



# GREATER PHILADELPHIA TOURISM 2011: A Report to the Region

15 Years of Milestones and Momentum

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**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, Governor Tom Corbett, James Kenney, William Sasso and Fred Shabel

## Greater Philadelphia Tourism Marketing Corporation

30 S. 17<sup>th</sup> Street, Suite 1710, Philadelphia, PA, (215) 599-0776, [visitphilly.com](http://visitphilly.com)

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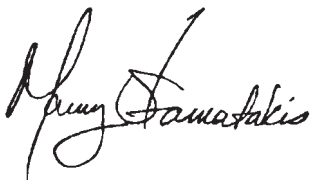
## Executive Message

A lot has changed in **Philadelphia and The Countryside®** since we began marketing this wonderful region 15 years ago. Just take a look at our skyline. Or Independence Mall. Or University City. Or the Avenue of the Arts. Or the Pennsylvania Convention Center. All of our great additions—from the newly opened National Museum of American Jewish History and The President's House to the soon-to-be-opened Lenfest Plaza and The Barnes Foundation—show how much momentum we have, even in these tough economic times. And all of our new attractions give those who've never been here before more reasons to make the trip, while giving repeat visitors reasons to come back again and again.

Sure, we have plenty to promote here in the city and beyond, but the way we market to visitors has also changed a great deal over the last 15 years. As Peter Yesawich, chairman and CEO, Ypartnership, has said, "It's never been easier to reach people, and it's never been harder to influence them." And is he right! We strive to reach people *and* influence their travel decisions by crafting personal invitations and carefully selecting the manner in which we deliver those messages.

In this annual report, you'll read about how we're utilizing trends, adopting best practices and, most importantly, ensuring that travelers keep coming to discover our lovely and lively home.

Sincerely,



**MANNY STAMATAKIS**  
Chair  
GPTMC Board of Directors



**MERYL LEVITZ**  
President and CEO  
GPTMC



## Anniversaries All Around

In 1996, Rebecca Rimel of The Pew Charitable Trusts, along with then-Governor Tom Ridge, then-Mayor Ed Rendell and then-City Council President John Street, identified leisure tourism as a replacement industry for lost manufacturing revenue. Together, the city, the state and The Pew Charitable Trusts made a three-year, \$12 million investment that created GPTMC. We gained permanent status in 1998, and we've been building momentum ever since. In the 15 years we've been promoting the region, Philadelphia has gone from a day-trip destination to an overnight destination to a too-much-to-do destination—**tripling the overnight leisure stays** in Center City in the process.

GPTMC's not the only one celebrating an important anniversary in 2011. Many of the partners who help us make **Philadelphia and The Countryside** a first-rate tourism destination are also marking milestone years. Look throughout the report for statements from 15 of these organizations' leaders about their visions for the future.

## Sponsor Spotlight

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



## Our First Board of Directors

In 1996, seven board members gave GPTMC the direction and support we needed to succeed for 15+ years. They'll always be our first.

**Thomas F. Donovan, Chair**

**A. Bruce Crawley**

**David L. Hyman**

**Edward G. Rendell**

**Rebecca W. Rimel**

**Fred A. Shabel**

**Maria Keating Titelman**



## A Letter from Our Governor

As Governor, I recognize the importance of Pennsylvania's tourism industry and its economic impact. In particular, the Greater Philadelphia area, with its variety of historical, cultural and entertainment venues, serves as an attractive destination to Pennsylvania's visitors.

Last year, **37 million** visitors made a trip to the five-county Philadelphia region, resulting in **\$8.7 billion** in economic impact, supporting **85,000** jobs and generating **\$570 million** in state and local taxes. GPTMC's efforts in promoting tourism in the region have helped to foster this important industry. I look forward to working together to promote Pennsylvania and grow our economy.

Sincerely,



**TOM CORBETT**  
Governor  
Commonwealth of Pennsylvania



## A Letter from Our Mayor

Tourism is a revenue generator for Philadelphia, and visitors to our city generate jobs for our residents and dollars for our businesses. Thanks to GPTMC's creative marketing, as well as public and private investments and the work of organizations throughout the region, Philadelphia is undeniably a premier travel destination.

Over the past 15 years, a trip to Philadelphia has only gotten better, and more and more people are finding that out for themselves. Since GPTMC began advertising in 1997, leisure hotel room nights in Center City have tripled (up from 254,000 in 1997 to **827,000** in 2010). And despite the economic recession, Philadelphia hotels sold more rooms than ever before in 2010, demonstrating the resiliency of the tourism and hospitality industry and the value of a trip to our great city.

Sincerely,



**MICHAEL A. NUTTER**  
Mayor  
City of Philadelphia



## Anniversaries All Around



*I want the Kimmel Center to be the beacon for artists and audiences from around the world as it transforms lives every day through the power of the performing arts.*

**Anne C. Ewers, president and CEO**

10<sup>th</sup> anniversary of Kimmel Center for the Performing Arts



# Team Tourism

It takes a mighty team of marketers to promote our diverse and historic region, and that's exactly who we have on our side. In the city and in the countryside, we work together to ensure that the Philadelphia story is told often and accurately to the countless potential visitors out there. Here's a look at Team Tourism:

## Philadelphia Travel and Tourism Leaders



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

## Philadelphia and The Countryside Marketing Partners



Paul Decker, Valley Forge Convention & Visitors Bureau; Blair Mahoney, Chester County Conference and Visitors Bureau; Tore Fiore, Delaware County's Brandywine Conference and Visitors Bureau; Meryl Levitz, GPTMC; Jack Ferguson, PCVB; Jerry Lepping, Visit Bucks County; James Cuorato, IVCC

## Greater Philadelphia Hotel Association Officers



A.J. Williams, Omni Hotel at Independence Park; Bob Cosgrove, Crowne Plaza Philadelphia Downtown; Sandy LeBlanc, Philadelphia Airport Marriott; Rick Staub, Loews Philadelphia Hotel; Jim Gratten, Courtyard by Marriott Philadelphia Downtown  
Not pictured: Ed Grose, GPHA

For more on the power of partnerships, see pages 14-15.

## Major Openings Since 1996

Plenty has changed in the tourism industry since GPTMC was founded in 1996. Here's a look at some major openings that have given visitors new reasons to come back again and again:

- 24 city hotels, 1998-2010
- Wells Fargo Center, 1998
- Independence Visitor Center, 2001
- Kimmel Center for the Performing Arts, 2001
- National Constitution Center, 2003
- Lincoln Financial Field, home to the Philadelphia Eagles, 2003
- Liberty Bell Center, 2003
- Citizens Bank Park, home to the Philadelphia Phillies, 2004
- Franklin Square, 2006
- Philadelphia Park Casino and Racetrack (region's first), 2006
- Ruth and Raymond G. Perelman Building, 2007
- Philadelphia Premium Outlets, 2007
- Comcast Center, 2008
- Please Touch Museum®, 2008
- The Piazza at Schmidts, 2009
- PPL Park, home to the Philadelphia Union, 2010
- Liberty 360, 2010
- SugarHouse Casino (city's first), 2010
- National Museum of American Jewish History, 2010
- The President's House: Freedom and Slavery in the Making of a New Nation, 2010

To see more major openings, download our complete Tourism Timeline at [visitphilly.com/research](http://visitphilly.com/research).



# 15 Highlights from 15 Years

For 15 years, GPTMC has worked to keep **Philadelphia and The Countryside** at the top of travelers' must-do lists. Here's a look back at some of GPTMC's milestones:

1. Started as a three-year experiment by the City of Philadelphia, the Commonwealth of Pennsylvania and The Pew Charitable Trusts, GPTMC is founded to market the five-county region as a leisure destination. As published in *The Philadelphia Inquirer*, the group started GPTMC to fulfill their "Golden Promise"—a successful and economically vital travel and tourism industry in Philadelphia. **(1996)**
2. GPTMC puts Philly on national TV for the first time in the city's history with the advertising campaign, **This Is My Philadelphia**. The region becomes **The Place That Loves You Back**, a tagline people still love to repeat today. **(1997)**
3. Joining the ranks of the few forward-thinking destinations on the web, GPTMC debuts gophila.com (now **visitphilly.com**), Greater Philadelphia's first and only official visitor website. **(1997)**
4. Philadelphia can count on a growing leisure travel segment. Lawmakers pass a 1% hotel tax increase—championed by Philadelphia hotels—to permanently fund GPTMC's tourism marketing efforts. **(1999)**
5. Pajamas and slippers become iconic symbols when GPTMC launches **Philly's More Fun When You Sleep Over®** and the **Philly Overnight® Hotel Package**, contributing to "the most successful hospitality recovery in the country" after the 9/11 attacks, according to Smith Travel Research. During a time of uncertainty, the simple message—it's fun, so sleep over—resonated. **(2001)**
6. Philadelphia is a must-do destination on travel lists. Visitation to the Philadelphia region reaches **30 million** for the first time. **(2002)** (Tourism Economics, Longwoods International)
7. GPTMC makes Philadelphia the first destination in the world to broadcast a gay-themed television commercial. The **Philadelphia – Get Your History Straight and Your Nightlife Gay®** campaign goes on to increase gay and lesbian visits to the region, win prestigious awards and evolve with the changing travel market. **(2004)**
8. *National Geographic Traveler* declares Philadelphia the "Next Great City" in October. The whole region celebrates the tremendous honor, and residents exude pride for their once cast-aside city. (Although, many good-humoredly question the word "next," insisting that Philadelphia is already a great place.) **(2005)**
9. Once again, GPTMC sees the beginnings of a trend and becomes an early adopter. Through its **uwishunu®** campaign, funded by then-Mayor John Street and City Council, "in-the-know" residents spread the word about Philly through a blog, **uwishunu.com**. Philadelphia is one of just a few destinations in the blogosphere, and the emerging insider phrase "social media marketing" is already a main focus for GPTMC. **(2007)**
10. Hotel revenue in the five-county region reaches **\$1 billion** for the first time. Increased visitation and the rising cost of hotel rooms contribute to this destination-defining milestone. **(2007)** (Smith Travel Research)



## Anniversaries All Around



*The Sound of Philadelphia (TSOP), created by legendary producers Gamble and Huff, continues to bring the soul and heart of people all over the world to Philadelphia. TSOP continues to put everybody on the "Love Train" of feeling good while visiting here.*

**Chuck Gamble, executive vice president**  
40<sup>th</sup> anniversary of Philadelphia International Records



11. The Commonwealth of Pennsylvania enables the City of Philadelphia to institute a 1.2% increase in the Philadelphia County hotel room occupancy tax, which is shared among GPTMC, the Philadelphia Convention & Visitors Bureau and the Pennsylvania Convention Center Authority. **(2008)**
12. Proving that travelers choose value over discounts, GPTMC sells the **100,000<sup>th</sup> Philly Overnight Hotel Package**, representing **200,000** room nights and **\$20 million** in hotel revenue, plus another **\$48 million** in spending on food, retail, recreation and transportation. **(2009)** (PKF Consulting, Tourism Economics)
13. GPTMC launches **With Love, Philadelphia XOXO®**. In a time of economic uncertainty, people respond positively to the inviting and playful tone of Philadelphia's love letters. **(2009)**
14. It's official—there's too much to do in Philadelphia. To take it all in, visitors stay longer and come back. Leisure hotel room nights in Center City surpass **800,000, triple** the number since GPTMC placed its first ad in 1997. **(2010)** (PKF Consulting)
15. Total domestic visitation to Greater Philadelphia reaches **37 million, 33 million** of whom were leisure visitors. That's **10 million** more leisure visits than in 1997. With so much more on the horizon, GPTMC and the hospitality community look forward to more visitors and more growth for the region. **(2010)** (Tourism Economics, Longwoods International)

For the entire Tourism Timeline, go to [visitphilly.com/research](http://visitphilly.com/research).



