

Philadelphia's NEW CONFIDENCE

VISIT PHILADELPHIA™: 2014 ANNUAL REPORT



BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA COUNTIES

Executive Message

For a city and region, confidence comes in many forms. It comes in accolades racked up month after month, year after year. It comes in glowing press stories that tout the destination's many wonders. It comes in new museums and attractions that show off vast and varied collections that inspire people to make return visits. It comes in more and more visitors choosing a destination as the place they want to spend their valued vacation time. It comes in residents who love the treasure-filled city in which they live and proudly boast about it to friends, family and anyone who will listen, really.

In the Philadelphia region, we've been building our confidence for many years now—and the past year only served to boost that confidence even more. Throughout this report, themed "Philadelphia's New Confidence," you'll read about the strides Philadelphia has made as a region and about what VISIT PHILADELPHIA™ has achieved as a tourism marketing organization.

In 2013, *GQ* wrote, "Philadelphia has more going for it now than ever." We couldn't agree more.

Sincerely,



Manny Stamatakis
Chair
VISIT PHILADELPHIA Board of Directors



Meryl Levitz
President & CEO
VISIT PHILADELPHIA

A Message From Our Governor

I am pleased to recognize the contributions of VISIT PHILADELPHIA to highlight the numerous tourist attractions throughout the Philadelphia region and the Commonwealth. Pennsylvania's tourism industry plays an instrumental role in attracting millions of visitors each year, supporting numerous job opportunities and strengthening our economy. I commend the Commonwealth's travel industry professionals for their commitment to building a better, more prosperous Pennsylvania for all citizens to enjoy. Please accept my best wishes for continued success.

Tom Corbett
Governor, Commonwealth of Pennsylvania

A Message From Our Mayor

Philadelphia is a city of singular American history, distinctive architecture, world-class museums and unrivaled hospitality—and home to some of the best restaurants in the country. This is a city where people of diverse cultures, backgrounds and entrepreneurial vision live, work, play and prosper together. Last year, with the targeted marketing and branding support of VISIT PHILADELPHIA promoting our city as a premier destination for leisure travelers, more than 39 million visitors came to explore the shops and boutiques of our fashionable retail corridors, stroll through our vibrant neighborhoods and experience the galleries and performing arts centers that have made Philadelphia a #1 destination for arts and culture. Philadelphia offers a vital environment for businesses, residents and visitors alike. We're proud to have VISIT PHILADELPHIA telling the country and the world about the year-round amenities and attractions of the Greater Philadelphia region.

Michael A. Nutter
Mayor, City of Philadelphia

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Meryl Levitz
President & CEO, VISIT PHILADELPHIA



Benjamin Franklin Parkway

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Big Thanks

We couldn't possibly do the work we do without our valued and trusted partners, including the ones that make our annual report and Hospitality Leaders Lunch possible: PNC Bank, Morris Publications' *Where Philadelphia* and KYW Newsradio 1060. Big thanks for your continued support.

Stay In Touch

Want to know what's going on in Greater Philadelphia or what we're up to at VISIT PHILADELPHIA? We have a full spectrum of web and social media properties to keep you in the know.

visitphilly.com uwishunu.com



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VISIT PHILADELPHIA

Manifesto

Philadelphia surprises people. It reveals its multifaceted, captivating personality to them block by block, mural by mural, garden by garden, neighborhood by neighborhood.

Here, 100-year-old cheese shops happily live a few doors down from lauded chef-run restaurants. There's so much art; it's inside, outside and on the sides of buildings. The corner bar thrives, and just about everyone is a craft-beer enthusiast. Clothing design, building design and park design inspire. Creativity bursts from art galleries, modern-dance troupes, street performances, story slams, concerts and DJ parties.

Philadelphians count on festivals for any and all reasons, bike trails for fun and bike lanes for transport and people just being themselves.

VISIT PHILADELPHIA invites people to... well, visit Philadelphia. We believe in the power of travel; it shapes a person and expands horizons. Philadelphia delivers on our promise of an urban, main street, foodie, historic, cultural, cool, eye-opening, independent experience. It's one destination, five counties, countless things to do.

Philadelphia is our job and our passion. Some may call us Philly freaks, and we're OK with/proud of that.

We want you to get to know Philadelphia. Smile at our ads; click around our websites; watch our videos; follow us on Facebook, Twitter, Instagram and the rest.

But mostly, we want you to visit Philadelphia. And love it like we do.

LOLO



Benjamin Franklin Bridge & Skyline

WHAT WE DO

Branding & Image Building

We bring people to Philadelphia and The Countryside®. We get them to experience more while they're here and to stay in hotels. How? Branding, image building and activating.

Our Mission

VISIT PHILADELPHIA increases the number of visitors, the number of nights they stay and the number of things they do. These marketing efforts also enhance the quality of life and sense of pride for residents.

We build Philadelphia's brand and image. We give Philadelphia a voice through VISIT PHILADELPHIA's campaigns, media relations, advertising, websites and social media. It's important that people feel that they know a destination—that's what makes them want to visit.

What We Mean By Philadelphia And The Countryside®

We mean Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

The Importance Of Tourism To Philadelphia

Leisure and hospitality is the fifth-largest industry in Greater Philadelphia (source: Select Greater Philadelphia). The health of the industry depends on all segments—leisure, business, convention—performing well.

Visitors generate taxes and jobs, and they support local businesses. Visitor dollars also build quality of life in Philadelphia. (See page 20 for more about the economic impact of travel.)

Comparing 2013 to 1997, when VISIT PHILADELPHIA began advertising, Philadelphia has seen:

- **11.6 million** more leisure visitors (34.4 million in 2013).
- **264% increase** in leisure hotel rooms booked in Center City.
- **78% growth** in overnight trips, more than twice as fast as day trips.
- **84% growth** in overnight leisure, the fastest of any visitor segment. (Tourism Economics/Longwoods International)

Our 2014 Funding Sources



Our 2014 Expenditure Allocations



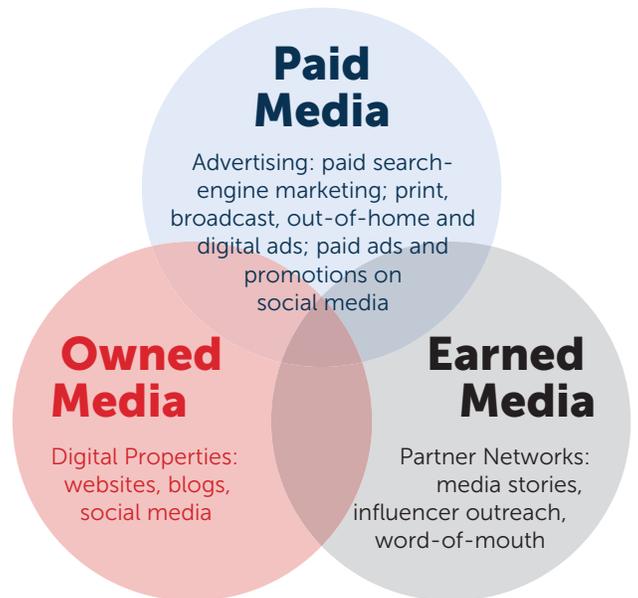
Our Audience

Our marketing specifically focuses on leisure travelers—those who come to Philadelphia to have fun.

Defining Marketing

Peter Yesawich, chairman and CEO of Ypartnership, once said, "It's never been easier to reach people, and it's never been harder to influence them." And he's right. Here's a look at how we approach marketing in these ever-evolving times:

- **Paid Media:** Paid (traditional) advertising in newspapers, magazines, radio, video, mobile and out-of-home (billboards); online paid media for search engines, pay-per-click ads and paid ads on social channels such as Facebook; and paid content marketing.
- **Earned Media:** Media relations/publicity initiatives that target editorial and other influencers to generate online and offline coverage from a third-party perspective.
- **Owned Media:** Media channels owned by VISIT PHILADELPHIA, such as visitphilly.com, uwishunu.com and social media.



PARTNERSHIP POWER

Collaboration Is Key

VISIT PHILADELPHIA's partners depend on us to run strategic campaigns with a unified voice. We turn partners' news and dollars into marketing that gets people to visit Philadelphia and our partners' businesses and attractions.

Partnership Success Stories

Every partner is different, and we love working together to achieve individual and destination goals. Judging by the below numbers, we know that partners see the value in our customized approach.

- **23 partners** have participated in our With Love, Philadelphia XOXO® Joint Marketing Program since 2011.
- **17 organizations**—including the City of Philadelphia and the Commonwealth of Pennsylvania—teamed up for With Art Philadelphia™. VISIT PHILADELPHIA ran the collaborative campaign.
- **75 partners** have signed on to advertise on visitphilly.com since April 2013. Hotels, restaurants, attractions and festivals enjoy greater visibility on the region's official visitor website.
- **155 organizations** have joined us for four different Philadelphia sections in *US Airways* and *Arrive* magazines—each one branded With Love, With Art and/or visitphilly.com. Participants included attractions, neighborhood associations, schools, hospitals, museums and art organizations. Look for the next *US Airways* spread in June 2014.



Philadelphia Flower Show

Demonstrating The Importance Of Our Industry

VISIT PHILADELPHIA believes in travel—its benefits for individuals, families, businesses, towns, states and the entire country.

