

Important Attributes in Destination Decision

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: Which of the following were IMPORTANT to your decision to make this visit to Washington, DC? (Select all that apply)

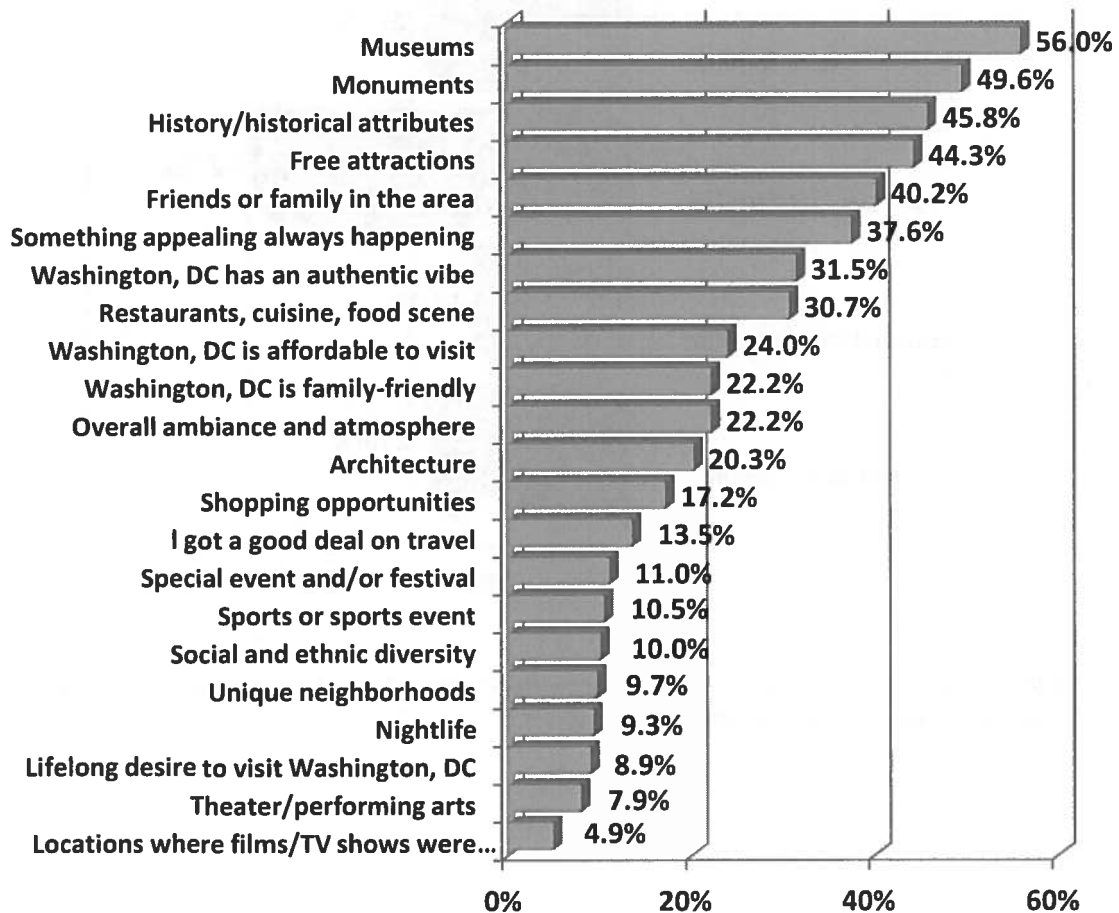


FIGURE 5.24 - Question 28: Which of the following were IMPORTANT to your decision to make this visit to Washington, DC? (Select all that apply) Base: All respondents (weighted data). 657 completed surveys.

Familiarity with Washington, DC

All survey respondents were asked how familiar they are with Washington, DC as a place to visit for leisure. Over 60 percent feels they are at least “somewhat familiar” with the District of Columbia as a leisure destination (63.8%); of these, 21.3 percent describe themselves as “very familiar.” About one-in-five regional residents feel they are “not at all familiar” with D.C as a place to visit.

Figure 5.25: How familiar are you with Washington, DC as a place to visit for leisure? (Select one)

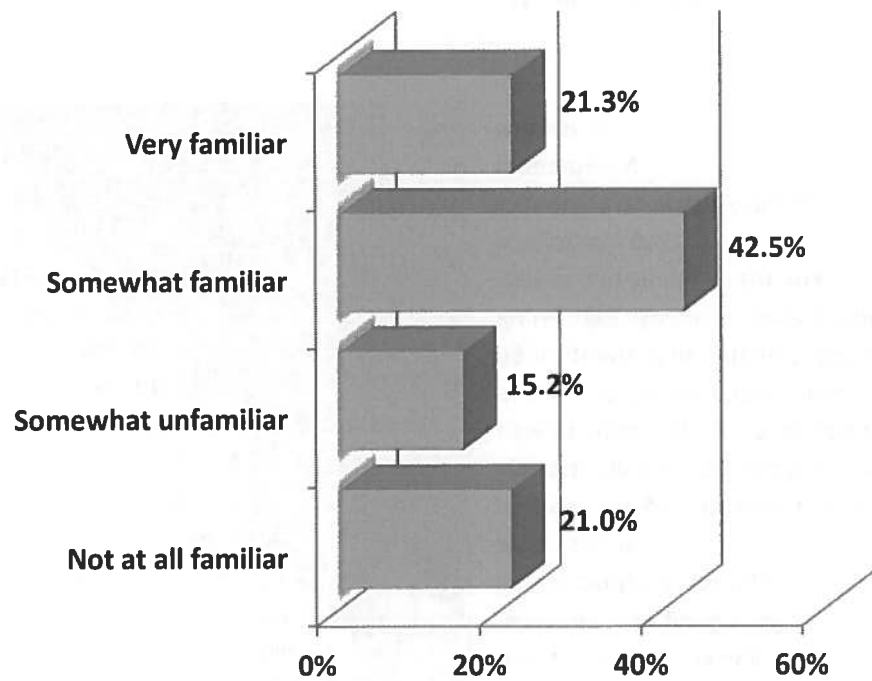


FIGURE 5.25 - Question 29: How familiar are you with Washington, DC as a place to visit for leisure? (Select one) Base: All respondents (weighted data). 4,500 completed surveys.

Likelihood to Visit Washington, DC in the Next 12 Months

Washington, DC has a high degree of potential to attract regional visitors 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: How likely are you to visit Washington, DC for leisure or personal reasons in the next 12 months? (Select one)

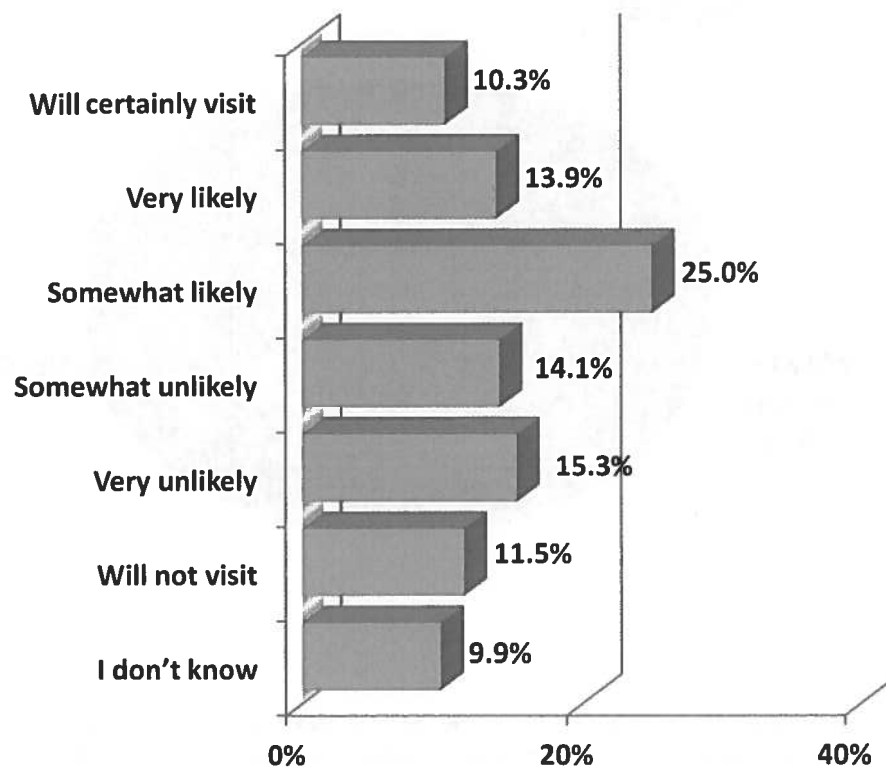


FIGURE 5.26 - Question 30: How likely are you to visit Washington, DC for leisure or personal reasons in the next 12 months? (Select one) Base: All respondents (weighted data). 4,500 completed surveys.

Recall of Washington, DC Advertisements (Unaided)

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: In the past 12 months, do you recall seeing and/or hearing any advertisements (in magazines, newspapers, online, on the radio or at an event) for leisure travel to Washington, DC?

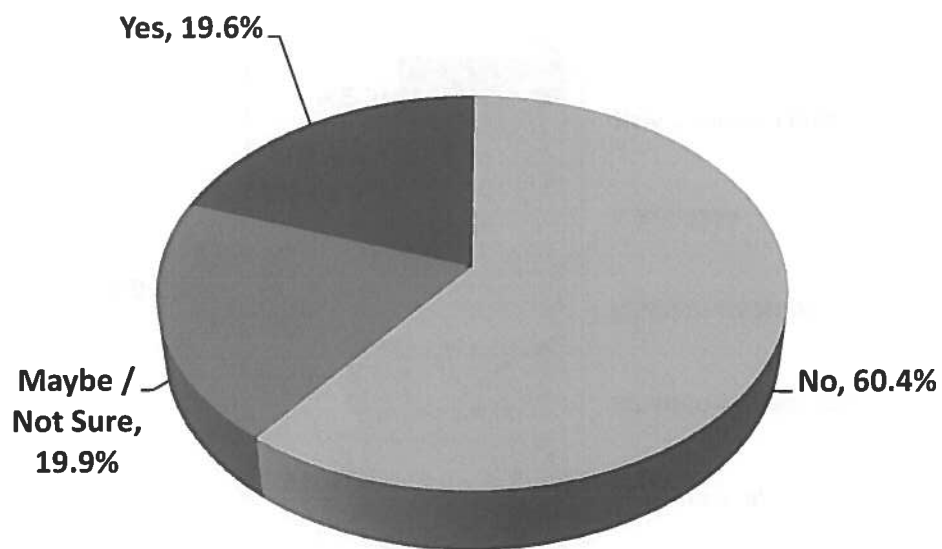


FIGURE 5.27 - Question 31: In the past 12 months, do you recall seeing and/or hearing any advertisements (in magazines, newspapers, online, on the radio or at an event) for leisure travel to Washington, DC? Base: All respondents (weighted data). 4,500 completed surveys.

Advertising Media Recall (Unaided)

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: Where did you see and/or hear this advertising? (Select each of the following media in which you recall having seen a Washington, DC travel advertisement in the past 12 months.)

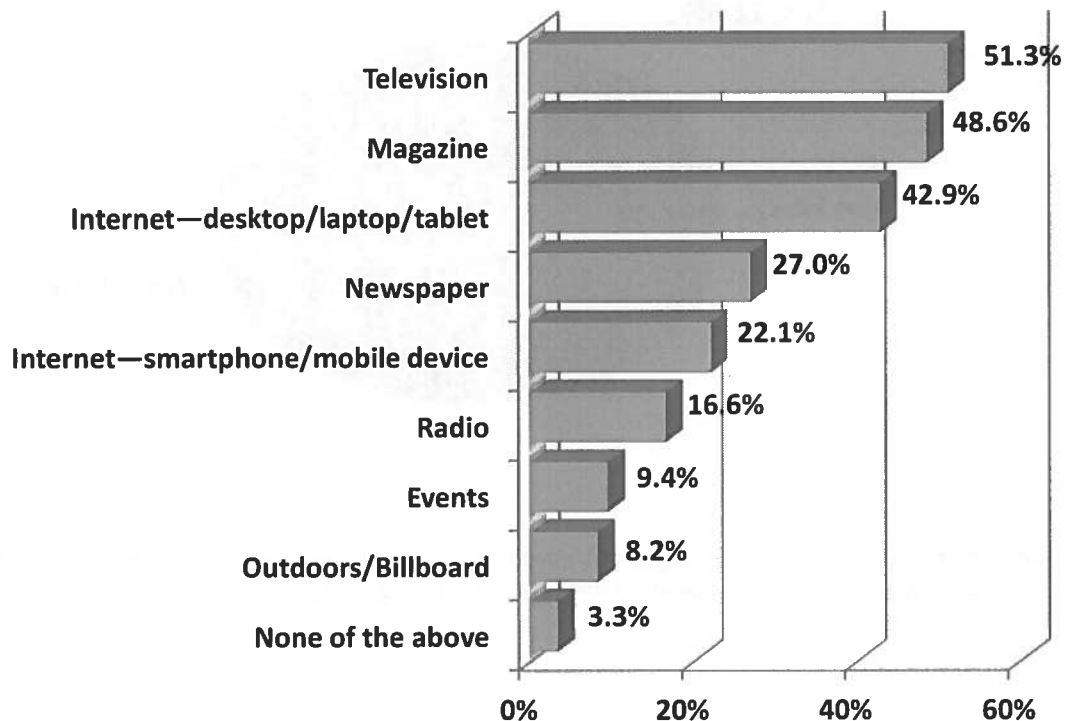


FIGURE 5.28 - Question 32: Where did you see and/or hear this advertising? (Select each of the following media in which you recall having seen a Washington, DC travel advertisement in the past 12 months.) Base: Respondents who saw leisure travel advertisements for Washington, DC (weighted data). 884 completed surveys.

Recall of Magazine Advertisements (Aided)

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: During the past 12 months, do you recall having seen any of these advertisements in any magazines?

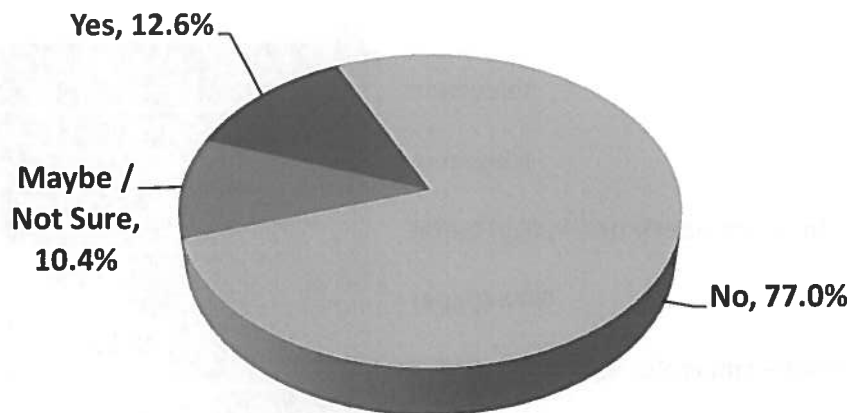


FIGURE 5.29 - Question 33: During the past 12 months, do you recall having seen any of these advertisements in any magazines? Base: All respondents (weighted data). 4,478 completed surveys.

Recall of Television Advertisements (Aided)

Penetration by the campaign's television advertisements reached more than one in ten regional residents. Fully 13.2 percent of survey respondents said they recall having seen one or more of the ads on television.

Figure 5.30: During the past 12 months, do you recall having seen any of these advertisements on television?

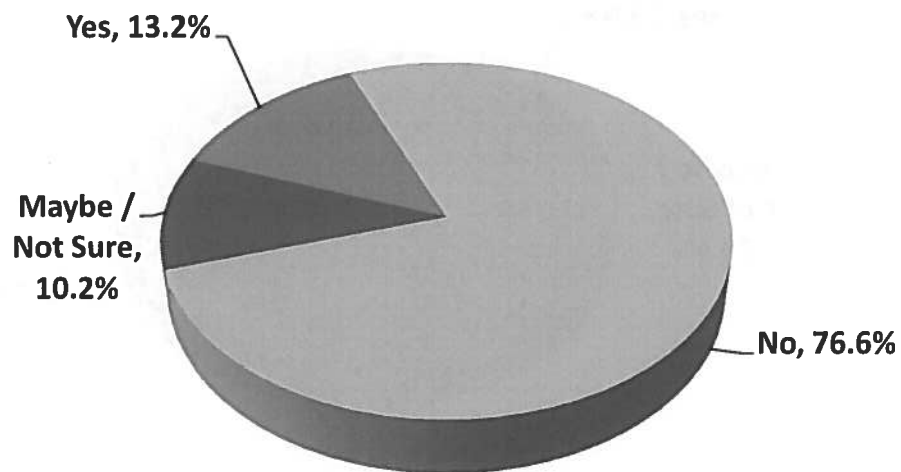


FIGURE 5.30 - Question 34: During the past 12 months, do you recall having seen any of these advertisements on television? Base: All respondents (weighted data). 4,478 completed surveys.

Recall of Digital Display Advertisements (Aided)

Respondents were then shown the digital 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: During the past 12 months, do you recall having seen these advertisements anywhere online, including on your smartphone or mobile device?

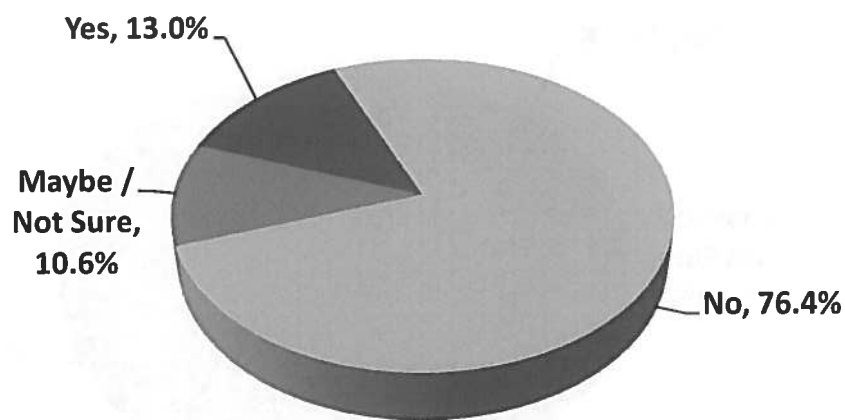


FIGURE 5.31 - Question 35: During the past 12 months, do you recall having seen this advertisement anywhere online, including on your smartphone or mobile device? Base: All respondents (weighted data). 4,478 completed surveys.

Recall of Digital Video Advertisement (Aided)

Respondents were then shown the *DC—Cool* video advertisement and asked if they had seen this ad anywhere online. One in ten regional residents (10.7%) said they recalled seeing the video online in the past year.

Figure 5.32: During the past 12 months, do you recall having seen this advertisement anywhere online?

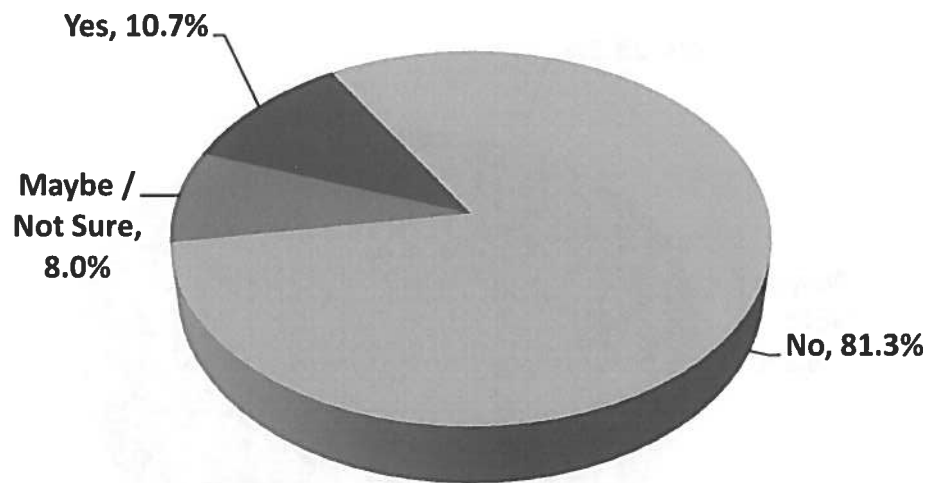


FIGURE 5.32 - Question 36: During the past 12 months, do you recall having seen this advertisement anywhere online?
Base: All respondents (weighted data). 4,478 completed surveys.

Recall of Live Television Events (Aided)

Respondents were then shown images of the stunts on *The Today Show* and *Good Morning America* promoting *DC is Blooming*. They were then asked if they had recalled seeing this promotion on either of these shows. Nearly one in four respondents said they had seen this effort (23.2%). Given the high consumption of these shows amongst this population and its national reach, this promotion had the highest recall across all of the different media tested.

Figure 5.33: During the past 12 months, do you recall having seen this during The Today Show and/or Good Morning America?

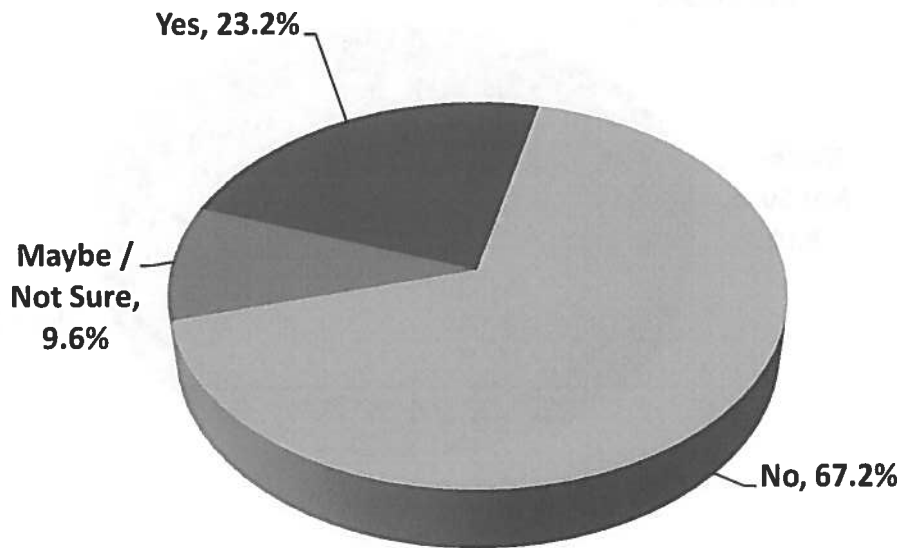


FIGURE 5.33 - Question 37: During the past 12 months, do you recall having seen this during The Today Show and/or Good Morning America? Base: All respondents (weighted data). 4,478 completed surveys.

Recall of Outdoor Ad (Times Square—Aided)

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. One in five of this group recalled having seen this video ad in Times Square (20.2%).

Figure 5.34: Do you recall seeing this ad in Times Square in New York City at some point in the past 12 months?

