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PENNSYLVANIA TOURISM PARTNERSHIP

Senate Community, Economic &
Recreational Development Committee
November 19, 2013

THE STORY OF TOURISM

PA Tourism creates visitor experiences, drives a half-million jobs and billions in revenue, helps to solidify PA's position on the map of places to visit, work and live.



EXECUTIVE SUMMARY

- PA Tourism is facing a brand crisis, increased competition and lack of funding
- Tourism sales rising
 - Strong tourism partners, proximity to urban centers
- PA's ranking as an overnight destination falling
- PA residents - 40% of overnight travelers
 - add New York and New Jersey for a combined 70%
- PA is working toward integrating the private sector into the Commonwealth's marketing efforts
- A public/private partnership will strengthen, augment DCED Tourism promotion

PENNSYLVANIA TOURISM PARTNERSHIP (PTP)

- Collaborative effort among Governor's Office, DCED, PATT and Team PA
- Vision whereby the public and private sectors work together driving the future of PA Tourism marketing
 - Compelling, Consistent Branding
 - Long-range Strategic Planning
 - Sustainable Funding

HOW IS PTP FUNDED?

- PTP exists within Team PA for up to 3 years
- Funded with \$150,000 from DCED, plus up to \$1 million in 1 - 1 matching funds
- Work with PATT and the state toward long-term, sustainable funding



PTP ROADMAP

- Memorandum of Understanding (DCED & Team PA) (July 2013)
- Hire Project Director (August 2013)
- Form Steering Committee (public & private sector) (Q4, 2013)
- Raise seed money (Q1, 2014)
- Complete brand development (Q2, 2014)
- Long-range Strategic Plan (Q2, 2014)

PTP STEERING COMMITTEE

- Public and private sector representatives
- Cross-section of industry/Commonwealth
- Nominated by tourism/business leaders
- Candidates reviewed/approved by DCED/Governor
- Provide direction on branding, strategic plan
- Raise funds from private sector (state to match)
- Active support for PTP/tourism



CONCLUSION

- Unified voice for PA tourism, enabling the industry to:
 - More effectively address critical issues
 - Gauge and prepare for future trends & initiatives
 - Compete more effectively for state, regional & national funds

- Sustained funding, branding and marketing:
 - Commitment of time and resources
 - Willingness to remain focused on one shared vision – solidify PA’s position as a premier domestic destination

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



TOURISM = ECONOMIC DEVELOPMENT

- ◉ *Build a place where people want to visit,
and you'll build a place where people want to live.*
- ◉ *Build a place where people want to live,
and you'll build a place where people want to work.*
- ◉ *Build a place where people want to work,
and you'll build a place where business has to be.*
- ◉ *Build a place where business has to be,
and you'll build a place where people have to visit.*

*Maura Allen Gast
Executive Director
Irving (Texas) - Convention and Visitors Bureau*