

Partner Opportunities



Why Partner With Us?

In the world of destination marketing, more collaboration means more visitation. That's why VISIT PHILADELPHIA has been teaming up with regional partners for years.

This guide outlines what we can do together to promote your business and Greater Philadelphia to travelers. We want to share your stories through our communications, advertising, websites and social media.

Use this piece as your partnership checklist, and get in touch with the people listed for each tactic to find out how they can promote your attraction, event, exhibition, restaurant or hotel.

These opportunities are free. (How often do you hear that?) It's a win-win strategy—and it's proven to be a successful model over our nearly two decades of destination marketing. Partnerships are what we do.

Please join us in building Greater Philadelphia's image.



📍 Communications

MEDIA RELATIONS

Our media relations team constantly interacts with the press online, on the phone and in person, pitching them news and information about the Philadelphia experience and generating thousands of earned media stories each year. We distribute words and pictures and use events and technology to reach our highest priority print, broadcast and online journalists in the U.S. and Canada. And we are often a journalist's first call when they need background, photos and video to tell their Philadelphia stories. Keep us in the loop on your news, and as appropriate, we will be sure to include it in our press outreach.

CONTACT: Cara Schneider, cara@visitphilly.com

PRESS MATERIALS

We write press releases about Greater Philadelphia attractions and events and circulate them to media. Send your seasonal and event-related press releases and newsletters one month out for short lead and six months out for long lead. Or tell us your quirky stories so we can theme them together with other attractions and events. CONTACT: Cathy McVey, cathy@visitphilly.com

PHOTOGRAPHY, VIDEO AND B-ROLL

We are always adding to our vast library of images and video footage—all available to media, non-profits and for-profit hospitality partners for editorial use.

CONTACT: Meredith Edlow, meredith@visitphilly.com

VISITING JOURNALIST PROGRAM

As part of our media relations effort, VISIT PHILADELPHIA hosts North American journalists—individually and in groups—to give them first-hand experiences based on key story themes. We can feature your attraction or events to a visiting journalist when appropriate based on the trip's theme.

CONTACT: Donna Schorr, donna@visitphilly.com

POWER PR

We convene this group of public relations professionals once per quarter to discuss upcoming events, new attractions and citywide initiatives that benefit from collaboration. Members include representatives from the region's hospitality, retail, restaurant, arts and culture and government communities. Send us your news and events so we can share with the group.

CONTACT: Jenea Robinson, jenea@visitphilly.com

SHOW & TELL

Every month, VISIT PHILADELPHIA schedules time for organizations to present to representatives from all departments. The VISIT PHILADELPHIA team often generates new marketing ideas for the organizations and keeps them in mind for future initiatives.

CONTACT: Andi Coyle, andi@visitphilly.com

📍 Social Media

FACEBOOK

We connect with hundreds of thousands of fans on three Facebook pages a few times a day. Send us your event updates, tips on good deals and other insider Philadelphia information.

- [Facebook.com/VisitPhilly](https://www.facebook.com/VisitPhilly) engages Philly fans by sharing upcoming events, posting fun facts, offering tips and more. CONTACT: Rachel Hara, rachel@visitphilly.com
- [Facebook.com/VisitGayPhilly](https://www.facebook.com/VisitGayPhilly) shares an eclectic mix of fun happenings and celebrates the region's lively lesbian and gay scene. CONTACT: Rachel Hara, rachel@visitphilly.com
- [Facebook.com/Philly360](https://www.facebook.com/Philly360) gives fans an insider's view of the city's contemporary music, design and culture. CONTACT: Sarah Janiszewski, sarah@visitphilly.com

TWITTER

Through five distinct Twitter accounts, we keep our followers in the know about things to do, brag-worthy facts, hotel and restaurant deals, giveaways and promotions throughout the day. Let us know if you have ideas of things you'd like us to occasionally tweet on your behalf from one of these five accounts:

