

CONTACT: Cara Schneider
(215) 206-2034, cara@visitphilly.com

**VISIT PHILADELPHIA® CONFIRMS 30 MILLION TRIPS TO REGION IN 2020
— 16 MILLION FEWER THAN 2019 & A DIRECT RESULT OF COVID-19**
Latest Hotel Data Shows A Recovery Is Underway In Philadelphia

PHILADELPHIA, June 17, 2021 – VISIT PHILADELPHIA® today announced 30 million trips from the U.S. and international markets to the five-county Philadelphia region in 2020, down 35% from 46 million trips in 2019 — marking a significant loss after 10 consecutive years of growth for the tourism and hospitality industry. The drop is a direct result of COVID-19, which also negatively impacted other key economic impact metrics: spending, taxes and jobs, according to a report compiled by Econsult Solutions, Inc.

Recent hotel data indicates that a recovery is underway. From January through May, Center City, Philadelphia hotel demand paced about 34% ahead of forecast (553,000 rooms, surpassing the 412,000 rooms forecasted). Leisure visitation, specifically, is pacing 54% above forecast (272,000 rooms, surpassing the 177,000 forecasted). And Saturday night occupancy on Memorial Day Weekend hit 70.4%. Overall, the Center City hotel market demand is still 59% below 2019 levels. Hotel data through April and preliminary data from May and June show that recovery is underway in the Philadelphia region too, with weekend travelers from drive-markets largely responsible for the boost. (Sources: STR and Tourism Economics)

2020 Regional Visitation & Economic Impact Breakdown:

- **Visitation:** 30 million people visited the region (Bucks, Chester, Delaware, Montgomery and Philadelphia counties) — down 35% from 46 million visitors in 2019.
 - Of the 30 million, 28.08 million were leisure visitors — down 28% from 2019.
 - **Visitor Spending:** \$4.13 billion, down 46% from \$7.64 billion in 2019
 - **Economic Impact (includes direct, indirect and induced spending):** \$6.81 billion, down 45% from \$12.33 billion in 2019
 - **Tax Revenue:** \$597 million, down 41% from \$1.01 billion in 2019
 - **Jobs:** 56,520, down 46% from 105,460 in 2019
- more-

“2020 was the toughest year our industry has ever faced. Our visitation and economic impact numbers tell that story very clearly,” said Jeff Guaracino, president and CEO, VISIT PHILADELPHIA. “We are working smartly and collaboratively with our industry partners to help our region rebound as quickly as possible, and recent hotel activity, particularly on the weekends — prime time for leisure visitors — makes me optimistic that we’re headed in the right direction.”

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 and 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 the Independence Visitor Center for additional information. 599 Market Street, (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.