

2017

DOMESTIC VISITORS

↑ 4.2%

20.8M

2M

OVERSEAS VISITORS

↑ 2.5%



TOURISM DATA SOURCES

- Tourism Marketing Insights - International
- National Travel and Tourism office - International
- Department of Commerce - International
- VisaVue - International
- DK Shifflet - Domestic



NEW AIR SERVICE EFFORTS

- FAM Tours
- Sales Missions
- Trade Shows
- Marketing support
- Airline launches

TOUR OPERATOR PROMOTIONS



NEW STOPOVER PROGRAM



GOAL: Snapshot of the city & increase repeat visitation

HIGHLIGHTS:

- Pilot program with the UK
- Airline/Tour operator partnership
- Need period travel
- Program expansion: UK/Germany/China



WeChat

MINIPROGRAM: CITY EXPERIENCE

Interactive guide in Mandarin that helps Chinese tourists navigate the city and its attractions, both when planning their trips and upon arrival.





washington.org/welcomechina

