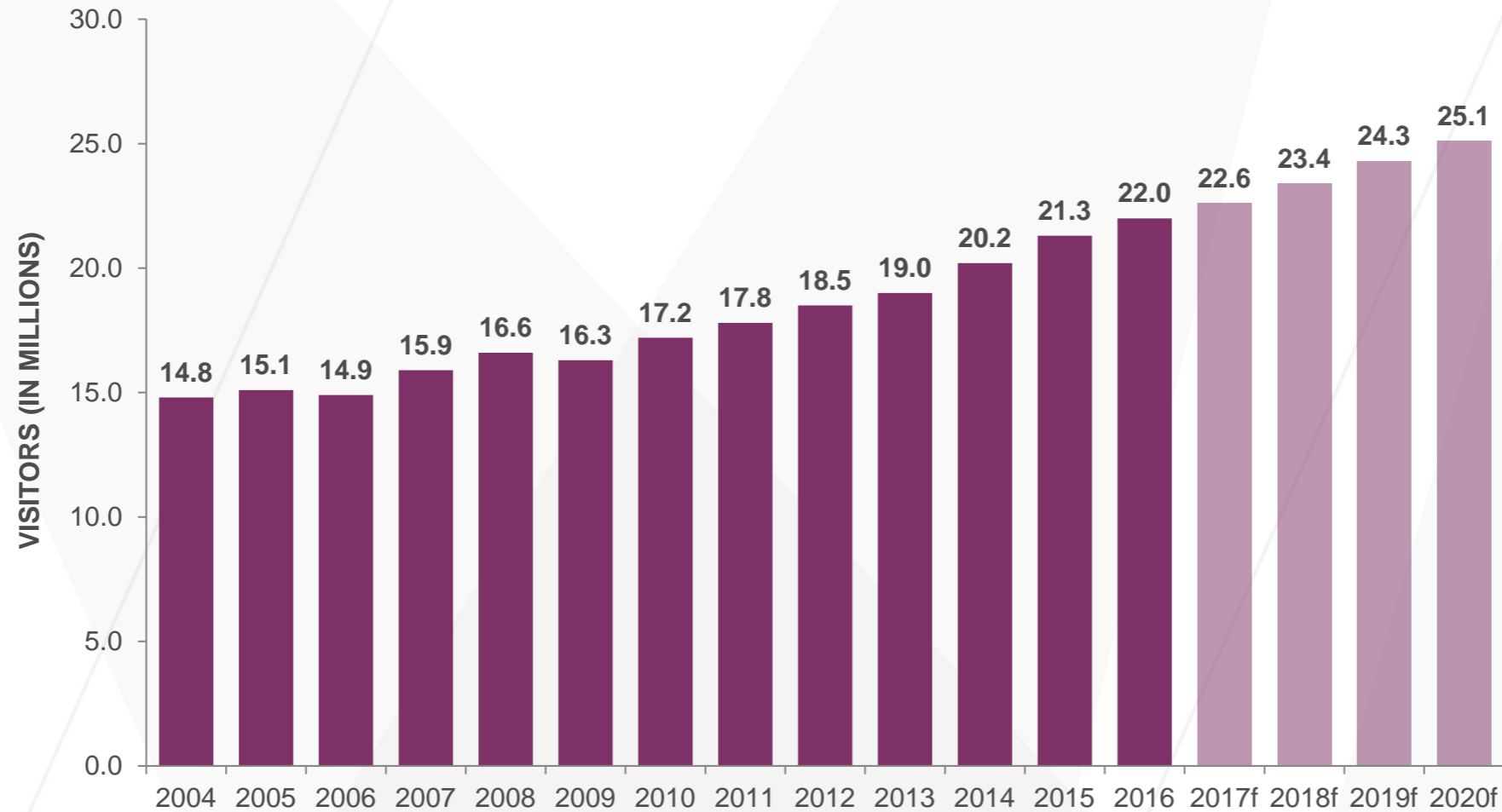


Chart reflects room nights confirmed as definite as of August 22, 2017; citywides are a minimum of 2,500 rooms on peak  
Source: Destination DC



# 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.