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**SUMMER HOTEL PERFORMANCE SHOWS GREATER PHILADELPHIA'S TOURISM
INDUSTRY CONTINUING TO RECOVER FASTER THAN OTHER NORTHEAST CITIES**
Center City Leisure Hotel Stays Outpacing Forecasts By 32%

PHILADELPHIA, September 22, 2021 – Greater Philadelphia — made up of Bucks, Chester, Delaware, Montgomery and Philadelphia counties — saw increased visitor activity this summer, and that translated into more hotel stays, a sure sign that recovery from COVID-19 is underway. Through August 31, 2021, Philadelphia County hotels are performing 3% better than projected, with the Center City leisure market performing 32% stronger than forecasted, according to preliminary reports from STR.

To keep this momentum going, VISIT PHILADELPHIA® will launch a fall tourism marketing effort to promote hotels, restaurants, shops and attractions through an advertising, social media, web site and public relations push designed to drive overnight hotel stays from Northeast markets through December.

“We’re always happy to report good news about our tourism industry, but we know there’s still a ways to go before our region’s strong mix of business, group and leisure travel returns in full,” says Jeff Guaracino, president & CEO, VISIT PHILADELPHIA. “Our team is as committed as ever to doing our part to keep the industry moving forward, and we have a nice mix of marketing and partnerships in the works this fall to ensure that Philadelphia is top of mind for those looking for a fun and easy getaway.”

Hotel Performance Year-To-Date:

Reports from Tourism Economics, STR and other data sources show that:

- The Philadelphia metropolitan statistical area (MSA) is recovering faster than the Northeast competitive set, including Boston, New York City and Washington, DC.
- Hotel occupancy on Friday and Saturdays in Philadelphia County is outpacing expectations. Labor Day weekend was particularly strong, with 67% occupancy on Friday and 85% occupancy on Saturday. That’s the highest occupancy rate on record since the onset of the pandemic and shows just how important large-scale events such as Made in America are to our recovery.
- Leisure travel is outpacing forecasts by 32% in Center City and driving recovery for the region.
- Hotel Average Daily Rate (ADR) is outperforming forecasts in the city and region, but it’s still below 2019 levels. Hotel ADR held in July and August — a good sign for hotel recovery.

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VISIT PHILADELPHIA®

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.