2015 VISITOR STATISTICS WASHINGTON, DC

destination
D★C™

TOTAL VISITATION TO WASHINGTON, DC

Destination DC

Chart: VISITORS (IN MILLIONS)

Legend: Overseas / Domestic

Year	Domestic	Overseas	Total
2004	13.8	1.0	14.8
2005	14.1	1.0	15.1
2006	13.9	1.0	14.9
2007	14.8	1.1	15.9
2008	15.2	1.4	16.6
2009	14.8	1.5	16.3
2010	15.5	1.7	17.2
2011	16.1	1.7	17.8
2012	16.8	1.5	18.3
2013	17.4	1.6	19.0
2014	18.3	1.9	20.2
2015	19.3	2.0	21.3
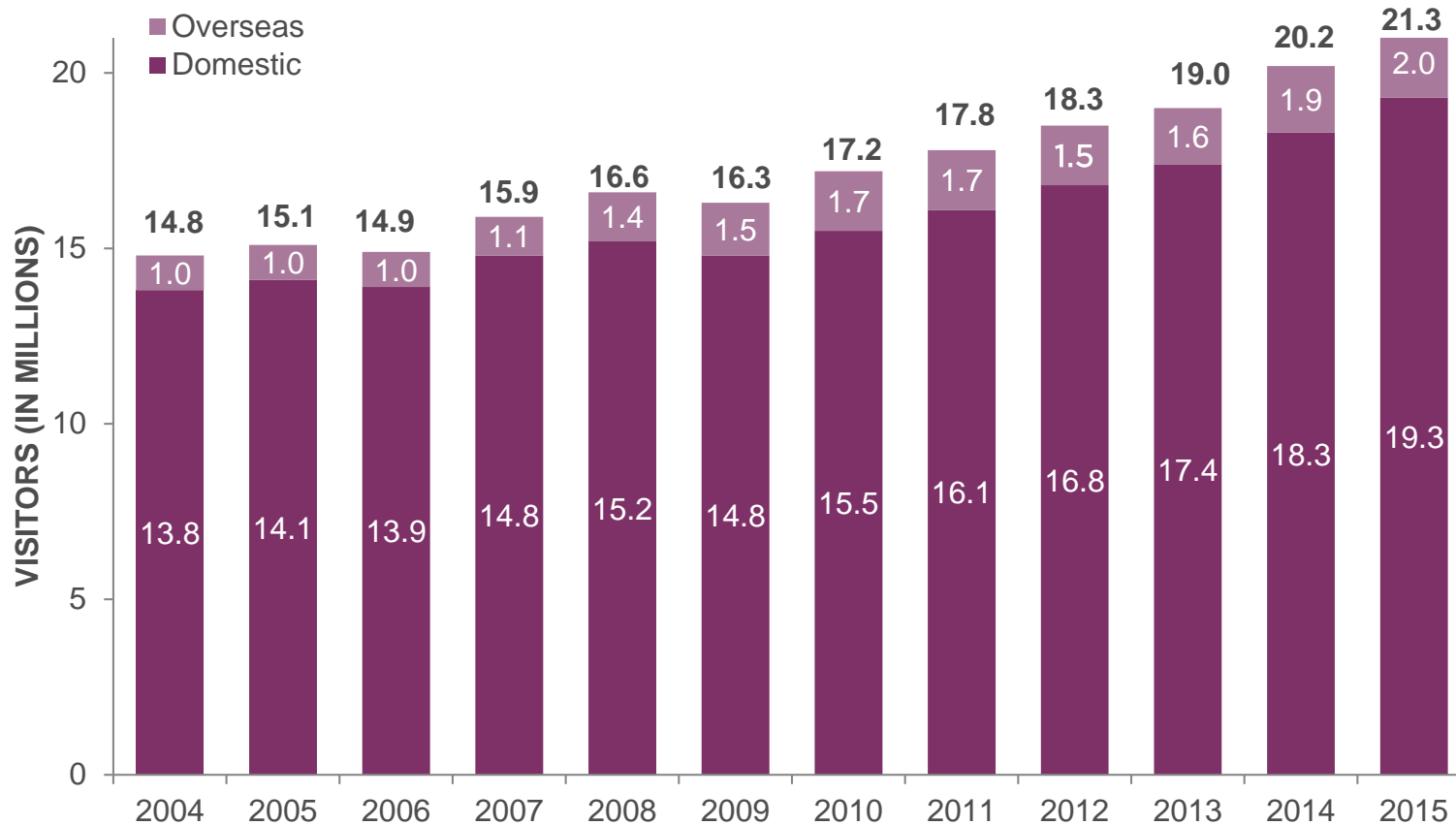
In 2015, DC welcomed a total of 21.3 million visitors, setting a new record for the city.

