

DESTINATION DC

2025 ANNUAL VISITOR STATISTICS

Washington, DC

2025 TOTAL VISITATION

Record

27.2
MILLION

▲ 0.1% OVER 2025

DOMESTIC
25.1 MILLION

▲ 0.4% OVER 2024

INTERNATIONAL
2.1 MILLION

▼ 4% OVER 2024

Sources: MMGY Travel Intelligence, Tourism Economics

2025 TOP DOMESTIC MSA TO DC



25M

Domestic
Visitors
to DC in 2025

1	New York City, NY	8.5%
2	Philadelphia, PA	5.7%
3	Norfolk, VA	2.7%
4	Atlanta, GA	2.5%
5	Washington, DC*	2.3%
6	Richmond, VA	2.2%
7	Hagerstown, MD	2.1%
8	Dallas, TX	2.1%
9	Baltimore, MD	2.0%
10	Miami, FL	2.0%

UNDERSTANDING LOCAL GEOGRAPHIES



DMA

Media Market

Includes DC, parts of MD, VA, and WV
(Ex. Hagerstown, Spotsylvania, Calvert, Grant)



MSA

Metropolitan Statistical Area

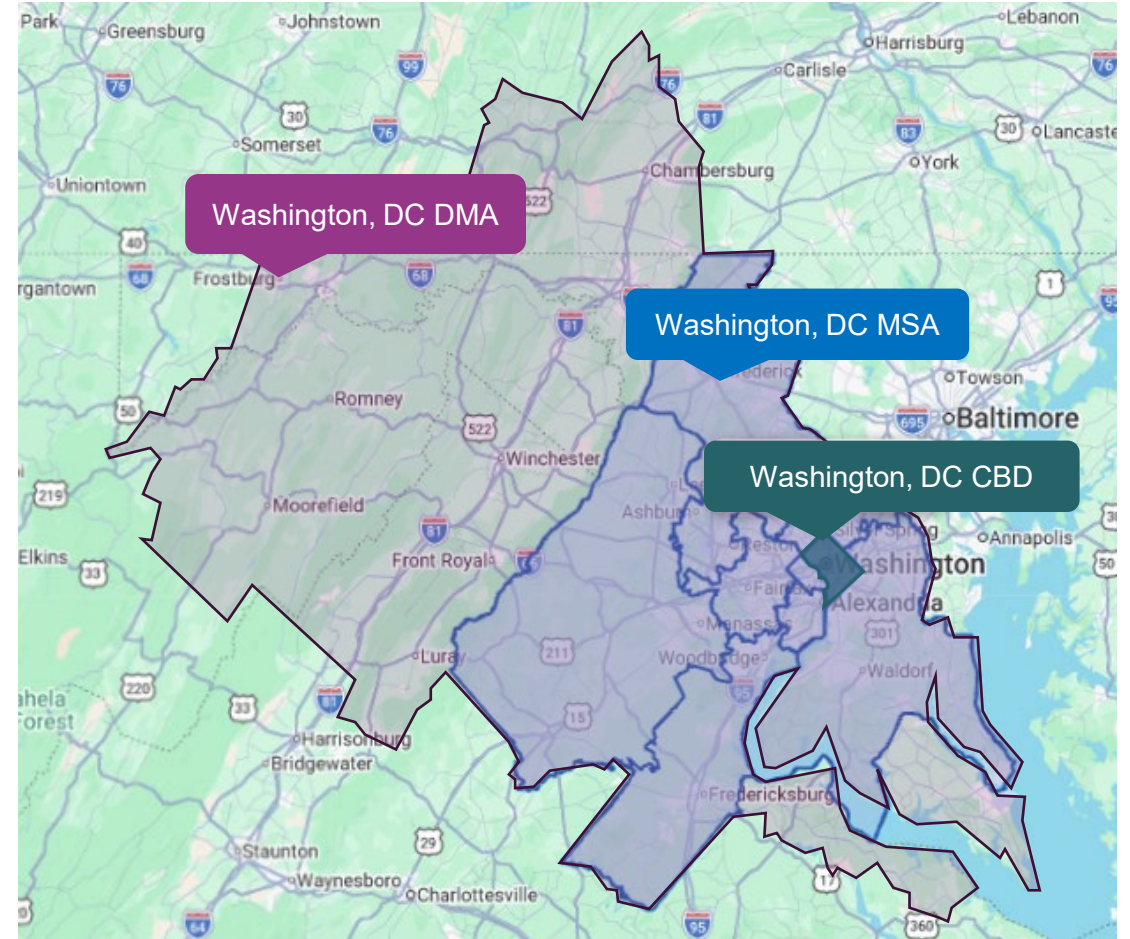
Includes DC and surrounding counties
(Ex. Fredrick, Bethesda, Waldorf, Dulles,
Fairfax, Arlington, Alexandria, Fredricksburg)