So naturally, we work with the U.S. Travel Association and the Travel Effect team. In addition to representing Philadelphia on the board of directors and Travel Effect marketing committee, we distribute important messages about the effects of travel. We look forward to continuing our relationship and boosting the local and national perception of travel as an industry.





New York's Penn Station

City-Wide, Region-Wide Promotional Partners

Building Philadelphia's image and increasing visitation to our fine region takes a collective and massive effort. We want to work with partners to ensure that our campaigns are strategic and our messages are unified.

Matching-Fund Programs & Special Opportunities

Joint Marketing Program: Participants in this program, which began in 2011, promote their exhibitions, events and attractions by buying into our With Love campaign. This opportunity broadens their reach and provides a matched investment, strategic direction and creative support from VISIT PHILADELPHIA.

Advertising On Visitphilly.com: Visitphilly.com is our call-to-action not only on ads, but also for press materials, social media, newsletters, brochures and everything else we do. Organizations secure more coverage on visitphilly.com by taking advantage of our online advertising program, launched in 2013. Our partners had been wanting this opportunity for years.

Special Sections: We get our messages in the hands of travelers while they're traveling. We've spearheaded four special sections in *US Airways* and *Arrive* magazines that highlight the region to national and international travelers—in the sky and on the rails.

Special Programs: Attractions and organizations partner together to spread a stronger message to consumers. To make our With Art Philadelphia campaign a reality, we brought together 17 civic and cultural organizations to shine a light on the city's vibrant arts scene. We intend to lead more opportunities like this one in the future.

In-Kind Partnerships

Communications: Our media team is in constant communication with the press, and they're eager to share good attraction news and quirky stories in our press materials (releases, photos and videos) and through our Visiting Journalist Program.

Hotel Program: We create hotel packages, promote hotel packages, provide hotel room-booking capabilities, work with AAA and Canadian Automobile Association clubs to promote hotel packages and liaison with the concierge community.

Social Media: We have more than a dozen social media accounts sending out Philadelphia information to varied audiences daily, and the social media team is happy to promote events, deals, special offers and more on Facebook, Twitter, Instagram, Pinterest and our other outlets.

Research: We publish research based on consumer surveys, focus groups and visitor profiles and are committed to sharing these findings with our partners.

Advertising: In addition to the advertising opportunities mentioned on the left, we produce advertorials and collateral materials that highlight attractions, events, exhibits and more. We also run sweepstakes that require prize fulfillment (overnight stays, tickets, etc.).

For our complete *VISIT PHILADELPHIA™ Partner Opportunities* brochure, including contact information, go to visitphilly.com/partnerships.

Want To Know More About Us?

We have a few ways you can do just that.

- Sign up for our president and CEO's monthly email at visitphilly.com/email.
- Follow VISIT PHILADELPHIA on LinkedIn.
- Go to visitphilly.com/about.



CONFIDENCE BOOSTER

In December 2013, Skift, the influential global travel industry news site, named Meryl Levitz to its World's Top Travel Marketers list.

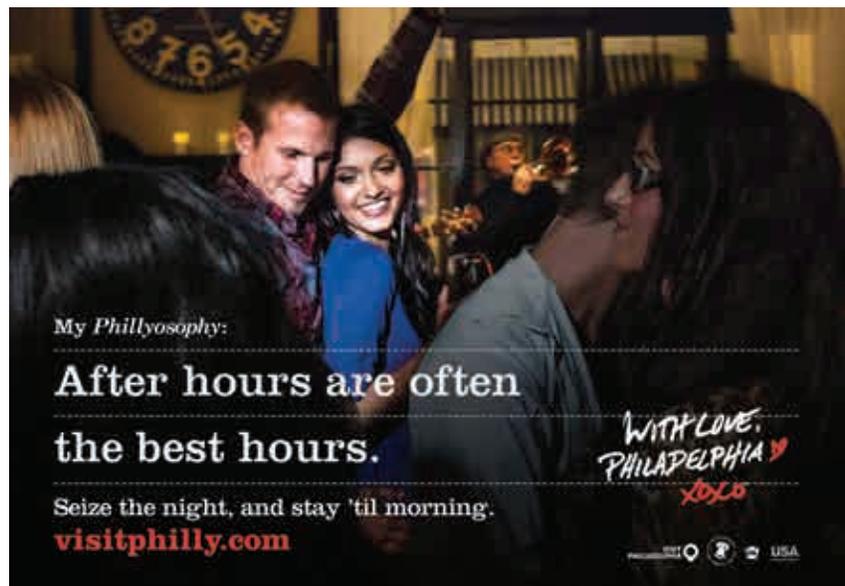
A YEAR IN ACHIEVEMENTS

2013-2014

It has been quite a year for the Philadelphia region, for VISIT PHILADELPHIA—that's right, we changed our name—for our partners and for our visitors. Here's a look at some milestone moments:

New Year Brings New Name, Evolved Campaign

- After many years of planning, we changed our name from the Greater Philadelphia Tourism Marketing Corporation to **VISIT PHILADELPHIA**. Sure, it's shorter and easier to say than our 17-syllable name, but more importantly, VISIT PHILADELPHIA is a strong call-to-action that tells people exactly what we want them to do.
- We debuted an evolution of our popular and effective **With Love, Philadelphia XOXO** campaign. Called **Phillysophy™**, this new vision conveys Philadelphia's familiar voice, spirit and attitude while reflecting the region's new confidence.



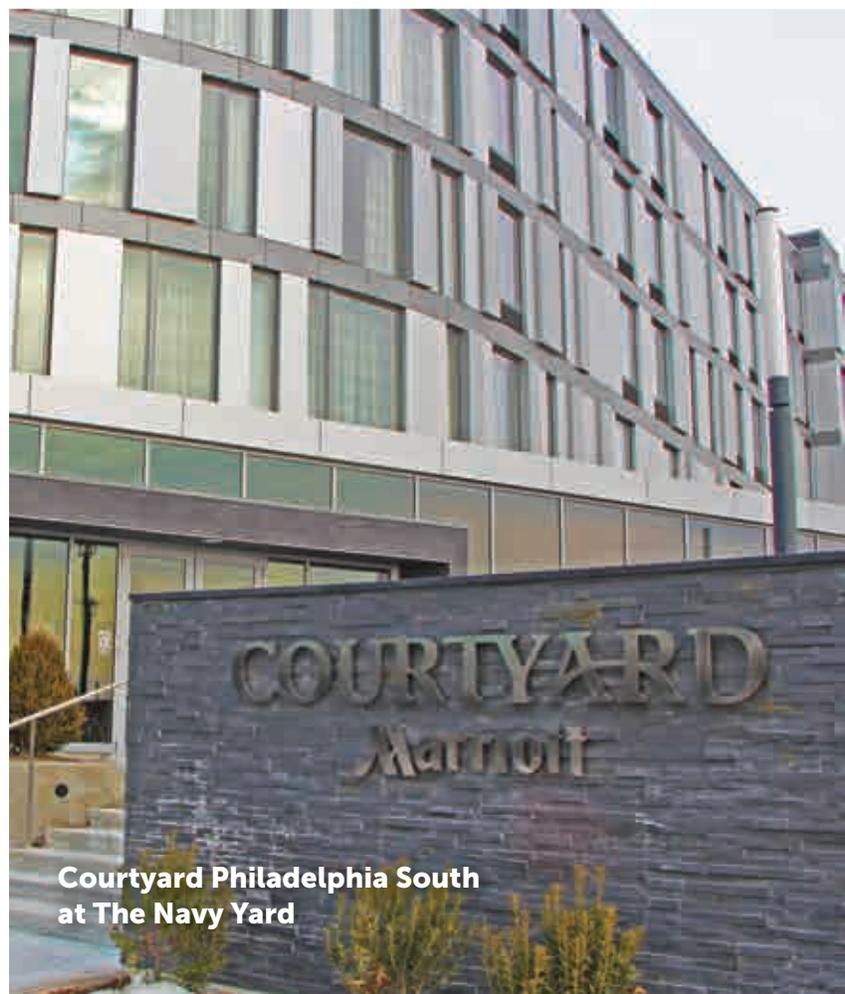
New Places To Stay, New Reasons To Visit

- Two new hotels now call Philadelphia home: **Home2 Suites** and the **Courtyard Philadelphia South at The Navy Yard**, helping to bring our annual hotel room supply (in other words, if every room were filled every night) to more than 4 million.
- Independence National Historical Park opened the **Benjamin Franklin Museum**, the first museum in the world dedicated to the life, times and legacy of the extraordinary Founding Father.
- The Merion Golf Club hosted the **U.S. Open**, bringing in 100,000 people, generating \$100-\$120 million in impact and garnering 85 hours of TV coverage for the region.

Visitors: They Came, They Stayed, They Spent

In 2013:

- Greater Philadelphia welcomed **39 million visitors**—a 1% increase from 2012. (Tourism Economics/Longwoods International)
- Visitor spending supported **90,261 regional jobs** and generated **\$636 million in state and local taxes**. (Tourism Economics)
- Individual leisure travelers accounted for 924,000 Center City room nights—a **growth of 264%** since 1997, when leisure accounted for 254,000 room nights. (PKF Consulting)



Courtyard Philadelphia South at The Navy Yard



Bucks County's Fonthill



CONFIDENCE BOOSTER



"Best Name Change of the Year: GPTMC Becomes Visit Philadelphia," wrote phillymag.com in a headline that ran in a November article about our big news.

