



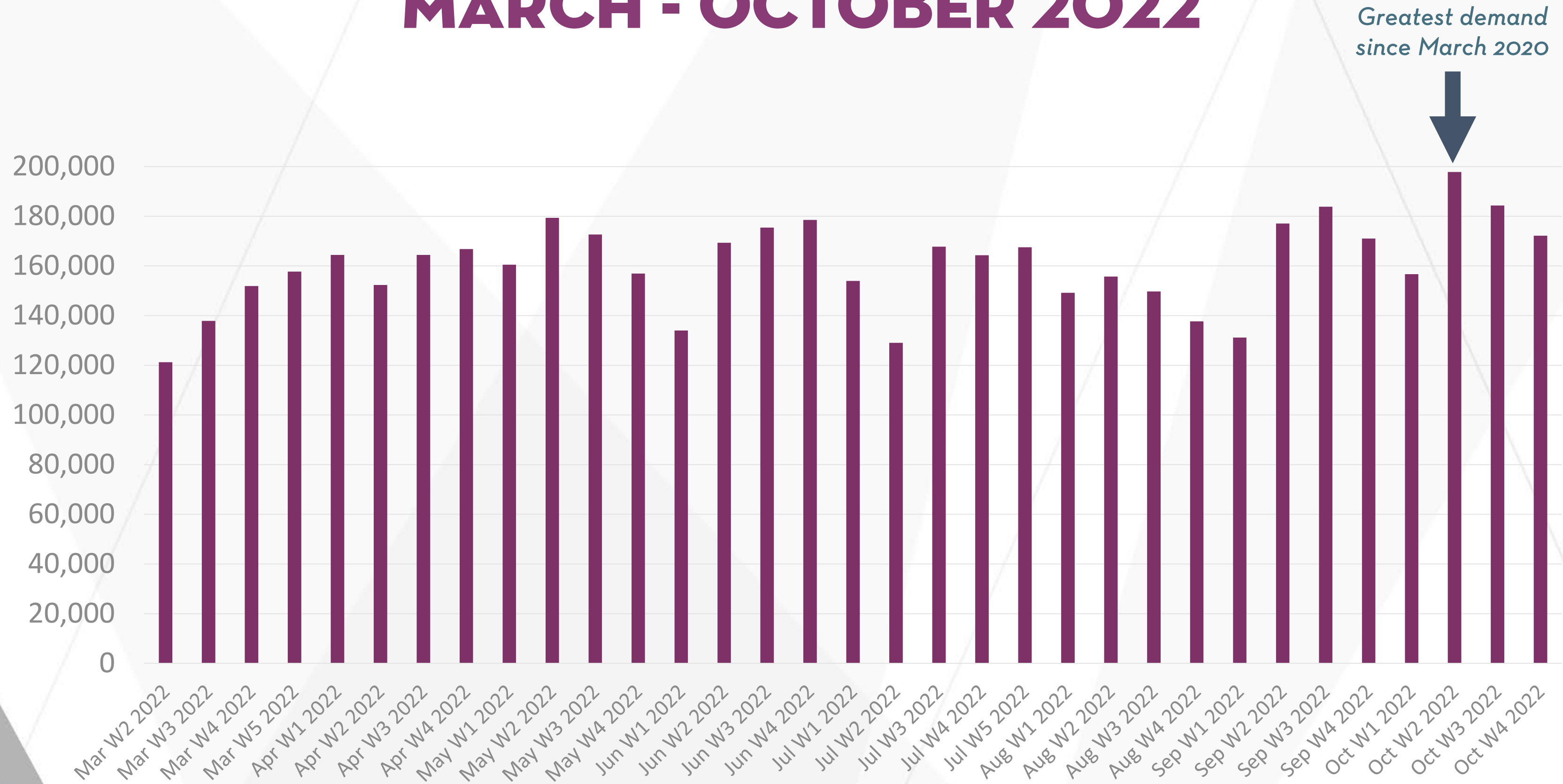
RESEARCH UPDATE

November 8, 2022



**WASHINGTON, DC
HOSPITALITY SECTOR
UPDATES**

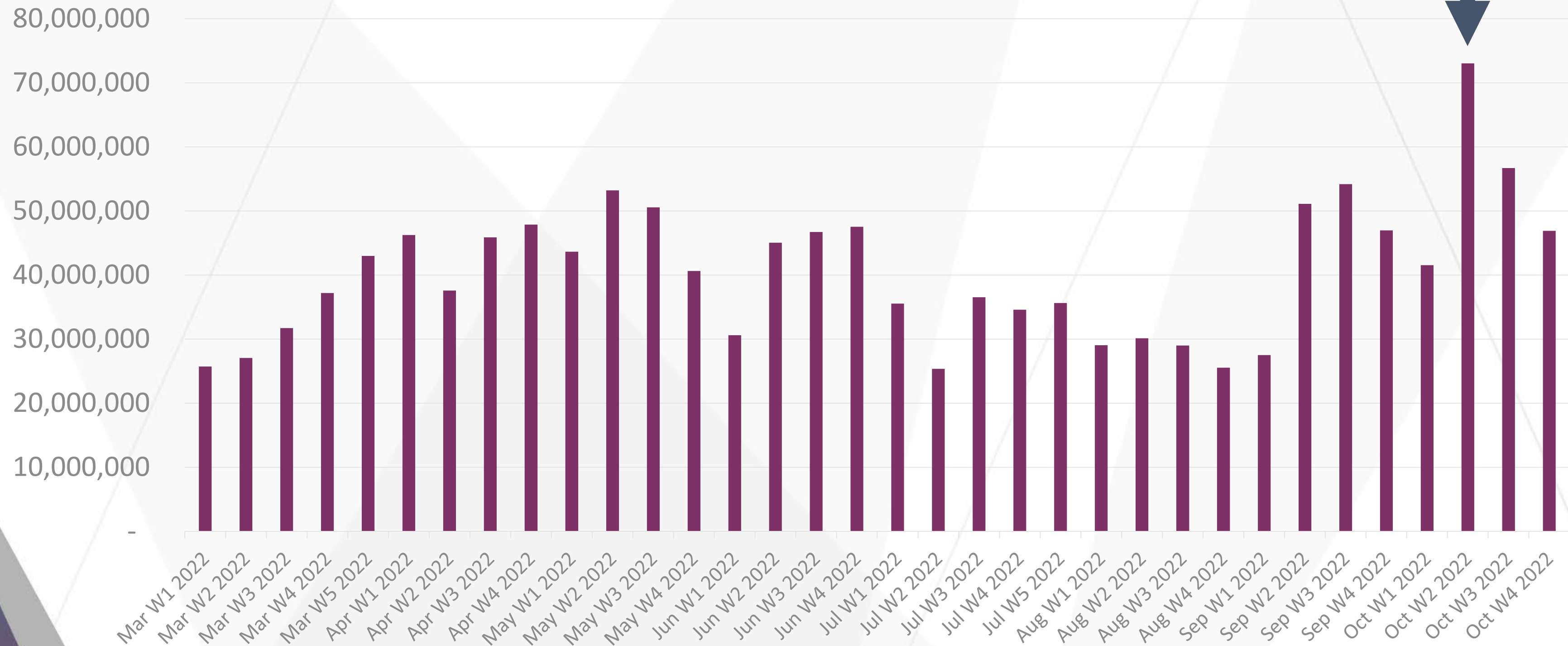
HOTEL DEMAND: MARCH - OCTOBER 2022



Source: STR, data is for the District of Columbia

HOTEL REVENUE: MARCH - OCTOBER 2022

