

DESTINATION DC

2024 ANNUAL VISITOR STATISTICS

Washington, DC

2024 TOTAL VISITATION

DOMESTIC
25 MILLION

▲ 4% OVER 2023

27.2
MILLION

▲ 5% OVER 2023

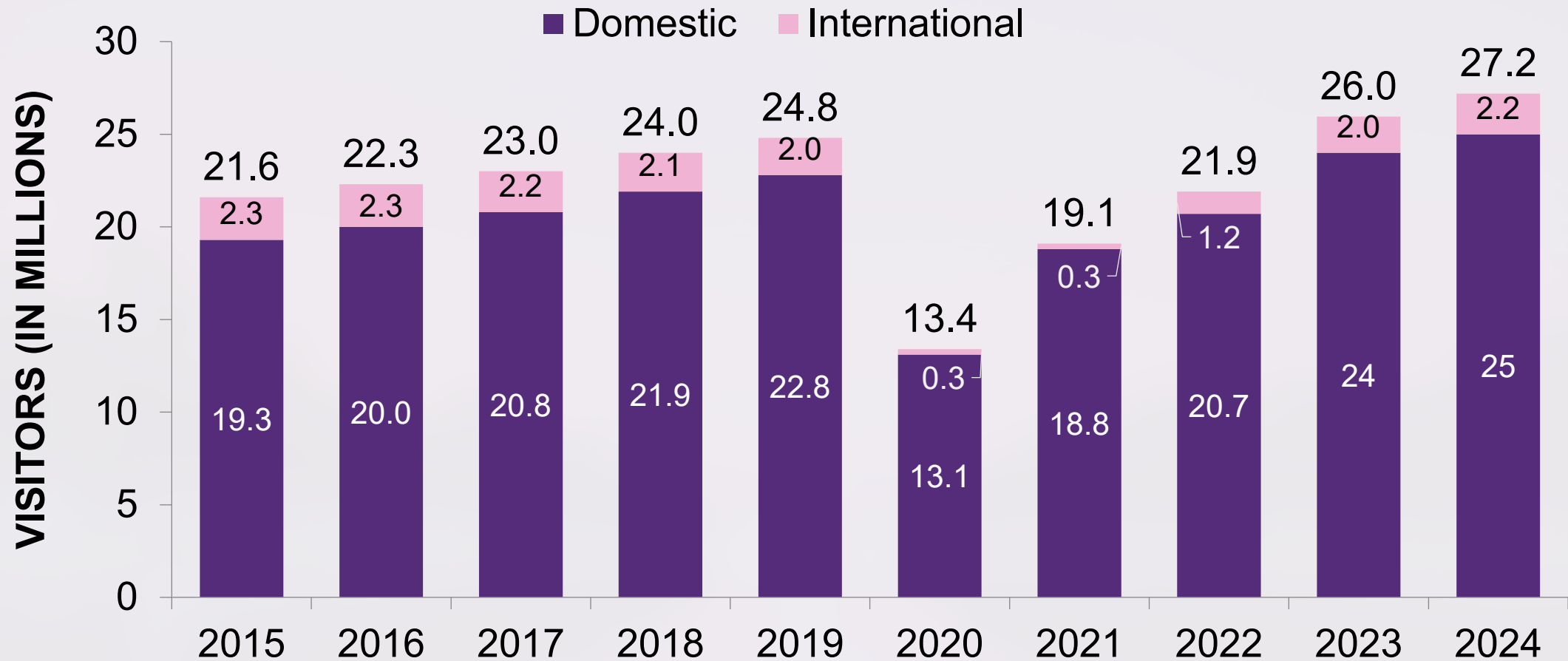
INTERNATIONAL
2.2 MILLION

▲ 10% OVER 2023

Sources: MMGY Travel Intelligence, Tourism Economics

TOTAL VISITATION TO WASHINGTON, DC

Washington, DC (CBD)