Wawa Welcome America! Fourth of July Celebration

## It All Begins with Words and Pictures

We're proud of what we've accomplished at GPTMC in 15 short years, and we're particularly pleased that we have built a reputation as a trusted and reliable content provider. Our expansive and constantly growing library of words, photos and videos enable all of our partners—from area attractions to media outlets—to tell the Philadelphia story and build the regional brand.

**Words:** We write hundreds of themed press releases, blog posts and web pages each year, and all of this valuable content is repurposed on our social media properties and used by traditional and new media journalists researching stories.

**Photos:** To tell the Philadelphia region's story, you have to see it. That's why we continue to invest in our robust photography library, using top-notch photo journalists to capture the beautiful region we call home. Not only do we use the images on our own web properties and marketing materials, but we also field hundreds of requests each year from media outlets and stakeholders eager to use our compelling imagery in their own publications and collateral.

**Videos:** B-roll—broadcast-quality video footage—has been in our toolbox since GPTMC's early years, and we continue to improve on and expand upon our offerings. We offer more than two hours of high-definition footage—available in several formats to meet the varied demands of the news media, TV producers, filmmakers, web masters and marketers who use it. We also regularly produce themed videos on a variety of subjects that serve as content for our own websites and social media properties and for the press and stakeholders telling the region's many stories.



# GPTMC: The Basics

## What We Mean by 'Philadelphia'

We mean Greater Philadelphia, including Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

## What We Do and How We Do It

GPTMC makes **Philadelphia and The Countryside** a premier destination through marketing and image building that increases business and promotes the region's vitality. Our advertising, communications, web, cultural tourism, special projects and research departments work in an integrated fashion to ensure that Philadelphia is on the minds of those planning a leisure vacation. Once a visitor decides to make the trip, we do our best to make sure that the planning process is easy and that our destination delivers on its promise to be authentic, historic, accessible, fun and full of discovery. Here's a look at what tourism marketing means to us:

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

**Communications:** Through high-quality content, direct pitches, media events, a Visiting Journalists Program and invaluable relationships, GPTMC places thousands of positive stories each year about Greater Philadelphia in various outlets. We also partner with local media to reach an even larger audience.

**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, history, arts, restaurants, shops, events, exhibits and so much more. And it's a fact—people who stay on the site longer are more likely to book a hotel room.

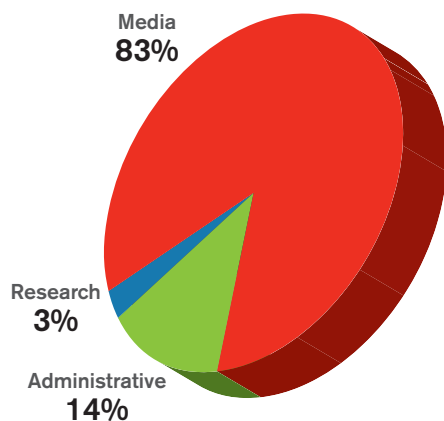
**Social Media:** GPTMC's strategic social media program shares our marketing with an increasingly Internet-savvy public. We stay in touch with thousands of Philly lovers through Facebook, Twitter, Flickr, Foursquare and YouTube, and our fans act as megaphones by sharing our messages with their own networks. Since people trust the opinions of their friends and family, this new version of word-of-mouth marketing is important for Philadelphia's tourism industry.

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

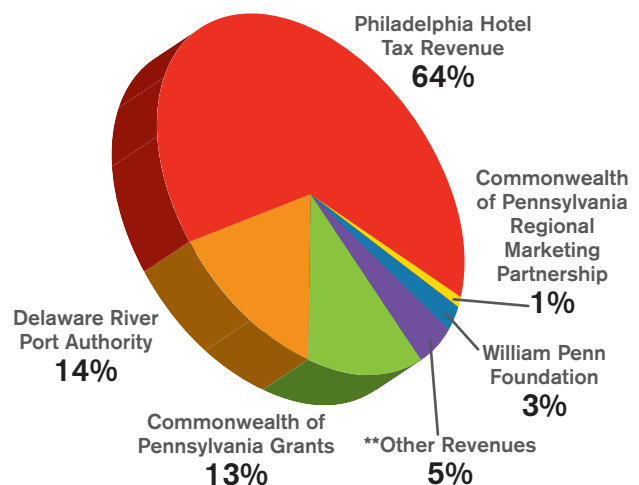
**Regional Partnerships:** We team up with the Independence Visitor Center Corporation and the region's visitor bureaus, as well as museums, attractions, hotels, transportation providers, sports teams, shops and restaurants throughout the five-county area, to spread our marketing to a greater audience,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

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

Fiscal Year 2010 Expenditure Allocations



Fiscal Year 2010 Funding Sources



\*\*Other Revenues consists of project-specific grants, including one from the Delaware Valley Regional Planning Commission, along with partnerships, commissions and corporate sponsorships.



# Today's Travelers

Tourism marketing has changed significantly since GPTMC began doing it 15 years ago. To keep doing it well, we are strategic, adaptable and progressive. One way we stay smart is by closely monitoring travel trends and travelers' habits. Here's a look at how travelers have changed in recent years and some factors that impact their vacation decisions:

## Who Are Today's Travelers?

**Smart Spenders:** Today's travelers are quite different from the travelers of five years ago. Now, when travelers spend, they're spending money they've earned—not money they've borrowed—and that means they're heavily invested in the experience they're about to embark on. When consumers do decide to spend their hard-earned money, they're doing it thoughtfully, insisting on quality and value. Today's consumers shop around, taking their time to find the right item—in our case, the right trip—at the right price, and carefully weighing what trip elements are most important to them and most worth their money.

**On the Go:** Today's travelers are an on-the-go group, and it's up to marketers to reach them when they're on the move, wherever that may be—whether it's in the airport, at the train station, on the highway, on their smartphone, you name it.

**Changing Their Travel Habits:** People are changing their travel habits, and we need to watch these changes in order to develop strategic marketing plans. For example, according to Peter Yesawich, chairman and CEO of Ypartnership, one-third of all leisure travelers are now grandparents—a signal to us that we need to pay close attention to multi-generational travel as it increases in popularity.



Tuscany at the Towpath House

## What Impacts Today's Travelers and Tourism Marketing?

**Jobs/Consumer Confidence:** In order to travel, people need jobs, and the employment rate has been hovering at a level not seen in 25 years. The Bureau of Labor Statistics estimates that eight million jobs were lost over the course of the recession. That means many Americans were unable or unlikely to travel in recent years—a pattern we hope will soon change thanks to the slowly stabilizing job market and increasing consumer confidence.

**Unexpected Travel News:** The travel industry made headlines in 2010, and not always in a good way. The media paid close attention to airport security issues, alleged bed bug infestations, cruise line problems, natural and unnatural disasters and extreme weather conditions—all major concerns for travelers considering a getaway and tourism marketers selling the appeal of a vacation.

**City and State Affairs:** Cities and states throughout the country are enduring tough economic times, and our area is no exception. When it's necessary to make major government budget cuts, festivals, events and special exhibits are often the first to go, giving visitors fewer reasons to visit and fewer opportunities to spend money.

## What Do These Travel Trends Mean for Philadelphia and GPTMC?

Greater Philadelphia is a convenient destination, within a five-hour drive of a quarter of the U.S. population. It's also affordable, authentic and perfect for families, couples, friends and travelers of all ages who can return over and over based on the value and variety of the destination alone. What's more, our region just keeps getting better, with new museums, entertainment venues, tours, restaurants, shops, transportation options and festivals creating a positive cycle of tourism and growth for Greater Philadelphia and its residents.

## Anniversaries All Around

*For museum lovers, near and far, I'd like the Art Museum to be the place for visitors to Philadelphia to come to see old favorites and to encounter the unexpected at every turn.*

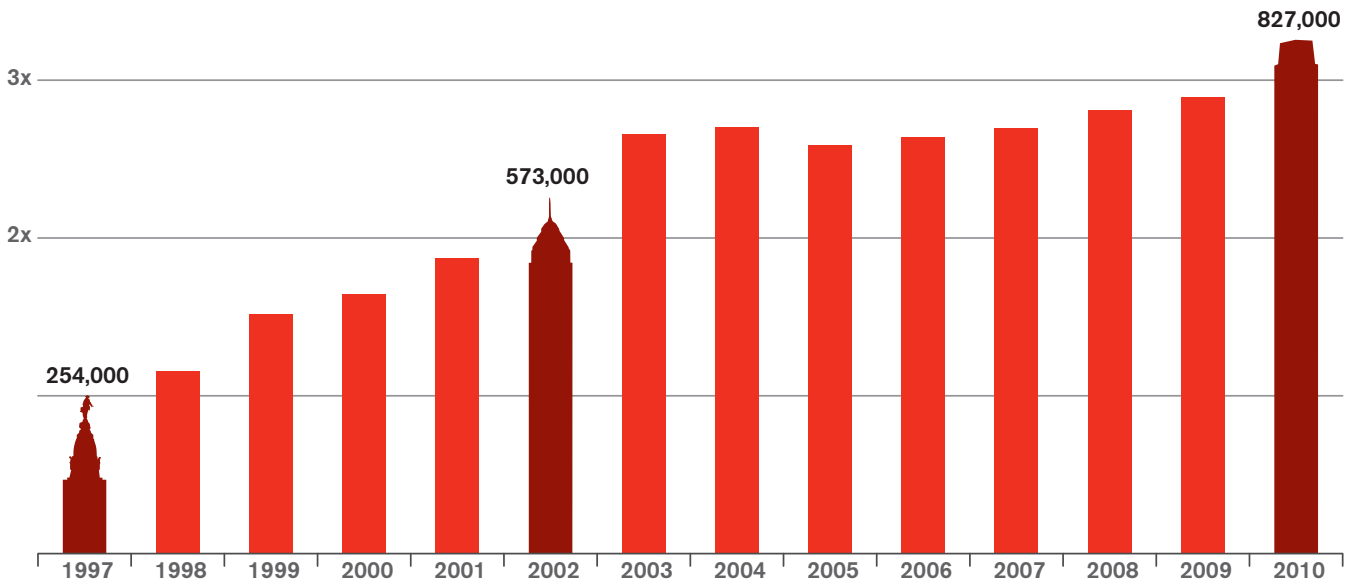
**Timothy Rub, The George D. Widener Director and CEO**  
135<sup>th</sup> anniversary of the Philadelphia Museum of Art



# Our Big Stories: Triple the Leisure

Since GPTMC placed its first ad in 1997, leisure hotel stays in Center City have **tripled** thanks to 15 years of consistent marketing and major additions to our tourism product. Here are a few standout leisure tourism milestones.

