

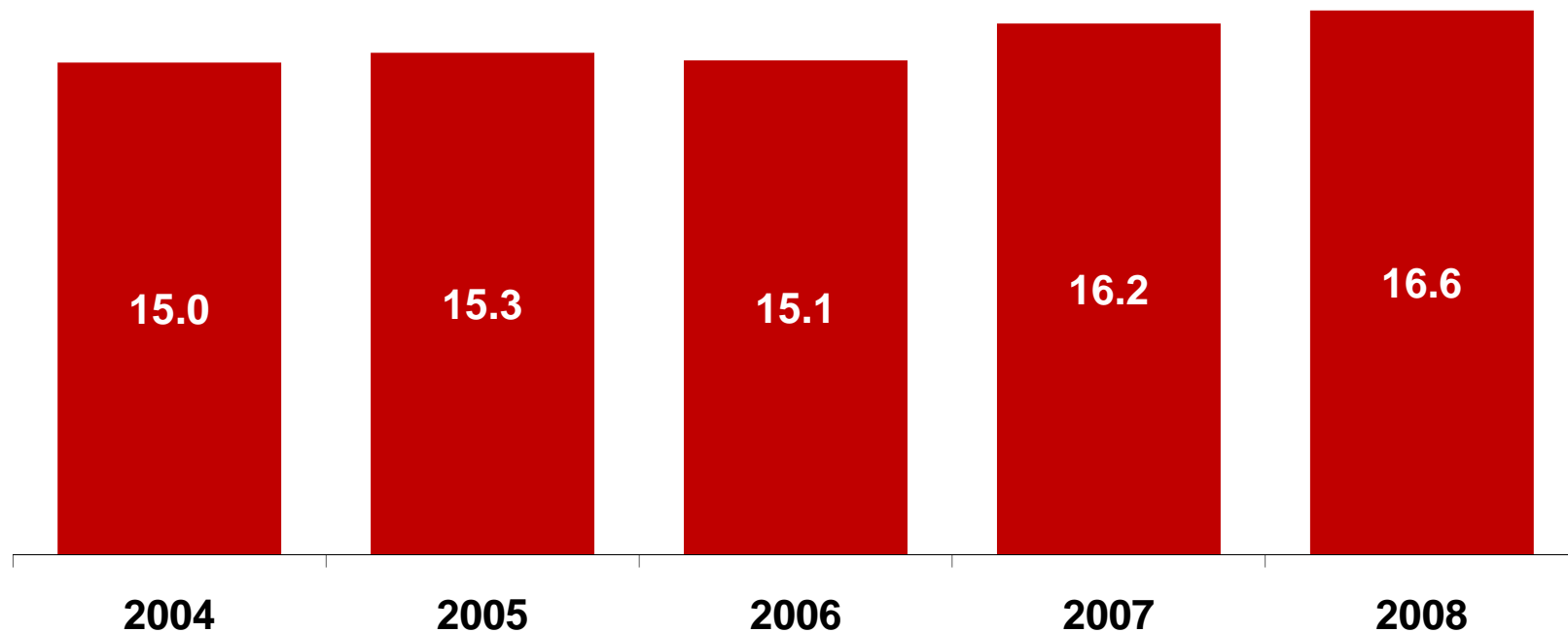


WASHINGTON DC's 2008 VISITOR STATISTICS

TOTAL VISITATION TO DC

(CITY-DEFINITION, IN MILLIONS)

★ 3% increase in total visitors in 2008



Source: DK Shifflet & Office Travel & Tourism Industries, Dept of Commerce

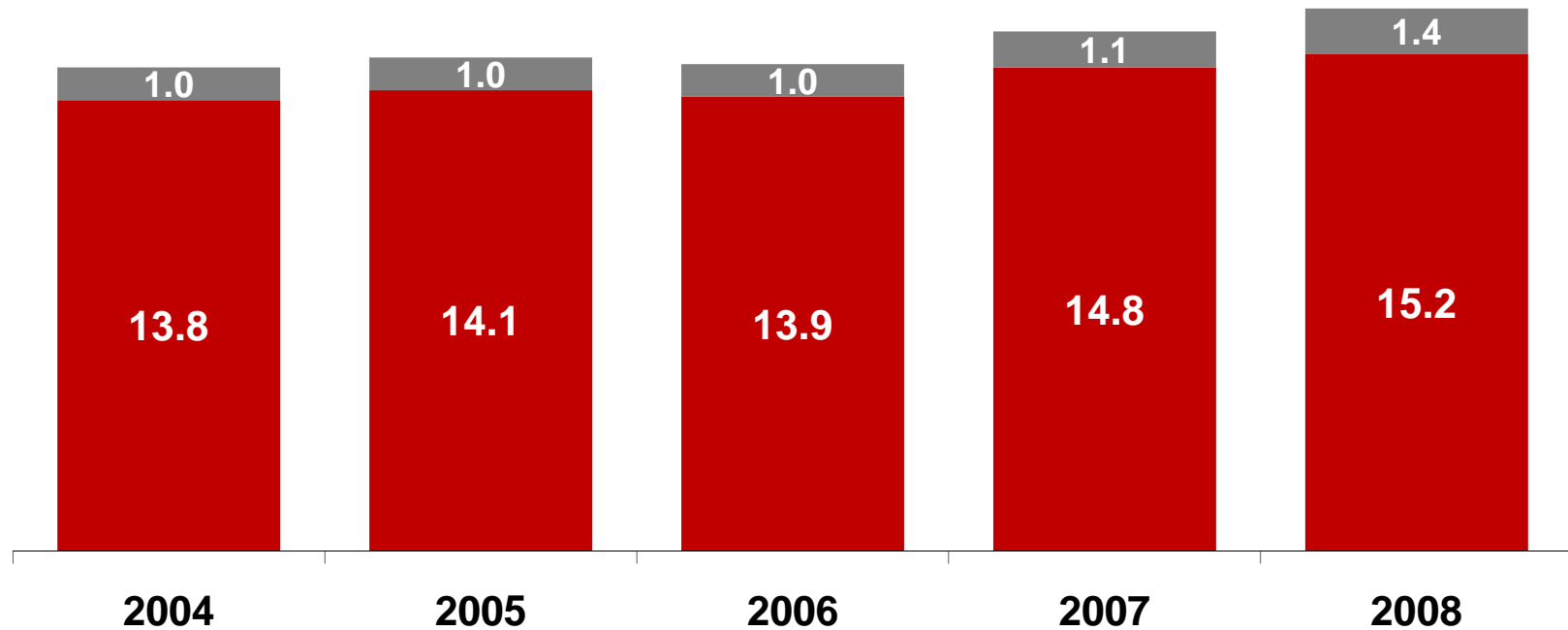


TOTAL VISITATION TO DC

(CITY-DEFINITION, IN MILLIONS)

■ Domestic
■ International

★ *9th most visited U.S. city
among domestic travelers*

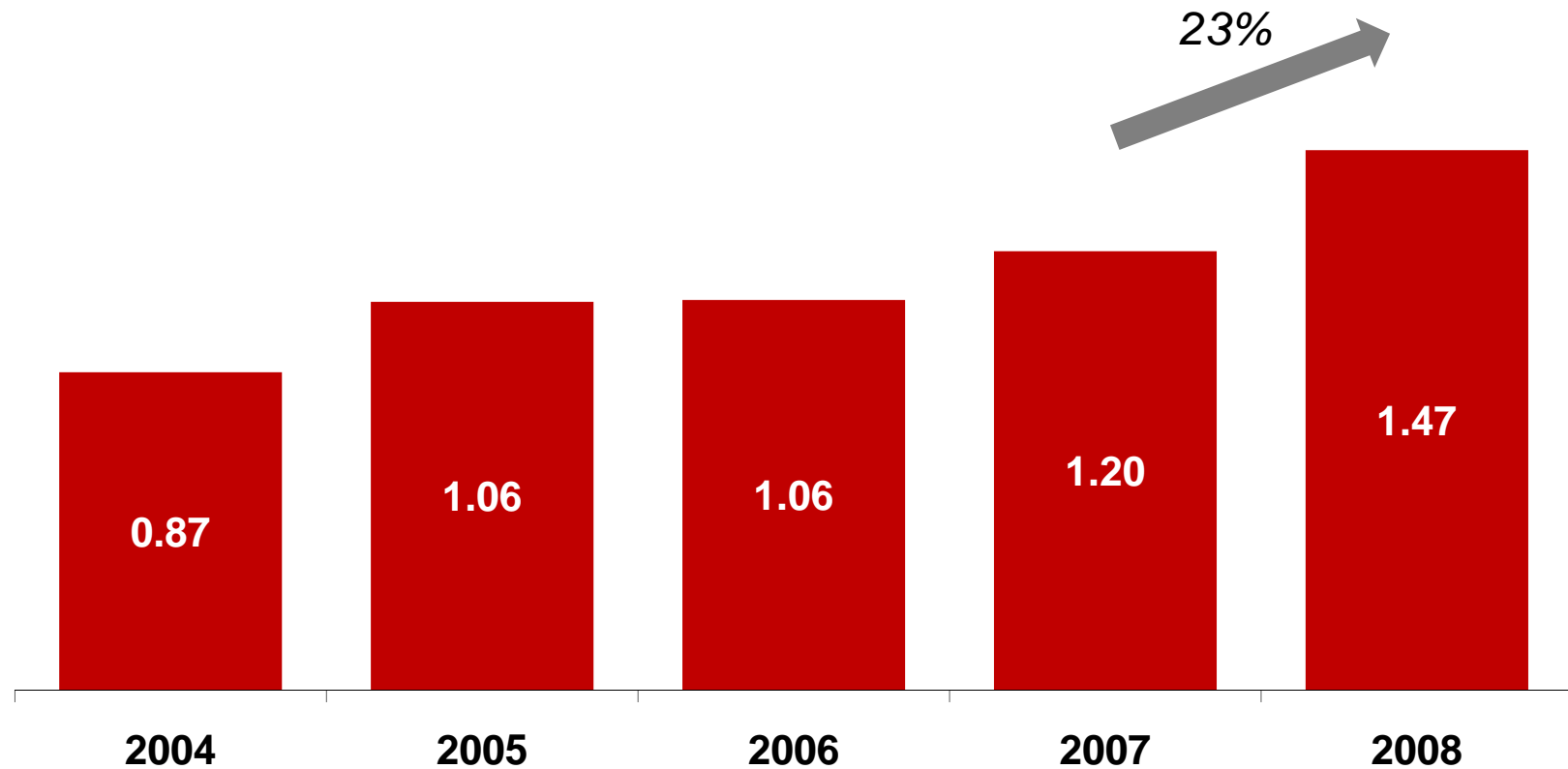


Source: DK Shifflet & Office Travel & Tourism Industries, Dept of Commerce



OVERSEAS VISITATION TO DC

(MSA DEFINITION, IN MILLIONS)