Our Websites Deliver

- In 2013, we welcomed:
 - o **11.04 million visits** to visitphilly.com and uwishunu.com, up 27% from 2012.
 - o **4.65 million mobile visits** to our sites, a 351% increase from 2011.
- We debuted new mobile sites for visitphilly.com and uwishunu.com—both of which provide access to 100% of the content on our sites.

Social Media Soars

- We engaged with 475,000 fans and followers on nine social media platforms in 2013, and that number grows daily. In fact, we're now up to more than a **half-million followers**.
- Our social media efforts activate people. In a 2013 survey, 71% of locals said they took out-of-town visitors to an event or activity they read about on one of our accounts.
- Social media strategy company Sparkloft released the "**Top 10 US cities on Social Media 2013**," and Visit Philly made the lists, ranking #3 on Instagram, #5 on Pinterest, #6 on Twitter and #10 on Facebook in terms of follower numbers.

We now have a **half-million** fans on nine platforms.



The Power Of Public Relations

- We generated more than **6,000 editorial stories** about all sorts of Philadelphia topics in top-tier print and online outlets.
- We fulfilled **4,000 media requests for photos** and **800 requests for video**, thanks in part to new technology that allows easy download of HD footage.
- *The New York Times* published **11 travel-related stories** about Philadelphia, covering everything from Ben Franklin to Fishtown.

MAJOR CAMPAIGNS

An Integrated Marketing Approach

We've learned over our many years of marketing that people respond best to messages that are tailored to them. That's the reason we run multiple campaigns at any given time—efforts that speak directly to art lovers, urban adventurers and millennials, along with African-American, Hispanic, LGBT and Canadian travelers. Of course, we also run a general campaign, **Phillyosophy™**, an evolution of our popular and effective **With Love, Philadelphia XOXO®**. Its strength is its adaptability for any audience, any event, any pop-culture moment at any given time.



We began 2014 with big news: We evolved our five-year-old With Love campaign, bringing to it high-impact visuals and copy that reflects Philadelphia's new confidence.

Since we launched With Love in 2009 right after the recession hit, Philadelphia's image has evolved, and it was time for our general campaign to reflect that.

How The Evolution Came To Be

Consumer research proved With Love's strength, but indicated the need for a slightly different approach. Working with Red Tettemer O'Connell + Partners, we developed Phillyosophy, an evolved version of our beloved campaign that includes big, bold photos and more emotive lines that read like belief statements and reflect how Philly thinks.

The Phillyosophy ads reflect an attitude, passion and perspective unique to Philadelphia, and the messages continue to be signed with the With Love, Philadelphia XOXO signature.

Anatomy Of A Phillyosophy Ad

1. Photo

A big, bold photo that shows off Philadelphia's wow factor and draws you into the scene

2. Phillyosophy Line

A strong statement about Philadelphia that conveys the city's personality

3. Call-to-Action

Tells you exactly what your next step should be

4. With Love Signature

Indicates that the message comes directly from Philadelphia with love





An Ad Buy To Remember

With our evolved campaign came a splashy ad buy that people couldn't help but notice. We took over a New Jersey Transit double-decker train—a VISIT PHILADELPHIA first—running from Secaucus, New Jersey to the Meadowlands. Hundreds of thousands of people saw the With Love train, including those traveling to the Super Bowl on February 2.

Other high-impact tactics in our media buy included mobile and tablet, online, print and billboard ads; a takeover of Philadelphia's Suburban Station in February; and online videos that brought Phillyosophy to life.

The summer 2014 buy includes a station domination in New York's Penn Station in June, a special section in *US Airways* magazine and full bus wraps on high-commuter routes in northern New Jersey—another first for us—among other more traditional tactics.

Joint Marketing = Empowered Marketing

Our Joint Marketing Program enables us to buy high-impact advertising placements in markets and mediums that our partners couldn't afford on their own. Since 2011, **23 partners** have invested nearly **\$1.6 million** in the program and, in doing so, have secured customized With Love messages in Suburban and Penn stations; on SEPTA, NJ Transit and PATCO trains; and in popular email blasts such as *The New York Times'* Great Getaways and ShermansTravel. By buying into this program, our partners show their confidence in and commitment to Philadelphia, our campaign, our call-to-action (visitphilly.com) and our marketing expertise.

A look at our partners to date:

- The Academy of Natural Sciences of Drexel University
- Adventure Aquarium
- Amtrak
- Barnes Foundation
- Benjamin Franklin Museum
- Chester County Conference and Visitors Bureau
- CityPASS
- The Franklin Institute
- Longwood Gardens
- National Constitution Center
- National Museum of American Jewish History
- Peddler's Village
- Penn Museum
- Philadelphia Flower Show
- Philadelphia International Festival of the Arts
- Philadelphia Museum of Art
- The Philadelphia Orchestra
- Philadelphia Union
- Please Touch Museum®
- Sesame Place
- SugarHouse Casino
- Towns of the Philadelphia Countryside
- Valley Forge Convention and Visitors Bureau



CONFIDENCE BOOSTER

"I love Philadelphia. It's like New York without the... Wait, you know what? I'm not comparing it with anything. It's Philadelphia. Period." – Bergen County's *The Record*, March 9, 2014



In 2012, we embarked on a first-of-its-kind partnership with 16 civic and cultural organizations to leverage the opening of the Barnes Foundation in Philadelphia and shine a light on the city's vast and varied art scene. A 2013 survey conducted

by Russell Research revealed that 32% of young people (18-34) had visited a Parkway museum, up from 19% in 2011. Pleased with the success of what was intended to be a two-year endeavor, many partners signed on for a third year of the visual arts marketing campaign.

Our Partners

- City of Philadelphia
- Barnes Foundation
- Philadelphia Museum of Art
- Pennsylvania Academy of the Fine Arts
- Penn Museum
- Pennsylvania Horticultural Society
- Philadelphia International Airport
- Philadelphia Convention & Visitors Bureau
- Greater Philadelphia Cultural Alliance
- Commonwealth of Pennsylvania
- The Lenfest Foundation
- William Penn Foundation
- Knight Foundation
- Arts & Business Council of Greater Philadelphia
- PNC
- PECO

Artistic Advertising Endeavors

"A visit to Philadelphia is better with art." That was our key message for year two of the campaign, and that's the sentiment we conveyed in advertising that appeared in outdoor, print and radio ads in the Philadelphia, New York, Baltimore and Washington, DC markets, plus nationally and internationally online. The ads featured highlights from our partner museums' collections and encouraged visitors to curate their own Philadelphia experiences.



Barnes Foundation

Press That Makes An Impression

Our PR team has been pitching Philadelphia's art stories to the media for three years now, and our efforts have put Philadelphia at the top of the art cities heap. The *New York Post* called Philadelphia the **"perfect weekend fling for art lovers."** This statement and many others like it are descriptions we didn't hear much before this campaign launched. We helped plant and feed these stories by hosting nearly **50 members of the press** in Philadelphia since the campaign's inception, by curating a press event for **60 top-tier art and travel journalists** in New York and by conducting many photo and video shoots that put the "visual" in visual arts.

A Work Of Social Art

We spread the With Art message across multiple social media platforms, hosting a **"Curate Your Own Experience"** contest on Pinterest; running a public art photo contest on Facebook, Twitter and Instagram; and hosting "Picture Yourself" photo opportunities at five major city events and festivals.

O Canada!

Canada continues to be a priority market for us. This year, Brand USA featured Philadelphia in its 2014 Great American Road Trip in the Atlantic Coast Trail section, an online piece geared toward Canadian travelers looking to plan a trip to the U.S. East Coast. We also partnered with Brand USA on a matching-funds marketing project that launched in April 2014. The initiative included a print and online advertising buy geo-targeted to Southern Ontario and Toronto, as well as a social media presence on Facebook and Twitter.

This year, we stayed committed to our nearly decade-long PR effort in Canada, hosting three media events in Toronto and Montreal that promoted the general destination, as well as our art scene. Media responded to our efforts by penning more than 100 stories that appeared in some of the country's top publications, including *The Globe and Mail*, *National Post*, *Zoomer* magazine and *Xtra* magazine, among others. The *Toronto Sun* raved about our city, writing, "It's difficult for a travelling family to put a foot wrong in Philadelphia."

THE GLOBE AND MAIL 



PHILADELPHIA NEIGHBORHOODS

In spring of 2013, with funding support from the William Penn Foundation, we launched our Philadelphia Neighborhoods campaign to encourage visitors and locals to explore 14 of the city's distinct and developing neighborhoods. By project's end in March 2014, we had expanded the campaign to include 21 neighborhoods in Center City Philadelphia and beyond.

Online Advertising Exclusive

We leveraged our With Love brand to promote the Philadelphia Neighborhoods campaign in an online-only ad buy. Banner ads, e-blasts and sponsored content made up the bulk of the buy on sites most likely to appeal to crafty, tech-savvy and adventurous travelers: **nytimes.com**, **Eater**, **metro.us**, **thegrio.com** and others. This campaign was mainly geo-targeted to Philadelphia, New York and Washington, DC.

