

Economic Impact Study

Economic Impact of the Independence Visitor Center on the City of Philadelphia



Econsult Solutions, Inc. (ESI) was retained in 2013 by the Independence Visitor Center Corporation (IVCC) to conduct a study on the economic impact the Independence Visitor Center has on both the City of Philadelphia and the Commonwealth of Pennsylvania.

The study sought to answer the following questions:

- What is the contribution of the IVCC and the visitor center to the annual economic impact of tourism within the Philadelphia region?
- How much economic impact is generated within the city and commonwealth by the Philadelphia Historic District as a whole?



The study found that the contributions of the IVCC and the visitor center to the tourism industry's economic impact within the Philadelphia region are significant. By serving as a welcoming first stop for visitors, dispensing information and advice, and promoting itineraries and attractions, the Visitor Center maximizes the visitor's experience of the Philadelphia region. This leads to increased spending per visitor, as well as happier visitors who in turn have more things to say to their friends and family and more reasons to return.

ESI's study determined the visitor center has an annual economic impact of \$200-400 million, generates \$12-24 million in local and state tax revenues and supports 1,700-3,400 jobs.

As expected, the Philadelphia Historic District is a major economic generator for the city and the commonwealth. The district draws millions of visitors per year. The spending habits of those visitors benefits local merchants and generate local tax revenues. And in a time of stubbornly high unemployment, the district represents a wide range of jobs levels and job types.

Key Technical Applications

Urban Development Analysis

Economic Impact Analysis

Project Information

Location: Philadelphia, PA
Client: Independence Visitor Center Corporation (IVCC)
Client Contact: James Cuorato, Executive Director
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Year: 2013



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