

CONTACTS: Cara Schneider
(215) 599-0789, cara@visitphilly.com
Arturo Varela
(267) 765-0367, arturo@visitphilly.com

PHILADELPHIA REGION BEGINS RESPONSIBLE REOPENING
A Statement from Jeff Guaracino, President & CEO, VISIT PHILADELPHIA®

“The Philadelphia region’s comeback is underway, and the people of Greater Philadelphia play an immensely important role in making it as successful as possible.

As the Philadelphia region prepares to move into the green phase, we at VISIT PHILADELPHIA® will begin a new phase in our marketing efforts to help reignite our tourism economy. Together with our partners, we have a nimble plan to bring back leisure visitors. It’s one that will evolve and change as we respond to the new reality that we’re all living in.

Our industry is resilient and thanks to 30-plus years of investment, Greater Philadelphia is uniquely positioned to recover and thrive once again as a tourism destination. However, the fact is: It will take time to bounce back to the record levels that grew our industry success prior to COVID-19. The same is true for destinations across the country and around the world. While some destinations are overflowing with people, the reality is that the majority of people are still not traveling yet, and, as a result, travel spending nationally is expected to be down by almost half this year compared to last year.

We can all do our part to help in the recovery by heeding the advice of public health experts. By doing this, we’ll be in a position to reassure people that Greater Philadelphia is ready to welcome them back. We know that our recovery begins at home with the 4.15 million Greater Philadelphians who live here. While the region eases into the green phase, it is our turn to tourist — our turn to stay in hotels, visit museums, dine out in restaurants and shop at neighborhood boutiques.

Today, we face many challenges — challenges that call for our focus, agility and optimism. In moving forward together, we can create new opportunities for growth and success. VISIT PHILADELPHIA has never stopped marketing, and we never will. Our mission is more critical now than ever before, and we remain committed to marketing our region’s hotels, attractions, public spaces, restaurants and shops. Our competitive advantage comes in the form of our websites (visitphilly.com and uwishunu.com); our social media (1.5 million followers strong); and our advertising and public relations efforts.”

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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 and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.