

**Destination DC Board of Directors Meeting**  
**December 13<sup>th</sup>, 2023, 10:00 a.m.**  
**Audi Field**

- |   |  |
|---|--|
| 1. Welcome and Introductions                              | Ron Bracco                                     |
| 1.1 Antitrust Guidelines                                  |  |
| 1.2 Minutes from the September Board of Directors Meeting |  |
| 2. Chairperson's Report                                   | Ron Bracco                                     |
| 3. President's Report                                     | Elliott Ferguson                               |
| 4. ROI Study Presentation                                 | David Reichbach                                |
| 5. Financial Report                                       | John Kim                                       |
| 5.1 Year-to-Date Review                                   |  |
| 6. FY2024 Goals Presentation/Vote                         | Committee Chairs                               |
| 6.1 Marketing & Communications                            | Nancy Koide                                    |
| 6.2 Partnerships & Alliances                              | Michael Anderson                               |
| 6.3 American Experience Foundation                        | Michael Akin                                   |
| 6.4 Finance & Administration                              | Clarence Anthony                               |
| 6.5 Tourism Sports & Visitor Experience                   | David Kasprzyk                                 |
| 6.6 Convention Sales & Services                           | Melissa Riley                                  |
| 7. Industry Partner Updates                               | Angie Gates<br>Shawn Townsend<br>Solomon Keene |
| 8. Old/New Business                                       | Ron Bracco                                     |
| 9. Adjournment  | Ron Bracco                                     |

**Next Full Board Meeting: March 21<sup>st</sup>, 2024 10 a.m.**  
**Location: TBD**

**Destination DC Board of Directors Meeting**  
**December 17<sup>th</sup>, 2024, 10:00 a.m.**  
**Arlo Hotel**

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|---|--|
| 1. Welcome and Introductions                              | Meade Atkeson                                  |
| 1.1 Antitrust Guidelines                                  |  |
| 1.2 Minutes from the September Board of Directors Meeting |  |
| 2. Guest Speaker: Smithsonian Institution                 | Secretary Lonnie Bunch                         |
| 3. Chairperson's Report                                   | Meade Atkeson                                  |
| 4. President's Report                                     | Elliott Ferguson                               |
| 5. ROI Study Presentation                                 | David Reichbach                                |
| 6. Financial Report                                       | John Kim                                       |
| 6.1 Year-to-Date Review                                   |  |
| 7. FY2025 Goals Presentation/Vote                         | Committee Chairs/DDC                           |
| 7.1 Convention Sales & Services                           | Matt Felix/Melissa Riley                       |
| 7.2 Tourism Sports & Visitor Experience                   | David Kasprzyk/Theresa Belpulsi                |
| 7.3 Marketing & Communications                            | Nancy Koide/Robin McClain                      |
| 7.4 Partnerships & Alliances                              | Michael Anderson/Jennifer Rodrigues            |
| 7.5 American Experience Foundation                        | John Snedden/Jennifer Rodrigues                |
| 7.6 Finance & Administration                              | Clarence Anthony/John Kim                      |
| 8. Industry Partner Updates                               | Angie Gates<br>Shawn Townsend<br>Solomon Keene |
| 9. Old/New Business                                       | Meade Atkeson                                  |

10. Adjournment

Meade Atkeson

**Next Full Board Meeting: March 27<sup>th</sup>, 2025 10 a.m.**  
**Location: TBD**



**Destination DC Annual Board of Directors Meeting**

**May 30<sup>th</sup> 2024, 10:00 a.m.**

**Royal Sonesta Capitol Hill ~ 20 Massachusetts Avenue NW, Washington, DC 20001**

- |  |                          |
|--|--------------------------|
| 1. Welcome and Introductions             | Ron Bracco               |
| 1.1 Antitrust Guidelines                 |                          |
| 1.2 Minutes from the March Board Meeting |                          |
| 2. Nominating Committee Report/Vote      | Stacy Smith              |
| 2.1 Board Member Nominations             |                          |
| 2.2 Board Officer Nominations            |                          |
| 2.3 Bylaws Update                        |                          |
| 3. Website Sessions Update               | Elliott Ferguson         |
| 4. Welcome Board Members                 | Ron Bracco               |
| 5. Chairman's Report                     | Ron Bracco               |
| 6. President's Report                    | Elliott Ferguson         |
| 7. Financial Report                      | John Kim                 |
| 7.1 Year-to-Date Review                  |                          |
| 8. Economic Development Updates          | Deputy Mayor Nina Albert |
| 9. Destination DC Committee Updates      |                          |
| 9.1 Partnerships & Alliances             | Mike Anderson            |
| 9.2 Marketing & Communications           | Nancy Koide              |

9.3	Tourism, Sports, & Visitor Experience	David Kasprzyk
9.4	Convention Sales & Services	Bill Adams
9.5	American Experience Foundation	Michael Akin

10. Industry Partner Updates	Angie Gates Shawn Townsend Solomon Keene
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11. Transition of Chairmanship	Ron Bracco/Meade Atkeson
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12. Presentation to Departing Board Members	Meade Atkeson/Elliott Ferguson
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13. New Chairman's Address	Meade Atkeson
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14. Old/New Business	Meade Atkeson
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15. Adjournment	Meade Atkeson
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**Next Full Board Meeting: September 26<sup>th</sup>, 2024 10 a.m.**  
**Location: TBD**

**Board of Directors Meeting**  
**March 28<sup>th</sup>, 2024, 10:00 a.m.**  
**Willard Intercontinental ~ 1401 Pennsylvania Avenue NW**

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|--|-----------------------------------|
| 1. Welcome and Introductions                             | Ron Bracco                        |
| 1.1 Antitrust Guidelines                                 |                                   |
| 1.2 Minutes from the December Board of Directors Meeting |                                   |
| 2. Audit Report  | Mark C. Thomas                    |
| 3. Chairperson's Report                                  | Ron Bracco                        |
| 4. Financial Report                                      | John Kim                          |
| 4.1. Year-to-Date Financial Update                       |                                   |
| 5. President's Report                                    | Elliott Ferguson                  |
| 6. Departmental Updates                                  |                                   |
| 6.1. Convention Sales & Services                         | Melissa Riley                     |
| 6.2. Partnerships & Alliances                            | Jennifer Rodrigues                |
| 6.3. American Experience Foundation                      | Michael Akin & Jennifer Rodrigues |
| 6.4. Marketing & Communications                          | Robin McClain & Nancy Koide       |
| 6.5. Tourism, Sports & Visitor Experience                | Theresa Belpulsi & David Kasprzyk |
| 7. Industry Partner Updates                              | Shawn Townsend                    |
| 8. Adjournment   | Ron Bracco                        |

**Next Board Meeting: May 30<sup>th</sup>, 2024 10 a.m.**  
**Location: Royal Sonesta Capitol Hill**

**Destination DC Board of Directors Meeting**  
**September 25<sup>th</sup>, 2024, 10:00 a.m.**  
**Industrious ~ 810 7<sup>th</sup> Street NE, Washington, DC 20002**

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|---|--|
| 1. Welcome and Introductions                        | Meade Atkeson                                  |
| 1.1 Antitrust Guidelines                            |  |
| 1.2 Minutes from the May Board of Directors Meeting |  |
| 2. Chairman's Report                                | Meade Atkeson                                  |
| 3. President's Report                               | Elliott Ferguson                               |
| 4. Financial Report                                 | John Kim                                       |
| 4.1. FY25 Budget Review (vote)                      |  |
| 5. Guest Speaker: Topic: ASAE Annual Meeting        | Michelle Mason                                 |
| 6. FY2025 Department Priorities                     |  |
| 6.1 Convention Sales & Services                     | Matt Felix/Melissa Riley                       |
| 6.2 Partnerships & Alliances                        | Claire Carlin                                  |
| 6.3 American Experience Foundation                  | Claire Carlin                                  |
| 6.4 Marketing & Communications                      | Nancy Koide/Robin McClain                      |
| 6.5 Tourism, Sports & Visitor Experience            | David Kasprzyk/Letizia Sirtori                 |
| 7. Industry Partner Updates                         | Angie Gates<br>Shawn Townsend<br>Solomon Keene |
| 8. Old/New Business                                 | Meade Atkeson                                  |
| 9. Adjournment                                      | Meade Atkeson                                  |

**Next Full Board Meeting: December 17<sup>th</sup>, 2024 10 a.m.**  
**Location: Hybrid ~ TBD**

## Destination DC Board of Directors Meeting

March 28, 2024 10:00 a.m.

Willard InterContinental Hotel

### Meeting Minutes

#### Board of Directors

Michael Akin	Gavin Coleman*	Julissa Marengo*
Nina Albert*	Matt Felix	Carmen Pigler
Nizam Ali	Elliott Ferguson	Mark Roche-Garland*
Michael Anderson*	Angie Gates*	Stacy Smith
Clarence Anthony	Danita Johnson	John Snedden*
Meade Atkeson	Kori Johnson*	Shawn Townsend
Amy Austin	David Kasprzyk	John Varghese*
Kristen Barden	Solomon Keene, Jr*	Jessica Wasserman
Ron Bracco	Nancy Koide	Chryssa Westerlund*
Paul J. Cohn	Evan Koppel	Donna Westmoreland

*\*Unable to Attend*

*Syborgile Cook attended  
on behalf of DM Nina  
Albert*

Chairman Ron Bracco called the meeting to order at **10:06am**

#### Welcome and Introductions

##### Chairman Ron Bracco

- Requested **Matt Felix** conduct roll call; declared there was a quorum
- Requested that the board review the **Antitrust Guidelines**
- Requested that the board review and approve the minutes from the December Board Meeting
  - Motion to approve the minutes
    - Motion to Approve: **Evan Koppel**
    - Second By: **Stacy Smith**

- Moved By: Multiple Board Members
- Minutes were unanimously approved
- DDC's annual audit for FY2023 is complete and the results were reported to the audit committee in February. They were presented to the Executive Committee earlier this month.
- I am pleased to share that Destination DC received a clean audit, which marks 13 years in a row.
- Congratulations to **John** and the **Finance & Administration** team for their hard work and on achieving these outstanding results again.
- Now, **Mark C. Thomas**, Senior Audit Manager at CBM, will present the results.

**Audit Report: Mark C. Thomas, Senior Manager of CBM, (audit firm)**

- Most line items increased this year – in large part possible because of TRD increase even though not available for full year
- Repaid loan that was taken out for COVID relief
- Biggest increase in spending marketing and communications
- Net income of 8 million compared to 5 million the year before
- Advertising increased
- Salaries and benefits increased as well
- 16 million dollars is available – does not include the reserve of 6 million. Takes Board approval to be able to use the funds from the reserve.
- Audit materials available for review

**Chairman Ron Bracco**

Motion to approve audit report: **Danita Johnson**

Second: **Nizam Ali**

Moved by: Multiple Board Members

FY23 audit report is unanimously approved.

**Chairman's Report**

**Chairman Ron Bracco**

- Since we last met, I had the opportunity to testify as part of DDC's Performance Oversight Hearing before the City Council's Committee on Business & Economic Development.
- Chairman McDuffie understood the importance of the Tourism Recovery District funding and our ability to compete with additional dollars. Elliott provided an update on the new markets we have added internationally and the impact of Only One DC Campaign.

I will now turn to John Kim for an update on financials

**Financial Report**

**John Kim**

- FY24 – collected four months of hotel tax collection which add up to ~\$16 million which is about 20% above what we had planned for
- Since April 2023, we have nine months of results of TRD which adds up to ~\$18 million
  - We have spent and committed much of these dollars but are planning for future unspent dollars
- Reserves are at \$7.3 million – some cash invested to make small interest to executive plan, which is why \$10 million in cash (not for reserves purposes)



## Presidents Report

### Elliott Ferguson

- Majed Daewood-Farah (GM Grand Hyatt) has resigned for Board and is now in Orlando, Florida with Hyatt Regency Grand Cypress
- Tourism Diversity Matters
  - **Elliott personal remarks**
- US Travel Association & Brand USA
  - Attended Board Meeting(s) last week during USTA Spring Travel Engagement Week
- Annual Performance Oversight
  - Took place Feb. 7<sup>th</sup> at Wilson building
  - Presented to Committee on Business and Economic Development: Kenyan McDuffie At-Large Councilmember
  - Additional testimony provided by:
    - Ron Bracco (**Hargrove**)
  - Public DDC witnesses provided testimony the week before (1/31)
    - Rauf Shakir, USA Guided Tours (**DDC Member**)
    - Jon Armstrong, Jon Armstrong Photography (**DDC DEIBF Member**)
    - Donna Westmoreland, I.M.P Group (**Board Member**)
  - We focused on:
    - Tourism Recovery District dollars
    - Advertising Campaign (**Only1DC**)
- Tourism Recovery District
  - International Representation
    - UK & Ireland
    - Germany
    - China
    - France
    - India
    - Australia/New Zealand
    - Canada (**NEW**)
    - Brazil (**NEW**)
    - Mexico (**NEW**)

- UK M.I.C.E (**NEW**)
- **Marketing**
  - National, year-round advertising
  - Major media takeovers in top markets
    - Moynihan Train Hall example
    - London Cabs example
  - Expand social media reach with personalized content & consumer activations
  - WorldPride 2025 dynamic programs and special events
- **Conventions**
  - Maximizing the Convention Center during need periods
  - Big-box hotel bookings
  - Growing strategic partnerships
    - PCMA, MPI, Conference Direct, HelmsBriscoe
- **Operation Cherry Pie**
  - 385 pies delivered to 250 unique businesses across DMV
- Past Trips
  - PCMA Convening Leaders 2024 (San Diego, California)
  - India Sales & Media Mission (Mumbai & Delhi)
- DDC Member Open House
  - Theme: Only1DDC
  - 350+ attendees
- DDC VIP Open House
  - Open to current Board Chair, incoming Board Chair and past Chairs during time as CEO
- DC Government Meetings
  - Rico hosted DC Council Chief of Staffs in January at DDC
    - I presented to them briefly
    - DDC hopes to present during Mayor/DC Council breakfast in May or June
  - Meetings with the Hospitality Alliance and DC CFO to aid in forecasting DC budget
  - Met with Angie, Solomon, and Shawn (Hospitality Alliance) this month
- Media
  - Team joined National Cherry Blossom Festival Press Conference and excited for all the visitors

- Several interviews on local news
- **NATO:** Preparing to leverage local chef involvement at a NATO event in Brussels in April. The kick-off event at NATO headquarters is meant to drive attendance for the NATO anniversary summit in July at WEWCC
- **Travel Rally:** please mark your calendar for Travel Rally on **Wednesday, May 29** (day before the May board meeting)
- Sustainability Summit
  - 3/13, 8am – 11:30am at Capital Turnaround
  - Moderated panel with:
    - DDC Senior Sustainability Manager Shelby Luzzi
    - DOEE
    - ASAE
- DMPED March Madness
  - 3/13
  - Robin participated on panel with Hospitality Alliance on my behalf
- **Monumental:** Update as of yesterday:
  - **Monumental will be in DC through 2050!**
- **DC is Open:** team is always ready for a government shutdown
- Interns & Apprentices
  - DDC has 3 Apprentices (**all joining in-person today**)
    - Young professionals
      - Kwame Brown (Rotating Offices, currently M&C)
      - Ariana Hines (Rotating Offices, currently M&C)
      - Daud Gantt-Bey (Events Team, M&C)
  - DDC has 7 interns (two here in person)
    - Mekhi Hayes (TSVE) (**In-Person**)
    - Connor Chomicki (M&C) (**In-Person**)
    - Theodora Greco (CSS) (**In-Person**)
    - Lauren Adams (M&C) (**In-Person**)
    - Charles (CJ) Bridge (EXEC) (**In-Person**)
      - Not attending due to class or conflicts
        - Ma-Lyke Davis (CSS)

- Hannah Tedesco (M&C)

## **Destination DC Departmental Updates**

### **7.1. Convention Sales & Services – Melissa Riley, SVP, Convention Sales & Services**

#### **OVERALL**

- Welcome Kwame and Ariana who are with CSS through the end of the April.
- Happy out report that with our mid year end this Sunday, we have made our mid year goal at 108% and we are still waiting on a few more big contracts. I want to make sure we give extra measure not just to the citywide team conversation but for the inhouse team that we've seen impressive ITYFTY bookings!

#### **STRATEGIC MEETINGS**

- Partnering with Freeman on an event to showcase the benefits of the WEWCC over the American Institute of Architects in May.
  - Expecting 100 customer – many new because its Freemans portfolio
  - AIA is really showcasing the city from tours on accessibility to art and space design, technology for educational facilities.
  - Creating a 'sphere' like space in the Ballroom to showcase not just the capabilities of a general service contract but that of the WEWCC as well.
- Marketing to further develop our meetings assets for Only1DC
  - Trade advertising plan for domestic and international coming to fruition
  - Skift – thought leadership on DEI, Sustainability, CSR
- Working with EDC to further develop the mutual benefits of the convention strategy manager position

#### **NEW BUSINESS/HOT LEADS**

- Brand New Association Business
  - National Association of Community Health Centers 2027
  - Peak August 27-29, Sun-Mon
  - 2,300 peak and 10,000 TRN

- Brand New Corporate Business
  - Gartner 2028 – 2032: New Business, Group has a 15+ year history at Gaylord National, but have outgrown the space. They want to stay in DC but centers are new to them. We are reviewing a multi opportunity with available dates. They are estimating to be 5000+ peak by then. 2028 is signed already at Gaylord and Gartner has shared that they are looking at other options.
- Active corporate demand but availability remains the challenge. We've turned down leads for the following groups all within the next 4 years:
  - Hewlett Packard
  - Orangetheory Fitness
  - Intel 360

#### AT HOME AND ON THE ROAD

##### JANUARY

- PCMA Convening Leaders – San Diego, CA
- BestCities Global Forum – Melbourne, Australia
- Micebook EXPO – London, UK
- Washington International Association Forum (WIAF) – Washington, DC

##### FEBRUARY

- BCD Meetings & Events Global Leadership Formal Dinner – Washington, DC
- Night of Elegance with Elliott (Sushi Making)– Washington, DC
- AMC Institute Annual Meeting – Las Vegas, NV
- SITE Global Conference + TBD Market Development Mission – Istanbul, Turkiye

##### MARCH

- Chicago Operation Cherry Pie and Client Engagement – Illinois
- Operation Cherry Pie – All Staff

## 7.2. Partnerships & Alliances – Jennifer Rodrigues, Director of Membership

### WHAT'S NEW IN P&A:

- ❖ Partnerships team continues to secure new cash and in-kind revenue opportunities, over \$367K in agreement value signed in approximately the last 3 calendar months.
- ❖ We have accelerated an initiative to capture member engagement by tracking use of available benefits.
- ❖ Big wins for Destination DC members in DEI and Sustainability, focus areas for many/all.

### THE BIG PICTURE:

The majority of our partnership value continues to be in-kind/barter agreements, ex:

- ticket banks for client entertainment
- A/V and event support to produce high-impact programming
- points/mileage for travel offset

New to DDC Partnerships in \$ reported above = ~\$72K, approx. 20%

- Industrious (\$31,450).
  - membership-based co-working spaces with multiple DMV locations that offer a solution for meeting or event venues when hotels are not available or not practical for small, mostly pop-up, groups.
- Revolution Events (\$41,000).
  - Cherry blossom trees at GMP
  - Also, décor partner for July 4<sup>th</sup>

When surveyed, members say they join Destination DC for referrals and leads.

- Sales is not a passive endeavor
- Business leaders can now visualize their team's participation in
  - sales missions, co-ops and fams,
  - mentions in DDC—pitched media,
  - where member-submitted images and b-roll have been used in paid advertising or social media, and more.
- Having this tracked information accessible in one place on the Member Extranet is useful to help members easily identify participation and visibility opportunities at-a-glance.

Sustainability initiatives/ 3 pillars: Cultural heritage preservation, equitable social/economic opportunity, and environmental goals.

- Business cases are clear
- 2024 DEI Business Fellowship Cohort is the largest ever and include:
  - Deaf owned/operated pizza restaurant Mozzarella (Somebody Feed Phil)
  - Flave App - partnered with the NCBF to reward diners who let the “phone eat first” at Black, Women, Veteran owned and LGBTQ+ friendly restaurants.
  - JusPaul - interactive go-go music lessons, #Only1DC
- Highlight Sustainability District members in editorial and owned content related to sustainable travel and meetings.
- Sustainability Summit

#### WHAT’S NEXT:

GDS-I – Defending our #1 in the US ranking

Member events

- Speed Networking
- NMWA

If you want to go deeper into member events, new businesses that have joined membership and many other member highlights, check out the “[Industry Buzz](#)” link that is in the monthly Board Communique from Elliott.

### 7.3. American Experience Foundation – Michael Akin & Jennifer Rodrigues

Student engagement

- Students are preparing for Career Ready Internships, the 6-week summer program for Career Academy Students
  - AEF supported 7 Mock Interview Days at 6 schools
  - Attended IDEA Public Charter School Career Day
  - And 4 Black History and CTE Month student-led events in the month of February



- Backyard Bound
  - This January, over 65 students from the Academies of Hospitality & Tourism, Culinary Arts and Mass Media participated in a two-day field trip across Washington, DC. Young professionals explored these consumer side and behind the scenes of the hospitality industry.
  - AEF is thankful for the support of our partners who made this work-based learning experience possible. To name a few including Board Members:
    - The Anthem and IMP
    - Capital Hilton
    - Clyde's Restaurant Group
    - The Grill and KNEAD Hospitality + Design
    - Hyatt Place Washington DC/White House
    - International Spy Museum
    - Monumental Sports & Entertainment and the Washington Wizards
    - Pendry Hotels & Resorts Washington DC - The Wharf
    - Smithsonian American Art Museum and National Portrait Gallery
    - Southwest Business Improvement District (SWBID)
    - Washington Area New Automobile Dealers Association (WANADA)
    - USA Guided Tours
- Annual New York City Hospitality tour
  - Visited New York City with 52 students and chaperones
  - Included a career talk and experiencing SUMMIT One Vanderbilt, behind the scenes hotel tours at both the New York Marriott Marquis and Park Hyatt New York, tour of Manhattan with Big Bus Tours, Amateur Night at the Apollo Theatre, and dinner at Red Rooster
- Future Programs
  - Rite of Passage field trip to Washington, DC for 70 students from the I Promise School in Akron, OH in partnership with the Student & Youth Travel Association
  - Hosting summer Career Ready Internships at Destination DC and hospitality businesses across the city – Come judge a Thursday presentation review session!
  - Welcoming 16 students from Japan on an exchange program with Columbia Heights Educational Campus' Academy of Hospitality and Tourism
- Scholarships
  - Scholarships will be announced on May 17<sup>th</sup>



- Join us on May 29<sup>th</sup> for a DC Hospitality Scholarship Awards event, Westin City Center, 5-7pm, cohosted with:
  - Destination DC & American Experience Foundation
  - Washington Area Concierge Association
  - Restaurant Association of Metropolitan Washington & Educated Eats
  - Hotel Association of Washington, DC & Washington Hospitality Foundation
- Funds raised
  - Approximately \$52,000 raised so far in FY24\_cash.\_
    - Main fundraiser this quarter: Destination DC Member Volleyball Tournament, engaged 20 corporate teams on the courts of the Capital Hill Volleyball Classic
    - Closed EOY Giving strong from the Limani Event, Member Holiday Party and Holiday Raffle which collectively raised almost \$40,000
  - Approximately \$60,000 in in-kind donations so far in FY24
- Upcoming Events
  - May 29 – DC Hospitality Scholarship Awards, Westin City Center, 5-7pm
  - July 4 – July 4<sup>th</sup> VIP Celebration, American Pharmacists Association, 7-10pm

#### **7.4. Marketing & Communications – Robin McClain & Nancy Koide**

- The M&C department is meeting the demand and enjoying the challenge of producing so much content for advertising, social media and the website.
- As a reminder, this fiscal year, we expect to spend 3 times as much on advertising thanks to the TRD.
- We're trying some new paid media buys, will be the first destination in market with others and overall feel like we are well positioned with our media strategy to increase the economic impact on our city through overnight stays.
- Now Robin is going to share some further updates:

#### **Creative**

- Thanks Nancy.
- We now have 17 different versions of Only 1 DC commercials for our target audiences.

- New ads include highlighting the National Cherry Blossom Festival, July 4<sup>th</sup> on the National Mall, music and outdoors.
- Developing content for the convention sales positioning of Only 1 DC is underway.
- Our advertising has won several awards in the last month!
  - (1) Best publication for DC by Design, the “look book” created in collaboration with Melissa.
  - (1) Best Outdoor Advertising for our Philadelphia 30th Street Station Takeover (also the winner of an HSMAI Adrian Award.)
  - (4) Best TV Advertising, Cinematography, Video – Travel and Video – Tourism for our “There’s Only One DC” commercials (also the winner of two ADDY awards, below)
  - Congratulations to Alex Gnafakis and the creative team and Torri and the advertising team on the wide variety of creative and unique media placements.

### Advertising

- For the advertising team, highlights include:
  - Starting this month with a sponsorship of the Philadelphia Flower Show. The team infiltrated the competitive destination during a special preview event and connected with over 350 locals, engaging them with giveaways and meaningful conversations about traveling to the District.
  - A sponsorship of a music-focused event in NYC featuring two DC artists playing to a local crowd. This was an extension of a buy with AFAR magazine and the first time we’ve had the chance to showcase local talent in a consumer event of this type working with Sofar – a company that hosts pop up music events across the U.S.

- Shifting the paid media to focus on summer with placements in top digital media outlets, including Spotify, Expedia and Travel + Leisure, as well as large-scale out of home advertising in New York City, Philadelphia and Los Angeles.

## Content

- Top performing posts on social include:
  - A tribute to Washington, DC's beloved Stumpy cherry blossom tree. The little tree that could garnered national attention and won the hearts of our Instagram followers, which resulted in our dedicated reel capturing a whopping 17,000 engagements.
  - We also worked with three local content creators through a partnership with the National Cherry Blossom Festival to show their Pink Tie Party experiences resulting in 13,000+ engagements.
- On washington.org
  - The content team continues to inspire potential visitors to book stays through a variety of hotel-related content, from spring hotel deals and packages to refreshes of hotels for every type of visitor, including families, history-buffs and more.
  - A new piece of content that is getting a lot of engagement is our Can't-Miss Summer Events and Festivals piece. In this calendar year, the content jumped in views from 2,406 views to 125,611 views, highlighting how far in advance people are thinking about summer festivals.
  - We've recently developed fresh content centered around popular holidays such as Saint Patrick's Day and Easter weekend, strategically releasing them well in advance. This

proactive approach stems from insights gathered through our paid search reporting, which indicates that individuals start planning for holidays weeks ahead.

### **Communications**

- The communications team has momentum with media coverage this spring – complementing the extensive advertising in market and adding to the buzz about visiting DC.
- The breadth of coverage has included everything from Elliott’s perspective on spring tourism for local news to hotel deals in *Travel + Leisure* to a cherry blossom cover story in Mexico’s *US Traveler* magazine. Trade has been extensive too, with coverage on DDC’s Sustainability Summit and more than 100 members mentioned in *Convention South’s* DC profile.
- The team has 6 international journalists in town this week alone and we appreciate all the hosting support from board members.

### **7.5. Tourism, Sports & Visitor Services – Theresa Belpulsi & David Kasprzyk**

- Global Tourism Projects expected to grow as we have seen aggressive comeback across international markets
- Aggressive opportunities as we expand international reach
- Sports & Special Events
- Strong tentative bookings

### **8. Industry Partner Updates –Shawn Townsend, President & CEO, RAMW**

- **Shawn Townsend:**
  - RAMMYs coming in July
  - Continuing to engage members and hear concerns
  - Focusing on Restaurant Week

Chairman Bracco adjourned the meeting at **11:47am**

**Next Full Board Meeting: Thursday, May 30, 2024 at 10:00 a.m. – Location: Royal Sonesta Capitol Hill**

**Minutes recorded by Rico Ashab and approved by Elliott L. Ferguson**



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Rico Ashab  
Chief of Staff



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Elliott L. Ferguson, II  
President & CEO

## Destination DC Board of Directors Meeting

May 30, 2024 10:00 a.m.  
Royal Sonesta Capitol Hill

### Meeting Minutes

#### Board of Directors

Michael Akin	Gavin Coleman*	Julissa Marengo
Nina Albert	Matt Felix*	Carmen Pigler*
Nizam Ali	Elliott Ferguson	Mark Roche-Garland
Michael Anderson	Angie Gates	Stacy Smith
Clarence Anthony*	Danita Johnson*	John Snedden
Meade Atkeson	Kori Johnson*	Shawn Townsend
Amy Austin	David Kasprzyk	John Varghese*
Kristen Barden	Solomon Keene, Jr	Jessica Wasserman
Ron Bracco	Nancy Koide	Chryssa Westerlund
Paul J. Cohn	Evan Koppel	Donna Westmoreland
Darien Wright	Diane Gross	Emeka Moneme
Jason Berry	Tara Higgins	
Ken Jarka		

*\*Unable to Attend*

Chairman Ron Bracco called the meeting to order at **10:11 AM**

#### Welcome and Introductions

##### Chairman Ron Bracco

- Requested **Rico Ashab** conduct roll call; declared there was a quorum
- Requested that the board review the **Antitrust Guidelines**
- Requested that the board review and approve the minutes from the December Board Meeting
  - o Motion to approve the minutes
    - Motion to Approve: **Paul Cohn**
    - Second By: **Nancy Koide**
    - Moved By: Multiple Board Members

- Minutes were unanimously approved

## Nominating Committee Report/Vote

Stacy Smith

Let me begin by thanking those who served on the Nominating Committee. This year's committee included: Paul Cohn, John Snedden, Amy Austin, Elliott Ferguson, & me.

The Board Directors received the board member updates prior to this meeting. These recommendations come from the DDC Executive Team, Nominating Committee, and have been preliminarily approved by the Executive Committee.

I will go over them now.

### **The following individuals are being recommended for re-appointment to our board:**

Matt Felix, JW Marriott **(Final 3-year term)**

Danita Johnson, D.C. United

Stacy Smith, Hyatt Place DC/White House **(Final 3-year term)**

### **The following individuals are being nominated for appointment to our board:**

Jason Berry, Knead Hospitality

Diane Gross, Cork Wine Bar & Market

Tara Higgins, Hargrove, Inc.

Ken Jarka, Washington Hilton

Emeka Moneme, Capitol Riverfront BID

Darien Wright, National Geographic

### **The following individuals are terming off our board:**

Michael Akin, LINK Strategic Partners

Nizam Ali, Ben's Chili Bowl & Ben's Next Door

Kristen Barden, Adams Morgan Partnership BID

Ron Bracco, Hargrove Inc.

Jessica Wasserman, WassermanRowe

Majed Dawood-Faraha, Grand Hyatt

**The following individuals are suggested for officer positions to our board:**

Meade Atkeson – Chairman

Julissa Marengo – Vice Chair

Clarence Anthony - Treasurer

Matt Felix – Secretary

Stacy Smith – Immediate Past Chair

Mr. Chairman, this is the report of the Nominating Committee. I'll turn it back over you for discussion and a vote.

**Chairman Ron Bracco**

Motion to approve: **Nizam Ali**

Second: **Chryssa Westerlund**

## Website Sessions Update

Elliott Ferguson

- At the beginning of this fiscal year, we became one of the first DMOs to fully embrace the latest data privacy laws by state and country on our website in real time.
- Some key reasons why we did this: enhancing consumer trust, ensuring compliance in a fragmented regulatory environment, future-proof our marketing
- One negative impact is that we aren't able to count all users to the site as accurately as in the past, as users have opted out of being tracked.
- We propose replacing tracking users with sessions – a similar metric that is more reliable in Google Analytics 4, where we pull our data.
- This is information that was shared and received favorably in our last Executive Meeting.
- I'd like to propose a vote if there aren't any questions to change the website traffic metric "users" to "sessions" for FY24.
- Please see "web goals" attachment to see progress toward sessions goal for FY24.



Executive Summary									
FY2024	Performance Metrics	Q1 FY24 Achieved	Q2 FY24 Achieved	Q3 FY24 Achieved	Q4 FY24 Achieved	FY24 Achieved	FY24 Year End Goal	% of FY24 Goal	FY23 YE Total
Marketing & Communications	Domestic Earned Media (\$)	37,654,435	34,337,816			71,992,251	113,000,000	64%	113,316,454
	International Earned Media (\$)	4,443,988	3,778,255			8,222,243	13,000,000	63%	13,658,451
	Total Earned Media (\$)	42,098,423	38,116,071			80,214,494	126,000,000	64%	126,974,905
	Website Views	4,581,274	6,620,086			11,201,360	23,760,000	47%	19,337,896
	Website Sessions	2,878,766	3,853,888			6,732,654	15,806,750 (+6.9 YOY)	43%	14,787,166
	Website Users*	2,178,853	2,902,550			5,081,403	13,200,000 (+4.93% YOY)	38%	12,580,038
	Social Media Engagement	1,857,213	2,280,161			4,137,374	7,456,180	55%	6,172,679

### Chairman Ron Bracco

Motion to approve: **Donna Westmoreland**

Second: **Chryssa Westerlund**

Moved by: Multiple Board Members

Website Sessions Updates unanimously approved.

### Chairman's Report

#### Chairman Ron Bracco

- Great to officially welcome **Jason Berry, Diane Gross, Tara Higgins, Ken Jarka, Emeka Moneme, & Darien Wright** to Destination DC's Board of Directors
- I would like to take this opportunity to also thank **Meade & Royal Sonesta Capitol Hill** for hosting us this morning at their amazing property
- Director of Sales, **Sloane Carter** is here today, so I will turn it over to her for brief remarks



Thank you, Sloane.

- Now for my Chairman's report.

[Update on DDC Team]

- This month is exciting for Destination DC! Amazing **Travel Rally** yesterday at the National Museum of the American Indian.
- Destination DC holds a press conference and member event during U.S. Travel Association's National Travel and Tourism Week to discuss the economic importance of the tourism and hospitality industry, as well as provide perspective on the economic importance of travel and tourism locally and nationally.
- Speakers included **Mayor Muriel E. Bowser**, **Geoff (Jeff) Freeman** with U.S. Travel Association, **Alex Lasry** with Department of Commerce, **Cynthia Chavez Lamar** and **Clifford Murphy** with Smithsonian National Museum of the American Indian.
- Was great to see board members and stakeholders in attendance as Travel Rally received major media coverage
- Stepping off of the Board. Grateful to represent as Chair and Hargrove within the industry.

## President's Report

### Elliott Ferguson

- Welcome to the New Board members
  - New Board members (Jason Berry, Diane Gross Tara Higgins, Ken Jarka, Emeka Moneme, & Darien Wright) introduced themselves

## Past Meetings & Trips

- 4/2 – 4/5:
  - Attended DI CEO Summit in Boston, Massachusetts
  - What to focus on in terms of technology, website developments and ongoing issues with coming back to the United States
- 4/9:
  - Held our Member Speed Networking Event at Nationals Park
    - 230+ attendees (**Not including DDC**)
- 4/9:

- Joined Michel Mason, CEO with ASAE for live conversation presented by ICCA (**International Congress & Convention Association**) during Business Events Industry Week
- 4/10 – 4/14
  - UK/London Spring Activation
    - Met with media and held full day consumer activation
  - Lots of positive momentum of travel coming back to DC
- 4/24:
  - Held our Member Exclusive Event at **National Museum of Women in the Arts**
    - Previewed new exhibit, **New Worlds: Women to Watch 2024**
- 5/3 – 5/8:
  - Attended IPW in Los Angeles, California
  - Focus on media and travelers coming back to DC
  - DC is now #7 in terms of visitation to the United States
- 5/13- 5/17:
  - Attended IMEX in Frankfurt, Germany
  - Focusing on international market
- 5/20 – 5/24:
  - Attended US – China Leadership Summit
    - Xian & Beijing
  - Chinese visitors coming back to the US but still takes a long time to take a visa and there are not as many non-stop flights as before
  - More offices opening to process visas
- 5/29:
  - DDC Travel Rally (as our Board Chair mentioned earlier)
    - Located at National Museum of the American Indian
    - Mayor Muriel E. Bowser, Geoff Freeman (USTA), Alex Lasry (Dept of Commerce), Cynthia Lamar & Clifford Murphy all provided remarks, including myself
- May – September
  - Post today's meeting, we will not meet again as a board until September 26<sup>th</sup> (Date may need to be re-scheduled)
  - **Important remainders during this time:**
    - **7/4 – July 4<sup>th</sup> Celebration (AEF)**

- **7/9 – 7/11** – NATO’s 75 Anniversary Summit
- **8/27** – Marketing Outlook Meeting (Washington Hilton)

### Sustainability

- Shelby Luzzi (Senior Sustainability Manager) will be speaking on a panel at DC’s Commission on Climate Change & Resiliency’s quarterly meeting.
  - Donna Westmoreland (**Board Member**) will also be speaking.
  - Commission is made up of 16 people chosen by Mayor and Council Chair
  - Thursday, June 13, all can tune in.
  - <https://climatecommission.dc.gov/>

### Closing

- Finally, thank you again to the nominating committee, welcome to new board members and officers. Thank you, and that concludes the President’s Report.

### Financial Report

#### John Kim

- Report is as of April 30<sup>th</sup>
- Seven months into fiscal year, ahead of the game just shy of 20%
- High season coming and so we have a high expected goal –
  - Darien Wright: Seasonality changes?
    - Traditionally speaking, heavy spending in fall and winter for spring events and also in the spring for summer events
  - Amy Austin: 6 months ago, what was our outlook because we are performing well
    - John: We knew there would be a large chunk of funds to carry over and not a great understanding of how it would pan out; Board decided that FY23 funds were carried over into FY24
    - Elliott: Our budget is based on the number that the CFO’s office gives us. TRD dollars are new this is the first full year that we are receiving the funds and we are still recovering. This is the first year that we have seen significant growth.
      - TRD dollars have to be spent on marketing and advertising
    - Meade: Lag time on collecting taxes and that money coming to us
      - Typically 30 days – OTR collects the dollars and it transfers to Destination DC the month after; probably 45 days

- Diana Gross: Any other restrictions?
  - Elliott: Not restrictions, but we present our suggestions to the Board and we will share at the Marketing Outlook meeting how it is sent, and there are also additional meetings where we present to the Hotel Association on how it is spent – otherwise, sales and advertising spending is the only restriction
- Whole year collection – 14 million; 26 million YTD and exceeding tax collections
- Tourism Recovery District additional amount
  - Full 12 months result starting on April 1<sup>st</sup> – estimated just shy of \$21 million but it turned out to be \$23 million
- Hotel Tax Receipts at 120% overall
- Partnership Member Dues also seeing 122% overall
- Revenue budget is around 20% ahead of expected
- \$46 million budget approved for annual – we are building a higher spending plan accordingly
- Positive fund balance from FY23
- Not much difference between April 30<sup>th</sup> and March 31<sup>st</sup>
- AR combined - \$416,000
- Accounts payable has reduced from \$2.4 million to \$1.5 million

#### **AEF By-Law Chaneges – Stacy Smith**

#### **Bylaw Changes (Green = Addition, Red = Removal)**

#### **ARTICLE V – Officers: Removal of section C**

- The American Experience Foundation Chairperson shall be elected from among the members of the board by the affirmative vote of a majority of all board members then in office

#### **ARTICLE VI – Committees: Edit for 6.1 & 6.2**

- The American Experience Foundation, Destination DC's affiliated charity has an independent board of directors. That Chairperson will hold a seat on the Destination DC Board of Directors
- There shall be an Executive Committee which shall consist of the Chairperson, Vice Chairperson, Secretary, Treasurer, Immediate Past Chairperson of the Board of Directors – pursuant to section Article V 5.1(k), the President, the President of Events DC, the Chief Financial Officer of the District of Columbia or his/her

designee and not more than twelve (12) other Directors that consist of the **Chairperson of the American Experience Foundation**, Chairperson of the RAMW, HAWDC, Marketing Committee, Convention Sales and Services Committee, Tourism Committee, Partnerships and Alliances Committee, and up to three (3) additional committee members appointed by the President.

#### **ARTICLE VIII – Relationships with Third Parties: Edit for 8.2**

- **Foundation:** Destination DC may establish, create and enter into arrangements with its affiliated charitable organization, The American Experience Foundation, Inc., on such terms as the Board of Directors deems appropriate from time to time. Provided, however, that all such arrangements shall be consistent with the charitable and educational purposes of the Foundation pursuant to section 501(c)(3) of the Internal Revenue Code. The day to day oversight and performance of the charitable and educational activities of the Foundation shall be administered **by the Foundation Executive Director, who reports to the President of Destination DC or the President's designee**
- **Claire Carlin:** Clarifying a transition of leadership that gives AEF maximum independence and also for the organizations ties to remain strong so that AEF continues to have a voice at Destination DC. Independent Board and reciprocity between both AEF and Destination DC.
- **AEF Community Report Out** will remain

#### **Chairman Ron Bracco**

Motion to approve: **Nancy Koide**

Second: **Amy Austin**

Moved by: Multiple Board Members

Nominating Committee Recommendations unanimously approved.

#### **Economic Development Updates**

#### **Deputy Mayor Nina Albert**

- Been serving for eight months, speaking with individuals across industries and to discuss economic development strategies. Also looking at a macro level on where the city is going in the long-term
- We are not in business as usual
  - The city has grown in a way that is particularly exciting and now there has been a significant shift



- The shift is across the country and particularly in high cost cities. They are facing a pretty significant threat as a result of telework.
  - Weaker than it has been in the past but it is improving
  - DC is the #1 tech employer in the country
  - Someone could have the job in DC but not live here
- Income tax, property tax, and sales taxes all affect how we perform as a city
  - Four pillars of the future of our economy
    - First, recruiting high growth businesses because of our highly skilled talent – businesses will pay a premium to be here
      - 95,000 jobs unfilled in tech in DC but the tech industry has 0% unemployment
      - Also pursuing media, communications and also consulting opportunities to open in DC
    - Second, providing housing that is accessibly priced
      - We have quite a bit of housing in affordable housing and high-end housing but are missing housing priced near the middle
      - For the industries that work in DC, it is important that housing that is accessible to all level of the income spectrum is important
    - Third, there's Only1DC
      - We have diversity in our city and we can be a national leader to show how hiring with emphasis on diversity, equity and inclusion makes our city strong
    - Fourth, people want an extraordinary experience
      - It is for the global, national, regional visitor and locals
  - Tourism and hospitality will buoy us for a while and it is not the end goal and it is not enough
    - Downtown – 60% of it is frequented by visitors in the absence of not knowing where to go
      - If it is not vibrant, then there is a disconnect with what the visitor experiences
      - DC government is particularly concerned with revitalizing downtown – it is almost monolithically office space. We need to implement place-based strategies that create a more diversified downtown.
      - Also looking at breaking up downtown into submarkets
      - One of our major strategies is to pull visitors into other parts of the city from downtown with opportunities to redevelop the Waterfront, for example
        - Monumental in Gallery Place acts as a great stabilizing force as well

- 8 big ideas on how to reinvigorate Gallery Place/Chinatown
      - Some ideas are exploration on 8<sup>th</sup> St., a free circulator that would go up 7<sup>th</sup> to go down to the Mall and extend all the way to the Wharf
  - Also partnered with Events DC to bring festivals to give a reason for visitors to visit other parts of the city
  - We need to be prepared for future events; partnered with NCPC to help set the stage for long-term
    - 2025 World Pride
    - 2026 – 250<sup>th</sup> anniversary and hopefully NFL Draft
  - What can we do to help festivals, conferences to affect the local economy?
    - Ideas to take vacant storefronts and assist with occupying space for pop-ups to bring international businesses or for locals to have a presence
    - Interested in learning about how we can take what we do and extend the local presence
      - Residential is one idea but not enough
- Elliott: International Council of Shopping Centers was in Vegas – takeaways for bringing shopping centers to DC?
  - DMPED Albert: Retail wants to be concentrated, and so retailers are interested in Georgetown and in Chinatown (F St. and 7<sup>th</sup> St.)
    - Retailers can cater what to bring to the international community. Retailers are going back to basics to bring experiences beyond retail and cater to what visitors want.
    - Hip Hop Museum will be opening on H St. in DC next year
  - Anchor destinations
    - Experiences catering to particular crowds, different entertainment venues
    - Las Vegas is an entertainment destination and to break the mold of what people expect of DC, it may be good to bring a few more drivers of visitation that are not just museum based to shake up what peoples' expectations of DC are

### **Destination DC Departmental Updates**

### **Partnerships & Alliances, Mike Anderson**

**WHAT'S NEW IN P&A? TOP THREE HIGHLIGHTS are Partnerships, Membership, Sustainability**



**v 1 - PARTNERSHIPS:** Since April 1<sup>st</sup> the Partnerships team has secured over \$250,000 in in-kind agreements. Notable:

- A re-negotiated agreement with the Washington Nationals valued over \$100,000.
- And new to FY24 is a revenue share agreement with TodayTix, with a minimum \$10,000 cash value plus \$21,000 in-kind.
- Overall, a lot of high-value ticket banks for DDC use. This strengthens our ability to curate the best Washington DC experiences for visiting journalists, receptive tour operators and business event planners.

**v 2 - MEMBERSHIP:** As of April 30, Destination DC has surpassed the 1000-member mark for the first time since pre-COVID. The growth is achieved through prospecting for businesses aligned with our Only1DC campaign.

- Membership dues have a direct impact on DDC's operating budget and member businesses represent experiences visitors have when they come to Washington DC.
- We have accelerated an initiative to capture member engagement by tracking use of available benefits. Our goal is to help members easily identify participation and visibility opportunities at-a-glance.
- Participation at in-person events is high, including a new record attendance at Speed Networking in April. The team also executed the first member exclusive event post-COVID, a before-hours reception at the National Museum of Women in the Arts.

**v 3 - SUSTAINABILITY:** We are 10 months into having a dedicated Sr Manager of Sustainability and the results from our commitment are showing.

- We completed our 2024 Global Destination Sustainability Index (GDS-I) submission, final results are expected in the fall.
- Our 2023 GDS-I score was 48% and our goal is to bump our total over 60%. That would likely put Washington DC around the top 3 cities in North America and in the top 20 of all cities of comparable size globally.
- This is informed from our work developing the Sustainability District recognition for members as well as improving our own operations and incorporating this storytelling on our website.

**WHAT'S NEXT:** Join us at an upcoming Member event, some notable are:

- 6/27 Member Mixer at Pink Taco in Navy Yard
- 8/8 Pickleball Tournament @ Kracken Kourts
- 8/27 Marketing Outlook Meeting @ The Washington Hilton

- 12/12 Member Holiday Party @ The National Zoo—wear black and white to celebrate the return of the pandas!

#### **Marketing & Communications, Nancy Koide**

- Hosted dozens of journalists
- Journalists covering IPW
- Travel Rally media
- Pride celebrations across the country
- NATO in July with Events DC – 2000 journalists expected
- Advertising put out advertising placements to promote Pride events and WorldPride
- International, domestic and trade advertising
- Two Tele Awards
- 50<sup>th</sup> piece of content finished for the year
- Pandas returning to the Zoo

#### **Tourism, Sports, & Visitor Experience, David Kasprzyk**

- TRD execution – 40 tour operators in direct marketing initiatives
- London – King’s Cross Station activation to recreate Cherry Blossom Festival
- 3 months of DC booking promotions – room night conversion numbers available to us in June
- Elliott and Theresa in China – pushing to bring back visitors to the US, as they have moved up from #9 largest visitor market over the past year
- Annual Pride event in partnership with other cities
- Domestically, attending Pride in several cities – tour Big Bus wrapped and consumer activations in all cities
- Internationally, consumer advertising across several countries during the Pride weeks
- Mayor, June 5<sup>th</sup> press conference
- Several sports events
- Onboarding program – hospitality stakeholders provided with basic training video that provides high level education as well as resources available for businesses to give to their employees and staff
- FAMs – hosted several

## Convention Sales & Services, Bill Adams & Dianna Waldroup

### OVERALL

- As you can see, convention sales and services is still in between convention committee chairs. We are working towards solidifying the next chair any day now.

### STRATEGIC MEETINGS

- We are excited to be convening two strategy meeting with our community that will help us continue to maximize the city.
  - The first is a meeting with our core convention center and hotel partners to ensure that we are maximizing the convention center's occupancy capabilities.
  - We are hoping to walk away with better alignment in where we place business to ensure that layering effectively, ensuring move in and move out times at the convention center are aligned with in house hotel business so we are not losing full weeks of availability because of conflicting space allocations. And lastly, so we are proactive in these conversations moving forward.
  - Secondly, we are convening a group of hotels and venues across the city that fit with our Campus concepts. With hubs like Ronald Reagan Building, Nationals Stadium and The Anthem, we want to use those venues as hubs and activate the hotels around those respective spaces to create mini campuses. With the convention center running such an efficient occupancy, we are getting creative on how to build compression throughout the city.

### NEW BUSINESS/HOT LEADS

Account	Meeting	Start Date	End Date	Peak Rms	Total Rms	Attendees
Confidential	Confidential	5/6/2024	5/8/2024	2,400	9,210	4,000
National Homeland Security Association	National Homeland Security Conference (NHSC)	8/24/2025	8/27/2025	900	3,730	1,600
Informa Tech	Data Center World	4/20/2026	4/22/2026	1,143	4,352	2,000
Society of Surgical Oncology	Annual Meeting	3/17/2027	3/19/2027	920	3,263	2,000
National Association of Community Health Centers	NACHC CHI Expo	8/27/2027	8/29/2027	2,300	10,007	3,000
Confidential	Confidential	3/9/2031	3/12/2031	10,850	40,045	17,350
	6				70,607	28,665

In addition, we just presented to convention committee last week, that over the course of April and May we had 198 new definite opportunities with 35,258 room nights and 24,060 show attendees.

### AT HOME AND ON THE ROAD

Since the board last met at the end of March, here's a little about where convention sales and services has been at home, and on the road. Note I picked just one highlight from each month and these are among dozens of events the team actually participated and executed in each month.

#### APRIL

##### Business events industry week – Washington, DC

A continuously evolving event which brings together a variety of industry associations to convene over the course of a week in an effort to maximize time, resources and eventually become the SXSW of the meeting industry. Included were Professional Convention Management Association, National Coalition of Black Meeting Professionals, Destinations International, International Association of Exhibitions and Events and International Congress and Convention Association where Elliott facilitated and interview with Michelle Mason, President and CEO of American Society of Association Executives

#### MAY

##### IMEX Frankfurt

IMEX Frankfurt continues to be our greatest invest in the global tradeshow space. This year they convened 15,000 people over the course of three days to exchange leads and ideas. This year, the United States had a much larger footprint thanks to Brand USA's efforts to create a space for us as a united country. Brand USA traditionally focuses on leisure business so it was nice to have their support and helping to evolve our presence. During IMEX, Melissa served on a panel with the Netherlands and Sydney about gender equality in the industry, she also had her first International Congress and Convention Association Board meeting where Shelby Luzzi, part of ICCA's Future Leaders Council presented on DEI strategies in the global meetings space. In addition, we were able to participate BestCities Global Alliance customer facing efforts like a client breakfast and Strategic Thought Leaders sessions.

## JUNE

### FIEXPO

We'll dive into Latin America with this event in Panama. We have seen a lot of traction in Latin America and know this tradeshow will yield great exchange of corporate, association and the incentive market interested in doing business in the United States.

### American Experience Foundation, Michael Akin

#### RECENT PROGRAMMING

April, AEF Johnson Middle School Field Trip

- 40 students, feeder school into Ballou; goal to promote hospitality academy
- Thanks
  - IMP/Anthem
  - ARTECHOUSE
  - Kennedy Center

#### UPCOMING PROGRAMMING

- Summer Career Ready Interns
  - 6 weeks, June – August
  - How can you participate?
    - i. Watch your email for the AEF newsletter and sign up to be a project judge.
      - 1. When you do this, you'll meet students and can explore if your business could host a young scholar in the future.
    - ii. Let Claire know if you'd like to host a site visit.
- July, networking luncheon for interns and host employers at the **Washington Hilton**
- August
  - Luncheon for educators with Elliott and the DCPS schools Chancellor Ferebee to emphasize our collaboration – how much industry supports their Career & Technical Education work
  - Followed by back to school planning summit with educators & the AEF team
  - All hosted at **Nats Park**
- August – **Student & Youth Travel Association** annual conference in NYC.
  - We'll take 4 students to attend and participate, selected from among the summer interns.

#### AEF BOARD

Welcome new

- John Snedden, Rocklands BBQ

- Elif Sen, Donohoe Hospitality, GM Cambria SW

Farewell and thank you

- Nizam Ali, Bens Chili Bowl
- Thomas Penny, Donohoe Hospitality

### AUDIT

- Milestone, 2 years of clean audit as an independent board.

### SCHOLARSHIPS

- \$47,000 this year (a record!), bringing us to \$175,000+ since 2015
  - Presented at the Westin City Center, thanks GM Ernesto Carrero and team.
  - 13 scholarships
  - 24 honorariums
  - Students & Alumni from 7 DCPS high schools
  - *Personal note about the event the night prior.*

### STAY IN TOUCH

You already receive the monthly AEF newsletter.

The best place for you to see all this great news as it happens is to follow AEF on [LinkedIn](#) - @Amer\_Exp\_Found

### JULY 4

Signature event! Join us for the BEST view of the fireworks. The event benefits AEF. Individual tix, \$250.

You've been invited by email, learn more at [americanexperiencefoundation.org/july4th](http://americanexperiencefoundation.org/july4th)

Join me!

### Industry Partner Updates

#### Angie Gates, Events DC

- Convention Center
  - 48 events between March and May
    - Included 5 city-wides
  - June – will welcome American Institute of Architects



- Looking forward to NATO Summit in July
  - Meeting with United States Secret Service in preparation and doing community outreach
- Sports and Entertainment
  - 70 events between March and May
  - Clipper Around the World Race – yachts doing a stop over in DC
  - Cherry Blossom Festival events
  - International Cultural Awareness Month
    - Around the World Embassy Tour
    - Passport DC
  - Grant applications for large-scale events to be brought to DC
  - In Singapore and Qatar with DC Chamber of Commerce to bring business

#### Shawn Townsend, RAMW

- Signs of strength in the restaurant industry – still lagging behind in lunch, happy hour and late night dining but the industry is rebounding
- Giant and Pepsi BBQ Battle – Ballou High School competed against each other and came up with BQQ recipes
  - The winner will be announced at the BBQ Battle next month and there will be scholarships given out by Giant and Pepsi
- RAMMYs – July 21<sup>st</sup> at the convention center
  - Can cast your vote for five different categories
  - Pulling out a few key categories and consolidating the time of the ceremony for the RAMMYs Honors (Kathy Hollinger will be receiving an award, recognizing hard-work outstanding initiative that has increased service of DC's food service landscape)
- Summer Restaurant Week upcoming

#### Solomon Keene, HAWDC

- Hotel Association is working towards defeating and eliminating the proposed bed tax
- Continue to work with Unite Here regarding labor contract
- Proactively communicating about anything that may impact visitors' stays in DC



### **Transition of Chairmanship**

- It's now time to officially transition the chairmanship of the board.
- I think we can all agree that Meade Atkeson has been an instrumental and very active member of the board throughout his years of service – as a board member since 2016 and Board Officer serving as Vice Chairman.
- I'm so pleased to welcome Meade to this new role as our chair.

