



PACK LIGHT PLAN BIG FOR PHILLY

TOOLKIT

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WHAT IS THE PREMISE OF THE CAMPAIGN?

Easy isn't a word most would associate with the past year. For many, even taking a quick getaway feels complicated at best and nerve-wracking at worst. Travel, once a respite from stress, has become stressful.

Philadelphia is helping to solve this traveler paradox. It's a place where charm, diversity, history, creativity and an exceptional food scene are matched only by ease, accessibility and a low-key, welcoming spirit. Philadelphia is the perfect mix of easy but exciting, familiar but new, safe but special, nearby but off-the-beaten-path. It offers the perfect take-you-away moment without the going-away stress — whether that's for the day, the night or the entire weekend.

That's the thinking behind
Pack Light. Plan Big. For Philly.



Mural Arts Philadelphia
Artist: Dennis McNett
Spring Arts District

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STRATEGY

An easy escape, where not all magic is make-believe.

After a long period of staying still, people are looking to be moved. And after two years of hard, they want easy. And after a lot of darkness and the threat of future darkness, they are looking for the people and places that can turn on the light.

Philadelphia has the opportunity to continue to build on the positioning of an easy escape and also capitalize on the news of the Harry Potter exhibition. It's not what we say but how we make people feel — that there is magic to be had in Greater Philadelphia, and it's the real kind. Let's get back to provoking wonder. And remind would-be travelers to...

