



For Immediate Release  
April 18, 2023

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#### GREATER PITTSBURGH HOTEL ASSOCIATION STATEMENT IN SUPPORT OF VISITPITTSBURGH

PITTSBURGH, PA -- The Greater Pittsburgh Hotel Association and its 122 member properties have a strong, positive, long-standing relationship with VisitPITTSBURGH. We work in close partnership with the tourism organization to win event business and attract hotel guests, to service and meet the unique needs of event organizers, and to build relationships with clients that result in repeat customers.

VisitPITTSBURGH's sales efforts contribute many additional hotel room sales for the market. The organization booked 91 business and sports events, generating more than 130,000 hotel room nights, in 2021, a strong performance coming out of the pandemic. Additionally, they confirmed 223 events, generating nearly 319,000 hotel room nights in 2022. We are particularly pleased that the number of room nights booked in 2022 is 90% of what was booked in 2019, a record-breaking year.

VisitPITTSBURGH is both collaborative and transparent with us regarding the decisions and investments the organization makes to pursue and secure event bookings and to promote Pittsburgh as a major tourism destination. As a result, we have full confidence in their sales and marketing efforts.

As hoteliers, we measure success in guest satisfaction and room night bookings, and we track VisitPITTSBURGH's sales efforts closely. **VisitPITTSBURGH's sales team has delivered even as the business travel economy continues its emergence from the aftermath of the pandemic.**

The hotel industry is a vital part of Allegheny County's overall economy and an integral contributor to employment and tax revenues. Hotels generated more than \$510 million in revenue in 2022, resulting in \$39 million in county hotel tax receipts and an additional \$39 million in sales tax. While only 28% of the county hotel tax revenue goes to VisitPITTSBURGH for tourism promotion, it is an investment in sales and marketing initiatives that are critical to our ability to win business in a competitive market and to attract visitors. The Greater Pittsburgh Hotel Association looks forward to continuing our partnership with VisitPITTSBURGH and to even greater success ahead. In conclusion, we are incredibly proud to have recently awarded VisitPITTSBURGH with the 2022 PARTNER OF THE YEAR.

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**About Greater Pittsburgh Hotel Association**

The Greater Pittsburgh Hotel Association is comprised of 122 members representing the Greater Pittsburgh Hospitality community. Dedicated to growing the travel and tourism community for more than 20 years, GPHA's membership actively participates in industry events, contributes to an annual scholarship program, and supports community outreach efforts. More information is available at [pittsburgh-hotels.org](http://pittsburgh-hotels.org).