



VISIT PHILADELPHIA®

2015 ANNUAL REPORT

TELLING PHILADELPHIA'S STORIES
AND GETTING PEOPLE TO VISIT
SINCE 1996



BUCKS | CHESTER | DELAWARE | MONTGOMERY | PHILADELPHIA COUNTIES



THE BOARD & SOME BASICS

EXECUTIVE MESSAGE, SPONSORS & FUNDING

EXECUTIVE MESSAGE

Philadelphia is a very different place than it was two decades ago—thanks to new museums, shiny stadiums, pop-up and permanent parks, sky-high office buildings, buzzed-about restaurants, more tour options than we can count, a growing city population, and, of course, plenty of history. For 19 years now, we at VISIT PHILADELPHIA have marketed all of these wonderful developments, shaping the story and shaping the region’s image right along with it.

Our strong and consistent efforts—along with those of our many partners—aimed specifically at the leisure segment have yielded impressive results. In fact, since we started marketing, we’ve seen a 90% increase in overnight leisure visitation to Greater Philadelphia.

Forbes recently said, “The city of brotherly love is having a moment.” We believe it’s much more than that.

Sincerely,

Manny Stamatakis

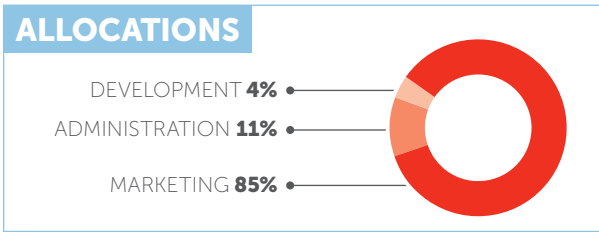
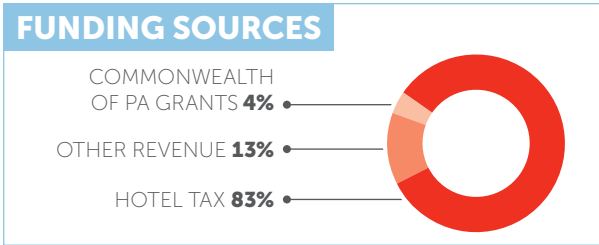
Chair
VISIT PHILADELPHIA Board of Directors

Meryl Levitz

President & CEO
VISIT PHILADELPHIA

A THOUSAND THANKS

Big thanks to the valued partners that helped make possible this report and our Hospitality Leaders Report to the Industry: presenting sponsor **PNC Bank**, along with Morris Publications’ **Where Philadelphia** and **KYW Newsradio1060**.



BOARD OF DIRECTORS

Manuel N. Stamatakis, Chair
Capital Management Enterprises

Rhonda R. Cohen, Esquire, Vice Chair

Robert Asher
Asher’s Chocolates

Darwin R. Beauvais, Esquire
Zarwin Baum DeVito Kaplan
Schaer Toddy, PC

Robert W. Bogle
The Philadelphia Tribune

Carl M. Buchholz
DLA Piper

Craig R. Carnaroli
University of Pennsylvania

Nicholas DeBenedictis
Aqua America, Inc.

John H. Estey, Esquire
Hershey Trust Company

James F. Kenney

Brent Martin
Four Seasons Hotel
Philadelphia

Kevin T. Murnane
Doubletree by Hilton
Philadelphia Center City

Marsha R. Perelman
The Franklin Institute

Desiree Peterkin-Bell
City of Philadelphia

William R. Sasso, Esquire
Stradley Ronon Stevens &
Young, LLP

Greg Stafford
The Inn at Penn, A Hilton Hotel

Richard W. Vague
The Governor’s Woods
Foundation

Governor Tom Wolf
Commonwealth of
Pennsylvania

Mayor Michael A. Nutter
City of Philadelphia

Fred A. Shabel, Chairman Emeritus
Comcast Spectacor

Meryl Levitz
VISIT PHILADELPHIA

Photos by D. Cruz, M. Edlow, M. Fischetti,
C. Gabello, R. Kennedy, N. Santos &
J. Varney for VISIT PHILADELPHIA®

WHAT WE DO & HOW WE DO IT

BUILDING IMAGE, DRIVING VISITATION & BOOSTING THE ECONOMY

OUR MISSION

We get people to visit Philadelphia. It's our name and our mission. And in achieving this mission, we help build the region's image, drive visitation and boost the economy.

