



W Hotel

# Conventions & Tourism

Leisure and hospitality is the third largest employment sector in Center City, providing a range of job opportunities in hotels, restaurants and bars, performing arts organizations, and museums. The sector is highly concentrated in Center City, with 45% of Philadelphia jobs in accommodation and food services and 51% of citywide positions in arts, entertainment and recreation located downtown. After peaking at 80% in 2018, Center City hotel occupancy plummeted to 31% in 2020, triggering significant job loss across the entire leisure and hospitality sector.

Despite continuing uncertainty in 2021, individual leisure travel and group and convention demand nearly doubled while commercial demand rebounded by 58%, lifting the average daily room rate in Center City hotels from \$156 in 2020 to \$182 in 2021, just 10% below 2019 levels.

After the cancellation of major convention events in 2020 and 2021, the Pennsylvania Convention Center projects attendance of 694,000 in 2022 – 58% of 1.2 million guests in 2019 – drawn to major conventions, trade and gate shows.

Leisure travel is also recovering from stay-at-home directives and the cancellation of global and domestic air travel. The five major sites in Independence National Historical Park – Independence Visitor Center, Liberty Bell Center, Independence Hall, the National Constitution Center and the Betsy Ross House – saw visitation drop from 4.5 million in 2019 to 907,000 in 2020, before rebounding to 1.5 million in 2021, an increase of 65%, stimulated in part by Visit Philadelphia's \$2 million marketing and promotion campaign with a particular emphasis on attracting Black, LGBTQ, and Asian visitors to the city.

Both domestic and international travel at Philadelphia International Airport rebounded in 2021, with 19.7 million travelers in 2021, with December 2021 volumes at 81% of January 2020 levels.

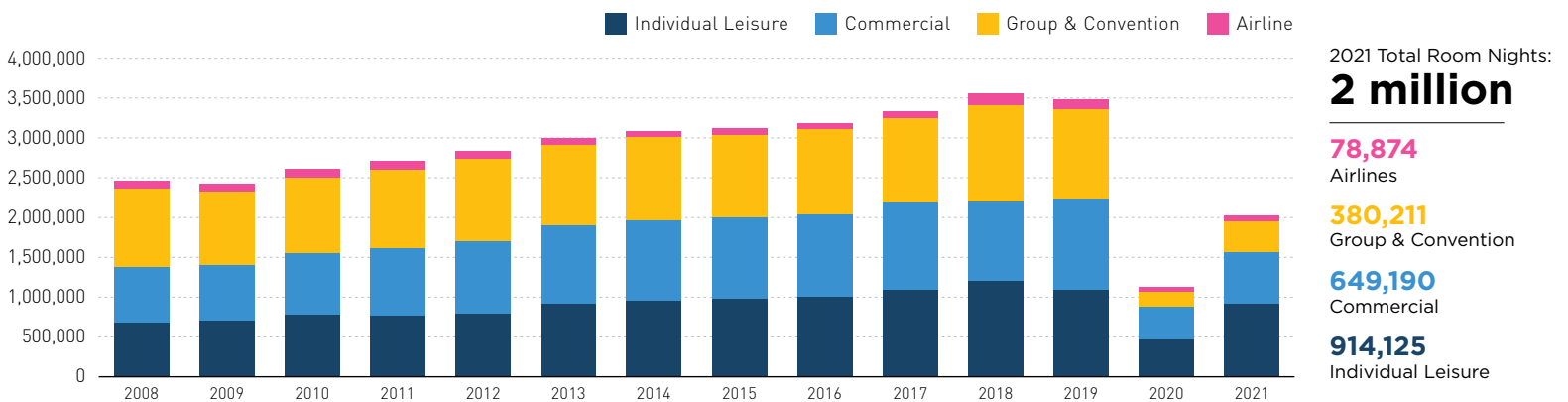
These multiple sources of recovery translated directly into a rebound in jobs. Citywide employment in traveler accommodation dropped from 7,300 to 1,900 between March and May 2020, but gradually recovered, reaching more than 6,100 by September 2021.