Sources: MMGY Travel Intelligence; Tourism Economics

2024 TOP DOMESTIC MARKETS TO DC



Source: Near & US Census Bureau

2024 TOP INTERNATIONAL MARKETS TO DC



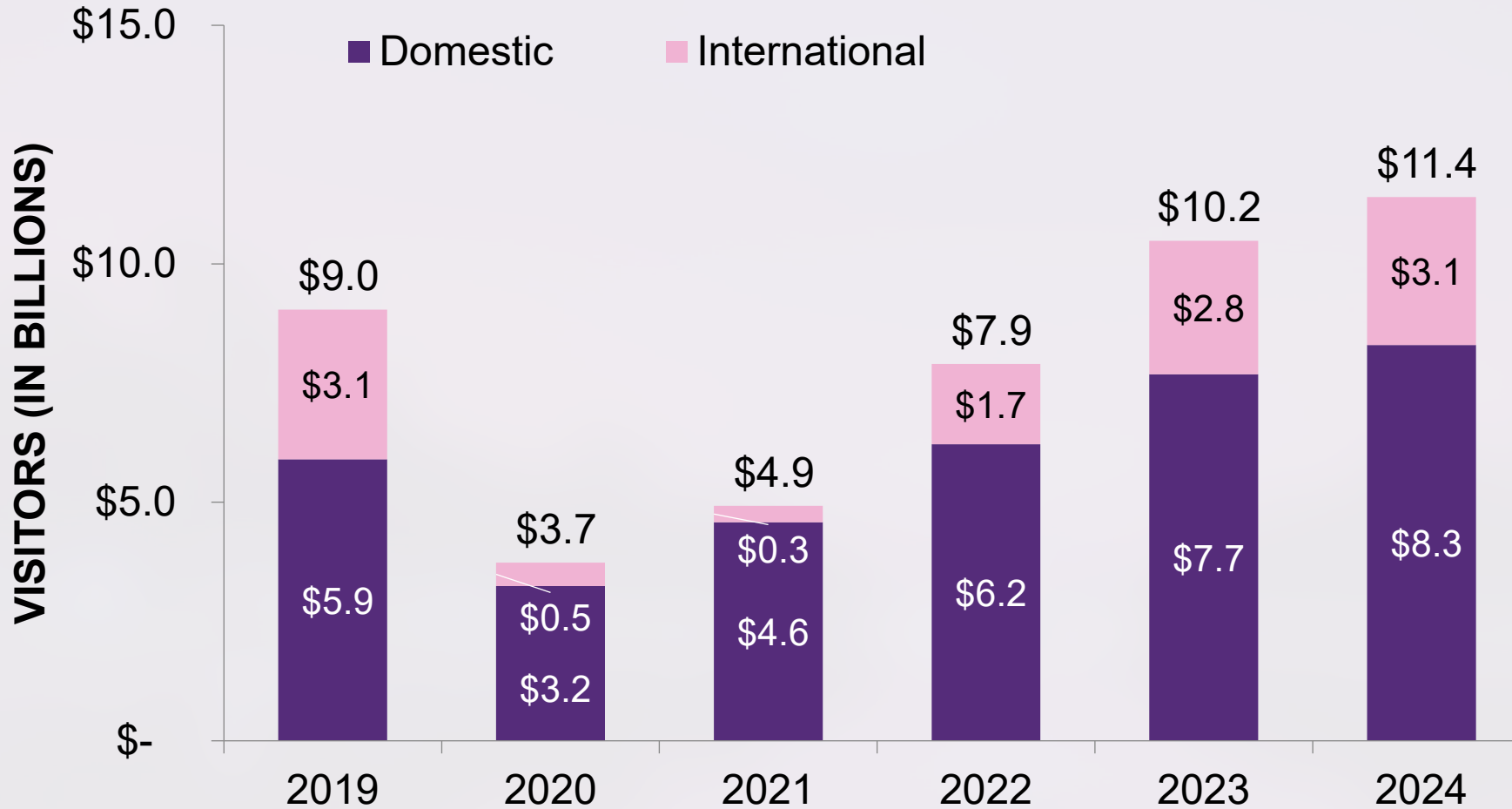
2.2M

International Visitors
to DC in 2024

1	Canada	258K
2	United Kingdom	195K
3	India	191K
4	Germany	136K
5	China	108K
6	France	98K
7	South Korea	93K
8	Mexico	88K
9	Italy	71K
10	Spain	66K

Source: Tourism Economics

TOTAL VISITOR SPENDING



Record visitation resulted in a record \$11.4 billion in visitor spending.

