



GREATER PHILADELPHIA TOURISM MARKETING CORPORATION

The EVOLUTION of a Destination and Its Marketing

2013 ANNUAL REPORT



Bucks • Chester • Delaware • Montgomery • Philadelphia Counties



**Greater Philadelphia
Tourism Marketing Corp**

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STAY IN TOUCH

Our family of online and social media properties continues to grow. Stay connected with Philadelphia here:

visitphilly.com

uwishunu.com



/VisitPhilly



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A Message From Our Governor

I am pleased to recognize the important role Greater Philadelphia Tourism Marketing Corporation has served in promoting tourism in the Commonwealth. The travel industry introduces thousands of visitors to Pennsylvania every year and supports numerous jobs throughout the Commonwealth. I am pleased to commend the travel industry professionals dedicated to developing this critical sector of our economy. Please accept my best wishes for a successful year.

TOM CORBETT

Governor, Commonwealth of Pennsylvania

A Message From Our Mayor

Philadelphia, the birthplace of America, is a bustling city and a leading destination for visitors from across the globe. Last year, visitors filled a record 4.2 million hotel rooms in Philadelphia, thanks to our historic attractions, world-class restaurants, exciting nightlife, thriving arts and culture scene and, of course, the great work of GPTMC to market and brand our city as a world-class travel destination. This year, Philadelphia has had the most visited destination website of any of America's 10 biggest cities and has been named #4 on Lonely Planet's list of top U.S. cities to visit in 2013. As Philadelphia continues to attract new businesses and young professionals and invest in its artistic institutions, Philadelphia remains a great place to live and visit.

MICHAEL A. NUTTER

Mayor, City of Philadelphia

We thank our sensational sponsors—PNC Bank, Morris Publications' Where® Philadelphia, KYW Newsradio 1060 and Griesing Law—for their continued support of this annual report and our Hospitality Leaders Lunch.



GRIESING LAW LLC

Executive Message

In these ever-changing times, we think this year's annual report theme—The Evolution of a Destination and Its Marketing—makes a great deal of sense. Over 28 pages, we show and tell you how Philadelphia has evolved since the 1990s. You'll see that over the last 17 years, the region has welcomed major new attractions, hosted significant national events, launched groundbreaking campaigns and won major accolades for our impressive arts, dining, music, shopping and neighborhood scenes. All of these new amenities give our 39 million visitors and our residents 39 million different reasons to visit and be proud.

As the destination has evolved, so has our marketing of it. We continue to embrace traditional tactics that yield big results—advertising on billboards, hosting journalists, keeping our website and blog rich in good, informative content—but we're also constantly looking for new ways to invite and engage potential visitors. That means running 15 active and engaging social media properties. It means always fine-tuning our online media buy. It means reaching out to on-the-go consumers. It means selling advertising on our website, optimizing our mobile site and adjusting our messages based on the audience we're trying to reach at any given moment. Most importantly, it means joining with great partners like you to make the most of the money we have and do together what we can't do alone.

Of course, this report also takes a look forward, assessing what the region's big stories will be in the coming years.

Thanks for all you do to make marketing this evolving region important and rewarding work.

Sincerely,



MANNY STAMATAKIS
Chairman
GPTMC Board of Directors



MERYL LEVITZ
President and CEO
GPTMC



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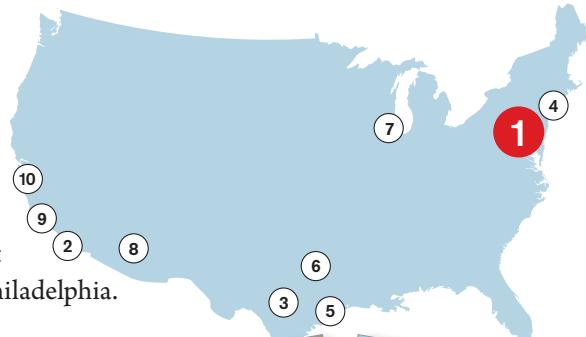
Meryl Levitz
President and CEO
GPTMC

BIG STORIES

Philadelphia is coming off a terrific year. Here are some of the biggest stories in Philadelphia from the past year.

Visitphilly.com Reaches #1

Of the 10 largest U.S. cities, Philadelphia tops the list for most-visited destination websites, according to Quantcast. With 6.1 million visits in 2012, visitphilly.com beat out the powerhouse websites of New York, Chicago, Los Angeles and six other big destinations. Visitphilly.com is our call to action for everything we do, and it's how people get to know Philadelphia—before they even get here. We ensure that visitphilly.com delivers a compelling image of Philadelphia.



US Airways Dedicates 160 Pages To Philly

GPTMC orchestrated two major Philadelphia features in *US Airways* magazine, which reaches six million national and international travelers every month. The first section in June 2012 was such a hit that we did it all again in March 2013. The region's travel, cultural and business communities loved the collaboration, and we heard from developers, real estate agents, recruiters and headhunters who eagerly shared the 75- and 85-page sections to show off our amazing region.



Philly's Art Scene Hits The Big Time

When the Barnes Foundation opened on the Parkway last May, we used the milestone to tell a bigger story through the citywide *With Art Philadelphia™* campaign. The results are in. Parkway attractions—not even including the Barnes—reported an 18% increase in visitation, and publications such as *The Wall Street Journal* published glowing articles. Philadelphia ranked fourth on Lonely Planet's list of the "Top U.S. 10 Destinations for 2013." The reason? Art, of course.



Food Scene: Bigger & Better (And We're Not Talking Cheesesteaks)

Food has always been one of the city's biggest draws. People love our street food, ethnic restaurants, BYOBs, mom-and-pop eateries, star chefs, local flavors and—well, this list could go on forever. The newest trend: Chefs and restaurateurs from other big cities are opening spots in Philly. They recognize that the city is a dining destination, and they know that they should be part of the scene here.



Suddenly, Everyone's Talking About Philly

Bradley Cooper, Anthony Bourdain, Peter Serpico, journalists from *The New York Times* and many other high-profile people seem to have Philadelphia on their minds. Awesome accolades and stories highlighted our food, beer, festivals, art and neighborhoods. And these days, people are choosing Philadelphia—for their home, for their business, for their vacation. They feel like they know the personality of the city, and that's the whole idea behind *With Love, Philadelphia XOXO®*.



Want to find out what's next? Read about the big stories coming soon on page 27.

BIG NUMBERS

No question: Destination marketing is fun work, but it's also important work. Here's a quick and easy way to see the impact of what we do by the numbers.

1 Rank of visitphilly.com among destination websites of the 10 biggest U.S. cities

2.5 Average number of nights visitors stay in the Philadelphia region

4 Philadelphia's rank on Lonely Planet's "Top U.S. 10 Destinations for 2013"

17 Partners involved in the first citywide visual arts campaign, With Art Philadelphia™

\$100 Visitor spending generated for every \$1 spent on With Love, Philadelphia XOXO®



228% Growth in downtown leisure hotel room nights since GPTMC started marketing in 1997

30,000 People on Facebook who liked, commented on or shared Philadelphia's love letter to new Eagles coach Chip Kelly

132,000 New social media fans and followers added in 2012



\$27 MILLION
Economic impact generated every day from regional visitor spending

6x How much faster overnight visits to Greater Philadelphia grew compared to the national average, 1997-2010

7 New Philadelphia hotels in the works

10 The age of our LGBT campaign



85% Saturday night (fun night!) downtown hotel occupancy; it's been the highest night of the year for nine years straight

202 Journalists hosted by GPTMC in Philadelphia in 2012

\$410 Taxes saved per regional household thanks to visitor spending

89,000 Regional jobs supported by visitor spending

38.8 MILLION
Domestic visitors to Greater Philadelphia in 2012—that's 12 million more than in 1997, when GPTMC started marketing

WHAT WE DO & HOW WE DO IT

Our Mission

It's our charge at GPTMC to build the region's economy and image through destination marketing that increases the number of visitors, the number of nights they stay and the number of things they do in the five-county area. How we market the region evolves year after year, but one thing is certain: Our marketing efforts enhance the quality of life and sense of hometown pride for residents of Philadelphia and The Countryside®.

