

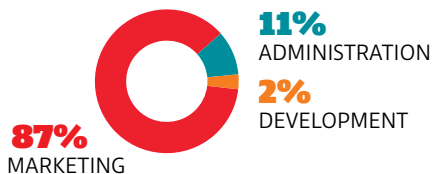
Annual Report
**Building Momentum
Through Collaboration**

BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA COUNTIES

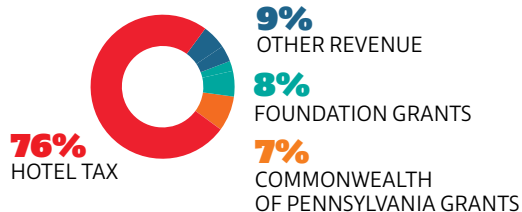
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ALLOCATIONS



FUNDING SOURCES



Hotel Tax Primer

Guests pay a 15.5% tax on Philadelphia hotel rooms. So how is that money divided, and who gets it?

Sales Tax = 7.0%

- 6% to Commonwealth of Pennsylvania
- 1% to City of Philadelphia

Hotel Tax = 8.5%

- 4.94% to Pennsylvania Convention Center Authority
- 2.03% to Philadelphia Convention & Visitors Bureau
- 1.53% to VISIT PHILADELPHIA®

And The Winner Is...

Our team won more than a dozen awards in 2018:

- 6 Hospitality Sales & Marketing Association International (HSMAI) Awards, including a prestigious Platinum Award—recognizing the best of the best—for our mobile retargeting marketing program with the Pennsylvania Convention Center
- 3 Hermes Creative Awards
- 3 AIVA Communicator Awards
- 1 PR Daily Video & Visual Award



I'm proud to serve as the chairman of the board for VISIT PHILADELPHIA. In 2018, our board faced its most challenging and important task yet: find a new president and CEO for a company helmed by just one leader—the visionary Meryl Levitz—over the course of its 22-year history.

After an extensive national search, the board unanimously agreed that our very best choice was Jeff Guaracino. In just a short time, Jeff has proven to be an agile, innovative and forward-thinking leader. We're thrilled with the work he and his team have produced and look forward to seeing what's to come from the always-evolving, always-pioneering VISIT PHILADELPHIA team.



Manuel N. Stamatakis
Board Chairman

Cover photo illustration based on image shot by Elevated Angles; other photos by M. Edlow, J. Fusco, R. Kennedy, A. Perry and C. Smyth for VISIT PHILADELPHIA

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VISIT PHILADELPHIA



BUILD THE REGION'S DRIVE VISITATION. BOOST THE ECONOMY



Everything we do at VISIT PHILADELPHIA, we do to achieve these goals.

The focus of our marketing? North Americans looking to travel for fun.

While our advertising reach is largely concentrated on the East Coast of the U.S., we're able to tell people in all 50 states and all three North American countries why this beautiful five-county region of ours is so worth a visit...or two...or three. And that's because of our robust public relations, impactful social media and powerful websites, visitphilly.com and uwishunu.com.

This report tells the story of how we do what we do and highlights the results of our work for 2018.

IMAGE. Y.



A map of North America, including the United States, Canada, and Mexico. The map is primarily light blue. A series of concentric white circles are centered on New York City, with labels for MONTREAL, TORONTO, HARTFORD, NEW YORK, PHILADELPHIA, BALTIMORE, and DC. An orange line with arrows originates from the Northeast and points towards MEXICO CITY in Mexico.

