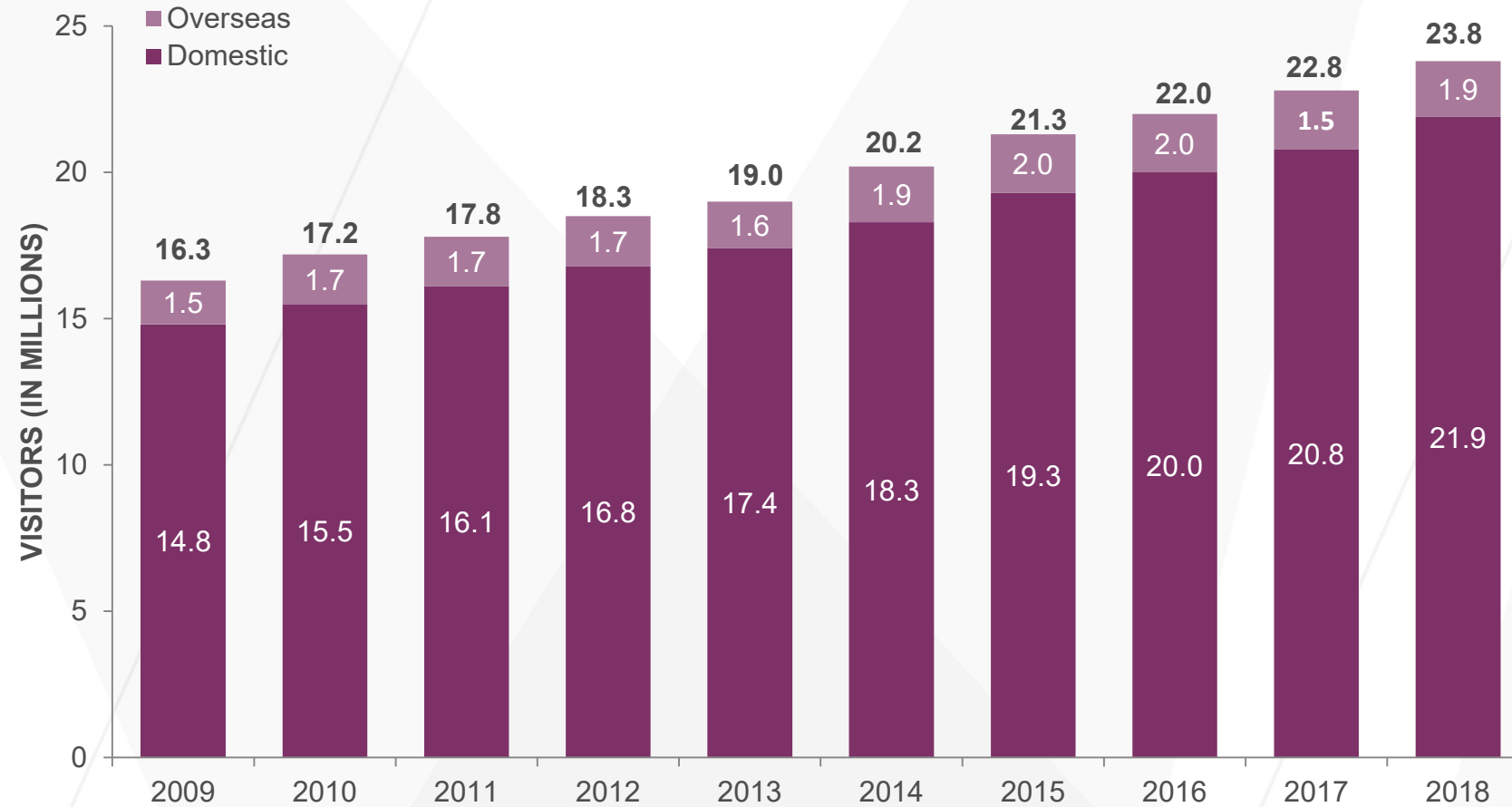




# 2018 VISITOR STATISTICS WASHINGTON, DC

# TOTAL VISITATION TO WASHINGTON, DC

## WASHINGTON, DC (DISTRICT OF COLUMBIA)



In 2018, DC welcomed a total of 23.8 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

