WHO WE ARE
The Philadelphia Convention & Visitors Bureau (PHLCVB), a private, nonprofit membership corporation, is the official tourism promotion agency for the City of Philadelphia globally, and the primary sales and marketing agency for the Pennsylvania Convention Center.

OUR MISSION
Our mission is to generate economic impact and job growth by increasing the region’s hotel occupancy and revenues, while concurrently affecting other diverse segments of the hospitality industry. We develop creative solutions to attract ethnically diverse regional, national and international convention and tourism customers through creative sales, marketing and communications efforts.

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Message from the Mayor

It’s not every year your city gets to host an event of national or international interest. The DNC in 2016 followed World Meeting of Families in 2015. And bucking the idea that 2017 would be a quiet year, the NFL chose Philadelphia to host the NFL Draft — an event that will draw nearly 200,000 visitors to our city and will again put Philadelphia in the spotlight.

The tourism industry generates secure jobs for our citizens and tax revenue from outside sources. I’m a proud Philadelphian and am energized by the positive growth and development of our city, which can often be attributed to the work of fantastic organizations like the PHL CVB that are able to move us forward.

Sincerely,
Jim Kenney
Mayor, City of Philadelphia

Message from the Governor

Philadelphia is one of the main gateways for our commonwealth to connect with travelers coast-to-coast, internationally and with those attending conventions. Through innovative and creative marketing and sales efforts, the Philadelphia Convention & Visitors Bureau spotlights Pennsylvania and our Pennsylvania Convention Center. The work of the PHL CVB positively affects efforts that are vital to helping support tourism, one of the commonwealth’s largest industries, alongside local businesses and communities. In 2016, the work of the PHL CVB helped to support over 71,000 hospitality-related jobs in the city of Philadelphia alone, continuing to serve as a strong economic driver of growth and development for Pennsylvania.

With the PHL CVB hard at work, we can be confident that more conventions, more visitors and more economic impact are ahead for both Philadelphia and the commonwealth. I look forward to witnessing PHL CVB’s continued success in 2017.

Sincerely,
Tom Wolf
Governor, Commonwealth of Pennsylvania

“Our partners at home and around the world play a critical role in helping us position and promote Philadelphia as a premier global destination.”
Convention & Group is the Largest Segment of Overnight Visitors to Philadelphia

- Generates the most hotel room revenue, driving bottom-line results for local hotels.
- Delivers game-changing economic impact in Philadelphia, bringing more tax revenue and more jobs.

Our experienced sales team focuses on booking meetings, conventions, trade shows and sporting events into the Pennsylvania Convention Center, member hotels and off-site venues. Attendees from across the globe stay overnight, eat in restaurants, ride in taxis, shop and more.

Once conventions are booked, our Convention Services team assists planners and show organizers with logistics and event planning, including connecting them with our members and partners, to ensure a smooth and successful event.

Customer Market Segments

2016 Total Demand = 3.2 million room nights consumed in Center City Philadelphia

- 33% Convention & Group
- 32% Leisure
- 31% Commercial
- 2% Airline Crews
- 2% Government

(Source: CBRE Hotels)

2016 Meetings & Conventions in Philadelphia
Booked by the PHLCVB

- $989 Million Economic Impact
- 670,000 Attendees
- 612,000 Room Nights (Up 9.7% vs. 2015)

(Source: PHLCVB)

2016 Meetings & Conventions Held at the Pennsylvania Convention Center
Booked by the PHLCVB

- $722 Million Economic Impact
- 382,000 Attendees
- 397,000 Room Nights

Pennsylvania Convention Center-related meetings and conventions delivered 73% of the total economic impact generated by 2016 PHLCVB-booked events

(Source: PHLCVB)
A $500 Million Summer

The Democratic National Convention may have grabbed the most attention, but it takes more than one convention — no matter how big it is — to make a blockbuster summer.

In one season, two major sporting events and eight citywide conventions, including the DNC, combined to generate close to $500 Million in economic impact for Philadelphia.

These and other meetings and conventions booked by the PHL CVB helped to give Philadelphia its busiest summer on record and boosted the visitation and impact numbers for the year.

