

# THE HOTEL STORY

*Demand for our hotels is higher than ever before, meaning more people want to be here to experience the region.*

Hotel Facts and Figures, 2012				
	National	Greater Philadelphia	Philadelphia County	Center City
Total Room Revenue	\$115 billion +7.3%	\$1.10 billion +6.8%	\$639 million +7.8%	\$488 million +9.4%
Annual Room Demand	1.1 billion	8.51 million	4.16 million	2.90 million
Occupancy	61.4%	68.4%	73.4%	73.4%
Average Daily Rate	\$106	\$129	\$154	\$168
Daily Room Supply	4.9 million	34,000	15,500	10,800
Source	Smith Travel Research	Smith Travel Research	Smith Travel Research	PKF Consulting

- Philadelphia's hotels performed well in 2012, with **occupancy and rates above the national average.**

- **8.5 million hotel rooms** were filled in the Greater Philadelphia region, generating more than **\$1.1 billion in revenue**, a 7% increase over 2011.

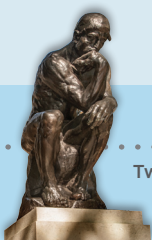
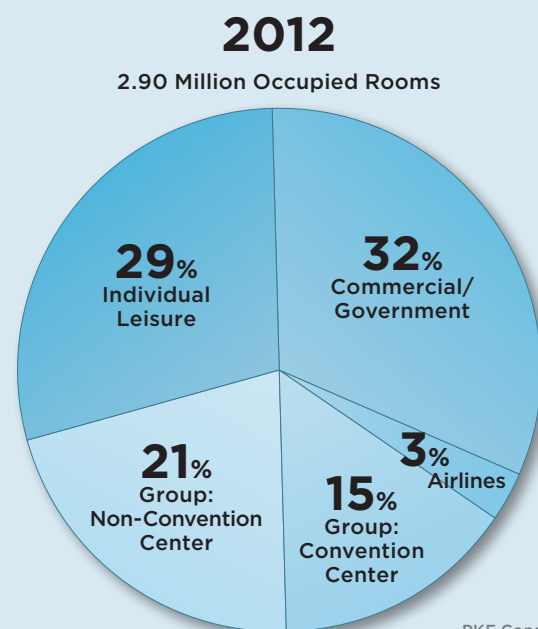
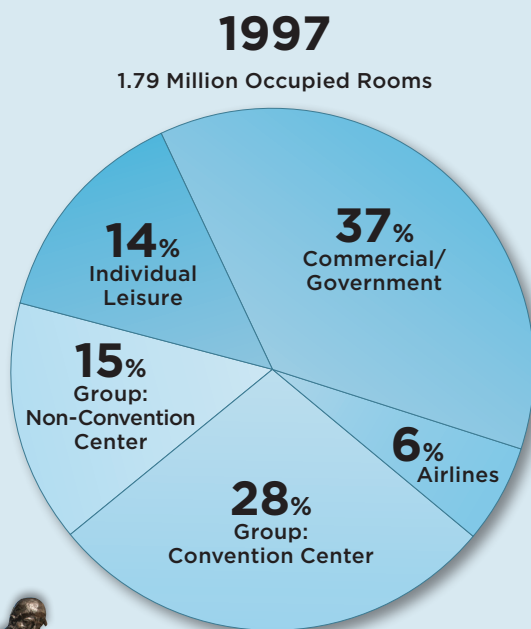
## Leisure Growth

As Philadelphia's appeal as a destination has grown, the leisure segment has become a key driver of downtown hotel demand.

- **Saturday night has been the busiest night of the week** for Center City hotels over the past decade, with Saturday night occupancy reaching 85% in 2012.

- Individual leisure travelers accounted for **832,000 Center City hotel room nights** in 2012, 29% of all demand. That's up from 254,000 in 1997, when leisure accounted for just 14% of room nights.

## Center City Hotel Market Mix



Two museums reopen: Rodin Museum and Philadelphia History Museum at the Atwater Kent



2013

KidZooU debuts at Philadelphia Zoo

*For the complete Tourism Timeline and other GPTMC reports, go to [visitphilly.com/research](http://visitphilly.com/research).*