Overseas visitation is for the District of Columbia only, and does not include Mexico or Canada.

Sources: D.K. Shifflet & Associates; Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce

Destination (MSA)	2013	2014	2015	2015 Visitation
New York, NY	1	1	1	10.13 M
Miami, FL	2	2	2	5.51 M
Los Angeles-Long Beach, CA	3	3	3	4.86 M
Orlando, FL	4	4	4	4.72 M
San Francisco, CA	5	5	5	3.63 M
Las Vegas, NV	6	6	6	3.41 M
Honolulu/Oahu, HI	7	7	7	2.38 M
Washington, DC	**8**	**8**	**8**	**2.14 M**
Chicago, IL	9	10	9	1.62 M
Boston, MA	10	9	10	1.61 M

The MSA rankings in 2015 remained largely the same as 2014.

The Washington, DC MSA's overseas visitor volume increased 9% in 2015.

Excludes Canada and Mexico; city statistics are for each metropolitan area
Source: National Travel & Tourism Office, U.S. Department of Commerce

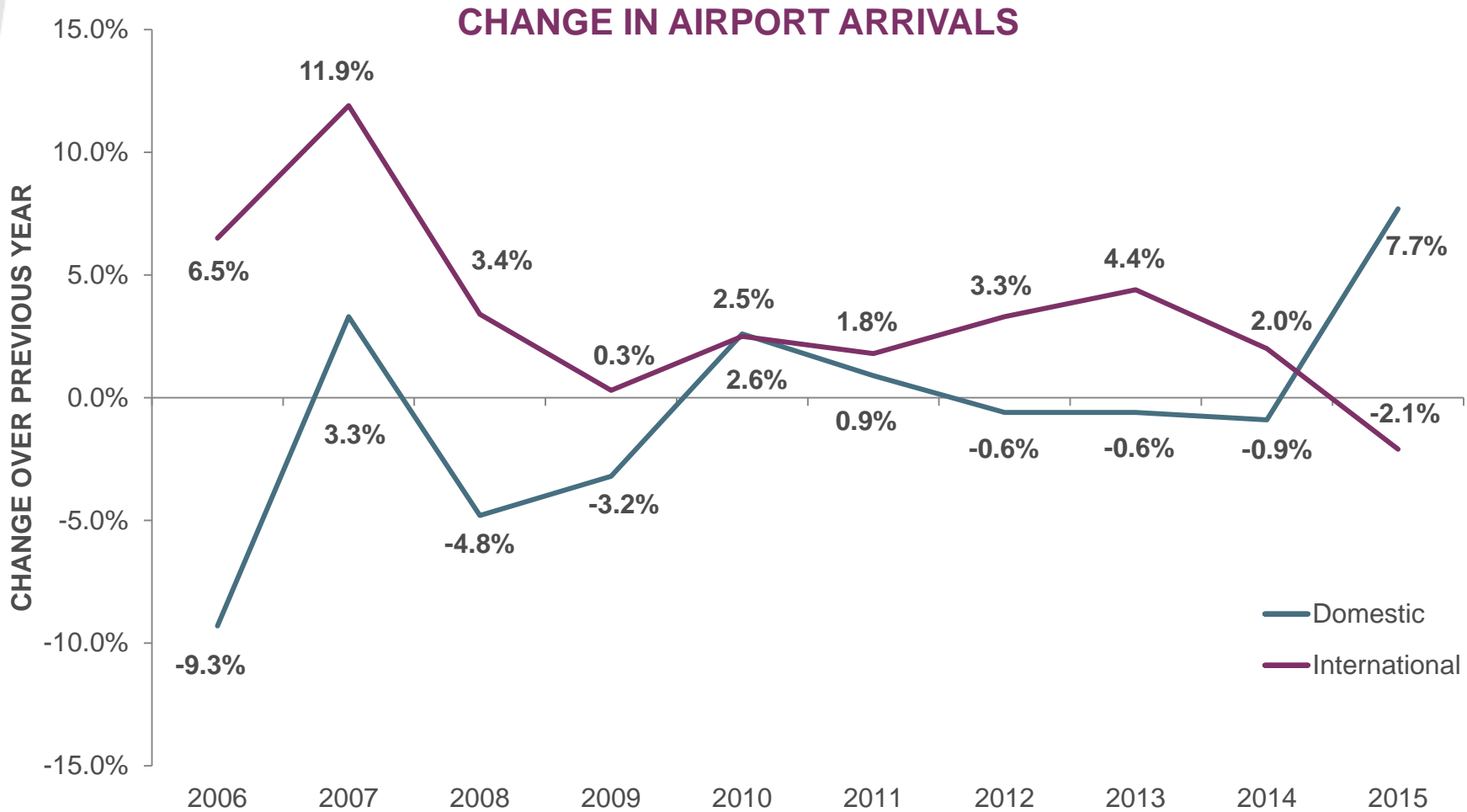# OVERSEAS VISITATION
WASHINGTON, DC (DISTRICT OF COLUMBIA)

