



2025 ANNUAL REPORT



VISIT
PHILADELPHIA®

2025

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VISIT PHILADELPHIA BASICS

WHAT WE DO

BUILDING
Greater Philadelphia's Image

DRIVING
the Local Economy

BOOSTING
Leisure Visitation

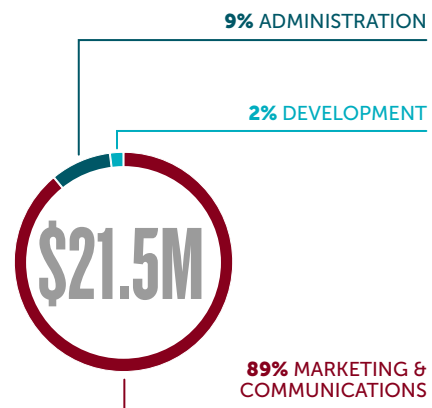
HOW WE DO IT

Visit Philadelphia prides itself on taking an integrated approach to marketing the five-county Greater Philadelphia region. We use all of our resources to promote the area as a top U.S. leisure travel destination. We focus on showcasing the city and region's vibrancy and driving local support of the businesses and attractions that make Philadelphia and the region a compelling place to visit.

Our work is rooted in research. Using it as a starting point ensures we develop messaging that resonates with key audiences. We then let our team do what it does best: flex their creative muscles to translate those insights effectively across our multi-faceted marketing channels.

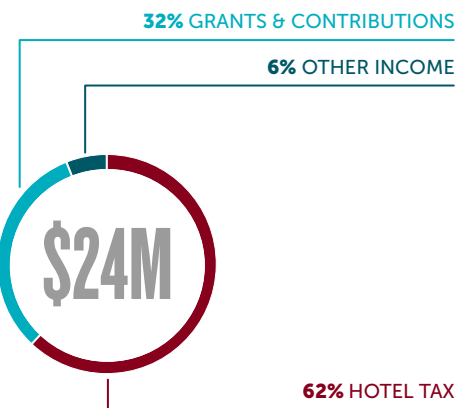
EXPENSES

Calendar Year 2025

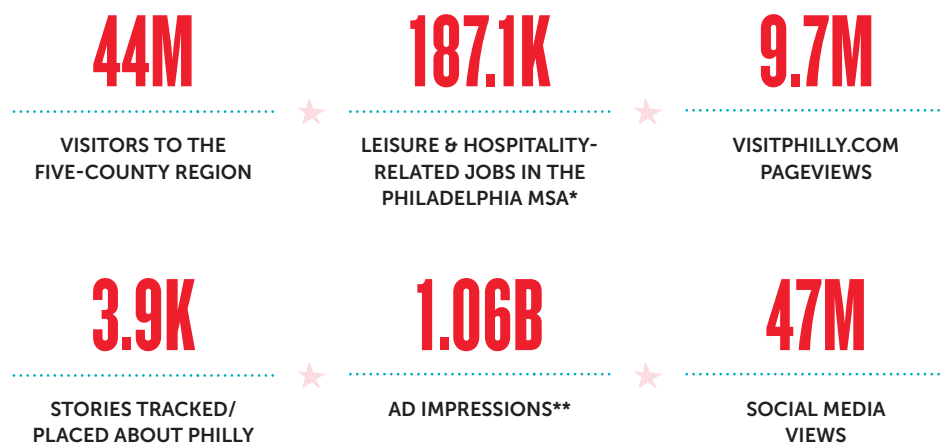


FUNDING SOURCES

Calendar Year 2025



2025 RESULTS AT A GLANCE



*Change from historical tracking due to changes in Bureau of Labor Statistics data
**This number doesn't include impressions tied to civic pride or 2026 campaigns

Executive Message



As I reflect on 2025, I am incredibly proud of the Visit Philadelphia team and the many partners across our tourism and hospitality community who helped make it a dynamic year for our city and region.

Together, we continued advancing Visit Philadelphia's mission to build Greater Philadelphia's travel reputation, drive leisure visitation and strengthen the regional economy. Tourism remains one of the region's most powerful economic engines, supporting thousands of jobs, generating critical tax revenue and sustaining businesses across our neighborhoods and counties that give Philadelphia its unmistakable character.

Throughout the year, our team focused on building the momentum that will carry Philadelphia into a historic global moment in 2026. We launched innovative campaigns that elevated Philadelphia's national profile, strengthened civic pride among residents and expanded our storytelling in ways that highlight the full richness of our communities.

This work reflects a strategy grounded in both creativity and research. In a year marked by evolving travel behavior and continued economic pressures, our team remained nimble and data-driven, ensuring that every initiative delivered meaningful value for our partners and stakeholders.

Equally important has been our commitment to preparing the city for what lies ahead. From destination development efforts across Philadelphia's neighborhoods to strategic partnerships and national visibility initiatives, we are working to ensure that visitors experience a city that is ready for the spotlight. When travelers are welcomed into vibrant, prepared communities, the economic and social returns are shared more broadly.

So, as Philadelphia prepares to celebrate the semiquincentennial — not to mention Visit Philadelphia's 30th anniversary — I am filled with optimism about the future of our industry and city. The progress we have made together positions Philadelphia for a remarkable milestone year as well as sustained growth and opportunity well beyond it.

Thank you for your continued partnership in this important work.

Sincerely,

Angela Val
Angela Val

A Message from our Chair



Completing my first full year as Chair of the Visit Philadelphia Board has given me a deeper appreciation for the organization, the people behind it and the moment we are entering together. When I first stepped into this role, I knew it would be exciting. What I didn't anticipate was the personal impact of being part of an organization doing work that is so important to our city and region.

As we approach Visit Philadelphia's 30th anniversary in 2026, I've found myself reflecting on the leadership that has guided this organization over the years, from its founding vision to the dedicated team leading it today. I inherited the Chairman position from Manuel N. "Manny" Stamatakis, who brought steadfast leadership and deep business expertise to the organization for 20+ years. He still serves as Chair Emeritus, exemplifying the type of continuity that has positioned Visit Philadelphia remarkably well for this period of opportunity. In many ways, the groundwork laid over decades has prepared the organization for the moment we're now approaching.

What impressed me most in 2025 is Visit Philadelphia's innovative, all-encompassing approach to tourism promotion. The civic pride campaign and TED partnership, for example, attract visitors to the city while also strengthening how residents feel about the place they call home. When people feel proud of their city, that energy becomes part of the visitor experience as well.

I've also gained a greater appreciation for the partnerships that make this work possible. Each one of our partners, from regional destination marketing organizations to hotels, restaurants, museums and more, help bring visitors through all of our doors. Tourism is truly a collaborative effort, and Philadelphia benefits from our strong network that works toward a shared goal.

As we look ahead, I don't think of 2026 as a single milestone year. Instead, I see this as a continuum. It is rooted in the momentum of 2025 and will carry through 2026 into 2027 and beyond. This moment is a chance to celebrate our history and also fortify the long-term foundation for Philadelphia's visitor economy and civic pride.

I'm grateful for the opportunity to serve alongside Angela Val, our fellow board members and the entire Visit Philadelphia team as we help prepare Philadelphia to welcome the world.

Sincerely,

Anthony Conti
Anthony Conti

2025 Tourism Industry Results

Travel held steady in 2025 even as the industry grappled with tailwinds such as regulatory policy and geopolitical changes, the evolution of AI and shakeups to the budget airline sector. The results exemplify the collective, intentional hard work of our partners throughout the region.