# TOP OVERSEAS MARKETS TO DC IN 2018

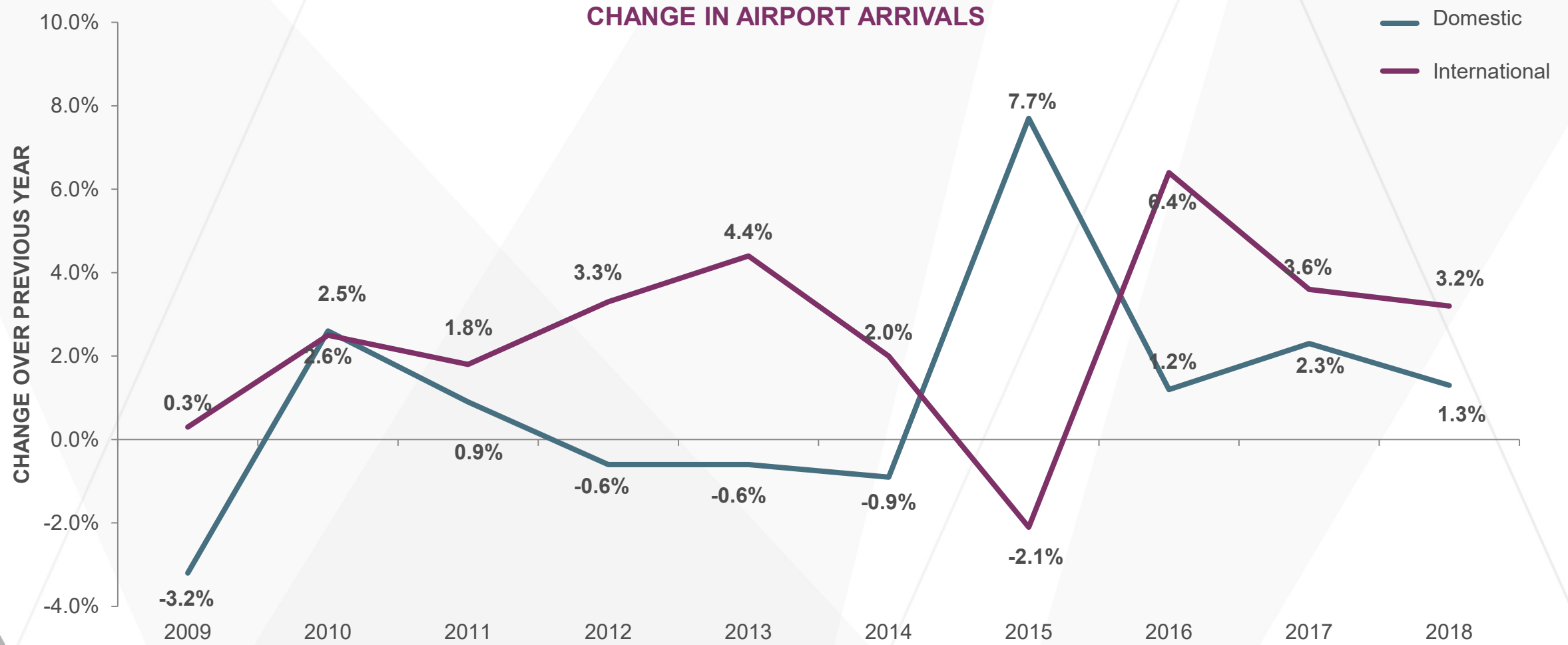
**1.9M**

Overseas Visitors  
to DC in 2018

1. China	226,000	↓25%
2. United Kingdom	191,000	↑16%
3. India	117,000	↓13%
4. Germany	114,000	↓9%
5. Brazil	100,000	↑41%
6. Australia	90,000	↑13%
7. France	79,000	↓16%
8. South Korea	74,000	↓46%
9. Italy	60,000	↓12%
10. Spain	59,000	↑4%

