

GREATER PHILADELPHIA TOURISM MARKETING CORPORATION

Building The Brand

2013-2014 PROFILE



Bucks • Chester • Delaware • Montgomery • Philadelphia Counties



Greater Philadelphia
Tourism Marketing Corp

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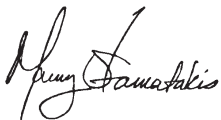
EXECUTIVE MESSAGE

It has been 17 years since GPTMC began branding and marketing the region, and it is astounding to think about how much Philadelphia has evolved during that time. Since 1996, 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, of course, 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 content—but we’re also constantly looking for new ways to invite, engage and attract potential visitors. That means running 15 active and engaging social media properties. It means always fine-tuning our online media buy. 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. And it means joining with great partners to make the most of the resources we have and to do together what we cannot do alone.

Thanks to all of our mighty partners for the extraordinary work you do to help us brand and market this evolving region.

Sincerely,



MANNY STAMATAKIS
Chairman
GPTMC Board of Directors



MERYL LEVITZ
President and CEO
GPTMC



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 and uwishunu.com among destination websites of the 10 biggest U.S. cities

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

\$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

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

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

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

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

8.5 BILLION Hotel rooms filled in the region in 2012



THE BASICS

Our Mission

GPTMC, a 501(c)(3), builds the Philadelphia 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. These efforts enhance the quality of life and sense of pride for residents.

Our Funding

GPTMC funding sources include Philadelphia County hotel tax, foundation grants, Commonwealth of Pennsylvania grants, partnerships and sponsorships. We are not a membership organization.

Our Philadelphia

When we talk about Philadelphia, we mean Greater Philadelphia—as in Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

Our Audience

GPTMC reaches out to all travelers, from around the block, across the country and beyond, no matter the reason for their trips. Our marketing specifically speaks to leisure travelers—those who come here to have fun—but we know it also impacts those making decisions about where to do business. Thanks in part to effective and continuous marketing, leisure travelers make up more than 80% of domestic visitation to the region.

Our Visitors

39 million Americans visited Greater Philadelphia in 2012, a new record. Since 1997, when GPTMC began advertising, Philadelphia has seen:

- 45% growth in total visitation
- 75% growth in overnight trips, more than twice as fast as day trips
- 80% growth in overnight leisure, fastest of any segment

Travel to Greater Philadelphia generates \$27 million a day in economic impact and supports 89,000 jobs.

WHAT WE DO & HOW WE DO IT

As a marketing agency, GPTMC is always open to adapting how we brand and market Philadelphia to ensure that our messages are heard clearly and convincingly. Here are some of the ways we achieve our mission:

Advertising

GPTMC's advertising uses creative messaging that engages our key audiences and reaches them in locations where they're most receptive to our invitations to visit. We enhance our traditional media buys and search-engine marketing with buzz-worthy tactics such as Station Dominations in New York and Washington, DC. We also align our brand with major events happening in the region, including Wawa Welcome America!, broadcasts of Phillies games and other major sporting events.

Communications

Our efforts to garner earned media coverage begin with top-notch content. Our media relations team uses the best words and images to promote Philadelphia's many stories and a multitude of visitor experiences. In 2012, we hosted more than 200 visiting journalists and generated thousands of news and feature stories about the region.

The Web

Our website (visitphilly.com) and blog (uwishunu.com) remain GPTMC's most important calls to action and the most powerful ways in which we communicate Philadelphia's brand. 2012 was a record-setting year for both sites, which together welcomed 8.7 million visits, a 31% increase from 2011. And in 2013, visitphilly.com made a major shift when it began running ads for the first time ever.

VISIT PHILLY.COM



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 active and engaged fans. In fact, 73% of our followers reported that they attended an event/visited an attraction they learned about from one of our social media properties.

Hotel Marketing

Our hotel scene boasts more options than ever before, and we market this increasingly varied and desirable 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.



The Ritz-Carlton, Philadelphia

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 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 the series of focus groups. 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 below. 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.



MARKETING CAMPAIGNS

With Love, Philadelphia XOXO®

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 itself—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.



Con Cariño, Philadelphia XOXO

With Love is also the face of our Hispanic campaign, better known as Con Cariño, Philadelphia XOXO. We've built its brand through our active Twitter account, through visiting journalists' trips and through the sponsorship of major community events.



Philadelphia - Get Your History Straight and Your Nightlife Gay®

It has been a decade since we launched Philadelphia - Get Your History Straight and Your Nightlife Gay®, and the campaign is still as relevant and popular as ever. Now, we pair it with another fan favorite, the With Love campaign. The merge has been a huge win for our gay and lesbian initiative, which uses the versatility of the love letters—along with a rainbow-colored signature—to promote Philadelphia's Gayborhood and beyond.



GET YOUR HISTORY
STRAIGHT AND YOUR
NIGHTLIFE GAY.®

With Art Philadelphia™

We debuted the With Art Philadelphia™ campaign in 2012 with 17 powerhouse partners, including the City of Philadelphia and the Commonwealth of Pennsylvania. Our goal: Establish Philadelphia as a top destination for art. And that's exactly what we're doing through this coordinated and sustained visual arts marketing campaign.



