DOMESTIC VISITATION FORECAST THROUGH 2022
Washington, DC (District of Columbia)

25.0

22.8

20.0

20

DOMESTIC VISITORS (M)

17

15.0

10.0

11

5.0

0.0

2019   2020   2021   2022

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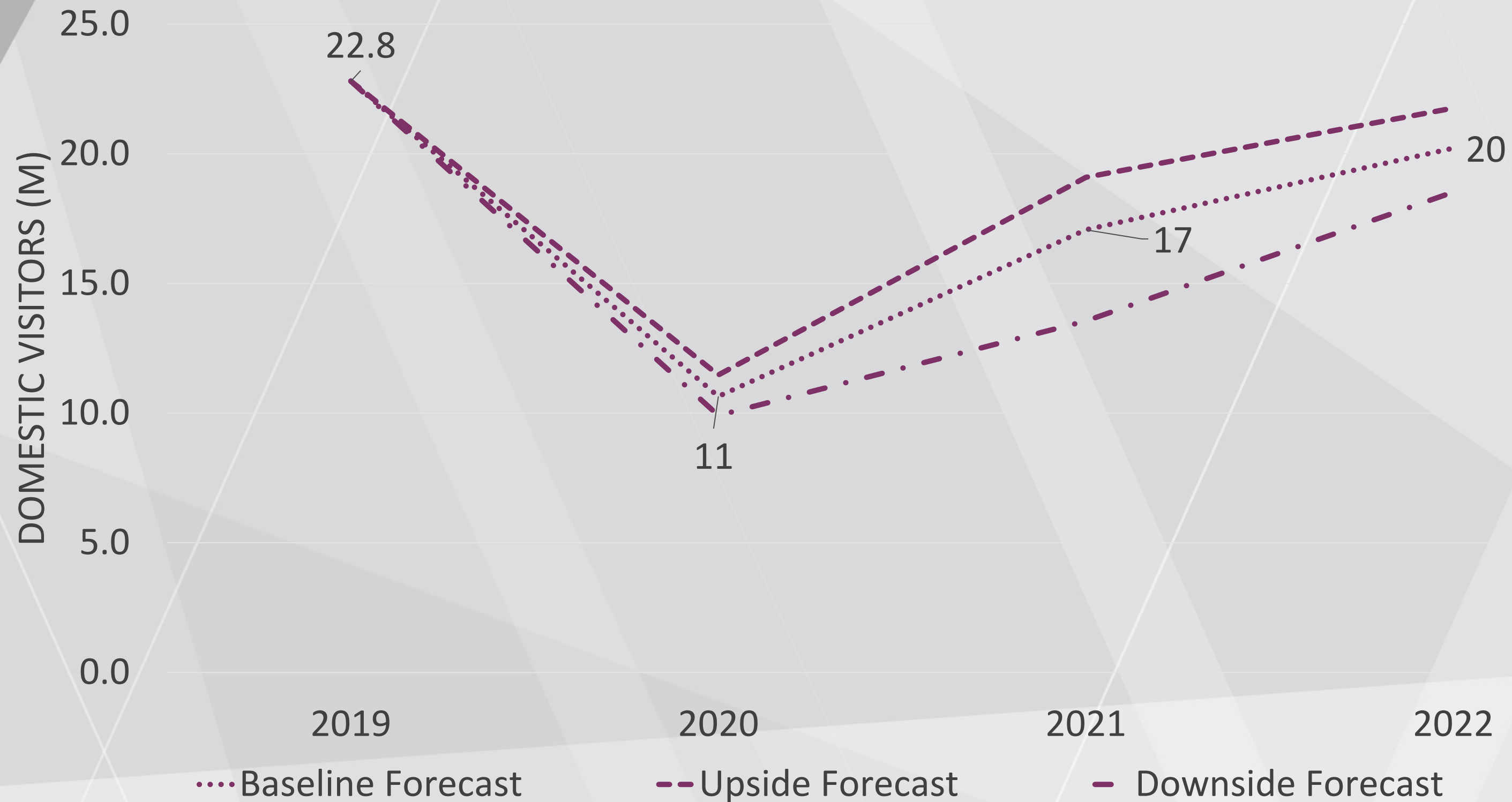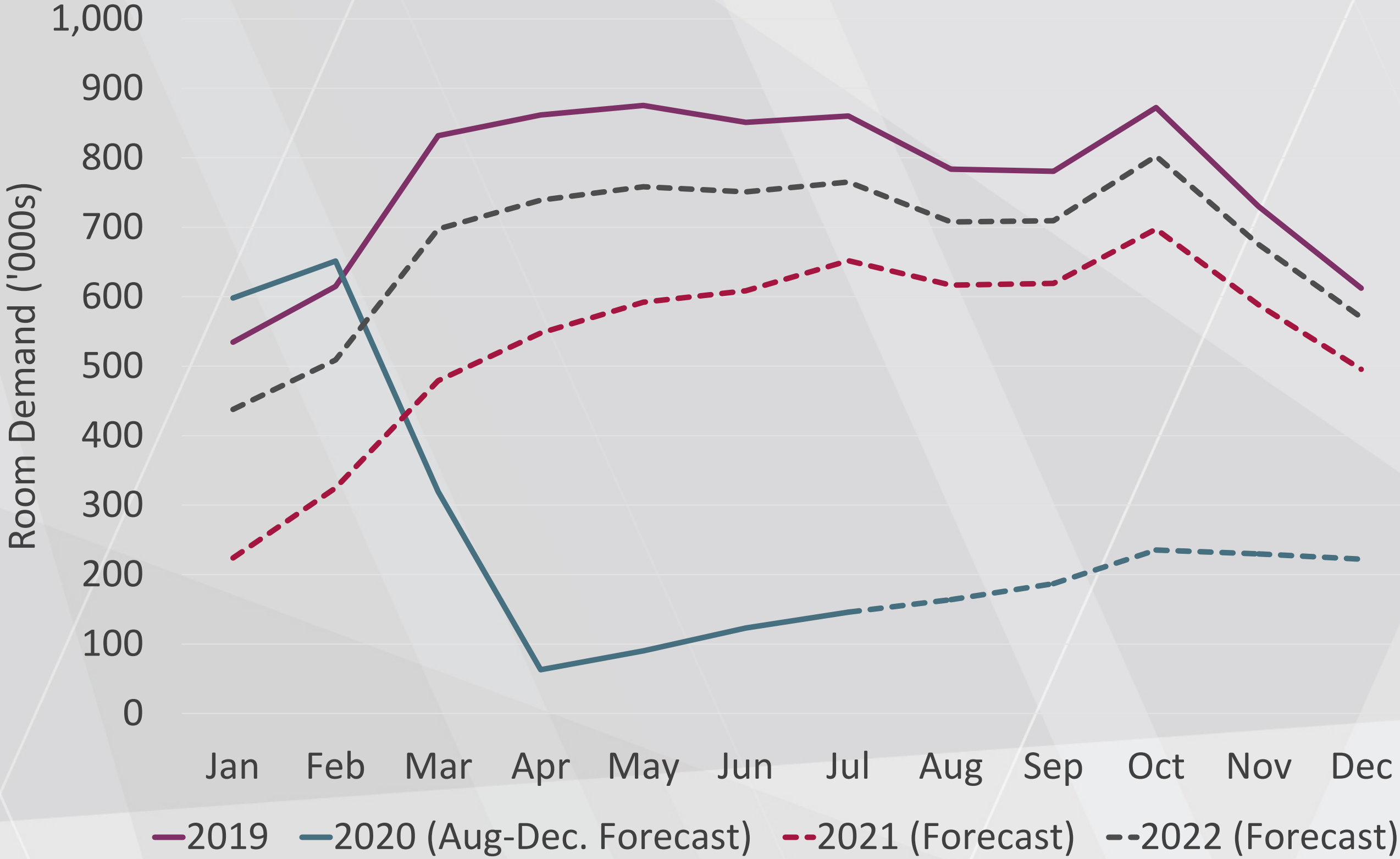
The baseline forecast for DC's domestic visitor volume shows an expected drop of more than 50% in 2020, rising to 20 million by 2022.

