

# INITIATIVE TOOLKIT

VISIT  
PHILADELPHIA®

# #OurTurnToTourist

FREE MARKETING SUPPORT FOR YOUR BUSINESS

VisitPhilly.com

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# So what is #OurTurnToTourist?

#OurTurnToTourist is 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.

- It's a hashtag: #OurTurnToTourist.
- It's a series of fun, easy four-stop itineraries.
- It's a video series that shows off how Philadelphia influencers are spending their days, nights and weekends.

Ultimately, #OurTurnToTourist is a people-powered movement that calls for those who live here and close to here to support the local businesses that make our diverse region so appealing to the millions of people who visit each year. It's the all-important first step in Greater Philadelphia's tourism industry recovery.

# What are the benefits to my business?

**Like us, you want Greater Philadelphia to thrive. The best part? There is no sign-up or registration process to participate.**

**And did we mention it's free?**

**Join us in the comeback. Your business will have the opportunity to be:**

- Part of our overarching recovery marketing effort, which includes advertising, communications, media relations, hotel packages and promotion on social media and visitphilly.com.
- Featured in a Visit Philadelphia-designed itinerary that appears on our highly trafficked social media accounts (1 million fans and followers) and visitphilly.com (3.4 million outbound clicks to partners annually)
- Part of our monthly email newsletter that goes to 270,000 subscribers
- Included in local, regional or national news or feature stories



# How does the #OurTurnToTourist initiative support and celebrate Philadelphia Black- and brown-owned businesses?

African American and Latinx culture runs deep among Greater Philadelphia's historic sites, artistic havens, cultural attractions — and in the region's many Black- and brown-owned shops, restaurants and galleries.

#OurTurnToTourist motivates positive social and economic action, specifically by inspiring people to shop at Philadelphia Black- and brown-owned businesses, which are disproportionately at risk of closure during the COVID-19 pandemic.

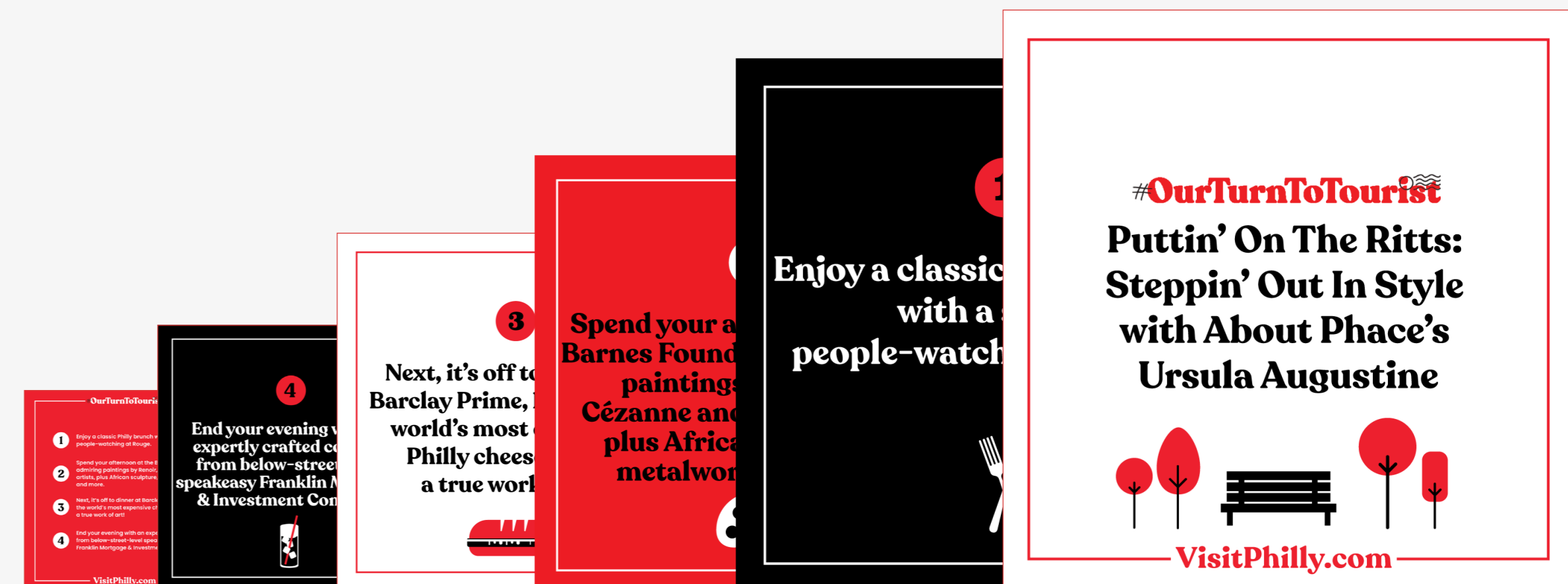
As restrictions ease and calls for equality and justice continue, there is an opportunity for all of us to make change and strengthen the economy by supporting Black- and brown-owned businesses.

