

Greater Philadelphia Tourism: Visitation and Economic Impact 2019

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About Econsult Solutions, Inc.

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1. Greater Philadelphia Domestic Visitation

Background

The information below details ESI's estimates of domestic visitor volume to Greater Philadelphia for 2019 based on our established index modeling approach. Estimates are calculated as a percentage change from reported figures for 2018 and then translated into the number of visitors, such that they are consistent with the existing time series.

Domestic volume estimates are then combined with international visitation estimates calculated by Tourism Economic for the Philadelphia Convention and Visitors Bureau (PHLCVB) to serve as an input in the visitor spending, economic impact and tax revenue calculations presented later in this report.

Index Modeling Approach

Index modeling is a frequently applied technique in economic forecasting that combines a variety of inputs to develop a composite estimate of year over year change for a given metric. ESI (and previously Tourism Economics) have used index modeling to estimate growth trends by segment for domestic visitation to Greater Philadelphia for several. The percentage change in each segment is applied to the visitation from the previous year to estimate visitation for 2019.

Figure 1.1 shows the included components by visitor segment for the ESI domestic visitor volume index model. Input data is largely provided by Visit Philadelphia, with the original source frequently the travel service provider itself. Index components with the highest weight are highlighted in green while those with the lowest weight are highlighted in gray. Model components remain identical to those used in prior years.

Figure 1.2 shows year over year change by quarter and year to date for each input into the visitation model. In general, year over year metrics showed a sluggish start to the year, impacted in part by a government shutdown through most of January 2019, before accelerating in the second half of the year.

- Hotel demand started slow and grew as the year went on, slightly exceeding 2018 levels regionally and falling just below 2018 levels within the Center City.
- Attractions saw a decrease early in the year but recovered through the end of the year, both in the historic district and for other key attractions in the city.¹
- PHL Airport and Amtrak 30th Street Station arrivals were moderately up throughout the year, with the airport setting a record for annual arrivals.
- Employment growth was steady across tourism and business sectors throughout the year.

¹ The "other attractions" group includes the Philadelphia Museum of Art, Franklin Institute, Reading Terminal Market, Academy of Natural Sciences, Philadelphia Zoo, Please Touch Museum, Mutter Museum and Barnes Foundation. INHP visitation totals reported by the National Park Service are adjusted to account for the government shutdown from Dec 2018 to Jan 2019, which led to closures of the Liberty Bell and Independence Hall impacting year over year comparisons.

Figure 1.1 – ESI Greater Philadelphia Visitor Volume Index Model Components

Metric	Overnight Leisure	Day Leisure	Overnight Business	Day Business	
Hotels					<i>Weighting Key</i>
Rooms Sold – 5 County	✓	✓	✓	✓	High Weight
Rooms Sold – Center City	✓	✓	✓	✓	Medium Weight
CC Leisure Demand	✓	✓	✓		Low Weight
CC Commercial Demand			✓	✓	
CC Group Demand	✓	✓	✓	✓	
Attractions					
INHP Attractions	✓	✓		✓	
Other Attractions	✓	✓		✓	
Transportation					
PHL Domestic Scheduled Arrivals	✓	✓	✓		
AMTRAK non-commuter Arrivals	✓	✓	✓	✓	
Employment					
Tourism Sectors	✓	✓	✓		
Business Sectors			✓	✓	

Figure 1.2 – Year over Year Change in Modeled Input Performance, 2019

Metric	Q1	Q2	Q3	Q4	Total
Hotels					
Rooms Sold – 5 County	-5.4%	1.4%	1.8%	4.0%	0.6%
Rooms Sold – Center City	-7.5%	-1.7%	-0.4%	3.3%	-1.4%
CC Leisure Demand	-5.1%	-4.4%	1.2%	5.9%	-0.3%
CC Commercial Demand	-1.0%	-3.6%	3.1%	6.3%	1.1%
CC Group Demand	-20.1%	4.6%	-2.0%	0.4%	-3.3%
Attractions					
INHP Visitation	-9.3%	4.1%	-2.9%	0.7%	-0.9%
Other Attractions Visitation	-2.5%	9.9%	3.8%	3.1%	4.0%
Transportation					
PHL Domestic Scheduled Arrivals	3.9%	2.6%	2.4%	3.2%	3.0%
AMTRAK non-commuter Arrivals	2.0%	2.0%	1.9%	2.0%	2.0%
Employment					
Tourism Sector	2.5%	3.0%	3.2%	4.1%	3.2%
Business Sectors	3.0%	3.0%	3.0%	3.0%	3.0%

2019 Visitor Volume Estimates

Figure 1.3 shows domestic visitor volume estimates and year over year growth by segment. **Total domestic visitor volume is estimated at 44.43 million**, an increase of 0.8% from 44.06 million in 2018.

