

VISIT PHILADELPHIA™
2014 Annual Report

EXECUTIVE SUMMARY



Greater Philadelphia's Travel & Tourism Industry

Greater Philadelphia (Bucks, Chester, Delaware, Montgomery and Philadelphia Counties)

39 million people visited Greater Philadelphia in 2013.

Tourism Economics/Longwoods International

WHAT DOES THAT MEAN?

➔ **\$10 billion**
in economic impact
(That's \$27.5 million every day.)

➔ **90,000**
full-time jobs

➔ **\$636 million**
in state and local taxes

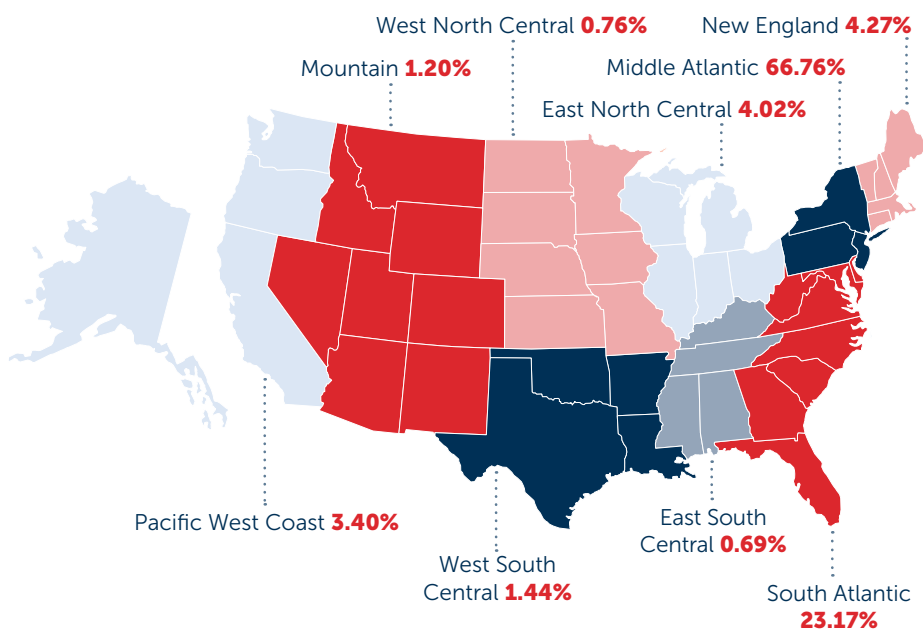
Tourism Economics



Visitor spending saved each regional household **\$422** in taxes.

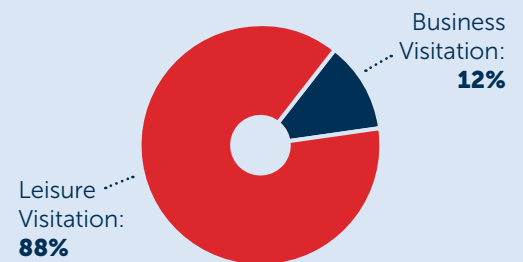
Tourism Economics

WHERE DO THEY COME FROM?



Longwoods International's Travel USA Survey 2012; includes all 39 million domestic visitors

88% of those visitors were here just to have fun.



Tourism Economics/Longwoods International

Travel and tourism is the **sixth-largest** industry in Greater Philadelphia.

