

How We Market

Advertising: GPTMC touts the Philadelphia region through ads placed online, in magazines and newspapers and on billboards, television, radio and trains.

Public Relations: GPTMC places thousands of stories each year about Greater Philadelphia in traditional and new media outlets. GPTMC's partnerships with media outlets allow us to reach a larger audience at low cost.

visitphilly.com and **uwishunu.com:** The region's official visitor site (visitphilly.com) and the "what's happening" blog (uwishunu.com) showcase Greater Philadelphia's attractions, restaurants, history, arts and so much more. And it's a fact—people who stay on the site longer are more likely to book a hotel room.

Social Media: GPTMC's strategic social media program shares our marketing with an increasingly Internet-savvy public. We stay in touch with tons of Philly lovers—and the Philly curious—through Facebook, Twitter, Flickr, Foursquare and YouTube.

Hotel Marketing: GPTMC is always in touch with the regional hotel community, helping them to create themed hotel packages, boost stays during need periods and ensure great customer experiences.

Pop Culture: From movies and TV shows filmed here to local chefs appearing on national cooking programs to sports teams entering post-season play, Greater Philadelphia often finds itself in a national spotlight. GPTMC leverages these opportunities to spread Philly love and give people new reasons to visit.

Regional Partnerships: We team up with the Independence Visitor Center and the region's five county visitor bureaus, as well as museums, attractions, hotels, transportation providers, sports teams, retail stores and restaurants, to spread our marketing to a greater audience, to increase cost-efficiency and to ensure consistent messages for consumers.

Our Campaigns

GPTMC develops marketing campaigns to attract different types of travelers to the region. To reach the most people and achieve the greatest impact, each campaign includes advertising, communications, social media and Web strategies, as well as research to measure success or provide future direction.



Hundreds of love letters penned by the city itself invite people—families, outdoor lovers, culture vultures, couples, sports fans, festival-goers and everyone else—to visit. Fans of the campaign find the letters everywhere, from billboards to Facebook to hotel welcome banners.



By adapting our love letter campaign, we reach the Hispanic audience through traditional media, social media and partnerships with Hispanic media outlets and attractions.



Showcasing the region's burgeoning creative scene and historic legacy, GPTMC's African-American campaign attracts young, tech-savvy visitors.



This tourism campaign and consumer educational program highlights the delicious flavors of Philadelphia's 100-mile foodshed—from Amish Country to the Atlantic Ocean.



America's most historic square mile is also Philadelphia's biggest draw. GPTMC highlights the area's significant history, as well as its enticing restaurants, fun bars, edgy theaters and fashionable boutiques.



An early adopter of gay and lesbian marketing, GPTMC launched its groundbreaking GLBT campaign in 2003 to attract this valuable travel group.

The Leisure Tourism Industry

Why People Visit

Most visitors to Greater Philadelphia are here to have fun—more than 80% of domestic visitors come for a leisure purpose. (Longwoods International)

Benefit to the Region

Since GPTMC began marketing Greater Philadelphia, our product has only gotten better. As more people saw our invitation, came to visit and spent their money, our region experienced a surge of new museums, entertainment venues, tours, architecture, gardens, parks, restaurants, galleries, stores, transportation options and festivals—and it's still growing today. These new attractions bring even more visitors, creating a positive cycle of tourism and growth for Greater Philadelphia and its residents.

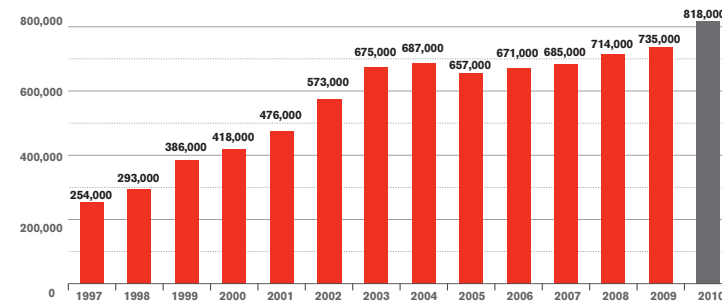
A Strong Industry

During both the economic downturn after the 9/11 terrorist attacks and the current financial crisis, leisure has continued to grow in Philadelphia, due in part to GPTMC's continued aggressive marketing. No matter the economic climate, people have an innate desire to travel and share lifelong memories with their loved ones, and GPTMC knows how to extend the invitation when and where they are.

For all the reasons people choose Philadelphia and The Countryside® for their leisure trips, check out **visitphilly.com**

Tourism Marketing Works

Individual Leisure Hotel Room Nights in Center City, 1997-2010



Source: PKF Consulting
* Projected

Triple the Leisure, Triple the Fun

Since GPTMC placed its first ad in 1997, leisure overnight hotel stays in Center City alone have skyrocketed from 254,000 to more than 800,000—that's triple the stays. (See above graph.)

