



Philadelphia Flower Show | C. Smyth for VISIT PHILADELPHIA®

# CONVENTIONS, TOURISM & HOTELS

Major public and private investments in hospitality made during the last three decades, including the Pennsylvania Convention Center, new hotels, visitor and cultural destinations throughout the downtown, have positioned Philadelphia as a highly competitive meeting and tourist destination. Promoted by sustained advertising and marketing campaigns, the growth in convention, leisure, group and business travel has enabled Philadelphia to add 17,400 hospitality jobs since 2009, an increase of 31%.

The Pennsylvania Convention Center, marketed by the Philadelphia Convention and Visitors Bureau, hosted 22 conventions and trade shows in 2018 and 22 gate shows of 2,000 or more, elevating attendance to 1.2 million. Twenty-two conventions and trade shows of 4,000 or more are slated for 2019, with anticipated attendance of 1.1 million.

Leisure travel, driven by Visit Philadelphia's marketing in North America and the Philadelphia Convention and Visitors Bureau's focus on overseas group travel, accounted for 1.2 million room nights in 2018, up 71% from 2009 levels. Leisure travel now accounts for 34% of the downtown's occupied hotel room nights, surpassing the commercial share at 29% and on par with the demand generated by group and convention business (33%).

In 2017, 1.2 million international visitors came to the Philadelphia region, generating an economic impact of \$1.4 billion. More than a half-million Canadians visit the region annually, while the number-one feeder market for overseas travelers remains the United Kingdom, followed by China. Philadelphia experienced an 18% increase in travelers from South Korea and a 3% increase from both Australia and the Netherlands in 2017. The primary reasons for overseas travel to Philadelphia are leisure, at 72%, with business travel at just 12%.

Leisure, group and business travel combined pushed Center City's 2018 hotel occupancy rate to a modern-day record high of 79.6% with 3.5 million occupied hotel room nights, even with an 18% increase in supply. The average daily room rate (ADR) for Center City increased 3% to \$191, on par with 2016 levels when the city hosted the Democratic National Convention. Saturday night remains the busiest night of the week at Center City hotels, with the occupancy rate achieving a record 91%. Tuesday nights enjoyed the highest ADR at \$203, driven by the higher rates paid by convention and trade show guests.

However, even as Center City’s ADR has surpassed pre-recession highs, when adjusting for inflation, rates have declined. This is largely due to modest demand from business travelers, the highest rate payers, reflecting the limited number of major corporate headquarters in the city and limited office sector job growth.

Philadelphia International Airport handled 31.7 million passengers in 2018, a 7.1% increase from the year before and the highest since 2008. The increase in passengers is attributed to the new flights added by Philadelphia carriers: Frontier Airlines, Spirit Airlines, Southwest Airlines, and Delta collectively launched 27 new nonstop routes. In addition, American Airlines added nonstop services to Zurich and Budapest, while Aer Lingus is offering year-round nonstop service to Dublin, Ireland.

Increased demand in Center City is prompting nine hotel projects that will expand downtown supply to more than 14,000 rooms by 2021. At the start of 2019, the Four Seasons Philadelphia, Pod Philly, Element by Westin, W Hotel, Mainstay Suites/Ascend Hotel Collection, Comfort Inn Arch Street and Hyatt Centric Philadelphia were all under construction, with SLS Lux and 1801 Vine Hotel in the planning phases. These will join the

recently opened Cambria Hotel & Suites, Fairfield Inn & Suites by Marriott, Lyric Suites Hamilton and Urban Perch.