Origin Country	2013	2014	2015	2015 Visitation
China	1	1	1	300 K
United Kingdom	2	2	2	201 K
Germany	3	3	3	132 K
Australia	7	5	4	101 K
France	5	4	5	93 K
India	9	6	6	80 K
South Korea	4	7	7	77 K
Brazil	6	8	8	76 K
Italy	10	10	9	67 K
Japan	8	9	10	66 K

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

Australia rose from 7th in 2013 to 5th in 2014, and now 4th in 2015, with an increase in visitation of 15% over 2014.

Excludes Canada and Mexico; city statistics are for the District of Columbia
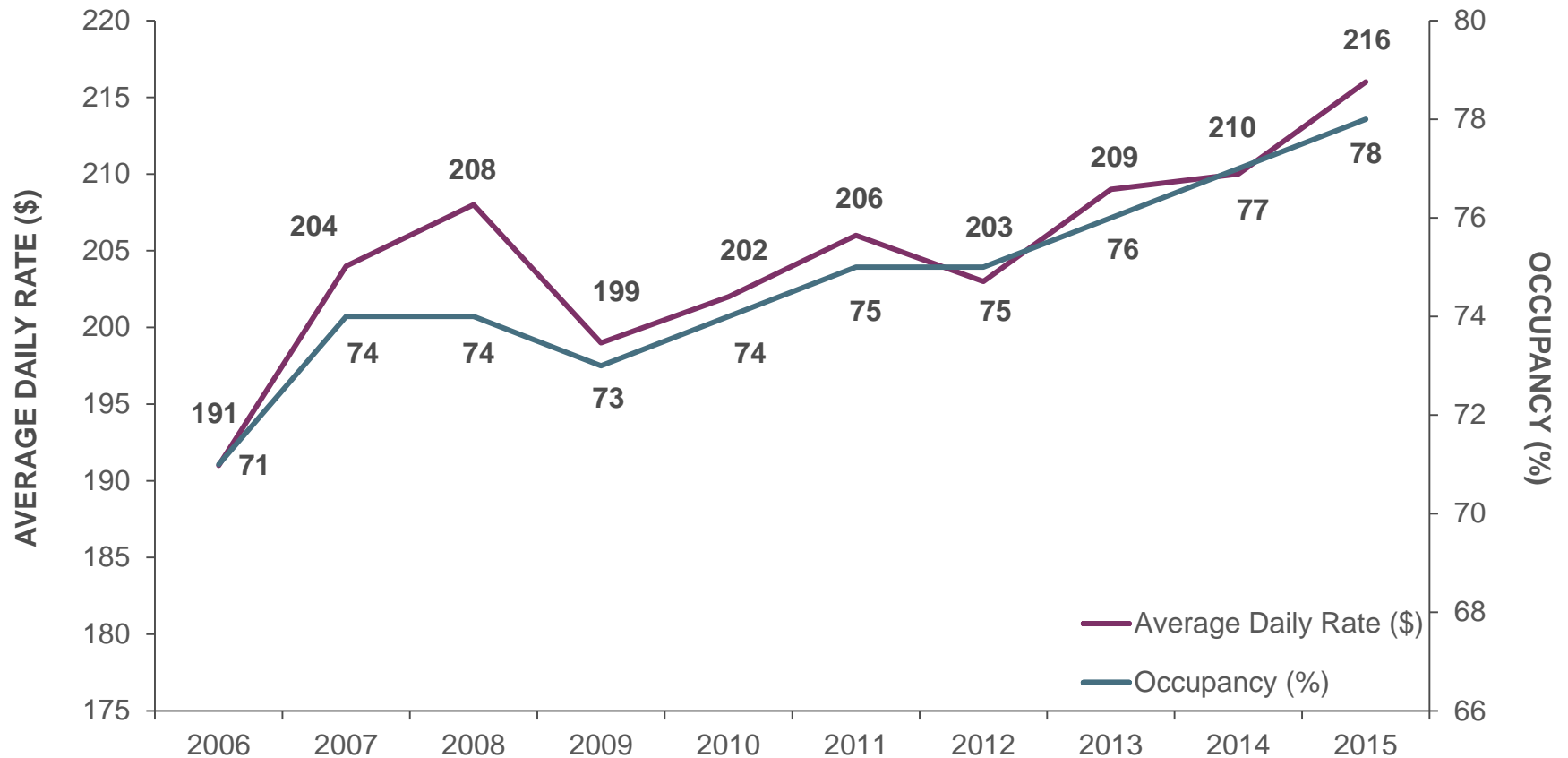*Sources: Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce*