HOTEL ANNA AND BEL

5-COUNTY REGIONAL RESULTS



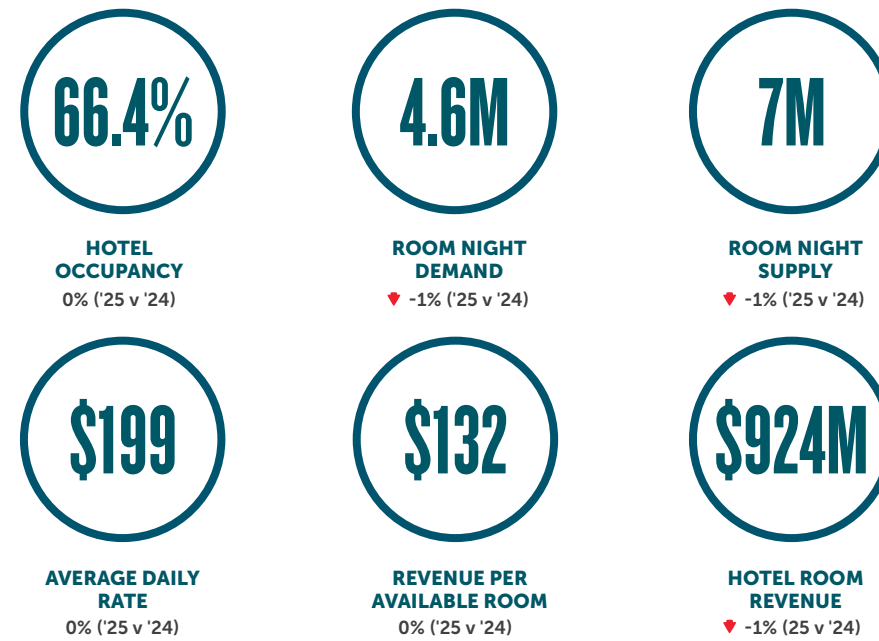
PHILADELPHIA COUNTY RESULTS



Source: Bureau of Labor Statistics

Note: As adjustments were made by the Bureau of Labor Statistics in January 2025, the hospitality-related jobs number for the five-county region was established from the Philadelphia Metropolitan Division and Montgomery County-Bucks County-Chester County, PA, Metropolitan Division. The Philadelphia County BLS results were from the Philadelphia Metropolitan Division only.

PHILADELPHIA COUNTY HOTEL PERFORMANCE



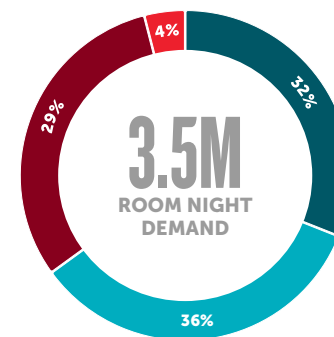
Source: Smith Travel Research (as of 1/1/25)



HOTEL ANNA AND BEL

CENTER CITY HOTEL PERFORMANCE

Leisure travel demand drove the 3.5 million room nights consumed. However, both group and business segments continued to pick up pace.



■ BUSINESS ■ GROUP
■ LEISURE ■ CONTRACT

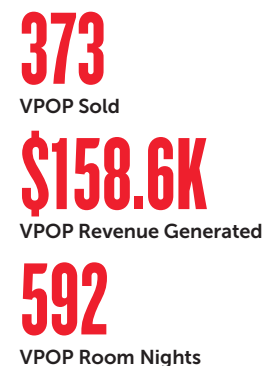
Sources: STR (as of 1/24/25), Tourism Economics. Data provided in this report is based on the best available information at the time of publication. Some facts and figures may adjust as additional information becomes available.

- ★ **36%** LEISURE ROOM NIGHTS
- ★ **3** AVERAGE NUMBER OF NIGHTS STAYED
- ★ **80%** REPEAT VISITORS

HOTEL PACKAGES

We've continued to promote our signature Visit Philly Overnight Package (VPOP), which offers exclusive experiential perks to attractions throughout the region. In 2025, we saw more than **270 VPOP partner redemptions**.

VPOP BOOKING & PERKS REDEEMED



NON-VPOP HOTEL BOOKING THROUGH VISITPHILLY.COM



INDIVIDUAL ATTRACTION TICKETS SOLD THROUGH VISITPHILLY.COM



Momentum Builders: Key Brand Awareness Initiatives



COME FOR PHILADELPHIA. STAY FOR PHILLY. ADS IN ATLANTA



NYC TAXI TOPS



LINK NYC

CORE ADVERTISING

Visit Philadelphia continued to expand “Come For Philadelphia. Stay For Philly,” our marquee campaign highlighting unmistakably local experiences while encouraging visitors to explore beyond the expected, from lesser-known attractions to the city’s signature expressions and hidden corners. These are the kinds of experiences that inspire travelers to stay longer and do more.

New spring and summer advertising highlighted events like the Roots Picnic, ODUNDE Festival, Chinese Lantern Festival, Philadelphia Flower Show and the always-free Wawa Welcome America Festival. We shined a spotlight on Philadelphia’s thriving culinary scene, hallowed history and affordability, plus its constantly evolving arts and culture scene that rivals any in the country.

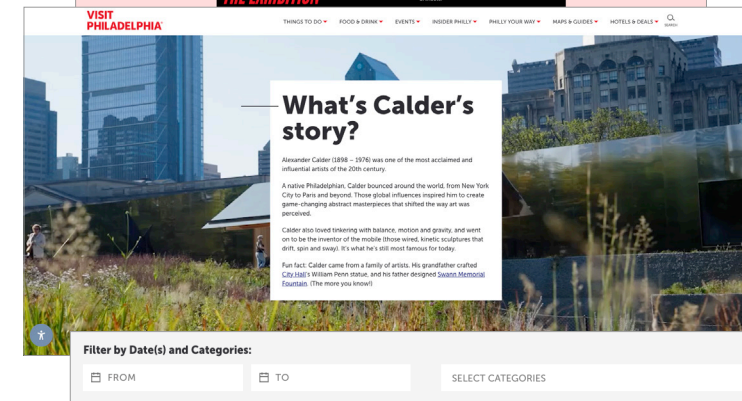
This work represented our most visible and scalable effort yet. Leveraging assets across owned channels, paid advertising, earned media and strategic partnerships, the all-encompassing campaign resulted in **1.1 billion** overall impressions plus our biggest and most successful advertising push in New York City since pre-pandemic 2019.

The campaign appeared on **800 street-level LinkNYC screens** and **1,500 digital taxi tops** over five weeks, generating **297.3 million impressions** and reinforcing Philadelphia’s position as a fun, accessible and culturally rich destination for one of our most important overnight leisure markets.

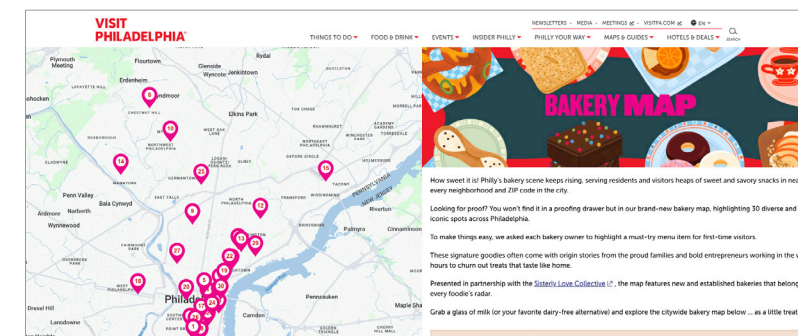


WEB REFRESH

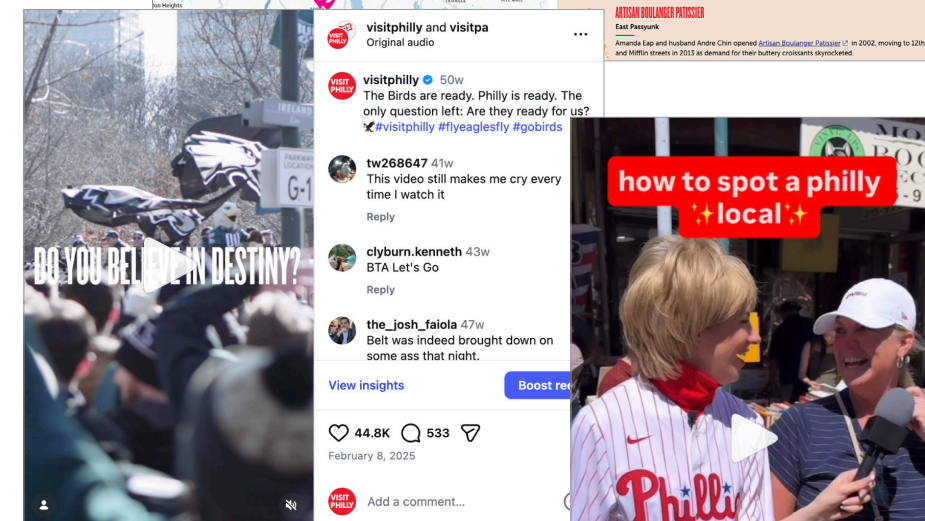
To complement Visit Philadelphia’s growing reach, we refreshed our web presence to cement it as a cornerstone of the visitor journey.



