



# 2016 ANNUAL REPORT

*Celebrating 20 Years of Destination Marketing Success*



BUCKS | CHESTER  
DELAWARE | MONTGOMERY  
PHILADELPHIA COUNTIES

WITH LOVE PHILADELPHIA XOXO

PHILLY'S MORE FUN WHEN YOU SLEEP OVER

PHILADELPHIA Get Your History Straight and Your Nightlife Gay

20 CAMPAIGNS



LOVE PHILADELPHIA The place that LOVES YOU BACK



VISIT PHILADELPHIA TWENTIETH ANNIVERSARY

VISIT PHILADELPHIA: 20 YEARS IN REVIEW, 1996-2016

We've been marketing the Philadelphia region with the help of our many partners for a full two decades now, and we have plenty to show for it. Here's a look at 20 years of work and 20 years of results.

75 INDUSTRY AWARDS



410 PARTNERS

# 1.2

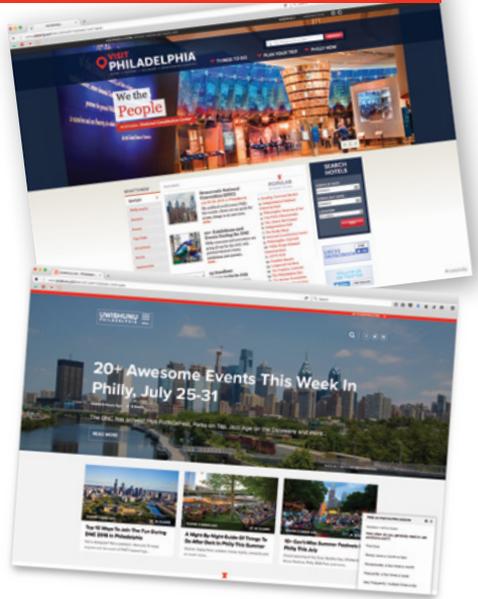
## million

### SOCIAL MEDIA FOLLOWERS



# 100 million

## WEBSITE VISITS



## OH WHAT AN IMPACT!

# 650 million

visitors  
(Greater Philadelphia)

# 209 million

overnight  
leisure visitors

# \$150 billion

in  
economic impact

# \$9 billion

in taxes

# 12.5 million

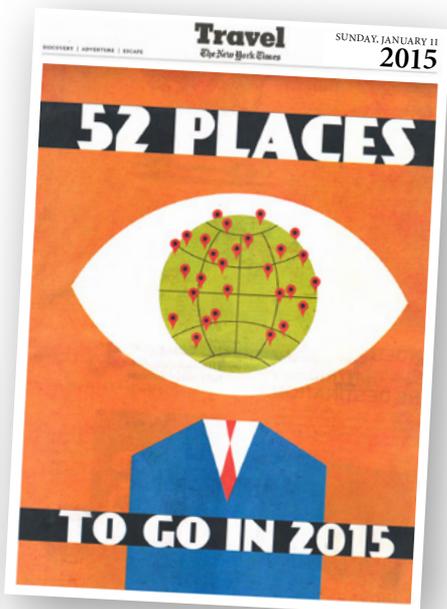
leisure hotel  
room nights (Center City)

# 165,000

Visit Philly Overnight Hotel Packages  
booked (since 2001)

# 76,000

## EDITORIAL STORIES



NATIONAL  
GEOGRAPHIC  
**TRAVELER**

## "Next Great City"

2005

lonely planet

# BEST IN THE U.S.

2016

Philadelphia, PA

The New York Times

## Philadelphia Story: The Next Borough

By JERICA PRESSLER 2005

PHILADELPHIA  
LARRYO & Paul Green School of Rock T-shirt,  
his image appeared in the handbook on the  
tour tour, Lorie Kinsler (credit to lines of a

# THE BASICS

## Executive Message & More

### EXECUTIVE MESSAGE

It was 20 years ago when Ed Rendell, Tom Ridge and Rebecca Rimel announced the creation of the Greater Philadelphia Tourism Marketing Corporation—now VISIT PHILADELPHIA®—to help the region fulfill its “golden promise” as a travel and tourism destination.

Over two decades, we worked with all of you to build the region’s image, showing potential visitors through words and imagery in ads, on our websites, in newspaper articles and, eventually, on social media just how beautiful and worth a visit Philadelphia was—and is. And guess what? It worked.

