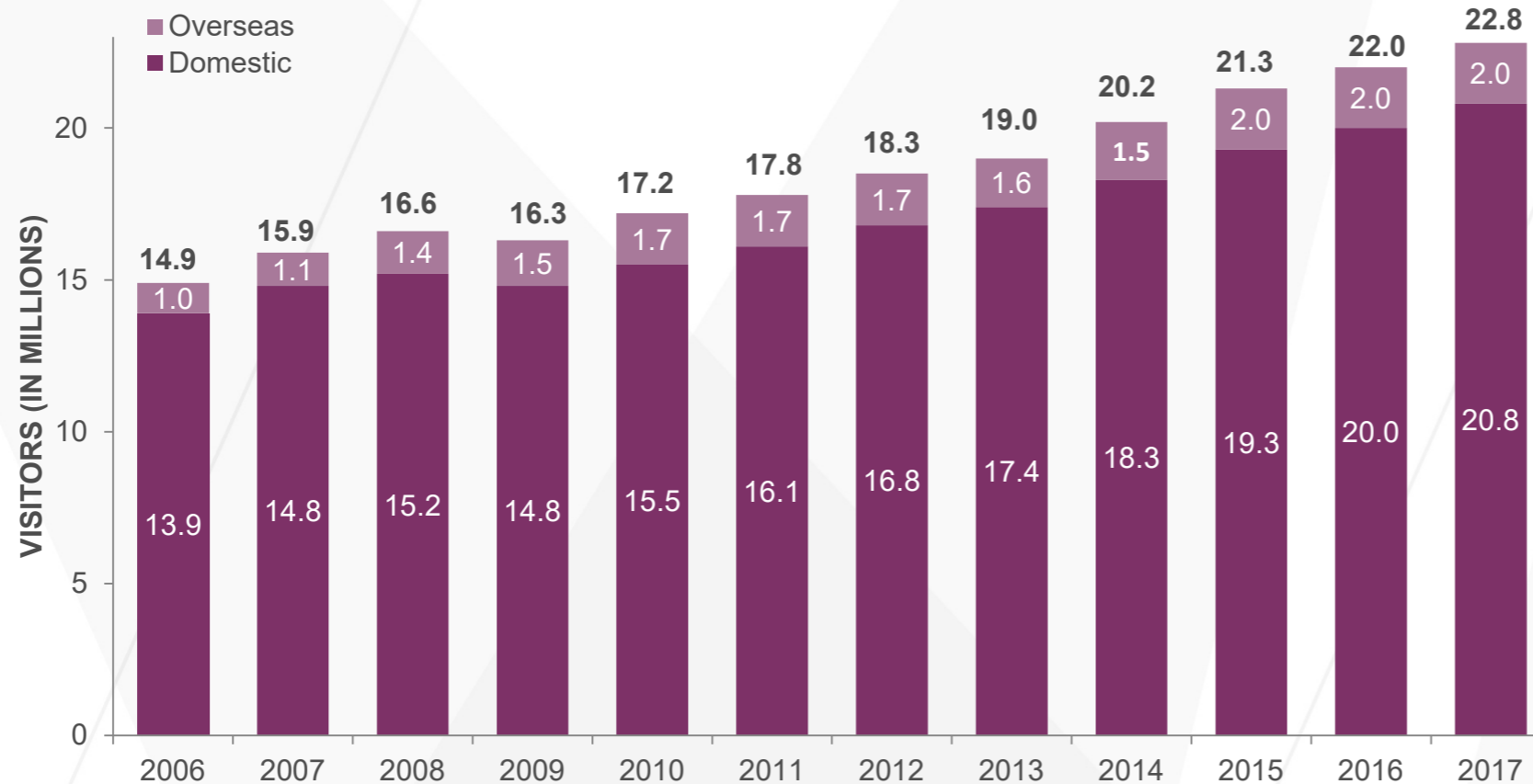




# 2017 VISITOR STATISTICS WASHINGTON, DC

# TOTAL VISITATION TO WASHINGTON, DC

## WASHINGTON, DC (DISTRICT OF COLUMBIA)



In 2017, DC welcomed a total of 22.8 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

## OVERSEAS VISITATION WASHINGTON, DC (DISTRICT OF COLUMBIA)

Origin Country	2015	2016	2017	2017 Visitation
China	1	1	1	302 K
United Kingdom	2	2	2	166 K
South Korea	7	6	3	136 K
India	6	5	4	135 K
Germany	3	3	5	125 K
France	5	4	6	94 K
Australia	4	7	7	80 K
Brazil	NA	NA	8	71 K
Italy	9	8	9	68 K
Japan	10	10	10	62 K

China overtook the UK in 2013 to become the #1 country of origin for overseas visitors to DC.