Source: Office Travel & Tourism Industries, Dept of Commerce



INTERNATIONAL ARRIVALS TO DC

- ★ In 2008, European economy is down and the competitive continues to grows
 - Following great growth year in 2007 with several routes to DC
- ★ Even so international arrivals increased 3% to nearly 3.3 million deplanements in 2008
 - Int'l arrivals to Dulles+ Reagan – up 3%
 - Int'l arrivals to IAD+BWI+DCA – up 1%

Source: Metropolitan Washington Airport Authority



OVERSEAS VISITATION

Destination (MSA)	2006	2007	2008
New York City	1	1	1
Los Angeles	2	2	2
San Francisco	3	4	3
Miami	5	3	4
Orlando	3	5	5
Las Vegas	7	6	6
Honolulu/Oahu	6	7	7
Washington, DC	8	8	8
Chicago	8	9	9
Boston	10	10	10

★ #8 position since overseas tracking began in 1998

★ Only city to see greater increase: Philadelphia increased 29% in 2008 to 550K visitors

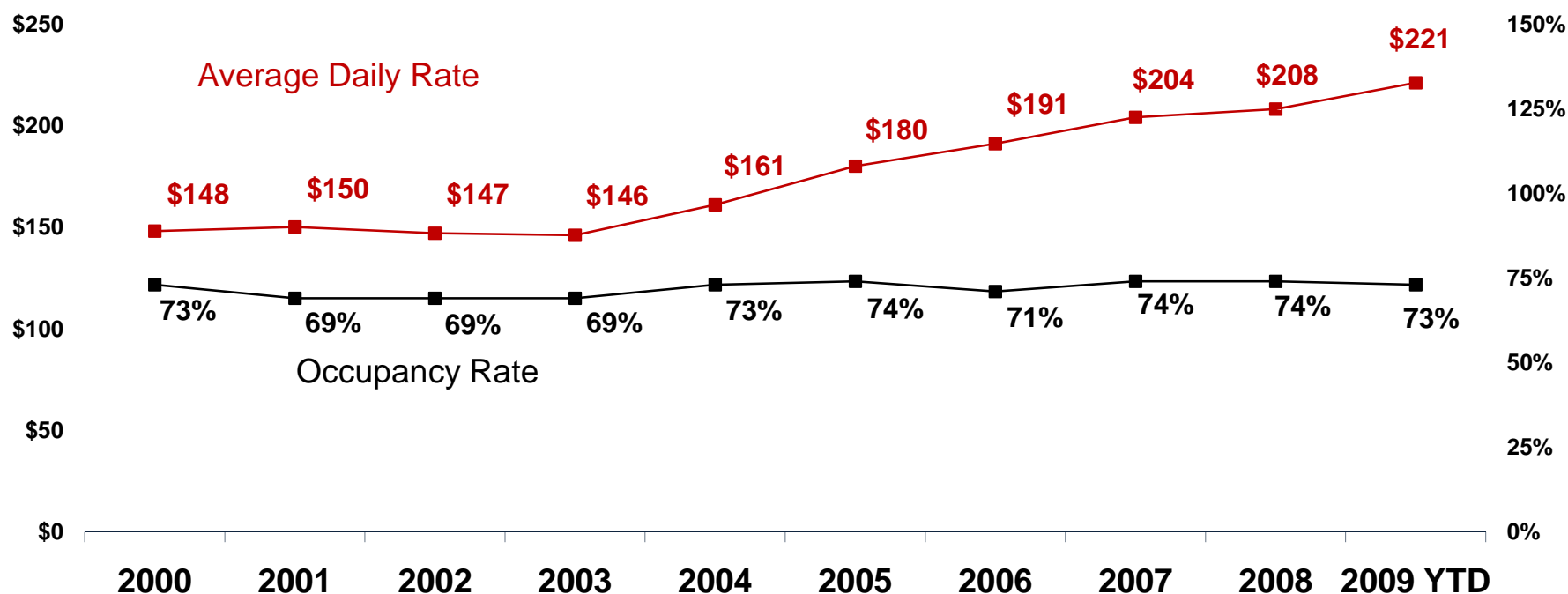
Source: Office Travel & Tourism Industries, Dept of Commerce

destination



HOTEL STATISTICS

★ During the 3 nights over the 2009 Presidential Inauguration, hotels set near-record occupancy at 98% and ~\$600 ADR, however that success has been diluted over the course of 2009



Source: Smith Travel Research, YTD thru May

destination



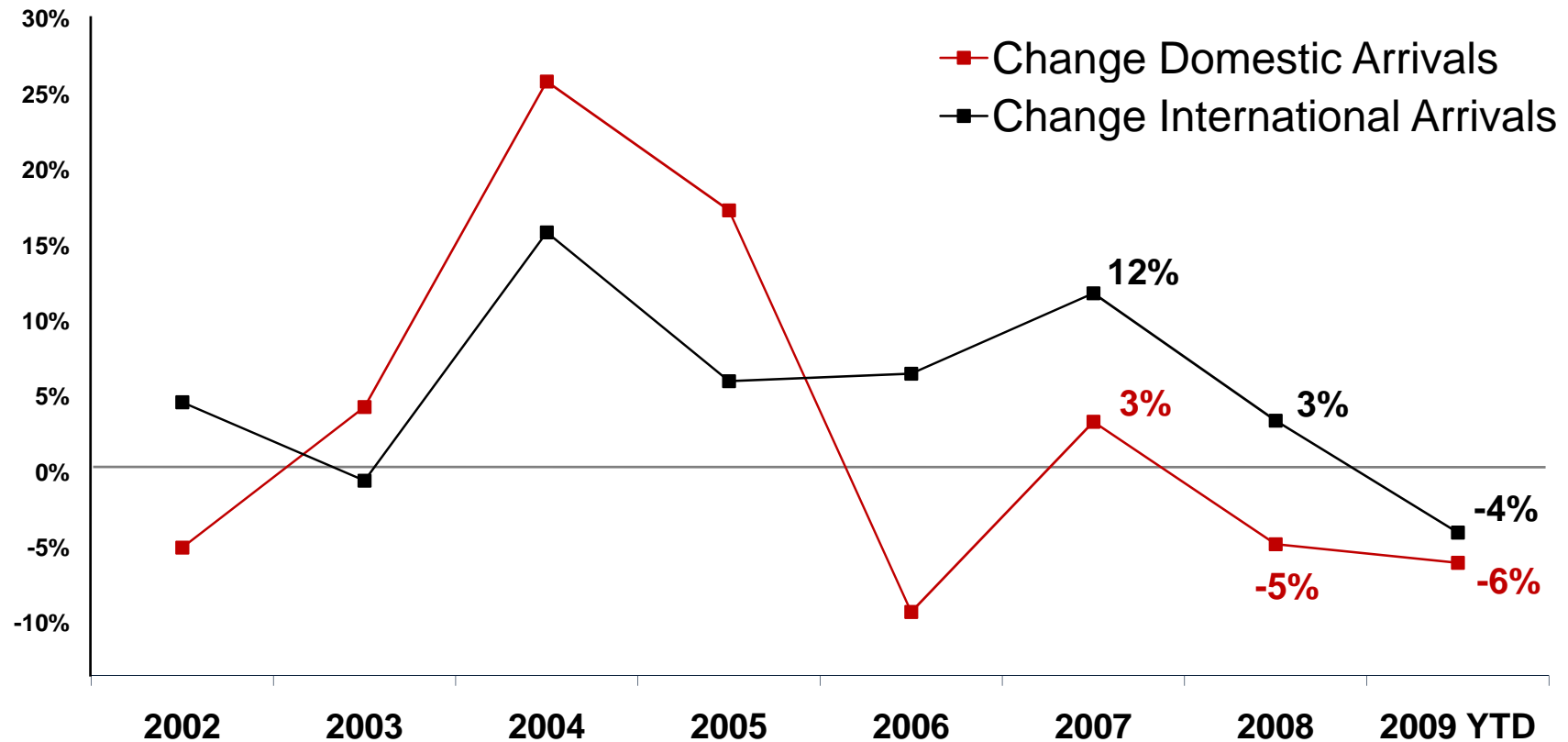
ADDITIONAL TOURISM INDICATORS	2008	Percent Change 2007-08
National Park Service – Mall locations	22 million	6% ↑
National Park Service – all DC area locations	413 million	4% ↑
Smithsonian – Mall locations	20 million	6% ↑
Smithsonian – all DC locations	25 million	4% ↑
Total domestic arrivals (DCA+IAD)	18 million	-5% ↓
Total international arrivals (DCA+IAD)	3 million	3% ↑
WMATA Metro rail ridership	218 million	3% ↑
Circulator ridership	3 million	16% ↑

Source: National Park Service, Smithsonian, Metropolitan Washington Airport Authority, Washington Metro Area Transit Authority, Downtown BID