Major new hotels, planned and financed before the pandemic, have added to downtown’s supply of available rooms. In 2021, the Element by Westin and W Hotel at 15th and Chestnut streets and Guild House Hotel at 1307 Locust Street opened, adding 777 rooms and bringing the total downtown room inventory to 13,375. Additional projects are under construction, including Mainstay Suites/Ascend Hotel Collection at 917 Arch Street and Comfort Inn at 932 Arch Street. Proposed downtown hotels include AC Hotel by Marriott at 230 North 13th Street and Blue Ivy Hotel at 122 South 11th Street. Center City continues to offer a range of hotels, with three rated by U.S. News and World Report – Rittenhouse Hotel, Four Seasons Philadelphia at the Comcast Center, and Kimpton Hotel Monaco – as among the best in the nation.

As tourism rebounds, conventions return and business travel resumes, the hospitality industry projects full recovery will take at least 18 to 24 months. With the commemoration of the nation’s 250th birthday in 2026, Philadelphia has the opportunity to exceed prior levels of visitation as a major destination for meetings, trade shows and leisure travel.

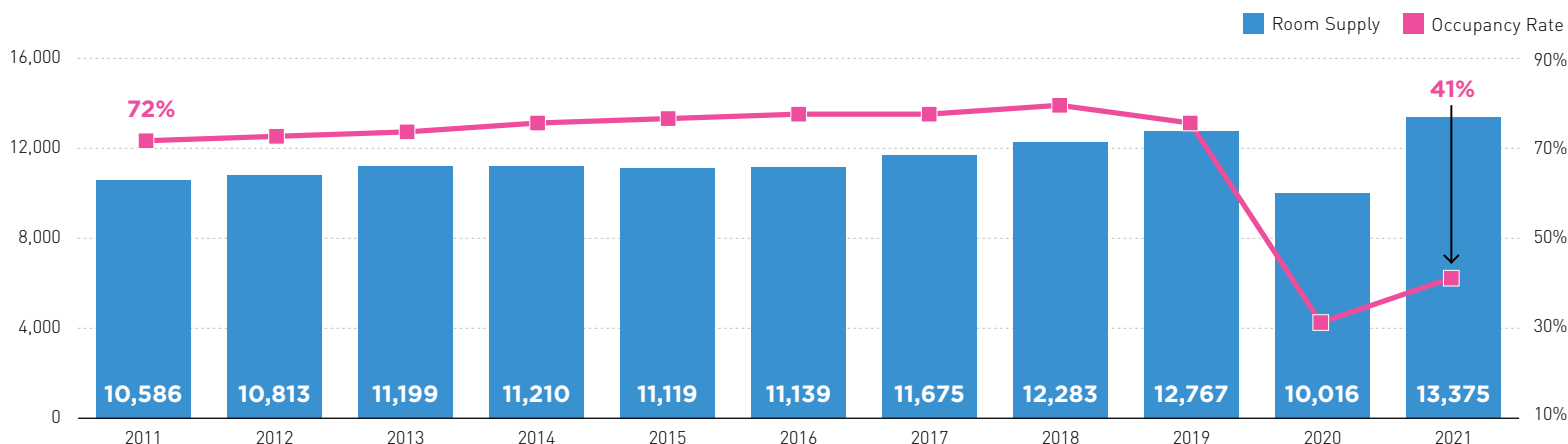
In 2021, hotel occupancy rebounded with individual leisure and group and convention demand nearly doubling.