MONTREAL
TORONTO
HARTFORD
NEW YORK
PHILADELPHIA
BALTIMORE
DC
MEXICO CITY

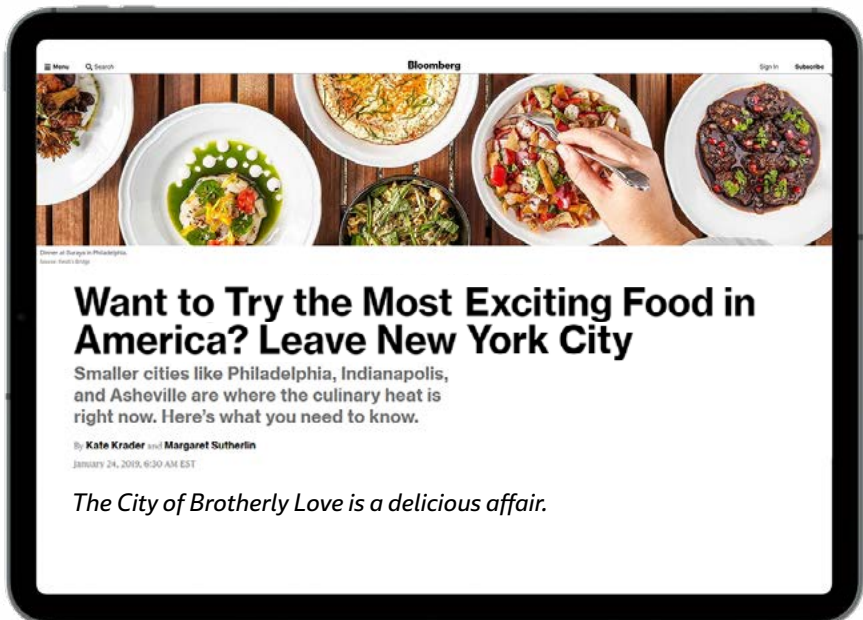
This map highlights where our paid advertising and public relations efforts are largely focused. Our integrated marketing approach ensures that our come-visit message reaches well beyond the East Coast.

MANY VISITS TO PHILADELPHIA BEGIN BECAUSE OF A FRIEND'S RECOMMENDATION, AN INFLUENCER'S INSTAGRAM POST OR A JOURNALIST'S FEATURE STORY.



GQ, December 2018

Third-party endorsements plant the seeds that position Philadelphia as a desirable, welcoming vacation destination. And they're endorsements we spend a lot of time cultivating. Why? Because people trust them and, more importantly, they act on them.



Bloomberg, January 2019

BY THE NUMBERS

11,900+

stories about
Philadelphia as a
travel destination

880

stories featuring **VISIT
PHILADELPHIA** images

More than

800

direct pitches
to the media

150

press releases

170

media and
influencers hosted

What Makes Us Proud

- **Positive destination coverage** every single day of the year
- A **fifth straight year of major accolades**, with *GQ* calling Philadelphia the 2018 "City of the Year"
- Impactful **food-focused partnerships** with Drexel University's Philly Chef Conference and the James Beard Foundation

THE BUZZ ABOUT PHILLY

We tracked a **record amount of destination coverage** in 2018. Here's a look at some of our favorite headlines and excerpts.

"It's not a city—it's a fan club."

CONDÉ NAST
Traveler

"...an unparalleled art scene"

TRAVEL+
LEISURE

"...one of the best museum
cities in the U.S. "

lonely planet

"Here's the way it works now, when it comes
to food in Philadelphia—anything can
happen, anywhere, at any time, and it does."

FOOD&WINE

"Philadelphia is an amazing city..."

CNN
Travel

"...a crazy-fun destination."

Good Housekeeping

"...for the culinary and history obsessed."

DUJOUR

"...home to a thriving hotel market."

- Hotel Business Magazine

"If we needed a Capital of Blackness,
we'd make it Philadelphia."

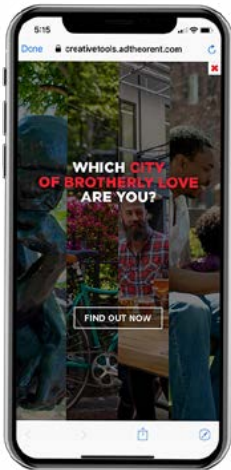
THE ROOT

"...incredibly welcoming to LGBTQ visitors."

- New Now Next

"2018 was a record-breaking year for
Philadelphia's hospitality industry."