## In Action

Quentin Williams  
**@QuentinthePoet**



Ursula Augustine  
**Ursula's About Phace**  
**Rittenhouse Makeup Studio**



**Cool.** Now tell me what  
exactly I can do to get  
involved.

**There are plenty of ways to get involved with the initiative, and this toolkit is designed to make it as easy as possible for you to do that.**

Here's a quick look at what you can do. Just page through the deck for more details on any of options listed here:

- 1** Use the #OurTurnToTourist hashtag whenever you post about your business or neighborhood.
- 2** Post about #OurTurnToTourist on your social platforms.
- 3** Share itineraries that feature your business or neighborhood to show off just how awesome your spot is.
- 4** Create and share your own #OurTurnToTourist itinerary.
- 5** Reach out to us. Let's work together.



**1**

**Use the #OurTurnToTourist hashtag whenever you post about your business or neighborhood so your post is more discoverable.**

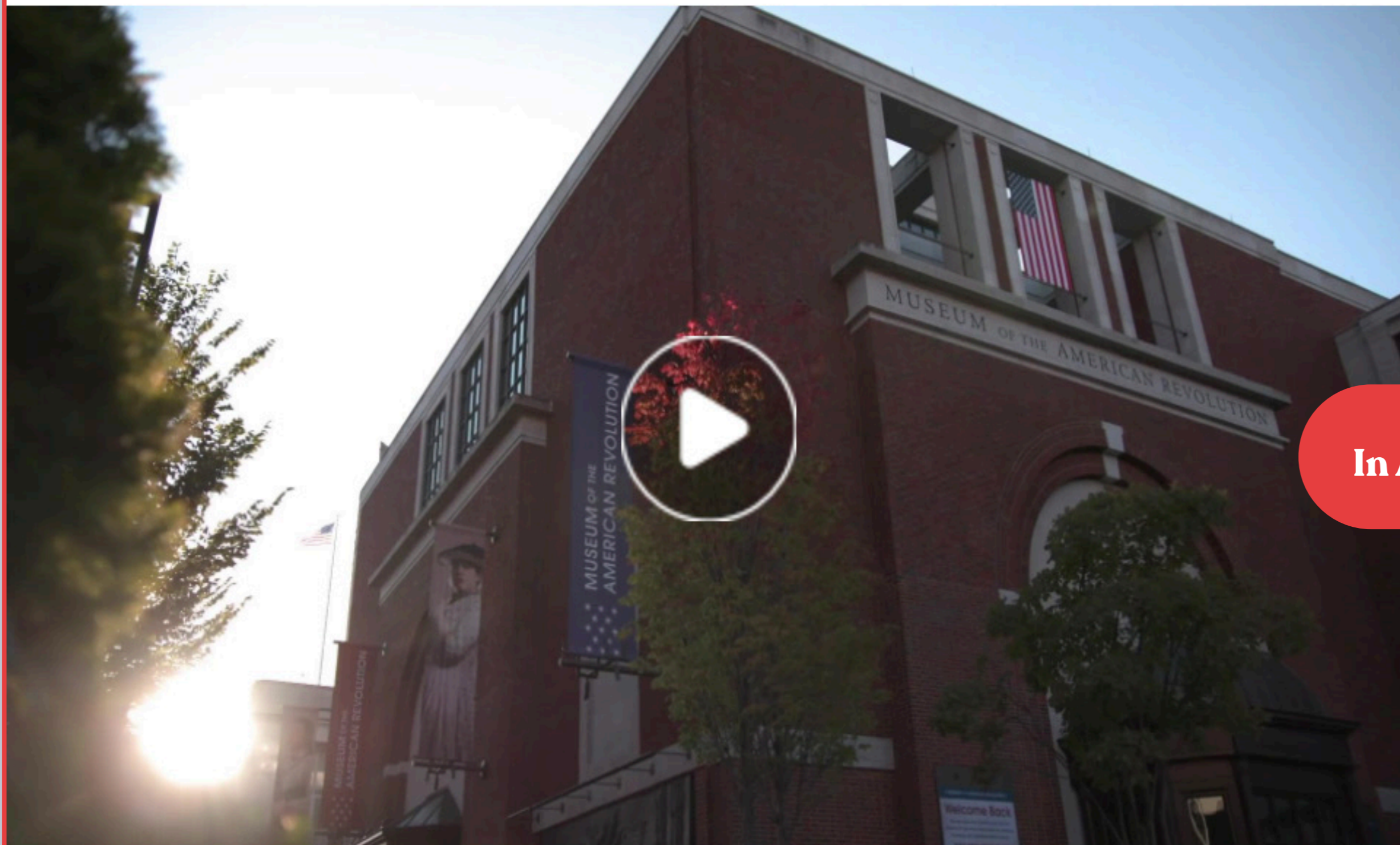
- Use #OurTurnToTourist in your posts to encourage visitors and locals to share photos of themselves exploring your attraction, restaurant and shop. We'll amplify your post on our highly trafficked social media accounts.
- Share promotions, deals and specials with #OurTurnToTourist to help amplify and aggregate great news about independent shops, major attractions and the hospitality industry.



