

VISIT PHILADELPHIA® 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 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 interacts daily with the press on the phone, via email and social media and in person. We promote all aspects of the Philadelphia experience, and, in doing so, generate thousands of earned media stories each year in news, travel, lifestyle and specific markets (African-American, Latino and LGBT) in the U.S. and Canada. We regularly distribute themed press releases, photos and videos. Keep us updated on your news, so we can include it in our pitches and press materials as appropriate.

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 coverage and six months out for long-lead coverage. And tell us about your fun, quirky or under-the-radar stories any time of the year.

CONTACT: Lauren McCutcheon, lauren@visitphilly.com

PHOTOGRAPHY, VIDEO AND B-ROLL

We are always adding to our vast library of images and video footage—much of which is available to media, non-profits and for-profit hospitality partners for editorial use. Let us know if you'd like us to consider adding your high-quality photos or b-roll to our expansive library, if you'd like us to consider photographing your attraction or event, or if you'd like to use assets from our collection.

CONTACT: Courtney Smyth, courtney@visitphilly.com

VISITING MEDIA PROGRAM

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

CONTACT: Donna Schorr, donna@visitphilly.com

POWER PR

We convene this group of public relations professionals quarterly 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 it with the group.

CONTACT: Amber Burns, amber@visitphilly.com

IDEA EXCHANGE

Every month, VISIT PHILADELPHIA schedules time for organizations to present to representatives from all of our departments. We often help generate new marketing ideas for these organizations and keep them in mind for future initiatives.

CONTACT: Andi Coyle, andi@visitphilly.com

NEWS & NOTES

Each month we produce an e-newsletter that focuses on items of interest and updates on initiatives that are relevant to the retail and restaurant communities. Each edition also features news from our stakeholders around the region and we welcome updates that we can share.

CONTACT: Laura Burkhardt, laura@visitphilly.com

Social Media

FACEBOOK

We connect with hundreds of thousands of fans on two Facebook pages every day.

- [Facebook.com/VisitPhilly](https://www.facebook.com/VisitPhilly) engages Philly fans by sharing upcoming events, posting fun facts, offering tips and more. CONTACT: Dana Schmidt, dana@visitphilly.com
- [Facebook.com/VisitGayPhilly](https://www.facebook.com/VisitGayPhilly) shares an eclectic mix of fun events and celebrates the region's lively LGBT scene. Let us know if there's an event or story you'd like us to consider for coverage. CONTACT: Arturo Varela, arturo@visitphilly.com

TWITTER

Through three 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 content suggestions for any of these accounts:

- [Twitter.com/VisitPhilly](https://twitter.com/VisitPhilly) offers the scoop on general happenings, insights and travel promotions in Greater Philadelphia. CONTACT: Alex Bogden, alex@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/VisitPhillyPR](https://twitter.com/VisitPhillyPR) distributes news from visitphilly.com/pressroom to our media friends. CONTACT: Bryn Wassel, bryn@visitphilly.com

LINKEDIN

The VISIT PHILADELPHIA LinkedIn company page posts company news, tourism facts and figures, industry trends and must-read media articles about Philadelphia.

CONTACT: Chelsea Calhoun, chelsea@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 two accounts on the photo-sharing app Instagram. Share opportunities for us to feature visually compelling views of Philadelphia or to host influential Instagrammers for exclusive access at your venues.

- [Instagram.com/VisitPhilly](https://www.instagram.com/VisitPhilly) posts day-in-the-Philadelphia life photos, along with local photographer submissions. CONTACT: Alex Bogden, alex@visitphilly.com
- [Instagram.com/Uwishunu](https://www.instagram.com/Uwishunu) captures on-the-scene images of Philadelphia events. CONTACT: Kristina Jenkins, kristina@visitphilly.com

PINTEREST

Through various boards, VISIT PHILADELPHIA highlights content 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: Alex Bogden, alex@visitphilly.com

YOUTUBE & SOCIAL VIDEO

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. Feel free to request that we "favorite" your content from our YouTube channel and share opportunities for us to broadcast live from Periscope.

CONTACT: Matthew Smith, matt@visitphilly.com

SURPRISE & DELIGHT

To build closer rapport with visitors and go beyond offering them suggestions on what to do, our social team listens in on social media conversations and sends surprises to select visitors to enhance their trips. This program helps visitors to the region to do more while they're here—and often propels them to share their delight on social media. Let us know if you would like to share gift certificates or tickets (in quantities of 4 to 40) with these special visitors.

