Germany has maintained its position as Philadelphia’s second largest overseas market for over a decade. The German market in particular is drawn to Philadelphia’s historical locations and small towns/countryside.

**OVERSEAS VISITORS TO PHILADELPHIA 2015 SNAPSHOT: GERMANY**

Total German Visitors to Philadelphia in 2015: 62,400

- 2% increase from 2014

- Germany’s Ranking Among All Overseas Visitors

- #2

**Amount Spent per German Visitor:**

- $617

- 7% decrease from 2014

**Total Room Nights Sold in 2015 to German Visitors:**

- 154,800

- 2% increase from 2014

**Percentage of German Visitors That Stayed in a Hotel:**

- 69%

- 2% point increase from 2014

**FORECASTED ANNUAL GROWTH:**

- 2.8%

**FORECASTED ANNUAL GROWTH:**

- 2.3%

Visitors from Germany to the U.S.

Visitors from Germany to Philadelphia

Interested in learning more about overseas visitation to Philadelphia? Contact the PHL CVB Tourism team at 215-636-3303 or toursales@discoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data), Tourism Economics, an Oxford Economics Company (Visitation/Spend)
Top Activities for Visitors from Germany

- **Shopping**: 87%
- **Sightseeing**: 80%
- **Historic Locations**: 62%
- **Small Towns/Countryside**: 53%
- **National Parks/Monuments**: 50%

Main Information Sources for Visitors from Germany

- **Airline**: 44%
- **Online Travel Agency**: 44%
- **Travel Agency Office**: 23%
- **Personal Recommendation**: 23%
- **Travel Guide**: 17%

Top Reasons for Traveling to Philadelphia

- **Leisure**: 71%
- **Business**: 15%
- **Convention/Conference**: 7%
- **Education/Other**: 7%

Port of Entry

- **Philadelphia, PA**: 45%
- **New York, NY**: 33%
- **Newark, NJ**: 20%
- **Boston, MA**: 12%
- **Other**: 14%

Overseas Visitors (2015)

- **German Visitors (2015)**
  - **Philadelphia, PA**: 21%
  - **New York, NY**: 33%
  - **Newark, NJ**: 20%
  - **Boston, MA**: 12%

Places Visited

- **PA Main Destination**: 51%
- **Visited One State**: 24%
- **Visited One Destination**: 29%

Overseas Visitors (2015)

- **Visited One Destination**: 21%
- **Visited One State**: 33%
- **Visited One State**: 29%

Philadelphia currently has two daily, year-round nonstop flights from Germany (Frankfurt and Munich).

The PHL CVB works with regional CVBs and tourism partners to promote the East Coast region to overseas visitors, encouraging them to visit several destinations within the region, including one or more nights in Philadelphia.

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Sources: National Travel & Tourism Office (Profile Data), Tourism Economics, an Oxford Economics Company (Visitation/Spent)