Market Calendar: Q4 2017- Q3 2018

Updated Oct 20th, 2017

Month	October	November	December	January	February	March	April	May	June	July	August	September
Avg Temp	66°	55°	44°	40°	44°	53°	62°	72°	83°	87°	85°	78°

IVC Daily Attend (4 yr avg): 15,000 / 10,000 / 5,000 / 0

Phlash Trolley – May 9-December 28

Phlash Trolley – May 9-December 28

Terracotta Warriors – Franklin Institute, Sept 30, 2017 – March 4, 2018

Game Masters – Franklin Institute, March 31 – September 3, 2018

Winter Fountains, Ben Franklin Parkway, December 2017-March 2018

Monument Lab: Sept 16 – Nov 19

Events

Exhibitions

Festivals/ Events

Openings

Sports

Holidays

Fireflies– Penn Museum, Ben Franklin Pkwy, Sept. 5-Oct. 8

Blocktoberfest Oct 14

Halloween, T, Oct 31

Phila Film Festival Oct 19-29

POST Oct 7-8, 14-15

Hispanic Heritage Month Sept 15-Oct 15

OUTFEST Oct 8

Design Philadelphia Oct 5-13

Terror Behind the Walls Sep 15 – Nov 4

Harry Potter Fest. Oct 20-21

Federal Donuts Block Party Oct 1

Philly Free Streets Oct 28

Unity Cup Oct 7 & 8, 21 & 22, 28 & 29, Nov 11

Int'l Dragon Boat Fest Oct 7

Schuylkill Regatta Oct 28-29

Thanksgiving, Th, Nov 23

PMA Craft Show Nov 9-12

First Person Arts Nov 5-18

Thanksgiving Parade Nov 23

Christmas Village Nov 23 – Dec 24

Philly Marathon Nov 17-19

Love Park Reopens Oct. TBD

Christmas Mon, Dec 25

Kwanzaa W, Dec 26- M, Jan 1

New Year Mon, Jan 1

NYE Sun, Dec 31

Mummers Parade Jan 1

MLK Day M, Jan 15

Restaurant Week Jan TBD

Auto Show Jan 27- Feb 4

Valentine's Day, Wed, Feb 14

Presidents' Day M, Feb 19

Cambria Suites opens Feb TBD

Passover F, Mar 30-Sat, Apr 7

St. Patrick's Day Sat, Mar 17

Easter Sun, Apr 1

Craft Beer Fest. Mar 3

Flower Show Mar 3-11

Celebration of Black Arts, April TBD

Phila Antiques Show Apr 20-22

Philly Tech Week Apr 27-May 5

Hyatt Place - Airport Opens April TBD

Penn Relays April 26-28

Memorial Day, M, May 28

Int'l Children's Festival May 17-19

Tall Ships Fest May 25-28

Roots Picnic May TBD

College Graduations TBD

Broad St Run TBD

Stotesbury Cup Regatta May 18-19

Dad Vail Regatta May TBD

Philadelphia Int'l Film Festival June TBD

Odunde Festival June TBD

Philly Beer Week June TBD

PrideDay Fest. June TBD

PECO Multicult. Series June TBD

Manayunk Arts Festival June TBD

Cycling Classic Jun TBD

Wed, July 4

Wawa Welcome America Jul 4

Bastille Day Sat, July 14

XPoNential Music Fest. July TBD

Four Seasons at Comcast Center July/August TBD

Black Star Film Festival Aug TBD

Labor Day, M, Sept 3

Yom Kippur, T, Sept 18- W, Sept 19

Made in America Labor Day

Fringe Fest Sept TBD

Hispanic Heritage Month: Sep 15-Oct 15

Festival O Sep TBD

Terror Behind the Walls: Sep-Nov

Rock & Roll Half Marathon Sept TBD

Breast Cancer Walk Sept TBD

Conventions (Peak 1,500 +)

- Oct 7-10, 6,000 — American Osteopathic
- Oct 9-12, 2,000 — Out and Equal
- Oct 21-24, 6,000 — In't Assoc. of Chiefs of Police
- Oct 31-Nov 3, 4,300 — EDUCAUSE
- Nov 6-8, 1,600 — Assoc. for Middle Level Ed.
- Dec 2-6, 3,500 — Society for Cell Biology
- Dec 8-9, 6,000 — Army-Navy
- Jan 1-7, 7,500 — American Econ. Assoc.
- Jan 17-21, 2,500 — Nat. Soccer Coaches
- Feb 8-11, 2,000 — Nat. Title 1 Assoc.
- Mar 3-7, 2,500 — Nat. Assoc. Student Personnel
- Mar 20-24, 3,200 — Public Library Assoc.
- Mar 31-Apr 2, 4,000 — 2018 NE Qualifier Volleyball
- Apr 16-18, 1,500 — Subaru of America
- Apr 24-26, 2,000 — UBM, LLC
- May 7-10, 1,800 — Assoc. for Iron & Steel Tech.
- Mid May — College Graduations
- May 20-23, 2,800 — Industrial Hygiene Assoc.
- May 27-Jun 1, 5,200 — NAFSA Assoc. of Int'l Educators
- Jun 10-15, 2,600 — IEEE
- Jun 23-27, 2,800 — Society of Nuclear Medicine & Molecular Imaging
- July 17-19, 1,500 — AVID Center
- Aug 11-14, 2,100 — American Sociological Association
- Sep 29-Oct 2, 2,000 — Nat'l Electrical Contractors

Daily CC Hotel Occ

Smith Travel Research 3 year avg

Avg Occ	85%	73%	58%	60%	67%	76%	81%	81%	84%	80%	79%	77%
Month	October	November	December	January	February	March	April	May	June	July	August	September