



# Washington, DC Research Update

August 13, 2025

# DRIVERS AND ROADBLOCKS



## TAILWINDS

- ✓ Record Domestic Budgets
- ✓ Int'l Market Growth Potential
- ✓ Milestone Events



## WATCH FACTORS

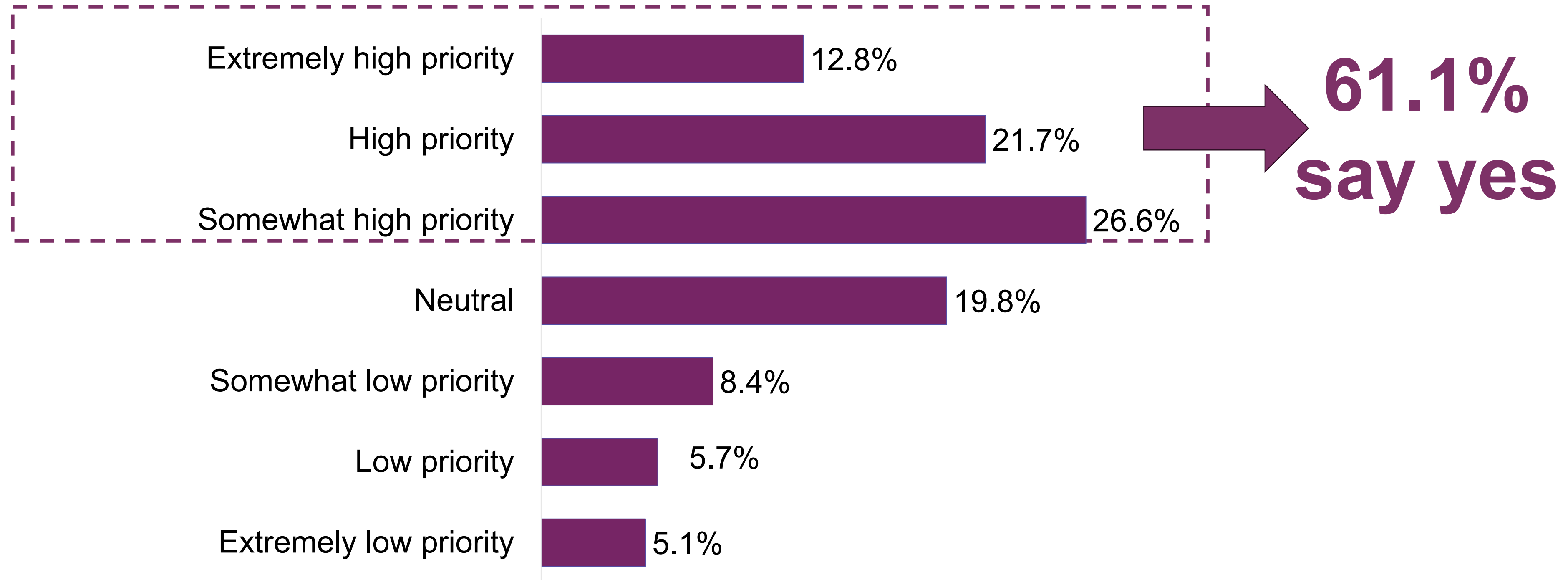
- Slowed Business Investment
- Oil Price Volatility
- Potential Tariffs



