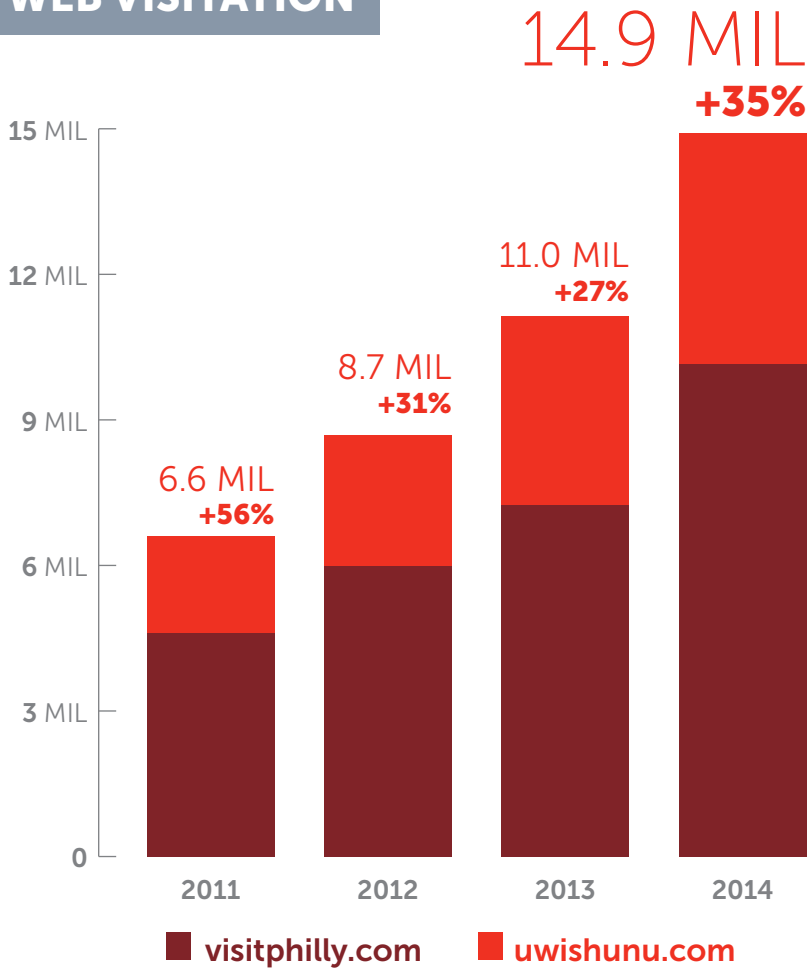


VISITPHILLY.COM & UWISHUNU.COM

THE POWER OF PHILADELPHIA'S DESTINATION WEBSITES

2014

WEB VISITATION



Source: Google Analytics

GETTING PEOPLE TO PHILADELPHIA

76% of users said the websites improved their impressions of Philadelphia.

74% said the sites increased their interest in visiting Philadelphia.

94% went to a restaurant, attraction or event they read about on uwishunu.com.

Source: Visitphilly.com and Uwishunu.com User Surveys, 2014

DRIVING CLICKS & INTEREST

Visitphilly.com and uwishunu.com sent

3 MILLION CLICKS

to partner organizations' websites.

Source: Google Analytics

HALF OF WEB TRAFFIC COMES FROM **MOBILE DEVICES.**

Source: Google Analytics



MOST POPULAR ON VISITPHILLY.COM

- 1 Top 10 Spots for Authentic Philly Cheesesteaks
- 2 15 Must-See Holiday Attractions
- 3 July 4th Festival, Concert & Fireworks

