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VISIT PHILADELPHIA® MARKS NATIONAL TRAVEL & TOURISM WEEK
New Video Welcomes All People To Visit With Love

PHILADELPHIA, May 3, 2017 – To celebrate National Travel and Tourism Week (NTTW), taking place from May 7-13, 2017, VISIT PHILADELPHIA® today released a video highlighting the people who welcome visitors to Philadelphia every day. Entitled the “Faces of Travel,” the video supports the U.S. Travel Association’s NTTW 2017 theme and invites travelers to Philadelphia. It echoes VISIT PHILADELPHIA’s 20-year tradition of extending inviting and love-filled messages to potential visitors. The video is [viewable on YouTube](#).

“Philadelphia is the City—and region—of Brotherly Love, and our campaigns have long had a welcoming message of love and inclusion to reflect that,” said Meryl Levitz, president and CEO, VISIT PHILADELPHIA.

VISIT PHILADELPHIA’s first campaign in 1997 nicknamed the region **The Place That Loves You Back**. In 2004, Philadelphia became the first destination to launch an LGBT-themed television commercial, part of the organization’s **Philadelphia – Get Your History Straight and Your Nightlife Gay** campaign. And, in 2009, VISIT PHILADELPHIA introduced **With Love, Philadelphia XOXO**, inviting visitors with love letters from Philly.

Greater Philadelphia welcomed 41 million domestic visitors in 2015—the sixth straight year for record visitation to the five-county region. Those visitors spent \$6.7 billion, supporting more than 93,000 jobs and generating \$10.7 billion in economic impact. (Source: Econsult Solutions, Inc.)

Travel and tourism is a major economic driver in the U.S. One in every nine American jobs depends on travel, and travel is one of the top 10 employers of American workers in 49 of the 50 states, plus the District of Columbia. (Source: U.S. Travel Association)

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.

On Greater Philadelphia’s official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

Note to Editors: For high-resolution photos of Greater Philadelphia, visit the photo gallery of visitphilly.com/pressroom.