

Destination



February 20, 2015

Councilmember Jack Evans, Ward 2
Chairman
Committee on Finance and Revenue
Council of the District of Columbia
1350 Pennsylvania Avenue, NW Suite 106
Washington, DC 20004

Dear Councilmember Evans,

In response to your letter dated January 28, 2015, please find Destination DC's responses to the Committee on Finance and Revenue's performance oversight hearing questions.

Per your request, we have submitted both a hard copy and an electronic copy of our responses to your office. Should you or your staff have any further questions, please contact me or Crispus Gordon III, at (202) 789-7010.

Regards,

A handwritten signature in black ink, appearing to read 'Elliott L. Ferguson', with a large, stylized flourish above it.

Elliott L. Ferguson
President & CEO
Destination DC



Council of the District of Columbia
The Honorable Jack Evans, Chairman
Committee on Finance and Revenue

FY2014 PERFORMANCE OVERSIGHT HEARING QUESTIONS

February 25, 2014

Presented by:
Elliott L. Ferguson, II
President & CEO
Destination DC

Committee Members

Councilmember David Grosso, At-Large

Councilmember Kenyan McDuffie, Ward 5

Councilmember Vincent Orange, Sr., At-Large

Councilmember Elissa Silverman, At-Large

QUESTION #1

Please provide a list of the Destination DC's current board members and executive board. For each member, please provide the following:

- **Name;**
- **Seat type;**
- **Whether the member is a District Resident**
- **When the member's term started and expires; and**
- **Attendance record for calendar year 2014 and 2015 to date.**

(Please see Attachment 1)

Destination DC Board of Directors 2014-2015

Updated: 2/9/15

TERM	INDIVIDUAL & POSITION	YEAR APPOINTED	CATEGORY	District Resident	Email
2015	*Richard Spigler, President Carlyle Suites & Savoy Suites Hotel	2001-2009, 2012-	Industry (Hotel)	Yes	RSpigler@GreatAddresses.com
2015	*Daniel Nadeau, GM, Marriott Marquis	2009	Industry (Hotel)	No	daniel.nadeau@marriott.com
2015	*Mike Dickens, President Hospitality Partners	2009	Industry (Hotel)	Yes	michael.dickens@hospart.com
2015	David Del Russo, GM	2012	Industry (Hotel)	Yes	david.del.russo1@hilton.com
2015	Steve Smith, GM Grand Hyatt	2012	Industry (Hotel)	No	steve.smith@hyatt.com
2015	Gus DiMillo, Partner Passion Food, LLC	2006	Industry (Restaurant)	Yes	gus.dimillo@dc coast.com
N/A	*Thomas Penny, General Manager Courtyard Marriot	N/A	Ex-officio (hotel)	No	thomas.penny@cmccdc.com

An asterisk denotes a member of the Executive Committee

Destination DC Board of Directors 2014-2015

Updated: 2/9/15

TERM	INDIVIDUAL & POSITION	YEAR APPOINTED	CATEGORY	District Resident	Email
2015	Susan Norton, Cultural Connections Consultants, LLC	2009	At-large (Cultural)	No	snorton11@earthlink.net
2016	Neil Albert, Senior Policy Advisor Holland & Knight	2013	At-large	Yes	neil.albert@hklaw.com
2015	Robert Sweeney, President DC2024	2012	At-large (sports)	Yes	rsweeney@dc2024.org
N/A	*Gregory O'Dell, President and CEO Events DC	N/A	Ex-officio (Events DC)	Yes	godell@dcconvention.com
2017, bid rotates	Joe Sternlieb, Exec. Director Georgetown BID	2014	Institutional	Yes	godell@dcconvention.com
2015	Martin Thomas, Political Director Local SEIU 32BJ	2012	At-large (Labor)	Yes	MThomas@seiu32bj.org

An asterisk denotes a member of the Executive Committee

Destination DC Board of Directors 2014-2015
Updated: 2/9/15

TERM	INDIVIDUAL & POSITION	YEAR APPOINTED	CATEGORY	District Resident	Email
N/A	Vacant		Ex-officio (RAMW)		
2016	Tim McGill, CEO Hargrove Events	2010	At-large (Business)	No	tmcgill@hargroveinc.com
2016	Debbie Behnke, Dist. Sales Mgr.- Mid-Atlantic American Airlines	2010	At-large (Business)	No	debbie.behnke@aa.com
2016	*Meg Caulk, Special Events Mgr & Dir. of Operations Smithsonian Nat'l Air & Space Museum	2010	At-large (Cultural)	No	caulkm@si.edu
N/A	Barbara Richardson, Chief of Staff METRO/WMATA	2010	Institutional (Transportation)	Yes	brichardson@wmata.com
2016	*Stephen Marks, Partner Bike and Roll	2010	At-large (Transportation)	No	stephen@bikethesites.com
2016	James Youngblood, President/CEO Heart Rhythm Society	2010	At-large (Convention)	Yes	jyoungblood@hrsonline.org

An asterisk denotes a member of the Executive Committee

Destination DC Board of Directors 2014-2015
Updated: 2/9/15

TERM	INDIVIDUAL & POSITION	YEAR APPOINTED	CATEGORY	District Resident	Email
2016	John Drew, President & CEO Ronald Reagan Building	2013	At-large (Convention)	No	jdrew@itcdc.com
N/A	Vacant		Third-party appointment		
2015	*Paul J. Cohn.	2002	Third-party appointment	Yes	pcohn@iampic.com
2016	Michael Akin, President Reingold LINK	2013	At-large	Yes	makin@reingold.com
2016	Tara Jones, Tara Jones Group, Principal	2010	At-large (media)	Yes	tara@tarajonesgroup.com
2017	*Nizam Ali, General Manager, Ben's Chili Bowl	2011	Industry (Restaurant)	Yes	nizam@benschilibowl.com
2017	Vacant	2014	Industry (Restaurant)		

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Destination DC Board of Directors 2014-2015

Updated: 2/9/15

TERM	INDIVIDUAL & POSITION	YEAR APPOINTED	CATEGORY	District Resident	Email
2017	*David Touhey, Senior Vice President and General Manager, Monumental Sports	2011	At-large (Business)	No	dtouhey@monumentalsports.com
2017	Garth Ross, Director The John F. Kennedy Center	2011	At-large (Cultural)	No	gaross@kennedy-center.org
2017	Steve Cowan, General Manager Hilton Washington Jan. 2011	2011	Industry (Hotel)	No	steve.cowan@hilton.com
2016	*Mark Jennings, Area Director Kimpton Hotels	2013	Industry (Hotel)	No	mark.jennings@kimptonhotels.com
N/A	*Mark Treadaway, VP, Air Service Planning & Development Metropolitan Washington Airport Authority	2005	Institutional	No	mark.treadaway@mwaa.com
2015	*Gregory Casten, Partner & Director of Operations Tony & Joe's	2013	At-Large	No	greg@profish.com
N/A	Solomon Keene, President Hotel Association of Washington, DC	N/A	Ex-officio (HAWDC)	Yes	solomon@hawdc.com

An asterisk denotes a member of the Executive Committee

Destination DC Board of Directors 2014-2015

Updated: 2/9/15

TERM	INDIVIDUAL & POSITION	YEAR APPOINTED	CATEGORY	Email
N/A	Kathy Hollinger, President Restaurant Association of Metropolitan Washington	N/A	Ex-officio (RAMW)	Kathy@ramw.org
N/A	Brian Kenner, Deputy Mayor for Planning & Economic Development (DMPED)	N/A	Ex-officio (DMPED)	
N/A	*John Ross, Deputy CFO DC Office of the CFO	N/A	Ex-officio (CFO)	john.ross@dc.gov
N/A	Steve Shulman, Executive Director, Cultural Tourism	N/A	Ex-officio (Cultural tourism DC)	sshulman@culturaltourismdc.org
N/A	*Elliott Ferguson, President & CEO Destination DC	N/A	Ex-officio (DDC)	elliott.ferguson@destinationdc.com
N/A	Harry Wingo, President & CEO DC Chamber of Commerce	N/A	Ex-officio (DC Chamber)	hwingo@dcchamber.org
N/A	*Angela Franco, President & CEO Greater Washington Hispanic Chamber of Commerce	N/A	Ex-officio (GWHCC)	afranco@gwhcc.org
N/A	Sarah Goss	N/A	Ex-officio (EOM)	sarah.goss@dc.gov

An asterisk denotes a member of the Executive Committee

Destination DC Board of Directors 2014-2015

Updated: 2/9/15

TERM	INDIVIDUAL & POSITION	YEAR APPOINTED	CATEGORY	District Resident	Email
2017	*Sharon Lockwood, GM Renaissance Hotel	2014	Industry (Hotel)	No	Sharon.Lockwood@renaissancehotels.com
2017	John Blair, Director of Intergovernmental Affairs and External Affairs	2014	Industry (Federal)	Yes	john.blair@doj.ios.gov
N/A	Vacant	N/A	Ex-Officio (EOM)		

An asterisk denotes a member of the Executive Committee

QUESTION #2

Please provide a list of the board's meeting dates, times, and locations for FY 2015?

(See Attachment 2)

Destination DC 2015 Board of Directors Meeting Schedule

Note: Executive Committee members attend both Executive Committee and Board of Directors meetings. All Executive Committee meetings take place at Destination DC offices.

EXECUTIVE COMMITTEE

February 23rd
4:00 pm (conference call)

April 23rd
10:00 am

*New board member nominations &
bylaw revisions

September 3rd
10:00 am

*FY2016 Budget Approval

October 22nd
10:00 am

*FY2016 Goals Presentation

BOARD OF DIRECTORS

February 26^h
10:00 am

*Audit presentation
Ronald Reagan Building and
International Trade Center

May 28th
(Annual Board Meeting)

10:00 am

*Vote on new board members and
bylaw revisions
Location: TBD

September 24th
10:00 am

*Vote on FY2016 Budget
Location: TBD

December 17th
10:00 am

*Vote on FY2016 Goals
Location: TBD

Destination DC Board of Directors Full Board Attendance 2014-2015

First Name	Last Name	Organization	Position	5/29/14 Attendance	10/1 Attendance	12/18 Attendance
Debbie	Behnke	American Airlines	District sales Manager-Mid Atlantic	No	Yes	Yes
Kathy	Hollinger	Restaurant Assoc of Metro Wash.	President	Yes	No	Yes
Meg	Caulk	National Air & Space Museum	Special Events Mgr/ Dir. Of Ops	Yes	Yes	No
Paul	Cohn	Destination DC	Chairman of the Board	Yes	Yes	Yes
Susan	Norton	Wildscreen USA	CEO	Yes	Yes	Yes
Mike	Dickens	Hospitality Partners	President	Yes	Yes	No
Gus	Dimillo	Passion Food, LLC	Partner	Yes	Yes	Yes
Solomon	Keene	Hotel Ass. of Washington DC	President	Yes	Yes	Yes
Brian	Kenner	Office of Planning & Economic Development	Deputy Mayor	n/a	n/a	n/a
Harry	Wingo	DC Chamber of Commerce	President & CEO	No	Yes	No
Stephen	Marks	Bike & Roll Washington DC	Partner	Yes	Yes	Yes
Tim	McGill	Hargrove Events Inc.	CEO	Yes	No	No
Nizam	Ali	Ben's Chilli Bowl	Co-Owner	Yes	Yes	No
Daniel	Nadeau	Wash Marriott Marquis	General Manager	Yes	Yes	Yes
Gregory	O'Dell	Events DC	President & CEO	Yes	Yes	Yes
Tara	Jones	Tara Jones Group, LLC	Owner	Yes	No	Yes
Sarah	Goss	Government of DC	Senior Policy Analyst- Office of CFO	Yes	Yes	No
Barbara	Richardson	WMATA/Metro	Asst. GM of Marketing & Comm	Yes	Yes	No
John	Ross	Government of DC	Senior Advisor/Director-Office of CFO	Yes	Yes	No
Steve	Cowan	Washington Hilton	General Manager	No	Yes	Yes
Richard	Spigler	Carlyle Suites & Savoy Suites Hotels	President	Yes	No	No
Mark	Treadaway	Metropolitan Washington Airports Authority	Vice Pres., Air Svc, Planning & Dev	No	Yes	No
Garth	Ross	The Kennedy Center	VP, Community Engagement	No	No	No
James	Youngblood	Heart Rhythm Society	CEO	Yes	No	Yes
David	Touhey	Monumental Sports	Vice President of Marketing	Yes	Yes	Yes
Angela	Franco	Greater Washington Hispanic Chamber of Commerce	President & CEO	Yes	No	No
David	Del Russo	OTO Development	General Manager	Yes	Yes	No
Thomas	Penny	Courtyard Marriott Convention Center	General Manager	Yes	Yes	No
Steve	Smith	Grand Hyatt	General Manager	No	Yes	No
Robert	Sweeney	DC 2024	President	No	Yes	No
Martin	Thomas	SEIU 32BJ- Capital Area District	Political Director	Yes	No	No
John P.	Drew	Trade Center Management Associates	President & CEO	No	Yes	No
Michael	Akin	Reingold Link	President	Yes	Yes	Yes
Neil	Albert	Holland & Knight	Sr. Policy Advisor	No	Yes	No
Mark	Jennings	Kimpton Hotels & Restaurants	Area Dir. Of Hotel Ops., DC at Kimpton	Yes	Yes	No
Steve	Shulman	Cultural Tourism DC	Executive Director	Yes	No	No
Greg	Casten	Tony & Joe's Seafood Place	Partner/ Dir. of Ops.	Yes	Yes	Yes
Sharon	Lockwood	Renaissance Washington Hotel Downtown	General Manager	Yes	No	Yes
Joe	Sternlieb	Georgetown BID	CEO	Yes	Yes	Yes
John	Blair	Department of the Interior	Dir. External Affairs & Intergovernmental Relations	n/a	Yes	No

QUESTION #3

Please provide a list of Destination DC members and signature partners. Please provide a copy of the Member events calendar for FY2014 and FY2015?

(Please see Attachment 3)

Status	Account Name	Web Site	Physical Address 1	Physical City	Physical State	Physical Zip
Subsidiary	10 Thomas Restaurant	washingtonplazahotel.com	10 Thomas Cir. NW	Washington	DC	20005
Subsidiary	1400 North	westinwashingtondc	1400 M St. NW	Washington	DC	20005
Subsidiary	14K Restaurant and Lounge	14krestaurant.com	1001 14th St. NW	Washington	DC	20005
Subsidiary	15 ria	15ria.com	1515 Rhode Island Ave. NW	Washington	DC	20005
Member	1789 Restaurant	1789restaurant.com	1226 36th St. NW	Washington	DC	20007
Member	20 F Street NW Conference Center	20FStreetCC.com	20 F St. NW	Washington	DC	20001
Member	21st Century Expo Group Inc.	21stcseg.com	137 National Harbor Plaza, Suite 300	National Harbor	MD	20745
Member	7 Pointe Planning, Inc.	7pointe.com	4645 Nannie Helen Burroughs Ave. NE	Washington	DC	20019
Member	9:30 Club	930.com	815 V St. NW	Washington	DC	20001
Member	A Main Event Caterers	http://MainEventCaterers.com	3870 South Four Mile Run Dr.	Arlington	VA	22206
Subsidiary	a-lounge	stayaka.com/locations/white_house/lounge.aspx	1710 H St. NW	Washington	DC	20006
Member	AAA-America's Best Bus	americas-best-bus.com/	6106 Baltimore Ave.	Baltimore	MD	21215
Member	Abe's Transportation	abestrans.com	2500 Calvert St. NW	Washington	DC	20008
Member	Academy Bus LLC.	academybus.com	7920 Gainsford Court	Bristow	VA	20136
Member	Acadiana Restaurant	www.acadianarestaurant.com	901 New York Ave. NW	Washington	DC	20001
Member	Adam's Inn	adamsinn.com	1746 Lanier Pl NW	Washington	DC	20009
Member	Adams Morgan Partnership BID	adamsmorganonline.org	Festival Center	Washington	DC	20009
Member	Adventure Tours by Dawn	adventuretoursbydawn.com	6307 Aaron Ln.	Clinton	MD	20735
Member	Adventures for Creative Tourists	adventuresforcreativeartists.com	11521 Taber St.	Silver Spring	MD	20902
Member	AFL Silver Theatre and Cultural Center	afi.com/silver/	8633 Colesville Rd.	Silver Spring	MD	20910
Complimentary Member	African American Civil War Memorial	afroancivilwar.org	1925 Vermont Ave. NW	Washington	DC	20001
Complimentary Member	Air Force Memorial	airforcememorial.org	One Air Force Memorial Dr.	Arlington	VA	22211
Member	AKA White House	stayaka.com	1710 H St. NW	Washington	DC	20006
Member	Alba Osteria	albaosteriadc.com	425 I (Eye) St. NW	Washington	DC	20001
Member	Alexandria Quality Inn Mount Vernon	alexandriqualityinn.com	7212 Richmond Hwy.	Alexandria	VA	22306
Member	All About Town Inc.	allabouttown.net	7373 Old Alexandria Ferry Rd.	Clinton	MD	20735
Member	Allen Edmonds- City Center	allenedmonds.com	1071 H Street NW	Washington	DC	20001
Member	Allen Edmonds- Connecticut Ave.	allenedmonds.com	1027 Connecticut Avenue	Washington	DC	20036
Member	Alliance Exposition Services	alliance-exposition.com	44880 Falcon Place	Sterling	VA	20166
Member	Allied Live	alliedlive.com	1726 M St. NW	Washington	DC	20036
Member	AlliedPRA, Washington DC	alliedpra.com/locations/washington-dc	6400 Arlington Blvd.	Falls Church	VA	22042
Member	AMA DC Area Conference Center	amaconferencecenters.org/washington.htm	2345 Crystal Dr.	Arlington	VA	22202
Member	Ambar	ambarrestaurant.com	523 8th St. SE	Washington	DC	20003
Member	America Bus Service Inc.	americatransportation.com	9812 Falls Rd.	potomac	MD	20854
Member	American	americastore.com	50 Massachusetts Ave. NE	Washington	DC	20002
Sponsorship	American Airlines	usairways.com	111 W. Rio Salado Parkway	Tempe	AZ	85281
Sponsorship	American Airlines	aa.com	PO Box 619616	DFW Airport	TX	75261
Member	American Audio-Video	http://www.aavevents.com	2862 Hartland Rd.	Falls Church	VA	22043
Member	American City Walking Guide of Washington, D.C.	citywalkingguide.com/washingtondc	1150 22nd St. NW	Washington	DC	20001
Sponsorship	American Experience Foundation	americanexperiencefoundation.org	901 7th Street, NW	Washington	DC	20001
Sponsorship	American Express	americanexpress.com	200 Vesey Street	New York	NY	10285
Member	American Guest House	americanguesthouse.com	2005 Columbia Rd. NW	Washington	DC	20009
Member	American Language Services	alsglobal.net	2100 M St. NW	Washington	DC	20037
Member	Americana Hotel	americanahotel.com	1400 Jefferson Davis Hwy.	Arlington	VA	22202-3230
Member	America's Trusted Tours and Attractions	http://www.trustedtours.com/store/washington-dc.aspx	201 Front St.	Key West	FL	33040
Member	Ampa Events	ampaevents.com	6701 Janway Rd.	Henrico	VA	23228
Member	Amphora Catering	amphoragroup.com	1141 Elden Street	Herndon	VA	20170
Sponsorship	Amtrak	amtrak.com	Union Station	Washington	DC	20002
Subsidiary	Amtrak Regional Office		10 G St. NE	Washington	DC	20002
Member	Anacostia Community Museum	anacostia.si.edu	1901 Fort Pl. SE	Washington	DC	20013-7012
Member	Anderson House - The Society of the Cincinnati	societyofthecincinnati.org	2118 Massachusetts Ave. NW	Washington	DC	20008
Member	Arata Expositions Inc.	arataexpo.com	15928 Tournament Dr.	Gaithersburg	MD	20877

Member	Arena Stage	arenastage.org	1101 6th St. SW	Washington	DC	20024
Member	ARes Travel, Inc.	arestravelinc.com	2445 Truxtun Rd.	San Diego	CA	92106
Member	Arlington Convention & Visitors Service	stayinglinton.com	1100 N. Glebe Rd.	Arlington	VA	22201
Member	Arlington Court Suites Hotel	arlingtoncourthotel.com	1200 N. Courthouse Rd.	Arlington	VA	22201
Complimentary Member	Arlington House	nps.gov/arho/	214 McVair Rd.	Arlington	VA	22211
Subsidiary	Arlington National Cemetery	arlingtoncemetery.mil	Arlington National Cemetery	Arlington	VA	22211
Subsidiary	Art and Soul	artandsouldc.com	415 New Jersey Ave. NW	Washington	DC	20001
Subsidiary	Article One - American Grill & Lounge	articleonegrill.com	400 New Jersey Ave. NW	Washington	DC	20001
Member	Asia Nine Bar & Lounge	asianine.com	915 E St. NW	Washington	DC	20004
Sponsorship	AT&T Nation's Football Classic	nationsfootballclassic.com	2400 E. Capitol St. SE	Washington	DC	20003
Subsidiary	Atrium	crystalgatewaymarriott.com	1700 Jefferson Davis Hwy.	Arlington	VA	22202
Subsidiary	Atrium Cafe at the National Museum of Natural History	nmh.si.edu/visit/restaurants.htm	10th St. and Constitution Ave. NW	Washington	DC	20560
Subsidiary	Atrium Restaurant	marriottmodules.com/washington_marriott atrium_restaurant	1221 22nd St. NW	Washington	DC	20037
Member	Audio Visual Productions	avproductions.com/aboutus.html	13020 3rd St.	Bowie	MD	20720
Member	AV Actions	avactions.com	5641-C General Washington Drive	Alexandria	VA	22312
Subsidiary	Avenue Cafe & Lounge	inndc.com/dining.php	1501 Rhode Island Ave. NW	Washington	DC	20005
Subsidiary	Avenue Grill	marriott.com/hotels/hotel-information/restaurant/wasjw-jw-	1331 Pennsylvania Ave. NW	Washington	DC	20004
Member	Avenue Suites	avenuesuites.com	2500 Pennsylvania Ave. NW	Washington	DC	20037
Member	AVI-SPL	creativeshowservices.com	10921 Pump House Rd.	Annapolis Junction	MD	20701
Member	B TOO	btoo.com	1324 14th St. NW	Washington	DC	20005
Complimentary Member	B.F. Saul Company Hospitality Group	bsomusic.org	7501 Wisconsin Ave.	Bethesda	MD	20814
Member	Baltimore Symphony Orchestra	doylecollection.com/hotels/the-dupont-circle-hotel/dining	5301 Tucker Lane	North Bethesda	MD	20852
Subsidiary	Bar Dupont	rougehotel.com/dining/downtown-dc-bar.html	1500 New Hampshire Ave. NW	Washington	DC	20036
Subsidiary	Bar Rouge	www.nationalshrine.com	1315 16th St. NW	Washington	DC	20036
Member	Basilica of the National Shrine of the Immaculate	bavservices.com	400 Michigan Ave. NE	Washington	DC	20017
Member	BAV	bbgwdc.com	10 Sonwil Dr.	Buffalo	NY	14225
Member	Beacon Bar & Grill	beaconhoteldc.com	1615 Rhode Island Ave. NW	Washington	DC	20036
Member	Beacon Hotel and Corporate Quarters	bearcom.com	1615 Rhode Island Ave. NW	Washington	DC	20036
Member	BearCom Rental	bedandbreakfastdc.com	7010 Little River Tnpk. #120	Annapole	VA	22003
Member	Bed & Breakfast Accommodations	dbrewtours.com	1339 14th St. NW	Washington	DC	20009
Member	Beer Tours by DC Brew Tours	belgacafe.com	1234 DDC Street NW	Washington	DC	20001
Member	Belga Cafe	benschilbowl.com	514 8th St. SE	Washington	DC	20003
Member	Ber's Chili Bowl	georgetowndc.com	1213 U St. NW	Washington	DC	20009
Member	Best Western Georgetown Hotel & Suites	bialekmusic.com	1121 New Hampshire Ave. NW	Washington	DC	20037
Member	Bialek's Music Ltd.	bigbustours.com	932 Hungerford Dr.	Rockville	MD	20850
Sponsorship	Big Bus Tours Washington DC	bikethesites.com	50 Massachusetts Ave. NE	Washington	DC	20002
Member	Bike and Roll	bi-partisantourcompany.com	955 L'Enfant Plaza	Washington	DC	20024
Member	Bi-Partisan Tour Company	birchandbarley.com	Union Station	Washington	DC	20004
Member	Birch & Barley / ChurchKey	washingtoncourthotel.com/washington-dc-hotel-dining/	1337 14th St. NW	Washington	DC	20005
Subsidiary	Bistro 525	bistrocacao.com	525 New Jersey Ave. NW	Washington	DC	20001
Member	Bistro Cacao	bistrofrancalsdc.com	318-320 Massachusetts Ave. NE	Washington	DC	20002
Member	Bistro Francals	e2hospitality.com/blt-steak-washington-dc/	3124-28 M St. NW	Washington	DC	20007
Subsidiary	Black History National Recreation Trail	blueducktavern.com	1100 Ohio Dr. SW	Washington	DC	20242
Member	BLT Steak	bobbrowiss.com	1625 J (Eye) St. NW	Washington	DC	20006
Subsidiary	Blue Duck Tavern	bobbymckays.com	1201 24th St. NW	Washington	DC	20037
Complimentary Member	Bob Brown-Service Solutions	bobbyvans.com	21544 Inman Park Place	Ashburn	VA	20147
Member	Bobby McKey's Dueling Piano Bar	bobbyvans.com	172 Fleet St.	National Harbor	MD	20745
Member	Bobby Van's Grill	bobbyvans.com	1201 New York Ave. NW	Washington	DC	20005
Member	Bobby Van's Steakhouse	booking.com	809 15th St. NW	Washington	DC	20005
Member	Booking.com (USA Inc.)	booth-o-rama.com	1101 Pennsylvania Avenue NW	Washington	DC	20004
Member	Booth-o-Rama Photo Booths	boqueriadc.com	805 E. Franklin Avenue	Silver Spring	MD	20901
Member	Boqueria		1837 M St. NW	Washington	DC	20036

Member	Boss Shepherd's		boss-shepherds.com/	1299 Pennsylvania Ave. NW	Washington	DC	20004
Subsidiary	BOURBON STEAK		fourseasons.com/washington/dining.html	2800 Pennsylvania Ave. NW	Washington	DC	20007
Member	Brasserie Beck		beckdc.com	1101 K St. NW	Washington	DC	20006
Member	Brede-Washington Inc.		brede.com	6801 Mid Cities Ave.	Beltsville	MD	20705
Member	Brightspark Travel, Inc.		www.brightsparktravel.com	111 S Pflingsten Rd.	Deerfield	IL	60015
Member	Brooks Brothers		brooksbrothers.com	1201 Connecticut Ave. NW	Washington	DC	20036
Member	Buca di Beppo		www.bucadibeppo.com	1825 Connecticut Ave. NW	Washington	DC	20009
Member	Bureau of Engraving & Printing		www.moneyfactory.gov	14th and C Sts. SW	Washington	DC	20228
Member	Burke Theater: Swing Time - The Musical!		www.SwingTimeTheMusical.com	Navy Heritage Center - Burke Theater	Washington	DC	20004
Member	Busch Gardens Williamsburg / Water Country USA		buschgardens.com/va	One Busch Gardens Blvd.	Williamsburg	VA	23185
Subsidiary	C & O Canal Boat Rides		nps.gov/choh/planyourvisit/publicboatrides.htm	1057 Thomas Jefferson St. NW	Washington	DC	20007
Complimentary Member	C & O Canal National Historical Park		nps.gov/choh	1057 Thomas Jefferson St. NW	Washington	DC	20007
Member	C&A Events		www.cnaevents.com	4655 Kinsey Lane	Alexandria	VA	22311
Member	Cafe Berlin		germanrestaurantdc.com	322 Massachusetts Ave. NE	Washington	DC	20002
Member	Cafe Deluxe - West End		cafeluxe.com	2201 M St. NW	Washington	DC	20037
Member	Cafe du Parc		cafeduparc.com	1401 Pennsylvania Ave. NW	Washington	DC	20004
Subsidiary	Cafe Dupont		doylecollection.com/dupont	1500 New Hampshire Ave. NW	Washington	DC	20016
Subsidiary	Cafe Lombardy		hotellombardy.com/dining/cafe-lombardy.cfm	2019 Pennsylvania Ave. NW	Washington	DC	20006
Member	Callaway Transportation		callawaytransportation.com	7564 Main St.	Sykesville	MD	21784
Member	Cambria Suites Washington, DC / Convention Center		cambriadc.com	899 O St. NW	Washington	DC	20001
Member	Capella Washington, DC, Georgetown		capellahotels.com/washingtondc/georgetown	1050 31st St. NW	Washington	DC	20007
Complimentary Member	Capital Area Gay and Lesbian Chamber of Commerce		caplcc.org	2000 14th St. NW	Washington	DC	20009
Member	Capital Audio Visuals, Inc.		capitalav.com	71 Commerce Pkwy.	Fredericksburg	VA	22406
Subsidiary	Capital Bikeshare		godcgo.com	1501 Wilson Blvd	Arlington	VA	22209
Member	Capital City Bike Tours		dc.capitalcitybiketours.com	502 23rd St. NW	Washington	DC	20037
Member	Capital City Events		CapitalCityEvents.com	10400 Connecticut Ave. NW	Washington	DC	20895-3945
Sponsorship	Capital Eagle, Inc.			2815 V St. NE	Washington	DC	20018
Member	Capital Hilton		capital.hilton.com	1001 16th St. NW	Washington	DC	20036
Complimentary Member	Capital Region USA, Inc.		www.capitalregionusa.com	P.O. Box 1171/92 Sussex Street	Rehoboth Beach	DE	19971
Member	Capital Wheel		thecapitalwheel.com	174 Waterfront St. #215	National Harbor	MD	20745
Member	Capital Yacht Charters		capitalyacht.com	1300 Maine Ave. SW	Washington	DC	20024
Subsidiary	Capital Bistro		hicapitoldc.com/Dining	550 C St. SW	Washington	DC	20024
Member	Capital City Brewing Company - Downtown		capcitybrew.com	1100 New York Ave. NW	Washington	DC	20005
Member	Capital Entertainment Services		washington-dc-tours.com	3629 18th St. NE	Washington	DC	20018
Complimentary Member	Capital Hill Association of Merchants & Professionals		capitolhill.org	PO Box 15486	Washington	DC	20003
Member	Capitol Hill Hotel		capitolhillhotel-dc.com	200 C St. SE	Washington	DC	20003
Member	Capitol Lounge		capitolounge.com	229 Pennsylvania Ave.	Washington	DC	20003
Member	Capitol River Cruises		capitolrivercruises.com	14101 Parkvale Rd.	Rockville	MD	20853
Member	Capitol Services Inc. (CSI)		csi-dc.com	108 N. Virginia Ave.	Falls Church	VA	22046
Member	Capitol Skyline Hotel		capitolskyline.com	10 I (Eye) St. SW	Washington	DC	20024
Member	Capitol Steps		capsteps.com	1300 Pennsylvania Ave.	Washington	DC	20004
Member	car2go		www.car2go.com	1710 Rhode Island Ave. NW	Washington	DC	20036
Member	Carl Cox Photography		carlcoxphoto.com	16709 Bethayres Rd.	Derwood	MD	20855
Member	Carlyle Suites Hotel		carlylesuites.com	1731 New Hampshire Ave. NW	Washington	DC	20009
Member	Carmine's		carminesnyc.com	425 7th St. NW	Washington	DC	20004
Member	Carnegie Endowment for International Peace		ceip.org	1779 Massachusetts Ave. NW	Washington	DC	20036
Subsidiary	Carnegie Library at Mt. Vernon Square		eventsdc.com/Venues/CarnegieLibrary.aspx	801 K St. NW	Washington	DC	20001
Subsidiary	Carter Barron Amphitheatre		nps.gov/rocr	4850 Colorado Ave. NW	Washington	DC	20011
Member	Casa Luca		casalucadc.com	1099 New York Ave. NW	Washington	DC	20001
Subsidiary	Castle Cafe at the Smithsonian Castle Information		si.edu/dining/castle	1000 Jefferson Dr. SW	Washington	DC	20560
Member	Cathedral of St. Matthew the Apostle		stmatthewscathedral.org	1725 Rhode Island Ave. NW	Washington	DC	20036-3001
Member	CEB Waterview Conference Center		executiveboard.com/waterview/	1919 N Lynn St	Arlington	VA	22203
Member	Chalin's Restaurant		chalins.com	1912 I (Eye) St. NW	Washington	DC	20006
Member	Charlie Palmer Steak		charliepalmer.com	101 Constitution Ave. NW	Washington	DC	20001
Member	Chart House		chart-house.com	1 Cameron St.	Alexandria	VA	22314