Our Definition Of Philadelphia And The Countryside®

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

Giving Philadelphia A Voice

While we use traditional tactics to spread Philadelphia's message and establish its voice, we're always looking for new ways to amplify our marketing efforts. Here are some of the ways we've evolved to achieve our mission:

Advertising: GPTMC continues to find value in traditional media (TV, radio and print), but we're consistently looking to make a splash with new ideas to ensure that our messages reach potential travelers when they're most receptive to them.

Communications: Our communications team drives earned media coverage, starting with the best content (words and pictures) and media team to promote Philadelphia's image.

The Web: Our web properties—visitphilly.com and uwishunu.com—remain GPTMC's most important calls to action and the most powerful ways in which we communicate Philadelphia's brand.

Social Media: We delved into social media in 2007 when we launched our first Twitter account. Today we manage 15 properties and maintain relationships with more than 350,000 fans—and counting.

Hotel Marketing: Our hotel scene boasts more options than ever before, and we market this increasingly varied inventory through special hotel packages and promotions, created by GPTMC and our partners.

Pop Culture: Philly is showing its star power more and more, and the city's presence in pop culture enables GPTMC to play up the Philadelphia brand. We capitalize on these pop-culture moments with personalized love letters, specially created itineraries or tailored messages on one or more of our social media properties.

Regional Partnerships: GPTMC's partnerships make Philadelphia travel the industry it is today. Museums, restaurants, civic organizations, conference and visitor bureaus and so many others embrace our Philadelphia brand and use their own resources to enforce and spread the destination's message.

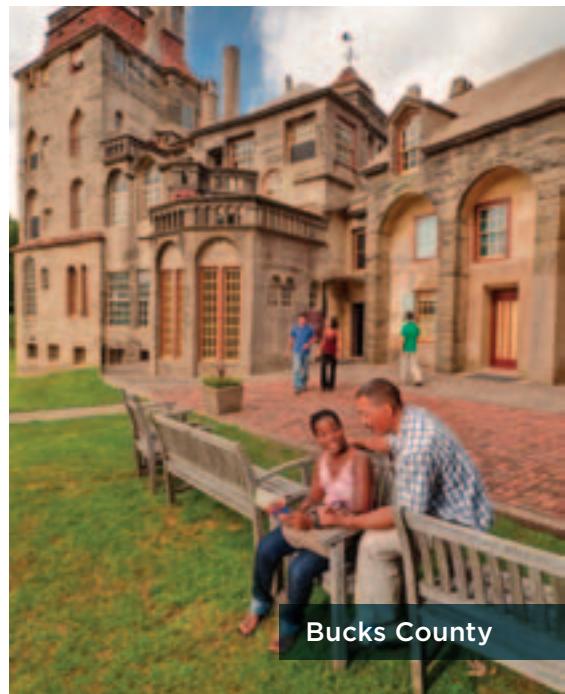
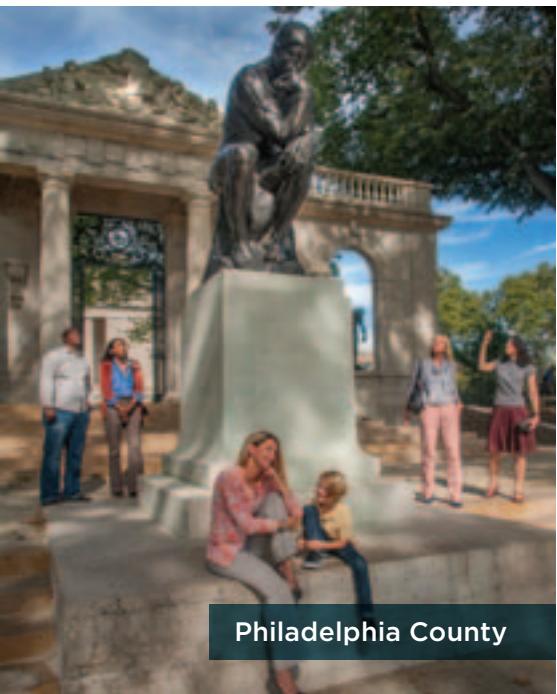
TOURISM TIMELINE

Starting here and running through page 23 of the report, you'll see how Philadelphia and The Countryside®—and the marketing behind it—have evolved since GPTMC's inception in 1996. Keep in mind, what's featured here are only some of the highlights of the major tourism milestones that have marked the region's journey to from day-trip destination to overnight sensation. To view our complete Tourism Timeline, go to visitphilly.com/research.

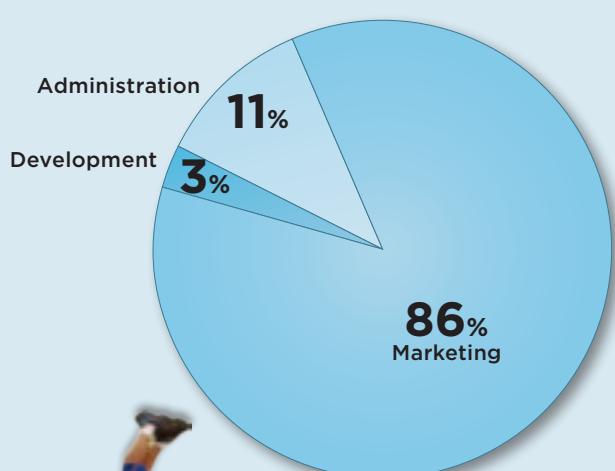
1996
GPTMC founded



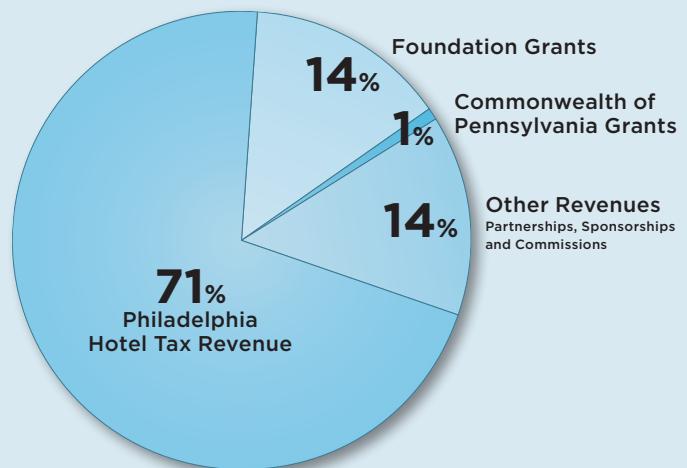
1997
GPTMC launches first ad campaign



Fiscal Year 2012 Expenditure Allocations



Fiscal Year 2012 Funding Sources



FRINGEARTS!



Philadelphia Fringe Festival
(now FringeArts) debuts



Airport completes
\$1 billion renovation



1998
First Union Center
(now Wells Fargo) opens

THE PHILADELPHIA BRAND

Everything we do—love letters, visitphilly.com and uwishunu.com, social media, media relations, brochures, event and attraction promotion, product development and even playing up Philly's starring role in pop culture—showcases and strengthens the ever-evolving Philadelphia brand.

What Is The Philadelphia Brand?

When marketing the city to potential visitors, we sell “independence”—a promise derived from these brand components: authenticity, accessibility, discovery, fun and history.