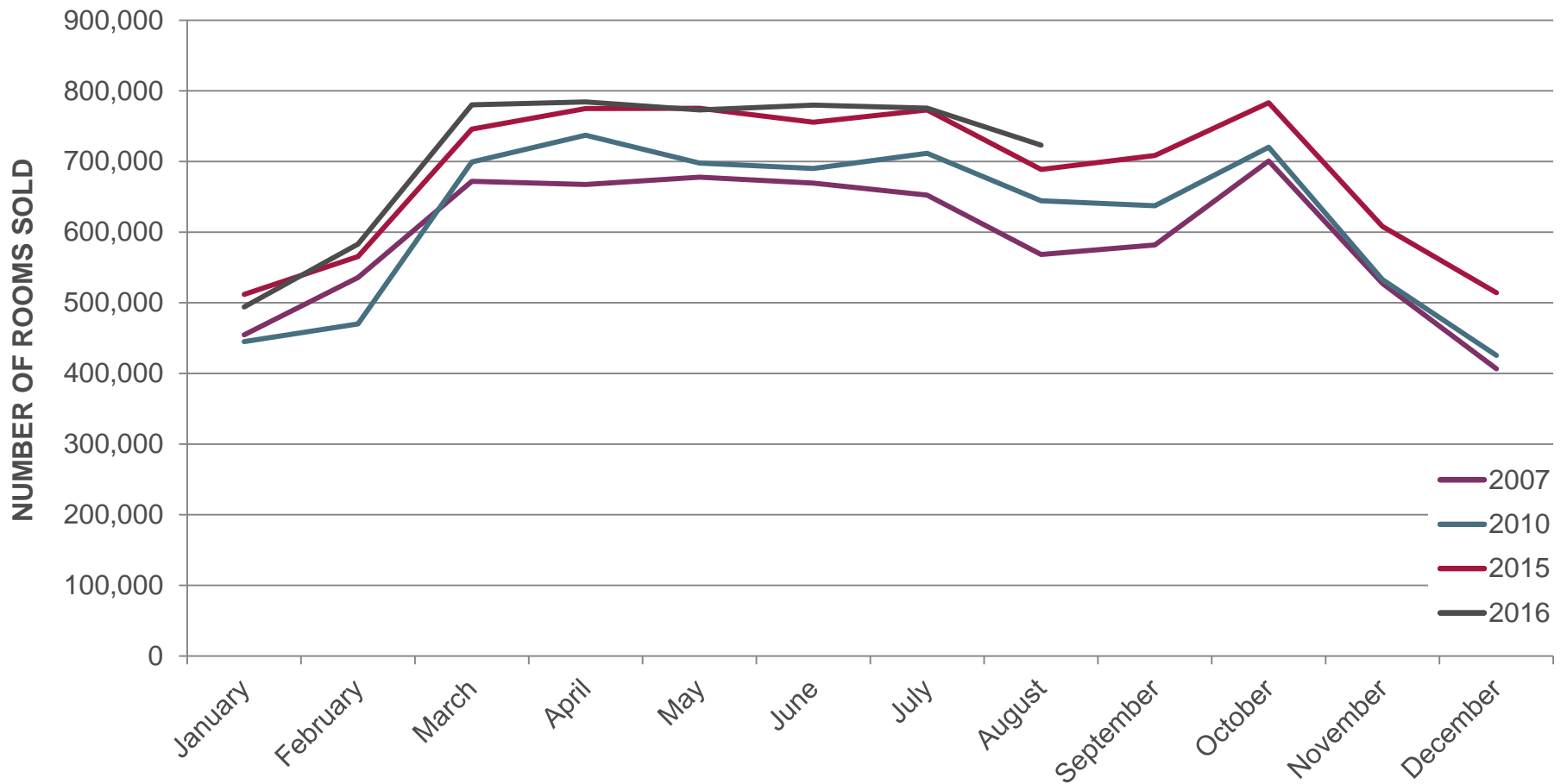**ANNUAL AVERAGE DAILY RATE AND OCCUPANCY**