The PR Power Play

In order to generate buzz and coverage from influential media outlets, we developed compelling content that told the stories of our neighborhoods, and we invited journalists to experience these vibrant communities for themselves. Over the course of the campaign, we produced dozens of press releases and hundreds of photos that fueled the media, our website and our social media efforts. We also hosted four press trips that yielded nearly **200 print, blog, TV and radio stories** touting the vibrancy of Philadelphia's neighborhoods.

The Web Makes The Neighborhoods Go 'Round

Our websites served as a one-stop shop for travelers in need of neighborhood information. visitphilly.com/neighborhoods—**now one of the 10 most popular sections on the site**—launched interactive maps, neighborhood itineraries and hundreds of pages of content, while uwishunu.com beefed up its coverage of neighborhood happenings and surfaced relevant content on the homepage.

A Neighborhood Social

Social media played a key role in encouraging sharing and word-of-mouth buzz about our neighborhoods and the campaign surrounding them. Of course, we boasted about neighborhoods daily on our social media properties, but we also ran several contests and promotions to keep people engaged. Our **Guest Instagram** program, for example, enabled people to experience various neighborhoods from a resident's point of view. We also **sponsored 19 popular festivals**, where we handed out beer boots, printed Instagram photos and more in exchange for posts on social media using our hashtags.

What's Next? Towns Of The Philadelphia Countryside

Outside Philadelphia, a wellspring of authentic, historic and charming towns is thriving. As a regional marketing organization, we've always touted our suburban offerings, but now, thanks to a grant from the Commonwealth of Pennsylvania, we have the opportunity to build brand awareness for themes and experiences that connect selected towns of the Philadelphia Countryside.

We'll launch an integrated marketing program in June 2014 aimed at raising awareness of and encouraging visitation to the towns of our countryside and providing a catalyst for return visits and longer stays. The program will build themed touring experiences that tap into people's passions for gardens and galleries, food and drink, main street shopping, history, outdoor recreation, festivals and events.



**Chester County's
Kennett Square**



CONFIDENCE BOOSTER

Food & Wine included East Passyunk Avenue in its roundup of the "10 Best Foodie Streets in America."

Philly 360[®]

Strategic partnerships—both internal and external—characterized year five for our Philly 360[®] campaign, showcasing the city's music, design and culture scene to a cross-cultural millennial audience.

Content Is King

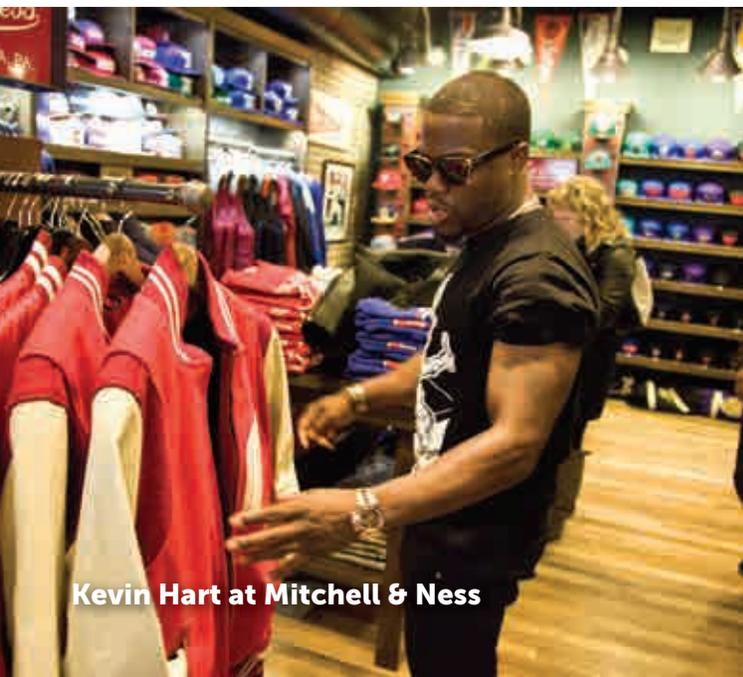
This year, we tightened the content focus on our popular website, signing on new bloggers to dish expertly on music, design and culture. We also launched an Instagram account at this year's **Roots Picnic** to give our fans another avenue to engage with our brand. And video played as important a role as ever on our site. In fact, we created more than **40 short videos** that show off Philly events, exhibits, artists and celebrities. Our most popular piece this year? A behind-the-scenes video featuring Kevin Hart and Ice Cube at **Mitchell & Ness**.

The Power Of Cross-Promotion

Philly 360[®] aligned with some of our other popular VISIT PHILADELPHIA campaigns to cross-promote messages and to share and maximize resources. At the Roots Picnic, for example, we used a Philly neighborhoods painting created by local artist Stacey Flygirrl Wilson as the backdrop for a free photo booth, ensuring that audiences were exposed to the Philly 360[®], With Art Philadelphia and Philadelphia Neighborhoods messages at this daylong event. We adopted a similar approach at **Made In America**, the **BlackStar Film Festival** and **The City**, a pre-Fourth of July music and fashion event.

Upping Philly's Cool Factor With Collaborators

Working with influential organizations and individuals is key to getting our message out to the millennials we're looking to reach. We collaborated with **BASSic Black Entertainment**, **The Recording Academy[®]**, **BMI**, **Radio One** and others on projects that delivered content to our site, exposure at events and positive public remarks from influencers about Philly's creative scene.



Kevin Hart at Mitchell & Ness



Norris Square's
Festival de Bambulaé



The Hispanic market continues to be an increasingly important one for us. In fact, in 2013, the number of Spanish-speaking fans on facebook.com/visitphilly increased by 87%.

Media Ama Philadelphia

Latino press showed Philadelphia the love this year, with coverage coming from Montreal to Mexico. Our neighborhoods provided plenty of fodder for print stories in *El Tiempo Latino* (DC), *Impacto* (New York) and *El Planeta* (Boston), among others. *Viajando con Fama*, the **number-one Spanish travel show in the U.S.**, spent four full days filming here for a one-hour-long episode.

An Integrated Approach

This year, we were as efficient as ever in incorporating Hispanic elements into our other campaigns: With Art, Philadelphia Neighborhoods and Philly 360[®]. For example, we created Hispanic-specific press releases, videos and social media posts for our Philadelphia Neighborhoods campaign.

Community Collaborations

Supporting the efforts of our community partners benefits our work in multiple ways. It helps us reach our key audience, gives us a presence at highly populated events and enhances the work that local organizations are doing. This year, we teamed up with the **Hispanic Choice Awards** to communicate our message to leaders in the community, as well as the **Mexican Cultural Center**, the **Penn Museum**, **Taller Puertorriqueño** and **AfroTaino Productions**.

The number of **Spanish-speaking fans** on facebook.com/visitphilly increased by **87%** in 2013.





Ten years after the launching our groundbreaking LGBT campaign, we're still at it—committed as ever to showing off our gay-friendly town to potential visitors.

Introducing A Fab New Commercial

To celebrate the 10th anniversary of our gay campaign, we released a second commercial geared toward LGBT travelers in August 2013. Titled “**Miss Richfield’s Selfie Tour of Philadelphia**,” the 30-second spot shows the drag queen on a Philadelphia tour, snapping photos of herself at various landmarks. The commercial debuted at the National Lesbian & Gay Journalists Association’s convention and then aired on the Bravo network, Logo TV and online.



CONFIDENCE BOOSTER

“Anyone looking for a case study of how audience/prospect research and tailored, multi-channel marketing efforts can pay off for destinations need look no further than Philadelphia.”
– MediaPost, May 28, 2013

In The Press

We counted **more than 200 stories** about gay-friendly Philadelphia throughout the year. Many focused on the new commercial, with major gay publications (*Out* magazine) and mainstream outlets (*The New York Times*) covering the story and highlighting the fact that Philadelphia was the world’s first destination to air a gay television spot. The city’s annual LGBT events such as Equality Forum and Outfest continue to drive coverage as well.

The Year In Sponsorships

In addition to partnering with Miss Richfield on our new commercial, we sponsored national LGBT events that attract influential media, tourism pros and consumers, including the **National Lesbian & Gay Journalist Association’s Annual Convention**, **Community Marketing’s Annual Tourism & Hospitality Conference** and **Sand Blast Weekend**.

Spreading Our Message In Flight & On Board

We’ve had great success with our special sections in *US Airways* magazine, so we were back at it in October 2013 with a 20-page section to promote our Philadelphia Neighborhoods campaign. We’ll embark on our fourth special section with *US Airways* in June 2014, when once again six million readers will have the opportunity to read a cohesive Greater Philadelphia message from dozens of partners.

In March 2014, we also took to the rails with a 43-page special section in Amtrak’s *Arrive* magazine, available to some 1.4 million travelers. The visual and robust spread—a first for VISIT PHILADELPHIA and the magazine—features 27 partners, all doing their part to show readers why Philadelphia is worth a visit.



