

## Greater Philadelphia Tourism: Ten Facts to Brag About

1. **Greater Philadelphia tourism continues to rise.** The region welcomed 37.4 million domestic visitors in 2010, 33.1 million of whom were leisure visitors. That's 10 million more leisure visitors than in 1997, when GPTMC first started marketing. *(Tourism Economics, Longwoods International)*
2. **Overnight visitors were back in 2010.** 14.4 million travelers stayed over in the region, up 10% from 2009. Most of these visitors were here to have fun, with more than 80% of overnight visitors coming for a leisure purpose. *(Tourism Economics, Longwoods International)*
3. **Downtown leisure hotel room nights have tripled** since GPTMC started inviting people to visit our continually growing destination. Leisure guests filled 827,000 Center City rooms in 2010, up from 254,000 in 1997, and helped Philadelphia sell more rooms than ever before. *(PKF Consulting)*
4. **Saturday night is the busiest night of the week in Center City** for seven years in a row, with hotel occupancy above 80%. This represents a shift in people's image of the city. It's not just for a business trip or a pilgrimage to the Liberty Bell; it's a vacation. *(Smith Travel Research)*
5. **Tourism is a revenue generator** for regional businesses. Visitor spending in Greater Philadelphia generates \$24 million a day in economic impact for the region - \$8.7 billion for the year in 2010. *(Tourism Economics)*
6. **Tourism is a job creator** for Greater Philadelphia. Visitor spending sustained 84,807 full-time jobs in 2010 - 5% of all jobs in the region. *(Tourism Economics)*
7. **Tourism is a deficit reducer** for Pennsylvania. In 2010, visitor spending generated \$1.3 billion in federal, state and local taxes, including \$296 million collected by the Commonwealth of Pennsylvania. *(Tourism Economics)*
8. **GPTMC works every day to tell the Philadelphia story.** In 2010, we generated 584 million advertising impressions and 5,800 destination stories with national and international reach in print, on radio, on television and online. Visitors went to our websites [visitphilly.com](http://visitphilly.com) and [uwishunu.com](http://uwishunu.com) a record 4.3 million times, with [uwishunu.com](http://uwishunu.com) topping one million visits for the first time ever. *(Mayo-Seitz Media, Cision, Google Analytics)*
9. **Tourism marketing pays off.** A recent study concluded that for every \$1 spent on advertising for the *With Love* campaign generates \$100 in direct visitor spending – plus \$11 in state and local taxes. *(Tourism Economics, Longwoods International)*
10. **Visitor dollars build the quality of life in Greater Philadelphia.** Travelers spend their money at the region's hotels where residents work, at the attractions they love to visit, the stores where they love to shop and the restaurants where they love to eat. None of these establishments have a "Visitors Only" sign. The businesses supported by tourism are enjoyed by residents too.