<table>
<thead>
<tr>
<th>Event</th>
<th>Venue</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCAA Men’s and Women’s Lacrosse Championships</td>
<td>Lincoln Financial Field and Talon Energy Stadium</td>
<td>May 27–29</td>
</tr>
<tr>
<td>2016 Copa America Centenario</td>
<td>Lincoln Financial Field</td>
<td>June 9–14</td>
</tr>
<tr>
<td>Drug Information Association</td>
<td>PA Convention Center</td>
<td>June 26–30</td>
</tr>
<tr>
<td>AME Church Bicentennial</td>
<td>PA Convention Center</td>
<td>July 6–13</td>
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<tr>
<td>American Podiatric Medical Association</td>
<td>PA Convention Center</td>
<td>July 14–17</td>
</tr>
<tr>
<td>AVID Summer Institute</td>
<td>PA Convention Center</td>
<td>July 19–21</td>
</tr>
<tr>
<td>DNC</td>
<td>PA Convention Center and Wells Fargo Center</td>
<td>July 25–28</td>
</tr>
<tr>
<td>American Association for Clinical Chemistry</td>
<td>PA Convention Center</td>
<td>July 30–August 3</td>
</tr>
<tr>
<td>American Chemical Society</td>
<td>PA Convention Center</td>
<td>August 21–25</td>
</tr>
<tr>
<td>American Political Science Association</td>
<td>PA Convention Center</td>
<td>September 1–4</td>
</tr>
</tbody>
</table>

2016 Democratic National Convention

Philadelphia took the international spotlight when it hosted the Democratic National Convention from July 25–28, 2016. The DNC drew over 54,000 visitors to the five-county Philadelphia region, including delegates from all 50 states and seven U.S. territories as well as thousands of members of national and international media.

The four-day political convention resulted in:

- **$132.9 Million** in Direct Convention-Related Spending
- **$230.9 Million** in Total Economic Impact
- **26.2 Million** in National and International Media Impressions for Philadelphia
- **$11.1 Million** in Local and State Taxes
- **19,250** Members of the Media
- **29,000** Additional Visitors
- **800** DNC-Related Events
- **5,783** Convention Attendees
- **1,536** Jobs Supported (full-time equivalent)
- **67%** of Contract Needs Spent by the 2016 DNC Host Committee with Diverse-Owned Businesses
- **40%** of 2016 DNC Host Committee’s Vendor Pool Comprised of Diverse Businesses
- **26.2 Million** National and International Media Impressions for Philadelphia
- **87,000** Room Nights = 80,400 Hotel Room Nights + 6,600 Airbnb
- **95.8 Million** Labor Income

In addition, the DNC generated massive publicity and media exposure for Philadelphia, which translated into significant increases in engagement with prospective travelers and the travel trade. Additional benefits from hosting the convention were realized by the city through multiple philanthropic campaigns and community investments that will continue to benefit the city for years to come.

THE 2016 DNC HOST COMMITTEE COMMUNITY IMPACT PROGRAM

An important component of hosting the DNC in Philadelphia was the added local benefit the city received through the Community Impact Program of the 2016 DNC Host Committee.

The program’s successes include:

- Raising $600,000 from philanthropic sources
- Completion of 11 impact projects during the convention
- Engagement of 2,000 school-age children in convention-related activities
- Partnership with 30 Philadelphia-based non-profit organizations
- Donation of $400,000 worth of supplies and equipment to 25 local non-profit organizations

Source: Tourism Economics DNC Economic Impact Report
Citywide Conventions Boost Hotel Performance

Center City hotels thrived during citywide conventions versus comparable days with no citywide conventions, delivering:

- **12%** higher occupancy
- **$64 Million** higher Revenue Per Available Room
- **$79 Million** higher Room Revenue
- **$191** ADR (Up 5% vs. 2015)
- **$149** RevPAR (Up 6.7% vs. 2015)

**Revenue Per Available Room:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue Per Available Room</th>
</tr>
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<tbody>
<tr>
<td>2012</td>
<td>$125</td>
</tr>
<tr>
<td>2013</td>
<td>$126</td>
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<tr>
<td>2014</td>
<td>$131</td>
</tr>
<tr>
<td>2015</td>
<td>$140</td>
</tr>
<tr>
<td>2016</td>
<td>$149</td>
</tr>
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</table>