- Hotel Online



Mobile ad driving more than 50,000 clicks to visitphilly.com



OTHER VISITS TO PHILADELPHIA BEGIN BECAUSE OF AN AD.

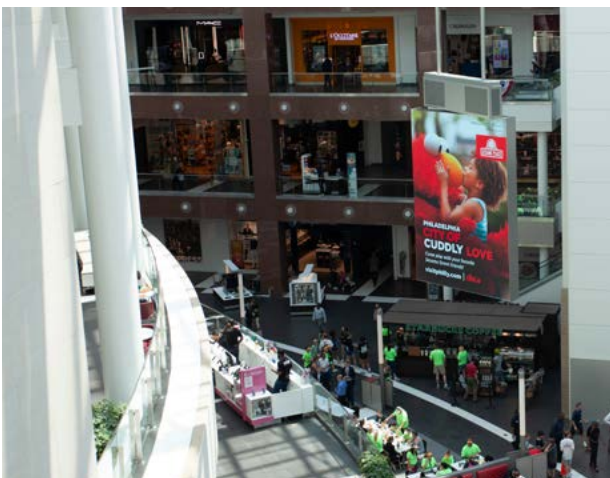
We run lots of ads—in new and traditional forms, in all seasons and in pursuit of all different kinds of travelers.



One of more than 260 ads that made up our 2018 Penn Station Domination in New York City



35 bus shelters in Washington, DC, a new market for us



Joint Marketing Program partner, Sesame Place, in the Fashion Centre at Pentagon City



New video boards in Brooklyn

**OUR MESSAGE?
YOU'RE WANTED HERE.
YOU'RE WELCOME HERE.
ALWAYS AND WITH LOVE.
COME VISIT.**



Our target markets? Four generations of travelers of varying backgrounds and with all sorts of interests (African American, Latinx, LGBTQ, couples, families, foodies, arts and culture enthusiasts and more)

BY THE NUMBERS

300
million+
total impressions

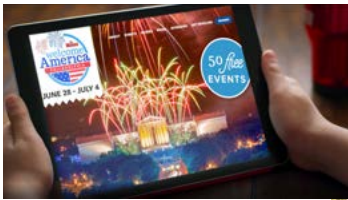
500+
ads

212
digital billboards

25
east coast cities

4
tv commercials

14
joint marketing
partners



TV commercials for two distinct seasons: summer (above) and winter (below)



What Makes Us Proud

- A **digital strategy** that incorporated more interactive media and resulted in higher user engagement
- 2 million+ event and festival attendees reached through **our sponsorships**
- **First fall Joint Marketing Program advertising campaign** to increase tourism during need period
- **Local TV partnerships** with significant value-added elements that helped us expand our reach
- **Philadelphia exposure through AAA:** 104 offices, 594 agents and 71,500 consumers at 5 trade shows

THEN COMES THE PLANNING, AND NO ONE ELSE SHOWS OFF THE BEAUTY AND APPEAL OF OUR COLLECTIVE FIVE-COUNTY REGION LIKE WE DO.

Through our powerhouse websites, visitphilly.com and uwishunu.com, and our 14 always-on social media accounts, we show and tell people—locals included—why the Philadelphia region is so worth a visit and encourage them to book their hotel stay.



visitphilly.com's mobile-friendly homepage

ENCORE-WORTHY PERKS

Free parking at hotel and venue

VISIT PHILLY

LIVE NATION

Hotel Package

Xoxo

PHILADELPHIA

visitphilly.com

BY THE NUMBERS

Web

16 million combined visits to **visitphilly.com** and **uwishunu.com**, one of the most highly used destination website networks in the country

3.45 million referrals to **partner** websites from our sites

More than **10 million** emails delivered resulting in

1.7 million views

Social

439 million impressions on social posts

400 #visitphilly uses per day

11.4 million total video views—the equivalent of watching 8 years of video

22.5 million social engagements—double last year!

