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 do whatever it takes to attract ethnically diverse regional, national and international convention and tourism customers through creative sales, marketing and communications efforts.
<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Messages from Leadership</td>
<td>4</td>
</tr>
<tr>
<td>Global Tourism Sales Efforts</td>
<td>6</td>
</tr>
<tr>
<td>Overseas Visitor Behavior</td>
<td>8</td>
</tr>
<tr>
<td>Global Tourism Results</td>
<td>9</td>
</tr>
<tr>
<td>Meeting &amp; Convention Results</td>
<td>10</td>
</tr>
<tr>
<td>Event Spotlight</td>
<td>12</td>
</tr>
<tr>
<td>2017 NFL Draft Results</td>
<td>13</td>
</tr>
<tr>
<td>2017 Center City Hotel Performance</td>
<td>14</td>
</tr>
<tr>
<td>Business Development Divisions</td>
<td>16</td>
</tr>
<tr>
<td>2017 Total Sales Activity for Meetings, Conventions &amp; Events</td>
<td>20</td>
</tr>
<tr>
<td>Marketing &amp; Communications</td>
<td>22</td>
</tr>
<tr>
<td>Membership &amp; Special Events</td>
<td>24</td>
</tr>
<tr>
<td>Financials</td>
<td>25</td>
</tr>
<tr>
<td>Looking Ahead</td>
<td>26</td>
</tr>
<tr>
<td>2018 Board of Directors &amp; Partners</td>
<td>28</td>
</tr>
</tbody>
</table>
MESSAGES FROM LEADERSHIP

DEAR STAKEHOLDERS,

2017 was an exciting year for Philadelphia’s hospitality community. Together, we set a modern-day hotel occupancy record at 78.2%, flawlessly executed the 2017 NFL Draft with a total attendance of 250,000, and, for the third straight year, booked over 840,000 room nights for future years through the meeting and convention segment.

Through all of our efforts, the PHLConvB team is focused on driving hotel occupancy, which serves as a barometer for the health and vitality of the tourism industry. When hotels are full, jobs across a wide spectrum are being created and supported. Hotel employees — housekeepers, guest services and front desk staff — have increased opportunities to work, and other sectors like retail, food and beverage, and transportation are positively impacted as well.

In Philadelphia County alone, over 73,000 jobs are hospitality-related, helping to elevate tourism to the region’s fourth largest employment sector overall.

Our strong meeting, convention and sporting events calendar provided a solid foundation for our tourism industry’s success in 2017. This business attracted over 800,000 attendees to Philadelphia and yielded an estimated economic impact of $581 million.

Citing the most recent overseas visitation data (CY 2016), we were also able to grow Philadelphia’s share of overseas visitation, despite a 2% decline nationally. Overseas visitors spending in Philadelphia was also strong, helping to generate an estimated economic impact of over $1 billion for the Philadelphia region.

As we look ahead, we are well positioned to continue optimizing Philadelphia’s assets with an efficient and effective approach for promoting the city as the destination of choice for meeting professionals, event organizers, and overseas visitors. The PHLConvB remains focused on our role as an economic engine for Philadelphia and we are proud to be a part of the city’s success story.

Julie Coker Graham
President & CEO

Nick DeBenedictis
Chairman of the Board

MESSAGE FROM THE MAYOR

As a lifelong Philadelphian, I am grateful for the work the Philadelphia Convention and Visitors Bureau has done on behalf of our great city. The PHLConvB is an economic engine for Philadelphia, creating jobs and fueling our economy by bringing in millions of visitors each year, whether they are meeting and convention attendees, overseas visitors or part of a travel group.

From hosting the incredibly successful NFL Draft to countless meetings and conventions that broke attendance records, our hospitality community has proven to be second to none. There’s nothing better for our local tourism industry than when events and conventions become repeat customers, such as the Army-Navy Game, which we are proud to welcome to Philadelphia four times over the next five years. Meetings, conventions and sporting events help keep our restaurants and shops busy, our hotels full and most importantly, jobs supported throughout our neighborhoods and communities.

I look forward to continuing to work side by side with Julie, Nick and their dedicated team as we ensure Philadelphia is well positioned as a global destination for conventions and tourism.

