

## Greater Philadelphia Tourism: Ten Facts to Brag About

1. The Greater Philadelphia region welcomed **36 million domestic visitors** in 2009, totaling **417 million since 1997**, when GPTMC placed its first ad. (*Longwoods International, Tourism Economics*)
2. Philadelphia tourism has momentum. The strong growth of visitation has been slowed temporarily only by the 9/11 terrorist attacks and the current economic recession. Visitation to Greater Philadelphia has been on the rise since 1997, increasing by **9.4 million day and overnight visitors**. (*Tourism Economics*)
3. Most visitors to Greater Philadelphia are here to have fun—more than 80% of domestic visitors in 2009 came for a leisure purpose. **11.4 million of those leisure visitors stayed overnight** in 2009; **129 million since 1997** have slept over. (*Tourism Economics*)
4. Leisure travelers filled **735,000 hotel rooms** in downtown Philadelphia in 2009, up 189% from 254,000 in 1997. (*PKF Consulting*)
5. For the sixth straight year, **Saturday night was the busiest night of the week in Center City**, with hotel occupancy at 81% in 2009 (higher than Boston, Washington D.C. or Baltimore). 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*)
6. **GPTMC works every day to tell the Philadelphia story**. In 2009, we generated 501 million advertising impressions and 4,100 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) more than 4 million times, spending the equivalent of 11,000 days browsing content, photos and videos of Greater Philadelphia. (*Mayo-Seitz Media, Cision, Google Analytics*)
7. Tourism is big business. Visitor spending in Greater Philadelphia generates **\$22 million a day in economic impact** for the region—\$8.2 billion for the year in 2009. (*Tourism Economics*)
8. Tourism is an important job generator for Greater Philadelphia. Visitor spending sustained **83,664 full-time jobs** in 2009; that's 5% of all jobs in the region. (*Tourism Economics*)
9. Tourism marketing is a net revenue generator, not a cost to taxpayers. It doesn't compete with priority programs—it helps pay for them. In 2009, visitor spending in Greater Philadelphia generated **\$1.2 billion in federal, state and local taxes**—money that supports schools, libraries and more. (*Tourism Economics*)
10. Every media dollar that GPTMC spends marketing the region generates **\$185 in economic impact** for the region, making the return on investment from tourism marketing immediate, significant, continuous and measurable. (*Econsult*)