- [Twitter.com/VisitPhilly](https://twitter.com/VisitPhilly) offers the scoop on general happenings, insights and travel promotions in Greater Philadelphia. CONTACT: Caroline Bean, caroline@visitphilly.com
- [Twitter.com/PhillyTeAma](https://twitter.com/PhillyTeAma) represents the vibrant pulse of Latino Philadelphia. CONTACT: Adriana Arvizo, adriana@visitphilly.com
- [Twitter.com/Uwishunu](https://twitter.com/Uwishunu) keeps followers up to date with what's happening in Philly in connection with the insider blog uwishunu.com. CONTACT: Kristina Jenkins, kristina@visitphilly.com
- [Twitter.com/Philly360](https://twitter.com/Philly360) connects with those interested in a diverse urban scene. CONTACT: Jenea Robinson, jenea@visitphilly.com
- [Twitter.com/VisitPhillyPR](https://twitter.com/VisitPhillyPR) distributes news from visitphilly.com/pressroom to our friends in the media. CONTACT: Linda Huss, linda@visitphilly.com



LINKEDIN

On the VISIT PHILADELPHIA LinkedIn company page, people keep up with company news, tourism facts and figures, industry trends and must-read articles about Philadelphia in the press. CONTACT: Linda Huss, linda@visitphilly.com

INSTAGRAM

What's better than reading about what's happening in Philadelphia? Seeing what's happening in Philadelphia. We show off the region with three accounts on the photo-sharing app Instagram. Share your ideas of a visually compelling view of Philadelphia that you think we should feature.

- [Instagram.com/VisitPhilly](https://www.instagram.com/VisitPhilly) posts day-in-the-Philadelphia-life photos, along with local photographer submissions and an insider look at city neighborhoods. CONTACT: Caroline Bean, caroline@visitphilly.com
- [Instagram.com/uwishunu](https://www.instagram.com/uwishunu) captures on-the-scene images of Philadelphia events. CONTACT: Kristina Jenkins, kristina@visitphilly.com
- [Instagram.com/Philly360](https://www.instagram.com/Philly360) focuses on events and influencers from Philadelphia's creative scene. CONTACT: Sarah Janiszewski, sarah@visitphilly.com

PINTEREST

Through various boards, VISIT PHILADELPHIA highlights content from visitphilly.com, uwishunu.com and philly360.com along specific themes, such as Iconic Philadelphia, Shop Philadelphia, Philadelphia Sports and Eat & Drink Philly. Send us images or web content that you'd like us to consider for one of our boards. CONTACT: Caroline Bean, caroline@visitphilly.com

WEB VIDEOS AND YOUTUBE

VISIT PHILADELPHIA creates, hosts and shares plenty of videos—Philly chefs, cool fashions, craft beers and more—on youtube.com/VisitPhilly and other video-sharing sites. We can work with your organization on a video, or you can request that we "favorite" your content from our YouTube channel. CONTACT: Aaron Horton, aaron@visitphilly.com



Philadelphia Flower Show



The Franklin Institute

📍 Websites

INTERACTIVE CALENDAR OF EVENTS

Visitphilly.com partners with phillyfunguide.com to provide a comprehensive online events calendar. You can submit an event at visitphilly.com/eventscalendar. CONTACT: Aaron Horton, aaron@visitphilly.com

RESTAURANTS, SHOPS AND ATTRACTIONS

Visitphilly.com promotes a curated selection of the region's dining, shopping and cultural offerings through attraction listings, itineraries and "Top Picks" articles. For possible inclusion on the website, submit your organization's information through our online form at visitphilly.com/submit. CONTACT: Melissa Logan, melissa@visitphilly.com

UWISHUNU

Updated multiple times a day, uwishunu.com is a go-to resource for visitors and locals who want to know more about everything new and exciting happening in Philadelphia. When appropriate, we can include your content on the insider blog. CONTACT: Kristina Jenkins, kristina@visitphilly.com