CONTACT: Matthew Smith, matt@visitphilly.com

SNAPCHAT

Visit Philly's newest social media channel shares fast-paced, quirky stories, from exhibit openings to food tours, with a young, diverse audience. Let us know if you'd like us to consider covering a timely story or engaging interview subject.

CONTACT: Matthew Smith, matt@visitphilly.com





Elfreth's Alley

Hotel

HOTEL PACKAGING AND PROMOTIONS

The Visit Philly Overnight Hotel Package is one of the most popular ways to stay in Philadelphia. Why? FREE Parking. There is no cost or commission for hotels to participate in the package. Properties must commit to providing free parking for hotel package guests and provide them with a VISIT PHILADELPHIA welcome kit.

VISIT PHILADELPHIA also coordinates seasonal and event-related hotel packages and promotions to increase hotel occupancy and to provide visitors with fun, memorable and experience-packed visits. We also promote hotel-specific packages.

CONTACT: Jasmine Armstrong, jasmine@visitphilly.com

HOTEL DEVELOPMENTS AND NEWS

Hotels in Philadelphia are part of the story of our city. Keep us informed of hotel renovations, news and deals, so that we may promote them through our various channels.

CONTACT: Jasmine Armstrong, jasmine@visitphilly.com

AAA MARKETING

We work with AAA clubs to distribute information about Philadelphia. Your hotel or attraction can join us as an exhibiting partner or you can talk to us about featuring brochures at our booth at select AAA trade shows.

CONTACT: Mark Beyerle, mark@specialty-usa.com

There will be co-op advertising opportunities in select AAA publications.

CONTACT: Fritz Smith, fritz@visitphilly.com



Sesame Place

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 or phillyfunguide.com/submission.

CONTACT: Michael Butler, mbutler@visitphilly.com

RESTAURANTS, SHOPS AND ATTRACTIONS

Visitphilly.com promotes a selection of the region's dining, shopping and cultural offerings through attraction listings, itineraries and Top Picks articles. To be considered for inclusion, please submit your organization's information through our online form at visitphilly.com/submit.

CONTACT: Michael Butler, mbutler@visitphilly.com

UWISHUNU

Updated multiple times a day, uwishunu.com is an incomparable resource for visitors and locals who want to know more about everything fun and exciting happening in Philadelphia. When appropriate, we can include your content on this insider blog.

CONTACT: Kristina Jenkins, kristina@visitphilly.com

Research

REPORTS

VISIT PHILADELPHIA employs consumer surveys, focus groups and visitor profiles for all research we publish. 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 free of charge at visitphilly.com/research.

CONTACT: Lauren Hansen-Flaschen, lhansen-flaschen@visitphilly.com



Independence Visitor Center

TICKET PARTNER

VISIT PHILADELPHIA® partners with the Independence Visitor Center Corporation (IVCC) to welcome visitors to Philadelphia. Each year, approximately 2.5 million people begin their trip to the city at the Independence Visitor Center. Here, in the heart of Philadelphia's Historic District, visitors receive information and purchase tickets for more than 100 of the region's major attractions and tours. As a ticket partner of the IVCC, your organization can enjoy high visibility and greater access to these visitors. An IVCC Ticket Partnership also opens many promotional opportunities, including:

- Page on PHLvisitorcenter.com, with the option for online ticket sales
- Feature on digital screens behind the Visitor Services Desk
- Inclusion in the Visitor Center's digital and printed collateral, including the "After 5" brochure
- Recommendations by the Visitor Services Representatives staff at the Visitor Center
- Social media mentions and promotional opportunities

CONTACT: Diana Dow, ddow@phlvisitorcenter.com

BROCHURE DISTRIBUTION

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

CONTACT: Ellie Slomine, eslomine@phlvisitorcenter.com

SPECIAL DISCOUNTS

Restaurants and hotels can leave coupons with the Independence Visitor Center's Visitor Services Desk, where hundreds of people stop every day.

CONTACT: Ellie Slomine, eslomine@phlvisitorcenter.com

PERSONALIZED ITINERARY PLANNING

When Independence Visitor Center Visitor Services Representatives help travelers plan their trips to the region, the reps can promote your organization or business—if they have your information.

CONTACT: Ellie Slomine, eslomine@phlvisitorcenter.com

ADVERTISING

With 2.5 million visitors a year, the Independence Visitor Center is a prime location for tourism institutions to reach their target audience.

CONTACT: Diana Dow, ddow@phlvisitorcenter.com