



BUILDING
image

DRIVING
visitation

BOOSTING
the economy



2018
ANNUAL REPORT



VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

WITH LOVE,
PHILADELPHIA
XOXO



Blue Cross RiverRink Summerfest



EXECUTIVE MESSAGE

Twenty-two years ago, VISIT PHILADELPHIA set out on a grand experiment to prove that Greater Philadelphia could be successfully positioned as a fun destination with so much to see and do that you just had to sleep over. At the time, those who knew about our city had limited knowledge of it and not much of a desire to visit for more than a few hours. We had a job to do—a big one.

We took photos. We gathered stories. We built a website. We launched an advertising campaign. We spread the word about our wonderful but misunderstood city to media near and far. We talked about the history. We showed off the architecture. We touted the museums, the walkability, the public art. We invited people to visit.

And visit they did—more and more people each year. As they came, our region was built, developed and redeveloped. More museums. Better stadiums. A slew of parks and public spaces. Not-to-be-missed events. And as the physical city transformed, so did residents' confidence in it.

So here we are: Philadelphia 2018. The Eagles are Super Bowl Champions. The city is a contender for Amazon's second headquarters. Comcast is on the verge of opening its new Technology Center. Our food scene is home to more James Beard Award winners than the birthplace of the cheesesteak could have ever imagined. And new hotel brands are investing in Philadelphia in ways we've never seen. That's a good thing because in 2017, this region—our can-do-it, can't-stop-us region—welcomed a record 43.3 million visitors, 88% of which were here for a leisure purpose.

That grand experiment? It turned out to be a winning one for our city, our region, our businesses, our residents and our visitors. So together we'll keep at it, building the region's image, driving visitation, boosting the economy—and relishing in all that comes along with it.

MANNY STAMATAKIS
BOARD CHAIRMAN

MERYL LEVITZ
PRESIDENT & CEO

As Meryl Levitz, VISIT PHILADELPHIA's founding president and CEO, prepares to step down from her role in late 2018, the company remains committed to its mission and finding a new leader who will carry on that mission with VISIT PHILADELPHIA's values and principles in mind.

Thank you, Meryl, for your vision, your leadership, your passion and your commitment to our beautiful and beloved city and region! It's a better place to live, work and play because of you.

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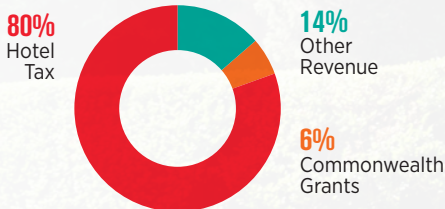
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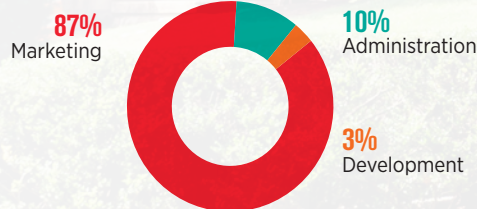
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ALLOCATIONS



HUZZAH!

Enormous thanks to our partners who make this report and our annual event possible. We value your partnership and commitment to our industry: **PNC** (presenting sponsor), **SugarHouse Casino** (host partner), **Where Philadelphia** and **KYW Newsradio**.



Photos by M. Fischetti, J. Fusco, C. Kao, R. Kennedy, A. Mihalcea, A. Ricketts, C. Smyth and G. Widman for VISIT PHILADELPHIA®

PHILADELPHIA'S WINNING YEAR BY THE NUMBERS

By all accounts, the past year was a winning one for Greater Philadelphia in so many ways. Here's a look at some of Philadelphia's and VISIT PHILADELPHIA's key successes by the numbers:

VISITATION HIGHLIGHTS

43.3 million people visited the region (2017) 

1.1 million leisure hotel room nights booked (2017) 


8 straight years of visitation growth (2017) 

VISIT PHILADELPHIA VICTORIES

1 new website: visitphilly.com (2018) 

29 million page views for visitphilly.com and uwishunu.com (2017) 

288.8 million impressions across our 14 social media properties (2017) 

4 campaign launches (2017-2018) 

10,700 editorial stories about Philadelphia as a travel destination (2017) 

90+ partnerships (2017-2018) 

10 industry awards (2017-2018) 

CITY SUCCESSES


10 new hotels (2017-2018) 

100 years of Parkway love (2017-2018) 

3 sports championships: Eagles, Villanova and Soul (2017-2018) 

4 James Beard Award Winners: Stephen Starr, Michael Solomonov, Greg Vernick and Camille Cogswell (2017-2018) 

1 shiny new Comcast Technology Center (2018) 

1 refurbished LOVE sculpture and park (2018) 

PHILADELPHIA'S TRAVEL & TOURISM TEAM

Greater Philadelphia's success as an increasingly popular visitor destination takes the work of hundreds of businesses and thousands of people. Here's a look at what each of the key organizations does to make Philadelphia's tourism and hospitality industry thrive.

