



Washington, DC Research Update

April 8, 2026

DRIVERS AND ROADBLOCKS



TAILWINDS

- ✓ Travel Priority Holds
- ✓ Near-term Demand Window
- ✓ A250 + FIFA
- ✓ Stable Domestic Air



WATCH FACTORS

- Short Booking Window
- Price Sensitivity
- Int'l Sentiment Risk
- A250 Awareness



HEADWINDS

- ✗ Weekday Weakness
- ✗ Policy Uncertainty
- ✗ International Softness
- ✗ Urban Perception

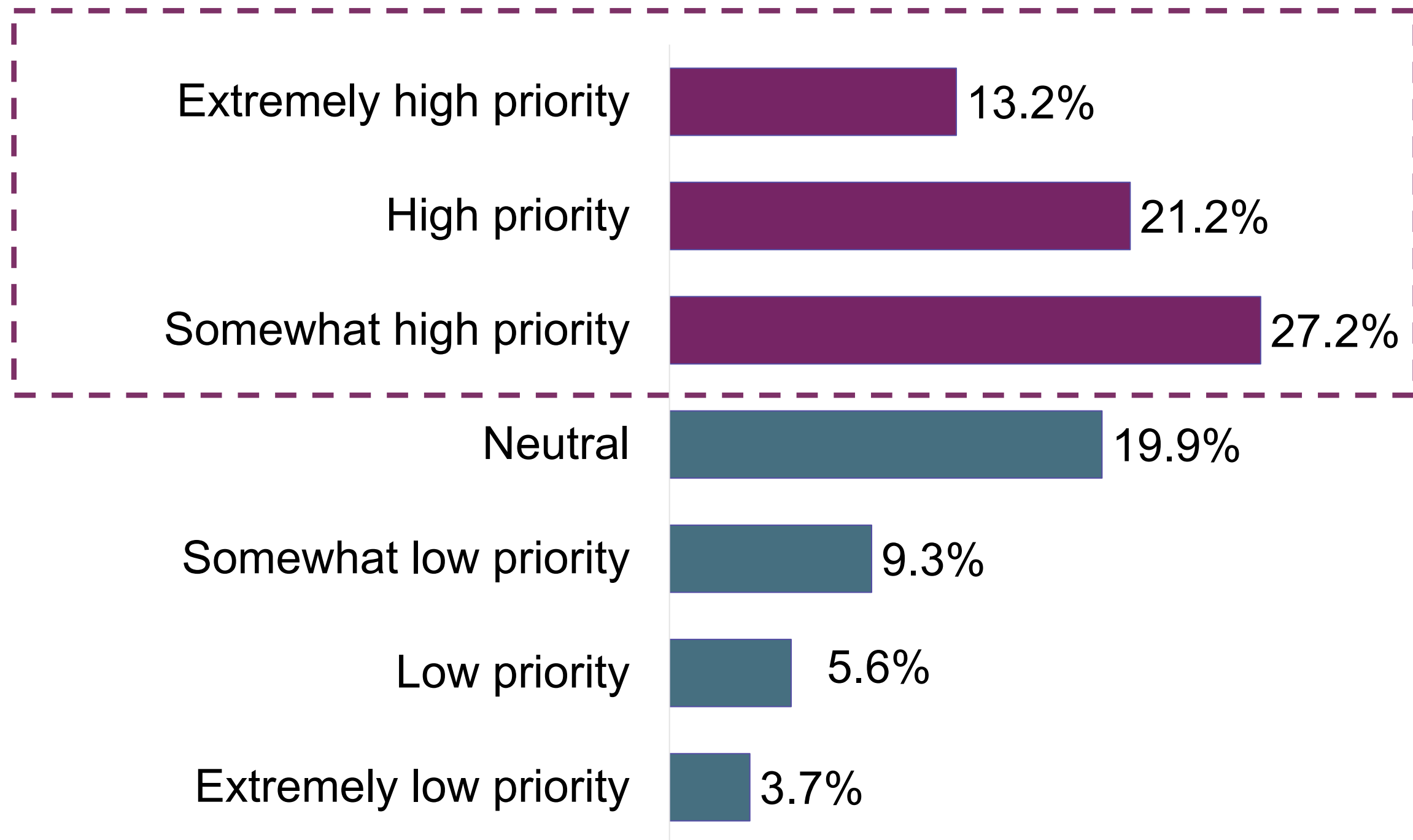
Demand is present, but increasingly dependent on timing, value, and conversion.