**Hotel Occupancy:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hotel Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>74.3%</td>
</tr>
<tr>
<td>2013</td>
<td>73.3%</td>
</tr>
<tr>
<td>2014</td>
<td>75.5%</td>
</tr>
<tr>
<td>2015</td>
<td>76.8%</td>
</tr>
<tr>
<td>2016</td>
<td>78.0%</td>
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**Average Daily Rate:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Daily Rate</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>2013</td>
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<tr>
<td>2014</td>
<td>$173</td>
</tr>
<tr>
<td>2015</td>
<td>$173</td>
</tr>
<tr>
<td>2016</td>
<td>$191</td>
</tr>
</tbody>
</table>

**Hotel Room Revenue:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hotel Room Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$502M</td>
</tr>
<tr>
<td>2013</td>
<td>$507M</td>
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<tr>
<td>2014</td>
<td>$536M</td>
</tr>
<tr>
<td>2015</td>
<td>$566M</td>
</tr>
<tr>
<td>2016</td>
<td>$608M</td>
</tr>
</tbody>
</table>

**Room Night:**

A hotel room occupied for one night. A visitor may contribute multiple room nights per stay in Philadelphia.

**KEY TERMS:**

- **Citywide:** The PHL CVB defines a citywide event as one that uses more than 2,000 hotel rooms on the busiest night of a convention.
- **ADR:** A measure of the average rate paid for rooms sold, calculated by dividing total room revenue by total rooms sold. **(Source: STR)**
- **RevPAR:** The total guest room revenue divided by the total number of available rooms. **(Source: STR)**
- **Room Night:** One hotel room occupied for one night. A visitor may contribute multiple room nights per stay in Philadelphia. 

(Source: STR)
Booked by Our Sales Team in 2016 – Another All-Time Record Year

- **713 Meetings & Conventions Booked** (Up 18.2% vs. 2015)
- **903,000 Room Nights Booked** (Up 5.4% vs. 2015) All-Time Record
- **49% Bookings Falling Within Next Five Years**
- **35% Short-Term Bookings Falling Within 2016-2018**

**$1.3 Billion** in Estimated Future Economic Impact

$200 million more than 2015 All-Time Record!

2016 Booking Highlights

- **APRIL 2017**
  - 2017 NFL Draft
  - $86 Million Estimated Economic Impact

- **MARCH 2019**
  - National School Boards Association
  - $31 Million Estimated Economic Impact

- **APRIL 2022**
  - American Society of Cataract and Refractive Surgery
  - $40 Million Estimated Economic Impact

Pennsylvania Convention Center-related events account for 71% of total room nights booked by PHL CVB in 2016

Our sales team was on the road in 2016

- **38 Sales Trade Shows** (3 added vs. 2015)
- **661 Sales Calls** (Up 57% vs. 2015)
- **234 Site Visits** (Up 29% vs. 2015)

Generating business to Philadelphia through one-on-one interactions

Estimates for total future groups on the books

- **2.4 Million Attendees**
- **3.5 Million Total Room Nights**
- **$4.8 Billion Total Economic Impact for the Region**
Growing tourism to Philadelphia through one-on-one interactions worldwide

Making connections with domestic group tour operators, overseas tour operators, receptive tour operators and other travel trade professionals:

- **23 Sales Trade Shows** (international and domestic) in 10 countries, including the American Bus Association, U.S. Travel’s IPW, Arabian Travel Market and more.
- **11 Sales Missions** in 10 countries, including the Philadelphia Orchestra Asia Tour and a joint mission with Brand USA in India.
- **58 Travel Trade Familiarization Trips** 248 participants from 17 countries visiting Philadelphia.
- **47 International Press Familiarization Trips** with 94 participants from 12 countries visiting Philadelphia.
- **1,330 Media Stories Across the Globe** on Philadelphia as an international destination.