- **VISIT PHILADELPHIA:** Leisure tourism is our domain, focusing on North America. Our mission: to get people to visit for fun and come back over and over again.
- **Philadelphia Convention & Visitors Bureau:** They're in the business of bringing meetings, conventions and overseas visitors to Philadelphia, and their reach is global.
- **Independence Visitor Center Corporation (IVCC):** The IVCC manages the official visitor center for Greater Philadelphia and is the primary point of orientation for Independence National Historical Park. They welcome an average of 2.5 million visitors each year.
- **Greater Philadelphia Hotel Association (GPHA):** GPHA serves the ever-growing hotel community, advocating on their behalf and providing educational opportunities.
- **Pennsylvania Convention Center Authority (PCCA):** Celebrating 25 years in 2018, the Convention Center hosts more than 200 events, conventions and retreats each year in its 2-million-square-foot space.
- **Regional Visitors Bureaus:** Chester County Conference & Visitors Bureau, Destination Delco, Valley Forge Tourism & Convention Board and Visit Bucks County keep their counties thriving all year long with meetings, conferences and leisure visitation.

In addition, we're working more and more with the Philadelphia Industrial Development Corporation, the City of Philadelphia's Department of Commerce, The Chamber of Commerce for Greater Philadelphia and Center City District to ensure that Philadelphia shines locally and nationally.

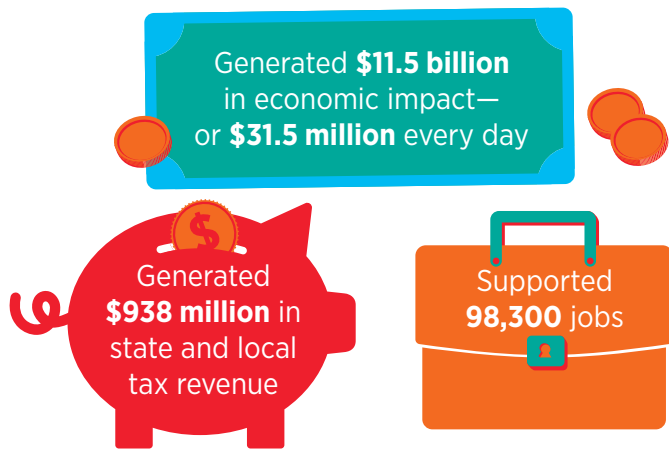
GREATER PHILADELPHIA VISITATION & ECONOMIC IMPACT

2017: ANOTHER RECORD-BREAKING YEAR

A record **43.3 million people visited** the region in 2017, and **38.2 million** (88%) **were here for a leisure purpose**—meaning they chose to visit Philadelphia for fun.

An additional **500,000 people visited from Canada**—Philadelphia's #1 international feeder market.

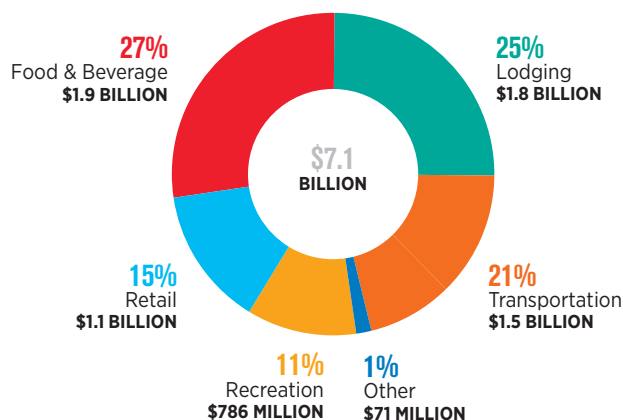
Visitors **spent \$7.1 billion** in the region in 2017. This direct visitor spending:



DIRECT VISITOR SPENDING BY CATEGORY

Spending by visitors to Greater Philadelphia grew to **\$7.1 billion** in 2017—a 4.4% increase from \$6.8 billion in 2016.

In 2017, visitors spent 5% more on food and beverage—the largest category for visitor spending—than they did in 2016. Urban leisure travelers increasingly want to experience a destination's food scene.



To read more about visitation trends and the economic impact of Greater Philadelphia's travel and tourism industry, go to visitphilly.com/research.



DOMESTIC VISITATION BY VISITOR SEGMENT

SEGMENT	2017	Growth 2016-2017
Total Visitation	43.3M	+3.0%
LEISURE	38.2M	+3.1%
Overnight Leisure	15.1M	+2.9%
Day Leisure	23.1M	+3.3%
BUSINESS	5.1M	+2.2%
Overnight Business	2.3M	+3.1%
Day Business	2.8M	+1.4%

Sources for all statistics on pages 6-7: Econsult Solutions, Inc. and Longwoods International

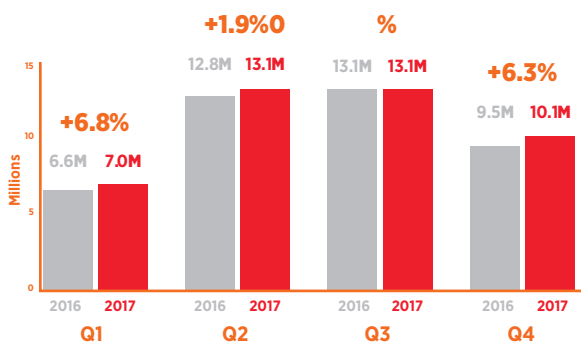


Beautiful (50th & Market Streets), Mural Arts Philadelphia

A YEAR-ROUND DESTINATION

Travelers chose to visit Philadelphia all year long in 2017. The region saw higher-than-usual increases during the first and fourth quarters—indicating more consistency and less seasonality in their trips. And while year-over-year visitation stayed the same in the third quarter, it matched the record performance from the 2016 Democratic National Convention, demonstrating that the region does well even without major events.