Individual Leisure Hotel Room Nights in Center City



Source: PKF Consulting

## 1997: Marketing Beyond the Day Trip

Represented by City Hall, 1997 saw GPTMC's first tourism marketing campaign. At that time, travelers viewed Philadelphia as a day-trip destination that required just enough time to run up the Art Museum steps, see the Liberty Bell and grab a cheesesteak. GPTMC and a determined civic and hospitality community set out to change perceptions and build business.

## 2002: Philadelphia Shows Growth and Strength

In 2002, sporting the Liberty Place image above, the region celebrated a terrific achievement. Just one year after 9/11 crippled the tourism industry, Center City welcomed **573,000** leisure hotel stays—twice as many as 1997. Thanks to a resilient hospitality community, a responsive government and GPTMC's innovative and fast-acting **Philly's More Fun When You Sleep Over** campaign, Philadelphia enjoyed the most successful hospitality recovery in the country, according to Smith Travel Research. With so much to do in the region, Philadelphia had truly gone from a day-trip destination to an overnight sensation.

## 2010: A Destination with Momentum

Last year, Philadelphia hit another visitation milestone by **tripling** the overnight leisure stays in Center City since 1997. The region once again proved its strength during a tough time for the whole country. The hospitality community rallied together to keep our area competitive and keep travelers coming. The hard work of organizations all over Greater Philadelphia, the development of new attractions and GPTMC's **With Love, Philadelphia XOXO** campaign gave the destination the momentum it needed to continue to grow.

Travelers now know that in Philadelphia, there's too much to do—too much for one night, one weekend or one trip. They stay for multiple days, and they come back again and again to experience everything in the region.

## Anniversaries All Around



*We here at the Independence Visitor Center will continue to provide information and trip planning to enable our visitors to fully enjoy and appreciate the region's numerous attractions. We will do so in creative and innovative ways to meet all of our visitors' needs.*

**James J. Cuorato, president and CEO**

10<sup>th</sup> anniversary of Independence Visitor Center Corporation



# Our Big Stories: Return on Investment

## With Love Delivers

In early 2011, GPTMC engaged tourism research experts Longwoods International to calculate the return on investment for the **With Love, Philadelphia XOXO** campaign. The result: Tourism marketing delivers.

- **\$1 Out, \$100 In:** The campaign generated a return of **\$100** in direct visitor spending at Greater Philadelphia businesses for every \$1 spent on advertising.
- **Tax Benefits:** Visitor spending produced **\$6** in state taxes and **\$5** dollars in local municipal taxes for every \$1 spent on advertising—a return of **11:1** in government dollars.
- **More Trips:** The campaign exceeded the national benchmark established by Longwoods International, generating **0.86** incremental trips for every dollar spent, above the national average of 0.82.

## Even More Impact

When visitors spend money in Greater Philadelphia, the impact extends beyond one company's balance sheet. Area businesses use the revenue to buy the supplies and services they need and to hire more employees.

- The \$100 in direct spending for each advertising dollar therefore produced an additional **\$62** in indirect and induced impacts, for a total of **\$162** in economic return for every \$1 spent on the campaign.
- Every \$600 spent on the **With Love** campaign generated a full-time job in Greater Philadelphia.

## More to Come

The impacts described above are the results of our summer 2009, winter 2010 and summer 2010 advertising campaigns and include only trips that had been taken by the end of 2010. In addition, Longwoods International determined that the **With Love** campaign has influenced the planning of another **4.4 million** trips to Philadelphia in 2011. While not all of these planned trips will take place, many will, and the **With Love** campaign will continue to pay off for years to come.



### Study Methodology

Longwoods International utilized its R.O.EYE™ methodology, which surveys travelers in key advertising markets to quantify the relationship between campaign awareness and trips, accounting for the level of visitation that would have taken place in the absence of any advertising. From this analysis, Longwoods International determined the number of incremental trips and incremental visitor dollars attributable to the campaign. Those figures were then analyzed by Tourism Economics, which used a custom economic impact model for Greater Philadelphia to determine the indirect and induced impact of visitor spending, as well as the impact on employment and taxes.

## Philadelphia: A Case Study

Dr. Bill Siegel is the chairman and CEO of Longwoods International, a national leader in tourism research since 1985. The company works with numerous national, state and city destinations and recently won the David Ogilvy Award for Excellence in Advertising Research for its work on the Pure Michigan® campaign. Starting with its 1996 study that provided a basis for GPTMC's initial marketing strategy, Longwoods International has worked with and followed GPTMC since our founding.

Dr. Siegel recently authored a report on the benefits of tourism marketing nationwide, and he cites Philadelphia and GPTMC as a case study. In his own words, he asserts the major impact of GPTMC's tourism marketing on Greater Philadelphia:

- Longwoods International's initial research for GPTMC in 1996 revealed that Philadelphia suffered from image problems among travelers. The region was regarded largely as a day-trip rather than an overnight destination.
- Fifteen years later, Philadelphia has momentum, thanks to improvements in the city and consistent tourism marketing. Leisure hotel room nights have **tripled** in Center City, and **10 million** more leisure visitors come to Greater Philadelphia each year than in 1997.
- Longwoods International's studies on both the **Philly's More Fun When You Sleep Over** and **With Love** campaigns show the significant contribution GPTMC has made to Greater Philadelphia's tourism industry and economy.

To read the entire report, go to [visitphilly.com/research](http://visitphilly.com/research).

Bill Siegel, chairman and CEO  
Longwoods International



# Our Big Stories: Online Opportunities

## visitphilly.com and uwishunu.com

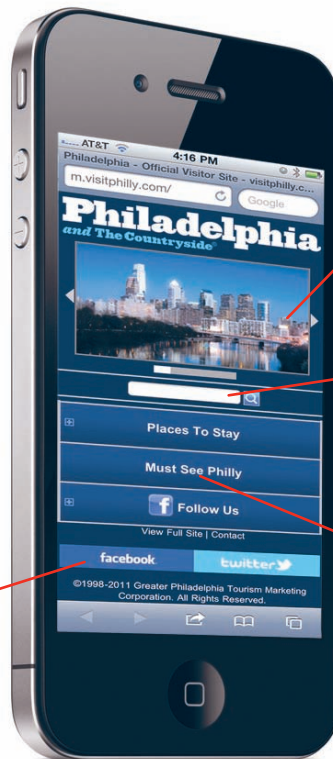
2010 proved to be a record-breaking year for the region's newly named and newly redesigned tourism website, **visitphilly.com**, and its sibling blog, **uwishunu.com**. Together the sites welcomed **4.3 million** visits, GPTMC's highest web traffic to date, thanks to immersive designs, engaging content, outstanding partnerships and integrated social media strategies. Here's a look at the year's big accomplishments and big numbers:

**Big Numbers:** **visitphilly.com** and **uwishunu.com** welcomed an all-time high number of visits that accounted for **17.8 million** page views, but that's not all:

- **uwishunu.com** topped **one million** visits for the first time since its 2007 launch.
- GPTMC web traffic has tripled since 2003, from 1.4 million visits to **4.3 million** visits.
- **80,000** fans and followers keep up with Greater Philadelphia on social media—and the number grows daily.

**Trusted Source:** Organizations such as the City of Philadelphia, Philadelphia International Airport and the Independence Visitor Center Corporation recognize **visitphilly.com's** status as Philadelphia's official visitor website and direct their web users to the site for trip-planning information. In fact, **visitphilly.com** has been the official partner site for many events and festivals, including Wawa Welcome America!, New Year's Eve fireworks at Penn's Landing and Philly Beer Week.

**Going Mobile:** Launched in March 2011, the **visitphilly.com** mobile site is the latest effort by GPTMC to keep **Philadelphia and The Countryside** within reach for travelers, no matter where they are. The site is compatible with the most popular mobile devices, including iPhones and iPods and Android and BlackBerry devices. It includes visitors' most-clicked options, such as "Things to Do" and "Places to Stay," a search feature to help people find nearby places of interest; and social media integration allowing users to stay in touch while they're here.



Vibrant, rotating photos show off our beautiful region.

A prominent search bar lets people find what they're looking for fast.

Social media buttons invite people to find and follow Philly.

Six options guide users through the site, helping them find things to do, places to eat, hotels and more.

## Anniversaries All Around



*My goal for the future is to maintain and increase the enjoyment and education of an increasingly diverse regional, national and international audience.*

**James H. Duff, executive director**  
40<sup>th</sup> anniversary of Brandywine River Museum



## Social Media

"Lots of tourism organizations do a great job on Facebook, but Philadelphia stands out for the pure excitement it brings to its page." – Brainwoo, July 20, 2010

What a year it has been for GPTMC's social media. Over the course of 2010, GPTMC **tripled** the number of people invested in our online community from the previous year and solidified our status as a tourism marketing leader in the use of social media. The *Philadelphia Business Journal* even named us a "Social Media Star" in March 2011. GPTMC's 12 social media properties send our credible content to people of all interests who have asked for it in the place they want to receive it—online.