### **New Chairman's Address – Meade Atkeson**

- Honored to be taking on this role
- Thank you to Ron Bracco, Michael Akin, Nizam Ali, Kristen Barden, Jessica Wasserman, and Majed Dawood-Farah for your service
- Have worked in the industry for 40 years, also a part of the Hotel Association's Board
- DC is a great place to eat and stay, and needs to have a great place to live
- Downtown needs to be vibrant and we need to play a constructive role to be a part of that solution

### **Old/New Business**

- Paul Cohn: New business
  - Pamphlets given out for an important tourism project to highlight DC. 51 Steps to Freedom, and over 200 places to visit. AI that brings people to life while taking the tour. In the phase of raising dollars. A whole week of presentations in front of Howard Theatre and inviting the entire Board to join.
- Julissa Marenco: New business
  - Happy to advance that the pandas will be available before the end of the year, if not before.
  - On June 22<sup>nd</sup>, all museums will be open until midnight.
  - America's 250<sup>th</sup>, anticipating many events for 2026 for visitation
- Elliott Ferguson: New business
  - Meade = Chair, Julissa = Vice Chair, Matt Felix = Secretary

Chairman Atkeson adjourned the meeting at **12:14**

**Next Full Board Meeting: Thursday, September 26, 2024 at 10:00 a.m. – TBD**

**Minutes recorded by Yair Fraifeld, reviewed by Rico Ashab & approved by Elliott L. Ferguson**



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Yair Fraifeld  
Assistant, Executive Office & Partnerships & Alliances



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Rico Ashab  
Chief of Staff



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Elliott L. Ferguson, II  
President & CEO

Destination DC Board of Directors Meeting  
September 25, 2024, 10:00 a.m.  
Industrious NE Location  
**Meeting Minutes**

**Board of Directors**

*\*Unable to Attend*

DM Nina Albert\*  
Mike Anderson\*  
Clarence Anthony\*  
Meade Atkeson  
Amy Austin  
Jason Berry  
Paul J. Cohn  
Matt Felix  
Elliott Ferguson  
Angie Gates

Diane Gross  
Tara Higgins  
Ken Jarka  
Danita Johnson\*  
Kori Johnson  
David Kasprzyk  
Solomon Keene\*  
Nancy Koide  
Evan Koppel\*  
Julissa Marengo

Emeka Moneme  
Carmen Pigler\*  
Mark Roche-Garland\*  
Stacy Smith  
John Snedden\*  
Shawn Townsend  
John Varghese\*  
Chryssa Westerlund  
Donna Westmoreland\*  
Darien Wright

Designee: Sybongile Cook

Chairman Atkeson called the meeting to order at **10:08 AM**

**Welcome and Introductions**

**Chairman Meade Atkeson**

- Today is September 25<sup>th</sup>. The time is 10:08 AM and we are meeting at Industrious (Northeast location)

- Requested **Matt Felix** conduct roll call; declared there was a quorum
- Requested that the board review the **Antitrust Guidelines**
- Requested that the board review and approve the minutes from the May Board Meeting
  - Motion to Approve: **Sybongile Cook**
  - Second By: **Julissa Marengo**
  - Moved By: Multiple Board Members
  - Minutes were unanimously approved

### **Chairman's Report**

#### **Chairman Meade Atkeson**

*[Personal – hope everyone enjoyed summer; anticipating a busy fall season ahead...]*

DDC has been busy strategizing for FY25.

Between **Marketing Outlook Meeting, Budget Presentations** and **TRD Presentations**, DDC has been busy.

#### **Marketing Outlook Meeting**

- More than 700 guests at Washington Hilton
  - Thanks to fellow board member Kenneth Jarka for hosting.
  - Thank you to board members who came.
- Kudos to the team; extensive local press coverage from:
  - NBC4 & FOX5
  - Washington Informer

- USAE News
- WTOP
- You will hear more from Elliott during the President's Report.

#### **U.S. Open Sponsorship**

- Great seeing Only 1 DC branding during matches at the U.S. Open in partnership with Events DC
  - It's gotten media attention
  - Yair Fraifeld, (Executive Office/P&A Assistant) bumped into DMV local Francis Tiafoe recently at the Nationals game. Francis shared how he loved seeing his hometown advertising while he was competing



- - Congrats again to Elliott, Robin, Torri and the entire team at Destination DC and Events DC on securing this opportunity.
  - Member Pickleball
    - Everything was really great

#### **Budget**

- This meeting is focused on the FY25 budget – and the outlook remains positive.
- John will get into more specifics shortly.

#### **Board Participation**

- Reminder: Destination DC's committees begin meeting again this fall.
- Board members are encouraged to be active participants.
- See Rico with any questions.

That concludes my report. Now, I'll turn it over to **Elliott** for the president's report.

## **President's Report**

### **Elliott Ferguson**

- First full Board meeting since May
- Narcotics Anonymous is booked on Labor Day weekend – important to book over the holiday weekend
  - *Tara*: First time in DC in 30 years
- US Open
  - 200 million estimated worldwide coverage
  - We focused on our efforts from an international perspective
  - At the sponsor reception, received kudos for quickly acting and doing so effectively
  - Only 1 DC tagline was everywhere
- As treasurer of Brand USA, trying to get Brand USA to focus on the MICE market
- Past Trips/Meetings during Summer Recess
  - 6/4 – Hosted Eggs w/ Elliott for New Members
    - **Currently 1,038 members as of early September which EXCEEDS pre-pandemic levels**
  - 6/13 – Industry Insights Panel at our Board Chair's property
    - Moderator: Jerry Horan, President & CEO, Conference Direct
  - 6/24 -6/30 – UK for World Pride Events
    - London, England
    - Included Ambassador event and media
  - 7/9 – 7/11 – NATO's 75<sup>th</sup> in DC
  - 7/16 – 7/19 – Destination's International, Tampa, Florida
  - 7/20 – 7/24- US Travel's Summer Summit, Napa, California

- 7/23 – Brand USA Board Meeting, Napa California
- 7/30 – 8/1 – Explore Charleston ICEP Graduation, Charleston, South Carolina
  - **“Intern Cultural Enrichment Program”** Pinning Ceremony
- 8/10 – 8/13 – ASAE Annual Conference, Cleveland, Ohio
  - **Announced we will be host city in 2029!**
- 8/18 – 8/21 – Mexico Sales & Media Mission, Mexico City, Mexico
  - Media & customer events
  - Focusing on all thing within the market working with the Metropolitan Airports Authority and discussed non-stop flight opportunities
- 8/29 – Tourism Recovery District Presentation (DDC)
- 9/12 – 9/14 – International Downtown Association Annual Conference, Seattle, Washington
  - MasterTalk Guest Speaker
- 9/19 – Senior Staff Retreat
  - Thanks to **Board Member, Mike Anderson** for hosting!
  - Previewed Osgemeos: Endless Story Exhibit at Hirshhorn Museum
    - Running 9/29 – 8/3/25
    - Discussed Tourism Recovery District, focusing on the health of the dollars that are spent
      - We have an obligation to share with the Hotel Association, with the Deputy Mayor of Economic Development, Events DC and the Board
    - Most of these dollars are in the marketing department, and it impacts every department
      - Important to address the image problem that we have from a global perspective – we still need to work on this
- Marketing Outlook Meeting (8/27)
  - Excited to have over 660 attendees at our **board member, Ken Jarka’s** property (Washington Hilton)
    - 13% increase from last year
  - Guest speakers included **Mayor Muriel Bowser, STR President Amanda Hite, and Washington Hilton General Manager, Ken Jarka,**



- American Experience Foundation
  - This summer we hosted 6 career ready interns at DDC from 3 Academies
    - Ballou, Coolidge, Jackson Reed
    - Scholarships & real-world experience might convince more local students to enter the industry
    - We enjoy working with the DC public school system in that effort bringing on interns, training teachers on hospitality and more.
    - We've given **\$175,000** via **95** scholarships in the last 9 years (2015) to Washington-based kids.
    - **As always, we encourage you to donate to American Experience Foundation**
  
- Wilson Building updates
  - Working to schedule meetings with newer members of DC Council to continue sharing the work DDC does
  - Hosted Ward 5 Councilmember Zachary Parker and staff at our office
  - Meeting with DM Nina Albert monthly and speak often
  - John, Rico & Sandra (Senior Research Manager) met with Hospitality Alliance last week and DC CFO
  
- DC is Open updates
  - Always prepared to launch DC is Open campaign if needed (sent info to our members and board last Friday)
  - News reports this week say the House is expected to pass a funding bill through Dec. 20, and it's expected to have broad support. If it does pass, it moves a potential new deadline to the holiday timeframe and again we'll be ready as needed.
  
- Inauguration updates
  - We are in close contact with HSEMA and city partners to understand what they're sharing about safety and we need to communicate with the public.
  - There isn't currently an increased risk associated with the election or Inauguration – but we are staying prepared (and it's helpful if we all share information)
  - Jan. 6 has also been designated a National Special Security Event – safety/security led by the U.S. Secret Service

- Thank you to Kara Johnson, Courtney Scott, and Yvette Downs for being here at the Board meeting today
  - Along with Emily Vecchioni, all part of the Events Team and help set up events
- Congratulations to board member Amy Austin who had Launch Party earlier this month at Wolly Mammoth Theatre including special guests Mayor Muriel Bowser in celebration of Theatre Week!
  - Rico shared on Amy's behalf and encourage all to support this month-long celebration of Theatre as it still is time left in September!
- Remarks from Sybongile Cook in new position
  - *Sybongile*: Working on creating necessary partnerships and focusing on the assets we have on in our District

### **Guest Speaker: Michelle Mason, President & CEO, ASAE**

#### *Elliott: Introduction*

- ASAE has ~52,000 members – all of the CEOs of associations
- Michelle Mason formerly ran Association Forum in Chicago
- Hosting ASAE Annual Conference in 2029
- Will be attending CEO Conclave starting tomorrow

#### *Michelle Mason: Presentation*

- ASAE represents the vast majority of association CEOs
- ASAE is headquartered in DC, honored to partner with Destination DC to bring ASAE to DC in 2029
  - ASAE is the premier source of learning, knowledge, and future-oriented research for the association and nonprofit profession.
- Economic Impact of Associations
  - Support 1 million jobs providing \$71.4 million in wages
  - Many of the attendees are influencers and decision makers in their industry
  - ASAE is the Super Bowl of meetings
- The conference is booked out until 2034 – we allow the cities to properly plan
- Meeting Community Needs – we ask our members for charitable donations. Able to raise outside of our average donations of \$20-22k per city.

#### Question and Answer:

- *Elliott*: 2000 + associations are in the DMV already, why host?
  - *Michelle*: We can create an experience and package – drawing from other destinations. We will work strategically together to tell the story of all to be together in DC and provides the opportunity to tell the story about DC.
  - *Melissa*: Operating with C-Suite is particularly important and rarely make it to Washington enough to really experience it
  - *Michelle and Elliott*: 20% that book the conference book the location – likely to be higher for DC
  - *Michelle*: Marketing, Membership, + Technology Conference is annually in DC

#### **Financial Report: John Kim**

- \$46 million budget expected initially, but has increased 5.5 million to \$51.5 million
  - Results are mostly related to high performing tax collections and membership dues.
- Total operating budget of \$51.5 million – positive fund balance (small left over), but we are not anticipating putting this into rainy day fund we we expect entire operating budget to be used
- We estimate minimum of \$12 million to be required for reserve fund – we are shy of this and are currently at \$8.7 million but we are working on building the reserve fund
- Revenues
  - Destination DC Budget was \$24 million and after TRD has gone up significantly
  - FY2025 – anticipating \$52.4 million
  - Membership dues growing, staffing solutions, continued support from MWAA, co-op fees and interest are additional revenue sources
  - Heavy portion of our budget is hotel tax collection
- Expenses
  - \$56 million expenses
    - ~40% of it is spent on advertising our destination
    - ~20% on Convention Sales and Services and Tourism

- For every dollar Destination DC receives, .87 is spent on programs and project related expenses
- Q: *Darien*: What cities are used as benchmarks for reflecting on how our city is participating? And what are some of the factors affecting visitation?
  - *Elliott*: Some of the challenges are visas, non-stop flights. In terms of hotel tax collection, we are performing very well.
  - *Melissa*: Domestically, looking at Boston and San Diego (occupancy), and internationally, looking at cities in Canada. We do compete with many destinations.
  - *Elliott*: Budgets for other destinations have budgets from state marketing perspective and destination marketing perspective. Tourism Recovery District dollars are adding a significant boost for DC. Yet, only 7% of visitation is global.
  - *Theresa*: Extending length of stay is important. Visitors think of DC as a day trip, but frequently mention wanting to stay longer after visiting.
    - *Chryssa*: Business travel has not rebounded the same way that visitor growth has through the airports. Expecting record visitation, and without China returning to pre-pandemic level of visitation.
      - MWAA meeting in Bahrain with many airlines to tell DC's story.
      - British Airways added another non-stop to Heathrow.
- Requested that the board review and approve the FY25 Budget
  - Motion to Approve: **Darien Wright**
  - Second By: **Matt Felix**
  - Moved By: Multiple Board Members
  - FY25 Budget unanimously approved

## **FY2025 Department Priorities**

### **• Convention Sales & Services – Matt Felix & Melissa Riley**

*Matt Felix*

#### **OVERALL**

- As we wind down this fiscal year, and look to FY25, Melissa will highlight a few of the high level initiatives that Convention Sales and Services will focus on.
- • But before she does so, I want to share highlights of recent Convention Sales and Services activities.

#### **STRATEGIC MEETINGS**

• Convention Sales and Services is still relishing in the success of the inaugural Collective. This was a joint meeting between the DDC Annual Meeting Alliance (group of repeat large scale customers) and the International Business Events Council (group of clients globally that help define the strategic direction of the sales and service teams).

- 📖 Focusing on the importance of DEI at the historic Gallaudet University with DDC's Robin McClain, Gallaudet's Jeremy L. Brunson and Miles Partnership's Melissa Cherry
- ✍️ Workshopping with West Wing Writer's about White House speechwriting and how to incorporate those tips into your own writing
- 🍷 Exploring the power of culinary diplomacy with Colada and MITA - DC's new vegan restaurant
- ✨ Dining in the beautiful Andrew W. Mellon Auditorium
- 🏛️ Touring the U.S. Capitol Building
- 🌊 Meeting at the scenic Dockmaster Building on the Wharf to learn about the Art of Smart Brevity from Axios
- 🤝 Collaborating at La Cosecha with EDEN's CEO and learning about building a neighborhood destination.

### 3 Key Takeaways:

- Create Emotional Connections
  - Emotion inspires you to look at DC and rationalize it by the dates, rates and space
- Commodities and experiences are everywhere – DC is a FEELING
  - DC is our nation's capitol; we have an obligation to be the best
- This is a city that was built for people to gather!
  - For large associations
  - For celebrations
  - For artists
  - For people of diversity
  - That statement is even more unique
- Community building
  - Education to the residence
  - Ambassador Circle growth
  - DEI/Sustainability/Accessibility community awareness

### NEW BUSINESS/HOT LEADS

- I'd like to highlight a few leads that are brand new definite business for the city:
- Nutanix
  - May 2025
  - 2,400 peak
  - 9,040 total room nights
  - 4,500 attendees
- Society for Biomaterials
  - April 2028
  - 1,440 peak
  - 7,050 total room nights
  - 4,500 attendees

- Both are great short term opportunities that have booked the convention center in the near term.

## AT HOME AND ON THE ROAD

- Since the board last met at the end of May, here's a little about where convention sales and services has been at home, and on the road. Note I'm just highlighting a few key events. These are among dozens of events the team actually participated and executed in each month.
  - UK Sales Mission (July)
    - Since we've hired on full time in market representation for the UK focusing specifically on MICE, we have seen great momentum.
      - United Kingdom Market Development
    - 30 new leads
    - 5 definite leads
    - 12 tentative leads with 16,335 attendees and 17,221 total room nights
    - We completed the annual week long sales mission with key highlights including an advisory board session focusing on how best to position Washington, DC to the market as well as dozens of 1 to 1 in office meetings and multiple evening and luncheon special events.
    - We will be hosting another in market FAM (familiarization) trip post IMEX America
  - American Society for Association Executives (August)
    - Washington, DC made its return to ASAE after a 10 year hiatus.
    - We returned with the great announcement that Washington, DC will host ASAE in August 2029



- ASAE is unique from other industry events in that it focuses on the C-suite decision makers that we don't typically have access to.
- Stay tuned as we unfold plans for ASAE leading up to 2029.
- *Q: Chairman Atkeson: In general, how does 2025 look?*
  - We have high short-term demand but not further space with them. Our opportunity lies with maximizing our hotel community for space, activating space in unconventional spaces for corporate and smaller meetings.
  - *Melissa: NATO – DEI Business Fellows participated by providing swag bags*

## Partnerships & Alliances – Claire Carlin

- Member survey results – engagement has gone up and members are recommending us
  - 257 members were used or featured in familiarization tours this year
  - Content creations amplified globally and members can see that
  - Over 700 unique outreaches for further engagement from members
- Members will work with members to ensure their digital presence works online
- 360 tours opportunity
- DEI Business Fellowship – look to enroll another cohort of ~25 members with the hope of converting 50-60% of them as paid members
- Deputy Mayor of Economic Development grant providing funding to assist specifically around membership program as well as with work with scholars and American Experience Foundation
- Sustainability District - ~50 in the program
- Sponsorships and barter
  - ~34 partners that have an annual relationship with us – most negotiated in kind
  - ~13 members with ticket banks that are used to entertain clients
- Concluding this year with ~1,035 members – all time high

## American Experience Foundation – Claire Carlin

- American Experience Foundation is how we work with students in DC
- We connect with members to assist with securing internships for students, hospitality programs, and securing scholarships
- Will continue to work on putting together scholarships in 2025

## Marketing & Communications – Nancy Koide & Robin McClain

- Year-End Goals
  - With 5 days before the end of the fiscal year, the team has achieved ALL of their FY24 goals from domestic and international editorial to social media and web content!
- Advertising
  - As we gear up for launching winter/holidays advertising, monitoring the potential government shutdown has been a priority. (It now seems unlikely to happen.)
  - But it's an important reminder for the next few months that our advertising will be fluid between election day and inauguration.
    - Meaning, if we need to adjust our promotional efforts because of any challenging issues for the city, we can do so
- ROI Study
  - Starting October 1<sup>st</sup>, the annual ROI survey goes out to consumers.
  - This will be the first study of the Only1DC creative backed by a full year of TRD support
  - The study is conducted by an independent research agency, Future Partners, and was originally developed in conjunction with OCFO in DC.
  - The results will be shared at the December Board Meeting.

## Tourism, Sports, & Visitor Experience – David Kasprzyk & Letizia Sirtori

### TOURISM – GLOBAL MARKETS

- TRD resources has opened up the opportunity for us to take a deeper dive through in-depth data research into our top international markets which has driven our direction in 2024 and will continue in 2025
- The research will continue to guide us as we lay out and execute a strategic roadmap in our top markets: China/India/Australia/Mexico/Brazil/Canada/UK/Japan
- The roadmap includes an “ALWAYS ON” approach which allows us to be in our top markets year-round with direct-to-consumer media strategies complimented with room night booking call-to action, consumer activations and influencer uplift

### SPORTS & SPECIAL EVENTS

- IN addition to targeting domestic/international opportunities that fit into the footprint of Washington, DC.
- We will continue to work lock-step with Events DC on premier events
- All marketing and support efforts will continue to be a key priority as we work with the Capital Pride Alliance and the city to execute a successful WorldPride 2025 in June

### GROUP TOUR

- Continue to build new curriculum for our teachers and tour operators and continue the expansion to reach our international groups
- Big focus is the buildout in support of the Americas 250 program in 2026

### VISTOR EXPERIENCE

- Continue with their initial responsibilities of servicing the visitor

- Expansion efforts now include:
  - The new hospitality community training program: The Washington, DC Welcome
  - In-depth training to our travel agencies around the world with our relaunch of the Special Agent program soon to be in 8 different languages

## Industry Partner Updates

### Angie Gates

- Between June and September – 37 events
  - 5 city wides, 198,000 people in attendance
- NATO was very successful, thanks to Destination DC and Stacy Knoppel for landing the deal
- Otakon
- National Book Festival
- World Convention of Narcotics Anonymous
- Congressional Black Caucus Foundation and NBMBA
- Association of the US Army will return on October 15<sup>th</sup>
- Sports and Entertainment
  - 94 events with 145,000 guests
    - Clipper Around the World
    - Basketball events – Washington Mystics
    - Joined partnership with Washington Spirit
      - Thank you to Danita Johnson
    - Legends and Legacy Tour at the Wharf to celebrate women in sports
    - Formula 1 – go karts event sold out
  - Comedy events upcoming
  - Cultural affairs – 25<sup>th</sup> anniversary of Walking Town DC
    - 50 tours highlighting the city murals
  - Art All Night upcoming this weekend at Carnegie Library

### Shawn Townsend

- Education Eats – foundation is accepting scholarships for graduating high school students or looking to go back to college, studying culinary

- Lots of marketing around events, social media, e-mails including raffle and gift card to Phillipe Chow
- Art All Night, DC Diner Week, DC Cocktail Week
- BLS just reported yesterday that between May 2023 – August 2024 – 5.9% decline in jobs
- International traveler spends more than domestic traveler – could use all help from Destination DC

### Chairman Meade Atkeson

Is there any old or new business? The next board meeting is scheduled for December 17<sup>th</sup> with location to be shared soon

- *Paul Cohn*: 51 Steps to Freedom – join us for breakfast tomorrow morning at Howard Theatre

Is there a motion to adjourn? Second? Let all those who approve say aye? Any nays? The ayes have it unanimously and the meeting is adjourned.

Chairperson Atkeson adjourned the meeting at **12 PM**

**Next Full Board Meeting: Thursday, December 17<sup>th</sup>, 2024, at 10:00 a.m.**  
**Location: Hybrid, TBD**

**Minutes recorded by Yair Fraifeld and approved by Rico Ashab & Elliott L. Ferguson**

A handwritten signature in cursive script that reads "Yair Fraifeld".

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Yair Fraifeld  
Assistant, Executive Office and Partnerships and Alliances



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Rico Ashab  
Chief of Staff



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Elliott L. Ferguson, II  
President & CEO

Destination DC Board of Directors Meeting  
December 13, 2023, 10:00 a.m.  
Audi Field  
**Meeting Minutes**

**Board of Directors**

*\*Unable to Attend*

Amy Austin  
Angie Gates  
Carmen Pigler  
Chryssa Westerlund  
Clarence Anthony  
Danita Johnson\*  
David Kasprzyk  
Donna Westmoreland  
Elliott Ferguson  
Evan Koppel

Gavin Coleman  
Jessica Wasserman  
John Snedden  
John Varghese  
Julissa Marengo\*  
Kori Johnson  
Kristen Barden  
Majed Dawood-Farah  
Mark Roche-Garland  
Matt Felix

Meade Atkeson  
Michael Akin  
Michael Anderson  
Nancy Koide  
Nina Albert  
Nizam Ali  
Paul J Cohn  
Ron Bracco  
Shawn Townsend  
Solomon Keene, Jr  
Stacy Smith

Guest: David Reichbach, ROI Study VP,  
Future Partners

Chairman Bracco called the meeting to order at **10:08am**

**Welcome and Introductions**

**Chairman Ron Bracco**

Today is December 13<sup>th</sup>. The time is 10:08am and we are meeting at Audi Field.



- Requested **Yair Fraifeld** conduct roll call; declared there was a quorum
- Requested that the board review the **Antitrust Guidelines**
- Requested that the board review and approve the minutes from the May Board Meeting
  - Motion to Approve: **John Snedden**
  - Second By: **NancyKoide**
  - Moved By: Multiple Board Members
  - Minutes were unanimously approved

### **Chairman's Report**

#### **Chairman Ron Bracco**

### **ROI Study & Goals**

- This meeting is focused on two things: first is the annual ROI Study conducted by Future Partners that shows the effectiveness of DDC's advertising.
- Second, DDC's Committee Chairs will give a brief update on the FY24 goals. Goals were created in conjunction with committee chairs and presented to Board Officers this month.
- We also discussed the goals extensively during the Executive Committee Meeting. We suggest moving forward directly with a vote following the brief overview.

### **Board Participation**

- Reminder: Destination DC's committees are meeting regularly.
- There are many opportunities to participate in DDC's activities and I want to highlight some recent events this month.
- The member holiday celebration with the American Experience Foundation held at the JW Marriott on Wednesday, Dec. 6.

- Thanks to our **Board Secretary, Matt Felix**, and JW Marriott's generous contributions to make the event a success
- Also benefiting the foundation: Last night was a very special dinner at Limani, a beautiful new restaurant at the Wharf.
- The dinner included a 3-course complimentary meal.
- In return, attendees made a suggested donation to AEF. It was very well attended.

That concludes my report. Now, I'll turn it over to **Elliott** for the president's report.

## President's Report

### Elliott Ferguson

- Julissa Marengo could not attend
- Danita Johnson our host is on travel and could not attend
  - Past Trips/Meetings
    - 9/20 – Hospitality Alliance Meeting
      - Angie Gates, Solomon Keene, Shawn Townsend
    - 9/21 – NCBMP 11<sup>th</sup> Annual State of Black Tourism
      - MLK Library
    - 10/3 – 10/7 – IGLTA Global Convention
      - San Juan, PR
      - Thank you, Theresa, for serving on the board of IGLTA
    - 10/12 – Events DC Board Meeting
    - 10/15 – 10-19 – Brand USA Travel Week Europe - Letizia and team
      - London, U.K
    - 10/23 – 10/24 – Tourism Diversity Matters DEI Conference
      - Philadelphia, PA
    - 11/7 – Senior Staff Retreat
      - Library of Congress
    - 11/14 – 11/16 – US Travel Fall Engagement Week
      - Washington, DC

- 2023 Hall of Leaders Reception (Elliott honored)
- 11/16 – Destination DC & Events DC hosted reception for Howard University’s President, Dr. Ben Vinson III
  - Hay Adams
- 11/17 – Washington DC Economic Partnership National Apprenticeship Week (Panelist)
- 12/6 – 12/10 – NCBMP 20<sup>th</sup> Annual Conference
  - Atlanta, GA
- Upcoming:
  - 1/7/24 – 1/10/24 – PCMA Convening Leaders
    - San Diego, CA
  - 1/12 – Eggs w/ Elliott – DEI Business Fellows
  - 1/18 – Eggs w/ Elliott – Hotel Managers
    - 1/24 – Global Marketplace (Ronald Reagan Building)
    - American Experience Foundation
  - AEF Member Holiday Party was Wednesday, December 6<sup>th</sup> at JW Marriott
    - Thanks, Matt Felix, for the generous contribution as Ron mentioned
    - Scholarships & real-world experience might convince more local students to enter the industry
    - We enjoy working with the DC public school system in that effort bringing on interns, training teachers on hospitality and more.
    - We’ve given **\$130,000+** via **50** scholarships in the last 7 years to Washington-based kids.
  - AEF VIP Limani Event
    - As mentioned by Board Chair this exclusive experience was a great way to support AEF
      - Attended yesterday and was beautiful event/evening
    - **As always, we encourage you to donate to American Experience Foundation**
  - Happy 90<sup>th</sup> upcoming birthday to Virginia Ali
- Organization Updates
  - New member of Senior Staff joining today
    - Tara Miller, Director of Global Sales
  - New title for member of Executive Team

- Claire Carlin, SVP, Partnerships & Alliances

## **Congratulations and applause for all!!**

### **Clarence Anthony:**

- Attended NCBMP and Elliott received an award as a pioneer for all he does internationally, congratulations Elliott!

### **Guest Speaker: ROI Study Presentation (David Reichbach)**

- Love coming to Washington DC and thank you all for having me
- David Reichbach, VP of Development for Future Partners
- Been with organization for 10 years back (2013) when we were Destination Analysts
- Economic Impact
  - We do this study to measure the impact of all the creative and determine estimate of how many dollars are used
  - Key objective: quantify the reach and impact of DDC's 2023 paid media efforts
    - Paid media plan included \$7.36 million in total investment
    - Samples collected from NY, Philadelphia, Richmond, Boston, Atl, and the rest of the east coast
    - Fielded in October 2023
    - 4,172 responses collected
- Total campaign investment rose +73% from \$3.8 million in 2019 to \$7.36 million in 2023
- Total incremental visitor spending generated by the campaign +75% since 2019
- Tax generated by the campaign +96% since 2019
- \$39.25 for every dollar spent by overall visitors in 2019 vs \$41.63 in 2023
- \$3.03 per every dollar for tax ROI in 2018 vs \$3.49 in 2023
- DDC Campaign Investment by year mirrors the data of the total incremental visitor spending generated by DDC campaign by year, the total taxes generated by DDC campaign by year, and tax ROI by year

- Really good to see consistent growth as very strong data points, all showing new highs this year
- Channel recall is important to track year over year and positive growth for out of home channel
- We track recall of both earned media and growth/owned media
- Did ads influence specific visits but would not have impacted overall decision to actually visit?
  - 47% did not visit but were exposed to ads
- Did the campaign influence the decision to visit and if yes, how important was the advertising in making your visit?
  - Increase in the influence of the traveler's decision to visit since 2022
    - 61% → 75%
  - Significantly important side of high influence was consistently high (83%) which is great impact affecting travelers decisions
- 55% ad effectiveness in all sample areas
- 54% are likely or very likely to recommend visiting Washington, DC to friends or family
- Top motivations in travel – break from everyday life, rest, explore
- Top travel inspirations – friends/ family and online searches
- Top attributes of importance are good value for money, easily accessible, natural areas, unique local cuisine, etc
  - All things that scream DC
- Offerings that are less commonly known (ex. Variety of breweries/craft beer) were made aware through the campaign
- Top two deterrents to no visit DC is “DC is not currently on my radar” and “Prefer not to visit in current political climate”
- Average travel party composition is 2.5 people
- Most common accommodation is hotel (67%)
- 68% of business travelers were satisfied or extremely satisfied with their recent business trip experience, translating to 33% being more likely to visit
- Media Usage
  - Media consumption and social media usage matter in ad targeting

Q) Evan Koppel – Who gets the survey and how are you choosing respondents? Are answers pre-populated or are they open ended?

A) David Reichbach – We question the targets of the campaign and match to the profile. In this instance it was in those markets such as NYC, PA, etc.... The answer is both pre-populated and open ended.

Torri Christian –

- At the beginning of the process they weed out those that are not serious respondents.

Q) John Snedden – Is there any data on ROI adjusted for inflation, or how do you account for that?

A) David Reichbach – No we do not. It is taking into account the real dollars spent and real tax dollars spent, the only circumstance where we would want to adjust for inflation is when we have to “inflate” previous years to make it more comparable to the previous years.

Robin McClain –

- Met with OCFO’s office yesterday and we will model this moving forward

Q) John Snedden – What is the difference between earned media and owned media?

A) Robin McClain – Paid media is where we are buying from marketing and digital partners. Owned channels are our YouTube channel, our social media, our website, etc.

A) Torri Christian – This was on paid media, such as when Comms pitches journalists and they write a story on DC that is earned media

Q) 47:00min? -- Influence the decision to visit grew from 61-75% since 2022, have we been able to identify why there has been such a substantial change?

A) Robin McClain – We believe that the shift in department audiences is the root of this growth.

Q) John Snedden - Is this information proprietary compared to other competitive cities to see where we are ranking?

A) David Reichbach – Numbers are very different and changes when methodology changes, so when comparing to other cities it’s difficult when secondary data is added to make estimates as precise as

possible. Also, there are real world restrictions that cause difficulties. We also ask, “Were you influenced?” and “Importance of the influence”, an extra step to filter down the restrictions and might be an underestimate of the actual effect of the campaign, but we would rather that than inaccuracy.

A) Elliot Ferguson – We are talking to stakeholders in terms of the spending of DDC, and data expressing \$3.49 per every dollar for tax ROI allows for us to show the impact. This all validates the impact of our marketing and trends are showing promise on even bigger returns and larger audience and reach.

Q) Amy Austin – What about the spending?

A) Elliott Ferguson – Keep in mind the ROI Study in 2023 was based on the fact that we only had the TRD for about 7 months. So, we will have TRD for four years, and we are hoping that with the support from stakeholders, they will look at the efficacy of what we are doing, and not just group in the TRD dollars.

Robin McClain – This has been challenging year with the ROI study because we have been without Senior Research Manager, and so Tori Christian has handled this throughout the fall.

## **Financial Report**

### **John Kim**

- Reporting out from Seoul, South Korea
- We have exceeded our goal monthly goal of more that \$1.5 million
- Created TRD tracking column on right hand side of document and as we move along you will be able to see results year over year (implemented April 2023)
- Line 11 is showing significant percentage in actual vs. budget ytd in hotel sales tax receipts from the hotel tax, but big swings expense wise due to timing issues on payments (so not to be of concern)
- We are in good shape
- As of September 30, when we closed fiscal year 2023, account receivable balance was on average

Q) John Snedden – Is the Accounts receivable primarily from dues from members?



A) John Kim – Combination of dues, other sponsorship dollars, and registration service and staffing solution when we help out in town conventions, we provide our labor via Red Coat.

## **FY2024 Goals**

### **Marketing & Communications: Nancy Koide**

- Communications – emphasis on high value national coverage and the FY24 goal is the most aggressive domestic advertising goal ever, and stay on par with the international media landscape
- Marketing – increase social media engagement and website views and users while complying with privacy laws, “There’s Only 1 DC” will be in full swing, as well as working more with influencers

### **Partnerships & Alliances: Michael Anderson**

- 2024 will be the third year of the DEI Business Fellowship
- Highlight sustainability, goal to include more sustainable events in the member toolkit
- Membership goal, currently at 961 members as of October 1<sup>st</sup>, 2023, is to continue to grow past pre pandemic numbers
- John Kim – CBE administration goal is over \$3.7 million for FY24, incredibly higher than previous years
  - DDC is required to spend a certain percentage of all eligible dollars with local CBEs, as a reflection of the full TRD collections
  - This year’s CBE goals will be heavily spent on PR, marketing and global event activation members, all team members are looking at more ways to utilize CBE business
- Elliot Ferguson – We are actively focused on getting those members who are not CBE certified to get CBE certified if they are eligible.

### **American Experience Foundation: Michael Akin**

- Note, as a CBE business shoutout to the organization to continue their focus there
- This group promotes getting more young people involved in hospitality in both experiences and scholarship

- Holiday party was last week, over \$4,000 was raised and 37 students participated in the event (coat check, check in, photograph, catering, and led the presentation)
  - Thank you to the GW Marriot for hosting
- 12/12/2023 there was a fundraiser at the Limani restaurant at the Wharf where the foundation covered the cost of the dinner in return of donations
  - Raised over \$13,000
  - Thank you to Limani for hosting
- We received news that AEF and DDC had been awarded a **DMPED** grant for funds for the hospitality assistance in workforce training
  - \$625,000 in grant funding, 2 year grant
  - This will directly support AEF students and DDC's work

#### **Finance & Administration: Clarence Anthony**

- No additional updates.

#### **Tourism, Sports & Visitor Experience: David Kasprzyk**

- Thank you and I would like to present the topline strategy for the Tourism/Sports and Visitor Services goals for 2024
- Our 2023 Season completed with meeting 114% of our Definite Room Night team goal.
- This number is reflective of the supporting goals above on the report card as well as the successful international promotions we were able to execute the last 3 months of the fiscal due to the additional TRD\$.
- This was complimented by a very robust year booking special events such as the World Culture Festival, and a number of future sporting events.
- As we optimistically enter the 2024 season you will see a 28% increase in Definite Room Night bookings due to a number of factors.

- **Global Tourism** projections expected to grow as we have seen an aggressive comeback of our top international markets
- Full, year-round execution of the TRD \$ will provide aggressive opportunities as we expand our international reach to include China/India/UK/Aus/ Mexico/Brazil/Canada
- These dollars, complimented by the record increase in International air service from our top markets. Thanks to success of MWAA
- **Sports and Special Events market** contributes to the definite room night goal. We are anticipating a strong increase in Definite room nights due to:
  - A number of strong Tentative booking due to turn definite including WorldPride 2025 and a number of international sports event.
  - We have added Sports Sales Manager position to target women in sports events as well as secure new business
- One big number you will see a dramatic increase in 2024 is with our **Familiarization Tours** specifically international.
- This is when we host our customers to show them the experience visitors will have when they come to DC. We treat these customers as an extension to our sales team
- We made an important department adjustment in 2023 was in **Visitor Services. We expanded to Visitor Experience.** This provides us new opportunities in two areas:
  - Reactive visitor service support with distribution of publications and customer assistance
  - New visitor experience strategy to be rolled out in 2024 by expanding directly to our members with a new destination training program with the goal of a unified welcoming message for ALL visitors

#### Convention Sales & Services: Melissa Riley

- Goals have been set by looking at both past a present, as well as talking to the hotel community to understand what their goals and expectations are in FY24. Also, looking

across the country and globe at similar destinations. The TRD has given the budget a boost and allowed us to invest more in strategic partnerships and extend our reach.

- On the international meetings front, they operate a little differently in the way that they do not contract room nights the way domestic does, anticipated overnight stays helps tell the international story a little better.
- Convention services goal align with the number of room nights, number of citywide, and productivity in the convention center.

#### Elliott Ferguson

- Will now have offices in multiple markets
- We will never get additional building space
- Requested that the board review and approve the FY24 Goals
  - Motion to Approve: **Amy Austin**
  - Second By: **Meade Atkeson**
  - Moved By: Multiple Board Members
  - FY24 Budget unanimously approved

### Industry Partner Updates

#### Angie Gates

- In October, exhibitor group the Walter E. Washington Convention won America's best convention center for trade shows and events and the fifth year in a row
  - Also, won award on customer service and one that honors organizations that consistently has quality serve
  - Motto = "World Class People, Delivering World Class Events"
- 13 conference and meeting with over 105,000 attendees
- Shoutout the association of United States Army that brought 30,000
- October spent knocking on doors Halloween night with residents near Franklin Park
- More than 200 people participated in the annual Halloween costume carnival

- More than 1200 fans attended the women's collegiate basketball game – Notre Dame vs. Illinois
- In FY24 Events DC has a \$500,00 grant for non-profit programs supports youths in the arts
- We will be hosting jolly jamboree
- Washington Auto Show will be back in January and working on something special for Mardi Gras

### Shawn Townsend

- Thanks to DDC, Events DC and others for the work we do to support restaurants
- The partnership is really a village to the success of hospitality industry
- Event on Dember 5, 2023 with over 130 participants, increased from 30 last year partially due to the marketing assistance from DDC
- Were able to have over 30,000 people navigate to the website through Washington.org
  - 80 earned media placements
- Restaurant Week is January 18-21, 2024 and we are looking to expand participants
- Always seeking new sponsors and partners for

### Chairman Ron Bracco

Is there any old or new business? The next board meeting is scheduled for March 21<sup>st</sup>, 2024 with location to be shared soon

Is there a motion to adjourn? Second? Let all those who approve say aye? Any nays? The ayes have it unanimously and the meeting is adjourned.

Chairperson Bracco adjourned the meeting at **11:38 a.m.**

**Next Full Board Meeting: Thursday, March 21<sup>st</sup>, 2024, at 10:00 a.m.**

**Location: Hybrid, TBD**

Minutes recorded by Rico Ashab and approved by Elliott L. Ferguson



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Rico Ashab  
Chief of Staff



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Elliott L. Ferguson, II  
President & CEO



## WASHINGTON, D.C. CONVENTION AND TOURISM CORPORATION

(Operating As Destination DC)

A District of Columbia Nonprofit Corporation

AMENDED AND RESTATED

BYLAWS

*[As of May 30, 2024]*

### ARTICLE I

#### Name; Offices

1.1 **Name:** Operating Name, Principal Office. The name of the corporation, as stated in its articles of incorporation, is Washington, D.C. Convention and Tourism Corporation. The Corporation operates as, and is referred to in these bylaws as, Destination DC. Destination DC shall have its principal office located in the District of Columbia.

1.2 **Registered Office:** Destination DC shall maintain a registered office and registered agent within the District of Columbia as required by Nonprofit Corporation Act of 2010. The identity and address of the registered agent may be changed from time to time by the Board of Directors.

### ARTICLE II

#### Membership

2.1 **Eligibility for Membership:** Any individual, business or organization in the travel and tourism industry serving the Washington, D.C. region shall be eligible for admission to membership in Destination DC. The Board of Directors of Destination DC may, by majority vote, create two or more classes of membership and shall establish the criteria of membership for each class created.

2.2 **Application and Membership Dues:** Any individual or business organization desiring to become a member of Destination DC shall make application to Destination DC and shall become a member upon approval by the Board of Directors and payment of the annual membership dues for its applicable class of membership. While the Board of Directors shall have discretion to establish annual membership dues formulae for each class of membership, the Board shall act, at all



times, in a fair and non-discriminatory manner within and between/among the classes established.

**2.3 Membership Obligations:** All members of Destination DC shall abide by all Destination DC policies and guidelines, including, but not limited to, the Destination DC Antitrust Guidelines.

**2.4 Removal:** Any member may be removed, with cause, by the Board of Directors at a meeting called for that purpose. Grounds for removal include, but are not limited to, failure to pay membership dues, failure to meet acceptable business standards and practices and violation of Destination DC policies and guidelines.

### ARTICLE III

#### Voting

The Board of Directors shall have sole voting power.

### ARTICLE IV

#### Board of Directors

**4.1 Duties:** The business, property and affairs of Destination DC shall be managed by or under the direction of a Board of Directors. Specific duties shall include approval of an annual operating budget and approval of marketing plans, five-year strategic plans and performance goals presented by various committees established in Article VI.

**4.2 Number:** The number of Directors of Destination DC shall be fixed from time-to-time by the Board of Directors but in no event shall be less than three (3). An initial Board of at least four (4) persons may conduct any and all business of Destination DC, including the election of new Directors until all Directors are in place. Until otherwise determined by the Board of Directors, the Board of Directors shall consist of:

**a) Industry-specific Members**

These members shall come from industries whose work is critical to Destination DC and who represent a significant number of Destination DC members.

- Eight representatives of the hotel industry (in addition to ex-officio members);
- Three representatives of the restaurant industry (in addition to ex-officio members);

**b) Institutional Members**

These members shall represent institutions whose work is critical to Destination DC. The board shall elect members based on the relevance of their position within the specific institution and their ability to serve. These members' terms shall end in the event they are no longer affiliated with the designated institution, with the exception of the representative from the Business Improvement Districts which shall be rotated among the various BIDs every two years.

**c) Third-party appointed Members**

The following individuals may appoint a person to serve on the board. They should have a demonstrated interest or significant background in the tourism, travel, or convention industries.

- The Mayor of the District of Columbia
- The Chair of the Council of the District of Columbia.

**d) At-Large Members**

The board may elect up to 16 members with broad experience and expertise in one or more areas of the travel, tourism and hospitality industries or who possess experience and expertise in disciplines likely to benefit the board, including, but not limited to: organizational development, marketing, business development, fundraising, human resources management, federal government relations, local government relations, fundraising or who represent major events in Washington, DC that involve the hospitality sectors provided that at least one member have specific experience in the following areas:

- i) institutions devoted to the visual arts, performing arts, historic sites, attractions and museums;
- ii) sports and recreation;
- iii) convention industry;
- iv) print, radio, television or other electronic media;

e) **Ex-Officio Board Members:** Ex-officio members are those who serve on the board by virtue of an office or as committee chairperson held in the society or by virtue of a public office. There shall be no distinction between such board members or the other board members except for the fact that when an ex-officio board member ceases to hold the office that entitles him or her to such membership, his or her membership on the board terminates automatically. The following Destination DC director seats shall be deemed ex-officio members.

- i. CFO of the District of Columbia or a designee, provided that the designee is a senior official in the Office of the CFO and such designation is formally made through a letter to the board chairperson.
- ii. Deputy Mayor for Planning and Economic Development, or a designee provided that the designee is a senior official in the Office of the Deputy Mayor and such designation is formally made through a letter to the board chairperson.
- iii. President of Destination DC
- iv. President & CEO of the Washington Convention and Sports Authority
- v. Chairperson of the Hotel Association of Washington DC provided that person is affiliated with a hotel that is a member of Destination DC in good standing
- vi. President of the Hotel Association of Washington DC
- vii. President of the Restaurant Association of Metropolitan Washington
- viii. Chairperson of the Restaurant Association of Metropolitan Washington provided that person is affiliated with a restaurant that is a member of Destination DC in good standing
- ix. Executive Director of Cultural Tourism DC

4.3 **Qualifications:** Each Board member shall be of such substantial stature, experience, reputation and expertise in his or her field of endeavor so as to best serve Destination DC and further its goals and purposes.

4.4 **Membership in Destination DC.** Each board member shall be associated with an organization that is a member of Destination DC in good standing. This shall not apply to members who are local or federal government officials or appointed by government officials. In the case of retired persons or persons not affiliated with an

organization or in other cases subject to his or her discretion, the Board Chairperson may grant a waiver to this requirement.

**4.5 Duplicate Positions:** In the event that a Destination DC board member elected as an industry-specific, institutional or at-large member assumes a position identified as an ex-officio member of the board, a person may be elected to hold the original membership until that board member's ex-officio status ends.

**4.6 Election:** Each board member shall be elected by the affirmative vote of a majority of all board members then in office at the Board of Director's Annual Meeting.

**4.7 Term.** Unless otherwise noted, members of the board who are not ex-officio members shall serve for terms of three years and may serve no more than three consecutive three year terms. After a board member has served three consecutive terms, he/she must forgo an entire three-year term before becoming eligible to serve again on the Board of Directors. If a board member has served three consecutive three-year terms and is currently an officer, including Immediate Past Chairperson within the last two years, the board member may be nominated for one more three-year term or may continue through the Board leadership progression before the three-term limit is enforced.

**4.8 Removal or Resignation:** Any board member may, by notice in writing to the Chairperson of the Board, resign at any time. Any board member may be removed with cause by a vote of a majority of the Board of Directors excluding the board member subject to removal. A board member may be removed without cause by a vote of three-quarters of the board members then in office. The notice of any meeting whereat a vote will be taken with respect to the removal of one or more board members must state the board member(s) sought to be removed and the reason for such proposed removal. Any board member who is absent from more than fifty percent (50%) of the board meetings during any year shall be deemed to have submitted his or her resignation to the Chairperson. Except for good cause shown or other extenuating circumstances, such resignation shall be accepted.

**4.9 Vacancies:** Any vacancy occurring in the Board of Directors, including a vacancy resulting from an increase in the number of board members, shall be filled by a majority vote of all board members then in office at any meeting called for that

purpose. A board member elected to fill a vacancy other than a vacancy resulting from an increase in the number of board members shall be elected for the unexpired term of his or her predecessor. Should the Executive Committee decide to fill the seat before the Annual Meeting, the Chairperson must nominate the successor and he/she shall be voted on by the Board of Directors at the next board meeting.

**4.10 Quorum and Transaction of Business:** A majority of the Board of Directors shall constitute a quorum for the transaction of business. Whenever less than a quorum is present at the time and place appointed for any meeting of the Board of Directors, a majority of those Directors present may adjourn the meeting from time to time until a quorum shall be present. The act of a majority of the board members present at a meeting at which a quorum is present shall be the act of the Board of Directors. Board members shall be entitled to vote in person or by written proxy.

**4.11 Annual Meeting:** Annual meetings of the Board of Directors shall be held at the time and place designated by the Board of Directors. The Secretary of Destination DC shall give at least thirty (30) days written or electronic notice of the annual meeting to the board members.

**4.12 Regular Meetings:** Regular meetings of the Board of Directors shall be held at such times and places, within or without the District of Columbia, as the Board of Directors may determine. The Secretary of Destination DC shall give at least ten (10) days written or electronic notice of each regular meeting to the board members.

**4.13 Special Meetings:** Special meetings of the Board of Directors may be called by the Chairperson of the Board of Directors, the President, or by the Secretary if so requested in writing by a majority of board members. Special meetings shall be held at such times and places, within or without the District of Columbia, as may be specified in a written or electronic notice, which shall be provided to the board members at least three (3) days prior to the special meeting.

**4.14 Notice of Annual, Regular or Special Meetings:** Unless otherwise required by these bylaws or applicable law, notice need not specify the purpose or purposes of the meeting. Notice shall be deemed to have been waived by any board member who shall participate in a meeting without protesting the lack of adequate notice prior to, or at the commencement of, the meeting. Notice may be waived in writing by any board member either before or after such meeting.

**4.15 Action without Meeting:** Any action which may be taken at any meeting of the Board of Directors, or of any committee thereof, may be taken without a meeting by written consent signed by all board member or members of a committee, setting forth the action taken. Written consents shall be filed with the Secretary of Destination DC and maintained by the Secretary of Destination DC in the permanent records relating to meetings of the Board of Directors and committees.

**4.16 Compensation:** The board members shall serve without compensation, except that direct expenses incurred by board members for actions that are authorized by the Board of Directors and otherwise in accordance with policies established by the Board of Directors may be reimbursed. Nothing herein contained shall preclude any board member from serving Destination DC in any other capacity and receiving reasonable compensation for such services, provided that any conflict of interest that may result from such service is acknowledged and waived as provided by these bylaws. Individuals serving as board members may not enter into contractual agreements with Destination DC for consulting, advisory or similar services until such individuals have been officially separated from service as a board member for at least one year.

**4.17 Telephone Meetings:** Meetings of the Board of Directors or any committee of the Board of Directors may be conducted through any means of communications by which all board members participating can simultaneously hear each other during the meeting and a board member participating in a meeting by such means shall be deemed to be present in person at the meeting.

**4.18 Change in Administration:** In the event a new Mayor and/or Chair of the Council of the District of Columbia is elected, appointments made pursuant to 4.2.(c) may serve until the new Mayor or Chair of the Council of the District of Columbia names a replacement.

**4.19 Service on Committees:** Each member of the Board of Directors shall serve on at least one committee established in Article VI. In the event a member fails to attend less than one-half of a committee's meetings in a one-year period, the chairperson of that committee shall seek an explanation from the member regarding his or her ability to serve. The committee chairperson shall make a recommendation to the Executive Committee regarding the member's good faith efforts to participate

in the work of the committee. Failure to attend 50% or more of committee meetings may result in the loss of board appointment.

## ARTICLE V

### Officers

#### **5.1 Election and Succession:**

- a) Officers of Destination DC shall consist of a Chairperson, Vice Chairperson, Secretary, Treasurer, the Immediate Past Chairperson and President, each of whom shall be members of the Board, and such vice presidents or other officers as may be elected by the Board of Directors from time to time.
- b) The Secretary, Treasurer and Vice Chairperson shall be elected by a majority vote of a quorum of the Board of Directors at the Board of Directors Annual Meeting. The Secretary and Treasurer shall each serve a one year term commencing on the date of the meeting during which he/she is elected. They may be elected to one additional one-year term. The Vice Chairperson shall serve a one year term as Vice Chairperson commencing on the date of the meeting during which he/she is elected and, immediately following the conclusion of his/her one year term, shall automatically become the Chairperson for a term of one year. An incumbent Chairperson may be elected to serve one additional term of one year, in which case, the Vice Chairperson shall serve an additional one year term.
  - i. The Board acknowledges that the Bylaws in effect immediately prior to the adoption of these Bylaws allowed certain Officers to automatically succeed other Officers in lieu of being elected by a majority vote of a quorum of the Board of Directors. Notwithstanding anything to the contrary in 5.1 (b) above, the individuals whose terms as Secretary, Treasurer and Vice Chairperson expire as of the date of the adoption of these Bylaws shall, in lieu of election, continue to succeed in office in accordance with Section 5.1(c) of the immediately preceding Bylaws last amended in June 2012, and the Board need only hold an election at the Board of Directors Annual Meeting for those Officer positions that are vacant and not automatically filled in accordance with this sentence. By way of example only, the individual whose term is now ending as Secretary shall become the Treasurer and, after serving a one year term as Treasurer, become the Vice Chairperson, etc.
- c) In the event of a vacancy, any two or more offices may be held by the same person except that neither the Chairperson nor President may also be the Secretary or Treasurer. Officers shall hold office until the next annual meeting



of the Board of Directors or until their successors are elected and qualified. The election or appointment of an officer for a given term, or any provision in these bylaws with respect to a term of office, shall not be deemed to confer upon any officer any right to continued employment with Destination DC. The Executive Committee can hold an emergency meeting at any time to fill a vacant officer's slot, however, the nominee will not be allowed to take office until the full Board of Directors vote on his/her nomination.

- d) The Chairperson shall preside over all meetings of the Board of Directors and perform such other functions as are permitted by law. (The Vice Chairperson shall perform the functions of the Chairperson in the absence of the Chairperson, shall perform such other functions as delegated by the Board and shall succeed to the position of Chairperson in the event of the death, resignation or removal of the Chairperson and at the conclusion of the Chairperson's term in office.)
- e) Vice Chairperson. The Vice Chairperson shall ensure that the several committees, including Audit Committee, Marketing Committee, Partnerships & Alliances Committee, Convention Sales and Services Committee, Tourism Committee and American Experience Foundation Board of Directors shall deliver annual reports to the Board of Directors and Executive Committee to inform development of the annual budget, five-year strategic plan, marketing plan and performance goals.
- f) President. The President shall be the chief executive officer of Destination DC and shall exercise general supervision and control over all activities of Destination DC subject to the direction of the Board of Directors.
- g) Treasurer. The Treasurer shall present the financial statements at board meetings and executive committee meetings; shall be responsible for maintaining accurate and complete financial accounts and hold the same open for inspection and examination by the board members; shall present to the Executive Committee and Board of Directors the monthly financial statements of Destination DC and shall possess such other powers and duties as may be prescribed by the Board of Directors or the President.

- h) **Secretary.** The Secretary shall attend and shall keep the minutes of all meetings of the Board of Directors (and perform similar duties for the committees of the Board when required); shall see to it that the board resolutions that are adopted are circulated to the board; the resolutions should be kept separate from the board minutes and the Chairperson must sign, date and file them in a Resolutions binder that is accessible by the board upon request; keep such books as may be required by the Board of Directors; shall have charge of the seal, if any, of Destination DC; and subject to these bylaws, shall give notices of Board of Directors' meetings and have such other powers and duties as may be prescribed by the Board of Directors or the President.
- i) The Board of Directors may name such assistant treasurers and secretaries as may be needed to perform such duties from time to time as are assigned to them by the Board of Directors or the President.
- j) **Immediate Past Chairperson.** The Immediate Past Chairperson shall be an officer of Destination DC and be Chairperson of the Board of Directors' Nominating Committee. The Immediate Past Chairperson can serve on the Executive Committee for one year or for as long as he or she chairs the Nominating Committee.

**5.2 Duties:** The officers of Destination DC shall have such authority and perform such duties as are customarily incident to their respective offices and such other and further duties as may from time to time be required of them by the Board of Directors. In the absence of any officer of Destination DC or for any other reason the Board of Directors may deem sufficient, the Board of Directors may delegate from time to time the powers or duties of such officer, or any of them, to any other officer or to any Director.

**5.3 Removal or Resignation:** Any officer may be removed, with or without cause, by the affirmative vote of a majority of the Board of Directors. Any officer may, by notice in writing to the Board, resign at any time.

## ARTICLE VI Committees

## 6.1 **Committees:**

- a) The Board of Directors shall maintain an Executive Committee, an Audit Committee, a Marketing Committee, a Partnerships & Alliances Committee, a Convention Sales and Services Committee, a Tourism Committee, and a Nominating Committee and may maintain such other standing or special committees and/or advisory committees as it deems appropriate. Committees shall have such powers and perform such duties or functions, not inconsistent with law, as may be delegated to them by the Board of Directors. Members of each committee of the Board of Directors proposed by the Chairperson shall be approved by the Board of Directors. The Chairperson of each committee must be currently serving on the Board of Directors and must agree to serve for two years and shall be proposed by the Chairperson of the board and shall be approved by the Board of Directors. Every Committee Chairperson also serves on the Executive Committee as long as he/she is serving as Chairperson of a committee pursuant to Article VI Section 6.2.

The American Experience Foundation, Destination DC's affiliated charity, has an independent board of directors. That Foundation Chairperson will hold a seat on the Destination DC Board of Directors and Executive Committee.

- b) A majority of the members of each committee of the Board of Directors shall constitute a quorum. Committees of the Board of Directors may adopt rules and regulations for meetings, provided these rules and regulations are not inconsistent with these bylaws. Each committee of the Board of Directors shall keep minutes of all meetings. Committees of the Board of Directors shall keep full records and accounts of their proceedings and transactions. Any action by a committee shall be reported to the Board at the meeting of the Board of Directors immediately following such action. Actions taken by committees of the Board of Directors shall be subject to oversight and approval by the Board of Directors. Vacancies in committees shall be filled by the Board of Directors.

**6.2 Executive Committee:** There shall be an Executive Committee which shall consist of the Chairperson, Vice Chairperson, Secretary, Treasurer, Immediate Past Chairperson of the Board of Directors—pursuant to section Article V 5.1(k), the President, the President of Events DC, the Chief Financial Officer of the District of

Columbia or his/her designee and not more than twelve (12) other Directors that consist of the Chairperson of the American Experience Foundation, Chairperson of the RAMW, HAWDC, Marketing Committee, Convention Sales and Services Committee, Tourism Committee, Partnerships and Alliances Committee, and up to three (3) additional committee members appointed by the President.

