

# 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 niche outlets (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](mailto: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: Cathy McVey, [cathy@visitphilly.com](mailto:cathy@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, or if you'd like us to consider doing a shoot at your attraction or event.

CONTACT: Marisa Fischetti, [mfischetti@visitphilly.com](mailto:mfischetti@visitphilly.com)

### VISITING JOURNALIST 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 journalist when appropriate based on the trip's theme.

CONTACT: Donna Schorr, [donna@visitphilly.com](mailto: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: Amber Burns, [amber@visitphilly.com](mailto:amber@visitphilly.com)

### SHOW & TELL

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](mailto:andi@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: Jim Washkau, [jwashkau@visitphilly.com](mailto:jwashkau@visitphilly.com)
- [Facebook.com/VisitGayPhilly](https://www.facebook.com/VisitGayPhilly) shares an eclectic mix of fun happenings 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](mailto:arturo@visitphilly.com)

## TWITTER

Through four 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: Jim Washkau, [jwashkau@visitphilly.com](mailto:jwashkau@visitphilly.com)
- [Twitter.com/PhillyTeAma](https://twitter.com/PhillyTeAma) represents the vibrant pulse of Latino Philadelphia. CONTACT: Arturo Varela, [arturo@visitphilly.com](mailto:arturo@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](http://uwishunu.com). CONTACT: Kristina Jenkins, [kristina@visitphilly.com](mailto:kristina@visitphilly.com)
- [Twitter.com/VisitPhillyPR](https://twitter.com/VisitPhillyPR) distributes news from [visitphilly.com/pressroom](http://visitphilly.com/pressroom) to our media friends. CONTACT: Chelsea Calhoun, [chelsea@visitphilly.com](mailto:chelsea@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: Chelsea Calhoun, [chelsea@visitphilly.com](mailto: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: Jim Washkau, [jwashkau@visitphilly.com](mailto:jwashkau@visitphilly.com)
- [Instagram.com/Uwishunu](https://www.instagram.com/Uwishunu) captures on-the-scene images of Philadelphia events. CONTACT: Kristina Jenkins, [kristina@visitphilly.com](mailto: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: Matthew Smith, [matthew@visitphilly.com](mailto:matthew@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](http://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: Dustin Wingate, [dustin@visitphilly.com](mailto:dustin@visitphilly.com)

## TUMBLR

On Visit Philly's Tumblr blog, watch sharable, fun Philadelphia GIFs or videos, peruse gorgeous photo galleries and read memorable quotes about Philadelphia. CONTACT: Matthew Smith, [matthew@visitphilly.com](mailto:matthew@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 them to do more while they're here and often propels them to share their delight on social media. Let us know if you have gift certificates or tickets in quantities of 4-40 that you'd like us to share with visitors. CONTACT: Matthew Smith, [matthew@visitphilly.com](mailto:matthew@visitphilly.com)





The Franklin Institute

## 📍 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 and no-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 provide visitors with a fun, memorable and experiential visit. We also promote hotel-specific packages. Keep us informed of hotel renovations, news and deals, so that we may promote them through our various outlets.

CONTACT: Chantal Freeman, [chantal@visitphilly.com](mailto:chantal@visitphilly.com)

### PHILADELPHIA'S CONCIERGE QUICK GUIDE

With the Independence Visitor Center, we produce a monthly newsletter for the tourism and hospitality community featuring visitor-related information and events. Send us news that you want front-line staff to know.

CONTACT: Andi Coyle, [andi@visitphilly.com](mailto:andi@visitphilly.com)

### AAA MARKETING

We work with AAA clubs to distribute information about customized 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. VISIT PHILADELPHIA also participates in selected AAA trade shows. Your hotel can join us as an exhibiting partner, or you can talk to us about featuring brochures at our booth. CONTACT: Chantal Freeman, [chantal@visitphilly.com](mailto:chantal@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](http://visitphilly.com/eventscalendar) or [phillyfunguide.com/submission](http://phillyfunguide.com/submission). CONTACT: Michael Butler, [mbutler@visitphilly.com](mailto:mbutler@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. To be considered for inclusion, submit your organization's information through our online form at [visitphilly.com/submit](http://visitphilly.com/submit). CONTACT: Michael Butler, [mbutler@visitphilly.com](mailto:mbutler@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 fun and exciting happening in Philadelphia. When appropriate, we can include your content on the insider blog. CONTACT: Kristina Jenkins, [kristina@visitphilly.com](mailto:kristina@visitphilly.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](http://visitphilly.com/research). CONTACT: Nancy Serbin, [nancy@visitphilly.com](mailto:nancy@visitphilly.com)

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

## 📍 Visitor Services

### 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](http://phlvisitorcenter.com), complete with a link for your ticket sales
- Listing on the LED screen inside the center
- Listings and features in the Independence Visitor Center's monthly e-newsletters and "After 5" brochure
- Inclusion in personalized trip-planning recommendations made by the center's visitor services representatives
- Social Media promotions via @PHLVisitorCntr

CONTACT: Diana Dow, [ddow@phlvisitorcenter.com](mailto:ddow@phlvisitorcenter.com)

### BROCHURE DISTRIBUTION

The Independence Visitor Center accepts most brochures and distributes them to visitors for free. CONTACT: Ellie Slomine, [eslomine@phlvisitorcenter.com](mailto:eslomine@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: Ellie Slomine, [eslomine@phlvisitorcenter.com](mailto:eslomine@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 have your information. CONTACT: Ellie Slomine, [eslomine@phlvisitorcenter.com](mailto:eslomine@phlvisitorcenter.com)



Longwood Gardens