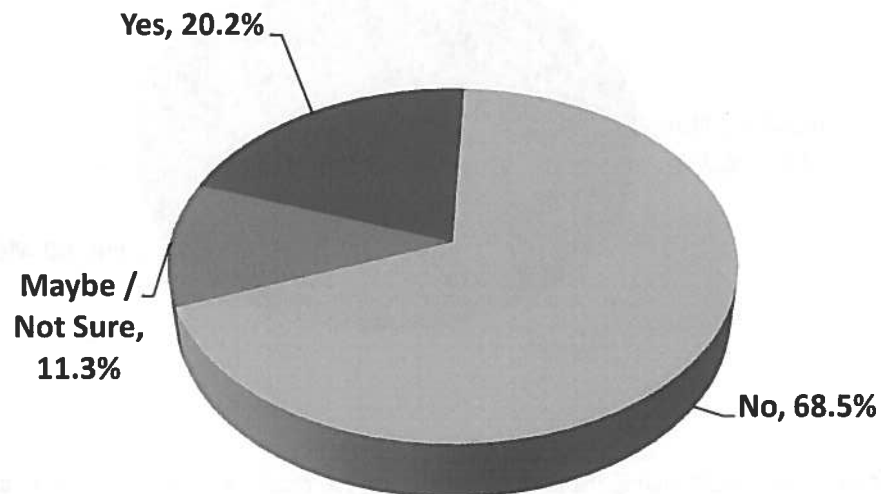


FIGURE 5.34 - Question 38: Do you recall seeing this ad in Times Square in New York City at some point in the past 12 months? Base: All respondents (weighted data). 1,380 completed surveys.

Recall of Radio Advertisements

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: During the past 12 months, do you recall having heard this advertisement on the radio?

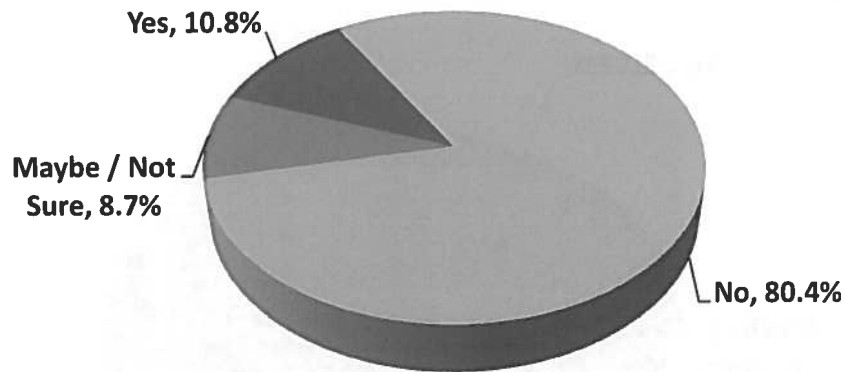


FIGURE 5.35 - Question 39: During the past 12 months, do you recall having heard this advertisement on the radio?
Base: All respondents in GA (weighted data). 313 completed surveys.

Advertising's Overall Effectiveness

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. The advertising creative continues to be effective at positioning Washington, DC as an attractive leisure destination. 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: After viewing this series of advertisements, overall, how effective do you think these advertisements are in portraying Washington, DC as a place you would enjoy visiting for leisure reasons? (Select one)

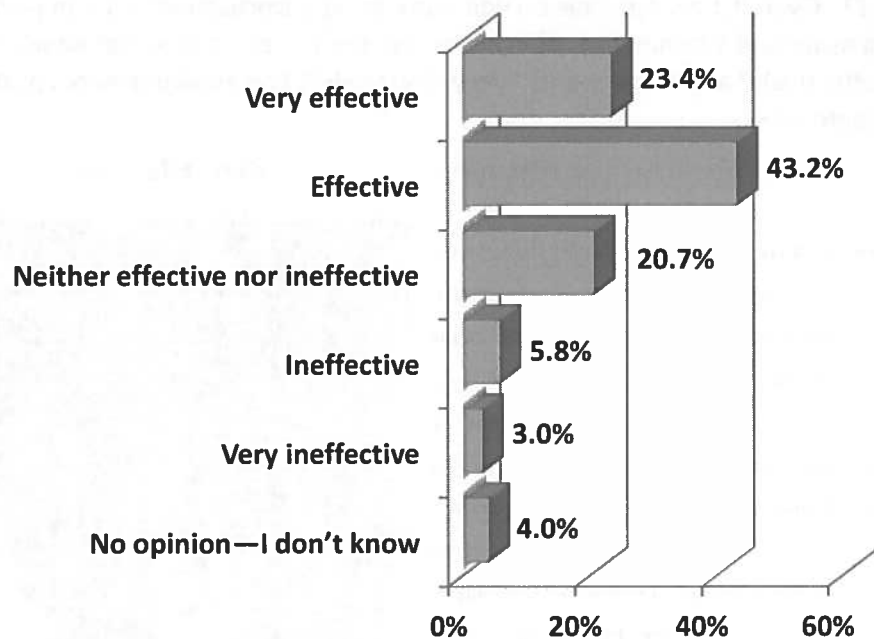


FIGURE 5.36 - Question 40: After viewing this series of advertisements, overall, how effective do you think these advertisements are in portraying Washington, DC as a place you would enjoy visiting for leisure reasons? (Select one)
Base: All respondents (weighted data). 4,303 completed surveys.

Advertising's Effectiveness in Communicating Campaign's Central Messages

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. Figure 5.37 below shows the percent of respondents who said that the advertising portrayed each messaging aspect "effectively" or "very effectively." Consistent with findings in previous years, there was the most agreement that the 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: Overall, how effective do you think these advertisements are in portraying the following aspects of Washington, DC? (Please use the five point scale below where 1 represents "Very ineffectively" and 5 represents "Very effectively") The advertisements portray this aspect of Washington, DC...

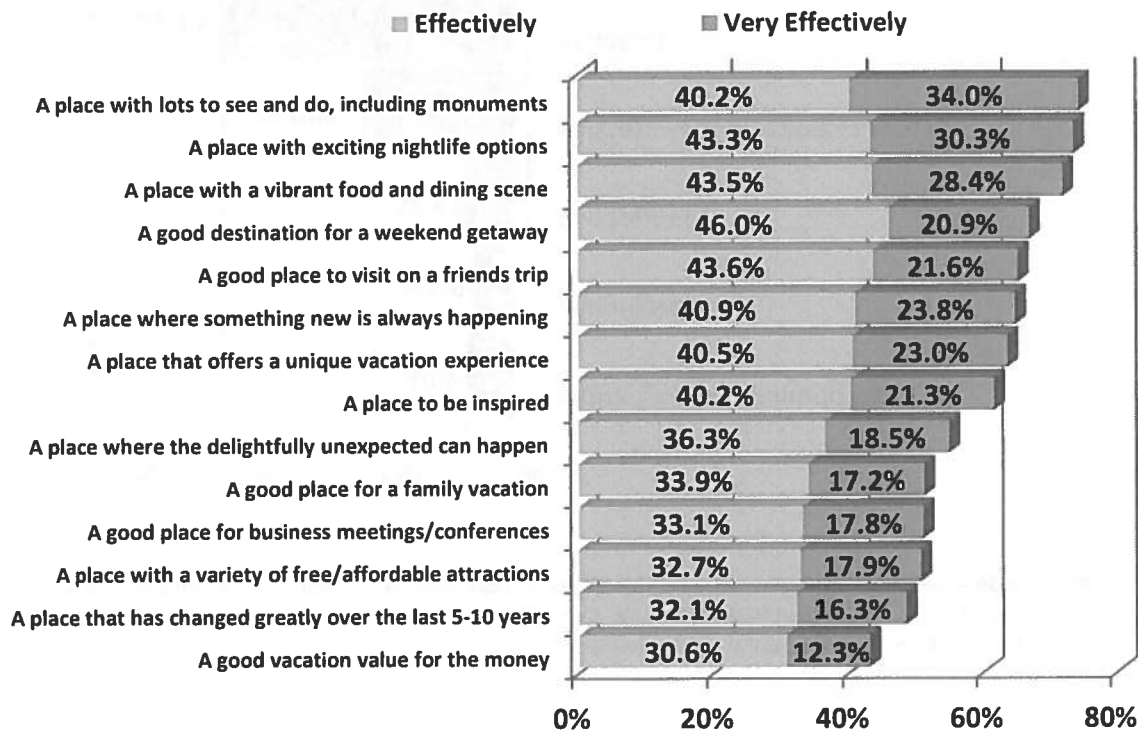


FIGURE 5.37 - Question 41: Overall, how effective do you think these advertisements are in portraying the following aspects of Washington, DC? (Please use the five point scale below where 1 represents "Very ineffectively" and 5 represents "Very effectively") The advertisements portray this aspect of Washington, DC... Base: All respondents (weighted data). 4,303 completed surveys.

Advertisements' Effect on Likelihood to Visit Washington, DC

Survey respondents were asked how the ads they viewed would affect their likelihood to visit Washington, DC in the next year. Over a third of respondents (37.7%) felt that the ads made them *more likely* to visit Washington, DC (up from 33.3% in 2013 and 23.1% in 2010). Only 5.1 percent said the ads had a negative effect on their likelihood to visit, while 7.2 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: How did the advertisements you viewed today affect your likelihood to visit Washington, DC for leisure in the next 12 months? (Select one)

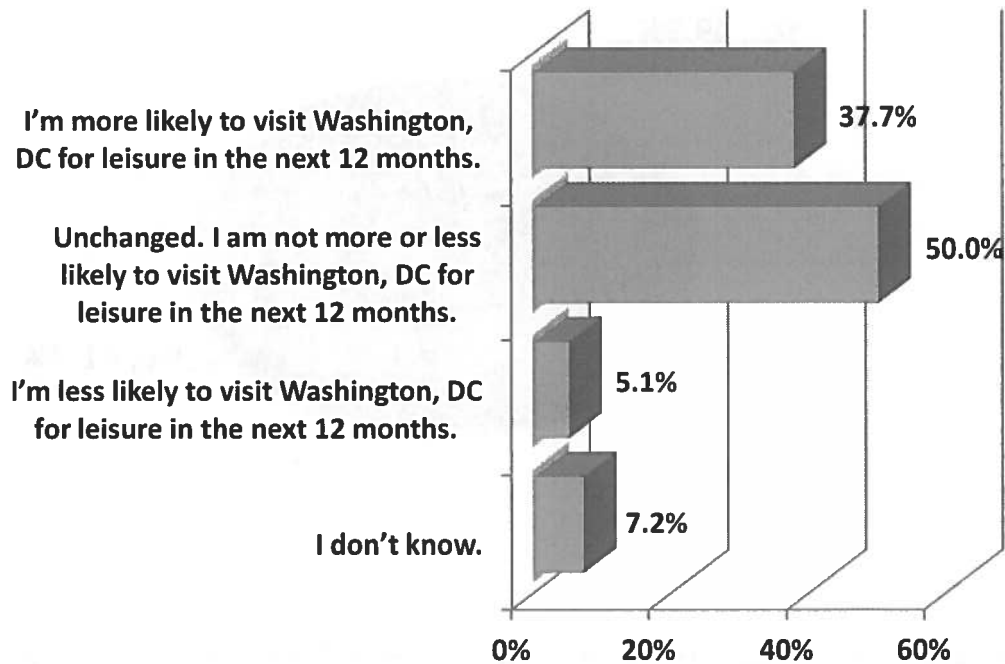


FIGURE 5.38 - Question 42: How did the advertisements you viewed today affect your likelihood to visit Washington, DC for leisure in the next 12 months? (Select one) Base: All respondents (weighted data). 4,303 completed surveys.

Advertising's Influence on 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 if the ad or ads they saw had in any way influenced their decision to visit Washington, DC. 49.9 percent of these persons 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 – You said that you recall seeing one or more of the Washington, DC tourism ads that you reviewed earlier in the survey. Did this ad (or ads) you saw in any way influence your decision to visit Washington, DC?

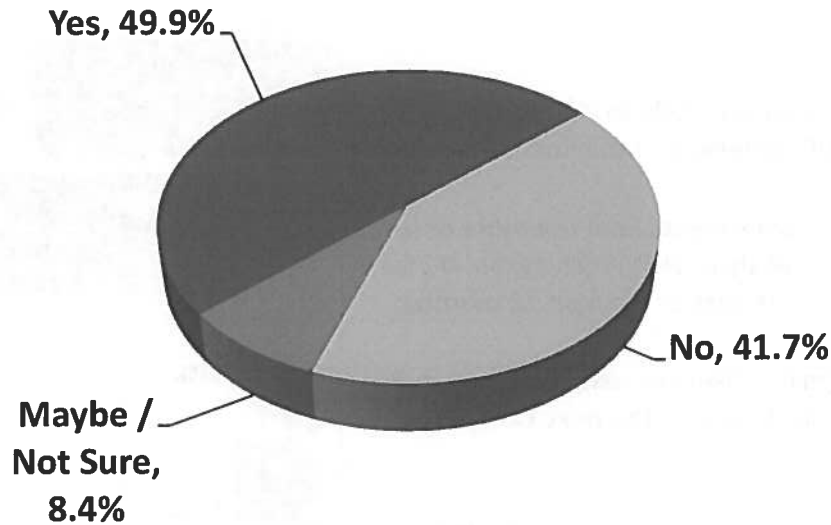


TABLE 5.39 – Question 43: You said that you recall seeing one or more of the Washington, DC tourism ads that you reviewed earlier in the survey. Did this ad (or ads) you saw in any way influence your decision to visit Washington, DC?
Base: Respondents who visited the District of Columbia and recall seeing one or more DC Cool advertisements (weighted data). 290 completed surveys.

Importance of Advertising to Destination Decision

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 - How important was this advertising to your decision to visit Washington, DC?

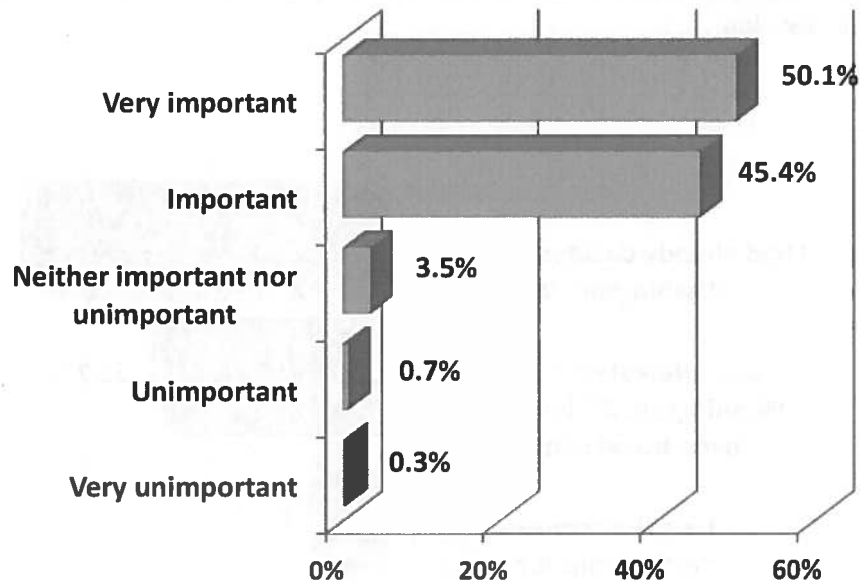


FIGURE 5.40 - Question 44: How important was this advertising to your decision to visit Washington, DC? Base: Respondents who visited the District of Columbia and recall seeing one or more DC Cool advertisements (weighted data). 136 completed surveys.

Point in Travel Decision When Exposed to Advertising

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. The campaign was effective at reaching people in the top of the travel planning funnel. 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 - When you saw the advertisement(s) for Washington, DC, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision.

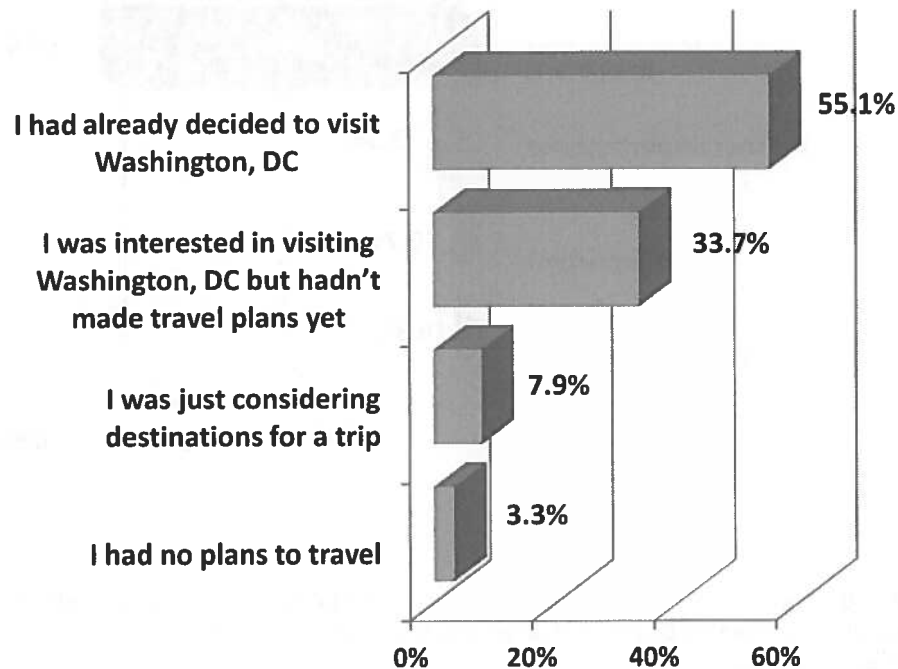


FIGURE 5.41 - Question 45: When you saw the advertisement(s) for Washington, DC, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision. Base: Respondents who visited the District of Columbia and recall seeing one or more DC Cool advertisements (weighted data). 289 completed surveys.

Recall of Travel Articles about Washington, DC

The campaign included public relations outreach efforts to generate earned media for Washington, DC. These efforts were realized further in 2014 compared to previous years. 17.3 percent of survey respondents reported having seen articles—either digitally or in print—about leisure travel to Washington, DC in the past year, up from 13.8 percent in 2013.

Figure 5.42 – In the past 12 months, do you recall seeing any travel articles – either digitally or in print featuring leisure travel to Washington, DC?

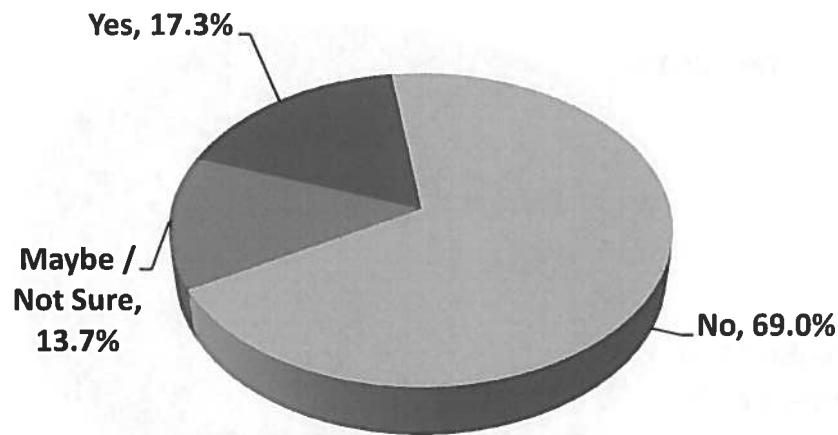


FIGURE 5.42 - Question 46: In the past 12 months, do you recall seeing any travel articles – either digitally or in print featuring leisure travel to Washington, DC? Base: All respondents (weighted data). 4,292 completed surveys.

Recall of Television Features about Washington, DC

As PR efforts also extended to television media, respondents were asked if they recalled seeing any leisure travel features on television about Washington, DC. In total, 17.1 percent reported having seen such a story on television, up from 12.1 percent in 2013.

Figure 5.43 – In the past 12 months, do you recall seeing any travel stories or features on television about leisure travel to Washington, DC?

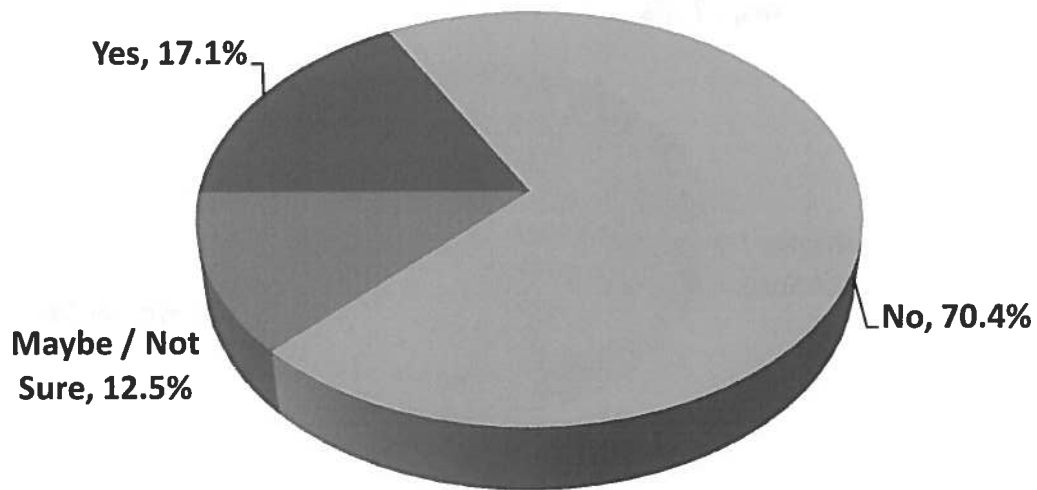


FIGURE 5.43 - Question 47: In the past 12 months, do you recall seeing any travel stories or features on television about leisure travel to Washington, DC? Base: All respondents (weighted data). 4,292 completed surveys.

Likelihood to Recommend Washington, DC

Survey respondents were asked how likely they would be to recommend Washington, DC as a place to visit. In total, 50.8 percent said they were “likely” or “very likely” to do so (up from 45.3% in 2013); another 29.6 percent said they were “somewhat likely” (up from 23.6% in 2013).

