

Greater Philadelphia Tourism Stats, 2007

Unless otherwise noted, statistics below apply to the Greater Philadelphia Five-County region, consisting of Bucks, Chester, Montgomery, Delaware and Philadelphia Counties, Pennsylvania.

Total Visitation to Greater Philadelphia:

Source: Tourism Economics, Longwoods International

Total Visitors: 30.11 million

Domestic Visitors: 29.24 million

International Visitors: 873,000

Domestic Visitor Segments:

Day Leisure: 12.77 million

Overnight Leisure 10.58 million

Day Business: 3.93 million

Overnight Business: 1.97 million

Historic Domestic Visitation:

1997- 21.47 million

1998- 21.87 million

1999- 22.09 million

2000- 22.85 million

2001- 22.26 million

2002- 23.74 million

2003- 26.04 million

2004- 27.42 million

2005- 28.70 million

2006- 28.80 million

2007- 29.24 million

% Change: + 36%

Historic Domestic Overnight Leisure Visitation

1997- 6.5 million

1998- 7.4 million

1999- 7.3 million

2000- 7.3 million

2001- 7.3 million

2002- 8.4 million

2003- 9.0 million

2004- 10.0 million

2005- 10.6 million

2006- 10.4 million

2007- 10.6 million

% Change: + 63%

Economic Impact of Tourism

Source: Tourism Economics

- \$9.3 billion in spending impact 2007, or \$25.5 million per day
- 88,225 jobs generated in 2007, 5% of all regional jobs
- \$1.3 billion in federal, state and local taxes generated

Demographic for Greater Philadelphia Overnight Leisure Visitors, 2007

Source: Longwoods International

Average Age- 42.6 years
Annual Household Income: \$77,946
College Degree of higher- 62%
Length of Trip- 3.7 nights
Length of Stay in Philadelphia- 2.9 nights
Traveling with children- 27%

Point of Origin for Domestic Overnight Visitors, 2007:

Source: Longwoods International

Census Region:

1. Middle Atlantic, 47.2%
2. South Atlantic, 24.8%
3. New England, 7.3%
4. East North Central, 6.6%
5. West Coast, 3.9%
6. West South Central, 3.7%
7. Mountain, 3.2%
8. West North Central, 1.8%
9. East South Central, 1.6%

Top DMAs:

1. New York, 18.4%
2. Philadelphia, 14.1%
3. Washington D.C. 7.0%
4. Wilkes Barre-Scranton, 4.6%
5. Boston, 3.9%
6. Pittsburgh, 3.8%
7. Harrisburg-Lancaster-Lebanon-York, 3.6%
8. Baltimore, 3.3%
9. Atlanta, 2.8%
10. Cleveland, 1.6%

Greater Philadelphia Hotel Industry Facts and Figures

Source: Smith Travel Research, PKF Consulting

Regional Facts (2007):

Daily Supply- 31,662 rooms
Total Supply- 11,481,624 rooms
Total Demand- 8,018,585 rooms
Occupancy- 69.8%
Average Daily Rate (ADR)- \$129.61
Total Revenue- \$1,039,296,946

Center City Facts (2007):

Daily Supply- 10,194 rooms
Total Supply- 3,613,762 rooms
Total Demand- 2,678,603 rooms
Occupancy- 74.1%
Average Daily Rate (ADR)- \$167.56
Total Revenue- \$458,569,883

Center City Hotel Market Mix (2007):

Transient Business: 937,000 (35%)
Convention and Group: 796,000 (30%)
Individual Leisure: 678,000 (25%)
Group Leisure: 268,000 (10%)
Total Occupied Rooms: 2,679,000

Historical Occupancy and Average Daily Rate in Center City Philadelphia

	Occupancy	Average Daily Rate
1990	64.0%	\$92.00
1991	59.0%	\$90.00
1992	64.0%	\$90.00
1993	65.0%	\$91.00
1994	67.1%	\$96.00
1995	68.5%	\$104.00
1996	73.0%	\$117.00
1997	73.4%	\$123.96
1998	71.5%	\$134.85
1999	68.2%	\$136.63
2000	63.6%	\$141.42
2001	60.2%	\$134.06
2002	66.0%	\$138.58
2003	66.4%	\$130.14
2004	70.8%	\$133.44
2005	72.5%	\$145.42
2006	73.6%	\$156.08
2007	74.1%	\$168.50
2008 (YTD)*	71.6%	\$169.60

* Through August 2008

Source: Smith Travel Research, PKF Consulting