



REVOLUTIONARY MARKETING *for a* REVOLUTIONARY REGION ²⁰¹⁷ ANNUAL REPORT

WITH LOVE,
PHILADELPHIA
XOXO®



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.*

EXECUTIVE MESSAGE

MANNY STAMATAKIS
Board Chairman

MERYL LEVITZ
President & CEO

PHILADELPHIA KNOWS A THING OR TWO ABOUT REVOLUTIONS.

Our city and region served as key sites for critical battles and crucial decisions made during the country's tumultuous fight for independence. The just-opened Museum of the American Revolution tells this very story in the heart of Philadelphia's Historic District, where much of the action took place.

The truth is: Philadelphia's been a revolutionary town ever since its founding in 1682—embracing innovation, originality and creativity in all its forms. And that's exactly the approach we take at VISIT PHILADELPHIA when marketing Philadelphia to potential visitors—a record 42 million in 2016 alone. That might mean getting into the virtual-reality experience game, embracing live video in a big way, conducting research that doesn't exist elsewhere or rethinking our beloved hotel package to make it an irresistible draw during winter months. We did all of these things over the last year, and we're happy to report on these successes and many more in the pages that follow.

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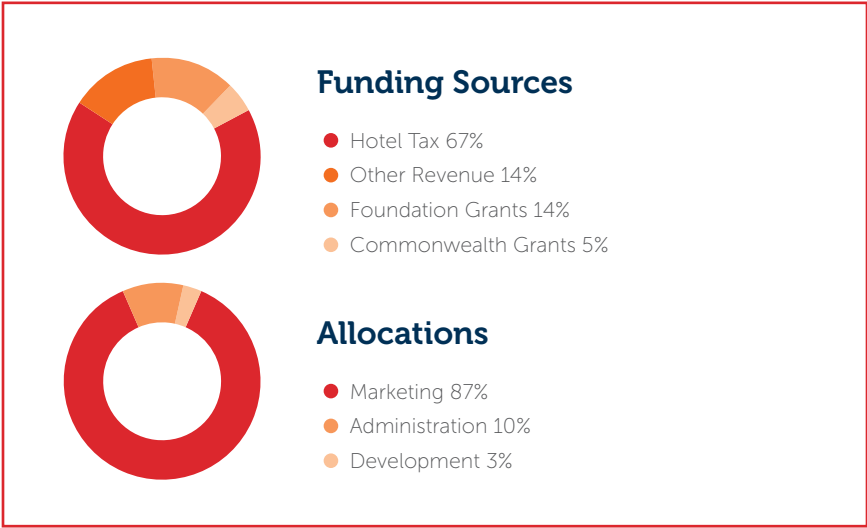
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A Thousand Thanks

Our annual report and event are made possible by **PNC, Where Philadelphia** and **KYW Newsradio**. We thank you for your strong and consistent support of our work.



2016 *by the* NUMBERS

By all measures, 2016 was a smashing success for Philadelphia as a travel destination. Here's a look at some of our accomplishments in numbers:

42 MILLION

domestic visitors to the region—another record

20 MILLION visits to visitphilly.com and uwishunu.com

1.3 MILLION

Visit Philly social media fans and followers

1 MILLION Center City leisure hotel room nights—a Philly first

22,000+ photos in our visual assets library

11,000 Visit Philly Overnight Hotel Packages sold

10,000 editorial stories about Philadelphia

360-degree photos and videos now in our toolkit

200+ partnerships

20 YEARS of tourism marketing by VISIT PHILADELPHIA

6 industry awards for VISIT PHILADELPHIA

1 campaign launch: Philadelphia's Historic District

1 Democratic National Convention

Our MARKETING APPROACH

Our Audience

Our focus is on the leisure market—those who visit Philadelphia for pleasure. We know through research that these people are active, frequent travelers who like to have plenty to do. We call them sight-doers.

Our Integrated Branding Approach

We have always brought a full-court press to our marketing and branding work. Our programs and campaigns to promote the region begin with research, extend to advertising and public relations, get amplified even more on the web and through social media and weave in partnerships and sponsorships when appropriate. Best of all, we're always looking ahead, embracing new strategies to ensure that our marketing approach is as effective as possible.