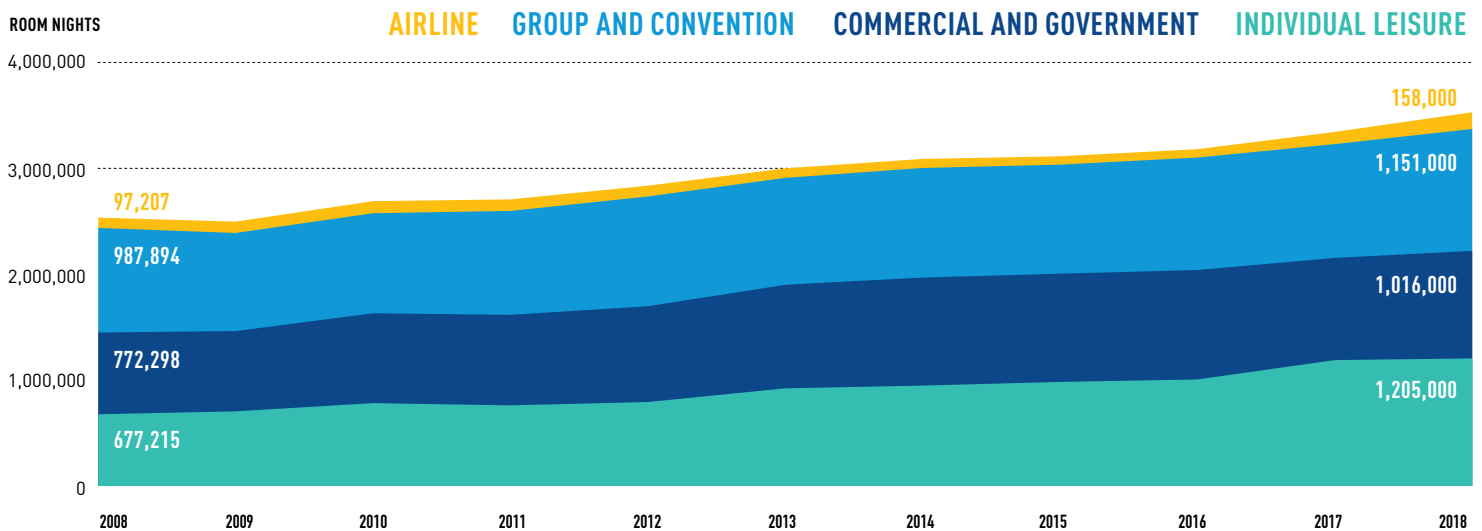
Older hotels are responding with rebranding and renovations. After the completion of a \$23 million renovation, Marriott will be repositioning The Courtyard as The Notary, a boutique hotel in its Autograph Collection. The Sheraton Society Hill is slated to undergo a renovation and rebranding after its acquisition by The Buccini/Pollin Group. The Independence Visitor Center is investing \$15 million to enlarge its gift shop and terrace overlooking Independence Mall, with the first phase completed in 2018.

From an economic development perspective, the hospitality industry plays two essential roles: it animates the city with outside visitors who make significant expenditures locally and it creates a substantial number of entry level, as well as new professional opportunities for Philadelphia residents.



# 3.5 MILLION TOTAL OCCUPIED ROOM NIGHTS IN 2018

## OCCUPIED CENTER CITY HOTEL ROOMS BY PURPOSE OF TRIP



Source: STR, Inc. and TravelClick - provided by Philadelphia Conventions & Visitors Bureau

**LARGEST CONVENTIONS, TRADE AND GATE SHOWS;  
OTHER MAJOR PUBLIC EVENTS, 2018**

CONVENTION & TRADE SHOWS	ATTENDANCE
Army Navy	69,600
2018 Under Armour Northeast Qualifier	35,000
AACR 2018 Philadelphia Marathon	30,000
2018 Rock & Roll Half Marathon	21,000
American Economic Association	14,000
United Soccer Coaches Convention	13,404
IEEE	10,000
Leading Age	10,000
Rockwell Automation	10,000
NAFSA Association of International Educators	9,500
Public Library Association	8,000
UBM, LLC	7,000
National Electrical Contractors Association	7,000
National Association of Student Personnel Administrators	6,000
Association for Iron & Steel Technology	6,000
American Industrial Hygiene Association	6,000
American Sociological Association	6,000
Society of Nuclear Medicine and Molecular Imaging	5,500
American Society of Landscape Architects	5,000
Reed Exhibitions Americas	5,000
National Title I Association	4,000
American College of Gastroenterology	4,000
Gate Show Attendance	780,400

