

COME FOR PHILADELPHIA. STAY FOR **Philly.**



# Campaign Manifesto

You probably think you know Philadelphia.  
It's the place people have been coming to  
see since 1776.

**But how well do you know Philly?**

'Cause that's a little harder to pin down.

**Philly's an attitude, a vibe.**

It's a place that keeps people coming back over  
and over and over...because it's not something  
they can find anywhere else.

Just think about it: Philadelphia is the place you  
visit. But Philly is what stays with you.

**COME FOR PHILADELPHIA. STAY FOR PHILLY.**



# Campaign Research

People expect a handful of things from Philadelphia: the Liberty Bell, Independence Hall, Rocky and cheesesteaks. But what they find when they get here is so much more.

According to research, **79% of leisure visitors come back to visit Philadelphia again** — that's 27% more than the U.S. average — and **more than 70% of convention business returns too.**

*(Sources: Longwoods International, IPSOS and PHLCVB)*

This research lays the foundation for a campaign that highlights Philly's lesser-known attributes in a major way and for the **Philly Rewards** program that accompanies it (see page 7).

**Campaign  
Tagline**

**COME FOR  
PHILADELPHIA.**

**STAY FOR  
Philly.**

# Campaign Tone

The campaign pairs lines that are funny, clever, confident and sassy (think of any Philadelphian) with bold, vibrant, compelling photography that shows off the spirit of the place and its people.

This campaign is a call to action for visitors to come for the Philadelphia they expect and to stay for the unexpected gems just waiting to be discovered. Philadelphia represents our credentials, and Philly shows off our under-the-radar side.

COME FOR  
**THE BELL & THE HALL.**

STAY FOR THE  
**Citywide Special.**

COME FOR  
**THE FOUNDING FATHERS.**

STAY FOR  
**TATTOOED MOM.**

COME FOR THE  
**CHEESESTEAKS.**

STAY FOR THE  
**Tom Yum Kalaya.**

COME FOR THE  
**BROTHERLY LOVE.**

STAY FOR THE  
**atty-tude.**

HERE FOR THE  
**CHEESESTEAKS?**

STAY FOR THE  
**Tom Yum  
Kalaya.**



"One of the Best Food  
Cities on the East Coast"

TRAVEL • LEISURE  
SAID IT. NOT US!

VISIT  
PHILADELPHIA  
visitphilly.com

HERE FOR  
**THE FOUNDING  
FATHERS?**

STAY FOR  
**TATTOOED  
MOM**



Gritty but glorious  
South Street bar

DON'T MISS THE PIEROGIES  
& PICKLETINIS.

VISIT  
PHILADELPHIA  
visitphilly.com

HERE FOR  
**THE BELL & THE HALL?**

STAY FOR THE  
**Citywide  
Special.**



Found at dive bars  
all over town

THAT'S A SHOT-AND-BEER  
COMBO IN CASE YOU WERE  
WONDERING.

VISIT  
PHILADELPHIA  
visitphilly.com

# Ads

Interested in sharing any of our ads on your website,  
on your social media, in your email newsletter or  
in another marketing piece?

Contact Ethan Blades at [ethan@visitphilly.com](mailto:ethan@visitphilly.com)



# The Loyalty Program

Accompanying the campaign is a **first-of-its-kind destination loyalty program** called **Philly Rewards**, offering limited-edition merchandise and exclusive experiences designed to incentivize frequent trips to Philadelphia.

## How it works

People who sign up for the pass can check into nearly 200 Philadelphia region museums, attractions, historic sites, parks and hotels, and earn 100 points for each place they check into.

The more they visit and check in, the more points they accrue for use toward cool Philly swag:

- Limited-edition Philly T-shirt: 2,000 points
- Philly neighborhood-themed tote bag: 2,500 points

Pass users who reach the 2,000-point milestone will be entered to win exclusive experiences.

First up: a **VIP Mural Arts Philadelphia Experience**, featuring a private tour of Center City murals with founder Jane Golden herself.

Additional experiences will be added to the program in the future.



**Philly Rewards** features 200 check-in locations (museums, attractions, historic sites, parks, hotels and more) that our marketing efforts support. The goal? To encourage exploration and spending at all visitor-friendly businesses in neighborhoods and towns throughout the five-county region.

