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### **FACT SHEET**

#### ***#OurTurnToTourist Marketing Initiative***

**Name:** **#OurTurnToTourist**, VISIT PHILADELPHIA's consumer marketing initiative aimed at restarting the economy in the wake of COVID-19 by encouraging locals, regional residents and visitors to enjoy day and overnight visits to Greater Philadelphia and support attractions, restaurants, shops and hotels during their stays

**Timeframe:** Now through winter 2021

**Goals:**

- Restart leisure tourism by:
  - Attracting both day and overnight visitors
  - Generating economic impact for small businesses
  - Driving hotel room bookings

**Strategies:**

- Create urgency: Show off the abundance of things to see and do when not all activities are available due to COVID-19 restrictions
- Activate locals and visitors to take a trip: Empower people to easily plan a day or overnight trip that they're comfortable with
- Educate and sustain traveler confidence: Amplify clean and safe messaging from the city, hotels, attractions, restaurants and other small businesses
- Encourage overnight stays: Promote the **Visit Philadelphia Overnight Hotel Package** and other new and compelling hotel deals

**Audience:**

- Leisure travelers ages 35-54
- Residents of the Greater Philadelphia region
- Those living in the 13 states surrounding Pennsylvania and/or within a 300-mile radius of Philadelphia
- Repeat visitors who travel regularly to Philadelphia, especially to visit family and friends
- People looking for specific trip types: weekend getaways, friends and families or celebration-focused trips

**Research:** Russell Research insights (as of 5/11) that guided development of the initiative:

- One in five travelers in three key DMAs (Philadelphia, NYC, DC) planned on vacationing closer to home and taking shorter trips due to COVID-19.
- A third of travelers felt most comfortable with a day trip for their first leisure trip, while a quarter preferred an overnight trip within a two-hour drive.
  - Over three-quarters were most comfortable driving to their next trip.

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Destination Analysts research (8/25) that helped define audience:

- A third of travelers (33%) expect to take their next road trip in the fall, with an average planned length of approximately 300 miles.
- 71% of travelers said it was likely their next leisure trip would be to a destination they have visited before.

**Tactics:**

Although grounded in social media, the integrated initiative utilizes advertising, public relations and web tactics to deliver its message. Highlights include:

- **#OurTurnToTourist Itineraries:** A series of theme-based, neighborhood-based and celebration-based mini-itineraries — 30 and counting — that inspire locals to explore and support Greater Philadelphia’s attractions, restaurants, shops and other businesses. The itineraries are posted each week on [visitphilly.com](https://www.visitphilly.com) and on Visit Philly’s Instagram account.
- **#OurTurnToTourist Influencer Videos:** Mini-itineraries in video form featuring influential Philadelphians — chefs, artists, journalists and others — showing off their favorite spots to visit, debuting on Visit Philly’s social media accounts in September 2020
- **TV Spot:** 30-second spot touting the endless possibilities for socially distant fun and exploration in the Philadelphia region; running on NBC10 Philadelphia and Visit Philly’s Facebook page
- **Mascots Video Series:** Two social media video series, one starring the Phillie Phanatic (Phillies) and the other starring Swoop (Eagles) traveling around town safely exploring attractions, restaurants, shops and hotels
- **Additional Highlights:** Web and social media content centered on breweries (Craft Beer Trail of Greater Philadelphia), Black-owned businesses, the holidays and more, encouraging people to explore the region and support local businesses

**Toolkit:**

Local businesses are encouraged to be a part of the campaign, and this [toolkit](#) outlines five free and easy ways that they can participate in the effort.

**Call to Action:**

[visitphilly.com](https://www.visitphilly.com), where people can plan their trip and book their hotel stay, including the **Visit Philly Overnight Hotel Package**

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](https://www.visitphilly.com) and [uwishunu.com](https://www.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. 6<sup>th</sup> & 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](https://www.visitphilly.com/mediacenter).*