Source: MMGY, Tourism Economics

2024 VISITOR IMPACT



RECORD VISITOR SPENDING

**\$11.4
BILLION**

▲ 12% OVER 2023



RECORD DC TAX REVENUE

**\$2.3
BILLION**

▲ 11% OVER 2023



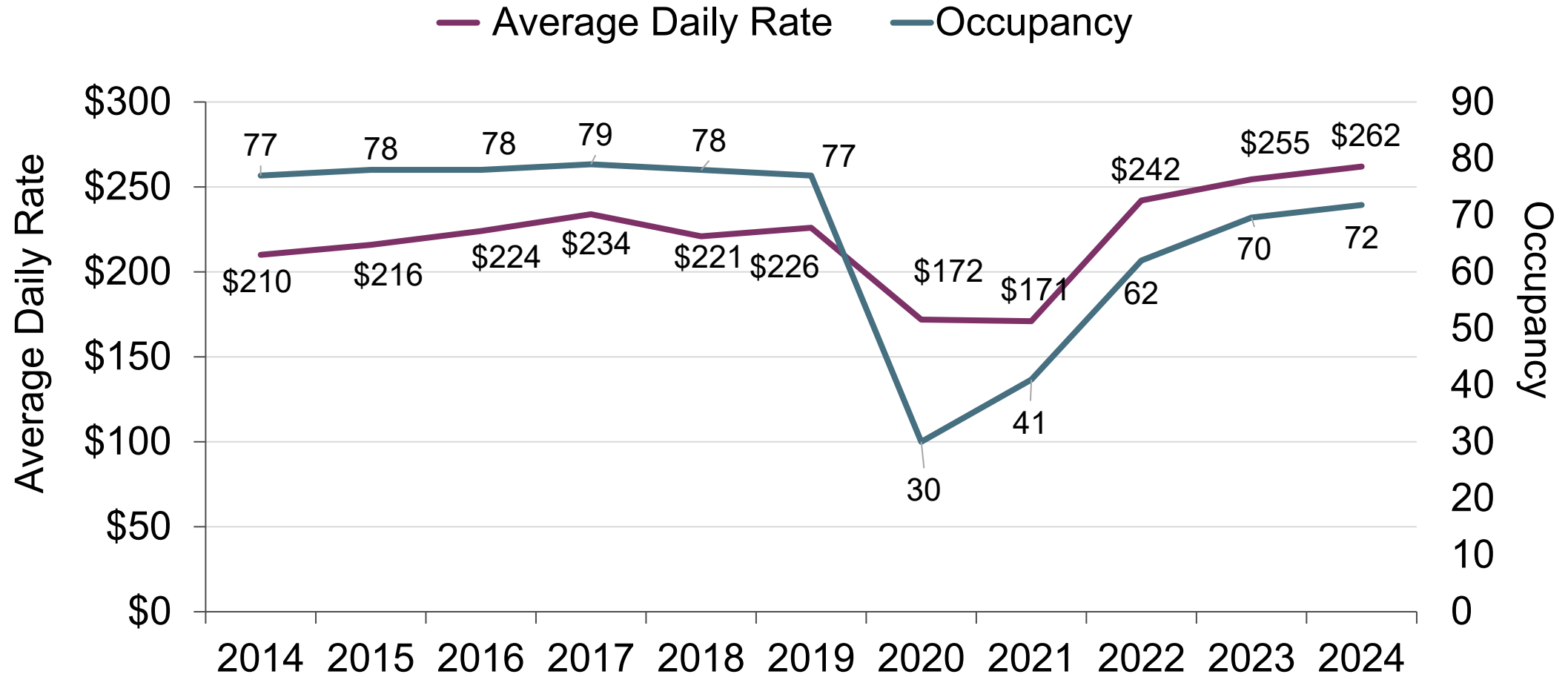
RECORD FOR DC

**111,500
JOBS**

▲ 8% OVER 2023

Sources: MMGY Travel Intelligence, Tourism Economics, S&P Global Market Intelligence, US Department of Commerce