VISITPHILLY.COM & UWISHUNU.COM

Building Philadelphia's Image Online

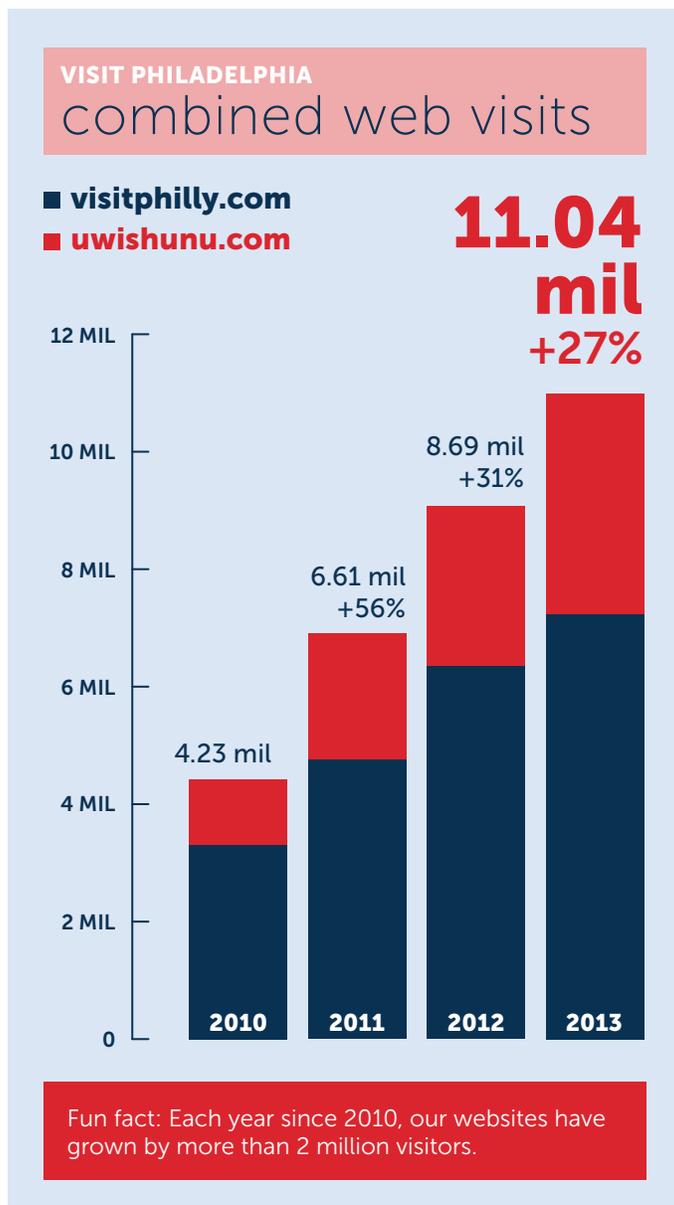
The region's official visitor website and blog, visitphilly.com and uwishunu.com, show how great a trip to Philadelphia could be. On the sites, people find out what Philadelphia is like (its image) and why they should travel here.

11 Million Strong

Together, visitphilly.com and uwishunu.com topped 11 million visits for the first time in 2013—**7.4 million visits for visitphilly.com and 3.7 million visits for uwishunu.com**. That's an increase of 27% over 2012. Thanks to the fantastic content, more and more people rely on our websites for their Philadelphia trips.

Activating Readers

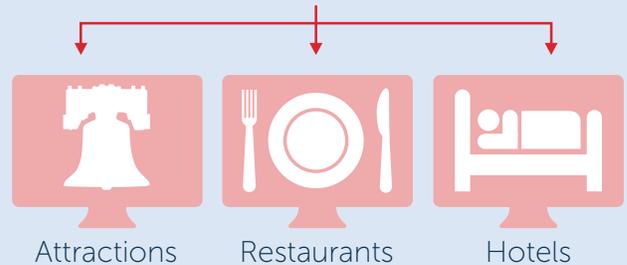
Great content is a conversion machine. It gets people to do more while they're here and dig deeper for information on our partners' websites.



visitphilly.com and uwishunu.com sent

2 million clicks

to partner websites in 2013.



97% of uwishunu.com readers reported that they have attended an event, visited an attraction or restaurant or booked a hotel that they read about on the site.

Improving Impressions

In addition to welcoming more people, the sites are improving people's impressions of our region—and therefore of all the attractions, events, restaurants and other businesses inside of it.

75% of people polled on visitphilly.com said that their online visit improved their impression of Philadelphia.

78% of people polled on uwishunu.com said that their online visit improved their impression of Philadelphia.

Mobile Movement

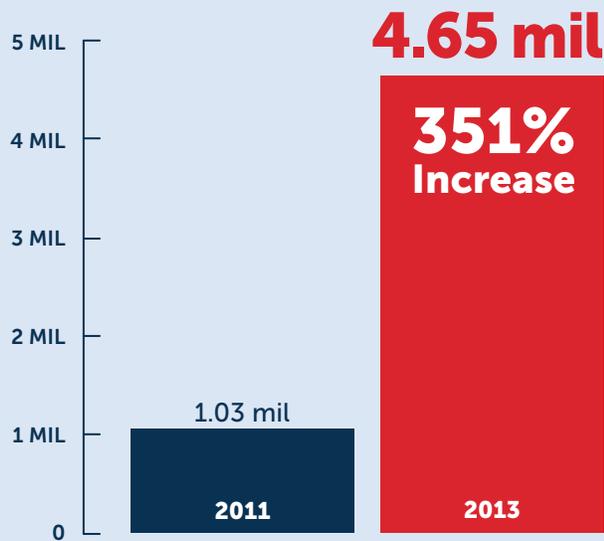
In 2013, mobile traffic to visitphilly.com and uwishunu.com topped **4.65 million visits**, a 351% increase over 2011, when mobile traffic accounted for 1.03 million visits. In 2014, we expect mobile to make up close to 50% of all traffic to the website.

VISIT PHILADELPHIA recently unveiled new mobile sites for visitphilly.com and uwishunu.com. The adaptive designs mean that a person viewing the sites on a phone or tablet can access the same content as someone using a desktop computer—with access to 100% of the content.

Today's mobile web user can be anywhere—in University City looking for a nearby coffee shop, at home researching hotel deals or on the train browsing our list of the top reasons to visit this year. We want to ensure a compelling web experience for people at all stages of the travel cycle.



VISITPHILLY.COM & UWISHUNU.COM mobile visits



Effective Advertising On Visitphilly.com

To attract even more quality visits to their websites, more than **75 strategic partners** have advertised on visitphilly.com. It's a program we launched in April 2013. Our partners had been asking for the opportunity for years. We look forward to continuing relationships with advertisers, adding new participants and even expanding the program to offer new features. Find out how you can get involved on visitphilly.com/advertising.



CONFIDENCE BOOSTER

"The city's official tourism site is better than most at offering up extensively thought out itineraries and keeping on top of a diverse and event-filled city."
— Canada's *National Post*, September 6, 2013

SOCIAL MEDIA

Inform, Engage, Invite

Called one of “Social Media’s Most Innovative Travel Companies” by *Travel + Leisure*, VISIT PHILADELPHIA takes its social standing seriously. We embraced social media as part of an integrated marketing strategy early on, breaking into the newest and most effective platforms, and we continue to refine our properties.



More Fans & Higher Traffic

On a daily basis, we communicate with half a million fans and followers on social media. Our social platforms rely on high-quality and high-quantity content—resulting in an incredibly high rate of engagement.



People clicked, commented, shared and liked Visit Philly’s Facebook posts

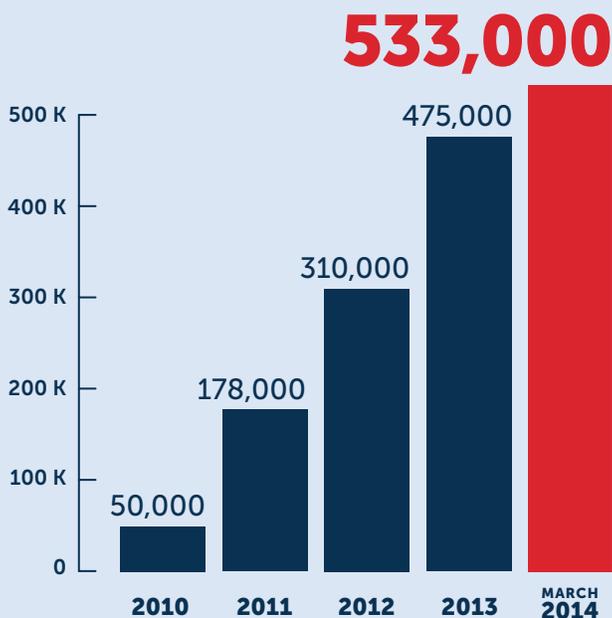
1.4 million times

in 2013, an increase of 87% over 2012.

We point to our websites, where people find more about the Facebook post or tweet they just saw.

VISIT PHILLY Social Media

fans and followers



812,000

visits to visitphilly.com and uwishunu.com came from our Facebook, Twitter and Pinterest accounts in 2013.

And that doesn’t even count visits from mobile apps.



CONFIDENCE BOOSTER

Social media strategy company Sparkloft listed Visit Philly in its "Top 10 US Cities on Social Media 2013" on January 13, 2014 (#3 on Instagram, #5 on Pinterest, #6 on Twitter, #10 on Facebook).

It's Working

We know we motivate our fans to act. A VISIT PHILADELPHIA survey proves the power of our social networks.

71% said that being a fan of our pages improved their impression of Philadelphia.

85% of out-of-town respondents said that following our accounts made them more likely to visit.

71% of locals participated with out-of-town visitors in an event or activity they read about on one of our accounts.

The Point

Why are these findings important? It's the same concept marketers have strived for for years: word-of-mouth. This is modern-day word-of-mouth marketing, and it's essential for travel.

