



**CONTACT:** Cara Schneider  
(215) 599-0789, [cara@visitphilly.com](mailto:cara@visitphilly.com)  
**Tweet Us:** @visitphillyPR

**Tweet It:** Greater Philadelphia welcomed a record 42 million day and overnight visitors in 2016:  
<http://vstphl.ly/2rUKuYM>

## **2016 SHOWS RECORD VISITATION AGAIN TO GREATER PHILADELPHIA** *Five-County Region Welcomed 42 Million Visitors Last Year*

**PHILADELPHIA, May 25, 2017** – VISIT PHILADELPHIA® announced yesterday that Greater Philadelphia—that’s Bucks, Chester, Delaware, Montgomery and Philadelphia counties—welcomed 42 million domestic visitors in 2016. This marks the seventh consecutive year for record visitation and a 2.4% increase over 2015. Of those 42 million visitors, 37 million (88%) visited for a leisure purpose. More details appear in VISIT PHILADELPHIA’s annual report, downloadable at [visitphilly.com/annualreport](http://visitphilly.com/annualreport).

“Since 1997, Philadelphia has become a better destination—with investments in the region’s attractions, art, history, culture and parks—all of which have been amplified by consistent marketing,” said Meryl Levitz, president and CEO of VISIT PHILADELPHIA. “Today, Philadelphia is a place where people want to start a restaurant, open a new hotel, come for an overnight visit and return again and again.”

### **2016 Numbers:**

- Greater Philadelphia welcomed a record **42 million day and overnight visitors**—a 2.4% increase over 2015 and a 58% increase since 1997. (*See chart on Page 2.*)
  - In that time, overnight leisure visitation to the five counties doubled—a 101% increase—from 7.3 million in 1997 to 14.7 million in 2016.
- Visitor spending in Greater Philadelphia:
  - Generated **\$11 billion** in economic impact—or \$30 million every day.
  - Supported **96,600 jobs**.
  - Generated **\$634 million in state and local taxes**. That’s money that then supports priority programs such as schools and sanitation.

Sources: Econsult Solutions, Inc. and Longwoods International

### **The Leisure Story:**

- Of the region’s 42 million visitors, **37 million (88%)** were here for a leisure purpose.
- Leisure is a major driver of hotel occupancy. Of the 3.2 million hotel room nights occupied in Center City Philadelphia in 2016, **32% were leisure stays**.
  - That’s 1 million leisure room nights—up 296% since 1997 when VISIT PHILADELPHIA began marketing the region as a leisure destination.
- Philly’s Saturday hotel occupancy:
  - Topped 88% for the third year in a row
  - Busiest night of the week for the 13<sup>th</sup> year running
  - Reached 90% occupancy or higher on 37 Saturdays in 2016

Sources: Econsult Solutions, Inc. and CBRE Hotels

30 S. 17<sup>th</sup> Street, Suite 2010 | Philadelphia, PA 19103 | PH 215-599-0776

~~-more-~~

[visitphilly.com/pressroom](http://visitphilly.com/pressroom)

BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA COUNTIES



VISIT PHILADELPHIA's annual report and event were supported by generous sponsorships from PNC, *Where Philadelphia* and KYW Newsradio.

SEGMENT	1997	2016	GROWTH 1997-2016
Total Visitation	26.7M	42.0M	+58%
LEISURE	22.8M	37.0M	+62%
• <b>Overnight Leisure</b>	<b>7.3M</b>	<b>14.7M</b>	<b>+101%</b>
• Day Leisure	15.5M	22.4M	+44%
BUSINESS	3.9M	5.0M	+30%
• Overnight Business	1.4M	2.3M	+63%
• Day Business	2.5M	2.8M	+11%

VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

On Greater Philadelphia's official visitor website and blog, [visitphilly.com](http://visitphilly.com) and [uwishunu.com](http://uwishunu.com), visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

*Note to Editors: For high-resolution photos of Greater Philadelphia, visit the photo gallery of [visitphilly.com/pressroom](http://visitphilly.com/pressroom).*