Philadelphia Neighborhoods

Our newest campaign highlights 14 vibrant neighborhoods surrounding Center City Philadelphia. With funding support from the William Penn Foundation, Philadelphia Neighborhoods encourages locals and visitors to explore the neighborhoods' storied streets, buzzed-about restaurants, emerging art galleries, independent shops, intimate music venues, plentiful parks and annual festivals.

**PHILADELPHIA
NEIGHBORHOODS**

Philly 360[®]

Started in 2009 to reach younger, tech-savvy African-Americans, Philly 360[®] has progressed into a source for Philly's urban creative types—those interested in music, design and culture. 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.

Philly360[®]
music | design | culture



Liberty Bell Center

THE WONDERS OF THE WEB

2012 was a banner year for visitphilly.com and uwishunu.com. Both sites, along with GPTMC's 15 ahead-of-the-curve social media properties, relied on timely content, vibrant photography, technical innovation and the company's marketing muscle to engage a record number of fans.

When circumstances called for a strategy shift or a major enhancement, we adapted to keep our audience more activated than ever. In fact, we even started selling ads on visitphilly.com for the first time ever.

Visitphilly.com: Trusted, Engaging, Informative

2012: Best Year Ever: Out of the 10 largest cities in the United States, Philadelphia has the most-visited destination website network in visitphilly.com and uwishunu.com. We also topped our own records in 2012.

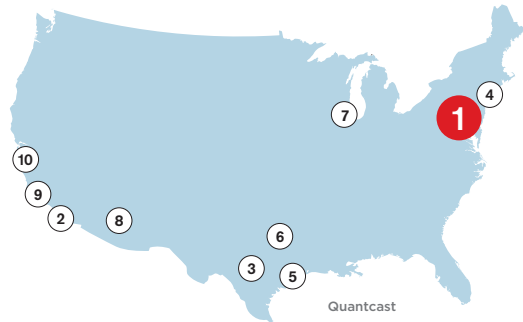
21 MILLION page views

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

Google Analytics



Uwishurocks

It's All In The Numbers: Uwishunu.com celebrated a stellar year in 2012, with record visitation and 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

Google Analytics

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

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.

Do Believe The Hype: Our strategy shift is working, and our 2012 statistics and survey results prove it:

350,000 social media followers



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

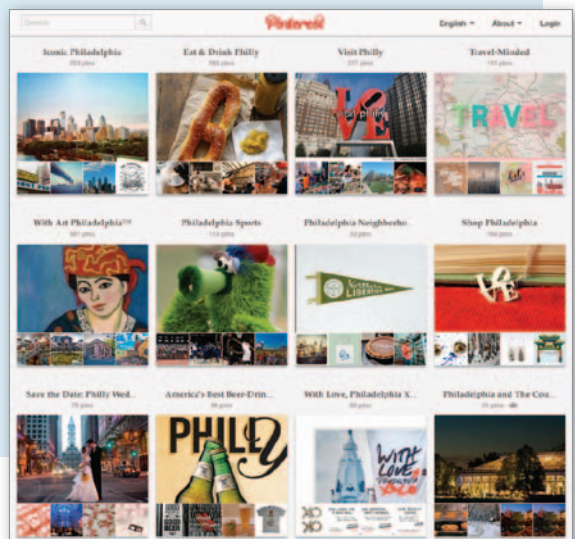
41,000 retweets on Twitter

750,000 clicks, comments and Likes on Facebook

169,000 views on the Visit Philly YouTube channel

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

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



OUR VISITORS

More than ever, people are choosing Philadelphia. Greater Philadelphia reached a new visitation record in 2012, welcoming **39 million domestic visitors**. They came for 39 million reasons—weekend getaways, family reunions, couples escapes and business trips.

Greater Philadelphia Domestic Visitation, 2012 (in millions)	
Leisure	34.1
Business	4.7
Day	23.6
Overnight	15.2
Total Visitation	38.8

Tourism Economics/Longwoods International

Who They Are & Where They Come From

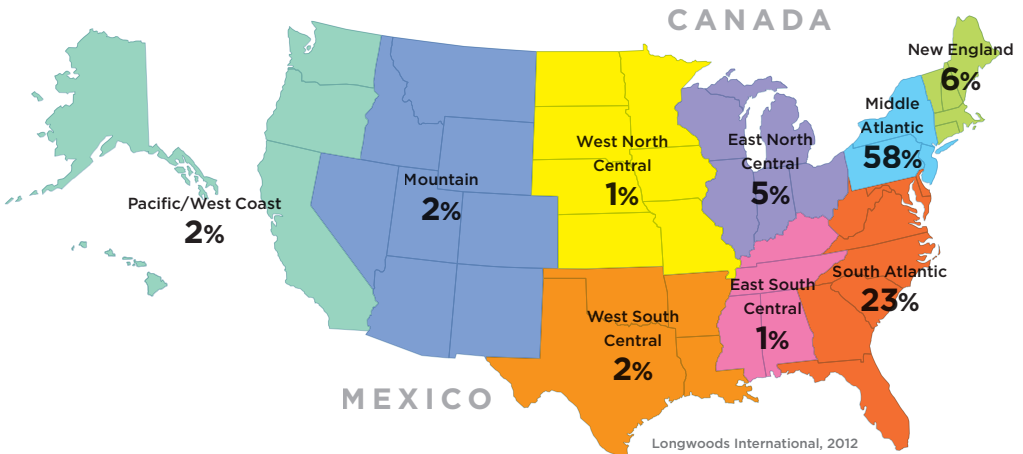
Philadelphia's overnight visitors are educated and affluent. They spend an average of 2.4 nights in the region on their visit.