Source: Philadelphia Convention & Visitors Bureau, Pennsylvania Convention Center

**LARGEST CONVENTIONS AND TRADE SHOWS;  
OTHER MAJOR PUBLIC EVENTS, 2019 (ANTICIPATED)**

CONVENTION & TRADE SHOWS	ATTENDANCE
National Collegiate Athletic Association	70,000
Army Navy	69,600
2019 Under Armour Northeast Qualifier	35,000
AACR 2019 Philadelphia Marathon	30,000
American Heart Association	25,000
LIGHTFAIR International	23,000
2019 Rock & Roll Half Marathon	21,000
International Society for Technology in Education	17,000
Biotechnology Innovation Organization	15,500
Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy	15,000
American Academy of Neurology	14,000
American Public Health Association	14,000
Academy of Nutrition and Dietetics	12,400
American College of Physicians	10,000
American Academy of Family Physicians	10,000
US Lacrosse Conference	8,000
National School Boards Association	7,000
American Society for Reproductive Medicine	6,500
Association for Professionals in Infection Control and Epidemiology, Inc.	4,500
Kappa Alpha Psi Fraternity, Inc.	3,000
Project Management Institute	3,000
Bayada Home Health Care	2,569

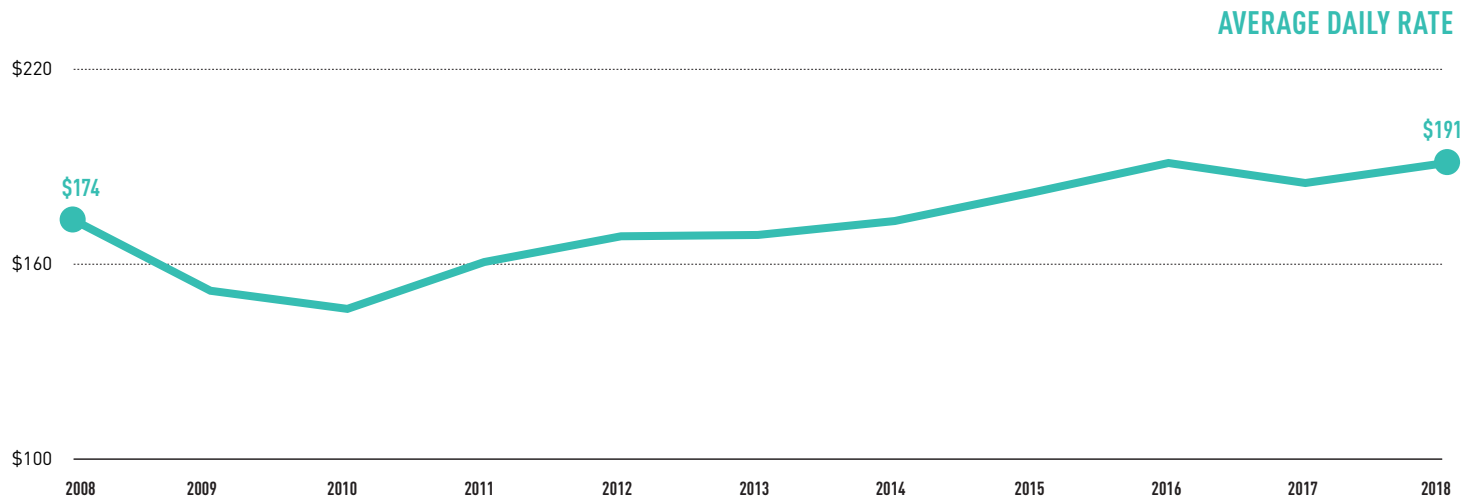
Source: Philadelphia Convention & Visitors Bureau