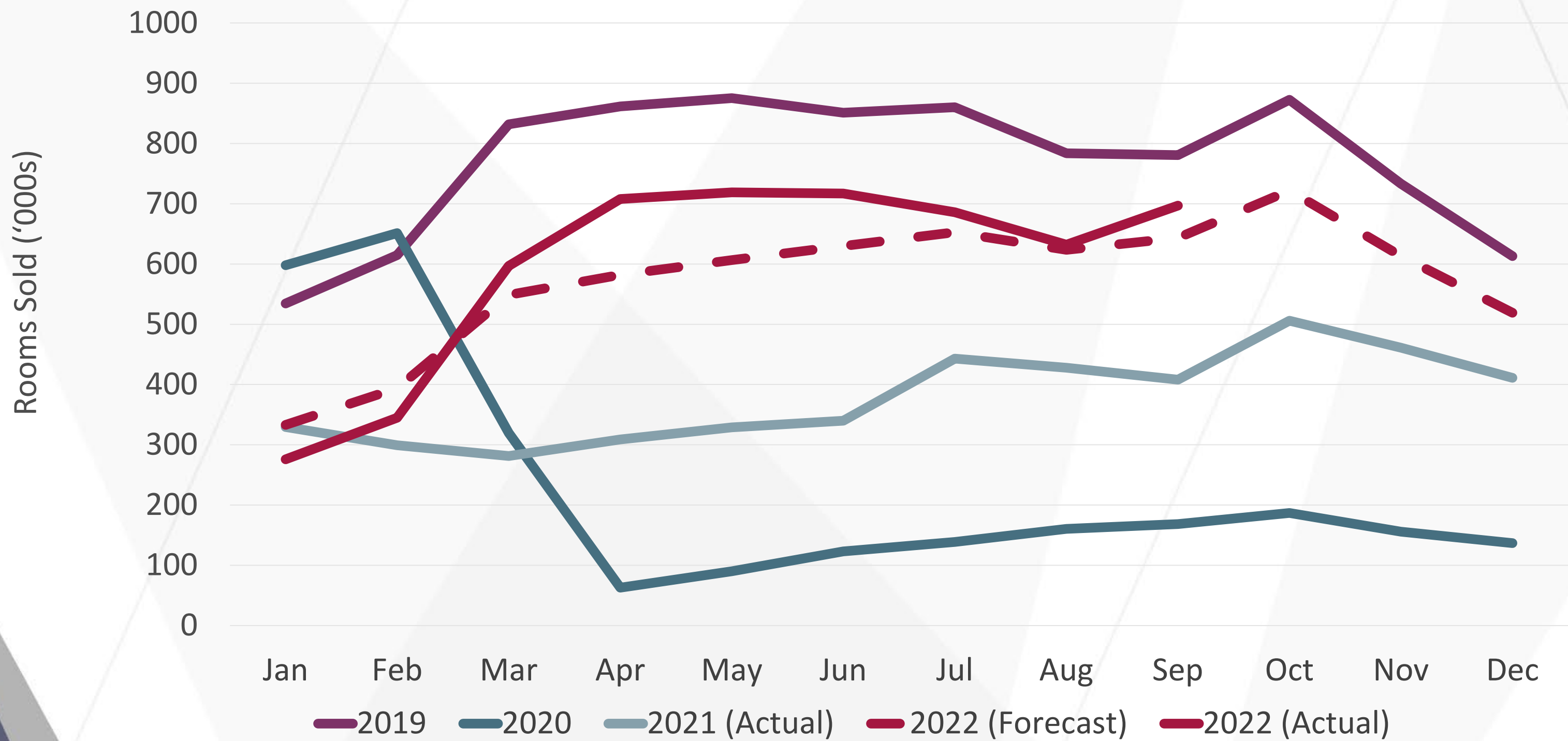
Greatest revenue generated since March 2020



Source: STR, data is for the District of Columbia

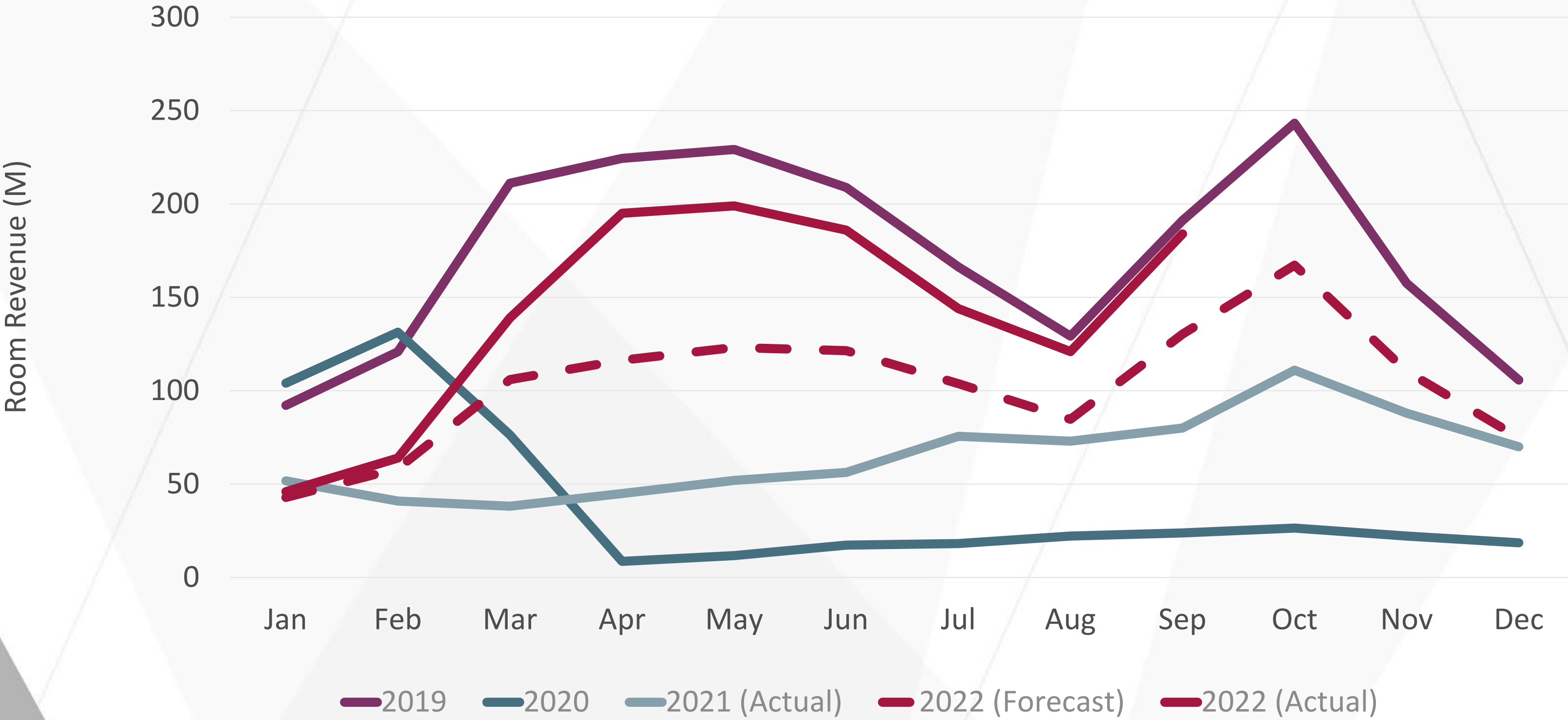
FORECAST UPDATE

MONTHLY HOTEL ROOM DEMAND FORECAST



Sources: STR; Tourism Economics (Baseline, Forecast Released Fall 2021)