6.3 Duties of the Executive Committee. The Executive Committee shall possess all powers and discharges the responsibilities of the Board of Directors between meetings of the Board of Directors. Specifically, the Executive Committee shall:

- a) Provide oversight and counsel to the President and the Chief Financial Officer concerning the: annual budget, financial management issues, accounting controls, budget adjustments and other day-to-day budget and finance issues.
- b) Review the annual budget of Destination DC and shall present the budget to the Board of Directors for approval each year.
- c) Review five-year strategic plans, marketing plans and performance goals approved by the committee and present to the Board of Directors for approval each year.
- d) Approve the hiring and/or contract renewal of the President except that compensation and employment terms for the President shall be negotiated and approved by a majority of the officers;
- e) And issue broad guidelines to the President each year regarding staff bonuses and compensation, except that the Executive Committee shall not review, approve or reject any bonuses or compensation for an individual, except for the President.

6.3 **Audit Committee:** There shall be an Audit Committee which shall consist of not fewer than three (3) Directors, one of whom shall be the Chief Financial Officer of the District of Columbia or his/her designee, and none of whom shall be the President or any other employee of Destination DC. The Audit Committee shall consider and recommend to the Board of Directors the engagement of Destination DC's independent public accountants; review the plans for, and results of, audit engagements; approve professional services provided by the independent public accountants; consider the range of audit and non-audit fees; review the independent public accountants' letter of comments and management's responses thereto, the adequacy of Destination DC's internal accounting controls and major accounting or

financial reporting matters; and present to the Board of Directors annually Destination DC's audited financial statements.

**6.4 Nominating Committee:** The Board of Directors shall establish a Nominating Committee, to be chaired by the Immediate Past Chairperson, and shall consist of not less than five (5) Directors. Subject to the requirements of these bylaws, the Nominating Committee shall seek, identify and propose qualified nominees for board members and officers of Destination DC.

**6.5 Partnerships and Alliances Committee:** The Board of Directors shall establish a Partnerships & Alliances Committee, which shall be chaired by a board member and shall consist of such members as the Board of Directors may determine. Subject to the requirements of these bylaws, the Partnerships and Alliances Committee shall provide oversight and counsel to the President and the Vice President of Partnerships and Alliances concerning: criteria for membership, dues structure, communications with members and services provided to members.

**6.6 Convention Sales and Services Committee:** The Board of Directors shall establish a Convention Sales and Services Committee, which shall be chaired by a board member and shall consist of such members as the Board of Directors may determine. Subject to the requirements of these bylaws, the Convention Sales and Services Committee shall provide oversight and counsel to the President and the Vice President of Convention Sales and Services and Director of Convention Services concerning: bookings for group sales, efforts to book space at the Walter E. Washington Convention Center; and long-term planning for convention bookings.

**6.7 Tourism Committee:** The Board of Directors shall establish a Tourism Committee, which shall be chaired by a board member and shall consist of such members as the Board of Directors may determine. Subject to the requirements of these bylaws, the Tourism Committee shall provide oversight and counsel to the President and the Vice President of Tourism concerning: leisure travel, individual business travel and cooperative efforts with citywide events attracting out of town visitors.

**6.8 Marketing Committee:** The Board of Directors shall establish a Marketing Committee, which shall be chaired by a board member and shall consist of such members as the Board of Directors may determine. Subject to the requirements of

these bylaws, the Marketing Committee shall provide oversight and counsel to the President and the Vice President of Marketing and Communications concerning: print and electronic media advertising and marketing; press and media relations; website development; and other efforts to promote awareness of Destination DC's work.

## ARTICLE VII

### Indemnification and Insurance

7.1 **Authorization:** Subject to any limitations imposed by applicable law, Destination DC shall indemnify any person who was or is an "authorized representative" of Destination DC (which shall mean for purposes of this Article a director, officer, employee, agent or trustee of Destination DC, or a person serving at the request of Destination DC as a director, officer, employee, agent or trustee of another corporation, partnership, joint venture, trust or other enterprise, including employee benefit plans) and who was or is a "party" (which shall include, for purposes of this Article, the giving of testimony or similar involvement) or is threatened to be made a party to any "third party proceeding" (which shall mean for purposes of this Article any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative, or investigative, other than an action by or in the right of Destination DC) because such person was or is an authorized representative of Destination DC, from and against expenses (which shall include, for purposes of this Article attorneys' fees), judgments, penalties, fines and amounts paid in settlement actually and reasonably incurred by such person in connection with such third party proceeding if such person acted in good faith and in a manner that a reasonably prudent person would believe to be in or not opposed to the best interests of Destination DC and, with respect to any proceeding which could or does lead to criminal third party proceeding, had no reasonable cause to believe such conduct was unlawful. The termination of any third party proceeding by judgment, order, settlement, conviction or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that the authorized representative did not act in good faith and in a manner which such person reasonably believed not to be in, or not opposed to, the best interests of Destination DC, and, with respect to any criminal third party proceeding, had reasonable cause to believe that such conduct was not unlawful.

7.2. **Advancing Expense:** Unless an authorized representative is charged with criminal actions, fraud, gross negligence or willful misconduct and the board, by a majority vote, determines not to advance such expenses, Destination DC shall advance expenses actually and reasonably incurred in defending a third party or corporate proceeding on behalf of an authorized representative in advance of the final disposition of such third party or corporate proceeding upon receipt of an undertaking by or on behalf of the authorized representative to repay such amount if it shall ultimately be determined that such person is not entitled to be indemnified by Destination DC.

7.3 **Scope of Article:** The indemnification of, and the advancement of expenses to, authorized representatives provided by, or granted pursuant to, this Article VI, shall:

- a) not be deemed exclusive of any other rights to which those seeking indemnification or advancement of expenses may be entitled under any statute, agreement, vote of disinterested directors or otherwise, both as to action in an official capacity and as to action in other capacities;
- b) continue as to a person who has ceased to be an authorized representative; and
- c) to the benefit of the heirs, personal representatives, executors and administrators of such person.

7.4 **Insurance:** Destination DC shall have the power to purchase and maintain insurance on behalf of any person who is or was a director, officer, employee, trustee or agent of or for Destination DC or is or was serving at the request or with the prior approval of Destination DC as a director, officer, employee, trustee or agent of another corporation, partnership, joint venture, trust or other enterprise (including employee benefit plans), against any liability asserted against him and incurred by such person in any capacity or arising out of his or her status as such, whether or not Destination DC would have the power to indemnify such person against such liability under the provisions of these bylaws.



ARTICLE VIII  
Relationships with Third Parties

8.1 **Sponsorships:** Destination DC may establish, create and enter into sponsorship arrangements with third parties on such terms and conditions as the Board of Directors deems appropriate from time to time.

8.2. **Foundation:** Destination DC may establish, create and enter into arrangements with its affiliated charitable organization, The American Experience Foundation, Inc., on such terms as the Board of Directors deems appropriate from time to time, provided, however, that all such arrangements shall be consistent with the charitable and educational purposes of the Foundation pursuant to section 501(c)(3) of the Internal Revenue Code. The day to day oversight and performance of the charitable and educational activities of the Foundation shall be administered by the Foundation Executive Director, who reports to the President of Destination DC.

ARTICLE IX  
Fiscal Year

The fiscal year of Destination DC shall be October 1 through September 30.

ARTICLE X  
Conflict of Interest

The Board of Directors, officers and employees of Destination DC shall adhere to the Destination DC Conflict of Interest Policy, an Ethical Conduct Policy that complies with all applicable District and Federal laws. This Policy is attached as Addendum 1 to these bylaws.

ARTICLE XI  
Amendments

These bylaws may be altered, amended or repealed at any annual, regular or special meeting of the Board of Directors called for such purpose by the affirmative vote of a majority of all Directors then in office.

ARTICLE XII  
Repeal of Previous Bylaws

These amended and restated bylaws shall replace all previous bylaws and all previous bylaws are hereby repealed and are null and void for all purposes.

Addendum 1 attached: Destination DC Conflict of Interest Policy

# Destination DC Quarterly Status Report

Q4 FY2024 (July-September 2024)

## Executive Summary

FY2024	Performance Metrics	Q1 FY24 Achieved	Q2 FY24 Achieved	Q3 FY24 Achieved	Q4 FY24 Achieved	FY24 Achieved	FY24 Year End Goal	% of FY24 Goal	FY23 YE Total
Convention Sales	Def. Room Nights: Conv. Center	139,157	170,617	18,344	227,024	555,142	600,000	93%	468,915
	Def. Room Nights: Non-Center	115,476	187,674	113,264	149,918	566,332	500,000	113%	446,082
	Def. Room Nights: Total	254,633	358,291	131,608	376,942	1,121,474	1,100,000	102%	914,997
	Leads: Convention Center	103	100	109	115	427	500	85%	521
	Leads: Non-Center	766	1,087	844	1,037	3,734	3,700	101%	3,694
	Leads: Total	869	1,187	953	1,152	4,161	4,200	99%	4,215
Convention Services	Staffing (Registration) (\$)	141,549	141,735	212,339	60,769	556,392	650,000	86%	606,037
	Service Leads/Referrals	151	297	188	339	975	900	108%	862
Tourism, Sports & Visitor Experience	Tourism Leads	31	45	56	83	215	204	105%	189
	Tourism FAM Attendees	81	65	114	140	400	260	154%	248
	Tourism Training Attendees	543	1,282	2,514	2,726	7,065	8,975	79%	4,357
	Definite Room Nights	26,667	13,404	32,339	365,203	437,613	433,067	101%	348,614
	Brochure Distribution	118,532	214,402	190,106	111,399	634,439	767,891	83%	698,083
	E-mail Inquiries	252	505	494	322	1,573	68,715	2%	53,078
	Phone Inquiries	960	1,797	1,581	1,352	5,690	5,266	108%	4,531
Marketing & Communications	Domestic Earned Media (\$)	37,654,435	34,337,816	26,523,433	24,627,564	123,143,248	113,000,000	109%	113,316,454
	International Earned Media (\$)	4,443,988	3,778,255	3,944,430	10,902,963	23,069,637	13,000,000	177%	13,658,451
	Total Earned Media (\$)	42,098,423	38,116,071	30,467,863	35,530,527	146,212,885	126,000,000	116%	126,974,905
	Website Views	4,581,274	6,620,086	7,558,630	7,377,863	26,137,853	23,760,000	110%	19,337,896
	Website Sessions*	2,878,766	3,853,888	4,656,299	4,688,849	16,077,802	15,806,750	102%	14,787,166
	Social Media Engagement	1,857,213	2,280,161	3,353,533	2,052,997	9,543,904	7,456,180	128%	6,172,679
Partnerships & Alliances	Partnership Cash Revenue (\$)	578,594	615,302	\$599,887	635,345	1,829,241	1,950,000	94%	2,069,181
	Partnership In-Kind Revenue (\$)	196,289	321,130	\$443,000	266,571	1,265,401	1,040,000	122%	991,221
	AEF Cash Revenue (\$)	51,002	24,999	\$44,876	104,360	225,237	125,000	180%	417,900
	AEF In-Kind Revenue (\$)	40,438	23,754	\$12,031	84,960	161,183	100,000	161%	126,243
Administration	CBE (formerly LSDBE) Payments (\$)	591,854	1,631,849	2,742,488	1,609,290	6,575,482	3,762,500	175%	394,914

\*At DDC’s Annual Board of Directors Meeting on May 30, the approval was given to adopt sessions as an annual goal in place of users due to user-based tracking volatility from ongoing privacy policies and laws.



## Quarterly Status Report

### Destination DC

4<sup>th</sup> Quarter FY2024: July - September 2024

#### **TERM:**

The Authority has entered into a Marketing Agreement with Destination DC (DDC). The base term is five years commencing May 1, 2019, with five optional one-year renewal terms.

#### **PAYMENT:**

An annual payment equal to 86% of the hotel occupancy tax funds deposited into the Marketing Fund annually and not less than \$4 million annually.

#### **KEY DELIVERABLES:**

1. DDC shall conduct research necessary to ensure that the District is sold and marketed effectively as a convention, tourism and leisure travel destination.
2. With Events DC, DDC shall develop five-year comprehensive sales and marketing plans describing long-range planning to effectively land convention and meeting, group and leisure travel business.
3. With Events DC, DDC shall jointly develop an annual sales plan that details the annual sales strategies and marketing programs to increase room night sales for DC hotels during targeted periods.
4. DDC shall conduct direct, person-to-person sales activities to book:
  - Long-term bookings for the Walter E. Washington Convention Center that meet Events DC's revenue and room night goals
  - Non-Convention Center meetings, conventions and trade shows utilizing one or more hotel meeting facilities; and
  - Group tour sales.
5. DDC shall comprehensively market and promote the District as a leading and desirable national and international convention, trade show and meetings destination.
6. In coordination with Events DC marketing partners, DDC shall promote and market the District as a leading group tourism destination.
7. DDC shall develop a strategic marketing plan that highlights and promotes DC history and encourages visitors to spend time downtown and in historic neighborhoods.
8. DDC shall develop and manage welcome campaigns and other citywide campaigns that effectively promote and market DC to large citywide conventions, meetings and other special events.

#### **KEY DELIVERABLES THIS QUARTER:**

1. **Q4 Performance Indicators:** See the DDC FY2024 Q4 Report Card

2. **Convention Sales and Services**

Domestic and international convention sales booked 414 events during Q4: 19 for the Walter E. Washington Convention Center and 395 hotel/non-convention center bookings, with a total of 339,942 projected attendees and 376,942 total rooms.

The services team assisted 16 groups with staffing services, and hosted eight welcome programs in Washington, DC.

○ **Significant bookings from established accounts:**

- *American Israel Public Affairs Committee*, February 2026 and February 2027, 3,785 total rooms per year, 4,000 projected attendees per year (Walter E. Washington Convention Center)
- *Otakon*, August 2027, August 2028 and July 2029, 14,210 total rooms per year, 42,000 projected attendees per year (Walter E. Washington Convention Center)
- *Access Intelligence*, March 2029, 8,390 total rooms, 14,000 projected attendees (Walter E. Washington Convention Center)
- *American Society for Association Executives*, August 2029, 13,634 total rooms, 4,200 projected attendees (Walter E. Washington Convention Center)
- *American Academy of Neurology*, March 2030, 40,435 total rooms, 12,000 projected attendees (Walter E. Washington Convention Center)
- *Association of the United States Army*, October 2030 and October 2031, 22,757 total rooms per year, 30,000 projected attendees per year (Walter E. Washington Convention Center)
- *American Diabetes Association*, June 2036, 34,020 total rooms, 12,500 projected attendees (Walter E. Washington Convention Center)

○ **New business solicitation and acquisition:**

Domestic and international convention sales booked 127 definite new business opportunities with 609,77 total room nights and generated 294 tentative new business opportunities with 509,899 total rooms in Q4.

**Significant New Business Acquisition (Definite):**

- *Siemens Corporation*, December 2024, 3,140 total rooms, 950 projected attendees (Marriott Marquis Washington, DC, brand-new business)
- *The Society for Integrative and Comparative Biology*, January 2031, 4,765 total rooms, 1,800 projected attendees (Walter E. Washington Convention Center)

**Significant New Business Solicitation (Tentative):**

- *Takeda Pharmaceuticals USA*, June 2025, 6,675 total rooms, 1,500 projected attendees (hotel only, brand-new business)
- *Sanofi*, January 2026, 10,756 total rooms, 2,200 projected attendees (hotel only, brand-new business)
- *George P. Johnson*, May 2026, May 2027 and May 2028, 17,784 total rooms for 2026 and 2027, 23,030 total rooms for 2028, 7,000 projected attendees for 2026, 85,00 projected attendees for 2027 and 10,000 projected attendees for 2028 (Walter E. Washington Convention Center, brand-new business)
- *Splunk*, September 2026, 16,160 total rooms, 6,500 projected attendees (Walter E. Washington Convention Center, brand-new business)
- *American College of Veterinary Internal Medicine*, June 2027, 6,748 total rooms, 1,200 projected attendees (hotel only, brand-new business)
- *Amazon*, September 2027, 21,000 total rooms, 7,000 projected attendees (Walter E. Washington Convention Center, brand-new business)
- *ServiceNow*, May 2028, 41,536 total rooms, 25,000 projected attendees (Walter E. Washington Convention Center, brand-new business)

- *Alzheimer's Association*, July 2030, 13,670 total rooms, 8,000 projected attendees (Walter E. Washington Convention Center)
- **Citywides actualized at the Walter E. Washington Convention Center:**
  - *U.S. Department of State, NATO Summit*, July 8-11, 18,044 total rooms, 8,081 projected attendees, \$11.7 million estimated economic impact
  - *Otakon*, Aug. 3-4, 13,764 total rooms, 23,000 projected attendees, \$55.6 million estimated economic impact
  - *Narcotics Anonymous World Services, Inc.*, Aug. 29-31, 19,899 total rooms, 25,000 projected attendees, \$19.9 million estimated economic impact
  - *National Black MBA Association*, Sept. 18-19, 11,564 total rooms, 10,000 projected attendees, \$12.3 million estimated economic impact
  - *American Society for Radiation Oncology*, Sept. 27-Oct. 1, 29,438 total rooms, 10,000 projected attendees, \$25.0 million estimated economic impact

### 3. **Tourism, Sports and Visitor Services**

The team focused on promoting World Pride 2025, hosting over 10 events in the U.S. and abroad. The international tourism team hosted 21 familiarization trips and launched 10 co-op marketing campaigns globally to push incremental bookings and promote late summer and early fall, as well as WorldPride 2025 packages.

- The tourism team attended the Virtuoso Travel Show meeting for the first time with over 59 domestic and international luxury travel companies. They also led three sales missions in Brazil, Japan and Mexico in July and August.
- The sports team confirmed Washington, DC as one of the host cities for FIFA 2025 World Club Cup in June 2025.
- The visitor experience team launched the new iteration of the Special Agent Academy destination training program at the end of September.

### 4. **Marketing and Communications**

- The team hosted more than 700 members and guests at the organization's annual Marketing Outlook Meeting on Aug. 27 at the historic Washington Hilton.
- During the high-profile 2024 NATO Summit, the communications team supported the event's press room with on-site participation.
- The team developed a major opportunity alongside Events DC and the U.S. Tennis Association to name Washington, DC as the official tourism sponsor of the 2024 U.S. Open Tennis tournament.

## **ACTIVITIES DURING THE QUARTER:**

### ▪ **CONVENTION SERVICES:**

#### **DOMESTIC CONVENTION SALES:**

##### **Promotions, Sales Calls, Trade Shows and Events**

The sales team is focused on a proactive engagement plan for client outreach, conducting over 230 presentations, virtual client sales calls and in-person meetings in Q4.

#### ○ **Trade Shows and Events**

- **Client Event:** Nats Game Client Event: July 13, Washington, DC
- **Event:** Destinations International Annual Meeting: July 16-19, Tampa, FL

- **Event:** Greater Midwest Chapter Events and Professional Convention Management Association (PCMA) Golf Event: July 22, Itasca, IL
- **Client Event:** Passport to Flavor: A Culinary Journey Across Border Client Event: July 23, Washington, DC
- **Event:** ACCESSE Leadership Conference: July 23-25, Toronto, Canada
- **Client Event:** Chicago Sales Mission: July 23-24, Chicago, IL
- **Client Event:** Meeting Professionals International Greater New York Golf Outing - NYC Sales Mission: July 27-28, New York, NY
- **Event:** Association Management Company's AMCs Engaged: July 30-31, Montreal, Canada
- **Event:** Fairfax Loudoun Event Executives Summer Camp: July 31, Leesburg, VA
- **Event:** Corporate Event Marketing Association Summit: Aug. 4-6, Seattle, WA
- **Event:** Meet Well Summit: Aug. 6-9, Charlotte Harbor, Florida
- **Event:** CVB Reps Summer Client Event Sponsorship: Aug. 7, Alexandria, VA
- **Trade Show:** American Society of Association Executives Annual Meeting & Expo: Aug. 10-13, Cleveland, OH
- **Event:** Air and Water Show: Aug. 11-13, Chicago, IL
- **Event:** Society of Independent Show Operators (SISO): Aug. 13-15, Philadelphia, PA
- **Client Event:** Usher Concert: Aug. 20, Washington, DC
- **Event:** Kellen Leadership Summit: Aug. 20-22, Louisville, KY
- **Event:** Maritz Activate and Maritz Activate+: Aug. 26-28, Gaylord National Harbor, MD and Washington, DC
- **Client Event:** Global Cynergies Familiarization Trip: Aug. 26-28, Washington, DC
- **Event:** Connect Marketplace: Aug. 27-29, Milwaukee, WI
- **Client Event:** Corporate 3 Day Familiarization Trip: Sept. 10-12, Washington, DC
- **Trade Show:** PCMA Philadelphia Education Day & Trade Show: Sept. 12, Philadelphia, PA
- **Event:** Freeman Golf Tournament: Sept. 17, Dulles, VA
- **Event:** Prestige Partner Events: Sept. 19-20, Minneapolis, MN
- **Event:** Hospitality Industry Crab Feast: Sept. 25, Washington, DC
- **Event:** Prestige Partner Events: Sept. 25-26, Dallas, TX

○ **Definite Site Visits**

- *Cardiovascular Research Foundation (Oct. 26-29, 2024)*
  - 4,175 peak rooms; 19,948 total room nights; 12,000 attendees
  - Walter E. Washington Convention Center and multiple venues
- *American Geophysical Union (Dec. 8-12, 2024)*
  - 8,800 peak rooms; 48,424 total room nights; 24,000 attendees
  - Walter E. Washington Convention Center and multiple venues
- *Association of Metropolitan Water Agencies (April 7-8, 2025)*
  - 180 peak rooms; 449 total room nights; 300 attendees
  - Multiple venues
- *HPN Global (April 21-22, 2025)*
  - 60 peak rooms; 145 total room nights; 60 attendees
  - Multiple venues
- *Dental Trade Alliance (May 6-7, 2025)*



- 50 peak rooms; 100 total room nights; 75 attendees
  - Multiple venues
- *Association for Behavior Analysis International* (May 22-25, 2025)
  - 1,750 peak rooms; 8,218 total room nights; 5,000 attendees
  - Walter E. Washington Convention Center
- *Lippman Connects* (May 27, 2025)
  - 100 peak rooms; 145 total room nights; 260 attendees
  - Multiple venues
- *Drug Information Association* (June 15-18, 2025)
  - 5,000 peak rooms; 23,550 total room nights; 8,500 attendees
  - Walter E. Washington Convention Center and multiple venues
- *American Veterinary Medical Association* (July 18-20, 2025)
  - 3,200 peak rooms; 14,848 total room nights; 4,000 attendees
  - Walter E. Washington Convention Center and multiple venues
- *American Association of Physicists in Medicine* (July 26-29, 2025)
  - 2,800 peak rooms; 14,158 total room nights; 4,500 attendees
  - Walter E. Washington Convention Center and multiple venues
- *Buildertrend* (Sept. 14-16, 2025)
  - 150 peak rooms; 500 total room nights; 250 attendees
  - Multiple venues
- *Society of Cable Telecommunications Engineers* (Sept. 29-Oct. 1, 2025)
  - 3,800 peak rooms; 13,490 total room nights; 11,000 attendees
  - Walter E. Washington Convention Center
- *The Society of Christian Ethics* (Jan. 8-10, 2026)
  - 275 peak rooms; 830 total room nights; 400 attendees
  - Multiple venues
- *American Soybean Association* (Feb. 9-11, 2026)
  - 144 peak rooms; 486 total room nights; 200 attendees
  - Multiple venues
- *American Diabetes Association* (June 17-20, 2027)
  - 7,400 peak rooms; 34,410 total room nights; 18,800 attendees
  - Multiple venues
- *American Academy of Dermatology* (March 16-19, 2028)
  - 7,500 peak rooms; 33,825 total room nights; 18,000 attendees
  - Walter E. Washington Convention Center and multiple venues

## ○ Tentative Site Visits

- *Howard University* (Oct. 8-11, 2025)
  - 20 peak rooms; 80 total room nights; 600 attendees
  - Multiple venues
- *National Accrediting Commission of Career Arts and Science* (June 13-14, 2026; June 12-13, 2027)
  - 146 peak rooms per year; 420 total room nights per year; 300 attendees per year
  - Multiple venues
- *National Association of Social Workers* (June 10-12, 2026)
  - 815 peak rooms; 2,938 total room nights; 2,000 attendees
  - Multiple venues
- *Alpha Kappa Alpha Sorority* (March 25-27, 2027)
  - 1,310 peak rooms; 4,223 total room nights; 7,000 attendees
  - Walter E. Washington Convention Center and multiple venues
- *American Bar Association* (July 6-12, 2028)
  - 270 peak rooms; 1,800 total room nights; 270 attendees
  - Multiple venues
- *Kidney Cancer Association* (Nov. 2-3, 2028)
  - 256 peak rooms; 638 total room nights; 500 attendees
  - Multiple venues
- *American Academy of Dermatology* (March 27-30, 2031; March 23-26, 2034; March 26-29, 2037)
  - 7,500 peak rooms per year; 34,575 total room nights per year; 18,000 attendees per year
  - Walter E. Washington Convention Center and multiple venues

## INTERNATIONAL CONVENTION SALES:

### **Sales Activities and Strategic Programming, Trade Shows and Events**

The team engaged over 400 customers in Q4 through client-facing programming, presentations and meetings.

## ○ Trade Shows and Events

- **Client Event:** Destination Discovery Mexico Client Familiarization Trip: July 2-5, Washington, DC
- **Client Event:** United Kingdom Sales Mission: July 22-26, Multiple cities in England, United Kingdom
- **Tradeshow:** Institute of Electrical and Electronics Engineers (IEEE) Convene: Aug. 1-2, Waikoloa Village, Hawai'i
- **Tradeshow:** Canadian Meetings + Events Expo: Aug. 13-14, Toronto, Canada
- **Client Event:** Mexico Sales Mission: Aug. 19-20, Mexico City, Mexico
- **Tradeshow:** IBTM Americas: Aug. 21-22, Mexico City, Mexico
- **Client Event:** International Business Events Council (IBEC) & Annual Meeting Alliance (AMA) Collective: Aug. 26-29, Washington, DC

- **Tradeshow:** International Congress and Convention Association (ICCA) Future of Healthcare Meeting: Sept. 2-4, Zurich, Switzerland
- **Tradeshow:** PCMA Convening EMEA: Sept. 30-Oct. 1, Barcelona, Spain

○ **Bid Development**

The team prepared bids for seven convention center opportunities, all of which are brand new or new business for the city. The prospective meetings could collectively bring over 55,040 room nights and 29,250 attendees to Washington, DC:

- *World Bank Group*, February 2025, 2,100 total rooms, 1,700 projected attendees (Walter E. Washington Convention Center, new business)
- *BRP*, August 2026, 8,600 total rooms, 2,700 projected attendees (Walter E. Washington Convention Center, brand-new business)
- *International Conference on Machine Learning*, July 2028, 18,020 total rooms, 14,000 projected attendees (Walter E. Washington Convention Center, brand-new business)
- *MNP LLP*, October 2028, 7,850 total rooms, 1,850 projected attendees (Walter E. Washington Convention Center, brand-new business)
- *Americas Committee for Treatment and Research in Multiple Sclerosis*, September 2032, 18,470 total rooms, 9,000 projected attendees (Walter E. Washington Convention Center, brand-new business)

**Opportunity Fund Expenditures (Through Q4): Consumed in FY2024:**

CONSUMED/TO BE CONSUMED IN FY2024						
Acct/Meeting Name	Meeting Dates	Peak Rooms	Total Rooms	Attendees	Opportunity Fund	Economic Impact
American Academy of Pediatrics	Oct. 20-22, 2023	4,700	19,780	9,000	\$150,000	\$12.0 million
Public Responsibility in Medicine & Research	Dec. 3-5, 2023	1,400	5,090	3,000	\$50,000	\$2.9 million
Association for Supervision and Curriculum Development	March 22-24 2024	5,500	14,850	15,000	\$150,000	\$18.7 million
Otakon	Aug. 1-3, 2024	5,017	6,270	23,000	\$100,000	\$46.9 million
Narcotics Anonymous World Services Inc	Aug. 29-31, 2024	4,300	16,598	20,000	\$150,000	\$18.4 million
National Black MBA Association	Sept. 18-19, 2024	3,200	10,400	10,000	\$100,000	\$9.1 million
<b>Pay Total</b>			<b>72,988</b>	<b>80,000</b>	<b>\$700,000</b>	<b>\$108.0 million</b>

**Offered/Committed in FY2024:**

PROPOSED IN FY2024						
Acct/Meeting Name	Meeting Dates	Peak Rooms	Total Rooms	Attendees	Opportunity Fund	Economic Impact
International Conference on Machine Learning*	July 16-21, 2028	2,500	18,020	14,000	\$125,000	\$26.5 million
International Myeloma Society*	Sept. 5-8, 2028	2,200	9,599	3,500	\$75,000	\$6.0 million
Gartner*	June 3-5, 2029	5,000	17,100	8,000	\$75,000	\$12.8 million
Gartner*	June 16-18, 2030	5,000	17,100	8,000	\$75,000	\$12.9 million
Chick Fil-A*	March 9-11, 2031	10,850	40,045	17,350	\$250,000	\$32.0 million
Gartner*	June 15-17, 2031	5,000	17,100	8,000	\$75,000	\$13.1 million
Gartner*	May 23-25, 2032	5,000	17,100	8,000	\$75,000	\$13.3 million
Gartner*	June 12-14, 2033	5,000	17,100	8,000	\$75,000	\$13.6 million
<b>Offered Total</b>			<b>153,164</b>	<b>74,850</b>	<b>\$825,000</b>	<b>\$130.2 million</b>
Nutanix NEXT	May 6-8, 2025	2,400	9,210	4,500	\$100,000	\$6.9 million
Otakon	Aug. 5-7, 2027	4,207	14,210	42,000	\$100,000	\$14.3 million
Otakon	Aug. 10-12, 2028	4,207	14,210	42,000	\$100,000	\$14.6 million
Otakon	July 26-28, 2029	4,207	14,210	42,000	\$100,000	\$14.9 million
American College of Cardiology	March 18-20, 2033	8,500	33,745	25,000	\$250,000	\$43.3 million
American College of Cardiology	March 16-18, 2035	8,500	33,745	25,000	\$250,000	\$43.8 million

American College of Cardiology	March 13-15, 2037	8,500	33,745	25,000	\$250,000	\$45.5 million
<b>Committed Total</b>			<b>153,075</b>	<b>205,500</b>	<b>\$1,150,000</b>	<b>\$183.3 million</b>
<b>Grand Total</b>			<b>306,239</b>	<b>280,350</b>	<b>\$1,975,000</b>	<b>\$313.5 million</b>

*\*Denotes tentative lead*

## **CONVENTION SERVICES:**

- **Staffing:** Assisted 16 groups with staffing services. Notable clients include:
  - *American Podiatric Medical Association*
  - *International Baccalaureate Organization*
  - *International Council of Shopping Centers*
  - Total revenue: \$60,769
- **Welcome Programs** for eight groups:
  - *Amazon Web Services* (June 2024)
  - *Institute of Electrical & Electronic Engineers* (June 2024)
  - *Narcotics Anonymous World Services, Inc.* (August 2024)
  - *US Department of State-NATO* (July 2024)
  - *Otakon* (August 2024)
  - *American Society for Radiation Oncology* (September 2024)
  - *Congressional Black Caucus* (September 2024)
  - *National Black MBA* (September 2024)

## **TOURISM, SPORTS AND VISITOR EXPERIENCE:**

- **Sporting Events**
  - **Events Awarded in Q4:**
    - **Mubadala Citi Open**
      - Dates: July 27 – Aug. 4, 2024
      - Venue: Rock Creek Tennis Center
      - Attendees: 76,000
      - Room Nights: 3,749
      - Peak Room Nights: 429
    - **Army Ten-Miler 2024**
      - Dates: Oct. 13, 2024
      - Venue: DC Armory (expo)
      - Attendees: 30,000
      - Room Nights: 2,000
      - Peak Room Nights: 1,500
    - **Scripps National Spelling Bee 2026-2030**
      - Dates: May 2026-2030
      - Venue: JW Marriott & Constitution Hall
      - Attendees: 3,000 per year

- Room Nights: 4,200 per year (21,000 total)
  - Peak Room Nights: 650
- **USA Rugby v Scotland Rugby**
  - Dates: July 12, 2024
  - Venue: Audi Field
  - Attendees: 15,000
  - Room Nights: 642
  - Peak Room Nights: 159
- **USWNT v. Costa Rica (Olympic Send-off Match)**
  - Dates: July 16, 2024
  - Venue: Audi Field
  - Attendees: 20,000
  - Room Nights: 700
  - Peak Room Nights: 200
- **Team USA White House Visit**
  - Dates: Sept. 28 – Oct. 1, 2024
  - Venue: Washington Hilton & White House
  - Attendees: 800
  - Room Nights: 2,400
  - Peak Room Nights: 800
- **Sports Sales Calls:** The team conducted 28 sales calls this quarter, including:
  - FIFA
  - Atlantic 10
  - USA Rugby
- **Domestic and International Client Engagement**
  - **DC Special Agent Academy (Virtual; July-September)**
    - Summary: Virtual training academy; top countries: U.S., Canada, Australia
    - Clients registered: 11(English)
  - **World Pride 2025 Cocktail Event (Sao Paulo, Brazil; July)**
    - Summary: Client event to promote WorldPride in the Brazilian market
    - Clients registered: 72
  - **Ibirapuera Park Tree Planting and Lunch (Sao Paulo, Brazil; July)**
    - Summary: Client event to promote the Sustainability District; planted native trees in Sao Paulo's largest urban park
    - Clients registered: 22
  - **"Sungay" Brunch (Mexico City, MX; August)**
    - Summary: Consumer-facing event sponsorship to promote World Pride in the Mexican market. DDC invited top travel trade and media influencers.
    - Clients registered: 20
    - Attendees: 350 (public)
  - **Virtuoso Agents Cooking Class Event (Mexico City, MX; August)**
    - Summary: Hands-on activity event for selected Virtuoso travel agencies to promote the new "Exclusive DC" product
    - Clients registered: 16

- **Washington, DC is Back Event (Mexico City, MX; August)**
  - Summary: Client event to promote DC's return to the market with various activities that highlight the diversity of offerings from sports to arts and music
  - Clients registered: 72
- **United Airlines Latam Leadership Dinner (Washington, DC; September)**
  - Summary: Hosted dinner, presentation and private city tour for country sales managers and CTO managers from across Latin America
  - Clients registered: 35

○ **In-Person and Virtual Tradeshows and Sales Missions**

The team conducted or participated in nine tradeshows and/or sales missions in Q4. Notable events include:

- **Brand USA Japan Sales Mission, Tokyo and Osaka, Japan; July 8-12**
  - Target markets: Travel trade
  - Appointments: 21
- **Brazil Sales and Media Mission, Sao Paulo, Brazil; July 22-26**
  - Target markets: Travel trade
  - Appointments: five
- **LGBT+ Turismo Expo, Sao Paulo, Brail; July 24**
  - Target markets: LGBTQ+ Travel trade and media
  - Attendees: 300
  - Trainings: one session with 170 attendees
- **Virtuoso Travel Show, Las Vegas, NV; Aug. 10-15**
  - Target markets: Luxury travel agents
  - Appointments: 59
- **Student and Youth Travel Association Conference, New York City, NY; Aug. 9-13**
  - Target markets: Student travel trade
  - Appointments: 37
- **Mexico Sales and Media Mission, Mexico City, Mexico; Aug. 17-21**
  - Target markets: Consumer, media and travel trade
  - Appointments: nine
  - Trainings: one session with 55 attendees
- **Capital Region USA Global Travel Exchange, Charlottesville, VA; Sept. 16-19**
  - Target markets: Tour operators from UK, Germany and France and receptive operators
  - Appointments: 36
- **Connect Sports Marketplace, Milwaukee, WI; Aug. 27-29**
  - Target markets: Sports and entertainment companies
  - Appointments: 29
- **TEAMS Conference and Expo, Anaheim, CA; Sept. 23-26**
  - Target markets: Sports and entertainment companies
  - Appointments: 33

○ **International Markets**

- **Mexico Market Update:**
  - **Office Updates**



- Inaugural Aeromexico flight with non-stop service from Mexico City to IAD launched on July 1.
  - Opportunity for sports activation in November during the NBA Game Washington Wizards vs Miami Heat.
  - Attended the Brand USA Launch of the new Discover Program platform
- **Sales Calls:** Conducted 10 sales calls this quarter, including:
  - Aeromexico
  - Nao Travel Collection
  - Viajes Intermex
- **FAM Tours Hosted: 2**
  - **United Airlines Luxury FAM (Sept. 3-6)**
    - Focus: New Exclusive DC luxury product
    - Attendees: nine
    - DDC members included: 17
  - **Brand USA Mission Prize Winners (Sept. 4-6)**
    - Focus: Destination familiarization
    - Attendees: three
    - DDC members included: five
- **Destination Trainings:** Conducted five destination trainings for 144 agents this quarter, including:
  - TBO Travel Agents Destination training, 50 attendees
  - Travel Shop Destination Training, 14 attendees
  - Viajes de Gala Destination Training, 10 attendees
- **Brazil Market Update:**
  - **Office Updates:**
    - Planning luxury travel agents FAM in partnership with United Airlines for fall 2024
    - Planned tactical activities to promote WorldPride 2025 in partnership with IGLTA Brazil
    - Held first sales and media mission in country
  - **Sales Calls:** Conducted 80 sales calls this quarter. Notable calls include:
    - CVC Corp.
    - Braztoa
    - Azul Viagens
  - **Promotions:** Conducted one promotion:
    - B2B and B2C to include trade events, online training, in-store screens and paid media ads
    - Run dates: Sept. 30- Dec. 31
    - Partner: Brand USA
    - Results: currently running
  - **Destination Trainings:** Conducted 11 destination trainings for 1,823 agents this quarter, including:
    - United Airlines, 38 attendees, virtual
    - Arena Abreu, 300 attendees
    - BWT Operadora, 200 attendees across multiple locations

- **India Market Update:**
  - **Office Updates**
    - Launched multiple B2C and B2B campaigns with new partners, focusing on digital and paid media assets
    - Partnership with United Airlines on joint promotion through trainings and newsletter inclusion
  - **Sales Calls:** Conducted 28 sales calls this quarter, including:
    - Ottila
    - Flamingo Travels
    - Travstarz
  - **Promotions:** Conducted five promotions, including:
    - **Ottila International**
      - Description: B2B digital campaign
      - Run dates: Aug. 14 – Jan. 31
      - Partner: Brand USA
      - Results: currently running
    - **GNR Connect**
      - Description: B2B digital campaign
      - Run dates: Aug. 12 – Nov. 12
      - Partner: Brand USA
      - Results: currently running
    - **Thomas Cook India (TC) and SOTC**
      - Description: B2C digital and print
      - Run dates:
        - TC: Aug. 22 – Nov. 22
        - SOTC: July 30 – Oct. 30
      - Partner: Brand USA
      - Results: Currently running
  - **FAM Tours Hosted: 2**
    - **Amigo Travels Client Visit (July 29-31)**
      - Focus: Destination familiarization
      - Attendee: one
      - DDC members included: four
    - **Discover Destinations FAM (Sept. 28-29)**
      - Focus: Hotels and restaurants site visits with focus on group travel
      - Attendees: 10
      - DDC members included: 12
  - **Destination Trainings:** Conducted four destination trainings for 195 agents this quarter, including:
    - Gurgaon Travel Agents with United Airlines – 40 attendees
    - Kolkata Travel Agents with Travstarz DMC – 30 attendees
    - Brand USA “Discover USA” Seminar – 75 attendees
    - Combaitore Luxury Travel Show Seminar – 50 attendees

- **China Market Update:**
  - **Office Updates**
    - Attended the Discover America Committee meeting at the U.S. Embassy in Beijing and met with the new Commercial Service contact
    - Conducted venue sites for the 2025 China sales and media mission and selected consumer activation location
  - **Sales Calls:** Conducted 59 sales calls this quarter, including:
    - U.S. Embassy Beijing
    - CYTS
    - CTrip
  - **Promotions:** Conducted one promotion:
    - **CTrip**
      - Description: B2C campaign focus on targeting Golden Week bookings and Chinese New Year
      - Run dates: July 1 – Dec. 31
      - Partner: Brand USA
      - Results as of September: 9,225 room nights booked
- **Australia/New Zealand Market Update:**
  - **Office Updates:**
    - Kick-off meeting with all partners to discuss the 2025 East Coast USA Mission
  - **Sales Calls:** Conducted 20 sales calls this quarter, including:
    - House of Travel
    - Qantas Hotels
    - Luxury Escapes
  - **FAM Tours Hosted:** two
    - **House of Travel Client Visit (July 9-11)**
      - Focus: Destination familiarization
      - Attendees: one
      - DDC members included: four
    - **Air New Zealand GM Global Sales Visit (July 9-11)**
      - Focus: Destination familiarization
      - Attendees: one
      - DDC members included: five
- **UK Market Update:**
  - **Office Updates:**
    - British Airways announced additional third seasonal non-stop flights from London to IAD starting spring 2025
    - Working on launch of paid media activities for fall 2024 with *Stylist Magazine*
    - Planning client dinner during Brand USA Travel Week focused on “Exclusive DC” product introduction.
  - **Sales Calls:** Conducted 21 sales calls this quarter, including:
    - Cassidy Travel

- Elegant Resorts
  - Kenwood Travel
- **Promotions:** Conducted one promotion:
  - **British Airways Holidays September Sale**
    - Description: B2C campaign including programmatic display ads and social ads
    - Run dates: Aug. 29- Sept. 30
    - Partner: Brand USA
    - Results: reporting available at the end of October
- **FAM Tours Hosted:** three
  - **Hays Travel Client Visit (July 28-30)**
    - Focus: Destination familiarization
    - Attendees: two
    - DDC members included: two
  - **CRUSA NATS Prize Winner (July 28-30)**
    - Focus: Destination familiarization
    - Attendees: two
    - DDC members included: two
  - **British Airways FAM (Sept. 12-15)**
    - Focus: Destination familiarization
    - Attendees: 11
    - DDC members included: 20
- **Destination Trainings:** Conducted three destination trainings for 60 agents this quarter, including:
  - Barrhead Travel Agents Training – 25 attendees (virtual)
  - Kenwood Travel Agents Training – 20 attendees (virtual)
  - USAirtours Travel Agents Training – 15 attendees (virtual)
- **Japan Market Update:**
  - **Office Updates**
    - Attended the Summer Bash event co-hosted by the Visit USA Committee and Brand USA.
    - Finalizing details for the October Japan Sales and Media Mission and consumer activation at the Sumida Jazz Festival
  - **Sales Calls:** Conducted 15 sales calls this quarter, including:
    - JTB
    - Hankyu Travel International
    - Veltra
  - **FAM Tours Hosted:** one
    - **DDC New Office Staff Visit (Aug. 25-28)**
      - Focus: Destination familiarization
      - Attendees: two
      - DDC members included: 20
- **International Sales Calls:** The team conducted 128 sales calls, including:
  - CTrip
  - Vista
  - Universal Vision

- G2 Travel
  - Discover Destinations
  - Expedia Global
  - SIGA Turismo
  - Aeromexico
  - TBO Brazil
- **Domestic Sales Calls:** The team conducted three sales calls, including:
- Premier Tour & Travel
  - Grueninger Tours
  - Group Travel Network
- **Additional FAM Tours: Domestic and International**  
The team conducted nine FAM tours, including:
- **Brand USA United Airlines Product FAM, Spain (Sept. 20-23)**
    - Focus: Destination familiarization
    - Attendees: nine
    - DDC members included: 14
  - **Domestic Group Tour Operator FAM, Misc. (July 31 – Aug. 2)**
    - Focus: Introducing new adult group product to top domestic tour operators
    - Attendees: eight
    - DDC members included: 16
  - **Brand USA United Airlines FAM, Italy (Sept. 11-14)**
    - Focus: Familiarize top tour selling agents with DC and the Capital Region while promoting United Airlines' nonstop flights
    - Attendees: 10
    - DDC members included: 23
- **Visitor Experience Team**  
The team conducted another successful Welcome Center Takeover to promote summer activities in DC. They also were present at several city events to promote activities and members, including the American University New Student Weekend Resource Fair, Washington Spirit/Arsenal Double Header Fan Zone and DC JazzFest.
- **Monthly meetings:**
    - Washington Area Concierge Association
  - **Events:**
    - Delaware Travel Plaza Takeover on July 16
      - Attendees: 450
    - World Pride Activation at US Women's National Soccer Team vs Costa Rica Friendly on July 12
      - Attendees: 600
    - DC Department of For-Hire Vehicles Driver Recognition Event
      - Attendees: 50
  - **Destination trainings:**
    - First Travel Line Travel Agent
      - Attendees: 11
    - Fall Fun in DC Webinar

- Attendees: 151 registrants, 68 live participants
- American University Office of Admissions
  - Attendees: 25 (virtual)
- BWI Pathfinders Visitor Service Volunteers
  - Attendees: 31 (in person)
- DCA Travelers' Aid Volunteers
  - Attendees: 25 (in person)

## ▪ **MARKETING AND COMMUNICATIONS:**

### ○ **Advertising**

In Q4, the team delivered the final advertising files to complete the largest annual media buy in DDC history. Major components of the campaign included:

- Advertising specifically to support local events, including the DC JazzFest, Restaurant Week and Theatre Week
- A Travelzoo [feature destination](#) placement, transitioning promoted content from summer into fall
- A custom article on [travelandleisure.com](http://travelandleisure.com) featuring a unique way to include hotels and accommodations messaging in native content

### ○ **Social Media**

Events like *A Capitol Fourth*, DC JazzFest and Theatre Week were highlighted, driving strong engagement, with top posts featuring DC's scenic views and hidden gems. Trends like the "Love Letter to DC" and "Ask Me on a Deeper Level" gained traction because they were trending and showcased DC in a fun and personable way, increasing audience interaction across platforms.

- Total Quarterly Engagements: 2,052,997
- Highest performing post of the quarter: [A rare full moon over the Capitol](#)
- Highest performing reel of the quarter: [A love letter to DC](#)

### ○ **Content Creators**

In Q4, featured [RAMW's Summer Restaurant Week](#), [DC JazzFest](#), and [Capital Pride/WorldPride](#) within influencer content. On the international front, the team hosted an [accessibility-focused content creator from Mexico](#).

- Top engaged content: [Barry and Teraj's WorldPride Promotional Video](#)
- 44 members featured
- 103,680 engagements across Instagram and TikTok

### ○ **Washington.org**

The team began publishing "Things to Do" by month articles up to four months in advance (within the 30-60 day booking windows) and saw tens of thousands of new sessions to the site.

- Total Website Views: 7,377,863
- Total Website Users: 4,688,849
- Strategy Shift
- Notable Content:
  - [Competitive Socializing Spots in Washington, DC](#)
  - [10 Great Solo Travel Experiences in Washington, DC](#)

## ○ Domestic Earned Media

With need periods in focus, DDC earned placements as a featured winter destination from multiple major outlets, including *Travel + Leisure* and *Time Out*. Following hosted visits, *Forbes* heaped praise on the city's dining scene, while *Garden & Gun* and *National Parks Traveler* spotlighted underappreciated historic parks.

- [15 Best Places to Travel in December](#), *Travel + Leisure*
- [25 Best Solo Trips for Women in the U.S. and Around the World](#), *Glamour*
- [The best winter vacations in the U.S.](#), *Time Out*
- [The best cities to visit in the U.S. right now](#), *Time Out*
- [Eat Your Way Through Washington, D.C.—The District Delivers On Cuisine](#), *Forbes*
- [The 12 Most Walkable Cities in the World to Adventure Entirely on Foot](#), *House Beautiful* (syndicated on [MSN](#))
- [5 perfect days in Washington, D.C.](#), *TripAdvisor*
- [Wander Luxe: A royal awakening in Washington, DC — beaver included](#), *GayCities*
- [6 Great Escapes to Make this Fall](#), *Rhode Island Monthly*
- [The 8 Most Exciting Restaurant Openings of September](#), *Robb Report*
- [Your dream family vacation: 5 fun-filled trips to book with hotel points](#), *USA Today*
- [Southern House Museums for Literature Lovers](#), *Garden & Gun*
- [The D.C. Park For People Who Love To Roller Skate And Fish](#), *National Parks Traveler*
- [Your ultimate guide to fall festivals in the D.C. area](#), *Axios*
- [The 38 coolest neighborhoods in the world](#), *Time Out*
- [The 4 Best Washington, D.C., Bus Tours](#), *US News & World Report*
- [This New Washington, D.C., Exhibit Honors an Iconic Female Civil Rights Activist — What to Know](#), *Travel + Leisure*
- [The 10 best food halls in Washington, DC](#), *InsideHook*
- [D.C. Bars and Restaurants Getting into the Olympic Spirit](#), *Eater DC*
- [Has Washington rebounded from the pandemic? It depends where you look.](#), *The Washington Post*

## ○ International Earned Media

The international media team earned significant coverage across markets and hosted 37 media across 22 media visits. The team hosted three group FAMs, assisted with the NATO Summit press room, supported two missions (Brazil and Mexico), one marketing activation (Mexico) and hosted one film crew, *Luxury Escapes* (AU). Top stories included the following:

- [The incredible story of Washington, DC](#), *loveEXPLORING* (UK)
- [Monumental Trip](#), *The Irish Sun* (UK)
- [Washington, DC Institutional Wealth](#), *IT Spice* (IN)
- [Washington DC fireworks for 4<sup>th</sup> of July 2024: Top Spots to Celebrate](#), *Hindustan Times* (IN)
- [26 of the best places for an autumn city break](#), *The Times* (UK)
- [Washington? It gets my vote](#), *Mail on Sunday* (UK)
- [With all eyes on Washington and the White House race...](#), *Daily Mail* (UK)
- [Politics, spies and great food](#), *IMAGE Magazine* (UK)
- [Hillwood Estate Episode](#), *Better Homes & Gardens* (AU)
- [National Arboretum Episode](#), *Better Homes & Gardens* (AU)



- [Botanic Garden Episode](#), *Better Homes & Gardens* (AU)
- [Gardens of the Smithsonian Episode](#), *Better Homes & Gardens* (AU)
- [Washington DC is so much more than a serious political hub](#), *Sunday World* (UK)
- [Washington \(AC\) DC](#), *Daily Star* (UK)
- [Top planetariums in the world](#), *Times of India* (IN)
- [Which monuments attract the most tourists in the world?](#), *L'Est Republicain* (FR)
- [Capital Capers](#), *Kia Ora – Air NZ's inflight magazine* (NZ)
- [DC delivers: best places to eat and drink in Washington](#), *NZ Herald* (NZ)
- [Washington, DC: Your five-day guide to discover the city](#), *The Happening* (Mexico)
- [Pride to politics: The ultimate guide for visiting Washington, DC](#), *Daily Hive* (Canada)
- [Washington, DC promotes WorldPride 2025 during reception in Sao Paulo](#), *Brasilturis* (Brazil)
- [Washington DC highlights renewed investments in Brazil during creative event](#), *Panrotas* (Brazil)
- [Marck Guttman speaks about his experience in Washington, DC](#), *Radio Formula 104.1 FM* (Mexico)
- [Special coverage from Washington, DC – Episode 1](#), *Tele Formula* (Mexico)
- [Special coverage from Washington, DC – Episode 2](#), *Tele Formula* (Mexico)
- [History has its eyes on you](#), *Aire Magazine* (Mexico)
- [Top picks to experience Washington, DC's culinary scene](#), *Robb Report* (Mexico)
- [A taste of the East Coast: 16 stops for the perfect culinary experience](#), *Food and Travel* (Mexico)
- [Travel from Mexico: Reasons why Washington, DC should be your next destination](#), *Vive USA* (Mexico)
- [Five experiences that make DC a unique destination](#), *Panrotas* (Brazil)
- [Beyond the White House: in Washington, DC parks, charming streets, and lively rivers are an invitation to stay a few extra days](#), *Nossa UOL* (Brazil)
- [The 20th annual DC JazzFest is about to begin](#), *Ctrip* (China)
- [Washington, DC: a tour of the monumental capital of the United States ahead of the elections](#), *O Globo* (Brazil)
- [New White House replica in DC offers hi-tech look at executive mansion](#), *Toronto Sun* (Canada)
- [OSGEMEOS brothers present biggest show of their career in the U.S.](#), *CNN Viagem & Gastronomia* (Brazil)
- [Washington Goes Beyond Monuments and Is One of the Coolest Cities in the USA](#), *Folha de Sao Paulo* (Brazil)

#### ○ **Trade & Industry Earned Media**

Pitching this quarter focused on Only1DC for meetings, “Connected” positioning, sustainability, new hotels and venues, arts and culture and more.

Earned comprehensive city coverage including a Location Report in [Mid-Atlantic Events](#). DC's new and rebranded hotels and venues included the Royal Sonesta Capitol Hill and Westin Downtown in [Meetings Today](#) and the Salamander in [Northstar](#). DC's culinary and cultural offerings for meeting attendees were covered in [Prevue](#) and [Skift Meetings](#). Sustainability initiatives received recognition in [Boardroom](#) and [Conference and Meetings World](#). Several outlets covered the Walter E. Washington Convention Center LEED Platinum announcement including [USAE](#), [Facilities and Conventions](#) and [Travel Daily News](#).

DEI continues to be an important topic in the meetings and events industry and DDC's strong commitment in this space was highlighted in [Boardroom](#). DDC's members were highlighted for their collaboration with NATO Summit gift bags in [Technical.ly](#).

The communications team supports American Experience Foundation (AEF) with its monthly member newsletter. Pitching focuses on student activities and learning opportunities with local hospitality partners. Opportunities for the next quarter include the Member Holiday Celebration at the National Zoo where AEF students will have a role in the event as well as end-of-the-year listings for philanthropic giving in local publications.

Angles in Q1 and beyond focus on new developments, hotels, venues with flexible meeting space, Connected Capital, Connected Campus, small meetings, DEI, and sustainability. In November, the team will host journalist Sarah Kloepple from BizBash magazine. Sarah will be reporting on new and renovated venues and hotels including the Salamander Washington DC.

#### ○ **Marketing Outlook Meeting**

DDC's largest annual member event drew 561 attendees to hear Elliott Ferguson's update on how DDC is leveraging additional TRD funding on marketing and sales efforts around the world. On the heels of record visitation in 2023, upcoming opportunities including Inauguration, WorldPride and America 250 will reinforce DDC's role as an economic development organization to drive more visitors to Washington, DC. Coverage included:

- [DC sees record tourism in 2023](#), NBC 4
- [DC is hoping big events will draw even more tourists to the nation's capital](#), WTOP
- [Destination DC unveils tourism strategy](#), FOX 5
- [DC officials look ahead to 2025 tourism](#), ABC 7
- [DC hopes big events will draw even more tourists to the nation's capital](#), *Washington Hispanic*
- [Northstar](#)
- [Bisnow](#)

#### ■ **PARTNERSHIPS AND ALLIANCES**

Partnerships & Alliances hosts DDC member events, a popular member benefit. Networking and educational events are an important part of member retention and acquisition.

Date	Program	Attendees	Topic	Location
July 4, 2024	July 4th Celebration	410	An exclusive celebration to raise money for the American Experience Foundation	American Pharmacist Association
July 25, 2024	FY24 Summer Sustainability Roundtable	27	Interactive workshops give members a chance to share new ideas, successes and challenges around implementing sustainability initiatives in members' business while learning from peers.	Embassy Suites

July 25, 2024	2024 AEF CRI Luncheon	29	Networking event for all high school Career Ready Interns and their managers as a thank you for all their hard work.	Washington Hilton
Aug. 22, 2024	Webinar DC Jazz Fest/Fall Festivals	68	Josh Brown, marketing and communications consultant for DC Jazz Festival, and the DDC Visitor Experience team talk about Fall Fun in DC: Essential Information about DC Jazz Festival and Other Fall Events.	Zoom/Online
Aug. 27, 2024	Marketing Outlook Meeting	561	Members joined DDC's largest annual event to hear visitation stats and learn more about upcoming opportunities like WorldPride 2025 and America 250.	Washington Hilton
Sept. 6, 2024	Member Pickleball Tournament	40	DDC members and staff compete in a friendly pickleball tournament. Proceeds benefit the American Experience Foundation.	Kraken Kourts

○ **New Members – July**

- One Way Event Productions
- Proforma Print Marketing
- Chick-Fil-A Chinatown
- Imperfecto
- Joy by Seven Reasons
- Quadrant Bar & Lounge
- Seven Reasons
- Street Pizza DC
- Surreal
- Tap99
- The Saga
- Clarksburg Premium Outlets
- Donna Faye's Bakery
- Flowers by Alexes
- Luna Hall DC
- Smize & Dream
- Sea the City

○ **New Members – August**

- Placemakr NoMa
- A Mother's Prayer Placement
- American College of Surgeons – 20F
- Capital Audio Visuals Inc.