**2018 TOTAL CONVENTION  
CENTER ATTENDANCE:  
1,168,000**

Source: Pennsylvania Convention Center

**2019 ANTICIPATED CONVENTION  
CENTER ATTENDANCE:  
1,142,000**

## AVERAGE DAILY ROOM RATE FOR CENTER CITY HOTELS

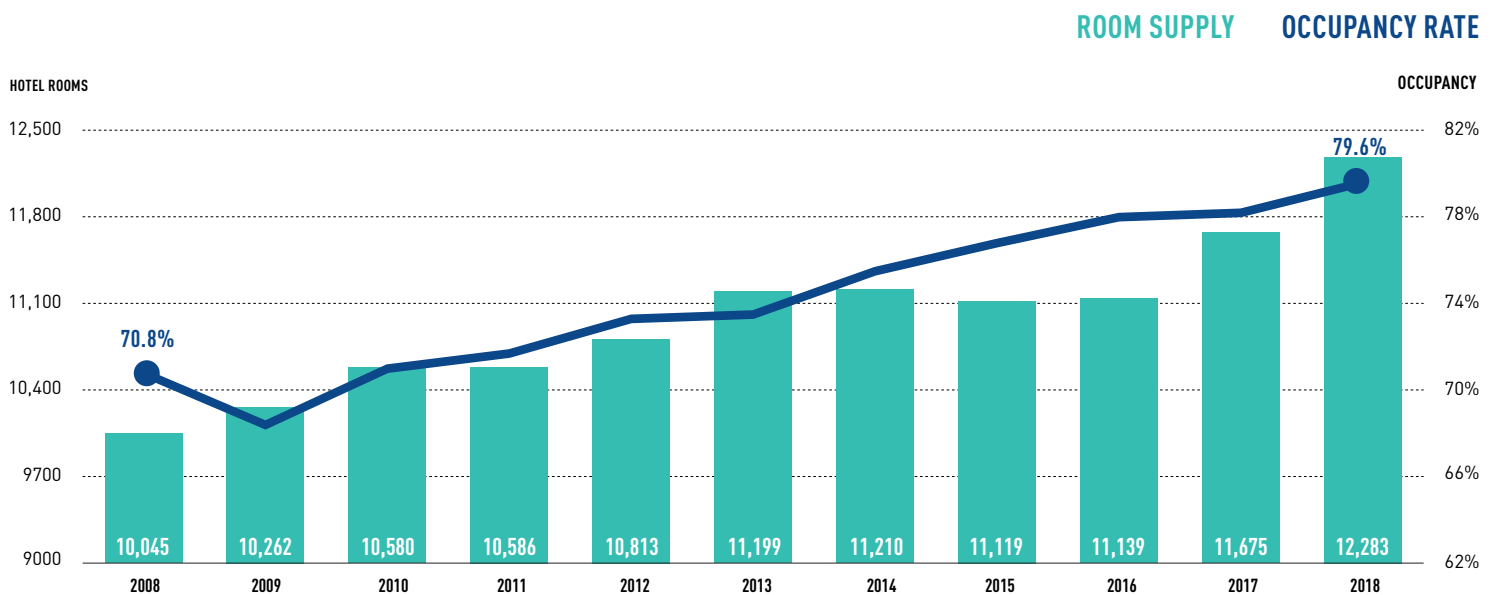


Source: Philadelphia Convention & Visitors Bureau



OCCUPANCY AT CENTER CITY HOTELS HIT **79.6%** IN 2018, A MODERN-DAY RECORD

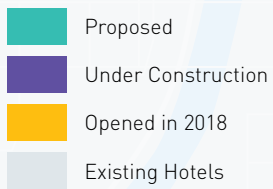
## AVAILABILITY AND OCCUPANCY OF CENTER CITY HOTEL ROOMS