Testing The Brand: Philadelphia & With Love

It's our job to promote Philadelphia's image and brand and to show the city as an evolving, progressive destination that people want to explore. We continually test visitors' perceptions of Philadelphia and our campaigns, so that we can adapt our messages accordingly. In fall 2012, we worked with Destination Analysts to conduct a series of focus groups to hear what potential travelers in key feeder markets (suburbs of New York, Philadelphia and Washington, DC) had to say about Philadelphia as a destination and our With Love, Philadelphia XOXO® advertising campaign.

What If Philadelphia Were A Person?: We asked participants to envision Philadelphia as a person and describe to us what that person is like, repeating an exercise we had done in focus groups in 2006. The first time we conducted this exercise, participants described a person who was average and nondescript—not quite the way you'd like the destination you're promoting to be perceived. Six years later, participants described Philadelphia the person in a much more flattering light. And that's important because it means that people's perceptions of Philadelphia are now closer to reality. They see Philadelphia as an authentic, down-to-earth destination with sophisticated and upscale offerings.



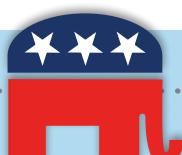
1999

1% hotel tax increase
passed to fund GPTMC

1%
HOTEL TAX
INCREASE!

2000

City celebrates millennium
with 24-hour celebration



2000

City hosts Republican
National Convention

What People Know About Philly: Philadelphia plays in the travel industry big leagues, competing with Boston, New York and Washington, DC for visitors. During our focus groups, participants identified the “destination-definer” attributes for Philadelphia as:



What People Don't Know (So Much) About Philly: Philadelphia's lower-rated attributes in our competitive set included nightlife, romance and a dominant “wow factor,” which refers to a single destination definer like a Disney park or a ski slope. Instead, Philadelphia is made up of a number of attractions and experiences.



Putting Our Love To The Test: We tested With Love through a series of focus groups in three of our key visitor markets in 2012. Participants had the opportunity to react to a variety of executions of the campaign and to offer feedback to help us sharpen it moving forward. Some of the words they used to describe Philadelphia's love letters are to the right. To increase the impact, people suggested adding more photography, which we've gladly started doing.

The feedback confirmed the same thing that our hotel occupancy (highest since 2007) and impact (\$1 spent on the campaign generates \$100 in visitor spending) do: With Love is an effective vehicle for building Philadelphia's brand.

QUIRKY
PERSONAL
CLEVER
PLAYFUL
ATTRACTIVE
CUTE
ARTS/CULTURE
FRIENDLY
INVITING
WITTY
INVENTIVE

AMTRAK®

Amtrak begins Acela Express service

2001

PHILLY'S MORE FUN WHEN YOU SLEEP OVER

Philly's More Fun When You Sleep Over® campaign debuts in wake of 9/11

Independence Visitor Center opens

THE WONDERS OF THE WEB

"Tourists get their information about a given destination from any number of tools online ... but what the success [of visitphilly.com] does help to show is that Philadelphia has a very clear winner as its dominant messaging tool to visitors." - Technically Philly, February 12, 2013

2012 was a record-setting year on the web, with visitphilly.com and uwishunu.com welcoming **8.7 million visits**—a 31% increase from 2011. Both sites, along with GPTMC's 15 ahead-of-the-curve social media properties, relied on timely content, vibrant photography, technical innovation and all of the company's integrated marketing muscle to engage potential visitors.

When circumstances called for a strategy shift or a major enhancement, we quickly adapted to keep our audience more activated than ever. After all, we consider visitphilly.com and uwishunu.com perpetually in beta—they're both in great form, but we're tweaking, transforming and improving them all along the way.

Visitphilly.com: Trusted, Engaging, Informative

Best Year Ever: Out of the 10 largest cities in the United States, Philadelphia has the most-visited destination website in visitphilly.com.

We also topped our own records:

21 million
page views

6.1 million
visits, a 33% increase from 2011

1.6 million
visits from phones and tablets,
26% of all visits

513,000
international visits from 213
countries

DESTINATION WEBSITE VISITATION OF THE 10 LARGEST U.S. CITIES



(Quantcast)

NOW PLAYING: ADS ON VISITPHILLY.COM

In April, visitphilly.com made a major shift when we began running ads on our highly trafficked site for the first time ever. The year-in-the-planning move came as a result of partners asking to buy increased visibility on the site for years and our need for an additional revenue source. Committed to keeping the integrity of our popular site intact, we are featuring ads relevant to the people using the trip-planning site. For more information about how to advertise with us, go to [visitphilly.com/advertising](#).



2001

Kimmel Center for the
Performing Arts opens



2002

City hosts NBA
All-Star Game

Uwishurocks

It's All In The Numbers: Uwishunu.com celebrated a banner year in 2012, with record visitation and stellar survey results that show that the blog activates its readers in a big way.

6.3 million
page views

2.6 million
visits, a 27% increase from 2011



Here's how local readers responded to a site survey:

94% attended an attraction or event they read about on the site

91% shared content with friends and family

57% invited friends or relatives to town to attend an event they read about

78% said the site improved their impression of Philadelphia

A Google Field Trip First: We were honored that Google chose uwishunu.com as the local content partner for its brand-new Google Field Trip, a location-based app that uses a person's location to deliver content and insider information about points of interest in the immediate vicinity. Philadelphia was the first city Google approached to provide content for the app, recognizing the unique insight the blog brings to the city's museums, attractions, restaurants, hotels and more.

Fab New Features: Our what's-happening blog continued to do what it does best: inform residents and visitors about what's worth doing, seeing and tasting in the city now. We also made some key enhancements to keep the site as helpful and user-friendly as possible.

Launched in December 2012, our curated events calendar—readers' top-requested enhancement—is chock full of happenings searchable by day, location or theme. Best of all, each calendar listing links to an extended blog post that gives insightful perspective like only uwishunu.com can.

Also new to the site: seasonal guides that compile all existing winter/spring/summer/fall content on one easy-to-browse page that's perfect for planning a day, night or weekend in Philly—up to a few months in advance.

Uwishunu's readers are an engaged bunch, turning out in big numbers to support blog-sponsored events such as the Moonlight Movie Screening in Rittenhouse Square and the With Love Beer Garden at the Four Seasons Hotel Philadelphia, where people received a branded beer boot.



2003

Airport opens
international terminal



Ride The Ducks and Big Bus tour options debut



Social Media Savvy

Shifting Our Strategy, Getting Visual: The world of social media got especially competitive in 2012, with more brands and destinations establishing strong presences for themselves online. What also evolved were the social media platforms themselves. At GPTMC, we switched up our strategies as changes developed to ensure that the properties we've invested so much time in continued to deliver strong results for us. That meant adding new platforms to our social media family and paying more attention to visual content across the board.

Our fans loved these graphics featured on the Visit Philly Facebook page. In fact, the posts ranked one, two and three for the year in terms of Likes.

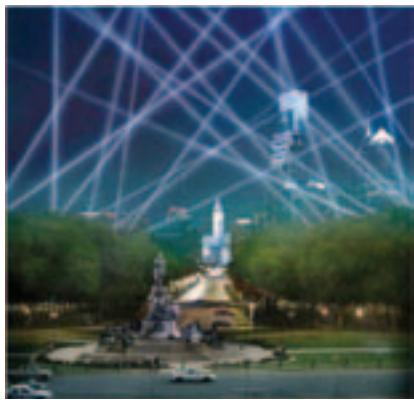
With Love, Philadelphia
Philadelphia — visitphilly.com
January 17

Welcome Chip Kelly, the new head coach of the Philadelphia Eagles!



