



WASHINGTON, DC

WTCF, September, 2017

VISION

Washington, DC will become the **global model for inclusive prosperity** and resilience, showcasing how **diversity** and **innovation** can drive equitable economic **growth**.

10 sectors: hospitality and tourism is one of the key



THIS IS WASHINGTON, DC

- 68 square miles
- 672,893 residents
- 5.9 MILLION metro residents
- \$109,000 area median income
- 22 MILLION annual visitors
(304,000 from China in 2016)
- 51% bachelor's degree



THIS IS WASHINGTON, DC

#1 New Tech Hot Spot (2013, Forbes)

#3 Top Tech City in U.S. (2017, Cushman & Wakefield)

#1 for women in tech (Fast Company)

#1 for Young Professionals (Wall Street Journal)

#1 in Quality of Life for Families (USA Today)

#1 Coolest City in the U.S. (Forbes)

#2 Retail Investment Market in the U.S. (Urban Land Institute)

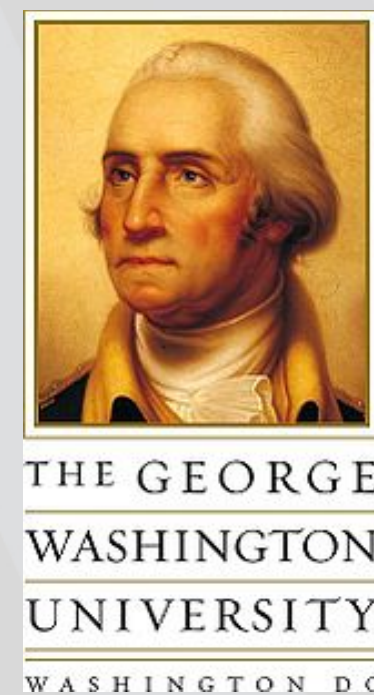
#3 Global Investment Market (Assoc. of Foreign Investors in Real Estate)

GLOBAL FLUENCY

- Home to **177 resident embassies** and respected global economic and policy organizations, e.g. The World Bank and International Monetary Fund
- 16% of the population speak a **foreign language** and more than a dozen different languages are spoken in DC
- **35,000 international students** are enrolled in the region's universities
- **15 Fortune 500 companies** are headquartered in DC region, including Alibaba
- Increasing **foreign direct investment**
 - UAE invested \$100 million in Children's National Medical Center
 - Qatar invested \$1 billion in the high end City Centre real estate project
 - China so far has invested \$600 million to DC since 2012

EDUCATION

THE
CATHOLIC UNIVERSITY
of AMERICA



Trinity

- **NO. 7** in World Most Talented Area
- **500,000+** graduates with Bachelor or Master degree in Greater Washington including Chinese students
- **MORE THAN 52%** people over 25 years old hold bachelor, master or PHD degree