CHANGE IN AIRPORT ARRIVALS

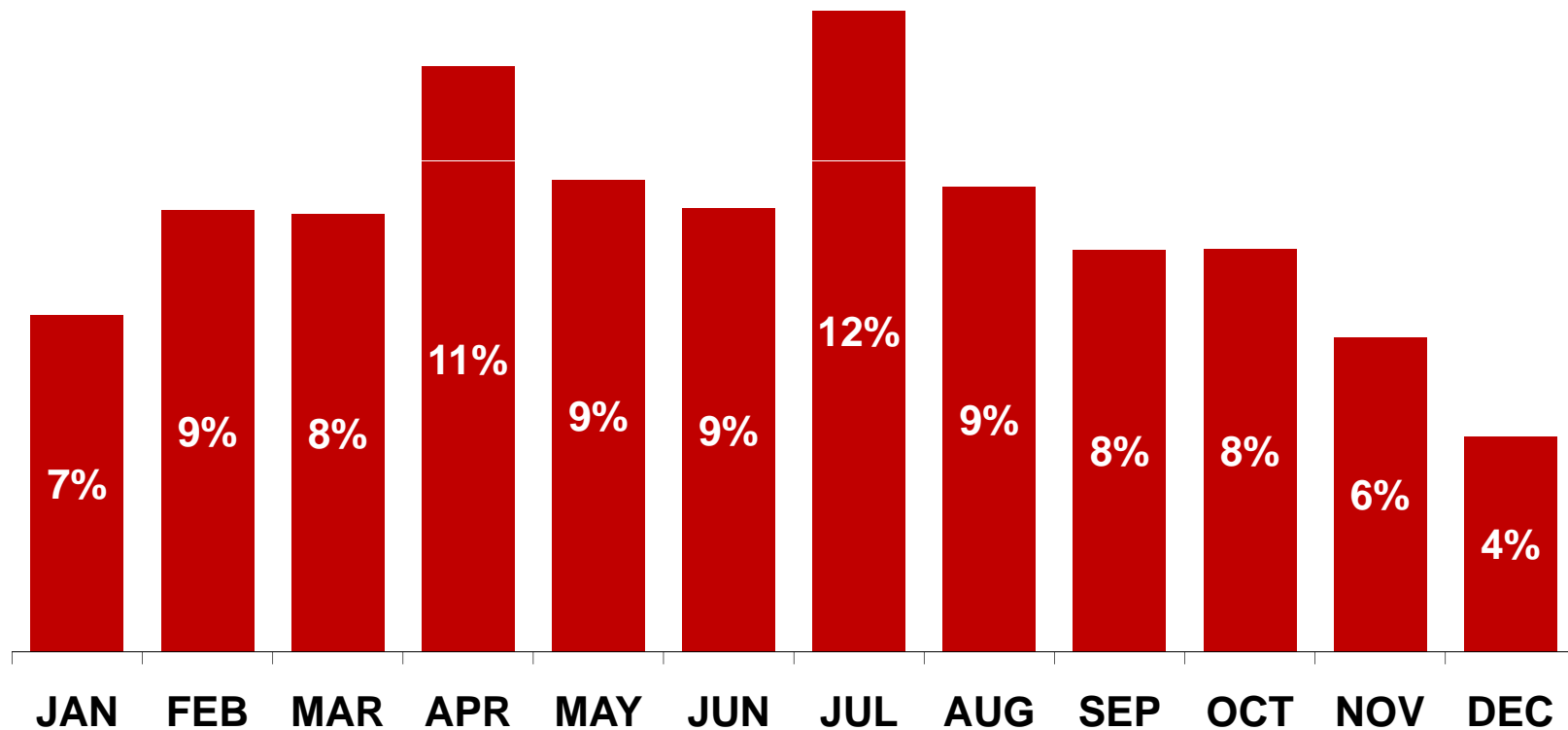
(DULLES AND REAGAN)



Source: Metropolitan Washington Airport Authority, YTD thru May



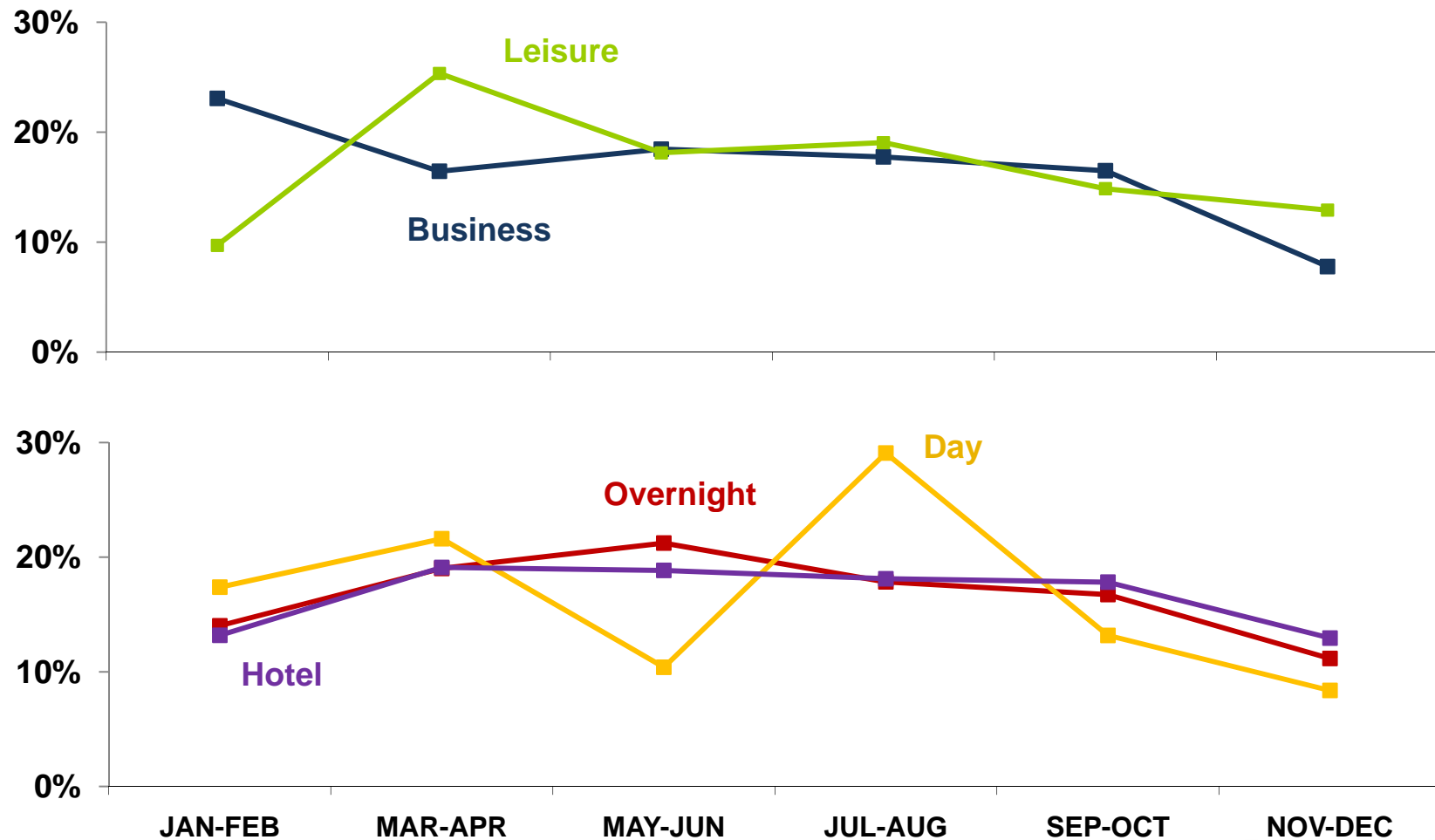
TOTAL VISITATION PEAKS IN APRIL AND JULY



Source: DK Shifflet



LEISURE PEAKS IN MAR-APR



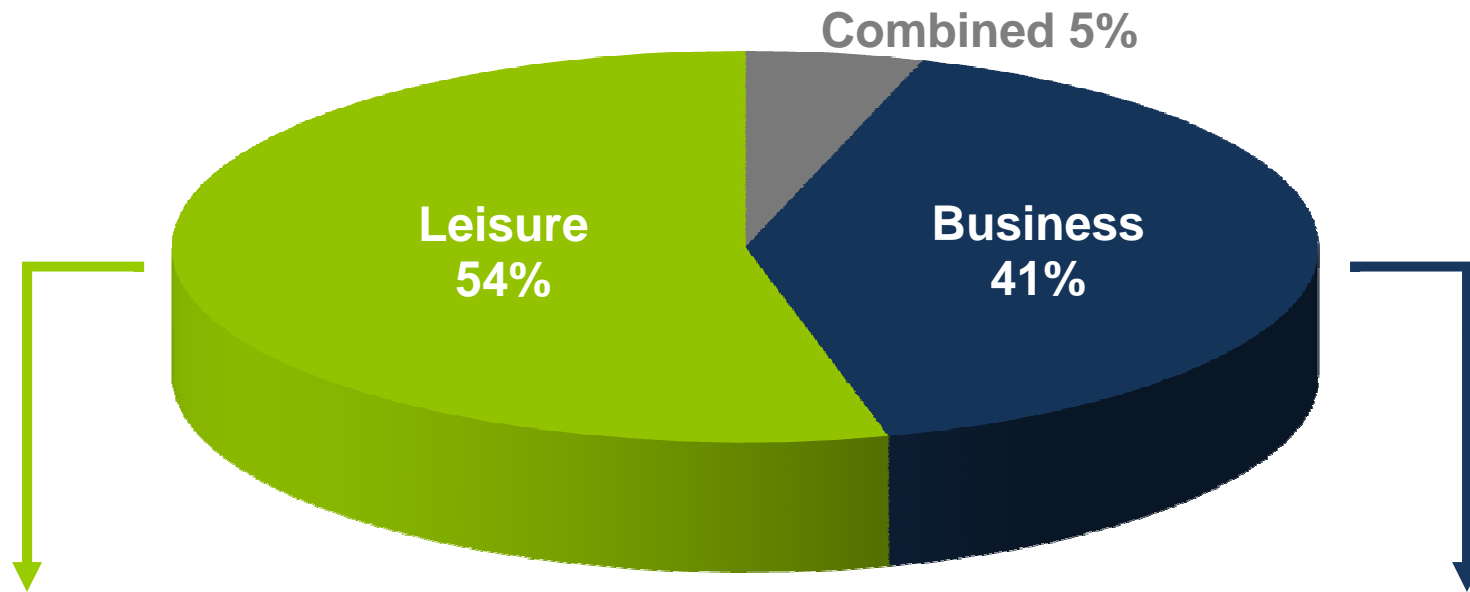
Source: DK Shifflet, Smith Travel Research

destination



PURPOSE OF DOMESTIC TRAVEL

(15.2 MILLION)



Among leisure...

Visit friends/relatives	16%
General vacation	9%
Getaway weekend	8%
Other leisure	21%

Among business and combined...