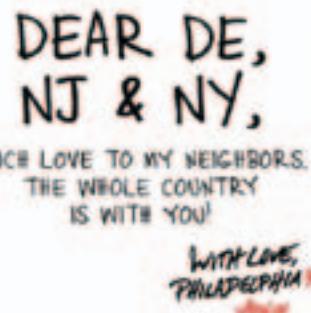
With Love, Philadelphia
Philadelphia — visitphilly.com
September 1

Ok, now we're officially excited. In just two weeks, "Open Air" will make its world debut in the skies above Philadelphia! ...



With Love, Philadelphia
Philadelphia — visitphilly.com
October 31

Sharing a little love to DE, NJ and NY after Hurricane Sandy



#1 MOST LIKED
FACEBOOK POST

#2 MOST LIKED
FACEBOOK POST

#3 MOST LIKED
FACEBOOK POST

New This Year: We welcomed some new members to our social media family and launched new programs to keep our fans faithful:

- Instant Instagram Successes:** Because we know that social media users respond well to visual cues, we added two new Instagram accounts to the fold in 2012—one for Visit Philly and another for Uwishunu.
- Pinterest Power:** We also launched a Pinterest presence that's 20 boards strong and that consistently ranks in the top 15 among destination marketing organizations using the platform.



2003

National Constitution Center opens



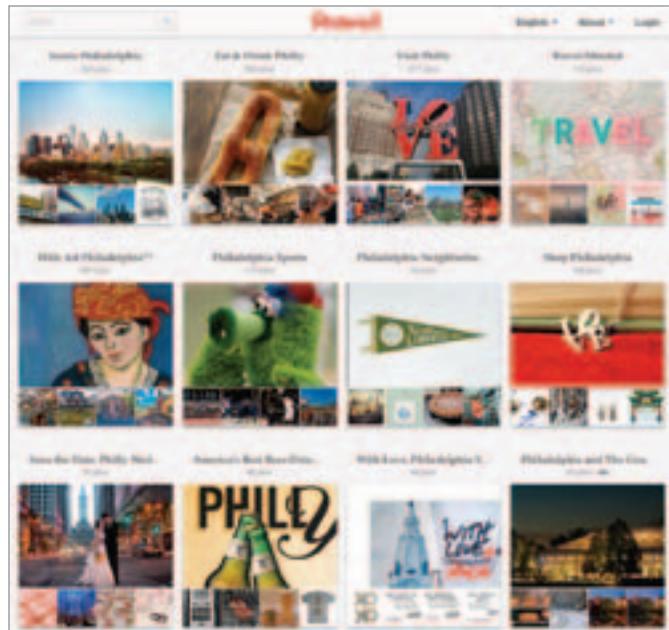
Eagles' Lincoln Financial Field opens



Liberty Bell moves to new home

Philadelphia Through The Eyes of Locals & Visitors: This year, we used some of our social media sites to show off another side of our city and region—this time from a local and visitor perspective.

- **Be Our Guests:** For select periods of time, we handed over the reigns of our Instagram and Pinterest accounts to engaged Philadelphians who were already active on the platforms. On Instagram that meant having various professional and amateur photographers capture life in their beloved communities in support of the Philadelphia Neighborhoods campaign.
- **Fan Photos:** On Instagram, we also curated Philadelphia content, featuring fan photos that amplified our With Love, With Art and Philadelphia Neighborhoods messages.



Do Believe The Hype: Our strategy shift is working, and our statistics and survey results prove it:

350,000

750,000
clicks, comments and Likes on Facebook in 2012

560,000
visits from Facebook, Twitter and Pinterest to visitphilly.com and uwishunu.com in 2012

73% of social media followers attended an event/visited an attraction that they learned about from one of GPTMC's social media accounts

SOCIAL MEDIA FOLLOWERS



41,000
retweets on Twitter in 2012

169,000
views on the Visit Philly YouTube channel in 2012

48% of out-of-town social media followers planned a trip to Philadelphia based on a post viewed on one of our social media properties

SKIFT SPEAKS

According to travel news website Skift, GPTMC's @visitphilly Twitter account ranks fifth among U.S. cities, based on followers. Skift also included GPTMC in a story about best practices for destination marketers on Facebook, praising our cross promotion of content on more than a dozen social media outlets.

GPTMC launches Philadelphia – Get Your History Straight and Your Nightlife Gay®

2004

Phillies' Citizens Bank Park opens



Southwest Airlines enters the market

OUR CAMPAIGNS: BUILDING AN IMAGE

GPTMC shapes Philadelphia's personality through marketing campaigns built for different audiences. One-size-fits-all marketing simply doesn't work. People want a direct invitation—using words and images that speak to them and through platforms and outlets they use.

That's why we're currently running six campaigns. While our main campaign With Love can be easily tailored to speak to different travelers with different interests—that's the beauty of it—our other campaigns are more focused, speaking directly to art lovers, urban adventurers, repeat visitors, millennials and African-American, Hispanic and gay travelers.



GET YOUR HISTORY
STRAIGHT AND YOUR
NIGHTLIFE GAY.[®]

FLYING HIGH WITH LOVE

GPTMC invited regional organizations to participate in an incredible marketing opportunity—a beautiful Philadelphia section, sporting With Art branding, in the June 2012 issue of *US Airways* magazine. The 75-page piece was such a home-run that our partners wanted to do it again. In March 2013, an 85-page With Love-branded Philly section landed in every seatback, reaching **six million domestic and international travelers**. And this time, Philly made the cover. A creative campaign extension, the feature showcased With Love and our vibrant, action-packed destination.



2004

The Real World
Philadelphia debuts



2005

Once Upon A Nation
(now Historic Philadelphia,
Inc.) debuts



City hosts Live 8
on Parkway



With Love, Philadelphia XOXO® has become one of GPTMC's and Philadelphia's most recognizable and beloved campaigns. In 2009, just after the economic downturn, the new With Love provided a platform through which we could tailor messages—in the form of customized love letters from the city—to reach many different types of travelers. In its fifth year, as the economy continues to recover, the campaign is still evolving, and most importantly, it's still working.

High-Impact Advertising

The marketing landscape changes constantly, and GPTMC has spent 17 years implementing and refining media-buying strategies that give us the most impact.

Station Dominations: Taking over entire transportation hubs—Penn Station in New York City; Union Station in Washington, DC; and Suburban Station here at home—means millions of travelers and daily commuters see With Love and Philadelphia every day.

Transit: We make strong advertising pushes on New Jersey Transit, PATCO and SEPTA regional rails, reaching our key nearby markets.

New Goals for Traditional Media: Our buys in print publications should serve as distribution channels for our messages. Tactics, including the US Airways supplement and our ads in *The Ritz-Carlton Magazine*, achieve this goal.

Out-of-Home: People love seeing With Love billboards, and we deliver with love letters on I-95 in Philadelphia, Route 30 in New Jersey and the Pennsylvania Turnpike near Harrisburg, as well as a network of digital billboards.

Online: We target our online ads to reach people when they're thinking about making travel plans—on TripAdvisor, for example—and we get in front of them when we cover websites such as philly.com with our branding.

TV: GPTMC assesses television opportunities seasonally. This summer, our commercial will align the destination with some big events, such as the U.S. Open golf tournament, to give people new reasons to come visit.

Million-Dollar Partnerships

Because of the tremendous success of With Love, GPTMC established the Joint Marketing Program, through which corporations, organizations and attractions can buy into the campaign. The initiative is a hit: In two years, we've welcomed 18 partners and generated more than **\$1 million in additional buying power**, buying together what we cannot buy alone. In both spirit and marketing dollars, our stakeholders are embracing GPTMC's message and its call to action, visitphilly.com. This strengthens With Love's reach, attracting first-time and repeat visitors to the region.



City called "The Next Borough"
(*The New York Times*) and "Next Great City"
(*National Geographic Traveler*)

2006

Franklin Square reopens
after restoration





Last year, we launched With Art Philadelphia™ to put Philadelphia on the national and international art stage. Our goal: Establish Philadelphia as a top destination for art.