Our global tourism department is dedicated to increasing Philadelphia’s position as a leading destination for overseas visitors and domestic group tours. We do this by marketing and selling to tour operators and travel agents, and working through overseas international media to market to business and leisure travelers.

Our team in Philadelphia was supported by six in-country representation offices in 2016 that served as an extension of our staff. These offices are located in China, India, Italy (also covers Spain), France, Germany (also covers Austria and Switzerland) and the U.K. (also covers Ireland).
15th Most-Visited City in the U.S. by Overseas Travelers

638,300
Total Overseas Visitors to Philadelphia in 2015
(Up 3% vs. 2014)

29.3%
of Overseas Travelers to Philadelphia in 2015 Were First-Time Visitors to the U.S.
(Upon from 27.5% in 2014)

$982 Million
Total Economic Impact
(Up 2% vs. 2014)

64%
of Overseas Visitors to Philadelphia Stayed in a Hotel in 2015
(Up from 59% in 2014)

Top Overseas Markets Visiting Philadelphia
Philadelphia continues to see substantial growth from emerging markets in China and India, despite no direct flights.

Forecast for 2016: 653,000 overseas visitors to Philadelphia (Up 2.3% vs. 2015)

Primary Reasons for Overseas Travel to Philadelphia in 2015
Leisure 17%
Business 8%
Convention/Conference 8%
Education/Other 5%

Top Activities for Overseas Visitors to Philadelphia

88% Shopping
78% Sightseeing
56% Art Galleries/Museums
51% National Parks/Monuments
48% Historic Locations

The PHLCVB works closely with our in-country partners to distribute destination content through each of these sources that encourages and inspires travel to Philadelphia.

Philadelphia is a major overseas international gateway to Pennsylvania

51%
of Overseas Visitors to Philadelphia Identified Pennsylvania as their primary U.S. destination.
(Up 5% vs. 2014)

Port of Entry

Philadelphia currently has daily nonstop flights from 34 international destinations (year-round and seasonal).

Top 2015 Travel Information Sources for Overseas Visitors

- Airline 48%
- Online Travel Agency 31%
- Personal Recommendations 21%
- Travel Agency Office 13%
- Travel Guide 13%

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51%
of Overseas Visitors to Philadelphia Identified Pennsylvania as their primary U.S. destination.
(Up 5% vs. 2014)

Forecast for 2016: 653,000 overseas visitors to Philadelphia (Up 2.3% vs. 2015)
PHL DIVERSITY
A Division of the Philadelphia Convention & Visitors Bureau

PHL Diversity assists the Sales department with promoting Philadelphia as a diverse and inclusive destination to help book business for the city. This business development division also works with the Convention Services department to provide innovative and creative customer service and resources to incoming diverse/multicultural groups.


31 diversity-related events took place in 2016 and generated:

- **45,000** Attendees
  (Up 60% vs. 2015)

- **43,000** Room Nights
  (Up 153% vs. 2015)

- **$42 Million**
  Estimated Economic Impact
  (Up 90% vs. 2015)

81% of room nights consumed by PHL Diversity-related groups fell in hotel need periods* — helping to fill hotel rooms during typically slower times of year.

*Q1, July, August, December and four major holidays (Easter, Memorial Day, July 4th and Labor Day)

PHL Diversity initiatives amplify the division’s mission both locally and nationally while strengthening Philadelphia’s position as a welcoming and inclusive destination.

Education and Workforce Development

Unconscious Bias Workshop: A program taking place during Philadelphia Minority Enterprise Development Week, this workshop examines how implicit bias has a direct impact on business opportunities.

The Business Value of Diversity, Philadelphia’s Network and Affinity Groups: In conjunction with the Center City Proprietors Association, this panel discussion of hospitality leaders explored the challenges and best practices for embracing diversity in small and large companies.

PHL Diversity/Philadelphia Area MPI Jack Ferguson Scholarship: This annual scholarship ensures that each year a minority meeting professional receives a scholarship to attend the Annual MPI World Education Conference. In 2016, two full scholarships were awarded.

Diversity and Inclusion Conference: An annual event, the 2016 forum was in partnership with Lodging Media, for hospitality institutions in search of strategies to enhance corporate social responsibility, educational opportunities and cross-cultural understanding.