Research: It's the foundation of every good marketing campaign—always.

Advertising: With Love, Philadelphia XOXO® continues to deliver as our general-market campaign and made its first appearance in five years in Washington, DC.

Communications: Third-party endorsements are hugely influential, and that's what our communications team delivers every day, with nearly **10,000 editorial stories** about Philadelphia in 2016.

Websites: Our information-packed and influential sites, visitphilly.com and uwishunu.com, average 55,000 visits every day. That translated into a record **20 million visits** in 2016.

Social Media: Mighty megaphones for our do-more, see-more messaging, our 14 social media properties garnered **8.9 million user engagements** (likes, comments and shares) in 2016 and embraced live video in a big way.

Hotel Promotions & Packages: Our long-running **Visit Philly Overnight Hotel Package** sold more than **11,000 packages** in 2016, resulting in 16,000+ room nights.

Partnerships & Sponsorships: They're small, medium and large in scope and completely customizable. The only consistency? All of our partnerships helped build the city's image and drive visitation.

REGIONAL VISITATION *and* ECONOMIC IMPACT

Greater Philadelphia Visitor Growth from 1997 to 2016

SEGMENT	1997	2016	GROWTH 1997-2016
Total Visitation	26.7M	42.0M	+58%
LEISURE	22.8M	37.0M	+62%
• Overnight Leisure	7.3M	14.7M	+101%
• Day Leisure	15.5M	22.4M	+44%
BUSINESS	3.9M	5.0M	+30%
• Overnight Business	1.4M	2.3M	+63%
• Day Business	2.5M	2.8M	+11%

The five-county region welcomed **42 million domestic visitors** in 2016—the **seventh year in a row for record visitation** and a 2.4% increase over 2015.

Since 1997, when VISIT PHILADELPHIA began marketing, **overnight leisure has been the fastest-growing visitor segment** in the region. In that time, overnight leisure visitation to the five counties doubled—a 101% increase—from 7.3 million in 1997 to 14.7 million in 2016.

Of the region's 42 million visitors in 2016, **37 million (88%) were here for a leisure purpose**. In fact, leisure travel is one of the best and most efficient ways to increase overnight hotel stays.



In addition to marketing in the U.S., VISIT PHILADELPHIA also promotes our region in Canada, the region's #1 international visitor market. We're proud to welcome a half million of our northern neighbors each year.

2016 Economic Impact of Tourism in Greater Philadelphia

Tourism is great for Greater Philadelphia's economy.

42 million visitors spent **\$6.8 billion** in 2016—mostly on food and drinks and on lodging.

This direct visitor spending:

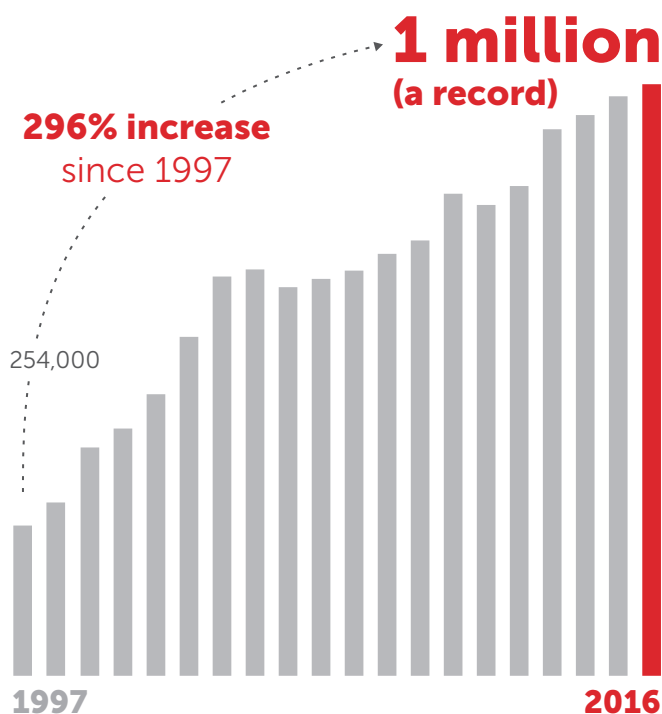
Generated **\$11 billion** in economic impact—or about **\$30 million** every day