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ID: 1751021725046087

Greater Philadelphia is safe, fun and easy. Everyone is doing their part.  
#VisitPhilly #OurTurnToTourist



VISITPHILLY.COM

Plan Your Philly Adventure

Book Now

In Action

#OurTurnToTourist



suenophilly • Follow



**suenophilly** Build your own tacos! 🌮  
Experience a whole new way to make every day taco day with our Taco Board featuring enough food for two to three people, including 9 tortillas, lime-marinated shrimp, pulled pork, adobo chicken, buffalo cauliflower, guacamole, efried beans, slaw, fresno chiles, queso, pickled red onion, pico de gallo. Tag a friend you want to share it with! #suenophilly #tinselphilly #ccglife #craftconceptsgroup #sweaterweather #sweaterweatherphilly #visitphilly #eaterphilly #ourturntotourist

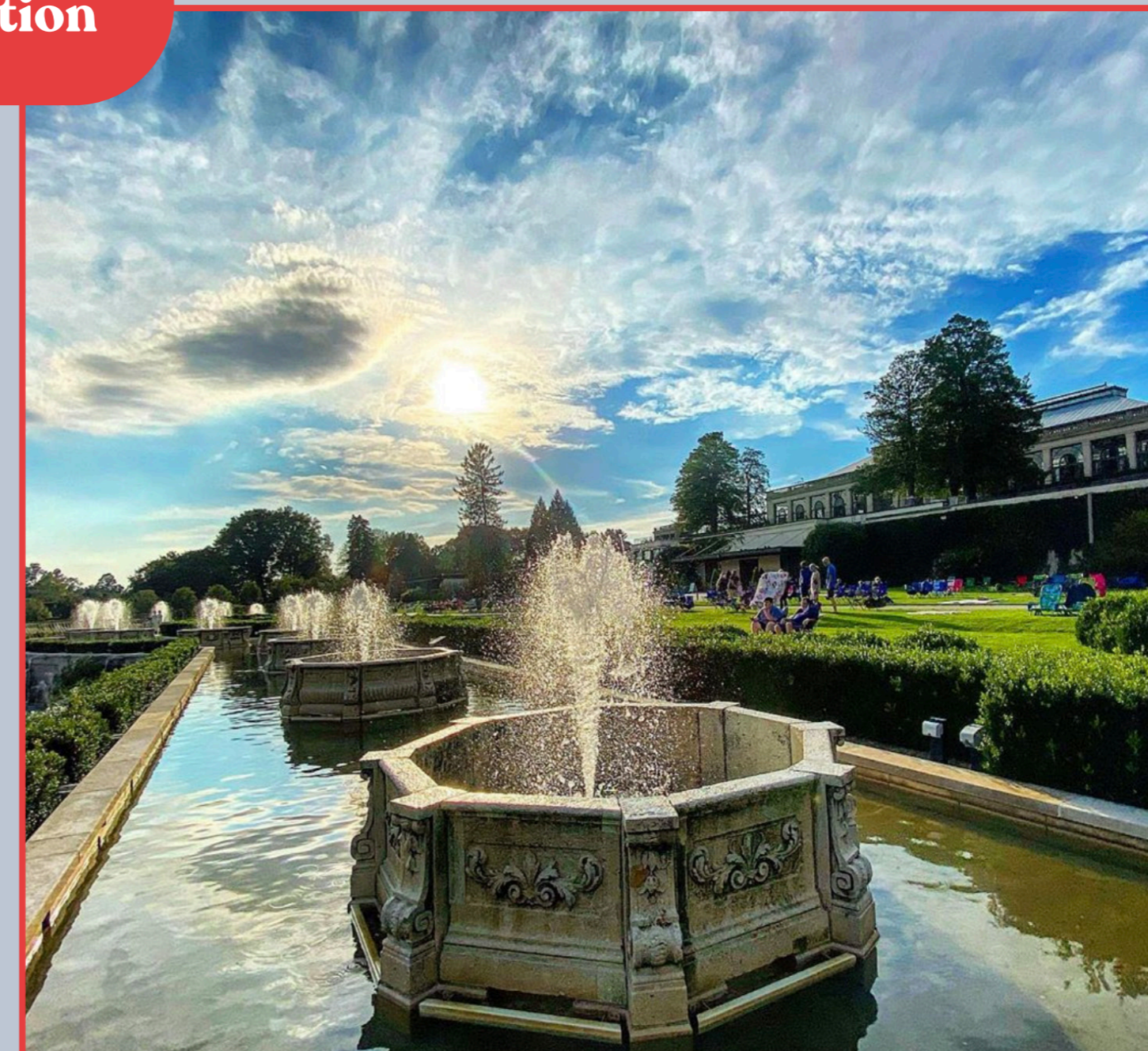
2d



**ivoryallison** Looks delicious! You guys on uber eats or sevier?



79 likes



sweaterweatherphilly • Follow



