Pennsylvania Tourism Partnership

The Pennsylvania Tourism Partnership (PTP) signals renewed momentum, collaboration and excitement for the future of the tourism industry in Pennsylvania. This is not a commission, as proposed by HB 1215. Two years in the making, this newly-formed, public/private partnership invited everyone to the table and capitalizes on the strengths of both public and private sectors to grow tourism.

What is the Pennsylvania Tourism Partnership (PTP)?

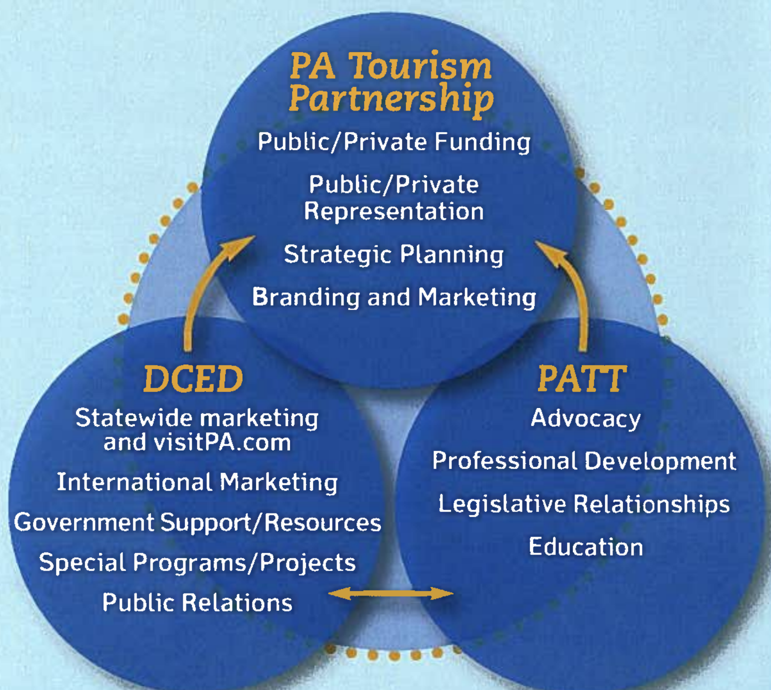
The Pennsylvania Tourism Partnership (PTP) is a public/private partnership (not a commission, as proposed by HB 1215) created to strengthen Pennsylvania's tourism industry and emphasize its position as a major national and international tourism destination by developing a long-term strategic marketing plan and engaging both the public and private sectors to create sustainable funding in support of the priorities outlined in the developed plan.

This collaborative effort includes the the Governor's Office, Department of Community and Economic Development (DCED) and the Department of Conservation and Natural Resources (DCNR) from the public sector. The Pennsylvania Association of Travel & Tourism (PATT) and the Team Pennsylvania Foundation (Team PA) are the strong private sector partners. Working together, the PTP will pursue consistent and complimentary branding, promotion and marketing of Pennsylvania as a premier tourism destination. The synergies created from the collaboration will achieve greater results. To fulfill the mission of supporting and promoting Pennsylvania tourism, the PTP has been tasked with the following:

- Exist within Team PA for up to three years during the startup phase, operating under its 501(c)3 charter.This designation allows for private sector development.
- Establish a Steering Committee comprised of business and industry professionals, representatives from key government agencies and industry-related organizations from across the commonwealth.
- Hire a Project Director to work with the Steering Committee to further develop the PTP.
- Develop strategic plans for the organization and its efforts with consistent and impactful branding and tourism marketing.
- Generate financial support from the private sector to be used for marketing purposes in support of the priorities outlined in the strategic plan.

Why the PTP was Formed

Marketing tourism throughout Pennsylvania has historically been led by the Pennsylvania Tourism Office, located within the Department of Community and Economic Development (DCED). With DCED and the tourism industry (represented by the Pennsylvania Association of Travel & Tourism) side-by-side, we have spent the last two years engaging the tourism industry to define and develop a collaborative structure that will drive the future of Pennsylvania's tourism efforts. While room tax dollars fund our regional tourism efforts and DCED oversees marketing efforts across the commonwealth, these efforts are not enough. Pennsylvania is working towards integrating the private sector to build and strengthen Pennsylvania's resources — both from the public and private sectors — in order to strategically augment both the regional and statewide tourism marketing efforts. The PA Tourism public/private partnership was formed with this goal in mind.