Subsidiary	Chartwell Grill Restaurant	thechurchhillhotel.com	1914 Connecticut Ave. NW	Washington	DC	20037
Member	Cherry Hill Park	cherryhillpark.com	9800 Cherry Hill Rd.	College Park	MD	20740
Member	Chesapeake Beach Resort & Spa	cbresortspa.com	4165 Mears Ave.	Chesapeake Beach	MD	20732
Member	Chick-fil-A District Heights	cfrestaurant.com/districtheights/home	5502 Silver Hill Rd.	District Heights	MD	20785
Member	Christie's Photographic Solutions	christiesphotographic.com	23219 Stringtown Road	Clarksburg	MD	20871
Member	chuck FAZIO photography	chuckfazio.com	470 Hillside Ct.	Melbourne	FL	32935
Subsidiary	Cinnabar	crystalcity.hyatt.com/en/hotel/dining/Cinnabar.html	2799 Jefferson Davis Hwy.	Arlington	VA	22202
Subsidiary	Circle Bistro	circlebistro.com	1 Washington Cir. NW	Washington	DC	20037
Complimentary Member	Citi Open/Washington Tennis & Education Foundation	citopentennis.com	William H.G. FitzGerald Tennis Center	Washington	DC	20015
Member	City Club of Washington	http://www.clubcorp.com/Clubs/The-City-Club-of-Washington	555 13th St. NW	Washington	DC	20004
Member	City Segway Tours of Washington, DC	dc.citysegwaytours.com	502 23rd St. NW	Washington	DC	20037
Member	City Sights DC	citysightsdc.com	3330 New York Ave NE	Washington	DC	20002
Member	City Tap House	citytaphousedc.com	801 1st. NW	Washington	DC	20001
Subsidiary	Cityhouse	cityhouse.com/arlington-virginia	1325 Wilson Blvd.	Arlington	VA	22209
Complimentary Member	Citywide (Lead)					
Subsidiary	CityZen	mandarinoriental.com/washington/fine-dining/city-zen/	1330 Maryland Ave. SW	Washington	DC	20024
Complimentary Member	Civil Cigar Lounge	civilounge.com	5335 Wisconsin Ave. NW	Washington	DC	20015
Member	Cloakroom	cloakroomdc.com	476 K St. NW	Washington	DC	20001
Subsidiary	Clyde's of Gallery Place	clydes.com/gallery-place	707 7th St. NW	Washington	DC	20001
Member	Clyde's of Georgetown	clydes.com	3236 M St. NW	Washington	DC	20007
Member	CMR - Convention Management Resources, Inc.	cmrus.com	P.O. Box 3700	Warrenton	VA	20188
Member	Co Co. Sala	cocosala.com	929 F St. NW	Washington	DC	20004
Member	Colonial Parking, Inc.	http://ecolonial.com/	1050 Thomas Jefferson Street NW	Washington	DC	20007
Member	Colony South Hotel and Conference Center	colonyouth.com	7401 Surratts Rd.	Clinton	MD	20735
Member	Comfort Inn Convention Center - DOWNTOWN DC	dc.downtownhotel.com	1201 13th St. NW	Washington	DC	20005
Member	Conference & Logistics Consultants, Inc.	gomeeting.com	31 Old Solomons Island Rd.	Annapolis	MD	21401
Member	Conference Center at 1331G	alla.org	1331 G St. NW	Washington	DC	20005
Complimentary Member	Connecticut Avenue Collection (CAC)		Connecticut Avenue Collection (CAC)			
Member	Convention Floral	conventionfloral.com	5932 3rd Street NW	Washington	DC	20008
Sponsorship	Copa di Vino	www.copadivino.com	901 East 2nd Street	The Dalles	OR	97058
Member	Corcoran Caterers	corcorancaterers.com	2401 Montgomery Street	Silver Spring	MD	20910
Member	Corner Bakery Cafe	cornerbakerycafe.com	529 14th St. NW	Washington	DC	20024
Complimentary Member	Cort Event Furnishings	cortevents.com	8221 Preston Ct.	Jessup	MD	20794
Member	Courtesy Associates	courtesyassociates.com	2025 M St. NW	Washington	DC	20036-0111
Member	Courtyard by Marriott Capitol Hill/Navy Yard	marriott.com/wasny	140 L St. SE	Washington	DC	20003
Member	Courtyard by Marriott Chevy Chase	marriott.com/wasny	5520 Wisconsin Ave.	Chevy Chase	MD	20815-4403
Member	Courtyard by Marriott Convention Center	marriott.com/wasnc	900 F St. NW	Washington	DC	20004
Member	Courtyard by Marriott Embassy Row	courtyardembassyrow.com	1600 Rhode Island Ave. NW	Washington	DC	20036
Member	Courtyard Cafe at the National Portrait Gallery	courtyardcapitol.com	1325 2nd St. NE	Washington	DC	20002
Subsidiary	Courtyard Cafe at the National Portrait Gallery	npa.si.edu/shop/cafe.html	8th and F Sts. NW	Washington	DC	20001
Member	Courtyard Washington, DC/ Foggy Bottom	marriott.com/wasfb	515 20th St. NW	Washington	DC	20006
Member	CPR MultiMedia Solutions	CPRMms.com	1900 Connecticut Ave. NW	Washington	DC	20009
Member	Credit Union House	cuhouse.com	7812 Cessna Ave.	Gaithersburg	MD	20879
Member	Crime Museum	crimemuseum.org	403 C St. NE	Washington	DC	20002
Member	Crowne Plaza National Airport	cpnationalairport.com	575 7th St. NW	Washington	DC	20004
Member	Crystal Gateway Marriott	crystalgatewaymarriott.com	1480 Crystal Dr.	Arlington	VA	22202
Member	CTM Media	ctmmediagroup.com	115 Twinbridge Dr.	Pennsauken	NJ	8110
Member	Cuba Libre Restaurant & Rum Bar	cubalibrerestaurant.com	801 9th St. NW	Washington	DC	20001
Sponsorship	Cultural Tourism DC	culturaltourismdc.org	1250 H St. NW	Washington	DC	20005
Complimentary Member	CultureCapital	culturecapital.org	923 F Street NW #303	Washington	DC	20004
Subsidiary	Cure Bar & Bistro	curebarandbistro.com	1000 H St. NW	Washington	DC	20001

Complimentary Member	Event	event.com	8180 Greensboro Dr.	McLean	VA	22102
Complimentary Member	D.C. Department of Small and Local Business	dsldc.dc.gov	441 4th St. NW	Washington	DC	20001
Sponsorship	D.C. United	dcunited.com	2400 E. Capitol St. SE	Washington	DC	20003
Subsidiary	Daily Grill	dailygrill.com	1310 Wisconsin Ave. NW	Washington	DC	20007
Subsidiary	Daily Grill	dailygrill.com	1 Bethesda Metro Center	Bethesda	MD	20814
Member	Daily Grill	dailygrill.com	1200 18th St. NW	Washington	DC	20036
Member	Dance Place	danceplace.org	3225 8th St. NE	Washington	DC	20017
Member	DAR Constitution Hall	dar.org/conthall	1776 D St. NW	Washington	DC	20006
Member	Data On The Spot	dataonthespot.com	590 Windway Ln.	Mineral	VA	23117
Member	David Luria Photography	edavidluriaphotography.smugmug.com	4545 Connecticut Ave. NW	Washington	DC	20008
Member	Days Inn Washington, DC - Connecticut Ave.	dcdayinm.com	4400 Connecticut Ave. NW	Washington	DC	20008
Member	DBGB Kitchen & Bar	www.wmata.com	931 H Street NW	Washington	DC	20268
Subsidiary	DC Armory	dcbyfoot.com	2001 East Capitol Street SE	Washington	DC	20003
Member	DC by Foot	dcbyfoot.com	1740 18th St. NW	Washington	DC	20009
Member	DC Central Kitchen	dccentralkitchen.org	425 2nd St. NW	Washington	DC	20001
Complimentary Member	DC Chamber of Commerce	dcchamber.org	506 9th Street NW	Washington	DC	20004
Complimentary Member	DC Circulator	dcirculator.com		Washington	DC	
Member	DC Coast	dccoast.com	1401 K St. NW	Washington	DC	20005
Member	DC Ghost Tours	dcghosttours.com		Washington	DC	
Member	DC Improv Comedy Club & Restaurant	dcimprov.com	1140 Connecticut Ave. NW	Washington	DC	20036
Member	DC Insider Tours	dcinsidertours.com	555 Massachusetts Ave. NW	Washington	DC	20001
Sponsorship	DC Jazz Festival	dcjazzfest.org	2550 M St. NW	Washington	DC	20037
Member	DC Metro Food Tours/Alcove Events	dcmetrofoodtours.com	809 Princess St.	Alexandria	VA	22314
Member	DC Trails	dctrailsonline.com	8025 Mims St.	Lorton	VA	22079
Subsidiary	Decanter	adour-washingtondc.com	923 16th & K Sts. NW	Washington	DC	20006
Member	Decatur House on Lafayette Square	decatourhouse.org	1610 H St. NW	Washington	DC	20006
Member	Del Campo	delcampodc.com	777 I (Eye) St. NW	Washington	DC	20001
Member	Del Frisco's Double Eagle Steakhouse	delfrisco.com	950 I Street NW	Washington	DC	20001
Member	Del Frisco's Grille	delfrisco.grille.com	1201 Pennsylvania Ave. NW	Washington	DC	20004
Member	Design Cuisine	designcuisine.com	2659 S. Shirlington Rd.	Arlington	VA	22206
Member	Design Foundry	foundrycrew.com	1851 South Club Dr.	Hyattsville	MD	20785
Complimentary Member	Destination DC	washington.org	901 7th St. NW	Washington	DC	20001-3719
Complimentary Member	Destination DC Housing Services	http://washington.org/meetings/article/destination-dc-housing-services		Washington	DC	20001
Complimentary Member	Destination DC Temporary Staffing Services	http://washington.org/meetings/article/destination-dc-registration-services		Washington	DC	20001
Member	Destination Gettysburg	destinationgettysburg.com	901 7th St. NW	Washington	DC	20001
Complimentary Member	Destination Marketing Association International	destinationmarketing.org	571 W. Middle Street	Gettysburg	PA	17325
Member	Details Catering	http://emblemcdc.com/	2025 M St. NW #500	Washington	DC	20036
Member	Dirty Martini	dirtymartinidc.com	1236 Underwood St. NW	Washington	DC	20012
Subsidiary	Discovery Theater	discoverytheater.org	1223 Connecticut Ave. NW	Washington	DC	20036
Member	District Architecture Center	aiadc.com	1100 Jefferson Dr. SW, 3rd sublevel	Washington	DC	20024
Member	District ChopHouse & Brewery	districtchophouse.com	421 7th St. NW	Washington	DC	20004
Complimentary Member	District Department of Transportation		509 7th St. NW	Washington	DC	20004
Member	District Experience	districtexperience.com	55 M Street SE	Washington	DC	20003
Complimentary Member	District of Columbia/DMV		1201 New Jersey Ave. NW	Washington	DC	20001
Member	Donovan House, a Kimpton Hotel	donovanhousehotel.com	95 M St. SW Ste.206-11	Washington	DC	20024
Member	Double Key Treasure Hunts	doublekeytreasurehunts.com	1155 14th St. NW	Washington	DC	20005
Member	Doubletree by Hilton Washington, DC - Crystal City	doubletree.com	4126 E 230 N	Rigby	ID	83442
Member	Doubletree Hotel Washington, DC	crystalcitynationalairport.doubletree.com	300 Army Navy Dr.	Arlington	VA	22202
Member	Downtown DC Business Improvement District	doubletreewashington.com	1515 Rhode Island Ave. NW	Washington	DC	20005
Complimentary Member	Dr. Willie Jolley	downtowndc.org	1250 H St. NW	Washington	DC	20005
Subsidiary	Dubliner Pub	http://www.williejolley.com/	P.O. Box 55459	Washington	DC	20040
Member	Dumbarton House	dublinerdc.com	520 N. Capitol St. NW	Washington	DC	20001
Member	Dupont Circle Hotel	dumbartonhouse.org	2715 Q St. NW	Washington	DC	20007
Member		www.doylecollection.com/DupontCircle	1500 New Hampshire Ave. NW	Washington	DC	20036

Member	E3 Personnel	e3personnel.com	10411 Motor City Dr.	Bethesda	MD	20817
Member	East Coast Entertainment	eastcoastentertainment.com/washington-dc	113 South West	Alexandria	VA	22314
Subsidiary	East Potomac Park Golf Course	golfdc.com	972 Ohio Dr. SW	Washington	DC	20024
Member	Econo Lodge Metro in Arlington	yourdhotels.com/featured-properties/arlington-va-hotel.aspx	6800 Lee Hwy.	Arlington	VA	22213
Subsidiary	EDGAR Bar + Kitchen	edgarbarandkitchen.com	1127 Connecticut Ave. NW	Washington	DC	20036
Member	EF Explore America	http://www.efexploreamerica.com/	1140 19 St. NW	Washington	DC	20036
Complimentary Member	Emancipation Statue		Lincoln Park, East Capitol St.	Washington	DC	20036
Member	Embassy Row Hotel	embassyrowhotel.com	2015 Massachusetts Ave. NW	Washington	DC	20036
Member	Embassy Suites Washington, DC - Convention Center	embassysuitescc.com	900 10th St. NW	Washington	DC	20001
Member	Embassy Suites Washington, DC - Downtown	washingtondc.embassysuites.com	1250 22nd St. NW	Washington	DC	20037
Member	Encore Decor	http://www.encoredecorinc.com/	2660 Woodley Rd. NW	Washington	DC	20008
Member	Enterprise Holdings	enterpriseholdings.com	2273 Research Blvd.	Rockville	MD	20850
Member	Entertainment Cruises	entertainmentcruises.com/city/Washington-DC/metro	600 Water St. SW	Washington	DC	20024
Member	EnviroRide	http://enviroride.net	1501 Crystal Drive	Arlington	VA	22202
Member	Equinox Restaurant	equinoxrestaurant.com	818 Connecticut Ave. NW	Washington	DC	20006
Member	Escape Room Live DC	escaperoomlive.com	2300 Wisconsin Ave. NW	Washington	DC	20007
Member	Event Photography of North America Corp. (EPNAC)	www.epnac.com	4659 Kell Lane	Alexandria	VA	22311
Complimentary Member	Event Transportation Systems	eventtrans.com	8500 Paul Revere Ct.	Amandale	VA	22003
Member	Events by Andre Wells	eventsbyandrewells.com	117 Kings Croft	Cherry Hill	NJ	8034
Member	Events by Design, Inc.	eventsdesigner.com	1600 K Street NW	Washington	DC	20011
Member	Events DC	eventsdcs.com	14325 Willard Rd.	Chantilly	VA	201551
Member	Evoke	evokedc.com	801 Mount Vernon Pl. NW	Washington	DC	20001
Complimentary Member	Executive Business Services (EBS)	theebsbiz.com	607 K St. NW	Washington	DC	20001
Member	Executive Signature Services, LLC	www.ExecutiveSignatureServices.com	4423 Lehigh Rd.	College Park	MD	20740
Member	Exercise Bytes Inc.	http://x-bytes.com/	1021 Arlington Blvd.	Arlington	VA	22209
Subsidiary	F Street Bistro	stateplaza.com/dining/	2117 E St. NW	Washington	DC	20037
Member	Fairfield Inn & Suites Washington, DC / Downtown	marriott.com/wasfc	500 H St. NW	Washington	DC	20001
Member	Fairmont Washington, DC, Georgetown	fairmont.com/washington	2401 M St. NW	Washington	DC	20037
Complimentary Member	Family Tree of Life Statue		16th & Colorado Ave. NW	Washington	DC	20007
Member	Farmers Fishers Bakers	farmersfishersbakers.com	3000 K St. NW	Washington	DC	20007
Complimentary Member	FDR Memorial	nps.gov/fdrm	400 W. Basin Dr. SW	Washington	DC	20024
Complimentary Member	Federal Bureau of Investigation	fbi.gov	935 Pennsylvania Ave. NW	Washington	DC	20035
Member	FedEx Office Print and Ship Services	fedex.com/us/office/services/conventions/locations/washington_hill.html	1919 Connecticut Ave. NW	Washington	DC	20009
Member	FedExField	events.redskins.com	1600 FedEx Way	Landover	MD	20785
Subsidiary	Fifteen Squares Restaurant	marriott.com/hotels/hotel-information/restaurant/wasrb-	999 9th St. NW	Washington	DC	20001
Member	Filomena Ristorante	renaissance-washington-dc-downtown-hotel	1063 Wisconsin Ave. NW	Washington	DC	20027
Subsidiary	Finn & Porter Restaurant	filomena.com	900 10th St. NW	Washington	DC	20001
Member	Fleet Transportation, LLC	finnandporter.com/washdc/	950 B - S. Pickett St.	Alexandria	VA	22304
Member	FlipKey	fleettransportation.com	226 Causeway St.	Boston	MA	2114
Member	FoBoGro - Foggy Bottom Grocery	flipkey.com/washington-dc-vacation-rentals/g28970/	2140 F St. NW	Washington	DC	20052
Member	Fogo de Chao	fobogro.com	1101 Pennsylvania Ave. NW	Washington	DC	20004
Member	Folger Shakespeare Library	fogo.com	201 E. Capitol St. SE	Washington	DC	20003
Member	Ford's Theatre	folger.edu	511 10th St. NW	Washington	DC	20004
Sponsorship	FotoDC	www.fords.org	1050 17th St. NW	Washington	DC	20036
Member	Founding Farmers	fotoweekdc.org	1924 Pennsylvania Ave. NW (at 20th St.)	Washington	DC	20006
Member	Four Seasons Hotel	wearefoundingfarmers.com	2800 Pennsylvania Ave. NW	Washington	DC	20007
Complimentary Member	Franciscan Monastery of the Holy Land in America	fourseasons.com/washington	1400 Quincy St. NE	Washington	DC	20017
Subsidiary	Frederick Douglass National Historic Site	myfranciscan.org	1411 W St. SE	Washington	DC	20020
Member	Fredericksburg Department of Economic Development	nps.gov/frdo	706 Caroline St.	Fredericksburg	VA	22401
Member	Freeman	VisitFred.com	9900 Business Pkwy.	Lanham	MD	20706
Subsidiary	Freer Gallery of Art and Arthur M. Sackler Gallery	FreemanCo.com	1050 Independence Ave. SW	Washington	DC	20013-7012
		asia.si.edu				

Member	Fuel Pizza & Wings	fuelpizza.com	1606 K St. NW	Washington	DC	20006
Complimentary Member	G by Mike Isabella	gbymikeisabella.com/	2201 14th St. NW	Washington	DC	20009
Member	Gardner/Mills Group, LLC	GARDNERMILLS.COM	1101 30th Street NW	Washington	DC	20007
Member	GCDC - Grilled Cheese Bar	grilledcheesedc.com	1730 Pennsylvania Ave. NW	Washington	DC	20006
Subsidiary	George Washington Carver Nature Trail	nps.gov/gwca	1901 Fort Pl. SE	Washington	DC	20020
Member	George Washington's Mount Vernon	mountvernon.org	3200 Mount Vernon Memorial Hwy.	Mount Vernon	VA	22121
Complimentary Member	Georgetown Business & Professional Association	georgetown.bz	1055 Thomas Jefferson St. NW	Washington	DC	20007
Member	Georgetown Business Improvement District	georgetownbdc.com	1000 Potomac St. NW	Washington	DC	20007
Member	Georgetown Inn	georgetowninn.com	1310 Wisconsin Ave. NW	Washington	DC	20007
Member	Georgetown Suites - 30th Street	georgetownnsuites.com	1111 30th St. NW	Washington	DC	20007
Member	Georgetown University Hotel and Conference Center	acc.guhotelandconferencecenter.com	3800 Reservoir Rd. NW	Washington	DC	20037
Complimentary Member	Geppetto Catering	geppettocatering.com	4505 Queensbury Rd.	Riverdale	MD	20737
Member	German-American Heritage Museum	gahmusa.org	719 6th St. NW	Washington	DC	20001
Member	GES Exposition Services	ges.com	4801-B Hollins Ferry Rd.	Halethorpe	MD	21127
Member	Go Ape Treestop Adventures	goape.com	6129 Needwood Lake Dr.	Rockville	MD	20855
Member	goDCgo	godcgo.com	1501 Wilson Blvd	Arlington	VA	22209
Member	Goethe-Institut	goethe.de/washington	812 7th St. NW	Washington	DC	20001
Member	Golden Triangle Business Improvement District	goldentrianglebdc.com	1120 Connecticut Ave. NW	Washington	DC	20036
Complimentary Member	Golf DC	golfdc.com	972 Ohio Drive SW	Washington	DC	20024
Member	Gordon Biersch Brewery	gordonbiersch.com	900 F St. NW	Washington	DC	20004
Subsidiary	Grand Cafe	grandwashington.hyatt.com	1000 H St. NW	Washington	DC	20001
Subsidiary	Grand Cuisine	grandcuisinedc.com	1000 H St. NW	Washington	DC	20001
Member	Grand Hyatt Washington	grandwashington.hyatt.com	1000 H St. NW	Washington	DC	20001
Subsidiary	Grand Slam	grandwashington.hyatt.com	1000 H St. NW	Washington	DC	20001
Member	Granville Moore's	granvillemoores.com	1238 H St. NE	Washington	DC	20002
Member	Gray Line DC / Martz Group	www.graylinedc.com	5500 Tuxedo Rd.	Tuxedo	MD	20781
Complimentary Member	Great Falls Park	nps.gov/grfa	9200 Old Dominion Dr.	Great Falls	VA	22066
Member	Greater Washington Board of Trade	bot.org	1725 I St. NW #200	Washington	DC	20006
Member	Group Tour Company	grouptourcompany.com	1110 Vermont Ave. NW	Washington	DC	20005
Sponsorship	Guest Services Inc.	guestservices.com	3055 Prosperity Ave.	Fairfax	VA	22031
Member	Guide Service of Washington	dctourguides.com	734 15th St. NW #701	Washington	DC	20005
Complimentary Member	Guild of Professional Tour Guides of Washington, DC	washingtondctourguides.com	4113 Fessenden St. NW	Washington	DC	20016-9228
Member	Gunther Charters, Inc.	gunthercharters.com	7443 Shipley Avenue	Hanover	MD	21076
Member	H Street Country Club	thehstreetcountryclub.com	1335 H St. NE	Washington	DC	20002
Member	Hagerstown Premium Outlets	premiumoutlets.com/hagerstown	495 Premium Outlets Blvd.	Hagerstown	MD	21740
Member	Hamilton Crowne Plaza	hamiltonhoteldc.com	1001 14th St. NW	Washington	DC	20005
Member	Hampton Inn DC Convention Center	washingtondc.hamptoninn.com	901 6th St. NW	Washington	DC	20001
Member	Hard Rock Cafe	hardrock.com/dc	999 E St. NW	Washington	DC	20004
Sponsorship	Hargrove Inc.	hargroveinc.com	One Hargrove Dr.	Lanham	MD	20706
Member	Harmon & Wilmot, LLP	hautecateringdc.com	1455 Pennsylvania Ave. NW	Washington	DC	20004
Member	Haute Catering	hautecateringdc.com	PO Box 77896	Washington	DC	20013
Member	Hay-Adams Hotel	hayadams.com	800 16th St. NW	Washington	DC	20006
Member	Haymarket Transportation	haymarkettrans.com	45580 Shepard Dr.	Sterling	VA	20164
Subsidiary	Helix Lounge	helixlounge.com	1430 Rhode Island Ave. NW	Washington	DC	20005
Member	Hello! Washington, D.C.	hello-dmc.com	1900 L St. NW	Washington	DC	20036
Member	Henley Park Hotel	henleypark.com	926 Massachusetts Ave. NW	Washington	DC	20001
Subsidiary	High Velocity	hilcenterdc.org	901 Massachusetts Ave. NW	Washington	DC	20001
Member	Hill Center at the Old Naval Hospital	hillcountrywdc.com	921 Pennsylvania Ave. SE	Washington	DC	20003
Member	Hill Country Barbecue Market	hillwoodmuseum.org	410 7th St. NW	Washington	DC	20004
Member	Hillwood Estate, Museum & Gardens	hillwoodmuseum.org	4155 Linnean Ave. NW	Washington	DC	20008
Member	Hilton Alexandria Old Town	hiltonalexandria.com	1767 King St.	Alexandria	VA	22314
Complimentary Member	Hilton Corporate	www.hiltonworldwide.com	7930 Jones Brance Road	McClean	VA	22102
Member	Hilton Crystal City	crystalcitynationalairport.hilton.com	2399 Jefferson Davis Hwy.	Arlington	VA	22201
Member	Hilton Garden Inn Arlington / Courthouse Plaza	arlingtoncourthouse.gardeninn.com	1333 N. Courthouse Rd.	Arlington	VA	22201
Member	Hilton Garden Inn Washington DC/ Georgetown Area	hgigeorgetown.com	2201 M St. NW	Washington	DC	20037

Member	Hilton Garden Inn Washington, DC - Downtown	washingtondcdowntown.stayhgi.com	815 14th St. NW	Washington	DC	20005
Member	Hilton Garden Inn Washington, DC / Bethesda	bethesda.hgi.com	7301 Waverly St.	Bethesda	MD	20814
Member	Hilton Garden Inn Washington, DC / U.S. Capitol	hguscapitol.com	1225 First Street, NE	Washington	DC	20002
Member	Hilton Washington Dulles Airport	washingtondulles.hilton.com	13869 Park Center Rd.	Herrndon	VA	20171-3218
Subsidiary	Hirshhorn Museum & Sculpture Garden	hirshhorn.si.edu	7th St. & Independence Ave. SW	Washington	DC	20013-7012
Member	Holiday Inn Capitol	holidayinn.capitol.com	550 C St. SW	Washington	DC	20024
Member	Holiday Inn Express & Suites Laurel, MD	hixpress.com/laurelmd	14402 Laurel Place	Laurel	MD	20707
Member	Holiday Inn Express BW Parkway	hyattsvillemdhotel.com	6205 Annapolis Road	Hyattsville	MD	20784
Member	Holiday Inn Hotel & Suites Historic District	holidayinn.com/hotels/us/en/axehd/hoteldetail	625 First St.	Alexandria	VA	22314-1511
Member	Holiday Inn Washington, DC - Central/White House	imdc.com	1501 Rhode Island Ave. NW	Washington	DC	20005
Complimentary Member	Hospitality Partners	hospart.com	3 Bethesda Metro Center	Bethesda	MD	20814
Member	Hostelling International - Washington, DC	hiwashingtondc.org	1009 11th St. NW	Washington	DC	20001
Member	Hosts DC (A Hosts Global Alliance Member)	hosts-global.com	1801 Connecticut Ave NW	Washington	DC	20009
Complimentary Member	Hotel Association of Washington, D.C.	hawdc.com	1225 New York Avenue, NW Suite 250	Washington	DC	20005-3917
Member	Hotel George, a Kimpton Hotel	hotelgeorge.com	15 E St. NW	Washington	DC	20004
Member	Hotel Harrington	hotel-harrington.com	436 11th St. NW	Washington	DC	20004
Member	Hotel Helix, a Kimpton Hotel	hotelhelix.com	1430 Rhode Island Ave. NW	Washington	DC	20005
Member	Hotel Lombardy	hotellombardy.com	2019 Pennsylvania Ave. NW	Washington	DC	20006
Member	Hotel Madera, a Kimpton Hotel	hotelmadera.com	1310 New Hampshire Ave. NW	Washington	DC	20036
Member	Hotel Monaco Alexandria, a Kimpton Hotel	monaco-alexandria.com	480 King St.	Alexandria	VA	22314-3102
Member	Hotel Monaco Washington, DC, a Kimpton Hotel	monaco-dc.com	700 F St. NW	Washington	DC	20004
Member	Hotel Palomar Washington, DC, a Kimpton Hotel	hotelpalomar-dc.com	2121 P St. NW	Washington	DC	20037
Member	Hotel Rouge, a Kimpton Hotel	rougehotel.com	1315 16th St. NW	Washington	DC	20036
Member	House of Sweden	houseofsweden.com	2900 K St. NW	Washington	DC	20007
Member	Howard County Tourism & Promotion	visithowardcounty.com	8267 Main St.	Ellicott City	MD	21043
Member	Howard Theatre	thehowardtheatre.com	620 T St. NW	Washington	DC	20001
Member	Hutchinson Design Group	hdconcept.com	700 N. Fairfax Street	Alexandria	VA	22314
Member	Hyatt Arlington	arlington.hyatt.com	1325 Wilson Blvd.	Arlington	VA	22209
Member	Hyatt Place Downtown K Street		1522 K Street NW	Washington	DC	20005
Member	Hyatt Place Washington DC/US Capitol	washingtondcuscapitol.place.hyatt.com/en/hotel/home.html	33 New York Ave. NE	Washington	DC	20002
Member	Hyatt Regency Bethesda	bethesda.hyatt.com	One Bethesda Metro Center	Bethesda	MD	20814-5326
Member	Hyatt Regency Crystal City at Reagan National Airport	crystalcity.hyatt.com	2799 Jefferson Davis Hwy.	Arlington	VA	22202
Member	Hyatt Regency Washington On Capitol Hill	washingtonregency.hyatt.com	400 New Jersey Ave. NW	Washington	DC	20001
Subsidiary	ICI Urban Bistro	icurbanbistro.com	806 15th St. NW	Washington	DC	20005
Complimentary Member	ID America	idamerica.com	107 S. West St.	Alexandria	VA	22314
Member	Immediate Connections, Inc.	immediateconnections.com	1623 Connecticut Ave. NW	Washington	DC	20009
Subsidiary	Indigo Landing	indigolandling.com	1 Marina Dr.	Alexandria	VA	22314
Member	Inn of Rosslyn	inn-of-rosslyn.com	1601 Arlington Blvd.	Arlington	VA	22209-3002
Member	International Alliance of Theatrical Stage Employees	iatselocal22.com	1810 Hamlin St. NE	Washington	DC	20018-2459
Member	International Limousine Service	internationalimo.com	2300 T St. NE	Washington	DC	20002
Member	International Spy Museum	spymuseum.org	800 F St. NW	Washington	DC	20004
Member	Jaleo	jaleo.com	480 7th St. NW	Washington	DC	20004
Member	James Tkatch Photographer	tkatchphoto.com	9700 Marshall Ave.	Silver Spring	MD	20901
Subsidiary	Jardena	melrosehoteldc.com/dining/jardena-restaurant.aspx	2430 Pennsylvania Ave. NW	Washington	DC	20037
Subsidiary	Jefferson Memorial	nps.gov/tjje	Tidal Basin South End	Washington	DC	20024
Member	Joe's Seafood, Prime Steak and Stone Crab	joes.net	750 15th St. NW	Washington	DC	20005
Member	John F. Kennedy Center for the Performing Arts	kennedy-center.org	2700 F St. NW	Washington	DC	20566
Subsidiary	John F's Cafe and Lounge	higeorgetown.com/dining	2101 Wisconsin Ave. NW	Washington	DC	20007
Subsidiary	Juniper	fairmont.com/washington/dining/juniperrestaurant/	2401 M St. NW	Washington	DC	20037
Member	JW Marriott	jwmarriottdc.com	1331 Pennsylvania Ave. NW	Washington	DC	20004
Member	Kaiser Permanente Center for Total Health	centerfortotalhealth.org	700 2nd St. NE	Washington	DC	20002
Member	Kapnos	kapnosdc.com/	2201 14th St. NW	Washington	DC	20009
Member	Kathleen Bashian: Professional Tour Guide	tour-dc.com	4141 N. Henderson Rd.	Arlington	VA	22203