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

MONTHLY HOTEL ROOM DEMAND FORECAST
Washington, DC (District of Columbia)

Room Demand ('000s)

1,000
900
800
700
600
500
400
300
200
100
0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

— 2019   — 2020 (Aug-Dec. Forecast)   --- 2021 (Forecast)   --- 2022 (Forecast)

The baseline forecast for DC's room sold (demand) shows a slow increase until January 2021.
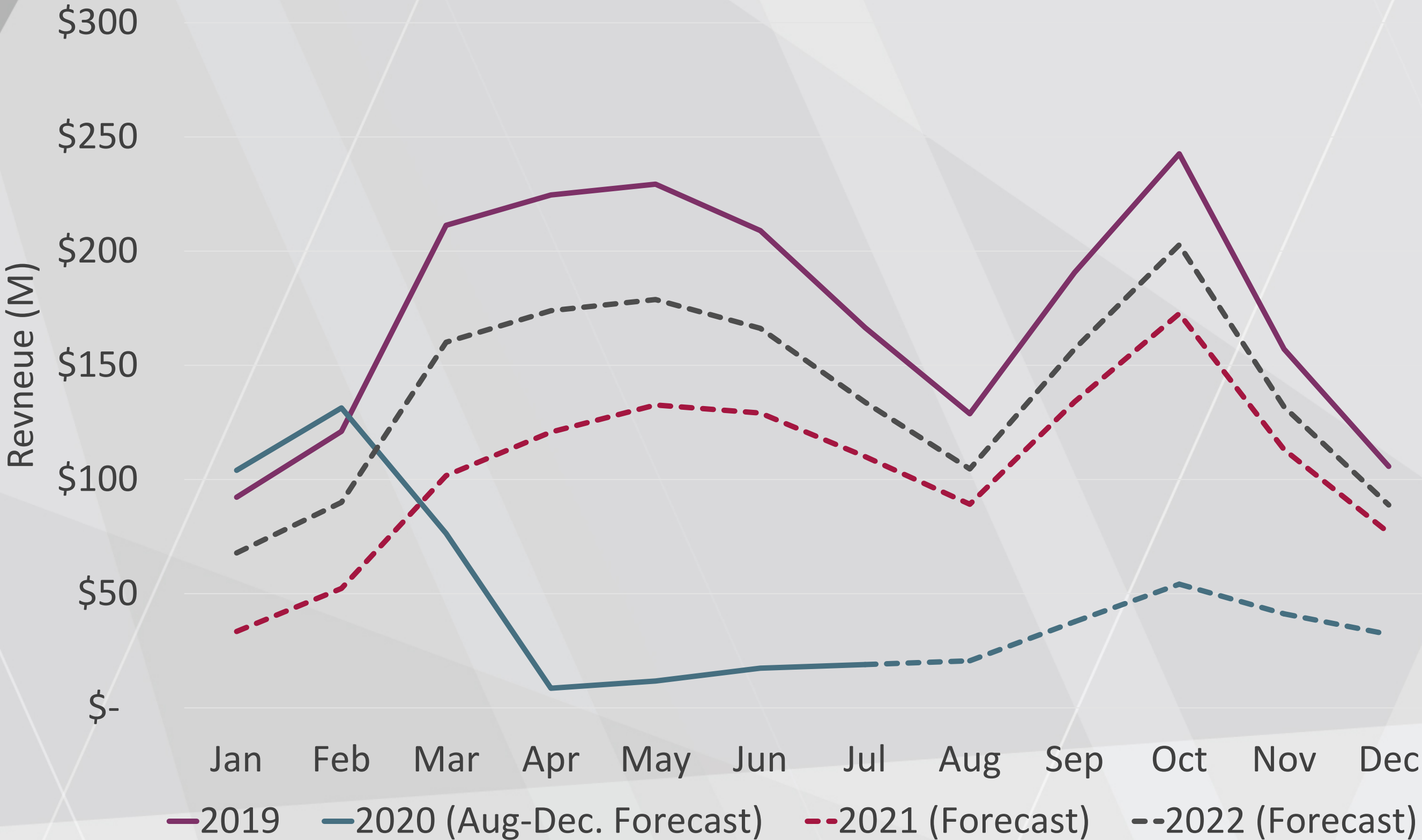
By end of 2022 demand is forecasted to be down 7% each month compared to 2019.

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

Sources: STR; Tourism Economics

MONTHLY HOTEL REVENUE FORECAST
Washington, DC (District of Columbia)