- Working with Madden Media, we improved the homepage, design, navigation and site speed of visitphilly.com.
- Elsewhere, we introduced expanded date and category filters to help visitors and residents easily find the monthly, seasonal or annual content that interests them.
- Plus, a half-dozen new design-forward templates elevated our storytelling about neighborhoods, museums and attractions, supported by a new interactive homepage map that helps people visualize the attractions in the city and region.

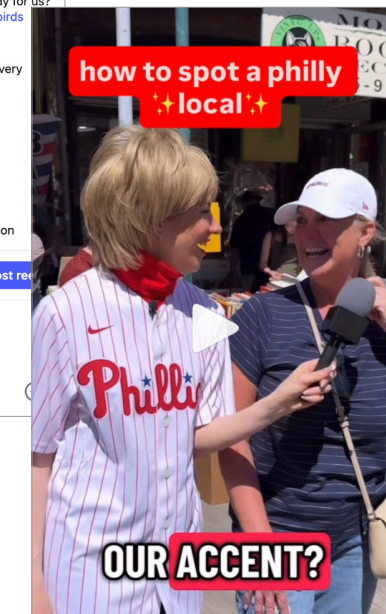
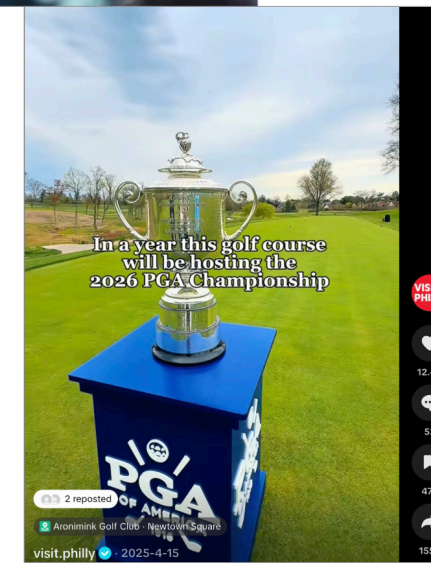


To further enhance accessibility and trip planning, Visit Philadelphia introduced an AI-powered translation tool, helping a broader range of travelers engage with content and confidently plan their hotel stays. And all of these efforts were buoyed through meaningful content partnerships with relevant local media outlets, including PhillyVoice and Campus Philly.



SOCIAL MEDIA EVOLUTION

On social media, we prioritized high-performing, shareable content on our channels by strategically expanding influencer collaborations to better connect with audiences through trusted voices and authentic storytelling. Throughout the year, our social platforms raked in 7.1M+ views from influencer and partner collaborations — results driven by a 114% increase in the number of content creators we collaborated with year-over-year compared to 2024.



▶ Standout web and social media pages for 2025

★ **114%** YOY INCREASE IN CONTENT CREATOR COLLABS VS '24

Top Media Moments

Visit Philadelphia used earned media to loudly bang the drum nationwide for the City of Brotherly Love in 2025. Our savvy, proactive media strategy kept us ahead of the curve in predicting national trends, and we stayed true to Philadelphia’s distinctive voice when working with out-of-town journalists telling our city’s story. On brand, forever and always.

We hosted nearly 100 writers as part of our Visiting Journalists Program. Here is some of the buzz we’re most proud of:



WHERE TO TRAVEL IN 2026: THE BEST PLACES TO VISIT

“But for a city that prides itself on being the place where the Founding Fathers signed the Declaration of Independence, Philadelphia will be one of the premier spots for the year-long national commemoration of America’s 250th birthday.”

CNN TRAVEL

BLACK GIRLHOOD, PRESERVED: THE COLORED GIRLS MUSEUM CELEBRATES 10 YEARS

“For the past decade, this Philadelphia-based establishment has created space to honor and uplift the stories of everyday Black girls and women.”

ESSENCE

HOW TO SPEND TWO DAYS IN PHILADELPHIA

“It’s a little gritty yet gorgeous. It’s a dining mecca with an artistic streak. It’s the birthplace of the United States — not to mention the Slinky, ice cream soda and cheesesteak. And, of course, it’s the home to the 2025 Super Bowl champions, the Eagles.”

FORBES TRAVEL GUIDE

THE 15 BEST NEIGHBORHOODS IN PHILADELPHIA TO VISIT

“One of the greatest ways to get to know the City of Brotherly Love is through its distinctive neighborhoods.”

LONELY PLANET

IT’S NOT TOO EARLY TO MAKE PLANS FOR AMERICA’S 250TH BIRTHDAY IN 2026

“Philadelphia will be the liberty belle of the ball.”

NATIONAL GEOGRAPHIC

THESE U.S. DESTINATIONS KNOW HOW TO PUT ON 4TH OF JULY PARADES

“The city that’s referred to as “America’s Birthplace” puts on many parades and events timed with Independence Day.”

FORBES



CENTER CITY DISTRICT OPEN STREETS

THE 25 BEST RESTAURANTS IN PHILADELPHIA RIGHT NOW

“The dining scene here is having a moment, whether it’s outstanding pizza, fiery Ethiopian fried chicken or French-inflected cuisine that feels like a cozy dinner party.”

THE NEW YORK TIMES

THE 10 BEST TRAVEL DESTINATIONS TO VISIT IN 2026

“Two of Philadelphians’ favorite things—sports and Philadelphia—will converge in 2026, when the city hosts March Madness, the FIFA World Cup, the MLB All-Star Game and America’s 250th birthday in the span of four wild months.”

THE WALL STREET JOURNAL

THE 50 BEST PLACES TO TRAVEL IN 2026

“The rich history is still there, but Philly these days is all about the innovative, award-winning chefs from around the globe who are making the city a must-experience food destination.”

TRAVEL + LEISURE

PAINTING THE TOWN: MEET THE WOMEN BEHIND PHILADELPHIA’S FAMOUS STREET ART

“And the city’s dazzling street art inspires for another reason: Much is created by women, national pioneers in what is often thought of as a male-dominated domain.”

USA TODAY

AN INSIDER’S GUIDE TO PHILADELPHIA: WHERE TO STAY, EAT AND SHOP

“With the largest collection of Rodin sculptures outside of Paris and one of the most lauded orchestras in the country—not to mention a strong community of chefs with roots around the world—Philadelphia is an underappreciated cultural hot spot. From gorgeously curated specialty shops and an electric food scene to an impressive public collection of Picassos and a vast library of American history, there are many reasons that make it a city worth visiting.”

VOGUE

6 UNDERRATED SPRING BREAK DESTINATIONS FOR FAMILIES, ACCORDING TO A WELL-TRAVELED MOM OF 4

“In Philadelphia’s Old City, families can get a crash course on U.S. history by visiting the Liberty Bell, Independence Hall, and the Museum of the American Revolution.”

AFAR

ALL-STAR ACCOLADES FOR PHILADELPHIA

The 10 Best Places to Visit in 2026

The Wall Street Journal



Where to Travel in 2026: The Best Places to Visit

CNN



The World’s Greatest Places of 2025

TIME



The 50 Best Places to Travel in 2026

Travel + Leisure



52 Places to Travel in the USA

AFAR



20 Best Places to Travel in 2026

BBC Travel



Best City for Street Art

USA Today 10Best



3 One Stars
1 Green Star
21 Recommended
10 Bib Gourmands

Michelin



1 Winner
11 Semifinalists
James Beard
Foundation Awards



Travelers’ Choice
Awards Best of the Best
Destinations
Trip Advisor

The 2026 Semiquincentennial: Our Biggest Moment, 250 Years in the Making

When it comes to 2026, we've long been thinking ahead about how to best set the stage. Why? Because future success doesn't happen without laying the groundwork. Or, as Benjamin Franklin famously said: **"By failing to prepare, you are preparing to fail."**

That's why 2025 marked a pivotal phase in our preparation for the semiquincentennial, a landmark year for tourism and hospitality right here in the birthplace of the nation. The country's 250th birthday is bringing global attention to our city along with the star-studded events lineup that includes FIFA World Cup matches, the Major League Baseball All-Star Game, PGA Championship and more.