Member	Kellogg Conference Hotel at Gallaudet University	kelloggconferencehotel.com	800 Florida Ave. NE	Washington	DC	20002-3695
Complimentary Member	Kenilworth Aquatic Gardens	nps.gov/keaq	Anacostia Ave. & Douglas St. NE	Washington	DC	20019
Member	Key Bridge Boathouse	boatingndc.com	3500 Water Street NW	Washington	DC	20007
Member	Kimpton Hotel and Restaurant Group	kimptonhotels.com	222 Kearny St. Ste. 200	San Francisco	CA	94108
Member	King Audio Visual	www.kingaudiovisual.com	3454 Ellcott Center Drive	Ellicott City	MD	21043
Subsidiary	Korean War Veterans Memorial	nps.gov/kwvm	Independence Ave. at the Lincoln Memorial	Washington	DC	20024
Member	Kramerbooks & Afterwords Cafe	kramers.com	1517 Connecticut Ave. NW	Washington	DC	20036
Member	Kuoni Destination Management Inc.	kuoni-dmusa.com	300 N. Washington Street	Alexandria	VA	22314
Member	Kushner & Associates, Convention Shuttle Services	kushnershuttles.com	3444 Cloudfcroft Dr.	Malibu	CA	90265
Member	La Tasca	latascausa.com	722 7th St. NW	Washington	DC	20001
Subsidiary	Lafayette Square		16th St. & Pennsylvania Ave. NW	Washington	DC	20006
Subsidiary	Langston Golf Course	golfdc.com	26th St. and Benning Rd., NE	Washington	DC	20002
Subsidiary	Lapidus Restaurant	capitol skyline.com	10 I (Eye) St. SW	Washington	DC	20024
Member	Le Pain Quotidien	lepainquotidien.com	800 17th St. NW	Washington	DC	20006
Member	Leesburg Corner Premium Outlets	premiumoutlets.com/leesburg	241 Fort Evans Rd. NE	Leesburg	VA	20176-4447
Member	L'Enfant Plaza	lenfantplaza.com	429 L'Enfant Plaza, SW	Washington	DC	20024
Member	L'Enfant Plaza Hotel	lenfantplazahotel.com	480 L'Enfant Plaza SW	Washington	DC	20024
Member	Liaison Capitol Hill, An Affinia Hotel	affinia.com/liaison	415 New Jersey Ave. NW	Washington	DC	20001
Member	Library of Congress	loc.gov	101 First St. SE	Washington	DC	20540
Subsidiary	Lincoln Memorial	nps.gov/linc	Independence Ave. & 23rd St. NW	Washington	DC	20024
Subsidiary	Lincoln Park	nps.gov/cahi/historyculture/cahi_lincoln.htm	11th & East Capitol St. NE	Washington	DC	20003
Member	Lincoln Theatre	thelincindc.com	1215 U St. NW	Washington	DC	20009
Member	Lunder	www.lunderglobal.com	2150 Wisconsin Ave. NW	Washington	DC	20007
Member	Loews Madison Hotel	http://www.loewshotels.com/madison/	1177 15th St. NW	Washington	DC	20005
Member	Long View Gallery	longviewgallery.com	1234 9th St. NW	Washington	DC	20001
Member	Lucky Strike Lanes	bowlluckystrike.com	701 7th St. NW	Washington	DC	20001
Member	Lufthansa German Airlines	lh.com	Washington Dulles International Airport	Sterling	VA	20166
Member	Luray Caverns	luraycaverns.com	970 US Hwy. 211 W	Luray	VA	22835
Member	LW Transportation	lw-transportation.com	4600 Sutton Oaks Drive	Chantilly	VA	20151
Subsidiary	M Street Bar & Grill	mstreetbarandgrill.com	2033 M St. NW	Washington	DC	20036
Member	Mac Mannes Inc.	macmannes.com	6400 Goldsboro Rd.	Bethesda	MD	20817
Member	Macy's Metro Center	VisitMacyUSA.com	1201 G St. NW	Washington	DC	20015
Member	Madame Tussauds Washington, DC	madametussaudsdc.com	1001 F St. NW	Washington	DC	20004
Member	Majestic Limo Service	majesticlimoservice.com	3170 Draper Dr.	Fairfax	VA	22031
Member	Mandarin Oriental, Washington, D.C.	mandarinoriental.com/washington	1330 Maryland Ave. SW	Washington	DC	20024
Member	Mansion on O Street	omansion.com	2020 O St. NW	Washington	DC	20036
Member	Marcel's by Robert Wiedmaier	marcelsdc.com	2401 Pennsylvania Ave. NW	Washington	DC	20037
Complimentary Member	Marine Corps Marathon	marinemarathon.com	PO Box 188	Quantico	VA	22134
Complimentary Member	Marine Corps Memorial Iwo Jima Statue	nps.gov/gwmp/historyculture/usmcwarmemorial.htm	Route 50 near Arlington National Cemetery	Arlington	VA	22101
Member	MarketPlace Development at DCA and IAD	marketplacedevelopment.com/	Ronald Reagan Washington National Airport Terminal A	Washington	DC	20001
Member	Marriott Marquis Washington, DC	washingtonmarriottmarquis.com	901 Massachusetts Ave. NW	Washington	DC	20001
Complimentary Member	Marriott Mid-Atlantic Group Sales Office		9737 Washingtonian Blvd.	Gaithersburg	MD	20878
Subsidiary	Martin Luther King, Jr. Memorial	nps.gov/mlkm	1964 Independence Ave. SW	Washington	DC	20024
Complimentary Member	Mary McLeod Bethune Statue Lincoln Park	nps.gov/cahi/historyculture/cahi_lincoln.htm	1301 E. Capitol St. SE	Washington	DC	20003
Member	Maryland Sound International Holding Co., LLC	marylandsound.com	4900 Wetheresville Rd.	Baltimore	MD	21207
Member	McCormick & Schmick's Seafood - Reston	mccormickandschmicks.com	11920 Democracy Dr.	Reston	VA	20190
Member	McCormick & Schmick's Seafood - Washington, DC (F)	mccormickandschmicks.com	901 F St. NW	Washington	DC	20004
Member	McCormick & Schmick's Seafood - Washington, DC (K)	mccormickandschmicks.com	1652 K St. NW	Washington	DC	20006
Member	McVeigh Associates	mcveigh.com	20591 Curwater Place	Sterling	VA	20165

Member	MDB Communications	http://www.mdbcomm.com/	1150 18th Street NW, Suite 425	Washington	DC	20036
Member	Medieval Times	medievaltimes.com	7000 Arundel Mills Cir.	Hanover	MD	21076
Member	Meetings & Conventions Magazine	Mcmag.com	100 Lighting Way	Washington	DC	7094
Sponsorship	Megabus.com	megabus.com	160 S. Rte. 17 N.	Paramus	NJ	7652
Member	Merrweather Post Pavilion	merrweathermusic.com	10475 Little Patuxent Pkwy.	Columbia	MD	21044
Member	Metropolitan Management	metmanage.com	5902 Elsie Court	Clinton	MD	20735
Sponsorship	Metropolitan Washington Airports Authority	mwaa.com	One Aviation Cir. MA-40	Washington	DC	20001-6000
Member	Mid-Atlantic Receptive Services	takeafuntrip.com	PO Box 4539	Arlington	VA	22204
Member	MidPark Transportation	midpark.com	455 Massachusetts Ave. NW	Washington	DC	20001
Complimentary Member	Mike Fetters	milesmedia.com	616 E Street NW	Washington	DC	20004
Complimentary Member	Miles	miorestaurant.com	6751 Professional Parkway W	Sarasota	FL	34240
Member	Mio Restaurant	mitsitamcafe.com	1110 Vermont Ave. NW	Washington	DC	20005
Subsidiary	Mitsitam Cafe at the National Museum of the American Indian	drenaisance.com	4th St. and Independence Ave. SW	Washington	DC	20026
Subsidiary	miXX Lounge	visitmontgomery.com	999 9th St. NW	Washington	DC	20001
Member	Montgomery County, MD Conference & Visitors	monumentalfairs.com	111 Rockville Pike	Rockville	MD	20850
Subsidiary	Monumental Affairs	VerizonCenter.com	400 New Jersey Avenue, NW	Washington	DC	20001
Member	Monumental Sports & Entertainment	wheremagazine.com	601 F St. NW	Washington	DC	20004
Member	Morris Visitor Publications	morrisonclark.com	1720 Eye St. NW Ste. 600	Washington	DC	20006
Member	Morrison-Clark Inn	mortons.com/washingtondc/	1015 L St. NW	Washington	DC	20001
Subsidiary	Morrison-Clark Inn Restaurant	nps.gov/georgetown	1015 L St. NW	Washington	DC	20001
Member	Morton's The Steakhouse - Downtown DC	mandarinoriental.com/washington	1050 Connecticut Ave. NW	Washington	DC	20036
Member	Morton's The Steakhouse - Georgetown	nps.gov/gvmp/planyourvisit/mvmontrail.htm	3251 Prospect St. NW	Washington	DC	20007
Subsidiary	Mount Vernon Trail	mandarinoriental.com/washington	Turkey Run Park	McLean	VA	22101
Subsidiary	Muze East West Kitchen	mxdcrestaurant.com/	1330 Maryland Ave. SW	Washington	DC	20024
Member	MXDC Cocina Mexicana	nandosperiperi.com/	600 14th St. NW	Washington	DC	20005
Member	Nando's Peri-Peri	4hcenter.org	819 7th St. NW	Washington	DC	20001
Member	National 4-H Youth Conference Center	airandspace.si.edu	7100 Connecticut Ave.	Chevy Chase	MD	20815-4934
Subsidiary	National Air and Space Museum	nasm.si.edu/spevents	6th St. & Independence Ave. SW	Washington	DC	20013
Member	National Air and Space Museum Special Events Department	airandspace.si.edu/visit/udvar-hazy-center/	6th St. & Independence Ave. SW	Washington	DC	20013
Complimentary Member	National Air and Space Museum Steven F. Udvar-Hazy Center	usna.usda.gov	14390 Air & Space Museum Pkwy.	Chantilly	VA	20151
Member	National Arboretum	archives.gov	3501 New York Ave. NE	Washington	DC	20002-1958
Complimentary Member	National Archives & Records Administration	nbnm.org	Constitution Ave. NW	Washington	DC	20408
Member	National Building Museum	nationalcherryblossomfestival.org	401 F St. NW	Washington	DC	20001
Sponsorship	National Cherry Blossom Festival	nrmuseum.com	1250 H St. NW	Washington	DC	20005
Member	National Firearms Museum	nga.gov	11250 Waples Mill Rd.	Fairfax	VA	22030
Member	National Gallery of Art	events.nationalgeographic.com/events/exhibits	4th St. & Constitution Ave. NW	Washington	DC	20565
Member	National Geographic Events	http://www.ngaus.org/national-guard-memorial-museum	1145 17th St. NW	Washington	DC	20036
Member	National Guard Memorial Museum	nationalharbor.com	One Massachusetts Ave. NW	Washington	DC	20001
Member	National Harbor	lawmemorial.org	165 Waterfront St.	National Harbor	MD	20745
Member	National Law Enforcement Officers Memorial	nps.gov/nama	Visitors Center & Store: 400 7th St. NW	Washington	DC	20004
Subsidiary	National Mail	africa.si.edu	Between Constitution & Independence Ave. SW	Washington	DC	20050
Subsidiary	National Museum of African American History and Culture	americanhistory.si.edu	Opening on the National Mall in 2015	Washington	DC	20001
Subsidiary	National Museum of African Art	civilwarmed.org	950 Independence Ave. SW	Washington	DC	20560
Subsidiary	National Museum of American History	mnh.si.edu	14th St. & Constitution Ave. NW	Washington	DC	20013
Member	National Museum of Civil War Medicine	americanhistory.si.edu	48 East Patrick St.	Frederick	MD	21701
Member	National Museum of Natural History	airandspace.si.edu	Constitution Ave. at 10th St. NW	Washington	DC	20013

Member	National Museum of the American Indian	americaindian.si.edu	4th St. & Independence Ave. SW	Washington	DC	20004
Member	National Museum of Women in the Arts	nmwa.org	1250 New York Ave. NW	Washington	DC	20005
Complimentary Member	National Park Service National Capital Region	nps.gov/ncro	1100 Ohio Dr. SW	Washington	DC	20242
Subsidiary	National Portrait Gallery	npg.si.edu	8th & F Sts. NW	Washington	DC	20001
Member	National Portrait Gallery Special Events Department	npg.si.edu	8th & F Sts. NW	Washington	DC	20013
Subsidiary	National Postal Museum	postalmuseum.si.edu	2 Massachusetts Ave. NE	Washington	DC	20013-7012
Member	National Press Club	press.org/services	529 14th St. NW	Washington	DC	20045
Member	National Theatre	thenationaldc.com	1321 Pennsylvania Ave. NW	Washington	DC	20004
Subsidiary	National World War II Memorial	wwiimemorial.com	17th St. & Independence Ave. NW	Washington	DC	20001
Subsidiary	National Zoological Park	nationalzoo.si.edu	3001 Connecticut Ave. NW	Washington	DC	20008
Complimentary Member	Navigaytour	navigaytour.com	755 N. Taylor St.	Philadelphia	PA	19130
Complimentary Member	NBC4-TV	nbc4.com		Washington	DC	20016
Sponsorship	NCM Media	www.ncm.com	HQ - 9110 East Nichols Avenue	Centennial	CO	80112
Member	Next Show	newseum.org	555 Pennsylvania Ave. NW	Washington	DC	20001
Member	Nick's Riverside Grille	nextshow.com	601 King Street	Alexandria	VA	22314
Member	Non-WCTC Member	nicksriversidegrill.com	3050 K St. NW	Washington	DC	20007
Complimentary Member	North Gate Grill	northgategrill.com	901 7th Street, NW	Washington	DC	20001
Subsidiary	North Gate Grill	northgategrill.com	1001 16th St. NW	Washington	DC	20036
Member	Ntva, Inc.	ntva.com	7900 Westpark Dr.	McLean	VA	22102
Subsidiary	Oakwood Arlington	http://www.oakwood.com/furnished-apartments/furnished/US/VA/Arlington/prop6.html?utm_medium=online_listing&utm_source=DestinationDC&utm_campaign=DCTourismListing	1550 Clarendon Blvd	Arlington	VA	22209
Subsidiary	Oakwood Crystal City	http://www.oakwood.com/furnished-apartments/furnished/US/VA/Arlington/prop2562.html?utm_medium=online_listing&utm_source=DestinationDC&utm_campaign=DCTourismListing	400 15th Street South	Arlington	VA	22202
Subsidiary	Oakwood Falls Church	http://www.oakwood.com/corporate-apartments/furnished/US/VA/Falls-Church/prop10.html?utm_medium=online_listing&utm_source=DestinationDC&utm_campaign=DCTourismListing	501 N. Roosevelt Blvd	Falls Church	VA	22044
Member	Oakwood Worldwide	oakwood.com/dc	425 8th Street NW	Washington	DC	20004
Member	Occasions Caterers	occasionscaterers.com	655 Taylor St. NE	Washington	DC	20017
Member	Occidental Grill & Seafood	occidentaldc.com	1475 Pennsylvania Ave. NW	Washington	DC	20004
Subsidiary	Oceanaire Seafood Room	theoceanaire.com	1201 F St. NW	Washington	DC	20004
Member	Office Catering	dcboxlunch.com	1795 Olive St.	Capital Heights	MD	20743-6719
Member	Old Ebbitt Grill	ebbitt.com	675 15th St. NW	Washington	DC	20005
Member	Old Europe Restaurant	www.old-europe.com	2434 Wisconsin Ave. NW	Washington	DC	20007
Subsidiary	Old Stone House	nps.gov/olst	3051 M St. NW	Washington	DC	20007
Member	Old Town Trolley Tours and the DC Ducks	historictours.com/washington	2640 Reed St. NE	Washington	DC	20018
Member	Omni Shoreham Hotel	omnishorehamhotel.com	2500 Calvert St. NW	Washington	DC	20008
Member	One Washington Circle Hotel	thecirclehotel.com	One Washington Cir. NW	Washington	DC	20037
Member	ONStage	http://www.oneventservices.com	6550 McDonough Dr.	Norcross	GA	30093
Member	Orbitz Worldwide	orbitz.com	500 W. Madison	Chicago	IL	60661
Member	Osteria Morini	osteriamorini.com/washington-dc/	301 Water Street SE	Washington	DC	20003
Member	OYA Restaurant & Lounge	oyadc.com	777 9th St. NW	Washington	DC	20001
Member	Oyamel	oyamel.com	401 7th St. NW	Washington	DC	20004
Member	P.J. Clarke's	pjclarkes.com	1600 K St. NW	Washington	DC	20006
Subsidiary	P.O.V. Rooftop Lounge and Terrace	wwashingtondc.com/POVRoofTerrace	515 15th St. NW	Washington	DC	20004
Member	Palm Restaurant	thepalm.com	1225 19th St. NW	Washington	DC	20036
Member	Park Hyatt Washington	parkhyattwashington.com	1201 24th St. NW	Washington	DC	20037
Member	Passenger & Columbia Room	passengerdc.com	1021 7th St. NW	Washington	DC	20001
Complimentary Member	Passkey International Inc.	passkey.com	221 Crescent St.	Waltham	MA	2453
Member	Penn Commons	penncommonsdc.com/penn.html	700 6th St. NW	Washington	DC	20001

Member	Penn Social	pennsocialdc.com	801 E St. NW	Washington	DC	20004
Complimentary Member	Pennsylvania Quarter Neighborhood Association	penquarter.org	1250 H Street, NW	Washington	DC	20005
Complimentary Member	Pentagon Memorial	pentagonmemorial.org	1 Rotary Rd.	Arlington	VA	22031
Member	People to People Ambassador Programs	peopletopeople.com	1601 N. Kent St.	Arlington	VA	22209
Member	Peruvian Connection	peruvianconnection.com	950 F St. NW	Washington	DC	20004
Member	Pesce Restaurant	pescedc.com	2002 P St. NW	Washington	DC	20036
Member	Phillips Collection	phillipscollection.org	1600 21st St. NW	Washington	DC	20009
Member	Phoenix Park Hotel	phoenixparkhotel.com	520 N. Capitol St. NW	Washington	DC	20001
Member	Ping Pong Dim Sum - Chinatown	pingpongdimsum.us	900 7th St. NW	Washington	DC	20001
Member	Pinkberry	pinkberry.com	3288 M St. NW	Washington	DC	20007
Member	Pinstripes	pinstripes.com	3222 M St. NW	Washington	DC	20007
Member	Pizzoli's	pizzolis.com	1418 12th St. NW	Washington	DC	20005
Subsidiary	Plume	plumedc.com/	1200 16th St. NW	Washington	DC	20036
Member	Policy	policydc.com	1904 14th St. NW	Washington	DC	20009
Member	Politics & Prose Bookstore	http://www.politics-prose.com/	5015 Connecticut Ave.	Washington	DC	20008
Member	Poshbooth Photo Booth Rental	poshbooth.com	909 8th Street NW	Washington	DC	20001
Subsidiary	Poste	postebrasserie.com	555 8th St. NW	Washington	DC	20004
Member	Potbelly Sandwich Shop	potbelly.com	555 12th St. NW	Washington	DC	20005
Subsidiary	Potomac Park		North & South of Jefferson Memorial & Tidal Basin	Washington	DC	
Subsidiary	Potomac Restaurant & Lounge	sheratonnational.com/dining.htm	900 S. Orme St.	Arlington	VA	22204
Member	Potomac Riverboat Company	potomacriverboatco.com	31st & K Sts. NW	Washington	DC	20007
Member	Potomac View Terrace at the American Pharmacists	potomacviewterrace.com	2215 Constitution Ave. NW	Washington	DC	20037
Member	Precision Meetings & Events, Inc.	teamprecision.com	301 N. Fairfax St. #104	Alexandria	VA	22314
Member	Precon Events	preconevents.com	11910 Parklawn Dr.	Rockville	MD	20832
Member	President Lincoln's Cottage	lincolncottage.org	Upshur St. NW at Rock Creek Church Rd. NW	Washington	DC	20011
Subsidiary	President's Sports Bar	dcrenaissance.com	999 9th St. NW	Washington	DC	20001
Member	Prime Rib	theprikerib.com	2020 K St. NW	Washington	DC	20006
Member	Prince George's African American Museum & Cultural	pgaamcc.org	4519 Rhode Island Ave	North Brentwood	MD	20722
Member	Prince William County/Manassas Convention & Visitors	discoveypwm.com	10611 Balls Ford Rd.	Manassas	VA	20109
Member	Production Associates	productionassociates.com	1900 Campus Commons Dr.	Reston	VA	20191
Member	Production Resource Group, Inc.	prg.com	9590 Lynn Bluff Court	Laurel	MD	20723
Member	Production Transport Inc.	prodtrans.com	21250 Hawthorne Boulevard	Torrance	CA	90503
Member	Projection Presentation Technology	projection.com	5803 Rolling Rd.	Springfield	VA	22152
Member	Quality Inn & Suites New York Avenue	choicehotels.com/dc012	1600 New York Ave. NE	Washington	DC	20002
Sponsorship	Quicken Loans National	web.tigerwoodsfoundation.org/events/national/index	Congressional Country Club	Bethesda	MD	20817
Complimentary Member	Race IT - From Start to Finish	gwsportsalliance.com	9030 Stony Point Parkway	Richmond	VA	23235
Member	Radio One Inc	radio1inc.com	14113 Robert Paris Ct.	Chantilly	VA	20151
Member	Reflections Photography	Reflections-Photo.com	631 Pennsylvania Ave. SE	Washington	DC	20003
Subsidiary	Relish	Hilton.com	2399 Jefferson Davis Hwy.	Arlington	VA	22202
Member	Renaissance Mayflower Hotel	renaissancemayflower.com	1127 Connecticut Ave. NW	Washington	DC	20036
Member	Renaissance Washington, DC Dupont Circle Hotel	renaissancedupontcircle.com	1143 New Hampshire Ave. NW	Washington	DC	20037
Member	Renaissance Washington, DC Hotel	dcrenaissance.com	999 9th St. NW	Washington	DC	20001
Member	Rendezvous Consulting Group LLC	rendezvousconsulting.com/	1414 North Carolina Ave. NE	Washington	DC	20002
Subsidiary	Renwick Gallery of the Smithsonian American Art Museum	americanart.si.edu	1661 Pennsylvania Ave. NW (at 17th St.)	Washington	DC	20006
Member	Residence Inn Alexandria Old Town South at Carlyle	marriott.com/hotels/travel/wasra-residence-inn-alexandria-at-carlyle/	2345 Mill Rd.	Alexandria	VA	22314
Member	Residence Inn by Marriott - Dupont Circle	residenceinn.com/wasri	2120 P St. NW	Washington	DC	20037
Member	Residence Inn by Marriott Washington DC/Foggy Bottom	marriott.com/hotels/travel/wasfg-residence-inn-washington-dc-foggy-bottom	801 New Hampshire Ave. NW	Washington	DC	20037
Member	Residence Inn Capitol by Marriott	marriott.com/wascp	333 E St. SW	Washington	DC	20024
Member	Residence Inn Washington, DC Downtown	residenceinn.com/wasdc	1199 Vermont Ave. NW	Washington	DC	20005
Complimentary Member	Restaurant Association Metropolitan Washington	ramw.org	1625 K St. NW	Washington	DC	20006
Member	Restaurant Marvin	marvindc.com	2007 14th St. NW	Washington	DC	20009

Subsidiary	Restaurant Mez	crystalgatewaymariott.com	1700 Jefferson Davis Hwy.	Arlington	VA	22202
Member	Restaurant Nora	noras.com	2132 Florida Ave. NW	Washington	DC	20008
Member	Reston Limousine Service Inc.	restonlimo.com	45685 Elmwood Ct.	Dulles	VA	20166
Member	Reston Town Center	restontowncenter.com	11900 Market St.	Reston	VA	20190
Subsidiary	RFK Memorial Stadium	ridescoutapp.com	2400 E. Capitol St. SE	Washington	DC	20003
Member	RideScout	ridgewells.com	1133 15th St. NW	Washington	DC	20005
Member	Ridgewells Catering	ritzcarlton.com/Washingtondc	5525 Dorsey Ln.	Bethesda	MD	20816
Member	Ritz-Carlton, Washington, DC	theriverinn.com	1150 22nd St. NW	Washington	DC	20037
Member	River Inn	rmlimo.com	924 25th St. NW	Washington	DC	20037
Member	RMA Worldwide Chauffeured Transportation	ornishorehamhotel.com	12270 Wilkins Ave	Rockville	MD	20852
Subsidiary	Robert's Restaurant at the Omni Shoreham	golfdc.com	2500 Calvert St. NW	Washington	DC	20008
Subsidiary	Rock Creek Golf Course	nps.gov/rocr	6100 16th St. NW	Washington	DC	20011
Subsidiary	Rock Creek Park	rockcreekhorsecenter.com	3545 Williamsburg Ln. NW	Washington	DC	20008
Complimentary Member	Rock Creek Park Horse Center	rockcreektennis.com	5100 Glover Rd. NW	Washington	DC	20015
Subsidiary	Rock Creek Tennis Center	rocklands.com	16th & Kennedy St. NW	Washington	DC	20011
Member	Rocklands Barbeque & Grilling Co. - Wisconsin Ave.	itcdc.com	2418 Wisconsin Ave. NW	Washington	DC	20007
Member	Ronald Reagan Building and International Trade Center	mwa.com	1300 Pennsylvania Ave. NW	Washington	DC	20004-3002
Subsidiary	Ronald Reagan Washington National Airport	kennedy-center.org/visitor/restaurants/	Ronald Reagan National Airport	Washington	DC	20001
Member	Roof Terrace Restaurant & Bar at The Kennedy Center	rosamexicano.com	2700 F St. NW	Washington	DC	20566
Member	Rosa Mexicano	thaiembdc.org	575 7th St. NW	Washington	DC	20004
Member	Royal Thai Embassy	dc.ruralsocietyrestaurant.com/	1024 Wisconsin Ave. NW, Ste 401	Washington	DC	20007
Subsidiary	Rural Society	russiahouselounge.com	1177 15th Street NW	Washington	DC	20005
Member	Russia House Restaurant & Lounge	ruthschris.com/Restaurant-Locations/washington-convention-center	1800 Connecticut Ave. NW	Washington	DC	20009
Member	Ruth's Chris Steakhouse	salamanderresort.com	724 9th St. NW	Washington	DC	20001
Member	Salamander Resort & Spa	savoySuites.com	500 North Pendleton St.	Middleburg	VA	20117
Member	Savoy Suites Hotel	saxwdc.com	2505 Wisconsin Ave. NW	Washington	DC	20007
Member	Sax Restaurant & Lounge	scooterplusrentals.com	734 11th St. NW	Washington	DC	20001
Member	Scoutaround Wheelchair and Scooter Rentals	scotoaround.com	A-6 1414 Ritchie Marlboro Road	Capitol Heights	MD	20790
Member	Scooterplus Rentals	http://scotairde.com/	1712 14th St. NW	Washington	DC	20009
Member	Scott Circle	seacatchrestaurant.com	1900 L St. NW	Washington	DC	20036
Member	Sea Catch Restaurant & Raw Bar	seginthecity.com	1054 31st St. NW	Washington	DC	20007
Subsidiary	Seasons Restaurant	senoda.com	2800 Pennsylvania Ave. NW	Washington	DC	20007
Member	Seasons Restaurant	sequoiad.com	1300 Pennsylvania Ave. NW	Washington	DC	20004
Member	Sequoia Restaurant	www.kennedy-center.org/shear madness	1050 17th St. NW	Washington	DC	20036
Member	Shear Madness	shellysbackroom.com	3000 K St. NW	Washington	DC	20007
Member	Shelly's Back Room	sheratonnational.com	2700 F Street, NW	Washington	DC	20566
Member	Sheraton Pentagon City	sheraton.com/suitesalexandria	1331 F St. NW	Washington	DC	20004
Member	Sheraton Suites Old Town Alexandria	http://www.sheryswine.com/	900 S. Orme St.	Arlington	VA	22204-4520
Member	Sherry's Wine & Spirits	omnihotels.com	801 North Saint Asaph St.	Alexandria	VA	22314
Subsidiary	Shoreham Spa & Sports Club	copierrentalstore.com	2627 Connecticut Ave NW	Washington	DC	20008
Member	Short Term Copier	showcalli.com	2500 Calvert St. NW	Washington	DC	20008
Member	Showcalli, Inc.	sidneysmusic.com	6456 Southwind Circle	Columbia	MD	21044
Member	Sidney's Music & Entertainment	signature-theatre.org	19566 Amarantow Drive	North Potomac	MD	20874
Member	SillyShots Photobooth	sillyshotphotobooth.com	12154 Darnestown Rd.	North Potomac	MD	20878
Member	Six Flags America	sixflags.com/america	4200 Campbell Ave.	Arlington	VA	22206
Member	Sixth Engine	smartsource.com	2901 Charing Cross Road	Falls Church	VA	22042
Member	Skehan Communications	smithandwollensky.com	13710 Central Ave.	Upper Marlboro	MD	20774
Member	SmartSource Computer and Audio Visual Rentals	americanart.si.edu/support/	438 Massachusetts Ave. NW	Washington	DC	20001
Member	Smith & Wollensky	si.edu/Museums/arts-and-industries-building	1312 Ritchie Road	Capitol Heights	MD	20743
Member	Smithsonian American Art Museum		7664 Fullerton Rd. Unit K	Springfield	VA	22153
Member	Smithsonian Arts and Industries Building		1112 19th St. NW	Washington	DC	20036
Member			8th & F Sts. NW	Washington	DC	20004
Member			900 Jefferson Dr. SW	Washington	DC	20560

