WASHINGTON, DC
HOSPITALITY SECTOR UPDATES
HOTEL DEMAND:
OCTOBER 2022 - MAY 2023

Greatest demand since March 2020

Source: STR, data is for the District of Columbia
HOTEL REVENUE:
OCTOBER 2022 - MAY 2023

Greatest revenue generated since March 2020

Source: STR, data is for the District of Columbia
WASHINGTON, DC
AIRPORT ARRIVALS
RECAP
DOMESTIC AIRPORT ARRIVALS: DCA AND IAD

Source: Metropolitan Washington Airports Authority
INTERNATIONAL AIRPORT ARRIVALS: DCA AND IAD

Source: Metropolitan Washington Airports Authority
WASHINGTON, DC
SMITHSONIAN MUSEUMS AND
NATIONAL PARKS VISITATION
RECAP
FORECAST UPDATE
MONTHLY HOTEL ROOM DEMAND FORECAST

Source: STR, CoStar
MONTHLY HOTEL REVENUE FORECAST

Source: STR, CoStar
CONSUMER SENTIMENT TOWARDS TRAVEL
EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT TWELVE MONTHS

- **46.3%** - I am extremely excited
- **12.0%** - 9
- **14.6%** - 8
- **8.5%** - 7
- **4.9%** - 6
- **7.2%** - 5
- **1.6%** - 4
- **1.4%** - 3
- **1.0%** - 2
- **0.7%** - 1
- **2.0%** - 0

Avg score = 8.3

Record high excitement since the pandemic.

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

Source: Destination Analysts, April 16-21, 2023
"How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?"

Expectations for travel outside the U.S. has shown little change this year.

Source: Destination Analysts, April 16-21, 2023
ECONOMIC CONCERNS
PERCEPTION OF TRAVEL PRICES

- Strongly Agree: 18.6%
- Agree: 26.7%
- Neither Agree or Disagree: 19.6%
- Disagree: 20.6%
- Strongly Disagree: 14.1%

45.3% of respondents

On an upward trend since December.

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

Source: Destination Analysts, April 16-21, 2023
Recent inflation in consumer prices has led me to cancel an upcoming trip.

Source: Destination Analysts, April 16-21, 2023
"Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?"

Source: Destination Analysts, April 16-21, 2023

After a period of decline, the proportion of Americans who feel it is a “good time” to spend on leisure travel had rebounded but dropped again this month.
"I expect the United States will enter an economic recession sometime IN THE NEXT SIX(6) MONTHS."

Source: Destination Analysts, April 16-21, 2023
“Right now, I am being careful with my money because I’m concerned about an upcoming recession.”

Source: Destination Analysts, April 16-21, 2023

Fewer travelers are exercising spending caution due to concerns about a recession.
Hotel performance forecasts became available to Destination DC in Spring 2023.

CoStar hotel performance forecasts are based on a top-25 market volatility score and combined with DC's historical data, supply and demand, pipeline, and other macroeconomic influences. The forecasts are updated monthly with the addition of new historical data.