DOMESTIC VISITATION BY QUARTER (in millions)



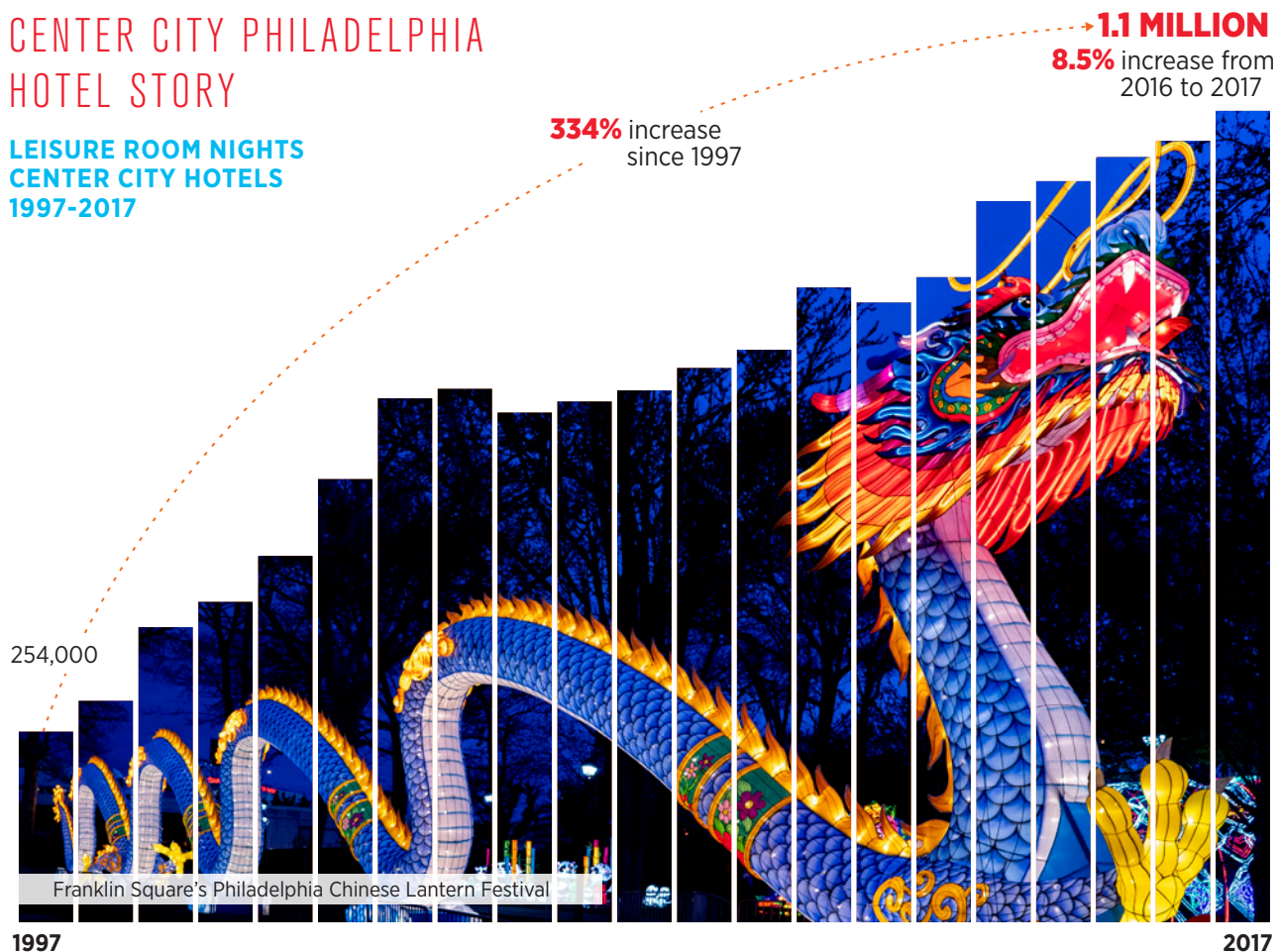
HOW DOES PHILLY STACK UP AGAINST OTHER DESTINATIONS?

Philadelphia has outperformed national trends across **three key travel industry metrics** since VISIT PHILADELPHIA first started marketing the region.

	Philadelphia Growth (1997-2016)	National Growth (1997-2016)
Overnight Domestic Leisure Visitation Growth	101% (Region)	31%
Tourism Employment Growth	46% (Region)	42%
Hotel Room Night Sales Growth	77% (Center City)	36%

CENTER CITY PHILADELPHIA HOTEL STORY

LEISURE ROOM NIGHTS
CENTER CITY HOTELS
1997-2017



HOTEL MARKET MIX 2017 CENTER CITY HOTELS

32%

Group & Convention

33%

Individual Leisure

3.3

Million Room Nights

4%

Airlines & Government

31%

Commercial

HOTEL OCCUPANCY

People book hotel stays in Center City Philadelphia every night of the week, all year long. In 2017, Center City hotels reached a **record 78.2% occupancy**.

