



PROMOTING

BUCKS,
CHESTER,
DELAWARE,
MONTGOMERY &
PHILADELPHIA
COUNTIES

June 2017



PAULA BUTLER

EXECUTIVE VICE PRESIDENT and VICE
PRESIDENT OF COMMUNICATIONS

VISIT PHILADELPHIA®



JIM WERNER

VICE PRESIDENT OF HOTEL RELATIONS AND
TOURISM DEVELOPMENT

VISIT PHILADELPHIA[®]



ABOUT

VISIT PHILADELPHIA

OUR MISSION

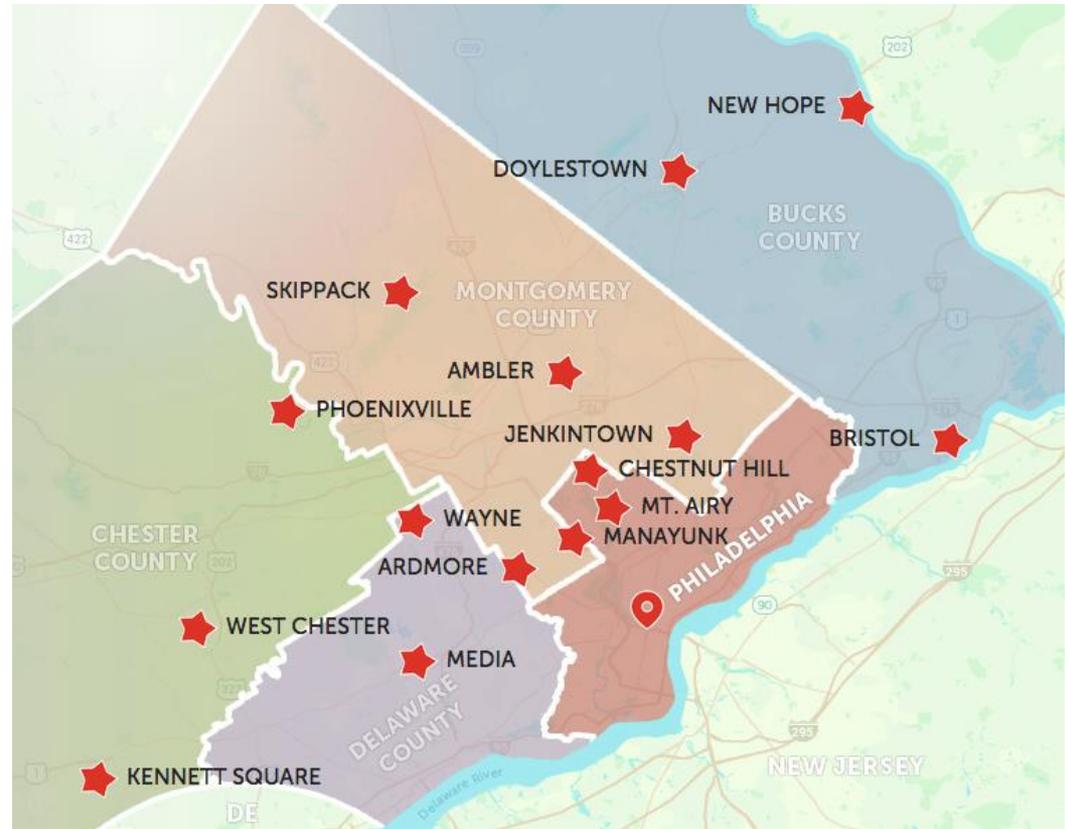
We get people to **VISIT PHILADELPHIA**.
It's our name and our mission.

And in achieving this mission, we help:

- **Build the region's image**
- **Drive regional visitation**
- **Boost the region's economy**

GREATER PHILADELPHIA REGION

- **One** destination
- **Five** counties
- **Countless** things to do



BOARD OF DIRECTORS

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Visit Philadelphia Chairman

JAMES ADAMSON

Kimpton Hotel Monaco
Philadelphia

DARWIN R. BEAUVAIS, ESQ.