Those potential visitors came—650 million of them since 1997 and a record 41 million in 2015 alone. They stayed overnight, they spent money, and they came back as the region built new attractions, improved public spaces, upped its restaurant and retail game and orchestrated not-to-be-missed events.

So here we are today: the country’s first World Heritage City, a top destination to visit according to *The New York Times*, Lonely Planet and many others and a place that’s proud of its past and confident in a future that looks nothing but golden.

Sincerely,

**Manny Stamatakis**  
Board Chairman  
VISIT PHILADELPHIA

**Meryl Levitz**  
President & CEO  
VISIT PHILADELPHIA

### BIG THANKS

Our partners helped to make this report and our 20<sup>th</sup>-anniversary celebration possible. We thank **PNC**, **SugarHouse Casino**, **KYW Newsradio** and **Where Philadelphia** for their continued support.

Photos by M. Fischetti, R. Kennedy and C. Smyth for VISIT PHILADELPHIA

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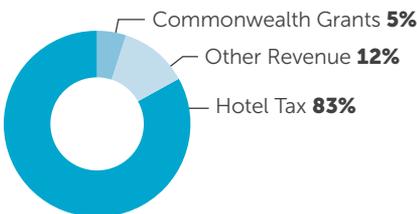
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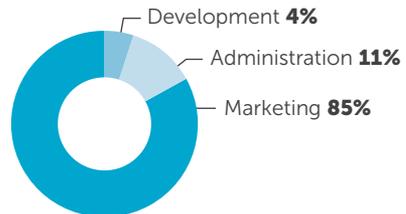
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**Meryl Levitz**  
VISIT PHILADELPHIA

### FUNDING SOURCES



### ALLOCATIONS



# WHAT WE DO & HOW WE DO IT

## Driving Visitation With A Solid Marketing Mix

### OUR MISSION

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.

### OUR AUDIENCE

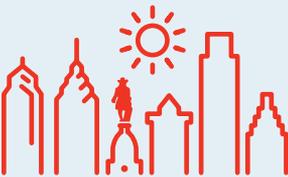
Leisure travelers—those who travel for pleasure—are both our business and the focus of our marketing efforts.

### OUR MARKETING MIX

Since day one, we've taken an integrated approach to marketing, and that's been a hugely successful path. Here's a look at what we do to bring visitors in, move them around and get them spending:

- **Advertising: With Love,** Philadelphia XOXO® is our general campaign, boosted this year by our first TV commercial in five years. Several niche campaigns broaden our reach.
- **Communications:** We placed 8,400 stories in 2015—the highest number since 2000. Topics included the destination in general, Fourth of July, history, VISIT PHILADELPHIA itself and the papal visit.
- **Websites:** Our powerhouse sites, visitphilly.com and the refreshed uwishunu.com, welcomed 18.7 million visits in 2015—double the annual visitation since 2012.
- **Social Media:** More than a million engaged fans follow our content on 15 accounts. Our social media survey tells us that our posts compel them to do more in Philly.
- **Hotel Promotion & Packages:** Our Visit Philly Overnight Hotel Package delivered nearly 14,000 room nights in 2015 alone.
- **Partnerships & Sponsorships:** They came in all shapes and sizes for each of our 170 partners in 2015. All delivered results that built image and visitation.