The Starting Point (Not The Finish Line): In 2012, the biggest art story in the world was happening in Philadelphia: the relocation of the renowned Barnes Foundation collection from a Philadelphia suburb to Center City's Benjamin Franklin Parkway. The opening of the new building guaranteed major attention. GPTMC used the event as the starting point—not the finish line—for With Art Philadelphia, showcasing the art scene throughout the entire city.

Power Partnerships: With 17 official partner organizations, including the Commonwealth of Pennsylvania and the City of Philadelphia, With Art Philadelphia marks a first-of-its-kind collaborative in Philadelphia.

Advertising Amazing-ism: Online, outdoor, radio and print ads position Philadelphia's visual arts as being all over the city—in museums, outside and on the sides of buildings. Here, inspiration is everywhere.

Impressive Press: GPTMC invited press from down the street, across the country and around the world to delve into the city's vibrant art scene. Plus, we beefed up our cultural photography so we could provide fantastic images. Outlets, including *The Wall Street Journal* and *Travel + Leisure*, published nearly 1,000 glowing stories about Philadelphia's art scene and the campaign itself.

Online Curation: On the engaging visitphilly.com/withart, people curate their own Philadelphia experiences. Social media initiatives get our messages to a younger, connected audience.

Artistic Way To Stay: To bring it all together for travelers, we created a With Art Philadelphia Hotel Package, available at 10 hotels and including a pass that guaranteed entry to six top art attractions.

Bringing Art To The People: GPTMC is placing art messages at large gathering spaces, such as Reading Terminal Market and the Independence Visitor Center. We're promoting the keepers *and* the makers of Philly's art. We'll continue to showcase our priceless collections, while also shining a light on those who are shaping Philadelphia's creative culture.

**SURE, SOME SEE
PHILLY AS A
SPORTS TOWN.
BUT AS THE
CUBISTS PROVED,
EVERYTHING CAN BE
MULTIDIMENSIONAL.**

Come to Philadelphia and experience a world of artistic amazing-ism.

CURATE YOUR OWN EXPERIENCE. visitphilly.com/withart

City of Philadelphia
LIBERTY, LOVE, AND LEADERSHIP

GPTMC
Greater Philadelphia Tourism Marketing Corporation

BARNES
THE BARNES FOUNDATION

PHILADELPHIA MUSEUM OF ART

PHLCVB
Philadelphia Convention & Visitors Bureau

PA

PAFA

OPHS

Penn Museum
MUSEUM OF ARCHAEOLOGY AND ANTHROPOLOGY

cultural
ALLIANCE

PECO
An Exelon Company

PNC



2006

Philadelphia Park Casino and Racetrack (now Parx Casino), the region's first slot parlor, opens



2007

GPTMC's insider blog, uwishunu.com, launches

PHILADELPHIA NEIGHBORHOODS

buzzed-about restaurants, emerging art galleries, independent shops, intimate music venues, plentiful parks and annual festivals.

Why Now?: GPTMC noticed an emerging trend in travel: People want to explore the neighborhoods of a city, in addition to the downtown, to fully immerse themselves in the destination. Luckily, Philadelphia has personality-heavy neighborhoods to spare, and we've been promoting them for years—starting with the Neighborhoods Tourism Network in the 1990s and including current platforms such as Uwishunu and Philly 360°. For this initiative, the 14 areas we identified form a ring around Center City and are within a 15-minute walk or ride from our downtown hotels.

How We're Doing It: Press outreach has already begun to pay off. Outlets such as the Associated Press have published stories about our neighborhoods and the campaign, and local media have praised our marketing efforts. Travelers and even residents can plan their trips at visitphilly.com/neighborhoods, a dynamic site that uses descriptions, maps, videos, photos and social media integration.

Research, Then & Now: Prior to launching the campaign, GPTMC conducted a year of research and planning, collecting information about accessibility, neighborhood amenities and visitor readiness. Post-launch, we're monitoring the social buzz associated with various neighborhoods.

Neighborly Advice: Helping to inform GPTMC's marketing efforts are people from the neighborhoods themselves. These connected community stakeholders keep us posted on events that drive visitors to the neighborhoods, act as liaisons with local businesses and connect us to people who can best tell the area's stories.



"Visit Philly's legacy of successful initiatives leaves little doubt that its neighborhoods campaign will take off in a similar fashion." — Skift, April 5, 2013

FAIRMOUNT PARK

SCHUYLKILL RIVER

CITY HALL

DELAWARE RIVER

Graduate HOSPITAL

EAST PASSYUNK

PENNSPORT

PHILLY BEER WEEK • 2008

JANUARY'S FIRST BEER DRINKING CITY

Philadelphia Museum of Art's Perelman Building opens

Comcast Center opens

2008

Philly Beer Week debuts

Philly360°[®]

music | design | culture

Started in 2009 to reach younger, tech-savvy African-Americans, Philly 360° has progressed into a source for Philly's urban creative scene. Today, it appeals to millennials of all ethnicities who are drawn to black culture. Continuing its reputation as a trendsetting company, GPTMC is one of the only destination marketing organizations to run a program of this kind.

Music, Design, Culture: Philly 360° highlights the features of Philadelphia's modern scene that are most important to our audience—music, design and culture. People searching for the city's cool urban happenings find an unmatched, comprehensive guide on philly360.com. We promote concerts at large and underground venues, shows by emerging artists, designers elevating Philadelphia fashion, DJs who can turn a Monday night into a dance party and performance art that pushes boundaries.



The tremendous growth and accompanying importance of the Hispanic market is not news to GPTMC. Early in our organization's history, we recognized

this population as a priority, and we've been inviting them to visit ever since.

Using Love & Art: Our Hispanic program easily fits into other GPTMC campaigns. In 2012 and 2013, we used the platforms of With Art Philadelphia and With Love to connect press and consumers to our diverse art scene and rich Hispanic culture. In the second half of 2013, GPTMC will focus on family travel in the Hispanic market.



A Newsworthy Destination: Philadelphia enjoyed a strong year for Hispanic press coverage. We landed 230 stories in our important regional outlets, as well as major Hispanic publications in Boston; New York; Texas; Washington, DC; Argentina; Colombia; Mexico; and Spain. The glowing coverage delivered from trusted sources represents a priceless reach into the Hispanic audience.

2008

Please Touch Museum® reopens in Fairmount Park



Phillies win World Series





GET YOUR HISTORY
STRAIGHT AND YOUR
NIGHTLIFE GAY®.

Ten years ago, GPTMC launched its groundbreaking lesbian and gay campaign. At the time, no other destinations were marketing to this demographic in the same way, with nationally reaching ads, a television commercial and communications efforts.

A Decade Strong: Today, most major destinations market to the LGBT audience, so it's sometimes hard to remember how unheard of it was in 2003. *Philadelphia* magazine recently called the marketing move a landmark event for Philadelphia's gay culture. Today, we're staying true to the promise of Philadelphia – Get Your History Straight and Your Nightlife Gay® and using the love letter format of our popular With Love campaign, with a rainbow signature, to reach the lesbian and gay audience.



Media Mania: GPTMC uses paid and unpaid media to highlight Philadelphia as a must-visit destination for gay and lesbian travelers. In key digital and print outlets, including New York's *Gay City News* and *OutTraveler.com*, our customized love letters highlight events such as Equality Forum and Pride. Already in 2013, we've hosted more gay press than ever before. In February, we partnered with the fourth annual LGBT Media Forum, during which 80 writers, editors and bloggers for LGBT outlets convened in Philadelphia. Plus, our affiliation with the National Lesbian & Gay Journalists Association is stronger than ever.