CBD

Central Business District (City)

Washington, DC city boundaries



2025 TOP INTERNATIONAL MARKETS TO DC



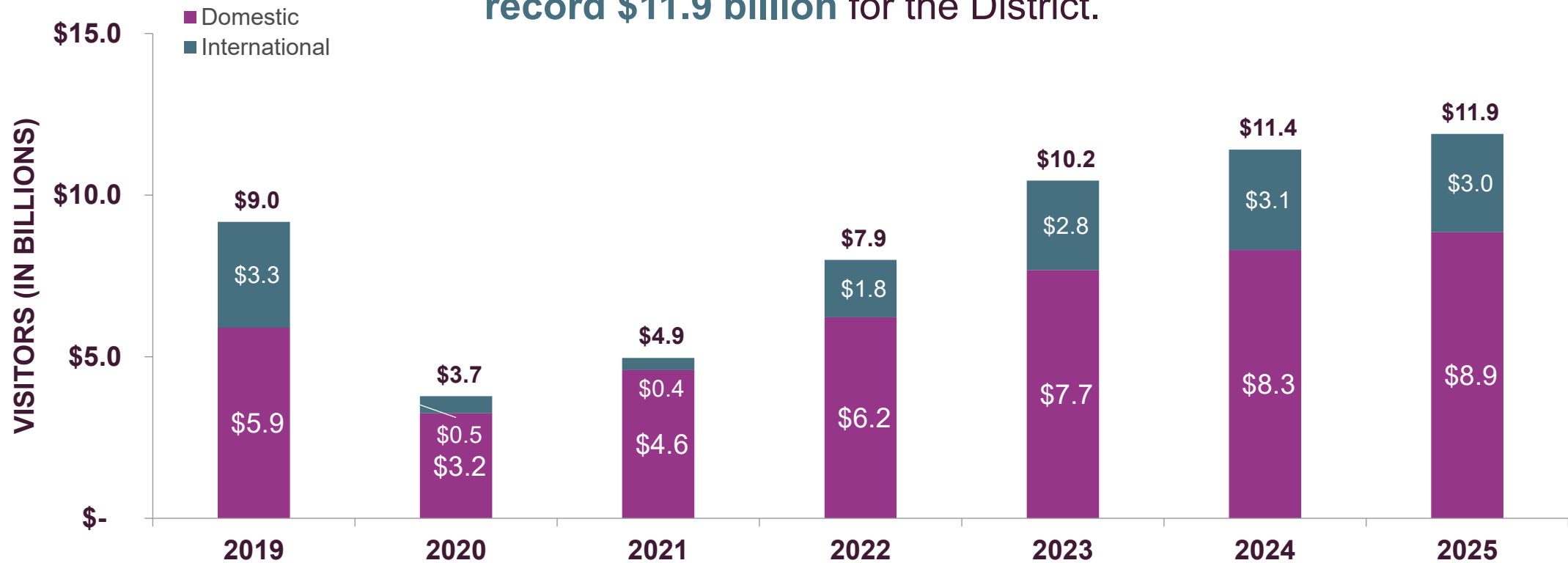
2.08M

International Visitors
to DC in 2025

1	Canada	208,500
2	India	184,500
3	United Kingdom	182,600
4	Germany	125,000
5	China	106,500
6	France	101,300
7	Mexico	95,500
8	South Korea	89,900
9	Italy	79,100
10	Spain	67,300

TOTAL VISITOR SPENDING

In 2025, visitor spending generated a **record \$11.9 billion** for the District.



