

Hotel Occupancy 56.5% YOY % Chg ▲ 37.8%	Hotel Average Daily Rate \$214.62 YOY % Chg ▲ 20.0%	Hotel Revenue per Available Room \$121.35 YOY % Chg ▲ 65.3%	Hotel Supply 5.1M YOY % Chg ▲ 6.6%	Hotel Room Nights Sold 2.9M YOY % Chg ▲ 46.9%	Hotel Room Revenue \$618.1M YOY % Chg ▲ 76.2%
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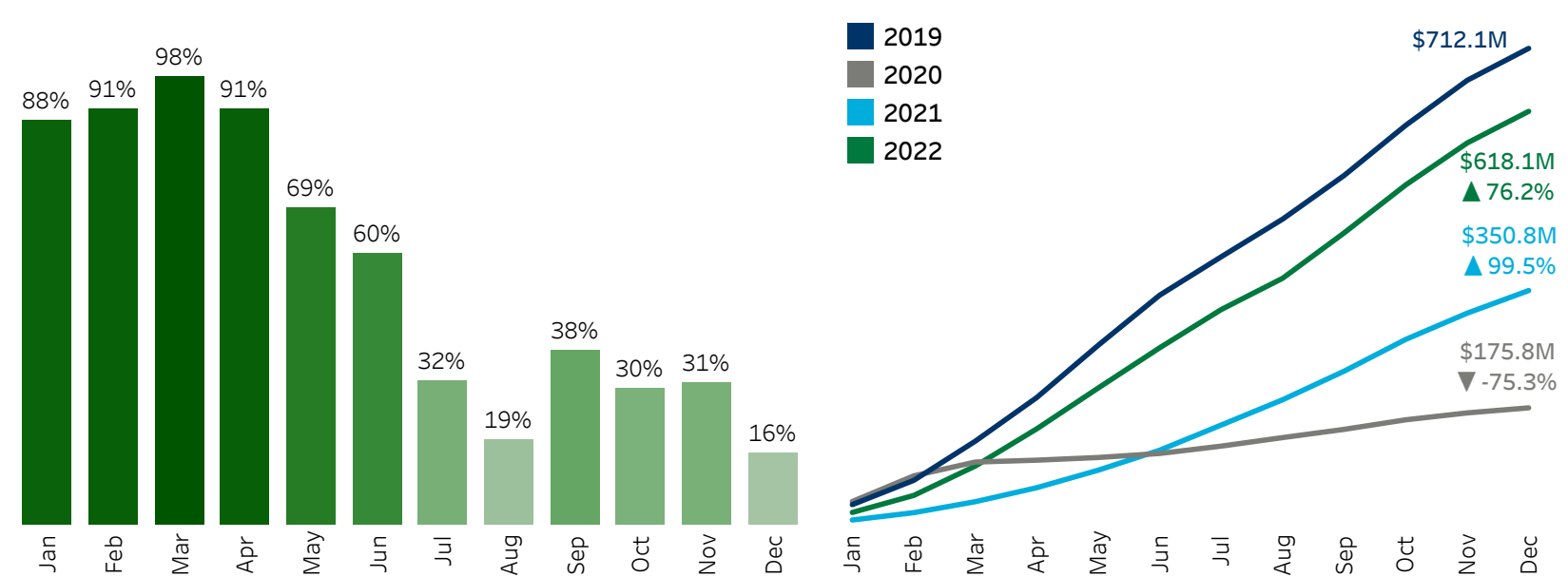
Key Takeaways

Year-end 2022

- 1 After a slow start to 2022 with Omicron impacting Q1 demand, hotel demand picked up steam throughout the year and reached 2.9M room nights sold in 2022 – nearly a doubling over prior year.
- 2 The increased demand was a good mix of growth in all key segments (group, leisure, and corporate) with leisure closing out the year just short of 1M room nights followed by group who – at 900k room nights – nearly tripled 2021 demand.
- 3 Average daily rate (ADR) continued to grow as well, hitting \$215 this year – a 20% above prior year and well above growth of inflation (+6.5% YOY).
- 4 As a result of increased demand and ADR, room revenue reached \$618M this year – up 76.2% over prior year, recovering to 13.4% below the 2019 benchmark.
- 5 Despite the additional demand, leisure & hospitality jobs ended the year at 70.4k – an 8.3% increase over 2021, but 9.2% below 2019 levels.

