



Question #9



Part A:

Please provide a breakdown of tourist and group visits. What measurements are used to track each?



Part B:

To what extent do you view individual tourism as a driver of increased total tourism spending?

 **T**OURISM is important to the overall spending in the District. Tourism is the second largest industry after the Federal Government. The following are KEY statistics to prove the importance of tourism to the city:

- If tourism did not exist in Washington, DC, the District would need to generate an average of **\$2,483 in local taxes** from each of the 266,407 households in DC, in order to maintain the current level of tax receipts
- Travel/tourism spending support **76,256 jobs** annually (+7.0% from 2010)
- Travel/tourism jobs support **\$3.06 billion in wages** (+8.6% from 2010)
- Domestic spending up 3.8% to **\$4.43 billion**; international spending up 13.4% to **\$1.60 billion** in 2011
- Each DC visitor generates about **\$329 in expenditures**
- Every 242 visitors creates a **NEW JOB** in DC
- Each visitor creates about **\$55 in tax receipts**, \$36 of which goes to local government
- Each visitor generates **\$163 in wages**
- Each visitor adds about **\$228 to Gross City Product**

 Tourism is not just about people visiting the city, it is about creating new jobs, providing tax relief to residents and financial relief to government services.

II. PERFORMANCE METRICS

- The following slide outlines how our sales and marketing teams track performance year over year.

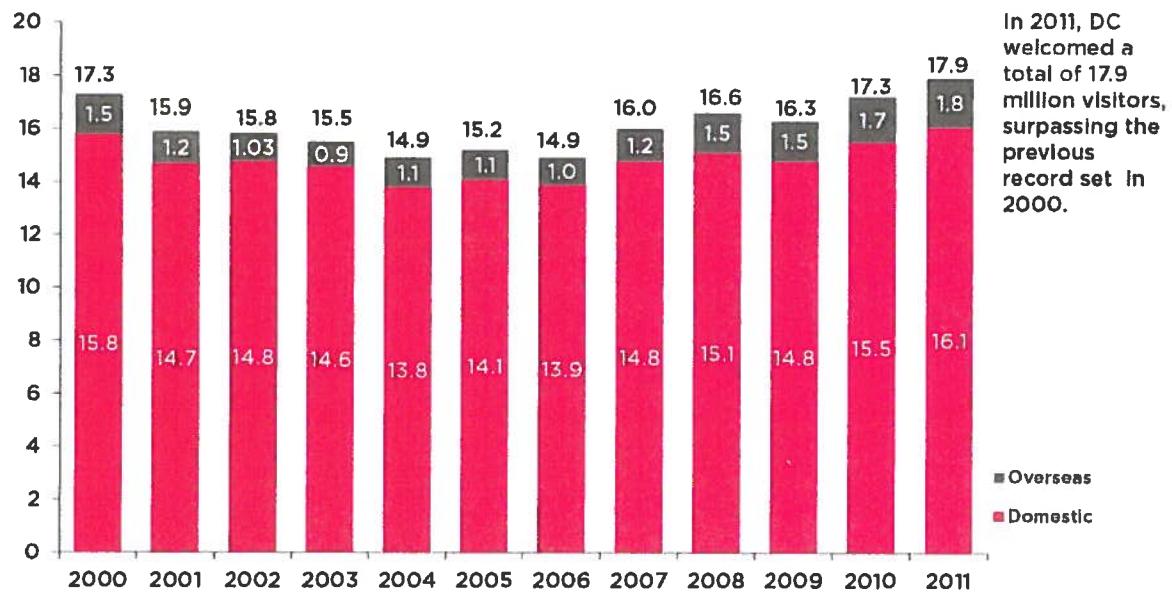
2013	PERFORMANCE METRICS	FY2012 GOAL	FY2012 ACHIEVED	% Of FY2012 GOAL	FY2013 GOAL	% CHANGE OVER GOAL	% CHANGE OVER ACTUAL
FINANCE & ADMINISTRATION	CBE (formerly LSDBE) Payments (\$)	400,000	462,201	115.6%	460,000	15.0%	-0.5%
PARTNERSHIPS & ALLIANCES	Partnership Cash Revenue (\$)	2,278,000	2,286,179	100.4%	2,324,400	2.0%	1.7%
	Partnership In-Kind Revenue (\$)	350,000	617,875	176.5%	350,000	0.0%	-43.4%
DOMESTIC EARNED MEDIA	Domestic Earned Media (\$)	18,000,000	37,541,022	208.6%	22,000,000	22.2%	-41.4%
INTERNATIONAL EARNED MEDIA	International Earned Media (\$)	9,000,000	13,329,041	148.1%	10,000,000	11.1%	-25.0%
TOTAL EARNED MEDIA	Total Earned Media (\$)	27,000,000	50,870,064	188.4%	32,000,000	18.5%	-37.1%
MARKETING & COMMUNICATIONS	Website Page Views	20,000,000	17,775,941	88.9%	20,000,000	0.0%	12.5%
	Website Unique Visits	4,355,000	3,913,455	89.9%	4,355,000	0.0%	11.3%
	Online Hotel/Ticket Rev. (\$)	3,000,000	2,666,968	88.9%	3,000,000	0.0%	12.5%
DEFINITE ROOM NIGHTS	Definite Room Nights	137,000	179,776	131.2%	187,500	36.9%	4.3%
TURISM LEADS	Tourism Leads	247	179	72.5%	185	-25.1%	3.4%
TOURISM TRADESHOW APPOINTMENTS	Tourism Tradeshow Appointments	450	653	145.1%	635	41.1%	-2.8%
TOURISM FAM TOURS	Tourism FAM Tours	21	54	257.1%	35	66.7%	-35.2%
BROCHURE DISTRIBUTION	Brochure Distribution	488,000	514,828	105.5%	510,000	4.5%	-0.9%
E-MAIL INQUIRIES	E-mail Inquiries	164,000	122,104	74.5%	135,000	-17.7%	10.6%
PHONE INQUIRIES	Phone Inquiries	27,000	33,674	124.7%	35,000	29.6%	3.9%
ROOM NIGHTS: CONVENTION CENTER	Room Nights: Conv. Center	745,880	822,157	110.2%	863,284	15.7%	5.0%
ROOM NIGHTS: NON-CENTER	Room Nights: Non-Center	652,620	541,472	83.0%	652,620	0.0%	20.5%
ROOM NIGHTS: TOTAL	Room Nights: Total	1,398,500	1,363,629	97.5%	1,515,884	8.4%	11.2%
CONVENTION SALES	Leads: Convention Center	235	241	102.6%	250	6.4%	3.7%
	Leads: Non-Center	1,763	1,242	70.4%	1,763	0.0%	41.9%
	Leads: Total	1,998	1,483	74.2%	2,013	0.8%	35.7%
CONVENTION SERVICES	Registration Revenue (\$)	351,000	379,894	108.2%	380,000	8.3%	0.0%
	Housing Revenue (\$)	139,500	133,038	95.4%	115,000	-17.6%	-13.6%
	Service Leads/Referrals	700	738	105.4%	720	2.9%	-2.4%