### Enthusiastic and Engaged

Our fans and followers are our most loyal customers. They believe in the Philadelphia brand, help build civic pride and serve as word-of-mouth marketers. In short, they are enthusiastic and engaged, acting as megaphones for the Philadelphia message by:

- Asking for our advice and suggestions
- Reposting and retweeting our messages to other potential fans and visitors—and extending our reach to an exponentially larger audience
- Sharing their photos
- Entering our contests (**2,700** entries for the **With Love** billboard-writing contest alone)

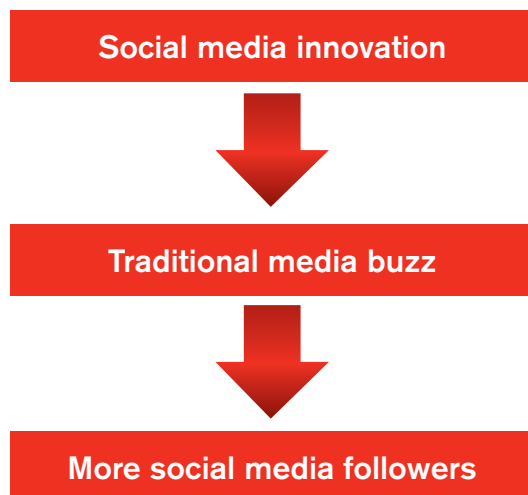
### Social Media's Smart

Smart social media is planned, but even smarter social media takes advantage of opportunities and responds to the immediacy of pop culture. That means when the Flyers make it to the Stanley Cup finals, an *It's Always Sunny in Philadelphia* star opens a bar here or a local designer makes it on *Project Runway*, we can promote these happenings quickly and easily while enhancing our traditional marketing initiatives.

### Perfect Pair: Social Media and Traditional Media

Social media and traditional media go hand in hand, helping us to maximize publicity about the region in a way that would have been hard to imagine just a few years ago. There's no better example than the Phillies' Cliff Lee.

- When the star pitcher re-signed with the Phillies, our Twitter followers immediately requested a **With Love** letter, and we quickly obliged them by posting the letter on Facebook, Twitter and **uwishunu.com**.
- Our fans shared the letter, fueled social media buzz and soon requested the message appear on a billboard.
- The billboard drove more online and press coverage, and social media drove traditional media coverage.



## Stay in Touch

- **visitphilly.com**  
The region's official visitor site for Greater Philadelphia
- **visitphilly.com Mobile Site**  
Things to do, places to eat and more when visitors are on the go
- **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**  
The lowdown on LGBT must-dos, must-tries and must-sees
- **facebook.com/phillyhomegrown**  
The dish on everything edible from the Philadelphia region's 100-mile foodshed
- **foursquare.com/visitphilly**  
Tips at check-in spots all over Greater Philadelphia
- **youtube.com/visitphilly**  
Videos about hot chefs, cool fashions, local beers and other fun things in Philly
- **foodspotting.com/visitphilly**  
Guides to delicious eats throughout **Philadelphia and The Countryside**
- **flickr.com/visitphilly**  
Photos of the beautiful Philadelphia region
- **visitphilly.com/hearphilly**  
Online radio station that gives the inside scoop on Philly

# Our Big Stories: The Power of Partnerships

Since 1996, GPTMC has successfully identified and adapted to changes in travel, the media and the economy. Once more, we are implementing a more effective way of doing business by expanding the roles of our partners through the Joint Marketing Program. GPTMC also continues to collaborate with regional and state organizations, as well as forge new opportunities. Here are just a few examples of our partner-focused marketing:

## Joint Marketing Program

In early 2011, GPTMC worked with seven organizations for the winter marketing push. As part of this partnership, we achieved what no destination had ever done before—dominate New York's Penn Station and Washington, DC's Union Station. We covered each of the transportation hubs with **With Love, Philadelphia XOXO** ads, and more than six million commuters received Philadelphia's invitation to visit. Since both of these ad buys included our own love letters and those created as part of the Joint Marketing Program, our partners benefited from this increased exposure as well.

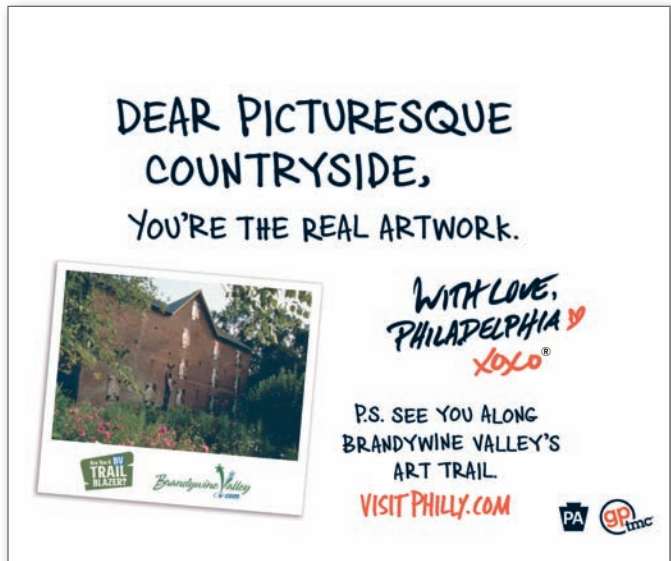
We will continue to secure new partnership funds in 2011 and beyond, and these strategic alliances will help spread GPTMC's messages and the Philadelphia brand to more people in more ways.



## One Big Tourism Family: IVCC and Regional Bureaus

In early 2010, GPTMC and the Independence Visitor Center Corporation (IVCC) embarked on a new partnership to bring travelers a consistent message. GPTMC now includes the IVCC in its marketing, encouraging people to stop by the building and call the phone number for expert concierge service, and the IVCC has adopted the **With Love, Philadelphia XOXO** campaign for its advertising and directs its website users to **visitphilly.com** for all their trip-planning needs. Since the launch of the partnership, traffic from **visitphilly.com** to **independencevisitorcenter.com** increased **878%** over the previous year.

GPTMC also works closely with the region's five convention and visitors bureaus. These valuable relationships help us identify ways we can support the efforts of the bureaus, whether by generating ideas, cross-promoting events, inviting visiting journalists or partnering for the state tourism guide.



## Anniversaries All Around



*I want the Philadelphia Film Festival to be a regional destination festival, becoming the same draw and economic boon to Philadelphia as Tribeca Film Festival is to New York and SXSW Film Festival is to Austin.*

**J. Andrew Greenblatt, executive director**

20<sup>th</sup> anniversary of Philadelphia Film Society's Philadelphia Film Festival



## A Pennsylvania State of Mind

Southeastern Pennsylvania is the top-producing region for state tourism, which counted **173 million** visitors in 2009. That same year, Pennsylvania's tourism industry:

- Generated **\$33 billion** in economic impact for Pennsylvania businesses
- Supported **433,000 jobs**, with a total paycheck of **\$10.7 billion**
- Accounted for **\$3.4 billion** in state and municipal tax dollars, helping to support Pennsylvania's general budget

(Tourism Economics, Longwoods International for PA Tourism Office)

In addition to staying in touch about tourism initiatives, the Commonwealth of Pennsylvania and GPTMC worked this year to grow their social media assets through ongoing "conversations" on Twitter and mutual support of social media tactics. GPTMC also provides editorial content about **Philadelphia and The Countryside** for the state's visitors' guide.

## Driving Visitation with AAA/CAA and Amtrak

Within a five-hour drive of a quarter of the U.S. population, Greater Philadelphia relies heavily on auto travel. Through our work with the American and Canadian Automobile Associations (AAA and CAA), GPTMC reaches millions of self-identified car-trip enthusiasts. We create exclusive hotel packages for these highly loyal members, provide promotional materials for travel agents and place ads in AAA/CAA publications. Most importantly, we send a representative to visit AAA and CAA offices—from California to Florida to Toronto—to keep Philadelphia top of mind.

GPTMC also knows the value of rail travel for Philadelphia, located about 90 minutes away from New York City and two hours away from Washington, DC by train. We promote Amtrak through advertising, public relations and the web, and we offer a 30% companion fare discount in select GPTMC ads.

## Tuning In to Local Media

GPTMC continued its effective partnerships with local TV stations, plus select radio and print outlets. Together, we develop on-air promotions, special segments and website content—all of which spread GPTMC's messages to audiences that extend through the tri-state area. Our partnership with WWSI Telemundo goes even further, taking the **Con Cariño, Philadelphia XOXO** campaign beyond Philadelphia to the Washington, DC, New England and national markets. Our HearPhilly online radio station—a partnership between GPTMC and KYW Newsradio—goes global by reaching domestic and international listeners.



## Convention Conversion

Travelers who come to Philadelphia for meetings at the expanded Pennsylvania Convention Center sample the region's attractions, culture and food, but they usually don't allow enough time to really enjoy everything that's here. That's why GPTMC and the Philadelphia Convention & Visitors Bureau (PCVB) are working together on Convention Conversion—inviting people to arrive earlier, stay longer and come back with family and friends.

When they extend their trip, a convention attendee becomes a leisure visitor—one who will travel to Philadelphia over and over and who will serve as an ambassador for the region. The convention business benefits as well: Conventions in popular leisure destinations boast higher rates of attendance, longer stays and more spouse attendance.

Through its partnership with the PCVB, GPTMC reached 170,000 convention attendees over the past year. Before they even get here, we send them customized **With Love** messages to encourage pre- and post-convention stays, and they see our **With Love** welcome banners around the Pennsylvania Convention Center when they arrive. Now that there's a new and bigger Pennsylvania Convention Center that will welcome even more visitors, we look forward to expanding our impact while attendees are here and after they leave, with invitations to come back and see what they missed.





# Marketing Campaigns

## With Love, Philadelphia XOXO®

### From Campaign to Experience

After a wildly successful first year, it was time to take **With Love, Philadelphia XOXO** from campaign to experience, and we worked with the Philadelphia Phillies, Victory Brewing Company, Capogiro Gelato Artisans and many others to do exactly that.

- In winter 2011, we engaged consumers in the campaign by giving them a chance to write their own **With Love** letters, and more than **2,700** would-be copywriters heeded our call. We put the winning entry—"Dear Philly, You had me at yo!"—on a billboard along I-95 southbound for three weeks, and garnered lots of press coverage for Philly in the process. See the top 10 entries on the next page.
- Philadelphia Phillies' "Phanatic Around Town" tourism and fan initiative placed 20 statues hand painted by local artists at popular attractions around town, and we supported it and grew our social media following along the way with a "Phanatic Statue of the Week" promotion on **uwishunu.com** and a "Phanatic Tuesdays" contest on Twitter.
- Victory Brewing Company debuted a **With Love, Philadelphia XOXO** Summer Love Ale—so successful in the press and with consumers that the brewer produced more than **6,200** gallons of the beer and is planning a national distribution for summer 2011.
- Philadelphia eateries and hotels also got in on the **With Love** act. Capogiro Gelato Artisans introduced and sold a **With Love, Philadelphia XOXO** Philly cheesecake-flavored gelato, Frog Commissary branded its most famous cake the **With Love** Carrot Cake and Center City hotels created **With Love** cocktail concoctions.

