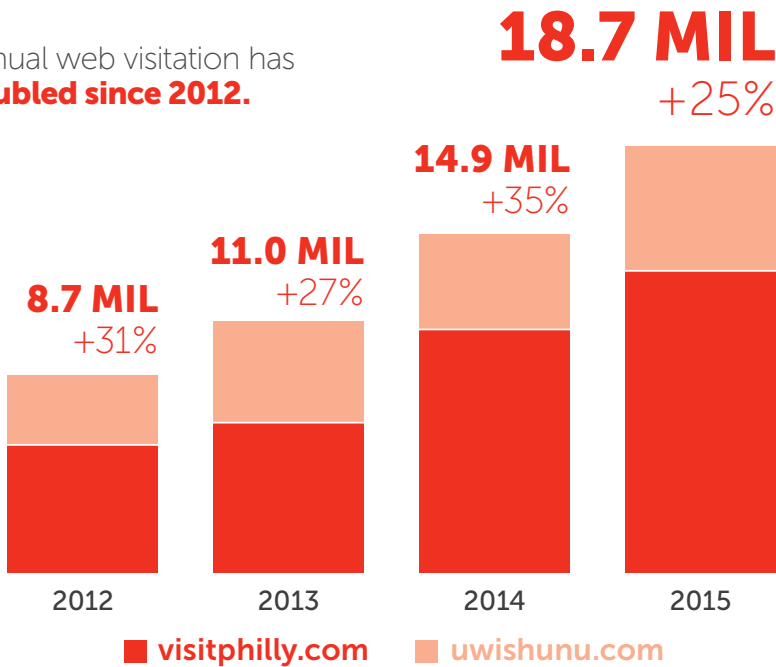


**WEB VISITS IN 2015**

Annual web visitation has **doubled since 2012.**



Source: Google Analytics

**THE WHOLE POINT**

**Build Philly's Economy**

**90%**

of survey respondents said the websites helped them find more things to do in the region.

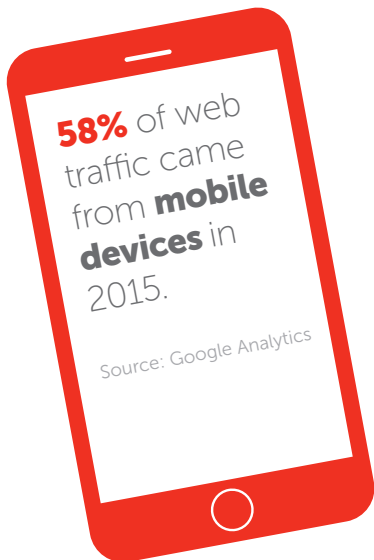
Source: VISIT PHILADELPHIA Website User Surveys, 2015

**TOP TRAFFIC DRIVERS**

1. Search – **9.8 million**
2. Social Media – **4.7 million**
3. Direct – **2.0 million**

Source: Google Analytics

**THE MOBILE FACTOR**



“ Visit Philly punches above its weight in all possible ways. ”

– Skift

**CLICKS TO PARTNERS**

**3.7 MILLION**

organic online visits to other organizations' websites from visitphilly.com and uwishunu.com

Source: Google Analytics

**TOP 5 WEB PAGES IN 2015**

1. Top 10 Spots For Authentic Philly Cheesesteaks
2. The 50 Biggest Events & Festivals Coming to Philly in 2015
3. Philly's First-Ever Major Cheesesteak Festival Coming This Fall
4. Everything You Need To Know About The Pope's Visit to Philadelphia
5. The 15 Must-See Holiday Attractions in Philly for 2015

Source: Google Analytics

**4.5 MILLION**

total emails delivered to opt-in subscribers.





# VISIT PHILADELPHIA® DIGITAL HIGHLIGHTS 2015

## VISIT PHILLY SOCIAL MEDIA



# 1 MILLION

## FANS AND FOLLOWERS



# 200,000

## #VISITPHILLY

USES ON INSTAGRAM

People who use our hashtag are Philadelphia ambassadors.



# 575,000

Facebook shares and Twitter retweets in 2015

Most shared Facebook post **20,500 shares**

### THE WHOLE POINT

#### Build Philly's Image

**72%** of users said Visit Philly social media improved their impressions of Philadelphia.

#### Get People Here

**87%** of out-of-towners said the accounts increased their interest in visiting Philadelphia.

#### Help People Find Things to Do

**76%** went to an attraction or event based on a social media post.

Source: VISIT PHILADELPHIA Social Media Survey, 2015

# 682,755

minutes spent watching Philadelphia videos in 2015

*That's 474 days, 3 hours and 15 minutes.*

#### Headline-worthy:

“5 Ways Visit Philly is Crushing Tourism Marketing with Content”  
– Dish Works

In 2015, Visit Philly worked with

# 160 SOCIAL MEDIA INFLUENCERS

Instagram Takeovers

After-Hours Events

Philly Tours

### ON MESSAGE: PHILLY EMOJIS