HOW WE ACHIEVE OUR MISSION

We showcase and strengthen the Philadelphia brand through well-rounded and high-impact marketing efforts that include:

Advertising: With Love/Phillyosophy for general appeal, along with several niche campaigns to broaden our reach

Communications: Compelling content + strong media relations = 5,100 editorial stories placed in 2014

Websites: Record visitation (14.9 million) on visitphilly.com and uwishunu.com in 2014

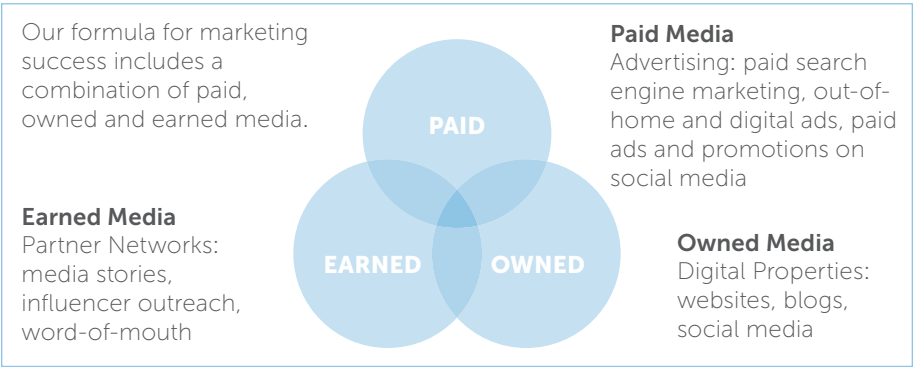
Social Media: More engaged fans and followers than ever—800,000 and counting

Event & Attraction Promotion: New reasons to encourage visitation—always a good thing

Hotel Promotion & Packages: 14,000 bookings of our Visit Philly Overnight Hotel Package in 2014 alone, along with promotion of hotel-specific packages

Special Projects: Visit Philly Beer Garden Series and the New Americans Tour, encouraging people to come early or stay longer

Partnerships & Sponsorships: Using our collective branding and marketing power to build image and visitation

