

GREATER Philadelphia

Tourism Profile 2012



Greater Philadelphia Tourism Marketing Corporation
BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA COUNTIES



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Tourism Marketing Corp**

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Letter From GPTMC's President & CEO

Promoting Philadelphia. It's a job I took on in 1996 when the region didn't have a tourism marketing campaign, it wasn't viewed as a must-do destination past a fifth-grade field trip and it was best-known for an underdog boxer's run up 76 steps.

When we, the Greater Philadelphia Tourism Marketing Corporation (GPTMC), launched the city's first advertising campaign in 1997, we gave Philadelphia a voice and invited people to visit. Just for fun. Today, Philadelphia's voice is stronger than ever, with more than 38 million people choosing to visit our vibrant region each year. They come for history, art, food, nightlife, music, neighborhoods, festivals and more.

Recent additions such as the Barnes Foundation opening on the Parkway, plus new events and festivals that crop up all the time, keep the region moving forward and keep people coming here to discover more and more about Philly. GPTMC continues to develop campaigns that highlight all of Philadelphia's finest attributes and that reach out to travelers with all sorts of interests.

In the coming pages, you'll read about the work of GPTMC's board, led by Manny Stamatakis, and staff—all for our passion, **Philadelphia and The Countryside®**.

With Love, With Art, With Philadelphia,



MERYL LEVITZ
President and CEO
GPTMC



A big thanks to PNC Bank, Morris Publications' Where® Philadelphia, KYW Newsradio and the Barnes Foundation for helping to make this Greater Philadelphia Tourism Profile possible.

The Basics

Our Mission

GPTMC, a 501(c)(3), makes **Philadelphia and The Countryside** a premier destination through marketing and image building that increases business and promotes the region's vitality.

Our Funding

GPTMC funding sources include: Philadelphia County hotel tax, Commonwealth of Pennsylvania, City of Philadelphia, Delaware River Port Authority, foundations, partnerships, sponsorships and hotel-booking commissions. We are not a membership organization.

Our Philadelphia

When we talk about Philadelphia, we mean Greater Philadelphia—as in Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

Our Audience

GPTMC reaches out to all travelers, from around the block, across the country and beyond, no matter the reason for their trips. Our marketing specifically targets leisure travelers—those who come here to have fun. Thanks in part to GPTMC's effective and continuous marketing, this group makes up more than 80% of domestic visitation to the region.

Our Visitors

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.

Greater Philadelphia tourism generates \$26 million a day in economic impact and supports more than 86,000 jobs—enough people to fill Citizens Bank Park, Wells Fargo Center and PPL Park at the same time.



Eastern State Penitentiary



Longwood Gardens



Race Street Pier



Fonthill

What We Do

Everything we do 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.

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 advertising (TV, radio and print), and we make 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 for great stories. Every day, GPTMC works to build and grow 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 the region's official visitor website, **visitphilly.com**, users discover the promise of a Philadelphia trip, and they decide to experience it for themselves. The **uwishunu.com** blog keeps people in-the-know about what's new and what's not-to-be-missed. All together, both sites welcomed 6.5 million visits in 2011.

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. Through social media outreach, GPTMC has established itself as an innovative industry leader.

Hotel Marketing

By promoting luxury lines, family-friendly spots, eco-conscious properties, artful accommodations 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 value-added packages.

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 cook up their best dishes 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. And we tout Philadelphia the whole way.

Regional Partnerships

GPTMC's partnerships make Philadelphia tourism the industry it is today. Museums, restaurants, hotels, civic organizations, conference and visitor bureaus and so many others embrace our Philadelphia brand and use their own resources to enforce and spread our message.



Hotel Palomar Philadelphia

Marketing Campaigns

With Love, Philadelphia XOXO®

“Dear you, Come visit me. With Love, Philadelphia XOXO.” This simple, easily customizable advertising message has become the city’s calling card. People see the distinct font and lovable Philly *atty-tude* in our own marketing and in that of our partners, who know the value of aligning with a fun and recognizable brand. Plus, residents like to get in on the fun—we’ve seen **With Love** posters, tattoos and even a wedding. **With Love** has gone from one organization’s campaign to a citywide movement.



Con Cariño, Philadelphia XOXO

With Love is also the face of our Hispanic campaign, better known as **Con Cariño, Philadelphia XOXO**. We’ve built its brand through our active Twitter account, through visiting journalists’ trips and through the sponsorship of major community events.



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.



GET YOUR HISTORY
STRAIGHT AND YOUR
NIGHTLIFE GAY.®

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 two-year campaign aims to celebrate Philadelphia's place among the world's great art destinations; draw more and new audiences interested in curating their own Philadelphia experiences; and generate overnight stays from visitors worldwide.



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. The ambassadors use their influence to build and spread the word about their trendsetting city. As Grammy®-nominated singer, songwriter and guitarist Curt Chambers says, "I'm proud to take Philadelphia everywhere I go."



Philly Homegrown®

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 agreed to fund a two-year expansion of the program that focuses on Philadelphia's burgeoning neighborhoods.



The Impact

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.