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

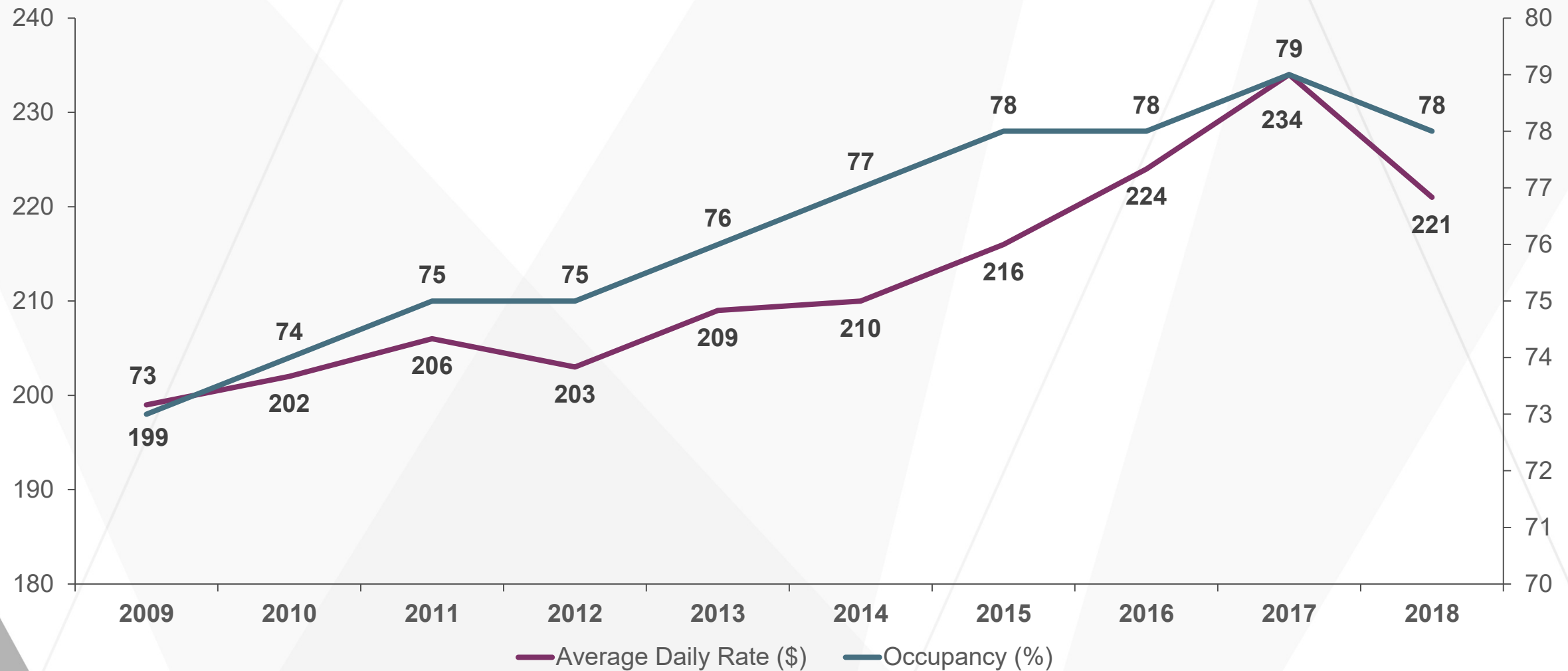
# AIRPORT ARRIVALS DCA AND IAD



Source: Metropolitan Washington Airports Authority

# HOTEL PERFORMANCE WASHINGTON, DC (DISTRICT OF COLUMBIA)

## ANNUAL AVERAGE DAILY RATE AND OCCUPANCY



— Average Daily Rate (\$) — Occupancy (%)