**sweaterweatherphilly** Bring on the water works! Each and every fall during #sweaterweather we like to escape to @longwoodgardens and get lost in the fountains, the foliage and the forever memories. Where's your favorite outdoor spot to spend the day? Share your day trip ideas with us! #sweaterweatherphilly #fallinphilly #ourturntotourist

3d







32 likes

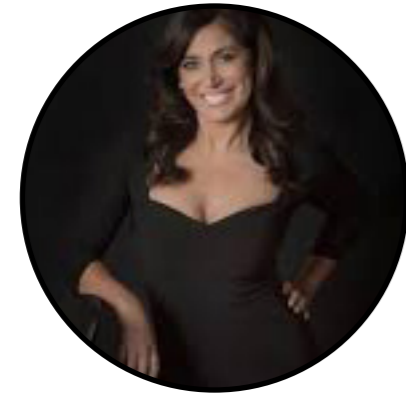


## Post about #OurTurnToTourist on your social platforms.

**Consider using some of these sample posts we've created (images included too), or by all means, craft your own.**

-  Reconnect with the city where it all started. Explore the new, the old and Revolutionary in Philly. #OurTurnToTourist
-  It's #OurTurnToTourist. Visit one of Greater Philadelphia's 90+ craft breweries to find your new favorite pour.
-  It's #OurTurnToTourist and Philly hotels are waiting for you with enhanced safety features. Book your escape now.
-  Spend the day in [NEIGHBORHOOD/TOWN] and use this handy itinerary to support local businesses and see what's new at top attractions. #OurTurnToTourist

