

CONTACTS:

Binh Nguyen
(717) 389-2928
binh@visitphilly.com

Jaime Martorana
(215) 636-3341
jaime@discoverphl.com

**Visit Philadelphia and the Philadelphia Convention and Visitors Bureau Provide
2024 Tourism Industry Outlook**

The 5-County Philadelphia region welcomed 42.9 million visitors generating \$12.4 billion in economic impact, meeting 2019 benchmarks in 4 out of 5 key industry metrics.

PHILADELPHIA, February 21, 2024 – Today, Visit Philadelphia and the Philadelphia Convention and Visitors Bureau (PHLCVB) hosted the Philadelphia 2024 Tourism Outlook at the Pennsylvania Convention Center. The event featured an industry address by Philadelphia Mayor Cherelle Parker while also highlighting insights from the region's industry leaders as they came together for a series of discussions to provide an overview of Greater Philadelphia's tourism industry performance and look ahead at the tourism forecast.

Angela Val, president and CEO of [Visit Philadelphia](https://www.visitphilly.com), and Gregg Caren, president and CEO of the [PHLCVB](https://www.phlcvb.com), announced that nearly 43 million people visited the 5-County Philadelphia region in 2023, a 6% increase over 2022. Those visitors spent \$7.6 billion in the market, and as those funds cycled through the regional economy, they generated an economic impact of \$12.4 billion. Across all tourism industry KPIs, year-over-year gains were achieved showing continued post-pandemic recovery, either meeting or beating 2019 benchmarks in all categories except visitation. Greater Philadelphia 5-county regional tourism industry results¹, include:

- **Total Visitation:** 42.9 million, a 6% increase vs 2022 (-6% vs 2019)
- **Visitor Spending:** \$7.6 billion, an 8% increase vs 2022 (0% vs 2019)
- **Economic Impact:** \$12.4 billion, a 6% increase vs 2022 (0% vs 2019)
- **State and Local Taxes:** \$1 billion, an 11% increase vs 2022 (4% vs 2019)
- **Hospitality-Related Jobs:** 192,700, an 8% increase vs 2022 (+1% vs 2019)

Similar improvements and year-over-year gains were seen within Philadelphia County as well. Top results² include:

- **Philadelphia Visitation:** 25.8 million, a 7% increase vs 2022 (-7% vs 2019)

¹ Tourism Economics, Bureau of Labor Statistics

² Tourism Economics, Bureau of Labor Statistics

- **Visitor Spending in Philadelphia:** \$4.4 billion, a 10% increase vs 2022 (-1% vs 2019)
- **Philadelphia Economic Impact:** \$6.6 billion, a 9% increase vs 2022 (-8% vs 2019)
- **State and Local Taxes:** \$387 million, a 15% increase vs 2022 (+10% vs 2019)
- **Philadelphia Hospitality-Related Jobs:** 77,200, a 10% increase vs 2022 (-1% vs 2019)

Forward progress was also made in Philadelphia County hotel recovery. All key metrics saw year-over-year improvements, with hotel supply and Average Daily Rate (ADR) surpassing 2019 levels.

2023 Philadelphia County Hotel Performance³:

- **Occupancy:** 62.3%, a 7% increase vs. 2022 (-19% vs 2019)
- **Average Daily Rate (ADR):** \$202.05, a 2% increase vs. 2022 (+9% vs 2019)
- **Revenue Per Available Room (RevPAR):** \$125.95, a 9% increase vs. 2022 (-11% vs 2019)
- **Supply:** 6.8 million room nights available, a 2% increase vs 2022 (+9% vs 2019)
- **Demand:** 4.25 million room nights sold, a 9% increase vs. 2022 (-11% vs 2019)
- **Revenue:** \$859 million, an 11% increase vs. 2022 (-3% vs 2019)

During the event, Mayor Cherelle Parker took the opportunity to address the region's tourism industry for the first time since her Mayoral induction just last month. Mayor Parker's remarks were followed by a panel discussion featuring a group of Philadelphia's tourism industry leaders, including:

- Angela Val, President & CEO of Visit Philadelphia
- Gregg Caren, President & CEO of PHLCVB
- John McNichol, President of Pennsylvania Convention Center Authority
- Kathryn Ott Lovell, President and CEO of Philadelphia Visitor Center Corporation.

Led by Cherri Gregg, host and news anchor for WHYY, the conversation offered a look at the results of 2023 while teasing what the industry has in store for 2024. All four organizations will be issuing annual reports in March with additional segment-specific data.

Discussions continued with a fireside chat between Erik Hansen, Senior Vice President of Government Relations of U.S. Travel Association and Paul Bencivengo, President and CEO of Visit Bucks County, focused on how attendees could support advocating for the industry among state and local elected officials.

For more on the 2024 Tourism Outlook, please view the full media kit [here](#).

###

³ Source: STR



About 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, visitphilly.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 site an effective trip-planning tool. Visitors can also find loads of inspiration on Visit Philly's social media channels.

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

About Philadelphia Convention and Visitors Bureau (PHLCVB)

The Philadelphia Convention and Visitors Bureau (PHLCVB) creates positive economic impact across the Philadelphia region, driving job growth and promoting the health and vibrancy of our hospitality industry by marketing the destination, the Pennsylvania Convention Center, and attracting overnight visitors. The PHLCVB's work engages our partners, the local Philadelphia community as well as culturally and ethnically diverse regional, national and international convention, sporting event and tourism customers. The PHLCVB is also the official tourism promotion agency for the city of Philadelphia globally and is responsible for growing the number of overseas leisure visitors who come to the region each year. To learn more, visit DiscoverPHL.com.