- Modest growth was observed across all sectors (day and overnight, business and leisure).

Figure 1.3 – Annual Domestic Visitation to Greater Philadelphia, 2018-2019 (in Millions)

Year	Total	Overnight Leisure	Overnight Business	Day Leisure	Day Business	Overnight	Day	Leisure	Business
2019	44.43	15.63	2.46	23.53	2.81	18.09	26.34	39.16	5.27
2018	44.06	15.55	2.44	23.28	2.79	17.99	26.07	38.83	5.23
% Chg	0.8%	0.5%	0.8%	1.1%	0.7%	0.6%	1.0%	0.8%	0.8%

When combined with international visitation (including visitors from overseas markets, Canada, and Mexico) **total visitation to Greater Philadelphia in 2019 was 46 million**.

Quarterly Trends

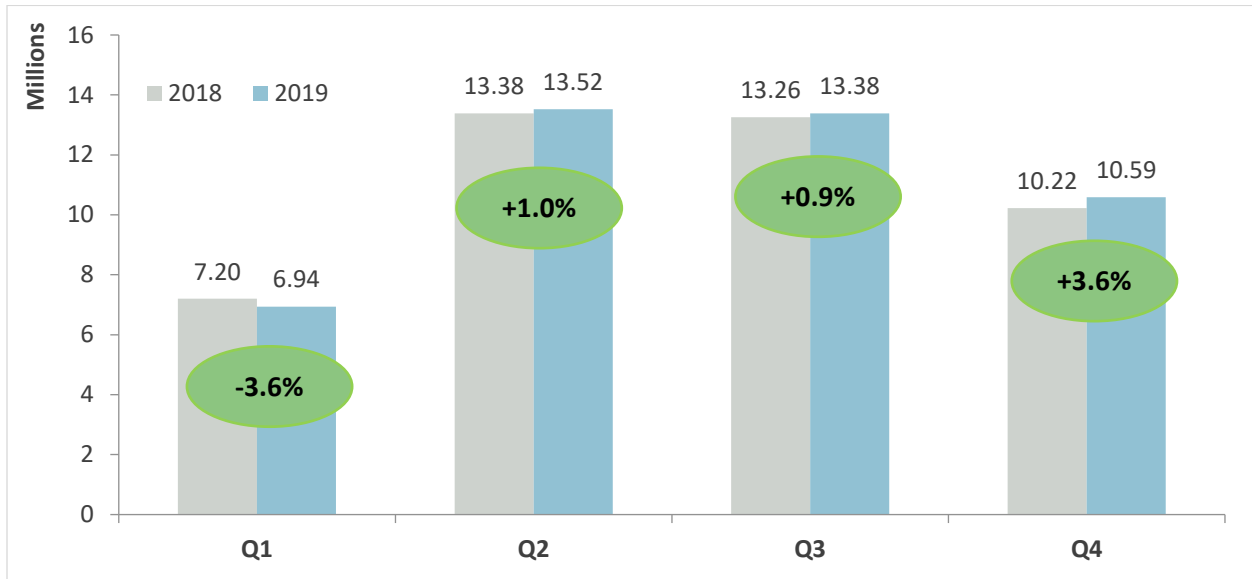
Figures 1.4 and Figure 1.5 show quarterly growth trends for 2019 relative to 2018.

- Visitation declined in Q1 relative to 2018 (down 3.6%), before rebounding to modest growth in Q2 and Q3 (around 1%), and stronger growth in Q4 (up 3.6%)

Figure 1.4 – Annual Domestic Visitation to Greater Philadelphia, 2018-2019 (in Millions)