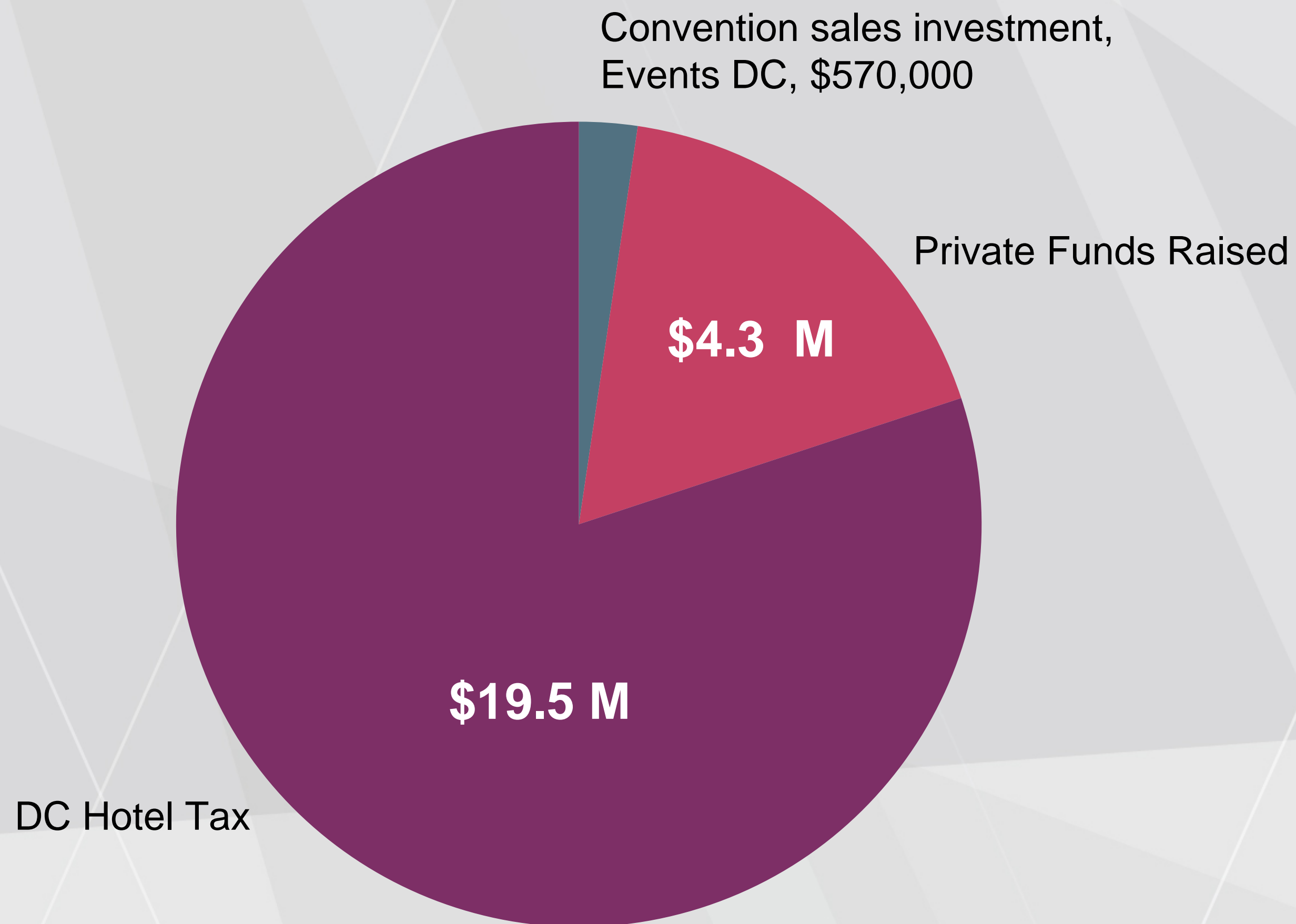
MISSION

- Promote Washington, DC as a premier destination for business, convention, tradeshow, meetings and leisure travel.
- Generate an economic impact that creates jobs and benefits DC's local economy and community.
- Destination DC utilizes its strong presence in the global marketplace to attract visitors from around the world.
- Destination DC is a private, non-profit corporation with 900+ members that support travel and tourism.



DESTINATION DC FUNDING

\$24.4 MILLION



- For every taxable \$100 spent at DC hotels, DDC receives \$0.97
 - 80% of budget
- Remainder: private partnerships
 - 20% of budget