Jim Kenney
Mayor, City of Philadelphia

MESSAGE FROM THE GOVERNOR

It is my pleasure to recognize the Philadelphia Convention and Visitors Bureau (PHLConvB) for its dedication to providing an exceptional meeting space to local, regional, national and international business communities.

The Philadelphia Convention and Visitors Bureau is a driving force for the commonwealth’s growth and prosperity, and I applaud the innovation, creativity and dedication of the entire team. It has been exciting to see the work of the PHLConvB strengthen the position of Philadelphia for both meetings and conventions at our state-of-the-art Pennsylvania Convention Center and as a welcoming destination for visitors from across the globe. The efforts of the PHLConvB are vital to tourism, one of the commonwealth’s largest industries, supporting over 73,300 jobs in Philadelphia County. Through its strategic approach, the PHLConvB will continue to attract travelers to the region, create job opportunities for citizens and strengthen our economy for many years to come.

As Governor, and on behalf of the Commonwealth of Pennsylvania, I extend my gratitude to the PHLConvB for the economic impact it helps generate, creating opportunities for thousands of Pennsylvania workers.

Tom Wolf
Governor, Commonwealth of Pennsylvania

“The PHLConvB is an economic engine for Philadelphia, creating jobs and fueling our economy by bringing in millions of visitors each year, whether they are meeting and convention attendees, overseas visitors or part of a travel group.”

-Mayor Jim Kenney
GLOBAL TOURISM SALES EFFORTS

Our Global Tourism department is dedicated to increasing Philadelphia’s position as a leading destination for international visitors from overseas* and domestic group tours. We do this by marketing and selling to tour operators and travel agents and by working with overseas media to tell Philadelphia’s story to business and leisure travelers.

Our team in Philadelphia was supported by seven in-country representation offices who have a presence in 15 markets. Our Philadelphia-based team also promotes our destination in an additional 8 markets, bringing our total footprint to 23 global markets. In 2017, we opened an office in Copenhagen Denmark. This office supports our efforts across the Nordic Region, including Denmark, Finland, Iceland, Norway and Sweden. The Copenhagen office was opened following the addition of new, non-stop service by Icelandair to Philadelphia, increasing access for travelers from the Nordic countries and throughout Europe.

2017 GLOBAL TOURISM MARKETS

Our Philadelphia-based Global Tourism Team grew visitation to the region through one-on-one interactions worldwide, including:

- 25 Trade shows Domestic and International in 9 countries
- 15 Sales Missions in 16 countries
- 69 Travel Trade Familiarization Trips 320 participants from 22 countries

2016 OVERSEAS VISITATION RESULTS

Half of Philadelphia’s overseas visitors continue to come from Western Europe. However, in 2016, China jumped to Philadelphia’s second-largest source market, making it the fastest-growing of our city’s top 10 markets:

*Excludes Canada and Mexico

(Source: Tourism Economics; and the PHL CVB)

* Overseas visitation data is from 2016, the most recently available data.
OVERSEAS VISITOR BEHAVIOR

PRIMARY REASONS FOR OVERSEAS TRAVEL TO PHILADELPHIA IN 2016

- Leisure: 9%
- Business: 8%
- Education/Other: 12%
- Convention/Conference: 71%

2016 TOP ACTIVITIES FOR OVERSEAS VISITORS TO PHILADELPHIA

- Shopping: 85%
- Sightseeing: 83%
- Art Galleries/Museums: 56%
- Historic Locations: 52%
- National Parks/Monuments: 52%

2016 AIR TRAVEL BOOKING WINDOW

“Booking window” is defined as the number of days prior to departure that airline reservations were made. Most travelers coming to Philadelphia are making travel arrangements one to three months in advance.

- 1-30 days: 46%
- 31-90 days: 31%
- 91-180 days: 19%
- 181+ days: 4%

(Source: National Travel & Tourism Office)

GLOBAL TOURISM RESULTS

COMMUNITY IMPACT FROM OVERSEAS VISITORS IN 2016

644,200 Number of Visitors
$607M Visitor Spend
$1B Economic Impact
8,519 FTE Jobs Directly Supported
$358M Personal Income

Direct Spend by Location:
- Philadelphia County: 63%
- Montgomery County: 11%
- Chester County: 16%
- Remainder of Region: 10%

In Philadelphia, overseas travelers² account for 56% of all international visitation and 74% of all international visitor spending.