Year	Total	Overnight Leisure	Overnight Business	Day Leisure	Day Business	Overnight	Day	Leisure	Business
Q1 2019	6.94	2.37	0.57	3.30	0.71	2.94	4.01	5.67	1.28
Q2 2019	13.52	4.70	0.66	7.43	0.73	5.36	8.16	12.13	1.39
Q3 2019	13.38	4.85	0.60	7.23	0.70	5.45	7.93	12.08	1.30
Q4 2019	10.59	3.71	0.63	5.57	0.67	4.34	6.24	9.28	1.30
Q1 2018	7.20	2.47	0.58	3.42	0.74	3.05	4.16	5.89	1.32
Q2 2018	13.38	4.68	0.66	7.34	0.70	5.34	8.04	12.02	1.36
Q3 2018	13.26	4.81	0.59	7.16	0.70	5.40	7.86	11.97	1.29
Q4 2018	10.22	3.59	0.61	5.36	0.65	4.20	6.01	8.95	1.26
Q1 % Chg	-3.6%	-4.0%	-1.7%	-3.5%	-4.1%	-3.6%	-3.6%	-3.7%	-3.0%
Q2 % Chg	1.0%	0.4%	0.0%	1.2%	4.3%	0.4%	1.5%	0.9%	2.2%
Q3 % Chg	0.9%	0.8%	1.7%	1.0%	0.0%	0.9%	0.9%	0.9%	0.8%
Q4 % Chg	3.6%	3.3%	3.3%	3.9%	3.1%	3.3%	3.8%	3.7%	3.2%

Figure 1.5 – Total Domestic Visitation to Greater Philadelphia by Quarter (in Millions)



Historical Trends

Figure 1.6 shows annual growth in total visitation from 2009 to 2019. 2019 represented the 10th consecutive year of domestic visitation growth in Greater Philadelphia since a recession driven low in 2009.

- Total domestic visitation has increased by 23% over the 2009-2019 period, growing by 7.4 million from 36.01 million in 2009 to 44.43 million in 2019.

Figure 1.6 – Annual Total Visitation and Domestic Leisure Visitation, 2009-2019 (in Millions)

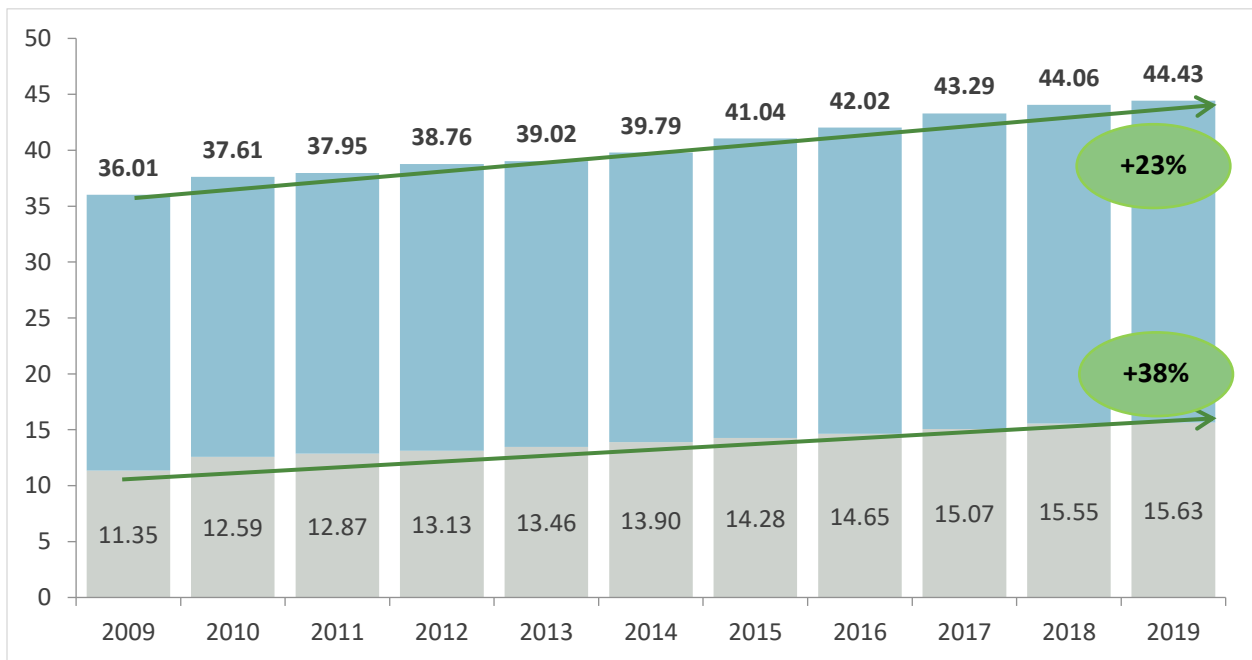


Figure 1.7 shows growth in domestic visitation by segment from 2009 to 2019. Growth in overnight visitation (+38%) has significantly outpaced growth in day visitation (+15%) over this period.