### A Year of Media Firsts

It was a year of firsts for our popular **With Love** campaign. In just 12 months, GPTMC:

- Made Philadelphia the first U.S. destination to dominate New York's Penn Station, welcoming six million commuters a month, with 225 dramatically displayed **With Love** ads on the floors, steps and walls of the building
- Became the first advertiser to take over Washington, DC's Union Station, running **With Love** ads throughout the Amtrak level
- Sponsored a 30-minute travel special on the #1-rated New York City ABC Network affiliate
- Served as the first regional advertiser for the CNN Airport Network, with our commercial running in New York, Pennsylvania, New Jersey, Washington, DC and Virginia airports
- Ran our **With Love** spot in 5,500 New York City cabs



## Anniversaries All Around



*Twenty years ago, a group of volunteers held a modest fundraiser on Halloween to save an abandoned prison. Today, Terror Behind the Walls is the largest haunted house in the United States, and Eastern State Penitentiary's daytime prison tours are thriving. More and more, Eastern State is achieving the same relationship to Philadelphia that Alcatraz has to San Francisco.*

**Sally Elk, president and CEO**

20<sup>th</sup> anniversary of Terror Behind the Walls at Eastern State Penitentiary



## Con Cariño, Philadelphia XOXO

Our outreach to the ever-growing Hispanic audience reached a new level of success in 2010-2011, thanks to strategic partnerships, high-yield opportunities and strong media relations and social media pushes:

**Dynamic Duo:** Continuing our alliance with Telemundo, we worked with the Philadelphia station on a microsite, TV spots, on-air coverage and consumer events that heralded our **Con Cariño** and **Philly Homegrown™**, also known as **Nuestra Cosecha™**, messages.

**Opportunity Knocks:** Our communications team also took advantage of a big opportunity when they hosted a Boston TV crew in town to film an entire travel show focused on Philadelphia. *Orale! Con Veronica* aired twice on Telemundo in the New England markets and nationally on Multimedios Television.

**Media Relations:** Our team pitched Hispanic outlets with English-speaking audiences, and the results were big—press clips grew by 100% in 2010. Noteworthy publications include *Latina* magazine and *Hispanic Executive* magazine.

**Staying Social:** As always, GPTMC worked to build up its presence in the social media world by maintaining its ever-popular @PhillyTeAma Twitter account and creating a **Philly Te Ama!**® video series for **uwishunu.com**. The 10 three- to five-minute videos debuted over the course of 10 weeks and focused on stars from Telemundo and the Food Network, chefs, artists and musicians.



## A Lovely Contest

With 2,700 entries, our billboard-writing contest was a hit in every way. Entries came from 42 states and focused on Rocky (106 submissions), Ben Franklin (102), cheesesteaks (83), Phillies (76) and many other Philly favorites, including the Liberty Bell, The Franklin Institute, the Philadelphia Zoo, Sesame Place, Longwood Gardens, soft pretzels, Tastykakes, Mummers and more. Here's a look at the top 10 love lines:

- 1 Dear Philly,  
You had me at yo!  
With Love, Mary K. XOXO
- 2 Dear Philadelphia,  
You'll always be my first.  
With Love, America XOXO
- 3 Dear Philadelphia,  
From revolution to remarkable.  
With Love, Charlie XOXO
- 4 Dear Bucket List,  
You just got shorter – thank  
you Philly.  
With Love, Kari XOXO
- 5 Dear William Penn,  
How do you like me now?  
With Love, Beth XOXO
- 6 Dear Visitor,  
Bell is broken. Please knock.  
With Love, Philly XOXO
- 7 Dear Citizens,  
You all look like ants from up here.  
With Love, William Penn XOXO
- 8 Dear New England,  
It's a cheesesteak, not a steak  
and cheese.  
With Love, Homesick XOXO
- 9 Dear Baseball Fans,  
We're kind of a big deal. Just sayin'!  
With Love, Philadelphia XOXO
- 10 Dear Philadelphia,  
It was love at first bite.  
With Love, Phoodie XOXO



## Philly 360°®

A non-traditional, social media-focused campaign, **Philly 360°®** serves as a dynamic new platform for promoting Philadelphia with a younger African-American perspective—concentrating on events, music, the arts, fashion, restaurants, nightlife and other topics of interest to this younger demographic.



The Roots Picnic

**Getting Creative:** Our Creative Ambassadors are key to our marketing efforts, serving as the faces and voices of the **Philly 360°** campaign. Legendary DJ and producer DJ Jazzy Jeff, Grammy®-nominated songwriters and producers Carvin Haggins and Ivan Barias, hometown heroes The Roots and many other Creative Ambassadors use their credibility and social networks to build buzz about Philly.

**Expanded Web Presence:** **philly360.com** serves as a meeting place for young tech-savvy people interested in Philadelphia. This year, the buzzed-about site expanded to include a “Legacy” section focused on the city’s rich history, award-winning songwriters and producers and active DJ scene.

**On the Road:** This year we took the **Philly 360°** message on the road to Los Angeles to publicize Philadelphia’s presence at the Grammy Awards®.

**Teamwork:** Collaborative in nature, **Philly 360°** relies on partnerships to help extend the brand while rallying the African-American creative community. This year, we renewed our partnership with CBS 3/The CW Philly and KYW Newsradio for an award-winning Black History Month series highlighting the new Creative Ambassadors, and we’ve continued partnerships with corporate sponsors Heineken and Southwest Airlines.

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

When GPTMC launched the groundbreaking **Philadelphia – Get Your History Straight and Your Nightlife Gay** campaign, we expected that it would increase visitation to the region. Eight years later, Philadelphia is a top 10 destination for LGBT travelers, and those visitors generate significant economic impact.



Liberty Bell Center

**Top 10 Destination:** Philadelphia broke into the top 10 U.S. destinations visited by gay and lesbian travelers in 2010, according to Community Marketing, Inc.’s annual *LGBT Tourism Study*. Philadelphia tied for the #9 spot on the list of most-visited destinations and tied for the #2 spot on the list of the destinations most effectively promoting to LGBT travelers. Before our campaign kicked off in 2003, the city ranked outside the top 20.

**A Thriving Market:** GPTMC and Community Marketing collaborated on a custom study about the region’s LGBT visitors. Released in February 2011, it showed that this group generates significant economic impact; they’re resilient during tough economic times, spending 57% more money than general visitors; and they come back.

**Showing the Love:** Over the past year, we’ve expanded our marketing efforts by combining two successful campaigns—**Philadelphia – Get Your History Straight and Your Nightlife Gay** and **With Love, Philadelphia XOXO**. GPTMC includes the iconic gay tagline in our messages, and we use the love letter format to take advantage of the media buy, marketing and recognition of **With Love**. Plus, we increased our marketing partnerships with gay and lesbian events and organizations, as well as with sponsor Southwest Airlines.

## Anniversaries All Around



*I want people around the world to think of Philadelphia as a music city with a vibrant scene and a diverse array of local artists because they “heard it first” on XPN and the World Cafe.*

**Roger LaMay, WXPN general manager**  
20<sup>th</sup> anniversary of World Cafe

## Philly Homegrown™

GPTMC has always been attuned to Greater Philadelphia as a food lover's destination. In June 2010, we launched **Philly Homegrown**, a 24-month initiative funded by the William Penn Foundation and the Delaware Valley Regional Planning Commission, to shine a light on the accessibility, the flavors, the menus, the experiences, the places and the personalities of the local food movement.



Strawberry Festival,  
Peddler's Village

**Communications Toolbox:** To build buzz about the delicious food produced in our region, we built a food communications toolbox filled with words, photos and videos—content that we used to tell the press our story and to populate a food-focused website and Facebook page.

**Community Building Is Key:** Supporting events that draw big foodie crowds is also an important part of our mission. Having a presence at the Brewer's Plate, Flavors of the Avenue, Feastival and other events enabled us to get the Homegrown message out to those most receptive to hearing it.

**Product Development:** We worked with City Food Tours, Center City District, University City District, the Vendy Awards and others to develop a tour and enhance already-established events and promotions. These collaborations put the **Philly Homegrown** name in front of potential brand ambassadors across the region and improved the marketing initiatives of our partners.

**Media Partnerships:** We teamed up with local TV and radio partners such as Telemundo and CBS to leverage the broad reach of the stations. The stations did live **Philly Homegrown**-focused segments and created customized vignettes with scripts written and approved in partnership with GPTMC.

## Historic Philadelphia

Last summer, GPTMC knew that families would travel for a vacation packed with value—and Historic Philadelphia's national treasures, modern museums, fun atmosphere and accessible price tag fit the bill.

**Season Opener:** We kicked off the season with a joint press conference with Mayor Michael Nutter, the Independence Visitor Center Corporation, Historic Philadelphia, Inc. and others. **With Love** ads invited people to discover or rediscover the area, while stories placed by the PR team touted affordability and all the new reasons to visit.

**Liberty for All:** GPTMC also looked forward, publicizing upcoming debuts: the 3-D Liberty 360 show and the Art of the American Soldier exhibition, both of which opened in September 2010. To generate excitement about these must-dos, we hosted a media event at the new Historic Philadelphia Center, where people could step inside the theater to watch Liberty 360, and we took a trip with the National Constitution Center to the Pentagon in Washington, DC for an exclusive press event promoting Art of the American Soldier.



National Museum of  
American Jewish History

**A Developing Story:** The news didn't stop on Labor Day thanks to two huge openings—the National Museum of American Jewish History and The President's House: Freedom and Slavery in the Making of a New Nation. In mid-November, GPTMC hosted a press trip, which gave sneak peeks of the two new attractions. Then we teamed up with Independence National Historical Park and the City of Philadelphia to launch The President's House with a stakeholder and press event. To tell the complex story, we created a 16-minute video that featured first-person accounts.