Figure 5.44 – How likely are you to recommend Washington, DC as a place to visit to family members, friends and/or colleagues? (Select one)

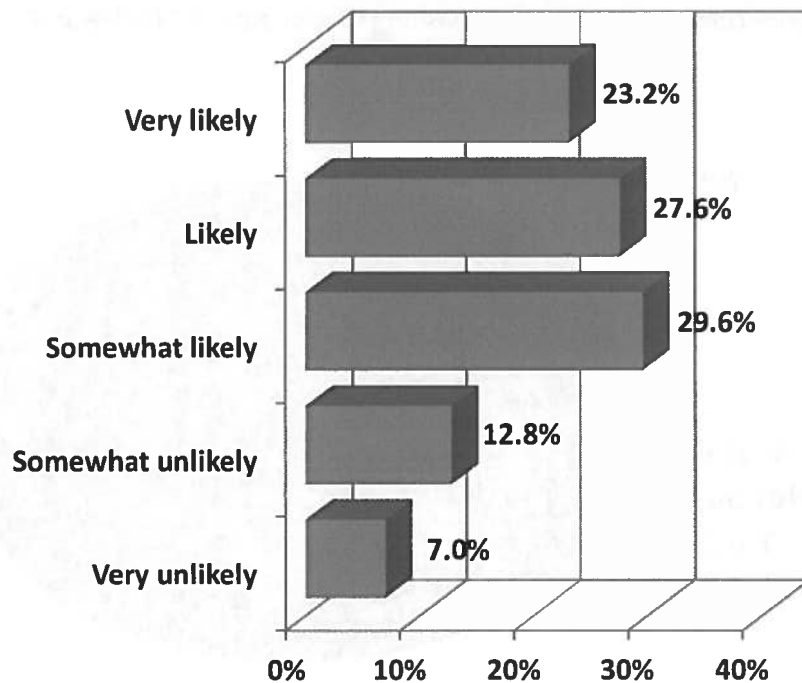


FIGURE 5.44 - Question 48: How likely are you to recommend Washington, DC as a place to visit to family members, friends and/or colleagues? (Select one) Base: All respondents (weighted data). 4,292 completed surveys.

Impact of Federal Government Shut Down on Current Interest in Visiting Washington, DC

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 – Does the federal government shut down that occurred in October 2013 have an impact on your current interest level in visiting Washington, DC for leisure?

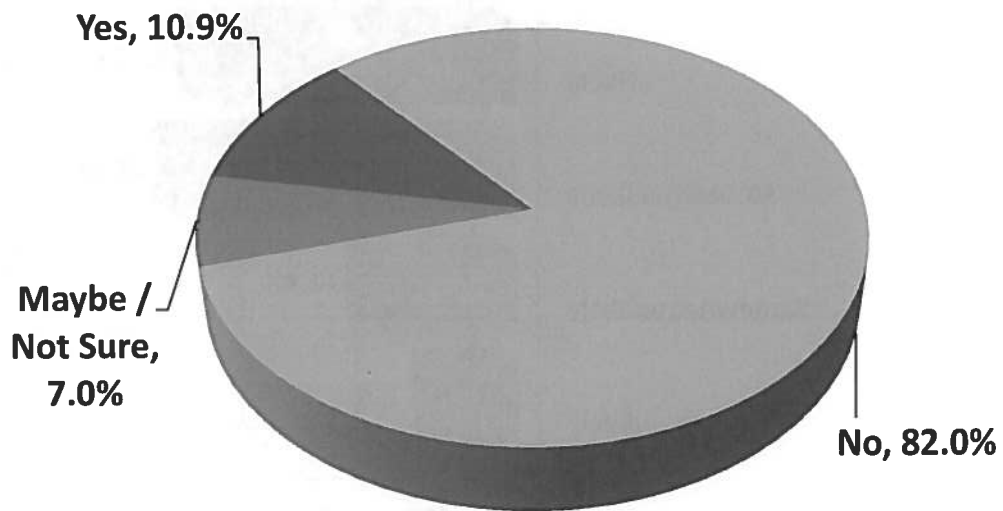


FIGURE 5.45 - Question 49: Does the federal government shut down that occurred in October 2013 have an impact on your current interest level in visiting Washington, DC for leisure? Base: All respondents (weighted data). 4,285 completed surveys.

How Federal Government Shut Down Impacts Current Interest in Washington, DC

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 – How does the federal government shut down that occurred in October 2013 impact your current interest in visiting Washington, DC for leisure?

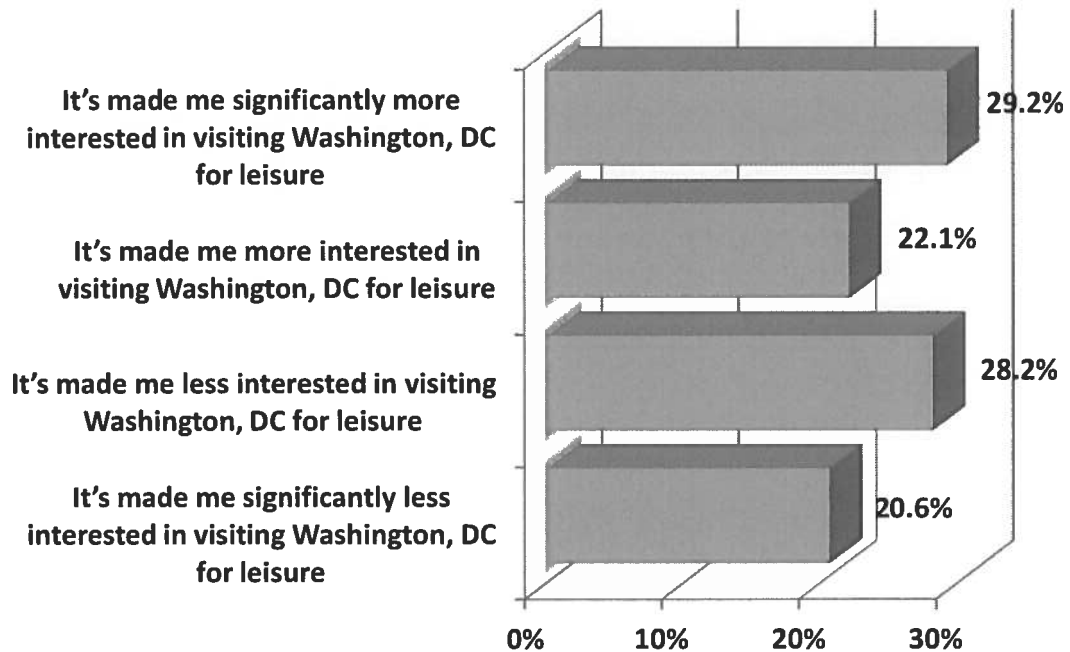


FIGURE 5.46 - Question 50: How does the federal government shut down that occurred in October 2013 impact your current interest in visiting Washington, DC for leisure? Base: Respondents who reported that the federal government shutdown in October 2013 affected their interest in visiting DC for leisure (weighted data). 406 completed surveys.

Demographics

This section presents a demographic profile of survey respondents. The findings of the survey's demographic questions are presented in the order they were asked.

Gender

Survey respondents skewed female, with 58.6 percent being women.

Figure 6.1 – What is your gender? (Select one)

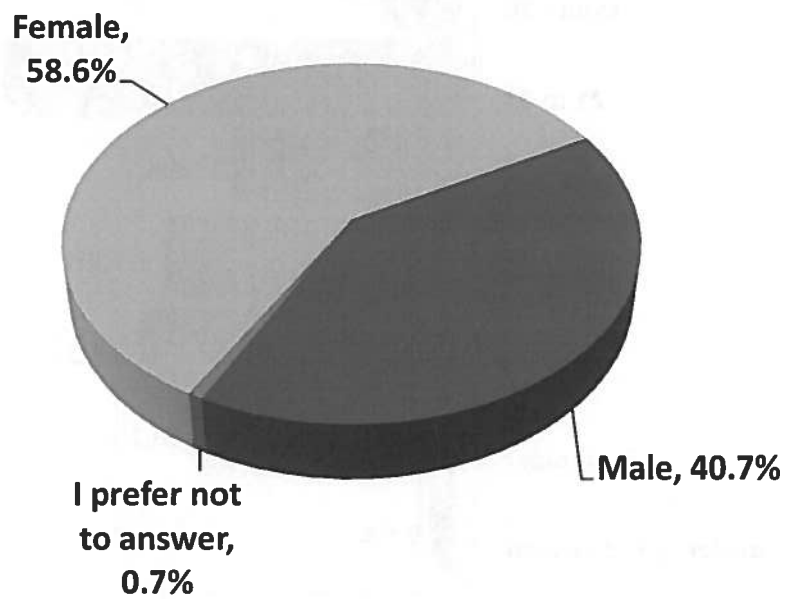


TABLE 6.1 – Question 50: What is your gender? (Select one) Base: All respondents (weighted data). 4,290 completed surveys.

Age

The mean age of survey respondents is 45.1 years. 28.6 percent are between the ages of 21 and 34.

Figure 6.2 – Which best describes your age? (Select one)

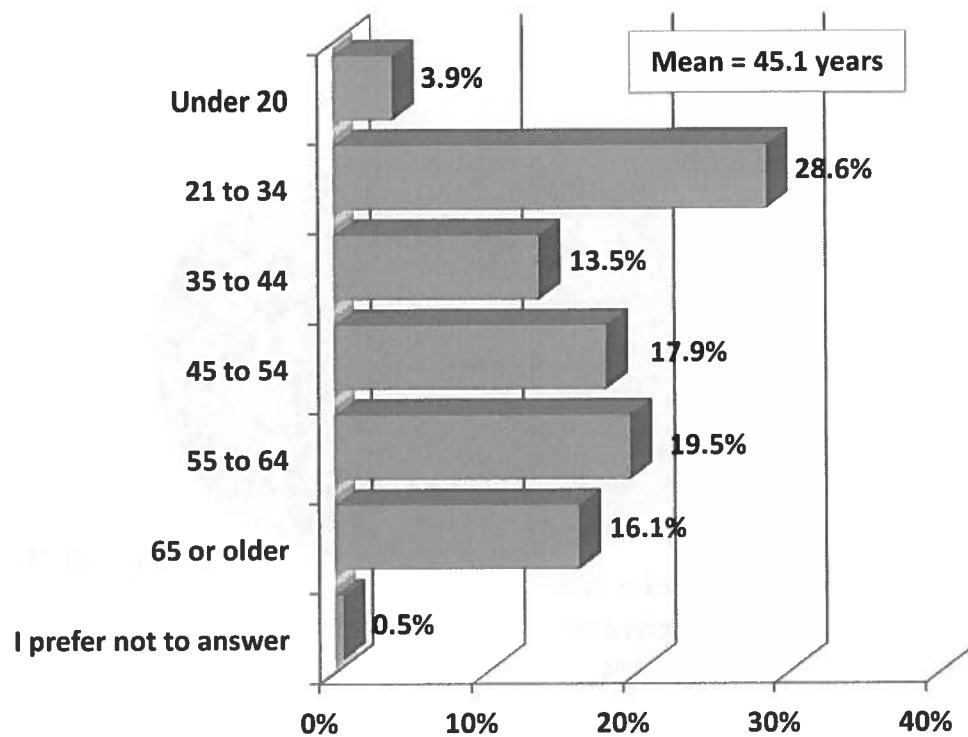


FIGURE 6.2 - Question 51: Which best describes your age? (Select one.) Base: All respondents (weighted data), 4,290 completed surveys.

Employment Status

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 – Which best describes your current employment status? (Select one)

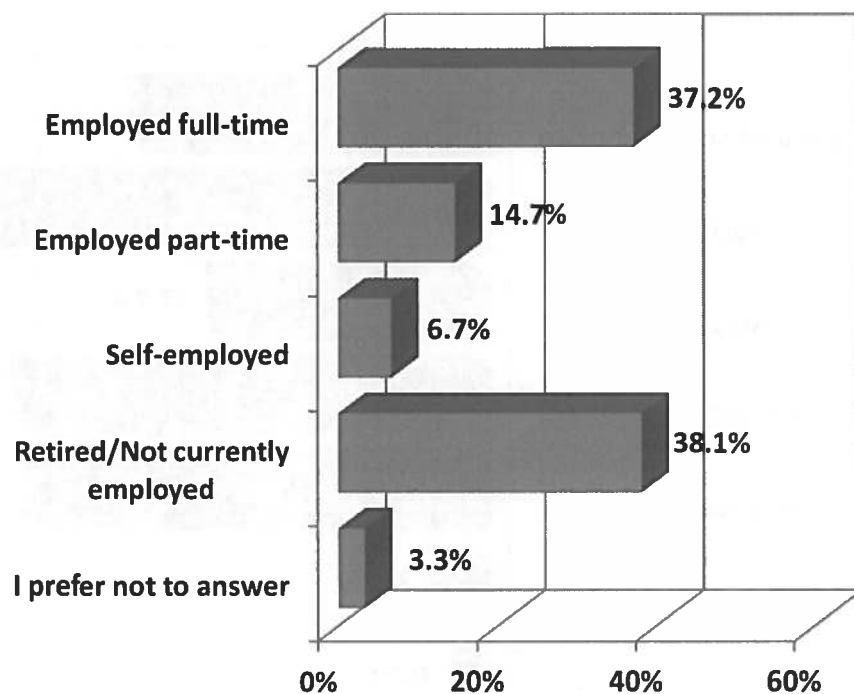


FIGURE 6.3 - Question 52: Which best describes your current employment status? (Select one) Base: All respondents (weighted data). 4,290 completed surveys.

Formal Education

Figure 6.4 illustrates that 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 – Which best represents the highest level of formal education you have completed? (Select one)

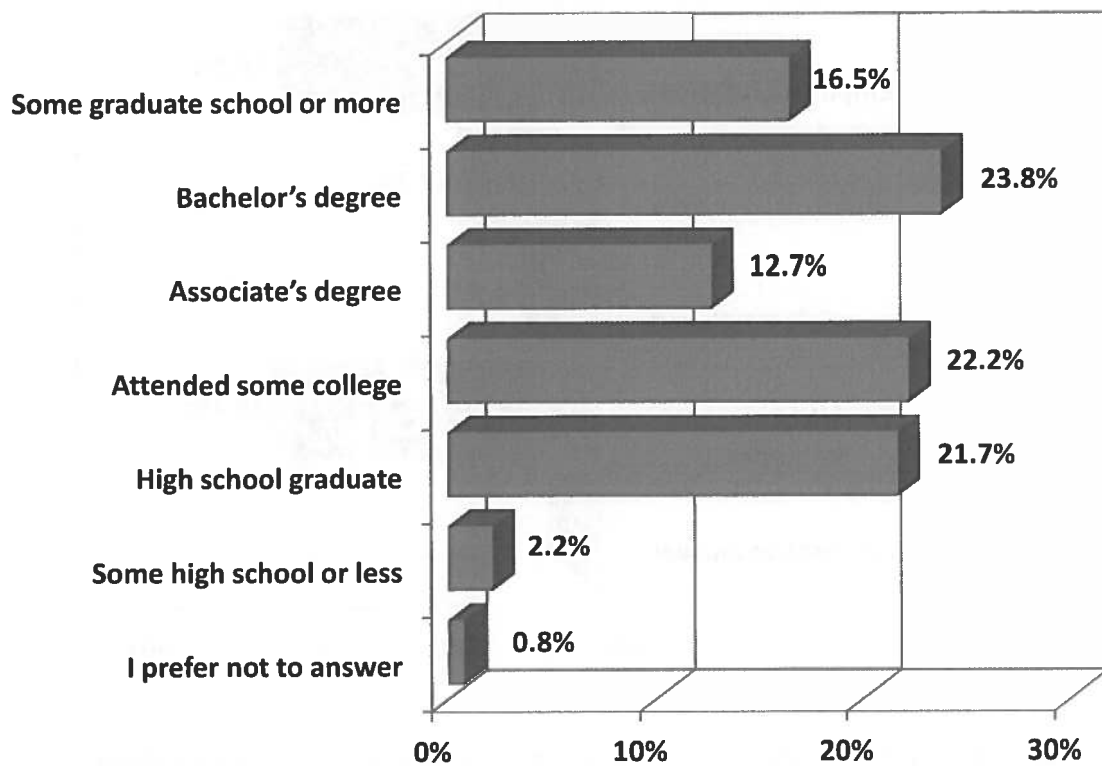


FIGURE 6.4 - Question 53: Which best represents the highest level of formal education you have completed? (Select one)
Base: All respondents (weighted data). 4,290 completed surveys.

Annual Household Income

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 - Which of the following best describes the combined annual income of all members of your household? (Select one.)

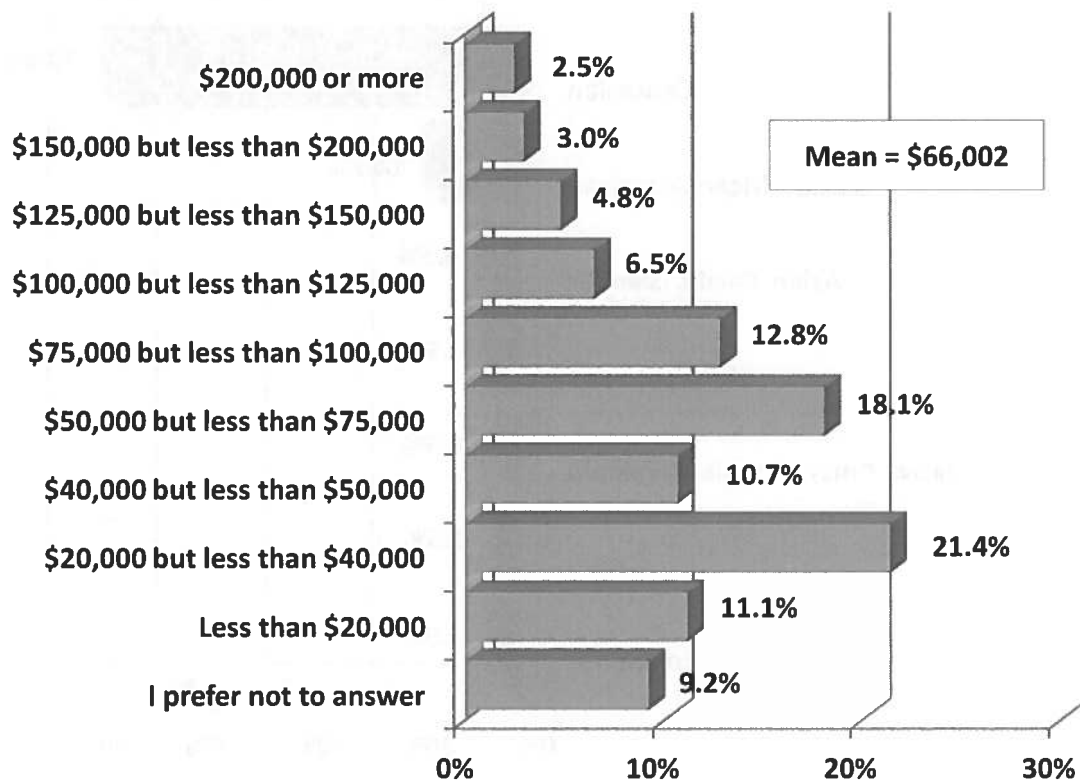


FIGURE 6.5 - Question 54: Which of the following best describes the combined annual income of all members of your household? (Select one.) Base: All respondents (weighted data). 4,290 completed surveys.

Ethnic Background

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 – Which best describes your race or ethnic background? (Select one)

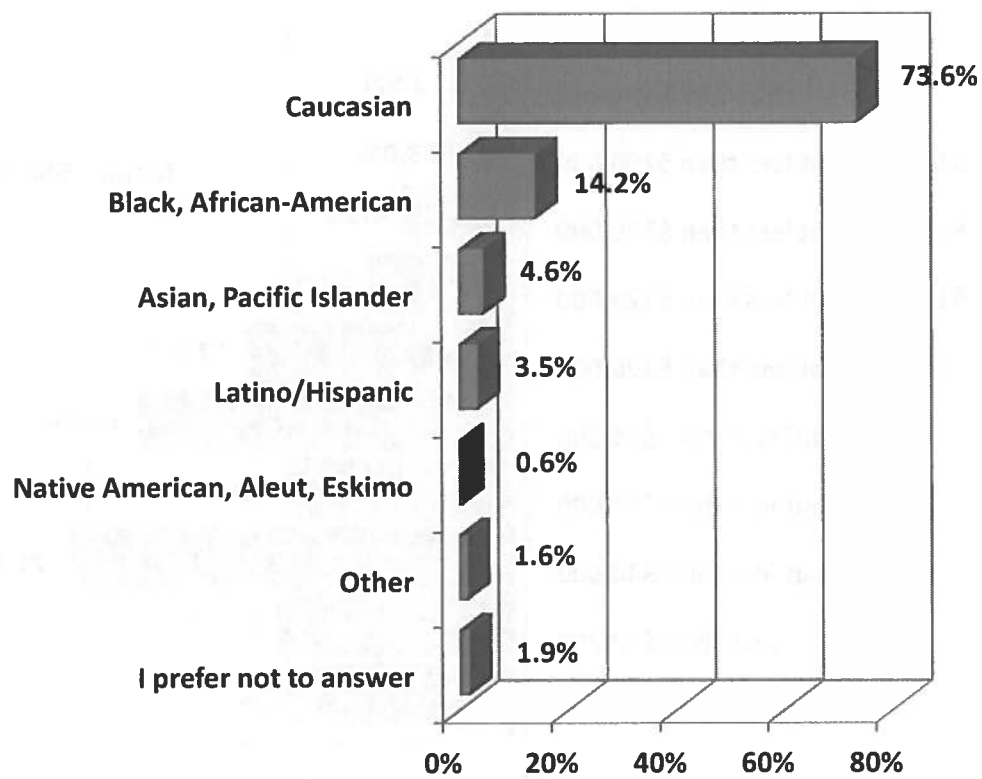


FIGURE 6.6 - Question 55: Which best describes your race or ethnic background (Select one) Base: All respondents (weighted data). 4,290 completed surveys.

Marital Status

Figure 6.8 (below) shows the proportion of survey respondents in each marital status category. 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 6.8 - Which best describes your current marital status? (Select one)

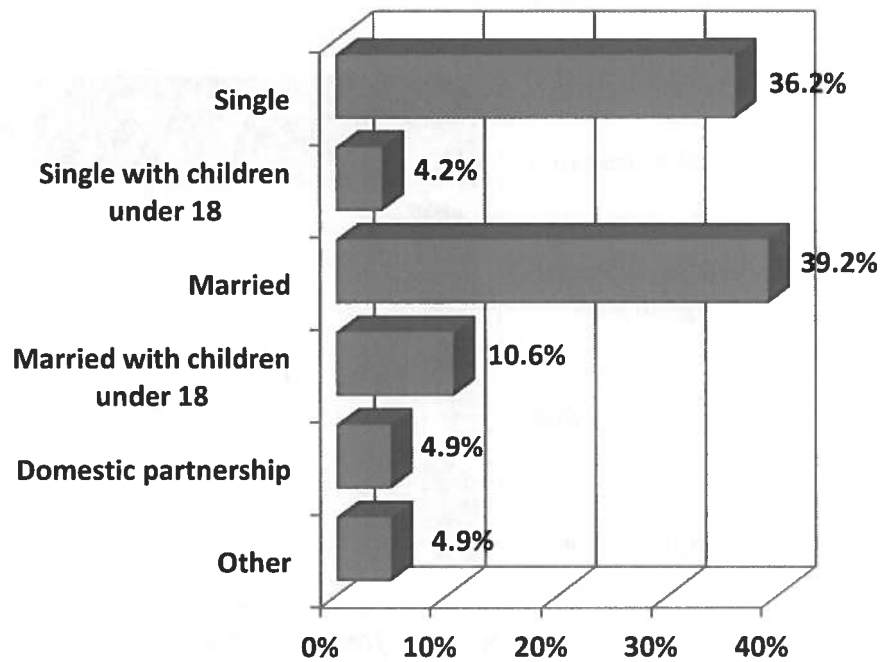


FIGURE 6.8 - Question 57: Which of the following best describes your current marital status? (Select one.) Base: All respondents (weighted data). 4,290 completed surveys.