- Day visitation slightly outpaced overnight visitation in 2019 vs. 2018 (+1.0% vs +0.6%)

Figure 1.7 –Growth Rates in Domestic Visitation by Segment, 2009-2019

Year	Total	Overnight Leisure	Overnight Business	Day Leisure	Day Business
2009	36.01	11.35	1.8	20.5	2.36
% Chg 2010	4.4%	10.9%	7.2%	0.8%	2.5%
% Chg 2011	0.9%	2.2%	3.6%	-0.2%	1.7%
% Chg 2012	2.1%	2.0%	4.5%	1.7%	4.1%
% Chg 2013	0.7%	2.5%	0.5%	-0.4%	0.4%
% Chg 2014	2.0%	3.3%	3.3%	1.1%	1.2%
% Chg 2015	3.2%	2.7%	1.4%	3.6%	3.5%
% Chg 2016	2.4%	2.6%	2.8%	2.1%	2.6%
% Chg 2017	3.1%	2.9%	3.2%	3.2%	2.4%
% Chg 2018	1.8%	3.2%	4.7%	0.8%	-0.4%
% Chg 2019	0.8%	0.5%	0.8%	1.1%	0.7%
2019	44.43	15.63	2.46	23.53	2.81
Growth 2009-2019 (#)	8.42	4.28	0.66	3.03	0.45
Growth 2009-2019 (%)	23.4%	37.7%	36.7%	14.8%	19.1%
Annual Growth Rate	2.1%	4.1%	4.0%	1.7%	2.2%

Year	Total	Overnight	Day	Leisure	Business
2009	36.01	13.15	22.86	31.85	4.16
% Chg 2010	4.4%	10.4%	1.0%	4.4%	4.6%
% Chg 2011	0.9%	2.4%	0.0%	0.7%	2.5%
% Chg 2012	2.1%	2.4%	2.0%	1.9%	4.3%
% Chg 2013	0.7%	2.2%	-0.3%	0.7%	0.4%
% Chg 2014	2.0%	3.3%	1.1%	2.0%	2.1%
% Chg 2015	3.2%	2.6%	3.5%	3.2%	2.5%
% Chg 2016	2.4%	2.6%	2.2%	2.7%	2.3%
% Chg 2017	3.0%	2.9%	3.1%	3.1%	2.2%
% Chg 2018	1.8%	3.4%	0.7%	1.8%	1.9%
% Chg 2019	0.8%	0.6%	1.0%	0.8%	0.8%
2019	44.43	18.09	26.34	39.16	5.27
Growth 2009-2019 (#)	8.42	4.94	3.48	7.31	1.11
Growth 2009-2019 (%)	23.4%	37.6%	15.2%	23.0%	26.7%
Annual Growth Rate	2.1%	4.1%	1.8%	2.6%	3.0%

2. Greater Philadelphia Tourism Economic Impact

Background

The information below details ESI's estimates of visitor spending and economic impact in Greater Philadelphia for 2019. These estimates include spending by the 46 million domestic and international visitors to the region.

Direct spending refers to point of sale purchases by visitors, prior to any indirect or induced economic effects. Our modeling approach for direct spending combines changes in the volume of visitors (as described in section 1) with estimates of the change in per capita visitor spending by category.

Each direct dollar spent in the region has "spillover" impacts throughout the supply chain (indirect impacts) and as earnings are recirculated in the form of household spending (induced impacts). The total economic impact is calculated as the sum of these direct and spillover impacts. Both spending and impact estimates are modeled on an annual percentage change basis and applied to reported results for 2018 to ensure a consistent time series of results.

Spending and economic impact estimates also serve as an input into the tax revenue calculations presented in Section 3.

Modeling Approach

Changes in direct spending by sector are modeled as a function of changes in the number of visitors and changes in per visitor spending patterns. Spending patterns are similarly developed through a balanced approach that accounts for a broad "basket" of indicators of changes in prices (i.e. inflation) and spending patterns in each sector. Key inputs include:

- Survey panel data from Longwoods International;
- Aggregated credit card transaction from Visa Vue;
- National data by sector from the BEA National Income and Product Account (NIPA) and the BLS Consumer Price Index (CPI);
- Industry and location-specific data where available, such as hotel rates at various geographies reported by Smith Travel Research, airfare data specific to flights originating from PHL and gas price data by geography.

These inputs are supplemented with preliminary estimates provided by PHLCVB of international visitation and spending. Input-output modeling is then used to estimate the spillover impacts of that direct spending within the regional economy, using the industry standard IMPLAN framework. This framework is also used to translate direct and spillover economic output into associated employment and labor earnings supported.

2019 Direct Visitor Spending

Figure 2.1 shows direct visitor spending for 2019 by sector. **Direct spending totaled \$7.64 billion in 2019**, an increase of 1.1% (or \$83 million) from \$7.56 billion in 2018.