DOMESTIC TRAVELER SENTIMENT

Travel demand is holding, but becoming more selective and value-driven

- Travel remains a priority for most travelers (~60%)
- Budgets remain elevated but optimism has softened YoY
- Travelers are actively trading off price vs. experience
- Decision-making is more deliberate, not impulsive

DOMESTIC TRAVELERS: IS LEISURE TRAVEL A PRIORITY



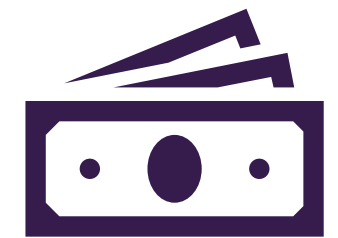
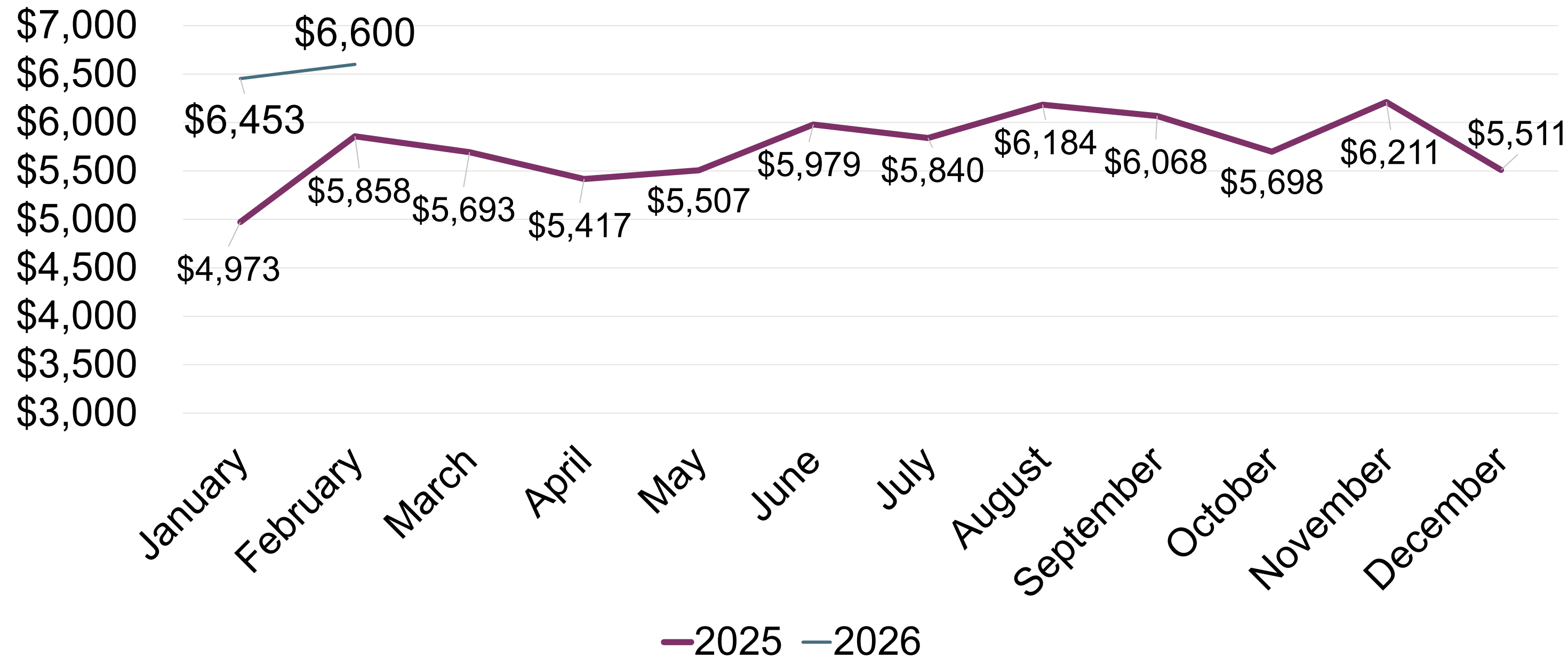
62% of travelers still
prioritize leisure travel

“Thinking carefully about how you expect to spend your income in the next three months, please use the scale below to describe your spending priorities. Leisure travel will be a(n) _____.”

Source: Future Partners, State of the American Traveler, February 17 – March 2, 2026

DOMESTIC TRAVELERS: PROJECTED TRAVEL BUDGETS

Travel budgets remain elevated, but confidence has softened year-over-year.