For ADR, use left axis; for occupancy, use right axis
Source: STR

DESTINATION DC

HOTEL DEMAND

NUMBER OF ROOMS SOLD

Legend: 2007, 2010, 2015, 2016

Source: STR

Destination DC

ADDITIONAL TOURISM INDICATORS	2015 Visitation	Percent Change 2014-15
National Park Service – Mall locations	33.5 million	16.2% ⬆
National Park Service – All DC area locations	43.6 million	11.3% ⬆
Smithsonian – Mall locations	21.8 million	0.8% ⬇
Smithsonian – All DC area locations	27.4 million	0.3% ⬆
Total Domestic Arrivals (DCA+IAD)	18.6 million	7.7% ⬆
Total International Arrivals (DCA+IAD)	3.7 million	2.1% ⬇
Circulator Ridership	5.0 million	1.3% ⬇

Sources: National Park Service, Smithsonian Institution, Metropolitan Washington Airports Authority, District Department of Transportation
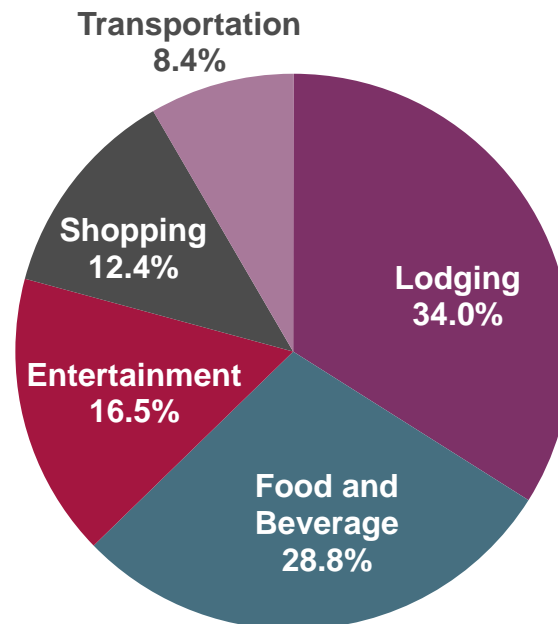
VISITOR SPENDING (IN BILLIONS)

Year	Spending
2011	6.03
2012	6.21
2013	6.69
2014	6.81
2015	7.10
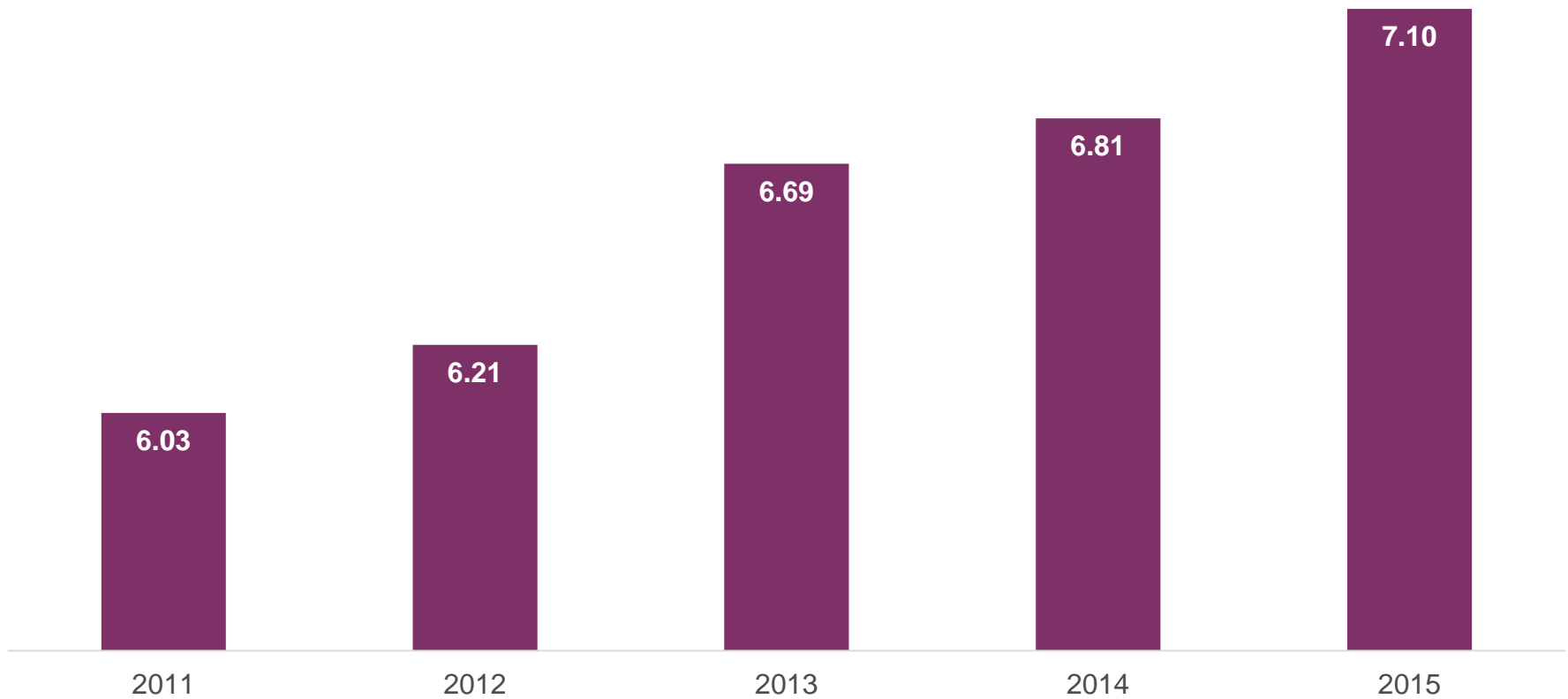
Includes both domestic and international spending
Source: IHS Global

