PARTNERSHIPS
DISCOVER THE WAYS YOU CAN PARTNER WITH DESTINATION DC

visit WASHINGTON.ORG/PARTNERSHIPS
Destination DC is the official destination marketing organization for Washington, DC. Combining marketing, communications, sales and research expertise, we ensure DC is a premier global destination for business and leisure travelers, meetings and conventions.

WHAT’S THE DIFFERENCE BETWEEN A MEMBER AND A PARTNER?

**Members** rely on the connections, visibility, data, resources and opportunities offered by Destination DC to grow their businesses.

As a **Partner** you can secure prominent placement in our tailored campaigns, engaging directly with your target audience through marketing, social media and events. You will also gain exclusive access to clients, research and industry expertise.

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**LEISURE AUDIENCES**

- **129K** subscribers
  - ‘DC Insider’ and ‘DC on the Go-Go’ e-newsletters

- **277K** followers
  - @visitwashingtondc

- **389K** followers
  - facebook.com/washingtondc

- **174K** followers
  - @washingtondc

**INDUSTRY AUDIENCES**

- **10,700** subscribers
  - ‘Member News’ and ‘Meetings News’ e-newsletters

- **5,800** followers
  - @destinationdc

- **8,400** followers
  - facebook.com/destinationdc

- **4,300** followers
  - @destinationdc

- **8,400** followers
  - linkedin.com/company/destination-dc

*Data as of January 2023*
**DIGITAL MARKETING**
Reach our vast online consumer audience through our social media channels and our website [washington.org](http://washington.org), which draws 18.1M pageviews annually.

**EVENT ENGAGEMENT**
Destination DC hosts an average of 24 annual member events. Major events include the Marketing Outlook Meeting, Global Marketplace and a July 4th VIP Client Celebration.

**AMERICAN EXPERIENCE FOUNDATION**
The American Experience Foundation supports seven DC public high schools that offer hospitality and tourism, culinary arts and mass media programs. Get involved with DDC’s affiliated 501 (c)(3) charity and position your organization as a leader, investing in the next generation of hospitality professionals.

**PRINT ADVERTISING**
Reach millions of highly qualified DC visitors through Destination DC’s official print advertising programs.
It’s a priority of Monumental Sports to reach ticket-buying consumers. Having our teams, the Washington Wizards, Capitals, Mystics and Go-Go, prominently featured across washington.org does just that. Destination DC’s resources, including the convention calendar and market insights help us shape our group and long-term sales strategy. The event and venues marketing helps us sell spaces on non-game days, too.

DDC provides us connections to the city and its fans that complement our own work. As a result, we have even greater reach and impact.”

Erin Mitchell Martin
Vice-President of Venues Marketing
MONUMENTAL SPORTS AND ENTERTAINMENT