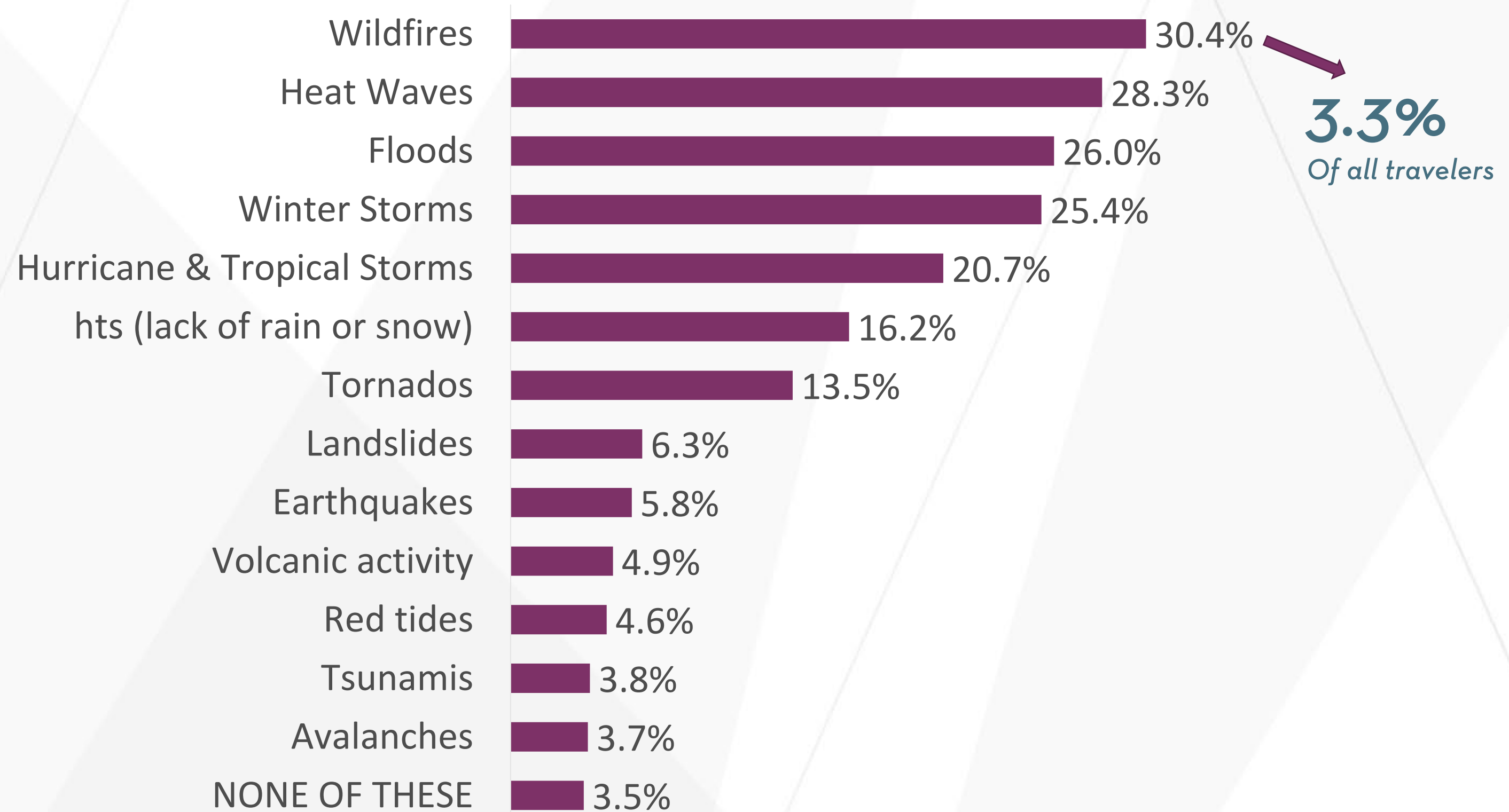
MONTHLY HOTEL REVENUE FORECAST



Sources: STR; Tourism Economics (Baseline, Forecast Released Fall 2021)

IMPACT OF NATURAL DISASTERS ON TRAVEL

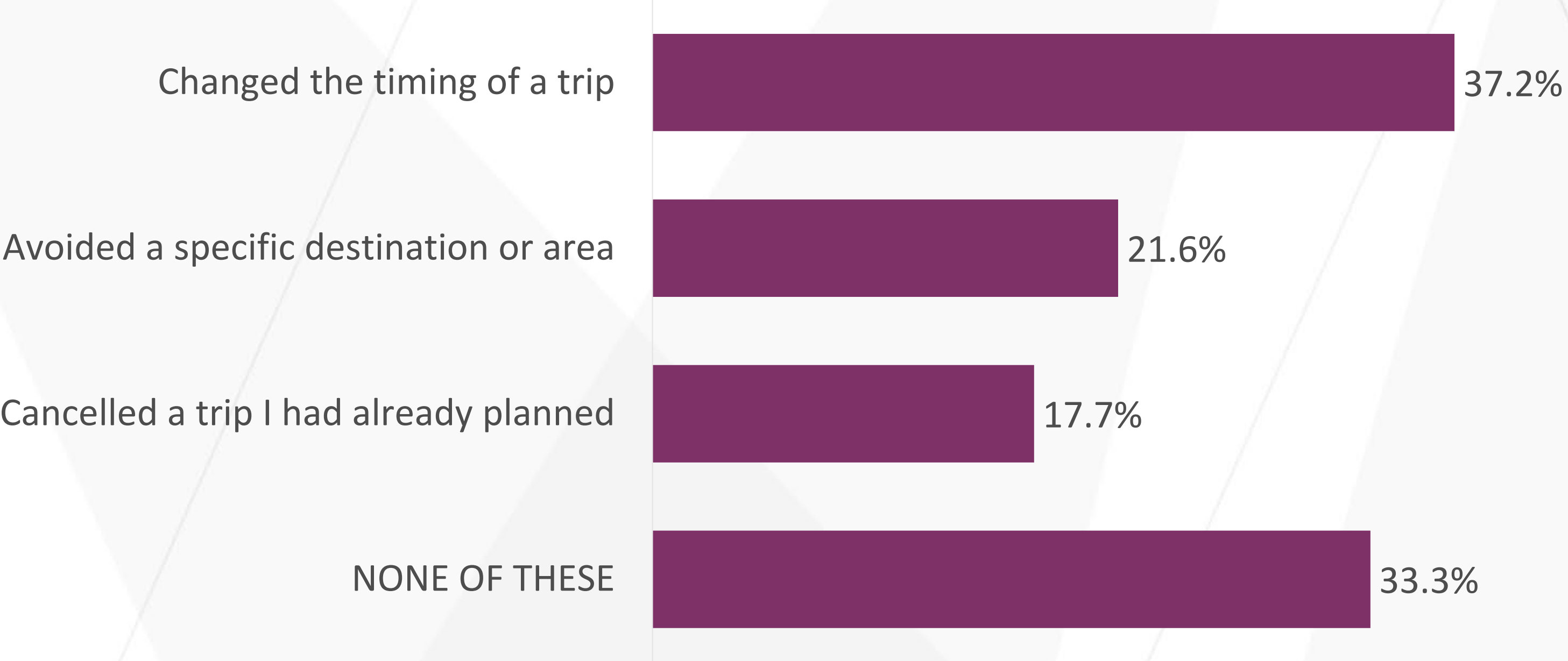
TYPES OF NATURAL DISASTERS THAT IMPACTED TRAVEL



“Which type(s) of these natural events, hazards or disasters impacted your travels (or travel planning)?
(Select all that apply)”