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

Source: STR

# TOURISM INDICATORS

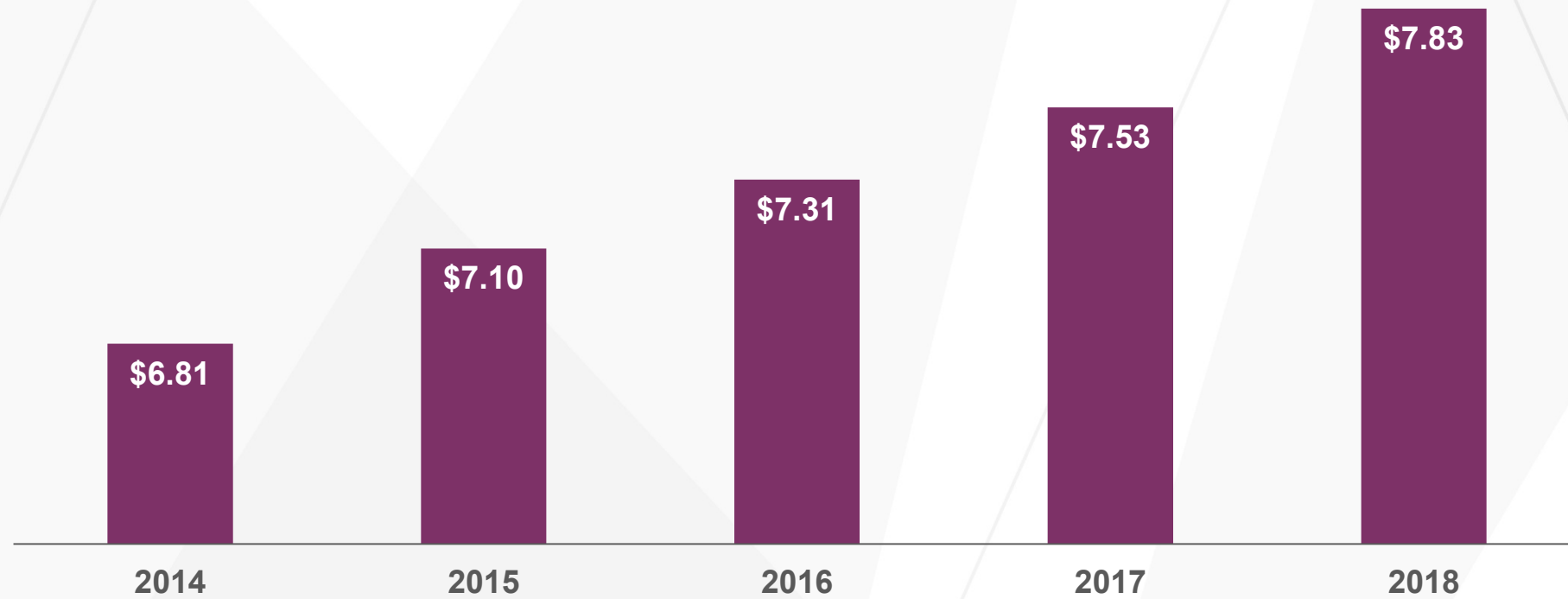
## 2017 VS. 2018

ADDITIONAL TOURISM INDICATORS	2018 Visitation	Percent Change 2017-18
National Park Service – Mall locations	31.3 million	3.8% ↓
National Park Service – All DC area locations	34.0 million	4.6% ↓
Smithsonian – Mall locations	20.7 million	10.7% ↓
Smithsonian – All DC area locations	27.7 million	4.6% ↓
Total Domestic Arrivals (DCA+IAD)	19.5 million	1.3% ↑
Total International Arrivals (DCA+IAD)	4.2 million	3.2% ↑