¹ FTE = Full-time Equivalent
² Excludes Canada and Mexico
(Source: Tourism Economics; and VisaVue)
MEETING & CONVENTION RESULTS

THE CONVENTION AND GROUP SEGMENT DRIVES BOTTOM-LINE RESULTS FOR PHILADELPHIA HOTELS

- In 2017, the convention and group segment generated sales of:
  - 1.1 million room nights
  - $207 million in hotel room revenue — more revenue than any other market segment
  - 54% of all convention and group room nights in Philadelphia were booked by the PHL CVB.

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 help ensure a cost-efficient and profitable event.

HOTEL CUSTOMER MARKET SEGMENTS

2017 Total Room Demand = 3,332,000

- 32% Convention & Group
- 33% Leisure
- 31% Commercial
- 3% Airline Crews
- 2% Government

COMMUNITY IMPACT FROM 2017 MEETINGS AND CONVENTIONS BOOKED BY THE PHL CVB

2017 MEETINGS & CONVENTIONS HELD AT THE PENNSYLVANIA CONVENTION CENTER
Booked by the PHL CVB

- $449M Economic Impact
- 648,000 Attendees
- 398,000 Room Nights

Pennsylvania Convention Center-related meetings and conventions delivered 77% of the total economic impact generated by 2017 PHL CVB-booked events.

THE CONVENTION AND GROUP SEGMENT DRIVES BOTTOM-LINE RESULTS FOR PHILADELPHIA HOTELS

- In 2017, the convention and group segment generated sales of:
  - 1.1 million room nights
  - $207 million in hotel room revenue — more revenue than any other market segment
  - 54% of all convention and group room nights in Philadelphia were booked by the PHL CVB.

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 help ensure a cost-efficient and profitable event.

HOTEL CUSTOMER MARKET SEGMENTS

2017 Total Room Demand = 3,332,000

- 32% Convention & Group
- 33% Leisure
- 31% Commercial
- 3% Airline Crews
- 2% Government

COMMUNITY IMPACT FROM 2017 MEETINGS AND CONVENTIONS BOOKED BY THE PHL CVB

2017 MEETINGS & CONVENTIONS HELD AT THE PENNSYLVANIA CONVENTION CENTER
Booked by the PHL CVB

- $449M Economic Impact
- 648,000 Attendees
- 398,000 Room Nights

Pennsylvania Convention Center-related meetings and conventions delivered 77% of the total economic impact generated by 2017 PHL CVB-booked events.

THE CONVENTION AND GROUP SEGMENT DRIVES BOTTOM-LINE RESULTS FOR PHILADELPHIA HOTELS

- In 2017, the convention and group segment generated sales of:
  - 1.1 million room nights
  - $207 million in hotel room revenue — more revenue than any other market segment
  - 54% of all convention and group room nights in Philadelphia were booked by the PHL CVB.

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 help ensure a cost-efficient and profitable event.

HOTEL CUSTOMER MARKET SEGMENTS

2017 Total Room Demand = 3,332,000

- 32% Convention & Group
- 33% Leisure
- 31% Commercial
- 3% Airline Crews
- 2% Government

COMMUNITY IMPACT FROM 2017 MEETINGS AND CONVENTIONS BOOKED BY THE PHL CVB

2017 MEETINGS & CONVENTIONS HELD AT THE PENNSYLVANIA CONVENTION CENTER
Booked by the PHL CVB

- $449M Economic Impact
- 648,000 Attendees
- 398,000 Room Nights

Pennsylvania Convention Center-related meetings and conventions delivered 77% of the total economic impact generated by 2017 PHL CVB-booked events.
EVENT SPOTLIGHT

The 2017 NFL Draft produced significant results for Philadelphia and the surrounding region. Visitors from across the country, representing fans from every team in the League, came to Philadelphia for a three-day event. The NFL Draft took place along the Benjamin Franklin Parkway with the support of the City of Philadelphia, the Philadelphia Eagles, the Commonwealth of Pennsylvania, the Pennsylvania Convention Center, the Philadelphia Museum of Art, the Franklin Institute, the PHL CVB and its business development division, PHL Sports and a host of other civic and business partners.