Tourism Economics

The Hotel Story

Center City Philadelphia

2013 HOTEL PERFORMANCE

Annual Room Supply

4.1 million

Annual Room Demand

3.0 million

Occupancy

73.4%

Average Daily Rate

\$169.45

Total Room Revenue

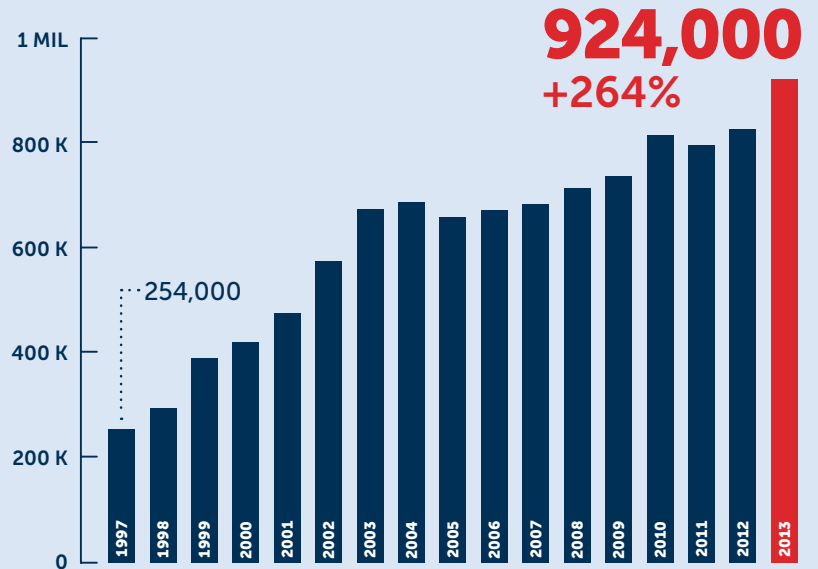
\$508 million

PFK Consulting

Leisure Hotel Room Nights Sold

As Philadelphia's appeal as a destination has grown, the leisure segment has become a key driver of downtown hotel demand.

Since VISIT PHILADELPHIA began advertising in 1997, Center City has seen a 264% increase in leisure hotel demand.



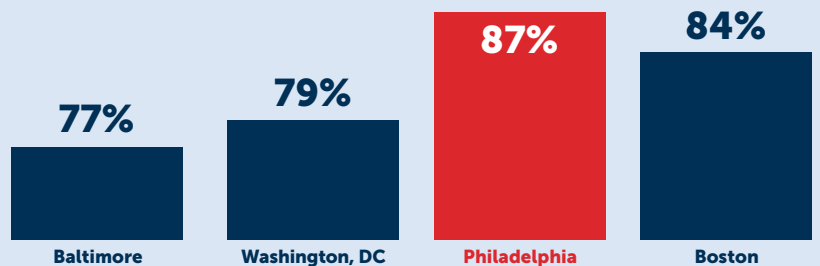
PFK Consulting

Increasing Weekend Hotel Occupancy

Weekend occupancy is a key indicator of a city's image as a leisure destination. For the past 11 years, Saturday night has been the most popular night of the week for Center City hotels. And Friday night is gaining strength as well, with increased growth every year since 2011.

We help people see how much fun there is to be had in Philadelphia and, in return, people are coming to Philadelphia to have fun.

Saturday Night Downtown Occupancy in Nearby Cities, 2013



Smith Travel Research



Branding Campaigns

VISIT PHILADELPHIA runs several campaigns that invite people to Greater Philadelphia. The below initiatives speak directly to art lovers, foodies, millennials, families and outdoor types, as well as African-American, Hispanic, LGBT and Canadian travelers.

WITH LOVE, PHILADELPHIA XOXO®

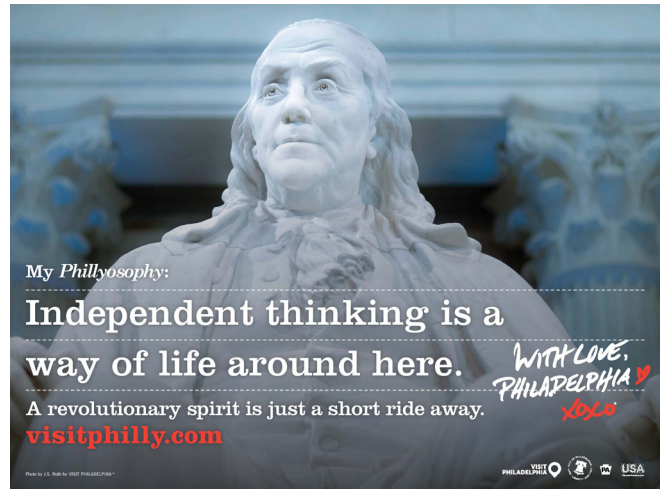


VISIT PHILADELPHIA's main branding campaign invites people to visit the region by speaking directly to their interests and by conveying Philadelphia's spirit and personality.

The success of the initiative is apparent in its Joint Marketing Program. Since 2011, 23 partners have have invested \$1.6 million to be part of With Love.

In 2014, the campaign took on an evolved look and tone to match Philadelphia's new confidence. We call it

Phillyosophy.



THEMED INITIATIVES



VISIT PHILADELPHIA made headlines when it launched its LGBT campaign more than a decade ago. Today, we use the With Love treatment to show off our Gayborhood and LGBT cred.



With Love is also the face of our Hispanic campaign. Through media outreach, social media and web content, we reach this important and growing audience.



With more than a dozen partners, With Art Philadelphia™ launched in 2012 as the city's first coordinated visual arts marketing campaign. We're still at it, highlighting Philly's cultural side to art travelers and new audiences.



