WASHINGTON, DC
HOSPITALITY SECTOR UPDATES
HOTEL DEMAND:
JANUARY 2023 - AUGUST 2023

Greatest demand since March 2020

Source: STR, data is for the District of Columbia
Hotel Revenue:
January 2023 - August 2023

The greatest revenue since March 2020 was in Week 2, October 2022.

2nd Greatest revenue 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 Recap:
Smithsonian Museums and National Parks Visitations
NATIONAL MALL VISITATION

Source: Smithsonian, NPS
NON-MALL VISITATION

Source: Smithsonian, NPS
MONTHLY HOTEL ROOM DEMAND FORECAST

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

10 - I am extremely excited 42.4%
9 12.6%
8 16.0%
7 9.9%
6 5.0%
5 6.4%
4 2.4%
3 1.5%
2 1.0%
1 0.5%
0 - I am not at all excited 2.2%

Avg score= 8.1
Travel enthusiasm remains at record levels.

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

Source: Destination Analysts, July 17-21, 2023
DETERRENTS TO TRAVELING IN THE PAST SIX MONTHS

- Travel is too expensive right now: 41.2%
- Personal financial reasons: 38.2%
- Gasoline was too expensive: 33.1%
- Airfare was too expensive: 27.8%
- I'm too busy at work: 19.2%
- Not enough PTO/vacation time: 13.8%
- Crowds - too many people traveling: 12.9%
- Safety concerns - risk of contracting the COVID virus: 11.1%
- The possibility of flight cancellations: 10.7%
- Health/Illness: 10.0%
- Weather: 9.7%
- Safety concerns (other non-COVID related): 7.9%
- The pandemic is not 100% over: 5.8%
- Lack of availability (at hotels, golf courses, spas, etc.): 3.6%
- Sold out/No reservations available: 3.5%
- NONE OF THESE: 17.3%

“In the past six (6) months, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)”

Source: Destination Analysts, July 17-21, 2023
ECONOMIC CONCERNS
**Perception of Travel Prices**

- **Strongly Agree**: 18.8%
- **Agree**: 27.4%
- **Neither Agree or Disagree**: 21.6%
- **Disagree**: 20.5%
- **Strongly Disagree**: 11.7%

On an upward trend since December and came back from the dip last month.

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

*Source: Destination Analysts, July 17-21, 2023*
“Recent inflation in consumer prices has led me to cancel an upcoming trip.”

Source: Destination Analysts, July 17-21, 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, July 17-21, 2023

The proportion of Americans who feel it is a “good time” to spend on leisure travel is only marginally above last year in July.
"I expect the United States will enter an economic recession sometime IN THE NEXT SIX(6) MONTHS."

Source: Destination Analysts, July 17-21, 2023
“Right now, I am being careful with my money because I’m concerned about an upcoming recession.”

Source: Destination Analysts, July 17-21, 2023
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.