Friday and Saturday night stays—both indicators of a city's health as a leisure destination—saw significant growth in 2017. Saturday continues to be the most popular night of the week—for 14 years running.

FRIDAY:



Average Occupancy

SATURDAY:



Average Occupancy



VISIT PHILLY OVERNIGHT HOTEL PACKAGE

Since 2001, our popular **Visit Philly Overnight Hotel Package** has sold more than **160,000 packages**, resulting in **292,000 room nights**. This year, we packed more things to do (and more fun) into the package, which offered \$2 million worth of experiences at restaurants, museums and other attractions in 2017 alone. Seventeen years into its run, the package is still an award winner, earning a bronze HSMIA Adrian Award in the Integrated Marketing Campaign for Consumers category.



160,000
packages sold



292,000
room nights consumed

MAJOR HOTEL BRANDS INVEST IN PHILLY

Major hotel brands are investing in Philly. As leisure grew, so did hotel supply: Since 1997, there's been a **74% increase in total available hotel room nights**—from 2.4 million in 1997 to 4.2 million in 2017. The current hotel boom reflects the people who are visiting: modern, hip and stylish.

To fill these rooms and keep the rate strong, we'll continue to do what we do best and market Philadelphia with our advertising, websites, social media channels, PR, photography and more.

LOOKING AHEAD: 2018 & BEYOND

In 2017, we were happy to advocate alongside our partners at the Philadelphia Convention & Visitors Bureau and the Greater Philadelphia Hotel Association in support of the **Philadelphia Hospitality Improvement Levy (PHiL)**. Starting January 1, 2018, the PHiL collects funds to help fill hotel rooms by incentivizing conventions and large events to come to Philadelphia.

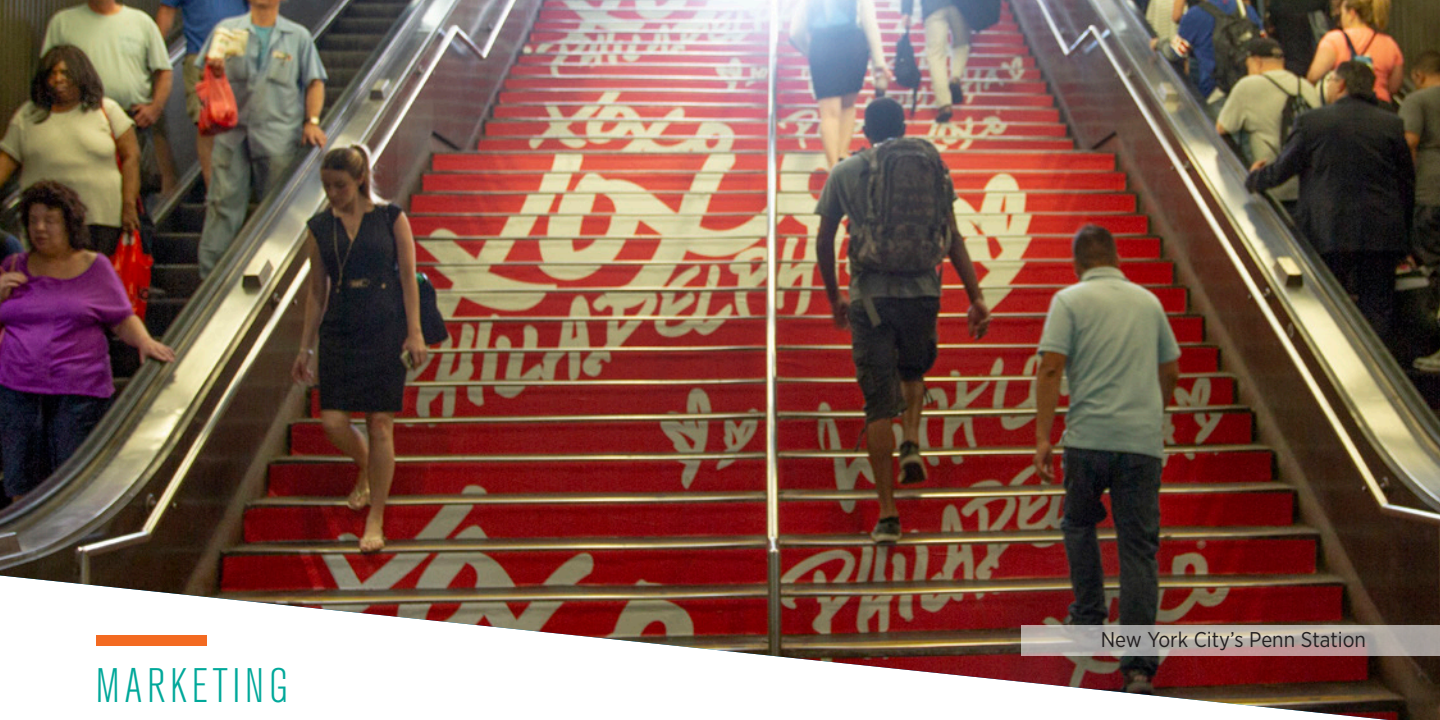
INDUSTRY OUTREACH

We not only promote hotels, but we also bring them together for educational opportunities that help improve Philadelphia as a destination. At our September 2017 Hospitality Initiatives Committee (HIC) meeting, a representative from **TripAdvisor** joined us and Philly hoteliers to share best practices for managing online reviews.



