

WASHINGTON, DC

# HOSPITALITY

**The hospitality industry** is one of DC's strongest sectors, supporting more than 80,000 jobs in DC as of May 2018—up nearly 6% from 2016.<sup>1</sup> 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.<sup>2</sup>



## 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 a 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 COMPANIES CHOOSE DC

- **Global tourism and convention activity:** DC set a new tourism record for the eighth year in a row in 2017. Washington welcomed 22.8 million visitors—including 2 million from foreign countries—who spent \$7.5 billion. The District also hosted an unprecedented 21 citywide conventions, with each meeting bringing 2,000 or more hotel nights.<sup>2</sup>
- **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.<sup>2</sup>
- **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 District 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. In 2018, CBRE Group named DC the #3 City for Tech Talent.<sup>3</sup>

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## Resources for Hospitality Companies

- Neighborhood Prosperity Fund (Office of the Deputy Mayor for Planning and Economic Development)
- DC BizCAP programs (Dept. of Insurance, Securities and Banking)
- Work Opportunity Tax Credit, On the Job Training, and Apprenticeship hiring programs (Dept. 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 Tax and Revenue)
- Small Business Technical Assistance, Main Streets grant program (Dept. of Small and Local Business Development)
- Opportunity Zones ([oppzones.dc.gov](http://oppzones.dc.gov))
- More at [incentives.dc.gov](http://incentives.dc.gov)

**TOP 3** NORTH AMERICAN MEETING DESTINATION<sup>5</sup>

Washington, DC has over

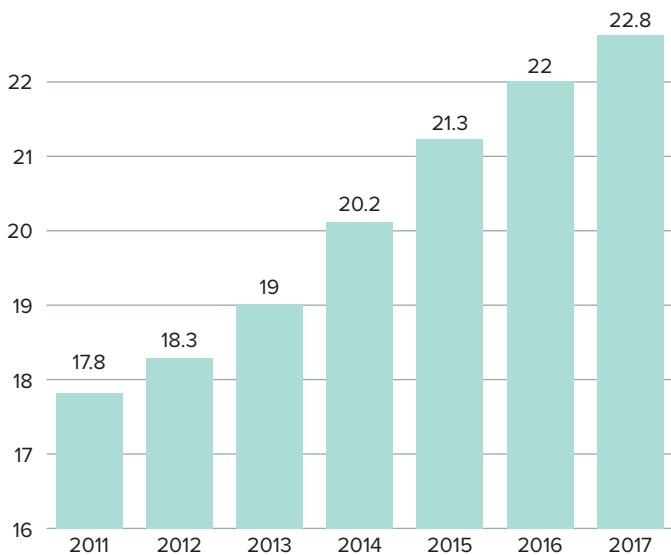
# 31,000

hotel rooms and the metro area is home to more than

# 111,000

hotel rooms<sup>2</sup>

Total Visitors to Washington, DC (millions)<sup>4</sup>



1. DC Department of Employment Services, Labor Statistics, May 2018  
 2. Destination DC, 2017  
 3. CBRE, Scoring Tech Talent in North America, 2018  
 4. U.S. Department of Commerce, National Travel & Tourism Office, 2018  
 5. STR, DestinationMAP, 2017