- DC Photo Booth Company
  - The Dufour Collaborative
  - The Gathering Spot DC
  - Uncorked Wine & Spirits
  - Bar Chinois & Bar Japonais
  - L'Annexe
  - Sixty Vines
  - Journal Tour & Travels, LLC
  - National Holistic Healing Center
  - Steadfast Supply
  - Tea Around Town
  - WashingTours & Events
- **New Members – September**
    - The Quincy, Ascend Hotel Collection
    - The Westin Arlington Gateway
    - Bistro du Jour – Capital Hill
    - Capital Entertainment Services, Inc.
    - F1 Arcade

Destination DC Quarterly Status Report

Q4 FY2024 (July-September 2024)

Executive Summary

FY2024	Performance Metrics	Q1 FY24 Achieved	Q2 FY24 Achieved	Q3 FY24 Achieved	Q4 FY24 Achieved	FY24 Achieved	FY24 Year End Goal	% of FY24 Goal	FY23 YE Total
Convention Sales	Def. Room Nights: Conv. Center	139,157	170,617	18,344	227,024	555,142	600,000	93%	468,915
	Def. Room Nights: Non-Center	115,476	187,674	113,264	149,918	566,332	500,000	113%	446,082
	Def. Room Nights: Total	254,633	358,291	131,608	376,942	1,121,474	1,100,000	102%	914,997
	Leads: Convention Center	103	100	109	115	427	500	85%	521
	Leads: Non-Center	766	1,087	844	1,037	3,734	3,700	101%	3,694
	Leads: Total	869	1,187	953	1,152	4,161	4,200	99%	4,215
Convention Services	Staffing (Registration) (\$)	141,549	141,735	212,339	60,769	556,392	650,000	86%	606,037
	Service Leads/Referrals	151	297	188	339	975	900	108%	862
Tourism, Sports & Visitor Experience	Tourism Leads	31	45	56	83	215	204	105%	189
	Tourism FAM Attendees	81	65	114	140	400	260	154%	248
	Tourism Training Attendees	543	1,282	2,514	2,726	7,065	8,975	79%	4,357
	Definite Room Nights	26,667	13,404	32,339	365,203	437,613	433,067	101%	348,614
	Brochure Distribution	118,532	214,402	190,106	111,399	634,439	767,891	83%	698,083
	E-mail Inquiries	252	505	494	322	1,573	68,715	2%	53,078
	Phone Inquiries	960	1,797	1,581	1,352	5,690	5,266	108%	4,531
Marketing & Communications	Domestic Earned Media (\$)	37,654,435	34,337,816	26,523,433	24,627,564	123,143,248	113,000,000	109%	113,316,454
	International Earned Media (\$)	4,443,988	3,778,255	3,944,430	10,902,963	23,069,637	13,000,000	177%	13,658,451
	Total Earned Media (\$)	42,098,423	38,116,071	30,467,863	35,530,527	146,212,885	126,000,000	116%	126,974,905
	Website Views	4,581,274	6,620,086	7,558,630	7,377,863	26,137,853	23,760,000	110%	19,337,896
	Website Sessions*	2,878,766	3,853,888	4,656,299	4,688,849	16,077,802	15,806,750	102%	14,787,166
	Social Media Engagement	1,857,213	2,280,161	3,353,533	2,052,997	9,543,904	7,456,180	128%	6,172,679
Partnerships & Alliances	Partnership Cash Revenue (\$)	578,594	615,302	\$599,887	635,345	1,829,241	1,950,000	94%	2,069,181
	Partnership In-Kind Revenue (\$)	196,289	321,130	\$443,000	266,571	1,265,401	1,040,000	122%	991,221
	AEF Cash Revenue (\$)	51,002	24,999	\$44,876	104,360	225,237	125,000	180%	417,900
	AEF In-Kind Revenue (\$)	40,438	23,754	\$12,031	84,960	161,183	100,000	161%	126,243
Administration	CBE (formerly LSDBE) Payments (\$)	591,854	1,631,849	2,742,488	1,609,290	6,575,482	3,762,500	175%	394,914

\*At DDC’s Annual Board of Directors Meeting on May 30, the approval was given to adopt sessions as an annual goal in place of users due to user-based tracking volatility from ongoing privacy policies and laws.

Destination DC Quarterly Status Report

Q4 FY2024 (July-September 2024)

Expanded View

FY2024	Performance Metrics	Q1 FY23	Q1 FY24 Achieved	Q2 FY23	Q2 FY24 Achieved	Q3 FY23	Q3 FY24 Achieved	Q4 FY23	Q4 FY24 Achieved	FY23 Achieved	FY24 Achieved	FY24 Year End Goal	% of FY24 Goal
Convention Sales Total	Def. Room Nights: Conv. Center	65,264	139,157	143,364	170,617	81,221	18,344	179,066	227,024	468,915	555,142	600,000	93%
	Def. Room Nights: Non-Center	102,021	115,476	133,292	187,674	89,554	113,264	121,215	149,918	446,082	566,332	500,000	113%
	Def. Room Nights: Total	167,285	254,633	276,656	358,291	170,775	131,608	300,281	376,942	914,997	1,121,474	1,100,000	102%
	Leads: Convention Center	80	103	131	100	124	109	186	115	521	427	500	85%
	Leads: Non-Center	753	766	1,150	1,087	871	844	920	1,037	3,694	3,734	3,700	101%
	Leads: Total	833	869	1,281	1,187	995	953	1,106	1,152	4,215	4,161	4,200	99%
Domestic Convention Sales	Def. Domestic Room Nights: Conv. Cen.	65,264	132,107	141,529	170,617	68,246	5,574	166,212	208,980	441,251	517,278	577,000	90%
	Def. Domestic Room Nights: Non-Center	100,855	103,556	124,241	148,543	81,074	108,272	118,444	147,576	424,614	507,947	472,500	108%
	Def. Domestic Room Nights: Total	166,119	235,663	265,770	319,160	149,320	113,846	284,656	356,556	865,865	1,025,225	1,049,500	98%
	Domestic Leads: Convention Center	74	91	124	87	112	96	176	98	486	372	465	80%
	Domestic Leads: Non-Center	719	728	1,097	1,032	835	808	877	1,001	3,528	3,569	3,525	101%
	Domestic Leads: Total	793	819	1,221	1,119	947	904	1,053	1,099	4,014	3,941	3,990	99%
International Convention Sales	Def. Int'l Room Nights: Conv. Cen.	0	7,050	1,835	0	12,975	12,770	12,854	18,044	27,664	37,864	23,000	165%
	Def. Int'l Room Nights: Non-Center	1,166	11,920	9,051	39,131	8,480	4,992	2,771	2,342	21,468	58,385	27,500	212%
	Def. Int'l Room Nights: Total	1,166	18,970	10,886	39,131	21,455	17,762	15,625	20,386	49,132	96,249	50,500	191%
	Int'l Leads: Convention Center	6	12	7	13	12	13	10	17	35	55	35	157%
	Int'l Leads: Non-Center	34	38	53	55	36	36	43	36	166	165	175	94%
	Int'l Leads: Total	40	50	60	68	48	49	53	53	201	220	210	105%
Convention Services	Staffing (Registration) (\$)	184,508	141,549	81,925	141,735	159,215	212,339	180,389	60,769	606,037	556,392	650,000	86%
	Service Leads/Referrals	120	151	270	297	245	188	227	339	862	975	900	108%
Tourism, Sports & Visitor Experience	Tourism Leads	41	31	56	45	47	56	45	83	189	215	204	105%
	Tourism Live FAM Attendees	44	81	38	65	100	114	66	140	248	400	260	154%
	Tourism Virtual Training Attendees	2,046	543	319	1,282	352	2,514	1,640	2,726	4,357	7,065	8,975	79%
	Definite Room Nights	18,653	26,667	10,684	13,404	10,424	32,339	308,853	365,203	348,614	437,613	433,067	101%
	Brochure Distribution	77,500	118,532	367,570	214,402	117,019	190,106	135,994	111,399	698,083	634,439	767,891	83%
	E-mail Inquiries	6,899	252	19,926	505	13,831	494	12,422	322	53,078	1,573	68,715	2%
	Phone Inquiries	559	960	1,388	1,797	1,112	1,581	1,472	1,352	4,531	5,690	5,266	108%
Marketing & Communications	Domestic Earned Media (\$)	19,647,357	37,654,435	50,584,429	34,337,816	19,647,357	26,523,433	23,437,311	24,627,564	113,316,454	123,143,248	113,000,000	109%
	International Earned Media (\$)	4,126,685	4,443,988	2,625,848	3,778,255	1,788,826	3,979,705	5,117,091	10,902,963	13,658,450	23,104,911	13,000,000	178%
	Total Earned Media (\$)	23,774,042	42,098,423	53,210,277	38,116,071	21,436,183	30,503,138	28,554,402	35,530,527	126,974,904	146,248,159	126,000,000	116%
	Website Views	3,503,021	4,581,274	4,432,117	6,620,086	4,830,191	7,558,630	6,572,567	7,377,863	19,337,896	26,137,853	23,760,000	110%
	Website Sessions	2,741,314	2,878,766	3,268,264	3,853,888	3,694,861	4,656,299	5,082,727	4,688,849	14,787,166	16,077,802	15,806,750	102%
	Social Media Engagement	853,524	1,857,213	1,272,139	2,280,161	2,426,807	3,353,533	1,620,209	2,052,997	6,172,679	9,543,904	7,456,180	128%
Partnerships & Alliances	Partnership Cash Revenue (\$)	502,752	578,594	497,341	615,302	546,995	\$599,887	522,093	635,345	2,069,181	1,829,241	1,950,000	94%
	Partnership In-Kind Revenue (\$)	52,830	196,289	178,641	321,130	490,520	443,000	286,930	266,571	1,008,921	1,226,990	1,040,000	118%
	AEF Cash Revenue (\$)	11,403	51,002	20,540	24,999	83,773	44,876	302,184	104,360	417,900	225,237	125,000	180%
	AEF In-Kind Revenue (\$)	59,510	40,438	23,811	23,754	6,780	12,031	126,243	84,960	216,344	161,183	100,000	161%
Administration	CBE (formerly LSDBE) Payments (\$)	112,283	591,854	41,106	1,631,849	115,691	2,742,488	125,834	1,609,290	125,834	6,575,482	3,762,500	175%

# Convention Center Outlook Report as of 10/1/24

Destination DC Convention Center Bookings																										
CBD Capacity (STR)	Available Total Yearly RNs	Tract Occ	Tract ADR	Year	Actual	1 Year Out OTB			2 Years Out OTB			3 Years Out OTB			4 Years Out OTB			5 Years Out OTB			6 Years Out OTB			7 Years Out OTB		
				5% OVER HISTORICAL AVG	535,000*	508,428			468,989			433,130			398,588			310,341			275,178			240,028		
				HISTORICAL AVG*	509,524*	484,217			446,656			412,505			379,608			295,563			262,074			228,598		
28,952	10,568,082	77.6	215.87	2015	436,968	387,051			375,447			331,430			301,697			193,288			208,958			208,958		
29,609	10,808,777	78.4	223.84	2016	504,229	494,675			456,932			433,140			437,932			346,715			274,243			273,355		
30,810	11,246,810	78.7	233.68	2017	614,850	595,394			575,870			528,275			437,669			293,038			209,875			190,700		
31,871	11,633,265	77.6	221.41	2018	524,859	497,191			436,435			376,195			361,249			342,569			346,145			223,110		
32,995	12,044,190	76.4	225.9	2019	461,379	446,775			388,597			393,483			359,493			302,205			271,150			246,867		
25,407	9,260,412	30.1	172.4	2020*	77,373	556,301			534,375			502,501			476,378			440,676			363,628			343,583		
30,275	11,056,823	41.3	171.39	2021	71,004	147,056			451,764			416,188			404,189			416,082			412,130			315,648		
32,444	11,842,403	61.7	242.44	2022	366,716	451,937			418,507			425,206			422,587			338,537			254,919			254,285		
33,854	12,356,569	69.9	255.41	2023	383,595	422,004			449,728			402,762			356,318			374,108			326,856			307,700		
				2024	473,376	496,580			470,686			468,156			432,681			516,761			496,207			331,804		
				2025		422,273	83.1%	(86,155)	445,359			381,600			360,528			324,472			343,114			325,342		
				2026					505,882	107.9%	36,893	538,568			477,597			396,414			413,164			427,109		
				2027								444,325	102.6%	11,195	421,035			406,154			365,474			353,135		
				2028											404,586	101.5%	5,998	390,345			337,773			261,070		
				2029														297,843	96.0%	(12,498)	233,454			194,426		
				2030																385,144	140.0%	109,966	298,352			
				2031																			263,704	109.9%	23,676	

•Occupancy in 2020 was based on the available rooms in open hotels, not all rooms in the city.

•The Historical Average Number represents 2015-2019's average number.

\*Please note that we have rounded both the (Actual) Historical Average and 5% Over Historical Average numbers for ease purposes.



Q1 - Total WEWCC Only (Domestic+Global Sales)				
Q1 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Oct	4	18,500	39,438	\$ 35,122,495
Nov	3	26,000	19,987	\$ 16,171,781
Dec	6	229,250	79,732	\$ 311,747,647
<b>Total Q1 Definites</b>	<b>13</b>	<b>273,750</b>	<b>139,157</b>	<b>\$ 363,041,923</b>
<b>Total YTD Definites</b>	<b>13</b>	<b>273,750</b>	<b>139,157</b>	<b>\$ 363,041,923</b>
Q1 Tentatives	Groups	Attendees	Total Room Nights	
Oct	30	265,329	240,780	
Nov	31	385,925	683,861	
Dec	11	61,300	48,940	
<b>Total Q1 Tentatives</b>	<b>72</b>	<b>712,554</b>	<b>973,581</b>	
<b>Total YTD Tentatives</b>	<b>72</b>	<b>712,554</b>	<b>973,581</b>	
Q1 - Domestic WEWCC Only				
Domestic Q1 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Oct	4	18,500	39,438	\$ 35,122,495
Nov	3	26,000	19,987	\$ 16,171,781
Dec	5	224,750	72,682	\$ 303,451,291
<b>Domestic Q1 Definites</b>	<b>12</b>	<b>269,250</b>	<b>132,107</b>	<b>\$ 354,745,567</b>
<b>Domestic YTD Definites</b>	<b>12</b>	<b>269,250</b>	<b>132,107</b>	<b>\$ 354,745,567</b>
Domestic Q1 Tentatives	Groups	Attendees	Total Room Nights	
Oct	24	248,829	201,840	
Nov	25	340,425	618,971	
Dec	11	61,300	48,940	
<b>Domestic Q1 Tentatives</b>	<b>60</b>	<b>650,554</b>	<b>869,751</b>	
<b>Domestic YTD Tentatives</b>	<b>60</b>	<b>650,554</b>	<b>869,751</b>	
Q1 - Global WEWCC Only				
Global Q1 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Oct	-	-	-	\$ -
Nov	-	-	-	\$ -
Dec	1	4,500	7,050	\$ 8,296,356
<b>Global Q1 Definites</b>	<b>1</b>	<b>4,500</b>	<b>7,050</b>	<b>\$ 8,296,356</b>
<b>Global YTD Definites</b>	<b>1</b>	<b>4,500</b>	<b>7,050</b>	<b>\$ 8,296,356</b>
Global Q1 Tentatives	Groups	Attendees	Total Room Nights	
Oct	6	16,500	38,940	
Nov	6	45,500	64,890	
Dec	0	-	-	
<b>Global Q1 Tentatives</b>	<b>12</b>	<b>62,000</b>	<b>103,830</b>	
<b>Global YTD Tentatives</b>	<b>12</b>	<b>62,000</b>	<b>103,830</b>	

**Q2 - Total WEWCC Only (Domestic+Global Sales)**

Q2 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Jan	-	-	-	\$ -
Feb	4	78,200	104,244	\$ 137,262,972
Mar	7	48,700	66,373	\$ 59,591,879
<b>Total Q2 Definites</b>	<b>11</b>	<b>126,900</b>	<b>170,617</b>	<b>\$ 196,854,851</b>
<b>Total YTD Definites</b>	<b>24</b>	<b>400,650</b>	<b>309,774</b>	<b>\$ 559,896,774</b>

Q2 Tentatives	Groups	Attendees	Total Room Nights
Jan	12	60,700	131,233
Feb	22	172,572	189,689
Mar	27	148,000	289,057
<b>Total Q2 Tentatives</b>	<b>61</b>	<b>381,272</b>	<b>609,979</b>
<b>Total YTD Tentatives</b>	<b>133</b>	<b>1,093,826</b>	<b>1,583,560</b>

**Q2 - Domestic WEWCC Bookings Only**

Domestic Q2 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Jan	-	-	-	\$ -
Feb	4	78,200	104,244	\$ 137,262,972
Mar	7	48,700	66,373	\$ 59,591,879
<b>Domestic Q2 Definites</b>	<b>11</b>	<b>126,900</b>	<b>170,617</b>	<b>\$ 196,854,851</b>
<b>Domestic YTD Definites</b>	<b>23</b>	<b>396,150</b>	<b>302,724</b>	<b>\$ 551,600,418</b>

Domestic Q2 Tentatives	Groups	Attendees	Total Room Nights
Jan	12	60,700	131,233
Feb	17	157,572	152,225
Mar	23	136,800	278,611
<b>Domestic Q2 Tentatives</b>	<b>52</b>	<b>355,072</b>	<b>562,069</b>
<b>Domestic YTD Tentatives</b>	<b>112</b>	<b>1,005,626</b>	<b>1,431,820</b>

**Q2 - Global WEWCC Bookings Only**

Global Q2 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Jan	-	-	-	\$ -
Feb	-	-	-	\$ -
Mar	-	-	-	\$ -
<b>Global Q2 Definites</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$ -</b>
<b>Global YTD Definites</b>	<b>1</b>	<b>4,500</b>	<b>7,050</b>	<b>\$ 8,296,356</b>

Global Q2 Tentatives	Groups	Attendees	Total Room Nights
Jan	-	-	-
Feb	5	15,000	37,464
Mar	4	11,200	10,446
<b>Global Q2 Tentatives</b>	<b>9</b>	<b>26,200</b>	<b>47,910</b>
<b>Global YTD Tentatives</b>	<b>21</b>	<b>88,200</b>	<b>151,740</b>

**Q3 - Total WEWCC Only (Domestic+Global Sales)**

Q3 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Apr	2	16,000	2,195	\$ 16,283,073
May	1	1,600	3,730	\$ 1,859,393
Jun	2	6,500	12,419	\$ 9,419,385
<b>Total Q3 Definites</b>	<b>5</b>	<b>24,100</b>	<b>18,344</b>	<b>\$ 27,561,851</b>
<b>Total YTD Definites</b>	<b>29</b>	<b>424,750</b>	<b>328,118</b>	<b>\$ 587,458,625</b>

Q3 Tentatives	Groups	Attendees	Total Room Nights
Apr	14	35,600	103,203
May	20	90,700	183,813
Jun	19	118,800	149,880
<b>Total Q3 Tentatives</b>	<b>53</b>	<b>245,100</b>	<b>436,896</b>
<b>Total YTD Tentatives</b>	<b>186</b>	<b>1,338,926</b>	<b>2,020,456</b>

**Q3 - Domestic WEWCC Bookings Only**

Domestic Q3 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Apr	2	16,000	2,195	\$ 16,283,073
May	-	-	-	\$ -
Jun	1	2,000	3,379	\$ 2,554,754
<b>Domestic Q3 Definites</b>	<b>3</b>	<b>18,000</b>	<b>5,574</b>	<b>\$ 18,837,827</b>
<b>Domestic YTD Definites</b>	<b>26</b>	<b>414,150</b>	<b>308,298</b>	<b>\$ 570,438,245</b>

Domestic Q3 Tentatives	Groups	Attendees	Total Room Nights
Apr	11	32,100	95,743
May	18	84,200	169,814
Jun	18	118,300	149,380
<b>Domestic Q3 Tentatives</b>	<b>47</b>	<b>234,600</b>	<b>414,937</b>
<b>Domestic YTD Tentatives</b>	<b>159</b>	<b>1,240,226</b>	<b>1,846,757</b>

**Q3 - Global WEWCC Bookings Only**

Global Q3 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Apr	-	-	-	\$ -
May	1	1,600	3,730	\$ 1,859,393
Jun	1	4,500	9,040	\$ 6,864,631
<b>Global Q3 Definites</b>	<b>2</b>	<b>6,100</b>	<b>12,770</b>	<b>\$ 8,724,024</b>
<b>Global YTD Definites</b>	<b>3</b>	<b>10,600</b>	<b>19,820</b>	<b>\$ 17,020,380</b>

Global Q3 Tentatives	Groups	Attendees	Total Room Nights
Apr	3	3,500	7,460
May	2	6,500	13,999
Jun	1	500	500
<b>Global Q3 Tentatives</b>	<b>6</b>	<b>10,500</b>	<b>21,959</b>
<b>Global YTD Tentatives</b>	<b>27</b>	<b>98,700</b>	<b>173,699</b>

**Q4 - Total WEWCC Only (Domestic+Global Sales)**

Q4 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Jul	5	37,300	86,128	\$ 79,437,239
Aug	4	18,081	34,715	\$ 30,843,593
Sep	10	208,160	106,181	\$ 141,385,134
<b>Total Q4 Definites</b>	<b>19</b>	<b>263,541</b>	<b>227,024</b>	<b>\$ 251,665,966</b>
<b>Total YTD Definites</b>	<b>48</b>	<b>688,291</b>	<b>555,142</b>	<b>\$ 839,124,591</b>

Q4 Tentatives	Groups	Attendees	Total Room Nights
Jul	12	98,450	174,318
Aug	21	80,600	151,018
Sep	40	184,101	341,972
<b>Total Q4 Tentatives</b>	<b>73</b>	<b>363,151</b>	<b>667,308</b>
<b>Total YTD Tentatives</b>	<b>259</b>	<b>1,702,077</b>	<b>2,687,764</b>

**Q4 - Domestic WEWCC Bookings Only**

Domestic Q4 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Jul	5	37,300	86,128	\$ 79,437,239
Aug	3	10,000	16,671	\$ 19,144,059
Sep	10	208,160	106,181	\$ 141,385,134
<b>Domestic Q4 Definites</b>	<b>18</b>	<b>255,460</b>	<b>208,980</b>	<b>\$ 239,966,431</b>
<b>Domestic YTD Definites</b>	<b>44</b>	<b>669,610</b>	<b>517,278</b>	<b>\$ 810,404,677</b>

Domestic Q4 Tentatives	Groups	Attendees	Total Room Nights
Jul	9	79,250	152,550
Aug	16	64,450	112,888
Sep	34	165,801	311,440
<b>Domestic Q4 Tentatives</b>	<b>59</b>	<b>309,501</b>	<b>576,878</b>
<b>Domestic YTD Tentatives</b>	<b>218</b>	<b>1,549,727</b>	<b>2,423,635</b>

**Q4 - Global WEWCC Bookings Only**

Global Q4 Definites	Groups	Attendees	Total Room Nights	Economic Impact
Jul	-	-	-	\$ -
Aug	1	8,081	18,044	\$ 11,699,535
Sep	-	-	-	\$ -
<b>Global Q4 Definites</b>	<b>1</b>	<b>8,081</b>	<b>18,044</b>	<b>\$ 11,699,535</b>
<b>Global YTD Definites</b>	<b>4</b>	<b>18,681</b>	<b>37,864</b>	<b>\$ 28,719,915</b>

Global Q4 Tentatives	Groups	Attendees	Total Room Nights
Jul	3	19,200	21,768
Aug	5	16,150	38,130
Sep	6	18,300	30,532
<b>Global Q4 Tentatives</b>	<b>14</b>	<b>53,650</b>	<b>90,430</b>
<b>Global YTD Tentatives</b>	<b>41</b>	<b>152,350</b>	<b>264,129</b>

# DESTINATION DC BOOKING REPORT

## Meeting Sales

Meeting Location: WEWCC

Meeting Size: All

Status Date: 10.1.23 - 10.31.23

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Jared Kolleh	82404	Krewe of Pyros Foundation, Inc.	8th Annual Krewe of Pyros Mardi Gras Ball	1/26/2024	1/28/2024	10/20/2023	Definite	1,200	576	1,898	\$1,118,902
WEWCC	Priscilla Alvarez	81923	Cadmium	Cadmium Spark	7/22/2024	7/23/2024	10/3/2023	Definite	300	70	140	\$243,937
WEWCC	Shirley Del Carpio	85351	NAFSA: Association for International Educators	Annual National Convention	5/30/2023	6/2/2023	10/10/2023	Definite	8,500	4,000	18,700	\$16,422,505
WEWCC	Shirley Del Carpio	85352	NAFSA: Association for International Educators	Annual National Convention	5/31/2023	6/3/2023	10/10/2023	Definite	8,500	4,000	18,700	\$17,337,151
Domestic Definite				4					18,500		39,438	\$ 35,122,495

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Jared Kolleh	87268	Thurgood Marshall College Fund	Thurgood Marshall College Fund's DevCon and Sneakerball	9/18/2024	9/21/2024	10/24/2023	Tentative 1st option	1,350	608	2,521
WEWCC	Jenna Wiese	87180	Sage Software	North American Festival	11/5/2024	11/7/2024	10/16/2023	Tentative 3rd Option	4,500	3,100	12,175
WEWCC	Priscilla Alvarez	85681	American Craft Spirits Association Inc	ACSA Annual Convention	3/22/2025	3/25/2025	10/3/2023	Tentative 1st option	1,200	500	1,960
WEWCC	Katherine Russo	86840	Gallup	Gallup at Work Summit	4/7/2025	4/8/2025	10/25/2023	Tentative 2nd option	1,000	400	975
WEWCC	Jared Kolleh	87279	Confidential	Global Forum	6/8/2025	6/9/2025	10/24/2023	Tentative 1st option	1,500	600	1,400
WEWCC	Jared Kolleh	87057	Blacks in Government	46th Annual National Training Institute	8/3/2025	8/6/2025	10/4/2023	Tentative 1st option	1,200	800	4,275
WEWCC	Jared Kolleh	87337	National Native American Human Resources Association	29th Annual Conference	9/21/2025	9/25/2025	10/31/2023	Tentative 1st option	1,000	1,000	5,000
WEWCC	Katherine Russo	87392	Solution Tree	PLC at Work Institute	8/12/2026	8/14/2026	10/31/2023	Tentative 2nd option	1,600	370	1,055
WEWCC	Jared Kolleh	87220	Islamic Society of North America	63rd annual ISNA convention	9/4/2026	9/6/2026	10/18/2023	Tentative 1st option	8,000	750	2,395
WEWCC	Jenna Wiese	87376	Osaic	Osaic ConnectED	9/27/2026	9/30/2026	10/31/2023	Tentative 3rd Option	5,000	3,500	11,870
WEWCC	Brandon Murray	87149	American Society of Addiction Medicine	ASAM Annual	4/1/2027	4/3/2027	10/12/2023	Tentative 3rd Option	3,000	1,400	5,049
WEWCC	Jenna Wiese	87030	Amazon Web Services	AWS Public Sector Summit	7/20/2027	7/21/2027	10/2/2023	Tentative 3rd Option	15,000	600	1,935
WEWCC	Jenna Wiese	87263	Emerald Expositions (formerly Nielsen Expositions)	Emerald - EDspaces	9/19/2027	9/21/2027	10/24/2023	Tentative 3rd Option	4,000	1,736	6,460
WEWCC	Jenna Wiese	87264	Emerald Expositions (formerly Nielsen Expositions)	Emerald - EDspaces	10/24/2028	10/26/2028	10/24/2023	Tentative 3rd Option	4,000	1,823	6,784
WEWCC	Catherine Fehrens	87185	National Council on Education for Ceramic Arts	Annual Meeting	3/14/2029	3/16/2029	10/16/2023	Tentative 1st option	1,200	1,200	3,810
WEWCC	Nancy Umansky	87273	Pediatric Academic Societies, Inc	Pediatric Academic Societies	4/27/2029	4/29/2029	10/23/2023	Tentative 3rd Option	4,000	3,500	11,900
WEWCC	Jenna Wiese	87066	Sunbelt Rentals	Sunbelt - POWERHOUSE	6/3/2029	6/5/2029	10/4/2023	Tentative 3rd Option	12,079	12,079	38,437
WEWCC	Jared Kolleh	87024	International Union of Painters and Allied Trades	38th General Convention	7/15/2029	7/19/2029	10/2/2023	Tentative 1st option	1,200	961	6,679
WEWCC	Nancy Umansky	87069	American Public Works Association	APWA Public Works Expo	8/25/2029	8/28/2029	10/23/2023	Tentative 3rd Option	6,000	2,000	8,420
WEWCC	Nancy Umansky	87274	Pediatric Academic Societies, Inc	Pediatric Academic Societies	4/25/2031	4/27/2031	10/23/2023	Tentative 3rd Option	4,000	3,500	11,900
WEWCC	Brandon Murray	87037	Otakon	Annual Convention	7/29/2032	7/31/2032	10/2/2023	Tentative 3rd Option	42,000	4,207	14,210
WEWCC	Brandon Murray	87038	Otakon	Annual Convention	7/28/2033	7/30/2033	10/2/2023	Tentative 3rd Option	42,000	4,207	14,210
WEWCC	Brandon Murray	87039	Otakon	Annual Convention	7/27/2034	7/29/2034	10/2/2023	Tentative 3rd Option	42,000	4,207	14,210
WEWCC	Brandon Murray	87040	Otakon	Annual Convention	7/26/2035	7/28/2035	10/2/2023	Tentative 3rd Option	42,000	4,207	14,210
Domestic Tentative				24					248,829		201,840

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Global Definite				-					-		-	\$ -

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Tara Miller	87357	Atlassian	Revenue Kick Off (RKO)	7/22/2024	7/24/2024	10/31/2023	Tentative 3rd Option	2,000	1,550	5,455
WEWCC	Patricia Najjar	87064	DEKON	International Medical Congress	4/29/2025	5/2/2025	10/5/2023	Tentative 3rd Option	1,000	250	1,000
WEWCC	Tara Miller	87287	Nutanix	.NEXT Nutanix	5/4/2025	5/6/2025	10/25/2023	Tentative 3rd Option	4,500	2,950	11,515
WEWCC	Tara Miller	87358	Atlassian	Revenue Kick Off (RKO)	7/7/2025	7/9/2025	10/31/2023	Tentative 3rd Option	2,000	1,550	5,455
WEWCC	Tara Miller	87359	Atlassian	Revenue Kick Off (RKO)	7/6/2026	7/8/2026	10/31/2023	Tentative 3rd Option	2,000	1,550	5,455
WEWCC	Tara Miller	87159	World Federation of Hemophilia	WFH World Congress	4/30/2028	5/3/2028	10/13/2023	Tentative 3rd Option	5,000	2,000	10,060
Global Tentative				6					16,500		38,940

# DESTINATION DC BOOKING REPORT

## Meeting Sales

Meeting Location: WEWCC

Meeting Size: All

Status Date: 11.1.23 - 11.30.23

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Nancy Umansky	82063	Professional Convention Management Association	Business Events Industry Week	4/9/2024	4/11/2024	11/3/2023	Definite	1,000	483	1,719	\$2,466,250
WEWCC	Jenna Wiese	73815	Amazon Web Services	AWS Public Sector Summit	6/10/2025	6/11/2025	11/2/2023	Definite	15,000	600	1,935	\$13,705,531
WEWCC	Shirley Del Carpio	84684	Girl Scouts of the USA	National Convention	7/21/2026	7/24/2026	11/2/2023	Definite	10,000	2,925	16,333	\$10,191,554.19
Domestic Definite				3					26,000		19,987	\$ 16,171,781

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Jenna Wiese	87584	International Business Machines Corporation (IBM)	Consulting Growth Conference- AMERICAS, EMEA, APAC & Japan Session	5/13/2024	5/16/2024	11/17/2023	Tentative 3rd Option	2,550	2,550	11,100
WEWCC	Megan Fariel	87389	I AM ALS	ALS Community Summit	5/30/2024	6/1/2024	11/1/2023	Tentative 1st option	150	60	258
WEWCC	Kaan Eren	87542	ISC2	(ISC) Secure	6/12/2024	6/12/2024	11/9/2023	Tentative 1st option	325	15	25
WEWCC	Jared Kolleh	87710	National 4-H Council	Ignite by 4-H	2/19/2025	2/23/2025	11/21/2023	Tentative 1st option	1,200	850	4,250
WEWCC	Jenna Wiese	87564	Google	Generate	3/19/2025	3/21/2025	11/9/2023	Tentative 3rd Option	15,000	10,000	37,000
WEWCC	Jenna Wiese	87565	Google	Generate	2/22/2026	2/24/2026	11/9/2023	Tentative 3rd Option	15,000	10,000	37,000
WEWCC	Jared Kolleh	87788	American Israel Public Affairs Committee	AIAPAC Summit	5/3/2026	5/4/2026	11/29/2023	Tentative 1st option	2,000	1,000	2,100
WEWCC	Jenna Wiese	87513	ServiceNow	Knowledge	9/27/2027	9/29/2027	11/8/2023	Tentative 3rd Option	25,000	9,300	41,536
WEWCC	Jenna Wiese	87620	Emerson	Emerson - Immerse+	4/2/2028	4/5/2028	11/17/2023	Tentative 3rd Option	3,500	2,200	10,830
WEWCC	Jenna Wiese	87514	ServiceNow	Knowledge	7/17/2028	7/19/2028	11/8/2023	Tentative 3rd Option	25,000	9,300	41,536
WEWCC	Brandon Murray	87545	North American Division Corporation of Seventh Day Adventists	NAD Educators' Convention	8/8/2028	8/10/2028	11/13/2023	Tentative 3rd Option	6,000	3,062	10,574
WEWCC	Jenna Wiese	87491	Chick-fil-A	NEXT	3/11/2029	3/13/2029	11/6/2023	Tentative 3rd Option	12,000	7,600	27,695
WEWCC	Shirley Del Carpio	87470	American College of Cardiology	Annual Meeting	3/16/2029	3/18/2029	11/6/2023	Tentative 3rd Option	25,000	8,500	33,745
WEWCC	Jenna Wiese	87482	Chick-fil-A	NEXT	2/10/2030	2/12/2030	11/6/2023	Tentative 3rd Option	12,500	7,500	27,395
WEWCC	Shirley Del Carpio	87471	American College of Cardiology	Annual Meeting	3/29/2030	3/31/2030	11/6/2023	Tentative 3rd Option	25,000	8,500	33,745
WEWCC	Jenna Wiese	87483	Chick-fil-A	NEXT	2/9/2031	2/11/2031	11/6/2023	Tentative 3rd Option	8,200	8,200	29,495
WEWCC	Shirley Del Carpio	87472	American College of Cardiology	Annual Meeting	3/7/2031	3/9/2031	11/6/2023	Tentative 3rd Option	25,000	8,500	33,745
WEWCC	Nancy Umansky	87562	American Heart Association	Annual Scientific Session	11/7/2031	11/9/2031	11/9/2023	Tentative 3rd Option	10,000	5,600	20,911
WEWCC	Jenna Wiese	87484	Chick-fil-A	NEXT	2/8/2032	2/10/2032	11/6/2023	Tentative 3rd Option	13,500	8,500	30,395
WEWCC	Shirley Del Carpio	87473	American College of Cardiology	Annual Meeting	3/5/2032	3/7/2032	11/6/2023	Tentative 3rd Option	25,000	8,500	33,745
WEWCC	Jenna Wiese	87485	Chick-fil-A	NEXT	2/13/2033	2/15/2033	11/6/2023	Tentative 3rd Option	14,000	8,800	31,295
WEWCC	Nancy Umansky	87563	American Heart Association	Annual Scientific Session	11/11/2033	11/13/2033	11/9/2023	Tentative 3rd Option	10,000	5,600	20,911
WEWCC	Jenna Wiese	87487	Chick-fil-A	NEXT	2/12/2034	2/14/2034	11/6/2023	Tentative 3rd Option	14,500	9,100	32,195
WEWCC	Shirley Del Carpio	87474	American College of Cardiology	Annual Meeting	3/16/2035	3/18/2035	11/6/2023	Tentative 3rd Option	25,000	8,500	33,745
WEWCC	Shirley Del Carpio	86258	American College of Cardiology	Annual Meeting	3/13/2037	3/15/2037	11/6/2023	Tentative 3rd Option	25,000	8,500	33,745
Domestic Tentative				25					340,425		618,971

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Global Definite				-					-		-	\$ -

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Tara Miller	87361	Celonis	Sales Kick Off	3/24/2024	3/26/2024	11/8/2023	Tentative 3rd Option	3,000	2,500	7,500
WEWCC	Patricia Najar	87625	World Symposia on Pulmonary Hypertension Association	8th World Symposium on Pulmonary Hypertension	6/17/2028	6/21/2028	11/16/2023	Tentative 3rd Option	1,500	450	2,050
WEWCC	Tara Miller	86892	International City / County Management Association	ICMA Annual Conference	9/23/2028	9/26/2028	11/8/2023	Tentative 3rd Option	5,500	3,200	13,632
WEWCC	Tara Miller	87745	Neural Information Processing Systems Foundation	NeurIPS Conference	12/3/2028	12/8/2028	11/27/2023	Tentative 3rd Option	15,000	2,010	14,038
WEWCC	Tara Miller	86893	International City / County Management Association	ICMA Annual Conference	9/15/2029	9/18/2029	11/8/2023	Tentative 3rd Option	5,500	3,200	13,632
WEWCC	Tara Miller	87744	Neural Information Processing Systems Foundation	NeurIPS Conference	12/2/2029	12/7/2029	11/27/2023	Tentative 3rd Option	15,000	2,010	14,038
Global Tentative				6					45,500		64,890

**DESTINATION DC BOOKING REPORT**  
**Meeting Sales**  
**Meeting Location: WEWCC**  
**Meeting Size: All**  
**Status Date: 12.1.23 - 12.31.23**

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Priscilla Alvarez	49090	Washington Area New Automobile Dealers Association	The Washington Auto Show	1/24/2024	1/27/2024	12/14/2023	Definite	200,000	330	1,362	\$254,740,995
WEWCC	Priscilla Alvarez	86239	NDIA -National Defense Industrial Association	Emerging Technologies for Defense Conference & Exhibition	8/7/2024	8/9/2024	12/18/2023	Definite	750	150	520	\$775,224
WEWCC	Nancy Umansky	73805	National Association of Realtors	Mid-Year Legislative Meeting and Trade Expo	5/5/2029	5/9/2029	12/15/2023	Definite	8,000	5,000	23,600	\$15,451,941
WEWCC	Nancy Umansky	77677	National Association of Realtors	Mid-Year Legislative Meeting and Trade Expo	6/1/2030	6/5/2030	12/15/2023	Definite	8,000	5,000	23,600	\$15,980,769
WEWCC	Nancy Umansky	73803	National Association of Realtors	Mid-Year Legislative Meeting and Trade Expo	5/31/2031	6/4/2031	12/15/2023	Definite	8,000	5,000	23,600	\$16,502,360
<b>Domestic Definite</b>				<b>5</b>					<b>224,750</b>		<b>72,682</b>	<b>\$ 303,451,291</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Jared Kolleh	87970	Embassy of the Republic of Rwanda	Rwanda Day	2/2/2024	2/3/2024	12/12/2023	Tentative 1st option	3,500	800	1,600
WEWCC	Jared Kolleh	87815	Navy Federal Financial Group	Annual Awards Ceremony and Gala	3/29/2025	3/29/2025	12/1/2023	Tentative 1st option	2,500	665	1,060
WEWCC	John Sklencar	87666	Practitioners	National Conference	3/11/2026	3/14/2026	12/4/2023	Tentative 2nd option	1,500	900	3,920
WEWCC	Jared Kolleh	87838	LeftField Media	Awesome Con	3/13/2026	3/15/2026	12/4/2023	Tentative 1st option	25,500	1,000	3,980
WEWCC	Brandon Murray	87096	American Society for Biochemistry & Molecular Biology	ASBMB DiscoverBMB	3/13/2026	3/16/2026	12/4/2023	Tentative 3rd Option	3,000	1,008	4,374
WEWCC	Priscilla Alvarez	87888	Vacation Rental Management Association	VRMA Spring Forum	4/12/2026	4/13/2026	12/7/2023	Tentative 2nd option	800	511	1,490
WEWCC	Jenna Wiese	87899	Amazon Web Services	AWS re:Inforce	9/6/2026	9/8/2026	12/7/2023	Tentative 3rd Option	5,500	1,900	6,935
WEWCC	Jenna Wiese	87867	KCI Event Management	Client Conference	9/7/2026	9/9/2026	12/6/2023	Tentative 3rd Option	5,000	3,000	9,487
WEWCC	Brandon Murray	87851	American Society for Biochemistry & Molecular Biology	ASBMB DiscoverBMB	3/12/2027	3/15/2027	12/5/2023	Tentative 3rd Option	3,000	1,008	4,374
WEWCC	Jenna Wiese	87905	Amazon Web Services	AWS re:Inforce	7/18/2027	7/20/2027	12/7/2023	Tentative 3rd Option	5,500	1,900	6,935
WEWCC	Brandon Murray	87997	Biomedical Engineering Society	BMES Annual Meeting	10/4/2028	10/6/2028	12/14/2023	Tentative 3rd Option	5,500	1,350	4,785
<b>Domestic Tentative</b>				<b>11</b>					<b>61,300</b>		<b>48,940</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Tara Miller	67802	Society for Biomaterials	World Biomaterials Congress	4/24/2028	4/28/2028	12/26/2023	Definite	4,500	1,440	7,050	\$8,296,356
<b>Global Definite</b>				<b>1</b>					<b>4,500</b>		<b>7,050</b>	<b>\$ 8,296,356</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
<b>Global Tentative</b>				-					-		-



# DESTINATION DC BOOKING REPORT

Meeting Sales

Meeting Location: WEWCC

Meeting Size: All

Status Date: 1.1.24 - 1.31.24

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Domestic Definite				0					-		-	\$ -

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Jenna Wiese	88412	Trimble	Trimble Innovate	3/19/2025	3/21/2025	1/22/2024	Tentative 3rd Option	2,500	1,980	7,035
WEWCC	Jenna Wiese	88368	SAS Institute, Inc.	SAS Innovate	4/19/2026	4/21/2026	1/22/2024	Tentative 3rd Option	2,400	1,500	5,495
WEWCC	Temp National Account Director	87761	Association of Latino Professionals for America	Annual Convention	8/2/2026	8/6/2026	1/11/2024	Tentative 3rd Option	7,000	2,500	10,100
WEWCC	Catherine Fehrens	88157	Society of Surgical Oncology	Annual Meeting	3/17/2027	3/19/2027	1/4/2024	Tentative 1st option	2,000	920	3,263
WEWCC	John Sklencar	88350	HMP Communications	The Symposium on Advanced Wound Care Spring and Wound Healing Society Conference	3/30/2027	4/4/2027	1/25/2024	Tentative 3rd Option	1,800	1,425	5,320
WEWCC	Temp National Account Director	88351	ACM SIGGRAPH	SIGGRAPH Annual Conference	7/17/2027	7/21/2027	1/18/2024	Tentative 3rd Option	5,000	3,700	20,263
WEWCC	Temp National Account Director	88352	ACM SIGGRAPH	SIGGRAPH Annual Conference	7/15/2028	7/19/2028	1/18/2024	Tentative 3rd Option	5,000	3,700	20,263
WEWCC	John Sklencar	88342	Institute of Electrical and Electronic Engineers	IEEE APEC Conference & Exposition	3/25/2029	3/29/2029	1/18/2024	Tentative 2nd option	6,000	1,100	4,555
WEWCC	Brandon Murray	88569	Southern Regional Education Board	Making Schools Work Conference	7/10/2029	7/12/2029	1/30/2024	Tentative 3rd Option	3,000	2,200	7,660
WEWCC	Brandon Murray	88277	National Black MBA Association	Annual Conference & Exposition	9/29/2032	9/30/2032	1/10/2024	Tentative 3rd Option	8,000	3,200	9,524
WEWCC	Shirley Del Carpio	87787	American College of Physicians Internal Medicine / Doctors for Adults	Internal Medicine Meeting (IMM33)	3/30/2033	4/1/2033	1/25/2024	Tentative 3rd Option	10,000	4,450	17,910
WEWCC	Brandon Murray	88499	Infectious Diseases Society of America	IDWeek	10/15/2036	10/18/2036	1/25/2024	Tentative 3rd Option	8,000	4,500	19,845
Domestic Tentative				12					60,700		131,233

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Global Definite				-					-		-	\$ -

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
Global Tentative				-					-		-

**DESTINATION DC BOOKING REPORT**  
**Meeting Sales**  
**Meeting Location: WEWCC**  
**Meeting Size: All**  
**Status Date: 2.1.24 - 2.29.24**

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	John Sklencar	85113	American Montessori Society	Annual Meeting	3/18/2026	3/22/2026	2/9/2024	Definite	3,200	850	3,009	\$5,676,132
WEWCC	Shirley Del Carpio	85429	American College of Cardiology Foundation	Annual Meeting	3/18/2033	3/20/2033	2/23/2024	Definite	25,000	8,500	33,745	\$42,303,687
WEWCC	Shirley Del Carpio	87474	American College of Cardiology Foundation	Annual Meeting	3/16/2035	3/18/2035	2/23/2024	Definite	25,000	8,500	33,745	\$43,817,772
WEWCC	Shirley Del Carpio	86258	American College of Cardiology Foundation	Annual Meeting	3/13/2037	3/15/2037	2/23/2024	Definite	25,000	8,500	33,745	\$45,465,380
<b>Domestic Definite</b>				<b>4</b>					<b>78,200</b>		<b>104,244</b>	<b>\$ 137,262,972</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Jenna Wiese	88768	Hewlett Packard	Global Sales Kickoff RFI	12/2/2024	12/5/2024	2/12/2024	Tentative 3rd Option	12,000	10,000	44,925
WEWCC	Jenna Wiese	88884	Hewlett Packard	Global Sales Kickoff RFI	12/2/2024	12/5/2024	2/19/2024	Tentative 3rd Option	12,000	10,000	44,925
WEWCC	Jenna Wiese	88622	Salesforce, Inc.	Salesforce World Tour (DC)	5/4/2025	5/7/2025	2/2/2024	Tentative 3rd Option	5,000	121	681
WEWCC	John Sklencar	88649	NDIA -National Defense Industrial Association	Emerging Technologies for Defense Conference & Exhibition	8/26/2025	8/29/2025	2/5/2024	Tentative 2nd option	750	150	520
WEWCC	Jared Kolleh	88802	Krewe of Pyros Foundation, Inc.	10th Annual Krewe of Pyros Mardi Gras Ball	1/16/2026	1/17/2026	2/12/2024	Tentative 1st option	1,200	628	1,898
WEWCC	Jared Kolleh	88906	National 4-H Council	Ignite by 4-H	3/17/2026	3/21/2026	2/20/2024	Tentative 1st option	4,000	1,200	6,000
WEWCC	Jared Kolleh	89012	Navy Federal Credit Union	Annual Awards Ceremony and Gala	3/22/2026	3/22/2026	2/27/2024	Tentative 1st option	2,500	666	936
WEWCC	Jenna Wiese	88620	Informa Tech	(Informa Tech) Data Center World	4/20/2026	4/22/2026	2/2/2024	Tentative 3rd Option	715	715	2,711
WEWCC	Jared Kolleh	88815	Asian Pacific American Institute for Congressional Studies	Annual Legislative Leadership Summit & Awards Gala	5/10/2026	5/12/2026	2/13/2024	Tentative 1st option	1,000	84	236
WEWCC	Jared Kolleh	88701	LeftField Media	Awesome Con	4/2/2027	4/4/2027	2/7/2024	Tentative 1st option	25,500	1,000	3,980
WEWCC	Shirley Del Carpio	88656	National Committee for Quality Assurance	Health Innovation Summit Annual Meeting	11/1/2027	11/2/2027	2/5/2024	Tentative 3rd Option	1,800	1,200	3,795
WEWCC	Jared Kolleh	88702	LeftField Media	Awesome Con	4/13/2028	4/15/2028	2/7/2024	Tentative 1st option	25,500	1,000	3,980
WEWCC	Temp National Account Director	88914	Confidential	National Conference	5/2/2029	5/3/2029	2/21/2024	Tentative 3rd Option	1,607	1,607	4,871
WEWCC	Jenna Wiese	89059	Gartner	Security & Risk Conference	6/3/2029	6/5/2029	2/29/2024	Tentative 3rd Option	8,000	5,000	17,100
WEWCC	Jared Kolleh	88703	LeftField Media	Awesome Con	7/13/2029	7/15/2029	2/7/2024	Tentative 1st option	25,500	1,000	3,980
WEWCC	Brandon Murray	88950	National Head Start Association	National Conference	4/15/2030	4/17/2030	2/22/2024	Tentative 3rd Option	5,000	2,000	7,707
WEWCC	Jared Kolleh	88733	LeftField Media	Awesome Con	7/26/2030	7/28/2030	2/8/2024	Tentative 1st option	25,500	1,000	3,980
<b>Domestic Tentative</b>				<b>17</b>					<b>157,572</b>		<b>152,225</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
<b>Global Definite</b>				-					-		-	<b>\$ -</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Patricia Najar	88907	National Homeland Security Association	National Homeland Security Conference	8/24/2025	8/27/2025	2/20/2024	Tentative 3rd Option	1,600	900	3,730
WEWCC	Tara Miller	88876	Informa Connect	Content Marketing World	10/27/2026	10/29/2026	2/16/2024	Tentative 3rd Option	3,000	1,684	5,152
WEWCC	Tara Miller	88877	Shoppers Drug Mart	National Conference	2/3/2027	2/7/2027	2/16/2024	Tentative 3rd Option	2,400	2,329	10,980
WEWCC	Tara Miller	88878	Informa Connect	Content Marketing World	10/5/2027	10/7/2027	2/16/2024	Tentative 3rd Option	3,000	1,684	5,152
WEWCC	Tara Miller	88751	Society for Industrial and Applied Mathematics	International Council for Industrial and Applied Mathematics (ICIAM) Congress	8/24/2031	8/28/2031	2/9/2024	Tentative 3rd Option	5,000	2,200	12,450
<b>Global Tentative</b>				<b>5</b>					<b>15,000</b>		<b>37,464</b>

**DESTINATION DC BOOKING REPORT**  
**Meeting Sales**  
**Meeting Location: WEWCC**  
**Meeting Size: All**  
**Status Date: 3.1.24 - 3.31.24**

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Shirley Del Carpio	45673	Congressional Black Caucus Foundation	Annual Legislative Conference	9/11/2024	9/14/2024	3/1/2024	Definite	8,000	500	2,271	\$2,790,206
WEWCC	Jared Kolleh	88799	Krewe of Pyros Foundation, Inc.	9th Annual Krewe of Pyros Mardi Gras Ball	1/24/2025	1/25/2025	3/8/2024	Definite	1,200	628	1,898	\$1,154,844
WEWCC	Jared Kolleh	87815	Navy Federal Credit Union	Annual Awards Ceremony and Gala	3/22/2025	3/22/2025	3/1/2024	Definite	2,500	665	1,060	\$841,994
WEWCC	Shirley Del Carpio	45674	Congressional Black Caucus Foundation	Annual Legislative Conference	9/24/2025	9/27/2025	3/1/2024	Definite	8,000	500	2,271	\$4,957,003
WEWCC	John Sklenar	86923	National Sales Network	NSN Annual Conference & Career Fair	8/12/2026	8/15/2026	3/29/2024	Definite	2,000	900	2,620	\$3,312,296
WEWCC	Shirley Del Carpio	51570	National Academy of Sciences on behalf of Transportation Research Board	Annual Meeting	1/12/2031	1/14/2031	3/1/2024	Definite	10,000	5,317	21,153	\$14,034,016
WEWCC	Brandon Murray	47509	American Urological Association	Annual Meeting	5/13/2032	5/16/2032	3/28/2024	Definite	17,000	9,000	35,100	\$32,501,520
<b>Domestic Definite</b>				<b>7</b>					<b>48,700</b>		<b>66,373</b>	<b>\$ 59,591,879</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Priscilla Alvarez	86965	Innovating Commerce Serving Communities	ICSC@MID-ATLANTIC	11/6/2024	11/6/2024	3/7/2024	Tentative 2nd option	200	200	280
WEWCC	Jenna Wiese	89202	Amazon Web Services	Amazon Web Services (AWS) re:Inforce	8/24/2025	8/26/2025	3/12/2024	Tentative 3rd Option	5,500	1,900	6,935
WEWCC	Priscilla Alvarez	88171	Advanced Technology International	MOSA Summit	9/8/2025	9/9/2025	3/7/2024	Tentative 1st option	2,000	300	750
WEWCC	Jenna Wiese	89265	ServiceNow	ServiceNow World Forum AMS	10/28/2025	10/30/2025	3/15/2024	Tentative 3rd Option	1,500	100	350
WEWCC	Shirley Del Carpio	88826	American Israel Public Affairs Committee	AIIPAC Summit	2/22/2026	2/23/2026	3/18/2024	Tentative 1st option	4,000	1,650	3,785
WEWCC	Jenna Wiese	89312	Salesforce, Inc.	Annual Salesforce SKO	4/22/2026	4/25/2026	3/19/2024	Tentative 3rd Option	5,500	5,450	23,175
WEWCC	Jenna Wiese	89313	Salesforce, Inc.	Annual Salesforce SKO	2/8/2027	2/11/2027	3/19/2024	Tentative 3rd Option	5,500	5,450	23,175
WEWCC	Shirley Del Carpio	89291	American Israel Public Affairs Committee	AIIPAC Summit	2/21/2027	2/22/2027	3/21/2024	Tentative 1st option	4,000	1,650	3,785
WEWCC	Temp National Account	89444	AVID Center	Summer Institute	7/18/2027	7/20/2027	3/27/2024	Tentative 3rd Option	3,100	1,700	5,480
WEWCC	Jenna Wiese	88951	Dynamic Communities, Inc.	Community Summit North America	10/3/2027	10/6/2027	3/12/2024	Tentative 3rd Option	4,000	3,200	13,184
WEWCC	Jared Kolleh	89420	Executive Leadership Council	ELC's Recognition Gala	10/5/2027	10/7/2027	3/26/2024	Tentative 1st option	3,000	1,300	3,358
WEWCC	Jenna Wiese	89330	HLTH	VIVE	2/6/2028	2/8/2028	3/20/2024	Tentative 3rd Option	9,500	3,800	13,566
WEWCC	Brandon Murray	89088	Asian American Hotel Owners Association	AAHOACON	5/9/2028	5/11/2028	3/4/2024	Tentative 3rd Option	6,500	2,000	7,015
WEWCC	Temp National Account	89499	American Society for Healthcare Engineering	Health Care Facilities Innovation Conference & Exhibition	7/9/2028	7/11/2028	3/29/2024	Tentative 3rd Option	4,000	1,500	5,258
WEWCC	Jenna Wiese	89271	Gartner	Security & Risk Conference	7/16/2028	7/18/2028	3/15/2024	Tentative 3rd Option	8,000	5,000	17,100
WEWCC	Jared Kolleh	89421	Executive Leadership Council	ELC's Recognition Gala	10/3/2028	10/5/2028	3/26/2024	Tentative 1st option	3,000	1,300	3,358
WEWCC	Jared Kolleh	89194	Society for Advancement of Chicanos and Native Americans in Science	National Diversity in STEM	10/25/2028	10/28/2028	3/12/2024	Tentative 1st option	7,500	1,825	7,357
WEWCC	Brandon Murray	89262	Association for Research in Vision & Ophthalmology	Annual Meeting	6/14/2030	6/18/2030	3/15/2024	Tentative 3rd Option	12,000	5,000	29,800
WEWCC	Jenna Wiese	89273	Gartner	Security & Risk Conference	6/16/2030	6/18/2030	3/15/2024	Tentative 3rd Option	8,000	5,000	17,100
WEWCC	Jenna Wiese	89278	Gartner	Security & Risk Conference	6/15/2031	6/17/2031	3/15/2024	Tentative 3rd Option	8,000	5,000	17,100
WEWCC	Jenna Wiese	89279	Gartner	Security & Risk Conference	7/11/2032	7/13/2032	3/15/2024	Tentative 3rd Option	8,000	5,000	17,100
WEWCC	Brandon Murray	89263	Association for Research in Vision & Ophthalmology	Annual Meeting	5/6/2034	5/10/2034	3/15/2024	Tentative 3rd Option	12,000	5,000	29,800
WEWCC	Brandon Murray	89264	Association for Research in Vision & Ophthalmology	Annual Meeting	5/5/2035	5/9/2035	3/15/2024	Tentative 3rd Option	12,000	5,000	29,800
<b>Domestic Tentative</b>				<b>23</b>					<b>136,800</b>		<b>278,611</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
<b>Global Definite</b>				<b>-</b>					<b>-</b>		<b>-</b>	<b>\$ -</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Tara Miller	89106	Schneider Electric	Innovation Summit North America (ISNA)	5/7/2025	5/8/2025	3/8/2024	Tentative 2nd option	2,200	1,805	5,001
WEWCC	Patricia Najar	89100	Electric Drive Transportation Association	39th Electric Vehicle Symposium and Exposition	6/9/2026	6/11/2026	3/10/2024	Tentative 3rd Option	2,500	116	415
WEWCC	Patricia Najar	89398	Informa Connect	AOCF, Catersource & The Special Event	3/1/2027	3/3/2027	3/25/2024	Tentative 3rd Option	6,000	1,200	5,000
WEWCC	Tara Miller	89495	Innovation Zero	Innovation Zero	7/24/2025	7/24/2025	3/29/2024	Tentative 2nd option	500	10	30
<b>Global Tentative</b>				<b>4</b>					<b>11,200</b>		<b>10,446</b>

