VISIT PHILADELPHIA®
visitphilly.com/mediacenter

CONTACT: Allie Seifert
(610) 662-6172, allie@cashmanandassociates.com
Eric Cortes
(908)883-1042, eric@visitphilly.com

GOOD NEWS FOR PHILADELPHIA: THE WALL STREET JOURNAL CALLS THE CITY A "BOOMING CULTURAL & CULINARY DESTINATION"
Article To Be Used As Key Tool For City's COVID-19 Recovery

PHILADELPHIA, October 26, 2021 — Philadelphia is starting the week with sunny news: This weekend, *The Wall Street Journal* featured the city in a major article in its travel section, shining a spotlight on the "greatest hits" and "unsung standouts" that make Philadelphia a "historic heavyweight of a city" and a "booming cultural and culinary destination, too."

City and tourism officials believe this positive story from a respected publication with global reach (more than 42 million digital readers per month) will give the city and region distinctive appeal on its long road to economic recovery in the wake of COVID-19. And that's thanks in large part to *The Wall Street Journal's* highly coveted readership, made up of largely of people who have high-household incomes, partake in luxury and corporate travel, and serve as key decision makers for business investment and attraction.

The hospitality industry is among the top employers and economic drivers for the Philadelphia region. In 2021, domestic visitation is expected to rebound to 74-84% (33-37 million person trips) of what it was in 2019, a record-setting year for visitation.

The *Wall Street Journal* coverage comes on the heels of *Time's* July piece that featured Philadelphia on its "World's Greatest Places" list; *Conde Nast's* "The Best Destinations in the World: The 2021 Gold List," which also included Philadelphia; and *Travel + Leisure's* December 2020 nine-page story highlighting the diversity and creativity fueling the city's neighborhoods.

Throughout the pandemic, VISIT PHILADELPHIA® has worked with the hospitality industry, including hotels, cultural attractions, restaurants, shops and events, to generate positive press for the region. The tourism marketing agency collaborated with the Four Seasons Hotel Philadelphia at Comcast Center and many others to support the research used to write this article.

-more-

"Positive media coverage is so important for us. It's always been at the core of our mission to tell great stories about our region, but it's never been more critical than it has been throughout the pandemic," said Jeff Guaracino, president & CEO, VISIT PHILADELPHIA. "Articles like this one give us a halo effect that we can use to attract visitors for many, many years to come."

The piece showcases notable Philadelphians, including Rob McElhenney of *It's Always Sunny in Philadelphia* fame, and their favorite spots to eat and explore. Among the featured attractions, outdoor spaces, restaurants and hotels are: Schuylkill River Trail, Philadelphia Museum of Art, The Franklin Fountain, Longwood Gardens, Taller Puertorriqueño, David's Mai Lai Wah, Wissahickon Valley Park, Four Seasons Hotel Philadelphia at Comcast Center and The Lokal Hotel.

"Like all major cities, Philadelphia is addressing many challenges as we continue to navigate the impacts of the pandemic. At the same time, our city has incredible, positive stories to tell of our engaged citizens, savvy entrepreneurs and interesting places that make our hometown like no other in the U.S.," said Philadelphia Mayor Jim Kenney. "Good news stories like these make us proud because Philadelphia has so many of them to tell, and we're grateful that *The Wall Street Journal* is highlighting the places that make our city great."

"With shifts to the future of work having been accelerated by the pandemic, it is more critical than ever that Philadelphia be a place that residents and workers thrive and entrepreneurs can launch and grow businesses," said Anne Bovaird Nevins, president, Philadelphia Industrial Development Corporation. "We must continue to support and promote our vibrant public spaces, neighborhood-based cultural jewels and incredible restaurant scene. Articles like this help us tell a deeper narrative of our city and shine a light on the businesses that make Philadelphia a great place to visit, live and work."

"As Philadelphia's economy continues to recover from the impacts of the pandemic, we're working to support the fast recovery of hard-hit industries like tourism, and an article in a global publication such as *The Wall Street Journal* is a crucial tool in helping us to achieve our goals," said Michael Rashid, commerce director, City of Philadelphia. "We know we'll get a nice boost from this glowing piece, and we're glad to see the diversity of our city reflected for all the world to see."

VISIT PHILADELPHIA®

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. 6th & 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.