📍 Hotel

HOTEL PACKAGING AND PROMOTIONS

VISIT PHILADELPHIA coordinates seasonal and event-related hotel packages and promotions to increase hotel occupancy and provide visitors with a fun, memorable and experiential visit. We also promote each hotel's own packages, so send your press releases, newsletters and promotions to be included on our social media outlets, visitphilly.com and uwishunu.com. CONTACT: Erik Evjen, eevjen@visitphilly.com

BOOKDIRECT PARTNERSHIP

VISIT PHILADELPHIA can provide hotel room booking capabilities, powered by BookDirect, for an organization or event, allowing visitors to choose rates, location, amenities and packages at hotels that fit their needs. CONTACT: Erik Evjen, eevjen@visitphilly.com

PHILADELPHIA'S CONCIERGE QUICK GUIDE

With the Independence Visit Center, we produce a monthly newsletter for the tourism and hospitality community with visitor-related information and events. Send us news that you want front-line staff to know. CONTACT: Lauren Quick, lquick@visitphilly.com

CONCIERGE EVENTS

The concierge community is a source of information to our guests. VISIT PHILADELPHIA can consult and assist regional attractions and organizations to arrange concierge events in order to preview an exhibition, sample a menu or experience happenings at your organization. CONTACT: Lauren Quick, lquick@visitphilly.com

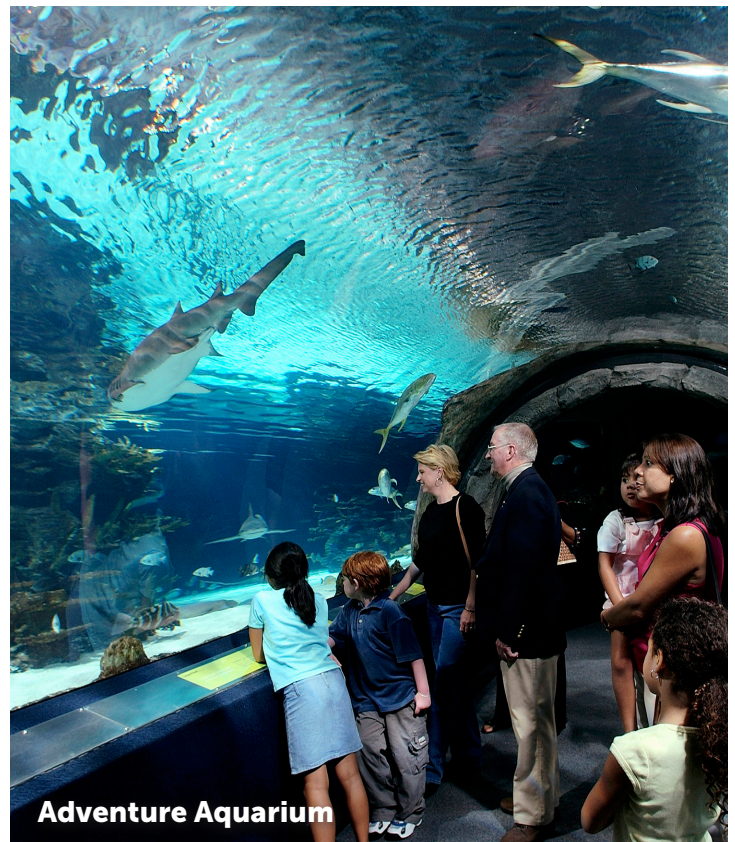
AAA MARKETING

Our experienced marketing sales representative works with AAA clubs, CAA clubs in Canada and ATI (American Tours International, LLC) on national and international online distribution of regional hotel packages. Your attraction can be included in the package, or you can offer a discount through AAA's Show Your Card and Save program. CONTACT: Gigi Petticrew, gigiratesllc@aol.com