Convention/group meeting	19%
Other company business	27%

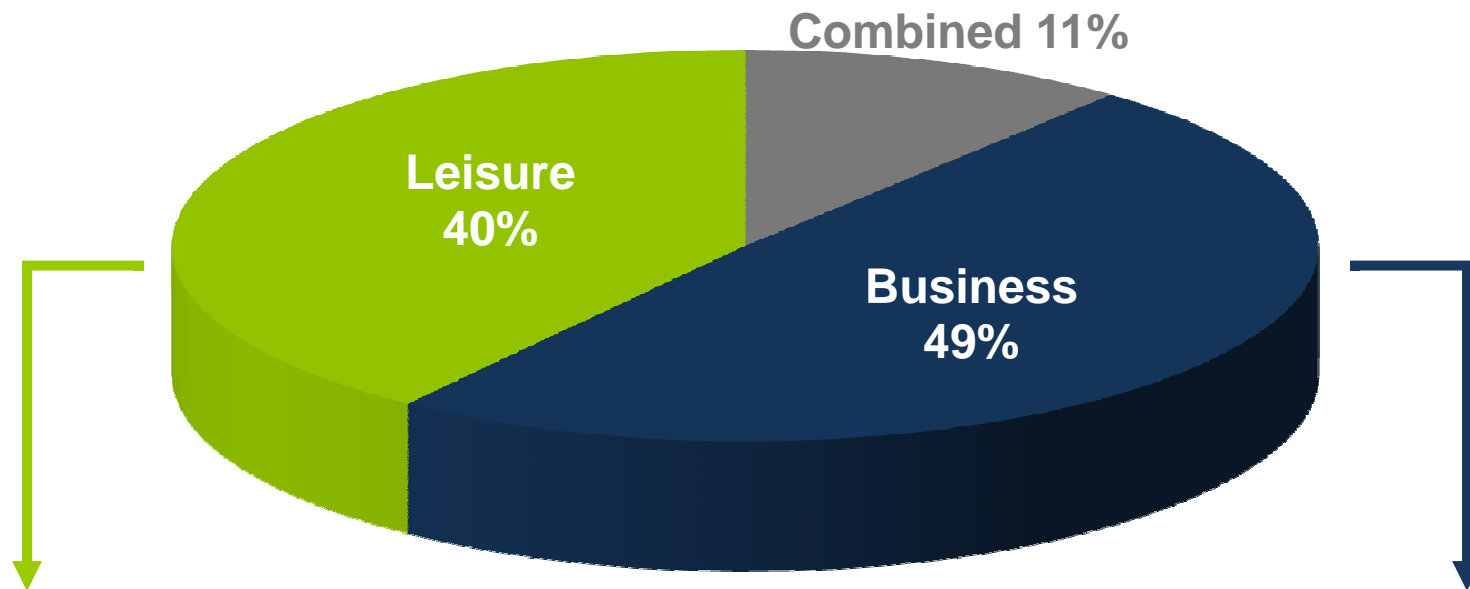
Source: DK Shifflet

destination



PURPOSE OF DOMESTIC HOTEL STAYS

(12 MILLION)



Among leisure...

General vacation	10%
Getaway weekend	10%
Visit friends/relatives	8%
Other leisure	13%

Among business and combined...

Convention/group meeting	30%
Other company business	29%

Source: DK Shifflet

destination



DC & NYC: TOP FEEDER MARKETS

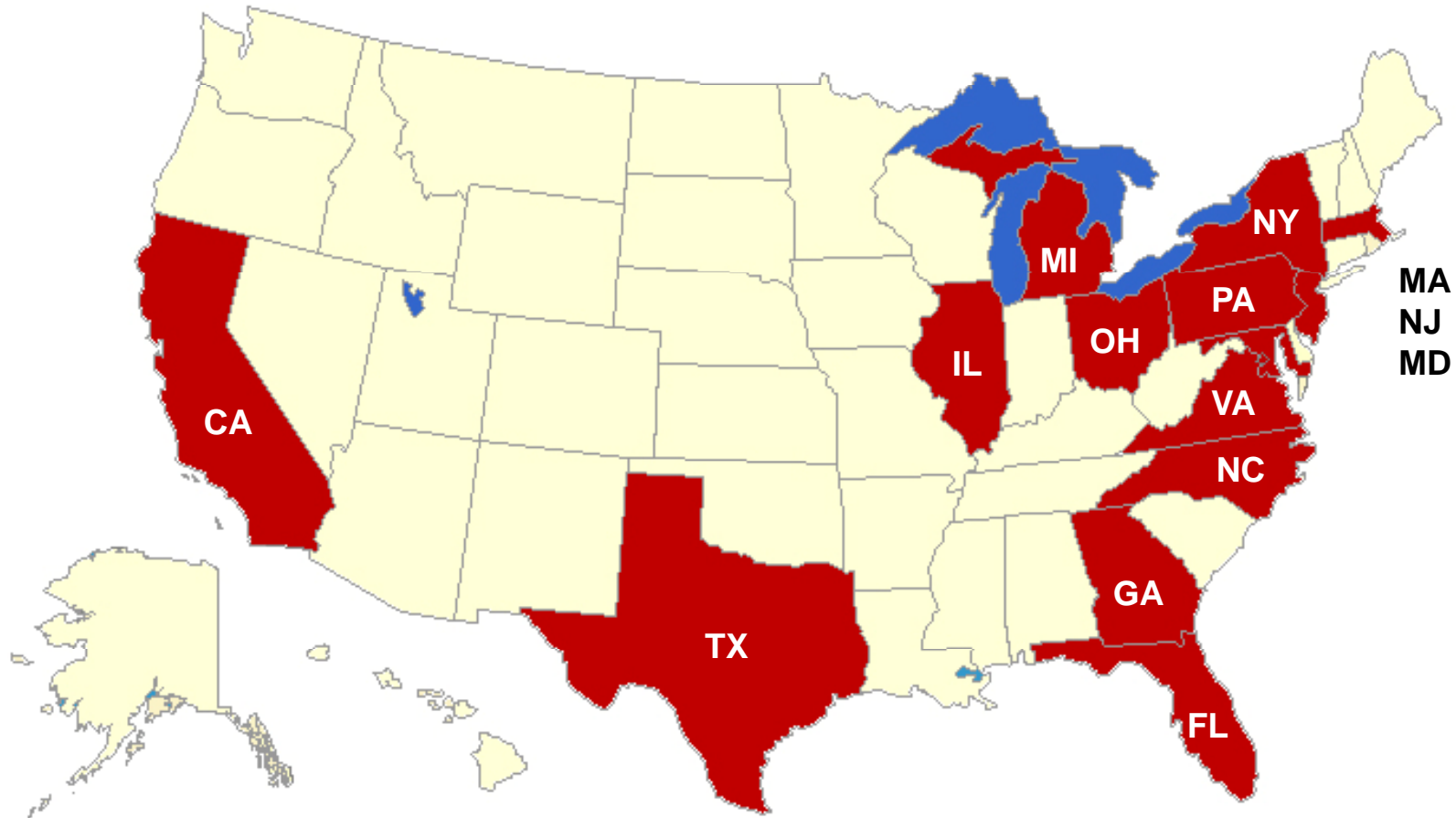
(DC VISITORS BY ORIGIN DMA - 2008)

RANK	ALL	BUSINESS	LEISURE
1	Washington, DC	Washington, DC	New York City
2	New York City	Los Angeles	Washington, DC
3	Richmond	New York City	Richmond
4	Baltimore	Richmond	Harrisburg (PA)
5	Philadelphia	Baltimore	Baltimore
6	Los Angeles	Norfolk (VA)	Raleigh-Durham
7	Harrisburg (PA)	Philadelphia	Philadelphia
8	Raleigh-Durham	Atlanta	Boston
9	Atlanta	Boston	Norfolk (VA)
10	Norfolk (VA)	Raleigh-Durham	Los Angeles