VISIT PHILADELPHIA reveals the treasures found in 15 towns throughout Bucks, Chester, Delaware, Montgomery and Philadelphia counties.



Philly360.com is a go-to source for people who want to experience Philadelphia's creative scene—music, design, culture.

Online

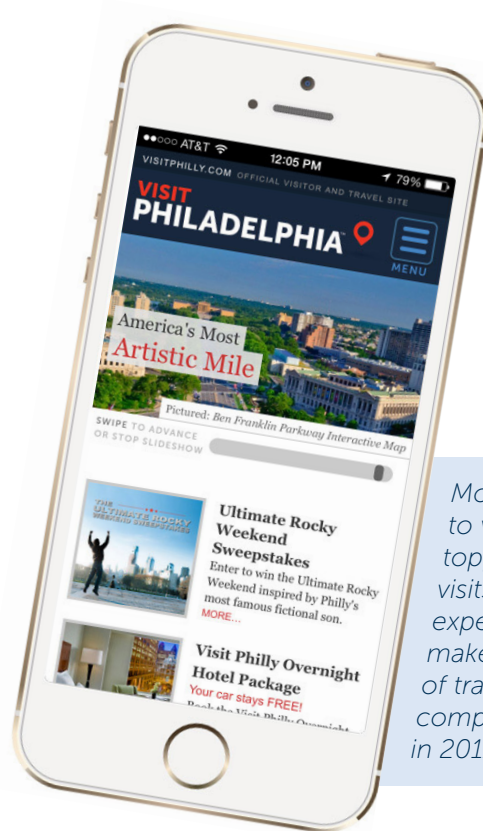
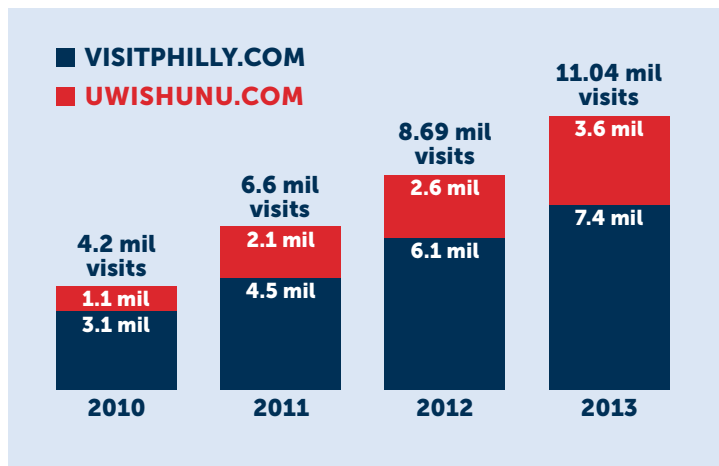
The most powerful ways we communicate the Philadelphia experience to travelers: visitphilly.com, the region's official visitor website; uwishunu.com, our in-the-know blog; and social media, which converts fans into advocates and visitors.

VISITPHILLY.COM & UWISHUNU.COM

In 2013, these two sites welcomed more than **11 million** combined visits.

VISIT PHILADELPHIA converts online visits into real-life visitors. Each web visit is an opportunity for us to improve that person's impression of Philadelphia, increase their desire to visit and get them to do more things while they're here.

And to that effect, great content is a conversion machine for VISIT PHILADELPHIA.



Mobile traffic to visitphilly.com topped 3.1 million visits in 2013. We expect mobile to make up about 50% of traffic in 2014, compared to 15% in 2011.

SOCIAL MEDIA

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.

Social media is word-of-mouth marketing for today's travelers. We keep in touch with more than half a million fans and followers every day.

What are we doing? Building the region's image, driving interest in visiting and sending clicks to our websites, where people become even more invested in Philadelphia.

"Social Media's Most Innovative Travel Companies"
- Travel + Leisure

We now have **615,000** fans and followers

In the Press

How do 6,000 stories about Philadelphia appear 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 pitches stories; distributes words, pictures and videos; hosts media in Philadelphia; and meets journalists where they are. The result of all these efforts: powerful third-party endorsements from trusted outlets.

QUOTE IT

Budget Travel

"Philadelphia's arts scene has never been shinier than it is now."

Boston Sunday Globe

"Philly has a long tradition of wonderful street food."

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."

offMetro

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

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."

Billboard

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

The Vancouver Sun

"It's not hard to fall hard for Philadelphia."