📍 Research

REPORTS

VISIT PHILADELPHIA publishes research based on consumer surveys, focus groups and visitor profiles. We are committed to sharing and collaborating on research projects and can provide information on visitors, hotel statistics and economic impact. Our reports are available for free at visitphilly.com/research. CONTACT: Nancy Serbin, nancy@visitphilly.com



Adventure Aquarium

ADVERTORIALS

When relevant, Visit Philadelphia can include your attractions and events in themed advertorial placements. Send us your press releases and newsletters (e.g., seasonal and event-related materials) six months out. CONTACT: Katie Polyak, katie@visitphilly.com

COLLATERAL

We regularly produce brochures and advertorial overruns. For appropriate events, you may request copies of these for a minimal fee to cover the expense of shipping. CONTACT: Katie Polyak, katie@visitphilly.com

PROMOTIONS/CONTEST PARTICIPATION

VISIT PHILADELPHIA often utilizes media promotions to enhance an advertising campaign. When appropriate, your organization can partner with us and gain exposure by fulfilling the prize. CONTACT: Katie Polyak, katie@visitphilly.com

More Ways To Partner

Building Philadelphia's image and increasing visitation takes a collective and massive effort. VISIT PHILADELPHIA runs strategic campaigns, properties and promotions with a unified voice and mission. We'd love to work with you to achieve your goals and ours. Here are paid opportunities VISIT PHILADELPHIA offers.

JOINT MARKETING PROGRAM

Promote your attraction, exhibition or event by buying into our successful and popular With Love, Philadelphia XOXO campaign. VISIT PHILADELPHIA matches partner investments and provides strategic direction and creative support. CONTACT: Jim Werner, jim@visitphilly.com

SPECIAL EDITORIAL SECTIONS

Get your message in the hands of travelers while they're traveling. We've spearheaded several special sections in *US Airways* and *Arrive* magazines that highlight the region to national and international travelers—in the sky and on the rails. Contact: Jim Werner, jim@visitphilly.com

VISITPHILLY.COM ADVERTISING

75% of people polled on visitphilly.com said that their online visit improved their impression of the city. Get more coverage on the region's official visitor website by taking advantage of our online advertising program—one that partners had been asking for for years. CONTACT: Abby Siegel-Greenberg, abby.siegel@milespartnership.com

SPECIAL PROGRAMS

Partner with like-minded attractions and organizations to spread a strong message to consumers. For example, 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 lead more opportunities like this in the future. CONTACT: Colleen Wyse, colleen@visitphilly.com

TICKET PARTNER

The Independence Visitor Center sells tickets to dozens of major attractions and tours throughout the Philadelphia region. With more than 2.7 million people stopping at the center each year, your organization can enjoy high visibility and greater access to visitors. Becoming a ticket partner opens many promotional opportunities, including:

- Listing on phlvisitorcenter.com, complete with a link for your ticket sales
- Weekly updated event listings on the LED screen inside the center
- Inclusion in personalized trip-planning services by the center's concierge staff
- Event listings and features in the Independence Visitor Center's monthly e-newsletters

CONTACT: Jennifer Nagle, jnagle@phlvisitorcenter.com

BROCHURE DISTRIBUTION

The Independence Visitor Center accepts most brochures and distributes them to visitors for free.

CONTACT: Jennifer Nagle, jnagle@phlvisitorcenter.com

SPECIAL DISCOUNTS

Restaurants and hotels can place special coupons right at the Independence Visitor Center's front desk, where potentially hundreds of people stop every day.

CONTACT: Jennifer Nagle, jnagle@phlvisitorcenter.com

PERSONALIZED ITINERARY PLANNING

When Independence Visitor Center concierges help travelers plan their trips to the region, they can promote your organization or business if they know your information.

CONTACT: Jennifer Nagle, jnagle@phlvisitorcenter.com



Photos by M. Edlow, R. Kennedy, B. Krist, K. Rankin for VISIT PHILADELPHIA™ and courtesy of Adventure Aquarium