Source: DK Shifflet

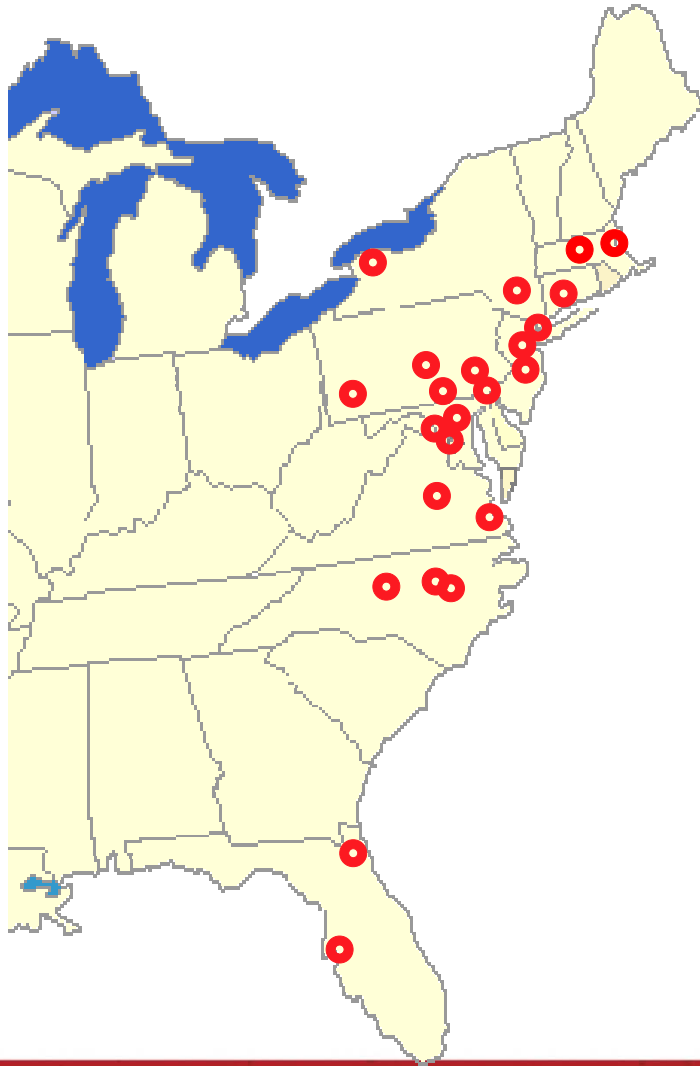


80% OF VISITORS ORIGINATE FROM 14 STATES



MA
NJ
MD

CITIES WITH GREATEST PROPORTION OF LEISURE VISITORS PER POPULATION ARE LOCAL & FLORIDA



Massachusetts: Boston, Worcester

Connecticut: Stamford

New York: Buffalo, Nassau/Suffolk, New York City

New Jersey: Edison, Newark

Pennsylvania: Harrisburg, Philadelphia, Pittsburgh, York

Delaware: Wilmington

Maryland: Baltimore, Bethesda

DC: Washington

Virginia: Richmond, Virginia Beach

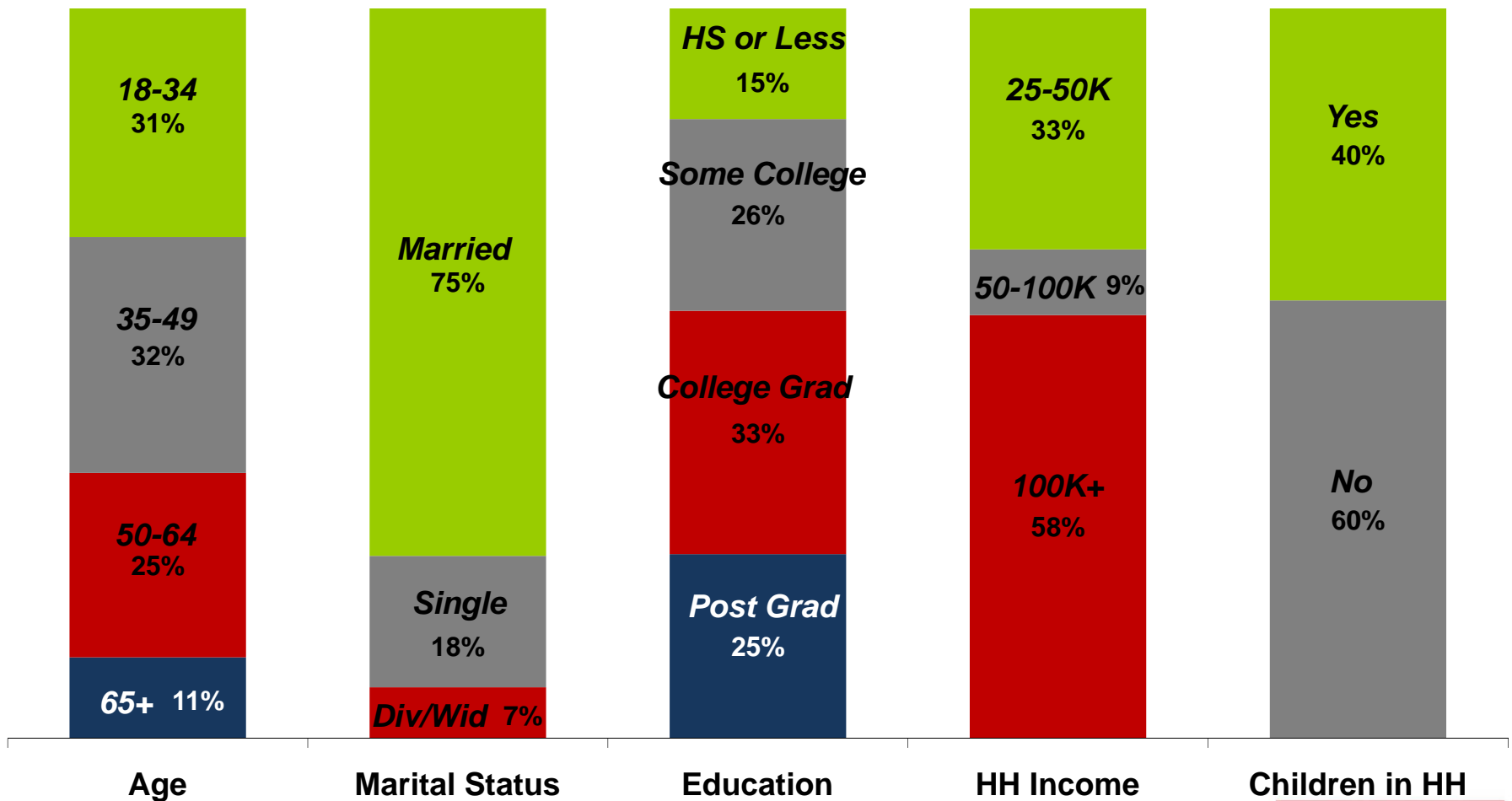
North Carolina: Durham, Greensboro, Raleigh

Florida: Jacksonville, Tampa

destination



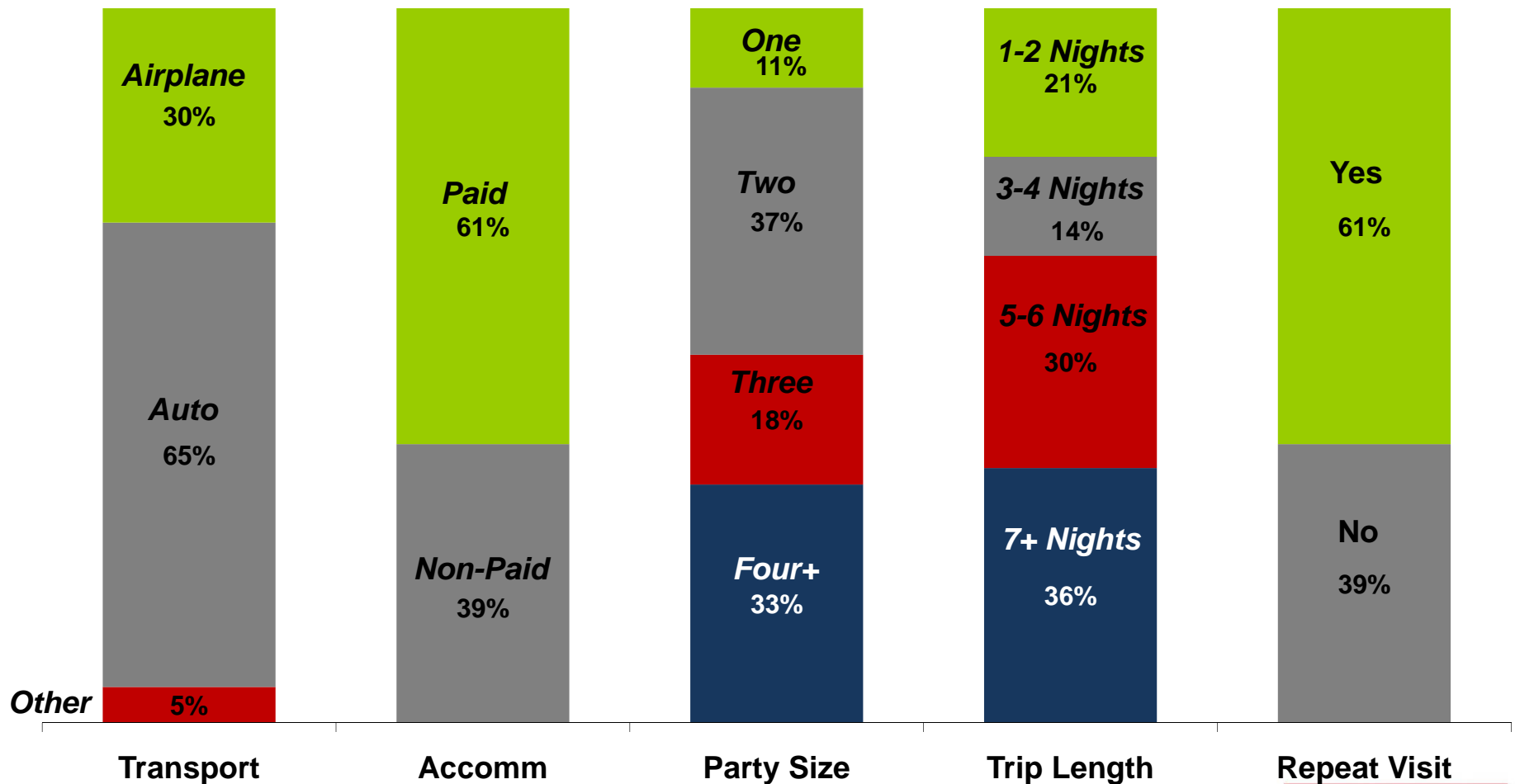
DEMOGRAPHICS: OVERNIGHT-LEISURE VISITORS



destination



DEMOGRAPHICS: OVERNIGHT-LEISURE VISITORS



* Repeat within past 3 years

destination



DC'S OVERNIGHT-LEISURE VISITORS ARE GENERALLY...

CHARACTERISTIC	DC	Competitive Set	U.S.
More Highly Educated <i>% College grad+</i>	59%	49%	40%
Greater Incomes <i>% 100K+</i>	58%	29%	33%
More Likely to Fly	30%	28%	14%
Pay for Accommodation	61%	57%	56%
Longer Stays <i>% Stay 3+ Nights</i>	64%	47%	49%
Less Likely Repeat Visitors <i>% in past 3 years</i>	61%	70%	70%

* Primary competitors: Baltimore, Boston, Chicago, New York City, Philadelphia
 Middle-Atlantic: destinations in DC, DE, MD, NJ, NY, PA, VA
 All U.S. destinations
 Excellent=top 3 box on 10-point scale



DC SCORES ABOVE COMPETITION IN SATISFACTION

Percent Rated “Excellent” for Satisfaction
(All Visitors)

DESTINATION	2005	2008
Washington, DC	69%	80%
Primary Competitors	67%	73%
All Middle-Atlantic	59%	65%
All U.S.	59%	65%

★ Significant change
since 2005

* Primary competitors: Baltimore, Boston, Chicago, New York City, Philadelphia
Middle-Atlantic: destinations in DC, DE, MD, NJ, NY, PA, VA
All U.S. destinations
Excellent=top 3 box on 10-point scale



DC'S OVERNIGHT-LEISURE VISITORS ARE GENERALLY...