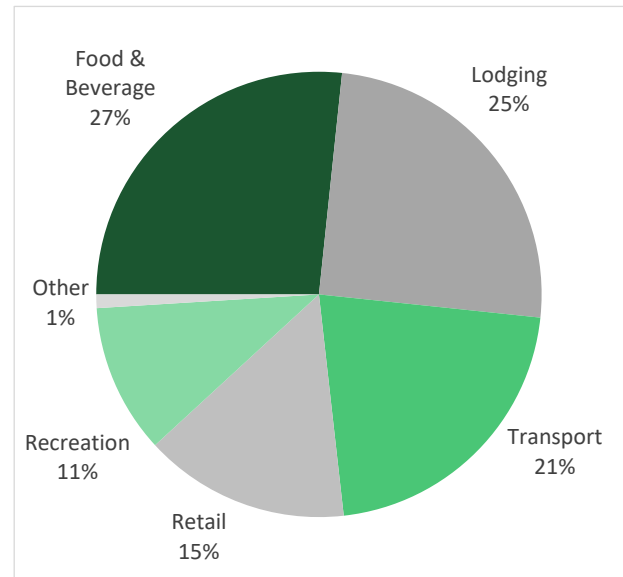
Growth in spending is driven by a combination of growth and changes in the mix of visitation and increases in per visitor spending (due to inflation and/or additional growth). 2019 saw modest growth in per visitor spending, with an 0.8% increase in domestic visitation resulting in a 1.1% increase in direct visitor spending.

Direct spending is primarily concentrated in five sectors of the economy, with food and beverage and lodging purchases accounting for slightly more than half of total visitor spending.

- All major sectors except transportation saw an increase in visitor spending relative to 2018.
 - Transportation spending saw a decrease of -1.1%, lead by a relative decrease in the price of travel expenses such as fuel.
- Recreation spending saw the greatest increase (+4.8%) compared to 2018

Figure 2.1 – Greater Philadelphia Direct Visitor Spend by Sector, 2018-2019 (\$ Millions)

Sector	2019	2018	% Chg
Food & Beverage	\$2,025	\$2,015	+0.5%
Lodging	\$1,915	\$1,890	+1.3%
Transportation	\$1,611	\$1,629	-1.1%
Retail	\$1,154	\$1,129	+2.2%
Recreation	\$860	\$820	+4.8%
Other	\$77	\$74	+2.9%
Total	\$7,641B	\$7,558B	+1.1%



Figures 2.2 and 2.3 below show the distribution and growth in direct visitor spending by sector based on visitor location and type.

- Figure 2.2 shows spending within the City of Philadelphia and the suburban counties (Bucks, Chester, Delaware, Montgomery) that comprise the region. Growth was concentrated in the suburban counties, which increased by 2.8% while spending in Philadelphia fell slightly (-0.1%).
- Figure 2.3 shows spending broken down by trip type, including day and overnight visitors, and leisure and business visitors. All visitor segments showed modest growth in spending, with day growth slightly outpacing overnight growth and leisure growth slightly outpacing business growth.

Figure 2.2 – Direct Visitor Spending – Philadelphia and Suburban Counties (\$ Millions)

Sector	Total	Suburban		Philadelp	Suburban
		Philadelphia	Counties	hia Growth	Growth
Food & Beverage	\$2,025	\$1,143	\$881	-1.1%	2.6%
Lodging	\$1,915	\$1,103	\$812	1.3%	1.4%
Transportation	\$1,611	\$988	\$623	-2.7%	1.5%
Retail	\$1,154	\$641	\$513	0.6%	4.2%
Recreation	\$860	\$484	\$376	3.4%	6.7%
Other	\$77	\$44	\$33	0.8%	5.9%
Total	\$7,641	\$4,403	\$3,238	-0.1%	2.8%

Figure 2.3 – Direct Visitor Spending by Trip Type (\$ Millions)

Sector	Total	2019 Spending (in \$Millions)				Year over Year Growth, 2018-2019 (%)			
		Overnight Spend	Day Spend	Leisure Spend	Business Spend	Overnight Growth	Day Growth	Leisure Growth	Business Growth
Food & Beverage	\$2,025	\$1,337	\$687	\$1,433	\$591	0.0%	1.3%	0.8%	-0.4%
Lodging	\$1,915	\$1,915	\$0	\$1,210	\$705	1.3%	--	1.8%	0.5%
Transportation	\$1,611	\$1,034	\$577	\$1,270	\$341	-1.2%	-1.0%	-0.8%	-2.5%
Retail	\$1,154	\$688	\$466	\$812	\$342	4.3%	5.4%	2.8%	0.8%
Recreation	\$860	\$497	\$363	\$664	\$195	4.3%	5.4%	5.1%	3.9%
Other	\$77	\$77	\$0	\$0	\$77	2.9%	--	--	2.9%
Total	\$7,641	\$5,547	\$2,093	\$5,390	\$2,251	0.8%	1.8%	1.5%	0.2%