The baseline forecast for DC's hotel revenue shows small increases to a peak in October 2020, then decreasing as we typically see in the winter.
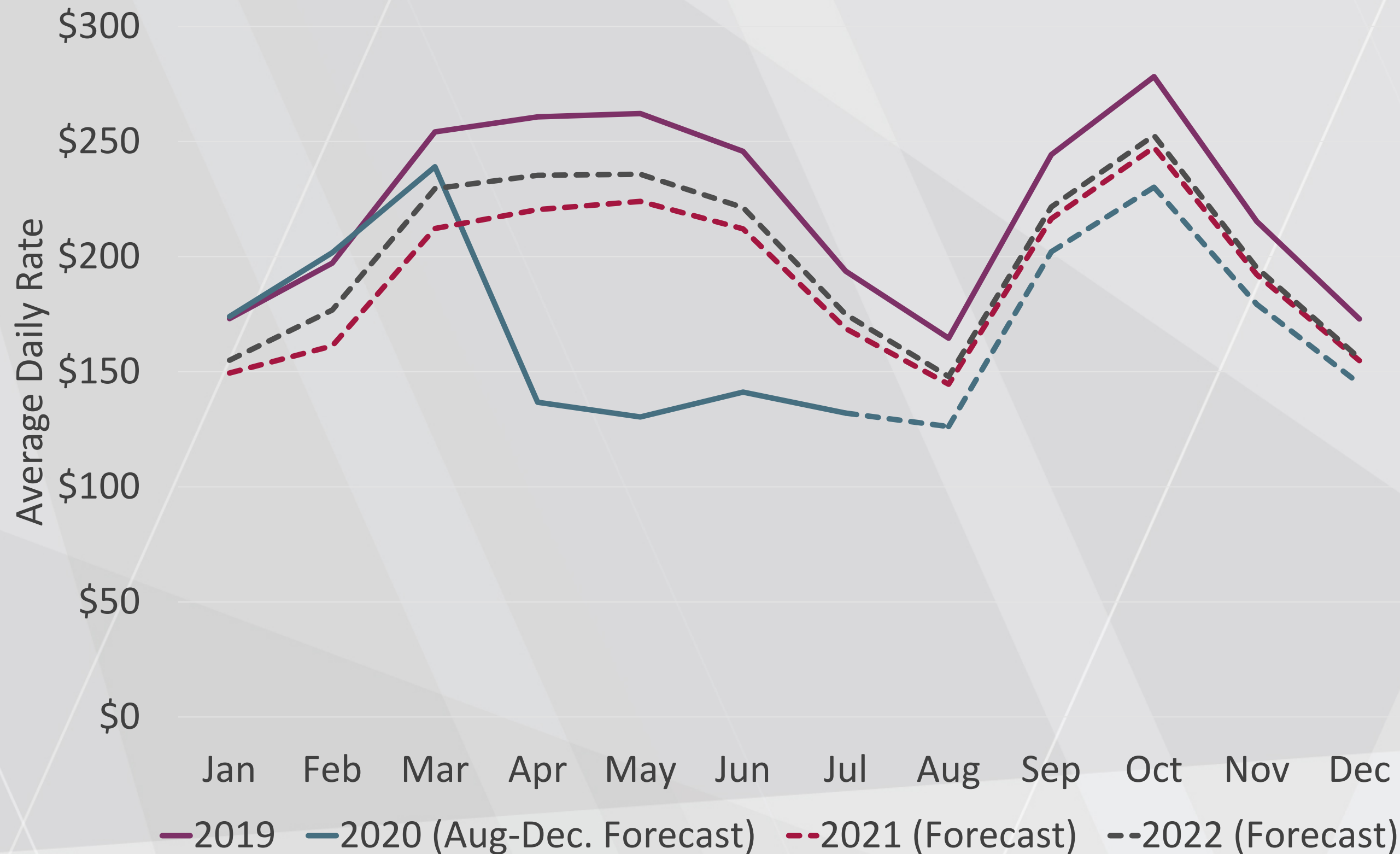
By end of 2022 revenue is forecasted to be down 16% each month compared to 2019.

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

Sources: STR; Tourism Economics

MONTHLY HOTEL AVERAGE DAILY RATE FORECAST
Washington, DC (District of Columbia)

The baseline forecast for DC's average daily rate (ADR) anticipates the same seasonal increase in rate in September/October 2020.

By end of 2022 ADR is forecasted to be down more than 10% each month compared to 2019.

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

Average Daily Rate

$300
$250
$200
$150
$100
$50
$0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

—— 2019   —— 2020 (Aug-Dec. Forecast)   - - - 2021 (Forecast)   - - - 2022 (Forecast)

Sources: STR; Tourism Economics

METHODOLOGY

DOMESTIC VISITOR VOLUME: MMGY TRAVEL INTELLIGENCE

- 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.

HOTEL PERFORMANCE: STR

- Hotels share raw data (rooms sold, revenue and rooms available). The data is then aggregated into regions and used to benchmark for each hotel and geographic area.

VISITOR AND HOTEL PERFORMANCE FORECAST: TOURISM ECONOMICS

- Visitor volume and hotel performance data is combined with economic variables, DC tax collections and other tourism indicators like to calculate forecasts.