# #OurTurnToTourist



**Alicia Vitarelli** ✓

August 8

**In Action**

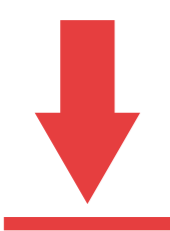
Taking a cue from [Visit Philly](#). It's truly [#OurTurnToTourist](#). We decided on a little staycation in our own city at the [Four Seasons Hotel Philadelphia at Comcast Center](#). It just reopened last week, with all of the safety measures in place. It feels good to be back in this beautiful space. To get through this, it's going to take all of us. If all of your 2020 plans have been canceled, as ours have, maybe consider being a tourist in your own town or city. Sometimes we are too busy with our everyday routines to stop and soak in all of the beauty that surrounds you, right where you are



# 3

## Share itineraries that feature your business or neighborhood to show off just how awesome your spot is.

If you see an itinerary or video that includes your neighborhood, museum, restaurant, shop or hotel — or just one of your favorite spots — we would love for you to share it on your social accounts.



DOWNLOAD  
ITINERARIES

OurTurnToTourist

- 1 The fun begins at Morris Arboretum under a Limb tree canopy.
- 2 For lunch, it's Bruno's old-school cottage fries and a vanilla milkshake.
- 3 Next, hit Woodmere Art Museum for the self-guided tour of outdoor sculptures.
- 4 Winner, winner, El Poquito for dinner!

VisitPhilly.com

4

Winner, winner, El Poquito for dinner!

3

Next, hit Woodmere Art Museum for the self-guided tour of outdoor sculptures.

For lunch, it's Bruno's old-school cottage fries and a vanilla milkshake.

1

The fun begins at Morris Arboretum under a Limb tree canopy.

#OurTurnToTourist

Family Fun in Chestnut Hill

VisitPhilly.com

# #OurTurnToTourist

In Action



@josheatsphilly



## Create and share your own #OurTurnToTourist itinerary.

**Interested in customizing an #OurTurnToTourist itinerary featuring your picks for touring the town? You can submit ideas here.**

Here's the general idea. Your itinerary should:

- Have a theme revolving around a neighborhood/town or an interest, for example
- Make geographic sense
- Contains specific/give insider tips
- Have four stops (one sentence each)

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**You can see designed examples of the  
itineraries here:**

**visitphilly.com**

**or on**

**@visitphilly on Instagram**

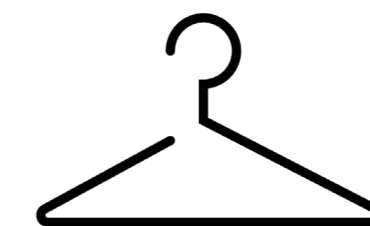
# #OurTurnToTourist




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In Action

**#OurTurnToTourist**  
**Art, Food & Fashion with**  
**@AlDiaNews #40Under40**  
**Nasheli Ortiz-González**



VisitPhilly.com



**What marketing tools  
are available to me to  
make my participation  
as easy as possible?**

We have photos, logos and graphics all  
at the ready for you to use.

# Social Media Images

Consider using some of these Philadelphia photos or, better yet, snap and share your own.



