



Hospitality Innovation Resources in DC

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. 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. Technology and innovation are playing an increasingly important role in augmenting DC’s hospitality sector.

The Business Development Unit at the Office of the Deputy Mayor for Planning and Economic Development (DMPED) helps businesses navigate resources to help them grow and thrive in DC. We consistently hear from our stakeholders a need for a central location to view resources available to support businesses and individuals interested in different industry areas. This document strives to list the key organizations and resources in DC’s hospitality innovation ecosystem. We included all organizations and resources we are aware of. Inclusion in this document does not convey endorsement. This document will be updated periodically. The date on the bottom of this page denotes the date of the last update. Please email katie.baskett@dc.gov with any organizations or resources we may have missed.

TABLE OF CONTENTS

WHAT IS HOSPITALITY INNOVATION?..... 1

UNIVERSITIES WITH HOSPITALITY PROGRAMS 2

ADULT TRAINING PROGRAMS 3

HOSPITALITY INNOVATION HUBS..... 3

FOOD INCUBATORS 4

EXAMPLES OF HOSPITALITY INNOVATION IN DC 4

WHAT IS HOSPITALITY INNOVATION?

Innovation, including technology, services and entrepreneurship, that augment or disrupt industries within the hospitality and tourism sectors.

- Technology or applications that aid event/convention planning and management (ex. Social Tables, Cvent)
- Food business model innovation (ex. rise of fast casual chains (Cava, Sweetgreen), innovative food delivery mechanisms (Starship/Postmates partnership), food incubators (Union Kitchen, Tasteplace, etc.)
- Innovations in hotel and tourism (ex. WhyHotel, Eaton)

Last Updated: Tuesday, December 18, 2018



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- Applications that support or enable new modes of acquiring hospitality-related services or products, including lodging, touring, and payment services (ex. Pack up and Go)
- Artificial intelligence that enhances the hospitality experience (ex. Hello Alfred installation at H Street apartments)

UNIVERSITIES WITH HOSPITALITY PROGRAMS

Georgetown University

[Master of Professional Studies in Global Hospitality Leadership](#) prepares students to excel within and address the challenges facing the modern-day hospitality industry.

George Washington University

[Graduate Certificate in Hospitality Management](#) is based on a multidisciplinary approach and provides specialized knowledge in hotel development and management.

[Bachelors of Business Administration](#) with a concentration in sport, event, and hospitality management.

[Master of Tourism Administration](#) combines the study and practice of successfully achieving organizational goals within businesses such as hotels, restaurants, attractions, tour companies, airlines and other travel-related service providers.

Howard University

[Bachelor of Business Administration in Hospitality Management](#) offers a curriculum that is designed to provide both theoretical and practical experience to address the changing needs of the hospitality industry.

Trinity University

[Bachelors in Business Administration](#) with a concentration in Hospitality Management provides students with the necessary skills and knowledge to manage individual and chain hotels, including everything from the entertainment to the transportation facets of the business.

University of District of Columbia

[Associate of Applied Sciences](#) in Hospitality Management and Tourism provides students with the knowledge and skills needed to serve in entry-level positions in the hospitality industry.

[UDC](#) also offers [workforce development courses](#) in Guest Service- Hospitality, Front Desk Representative, Guestroom Attendant, Hotel Property Maintenance, and Restaurant Server. These courses confer certifications from the American Hotel and Lodging Educational Institute (AHLEI). These courses are offered at no cost to District residents.

Potomac University

Last Updated: Tuesday, December 18, 2018



Hospitality Innovation Resources in DC

[Bachelor of Science in Hospitality and Tourism Management](#) prepares students for managerial positions in the dynamic and increasingly global hospitality and tourism industry, as well as for the development of human resources in this field.

ADULT TRAINING PROGRAMS

[Goodwill of Greater Washington](#) offers a free Hospitality job training program that prepares students for work in entry-level hospitality jobs. The program offers classes taught by hospitality professionals, industry recognized credentials, career coaching, and 1-on-1 job placement assistance.

[Career Technical Institute](#) offers an [Associates degree](#) in Associate of Applied Science in Hospitality and an [undergraduate certificate](#) in hospitality.

[Amala Lives Institute](#) offers training programs in the hospitality and culinary arts.

[United Planning Organization \(UPO\)](#) offers a [Hospitality and Tourism Industry Service worker training program](#) which helps students prepare to take and pass the American Hotel & Lodging Educational Institute's national certificate exam. They also offer a Culinary Arts Professional training program which teaches students how to prepare, present, serve, and manage food and get the skills to pass the certified food protection manager exam.

The Line Hotel offers a [free 8-week summer training program](#) for Ward 1 DC residents. The Line Sessions offers a broad intro to all facets of working in a hotel. Each 3-hour session complements traditional programs with skill-sharing around pillars of the creative economy, from food & beverage to sales, marketing, and social media. Successful completion of the full LINE Sessions syllabus guarantees an interview with the LINE DC.

[Carlos Rosario International Public Charter School](#) offers a 10-month program that provides a foundation for students interested in a career in the culinary arts.

[DC Central Kitchen](#) offers a 14-week, intensive training program that provides culinary arts education, career readiness training, and real-world internships. All admitted students receive full scholarships to attend the program.

HOSPITALITY INNOVATION HUBS

[Travel Experience Incubator](#)- is a partnership between Marriott International, Accenture Interactive, and 1776 to help create solutions that increase connectedness and enhance the guest experience at each stage of the travel journey. [Learn more here.](#)

[Hilton Innovation Gallery](#)- is a first-of-its-kind incubator and experiential showcase for cutting-edge product developments that will shape the future of Hilton hospitality. The gallery is located besides its HQ in Tysons Corner.

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FOOD INCUBATORS

DC has 6 different culinary incubators focused on providing food entrepreneurs with the space and services they need to operate and grow their companies.

[Eatsplace](#), [Mess Hall](#), [TasteLab](#), [Tastemakers](#), [Union Kitchen](#) (2)

EXAMPLES OF HOSPITALITY INNOVATION IN DC

8.30.18: MRP delivers apartment building on H Street with one of DC's first Hello Alfred Service providers. [Read more here.](#)

8.22.18: New DC hotel geared toward activists and artists will have a selective coworking space. [Read more here.](#)

7.18.18: WhyHotel, an alternative lodging service that operates pop-up hotels in newly built, luxury apartment buildings, today announced online bookings for its next pop-up hotel In NOMA. [Read more here.](#)