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VISIT PHILADELPHIA® TEAMS UP WITH DOZENS OF LOCAL & NATIONAL ORGANIZATIONS TO DRIVE LEISURE VISITATION THIS SUMMER & BEYOND
Partners Include Live Nation, James Beard Foundation, National Pan-Hellenic Council & Others

PHILADELPHIA, July 29, 2021 – Continuing its summer marketing push to attract leisure visitors, VISIT PHILADELPHIA is partnering with dozens of local and national organizations to extend the reach of its \$2.5 million **Pack Light. Plan Big. For Philly.** campaign. The tourism marketing corporation will work with Live Nation, the James Beard Foundation, the National Pan-Hellenic Council and others to reach potential travelers and encourage overnight visitation as the region's tourism and hospitality industry continues to recover after the substantial impacts of COVID-19.

“We’re seeing great results from our **Pack Light. Plan Big. For Philly.** campaign. In June alone, it delivered 363,000 referrals to partner websites and a super-efficient 16:1 return on our advertising investment,” said Jeff Guaracino, president & CEO, VISIT PHILADELPHIA. “As we go into the second half of summer, we’re ramping up our efforts to help keep our region’s great momentum going. That means continuing our highly effective media buy on TV, streaming, digital and outdoor. It means more great content on our web and social properties and more positive press stories. And it also means working with many of our valued partners to build Philadelphia’s image and drive overnight hotel stays.”

Here’s a look at what’s in store for the second half of summer:

- **Pack Light. Plan Big. For Philly. Summer Giveaway** that runs through September 6, 2021 to generate national attention around Philadelphia and the campaign and to drive August visitation. During each week of the contest’s five-week run, one winner will receive a fanny pack filled with gift cards and tickets — valued at up to \$3,300 — for an exclusive Philadelphia weekend escape. The bountiful prize packs were made possible by nearly 20 hotel, attraction and event partners, including Element Philadelphia, Live Nation, James Beard Award-affiliated restaurants, the Kimmel Center Cultural Campus, Philadelphia Union and others.
 - A joint **marketing partnership with Live Nation** to encourage the thousands of concertgoers who will be returning to Philly for live entertainment to extend their experience by spending a night or two
 - A **marketing effort with the National Pan-Hellenic Council**, also known as the Divine Nine, that encourages members of nine historically Black sororities and fraternities to visit Philadelphia through a series of itineraries, videos and a trip giveaway
- more-

- Serving as a cohost of one of four satellite events for the **James Beard Awards: Stories of Resilience & Leadership** celebration, taking place at SOUTH on September 27, 2021, with SOUTH owner Ben Bynum and Stephanie Willis of Everybody Eats Philly
- A **video** done in partnership with the **City of Philadelphia** that celebrates the city's 75% vaccination rate, showing off a fun, vibrant, open-for-business destination with the beloved Boyz II Men hit "Motownphilly"

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.