COME FOR PHILADELPHIA. STAY FOR PHILADELPHIA.



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 PHILADELPHIA.

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.

THE BELL & THE HALL. STAY FOR THE Cityvide Special.

COME FOR THE FOUNDING FATHERS.

STAY FOR

TATTOOED MOM

COME FOR THE CHEESESTEAKS.

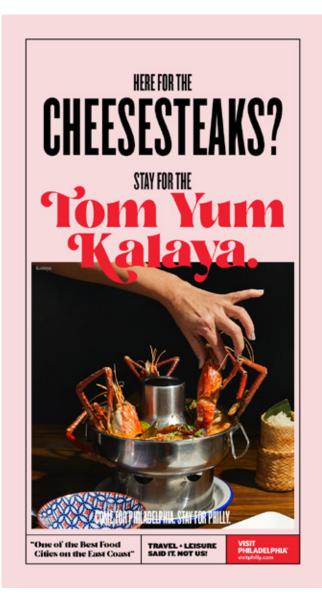
STAY FOR THE

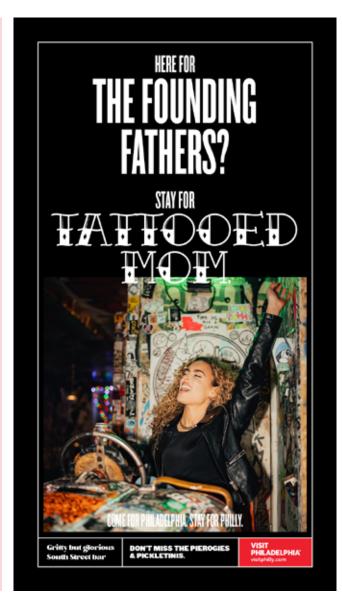
Tom Yum Kalaya.

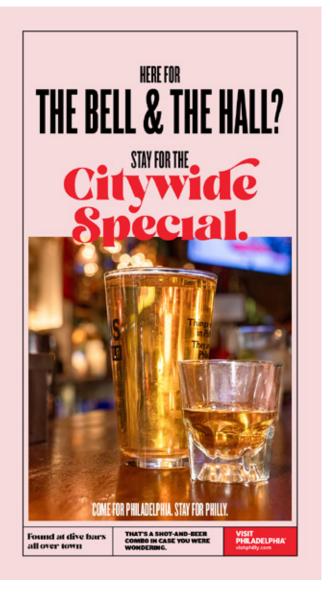
COME FOR THE BROTHERLY LOVE.

STAY FOR THE

atty-tude.









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



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

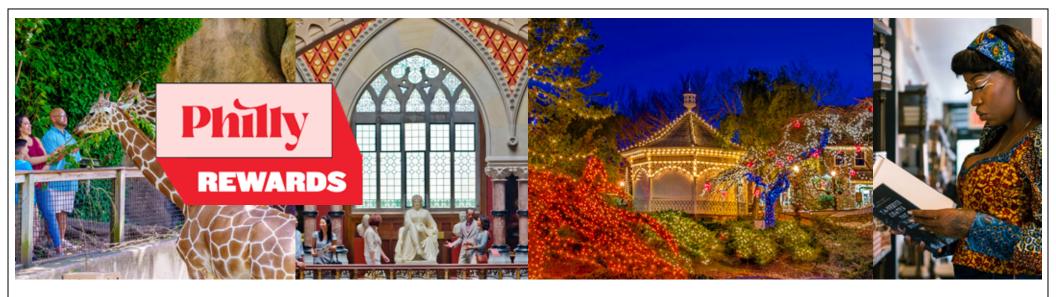
Dilworth Park

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



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 Wildlide 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



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

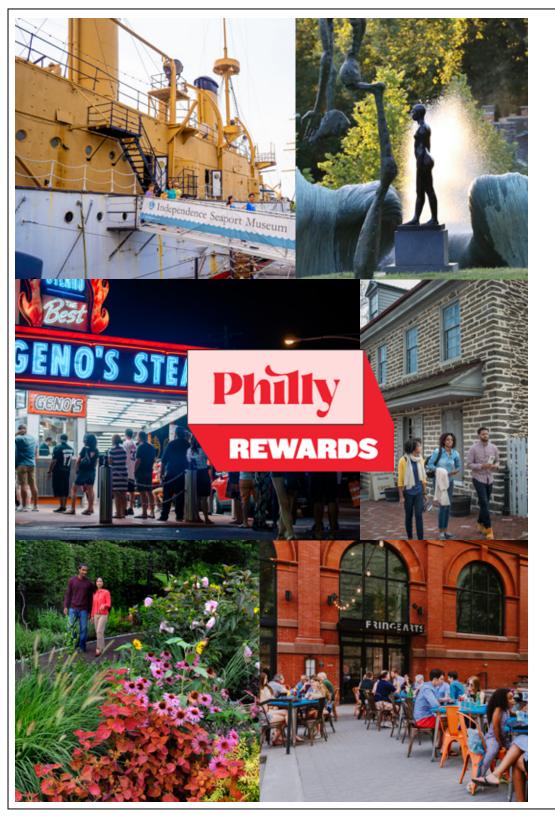
Wissahickon Valley Park

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, 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, 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.



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 to reach people thinking about and actively planning Philadelphia travel.

Click here for more info or contact:

Abby Siegel-Greenberg,

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*

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

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