DESTINATION DC

Expenditure Category	2015 ($)	% Change
Lodging	2.41 billion	5.3% ↑
Food & Beverage	2.04 billion	5.1% ↑
Entertainment	1.17 billion	2.6% ↑
Shopping	877 million	4.7% ↑
Transportation	599 million	0.1% ↓

Transportation
8.4%

Shopping
12.4%

Entertainment
16.5%

Lodging
34.0%

Food and
Beverage
28.8%
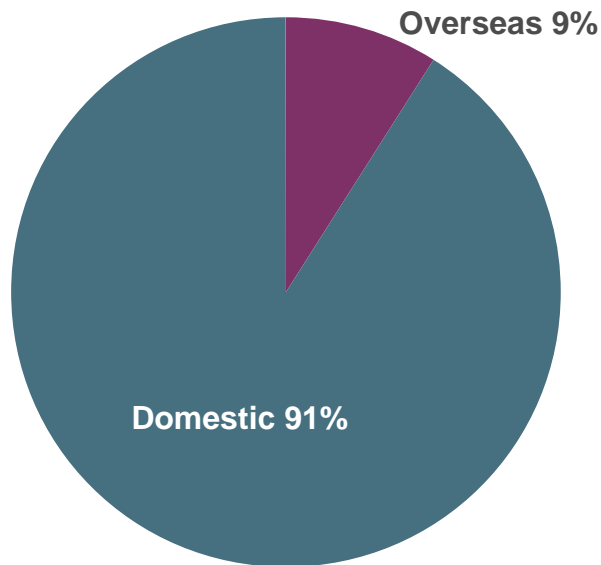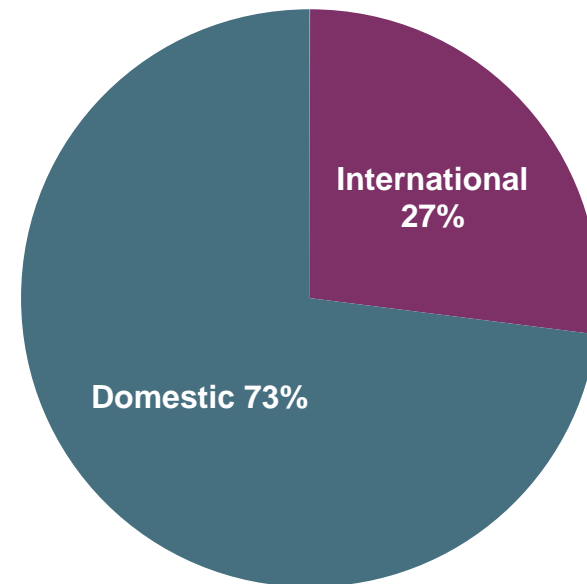
Source: IHS Global

TAX REVENUE
VISITORS TO WASHINGTON, DC

Local Tax Revenue ($)	
Corporate Income	18,839,510
Personal Income	44,193,554
Social Security & Other Taxes	1,463,545
Occupancy Tax	245,044,654
Property Taxes	207,361,068
Excise & Fees	20,266,423
Sales Tax	220,220,012
Restaurant	142,865,318
Retail	67,229,138
Airport	7,260,741
Car Rental	2,864,815
Local Total	**757,388,766**

Federal Tax Revenue ($)	
Corporate Income	80,290,148
Personal Income	149,799,978
Excise & Fees	48,300,687
Social Security & Other Taxes	346,649,724
Federal Total	**625,040,537**

Local + Federal Total = $1.38 billion

+4.0% change from 2014

Source: IHS Global

- If tourism did not exist in Washington, DC, the District would need to generate an average of $2,528 in local taxes from each of the 299,639 households in DC, in order to maintain the current level of tax receipts.