## HEADWINDS

- ✗ Strong US Dollar
- ✗ Consumer Sentiment
- ✗ Geopolitical Tensions

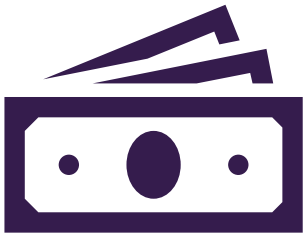
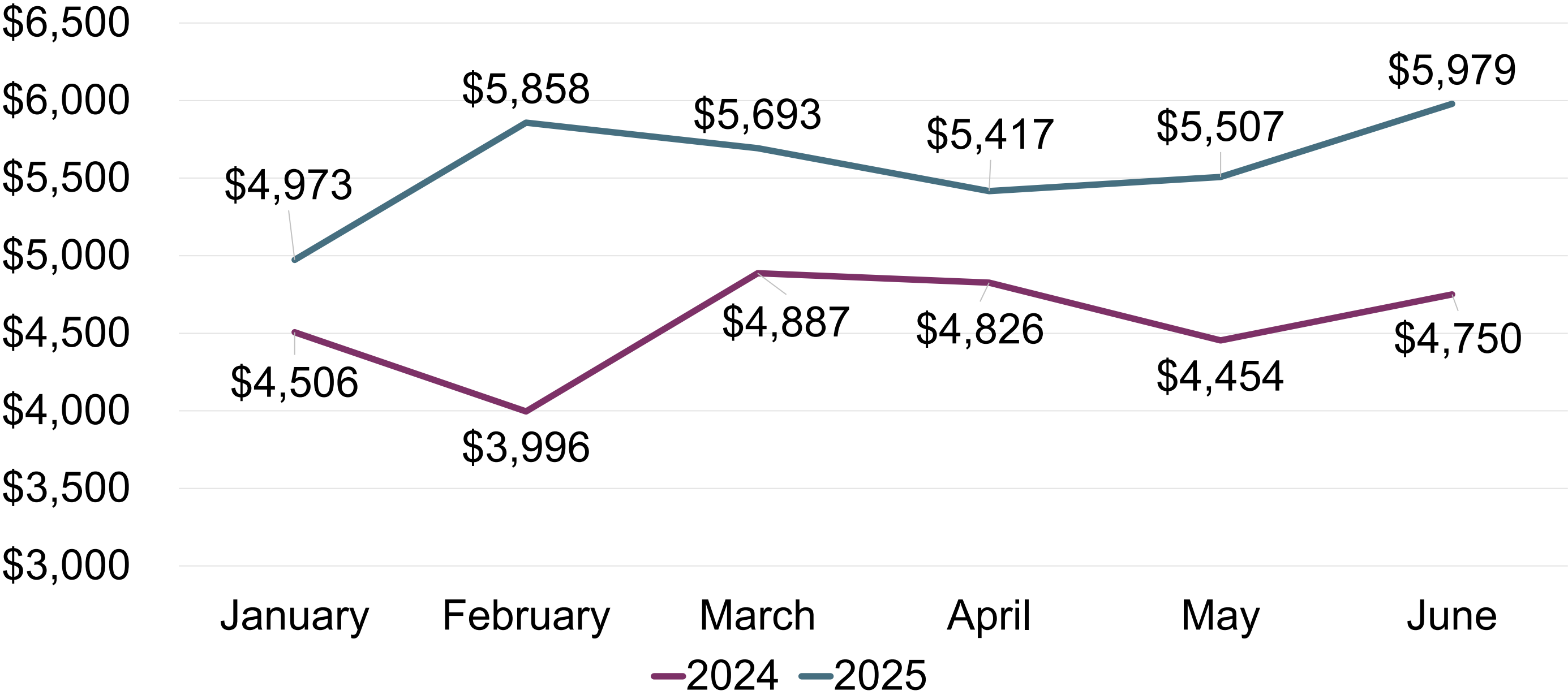
# DOMESTIC TRAVELERS: LEISURE TRAVEL REMAINS A PRIORITY



“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: Future Partners, State of the American Traveler, June 16-28, 2025

# DOMESTIC TRAVELERS: PROJECTED TRAVEL BUDGETS



Domestic leisure  
budgets reach  
**record high**

“How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?”