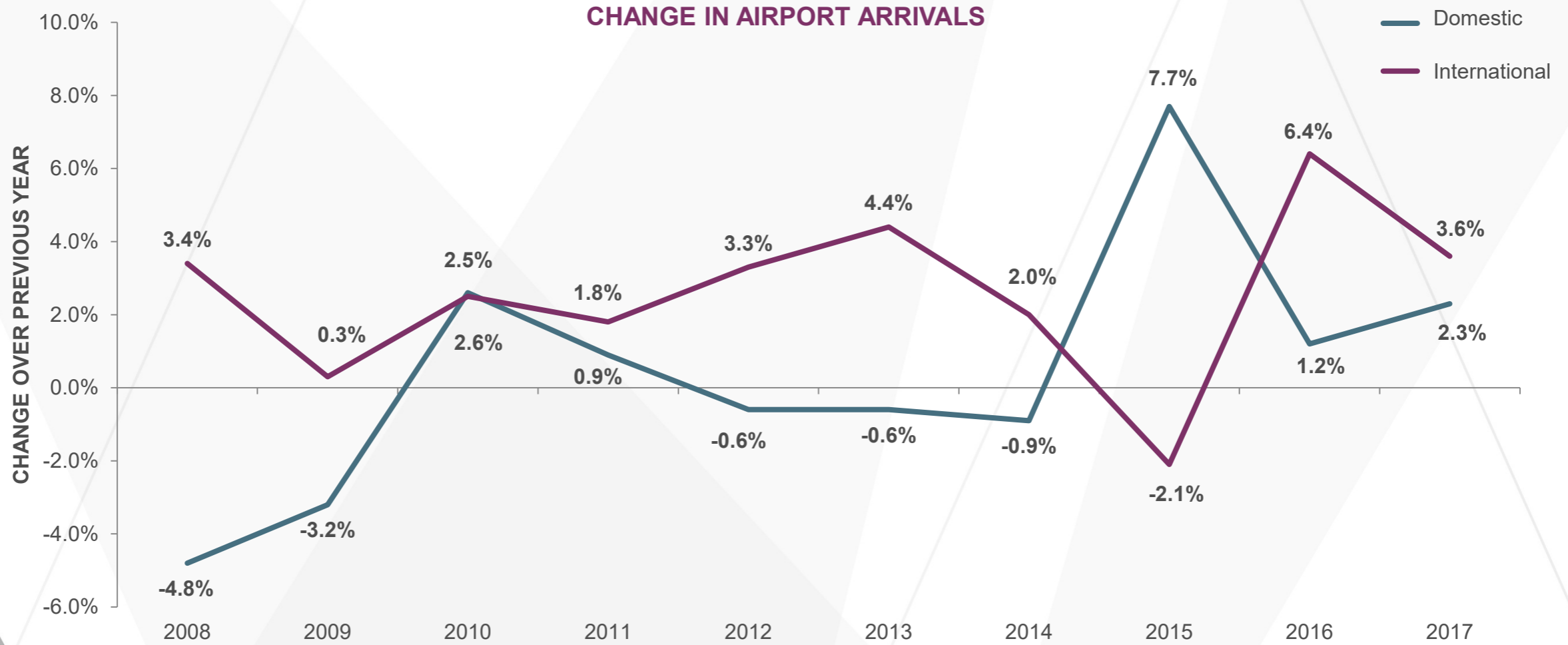
India saw an increase in visitation of 46% over 2016, and moved to 4<sup>th</sup>.

Brazil returned to the top 10 at 8<sup>th</sup> after two years gone.