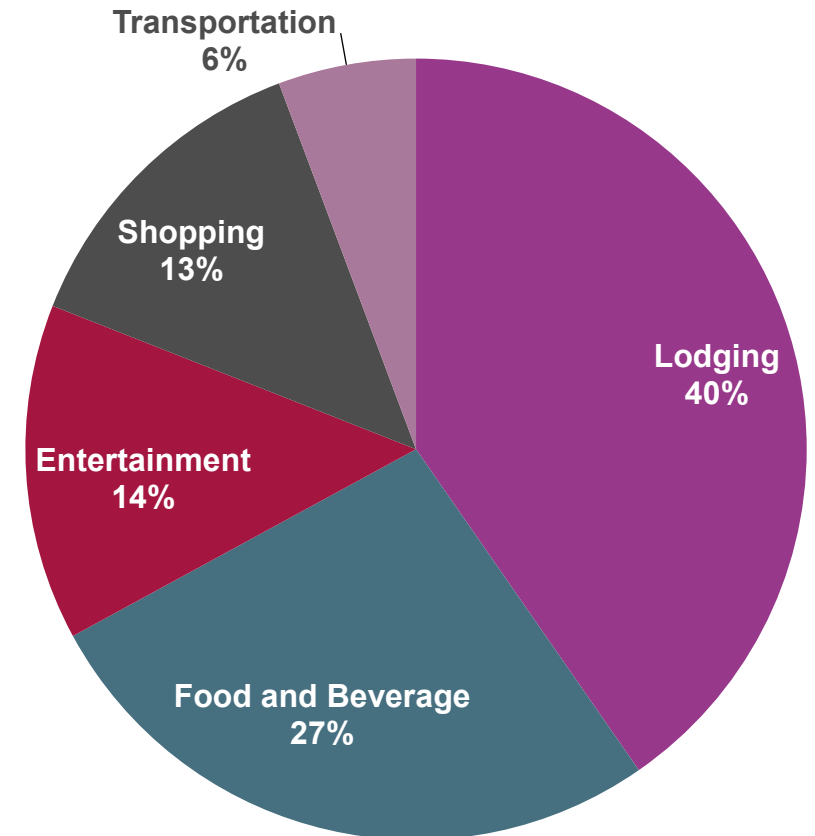
HOTEL PERFORMANCE WASHINGTON, DC (CBD)



Source: STR

VISITOR SPENDING WASHINGTON, DC (CBD)

Expenditure Category	2024	% Change
Lodging	\$4.6 billion	12% ↑
Food and Beverage	\$3.1 billion	13% ↑
Entertainment	\$1.6 billion	12% ↑
Shopping	\$1.5 billion	9% ↑
Transportation	\$656 million	2% ↑
Total	\$11.4 billion	11% ↑



Source: S&P Global Market Intelligence

2024 TAX REVENUE VISITORS TO WASHINGTON, DC (CBD)

Local Tax Revenue (\$)	
Corporate Income	33,146,249
Personal Income	78,992,898
Social Security & Other Taxes	0
Occupancy Tax	346,000,093
Property Taxes	443,830,504
Excise & Fees	31,435,794
Sales Taxes	334,127,770
Restaurant	214,779,896
Retail	107,999,824
Airport	8,509,789
Car Rental	2,838,261
Local Total	1,267,533,307

Federal Tax Revenue (\$)	
Corporate Income	46,133,938
Personal Income	245,954,609
Excise & Fees	147,444,436
Social Security & Other Taxes	609,978,410
Federal Total	1,-49,511,392

Local + Federal Total =
\$2.31 billion

+10.5% change from 2023

TOURISM IMPACT

WASHINGTON, DC (DISTRICT OF COLUMBIA)

- In 2024, if tourism hadn't existed at all in Washington, DC, the District would need to generate an average of **\$3,634 in local taxes** from each of the 348.773 households in DC in order to maintain the current level of tax receipts.
- Travel and tourism spending supported **111,500 jobs** in 2024.
- Travel and tourism jobs support **\$6.3 billion in wages** in 2024.
- If the travel and tourism industry were stand-alone it would be the **second-largest private industry** in DC, employing 17.6% of the private workforce.

Source: S&P Global Market Intelligence



The Wharf, DC



TOURISM IMPACT

WASHINGTON, DC (DISTRICT OF COLUMBIA)

- In 2024, each Washington, DC visitor generated about **\$419 in expenditures**.
- Every **243 visitors created a new job** in Washington, DC in 2024.
- In 2024, each visitor generated **\$231 in wages**.
- Each visitor created about **\$85 in tax receipts** in 2024.

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

