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## Visit Philadelphia to Host Regional Hospitality Symposium Ahead of 2026 Global Moment

*The Philadelphia Hospitality Symposium will take place in King of Prussia, emphasizing industry collaboration across the five counties for the semiquincentennial.*

**PHILADELPHIA, April 13, 2026** – Visit Philadelphia will host its third annual [Philadelphia Hospitality Symposium](#) on Monday, April 20, 2026, bringing together industry professionals to prepare for the influx of visitors expected throughout the year. The event comes as Greater Philadelphia is drawing unprecedented global attention during the nation’s 250th anniversary.

The 2026 symposium is bigger and more accessible than ever, with a central location connecting professionals from across the five-county region and beyond. Held at the Sheraton Valley Forge in King of Prussia, the day-long event convenes hospitality leaders from hotels, restaurants, attractions and small businesses to strengthen collaboration and ensure the region is ready to deliver a cohesive, unforgettable visitor experience.

“The hospitality community is on the front lines of how visitors experience a destination,” said Angela Val, president and CEO of Visit Philadelphia. “Our industry across Greater Philadelphia’s five counties has been diligently preparing for this historic moment for years, and Visit Philadelphia recognizes that our cumulative success is rooted in all of our partners having the tools, knowledge and connections they need to put their best foot forward when welcoming the world.”

Tickets, priced at a fitting \$26, are [available here](#). Space is limited.

The Philadelphia Hospitality Symposium will run from 9:30 a.m. to 6 p.m., featuring a mix of keynote presentations, interactive sessions and hands-on workshops with professionals from across the hospitality sector. This year’s event includes:

- **(New!) The Creative Clinic**, where design and content experts offer hands-on sessions to help small businesses polish their brand identity and elevate their presence for a global audience.
- A choice of the **Marketing** or **Customer Service** tracks, built to help participants engage with 2026 travelers, no matter the duration of their stay.

# VISIT PHILADELPHIA®

- The **Hospitality Resource Hub**, providing one-on-one access to tailored advice on funding, entrepreneurship and online optimization.

Key sessions include:

- **The Keystone of Hospitality: Defining Pennsylvania's Global Moment**, with Anne Ryan, deputy secretary of tourism at the Pennsylvania Department of Community & Economic Development
- **Cultural Diplomacy Training: Greetings and Social Distance**, with Samuel Chueh and Hayley Boyle of the World Affairs Council of Philadelphia
- **World Cup 101**, featuring Meg Kane, executive director of Philadelphia Soccer 2026

Visit Philadelphia will also bring its signature [Destination Optimization Program](#) to empower small businesses with the tools they need to maximize their digital presence. Participants can sign up for one-on-one, 20-minute clinics in which they will receive custom performance reports for major platforms like Google, TripAdvisor, Yelp, Facebook and Instagram; learn to optimize listings and reviews; and access individualized follow-up support from digital experts.

## About 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, [visitphilly.com](http://visitphilly.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 site an effective trip-planning tool. Visitors can also find loads of inspiration on Visit Philly's social media channels.

*Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of [visitphilly.com/mediacenter](http://visitphilly.com/mediacenter).*

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