Generated **\$634 million** in tax revenue for state and local governments, funding priority programs such as education, transportation and safety

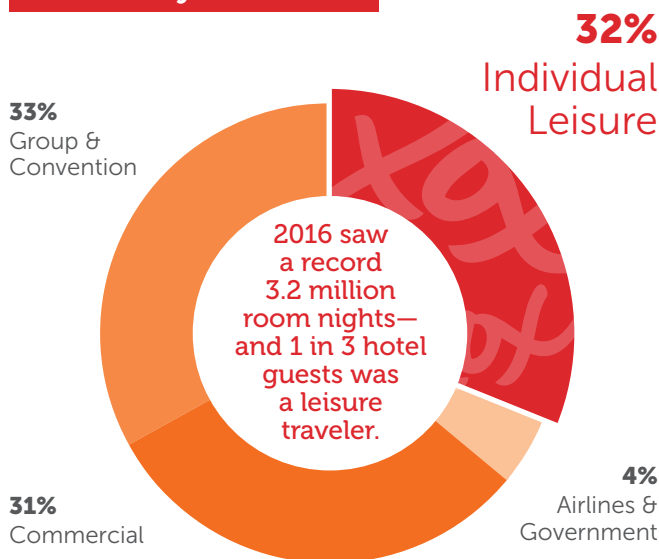
Supported **96,600 jobs**

CENTER CITY PHILADELPHIA HOTEL STORY

Leisure Segment Room Nights Center City Hotels



Hotel Market Mix 2016 Center City Hotels



Source: CBRE Hotels



Saturday Hotel Occupancy 2016

Topped 88% for the third year in a row

Busiest night of the week for the 13th year running

Reached 90% occupancy or higher on 37 Saturdays in 2016

Visit Philly Overnight Hotel Package

Since 2001, the **Visit Philly Overnight Hotel Package** has offered visitors free parking and a simple message: Philly is fun, so sleep over. And this year, the popular package was even more popular. In 2016, hotels **sold more than 11,000 packages, resulting in more than 16,000 room nights.**

The winter version of the package was especially successful. We teamed up with 38 hotels, plus The Franklin Institute, Blue Cross RiverRink Winterfest, Garces and Uber to offer a perks-packed deal that was booked more than 6,300 times—a 75% increase over the number of packages sold during the same period last year.

Hotel Rooms Rising

By July 2018, Center City Philadelphia is projected to have added **1,795 rooms in eight new hotels**—a 16.1% increase in supply over 2016. (Source: CBRE Hotels.) Several big and new-to-the-city brands are preparing to enter the market, along with smaller boutique hotels that cater specifically to leisure travelers.

PHILADELPHIA *in the NEWS*

In 2016, Philadelphia garnered plenty of media attention. Nearly 10,000 editorial stories covered our Historic District, must-see museums and attractions, culinary creativity, holiday celebrations, the DNC, the destination in general and VISIT PHILADELPHIA's work.

ESSENCE

"Rich in culture, history and fine architecture ..."

hola**ciudad!**

"... so fun, rich in history, accessible and authentic."

SMARTERTRAVEL

"10 Must-Visit U.S. Hotspots for 2017"

VOGUE

Philadelphia's "historic core is present at every turn, but today, it exudes a fresh, dynamic spirit."

U.S. News & WORLD REPORT

"... vibrant culinary scenes, world-class museums and plenty of free and affordable attractions."

TRAVEL+ LEISURE

"Best Places to Travel in 2017"

WINDY CITY TIMES

The city is "buzzing with excitement."

PastE

"Philadelphia is a tinderbox of culinary creativity."



TRAVEL+ LEISURE

"... home to world-class art museums, sprawling parks, and a buzzy restaurant scene."

CONDE NAST Traveler

*"11 U.S. Cities
Perfect For A
Weekend Getaway"*

The New York Times

"Philly as a culinary destination feels like an organic accomplishment. ..."