Sponsorship	Smithsonian Associates	smithsonianassociates.si.edu	1100 Jefferson Dr. SW	Washington	DC	20560
Complimentary Member	Smithsonian Enterprises	si.edu/groupsales	10th St. & Constitution Ave. NW	Washington	DC	20560
Member	Smithsonian Institution Information Center in the	si.edu/visit	1000 Jefferson Dr. SW	Washington	DC	20013-7012
Complimentary Member	Smithsonian Museum Shops	smithsonian.org	600 Maryland Ave. SW	Washington	DC	20024
Member	Smithsonian National Mall Tours	nationalmalltours.com	1400 Constitution Ave NW	Washington	DC	20560
Member	Sofitel Washington, DC Lafayette Square	sofitelwashingtondc.com	806 15th Street, NW	Washington	DC	20005
Member	SoundView Services, Inc.	soundviewservices.com	1 Phillips Drive NW	Leesburg	VA	20176
Member	Special Events at Union Station	unionstationevents.com	50 Massachusetts Ave. NE	Washington	DC	20002
Member	SpotHero	spothero.com/washington-dc	720 N Franklin	Chicago	IL	60654
Member	St. Gregory Luxury Hotel & Suites	stgregoryhotelwdc.com	2033 M St. NW	Washington	DC	20036
Subsidiary	Stars and Stripes Cafe at the National Museum of	americanhistory.si.edu/visit/food	14th St. and Constitution Ave. NW	Washington	DC	20001
Member	American History	stateplaza.com	2117 E St. NW	Washington	DC	20037
Member	State Plaza Hotel	stephenbrownphoto.com	3715 T Street NW	Washington	DC	20007
Member	Stephen R. Brown Photography	www.logrpp.com/togrp-stk/	1250 Connecticut Ave. NW	Washington	DC	20036
Member	STK	stonesthrowrestaurant.com	2660 Woodley Rd. NW	Washington	DC	20008
Subsidiary	Stone's Throw	strathmore.org	5301 Tuckerman Ln.	North Bethesda	MD	20852
Member	Strathmore	https://www.suntrust.com/AboutUs/CommunityCommitment/Philanthropy	SunTrust Bank Corporate Giving Program	Atlanta	GA	30302-4418
Sponsorship	SunTrust Bank Foundation	supershuttle.com	2605 S. Clark St.	Arlington	VA	22202
Member	SuperShuttle/Execucar	http://www.supremecourt.gov	1 First Street, NE	Washington	DC	20543
Complimentary Member	Supreme Court of the United States	synergetic.com	776 Haunted Lane	Bensalem	PA	19020
Member	Synergetic Sound + Lighting	taapr.com	1101 30th St., NW	Washington	DC	20007
Complimentary Member	TAA Public Relations	alabardero.com	1776 I (Eye) St. NW	Washington	DC	20006
Member	Taberna Del Alabardero	tailoredtoursitd.com	8504 Thornden Terr.	Bethesda	MD	20817
Member	Tailored Tours, LTD	tangeroutlet.com/nationalharbor/	6800 Oxon Hill Rd.	National Harbor	MD	20745
Member	Tanger Outlets- National Harbor	tasteofdc.org	629 New York Ave. NW	Washington	DC	20001
Sponsorship	Taste of DC, LLC	techexpress.com	N/A	Washington	DC	20001
Member	TBD account	thallydc.com	820 Midpoint Dr.	O'fallon	MO	63366
Member	Technology Express	www.uniquely-dc.com	1316 9th St. NW	Washington	DC	20001
Member	Thally Restaurant	ala.org	8048 Cessna Ave	Gaithersburg	MD	20879
Member	The America Companies / Uniquely-DC Destination	thecalprogroup.com	1735 New York Ave. NW	Washington	DC	20006
Member	The American Institute of Architects	http://www.thecapitalcandyjar.com	738 Van Buren Street NW	Washington	DC	20012
Member	The CALPRO Group	thechurchillhotel.com	1110 Congress St. NE	Washington	DC	20002
Member	The Capital Candy Jar	fairmont.com/washington/dining/thecolonnade/	1914 Connecticut Ave. NW	Washington	DC	20009
Member	The Churchhill Embassy Row Hotel	theconventionstore.com	2401 M St. NW	Washington	DC	20037
Subsidiary	The Colonnade	thecrewworks.com	405 Headquarters Dr.	Millersville	MD	21108
Member	The Convention Store	embassyseries.org	1500 Sulgrave Ave.	Baltimore	MD	21209-3616
Member	The Crew Works	tepevents.com	8720 Georgia Avenue	Washington	DC	20016
Member	The Embassy Series	fairfaxhoteldc.com	2100 Massachusetts Ave. NW	Silver Spring	MD	20910
Member	The Event Planning Group, LLC	fillmoresilverpring.com	8656 Colesville Rd.	Washington	DC	20008
Member	The Fairfax at Embassy Row	theflyingbridgedc.com	444 North Capitol St. NW	Silver Spring	MD	20910
Member	The Fillmore Silver Spring	press.org/fourthestate	529 14th St. NW, 13th Fl.	Washington	DC	20001
Member	The Flying Bridge	business.gwu.edu/tourism	2201 G St. NW Ste. 301	Washington	DC	20052
Member	The Fourth Estate at the National Press Club	thegibsondc.com	2009 14th St. NW	Washington	DC	20009
Member	The George Washington University International Institute for Tourism Studies	thegrillroomdc.com/rye-bar-en.html	1050 31st St. NW	Washington	DC	20007
Member	Institute for Tourism Studies	thehamiltondc.com	600 14th St. NW	Washington	DC	20005
Subsidiary	The Gibson	thehamiltondc.com/live	600 14th St. NW	Washington	DC	20005
Member	The Grill Room & The Rye Bar	jeffersondc.com	10400 Fernwood Road	Bethesda	MD	20817-1102
Member	The Hamilton	theloftat600f.com	1200 16th St. NW	Washington	DC	20036
Member	The Hamilton Live	melrosehotelidc.com	600 F Street NW	Washington	DC	20004
Sponsorship	The J. Willard and Alice S. Marriott Foundation	nga.gov/ginfo/skating.shtm	2430 Pennsylvania Ave. NW	Washington	DC	20037
Member	The Jefferson, Washington, DC		9th & Constitution Ave. NW	Washington	DC	20001
Member	The Loft at 600 F					
Member	The Melrose Georgetown Hotel					
Subsidiary	The National Gallery of Art Sculpture Garden Ice-					

Member	The Normandy Hotel	thenormandydc.com	2118 Wyoming Ave. NW	Washington	DC	20008
Member	The Park at 14th	park14.com	920 14th St. NW	Washington	DC	20005
Complimentary Member	The Pentagon	pentagon.afis.osd.mil	Channel Dr.	Arlington	VA	22201
Member	The Quincy	thequincy.com	1823 L St. NW	Washington	DC	20036
Member	The Source by Wolfgang Puck	wolfgangpuck.com	575 Pennsylvania Ave. NW	Washington	DC	20001
Subsidiary	The Spa at Four Seasons	fourseasons.com/washington/spa	2800 Pennsylvania Ave. NW	Washington	DC	20007
Subsidiary	The Spa at Mandarin Oriental	mandarinoriental.com	1330 Maryland Ave. SW	Washington	DC	20024
Member	The Sphinx Club	sphinxclubdc.com	1315 K St. NW	Washington	DC	20005-3307
Member	The St. Regis, Washington, DC	stregis.com/washington	923 16th St. NW	Washington	DC	20006
Member	The Sweet Lobby	sweetlobby.com	404 8th St. SE	Washington	DC	20003
Subsidiary	The Tavern at Henley Park	henleypark.com	926 Massachusetts Ave. NW	Washington	DC	20001
Member	The Watergate Hotel	thewatergatehotel.com	2650 Virginia Ave. NW	Washington	DC	20037
Member	The Westin Crystal City	westin.com/crystalcity	1800 Jefferson Davis Hwy.	Arlington	VA	22202
Complimentary Member	Theodore Roosevelt Island	nps.gov/this	George Washington Memorial Pkwy.	Rosslyn	VA	22209
Subsidiary	Thompson Boat Center	thompsonboatcenter.com	2900 Virginia Ave. NW	Washington	DC	20037
Complimentary Member	TICKETPLACE.org	ticketplace.org	923 F St. NW	Washington	DC	20004
Complimentary Member	Tidal Basin Paddle Boats	tidalbasinpaddleboats.com	1501 Maine Ave. SW	Washington	DC	20024
Member	Tiny Jewel Box	tinyjewelbox.com	1147 Connecticut Ave. NW	Washington	DC	20036
Member	TMS - Transportation Management Services	tms.com	17810 Meetinghouse Rd.	Sandy Spring	MD	20860
Member	Toby's Dinner Theatre	tobysdinnertheatre.com	5900 Symphony Woods Rd.	Columbia	MD	21012
Member	Tonic at Quigley's Pharmacy	tonicrestaurant.com/Foggy-Bottom	2036 G St. NW	Washington	DC	20036
Member	Tony & Joe's Seafood Place	tonyjoes.com	3000 K St. NW	Washington	DC	20007
Subsidiary	Top of the Hay	hayadams.com/top-of-the-hay	800 16th Street NW	Washington	DC	20006
Member	Top Of The Hill Banquet & Conference Center	tothevents.com	One Constitution Ave. NE	Washington	DC	20002
Subsidiary	Topaz Bar	loungeedc.com	1733 N St. NW	Washington	DC	20036
Member	Topaz Hotel, a Kimpton Hotel	topazhotel.com	1733 N St. NW	Washington	DC	20036
Member	Tourneau	Tourneau.com	1100 S. Hayes St.	Arlington	VA	22202
Member	TownePlace Suites by Marriott Clinton at Joint Base	marriott.com/wasaf	7800 Ferry Ave.	Clinton	MD	20735
Member	Trak Services	trakservices.com	1776 I (Eye) St. NW	Washington	DC	20006
Member	TransPerfect Translations	transperfect.com	700 6th St. NW	Washington	DC	20001
Subsidiary	Trattoria Nicola's	nicolasdc.com	1250 22nd St. NW	Washington	DC	20037
Member	Travel Planners, Inc.	triplanners.com	381 Park Ave. S.	New York	NY	10016
Complimentary Member	Travelers Aid	travelersaid.org	1612 K St. NW	Washington	DC	20006
Member	Tripper Bus	trippertaxi.com	76 Morton St.	Brooklyn	NY	11249
Member	Triway International Group	triwayinc.com	7115 Leesburg Pike	Falls Church	VA	22043
Member	Tudor Place Historic House & Garden	tudorplace.org	1644 31st St. NW	Washington	DC	20007
Member	Turning Point AV	turningpointav.com	55258 Export Blvd	Garden City	CA	31408
Subsidiary	Twist Dupont	carlylesuites.com/dupont-circle-restaurants/index.cfm	1731 New Hampshire Ave. NW	Washington	DC	20009
Subsidiary	Twist Georgetown	twistgeorgetown-restaurant/index.cfm	2505 Wisconsin Ave. NW	Washington	DC	20007
Complimentary Member	U.S. Capitol & Capitol Visitor Center	visitthecapitol.gov	E. Capitol St. NE & 1st St. NE	Washington	DC	20004
Member	U.S. Military District of Washington Public Affairs	www.mdw.army.mil	103 3rd Ave. Bldg. #32	Washington	DC	20319-5058
Member	U.S. Navy Museum	history.navy.mil	805 Kidder Breese St. SE	Washington	DC	20374-5060
Member	Uber Technologies Inc.	uber.com/cities/washington-dc	1875 Connecticut Ave. NW	Washington	DC	20009
Member	Union Station	unionstationdc.com	50 Massachusetts Ave. NE	Washington	DC	20002
Sponsorship	United Airlines	united.com	WASSO	Washington	DC	20005
Member	United States Holocaust Memorial Museum	ushmm.org	100 Raoul Wallenberg Pl. SW	Washington	DC	20024-2150
Member	United States Institute of Peace	usip.org	2301 Constitution Ave. NW	Washington	DC	20037
Member	UNO Chicago Grill- Union Station	unos.com	50 Massachusetts Ave. NE	Washington	DC	20002
Subsidiary	URBANA	urbanadc.com	2121 P St. NW	Washington	DC	20037
Member	USA Guided Tours	usaguidedtours.com	1155 F St. NW	Washington	DC	20004
Member	USA Today	usatoday.com	7950 Jones Branch Drive	McLean	VA	22108
Member	Vamoose Bus	www.vamoosebus.com	360 7th Avenue	New York	NY	10001
Member	Vendetta Bocce Bar & Tavern	vendettadc.com	1212 H Street NE	Washington	DC	20002
Subsidiary	Verizon Center	verizoncenter.com	601 F St. NW	Washington	DC	20004

Subsidiary	Vietnam Veterans Memorial	nps.gov/vive	Constitution Ave. & Henry Bacon Dr. NW	Washington	DC	20001
Subsidiary	Vietnam Women's Memorial			Washington	DC	
Member	Vision - New Columbia Project	newcolumbiavision.org	21st St. & Constitution Ave. NW	Washington	DC	20009
Member	Visit Alexandria	visitalexandriava.com	1651 Hobart St. NW	Washington	DC	22314
Member	Visit Frederick	visitfrederick.org	221 King Street	Frederick	MD	21701
Member	Visit Loudoun	www.visitloudoun.org	151 S. East St.	Leesburg	VA	20175
Member	Visitor Guide Publishing, Inc.	vgp.com	112-G South St. SE	Newton	MA	2459
Member	VRS Meetings & Events, Inc.	vrsevents.com	19 Jacobs Terrace	Falls Church	VA	22043
Member	W Hotel- Washington, DC	washingtondc.com	7403 Venice St.	Washington	DC	20004
Member	W. Curtis Draper Tobacconist	drapertobacco.com	515 15th St. NW	Washington	DC	20005
Member	Walton-Thomas International	waltonthomas.com	699 15th St. NW	Washington	DC	20006
Member	Warner Theatre	warnertheatre.com	818 18th St. NW	Washington	DC	20004
Complimentary Member	Washington Airports Task Force	washingtonairports.com	1299 Pennsylvania Ave. NW	Washington	DC	20004
Complimentary Member	Washington Area Concierge Association	washingtonairports.com	Dulles International Airport	Dulles	VA	20166
Member	Washington Ballet	washingtonballet.org	1200 Pennsylvania Ave. NW	Washington	DC	20004
Complimentary Member	Washington Business Journal	washingtonbizjournals.com	3515 Wisconsin Ave. NW	Washington	DC	20016
Complimentary Member	Washington Convention Center	dconvention.com	1555 Wilson Blvd. #400	Arlington	VA	22209
Member	Washington Court Hotel	washingtoncourthotel.com	801 Mount Vernon Pl. NW	Washington	DC	20001
Member	Washington Deluxe Bus	washny.com	525 New Jersey Ave. NW	Washington	DC	20001
			76 Morton St.	Brooklyn	NY	11249
Subsidiary	Washington Dulles International Airport, Washington Flyer Ground Transportation System	mwaa.com	Washington Dulles International Airport, Washington Flyer Ground Transportation System	Dulles	VA	20166
Member	Washington Hilton	washington.hilton.com	1919 Connecticut Ave. NW	Washington	DC	20009
Complimentary Member	Washington International Horse Show	whs.org	3299 K St. NW	Washington	DC	20007
Member	Washington Marriott at Metro Center	marriottmetrocenter.com	775 12th St. NW	Washington	DC	20005
Member	Washington Marriott Georgetown	marriottwashington.com	1221 22nd St. NW	Washington	DC	20037
Member	Washington Marriott Wardman Park	marriottwardmanpark.com	2660 Woodley Rd. NW	Washington	DC	20008
Complimentary Member	Washington Metropolitan Area Transit Authority	wmata.com	600 5th St. NW	Washington	DC	20001
Subsidiary	Washington Monument	nps.gov/wamo	15th St. & Constitution Ave. NW	Washington	DC	20001
Complimentary Member	Washington Mystics	washingtonmystics.com	601 F St. NW	Washington	DC	20004
Member	Washington National Cathedral	nationalcathedral.org	Mount St. Alban	Washington	DC	20016
Sponsorship	Washington Nationals	nationals.com	Nationals Park	Washington	DC	20003-1507
Member	Washington Plaza Hotel	washingtonplazahotel.com	10 Thomas Cir. NW	Washington	DC	20005
Subsidiary	Washington Redskins	events.redskins.com	1600 FedEx Way	Landover	MD	20785
Member	Washington Walks	washingtonwalks.com	819 G St. SW	Washington	DC	20024
Subsidiary	Washington Wizards	washingtonwizards.com	601 F St. NW	Washington	DC	20004
Member	Washington, DC Office of Motion Picture and Television Development	film-dc.gov		Washington	DC	20003
Member	Washingtonian Media	washingtonian.com	200 L St. SE	Washington	DC	20036
Member	Washington Tours & Events	washingtours.net	1828 L St. NW	Washington	DC	20036
Complimentary Member	West End Travel	westend.us	By Appointment Only	Washington	DC	20036
Member	Westin Arlington Gateway	westinarlingtongateway.com	1150 17th St. NW	Washington	DC	20036
Member	Westin Georgetown, Washington, DC	westingeorgetown.com	801 N. Glebe Rd.	Arlington	VA	22203
Member	Westin Washington, DC City Center	westinwashingtondc.com	2350 M St. NW	Washington	DC	20037
Subsidiary	White House	nps.gov/whho	1400 M St. NW	Washington	DC	20005
Member	White House Gifts	whitehousegifts.com	1600 Pennsylvania Ave. NW	Washington	DC	20500
Subsidiary	White House Visitor Center	nps.gov/whho	701 15th St. NW	Washington	DC	20005
Member	Willard InterContinental Washington	washington.intercontinental.com	1450 Pennsylvania Ave. NW	Washington	DC	20230
Member	Willwork, Inc. Exhibit & Event Services	willworkinc.com	1401 Pennsylvania Ave. NW	Washington	DC	20004
Member	Windows Catering Company	catering.com	833 W Springmeadow Court	Edgewood	MD	21040
Subsidiary	Windows Over Washington	doubletreecrystalcity.com	5724 General Washington Dr.	Alexandria	VA	22312
Member	Windsor Park Hotel	windsorparkhotel.com	300 Army Navy Dr.	Arlington	VA	22202
			2116 Kalorama Rd. NW	Washington	DC	20008

Member	Woodrow Wilson Center	wilsoncenter.org	1300 Pennsylvania Ave. NW	Washington	DC	20004
Member	Woodrow Wilson House	woodrowwilsonhouse.org	2340 S St. NW	Washington	DC	20008
Member	Woolly Mammoth Theatre Company	woollymammoth.net	641 D St. NW	Washington	DC	20004
Member	Worldstrides	worldstrides.com	218 W. Water St.	Charlottesville	VA	22902
Member	Wyndham Vacation Resorts at National Harbor	extraholidays.com/washington-dc/wyndham-vacation-resorts-national-harbor.aspx?UID=AFFIL&u	250 Mariner Passage	National Harbor	MD	20745
Complimentary Member	Yellow Cab Co. of D.C. Inc.	dyellowcab.com	1636 Bladensburg Rd. NE	Washington	DC	20002
Member	Zaytinya	zaytinya.com	701 9th St. NW	Washington	DC	20001
Member	ZENGO Restaurant	richardsandoval.com	781 7th St. NW	Washington	DC	20001
Subsidiary	Zentian Restaurant	zentianrestaurant.com	1155 14th St. NW	Washington	DC	20005
Subsidiary	Zephyr Deli	grandwashington.hyatt.com/en/hotel/dining/ZephyrDeli.html	1000 H St. NW	Washington	DC	20001
Member	Zipcar	zipcar.com	403 8th St. NW	Washington	DC	20004

FY14 P&A EVENTS

	PROGRAM	TOPIC	LOCATION
1st QUARTER			
October 3, 2013	Power Hour	Member Networking	The Flying Bridge
October 22, 2013	Monthly Forum	Sponsorship in Today's Economic Climate	Phillips Collection
October 29, 2013	P&A Committee Meeting	Member Feedback	Destination DC Boardroom
November 5, 2013	Member Orientation	Orietnation to Destination DC	Destination DC Boardroom
November 19, 2013	Eggs with Elliott	Disucssion with Elliott	Bar 515, W Hotel
December 12, 2013	Comedy Night	Member Comedy Night	DC Improv
2nd QUARTER			
January 16, 2014	Monthly Forum	The Necessity of a Stranger: Alan Greggerman	National Archives
January 30, 2014	Power Hour	Member Networking	Ronald Reagan Building
February 12, 2014	Annual Open House	DDC Showcase	DDC Offices
March 6, 2014	Power Hour	Member Networking	Pinstripes
March 11, 2014	Monthly Forum	Rocking Your Brand: Melanie Spring, Sisarina	Corcoran Gallery of Art
3rd QUARTER			
April 9, 2014	P&A Committee Meeting	Member Feedback	MXDC
April 21, 2014	Webinar	New Member Extranet Overview	Destination DC Conference Call
April 22, 2014	Monthly Forum	Travel: Roger Dow, U.S. Travel Association	Woolly Mammoth Theatre Company
May TBD	DDC Overview with Smithsonian	Reviewing the Important of DDC to Smithsonian	National Air and Space Museum
May 13, 2014	Monthly Forum	Annual Speed Networking	Nationals Stadium
June 19, 2014	Monthly Forum	Trust for the National Mall Partnerships	U.S. Holocaust Museum
June 5, 2014	Business Exchange	Member Networking	
4th QUARTER			
July 9, 2014	Committee Meeting	Member Feedback & Updates	Joe's Seafood, Prime Steak & Stone Crab
August 21, 2014	Annual Marketing Outlook Meeting	The Year Ahead	Marriott Marquis Washington, DC
September 24, 2014	P&A Committee Meeting	Member Feedback & Updates	Conference Call
September 30, 2014	Monthly Forum	Derek Coburn; Networking is NOTworking	The Hamilton Live

FY15 P&A EVENTS

	PROGRAM	TOPIC	LOCATION

1st QUARTER							
October 9, 2014	Data Dive Meeting		Visitor Data		Ronald Reagan Building		
October	Monthly Forum		Cheat Sheet to Hosting Media		Carnegie Library		
December 3, 2014	December Holiday Forum		Member Appreciation		Uniquely-DC @ Atlas Theatre		
December 11, 2014	Webinar		Using the Convention Calendar		N/A		
December 16, 2014	Neighborhood Strategy Session		Capitol Hill Hotel SWOT Analysis		Hyatt Regency Washington on Capitol Hill		
2nd QUARTER							
January 14, 2015	P&A Committee Meeting		Partnerships Committee Meeting		Policy		
January 20, 2015	Global Marketplace		Hosting an International Audience for IPW		Ronald Reagan Building		
January 29, 2015	Power Hour		Networking		Bobby McKey's Dueling Piano Bar		
February 3, 2015	Neighborhood Strategy Session		VA Hotel SWOT Analysis		Hyatt Regency Crystal City		
February 11, 2015	Annual Open House		Open House for Members & Stakeholders		Destination DC		
February/March 2015	Business Exchange				Washington Wizards		
March 3, 2015	Eggs with Elliott		Member Networking		TBD		
March 24/25, 2015	Member Forum		Miles - Digital Advertising Best Practices		TBD		
March 2015	Member Orientation Webinar		Orientation to Destination DC		Destination DC		
March 2015	Neighborhood Strategy Session		MD Hotel SWOT Analysis		Hotel TBD		
March 2015	P&A Committee Meeting		Partnerships Committee Meeting		STK		
3rd QUARTER							
April 2015	Power Hour		Member Networking		Loft at 600 F		
April 2015	Member Forum		(Re)Orientation of DDC Membership				
April 2015	Business Exchange						
April 2015	Neighborhood Strategy Session		Hotel SWOT Analysis		Hotel TBD		
May 2015	Eggs with Elliott		Member Networking		Rural Society		
May 2015	Nationals Speed Networking		Networking		Washington Nationals		
May 2015	Member Orientation Webinar		Orientation to Destination DC		Webinar		
May 2015	Neighborhood Strategy Session		Hotel SWOT Analysis		Hotel TBD		
May 2015	P&A Committee Meeting		Partnerships Committee Meeting		Taberna Alabardero		
June 2015	Power Hour		Member Networking		National Portrait Gallery/Smithsonian American Art Museum		
June 2015	SYTA Business Exchange		Member Networking with SYTA				
June 2015	Member Forum						
June 2015	Neighborhood Strategy Session		Hotel SWOT Analysis		Hotel TBD		

4th QUARTER					
July 2015	Eggs with Elliott	Member Networking		Morton's the Steakhouse - Georgetown	
July 2015	Webinar	Topic TBD		Webinar	
July 2015	Neighborhood Strategy Session	Hotel SWOT Analysis		Hotel TBD	
July 2015	P&A Committee Meeting	Partnerships Committee Meeting		Basilica of the National Shrine of the Immaculate Conception	
July 2015	Member Forum				
August 2015	Marketing Outlook Meeting	The Year Ahead, Tourism Statistics, IPW prep		Marriot Marquis	
August 2015	Neighborhood Strategy Session	Hotel SWOT Analysis		Hotel TBD	
September 2015	Member Forum				
September 2015	Neighborhood Strategy Session	Hotel SWOT Analysis		Hotel TBD	
September 2015	P&A Committee Meeting	Partnerships Committee Meeting		Destination DC Office	

QUESTION #4

Please provide an organizational chart and current Schedule A or its equivalent. Please provide name, title or position description, position status, and salary and benefit information for each employee. Please also include a complete, up-to-date organizational chart for each division within the agency (if applicable) and an explanation of the roles and responsibilities for each division and subdivision.

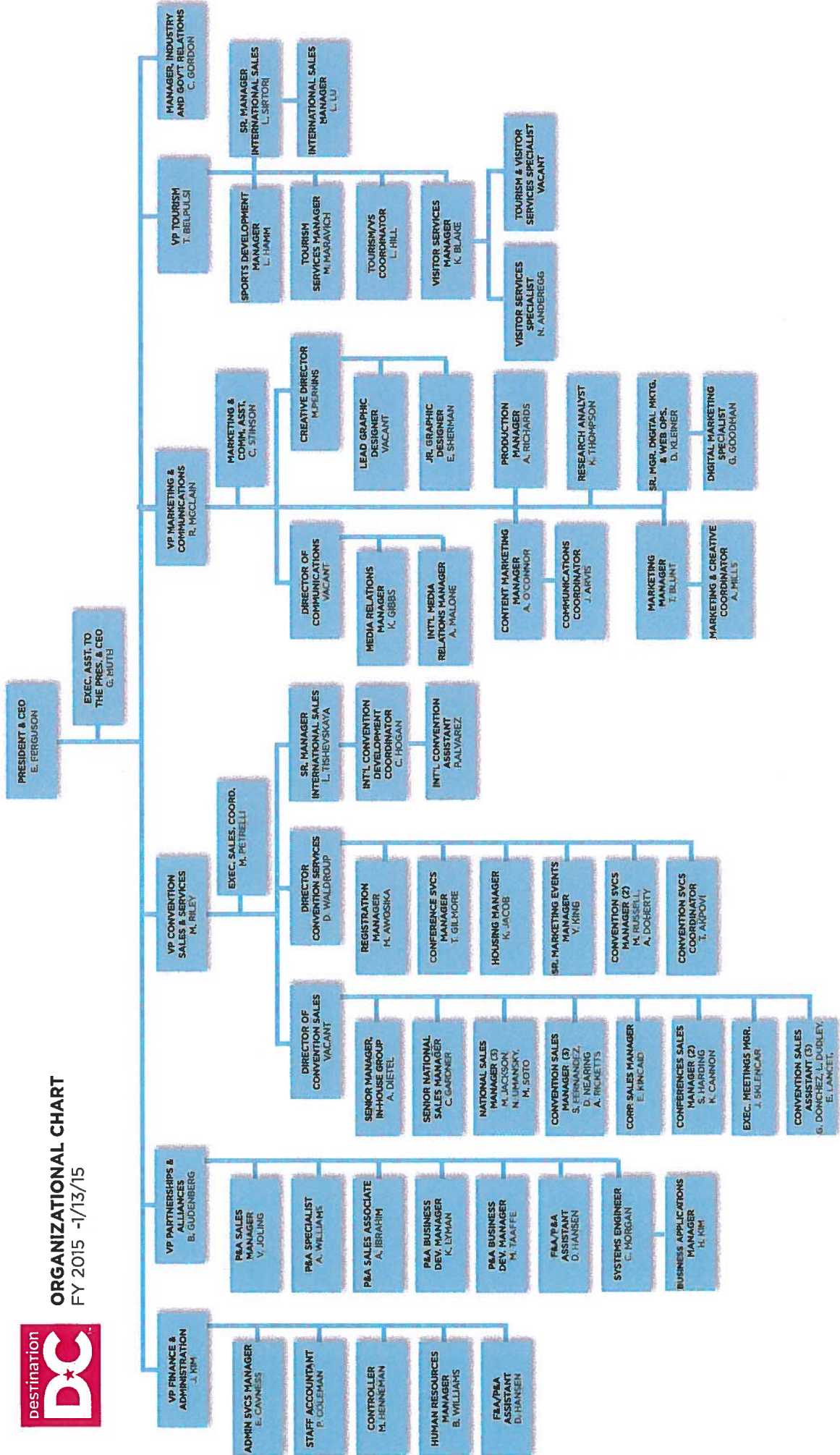
- **Please include a list of the employees (name and title) for each subdivision and the number of vacant positions.**
- **Please provide a narrative explanation of any organizational changes made during the previous year.**
- **Please provide a complete, up-to-date position listing for your agency, which includes the following information:**
 - **Title of position;**
 - **Name of employee or statement that the position is vacant, unfunded, or proposed;**
 - **Date employee began in position;**
 - **Salary and fringe benefits, including the specific grade, series, and step of position; and**
 - **Job status**
(continuing/term/temporary/contract).

