

OUR VISITORS

As Philadelphia has evolved as a tourism destination, visitors have taken note, with 39 million domestic visitors traveling to the five-county region in 2012. Since 1997, when GPTMC first began advertising, domestic visitation to Greater Philadelphia has risen steadily.

Greater Philadelphia Domestic Visitation, 1997-2012 (in millions)				
	2012	1997	Net	Growth
Total Visitation	38.8	26.7	12.1	45%
Day Leisure	21.0	15.5	5.5	35%
Overnight Leisure	13.1	7.3	5.8	80%
Day Business	2.6	2.5	0.1	3%
Overnight Business	2.1	1.4	0.7	50%
Leisure	34.1	22.8	11.3	50%
Business	4.7	3.9	0.8	20%
Day	23.6	18.0	5.6	31%
Overnight	15.2	8.7	6.5	75%

Tourism Economics/Longwoods International

Since 1997, Philadelphia has seen:

45% growth in total visitation, an increase of 12 million visitors

75% growth in overnight trips, more than twice as fast as day trips

80% growth in overnight leisure, the fastest of any segment

Who They Are & Where They Come From

Philadelphia's overnight visitors are educated and affluent. They spend an average of 2.5 nights in the region on their visit.

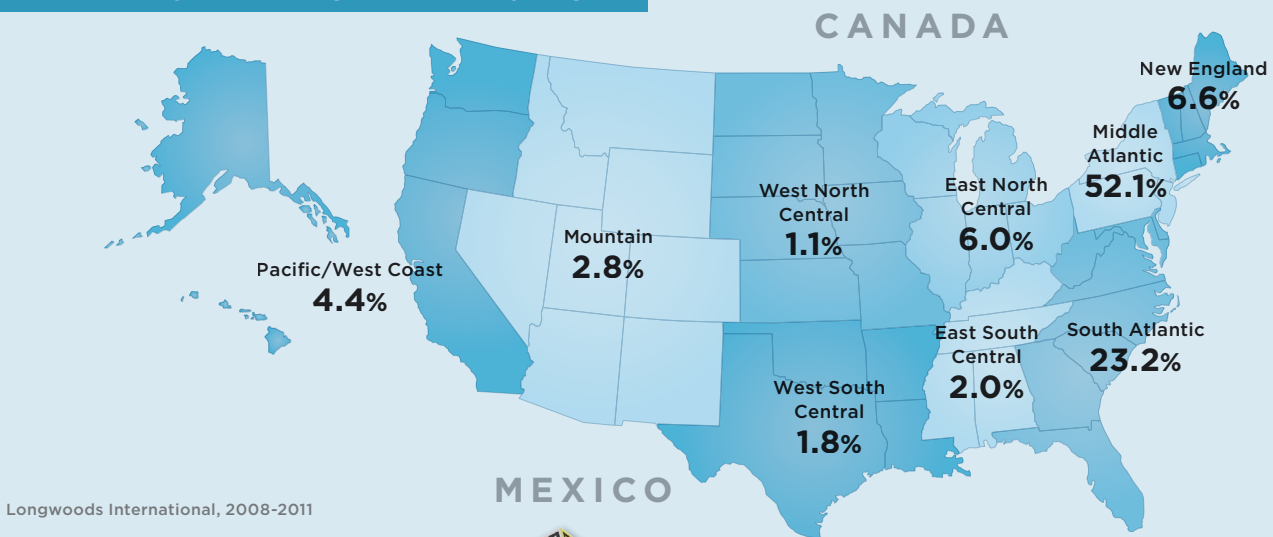
Philadelphia attracts visitors from all over the country and all across the globe, but the majority of visitors come from our highly populated East Coast drive markets.

Greater Philadelphia Overnight Visitor Demographics

Age	44.5
Household Income	\$85,071
College Degree or Higher	67%
Married/Living with Partner	64%
Traveling with Children	21%
Length of Stay (nights)	2.5

Longwoods International, 2008-2011

Greater Philadelphia Overnight Visitors By Region



Longwoods International, 2008-2011

Two major festivals debut:
Philadelphia International Festival of the Arts
and Philadelphia Science Festival



Several parks and public spaces open:
Race Street Pier, Penn Park,
Lenfest Plaza and Sister Cities Park