2009
The Piazza at Schmidts debuts



GPTMC launches the With Love campaign



2010
Philadelphia Union kicks off first season



DESTINATION & VISITOR: EVOLVING TOGETHER

More than ever, people are choosing Philadelphia—for their homes, for their businesses, for their vacations. GPTMC's marketing works in tandem with developments to our product, Greater Philadelphia.

39 Million Reasons To Visit

Greater Philadelphia reached a new visitation record in 2012, welcoming **39 million domestic visitors**. They came for 39 million reasons (weekend getaways, family vacations, friend reunions, couples escapes, business trips), and they all spent money in the region.

A Destination Worth The Investment

The travel industry now sees Philadelphia as a destination where the businesses can thrive. The following trends reflect the evolution of the region as a destination, both in terms of the visitor experience and the impact of sustained branding.

A Hotel Town: Philadelphia's hotel demand has caught the attention of developers. Two downtown hotels opened in 2012 (Homewood Suites by Hilton University City and Kimpton's Hotel Monaco), and there are more on the way. As new options enter the market, many of our existing properties are responding with redevelopments and rebranding that cater to discerning visitors—people who know exactly what they want in a hotel when they travel.

More Flights: In 2012, new airlines came into the market, offering direct flights to Philadelphia International Airport from some of the country's top markets (Dallas, Las Vegas, Los Angeles, San Francisco and Seattle).

Busy Rails: 30th Street Station ranks third in passenger traffic in the Amtrak network, with non-commuter arrivals growing 6% in 2012.

Dining Scene: Food has always been a big draw in Philadelphia. Lately, national restaurateurs are getting in on the action and joining our local star chefs.



Just walk around the city to see how it's doing. It's lively. There are more hotels, more restaurants and more people on the streets, both day and night.



2010

City's first casino,
SugarHouse, opens



2011

Expanded Pennsylvania
Convention Center opens

Two major sites open in Historic Philadelphia:
National Museum of American Jewish
History and The President's House

OUR VISITORS

As Philadelphia has evolved as a tourism destination, visitors have taken note, with 39 million domestic visitors traveling to the five-county region in 2012. Since 1997, when GPTMC first began advertising, domestic visitation to Greater Philadelphia has risen steadily.

Greater Philadelphia Domestic Visitation, 1997-2012 (in millions)				
	2012	1997	Net	Growth
Total Visitation	38.8	26.7	12.1	45%
Day Leisure	21.0	15.5	5.5	35%
Overnight Leisure	13.1	7.3	5.8	80%
Day Business	2.6	2.5	0.1	3%
Overnight Business	2.1	1.4	0.7	50%
Leisure	34.1	22.8	11.3	50%
Business	4.7	3.9	0.8	20%
Day	23.6	18.0	5.6	31%
Overnight	15.2	8.7	6.5	75%

Tourism Economics/Longwoods International

Since 1997, Philadelphia has seen:

45% growth in total visitation, an increase of 12 million visitors

75% growth in overnight trips, more than twice as fast as day trips

80% growth in overnight leisure, the fastest of any segment

Who They Are & Where They Come From

Philadelphia's overnight visitors are educated and affluent. They spend an average of 2.5 nights in the region on their visit.

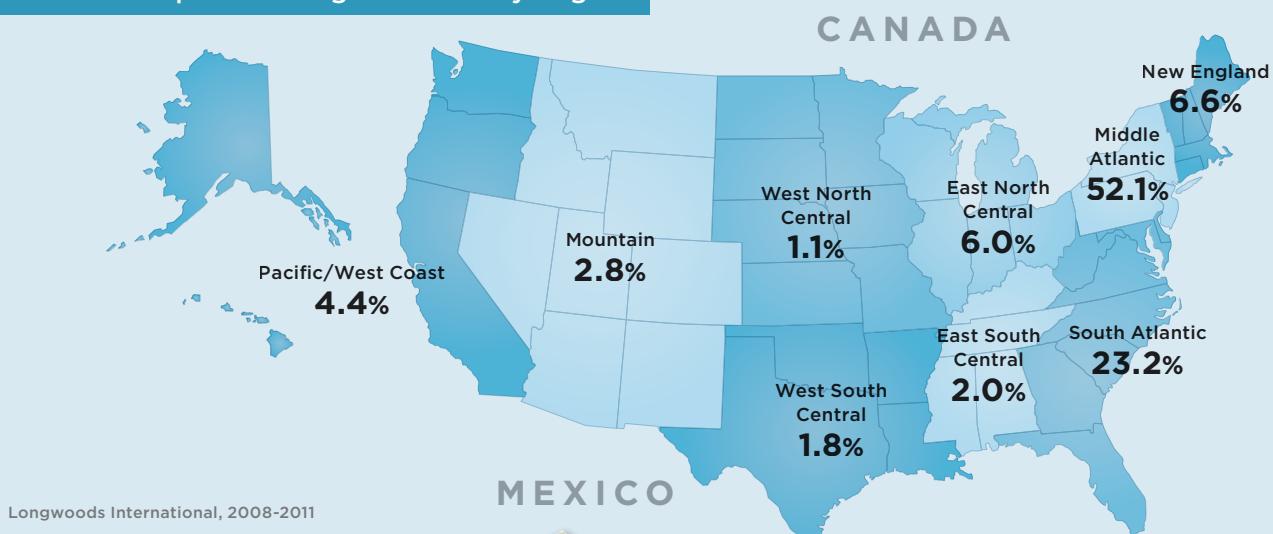
Philadelphia attracts visitors from all over the country and all across the globe, but the majority of visitors come from our highly populated East Coast drive markets.

Greater Philadelphia Overnight Visitor Demographics

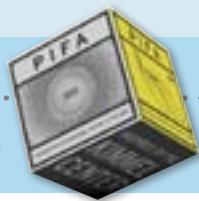
Age	44.5
Household Income	\$85,071
College Degree or Higher	67%
Married/Living with Partner	64%
Traveling with Children	21%
Length of Stay (nights)	2.5

Longwoods International, 2008-2011

Greater Philadelphia Overnight Visitors By Region



Two major festivals debut:
Philadelphia International Festival of the Arts
and Philadelphia Science Festival



Several parks and public spaces open:
Race Street Pier, Penn Park,
Lenfest Plaza and Sister Cities Park



IMPACT OF TRAVEL

Travel is an important industry in Philadelphia. Visitors generate taxes and jobs, and they support area businesses. All of this activity builds the quality of life in Philadelphia.

The Greater Philadelphia travel economy generates **\$27 million in economic impact every day—\$9.75 billion for the year** in 2012.

- Visitor spending supported **88,761 regional jobs** in 2012, with a **\$2.94 billion paycheck**.
- Visitor spending generated **\$622 million in state and local taxes** in 2012.

Greater Philadelphia Travel Economy Impact, 2007-2012						
	2012	2011	2010	2009	2008	2007
Economic Impact	\$9.75 billion +4.5%	\$9.34 billion +7.5%	\$8.69 billion +6.5%	\$8.17 billion -12.4%	\$9.32 billion +0.3%	\$9.29 billion —
Jobs Supported	88,761	86,498	84,807	83,664	87,384	88,225
Wages Generated	\$2.94 billion	\$2.85 billion	\$2.71 billion	\$2.61 billion	\$2.82 billion	\$2.74 billion
State Taxes Generated	\$329 million	\$315 million	\$296 million	\$279 million	\$316 million	\$315 million
Municipal Taxes Generated	\$293 million	\$285 million	\$273 million	\$258 million	\$294 million	\$292 million

Tourism Economics

Impact On Residents

Visitor dollars build the quality of life in Philadelphia. Travelers spend money at the region's hotels where residents work, at the attractions they love to visit, the stores where they love to shop and the restaurants where they love to eat. None of these great amenities have a "Visitors Only" sign—the more people visit, the more vibrant the region.