Building on several years of strategic planning, Visit Philadelphia unified marketing, social media, civic pride, earned media, advocacy and partnership efforts to ensure

the city is positioned to turn this moment into lasting economic and civic impact. We started our significant cross-channel advertising push, created a robust 2026 landing page on our website and launched Philly 2026, a branded newsletter sent to more than 5,000 key stakeholders and partners that keeps them in the know on everything 2026 — semiquincentennial-related and otherwise. The newsletter's average open rate is 39%, outperforming the industry average.



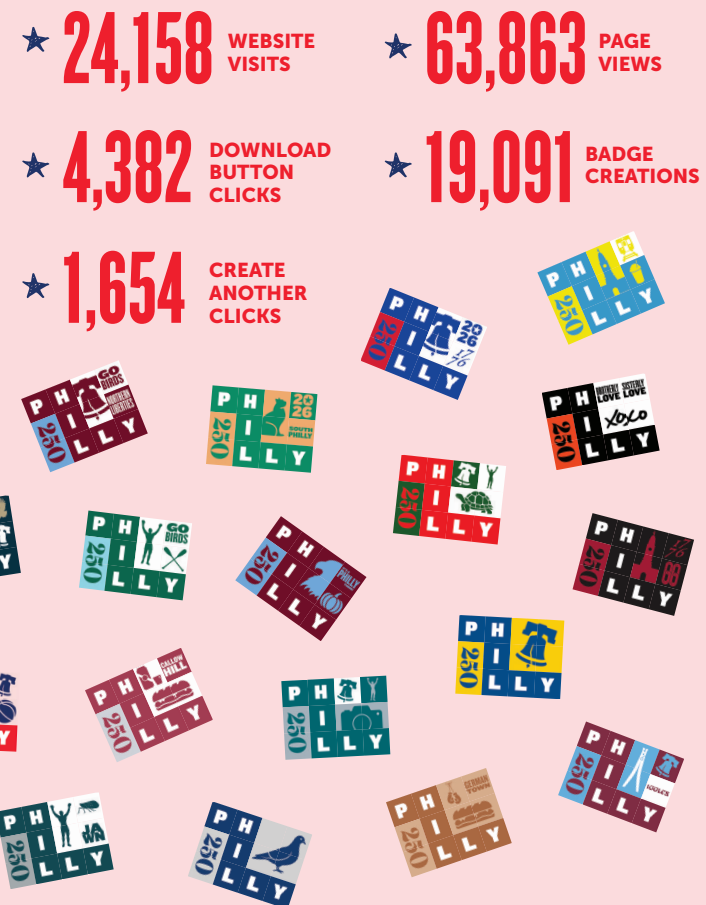
PARTY ON THE PARKWAY

A 2026 MARK AND THE BADGE BUILDER



Visit Philadelphia debuted a special mark to unify branding around 2026 and encourage stakeholder engagement. The visual emblem is inspired by William Penn's original 1682 grid design. With our customizable Badge Builder, local businesses and city residents created individualized versions of this prideful symbol online, selecting from more than 250 icons rooted in Philly culture, including our many diverse neighborhoods, sports teams, art installations, famed museums and attractions, culinary kudos and historic landmarks like Independence Hall and Boathouse Row.

Downloads were fast and furious, fueled by momentum from a social media takeover that saw 250 partner organizations share customized versions of the mark across social media. The overwhelmingly popular campaign saw 24,158 people visit the Visit Philadelphia website, resulting in more than 19,000 badge creations. To keep up with demand, we added icons after the initial rollout to coincide with seasonal events like the holidays and sports playoffs.



TED DEMOCRACY

We continued Visit Philadelphia's three-year partnership with TED, which is a cornerstone of our organization's 2026 plan. We organized three TED Democracy Speaker Series events throughout the year, all the while developing TED Democracy Philadelphia: Founding Futures, a one-day event scheduled for June 13, 2026, at the Kimmel Center for the Performing Arts. In the lead up to this event, Visit Philadelphia unveiled Dear Democracy, an activation inviting people across the country to share handwritten reflections about the future of democracy.

Of course, we couldn't keep that excitement all to ourselves. After beginning at the National Constitution Center in Old City, Dear Democracy hit the road, stopping at venues in cities including New York City, Washington, D.C., Chicago, Atlanta and Lancaster. This effort broadened national engagement, generated buzz for the marquee 2026 event and reinforced Philadelphia's role as the birthplace of modern democracy.



DEAR DEMOCRACY IN CHICAGO

IDEA SEARCH

We also launched an international Idea Search, inviting changemakers, thought leaders, community advocates and everyday citizens worldwide to apply to speak at the TED Democracy Philadelphia event.

The results? Revolutionary. We saw a whopping 420 speaker applications submitted across 37 countries. Additionally, more than 1,200 people attended the TED Democracy Speaker Series events, while the initiative garnered 100K views via Instagram collaborations with trusted content creators.

Visit Philadelphia's sustained visibility around 2026 helped establish Philadelphia as a focal point of the year in major publications across the globe, including *The New York Times*, *The Wall Street Journal*, *Travel + Leisure*, BBC and CNN. Paid advertising partnerships highlighting efforts like the Idea Search leveraged 15 full-page ads in major cities including Vancouver, Montreal, Paris, London and Berlin while accounting for 3 million views in addition to 19 million total impressions.

Civic Pride: Rooting for the Sixth Team — Philadelphia!



CIVIC PRIDE BUS SHELTER AD

Visit Philadelphia continued to invest in its ongoing civic pride campaign throughout 2025, further cementing this line of work as a strategic pillar of our destination marketing. When residents feel good about Philly, our entire city benefits. Our research shows that when civic pride is high, the people who live here are more likely to invite friends and family into town. As a result, visiting pals and relatives account for a major portion of travelers coming to Philadelphia.

Visit Philadelphia's civic pride 2025 efforts included a hyper-local campaign of 35 neighborhood-specific ads throughout the region, running from Brewerytown to Somerset and Fishtown to Passyunk and beyond. The ads — a first-of-its-kind push for Visit Philadelphia — included a mix of print and digital bus shelter placements that highlighted the people, events, food and cultural moments that make our neighborhoods so special. Meanwhile, a new social media video series named "It's a Philly Thing" put the mic in residents' hands to celebrate Philadelphia's diverse neighborhoods and the pride that comes with calling them home.

Visit Philadelphia also launched our storefronts beautification initiative, designed to enhance empty storefronts across the city with vibrant window coverings, making key commercial corridors more visually appealing.

SAY IT WITH US: E-A-G-L-E-S ... EAGLES!

Plus, we can't forget the Philadelphia Eagles' epic Super Bowl victory. During their epic playoff run, Visit Philadelphia's award-winning Bird Calls campaign rallied the city's famously spirited fans to leave heartfelt messages for the players on vintage rotary phones located around the town.

They recorded thousands of messages, generating coverage in more than 60 media outlets, including a feature of our "Cheer Cards" on Good Morning America. We distributed 30,000 of these personalized pledges of Eagles support as part of this highly successful campaign. Bird Calls garnered an impressive 106K+ engagements and 1.4M views on social media.

Digital updates to neighborhood-focused content on VisitPhilly.com ensured residents and visitors could discover and engage with local stories, events and businesses. These web updates were complemented by the buzzworthy launch of On a Positive Note, a newsletter highlighting local feel-good stories and community wins.

The positive vibes were palpable. Nearly 1,200 prideful residents signed up to read all about the good news happening in Greater Philadelphia, like NFL Ultimate Fan of the Year Ed Callahan and Scuba Santa at Adventure Aquarium.

Collectively, these initiatives generated meaningful media coverage and connected the dots between visitors, residents, placemaking and economic development opportunities.