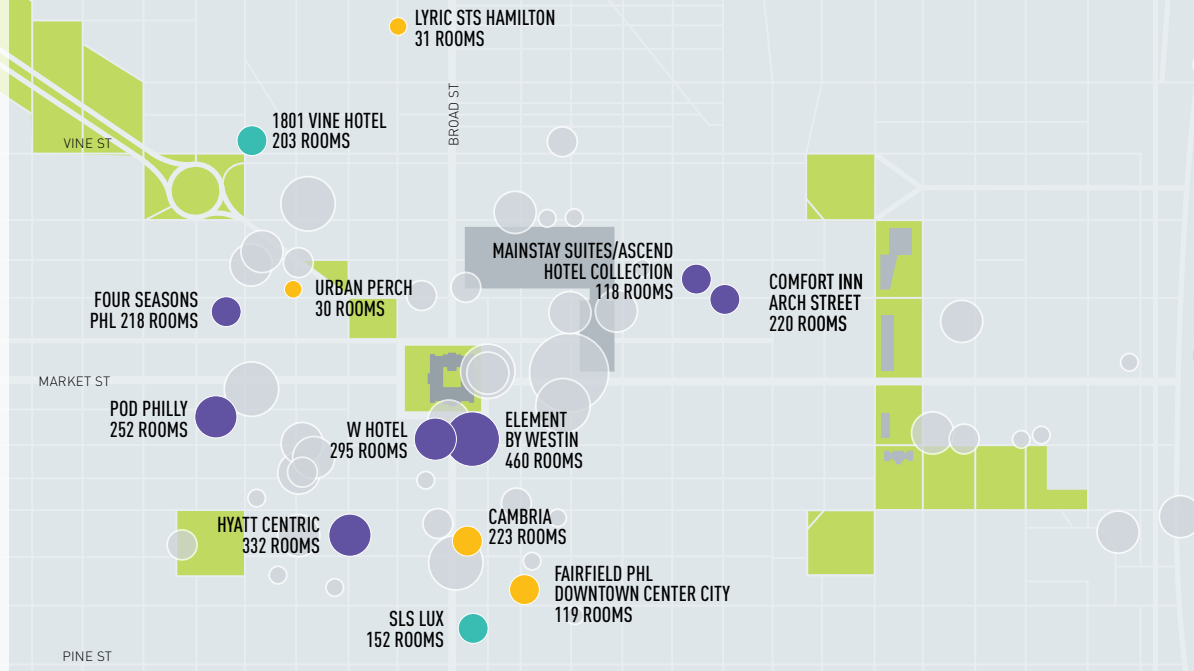
Source: STR, Inc. - Provided by Philadelphia Convention & Visitors Bureau

## HOTEL DEVELOPMENTS IN CENTER CITY, 2018

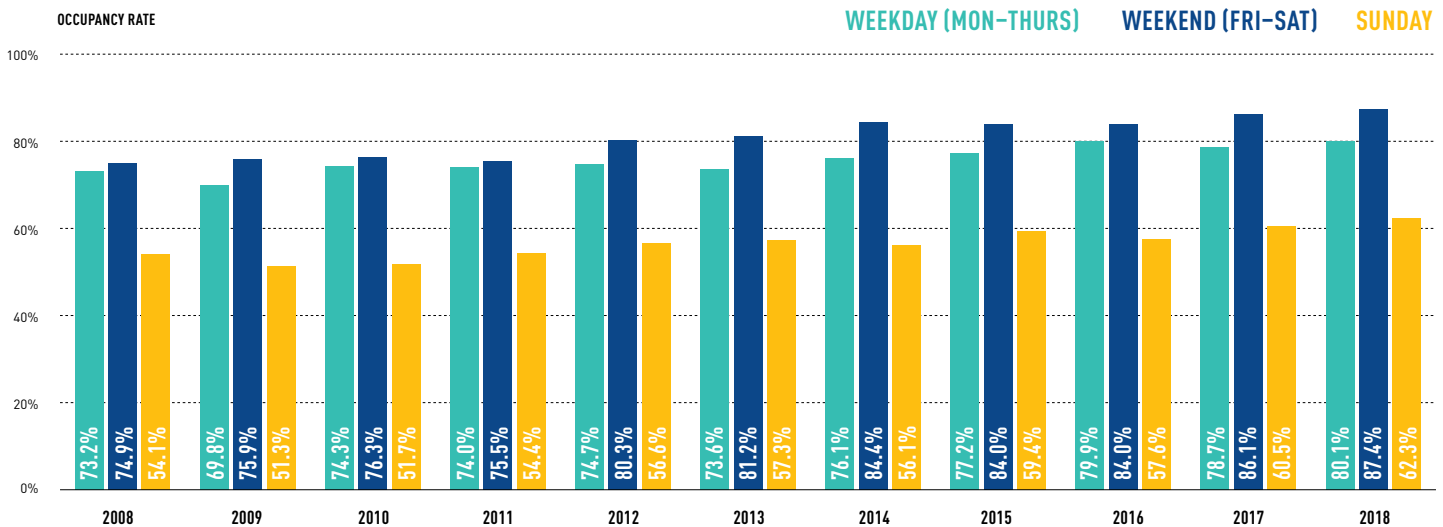
### ROOMS:



