

WASHINGTON, DC

HOSPITALITY



The hospitality industry is one of DC's strongest sectors, supporting more than 80,000 jobs in DC as of May 2017 – up nearly 6% from 2016.¹ This diverse sector includes roughly 130 hotels with 31,000+ rooms, 2,000+ restaurants, and 45 performing arts venues with more than 27,000 seats.²



Technology and innovation

are playing an increasingly important role in augmenting DC's hospitality sector. Hospitality innovation – or innovations, including technology and services, that augment the hospitality industry – can take various forms. For example:

Travel apps have made it easier to develop customized travel experiences.

Traditional hotel chains are experimenting with location-based marketing, smart controls, and even virtual reality to enhance the guest experience.

Predictive analytics can be used to gather insights and identify customer preferences.

Augmented and virtual reality, machine learning and artificial intelligence are transforming event planning and execution, and “event tech” is a strong niche in DC's tech industry.

Food incubators are driving exciting new models for food preparation, service, delivery and catering.

WHY HOSPITALITY INNOVATION COMPANIES CHOOSE DC

- **Global tourism and convention activity:** DC hosted 22 million visitors in 2016 – 2.0 million from foreign countries – and over 1,000 conventions, meetings, and tradeshows in 2016 that collectively attracted nearly 1 million attendees and hotel nights.³
- **Large customer base:** In addition to DC's 130 hotels, the DC metro area is home to the corporate headquarters of hospitality giants, Marriott, Hilton, and Host Hotels, providing access to an influential customer base.
- **Accessibility and infrastructure:** DC is proximate to 3 airports that service 69 million passengers a year, welcomes 5 million Amtrak passengers annually, and has more than 2.2 million square feet of event space.
- **Culture of hospitality entrepreneurship:** DC has 6 food-focused accelerators and incubators, including Mess Hall, Union Kitchen, Tastemakers, Eatsplace, and Tastelab. Additionally, the DC Food Policy Council helps support local food businesses and entrepreneurs.
- **Regulatory ease:** DC is the regional center of an “alcohol production renaissance,” thanks in part to DC laws that allow producers to self-distribute.
- **Talented workforce:** In addition to ample hospitality expertise, DC has a tech-savvy workforce to support hospitality innovation ventures. Cushman & Wakefield ranked DC the #3 Tech City in America in 2017.⁴

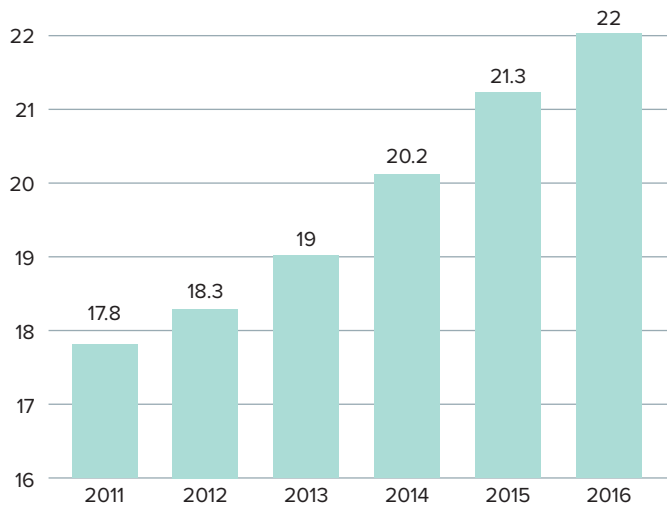
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Resources For Hospitality Companies

- DC Biz Cap (Department of Insurance, Securities and Banking)
- Work Opportunity Tax Credit (WOTC), On the Job Training and Apprenticeship Programs (Department of Employment Services)
- Great Streets grant program (Office of the Deputy Mayor for Planning and Economic Development)
- Qualified High Technology Company tax incentives (Office of the Chief Financial Officer)
- Small Business Technical Assistance, Main Streets grant program (Department of Small and Local Business Development)
- More at incentives.dc.gov

Total Visitors to Washington, DC (millions)⁵



¹ Source: DOES

² www.washington.org/DC-information/washington-dc-fact-sheet

³ www.washington-org.s3.amazonaws.com/s3fs-public/2015_destination_dc_visitor_statistics.pdf

⁴ www.cushmanwakefield.us/en/news/2017/06/cushman-wakefield-launches-inaugural-tech-citiesus-report/

⁵ STR (Q2 2016)

Washington, DC has nearly

30,000

hotel rooms and the metro area is home to more than

108,000²

hotel rooms



For more info: | www.wdcep.com | www.dmped.dc.gov
(202) 661-8670 | (202) 727-6365

