

# The Art of

## COLLABORATION

Greater Philadelphia Tourism 2012: A Report to the Region





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A Report to the Region



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Photos by M. Edlow, J. Fusco, C. Gabello, J. Graham, M. Kennedy, R. Kennedy, J. Kaczmarek, B. Krist and G. Widman for GPTMC; also courtesy of the Philadelphia Union, Lauren Fair Photography, L. Kesterson/*Philadelphia Inquirer*, Y. Kim/*Philadelphia Inquirer* and Edith Williams.

## Stay in Touch

Check out our ever-expanding online presence:

- [visitphilly.com](http://visitphilly.com)
- [uwishunu.com](http://uwishunu.com)
- [Facebook.com](http://Facebook.com/VisitPhilly)  
/VisitPhilly  
/PhillyHomegrown  
/Philly360  
/VisitGayPhilly
- [Twitter.com](http://Twitter.com/VisitPhilly)  
/VisitPhilly  
/uwishunu  
/Philly360  
/PhillyTeAma
- [Foursquare.com/VisitPhilly](http://Foursquare.com/VisitPhilly)
- [Foodspotting.com/VisitPhilly](http://Foodspotting.com/VisitPhilly)
- [Pinterest.com/VisitPhilly](http://Pinterest.com/VisitPhilly)
- [YouTube.com/VisitPhilly](http://YouTube.com/VisitPhilly)
- [Flickr.com/VisitPhilly](http://Flickr.com/VisitPhilly)

GPTMC has moved on up:  
30 S. 17<sup>th</sup> Street, Suite 2010  
Philadelphia, PA 19103



Lenfest Plaza

## Executive Message

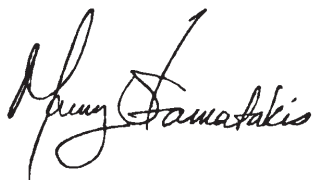
The theme of this year's report is "The Art of Collaboration," and it is certainly an art form worth mastering. Never before has partnering been as critical as it is today. In Philadelphia, we simply couldn't achieve what we have—a record 38 million visitors in 2011, for example—without working together. We are collaborating in fun and exciting ways, and we're breaking new ground as we go.

Our ever-popular **With Love, Philadelphia XOXO®** has been a true collaboration from the start—one that our partners have embraced and called their own. Over the past year alone, we've used love letters to welcome our new orchestra conductor, celebrate the city's selection as host of Major League Soccer's All-Star Game and recognize the opening of Xfinity Live! We've also scooped up some national recognition along the way, including a coveted Destiny Award for best full marketing campaign from the U.S. Travel Association. Most importantly, we've used **With Love** to enhance Philadelphia's brand strength and increase visitation to the region. In fact, Friday and Saturday nights are stronger than ever before.

There's no doubt that our proven success on **With Love** paved the way for GPTMC to take a lead role in the development of **With Art Philadelphia™**, a campaign spurred by the monumental move of the Barnes Foundation to Philadelphia's Benjamin Franklin Parkway. And with the help of our many, many partners, we're aiming to put the city's art scene on the map with a first-of-its-kind coordinated and sustained visual arts marketing campaign. It's a massive undertaking, but we're certain we'll succeed together.

As you read this annual report, you'll see how we're making enormous strides for this wonderful region of ours, how we're keeping momentum for our great city and state moving forward and how we're mastering the art of collaboration along the way. And on page after page, it will be clear that we're doing it together.

Sincerely,



MANNY STAMATAKIS  
Chairman  
GPTMC Board of Directors



MERYL LEVITZ  
President and CEO  
GPTMC



P.S. To see a full list of all of the partners who help make tourism a booming business in Philadelphia, go to [visitphilly.com/partners](http://visitphilly.com/partners).

*A big thanks to PNC Bank, Morris Publications' Where® Philadelphia, KYW Newsradio 1060 and the Barnes Foundation for helping to make our Hospitality Leaders Lunch and annual report possible.*



THE BARNES FOUNDATION



### A Message From Our Governor

It gives me great pride to congratulate the talented and dedicated professionals at GPTMC for launching Pennsylvania's tourism industry into the international spotlight with the success of the **With Love, Philadelphia XOXO®** campaign.

GPTMC has found a unique and clever way to convey to potential visitors the wealth of enjoyable destinations waiting to be discovered in and around Philadelphia. Frommer's recent recognition of the slogan's appeal and success is a well-deserved coup for the folks at GPTMC.

Sincerely,



TOM CORBETT  
Governor  
Commonwealth of Pennsylvania



### A Message From Our Mayor

Philadelphia, the City of Brotherly Love and Sisterly Affection, is a great destination filled with world-class restaurants, cultural attractions and the most historic mile in the United States. We attract visitors from throughout the United States and around the world. In 2011, 38 million people visited Greater Philadelphia—a new record. These visitors filled more than eight million hotel rooms, generated \$9.3 billion in economic impact and supported 86,000 jobs. As Philadelphia continues to bounce back following the Great Recession, our city continues to be a great place to visit, work and raise a family.

Sincerely,



MICHAEL A. NUTTER  
Mayor  
City of Philadelphia



### A Message From Our City Council

City Council issued a Proclamation on May 17, 2012 recognizing GPTMC's effectiveness as a tourism marketing organization. Here is an excerpt from that Proclamation:

Recognizing and congratulating the Greater Philadelphia Tourism Marketing Corporation on its designation by the U.S. Travel Association as an engine of regional economic growth, and on the recent identification of its slogan, **With Love, Philadelphia XOXO**, by Frommer's as one of the fifteen best in the tourism industry.



# Team Tourism



## Board of Directors

*From top left:* Jonathan Newman, Melanie Johnson, John Estey, William Fitzgerald, Robert Bogle, Agnes Ogletree, David Benton; *from bottom left:* Nicholas DeBenedictis, Mayor Michael Nutter, Meryl Levitz, Manuel Stamatakis, Marsha Perelman, Rhonda Cohen  
*Not pictured:* Robert Asher, Craig Carnaroli, James Kenney and William Sasso



## Philadelphia Travel and Tourism Leaders

Jack Ferguson, Philadelphia Convention & Visitors Bureau; Ahmeenah Young, Pennsylvania Convention Center Authority; Meryl Levitz, GPTMC; James Cuorato, Independence Visitor Center Corporation; Ed Grose, Greater Philadelphia Hotel Association (GPHA)



## Greater Philadelphia Hotel Association Officers

Gregory Stafford, The Inn at Penn, A Hilton Hotel; AJ Williams III, Omni Hotel at Independence Park; Ed Grose, GPHA; Jim Gratton, Courtyard by Marriott Philadelphia Downtown  
*Not pictured:* Rick Staub, Loews Philadelphia Hotel; Sandy LeBlanc, Philadelphia Airport Marriott

## 2012 Board of Directors

**Manuel N. Stamatakis, Chairman**  
 Founder and CEO  
 Capital Management Enterprises

**Rhonda R. Cohen, Esquire, Vice Chair**

**Robert Asher**  
 Co-Chairman  
 Asher's Chocolates

**Robert W. Bogle**  
 President and CEO  
*The Philadelphia Tribune*

**Craig R. Carnaroli**  
 Executive Vice President  
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**Nicholas DeBenedictis**  
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**John H. Estey, Esquire**  
 Partner  
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**William Fitzgerald**  
 General Manager  
 DoubleTree by Hilton Hotel  
 Philadelphia Center City

**Melanie Johnson**  
 City Representative  
 City of Philadelphia

**The Honorable James F. Kenney**  
 Councilman-at-Large  
 City of Philadelphia

**Jonathan H. Newman**  
 Chairman and CEO  
 Newman Wine and Spirits

**Agnes Ogletree**  
 Vice President, Resource &  
 Business Development  
 People's Emergency Center

**Marsha R. Perelman**  
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 The Franklin Institute

**William R. Sasso, Esquire**  
 Chairman  
 Stradley Ronon Stevens & Young, LLP

**The Honorable Thomas W. Corbett**  
 Governor  
 Commonwealth of Pennsylvania

**The Honorable Michael A. Nutter**  
 Mayor  
 City of Philadelphia

**Fred Shabel, Chairman Emeritus**  
 Vice Chairman  
 Comcast-Spectacor

**Meryl Levitz**  
 President and CEO  
 GPTMC



# Tourism: Why It's Important, Why It Matters

**Every day, more than five million Americans find themselves traveling away from home. Whether discovering a new place, reconnecting with family and friends or meeting a new client, people find enrichment in their travels. It also enriches the bottom line for businesses and employees that serve the travel industry. Here are five things you should know about why travel is important and why it matters to the well-being of our region and our country:**

## **Tourism is one of America's biggest industries and one of its biggest employers.**

Tourism generates \$1.8 trillion in economic impact annually in the United States, accounting for 3% of the total gross domestic product. **14 million jobs are supported by travel expenditures**—that's 1 in 9 jobs nationwide. Best of all, tourism jobs can never be outsourced. *(U.S. Travel Association)*

**Philly Spotlight:** Visitors to Greater Philadelphia generated \$26 million a day in economic impact in 2011 and a total of \$9.3 billion for the year. Visitors to Greater Philadelphia support 86,000 full-time jobs. *(Tourism Economics)*

## **Most travelers see their own country first.**

Nearly two billion U.S. residents embarked on a domestic trip in 2010, while about 60 million international travelers visited this country. That means that **97% of all travel in the U.S. is domestic.** *(U.S. Travel Association)*

**Philly Spotlight:** Greater Philadelphia attracts visitors from all 50 states and all over the world. In 2011, we welcomed 38 million Americans and 613,000 travelers from overseas. For every overseas visitor, there are more than 50 Americans who travel to Greater Philadelphia. *(Office of Travel and Tourism Industries, Tourism Economics/Longwoods International)*

## **Most Americans travel for pleasure, not work.**

Americans take nearly two billion domestic trips each year, and **77% of these trips serve a leisure purpose.** Travelers embark on leisure vacations for a variety of reasons—romantic getaways, relaxation, educational excursions or visits with friends and family. *(U.S. Travel Association)*

**Philly Spotlight:** In 2011, more leisure visitors came to Greater Philadelphia than ever before—33 million in total. A record 12.8 million of these visitors stayed overnight, up 76% from 7.3 million in 1997.