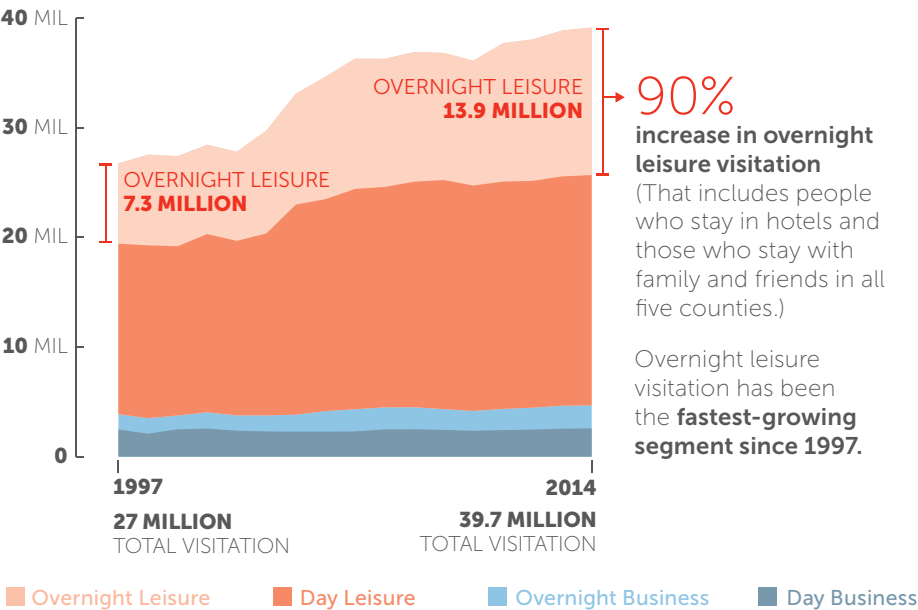


LOOKING AHEAD

Major events enrich Philadelphia's calendar over the next couple of years—think **World Meeting of Families** and the **papal visit**, the **Forbes Under 30 Summit** and the **Army-Navy Game** in 2015 and the **Democratic National Convention** in 2016. We'll leverage these blockbusters to drive record visitation, maximize economic impact, amplify our marketing reach and encourage return visits. It's important to note that while major events like these still drive visitation, they're no longer the only driver. People now know that **it's always a good time to visit Philadelphia.**

GREATER PHILADELPHIA VISITATION

39.7 MILLION VISITORS SET A RECORD



88% of those 39.7 million visitors traveled for a leisure purpose. That means **34.9 million people** were here to have fun.



\$10.4 BILLION
IN ECONOMIC IMPACT

\$28.6 million every day

92,000 jobs supported

\$655 million in tax revenue generated (local and state)

REGIONAL HOUSEHOLDS
SAVE \$434



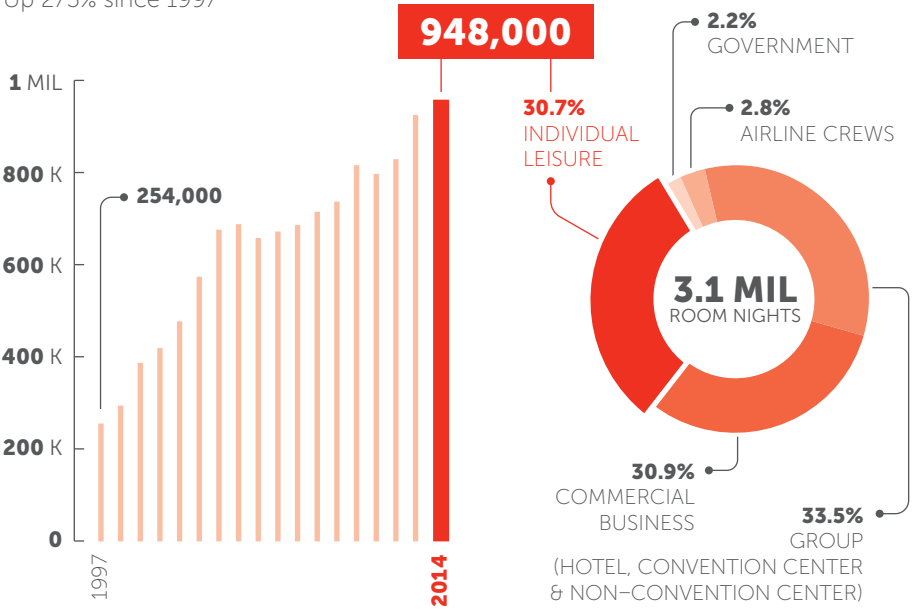
in taxes each year thanks to visitor spending

THE LEISURE STORY IS A SUCCESS STORY

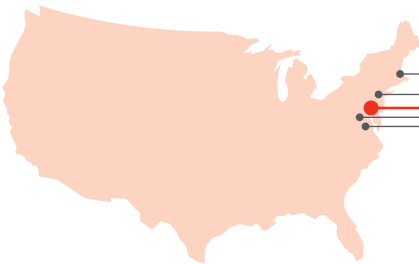
CENTER CITY HOTEL STATS

LEISURE HOTEL ROOM NIGHTS

Up 273% since 1997



SATURDAY HOTEL OCCUPANCY: NORTHEAST CITIES



Philly's Saturday occupancy is second only to New York City among major northeast cities.

LEISURE: NOT JUST FOR WEEKENDS

Weekends aren't the only time leisure travelers are coming to Philadelphia. You can see tourists every day of the week, especially from June through October, when:

- 34%** of all hotel room nights were booked by leisure travelers.
- 20%** of all weekday hotel room nights were booked by leisure travelers.

