



2023 VISITOR STATISTICS WASHINGTON, DC

PANDEMIC IMPACT

WASHINGTON, DC (DISTRICT OF COLUMBIA)

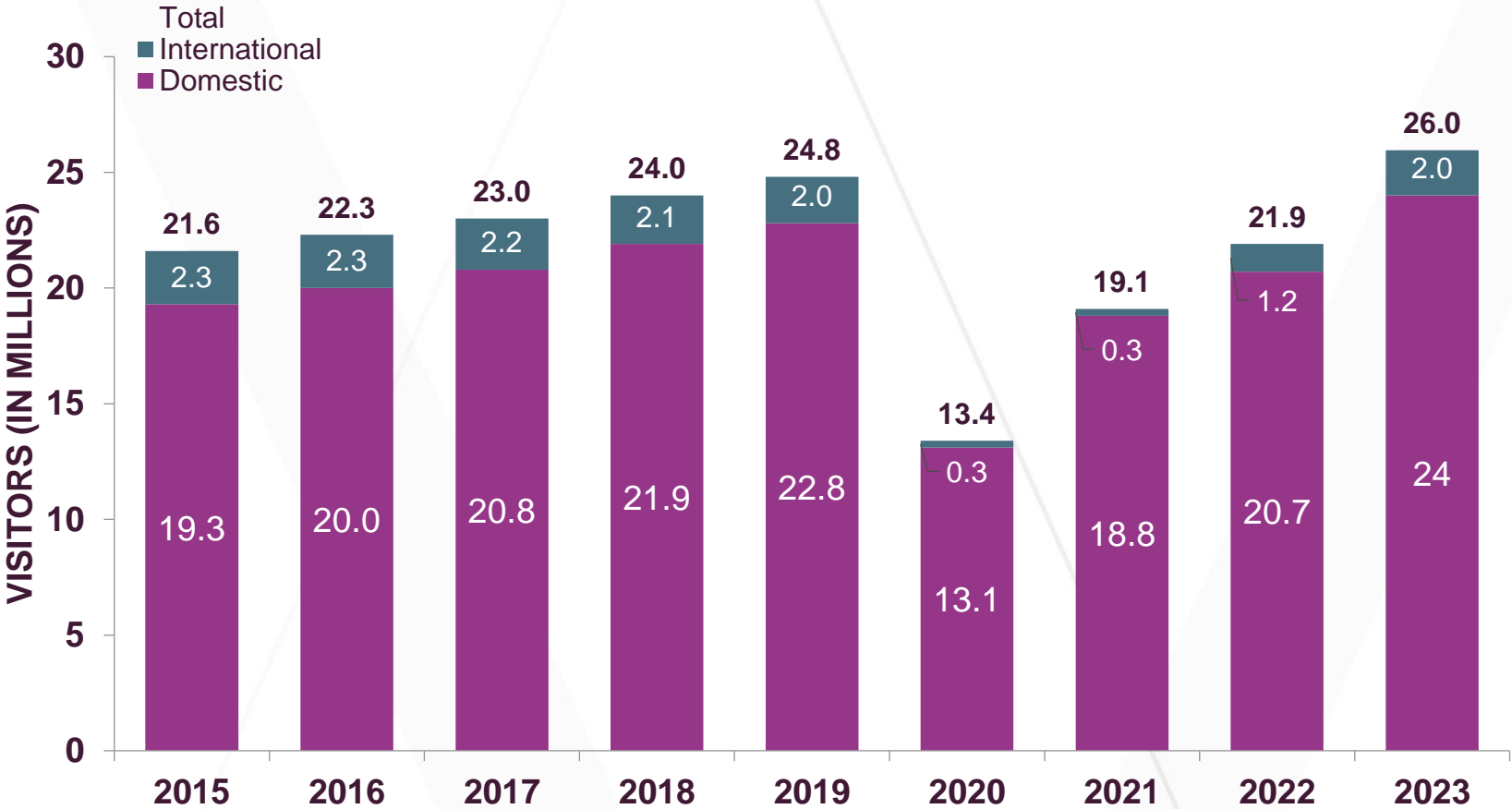
The COVID-19 pandemic hit Washington, DC in mid-March 2020, and the state of emergency in DC lasted till May 2021. While the impact of the pandemic continued into 2023, travel and tourism began to see recovery in various market segments.

For more information about visitation to the city in a pre-pandemic year, please see our [2019 Visitor Statistics](#).



