

## A Revenue Generator

The tourism industry is a revenue generator for Greater Philadelphia. In 2010, visitor spending accounted for **\$24 million** a day in economic impact for Greater Philadelphia—a total of **\$8.7 billion** for the year.

### Greater Philadelphia Tourism Economic Impact

	2010	2009	Change
<b>Economic Impact</b>	\$8.69 billion	\$8.16 billion	+ 6.5%
<b>Jobs Supported</b>	84,807	83,664	+ 1.4%
<b>Wages Generated</b>	\$2.71 billion	\$2.61 billion	+ 3.7%
<b>Taxes Generated</b>	\$1.28 billion	\$1.21 billion	+ 5.1%
<b>State Taxes</b>	\$296 million	\$279 million	+ 6.0%

(Tourism Economics)



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## A Job Creator

Visitor spending supported nearly **85,000** full-time jobs for Greater Philadelphia residents in 2010. Nearly **62,000** of these jobs are with businesses that directly serve visitors, such as restaurants, hotels, attractions and the airport. But the money that visitors spend also supports indirect and induced jobs in fields like business services, real estate and finance, as the businesses frequented by visitors require additional services and materials.

### Greater Philadelphia Tourism Employment, 2010

Sector	Total	Direct	Indirect/ Induced
Food & Beverage	26,909	25,063	1,846
Lodging	13,123	12,895	228
Recreation & Entertainment	11,356	10,080	1,276
Transportation & Gas Stations	10,144	8,750	1,394
Retail Trade	7,143	4,506	2,637
Business Services	5,553	471	5,082
Education & Health Care	3,587	0	3,587
Finance, Insurance & Real Estate	2,236	0	2,236
Personal Services	1,538	0	1,538
Other	3,218	0	3,218
<b>Total</b>	<b>84,807</b>	<b>61,765</b>	<b>23,042</b>

(Tourism Economics)

## A Deficit Reducer

The tourism industry helps reduce government deficits by generating revenue for our municipalities and for Pennsylvania. In 2010, visitors accounted for **\$273 million** in local taxes and **\$296 million** in state taxes. This revenue comes from outside of the region, and visitors typically do not use expensive government services like schools and hospitals. (Tourism Economics)

## Anniversaries All Around

*Every street in Center City is well-lit and well-landscaped, animated by pedestrians throughout the day and evening hours. Workers, residents, tourists, students and shoppers are continually discovering new attractions, planning new business ventures and enjoying outdoor cafes and well-maintained parks.*

**Paul R. Levy, president & CEO**  
20<sup>th</sup> anniversary of Center City District