Source: Destination Analysts, September 15-25, 2022

TYPES OF IMPACT ON TRAVEL

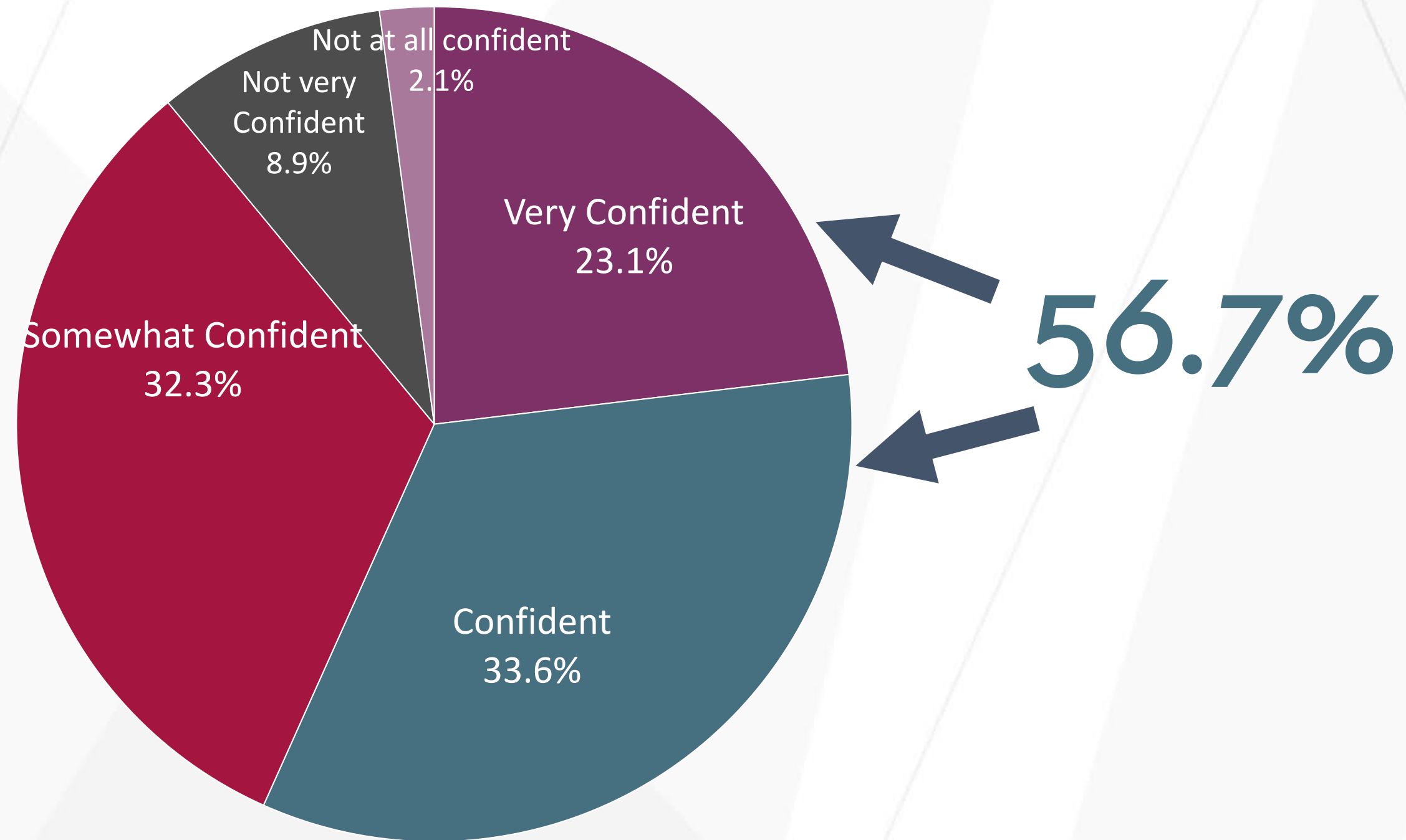


“IN THE PAST (12) TWELVE MONTHS, as a result of any of these natural events, hazards or disasters have you done any of the following?”

