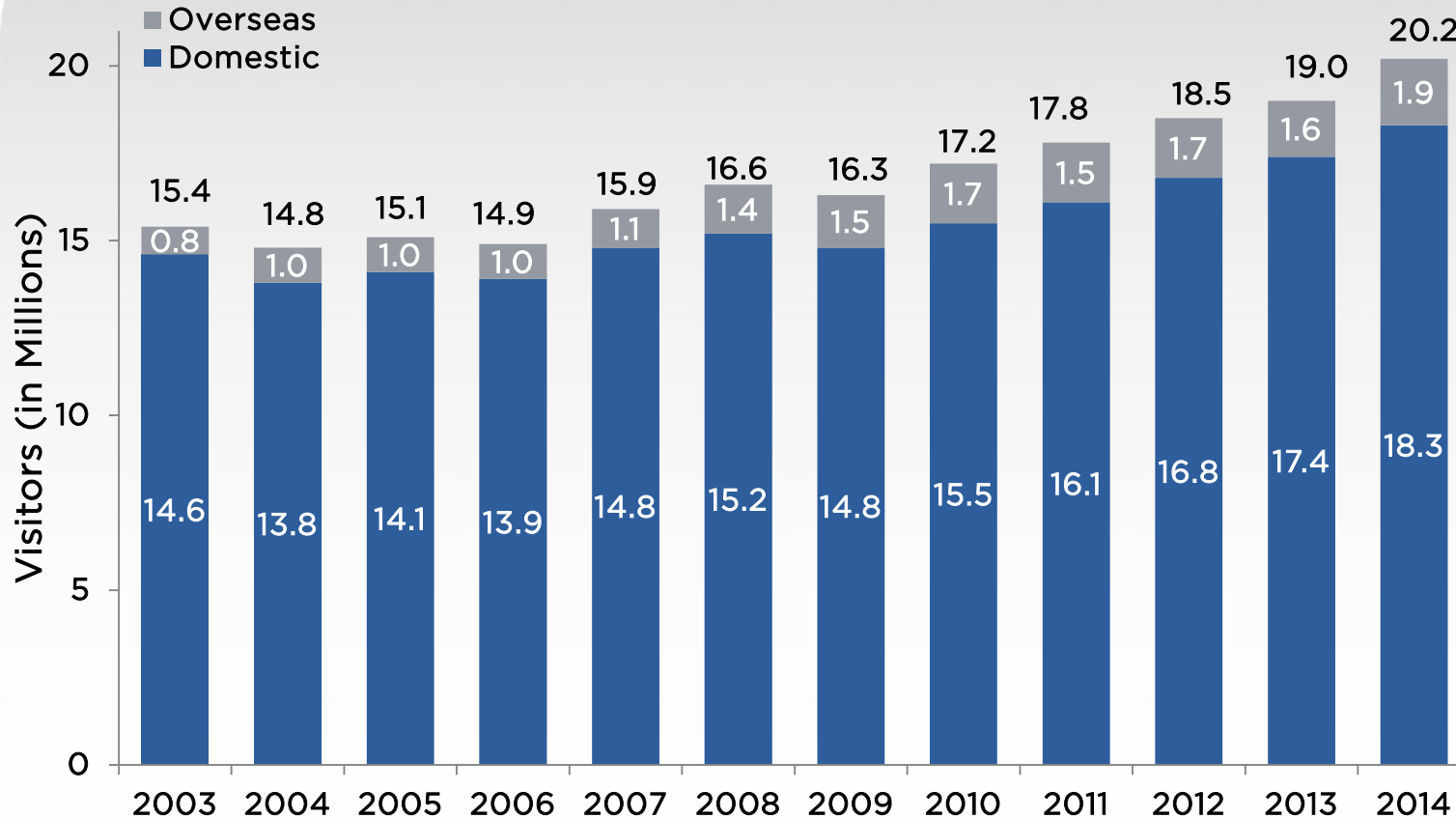


# 2014 VISITOR STATISTICS

WASHINGTON, D.C.





In 2014, DC welcomed a total of 20.2 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: D.K. Shifflet & Associates; Travel Market Insights, National Travel & Tourism Office, International Trade Association, Department of Commerce

Destination (MSA)	2012	2013	2014	2014 Visitation
New York City, NY	1	1	1	9.74 M
Miami, FL	2	2	2	4.85 M
Los Angeles, CA	3	3	3	4.41 M
Orlando, FL	4	4	4	4.13 M
San Francisco, CA	5	5	5	3.13 M
Las Vegas, NV	6	6	6	3.00 M
Honolulu, HI	7	7	7	2.48 M
Washington, DC	8	8	8	1.93 M
Boston, MA	10	10	9	1.41 M
Chicago, IL	9	9	10	1.31 M

- The MSA rankings in 2014 remained the same as 2013.
- The Washington, DC MSA's overseas visitor volume increased 14% in 2014.