WASHINGTON, DC ECONOMIC IMPACT

Hospitality is a **\$7.3 BILLION** industry

Contributes **\$788 MILLION** in tax revenues

Dc welcomed **22.0 MILLION** visitors

Generates more than **74,000** jobs

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



VISITATION, 2016



20 MILLION
DOMESTIC VISITATION

7th Consecutive Record Breaking Year



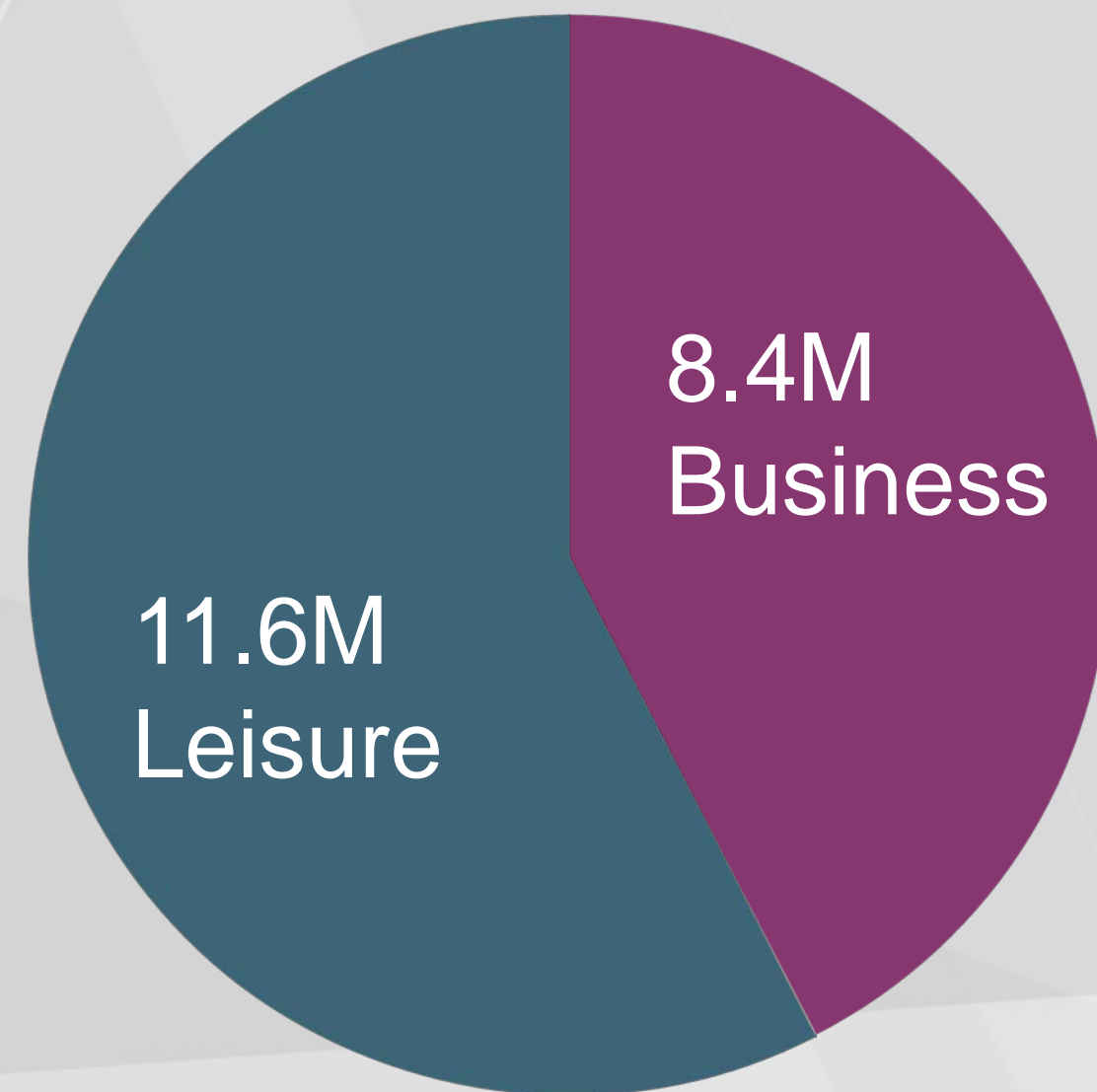
2 MILLION
OVERSEAS VISITORS

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

BUSINESS VS LEISURE TRAVEL

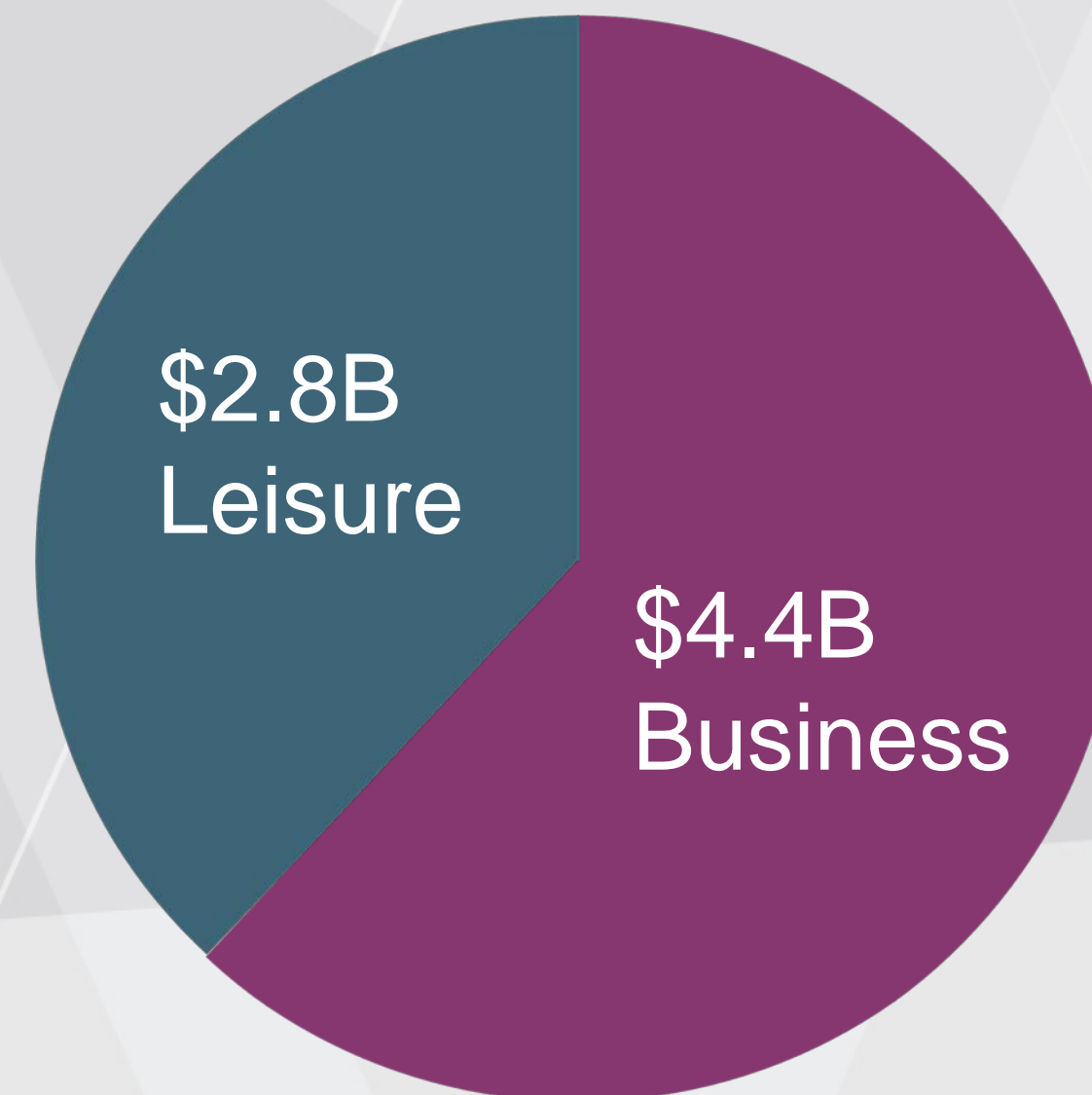