Saturday Night Success

For seven years running, Saturday night has been the busiest night of the week for Center City Philadelphia hotels. That means people think of Philadelphia as a great place to enjoy the weekend—a significant destination definer.

From Day Trip to Destination

Thanks to GPTMC's creative marketing, as well as public and private investments and the work of organizations throughout the region, Philadelphia is a travel destination. The increase in leisure stays and the popularity of Saturday night represent the shift in people's image of Philadelphia: It's not just for a business trip or a pilgrimage to the Liberty Bell; it's a vacation.

The Impact

Visitation and Economic Impact by County, 2009

| | Bucks | Chester | Delaware | Montgomery | Philadelphia | Total |
|------------------------|---------------|---------------|---------------|----------------|----------------|----------------|
| Total Visitors* | 6.4 million | 5.3 million | 3.1 million | 5.3 million | 22.2 million | 36.0 million |
| Economic Impact | \$763 million | \$797 million | \$674 million | \$1.32 billion | \$4.61 billion | \$8.16 billion |
| Taxes Generated | \$109 million | \$112 million | \$93 million | \$185 million | \$715 million | \$1.21 billion |
| Jobs Supported | 11,443 | 9,038 | 9,142 | 17,443 | 36,598 | 83,664 |
| Wages Generated | \$249 million | \$250 million | \$227 million | \$453 million | \$1.43 billion | \$2.61 billion |

Source: Longwoods International (visitation) and Tourism Economics (impact)

* Total Visitors row adds up to more than 100% of total visits because some travelers visit multiple counties on their trip.

A Revenue Generator

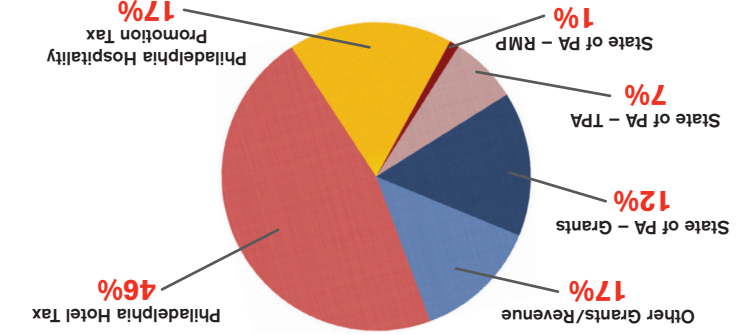
Tourism is key to the economy of the five-county region. Greater Philadelphia's 36 million visitors create an economic impact of more than \$8 billion, benefiting southeastern Pennsylvania and all its residents.

A Job Creator

Throughout the entire region, tourism creates and supports jobs—from hotels and museums to restaurants and stores. Greater Philadelphia's 83,000 tourism-related jobs account for a \$2.61 billion paycheck, and that money goes back into the local, state and national economy through taxes and consumer spending.

A Deficit Reducer

Tourism generates \$1.21 billion in local, state and national taxes. In difficult times, the industry is a consistent producer for the Commonwealth, and support and investment in tourism can help to achieve a budget solution.



Funding Sources: Fiscal Year 2010

Our Audience
GPTMC reaches out to all visitors, from around the block or across the country, no matter the reason for their trips. Our marketing specifically targets leisure travelers—those who come to the region for fun, such as vacations, weekend getaways, romantic trips, family reunions, weddings, exhibitions and festivals.

What We Mean by Philadelphia
We mean Greater Philadelphia, as in Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

What We Do
The Greater Philadelphia Tourism Marketing Corporation (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.

The Basics

GREATER PHILADELPHIA TOURISM PROFILE 2011

Building the Commonwealth's Bottom Line



Photos by R. Kennedy, B. Krist and G. Widman for GPTMC

BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA COUNTIES

Philadelphia

AND THE COUNTRYSIDE®

Board of Directors

Stay in Touch

- visitphilly.com**
The region's official visitor site for Greater Philadelphia
- uwishunu.com** and **twitter.com/uwishunu**
Tourism news, openings, discounts and hints from in-the-know Philadelphians
- facebook.com/visitphilly** and **twitter.com/visitphilly**
Upcoming events, fun facts, photos, travel tips and more
- facebook.com/philly360** and **twitter.com/philly360**
Insider scoop on African-American culture, from history to hip-hop
- twitter.com/phillyteama**
Connection to vibrant Latino culture and events
- facebook.com/visitgayphilly**
Mix of fun gay and lesbian happenings
- youtube.com/visitphilly**
Videos about hot chefs, cool fashions, local beers and other fun things in Philly
- foursquare.com/visitphilly**
Tips at check-in spots all over Greater Philadelphia
- flickr.com/visitphilly**
Photos of the beautiful Philadelphia region