GLBT

5.9 percent of survey respondents identified as GLBT.

Figure 6.7: Which best describes you? (Select one)

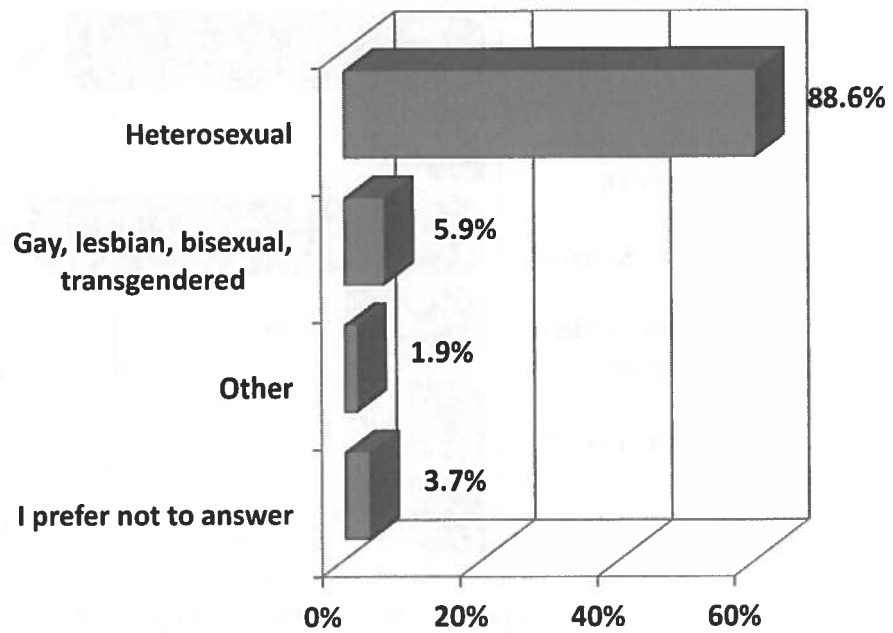


FIGURE 6.7 - Question 56: Which best describes you? (Select one) Base: All survey respondents (weighted data). 4,290 completed surveys.

Appendix I: Comparison to Past Studies

The table below shows key results from Destination DC's advertising effectiveness research over the past seven years. The research technique used changed in 2008. We therefore suggest that caution be used in any attempt to draw inter-year comparison between the studies conducted prior to 2008. However, as a reference, the table below shows key information and statistics from and about all seven waves of research.

	2006	2007	2008	2009	2010	2013	2014
Survey field dates	October	Sept./Oct.	Dec.	Sept./Oct.	Sept./Oct.	Nov.	Oct.
Data collection technique	Online survey	Online survey	Online survey	Online survey	Online survey	Online survey	Online survey
Sample size	600	597	4,556	4,123	3,931	3,876	4,619
Campaign period	May-Sept	May-Sept	Apr-Dec	May-Sept	May-Sept	Feb-Aug	Feb-Sept
Percent of population visiting DC	20.7%	17.4%	15.6%	16.2%	15.0%	19.4%	17.7%
Overall advertising awareness	26.0%	17.3%	19.0%	20.6%	20.2%	24.1%	40.8%
Incremental travel	7.8%	7.6%	8.1%	9.0%	9.2%	13.0%	8.6%
Visitor spending per trip	\$748	\$760	\$678	\$635	\$799	\$876.99	\$849.92
Total visitor spending in DC	\$350.8 million	\$217.8 million	\$53,368,884	\$58,806,159	\$52,030,202	\$80,154,709	\$98,422,522
Total advertising spending	\$987,939	\$550,000	\$1,339,057	\$1,338,057	\$1,430,416	\$3,000,007	\$3,000,007
ROI (Economic impact/Ad spending)	\$355.0	\$396.0	\$40.00	\$48.00	\$35.00	\$26.72	\$32.80
Taxes generated for Washington D.C.	\$9,299,792	\$4,989,086	\$3,734,568	\$4,165,633	\$3,630,395	5,256,407	7,632,228

Appendix II: Subsamples and Reliability

The estimates emerging from this study are based on weighted data from a large sample collected across the region and in targeted metropolitan areas. The table below shows the samples collected and corresponding data reliability calculated at a 95% confidence level.

	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%

Appendix III: Survey Questionnaire

The complete survey questionnaire is presented following.

Travel Survey

Thank you for your help with this survey. Please carefully read each question and review any images or other media shown to you. The survey will take about 15 minutes to complete.

1. Are you 18 years of age or older?

- Yes
- No

2. In which country do you reside?

- Canada
- United States
- Other

2A. In which state do you reside?

- Connecticut
- Delaware
- District of Columbia
- Georgia
- Maryland
- Massachusetts
- New Hampshire
- New Jersey
- New York
- North Carolina
- Ohio
- Pennsylvania
- Rhode Island
- South Carolina
- Virginia
- West Virginia
- None of these

2B. Which metropolitan area is closest to your residence?

- Montreal
- Ottawa
- Toronto
- Other

2C. What is your home zip / postal code?

3. Which of these television networks and programs have you watched at least once in the past 12 months?

- NBC's The Today Show
- ABC's Good Morning America
- ESPN2
- Tennis Channel
- CBS W-USA

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

- Amtrak Arrive Magazine
- Atlanta Daily World
- Atlanta Voice
- BostonMagazine
- Condé Nast Traveler
- Essence Magazine
- Food & Wine Magazine
- New York Magazine
- New York Times T Magazine
- The New Yorker
- Passport Magazine
- Pathfinders Travel Magazine
- Philadelphia Magazine
- Preservation Magazine
- Richmond Magazine
- Savoy Magazine
- Smithsonian Magazine
- Southern Living Magazine
- Travel + Leisure Magazine
- Vanity Fair Magazine
- Wired Magazine

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

- DreamPlanGo.com
- Expedia.com
- Eater.com
- Facebook.com
- NYTimes.com
- NewYorker.com
- Orbitz.com
- Passport.com
- PhillyMag.com
- Sherman'sTrave
- Smithsonian.com
- Travelocity.com
- TravelZoo.com

6. Which of these website search engines do you recall using at least once in the past 12 months?

- Bing
- Google
- Yahoo!

7. Which of these radio stations do you recall listening to at least once in the past 12 months?

- WVEE-FM (103.3)
- WALR-FM (104.1)
- WAMJ-FM (107.5/97.5)

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

- Yes

No

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.

Number of leisure trips: _____

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?

Please list up to four (4) cities that first come to mind in the spaces below.

City: _____

City: _____

City: _____

City: _____

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

- Atlanta, GA
- Baltimore, MD
- Boston, MA
- Chicago, IL
- Miami, FL
- New York City, NY
- Orlando, FL
- Portland, OR
- Philadelphia, PA
- Pittsburgh, PA
- Raleigh, NC
- Richmond, VA
- San Francisco, CA
- Seattle, WA
- Washington, DC
- NONE OF THE ABOVE

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.)

Number of leisure trips: _____

13. In which month(s) did you visit Washington, DC on a leisure trip(s)? (Select all that apply)

- September 2013
- October 2013
- November 2013
- December 2013
- January 2014
- February 2014
- March 2014
- April 2014
- May 2014

- June 2014
- July 2014
- August 2014
- September 2014

The next questions we'll ask you about the most recent leisure trip you took to Washington, DC in the past 12 months. Thus, if you took more than one trip to Washington, DC in the past 12 months, please only consider your most recent trip in your responses.

14. Which best describes your reason for visiting Washington, DC on this most recent leisure trip?
- Vacation
 - Weekend getaway
 - Visit friends or family
 - Attend an event(fair/festival, sporting event, concert)
 - Attend a personal event or wedding
 - Add-on to a business trip
15. On this trip to the Washington, DC area, in what type of lodging did you stay? (Select all that apply)
- Paid accommodations (such as a hotel, motel or inn)
 - Residence of friend or family member
 - None of these (I was on a day trip or just passing through)
16. On this trip to the Washington, DC area, where did you stay overnight? (Select all that apply)
- Inside the city of Washington, DC
 - Outside the city of Washington, DC--in northern Virginia (e.g. Alexandria, Arlington, Fairfax, Tysons Corner, etc.)
 - Outside the city of Washington, DC--in southern Maryland (e.g. Bethesda, Silver Spring, Rockville, National Harbor, etc.)
 - Other
17. How many totals days did you stay in the Washington, DC metropolitan area? Please enter a numeric value below.
Number of days: _____
18. How many of these days were spent inside the city of Washington, DC?
Number of days: _____
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.)
- Lodging (before tax) _____
- Restaurants & dining _____
- Retail purchases _____
- Entertainment (Theatre, Museums, Sporting Events) _____
- Tours (Bike, Walking, Bus) _____
- Other Entertainment & sightseeing _____
- Gas, parking & local transportation _____
- Other _____
20. How many people did this spending cover (including yourself)?
Number of people: _____

21. 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.)
- Restaurants & dining _____
- Retail purchases _____
- Entertainment (Theatre, Museums, Sporting Events) _____
- Tours (Bike, Walking, Bus) _____
- Other Entertainment & sightseeing _____
- Gas, parking & local transportation _____
- Other _____
22. How many people did this spending cover (including yourself)?
Number of people: _____
23. On this trip, did you spend any time in northern Virginia (e.g. Alexandria, Arlington, Fairfax, Tysons Corner, etc.) or southern Maryland (e.g. Bethesda, Silver Spring, Rockville, National Harbor, etc.)?
- Yes
- No
24. On this trip, approximately how much did you spend IN TOTAL while in northern Virginia or southern Maryland? (Please DO NOT INCLUDE any spending inside the District of Columbia)
Total spending in northern Virginia or southern Maryland: _____
25. On this trip, approximately how much did you spend IN TOTAL while in northern Virginia or southern Maryland? (Please DO NOT INCLUDE any spending inside the District of Columbia)
- Lodging (before tax): _____
- All other spending: _____
26. How many people were in your immediate travel party (including yourself)?
Number of people: _____
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.
- Children under age 6: _____
- Children age 6-10: _____
- Children age 11-13: _____
- Children age 14-17: _____
28. Which of the following were IMPORTANT to your decision to make this visit to Washington, DC? (Select all that apply)
- Architecture
 - Washington, DC has an authentic vibe
 - There is always something appealing and exciting happening in Washington, DC
 - Friends or family in the area
 - I got a good deal on hotel, airfare and/or other travel components
 - Lifelong desire to visit Washington, DC
 - Locations where films/TV shows were filmed
 - Washington, DC is affordable to visit
 - Washington, DC is family-friendly
 - History/historical attributes
 - Museums

- Monuments
- Free attractions
- Restaurants, cuisine, food scene
- Shopping opportunities
- Social and ethnic diversity
- Special event and/or festival
- Sports or sports event
- Theater and/or other performing arts/concerts/live music
- Unique neighborhoods
- Nightlife
- Overall ambiance and atmosphere

29. How familiar are you with Washington, DC as a place to visit for leisure?

- Very familiar
- Somewhat familiar
- Somewhat unfamiliar
- Not at all familiar

30. How likely are you to visit Washington, DC for leisure or personal reasons in the next 12 months?

- Will certainly visit
- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Will not visit
- I don't know

31. In the past 12 months, do you recall seeing and/or hearing any advertisements (in magazines, newspapers, online, on the radio or at an event) for leisure travel to Washington, DC?

- Yes
- No
- Maybe / Not Sure

32. Where did you see and/or hear this advertising? (Select each of the following media in which you recall having seen a Washington, DC travel advertisement in the past 12 months.)

- Magazine
- Newspaper
- Internet—desktop/laptop/tablet
- Internet—smartphone/mobile device
- Radio
- Television
- Events
- Outdoors/Billboard
- None of the above

We would like to ask you a few questions about some recent Washington, DC travel advertisements.

Please carefully examine these print advertisements. After reviewing these ads, please answer the question below.



DC
Coof


NATIONAL
Cherry Blossom
FESTIVAL
March 20 - April 13, 2014

3:17 pm TIDAL BASIN

Escape to DC. Capture the blossoms.
Plan your getaway at WASHINGTONDC.ORG or 1-877-44BLOOM.

DC
Cool

2.19 *pm* NATIONAL GALLERY OF ART

Bright lights. Cool city.
Plan your spring getaway at WASHINGTON.ORG or 1-877-328-3879.

DC
Coof

9-10 pm **LE DIPLOMATE, 14TH STREET**

Your table is ready.

Plan your visit at WASHINGTON.ORG or 1-888-301-7001.

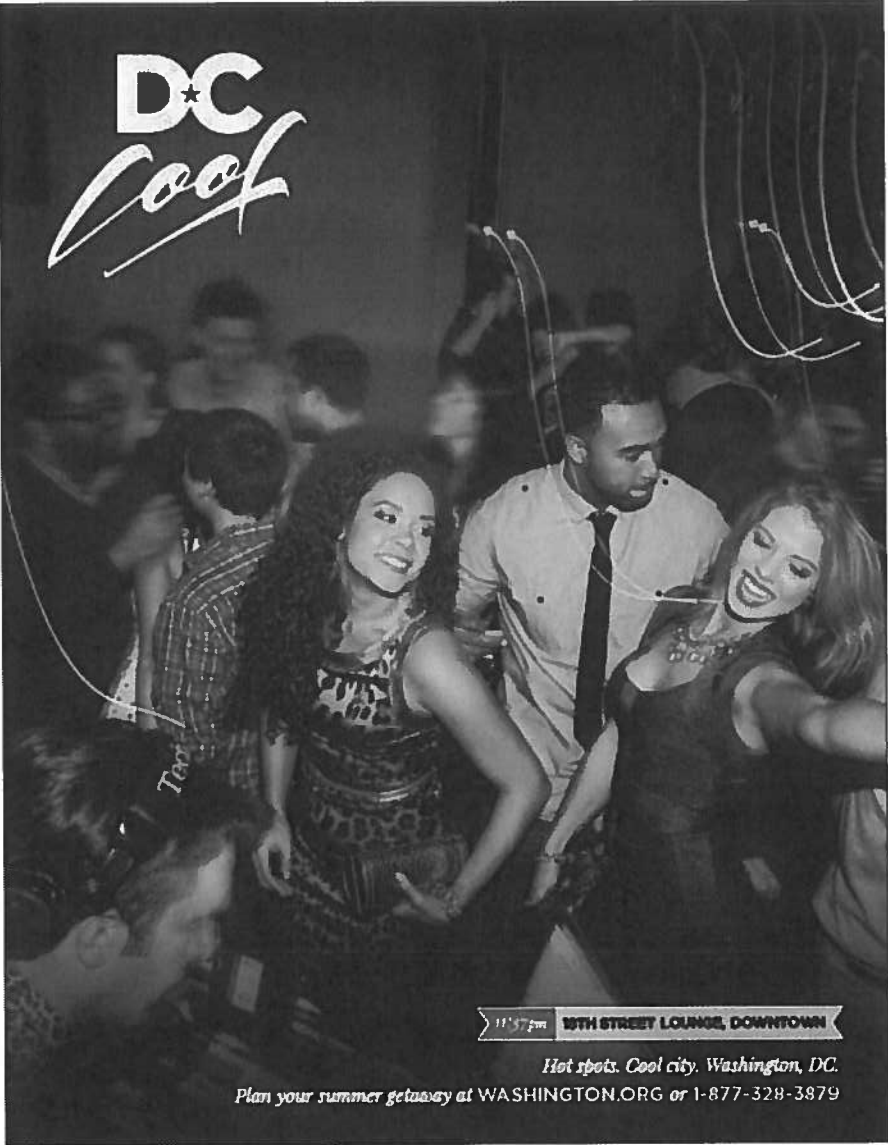
DC
Cool

10/11 pm **UNION STATION**

Hot dates. Cool city. Washington, DC.

Plan your getaway at WASHINGTON.ORG or 1-877-328-3879

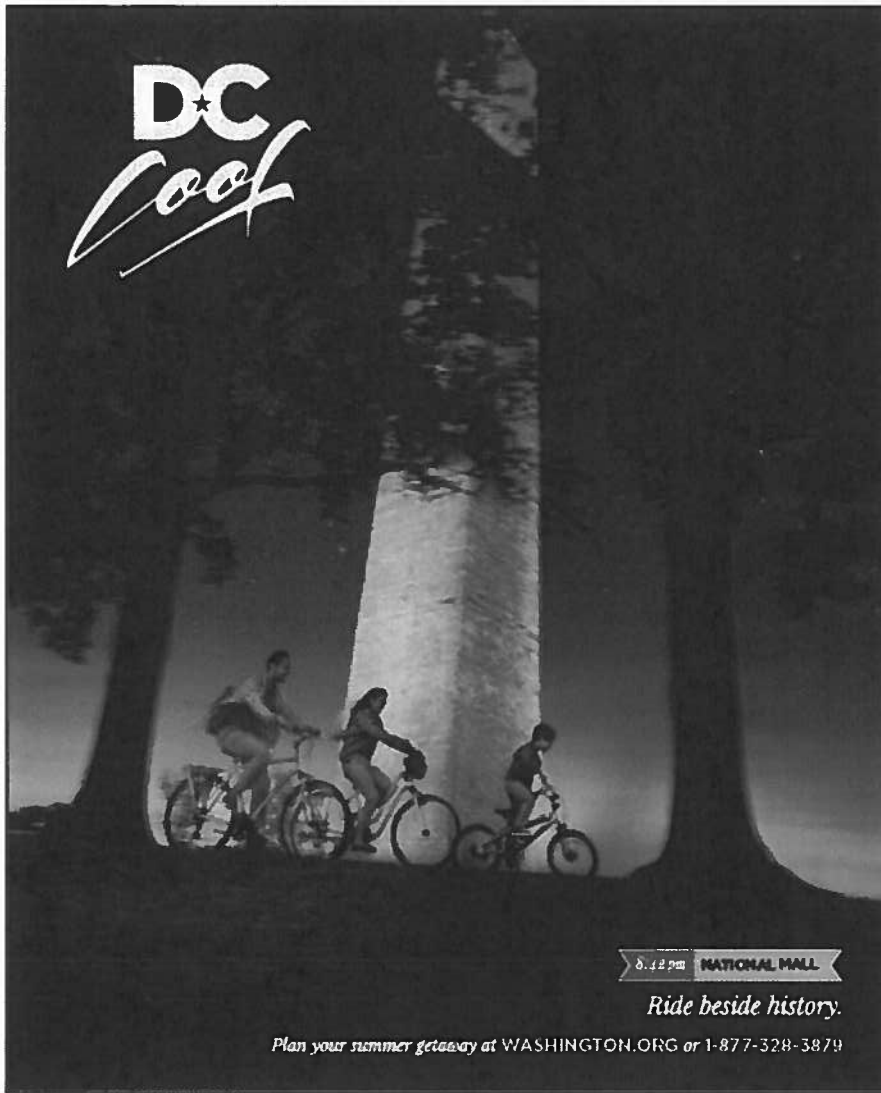
DC
Cool



11:57pm 10TH STREET LOUNGE, DOWNTOWN

Hot spots. Cool city. Washington, DC.

Plan your summer getaway at WASHINGTON.ORG or 1-877-328-3879



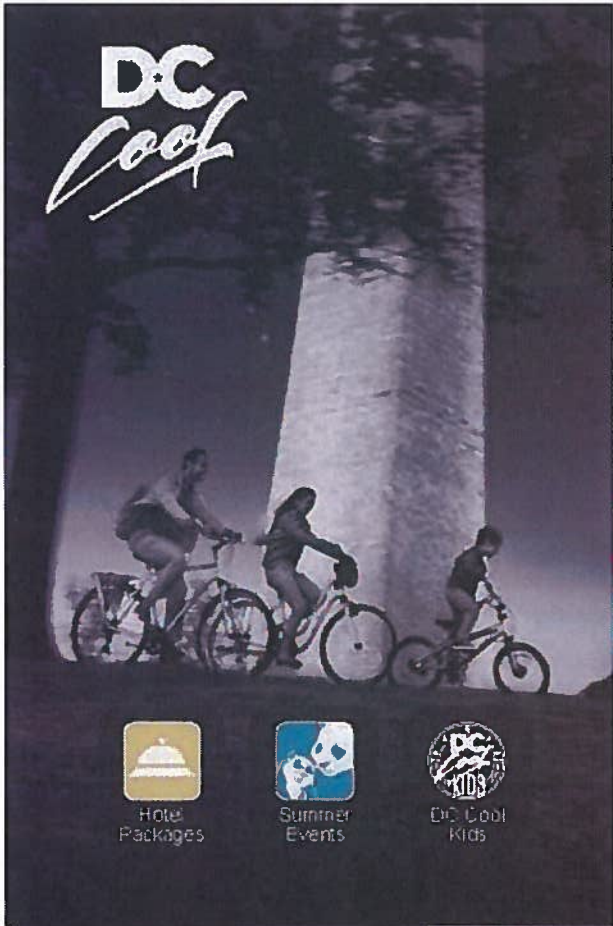
33. During the past 12 months, do you recall having seen any of these advertisements in any magazines?
- Yes
 - No
 - Maybe / Not Sure

Now please carefully watch these two video advertisements and answer the question below.
www.youtube.com/embed/cRtkn2Yi90c?rel=0

34. During the past 12 months, do you recall having seen these advertisements anywhere on television?
- Yes
 - No
 - Maybe / Not Sure

Now please carefully examine these digital advertisements and answer the question below.





DC Coof

Ride beside history.

Special rates and packages **BOOK NOW**



DC Coof

Your table is ready.

Special rates and packages **BOOK NOW**

Your table is ready.

Special rates and packages **BOOK NOW**

DC Coof

Your table is ready.

Special rates and packages **BOOK NOW**

DC Coof

DC
Coof

Ride beside history.

Special rates and packages **BOOK NOW**

DC
Coof

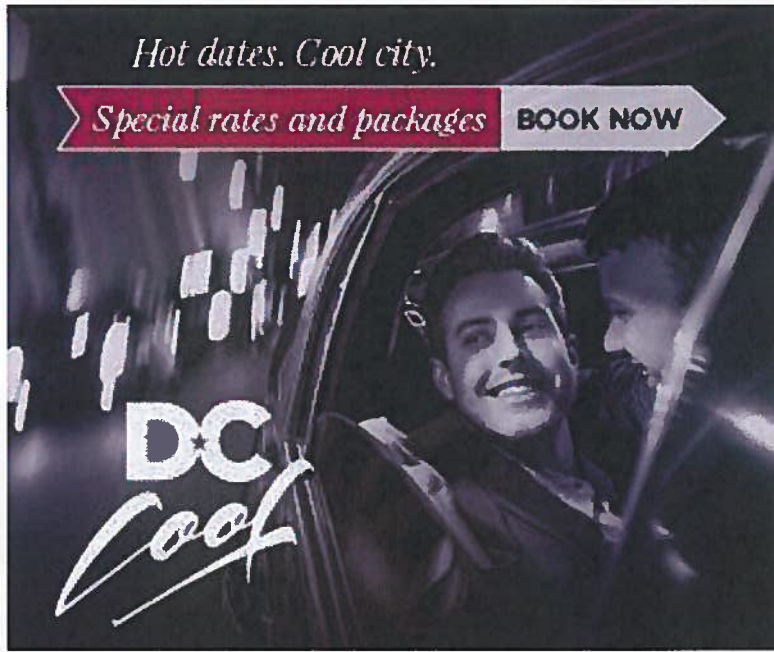
Ride beside history.