TOTAL VISITATION TO WASHINGTON, DC

WASHINGTON, DC (DISTRICT OF COLUMBIA)



In 2023, DC welcomed a record total of 25.95M visitors.

Visitation in 2023 was up by 4% compared to 2019.

International visitation includes Mexico and Canada.

Sources: MMGY Travel Intelligence; Iolite Group

TOP INTERNATIONAL MARKETS TO DC IN 2023

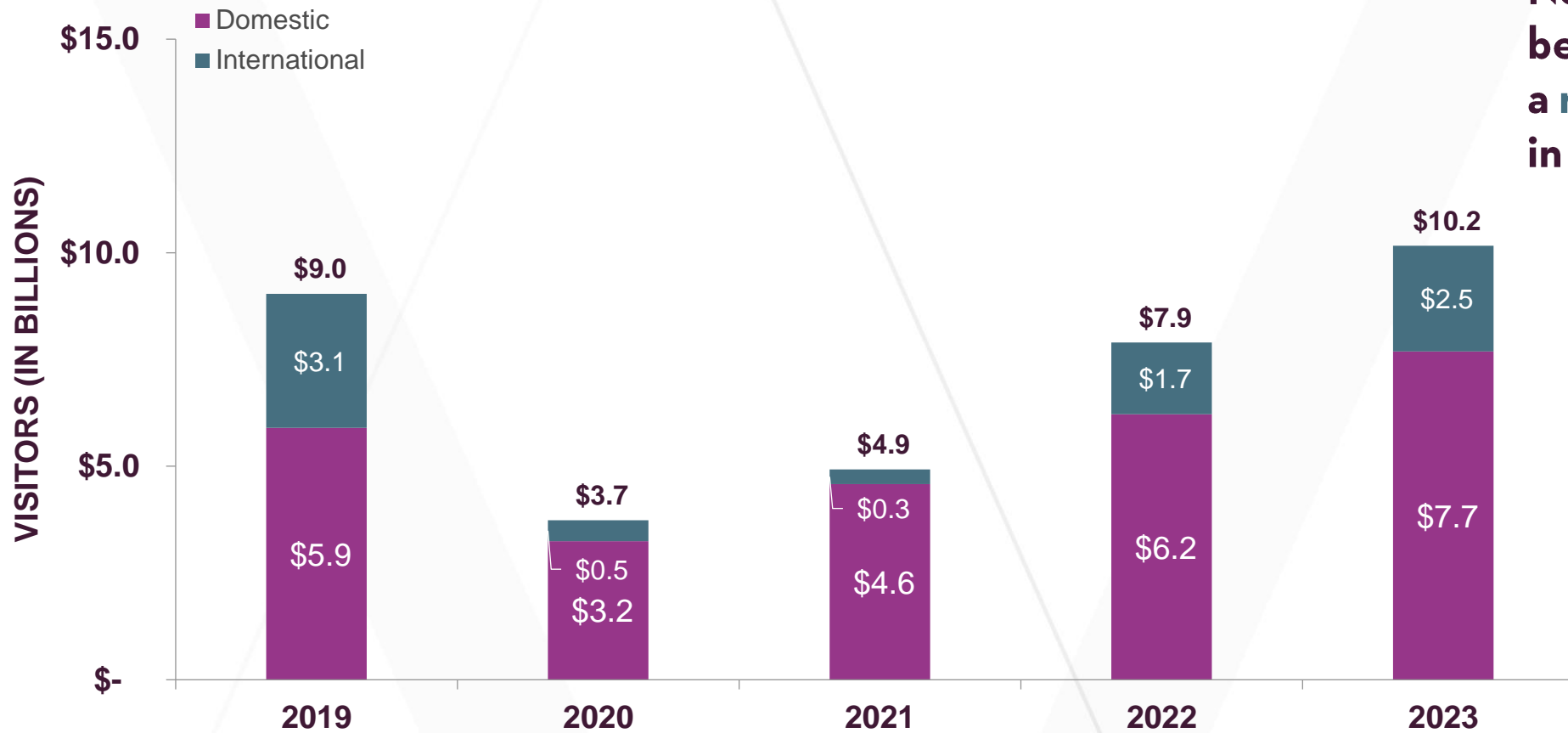


1.95M
INTERNATIONAL
VISITORS
TO DC IN 2023

1	Canada	289,000
2	United Kingdom	185,300
3	India	165,100
4	Germany	130,300
5	France	93,600
6	Korea, Republic Of	90,200
7	Mexico	75,800
8	Italy	68,300
9	Spain	65,900
10	China	60,100

