WASHINGTON, DC VISITATION AND IMPACT (2017)

TOTAL VISITORS
22.8 MILLION
8TH YEAR OF RECORD VISITATION
↑ 3.6% OVER 2016

DOMESTIC: 20.8 MILLION
↑ 4.2% OVER 2016
91% of visitors

OVERSEAS: 2 MILLION
↑ 1.3% OVER 2016
9% of visitors

LEISURE 59%
EDUCATION 6%
BUSINESS 9%
CONVENTION 12%
VACATION 55%
VISITING FRIENDS AND RELATIVES 18%

DC VISITOR IMPACT
$814 MILLION
Without visitor revenue, DC would need to collect an average of $2,656/YEAR in additional local taxes from 306,482 households to compensate.

TOTAL VISITOR SPENDING
$7.5 BILLION
↑ 3.1% OVER 2016
27% IS INTERNATIONAL

LENGTH OF OVERNIGHT STAY
DOMESTIC TRAVELERS: 2.6 NIGHTS
OVERSEAS TRAVELERS: 6 NIGHTS

Source: DK Shifflet/Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce (TMI)

Source: IHS Markit
**TOP OVERSEAS MARKETS TO DC**

1. **CHINA**
   - 15% of overseas visitors
   - 302k visitors

2. **UK** 166k
3. **SOUTH KOREA** 136k
4. **INDIA** 135k
5. **GERMANY** 125k
6. **FRANCE** 94k
7. **AUSTRALIA** 80k
8. **BRAZIL** 71k
9. **ITALY** 68k
10. **JAPAN** 62k

**TOP DOMESTIC MARKETS TO DC**

1. **NEW YORK**
   - 9% of spend

2. **LOS ANGELES**
3. **SAN FRANCISCO**
4. **PHILADELPHIA**
5. **BOSTON**
6. **MIAMI**
7. **ATLANTA**
8. **SEATTLE**
9. **DALLAS**
10. **HOUSTON**

**DAILY DEPARTURES**

- **DULLES INTERNATIONAL (IAD):**
  - 251 destinations
  - 84 domestic destinations
  - 55 international destinations

- **REAGAN NATIONAL (DCA):**
  - 397 destinations
  - 97 destinations

- **BALTIMORE-WASHINGTON INTERNATIONAL (BWI):**
  - 353 destinations
  - 83 destinations

Source: Metropolitan Washington Airports Authority, as of January 2019/Maryland Aviation Administration

**2018 HOTEL DATA**

- **HOTEL OCCUPANCY:** 77.6% (↓ 1.3% over 2017)
- **AVERAGE DAILY RATE (ADR):** $221.41 (↓ 5.3% over 2017)

Source: STR

**HOTEL INVENTORY**

- **HOTELS:** 140
- **HOTEL ROOMS:** 33,297

Source: Lodging Econometrics – Q3 2018

**HOTEL PIPELINE**

- **PIPELINE HOTELS:** 18
- **PIPELINE ROOMS:** 3,987

Source: Lodging Econometrics – Q3 2018