# DESTINATION DC BOOKING REPORT

Meeting Sales

Meeting Location: WEWCC

Meeting Size: All

Status Date: 4.1.24 - 4.30.24

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	John Sklencar	86842	Securing Americas Future Energy	SAFE Summit	3/31/2025	4/2/2025	4/26/2024	Definite	1,000	100	260	\$1,369,069
WEWCC	Jenna Wiese	85547	Amazon Web Services	AWS Public Sector Summit	6/29/2026	6/30/2026	4/12/2024	Definite	15,000	600	1,935	\$14,914,003
Domestic Definite				2					16,000		2,195	\$ 16,283,073

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Shirley Del Carpio	89457	National Conference Services, Inc.	Department of Defense Intelligence Conference	7/6/2025	7/8/2025	4/8/2024	Tentative 1st option	2,500	1,500	5,100
WEWCC	Shirley Del Carpio	89682	National Association of Home Builders	NAHB Spring Leadership Meeting	5/5/2026	5/7/2026	4/15/2024	Tentative 3rd Option	800	512	1,719
WEWCC	John Sklencar	89568	Association of Energy Engineers	AEE World	10/26/2026	10/29/2026	4/4/2024	Tentative 2nd option	3,000	775	3,205
WEWCC	Jenna Wiese	89812	Home Depot Co	Store Managers Meeting	3/2/2027	3/4/2027	4/23/2024	Tentative 3rd Option	3,700	3,623	14,132
WEWCC	Shirley Del Carpio	89681	National Association of Home Builders	NAHB Spring Leadership Meeting	6/22/2027	6/24/2027	4/12/2024	Tentative 3rd Option	800	512	1,719
WEWCC	Brandon Murray	89823	National Association of Community Health Centers	NACHC CHI Expo	8/27/2027	8/29/2027	4/24/2024	Tentative 3rd Option	3,000	2,300	10,007
WEWCC	Jenna Wiese	89813	Home Depot Co	Store Managers Meeting	3/7/2028	3/9/2028	4/23/2024	Tentative 3rd Option	3,700	3,623	14,132
WEWCC	Murray Ryan	89631	American Medical Society for Sports Medicine	Annual Meeting 2028	5/5/2028	5/8/2028	4/9/2024	Tentative 3rd Option	3,000	1,600	7,710
WEWCC	Jenna Wiese	89814	Home Depot Co	Store Managers Meeting	3/6/2029	3/8/2029	4/23/2024	Tentative 3rd Option	3,700	3,623	14,132
WEWCC	Jenna Wiese	89815	Home Depot Co	Store Managers Meeting	3/12/2030	3/14/2030	4/23/2024	Tentative 3rd Option	3,700	3,623	14,132
WEWCC	Jenna Wiese	89657	Pax8	Pax8 Beyond	6/16/2030	6/19/2030	4/18/2024	Tentative 3rd Option	4,200	2,800	9,755
Domestic Tentative				11					32,100		95,743

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Global Definite				-					-		-	\$ -

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Patricia Najar	89666	Mozilla	All Hands	8/10/2025	8/14/2025	4/12/2024	Tentative 3rd Option	1,100	1,100	5,660
WEWCC	Patricia Najar	89893	Sustainable Energy Council	Hydrogen Americas Summit	9/7/2025	9/8/2025	4/30/2024	Tentative 3rd Option	700	150	300
WEWCC	Patricia Najar	89550	International Society for Extracellular Vesicles	ISEV Annual Meeting	5/6/2026	5/7/2026	4/4/2024	Tentative 2nd option	1,700	450	1,500
Global Tentative				3					3,500		7,460

# DESTINATION DC BOOKING REPORT

## Meeting Sales

Meeting Location: WEWCC

Meeting Size: All

Status Date: 5.1.24 - 5.31.24

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Domestic Definite				-					-		-	\$ -

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Jared Kolleh	90215	ITServe Alliance	ITServe Synergy	11/12/2025	11/14/2025	5/21/2024	Tentative 1st option	2,000	1,250	3,240
WEWCC	Priscilla Alvarez	90266	The Annie E. Casey Foundation	Jim Casey Initiative 25h Anniversary National Convening	5/5/2026	5/6/2026	5/28/2024	Tentative 2nd option	500	500	1,233
WEWCC	Jenna Wiese	90147	ServiceNow	SN Federal Forum	5/6/2026	5/7/2026	5/22/2024	Tentative 3rd Option	2,000	600	1,303
WEWCC	Catherine Fehrens	90204	Netroots Nation	Netroots Nation: Annual Convention	8/19/2026	8/22/2026	5/22/2024	Tentative 1st option	1,000	650	2,562
WEWCC	Jenna Wiese	90321	Wolters Kluwer Health	TAA CCH Connections: User Conference	10/28/2026	10/30/2026	5/30/2024	Tentative 3rd Option	1,500	1,462	4,696
WEWCC	Brandon Murray	90226	American Society of Breast Surgeons	Annual Meeting	4/27/2028	4/29/2028	5/22/2024	Tentative 3rd Option	2,000	1,850	6,900
WEWCC	Shirley Del Carpio	90138	International Association of Privacy Professionals	Global Privacy Summit	3/7/2029	3/8/2029	5/16/2024	Tentative 2nd option	8,000	3,000	8,895
WEWCC	Catherine Fehrens	90016	Society of Gynecologic Oncologists	Annual Meeting on Women's Cancer	3/24/2029	3/26/2029	5/10/2024	Tentative 1st option	3,000	1,300	5,430
WEWCC	Shirley Del Carpio	89438	National Retail Federation	NRF Protect Conference & Expo	6/19/2029	6/20/2029	5/16/2024	Tentative 3rd Option	2,200	1,400	4,048
WEWCC	Murray Ryan	89983	American Epilepsy Society	AES Annual Meeting	11/30/2029	12/2/2029	5/7/2024	Tentative 3rd Option	3,000	2,300	9,602
WEWCC	Shirley Del Carpio	90139	International Association of Privacy Professionals	Global Privacy Summit	3/27/2030	3/28/2030	5/16/2024	Tentative 2nd option	8,000	3,000	8,895
WEWCC	Shirley Del Carpio	90140	International Association of Privacy Professionals	Global Privacy Summit	4/6/2031	4/7/2031	5/16/2024	Tentative 2nd option	8,000	3,000	8,895
WEWCC	Murray Ryan	89982	Congress of Neurological Surgeons	Annual Meeting	10/15/2031	10/17/2031	5/6/2024	Tentative 3rd Option	5,500	2,000	7,880
WEWCC	Jenna Wiese	90087	Gartner	Security & Risk Conference	6/12/2033	6/14/2033	5/13/2024	Tentative 3rd Option	8,000	5,000	17,100
WEWCC	Brandon Murray	90091	American Society for Radiation Oncology	Annual Meeting	10/21/2034	10/24/2034	5/21/2024	Tentative 3rd Option	10,000	6,500	32,695
WEWCC	Brandon Murray	90103	American Society of Human Genetics, Inc. (ASHG)	Annual Meeting	10/13/2037	10/16/2037	5/13/2024	Tentative 3rd Option	6,500	3,500	15,480
WEWCC	Brandon Murray	90104	American Society of Human Genetics, Inc. (ASHG)	Annual Meeting	10/11/2039	10/14/2039	5/13/2024	Tentative 3rd Option	6,500	3,500	15,480
WEWCC	Brandon Murray	90105	American Society of Human Genetics, Inc. (ASHG)	Annual Meeting	10/15/2041	10/18/2041	5/13/2024	Tentative 3rd Option	6,500	3,500	15,480
Domestic Tentative				18					84,200		169,814

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Patricia Najar	88907	National Homeland Security Association	National Homeland Security Conference	8/24/2025	8/27/2025	5/31/2024	Definite	1,600	900	3,730	\$1,859,393
Global Definite				1					1,600		3,730	\$ 1,859,393

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Patricia Najar	90070	International Myeloma Society	25th IMS Annual Meeting	9/5/2028	9/8/2028	5/13/2024	Tentative 3rd Option	3,500	2,200	9,599
WEWCC	Patricia Najar	90157	IEEE Signal Processing Society	International Conference on Acoustics, Speech and Signal Processing	4/9/2029	4/12/2029	5/17/2024	Tentative 3rd Option	3,000	900	4,400
Global Tentative				2					6,500		13,999

# DESTINATION DC BOOKING REPORT

## Meeting Sales

Meeting Location: WEWCC

Meeting Size: All

Status Date: 6.1.24 - 6.30.24

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Catherine Fehrens	88157	Society of Surgical Oncology	Annual Meeting	3/17/2027	3/19/2027	6/28/2024	Definite	2,000	940	3,379	\$2,554,754
Domestic Definite				1					2,000		3,379	\$ 2,554,754

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	John Sklenear	89590	American Statistical Association	Biopharmaceutical Section Regulatory-Industry Statistics Workshop	9/22/2025	9/24/2025	6/4/2024	Tentative 1st option	1,200	260	748
WEWCC	Jenna Wiese	90479	Red Hat, Inc.	Red Hat Summit	4/13/2026	4/15/2026	6/14/2024	Tentative 3rd Option	7,500	3,462	14,441
WEWCC	Jenna Wiese	90455	BMW of North America	ABBS WAVES	6/10/2026	6/11/2026	6/12/2024	Tentative 3rd Option	1,000	975	3,210
WEWCC	Jenna Wiese	90362	MONAT Global Corp.	MONATions United	9/3/2026	9/5/2026	6/3/2024	Tentative 3rd Option	4,800	720	2,970
WEWCC	Catherine Fehrens	90527	Association of College and University Housing Officers-Intern	ACUHO-I - Annual Meeting	6/24/2027	6/26/2027	6/24/2024	Tentative 1st option	1,500	1,000	4,220
WEWCC	Jenna Wiese	90403	Cetera Financial	Cetera Connect2Peers	9/13/2027	9/16/2027	6/10/2024	Tentative 3rd Option	3,000	2,830	9,215
WEWCC	Jenna Wiese	90591	LinkedIn	LinkedIn Talent Connect Conference	9/15/2027	9/16/2027	6/20/2024	Tentative 3rd Option	1,800	800	2,300
WEWCC	Jared Kolleh	90381	Zero to Three	Annual Conference	10/5/2027	10/6/2027	6/5/2024	Tentative 1st option	2,500	900	2,643
WEWCC	Brandon Murray	90418	American Association of Immunologists	Immunology	5/3/2028	5/6/2028	6/7/2024	Tentative 3rd Option	3,000	1,800	7,488
WEWCC	Catherine Fehrens	90528	Association of College and University Housing Officers-Intern	Annual Meeting	7/9/2028	7/11/2028	6/24/2024	Tentative 1st option	1,500	1,000	4,220
WEWCC	Jenna Wiese	90394	Osaic	Osaic ConnectED	9/24/2028	9/26/2028	6/6/2024	Tentative 3rd Option	5,000	3,000	10,370
WEWCC	Brandon Murray	90415	Association for Molecular Pathology	Annual Meeting & Expo	11/14/2029	11/16/2029	6/6/2024	Tentative 3rd Option	3,000	2,000	7,440
WEWCC	Jenna Wiese	90419	Access Intelligence	Satellite	3/4/2030	3/6/2030	6/7/2024	Tentative 3rd Option	14,000	2,500	9,219
WEWCC	Jenna Wiese	90560	Access Intelligence	Satellite	3/17/2031	3/19/2031	6/20/2024	Tentative 3rd Option	14,000	2,500	9,219
WEWCC	Jenna Wiese	90562	Access Intelligence	Satellite	3/1/2032	3/3/2032	6/20/2024	Tentative 3rd Option	14,000	2,500	9,219
WEWCC	Jenna Wiese	90564	Access Intelligence	Satellite	3/7/2033	3/9/2033	6/20/2024	Tentative 3rd Option	14,000	2,500	9,219
WEWCC	Jenna Wiese	90565	Access Intelligence	Satellite	3/6/2034	3/8/2034	6/20/2024	Tentative 3rd Option	14,000	2,500	9,219
WEWCC	Brandon Murray	89531	American Diabetes Association	Annual Meeting & Scientific Session	6/19/2036	6/22/2036	6/11/2024	Tentative 3rd Option	12,500	8,000	34,020
Domestic Tentative				18					118,300		149,380

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Patricia Najar	89993	Nutanix	.NEXT	5/6/2025	5/8/2025	6/24/2024	Definite	4,500	2,400	9,040	\$6,864,631
Global Definite				1					4,500		9,040	\$ 6,864,631

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Patricia Najar	90595	International Nineteenth-Century Studies Association	2nd International Nineteenth Century Studies Association Conference	7/10/2026	7/12/2026	6/28/2024	Tentative 3rd Option	500	150	500
Global Tentative				1					500		500

**DESTINATION DC BOOKING REPORT**  
**Meeting Sales**  
**Meeting Location: WEWCC**  
**Meeting Size: All**  
**Definite Date: 7.1.24 - 7.31.24**

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Shirley Del Carpio	88826	American Israel Public Affairs Committee	AIPAC Summit	2/22/2026	2/23/2026	7/19/2024	Definite	4,000	1,650	3,785	\$4,182,518
WEWCC	Jenna Wiese	88620	Informa Tech	(Informa Tech) Data Center World	4/20/2026	4/22/2026	7/18/2024	Definite	4,800	1,078	4,103	\$6,317,346
WEWCC	Shirley Del Carpio	89291	American Israel Public Affairs Committee	AIPAC Summit	2/21/2027	2/22/2027	7/18/2024	Definite	4,000	1,650	3,785	\$4,365,185
WEWCC	Murray Ryan	86836	American Academy of Neurology	Annual Spring National Meeting	3/16/2030	3/20/2030	7/19/2024	Definite	12,000	6,500	40,435	\$35,440,831
WEWCC	Brandon Murray	89531	American Diabetes Association	Annual Meeting & Scientific Session	6/19/2036	6/22/2036	7/18/2024	Definite	12,500	8,000	34,020	\$29,131,358
<b>Domestic Definite</b>				<b>5</b>					<b>37,300</b>		<b>86,128</b>	<b>\$ 79,437,239</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	John Sklencar	90970	Eli Lilly and Company	CMH Q1 Sales Meeting	2/24/2025	2/28/2025	7/23/2024	Tentative 3rd Option	2,050	2,050	8,350
WEWCC	Jared Kolleh	91032	The Colson Center for Christian WorldView	National Conference	5/28/2026	5/30/2026	7/31/2024	Tentative 1st option	2,500	641	2,075
WEWCC	John Sklencar	90651	IN-Q-TEL	In-Q-Tel Tech Showcase	10/6/2026	10/7/2026	7/1/2024	Tentative 1st option	700	200	360
WEWCC	Jenna Wiese	91040	Amazon	Accelerate	9/12/2027	9/14/2027	7/26/2024	Tentative 3rd Option	7,000	5,000	21,000
WEWCC	Jenna Wiese	90686	International Business Machines Corporation (IBM)	IBM TechXchange Conference	9/13/2027	9/15/2027	7/1/2024	Tentative 3rd Option	15,000	7,500	32,400
WEWCC	Jenna Wiese	90783	ServiceNow	ServiceNow Knowledge	5/8/2028	5/10/2028	7/11/2024	Tentative 3rd Option	25,000	9,300	41,536
WEWCC	Shirley Del Carpio	90873	National Association of Colleges and Employers	NACE Annual Meeting	6/5/2028	6/7/2028	7/29/2024	Tentative 3rd Option	2,000	1,400	5,101
WEWCC	Murray Ryan	90908	American Optometric Association	Optometry Meeting	6/13/2035	6/15/2035	7/17/2024	Tentative 3rd Option	7,000	1,900	7,153
WEWCC	Murray Ryan	90780	American Academy of Dermatology	Annual Meeting	3/26/2037	3/29/2037	7/9/2024	Tentative 3rd Option	18,000	7,500	34,575
<b>Domestic Tentative</b>				<b>9</b>					<b>79,250</b>		<b>152,550</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
<b>Global Definite</b>				<b>0</b>					-		-	<b>\$ -</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Patricia Najar	90764	World Bank Group	Planet Forum	2/9/2025	2/11/2025	7/8/2024	Tentative 1st option	1,700	700	2,100
WEWCC	Tara Miller	90851	Terrapinn Ltd (Europe)	World Vaccine Congress & Expo	3/8/2027	3/10/2027	7/12/2024	Tentative 1st option	3,500	450	1,648
WEWCC	Tara Miller	90862	International Conference on Machine Learning	ICML	7/16/2028	7/21/2028	7/15/2024	Tentative 3rd Option	14,000	2,500	18,020
<b>Global Tentative</b>				<b>3</b>					<b>19,200</b>		<b>21,768</b>



**DESTINATION DC BOOKING REPORT**  
**Meeting Sales**  
**Meeting Location: WEWCC**  
**Meeting Size: All**  
**Definite Date: 8.1.24 - 8.31.24**

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Jenna Wiese	88622	Salesforce, Inc.	Salesforce World Tour (DC)	3/16/2025	3/19/2025	8/23/2024	Definite	5,000	121	681	\$8,313,197
WEWCC	Jared Kolleh	76028	Marine Military Expositions	Modern Day Marine	4/27/2026	4/29/2026	8/2/2024	Definite	800	582	2,356	\$1,367,419
WEWCC	Shirley Del Carpio	87515	The Center for Association Leadership	ASAE Annual Meeting & Exposition	8/11/2029	8/13/2029	8/2/2024	Definite	4,200	3,561	13,634	\$9,463,442
<b>Domestic Definite</b>				<b>3</b>					<b>10,000</b>		<b>16,671</b>	<b>\$ 19,144,059</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	John Sklencar	91426	AFCEA International	AFCEA International TechNet Cyber	3/26/2025	3/28/2025	8/21/2024	Tentative 2nd option	6,000	500	2,115
WEWCC	Jenna Wiese	91100	Google	Google Public Sector Summit	8/28/2025	8/29/2025	8/1/2024	Tentative 3rd Option	1,900	40	80
WEWCC	John Sklencar	91417	Air Traffic Control Association, Inc.	ATCA Global Conference & Expo	9/10/2025	9/12/2025	8/21/2024	Tentative 1st option	700	292	1,237
WEWCC	John Sklencar	91508	Securing Americas Future Energy	SAFE Summit	3/16/2026	3/18/2026	8/27/2024	Tentative 1st option	1,000	100	240
WEWCC	John Sklencar	90967	AFCEA International	AFCEA International TechNet Cyber	5/4/2026	5/6/2026	8/12/2024	Tentative 2nd option	6,000	500	2,115
WEWCC	John Sklencar	91145	International Business Machines Corporation (IBM)	Golden Circle	6/2/2026	6/4/2026	8/20/2024	Tentative 3rd Option	1,400	726	2,274
WEWCC	John Sklencar	91423	NDIA -National Defense Industrial Association	Emerging Technologies for Defense Conference & Exhibition	8/26/2026	8/29/2026	8/21/2024	Tentative 1st option	750	150	520
WEWCC	Jenna Wiese	91447	Splunk	User Conference	8/30/2026	9/3/2026	8/23/2024	Tentative 3rd Option	6,500	3,201	16,160
WEWCC	Jenna Wiese	91181	Lamont Associates	Corporate Citywide	10/12/2026	10/14/2026	8/6/2024	Tentative 3rd Option	11,000	11,000	33,570
WEWCC	John Sklencar	90969	AFCEA International	AFCEA International TechNet Cyber	3/16/2027	3/18/2027	8/12/2024	Tentative 2nd option	6,000	500	2,115
WEWCC	Jared Kolleh	91317	American Association of Blacks in Energy	AABE Annual Conference	4/5/2027	4/8/2027	8/15/2024	Tentative 1st option	2,500	755	3,104
WEWCC	John Sklencar	91548	American Geriatrics Society	American Geriatrics Society Annual Scientific Meeting	5/5/2027	5/8/2027	8/30/2024	Tentative 3rd Option	2,000	1,100	4,170
WEWCC	Jenna Wiese	91312	Chick-fil-A	NEXT	7/25/2027	7/28/2027	8/14/2024	Tentative 3rd Option	12,500	8,150	30,450
WEWCC	Catherine Fehrens	91288	Society of American Archivists	Society of American Archivists- Annual Meeting	7/26/2028	7/28/2028	8/19/2024	Tentative 1st option	700	675	2,585
WEWCC	Jared Kolleh	91258	United Pentecostal Church International	United Pentecostal Church International	10/2/2029	10/6/2029	8/12/2024	Tentative 1st option	2,000	1,400	6,703
WEWCC	Murray Ryan	91303	Orthopaedic Trauma Association	OTA Annual Meeting	10/16/2030	10/18/2030	8/13/2024	Tentative 2nd option	3,500	1,500	5,450
<b>Domestic Tentative</b>				<b>16</b>					<b>64,450</b>		<b>112,888</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Tara Miller	85574	US Department of State	NATO 75th Anniversary Summit	7/8/2024	7/11/2024	8/26/2024	Definite	8,081	3,765	18,044	\$11,699,535
<b>Global Definite</b>				<b>1</b>					<b>8,081</b>		<b>18,044</b>	<b>\$ 11,699,535</b>

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Patricia Najar	91341	BRP	BRP Club Summer   Sea-Doo Can-Am	8/9/2026	8/11/2026	8/15/2024	Tentative 2nd option	2,700	2,070	8,600
WEWCC	Patricia Najar	91343	International Positive Psychology Association	10th World Congress on Positive Psychology	7/6/2027	7/9/2027	8/18/2024	Tentative 3rd Option	2,000	300	1,200
WEWCC	Patricia Najar	91527	MNP LLP	Annual Partner Meeting	10/15/2028	10/17/2028	8/28/2024	Tentative 3rd Option	1,850	1,850	7,850
WEWCC	Patricia Najar	91205	Landis+Gyr	Annual Exchange	5/7/2029	5/9/2029	8/13/2024	Tentative 3rd Option	600	550	2,010
WEWCC	Tara Miller	91360	Americas Committee for Treatment and Research in Multiple Sclerosis	Joint Triennial ACTRIMS-ECTRIMS Meeting	9/7/2032	9/9/2032	8/16/2024	Tentative 2nd option	9,000	5,000	18,470
<b>Global Tentative</b>				<b>5</b>					<b>16,150</b>		<b>38,130</b>

# DESTINATION DC BOOKING REPORT

## Meeting Sales

Meeting Location: WEWCC

Meeting Size: All

Definite Date: 9.1.24 - 9.30.24

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
WEWCC	Jenna Wiese	91271	Informa Tech	Informa Tech - Black Hat Spring Trainings	3/25/2025	3/26/2025	9/30/2024	Definite	100	70	182	\$98,679
WEWCC	Shirley Del Carpio	90064	Lippman Connects	ECEF	5/27/2025	5/27/2025	9/30/2024	Definite	260	100	145	\$115,902
WEWCC	Brandon Murray	60005	Otakon	Otakon Annual Convention	8/5/2027	8/7/2027	9/12/2024	Definite	42,000	4,207	14,210	\$13,882,514
WEWCC	Brandon Murray	60006	Otakon	Otakon Annual Convention	8/10/2028	8/12/2028	9/12/2024	Definite	42,000	4,207	14,210	\$14,249,463
WEWCC	Jenna Wiese	82156	Access Intelligence	Satellite	3/5/2029	3/7/2029	9/20/2024	Definite	14,000	2,512	8,390	\$20,924,226
WEWCC	John Sklencar	88342	Institute of Electrical and Electronic Engineers	IEEE APEC Conference & Exposition	3/25/2029	3/29/2029	9/9/2024	Definite	6,000	1,100	4,555	\$10,958,087
WEWCC	Brandon Murray	60007	Otakon	Otakon Annual Convention	7/26/2029	7/28/2029	9/12/2024	Definite	42,000	4,207	14,210	\$14,762,922
WEWCC	Brandon Murray	20392	Association of the United States Army	Annual Meeting	10/6/2030	10/8/2030	9/20/2024	Definite	30,000	6,000	22,757	\$30,939,186
WEWCC	Brandon Murray	90986	Society for Integrative & Comparative Biology	SICB Annual Meeting	1/3/2031	1/6/2031	9/18/2024	Definite	1,800	1,005	4,765	\$3,436,217
WEWCC	Brandon Murray	38052	Association of the United States Army	Annual Meeting	10/5/2031	10/7/2031	9/20/2024	Definite	30,000	6,000	22,757	\$32,017,937
Domestic Definite				10					208,160		106,181	\$ 141,385,134

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	John Sklencar	86328	Deloitte	Deloitte New Partners Seminar	10/22/2024	10/23/2024	9/30/2024	Tentative 3rd Option	1,000	950	2,945
WEWCC	Jared Kolleh	91831	DC Government	Metropolitan Police Department Women's Conference	3/4/2025	3/6/2025	9/19/2024	Tentative 1st option	400	100	300
WEWCC	John Sklencar	89961	Otsuka America Pharmaceutical, Inc.	Otsuka - National Sales Meeting	3/10/2025	3/12/2025	9/30/2024	Tentative 3rd Option	1,400	1,400	4,820
WEWCC	Jared Kolleh	91920	Decibel Events	Government Defense Event	10/7/2025	10/8/2025	9/26/2024	Tentative 3rd Option	2,500	250	500
WEWCC	Jared Kolleh	91795	GalaxyCon	Nightmare Weekend	1/16/2026	1/17/2026	9/23/2024	Tentative 3rd Option	10,000	400	800
WEWCC	Murray Ryan	91996	International Antiviral Society - USA	CROI Foundation Annual Meeting	2/8/2026	2/12/2026	9/30/2024	Tentative 3rd Option	5,000	3,000	16,085
WEWCC	Jenna Wiese	91863	Goldman Sachs	10KSB Summit	3/11/2026	3/12/2026	9/23/2024	Tentative 3rd Option	4,000	1,200	2,400
WEWCC	Jenna Wiese	91853	George P Johnson	Annual Flagship Event	5/18/2026	5/21/2026	9/23/2024	Tentative 3rd Option	7,000	4,700	17,784
WEWCC	Jenna Wiese	91662	Ferry International	Success Summit	8/3/2026	8/5/2026	9/6/2024	Tentative 3rd Option	7,000	1,300	5,166
WEWCC	Murray Ryan	91997	Blavity	AFROTECH Conference	10/12/2026	10/16/2026	9/30/2024	Tentative 3rd Option	20,000	8,270	51,690
WEWCC	Jared Kolleh	91796	GalaxyCon	Nightmare Weekend	1/15/2027	1/16/2027	9/23/2024	Tentative 3rd Option	10,000	500	1,000
WEWCC	Jenna Wiese	91683	The College Board	Pencils Down Event	2/24/2027	2/25/2027	9/9/2024	Tentative 3rd Option	1,701	1,701	2,653
WEWCC	Jenna Wiese	91721	Jamf	Jamf JNUC	3/8/2027	3/11/2027	9/13/2024	Tentative 3rd Option	2,500	2,000	4,000
WEWCC	Catherine Fehrens	91879	Surgeons	SAGES Annual Meeting	3/17/2027	3/20/2027	9/30/2024	Tentative 3rd Option	1,300	1,300	5,045
WEWCC	Jenna Wiese	91854	George P Johnson	Annual Flagship Event	5/24/2027	5/27/2027	9/23/2024	Tentative 3rd Option	8,500	4,700	17,784
WEWCC	Catherine Fehrens	91872	American College of Veterinary Internal Medicine	ACVIM Annual Forum	6/8/2027	6/11/2027	9/30/2024	Tentative 3rd Option	2,000	1,661	6,748
WEWCC	John Sklencar	91983	Southeastern Electric Exchange	Annual Conference & Trade Show	6/15/2027	6/17/2027	9/30/2024	Tentative 3rd Option	1,100	1,000	3,390
WEWCC	John Sklencar	91778	Electrochemical Society	ECS Fall Biannual Meeting	10/17/2027	10/20/2027	9/24/2024	Tentative 3rd Option	2,000	714	3,239
WEWCC	Brandon Murray	91845	Society for Human Resource Management	Shrm Inclusion	10/24/2027	10/26/2027	9/20/2024	Tentative 3rd Option	2,000	1,200	4,091
WEWCC	Catherine Fehrens	91945	North American Wholesale Lumber Association	NANorth American Wholesale Lumber Association- WLA Traders Market	11/3/2027	11/5/2027	9/30/2024	Tentative 3rd Option	1,500	1,060	2,755
WEWCC	John Sklencar	88413	American College of Neuropsychopharmacology	ACNP Annual Meeting	12/4/2027	12/7/2027	9/30/2024	Tentative 3rd Option	1,800	1,150	4,895
WEWCC	Jared Kolleh	91797	GalaxyCon	Nightmare Weekend	1/14/2028	1/15/2028	9/23/2024	Tentative 3rd Option	10,000	500	1,000
WEWCC	Catherine Fehrens	91881	Society of American Gastrointestinal and Endoscopic Surgeons	SAGES Annual Meeting	3/15/2028	3/18/2028	9/30/2024	Tentative 3rd Option	1,300	1,300	5,045
WEWCC	Brandon Murray	91847	Society for Human Resource Management	SHRM Talent	4/23/2028	4/25/2028	9/20/2024	Tentative 3rd Option	2,000	1,500	5,125
WEWCC	Jenna Wiese	91855	George P Johnson	Annual Flagship Event	5/8/2028	5/10/2028	9/23/2024	Tentative 3rd Option	10,000	6,000	23,030
WEWCC	Murray Ryan	91994	National Funeral Directors Association	NFDA Annual Cnvention & Expo	10/15/2028	10/17/2028	9/30/2024	Tentative 3rd Option	3,000	1,500	5,990
WEWCC	Brandon Murray	91846	Society for Human Resource Management	Shrm Inclusion	10/22/2028	10/24/2028	9/20/2024	Tentative 3rd Option	2,000	1,200	4,091
WEWCC	Jared Kolleh	91888	GalaxyCon	Nightmare Weekend	1/12/2029	1/13/2029	9/23/2024	Tentative 3rd Option	10,000	500	1,000
WEWCC	Shirley Del Carpio	91928	Independent Community Bankers of America	ICBA Convention	3/30/2030	4/3/2030	9/27/2024	Tentative 2nd option	1,800	1,400	6,590
WEWCC	Shirley Del Carpio	91661	National Association of Social Workers	National Association of Social Workers Annual Conferences	6/12/2030	6/14/2030	9/6/2024	Tentative 1st option	2,000	815	2,938
WEWCC	Murray Ryan	91645	International Foundation of Employee Benefit Plans	IFEBP Annual Employee Benefits Conference	10/6/2032	10/15/2032	9/6/2024	Tentative 3rd Option	7,000	5,200	26,050
WEWCC	Murray Ryan	91694	International Foundation of Employee Benefit Plans	IFEBP Annual Employee Benefits Conference	10/9/2032	10/12/2032	9/10/2024	Tentative 3rd Option	7,000	5,200	26,200
WEWCC	Shirley Del Carpio	91658	National Electrical Contractors Association	NECA Annual Meeting	9/10/2033	9/13/2033	9/25/2024	Tentative 3rd Option	10,000	3,900	20,241
WEWCC	Murray Ryan	91693	International Foundation of Employee Benefit Plans	IFEBP Annual Employee Benefits Conference	9/9/2034	9/12/2034	9/10/2024	Tentative 3rd Option	7,000	5,200	26,050
Domestic Tentative				34					165,801		311,440

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Global Definite				0					-		-	\$ -

Location	DDC Rep	Bkg #	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
WEWCC	Patricia Najar	91731	World Bank Group	World Bank Staff Learning Event	7/7/2025	7/9/2025	9/13/2024	Tentative 1st option	1,400	400	1,200
WEWCC	Patricia Najar	91610	Select Global Events	The Magnetics Show – The International Critical Mineral Expo	5/12/2026	5/13/2026	9/9/2024	Tentative 3rd Option	2,000	453	1,072
WEWCC	Patricia Najar	91801	BRP	BRP Club Summer - Sea-Doo Can-Am	8/9/2026	8/11/2026	9/18/2024	Tentative 2nd option	2,700	2,070	8,600
WEWCC	Patricia Najar	91850	International Society for Cell & Gene Therapy	ISCT Annual Meeting	4/27/2027	4/30/2027	9/23/2024	Tentative 3rd Option	3,000	925	3,905
WEWCC	Patricia Najar	91799	Multinational Association of Supportive Care in Cancer	MASCC/ISOO Annual Meeting	6/22/2028	6/23/2028	9/23/2024	Tentative 3rd Option	1,200	700	2,085
WEWCC	Tara Miller	91653	Alzheimer's Association	Alzheimer's Association International Conference	7/20/2030	7/24/2030	9/6/2024	Tentative 3rd Option	8,000	2,500	13,670
Global Tentative				6					18,300		30,532

Q1 - Sports Sales Boooking				
Q1 Definities	Groups	Attendees	Total Room Nights	Economic Impact
Oct	4	13,350	5,616	\$ 6,989,190
Nov	4	13,000	1,495	\$ 3,783,878
Dec	9	24,228	17,725	\$ 28,383,909
<b>Total Q1 Definities</b>	<b>17</b>	<b>50,578</b>	<b>24,836</b>	<b>\$ 39,156,977</b>
<b>Total YTD Definities</b>	<b>17</b>	<b>50,578</b>	<b>24,836</b>	<b>\$ 39,156,977</b>
Q1 Tentatives	Groups	Attendees	Total Room Nights	
Oct	8	363,550	32,881	
Nov	5	62,500	16,860	
Dec	1	2,500	1,800	
<b>Total Q1 Tentatives</b>	<b>14</b>	<b>428,550</b>	<b>51,541</b>	
<b>Total YTD Tentatives</b>	<b>14</b>	<b>428,550</b>	<b>51,541</b>	

Q2 - Sports Sales Boooking				
Q2 Definities	Groups	Attendees	Total Room Nights	Economic Impact
Jan	-	-	-	\$ -
Feb	6	87,300	6,766	\$ 15,959,664
Mar	5	97,500	6,009	\$ 13,880,362
<b>Total Q2 Definities</b>	<b>11</b>	<b>184,800</b>	<b>12,775</b>	<b>\$ 29,840,026</b>
<b>Total YTD Definities</b>	<b>28</b>	<b>235,378</b>	<b>37,611</b>	<b>\$ 68,997,003</b>
Q2 Tentatives	Groups	Attendees	Total Room Nights	
Jan	2	5,250	1,116	
Feb	9	83,800	17,018	
Mar	8	78,000	2,722	
<b>Total Q2 Tentatives</b>	<b>19</b>	<b>167,050</b>	<b>20,856</b>	
<b>Total YTD Tentatives</b>	<b>33</b>	<b>595,600</b>	<b>72,397</b>	

Q3 - Sports Sales Boooking				
Q3 Definities	Groups	Attendees	Total Room Nights	Economic Impact
Apr	6	105,195	20,147	\$ 27,246,410
May	-	-	-	\$ -
Jun	12	91,600	12,053	\$ 44,253,179
<b>Total Q3 Definities</b>	<b>18</b>	<b>196,795</b>	<b>32,200</b>	<b>\$ 71,499,589</b>
<b>Total YTD Definities</b>	<b>46</b>	<b>432,173</b>	<b>69,811</b>	<b>\$ 140,496,592</b>
Q3 Tentatives	Groups	Attendees	Total Room Nights	
Apr	7	21,570	7,270	
May	15	251,400	133,249	
Jun	8	89,600	27,124	
<b>Total Q3 Tentatives</b>	<b>30</b>	<b>362,570</b>	<b>167,643</b>	
<b>Total YTD Tentatives</b>	<b>63</b>	<b>958,170</b>	<b>240,040</b>	

Q4 - Sports Sales Boooking				
Q4 Definities	Groups	Attendees	Total Room Nights	Economic Impact
Jul	16	196,770	29,026	\$ 63,119,246
Aug	-	-	-	\$ -
Sep	19	146,261	20,288	\$ 17,449,972
<b>Total Q4 Definities</b>	<b>35</b>	<b>343,031</b>	<b>49,314</b>	<b>\$ 80,569,218</b>
<b>Total YTD Definities</b>	<b>81</b>	<b>775,204</b>	<b>119,125</b>	<b>\$ 221,065,810</b>
Q4 Tentatives	Groups	Attendees	Total Room Nights	
Jul	8	150,000	4,110	
Aug	9	91,450	13,852	
Sep	13	75,459	6,951	
<b>Total Q4 Tentatives</b>	<b>30</b>	<b>316,909</b>	<b>24,913</b>	
<b>Total YTD Tentatives</b>	<b>93</b>	<b>1,275,079</b>	<b>264,953</b>	

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 10.1.23 - 10.31.23

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
The Anthem	Professional Fighters League	Professional Fighters League 2023 Championship ⑤	11/24/2024	11/24/2024	10/27/2023	Definite	3,000	211	883	\$1,138,952.36
WEWCC	USA Fencing	FIE Grand Prix 2024	3/15/2025	3/17/2025	10/27/2023	Definite	1,100	360	1,300	\$1,011,330.19
WEWCC	USA Fencing	Spring SICC 2024	3/15/2025	3/17/2025	10/27/2023	Definite	2,500	250	933	\$1,780,677.48
WEWCC	Nike National Championships - property of US Junior Nationals	2024 USA Jr. National Championships	7/19/2025	7/22/2025	10/27/2023	Definite	6,750	750	2,500	\$3,058,230.06
Total Definites Sports		4					13,350		5,616	\$ 6,989,190

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
ESA & DC Armory	Sabre Sports & Entertainment Group	Sabre Spring Bump Tournament	4/19/2024	4/21/2024	10/20/2023	Tentative	7,000	900	2,700
Maryland SportsPlex	Major League Soccer/Soccer United Marketing	Albion Soccer Club - MLS Next Flex - Beckhaus	5/9/2024	5/12/2024	10/27/2023	Tentative	50	11	44
Audi Field	USA Rugby	USA Rugby vs. Scotland	7/13/2024	7/13/2024	10/2/2023	Tentative	20,000	63	357
WEWCC	Maximum Cheer and Dance	January 2025 Event	1/10/2025	1/12/2025	10/16/2023	Tentative	1,500	150	300
WEWCC	DeafNation	DeafNation World Expo 2025	7/14/2025	7/17/2025	10/20/2023	Tentative	15,000	1,000	5,100
Washinton, DC	Confidential	Confidential	4/23/2026	4/25/2026	10/16/2023	Tentative	300,000	2,500	14,128
WEWCC & Capital One Arena	USA Gymnastics	U.S. Championships 2026	8/14/2026	8/16/2026	10/26/2023	Tentative	10,000	1,150	5,126
WEWCC & Capital One Arena	USA Gymnastics	U.S. Championships 2027	8/13/2027	8/15/2027	10/26/2023	Tentative	10,000	1,150	5,126
Total Tentatives Sports		8					363,550		32,881

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 11.1.23 - 11.30.23

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
ESA	Notre Dame	Notre Dame Shamrock Series 2023	11/18/2023	11/18/2023	11/10/2023	Definite	4,500	45	90	\$869,955.10
Grand Hyatt	Biz Bash Sports	BizBash Sports Summit & Women in Sports Forum	11/27/2023	11/29/2023	11/10/2023	Definite	4,000	500	1005	\$562,189.48
WEWCC	Crimson Heat All Stars, Inc.	Cheercoming	12/2/2023	12/2/2023	11/10/2023	Definite	500	50	100	\$424,255.59
WEWCC	HYROX	Season 24/25 NA Championship	3/22/2025	3/22/2025	11/10/2023	Definite	4,000	150	300	\$1,927,477.83
Total Definites Sports		4					13,000		1,495	\$ 3,783,878

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
ESA	Professional Fighters League	Professional Fighters League 2024	4/4/2024	4/4/2024	11/27/2023	Tentative	4,000	300	1,800
ESA	USA Volleyball	2024 Men's XVI Pan American Cup	8/20/2024	8/25/2024	11/27/2023	Tentative	4,000	300	2,000
WEWCC	USA Weightlifting, Inc.	2025 USA Weightlifting & USA Judo Joint Event	4/8/2025	4/13/2025	11/14/2023	Tentative	2,500	380	1,310
Washington, DC	WorldPride 2025	International Gay & Lesbian Aquatics Championships 2025	5/31/2025	6/6/2025	11/14/2023	Tentative	2,000	250	1,750
Washington, DC	Invictus Games	Invictus Games 2027	6/1/2027	6/7/2027	11/14/2023	Tentative	50,000	2,500	10,000
Total Tentatives Sports		5					62,500		16,860

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 12.1.23 - 12.31.23

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
ESA	Coastal Athletic Association	2024 CAA Men's Basketball Championship	3/8/2024	3/12/2024	12/20/2023	Definite	3,600	400	2,000	\$4,084,001.63
ESA	Coastal Athletic Association	2024 CAA Women's Basketball Championship	3/13/2024	3/17/2024	12/20/2023	Definite	1,957	400	2,000	\$2,351,144.46
ESA	Coastal Athletic Association	2025 CAA Men's Basketball Championship	3/7/2025	3/11/2025	12/20/2023	Definite	3,600	400	2,000	\$4,084,001.63
ESA	Coastal Athletic Association	2025 CAA Women's Basketball Championship	3/12/2025	3/16/2025	12/20/2023	Definite	1,957	400	2,000	\$2,351,144.46
ESA	Coastal Athletic Association	2026 CAA Men's Basketball Championship	3/6/2026	3/10/2026	12/20/2023	Definite	3,600	400	2,000	\$4,084,001.63
ESA	Coastal Athletic Association	2026 CAA Women's Basketball Championship	3/11/2026	3/15/2026	12/20/2023	Definite	1,957	400	2,000	\$2,351,144.46
ESA	Coastal Athletic Association	2027 CAA Men's Basketball Championship	3/5/2027	3/9/2027	12/20/2023	Definite	3,600	400	2,000	\$4,084,001.63
ESA	Coastal Athletic Association	2027 CAA Women's Basketball Championship	3/10/2027	3/14/2027	12/20/2023	Definite	1,957	400	2,000	\$2,351,144.46
Washington, DC	Clipper Around the World	Washington DC Stopover	7/17/2027	7/25/2027	12/20/2023	Definite	2,000	300	1,725	\$2,643,324.79
Total Definites Sports		9					24,228		17,725	\$ 28,383,909

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
Rock Creek Tennis Center	Professional Pickleball Association	Washington D.C. Event 2024	08/24/2024	09/01/2024	12/14/2023	Tentative	2,500	200	1,800
Total Tentatives Sports		1					2,500		1,800

DESTINATION DC BOOKING REPORT  
Sports Sales  
Meeting Size: All  
Status Date: 1.1.24 - 1.31.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Total Definites Sports		-					-		-	-

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
Washington DC/Virginia	The Armed Forces Cycling Classic	The Armed Forces Cycling Classic	5/29/2024	6/3/2024	1/30/2024	Tentative	5,000	153	391
TBD	The Federation of Gay Games (FGG)	FGG AGA 2024	10/24/2024	10/29/2024	1/26/2024	Tentative	250	150	725
Total Tentatives Sports		2					5,250		1,116

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 2.1.24 - 2.29.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Squash on Fire	Professional Squash Association	2024 Squash on Fire Open	2/14/2024	2/18/2024	2/7/2024	Definite	1,500	50	300	\$1,189,080
Washington, DC	Urban Rugby Championship	Urban Rugby Championship 2024	3/5/2024	3/9/2024	2/7/2024	Definite	300	100	500	\$369,131
ESA	Coastal Athletic Association	Colonial Athletic Association Men's Basketball Headquarter Hotel 2024-2027	3/5/2024	3/17/2024	2/7/2024	Definite	15,000	164	1,348	See CAA economic impact from Dec 2023
Washington, DC	Road Race Management, Inc	2024 Cherry Blossom 10 Mile & 5K	4/6/2024	4/7/2024	2/7/2024	Definite	20,000	250	1,000	\$4,445,937
Capital One Arena	Atlantic 10 Conference	2025 A10 Conference Men's Basketball Championship	3/11/2025	3/15/2025	2/7/2024	Definite	50,000	500	2,500	\$9,378,817
TBD	Military Bowl presented by Northrup Grumens	2028 Bowl Season Annual Convention	4/11/2028	4/13/2028	2/7/2024	Definite	500	333	1,118	\$576,700
Total Definites Sports		6					87,300		6,766	\$ 15,959,664

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
JFK Hockey Fields	Cam Newton 7V7	C1N 7V7	5/4/2024	5/5/2024	2/22/2024	Tentative	500	150	300
Washington Tennis & Education Foundation	Major League Pickleball	MLP Washington DC 2024	6/13/2024	6/16/2024	2/24/2024	Tentative	3,000	43	237
Washington, DC	eSkootr Championship	eSkootr Championship 2024	9/21/2024	9/22/2024	2/15/2024	Tentative	15,000	500	1000
Washington, DC	Ironman	2025 Rock & Roll Running Series - St. Jude	3/14/2025	3/15/2025	2/8/2024	Tentative	20,000	1000	2500
WEWCC	MADE Hoops	MADE Hoops April 2025	4/11/2025	4/13/2025	2/28/2024	Tentative	5,000	1800	3000
WEWCC	Events DC --- Sports, Entertainment and Special Events Division	The World's 50 Best Restaurants Awards 2025-2026	6/4/2025	6/8/2025	2/27/2024	Tentative	800	300	1800
Capital One Arena	National Collegiate Athletic Association	2027 NCAA Division I Men's Ice Hockey Championship / Frozen Four	3/25/2027	3/28/2027	2/2/2024	Tentative	18,000	188	921
Capital One Arena	National Collegiate Athletic Association	2028 NCAA Division I Women's Basketball Championship	3/24/2028	3/27/2028	2/1/2024	Tentative	18,000	675	3450
Constitution Hall	Scripps National Spelling Bee	Scripps National Spelling Bee 2030	5/28/2030	5/30/2030	2/12/2024	Tentative	3,500	645	3810
Total Tentatives Sports		9					83,800		17,018



# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 3.1.24 - 3.31.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Commanders Field	Major League Soccer/Soccer United Marketing	Argentina vs Guatemala	6/14/2024	06/14/2024	3/20/2024	Definte	60,000	150	770	\$1,958,171
Nationals Park	Savannah Bananas	Savannah Bananas DC	7/13/2024	7/13/2024	3/20/2024	Definte	35,000	75	225	\$8,450,937
Omni Shoreham	Continental Chess Association	CCA Atlantic Open 2024	8/16/2024	8/19/2024	3/20/2024	Definte	300	95	200	\$175,317
WEWCC	Fanatics	Fanatics Events 2025	2/28/2025	3/2/2025	3/20/2024	Definte	500	220	535	\$364,914
Omni Shoreham	Continental Chess Association	CCA World Open 2026	7/1/2026	7/5/2026	3/20/2024	Definte	1,700	715	4,279	\$2,931,023
Total Definites Sports		5					97,500		6,009	\$ 13,880,362

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
ESA	Capital Classic	2024 Capital Classic	4/13/2024	4/13/2024	3/4/2024	Tentative	3,000	20	60
Commanders Field	US Soccer Federation	US Soccer Men's National Team vs Columbia Friendly Match	6/8/2024	6/9/2024	3/4/2024	Tentative	60,000	71	977
TBD	NXTPRO Sports	NXTPRO All-Star Game	7/29/2024	7/31/2024	3/29/2024	Tentative	3,000	75	175
Washington, DC	American Bike Ride LLC	2024 DC Bike Ride	9/3/2024	9/8/2024	3/28/2024	Tentative	10,000	76	140
GWU	George Washington University - School of Business	2024 MEMOS Conference	11/23/2024	11/26/2024	3/11/2024	Tentative	300	150	600
TBD	Techsgiving	Techsgiving Summit 2024	12/6/2024	12/8/2024	3/27/2024	Tentative	1,500	40	120
Constitution Hall	Scripps National Spelling Bee	2026 Scripps National Spelling Bee - Staff Overflow Block	5/23/2026	5/30/2026	3/29/2024	Tentative	100	50	325
Constitution Hall	Scripps National Spelling Bee	2027 Scripps National Spelling Bee - Staff Overflow Block	5/29/2027	6/4/2027	3/29/2024	Tentative	100	50	325
Total Tentatives Sports		8					78,000		2,722

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 4.1.24 - 4.30.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Festival Grounds at RFK Campus	National Cannabis Festival	National Cannabis Festival 2024	4/19/2024	4/20/2024	4/5/2024	Definite	40,000	16	34	\$2,971,083
Penn Avenue	Red Bull North America, Inc.	Red Bull Show Run	4/20/2024	4/20/2024	4/5/2024	Definite	25,000	225	500	\$3,117,761
Hyatt Place DC/US Capitol	Center for Sport, Peace, and Society at University of Tennessee	2024 Sport 4 Community	5/4/2024	5/10/2024	4/5/2024	Definite	195	40	195	\$153,989
WTEF	Major League Pickleball	MLP Washington DC 2024	6/13/2024	6/16/2024	4/5/2024	Definite	10,000	250	1,000	\$2,947,023
WEWCC	Varsity Spirit	Coastal at the Capitol 2026	2/20/2026	2/22/2026	4/5/2024	Definite	15,000	3,066	9,209	\$9,028,277
WEWCC	Varsity Spirit	Coastal at the Capitol 2027	2/19/2027	2/21/2027	4/5/2024	Definite	15,000	3,066	9,209	\$9,028,277
Total Definites Sports		6					105,195		20,147	\$ 27,246,410

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
TBD	USA Cricket	USA Cricket	5/29/2024	5/29/2024	4/15/2024	Tentative	100	35	70
Polo Fields - National Mall	The District Cup (Polo)	The District Cup 2024	6/15/2024	6/16/2024	4/25/2024	Tentative	2,000	30	60
Audi Field	USA Rugby	USA Rugby v Scotland Rugby	7/12/2024	7/12/2024	4/2/2024	Tentative	15,000	89	502
Audi Field	USA Rugby	Rugby World Cup Summit	7/12/2024	7/12/2024	4/8/2024	Tentative	70	70	140
East Potomac Golf Links	American Junior Golf Association	Babygrande D.C. Classic 2024	7/14/2024	7/18/2024	4/15/2024	Tentative	400	20	98
Hyatt Regency	Mid-Atlantic Leather Weekend	Mid-Atlantic Leather Weekend 2026	1/16/2026	1/19/2026	4/10/2024	Tentative	2,000	950	3200
Hyatt Regency	Mid-Atlantic Leather Weekend	Mid-Atlantic Leather Weekend 2027	1/15/2027	1/18/2027	4/10/2024	Tentative	2,000	950	3200
Total Tentatives Sports		7					21,570		7,270

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 5.1.24 - 5.31.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Total Definites Sports			-				-		-	\$ -

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
Wharf	SE Productions	Sumo + Sushi 2024	6/28/2023	6/30/2023	5/1/2024	Tentative	5,000	25	100
RFK Campus	DC Vault	2024 Pole Vault Championships	6/8/2024	6/8/2024	5/9/2024	Tentative	300	0	0
WTEF	Major League Pickleball	MLP Washington DC 2024 Overflow	6/13/2024	6/16/2024	5/20/2024	Tentative	10,000	10	70
Alethia Tanner Park	Home Rule Music Festival	2024 Home Rule Festival	6/22/2024	6/22/2024	5/31/2024	Tentative	5,000	75	150
ESA	Noxcuse Boxing Promotions LLC	Lamont Roach Jr	6/28/2024	6/28/2024	5/20/2024	Tentative	3,100	30	85
Fields at RFK Campus	Equip Racing	Chocolate City 2024	7/27/2024	7/27/2024	5/21/2024	Tentative	5,000	0	0
Rock Creek Tennis Center	Citi Open	2024 Citi Open	7/29/2024	8/6/2024	5/17/2024	Tentative	35,000	0	0
The Anthem	Professional Fighters League	Professional Fighters League Playoffs 2024	8/23/2024	8/23/2024	5/23/2024	Tentative	3,500	203	804
TBD	Afrobeats & Wine Festival	2024 Afrobeats & Wine Festival	9/1/2024	9/1/2024	5/21/2024	Tentative	4,000	50	50
Capital Hilton	DC Black Pride	2025 Black Pride	5/22/2025	5/27/2025	5/10/2024	Tentative	20,000	300	1000
Washington, DC	Warrior Games	Warrior Games 2025	7/25/2025	8/3/2025	5/22/2024	Tentative	10,000	900	11220
TBD	Events DC --- Sports, Entertainment and Special Events Division	Music Tourism 2025	9/5/2025	9/7/2025	5/21/2024	Tentative	150	0	0
Long Bridge Aquatics Center	U.S. Paralympics	Championships	12/3/2025	12/7/2025	5/20/2024	Tentative	350	80	300
WEWCC	FIRST - For Inspiration and Recognition of Science and Technology	FIRST Championship 2037	4/15/2037	4/25/2037	5/13/2024	Tentative	75,000	8,725	59735
WEWCC	FIRST - For Inspiration and Recognition of Science and Technology	FIRST Championship 2038	4/14/2038	4/24/2038	5/13/2024	Tentative	75,000	8,725	59735
Total Tentatives Sports		15					251,400		133,249

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 6.1.24 - 6.30.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
JFK Hockey Fields	Cam Newton 7V7	Cam Newtown C1N 7V7	5/4/2024	5/5/2024	6/4/2024	Definite	3,000	150	300	\$754,611
White House	Las Vegas Aces	CONFIDENTIAL SPORTS LEAD - Las Vegas Aces	5/8/2024	5/10/2024	6/4/2024	Definite	100	38	76	\$84,427
Washington, DC	American Veterans Center	National Memorial Day Parade 2024	5/27/2024	5/27/2024	6/4/2024	Definite	5,000	700	3,000	\$2,333,054
Washington, DC	Arlington Sports	Armed Forces Cycling Classic 2024	5/31/2024	6/2/2024	6/4/2024	Definite	8,000	30	90	\$1,837,382
Washington, DC	Capital Pride Alliance	2024 Capital Pride Room Block	6/4/2024	6/10/2024	6/4/2024	Definite	100	63	161	\$11,709,652
Commanders Field	US Soccer Federation	US Soccer Men's National Team vs Columbia Friendly Match	6/8/2024	6/9/2024	6/5/2024	Definite	100	71	781	\$748,870
Commanders Field	Major League Soccer/Soccer United Marketing	Argentina vs Guatemala - Staff Block	6/9/2024	6/14/2024	6/4/2024	Definite	100	30	125	\$691,998
Washington, DC	American Bike Ride LLC	2024 DC Bike Ride	9/3/2024	9/8/2024	6/4/2024	Definite	10,000	76	140	\$7,909,746
Yotel	The Federation of Gay Games (FGG)	FGG AGA 2024	10/24/2024	10/29/2024	6/4/2024	Definite	200	150	725	\$426,346
Washington, DC	Marine Corps Marathon	2024 49th Annual Marine Corp Marathon	10/27/2024	10/28/2024	6/5/2024	Definite	25,000	1,000	3,155	\$6,241,575
Washington, DC	Ironman	2025 Rock & Roll Running Series - St. Jude	3/14/2025	3/15/2025	6/4/2024	Definite	20,000	1,000	2,500	\$6,385,252
Washington, DC	Road Race Management, Inc	2025 Cherry Blossom 10 Mile & 5K	4/6/2025	4/7/2025	6/5/2024	Definite	20,000	485	1,000	\$5,130,266
<b>Total Definites Sports</b>			<b>12</b>				<b>91,600</b>		<b>12,053</b>	<b>\$ 44,253,179</b>

