

## Tourism's Economic Impact

The Greater Philadelphia tourism industry generated **\$9.34 billion in economic impact** in 2011, an increase of 7.5%. Two straight years of strong growth have returned the industry to pre-recession levels.

### Greater Philadelphia Tourism Economic Impact, 2007–2011

	2011	2010	2009	2008	2007
Economic Impact	\$9.34 billion + 7.5%	\$8.69 billion + 6.5%	\$8.17 billion - 12.4%	\$9.32 billion + 0.3%	\$9.29 billion —
Jobs Supported	86,498	84,807	83,664	87,384	88,225
Wages Generated	\$2.85 billion	\$2.71 billion	\$2.61 billion	\$2.82 billion	\$2.74 billion
State Taxes Generated	\$315 million	\$296 million	\$279 million	\$316 million	\$315 million
Municipal Taxes Generated	\$285 million	\$273 million	\$258 million	\$294 million	\$292 million

*Tourism Economics*

**Revenue Generator:** Visitors to Greater Philadelphia generate an economic impact of **\$26 million every day** for regional businesses. Tourism spurs economic growth by bringing in new dollars from outside the region.

**Job Creator:** The money tourists spend translates into jobs for Greater Philadelphia residents. In 2011, tourism spending supported **86,498 jobs**, from entry-level to executive positions, with a total paycheck of **\$2.85 billion**.

**Deficit Reducer:** Visitors also generate considerable tax revenue for the Commonwealth of Pennsylvania (\$315 million in 2011) and regional municipalities (\$285 million in 2011). **The industry is a consistent producer**, helping governments to close budget gaps and pay for much-needed services.

*Greater Philadelphia tourism supports more than 86,000 jobs—enough to people fill Citizens Bank Park, Wells Fargo Center and PPL Park at the same time.*



Citizens Bank Park