*\*Excludes Canada and Mexico; city statistics are for each MSA*

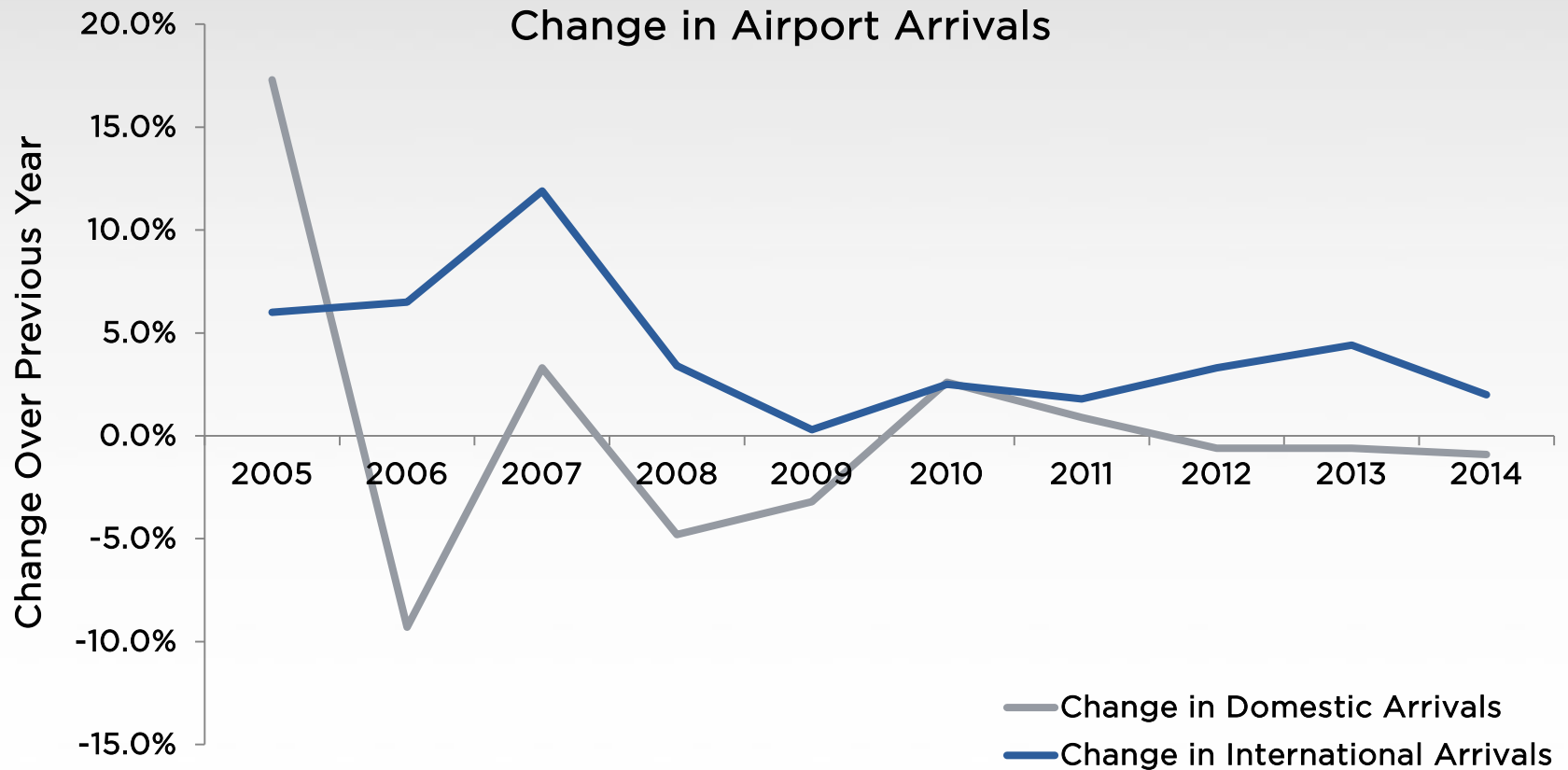
*Sources: Travel Market Insights, National Travel & Tourism Office, International Trade Association, Department of Commerce*

Origin Country	2012	2013	2014	2014 Visitation
China	2	1	1	221 K
United Kingdom	1	2	2	183 K
Germany	3	3	3	130 K
France	6	5	4	117 K
Australia	4	7	5	86 K
India	9	9	6	80 K
South Korea	5	4	7	78 K
Brazil	7	6	8	77 K
Japan	8	8	9	75 K
Italy	10	10	10	63 K