Zarwin, Baum De Vito Kaplan
Schaer Toddy, PC

CRAIG R. CARNAROLI

University of Pennsylvania

ANTHONY J. CONTI, CPA

PricewaterhouseCoopers,
Retired

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SugarHouse Casino

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SHEILA HESS

City of Philadelphia

OBRA KERNODLE IV

Commonwealth of
Pennsylvania

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Stradley Ronon Stevens
& Young, LLP

GREG STAFFORD

The Logan Hotel

RICHARD W. VAGUE

The Governor's Woods
Foundation

GOVERNOR TOM WOLF

Commonwealth of Pennsylvania

MAYOR JAMES F. KENNEY

City of Philadelphia

THE OFFICIAL REGIONAL ATTRACTIONS MARKETING AGENCY

1998

BILL 2858, ACT 174

In 1998, House Bill 2858, Act 174 designated VISIT PHILADELPHIA, then GPTMC, to serve as the official Regional Attractions Marketing Agency.



2016

RECORD RESULTS

RECORD VISITATION

TO GREATER PHILADELPHIA IN 2016

42 Million

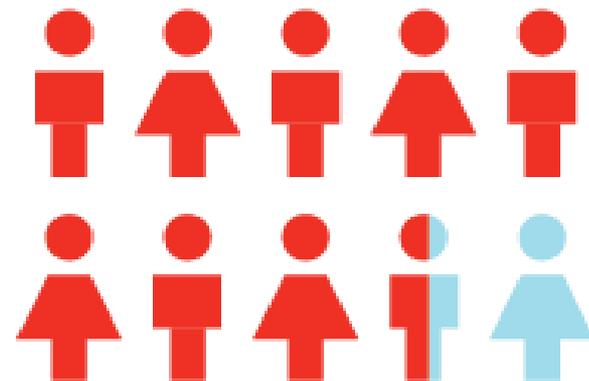
domestic visitors

Source: Econsult Solutions, Inc. and Longwoods International

RECORD VISITATION

TO GREATER PHILADELPHIA IN 2016

Of the region's 42 million visitors in 2016, **37 million (88%) were here for a leisure purpose.**