Source: Destination Analysts, September 15-25, 2022

CONSUMER SENTIMENT TOWARDS TRAVEL

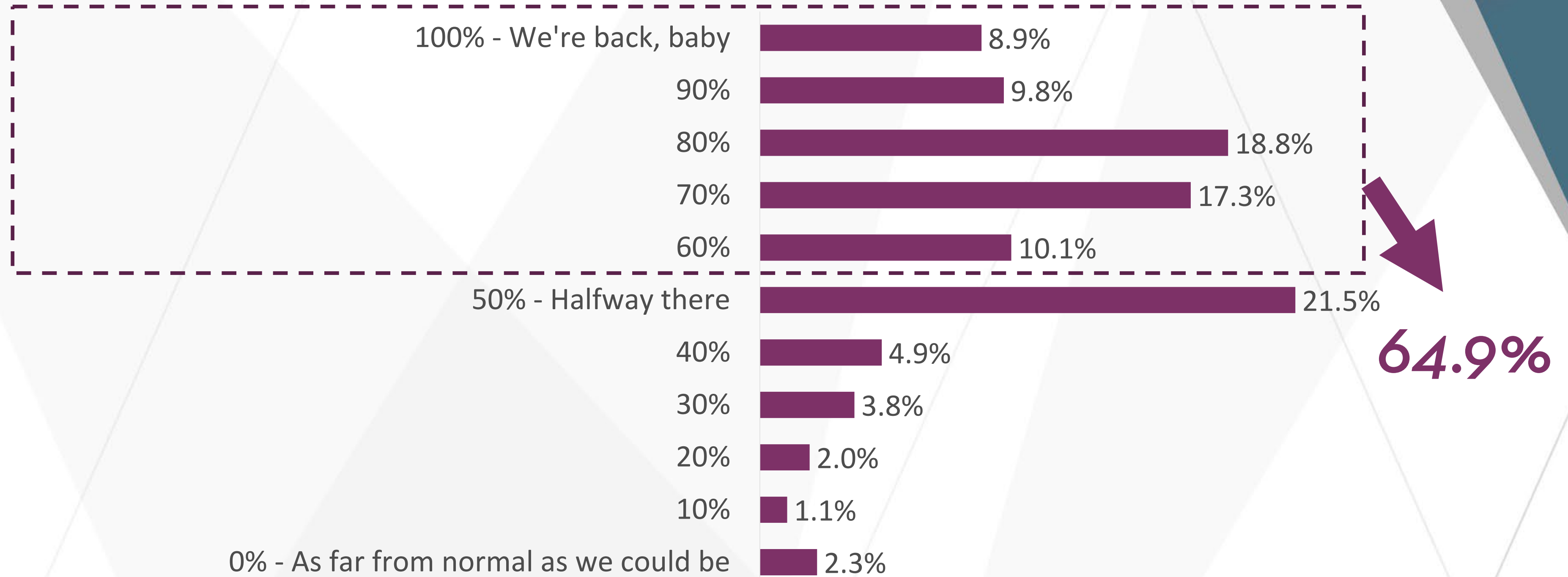
CONFIDENCE TO TRAVEL SAFELY



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

Source: Destination Analysts, September 15-25, 2022

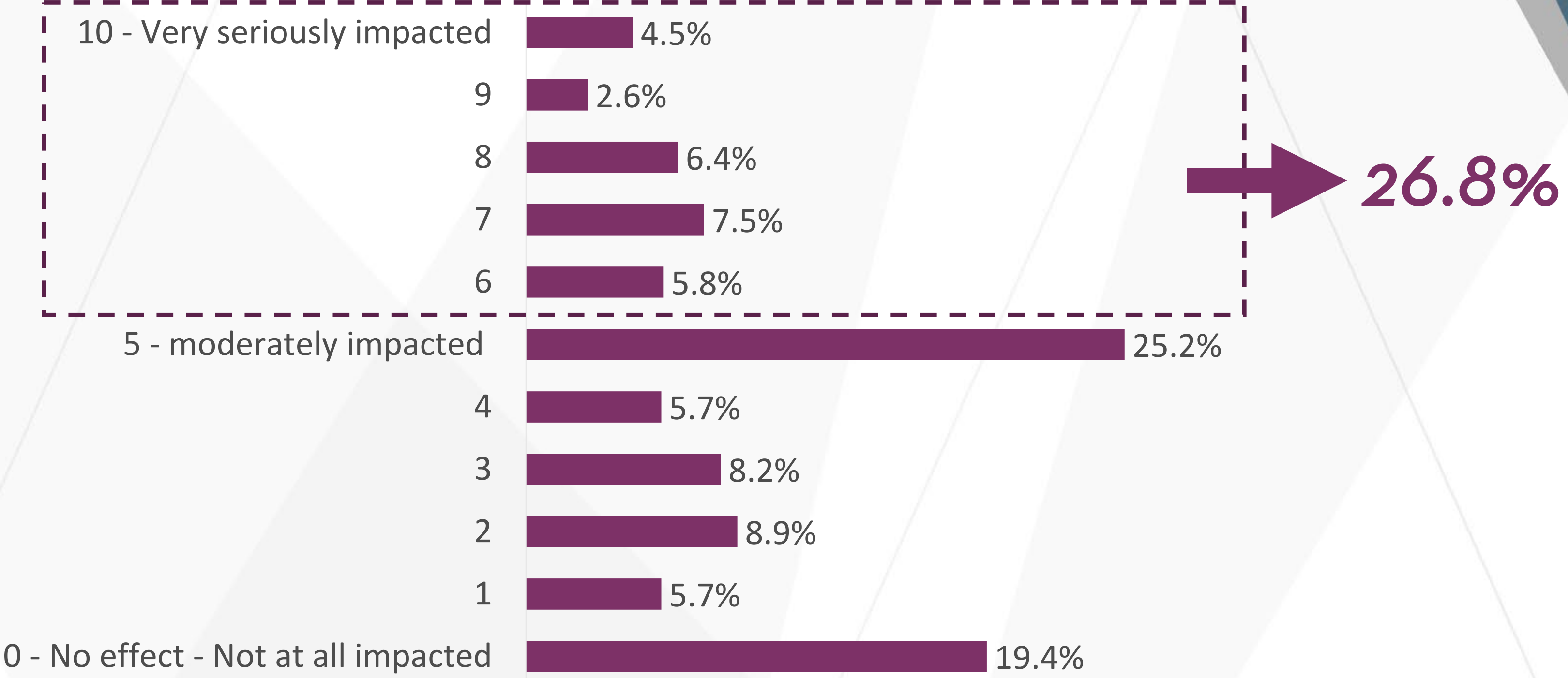
RETURNING TO NORMAL



“Overall, how close to ‘normal’ is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?”

Source: Destination Analysts, September 15-25, 2022

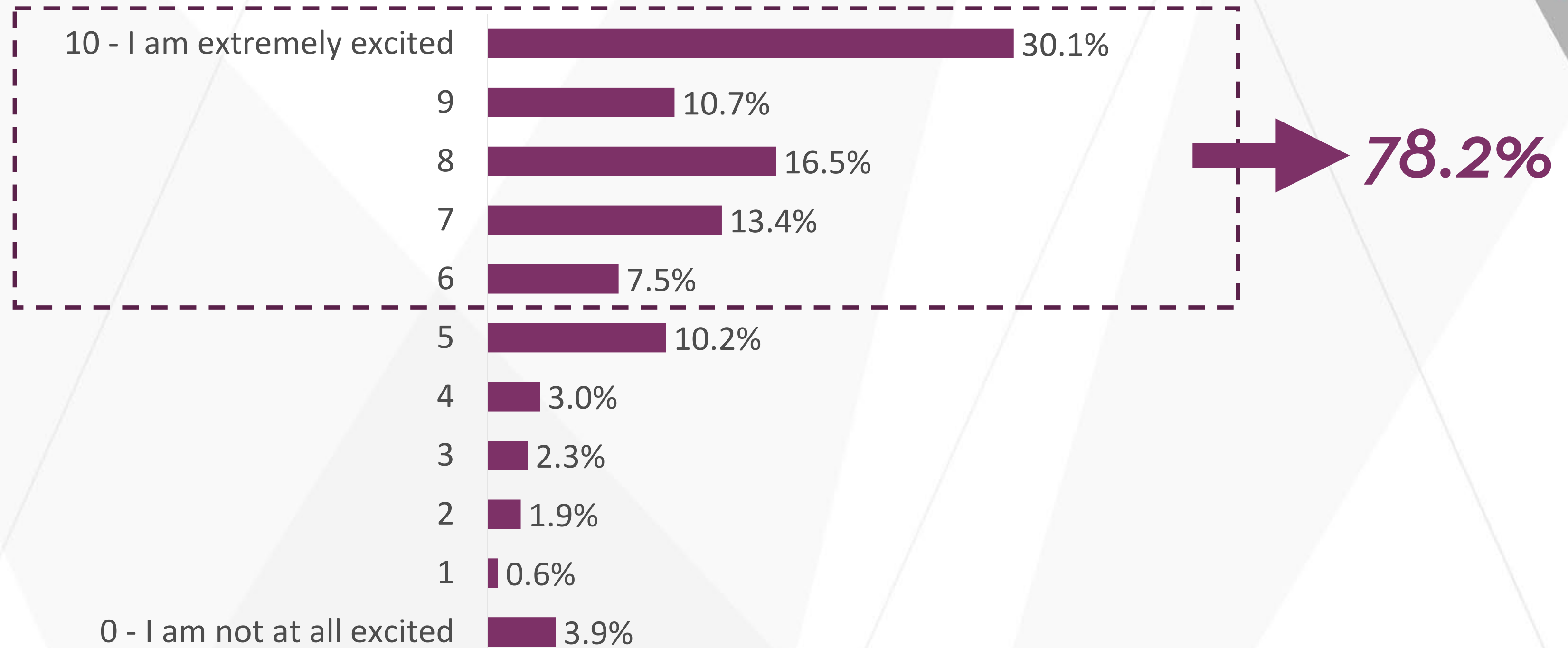
COVID-19'S IMPACT ON MEANINGFUL TRAVEL EXPERIENCES



“How much is the COVID-19 issue impacting your ability to have meaningful travel experiences?”

Source: Destination Analysts, August September 15-25, 2022

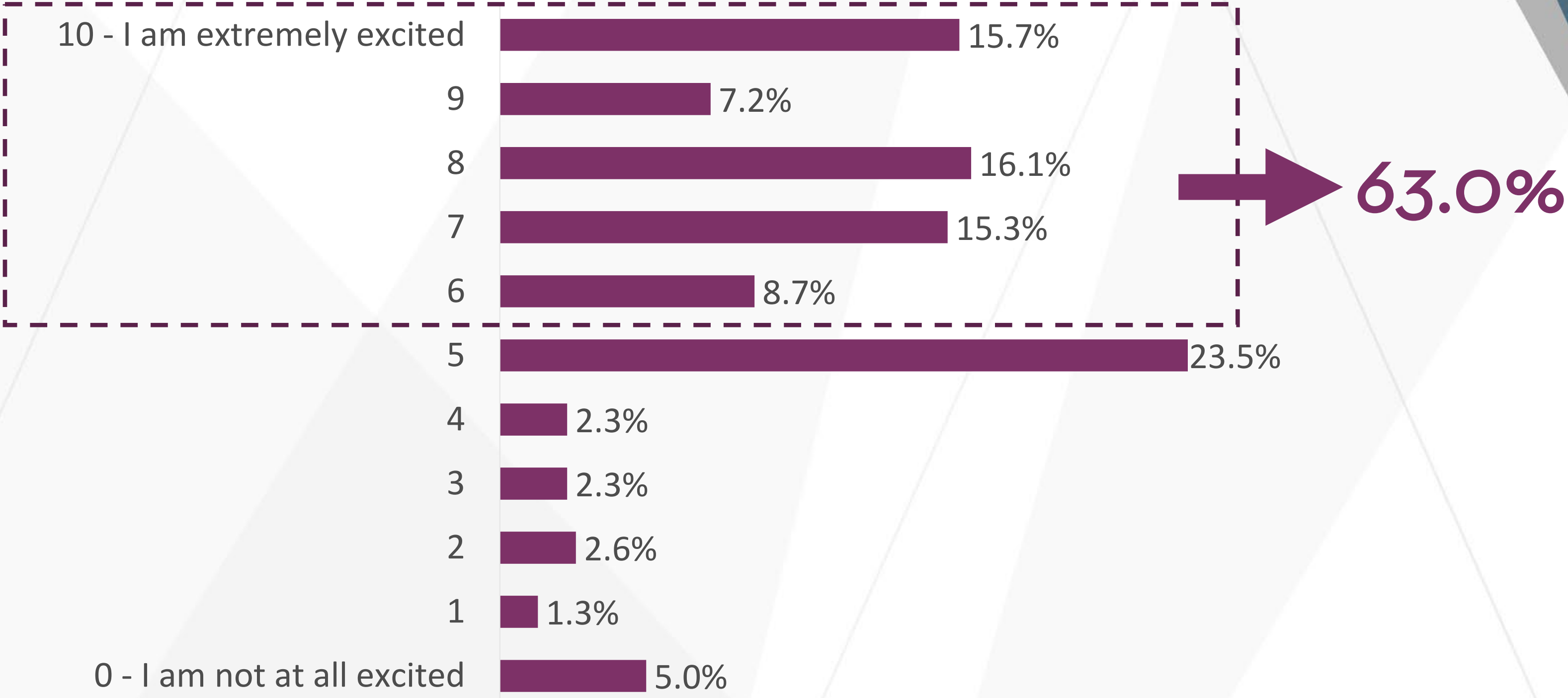
EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT TWELVE MONTHS