Please list this information by program and activity

(Please see Attachment 4)



ORGANIZATIONAL CHART
FY 2015 -1/13/15



QUESTION #5

Please provide the following:

- **A list of all employees who receive cellphones, personal digital assistants, or similar communications devices at agency expense;**
- **A list of all vehicles (year, make, model) owned, leased or otherwise used by the agency and to whom the vehicle is assigned. Please include lease amount (if applicable) and date the lease expires;**

(Please see Attachment 5)

Home Department Desc - Check	Job Title	Monthly Cell Phone Reimbursement	Payroll Name	Employee Type
Convention Sales & Services	Executive Sales Coordinator	50.00	Petrelli, Michelle Jeanette	Full Time Regular
Convention Sales & Services	Int'l Convention Development Coordinator	50.00	Carmody, Clare Hogan	Full Time Regular
Marketing & Communication	Digital Marketing Specialist	50.00	Goodman, Grace	Full Time Regular
Marketing & Communication	Marketing Specialist	50.00	Blunt, Victoria	Full Time Regular
Marketing & Communication	Research Analyst	50.00	Thompson, Kathryn Elizabeth	Full Time Regular
Partnerships & Alliances	Dual-Department Assistant	50.00	Hansen, Dana	Full Time Regular
Partnerships & Alliances	P&A Specialist	50.00	Williams, Andrea	Full Time Regular
Tourism	Tourism/Visitor Services Coordinator	50.00	Vacant	Full Time Regular
Convention Sales & Services	Conference Services Manager	80.00	Gilmore, Tabatha	Full Time Regular
Convention Sales & Services	Convention Sales Manager	80.00	Rittenberg, Alison	Full Time Regular
Convention Sales & Services	Convention Sales Manager	80.00	Fernandez, Sharmane	Full Time Regular
Convention Sales & Services	Convention Sales Manager	80.00	Nearing, Dana Justin	Full Time Regular
Convention Sales & Services	Convention Services Asst.	80.00	Akovi, Oteri	Full Time Regular
Convention Sales & Services	Convention Services Mgr.	80.00	Doherty, Allison Anne	Full Time Regular
Convention Sales & Services	Convention Services Mgr.	80.00	Russell, Monique M	Full Time Regular
Convention Sales & Services	Corporate Sales Manager	80.00	Kincaid, Eric	Full Time Regular
Convention Sales & Services	Executive Meetings Manager	80.00	Sklenkar, John	Full Time Regular
Convention Sales & Services	National Sales Manager	80.00	Soto, Michelle C	Full Time Regular
Convention Sales & Services	National Sales Manager	80.00	Jackson, Michael	Full Time Regular
Convention Sales & Services	National Sales Manager	80.00	Umansky, Nancy E	Full Time Regular
Convention Sales & Services	Sr. Manager In House Group	80.00	Dietel, Sydney Alexandra	Full Time Regular
Convention Sales & Services	Sr. National Sales Manager	80.00	Gardner, Caroline	Full Time Regular
Finance & Administration	Admin. Services Mgr.	80.00	Cavness, Evelyn R	Full Time Regular
Finance & Administration	Business Applications Manager	80.00	Kim, Hyejung Hannah	Full Time Regular
Finance & Administration	HR Manager	80.00	Williams, Bryan	Full Time Regular
Finance & Administration	Systems Engineer	80.00	Morgan Jr, Calvin G	Full Time Regular
Marketing & Communication	Content Marketing Manager	80.00	O'Connor, Andrew Maximilian	Full Time Regular
Marketing & Communication	Int'l Media Relations Mgr.	80.00	Malone, Alicia Jan	Full Time Regular
Marketing & Communication	Media Relations Manager	80.00	Gibbs, Katherine	Full Time Regular
Marketing & Communication	Production Manager	80.00	Richards, Ashley E	Full Time Regular
Marketing & Communication	Sr. Marketing Events Manager	80.00	King, Yvonne	Full Time Regular
Marketing & Communication	Sr. Mgr, Digital Mktg & Website Ops	80.00	Kleiner, Daniel N	Full Time Regular
Partnerships & Alliances	P&A Manager	80.00	Lyman, Kirsten Ashley	Full Time Regular
Partnerships & Alliances	P&A Sales Associate	80.00	Ibrahim, Bakari	Full Time Regular
Partnerships & Alliances	P&A Sales Manager	80.00	Cai, Vicki	Full Time Regular
Partnerships & Alliances	Sr. P&A Marketing Mgr	80.00	Taaffe, Megan	Full Time Regular
President's Office	Executive Assistant	80.00	Muth, Catherine	Full Time Regular
Registration Services	Registration Manager	80.00	Awosika, Olufunke Mary	Full Time Regular
Tourism	International Sales Manager	80.00	Lu, Yi	Full Time Regular
Tourism	Sports Development Manager	80.00	Hamm, Lawrence	Full Time Regular
Tourism	Sr. Int'l Tourism Sales Manager	80.00	Sirtori, Letizia	Full Time Regular
Tourism	Tourism Services Manager	80.00	Hill, Lindsay Maria	Full Time Regular
Visitor Services	Visitor Services Manager	80.00	Blake, Kova	Full Time Regular
Convention Sales & Services	Director Convention Sales	Full	Melissa Riley	Full Time Regular
Convention Sales & Services	Director Convention Services	Full	Waldroup, Dianna	Full Time Regular
Convention Sales & Services	Sr. Manager International Sales	Full	Tishevskaya, Larissa	Full Time Regular
Convention Sales & Services	VP Sales and Services	Full	Burt Jr, Ronnie	Full Time Regular
Finance & Administration	VP Finance & Admin	Full	Kim, Jeong H	Full Time Regular
Marketing & Communication	Creative Director	Full	Perkins, Marquis LaSelle	Full Time Regular
Marketing & Communication	Director of Communications	Full	Sarah Maciejewski	Full Time Regular
Marketing & Communication	VP Marketing & Communications	Full	McClain, Robin Alani	Full Time Regular
Partnerships & Alliances	VP Partnerships & Alliances	Full	Gudenberg, Bruce G	Full Time Regular
President's Office	President/CEO	Full	Ferguson, Elliott L	Full Time Regular
President's Office	Special Asst to the President	Full	Gordon, Crispus	Full Time Regular
Tourism	VP Tourism & Visitor Services	Full	Belpulsi, Theresa M	Full Time Regular

	Status	Year	Make	Model	Lease Amount	Lease Starts	Lease Expires
Car 1	Owned	2013	Buick	Enclave	N/A	N/A	N/A
Car 2	Leased	2013	Lexus	LS460	\$ 39,308.00	July, 2013	June, 2016

QUESTION #6

Please provide budget information showing your agency's approved budget and actual spending, by division, for FY14 and FY15, to date. In addition, please describe any variance between fiscal year appropriations and actual expenditures

(Please see Attachment 6)

Destination DC

Statement of Financial Activities (Profit & Loss) Year to Date As of September 30, 2014 (Final)

Revenue (by Revenue Source)	YTD FY2014 Actual			FY2014 Budget		
	YTD Actual	YTD Budget (revised)	Variance Actual vs. Budget (YTD)	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
1 Events DC Special Funding*	\$10,203,000	\$10,349,000	(\$146,000)	\$10,773,000	(\$570,000)	95%
2 Events DC Special Funding**	375,000	404,000	(\$29,000)	530,000	(\$155,000)	71%
3 Sponsorship Revenue	372,000	369,000	\$3,000	455,000	(\$83,000)	86%
4 Sponsorship Revenue	393,000	419,000	(\$26,000)	485,000	(\$92,000)	86%
5 Sponsorship Revenue	44,000	43,000	\$1,000	90,000	(\$46,000)	49%
6 Housing Revenue	155,000	185,000	(\$30,000)	195,000	\$0	100%
7 Publication Ad Sales	44,000	42,000	\$2,000	60,000	(\$16,000)	73%
8 On Line Reservation Revenue	317,000	307,000	\$10,000	351,000	(\$34,000)	96%
9 On Line Reservation Revenue	27,000	27,000	\$0	26,000	\$1,000	104%
10 Publication Sales	3,060,000	3,060,000	\$0	3,150,000	(\$90,000)	N/A
11 Grants**	402,000	379,000	\$23,000	-	\$402,000	N/A
12 Miscellaneous/Other Income	\$17,436,000	\$17,586,000	(\$150,000)	\$18,147,000	(\$711,000)	96%
Total Revenue	\$17,318,000	\$17,535,000	(\$217,000)	\$18,061,000	(\$743,000)	96%
Expenses:	Actual	Budget (revised)	Variance Actual vs. Budget	Annual Budget	Variance YTD Actual vs. Annual Budget	Actual vs. Annual Budget
15 Partnerships & Alliances	853,000	925,000	(\$72,000)	863,000	(\$10,000)	99%
17 Convention Sales & Services	3,616,000	3,769,000	(\$153,000)	4,041,000	(\$425,000)	89%
19 Marketing & Communication***	6,045,000	5,971,000	74,000	6,126,000	(\$81,000)	99%
20 Registration Services	441,000	440,000	1,000	492,000	(\$51,000)	90%
21 Travel Services	614,000	614,000	\$0	651,000	(\$37,000)	90%
22 Additional Programs/Projects	-	-	-	-	\$0	N/A
Total Expense	\$17,318,000	\$17,535,000	(\$217,000)	\$18,061,000	(\$743,000)	96%
Change in Fund Balance	\$ 118,000	\$ 51,000	\$ 67,000	\$ 66,000	\$ 66,000	

Significant shortage on hotel taxes for fiscal FY14. A delay in exceptions account transfer caused further variance. Delayed and reorganized international sales approach throughout FY14

A couple of corporate sponsorship program changed since execution of the agreements

Timing issue of executing MWAA programs

Below budget - payroll, depreciation, bad debt, and special projects savings due to anticipated shortfall of hotel taxes
 Below budget - managing through event expenses
 Over budget - due to DC government sponsored Air China marketing program
 Below budget - payroll, domestic trade shows, and international trade shows expenses all managed according to anticipated hotel taxes shortage
 Below budget - payroll and production costs executed at less than budget
 N/A
 Below budget - significant savings on postage and fulfillment services

*Events DC funding represents funding for international convention sales - Amount approved annually.
 **Grant represents the \$3M marketing investment from DC and \$150K from MWAA
 ***The \$3M was allocated to Marketing & Communication (\$2.6M), Tourism (\$0.3M), and CSS (\$0.1M)
 ****\$400K Air China marketing fund from the City was added to FY14 budget

QUESTION #7

How many of your employees are District residents?

Employee Breakout 1/5/2015

Employees DC residents: 94

F/T=27

P/T=67

Total Employees: 187

F/T=66

P/T=121

F/T: $27/66=41\%$

P/T: $67/121=55\%$

F/T: $27/187=15\%$

P/T: $67/187=36\%$

Total $94/187=51\%$

QUESTION #8

In the Fiscal Year 2013 budget and subsequent budgets, I have advocated for and received millions of additional dollars for your budget. Are you able to assess the benefits of these additional dollars? My goal is to continue to allocate more funding to organizations such as yours that create several new dollars in tax revenue for each tax dollar we invest. Can you track the following metrics, or suggest other data points that would indicate the value of these dollars?

- **How many additional room nights are attributable to this new funding?**
- **How many additional trips are attributable to this new funding?**

The additional budget allocation for marketing of \$3 million for FY2014 requires an ROI study, which was conducted by Destination Analysts, an independent research company. (Full report attached.) The results included the following:

Destination DC Investment - \$3.0 million

Gross incremental visitor spending generated - \$98.4 million

Overall ROI (Incremental visitor spending/DDC investment) - 32.8/1

Incremental tax revenue generated for Washington, DC - \$7.6 million

Tax ROI (Taxes generated/DDC investment) - 2.54/1 (In terms of tax revenue, the DC Cool spring/summer advertising campaign produced a strongly positive ROI for the District of Columbia of 2.54: 1. This is \$0.77 more per \$1 invested than the successful 2013 campaign.

Washington, DC visitors who were influenced by the advertising to make their trip were not only much likelier to stay overnight in Washington, DC than those whose

trip was not motivated by the ads (64.4% vs 48.3%), but were also much likelier to stay in a Washington, DC hotel (53.3% vs 38.9%).

The FY2014 advertising campaign creative inspires significant interest in visiting Washington, DC. Nearly four in ten survey respondents said that the advertising made them more likely to visit Washington, DC in the next year.

Illustrating the impact of the campaign on those exposed to it, 95.5% of Washington, DC visitors who recalled the advertising report that the advertisements were either “Important” or “Very important” to their ultimate decision to visit Washington, DC.

The following factors combined to contribute to the 2014 advertising campaign’s strong, increased ROI to Washington, DC:

- Three in ten survey respondents recalled at least one of the campaign ads—the highest recall rate ever recorded in this study
- Strong performance by all campaign media, particularly television for high recall and digital for efficiency
- Visitors influenced by the ads stayed overnight in Washington, DC and in Washington, DC hotels at a higher rate than those who were not influenced by the ads
- Positive consumer response to the ad creative

(Please see Attachment 7 for further information)

DESTINATION DC

2014 Advertising Effectiveness & ROI Study— Report of Findings

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Introduction

Project Overview

This report presents the findings of an advertising effectiveness and return on investment study conducted by Destination Analysts, Inc. on behalf of Destination DC, the organization charged with marketing the District of Columbia as a global convention, tourism and special events destination. The primary objective of this study was to develop an understanding of the reach and impact of the organization's 2014 Spring and Summer advertising campaigns. These campaigns ran between February and September 2014 and consisted of \$3.0 million in media placement in television, print, radio, outdoor and online, as well as guerilla marketing via *The Today Show*. The campaign was additionally supported by an ongoing and extensive public relations outreach to gain earned media value for Washington, DC.

Research Objectives

As was done to evaluate four previous advertising campaigns on behalf of Destination DC, Destination Analysts executed a research plan to gather data to:

1. Evaluate the 2014 campaign's reach

- Measure brand awareness (unaided/aided)
- Develop advertising awareness and recall metrics (aided)
- Examine the impact of the campaign on travelers' perceptions of Washington, DC as a travel destination
- Evaluate the campaign's impact on travelers' likelihood to visit Washington, DC

2. Calculate Return on Investment

- Measure incremental visitation and spending generated as a result of the campaign (i.e., the total number of visitors that traveled to the District of Columbia, the total number of hotel room nights generated and the total additional in-market spending generated)
- Estimate the incremental tax revenues generated by the campaign
- Gather information on traveler behaviors including data such as trip length, reasons for visit, place of stay, in-market expenditures, etc.

3. Provide Destination DC with conclusions relative to the campaign's strategy, effectiveness and options for future refinements.

- Evaluate the effectiveness of media options
- Compare the results to previous advertising effectiveness/ROI studies

Methodology

To maximize efficiency and reliability, as well as consistency with past studies, an online survey methodology was again chosen.

Given the reach of the media, the goals of this research require that a large survey sample be collected from across the Eastern United States and parts of Canada. In addition, large subsamples from residents of each of the metropolitan areas targeted by the advertising campaigns were desired.

Survey sampling mirrored the advertising campaign, which focused on attracting visitors from five key metropolitan areas: Boston, MA, New York City, NY, Philadelphia, PA, Richmond, VA and Toronto, Canada. However, the reach of the program clearly went well beyond the boundaries of these metropolitan areas. As a result, this study measures the effects of the campaign on travelers living across the broader East Coast, including fourteen Eastern states¹.

¹ "Other East Coast" areas include all residents (outside the four DMAs studied) of Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, West Virginia, Ohio, Virginia, North Carolina, South Carolina and Georgia.

As in past years, Destination Analysts contracted with a trusted sample provider—Survey Sampling International, who maintains one of the largest global research panels—to reach out to its panel for survey collection. A survey invitation was sent to a randomly-selected sample of residents from the five selected Designated Market Areas (DMA)² and to a randomly-selected representative sample of residents in the other target states along the East Coast. Again, to be able to reliably evaluate the campaign’s effectiveness in reaching residents of the targeted metropolitan areas, a robust survey sample was required. The chart following shows the number of completed surveys gathered in each of the target geographies.

	Overall Sample Size	Confidence Interval (95% Confidence Level)
New York DMA	699	+/- 3.7%
Philadelphia DMA	703	+/- 3.7%
Richmond DMA	708	+/- 3.7%
Boston DMA	701	+/- 3.7
Toronto DMA	699	+/- 3.7%
Other East Coast areas	1109	+/- 2.9%
Total	4619	+/- 1.4%

Weighted Data

As the sampling plan used in this project targeted specific sample quotas in each of the five metropolitan areas, the raw data is not representative of the overall population of residents of the larger area of study. As a result, all data presented in this report is weighted to reflect the actual resident populations in the geographic areas studied.

The remainder of this report presents the study’s findings. The most critical of these—including visitor spending and ROI estimates—are highlighted in Section 4, while complete findings for all survey questions follow in Section 5.

² Nielson Media Research defines what are called “Designated Market Areas “(or DMA), which are generally a group of counties in which the commercial TV stations in the geographic area achieve the largest audience share. This is a non-overlapping geography used for planning, buying and evaluating audiences across various markets.

Quick Facts:

The profile below shows a summary of the study's key descriptive statistics and findings.

	2008	2009	2010	2013	2014
Unaided interest in visitation to Washington, DC for Urban Leisure Travel:	10.5%	9.6%	9.7%	9.6%	10.5%
Traveled to the District of Columbia in the past 12 months:	15.6%	16.2%	15.0%	19.4%	17.7%
Gross incremental travel ratio:	8.1%	9.0%	9.2%	13.0%	8.6%
Visitor spending in the District of Columbia generated by the campaign:	\$53.4 million	\$58.8 million	\$52.0 million	\$80.2 million	\$98.4 million
Overall Return on Investment per dollar invested:	\$40.00	\$48.00	\$35.00	\$26.72	\$32.80
Tax revenues generated for the District of Columbia:	\$3.7 million	\$4.2 million	\$3.6 million	\$5.3 million	\$7.6 million
Tax Return on Investment per dollar invested:	\$2.79	\$3.40	\$2.53	\$1.77	\$2.54
Percent of visitors staying overnight inside the District of Columbia:	44.9%	49.4%	43.4%	51.8%	54.6%
Percent of visitors staying overnight in District of Columbia hotels:	35.7%	40.7%	25.6%	31.2%	36.3%
Recall of print ads (aided):	14.2%	14.8%	14.3%	14.4%	12.6%
Recall of digital display ads (aided):	8.1%	5.9%	9.8%	12.7%	13.0%
Recall of digital video ads (aided):	n/a	6.5%	5.8%	8.2%	10.7%
Recall pop-up event/live TV event (aided):	n/a	n/a	n/a	10.8%	23.2%
Recall of TV ads (aided):	5.8%	n/a	n/a	n/a	13.2%
Recall of outdoor ads (aided):	n/a	n/a	12.2%	n/a	20.2%
Recall of radio ads (aided):	n/a	n/a	n/a	8.2%	10.8%
Recall of any ad (total, aided):	19.0%	20.6%	20.2%	24.1%	30.8%
Recall of leisure travel articles about Washington, DC:	12.5%	12.8%	14.0%	13.8%	17.3%
Recall of leisure travel TV features about Washington, DC:	11.7%	11.7%	12.2%	12.1%	17.1%
Percent agreeing that the advertising "effectively" or "very effectively" portrayed Washington, DC as a place they would want to visit for leisure:	60.4%	59.0%	50.1%	68.7%	66.6%
Percent who feel the advertising makes them more likely to visit Washington, DC in the next 12 months:	27.0%	24.8%	23.1%	33.3%	37.7%

Executive Summary

This study presents measurements of the reach and impact of Destination DC's 2014 Spring and Summer marketing and advertising campaigns. This \$3.0 million marketing effort ran between February and September 2014. To conduct this study, an online survey was used to collect a large sample from adult residents across the Eastern United States and parts of Canada. In total, 4,285 completed surveys were collected. As the sampling plan used in this project targeted specific sample quotas in each of the campaign's five targeted metropolitan areas, the data was weighted so that the results presented here accurately reflect the overall population of the larger area of study. In the Executive Summary following, the key findings from this study are outlined in brief.

Overall Campaign Effectiveness & ROI

- **In total, the advertising campaign generated 115,802 incremental trips, 54.6 percent of which were taken by visitors who stayed overnight somewhere inside the District of Columbia (in hotels or as guests in private residences).** Of the remaining 45.4 percent of trips, these incremental visitors stayed outside the District and took day trips into the city. In total, these two groups spent \$80.0 million inside the District of Columbia during the period of study.
- **Visitors staying in District of Columbia hotels were responsible for 68.1 percent of total incremental visitor spending (or \$67.0 million).** Visitors staying in other locations (District of Columbia private homes and/or anywhere in the suburbs) spent \$31.3 million in the District of Columbia, or 31.8 percent of the total.
- **The amount of taxes generated directly for the District of Columbia government from the campaigns is estimated to be \$7.6 million.** The significant majority of the District of Columbia's tax revenue from the campaign (approximately \$3.3 million) came from the 14.5 percent hotel tax and 10 percent restaurant tax.

Survey Findings

- **The television programs and networks incorporated into the advertising campaign are strongly consumed in this region.** Survey respondents were shown a list of television networks and programs that campaign efforts appeared on, and then were asked to select those which they recall watching in the past year. Both ABC's *Good Morning America* and NBC's *The Today Show* are popular amongst regional residents, with half of respondents reporting watching these programs at least once in the last 12 months. About one third reported watching ESPN2 (33.7%). CBS W-USA and the Tennis Channel were watched by 17.5 and 9.0 percent, respectively. (Figure 5.1, Page 28)
- **Travel, lifestyle and local magazines continue to be popular amongst regional residents, with nearly 60 percent reporting having read at least one of the magazines on the campaign media schedule.** Survey respondents were shown a list of the magazines the campaign advertising ran in and were asked to select those which they recall reading or looking through in the past year. Nearly 60 percent reported having read at least one of the magazines on the campaign media schedule. The most read amongst the magazines in the campaign were *Southern Living* (20.4%), *Food & Wine* (20.0%) and/or *Travel + Leisure* (19.6%). (Figure 5.2, Page 29)
- **The social network, Facebook, was the most utilized of the online media tested, followed by online travel agencies.** Survey respondents were also shown a list of websites that the campaign's digital advertising ran on, and asked which ones they visited at least once in the past 12 months. More than two-thirds of respondents said they had visited Facebook at least once in the past year (68.0%). Online travel agencies were the next most popular sites, with significant percentages of the studied population visiting Expedia.com (40.1%), Travelocity.com (33.2%) and Orbitz.com (24.2%). About one in five visited *The New York Times* website, NYTimes.com (19.4%). (Figure 5.3, Page 30)
- **Google search was used by over ninety percent of regional residents.** As the campaign included paid search, survey respondents were then asked which search engines they had used in the past year. Survey findings continue to reflect Google's search market dominance, with over ninety percent of survey respondents saying they had used this search engine in the last year. Although second to Google, Yahoo!'s search engine was used by 47.1 percent of respondents. Microsoft's search tool, Bing, was used by 40.9 percent of respondents in the past year. In total, 98.0 percent reported using at least one of these search engines. (Figure 5.4, Page 31)
- **Given the nature of this media, radio had a more limited potential reach.** The advertising campaign included radio spots in the Atlanta market. Fewer than 5 percent of the Georgia residents surveyed reported having listened to any of the three radio stations tested. (Figure 5.5, Page 32)

- **Nearly a quarter of regional residents studied visited Times Square during the summer of 2014.** As the campaign included an outdoor video ad that played in New York City's Times Square during the summer, survey respondents were asked if they had visited Times Square at any point in July, August, and/or September 2014. In total, 22.3 percent of survey respondents reported visiting Times Square within that three-month period. (Figure 5.6, Page 33)
- **The U.S. East Coast and Toronto residents surveyed took an average of 2.7 leisure trips in the past year.** While 23.2 percent took no leisure trips, and 18.4 percent took only one trip, a majority of adults living in the area of study travels multiple times for leisure each year (58.4%). This population area continues to represent an opportune environment to market Washington, DC as an option for one or more of these trips. (Figure 5.7, Page 34)
- **Although unaided awareness and consideration of Washington, DC as an urban leisure travel destination remains strong, New York City continues to represent D.C.'s biggest competition for those travelers seeking this type of experience.** To understand Washington DC's competitive landscape, survey respondents were asked to assume they wanted to take a trip within the United States to an urban destination that offers great hotels, dining, shopping, entertainment, outdoor activities and other unique experiences and then list the four destinations that first came to mind. By a significant ratio, New York City was viewed as the strongest travel brand offering this type of destination experience, with 37.0 percent listing it as one of the cities that first came to mind. The second tier of cities— comprised of Boston(13.6%), Las Vegas (12.8%), San Francisco (12.2%), Miami (12.1%), Chicago (12.0%), and Los Angeles (11.9%)—were written in by similar percentages of respondents. Similar to 2013 (9.6%), 10.5 percent of survey respondents said that Washington, DC was one of the top four U.S. cities that they would think of for this type of experience. (Figure 5.8, Page 35)
- **Washington, DC continues to capture a significant share of regional visitor traffic.** Those survey respondents who reported having traveled at least once for leisure in the past year were then presented a list of cities and asked which they had visited in the last twelve months. As in previous years, New York City was the top regional destination, with 30.5 percent of regional residents having visited the city in the past year, followed by Orlando, FL (18.1%) and Philadelphia, PA (18.0%). Washington, DC—the fourth most visited regional destination—continues to capture a significant share of regional visitor traffic as well, with 17.7 percent having traveled to the city in the previous 12 months. To explore how Destination DC may want to partner with some Western destinations for international marketing efforts, San Francisco, Seattle and Portland were tested this year. San Francisco was the most visited amongst these Western destinations (6.4%). (Figure 5.9, Page 36)
- **Regional Washington, DC visitors took an average of 2.1 trips to the city.** Those that reported visiting the District of Columbia for leisure in the past year were asked how many such trips to the city they made. While the majority of survey respondents said they took

just one leisure trip to the District of Columbia (55.2%), over 40 percent took multiple trips to the city for leisure. (Figure 5.10, Page 37)

- **Visitation to Washington, DC amongst regional residents was at its lowest point in February (9.2%) and highest in April (21.8%) and July (20.6%) 2014.** These findings are similar to those in previous years. (Figure 5.11 Page 38)
- **Visiting friends and relatives (VFR) and weekend getaways are significant tourism drivers to Washington, DC amongst Eastern regional travelers.** Respondents visiting Washington, DC in the past year were asked the primary purpose of their most recent leisure trip to the city. The most common response to this question is "visit friends or family" (30.3%). This was followed by one in four respondents who came to Washington, DC for a "weekend getaway" (24.9%). Nearly one in five characterized their trip as a "vacation" (18.6%). Similarly, 18.3 percent reported visiting Washington, DC to "attend an event" (18.3%). (Figure 5.12, Page 39)
- **With a significant number of regional Washington, DC visitors coming to the city for a weekend getaway, vacation or special event/festival on their most recent trip, the greatest proportion of visitors stayed overnight and in paid accommodations (56.1%).** With 30.3 percent reporting coming to Washington, DC specifically to visit friends and family, a similar percent (28.2%) stayed overnight at the residence of a friend or family member. One fifth (20.2%) of regional District of Columbia visitors were on a day-trip (or just passing through) and thus did not require lodging. (Figure 5.13, Page 40)
- **Regional overnight visitors to the Washington, DC area are likeliest to stay in paid accommodations in the city.** Those who stayed overnight in the Washington, DC area during their most recent trip were asked the location(s) of where they stayed overnight. Over half of regional overnight visitors stayed in accommodations within the District of Columbia (54.6%). Of those that stayed outside the District, northern Virginia continued to be a more popular lodging destination than southern Maryland (35.4% vs. 19.0%). (Figure 5.14, Page 41)
- **The typical regional District of Columbia visitor surveyed spent an average of 3.6 days within the metropolitan area.** As regional residents don't generally have to travel extensive distances to visit Washington, DC—and the reported purpose of many of these trips was for weekend getaways, to visit friends and family, or to attend an event—this may warrant shorter trips. (Figure 5.15, Page 42)
- **The District of Columbia captures a significant portion of regional visitors' overall trips.** Of the 3.6 days typically spent in the metropolitan area, on average, 3.0 of those days were spent inside the District of Columbia. (Figure 5.16, Page 43)
- **Washington, DC visitors who stayed overnight in paid accommodations (such as a hotel or motel) reported spending \$755.18 per day in the city on average.** The largest proportions

of this spending were on lodging" (\$240.65) and restaurants & dining (\$147.91). (Figure 5.17, Page 44)

- **Visitors who did not stay in paid accommodations in the District of Columbia spent an average of \$344.16 per day in the District of Columbia.** This spending was largely on restaurants & dining (\$132.27), retail purchases (\$67.40) and entertainment (\$51.67). These visitors spent less overall and on each individual spending category than their counterparts who stayed in District of Columbia hotels/motels. Given this disparity in average spending, the survey findings continue to show that Destination DC can maximize in-market visitor spending generated through its marketing efforts by motivating visitors to stay in District of Columbia hotels. (Figure 5.18, Page 45)
- **Reported visitor spending covered 2.2 persons on average.** This makes the mean per-person, per day spending represented by regional District of Columbia hotels guests \$343.26, and \$156.44 for those who did not stay in paid accommodations within the District. (Figure 5.19, Page 46)
- **58.2 percent of regional Washington, DC visitors also spent time in northern Virginia and/or southern Maryland on their most recent Washington, DC trip.** (Figure 5.20, Page 47)
- **The District's surrounding areas maintain economic benefits from Washington, DC tourism.** Those visiting northern Virginia and/or southern Maryland during their Washington, DC trip were then asked how much in total they spent while in this area(s). If a respondent indicated that they stayed in paid accommodations in one of these suburbs, they were asked to specifically breakout their total spending on lodging. These suburban hotel guests spent an average of \$319.93 (in total) in northern Virginia and/or southern Maryland during their trip. (Figure 5.21, Page 48)
- **The typical regional District of Columbia visitor had 2.7 people in his or her travel party.** By far, the greatest proportion of visitors was traveling with just one other person (47.3%). 40.7 percent were in groups of three or more, while just 12.0 percent visited Washington, DC solo. (Figure 5.22, Page 49)
- **The vast majority—70.9 percent—of regional District of Columbia visitors are traveling with just adults.** While Washington, DC is primarily an adult destination, the city does, however, attract an important share of the region's family travel market. 29.1 percent of visitors had at least one child in their party. (Figure 5.23, Page 50)
- **For regional travelers, interest in Washington DC's famed monuments and museums (and many of them free), and its historical significance continue to be the most important motivating factors in choosing the destination.** Survey respondents were asked to select (from a list) the factors that were important to their decision to make their most recent visit to the city. The most commonly selected factors were "museums" (56.0%), "monuments" (49.6%), "historical attributes" (45.8%) and "free attractions" (44.3%). Interestingly, nearly

forty percent named “something appealing is always happening” as one of the primary reasons they chose to visit Washington, DC. DC’s authentic vibe (31.5%) and food scene (30.7%) was important to almost one-third of regional visitors surveyed. (Figure 5.24, Page 51)

