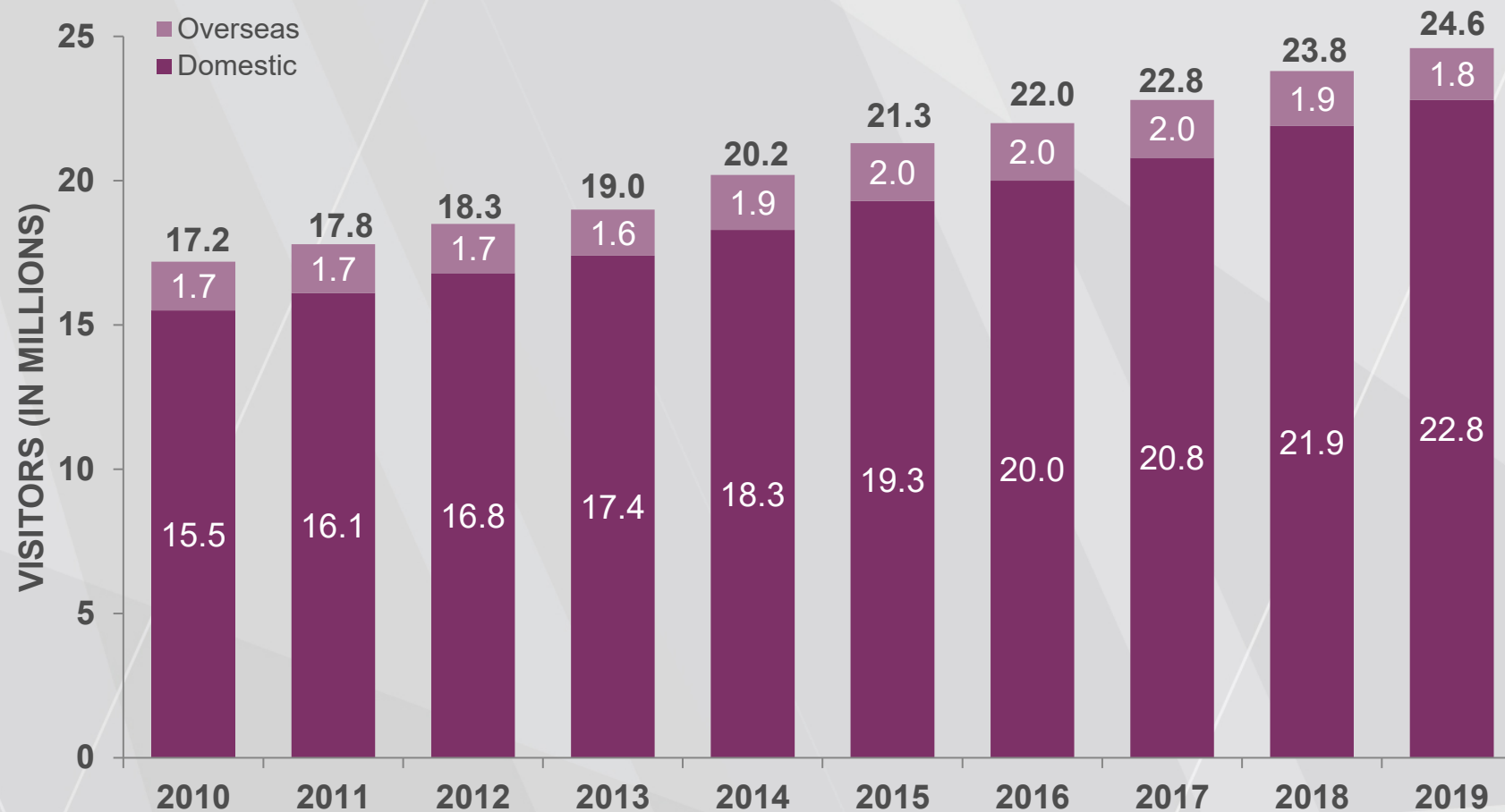




# 2019 VISITOR STATISTICS WASHINGTON, DC

# TOTAL VISITATION TO WASHINGTON, DC

## WASHINGTON, DC (DISTRICT OF COLUMBIA)



In 2019, DC welcomed a total of 24.6 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: MMGY Travel Intelligence; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce