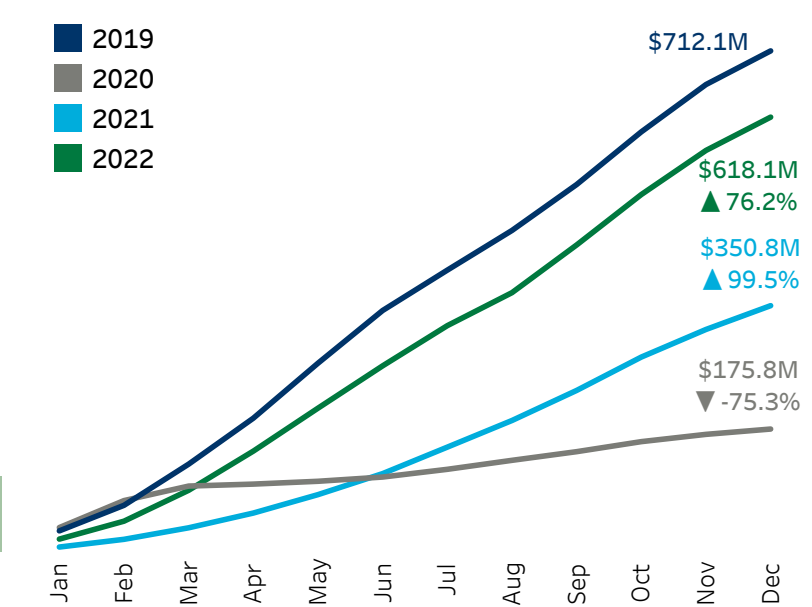
Hotel Room Nights Sold

Prior 12 months YOY % change by month ending December, 2022



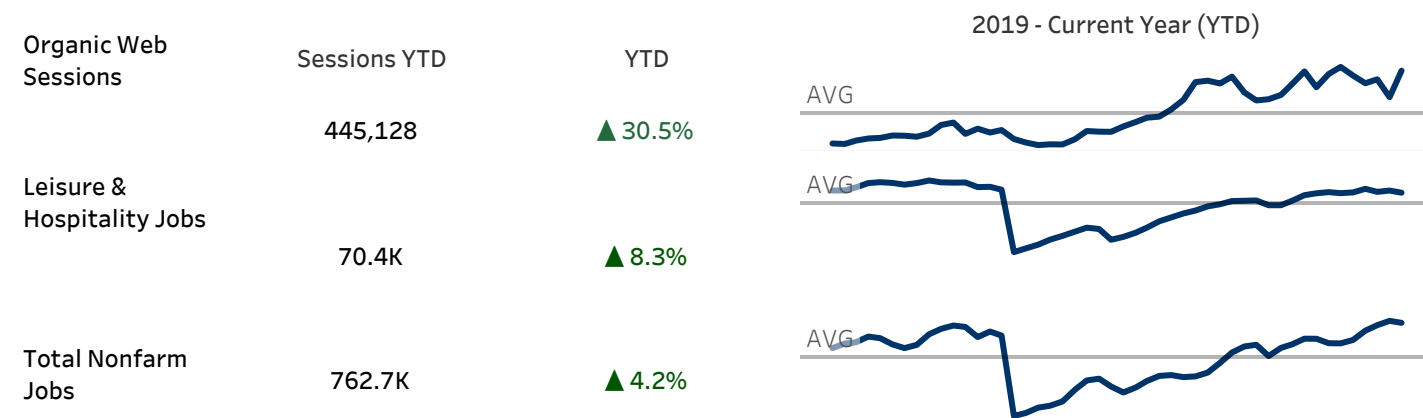
Hotel Room Revenue YTD

Running total and % change YOY



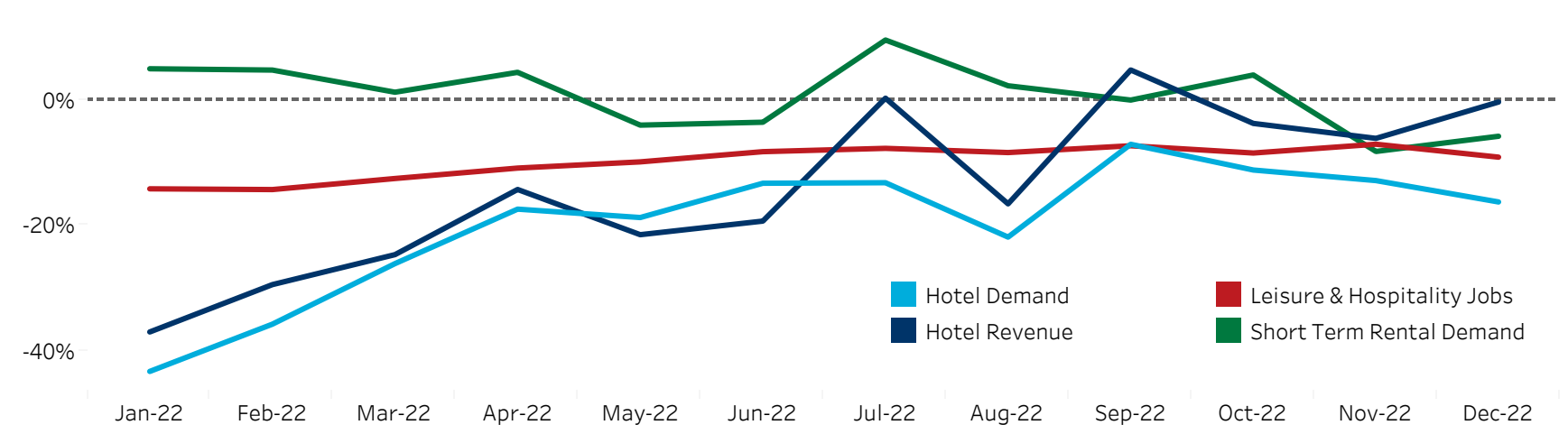
Key Metrics

December, 2022 Employment trends and leading indicators for travel



Recovery Indicators

% change relative to same month in 2019



Executive Summary

January, 2023

Month January, 2023

Hotel Occupancy			Hotel Average Daily Rate			Hotel Revenue per Available Room			Hotel Supply			Hotel Room Nights Sold			Hotel Room Revenue		
MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD
45.4%			\$181.17			\$82.26			436.4K			198.1K			\$35.9M		
▼ -7.4%	▲ 61.1%	▲ 61.1%	▼ -17.1%	▲ 9.9%	▲ 9.9%	▼ -23.2%	▲ 77.1%	▲ 77.1%	▼ -1.0%	▲ 2.9%	▲ 2.9%	▼ -8.3%	▲ 65.8%	▲ 65.8%	▼ -24.0%	▲ 82.3%	▲ 82.3%