**DOWNLOAD IMAGES**

# Logo & Graphic

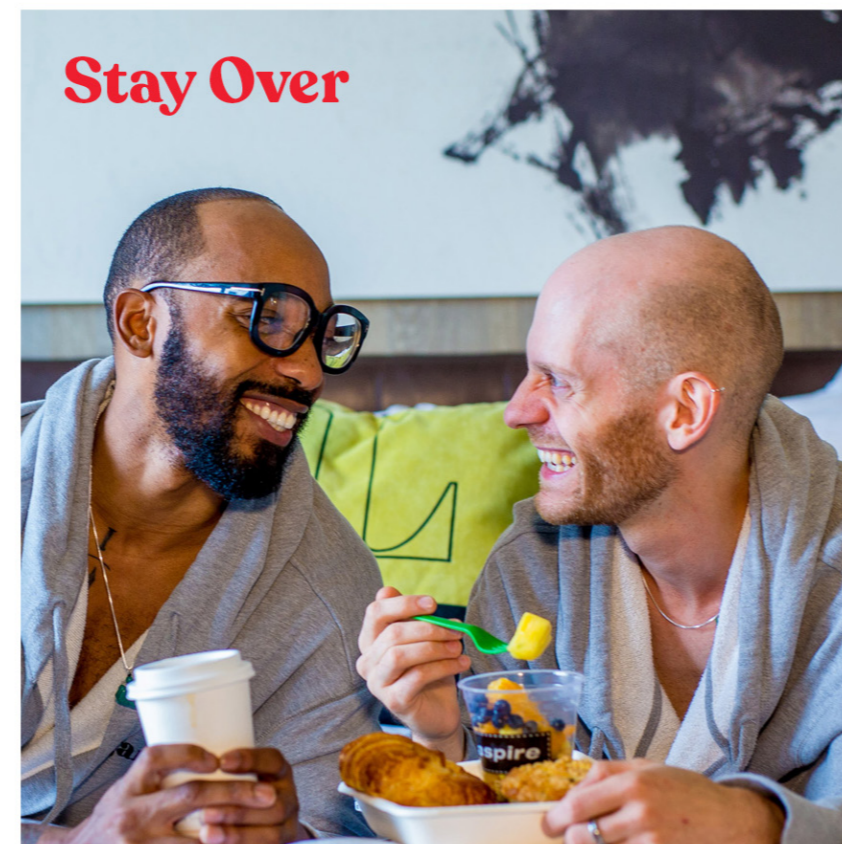
If you'd like to align your business with the region-wide #OurTurnToTourist branding that we've created for our hospitality partners, you can easily incorporate the logos and graphics below into your own creative on social, web or in newsletters.