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

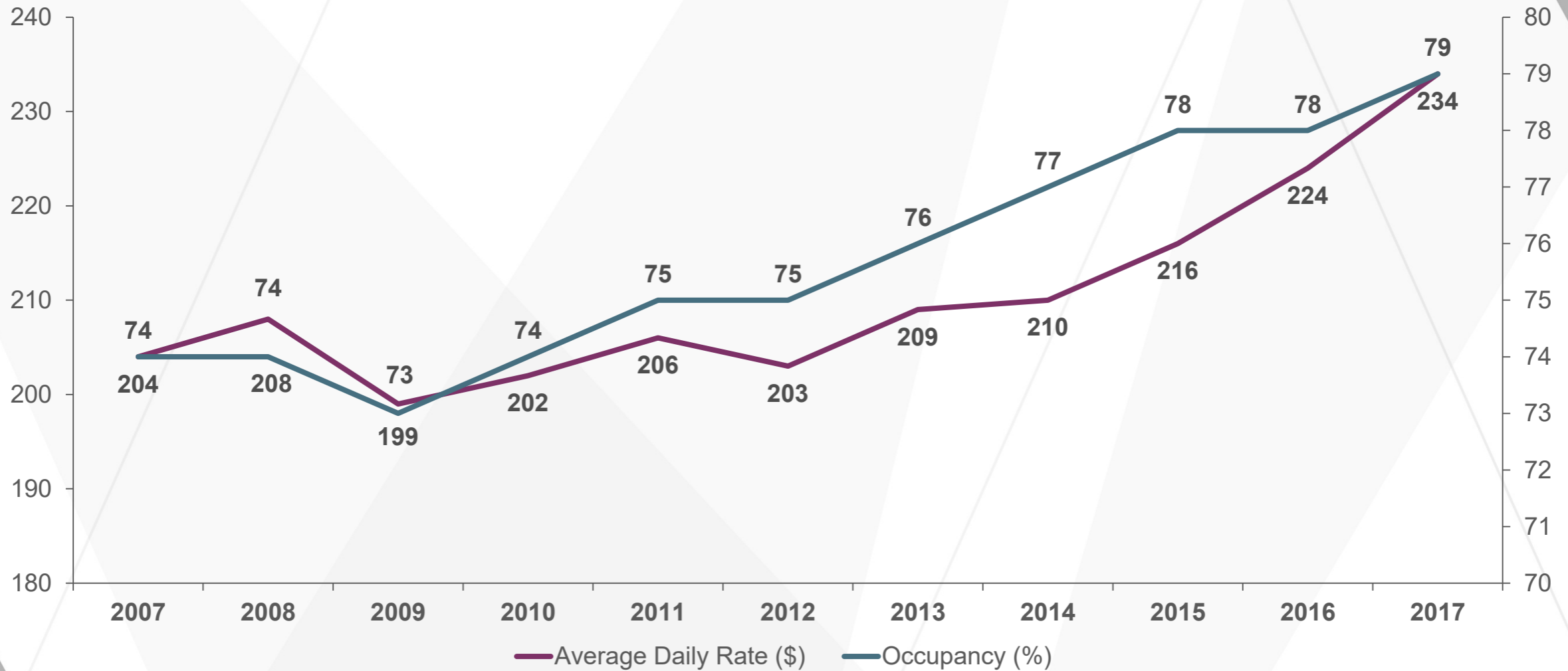
*Source: Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce*