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

# VISITOR SPENDING DOMESTIC & INTERNATIONAL

## VISITOR SPENDING (IN BILLIONS)



Includes both domestic and international spending

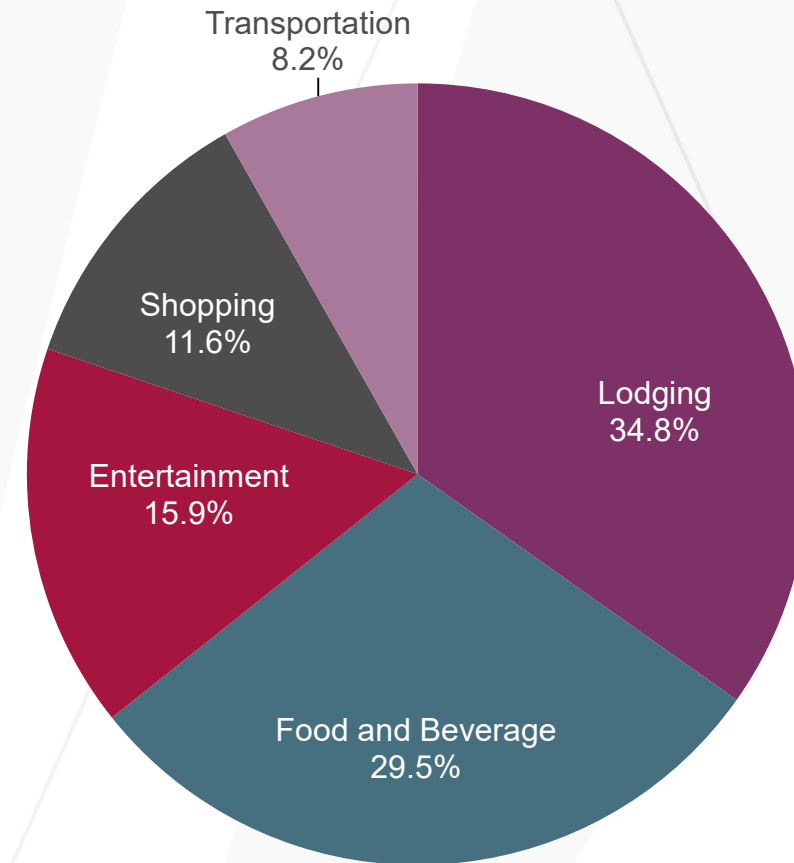
Source: IHS Markit



# VISITOR SPENDING

## Washington, DC (District Of Columbia)

Expenditure Category	2018 (\$)	% Change
Lodging	2.72 billion	2.0% ↑
Food and Beverage	2.31 billion	6.1% ↑
Entertainment	1.24 billion	3.7% ↑
Shopping	910 million	6.4% ↑
Transportation	643 million	5.6% ↑
<b>Total</b>	<b>7.8 billion</b>	<b>4.3% ↑</b>



Source: IHS Markit



# TAX REVENUE

## VISITORS TO WASHINGTON, DC (DISTRICT OF COLUMBIA)

Local Tax Revenue (\$)	
Corporate Income	20,630,511
Personal Income	48,007,065
Social Security & Other Taxes	1,589,294
Occupancy Tax	288,482,293
Property Taxes	227,923,976
Excise & Fees	22,076,865
Sales Taxes	241,900,470
Restaurant	161,060,656
Retail	70,475,023
Airport	7,455,838
Car Rental	2,908,953
<b>Local Total</b>	<b>850,610,474</b>

Federal Tax Revenue (\$)	
Corporate Income	87,923,024
Personal Income	162,726,399
Excise & Fees	53,090,416
Social Security & Other Taxes	376,459,450
<b>Federal Total</b>	<b>680,199,289</b>

Local + Federal Total =  
\$1.53 billion

+3.9% change from 2017

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 **\$2,844 in local taxes** from each of the 299,073 households in DC in order to maintain the current level of tax receipts.
- Travel and tourism spending supports **76,522 jobs** annually.
- Travel and tourism jobs support **\$4.32 billion in wages**.
- Domestic spending was up 4.0% to **\$5.7 billion**; international spending up 4.9% to **\$2.1 billion** in 2018.