Source: Iolite Group

TOTAL VISITOR SPENDING



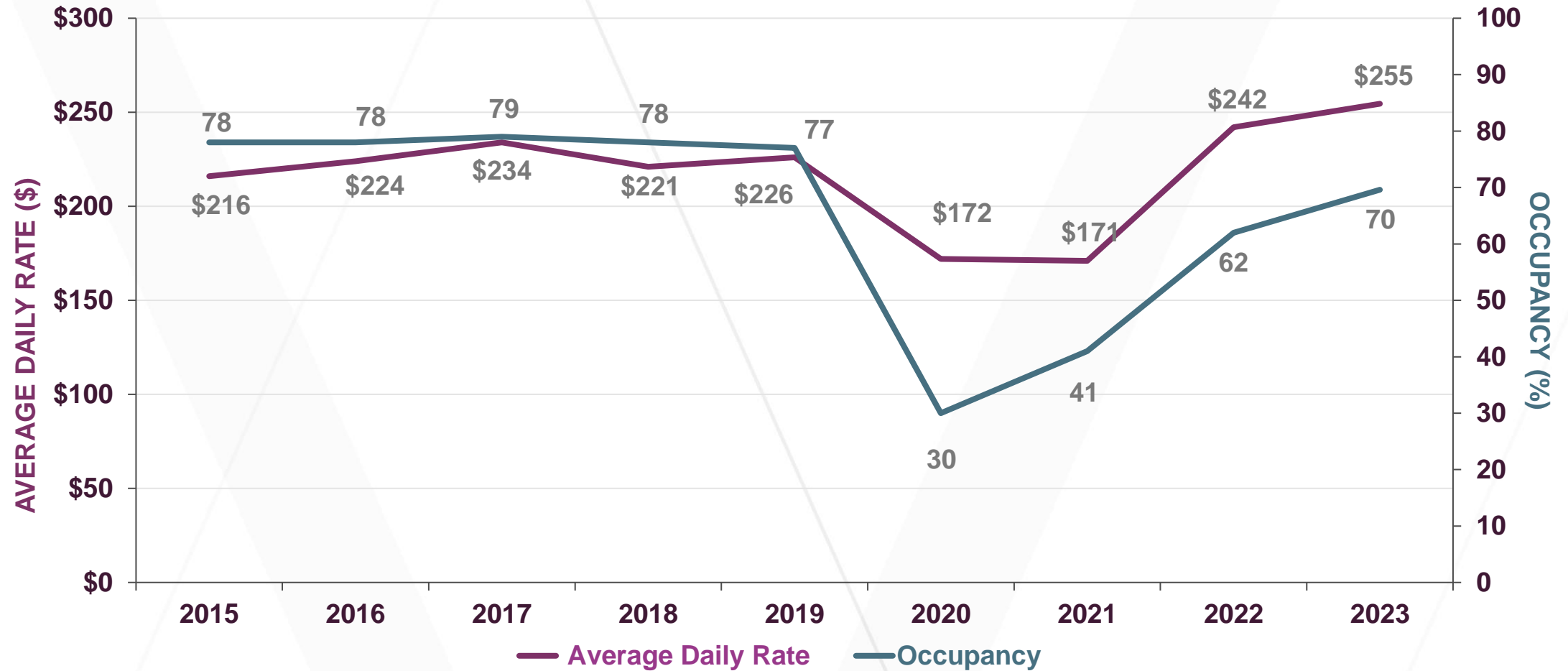
New visitation benchmark resulted in a record **\$10.2 billion** in visitor spending.

Includes both domestic and international spending

Source: S&P Global Market Intelligence

HOTEL PERFORMANCE

WASHINGTON, DC (DISTRICT OF COLUMBIA)