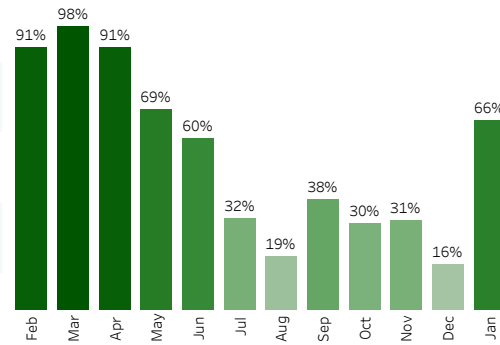
Insights

January, 2023 Key takeaways

- Center City Philadelphia hotels sold 197.9K rooms in January 2023, a 65.9% increase over the same month in 2022. Although lagging January 2019 by 5.1%, this month's performance marks the closest CC Philadelphia hotels have come to 2019 room demand benchmarks.
- Average rate for CC Philadelphia hotels was \$181, a 9.9% increase over the same month last year and a 20.4% increase over January 2019. This is a continuation of a pattern started in July 2022 of rates remaining well over 2019 benchmarks despite room demand falling short of the volumes seen pre-pandemic.
- PHLCVB's website experienced a 27.0% YOY increase in sessions in January. While several sections of the website contributed to growth, the blog stood out this month with 60.8% of total sessions landing on a blog-related page. At 43.8K sessions in January starting on a post, the blog attracted 45.9% more sessions to the website than it did in January 2022.
- Job performance across the US exceeded expectations in January with the economy adding 517K jobs, while the unemployment rate remained low at 3.4%. Leisure and hospitality continues to fuel job growth, with 25% of total US job growth sourced from the industry.
- The US inflation rate sped up in January, with overall CPI up 6.4% compared to a year ago. Despite this, inflation has slowed from its 9.1% peak in June 2022, and is expected to continue to slow throughout the coming months.

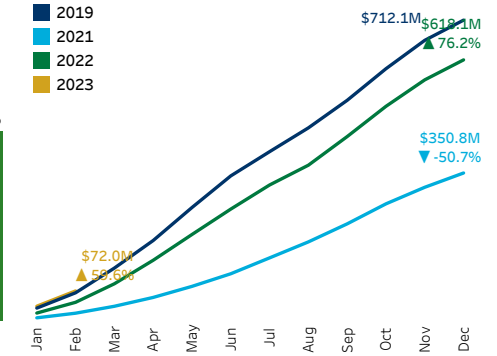
Hotel Room Nights Sold

Prior 12 months YOY % change by month ending January, 2023



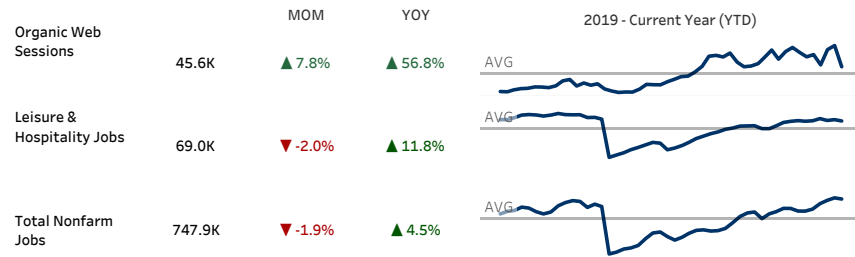
Hotel Room Revenue YTD

Running total and % change YOY



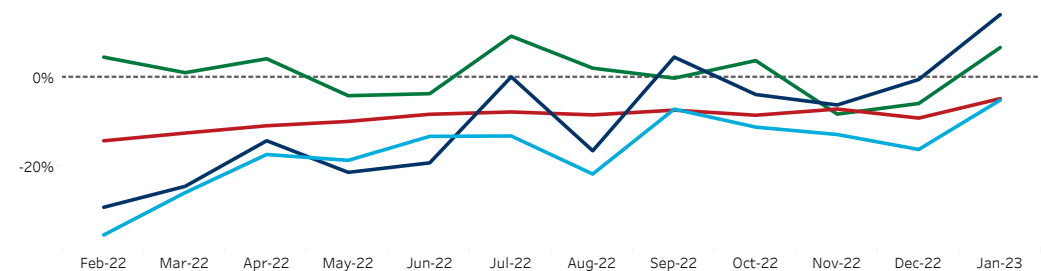
Key Metrics

January, 2023 Employment trends and leading indicators for travel



Recovery Indicators

% change relative to same month in 2019



Source: STR (Phila Center City), Google Analytics, AirDNA, and Bureau of Labor Statistics (Philadelphia City geography)