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

Source: Destination Analysts, September 15-25, 2022

OPENNESS TO TRAVEL INSPIRATION

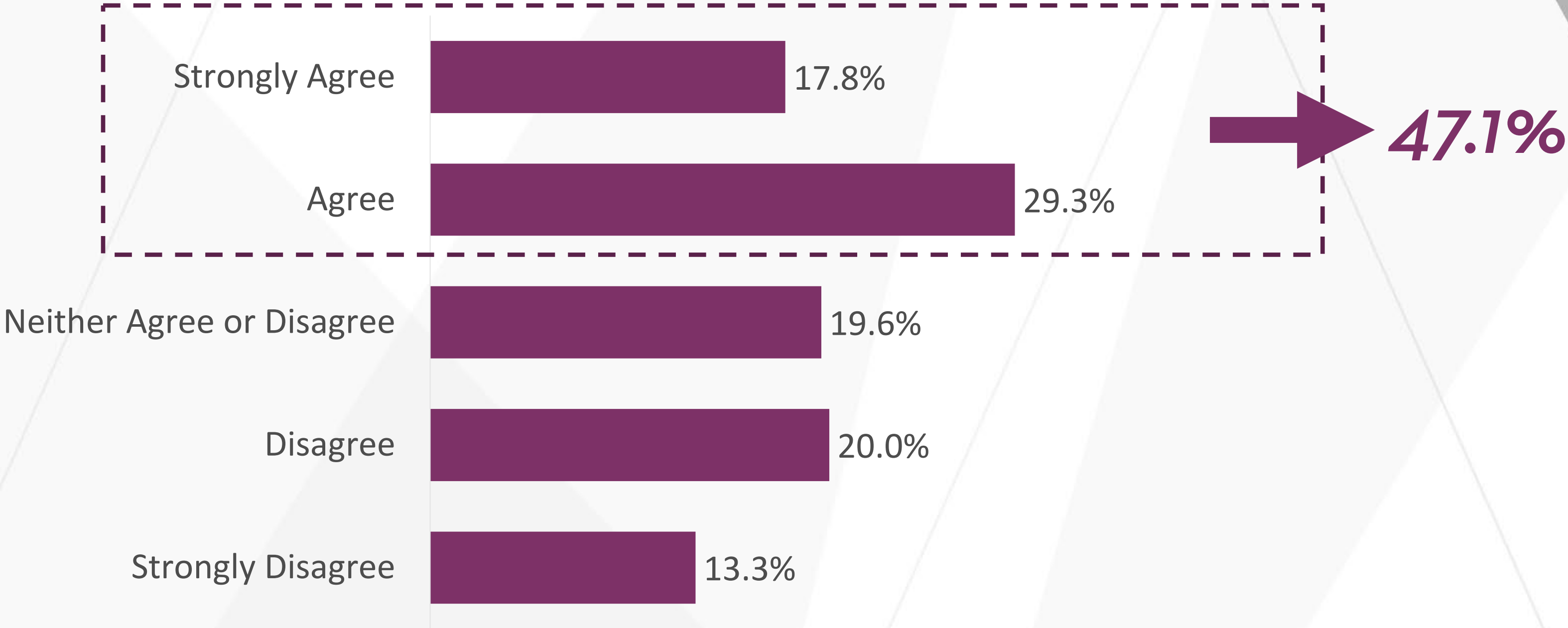


“At this moment, how excited are you in learning about new, exciting travel experiences or destinations to visit?”

