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PHILADELPHIA REGION WELCOMED A RECORD 45 MILLION VISITORS IN 2018
Additional Records: \$7.6 Billion In Direct Visitor Spending & 103,800 Jobs Supported

PHILADELPHIA, August 21, 2019 – The City of Philadelphia, in partnership with VISIT PHILADELPHIA® and the Philadelphia Convention and Visitors Bureau (PHLCVB), today announced that a record **45 million people visited the five-county Greater Philadelphia region in 2018**, marking the ninth consecutive year of growth. An increase in overnight visitation contributed to additional tourism industry records: **\$7.6 billion in direct visitor spending**, which directly **supported 103,800 jobs** across various industries in both the private and public sectors. Philadelphia International Airport (PHL) also contributed to the industry’s growth, reporting **32.24 million airplane passengers** during its fiscal year (July 2018 through June 2019).

“Tourism and hospitality are critical to Philadelphia’s economy and our identity as a city,” said Mayor Jim Kenney. “The efforts of our tourism partners continue to exceed all expectations—bringing more visitors, more jobs and more revenue to Philadelphia year after year. The latest numbers shared by VISIT PHILADELPHIA, the PHLCVB and Philadelphia International Airport prove that this city is still on the rise. We are proud to show our city off to the millions of people who visit each year, and we are eager to continue telling our story to the world.”

Regional Visitation Breakdown:

- A record **45 million people visited the region** (Bucks, Chester, Delaware, Montgomery and Philadelphia counties) from the U.S. and international markets—that’s up almost 2% from 2017.
 - Of the 45 million, **44.1 million were domestic visitors**—1.8% more than in 2017.
 - Domestic overnight visitation increased 3.4%, the largest increase since 2011.
 - Greater Philadelphia continues to see **strong growth in overseas visitation** with the Asia-Pacific region leading the way. The PHLCVB will finalize and release detailed overseas visitor data in the coming weeks.
 - **32.24 million airplane passengers** flew in or out of PHL in fiscal year 2018—an increase of 5.5% over the previous year.

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Regional Visitor Spending, Economic Impact & Jobs:

- Visitors **spent \$7.6 billion**—that’s 6.1% more than in 2017 and the biggest upswing since 2011. This direct visitor spending:
 - Generated **\$12.2 billion** (or \$33.3 million per day) **in economic impact**, a 5.9% increase over 2017.
 - Generated **\$980 million in state and local tax revenue**, an increase of 4.6% over 2017, which helps support priority programs such as social and public services, and travel and tourism marketing and sales efforts.
 - Directly supported **103,800 jobs** across major employment sectors (food and beverage, lodging, transportation, recreation and retail), a 5.5% increase over 2017. This total equates to 56% of the 187,300 leisure and hospitality-related jobs in the region.

“Philadelphia continues to win over visitors far and wide,” said Julie Coker Graham, president and CEO, PHLCVB. “Whether it’s welcoming people for a meeting, convention or sporting event, or visiting from abroad, our destination continues to see growth among each market segment, translating into job security for workers across the hospitality industry—one of the region’s largest and fastest growing employment sectors.”

“Greater Philadelphia’s new records—45 million visitors, \$7.6 billion in direct visitor spending and 103,800 supported jobs—solidly demonstrate the impact that our industry has on the economy and job market,” said Jeff Guaracino, president and CEO, VISIT PHILADELPHIA. “Visitors come to Greater Philadelphia to discover the region, enjoy our attractions and create new memories, and our businesses and residents benefit greatly from that in so many ways.”

“PHL is setting an outstanding pace that we’ve seen only once before, right before the recession of 2008,” said Chellie Cameron, chief executive officer, Philadelphia International Airport. “The Airport has earned across-the-board growth in all metrics, so we are thrilled to continue this momentum.”

2019 Projections:

The Greater Philadelphia tourism and hospitality industry is showing strong and satisfactory returns through the first seven months of 2019. Center City hotel demand and occupancy are performing as predicted in 2019, while average daily rate (ADR) and revenue have increased 5.5% and 1.4%, respectively. PHL is also on track to set another record for annual passenger volume in fiscal year 2019.

Sources: Econsult Solutions, Inc., STR, Tourism Economics

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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 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 and stop into the Independence Visitor Center for additional information and tickets.

About PHLCVB:

The Philadelphia Convention and Visitors Bureau (PHLCVB) is the official tourism promotion agency for the City of Philadelphia globally. The 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 and the Pennsylvania Convention Center, and attracting overnight visitors. Our work engages our local community, as well as culturally and ethnically diverse regional, national and international convention, sporting events and tourism customers.

About Philadelphia International Airport:

Philadelphia International Airport is owned and operated by the City of Philadelphia. The Airport is a self-sustaining entity that operates without the use of local tax dollars. It is one of the largest economic engines in Pennsylvania, generating an estimated \$15.4 billion in spending annually and supporting more than 96,300 full-time jobs for the 11-county Philadelphia MSA.

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