BLACK ENTERPRISE

*Named one of the "World's
6 Best Shopping Cities"*

Nearly

10,000

*destination-focused
editorial stories worth*

\$29 million

in publicity value

(Source: CisionPoint)

5,800

*photos distributed
to media*

1,300

*stories linked directly
to our websites*

430

*journalists and influencers
hosted in Philadelphia*

276

*members of the press
attended media events
in Philadelphia, New
York and Toronto*



VISITPHILLY.COM *and* UWISHUNU.COM

Our websites—visitphilly.com and uwishunu.com—ended 2016 with a record 20 million visits to the sites. Why are these web visits so important? Because they speak directly to consumers to build image, drive visitation and get visitors to do more.

20

million visits in 2016

That's more than 1.5 million visits per month, and it's double the visitation since 2012.

(Source: Google Analytics)

Revolutionary Marketing Move

In 2017, visitphilly.com introduced a new virtual tour for Philadelphia, including **360-degree photography and video with virtual-reality (VR) capabilities**. The VR and 360-degree content spotlights more than two dozen Philly sites and attractions to give web users a stunning online preview of Philly before they arrive. Explore the virtual tour at visitphilly.com/VR.



90% of people find more to see and do

And, when travelers find more to do, they stay longer, spend more and come back to visit more often. (Source: VISIT PHILADELPHIA Website User Surveys, 2016)

4 million organic clicks to partner websites

People went from our websites to sites for the region's attractions, restaurants, shops and events—and many of those clicks turn into real-life visits. (Source: Google Analytics)

9.5 million emails delivered

We delivered 9.5 million emails about the region's attractions, restaurants and hotels to our 190,000+ opt-in email subscribers. (Source: Emma Email Marketing)

160+ advertisers on visitphilly.com

These visitphilly.com advertisers earned 90 million impressions.

(Source: Google DoubleClick for Publishers)



SOCIAL MEDIA



Visit Philly's 14 social media channels connect with 1.3 million fans and followers (and growing). There are real people behind that number, and they're loyal to Philadelphia and engaged with our brand. In 2016, our posts earned 8.9 million engagements (liking, commenting and sharing) that turn people into visitors.

10,000 posts
last year

Those posts earned 327 million impressions—that's the number of times a Visit Philly post appears to people (and potential visitors).

200 posts
per week

We publish approximately 200 updates across our 14 channels every week to share news and events in the region and invite people to visit Philadelphia.

87% of out-of-town followers
more likely to visit

Our invitations via social media resonate. In our 2016 social media survey, 87% of out-of-towners said Visit Philly social media increased their likelihood to visit.

(Source: Visit Philly Social Media Survey, 2016)

15 social media
meetups

Beyond social media posts, our team engages with Philly fans in real life: Last year, Visit Philly connected with hundreds of fans and influencers at events all over town.

Revolutionary Marketing Move

We delved deeply into live video, being among the first destination marketing organizations on the latest image- and video-based platform Snapchat and taking to Facebook Live, Periscope and Instagram Stories to preview events, exhibits and festivals.

Our goal: get people excited about these happenings in a new way, spurring them to visit Philadelphia, spend money and even stay over. In 2016, Visit Philly videos had more than **9 million views** across Facebook, Snapchat, Periscope and YouTube, and our customized Snapchat geofilters received more than **4 million views**.



MARKETING CAMPAIGNS

With Love, Philadelphia XOXO®

CAMPAIGN AT A GLANCE

Our versatile core branding campaign focusing on the multitude of things to do for the active traveler

REVOLUTIONARY MARKETING MOVE

Returned the campaign to Washington, DC for the first time in five years to build on awareness generated by the papal visit and Democratic National Convention

KEY ACCOMPLISHMENTS

High-Impact Placements: Ran ads on the exterior screens of DC's Verizon Center—a VISIT PHILADELPHIA first—and did a station domination at New York's Penn Station that generated 6.1 million impressions

Joint Marketing Program: Extended our reach in New York and Washington, DC and promoted more reasons to visit thanks to these key partners: Sesame Place, National Constitution Center, Opera Philadelphia, National Museum of American Jewish History, the Barnes Foundation, Philadelphia Orchestra, Longwood Gardens, The Franklin Institute and the Pennsylvania Ballet

TV & Online Video Placements: Supplemented our TV presence in New York and DC with online video placements through Hulu and TubeMogul

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WHAT'S NEXT?