Special rates and packages **BOOK NOW**



Hot dates. Cool city.

Special rates and packages **BOOK NOW**



DC
Cool



DC
Cool

Hot dates. Cool city.

Special rates and packages **BOOK NOW**



35. During the past 12 months, do you recall having seen these advertisements anywhere online, including your smartphone or mobile device?

- Yes
- No
- Maybe / Not Sure

Now please carefully watch this video advertisement and answer the question below. Please click on the "Play" button to view the video.

```
# <iframe width="560" height="315" src="//www.youtube.com/embed/dR-qZ26hAVk?rel=0"
frameborder="0" allowfullscreen></iframe>
# <br> # <br>
```

36. During the past 12 months, do you recall having seen this advertisement anywhere online?

- Yes
- No
- Maybe / Not Sure

Now please carefully review the images below of a live television event and then answer the question below.





Follow

Thanks @RockOfAges for rocking the plaza! #rockofage5 #SpringItOn
pic.twitter.com/JIjmdLWpVE

Reply Retweet Favorite More



RETWEETS 36 FAVORITES 81



6:00 AM - 20 Mar 2014

Flag media



Rock of Ages @RockOfAges - Mar 20

Thank YOU @TODAYshow! We're having a great morning! #rockofage5 #SpringItOn

Details

Reply Retweet Favorite More



37. During the past 12 months, do you recall having seen this during The Today Show and/or Good Morning America?

- Yes
- No
- Maybe / Not Sure

Now please watch the video advertisement that will appear and answer the question below. Please click on the "Play" button to view the video.

```
# <iframe width="560" height="315" src="//www.youtube.com/embed/j42lrhem5mg?rel=0"
frameborder="0" allowfullscreen></iframe>
# <br> # <br>
```

38. Do you recall seeing this ad in Times Square in New York City at some point in the past 12 months?

- Yes
- No
- Maybe / Not Sure

Now please carefully listen to the radio advertisement and answer the question below. Please click "Play" to listen to the ad.



39. During the past 12 months, do you recall having heard any of these advertisements on the radio?
- Yes
 - No
 - Maybe / Not Sure
40. After viewing this series of advertisements, overall, how effective do you think these advertisements are in portraying Washington, DC as a place you would enjoy visiting for leisure reasons?
- Very effective
 - Effective
 - Neither effective nor ineffective
 - Ineffective
 - Very ineffective
 - No opinion—I don't know
41. Overall, how effective do you think these advertisements are in portraying the following aspects of Washington, DC? (Use the five point scale below where 1 represents "Very ineffectively" and 5 represents "Very effectively")

The advertisements portray this aspect of Washington, DC...

	Very ineffectively (1)	Ineffectively (2)	Neither effectively nor ineffectively (3)	Effectively (4)	Very effectively (5)
A good vacation value for the money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A good destination for a weekend getaway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place with lots to see and do, in addition to monuments and museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place that offers a unique vacation experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A good place for a family vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A good place to visit for a business meeting, conference or convention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A good place to visit on a friends trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place to be inspired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place where the delightfully unexpected can happen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place that offers a variety of free or affordable attractions and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place that has changed greatly over the last 5-10 years.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place with many interesting and exciting nightlife options.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place with a vibrant food and dining scene.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place where there is always something new happening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

42. How did the advertisements you viewed today affect your likelihood to visit Washington, DC for leisure in the next 12 months?
- I'm more likely to visit Washington, DC for leisure in the next 12 months.
 - Unchanged. I am not more or less likely to visit Washington, DC for leisure in the next 12 months.
 - I'm less likely to visit Washington, DC for leisure in the next 12 months.

- I don't know.
43. You said that you recall seeing one or more of the Washington, DC tourism ads that you reviewed earlier in the survey. Did this ad (or ads) you saw in any way influence your decision to visit Washington, DC?
- Yes
 - No
 - Maybe / Not Sure
44. How important was this advertising to your decision to visit Washington, DC?
- Very important
 - Important
 - Neither important nor unimportant
 - Unimportant
 - Very unimportant
45. When you saw the advertisement(s) for Washington, DC, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision.
- I had already decided to visit Washington, DC
 - I was interested in visiting Washington, DC but hadn't made travel plans yet
 - I was just considering destinations for a trip
 - I had no plans to travel
46. In the past 12 months, do you recall seeing any travel articles—either digitally or in print—featuring leisure travel to Washington, DC?
- Yes
 - No
 - Maybe / Not Sure
47. In the past 12 months, do you recall seeing any travel stories or features on television about leisure travel to Washington, DC?
- Yes
 - No
 - Maybe / Not Sure
48. How likely are you to recommend Washington, DC as a place to visit to family members, friends and/or colleagues?
- Very likely
 - Likely
 - Somewhat likely
 - Somewhat unlikely
 - Very unlikely
49. What is your gender? (Select one)
- Female
 - Male
 - I prefer not to answer
50. Which best describes your age? (Select one)
- Under 20

- 21 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- I prefer not to answer

51. Which best describes your current employment status?

- Employed full-time
- Employed part-time
- Self-employed
- Retired/Not currently employed
- I prefer not to answer

52. Which best represents the highest level of formal education you have completed?

- Some high school or less
- High school graduate
- Attended some college
- Associate's degree
- Bachelor's degree
- Some graduate school or more
- I prefer not to answer

53. Which of the following best describes the combined annual income of all members of your household?

(Select one)

- Less than \$20,000
- \$20,000 but less than \$40,000
- \$40,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$125,000
- \$125,000 but less than \$150,000
- \$150,000 but less than \$200,000
- \$200,000 or more
- I prefer not to answer

54. Which best describes your ethnicity? (Select one)

- Caucasian
- Black, African-American
- Asian, Pacific Islander
- Latino/Hispanic
- Native American, Aleut, Eskimo
- Other
- I prefer not to answer

55. Which of the following best describes your current marital status? (Select one)

- Single
- Single with children under 18
- Married
- Married with children under 18
- Domestic partnership
- Other

56. Which best describes you?

- Heterosexual
- Gay, lesbian, bisexual, transgendered
- Other
- I prefer not to answer

57. Does the federal government shut down that occurred in October 2013 have an impact on your current interest level in visiting Washington, DC for leisure?

- Yes
- No
- Maybe / Not Sure

58. How does the federal government shut down that occurred in October 2013 impact your current interest in visiting Washington, DC for leisure?

- It's made me significantly more interested in visiting Washington, DC for leisure
- It's made me more interested in visiting Washington, DC for leisure
- It's made me less interested in visiting Washington, DC for leisure
- It's made me significantly less interested in visiting Washington, DC for leisure

QUESTION #9

Please provide a breakdown of tourist and group visits for 2014, and projections for 2015. What measurements are used to track each?

Unfortunately, visitation will not be available for 2014 until May 2015. There were 19.0 million visitors in 2013, including 17.4 million domestic visitors. Of the domestic visitors, 43% were business visitors, while 57% came to the District for leisure. In 2014, DC is projected to have received 19.4 million visitors (57% of domestic is projected to have been leisure, 43% business).

In 2015, DC is projected to receive 19.9 million visitors (56% of domestic is projected to be leisure, 44% business).

The domestic visitation numbers are determined by DK Shifflet, who uses a quarterly survey of travelers all over the United States to determine where they traveled to and what they spent. The overseas numbers are analyzed by Travel Market Insights based on data from the National Travel and Tourism Office, which collects data on overseas visitors through I-94 forms and other documents. This data is then analyzed by IHS Global and weighted against domestic and international trends and economic conditions to determine an appropriate visitation forecast for future years.

QUESTION #10

How many visitors did we see in 2014? How does this compare with other major metropolitan areas, such as New York? How many visitors are projected for 2015? How many should we see in our city each year?

There were 19.0 million visitors in 2013. In 2014, DC is projected to have received 19.4 million visitors. In 2015, DC is projected to receive 19.9 million visitors.

Comparisons are difficult to make for total visitation, as cities define visitors differently (some count overnight only, some include day visitors; some include only the city, others include the county; some use external vendors to determine their number, others use a combination of different sources and calculate it internally). Destination DC counts day and overnight visitors to the District of Columbia only (without including commuters to work or school) Below are the visitation counts that each jurisdiction released for 2013.

1. Orlando, FL: 59 million
2. New York, NY: 54.3 million
3. Chicago, IL: 48.48 million
4. Atlanta, GA: 45 million
5. Anaheim/Orange County, CA: 44.4 million
6. Los Angeles, CA: 42.2 million
7. Las Vegas, NV: 39.7 million
8. Greater Philadelphia, PA: 39 million
9. San Diego County, CA: 33.1 million
10. Dallas, TX: 22.6 million visitors
- 11. Washington, DC: 19 million**
12. Boston, MA: 19 million
13. Seattle, WA: 18.6 million
14. San Francisco, CA: 16.9 million
15. Greater Miami and the Beaches, FL: 14.2 million
16. Houston, TX: 13 million
17. Hawaii: 8 million
18. St. Petersburg/Clearwater, FL: 5.6 million

QUESTION #11

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

- They have more flexibility with choice of activities/hotels and restaurants.
- Visitor decisions are made on a much shorter time period (typically a few weeks), and so can help to fill the cities during periods when ADR is lower due to fewer group visitors.

QUESTION #12

Please provide a copy of your 2015 Marketing Plan and marketing outlook presentation. What's new for 2015?

In FY2015, the additional allocation for marketing from the City Council is \$4 million. Destination DC expanded its DC Cool marketing campaign that was introduced in FY2014 since it expertly captures the essence of the District's spectacular offerings for leisure and business travelers. The campaign has been embraced by DDC's membership, stakeholders, locals and visitors alike. DC Cool marketing showcases the full experiences that visitors can have in Washington, DC from dining, romance and nightlife to family fun, outdoors and arts and culture.

Marketing campaigns in FY2015 include promotions for the Winter Holidays, Date Nights DC, Springtime, Civil War to Civil Rights and Summer. The three largest campaigns, Summer, Springtime and Winter Holidays, will target out-of-market visitation with a primary focus on the northeast corridor, southern Virginia, Philadelphia, New York metro area and Boston, where the bulk of domestic visitors to DC travel from. With the additional allocation from the City Council, the summer advertising spend included an expanded reach to Atlanta and Chicago. For Date Nights DC during February, the campaign focuses on the Washington, DC metropolitan area and regional markets to influence overnight visitation during a traditionally slow time of year. Civil War to Civil Rights focuses on the end of the Civil War and the 150th Anniversary of President Lincoln's assassination highlighting the original, only-in-DC programming and experiences in which visitors can take advantage.

A robust social media program complements the advertising efforts to help drive consumers to washington.org and DCcool.com for information about what to do, events, thematic roundups and overall destination details. The goal is to engage the consumer by their liking, sharing and posting about the content that's developed. The web content team is focused on developing original and current

content on a weekly basis to keep the website information fresh and relevant. The digital marketing team focuses on search engine marketing and search engine optimization to ensure consumers can easily find comprehensive information about the District.

The Convention Sales and Services team has further embraced the DC Cool marketing by developing the DC Cool Meetings and Convention platform. Convention trade advertising targeting meeting and event planners continues to promote the strong product development that is available throughout the District including the new and renovated hotel product, retail developments, cultural attractions and the strength of hotel clusters in neighborhoods.

Destination DC's public relations efforts will continue to focus on engaging with journalists locally, domestically and internationally to proactively increase positive media coverage and leverage unpredictable editorial moments . To do so, the communications team works with both individual and groups of journalists to create inspiring itineraries and match writers with the experiences and story angles in which they are interested in covering. Public relations is heavily relied upon as a means to expand the messaging beyond advertising, so for example in October 2014 when the District was named the "Top City" to visit in 2015 by Lonely Planet, the communications team capitalized on that accolade by providing media throughout the world information about why, highlighting the unique offerings in the nation's capital.

(Please see Attachment 8)

2014 > 2015

Destination
DCTM

ANNUAL
MARKETING & SALES PLAN
FY2015


DESTINATION DC


visit WASHINGTON.ORG


5012 x 5012





visit WASHINGTON.ORG

 Facebook/WashingtonDC
Facebook/DestinationDC
Facebook/itsDCcool

 @WashingtonDC
@itsDCcool

 youtube.com/washingtondc
 visitdc

 washington.org/linkedin
 visitwashingtondc



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President & CEO
Destination DC

A LETTER FROM THE PRESIDENT

In a year that's seen Washington, DC named "America's Coolest City" by *Forbes* magazine and number 1 among the list of "Top Cities" to visit in the world by *Lonely Planet*, what additional accolades could be ahead for the nation's capital in FY2015? The superlatives themselves are certainly worth highlighting, but it's really the fine print that tells the evolution of the District and gives us an opportunity to extend our story.

In naming Washington, DC the best city to visit, *Lonely Planet* underlined the great shopping in Georgetown as part of the reason, but with more shopping districts like CityCenterDC, 14th Street, Eastern Market, Union Market and Capitol Riverfront expanding, now the pull of this favorite pastime has spread throughout the city. *Forbes* featured DC's range of options for entertainment, dining and recreation. Both publications point to the numerous facets that make the city an exciting place to be, suggesting now is the perfect time for visitors to (re)discover it. We could not agree more.

We have been saying it for years but now it is coming to fruition: DC is having a moment. The world is recognizing the city for more than just being the nation's capital. People are

taking notice and we're right here to lead the way using our DC Cool marketing campaign to continue to promote the entirety of what visitors can experience in the District.

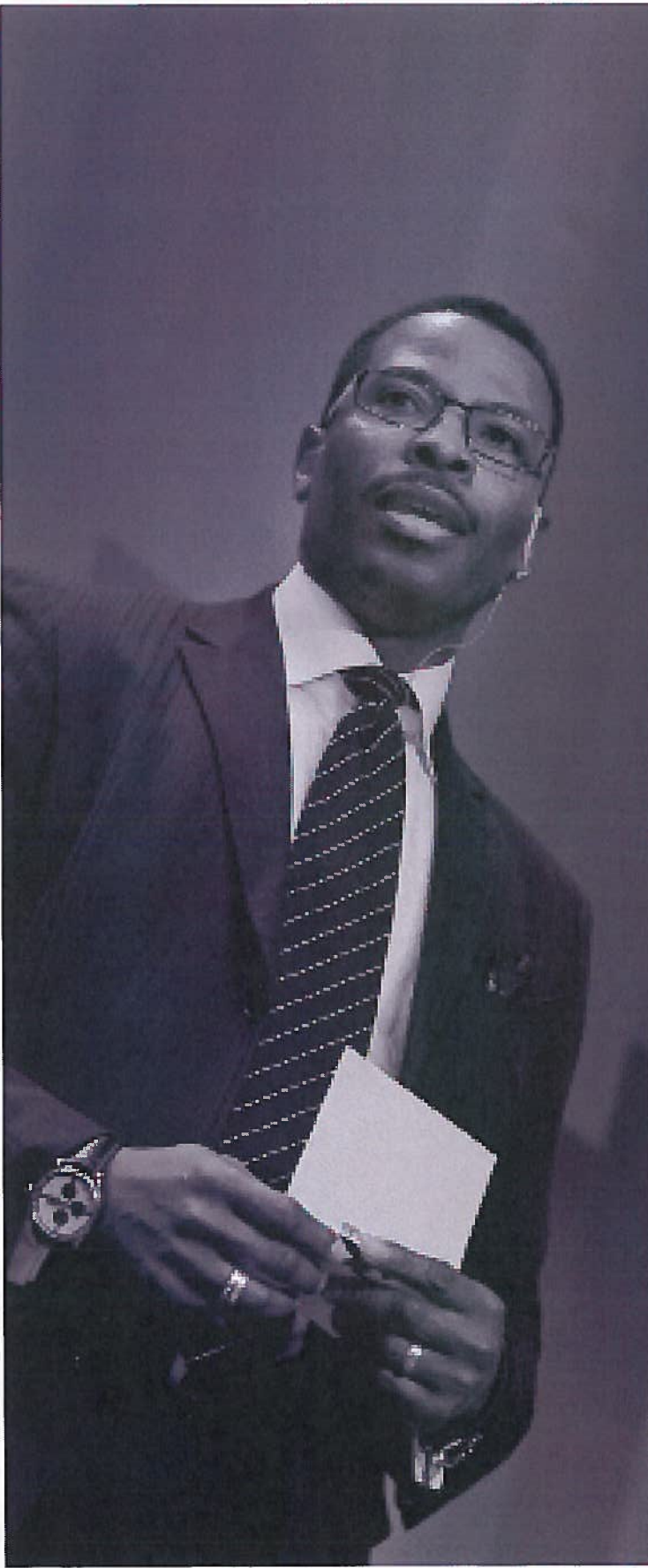
The first year of our DC Cool advertising highlighted the unique experiences visitors can have on and off the National Mall. In year 2, we are connecting the message from print and digital ads, to websites, videos and marketing and sales collateral, ensuring the DC Cool message - discover what Washington, DC is really all about - is fully communicated across all Destination DC departments.

We are excited about FY2015 and the many creative ways we will continue to market the city. We look forward to engaging our members and partners to show the world how cool our city truly is as a visitor destination.

Sincerely,

Elliott L. Ferguson II
President & CEO

> LEADERSHIP

A man in a dark suit, white shirt, and striped tie is speaking at a podium. He is wearing glasses and has a watch on his left wrist. He is holding a white card or paper in his hands. The background is a dark, textured wall with geometric shapes in shades of blue and purple.

People are taking notice and we're right here to lead the way using our DC Cool marketing campaign to continue to promote the entirety of what visitors can experience in the District.

ABOUT US

Destination DC, the official convention and tourism corporation for Washington, DC, is a private, non-profit corporation with a membership of more than 850 businesses and organizations that support the DC travel and tourism sector. Together they contribute **\$6.7 billion in visitor spending** and **\$711 million in local taxes** (2013).

Destination DC accomplishes this through centralized, cohesive sales and marketing strategies that drive economic development for the city. A contracting arm of Events DC, the organization is funded by a percentage of DC's hotel occupancy tax along with membership dues, a marketing allocation from the Government of the District of Columbia, strategic partnerships and cooperative marketing fees.

MISSION

As the official convention and tourism corporation for Washington, DC, the mission of Destination DC is to promote the nation's capital as a premier destination for business, convention, trade show, meeting and leisure travel. In doing so, we aim to generate economic growth that creates new jobs and benefits the District's local community.

VISION

Destination DC will utilize its increasingly strong presence in the global marketplace to attract visitors from around the world to the nation's capital. Our goal is to position the local hospitality industry to become the number 1 generator of new jobs and economic development for Washington, DC through the continued development and execution of integrated marketing, communications and sales initiatives.

BUDGET

Destination DC's programs and operations are funded by a combination of hotel tax revenue, membership dues and sponsorships. The FY2015 working budget is estimated at \$19.6 million, up 8.2 percent over FY2014's budget of \$18.1 million. A total of \$4 million from the Government of the District of Columbia for additional marketing programs has been allocated for FY2015 and is included in the \$19.6 million overall budget.

STRATEGIC OBJECTIVES

The long-term success of Destination DC is contingent upon its ability to adapt to marketplace realities while staying focused on its mission and vision as a world-class destination. Destination DC works closely with Events DC and the Walter E. Washington Convention Center to market Washington, DC as a premier destination for meetings, conventions and special events while promoting the story of the city's growth to attract more domestic and international visitors. The goal is to reinforce Destination DC's strong position in the global marketplace through its visionary leadership, institutional knowledge, marketing savvy and strategic alliances.

- 1. Spread the Word:**
Increase positive awareness of and demand for Washington, DC as a visitor destination by crafting a comprehensive narrative around the nation's capital.
- 2. Maintain Leadership:**
Continue to influence product development, redevelopment and infrastructure improvements that impact Destination DC's mission and the image of Washington, DC.
- 3. Maximize Limited Resources:**
Creatively and efficiently utilize its annual budget and staff to achieve Destination DC's mission and vision. Metrics, monitoring and modifications will also be applied to measure effectiveness and suggest resource allocations. Ensure every program contributes to generating visitor spending in the city.
- 4. Be Inclusive:**
Leverage the knowledge, initiatives and connections of all member organizations to market the city to expanding visitor markets; build relationships with groups that will support the DC tourism economy.
- 5. Develop Advocates:**
Build community-wide support for tourism and Destination DC, particularly among residents and city government officials.

SITUATIONAL ANALYSIS

As the travel and tourism industry continues to recover from the recession, Washington, DC's hospitality industry has seen consistent performance.

Leveraging the nearly **\$8 billion in new developments over the next year** will be a priority for both sales and marketing as the District is promoted as a leisure and convention destination to both a domestic and international audience.

Major priorities include developing new strategies to sell the city as a meeting destination after the opening of the Marriott Marquis Washington, DC next to the Walter E. Washington Convention Center. In addition, leveraging the additional \$1 million marketing allocation - adding to the already allocated \$3 million - from the District government to expand the Washington, DC brand is also a major objective for FY2015. Attracting additional international business and leisure visitors, who outspend their domestic counterparts by 3 times, will also continue to be a main focus.

IMPACT OF THE MARRIOTT MARQUIS WASHINGTON, DC

The opening of the Marriott Marquis in May 2014, with its 1,175 rooms, expanded the city's supply of hotel rooms by 4.1%. It offers a direct connection to the Walter E. Washington Convention Center, allowing groups to move seamlessly between the center and their hotel. The opening of the convention center hotel allowed DC to host groups that would not book in the city without such a connection: the American Dental Association and the American Diabetes Association. With the new hotel, Destination DC is laying the foundation to book additional citywide conventions in future years. Already, DC is seeing room demand and revenue increases that outpaced the increase in supply.

Additionally, Destination DC is working to maximize the Walter E. Washington Convention Center in the short term by using the additional capacity to book multiple mid-sized groups simultaneously.

COMPETITIVE CITIES

Since the nation's capital is a federal district and not a state, Washington, DC is on its own when it comes to tourism marketing. Every top U.S. destination that Washington, DC competes against leverages its own annual budget along with funding from the state level, which provides significant additional marketing support. In some competing cities, that creates a budget advantage that runs into the tens of millions of dollars.