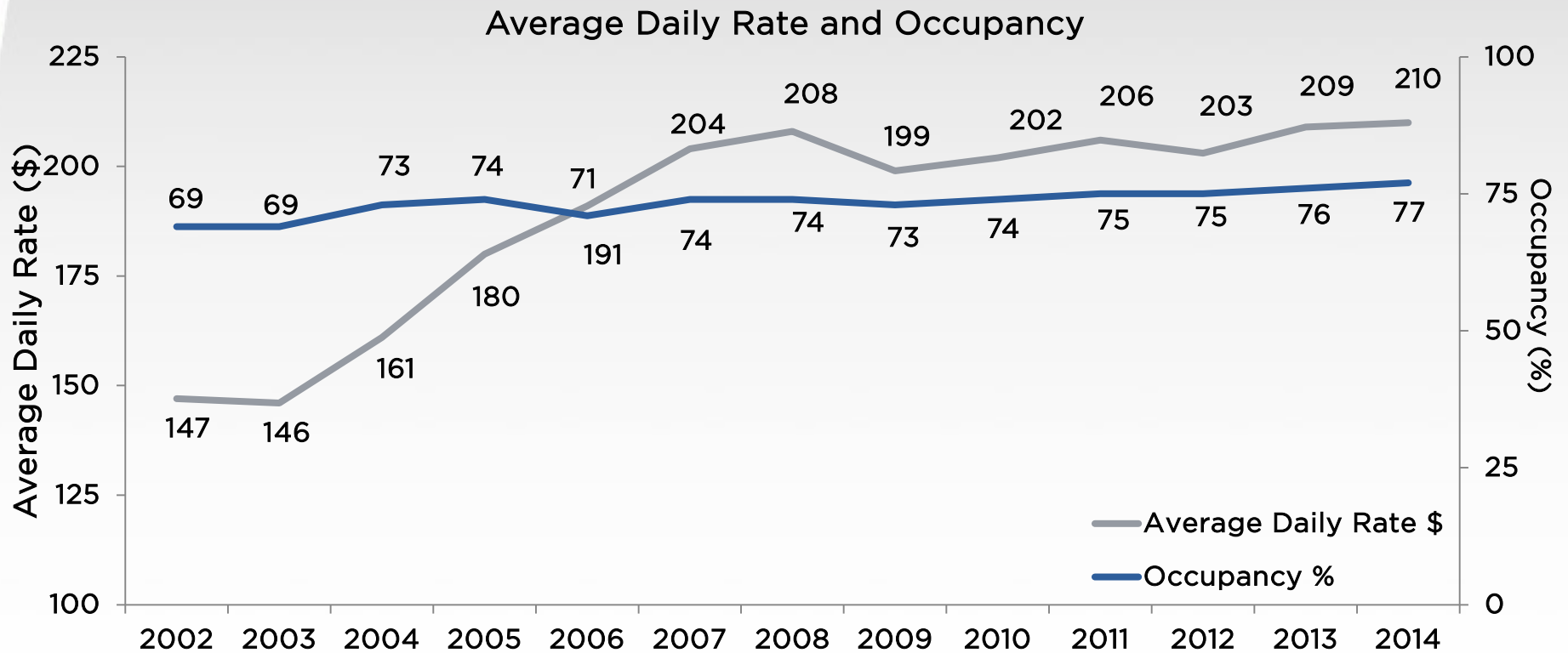
- China overtook the UK in 2013 to become the #1 country of origin for overseas visitors.
- India rose from 9<sup>th</sup> in 2013 to 6<sup>th</sup> in 2014, with an increase in visitation of 40% in one year.

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

*Sources: Travel Market Insights, National Travel & Tourism Office, International Trade Association, Department of Commerce*