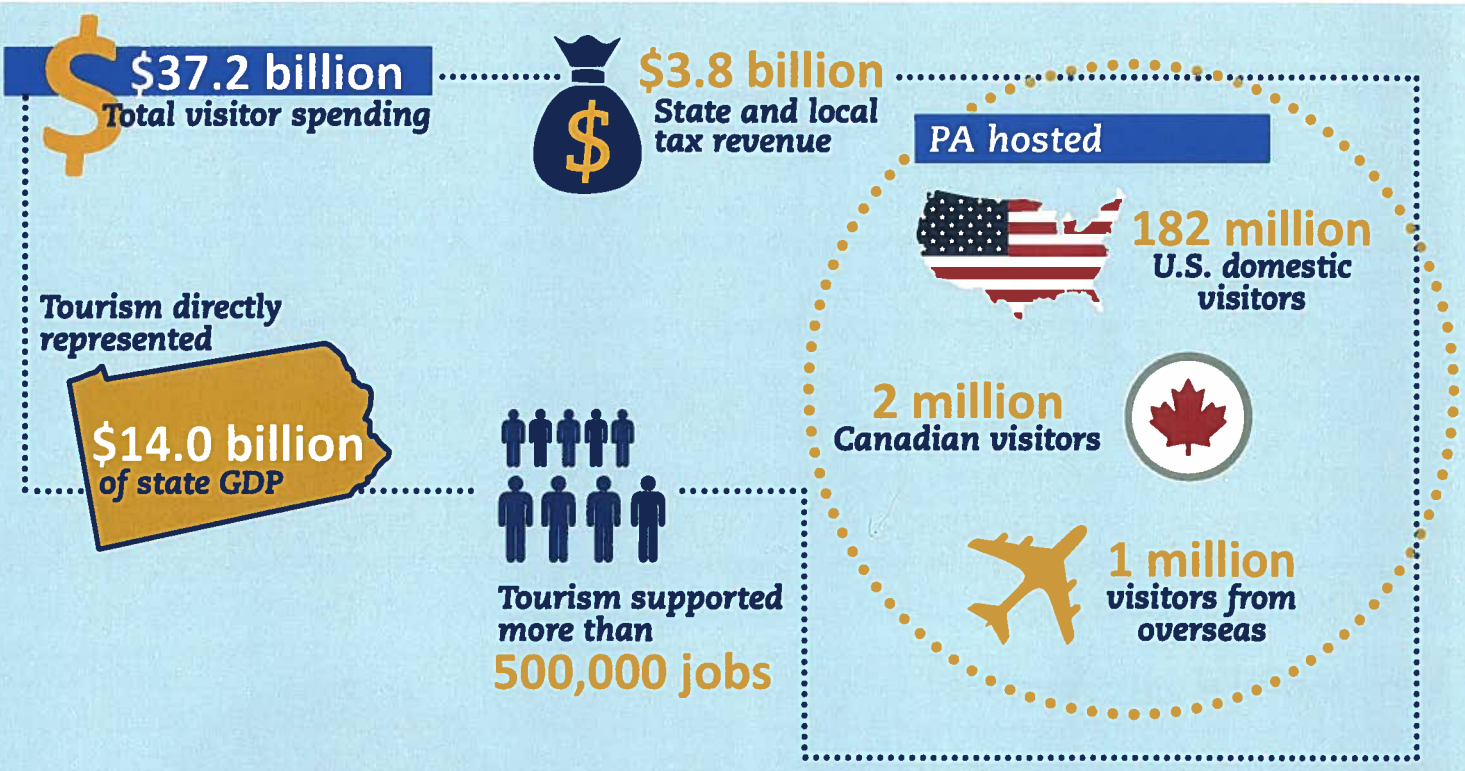
How will the Pennsylvania Tourism Partnership (PTP) be funded?

The PTP is funded with operational seed money from DCED. These funds are primarily used by the Team Pennsylvania Foundation (Team PA) to pay the Project Director and to cover operating expenses the first year. Additional funds for brand development and strategic marketing will come from a combination of private sector contributions and pledges, which will be matched with funds from DCED. The PTP will also work with PATT and the state toward establishing a long term, sustainable source of funding for marketing PA Tourism.

Why Now?

Tourism is a key industry and job supporter, and is critical to the economic well-being of Pennsylvania. It is a broad-based and far-reaching industry, which includes hotels, meeting facilities, attractions, cultural institutions, recreation and much more. The tourism industry impacts a wide variety of industries from restaurants to transportation, retail, agriculture and manufacturing, to name a few.

The economic impact of tourism in Pennsylvania is significant, according to 2011-2012 data:



Pennsylvania is competing with every U.S. state as well as numerous international markets for meetings, conventions, sporting events and visitors. Stronger collaboration between state government and the tourism industry will better position the commonwealth to capitalize on increased economic opportunities relating to tourism in Pennsylvania, which translates to increased revenue and job creation.

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DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT

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