MARKETING CAMPAIGNS

INTEGRATED, EFFECTIVE & APPEALING TO VARIED AUDIENCES

WITH LOVE, PHILADELPHIA XOXO®

Our popular advertising campaign evolved into Phillyosophy last year, and we continue to fine-tune this image-heavy campaign to ensure that it's compelling and persuasive. That it conveys the city's confidence. And that it encourages people to visit, feel the love, return the love and, most importantly, return to the city with love.



Created news by developing the New Americans Tours, a self-guided walking tour through the sites that tell the story of the nation's founding for those studying to become Americans



Celebrated the legalization of same-sex marriage in Pennsylvania with a "Brotherly or sisterly, love is love" Phillyosophy that was a hit on social media



Promoted 15 charming towns and neighborhoods; added a 40-page section on visitphilly.com/towns; and created a dozen new Phillyosophy ads



Placed hundreds of art-focused editorial stories, ran ads on high-impact sites and in major publications and continued to make visitphilly.com/withart a go-to source for art lovers

VISITPHILLY.COM & UWISHUNU.COM

IMAGE-BUILDING & VISITATION-DRIVING POWERHOUSES

“VisitPhilly punches above its weight in all possible ways.”

– Skift
(travel industry news website)



14.9 MILLION VISITS IN 2014



76%

of users said visitphilly.com and uwishunu.com improved their impressions of Philadelphia.



74%

said the websites increased their interest in visiting.



93%

said the websites helped them find more things to see and do in Philadelphia.

(visitphilly.com and uwishunu.com user surveys, 2014)

DRIVING CLICKS AND ATTENDANCE TO PARTNERS

Visitphilly.com and uwishunu.com sent **3 million clicks** to partner websites in 2014.

150+ partners have gained additional advertising exposure on visitphilly.com in the past two years.

The websites are **top referrers** for many area attractions, including the Delaware River Waterfront Corporation, Wawa Welcome America!, The Franklin Institute, Philadelphia Museum of Art, Barnes Foundation, Independence National Historical Park and Independence Visitor Center.

CONVERTING RESIDENTS INTO AMBASSADORS

52% of website traffic comes from the Philadelphia DMA (designated marketing area). Since the DMA covers 18 counties, those users include both Philly residents and those who live more than an hour from the city.

On our websites, they discover new restaurants, museums, gardens, festivals, exhibitions and attractions. And since they come from all over the tri-state area, they also book hotel rooms.

What's more, people who live in and near Philadelphia invite friends and family to visit, and act as their personal tour guides. When they use our websites, they become informed and invested ambassadors and extend VISIT PHILADELPHIA's digital reach even further.

SOCIAL MEDIA

DIRECT-TO-TRAVELER CONVERSATIONS

800,000
FANS AND
FOLLOWERS
(AND ALWAYS
GROWING)





86%

of out-of-towners reported increased interest in visiting because of the social accounts.



80%

of people attended an event/attraction after reading about it on the social accounts.



1 OUT
OF 4

out-of-town respondents have booked a hotel room based on a social media post.

(Visit Philly Social Media Survey, 2014)

#VISITPHILLY 100,000 TIMES

People have used the hashtag #visitphilly more than 100,000 times on Instagram. They're our Philadelphia ambassadors.

VALUABLE DISTRIBUTION TOOL

Social media sends millions of visits to our websites, where people become more invested in traveling to Philadelphia. In one year, social channels sent **the equivalent of \$2.3 million** in paid Google Search to our websites.

