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B.PHL INNOVATION FEST FEATURES SESSIONS ON TOURISM & HOSPITALITY
VISIT PHILADELPHIA® Joins Festival To Discuss Greater Philadelphia's Tourism Economy & How The Region Bounces Back From COVID-19

PHILADELPHIA, September 15, 2020 – For the second consecutive year, VISIT PHILADELPHIA® is participating in the **B.PHL Innovation Fest** in a variety of sessions focused on Philadelphia's tourism and hospitality sector, its economic impact on the region and ways the industry is adapting to changing consumer behavior.

Taking place virtually September 15-17, 2020, the festival is a virtual-hybrid celebration of inspiration, connection and innovation. The three-day series of workshops, meetups and curated experiences highlight the innovative recovery efforts to kickstart the economy. B.PHL Innovation Fest features diverse speakers and perspectives to promote diversity, equity and inclusion, and this year, racial justice.

Jeff Guaracino, VISIT PHILADELPHIA's president and CEO, is scheduled to moderate two panel discussions and lead a tour of Philadelphia from the One Liberty Observation Deck during the festival. Details of his appearances:

- **Panel One:** [The Real Philadelphia? You Probably Haven't Heard of It](#)
Date/Time: Tuesday, September 15, 3-4 p.m.
Participants: Jeff Guaracino (moderator/participant); Anne Ewers, Kimmel Center for the Performing Arts; Judilee Reed, William Penn Foundation
- **Panel Two:** [Everything you thought you knew about travel just changed. Will Generation Z and innovation shape the future?](#)
Date/Time: Wednesday, September 16, 1-2 p.m.
Participants: Jeff Guaracino (moderator/participant), Gregg Caren, Philadelphia Convention & Visitors Bureau; Julie Coker, San Diego Tourism Authority
- **Pre-recorded:** [A View from the Top: Touring Philadelphia](#)
Date/Time: Wednesday, September 16, 4-5 p.m.

Tickets to attend B. PHL Fest 2020 are free, with an option to donate to the Philadelphia COVID-19 Fund. There were more than 5,000 registrations at the inaugural B. PHL Fest 2019, and even more are expected this year.

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About VISIT PHILADELPHIA:

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.

About B.PHL Innovation Fest:

B. PHL Fest 2020 is a virtual-hybrid celebration of inspiration, connection, and innovation. The 3-day free series of workshops, meetups, and curated experiences will highlight the innovative recovery efforts to kickstart the economy. B. PHL Fest was designed to feature diverse speakers and perspectives to promote diversity, equity, and inclusion, and this year, racial justice. We invite everyone to our virtual table to be part of the discussions and actions to permanently end systemic and structural racism throughout the region and beyond. B. PHL began in 2019 with three objectives: Highlight Philadelphia as an amazing place to live and work, create meaningful connections between people and organizations doing innovative work and ignite new ideas and inspire change-makers of the future.