

CENTER CITY, PHILADELPHIA

Hotel market mix: 1997-2016



YEAR	TOTAL HOTEL SUPPLY	TOTAL HOTEL DEMAND	HOTEL OCCUPANCY	INDIVIDUAL LEISURE	BUSINESS	GROUP	SHARE INDIVIDUAL LEISURE	SHARE BUSINESS	SHARE GROUP
1997	2,446,000	1,794,000	73.3%	254,000	771,000	769,000	14%	43%	43%
1998	2,456,000	1,756,000	71.5%	293,000	742,000	721,000	17%	42%	41%
1999	2,872,000	1,958,000	68.2%	386,000	784,000	788,000	20%	40%	40%
2000	3,589,000	2,282,000	63.6%	418,000	881,000	983,000	18%	39%	43%
2001	3,889,000	2,340,000	60.2%	476,000	893,000	971,000	20%	38%	41%
2002	3,902,000	2,575,000	66.0%	573,000	886,000	1,116,000	22%	34%	43%
2003	3,871,000	2,570,000	66.4%	675,000	910,000	985,000	26%	35%	38%
2004	3,817,000	2,702,000	70.8%	687,000	981,000	1,034,000	25%	36%	38%
2005	3,739,000	2,716,000	72.6%	657,000	993,000	1,068,000	24%	37%	39%
2006	3,591,000	2,642,000	73.6%	671,000	922,000	1,049,000	25%	35%	40%
2007	3,614,000	2,679,000	74.1%	685,000	930,000	1,064,000	26%	35%	40%
2008	3,677,000	2,595,000	70.6%	714,000	883,000	998,000	28%	34%	38%
2009	3,745,000	2,558,000	68.3%	736,000	887,000	936,000	29%	35%	37%
2010	3,862,000	2,753,000	71.3%	815,000	986,000	953,000	30%	36%	35%
2011	3,864,000	2,774,000	71.8%	796,000	988,000	990,000	29%	36%	36%
2012	3,957,000	2,903,000	73.4%	828,000	1,030,000	1,045,000	29%	35%	36%
2013	4,088,000	3,000,000	73.4%	922,000	1,068,000	1,009,000	31%	36%	34%
2014	4,094,000	3,100,000	75.5%	948,000	1,106,000	1,035,000	31%	36%	33%
2015	4,058,507	3,114,000	76.7%	983,000	1,101,000	1,030,000	32%	35%	33%
2016	4,077,000	3,180,000	78.0%	1,006,000	1,113,000	1,062,000	32%	35%	33%

SEGMENT DEFINITIONS

Individual Leisure: Includes leisure groups of less than 10 rooms

Business: Includes transient commercial, airline crews and government

Group: Includes Convention Center related group bookings, non-Convention Center related groups of 10+, and groups sold by hotels

Source: CBRE Hotels