Destination Development

Destination development remained a key focus in 2025, reflecting Visit Philadelphia's commitment to ensuring that long-term improvements to our destination align with community needs.



NEIGHBORHOOD TOURISM DEVELOPMENT

We deepened this work in partnership with local agency En Route, moving on neighborhood action plans co-created with communities. This looked like supporting the launch of ACANA's new Africatown Food Tours in Southwest Philadelphia, creating neighborhood wayfinding banners and working with neighborhood BIDs and organizations to refresh or publish nearly three-dozen neighborhood pages on VisitPhilly.com, ultimately translating community identity into tangible experiences.

Plus, we supported the launch of the Historic Germantown One Pass, a multi-site ticketing program that encourages exploration of Philadelphia's storied history and cultural assets at a discount. These efforts were designed to direct visitor spending into more areas of the city while honoring the diverse history and culture that make each neighborhood distinct.

DESTINATION OPTIMIZATION INITIATIVE

Visit Philadelphia's ongoing Destination Optimization initiative reflects our commitment to helping businesses across the city promote themselves to the best possible degree. In today's digital age, that means bolstering online presence in order to attract more visitors.

The Destination Optimization Program includes a free two-hour in-person workshop and self-paced online resources for local businesses to learn how to enhance their digital presence, improve photos and videos to stand out online and effectively manage customer reviews.

We held a series of in-person workshops in Germantown, Chinatown and Africatown, where we equipped local businesses and organizations with practical tools to strengthen their digital presence and connect with travelers during the trip-planning process.

PHILADELPHIA HOSPITALITY SYMPOSIUM

Visit Philadelphia also convened partners for the second Philadelphia Hospitality Symposium, creating space for industry dialogue, shared learning and alignment across the local tourism ecosystem ahead of one of the city's busiest years.



Together, all of these development efforts strengthened Philadelphia as a destination, improved visitor experiences and strengthened the neighborhoods that make this city shine.



Cultural Marketing

This year, Visit Philadelphia strengthened how we present the full scope of our work and future direction, reaching more diverse audiences and communities. What we previously called diverse marketing now falls under the moniker of cultural marketing. This update speaks to our dedicated marketing efforts that encompass the breadth of audiences, stories and platforms we engage. As always, this change is grounded in research and designed for our organization's long-term growth.

Simply put: We don't view this type of storytelling as a one-off, and our year-long efforts show that.

LEGACY & LOVE

We continued our "In Pursuit of a More Perfect Union" campaign during February by relaying local, generations-old stories of Black entrepreneurship through a six-episode YouTube video series called "Legacy & Love." Targeting boundary-pushing businesses in ever-changing neighborhoods, we captured refreshingly honest stories of family, history and reflection in places like Paul Beale's Florist in North Philadelphia and Hakim's Bookstore in West Philadelphia.

WITHIN US

In May, we turned our cultural lens into a prism through the "Within Us" video series in honor of Asian American and Pacific Islander (AAPI) Heritage Month. This vibrantly diverse campaign, featuring a trailer and three weekly episodes, focused on the multi-layered narratives telling the immigrant stories of underrepresented voices.

We featured local stories like that of Raquel Villanueva Dang, co-owner of Baby's Kusina + Market, an all-day modern Filipino cafe in Brewerytown, and Anh and Anou Vongbandith, husband-and-wife owners of Das Good Cafe in Germantown.

IN PLAIN SIGHT

In June, we unveiled In Plain Sight, a 10-foot-tall, 250-pound TQ+ sculpture, at Cherry Street Pier for Pride Month. Intended to send a loud message that everyone is welcome here in the birthplace of liberty, the sculpture incorporates colorful design elements from multiple pride flags: the Transgender Pride Flag, Rainbow Pride Flag, Asexual Pride Flag and the Progress Pride Flag.

INDIVISIBLE

We launched a dynamic storytelling initiative in October for Hispanic Heritage Month: "Indivisible," a multi-pronged media campaign that highlighted six changemakers whose lives reflect the fusion of tradition, ambition and belonging of Hispanic-American identity. The narratives of local chefs, artists, business owners and more were backed by print advertising in regional bilingual publications like *Washington Hispanic*, *Noticia* and *Impacto* plus Spanish-language media buys on YouTube, Facebook and Instagram.

Arts and Culture Promotional Focus

Arts and culture are central to Philadelphia's identity and have long been a powerful driver of visitation, overnight stays and neighborhood engagement. That's why Visit Philadelphia focused on advancing its arts and culture strategy in 2025, elevating the city's creative institutions, supporting local artists and positioning Philadelphia as a top destination for cultural travelers.

To inform marketing and promotion, Visit Philadelphia worked with local arts and culture consultants to better understand the industry's ins and outs and how we can support its growth via tourism promotion. We interviewed 45+ local creative leaders and artists, then hosted a series of dinners to help inform our arts and culture marketing. Valuable insights from these sessions — including how cultural institutions reach their audiences, the challenges they face and the opportunities they see to strengthen Philadelphia's arts narrative — will help us shape a more inclusive and effective long-term arts and culture strategy.

ARTS AND CULTURE PRESS TRIP

With this information in mind, Visit Philadelphia then hosted a four-day arts and culture press trip in October, welcoming journalists from leading art and design publications across the country to explore the city's museums, exhibitions and artist-led spaces. Our team showed off major institutions, including the Philadelphia Museum of Art, the Institute of Contemporary Art, Calder Gardens and the Barnes Foundation, as well as smaller galleries and artist-run spaces like InLiquid Gallery and Forman Arts Initiative, highlighting the role each neighborhood plays in shaping Philadelphia's arts.

The press trip resulted in earned coverage from outlets including *Artnet*, *The Art Newspaper*, *Document Journal*, *Whitehot Magazine* and *The Brooklyn Rail*.



TKTS

Visit Philadelphia continued to promote TKTS' arrival in Philadelphia, using the launch to drive awareness of Philly Theatre Week (April 3–13, 2025). Visit Philadelphia played a central role in launching TKTS Philadelphia in fall 2024, when Philadelphia joined New York, London and Tokyo in offering the internationally recognized, last-minute ticket service in partnership with the Independence Visitor Center.

The launch of TKTS garnered media coverage from notable publications, including *The Philadelphia Inquirer* and *BroadwayWorld*. Since its launch, TKTS Philadelphia has seen more than 3,100 ticket sales to nearly 1,600 local performances, driving almost \$107,000 in revenue.*

* Results as of January 2026

★ **\$107K** TKTS-DRIVEN REVENUE

2025 ANNUAL REPORT

The 2025 Historic District Partnership Members – Thank You!

Thanks to our partners, supporters, staff and volunteers. We extend our deepest thanks to the Historic District Partners, along with heartfelt kudos to all the cultural institutions, corporate supporters, public agencies and community organizations that collaborate with us throughout the year. We are especially grateful to our dedicated staff and volunteers. Their passion and professionalism ensure every visitor feels welcome in Philadelphia.

African American Museum in Philadelphia, American Philosophical Society, Arch Street Meeting House, Art Philly Association for Public Art, Carpenters' Hall, Christ Church Preservation Trust, Delaware River Waterfront Corporation, Elfreth's Alley Museum, Federal Reserve Bank of Philadelphia, Fireman's Hall Museum, Historic Collaborative of Philadelphia, Historic Philadelphia Inc., Historical Society of Pennsylvania, Independence Historical Trust, Independence National Historical Park, Independence Seaport Museum, Lehigh Valley 250, Ministry of Awe, Museum of the American Revolution, Museum of Illusions, National Constitution Center, National Liberty Museum, Old City District, Philadelphia Landmarks, Philadelphia Visitor Center Corporation, Science History Institute, Office of State Senator Saval, SEPTA, The Athenaeum of Philadelphia, United States Mint, Visit Philadelphia, Weitzman National Museum of American Jewish History, WHY

The Visitor Center's 2025 Annual Report reflects the organization's fiscal year — July 1, 2024 to June 30, 2025.

Leadership Message



This was a year of momentum for the Philadelphia Visitor Center. As we embraced exciting new initiatives, we also took time to thoughtfully prepare for the immense opportunity that lies ahead. Everything we did was rooted in our mission to connect visitors with unforgettable Philadelphia places, people and experiences — and to make every welcome authentically Philly.

