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**EYEING OPPORTUNITY, VISIT PHILADELPHIA® COMMITS \$2 MILLION
TO WIN BACK LEISURE VISITORS THIS SUMMER**

Funding Aims To Reignite Region's Leisure Tourism & Hospitality Industry

PHILADELPHIA, March 30, 2021 – New research shows that as more Americans are vaccinated, they're beginning to spend money on travel. Eyeing an unprecedented opportunity to help reignite the region's tourism economy, VISIT PHILADELPHIA today announced a \$2 million investment in its summer tourism marketing campaign to attract leisure travelers back to Greater Philadelphia. More details on the campaign will be announced at a later date.

The regional tourism marketing organization noted that it is increasing its marketing investment to defend Greater Philadelphia's tourism market share from competitive destinations that are launching their own summer campaigns. Tourists will have vast travel options this summer as cities, beaches, resorts, cruises and theme parks all begin to reopen.

"People are planning and booking their summer trips now, and Greater Philadelphia has the variety of experiences they're looking for," said Jeff Guaracino, president and CEO, VISIT PHILADELPHIA. "In order for our region to compete, we have to act now as time is of the essence. Our \$2 million investment is a start that will give us a nice competitive advantage, but more funding is necessary, and we will continue to seek additional money to sustain these critical marketing efforts."

Mayor Jim Kenney, a member of VISIT PHILADELPHIA's board of directors, added "The City is preparing to safely welcome back visitors and working hard to restore the jobs and tax revenue that the hospitality industry generates for Philadelphia each year. Investing in a tourism marketing campaign will position Philadelphia to bring tourists back to our city this summer, and the money they spend at our restaurants, hotels, shops and attractions will stimulate Philadelphia's economy."

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Tourism and hospitality was one of the largest industries in Greater Philadelphia pre-COVID-19, and it's critical to the region's economic recovery. Visitor spending boosts Philadelphia's diverse small businesses, restaurants and attractions while generating tax revenue (\$1.01 billion in 2019). The industry also supports more than 185,000 leisure and hospitality jobs across the region. By investing in summer tourism marketing, VISIT PHILADELPHIA is investing in the recovery of the Philadelphia community.

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 the Independence Visitor Center for additional information. 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.