- Travel and tourism spending supports 74,445 jobs annually.

- Travel and tourism jobs support $3.90 billion in wages.

- Domestic spending was up 4.4% to $5.2 billion; international spending up 3.6% to $1.9 billion in 2015.

Source: IHS Global

- Each Washington, DC visitor generates about $333 in expenditures.

- Every 290 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 $183 in wages.

Source: IHS Global, D.K. Shifflet & Associates, Travel Market Insights, National Travel & Tourism Office, U.S. Department of Commerce
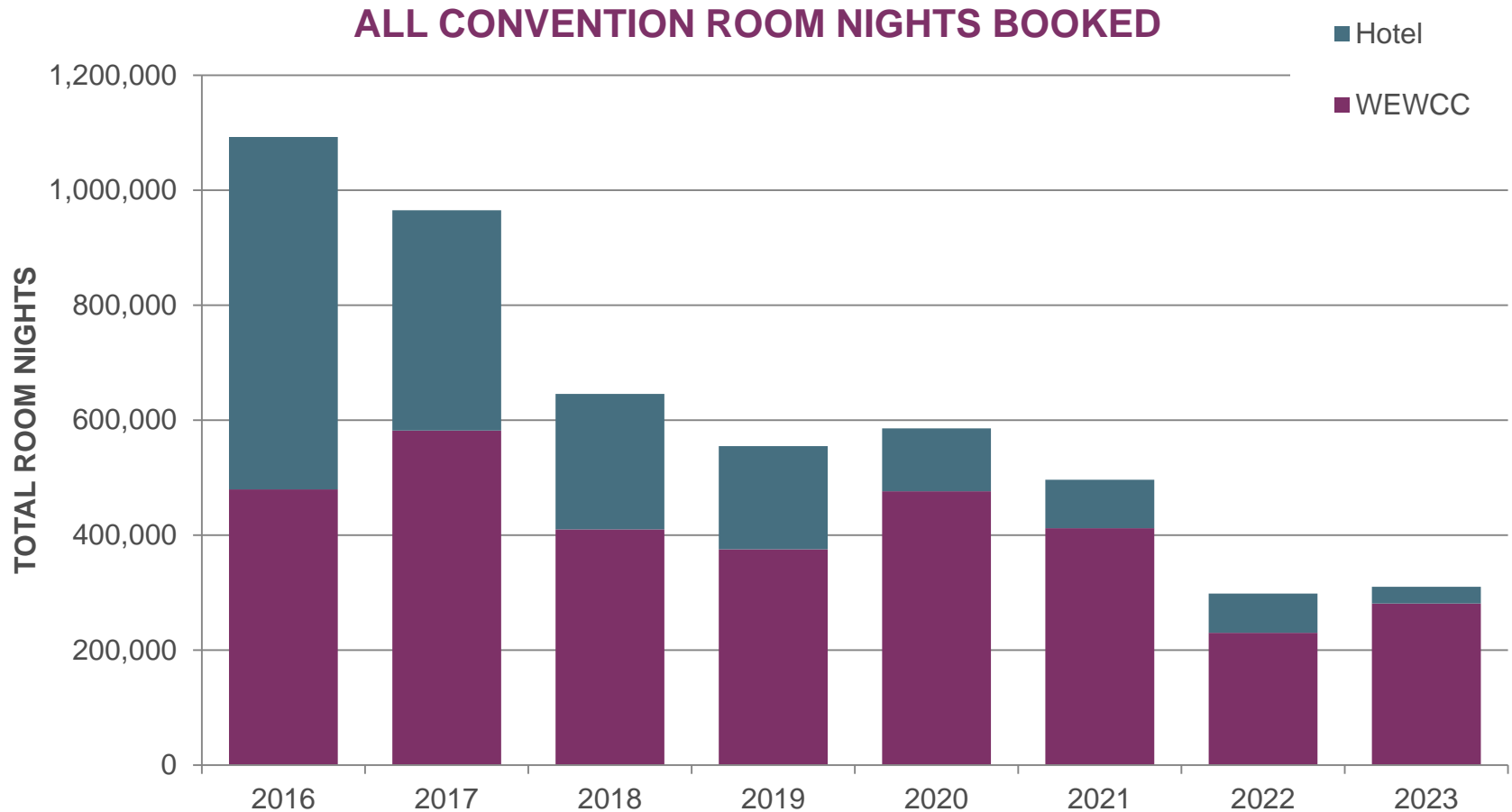
CONVENTION FORECAST
BOOKED BY DESTINATION DC