Source: Econsult Solutions, Inc. and Longwoods International

ECONOMIC IMPACT

TO GREATER PHILADELPHIA IN 2016

\$6.8 BILLION

IN DIRECT VISITOR SPENDING

Source: Econsult Solutions, Inc. and Longwoods International

ECONOMIC IMPACT

TO GREATER PHILADELPHIA IN 2016



\$30 million spent every day
supporting businesses



96,600 jobs supported



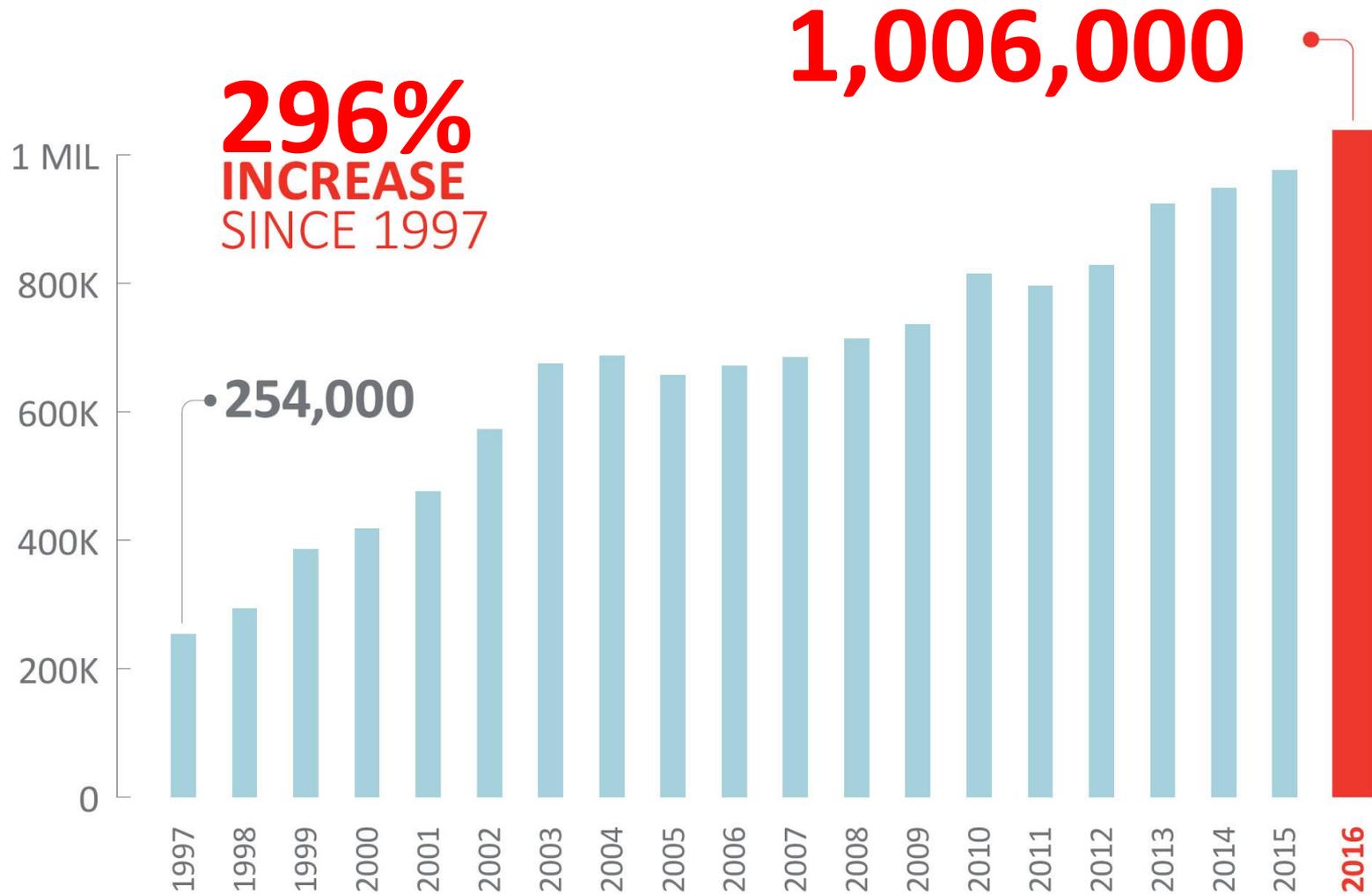
\$634 million in tax revenue generated
helping fund essential services



