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**VISIT PHILADELPHIA® MAKES ENHANCEMENTS TO VISITPHILLY.COM
AS PART OF COVID-19 STRATEGIC RECOVERY**
New Features Make It Easier Than Ever For Visitors To Plan & Book Philly Trips

PHILADELPHIA, July 16, 2020 – VISIT PHILADELPHIA® is making a series of technological enhancements and content strategy shifts on visitphilly.com, the five-county region's official visitor site, in order to meet the new needs of travelers, who will travel differently now as a result of COVID-19.

Among the enhancements to visitphilly.com, a site that refers 2.7 million people to hotel, attraction, restaurant and other partner websites each year: homepage personalization that tailors information based on where people are located, restaurant-booking capabilities on the site for establishments listed on OpenTable, a hotel search engine that serves up more compelling [hotel offers](#) and a [centralized job resource](#) to make it easier for the region's tourism and hospitality industry employees to get back to work.

The words and visuals visitors see on visitphilly.com are shifting as well in response to COVID-19. Since restrictions began lifting, VISIT PHILADELPHIA has been producing articles—itineraries, lists, FAQs—that inspire people to think differently about what they can do and how they can do it safely and responsibly. The pieces are complemented by photos and videos that show people donning masks, social distancing and heeding other safety advice.

“Our research indicates that people are beginning to plan future trips again. But what they’re looking for and how they’ll travel in the months and years to come has changed a great deal, and it’s our job at VISIT PHILADELPHIA to be responsive to their needs,” said Jeff Guaracino, president & CEO, VISIT PHILADELPHIA. “We have to use our greatest marketing asset, visitphilly.com, to empower locals and visitors to make informed and responsible decisions that they’re comfortable with about where to go, what to do, and how to spend their limited time and money.”

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. 6th & Market Streets, (800) 537-7676

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.