Source: Future Partners, State of the American Traveler, June 16-28, 2025

# INTERNATIONAL VISITATION PROJECTIONS 2025

## DC

- Projected Visitation: ↓5.1%
- Projected Spending: ↓ 3.4%
- Canada Projected ↓ 19% in 2025

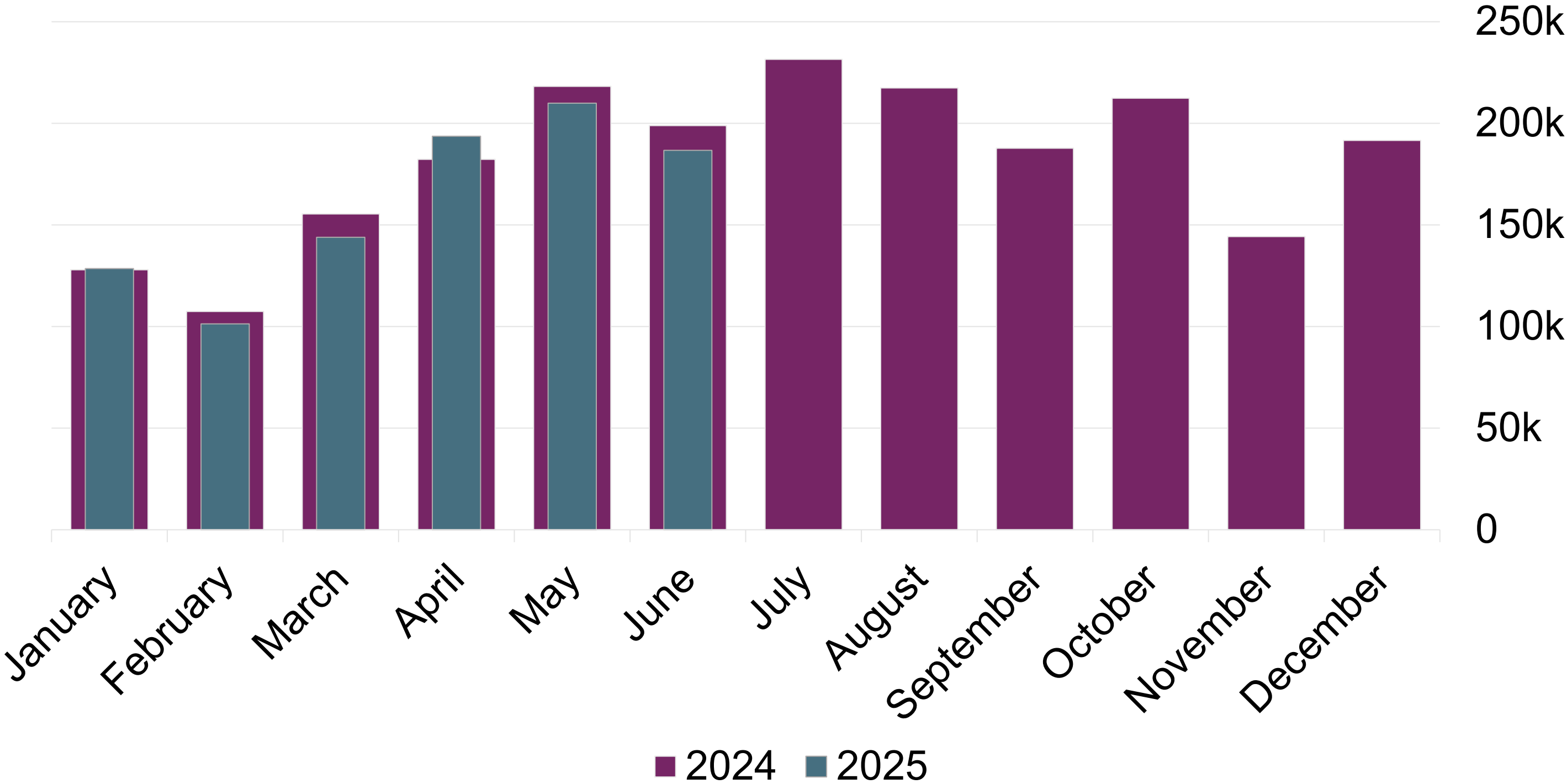
## USA

- Projected Visitation: ↓ 8.2%
- Projected Spending: ↓ 4.6%
- Canada Projected ↓ 20% in 2025