LEISURE TRAVEL TO PHILADELPHIA: A SUCCESS STORY

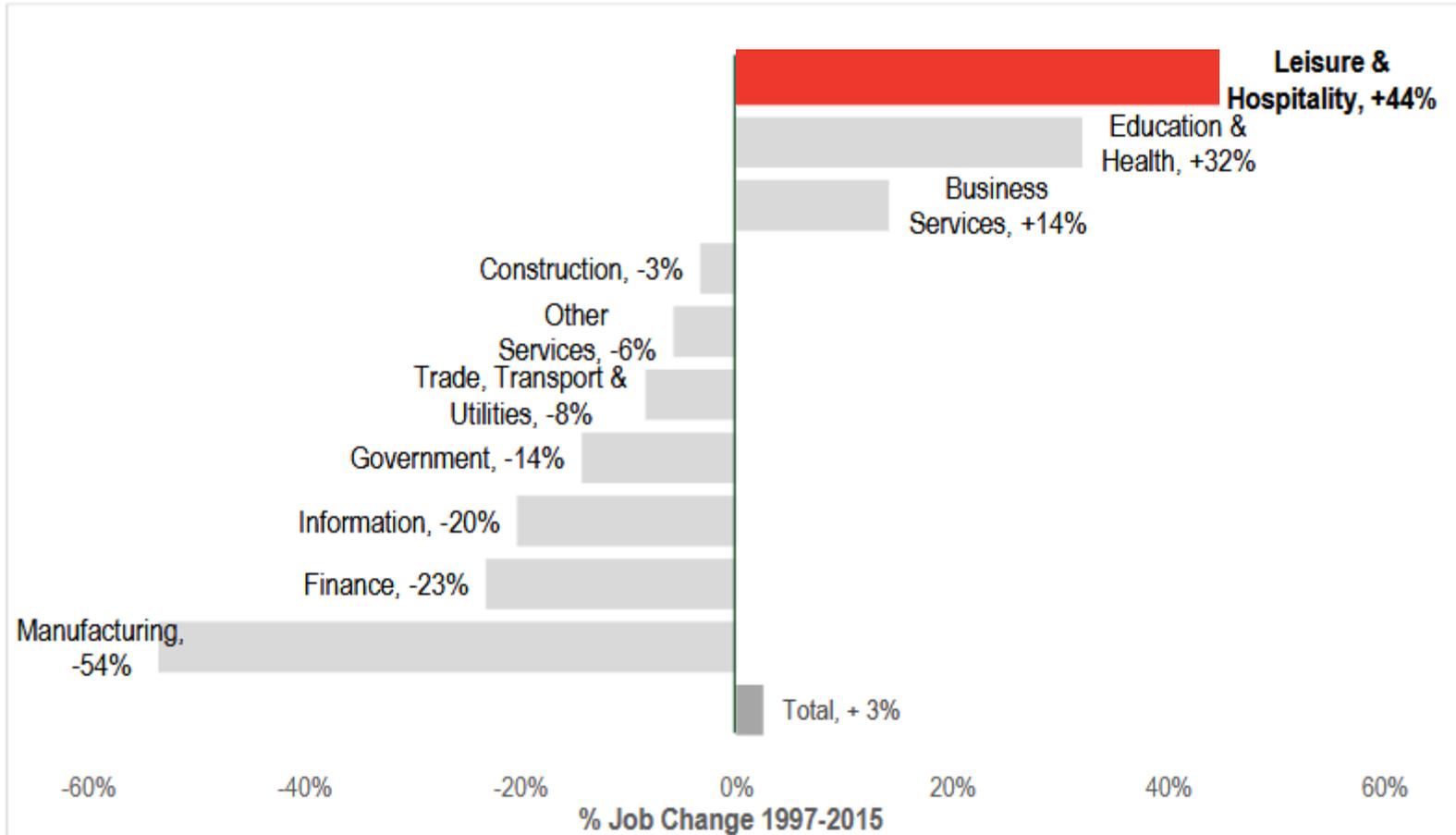
Leisure Hotel Room Night Growth

CENTER CITY PHILADELPHIA



Job Creation

GREATER PHILADELPHIA



Source: Bureau of Labor Statistics



**BUILDING
GREATER PHILADELPHIA'S
IMAGE**

WITH
LOVE
PHILADELPHIA
XOXO[®]



CREATING AWARENESS: PAID MEDIA



**LONG WEEKENDS HAVE
INDEPENDENCE
WRITTEN ALL OVER THEM.**

— visitphilly.com —

*WITH LOVE,
PHILADELPHIA 
xoxo*

A NEW YORK MINUTE
LASTS LONGER
ON A PHILLY
DOLLAR.

— visitphilly.com —



Amtrak Package Express → Lost and Found → Baggage

Strait jht Eleva

GNC

TED

Pe

AMTRAK POLICE

DELICATES

Amtrak

STAND ON
YOUR OWN
WHEELS.