250,000
Total Event Attendance

46%
Out-of-Town Day Visitors

17%
Out-of-Town Overnight Visitors

37%
Local Day Visitors

182,058
Unique Attendees

1,800
Media Attended

2,352
Print, Digital and Broadcast Stories with a Destination Mention

137.4M
Media Impressions

PHLCVB Social Media Activity during the week of the Draft:

4M
NFL Draft-Related Tweets

#6
Most Tweeted About Sports Program in a 12-Month Period

13,663
Total Engagement

(Up 92.6% from previous week)

487K
Total Impressions

(Up 37% from previous week)

(Economic Impact)

12% Increase in Hotel Room Revenue Across Philadelphia’s Five-County Region

1,400 Volunteers Recruited

A large percentage of volunteers came from universities, providing an opportunity for students to learn about large-scale event production and tourism and hospitality.

Philadelphia School District

$50,000 Donation

Through a collaboration with the NFL Foundation, a $50,000 donation was made to the School District of Philadelphia to support new flag football programs for the city’s middle schools.

Smith Playground

$25,000 Donation

The Philadelphia NFL Draft Host Committee and the PHL CVB Foundation made a $25,000 donation to Urban Roots in support of sports programming, staffing and equipment at the newly renovated Smith Playground in South Philadelphia.

Simon’s Fund

$10,000 Donation

The Host Committee and the PHL CVB Foundation made a $10,000 donation to Simon’s Fund in support of its campaign to ensure that youth recreational facilities, including 18 Philadelphia Police Athletic League centers, would be equipped with Automated External Defibrillators (AEDs) to aid in cases of sudden cardiac arrest.

THE 2017 NFL DRAFT

2017 NFL DRAFT RESULTS

ECONOMIC IMPACT

$94.9M
Total Estimated Economic Impact

$7.9M
State & Local Taxes Generated

30,000
Jobs Supported

HOTEL PERFORMANCE

18,991
Room Nights

11%
Increase in Hotel Room Revenue Across Philadelphia’s Five-County Region

COMMUNITY IMPACT

1,400 Volunteers Recruited

1,800
Media Attended

2,352
Print, Digital and Broadcast Stories with a Destination Mention

137.4M
Media Impressions

PHL CVB Foundation Legacy Projects:

Philadelphia School District

$50,000 Donation

Through a collaboration with the NFL Foundation, a $50,000 donation was made to the School District of Philadelphia to support new flag football programs for the city’s middle schools.

Smith Playground

$25,000 Donation

The Philadelphia NFL Draft Host Committee and the PHL CVB Foundation made a $25,000 donation to Urban Roots in support of sports programming, staffing and equipment at the newly renovated Smith Playground in South Philadelphia.

Simon’s Fund

$10,000 Donation

The Host Committee and the PHL CVB Foundation made a $10,000 donation to Simon’s Fund in support of its campaign to ensure that youth recreational facilities, including 18 Philadelphia Police Athletic League centers, would be equipped with Automated External Defibrillators (AEDs) to aid in cases of sudden cardiac arrest.

The 2017 NFL Draft produced significant results for Philadelphia and the surrounding region. Visitors from across the country, representing fans from every team in the League, came to Philadelphia for a three-day event. The NFL Draft took place along the Benjamin Franklin Parkway with the support of the City of Philadelphia, the Philadelphia Eagles, the Commonwealth of Pennsylvania, the Pennsylvania Convention Center, the Philadelphia Museum of Art, the Franklin Institute, the PHL CVB and its business development division, PHL Sports and a host of other civic and business partners.

250,000
Total Event Attendance

46%
Out-of-Town Day Visitors

17%
Out-of-Town Overnight Visitors

37%
Local Day Visitors

182,058
Unique Attendees

1,800
Media Attended

2,352
Print, Digital and Broadcast Stories with a Destination Mention

137.4M
Media Impressions

PHL CVB Social Media Activity during the week of the Draft:

4M
NFL Draft-Related Tweets

#6
Most Tweeted About Sports Program in a 12-Month Period

13,663
Total Engagement

(Up 92.6% from previous week)

487K
Total Impressions

(Up 37% from previous week)

(Economic Impact)

12% Increase in Hotel Room Revenue Across Philadelphia’s Five-County Region

1,400 Volunteers Recruited

A large percentage of volunteers came from universities, providing an opportunity for students to learn about large-scale event production and tourism and hospitality.