The more visual we make our marketing, the easier and more enticing it is for people to talk about Philadelphia and share our messages.

Social Media Summit

Some of our best ideas come from our partners. Organizations have been asking us to host social media how-to and strategy sessions with them for years.

In late 2013, VISIT PHILADELPHIA convened the region's hospitality and travel community for the first Social Media Summit. We know that when our partners look good (on social), Philadelphia looks good. This supports our mission to build the region's image.

Presenters included social media expert Sheila Scarborough, Philadelphia Eagles, Four Seasons Hotel Philadelphia, Association for Public Art, Philadelphia Museum of Art, Philadelphia Zoo and VISIT PHILADELPHIA.

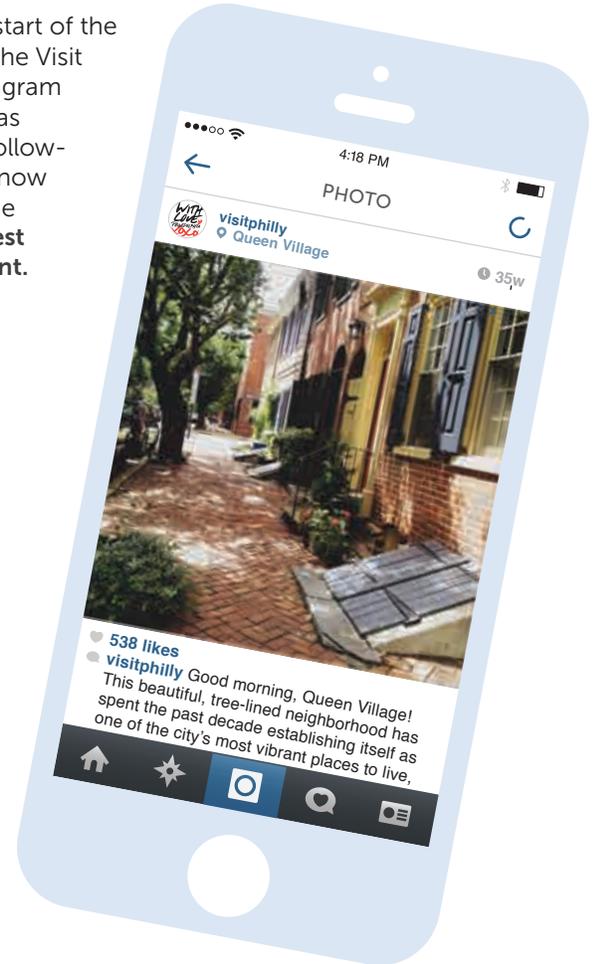
Our post-event survey confirmed that the event was a success: 82% of attendees said they took away action steps to employ at their organization. So, we're doing it again this summer. To find out more, contact Caroline Bean at caroline@visitphilly.com.

Be Our Guest (Instagrammer)

Knowing the power of photography on social, VISIT PHILADELPHIA started the Guest Instagram program as part of the Philadelphia Neighborhoods campaign in 2013. We handed over the keys to our Instagram account, and it paid off.

Twenty-five local people who are active and influential on Instagram took over our account for a few days, each one documenting a specific Philly neighborhood or theme, such as Black History Month and Ben Franklin.

Since the start of the program, the Visit Philly Instagram account has tripled in followers, and it now ranks as the **third-largest city account**.



Attendees at our event held during SXSW had the opportunity to pop into our photo booth and then share their images on social media.



STATS & FACTS

Economic Impact, Hotel & Visitor Numbers

The Travel Economy

Visitors are an integral part of Greater Philadelphia's economy. Their spending helps support local businesses, generates state and local taxes and keeps Philadelphia residents employed.

- **Revenue Generator:** The tourism industry generated \$27.5 million a day in economic impact for Greater Philadelphia—a total of \$10.04 billion for 2013.
- **Job Creator:** Visitor spending supported 90,261 full-time regional jobs in 2013, with a total paycheck of \$3.05 billion.
- **Deficit Reducer:** Visitor spending also generated \$636 million in state and local taxes in 2013, saving every household in the region \$422. (Tourism Economics)

Hotel Performance

With more hotel rooms available than ever before, Philadelphia welcomed guests that filled **3 million rooms** in Center City and **8.6 million rooms** in the region. These guests visited the region for business and pleasure.

People traveling for pleasure continue to choose Philadelphia as a vacation destination.

- In fact, **Saturday night has been the busiest night of the week** for Center City hotels for the past 11 years, reaching 86.5% in 2013. Friday was the second-busiest night of the week in key leisure travel months: May, July, October and December.
- Individual leisure travelers accounted for 924,000 Center City hotel room nights in 2013, **up a whopping 264%** since VISIT PHILADELPHIA started branding Philadelphia in 1997.

How Did Hotels Perform In 2013?

| | U.S.A. | GREATER PHILADELPHIA | PHILADELPHIA COUNTY | CENTER CITY |
|--------------------|--------------------|----------------------|---------------------|--------------------|
| Daily Room Supply | 4.7 mil | 35,200 | 15,900 | 11,200 |
| Annual Room Supply | 1.7 bil | 12.8 mil | 5.8 mil | 4.1 mil |
| Annual Room Demand | 1.1 bil | 8.6 mil | 4.2 mil | 3.0 mil |
| Occupancy | 62.3% +1.5% | 67% -2.0% | 72.8% -0.9% | 73.4% 0.0% |
| Average Daily Rate | \$110.35 +3.9% | \$130.35 +1.0% | \$155.39 +1.0% | \$169.45 +0.9% |
| Total Room Revenue | \$122 bil +6.1% | \$1.12 bil +2.1% | \$657 mil +2.8% | \$508 mil +4.1% |

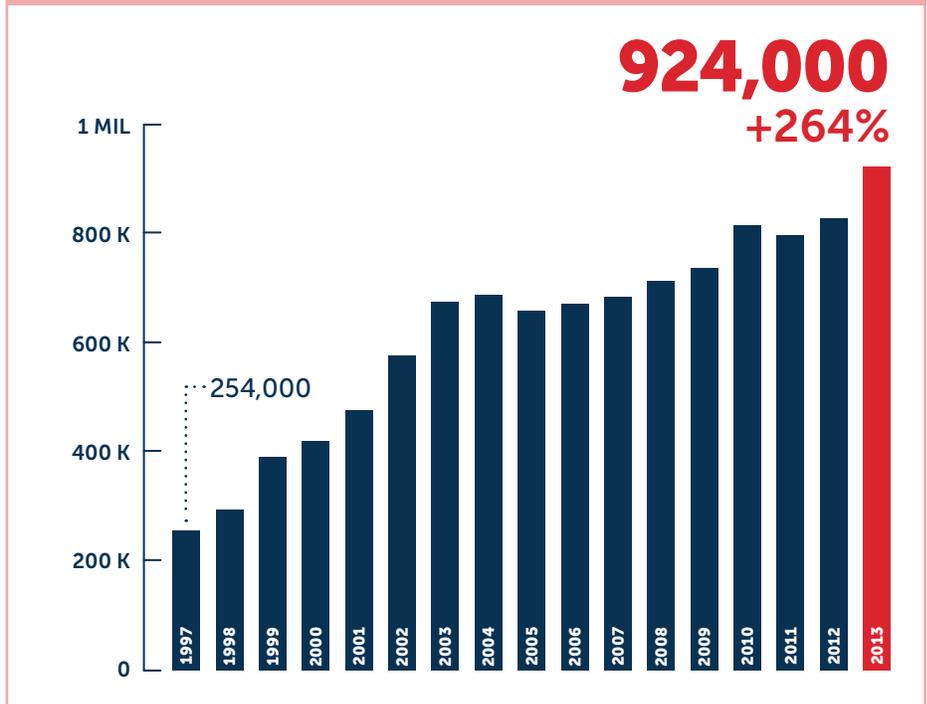
Smith Travel Research

Smith Travel Research

Smith Travel Research

PKF Consulting

How Many Leisure Hotel Room Nights Were Booked In Center City?



(PKF Consulting)

1997 Center City Hotel Market Mix

1.794 million occupied rooms



2013 Center City Hotel Market Mix

2.998 million occupied rooms



(PKF Consulting)

Our Hotel Program Initiatives

A Package With Purpose

We kicked off 2014 with a new name for our popular hotel package, now known as the **Visit Philly Overnight Hotel Package™**. This new name tells people exactly what we want them to do: visit Philadelphia and stay over. The new tagline—**Your Car Stays Free**—emphasizes the popular free-parking perk. Available all year long, the always-affordable offer includes a two-night stay for any two consecutive nights of the week at more than 20 hotels and a welcome gift, in addition to the free hotel parking (up to a \$100 value at Center City hotels).



Hospitality Initiatives Committee

In 2013, our board of directors elected Greg Stafford, general manager of The Inn at Penn, a Hilton Hotel, to co-chair our Hospitality Initiatives Committee. The advisory group identifies hotel need periods and develops promotions and programs to help increase overnight visitation, average room rates and occupancy during those times. The group is now composed primarily of hotel general managers.



CONFIDENCE BOOSTER

HotelChatter declared Philadelphia's hotel scene the best of 2013, calling out the additions of the Hotel Monaco and Radisson Blu.