# TOP OVERSEAS MARKETS TO DC IN 2019

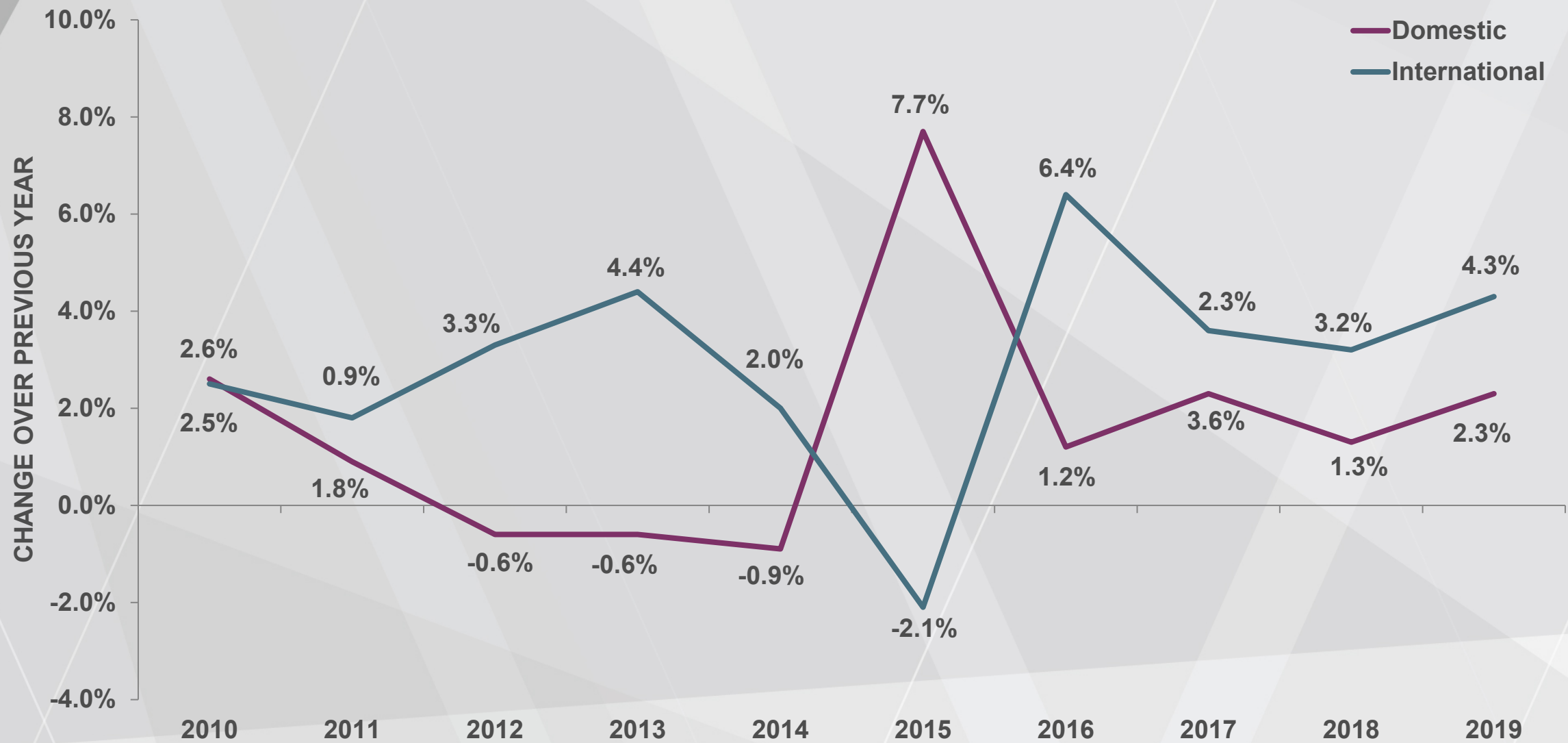
**1.8M**

Overseas Visitors  
to DC in 2019

1.	China	190,000	↓16%
2.	United Kingdom	170,000	↓11%
3.	India	133,000	↑13%
4.	Germany	131,000	↑15%
5.	South Korea	110,000	↑49%
6.	France	98,000	↑24%
7.	Australia	66,000	↓27%
8.	Italy	58,000	↓3%
9.	Brazil	55,000	↓45%
10.	Spain	52,000	↓11%