Hotel Performance

Philadelphia's hotels outperformed the national average in 2011, with revenue increasing by double digits in the city and region.

Hotel Facts and Figures, 2011

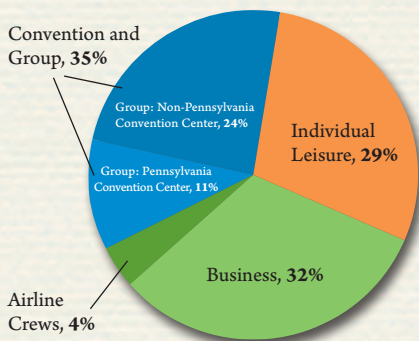
	National	Greater Philadelphia	Philadelphia County	Center City Philadelphia
Daily Room Supply	4.9 million	33,500	15,300	10,600
Occupancy	60.1%	68.0%	72.2%	71.8%
Average Daily Rate	\$102	\$124	\$147	\$161
Total Revenue	\$108 billion + 8.8%	\$1.03 billion + 10.7%	\$592 million + 11.4%	\$446 million + 10.3%
Source	<i>Smith Travel Research</i>	<i>Smith Travel Research</i>	<i>Smith Travel Research</i>	<i>PKF Consulting</i>

Business travelers are corporate or government employees occupying fewer than 10 hotel rooms.

Individual leisure travelers are individuals or travel parties occupying fewer than 10 hotel rooms that come to Philadelphia for a pleasure trip.

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.

Center City Market Mix, 2011



PKF Consulting

In The News

*Frommer's called **With Love, Philadelphia XOXO** one of its 15 all-time favorite tourism slogans, and the praise for the region and its #1 cheerleader, **GPTMC**, doesn't end there.*

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 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

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

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

Lucky Magazine's Lucky Right Now

"Why We Love [Philadelphia]: Most malls and shopping centers are a highway's drive away, making the city itself a haven for pockets of small boutique shopping. Also, there's no sales tax on clothing." – February 6, 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

Delta Sky Magazine's Jet Set

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

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

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

Technically Philly

“There are a lot of hidden gem, diamond-in-the-rough type things going on in Philadelphia. Uwishunu, Philadelphia’s official tourism blog, is making sure there’s a place to learn about them with 101 daily videos of local Philadelphians talking about what they ‘wish you knew’ about the city.” – March 21, 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

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

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

GPTMC: A Trendsetter

Since launching its first campaign in 1997, GPTMC has made headlines and set trends. Here are some of the marketing tactics and tourism campaigns that have distinguished us as an industry leader.

Philly Goes National

GPTMC put Philadelphia on national television for the first time in the city's history with the campaign **This Is My Philadelphia**. Today, people still use the tagline when they refer to the region as **The Place That Loves You Back**. (1997)

A Brave New Web

Joining the ranks of the few forward-thinking destinations on the web, GPTMC debuted gophila.com (now **visitphilly.com**) as Greater Philadelphia's first—and still, its only—official visitor website. (1997)

Rebuilding Hospitality

GPTMC's **Philly's More Fun When You Sleep Over**® and the **Philly Overnight**® **Hotel Package** helped Philadelphia achieve what Smith Travel Research called “the most successful hospitality recovery in the country” after the 9/11 attacks. (2001)



Tourism Over The Rainbow

Philadelphia became the first destination in the world to launch a gay-themed television commercial, as part of GPTMC's **Philadelphia – Get Your History Straight and Your Nightlife Gay**. It set an industry standard, boosted visitation and remains one of GPTMC's most popular and beloved taglines. (2004)



Promoting A Great City

When *National Geographic Travel* named Philadelphia the “Next Great City,” GPTMC promoted the destination-defining headline, garnering even more attention. Philadelphians collectively smirked, insisting their city was already great, while secretly enjoying the spotlight. (2005)

The Blog That Started It All

When GPTMC launched the **uwishunu.com** blog, Philadelphia became one of the few destinations in the blogosphere. Of course, blogs aren’t considered social media today, but it was GPTMC’s first major commitment to the emerging trend. (2007)



A City Embraces Love

After the recession hit, GPTMC launched **With Love, Philadelphia XOXO**, featuring love letters penned by the city itself inviting people to visit. Bucking the national trend, hotel stays in Center City have increased every year since the start of the campaign. Recently, Frommer’s called it one of their favorite tourism slogans. (2009–2012)

Socially Outgoing

GPTMC adopted social media early on, and we’re still using innovative tactics to stay ahead in the field. A couple firsts: Philadelphia became the first destination to launch a major Foodspotting program with a branded channel and Foodspotting’s full marketing support, and on Foursquare, Visit Philly created a new program that encouraged followers to check in at specific works of art. (2011–2012)

The Art Of Collaboration

Knowing the success of the partner-heavy **With Love** campaign, Philadelphia’s arts institutions approached GPTMC as the city was about to be the biggest art story in the world. What followed was the announcement of the city’s first collaborative visual arts campaign, **With Art Philadelphia**. (2012)



To delve into GPTMC's work, download our *Tourism 2012: Report to the Region* at visitphilly.com/research.

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