## #OurTurnToTourist

  
#OurTurnToTourist

VisitPhilly.com

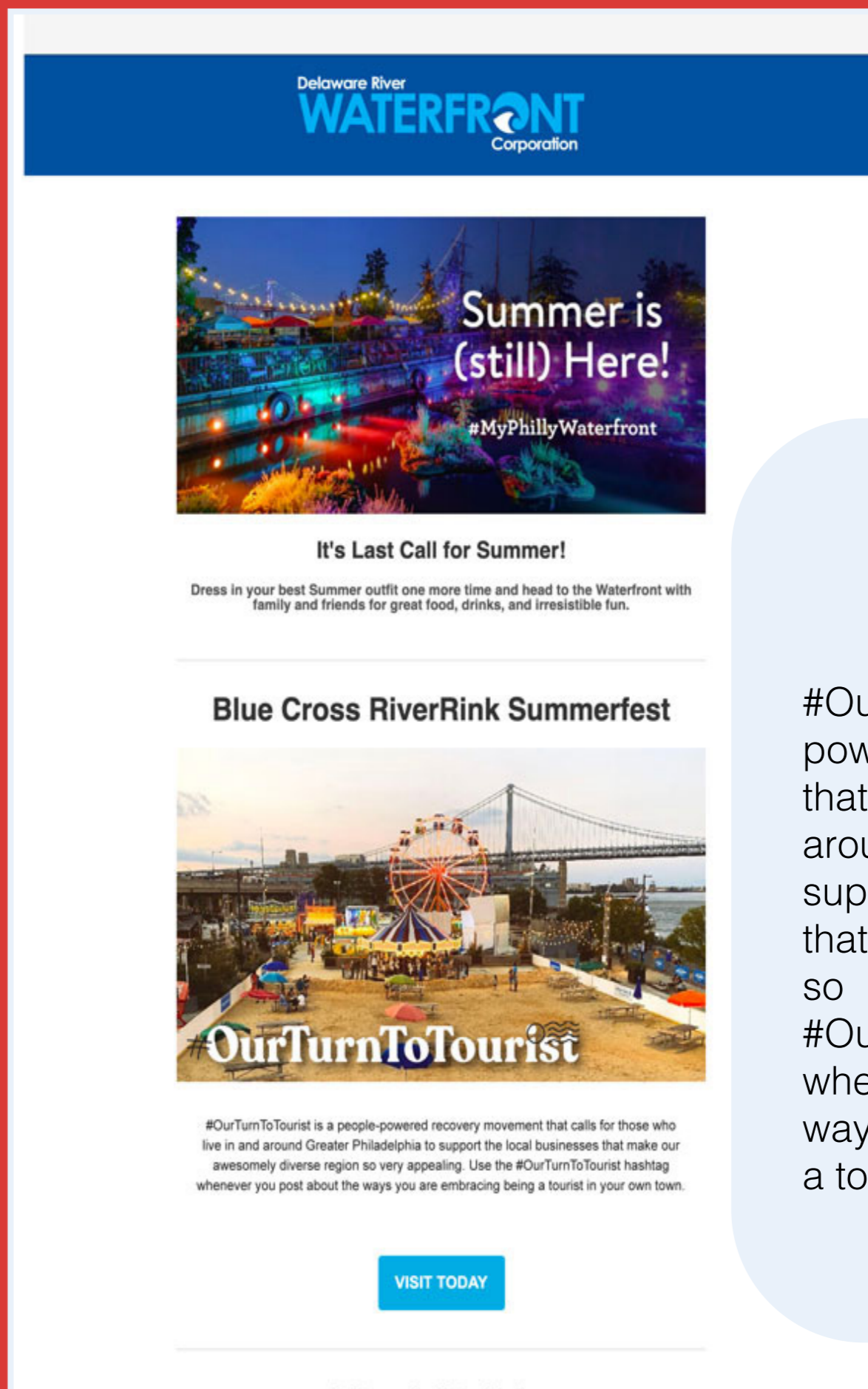
Stay Over



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**DOWNLOAD SOCIAL GRAPHICS & LOGO**



**In Action**

### Sample Copy

#OurTurnToTourist is a people-powered recovery movement that calls for those who live in and around Greater Philadelphia to support the local businesses that make our diverse region so very appealing. Use the #OurTurnToTourist hashtag whenever you post about the ways you are embracing being a tourist in your own town.



**Reach Out Us. Let's work together towards recovery. Contact us with questions.**

<b>Hotels</b>	<b><a href="mailto:jasmine@visitphilly.com">jasmine@visitphilly.com</a></b>
<b>Civic Partners</b>	<b><a href="mailto:cassie@visitphilly.com">cassie@visitphilly.com</a></b>
<b>Attractions</b>	<b><a href="mailto:xavier@visitphilly.com">xavier@visitphilly.com</a></b>
<b>Restaurants</b>	<b><a href="mailto:justin@visitphilly.com">justin@visitphilly.com</a></b>
<b>Media</b>	<b><a href="mailto:cara@visitphilly.com">cara@visitphilly.com</a></b>
<b>Advertising &amp; Sponsorships</b>	<b><a href="mailto:xavier@visitphilly.com">xavier@visitphilly.com</a></b>
<b>Retail</b>	<b><a href="mailto:kristina@visitphilly.com">kristina@visitphilly.com</a></b>

# Check Out #OurTurnToTourist in the News

And the media already loves the initiative. Our media relations team places positive stories each year about Greater Philadelphia, including about businesses relevant to #OurTurnToTourist. Since our soft launch in June, here are just a few of the stories that mention #OurTurnToTourist:



## **The Push for Locals to Be Tourists in Philly This Fall**

**NBC 10**

Miguel Martinez-Valle  
September 22, 2020



## **Visit Philly Makes It 'Our Turn to Tourist'**

**NBC 10 (Philly Live)**

Aunyea Lachelle  
September 24, 2020



## **Philadelphia ready to bounce back after tourism industry takes \$4.1 billion hit**

**6 ABC**

Dann Cuellar  
September 10, 2020



## **Philly encourages locals to be tourists in their own city and give the industry a boost**

**KYW Newsradio**

Kim Glovas  
June 30, 2020



**Thank You**

**#OurTurnToTourist**

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