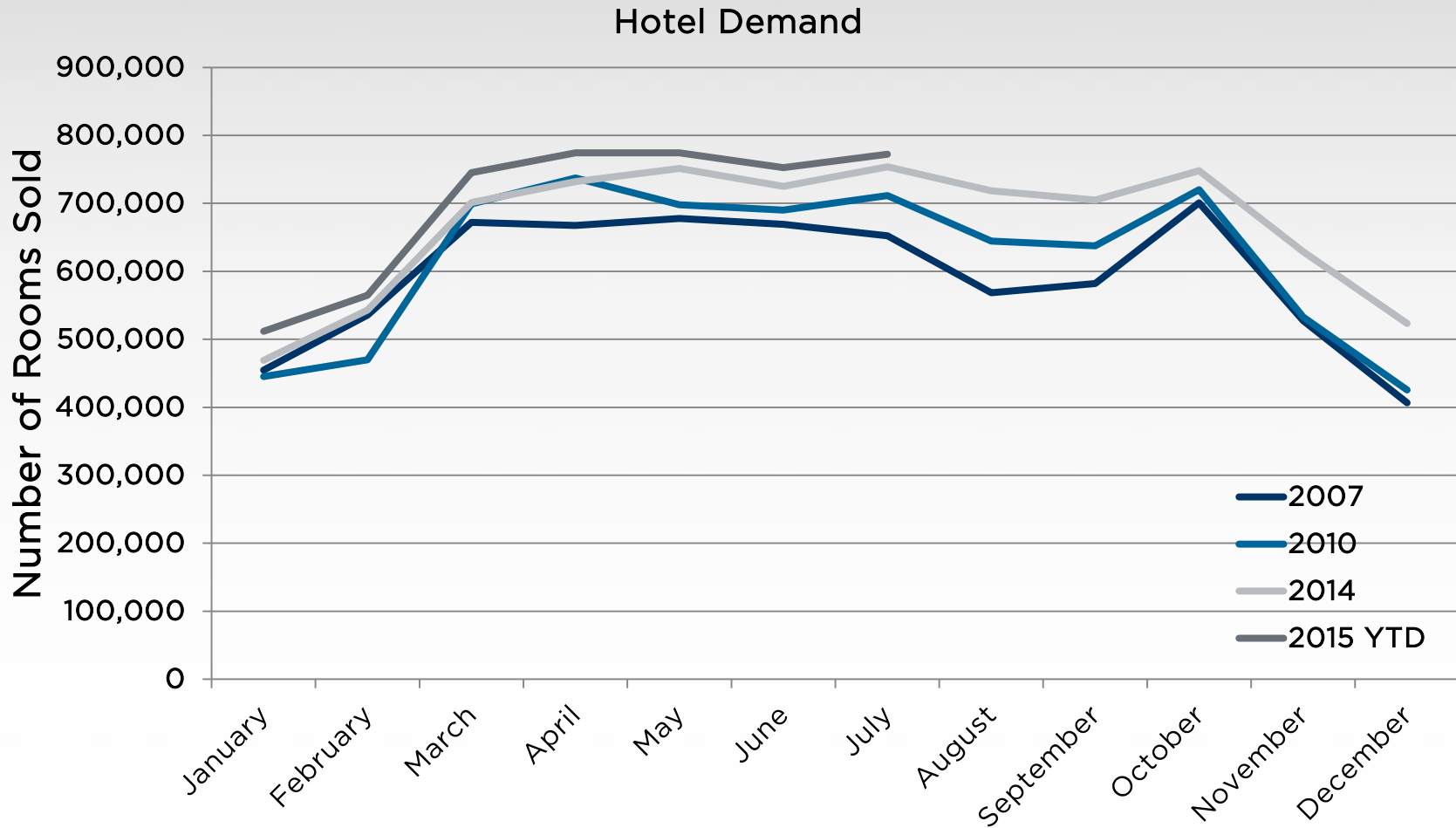


Source: Metropolitan Washington Airports Authority



For ADR, use left axis. For occupancy, use right axis.