## O Canada!

In 2010, GPTMC turned up the volume on its Canadian marketing efforts in order to take advantage of the strong Canadian dollar. In addition to hosting media events in Toronto and Montreal and bringing journalists to the U.S. to experience the Philadelphia region for themselves, we've begun a first-time social media push that is complemented by paid Google AdWords and Facebook ads. The result: a significant increase in our fans. We're also working with key partners to give Canadians reasons to visit now, such as the Philadelphia International Flower Show, the Philadelphia International Festival of the Arts, the Philadelphia Flyers and more. Plus, we've partnered with Proud FM and OutTV to get the Philadelphia message out to potential gay travelers.



# Just the Stats: Visitors, Economic Impact & Hotels

## Visitation Rebounds

After the year of the much-hyped “stay-cation” in 2009, visitation bounced back in 2010, with overnight visitors leading the way.

- Greater Philadelphia welcomed **37.4 million** domestic visitors in 2010, up **4%** from 36.0 million in 2009.
- Overnight visitation rose **10%**, increasing to **14.4 million** in 2010 from 13.1 million in 2009.
- Day visitation remained relatively flat, rising less than **1%** to **23.0 million** in 2010 from 22.9 million in 2009.

(Tourism Economics, Longwoods International)

## Visitation Growth

Visitation to Greater Philadelphia has grown steadily since GPTMC began marketing, increasing by **40%** to **37.4 million** from 26.7 million in 1997.

- Overnight trips have grown more than twice as fast as day trips, increasing **66%** to **14.4 million** from 8.7 million in 1997.
- Leisure trips have grown more than three times as fast as business trips, increasing **45%** to **33.1 million** from 22.8 million—that’s more than **10 million** more leisure visitors.

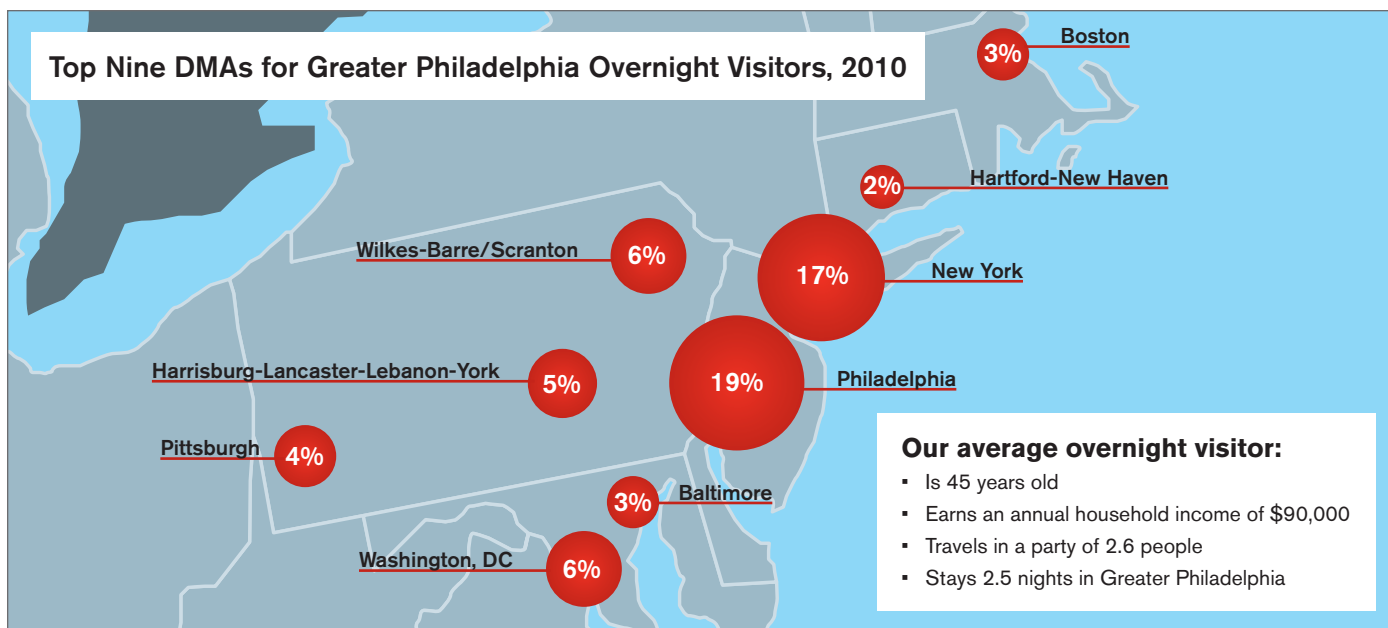
### Greater Philadelphia Visitation Growth, 1997-2010 (in millions)

	2010	1997	Net	Growth
<b>Total Visitation</b>	37.4	26.7	+ 10.7	+ 40%
<b>Day</b>	23.0	18.0	+ 5.0	+ 28%
<b>Overnight</b>	14.4	8.7	+ 5.7	+ 66%
<b>Leisure</b>	33.1	22.8	+ 10.3	+ 45%
<b>Business</b>	4.3	3.9	+ 0.4	+ 12%

(Tourism Economics, Longwoods International)

## Our Visitors: Who They Are and Where They Came From in a Recessionary Year

Greater Philadelphia is accessibly located in the heart of the Northeast corridor, within a five-hour drive of one-quarter of the U.S. population—an advantage in a recession when travelers want to stay closer to home. As the map below shows, nearby drive markets comprised the top nine points of origin for overnight visitors in 2010, accounting for two-thirds of visits between them. The other third included visitors from every state.



(Longwoods International)

## Anniversaries All Around



*I want Longwood Gardens to be seen as the Versailles of America.*

**Paul B. Redman, director**  
105<sup>th</sup> anniversary of Longwood Gardens

## A Revenue Generator

The tourism industry is a revenue generator for Greater Philadelphia. In 2010, visitor spending accounted for **\$24 million** a day in economic impact for Greater Philadelphia—a total of **\$8.7 billion** for the year.

### Greater Philadelphia Tourism Economic Impact

	2010	2009	Change
<b>Economic Impact</b>	\$8.69 billion	\$8.16 billion	+ 6.5%
<b>Jobs Supported</b>	84,807	83,664	+ 1.4%
<b>Wages Generated</b>	\$2.71 billion	\$2.61 billion	+ 3.7%
<b>Taxes Generated</b>	\$1.28 billion	\$1.21 billion	+ 5.1%
<b>State Taxes</b>	\$296 million	\$279 million	+ 6.0%

(Tourism Economics)



R2L

## A Job Creator

Visitor spending supported nearly **85,000** full-time jobs for Greater Philadelphia residents in 2010. Nearly **62,000** of these jobs are with businesses that directly serve visitors, such as restaurants, hotels, attractions and the airport. But the money that visitors spend also supports indirect and induced jobs in fields like business services, real estate and finance, as the businesses frequented by visitors require additional services and materials.

### Greater Philadelphia Tourism Employment, 2010

Sector	Total	Direct	Indirect/Induced
Food & Beverage	26,909	25,063	1,846
Lodging	13,123	12,895	228
Recreation & Entertainment	11,356	10,080	1,276
Transportation & Gas Stations	10,144	8,750	1,394
Retail Trade	7,143	4,506	2,637
Business Services	5,553	471	5,082
Education & Health Care	3,587	0	3,587
Finance, Insurance & Real Estate	2,236	0	2,236
Personal Services	1,538	0	1,538
Other	3,218	0	3,218
<b>Total</b>	<b>84,807</b>	<b>61,765</b>	<b>23,042</b>

(Tourism Economics)

## A Deficit Reducer

The tourism industry helps reduce government deficits by generating revenue for our municipalities and for Pennsylvania. In 2010, visitors accounted for **\$273 million** in local taxes and **\$296 million** in state taxes. This revenue comes from outside of the region, and visitors typically do not use expensive government services like schools and hospitals. (Tourism Economics)

### Anniversaries All Around

*Every street in Center City is well-lit and well-landscaped, animated by pedestrians throughout the day and evening hours. Workers, residents, tourists, students and shoppers are continually discovering new attractions, planning new business ventures and enjoying outdoor cafes and well-maintained parks.*

**Paul R. Levy, president & CEO**  
20<sup>th</sup> anniversary of Center City District





## Hotel Performance

The hotels in the five-county Philadelphia region enjoyed a bounce-back year for occupancy in 2010, as they began to recover from the effects of the recession. However, rates have yet to recover to pre-recession levels.

- Regional hotels boasted a **66%** occupancy rate at an average rate of **\$115**, both well above the national average.

### Hotel Industry Facts and Figures, 2010

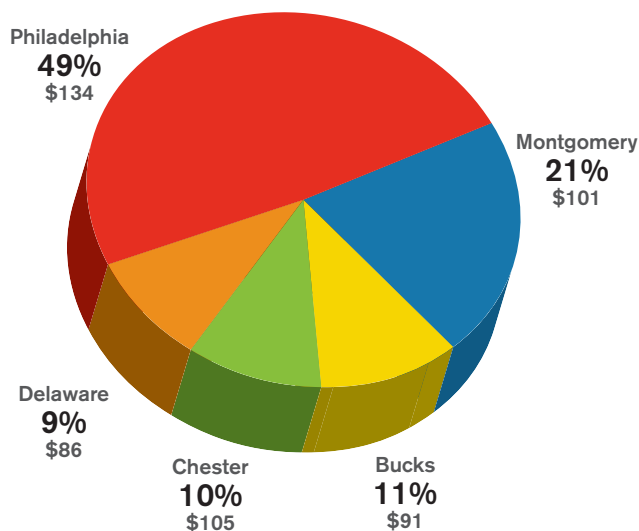
	National	Greater Philadelphia	Center City
<b>Daily Supply</b>	4.7 million	33,400	10,600
<b>Annual Supply</b>	1.7 billion	12.2 million	3.86 million
<b>Annual Demand</b>	1.0 billion	8.1 million	2.75 million
<b>Occupancy</b>	57.6%	66.4%	71.3%
<b>Average Daily Rate</b>	\$98	\$115	\$147
<b>Total Revenue</b>	\$99.5 billion	\$934 million	\$403 million
Source	Smith Travel Research	Smith Travel Research	PKF Consulting

## A Five-County Business

About half of the rooms sold in Greater Philadelphia are within the city of Philadelphia, and about half are in the four surrounding counties.

- Philadelphia County hotels sold **3.99 million** rooms in 2010—more than ever before.
- Regional hotel rates fell 3% in 2010, as consumers continued to insist on value for their travel dollar. Rates increased as the year progressed, moving into positive territory in December.