The Firms Behind Our Research

Independent research, conducted year after year, helps us to refine and guide our work. Here's a look at the vendors we use to help determine visitor volume, economic impact, hotel occupancy and more:

PKF Consulting

This national firm of hospitality industry specialists provides us with the quarterly *Philadelphia-Area Hospitality Snapshot*. Sponsored jointly by VISIT PHILADELPHIA, the Greater Philadelphia Hotel Association and the Philadelphia Convention & Visitors Bureau, the report details hotel occupancy, average room rate and demand segmentation figures for Center City Philadelphia.

Longwoods International

This global research consultancy firm produces the Travel USA survey, giving insight into our visitors—their demographics and geographies, specifics about their trips to Philadelphia and their future travel intentions.

Tourism Economics

This global firm uses data from Longwoods International's Travel USA survey, data collected for the *Philadelphia-Area Hospitality Snapshot* and other available industry data to estimate total domestic visitation to and total economic impact of tourism on the Greater Philadelphia region.

Up Next For Philadelphia's Hotel Scene

There's plenty in the works for Philadelphia's evolving hotel scene. Major projects in the pipeline include the relocation of the Four Seasons Hotel Philadelphia to the new Comcast Innovation and Technology Center at 18th and Arch Streets, the city's third Kimpton hotel in the old Family Court building at 18th and Vine Streets, SLS International Hotel and Residences at Broad and Spruce Streets and a W + Element by Westin Hotels at 1441 Chestnut Street.



Rendering of new Four Seasons Hotel Philadelphia

Our Visitors

Pump Up The Visitor Volume

Each year, more and more travelers are coming to experience Philadelphia's new confidence.

- In 2013, **39 million domestic visitors** traveled to the five-county region, up 47% since 1997.
- Overnight trips have increased 78% since 1997, growing more than twice as fast as day trips.

Overnight leisure trips have grown faster than any other segment, increasing

84% since 1997.



Morris Arboretum of the University of Pennsylvania

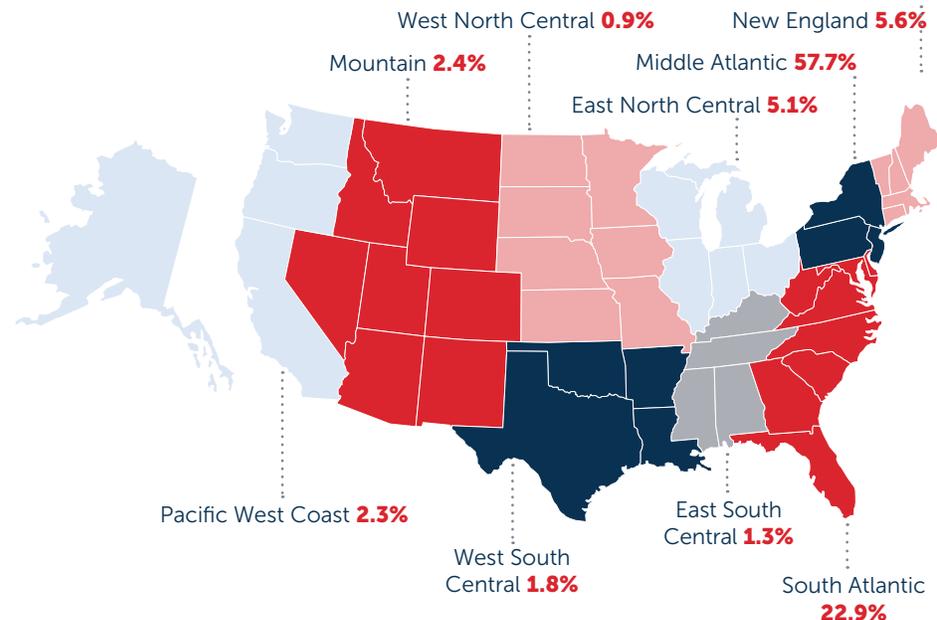
How Many Visitors Traveled To Greater Philadelphia? Domestic Visitation 1997-2013 (in millions)

| SEGMENT | 2013 | 1997 | GROWTH |
|--------------------|------|------|--------|
| Total Visitation | 39.0 | 26.7 | 47% |
| Day Leisure | 20.9 | 15.5 | 35% |
| Overnight Leisure | 13.4 | 7.3 | 84% |
| Day Business | 2.6 | 2.5 | 4% |
| Overnight Business | 2.1 | 1.4 | 51% |
| Leisure | 34.4 | 22.8 | 51% |
| Business | 4.7 | 3.9 | 21% |
| Day | 23.5 | 18.0 | 31% |
| Overnight | 15.5 | 8.7 | 78% |

(Tourism Economics/Longwoods International)

Where Did Our Visitors Come From? Domestic Overnight Visitors By Region

(Longwoods International's Travel USA Survey 2012)



Who They Are & Where They Come From

Greater Philadelphia welcomes visitors from all around the world, but the majority of visitors arrive by car and live on the East Coast. These visitors are educated, affluent and spend an average 2.9 nights in the region.

Who Are Our Visitors?

Domestic Overnight Visitors

| | |
|---------------------------------------|----------|
| Age | 43.6 |
| College Degree or Higher | 55% |
| Household Income | \$74,350 |
| Married/Living with Partner | 55% |
| Traveling with Children | 25% |
| Length of Stay (nights) | 2.91 |

(Longwoods International's Travel USA Survey 2012)

POP-CULTURE MOMENTS

Playing Up The Philly Brand

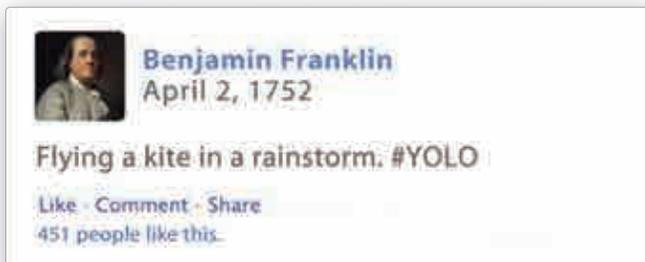
Travel is a competitive industry, and destinations need to stay relevant to thrive. We boost the region's cool factor by tapping into Philly's starring role on *Top Chef*, on *Project Runway* and in pop-culture moments like Geico's "Cheesesteak Shuffle." Plus, we jumped at the chance to highlight two Philly icons in new ways and represent the city at SXSW.

Our Boy Ben

The new Benjamin Franklin Museum opened in August 2013, and with it came a chance to tout our favorite Founding Father and the town he left an indelible mark on. Thanks to funding from **The Pew Charitable Trusts**, we launched a fully integrated campaign in summer 2013 that folded in advertising that aligned with our With Love brand, public relations, social media and the web.

We continued to hype Ben Franklin and the new museum in January, using his birthday as a hook. We underwrote admission to the museum, widely promoted on our websites and social media properties; created a Ben-themed social media contest; and produced a faux Franklin Facebook page. Our efforts succeeded, with more than 3,600 people visiting the museum during the birthday weekend (average weekend visitation is 500-700). Media covered various aspects of the story, with articles appearing on time.com, The Huffington Post and many other outlets.

A sample post from our Franklin Facebook page:



Rocky Goes The Distance—Again

The official debut of *Rocky Broadway* in New York City in March 2014 gave us the perfect excuse to promote the city that inspired the play and six movies. We did that by working with New York's SpotCo agency to give 20 journalists a preview of the show, while arming them with press materials that spotlighted Rocky's Philadelphia. They responded by producing dozens of articles that touted Philadelphia in publications such as the *Toronto Sun*, *Metro New York* and ABC World News online. For consumers, we beefed up the Rocky presence on visitphilly.com with the **Quintessential Rocky Tour of Philadelphia** and the **Ultimate Rocky Weekend Sweepstakes**, a contest that yielded 15,400 entries.



Homesick Philly At SXSW

We took the Philadelphia message on the road to Austin once again during the popular South by Southwest (SXSW) festival, showing off Philly to the influential millennial market. Called **Homesick Philly**, our event within an event featured a beer garden serving Victory Brewing Company beer, a photo booth, Philly prizes and social media activations to keep festivalgoers buzzing about Philadelphia while in Austin.

ACCORDING TO THE PRESS

Philadelphia Shines In The Media

How do 6,000 stories about Philadelphia end up in *The New York Times*, *Travel + Leisure* and *Jaunted*? Philly has plenty of stories to tell, but good press doesn't just happen.

VISIT PHILADELPHIA constantly interacts with the press online, on the phone and in person. We pitch news and stories about the Philadelphia experience and use events in key markets and here at home to reach print, broadcast and online journalists in the U.S. and Canada.

We distribute words and pictures every week, multiple times a week. In 2013, we **sent 4,000 photos and 800 video and b-roll files** directly to journalists. Writers from top publications use these to illustrate their Philadelphia stories.

VISIT PHILADELPHIA also maintains an incredibly successful Visiting Journalists Program. In 2013, we **hosted 165 media** in Philadelphia so they could fully immerse themselves in the story.

The result of all these efforts: powerful third-party endorsements from trusted outlets—**6,000 stories** in 2013 alone. The quotes on these pages give an idea of the fantastic coverage we've helped to earn in the past year.