- **Over 60 percent of regional residents feel they are at least “somewhat familiar” with the District of Columbia as a leisure travel destination.** All survey respondents were asked how familiar they are with Washington, DC as a place to visit for leisure. 21.3 percent describe themselves as “very familiar,” while 42.5 percent say they are “somewhat familiar.” About one-in-five regional residents feel they are “not at all familiar” with D.C. (Figure 5.25, Page 52)
- **Washington, DC continues to enjoy a high degree of potential to attract regional travelers to visit the city for leisure in the coming year.** Half of survey respondents (49.2%) say they have at least some likelihood to visit Washington, DC in the next twelve months, with one-in-ten saying they will “certainly visit.” (Figure 5.26, Page 53)
- **Unaided recall of Washington, DC advertising amongst regional residents grew compared to past campaigns.** 19.6 percent of survey respondents said with certainty that they recalled seeing an ad for leisure travel to Washington, DC in the past 12 months, up from 16.5 percent in 2013. 19.9 percent thought they “maybe” had. 60.4 percent felt they did not see any of these advertisements. (Figure 5.27, Page 54)
- **Unaided recall of Washington, DC tourism advertising is primarily recollected in television, followed by magazines and online media.** Respondents who said they recalled seeing advertising for leisure travel to Washington, DC in the past year were asked to select the media in which they had seen this advertising. Survey respondents were likeliest to cite seeing Washington, DC travel advertising on television (51.3%), magazines (48.6%) and/or online on their desktop, laptop or tablet (42.9%—comparatively, 22.1% recalled seeing Washington, DC advertising on their mobile device). Given these results, regional residents were likely to have been exposed to Washington, DC tourism messages across multiple media. (Figure 5.28, Page 55)
- **In total, 12.6 percent recalled seeing Destination DC’s ads in magazine.** Respondents were shown the print ads that comprised the campaign and asked whether they had seen the ads in any magazines in the past year. 12.6 percent recalled seeing these magazine ads (down from 14.4% total print recall in 2013; however, the 2013 also included newspaper advertising). In years past, of the campaign media tested in the survey, print had the highest recall, however print was mildly surpassed by television and digital ads in 2014— which also cover wide geographic areas. Nevertheless, print still maintained high levels of unaided recall, with 48.6 percent saying they saw a Washington, DC leisure ad(s) in a magazine. (Figure 5.29, Page 56)

- **Similarly, penetration by the campaign's television advertisements reached 13.2 regional residents.** When shown the ads that ran on television, 13.2 percent of survey respondents said they recall having seen them. (Figure 5.30, Page 57)
- **Digital display ad recall neared television ad recall.** Respondents were shown the digital display advertisements used in the campaign and were asked if they had seen these ads anywhere online. 13.0 percent said they had in fact seen these ads online, up slightly from 12.7 percent in 2013 and 9.8 percent in 2010. (Figure 5.31, Page 58)
- **One in ten regional residents recall seeing the campaign's digital video ad.** Respondents were shown the *DC Cool* digital video advertisement and asked if they had seen this ad anywhere online. 10.7 percent said they recalled seeing the video online in the past year. (Figure 5.32, Page 59)
- **Given the high consumption of these show amongst the studied population and its national reach, the morning show "stunts" had the highest recall of all of the different media tested (23.2%).** Respondents were shown images of the stunts on *The Today Show* and *Good Morning America* promoting *DC is Blooming* and asked if they had recalled seeing this promotion on either of these shows. Nearly one in four respondents said they had seen this effort. (Figure 5.33, Page 60)
- **One in five of New York City metropolitan area residents and visitors recalled having seen the campaign's outdoor video ad in Times Square.** Respondents who live in New York, New Jersey and Connecticut and anyone who visited Times Square in July, August or September 2014 were shown another *DC Cool* video advertisement that was displayed in New York City's Times Square. 20.2 percent of this group recalled the ad. (Figure 5.34, Page 61)
- **Approximately one in ten Georgia residents recalled the radio advertisements that ran in the Atlanta market.** Respondents who live in Georgia (where the radio spot ran) were asked to listen to the campaign's radio advertisement and asked if they had heard the advertisement. 10.8 percent of respondents said they had heard the ads (up from 8.2 percent in 2013). (Figure 5.35, Page 62)
- **The advertising creative is effective at positioning Washington, DC as an attractive leisure destination.** After viewing the major creative components of the campaign, respondents were asked how effective the ads are in portraying Washington, DC as a place they would enjoy visiting for leisure reasons. As was also seen in the 2013 campaign, two-thirds of survey respondents (66.6%) felt that the 2014 campaign creative is "effective" or "very effective" in portraying Washington, DC as a place they would enjoy visiting for leisure. Only 8.8 percent felt that this year's advertising was "ineffective" or "very ineffective" towards this objective. (Figure 5.36, Page 63)
- **The 2014 advertising campaign best communicates that Washington, DC is a destination that offers a lot to see and do, with exciting nightlife and culinary/dining options.** Destination DC's consumer advertising campaign had several messaging goals that it was

tasked with accomplishing. Survey respondents were asked to use a scale to rate how effective the advertising was overall in portraying Washington, DC in the ways that the campaign intended. As with previous campaigns, there was the most agreement that the 2014 campaign advertising effectively portrayed Washington, DC as “a place with lots to see and do” (74.2%, compared to 76.9% in 2013 and 64.3% in 2010). To a greater degree than in 2013, the ads also effectively presented Washington, DC as “a place with exciting nightlife options” (73.5% vs 66.2%) and “a place with a vibrant food and dining scene” (71.9% vs 66.7%). (Figure 5.37, Page 64)

- **Over a third of respondents (37.7%) felt that the ads made them more likely to visit Washington, DC.** This is up from 33.3 percent in 2013 and 23.1 percent in 2010. Only 5.1 percent said the ads had a negative effect on their likelihood to visit, while 7.92 percent were unsure. The remaining half said they were “Unchanged. I am not more or less likely to visit Washington, DC for leisure in the next 12 months.” (Figure 5.38, Page 65)
- **The advertising was motivational to a significant proportion of regional Washington, DC visitors.** Those survey respondents who reported having made at least one trip to the District of Columbia in the past year and who recalled seeing at least one of the ads were asked if the ad or ads they saw had in any way influenced their decision to visit Washington, DC. Half of these persons (49.9%) reported that the advertising did indeed influence their decision to visit the District of Columbia. This figure increased from 44.2 percent in 2013 and 43.6 percent in 2010. (Figure 5.39, Page 66)
- **Amongst those exposed to it, the advertising plays an important role in the ultimate decision to visit Washington, DC.** Those survey respondents who reported having made at least one trip to the District of Columbia in the past year and who recalled seeing at least one of the ads were asked how important the advertising was to their decision to visit Washington, DC. Illustrating the impact of the campaign on those exposed to it, nearly all respondents report that the advertisements were either “Important” or “Very important” to their ultimate decision to visit Washington, DC (95.5%). (Figure 5.40, Page 67)
- **The campaign was effective at reaching people in the top of the travel planning funnel.** Those survey respondents who reported having made at least one trip to the District of Columbia in the past year and who recalled seeing at least one of the ads were asked at what point in their destination decision process they were in when they saw this advertising. 44.9 percent report having been at a point of potential influence, meaning they had not already made up their mind to visit Washington, DC when they saw the advertising. (Figure 5.41, Page 68)
- **Public relations efforts to generate earned media for Washington, DC were realized further in 2014 compared to previous years.** As the campaign was supported by public relations outreach efforts to get Washington, DC covered in the press, survey respondents were asked if they had seen articles (either digitally or in print) and/or features on television, about leisure travel to Washington, DC in the past year. 17.3 percent said that

they had seen an article (up from 13.8% in 2013) and 17.1 percent reported having seen a feature on television (up from 12.1% in 2013). (Figures 5.42 and 5.43, Pages 69 and 70)

- **In total, 50.8 percent of regional residents said they were “likely” or “very likely” to recommend Washington, DC as a place to visit for leisure.** This is up from 45.3 percent in 2013. Another 29.6 percent said they were “somewhat likely,” up from 23.6 percent in 2013. (Figure 5.44, Page 71)
- **Although largely passed, the Federal Government shutdown in October 2013 continues to have some impact on current interest in Washington, DC for leisure travel.** Survey respondents were asked if the October 2013 Federal government shutdown affected their current level of interest in visiting Washington, DC for leisure. The significant majority—82.0 percent—said that this event had no impact on their current interest in Washington, DC as a leisure destination. One in ten regional travelers said that it did impact their interest in the city (10.9%). When this survey was fielded in October 2013, one in five regional travelers said that they felt such an effect (22.4%). (Figure 5.45, Page 72)
- **Some negative impact from the shutdown remains.** The 10.9 percent of regional travelers who felt their interest in Washington DC was affected by the government shutdown were queried as to the direction of this impact. Although a slightly larger proportion of this audience is now more interested in visiting Washington, DC (51.2%), there is nevertheless some negative impact to note. 48.8 percent of these persons reported that the October 2013 federal government shutdown has made them either “less interested” or “significantly less interested” in visiting the city. (Figure 5.46, Page 73)

Demographic Profile of Survey Respondents

- **Survey respondents skewed female, with 58.6 percent being women.** (Figure 6.1, Page 75)
- **The mean age of survey respondents is 45.1 years.** 28.6 percent are between the ages of 21 and 34. (Figure 6.2, Page 76)
- **The majority of survey respondents are employed in some capacity (58.5%).** 37.2 percent are employed full-time and another 6.7 percent are self-employed. 14.7 percent are employed part-time. (Figure 6.3, Page 77)
- **Nearly three quarters of survey respondents have at least some college education.** 40.3 percent holds a bachelor’s degree, including 16.5 percent who have some graduate school education or more. (Figure 6.4, Page 78)
- **The average annual household income of survey respondents is \$66,002 with 46.3 percent having an annual household income above \$50,000.** (Figure 6.5, Page 79)

- **The vast majority (73.6%) of respondents identifies as Caucasian.** 14.2 percent is African-American. Asian-Pacific Islanders represented 4.6 percent of respondents and Latino-Hispanics 3.5 percent. (Figure 6.6, Page 80)
- **54.7 percent of survey respondents reported being married or in a domestic partnership.** 40.4 percent are single. 14.8 percent has children under age 18. (Figure 6.7, Page 78)
- **Approximately 6 percent of survey respondents identifies as GLBT.** (Figure 6.8, Page 79)

Return on Investment Analysis

Advertising Effectiveness and Program ROI Evaluation

This report is the fifth advertising effectiveness study conducted for Destination DC by Destination Analysts, Inc. In this report, we present estimates of the 2014 advertising campaign's effectiveness in attracting visitors to Washington, DC in the period from February to September 2014. The technique employed in this study to evaluate the advertising campaigns' effectiveness is identical to what was used in previous years.

This presentation of findings begins with the core of the research—estimates of the campaign's reach and the visitor spending it generated for Washington, DC.

Evaluating the Campaign's Reach

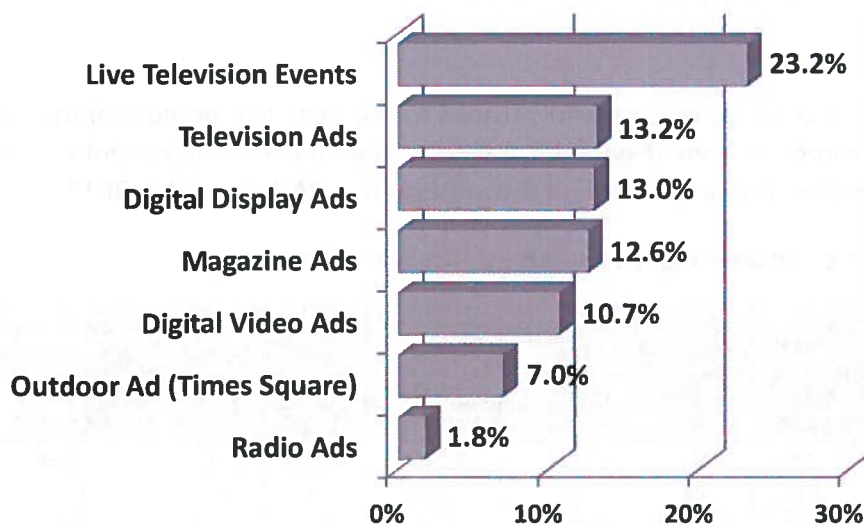
The survey asked respondents (in an unaided question) if in the past 12 months they recalled seeing any advertisements (in magazines, newspapers, online, radio, television and/or outdoor billboards) for leisure travel to Washington, DC. 19.3 percent of respondents recalled seeing such advertisements, with an additional 19.4 percent uncertain.

These general levels of unaided recall are similar to the results emerging from the survey's questions on aided advertising recall. Survey respondents were asked to look at (or listen to) the campaign's advertisements [print, online display, online video, radio, television, and outdoor (New York City Times Square), as well as guerilla efforts via morning TV shows] and indicate if they had seen the advertisements. Figure 4.1 (following) shows aided recall of the advertisements by media, or the percent of survey respondents who recalls having seen each type of advertisement.

Among the advertising types tested, the live television "stunt" events on *The Today Show* and *Good Morning America* were the most widely recalled, with 23.2 percent of all respondents having seen one or both of these events. Of course, due to the significantly greater potential reach of television media, this guerilla marketing effort had a higher recall than the pop-up event in New York City that was part of the 2013 campaign (in which 3.0 percent of all survey respondents recalled seeing). A total of 13.2 percent of all survey respondents recalled seeing

the campaign's (paid) television advertisements. These ads performed much better in terms of recall than the last time paid television was part of Destination DC's primary advertising campaign (5.8 percent overall recall in 2008). 13.0 percent remembered seeing the digital display ads (no statistical change from 2013) and 10.7 percent recalled the digital video advertisement (up from 8.2 percent in 2013). 12.6 percent recalled the magazine ads, down slightly from 14.4 percent in 2013. Because these advertisements ran in singular or limited markets, the media of relative lowest overall aided recall rates amongst the entire surveyed population were the campaign's outdoor video ad in Times Square (7.0%) and the radio advertisements (1.8%).

Figure 4.1: 2013 Overall Advertising Recall (Percent of all respondents who recall seeing advertisements – Aided Recall)



Note: Figures shown here for the outdoor video ad and radio ads are based on all respondents in all areas. Numbers shown later in this report are based on the specific DMAs where these advertisements ran.

The campaign's absolute reach was widespread. Figure 4.2 (following) shows the proportion of survey respondents in each geographic area who report seeing each type of advertisement. Recall rates in the specific markets aligned the proportion of media placement the market received, with the New York DMA having the relative highest recall rates (31.6%) and the Toronto DMA having the relative lowest (25.9%). At least one in four residents of each area studied recalled the campaign.

Figure 4.2: Advertising Recall by Geographic Area

	Total	NY DMA	Philadelphia DMA	Richmond DMA	Boston DMA	Toronto DMA	East Coast (minus DMAs)
Live Television Events	23.2%	21.5%	20.2%	20.9%	17.2%	16.3%	24.1%
Television Ads	13.2%	13.2%	11.2%	10.8%	10.0%	13.0%	13.4%
Digital Display Ads	13.0%	14.9%	11.7%	11.5%	8.5%	11.8%	12.8%
Magazine Ads	12.6%	15.1%	12.4%	11.6%	8.5%	11.2%	12.5%
Digital Video Ads	10.7%	12.1%	9.0%	7.3%	7.7%	11.4%	10.3%
Outdoor Ad	7.0%	13.7%	5.8%	2.6%	5.3%	6.7%	5.5%
Radio Ads	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Any Ads Recalled	30.8%	31.6%	29.5%	29.7%	25.3%	25.9%	31.7%

Media Overlap

In total, 18.0 percent of survey respondents recalled having seen two or more of the seven advertising types tested, up from (Figure 4.3, below). Approximately 30 percent of residents of the overall study area saw at least one of the ads (up from 24.1 percent in 2013).

Figure 4.3: Number of Advertising Media Where Ads Were Seen

	Total	NY DMA	Philadelphia DMA	Richmond DMA	Boston DMA	Toronto DMA	East Coast (minus DMAs)
No Ads Recalled	69.2%	68.4%	70.5%	70.3%	74.7%	74.1%	68.3%
Any Ads Recalled	30.8%	31.6%	29.5%	29.7%	25.3%	25.9%	31.7%
One Ad	12.8%	10.8%	11.5%	14.0%	13.1%	9.0%	13.9%
Two Ads	5.8%	5.8%	7.5%	6.5%	3.8%	5.3%	5.8%
Three Ads	3.1%	4.1%	4.3%	4.2%	2.7%	3.7%	2.6%
Four Ads	3.0%	3.1%	2.5%	1.3%	2.2%	2.4%	3.2%
Five or More Ads	6.1%	7.7%	3.7%	3.6%	3.5%	5.5%	6.2%

Media Effectiveness

Using the percent of survey respondents who recalled having seen Washington, DC advertisements, we can calculate estimates of the number of impressions³ each type of advertising received. Figure 4.4 following shows the calculation of the cost per impression using aided awareness statistics collected in the survey. Television was the most efficient media for recall, with the stunts on the morning shows and the paid advertisements having the lowest costs per impression (\$0.001 and \$0.004 per impression, respectively). The relatively highest cost per impression was for the magazine advertisements (\$0.16/impression).

³ An advertisement's "impressions" are defined here as the geographic area's adult population multiplied by the proportion of this population reporting having seen an advertisement.

Figure 4.4: The Cost of Advertising Impressions by Media (Aided)

	Reported Impressions	Destination DC Investment	Cost per Impression
Live TV Events	19,987,475.35	\$15,000	\$0.001
TV	11,372,184.25	\$50,000	\$0.004
Outdoor (Times Square)	2,379,147.52	\$19,975	\$0.01
Radio	378,915.52	\$15,000	\$0.04
Total Online	13,526,007.03	\$992,561	\$0.07
Magazine	10,855,266.79	\$1,696,136	\$0.16

Return on Investment (ROI) Measurement

A key objective of this research was to estimate incremental visitation and consequent visitor spending and taxes generated by the marketing program. Incremental visitation is defined as travel to the District of Columbia that is a direct result of the advertising campaigns or, alternatively, it is visitation that would not have occurred in the absence of the advertising campaigns. Spending on such incremental trips generated income for local businesses and tax revenues for the local government, which are key indicators of the success of the advertising.

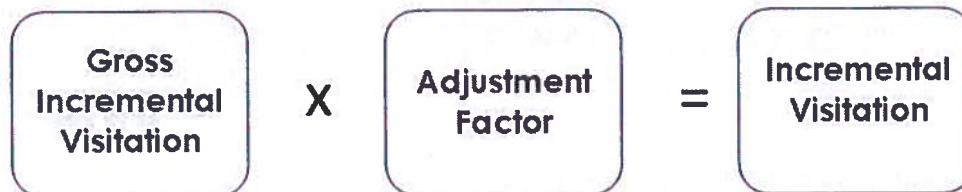
The technique used in this study to estimate incremental visitation is identical to the technique used by Destination Analysts in past years, and at its core, similar to research conducted in 2006 and 2007 by another research firm⁴. As the survey identifies travel that would not have happened without the advertising, the technique used here compares travel incidence between the population of persons in the geographic area of study who were exposed to the advertising and those who were not exposed to the advertising. The level of travel among those with no ad awareness is considered the baseline, and the difference between these two groups is used to extrapolate *gross incremental visitation*⁵ to Washington, DC. The model then takes an additional step to make the estimates as accurate as possible. To do this, the model extracts from the aforementioned gross incremental visitation estimates all visitation by leisure travelers who (1) came to Washington, DC on leisure trips which were motivated by a desire to attend a personal event, (2) extended a business trip to accommodate leisure

⁴ Washington, DC CTC., Ad Effectiveness & ROI Research, SMARI, October 2006 & 2007

⁵ Gross incremental visitation is defined here as the population aware of the advertisements multiplied by an incremental visitation factor, which is the difference in visitation levels among those who saw the advertising and those who did not. The assumption is that those who did not see advertising represent the level of baseline travel, or that which would happen with or without the ad campaign. Any higher level of travel among those who saw advertising is attributable to the advertising and is considered incremental travel. For example, in the New York DMA, 19.0 percent of those who reported seeing at least one advertisement visited Washington, DC during the period of study, while only 5.2 percent of those who did not see an ad visited. The difference between these two numbers (or 13.8%) is the incremental travel factor for the New York DMA. In this study, the overall incremental travel factor for the region is calculated from the bottom up using these DMA level incremental travel factors for each DMA.

activities, (3) had made up their mind to visit the District of Columbia before being exposed to the advertising campaign and/or (4) did not report that the advertisements influenced their decision to visit⁶. Hence, an adjustment factor was developed to effectively subtract this travel from gross incremental visitation. The chart below illustrates this calculation.

Calculation of Incremental Visitation



Examining survey respondent travel patterns between February and September 2014, an overall factor for incremental visitation was calculated at 8.6 percent. This figure represents the difference between persons visiting Washington, DC during the period of study who recall seeing the ads and those who do not recall seeing any advertisements. While this overall figure is informative, the design of this research also seeks to estimate incremental visitation for each of the five specific geographic areas studied.

Figure 4.6 (following) shows the study's estimates of incremental visitor volume and spending⁷ in detail. In total, we estimate that the advertising campaign generated 115,802 incremental trips, 54.6 percent of which were taken by visitors who stayed overnight inside the District of Columbia. Of the remaining 45.4 percent of trips, these incremental visitors stayed outside the District and took day trips into the city. In total, these two groups spent \$98.4 million inside the District of Columbia during the period of study.

⁶ These data were collected for the survey respondent's most recent trip to the District of Columbia.

⁷ The model uses a bottom-up technique to calculate the gross totals for the region as a whole. Estimates prepared for each geographic region are summed to develop the overall total.

Figure 4.5: Incremental Visitation & Spending in Washington, DC

ROW		Total	NY DMA	Philadelphia DMA	Richmond DMA	Toronto DMA	Boston DMA	East Coast (minus DMAs)
A	Adult population	86,152,911	14,401,187	5,401,742	1,061,656	4,848,596	4,437,792	56,001,938
B	Percent aware of ads	30.8%	31.6%	29.5%	29.7%	25.9%	25.3%	31.7%
C	Population aware of ads (A*B)	26,566,395	4,547,743	1,595,788	314,793	1,255,184	1,124,153	17,728,733
D	Incremental travel	8.6%	13.8%	6.2%	7.4%	10.9%	4.0%	7.6%
E	Average travel party size	2.5	2.5	2.4	2.4	2.6	2.4	2.5
F	Gross incremental trips taken ((C*D)/E)	911,004	247,422	41,016	9,750	53,387	18,886	540,543
G	Adjustment factor	12.3%	10.7%	9.6%	4.2%	23.4%	11.7%	13.0%
H	Adjusted incremental trips (F*G)	115,802	26,424	3,923	408	12,495	2,207	70,345
	Place of stay							
	Washington DC							
I	Hotel, motel or inn	36.3%	36.3%	40.8%	32.5%	45.9%	32.3%	35.5%
J	VFR or Other	18.2%	15.8%	20.7%	16.4%	23.0%	12.3%	19.2%
K	Suburbs	45.4%	47.9%	38.5%	51.1%	31.1%	55.4%	45.3%
L	Incremental trips by place of stay							
	Place of stay							
	Washington DC							
M	Hotel, motel or inn (H*I)	42,760	9,592	1,599	133	5,738	712	24,985
N	VFR or Other (H*J)	21,696	4,170	812	67	2,869	272	13,505
O	Suburbs (H*K)	51,347	12,661	1,512	209	3,887	1,223	31,854
	ALL VISITOR SPENDING							
P	Total spending per travel party	\$849.92	\$927.94	\$544.80	\$487.20	\$1,550.53	\$802.41	\$716.78
Q	Lodging	\$22,692,836	\$6,489,487	\$472,594	\$47,176	\$5,430,057	\$252,115	\$10,001,406
R	Restaurants	\$26,077,322	\$8,879,917	\$600,527	\$44,481	\$3,341,681	\$467,196	\$12,743,520
S	Retail	\$14,263,243	\$2,809,140	\$310,870	\$30,426	\$2,741,568	\$337,327	\$8,033,911
T	Entertainment & Sightseeing	\$21,004,920	\$3,719,563	\$451,880	\$47,101	\$4,897,690	\$383,783	\$11,504,902
U	Gas, parking & transportation	\$10,154,419	\$2,231,194	\$251,348	\$22,029	\$1,747,740	\$148,946	\$5,753,161
V	Other	\$4,229,782	\$390,465	\$50,175	\$7,752	\$1,214,938	\$181,928	\$2,384,523
W	TOTAL	\$98,422,522	\$24,519,766	\$2,137,395	\$198,967	\$19,373,675	\$1,771,295	\$50,421,424
Total tax revenues generated for Washington, D.C. =			\$7,632,228					

Incremental Tax Revenue

Visitor spending generates taxes. The District of Columbia has several taxes which impact travelers, including a transient occupancy tax (hotel tax), retail sales taxes and taxes on dining and transportation related items. Using the detailed incremental spending estimates outlined above, we calculate the amount of taxes generated directly for the District of Columbia government from the Spring and Summer campaigns to be \$7.6 million. The majority of this tax revenue came from the hotel tax (\$3.3 million) and the restaurant tax (\$2.6 million).

Figure 4.6: Incremental Taxes Generated for Washington, DC, 2014

	Total Tax Revenues Generated for Washington DC	General fund	Washington Convention Center Authority
Lodging	\$3,290,461	\$2,280,630	\$1,009,831
Restaurants	\$2,607,732	\$2,346,959	\$260,773
Retail	\$820,136	\$820,136	\$0
Entertainment & Sightseeing	\$0	\$0	\$0
Gas, parking & transportation	\$913,898	\$913,898	\$0
Other	\$0	\$0	\$0
TOTAL	\$7,632,228	\$6,361,623	\$1,270,604
Tax rates used in these calculations include a 5.75% (without rounding) sales tax, 10% restaurant meals tax, 10% rental vehicles tax, 18% parking tax for commercial lots, and 14.5% hotel tax			

Figure 4.7: Return on Investment

With a total media and production spend of \$3.0 million, we calculate an overall ROI of Destination DC's advertising campaign to the District of Columbia of \$32.8 per dollar invested, and a tax ROI of \$2.54 per dollar invested.

	2014
Incremental Visitor Spending	\$98,422,522
Destination DC Program Investment	\$3,000,007
Return on Investment (Incremental visitor spending / DDC Investment)	\$32.81
Tax Return of Investment (Taxes generated / DDC Investment)	\$2.54

Figures 4.8 and 4.9: Return on Investment, Beyond Washington DC

As a significant number of incremental visitors stay overnight in the suburbs or take day trips to suburban areas from their trip base in Washington, DC, the advertising campaign impacted the economies of Maryland and Virginia. Given the complexities of traveler behavior while in Washington, DC's suburbs and the diverse set of taxes in these surrounding areas, gathering the data needed to estimate visitor spending outside Washington, DC is challenging. The survey questionnaire simply asked respondents how much they spent in total and for any lodging in suburban areas. It should be noted that detailed spending estimates simply could not be gathered due to the complexities of potential visitor behavior in the suburbs. We believe therefore that the estimates presented below should be considered ballpark estimates given the limitations of the data we could collect.

To allocate spending by type, the model developed to make these estimates assumes that overall traveler spending in the suburbs follows the same basic patterns as spending inside the District of Columbia. Hence, if the average traveler spent 35 percent of his/her non-lodging expenditures in restaurants in Washington, DC, we assume that an average of 35 percent of total non-lodging expenditures in the suburbs went to restaurant purchases. An identical assumption is made for each type of taxable spending. Furthermore, average tax rates for the suburbs as a whole were estimated as the simple average of six major suburban cities (Arlington, Alexandria, and Fairfax, Virginia, and Silver Spring, College Park and Bethesda, Maryland). Using these assumptions and overall spending data gathered in the survey, we estimate that the campaigns generated an additional \$22.1 million in direct visitor spending for localities in the suburbs of Washington, DC. This spending in turn generated \$1.4 million in taxes for the cities in the metro area and their related state governments.

The table following shows the complete picture of spending and taxes generated by the advertising campaign for the Washington, DC metropolitan area.

	Washington DC	Suburban Washington DC areas	Total Program Impact
Incremental visitor spending	\$98,422,522	\$22,120,210	\$120,542,732
Taxes generated	\$7,632,228	\$1,369,231	\$9,001,458
Percent of Total Tax Revenues Generated	85%	15%	
Ratio of incremental spending to taxes generated	7.8%	6.2%	7.5%

The total amount of incremental spending both in the District of Columbia and in its suburbs by both Washington, DC hotel guests and those staying in Washington, DC homes or suburban areas is summarized in the table following.

		Spending in Washington DC	Spending in DC suburbs	Total
Place of stay	Washington DC Hotel	\$67,071,057	\$7,450,054	\$74,521,111
	DC VFR and Suburbs	\$31,351,465	\$14,670,157	\$46,021,621
	Total	\$98,422,522	\$22,120,210	\$120,542,732

Destination DC's Impact Beyond the Advertising Campaign

It is important to note that Destination DC's economic impact to Washington, DC is not limited to the effectiveness of its consumer advertising campaign. For example, as noted in the survey findings, the organization's public relations led to nearly one in five regional residents seeing travel stories and/or features about leisure travel to Washington, DC in print and television media in the past year. Given that these are typical sources in which travelers draw destination inspiration, it is likely that this media had an effect in motivating visitation to Washington, DC. In addition Destination DC leads marketing efforts in the domestic tour/group and international markets, including:

- Domestic work with groups/tour operators
- International work with groups/tour operators
- International promotions with airlines, other partners and Brand USA
- Domestic and international leisure travel and convention trade shows
- Convention trade advertising

While these programs are not specifically studied by this research, they are likely to generate additional visitor spending and thus economic impact to Washington, DC and surrounding areas.

Detailed Survey Results

In this section, we present the findings of the survey's base questions in the order they were asked. These are the non-demographic questions, or those related to respondent opinions and behaviors. A brief written analysis is included for each chart. The data presented in the following pages are the weighted results for all surveys collected, and hence are representative of the behaviors and opinions of the entire geographic areas of study.

Television Networks and Programs Watched in the Past Twelve Months

Survey respondents were shown a list of television networks and programs that campaign efforts appeared on, and then were asked to select those which they recall watching in the past year. Both ABC's *Good Morning America* and NBC's *The Today Show* are popular amongst regional residents, with half of respondents reporting watching these programs at least once in the last 12 months. About one third reported watching ESPN2 (33.7%). CBS W-USA and the Tennis Channel were watched by 17.5 and 9.0 percent, respectively.

Figure 5.1: Which of these television networks and programs have you watched at least once in the past 12 months?