*(Longwoods International/Tourism Economics)*



Four Seasons  
Hotel Philadelphia  
Doorman

## **Brand USA**

In fall 2011, Brand USA, the public-private partnership established by Congress under the Travel Promotion Act, announced that it would launch the country's first-ever coordinated effort to market international travel to the United States. To help guide its strategy, Brand USA chose GPTMC's vice president of advertising and strategic alliances, Sharon Rossi, to be one of 25 experienced professionals on its marketing advisory group. The Brand USA campaign marks the first time America has had a sustained international advertising campaign to welcome visitors from around the world.



## Tourism is a growth industry.

Travel is on the rise, with visitor spending projected to increase more than 20% nationally from 2011 to 2014. Hotels are busier than ever: In 2011, **travelers filled a record one billion hotel rooms nationwide**. Since the recovery began, the hospitality industry has created more than 250,000 jobs, far outpacing gains in the rest of the economy. *(U.S. Travel Association, Smith Travel Research, Bureau of Labor Statistics)*

**Philly Spotlight:** In the 1990s, city, regional and state leaders identified tourism as a replacement industry for manufacturing jobs that were leaving the Philadelphia region. The group worked on a dedicated tourism strategy, which resulted in the creation of GPTMC. Today, Greater Philadelphia welcomes **11 million more visitors a year than it did in 1997**. That momentum continues with new additions—museums, attractions, parks and restaurants—to our tourism product every year. *(Longwoods International/Tourism Economics)*

## Tourism is a national priority.

In May 2012, the federal government released the first coordinated National Travel and Tourism Strategy. The plan ties together the activities of 12 federal agencies that impact the travel industry and support the work of the private sector. **The overarching goal is to build jobs at home by attracting 100 million international visitors** to the United States by 2021—up from 62 million in 2011. The message is clear: Travel is a key industry for economic growth.

**Philly Spotlight:** Philadelphia's focus on building its tourism industry has paid off, and GPTMC and Philadelphia have become a national model for the power of destination marketing, as documented in a 2011 U.S. Travel Association report. Today, tourism marketing continues to pay back—every dollar spent on our **With Love, Philadelphia XOXO** campaign generates **\$6 in taxes for the Commonwealth of Pennsylvania** and **\$5 in municipal taxes**.

*(Longwoods International/Tourism Economics)*



30<sup>th</sup> Street Station

*The federal government will support the work of Brand USA in building international visitation to the United States through the new National Travel and Tourism Strategy, which aims to bring 100 million international visitors to the United States by 2021.*



# What We Do & How We Do It

## Our Mission

GPTMC makes **Philadelphia and The Countryside®** a premier destination through marketing and image building that increases business and promotes the region's vitality.

## What's in a Brand?

Everything we do—love letters, **visitphilly.com** and **uwishunu.com**, social media, media relations, brochures, events, festival and attraction promotion, product development and even playing up Philly's starring role in pop culture—strengthens Philadelphia's brand.

So what is a brand? To industry pros, it's the promise of one's product. To consumers and potential travelers, it's Philadelphia's voice, its personality. It's the feeling they get when they see our billboards, when they read an article about the city and, most importantly, when they visit.

## How Do We Give Philadelphia a Voice?

At GPTMC, we use both traditional and innovative tactics to spread Philadelphia's message and establish Philadelphia's voice. Here are some of the ways we achieve our Philly mission:

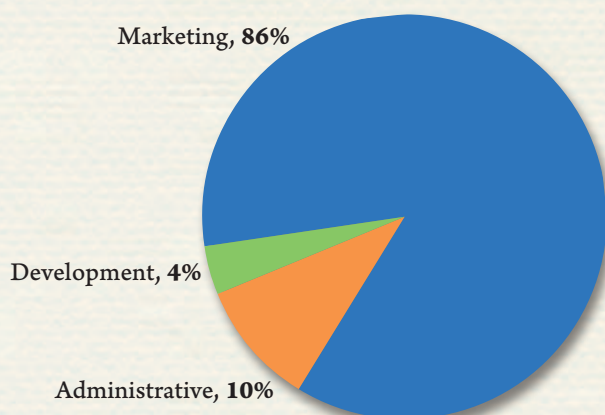
**Advertising:** We've come a long way since the *Mad Men* era. GPTMC finds value in traditional media (TV, radio and print), while still making a splash with new ideas, such as online- and social media-focused media buys. Of course, we do it all **With Love**.

**Communications:** Philly makes a great story—actually, lots of stories. Every day, GPTMC works to build relationships with media, and when they use our content and photos, their readers, viewers and listeners get to know Philadelphia.

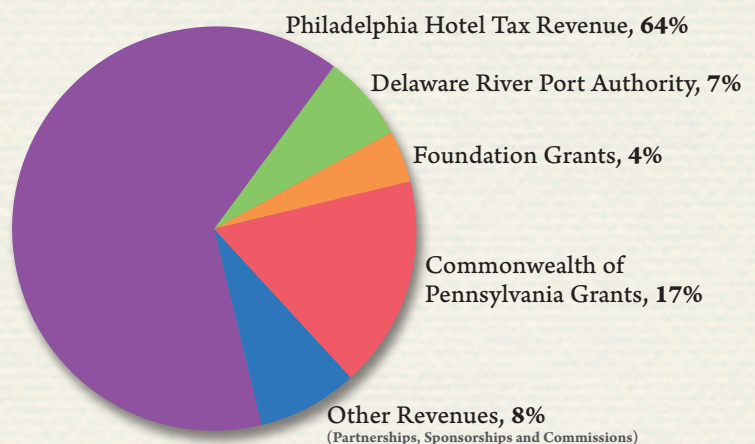
**The Web:** Our web properties remain GPTMC's most important calls to action and the most powerful ways in which we communicate Philadelphia's brand. On our sites, users discover the promise of a Philadelphia trip, and they decide to experience it for themselves.

**Social Media:** Through our social media platforms, we maintain relationships with more than 200,000 Philadelphia fans. They like, follow, check in, spot and pin our content, endorsing and sharing Philly's brand. It's word-of-mouth marketing for modern consumers.

Fiscal Year 2011 Expenditure Allocations



Fiscal Year 2011 Funding Sources





**Hotel Marketing:** By promoting luxury lines, eco-conscious properties, family-friendly spots, artful accommodations, hip boutiques and B&Bs, GPTMC conveys Philadelphia's range of hotel options—an indicator for major destinations. Plus, we work with the hotel community to boost stays and create packages.

**Products:** Beer, gelato, ice cream, visitor guides, tote bags. People experience **With Love** and Philadelphia through branded—and often delicious—products.

**Pop Culture:** Philly's a star, and GPTMC plays up the Philly brand when our sports teams make it to the post-season, when TV shows and movies film here and when local chefs dish out their best on national cooking shows.

**Industry Participation:** GPTMC hits the road—and crosses oceans—to share our marketing know-how and to stay up-to-date on the newest and best ideas at industry conferences and through associations. And we tout Philadelphia the whole way.

**Regional Partnerships:** Evidenced by the theme of this report, GPTMC's partnerships make Philadelphia tourism the industry it is today. Museums, restaurants, civic organizations, conference and visitor bureaus and so many others embrace our Philadelphia brand and use their own resources to enforce and spread the destination's message.



***What We Mean by Philadelphia:  
Bucks, Chester, Delaware, Montgomery and Philadelphia counties***



# Strategic Plan

In addition to marking GPTMC's milestone 15<sup>th</sup> anniversary, 2011 called for the creation of a new five-year strategic plan. We engaged Decision Strategies International (DSI) to conduct a scenario-based strategic plan that would carry us from 2012 to 2016 (see sidebar on facing page). During the process, we convened key stakeholders to help us consider four potential futures for Philadelphia tourism over the next few years. Together, DSI and GPTMC evaluated the scenarios' implications for what we do and how we do it.

## Scenario #1: Survival of the Fittest

Perception of Philadelphia: **High**, Tourism Funding: **Low**

Forward-thinking organizations have come through a turbulent time of mergers and re-organizations, and those that remain are high-level and productive. While resources are scarce, Philadelphia is perceived as a leisure destination of choice.

### GPTMC's Role in This Scenario: The Convener-in-Chief

GPTMC takes a leadership role in bringing together organizations to enable them all to thrive despite a financially challenging environment.

## Scenario #2: It's a Beautiful Day

Perception of Philadelphia: **High**, Tourism Funding: **High**

Philadelphia enjoys a civic renewal and cultural renaissance and serves as a top destination for domestic and international tourists. Dedicated funding supports continued public improvements and tourism marketing efforts.

### GPTMC's Role in This Scenario: The Magnate

GPTMC leads tourism marketing efforts in Philadelphia, enjoys bountiful funding and attracts high-caliber collaborators and talent.

## Scenario #3: Where Is the Love?

Perception of Philadelphia: **Low**, Tourism Funding: **Low**

Economic fortunes sink further, and Philadelphia struggles to maintain its attractiveness to both tourists and residents. A downward spiral ensues, as residents move out of the city and visitation drops, further drying up the tax base and funding streams.

### GPTMC's Role in This Scenario: The Activist

GPTMC fights to reclaim its downtrodden city in a world of scarce resources.

