Washington, DC Hospitality sector updates
Hotel demand: February - July 2022

Greatest demand since March 2020

Source: STR, data is for the District of Columbia
Hotel Revenue:
February - July 2022

Greatest revenue generated since March 2020

Source: STR, data is for the District of Columbia
forecast update
Monthly Hotel room demand FORECAST

Sources: STR; Tourism Economics (Baseline, Forecast Released Fall 2021)
Monthly Hotel revenue FORECAST

Sources: STR; Tourism Economics (Baseline, Forecast Released Fall 2021)
Consumer Sentiment Towards Travel
Confidence to Travel Safely

“How confident are you that you can travel safely in the current COVID-19 environment?”

Source: Destination Analysts, June 15-23, 2022
"When it comes to getting back out and traveling again, which best describes your current state of mind?"

- 28.3% I'm already traveling
- 27.1% I'm ready to travel, with no hesitations
- 29.2% I'm ready to travel, but feel some hesitation
- 9.9% I need a little more time to be ready to travel
- 5.5% I need a lot more time to be ready to travel

Source: Destination Analysts, June 15-23, 2022
Openness to Travel Inspiration

“At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?”

Source: Destination Analysts, June 15-23, 2022
Excitement for leisure Travel In the Next Twelve Months

“Which best describes how excited you are about LEISURE TRAVEL in the next twelve (12) months?”

Source: Destination Analysts, June 15-23, 2022
Consumer Inflation Concerns
Perception of Travel Prices

“High travel prices have kept me from traveling in the past month.”

Source: Destination Analysts, June 15-23, 2022
"How much do you agree or disagree with the following statement?
Recent inflation in consumer prices has led me to cancel an upcoming trip."

Source: Destination Analysts, June 15-23, 2022
“Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. Leisure travel will be a(n)_____________________."

Source: Destination Analysts, June 15-23, 2022
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 to calculate forecasts. The forecast was created in Fall 2021 using 2020 domestic visitation and STR data through August 2021.