

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.<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 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.<sup>3</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.
- **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.<sup>4</sup>

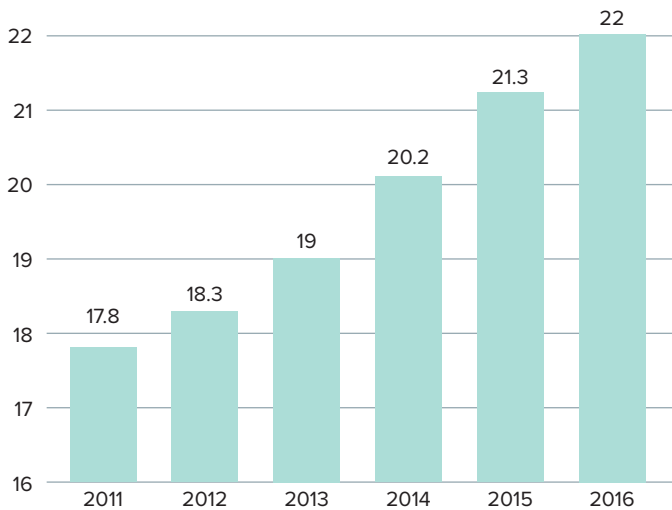
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## Resources For Hospitality Companies

- 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](http://incentives.dc.gov)

Total Visitors to Washington, DC (millions)<sup>5</sup>



<sup>1</sup> Source: DOES

<sup>2</sup> [www.washington.org/DC-information/washington-dc-fact-sheet](http://www.washington.org/DC-information/washington-dc-fact-sheet)

<sup>3</sup> [www.washington-org.s3.amazonaws.com/s3fs-public/2015\\_destination\\_dc\\_visitor\\_statistics.pdf](http://www.washington-org.s3.amazonaws.com/s3fs-public/2015_destination_dc_visitor_statistics.pdf)

<sup>4</sup> [www.cushmanwakefield.us/en/news/2017/06/cushman-wakefield-launches-inaugural-tech-citiesus-report/](http://www.cushmanwakefield.us/en/news/2017/06/cushman-wakefield-launches-inaugural-tech-citiesus-report/)

<sup>5</sup> STR (Q2 2016)

Washington, DC has nearly

# 30,000

hotel rooms and the metro area is home to more than

# 108,000<sup>2</sup>

hotel rooms



For more info: | [www.wdcep.com](http://www.wdcep.com) | [www.dmped.dc.gov](http://www.dmped.dc.gov)  
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