PHILADELPHIA
CITY OF
SLEEPOVER LOVE

Book your stay at **visitphilly.com** | **XOXO**



New York City's Penn Station

MARKETING CAMPAIGNS

WITH LOVE, PHILADELPHIA XOXO® & CITY OF BROTHERLY LOVE

- **The Audience:** Multicultural sight-seers interested in urban destinations
- **Campaign at a Glance:** Core branding campaign showing off the many reasons to visit Philadelphia; morphed in winter 2018 from **With Love, Philadelphia XOXO®** to **City of Brotherly Love**
- **Winning Marketing Move:** Empowering our in-house creative team to execute the new **City of Brotherly Love** campaign from conception to completion (see page 18 for more details)
- **Key Accomplishments:**
 - **Penn Station Domination & Activation:** Reached 6 million monthly travelers who passed through New York City's Penn Station from June through August 2017 with more than 260 ads
 - **American Airlines:** Featured Philadelphia in 10 pages of October's *American Way* magazine and a video that ran in October domestically and for a full year internationally; combined exposure of 50 million people
 - **Record Reach:** Expanded our reach beyond New York and Washington, DC to include more markets within driving distance, such as Baltimore, Hartford, Conn., and Harrisburg.
- **What's Next?:** Simon Mall partnership to give King of Prussia Mall and Philadelphia exposure in Northern New Jersey and Washington, DC malls through our joint marketing program

AFRICAN-AMERICAN: WE GOT YOU

- **The Audience:** African-Americans in New York, DC and Philadelphia
- **Campaign at a Glance:** Selling Philly's art, culture, history, food, shops and outdoor offerings through five documentary-style travel videos
- **Winning Marketing Move:** Tapped celebrities and influencers, including Tarik "Black Thought" Trotter of The Roots, Dustin Ross and Vanessa Simmons
- **Key Accomplishments:**
 - **Major Views:** More than 10 million views and counting
 - **Rave Reviews:** Kudos and coverage from *Skift*, *Travel + Leisure*, *Blavity* and others
 - **A Partnership Made in Heaven:** Engaged Philly insiders (Skai Blue Media and The Palette Group) and out-of-town experts (Fictionless and most of the influencers) to develop an authentic series
- **What's Next?:** Videos to air on Aspire TV, a network that celebrates black culture, in summer 2018

CAMPAIGN KUDOS

2017 HSMIA Adrian Awards for:

- Revolutionary: A Pop-Up Street Art Exhibition
- Visit Philly Overnight Hotel Package Winter Getaway

2017 PR Daily's Nonprofit PR Awards for Historic District Campaign

2018 Philly Ad Club Addy Award for We Got You
2018 Synopsis Short Form Video for We Got You



LATINO

- **The Audience:** Bi-cultural, bilingual Latinos in New York, DC and Philadelphia
- **Campaign at a Glance:** Increasing visitation to Philadelphia by Latino travelers interested in lively cultural, dining and music scenes
- **Winning Marketing Move:** Conducted Latino traveler research that will guide our marketing approach in the years to come
- **Key Accomplishments:**
 - **Widespread Media Coverage:** Secured 150 Latino-related destination stories on Telemundo and Univision and in Latino print outlets
 - **Influential Influencers:** Hosted Latino content producers who created videos viewed by more than one million music and sports fans
 - **Event Presence & Sponsorship:** Spread the Philadelphia message at key media events: Hispanicize, the Association of Hispanic Advertising Agencies convention, Hispanic TV Summit and the National Association of Hispanic Journalists conference
- **What's Next?:** An integrated marketing campaign to feature paid advertising and social media

LGBT

- **The Audience:** LGBT people in New York, DC and Philadelphia interested in urban destinations
- **Campaign at a Glance:** Inviting LGBT visitors to experience the city's history, culture, nightlife and events
- **Winning Marketing Move:** Committed to a three-year sponsorship of the International Gay and Lesbian Travel Association (IGLTA) Annual Global Convention
- **Key Accomplishments:**
 - **Major Media Coverage:** Placed nearly 150 stories in major publications such as *Passport*, *MetroSource*, *Edge* and *Philly Gay News*
 - **Social Media Success:** Reached 50,000+ likes on Facebook to become the second most followed LGBT Facebook page for a destination marketing organization
 - **Impactful Sponsorships:** Expanded presence at national conferences (IGLTA, National LGBTQ Task Force, National Lesbian & Gay Journalist Association, National LGBT Chamber of Commerce) and local events (OutFest, qFlix, Black Pride, Pride Day Parade & Festival)
- **What's Next?:** An increased social media push, including more video content and stronger promotion of major arts events



**WE GOT YOU:
PHILLY BY TARIK**

MARKETING CAMPAIGNS (CONTINUED)