Hotel Packages

9,412 Visit Philly Overnight Hotel Packages sold

13,246 room nights consumed (more than 305,000 in the package's history)

1 new Visit Philly Live Nation Package

What Makes Us Proud

- Our **redesigned** and award-winning **website**, **visitphilly.com**
- An **evolved digital content strategy** that's more effective
- An **expanded content marketing and distribution strategy** to grow our messaging's reach
- The **use of trackable links** that help us monitor traffic coming to our sites from the visiting influencers we host
- The **use of advanced targeting techniques** on Facebook and Instagram to help our ads perform better
- Our new **hotel package with Live Nation**, a global leader in live entertainment
- Our **partnership with Miles Partnership and Google** to help visitors better plan their trips



NEXT UP? OUR ALL-IMPORTANT VISITORS, THE KEY TO PHILADELPHIA'S SUCCESS AS A TOURISM DESTINATION.

Families drive here. Couples fly here. Girlfriends take the train here.

For the first time ever, we have four active generations—Baby Boomers, Gen X, Millennials and Gen Z—traveling.

They stay in hotels, book Airbnbs or room with friends. Then, they tour the town by foot, by trolley, by Segway, by SEPTA, by Lyft. They move in and out of museums, in and out of restaurants, in and out of neighborhoods. They look for more to see and to do on Google, on Yelp, on visitphilly.com, on uwishunu.com.

And all the while, they share their journey, tweeting about that visit to the Liberty Bell, texting their cousins about the best sandwich that's ever graced their lips, Instagramming their way up the Art Museum's 72 steps and maybe, just maybe, sending a postcard ('cause sometimes, it's kind of cool to kick it old-school).

During their time here, **our region shines; our iconic sites wow; our residents welcome.**

And when that happens,
**we've earned a loyal fan,
a trusted ambassador,
a repeat visitor who's
fallen in love with
Philadelphia: our people,
our places, our history,
our attitude, our heart.
That's when we all win.**



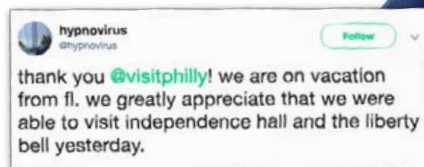
WE ALSO WIN WHEN WE PUT OUR VISITORS FIRST.

What's best for them? What can we do to make sure their experiences exceed expectations?

The answers to those questions guide what we do and how we do it. That's why we're such proud partners of cultural organizations, annual events and visitor-focused amenities throughout the region.

And that's why we stepped in when a partial federal government shutdown closed the Liberty Bell and Independence Hall—the city's most visited attractions—during the busy three-day weekend between Christmas and New Year's Eve 2018.

Working with the City of Philadelphia and the Independence National Historical Park, we invested \$32,000 to ensure that our most iconic sites would be open. And thanks to our visitor-first approach, the Bell and Hall welcomed **30,000 happy, appreciative people who generated more than \$1 million in spending** over the long weekend.



Independence Hall

AP

Liberty Bell to reopen for 3 days thanks to tourism group

December 27, 2018



PHILADELPHIA (AP) — Tourists in Philadelphia for the holidays will be able to see the Liberty Bell this weekend despite a partial federal government shutdown that closed many national parks throughout the country.

Most of the buildings in the Independence National Historic Park including Independence Hall and the Liberty Bell Center have been shuttered since Saturday morning because of the partial shutdown. That was bad news for tourists and the city of Philadelphia, which sees the second highest attendance at the Liberty Bell during the weekend before New Year's Day annually.

Officials at tourism and marketing group Visit Philadelphia say they're giving the park \$30,000 to open Friday, Saturday and Sunday to let in the estimated 25,000 people who had planned to see the Liberty Bell this weekend.

“Visit Philadelphia should be commended for stepping in and helping out.”

The Philadelphia Inquirer

“Officials at tourism and marketing group Visit Philadelphia say they’re giving the park \$32,000 to open Friday, Saturday and Sunday to let in the estimated 25,000 people who had planned to see the Liberty Bell this weekend.”