# OVERSEAS ARRIVALS: DC PORT OF ENTRY

\*Overseas does not include Canada & Mexico

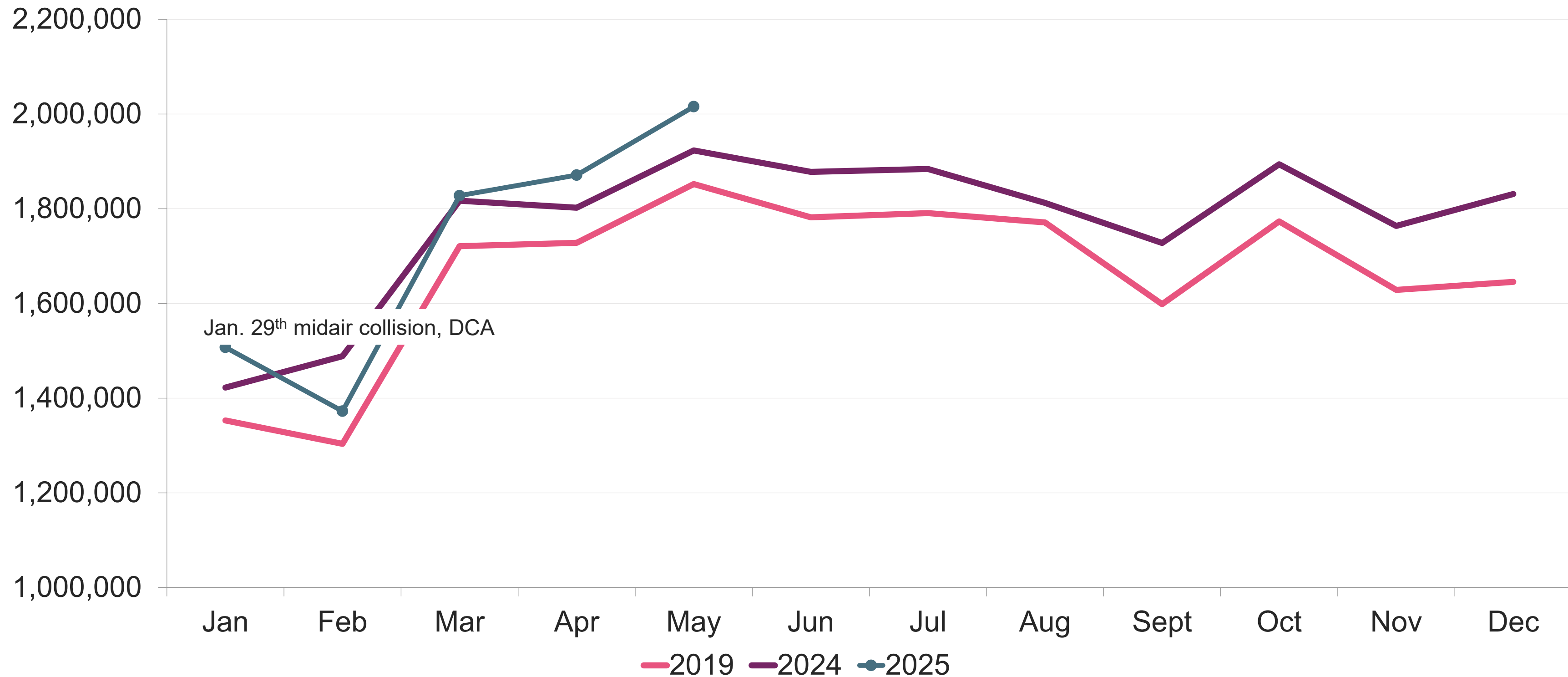
  
Overseas arrivals  
▼ -6.1% compared to 2024



Source: NTTO