Two Philadelphia-focused programs featuring content curated by VISIT PHILADELPHIA: *1st Look* to air nationally on NBC and *Open House* to air on NBC in New York, Philadelphia and DC

Up Next: An Even Greater Focus On Food

We are gearing up for a major food push. Our mission? To guide visitors toward food experiences that will make for the most memorable moments of their trips. Stay tuned for more delectable details to come later in 2017.

FAMILY TIME SHOULD BE HISTORIC.

Join us in Historic Philadelphia.

— visitphilly.com —



CLEAR CHANNEL

Philadelphia's Historic District

CAMPAIGN AT A GLANCE

Grant-funded project promoting the history, museums, restaurants, shops, art galleries and public spaces in Old City, Society Hill and the Delaware River Waterfront

REVOLUTIONARY MARKETING MOVE

Sponsored the nationally aired PBS public affairs show "The Whole Truth" and ran a Historic District commercial during each episode

KEY ACCOMPLISHMENTS

Content Galore: Created robust content in words and photos to promote the area on our websites, through our social media properties and to media

In-Market Advertising: Ran an in-market ad campaign to promote the District to the influential local audience

Press Coverage: Secured more than 1,500 editorial placements about the Historic District

WHAT'S NEXT?

New advertising creative, District celebrations and activations—including a Living Liberty Bell photo opportunity, featuring more than 3,000 people in the shape of the famed Bell, to drive media coverage in advance of the Fourth of July

African-American

CAMPAIGN AT A GLANCE

Selling Philly's art, culture, history and food assets to African-American travelers

REVOLUTIONARY MARKETING MOVE

With Fictionless, began development of a six-part web video series to launch in June

KEY ACCOMPLISHMENTS

Powerful Partnership: Teamed up with Urban Philly Professional Network on happy hours to ensure that this influential group is aware of the city's sight-doing opportunities

Nightlife Promotion: Hosted a #visitphilly Silent Party with Silent Philly that attracted more than 600 guests to The Schmidt's Commons and promoted the city's buzzing nightlife scene

WHAT'S NEXT?

The launch of our largest African-American advertising campaign to date, developed in conjunction with the Palette Group, in June 2017

Latino

CAMPAIGN AT A GLANCE

Increasing interest in and visitation to Philadelphia by Latino travelers

REVOLUTIONARY MARKETING MOVE

Co-hosted a press tour that took journalists from Philadelphia to Mexico City to preview the *Paint the Revolution: Mexican Modernism, 1910–1950* exhibition on display at the Philadelphia Museum of Art in fall 2016

KEY ACCOMPLISHMENTS

Hispanicize Sponsorship: Supported the largest annual event for Latino trendsetters and newsmakers and engaged with hundreds of content creators there

Media Influencers: Hosted Latina bloggers and influencers—with a combined following of nearly 250,000 people—to cover Philadelphia

WHAT'S NEXT?

Research study to identify a Latino traveler profile for Philadelphia and a ramped-up campaign to encourage tourism

LGBT

CAMPAIGN AT A GLANCE

Attracting LGBT visitors since the launch of our ground-breaking campaign in 2004

REVOLUTIONARY MARKETING MOVE

Conducted LGBT traveler research that we'll use to guide our marketing approach in the year ahead

KEY ACCOMPLISHMENTS

Content Creation: Updated our LGBT content for use on visitphilly.com/LGBT, uwishunu.com, our pressroom and social media properties

Facebook Focus: Increased followers on the Visit Gay Philly Facebook page by 42%—from 35,000 to nearly 50,000

Community Relations: Strengthened community ties through local sponsorships and activations (NLGJA reception during the DNC, qFlix, OutFest); national conference participation (the Original LGBT Expo and LGBT Week in New York, Gay Days in Orlando, NLGJA in Miami); and PHLCVB partnership to secure the NLGJA conference in Philadelphia in 2017

WHAT'S NEXT?

A three-year sponsorship of the annual global convention of the International Gay & Lesbian Travel Association

WHAT'S TRENDING?