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
Westin Downtown	DC Black Pride	DC Black Pride 2024	5/24/2024	5/26/2024	6/25/2024	Tentative	20,000	236	803
Audi Field	US Soccer Federation	USWNT vs Costa Rica	7/16/2024	7/16/2024	6/19/2024	Tentative	20,000	200	700
Audi Field	Washington Spirit	Spirit Summer Friendlies - Arsenal vs. Spirit	8/18/2024	8/18/2024	6/13/2024	Tentative	20,000	100	715
Audi Field	Washington Spirit	Spirit Summer Friendlies - Arsenal vs. Chelsea	8/25/2024	8/25/2024	6/13/2024	Tentative	20,000	70	180
National Building Museum	George P. Johnson	ATVI Nexus 24	8/28/2024	8/28/2024	6/27/2024	Tentative	5,000	50	350
Washington, DC	Military Bowl presented by Northrup Grumens	2024 Military Bowl - Performing Bands	12/28/2024	12/28/2024	6/12/2024	Tentative	100	105	321
Washington, DC	FIFA	FIFA Club World Cup 2025	6/10/2025	7/16/2025	6/7/2024	Tentative	TBD	1500	22500
ESA	Blast Premier	Rainbow Six November Major 2025	11/3/2025	11/9/2025	6/11/2024	Tentative	4,500	200	1555
<b>Total Tentatives Sports</b>			<b>8</b>				<b>89,600</b>		<b>27,124</b>

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 7.1.24 - 7.31.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Westin Washington, DC Downtown	DC Black Pride	DC Black Pride 2024	5/24/2024	5/26/2024	7/9/2024	Definite	35,000	236	803	\$761,844
ESA	Noxuse Boxing Promotions LLC	Homecoming of WBA Super Featherweight Champion Lamont Roach Jr	6/28/2024	6/28/2024	7/9/2024	Definite	3,100	30	85	\$788,573
Washington, DC (various fields)	DC Cup	DC Cup 2024	7/4/2024	7/7/2024	7/9/2024	Definite	1,200	50	250	\$1,031,970
Audi Field	USA Rugby	USA Rugby v Scotland Rugby	7/12/2024	7/12/2024	7/9/2024	Definite	15,000	89	502	\$5,063,686
Canopy at the Wharf	USA Rugby	Rugby World Cup Summit	7/12/2024	7/12/2024	7/9/2024	Definite	70	70	140	See above EI. Event was part of USA Rugby v. Scotland
East Potomac Golf Links	American Junior Golf Association	Babygrande D.C. Classic 2024	7/14/2024	7/18/2024	7/9/2024	Definite	400	20	98	\$179,436
Audi Field	US Soccer Federation	USWNT vs Costa Rica	7/16/2024	7/16/2024	7/9/2024	Definite	20,500	200	700	\$6,481,388
Rock Creek Tennis Center	Citi Open	2024 Citi Open	7/27/2024	8/4/2024	7/9/2024	Definite	76,000	429	3,749	\$19,546,338
Audi Field	Washington Spirit	Spirit Summer Friendlies - Arsenal vs. Spirit	8/18/2024	8/18/2024	7/9/2024	Definite	7,000	100	715	\$2,167,365
The Anthem	Professional Fighters League	Professional Fighters League Playoffs 2024	8/23/2024	8/23/2024	7/9/2024	Definite	3,500	203	804	\$1,605,172
Audi Field	Washington Spirit	Spirit Summer Friendlies - Arsenal vs. Chelsea	8/25/2024	8/25/2024	7/9/2024	Definite	20,000	70	180	\$4,432,385
JW Marriott & Constitution Hall	Scripps National Spelling Bee	Scripps National Spelling Bee 2026	5/26/2026	5/28/2026	7/9/2024	Definite	3,000	650	4,200	\$4,212,218
JW Marriott & Constitution Hall	Scripps National Spelling Bee	Scripps National Spelling Bee 2027	5/25/2027	5/27/2027	7/9/2024	Definite	3,000	650	4,200	\$4,212,218
JW Marriott & Constitution Hall	Scripps National Spelling Bee	Scripps National Spelling Bee 2028	5/30/2028	6/1/2028	7/9/2024	Definite	3,000	650	4,200	\$4,212,218
JW Marriott & Constitution Hall	Scripps National Spelling Bee	Scripps National Spelling Bee 2029	5/29/2029	5/31/2029	7/9/2024	Definite	3,000	650	4,200	\$4,212,218
JW Marriott & Constitution Hall	Scripps National Spelling Bee	Scripps National Spelling Bee 2030	5/28/2030	5/30/2030	7/9/2024	Definite	3,000	650	4,200	\$4,212,218
Total Definites Sports		16					196,770	4,747	29,026	\$ 63,119,246

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
Union Market	Studio Usan	Redeye Night Market	10/26/2024	10/26/2024	7/9/2024	Tentative	50,000	0	0
WEWCC	G-Haven Esports	Game4Good - 3rd Annual Esports and STEM Festival	11/9/2024	11/10/2024	7/10/2024	Tentative	500	0	0
Union Market	Studio Usan	Umbrella Art Fair	11/14/2024	11/17/2024	7/9/2024	Tentative	30,000	0	0
TBD	Davis en Blanc, llc	Picnic in the Park	11/21/2024	11/22/2024	7/31/2024	Tentative	5,000	150	300
ESA	Stomp Wars Global/In Association with the RockTeen You	Stomp Wars	3/1/2025	3/1/2025	7/31/2024	Tentative	2,500	25	25
Lincoln Memorial Volleyball Courts	Volleyball World SA	Beach Pro Tour Elite 16	5/21/2025	5/24/2025	7/31/2024	Tentative	12,000	100	365
ESA	Events DC --- Sports, Entertainment and Special Events Di	Volleyball Nations League	7/7/2025	7/15/2025	7/15/2024	Tentative	30,000	115	920
Washington, DC (Expo-WEWCC)	Ironman	2026 Rock & Roll Running Series - St. Jude	3/21/2026	3/21/2026	7/26/2024	Tentative	20,000	1000	2500
Total Tentatives Sports		8					150,000	1,390	4,110

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 8.1.24 - 8.31.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Total Definites Sports		0								

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
TBD	National Black Movie Association	#ReelHBCU Film Festival and Matinee Celebration	9/10/2024	9/10/2024	8/15/2024	Tentative	450	40	50
ESA	Legacy Fighting Alliance LLC	LFA MMA ON UFC FIGHT PASS	10/4/2024	10/4/2024	8/15/2024	Tentative	3,000	200	300
Audi Field	Liquid Soul DC	Capital City Africa Cup	10/7/2024	10/12/2024	8/15/2024	Tentative	6,000	50	180
The Square at International Square	EXPLR PBC Inc	National STEM Festival	3/19/2025	3/22/2025	8/29/2024	Tentative	2,000	150	750
JW Marriott	WorldPride 2025	Human Rights Conference	6/4/2025	6/6/2025	8/2/2024	Tentative	5,000	531	3372
WEWCC	Cinematic	Global Esports Tour - Fortnite Showdown & Festival	8/30/2025	8/31/2025	8/2/2024	Tentative	10,000	2005	5502
Washington, DC	E1 Series	E1 Washington GP / E1 Washington DC GP	9/14/2025	9/24/2025	8/1/2024	Tentative	10,000	200	750
Northwest Stadium	National Collegiate Athletic Association	2026 NCAA Men's Lacrosse Championships (DI, DII, DIII)	5/23/2026	5/25/2026	8/13/2024	Tentative	40,000	450	2036
Audi Field	National Collegiate Athletic Association	2026 NCAA Women's Lacrosse Championships (DI)	5/23/2026	5/25/2026	8/13/2024	Tentative	15,000	152	912
Total Tentatives Sports		9					91,450	3,778	13,852

# DESTINATION DC BOOKING REPORT

Sports Sales

Meeting Size: All

Status Date: 9.1.24 - 9.30.24

Location	Account	Meeting	Start Date	End Date	Definite Date	Status	Attendees	Pk Rms	Rm Nts	Economic Impact
Washington, DC	DC Walls Mural Festival	DC Walls Mural Festival 2024	10/10/2024	10/19/2024	9/10/2024	Definite	10,000	20	200	\$154,942
Washington, DC	EventPrep	Go Army Beat Navy 2024	12/12/2024	12/14/2024	9/10/2024	Definite	40	20	60	\$37,699
Washington, DC	The Army Athletic Association-The Naval Academy Athletics	Army Basketball 2024	12/13/2024	12/13/2024	9/10/2024	Definite	20	21	42	\$21,030
Hyatt Regency Capitol Hill	Mid-Atlantic Leather Weekend	Mid-Atlantic Leather Weekend 2025	1/10/2025	1/13/2025	9/10/2024	Definite	2,000	950	3,200	\$1,160,938
WEWCC	HYROX	Season 24/25 Overflow	3/29/2025	3/29/2025	9/10/2024	Definite	3,500	1,000	2,855	\$1,416,384
Embassy of the Republic of Indonesia	Embassy of the Republic of Indonesia	Wonderful Nusantara Indonesian Festival	8/25/2024	8/25/2024	9/10/2024	Definite	20,000	100	600	\$906,817
National Building Museum	George P. Johnson	ATVI Nexus 24	8/28/2024	8/28/2024	9/10/2024	Definite	100	90	390	\$216,689
The Wharf	Ladies Professional Golf Association (LPGA)	The Legends & Legacy Tour - Solheim Cup	9/6/2024	9/8/2024	9/24/2024	Definite	500	10	20	\$51,412
Audi Field	Events DC --- Sports, Entertainment and Special Events Division	Truth & Service Classic - Hampton Alumni	9/19/2024	9/22/2024	9/24/2024	Definite	15,000	10	28	\$1,645,498
Washington Hilton	United States Olympic & Paralympic Committee	2024 Team USA Week	9/28/2024	10/1/2024	9/25/2024	Definite	800	800	2,400	\$1,166,431
Audi Field	Capital City Africa Cup	2024 Capital City Africa Cup	10/10/2024	10/13/2024	9/24/2024	Definite	8,000	60	180	\$225,094
Washington, DC	Army Ten-Miler	Army Ten-Miler 2024	10/13/2024	10/13/2024	9/10/2024	Definite	45,000	1,500	2,000	\$6,504,243
Hotel Zena	Center for Sport, Peace, and Society at University of Tennessee	GSMP: Empowering Women through Sports - Session 1	10/19/2024	10/26/2024	9/10/2024	Definite	23	23	181	\$85,324
Fields at RFK	USA Football	2024 COMMANDERS NFL Flag Regional Tournament	11/2/2024	11/2/2024	9/10/2024	Definite	2,000	150	300	\$539,425
Hotel Zena	Center for Sport, Peace, and Society at University of Tennessee	GSMP: Empowering Women through Sports - Session 2	11/19/2024	11/22/2024	9/10/2024	Definite	28	28	111	\$43,528
Various locations	Military Bowl presented by Northrup Grumman	2024 Military Bowl - Performing Bands	12/28/2024	12/28/2024	9/10/2024	Definite	250	105	321	\$190,797
Capital Hilton	DC Black Pride	2025 Black Pride	5/22/2025	5/27/2025	9/10/2024	Definite	35,000	300	1,000	\$761,844
Hyatt Regency Capitol Hill	Mid-Atlantic Leather Weekend	Mid-Atlantic Leather Weekend 2026	1/16/2026	1/19/2026	9/10/2024	Definite	2,000	950	3,200	\$1,160,938
Hyatt Regency Capitol Hill	Mid-Atlantic Leather Weekend	Mid-Atlantic Leather Weekend 2027	1/15/2027	1/18/2027	9/10/2024	Definite	2,000	950	3,200	\$1,160,938
Total Definites Sports			19				146,261	7,087	20,288	\$ 17,449,972

Location	Account	Meeting	Start Date	End Date	Tent. Date	Status	Attendees	Pk Rms	Rm Nts
Omni Hotel	TERK Entertainment Group	Influencers Brunch	9/14/2024	9/14/2024	9/10/2024	Tentative	350	15	15
Langston Golf Course	Krewe Of Pyros Foundation, Inc	The Inaugural KOP FIYAH Golf Class	9/19/2024	9/20/2024	9/10/2024	Tentative	150	13	25
National Mall	Trust for the National Mall	National Mall of Pickleball	9/25/2024	9/30/2024	9/18/2024	Tentative	11,000	60	325
Washington, DC	Liquid Soul DC	Africa Cup Programming	10/7/2024	10/12/2024	9/18/2024	Tentative	10,000	34	200
Capitol Hilton	Haitian Ladies Network	Igniting Our Power Haitian Ladies Weekend	10/11/2024	10/13/2024	9/13/2024	Tentative	600	220	536
HBCU Howard University's Crampton Auditorium	The HBCU Honors Foundation	HBCU Honors	11/12/2024	11/15/2024	9/12/2024	Tentative	1,150	40	100
ESA	World Wrestling Entertainment	NXT PLE	2/15/2025	2/15/2025	9/11/2024	Tentative	3,700	0	0
Capital One Arena or Northwest Stadium	World Wrestling Entertainment	WWE Saturday Night Special	2/15/2025	2/15/2025	9/11/2024	Tentative	20,000	0	0
Athletic Republic	National Gay Basketball Association	2025 NBA National Championship	5/9/2025	5/12/2025	9/30/2024	Tentative	5,000	30	75
Washington, DC	The Armed Forces Cycling Classic	The Armed Forces Cycling Classic	5/28/2025	6/1/2025	9/30/2024	Tentative	259	155	400
ESA	Professional Bull Riders (PBR)	2025 Professional Bull Riders	5/30/2025	6/1/2025	9/17/2024	Tentative	21,000	2000	5000
Fields at RFK or Local University	Major League Quadball	MLQ Championship	8/15/2025	8/18/2025	9/25/2024	Tentative	750	90	275
ESA	World Wrestling Entertainment	Undertaker Dead Man Show	12/12/2025	12/12/2025	9/10/2024	Tentative	1,500	0	0
Total Tentatives Sports			13				75,459	2,657	6,951



# Organizational Chart by Department





# ORGANIZATIONAL CHART

Executive Team ( Department Heads )

As of 01/30/2025

0 vacant,  
0 frozen,  
9 filled full-time equivalents (“FTEs”)

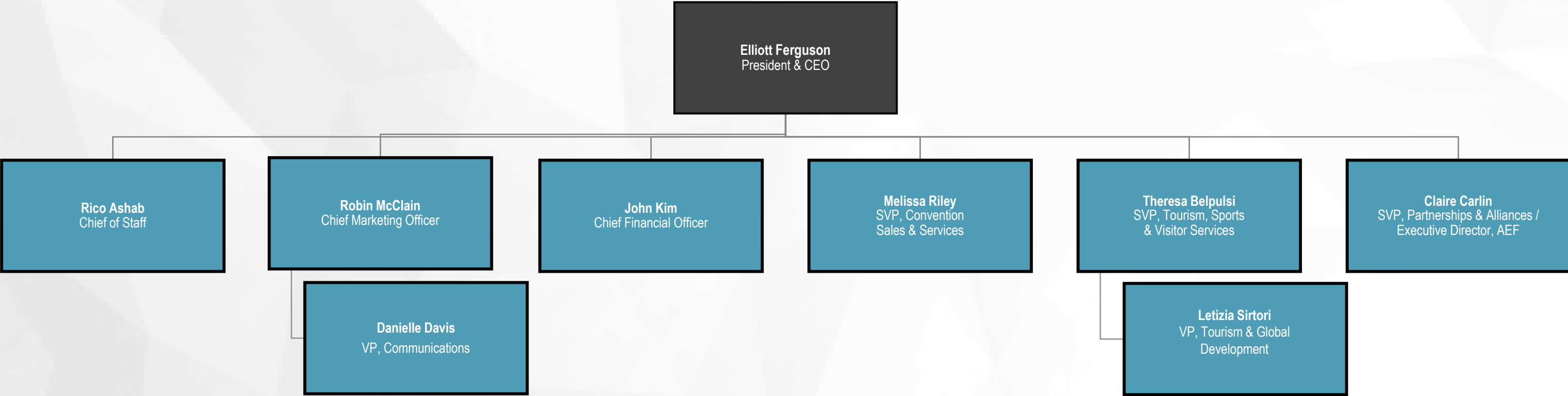


Chart Key

President & CEO

Executive Team



# ORGANIZATIONAL CHART

Executive Office

As of 01/30/2025

0 vacant,  
0 frozen,  
8 filled full-time equivalents (“FTEs”)

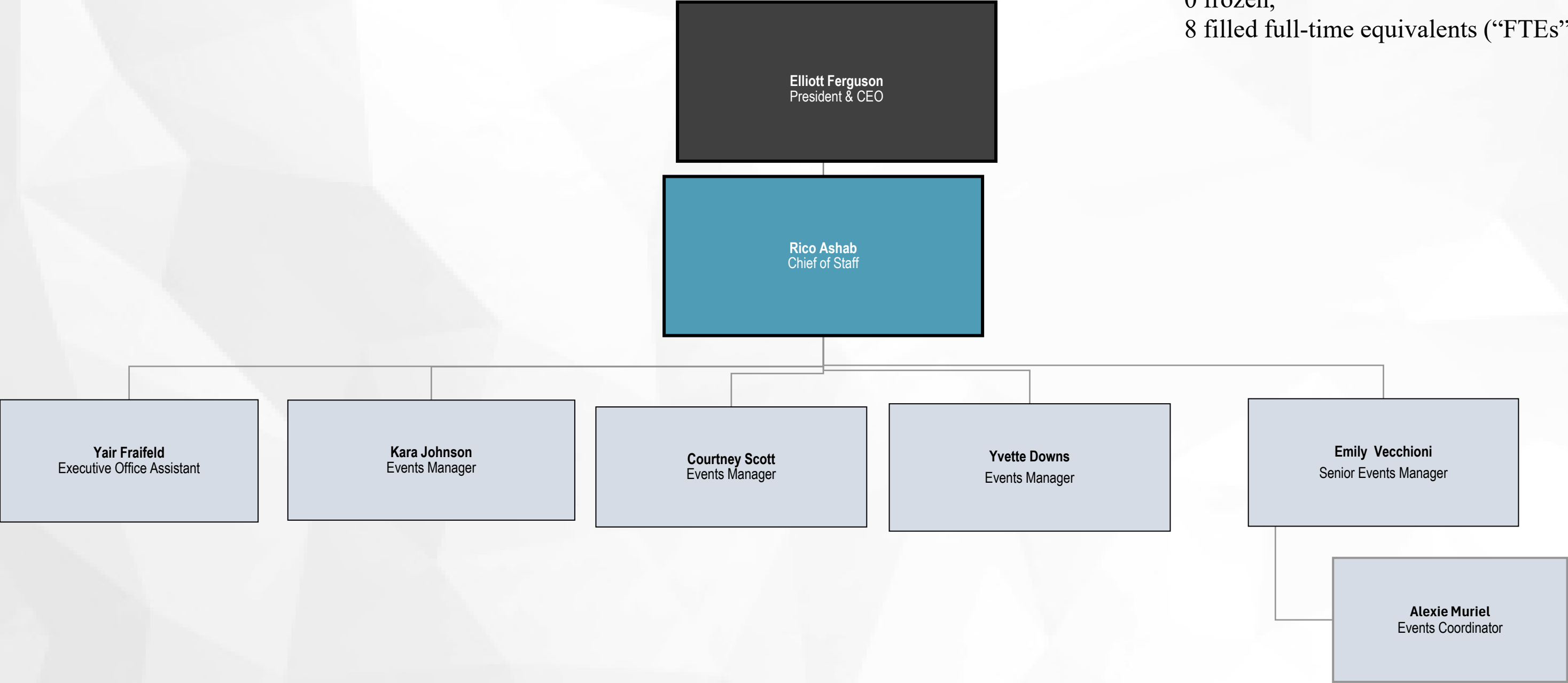


Chart Key

President & CEO

Executive Team

Staff Member

**As of 01/30/2025**

0 vacant,  
0 frozen,  
11 filled full-time equivalents (“FTEs”)

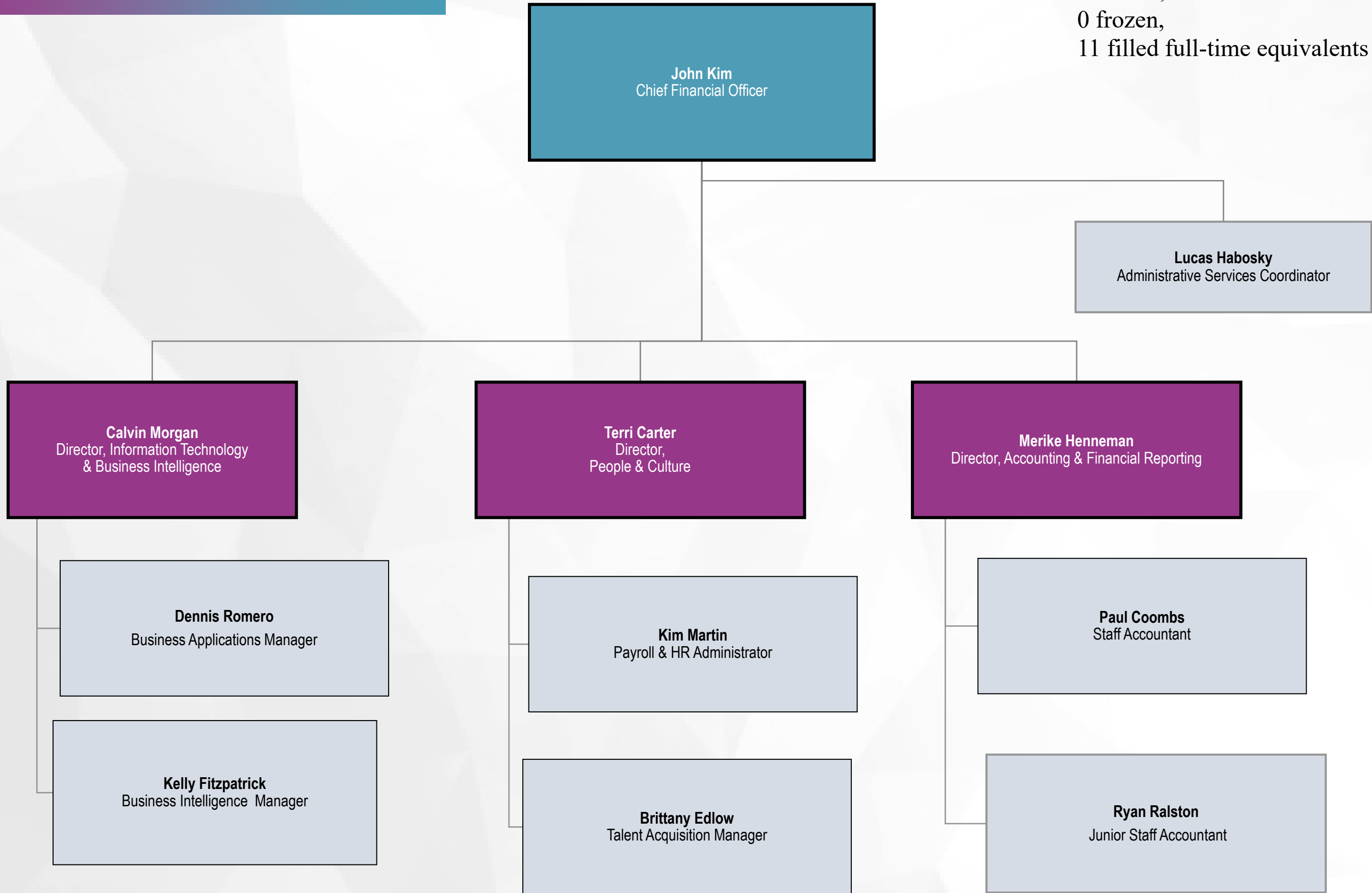
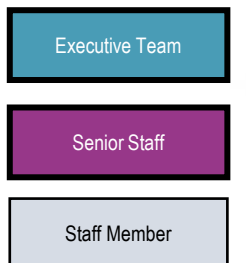


Chart Key





ORGANIZATIONAL CHART  
Partnerships & Alliances

As of 01/30/2025

0 vacant,  
0 frozen,  
12 filled full-time equivalents (“FTEs”)

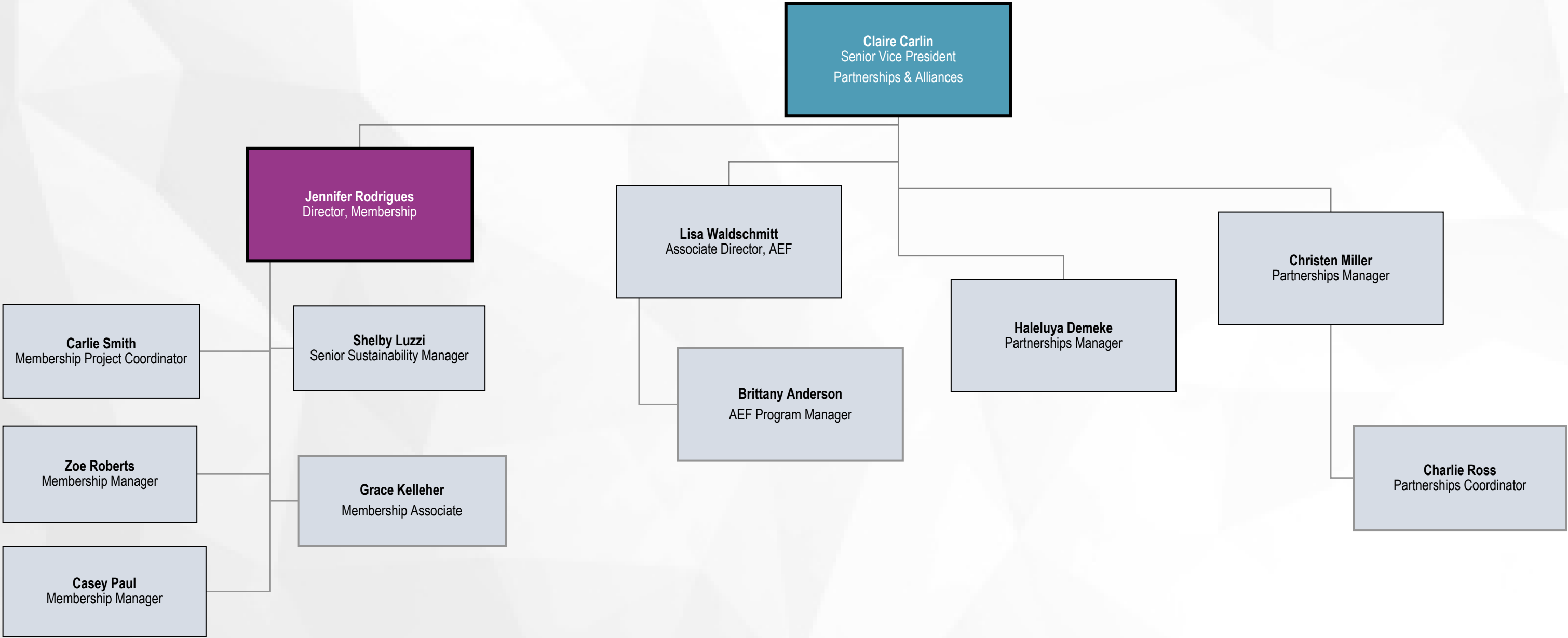
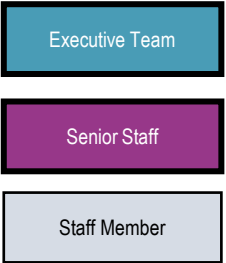


Chart Key



As of 01/30/2025

0 vacant,  
0 frozen,  
5 filled full-time equivalents (“FTEs”)

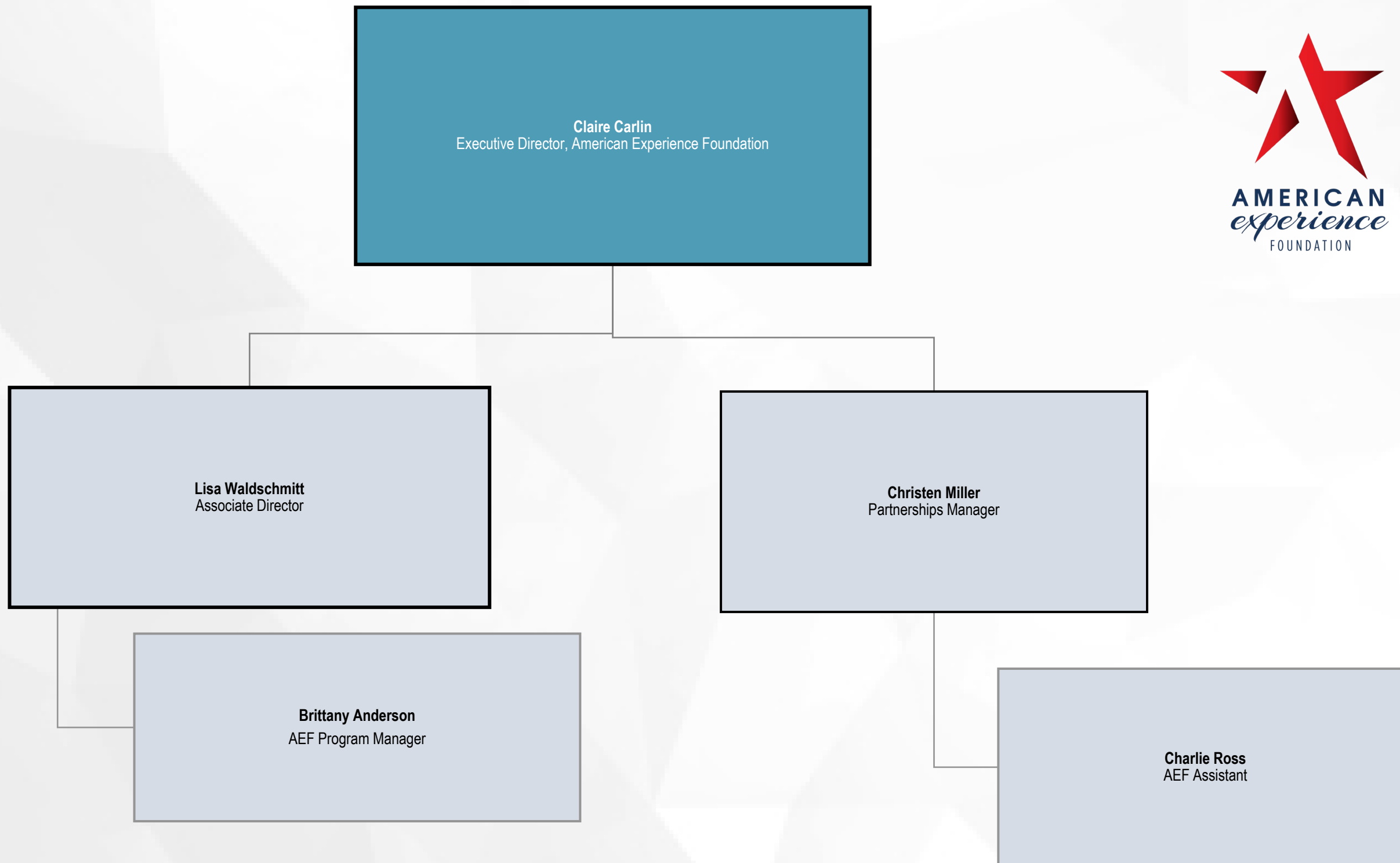


Chart Key

Executive Team

Senior Staff

Staff Member



# ORGANIZATIONAL CHART

Tourism, Sports, & Visitor Experience

As of 01/30/2025

1 vacant,  
0 frozen,  
15 filled full-time equivalents (“FTEs”)

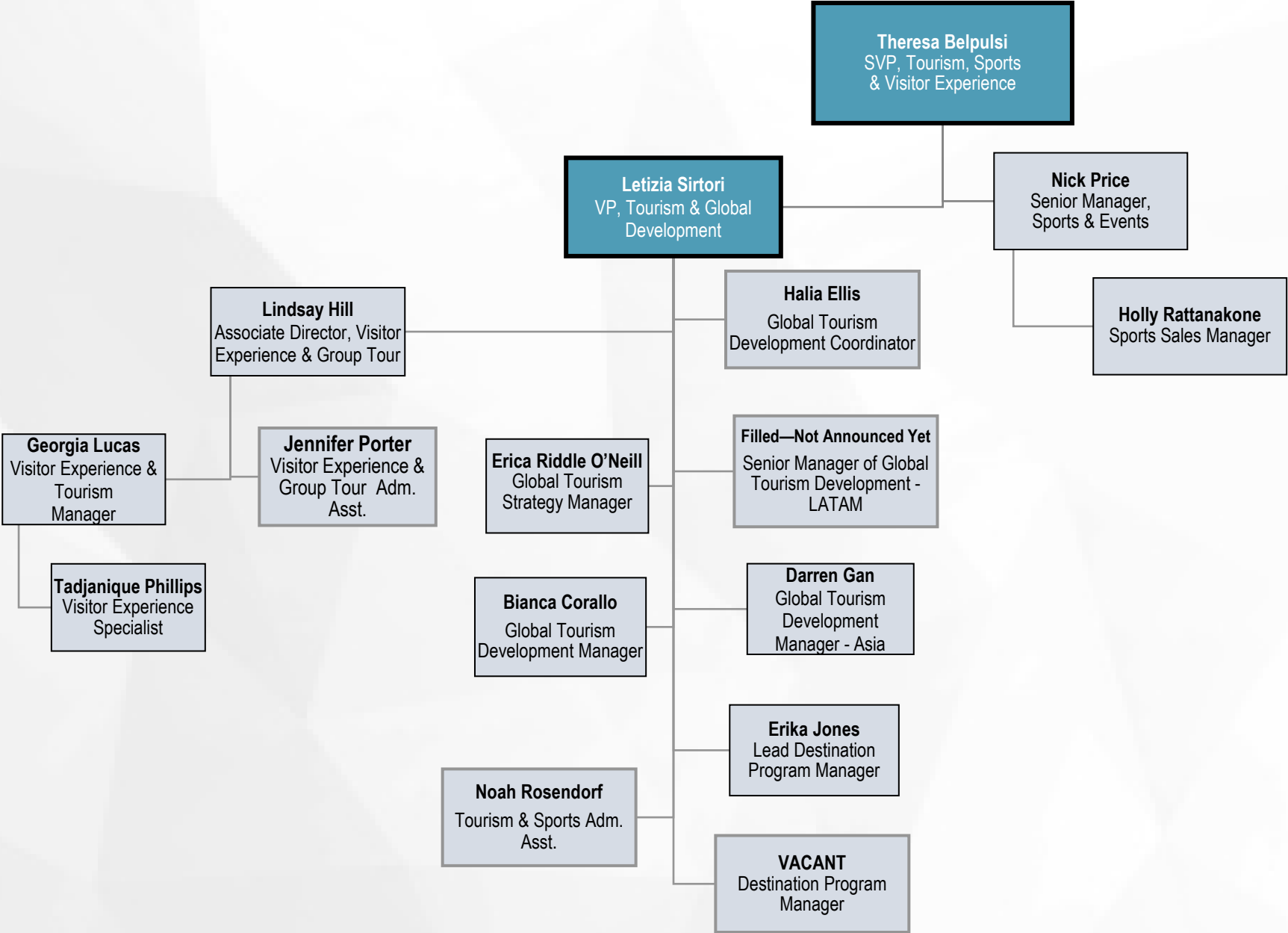


Chart Key

Executive Team

Senior Staff

Staff Member



# ORGANIZATIONAL CHART

Convention Sales & Services

As of 01/30/2025

1 vacant,  
0 frozen,  
34 filled full-time equivalents (“FTEs”)

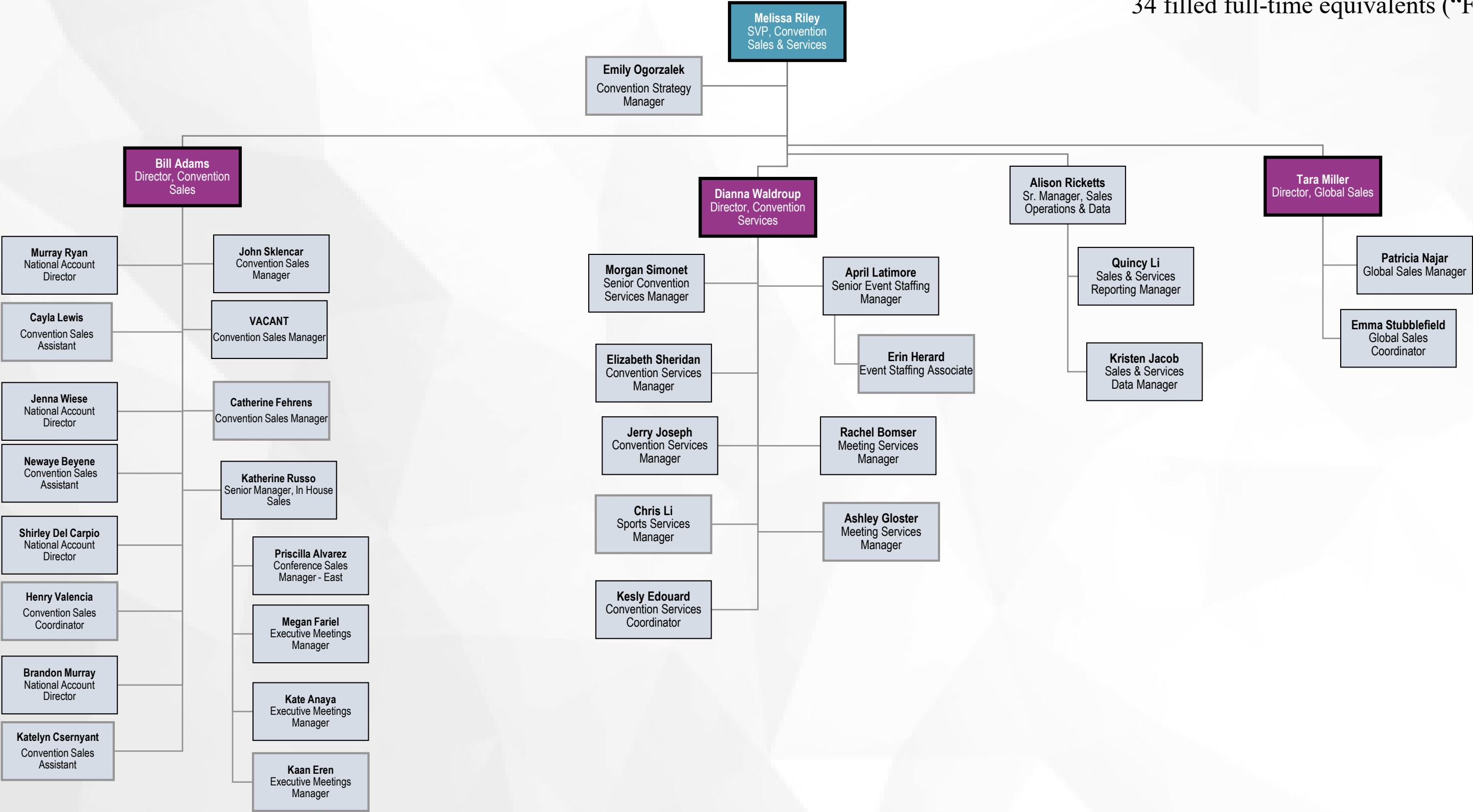


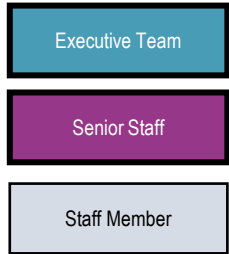
Chart Key

Executive Team

Senior Staff

Staff Member

2 vacant,  
0 frozen,  
35 filled full-time equivalents (“FTEs”)



### Chart Key



### **Sexual and Other Unlawful Harassment**

It is the Company's policy that employees and their work environment should be free from all forms of harassment and intimidation. The Company does not and will not permit employees to engage in sexual harassment, or harassment based on race, color, religion, sex, national origin, ancestry, marital status, sexual orientation, age, disability (including physical or mental handicaps), veteran status, or any other characteristic protected by federal, state, and local law, nor will it permit employees to be subjected to such behavior. Harassment by any employee, supervisor, manager, customer, independent contractor, or other person doing business with the Company or on the Company's premises is strictly prohibited.

Harassment is verbal or physical conduct that shows hostility toward an individual because of his/her race, color, religion, sex, national origin, ancestry, marital status, sexual orientation, age, disability (including physical or mental handicaps), veteran status, or any other characteristic protected by federal, state, and local law. Harassment may include, but is not limited to, epithets, slurs, jokes, or other verbal or physical conduct relating to an individual's race, color, religion, sex, national origin, ancestry, marital status, sexual orientation, age, disability (including physical or mental handicaps), veteran status, or any other characteristic protected by federal, state and local law. Sexual harassment can consist of unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual or gender-related nature.

Any individual who believes that he/she is being harassed in violation of this policy or believes his/her employment is being adversely affected by conduct he/she believes violates this policy must promptly notify their direct supervisor. If the individual is not comfortable reporting conduct, he/she believes violates this policy to his/her supervisor, or if his/her earlier complaint was not handled to his/her satisfaction, he/she must immediately bring the matter to the attention of the Director of People & Culture, Chief Financial Officer or President & CEO. No employee will be subjected to any form of retaliation for bringing such a complaint to management. Any supervisor or manager who, either by report from an employee or by other means becomes aware of conduct that may constitute harassment must immediately report such conduct to the Director of People & Culture, Chief Financial Officer, or President & CEO.

Upon learning of claims of harassment, the Company will conduct a prompt and thorough investigation. If it is determined that harassment in violation of this policy has occurred, the Company will take appropriate disciplinary action, up to and including discharge of the offending employee. It will also take whatever steps are possible to end the harassing conduct.

*Please keep in mind that the very nature of harassment makes it virtually impossible to detect unless a complaint is appropriately reported. Do not assume that the Company is aware of the problem. It is your responsibility to bring this information to the attention of the Company so the issue can be resolved.*

*Source: Destination DC Employee Handbook*



Destination DC Board of Directors Meeting  
December 17, 2024, 10:00 a.m.

Arlo Hotel

**Meeting Minutes**

**Board of Directors**

*\*Unable to Attend*

Amy Austin  
Angie Gates  
Carmen Pigler\*  
Chryssa Westerlund  
Clarence Anthony\*  
Danita Johnson\*  
David Kasprzyk  
Donna Westmoreland  
Elliott Ferguson  
Evan Koppel

Gavin Coleman  
Jessica Wasserman  
John Snedden  
John Varghese  
Julissa Marengo\*  
Kori Johnson  
Mark Roche-Garland  
Matt Felix  
Sybongile Cook

Meade Atkeson  
Michael Akin  
Michael Anderson  
Nancy Koide  
Nina Albert\*  
Paul J Cohn  
Shawn Townsend  
Solomon Keene, Jr\*  
Stacy Smith\*

Guests:

David Reichbach, ROI Study VP, Future  
Partners

Cordell Nelson, General Manager, Arlo  
DC

Secretary Lonnie Bunch, Smithsonian

Date: Tuesday, December 17, 2024

Time: 10:00 a.m.

*Indicates Spokesperson*

**Indicates Due Date**

**Indicates Action Related Notes**

Chairman Atkeson called the meeting to order at 10:06 **am**

## Welcome and Introductions

*Meade Atkeson*

## Introduction General Manager of Arlo DC

*Cordell Nelson*

- First properties in Manhattan, one property in Miami and one in Chicago
- Washington, DC is 7<sup>th</sup> property
- In the industry for about 20 years
- Graduated from Howard University in 2009

## 1. Chairman's Report

Welcome and Introductions

*Meade Atkeson*

1.1 Antitrust Guidelines

1.2 Minutes from the September Board of Directors Meeting

- Today is December 17<sup>th</sup>. The time is 10:06 AM and we are meeting at the Arlo Hotel
- I will ask **Matt** to call the roll to see if there is a quorum.
- Requested **Matt Felix** conduct roll call; declared there was a quorum
- Requested that the board review the **Antitrust Guidelines**
- Requested that the board review and approve the minutes from the September Board Meeting
  - Motion to Approve: Matt Felix
  - Second By: David Kasprzyk
  - Moved By: Multiple Board Members
  - Minutes were unanimously approved
- Thanks **Matt**. Please take a moment to review the antitrust guidelines which were emailed in advance.

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- We also emailed the minutes from September’s Board Meeting. Please take a few seconds to review
- I will now ask for a motion to approve the minutes from the September Board of Directors Meeting.
- Is there a second?
- Let all those who vote to approve the minutes by signify by saying aye. Any nays? (The ayes have it.)
- Let the record reflect that the minutes have been approved by the Board Directors of Destination DC.

#### Guest Speaker Report

*Secretary Lonnie Bunch*

- **Pandas ready for the public January 24<sup>th</sup>** – important because Zoo attendance without the pandas has dropped 25% and have a tremendous impact on the city
- America’s 250<sup>th</sup> – Crucial to the future of the Smithsonian as it is an opportunity for the Smithsonian to form partnerships and innovate
  - Will do a month-long folk festival on the Mall and six partner festivals around the nation so that other communities can also celebrate the 250<sup>th</sup> as our diversity is a great strength of the nation
  - Activating the Mall – every building of the Smithsonian will have activities, fireworks, illuminations to come to the Mall and then move from the Mall outwards. There will also be 15 objects that will only be together for four weeks and never again all together with historical significance to stimulate a community conversation.

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## Chairman's Report

*Meade Atkeson*

Thank you, Secretary Bunch. We know you have a busy schedule and likely need to depart, but welcome to stay as long as available.

- Haven't been together as a Board since the election. Important for us to be hyper aware with the changing environment.

## ROI Study & Goals

- This meeting is focused on two things: first is the annual ROI Study conducted by Future Partners that shows the effectiveness of DDC's advertising.
- Second, Committee Chairs will provide high level department updates related to the FY25 goals. Goals were created in conjunction with committee chairs, were presented to Board Officers, preliminarily approved by the Executive Committee and shared well in advance for full board to review.

## Board Participation

- Reminder: Destination DC's committees have resumed meeting.
- There are many opportunities to participate in DDC's activities – including two "Eggs with Elliott" events the first week of January
  - One for Hotel General Managers on January 9<sup>th</sup> again at this wonderful new property we are in today (Arlo Hotel)
    - Special thanks to General Manager, Cordell Nelson for hosting us today and several here today again in January!
  - The other Eggs with Elliott will be on January 10<sup>th</sup> for the new DEI Business Fellowship Cohort at the new Hen Quarter location in SW.
  - Reminder: Destination DC's Open House will be Thursday, January 23<sup>rd</sup> (Meade's birthday) 2pm – 5pm! We welcome you and your team members to join!
- AEF (American Experience Foundation) Holiday Party was last week at the Zoo and I heard it was a wonderful evening!
- Last month I had opportunity, along with Julissa, to attend Destination DC's all staff meeting in-person (Stand Up)

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- Recommend that you join as it shows the depth and the mentorship that goes on at Destination DC (not just departments reporting out but people at different levels).

That concludes my report. Now, I'll turn it over to **Elliott** for the president's report.

## 2. President's Report

*Elliott Ferguson*

- Past Trips/Meetings
  - 9/26 – 9/30 – ASAE CEO Conclave
    - Michelle Mason, President & CEO (Spoke during September 25<sup>th</sup> BOD meeting)
  - 10/4 – Hen Quarter Grand Opening Event in SW
    - Thompson Hospitality Group
    - **Several members of DDC team attended on my behalf**
  - 10/6 – 10/10 – IMEX Las Vegas
  - 10/14 – 10/19 – Japan Activation
    - Osaka & Tokyo
  - 10/20 – 10/24 – Brand USA Travel Week Europe
    - London, U.K
  - 11/7 – Eggs w/ Elliott for New Members
    - The Morrow Hotel
  - 11/13 – 11/17 – National Coalition of Black Meeting Professionals
    - Birmingham, Alabama
  - 11/14 – WorldPride Reveal
    - **Several members of DDC team attended on my behalf**
  - 11/18 – 11/19 – Brand USA Fall Board Meetings
    - Named as Board Chairman!
  - 11/18 – 11/21 – US Travel Associations Fall Engagement Week
    - 11/20 – Hall of Leaders Dinner celebrating Chris Thompson (as well as the long-time head of the Greater Miami CVB, Bill Talbert)
  - 11/21 – Cherry Blossom Festival Launch
    - Ronald Reagan Building
  - 12/4 – 12/5 – Commission on the Arts and Humanities Event
    - Miami, FL
  - 12/9 – 12/10 – Michelin Guide Event & Travel Unity Gala

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- New York, NY
- 12/12 – AEF Holiday Party
  - Held at Zoo and was great event!
- 12/13 – Held site visits for 6 hotels
  - Embassy Suites G'Town
  - AKA Washington Circle (opened May 2024)
  - St Gregory Hotel
  - Placemakr Dupont Circle
  - Dupont Circle Hotel
  - Ven at Embassy Row
- 12/16 – Joined former Board Chairman (Paul Cohn) and several members of Senior Staff on 51 Steps to Freedom Bus Tour
  - Personal Thoughts
- Upcoming:
  - 1/9 – Eggs w/ Elliott – Hotel General Managers
  - 1/10 – Eggs w/ Elliott – DEI Business Fellows
  - 1/11 – 1/15 – PCMA Convening Leaders
    - Houston, TX
- AEF Member Holiday Party was last week Thursday, December 12<sup>th</sup> at the National Zoo
  - Reached capacity with 750 registrants!
  - Scholars provided hot cider drinks
  - We enjoy working with the DC public school system in that effort brining on interns, training teachers on hospitality and more.
  - We've given **\$175,000+** via **94** scholarships in the last 8 years to Washington-based kids.
  - **As always, we encourage you to donate to American Experience Foundation**
- Organization Updates
  - New members of Executive Team joining today
    - Letizia Sirtori, VP, Tourism and Global Development
    - Dianna Waldroup, VP, Convention Services
  - New member of Senior Staff joining today
    - Lindsay Hill, Director, Visitor Experience & Group Tour

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- Political landscape
  - Zoo dinner last night – in the room with people waiting to hear what is next
  - First time the administration was around, we were on track for record visitation in spite of the administration. We are put in a position where we will need to be reactionary to learn more.

### 3. ROI Study Presentation

*David Reichbach*

- Future Partners, formerly Destination Analysts, refreshing brand
- Annual study conducted since 2009
- Comparing ad effectiveness in different markets - #1 goal is to measure the number of incremental visits as a result of the campaign
  - Incremental visits are trips to DC that would not have happened without the advertising campaign)
- Over 7000 surveys completed in a number of markets: NY, ATL, Boston, PHL, Richmond, Other East Coast
  - New markets; LA, CHI, MIA, Raleigh
- There are a number of different safeguards that are put in place to prevent providing numbers that do not make sense
  - Funnel:
    - 1) Percentage of adult population who recalled a DDC ad in markets where media ran → 2) proportion of respondents who were all aware and visited DC in past year → proportion of these subject to influence and significantly influenced by ads to visit → removal of trips who primary purpose was business or personal event → volume of incremental trips to generated as a result of the campaign → average travel party spending in-destination → incremental visitor spend and tax revenues generated by the campaign → ratio of incremental visitor spend and tax revenue generated per ad dollar invested
- It is estimated that the Spring-Fall 2024 ad campaign generated \$554.7 million in direct visitor spending in DC's economy

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- The total campaign investment during this timeframe was \$22.4 million and estimated ROI of campaign was 24.75:1. Every dollar spent on the ad campaign, almost \$25 back into DC's economy
- Tax ROI: Every dollar spent resulted in \$2.09 back in taxes for DC.
- *Robin*: Significant increase in respondents saying effective portrayal and likely to visit DC since implementation of the new campaign
- 87% of respondents said that the ads were important or very important to considering travel to DC

#### 4. Financial Report

*John Kim*

##### 4.1. Year-to-Date Review

- Hotel tax collections – September – November – exceeding budget by about 5%
  - 10% increase year over year for each of October and November collections
- 10.7 million dollars year-to-date in hotel tax receipts, exceeding estimates by 500k
- Net fund balance –
- AR combined – 621,000, slight increase from last quarter in large part because of collections of membership dues

#### 5. FY2025 Goals Presentation

Committee Chairs

##### 5.1 Convention Sales & Services

*Matt Felix*

- Our goals are in line with what we see from the city as well as other DMO's across the country.
- A few key initiatives are supporting the goal structure for next year
  - **Washington, DC Citywide Sales Strategy Review**
    - DDC is working with a third party to bring together the perspectives of Destination DC, the hotel community and the convention center to ensure we are positioned correctly in the market
    - This strategy dives into understanding what success looks like for all entities and finding the right business to pursue.
    - As we enter into the new year, we will conduct two workshops with the hotel community as well as the convention center to help evolve our strategy.

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- **The Future of Citywides Industry Initiative**
  - This is a conversation with the four main entities involved in citywides: DMO's, hotels, housing companies and clients. The intent is to understand the changing dynamics of citywide business and help each entity work together for mutual accountability and success.
  - We held our inaugural event in DC in November and it was met with much praise for gathering all the key players to have an open and honest conversation.

## 5.2 Tourism, Sports & Visitor Experience

David Kasprzyk

### TSVE GOALS TALKING POINTS

FY2025	Performance Metrics	FY2024 Goal	FY2024 Achieved	% Achieved of FY2024 Goal	FY2025 Goal	% Change over FY2024 Goal	% Change over FY2024 Actual	% of FY25 Goal
Tourism, Sports & Visitor Services	Tourism Leads	204	215	105%	230	13%	7%	
	Tourism Live FAM Attendees	260	400	154%	412	58%	3%	
	Tourism Virtual Training Attendees	8,975	7,065	79%	9,100	1%	29%	
	Definite Room Nights	433,067	437,613	101%	466,500	8%	7%	
	Brochure Distribution	767,891	634,439	83%	666,700	-13%	5%	
	E-mail Inquiries	68,715	63,954	93%	67,150	-2%	5%	
	Phone Inquiries	5,266	5,690	108%	5,950	13%	5%	

- 2024 was a huge success for the entire TSVE team. With the assistance of the TRD funding we were able to
  - Open new international offices
  - Participation in programs generating key travel media/consumer opportunities
  - Strategically drive the Only in DC message in all promotion and marketing campaigns around the world
  - Secure key international/domestic sporting events and festivals
- All these efforts resulted in meeting our Definite Room Night goal and helped us build a strategic foundation as we move into 2025
- OUR 2025 strategy will include:
  - Increase in **Tourism Leads** which will be generated from additional appointment-based shows and added sales missions
  - Our research has shown, when we host Familiarization (FAM) tours, we extend our sales forces which results in increased bookings to Washington, DC.

