

# 2017 HOTEL PERFORMANCE

## Center City, Philadelphia

### KEY TAKEAWAYS

- **Center City Philadelphia hotels had record performance on all key indicators in 2017.**
- **Occupancy:** Occupancy increased 0.2% to a record high of 78.2%. This increase is due to a 4.7% increase in demand and a 4.5% increase in supply.
- **Demand:** In 2017, there was growth in all the major segments, particularly leisure and airline. Leisure demand increased 8.5% surpassing 2016's milestone of 1 million room nights. Commercial business demand was up 5.4% and group demand up 0.8%.
- **Average Daily Rate (ADR):** Rates decreased 3.3% in 2017 to \$184.87.
- **Revenue per Available Room (RevPAR):** With a 3.3% decrease in ADR, RevPAR in 2017 also saw a drop, decreasing 3.1% to \$144.57.



**RECORD HOTEL PERFORMANCE  
IN 2017**

HOTEL PERFORMANCE					
	2017	2016	2015	2014	2013
Supply	4,261,000	4,077,000	4,059,000	4,094,000	4,088,000
% Change	4.5%	0.4%	-0.9%	-0.1%	3.3%
Demand	3,332,000	3,181,000	3,114,000	3,089,000	3,000,000
% Change	4.7%	2.2%	0.8%	3.0%	3.3%
Occupancy	78.2%	78.0%	76.7%	75.5%	73.8%
% Change	0.2%	1.7%	1.6%	2.3%	0.1%
ADR	\$184.87	\$191.16	\$181.95	\$173.33	\$169.49
% Change	-3.3%	5.1%	5.0%	2.3%	0.8%
RevPAR	\$144.57	\$149.15	\$139.61	\$130.89	\$125.10
% Change	-3.1%	6.8%	6.7%	4.6%	0.9%

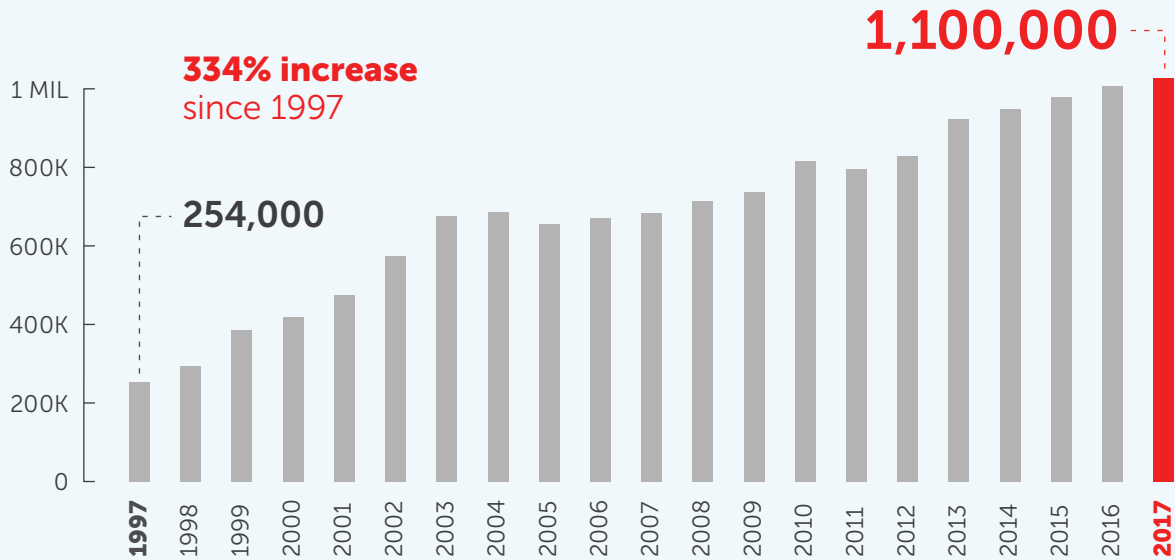
MARKET SEGMENT DEMAND					
	2017	2016	2015	2014	2013
Total Demand	3,332,000	3,181,000	3,114,000	3,089,000	3,000,000
% Change	4.7%	2.2%	0.8%	3.0%	3.3%
Individual Leisure	1,092,000	1,006,000	983,000	948,000	922,000
% Change	8.5%	2.3%	3.7%	2.8%	11.4%
Total Group	1,071,000	1,062,000	1,030,000	1,035,000	1,035,000
% Change	0.8%	3.1%	-0.5%	2.5%	-3.3%
Commercial Business	1,021,000	969,000	952,000	955,000	914,000
% Change	5.4	1.8	-0.3%	4.5%	8.7%
Airline	86,000	79,000	79,000	85,000	90,000
% Change	8.9%	0%	-7.1%	-5.6%	-11.8%
Government	62,000	65,000	70,000	66,000	64,000
% Change	-4.6%	-7.1%	6.1%	3.1%	-26.4%

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### LEISURE HOTEL ROOM NIGHTS

Center City Philadelphia, 1997-2017



Since 1997, when VISIT PHILADELPHIA began marketing the city as a leisure destination, leisure demand has increased 330% from approximately one-quarter of a million in 1997 to over 1 million in 2017.

### HOTEL MARKET MIX

Center City Philadelphia, 2017