### Hotel Demand and Rate by County



## Anniversaries All Around



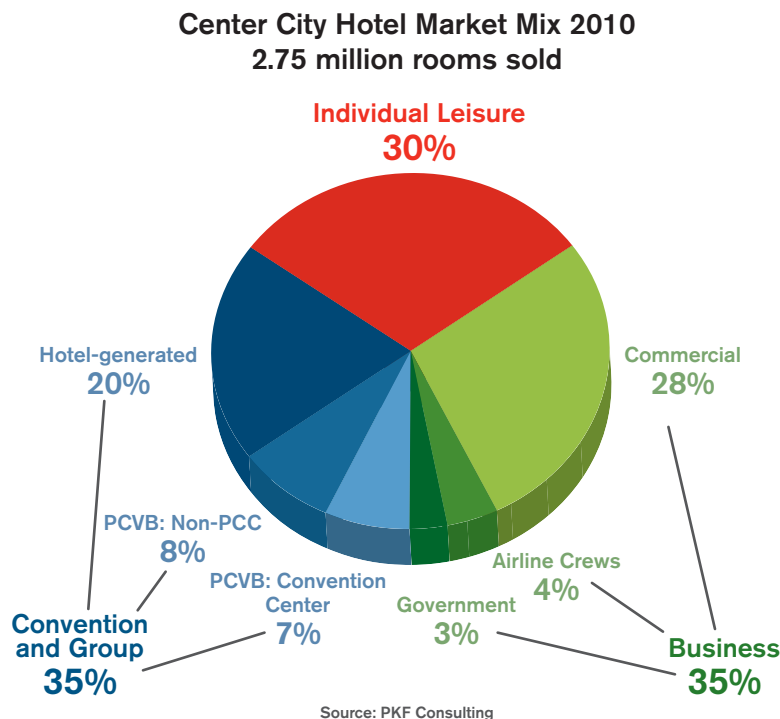
*I want visitors to remember the experience of tasting a warm potato chip right out of the cooker, every time they think of their Herr's Snack Factory Tour!*

**Ed Herr, president**  
65<sup>th</sup> anniversary of Herr Foods, Inc.

## Market Mix

Downtown hotels are supported by business, group and leisure travelers.

- Leisure travelers filled **827,000** downtown room nights in 2010, accounting for **30%** of occupied rooms—two record highs.
- Leisure room nights have **tripled** from 254,000 in 1997, the year GPTMC placed its first ad.



## Saturday Night's All Right

Saturday night was the busiest night of the week for Center City hotels for the seventh straight year in 2010.

- Philadelphia's downtown occupancy on Saturday night has averaged above **80%** over the past seven years. That's higher than Boston, Washington, DC and Baltimore.
- Saturday night visitors are an indicator of the strength and appeal of a destination. Travelers can spend their weekend anywhere, and they choose to spend it in Philadelphia.

## We Couldn't Do It Without You

It takes the efforts of countless people and organizations to keep visitors coming and our region growing. Here are just a few that provide GPTMC with invaluable support:

- Governor Tom Corbett
- Mayor Michael A. Nutter
- Pennsylvania Department of Community and Economic Development
- Pennsylvania State Legislature
- Philadelphia City Council
- Center City District
- Chester County Conference and Visitors Bureau
- City of Philadelphia and phila.gov
- Delaware County's Brandywine Conference and Visitors Bureau
- Delaware Valley Regional Planning Commission
- Economy League of Greater Philadelphia
- Greater Philadelphia Chamber of Commerce
- Greater Philadelphia Cultural Alliance and phillyfunguide.com
- Greater Philadelphia Hotel Association
- Historic Philadelphia, Inc.
- Independence National Historical Park
- Independence Visitor Center Corporation
- Pennsylvania Association of Convention and Visitors Bureaus
- Pennsylvania Convention Center Authority
- Philadelphia Convention & Visitors Bureau
- Select Greater Philadelphia
- University City District
- Valley Forge Convention & Visitors Bureau
- Visit Bucks County

For a list of all our partners, go to [visitphilly.com/partners](http://visitphilly.com/partners).

## Anniversaries All Around

*Philadanco is celebrating 40 years of exciting dance performances around the globe. As ambassadors for Philadelphia, Pennsylvania and the U.S., we hope to bring "Philadelphia style dancers" (by author Brenda Dixon Gottschild) to every corner of the world, keeping our dancers employed, challenged and educated by other cultures, and sharing the gift of dance.*

**Joan Myers Brown, founder/executive artistic director**  
40<sup>th</sup> anniversary of Philadanco





## The New York Times

"During my whirlwind tour of some of the city's new and ambitious restaurants in December, the food was more likely to come from a nearby farm than a fryer, the prices were reasonable and the atmosphere was still pleasantly casual. This is Philly food for the masses, but without all that grease."  
– January 23, 2011 (circulation: 876,638)

## cnntravel.com

"... there is an often overlooked aspect of Philadelphia: its cultural depth." – June 3, 2010 (unique visitors per month to cnn.com: 25,006,285)

## Associated Press

"The Greater Philadelphia Tourism Marketing Corporation was so pleased Lee chose the Phillies over the Yankees that it decided to thank him in a billboard love letter that hangs above I-95." – December 21, 2010

## USA Today

"For more than a century, this [Italian Market] has attracted shoppers and chefs to South Philly for what is called the oldest and largest working outdoor market in the country. With more than 100 vendors over nearly 10 blocks, you'll find several shops just selling cheeses and others specializing in pasta." – December 17, 2010 (circulation: 1,830,594)

## New York Post

"For years Philadelphia was there for us when we needed a kinder, gentler city. Hip, but still neighborhood-centric — less concrete canyon, more for hanging out and drinking coffee. Or Yuengling."  
– November 9, 2010 (circulation: 501,501)

## Sports Illustrated's si.com

"I have always had a soft spot for Philadelphia sports fans, and not just because I like insane people. Philadelphia is my kind of city. It can be beautiful, and if you walk around Center City, you can feel the layers of history."  
– December 20, 2010 (unique visitors per month: 4,241,800)

## esquire.com

"By this point, Philly has probably earned its self-proclaimed title as America's best beer-drinking city."  
– February 16, 2011 (unique visitors per month: 848,416)

## BrandChannel

"The Greater Philadelphia Tourism Marketing Corporation (GPTMC) is jacking up the 'love' part of 'city of brotherly love' as a new part of the 'With Love, Philadelphia XOXO' campaign. ... It's just the latest move from a municipal branding agency that demonstrates how a lot of creativity and a willingness to work outside the normal branding channels, can turn low-budget strategies into big awareness and real results."  
– January 14, 2011 (unique visitors per month: 80,033)

## Budget Travel

"The nation's first capital is also home to some of its oldest and most beloved portable fare: soft pretzels, Italian ices, and, of course, cheesesteaks, now being reimagined in Vietnamese and Mexican versions. Locals get theirs at the century-old, seven-block-long Philadelphia's 9th Street Italian Market, open daily."  
– June 2010 (circulation: 681,256)

## The Huffington Post

"From vintage shops to lux salons, even vast department stores with plenty of preppy and chic options to boot, there's no question -- Philly knows style. ... As for Philadelphia being the sixth borough though? While there are similarities, the city of brotherly love is fab enough to stand on its own."  
– October 23, 2010 (unique visitors per month: 12,644,000)

## La Tribuna Hispana

"We accepted a generous invitation the Philadelphia tourism office sent to a group of media from NYC to get to know the main attractions of this picturesque city, loaded with cultural and historic attractions that make it a must-visit tourist destination, given their extensive tourist offerings and also easily accessible by different ways."  
– October 20, 2010 (circulation: 49,000)  
\*translated from Spanish

## AirTran's Go

"... the city has enjoyed a renaissance over the past two decades and boasts a thriving art and fashion community, cutting-edge culinary culture and celebrated craft beer scene. ... In Philadelphia, visitors can enjoy both the familiarity of big names and the quirkiness of one-of-a-kind boutiques, cafés and restaurants."  
– July 2010 (circulation: 100,000)

## Global Traveler

"The many neighborhoods of Philadelphia – Rittenhouse Square, South Street, Manayunk, University City, just to name a few – offer shopping, dining and nightlife. And, of course, Philadelphians are passionate, primarily about their sports and their cuisine."  
– July 2010 (circulation: 104,161)



### Newsday

"If you've never seen a Mummers Parade — Philadelphia's raucously flamboyant display of affection to usher in the new year on Jan. 1 — you have no idea what you're missing." — December 26, 2010 (circulation: 375,874)

### The Philadelphia Inquirer

"Surely [friendliness] has to be one of the reasons more people are moving to Philadelphia. Along with the affordability, the food, the tight community, and the parks." — February 1, 2011 (circulation: 342,361)

### The Baltimore Sun

"And, boy, do they love their restaurants. For good reason. Beyond cheese steaks ... beyond soft pretzels, Philly is an amazing food town." — July 4, 2010 (circulation: 178,455)

### Washington Parent

"The food scene in Philly is as artful as the arts scene." — September 2010 (circulation: 75,000)

### Philadelphia Business Journal

"The local food movement has also made its way into restaurants. ... Local food is considered a key draw for tourists." — June 18, 2010 (circulation: 11,974)

### Upscale

"The City of Brotherly Love has a passion for fashion and overall style." — November 2010 (circulation: 181,399)

### The Maxim Beer Blog

"For those of you who don't know, Philly is one of the meccas for beer lovers. With over 30 breweries and more than 400 beer bars in the region, Philly can leave your liver looking like the Liberty Bell if you're not careful. ... Thank you, Philly for loving beer even more than we do." — June 8, 2010 (unique visitors per month to maxim.com: 1,296,380)

### The Washington Post

"Now several new attractions on or adjacent to the mall are adding their own chapters, some with unexpected twists, to the traditional understanding of American freedoms and how they came to be." — November 26, 2010 (circulation: 545,345)