BUDGET STUDY

To effectively compete in an aggressive tourism market, a leading research data company, Tourism Economics, will assess the optimum Destination DC annual budget. By examining the organization's current budget, visitation, hotel statistics and other key indicators compared to its competitive set, Tourism Economics will be able to calculate a budget goal for Destination DC to work toward over the next few years. The study will be completed in early 2015.

TOURISM OPERATING BUDGETS

CITY		STATE	
ATLANTA	\$28.3 million	GEORGIA	\$9 million
BOSTON	\$10.6 million	MASSACHUSETTS	\$10.9 million
CHICAGO	\$33.2 million	ILLINOIS	\$35 million
LAS VEGAS	\$199.6 million	NEVADA	\$14.5 million
NEW YORK CITY	\$36.8 million	NEW YORK STATE	\$50 million
ORLANDO	\$70 million	FLORIDA	\$74 million
PHILADELPHIA	\$27.4 million	PENNSYLVANIA	\$3.8 million
SAN FRANCISCO	\$26.2 million	CALIFORNIA	\$50 million
WASHINGTON, DC	\$19.6 million	NO STATE TOURISM OPERATING BUDGET APPLICABLE	

2013 VISITATION SNAPSHOT

continued on next page

19M

TOTAL VISITATION 2013
in MILLIONS

Total visitation up 2.7% to 19 million

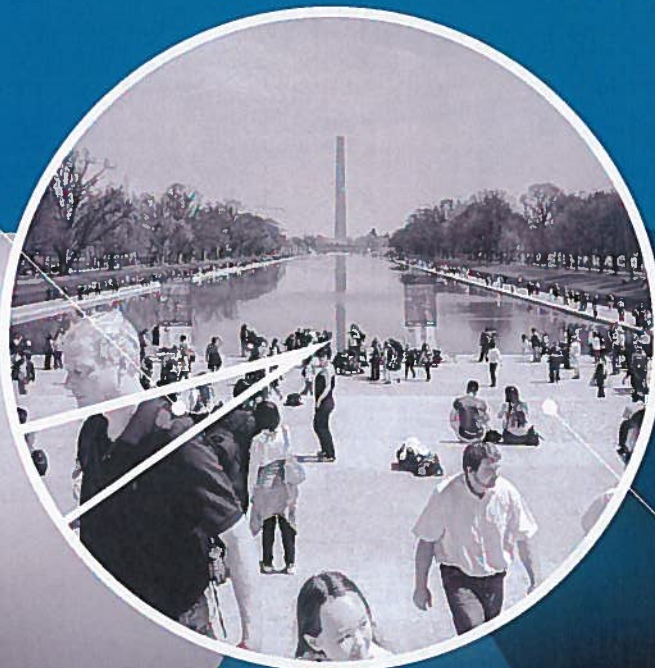
Domestic visitation up 3.2% to 17.4 million

Overseas accounted for 8% of total visitation but 27% of total spend of visitation

DOMESTIC 92%

Source: D.K. Shifflet & Associates and the National Travel & Tourism Office, U.S. Department of Commerce; IHS Global Insight; Travel Market Insights

OVERSEAS 8%



2013 VISITATION SNAPSHOT* *cont'd*

For 3 consecutive years, visitor spending in DC has surpassed \$6 billion (\$6.7 billion in 2013) including \$4.5 billion outside of lodging

Overseas travelers make up 8% of total visitors to DC, but generate 27% of total visitor spending

Visitor spending supported 75,741 jobs and \$3.65 billion in DC wages

Visitors generated about \$711 million in local taxes

Without tax revenue provided by tourism, each household in DC would have to pay an additional \$2,444 per year to maintain current city tax receipts

Average hotel occupancy: 76.1%, well above the national average of 62.3%

In 2013, the city welcomed 17.4 million domestic visitors, exceeding the pre-9/11 record for total visitation (domestic and overseas).

HOTEL PERFORMANCE CHARTS

OCCUPANCY



Source: D.K. Shifflet & Associates; The National Travel & Tourism Office; International Trade Association; U.S. Department of Commerce; STR, Inc. and IHS Global

HOTEL PERFORMANCE

Hotel revenues provide the bulk of travel and tourism tax receipts to the city. DC has significantly outperformed the national hotel occupancy rate in 2014 (October, YTD), according to Smith Travel Research. DC is on par for year-over-year growth in revenue, at 3.4 percent. The District has also outpaced year to date occupancy levels, at 79.3 percent for 2014. In 2014 (October, YTD), revenue per available room increased to \$169 from \$167 in 2013.

AVERAGE DAILY RATE

RevPAR



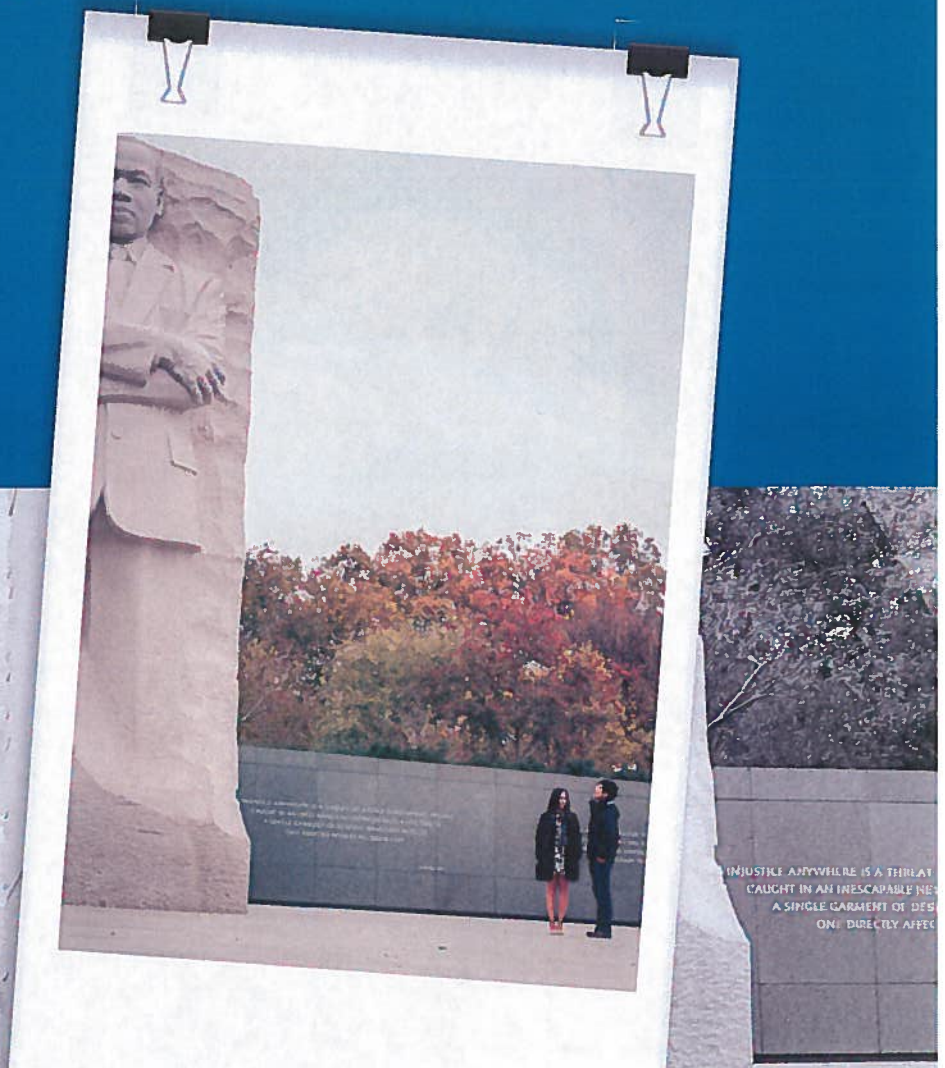
Source: STR, Inc.
Note: Total Hotel Impact (inclusive of non-members)

PRIMARY DOMESTIC FEEDER MARKETS

Washington, DC's leading target markets for domestic leisure and business travel are primarily its rivals on the East Coast with an emphasis on those who reside along the United States' northeastern corridor.

RANK	DESIGNATED MARKET AREA	SHARE OF VISITORS	SHARE OF SPEND
1	NEW YORK, NY	16%	15%
2	PHILADELPHIA, PA	5%	4%
3	ATLANTA, GA	4%	4%
4	CHICAGO, IL	4%	5%
5	BOSTON, MA-NH	4%	4%

Source: American Express Destination Travel Insights, Q3 2014



PRIMARY OVERSEAS FEEDER MARKETS

Washington, DC continues to be one of the top U.S. destinations for (long-haul) overseas visitors, the 8th most visited in the United States. Overseas visitors account for approximately 8 percent of total visitors to DC, while their expenditures represent 27 percent of total visitor spending.

RANK	COUNTRY	NUMBER OF ARRIVALS
1	CHINA	164,000
2	UNITED KINGDOM	157,000
3	GERMANY	126,000
4	SOUTH KOREA	92,000
5	FRANCE	83,000

Source: The National Travel & Tourism Office, International Trade Association

OVERSEAS MARKETS

Based largely on declines in international business travel and travel from Western Europe, DC saw a 4-percent decrease in overseas visitors in 2013. Many U.S. cities suffered as overseas travelers chose to visit a single state rather than take a longer trip with additional destinations. In FY2014 and into FY2015, Destination DC has increased focus on leisure markets in Asia and India, international conventions and opportunities to work with the airlines and the Metropolitan Washington Airports Authority to

expand flight opportunities to the region. Destination DC continues its partnership with Capital Region USA to bring awareness to DC, Maryland and Virginia as a tourism destination. Additionally, Destination DC is working to maximize the Walter E. Washington Convention Center in the short term by using the additional capacity to book multiple mid-sized groups simultaneously.



**America's
Coolest City**

"Among its best features: abundant entertainment and recreational options, an ethnically and culturally diverse population, and a big chunk of people age 20 to 34—nearly 30% of the metro area's population."
Forbes, 2014

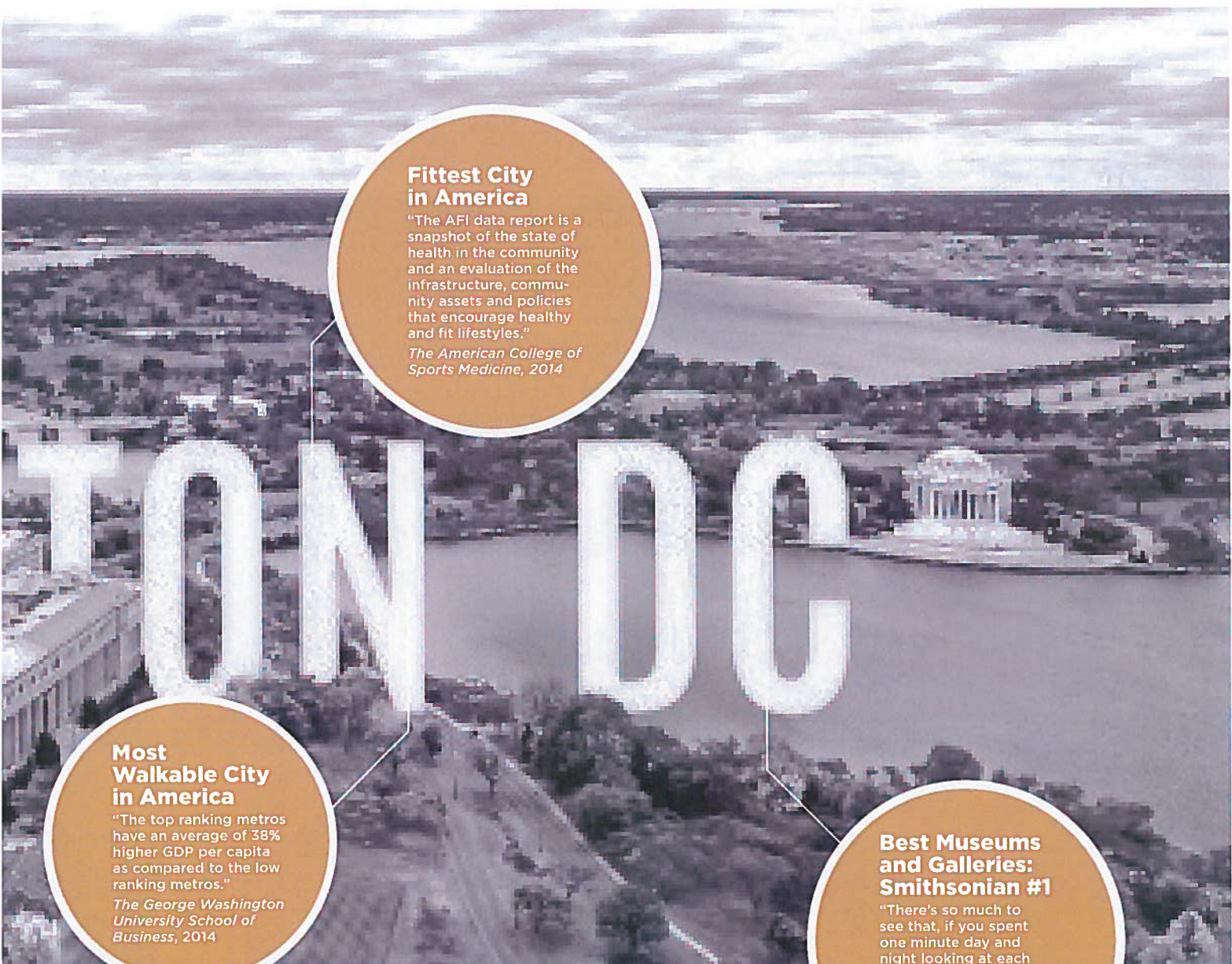
**Gayest City
in America**

"This city has a whopping 17 gay elected officials, perhaps a result of its unique status as a federal district, free from the grip of a state government."
The Advocate, 2014

**Best City to
Visit in 2015**

"Since 2015 marks the 150th anniversary of Abraham Lincoln's assassination, many artifacts including the famous top hat of America's 16th president and the pistol that fired the deadly shot will be on display."

- Best City to Visit in 2015, *Lonely Planet*



Fittest City in America
 "The AFI data report is a snapshot of the state of health in the community and an evaluation of the infrastructure, community assets and policies that encourage healthy and fit lifestyles."
The American College of Sports Medicine, 2014

Most Walkable City in America
 "The top ranking metros have an average of 38% higher GDP per capita as compared to the low ranking metros."
The George Washington University School of Business, 2014

Best Museums and Galleries: Smithsonian #1
 "There's so much to see that, if you spent one minute day and night looking at each object on exhibit, in ten years you'd see only ten percent of the whole."
National Geographic Magazine, 2014

Washington, DC experienced the opening of several game-changing developments in FY2014. As more than \$8 billion worth of projects realized and/or currently under development, new hotels, restaurants and retail will significantly expand how Destination DC promotes the city.

\$8 billion 
 Sum of major developments currently within Washington, DC



4,716 Number of new hotel rooms in 2014 and beyond

2,010 Number of daily flights to and from Washington, DC (Dulles, Reagan, and BWI)


2,179 Number of restaurants in Washington, DC



58 Number of museums and art galleries


100+ Number of FREE (and almost free) things to do


#1 Historic Destination by U.S. News and World Report

MARKETING & COMMUNICATIONS

From the introduction of the DC Cool marketing campaign to the title of "America's Coolest City" from *Forbes* magazine, the Marketing and Communications Department works to promote Washington, DC through developing original marketing creative and leveraging editorial opportunities.

The precise team goal is to develop and execute integrated marketing programs that promote the Washington, DC brand domestically and internationally and inspire overnight visitation to the District. In addition to the marketing promotions, the communications team works to target media outlets worldwide to generate media coverage and help drive visitation to the nation's capital.

MARKETING TRENDS

A new advertising campaign in FY2014 was created to celebrate the cool side of DC and extend the messaging about experiences in the District on and beyond the National Mall. Through the DC Cool marketing theme, the Washington, DC brand expanded to include a streamlined message about the District as a leisure and meeting destination, supported by a content marketing strategy focused on complementing the advertising through digital media assets, insider-themed editorial and the new microsite, DCcool.com.

The DC Cool marketing theme continues in FY2015 with new advertising creative and free member cooperative opportunities through each campaign. The co-ops encourage members to highlight a DC Cool deal or incentive for visitors, while the editorial from an insider perspective on DCcool.com celebrates uniquely DC experiences.

New in FY2015, the Marketing Department will develop all of its creative content in-house from advertising campaigns to marketing and sales collateral. The creative includes developing everything from videos and photography to presentations and email redesign. MDB Communications continues as Destination DC's official media buying agency.



MARKETING CAMPAIGNS

For the second year in FY2014, Destination DC received an additional \$3 million allocation from the District of Columbia government to expand marketing in its top domestic markets, while expanding the promotional efforts in convention trade and international media. In FY2015, the advertising will be buoyed by an increase to \$4 million in additional marketing funding.

Destination DC will promote the Washington, DC brand with 6 major marketing campaigns throughout the year including:

- Winter Holidays (Nov. - Dec. 2014)
- Date Nights DC (Jan. - Feb. 2015)
- Civil War to Civil Rights (March 2015)
- Spring (March - April 2015)
- Summer (May - Sept. 2015)
- Convention Trade (Throughout 2015)

In addition to branding, the campaigns provide partner opportunities through all content marketing platforms, from websites washington.org and DCcool.com, to digital assets featuring videos and photography, to engaging consumers on social media.

LUXE DC

Luxe DC is a marketing program targeting the meeting incentive and affluent customers who seek one-of-a-kind, high-end experiences in the nation's capital. When the program originally debuted in 2009, the focus was primarily on luxury hotels in DC. That will continue to be an important part of the platform, but the program will be extended to include the full luxury experience customers can have throughout the District.

Branding Washington, DC as a luxury destination and reaching the affluent customer audience is the goal for marketing Luxe DC over the next 2 years. A new microsite, Luxe-DC.com, along with print and digital advertising, distinctly branded marketing collateral, promotions at specific luxury and meeting incentive trade shows and a full PR initiative will help promote DC's distinct luxury product.



WEBSITE PERFORMANCE FY2014

washington.org sitewide

16,344,504 page views

3,729,312 unique visitors

3:31 average time on site

3.52 average pages per visit

washington.org highly engaged users (those viewing 5 or more pages)

9,515,497 page views*

662,014 Unique visitors

13:58 average time on site

12.8 average pages per visit



*(increase of 42.3% over last year)

DCcool.com sitewide (inaugural year)

267,596 page views

128,315 unique visitors

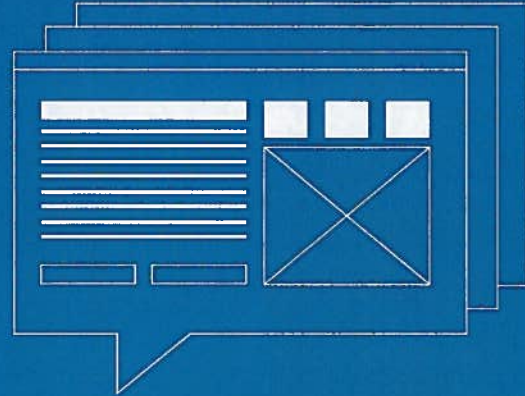
1:32 average time on site

1.68 average pages per visit



washington.org - The official tourism website for Washington, DC is primarily used to inspire travelers to visit the city. Its functions include promoting the overall visitor experience, offering details for meeting and event planners, providing information on group tour excursions and featuring special hotel deals that can be booked through online partner, aRes. Member listings and an events calendar are also featured on the website and are services of Destination DC membership.

DCcool.com - The complementary site to washington.org featuring insider experiences and a local perspective. Special DC Cool offers from Destination DC members are featured here along with deeper content about neighborhoods and authentic experiences that often stray from the beaten path.



SOCIAL MEDIA ENGAGEMENT

Facebook (defined as likes, comments, shares or clicks)

@ WashingtonDC : 267,507

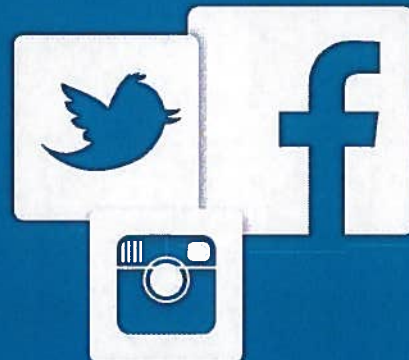
@ Itsdcool : 40,060

Twitter (defined as clicks, retweets, replies, follows and favorites)

@ WashingtonDC : 267,507

@ itsDCcool (analytics not implemented in time for FY14 reporting)

* Fun fact: Our total social media reach was 15,255,053 people in FY2014



MARKETING ADVERTISING CO-OPS

In FY2015, Destination DC members can participate in several cooperative advertising programs. These opportunities are meant to reach and engage different types of visitors including domestic consumers, meeting planners and media. The advertising co-ops include:

- Civil War to Civil Rights (March 2015)
- Spring Arts & Culture (March/April 2015)
- Convention Trade/Meeting Venues (April 2015)
- Summer Kick-off (May 2015)
- Convention Trade/Hotels (July 2015)
- Fall Arts & Culture (September 2015)

COMMUNICATIONS TRENDS

The Communications Department generates domestic and international editorial media coverage for the city and Destination DC's many partners and attractions by hosting journalists in DC with the support of members, pitching one-of-a-kind story angles, answering media queries, supporting press conferences, promoting marketing themes and writing editorial content. Whether the story focus is about the \$6.7 billion economic impact that visitation has on the District or highlights one of DC's unique neighborhood offerings, from restaurants to nightlife, every media hit generated by the team helps publicize Washington, DC as a unique city to visit.

During its annual New York City media mission each March, the communications team and participating partners have the opportunity to connect one-on-one with journalists based in the top media market in the world and DC's number 1 visitor market.

DOMESTIC MEDIA

The communications team hosted approximately 50 domestic journalists from drive-in markets and states as far away as New Mexico and Washington. In addition to these hosted visits, the team responded to hundreds of queries and generated pitches, interviews and immediate answers generating \$24+ million in earned media value. The domestic division capitalized on top rankings, notably The Advocate's "Gayest City in America" and Forbes.com's "America's Coolest City" to inspire business and travel features to broadcast the accuracy of Destination DC's DC Cool campaign. Early in the fiscal year, the challenge of the government shutdown was leveraged as a "DC is Open" campaign to national media outlets that underlined the power of DC's hospitality inventory, beyond the federal monuments and museums.