2019 Economic Impact

The economic impact of Greater Philadelphia’s visitors is the sum of direct spending by tourists and the effects that those dollars have on the local economy. Impacts include not only total economic activity attributable to visitor spending, but the jobs and earnings that this activity supports, and the tax revenue that it generates.

Figure 2.4 shows the economic, employment and earnings impact of direct and spillover activity attributable to visitor spending in the Philadelphia region. The regional economic impact of visitor spending was **\$12.33 billion in 2019**, an increase of 1.4% (or \$165 million) from \$12.17 billion in 2018.

- This impact is equivalent to \$33.8 million per day in economic activity
- This activity supported 105,460 jobs across the region, an increase of 1.6% (or 1,680 jobs)
- This employment supported \$3.72 billion in earnings (including wages and benefits), an increase of 2.0%.

Figure 2.4 – Greater Philadelphia Economic Impact, 2018-2019

Metric	Total	Direct Impact	Indirect / Induced
2019			
Output (\$M)	\$12,331	\$7,641	\$4,691
Employment (jobs)	105,460	77,820	27,640
Personal Income (\$M)	\$3,721	\$2,228	\$1,493
2018			
Output (\$M)	\$12,166	\$7,567	\$4,598
Employment (jobs)	103,780	76,550	27,230
Personal Income (\$M)	\$3,647	\$2,184	\$1,463
% Change			
Output	1.4%	1.0%	2.0%
Employment	1.6%	1.7%	1.5%
Personal Income	2.0%	2.0%	2.1%

Figure 2.5 below breaks out economic impacts by geography (Philadelphia and suburban counties)² and by visitation type (business and leisure).

- Among domestic visitors, 62% (27.6 million) visited Philadelphia on their trip, while 49% (21.8 million) visited one or more suburban counties.³
- The City of Philadelphia represents 58% of total regional economic impact (\$7.1 billion), 53% of employment (56,105 jobs), and 55% of earnings (\$2.05 billion), with the remaining impact occurring in the suburban counties.
- Leisure visitors account for \$5.4 billion in direct spending (70% of the total) and \$8.7 billion in economic impact (70% of the total). This activity supports 75,285 jobs with \$2.61 billion in earnings.

Figure 2.5 – Breakdown of Greater Philadelphia Economic Impact, 2019

Metric	Total	Philadelphia	Suburbs	Leisure	Business
Level of Activity					
Domestic Visitation (M)	44.43	27.63	21.76	39.16	5.27
Direct Spending (\$M)	\$7,641	\$4,403	\$3,238	\$5,390	\$2,251
Output (\$M)	\$12,331	\$7,105	\$5,226	\$8,663	\$3,668
Employment (jobs)	105,460	56,110	49,350	75,290	30,170
Personal Income (\$M)	\$3,721	\$2,053	\$1,668	\$2,605	\$1,116
Share of Activity					
Domestic Visitation	100%	62%	49%	88%	12%
Direct Spending	100%	58%	42%	71%	29%
Output	100%	58%	42%	70%	30%
Employment	100%	53%	47%	71%	29%
Personal Income	100%	55%	45%	70%	30%

² Due to linkages in the regional economy, indirect and induced impacts occurring in both the city and suburbs are driven by direct visitor spending in both locations.