## Scenario #4: Urban Blight

Perception of Philadelphia: **Low**, Tourism Funding: **High**

A gap opens between Philadelphia and surrounding areas, with the economic vitality of the region failing to impact a neglected and dangerous urban core. The perception of Philadelphia suffers, as businesses and civic institutions struggle to combat a negative reputation, even as the city begins to recover.

### GPTMC's Role in This Scenario: The House Flipper

GPTMC works to revamp the image of a misperceived and undervalued city in an effort to attract tourists back to the area.



## Capabilities for Future Success

Given a variety of possible futures, GPTMC identified several factors common to our success in each. These six robust capabilities represent a strategic guide for our decision making over the next five years. Here's a look at what we must do to succeed no matter what the scenario:

1. Create strong and sustained funding streams
2. Develop and connect relationships strategically
3. Gather, generate and distribute content
4. Build and protect the city's image
5. Organize and staff flexibly
6. Empower a vested staff and innovative corporate culture

## Flexible Approach

The scenario-planning process also allowed us to consider a range of options that vary in importance depending on external happenings. Over the next five years, our strategic plan will continue to inform an evolving strategy, and here's how we intend to adapt:

**Monitor Scenario Signals:** GPTMC and DSI have identified potential triggers that will help us gauge which of the four scenarios seems to be unfolding at any given time. By watching the economy, travel trends and quality-of-life indicators, we'll be prepared to make decisions about how GPTMC should market the city and region.

**Prepare Alternatives:** After considering a range of possibilities, GPTMC is prepared to act flexibly as conditions demand. For example, in one scenario, it might make sense for us to expand our advertising reach, while in another, it might be more appropriate to focus on civic partnerships.

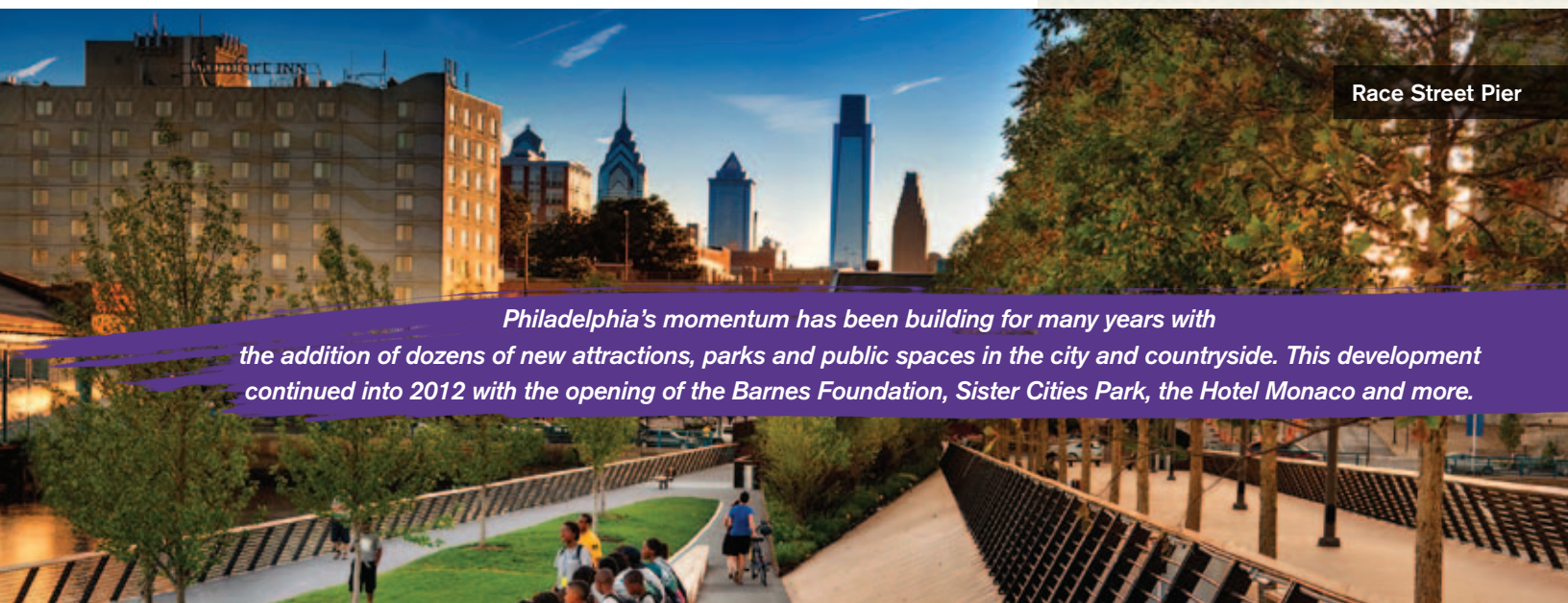
**Develop Annual Marketing Plans:** GPTMC's annual marketing plans carry out our strategic direction, while adapting to the changing environment. For fiscal year 2012, our goals are to:

- Stay consumer-centric
- Get value for what we do
- Continue to innovate and experiment
- Make the most of our fans, friends and followers

## What Is Scenario Planning?

Scenario planning is a methodology that helps organizations prepare for an uncertain future. While a traditional planning process projects current trends into the future and uses them to build a single strategy, scenario planning considers a range of possible futures. This process helps organizations stretch their thinking, develop a flexible approach and monitor changes in the external environment over the life of the plan.

GPTMC and DSI engaged a wide variety of stakeholders to help build four scenarios for the future of Philadelphia tourism based on various perceptions of the city and various funding levels available for tourism. GPTMC then examined the implications of each potential future, identifying both the areas that are important under all scenarios (robust capabilities) and responses that are scenario-specific (flexible capabilities). The goal of the process is not to drive the future towards the preferred scenario, but to develop a flexible approach, which we can quickly adapt based on changes in this uncertain world.



Race Street Pier

*Philadelphia's momentum has been building for many years with the addition of dozens of new attractions, parks and public spaces in the city and countryside. This development continued into 2012 with the opening of the Barnes Foundation, Sister Cities Park, the Hotel Monaco and more.*

# Online & In Charge

**2011 brought a new mobile site, 6.5 million web visits, 15 web awards and a first-of-its-kind partnership with a buzzed-about social media site.**

We continued the momentum in the first half of 2012, running a month-long Facebook contest, launching a 101-day-long video series and hitting 200,000 (and counting) social media fans and followers.

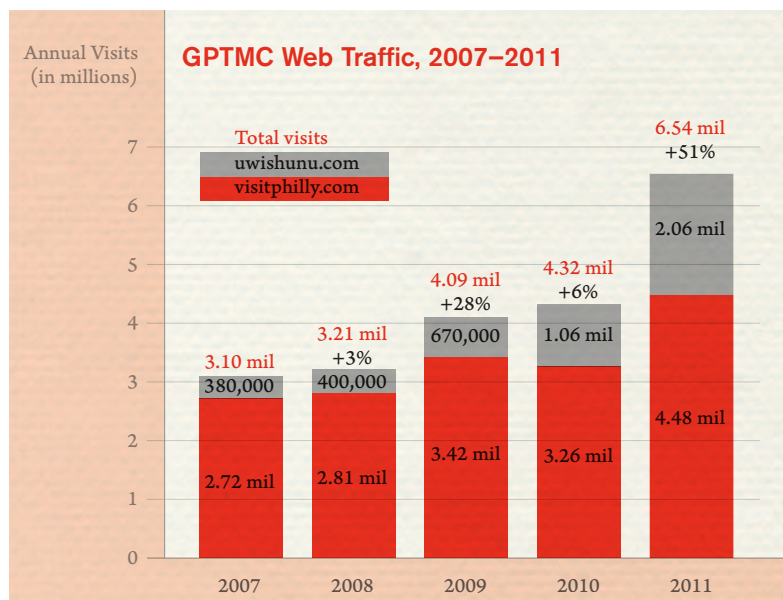
## visitphilly.com and uwishunu.com

The official visitor site for Greater Philadelphia and its what's-happening-now blog are Philadelphia's most important brand and image builders. GPTMC's partners, including the Independence Visitor Center and the City of Philadelphia, direct people to **visitphilly.com** and **uwishunu.com** because they represent the entire region through written content, compelling photos, fun videos, news updates and event-packed calendars. Potential visitors use the websites to plan their trips, while locals use them to plan their weekends. For these reasons, **visitphilly.com** and **uwishunu.com** remain GPTMC's calls to action for everything we do.

**Philly 101:** In March 2012, **uwishunu.com** launched *Philly 101*, a daily video series starring 101 residents who shared their Philadelphia tips and insights (ones that "you wish you knew") in about 60 seconds. Bill Covaleski, founder and CEO of Victory Brewing Company, raved about the city's jazz scene; *Top Chef* winner Kevin Sbraga got revved up about the Simeone Foundation Automotive Museum; and The Roots' Black Thought led viewers down South Street. We distributed the videos on our own social media sites, and the videos' stars and featured picks shared them with their networks. All of the videos are posted on **uwishunu.com/philly101**.

### Significant Growth:

- In 2011, **visitphilly.com** and **uwishunu.com** witnessed a record-breaking year in web traffic, with 6.5 million visits, up 51% from 2010.
- **uwishunu.com** welcomed a record two million visits—that's one million more visits than in 2010.



**Big-Name Endorsements:** GPTMC partnered with a couple of web giants to expand its online distribution.

- In 2011, **Google** upgraded GPTMC to a Pro-level Google AdWords grant. The program provides Google search ads at no cost to select non-profits, and it generates around 75,000 clicks to our web properties each month.
- Media giant **Comcast** asked us to lend our expert content to its Philly in Focus, the local arm of Comcast's Project Open Voice. The partnership provides great programming for the Philly in Focus website and On Demand channel, and it helps GPTMC spread our message and align ourselves with trusted outlets.

