



pennsylvania

DEPARTMENT OF COMMUNITY
& ECONOMIC DEVELOPMENT

Office of Travel, Tourism & Film

Presentation to the

**Senate Community, Economic &
Recreational Development Committee**

November 19, 2013

PA Tourism Partnership

Public/Private Funding

Public/Private Representation

Strategic Planning

Branding and Marketing

DCED

Statewide marketing and visitPA.com

International Marketing

Government Support/Resources

Special Programs/Projects

Public Relations

PATT

Advocacy

Professional Development

Legislative Relationships

Education



Office of Travel, Tourism and Film

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Diane McGraw

Executive Director

Office of Tourism, Travel & Film

Career Highlights: (1978 – 2013)

- Tourism Marketing Executive
- Sports and Entertainment Marketing Professional
- Represented New York, Los Angeles, Orlando, Philadelphia, Louisville, Ky.
- Bid/hosted major national and international sports events, including U.S. Olympic/NCAA Championships, World Cup Soccer, Army Navy Game, PGA Championship, etc.
- Past Chair – National Association of Sports Commissions
- Entertainment Career (Screen Actors Guild, Astoria Motion Picture TV Studios/Kaufman Studios, NY, Grammy Awards, AFI/LA Film Festival)

Mission Statement

The mission of the Office of Travel, Tourism and Film is to market the entire commonwealth as a premier destination for leisure, business international travel, film, tv, commercial productions and special entertainment projects.

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Organizational Chart

Diane McGraw

Executive Director

Christopher Jung
Tourism Marketing Mgr.

Elizabeth Sechocka
Research Specialist

Lori Bratcher
Administrative Assistant

Janice Collier
Film Tax Credit Specialist

Maryann Marsico
Film Location Specialist

PA Tourism By the Numbers

- **\$37.2 billion** annually from travelers
- **\$3.8 billion** in state and local tax revenues generated annually by PA's travel and tourism industry
- **22.3 million** hotel rooms sold (to date) in PA in 2013, generating **\$2.5 billion** in hotel room revenues (increase of 2.1%)
- **\$1.5 billion** invested in machinery and equipment, and construction projects in PA annually
- **291,480** PA jobs directly linked to travel and tourism
- **\$3.9 billion** spent in PA by visitors from international markets

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Primary Functions of the Tourism Office

- Website www.visitPA.com
- Vacation Guide/Outdoor Adventure Guide
- Critical industry research and statistics
- Host FAM Tours
- Host and attend media missions, conventions, conferences
- Interagency efforts /OIBD
- Serve as a clearinghouse and partner with 11 tourism regions, 51 TPA's, DMO's and the PA Association of Travel & Tourism



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Tourism Office Experiences Strong Digital Media Growth

- [visitPA.com](#) hosted 1.8 million unique visitors resulting in a 46% increase from 2012.
- Ended 2012 with 287,149 **Facebook** fans – and in 2013 an additional 420,367 resulted in a 41% increase.
- PA remains first and only state allowed by **Foursquare** to have a presence on the site and feature virtual badges for download; ended 2012 with 136,300 Foursquare followers – a 36% increase
- **Twitter** (@visitPA) finished '12 with over 20,100 followers – a 43% increase



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Tourism Office Initiatives

International Marketing

- Tourism promotion
- EduTourism
- Brand USA



AgriTourism

- PA Winery Association
- Outdoor Adventure Guide
- Great American Outdoor Show (Farm Show)



Sports Tourism

- Competitive bids
- Sales missions
- NCAA/Olympic event pursuit



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PA Tourism Partnership / PA Tourism Office

- Assist in the formation of the Steering Committee as presented by PATT and the industry and recommend to Governor's Office for approval
- A representative from DCED (Tourism Director) will have an ex-officio seat on the PTP Steering Committee
- DCED is providing \$150,000 in start-up funds for the PTP and matching funds up to \$1 million for fiscal year (2013-2014); DCED will match private sector funds contributed or pledged on a 1:1 basis
- Collaboration with the PTP on development of strategic marketing plan for tourism
- Government Support/Resources
- Continue to market www.visitPA.com website, Vacation Guide, international marketing and special programs/projects