Throughout 2025, we proudly leaned into our role as a civic convener and connector. From the launch of TKTS Philadelphia to the debut of new signature events like RockyFest — along with the continued growth of our Philly Opener celebration and fundraiser at the Independence Visitor Center — we brought partners together to create moments that celebrated the city's energy and potential. We also stepped in to lead Philadelphia250, helping to steward a once-in-a-lifetime opportunity to celebrate America's semiquincentennial in the city where it all began.

At our four visitor center locations, our concierge teams remained the heart of our work. Every day, they delivered warm, knowledgeable service to millions of guests, helping visitors navigate the city with ease and discover its rich history, vibrant neighborhoods and cultural life.

Through transportation services, ticketing, programming and accessible civic spaces, we made it easier to experience Philadelphia. None of this happens without collaboration. I am deeply grateful to our board of directors, staff, volunteers, partners and the cultural and hospitality organizations who work alongside us every day.

Together, we're making sure Philadelphia is ready — not only for the world stage in 2026, but for every visitor who walks through our doors, today and in the years ahead.

Sincerely,

Kathryn Ott Lovell
 President and CEO, Philadelphia Visitor Center Corporation

PHILADELPHIA VISITOR CENTER CORPORATION

BOARD OF DIRECTORS

Deborah O'Brien (Chair)
 Bank of America

Tiffany Newmuis (Vice Chair)
 Comcast

Shawn Andre Murray, MA, PHR (Secretary)
 Montgomery County Community College

James B. (J.B.) Broms
 Accenture

Maleda Berhane
 AR Spruce LLC

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Gregg Caren
 Philadelphia Convention & Visitors Bureau

Jonathan J. (J.J.) Cutler
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Kortney Cruz
 Independence Blue Cross

Aileen Dagrosa
 Philadelphia Eagles

Paul R. Decker
 Independent

John Fricke
 Canopy by Hilton Philadelphia Center City

Todd Glickman
 Comcast Spectacor & Xfinity Mobile Arena

David Gould
 Harris Blitzer Sports & Entertainment (HBSE)

Michael Harris
 Philadelphia Phillies

Puneet Kaushik
 Bayada Home Healthcare

Lauri Kavulich, Esquire
 Clark Hill, PLC

Rachel Most, CPA
 Wipfli LLP

Angela Val
 Visit Philadelphia

Governor's Representative
Rob Ghormoz
 GSL Public Strategies

Mayor's Representative
Jazelle Jones
 City of Philadelphia

Who We Are

The Philadelphia Visitor Center Corporation works alongside Visit Philadelphia, the Philadelphia Convention and Visitors Bureau, the City of Philadelphia, the National Park Service and the Commonwealth of Pennsylvania to deliver world-class visitor experiences. We welcome visitors, offer trusted guidance and connect people to the neighborhoods, stories and experiences that make this region unforgettable.

A PLACE TO START

Our four Visitor Centers provide safe, comfortable spaces where visitors can ask questions, build itineraries, purchase tickets and amplify their experience. Our premier event space, The Liberty View, overlooks Independence Mall and serves as a backdrop for celebrations and high-profile events that showcase Philadelphia at its best.

EXPERT GUIDANCE, RIGHT WHEN YOU NEED IT

Our Visitor Services Team is made up of knowledgeable, passionate Philadelphians who offer real-time, personalized recommendations. From must-see attractions to can't-miss moments, we help visitors explore the city with confidence and ease.

MAKING THE CITY EASY TO NAVIGATE

The Philly PHLASH® Downtown Loop makes getting around simple and affordable — connecting river to river while linking visitors and residents to key destinations. Funded by SEPTA, the Pennsylvania Department of Transportation, and more than 20 local partners, the PHLASH is a powerful driver of tourism and access in our city.

1.8 MILLION ANNUAL VISITORS*

▲+8% ('25 v '24)
*Includes visitors to Independence Visitor Center and LOVE Park Visitor Center and riders on the Philly PHLASH Downtown Loop

PHLASH RIDERSHIP: 7,400 AVERAGE RIDERS PER MONTH

▼-34% ('25 v '24)

TOTAL PAGEVIEWS: 1.7 MILLION

▲+122% ('25 v '24)



PHILADELPHIA VISITOR CENTER



VISITATION TO ALL FOUR VISITOR CENTER LOCATIONS **INCREASED BY 8%** IN 2025 OVER THE PREVIOUS YEAR



BUSIEST DAY: SATURDAY
(Source: Placer.ai)

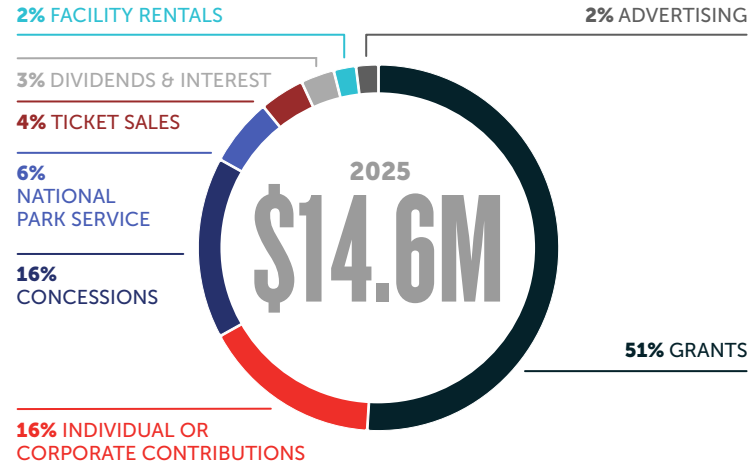


BUSIEST TIME OF DAY: 1PM-2PM
(Source: Placer.ai)

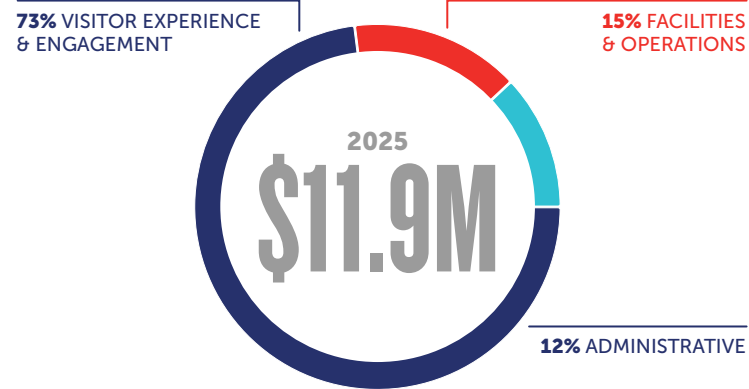


AVERAGE TIME SPENT BY VISITORS: 32 MIN
(Independence Visitor Center)