Peak and off-peak fares with the
New York, Philadelphia
and Philly 2018

PENN STATION DOMINATION



MAKING HEADLINES: EARNED MEDIA

A-LIST MEDIA

The New York Times



Chicago Tribune

TIME

OUT
Traveler
THE STANDARD OF GAY TRAVEL

YAHOO!
TRAVEL

The Miami Herald

abc GOOD MORNING AMERICA

THE GLOBE AND MAIL

Frommer's®

TRAVEL+
LEISURE

Los Angeles Times

travel®
CHANNEL

Condé Nast
Traveler

NATIONAL
GEOGRAPHIC

PITTSBURGH TRIBUNE-REVIEW™

TRAVELER

FOOD & WINE

EBONY

San Francisco Chronicle

The Washington Post

Forbes

Pittsburgh Post-Gazette®



Fodor's ADVOCATE .COM

oM offMetro
Get out of town

CBS NEWS
SUNDAY
MORNING

THE BALTIMORE SUN

Arrive

THE HUFFINGTON POST

DAILY NEWS
NEW YORK

The Star-Ledger

THE WALL STREET JOURNAL

EARNED MEDIA STORIES IN 2016

TRAVEL FEATURES, EVENT COVERAGE &
BEST-OF LISTS

10,000

EDITORIAL STORIES

EARNED MEDIA 2016
IMPRESSIONS & VALUE

987 MILLION

IMPRESSIONS

\$29 MILLION

PUBLICITY VALUE



DIGITAL POWERHOUSE: OWNED MEDIA

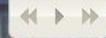


▼ THINGS TO DO

▼ PLAN YOUR TRIP

▼ PHILLY NOW

WITH LOVE PHILADELPHIA XOXO



WHAT'S NEW

- Spotlight ▶
- Phillyosophy ▶
- Partners ▶
- Events ▶
- Top Picks ▶
- Attractions ▶

FEATURED:



Top Events and Festivals Coming in 2015

Month-by-month guide

Check out a few of the exciting events, festivals and exhibitions happening this year. [MORE...](#)



Reasons You Must-See *The Art of the Brick*

Through September 6

POPULAR ATTRACTIONS

1. Reading Terminal Market
2. Independence National Historical Park
3. Philadelphia Museum of Art
4. Top Philly Cheesesteaks
5. The Liberty Bell Center
6. Independence Hall
7. National Constitution Center
8. Philadelphia CityPASS

SEARCH HOTELS

CHECK-IN DATE:

CHECK-OUT DATE:

LOCATION:
 ▼

Top 10 Things To Look Forward To In Philly In 2016

Posted 3 Weeks Ago 5K Shares

These are just a few of things that we're most excited about for 2016...

READ MORE

PHOTO BY R. KENNEDY FOR VISIT PHILADELPHIA



POSTED 1 DAY AGO

5K SHARES

Top 10 Free Things To Do In Philly This Winter

Free activities and events can be found far and wide in Philadelphia this winter.



POSTED 11 MONTHS AGO

5K SHARES

Where To Find The Best Dumplings In Philly

Here are eight of the best spots in Philadelphia where you should go dumpling crazy.



POSTED 2 DAYS AGO

3K SHARES

Top Picks For Live Music In Philly This January

On any given night of the week, there's no shortage of awesome music rocking stages in our fair city.

TOTAL VISITATION

VISITPHILLY.COM & UWISHUNU.COM, 2016

20 MILLION

TRAFFIC HAS DOUBLED SINCE 2012

SENDING VISITS TO PARTNERS
GENERATING ONLINE REFERRALS

4 MILLION

CLICKS TO PARTNER WEBSITES



SURGE IN SOCIAL MEDIA: OWNED MEDIA

FANS & FOLLOWERS
VISIT PHILLY SOCIAL MEDIA

1.3 MILLION

ENGAGED FANS & FOLLOWERS



FANS & FOLLOWERS
VISIT PHILLY SOCIAL MEDIA

#VISITPHILLY

400 USES A DAY



RECOMMENDATIONS TO
BOLSTER TOURISM IN PA

Increase budget for PA Tourism Office
to allow for branded, umbrella campaign
to compete with *Pure Michigan*, *Virginia*
is for Lovers, *I Love NY* and other state
campaigns.

MORE VISITORS,
MORE ECONOMIC
IMPACT, MORE JOBS

THE POWER OF TOURISM PROMOTION

SMALL INVESTMENT, STRONG RETURN

A million dollar investment would result in:

RETURN ON INVESTMENT

Marketing Investment	Additional Visits	Visitor Spending	State Tax Revenue	Local Tax Revenue	Jobs Supported
\$1 million	860,000	\$100 mil	\$5.55 mil	\$5.13 mil	1,664

Based on Longwoods International and Tourism Economics analysis of GPTMC's With Love, Philadelphia XOXOTM campaign, 2009 - 2010

THANK YOU!

VISIT
PHILADELPHIA[®]

VISITPHILLY.COM UWISHUNU.COM