## What's Next For Philadelphia?



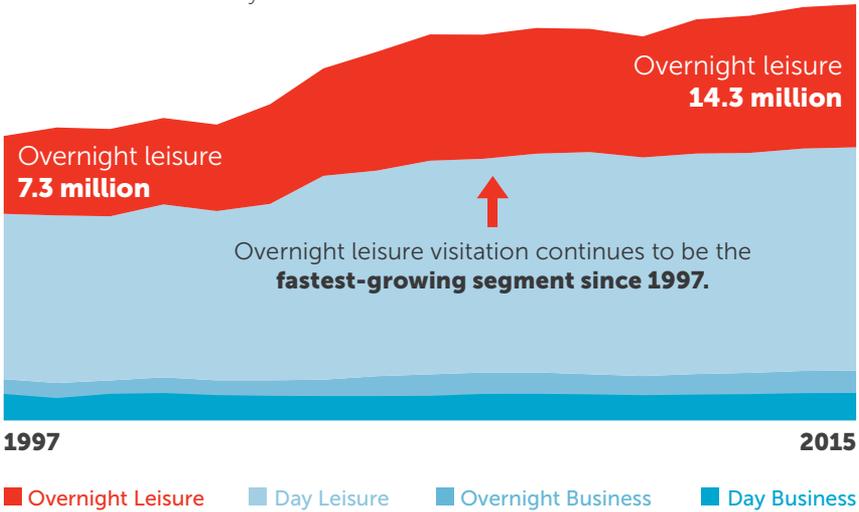
Philadelphia shined through the **World Meeting of Families, papal visit** and **2016 Democratic National Convention**. So what's next for our buzzed-about city? Well, the history, the art, the food, the beer and the public spaces are reasons enough to visit any time. But there are lots of new developments to come in 2017 and beyond: the **Museum of the American Revolution** (April 2017), a reimagined **LOVE Park** (June 2017), a sky-high **Comcast** building (2017), the **Fashion Outlets of Philadelphia** (2018), several **new hotels** and continued promotion of **Historic Philadelphia**. In short, a whole lot. That's what's next.

# GREATER PHILADELPHIA VISITATION & ECONOMIC IMPACT 2015

Welcoming A Record 41 Million Visitors To The Region

**↑ 96% increase**

**in overnight leisure visitation to the region since 1997.** This statistic accounts for people who stay overnight in all five counties—whether in hotels or with friends and family.



## 2015 In Focus

Of the region's 41 million visitors in 2015, **36.2 million (88%)** were here for a leisure purpose.



### TOURISM MAKES GREATER PHILADELPHIA'S ECONOMY HAPPY

Visitors spent

**\$6.7 billion**

in the region in 2015—mostly on food, beverage and lodging.

This direct visitor spending:

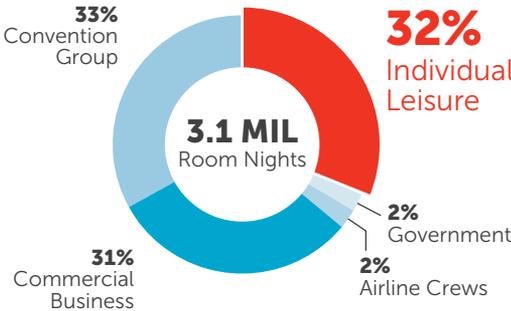
- Generated **\$10.7 billion** in economic impact—or **\$29 million every day**
- Generated **\$612 million** in state and local taxes
- Supported **93,000 jobs**

# THE 2015 LEISURE STORY

Driving Philadelphia's Hotel Occupancy

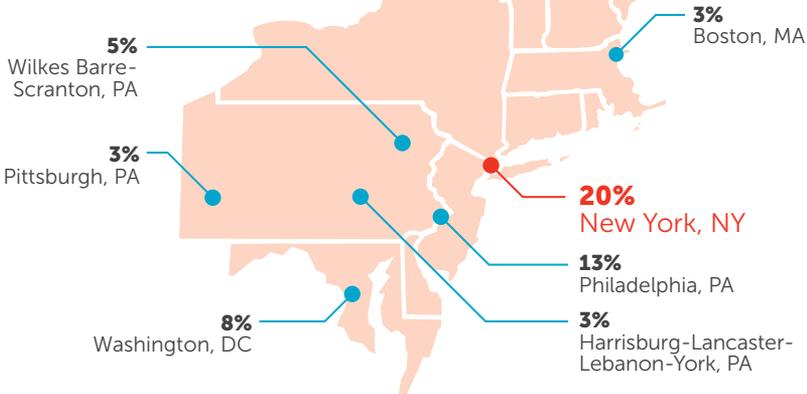


## 2015 Hotel Market Mix



**Leisure is a major driver of hotel occupancy.** In 2015, one out of every three hotel rooms occupied was for a leisure stay.

## Top Feeder Markets For Overnight Leisure Visitation



# VISITPHILLY.COM & UWISHUNU.COM

Compelling Content That Drives Visits On & Offline

# 18.7 Million Visits In 2015

Annual web visitation has doubled since 2012.