Sources: MMGY Travel Intelligence; Tourism Economics

2025 VISITOR IMPACT



RECORD VISITOR SPENDING

**\$11.9
BILLION**

▲ 4% OVER 2024



RECORD DC TAX REVENUE

**\$2.4
BILLION**

▲ 4% OVER 2024



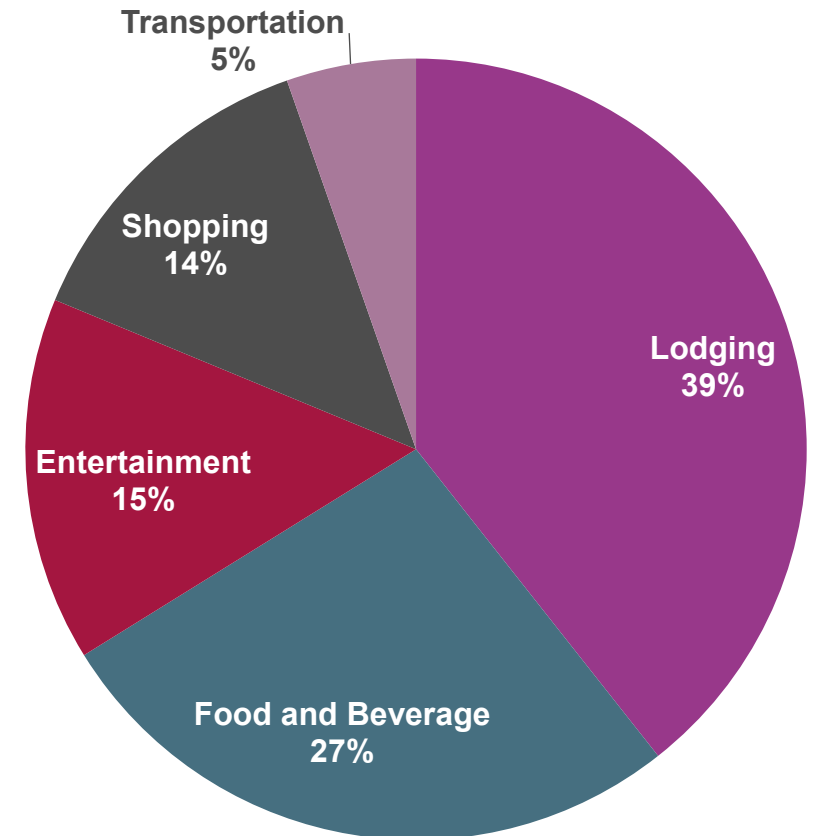
RECORD FOR DC

**114,031
JOBS**

▲ 2% OVER 2024

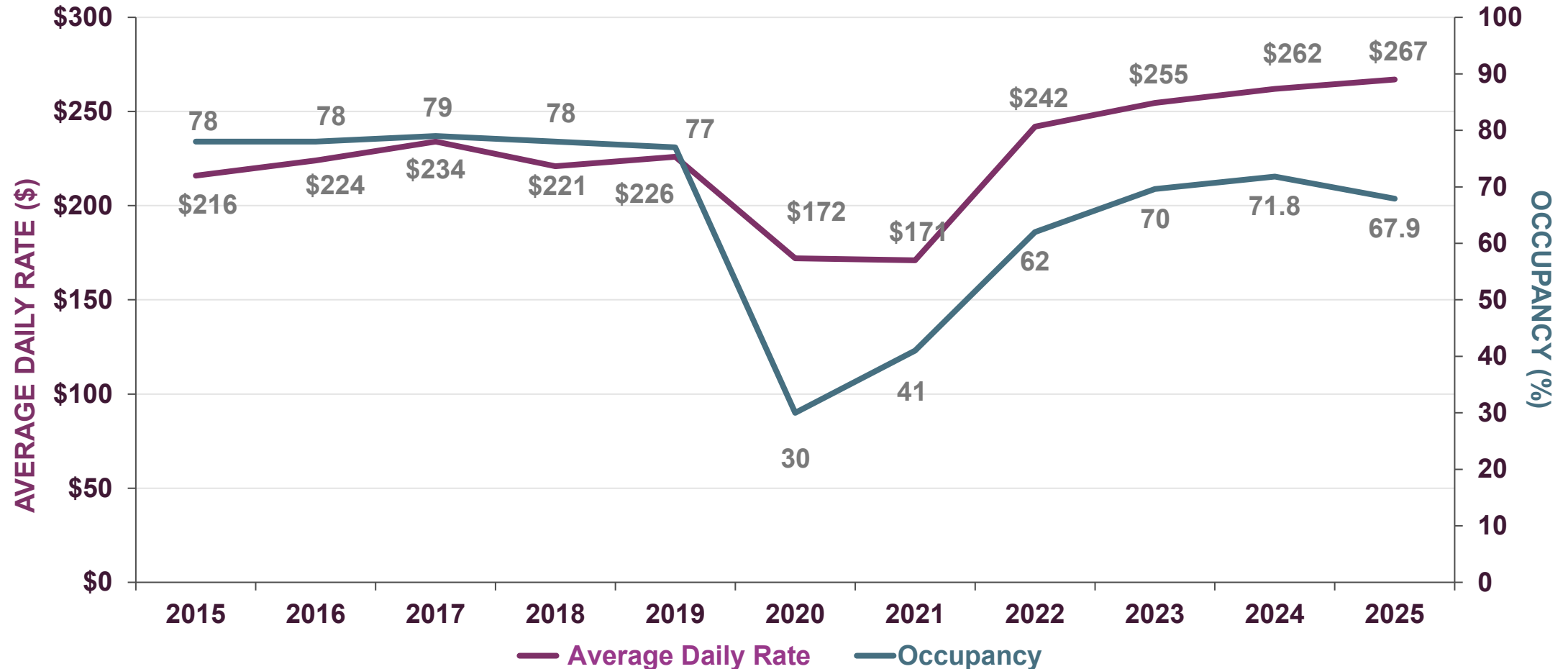
VISITOR SPENDING WASHINGTON, DC (DISTRICT OF COLUMBIA)

Expenditure Category	2025 (\$)	% Change
Lodging	\$4.7 billion	+1% ⬆️
Food and Beverage	\$3.2 billion	+5% ⬆️
Entertainment	\$1.8 billion	+11% ⬆️
Shopping	\$1.6 billion	+6.7% ⬆️
Transportation	\$640 million	-2.4% ⬆️
Total	\$11.9 billion	+4% ⬆️



Sources: MMGY Travel Intelligence, Tourism Economics, S&P Global Market Intelligence, US Department of Commerce

HOTEL PERFORMANCE WASHINGTON, DC (CBD)



Source: STR

2025 TOURISM GENERATED TAX REVENUE WASHINGTON, DC (DISTRICT OF COLUMBIA)

Local Tax Revenue (\$)	
Corporate Income	35,555,459
Personal Income	83,818,228
Social Security & Other Taxes	0
Occupancy Tax	343,177,655
Property Taxes	477,184,915
Excise & Fees	33,758,803
Sales Taxes	353,665,503
Restaurant	225,523,014
Retail	116,768,663
Airport	8,544,302
Car Rental	2,829,524
Local Total	1,327,160,562

Federal Tax Revenue (\$)	
Corporate Income	49,798,876
Personal Income	257,144,708
Excise & Fees	153,414,402
Social Security & Other Taxes	630,470,683
Federal Total	1,090,828,669

Local + Federal Total =
\$2.42 billion

+4.4% change from 2024

TOURISM AN ECONOMIC IMPACT GENERATOR WASHINGTON, DC (DISTRICT OF COLUMBIA)

- Without the economic impact generated by tourism in 2025, the Washington, DC would have had to raise local taxes by an average of **\$4,139** from each of the 320,774 households in DC to maintain the present level of tax receipts.
- Travel and tourism spending supported **114,013 jobs** in 2025.
- Travel and tourism jobs support **\$6.5 billion in wages** in 2025.

Sources: MMGY Travel Intelligence, Tourism Economics, S&P Global Market Intelligence, US Department of Commerce



TOURISM IMPACT WASHINGTON, DC (DISTRICT OF COLUMBIA)



- In 2025, each Washington, DC visitor generated about **\$437 in expenditures**.
- Every **239 visitors created a new job** in Washington, DC in 2025.
- In 2025, each visitor generated **\$238 in wages**.
- Each visitor creates about **\$89 in tax receipts** in 2025.