Source: Destination Analysts, September 15-25, 2022

ECONOMIC CONCERNS

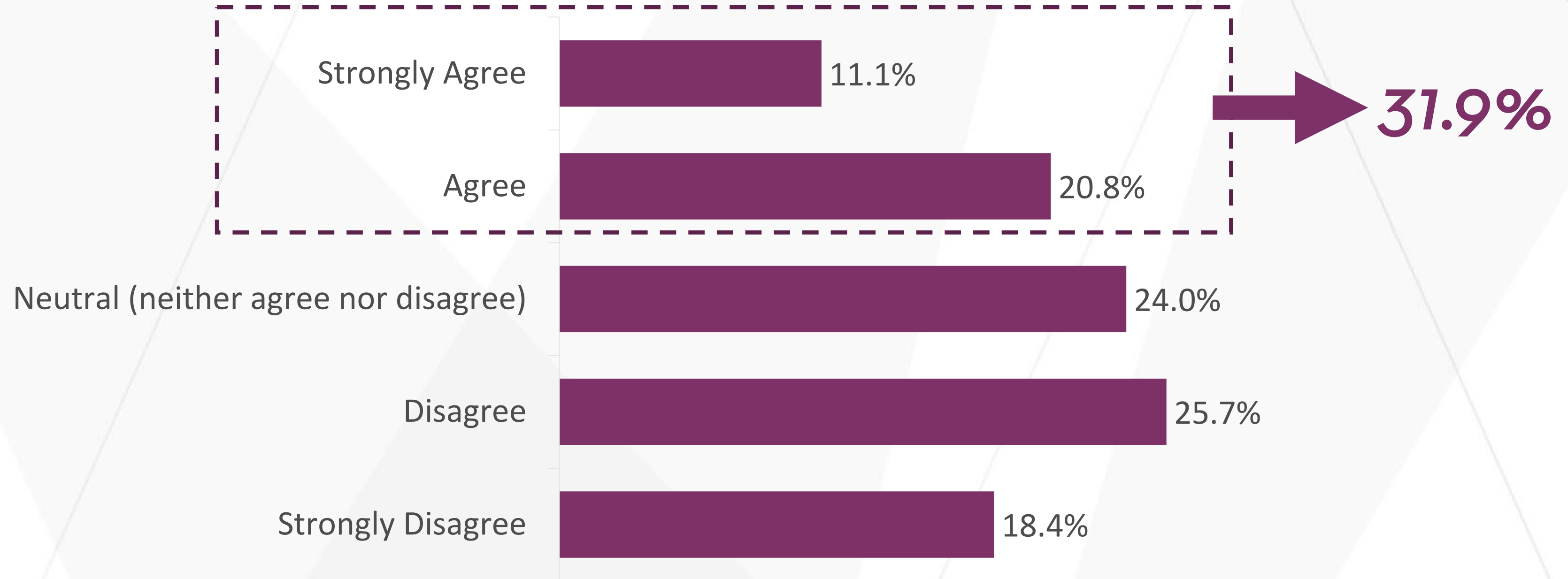
PERCEPTION OF TRAVEL PRICES



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

Source: Destination Analysts, September 15-25, 2022

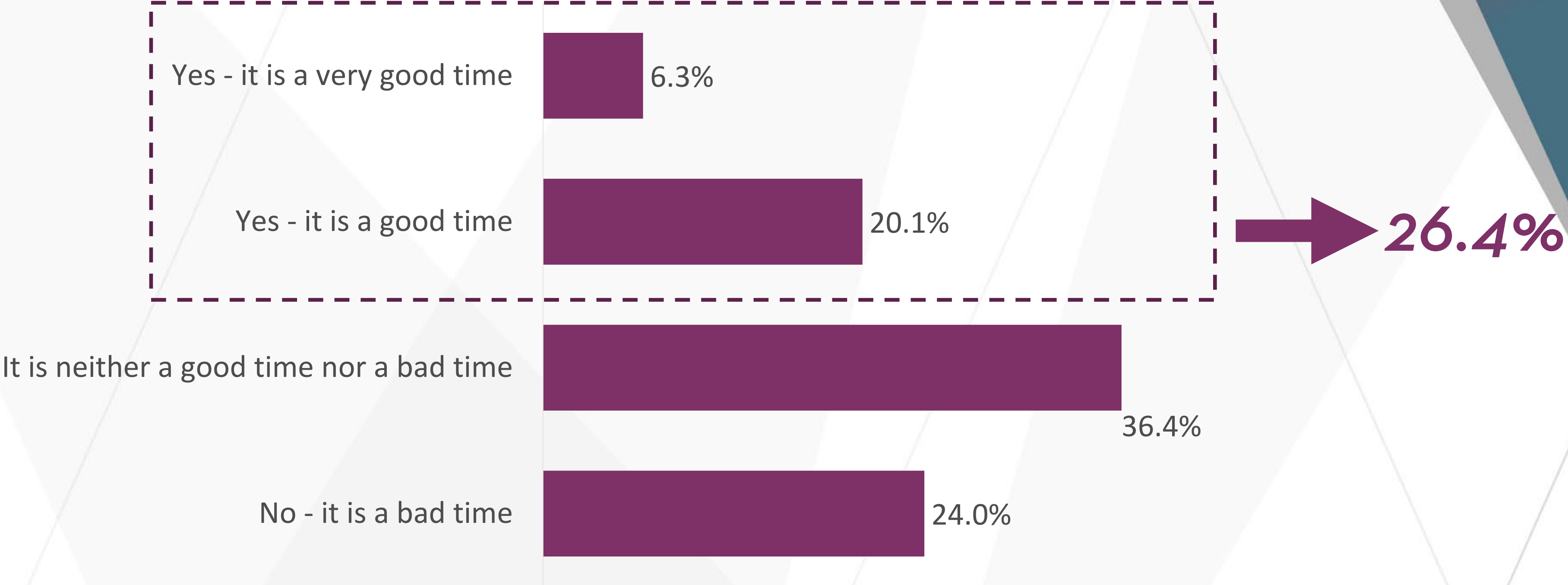
INFLATION & TRIP CANCELLATIONS



“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, September 15-25, 2022

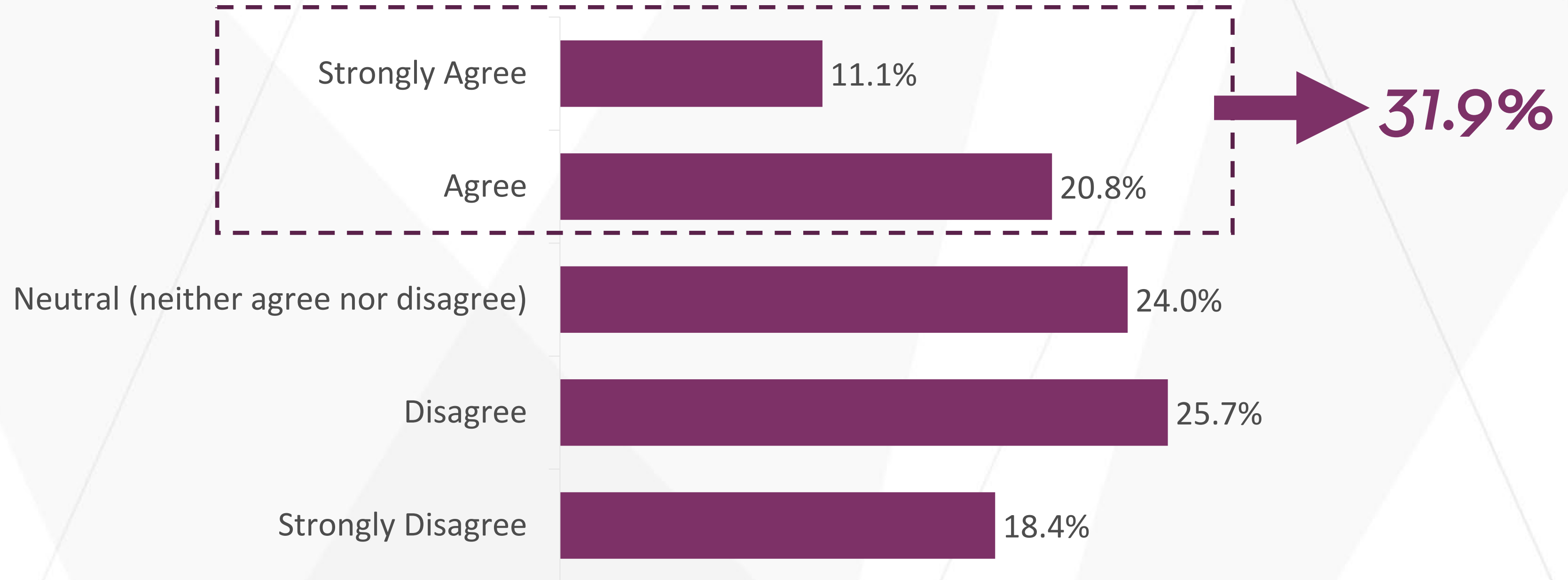
IS IT A GOOD TIME TO SPEND ON TRAVEL



” 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, September 15-25, 2022

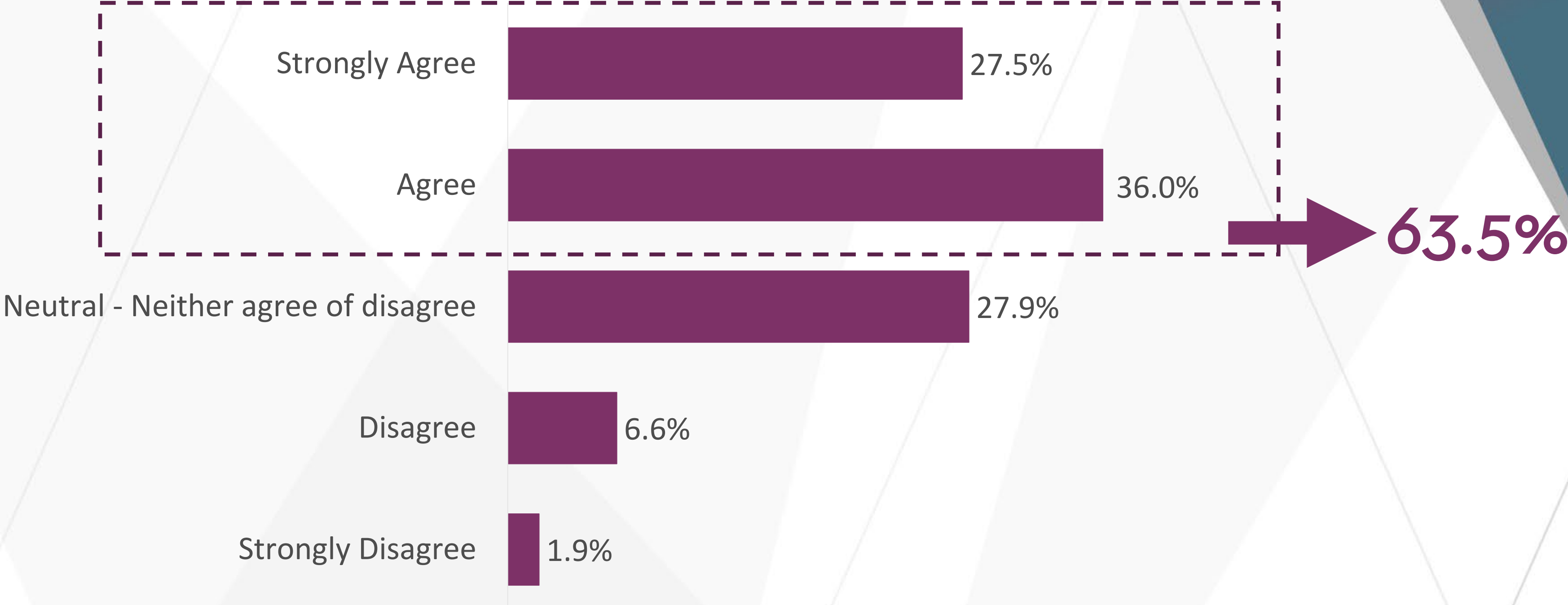
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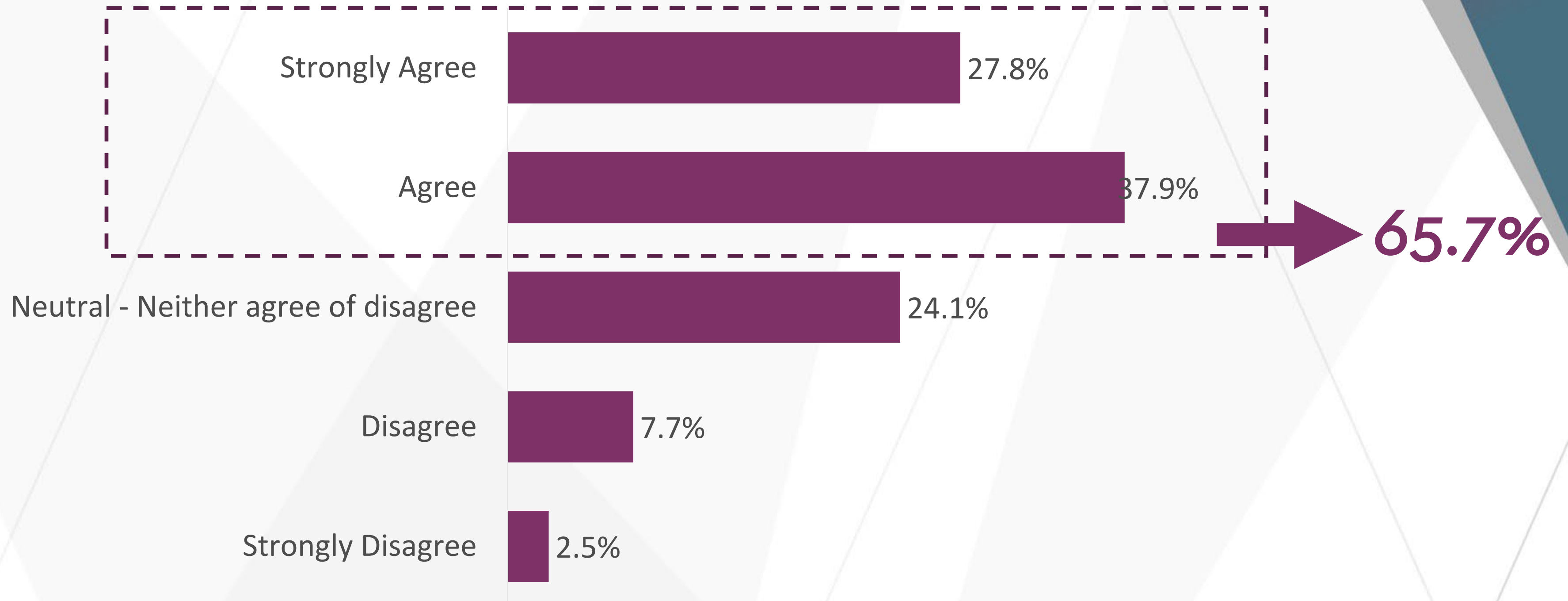