FOOD & DRINK

Usatoday.com

"Today, America's birthplace has a robust trail of breweries that stretches from the city center to the outskirts, offering award-winning brews that are interesting, flavorful and bursting with brotherly love." March 3, 2014

Food Republic

"From star-studded debuts by NYC ex-pats to decades-old Italian-American stalwarts, Philadelphia is a boon for culinary travelers. There's world-class Italian at Vetri, vegetarian goodness at Zahav, Nordic cuisine mastery at Noord and eclectic small plates at Serpico. The City of Brotherly Love certainly does not lack in diversity." February 24, 2014

The Washington Post

"The stars continue to align for Philadelphia's flourishing dining scene."

March 16, 2014

Food & Wine

"The City of Brotherly Love seems to be morphing into a gathering place for talented cooks from around the country. (Remember, the Founding Fathers met there, too, to draft the Constitution.)" November 2013

Bonappetit.com

"Philadelphia food and drink is not as good as Philadelphians say it is: It's better." October 15, 2013



WE HOSTED
165 members of
the media



WE DISTRIBUTED
4,000 photos



800 video
files



WE PLACED
6,000 stories



CONFIDENCE BOOSTER

"It was spectacular! I'm a full-on convert to your city, and I've been telling literally everybody I talk to." – Artspace's Andrew Goldstein on his trip to Philadelphia as part of our Visiting Journalist Program



Major publications such as *USA Today*, *The Huffington Post* and *HotelChatter* (shown) rely on VISIT PHILADELPHIA photos for their stories.

Swoon-worthy Headlines

Funky Philadelphia Mixes Pop Culture, Fine Arts *Toronto Sun*, March 30, 2014

31 Reasons Philadelphia Is the Most Underrated City in America *The Huffington Post*, February 28, 2014

Maravillosos Secretos en Filadelfia (Wonderful Secrets in Philadelphia) *Impacto Latin News NY*, May 17, 2014

I've Only Been in Philly for 4 Hours and I Already See Why People Love It *Business Insider*, May 17, 2013

Museum Quality: Philadelphia Is a Perfect Weekend Fling for Art Lovers *New York Post*, April 23, 2013

Why to Go to Philly Now: Your Perfect Weekend *Condé Nast Traveler's The Daily Traveler*, June 4, 2013

It's Always Yummy in Philadelphia *New York Post*, September 10, 2013

Boston Sunday Globe

"Philly has a long tradition of wonderful street food." June 2, 2013

Baltimore magazine

"No matter what you do, your taste buds will thank you. These days, Philadelphia is at the forefront of another American revolution—only this one seeks to liberate your palate." April 2013

ART

The New Criterion

"Philly was an art town before New York had a canvas to paint on. . . . From here on out, second prize is a week in Philadelphia, and first prize is two." March 2014

Budget Travel

"Philadelphia's arts scene has never been shinier than it is now." January/February 2014

New York Post

"Manhattan's Museum Mile has an out-of-town friend, and it's called the Parkway Museum District. Philadelphia's Benjamin Franklin Parkway — designed to resemble the Champs-Élysées — is lined with major art museums that rival anything we have in NYC, all within easy walking distance of one another." April 23, 2013

Yahoo! Voices

"With such a range of activities, the city is a great place to make new friends and meet people. The city is home to some of the country's greatest art museums especially now with the opening of the Barnes Foundation." March 10, 2014

MORE PHILADELPHIA PRAISE

Vogue Daily

"One of the things that is so cool about Philadelphia is the way people dress—they are much more creative and less trend-driven than what I often see in New York—and the emphasis on vintage is huge." June 19, 2013

Babble

"Philadelphia is an absolutely fantastic place to bring kids." April 18, 2013

MORE PHILADELPHIA PRAISE

(Continued)

GQ.com

"It's not the sixth borough of New York, as some have claimed. And with good reason: Philadelphia has more going for it now than ever. Come for the great restaurants, bars and boutiques; stay for the City of Brotherly Love's underdog charm." November 11, 2013

Washingtonpost.com

"It's a short walk from the city's most popular tourist attractions to several Philadelphia neighborhoods and shopping districts, which abound with shops and galleries that provide plenty of eye candy for browsers and window shoppers even without opening your wallet." June 6, 2013

offMetro

"Our neighbor to the south has a little bit of everything, from style to art to some mighty fine drinkin'." June 6, 2013

Bergen County's The Record

"I love Philadelphia. It's like New York without the ... Wait, you know what? I'm not comparing it with anything. It's Philadelphia. Period."

March 9, 2014

Complex.com (Complex magazine)

"There is so much to see in Philadelphia, and after a weekend of nonstop exposure to the city's art scene (save time for food, sleep, and the mandatory visit to UBIQ), I had barely scratched the surface." October 22, 2013

Canada's Toro Magazine

"The city has its fair share of malls and big name department stores but the key is getting to the shops you can't get anywhere else." June 11, 2013

Fodor's

"... there is more to do in the City of Brotherly Love than there are weekends to get away. So choose wisely. The good news is you can't choose wrongly." September 20, 2013

Allentown's The Morning Call

"Philadelphia's celebration of the holidays is electric, with enough bright and festive light shows to make Ben Franklin's eyes sparkle." December 15, 2013

Saveur.com

"Philly, it seems, has finally become the stylish city it was always meant to be."

May 17, 2013

A Dozen Hits In The New York Times

2013 was a banner year for Philadelphia in *The New York Times*. Twelve travel-related articles—some of which VISIT PHILADELPHIA pitched directly—covered a variety of reasons to visit.

- 1 **36 Hours in Philadelphia** January 6, 2013
- 2 **A Philadelphia Street, Transformed** July 8, 2013
- 3 **Portraits From Inside, Looking Out** July 21, 2013
- 4 **A New Benjamin Franklin Museum** August 13, 2013
- 5 **In Philadelphia, a New Campaign to Attract Gay Travelers** August 20, 2013
- 6 **36 Hours in Brandywine Valley** September 1, 2013
- 7 **Betsy Ross Slept Here, Somewhere** October 10, 2013
- 8 **Seen in Fishtown: Design Shops, Coffee-houses and Palpable Pride** October 13, 2013
- 9 **Following in the Wake of Oars and Paintbrush** October 18, 2013
- 10 **The City As a Muse** October 18, 2013
- 11 **A Revamped Home for Philadelphia's Favorite Son** October 27, 2013
- 12 **A New Classic in the Old City** November 10, 2013



Jaunted

"But lo and behold, smack dab in the middle of our Nation's Capital and the Big Apple, Philly has quietly spent the last decade undoing that [blue-collar] image, replacing parts of its rogue reputation with pockets of sophistication and luxury." February 19, 2014

New York Daily News

"In the center of American firsts, intrigues beckon in every corner." June 5, 2013

Realsimple.com

"There's a lot for a walker to like about the City of Brotherly Love: a large system of parks and riverfront trails, historic Center City and Penn's Landing, a bustling university population, and eclectic neighborhoods full of boutiques, coffee shops, and restaurants." January 15, 2014

Billboard

"Philadelphia may be known for its prominent role in early American history, but its music history runs almost as deep." August 31, 2013

COMPANY NEWS

The New Criterion

"Philadelphia's centralized cultural outreach, now called Visit Philly, is today the envy of all museum towns—and a convincing one at that." March 2014

Skift

"Visit Philadelphia is an industry leader when it comes to content marketing and uses its web presence to share content that goes beyond an ad or an image to include useful information that visitors and locals interact with." December 16, 2013

Canada's National Post

"The city's official tourism site is better than most at offering up extensively thought out itineraries and keeping on top of a diverse and event-filled city." September 6, 2013

MediaPost

"Anyone looking for a case study of how audience/prospect research and tailored, multichannel marketing efforts can pay off for destinations need look no further than Philadelphia." May 28, 2013

Phillymag.com

"Thanks to Visit Philly's 'Get Connected' efforts, Philly has developed a reputation for being a social media powerhouse, and this guest pinner program is more social engagement." April 23, 2013

Everett Potter's Travel Report

"So, kudos to the Greater Philadelphia Tourism folks for serving as tour guides to Philly's changing and revitalizing neighborhoods." July 30, 2013

Photos by M. Edlow, J. Fusco, M. Kennedy, R. Kennedy, B. Krist, B. Kuhlmann, J.S. Ruth and G. Widman for VISIT PHILADELPHIA; also courtesy of the Four Seasons, Marriott Hotels and Resorts and StudioBooth

KYW SUPPORTS VISIT PHILADELPHIA IN ITS EFFORTS TO CREATIVELY MARKET GREATER PHILADELPHIA

as not only a vibrant tourist destination, but also as a special place that warmly welcomes you back when you've been away.

Just remember, it's easy to stay in touch with Philadelphia through KYW Newsradio, no matter where you are.

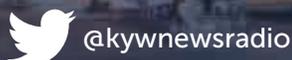


Listen to KYW's live stream, join the KYW1060 Insider Club, sign up for breaking news alerts and much more at cbsphilly.com



Stay in the know with things to do, what to see and where to eat at hearPHILLY.com

Photo by G. Widman for VISIT PHILADELPHIA™



1060 AM • cbsphilly.com • KYW on 94.1 HD 2 FM



My Phillyosophy:

**When great art moves you,
always follow.**

**Thank you to PNC for keeping
the Arts Alive in Philadelphia.**

visitphilly.com

**WITH LOVE,
PHILADELPHIA 
XOXO **