Hospitality Education Day: Each year local high school and college students are introduced to the many career opportunities available in the hospitality industry.

Minority Business Development

Business Opportunity Luncheon: Annual event to help cultivate multicultural business by providing networking and contract opportunities for minority businesses with upcoming diverse meetings and conventions.

PHL Diversity Podcasts: Brief insights and opinions from tourism and hospitality leaders, meeting/convention professionals and academics regarding specific hospitality, tourism and diversity topics. In 2016, 28 podcasts were produced and distributed via iTunes, Stitcher and SoundCloud.

Community Engagement

PHL Diversity Advisory Board: 73 local business leaders serve on an advisory board, which includes three working committees dedicated to Education, Innovation and Marketing, and Board Development and Nominations.

PHL DIVERSITY

The three business development divisions of the PHLCVB — PHL Diversity, PHL Life Sciences and PHL Sports — work directly with our Sales team to attract new bookings to Philadelphia.

Each division also works seamlessly with the PHLCVB Convention Services team and our meeting planner customers to provide access to industry experts and speakers, and to connect conventions with off-site networks, regional attendees and member venues.

$517 Million

2016 total estimated economic impact from all division-related meetings and conventions

© Scott Spitzer Photography & Design, LLC/Fairmount Park
PHL Life Sciences raises the visibility of the tri-state region (Pennsylvania, New Jersey and Delaware) as a world-class destination for life sciences meetings, conventions and business. The life sciences industry refers to the fields of biotechnology, pharmaceuticals, biomedical technologies, life systems technologies, nutraceuticals, cosmeceuticals, food processing, and medical and healthcare organizations and institutions.

Special Initiatives and Community Engagement help to enhance the positioning of PHL Life Sciences as a valuable resource for the life sciences meetings industry.

**PHL Life Sciences Ultimate Solution Award:** This distinct recognition is annually awarded to an individual or organization that has raised Philadelphia’s profile as a life sciences destination — in 2016, the award was presented to Dr. Margaret Foti and the American Association for Cancer Research (AACR).

**PHL Life Sciences Advisory Board:** In 2016, new board co-chairs were selected to lead the advisory board of more than 50 industry leaders — Dr. Margaret Foti, CEO of AACR, and Chris Yochim, founding member and Chairman of the Board of the Delaware Bioscience Association.

**Healthcare Convention & Exhibitors Association (HCEA) Partnership:** PHL Life Sciences continues its exclusive industry partner relationship with HCEA, an association that is instrumental in promoting healthcare convention marketing and exhibitions as vital components of the healthcare marketing mix.

**HMCC Program:** In 2016, the PHLCVB and PHL Life Sciences were presenting sponsors of the Meeting Professionals International (MPI) Healthcare Meeting Compliance Certificate (HMCC) program, providing a one-day intensive training to meeting planners, helping them successfully navigate the increasingly complex pharmaceutical, biotech and medical device regulatory environment.

**PHL Life Sciences Nursing Leadership Committee:** Main Line Health Senior Vice President and Chief Nursing Officer Barbara Wadsworth, DNP, FAAN, was named chair of the committee in 2016 and is committed to supporting the group’s efforts to promote Philadelphia as a destination for nursing meetings and conventions.

**PHL Life Sciences Nursing Leadership Committee:** In 2016, the PHL Life Sciences Advisory Board also included key stakeholders to discuss the potential development of a destination for nursing meetings and conventions.

**PHL Life Sciences Advisory Board:** In 2016, new board co-chairs were selected to lead the advisory board of more than 50 industry leaders — Dr. Margaret Foti, CEO of AACR, and Chris Yochim, founding member and Chairman of the Board of the Delaware Bioscience Association.

**Healthcare Convention & Exhibitors Association (HCEA) Partnership:** PHL Life Sciences continues its exclusive industry partner relationship with HCEA, an association that is instrumental in promoting healthcare convention marketing and exhibitions as vital components of the healthcare marketing mix.

**Operation Gratitude Day:** PHL Sports hosted its sixth annual Operation Gratitude Day on November 9, 2016. The team collected 3,087 lbs of donation items for care packages being sent to service members overseas and their children, Wounded Warriors, Veterans and First Responders. Additionally, almost $4,000 in monetary donations were collected.