**Rewarding Work:** Last year also brought 15 awards for GPTMC's on-line powerhouses. **visitphilly.com** and **uwishunu.com** received national and international honors for website design and marketing, and **uwishunu.com** enjoyed a local people's choice nod. Extending the online praise, **philly360.com** took home a digital marketing award.



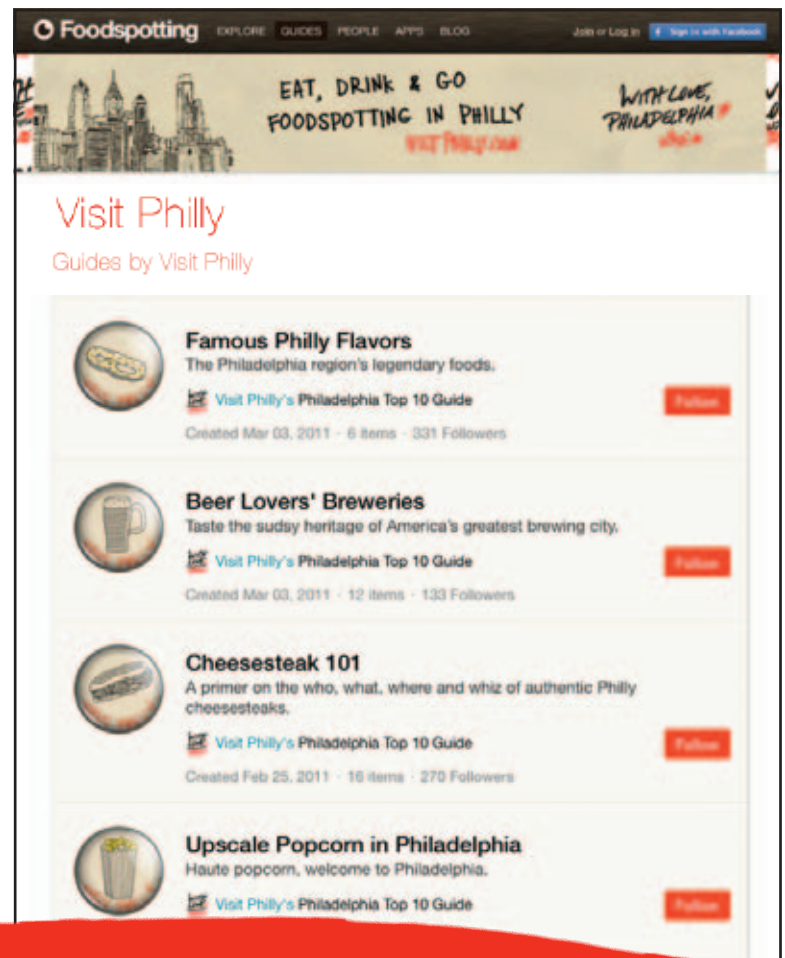
## Socially Inclined

GPTMC recognized the value of social media early on: We started with a blog, got social with Twitter and Facebook, checked into Foursquare, ate up Foodspotting and, most recently, embraced Pinterest. Gone are the days of needing to explain why we invest in these tactics. We've proven that our social media strategy turns GPTMC's more than 200,000 followers and fans into Philadelphia ambassadors and tourists.

**A Three-Way Street:** GPTMC's social media program benefits Philadelphia, our partners and our fans and followers. Through the **29 Nights of Dates** Facebook contest, **Picture Yourself in Philadelphia** photo-sharing events, made-for-social media love letters and other social media-driven promotions, we engage with our fans, providing them with value through a fun activity or entertaining love letter, while touting Philadelphia and its attractions, restaurants, nightlife, sports and events. Our fans discover tons of reasons to visit, and when they come, they patronize our partner organizations. Most importantly, they enjoy their Philadelphia experience—and become ambassadors for the city.

**A Recipe for Success:** Continuing GPTMC's history of staying ahead of the social media curve, we identified Foodspotting as the next big social media platform. GPTMC wanted to further solidify Philadelphia's status as a culinary destination, and the relatively young Foodspotting wanted to show its marketing strength by partnering with a foodie city. It was the perfect pairing. By May 2011, Philadelphia became the first destination to launch such a major Foodspotting program with a branded channel and Foodspotting's full marketing support. Foodspotting now uses Philadelphia as a case study, and GPTMC showed its innovation, promoting one of our time-tested assets in a new way.

**Leading the Industry:** People have taken notice of GPTMC's social media expertise. We've showcased our work nationally and regionally, presenting at BlogWorld & New Media Expo and DMO Mojo. Plus, we shared our knowledge with our partners when GPTMC and the Greater Philadelphia Hotel Association hosted a social media workshop for Philadelphia hotels.



*When GPTMC partnered with Foodspotting, Philadelphia joined the likes of Anthony Bourdain and Travel + Leisure—other brands that recognized the power of the social food platform and got in early.*

# Marketing Campaigns

## With Love, Philadelphia XOXO®

People adore our **With Love, Philadelphia XOXO®** campaign. In fact, when the U.S. Travel Association bestowed its coveted Destiny Awards in fall 2011, **With Love** won the honor for best full marketing campaign. And when Frommer's rounded up their 15 favorite tourism slogans in February 2012, **With Love** made the list. Closer to home, our partners have embraced the campaign, taking it from one organization's campaign to a citywide movement.



DEAR PROUD OWNER  
OF A GOLDFISH,

COME SEE 8,500 OF HIS  
MORE EXCITING RELATIVES.

P.S. ADVENTURE AQUARIUM  
IS OPEN 365 DAYS A YEAR.  
[VISITPHILLY.COM](http://VISITPHILLY.COM)

WITH LOVE,  
PHILADELPHIA   
XOXO



**Buying Power:** Through our Joint Marketing Program, we collaborate with area attractions and organizations to buy together what they cannot buy alone. In early 2012, thanks to these powerful partnerships, we increased our exposure on popular websites [travelocity.com](http://travelocity.com) and [tripadvisor.com](http://tripadvisor.com); dominated **Summit Station** in New Jersey, **Suburban Station** here at home, **Penn Station** in New York and **Union Station** in Washington, DC; and sent a customized *New York Times* Great Getaways email blast—all reinforcing the proven **With Love** brand and extending the invitation to visit in more ways and to more people.

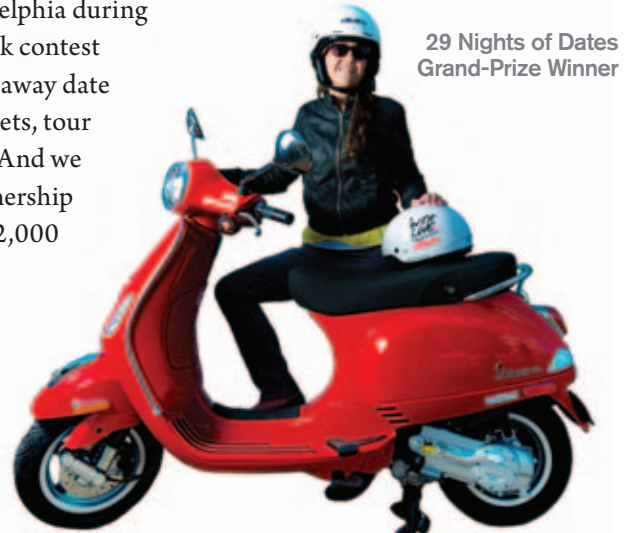
**A Brand Merger:** **With Love** is the face of our Hispanic campaign, better known as **Con Cariño, Philadelphia XOXO**. We've built its brand through our active Twitter account, by hosting visiting journalists and through the sponsorship of major community events such as Carnaval de Puebla.





**Love Will Bring Us Together:** The most impressive aspect of the **With Love** campaign is its versatility. We work with many partners, using love letters to push big events, build excitement and highlight Philadelphia's starring role in pop culture. In fact, organizations often reach out to us, recognizing that leveraging **With Love** will help their own marketing efforts. Here are just a few ways we've made **With Love** Philadelphia's most popular calling card.

- One word: sports. All year and for all seasons, we craft love letters for and team up with Philadelphia's favorite sports teams—Phillies, Eagles, Flyers and 76ers—scoring big with fans in the stadiums and on social media. New to the **With Love** game, the Philadelphia Union is proving to be an exciting partner, thanks to the team's first-ever playoff appearance and the 2012 MLS All-Star Game.
- We know that couples are the most likely market to travel to Philadelphia during the winter, so we engaged nearly 70 partners and created a Facebook contest to invite them—**29 Nights of Dates**. Every day in February, we gave away date packages, including hotel stays, restaurant gift cards, attraction tickets, tour passes and the grand-prize Vespa, all valued at more than \$13,000. And we promoted the contest through advertising, social media and a partnership with Fox 29. The response? Astonishing, with 53,000 entries and 12,000 new Facebook fans. It was our most successful contest ever.
- A refreshing partnership between GPTMC and Victory Brewing Company, **Summer Love Ale** poured from taps and bottles in 29 states during its second and third seasons in 2011 and 2012. We added Four Seasons Hotel Philadelphia and Philly Beer Week into the mix to create the **With Love Beer Garden**, a fun and popular week-long event.