# 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

# TOURISM INDICATORS

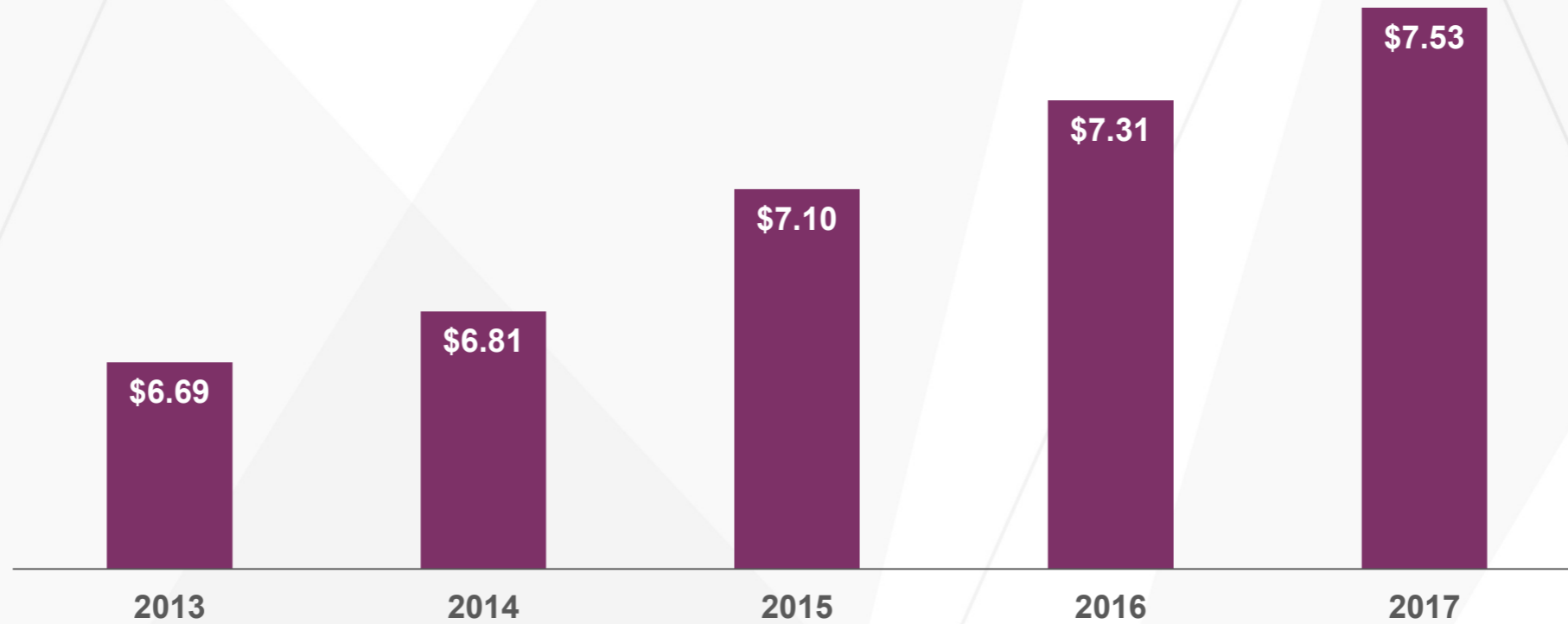
## 2016 VS. 2017

ADDITIONAL TOURISM INDICATORS	2017 Visitation	Percent Change 2016-17
National Park Service – Mall locations	32.6 million	3.7% ↓
National Park Service – All DC area locations	35.7 million	3.3% ↓
Smithsonian – Mall locations	23.3 million	2.5% ↑
Smithsonian – All DC area locations	29.1 million	0.7% ↓
Total Domestic Arrivals (DCA+IAD)	19.3 million	2.3% ↑
Total International Arrivals (DCA+IAD)	4.1 million	3.6% ↑

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

# VISITOR SPENDING DOMESTIC & INTERNATIONAL

## VISITOR SPENDING (IN BILLIONS)

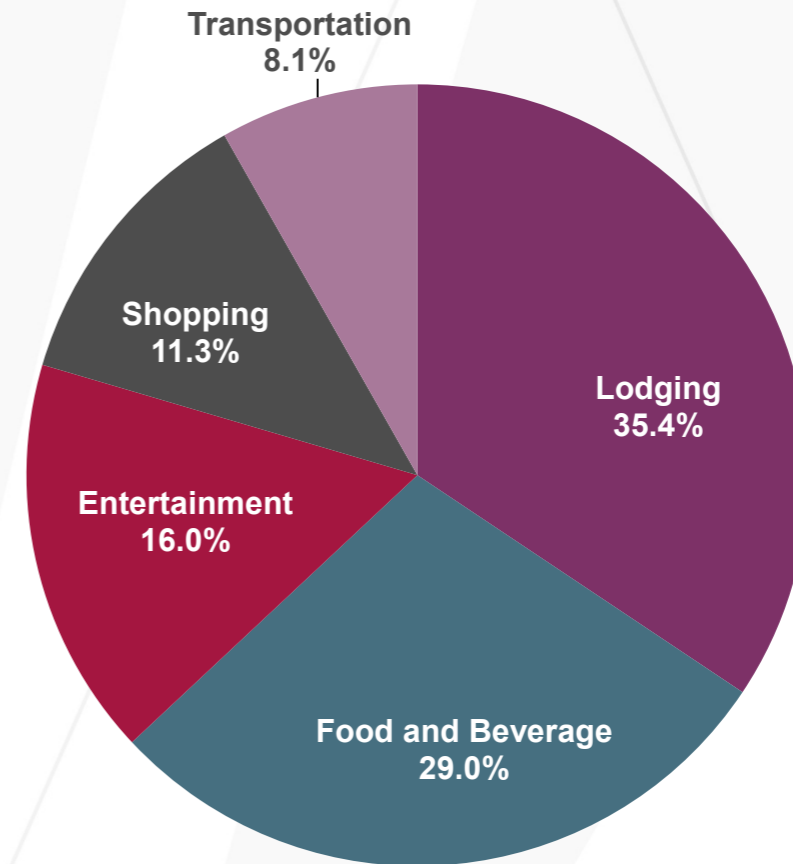


Includes both domestic and international spending

Source: IHS Markit

# VISITOR SPENDING WASHINGTON, DC (DISTRICT OF COLUMBIA)

Expenditure Category	2017 (\$)	% Change
Lodging	2.67 billion	6.5% ↑
Food and Beverage	2.18 billion	4.2% ↑
Entertainment	1.20 billion	0.4% ↓
Shopping	864 million	3.0% ↓
Transportation	612 million	1.3% ↑