- Each department sets goals based on an evaluation of year vs year achievements and growth
- Convention and Tourism departments are measured based on room night and lead generation
- Marketing department is measured based on earned media results and hotel revenue
- Partnership department is measured based on cash and in-kind revenue

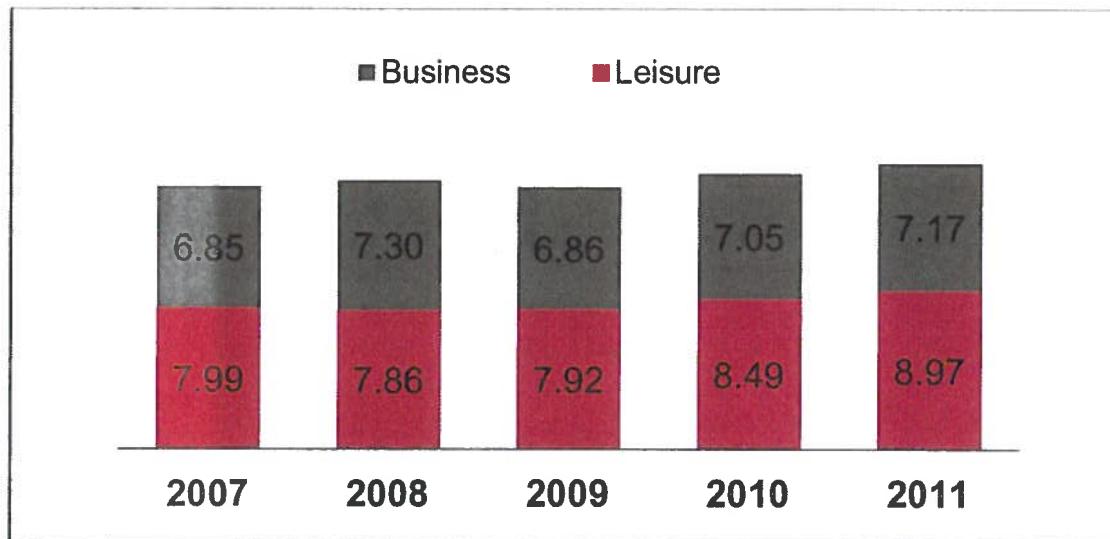
I. VISITATION BREAKDOWN

- The following information defines the visitation breakdown for the 17.9 million visitors (Overseas vs Domestic) reported in 2011.

TOTAL VISITATION TO DC (IN MILLIONS)



- Based on the 17.9 million visitors, there is a consistent split of leisure visitors vs business visitors annually



- These visitors are equally important to the overall visitor impact.
 - Leisure** travelers will visit the city during identified need periods: Weekend business, summer months, winter months and slower holiday periods
 - Business** travelers will have a higher spend on food/beverage, transportation and hotel rates as they travel during week days and peak travel periods