## BUILDING PHILLY'S ECONOMY AND DRIVING CLICKS TO PARTNERS

 **9 out of 10 Website Users**

That's how many visitphilly.com and uwishunu.com users said our sites helped them find more to do.

Source: Website User Surveys 2016

 **3.7 Million Clicks To Partners' Websites**

In 2015, visitphilly.com and uwishunu.com drove 3.7 million online visits to attraction, restaurant, shop, event and festival websites.

Source: Google Analytics

 **4.5 Million Emails Sent**

These emails featured happenings and things to do at the region's attractions, restaurants and hotels for opt-in subscribers in 2015.

 **58% Came From Mobile**

An astounding 58% of web traffic came from mobile devices in 2015. When we reach people who are out sightseeing, our mobile-friendly sites help them decide what's next.

Source: Google Analytics

 **1 All-New Uwishunu.com**

In 2016, our what's-happening blog—uwishunu.com—unveiled a redesigned website that's more visually compelling, mobile-friendly and share-worthy. Plus, the site's roundups now feature dynamic maps that help readers connect content with doing more.

## SWEET SUCCESS IN 2016

Visitphilly.com is the most visited city destination marketing organization website in the country.

— **SimilarWeb 2016 Traffic Data**

# SOCIAL MEDIA

## Engaging Conversations Across 15 Online Accounts

### How do we inspire our 1.2 million fans and followers?

#### BUILD PHILADELPHIA'S IMAGE

**72%** of users said Visit Philly's social account improved their impression of the city

#### ENCOURAGE PEOPLE TO VISIT

**87%** of out-of-towners said the accounts increased their interest in a trip to Philly

#### HELP PEOPLE FIND THINGS TO DO

**76%** attended an attraction or event based on a social media post

Source: VISIT PHILADELPHIA Social Media Survey 2015

#### 682,755 MINUTES

The amount of time people spent watching Visit Philly videos in 2015: That's 474 days, 3 hours and 15 minutes of building Philly's image and inspiring visits through videos on our social accounts.

#### 200,000 #VISITPHILLY USES

Uses of #visitphilly on Instagram doubled: from 100,000 in 2014 to 200,000 in 2015. We consider people who use our call-to-action hashtag Philadelphia ambassadors.

#### 7 FUN PHOTO OPS

In 2015, we engaged social-savvy visitors and locals with our **#visitphilly Photo Spots**—With Love—branded structures placed all over Center City to encourage social sharing and conversations. Uses of #visitphilly increased 125% from summer 2014 to summer 2015, and the promo was so successful that we placed an XOXO in the stadium area and introduced a traveling version in summer 2016.



#### 1 COOL-AS-CAN-BE CUSTOM KEYBOARD

Rather than wait for a Liberty Bell emoji to come out, we created our own. In early 2016, we launched the **Philadelphia Keyboard**, bringing more than 60 Philly-centric emojis, GIFs and videos to people's private conversations in texts, emails and Facebook Messenger. In one week, the keyboard's buzz-generating debut spurred more than 31,600 downloads and 35 media stories.



“Philly-themed emojis are here and life is perfect.”

— Metro

# MARKETING CAMPAIGNS

## General & Niche Campaigns For Varied Audiences

### WITH LOVE, PHILADELPHIA XO XO

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Our popular With Love campaign continues to deliver for us, offering easy customization for different topics, different markets and different partners.

This year we upped the advertising ante by airing our first television commercial in five years. Called “Philazillas” and created in partnership with Red Tettemer O’Connell + Partners, the over-the-top spot honors the city’s beloved icons while showing off the many other enjoyments that make Philadelphia such a popular place to visit. The commercial ends with the line: “There’s more to a legendary city than its legends.”



### JOINT MARKETING PROGRAM

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With our Joint Marketing Program, we enable partners to buy into the With Love campaign and extend the reach of this popular advertising effort. That means high-impact placements in markets and mediums that we couldn’t afford on our own.

### SPECIAL MARKET CAMPAIGNS

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#### HISTORIC PHILADELPHIA

Our newest campaign redefines and renames the city’s prized historic district, now called Historic Philadelphia, while showcasing what else makes it appealing to 21<sup>st</sup>-century visitors. The campaign is funded by H. F. (Gerry) Lenfest and the Pennsylvania Department of Community and Economic Development.