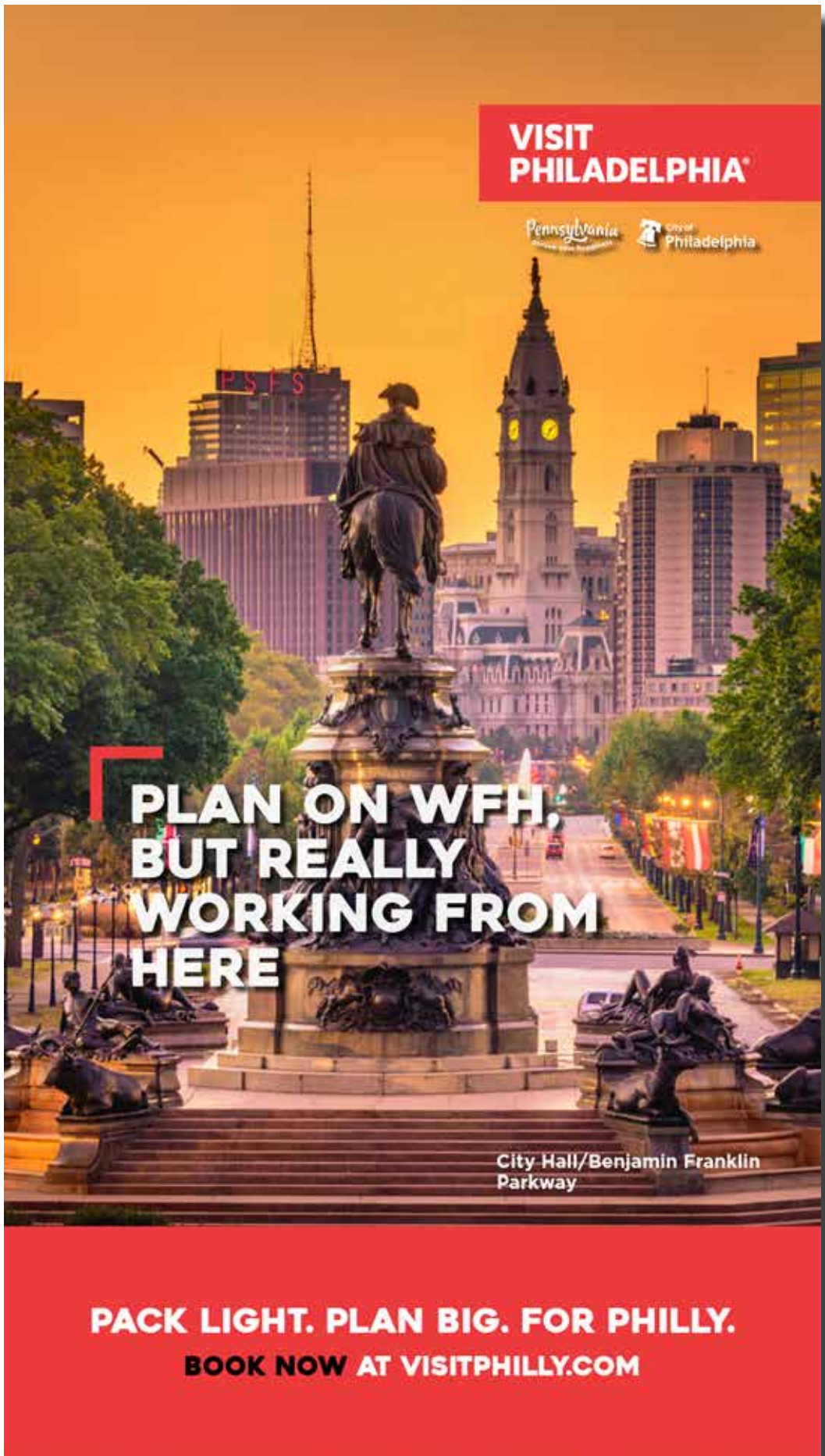
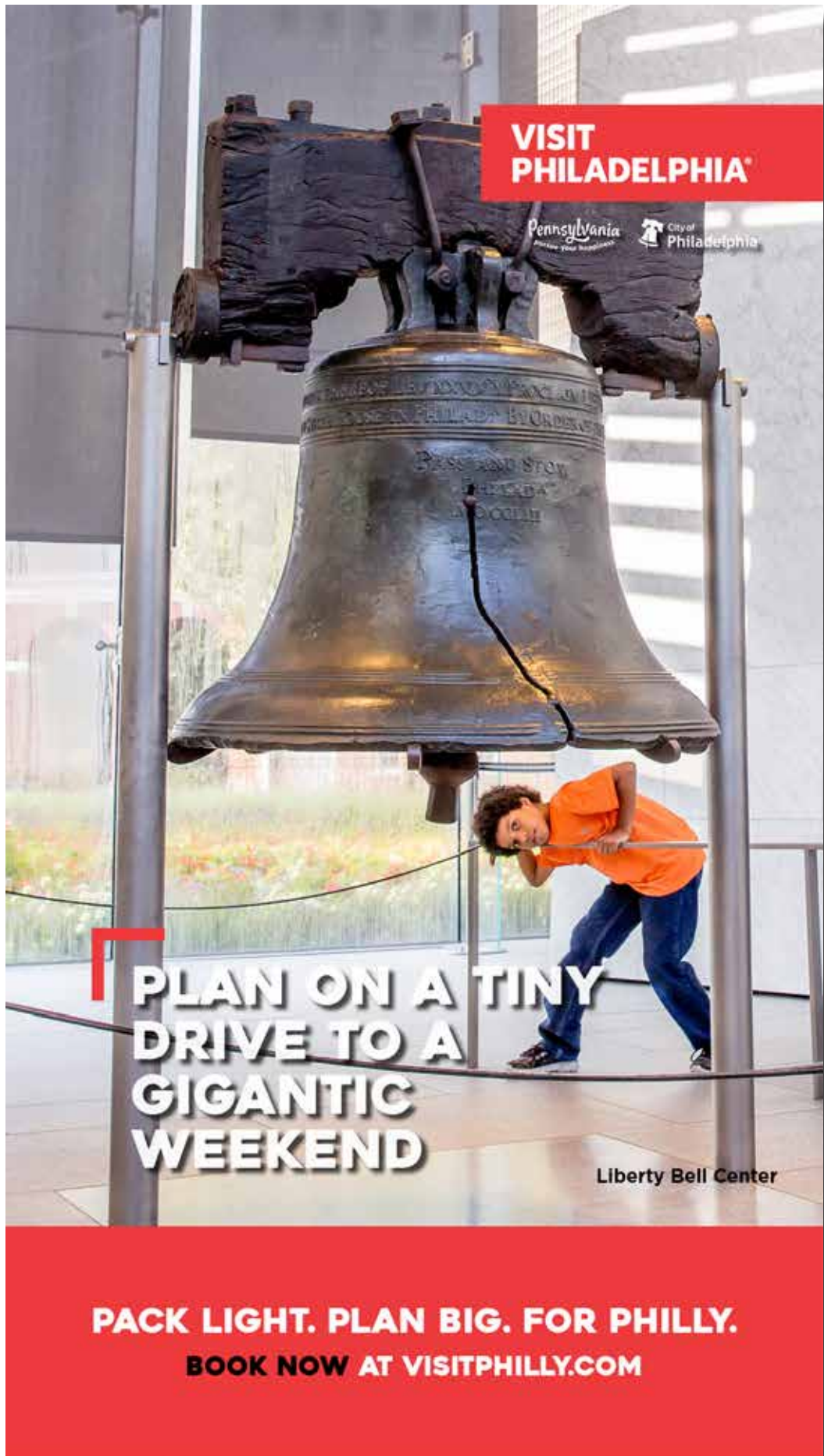
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ADS