NEW ZEALAND

INTERNATIONAL MEDIA

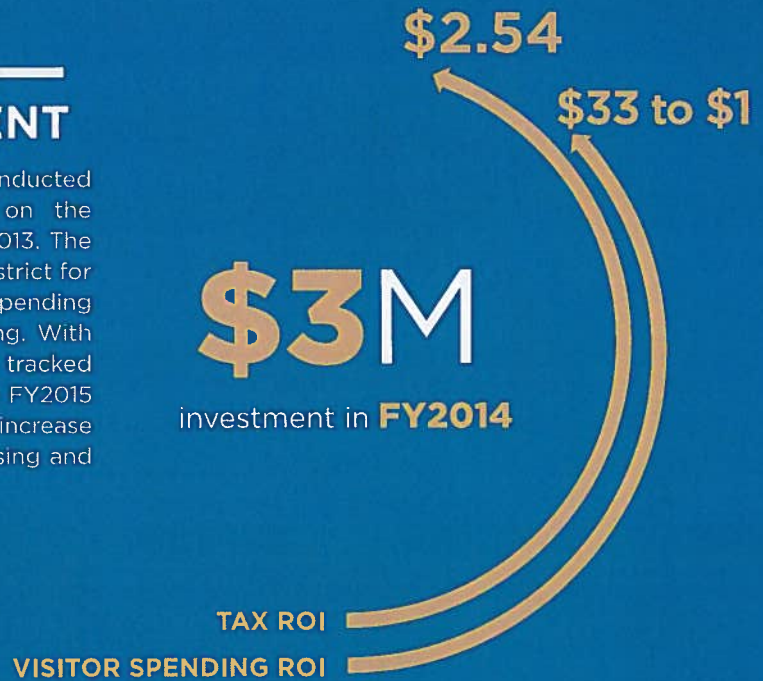
In FY2014, Destination DC embarked upon its first sales and media mission to Australia and New Zealand where the team interacted with top media, tour operators and travel agents to promote Washington, DC. The team also completed media missions to the UK and to Brazil. Over the course of the year, the communications team hosted 124 international journalists from 20 different countries. As a result, the media coverage generated from these visits totaled \$18.9 million in earned media value. Part of this success can be attributed to the launch of new flight service from Air China in June. Air China partnered with Destination DC to bring 10 journalists to Washington, DC resulting in \$3.3 million in earned media value alone.

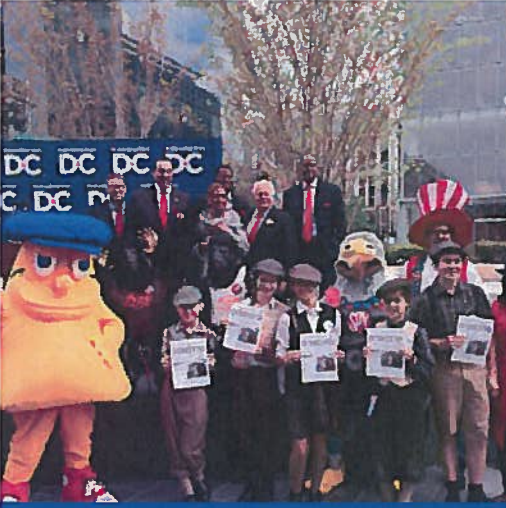
RETURN ON INVESTMENT

In FY2013, the first ROI study in 3 years was conducted to re-establish the impact of advertising on the consumer from a \$3 million investment in FY2013. The results included a \$1.77 return in taxes to the District for every \$1 spent on advertising, based on visitor spending of nearly \$27 for every \$1 spent on advertising. With the new baseline established, Destination DC tracked the increased impact of DC Cool and in early FY2015 saw the return in taxes for FY2014's marketing increase by 44% to \$2.54 for every \$1 spent on advertising and nearly \$33 to \$1 ratio for visitor spending.

2013-2014 ROI ANALYSIS

*Research conducted by
Destination Analysts*





DC COOL LAUNCH EVENT

DECEMBER 2013

MARKETING OUTLOOK MEETING



TRAVEL RALLY 2014

MAY 2014



MARKETING OUTLOOK MEETING

AUGUST 2014



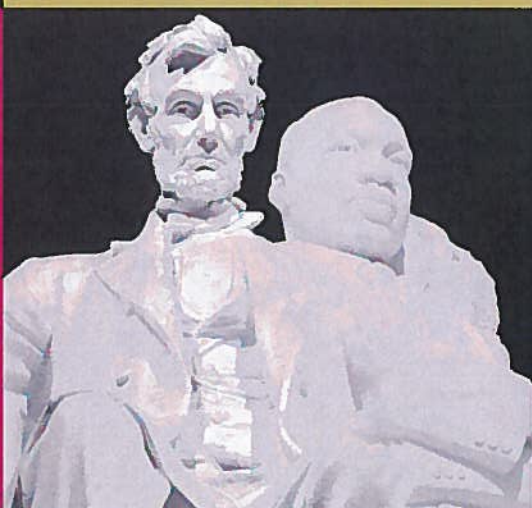
ARTS & CULTURE PROMOTION

THE NEW YORKER
SEPTEMBER 2014



DATE NIGHTS DC CAMPAIGN

FEBRUARY 2014



CIVIL WAR TO CIVIL RIGHTS CAMPAIGN

YEAR-LONG

DC
Cool

AMERICA'S COOLEST CITY.

Forbes magazine, 2014

11:17pm 18TH STREET LOUNGE, DOWNTOWN

Hot spots. Cool city. Washington, DC.
Plan your getaway at WASHINGTON.ORG or 1-877-328-3879.

DC
Cool

DC
Cool

9:40pm LE DIPLOMATE, 14TH STREET

Your table is ready.
Plan your getaway at WASHINGTON.ORG or 1-877-328-3879.

10:11pm UNION STATION

Hot dates. Cool city. Washington, DC.
Plan your romantic getaway at WASHINGTON.ORG or 1-877-328-3879.

CONVENTION SALES & SERVICES

The consistent formula for success for the Convention Sales and Services Department: Book conventions and meetings in Washington, DC and attendees will help generate an economic impact that keeps the market booming year over year.

By specifically attracting convention bookings that leverage the Walter E. Washington Convention Center, the convention sales and services team helps fuel the local hospitality industry's success. The collaboration between Destination DC and Events DC is essential to generating additional business opportunities.

With the opening of the Marriott Marquis Washington, DC in May 2014, the DC market became even more competitive among cities with convention center hotels and the sales team developed new strategies to sell the District differently.

TRENDS

Multi-year bookings

Opportunity funds in other markets

Booking windows shortening

Mini-wides and short term demand

Customer accountability in terms on convention center and hotel contracts

CHALLENGES

With the addition of more convention centers, the marketplace is being diluted by 2nd- and 3rd-tier cities, so top-tier cities like Washington, DC have to become even more competitive with price point and incentives

Meeting planners have become more conservative when blocking hotels

Convention center expansions are on the rise

New hotel inventory across the country

STRATEGY

Shortening booking windows to maximize need period

Developing a program to attract mini-wides to meet short-term demand and create a citywide convention compression by holding smaller meetings simultaneously in different areas of the city

Develop strong sales positioning by aligning goals and messaging through strategic workgroups, Convention Committee and Opportunity Fund Committee

Utilize stakeholders as sales partners by working with the Deputy Mayor for Planning and Economic Partnership (DMPED), hospitality sector to create market segment profiles to attract business and conventions to Washington, DC

Target lucrative new markets including corporate and pharmaceutical business

Develop strong convention service initiatives by building process templates of working with District government agencies

Create incentives for multi-year bookings

Leverage opportunity funds to secure short-term and need-period business

Target meeting incentive market by leveraging the reimagined Luxe DC program

INTERNATIONAL CONVENTION SALES

On average, the international visitor stays longer and spends more than his domestic counterpart, so increasing the number of guaranteed overnight bookings in the city is paramount to the success of the International Convention Sales Department. The team is charged with driving additional room nights and economic impact through the development, administration and management of group opportunities that rotate through multiple countries. Winning international convention business is a different process that must address specific market trends.

TRENDS

Conservative hotel blocks

Incentive travel is on a growth path

Lead time is becoming shorter



INTERNATIONAL CONVENTION SALES *cont'd*

CHALLENGES

- U.S. Visa entry restrictions
- Lucrative bid proposals from competing countries
- Continuous education of international groups
- Inbound direct flights
- Compliance and corporate travel approval
- Co-location between international congresses and national associations

STRATEGY

- Developing the Ambassador Program to build a strong foundation and local support for successful international bid development and growing international meetings in Washington, DC
- Leveraging the expertise of International Client Advisory Panel members to increase exposure of Washington, DC to key potential clients thus increasing business opportunities from key market segments
- Creating an influential network through the Global Conventions Roundtable to educate the local community on the importance and value of international programs
- Continue to develop strategic marketing and sales alliances with like-minded cities, such as Visit Brussels
- Establish strong business partnerships to grow DC's share of business with the largest global professional conference organizers

CONVENTION SERVICES

Once a convention is booked in Washington, DC, Destination DC clients are fully supported by the Convention Services team. They are seen as an extension of the planning team, acting as the liaison for the city and tying all entities together. The housing and registration services offered by the Convention Services Department are designed to create an additional benefit for customers. Viewed as experts in the city, the team helps meetings and conventions with these services while generating revenue for Destination DC.

TRENDS

- Helping customers integrate registration with housing to capture more reservations for their meeting
- Encouraging attendees to book online rather than use a call center to reduce customer costs
- Generating housing revenue opportunities through hotel cluster programs
- Interactive RFP submission on washington.org
- Providing enhanced service for sporting events
- Highlighting "voluntourism" opportunities for meeting attendees and customers looking to give back to the destination

CHALLENGES

- Continuous education for planners on how Destination DC can assist with every need
- Customers traveling with third party companies and not using our housing services
- Attendees booking outside room blocks which contribute to lower citywide pickup
- Meeting planners, specifically government, use fewer established staffing companies due to military or government benefits

STRATEGY

Creating repeat business by delivering superior customer service, asking for continuous customer feedback, updating customers on city development and thank you trips for all citywides

Revising the post-convention report to show comprehensive economic impact, expand citywide résumé and add quarterly mini-wide résumé

Continue to expand the Show Your Badge program by adding additional deals from retail and restaurant partners throughout the city

Work with DMPED's Hospitality Manager to build permit process templates for working with District government agencies

Continue to work with Business Improvement Districts, Metropolitan Police Department, Taxi Commission, Hines Construction, et al., to ensure all city entities are aware and engaged with citywides

Work with Destination DC's Partnership and Alliances and Tourism Departments and DMPED's Hospitality Manager to grow embassy relationships

Target annual groups for housing and registration

Continue to work with Gaylord National team for registration referrals

Continue to work with Connecticut Avenue Collection hotel teams for registration referrals

In FY2014, the convention sales team booked 1,326,804 total room nights.

CONVENTION SALES & SERVICES EVENTS AND PROGRAMS

Date	Event	Location
October 5	Pumpkin Patch Event/Chicago Sales Mission	Buffalo Grove, IL
October 13-17	IMEX America	Las Vegas, NV
October 21-23	Michigan Sales Mission	Metro Detroit
October 28	BizBash	New York, NY
November 3-7	Atlanta Sales Mission	Atlanta, GA
November 4-5	EXL Pharma	Philadelphia, PA
November 5	GMC PCMA Bowl-a-thon	Chicago, IL
November 16-20	FICP Annual	Hawaii
November 17-19	Ohio Sales Mission	Cleveland/Columbus, OH
November 19-21	NCBMP/Cincinnati Sales Mission	Cincinnati, OH
December 1-2	Philly/NJ Sales Mission	Philadelphia, PA
December 6-9	American Society of Hematology Show Visit	San Francisco, CA
December 8-10	MPI SCC Holiday Lunch and Sales Mission	San Diego, CA
December 9-11	IAEE	Los Angeles, CA
December 10	HB Amy Martel Team Client Event	Washington, DC
December 16	Holiday Showcase	Chicago, IL
January 9-11	ESPA & PCMA One Day	Chicago, IL
January 11-14	PCMA	Chicago, IL
January 11-14	PCMA Reception at Annual	Chicago, IL
January 13-16	Colorado Sales Mission	Denver, CO
January 15	Chicago Day Trip	Chicago, IL
January 25-27	FICP Regional	Boston, MA
January 26-29	RCMA	Chicago, IL
February 10-12	World Congress Global-Medical Meeting Summit	Philadelphia, PA
February 11	Dine with DC	Washington, DC
February 17-20	Annual Florida Sales Mission	Florida
February 25-27	Marriott Diversity Summit	Anaheim, CA
February	Missouri Sales Mission	Missouri
March 2-4	Arkansas Sales Mission	Little Rock, AR
March 14	Rock and Roll Half Marathon Local Client Event	Washington, DC
March 16-18	Operation Cherry Pie	Washington, DC
March 17-20	MIC & Sales Mission	Denver, CO
March 20	PCMA Mix-N-Bowl	Bethesda, MD
March 22-25	CBI Pharma Forum	Gaylord National, MD
March 23-26	Florida Sales Mission	Florida
March 25	Destinations Showcase	Washington, DC
March 26	Unique Venues FAM	Washington, DC
March 30-April 1	Kansas/Missouri Sales Mission	KS, MO
March	Corporate Sales Mission	Tennessee
March	Texas Sales Mission	Dallas/Austin, TX

DC has an aggressive plan to conduct 86 direct contact initiatives at trade shows, sales missions and specially orchestrated client events.

CONVENTION SALES & SERVICES EVENTS AND PROGRAMS

Date	Event	Location
April 13-15	Power Up Chicago	Chicago, IL
April 14-16	Power Up New York	New York, NY
April 20-23	Conference Direct Annual Partner Meeting	Dallas, TX
April 20-23	Simpleview Conference	Tucson, AZ
April 28-30	SGMP	Minneapolis, MN
April 30-May 3	PCMA Partner Summit	Desert Springs, CA
April	AMPS Golf Tournament	Maryland
April	CAC FAM	Washington, DC
April	Pacific NW Sales Mission	Oregon/Washington
April	Kentucky Sales Mission	Kentucky
April	Wisconsin Sales Mission	Wisconsin
May 4-8	CMCA	Jacksonville, FL
May 11-14	Atlanta Sales Mission	Atlanta, GA
May 18-20	Helmsbriscoe Annual Business Conference	Las Vegas, NV
May 18-20	Minnesota Sales Mission	Minneapolis, MN
May 19-21	IMEX Frankfurt	Frankfurt, Germany
May	Power Up: DMV	DC, MD, VA
May	Dine with DC	Washington, DC
June 1-3	Illinois Sales Mission	Chicago, IL
June 4-7	Labor of Love	Atlantic City, NJ
June 11-13	Collaborate	Orlando, FL
June 14-17	PCMA Education Conference	Ft. Lauderdale, FL
June 18	Association Forum Honors Gala	Chicago, IL
June 24-26	FICP Education Forum	Washington, DC
June	LUXE DC FAM	Washington, DC
June	California Sales Mission	Los Angeles, CA
June	NY Sales Mission	New York, NY
July 8-11	FEA	Phoenix, AZ
July 9-10	Chicago Sales Mission	Chicago, IL
July 14-16	CESSE	Norfolk, VA
July 15-17	DMAI Annual Meeting	Austin, TX
July 25-28	MPI-WEC	San Francisco, CA
July 27-29	Boston Sales Mission	Boston, MA
July	Corporate Executive Marketing Association Summit	TBD
July	Unique Spaces FAM	Washington, DC
July	Chicago Pharma Sales Mission	Chicago, IL
August 24-28	HPN Global Partner Conference	New Orleans, LA
August 26-29	Connect	Atlanta, GA
August 31-September 3	CDX15	Toronto, ON
August	Dine with DC	Washington, DC
August	SISO	TBD
September 16-18	Nebraska Sales Mission	Lincoln, NE
September 27-29	CMP Conclave	Reno, NV
September 28-October 1	International Luxury Travel Market	Mexico
September	Winery Event	Washington, DC
September	Atlanta Sales Mission	Atlanta, GA

WORLD CONGRESS OF PEDIATRIC CARDIOLOGY AND CARDIAC SURGERY

SITE VISIT
SEPTEMBER 2014



washington DC

IMEX AMERICA

LAS VEGAS, NV
OCTOBER 2014



PCMA 2014

BOSTON, MA
JANUARY 2014



MICROSOFT WPC

WASHINGTON, DC
JULY 2014

> CONVENTION SALES & SERVICES

Direct contact is the single most important means to win business from targeted clients in the U.S. and overseas.

TOURISM & VISITOR SERVICES

When you see a group of young athletes in and around the Walter E. Washington Convention Center for a tournament in the middle of winter or a large tour group speaking a foreign language while sightseeing, it is likely that the Destination DC Tourism and Visitor Services Department had an integral role in attracting that business to Washington, DC.

The tourism team maximizes annual visitation during need and off-peak periods to the entire city by driving international and domestic overnight stays as well as attracting sporting events that generate overnight bookings in Washington, DC. They work to promote the variety of experiences and product available in the nation's capital by working with tour and receptive operators and sporting event planners.

Leisure travel accounts for more than half of all visitation to the District and generates business during need periods in the winter and summer months and weekends, creating complementary business to the city wide conventions and meetings often booked at peak times of the year.

INTERNATIONAL MARKET TRENDS

Over the past 3 to 5 years, Washington, DC's primary international markets have been:

- United Kingdom
- Germany
- France
- Mexico
- Brazil
- Canada



These markets show an average growth between 1%-5% each year and air service remains strong. However, over the past couple of years there has been a shift of focus to the following emerging markets:

- China
- Australia
- United Arab Emirates (UAE)
- India

China became DC's number 1 overseas market in 2013 and Australia number 4, while the UAE supports passenger loads from China and India creating 4 direct flights into Washington Dulles. Because of inconsistent growth patterns in these markets, they are still viewed as emerging, but a more sustained growth trend has been seen recently. With the DC Government's focus on tourism and business development with China, additional resources are focused on the market.

INTERNATIONAL STRATEGY

Increasing demand for visitation to Washington, DC across all markets

Leveraging marketing dollars with partners such as Metropolitan Washington Airports Authority (MWAA) for marketing, promotional and sales efforts in all key markets

Expanding the length of stay in DC from all markets

Working with Capital Region USA (CRUSA) to target international visitors and promoting extended stays in the region with partners Maryland, Virginia and MWAA

Developing and executing a comprehensive strategy for the Asia and India markets

Working with MWAA to expand direct air service from emerging markets

Strengthening B2B relationships for a robust, collaborative effort

Promoting the Luxe DC program to affluent travelers

Developing a plan to execute the most successful U.S. Travel Association's IPW event in 2017



INTERNATIONAL STRATEGY cont'd

Creating a travel trade education, web-based training program on Washington, DC

Identifying a more in-depth research model for tracking international travel outside the Office of Tourism and Travel Industry (OTTI) data

Educating the local hospitality industry on providing inclusive content and materials for international visitors

Developing AAA direct-to-consumer programs for need periods

Promoting Washington, DC as a robust student performance destination

Increasing marketing and sales efforts through all markets

Strengthening partnerships with group tour associations and DC affiliate organizations

DOMESTIC MARKET TRENDS

The focus of the domestic group market remains on building itineraries specific to DC that support the need for additional overnight bookings and driving more group tour business into hotels in the District. With a dedicated staff person focused on direct sales and marketing efforts, the tourism team targets the following target markets:

- Motorcoach tour operators
- International/domestic student youth
- Adult: American Automobile Association (AAA)/Canadian Automobile Association (CAA)
- Family
- LGBT
- Medical Tourism: patient/educators

DOMESTIC STRATEGY

Increasing "DC only" product to domestic student youth travel

Creating a comprehensive education group tour program to attract groups for parent school visits, summer/winter camps and corporate education exchange

Growing the number of group tours visiting

Washington, DC from the AAA/CAA programs

SPORTS

In 2014, the Washington Nationals won the National League East and the Washington Wizards made the playoffs for the first time in 6 years. Washington, DC is truly a sports town, not just because of its professional sports team prowess, but because it is a place where any sporting event, from collegiate to amateur, can thrive. In partnership with Events DC, Destination DC's tourism team works to attract premier sporting events to the District that greatly impact overnight visitation. Whether the event is an NCAA regional basketball tournament, an LGBT sports event or a girls volleyball classic, the more sports activities booked in the city means a more significant economic impact.

MEDICAL TOURISM

A growing opportunity to attract visitation to Washington, DC is through medical tourism. For the first time in FY2015, the tourism team will be attending the World Medical Tourism and Global Healthcare Congress, a trade show where DC will be promoted as a premiere destination for advanced medical procedures in partnership with local and regional hospitals. Additional focus in this unique market will be on international physicians who are interested in studying with U.S. professionals.

U.S. TRAVEL ASSOCIATION'S IPW 2017

The countdown continues towards IPW 2017, the travel industry's premier international marketplace and largest generator of travel to the U.S. The trade show will be hosted in Washington, DC June 3-7, 2017 and the marketing, programming and logistics will start to be developed during FY2015. During 3 days of pre-scheduled business appointments, more than 1,000 U.S. travel organizations and 1,200 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$950 million in future travel to the host destination.

VISITOR SERVICES

The Visitor Service Department answers questions, highlights unique experiences and provides great customer service on both email and phone to travelers interested in visiting Washington, DC. The team operates three (800) numbers; one for answering general questions about visiting the nation's capital, the National Cherry Blossom Festival hotline and sporting events hotline. Additionally, the department distributes domestic and international maps and 850,000 copies annually of the Official Visitors Guide to both out-of-market and in-market visitors.

DC LOVES BUSES

WASHINGTON, DC
MAY 2014



AUSTRALIA/ NEW ZEALAND MISSION

SALES & MEDIA MISSION
JULY 2014



DC LOVES GROUPS

WASHINGTON, DC
MAY 2014



BRAZIL SALES MISSION

SÃO PAULO
AND RIO DE JANEIRO
OCTOBER 2014

TOURISM SALES EVENTS AND PROGRAMS

Date	Program	Location
1st Quarter 2014		
October 20-25	Brazil Sales Mission	Sao Paulo; Rio de Janeiro
November 8-14	South Africa Sales Mission	Johannesburg; Cape Town
November 8-12	Ontario Motorcoach Association (OMCA) Conference & Marketplace	Ottawa, ON
November 10-14	TEAMS '14 Conference	Las Vegas, NV
December 1-5	Japan Sales Mission (United and ANA)	Tokyo, Japan
December 9-12	Pre-holidays NYC Sales Blitz	New York, NY
2nd Quarter 2015		
January 9-13	American Bus Association (ABA) Marketplace	St. Louis, MO
January 14-17	NCAA Convention	National Harbor, MD
January 18-22	National Tour Association (NTA) Travel Exchange	New Orleans, LA
January 20	DDC Annual Global Marketplace	Washington, DC
February 2-6	Visit USA Switzerland Seminar + Sales Calls - NEW	Zurich, Switzerland
February 3-5	RSAA Summit 2015	Las Vegas, NV
February 18	Ask Me About DC	Washington, DC
February 23-27	Florida Sales Mission (Group Tour Operators)	Orlando/Miami, FL
March 9-13	China Sales Mission	Beijing/Chengdu/Hong Kong/Guangzhou
March 9-13	Canada Sales Mission	Toronto/Quebec
March 11 - 16	Site Visit/Pre-Promote 2015 ACC Men's Basketball Championship	Greensboro, NC
3rd Quarter 2015		
April 15-23	Sports Sales Mission: Midwest including ENACTA	Midwest/Chicago, IL
April 27-30	Arabian Travel Market (Tourico partnership)	Dubai, UAE
April	Scandinavia Sales Mission	Sweden/Denmark/Norway
May 5-8	Travel Week Sao Paulo	Sao Paulo, Brazil
May 7	DC Loves Buses Day	Washington, DC
May 7-10	ACC Spring Meeting	Amelia Island, FL
May 30-June 3	IPW 2015	Orlando, FL
May 30-June 3	IPW 2015 Client Event	Orlando, FL
June 8-12	The Carolinas Sales Mission	North/South Carolina
June 13-17	National Association of Collegiate Directors of Athletics	Orlando, FL
June 24-27	Power Up NYC Sales Mission & Client Event	New York, NY
4th Quarter 2015		
July or August	Australia Sales Mission	Sydney, Brisbane
August 28-September 1	Student Youth Travel Association Conference	Branson, MO
August	Connect Sports Marketplace	Pittsburgh, PA
September	World Youth Student Travel Conference	South Africa
September 27-30	World Medical Tourism & Global Healthcare Congress	Orlando, FL
September	Olympic SportsLink/NASC MKT Segments/CSEE/Joint Client Event	Colorado Springs, CO
October 5-9	UK/Ireland Sales Mission	Dublin, Cork, London
TBD	Columbia Sales Mission	Bogota/Medellin

PARTNERSHIPS & ALLIANCES

Creating opportunities for educating, networking and to get more engaged with programming are just some of the ways the Partnerships and Alliances Department works to support Destination DC's membership.