*Our With Love campaign has been a fan favorite since its inception in 2009, and many of our partners use it to welcome visitors, woo locals and wow their fans, as the photos here demonstrate. One local couple even used it as the theme for their recent wedding! Now that's true love.*



## With Art Philadelphia™

Philadelphia is a visual arts powerhouse, and that's exactly what we're showing and telling the world with the city's first-ever coordinated and sustained visual arts marketing campaign, **With Art Philadelphia™**. Launched in May 2012, the campaign aims to:



- Celebrate Philadelphia among the world's great art destinations
- Draw more and new audiences interested in curating their own Philadelphia experiences
- Generate overnight stays from visitors worldwide

**Why Now?:** The founding partners involved in **With Art** realized that Philadelphia would be the center of the biggest art story in the world in 2012, with the debut of the Barnes Foundation's Philadelphia campus on the culturally rich Benjamin Franklin Parkway. The museum opened to rave reviews in May (see some of the media praise on page 26), and the **With Art** partners are using this significant moment to launch a two-year campaign that spotlights the city's collective artistic assets and generates sustained attention to our wide-ranging arts and culture scene.

**The Powerhouse Partnership:** The campaign is the work of a growing coalition of organizations and cultural partners. The public-private partnership includes:

### Arts & Cultural Partners:



### Civic Partners:



### Funders:



**The Online Experience:** As a representation of the city's visual arts scene, [visitphilly.com/withart](http://visitphilly.com/withart) uses beautiful images and engaging functionality. An interactive map brings the culturally packed Parkway to life with 3-D images and attraction details, and an infographic cleverly conveys the city's art stories. Most importantly, visitors curate their own Philadelphia art experiences, adding attractions, exhibitions, artworks and tours to their trip itineraries.



**The Stories:** We're telling Philadelphia's robust story along five themes that the **With Art Philadelphia** collaborative partners developed:

**The Visual Arts Story:** Philadelphia's creative sector is rich and diverse, encompassing a wide range of experiences that **With Art** promotes. Visitors can see a Barnes-related exhibit at a major museum, check out the work of emerging artists at a local collective, ogle the city's impressive public art collection or attend one of Philly's popular annual art events.

**The Parkway Story:** The museum-lined Benjamin Franklin Parkway is even more magnificent with the addition of the Barnes Foundation, and the mile-long stretch that runs from City Hall to the Philadelphia Museum of Art has cemented its already-stellar status as a center for art, architecture, science, public art, education and more.

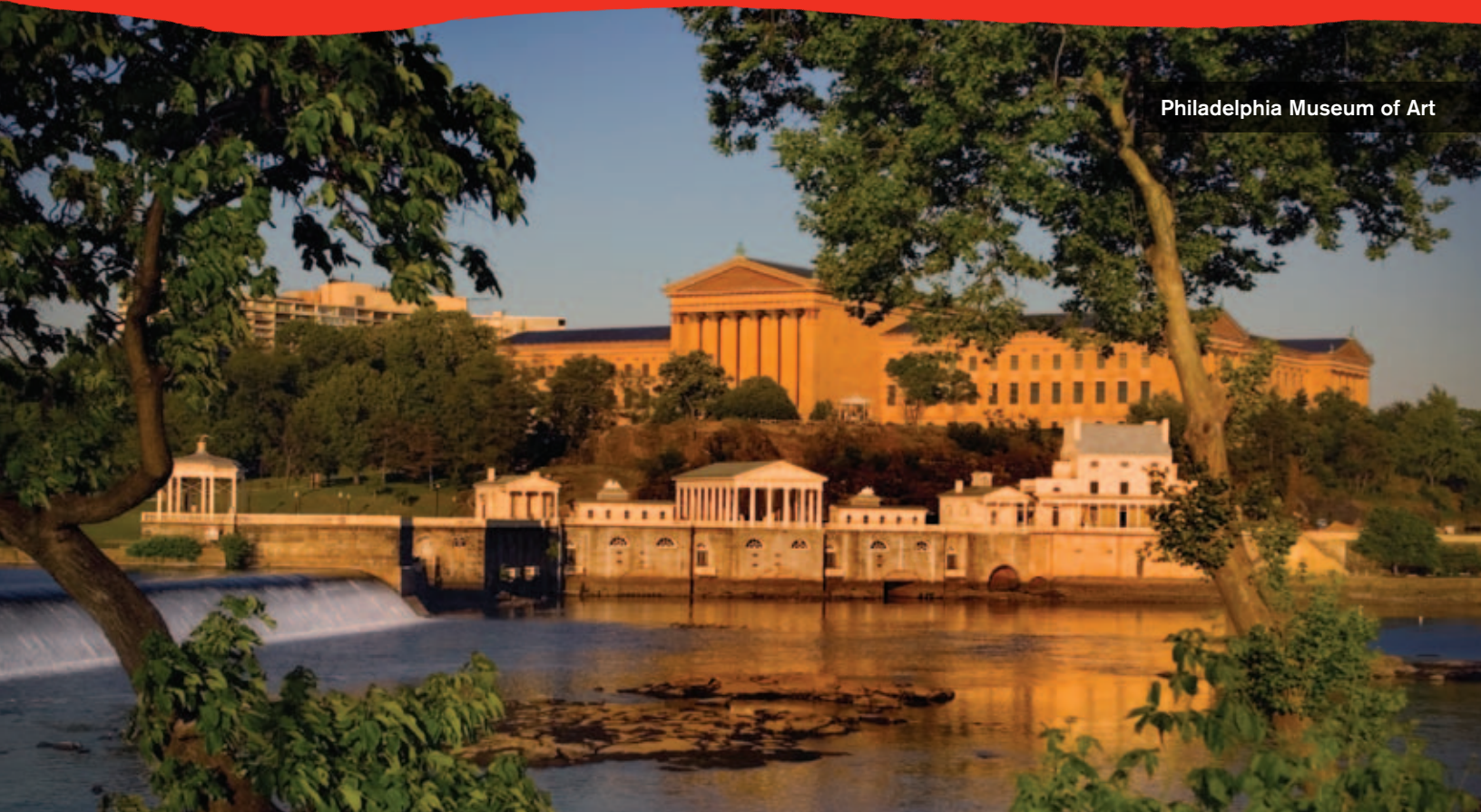
**The Garden Story:** Albert Barnes' creativity was not limited to the walls of his Barnes Foundation. The man had a strong horticultural vision, which is why **With Art Philadelphia** also showcases the city's green assets.

**The Education Story:** Education was big for Barnes, who believed in the transformative power of the arts, and it's big for Philadelphia. With top-notch universities dedicated to the study of art and the many art programs available for the general public, Philadelphia serves as an educational playground for the creative community.

**The Philadelphia Story:** Philadelphia's creativity goes beyond the visual arts to include its food, its shops, its neighborhoods and its diverse people—all of which are highlighted as part of **With Art Philadelphia**.



*Philadelphia's a cultural king, and national publications are starting to take notice. In fact, Travel + Leisure readers ranked Philadelphia #1 for overall culture in the November 2011 "America's Favorite Cities" poll.*



Philadelphia Museum of Art

### Philly 360®

Our **Philly 360®** campaign continues to attract young African-American visitors to the city thanks to an insider website, strategic partnerships and those cool-as-can-be Creative Ambassadors.

**A Creative Spin:** Our Creative Ambassadors use their influence to build and spread the word about their trendsetting city. This year, we welcomed our first sports ambassador, Nnamdi Asomugha, into the fold. The Eagles cornerback is working with designers, music producers, DJs and many other ambassadors to build buzz about Philly.

**Keeping It Reel:** Two new video series on **philly360.com** helped us show off the city and the people who make it the thriving destination that it is. *Masters Behind the Music* spotlights the Philadelphia hit makers who work behind the scenes in the music industry, while *ThreeSixty Life* features in-the-know locals who show off the city's best music, shops, restaurants and events.

**Key Collaborations:** For the third straight year, we teamed up with CBS 3, The CW Philly and KYW Newsradio to create Black History Month public service announcements starring our Creative Ambassadors. New partnerships with Clear Channel and Uptown also helped us expand our reach.



Curt Chambers

***"I'm proud to take Philadelphia everywhere I go." – Curt Chambers, Grammy®-nominated singer, songwriter and guitarist; 2012 Creative Ambassador***

### Philly Homegrown®

The **Philly Homegrown®** campaign continues to put our diverse and delicious food scene on the map. Our robust website, innovative partnerships, extensive blogger outreach and other marketing tactics enable us to tout top chefs, in-season eats, produced-in-Philly treats and food-focused events, and they help us get people excited and eager to eat locally.

**Media Partnerships:** We embarked on a content-sharing partnership with **philly.com** in which they provide a **Philly Homegrown**-branded section on their highly trafficked site, and we supply content about the local food scene. We also teamed up with KYW Newsradio on 30-second spots that highlighted relevant food stories.

**Community Collaborations:** In year two of our campaign, we took a more active role in supporting local food happenings. We worked with the Pennsylvania Horticultural Society to develop programming for its first-ever Pop-Up Garden, ran popular photo booths at The Food Trust's Night Market Philadelphia events and helped Center City District bring local flavors to Restaurant Week.

**All About the Neighborhoods:** Thanks to funding and support from the Delaware Valley Regional Planning Commission and the William Penn Foundation, **Philly Homegrown** succeeded in establishing Philadelphia as a local food destination. To build on that progress, the William Penn Foundation has agreed to fund a two-year expansion of the program that focuses on Philadelphia's burgeoning neighborhoods.



## Philadelphia – Get Your History Straight and Your Nightlife Gay®

Our tagline **Philadelphia – Get Your History Straight and Your Nightlife Gay®** is as relevant and popular today as it was when we launched it nine years ago. Now, we pair it with another fan favorite, the **With Love** campaign. The merge has been a huge win for our gay and lesbian initiative, which uses the versatility of the love letters—along with a rainbow-colored signature—to promote Philadelphia's Gayborhood and beyond.