### Occupied Center City Hotel Room-Nights by Purpose of Trip, 2008–2021



Source: STR and Tourism Economics, Philadelphia Convention and Visitors Bureau

### Availability & Occupancy of Center City Hotel Rooms, 2011-2021



Source: STR and Tourism Economics, Philadelphia Convention and Visitors Bureau

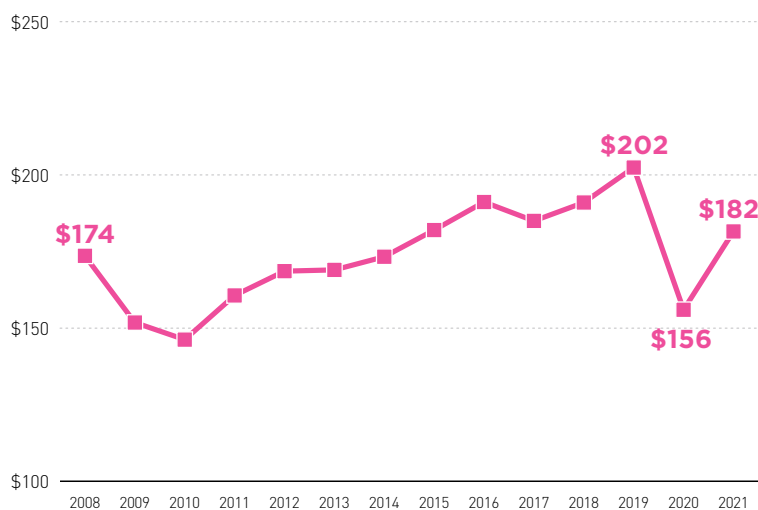
### Major Conventions & Events, 2022

LARGE CONVENTIONS & TRADE SHOWS	PROJECTED ATTENDANCE
Philadelphia Auto Show	250,000
Broad Street Run	40,000
East Coast Volleyball NEQ	34,000
Jurassic Quest	30,000
Philly Home Show – Marketplace Events	30,000
Philadelphia Tattoo Arts Convention	25,000
Fan Expo Philadelphia (formerly Wizard World)	25,000
PAX Unplugged	23,000
Natural Products Expo East	20,000
Philadelphia Marathon	16,000
National Athletic Trainers Association	14,000
The Love Run	12,000
American Veterinary Medical Association	10,000
Magnet Conference (American Nurse Credentialing Center)	10,000
American College of Rheumatology	10,000
Pink Invitational/Unite for HER	10,000
Northeast Qualifier 17s & 18s	9,500
American Academy of Otolaryngology	9,000
Society of Cable Telecommunications Engineers	8,000
Philadelphia Museum of Art Craft Show	8,000
Zeta Phi Beta Sorority Grand Boule	6,000
Experimental Biology	6,000
<b>Total Projected Attendees</b>	<b>605,500</b>
<b>Total Projected Attendees For All Events</b>	<b>693,796</b>

Source: Philadelphia Convention and Visitors Bureau

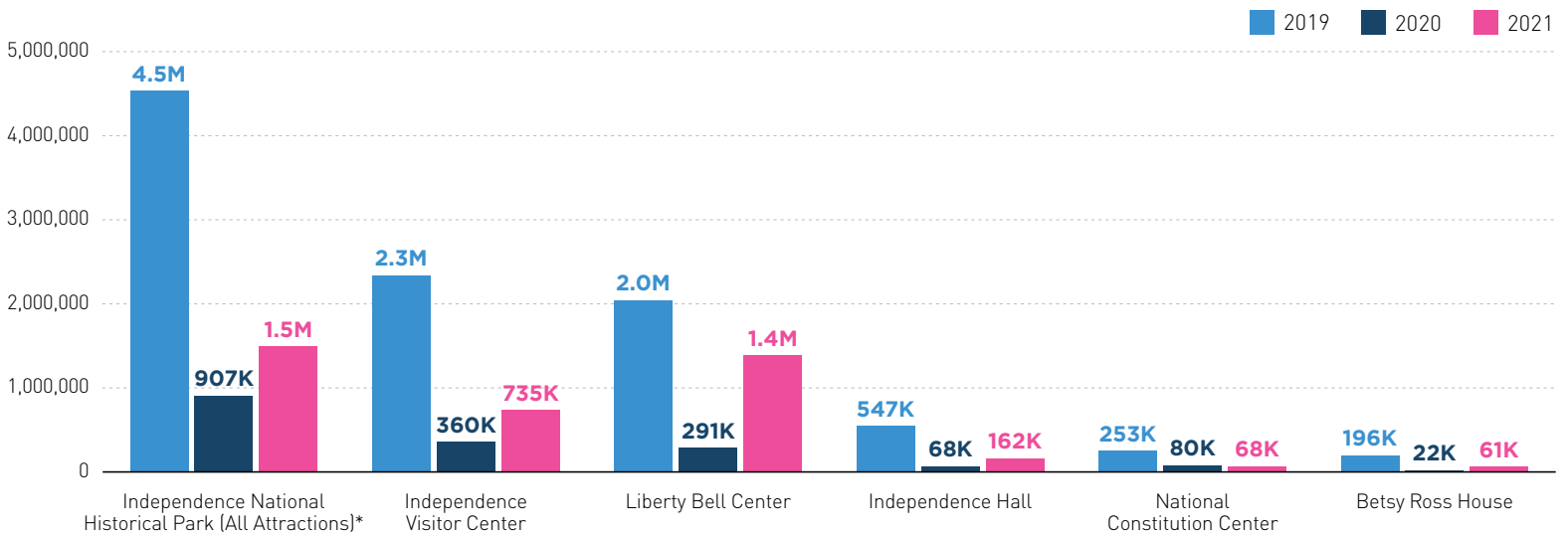
The Pennsylvania Convention Center expects a significant resurgence in demand this year, projecting attendance of almost **694,000**.