PHILADELPHIA'S HISTORIC DISTRICT

- **The Audience:** 25- to 54-year-old sight-doers who earn \$75,000+ a year
- **Campaign at a Glance:** Promoting the history, museums, restaurants, shops, galleries and public spaces in Old City and Society Hill and along the Delaware River Waterfront
- **Winning Marketing Move:** Our first use of Conversion Zone Tracking in digital advertising, showing that more than 500,000 people visited the district after seeing our ads
- **Key Accomplishments:**
 - **Revolutionary: A Pop-Up Street Art Exhibition:** A pop-up street art exhibition curated by streetsdept.com's Conrad Benner featuring 13 works
 - **Press Appeal:** Some 2,800 stories covering Historic District attractions and happenings, with placements in *The New York Times*, *Fodor's Travel*, *Washingtonian*, *Chicago Tribune*, *Elle Decor* and the Travel Channel, among other outlets
- **What's Next?:** Summer Sounds in the Historic District, a full summer of weekly outdoor musical performances at more than a dozen locations

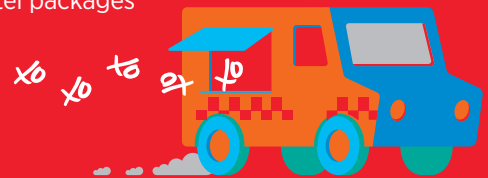


Revolutionary artwork by Karina Puente

NEW TO THE MARKET: HOMESICK PHILLY

Our newest initiative, **Homesick Philly**, taps into feelings of nostalgia for Philadelphia and draws people back to reconnect with, rediscover and revisit the neighborhoods, food, arts, culture, history and sports they adored when they lived, worked, visited or went to school here. So far, we've spread the word at events during Grammy weekend and at SXSW, and during summer 2018, we'll:

- Bring a taste of Philly to DC, Boston and other cities via an experiential mobile food truck tour
- Partner with iHeart Radio's Broadway in Bryant Park series, attracting 10,000 people during each week of the six-week run
- Create a Homesick Philly video, a speaker series, college alumni group partnerships and hotel packages



PHILLY LOVES FOOD

- **The Audience:** Multicultural sight-doers ages 25-54 willing to travel for food
- **Campaign at a Glance:** Capitalizing on the power of dining as a travel motivator and on the Philadelphia food scene's diversity and deliciousness
- **Winning Marketing Move:** Hosted the James Beard Awards nominee announcement and sponsored Drexel University's Philly Chef Conference in the same week, elevating Philadelphia's national profile among chefs, media and industry insiders
- **Key Accomplishments:**
 - **Mouthwatering Videos:** A three-part eating-around-town video series hosted by *Bon Appétit*'s Andrew Knowlton and yielding more than two million views to date, as well as Flavors of Philly—our most successful unpaid video series on Facebook to date
 - **Food-Focused Hotel Package:** Filled the spring Visit Philly Overnight Hotel Package with foodie fare, including gift cards for Cheu Noodle Restaurants, R2L and the 13th Street restaurants owned by Marcie Turney and Valerie Safran
- **What's Next?:** Partnership with a major magazine on a fun food event for fall 2018

IN PARTNERS WE TRUST

In the world of destination marketing, more collaboration means more visitation. That's why VISIT PHILADELPHIA has been teaming up with regional partners for decades. Here are five ways we've supported hundreds of attractions, events and businesses over the last year.

- 1. Joint Marketing Program:** Ten attractions and businesses invested in joint marketing opportunities with us to extend their messages in New York City and Washington, DC—two massive, important but expensive markets for Philadelphia.



New York City's Penn Station



ODUNDE Festival

- 2. Sponsorship:** We leveraged sponsorship opportunities to secure a high-impact presence at nearly two dozen festivals and events, reaching more than 1 million travelers looking to do and see more.

- 3. Major Event Support:** By supporting large-scale events such as Wawa Welcome America! and the Philly Holiday Festival, we ensure that visitors feel warmly welcomed to Philly and are in-the-know about what's going on while they're here.



Wawa Welcome America!



Blue Cross RiverRink Winterfest

- 4. Hotel Package Perks:** We secured perks—museum tickets, restaurant gift cards and free transportation—for the **Visit Philly Overnight Hotel Package** from more than a dozen partners, giving visitors lots of incentives to book and extend their Philadelphia hotel stays.

- 5. General Partnerships:** Every day, we work with organizations, institutions and attractions—more than 90 each year—to ensure their marketing messages are amplified as much as possible through our influential channels: advertising, press outreach, websites and social media.



Franklin Square's Philadelphia Chinese Lantern Festival

VISITPHILLY.COM & UWISHUNU.COM

We know from research that our websites—**visitphilly.com** and **uwishunu.com**—support our mission by converting online visitors into real-life Philadelphia visitors. Here's a look at some 2017 numbers that illustrate the reach and impact of Philadelphia's official visitor websites:

90%



find more to see and do: Travelers say our websites help them find more to do, encouraging them to stay longer, spend more and visit more often. (Source: 2018 VISIT PHILADELPHIA Website User Surveys)

29



million page views: We helped tens of thousands of people plan their trips to Philadelphia every day.

3.5



million organic clicks to partners: Our websites are big drivers of awareness and visitation to attractions, hotels, restaurants and more in Greater Philadelphia.

1.5



million emails viewed: In 2017, we added 35,000 new email subscribers, bringing our list to more than 200,000 subscribers.

