

Economic Impact of Visitors to Greater Philadelphia in 2024

VISIT PHILADELPHIA

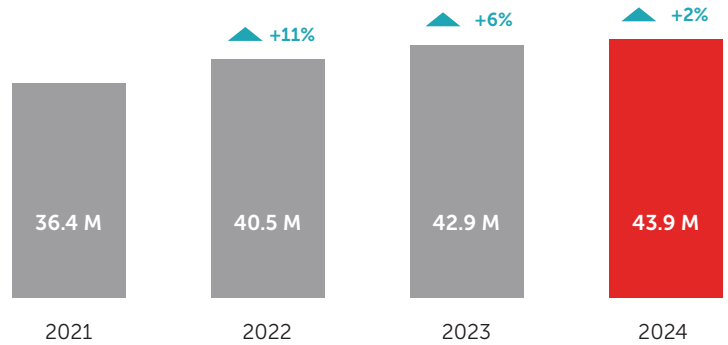


Source: Tourism Economics

43.9 M Visitors



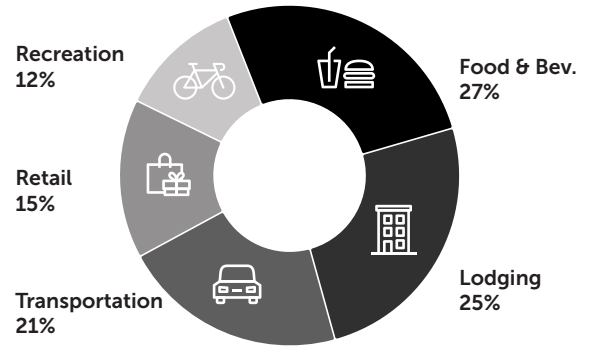
Greater Philadelphia welcomed 43.9 million visitors in 2024, up one million from 2023. By domestic trip purpose, leisure visitors comprised 89% of total domestic trips in 2024, while visitors on business made up 11%.



\$7.8 B in Visitor Spend



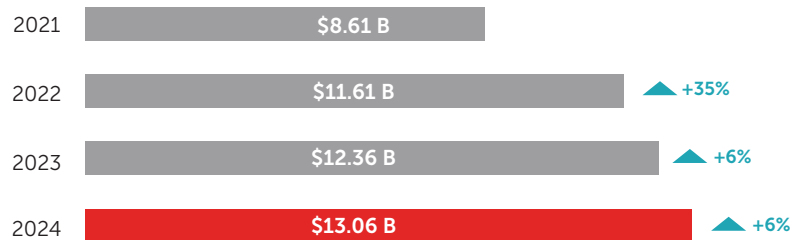
Visitor spending in Greater Philadelphia increased 2.5% to a record \$7.8 billion in 2024. The \$7.8 billion in visitor spending means that \$21.3 million was spent every day by visitors in Greater Philadelphia, on average.



\$13.1 B in Economic Impact



Visitors contributed a direct impact of \$7.8 billion in 2024. This direct impact generated \$5.3 billion in indirect and induced impacts, resulting in a total economic impact of \$13.1 billion in the Greater Philadelphia economy, an increase of 5.7% year-over-year.



\$1.1 B in State and Local Taxes

Visitor spending, visitor supported jobs, and business sales generated \$1.1 billion in state and local (S&L) tax revenues in 2024. Each household in Greater Philadelphia would need to be taxed an additional \$660 to replace the visitor-generated state and local taxes in 2024. The \$1.1 billion in state and local taxes generated by the visitor economy would cover the average salary of 17,600 public school teachers in Greater Philadelphia.