CHARACTERISTIC	OVERNIGHT- LEISURE	DAY-LEISURE
Married	75%	65%
No Children in HH%	60%	44%
More Highly Educated <i>% College grad+</i>	85%	60%
Greater Incomes <i>% 100K+</i>	58%	10%
Smaller Party Sizes <i>% 3+ Party Size</i>	51%	67%
Less Likely Repeat Visitors <i>% in past 3 years</i>	39%	46%
More Satisfied <i>% score 9-10 on 10-point scale</i>	60%	45%
Score DC on Value <i>% score 9-10 on 10-point scale</i>	37%	49%

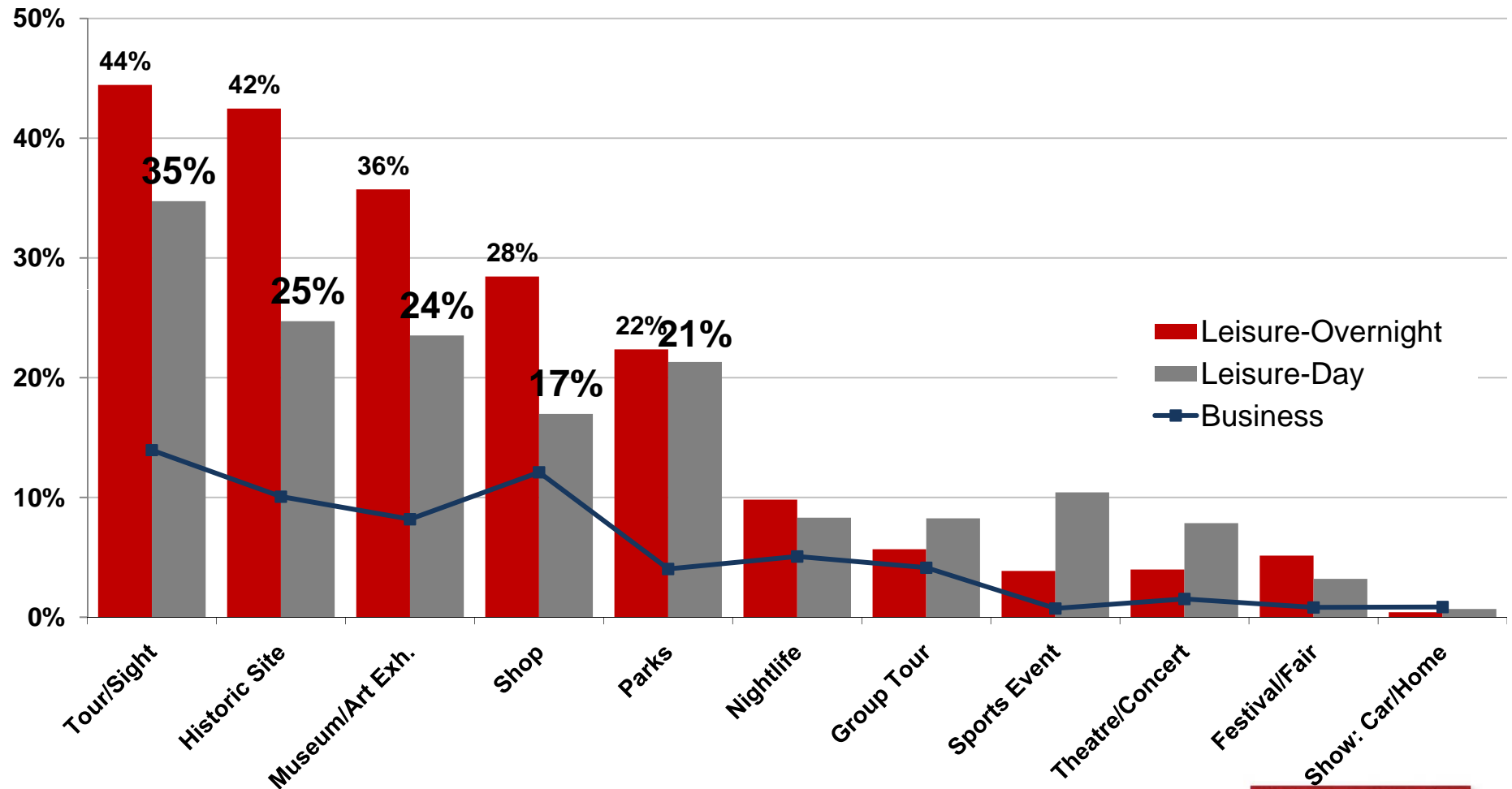
destination



OVERNIGHT VISITORS

- ★ Average # nights in DC: 3.0
- ★ Average travel party size: 2.6

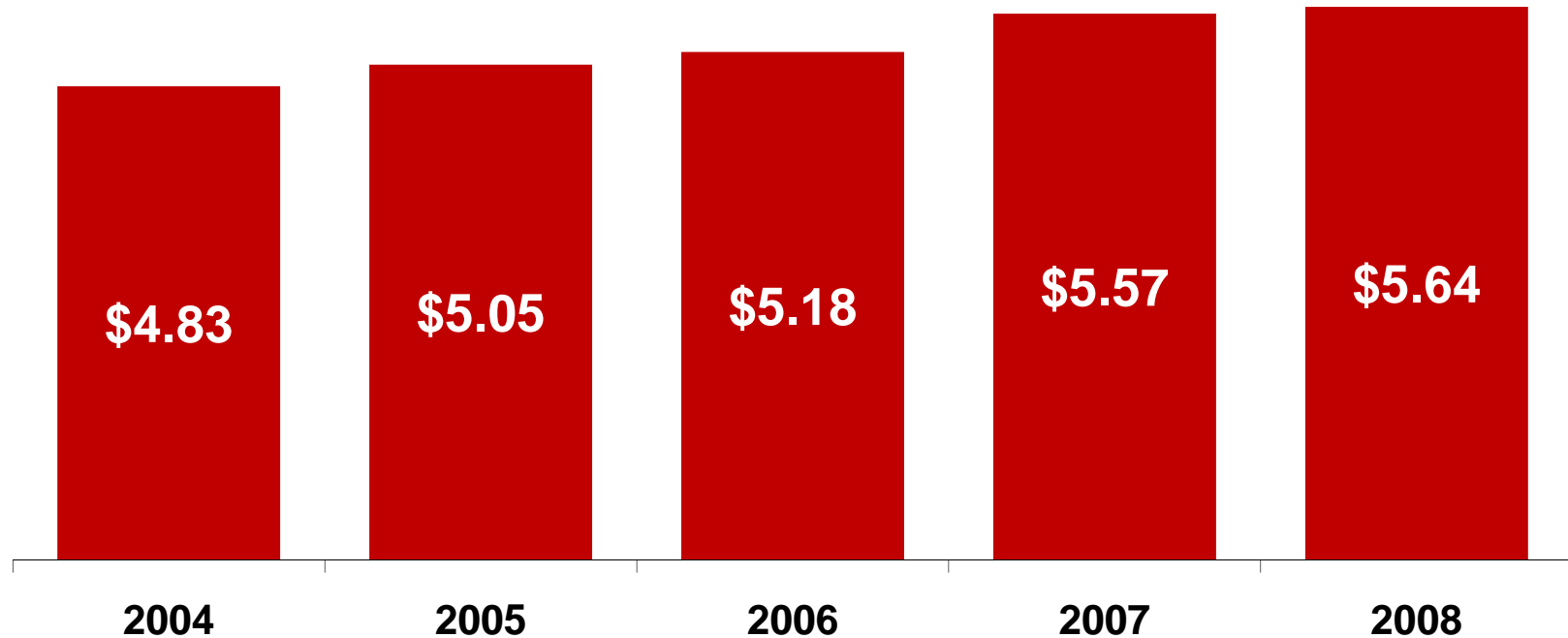
LEISURE ACTIVITIES



VISITOR SPENDING

(IN BILLIONS)