Source: Smith Travel Research



2015 YTD is through July 2015

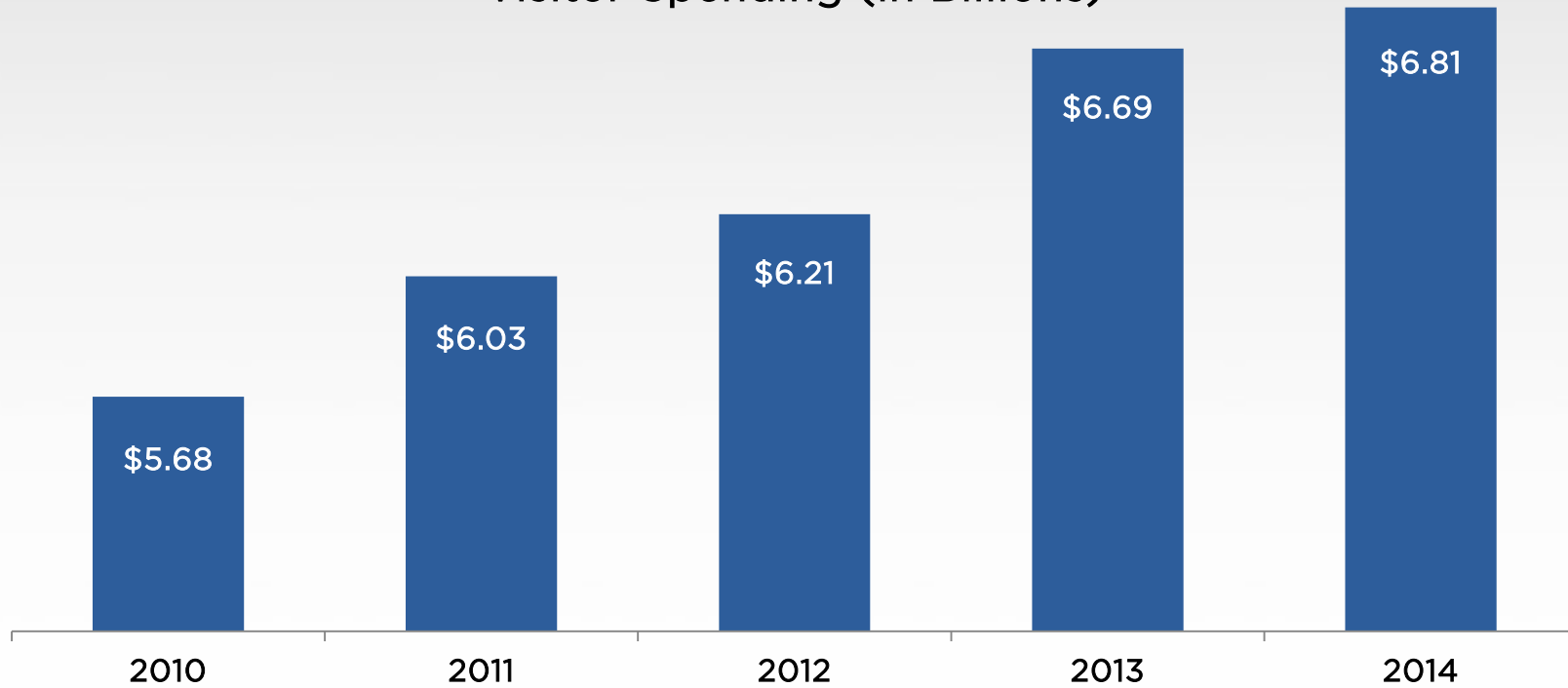
Source: Smith Travel Research

ADDITIONAL TOURISM INDICATORS	2014 Visitation	Percent Change 2013-12
National Park Service - Mall locations	28.8 million	8.8% ↑
National Park Service - All DC area locations	39.2 million	8.0% ↑
Smithsonian - Mall locations	22.0 million	9.0% ↓
Smithsonian - All DC locations	27.4 million	5.7% ↓
Total Domestic Arrivals (DCA+IAD)	17.3 million	-0.9% ↓
Total International Arrivals (DCA+IAD)	3.8 million	2.0% ↑
Circulator Ridership	5.1 million	-8.7% ↓

Sources: National Park Service, Smithsonian Institution, Metropolitan Washington Airports Authority, District Department of Transportation



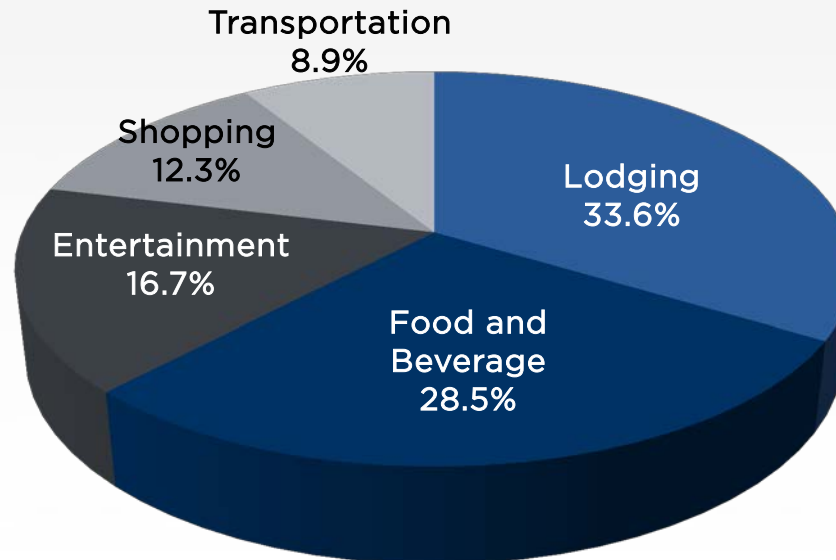
Visitor Spending (in Billions)



Includes both domestic and international spending.

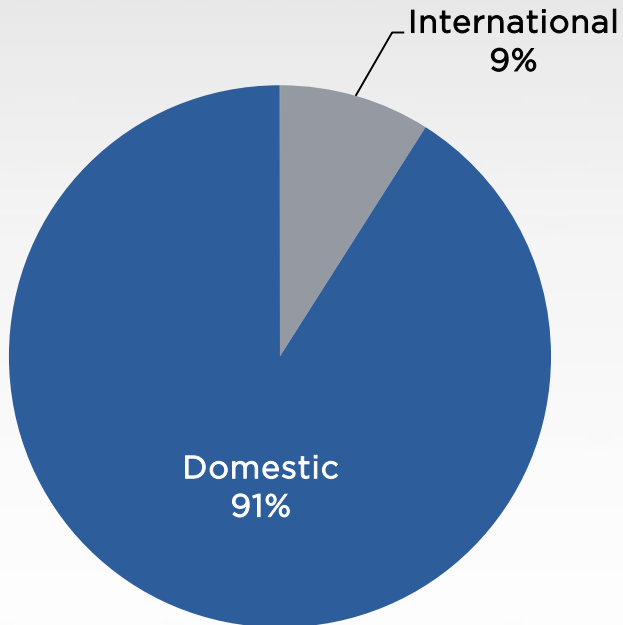
Source: IHS Global

Expenditure Category	2014 (\$)	% Change
Lodging	2.29 billion	0.5% ↑
Food & Beverage	1.94 billion	3.8% ↑
Entertainment	1.14 billion	1.7% ↑
Shopping	838 million	2.5% ↑
Transportation	605 million	0.6% ↑