Interested in sharing any of these ads on your website, on your social media, in your email newsletter or in another marketing piece? Contact Ethan Blades at ethan@visitphilly.com.



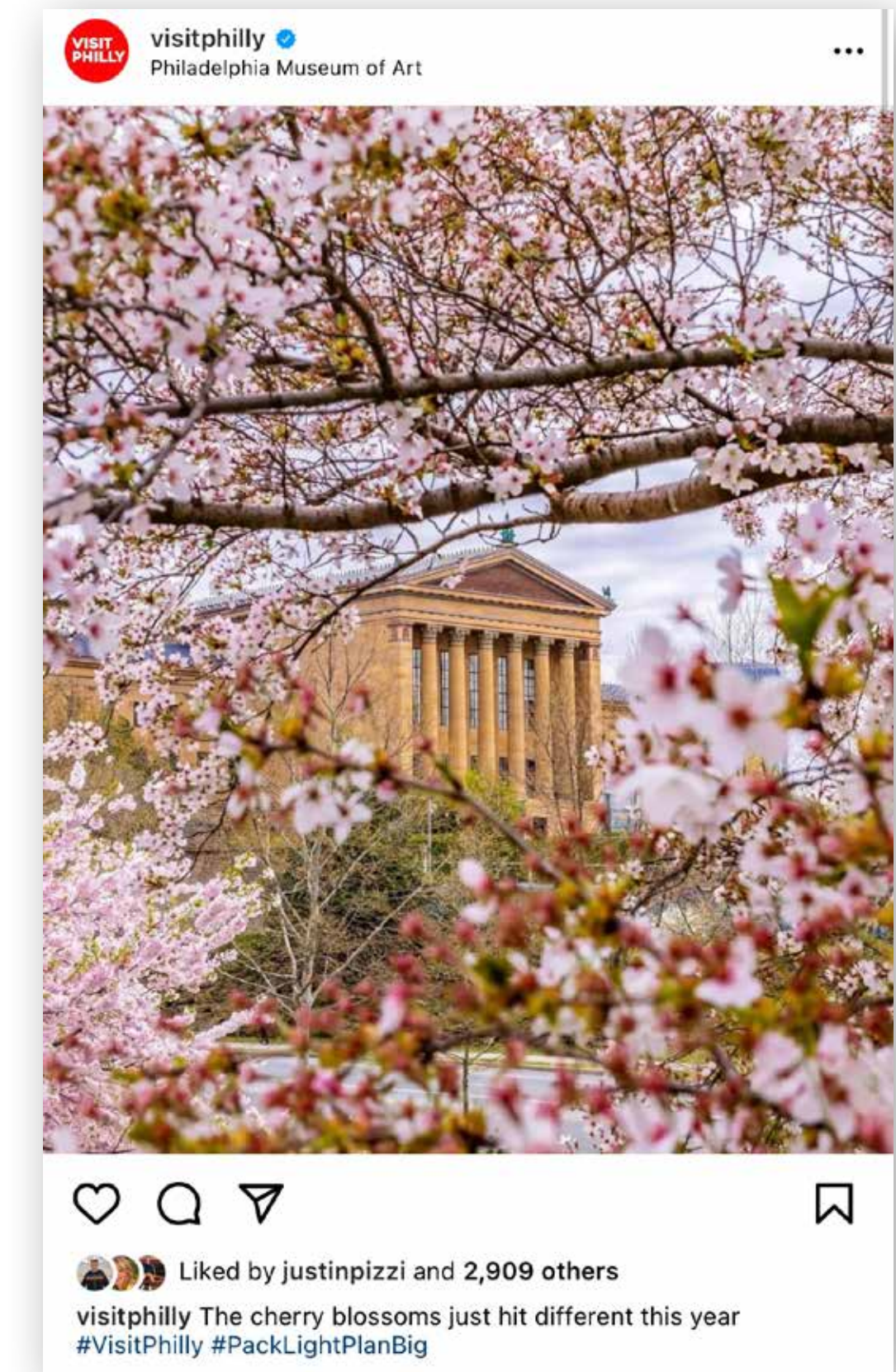
WHAT MARKETING TOOLS ARE AVAILABLE TO HELP ME?