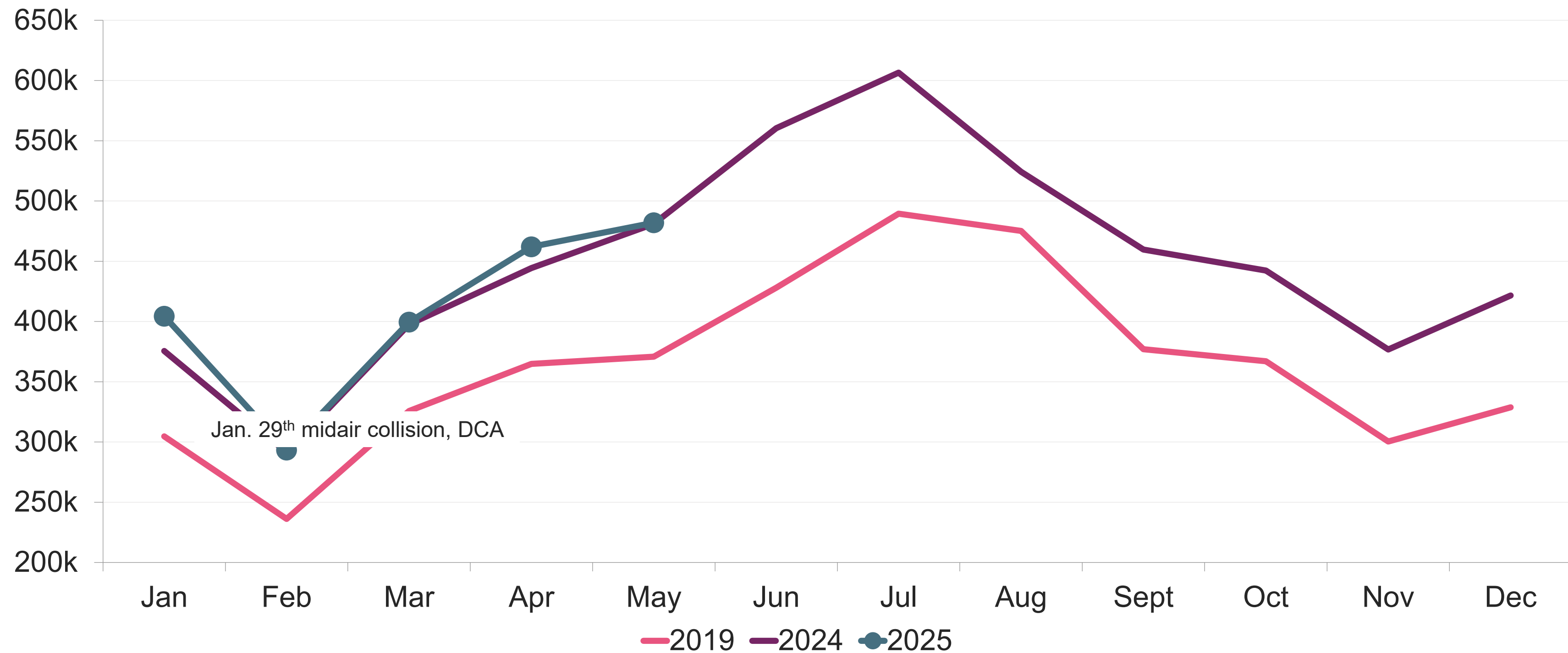


# WASHINGTON, DC DOMESTIC DCA & IAD AIRPORT ARRIVALS:



Source: Metropolitan Washington Airports Authority | Data available as of 8/5: May 2025