MOST POPULAR ON UWISHUNU.COM

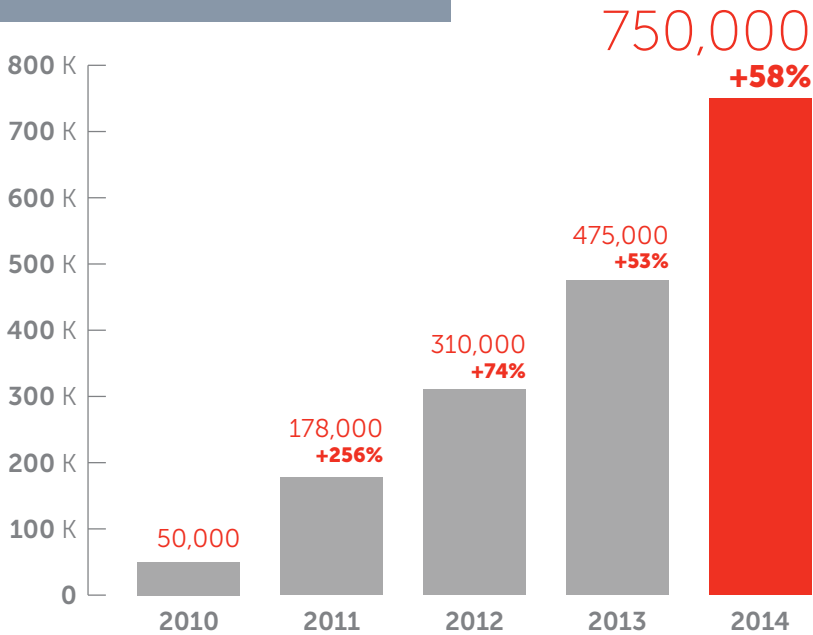
- 1 Huffington Post Declares Philadelphia the Most Underrated City in America
- 2 Game Changer: Comcast Announces Plans For New, 59-Story Skyscraper to Be Built in Philadelphia
- 3 The Top 14 Things to Do With Kids During the Holiday Season in Philadelphia

VISIT PHILLY SOCIAL MEDIA

DIRECT-TO-TRAVELER CONVERSATIONS

2014

FANS & FOLLOWERS



GETTING PEOPLE TO PHILADELPHIA

74% of users said Visit Philly social media improved their impressions of Philadelphia.

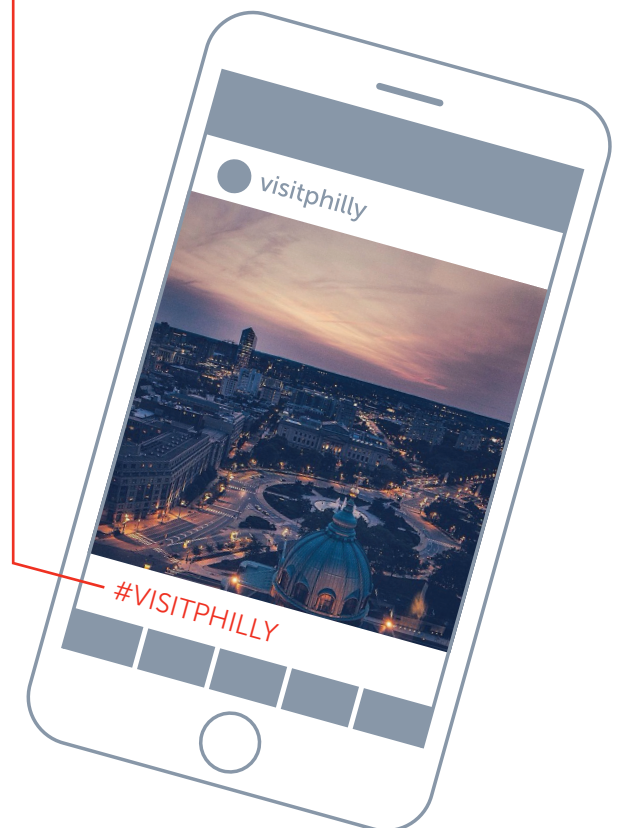
86% of out-of-towners said being a fan/follower increased their interest in visiting Philadelphia.

80% went to an event or attraction based on our social media post.

Source: Social Media Survey, 2014

#VISITPHILLY 70,000 TIMES

People have used the hashtag #visitphilly 70,000 times on Instagram. They're our Philadelphia ambassadors.



In 2014, Visit Philly social media accounts sent

**2 MILLION
CLICKS**

to visitphilly.com and uwishunu.com, which are proven image-builders and trip-drivers. (See reverse side.)

visitphilly.com

&

uwishunu.com

Source: Google Analytics

VISIT PHILADELPHIA'S INSTAGRAM
PRESS TRIP TO PHILADELPHIA WON A
GOLD ADRIAN AWARD