SOCIAL MEDIA POSTS

The goal of the **Pack Light. Plan Big. For Philly.** campaign is to drive leisure visitation to the Philadelphia region this spring, summer and beyond. We all benefit from more visitors to our hotels, museums, attractions, restaurants and shops. We'd love your help touting the campaign and telling the world why our region is worth a visit or two or three. You're welcome to use any of these suggested messages on your social media accounts. Feel free to modify them to fit your brand, add images and/or link them to our landing page, visitphilly.com, or your own webpages.

- So much to see, so much to do, and it's all so much closer than you think. Pack light, and plan big for Philly. #packlightplanbig #packlightplanbig
- So proud that we're featured in @VisitPhilly's new Pack Light. Plan Big. For Philly. campaign. Be sure to come see (name of your restaurant/museum/park/brewery, etc.) when you're in town. #packlightplanbig #packlightplanbig
- Make (name of your restaurant/museum/park/brewery, etc) part of your amazing weekend in Philly. #visitphilly #packlightplanbig
- The weekend is calling, and so is Philly. Pack light, and plan big for an amazing weekend that's closer than you think. #visitphilly #packlightplanbig
- Philly is making magic this spring and summer. Come experience it for yourself at (name of your restaurant/museum/park/brewery, etc). #visitphilly #packlightplanbig
- Plan on a long weekend that's everything you want it to be: easy, fun, affordable and filled with a whole lot of magic. #visitphilly #packlightplanbig



EXAMPLES

➡ @visitphilly on Instagram

PHOTOS

Here are some images approved to promote our campaign. Feel free to use any of them on your social media platforms and/or email campaigns:



PHOTOS
➡ [download here](#)

LOGO

PACK LIGHT PLAN BIG FOR PHILLY

LOGO

➔ [download here](#)