DOMESTIC VISITATION

Business: 42%
Leisure: 58%



SPENDING

Business: 61%
Leisure: 39%



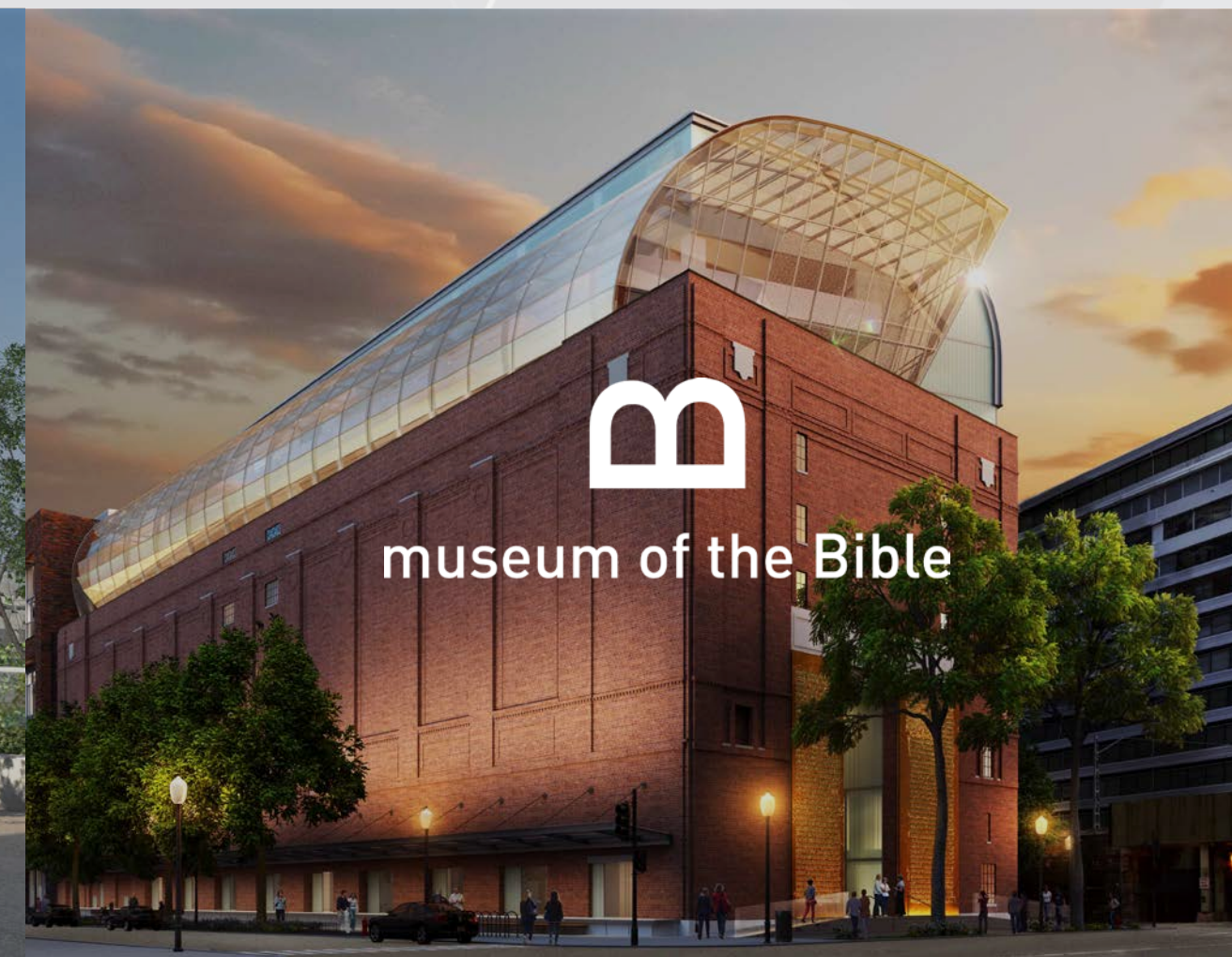
Sources: DK Shifflet; IHS Markit



\$11.8 BILLION
IN DEVELOPMENT UNDERWAY

Source: Washington, DC Economic Partnership (2016)

