

IMPACT OF TRAVEL

Travel is an important industry in Philadelphia. Visitors generate taxes and jobs, and they support area businesses. All of this activity builds the quality of life in Philadelphia.

The Greater Philadelphia travel economy generates **\$27 million in economic impact every day—\$9.75 billion for the year** in 2012.

- Visitor spending supported **88,761 regional jobs** in 2012, with a **\$2.94 billion paycheck**.
- Visitor spending generated **\$622 million in state and local taxes** in 2012.

Greater Philadelphia Travel Economy Impact, 2007-2012						
	2012	2011	2010	2009	2008	2007
Economic Impact	\$9.75 billion +4.5%	\$9.34 billion +7.5%	\$8.69 billion +6.5%	\$8.17 billion -12.4%	\$9.32 billion +0.3%	\$9.29 billion —
Jobs Supported	88,761	86,498	84,807	83,664	87,384	88,225
Wages Generated	\$2.94 billion	\$2.85 billion	\$2.71 billion	\$2.61 billion	\$2.82 billion	\$2.74 billion
State Taxes Generated	\$329 million	\$315 million	\$296 million	\$279 million	\$316 million	\$315 million
Municipal Taxes Generated	\$293 million	\$285 million	\$273 million	\$258 million	\$294 million	\$292 million

Tourism Economics

Impact On Residents

Visitor dollars build the quality of life in Philadelphia. Travelers spend money at the region's hotels where residents work, at the attractions they love to visit, the stores where they love to shop and the restaurants where they love to eat. None of these great amenities have a "Visitors Only" sign—the more people visit, the more vibrant the region.

Destination marketing also helps to build hometown pride. Residents love to know that people want to experience their town, and Philadelphians beam with pride when they know that their city is topping best-of lists and drawing more visitors. We're a proud people—and we have good reason to be.

THE TRAVEL EFFECT

The U.S. Travel Association recently launched Travel Effect, a campaign dedicated to helping build awareness of the seen and sometimes unseen benefits of travel. The campaign focuses on three primary travel impacts:

Effects on the Economy:

Travel supports more than 14 million jobs nationwide and generates nearly \$2 trillion in economic output.

Effects on Business:

Studies have shown that travel decreases employee burnout and absenteeism. What's more, companies that support business travel see better earnings—even in a tough economy.

Effects on Individuals:

Travel isn't all about business—it strengthens relationships, relieves stress and promotes happiness and well-being.

U.S. TRAVEL
ASSOCIATION

TRAVEL EFFECT
YOU'LL KNOW WHEN YOU GO

To learn more,
visit traveleffect.com



2012
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BARNES
THE BARNES FOUNDATION

Barnes Foundation opens on the Parkway



Virgin, Spirit and Alaska Airlines start service