**Multisport Complex:** PHL Sports continues to meet with key stakeholders to discuss the potential development of a Multisport Complex for the city, which would help attract significant new event business to the region annually.

**PHL Sports Advisory Board:** 90 sports industry leaders serve on an advisory board, helping to further the division’s mission and support the events that are booked.

30 sports-related events took place in 2016 and generated:

**247 life sciences-related events** took place in 2016 and generated:

- **132,000** Attendees
- **213,000** Room Nights
- **$295 Million** Total Economic Impact

**2016 Total Room Nights for Sports-Related Conventions & Events in Philadelphia:**

**24.4k** Room Nights

**2016 Total Room Nights for Sports-Related Conventions & Events in Philadelphia:**

**458,000** Room Nights

**49,000** PHLCVB-Contracted Room Nights

**104,000** Total Room Nights, Including Fan Rooms*

**$180 Million** Total Economic Impact

*In addition to the hotel room blocks that PHL Sports contracts for its special events, there are many more rooms booked outside the block by travel and their families, bringing in millions in additional economic impact for our city and region.

**PHL Life Sciences Nursing Leadership Committee:** Main Line Health Senior Vice President and Chief Nursing Officer Barbara Wadsworth, DNP, FAAN, was named chair of the committee in 2016 and is committed to supporting the group’s efforts to promote Philadelphia as a destination for nursing meetings and conventions.
2016 Owned Media

The PHL CVB communicates with its key audiences directly through publications, social media, its website, e-communications and more.

**DiscoverPHL.com**
- 9% increase (vs. 2015) in total page views
  - 46% increase (vs. 2015) in page views for the meeting planner section
- 17% increase (vs. 2015) in total sessions
- 178 online RFP submissions for future meetings and conventions (up 100%+ vs. 2015)

**Publications**
- 500,000 Philadelphia Official Visitors Guide distributed
- 10,000 Professional Planners Guide distributed to meeting planners: 66% mailed directly and 32% mailed upon request

**Social Media**
- 26% total increase (vs. 2015) in social media fans and followers across PHL CVB channels.

**E-mail & E-Newsletters**
- 300+ e-communications sent to 425,000+ customers, tour operators, board members, stakeholders and members

2016 Earned Media

By working with journalists across the globe on a daily basis, the PHL CVB gets priceless exposure for the city as a top overseas travel destination and as a premier place to host a meeting or convention.

**Earned Media**
- 61,000+ total media stories in 2016 appeared in:
  - Meetings and convention trade publications
  - Local, regional and national consumer media
  - Overseas international travel trade and consumer media

**Strategic Marketing Partners**

Organizations like:
- Meetings & Convention Industry
- HCEA – Healthcare Convention & Exhibitors Association
- HelmsBriscoe
- PCMA – Professional Convention Management Association
- Pennsylvania Convention Center
- MPI – Meeting Professionals International

Overseas Tourism
- American Airlines
- Brand USA
- British Airlines
- Expedia
- National Geographic Traveler

Group Tour
- Museum of the American Revolution
- The National Constitution Center
- One Liberty Observation Deck

PAID PRINT
- 1.6 Million total circulation from print advertising

PAID DIGITAL
- 57.6 Million impressions through e-marketing, digital display and social media advertising
- 12.2+ Million impressions across 55 search engine marketing campaigns

PAID PRINT
- 500,000 Philadelphia Official Visitors Guide distributed
- 10,000 Professional Planners Guide distributed to meeting planners: 66% mailed directly and 32% mailed upon request

PAID DIGITAL
- 1.6 Million total circulation from print advertising
- 57.6 Million impressions through e-marketing, digital display and social media advertising
- 12.2+ Million impressions across 55 search engine marketing campaigns

PAID DIGITAL
- 1.6 Million total circulation from print advertising
- 57.6 Million impressions through e-marketing, digital display and social media advertising
- 12.2+ Million impressions across 55 search engine marketing campaigns

E-MAIL & E-NEWSLETTERS
- 300+ e-communications sent to 425,000+ customers, tour operators, board members, stakeholders and members

**Paid Digital**
- 1.6 Million total circulation from print advertising
- 57.6 Million impressions through e-marketing, digital display and social media advertising
- 12.2+ Million impressions across 55 search engine marketing campaigns
The PHL CVB Membership & Special Events department recruits and services PHL CVB members and brings the hospitality community together through networking events and educational seminars, helping to connect local business with meeting planners and convention business. The team is also responsible for event planning for the PHL CVB, Convention Sales & Services and the three business development divisions.