#### AFRICAN-AMERICAN MARKET

We conducted African-American traveler research in 2015 and began implementing our findings in 2016. As a result, we’re now placing an emphasis on creating and distributing targeted content on visitphilly.com, uwishunu.com and our social media platforms.

#### LATINO MARKET

We convened a Latino Marketing Advisory Committee to help focus our efforts in this market, and we’ll begin to implement these plans in fiscal year 2017. In the meantime, we scored great press by hosting Latino media and influencers, and sponsored and promoted popular events such as Mexican Week and the Philadelphia Latino Film Festival.

#### LGBT MARKET

We continue to host top LGBT media who cover the Philadelphia story in influential outlets; sponsor and attend key events at home and away such as Equality Forum and Gay Days Orlando; and build our presence on the Visit Gay Philly Facebook page—up to 45,000 followers and counting.

# POWER IN PARTNERSHIPS

## The Greater The Reach, The Greater The Impact

We've long known that we can have more of an impact together than we could ever have on our own. That's why we've placed an even greater emphasis on partnerships in recent years. We've worked with more than 170 attractions, events, universities and major corporations to deliver our Philadelphia message to consumers in a strong and consistent way.

**Comcast Corporation:** Boosted outreach to potential employees by providing compelling Philadelphia content and resources

**Subaru of America:** Mobilized our brand by having two Subaru vehicles wrapped in With Love branding, visible at the city's most popular spots

**Airbnb:** Gathered the city's Airbnb hosts for an event that encouraged them to share our resources with guests and connect with other hosts

**Philadelphia Chinese Lantern Festival:** Promoted the event through a discount ticket code and illuminated Franklin Square with an XOXO lantern, showing off our brand to the more than 90,000 festival attendees

**Indego:** Offered visitors a fun way to get around town by making bike-share passes part of the Visit Philly Overnight Hotel Package amenities

**Warner Bros. Pictures:** Gave *Creed* fans the chance to win a Philadelphia trip through a sweepstakes promoted during the film's DVD release

**The Lits Building:** Created a video each month that played on the screens atop the iconic building and encouraged the thousands of daily Market East commuters to use visitphilly.com to plan their free time

**Thomas Jefferson University & University of Pennsylvania:** Provided the universities with robust content and guest speakers to help sell the city to prospective students and their parents

**Spotluck:** Promoted a Philadelphia overnight sweepstakes to app users based in Washington, DC

**Tall Ships:** Leveraged our websites and social platforms to help draw thousands of visitors to this major waterfront event, while encouraging attendance with a special discount ticket code



# A YEAR IN HEADLINES

## Big Stories, Big Outlets, Big Praise

In 2015, VISIT PHILADELPHIA tracked **8,400 Philadelphia-focused editorial stories**, responsible for **650 million impressions**. During the week of the papal visit, we counted 1,350 stories alone, and 2016 kicked off with more major headlines such as *The New York Times*' "36 Hours in Philadelphia." But these fabulous pieces don't write themselves. We create valuable content telling Philadelphia's stories, invite writers to tour the region and build rapport with media professionals to help generate positive press.

### Budget Travel

*"The birthplace of America is also home to some of the country's best art museums..."*

### TRAVEL+ LEISURE

*"Philly has a bit of everything—rich American heritage, a buzzy restaurant scene, architectural charm."*

### Forbes

*"From a tourism perspective, Philadelphia deserves the national stage."*

### AfterEllen.com

*"Philly is a great place to catch up not only on your American history but your LGBT history."*

### ASSOCIATED PRESS

*"The city has won international acclaim as a tourist destination for its rich history and arts scene."*

### BLACK ENTERPRISE

*"Philadelphia's foodie scene is thriving..."*

### The New York Times

*"...Philadelphia has never been more ready to show itself off to the world."*

### Los Angeles Times

*"... Philadelphia's legacy as a cultural and historical icon deepens."*

### TORONTO STAR

*"Why Philadelphia is the new hot spot"*

### CONDÉ NAST Traveler

*"This historic city has a whole new feel—and we keep going back."*

### lonely planet

*"...the city has been experiencing a new bloom of dining and nightlife."*

### THE HUFFINGTON POST

*"21 Ways Philadelphia is the Coolest City in America"*

[visitphilly.com](http://visitphilly.com) | [uwishunu.com](http://uwishunu.com)