## Check-in Locations

Academy of Natural Sciences of Drexel University  
 African American Museum in Philadelphia  
 AKA: Rittenhouse Square  
 AKA: University City  
 Alexander Inn  
 Aloft Philadelphia Airport  
 Aloft Philadelphia Downtown  
 American Helicopter Museum & Education Center  
 Arch Street Meeting House  
 Arden Theatre Company  
 Barnes Foundation  
 Belmont Mansion  
 Belmont Plateau  
 Benjamin Franklin Bridge  
 Benjamin Franklin Museum & Franklin Court  
 Best Western Plus: Convention Center  
 Betsy Ross House

Blue Cross RiverRink Summerfest/Winterfest  
 Boathouse Row  
 Brandywine Battlefield Park  
 Brandywine Museum of Art  
 Bristol Riverside Theater  
 Bucks County Playhouse  
 Cambria Hotel & Suites Philadelphia Downtown Center City  
 Canopy by Hilton Philadelphia Center City  
 Carpenters' Hall  
 Chaddsford Winery  
 Chanticleer  
 Cherry Street Pier  
 Chestnut Hill Hotel  
 Chinatown Friendship Arch  
 Christ Church  
 Christ Church Burial Ground  
 Cira Green

Citizens Bank Park  
 City Hall  
 Cliveden  
 Club Quarters  
 Conwell Inn at Temple University  
 Courtyard Philadelphia City Avenue  
 Courtyard Philadelphia South at The Navy Yard  
 Days Inn by Wyndham Philadelphia Convention Center  
 Days Inn by Wyndham Philadelphia Roosevelt Boulevard  
 Dilworth Park  
 DoubleTree by Hilton Hotel Philadelphia Airport  
 DoubleTree by Hilton Hotel Philadelphia Center City  
 Dwight D. a City House Hotel  
 Eastern State Penitentiary  
 Element Philadelphia  
 Elfreth's Alley  
 Elmwood Park Zoo



**Philly**

**REWARDS**

Embassy Suites Philadelphia Airport  
Extended Stay Philadelphia Airport Bartram  
Extended Stay Philadelphia Airport Tinicum  
Fairfield Inn & Suites  
Fairfield Inn Philadelphia Airport  
Fairmount Park  
Fairmount Water Works  
Fashion District Philadelphia  
Fireman's Hall Museum  
Fonthill Castle  
Forrest Theatre  
Four Points by Sheraton Philadelphia Airport  
Four Points by Sheraton Philadelphia Center City  
Four Points by Sheraton Philadelphia Northeast  
Four Seasons Hotel Philadelphia at Comcast Center  
Franklin Music Hall  
Franklin Square  
FringeArts  
Geno's Steaks  
Hampton Inn Philadelphia Airport  
Hampton Inn Philadelphia Center City  
Harriett's Bookshop  
Hilton Garden Inn Center City  
Hilton Philadelphia at Penn's Landing  
Hilton Philadelphia City Avenue  
Holiday Inn Express Midtown

Holiday Inn Express Penn's Landing  
Home2 Suites By Hilton Philadelphia  
Homewood Suites by Hilton City Avenue  
Homewood Suites by Hilton University City  
Hyatt Centric Center City Philadelphia  
Independence Hall  
Independence Seaport Museum  
Institute of Contemporary Art  
John Heinz National Wildlife Refuge at Tinicum  
Johnson House Historic Site  
Kimmel Center for the Performing Arts  
Kimpton Hotel Monaco Philadelphia  
Kimpton Hotel Palomar Philadelphia  
King of Prussia Mall  
Le Meridien Philadelphia  
LEGOLAND Discovery Center  
Liberty Bell Center  
Lincoln Financial Field  
Linvilla Orchards  
Loews Philadelphia  
Logan Philadelphia  
Logan Square  
Longwood Gardens  
Love Park/Statue  
Mann Center  
Masonic Temple

Media Theater  
Mercer Museum  
Michener Art Museum  
Miller Theater  
Morris Arboretum of the University of Pennsylvania  
Mother Bethel AME Church  
Motto by Hilton Philadelphia Rittenhouse Square  
Museum of Illusions  
Museum of the American Revolution  
Mütter Museum  
National Constitution Center  
National Liberty Museum  
New Hope Railroad  
Octavius V. Catto Memorial  
Parx Casino  
Pat's King of Steaks  
Peddler's Village  
Penn Live Arts  
Penn Museum  
Penn's Landing  
Penns View Hotel  
Pennsylvania Academy of the Fine Arts  
Pennsylvania Convention Center  
People's Light  
Philadelphia Airport Marriott  
Philadelphia International Airport



# Philly

## REWARDS

Philadelphia Marriott Downtown  
 Philadelphia Marriott Old City  
 Philadelphia Museum of Art  
 Philadelphia Theatre Company  
 Philadelphia Zoo  
 Philadelphia's Magic Gardens  
 Plays & Players Theatre  
 Please Touch Museum  
 Race Street Pier  
 Radisson Hotel Philadelphia  
 Reading Terminal Market  
 Renaissance Philadelphia Airport Hotel  
 Residence Inn Philadelphia Airport  
 Residence Inn Philadelphia Center City  
 Ringing Rocks Park  
 Rittenhouse 1715, A Boutique Hotel  
 Rittenhouse Square  
 Rocky Statue  
 Rodin Museum  
 ROOST East Market  
 ROOST Midtown  
 ROOST Rittenhouse  
 Sesame Place  
 Shady Brook Farm  
 Sheraton Philadelphia Downtown  
 Sheraton Philadelphia University City Hotel