In 2016, the Membership & Special Events team assisted the 2016 DNC Host Committee by consulting on several local events, including the volunteer party, media party and two delegate welcome parties.

Our members employ thousands of Philadelphians from every neighborhood, and the work we do helps to support their businesses.

Hospitality-related job growth over the last five years:

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>63,200</td>
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<tr>
<td>2013</td>
<td>64,800</td>
</tr>
<tr>
<td>2014</td>
<td>67,100</td>
</tr>
<tr>
<td>2015</td>
<td>68,000</td>
</tr>
<tr>
<td>2016</td>
<td>71,000</td>
</tr>
</tbody>
</table>

Source: U.S. Department of Labor, Bureau of Labor Statistics

The majority of our revenue comes from a tax added to hotel room stays, so the visitors we bring in help fund our efforts.
NFL Draft
The NFL Draft, taking place April 27–29, will welcome over 200,000 football fans from across the country to the Benjamin Franklin Parkway. This marks the first time in NFL history that the event will take place completely outside. A 3,000-seat open-air theater will be constructed on the steps of the Philadelphia Museum of Art, and the concurrent NFL Draft Experience fan festival will span the size of 25 football fields along the Parkway. The event is expected to generate over 39,000 in hotel room nights and over $80 million in economic impact for the city. The 2017 NFL Draft will be the largest fan event ever produced by the NFL, providing Philadelphia yet another opportunity to deliver a historic marquee event.

Three-Year Strategic Business Plan
2016 marked our 75th year of convention and global tourism marketing in Philadelphia. That kind of run is possible only with clear objectives and determined leadership. Our new strategic plan is the result of an extensive and inclusive process designed to move the organization forward. It is representative of collaboration between the PHLCVB, community and business leadership from the City of Philadelphia, the Pennsylvania Convention Center and many other key partners. Taking into account our proven strengths, our assets and tourism industry trends, the plan will outline our key focus areas and opportunities for the next three years and beyond.

Expansion into the Nordic Region
In January of 2017, the PHLCVB opened our seventh international representation office in Copenhagen, Denmark, to promote Philadelphia as a top U.S. destination and encourage travel from the entire Nordic Region (Iceland, Denmark, Sweden, Norway and Finland). Beginning May 2017, Icelandair’s new non-stop service from Reykjavik to Philadelphia will offer connections from more than 25 European cities and will greatly increase access to Philadelphia. We are projecting 21% growth from this market by 2020.