AP**The Inquirer**

ONLY NEWS philly.com

A bright spot in shutdown: Independence Park is open | Editorial

Updated: December 27, 2018 - 5:12 PM

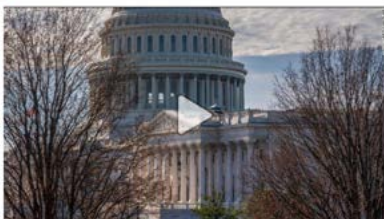
The Inquirer Editorial Board | opinions@inquirer.com

In 1776, our Founding Fathers gathered in the building that is known today as Independence Hall and created the Constitution of the United States that made it possible for this small state and large states to support the newly drafted constitution. Ironically, that same hall has been closed to visitors in the past few days because of the inability of the White House to reach a

CNN politics

41 CONGRESS SUPREME COURT 2018 ELECTION RESULTS

Federal employees prepare for a long shutdown

by Liz Kaituma and Paul T. Murphy, CNN
Updated 9:56 AM U.S. West January 1, 2019

Federal workers brace for long shutdown 02:14

“...In Philadelphia, a local nonprofit organization, VISIT PHILADELPHIA, donated money to keep Independence Hall and the Liberty Bell open for three days starting Dec. 28.”

CNN

AND FINALLY, THE RESULTS.

Sure, travel is fun. Experiencing a new place is invigorating. But the impact of travel and tourism is serious business that comes in the form of jobs, tax revenue and economic impact. For the Philadelphia region, **2018 was a record-breaking year for our industry** on all key measurable fronts.

Regional Visitation

A record **45 million** people visited from the U.S. and international markets—that's more people than the populations of Canada, New Zealand and Iceland combined, and that's **up nearly 2%** from 2017.

 **88%** of our 45 million visitors came here for a leisure purpose (translation: to have fun).

Regional Economic Impact

 Visitor spending generated **\$12.2 billion** in economic impact over the course of a year—that's slightly more revenue than the entire U.S. yoga industry brings in per year.

That's **\$33 million in economic impact per day**—more than the cost of 6 million Wawa Shorti hoagies.



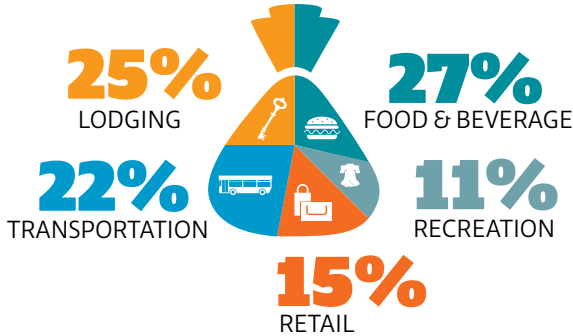
Chef Michael Solomonov, Zahav

Regional Visitor Spending



Visitors spent a whopping **\$7.6 billion**—that's 6.1% over 2017 and more than the net worth of Oprah Winfrey, Steven Spielberg and Jay-Z combined.

They spent their money on:



Regional Jobs Supported



Our visitors supported **stable, prosperous jobs for 103,800 people**—up 5.5% from 2017. Those people could fill all the seats in Lincoln Financial Field, Wells Fargo Center, The Met Philadelphia, The Tower Theater, the Academy of Music and the Kimmel Center for the Performing Arts.

Regional Tax Revenue



Visitor spending generated **\$980 million** in state and local tax revenue, up 4.6% from 2017. Visitors pay consumption tax on things like hotel rooms, alcoholic drinks and entertainment, and their visits support general taxes on wages, property and business.



Aloft Hotel



Kimpton Hotel Palomar

Center City hotels achieved record occupancy and increases in average daily rate and revenue.

These record 2018 numbers come in a year when three new Philadelphia hotels opened, adding 402 rooms to the city's supply.

Center City Occupancy

79.6% Center City occupancy—the fifth year in a row Center City hotels have set an occupancy record.

Center City Room Nights Sold

3.5 million room nights sold, a 5.6% increase over 2017.