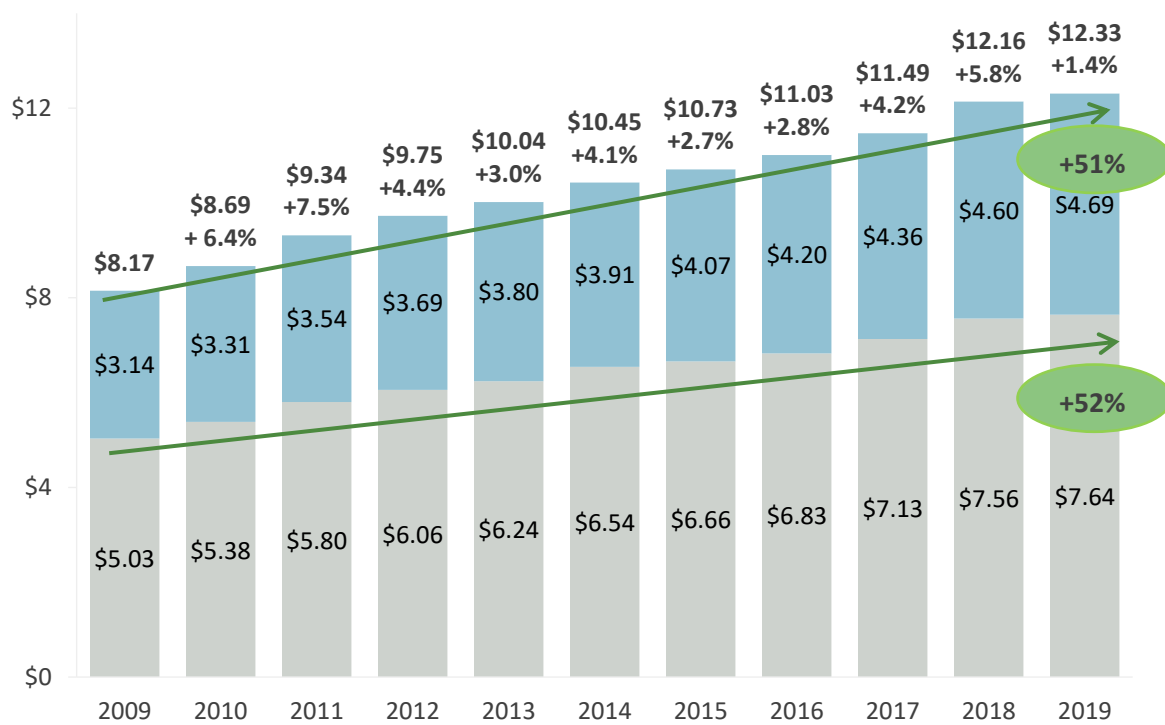
³ The sum of city and suburban visitation is greater than 100% because some travelers visit both the city and one or more suburban counties on their trip. However, economic impacts by geography sum to 100% of the regional total, since spending activity occurs in a specific location.

Historical Trends

2019 represents the 10th consecutive year of visitation, spending and economic impact growth for Greater Philadelphia since a recession driven low in 2009. Figure 2.6 below shows annual growth trends over this period in direct spending, indirect and induced impact, and total economic output.

- Visitor spending has grown by 52% over this period (from \$5.03 billion in 2009 to \$7.64 billion in 2019).
- Economic impact has grown by 51% (from \$8.17 billion in 2009 to \$12.33 billion in 2019), an increase of \$4.16 billion.

Figure 2.6 – Greater Philadelphia Economic Impact, 2009-2019 (in \$ Billions)



3. Tax Revenue Generation

Background

Tourism activity is also a major revenue generator for state and local governments and school districts. Visitor-generated economic impact increases the tax base both by adding to the overall wealth of the region (increasing income, business and property tax collections) and through specific consumption taxes and fees. Through this mechanism, expenditures from out of town visitors support vital public services for local residents. In this way, tourism serves as a crucial modern form of export activity for the Philadelphia region.

Modeling Approach

Tax revenue impacts from direct and spillover activity (generated by both domestic and international visitors) are estimated based on a custom fiscal model developed by ESI that relies on the established relationship between economic activity and tax collections of various types (i.e. effective rates). Specific calculations are made of consumption taxes that fall to a disproportionate extent on visitors.

2019 Tax Revenue Generated

Figure 3.1 and Figure 3.2 show estimated tax revenues from direct and indirect tourism activity by jurisdiction and tax type for 2019. Total state and local tax revenues are estimated at \$1.01 billion, an increase of 2.5% (or \$25 million) from \$980 million in 2018.

- Pennsylvania tax revenues are estimated at \$514 million, an increase of 2.9%.
- Philadelphia City and School District tax revenues are estimated at \$351 million, an increase of 2.7%, while suburban tax revenues are estimated at \$139 million, an increase of 0.6%.
- Taxes revenue is split relatively closely between income, business and property taxes (which are derived from increases in overall economic activity attributable to tourism) and consumption taxes (derived from the direct expenditures of visitors).