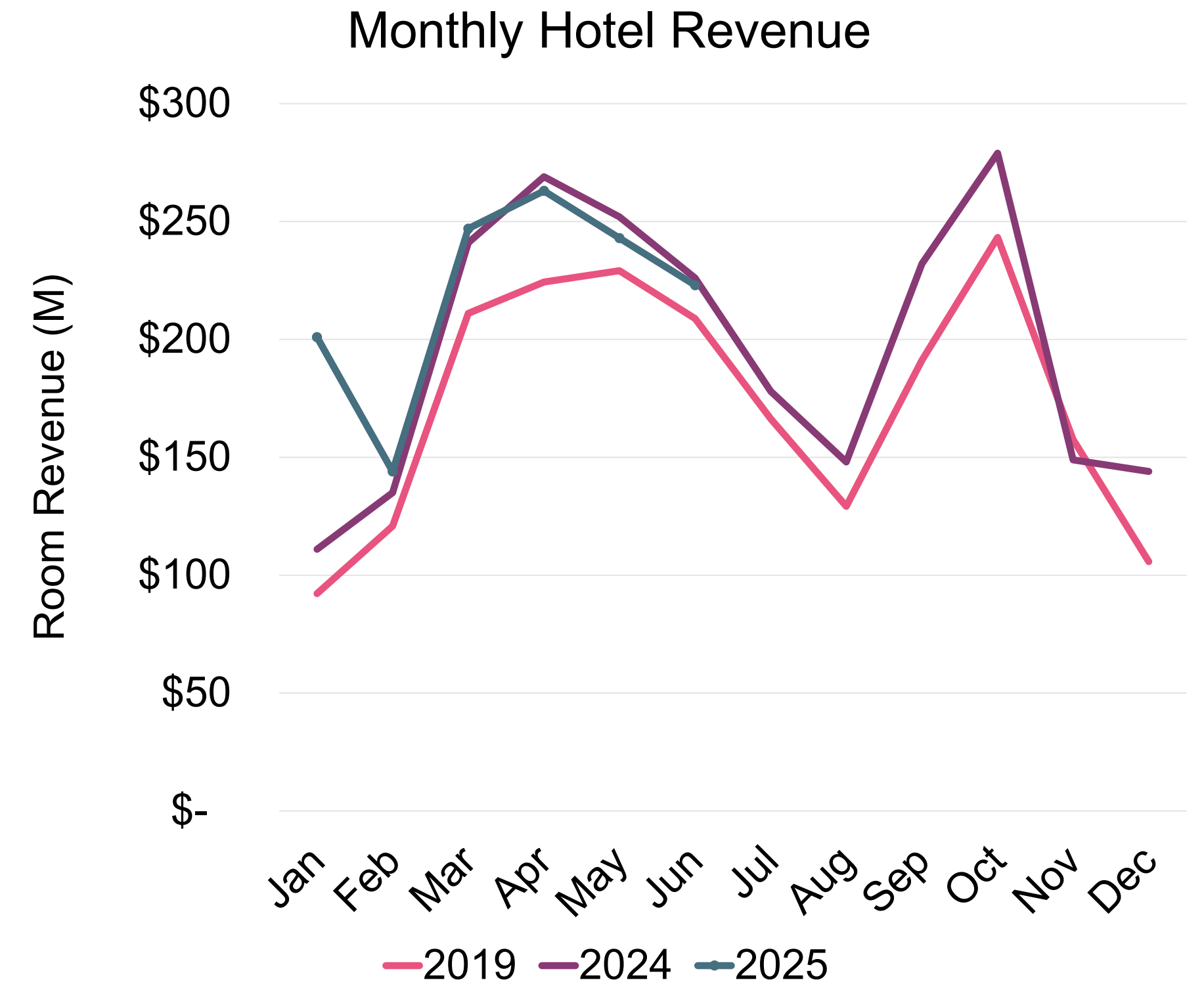
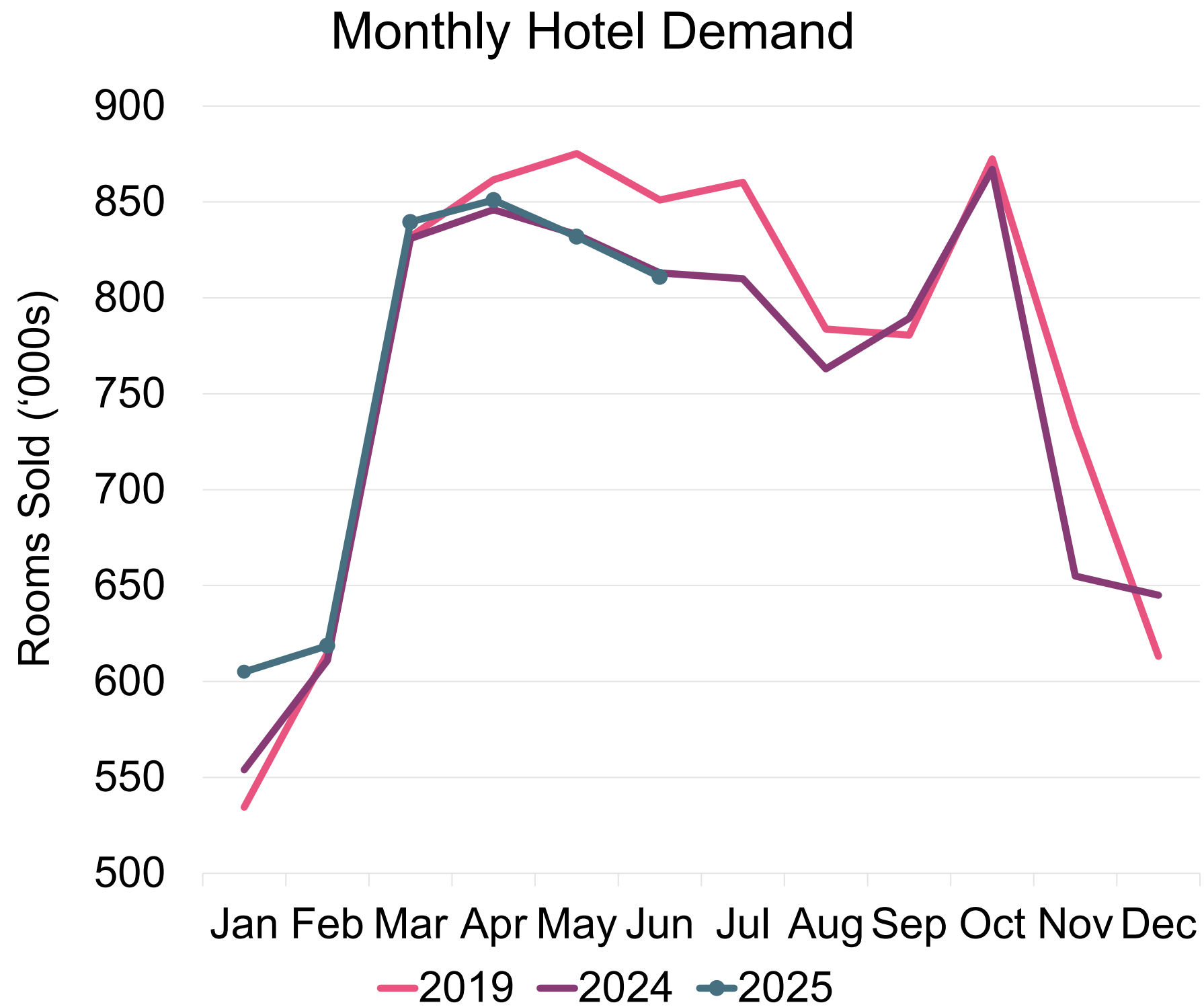
# WASHINGTON, DC INT'L DCA & IAD AIRPORT ARRIVALS:



Source: Metropolitan Washington Airports Authority | Data available as of 8/5: May 2025



# WASHINGTON, DC HOTELS: MONTHLY DEMAND & REVENUE YOY



Source: STR