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

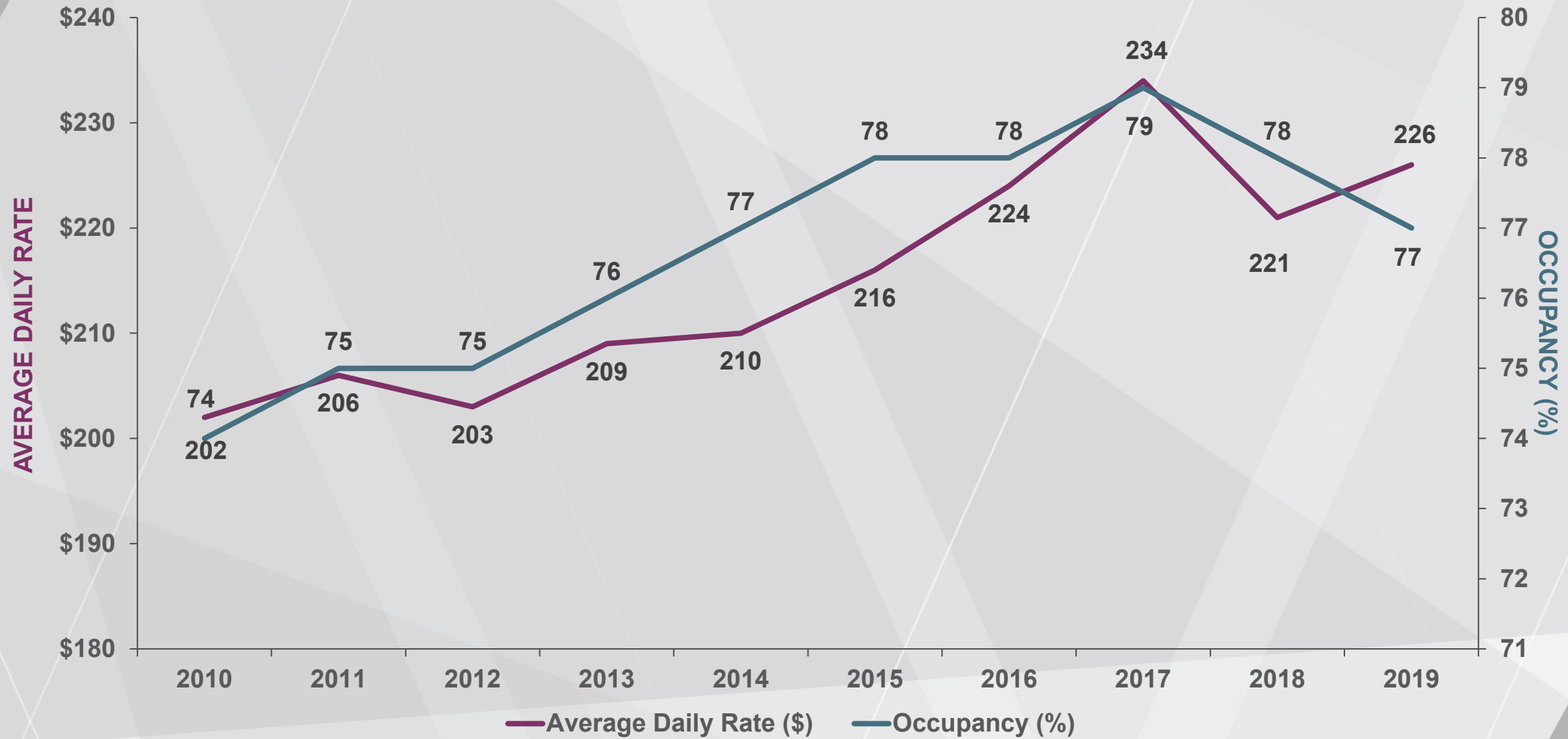
# AIRPORT ARRIVALS DCA AND IAD



Source: Metropolitan Washington Airports Authority

# HOTEL PERFORMANCE

## WASHINGTON, DC (DISTRICT OF COLUMBIA)

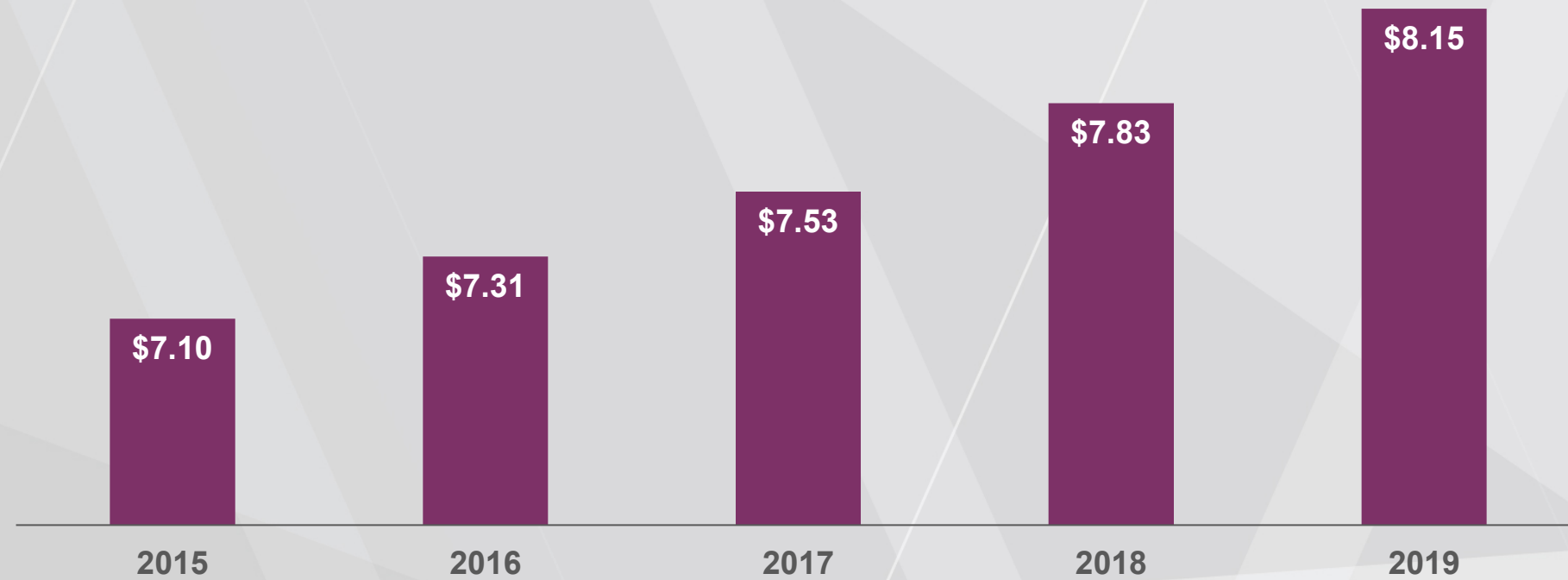


For ADR, use left axis; for occupancy, use right axis

Source: STR

# VISITOR SPENDING DOMESTIC & INTERNATIONAL

## VISITOR SPENDING (IN BILLIONS)



Includes both domestic and international spending

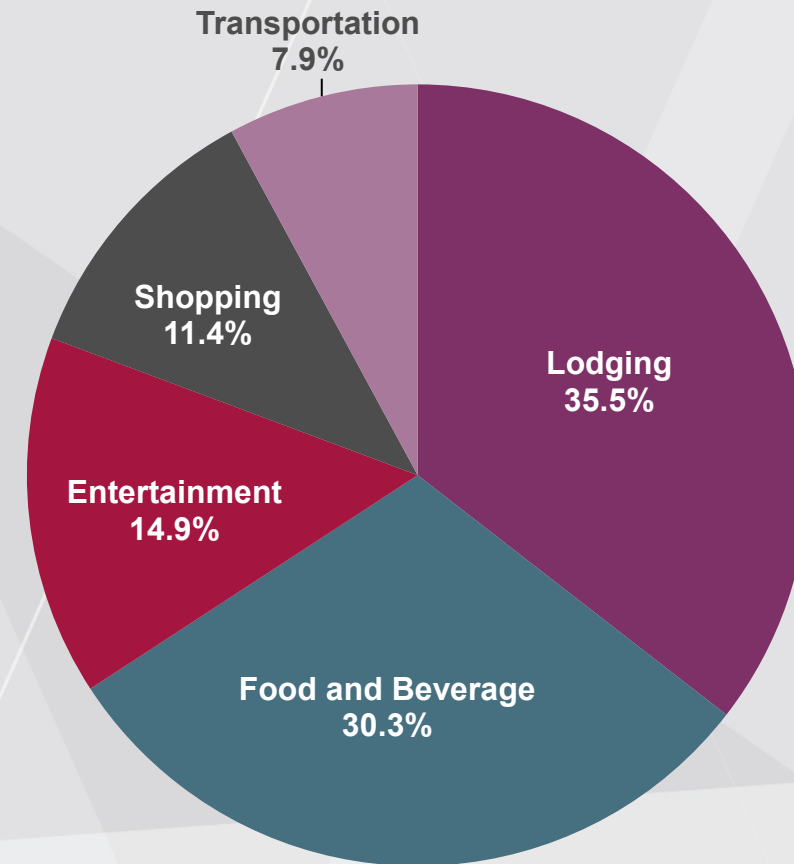
Source: IHS Markit



# VISITOR SPENDING

## Washington, DC (District Of Columbia)

Expenditure Category	2019 (\$)	% Change