**It Takes a Gayborhood:** We worked with our hotels, convention and visitors bureaus and the Philadelphia Sports Congress to entice national organizations to host major gay and lesbian events in Philadelphia in 2011. In August, the ASANA Softball World Series attracted more than 1,000 lesbians and their friends to the city, while the annual National Lesbian & Gay Journalists Association National Convention brought in more than 300 members of the media. Then, in the fall, U.S. Mr. Gay returned to Philadelphia for the second year and welcomed contestants from 20 cities.



**Innovative Advertising:** Continuing GPTMC's innovation in the gay market, we included a new tactic in 2011 that brought big returns. Our media buy included a site takeover on Logo TV's website. For two days, the immensely popular logotv.com sported a **With Love** look, with love letters all over and lovely background images—all using the rainbow logo. The partnership resulted in the highest-traffic referral for [visitphilly.com/gay](http://visitphilly.com/gay) since its launch.

**Global Leadership:** GPTMC continues to serve as a global leader in gay marketing. We worked with the International Gay & Lesbian Travel Association to convene the world's first Gay and Lesbian Think Tank, an event that pulled together industry pros to discuss what's next for the gay travel industry.

## On the Road & Around the World

Industry organizations recognize GPTMC as a leader in tourism marketing, advertising, communications and social media. Our staff travels all over the world to share our knowledge and stay up-to-date on the latest trends. Here are just some of the places we've shared our work over the past year:

**Governor's Trade Mission – France:** We accompanied Governor Corbett on his trade mission to France, where we promoted our vibrant art scene.

**Society of American Travel Writers – New Zealand:** Philadelphia was chosen as a top city campaign, giving us the opportunity to bring **With Love** to the Southern Hemisphere.

**BlogWorld & New Media Expo – Los Angeles:** GPTMC discussed social media photography at the conference.

**Pop-Up Garden – New York:** GPTMC staff talked to top New York media about Philly art and gardens during an event with the Pennsylvania Horticultural Society.

**With Art Philadelphia – New York & Chicago:** We went on a trip with the Barnes Foundation to tout the city's art scene to journalists.

**Marketing Outlook Forum – Fort Worth:** During this U.S. Travel Association conference, GPTMC joined Michigan, Colorado and Virginia to discuss tourism funding and promotion.

**Southeast Tourism Society – New Orleans:** During a panel discussion, GPTMC addressed the ever-changing world of destination marketing.

**Cities and Regions Promotion Festival – Poland:** We shared tourism marketing insights and learnings with Polish marketers, cultural leaders and politicians.

**Travel Media Association of Canada – Canada:** GPTMC joined this prestigious travel association in 2011 and presented our **With Art** campaign at their annual conference.

# Just the Stats: Visitors, Hotels & Economic Impact

## A Record-Breaking Year

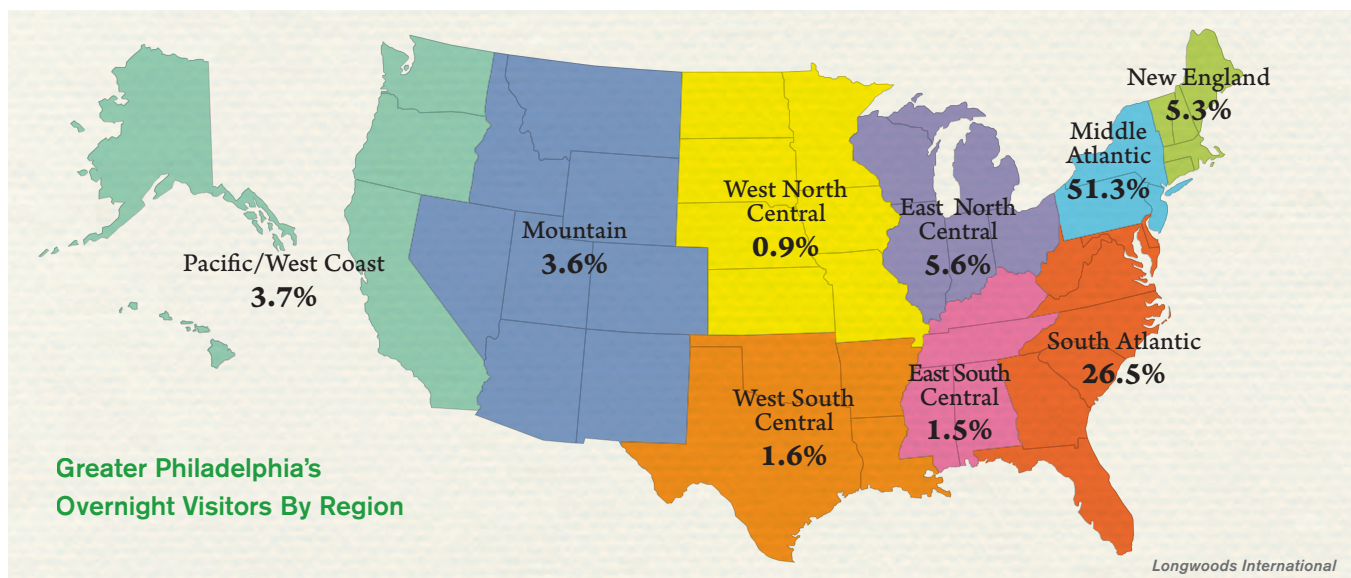
**38 million people visited** Greater Philadelphia in 2011, a new record.

- Visitation has grown steadily since 1997, when GPTMC began marketing. Regional visitation has grown from 27 million to 38 million, an increase of 44%.
- Overnight visitation has grown faster than day visitation, increasing 71% from 8.7 million to 14.8 million.



## Who Visits?

Philadelphia welcomes visitors from **all 50 states and all over the world**; however, Philadelphia's favorable location in the densely populated Northeast region of the country means that the majority of Philadelphia visitors arrive by car from East Coast "drive markets."





## Tourism's Economic Impact

The Greater Philadelphia tourism industry generated **\$9.34 billion in economic impact** in 2011, an increase of 7.5%. Two straight years of strong growth have returned the industry to pre-recession levels.

### Greater Philadelphia Tourism Economic Impact, 2007–2011

	2011	2010	2009	2008	2007
Economic Impact	\$9.34 billion + 7.5%	\$8.69 billion + 6.5%	\$8.17 billion – 12.4%	\$9.32 billion + 0.3%	\$9.29 billion —
Jobs Supported	86,498	84,807	83,664	87,384	88,225
Wages Generated	\$2.85 billion	\$2.71 billion	\$2.61 billion	\$2.82 billion	\$2.74 billion
State Taxes Generated	\$315 million	\$296 million	\$279 million	\$316 million	\$315 million
Municipal Taxes Generated	\$285 million	\$273 million	\$258 million	\$294 million	\$292 million

*Tourism Economics*

**Revenue Generator:** Visitors to Greater Philadelphia generate an economic impact of **\$26 million every day** for regional businesses. Tourism spurs economic growth by bringing in new dollars from outside the region.

**Job Creator:** The money tourists spend translates into jobs for Greater Philadelphia residents. In 2011, tourism spending **supported 86,498 jobs**, from entry-level to executive positions, with a total **paycheck of \$2.85 billion**.

**Deficit Reducer:** Visitors also generate considerable tax revenue for the Commonwealth of Pennsylvania (\$315 million in 2011) and regional municipalities (\$285 million in 2011). **The industry is a consistent producer**, helping governments to close budget gaps and pay for much-needed services.

*Greater Philadelphia tourism supports more than 86,000 jobs—  
enough to people fill Citizens Bank Park, Wells Fargo Center and  
PPL Park at the same time.*



Citizens Bank Park

## Hotel Performance

Philadelphia's hotels outperformed the national average in 2011, with revenue increasing by double digits in the city and region. **Guests filled more than 8.3 million rooms** in Greater Philadelphia and more than four million in Philadelphia, both all-time highs.

### Hotel Facts and Figures

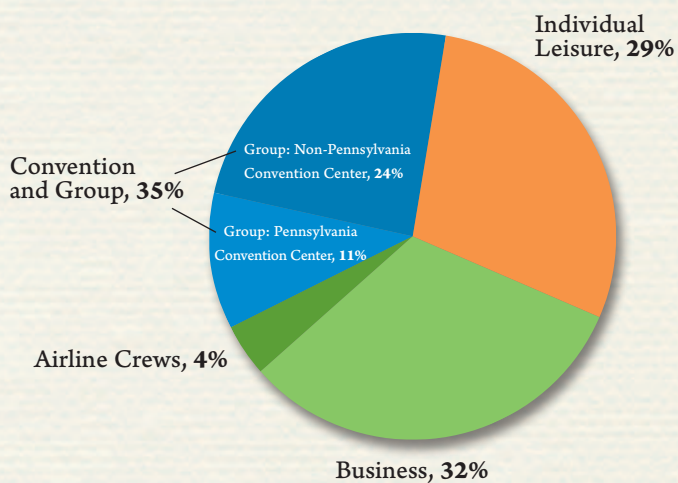
	National	Greater Philadelphia	Philadelphia County	Center City Philadelphia
Daily Room Supply	4.9 million	33,500	15,300	10,600
Annual Supply	1.8 billion + 0.6%	12.2 million + 0.3%	5.59 million + 0.5%	3.86 million + 0.1%
Annual Demand	1.06 billion + 5.0%	8.31 million + 3.3%	4.04 million + 2.0%	2.77 million + 0.8%
Occupancy	60.1% + 4.4%	68.0% + 3.1%	72.2% + 1.5%	71.8% + 0.7%
Average Daily Rate	\$102 + 3.7%	\$124 + 7.2%	\$147 + 9.2%	\$161 + 9.7%
Revenue Per Available Room	\$61 + 8.2%	\$84 + 10.5%	\$106 + 10.8%	\$115 + 10.2%
Total Revenue	\$108 billion + 8.8%	\$1.03 billion + 10.7%	\$592 million + 11.4%	\$446 million + 10.3%
Source	Smith Travel Research	Smith Travel Research	Smith Travel Research	PKF Consulting

**Business travelers** are corporate or government employees occupying fewer than 10 hotel rooms. This segment accounts for nearly one million room nights annually in Center City Philadelphia. After a drop during the recession years of 2008 and 2009, the business segment has rebounded.