Source: IHS Markit

## TOURISM IMPACT WASHINGTON, DC (DISTRICT OF COLUMBIA)

- Each Washington, DC visitor generates about **\$329 in expenditures.**
- Every **313 visitors creates a new job** in Washington, DC.
- Each visitor creates about **\$64** 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

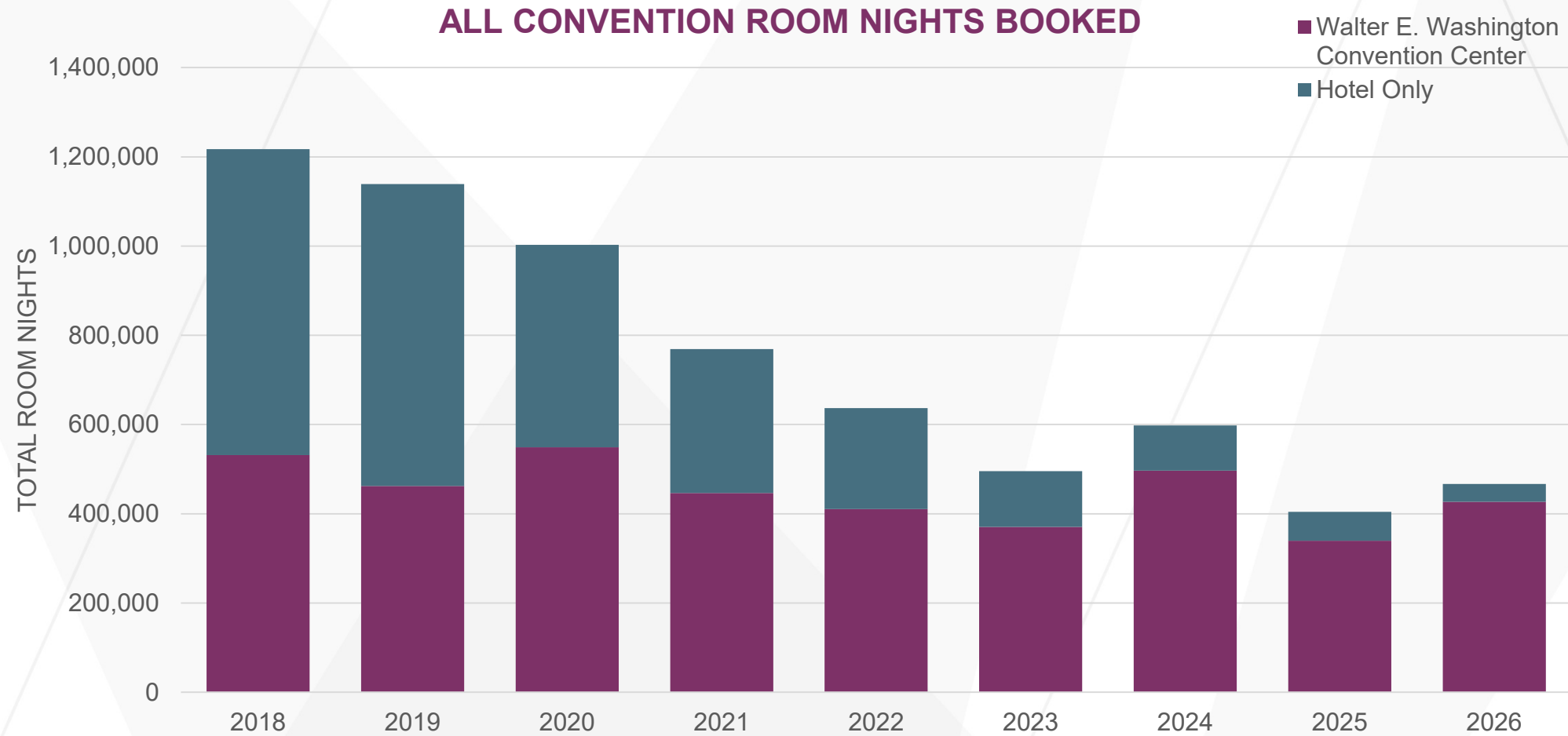


Chart reflects room nights confirmed as definite as of Oct. 2, 2019. Bookings are for calendar year.