Lodging	2.90 billion	6.3% ↑
Food and Beverage	2.47 billion	6.8% ↑
Entertainment	1.21 billion	2.4% ↓
Shopping	932 million	2.4% ↑
Transportation	642 million	0.1% ↓
<b>Total</b>	<b>8.2 billion</b>	<b>4.1% ↑</b>



Source: IHS Markit

## 2019 TAX REVENUE VISITORS TO WASHINGTON, DC (DISTRICT OF COLUMBIA)

Local Tax Revenue (\$)	
Corporate Income	21,592,919
Personal Income	49,982,399
Social Security & Other Taxes	1,659,285
Occupancy Tax	306,777,400
Property Taxes	239,826,437
Excise & Fees	23,043,530
Sales Taxes	253,333,366
Restaurant	171,953,952
Retail	70,771,064
Airport	7,653,098
Car Rental	2,955,252
<b>Local Total</b>	<b>896,215,335</b>

Federal Tax Revenue (\$)	
Corporate Income	92,024,600
Personal Income	169,422,060
Excise & Fees	55,862,860
Social Security & Other Taxes	392,825,204
<b>Federal Total</b>	<b>710,134,724</b>

Local + Federal Total =  
\$1.61 billion

+4.9% change from 2018

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 **\$2,920 in local taxes** from each of the 307,000 households in DC in order to maintain the current level of tax receipts.
- Travel and tourism spending supports **78,266 jobs** annually.
- Travel and tourism jobs support **\$4.51 billion in wages**.
- Domestic spending was up 4.3% to **\$5.9 billion**; international spending up 3.5% to **\$2.2 billion** in 2019.