Sheraton Suites Philadelphia Airport  
 Shofuso  
 Simeone Foundation Automotive Museum  
 Sleep Inn  
 Smith Memorial Playground & Playhouse  
 Sofitel Philadelphia  
 Sonesta Philadelphia Rittenhouse Square  
 Sonesta Select Philadelphia Airport  
 South 9th Street Italian Market  
 Spruce Street Harbor Park  
 Subaru Park  
 Taller Puertorriqueño  
 The Bellevue Hotel  
 The Fillmore Philadelphia  
 The Franklin Institute  
 The Inn at Penn, A Hilton Hotel  
 The Met Philadelphia  
 The Notary Hotel, Autograph Collection  
 The President's House: Freedom and  
 Slavery in the Making of a New Nation  
 The Racquet Club of Philadelphia  
 The Rail Park  
 The Rittenhouse Hotel  
 The Ritz-Carlton Philadelphia  
 The Rosenbach  
 The Study at University City

The Westin Philadelphia  
 The Wilma Theater  
 The Windsor Suites Philadelphia  
 The Wyndham Philadelphia Historic District Hotel  
 Tower Theater  
 U.S. Mint  
 Valley Forge National Historical Park  
 W Philadelphia  
 Walnut Street Theatre  
 Warwick Hotel Rittenhouse Square  
 Washington Crossing Historic Park  
 Washington Square  
 Weitzman National Museum of American  
 Jewish History  
 Wells Fargo Center  
 Wharton Esherick Museum  
 William H. Gray III 30th Street Station  
 Wissahickon Valley Park  
 Wm. Mulherin's Sons  
 Woodmere Art Museum



Download the  
 Philly Rewards logo  
 here



# How you can promote Philly Rewards

1. Distribute Philly Rewards promo cards to encourage your patrons and guests to sign up for the pass. Contact Ethan Blades, [ethan@visitphilly.com](mailto:ethan@visitphilly.com), to request cards.
2. Feature the program on your website, emails or other marketing materials.
3. Provide an exclusive experience that we can include as part of the program.  
Contact Cathy McVey, [cathy@visitphilly.com](mailto:cathy@visitphilly.com), with your offer.



# Social Media

The goal of this campaign is to drive visitation to the Philadelphia region. 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.

Feel free to use any of these suggested messages or modified versions of them on your social media accounts.

## Campaign Hashtags

### #ComeforPhiladelphia

Use when describing something that is already well known about Philadelphia (*Liberty Bell, Independence Hall, Rocky, cheesesteaks, etc.*)

### #StayforPhilly

Use when describing something unexpected or lesser known about Philly (Philadelphia's Magic Gardens, Eastern State Penitentiary, Octavius Catto statue, Fonthill Castle, etc.). It can also be used as a call to action for people to stay over.





**#ComeforPhiladelphia**



**#StayforPhilly**

## Social Media Posts

The below posts should be edited to fit each platform's specific copy and graphic requirements:

How well do you know Philly? Sure, there are the things you did on your first trip, but what about all the things to do that are a bit unexpected? **#stayforphilly**  
<https://vstphl.ly/K6pHpX>

Quick. Name three reasons to **#stayforphilly**! @visitphilly has several. <https://vstphl.ly/K6pHpX>

We would **#ComeForPhiladelphia** for the cheesesteaks, Liberty Bell, Independence Hall and the Brotherly Love. But we would **#stayforphilly** for the Tom Yum Kalaya, Tattooed Mom and, of course, the atty-tude.

Need another reason to **#stayforphilly**? That's easy: Philly Rewards. Earn merch & special experiences just for touring the town. <https://vstphl.ly/1nU5Tg>

Philly merch? Exclusive Philly experiences? Introducing: Philly Rewards. <https://vstphl.ly/1nU%Tg>

## Links

Come for Philadelphia. Stay for Philly. landing page  
Philly Rewards landing page

# 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](http://visitphilly.com) to reach people thinking about and actively planning Philadelphia travel.

**Click here for more info** or contact:

Abby Siegel-Greenberg,

[abby.siegel@milespartnership.com](mailto:abby.siegel@milespartnership.com)

## Photo & Video Library

Show off Philly beautifully by using our professionally shot photos and videos. **Click here for more info** or contact: Rob Rabena, [rob@visitphilly.com](mailto:rob@visitphilly.com)

## Content 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! **Click here for more info** or contact: Cathy McVey, [cathy@visitphilly.com](mailto: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. **Click here for more info** or contact: Andrew Zwarych, [andrew@visitphilly.com](mailto:andrew@visitphilly.com)