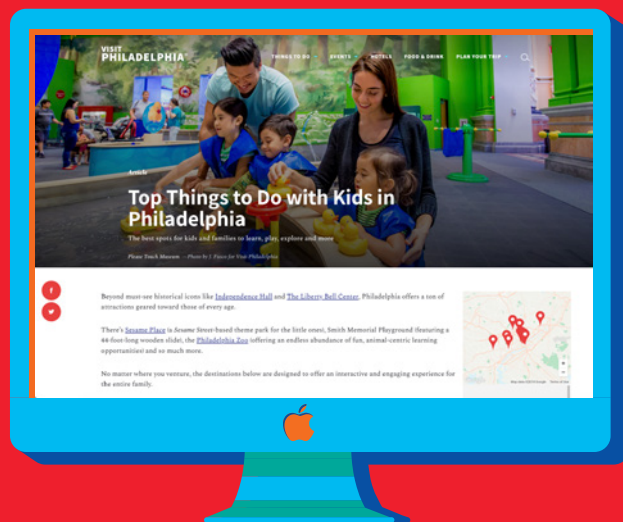
GOOGLE TRAVEL INITIATIVE

Also in early 2018, we collaborated with Miles Partnership on a new **Google Destination Content Initiative** that aims to increase and enhance Philadelphia's presence in search and improve the quality and quantity of information that prospective visitors can find about Philadelphia while planning their trips online.

The initiative included an educational webinar and in-person workshops to help Philadelphia's hotels, restaurants and attractions better manage their presence in Google and better showcase Philadelphia as a top U.S. destination for leisure visitation.

NEW IN 2018: VISITPHILLY.COM

In April 2018, we launched the newly redesigned **visitphilly.com**. Charged with inspiring people to visit Philadelphia, motivating them to stay longer and helping them find more things to do while they're here, the new website builds on what was great about **visitphilly.com** before and strengthens it to meet and exceed travelers' high digital expectations. Among the improvements are its cinematic design and visuals, a refined content strategy and a shiny new online media center.



SOCIAL MEDIA



288.8

million impressions on social posts:

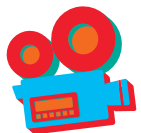
These posts inspire more than 1.5 million fans and followers to do more and stay longer.



11

million engagements:

These include likes, comments, shares and retweets across Visit Philly's 14 social channels.



7

years:

Viewers spent 3,675,236 minutes—the equivalent of seven years—watching our cross-platform video content for a total of 8.4 million views. Our YouTube videos alone saw 1.2 million views—more than triple the amount over 2016.



6.7

million impressions on social story views:

One-third of our Snapchat and Instagram stories prominently featured food, and one in four took place in the Historic District.



2.6

million views of geofilters:

That's how many times people saw our 86 With Love-branded Snapchat geofilters—72% of those views happened in the Historic District.



185,000

new social media followers:

That brings our total to more than 1.5 million fans.



WHY DOES SOCIAL MEDIA MATTER?

According to our annual social media survey:

- 91% of out-of-town followers are more likely to visit Philadelphia after interacting with our social media accounts.
- More than 75% of respondents report having an improved impression of Philadelphia.
- 78% attended an attraction or event based on a social media post.
- More than half visited a neighborhood, went to a museum or attraction and tried a new restaurant or bar after following our social media accounts.

INDUSTRY OUTREACH

Last June, we hosted our **third annual social media summit** at the newly opened Museum of the American Revolution. Bringing together **200 social media pros** from local hotels, attractions and restaurants, the event presented lessons and case studies from the savviest of social media marketers, including the Philadelphia Police Department, Temple University and Campbell Soup Company.

PHILADELPHIA IN THE NEWS

In 2017, we tracked a record number of destination-focused stories about Philadelphia. Along with our partners, our media relations experts helped place many of these stories using our vast press release and photo libraries and by giving journalists firsthand Philly experiences through our Visiting Media Program.

Why do we do all this? Because we know that earned influence makes a big difference on where travelers book their vacations.

FOUR STRAIGHT YEARS OF MAJOR TRAVEL ACCOLADES

Philadelphia has made plenty of lists over the years, but these major accolades—garnered over four years—set the city apart from other destinations as a not-to-be-missed town:

- 2018: One of “10 Coolest U.S. Cities to Visit in 2018”
- *Forbes*
One of “20 Best Places to Go in 2018”
- *TIME* magazine/*Money* magazine
- 2017: #2 on “Best Places to Visit in the USA”
#2 on “Best Historic Destinations in the USA”
- *U.S. News & World Report*
- 2016: #1 on “Best Places in the U.S.”
- *Lonely Planet*
- 2015: #3 on “52 Places to Go in 2015”
- *The New York Times*



New in 2018: visitphilly.com/mediacenter, a one-stop shop for fact-filled press releases and ready-to-publish photography and B-roll

“Philly is an under-appreciated cultural hotspot.”

VOGUE

“Culturally diverse food scene, world-class theater, historic attractions, and accessibility ...”

**TRAVEL+
LEISURE**

“...Philadelphia is packed with culinary credibility.”



“Philadelphia’s walkable Historic District is a highlight reel of America’s illustrious founding.”

Family Circle

“A foodie’s paradise”

NEW YORK POST

“When it comes to world-class museums, Philadelphia may exceed your expectations.”

AFAR

“... better than ever for history buffs with the April opening of the Museum of the American Revolution ...”