TOP U.S. CITIES ON SOCIAL MEDIA

BY NUMBERS OF FANS & FOLLOWERS

1. Las Vegas
2. Discover Los Angeles
3. Visit Orlando
4. San Francisco Travel
5. Visit Philly
6. Visit San Diego
7. NYC&O
8. Destination DC
9. Visit Austin, Texas
10. Visit Savannah
11. Choose Chicago
12. Visit Baltimore
13. Boston USA

BY ENGAGEMENT (LIKING, SHARING, COMMENTING)

1. Discover Los Angeles
2. Las Vegas
3. Visit Philly
4. San Francisco Travel
5. NYC&O
6. Visit San Diego
7. Visit Savannah
8. Visit Orlando
9. Visit Austin, Texas
10. Boston USA
11. Choose Chicago
12. Destination DC
13. Visit Baltimore

PARTNERSHIPS DELIVER FOR US, FOR OUR PARTNERS, FOR PHILADELPHIA

JOINT MARKETING PROGRAM

A core initiative for us since 2011, our Joint Marketing Program enables VISIT PHILADELPHIA and our partners to extend the reach and frequency of the With Love advertising campaign, ensuring high-impact placements in markets and mediums that we couldn't afford on our own.

CUSTOM PARTNERSHIPS

We teamed up with local and national partners to create customized programs that conveyed our Philadelphia message to consumers in a strong and consistent way. Here are a few examples:

Brand USA: Matching-funds marketing campaign in Canada

Delaware River Waterfront Corporation: Popular With Love-branded chairs at Spruce Street Harbor Park and Blue Cross RiverRink Winterfest

Di Bruno Bros.: 25,000 postcards about great Philly holiday traditions in five stores

Dilworth Park: The iconic With Love signature all over the dasher boards of the Rothman Ice Rink

Saxbys: A free iced coffee giveaway on Fridays in August

U.S. Travel Association: Key contributor to its Project Time Off initiative, formerly the Travel Effect

Zipcar: Ziptrips to encourage easy trips to the suburbs as part of our Towns of the Philadelphia Countryside campaign

Go to visitphilly.com/partnerships for partnership opportunities.



A LOOK AT OUR 25 JOINT MARKETING PARTNERS:

The Academy of Natural Sciences of Drexel University

Adventure Aquarium

Amtrak

Barnes Foundation

Benjamin Franklin Museum

Chester County Conference and Visitors Bureau

CityPASS

Delaware County's Brandywine Conference and Visitors Bureau

The Franklin Institute

Longwood Gardens

National Constitution Center

National Museum of American Jewish History

Opera Philadelphia

Peddler's Village

Penn Museum

Pennsylvania Horticultural Society

Philadelphia International Festival of the Arts

Philadelphia Museum of Art

The Philadelphia Orchestra

Philadelphia Union

Please Touch Museum®

Sesame Place

SugarHouse Casino

Valley Forge Tourism & Convention Board

Visit Bucks County

MAKING HEADLINES

BELIEVE THE HYPE

VISIT PHILADELPHIA helped generate **5,100 editorial stories (ad value of \$10 million)** about Philadelphia in 2014, and we started 2015 with some major press. How did we do it? **Content** that highlights the wonderful Philadelphia stories we have to tell; a respected and often-imitated **Visiting Journalists Program**; and **media relations** professionals who build relationships with press in all forms of print and electronic media.

The New York Times

#3 on "52 Places to Go in 2015"

CONDÉ NAST **Traveler**

"Its cultural scene ... is unparalleled."

AARP

"Best U.S. Cities for 2015"

ELLE QUEBEC

"Philadelphia: The City of Art"

bon appétit

"A visit to Philly without having a few pints is a mistake."

FAST COMPANY'S CO.EXIST

"Most Livable Global Cities For Balancing Work And Play"

Forbes

"The City of Brotherly Love is having a moment."



offMetro (New York)

"Philadelphia is loaded with neighborhoods ripe for exploration."

TRAVEL + LEISURE

"America's Next Great Food City"

THE HUFFINGTON POST

Philadelphia and New Hope on "15 LGBT Must-Dos in 2015"

USA TODAY

"As for Philadelphia, it's going to have to face it: It's a very cool place."

PastE MAGAZINE

"No matter the season, there's always something to see or do ... and certainly to eat."

Budget Travel

"25 Most Beautiful Cities in America"

visitphilly.com | uwishunu.com