

Domestic Visits to Greater Philadelphia by Market Segment

Visitor Volume Estimates (in millions)									
	Overnight Business	Overnight Leisure	Day Business	Day Leisure	Overnight Visitors	Day Visitors	Business	Leisure	Total Domestic Visitors
1997	1.39	7.30	2.48	15.50	8.69	17.97	3.87	22.79	26.66
1998	1.42	8.25	2.09	15.71	9.67	17.80	3.50	23.97	27.47
1999	1.26	8.19	2.49	15.39	9.45	17.88	3.75	23.58	27.33
2000	1.48	8.11	2.56	16.21	9.59	18.76	4.04	24.32	28.35
2001	1.39	8.11	2.37	15.87	9.50	18.24	3.76	23.98	27.74
2002	1.46	9.35	2.30	16.54	10.81	18.84	3.76	25.89	29.65
2003	1.54	10.08	2.28	19.11	11.61	21.39	3.81	29.19	33.00
2004	1.87	11.14	2.28	19.27	13.01	21.55	4.15	30.41	34.56
2005	2.02	11.85	2.30	20.03	13.87	22.33	4.31	31.88	36.19
2006	2.01	11.65	2.48	20.04	13.66	22.52	4.49	31.69	36.17
2007	2.01	11.79	2.49	20.51	13.80	23.00	4.51	32.30	36.80
2008	1.89	11.56	2.44	20.83	13.45	23.27	4.34	32.39	36.72
2009	1.80	11.35	2.36	20.50	13.14	22.87	4.16	31.85	36.01
2010	1.93	12.50	2.41	20.58	14.43	22.99	4.34	33.08	37.42
TOTAL	23.5	141.2	33.3	256.1	164.7	289.4	56.8	397.3	454.1
Growth	39%	71%	-3%	33%	66%	28%	12%	45%	40%

Annual Growth Rates									
	Overnight Business	Overnight Leisure	Day Business	Day Leisure	Overnight Visitors	Day Visitors	Business	Leisure	Total Domestic Visitors
1997									
1998	2%	13%	-16%	1%	11%	-1%	-10%	5%	3%
1999	-11%	-1%	19%	-2%	-2%	0%	7%	-2%	0%
2000	18%	-1%	3%	5%	1%	5%	8%	3%	4%
2001	-6%	0%	-7%	-2%	-1%	-3%	-7%	-1%	-2%
2002	5%	15%	-3%	4%	14%	3%	0%	8%	7%
2003	5%	8%	-1%	16%	7%	14%	2%	13%	11%
2004	21%	11%	0%	1%	12%	1%	9%	4%	5%
2005	8%	6%	1%	4%	7%	4%	4%	5%	5%
2006	0%	-2%	8%	0%	-2%	1%	4%	-1%	0%
2007	0%	1%	1%	2%	1%	2%	0%	2%	2%
2008	-6%	-2%	-2%	2%	-3%	1%	-4%	0%	0%
2009	-5%	-2%	-3%	-2%	-2%	-2%	-4%	-2%	-2%
2010	7%	10%	2%	0%	10%	1%	4%	4%	4%
Growth	39%	71%	-3%	33%	66%	28%	12%	45%	40%

Sources: Longwoods International, Tourism Economics