U.S. News & World Report



One of “three major Black cultural hubs”

The Grio

“One of the cultural, culinary, and artistic treasures of the East Coast ...”

OUT Traveler

“A city where passion is found between every crack in the sidewalk ...”

bon appétit

“In addition to being first-time Super Bowl winners, the city has some really great food ...”

The Washington Post

“A big city with a tight-knight community feel that’s chock full of culture”

Apartment Therapy

“Home to an impressive art scene”

Forbes

“Philadelphia’s tourism industry has been booming in recent years.”

PennLive

OUR WORK BY THE NUMBERS

10,700

total editorial stories about Philadelphia as a travel destination

More than

850

personal pitches to the press in North America

164

press releases distributed about Philly’s history, food, neighborhoods, hotels, arts and culture, holidays, festivals, outdoor offerings and shops

150

journalists, writers and influencers hosted in Philadelphia

275

members of the press attended events in Philadelphia, New York, Washington, DC and Toronto

5,400

images distributed to media



Philadelphia Skyline

NATIONAL OPPORTUNITIES

When national opportunities shine a spotlight on Philadelphia, it's our job to maximize them. That's exactly what we did in these instances:

- **Amazon Bid:** As part of the core group that worked on Philadelphia's pitch for Amazon's second headquarters, VISIT PHILADELPHIA developed a branding campaign that ran in Seattle in fall 2017—around the time proposals were due—to show off the city's greatest assets.

Playing off the city's "City of Brotherly Love" moniker, we swapped out "Brotherly" for words like "foodie," "festive" and "fabulous" and ran ads on 48 busses and trolleys near Amazon's campus and in targeted social media posts.

The campaign garnered so much buzz that it's now our core advertising. Whatever the result of the bid, we have a great new campaign, and Philly is better positioned to vie for big businesses because of the research, strategy and collaboration that went into the Amazon opportunity.

- **The Eagles' Extraordinary Season:** The Eagles' playoff run, Super Bowl appearance (and win!) and the championship parade enabled us to market the city in a timely, fun and even emotional way. We:
 - Posted permanent and digital billboards in and out of market
 - Rallied fans with dozens of social media posts
 - Published fan guides on visitphilly.com and uwishunu.com
 - Fielded media calls and tracked more than 1,500 stories about the city and the team's win
 - Shot parade photography
 - Co-produced an emotional video of the parade

The results of all this work? Huge national exposure and a surge of pride and passion among the region's residents even more eager to brag to friends and relatives about their beloved hometown.

- **James Beard Awards Nominations & Philly Chef Conference:** As home to multiple James Beard Award winners—three in 2017 and one in 2018—Philly was the natural choice to host this year's nomination event, of which VISIT PHILADELPHIA served as a producing partner. Right before the event, we sponsored Drexel University's Philly Chef Conference. Both events allowed us to increase Philadelphia's visibility among food writers and influencers locally and nationally. And nurturing our relationship with the James Beard Foundation could help Philly have access to future high-profile events.



Eagles' Super Bowl Parade



THE TREND REPORT

Staying ahead of the curve has always been one of the keys to our successes at VISIT PHILADELPHIA. Here's a look at some industry trends we're watching and embracing in 2018:

TRENDS WE'RE WATCHING

- 1. Unconventional and On-Demand Travel Experiences:** Travelers want enriching experiences on vacation, and today, it's easier than ever to guide and book increasingly unconventional and on-demand tours and activities.
- 2. Travel Brands' Expanded Offerings:** More and more, we see hotels, airlines and other travel brands expanding beyond their normal business to directly connect with and assist travelers during all stages of their trips.
- 3. New Food Tourism Apps:** Travelers crave authentic, local experiences on vacation—especially with food. New apps are connecting visitors with homegrown markets and locals in their homes.
- 4. Communal Hotel Spaces:** Hotel guests want to connect and engage with other travelers, and hoteliers are responding to this demand with activated communal spaces.
- 5. Hotels Marketing Destinations:** Big hotel brands are now marketing destinations, rather than just their own properties, with location-based lists and guides to inspire their guests.

TRENDS WE'RE EMBRACING

- 1. Influencing Philly's Presence on Google:** Google has been displaying more and more information in search results, so users never have to leave the Google ecosystem. We're looking toward the future of digital destination marketing as we joined 14 of the first DMOs to collaborate on an initiative that will help us influence the destination's presence on Google, where there are 3.8 million searches every minute.
- 2. Nostalgia Marketing:** Nostalgia marketing works. Our Homesick Philly initiative taps into feelings of homesickness to draw people back to reconnect with, rediscover and revisit Philadelphia.
- 3. Geofencing:** Based on popular precise locations where travelers spend their time, we use geolocation campaigns—specifically branded Snapchat geofilters and geotargeted Facebook posts—to deliver messages to visitors in specific areas or during special events.
- 4. The Evolution of Content Consumption:** People are spending more time online and consuming more video, social and mobile-first content about Philly on more platforms more than ever. As a response to these changes, we redesigned visitphilly.com to emphasize things-to-do- and reasons-to-visit-focused content.

For more insight into these trends and others, go to visitphilly.com/annualreport.

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drive visitation and
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Valley Forge National Historical Park, Montgomery County



Talula's Table, Chester County



Bucks County Playhouse, Bucks County



Tyler Arboretum, Delaware County