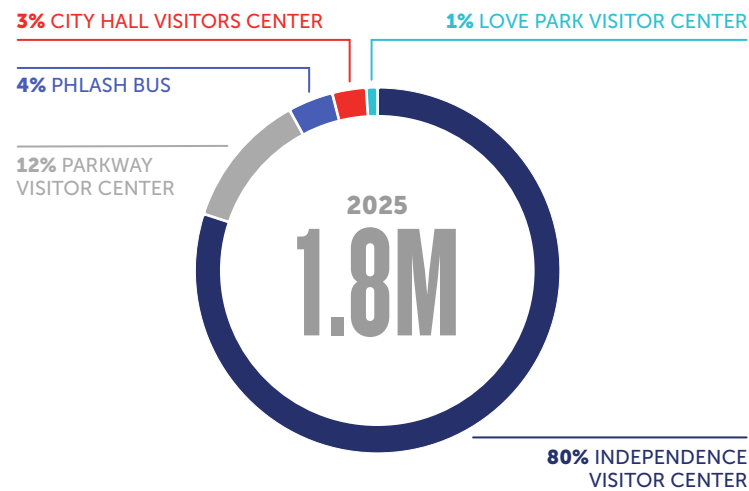
REVENUES



EXPENSES

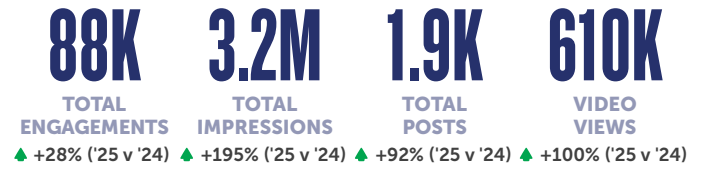


TOTAL VISITATION

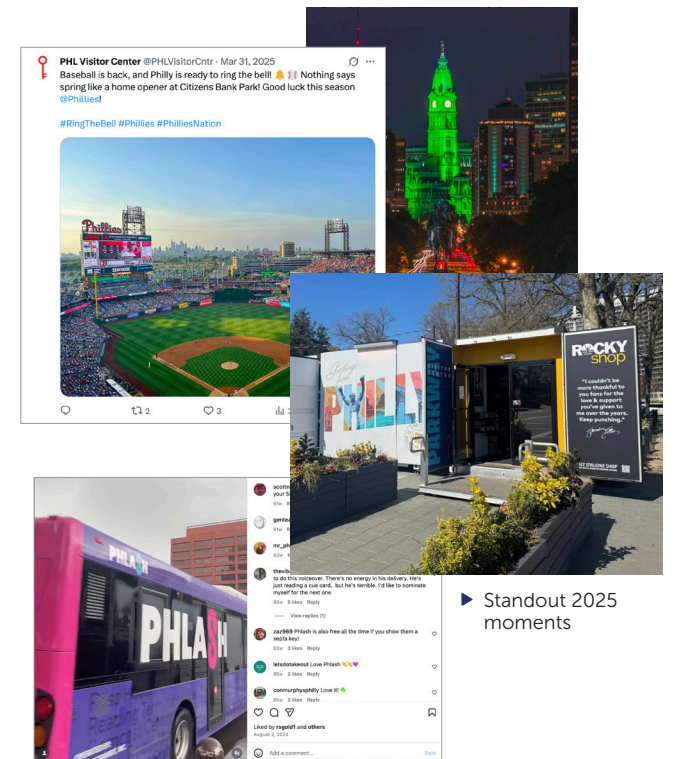
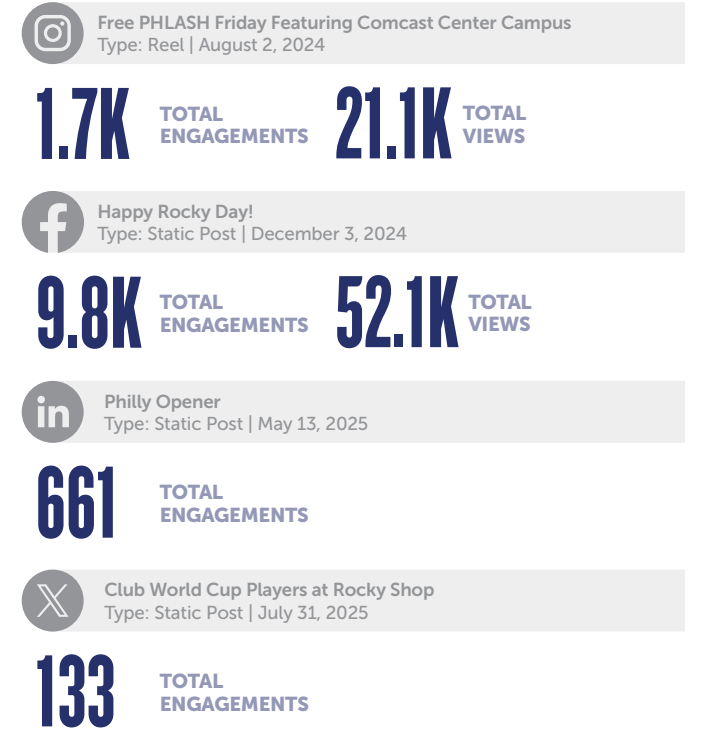


Note: Fiscal Year 2025 ran from July 1, 2024 to June 30, 2025

SOCIAL MEDIA HIGHLIGHTS ACROSS PLATFORMS



TOP-PERFORMING POSTS



▶ Standout 2025 moments

Overview of Visitor Centers

Four locations. Endless possibilities.

We welcome visitors to Philadelphia at four iconic locations. Our concierge staff are passionate about our city, its culture and its history. We help visitors access all that the Philadelphia region has to offer — activities, tickets, reservations and guides.



KEY INDEPENDENCE VISITOR CENTER

Located on historic Independence Mall just steps from the Liberty Bell, Independence Visitor Center is the official welcoming center of the city, the region and Independence National Historical Park. It serves as the first stop for many visitors touring Philadelphia.

Guests can purchase tickets, get hotel and dining recommendations, build itineraries and explore amenities including Independence Café and Independence Gift Shop. They can also wander over to Art Star Philly, a beloved art gallery and crafts boutique featuring hyper-local works by emerging Philadelphia artists.

KEY CITY HALL VISITOR CENTER

Housed inside one of the nation’s most iconic municipal buildings, the City Hall Visitor Center offers guided tours led by expert volunteer docents along with access to the City Hall Tower, where timed tours take you 548 feet above ground for panoramic views of Philadelphia.



KEY LOVE PARK VISITOR CENTER

Located in the heart of Center City, the LOVE Park Visitor Center provides wayfinding and planning support for diners, theatergoers and visitors. In partnership with Philadelphia Parks & Recreation and the City of Philadelphia, it offers tickets, maps, itineraries and a gift shop featuring locally made souvenirs and popular Rocky™ merchandise.

KEY THE PARKWAY VISITOR CENTER & ROCKY™ SHOP

Near the Rocky Statue, located at the base of the Philadelphia Art Museum steps, the Parkway Visitor Center is home to the Rocky™ Shop, where exclusive film replicas and officially licensed souvenirs from the Sly Stallone Shop line the shelves. The center also sells tickets to nearby cultural institutions and offers local tips for thousands of visitors each week. Additionally, it serves as a one-stop hub for major fan moments, including the first-ever RockyFest in 2024.



Champions for Philadelphia

Harnessing civic pride with the ‘Phambassadors’

In April 2025, the Visitor Center announced the “Phambassadors” program with a goal to recruit over 10,000 champions of Philadelphia in two years, creating a community whose pride and influence will help shape how the world sees and experiences the Birthplace of America in 2026 and beyond.

Whether by supporting civic events and promoting good news online, volunteering to welcome visitors at key events, or helping uncover Philadelphia’s hidden gems, there is a place for everyone in this forward-thinking citywide movement. Need proof? More than 5,000 “Phambassadors” have already signed the pledge to participate.

PHAM CAMP

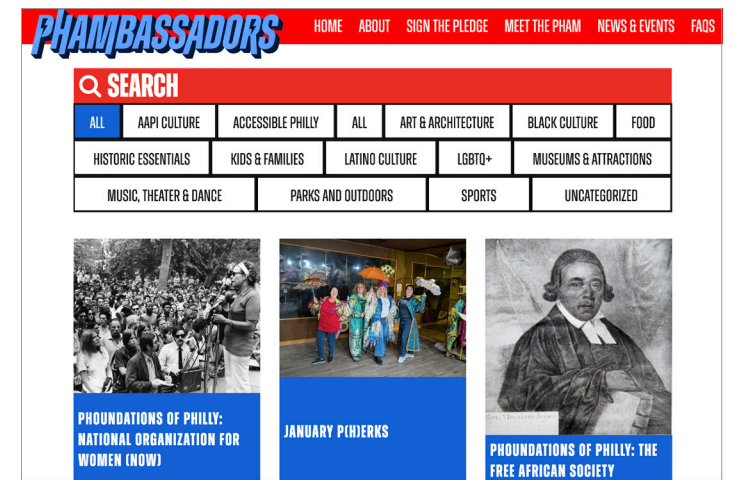
On June 21, 2025, we hosted the first-ever “Pham Camp” as a nostalgic nod to summer camps, bringing people together through discovery, celebration and hands-on learning. These “Phambassadors” gained insider access and tapped into the vibrant energy that sets Philadelphia apart from other tourist destinations, leaving them inspired, informed and ready to represent the city.