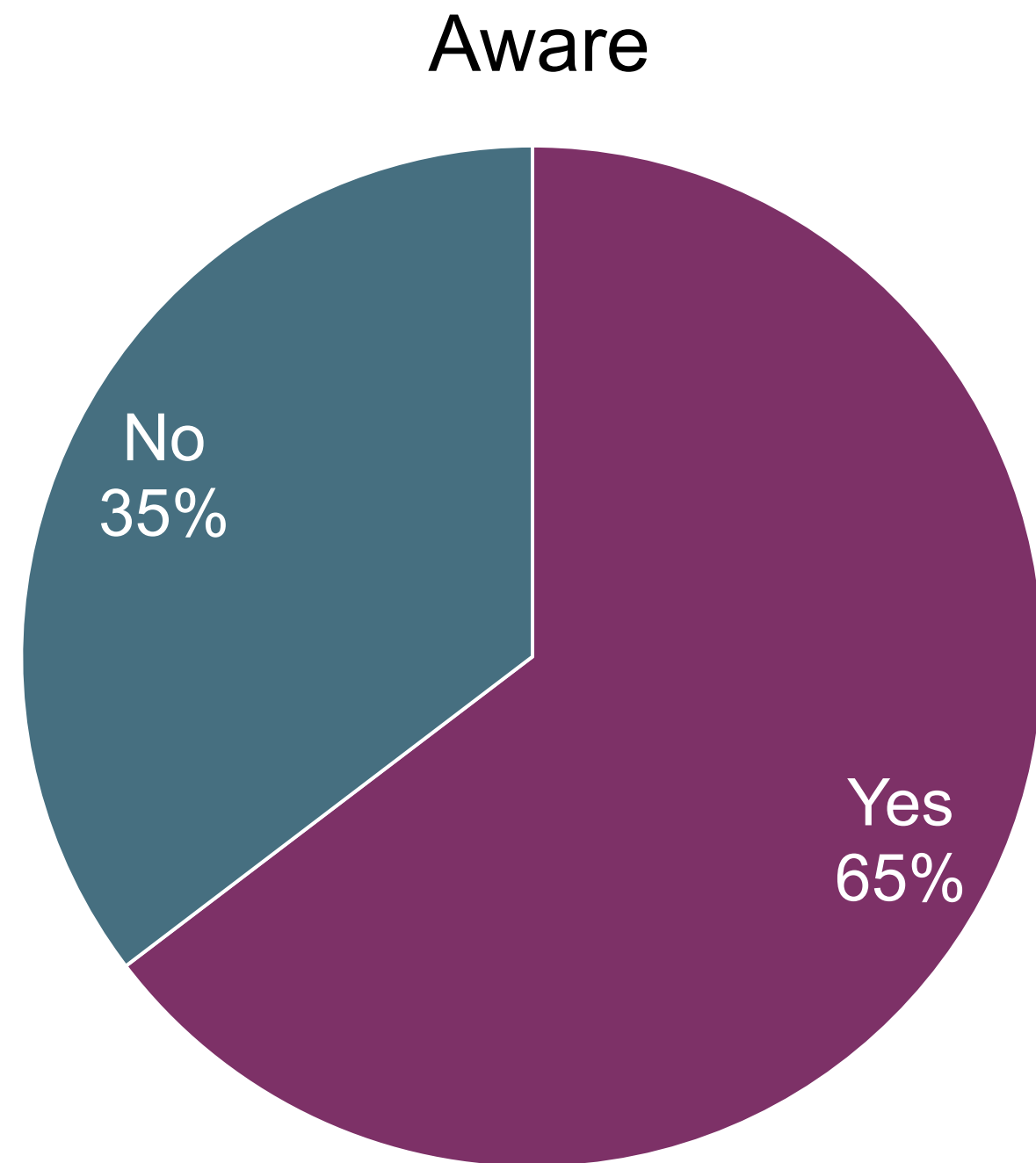


Spending remains strong, but optimism has softened

“How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?”

A250: AWARENESS AND OPPORTUNITY

Awareness is growing, but conversion will depend on making the opportunity tangible.