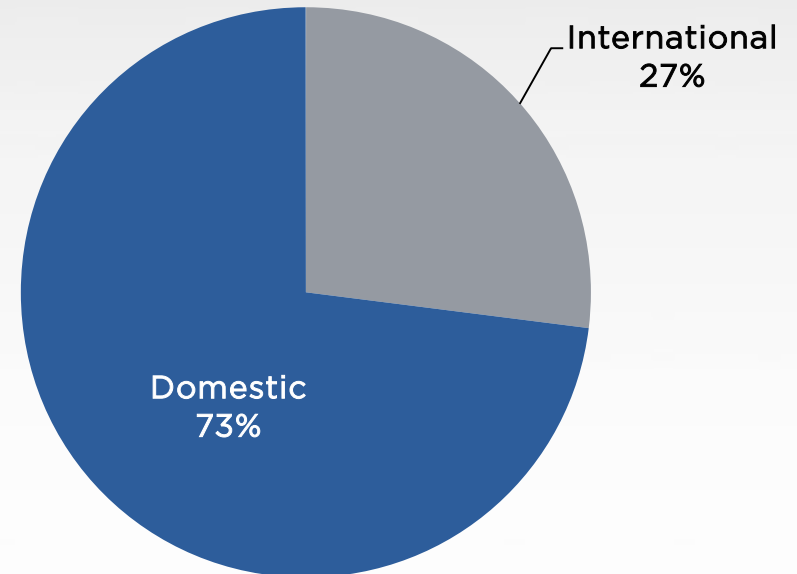


Source: IHS Global

### Arrivals



### Spending



Sources: D.K. Shifflet & Associates; Travel Market Insights, National Travel & Tourism Office, International Trade Association, Department of Commerce; IHS Global



# TAX REVENUE

## Tax Revenue Visitors to Washington, DC

Local Tax Revenue (\$)	
Corporate Income	18,198,228
Personal Income	42,896,346
Social Security & Other Taxes	1,415,383
Hotel Tax	232,885,289
Property Taxes	199,014,274
Excise & Fees	19,619,369
Sales Tax	210,743,760
Restaurant	135,976,344
Retail	64,754,877
Airport	7,152,881
Car Rental	2,859,659
<b>Local Total</b>	<b>724,772,650</b>

Federal Tax Revenue (\$)	
Corporate Income	77,557,127
Personal Income	145,402,931
Excise & Fees	46,356,468
Social Security & Other Taxes	335,483,244
<b>Federal Total</b>	<b>604,779,770</b>

**Local + Federal Total =  
\$1.33 billion**

**+2.3% change from 2013**

Source: IHS Global

- If tourism did not exist in Washington, DC, the District would need to generate an average of **\$2,468 in local taxes** from each of the 293,630 households in DC, in order to maintain the current level of tax receipts.
- Travel and tourism spending supports **74,570 jobs** annually.
- Travel and tourism jobs support **\$3.86 billion in wages**.
- Domestic spending was up 1.7% to **\$5.0 billion**; international spending up 2.5% to **\$1.8 billion** in 2014.

*Source: IHS Global*

- Each Washington, DC visitor generates about **\$337** in expenditures.
- Every **276** visitors creates a new job in Washington, DC.
- Each visitor creates about \$66 in tax receipts, **\$36** of which goes to local government.
- Each visitor generates **\$191** in wages.
- Each visitor adds about **\$280** to Gross City Product.

*Sources: IHS Global, D.K. Shifflet & Associates, Travel Market Insights, National Travel & Tourism Office, International Trade Association, Department of Commerce*