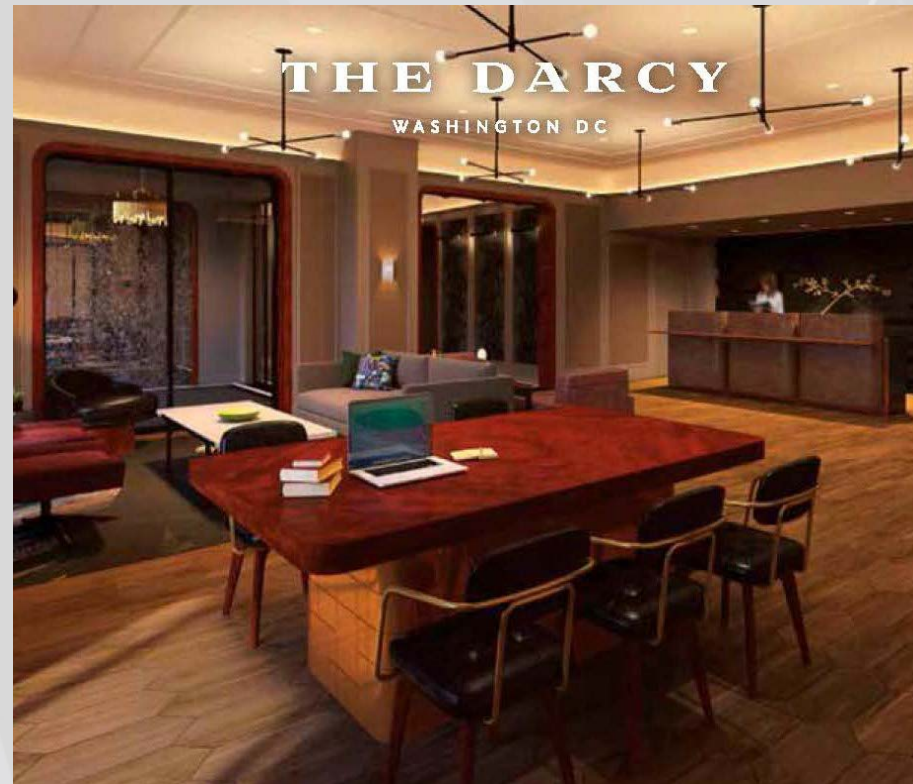
NEW DEVELOPMENTS



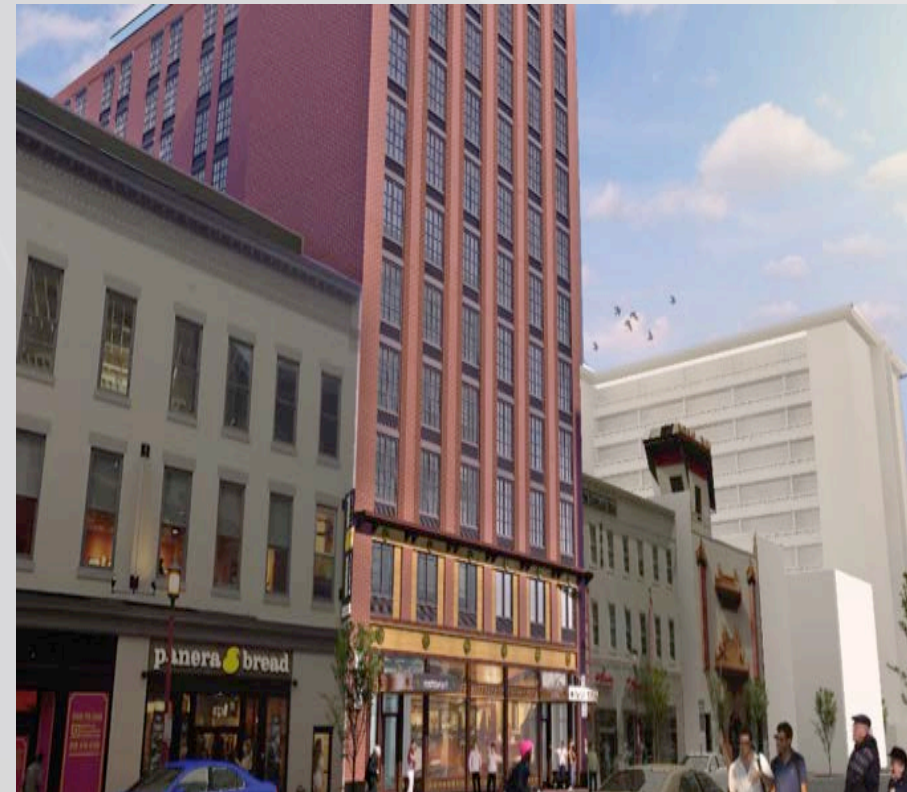


4,000+ NEW HOTEL ROOMS

18 hotels



DARCY
LOGAN CIRCLE, APRIL 2017



POD D.C.
CHINATOWN, 2017



WHARF INTERCONTINENTAL
THE WHARF, OCT. 2017



The LINE DC
ADAMS MORGAN,
SPRING 2017



THE MOXY DC
MT. VERNON SQ.,
JAN. 2018



HYATT HOUSE
THE WHARF, OCT. 2017



CANOPY BY HILTON
THE WHARF, OCT. 2017



CONRAD Washington, D.C.
MT. VERNON SQ., FEB. 2019

NEW INTERNATIONAL AIR SERVICE



FUNDING STRATEGY

FAMILIARIZATION TOURS

- Travel Trade Media
- Tour Operators
- Consumer Media



MARKETING / SOCIAL MEDIA/ WEB

- Washington.org
- Print/Digital
- Social Media
 - Industry and Consumer



SALES MISSIONS

- Marketplace presence:
3 x year



MEDIA COVERAGE (Earned Media)

- Local
- Regional
- National
- Convention Trade
- Travel Trade



INTERNATIONAL PROMOTIONS DIGITAL/PRINT



STRATEGY

- Extensive Marketing
- Airport Partnership
- Airline Partnership



FOR EVERY

\$1

WE SPEND



\$2.97

COMES BACK TO
WASHINGTON, DC
IN TAXES

Source: Destination Analysts

WHY TOURISM DRIVES THE ECONOMY

- **Tourism saves residence \$2,598** in local taxes annually.
- Travel and tourism jobs support **\$4.01 billion in wages**.
- Every **300 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 \$182** in wages.



THANK YOU