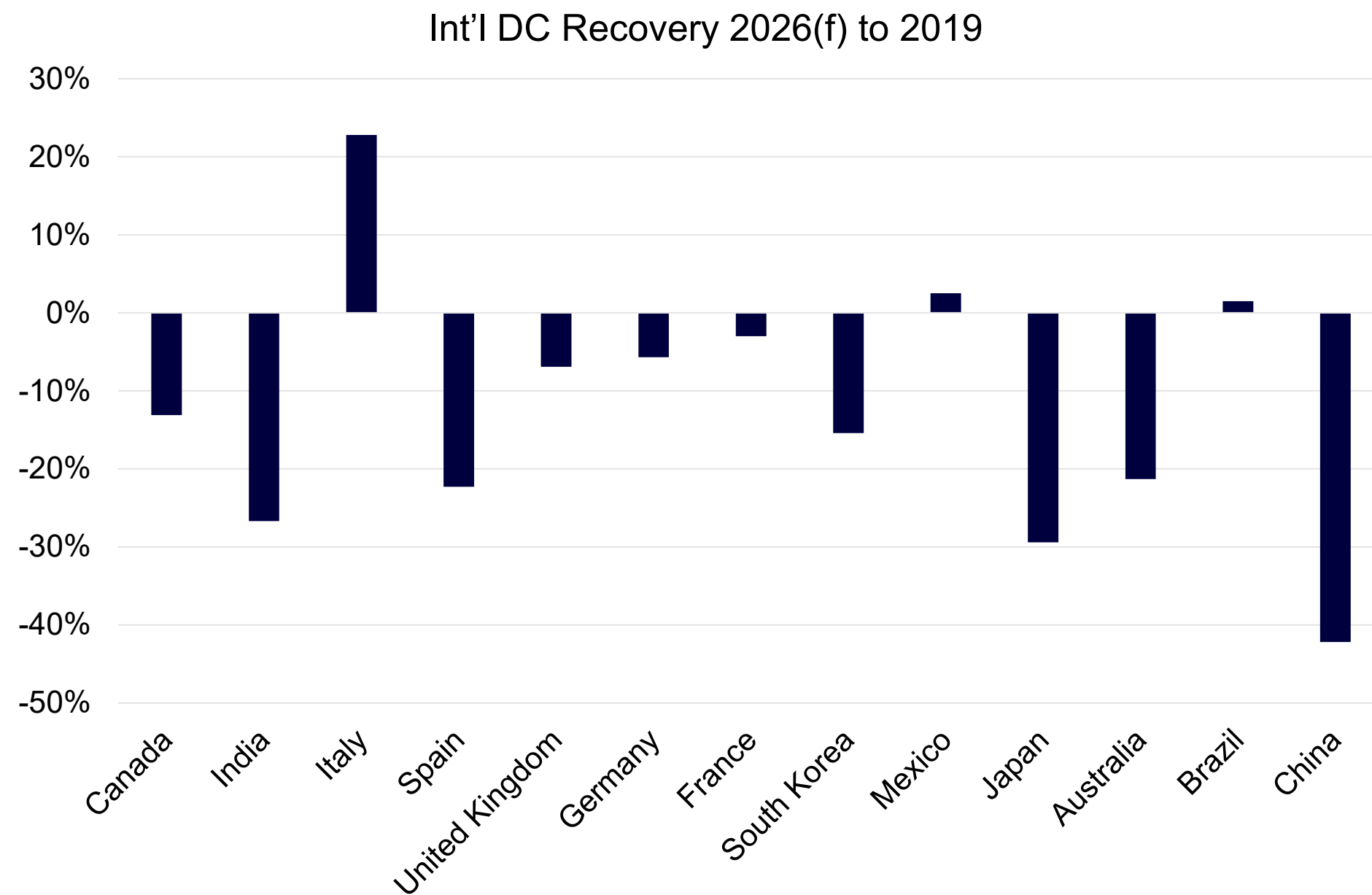
- Awareness is moderate, but not universal
- Interest is strong once the event is understood
- ~53% say A250 increases likelihood to visit
- Largest opportunity is converting awareness into action

Member Action:

- Update listings on the Extranet
- Tag events and deals 'DC250'
- Send all other information to dcmedia@washington.org

INTERNATIONAL OUTLOOK

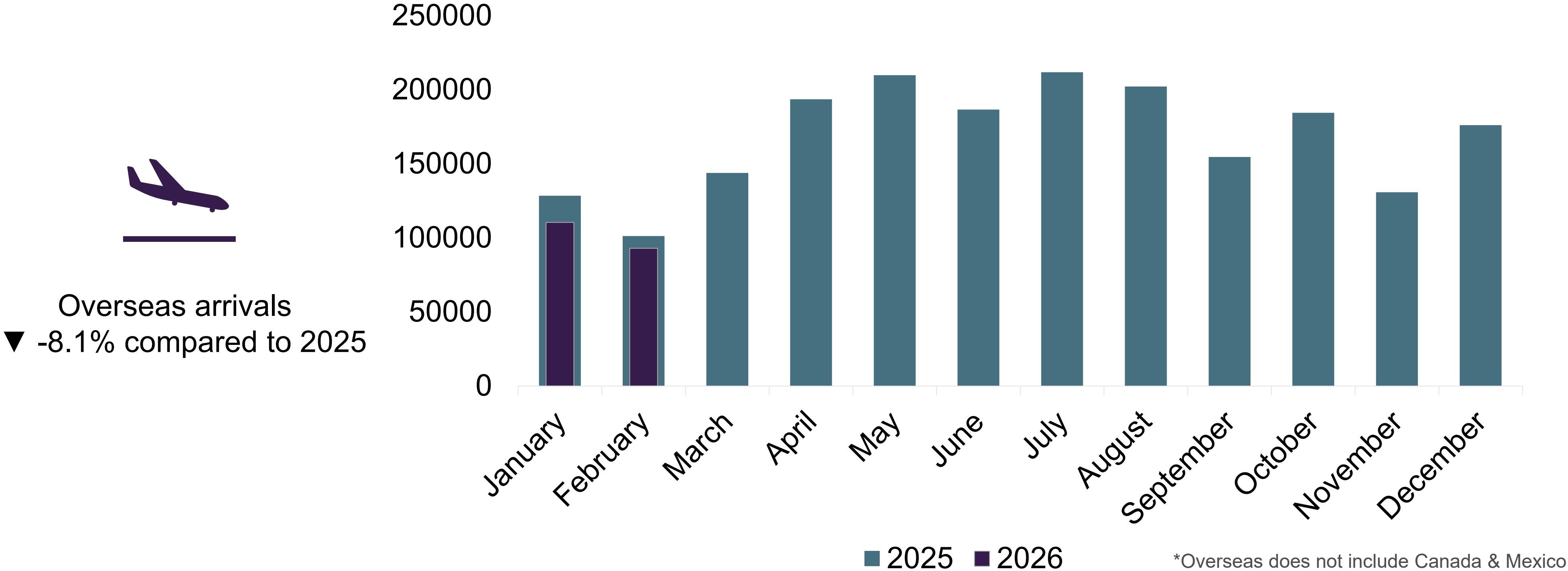
Inbound international demand remains below 2019 levels and is increasingly shaped by policy and perception