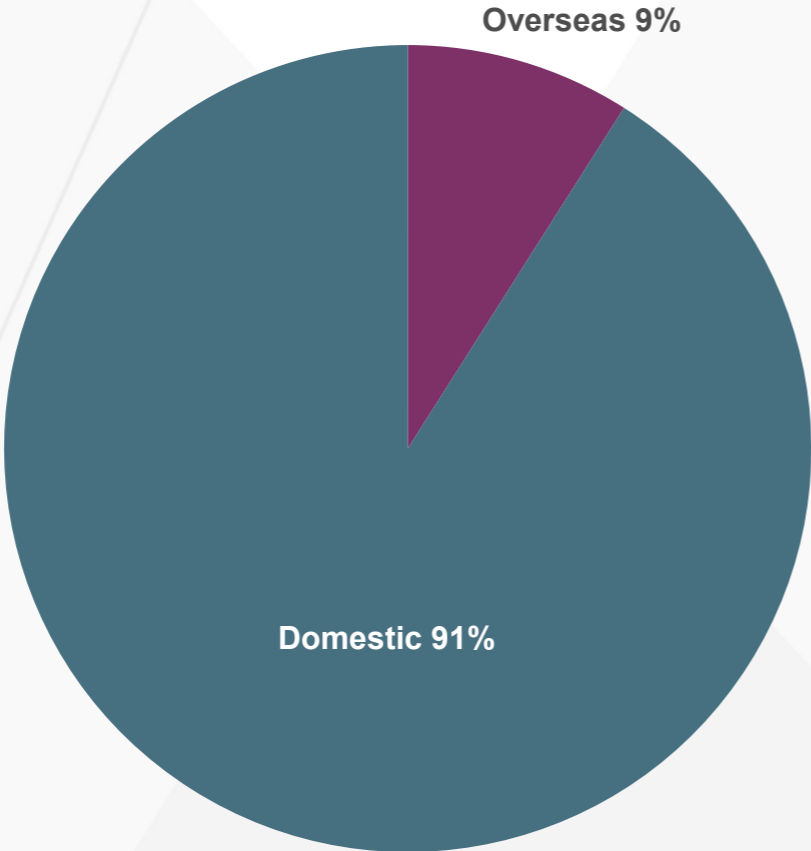


Source: IHS Markit

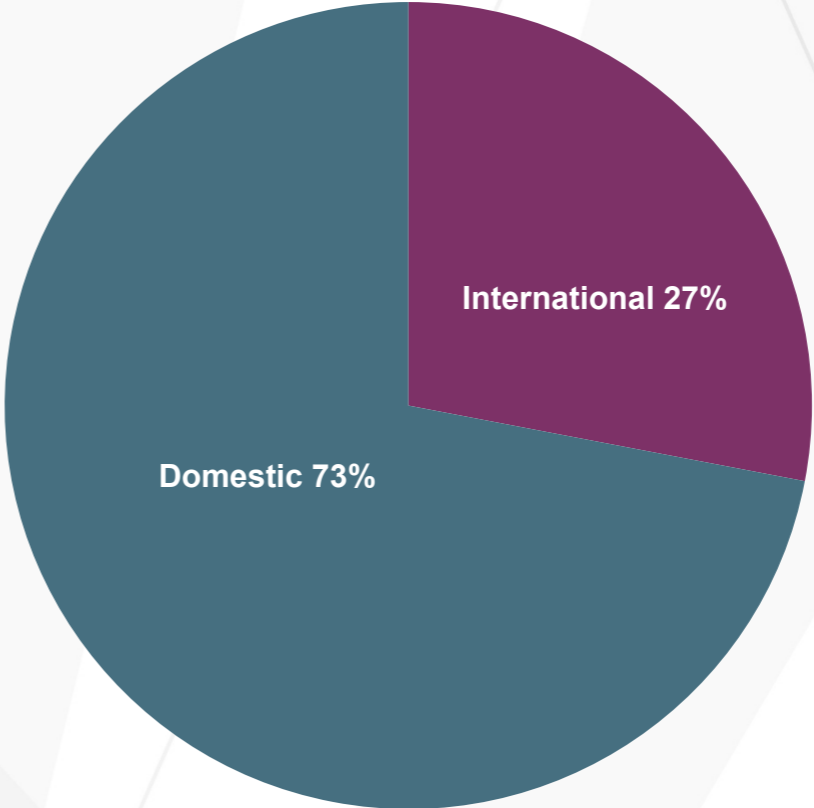


# DOMESTIC VS. INTERNATIONAL VISITATION & SPENDING

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	20,027,013
Personal Income	46,404,828
Social Security & Other Taxes	1,539,211
Occupancy Tax	279,064,309
Property Taxes	215,949,992
Excise & Fees	21,371,318
Sales Tax	229,607,953
Restaurant	151,947,294
Retail	67,453,038
Airport	7,338,595
Car Rental	2,869,025
<b>Local Total</b>	<b>813,964,624</b>

Federal Tax Revenue (\$)	
Corporate Income	85,351,035
Personal Income	157,295,394
Excise & Fees	51,634,005
Social Security & Other Taxes	364,458,926
<b>Federal Total</b>	<b>658,739,360</b>

Local + Federal Total =  
\$1.43 billion

+3.1% change from 2016

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 **\$2,656 in local taxes** from each of the 306,482 households in DC in order to maintain the current level of tax receipts.
- Travel and tourism spending supports **75,048 jobs** annually.
- Travel and tourism jobs support **\$4.18 billion in wages**.
- Domestic spending was up 3.4% to **\$5.5 billion**; international spending up 2.3% to **\$2.1 billion** in 2017.

Source: IHS Markit

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

- Each Washington, DC visitor generates about **\$330 in expenditures.**
- Every **304 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 **\$184 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