Includes both domestic and international spending

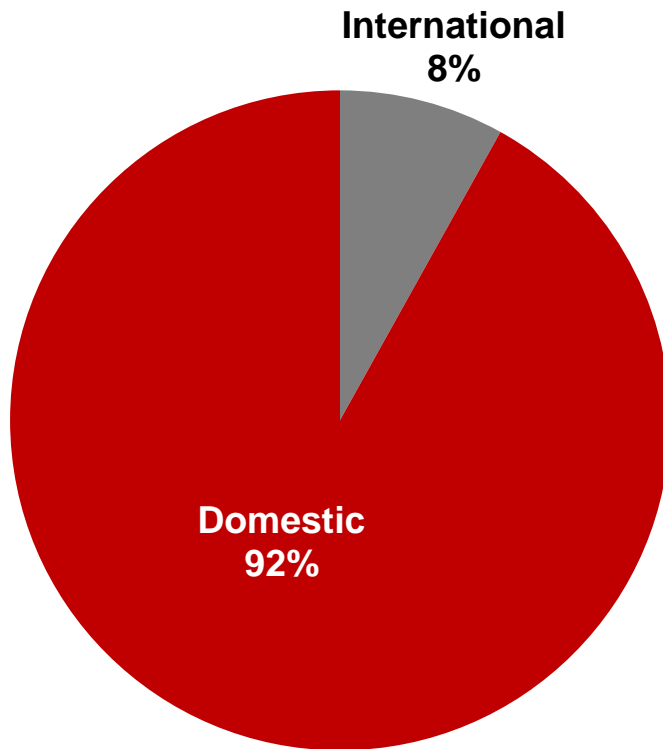


destination

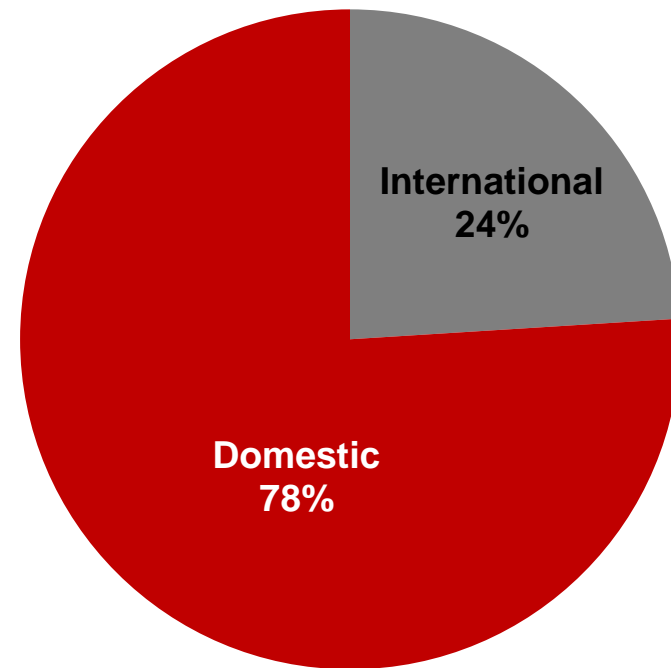


DOMESTIC v. INTERNATIONAL

PERCENT OF ARRIVALS



PERCENT OF SPEND



destination



FACTS ABOUT TOURISM SPENDING

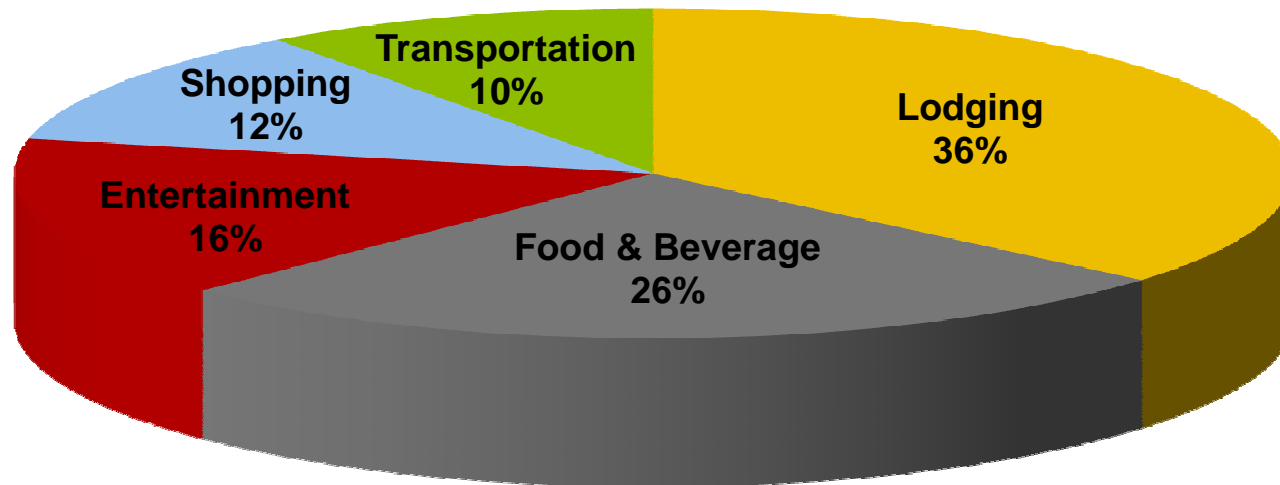
- ★ If tourism did not exist in Washington, DC, the District would need to generate an average of **\$2,450 in local taxes** from each of the 252,258 households in DC, in order to maintain the current level of tax receipts
- ★ Travel/tourism spending support **71,260 jobs** annually (0% from 2007)
- ★ Travel/tourism jobs support **\$2.7 billion in wages** (2%↑ from 2007)
- ★ Domestic spending alone down -2% to **\$4.27 billion**, but international spending up 13% to **\$13.7 billion** in 2008

2008 TOP U.S. TOURISM DESTINATIONS

	Spending Index	Rank Change from 2007	Visitors Needed to Create a Job
New York City	6.33	0	140
Orlando	5.66	0	95
Las Vegas	5.32	0	130
Los Angeles	3.47	0	190
Chicago	2.60	0	170
San Francisco	2.38	0	205
Washington, DC	2.27	0	180
Miami	2.19	1	55
San Diego	2.13	-1	205
Atlanta	1.83	0	175

DISTRIBUTION OF VISITOR SPENDING

Expenditure Category	2008	% Change
Lodging	2.0 billion	0%
Food & Beverage	1.5 billion	4% ↑
Entertainment	900 million	-2% ↓
Shopping	654 million	-2% ↓
Transportation	565 million	6% ↑



destination



TAX REVENUE

Local Tax Revenue (\$)	
Corporate Income	34,167,308
Personal Income	28,605,449
Social Security & Other Taxes	559,478
Hotel Tax	204,200,000
Property Taxes	169,364,403
Excise & Fees	19,492,518
Sales Tax	161,629,298
Restaurant	103,556,835
Retail	50,795,706
Airport	7,276,756
Car Rental	2,779,876
Local Total	618,018,453

Federal Tax Revenue (\$)	
Corporate Income	38,754,104
Personal Income	40,687,971
Excise & Fees	53,144,146
Social Security & Other Taxes	203,210,499
Federal Total	335,796,720

**Local + Federal Total =
\$ 954 million**

0% change over 2007*

**Even though total spending was up slightly in 2008, employment (and therefore taxes collected on employees) was lower resulting in no change in total tax collections*



WHAT DOES A VISITOR MEAN TO DC?

★ Each DC visitor generates about **\$335 in expenditures**:

- *\$815 per International Visitor, \$282 per Domestic*
- *\$399 per Business Visitor, \$268 per Leisure*

★ Every **236 visitors creates a new job** in DC:

- *only takes 97 international visitors*
- *or 198 business visitors*

★ Each visitor creates about **\$57 in tax receipts**, \$37 of which goes to local government

★ Each visitor generates **\$161 in wages**, \$33 of which is paid to workers employed by tourism providers (indirect effect)

★ Each visitor adds about **\$245 to Gross City Product**

TOP BOOKINGS FY '08

(BY TOTAL ROOM NIGHTS)

Account Name	Meeting Name	Meeting Date	Total Attend.	Peak Rooms	Room Nights
Am. College of Surgeons	Annual Clinical Congress	Oct. 2016	15,000	8,500	42,500
Am. Library Association	Summer Nat'l Convention	June 2019 & 2025	26,000	8,500	39,950
Am. Thoracic Society	ATS Int'l Conference	May 2017 & 2023	15,000	7,275	35,711
Ass'n for Supervision & Curriculum Development	Annual Conference & Exhibit Show	March 2024	15,000	7,500	32,100
Nat'l Council of Teachers of Math.	Annual North Am. Conv.	Apr. 2018	16,000	6,500	29,150
Microsoft Corporation	Worldwide Partner Conference	July 2010	10,000	5,000	29,150
National Ass'n for the Education of Young Children	Annual National Convention	Nov. 2013, 2018 & 2022	20,000	7,500	28,275
Cardiovascular Research Foundation	Transcatheter Cardio.Therapeutics	Oct. 2026, 2028 & 2030	12,000	5,300	24,098
Am. College of Obstetricians and Gynecologists	Annual Meeting	May 2016	12,000	5,200	22,412
Am. Academy of Physician Assts.	Annual Meeting	May 2020	9,000	4,000	21,240

destination



LARGEST 10 CONVENTIONS IN FY '09

(BY TOTAL ROOM NIGHTS)

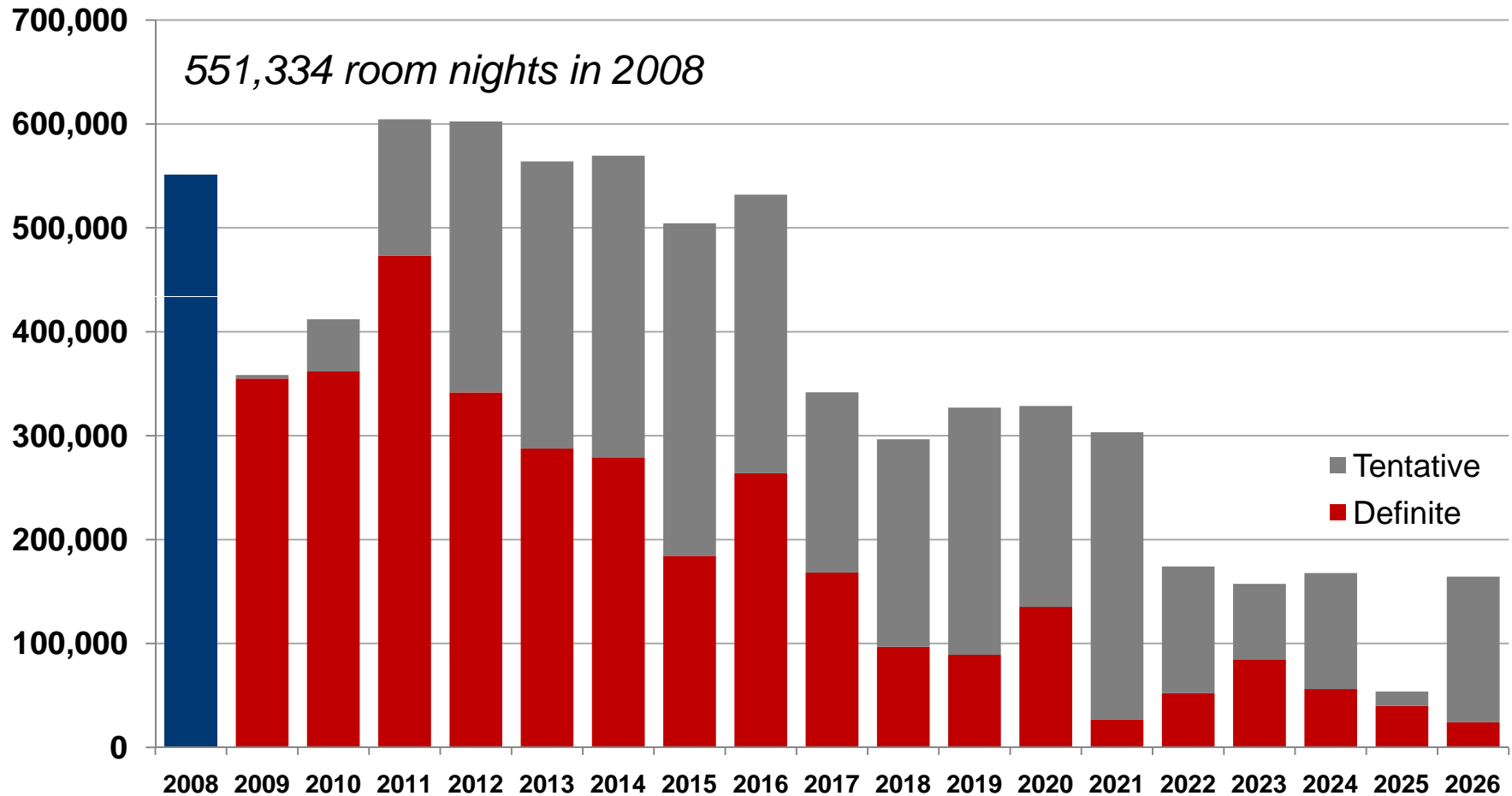
Account Name	Meeting Name	Meeting Date	Total Attend.	Peak Rooms	Room Nights
Am. Library Association	Summer Nat'l Convention	June 2010	26,000	8,500	40,784
Am. Ass'n for Cancer Research	Annual Meeting	Apr. 2010	9,000	7,000	32,970
Microsoft Corporation	Worldwide Partner Conference	July 2010	10,000	5,000	29,150
National Ass'n for the Education of Young Children	Annual Nat'l Convention	Nov. 2009	20,000	7,500	28,275
Am. Association of Orthodontists	Annual Convention	May 2010	21,000	5,000	24,650
Drug Information Association	Annual June Nat'l Conv.	June 2010	8,500	5,000	23,550
Cardiovascular Research Foundation	Transcatheter Cardio. Therapeutics	Sept. 2010	11,000	5,155	22,559
Am. Ass'n of Critical-Care Nurses	National Teaching Institute & Critical Care Exposition	May 2010	9,700	4,500	20,745
National Ass'n of Realtors	Mid-Year Legislative Meeting and Trade Expo.	May 2010	10,000	4,175	19,701
Am. Academy of Pediatrics	Annual Fall Convention	Oct. 2009	10,000	4,382	18,079