Destination marketing also helps to build hometown pride. Residents love to know that people want to experience their town, and Philadelphians beam with pride when they know that their city is topping best-of lists and drawing more visitors. We're a proud people—and we have good reason to be.

THE TRAVEL EFFECT

The U.S. Travel Association recently launched Travel Effect, a campaign dedicated to helping build awareness of the seen and sometimes unseen benefits of travel. The campaign focuses on three primary travel impacts:

Effects on the Economy:

Travel supports more than 14 million jobs nationwide and generates nearly \$2 trillion in economic output.

Effects on Business:

Studies have shown that travel decreases employee burnout and absenteeism. What's more, companies that support business travel see better earnings—even in a tough economy.

Effects on Individuals:

Travel isn't all about business—it strengthens relationships, relieves stress and promotes happiness and well-being.

U.S. TRAVEL
ASSOCIATION

TRAVEL EFFECT
YOU'LL KNOW WHEN YOU GO

To learn more,
[visit traveleffect.com](http://traveleffect.com)



2012

GPTMC launches
With Art Philadelphia™
campaign

BARNES
THE BARNES FOUNDATION



Virgin, Spirit and Alaska
Airlines start service

THE HOTEL STORY

Demand for our hotels is higher than ever before, meaning more people want to be here to experience the region.

Hotel Facts and Figures, 2012				
	National	Greater Philadelphia	Philadelphia County	Center City
Total Room Revenue	\$115 billion +7.3%	\$1.10 billion +6.8%	\$639 million +7.8%	\$488 million +9.4%
Annual Room Demand	1.1 billion	8.51 million	4.16 million	2.90 million
Occupancy	61.4%	68.4%	73.4%	73.4%
Average Daily Rate	\$106	\$129	\$154	\$168
Daily Room Supply	4.9 million	34,000	15,500	10,800
Source	Smith Travel Research	Smith Travel Research	Smith Travel Research	PKF Consulting

- Philadelphia's hotels performed well in 2012, with **occupancy and rates above the national average**.
- **8.5 million hotel rooms** were filled in the Greater Philadelphia region, generating more than **\$1.1 billion in revenue**, a 7% increase over 2011.

Leisure Growth

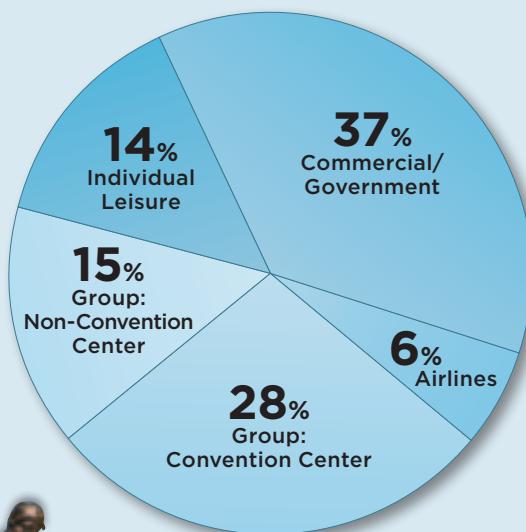
As Philadelphia's appeal as a destination has grown, the leisure segment has become a key driver of downtown hotel demand.

- **Saturday night has been the busiest night of the week** for Center City hotels over the past decade, with Saturday night occupancy reaching 85% in 2012.
- Individual leisure travelers accounted for **832,000 Center City hotel room nights** in 2012, 29% of all demand. That's up from 254,000 in 1997, when leisure accounted for just 14% of room nights.

Center City Hotel Market Mix

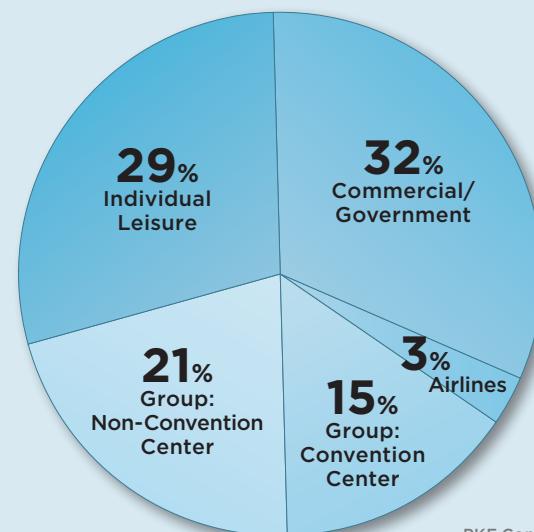
1997

1.79 Million Occupied Rooms



2012

2.90 Million Occupied Rooms



PKF Consulting



Two museums reopen: Rodin Museum and Philadelphia History Museum at the Atwater Kent



2013

KidZooU debuts at Philadelphia Zoo

For the complete Tourism Timeline and other GPTMC reports, go to visitphilly.com/research.

ACCORDING TO THE PRESS

Through high-quality content, direct pitches, media events, an ever-expanding Visiting Journalists Program and strong media relationships, our media relations team places thousands of positive stories each year about Greater Philadelphia in a blend of high-value print, television, websites and blogs. Here's just a sampling of some of the accolades Philadelphia won this year and a look at some of the 6,400 stories our media relations team generated:

ACCOLADES

- Top 10 U.S. travel destinations for 2013, *Lonely Planet*
- The 5 Best Beer Cities in America, *GQ*
- 12 Best Kid-Friendly Destinations, *Budget Travel*
- The Late-Night Capital of the United States: Philadelphia, *Esquire*
- America's Best Cities on the Rise, *Smarter Travel*
- America's best July 4th celebrations, *Yahoo! Travel*
- Best Brunch Cities in the U.S., *foodandwine.com*
- The World's Best Cities for Beer, *Frommer's*
- America's 50 Best Cities, *Bloomberg Businessweek*
- America's Hippest Hipster Neighborhoods, *forbes.com* (Northern Liberties)
- 10 Great Places: Savor street food á la carts, stalls, *USA Today* (Philadelphia soft pretzels)
- The 10 Hottest Neighborhoods in 2013, *wallstreetjournal.com* (Mount Airy)
- 10 Best Foodie Streets in America, *Food & Wine* (East Passyunk Avenue)
- Social Media's Coolest Travel Companies, *Travel + Leisure* (GPTMC)

Best Quotes ABOUT PHILADELPHIA

The New York Times (36 Hours)

"A city with dozens of beguiling neighborhoods, a daunting number of world-class museums and a key role in the story of the nation's founding, Philadelphia has seen a parade of openings over the last decade ... "
– January 6, 2013

Financial Times

"The charm of Philadelphia lies in the diversity of its neighbourhoods." – December 14, 2012

Nylonmag.com

"Philadelphia is quietly becoming a fashion power-house--yes, you read that right." – November 9, 2012

The Bay Area Reporter

"Philadelphia has everything LGBT travelers would want in a big city: culture, great restaurants, and abundant gay nightlife. Plus, Philadelphia tacks on more history per square mile than just about anywhere, and from the LGBT traveler's perspective, may be the most walkable big city in America." – August 30, 2012

The Washington Post

"... I planned a weekend getaway to Philadelphia smack in the middle of the week. ... Our only regret: that we hadn't also been there for Monday and Tuesday." – August 17, 2012



Toronto's The Globe and Mail

"Philadelphia feels like New York without the frenzy, without the high price tags, without the headache of getting there." – September 15, 2012

The Huffington Post

"If you've never been here, you'll be surprised. If you haven't been here in ten years, ditto. There is so much creative energy in Philly on all fronts - food, arts, design, science - it's impossible to take it all in just one visit. One way to do it is to come during one of the many festivals that Philadelphia throws like a great A-List Party every year." – March 12, 2013