- Canada continues to underperform
- Global sentiment toward the U.S. is soft
- Recovery remains uneven and below 2019 across key markets
- DC should expect continued volatility

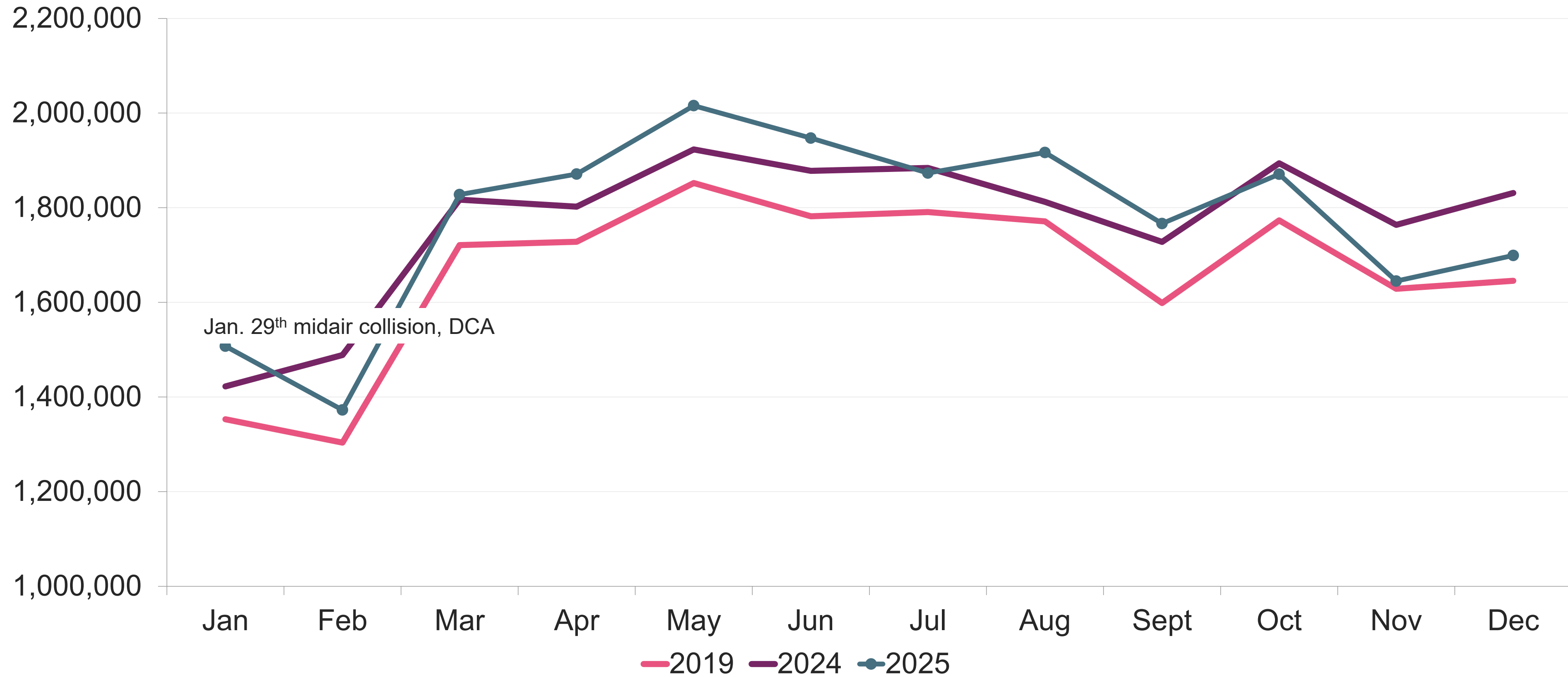
OVERSEAS ARRIVALS: DC PORT OF ENTRY

Declines reflect both demand softness and sentiment-driven hesitation



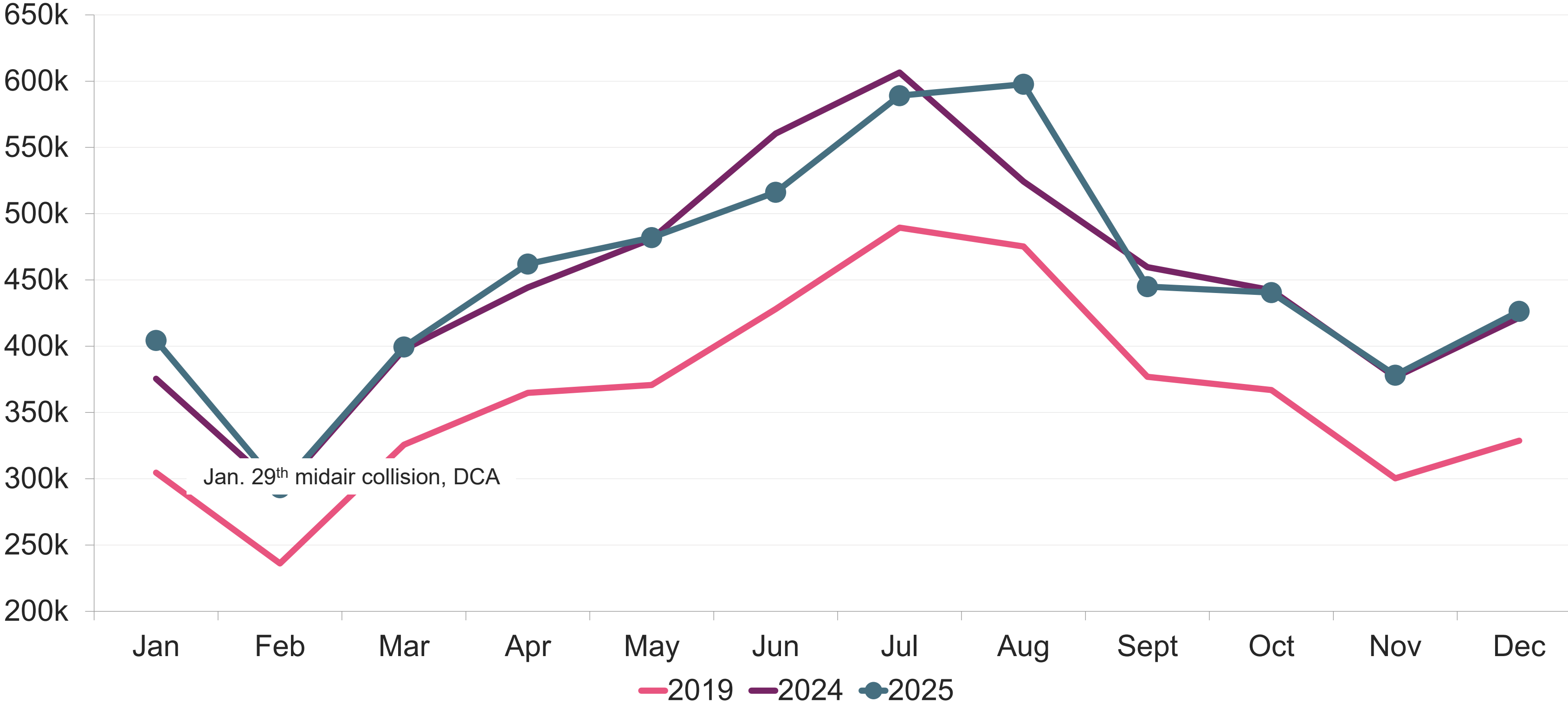
Source: NTTO

WASHINGTON, DC DOMESTIC DCA & IAD AIRPORT ARRIVALS:



Source: Metropolitan Washington Airports Authority | Data available as of 4/8/26: December 2025

WASHINGTON, DC INT'L DCA & IAD AIRPORT ARRIVALS:



Source: Metropolitan Washington Airports Authority | Data available as of 4/8/26: December 2025

MEETINGS OUTLOOK

Planner decisions are increasingly influenced by safety, politics, and international friction.