Most Popular Story Topics In 2013

- 1 General destination
- 2 Events and festivals
- 3 Winter holidays
- 4 Fourth of July
- 5 Arts and culture
- 6 Gay-friendly Philly
- 7 History
- 8 Attraction features
- 9 Hotels
- 10 Benjamin Franklin

2013 BY THE NUMBERS

 **WE HOSTED**
165 members of the media

 **WE DISTRIBUTED**
4,000 photos

 **800** video files

 **WE PLACED**
6,000 stories

THE HUFFINGTON POST

31 Reasons Philadelphia Is The Most Underrated City In America

The Huffington Post | by Ellie Krupnick
Posted: 02/28/2014 7:23 am EST | Updated: 02/28/2014 9:33 am EST

The City of Brotherly Love doesn't actually seem to get much brotherly love from its east coast neighbors, New York City and Washington D.C. Meanwhile Los Angeles and San Francisco steal the glory on the opposite coast, and Chicago dominates the midwest. Being ranked **the fattest** and **the ugliest** big city in America probably doesn't help matters.

But when you're looking for an exciting American city to explore, Philadelphia deserves a second look. Whether you're into punk music or Impressionist art, competitive eating or fine dining, bike riding or marathon running, here's why P should be your next travel destination.

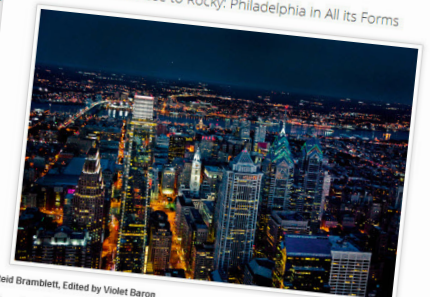
It has over 200 BYOB restaurants -- and almost none of them have corkage fees.



Major publications rely on VISIT PHILADELPHIA photos for their stories.

Frommer's

From Rittenhouse to Rocky: Philadelphia In All its Forms



By Reid Bramblett, Edited by Violet Baron

June 3, 2014

Getting a true feeling for all that is Philadelphia means being willing to embrace extremes. One minute you're immersed in American history, the next you're elbow-to-elbow in a crowd of modern-day foodies. You'll be able to glimpse the city's unique brand of chic at Rittenhouse Square, see building-high murals in University City, —and, of course, have your fill of that one particular sandwich which many Philadelphians think is as important as Benjamin Franklin (well, almost).

Photo by @Bramblett for Visit Philadelphia™

Be Part of VISIT PHILADELPHIA

In the world of destination marketing, more collaboration means more visitation. Follow our work and get involved in our programs.

Philadelphia's hospitality industry assembled its ranks on North Broad Street to put a face on an industry that generates \$10 billion a year in economic impact in Greater Philadelphia and employs 90,000 people.



ADVERTISING AND MARKETING PARTNERSHIPS

VISIT PHILADELPHIA has been teaming up with regional partners for years. We can work together to promote your business and Greater Philadelphia to travelers.

Joint Marketing Program: The campaign With Love, Philadelphia XOXO® is a proven image builder and business driver. Organizations get in on the media buy through our premier partnership program, which includes strategic direction, creative support and matched investment from VISIT PHILADELPHIA. Since 2011, **23 partners** have participated.

Advertising on Visitphilly.com: Visitphilly.com is our call-to-action not only on ads, but also for press materials, social media, brochures and everything else we do. **One hundred partners** secure more coverage on the trip-planning site through our advertising program.

Special Sections: We get our messages in the hands of people while they're traveling. VISIT PHILADELPHIA has spearheaded several special sections in *US Airways* and *Arrive* magazines that highlight the region to a national and international audience—in the sky and on the rails. **One hundred thirty-four** partners have joined our efforts.

Themed Programs: Attractions and organizations partner together to spread a strong message to consumers. To make our With Art Philadelphia campaign a reality, we brought together 17 civic and cultural institutions to shine a light on the city's art scene. We intend to run more collaborative programs like this in the future.

In-kind Opportunities: We offer in-kind support to our partners through communications, advertising, social media, hotel, web and research initiatives.

Find out more about our partnership programs at visitphilly.com/partnerships.



OUR PHILOSOPHY

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.

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.

VISIT PHILADELPHIA was founded in 1996 as Greater Philadelphia Tourism Marketing Corporation (GPTMC) by the Commonwealth of Pennsylvania, the City of Philadelphia and The Pew Charitable Trusts.

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.



The Tourism Timeline highlights the major milestones that have made Greater Philadelphia the premier destination it is. Download it at visitphilly.com/research.

Photos by J. Fusco, R. Kennedy, B. Krist, J.S. Ruth and G. Widman for VISIT PHILADELPHIA™

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