Fodor's

"The City of Brotherly Love is a destination that travelers, especially history and art buffs, are sure to love this summer, with a bevy of art events and 4th of July celebrations ... " – June 18, 2012

Harrisburg's The Patriot-News

"One of my favorite city getaways for couples and families is Philadelphia. Easy to get to, there's plenty to see and do, and with great hotel packages and restaurants for every budget and taste, it's affordable. Philadelphia has developed a nationwide reputation for fine dining (and that doesn't necessarily mean expensive) world-class museums, cultural events and luxurious hotel offerings." – June 17, 2012

Baltimore Style

"The tree-lined street and swirl of traffic made me feel like I could be in the middle of a European city, but I was glad to be in Philadelphia, one of my favorite cities stateside." – October 2012

ABOUT ART

Travel Channel

"Art, art, everywhere art." – Anthony Bourdain, December 3, 2012

New York magazine

"World-class museums, cutting-edge galleries, and ubiquitous street murals make this city a trove of creative riches." – August 31, 2012

NY1

"The city of Brotherly Love is no longer simply an understudy to the New York City art scene. With the recent addition of the Barnes Foundation to Philadelphia's formidable art trail, the borders between the urban art meccas are blurring like the soft brush strokes of an Impressionist painting." – February 10, 2013

CNN

"So this has become one of the things that people have to do when they think about art: Philadelphia." – Robert Reid, U.S. editor of Lonely Planet, December 5, 2012

Al Día

"This 2012 promises to make the city of Philadelphia an artistic destination of choice for those art lovers seeking a maximum experience from an exceptional variety of masterpieces, all less than a mile away in the popular Benjamin Franklin Parkway," – June 28, 2012 (translated from Spanish)

Lonely Planet

"Forget the cheesesteaks and tri-corner hat, Philadelphia is becoming known as an art capital." – December 25, 2012



ABOUT FOOD & DRINK

The Washington Post

"These days, Philadelphia's restaurants rival its storied sports franchises, with culinary stars arriving from New York, San Francisco and other dining capitals, amid rampant speculation about who might be the next hot toque in town." – January 27, 2013

Travel + Leisure

"Philadelphia isn't some flashy food town easily swayed by passing trends. True to the spirit of its founding fathers, the city is a refuge for freethinking entrepreneurs who put their faith in community ... " – November 2012

GQ

"Our Founding Fathers bickered over inalienable human rights while tossing back brews in the dark corners of ye olde Philly taverns, and this town's only become more beer-crazy in the ensuing 236 years." – October 2012

Bon Appétit

"But visit today and you'll find unpretentious, chef-driven places capable of charming even the most jaded big-city diner. ... Turns out that in Philly, there's way more to obsess over than cheesesteak." – November, 2012

Toronto's The Globe and Mail

"But the City of Brotherly Love truly loves its bars, and crams a greater number of remarkable imbibing experiences into a more compact and walkable area than the Big Apple could ever hope to claim." – March 23, 2013

ABOUT GPTMC

WHYY-FM and Newsworks

"If web traffic is any measure of travelers' interest in a destination, 2012 was a good year for Philadelphia." – January 14, 2013

Metro Philadelphia

"The GPTMC has so far been able to do more with less, focusing on its website, social media outreach and catchy campaign slogans." – November 29, 2012

Associated Press

"A new tourism campaign is turning a spotlight from the heart of the city to the soul, its neighborhoods, with a novel focus toward inspiring Philadelphians themselves to venture beyond their own backyards to other parts of their hometown." – April 5, 2013

The Philadelphia Tribune

"The [Philadelphia Neighborhoods] project encourages tourists and locals to explore the neighborhoods' storied streets, restaurants, emerging art galleries, independent shops, music venues, parks and annual festivals." – April 5, 2013

The Philadelphia Inquirer

"With a track record of getting a big bang for every buck it spends, and innovative approaches like the new uwishunu.com online guide to the city, GPTMC has made a compelling case for more support from both the state and the city to rebuild the region's tourism marketing muscle." – November 25, 2012

Philadelphia Business Journal

"It's clear that the Greater Philadelphia Tourism Marketing Corp. (GPTMC) has really done something special when even Philadelphia locals are affectionately quoting from its most recent 'With Love, Philadelphia XOXO' campaign billboards." – June 22, 2012

Region's Business

"Yet, when you see all [that] Philadelphia has to offer, it shouldn't be a surprise that more and more people are using their discretionary income to visit our area. This is the best type of economic engine, because it brings in revenue from outside the area, instead of merely moving money around within the region. That's exactly why we need groups like the GPTMC and the convention and visitors bureau, because this sort of thing doesn't happen by itself. There's a lot of competition for those dollars and it takes smart, aggressive marketing to bring that money here." – January 11, 2013

Philadelphia magazine

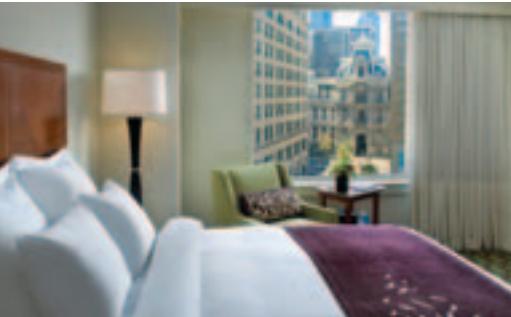
"For 'With Love, Philadelphia'—and for tapping into that untapped LGBT market 10 years ago, and for drawing 38 million visitors (and their cash) here last year—Levitz and team remain some of the brightest branding brains around." – November 2012

COMING SOON

*As you can see from this book, we're poised for another great year.
Here's what's in store for the next year.*

Lifestyle Marketing

When people are passionate about a brand or a place, it can become part of their lifestyles, and Philadelphia has an opportunity to emotionally engage audiences based on how they live. In recent years, the city has acquired lifestyle-focused hotels—also called boutique brands—that have evolved with the changing tastes of travelers, and more are on the way. The city has evolved too and can now tailor its messages to personal tastes in the arts, pop culture, fashion and home decor, dining and nightlife.



Visitphilly.com Features Ads

In April 2013, GPTMC began featuring ads on visitphilly.com—something our partners have been wanting for years. Attractions, hotels, restaurants and events can reach a highly qualified audience by taking advantage of this opportunity. We know that the visitphilly.com audience is younger and more affluent than the average Internet user. Plus, they're ready to spend: People who book a hotel room through visitphilly.com spend nearly \$1,000 per visit.



Even More To Do

There are more hotels, more restaurants, more people on the streets. Soon, new attractions and big exhibitions will give people even more reasons to come back again and again. Mark your calendar: The permanent Benjamin Franklin Life & Legacy Museum chronicles the life of our favorite Founding Father; From Philadelphia to Monaco: Grace Kelly, An American Icon takes center stage at the Michener Museum; and A Day in Pompeii debuts at The Franklin Institute.



Neighborhoods Take The Spotlight

We just launched Philadelphia Neighborhoods to introduce visitors to those personality-packed districts that locals love so much. We'll focus on the people, food, beer, parks, attractions and hidden gems found just outside Center City. We'll use a dynamic website, social media, press and an advisory committee to tell our stories and encourage people to go one more block.



With Love Evolves

With Love, Philadelphia XOXO® has proven to be an amazing, effective and fun campaign for GPTMC, Philadelphia and the region's residents. Everyone loves seeing the newest witty love letters—including our own staff. We're always evaluating our campaigns to ensure that they're still as impactful as they can possibly be, and that's what we're doing with With Love.

STAY TUNED ...

XOXO

KYW SUPPORTS GPTMC 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.



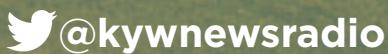
Just remember, it's easy to stay in touch with Philadelphia through KYW Newsradio, no matter where you are.



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



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