

Beyond the Mall: Visitors to the Golden Triangle

1.9M visitors stayed in the Golden Triangle or visited cultural destinations here in **2017**.



414,000 of those visitors went to the Smithsonian's **Renwick Gallery** at 17th and Pennsylvania.

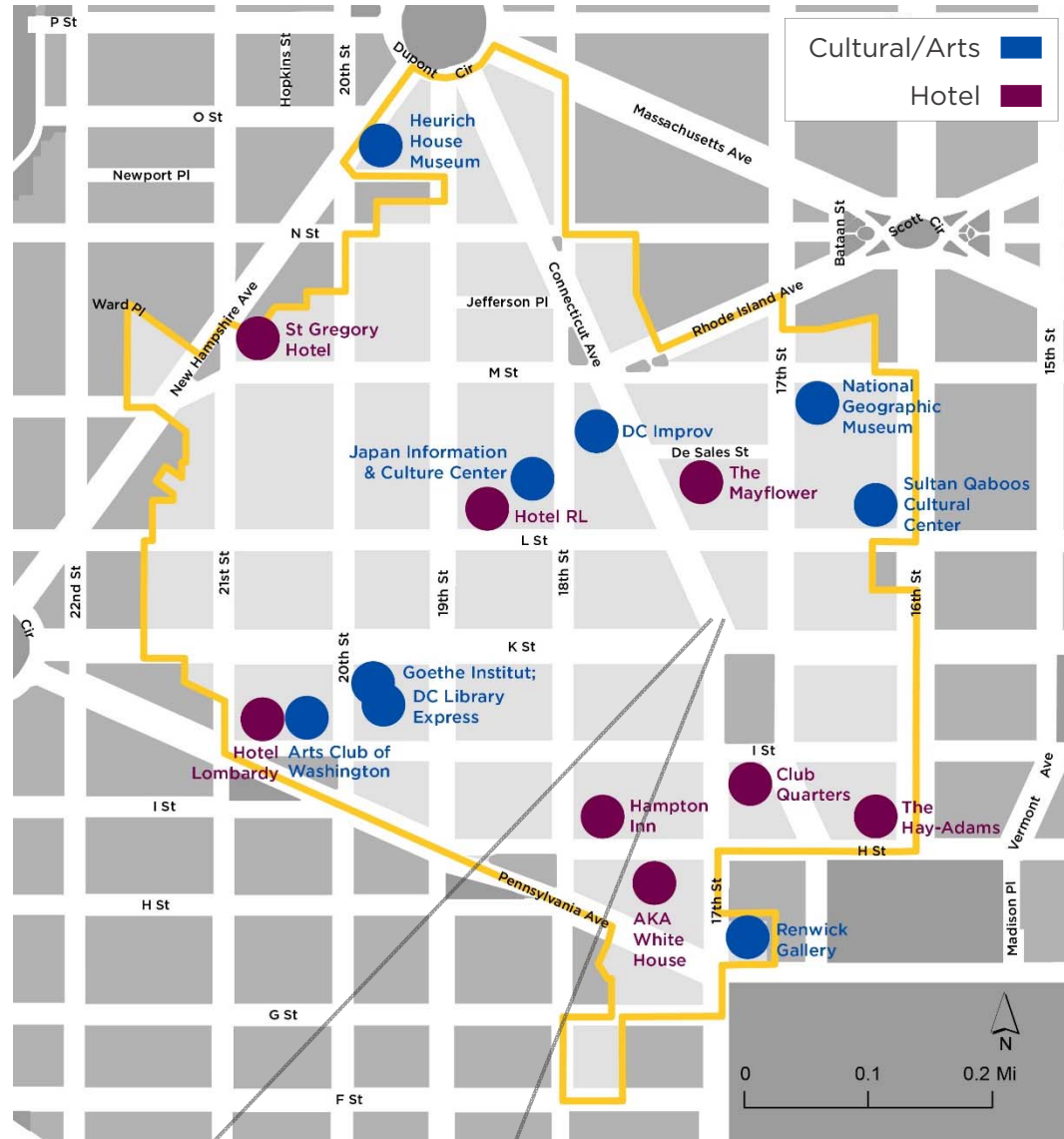


Estimated 2017 visitor spending in the Golden Triangle was about **\$383 million**.

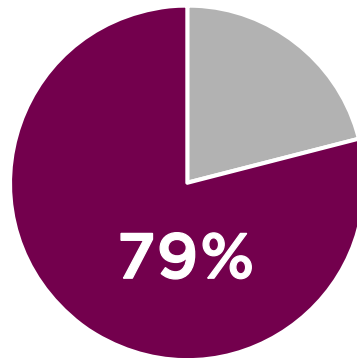


There are currently **8 hotels** in the Golden Triangle, with **over 1,600 rooms** total.

Sources: Destination DC, STR, Golden Triangle BID, Smithsonian Institution. Photo credit: Jeff Song



Partnering with the Renwick Gallery, the Golden Triangle BID has brought Burning Man to D.C.! Six sculptures from this famous festival, including *Golden Spike* above, have been [installed in outdoor spaces](#) across the BID.



In 2017, the average hotel occupancy rate was 79% in DC, according to Destination DC. At an average rate of \$380 per night, Golden Triangle hotel customers spent nearly \$176.2M on lodging last year.