The team regularly shares hospitality industry information and trends with members to help each partner generate more business. The role of the department is to drive and grow non-hotel tax revenues from members, sponsors and other non-traditional opportunities in addition to engagement and retention of the membership community through various event and communication channels including member meetings, events and webinar engagement. In FY2014, the team generated \$2.5 million in cash revenue and \$1.6 million of in-kind revenue through memberships and partnerships, reaching 96 percent of its goal.

MEMBERSHIP STRATEGY

Increasing membership revenue through new and existing members

Increasing sponsorship revenue via new and existing corporate relationships and sponsors

Provide active account management to increase member retention, payment of dues and ensure customer satisfaction

Conducting educational, social and networking events for members and partners (including monthly forums, business exchange and experience DC events) on relevant industry topics

Increasing participation and revenue growth at 2%-3% annual increase based on market conditions.

PARTNERSHIPS & ALLIANCES EVENTS

Program	Event Description	Frequency
Monthly Forum	• 150-200 attendees; breakfast, networking and presentation	Monthly
Member Power Hour	• 150-200 attendees; industry happy hour with networking	Quarterly
Eggs with Elliott	• Breakfast meeting with 20-30 members and Elliott Ferguson, President & CEO	Quarterly
Business Exchange	• After hours event (tour, sporting event, show)	Quarterly
Member Door Prize Giveaway	• Used at various member events to increase participation • Exposure of your item to a diverse audience	Ongoing
Show Your Badge	• Promoted to all Washington, DC meetings and conventions • Featured on Washington.org/ShowYourBadge	Ongoing

SIGNATURE PARTNER STRATEGY

Generating additional revenue through corporate partnerships and promotional opportunities are the main focus for Destination DC's Signature Partner program. The Signature Partner program acknowledges those who support Destination DC's initiatives and/or have made a significant contribution. In FY2015, the focus will be on:

Developing and executing partnerships through the use of available marketing channels and creation of unique programs specifically designed for corporate partners

Providing access to assets that currently exist within the city

Creating promotions based off the vision of our partners and promoting the city with the desired marketing message

SIGNATURE PARTNERS

- American Airlines
- American Express
- Amtrak
- AT&T National
- AT&T Nation's Football Classic
- Big Bus Tours Washington DC
- Cultural Tourism DC
- DC Jazz Festival
- D.C. United
- Hargrove Experience
- Metropolitan Washington Airports Authority
- National Cherry Blossom Festival
- Washington Mystics
- Washington Nationals

AMERICAN EXPRESS



METROPOLITAN WASHINGTON AIRPORTS AUTHORITY



Cultural Tourism DC



W

NATIONAL Cherry Blossom FESTIVAL

AMTRAK



AMERICAN EXPERIENCE FOUNDATION

The American Experience Foundation (AEF), a 501(c)3 public charity, develops national programs, which promote education about the arts, culture, American democracy and the unique heritage of Washington, DC. Every year, the American Experience Foundation selects 8th grade classrooms from a low-income area within the United States and a classroom from the DC metropolitan area for a fieldtrip to the nation's capital. The foundation will also present the Gregory McCarthy Scholarship to a student at Hospitality High School of Washington, DC.

ANNUAL 4TH OF JULY EVENT

The American Experience July 4th event in Washington, DC will provide partners opportunities to:

Brand Washington, DC as the destination to visit for the true American Experience on Independence Day

Generate funds to support educational programs geared towards youth

Create brand awareness for Destination DC and its partners



DESTINATION DC BOARD OF DIRECTORS & STAFF

WASHINGTON.ORG

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Sharon Lockwood, Renaissance Washington Hotel Downtown*

Stephen Marks, Bike & Roll Washington DC*

Tim McGill, Hargrove, Inc.

Gregory O'Dell, Events DC*

Thomas Penny, Courtyard Marriott Convention Center*

Barbara Richardson, WMATA/Metro

John Ross, Government of DC, Office of the CFO*

Garth Ross, The John F. Kennedy Center for the Performing Arts

Steven Shulman, Cultural Tourism DC

Steve Smith, Grand Hyatt

Richard Spigler, Great Addresses

Joe Sternlieb, Georgetown BID

Robert Sweeney, DC2024

Martin Thomas, SEIU 32BJ - Capital Area District

David Touhey, Monumental Sports*

Mark Treadaway, Metropolitan Washington Airports Authority*

Harry Wingo, DC Chamber of Commerce

James Youngblood, Heart Rhythm Society

**Denotes members of the Executive Committee*

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Manager

Vacant
F&A/P&A Asst.

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Convention Sales Mgr.

John Sklencar
Exec. Meetings Mgr.

Michelle Soto
National Sales Mgr.

Larissa Tishevskaya
Sr. Mgr. Int'l Sales

Nancy Umansky
National Sales Mgr.

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Janice Dudley
Convention Sales Asst.

Eric Lancet
Convention Sales Asst.

Vacant
Convention Sales Asst.

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Mary Awosika
Registration Manager

Allison Doherty
Convention Services Mgr.

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Conference Services
Mgr.

Kristen Jacob
Housing Manager

Yvonne King
Marketing Events Mgr.

Monique Russell
Convention Services Mgr.

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Niles Anderegg
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Kova Blake
Mgr, Visitor Services

Lawrence Hamm
Sports Development Mgr.

Lindsay Hill
Tourism/Visitor Services
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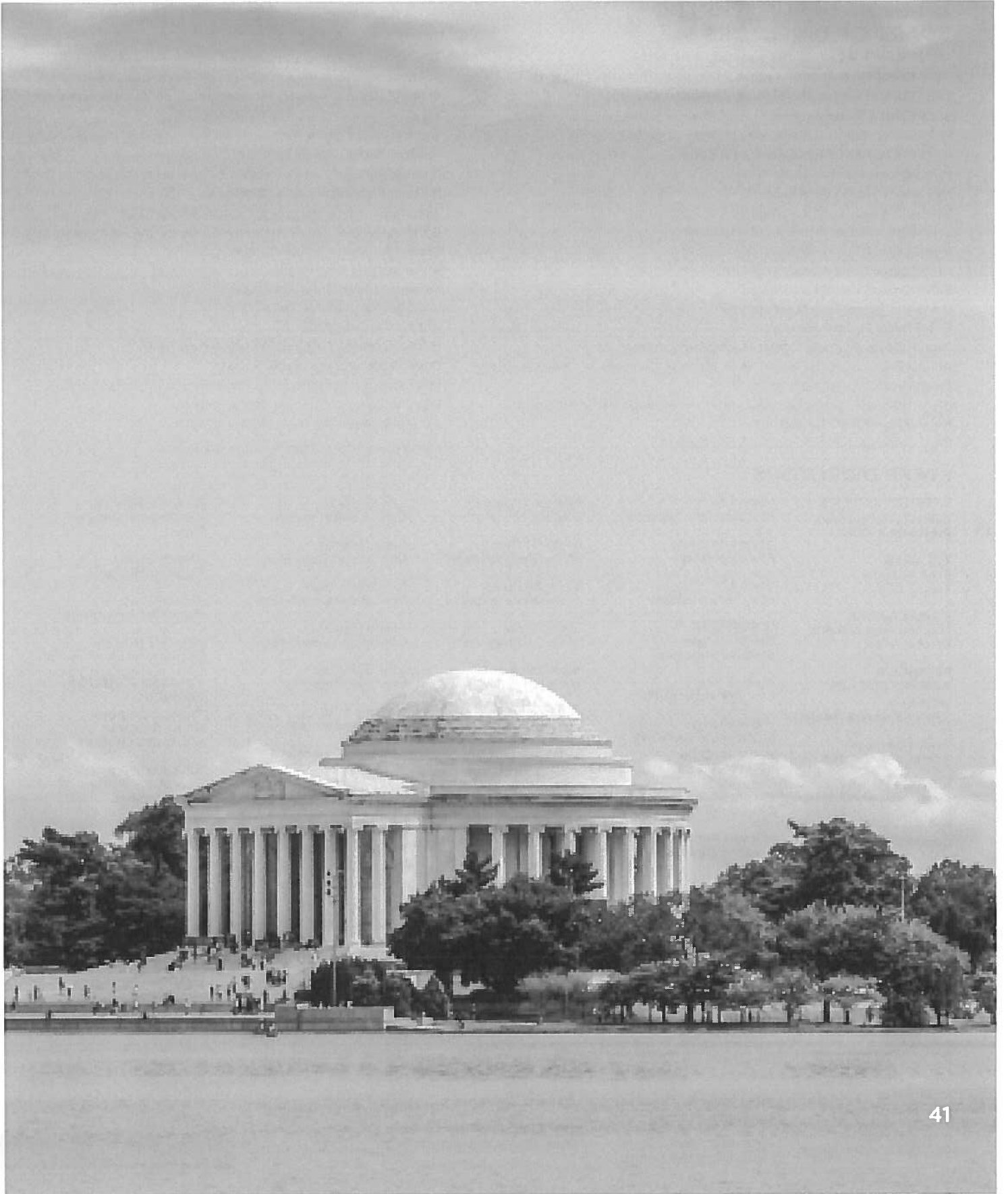
Louis Lu
Int'l Sales Associate

Morgan Maravich
Tourism Services Mgr.

Letizia Sirtori
Int'l Tourism Sales Mgr.

Vacant
Tourism/Visitor Services
Specialist

Destination DC staff emails use
firstname.lastname@destinationdc.com



Question #13

Please provide a copy of Destination DC's production report for the 2014 Cherry Blossom Festival. What is the budget for Destination DC Cherry Blossom Festival marketing efforts for 2015?

HOTEL ROOM NIGHT PRODUCTION:

NCBF Bookings on NCBF.org

Date Range: Booked Jan 1 -April

30

Room

Nights

Year	January	February	March	April (1-30)	TOTAL
2014	48	111	207	106	472
2013	88	122	402	156	768
2012	183	345	860	159	1547

- Destination DC spend: \$400,000 on advertising for our Spring campaign starting March 1-May 31, 2015. This campaign includes promoting the National Cherry Blossom Festival special hotel packages.
- We track all hotel packages that are made from nationalcherryblossomfestival.org and washington.org/spring
- The marketing dollars only reflect the advertising buys and do not reflect the Destination DC resources used to promote the National

Cherry Blossom Festival through: Media events/Facebook posts/Twitter posts and other forms of social media partnerships

Questions #14

Please provide the following information for all contracts entered into by Destination DC during FY14 and FY15 to date:

- **Name of Vendor;**
- **Indicate whether the vendor is a Certified Business Enterprise;**
- **Indicate whether the vendor is a District-based business;**
- **Purpose of the contract, including consulting purposes;**
- **Agency employee responsible for monitoring the contract;**
- **Contract term;**
- **Contract cost, including budgeted amount and actual spent;**
- **Funding source; and**
- **Whether the contract was competitively bid**

(Please see Attachment 9)

FY2014 Destination DC Contracts

Name of Vendor	CBE (y/n)	DC Based Business (y/n)	Purpose of the contract	DDC employee managing the contract	Contract term	Funding source	Competively bid (y/n)
Partnerships & Alliances							
American Airlines	No	No	Sponsorship- Destination DC and American Experience Foundation	Megan Taaffe	FY2014	In-kind (DDC) and Cash (Foundation)	N/A
American Express	No	No	Sponsorship	Kirsten Lyman	FY2013-2015	Cash	N/A
Amtrak	No	No	Sponsorship- Destination DC and American Experience Foundation	Megan Taaffe	FY2014	In-kind (DDC) and Cash (Foundation)	N/A
aRes Travel, Inc.	No	No	Sponsorship	Kirsten Lyman and Megan Taaffe	FY2014	Cash	N/A
Beam Global	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	In-kind	N/A
Ben's Chili Bowl	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2014	In-kind	N/A
Big Bus Tours, Washington, DC	No	Yes	Sponsorship- Destination DC and American Experience Foundation	Megan Taaffe	FY2014-2017	Cash	N/A
Calpro	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	In-kind	N/A
Capital Eagle	No	Yes	Sponsorship- American Experience Foundation	Megan Taaffe	FY2014	In-kind	N/A
Council of Chief State School Officers	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	Cash	N/A
Corner Bakery	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2014	In-kind	N/A
Cresa Partners	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	Cash	N/A
Cultural Tourism DC	No	Yes	Sponsorship	Bruce Gudenberg	FY2014	In-kind	N/A
DC Jazz Festival	No	Yes	Sponsorship	Kirsten Lyman	FY2014	In-kind	N/A
DC United	No	Yes	Sponsorship	Kirsten Lyman	FY2014	In-kind	N/A
Delta Sky	No	No	Sponsorship	Kirsten Lyman and Megan Taaffe	FY2014	Cash	N/A
Design Foundry	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	In-kind	N/A
FotoWeekDC	No	Yes	Sponsorship	Bruce Gudenberg	FY2014	In-kind	N/A
Guest Services	No	Yes	Sponsorship	Bruce Gudenberg	FY2014	In-kind	N/A
Hargrove	No	No	Sponsorship	Megan Taaffe	FY2014	In-kind	N/A
Hosts DC	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	In-kind	N/A

FY2014 Destination DC Contracts

JC Decaux	No	No	No	Sponsorship	Kirsten Lyman and Megan Taaffe	FY2014	In-kind	N/A
Lafthansa Airlines	No	No	No	Sponsorship	Kirsten Lyman and Megan Taaffe	FY2014	Cash	N/A
Marriott Foundation	No	No	No	Sponsorship- American Experience Foundation	Megan Taaffe	FY2014	Cash	N/A
Miles Media	No	No	No	Sponsorship	Kirsten Lyman	FY2014	Cash	N/A
Mount Vernon	No	No	No	Sponsorship	Bruce Gudenberg	FY2014	Cash	N/A
National Cherry Blossom Festival	No	Yes	Yes	Sponsorship	Megan Taaffe	FY2014	In-kind	N/A
NCM Media	No	No	No	Sponsorship	Kirsten Lyman and Megan Taaffe	FY2014	Cash	N/A
Newseum	No	Yes	Yes	Sponsorship- Destination DC and American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2014	Cash (DDC) and	N/A
Orbitz Worldwide	No	No	No	Sponsorship	Kirsten Lyman and Megan Taaffe	FY2014	Cash	N/A
Pepsi	No	No	No	Sponsorship- American Experience Foundation	Bruce Gudenberg	FY2014	Cash	N/A
Occasions Caterers	No	Yes	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	In-kind	N/A
Perfect Settings	No	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	In-kind	N/A
Poshbooth	No	Yes	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman	FY2014	In-kind	N/A
Quicken Loans National	No	No	No	Sponsorship	Megan Taaffe	FY2014	In-kind	N/A
Smithsonian	No	Yes	Yes	Sponsorship	Megan Taaffe	FY2014	Cash	N/A
SunTrust Foundation	No	No	No	Sponsorship- American Experience Foundation	Megan Taaffe	FY2014	Cash	N/A
SYTA Youth Foundation	No	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2014	In-kind	N/A
Taste of DC	No	Yes	Yes	Sponsorship	Megan Taaffe	FY2014	In-kind	N/A
Trillectro Music Festival	No	No	No	Sponsorship	Megan Taaffe	FY2014	In-kind	N/A
USA Science and Engineering Festival	No	No	No	Sponsorship	Kirsten Lyman	FY2014	Cash	N/A
Washington Nationals	No	Yes	Yes	Sponsorship	Kirsten Lyman	FY2013-2014	In-kind	N/A
WMATA	No	Yes	Yes	Sponsorship	Bruce Gudenberg	FY2014	Cash	N/A

FY2015 Destination DC Contracts

Name of Vendor	CBE (y/n)	DC Based Business (y/n)	Purpose of the contract	DDC employee managing the contract	Contract term	Funding source	Competively bid (y/n)
Partnerships & Alliances							
American Airlines	No	No	Sponsorship- Destination DC and American Experience Foundation	Megan Taaffe	FY2014	In-kind (DDC) and Cash (Foundation)	N/A
American Express	No	No	Sponsorship	Kirsten Lyman	FY2013-2015	Cash	N/A
Amtrak	No	No	Sponsorship- Destination DC and American Experience Foundation	Megan Taaffe	FY2015	In-kind (DDC) and Cash (Foundation)	N/A
Ben's Chili Bowl	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2015	In-kind	N/A
Big Bus Tours, Washington, DC	No	Yes	Sponsorship- Destination DC and American Experience Foundation	Megan Taaffe	FY2014-2017	Cash	N/A
DC United	No	Yes	Sponsorship	Kirsten Lyman	FY2015	In-kind	N/A
Hard Rock	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2015	In-kind	N/A
Hargrove	No	No	Sponsorship	Megan Taaffe	FY2015	In-kind	N/A
Hilton Crystal City	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2015	In-kind	N/A
JC Decaux	No	No	Sponsorship	Kirsten Lyman	FY2015	In-kind	N/A
Madame Tussaud's	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2015	In-kind	N/A
Miles Media	No	No	Sponsorship	Kirsten Lyman	FY2015	Cash	N/A
Mount Vernon	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2015	In-kind	N/A
National Cherry Blossom Festival	No	Yes	Sponsorship	Megan Taaffe	FY2015	In-kind	N/A
Newseum	No	Yes	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2015	In-kind	N/A
SYTA Youth Foundation	No	No	Sponsorship- American Experience Foundation	Kirsten Lyman and Megan Taaffe	FY2015	In-kind	N/A
United Airlines	No	No	Sponsorship	Kirsten Lyman	FY2015	In-kind	N/A
Washington Nationals	No	Yes	Sponsorship	Kirsten Lyman	FY2015	In-kind	N/A
Marketing & Communications							

Questions #15

Please provide an update on your contract with Events DC (renewed February 2014)? How has the first year gone? Please provide a list and copies of all reports, plans presentations or analysis DDC has provided as a part of the contract for 2014 and 2015 (please include Joint Five Year Strategic Sales and Marketing Plan, and a copy of your 2014 and 2015 annual sales and marketing plan). Please provide a copy of approved budgets for 2014 and 2015. Please provide a copy of an addendums or updates to the 2014 contract.

During the first full year of the new Agreement, Destination DC continues to have an exceptionally strong relationship with Events DC. Our teams work closely together on a variety of issues with the purpose of showcasing the District of Columbia as a top meetings and convention destination to potential citywide convention clients through trade shows, sales missions and special client events.

Our collaborative working relationship includes monthly updates by Destination DC's President and CEO to Events DC's Board of Directors, regular joint meetings of our sales and communications teams and detailed quarterly status reports relative to a number of performance standards that are required by the Agreement.

In addition, Events DC's President and CEO and Senior Vice President and General Manager, Conventions and Meetings Division, are regularly engaged with Destination DC's Board of Directors, actively serving on key committees, including the Executive and Convention committees, respectively.

Since execution of the Agreement in February 2014, Destination DC has provided the following reports, plans, presentations and analyses to the Authority:

- Five-Year Strategic Plan FY2014-FY2018
- FY2015 Annual Marketing and Sales Plan
- FY2014 Advertising Effectiveness and ROI Study
- FY2014 Annual Marketing Outlook presentation
- FY2014 and Q1 FY2015 Quarterly Status Reports

Questions #16

Please describe any pending litigation.

Destination DC currently has no pending litigation.

Questions # 17

Please list and describe any ongoing investigations, audits, or reports on your agency or any employee of your agency; or any investigations, studies, audits, or reports on your agency or any employee of your agency that were completed during FY14 or FY15, to date.

None

Question #18

What challenges does Destination DC face?

Destination DC is outspent when it comes to marketing the District. This is a challenge when we are whispering in the global market place while other state funded destinations are yelling.

As an organization, we are equally challenged in trying to make doing business in DC for our customers easy. The alignment and acquisition of hotel blocks, permits, and shuttling are also opposing factors when trying to convince clients to choose Washington, DC for their next convention.

Washington, DC is recognized around the world as the center of the United States government, but that “federal” perspective doesn’t tell the deeper story of the city’s history, neighborhoods, dining, nightlife and attractions. Many visitors are still surprised at the breadth of what DC has to offer because they thought they knew the real DC from what they see on CNN. Marketing DC’s unique brand is an opportunity to both change the narrative and attract more visitation which leads to a greater economic impact on the city.

Question #19

What can the city do to help prepare for any upcoming conferences or marketing efforts? Please also provide an update on the IPW conference in 2017.

With increased competition for hosting conventions, destination marketers must pull out all the stops to both win original bids and repeat business. The city can help Destination DC secure business through a variety of ways:

- Help Destination DC make a “wow” impact for tentative site visits to help win big convention business
- Personally welcome delegates to the District during conventions
- Send custom welcome and thank you messages to delegates
- Work with the Customer Advisory Board to hear firsthand the challenges that meeting planners face when booking business in the District
- Act as a liaison between Destination DC leads and District agencies to assist with getting meters covered and roads blocked as needed for customer events that bring significant economic impact on the city
- Support efforts to secure additional budget for Destination DC to better compete against tier one competitors
- Support new infrastructure that will positively impact business and leisure travelers.
-

IPW 2017:

- Dates: June 4-8, 2017
- Attendees:
 - a. 70 countries represented
 - b. 1,344 buyers
 - c. 5,000 full delegation
 - d. 500 travel writers
 - e. Projected \$12 million direct spend
 - f. Estimated 3 years following events: 1 million NEW international visitors

- g. \$950 million new dollars to the host city
- Planning:
 - a. Destination DC is currently in the planning stages of the event
 - b. Walter E. Washington Convention Center is secured
 - c. Host hotel block is confirmed
 - d. Securing funding model