EXPECTATIONS FOR A RECESSION THIS YEAR



” I expect the United States will enter an economic recession sometime this year.”

Source: Destination Analysts, September 15-25, 2022

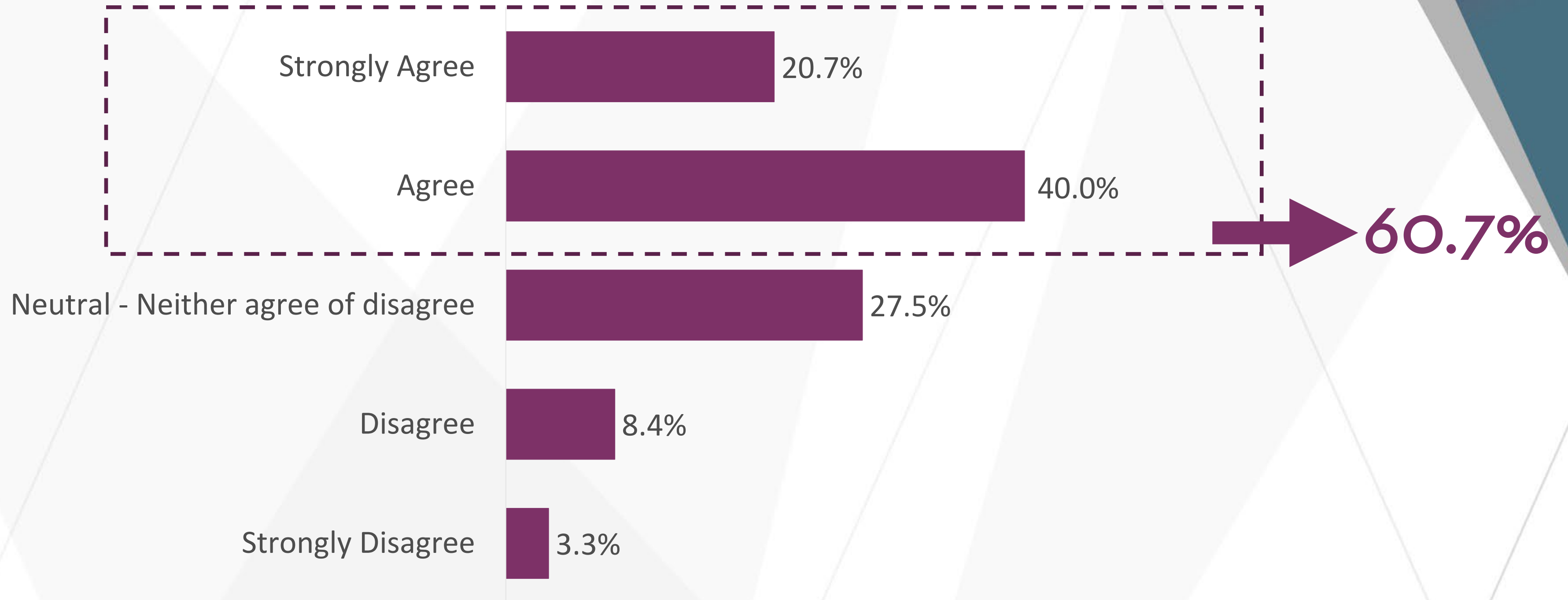
WILL TRAVELERS BE MORE CAREFUL WITH THEIR MONEY



” Right now, I am being careful with my money because I’m concerned about an upcoming recession.”

Source: Destination Analysts, September 15-25, 2022

TRAVEL IS A WORTHWHILE INVESTMENT



” I consider travel to be a worthwhile investment.”

Source: Destination Analysts, September 15-25, 2022

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.