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## **FACT SHEET**

### ***2020 Projections For Greater Philadelphia Tourism Industry & COVID-19 Impact***

**PHILADELPHIA, December 28, 2020** – COVID-19 hit the global tourism industry hard in 2020, and Greater Philadelphia (made up of Bucks, Chester, Delaware, Montgomery and Philadelphia counties) was no exception as regional visitation is expected to decrease 30-40% in 2020 after a record-setting 2019. Here's a look at 2020 projections for the region's industry overall and Center City's hotels, as well as a look at the impact COVID is expected to have on other key industry metrics in 2020. The projections indicate that the leisure segment will be the one to jumpstart the region's recovery in 2021, with 43% of travelers coming to Center City for fun (up from 31% in 2019).

#### **OVERALL REGIONAL PERFORMANCE:**

##### **Visitation:**

- **2020 Projection:** 27-32 million people, down 30-40% in 2019
- **2019:** A record 46 million people from the U.S. and international markets — 39.16 million of which were leisure visitors

##### **Visitor Spending:**

- **2020 Projection:** \$3.1-\$4.2 billion, down 45-60% in 2019
- **2019:** A record \$7.64 billion

##### **Tax Revenue:**

- **2020 Projection:** \$500-\$600 million, down 40-50% in 2019
- **2019:** \$1.01 billion in state and local tax revenue

*Note: Preliminary estimates for 2020 are provided by Econsult Solutions, Inc. and based on a range of national and regional indicators of the impact of the pandemic on industry performance. These estimates will continue to be revised as further information becomes available.*

#### **CENTER CITY HOTEL PERFORMANCE:**

In 2020, two hotels opened (Canopy by Hilton Philadelphia Center City and Hyatt Centric Center City Philadelphia), three closed permanently (Embassy Suites by Hilton Philadelphia Center City, The Rodeway Inn and The Independent), and many others ceased operations for several months of the year.

##### **Occupancy:**

- **2020 Projection:** 31.9%, down 58.2% in 2019
- **2019:** 76.3%
  - Saturday night remained the busiest night of the week, with average occupancy at 88.1%.

##### **Average Daily Rate (ADR):**

- **2020 Projection:** \$159.40, down 21.2% in 2019
- **2019:** \$202.30 (record)

##### **Revenue Per Available Room (RevPAR):**

- **2020 Projection:** \$50.89, down 67.0% in 2019
- **2019:** \$154.39 (record)

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**Room Supply & Demand:**

- **2020 Projection:** 3.7 million room nights in supply, down 18.5% in 2019; 1.2 million nights sold, down 65.9% in 2019
- **2019:** 4.58 million room nights in supply; 3.49 million room nights sold

**Room Revenue:**

- **2020 Projection:** \$189.8 million, down 73.1% in 2019
- **2019:** \$706 million (record)

**Market Mix:**

- **2020 Projection:** Leisure (43%), business (37%), group (14%), contract (6%)
- **2019:** One-third for each segment  
Business (33%), group (32%), leisure (31%), contract (4%)

*Source: Tourism Economics*

**COVID IMPACT:**

Tourism Economics predicts it will take until 2023-2024 to fully recover from COVID-19. Here's a look at how the pandemic has impacted Greater Philadelphia's industry over the last year:

- **Lost Travel & Tourism Jobs (Region):** 52,000 jobs (down from 192,000 to 140,000), a 27% decline year over year (projected January-December 2020)
- **Lost Leisure Hotel Room Nights (Center City):** 696,000 nights, a 74% decline year over year (projected March-December 2020)
- **Lost Group Room Nights (Center City):** 950,000 nights, a 93% decline year over year (projected March-December 2020)
- **Lost Business Room Nights (Center City):** 787,000 nights, an 80% decline year over year (projected March-December 2020)
- **Lost Travel from Canada & Mexico (Region):** 424,000 visits, a 73% decline year over year (projected January-December 2020)
- **Lost Overseas Travel (Region):** 562,000 visits, an 80% decline year over year (projected January-December 2020)
- **Lost Economic Impact (Region):** \$5.8 billion (projected March-December 2020)

*Source: Tourism Economics*

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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. 6<sup>th</sup> & Market Streets, (800) 537-7676

*Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of [visitphilly.com/mediacenter](http://visitphilly.com/mediacenter).*