**Individual leisure travelers** are individuals or travel parties occupying fewer than 10 hotel rooms that come to Philadelphia for a pleasure trip. This segment has grown steadily over the past decade and now accounts for nearly 800,000 room nights annually in Center City.

**Convention and group travelers** stay in blocks of 10 or more hotel rooms. They are in Philadelphia for conventions, large meetings or social events such as weddings or parties. This segment accounts for around one million room nights annually in Center City. About one-third of group room nights are attributable to conventions and events taking place in the Pennsylvania Convention Center.

### Center City Market Mix, 2011



PKF Consulting

*Individual leisure travelers filled 29% of hotel rooms in downtown Philadelphia in 2011, up from just 14% in 1997, the year GPTMC began marketing.*

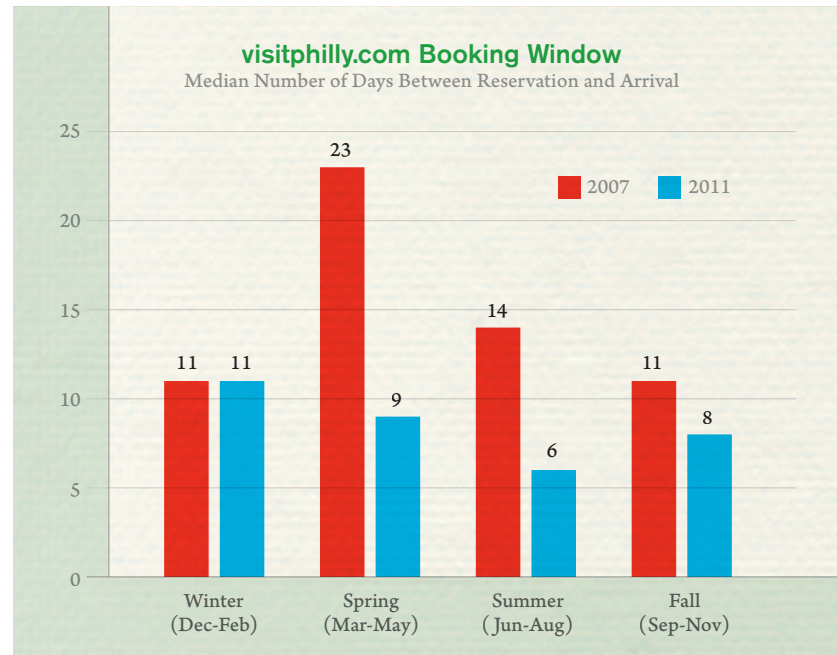


## Travel Trends

While industry performance continues to recover from the recession of 2008-2009, today's consumers are approaching travel quite differently than they did five years ago.

**Searching Outside the Box:** Traditionally, travel planners looking to book a trip log onto the website of their choice, enter their preferred destination and travel dates and await the results. However, the search experts at Google are rethinking how consumers search for travel with InstaSearch, which they call an “affinity search inspiration tool.” Affinity search allows users to input new parameters, such as interests (e.g., nightlife, beach, city) and price point, to view results across multiple destinations.

**Last-minute Plans:** Travelers are waiting longer and longer to book their trips. GPTMC tracks the booking window—that's the number of days between when guests make their hotel reservations and when they arrive in Philadelphia—on **visitphilly.com**. In 2007, the median booking window was 15 days, and it was even longer in the spring, with many travelers booking their summer trips well in advance. In 2011, the median window was just seven days, and many trip planners booked their stays less than a week out.



**Info on the Go:** The web is increasingly going wherever the user is, and the explosion of smartphones and tablets is changing the way people research travel. Mobile devices accounted for 19% of traffic to **visitphilly.com** in the first quarter of 2012, up from 8% in the first quarter of 2011 and 3% in the first quarter of 2010. In the spring of 2011, GPTMC launched a mobile-friendly version of **visitphilly.com**, optimized for the on-the-go traveler with faster loading times and location-based search results.

**It's Who You Know and Where They Go:** Increasingly, traditional websites are integrating social media components. For example, many sites now allow people to use their Facebook accounts to post comments and see what their friends are talking about. These personal recommendations will become increasingly important as customers decide when and where to travel.

“Once upon a time, consumers relied on professional ratings (stars, diamonds, etc.). With user generated content, another layer was added – providing a satisfaction score and validation against the quality rating. The social component will add yet another layer – connection to a personal reference.”

– PhoCusWright, *Empowering Inspiration: The Future of Travel Search*

# According to the Press

## National Geographic Traveler

"The spirit of independence lives on in Philadelphia's newest attractions, shops, and restaurants."  
– July-August 2011

## The New York Times

"Philadelphia, like so many American cities, has enjoyed a fractal explosion of different styles of restaurants ... There are much-praised, chef-driven magnets like Mica, Zahav and Barbuzzo. There are ambitious, ante-raising chefs like Marc Vetri and Jose Garces. There's the vibrant energy of Mr. Starr's restaurants, and a boom in beer-centered gastropubs and B.Y.O.B. spots." – March 7, 2012

## Frommers.com

" ... I learned of upcoming developments in that City of Brotherly Love that will make it a real contender for the top American position in the world of art. Three imminent openings of new art museums and museum exhibits will make Philadelphia the equal of any other U.S. city in the cultural field." – January 17, 2012

## Everett Potter's Travel Report

"What you need to understand about Philadelphia is that better than in any other American city, the old and the new co-exist splendidly, offering a winning mix of the historic and the hip." – May 31, 2011

## NYMetroParents

"Visit the historical city of Philadelphia with your family, which is not only just around the corner from NYC, but offers everything from a wide array of family-friendly museums and exhibits to delicious melt-in-your-mouth cheesesteaks." – August 8, 2011

## California Home + Design

"From gastronomic goodies to a state-of-the-art museum, the City of Brotherly Love will provide an affair to remember." – January 2012

## ABCNews.com

"[Philadelphia is] a wonderful place. It's got a great dining scene—over 200 BYO restaurants, which makes it really affordable."  
– May 1, 2012

## The Wall Street Journal's wsj.com

"New York is developing a Philadelphia complex. Jay-Z and Alicia Keys may soon be in a Keystone State of Mind. Woody Allen might film a comedy of manners in Rittenhouse Square. East Hampton wants a Wawa store. ... What's next? Live from Philadelphia—it's Saturday Night!" – August 2, 2011

## Los Angeles Times

"If Boston was the cradle of liberty, Philadelphia was the nursery. The Declaration of Independence, the Constitution and the Liberty Bell were born here, and Valley Forge is but 20 miles away." – July 10, 2011

## The Huffington Post

"Philadelphia looms large in American history. ... But here's the real surprise -- it's a rather hip metropolis." – June 2, 2011

## Bizjournals.com/philadelphia

"One of the bright spots in the local economy is Philadelphia itself, which has seen growth in its population, improved housing stock, and expansion in restaurants, retailers and other amenities that have made it a 24/7 hub of activity during the recession."  
– January 6, 2012

## Harrisburg's The Patriot-News

"Philadelphia has countless art treasures to savor as you wait for the Barnes to open." – March 18, 2012

## Aircanada.com/enroute

"Cream cheese, pretzels, cheese steak – three things you love about Philly. But did you know that it's also a city virtually overflowing with the arts?" – July 29, 2011



### **GQ**

“ ... you’ll find stores that get it right, kick-ass BYO restaurants, and bars that care more about local craft beers than the Eagles game. Call it Philly’s awakening. ... You’ll find all the buzzy trappings of Brooklyn—pitch-perfect menswear shops in Old City, straight-shooting restaurants and microbrew-soaked nightlife in Northern Liberties—without all the Brooklyn smugness.” – October 2011

### **The New York Times’ T Magazine Blog**

“ ... the beer scenes in the North Philadelphia neighborhoods of Northern Liberties and Fishtown are currently thriving, thanks to a spate of excellent taprooms, pubs and bars that focus on local brews. Beer culture in this part of America is lively, rife with chance taking, hybridization and healthy competition ... ” – July 25, 2011

### **NYPPost.com**

“Broad Street bests Broadway — again.” – July 30, 2011

### **Rachael Ray Show**

“A big shout out to the City of Brotherly Love! ... We have such a good time when we are down there.” – September 22, 2011

### **SmarterTravel.com**

“Here’s a surprising tip: If Europe simply isn’t in the travel budget for 2012, consider a trip to Philadelphia instead.” – December 11, 2011

### **Delta Sky Magazine’s Jet Set**

“Philadelphia is, frankly, brilliant. I am smitten.” – February 23, 2012

### **Chicago Tribune**

“ ... Summer Love [Ale] is a summer miracle ... The only thing I’ve been loving more than summer lately has been Summer Love.” – July 14, 2011

### **New York Post**

“It’s always a good time for a dose of culture in Philly, but this summer’s huge – two of its major draws, the Barnes Foundation and the Rodin Museum, enter exciting new chapters.” – May 4, 2012

### **Travel + Leisure**

“This year, travelers appear to be turning their attention beyond the star-studded and the star-spangled, fostering new competition for cultural powerhouses Washington, D.C., and New York. Most notably, Philadelphia breaks our nation’s capital’s four-year streak on historical sites and monuments.” – November 2011

### **The Philadelphia Tribune**

“The Greater Philadelphia Tourism Marketing Corporation’s (GPTMC) Philly 360 campaign continues to herald the beauty of the region with its fourth annual selection of its Creative Ambassadors.” – February 19, 2012