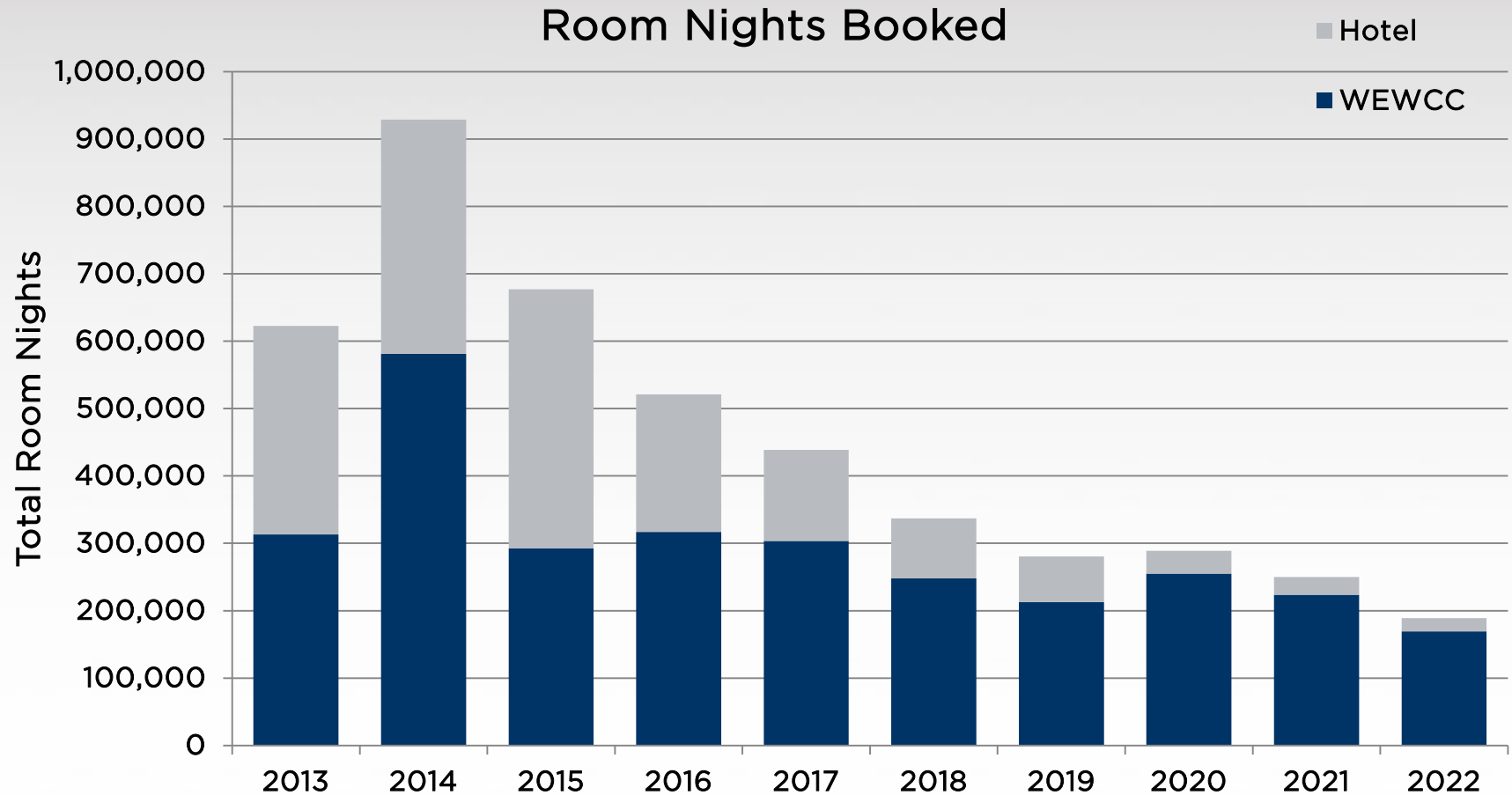


Chart reflects room nights confirmed as definite as of September 10, 2015

Source: Destination DC

### Citywide Convention Room Nights

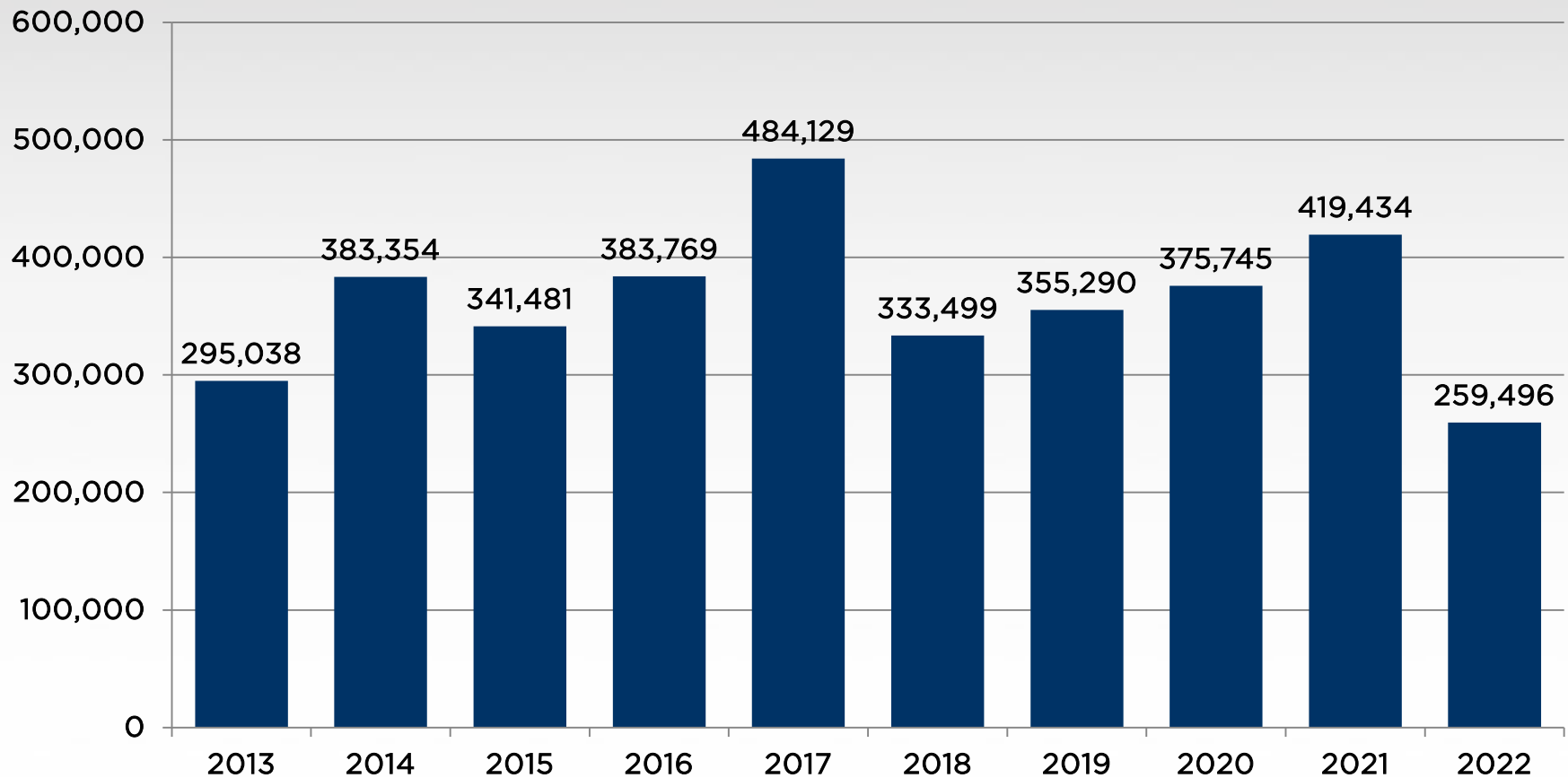
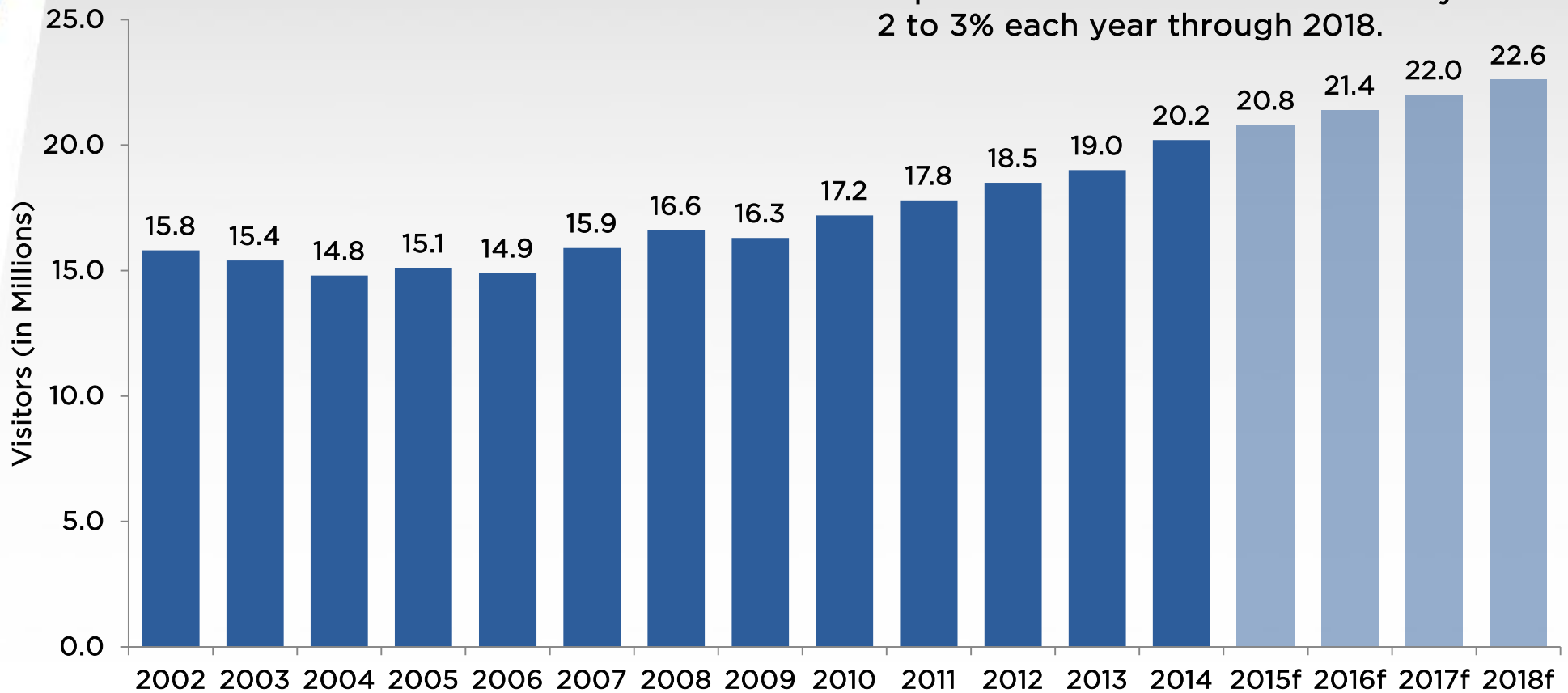


Chart reflects room nights confirmed as definite as of September 10, 2015. Citywides are a minimum of 2,500 rooms on peak.

Source: Destination DC



DC's total visitor volume in 2014 reached a record high and is expected to continue to increase by 2 to 3% each year through 2018.



Sources: IHS Global, D.K. Shifflet & Associates, Travel Market Insights, National Travel & Tourism Office, International Trade Association, Department of Commerce

### VISITOR VOLUME: D.K. SHIFFLET & ASSOCIATES

- Data is collected using an online panel methodology, contacting more 50,000 distinct U.S. households each month.
- Data is weighted by key demographics to balance the sample to the U.S. population.

### VISITOR FORECAST AND ECONOMIC IMPACT

- IHS Global combines D.K. Shifflet & Associates data with economic variables, DC tax collections and other tourism indicators like airport arrivals, transportation and attractions attendance to calculate forecasts and economic impact.