CONVENING AND COLLABORATING WITH OUR HISTORIC DISTRICT PARTNERS

Philadelphia’s Historic District represents some of the most iconic attractions in America — from the Liberty Bell and Independence Hall to the Betsy Ross House and Christ Church Burial Ground. Member organizations dedicate staff to attend bi-monthly meetings and lead subcommittees across key project areas: advocacy, data collection and analysis, marketing and partnerships, organizational and operational strategies, planning and development, and 250th planning.

UNITED FOR INDEPENDENCE

In 2025, the Historic District Partners reconvened for the second annual “United for Independence Service Day,” a district-wide volunteer day dedicated to cleaning, greening and preparing Independence National Historical Park for peak visitor season. Museum, cultural and civic partners came together to care for America’s most historic square mile, demonstrating the power of collaboration in delivering a world-class visitor experience.



TKTS TICKET BOOTH OPENS FIRST LOCATION OUTSIDE NYC

In partnership with Visit Philadelphia and the Theatre Development Fund, the Visitor Center launched TKTS Philadelphia in 2024. This discount ticket booth service brings last-minute discounted theater tickets to everyone, expanding access to Philadelphia’s vibrant performing arts scene while driving foot traffic to cultural institutions across the region.



Events

THE PHILLY OPENER KICKS OFF TOURISM

On May 12, 2025, the Visitor Center hosted the second annual kickoff to the city’s tourism season: The Philly Opener. Held during National Travel and Tourism Week, a packed house turned up to celebrate our city and honor Philadelphia Eagles Executive Vice President and General Manager Howie Roseman as our Most Valuable Philadelphian.

The Philly Opener provided 450 VIP guests with a pep-rally atmosphere, festive food from iconic Philly eateries, live entertainment as well as a sneak peek of celebrated tourism attractions of the upcoming season.

ROCKYFEST 2024

Building on the momentum of the first “Rocky Day” in 2023, we expanded the celebration into the inaugural RockyFest in 2024. This week-long festival was designed to harness worldwide Rocky fandom while spotlighting Philadelphia as the heart of the franchise. RockyFest activated across the city with themed programming, merchandise and fan experiences that drew both locals and visitors during the traditionally slower winter tourism season.

ROCKY STATUE BACK ON TOP

The inaugural RockyFest was punctuated by a once-in-a-lifetime moment: the temporary installation of Sylvester Stallone’s personal Rocky statue at the top of the Philadelphia Museum of Art’s iconic “Rocky Steps.” The installation became an instant pilgrimage site for fans from around the world, generating international media attention and reaffirming Rocky’s place as both a cinematic legend and a powerful symbol of Philadelphia’s grit, heart and resilience.



THE PHILLY OPENER



THE ROCKY STATUE

PHL250

Philadelphia250 Prepares to Celebrate Semiquincentennial

OUR COMMITMENT

We formed a strategic alliance with Philadelphia250 to deliver an unforgettable celebration of the U.S. Semiquincentennial, the 250th anniversary of the signing of the Declaration of Independence, in 2026. Our Executive Team provides leadership for both organizations and promises to steward a celebration that touches all neighborhoods and people throughout Philadelphia.

RING IT ON! ONE PHILLY, A UNITED CELEBRATION

We are working in close partnership with the City of Philadelphia and several key departments to execute a series of 250th programs and investments that create memorable, equitable and joyful commemoration for our various neighborhoods. This will feature the ABCs — Activations, Beautifications and Celebrations — across 20 commercial corridors throughout the city.

ACTIVATIONS

We partnered with community development organizations to create new cultural festivals while working to enhance existing neighborhood and citywide celebrations. By doing so, we have created a robust calendar of 2026 events that build community capacity, attract new visitors and promote local businesses.

BEAUTIFICATIONS

A series of legacy investments on commercial corridors will expand economic growth for local businesses, enhance civic pride for communities and build the overall capacity of community development organizations that steward these spaces.

THE WOMEN’S COMMITTEE FOR THE 250TH

This group continues the tradition of women coming together to leave a legacy in honor of our nation’s momentous birthday, from 1876 to the present. Launched in 2024, the committee has already recruited nearly 300 women, and we continue to welcome new members to support two legacy projects:

- Programmatic Legacy:** WORC’s Small Business Pitch Competition
- Physical Legacy:** Restoration of the Historic Belmont Mansion and Underground Railroad Museum

CELEBRATIONS

Bells Across PA – Philadelphia

An extension of the Commonwealth’s Bells Across PA program, Bells Across PA – Philadelphia will highlight the histories, traditions and heroes of Philadelphia’s neighborhoods and corridors. Executed in partnership with Mural Arts, local artists will be chosen to paint 20+ replica Liberty Bells. Designs will be developed in collaboration with community stakeholders and reflect each neighborhood’s unique identity, cultures and traditions.

Block Party Bonanza

A “Block Party Bonanza” of 250 sponsored block parties will truly ring in the celebration of the 250th around the city. Residents will receive “Life, Liberty, and the Pursuit of Happiness” kits to enhance their neighborhood festivities, and 25 outstanding blocks will be selected for Super Block Parties with additional vendors and activations.

Neighborhood Tours

The Neighborhood Tours Series is a program of citywide tours across 20 neighborhoods that will highlight the cultures and histories of Philadelphia throughout the peak spring/summer visitor season. In addition to directing residents, visitors and economic activity to neighborhood corridors, this initiative will tap into local knowledge and civic pride while developing a workforce of cultural ambassadors who can continue the tours beyond 2026.



BELLS ACROSS PA



Visit Philadelphia believes in this city, and we have a set of values that reflect it. We lead with these values, which means that we are: **Passionate** about our city, our region and our mission. We believe passion drives success. Period. **Trustworthy**, meaning we do what we say we're going to do, and we do it to the very best of our abilities. Being true to our word tells the people around us that they can count on us. **Inclusive** of the people we invite to visit and the people we employ (including the diverse perspectives they bring along with them). **Respectful** of one another and of the diverse opinions we hold and share daily. **Collaborative** both internally and externally. That is, after all, when our work shines brightest and our results soar. **Innovative** because that's the only way we'll continue to blaze trails. Plus, status quo just isn't how we roll around here. **Hospitable** to our coworkers, our stakeholders, our visitors. Always (We are in the tourism and hospitality business, after all.)

Visit Philadelphia would not have had the year it did without the people who worked here. Thank you to our 2025 team for all you did to support Philadelphia's tourism industry.

Won Jin An, Jasmine Armstrong, Ethan Blades, Trino Boix, Sara Bonner, Daecia Borgia, Sheryl Brown, Roland Bui, Jessica Calter, Ashley Carter, Sabrina Carter, Jabari Cherry, Eric Cortes, Jada Dale, Hope Daluisio, Daniel Davis, Gianna DiAddezio, Alex Donaruma, Liana Dunnell, Jovan Ellis, Farah Farag, Connor Fogel, Neil Frauenglass, Michael Hanisco, Lena Kinser, Colsen Liney, Tameka Love, Keith McMenamin, Cathy McVey-Palmer, Sydney Milkman, Binh Nguyen, Julia Noone, Natalie Peralta, Rob Rabena, Cindy Ray, Jake Rhue, Raven Richard, Becca Richards, Andora Robinson, Jenea Robinson, Emily Scalzo, Sindoor Shah, Laura Smythe, Kyle Stein, Cassie Tomkins, Angela Val, Dan Wisniewski, Andrew Zwarych

AWARDS



Shorty Impact Awards

LGBTQ+ Marketing (Bronze)
Best Email & Newsletter (Nominee)



ANA Multicultural and Inclusive Marketing Excellence Awards

LGBTQ+ Marketing (Bronze)



City Nation Place Awards

Best Use of Data: Civic Pride
(Highly Commended)



Social Media Collective PHL Awards

"It's a Philly Thing!" Award: Bird Calls



PR Daily Social Media & Digital Awards

Video: Philly LOVE Stories
(Honorable Mention)



NAHJ Philadelphia

Excellence in Journalism Award
(Honoree)

VISIT PHILADELPHIA
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