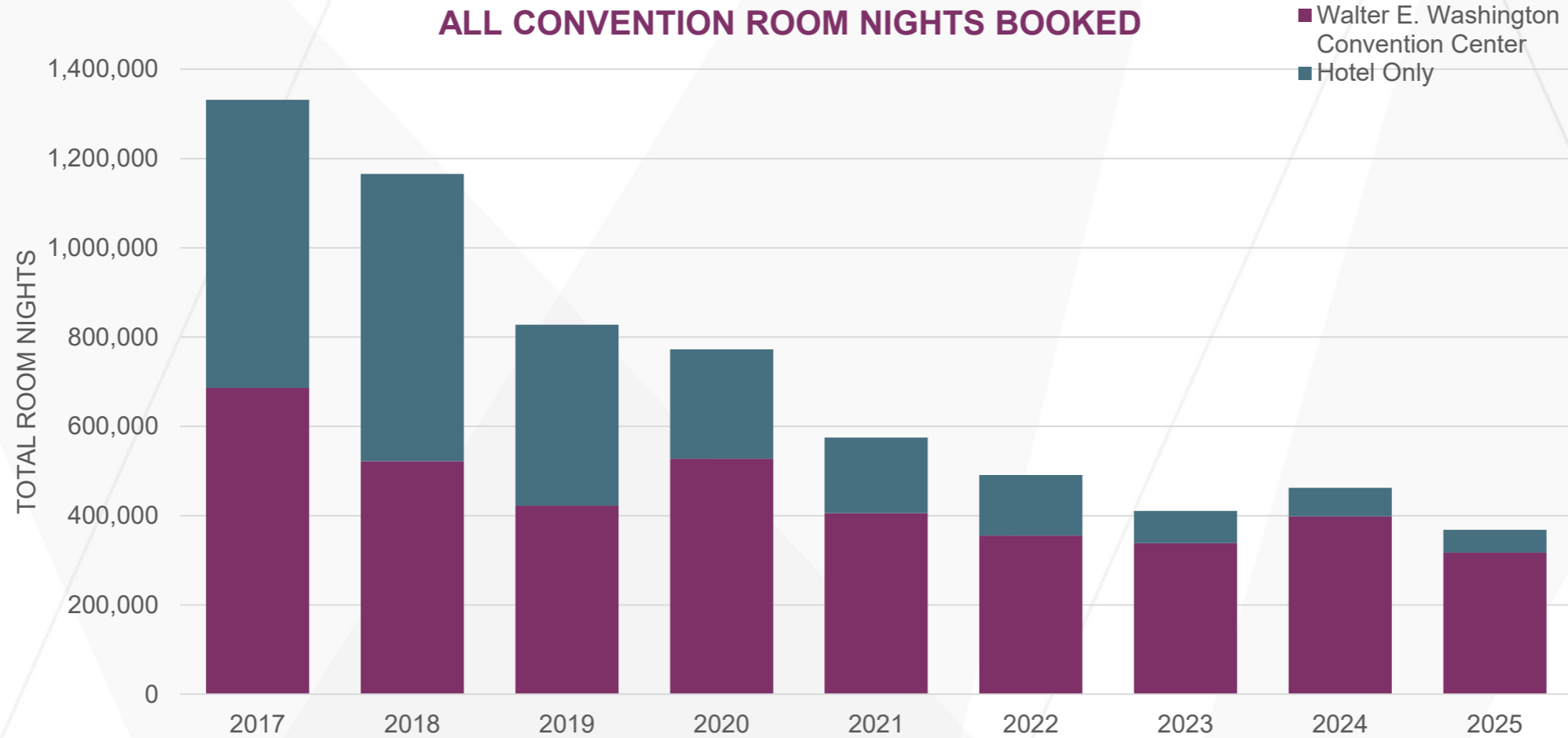


Chart reflects room nights confirmed as definite as of Sept. 18, 2018. Bookings are for calendar year.