Executive Summary

February, 2023

Month February, 2023

Hotel Occupancy			Hotel Average Daily Rate			Hotel Revenue per Available Room			Hotel Supply			Hotel Room Nights Sold			Hotel Room Revenue		
MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD	MOM	YOY	YTD
48.7%			\$187.95			\$91.56			394.4K			192.1K			\$36.1M		
▲7.3%	▲23.4%	▲40.4%	▲3.7%	▲9.0%	▲9.2%	▲11.3%	▲34.5%	▲53.2%	▲0.1%	▲5.5%	▲4.1%	▼-3.0%	▲30.3%	▲46.2%	▲0.6%	▲42.0%	▲59.6%

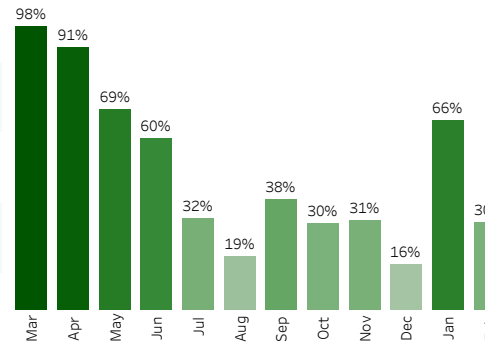
Insights

February, 2023 Key takeaways

- While Oxford Economics does not associate the recent bank failures with a systemic risk to the broader economy, a mild recession is still predicted to occur in the second half of 2023 representing a 1% loss in GDP.
- Food services and drinking places accounted for 22.5% of total job growth in the United States during the month of February. Despite these gains, Leisure and hospitality as a whole remained below its pre-pandemic level (February 2020) by 2.4%.
- Hotel performance for Center City in February led room nights sold to 192.1K, up 30.3% YOY but 15.7% down from February 2019. Given supply growth (+12.2% vs. 2019), RevPAR of \$92 was down relative to 2019 by 11.2%.
- ADR of \$188 was 9% ahead of last year and 18.2% ahead of 2019 ADR, leading room revenue to \$36.1M, significantly ahead of the previous year by 42% and level with February 2019 revenue.
- Organic web sessions were 28.5K for the month, down 37.5% MOM and 8.2% below the previous year. Of those sessions, the top landing section was "Blog" (73%), and the top landing page was "Free and Budget Friendly" (12.7%).

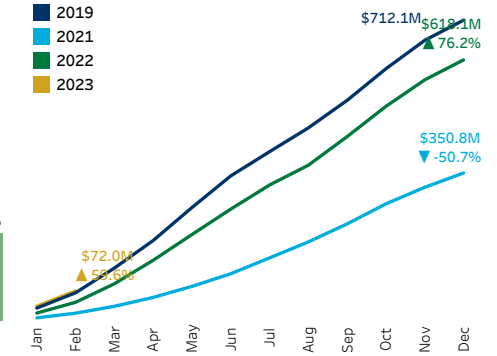
Hotel Room Nights Sold

Prior 12 months YOY % change by month ending February, 2023



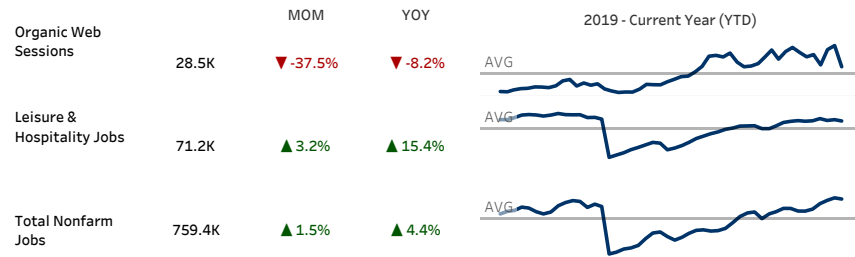
Hotel Room Revenue YTD

Running total and % change YOY



Key Metrics

February, 2023 Employment trends and leading indicators for travel



Recovery Indicators

% change relative to same month in 2019