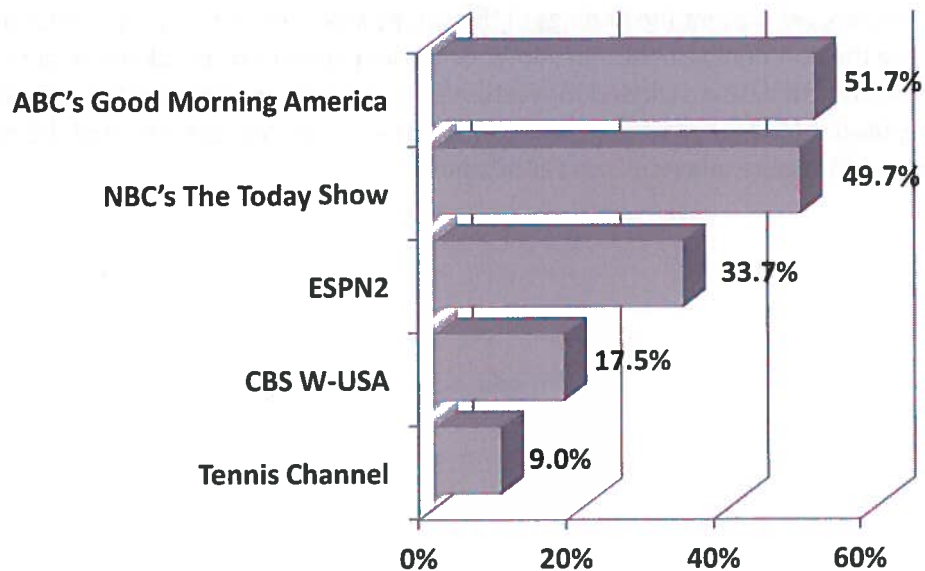


FIGURE 5.1 - Question 3: Which of these television networks and programs have you watched at least once in the past 12 months? Base: All survey respondents (weighted data). 4,619 completed surveys.

Magazines Read in the Past Twelve Months

Survey respondents were shown a list of the magazines the campaign advertising ran in and were asked to select those which they recall reading or looking through in the past year. Figure 5.2 (below) shows the percent of respondents who reported reading or looking through these magazines. Travel, lifestyle and local magazines continue to be popular amongst regional residents. Nearly 60 percent reported having read at least one of the magazines on the campaign media schedule. The most read amongst the magazines in the campaign were *Southern Living* (20.4%), *Food & Wine* (20.0%) and *Travel + Leisure* (19.6%). Residents of the Toronto DMA were asked if they had read or reviewed *The Toronto Star* and/or *Toronto Life Magazine*. As shown in the callout box, over 70 percent of Toronto residents consumed the Toronto Star newspaper one or more times in the last year, while over one third read Toronto Life Magazine

Figure 5.2: Which of these magazines do you recall reading or looking through at least once in the past 12 months? (Select all that apply)

[Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

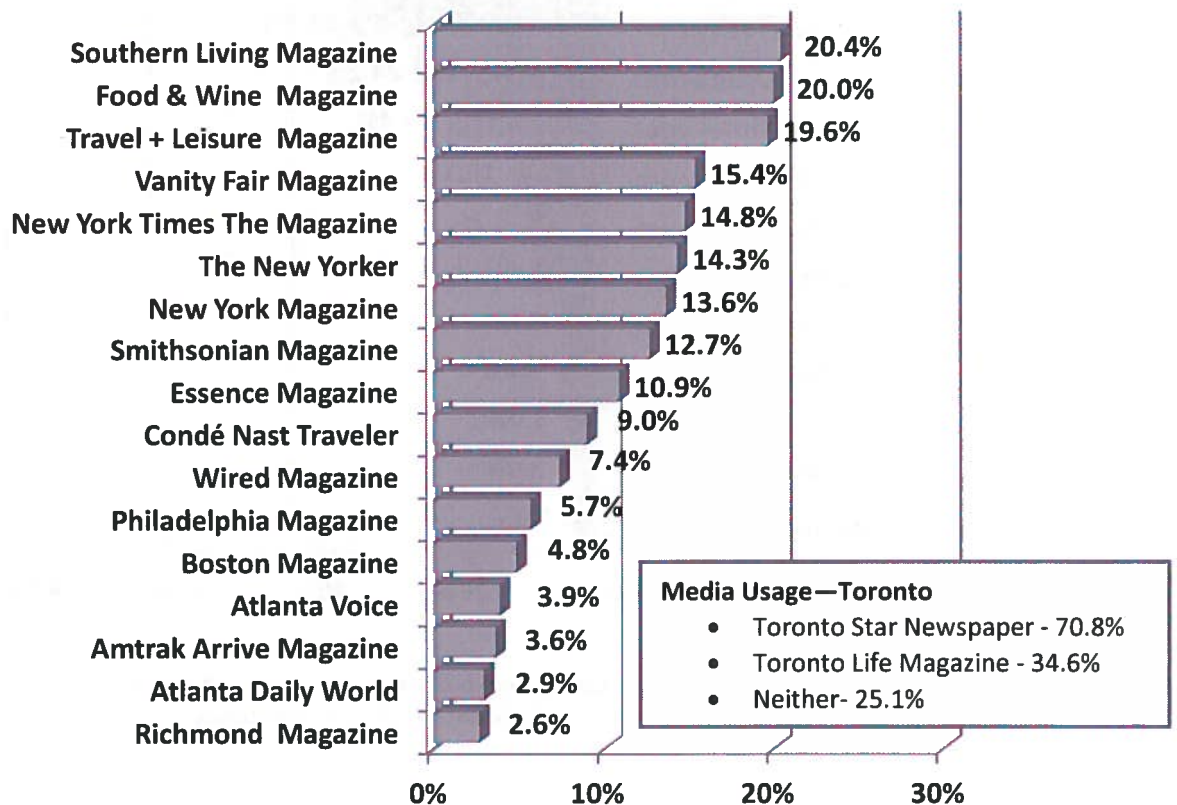


FIGURE 5.2 - Question 4: Which of these magazines do you recall reading or looking through at least once in the past 12 months? (Select all that apply) Base: All survey respondents (weighted data). 4,619 completed surveys.

Websites Visited in the Past Twelve Months

Survey respondents were also shown a list of websites that the campaign's digital advertising ran on, and asked which ones they visited at least once in the past 12 months. The social network, Facebook, was the most utilized of the online media tested, with more than two-thirds of respondents saying they had visited Facebook at least once in the past year (68.0%). Online travel agencies were the next most popular sites, with significant percentages of the studied population visiting Expedia.com (40.1%), Travelocity.com (33.2%) and Orbitz.com (24.2%). About one in five visited The New York Times website, NYTimes.com (19.4%).

Figure 5.3: Which of these websites do you recall visiting at least once in the past 12 months? (Select all that apply)

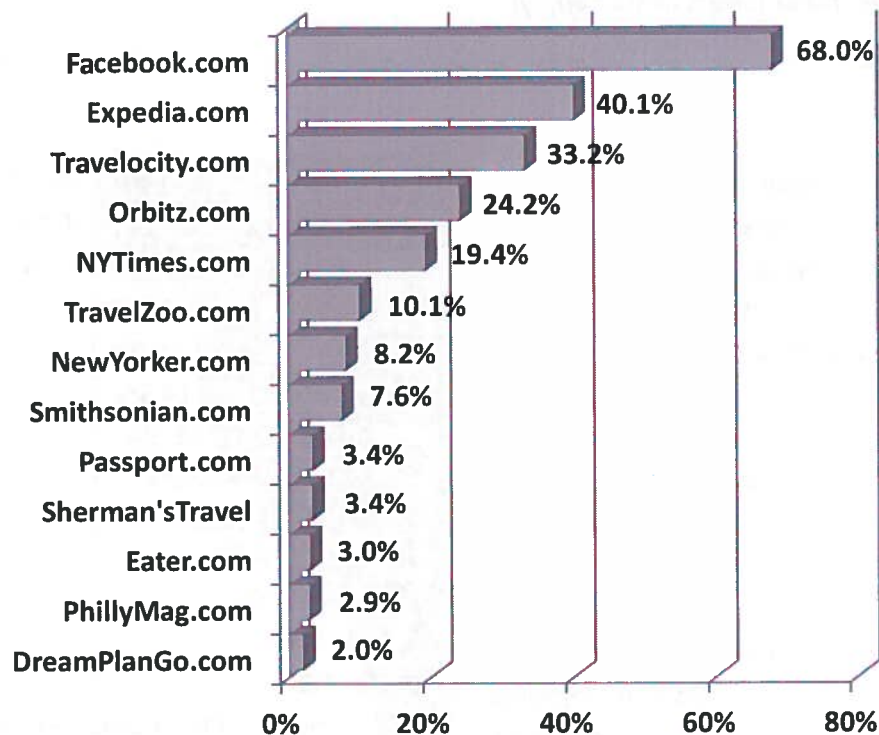


FIGURE 5.3 - Question 5: Which of these websites do you recall visiting at least once in the past 12 months? (Select all that apply) Base: All survey respondents (weighted data). 4,619 completed surveys.

Online Search Engines Used

As the campaign included paid search, survey respondents were then asked which search engines they had used in the past year. Survey findings continue to reflect Google's search market dominance, with over ninety percent of survey respondents saying they had used this search engine in the last year. Although second to Google, Yahoo!'s search engine was used by 47.1 percent of respondents. Microsoft's search tool, Bing, was used by 40.9 percent of respondents in the past year. In total, 98.0 percent reported using at least one of these search engines.

Figure 5.4: Which of these website search engines do you recall using at least once in the past 12 months?

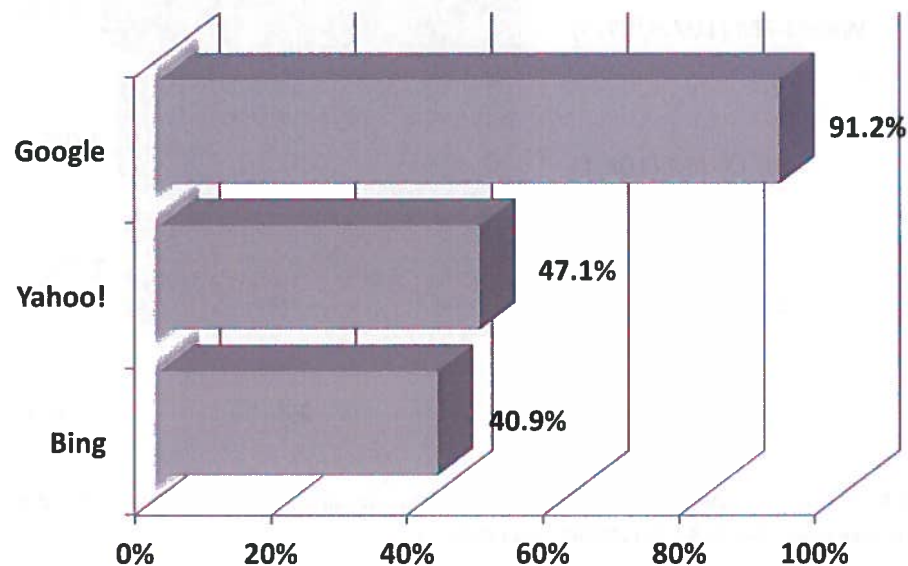


FIGURE 5.4 - Question 6: Which of these website search engines do you recall using at least once in the past 12 months?
Base: All survey respondents (weighted data). 4,619 completed surveys.

Radio Stations Listened to in Past Twelve Months

Given the nature of this media, radio had a more limited potential reach. The advertising campaign included radio spots in the Atlanta market. As the chart below shows, fewer than 5 percent of the Georgia residents surveyed reported having listened to any of the three radio stations tested.

Figure 5.5: Which of these radio stations do you recall listening to at least once in the past 12 months?

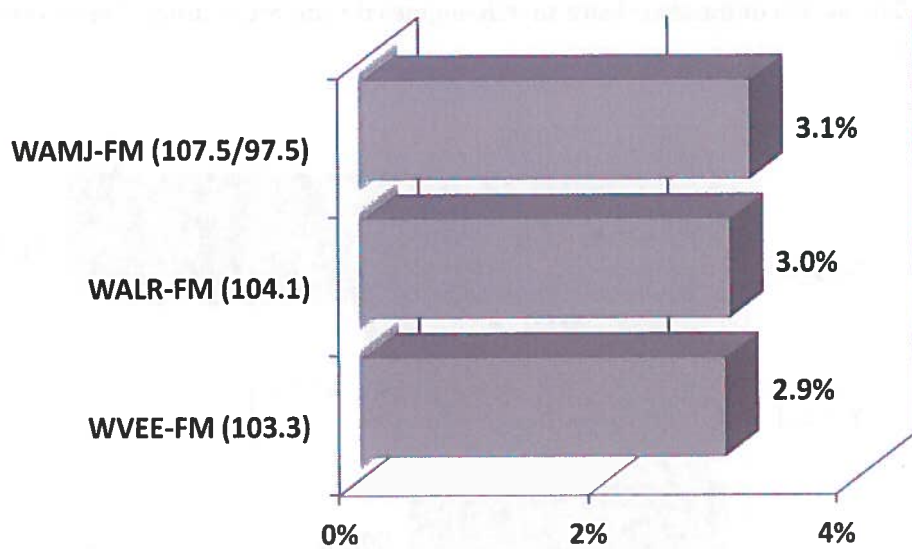


FIGURE 5.5 - Question 7: Which of these radio stations do you recall listening to at least once in the past 12 months?
Base: All survey respondents. 4,619 completed surveys.

Visitation to Times Square—New York City

As the campaign included an outdoor video ad that played in New York City's Times Square during the summer, survey respondents were asked if they had visited Times Square at any point in July, August, and/or September 2014. In total, 22.3 percent of survey respondents reported visiting Times Square within that three-month period.

Figure 5.6: At any point in July, August, and September 2014, did you visit or pass through Times Square in New York City?

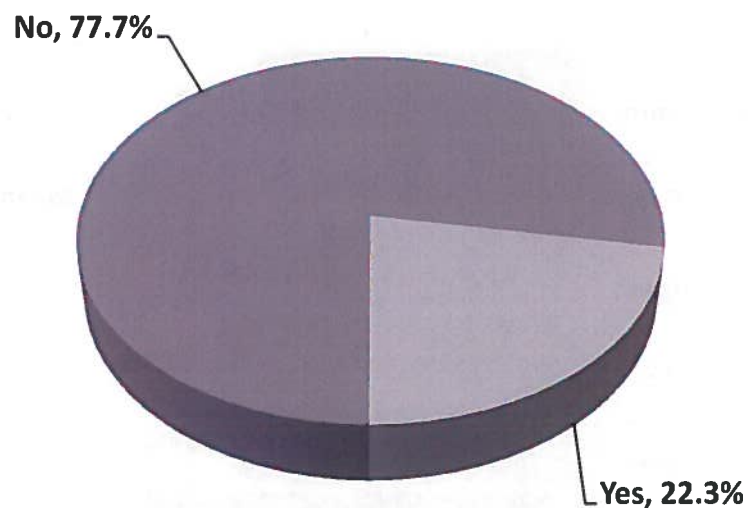


FIGURE 5.6 - Question 8: At any point in July, August, and September 2014, did you visit or pass through Times Square in New York City? Base: All survey respondents. 4,619 completed surveys.

Leisure Trips Taken in the Past 12 Months

The U.S. East Coast and Toronto residents surveyed took an average of 2.7 leisure trips in the past year. While 23.2 percent took no leisure trips, and 18.4 percent took only one trip, a majority of adults living in the area of study travels multiple times for leisure each year (58.4%). This population area continues to represent an opportune environment to market Washington, DC as an option for one or more of these trips.

Figure 5.7: In the past 12 months, how many leisure trips (vacations, weekend getaways, and trips for other personal reasons) have you taken? Please enter a numeric value below.

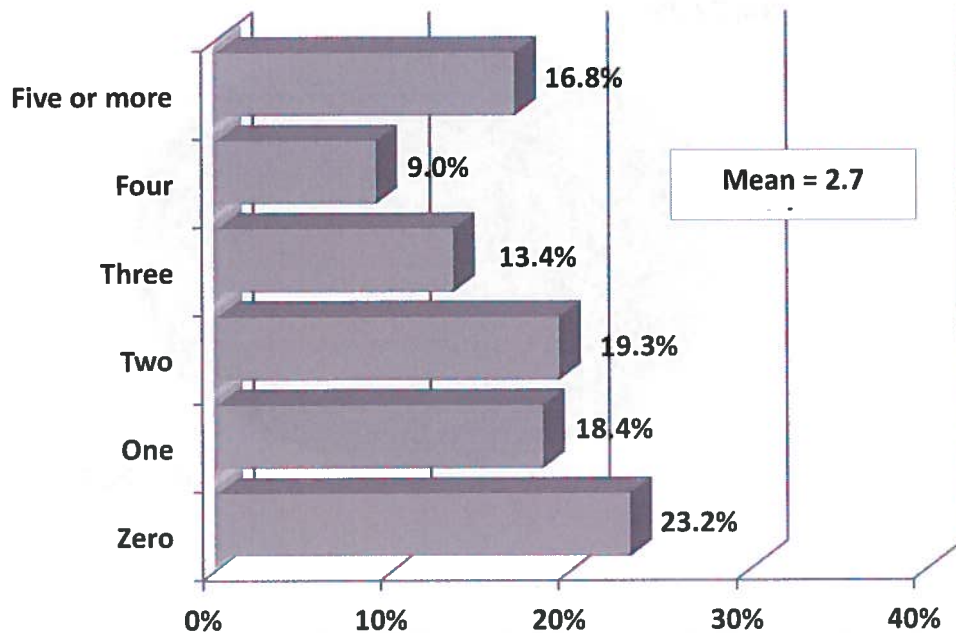


FIGURE 5.7 - Question 9: In the past 12 months, how many leisure trips (vacations, weekend getaways, and trips for other personal reasons) have you taken? Please enter a numeric value below. Base: All survey respondents (weighted data). 4,611 completed surveys.

Top Urban Tourism Destinations

To understand Washington DC's competitive landscape, survey respondents were asked to assume they wanted to take a trip within the United States to an urban destination that offers great hotels, dining, shopping, entertainment, outdoor activities and other unique experiences and then list the four destinations that first came to mind. By a significant ratio, New York City was viewed as the strongest travel brand offering this type of destination experience, with 37.0 percent listing it as one of the cities that first came to mind. The second tier of cities—comprised of Boston (13.6%), Las Vegas (12.8%), San Francisco (12.2%), Miami (12.1%), Chicago (12.0%), and Los Angeles (11.9%)—were written in by similar percentages of respondents. Similar to 2013 (9.6%), 10.5 percent of survey respondents said that Washington, DC was one of the top four U.S. cities that they would think of for this type of experience.

Figure 5.8: Assume that you want to take a getaway trip to an urban destination within the U.S. that offers great hotels, dining, shopping, entertainment, outdoor activities and other unique experiences. What cities first come to mind? Please list up to four (4) cities that first come to mind in the spaces below. [TOP 11].

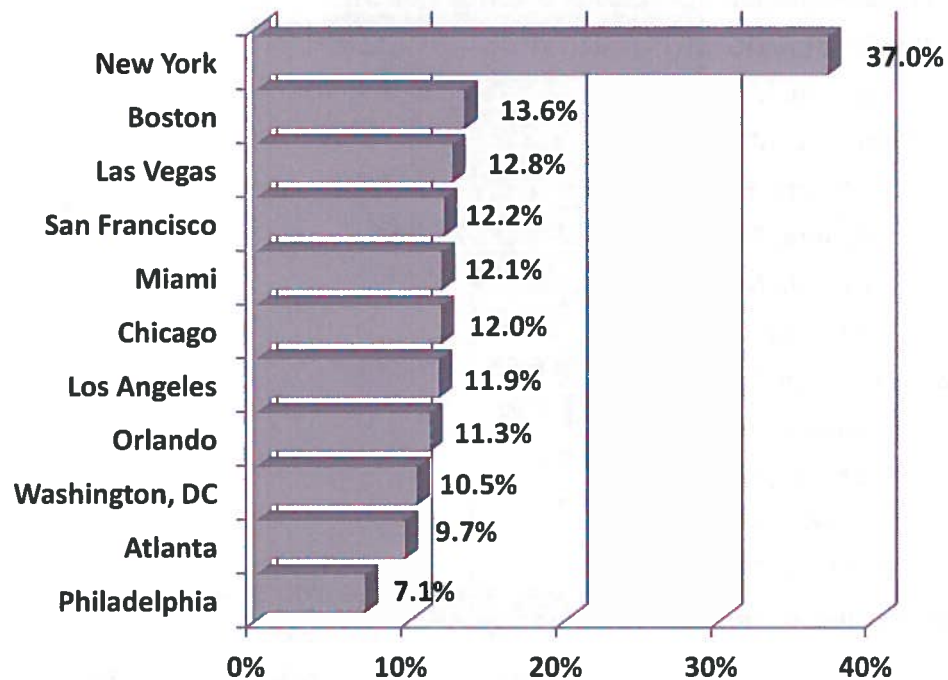


FIGURE 5.8 - Question 10: Assume that you want to take a getaway trip to an urban destination within the U.S. that offers great hotels, dining, shopping, entertainment, outdoor activities and other unique experiences. What cities first come to mind? Base: All survey respondents (weighted data). 4,619 completed surveys.

Cities Visited On Leisure Trips in the Past 12 Months

Those survey respondents who reported having traveled at least once for leisure in the past year were then presented a list of cities and asked which they had visited in the last twelve months. As in previous years, New York City was the top regional destination, with 30.5 percent of regional residents having visited the city in the past year, followed by Orlando, FL (18.1%) and Philadelphia, PA (18.0%). Washington, DC—the fourth most visited regional destination—continues to capture a significant share of regional visitor traffic as well, with 17.7 percent having traveled to the city in the previous 12 months. To explore how Destination DC may want to partner with some Western destinations for international marketing efforts, San Francisco, Seattle and Portland were tested this year. San Francisco was the most visited amongst these Western destinations (6.4%).

Figure 5.9: In the past 12 months, which of these cities did you visit for leisure or personal reasons? (Select all that apply)

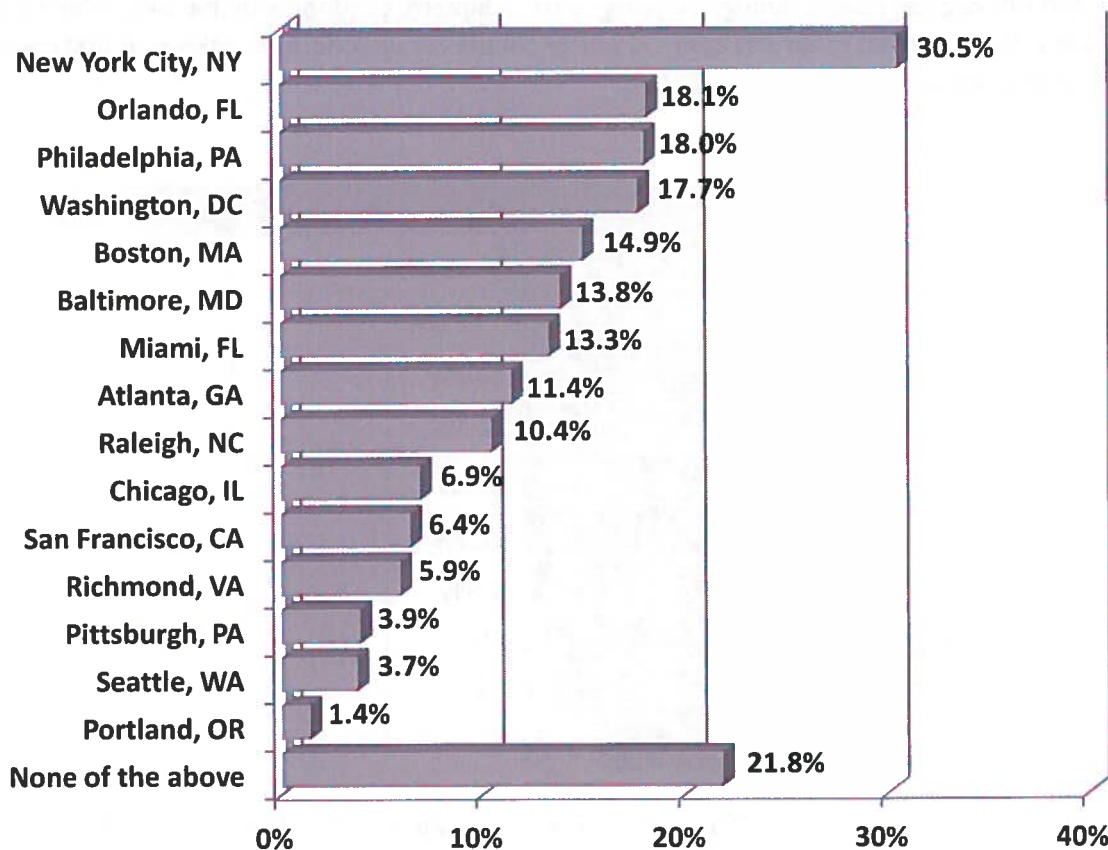


FIGURE 5.9 - Question 11: In the past 12 months, which of these cities did you visit for leisure or personal reasons? (Select all that apply) Base: Survey respondents who took at least one leisure trip in the past 12 months (weighted data). 3,531 completed surveys.

Leisure Visits to the District of Columbia in the Past 12 Months

Those that reported visiting Washington, DC for leisure in the past year were asked how many such trips to the city they made. These District of Columbia visitors took an average of 2.1 trips to the city. While the majority of survey respondents said they took just one leisure trip to the District of Columbia (55.2%), over 40 percent took multiple trips to the city for leisure.

Figure 5.10: You said that you visited Washington, DC for leisure or personal reasons in the past 12 months. How many trips for leisure reasons did you make to Washington, DC in the past 12 months? (Please enter the number below.)

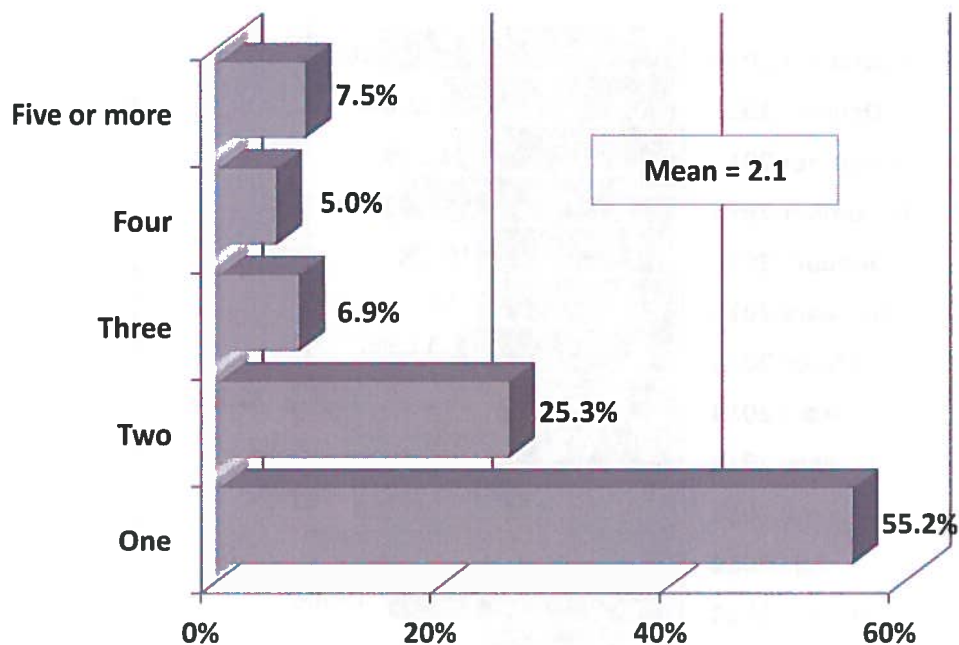


FIGURE 5.10 - Question 12: You said that you visited Washington, DC for leisure or personal reasons in the past 12 months. How many trips for leisure reasons did you make to Washington, DC in the past 12 months? (Please enter the number below.) Base: Survey respondents who visited the District of Columbia in the past 12 months (weighted data). 671 completed surveys.

Month of District of Columbia Visit

Respondents who took at least one leisure trip to the District of Columbia in the past year were asked in which month(s) they visited. The current survey findings are similar to those in previous years, in which regional visitor traffic to Washington, DC was at its lowest point in February (9.2%) and highest in the months of April and July (21.8% and 20.6%, respectively). Note: The survey was fielded in mid-September and therefore September data should not be viewed as reflective of the entire month.

Figure 5.11: In which month(s) did you visit the city of Washington, DC on a leisure trip(s)? (Select all that apply.)

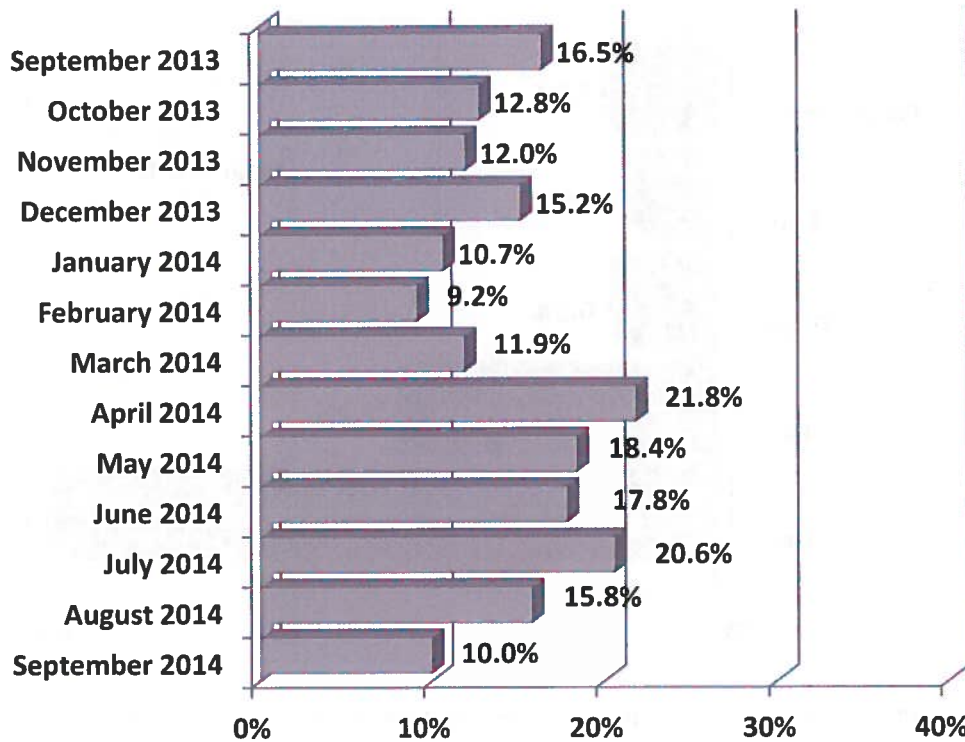


FIGURE 5.11 - Question 13: In which month(s) did you visit the city of Washington, DC on a leisure trip(s)? (Select all that apply.) Base: Respondents who visited the District of Columbia (weighted data). 674 completed surveys.

Primary Reason for Visiting the District of Columbia

Visiting friends and relatives (VFR) and weekend getaways are significant tourism drivers to Washington, DC amongst Eastern regional travelers. Respondents visiting Washington, DC in the past year were asked the primary purpose of their most recent leisure trip to the city. The most common response to this question is “visit friends or family” (30.3%). This was followed by one in four respondents who came to Washington, DC for a “weekend getaway” (24.9%). Nearly one in five characterized their trip as a “vacation” (18.6%). Similarly, 18.3 percent reported visiting Washington, DC to “attend an event” (18.3%).

Figure 5.12: Which best describes your reason for visiting the city of Washington, DC on this most recent leisure trip?