Source: Destination DC

# CITYWIDE FORECAST WASHINGTON, DC

## ALL CITYWIDE CONVENTION ROOM NIGHTS BOOKED

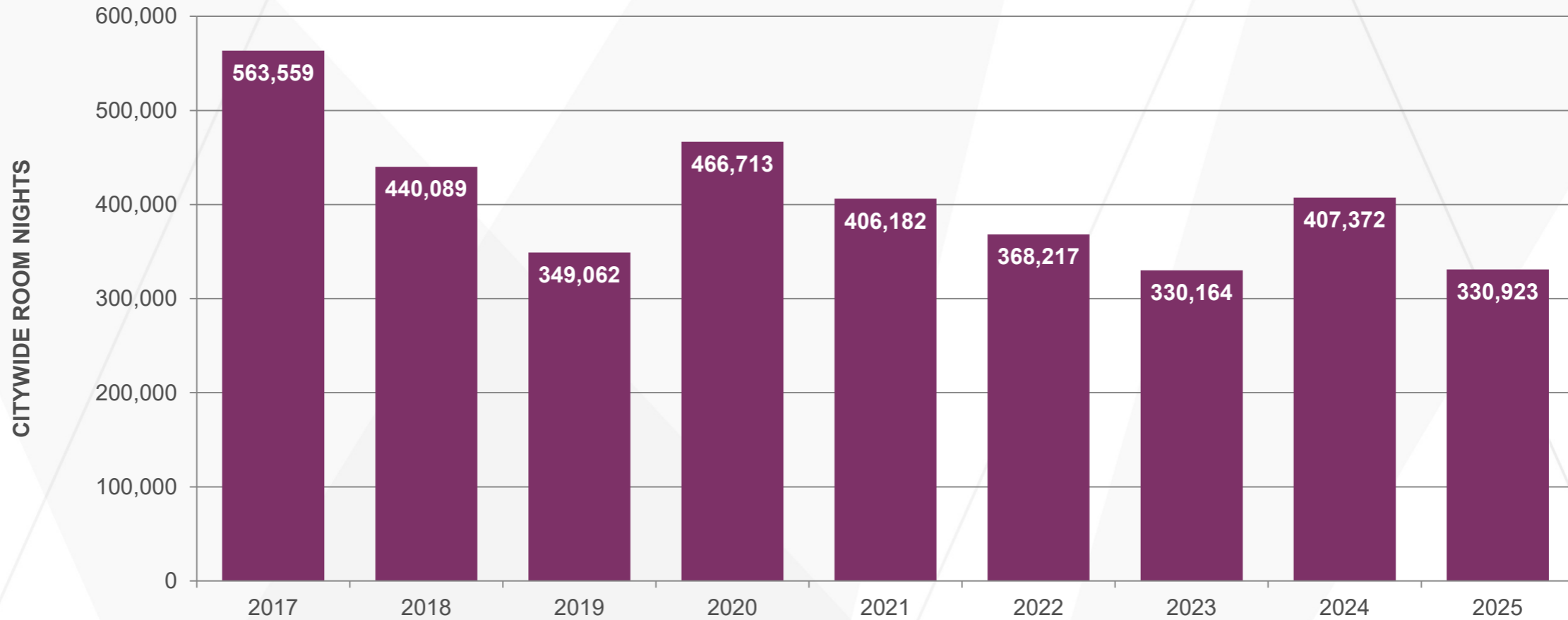
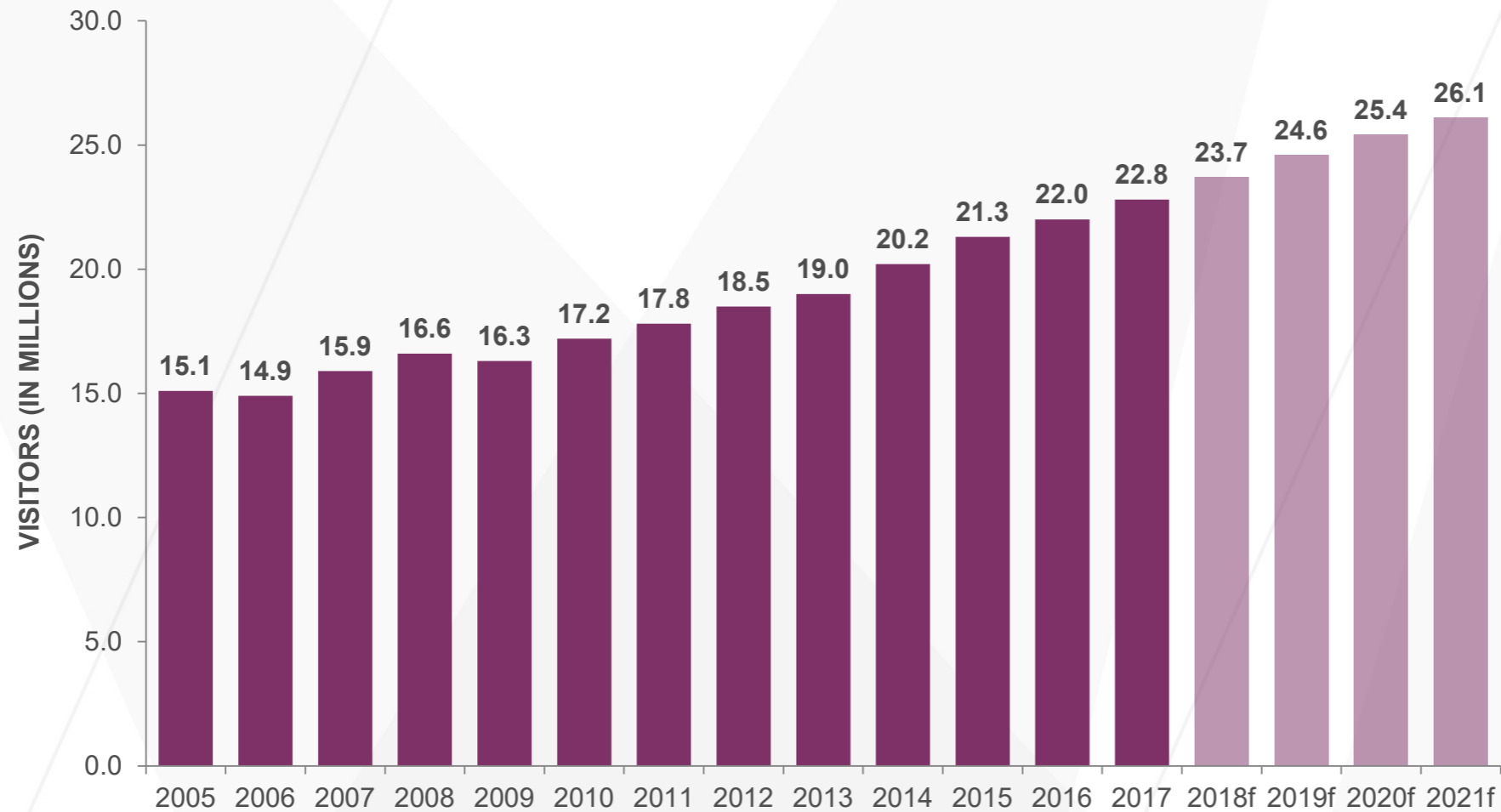


Chart reflects room nights confirmed as definite as of Sept. 18, 2018 for the calendar year; citywides are a minimum of 2,500 rooms on peak.

Source: Destination DC

# VISITATION FORECAST THROUGH 2021 WASHINGTON, DC (DISTRICT OF COLUMBIA)



DC's total visitor volume in 2017 reached a record high and is expected to continue to increase by 3 to 3.5% each year through 2021.

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.