- Safety is a top sourcing factor
- Controversy is affecting destination choice
- Inbound hesitancy is impacting attendance
- Visa friction remains a barrier

DC Group demand improving, but not offsetting transient declines

PLANNER SENTIMENT IS SHAPING SOURCING DECISIONS

SAFETY

65.6%

expect destination safety importance to increase

POLICY/POLITICS

58%+

cite federal regulations & local politics impact attendance

DEI

60.7%

expect DEI importance to increase

BUDGET

63.9%

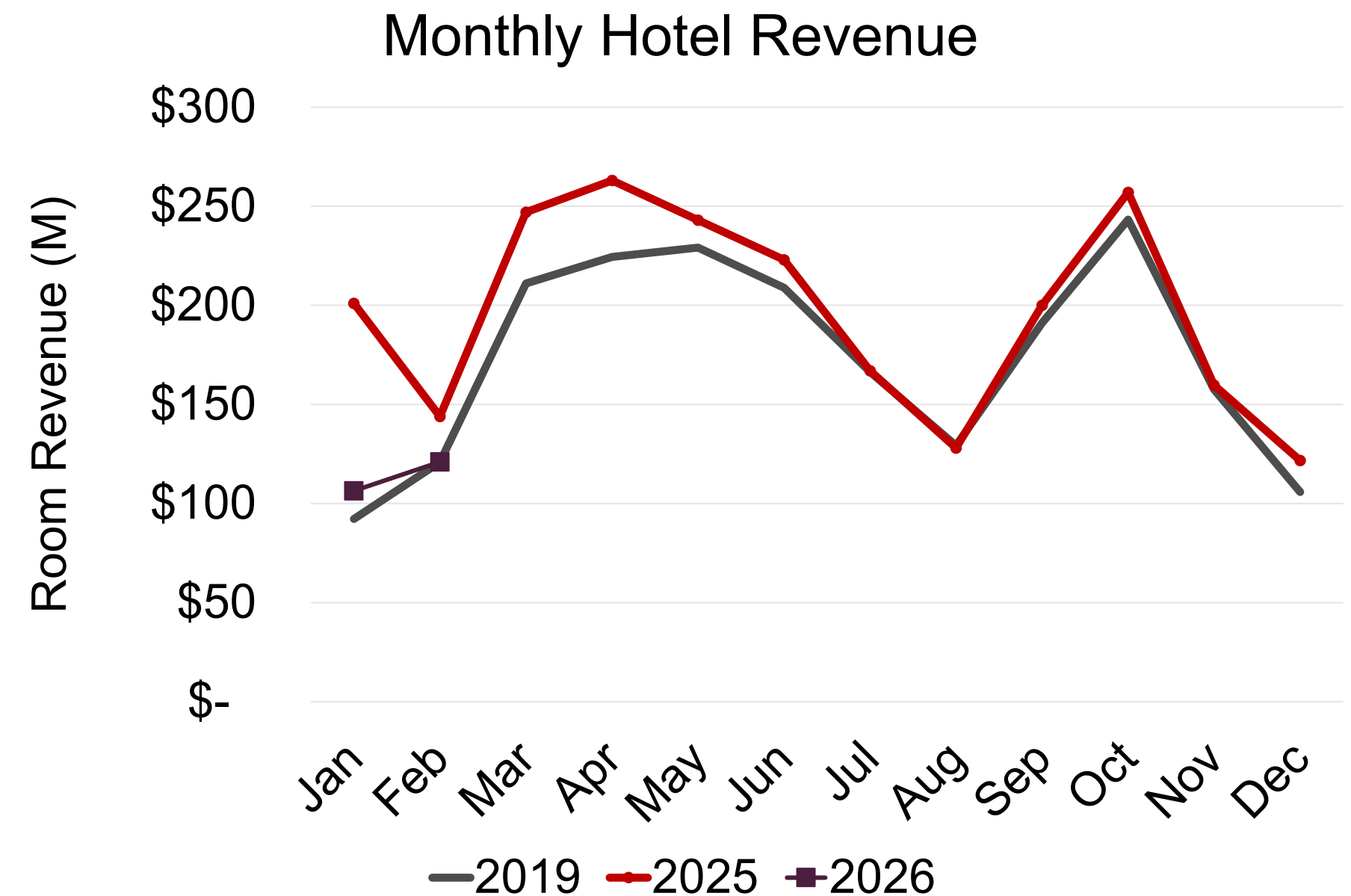
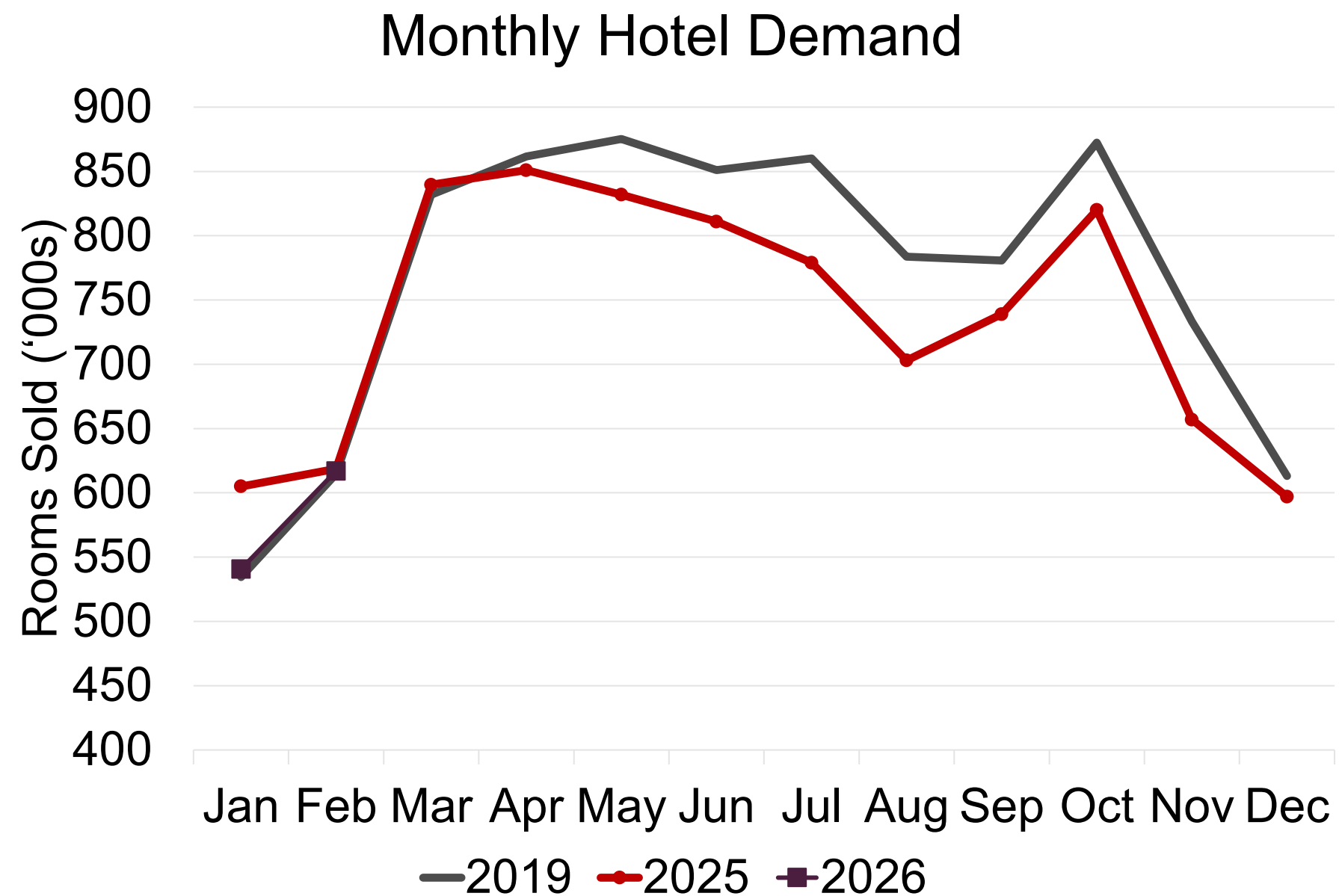
expect budget pressure to increase