### Saveur

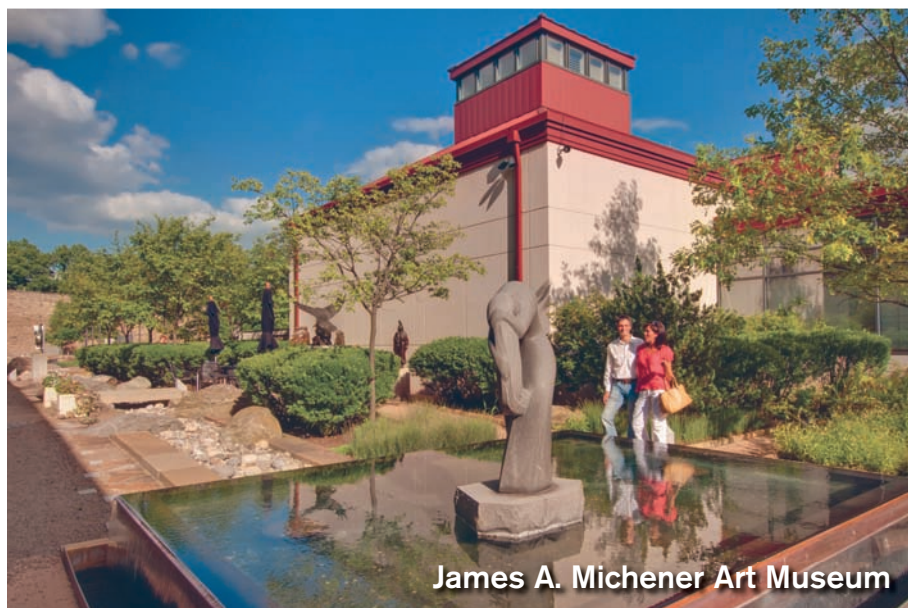
"There's no better place for lunch on a roll than Philly." — April 2011 (circulation: 329,838)

### Ottawa Sun

"Philadelphia, home of Benjamin Franklin, William Penn and countless other important American figures, has great bones as a city of history and historical sites. Contained within many of those sites are places of religious and spiritual significance that allow visitors a chance to understand how the United States earned its reputation as a 'melting pot.'" — January 23, 2011 (circulation: 50,308)

### AM New York

"Before D.C. was the political center of the U.S., Philly held that title. Check out Independence National Historical Park, the site of Independence Hall, where the Declaration of Independence and Constitution were signed. It's also worth a visit to National Constitution Center, where President Obama delivered his famous speech on race." — February 7, 2011 (unique visitors per month: 38,923)



James A. Michener Art Museum

## Anniversaries All Around

*As we celebrate our 35<sup>th</sup> Anniversary, our vision encompasses a museum of local, national and international importance recognized for excellence and innovation in museum practice and programs. We hope to be a museum that helps individuals discover a greater understanding of who they are through art, culture and history.*

**Romona Riscoe Benson, president & CEO**

35<sup>th</sup> anniversary of The African American Museum in Philadelphia





### **Jaunted**

"Philly's a fitting place to mark the Fourth, what being the country's birthplace and all. The skies will light up above the Delaware River for the Wawa Welcome America! celebration. Prior to the pyrotechnics, groups like The Roots and the Goo Goo Dolls will perform. Grab a bite at the Taste of Philadelphia before hitting the river." – June 28, 2010 (unique visitors per month: 150,900)

### **Toronto's The Globe and Mail**

"For those who want to see more than the storied sights of U.S. independence, Philly is a treat: a city of brick and stone neighbourhoods – some tony blueblood enclaves, others gritty, some still rife with social tension. Each is an adventure." – December 20, 2010 (circulation: 313,378)

### **Washingtonian**

"Two big museum shows—one honoring Cleopatra, the other Renoir—and new restaurants turning out creative fare make Philadelphia an enjoyable trip. Plus it's an easy train ride. ... Blockbusters 'R' Us could be the slogan for Philadelphia museums this season." – August 2010 (circulation: 156,000)

### **Connecticut Post's ctpost.com**

"Chock-a-block with art, history and science museums and other notable sites, the Parkway neighborhood -- known as Logan Square and the museum district -- provides visitors with fascinating fodder for a weekend getaway and well beyond." – August 17, 2010 (unique visitors per month: 290,173)

### **Being Latino**

"Philadelphia is hands-down one of my favorite cities in the world. Over the past four years, I have come to love this city and all that it offers. It's a great place to visit as the nation's birthplace of many historical events, a place where chefs take cooking to the next level (without cheese steaks or soft pretzels), where Latino celebrities invade, and Latinas are dominating non-profits." – January 24, 2011 (unique visitors per month: 30,000)

### **Harrisburg's The Patriot-News**

"I always loved and agreed with the Philadelphia marketing slogan — 'Philly is more fun when you sleep over.' It is one of my favorite American cities to tour — and a terrific city to explore on foot. There is so much to see and do and experience in Philadelphia — I recommend a two-night getaway at least once a year!" – February 27, 2011 (circulation: 115,598)

### **Bergen County's The Record**

"As we approached the \$150 million [National Museum of American Jewish History] on a beautiful Saturday afternoon shortly before its gala, pre-opening celebration, I realized I didn't know what, exactly, I would find inside the soaring glass structure. All I knew is that it was creating a buzz, and it was in Philadelphia — one of my favorite cities." – November 28, 2010 (circulation: 149,090)

### **theblackdresstraveler.com**

"While many visitors focus on Philly's important historical [sites], I spent 2 glorious days immersed in this vibrant city's VERY hip present. World-class restaurants, stylish shops, and a diverse arts scene make Philly a perfect pick for your next escape." – June 13, 2010 (unique visitors per month: 12,000)

### **Windy City Times**

"But Philly is as charming as a small town and seductive as a large city. And, best of all, Philly's LGBT scene, as historic as the city itself, is experiencing revitalization like no other." – December 15, 2010 (circulation: 20,000)

### **The Connecticut Bride**

"The Paris of the New World awaits. Honeymoon there to discover it for yourself." – Spring/Summer 2010 (circulation: 30,000)

### **The Philadelphia Tribune**

"Despite the economic slump, tourism is on the rise in Philadelphia. Leisure travel has tripled since the Greater Philadelphia Tourism Marketing Corporation started advertising the region as a key destination in 1997. ... GPTMC has ramped up its efforts to keep the tourism momentum going for 2011." – January 18, 2011 (circulation: 10,380)

### **Gadling**

"[Reading Terminal Market is] a United Nations of food and diners, except that everyone gets along and no one leaves dissatisfied." – February 2, 2011 (unique visitors per month: 500,000)

## **Anniversaries All Around**

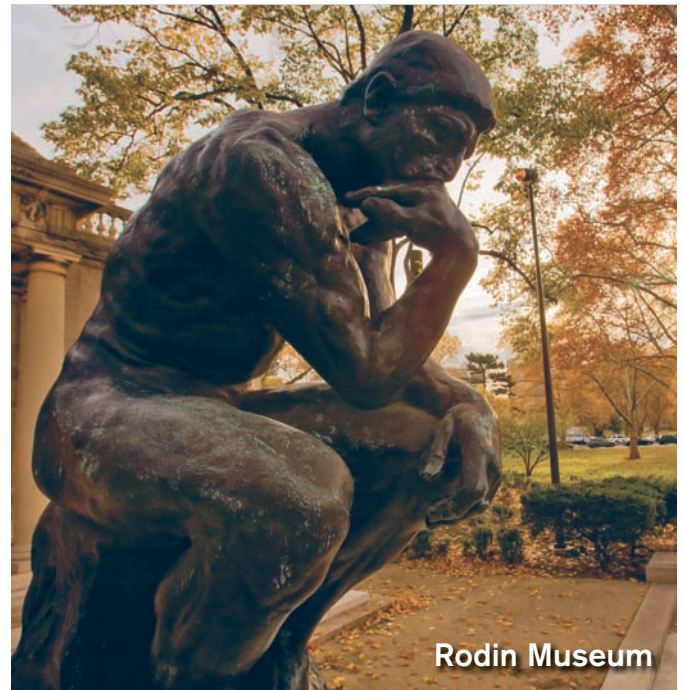


*Taller will be a destination as the harbinger of a community economic and cultural revival with the arts of the Puerto Rican and Latino Diaspora as its engine.*

**Carmen Febo San Miguel, MD, executive director**  
35<sup>th</sup> anniversary of Taller Puertorriqueño, Inc.

# Top Tourism Facts To Take Away

1. **Greater Philadelphia tourism continues to rise.** The region welcomed **37.4 million** domestic visitors in 2010, **33.1 million** of whom were leisure visitors. That's **10 million** more leisure visitors than in 1997, when GPTMC first started marketing. (Tourism Economics, Longwoods International)
2. **Overnight visitors were back in 2010.** **14.4 million** travelers stayed over in the region, up **10%** from 2009. Most of those visitors were here to have fun, with more than **80%** of overnight visitors coming for a leisure purpose. (Tourism Economics, Longwoods International)
3. **Downtown leisure hotel room nights have tripled** since GPTMC started inviting people to visit our continually growing destination. Leisure guests filled **827,000** Center City rooms in 2010, up from 254,000 in 1997, and helped Philadelphia sell more rooms than ever before. (PKF Consulting, Smith Travel Research)
4. **Saturday night is the busiest night of the week in Center City** for seven years in a row, with hotel occupancy above **80%**. This represents a shift in people's image of the city. It's not just for a business trip or a pilgrimage to the Liberty Bell; it's a vacation. (Smith Travel Research)
5. **Tourism is a revenue generator** for regional businesses. Visitor spending in Greater Philadelphia generates **\$24 million** a day in economic impact for the region—**\$8.7 billion** for the year in 2010. (Tourism Economics)
6. **Tourism is a job creator** for Greater Philadelphia. Visitor spending sustained **84,807** full-time jobs in 2010—**5%** of all jobs in the region. (Tourism Economics)
7. **Tourism is a deficit reducer** for Pennsylvania. In 2010, visitor spending generated **\$1.3 billion** in federal, state and local taxes, including **\$296 million** collected by the Commonwealth of Pennsylvania. (Tourism Economics)
8. **GPTMC works every day to tell the Philadelphia story.** In 2010, we generated **584 million** advertising impressions and **5,800** destination stories with national and international reach in print, on radio, on television and online. Visitors went to our websites **visitphilly.com** and **uwishunu.com** a record **4.3 million** times, with **uwishunu.com** topping one million visits for the first time ever. (Mayo-Seitz Media, Cision, Google Analytics)
9. **Tourism marketing pays off.** A recent study concluded that every \$1 spent on advertising for the **With Love** campaign generates **\$100** in direct visitor spending in Greater Philadelphia—plus **\$11** in state and local taxes. (Tourism Economics, Longwoods International)
10. **Visitor dollars build the quality of life in Greater Philadelphia.** Travelers spend their money at the region's hotels where residents work, at the attractions they love to visit, the stores where they love to shop and the restaurants where they love to eat. None of these establishments have a "Visitors Only" sign. The businesses supported by tourism are enjoyed by residents too.



Rodin Museum

## Anniversaries All Around

*Laurel Hill Cemetery's vision is to put the "rave" back into graveyard, and to bring Philadelphia's "underground" past to life for the visitors of tomorrow.*

**Pete Hoskins, president & CEO**  
175<sup>th</sup> anniversary of Laurel Hill Cemetery Company





*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.*



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