

PHILADELPHIA'S LEISURE STORY



WHO WE ARE

VISIT PHILADELPHIA®:

That's our name because that's what we get people to do.

We increase the number of visitors, the number of nights they stay and the number of things they do. These marketing efforts also enhance the quality of life and sense of pride for residents.

VISIT PHILADELPHIA placed its first ad in 1997, marking the first time that people were invited to Greater Philadelphia for leisure—in other words, to have fun. Today, Philadelphia is a leisure travel destination.

The city once relied only on blockbuster events to fill leisure rooms. Now, people know that it's always a good time to visit. They're choosing Philly because of Philly—and because 2015 promises terrific events.

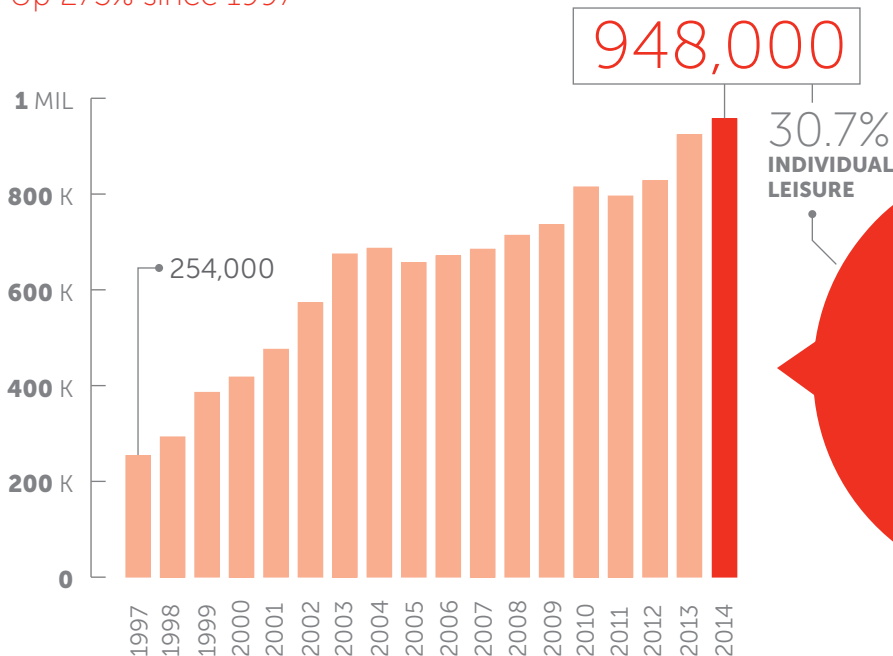
CENTER CITY PHILADELPHIA 2014

RECORD HOTEL OCCUPANCY: **75.5%** IN CENTER CITY PHILADELPHIA