destination



CONVENTION CENTER BOOKINGS

(AS OF JULY 15, 2009)

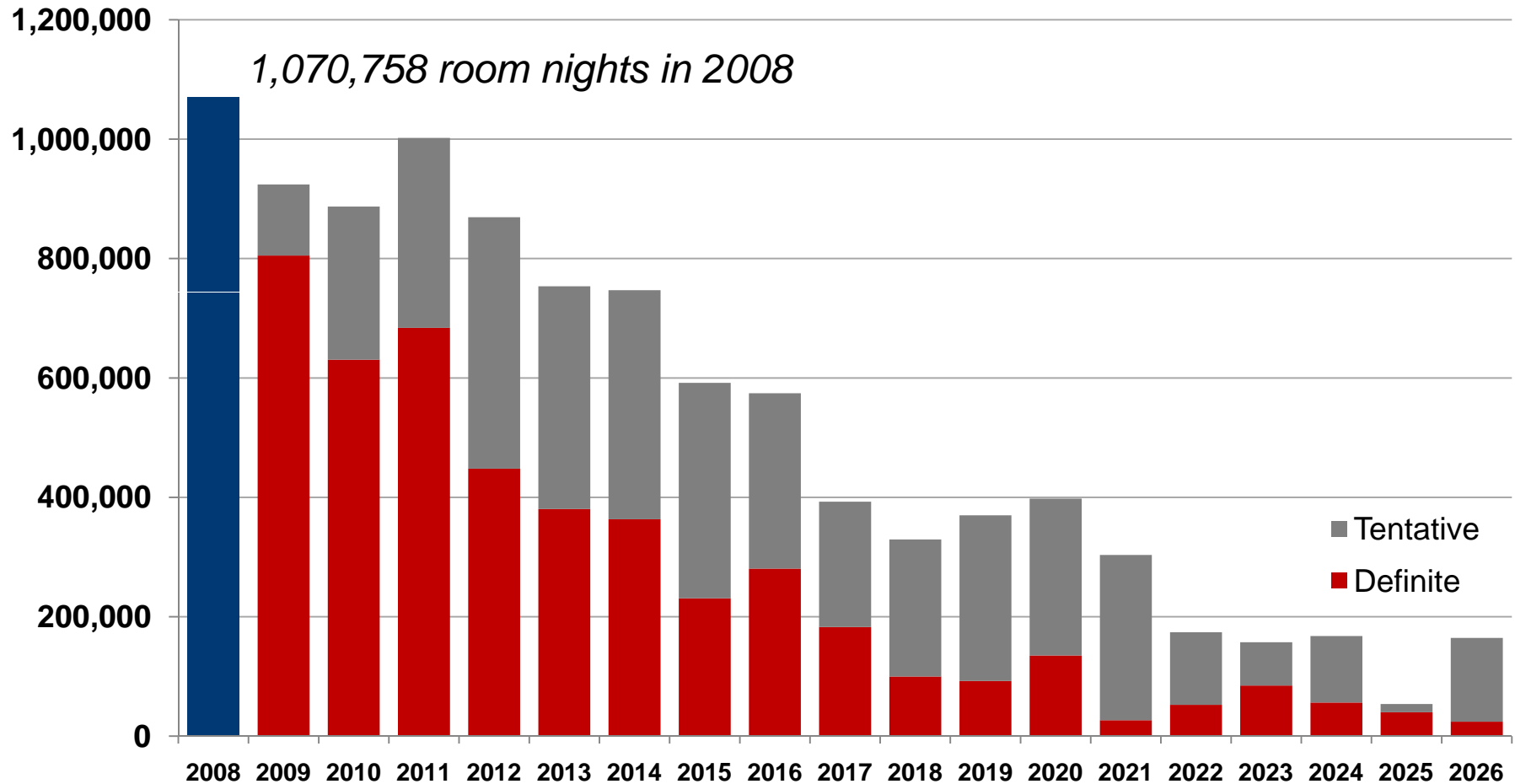


destination



ALL LOCATIONS BOOKINGS

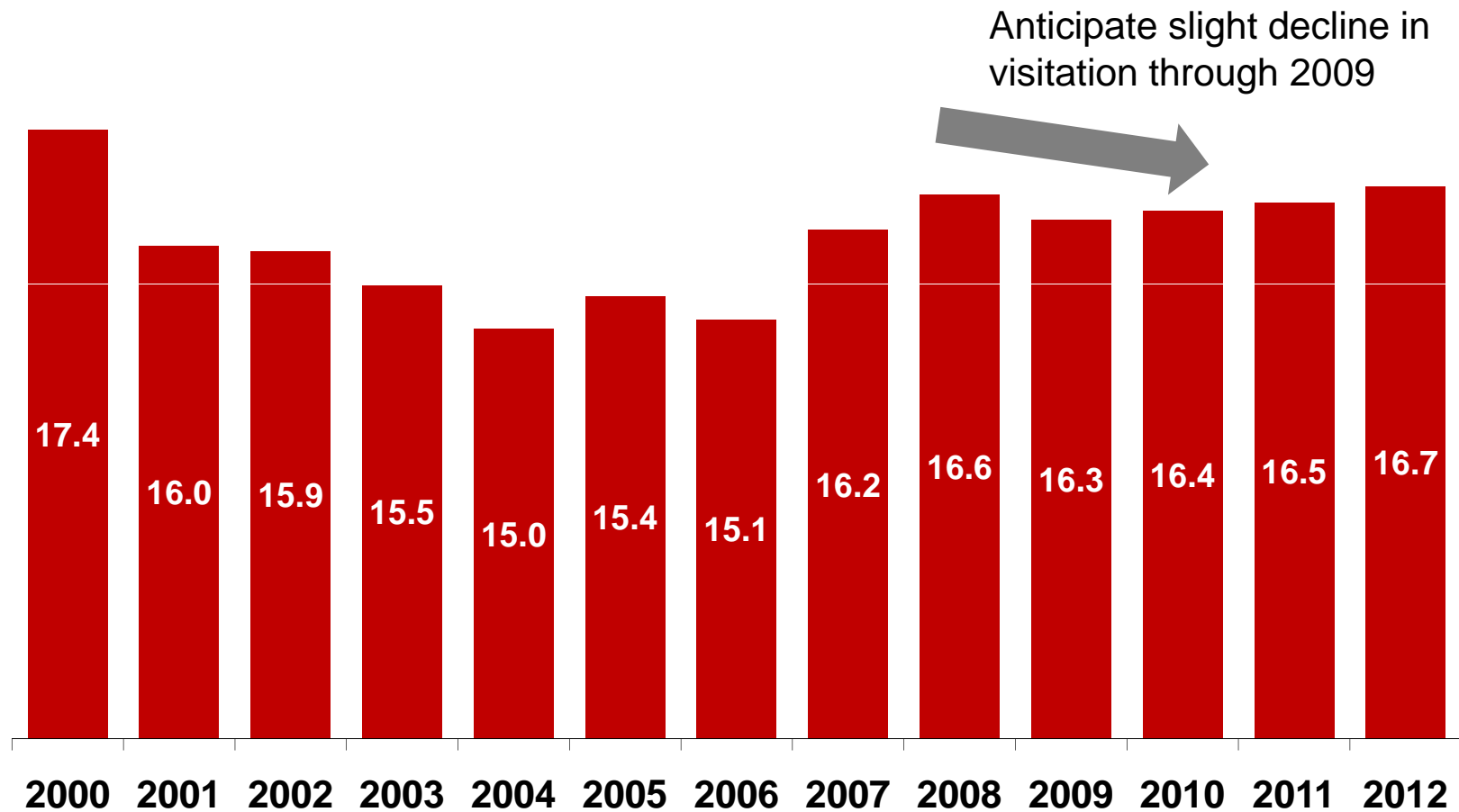
(AS OF JULY 15, 2009)



destination



VISITATION FORECAST



destination



METHODOLOGY

VISITOR VOLUME & PROFILES: DK SHIFFLET & ASSOCIATES

- Data collected via *DIRECTIONS*®, a mail and online panel of more than 75,000 respondents each year
- Surveying random cross-section of panel members each quarter
- In 2008, study included 180,000 trips nationally
- For DC, study included 1,600 trips
- Data is weighted to U.S. population

VISITOR FORECAST AND ECONOMIC IMPACT

- Global Insight combines DK Shifflet data with economic variables, DC tax collections and other tourism indicators like airport arrivals, transportation and attractions attendance