Figure 3.1 – State and Local Tax Revenue Generated by Visitor Spending, 2019 (in \$Millions)

Geography	Total	Income, Biz & Property Taxes	Consumption Taxes
Commonwealth of Pennsylvania	\$514	\$151	\$363
Local Jurisdictions			
City & School District of Philadelphia	\$351	\$212	\$140
Suburban Jurisdictions & School Districts	\$139	\$122	\$18
Total	\$1,005	\$484	\$521
% Change vs. 2017	+ 2.5%	+1.4%	+3.6%

Figure 3.2 – Detailed Tax Revenue Generation by Tax Type and Jurisdiction, 2019 (\$ Millions)

Revenue Source	Total	Pennsylvania	Local - Philadelphia	Local – Suburban	Total Local (City + Suburbs)
<i>General Taxes</i>					
Income/Wage Taxes	\$215.3	\$127.3	\$67.9	\$20.1	\$88.0
Business Taxes	\$41.9	\$23.7	\$18.2	\$0.0	\$18.2
Property Tax	\$227.2	\$0.0	\$125.5	\$101.7	\$227.2
<i>Consumption Taxes</i>					
Hotel Tax	\$90.6	\$0.0	\$72.9	\$17.7	\$90.6
Sales and Use Taxes	\$246.2	\$217.7	\$28.5	\$0.0	\$28.5
Liquid Fuels Tax	\$115.2	\$115.2	\$0.0	\$0.0	\$0.0
Liquor Tax	\$24.6	\$0.0	\$24.6	\$0.0	\$24.6
Amusement Tax	\$6.2	\$0.0	\$6.2	\$0.0	\$6.2
Vehicle Rental Tax	\$35.1	\$30.4	\$4.8	\$0.0	\$4.8
Parking Lot Tax	\$2.7	\$0.0	\$2.7	\$0.0	\$2.7
2019 Total (\$M)	\$1,005.0	\$514.2	\$351.3	\$139.5	\$490.7
2018 Total (\$M)	\$980.2	\$499.5	\$342.1	\$138.6	\$480.7
% Chg YOY	2.5%	2.9%	2.7%	0.6%	2.1%
<i>General Taxes</i>					
Income/Wage Taxes	1.5%	2.0%	0.8%	0.6%	0.7%
Business Taxes	1.6%	2.2%	1.0%	--	1.0%
Property Tax	1.2%	--	1.7%	0.6%	1.2%
<i>Consumption Taxes</i>					
Hotel Tax	5.4%	--	6.7%	0.7%	5.4%
Sales and Use Taxes	7.2%	7.6%	4.5%	--	4.5%
Liquid Fuels Tax	-4.6%	-4.6%	--	--	--
Liquor Tax	-0.3%	--	-0.3%	--	-0.3%
Amusement Tax	4.2%	--	4.2%	--	4.2%
Vehicle Rental Tax	7.0%	7.0%	7.0%	--	7.0%
Parking Lot Tax	1.4%	--	1.4%	--	1.4%

The \$351 M in visitor generated taxes for the City and School District of Philadelphia support a variety of funds and activities. Figures 3.3 – 3.5 show visitor-generated revenues as a share of total revenues by fund and recipient.

- Visitor supported revenues accounted for **4.4% of the City of Philadelphia General Fund and 8.0% of School District of Philadelphia funding** in 2019.

Figure 3.3 – Visitor-Supported Revenues: **City of Philadelphia General Fund**

Tax Type	Visitor Supported Revenue, 2019 (\$M)	Total City of Phila Collections, FY 2019 (\$M)	Visitor Supported Proportion (%)
Wage Tax	\$67.9	\$2,142.6	3.2%
Business Taxes	\$18.2	\$532.7	3.4%
Property Taxes	\$56.6	\$696.9	8.1%
Sales and Use Tax	\$28.5	\$215.3	13.2%
Amusement Tax	\$6.2	\$27.4	22.7%
Parking Lot Tax	\$2.7	\$97.9	2.8%
Real Estate Transfer Tax	--	\$330.5	--
Other Sources	--	\$83.1	--
Total	\$180.2	\$4,126.4	4.4%

Figure 3.4 – Visitor-Supported Revenues: **School District of Philadelphia**

Tax Type	Visitor Supported Revenue, 2019 (\$M)	Total School District Collections, FY 2019 (\$M)	Visitor Supported Proportion (%)
Property Tax	\$68.8	\$858.8	8.0%
Liquor Tax	\$24.6	\$78.3	31.4%
Use and Occupancy Tax	--	\$182.5	--
School Income Tax	--	\$49.5	--
Total	\$93.4	\$1,169.1	8.0%

Figure 3.5 – Visitor-Supported Revenues: **Additional City Funds**

Tax Type	Visitor Supported Revenue, 2019 (\$M)	Use of Revenue
Hotel Tax	\$72.9	Tourism Promotion/ Convention Center Debt
Vehicle Rental Tax	\$4.8	Stadium Debt
Total	\$77.7	



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