

2016 HOTEL PERFORMANCE

Center City, Philadelphia

KEY TAKEAWAYS

- **Center City Philadelphia hotels had record performance on all key indicators in 2016.**
- **Occupancy:** Occupancy increased 1.7% to a record high of 78%. This increase is due to a 2.2% increase in demand and only a slight increase in supply, 0.5%.
- **Demand:** There was growth in all the major segments in 2016. Group demand increased 3.1% aided the very strong third quarter which included the DNC. Leisure demand increased 2.3% surpassing the 1 million room-night milestone for the first time. Commercial business demand was up 1.8%.
- **Average Daily Rate (ADR):** Rates increased 5.1% in 2016 to a record \$191.
- **Revenue per Available Room (RevPAR):** With record occupancy and record ADR, RevPAR in 2016 also hit a record high, increasing 6.8% to \$149.



**RECORD HOTEL PERFORMANCE
IN 2016**

HOTEL PERFORMANCE					
	2016	2015	2014	2013	2012
Supply	4,076,848	4,058,507	4,096,554	4,086,430	3,957,000
% Change	+5%	-0.9%	-0.9%	2.1%	1.5%
Demand	3,181,000	3,114,000	3,089,000	3,000,000	2,903,000
% Change	+2.2%	0.8%	3.0%	3.3%	4.7%
Occupancy	78.0%	76.7%	75.5%	73.8%	73.7%
% Change	+1.7%	1.6%	2.3%	0.1%	2.9%
ADR	\$191.16	\$181.95	\$173.33	\$169.49	\$168.07
% Change	+5.1%	5.0%	2.3%	0.8%	4.6%
RevPAR	\$149.15	\$139.61	\$130.89	\$125.10	\$123.95
% Change	+6.8%	6.7%	4.6%	0.9%	7.7%

MARKET SEGMENT DEMAND					
	2016	2015	2014	2013	2012
Total Demand	3,181,000	3,114,000	3,089,000	3,000,000	2,903,000
% Change	+2.2%	0.8%	3.0%	3.3%	4.7%
Individual Leisure	1,006,000	983,000	948,000	922,000	828,000
% Change	+2.3%	3.7%	2.8%	11.4%	4.0%
Total Group	1,062,000	1,030,000	1,035,000	1,035,000	1,045,000
% Change	+3.1%	-0.5%	2.5%	-3.3%	5.6%
Commercial Business	969,000	952,000	955,000	914,000	841,000
% Change	+1.8	-0.3%	4.5%	8.7%	5.7%
Airline	79,000	79,000	85,000	90,000	102,000
% Change	0%	-7.1%	-5.6%	-11.8%	-6.4%
Government	65,000	70,000	66,000	64,000	87,000
% Change	-7.1%	6.1%	3.1%	-26.4%	4.8%

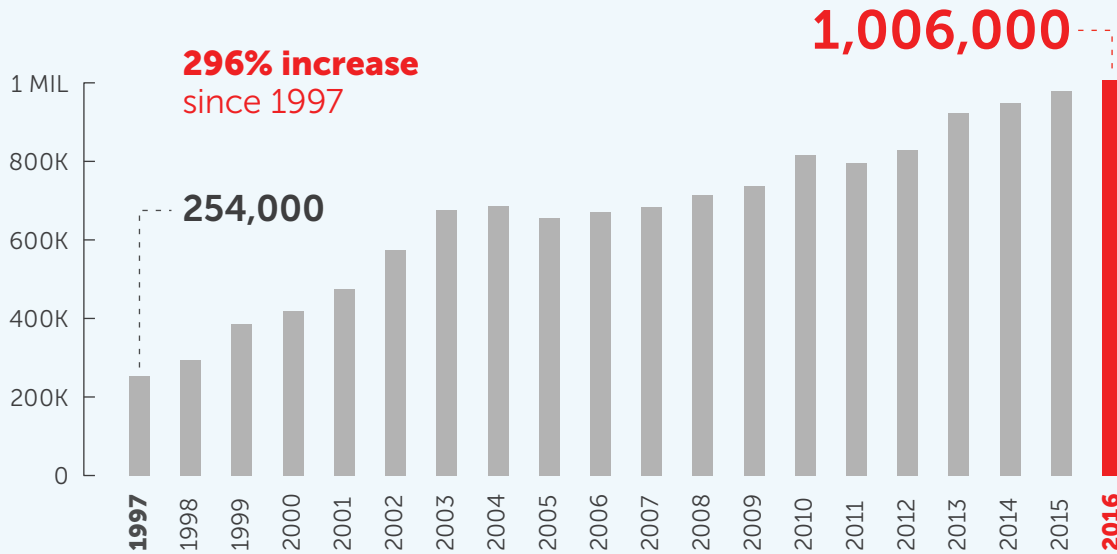
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LEISURE HOTEL ROOM NIGHTS

Center City Philadelphia, 1997-2016

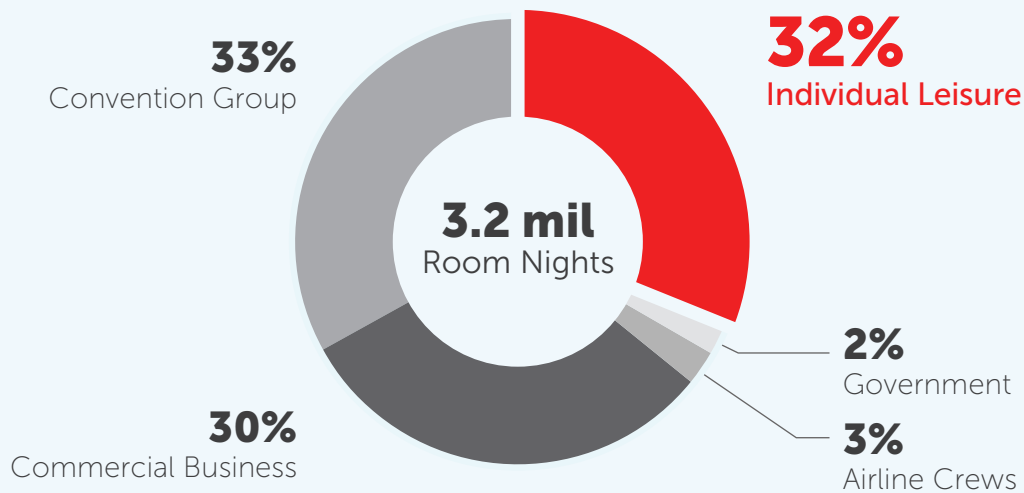


Source: CBRE Hotels

Since 1997, when VISIT PHILADELPHIA began marketing the city as a leisure destination, leisure demand has increased 296% from approximately one-quarter of a million in 1997 to over 1 million in 2016.

HOTEL MARKET MIX

Center City Philadelphia, 2016



Source: CBRE Hotels

By growing more consistently and at four times the rate of commercial and group, leisure demand is now equal in size to the other major segments.