

Prime locations for a new restaurant chain in Washington D.C.

Introduction

Washington, D.C., the capital of the United States of America (USA), is one of the busiest political hubs in the northern hemisphere. The federal government, including many agencies and research facilities, have been centered here. Foreign countries built their embassies in its neighborhoods. Prominent organizations, such as the World Bank and International Monetary Fund (IMF), established their headquarters in its heart. Recently, the online retail giant Amazon announced that it would open a new headquarter in nearby Crystal City, which will further expand the business footprint of the DC metropolitan area. Besides politics and business, Washington D.C. represents one of the best vacation destinations in USA and has been ranked as the No. 8 most frequent destination for international visitors (1). In total, from 2006 to 2016, the number of visitors of Washington D.C. has been steadily climbing from 15.1 million to 22.0 million (1). Such huge flow of visitors, in addition to local crowds, potentially provides a phenomenal customer base to build a new food business. Furthermore, people in DC metropolitan area tend to eat out more frequently than those in other areas due to the high household income and fast work pace. Thus, there is a great opportunity to open a new restaurant chain in this area to satisfy diverse appetites of both local and visiting customers. This project explored the neighborhoods of DC area to find best candidates for the restaurant's location.

Reference

1. <https://washington.org/press/dc-information/washington-dc-visitor-research>