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- We will continue our partnership and outreach to our local DDC members/partner airlines/key domestic and international tour operators to increase participation in our **FAM Attendees**
- Early 2025 we launched two **major training programs**. External and Internal. Externally, the relaunch and marketing of our destination Travel Agent Training program in over 9 languages has resulted in a spike in participation from countries all over the globe.
- Internally, we have launched the Washington DC Welcome program geared to educate the DC Hospitality community on important information about Washington DC in a fun engaging way for all employees
- Most importantly the increase in **room- night production** will continue in 2025. This is a direct result of:
  - Aggressive International “Always On” marketing strategy in all our top markets
  - Strategic partnerships with OTA’s and Airline partners with the main purpose of room night generation
  - Maximizing room night packages for WorldPride 2025
  - Partner with key stakeholders on major sporting event bids and new strategic direction on pushing international match/tournament play with our local sports teams
- IN Visitor Services you will see slight adjustments **to brochure distribution/email/phone engagements** as we react to the changing trends of how the visitor is utilizing our destination tools and the increase in AI/social engagement

### 5.3 Marketing & Communications

*Nancy Koide*

- The first full year of TRD was met with opportunities to expand and augment advertising buys in new markets, with premium publishers and consumer events.
- The team met or exceeded all FY24 goals!
- For FY25 goals – the new numbers were set based on the paid media strategy, market/reporting trends and unique editorial opportunities (like World Pride and America 250).

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- Specifically, social media reporting will be challenged with recent changes to Facebook's A-P-I and additional changes to Instagram's API expected in early January.
- Beyond that, the team is taking what it's learned in FY24, further leveraging what's worked, dropping what hasn't and trying new opportunities.
- The most recent example of a new opportunity was this past weekend.
- Robin, Torri and the ad team were in New York City – DC's top domestic visitor market – with a pop-up consumer event with Eater – through a purchase with VOX media that also includes *New York Magazine* and various digital buys.
- The team hosted a brunch with Chef Enrique Limardo from 7 Reasons restaurant for consumers and social influencers.
- They also hosted a booth with DC swag/giveaways in a holiday market atmosphere engaging with consumers in Williamsburg – Brooklyn.
- The team looks forward to leveraging each and every opportunity in FY25.
- Any questions about the M&C goals? (Robin is here to answer.)
- Thank you.

#### 5.4 Partnerships & Alliances

*Michael Anderson*

**CASH GOAL = \$2,500,992**

#### **MEMBERSHIP**

- **Membership, 3% Growth overall, \$2,440,992**
  - \$9K in new hotel revenue, Canal House & Mint House
  - \$120K in non-hotel new revenue, 120 members
  - Drop rate 9%, which is equal to 2024.
    - Historically 10-14%
  - Currently about 1,050 members
- **Partnerships, \$60,000 goal**
  - Have a pipeline to about \$45,000
  - Need to find, \$15K

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## DEI BUSINESS FELLOWSHIP

- 2025 = programs' 4th year, 26 accepted
- From 2022-2024 more than 80 businesses participated.

## SUSTAINABILITY DISTRICT

Now >50 members.

This is a special recognition program for qualifying DDC members that are committed to promoting a more sustainable place to live, visit and meet.

## IN-KIND GOAL = \$1,050,000

With DDC's increased profile and successes, there has been increased interest in barter (trade) partners.

DDC has approx. 50 year-round and event partners that provide resources that offset our expenses such as:

- Travel partners (ex: United)
- Entertainment and ticket partners (ex: Monumental Sports)
- Event partners (ex Hargrove)

## PIPELINES

- Our barter agreement pipeline = \$728,000
- Member Events (venues and service provider donations) = goal \$200,000
- Dining & Driving Power includes more than 30 restaurant and transportation partners, GOAL = \$55,000
- Need to find about \$75,000 in unsecured barterers.

## 5.5 American Experience Foundation

*John Snedden*

AEF has a small budget, and mighty impact thanks to DDC's access and support.

- Each BOD member has a copy of the newly released FY2024 AEF annual review.
- Thank you to many DDC BOD members who contributed experiences and money.

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- Thank you to past BOD chair Michael Akin for helping set AEF up for success.

AEF's independent BOD has approved the AEF Budget.

### CASH GOAL

- \$280,800
  - The big increase = portion of the DMPED grant attributed to AEF, \$158,000
  - This will appear in FY25 only.
- Also an increase in the Foundations grant revenue, new area of focus. AEF has enlisted an independent contractor to guide these efforts.

### IN-KIND

The big difference is the attribution of the member holiday event.

- FY24 at the JW Marriott was attributed to AEF
- FY25 at the Zoo will be attributed to DDC
- All other goals are fairly consistent year:year

□

AEF IN-KIND	FY24 actual	FY25 Estimate
Educational Programs	\$17,914.00	\$20,000.00
Internship Programs	\$7,184.52	\$5,000.00
Field Trip Programs	\$12,545.76	\$15,000.00
Fundraising Events	\$120,103.46	\$70,000.00
Other In-Kind	\$5,934.92	\$5,000.00
<b>Total In-Kind/ Cash Equivalent</b>	<b>\$163,682.66</b>	<b>\$115,000.00</b>

5.6 Finance & Administration

Clarence Anthony

- Destination DC is supporting Certified Business Enterprise (CBE) whenever possible
- Destination DC's annual CBE goal is set per anticipated TRD collection

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- Actual CBE spending for FY24 was \$3.8M exceeding the goal of \$3.76M
- For FY25, CBE spending goal is increased to \$4.5M based on anticipated TRD collection

*Meade Atkeson*

- Requested that the board review and approve the FY25 Goals
  - Motion to Approve: **Amy Austin**
  - Second By: **Meade Atkeson**
  - Moved By: Multiple Board Members
  - FY24 Budget unanimously approved

## 6. Industry Partner Updates

Angie Gates, Shawn Townsend, Solomon Keene\*

### 6.1 Events DC Updates

*Angie Gates*

- LEED Platinum rating for WEWCC
- Best convention center and best onsite support awards
- 22 events including 4 citywide events
- Sports and Entertainment division
  - 79 events throughout venues, including Army-Navy game which brought 50,000 people
- Legacy and Legends events
  - Events for individuals who have been in the District for a long time

### 6.2 Restaurant Association Updates

*Shawn Townsend*

- Just concluded DC Cocktail Week – the largest attended and anticipated event for DC Cocktail Week
  - Featured in 20 regional media articles
- Upcoming holiday party hosted in January every year – will be on January 13<sup>th</sup> at Royal Sands
- Winter Restaurant Week – January 17<sup>th</sup> – February 2<sup>nd</sup>

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- Annual meeting - January 19<sup>th</sup>
- Starting to plan next year's RAMMYs – August 3<sup>rd</sup>
- DMPED Workforce Development Grant has allowed for training to receive certifications
- District restaurant workers have been hit with job losses for 10 consecutive months
  - Record number of restaurant closures and openings this year
- Inflation, workforce, tipped wage/salary are top of mind issues for RAMW
  - Crime last year

## 7. Old/New Business

*Meade Atkeson*

Recognizing Sandra Mosely as joined during Executive Committee meeting – working on expectations during Inauguration, ROI study. Reach out to Sandra if you would like any of this information

Recognizing Dianna Waldroup – 35 years with us and promoted to Vice President to Executive Team, Letizia Sirtori also promoted to Vice President and to Executive Team

All creative is done in house – Alex Gnafakis has been promoted to Senior Creative Director

Thank you to all for the strong in-person attendance to close out the year.

I strongly encourage you to continue attending in-person when available in the new year. Board meetings will be held in person at various locations in 2025 and Rico has shared all calendar invitations.

The 2025 Board Meeting dates are:

Thursday, March 27<sup>th</sup>

Thursday, May 29<sup>th</sup>

Thursday, September 25<sup>th</sup> (Likely to be re-scheduled)

Tuesday, December 18<sup>th</sup>

Finally, I wanted to acknowledge Elliott for a few recent accolades. As referenced prior, he recently was re-appointed to Brand USA's Board of Directors and will serve as Board Chairman for the next year!

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Also sharing confidential news being announced this week, but Elliott has been named one of PCMA's 2025 Lifetime Achievement Honorees! (Even though he is too young in my opinion 😊)

Lastly, today is Elliott's 23<sup>rd</sup> anniversary with Destination DC!

Congratulations to Elliott and all he, and the Destination DC team do to promote DC as a destination.

#### 8. Adjournment

*Meade Atkeson*

Is there a motion to adjourn? Do I have a second?

Let all those who vote to adjourn the meeting say aye.

Any nays? Meeting adjourned.

**Next Full Board Meeting: March 27<sup>th</sup>, 2025 10 a.m.**

**Location: TBD**

Chairperson Atkeson adjourned the meeting at **12 p.m.**

Minutes recorded by Yair Fraifeld, reviewed by Rico Ashab and approved by Elliott L. Ferguson

A handwritten signature in cursive script that reads "Yair Fraifeld".

Yair Fraifeld

Executive Office Assistant

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Rico Ashab  
Chief of Staff



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Elliott L. Ferguson, II  
President & CEO

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# FY25 GOALS

## *Presentation*



December 17, 2024



# EXECUTIVE SUMMARY

FY2025	Performance Metrics	FY2024 Goal	FY2024 Achieved	% Achieved of FY2024 Goal	FY2025 Goal	% Change over FY2024 Goal	% Change over FY2024 Actual
Convention Sales	Def. Room Nights: Conv. Center	600,000	555,142	93%	650,000	8%	17%
	Def. Room Nights: Non-Center	500,000	566,332	113%	530,000	6%	-6%
	Def. Room Nights: Total	1,100,000	1,121,474	102%	1,180,000	7%	5%
	Leads: Convention Center	500	427	85%	535	7%	25%
	Leads: Non-Center	3,700	3,734	101%	4,000	8%	7%
	Leads: Total	4,200	4,161	99%	4,535	8%	9%
Global Convention Sales	Contracted Int'l Room Nights: Conv. Center	23,000	37,864	165%	45,000	96%	19%
	Contracted Int'l Room Nights: Non-Center	27,500	58,385	212%	25,000	-9%	-57%
	Contracted Int'l Room Nights: Total	50,500	96,249	191%	70,000	39%	-27%
	Anticipated Int'l Overnight Stays: Conv. Center	85,000	37,974	45%	100,000	18%	163%
	Anticipated Int'l Overnight Stays: Non-Center	40,000	136,052	340%	75,000	88%	-45%
	Anticipated Int'l Overnight Stays: Total	125,000	174,026	139%	175,000	40%	1%
	Int'l Leads: Convention Center	35	55	157%	40	14%	-27%
	Int'l Leads: Non-Center	175	165	94%	195	11%	18%
	Int'l Leads: Total	210	220	105%	230	10%	5%
Convention Services	Staffing (Registration) (\$)	650,000	556,392	86%	600,000	-8%	8%
	Service Leads/Referrals	900	975	108%	1,000	11%	3%

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	E-mail Inquiries	68,715	63,954	93%	67,150	-2%	5%
	Phone Inquiries	5,266	5,690	108%	5,950	13%	5%
Marketing & Communications	Domestic Earned Media (\$)	113,000,000	123,143,248	109%	124,000,000	9.7%	0.7%
	International Earned Media (\$)	13,000,000	23,104,911	178%	23,000,000	76.9%	-0.5%
	Total Earned Media (\$)	126,000,000	146,248,159	116%	147,000,000	16.7%	0.5%
	Website Views	23,760,000	26,137,853	110%	27,494,756	15.7%	5.2%
	Website Sessions	15,806,750	16,077,802	102%	16,861,013	6.7%	4.9%
	Social Media Engagement	7,456,180	9,543,904	128%	8,500,000	14.0%	-10.9%
Partnerships & Alliances	Partnership Cash Revenue (\$)	1,950,000	2,428,148	125%	2,500,992	28.3%	3.0%
	Partnership In-Kind Revenue (\$)	845,000	1,265,401	150%	1,050,000	24.3%	-17.0%
	AEF Cash Revenue (\$)	125,000	225,237	180%	280,800	124.6%	24.7%
	AEF In-Kind Revenue (\$)	100,000	161,183	161%	115,000	15.0%	-28.7%
Administration	CBE (formerly LSDBE) Payments (\$)	3,762,500	3,811,985	101%	4,532,500	20.5%	18.9%



# FY24 GOALS PRESENTATION

December 13, 2023



# EXECUTIVE SUMMARY

FY2024	Performance Metrics	FY2023 Goal	FY2023 Achieved	% Achieved of FY2023 Goal	FY2024 Goal	% Change over FY2023 Goal	% Change over FY2023 Actual
Marketing & Communications	Domestic Earned Media (\$)	90,000,000	113,316,454	126%	113,000,000	25.6%	-0.3%
	International Earned Media (\$)	8,800,000	13,658,451	155%	13,000,000	47.7%	-4.8%
	Total Earned Media (\$)	98,800,000	126,974,905	129%	126,000,000	27.5%	-0.8%
	Website Views	19,350,000	19,337,896	100%	23,760,000	22.8%	22.9%
	Website Users (formerly Unique Visits)	12,200,000	12,580,038	103%	13,200,000	8.2%	4.9%
	Social Media Engagement	4,300,000	6,172,679	144%	7,456,180	73.4%	20.8%
Partnerships & Alliances	Partnership Cash Revenue (\$)	1,619,000	2,069,181	128%	1,950,000	20.4%	-5.8%
	Partnership In-Kind Revenue (\$)	650,000	1,008,921	155%	845,000	30.0%	-16.2%
	AEF Cash Revenue (\$)	75,000	417,900	557%	125,000	66.7%	-70.1%
	AEF In-Kind Revenue (\$)	50,000	216,344	433%	100,000	100.0%	-53.8%
Administration	CBE (formerly LSDBE) Payments (\$)	250,000	394,914	158%	3,762,500	1405.0%	852.7%
Tourism, Sports & Visitor Experience	Tourism Leads	126	189	150%	204	62%	8%
	Tourism Live FAM Attendees	69	248	359%	260	277%	5%
	Tourism Virtual Training Attendees	2,098	4,357	208%	8,975	328%	106%
	Definite Room Nights	296,292	348,614	118%	433,067	46%	24%
	Brochure Distribution	504,260	698,083	138%	767,891	52%	10%
	E-mail Inquiries	63,500	53,078	84%	68,715	8%	29%
	Phone Inquiries	6,327	4,531	72%	5,266	-17%	16%

FY2024	Performance Metric	Q1 FY2024 Target	Q2 FY2024 Target	Q3 FY2024 Target	Q4 FY2024 Target	FY24 Total
Tourism & Visitor Experience	Definite Room Nights	108,267	108,267	108,267	108,266	433,067

# EXECUTIVE SUMMARY

FY2024	Performance Metrics	FY2023 Goal	FY2023 Achieved	% Achieved of FY2023 Goal	FY2024 Goal	% Change over FY2023 Goal	% Change over FY2023 Actual
Convention Sales	Def. Room Nights: Conv. Center	600,000	468,915	78%	600,000	0%	28%
	Def. Room Nights: Non-Center	400,000	446,082	112%	500,000	25%	12%
	Def. Room Nights: Total	1,000,000	914,997	91%	1,100,000	10%	20%
	Leads: Convention Center	330	521	158%	500	52%	-4%
	Leads: Non-Center	3,065	3,694	121%	3,700	21%	0%
	Leads: Total	3,395	4,215	124%	4,200	24%	0%
Convention Services	Staffing (Registration) (\$)	580,000	606,037	104%	650,000	12%	7%
	Service Leads/Referrals	700	862	123%	900	29%	4%
Global Convention Sales	Contracted Int'l Room Nights: Conv. Cen.	20,000	27,664	138%	23,000	15%	-17%
	Contracted Int'l Room Nights: Non-Center	25,000	21,468	86%	27,500	10%	28%
	Contracted Int'l Room Nights: Total	45,000	49,132	109%	50,500	12%	3%
	Anticipated Int'l Overnight Stays: Conv. Cen**	N/A	N/A	N/A	85,000	N/A	N/A
	Anticipated Int'l Overnight Stays: Non-Center**	N/A	N/A	N/A	40,000	N/A	N/A
	Anticipated Int'l Overnight Stays: Total**	N/A	N/A	N/A	125,000	N/A	N/A
	Int'l Leads: Convention Center	30	35	117%	35	17%	0%
	Int'l Leads: Non-Center	120	166	138%	175	46%	5%
	Int'l Leads: Total	150	201	134%	210	40%	4%
FY2024	Performance Metric	Q1 FY2024 Target	Q2 FY2024 Target	Q3 FY2024 Target	Q4 FY2024 Target	FY2024 Total	

Convention Sales Total	Room Nights: Total	240,000	360,000	210,000	290,000	1,100,000	
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# **Destination DC Annual Marketing and Sales Plan FY2025**

**October 1, 2025**

## **EXECUTIVE SUMMARY**

Washington, DC achieved record visitation in 2023. While welcoming the highest number of domestic visitors ever in the nation's capital, there was also a strong rebound in international visitation closing in on pre-pandemic numbers. The latest visitation numbers for the Washington, DC market saw increased performance to compete with 2019 visitation and hotel occupancy levels. In 2023, domestic travel brought a full rebound from pandemic losses, with 24 million travelers or 105 percent of pre-pandemic levels, while international travel rebounded to 85% of pre-pandemic levels with 1.95 million visitors. Through FY24, continued strength in hotel performance for ADR and occupancy showed the District is well positioned to compete for leisure and business visitors.

After a full year collecting the Tourism Recovery District (TRD) assessment, Destination DC's marketing and sales strategy reflects how each department is leveraging additional budget to target expanded markets and confirm additional business. In FY2025, Destination DC's budget of \$56 million will target domestic and international leisure, group sales and sports opportunities.

Business travel continues to be unpredictable with Federal Government travel and private businesses still not pacing at the rate of recovery for leisure and groups. In addition, inflation and high gas prices are impacting consumer decision making and destinations showing added value will be more competitive in winning business.

With a return to consistent hotel tax receipts in FY2024 and the TRD, Destination DC plans an aggressive strategy to position the nation's capital as a top meetings and leisure destination reflecting an evolving city with new hotels, dining, attractions and more developed since the 2019. A preview of the FY2025 budget shows:

- According to S&P Global, in 2023 visitors spent \$10.2 billion – up 28.7% over 2022 and reaching 111% of 2019 pre-pandemic levels
- Taxes generated by visitor spending hit a record \$2.1 billion – up 29% over 2022
- From January 1 to December 31, 2023, hotel demand increased by nearly 1.2 million room nights, or 17%, from the same period in 2022, according to STR.
- From January 1 to December 31, 2023, hotel revenue was \$2.21 billion, an increase of 25% from the same period in 2022, according to STR.

## **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. As an economic development organization for Washington, DC, Destination DC’s goal is to generate visitor spending and support local jobs through the continued development and execution of integrated marketing, communication, and sales initiatives. As a sustaining community partner in the District of Columbia, Destination DC embraces the values of diversity, equity and inclusion as it welcomes all visitors to the city.

## **MISSION**

As the official destination marketing organization for Washington, DC, the mission of Destination DC is to promote the nation’s capital as a premier destination for business, convention, tradeshow, meeting and leisure travel. In doing so, we aim to create an economic impact that creates new jobs and benefits the District’s local economy and community.

## **STRATEGIC OBJECTIVES**

The long-term success of Destination DC is contingent upon its ability to compete with tier one markets to attract groups and leisure travel by highlighting the District as a world-class city and a one-of-a-kind destination. Destination DC will continue to work diligently on behalf of Events DC and the Walter E. Washington

Convention Center to market Washington, DC as a premier destination for meetings, conventions and special events even in a world where such events are constantly shifting post pandemic.

The TRD assessment, an additional one percent of the hotel sales tax dedicated to destination marketing, will help position Destination DC more competitively. The MOU between the Office of the Deputy Mayor of Economic Development and Destination DC states the following:

The Act requires that DDC: (1) comply with the requirements of section 2346 of the Small, Local, and Disadvantaged Business Enterprise Development and Assistance Act of 2005, effective October 20, 2005 (D.C. Law 16-33; D.C. Official Code § 2-218.46); (2) consult with DMPED, Events DC, the Restaurant Association Metropolitan Washington, and the Hotel Association of Washington, DC on the use of the Tax Revenue; and (3) enter into a memorandum of understanding with the District regarding the use of the Tax Revenue in accordance with the recommendations determined necessary and appropriate pursuant to the consultations required by item (2) above. 2 With respect to item (1) above DDC has entered into that certain Certified Business Enterprise Utilization and Participation Agreement with the Department of Small and Local Business Development dated May 16, 2023 (the “CBE Agreement”). Articulating the story of the city’s commitment and ability to address pandemic concerns will lead to a rebound in attracting first domestic, business and then meetings 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.

Destination DC will represent and unite the tourism stakeholders in the city, including hotels and other accommodation providers, restaurants, attractions, tour operators, destination management companies, entertainment venues, event managers, caterers, transportation companies, retail outlets, local and national governments, Capital One Arena, Nationals Park, Audi Field, RFK Campus, St. Elizabeth Campus, the Entertainment and Sports Arena and the Walter E. Washington Convention Center.

The FY2025 Annual Marketing and Sales Plan is guided by the following principles identified through the strategic planning process:

- **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.
- **Maintain Leadership:** Continue to influence product development, redevelopment and infrastructure improvements that impact Destination DC's mission and the image of Washington, DC.
- **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.
- **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.
- **Develop Advocates:** Build community-wide support for tourism and Destination DC, particularly among residents, industry experts and city government officials.

## **GOALS**

The goal process for FY2025 is unique and will take more consultation, planning, research and approvals from the Destination DC Board of Directors and Events DC oversight. DDC will provide an addendum at a mutually agreed upon date.

**ORGANIZATIONAL CHART** (chart attached on last page)

## **CONVENTION SALES AND SERVICES**

The role of Convention Sales and Services is to maximize economic impact to the entire city by driving meeting & convention bookings to the destination, including a specific emphasis on the Walter E. Washington Convention Center.

Collaboration between Destination DC, Events DC and the hotel community is vital to leveraging business opportunities. Convention Sales and Services is made of three distinct divisions:

- Domestic Convention Sales
- Global Convention Sales
- Convention Services

## **CONVENTION COMMITTEE OVERVIEW**

The role of the Convention Committee is to be the voice of the hotel community, providing strategic perspective on business booked and pursued for DC. The committee is made up of General Managers and Directors of Sales and Marketing that represent key hotels, both large and small, as well as hotels from our neighborhood representatives, luxury and boutique collections. The committee will make recommendations on booking policy, sales team goals, key priorities, and SOP for the convention sales team. The committee is also made up of a subcommittee which reviews and approves Opportunity Fund business. The committee meets bi-monthly.

### **TERM OF SERVICE AND ORGANIZATIONAL STRUCTURE:**

- The Committee shall be a Standing Committee
- The Committee shall consist of (1) Chair and senior hotel members. Also included are representatives from the WEWCC as well as DDC
- The Chair serves a 2-year term
- Resignations from the committee chairs shall be submitted in writing to the SVP, Sales and Services of DDC with a copy to the President of Destination DC. The SVP, Sales and Services with recommendation from the committee will then appoint a replacement



- All committee members must represent hotels that are in current financial membership status with DDC
- The committee must adhere to anti-trust guidelines which are reviewed at the start of each meeting

## **SITUATIONAL ANALYSIS**

- Walter E. Washington Convention Center is fully operational for business events and hosts a full calendar of conventions at a competitively high occupancy rate
- The Walter E. Washington Convention Center is currently ranked #19 in the country in terms of size of exhibition space limiting growth of citywide conventions.
- In 2023 alone, 42% of potential leads were lost due to the unavailability of the convention center. Airlift capacity both domestically and especially internationally will continue to create issues of access
  - This poses a challenge for both internationally based groups and domestic groups with large international delegations
  - Visa access
  - Cost of travel inclusive of air and auto transport
- Geopolitical instability
  - Perception of the U.S. from around the world
  - Safety in the U.S.
  - Large scale protests
- Revenue challenges for staffing solutions
  - Labor shortage for staffing solutions
  - Staffing expenses continue to grow due to outsourcing to competitors due to lack of human capital.
- Self-contained hotel bookings have seen an uptick in demand
  - Positive momentum relating to international meetings
  - Lack of full in person lobbying will continue to negatively impact business travelers



- We are seeing a significant demand return for hotel-only, short-term programming
- Peak seasons of Spring and Fall are seeing maximum compression
- Mid-sized corporate demand is unprecedented. Big box hotels are seeing increased interest
- Irregularities surrounding COVID-19 have normalized
  - Booking rotations are evening out
  - Short-term citywide bookings are still prevalent but not as much

## **FIVE-YEAR STRATEGIC PLAN INITIATIVES & ACTION ITEMS**

### **2025 Future Forward Strategic Priorities**

#### **Connected Strategy Aligned with Only1DC Campaign**

The “Connected” marketing approach defines a competitive advantage for Washington, DC through three pillars: Connected Capital, Connected Campus and Connected Community. The messaging ensures that DC stands out for customers because of the three unique value propositions: valuable knowledge and access to the global community of industry experts and policy makers based here; showcasing how to utilize venues close to the Convention Center to expand their footprint and create a localized experience; creating opportunities to leave a positive social impact through legacy projects in DC.

#### **Value of Meetings**

Citywides are key to our foundation and are typically held at the Walter E. Washington Convention Center. The smaller meetings booked ensure our success and have a more immediate impact on businesses. Sales is focused on expanding non-citywide business, more creative partnerships, and growing high-value groups that will benefit our member community’s bottom line.

#### **Support of the Walter E. Washington Convention Center**

DDC continues to leverage the cutting-edge options at the WEWCC. Use of event case studies will help visually convey the flexibility, design and usage of the WEWCC for large scale meetings and conventions. In addition to the continued showcasing of health and safety measures, we will continue to build off the progressive positioning of the WEWCC:

- LEED-Gold certification (2023)
- Showcase GBAC and WELL rating as investment in health and safety protocols (2022)

### **Creating Destination Awareness and Delegate Experiences**

Convention Services will build on groups' commitment to DC and will strive to create unique customer and delegate experiences. Delegates are eager to network and explore destinations in addition to meeting content. DDC will continue to position the city as a natural destination for those based locally and who want ease of access for their attendees. In addition, the global delegates desire to explore lends to aggressive "bleisure" (business meets leisure travel) positioning.

## ***5-YEAR PLAN SPECIFICS***

### **Goal #1: Drive Events that Demonstrate Value**

Destination DC will develop compelling positioning to distinguish the city from its competitors and sell the destination.

#### **Domestic Convention Sales**

- Identify strong markets
  - Mirror leisure market
  - Group business new priorities and factors in decision making
    - Profitability
    - Ease of access
    - Flexibility of space
    - Innovative design of meeting space
- Market Segments

- High Value
    - Incentive & Recognition Travel
    - Board Meetings & Executive Retreats
    - International Meetings
    - Corporate Conferences
  - Event Marketing Firms
    - AMC
    - Third Parties
    - Large Industry Associations
    - Incentive
    - Corporate
- Unique Value Proposition: Washington, DC
  - A strong leisure destination makes for an appealing convention destination
  - 100 free and almost-free things to do
  - Ease of access
    - Convenient Location on East Coast of the U.S.
    - 3 airports
    - 2<sup>nd</sup> largest subway system in the U.S.
  - Government/lobbying access
  - Thriving industries outside of government
  - Protest tourism
  - Multicultural
  - DEI District
  - Sustainability
- Unique Value Proposition: CVB
  - Trusted advisor and destination expert
  - Economic drivers through tourism
  - Create tax relief for residents
  - Job creation
  - Industry advocate
  - Community
  - Stakeholder voice

- Meeting planner support
- Drive Strategic Initiatives
  - Connected Capital
    - Create stronger messaging and tag line and push out to convention trade publications
    - Profitability of an event will increase with exposure from speaker line up
    - Drives unique experiences
    - Drives unique intellectual capital
    - Journey mapping
      - Contributes to specialized experiences
      - Creates greater value for time and return on experience for attendees
  - Connected Community
    - Work with groups to leave a legacy in DC
    - Enhance the residential awareness of the positive impact of meetings and conventions
  - Connected Campus
    - Create stronger messaging and tag line and push out to convention trade publications
    - Brings local flavor into remote settings
    - Promote 5 new campus environments
    - Work with hotel and venue organizers on marketing and prospecting lists

## **International Convention Sales**

- In-market representation
  - Leverage in-market representation in key countries to assist in selling Washington, DC
  - Focus specifically on UK and identify emerging markets
  - Continue to emphasize Mexico with staff support in DC, but Mexican awareness and knowledge.

- Assist Brand USA through an advisory position to create a MICE strategy for the country as a whole
- Partner with US Travels new 'group market' pillar to bring additional brand awareness
- Leverage BestCities Global Alliance for knowledge exchange and lead generation as well as overall brand awareness
- Position International Business Event Council evangelists to spread the word on Only1DC
- Partner with strong Northeast MICE destinations to drive collaborative approach to segments like incentive, reward and recognition travel
  - Long-haul incentive programs often incorporate more than one destination
  - Amtrak travel or drivability will be key
  - There is an emphasis on educational components to incentives now

## **Convention Services**

- Utilize and execute Opportunity Fund to help leverage need period and short-term business.
  - OPF remains a huge competitive advantage in attracting and confirming business
- Position Annual Meeting Alliance for client testimonials and examples of how to use the WEWCC differently
- Assisting customers in reinventing shows
- Leverage connected campus initiative to utilize ancillary venues by the convention center
- Partner with general contractors to understand size limitations and labor needs
- Modify housing needs and mediate between hotel community and clients to ensure contractual clauses create a win/win
  - Be proactive in resizing hotel blocks
- Reimagining of customer events

- Leverage relationships for mutual benefit
  - Create partnerships with other cities with mutual customer base
- Utilize local in market CVB to help garner local customer participation.
- For staffing, look at local events
  - Prospect through unique sources:
  - Festivals and fairs
  - Hotel counterparts
  - Word of mouth and testimonials

## **Goal #2: Create Unique Customer and Delegate Experiences**

Destination DC's members and other stakeholders will be key partners in growing convention business to the city. The development and execution of the annual convention sales plan with Events DC will deliver a tactical approach to accomplishing annual sales initiatives and goals.

### **Domestic Convention Sales**

- Maximize Events DC marketing partnerships
  - Leverage their marketing partners for exposure, insights into certain markets and joint initiatives
  - Focus specifically on Hospitality Alliance (Destination DC, Events DC, Restaurant Association of Metropolitan Washington and Hotel Association of Washington, DC), National Cherry Blossom Festival, DC Chamber of Commerce, DC Jazz Festival, the Greater Hispanic Chamber of Commerce, Metropolitan Washington Airports Authority and the Kennedy Center
- Ensure strong partnership between sales and services
- Joint initiatives/sales calls between sales and services will be important
- Services needs to dominate definite business so sales can focus on new business

- Maximize visibility at industry events by creating memorable experiences through client events, tradeshow, and partnerships.

## International Convention Sales

- Evolve the Ambassador Circle
  - Expand AC to include business-focused organizations in the greater Washington region  
**CONCEPT:** “The city of the future is an interdisciplinary knowledge sharing machine”
    - Evolve the marketing campaign tagline with this message and positioning
    - Build upon the success of the inaugural Ambassador Circle luncheon
    - Continue to partner with DMPED for recognition and demand building of ambassadors
    - Explore collaboration with external partners to increase access, targets include:
      - BioHealth Capital Region
      - DC Chamber of Commerce
      - Greater Washington Board of Trade
      - Greater Washington Partnership
      - The Brookings Institution
      - The Economic Club of Washington D.C.
      - Washington, DC Economic Partnership
      - Connected DMV
      - Institutes of Higher Education
      - Children’s National Research & Innovation Campus
      - Consortium of Universities of the Washington Metropolitan Area
      - Aspen Institute

Leverage International Business Events Council to showcase Ambassador Circle successes

### **Convention Services**

- Utilize DDC-member community to help create delegate experiences
  - As value becomes key in decision making, DDC members will need to help showcase the city in a positive light
  - Work with the restaurant community to help create unique dining showcasing local and Michelin rated cuisine
- Connected Community will help showcase the value of tourism to the local community
  - Through our Connected Community program, enable organizations to create a legacy in Washington, DC
  - Partner with Serve DC on Connected Community by aligning organization mission statements with underserved communities in DC
- Services will be a conduit to the local knowledge economy
- Work with DDC's Senior Manager of Sustainability to showcase green bragging rights for DC and how a customer can tap into it
- Showcase DEI members allowing customers to make informed decisions that will also make a difference
- Push hyper-local experiences for meeting organizers and delegates alike.

### **Goal #3: Cultivate Destination Awareness and Visibility**

To grow, Destination DC will continue to identify and pursue attractive new markets.

### **Domestic Convention Sales**

- Leverage reach of major hotel brands
  - Collaborative sales calls
  - Client outreach



- Use global sales offices to gain access to clients
- With many global sales representatives and on property managers having restructured, working together is more important than ever
- Partner with third parties to maximize the value proposition of the DMO
- Leverage industry strategic partnerships
  - PCMA
  - MPI
  - Maritz
  - ICCA
  - FICP
  - Others identified on an ongoing basis

### **International Convention Sales**

- Utilize International Business Events Council (IBEC) and Best Cities Global Alliance to amplify message
  - Continue to be visible in the market with speaking engagements and profile opportunities
  - Utilize convention trade advertorials to help tell the story
  - Social impact to the community
  - Focus on legacy of events to showcase tie into local community and impact beyond room nights
- Rely on Ambassador Circle initiatives to align meetings with local subject matter experts
- Partnership with local universities and colleges
- Create resources and tools for the delegate experience
  - Business Event Planner and toolkit
- DMC's can assist in expanding reach and creating client touch points

### **Convention Services**

- Enhanced collaboration with DDC Partnership and Alliances team
- Enhanced collaboration with Events DC Event Management division

- Enhanced collaboration with hotel community Convention Service Managers
- Leverage convention trade for added exposure
  - Create and leverage ‘Meeting Moments’ as testimonials
  - International publications will be a main focus
  - Utilized international trade landscape as a crossover tool for domestic sales
  - Incentive tools were developed and will be maximized into the future
  - Leverage inspirational architectural ‘Lookbook’ will be a customer giveaway and sales tool.
- Ensure communication with counterparts through Event Services Professionals Association (ESPA) for information sharing
- Utilize Destinations International Large Market Roundtable to share best practices on KPI’s

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**GOALS** - (Melissa has more follow up here.)

### Room Night Goal Targets

Fiscal Year	Convention Center Room Night Goal	Actual Convention Center Room Nights	% to Goal	Non-Center Room Night Goal	Actual Non-Center Room Nights	% to Goal
2024	762,320			662,170		
2025	785,190 (3%YOY)			682,035 (3%YOY)		

2026	808,746 (3%YOY)			702,496 (3%YOY)		
2027	833,008 (3%YOY)			723,571 (3%YOY)		
2028	857,998			745,278 (3%YOY)		

Note this is inclusive of International Room Night Targets

### WEWCC Revenue Targets

Fiscal Year	DDC Revenue Goal	Actual DDC Revenue	% to Goal
2024	\$14,612,017		
2025	\$14,904,257 (2%YOY)		
2026	\$15,202,342 (2%YOY)		
2027	\$15,506,388 (2%YOY)		
2028	\$15,816,515 (2%YOY)		

### International Goals/Performance Measures

Fiscal Year	Convention Center Room Nights Goal	Non-Center Room Nights Goal	Total Room Night Goal	Actual Room Nights	% to Goal
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2024	10,000	44,198	54,198		
2025	10,500 (5%YOY)	45,524 (3%YOY)	56,024		
2026	11,025 (5%YOY)	46,890 (3%YOY)	57,915		
2027	11,576 (5%YOY)	48,297 (3%YOY)	59,873		
2028	12,155 (5%YOY)	49,746 (3%YOY)	61,901		

- Goals to be finalized after Destination DC Board Meeting in December 2024

#### Convention Services Goals/Performance Measures:

	Staffing Solutions Goal	Actual Staffing Solutions	% to Goal
2024	\$600,000		
2025	\$618,000 (3%YOY)		
2026	\$636,540 (3%YOY)		
2027	\$655,636 (3%YOY)		
2028	\$675,305 (3%YOY)		

	Leads/Referral Goal	Actual Leads/Referrals	% to Goal
2024	800		

2025	825		
2026	850		
2027	875		
2028	900		

## **MARKETING AND COMMUNICATIONS**

The role of Marketing and Communications is to develop and execute integrated marketing programs that promote the Washington, DC brand domestically and internationally, inspire overnight business and leisure visitation to the District and create demand for meetings and conventions in the area. In addition to the marketing promotions, the communications team works to target editorial opportunities worldwide to generate media coverage to help drive visitation to the nation's capital.

### **Advertising FY2025 Strategy**

Destination DC will continue to grow the Only 1 DC brand and marketing campaign launched in November 2023. The team will work with existing and new data sources to determine the ideal placements and targeting to deliver a substantial campaign return on investment.

With the extra Tourism Recovery District funding source, DDC will expand its domestic target markets and bring on new direct-to-consumer advertising in top international markets. The team executed a comprehensive international marketing plan to influence travel to DC in top target markets – a first-ever coordinated effort for the organization. One strategy that crossed both domestic and international paid media: Developing the Only 1 DC campaign to speak to each individual audience and market to maximize influence over potential visitors.

- **FY2025 Domestic Audience Definitions**
  - **Suburban Dwellers**
    - Age: 35-64
    - 97% Married, 100% Have Children
    - Looking for deals, bucket-list experiences and making familial memories
  - **Sophisticated Boomers**
    - Age: 55+
    - Likely to travel with a partner, but not with children

- Looking for upscale adventures, to see where history is made, to take many tours and attend culinary events
- **Prosperous Households**
  - Age: 45-64
  - Likely traveling with a partner or friend, but may or may not be traveling with children
  - Looking for the “inside DC” experience and willing to spend more on their travels for the best possible experience
- **Modest Travelers**
  - Age: 25-54
  - Solo or group travelers, not significant others
  - Seeking out authentic, local experiences. More likely to spend less on lodging but will pay a premium for an only-in-DC event.
- **Black Travelers**
  - Target consumers in domestic media markets identifying as a black traveler or showing interest in black history and culture, specifically in and around the DC area
  - Utilize media outlets to specifically this group with tailored buys, creative and messaging
- **Hispanic Travelers**
  - Target consumers in domestic media markets identifying as a Hispanic traveler or showing interest in Hispanic history and culture, specifically in and around the DC area
  - Utilize media outlets to specifically this group with tailored buys, creative and messaging
- **LGBTQ+ Travelers**
  - Target consumers in domestic and international media markets showing an interest in LGBTQ+ travel. Utilize media outlets to reach this group with tailored buys, creative and messaging
- **Blended Travelers**
  - Target consumers in domestic and international media market indicating a booking to Washington, DC for business purposes

- Utilize media outlets to reach this group with tailored messaging meant to inspire opportunities to extend their trip to Washington, DC
- **International Audiences**
  - These travelers vary vastly from market to market, and do not exhibit travel behaviors as one group like our domestic audience tends to do. Because of this, international audiences are very market specific and targeted based on booking windows, travel seasons and media opportunities.

## **FY2025 Geographic Market Definitions**

- **Local Markets**
  - Outreach to consumers in DC and surrounding suburbs.
  - Promotion of local events and staycations
- **Drive Markets**
  - Includes markets within a 4-hour drive of Washington, DC – NYC, Philadelphia, Pittsburgh, Richmond, etc.
  - Experience DC campaign with an emphasis on accessibility and deals will be deployed in this market
- **Domestic Fly Markets**
  - Includes all U.S. fly markets
  - Some markets are chosen based on data indicators showing travel potential and intent from the consumer; other markets are chosen based on newly identified opportunities in FY2024 (direct flights, increased presence, etc.)
- **International Fly Markets**
  - Includes markets where Washington, DC sees the highest opportunity to convert international consumers to overnight bookings in the District markets where Destination DC has representation to support paid media with PR/Communication and group tour efforts
- **Trade Market**



- Includes domestic and international meetings planners and association executives
- **Goals**
  - Implement media buys tied to immediate booking revenue/ROI
  - Maximize the additional funding provided through the TRD
  - Develop advertising specifically meant to highlight DDC members
  - Expand advertising placements to include large-scale products to make a big impact, such as out-of-home advertising in top visitor markets
- **Action**
  - Stay current on interpreting travel data, keeping aware of trends and consumer confidence levels throughout the fiscal year.
  - Utilize audience profile data made available in December 2022 to determine how advertising buys should further adapt in FY2025
  - Implement digital buys that are able to shift immediately as advancements occur in each target market related to the COVID-19 pandemic, as well as issues with the federal government (i.e. a government shutdown)
    - Work towards buying dynamic media opportunities in top meeting/convention trade publications featuring candidate media with: *Black Meetings and Tourism*, *PCMA Convene*, *M&C Magazine*, *Smart Meetings*, *Successful Meetings* and *USAE*

## Website

DDC's content marketing strategy in FY2025 will serve a mix of leisure and industry audiences on washington.org with the goal of driving visitation from paid media, organic search, social media, email and other marketing channels. The team will continue to support #Only1DC campaign with audience-specific content around unmatched experiences. The website will also debut its District Blog, making it easy to find and engage with more editorial content to drive up site engagement. A local-inspired, TRD-funded content initiative called We The People

will launch in mid-FY25, which will also be used in promotion of America's 250th. The team will continue promoting hotels, sustainability, DEI Business Fellows, inclusivity for all visitors and local communities to visitors.

- **FY2025 Markets**

- **Local**

- Continue generating web traffic from branded search campaigns for locals and visitors in market
    - Support local segment of DC on the Go-Go subscribers who are looking for more local-friendly content
    - Refresh Stay Local DC content and Date Nights DC content and deals
    - Highlight local recommendations and itineraries that recognize small businesses and neighborhoods

- **Drive Market**

- Continue generating web traffic from both branded and incremental search campaigns
    - Utilize website personalization with targeted messaging by geo and audience
    - Support ongoing paid media strategy as digital endpoint for FY2024 advertising

- **National Market**

- Continue generating web traffic from both branded and incremental search campaigns
    - Support paid recovery strategy as digital endpoint for Only1DC advertising

- **International Market**

- Support enhanced international paid media strategy as digital endpoint for Only1DC advertising
    - Ensure full website can be translated into languages across top international markets, aligning with enhanced international advertising strategy

- **Trade Market**

- Content to support the current meetings sales positioning and bleisure audiences
  - Provide useful tools to meeting planners and showcase DC's strengths as a meetings destination offering great value, access to top speakers and connectivity across the globe
- **Goals**
    - Support paid advertising campaign to help drive incremental travel to DC
    - Support DDC members, events and offers
    - Use research to inform relevant content for website's various audiences
    - Serve as ultimate travel resource for visiting Washington, DC
    - Create engaging content that drives conversions
  - **Action**
    - Interpret web analytics, keyword searches and trends, visitor inquiry data and other research to inform new content opportunities.
    - Optimize Only1DC campaign landing pages with the most relevant travel messaging, including hotel information, deals and interest-based articles
    - Highlight events, festivals and things to do across ephemeral, seasonal and evergreen time periods
    - Optimize all content for search to maintain domain authority
    - Ensure website helps achieve goals for each department, including driving up membership for partnerships and alliances, generating more group tours and training sign-ups for tourism, and generating leads for the meetings and convention teams.
    - Cross promote advertising campaigns, email newsletters, social media platforms, hashtag campaigns throughout website

## **Social Media**

DDC targets leisure and industry audiences on social media to generate engagement about unique Washington, DC experiences, support member

businesses, drive users back to washington.org and attract visitors to DC. The team will continue the #Only1DC hashtag campaign and build on its social video production on TikTok and Instagram Reels. The team also has more plans to collaborate with influencers in FY25 and support major upcoming events like World Pride 2025 and America's 250th.

- **FY2025 Markets**

- **Leisure**

- **Who:** Followers of organic Visit Washington, DC social accounts on Twitter, Instagram, Facebook, TikTok and YouTube Shorts

- **Industry**

- **Who:** Followers of organic Destination DC social accounts on LinkedIn, Twitter, Instagram and Facebook

- **Paid**

- **Who:** Targeted consumers from paid social strategy across various social channels; content creators and influencers who will collaborate with DDC and who have engaged followers

- **Goals**

- Drive meaningful engagement with followers
  - Serve on frontlines of messaging about the city, providing followers with up-to-date information about traveling
  - Support the goals of each department on DDC-branded channels
  - Drive traffic back to washington.org to help achieve website goals and share high-performing web content
  - Support Only1DC advertising campaign across organic, paid and influencer social media
  - Highlight DDC-member offerings and entice consumers with value

- **Action**

- Socially listen to DDC-created hashtags, Washington, DC sentiment and general travel sentiment to ensure the best tone and type of messaging
- Continue sharing user-generated content and ensure it accurately represents the destination in its current state
- Emphasize sharing and creating content that differentiates DC from other major markets
- Optimize paid social by learning the most effective messaging and driving to the most relevant content
- Collaborate with content creators and influencers who have engaged audiences to drive awareness and inspire future travel
- Create posts meant to drive traffic to washington.org, highlighting events, partners and major attractions in FY2024
- Engage with followers at scale, answer questions and drive up brand loyalty and trust
- Use video editing techniques and trending audio to develop content that suits Instagram Reels and TikTok, and has high-engagement and virality potential

## **Communications**

In FY2025, Destination DC will promote Washington, DC assertively, aligned with target domestic markets outlined in the advertising strategy. International public relations efforts will support growing international travel and presence in additional markets. Expanded hosting and a full slate of media missions will complement pitching. Convention trade efforts will also expand. The team will continue growing support for CSS under the Only 1 DC and Connected positioning comprehensively across marketing, PR and content. The communications team will maximize the city's assets, sports and student travel in the travel trade. The team will tell DDC's story as an economic development engine by pitching the impact of expanded budget and TRD dollars.

- **Target Markets/Audiences**

- Local

- Regional
- Domestic
- International
- Convention trade
- Travel trade/group tour
- Digital
- Niche
- Sports

### **Goals:**

- Generate robust media coverage that showcases Only 1 DC, reflecting the product only found here to inspire travel to Washington, DC.
- Amplify the domestic advertising strategy through focused PR opportunities surrounding domestic consumer efforts.
- Create continued awareness about DC from an international perspective to gain overseas market share.
- Grow strategic PR efforts in Mexico, Canada and Brazil, and add additional markets to complement the tourism strategy in South Korea, Japan, Spain and Italy.
- Showcase DC's value proposition and benefits for meetings and group business.
- Provide marketing support (content, social, assets) for high-impact meetings.
- Maximize key events and opportunities to earn corporate exposure for DDC
- Follow PR measurement strategy based on a tiered outlet/journalist approach. Increase impressions, exposure and advertising value, based on the team's yearly goals outlined in the FY2025 report card.

### **Action:**

- Proactively pitch stories to secure positive editorial coverage in all markets. Significant opportunities include:

- Major Events: Inauguration (January) Kickoff of America 250<sup>th</sup> (February), World Pride 2025 (June)
- Development and renovations: Downtown, new hotels, 11<sup>th</sup> Street Bridge Park, Capitol Crossing, Capitol Riverfront)
- New or renovated assets (Hirshhorn sculpture garden, Shakespeare Theater)
- Other pitching themes aligned with the “There’s Only One DC” campaign and surrounding dining, nightlife, music, sports, hotel rooftops, new exhibits, theater and more
- DC’s value: 100 Free Things to Do and great hotel deals
- Civil Rights and Diversity, Equity and Inclusion: Black Lives Matter Plaza, education on Black history and racial injustice, protest tourism, supporting Black and minority-owned local businesses, DEI District, accessibility
- Sports & Special Events: Work with Events DC to maximize exposure of citywide meetings and economic impact of major events:
  - Major convention wins that help lay the foundation for future
  - High-profile sporting events like Invictus Games, FIFA 2025, Professional Pickleball, NFL Draft
  - Importance of international meetings
- Continue building local media awareness of Destination DC’s role as an economic development organization to increase visitor spending, tax revenue and local jobs; maintain status as a trusted resource for reporters
- Elliott Ferguson’s industry leadership: industry recognition for advancing DEI efforts in tourism; exposure for the American Experience Foundation’s work to create a pipeline of talent in the hospitality industry
  - Utilize social media platforms to increase engagement
- Work with partner organizations to promote DC
  - Hospitality Alliance (Destination DC, Events DC, Restaurant Association of Metropolitan Washington and Hotel Association of Washington, DC), National Cherry Blossom Festival, DC Chamber of

Commerce, DC Jazz Festival, the Greater Hispanic Chamber of Commerce, Metropolitan Washington Airports Authority, the Kennedy Center, Smithsonian Institution, etc.

## **Domestic**

- Host journalists from top DC feeder markets, and those showing growth potential, aligned with research and advertising strategy
- Follow “Hot List” strategy to target high-impact journalists and publications (based on reach and/or audience segment). Continue evaluating PR measurement strategy
- Utilize additional CBE PR agency support to amplify consumer activations in top and growth domestic markets
- Create media moments surrounding major events and creative opportunities, including WorldPride 2025, FIFA 2025, new exhibits and anniversaries
  - Prioritize high-impact publications and writers
- Creatively work with partners to maximize the media hosting budget
- Media engagement
  - Solidify relationship with high-impact freelancers
  - Evolve desk side strategy based on the current media landscape
- Highlight the nation’s capital as a sports destination including new opportunities and major wins
- Target niche markets aligned with DC’s visitor profiles, such as Black, Hispanic and LGBTQ+ travelers
- Use social platforms to gauge the media landscape and pitch/connect with journalists as appropriate

## **International**

- Expand hosting and pitching in primary and secondary markets aligned with the Tourism team and based on data
  - Leverage DC representation in the UK, China, India and Australia/New Zealand, Brazil, Mexico and Canada
  - Leverage new DC representation in Japan and other growth markets (potentially South Korea, Spain, Italy)



- Maximize Capital Region USA (CRUSA) representation internationally (UK, France, Germany, China)
- Collaborate with Brand USA on hosting or media exposure opportunities
- Work with MWAA to promote new nonstop flights
- Create “menu” of exciting group FAM itineraries based on the FY25 pitching theme strategy finalized with each international office. Host strategically based on Hot List and theme alignment.
- Pitch media, conduct interviews with DDC leadership and host media events during international sales and media missions
- Maximize new international opportunities surrounding major events and
- Provide timely overseas inspiration, especially where shorter-term bookings are possible (i.e. Europe, Canada, Mexico). Leverage key events and opportunities listed above to pitch top overseas journalists in conjunction with DC and CRUSA representation
- Creatively work with partners to stretch the media hosting budget
- Continue maximizing IPW relationships formed with journalists after hosting in 2017 and reconnecting with participants annually.

## **Trade**

- Leverage Convention Sales and Services strategies/initiatives for convention marketing, content and media coverage.
  - Secure editorial for pillars within Only 1 DC and Connected strategy, including Connected Capital (DC’s knowledge hub industries), Connected Campus (unique venues to expand a group’s footprint) and Connected Community (lasting community impact beyond the immediate economic impact of an event)
  - Highlight DC’s leading sustainability initiatives as a differentiator in the marketplace
- Develop convention marketing efforts and assets
  - Create strategic trade advertorial based on key messages
  - Provide destination marketing support for high-value incoming groups, such as content and social media tools.
  - Generate case studies to be used across content channels

- Develop trade content sections on washington.org to align city updates, editorial and advertorial messaging.
- Highlight hotel openings/renovations and development to showcase the city's unique venues and ability to host meetings of all sizes
- Grow travel trade media strategy domestically and internationally.
  - Opportunities include new international advertising initiatives, new representation, missions, student travel and new product
  - Support travel trade content opportunities
- Grow exposure for AEF, DDC's 501-c-3 nonprofit, and its commitment to the local community and hospitality pipeline of job candidates.

## **Publications**

DDC will highlight its strongest assets and differentiators about the destination, including Only1DC experiences. Chief among these are free things to see and do, attractions along the National Mall and ways to experience history in Washington, DC. The Official Visitors Guide will tease major deals and discounts, and also point back to washington.org. The Event Planning Guide will highlight the most up-to-date event venue information, provide attractive reasons to host a meeting in the nation's capital and complement current sales positioning.

- **Goals**
  - Serve as both an inspirational guide that can inspire travel and a useful trip-planning tool to maximize in-market visits
  - Drive users into the neighborhoods and each quadrant
  - Highlight DDC member offerings and entice consumers with exclusive value
- **Action**
  - In guide content, use QR codes and other tactics to drive users to washington.org for the latest information on events, ticketing and deals.

- Extensively feature neighborhoods and small businesses in content to help generate revenue for local businesses
- Focus on the most relevant content for meeting planners who may once again be planning in-person events
- Drive traffic to the digital versions of the guides

## **Research**

Research In FY2025, research will play a key role in defining opportunities for DDC to leverage TRD dollars to further capitalize on media buys in markets with the most potential to positively impact and expand upon visitation to Washington, DC. The traditional work of managing visitor statistics, hotel data and advertising performance will continue. Symphony, will serve as a comprehensive data aggregator to give DDC an optimized review of market performance. A continued focus on recovery metrics, including consumer sentiment data layered on the identified personas most willing and able to travel will inform content, communications and advertising decisions.

- **Target audience/market**

- City Council/Mayor/DMPED
- Board of Directors
- Events DC
- Members
- Stakeholders
- Media
- Business Event Strategists
- Domestic leisure
- International
- Sports
- Group Tours

- **Goals**

- Maintain reporting platforms, leveraging new Symphony data

- Interpret consumer sentiment and travel action data to distribute to members and make informed decisions for phased recovery marketing
- Analyze hospitality sector performance for continued member recovery, internal budgeting and city stakeholders
- Identifying new data and develop new research to better position Washington, DC as a meeting and leisure destination
- Develop additional funding requests for the City Council
- **Action**
  - Track various reporting services (MMGY Travel Intelligence, S&P Global, STR, Iolite Group and others):
    - Compile to share with media when requested
    - Update the statistics presentation to highlight the full picture of 2023 visitation and impact data
  - Analyze trends in consumer analysis
    - Track consumer sentiment towards travel through Destination Analysts as things normalize
    - Use booking and device data to understand how sentiment connects with actions
    - Apply insights to DC area for members and internal strategy
  - Provide insight on hospitality sector recovery for city government using data from STR, airline data, status of properties and other data points
  - Connect research with appropriate audiences:
    - Share visitation figures with the public:
      - Press releases
      - Travel Rally
      - Annual visitor statistics presentation on washington.org
    - Provide updates on hotel performance and consumer sentiment with stakeholders:
      - Presentations
      - Member emails

- Discussions with stakeholders
- Work with audience segments research developed in FY23 to incorporate findings into web, social, advertising and communications pitches.
  - Evaluate the personas that are most inclined to travel in the near future
  - Provide insight to adjust short-term strategy to attract those willing to travel
- Use economic impact data to show YOY comparison for leads and lost convention business:
  - Use the DI Event Impact Calculator to highlight the booked and consumed events in the Convention Center and hotel only business
  - Use the DI Event Impact Calculator Sports module to accurately calculate the impact of sports events by type (college championship, adult amateur, youth, etc.)
  - Use the DI Event Impact Calculator Festivals module to capture the impact of festivals in the city
- Update consumer marketing research
  - Identify new consumer travel trends
  - Track/update Washington, DC visitor trends
  - Create new/updated marketing strategies based on research

## **TOURISM, SPORTS AND VISITOR EXPERIENCE**

The role of Tourism, Sports and Visitor Experience is to maximize annual visitation for all domestic and international leisure visitors for year-round, overnight stays with an emphasis on strengthening travel during weekend and off-peak periods.

Efforts include attracting international and domestic group and individual travel for all vacation travel, sporting events, education group travel, adult group tour and special event programs that drive overnight bookings to Washington, DC.

The FY2025 annual action plan will be flexible based on the demand from each market. International markets continue to evolve based on budget strategy, consumer confidence, how each market is rebounding and from the repercussions of the pandemic.