ALL CONVENTION ROOM NIGHTS BOOKED

Hotel
WEWCC
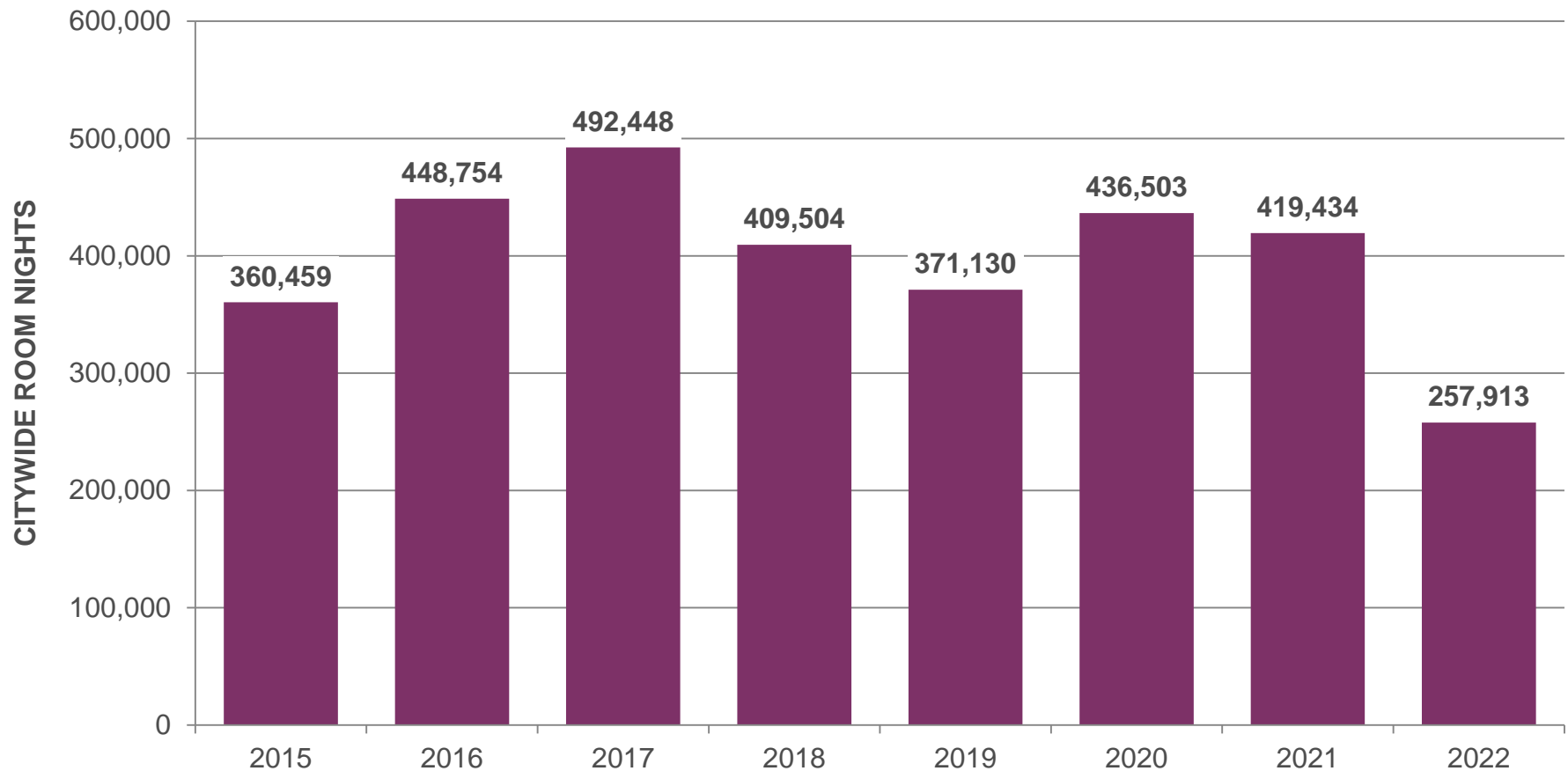
Chart reflects room nights confirmed as definite as of August 2, 2016
Source: Destination DC

VISITOR VOLUME: D.K. SHIFFLET & ASSOCIATES (DOMESTIC) AND TRAVEL MARKET INSIGHTS (OVERSEAS)

- Domestic data is collected using an online panel methodology, contacting more 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 the U.S. and is supplemented by data from the Survey of International Air Travelers. The data is released by the U.S. Dept. of Commerce.

VISITOR FORECAST AND ECONOMIC IMPACT: IHS GLOBAL

- 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.