15 Years of Success

Top 5 Ways Greater Philadelphia's Tourism Industry Builds the Commonwealth's Bottom Line

- Greater Philadelphia welcomed **36 million** domestic visitors in 2009, for a total of **417 million** since 1997, when GPTMC placed its first ad. (Tourism Economics and Longwoods International)
- Tourism is big business. Visitor spending in Greater Philadelphia generates \$22 million a day in economic impact for the region, or **\$8.2 billion** for the year in 2009. (Tourism Economics)
- Tourism is a deficit reducer. The industry doesn't compete with priority programs—it helps pay for them. In 2009, visitor spending in Greater Philadelphia generated **\$279 million** in taxes collected by the Commonwealth of Pennsylvania alone. (Tourism Economics)
- Every media dollar GPTMC spends generates **\$185** in economic impact for the region, making the return on investment from tourism marketing immediate, significant, continuous and measurable. (Longwoods International and Econsult)
- Visitor dollars support and build the quality of life in Greater Philadelphia, and since there are no "Visitor Only" signs, Pennsylvania residents reap the tourism benefits. Travelers spend their money at the region's hotels where residents work, as well as at the attractions they love to visit, the stores where they love to shop, the restaurants where they love to eat and transportation providers they use every day.

For more on Greater Philadelphia's tourism industry, go to visitphilly.com/research.

30 S. 17th Street, Suite 1710
Philadelphia, PA 19103 • (215) 599-0776

2011 marks GPTMC's 15th anniversary—and we've been busy since 1996. Here is a look at some major events and achievements from our organization's history:

- 1996** GPTMC is founded by the City of Philadelphia, the Commonwealth of Pennsylvania and The Pew Charitable Trusts to market the five-county region.
- 1997** GPTMC launches the region's first advertising campaign, **This is My Philadelphia**, and Philadelphia becomes **The Place That Loves You Back**.
- 2001** GPTMC launches the **Philly's More Fun When You Sleep Over** marketing campaign, featuring the **Philly Overnight Hotel Package**. It leads to what Smith Travel Research calls "the most successful hospitality recovery in the country" after the 9/11 attacks cripple the industry.
- 2002** Visitation to the Philadelphia region reaches 30 million for the first time.
- 2005** *National Geographic Traveler* declares Philadelphia the "Next Great City" in October.
- 2007** Hotel revenue in the five-county region reaches \$1 billion for the first time.
- 2009** As a response to the economic recession, GPTMC launches the popular **With Love, Philadelphia XOXO**®.
- 2010** The Johnson family from Hanover, Pennsylvania books the 100,000th **Philly Overnight Hotel Package**, representing 200,000 room nights and \$20 million in hotel revenue. Leisure hotel room nights in Center City surpass 800,000, triple the number since GPTMC placed its first ad in 1997.

- Melanie Johnson**
City Representative
City of Philadelphia
- Honorable James F. Kenney**
Vice Chair
Councilman-at-Large
Philadelphia City Council
- Jonathan H. Newman**
Chairman and CEO
Newman Wine and Spirits
- Agnes Ogletree**
Chief Operating Officer
Transitional Work Corporation
- Marsha R. Perleman**
Chair, Board of Trustees
The Franklin Institute
- Honorable Thomas W. Corbett**
Governor
Commonwealth of Pennsylvania
- Honorable Michael A. Nutter**
Mayor
City of Philadelphia
- Fred Shabel, Chairman Emeritus**
Vice Chairman
Comcast-Spectacor
- Meryl Levitz**
President and CEO
GPTMC
- Manuel N. Stamatakis, Chair**
Founder and CEO
Capital Management Enterprises
- Rhonda R. Cohen, Esquire,**
Vice Chair
- Robert Asher**
Co-Chairman
Asher's Chocolates
- David G. Benton**
Vice President and General Manager
The Rittenhouse Hotel
- Robert W. Bogle**
President and CEO
The Philadelphia Tribune
- Craig R. Carnaroli**
Executive Vice President
University of Pennsylvania
- Nicholas DeBenedictis**
Chairman and CEO
Aqua America, Inc.
- John H. Estey, Esquire**
Partner
Ballard Spahr LLP
- William Fitzgerald**
General Manager
Doubletree Hotel Philadelphia

30 S. 17th Street, Suite 1710
Philadelphia, PA 19103 • (215) 599-0776