Source: Visit Philadelphia, Center City District, and Philadelphia Convention & Visitors Bureau

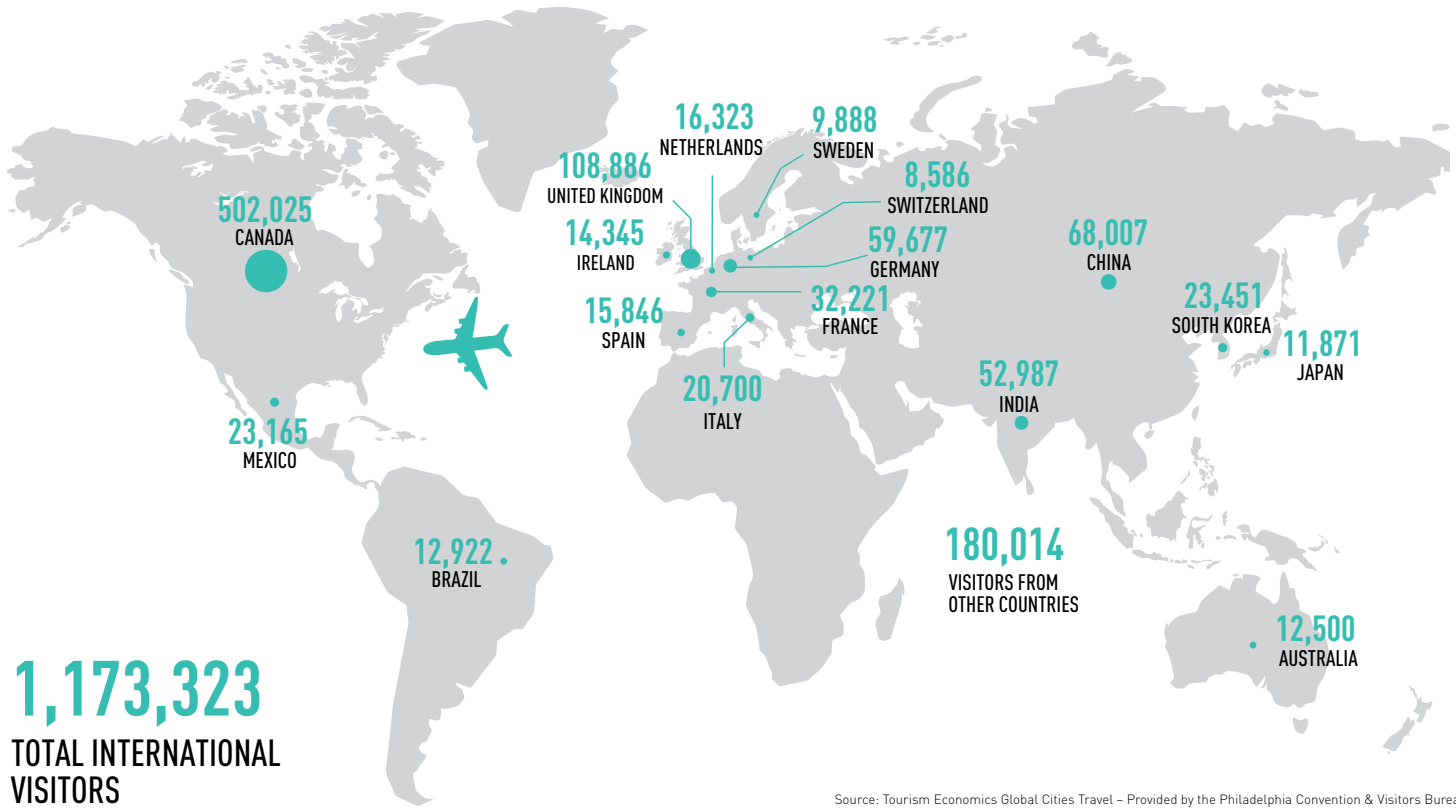


## CENTER CITY HOTEL OCCUPANCY, WEEKDAY VS. WEEKEND, 2008-2018



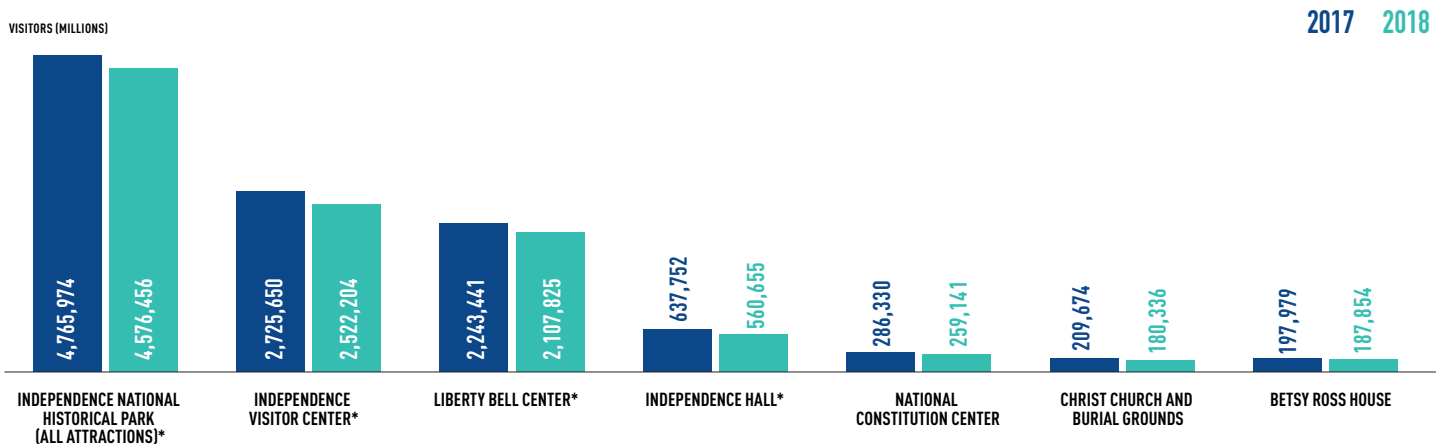
Source: STR, Inc. - Provided by Philadelphia Convention & Visitors Bureau

## OVERSEAS VISITORS TO THE PHILADELPHIA FIVE-COUNTY REGION BY COUNTRY, 2017



**INTERNATIONAL VISITORS GENERATED AN ESTIMATED \$1.4 BILLION IN ECONOMIC IMPACT IN THE PHILADELPHIA REGION**

## ATTENDANCE AT ATTRACTIONS ON INDEPENDENCE MALL, 2017–2018



\*Note: Attendance for Independence National Historical Park is an estimate of the number of unique visitors to the Park and does not represent the sum of all visits to individual Park attractions.  
\*Attendance lower in 2018 due in part to two government shutdowns; adjusted attendance for 2018 down 6%.

Source: Individual organizations