Source: Destination DC

# CITYWIDE FORECAST WASHINGTON, DC

## ALL CITYWIDE CONVENTION ROOM NIGHTS BOOKED

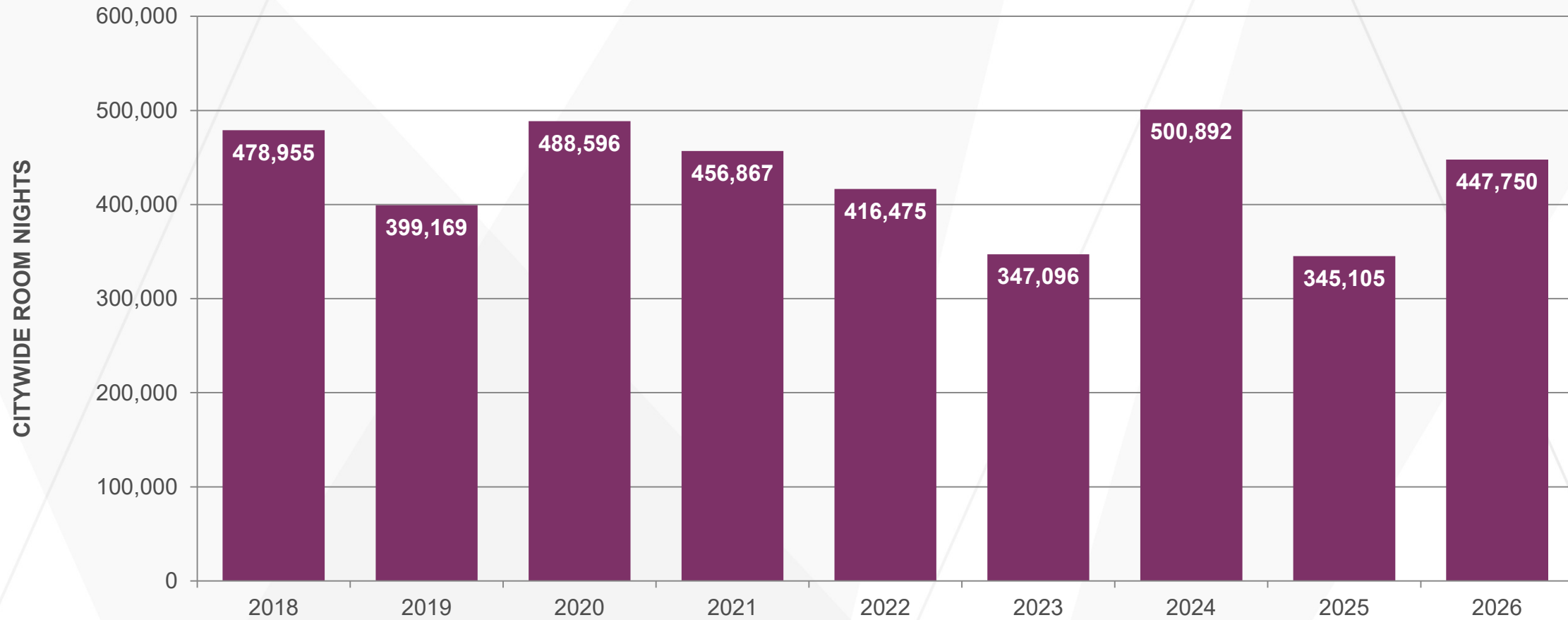
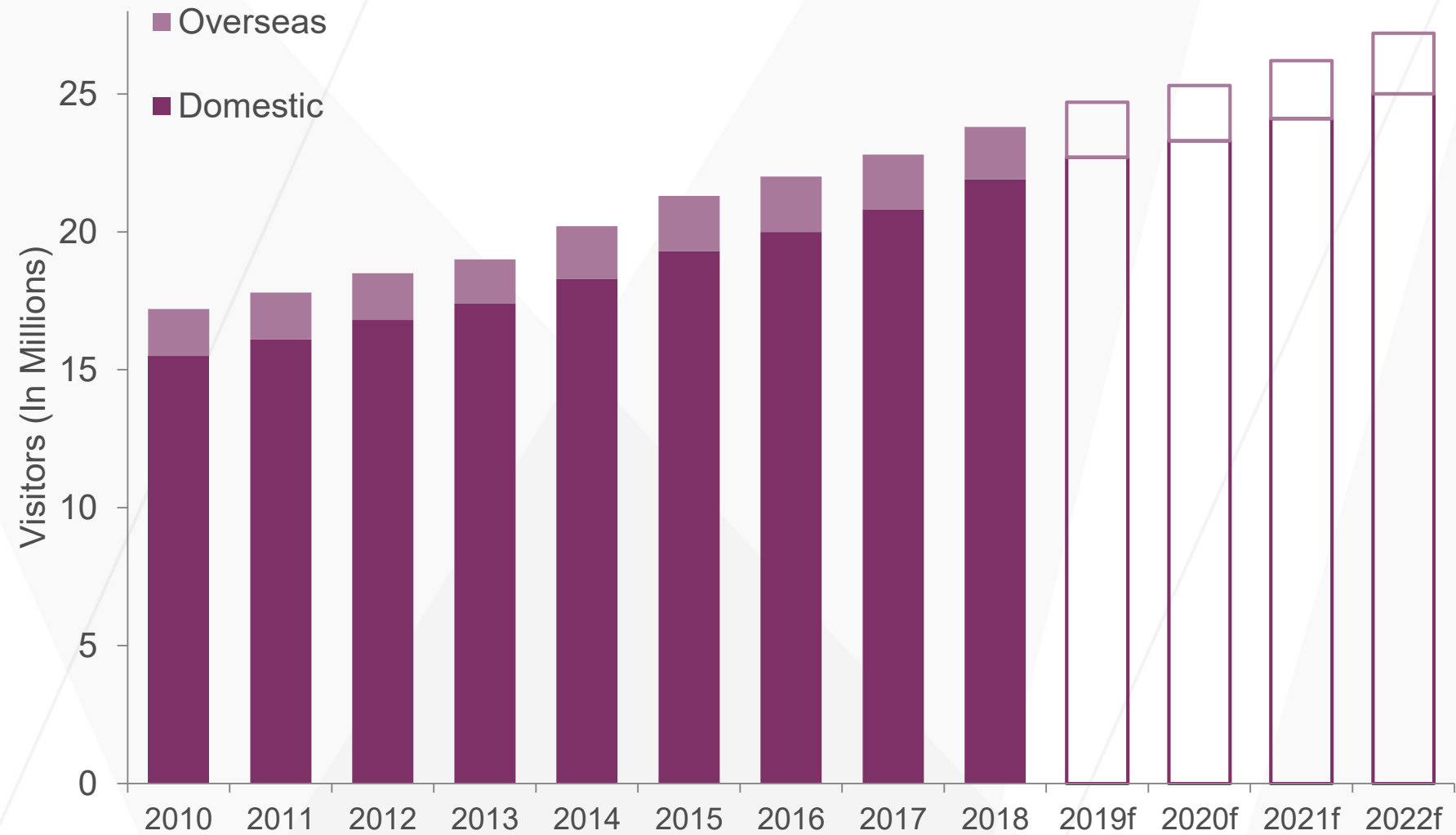


Chart reflects room nights confirmed as definite as of Oct. 2, 2019 for the calendar year; citywides are a minimum of 2,500 rooms on peak.

Source: Destination DC

# VISITATION FORECAST THROUGH 2022

## WASHINGTON, DC (DISTRICT OF COLUMBIA)



DC's total visitor volume in 2018 reached a record high and is expected to continue to increase by 2 to 4% each year through 2021.

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

# METHODOLOGY

## **VISITOR VOLUME: MMGY Travel Intelligence (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.