Here's a look at eight local and national trends we're watching and addressing in 2017. The goal? Ensure that we keep people aware of, interested in and committed to visiting Philadelphia over and over again:

- 1 Travel industry news website Skift says dining out is the main event driving tourism.** As more travelers crave culinary experiences, we're expanding our efforts to help visitors find them in Philly.
- 2 CNN says there's a "growing band of travel agents and social networks that celebrate and promote travel by people of color."** In 2017, we'll launch a series of videos and ads to speak directly to African-American travelers.
- 3 As people use more platforms to make travel decisions, organizations like ours need to expand our roles as destination brand managers.** Branding builds business. That's why all our efforts—our advertising, media relations, call-to-action website and hashtag—reinforce our message, inviting people to visit Philly.
- 4 Travel brands should get used to changes in video-forward social media platforms.** We continue to refine our live video strategy and produce nearly one video story a day on Snapchat, Instagram or Facebook—always with the goal of getting people to see and do more in the region.
- 5 Virtual reality (VR) has hit the mainstream.** Launched early in 2017, VISIT PHILADELPHIA's digital 360-degree photo, video and VR experience showcases the beauty of Philadelphia to visitors before they arrive.
- 6 Paid content distribution on the web and through social media** has become an effective way to get our content in front of likely visitors—and in larger numbers. Our strategy is to inspire, engage and convert people to do more while they're in Philly.
- 7 Collaboration is now key** for travel providers and marketing organizations like ours. We've always worked with partners in the city and region, but now it's time to work with other destinations to deliver to visitors the multi-stop travel experiences they want.
- 8 In the current climate, travelers want to feel welcome.** Philadelphia is the City—and region—of Brotherly Love, and our campaigns have long sent welcoming messages of love, inclusion and independence and will continue to do so in 2017 and beyond.



The Academy
 of Natural Sciences of
 Drexel University • Adventure Aquarium •
 African American Museum in Philadelphia • Amer-
 ican Airlines • Amtrak • The Barnes Foundation • Brick-
 stone Realty • Center City District • The Chamber of Commerce
 for Greater Philadelphia • Chester County Conference & Visitors Bu-
 reau • Philadelphia Chinese Lantern Festival • City of Philadelphia • CityPASS
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 itor Center • Ink •
 The Kimmel Center
 for the Performing
 Arts • KYW Newsradio
 • LEGOLAND Discovery
 Center Philadelphia •
 The Shops at Liberty Place

THANKS *to our* PARTNERS

Thanks to our partners who
 amplify our message and give
 visitors more reasons to visit
 Philadelphia over and over
 and over again.



• Longwood Gardens • Lyft •
 Macy's • The Mercer Museum
 • Mural Arts Philadelphia •
 Philly BBQ Fest • Philly Farm & Food Festival • Philly Loves Beer • Pipeline Philly
 • Please Touch Museum • PNC • Rita's Italian Ice • Saxbys • Scarlett Alley • South-
 eastern Pennsylvania Transportation Authority • Sesame Place • Sonny's
 Famous Steaks • Starr Restaurants • SugarHouse Casino • Tasty-
 kake • Temple University • Tony Luke's • Taller Puertorriqueño
 • Thomas Jefferson University • Uber • University City
 District • University of Pennsylvania • URBN • Valley
 Forge Tourism & Convention Board • Victory
 Brewing Company • Visit Bucks Coun-
 ty • Walnut Street Theatre • Wawa
 • Wawa Welcome America •
 WeWork • Where Maga-
 zine • XFINITY Live! •
 Yards Brewing
 Company

Museum of the American Rev-
 olution • National Constitution
 Center • National Park Ser-
 vice • NBC10 • NextFab
 • Odunde • One Liber-
 ty Observation Deck •
 Opera Philadelphia •
 Pennsylvania Academy
 of the Fine Arts • Penn
 Museum • Pennsylvania
 Ballet • Pennsylvania
 Convention Center •
 Pennsylvania Horticul-
 tural Society • Penn-
 sylvania Restaurant &
 Lodging Association
 • The Pew Charitable
 Trusts • Philadelphia
 Auto Show • Phila-
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 & Visitors Bureau •
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 dents • Philadelphia
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