### Center City Hotel Average Daily Room Rate, 2008-2021



Source: Philadelphia Convention & Visitors Bureau

### Historic Attraction Attendance, 2019–2021



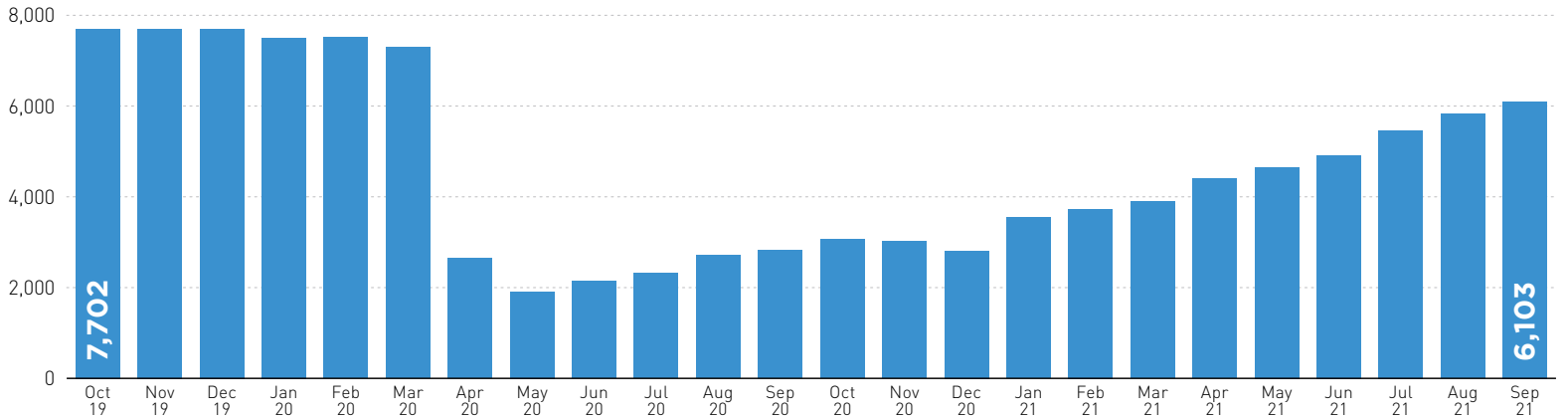
\*Note: Attendance for Independence National Historical Park is an estimate of the number of unique visitors to the park and does not represent the sum of all visits to individual park attractions. Source: Reported by the individual organizations



In 2021, the number of visitors to Independence National Historical Park increased by **65%** over the prior year, rising to **1.5 million**.

Museum of the American Revolution | VisitPhiladelphia

### Traveler Accommodation Employment in Philadelphia, 2019–2021



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Traveler accommodation jobs have gradually recovered to **6,103** as of September 2021.