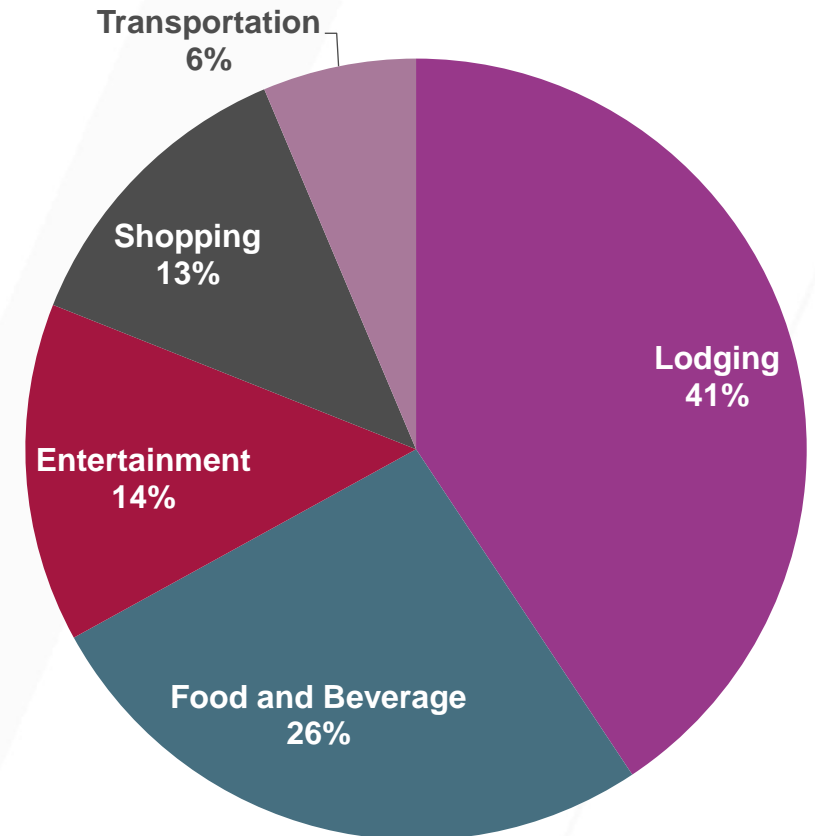
For ADR, use left axis; for occupancy, use right axis

Source: STR

VISITOR SPENDING

WASHINGTON, DC (DISTRICT OF COLUMBIA)

Expenditure Category	2023 (\$)	% Change
Lodging	\$4.1 billion	37% ↑
Food and Beverage	\$2.6 billion	23% ↑
Entertainment	\$1.4 billion	27% ↑
Shopping	\$1.3 billion	27% ↑
Transportation	\$646 million	26% ↑
Total	\$10.2 billion	29% ↑



Source: S&P Global Market Intelligence

2023 TAX REVENUE

Visitors to Washington, DC (District Of Columbia)

Local Tax Revenue (\$)	
Corporate Income	29,327,718
Personal Income	69,892,717
Social Security & Other Taxes	0
Occupancy Tax	323,314,853
Property Taxes	392,700,114
Excise & Fees	27,814,311
Sales Taxes	292,806,467
Restaurant	188,760,830
Retail	93,085,115
Airport	8,045,878
Car Rental	2,914,644
Local Total	1,135,856,180

Federal Tax Revenue (\$)	
Corporate Income	40,973,789
Personal Income	218,091,709
Excise & Fees	130,666,925
Social Security & Other Taxes	539,891,033
Federal Total	929,623,456

Local + Federal Total =
\$2.07 billion

+29.5% change from 2022

TOURISM IMPACT

WASHINGTON, DC (DISTRICT OF COLUMBIA)

- In 2023, if tourism hadn't existed at all in Washington, DC, the District would need to generate an average of **\$3,361 in local taxes** from each of the 333,467 households in DC in order to maintain the current level of tax receipts.
- Travel and tourism spending supported **102,366 jobs** in 2023.
- Travel and tourism jobs support **\$5.6 billion in wages** in 2023.

Source: S&P Global Market Intelligence





TOURISM IMPACT

WASHINGTON, DC (DISTRICT OF COLUMBIA)

- In 2023, each Washington, DC visitor generated about **\$392 in expenditures**.
- Every **254 visitors created a new job** in Washington, DC in 2023.
- In 2023, each visitor generated **\$218 in wages**.
- Each visitor creates about **\$80 in local tax receipts** in 2023.

Sources: MMGY Travel Intelligence; S&P Global Market Intelligence; Iolite Group



METHODOLOGY

VISITOR VOLUME: MMGY TRAVEL INTELLIGENCE (DOMESTIC) AND TRAVEL MARKET INSIGHTS, INC. (INTERNATIONAL)

- 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.
- International 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.

TOURISM ECONOMIC IMPACT: S&P GLOBAL MARKET INTELLIGENCE (FORMERLY 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 the economic impact.