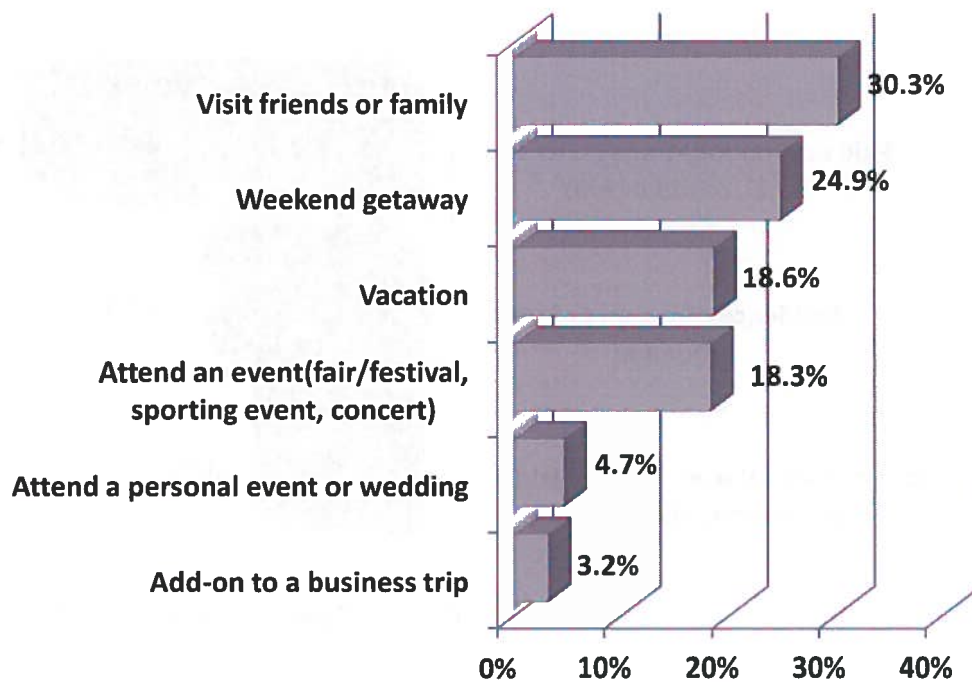


FIGURE 5.12 - Question 14: Which best describes your reason for visiting the city of Washington, DC on this most recent leisure trip? Base: Respondents who visited the District of Columbia (weighted data). 673 completed surveys.

Place of Stay—All District of Columbia Visitors

With a significant number of regional Washington, DC visitors coming to the city for a weekend getaway, vacation or special event/festival on their most recent trip, the greatest proportion of visitors stayed overnight and in paid accommodations (56.1%). With 30.3 percent reporting coming to Washington, DC specifically to visit friends and family, a similar percent (28.2%) stayed overnight at the residence of a friend or family member. One fifth (20.2%) of regional District of Columbia visitors were on a day-trip (or just passing through) and thus did not require lodging.

Figure 5.13: On this trip to the Washington, DC area, in what type of lodging did you stay? (Select all that apply)

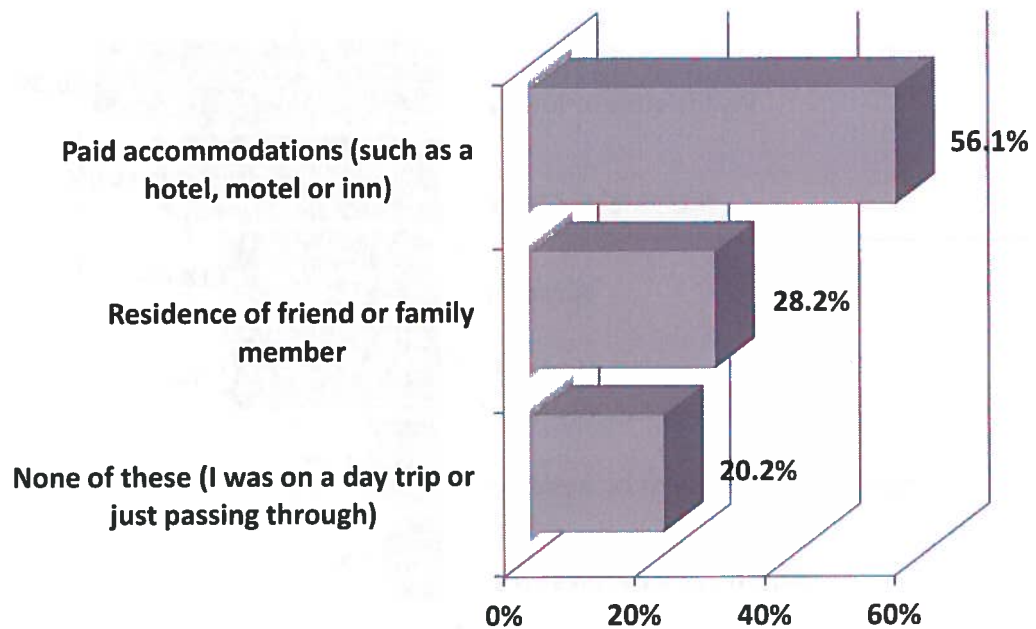


FIGURE 5.13 - Question 15: On this trip to the Washington, DC area, in what type of lodging did you stay? (Select all that apply) Base: Respondents who visited the District of Columbia (weighted data). 673 completed surveys.

Location of Place of Stay—District of Columbia Visitors Staying Overnight in the Washington DC Metro Area (Non Day-Trip)

Those who stayed overnight in the Washington, DC area during their most recent trip were asked the location(s) of where they stayed overnight. Over half of regional overnight visitors stayed in accommodations within the District of Columbia (54.6%). Of those that stayed outside the District, northern Virginia continued to be a more popular lodging destination than southern Maryland (35.4% vs. 19.0%).

Figure 5.14: On this trip to the Washington, DC area, where did you stay overnight? (Select all that apply)

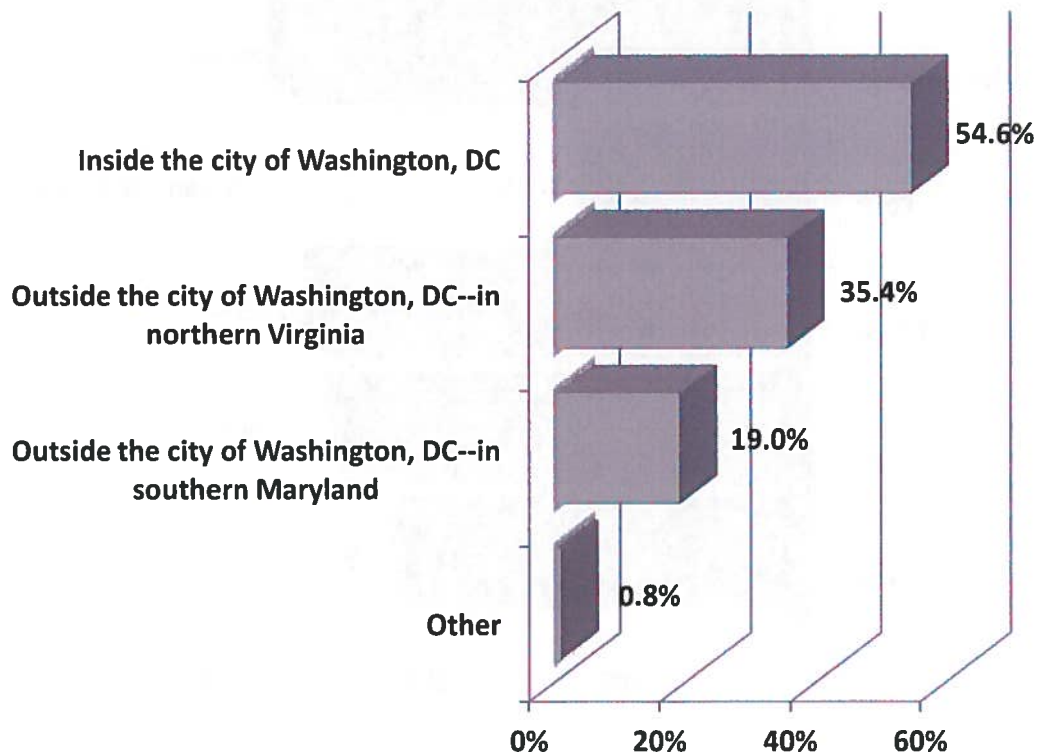


FIGURE 5.14 - Question 16: On this trip to the Washington, DC area, where did you stay overnight? (Select all that apply)
Base: Respondents who stayed overnight in the Washington, DC area (weighted data). 556 completed surveys.

Total Days Spent In Washington, DC Metro Area—All District of Columbia Visitors

The typical regional District of Columbia visitor surveyed spent an average of 3.6 days within the metropolitan area. As regional residents don't generally have to travel extensive distances to visit Washington, DC—and the reported purpose of many of these trips was for weekend getaways, to visit friends and family, or to attend an event—this may warrant shorter trips.

Figure 5.15: How many days total did you stay in the Washington, DC metropolitan area? Please enter a numeric value below.

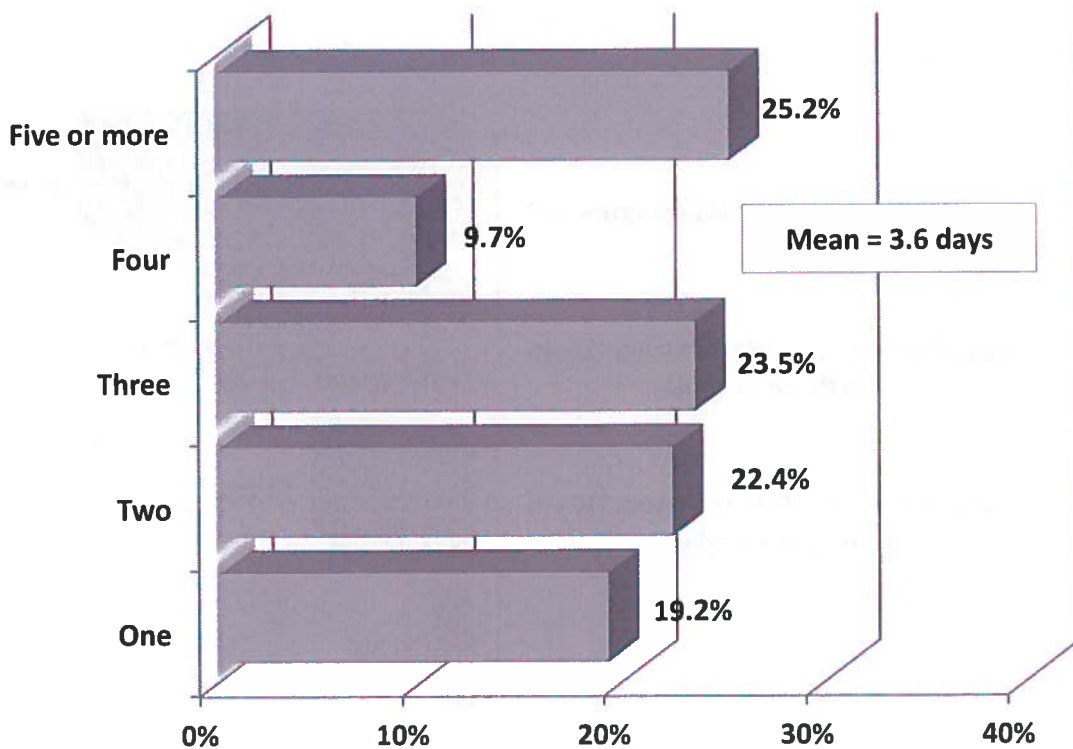


FIGURE 5.15 - Question 17: How many days total did you stay in the Washington, DC metropolitan area? Please enter a numeric value below. Base: Respondents who visited the District of Columbia (weighted data). 657 completed surveys.

Total Days Spent Inside the District of Columbia—All District of Columbia Visitors

The District of Columbia captures the significant portion of regional visitors' overall trips to the area. Of the 3.6 days typically spent in the metropolitan area, on average, 3.0 of those days were spent inside the District of Columbia.

Figure 5.16: How many of these days were spent inside the city of Washington, DC?

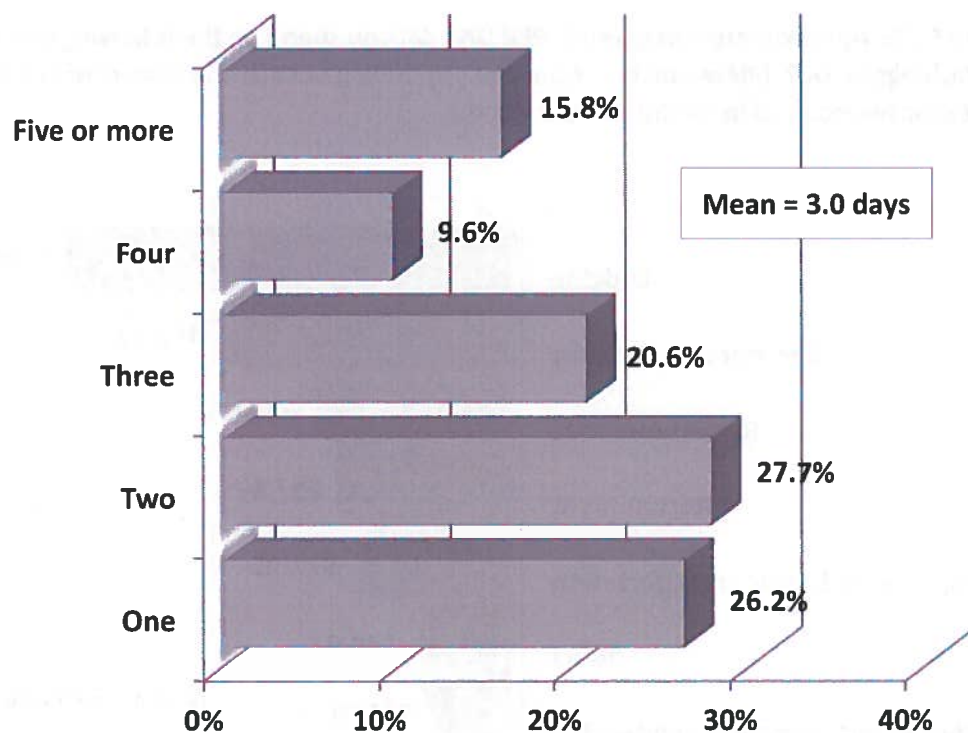


FIGURE 5.16 - Question 18: How many of these days were spent inside the city of Washington, DC? Base: Respondents who visited the District of Columbia (weighted data). 638 completed surveys.

District of Columbia Hotel Guest Visitor Spending in the District Per Day—Visitors who Stayed in Paid Accommodations within the District of Columbia

Washington, DC visitors who stayed overnight in paid accommodations (such as a hotel or motel) within the District of Columbia were asked to report their per-day spending across several categories. Visitors spent \$755.18 per day in the city on average. The largest proportions of this spending were on lodging (\$240.65) and restaurants & dining (\$147.91).

Figure 5.17: Approximately how much PER DAY did you spend on the following while in the city of Washington, DC? (Please do not include any spending outside the District of Columbia, e.g., any expenses incurred in Virginia or Maryland.)

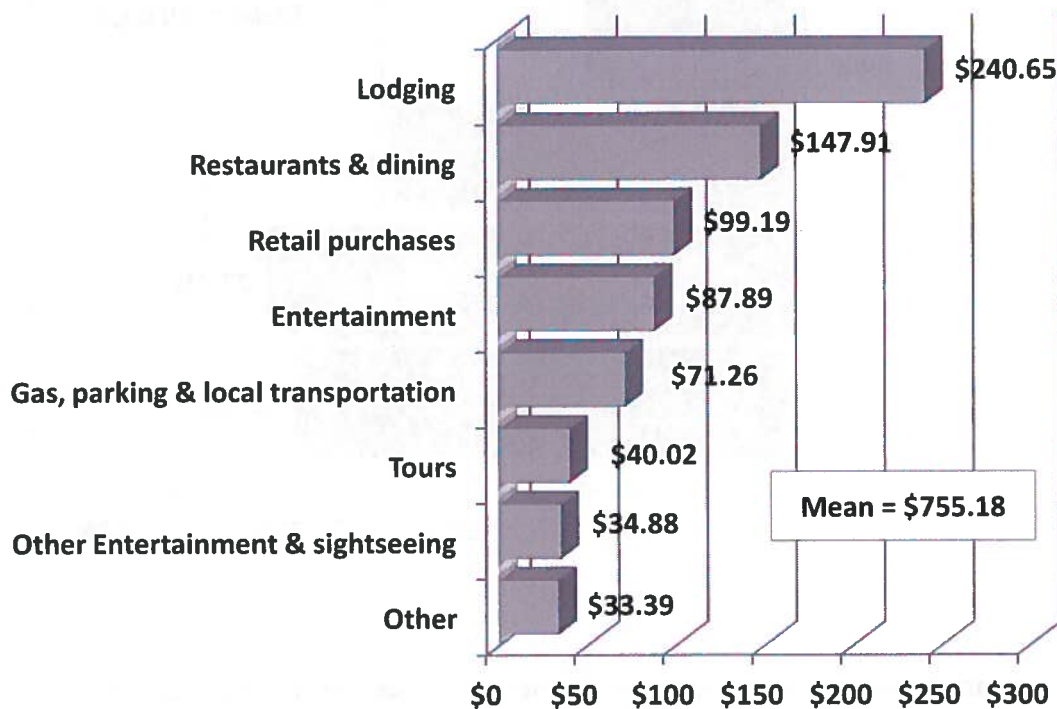


FIGURE 5.17 - Question 19: Approximately how much PER DAY did you spend on the following while in the city of Washington, DC? (Please do not include any spending outside the District of Columbia, e.g., any expenses incurred in Virginia or Maryland.) Base: Respondents who stayed overnight in the District of Columbia (weighted data). 295 completed surveys.

Non-District of Columbia Hotel Guest Visitor Spending in the District Per Day—Day-Trip Visitors, VFRs and Visitors who Stayed Overnight in Suburbs

Visitors who did not stay in paid accommodations in the District of Columbia were also asked to report their per day spending inside the District. These visitors spent less overall and on each individual spending category than their counterparts who stayed in District of Columbia hotels/motels. These visitors spent on average \$344.16 per day in the District of Columbia, largely on restaurants & dining (\$132.27), retail purchases (\$67.40) and entertainment (\$51.67). Given this disparity in average spending, the survey findings continue to show that Destination DC can maximize in-market visitor spending generated through its marketing efforts by motivating visitors to stay in District of Columbia hotels.

Figure 5.18: Approximately how much PER DAY did you spend on the following while in the city of Washington, DC? (Please do not include any spending outside the District of Columbia, e.g. any expenses incurred in Virginia or Maryland.)

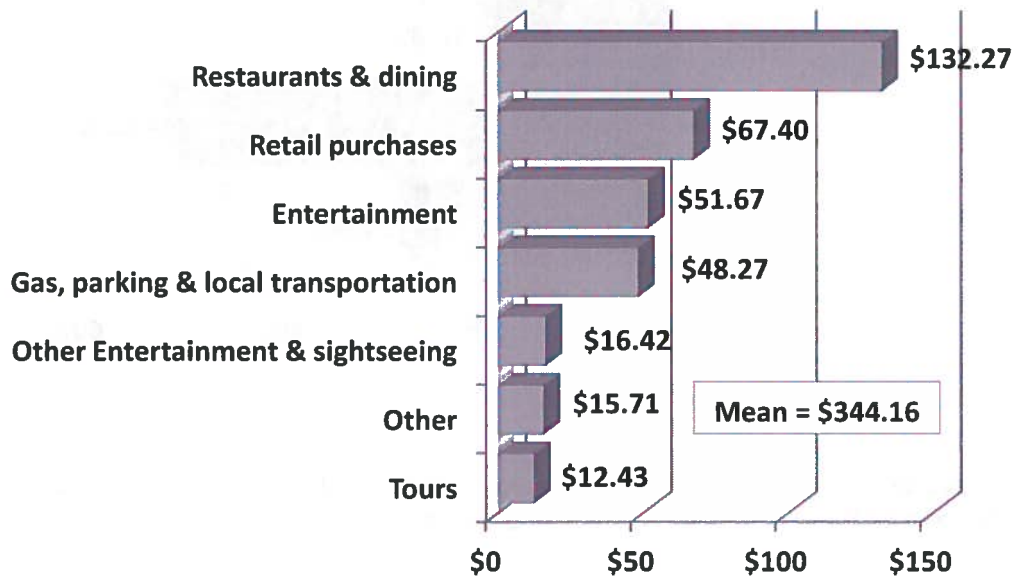


FIGURE 5.18 - Question 20: Approximately how much PER DAY did you spend on the following while in the city of Washington, DC? (Please do not include any spending outside the District of Columbia, e.g. any expenses incurred in Virginia or Maryland.) Base: Respondents who did not stay in paid accommodations in the District of Columbia (weighted data). 366 completed surveys.

Number of People Spending Covered—All District of Columbia Visitors

District of Columbia visitors were then asked how many people their per-day spending in the city covered. Reported visitor spending covered 2.2 persons on average, making the mean per-person, per day spending represented by regional District of Columbia hotels guests \$343.26, and \$156.44 for those who did not stay in paid accommodations within the District.

Figure 5.19: How many people did this spending cover (including yourself)?

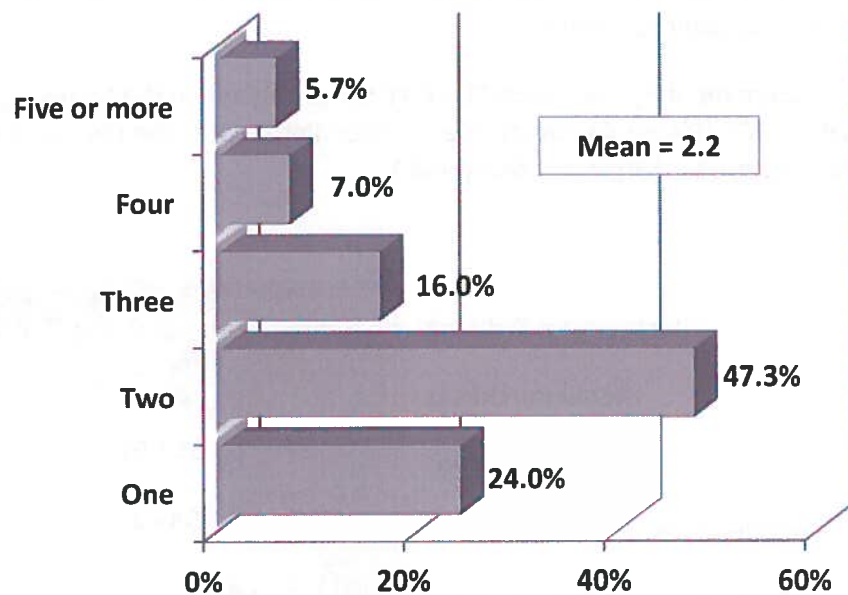


FIGURE 5.19 - Questions 21 and 22: How many people did this spending cover (including yourself)? Base: Respondents who visited the District of Columbia (weighted data). 659 completed surveys.

Maryland and/or Virginia Visitation—All District of Columbia Visitors

To gauge potential economic impact to surrounding areas by tourism to Washington, DC, regional District of Columbia visitors were then asked if they spent any time in northern Virginia or southern Maryland on their most recent Washington, DC trip. 58.2 percent of these visitors indeed traveled to an area neighboring the District of Columbia during their trip.

Figure 5.20: On this trip, did you spend any time in northern Virginia (e.g. Alexandria, Arlington, Fairfax, Tysons Corner, etc.) and/or southern Maryland (e.g. Bethesda, Silver Spring, Rockville, National Harbor, etc.)?

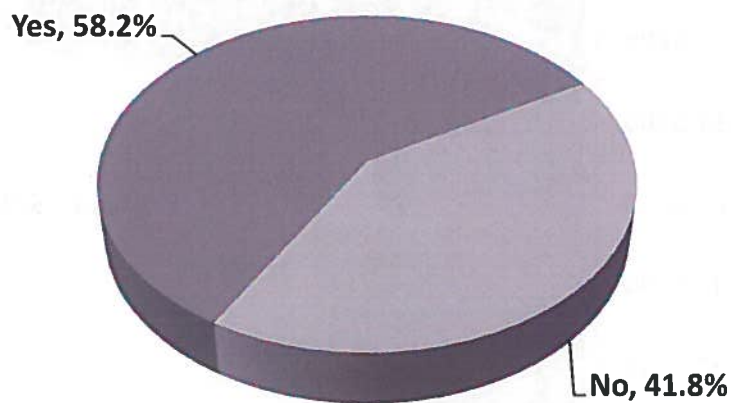


FIGURE 5.20 - Question 23: On this trip, did you spend any time in suburban Virginia (e.g. Alexandria, Arlington, Fairfax, Tysons Corner) or Maryland (e.g. Bethesda, Silver Spring, Rockville)? Base: Respondents who visited the District of Columbia (weighted data). 660 completed surveys.

Spending in Maryland and/or Virginia—District of Columbia Visitors who Traveled to Suburban Areas

Those visiting northern Virginia and/or southern Maryland during their Washington, DC trip were then asked how much in total they spent while in this area(s). If a respondent indicated that they stayed in paid accommodations in one of these suburbs, they were asked to specifically breakout their total spending on lodging. These suburban hotel guests spent an average of \$319.93 (in total) in northern Virginia and/or southern Maryland during their trip.

Figure 5.21: On this trip, approximately how much did you spend IN TOTAL while in northern Virginia and/or southern Maryland? (Please DO NOT INCLUDE any spending inside the District of Columbia.)

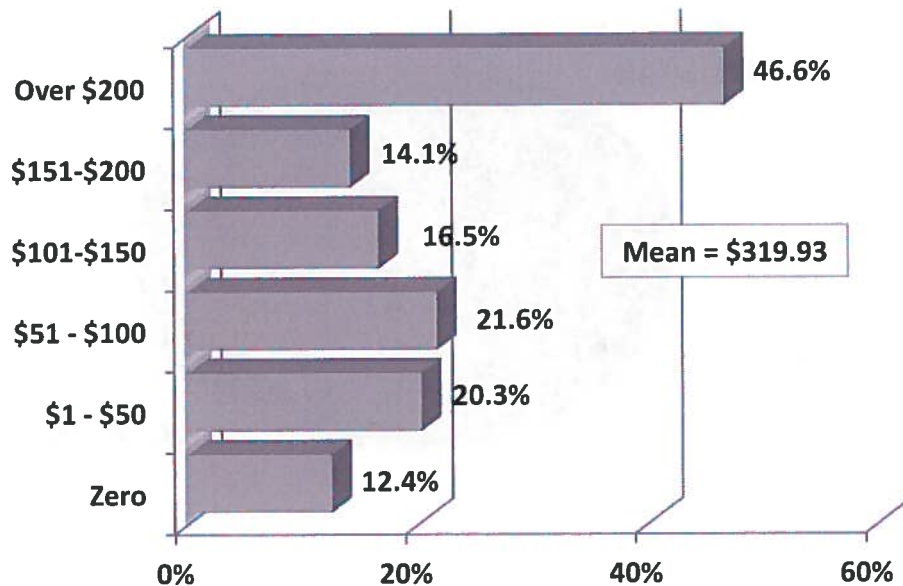


FIGURE 5.21 - Questions 24: On this trip, approximately how much did you spend IN TOTAL while in northern Virginia and/or southern Maryland? (Please DO NOT INCLUDE any spending inside the District of Columbia.) Base: Respondents who visited the District of Columbia who spent time in suburban Virginia and/or Maryland (weighted data). 143 completed surveys from suburban hotel guests and 243 completed surveys from District of Columbia hotel guests.

Number of People in Travel Party

The typical regional District of Columbia visitor had 2.7 people in his or her travel party. By far, the greatest proportion of visitors was traveling with just one other person (47.3%). 40.7 percent were in groups of three or more while just 12.0 percent visited Washington, DC solo.

Figure 5.22: How many people were in your immediate travel party (including yourself)?

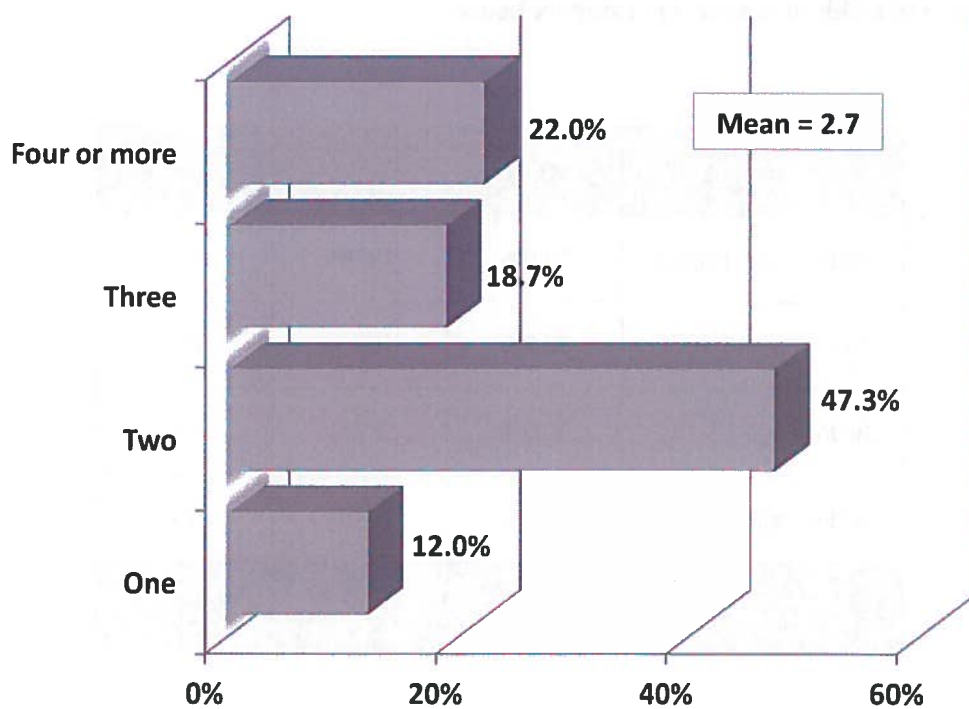


FIGURE 5.22 - Question 26: How many people were in your immediate travel party (including yourself?) Base: Respondents who visited the District of Columbia (weighted data). 653 completed surveys.

Children in Travel Party

The vast majority—70.9 percent—of regional District of Columbia visitors are traveling with just adults. While Washington, DC is primarily an adult destination, the city does, however, attract an important share of the region’s family travel market. 29.1 percent of visitors had at least one child in their party.

Figure 5.23: How many of the people in your immediate travel party were children? Please write in the number of children in each age category below.

	Zero	One or More	Mean
Children under age 6	88.0%	12.0%	0.2
Children age 6-10	89.2%	10.8%	0.2
Children age 11-13	93.3%	6.7%	0.1
Children age 14-17	90.0%	10.0%	0.2

FIGURE 5.23 - Question 27: How many of the people in your immediate travel party were children? Please write in the number of children in each age category below. Base: Respondents who visited the District of Columbia (weighted data). 657 completed surveys.