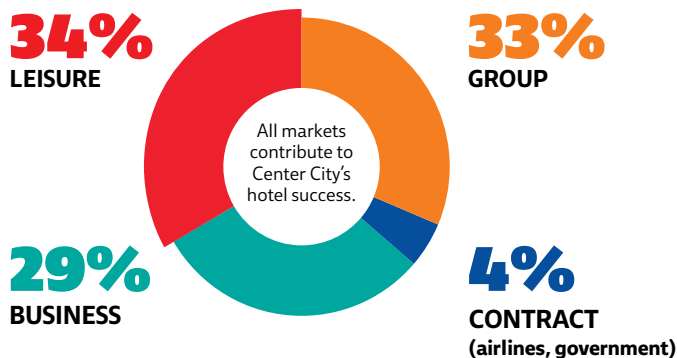
Center City Average Daily Rate (ADR)

\$191—that's up from \$185 in 2017 (a 3.4% increase) and just beating the record set in 2016, when Philadelphia hosted the Democratic National Convention.



Cambria Hotel

Center City Market Mix Demand by Visitor Segment



Hotels: New & Coming Soon

In 2018, regional hotels brought in \$1.4 billion in revenue. From 2018 through 2020, the region is adding 25 hotels and 3,735 rooms to its supply. The new additions are a mix of big-name brands, luxury properties, budget accommodations and small boutique hotels—all focused on helping the region increase its hotel revenue even more.

Center City Revenue

\$675 million in hotel revenue, a 9.2% increase from 2017 when revenue came in at \$618 million—that's thanks to higher rates and greater demand throughout the year.

Regional Hotels

Regional hotels—those in Bucks, Chester, Delaware, Montgomery and Philadelphia counties—also set plenty of records in 2018:

Occupancy

72.3%—up 3.0% over 2017

Room Nights Sold

9.9 million—up 5.0% over 2017

ADR

\$144—up 2.6%

Revenue

\$1.4 billion—up 7.7%



Wayne Hotel

Sources: STR and TravelClick

These results—these hard-earned, record-breaking results—are due to the work of dozens of organizations that collaborate every day to improve the region's product offerings, tout the variety and greatness of those offerings and see to it that visitors have exceptional Philadelphia experiences before, during and after their trips.

It takes a village, and in the Philadelphia region, that village is made up of many local governments, five convention and visitors bureaus, one regional tourism marketing organization, an international airport, several convention and expo centers, a hotel association, multiple visitor centers, dozens of community development corporations and hundreds of museums, attractions, restaurants and shops—all doing their part to ensure that Philadelphia delivers for locals and visitors eager to experience all of the region's wonders.

**IN 2018, WE
DELIVERED—
TOGETHER. FOR
THAT, WE'RE
PROUD AND
POISED TO KEEP
BUILDING ON
THIS MOMENTUM
IN 2019 AND WELL
BEYOND.**



VISIT PHILADELPHIA's 2019 Outlook event, featured from left to right: **Jeff Guaracino**, VISIT PHILADELPHIA; **Geoff Gordon**, Philadelphia Live Nation; The Honorable **Derek Green**, Philadelphia City Council; The Honorable **Blondell Reynolds Brown**, Philadelphia City Council; **Mayor Jim Kenney**, City of Philadelphia; **Manny Stamatakis**, VISIT PHILADELPHIA; **Jim Cuorato**, Independence Visitor Center Corporation; **Jay Dellavecchia**, Greater Philadelphia Hotel Association; **John McNichol**, Pennsylvania Convention Center; **Julie Coker Graham**, Philadelphia Convention and Visitors Bureau; **Chellie Cameron**, Philadelphia International Airport

This is our industry, a focused and dedicated team, working daily on national, regional and local levels to ensure that our region shines.

U.S. TRAVEL
ASSOCIATION



Pennsylvania
pursue your happiness



GREATER PHILADELPHIA
HOTEL ASSOCIATION



OFFICIAL TOURISM PROMOTION AGENCY
OF DELAWARE COUNTY, PENNSYLVANIA



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30 S. 17th Street, Suite 2010, Philadelphia, PA 19103 | (215) 599-0776