3.1 MILLION ROOM NIGHTS

Source: PKF Consulting

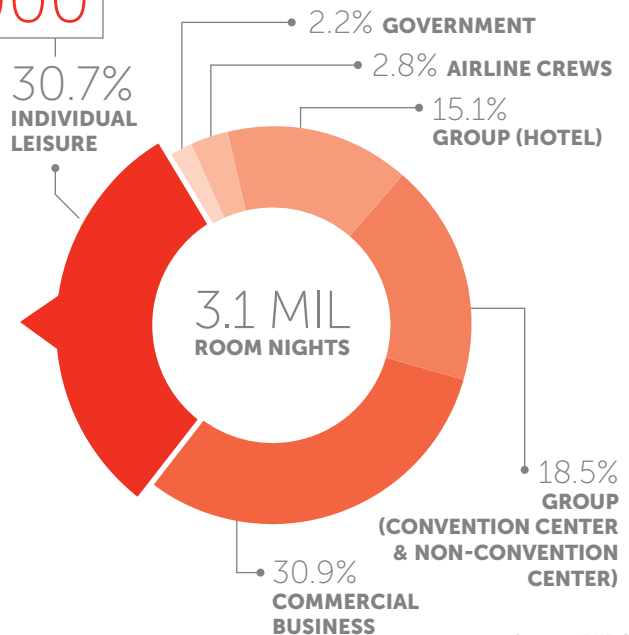
LEISURE HOTEL ROOM NIGHTS

Up 273% since 1997



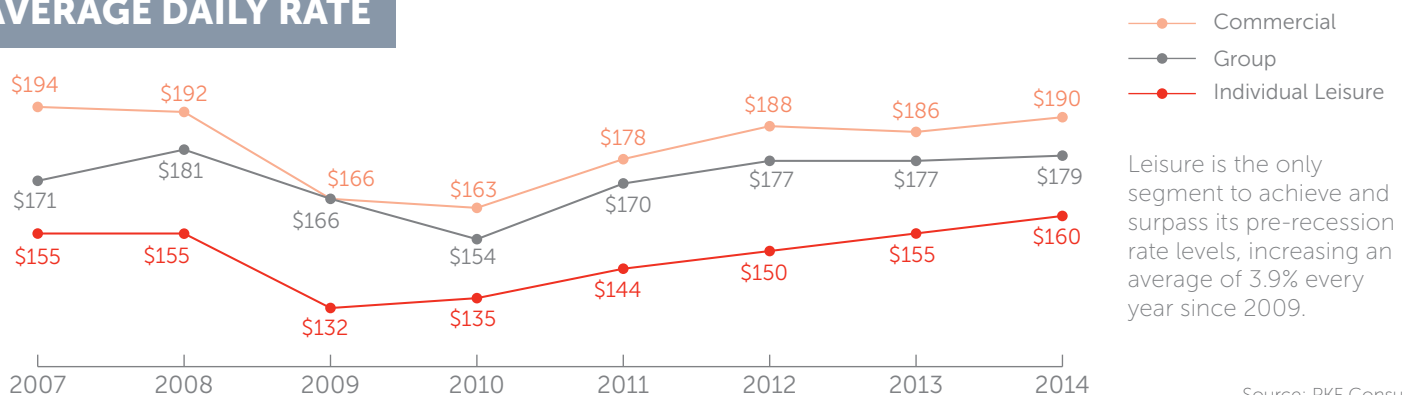
HOTEL MARKET MIX

Leisure is a gap filler, and then some.



Source: PKF Consulting

AVERAGE DAILY RATE

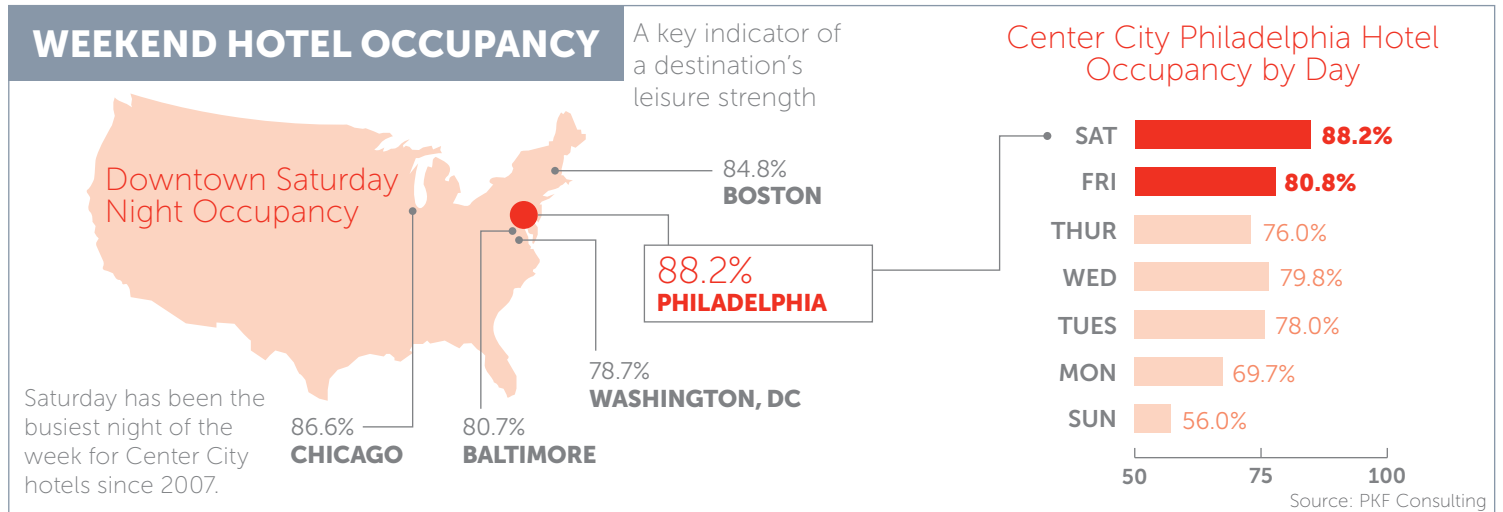


Leisure is the only segment to achieve and surpass its pre-recession rate levels, increasing an average of 3.9% every year since 2009.

Source: PKF Consulting

Since VISIT PHILADELPHIA began marketing and public and private investments have made Philadelphia a better destination, visitation has soared. Every stat related to leisure travel to Philadelphia—which is our specific goal—has increased exponentially.

CENTER CITY PHILADELPHIA 2014 (CONT.)



GREATER PHILADELPHIA 2013*

* The last year for which data is available