### **International Contract offices – Destination DC**

China: PR/Marketing/Travel Trade

India: PR/Marketing/Travel Trade

UK: PR/Marketing/Travel Trade

Australia/New Zealand: PR/Marketing/Travel Trade

Mexico: PR/Marketing/Travel Trade

Brazil: PR/Marketing/Travel Trade

Canada: PR

Japan: PR/Marketing/Travel Trade (NEW)

### **International Contract offices – Capital Region USA (CRUSA) partnership**

UK: PR/Travel Trade

Germany: PR/Travel Trade

France: PR/Travel Trade

In addition to Destination DC staff and international offices, the following community groups help drive business:

- **Tourism Advisory Committee**
  - o Destination DC Members

- o Comprised of hotel tour and travel managers, museums, tour companies, airline partners and festival organizers
- o Meets quarterly
- o Upholds strategies from a sport, international and domestic tour perspective
- o Assists with special projects as it relates to leisure strategies
- **Capital Region USA (CRUSA)**
  - o Cooperative marketing partnership comprised of nine (9) committee members from the state tourism departments from Maryland, Virginia and Destination DC and partnership with the Metropolitan Washington Airports Authority (MWAA)
  - o Responsible for the regional marketing programs and strategies targeting our top international inbound markets
  - o Meets quarterly

## **SITUATIONAL ANALYSIS**

- **International**
  - o Travel worldwide continues to show strong returns with a slight adjustment in top markets. Challenges post-pandemic continue to be slight obstacles due to airline capacity, visa application back-ups and economic risks. This is reflected by market and data recorded based on travel trade (airline/hotel/tour companies) future booking reports.
  - o U.S. Travel Requirements - Non-visa waiver countries are returning at a slightly slower pace vs visa waiver countries due to visa application and interview wait times
  - o Asian markets return to travel pace varies by country due to airline capacity and visa challenges. However, rapid, positive growth is showing signs of a strong return in 2025.
  - o DDC has been aggressively responding to the data research as we identify top international markets and provide sales, marketing and PR efforts in these key markets: China, India, Australia, UK, Mexico, Brazil, Canada and Japan.
  - o International flight routes to our airports have exceeded the 2019 threshold, showing a positive demand for Washington, DC

- o Inflation/recession/gas prices will potentially play a role in travel decisions as costs rise
- o World conflict continues to be monitored closely as long-haul travel across Russia has resulted in air traffic patterns from the Middle East/India to be diverted resulting in limited direct, non-stop service to the US
- o Limited availability and long wait times to obtain a visa in non-visa waiver countries, continue to be a major obstacle resulting in six- month to one-year wait times
- **Domestic Group**
  - o Educational trips continue to be the leader in the group tour marketplace
  - o Student tours:
    - Have returned to pre-pandemic levels
    - Most school districts are returning to regular trip rotation
    - Student tour numbers are regularly reaching over 200 students per trip, causing difficulties in ticket acquisition and dining
  - o International interest is returning with greatest outreach from UK and Canada
  - o Adult tours:
    - Operators are still regularly providing full motorcoach tours, but there is a trend towards smaller groups sizes with more exclusive/luxury inclusions
    - Operators are wanting to re-brand this market to just adult tours to entice a younger audience to purchase
  - o Group tour operators looking for new relationships within hotels, restaurants, and coach companies
    - o Many operators would welcome staying within DC proper if bus parking was more available
  - o Operators want new itinerary ideas that provide Only 1 DC experiences that can't be found by traveling alone



- o America250 planning is occurring now in this market for 2026 with enthusiasm for packaged group tours
  - o Trend within women traveling together has created interest in women-focused DC itineraries
  - o Interest growing in including community-based activities and community service projects that help or champion local businesses
- o Monitoring the negative effects of inflation/driver shortages/bus shortages/gas prices/increased cancellation fines and attrition in contracts for the industry.
  - o Operators are comparing flight prices to coach prices in some circumstances – providing some opportunity for increased business for member coach companies and DC hotels
- o Consumer confidence:
  - Safety – how to ensure customers are clear on safety procedures for a major city
  - Politics/Demonstrations – avoiding key political timeframes as uncertain of city atmosphere
- **Sports:**
  - o Sports tourism is one of the fastest growing sectors in tourism with an estimated growth rate of 17.5% between 2023-2030. Sports tourism, which currently generates 10% of the world's expenditure on tourism, can promote social, economic, and environmental action. It accelerates development and can leave a long-lasting positive legacy. (UN Tourism)
  - o The number of travelers attending sports events in the US was 205 million in 2023, surpassing 2019 levels. (Sports ETA)
  - o Spending by travelers, event organizers, and venues was \$52.2 billion in 2023, surpassing 2019 levels. (Sports ETA)

- o Rise of interest and execution of international sporting events to Washington, DC continues to be an opportunity for new business.
- o Record-breaking viewership of women's sports in 2024 presents an opportunity to focus on women's sports as a key growth market.
- o Washington, DC will be host to WorldPride 2025 with an emphasis on a LGBTQ+ sports festival, the Capital Cup, during the middle weekend of the three-week festival.

#### **Total Room Nights (Domestic/International/Sports/Group Tour)**

<b>Fiscal Year</b>	<b>Definite Room Nights Tourism</b>	<b>Actual Room Nights Tourism</b>	<b>% to Goal</b>
24			
25			
26			

- Goals to be finalized after Destination DC Board Meeting in December 2024

#### **International**

<b>Fiscal Year</b>	<b>Definite Room Nights International</b>	<b>Actual Room Nights International</b>	<b>% to Goal</b>
24			
25			
26			

- Goals to be finalized after Destination DC Board Meeting in December 2024 (Check with CSS on how they are handling room nights)

## YEAR STRATEGIC PLAN INITIATIVES

- **TARGET AUDIENCE: (adjusted for FY2025)**

- o FIT Tour Operators, Group Tour Operators, Wholesalers, Receptive Operators
- o Lead markets: UK, India, China, Australia, Canada, Mexico, Brazil
- o New Markets: Japan
  - Strategic execution of PR, Marketing and Travel Trade
  - Focus on Japan/USA Year, with a consumer event in October 2024 to highlight our DC Jazz Festival and our National Cherry Blossom Festival
- o Secondary markets: France, Germany, Italy, Spain
  - Will be included in core promotional marketing activities
  - France and Germany will also be marketed thru Capital Region USA (CRUSA)
- o Supporting markets: South Korea
  - Developing comprehensive strategy based on the forecasted volume increase by 2027.

- **STRATEGY:**

- o Continue to build and refine our global markets' comprehensive strategy focused on increasing room nights in DC properties, adding new DC product, destination training and destination awareness among consumers in our leading markets, as well as secondary and supporting markets, with the assistance of our in-market offices as well as external partners, such as the Metropolitan Washington Airports Authority (MWAA), Capital Region USA (CRUSA) and Brand USA (BUSA) and others.

***TIMING:*** Ongoing

- o Continue our current strategic partnership with the Metropolitan Washington Airports Authority (MWAA) to support future new and returning direct non-stop air service from all international markets

- o Meet with key airline partners in each primary markets to work on implementing marketing strategy in country
- o Outline training and marketing plan with airline sales force and outreach to their travel trade customer base

***TIMING: Ongoing***

- o Diversify programming and collaboration with other key city markets such as NYC, Philadelphia and Boston in markets that complement one another to include Australia/New Zealand.
- o Continue annual partnership with Maryland and Virginia (CRUSA) by promoting regional itineraries and programs.

***TIMING: Ongoing***

- o Maximize annual partnership with Brand USA by increasing investment to execute international, direct-to-consumer, paid media promotions and selected tour operators' programs
- o Execute strategy for new, innovative promotions through key receptive operators/international tour operators
- o Complement trade efforts with supporting PR and paid media initiatives to reach a wider demographic
- o Target and expand "always on"/year-round marketing opportunities to influence travel for peak months and capture short-term bookings for shoulder seasons.
- o Offer up promotional partnerships

***TIMING: Ongoing***

- Utilize CRUSA partnership to maintain a strong DC presence in our secondary markets
- Expand on social media and PR activities in secondary markets
- Work with receptive operators to take advantage of promotional opportunities in the above-mentioned markets

***TIMING: Immediate/Ongoing***

- o Travel Agent Training program expansion through the new online learning platform and additional in-market specific travel agents' channels.
- o Expand itineraries through destination training and additional social/PR activities.
- o Schedule virtual webinars with top, worldwide travel groups in markets we don't have an active presence.
- o Host in-person FAM tours from all markets and monitor ROI from attendees in terms of new bookings, new product added and members utilized.

***TIMING: Ongoing***

- o Attend in-person tradeshow and roadshows in our lead markets based on purpose (focus on luxury, LGBTQ+, etc.) and needs.
- o Host sales missions in our listed lead markets (UK; Australia; India; China; Mexico; Brazil; Canada; Japan)
- o Attend Brand USA sales missions in markets without representation.

## **ACTION PLAN**

- o ***Marketing and promotion:*** Consumer activations in key markets (India, Australia, China, Mexico, Brazil, Canada, UK and Japan) as well as partnerships with key CRUSA markets (Germany, France) and additional secondary markets (Italy, Spain) through:
  - **Paid Media** (immediate/ongoing)
    - Digital dollars will be in partnership with Brand USA to maximize the matching opportunities
    - Influencer strategy based on demographics
    - OTA Partners
    - Dynamic digital ads through targeted consumer campaigns
    - Content driven digital messaging

- Paid social strategy to complement our “always on” approach for digital media buy:
  - Amplification of specific messages shared on DDC official social media channels
  - Collaboration with key tour operators’ accounts to build targeted social media campaigns to push new product
  - Highlight DDC member content to reach specific target markets
  - Adjustment to messaging to a booking call to action and experience opportunities
- Partnership with Brand USA opportunities on all paid media channels
  
- **PR** (immediate/ongoing)
  - Story pitching for travel writers – story promotions will be based on when stories post
  - Remaining visible and continue to provide inspiration
  - Messaging for travel writers on the experience while “in” DC
  
- o **Programing**
  - **Virtual Experiences:** (immediate/ongoing)
    - Continue utilizing the virtual opportunities to compliment the in-person efforts to reach parts of the world we would not be able to travel and compliment the markets we can reach
      - Partners: DDC Members; Capital Region USA; other East Coast USA destinations
    - Participation with Brand USA – VisittheUSA.com programs

- **In-country initiatives**
  - Organize destination sales programs in-country to lead markets only (UK, Australia, India, China, Mexico, Brazil, Canada, Japan).
  - Partner with airlines/MWAA to execute “welcome to Washington, DC” for new and returning flights/routes as well as strategic marketing activities.
  - Collaboration with Virtuoso network in selected key markets to promote our new bespoke/luxury product.
  
- **Travel Trade Training Program** (immediate/ongoing)
  - Continuing advancement and expansion of the DC Special Agent Academy with the new online learning platform,
  - Targeted incentive programs and travel agents’ dedicated training events based on in-markets’ needs.
  - Additional customized training for travel agencies to keep the destination relevant.
  - Inclusion of DDC members/partners to offer product specific training
  
- **FAMs** (in person)
  - Host in-person customers in partnership with airlines/tour operators/travel companies.
  - Partner with airlines to assist with introduction of new/returning services to MWAA.
  - Continued advancement on ROI tracking on hosted FAMs and DDC partners’ engagement measurement to show effectiveness of FAM tours in promoting the destination.

- Continued advancement on virtual FAM tours with introduction of new products and services to markets we cannot physically reach
- **Sales Missions/Trade Shows (On-going)**
  - Participate in Brand USA sales missions to markets we currently do not have representation (Korea, Italy, Spain and Secondary Latin American countries).
  - Working in partnership with our in-country representation to be one of the leading destinations in market.
  - Customize missions/tradeshows based on:
    - Clients' engagement during VIP events by offering one-of-a-kind experiences that support networking and connections building.
    - Consumer activation opportunities in country, complimented with strong virtual training to travel trade prior to event

#### **Domestic Group Tour**

<b>Fiscal Year</b>	<b>Definite Room Nights Domestic</b>	<b>Actual Room Nights Domestic</b>	<b>% to Goal</b>
24			
25			
26			

- Goals to be finalized after Destination DC Board Meeting in December 2024



- **TARGET AUDIENCE**

- o Motorcoach tour operators – Group tour focused
  - Domestic student/youth
  - Adult group
- o International Student Groups (focus on Europe)
- o Travel Agents - AAA/CAA, Home-Based, Luxury
- o Family – multi-generational
- o Protest Tourism – marches/rallies

- **STRATEGY**

- o Increase “DC-only” product and content to domestic group travel

***TIMING: Immediate***

- o Increase product focusing on non-traditional topics, including Black history, STEM, outdoors, food, music and more

***TIMING: Immediate***

- o Work with DDC partners to create value-add itineraries to accommodate the want for “group-only” experiences
- o Execute increase in-house services to help operators navigate changing itinerary opportunities.

***TIMING: Immediate/Ongoing***

- o Execute partnership with student tour operators to educate teachers on the quality of the experience/safety of returning to student trips to Washington, DC
- o Outreach to educate teachers about new product development

***TIMING: Immediate***

- o Continue partnership with DDOT, Union Station and area hotels, on bus parking options

***TIMING: Spring/Ongoing***

- o Utilize travel-training program for both group tour and FIT markets to train customers on how to sell Washington, DC as well as introduce new itineraries to expand length of stay

***TIMING: Immediate***

- o Expand performance/festival venues on the group tour website to reflect the diversity of opportunities to perform and host special events

***TIMING:*** *Fall communication/Spring travel*

- o Host in-person FAM tours/training seminars
  - *Targeting by market: student vs. adult*
  - *Targeting by demographics*
  - *Targeting by theme*
- o Attend sales missions/tradeshows

***TIMING:*** *Ongoing*

- *Fall shows/FAMS*
- *Winter: virtual trainings*
- *Spring: Travel executed*
- *Summer: FAMS*

- **ACTION PLAN**

- o **Marketing activations**

- **Social Media outreach** (immediate/ongoing)
  - Utilize DClovesBuses – Facebook page to introduce all things relevant in the current environment
- **Monthly Email Updates** (Immediate)
  - Introduce logistics updates, new members, new experiences
- **Website Expansion** (ongoing)
  - Work with DDC marketing team on new website platform to ensure the group tour section is more inclusive of
    - o Group tour basics: restaurants/night activities/performance venues/etc
    - o New themed itineraries:
      - Black history: past/present/future
      - STEM
      - Women empowerment
      - Music history

- Only 1 DC
- Political history/participation
- Festival activities for groups
- o **Regional collaboration** – group tour itineraries
  - Working in partnership with regional destinations to enhance a week experience (Immediate/ongoing)
  - Partners: MD/VA, PA, NYC
    - New itinerary inspiration – based on theme/school curriculum
- o **Programming**
  - **Training** (immediate/ongoing)
    - Continuing push for DC Special Agent Academy with additional live presentation for target markets
    - Marketing efforts to promote academy
    - Additional customized trainings for travel agencies to keep the destination relevant
    - Expansion of the DC Special Agent Academy, with agents’ engagement and dedicated activities/deals available to certified agents only.
  - **FAMs**
    - Host in-person FAM tours
    - New itinerary exposure/new content

## SPORTS & EVENTS

Fiscal Year	Definite Room Nights Sports	Actual Room Nights Sports	% to Goal
24			
25			
26			

- Goals to be finalized after Destination DC Board Meeting in December 2023

## **TARGET AUDIENCE**

- o Professional
- o Collegiate
- o Amateur youth/adult
- o LGBTQ+ sports
- o Women sporting events
- o Action sports
- o Adaptive sports
- o Educational/corporate competitions
- o International events
- o Esports
- o Special Events & Festivals

## **STRATEGY**

- o Generate room nights for Washington, DC hotels by attracting domestic and international sports competitions.

***TIMING:*** *Ongoing*

- o Enhance collaboration with local stakeholders in the sports & events industry including professional sports teams, Events DC, Monumental Sports, Mayor's Office, US State Department Sports Diplomacy Division, National Parks Service, college/universities, venues, and non-profits.

***TIMING:*** *Ongoing*

- o Create and nurture meaningful relationships with event organizers.

***TIMING:*** *Ongoing*

- o Evaluate the direct economic impact of sports and special events on the Washington, DC economy.

***TIMING:*** Ongoing

- o Collaborate with local LGBTQ+ organizations to sustain the growth of LGBTQ+ events before and after WorldPride 2025.

***TIMING:*** Ongoing

- o Create and execute strategic initiatives to attract Women in Sports events.

***TIMING:*** Immediate

- o Identify cross-departmental opportunities with M&C, P&A, CSS, and TSVE to promote sports & special events in Washington, DC.

***TIMING:*** Ongoing

- o Ensure strategic marketing opportunities from DDC for annual sports and special events for Washington, DC .

***TIMING:*** Ongoing

- o Nurture existing and attract new annual events for Washington, DC to create recurring economic impact.

***TIMING:*** Ongoing

- o Provide a positive end-to-end customer experience from initial outreach to beyond event execution.

***TIMING:*** Ongoing

## **ACTION PLAN**

- o Generate room nights for Washington, DC hotels by attracting domestic and international sports competitions.

***TIMING:*** Ongoing

- Secure events from various markets including professional, collegiate, amateur youth/adult, LGBTQ+ sports, women in sports, action sports, adaptive sports, international events, Esports, parades, festivals, and other special events.
  - Meet with key targets to identify and outline specific requirements necessary for Washington, DC to win bid opportunities.
  - Attend various industry events, conferences, and tradeshows to build relationships with rights holders.
  - Utilize databases such as Playeasy, SportsTravel, and Sports ETA to regularly source new opportunities for the city.
  - Strengthen partnerships with recurring events to ensure the event continues to grow.
- o Enhance collaboration with local stakeholders in the sports & events industry including professional sports teams, Events DC, Mayor's Office, US State Department Sports Diplomacy Division, National Parks Service, universities, venues, and non-profits.

***TIMING:*** *Ongoing*

- Regularly meet with Events DC to align objectives, key targets, and bid proposals. Complement Events DC's initiative to sell their key assets including the Entertainment & Sports Arena, Walter E. Washington Convention Center, and RFK Stadium-Armory Campus.
- Engage with Monumental Sports & Entertainment, DC United, and the Washington Nationals on event opportunities.
- Strengthen collaboration with Department of Parks and Recreation and National Parks Service.
- Utilize local colleges and universities to host sporting events and championships.

- Partner with local stakeholders to formulate a sports advisory group dedicated to growing Washington, DC as a premier destination for sports & special events.
- o Create and nurture meaningful relationships with event organizers.

***TIMING:*** Ongoing

- Develop a qualified target list of clients and set up routine sales calls. Meet with existing clients and create new contacts to educate them on the opportunities in Washington, DC.
  - Host key targets in DC so they can experience how the city activates the diversity of festivals and events.
  - Partner with Events DC on tradeshow and sales missions that target mutual customers.
  - Identify new missions/shows that would be opportunities for additional promotion of Washington, DC as a destination for sports and special events.
  - Host FAM tours for target markets during key events to highlight how the city can execute unique experiences.
- o Evaluate the direct economic impact of sports and special events on the Washington, DC economy.

***TIMING:*** Ongoing

- Generate pre and post event economic impact reports.
- Serve as the main point of contact for all sports, festival, and special event economic impact reports.
- Create new reports for all inbound opportunities from
- Regularly connect with the Convention Sales & Service team on a standing operating procedure for the economic impact calculator.

- Develop deeper relationship with Tourism Economics to better understand the Event Impact Calculator.
  - Create a standard operating procedure for RIPE.
  - Identify a list of events to track hotel bookings using RIPE.
- o Collaborate with local LGBTQ+ organizations to sustain the growth of LGBTQ+ events before and after WorldPride 2025.

***TIMING:*** *Ongoing*

- Work with Capital Pride Alliance on hosting the Opening/Closing Ceremony, DC Black Pride, Capital Cup, Human Rights Conference, Choral Music Festival, Global Dance Party, the Parade/Festival Weekend, and other events during WorldPride 2025.
  - Identify opportunities for collaboration between the Destination DC membership base and local LGBTQ+ organizations during and after WorldPride 2025.
  - Continue collaboration with LGBTQ+ organizations throughout the fiscal year to expand the “Capital Cup” sports festival
  - Develop an action plan with Compete Sports Diversity.
- o Create and execute strategic initiatives to attract Women in Sports events.

***TIMING:*** *Immediate*

- Prospect decision-makers, lead contacts for women sport teams, and women-centric organizations to strengthen our network on a local and global level.
- Identify and develop opportunities around anchor dates/celebrations such as National Girls & Women in Sports Day and Women’s Equality Day.
- Target qualified bids for women sporting events .
- Amplify women in sports content on Washington.org and social media accounts to market Washington DC's diversity in sports.



- Support the Washington Coalition of Women’s Professional Sports with their 2025 initiatives.
- o Identify cross-departmental opportunities with M&C, P&A, CSS, and TSVE to promote sports & special events in Washington, DC.

***TIMING:*** Ongoing

- Execute mutually beneficial partnership agreements with key clients in collaboration with the Partnerships and Alliances team.
- Strengthen the presence of sports and special events on social media, Washington.org, and other Destination DC marketing distributions.
- Update the venue listings on washington.org to provide the most up-to-date information for event organizers.
- Ideate international and domestic PR stories and opportunities with Marketing & Communications.
- Create a new bid book highlighting Washington, DC as a destination for international and domestic sporting events.
- Collect unique content, media, video, and photo assets from hosted events to use in future marketing materials.
- Collaborate with the Visitor Experience team to identify opportunities to promote Washington, DC and improve the fan experience during marquee events.
- o Nurture existing and attract new annual events for Washington, DC to create recurring economic impact.

***TIMING:*** Ongoing

- Enhance collaboration with long-standing annual events such as Citi Open, Cherry Blossom Ten Mile, Marine Corps Marathon, Rock & Roll Running Series, DC Bike Ride, Capital Pride, and Military Bowl.

- Identify opportunities for growth with newly established annual events such as Varsity Spirit, HYROX, Scripps National Spelling Bee, and Major League Pickleball.
  - Work with Events DC to identify multi-year opportunities and partnerships with sustainable growth potential.
- o Provide a positive end-to-end customer experience from initial outreach to beyond event execution.
- Ensure consistent collaboration between the Sports Development and the Sports Services teams to ensure each client is prioritized.
  - Identify the needs of event planners and connect them with members of the Washington, DC hospitality community.
  - Execute seamless site visits to demonstrate Washington, DC's unique ability to host world-class events.
  - Introduce unique fan experience opportunities to entice attendees to extend their length of stay.
  - Gather feedback from clients after execution of event.

## **VISITOR EXPERIENCE**

### **TARGET AUDIENCE**

- o Leisure visitors
- o Convention visitors
- o International/domestic visitors
- o DC/Regional hotels/attractions/member stakeholders
- o Colleges/universities
- o Destination DC audiences targeted by advertising
- o Travel Agents (Consortiums/Home-Based/Luxury)
- o People with disabilities
- o Welcome Centers

## STRATEGY

- o Distribution of DDC publications to in-market, out-market and other key stakeholders

***TIMING:*** Ongoing

- o Continue to strengthen B2B relationships with airports/visitor and welcome centers and other affiliate organizations that have visitor outreach

***TIMING:*** Ongoing

- o Expand college and university outreach program
- o Expand signature festivals/events partnerships
- o Expand assistance for conference/sports/festival organizers

***TIMING:*** Ongoing

- o Provide comprehensive information and services that enhance the visitor experience and showcase Washington, DC as a welcoming and vibrant capital city

***TIMING:*** Ongoing

- o Expand/execute a powerful destination training and communication program to DC/regional hotels, attractions, AAA partners and other member stakeholders

***TIMING*** Ongoing

- o Reimagine/manage Travel Trade training program for content and market execution

- o ***TIMING*** Ongoing

- o Assist/support Tourism Department on execution of identified programs

***TIMING:*** Ongoing

## ACTION PLAN

- o In-market distribution
  - Hotels/attractions/camping grounds/airports/regional tourism offices
  - Embassies
  - Congressional Offices
  - Colleges/universities
  - Local DDC businesses/members
  - Meetings/conventions
- o Out-of-market distribution
  - Welcome centers
    - Engage further with digital ad placements with distribution partners
  - AAA/CAA offices
  - Camping grounds
- o Reengage/Train/Strengthen partnership with Travelers Aid at Dulles International Airport, Ronald Reagan National Airport and Union Station, as well as the BWI Pathfinders at BWI Thurgood Marshall Airport for maximum distribution of DDC materials including Official Washington, DC Visitor Maps and Guides (Ongoing)
  - Develop strategy to keep volunteers informed and engaged at all three ports of entry
- o Strengthen relationships with guild guides, NPS, Smithsonian, member visitor facing workforce teams, hotels and the local concierge association to maximize the potential of visitor services (ongoing)
  - Attend monthly concierge meetings
  - Attend monthly Guild of Professional Tour Guide meetings
- o Washington, DC Welcome Member Training Program
  - o Host quarterly destination training webinars for local partners to keep new/current staff updated on Washington DC (in partnership with Membership department)

- o Host special event webinars for local partners/members to remain informed
- o Launch a member onboarding video for all new member hires
- o Expand program to push Special Agent Training Academy certification to member workforce, provide DDC event invites for certified members, offer annual destination FAM for certified members
- o Continue to maximize the Washington.org ChatBot via on-line, live communication (Ongoing)
- o Reimagine on-line training webinar opportunities for all travel industry partnerships (Quarterly/Ongoing)
  - TRAVEL TRADE: Invite all audiences to Special Agent Training program
  - Execute one-off training requests from Visitors Experience partners such as:
    - AAA offices
    - Regional tourism offices
    - Hotels/attractions/members
    - Concierges
    - Conference planners
    - Festival planners
    - Sports event organizers
- o In-person distribution to connect with Visitors
  - Create calendar/strategy for annual traveling visitor center events throughout DC
    - Focus on signature events (National Cherry Blossom Festival/Passport DC/Smithsonian Folklife Festival/JazzFest)
  - Pop-up participation on request by
    - Conference planners
    - Festival planners

- Sports event organizers
  - Quarterly Local Welcome Center Activations
    - Enhance presence through dedicated branded booth/activation/give-away/digital marketing placements
- Travel Agents
  - Invite all audiences to Special Agent Training program
    - Engage offices for awareness
    - Push press release on new platform
    - Include in department newsletter
    - Buy-in to advertising opportunities through travel agent consortiums/associations
    - Create special certified agents with specialized destination deals/FAM opportunities
  - Build stronger relationships with travel agent associations (American Society of Travel Agents/TravelEdge/TravelLeaders)
    - Join as members
    - Attend events
  - Launch luxury travel agent product
    - Increase participation in Virtuoso and International Luxury Travel Market through marketing/training initiatives/networking events/appointment-based tradeshow
    - Create Exclusive Washington, DC assets
      - Washington.org webpage
      - Only 1 DC video
      - Targeted images
      - Library of bookable experiences
    - Host agent/tour operator FAMs
    - Task domestic/international marketing teams with including as standard marketing inclusions into annual plans
- Accessibility (People with Disabilities)
  - Continue to generate and execute dedicated action plan with assistance from Mid-Atlantic ADA Center / DDC taskforce

- Identify DDC staff training opportunities
- Identify DDC member training opportunities and resource collection
  - Create updated member listing categories
- Purchase live language translation software for front desk
- Work with HR on identifying staff roles to market to individuals with differing disabilities
  - Pilot program with a Best Buddy apprentice
- Utilize Visitor Experience intern to help with action plan
- Investigate organizational/city certifications
- Marketing
  - Washington.org Landing Page: Create new content pieces for consumer facing information
  - Develop new photo/video assets
  - Task domestic/international marketing teams with including as standard travel trade marketing inclusions into annual plans
- Events
  - Ensure accommodation requests are easily submitted and fulfilled
- Travel Trade
  - Grow relationships with travel agents/tour operators that specialize in organizing trips for this market
  - Provide trainings/resources/FAMs

## **PARTNERSHIPS & ALLIANCES**

### **MEMBERSHIP**

Through membership, partnerships and corporate sponsorships, DDC generates non-hotel tax revenue. More than 1,000 local businesses are members and partners. These businesses contribute more than \$2 million in cash and \$1 million in-kind that support DDC's efforts to increase visitation to Washington, DC.

Our members have come to rely on the access DDC provides to business connections, online visibility, industry intelligence, and marketing campaigns to help their businesses. Complete information can be found on [washington.org/memberbenefits](http://washington.org/memberbenefits). While local businesses are focused on their operations, the support and collective voice provided by Destination DC are essential to their success.

Membership composition:

- 30% Attractions
- 30% Restaurants
- 15% Accommodations
- 20% Convention Services
- 5% Transportation

### **DEI BUSINESS FELLOWSHIP**

We hope visitors can make connections with individuals from a variety of cultures, races and backgrounds found in our city and are committed to showing locals and visitors alike that the District is a place that promotes and validates diversity, equity and inclusion (DEI).

The DEI Business Fellowship supports small businesses in the local travel and tourism industry owned by people of color, LGBTQ+ persons, women, disabled persons, veterans and their allies.

2025 will be the program's fourth year. From 2022-2024 more than 80 businesses participated. The new fellows will enjoy a full calendar year of complimentary marketing, mentorship, education and networking opportunities to help sustain and grow their small businesses, specifically by reaching business and leisure travelers.



## **SUSTAINABILITY**

Destination DC recognizes the reality of the climate and environmental crises and traveler interest in sustainable tourism and destinations.

With the goal to protect and improve various environmental, social, and economic targets across the organization and destination, Destination DC can leverage its reach and expertise to support, inform and enhance members' work. This may include trainings for businesses, an online member toolkit and business recognition program.

When members strategically participate, they will help Convention Sales & Services, Tourism Sports & Visitor Experience and Marketing Communications win travel business to the city, and benefit from the associated revenue.

## **MEMBER EVENTS**

DDC has kept members engaged with educational, experiential and social virtual programming. The team will continue to offer programming both online and in-person to reach the greatest number of members in ways that fit their needs.

## **PARTNERSHIPS**

Destination DC's partners offer unique assets and access. We work together to ensure mutual success. This includes collaboration with seasonal and temporary cultural attractions to showcase DC's vibrancy and we offer local businesses that may not fit standard membership access to Destination DC's resources.

- Amtrak
- Arena Stage
- Artechouse
- Booking.com
- Brand USA
- Broccoli City Festival
- Capital Fringe Festival
- Cirque du Soleil
- Convene
- CRUSA
- CVENT
- DC Festival of Magic

- DC Jazz Festival
- DC/DOX
- Encore
- Expedia
- Events DC
- Hargrove, by Encore
- Home Rule Festival
- Industrious
- Giant National Capital Barbecue Battle
- Miles Partnership
- Monumental Sports & Entertainment
- Metropolitan Washington Airports Authority
- National Cherry Blossom Festival
- Revolution Events
- Sightseeing Pass
- Theatre Week
- TodayTix
- United Airlines
- Washington Auto Show
- Washington Nationals

Restaurant and transportation partners in the **Dining & Driving Power Program** specifically support sales and public relations efforts and receive unique access to clients and journalists in exchange for complimentary services.

## **Restaurants**

- Knead Hospitality
  - Bistro du Jour
  - Gatsby
  - The Grill
  - Mi Vida
  - Succotash Prime
- Fish & Fire Food Group
  - Ivy City Smokehouse
  - Tony & Joe's
  - The Point

- Nick's Riverside Grill
- Ambar
- Café Riggs
- Cuba Libre
- The Duck and the Peach
- Fogo de Chao
- Guy Fieri's Kitchen & Bar
- Hard Rock Café
- Lyle's
- La Collina
- Mastro's Steakhouse
- Nina May
- Ocean Prime
- The Palm
- Pinstripes
- Sequoia
- Shilling Canning Company
- Supra
- Swingers Crazy Golf Club

### **Transportation Providers**

- Adventure Tours
- Battle's Transportation
- DCA Car
- USA Guided Tours

### **GOALS**

- Engage existing members
- Recruit new members
- Support small, local and historically disadvantaged businesses
- Advocate for sustainable practices and show tactical steps to achieve results
- Broaden the type of businesses that benefit from Destination DC's work

### **SUCCESS METRICS**

- Membership retention

- Membership growth
- Media mentions
- DEI businesses engaged
- Sustainability practices supported or enhanced
- Participation in sales programs and marketing campaigns including FAMs, coops and paid advertising purchased
- Website and social media results
- Lead generation and conversion rates
- Attendance at member events
- Annual member survey results

## **STRATEGIES**

- Empower members to recognize that while their resources may be limited, Destination DC is the most affordable, strategic way to establish online marketing programs and participate in the convention and tourism industry.
- Increase membership through active stewardship of current members and positioning those members as advocates and allies to encourage new members.
- Thoughtfully recruit qualified prospects, increasing opportunities to sell and close membership.
- Help member businesses recognize the contribution travel and tourism makes to the city's economy and resident's quality of life by encouraging broad participation in our member events and guiding them through the latest travel trends, opportunities, and risks.
- Work with the BIDs, Main Streets and other community organizations to enlist their trusted referrals.
- Partner with credible 3<sup>rd</sup>-party sustainability organizations such as DC Department of Energy and the Environment and Global Destinations Sustainability Index.
- Leverage member events, consistently the #1 ranked benefit, to recognize positive member behavior such as hosting FAMs and uploading deals and inspire participation.

## AMERICAN EXPERIENCE FOUNDATION

The American Experience Foundation (AEF) enriches the lives of students through inspirational travel experiences and educational opportunities to cultivate the next generation of hospitality industry professionals. AEF invests in young people in our community, supporting their college and career readiness.

AEF is the official affiliated 501(c)(3) charity of Destination DC. By leveraging Destination DC and its more than 1,000 member businesses, AEF is uniquely positioned to open doors for students, filling a need for career exposure and paths to success.

What AEF does:

- **Inspire** through free field trips to our nation's capital for students from DC and across the country
- **Train** through internships and educational opportunities connecting students with hospitality industry professionals
- **Educate** through scholarships to qualified students and alumni from DC's high school Academies of Hospitality & Tourism, Culinary Arts, and Mass Media

Since 2015, AEF has:

- Inspired 800 students on field trips around Washington, DC
- Trained over 2,500 students on work-based learning experiences
- Connected almost 550 students with internship opportunities at Destination DC and other hospitality businesses
- Awarded over \$175,000 in scholarships

In 2024, the American Experience Foundation continued to grow. AEF

- Created work-based learning experiences for 650 students with partners across the hospitality industry
- Hosted 3 year-round interns and 6 summer high school interns
- Involved students in Destination DC events like their Member Holiday Celebration and Member Open House

- Took students out of the classroom and behind the scenes of the industry both here in Washington, DC and in New York City
- Amplified student-alumni in leadership through our AEF Student Advisory Board of Directors

In 2025 AEF will continue to invest in students by

- Directly aiding DC high schools' Career & Technical Education programs by creating critical work-based learning (WBL) programs. AEF will provide those programs and related expenses free for schools and students. This will fill a gap in opportunities for students created by budget cuts that have eliminated WBL funding.
- Advocating for the official DC intern programs for high school students, enlisting partners and serving as many students as possible.
- Celebrating a major milestone of more than 100 scholarships awarded topping \$200,000.

## **INSPIRE**

In January, over 65 students from the Academies of Hospitality & Tourism, Culinary Arts and Mass Media participated in a two-day field trip across Washington, DC. Young professionals explored the consumer side and behind the scenes of the hospitality industry. AEF is thankful for the support of our partners who made this work-based learning experience possible:

- The Anthem
- The CALPRO Group, Inc.
- Capital Hilton
- Carmine's NYC Family Style Italian
- Clyde's Restaurant Group
- The Grill and KNEAD Hospitality + Design
- Hyatt Place Washington DC/White House
- International Spy Museum
- Monumental Sports & Entertainment and the Washington Wizards
- Pendry Hotels & Resorts Washington DC - The Wharf
- Smithsonian American Art Museum and National Portrait Gallery
- Southwest Business Improvement District (SWBID)
- Tiki TNT

- Washington Area New Automobile Dealers Association (WANADA)
- USA Guided Tours

In March, AEF explored the Big Apple with nearly 50 students and staff from DC's Academies of Hospitality & Tourism, Culinary Arts and Mass Media. Students learned about hospitality industry careers and heard personal stories from professionals.

Thank you to our NYC field trip partners.

- **New York Marriott Marquis and the Park Hyatt New York** –These hotel tours allowed students to compare NYC's signature properties.
- **SUMMIT One Vanderbilt** – Leaders from this immersive destination in the sky shared career tips before students rocketed up 93 floors to experience it themselves.
- **Big Bus** – Shared the sites and importance of sightseeing attraction operators.

Thank you also to the **Pod Hotel Times Square, Red Rooster Harlem** and the **Apollo Theatre**.

## TRAIN

Three students worked with AEF and DDC during the school year as part of the **Advanced Internship Program**. In addition to other projects, interns filmed, edited, and ran AEF's TikTok and Instagram channels.

- **Nalisa Jacobs**, Ballou High School
- **Melany Mendez Casas**, Coolidge High School
- **John "JT" Thompson**, Ballou High School

Six students worked with AEF and DDC for 6 weeks over the summer through the **Career Ready Internships**.

- **Asly Argueta Benitez**, Coolidge High School
- **Christian Osbourne**, Ballou High School
- **Mista Barnes**, Maya Angelou Public Charter School

- **Nealia Williams**, Coolidge High School
- **Valerie Benitez**, Jackson- Reed High School
- **Zion Campell**, Ballou High School

They met with hospitality executives, explored the city and considered how the Washington, DC hospitality industry can help make our city welcoming and safe for everyone who lives and visits.

To celebrate a successful 6-week internship, AEF and the Washington Hilton hosted a networking luncheon for Hospitality & Tourism, Culinary Arts, Mass Media and Information Technology Career Ready Interns and host employers from across the city.

Students were also featured at two major Destination DC events: Open House and Member Holiday Celebration. Students from Coolidge High School's Academy of Mass Media miked up, interviewed, and filmed hospitality and tourism professionals sharing their passion for the industry at Destination DC's Open House in February.

Students from Roosevelt, Ballou, Jackson-Reed, and Coolidge High Schools helped produce the Destination DC Member Holiday Celebration at the JW Marriott Washington, DC. Young chefs, photographers, and event planners worked alongside their professional colleagues to ensure guests had an unforgettable experience.

## **EDUCATE**

In May 2024, AEF gave a record number of scholarships to students and alumni of the DC Academies of Hospitality & Tourism, Culinary Arts and Mass Media.

**Congratulations to the 13 scholarship winners and 24 honorarium recipients.**

AEF partnered with **Educated Eats**, **Washington Hospitality Foundation** and the **Washington Area Concierge Association** for an inaugural event celebrating DC's future hospitality leaders. Hosted at the Westin Washington DC City Center and



emceed by Molette Green of NBC4 Washington, **the night culminated in over \$70,000 awarded to DC students.**

“Earning a scholarship is such a wonderful blessing for which I am incredibly grateful. It's not simply money; it's validation of my abilities and efforts. It will not only help with the cost of tuition but also open doors to new experiences and opportunities.” **Kayden Johnson, Coolidge High School '24.**

### **AEF Scholarships**

**Abide Kao**, Columbia Heights Educational Campus, 2024

**Belinda Alcoser-Gonzalez** Jackson-Reed High School, 2024

**John Thompson**, Ballou High School, 2024

**Kaleb Bland** Coolidge High School, 2024

**Khalil Malloy** Columbia Heights Educational Campus, 2024

**Melany Mendez-Casas** Coolidge High School, 2024

**Trevon Bernado**, River Terrace Education Campus, 2024

### **AEF Alumni Scholarships**

**Jean-Pierre Roberts**, Eastern Connecticut State University, 2026; Jackson-Reed, 2022

**Mattison McDonald**, Washington & Jefferson College, 2027; Coolidge, 2023

To honor [the memory of hospitality industry colleagues and students](#) in Washington, DC, AEF awarded the:

### **David Iselin Memorial Scholarship for Community Service**

**Adame Temesgen**

Arizona State University (Master's), 2026

University of Rochester (Bachelor's), 2024

### **Ray Bennett Memorial Scholarship for Leadership**

**DeAnna Mozee**

Roosevelt High School, 2024

### **Akira Wilson Memorial Scholarship for Entrepreneurship**

**Evelyn Consolla**

Jackson-Reed High School, 2024

### **Joe Shymanski Memorial Scholarship for Photography & Media**

**Ty Monroe**

Coolidge High School, 2024

AEF also recognized the following scholars for their achievements.

### **AEF Alumni Honorariums**

**Cenaria Fells-Watson**, Towson University

**Charity Jones**, Spelman College

**Tenielle Parker**, North Carolina A&T State University

### **AEF Honorariums**

**Aaron Perkins**, Columbia Heights Educational Campus

**Adorre Fells-Watson**, Columbia Heights Educational Campus

**Akilah Hunter**, Columbia Heights Educational Campus

**Antwon Gibson**, River Terrace High School

**Anya Blakney**, Coolidge High School

**Cailin Santos**, River Terrace High School

**Christian Jil Imus**, Columbia Heights Educational Campus

**Darren Heard**, Ballou High School

**Hassan Purnell**, Ballou High School

**Jocelyn Salazar**, Columbia Heights Educational Campus

**JohnTay Taylor**, River Terrace High School

**K'nasia McKenzie**, Columbia Heights Educational Campus

**Malcom Straker**, River Terrace High School

**Miram Bezabih**, River Terrace High School

**Nalisa Jacobs**, Ballou High School

**Saniya Lewis**, Jackson-Reed High School

**Saniyah Heyward**, IDEA PCS High School

**Treasure Brooks**, Ballou High School  
**Zachary Songu-Mbriwa**, Ballou High School

**Joe Shymanski Memorial Scholarship for Photography - Honorariums**

**Kaden Johnson**, Coolidge High School  
**Carmen Brito**, Jackson-Reed High School

AEF has provided over 90 scholarships since 2015, totaling **over \$175,000** in awards.

**LEADERSHIP**

AEF is one of the most established and largest destination marketing organization partner non-profits. As a result, AEF has earned status as national leader and is frequently enlisted to provide expertise to other community organizations working to bolster the hospitality industry workforce.

Two specific 2024 events showed this leadership:

- The DC Public Schools Chancellor, Dr. Lewis Ferebee, joined AEF for a back-to-school luncheon for Career & Technical Education (CTE) industry partners and educators. The event served to recognize the meaningful impact on students that these professionals have in and out of the classroom and allowed them to ask questions and understand the unique challenges and opportunities that can enable student success.
- Calendars and learning goals in hand, the CTE school leaders convened with AEF for a back-to-school planning summit to ensure that the special access and opportunities that AEF can provide align with curriculum and that WBL programs are designed to maximize participation and learning.

By focusing on industry partners and professionals successes too, AEF will maximize student achievements into 2025 and beyond.

For a more complete recap of AEF's work, please see the Annual Review, found on the homepage of [AmericanExperienceFoundation.org](https://AmericanExperienceFoundation.org).

## **GOVERNMENT AFFAIRS**

Government Affairs' role is to educate elected leaders on the mission and goals of Destination DC, engage the organization's Board of Directors, and liaise with industry officials. Collaboration between Destination DC and Events DC is essential due to the overlap within our industry.

### **Situational Analysis**

- New councilmembers in 2024
- Incoming members of Board of Directors including a new slate of officers
- Budget shortfalls at the local and federal level impacting TRD

### **Five-year Strategic Plan:**

1. Communicate the Message of Tourism as an Economic Driver
  - Destination DC will continue to promote the role of meetings, leisure travel and events as key contributors to the DC economy and a major driver of city tax revenue. Conduct quarterly briefings of the Council staff and the Mayor's office reviewing past progress in tourism development and challenges for the future, as well as conduct twice-a-year briefings with members of the Council.
2. Build Relationships with Key Officials in the DC Government as well as new Councilmembers who are unfamiliar with Destination DC or Hospitality
  - Strengthen relationships with officials in the District Government to jointly promote and deliver high-quality experiences to visitors.
  - Distinguish the Roles of Destination DC and Events DC and each organization's impact on the Walter E. Washington Convention Center, to help officials understand the distribution of authority and responsibilities for tourism development.
  - Strategically deploy Government Officials to augment sales missions and convention bookings. This will require Destination DC to notify the Mayor's office well in advance of requested appearances and limiting these to the most strategic opportunities to advance the city's tourism economy.

- Work more closely with the Deputy Mayor for Planning and Economic Development and the Office of Planning toward mutually beneficial goals. Both organizations are leading recovery during the COVID-19 and imploring the importance of hospitality is important.

### 3. Engage Board of Directors

- Engage all members of the board to ensure they are advocates of Destination DC.
  - Schedule board socials/retreats once a quarter at member restaurants
  - Schedule Board Meetings/Executives Committee Meetings once a quarter
  - Send out monthly Board Communiqué
  - Meet biannually with all Board Officers
  - Review Bylaws on an annual basis
  - Engage board members on various committees



### Chart Key



# WORK FROM HOME/HYBRID WORKPLACE POLICY

## POLICY STATEMENT

The Destination DC (DDC) office is open Monday-Friday; all staff are welcome to come into the office to work throughout the week.

DDC currently offers a hybrid work schedule for all staff, which provides the option for staff to work from home (WFH) or remotely during the work week. It is our goal to offer flexibility and to support our team in having a good work-life balance, while continuing to expect high performance, collaboration and excellent customer service to achieve the goals and mission of DDC. Additionally, offering a WFH/Hybrid Workplace helps to reduce employees' carbon footprint and reduces emissions in compliance with our sustainability efforts and DC commuter laws.

Staff are required to work in the office at least two days a week, Monday – Thursday, following their department's established in-office work schedule. Therefore, employees generally will be allowed to work two to three days at home or remotely each week.

Employees may have to come into the office for meetings and other business obligations as needed during the week. Fridays have been designated **primarily** as "no internal meetings days." They are reserved for more focused work/projects and are typically a WFH day for staff.

As of January 2024, all staff are required to come into the office three days a week once a month during the last week of each month. During this week, all employees will report to the office to work on Wednesday, in addition to two other in-office workdays (per their department's schedule).

Remote work should be considered as a privilege and not a right. This is our current office operating model, but DDC reserves the right to change, review and evaluate this policy.

## REGULARLY SCHEDULED HYBRID WORK

Allows employees to work remotely at home, on the road, or in a satellite location for all or part of their regular workweek. Remote work is an alternative that may be appropriate for some employees and some jobs. Working remotely does not change the terms and conditions of employment.

Employees may WFH for a short-term project or while on the road during business travel. Other informal, short-term arrangements may be made for employees on medical leave or family medical leave, with the consent of the employee's health care provider, if appropriate. All requests for alternative arrangements are approved on a case-by-case basis, first focusing on the business needs of the organization.

## SITUATIONAL HYBRID WORK

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Remote work for all staff, may be allowed or required in response to emergencies or as directed by local or Federal government regulations (i.e., pandemic, or other emergencies) to ensure the safety of the staff, continuity of business operations and customer service at DDC.

## OUT OF THE AREA HYBRID WORK

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Upon request, DDC permits employees to work remotely from other locations (in the US and internationally) for no more than 30 days at a time. We expect that staff working out of the area and the country be available during our official business hours. All requests must be approved by managers and the Department Head/Senior Staff. In addition, a detailed plan should be submitted to determine how your daily work requirements will be handled and met.

## UNSCHEDULED REMOTE WORK

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### Health & Wellness

Employees who are not feeling well but are well enough to work (not on PTO) should contact their manager to request and get approval to WFH.

As a reasonable accommodation for an employee with a disability or as part of an interim leave under the Family Medical Leave Act (FMLA), employees may request to work remotely. Normally, the company does not provide any additional equipment to enable remote work, except in the case of an emergency or as a reasonable accommodation as required by applicable law.

### Inclement Weather/Adverse Conditions

Usually, the company permits unscheduled remote work when adverse conditions prevent staff from coming into the office (weather, accidents, etc.). During inclement weather conditions, employees are expected to report to work if the office is open or WFH if the office is closed. If there is inclement weather on your regularly scheduled remote day, it is expected that the employee will work from home. All DDC employees are telework-ready and able to continue to WFH during inclement weather conditions if needed. If you are unable to work during an inclement weather event, you must contact your manager and request PTO.

## ELIGIBILITY

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All full-time and part-time employees are eligible to work remotely. This policy also applies to temporary staff, interns, and apprentices. The option to work remotely may be reconsidered and/or rescinded per our business needs and is based on the employee's demonstrated accessibility, availability, reliability, productivity and job performance.



## **NEW HIRES**

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New employees are typically required to work on-site in the office Monday-Thursday during their first 60 days of employment to facilitate the onboarding process.

## **GUIDELINES**

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Remote work is not designed to be a replacement for appropriate childcare or eldercare. Although an individual employee's schedule may be modified to accommodate special needs, the focus of the agreement must remain on job performance and meeting business demands. Employees are encouraged to discuss expectations of remote work with their family members to ensure adequate support and coverage during DDC business hours.

Employees working remotely are not exempt from the overtime requirements of the Fair Labor Standards Act (FLSA) and are required to record all hours worked in a manner designated by the company. Following state and federal requirements, hours worked for non-exempt (hourly employees) more than those specified per day and workweek require advance approval. Failure to comply with this requirement can end remote work.

After submitting a request to and receiving approval from your DDC manager and Department Head, employees who relocate and are approved to work outside of the DMV must report their change of address within 30 days to Human Resources to ensure correct tax withholding and workers' compensation coverage.

## **COMPUTER EQUIPMENT**

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Employees must have an internet connection to work remotely. This is solely the employee's responsibility. If the employee cannot maintain their internet connection, they must relocate to an alternate location with secure Wi-Fi or come into the office for their workday. Certain positions may only work from secure internet locations and may not use public Wi-Fi networks. These positions will be identified by HR and supervisors. IT will consult with employees and managers to ensure these employees understand the risks of using unsecured networks.

The company will determine, with information supplied by the employee and the supervisor, the appropriate equipment (including hardware and software) for each employee on a case-by-case basis. The Information Technology Department will serve as a resource. The company will maintain equipment supplied by the company. The employee, if deemed appropriate by the company, will maintain equipment supplied by the organization. The company accepts no responsibility for damage or repairs to employee-owned equipment. The company reserves the right to determine appropriate equipment. It is subject to change at any time. Equipment supplied by the organization is to be used for business purposes only. All employees must take appropriate action to protect the item(s) from damage, misuse, loss or theft. No one other than the employee is allowed to use company-provided equipment. Upon termination of employment or at the company's request, all company property will be returned to the company unless other arrangements have been made.

Consistent with the organization's expectations of information asset security for employees working at the office or remotely, the employee is expected to ensure the protection of proprietary company and customer information accessible from their home office. Steps include, but are not limited to, the use of locked file cabinets and desks, regular password maintenance and multi-factor authentication and any other steps appropriate for the job and the environment. Employees working remotely will also be expected to comply with applicable company policies (e.g. conflict of interest, confidentiality, moonlighting, safety, respect for dignity, drugs and alcohol and the like).

Injuries sustained by the employee while at their home office work location and in conjunction with their regular work duties are normally covered by the company's workers' compensation policy. Employees are responsible for notifying the employer of such Injuries per company workers' compensation procedures. Employees can be liable for any injuries sustained by visitors to their remote worksite.

The company will supply the employee with appropriate office supplies (pens, paper, etc.) for the successful completion of job responsibilities. The company will also reimburse the employee for all other reasonable business-related expenses that are reasonably incurred in accordance with job responsibilities.

## **VIRTUAL MEETINGS**

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The employee will establish an appropriate work and virtual meeting environment within their home for work purposes. The company will not be responsible for costs associated with the initial setup of the employee's home office such as remodeling, furniture or lighting, nor for repairs or modifications to the home office space.

- Cameras are expected to be turned on for all virtual meetings (internal and external) unless there is an unusual circumstance. An appropriate virtual background should be used during the meeting.
- Try to keep distractions to a minimum. No music or television is allowed in the background during virtual meetings.
- Avoid eating a meal during a virtual meeting unless invited to do so by the host.
- Consuming alcoholic beverages, smoking or vaping are not permitted during a virtual meeting.
- Casual attire is acceptable, however, use discretion. Please follow the Dress Code Policy in the Employee Handbook.

## **PROCEDURE**

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The employee agrees to be accessible by phone, e-mail or voice mail within a reasonable period during the agreed-upon work schedule. Employees may be required to come to the office as needed by the company on their regularly scheduled remote days based on DDC's business needs.

As part of the remote work arrangement, the employee and manager, with the assistance of the Human Resource Department, will evaluate the suitability of the remote work arrangement paying particular attention to the following areas:

- Employee suitability - The employee and manager will assess the needs of the position, job performance and work habits of the employee.
- Job responsibilities - The employee and manager will discuss the job responsibilities, job requirements and expectations to determine if the position is appropriate for remote work.
- Equipment needs, workspace design considerations and scheduling issues
- Tax and other legal implications for the business use of the employee's home-based office (e.g., IRS and state and local government restrictions). Responsibility for fulfilling all obligations in this area rests solely with the employee.

An appropriate level of communication between the employee and supervisor will be agreed to as part of the discussion process. The manager and employee working remotely must communicate at a level consistent with employees working at the office or in a manner and frequency that seems appropriate for the job and the individuals involved.

The availability of remote work as a flexible work arrangement for employees of the company can be discontinued at any time at the discretion of the company. An effort will be made to provide 30 days notice of such a change to accommodate commuting, childcare, and other needs that may arise from such a change. There may be instances, however, where notice is not possible.

## **APPROVAL**

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All employees must sign and complete the Work From Home/Hybrid Workplace Policy Agreement. The Agreement includes the number of days of telecommuting allowed each week, the work schedule the employee will customarily maintain, and the manner and frequency of communication. The Agreement appears at the end of this policy.

Employees who do not make 6-month goals or fail to perform at an acceptable level are subject to having remote work privileges suspended or revoked. Supervisors have the responsibility for measuring productivity goals.

Employees who do not make their yearly goals after being in a probationary status may have remote work privileges suspended or revoked. These employees may be required to return to work in the office full-time or may be terminated.



# WORK FROM HOME/HYBRID WORKPLACE POLICY

## Employee Information

Employee Name: \_\_\_\_\_

Position Title: \_\_\_\_\_

Department: \_\_\_\_\_

Hire Date: \_\_\_\_\_

## Proposed Work From Home (WFH) Schedule

Please detail below the days and hours that the employee is expected to work.

Day of Week	Schedule/Work Hours	In Office or Remote
Monday	8:30 am – 5:00 pm	
Tuesday	8:30 am – 5:00 pm	
Wednesday	8:30 am – 5:00 pm	
Thursday	8:30 am – 5:00 pm	
Friday	8:30 am – 5:00 pm	
Once a Month	8:30 am – 5:00 pm	

Please detail below regular meetings and how the employee is expected to participate (in-person or if working remotely what tools will be used).

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**Supervisor Information:**

SupervisorName: \_\_\_\_\_

Position/Title: \_\_\_\_\_

**Signature:**

Employee Acknowledgement:

I \_\_\_\_\_ understand and acknowledge that I have discussed remote work with my supervisor, and our conversations are accurately reflected in this Agreement. I have read the Work From Home/Hybrid Workplace Policy and understand that it is not an entitlement and that it is not appropriate for every employee. I understand that remote work can be terminated at any time by Destination DC or by me.

Employee's Name: \_\_\_\_\_

Employee's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Employee with salary of \$100,000 or more

Employee Name	Job Title	Race	Eligibility
Elliott Ferguson	President & CEO	Black	Incentive Pay
Rico Ashab	Chief of Stff	Black	Incentive Pay
John Kim	Chief Financial Officer	Asian	Incentive Pay
Merike Henneman	Director, Accounting & Financial Reporting	White	Incentive Pay
Calvin Morgan	Direcotr, IT & Bunisness Intelligence	Black	Incentive Pay
Terri Carter	Director, People & Culture	Black	Incentive Pay
Claire Carlin	SVP, Partnerships & Alliances	White	Incentive Pay
Jennifer Rodrigues	Director, Membership	2 or more Race:	Incentive Pay
Melissa Riley	SVP, Convention Sales & Services	White	Incentive Pay
Bill Adams	Direcotr, Convention Sales	Black	Incentive Pay
Tara Miller	Director of Global Sales	White	Incentive Pay
Theresa Belpulsi	SVP, Tourism, Sports & Visitor Experience	White	Incentive Pay
Letizia Sirtori	VP, Tourism & Global Developemtn	White	Incentive Pay
Lindsay Hill	Director, Visitor Experience & Toursim	White	Incentive Pay
Dianna Waldroup	VP, Convention Services	Hispanic	Incentive Pay
Robin McClain	Chief Marketing Officer	Black	Incentive Pay
Danielle Davis	VP, Communicaitons	White	Incentive Pay
Alex Gnafakis	Senior Creative Director	White	Incentive Pay
Andrew O'Connor	Director, Content Marketing	White	Incentive Pay
Torri Christian	Director, Marketiing	White	Incentive Pay
Murry Ryan	National Account Director	White	Incentive Pay
Jenna Wiese	National Account Director	White	Incentive Pay
Brandon Murray	National Account Director	White	Incentive Pay
Lisa Waldschmitt	Associate Director, AEF	White	Incentive Pay