Sentiment is influencing sourcing behavior.

61.5% have reconsidered a destination due to a controversial issue in 2025

WASHINGTON, DC CBD HOTELS

DC hotel performance is under pressure, driven by demand weakness, not pricing



Transient demand remains the primary driver of softness

Washington, DC Hotel Pipeline

March 2026 (next update June 2026)

DC CBD HOTEL PIPELINE

- DC's hotel pipeline remains limited, with three hotels and approximately 600 rooms under construction and scheduled to deliver in 2026
- New supply remains constrained, reflecting elevated construction costs, tighter financing, and a broader national slowdown in hotel development
- Limited new inventory supports long-term stability, but does not offset near-term demand weakness

New Construction		
Open Date	Hotels	Rooms
Q1 2026	0	0
Q2 2026	2	510
Q3 2026	0	0
Q4 2026	1	85
2026 Total	3	595
Q1 2027	0	0
Q2 2027	1	144
Q3 2027	1	144
Q4 2027	4	582
2027 Total	6	870
2028 Total	9	1048
2029 Total	1	116
2031 Total	1	220
2034 Total	1	500
Date Not Available	0	0
Total Not Yet Opened	21	3349

Brand Conversions		
Open Date	Hotels	Rooms
Q1 2026	0	0
Q2 2026	0	0
Q3 2026	0	0
Q4 2026	0	0
Total	0	0

KEY TAKEAWAYS

- Demand is present, but harder to convert
- Consumers are spending more carefully
- International travel remains the primary headwind
- DC softness is driven by transient and weekday demand
- Group is helping, but not enough to offset declines
- 2026 events are the clearest path to growth