*Source: IHS Markit*

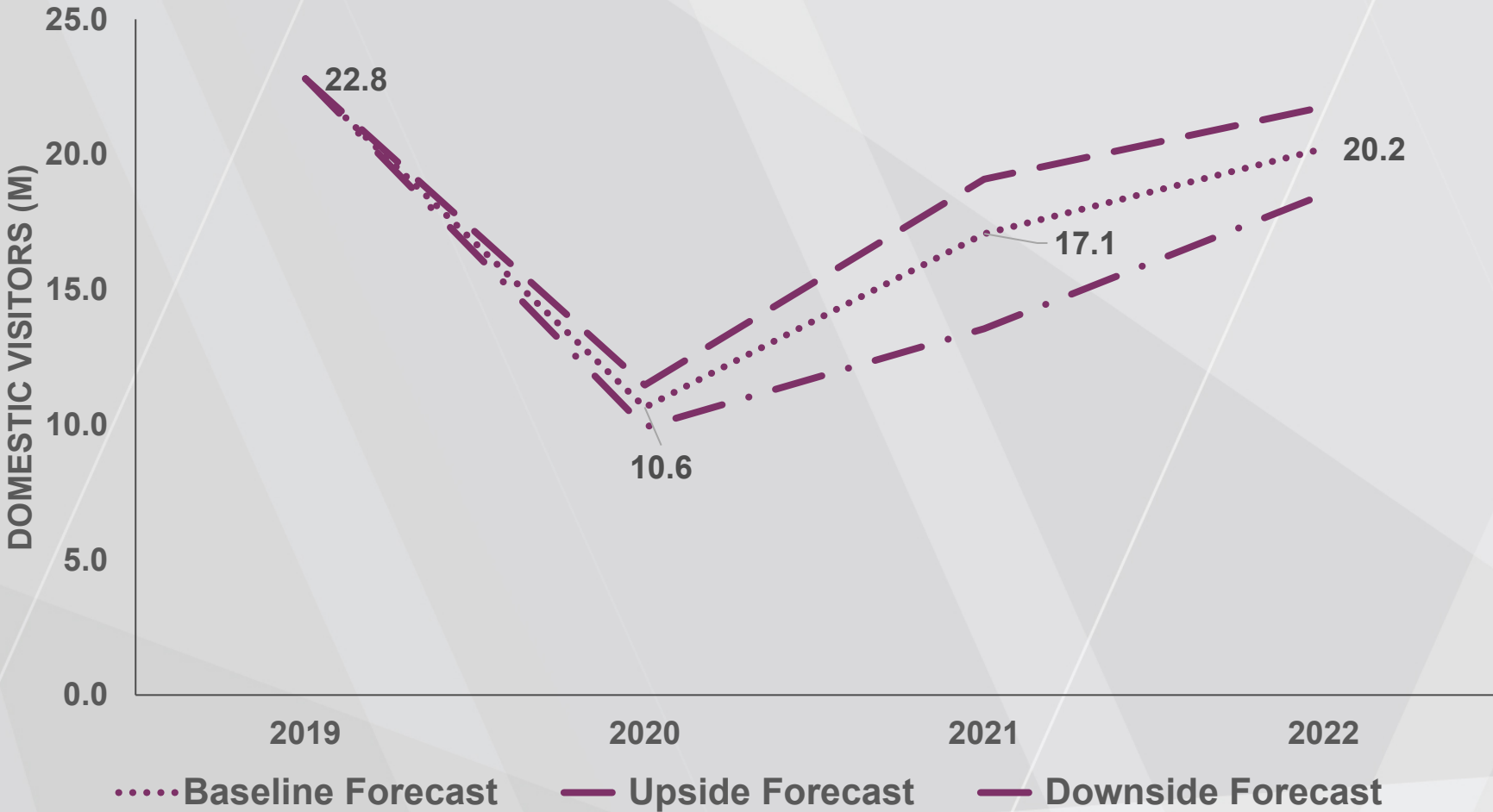
## TOURISM IMPACT WASHINGTON, DC (DISTRICT OF COLUMBIA)

- Each Washington, DC visitor generates about **\$331 in expenditures.**
- Every **314 visitors creates a new job** in Washington, DC.
- Each visitor generates **\$183 in wages.**
- Each visitor creates about **\$36 in local tax receipts.**

*Sources: IHS Markit; MMGY Travel Intelligence; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce*

# DOMESTIC VISITATION FORECAST THROUGH 2022

## WASHINGTON, DC (DISTRICT OF COLUMBIA)



The baseline forecast for DC's domestic visitor volume shows an expected drop of more than 50% in 2020, rising to 20 million by 2022.

The baseline forecast assumes an effective vaccine or therapeutic available in the first part of 2021 and no additional lockdowns.

Sources: MMGY Travel Intelligence; Tourism Economics

## 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: TOURISM ECONOMICS (FORECAST) AND IHS MARKIT (ECONOMIC IMPACT)**

- 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.