WASHINGTON, DC
HOSPITALITY SECTOR
UPDATES
Hotel Revenue:
November 2021 - February 2022

Source: STR, data is for the District of Columbia
SMITHSONIAN: DECLINE FROM PRE-PANDEMIC

Source: Smithsonian
In the next month, the coronavirus situation will get ______

Source: Destination Analysts
SPRING BREAK TRAVEL

Will you be traveling specifically for Spring Break this year?

- No: 70%
- Yes: 15%
- I don't know: 15%

Spring Break Travelers

- Have not yet decided on a destination: 52%
- Likely to visit a city or metropolitan area: 43%

Source: Destination Analysts, February 9-11
### Travel State-of-Mind

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm already traveling</td>
<td>31%</td>
</tr>
<tr>
<td>I'm ready to travel, with no hesitation</td>
<td>23%</td>
</tr>
<tr>
<td>I'm ready to travel, but feel some hesitation</td>
<td>31%</td>
</tr>
<tr>
<td>I need a little more time to be ready to travel</td>
<td>12%</td>
</tr>
<tr>
<td>I need a lot more time to be ready to travel</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Pandemic Record**

Ready to Travel: 85%

“When it comes to getting back out and traveling again, which best describes your current state of mind?”

*Source: Destination Analysts, February 9-11*
Imagine that a good friend (or close family member) asks you to take a weekend getaway with them sometime in the next month. How excited would you be to go? (Assume the getaway is to a place you want to visit).

Source: Destination Analysts, February 9-11
CONSUMER TRAVEL SENTIMENT INDEX

- Weekly (now bi-weekly) tracking survey of a representative sample of adult American travelers in each of four U.S. regions
- First wave: March 13-15, 2020
- 1,200+ fully completed surveys collected each wave
- Confidence interval of +/- 2.8%
- Data is weighted to reflect the actual population of each region
- Conducted by Destination Analysts: https://www.destinationanalysts.com/covid-19-insights/
TRENDS TO WATCH FOR IN 2022

1. Travelers still demand flexibility: the top consideration for booking is an ability to get a refund if their plans change.

2. Trip expectations for 2022:
   a. Shorter
   b. More frequent
   c. With friends & family

3. 75% of travelers are looking for new destinations and experiences.

4. 38% plan to deliberately spend at locally owned restaurants and businesses in 2022.

5. 65% are more likely to book with travel providers who identify their practices as inclusive.

Source: Expedia Group
FORECAST UPDATE
Washington, DC’s domestic visitation dropped to 13 million in 2020. Domestic visitation is forecasted to rise to 16 million in 2021 and 20 million 2022, 87% of 2019 levels.

The baseline forecast assumes the virus is contained in some regions with some restrictions remaining. It assumes that in most areas, groups are permitted to meet with modifications.

Sources: MMGY Travel Intelligence; Tourism Economics (Fall 2021)
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)
FALL 2021 FORECAST 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 to calculate forecasts. The forecast was created in Fall 2021 using 2020 domestic visitation and STR data through August 2021.