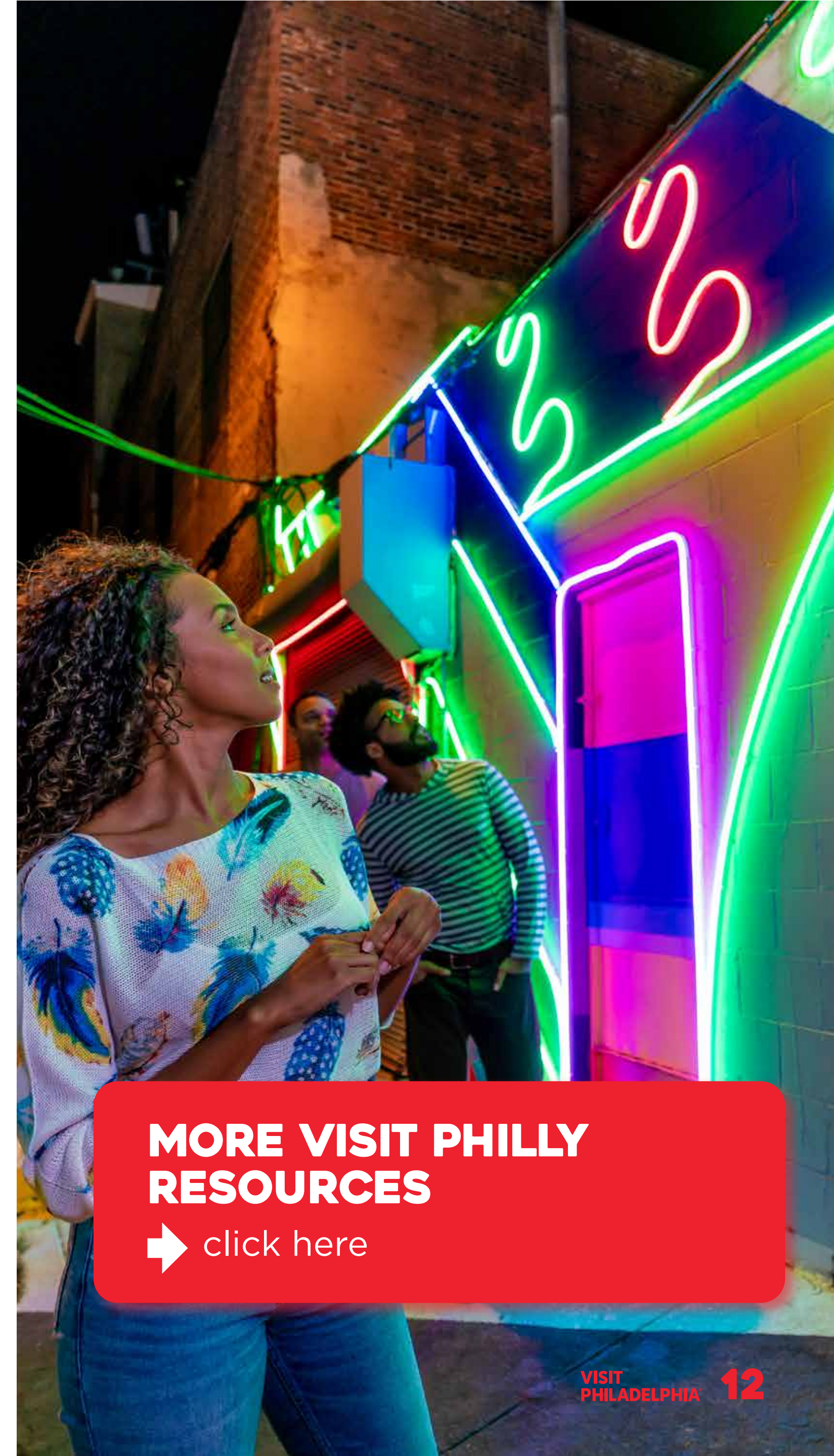
VISIT PHILADELPHIA RESOURCES & CONTACTS

Collaboration has long been the key to Greater Philadelphia's success as a tourism destination. At VISIT PHILADELPHIA, we have paid opportunities and plenty of free resources to help build our region's image, drive visitation and boost the economy.

- **Advertising:** Advertise on visitphilly.com to reach people thinking about and actively planning Philadelphia travel.
Contact: Abby Siegel-Greenberg, abby.siegel@milespartnership.com
- **Photo & Video Library:** Show off Philly beautifully by using our professionally shot photos and videos.
Contact: Rob Rabena, rob@visitphilly.com
- **News Submission Form:** Give us the scoop on your upcoming events, exhibits, openings and deals, so we can amplify your news to our engaged audience. We'd like the scoop at least two weeks out, but the sooner, the better!
Contact: Cathy McVey, cathy@visitphilly.com
- **Research:** We have loads of stats and facts to show the impact of tourism on the region and why the industry matters so much. Have your own data you can share? We'd love to take a look.
Contact: Andrew Zwarych, andrew@visitphilly.com

**MORE VISIT PHILLY
RESOURCES**

➡ [click here](#)



STAY IN TOUCH!

Want to stay in the know about what's going on in the region and at VISIT PHILADELPHIA? Sign up for our:

- **Consumer Emails:** Get the scoop on what to see and do in the city and region twice a month.
- **Industry Newsletter:** Learn about our latest campaigns, research, results and other marketing news directly from our team.