### **Examiner.com**

“A major part of the rebuilding of [Philadelphia’s] image and our brand can be attributed to the Greater Philadelphia Tourism Marketing Corporation (GPTMC).” – May 11, 2011

### **Deep Dish Creative**

“Philadelphia’s tourism website, VisitPhilly.com doesn’t just dabble with social media, they seem to take it by the horns and ride off into the sunset.” – July 6, 2011

### **Pittsburgh’s post-gazette.com**

“Philadelphia is one of the country’s most culturally vibrant cities, with dozens of museums, historical attractions and artistic venues. It also has a vibrant nightlife, great shopping along Rittenhouse Row and award-winning restaurants.” – October 14, 2011

*In 2011, GPTMC hosted 100 journalists in Philadelphia and provided 3,300 compelling photos to round out their stories. These first-hand experiences and invaluable relationships keep Philly top-of-mind for media, who discover that Philly and GPTMC are front-page—and cover, travel section, blog post and industry profile—news.*

### Travelllll.com

“These crowd-sourced photos and commentary provide instant ‘let’s go eat this now’ motivation for anyone who uses the [Foodspotting] app to find what’s verified as great in Philadelphia. More than for finding good restaurants and bars around the user, VisitPhilly even promotes its local Restaurant Week and Farmers Markets with the app. Brilliant!” – November 15, 2011

### BBC.com

“Today, the city’s music scene continues to reflect its rich musical heritage. Established artists still call Philly home, while new venues and emerging local talent make the city a great stop for any music lover. So, get on board the love train (or, Amtrak) for a peek into the freedom loving, musical soul of Philadelphia.” – February 3, 2012

### Yahoo! Voices

“Philadelphia, Pennsylvania, is a great destination for those on a budget but who want to feel like they got to explore a lot of things.” – March 13, 2012

### The Philadelphia Inquirer

“What does it mean if a place loves you back? That was the question posed by the Greater Philadelphia Tourism Marketing Corp. (GPTMC) when it chose the slogan ‘The Place That Loves You Back’ to promote the region as a tourist destination in its 1997 advertising campaign. ... The odd claim that something as abstract as a place loves you grabs your attention, sticks in your head, and thus makes for a successful slogan.” – February 19, 2012

### Travel Channel’s The Traveling Type

“Philadelphia has long been known as the City of Brotherly Love, but if the city’s tourism officials have their way, it may start being known as the City of Art. A new \$2 million, 2-year marketing campaign was launched this month to try to position Philadelphia among the world’s great art destinations.” – March 20, 2012

## Barnes Foundation: The Reviews Are In

When the Barnes Foundation opened its Philadelphia campus in May 2012, news outlets praised the design, the location and, of course, the famed collection.

### The New York Times

“Against all odds, the museum that opens to the public on Saturday is still very much the old Barnes, only better.” – May 18, 2012

### Travel + Leisure’s Carry On

“The new campus of the Barnes Foundation in Philadelphia represents, simply put, a game changer for what a museum can be, the experience of art, and the role architecture plays in both. It is also a game changer for Philadelphia, at a moment of splendid cultural renaissance.” – May 18, 2012

### The Wall Street Journal

“The triumphant arrival of the Barnes Foundation, a private collection of post-Impressionist and early modern art, is emblematic of the new Philadelphia.” – May 19, 2012

### The Washington Post

“The inestimably valuable Barnes Collection, with its dozens of Matisse, Cézanne and Picasso, has reached a happy end after a long saga, now safely installed in well-lit galleries, in an appealing new building and surrounded by gardens that integrate it lovingly into Philadelphia’s showplace avenue.” – May 13, 2012

### Vanity Fair Daily

“And no one can fail to understand, going through these new galleries, that this is anything but a distinctive, idiosyncratic, and highly personal collection. That is what Albert Barnes wanted it always to be, and what it still is: a place where you not only see incomparably great art but feel the instincts and the personality of a single collector.” – May 4, 2012

### Forbes.com

“In fact, the 4.5-acre campus-like setting along the Benjamin Franklin Parkway—the busy, leafy thoroughfare that contains many of the city’s best known, arts, cultural and educational institutions—is not only sensitive to the Barnes’ mission but it improves upon it in two major areas: accessibility and light.” – May 19, 2012



# GPTMC's Toolkit

As this report demonstrates, we're all about partnerships. Discover all the ways we can work together on [visitphilly.com/toolkit](http://visitphilly.com/toolkit). Here's what you'll find:



## Download Logos

Display an official logo on your website. Several variations and file types are available.



## Photos & Videos

View, share or embed videos. Find vibrant digital photography of Philadelphia and The Countryside® and broadcast-quality HD b-roll in several formats.



## Embed Hotel Widget

Your website visitors might need to make a hotel reservation. Just add a nifty widget to your site; it's powered by Travelocity.



## With Love Campaign

Discover why people have fallen in love with the **With Love** campaign.



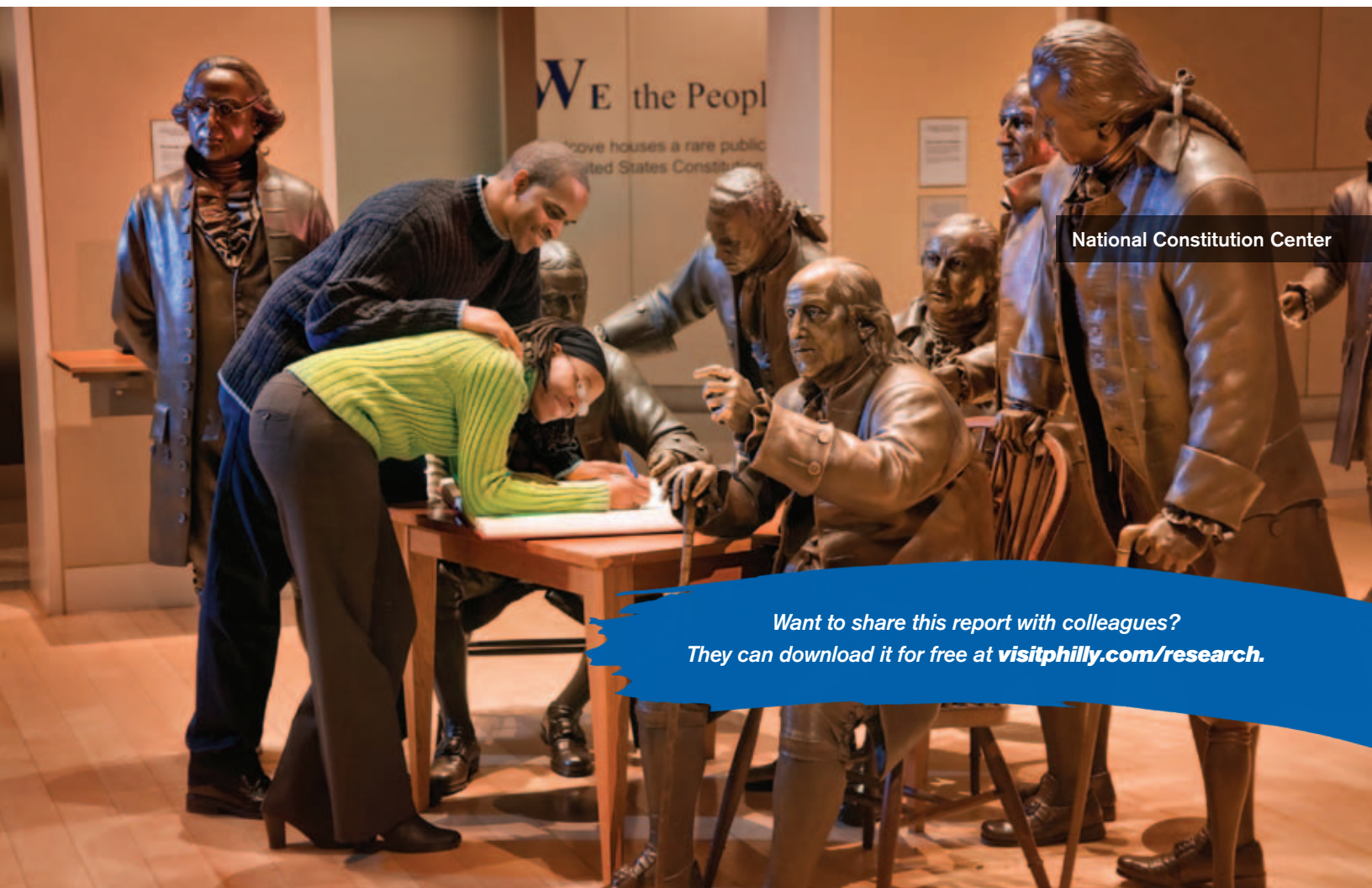
## Research & Reports

Find visitor stats, economic impact information, survey results, annual reports and more.



## Marketing Support Checklist

How can GPTMC help you? Start with our Marketing Support Checklist.



National Constitution Center

Want to share this report with colleagues?  
They can download it for free at [visitphilly.com/research](http://visitphilly.com/research).



*KYW supports GPTMC in its efforts to creatively market Greater Philadelphia as not only a vibrant tourist destination, but a special place that warmly welcomes you back when you've been away.*



*Just remember, it's easy to stay in touch with Philadelphia through KYW Newsradio, no matter where you are.*



Listen to KYW's live stream, join the KYW1060 Insider Club, sign up for breaking news alerts and much more at **cbsphilly.com**



Become a KYW fan on Facebook at **facebook.com/KYW**



Follow KYW on Twitter at **twitter.com/kywnewsradio**



Stay in the know with things to do, what to see and where to eat at **hearPHILLY.com**

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