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	43.6
Household Income	\$74,350
College Degree or Higher	47%
Married/Living with Partner	55%
Traveling with Children	25%
Length of Stay (nights)	2.4

Longwoods International, 2012

Greater Philadelphia Overnight Visitors By Region



THE IMPACT OF TRAVEL

Travel is an important industry in Philadelphia. Visitors generate taxes and jobs, and they support local businesses. The Greater Philadelphia travel economy generated **\$9.75 billion in economic impact in 2012.**

- Visitors to Greater Philadelphia generate **\$27 million** every day for regional businesses. Travel spurs economic growth by bringing in new dollars from outside the region.
- Visitor spending supported **88,761 full-time jobs** for Greater Philadelphia residents in 2012, with a total **paycheck of \$2.94 billion.**
- Tourists also generate substantial tax revenue for the Commonwealth of Pennsylvania and its municipalities. In 2012, visitor spending generated **\$622 million in state and local taxes.**

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, 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.



IN THE NEWS

GPTMC places thousands of positive stories each year about Greater Philadelphia in print publications, television, websites and blogs. We do it through high-quality content, direct pitches, media events, a Visiting Journalists Program and strong media relationships. Here's just a sample of our results:

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

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 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

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

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 blending like the soft brush strokes of an Impressionist painting."
– February 10, 2013

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

Our top-notch photos like the ones pictured below drive editorial coverage in a media world where staffs are shrinking and the need for multimedia content is increasing.



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

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

Baltimore magazine

“No matter what you do, your taste buds will thank you. These days, Philadelphia is at the forefront of another American revolution—only this one seeks to liberate your palate.” – April 2013

Hotel Chatter

“If Philadelphia is indeed a blue-collared industrial city, someone better let the artists and curators in town know about it. So far, all they’ve done is improve the scenery with a top-tier arsenal of murals and museums.” – January 29, 2013

New York Post

“Manhattan’s Museum Mile has an out-of-town friend, and it’s called the Parkway Museum District. Philadelphia’s Benjamin Franklin Parkway — designed to resemble the Champs-Élysées — is lined with major art museums that rival anything we have in NYC, all within easy walking distance of one another. To boot, dozens of other museums, galleries, events and the famed Mural Mile make for an artful weekend trip.” – April 23, 2013

The Globe and Mail (Toronto)

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

Lonely Planet

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

Philadelphia often makes “best of” lists and garners major accolades in our key theme areas—food, beer, art, history and neighborhoods. Read uwishunu.com daily to stay up to date on these accolades.



BIG STORIES: NOW & ON THE HORIZON

Visitphilly.com Hits The Big Time

Of the 10 largest U.S. cities, Philadelphia tops the list for most-visited destination website networks (visitphilly.com and uwishunu.com), according to Quantcast. In other big visitphilly.com news, the site began featuring ads in 2013—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.

Neighborhoods Take The Spotlight

We launched the Philadelphia Neighborhoods campaign in April 2013 to introduce visitors to the personality-packed districts that locals love so much. We're focusing on the people, food, beer, parks and hidden gems found just outside Center City. Helping us tell our story and encouraging people to go one more block: a dynamic website, social media, press and an advisory committee.



Food Scene: Bigger & Better

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 want to be a part of it.



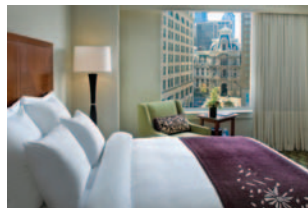
Suddenly, Everyone's Talking About Philly

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 highlight 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 our With Love campaign.

Photos by J. Fusco, C. Gabello, R. Kennedy, B. Krist and G. Widman for GPTMC; also courtesy of Marriott Hotels and Titan

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.



Even More To Do

There are more hotels, more restaurants, more people on the streets. Soon, new attractions, blockbuster exhibitions and big events will give people even more reasons to come back again and again. One major addition to Historic Philadelphia in 2013: the permanent Benjamin Franklin Museum, chronicling the life of our favorite Founding Father.

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.



Download GPTMC's 2013 Annual Report at
[visitphilly.com/research.](http://visitphilly.com/research)

STAY IN TOUCH

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

visitphilly.com

uwishunu.com

And follow **Visit Philly** on:

