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VISIT PHILADELPHIA® DEBUTS TOOLKIT TO EMPOWER LOCAL BUSINESSES TO PARTICIPATE IN MARKETING INITIATIVE TO RESTART REGION'S RECOVERY
#OurTurnToTourist Aims To Drive Business To Hotels, Attractions, Restaurants & Shops

PHILADELPHIA, October 30, 2020 – VISIT PHILADELPHIA® today introduced its #OurTurnToTourist initiative toolkit, outlining five free and easy ways that businesses can be part of a consumer marketing initiative aimed at restarting the economy in the wake of COVID-19. #OurTurnToTourist encourages locals, regional residents and visitors to enjoy day and overnight visits to Greater Philadelphia and support attractions, restaurants, shops and hotels during their stays.

Available for download on visitphilly.com, the toolkit:

- Defines the initiative
- Details the benefits of businesses participating
- Explains how the initiative supports Black- and Brown-owned businesses
- Outlines five free and easy ways that businesses can participate in the effort
- Includes photos, logos and graphics to make participation as simple as possible

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. 599 Market Street, (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.