<table>
<thead>
<tr>
<th>Name</th>
<th>Start</th>
<th>End</th>
<th>Estimated Attendance</th>
<th>Estimated Economic Impact</th>
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<tr>
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<td>1/8/17</td>
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<td>$7.4 M</td>
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<tr>
<td>American Occupational Therapy Association</td>
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<td>4/2/17</td>
<td>10,000</td>
<td>$17.1 M</td>
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<tr>
<td>2017 Northeast National Volleyball Qualifier</td>
<td>4/6/17</td>
<td>4/16/17</td>
<td>17,000</td>
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<td>Risk and Insurance Management Society, Inc.</td>
<td>4/23/17</td>
<td>4/26/17</td>
<td>12,000</td>
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<td>2017 NFL Draft</td>
<td>4/27/17</td>
<td>4/29/17</td>
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<td>LIGHTFAIR International</td>
<td>5/9/17</td>
<td>5/11/17</td>
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<td>UBM, LLC</td>
<td>5/16/17</td>
<td>5/18/17</td>
<td>5,000</td>
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<td>Bayada Home Health Care</td>
<td>6/2/17</td>
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<td>2,130</td>
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<td>American Water Works Association, Inc.</td>
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<td>American Association of Nurse Practitioners</td>
<td>6/20/17</td>
<td>6/25/17</td>
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<td>2017 Rock &amp; Roll Half Marathon</td>
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<td>National Black MBA Association, Inc.</td>
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<td>9/30/17</td>
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<td>American Osteopathic Association</td>
<td>10/7/17</td>
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<td>8,000</td>
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<td>Out and Equal</td>
<td>10/9/17</td>
<td>10/12/17</td>
<td>3,000</td>
<td>$6.3 M</td>
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<td>International Association of Chiefs of Police</td>
<td>10/21/17</td>
<td>10/24/17</td>
<td>14,000</td>
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<td>EDUCAUSE</td>
<td>10/31/17</td>
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<td>Philadelphia Marathon</td>
<td>11/18/17</td>
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<td>30,000</td>
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<td>The American Society for Cell Biology</td>
<td>12/2/17</td>
<td>12/6/17</td>
<td>9,000</td>
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</tr>
<tr>
<td>2017 Army Navy</td>
<td>12/8/17</td>
<td>12/9/17</td>
<td>70,000</td>
<td>$34.0 M</td>
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</tbody>
</table>
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ECONOMY LEAGUE OF THE CITY OF PHILADELPHA


In 1941, the Philadelphia Convention & Tourist Bureau (PCTB) was created out of a department of the Philadelphia Chamber of Commerce.

In the 75 years since, Philadelphia has continued its growth into a world-class city, including recently earning the first “World Heritage City” designation in the country. Over the years, the Bureau (which later became the Philadelphia Convention & Visitors Bureau) has been so proud to have helped promote the city’s incredible transformation into a viable, global destination for conventions, meetings, sporting events and overseas visitors.

<table>
<thead>
<tr>
<th>1940s (annual average)</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>172 meetings and conventions</td>
<td>644 meetings and conventions</td>
</tr>
<tr>
<td>100,000 attendees</td>
<td>670,000 attendees</td>
</tr>
<tr>
<td>$7 Million in economic impact (approximately $85 Million in today’s dollars)</td>
<td>$989 Million in economic impact</td>
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</table>

1940s: Travel in Times of War
Philadelphia was the first convention bureau in the country to work directly with the Office of Defense Transportation to help curtail travel and conventions during the war. Post-war, the CVB capitalized on renewed interest in travel.

1950s: Building the City’s Image
The CVB focused on image-building for the city and expanded its staff to 12, including creating a Publicity Department.

1960s: Philadelphia’s Official Tourism Agency
The CVB was designated the City of Philadelphia’s “Official Tourism Promotion Agency” in 1965. This resulted in increased efforts to promote the city for tourism, including a “Miss Welcome to Philadelphia” program in 1968, and FAM trips to the city for journalists, tour operators and convention planners.

1970s: Going International
The CVB continued to ramp up its efforts to promote Philadelphia as an exciting destination, including expanding its international PR efforts. In 1978, the CVB hosted more than 100 travel writers.

1980s: Expanding Divisions
The CVB created two new divisions in 1987 – both firsts in the nation – dedicated to core markets for the city. The Minority Advisory Council (MAC), which later became the Multicultural Affairs Congress and is now PHL Diversity; and the Philadelphia Sports Congress (PSC), which is now PHL Sports.

In 1990, the Health Care Congress division was founded, which is today called PHL Life Sciences.

1990s: The Pennsylvania Convention Center
In 1993, the long-awaited Pennsylvania Convention Center opened!

2000s: Marketing for the Future
The PHL CVB continued to grow and expand its overseas international tourism efforts, opening representation offices across the globe. Meanwhile, the Bureau focused efforts on digital marketing, creative advertising and new branding to strengthen Philadelphia’s position in a highly competitive meetings and convention market, including promoting the expansion of the Pennsylvania Convention Center.

Today: Looking Ahead
The future looks bright, and as the PHL CVB continues to grow and helps to support the tens of thousands of hospitality jobs in the city of Philadelphia, we thank all of our members, partners and friends throughout the region for their continued support!