Philadelphia School District

$50,000 Donation

Through a collaboration with the NFL Foundation, a $50,000 donation was made to the School District of Philadelphia to support new flag football programs for the city’s middle schools.

Smith Playground

$25,000 Donation

The Philadelphia NFL Draft Host Committee and the PHL CVB Foundation made a $25,000 donation to Urban Roots in support of sports programming, staffing and equipment at the newly renovated Smith Playground in South Philadelphia.

Simon’s Fund

$10,000 Donation

The Host Committee and the PHL CVB Foundation made a $10,000 donation to Simon’s Fund in support of its campaign to ensure that youth recreational facilities, including 18 Philadelphia Police Athletic League centers, would be equipped with Automated External Defibrillators (AEDs) to aid in cases of sudden cardiac arrest.
**CITYWIDE CONVENTIONS BOOST HOTEL PERFORMANCE**

Center City hotels thrived during citywide conventions versus comparable days with no citywide convention. Over the past three years, on average, citywide conventions deliver:

- **11%** Higher Occupancy
- **$54** Higher ADR
- **$69** Higher RevPAR

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

(Source: STR)
For 30 years, PHL Diversity has promoted Philadelphia as a diverse and inclusive destination for meetings and conventions. The division focuses on the African-American, Asian-American, Hispanic/Latino, LGBT, Native American and women meeting segments and has an advisory board of 62 local business leaders. The team also works seamlessly with the Convention Services department to provide innovative and creative customer service and resources to incoming diverse and multicultural groups.

**PHL DIVERSITY MEETING AND CONVENTION BUSINESS BOOKED IN 2017**

The PHLCVB team booked 37 PHL Diversity-related events for 2017 and future years. These events will bring 55,000 attendees to Philadelphia generating an estimated 57,000 hotel room nights for local hotels. PHL Diversity events play an important role of bringing visitors and group business to Philadelphia during key tourism need periods.

**DIVERSE BUSINESS DEVELOPMENT**

- **Business Opportunity Luncheon:** More than 300 business leaders from the Greater Philadelphia region gather at this annual event. The Luncheon provides local businesses an opportunity to connect with upcoming conventions and foster relationships with meeting planner customers. Proceeds from this event support the education of future diverse meeting professionals via a donation to the Jack P. Ferguson Scholarship Fund Philadelphia MPI and the National Society of Minorities in Hospitality.

- **PHL Diversity Podcasts:** PHL Diversity Podcasts explore topics of diversity and inclusion in the hospitality industry. The podcasts feature interviews with tourism and hospitality leaders, meeting and convention professionals and academics. The second season featured a total of 21 podcasts, which are available on SoundCloud, iTunes and Stitcher.

**2017 PHL DIVERSITY EVENT RESULTS**

- **51** Events
- **41K** Attendees
- **52K** Room Nights
- **$37M** Economic Impact
- **$3M** State & Local Taxes

(Source: Destinations International Event Impact Calculator and the PHLCVB)
PHL LIFE SCIENCES INDUSTRIES

PHL Lite Sciences raises the visibility of the tri-state region (Pennsylvania, New Jersey and Delaware) as a renowned destination for life sciences meetings, conventions and business. The life sciences industry refers to the fields of biotechnology, pharmaceuticals, biomedical technologies, life systems technologies, as well as medical, nursing and healthcare organizations and institutions.

PHL LIFE SCIENCES MEETING AND CONVENTION BUSINESS BOOKED IN 2017

The PHLCVB team booked 122 life science-related events for 2017 and future years. These events will bring more than 91,000 attendees to Philadelphia who will generate an estimated 186,000 hotel room nights for local hotels. This sector continues to be a pillar in Philadelphia’s meeting and convention market.

PHL LIFE SCIENCES ADVISORY BOARD

In 2017, Chris Yochim, founding member and chairman of the Board of the Delaware BioScience Association, joined Dr. Margaret Foti, president and CEO of the American Association for Cancer Research, as co-chair of the PHL Life Sciences Advisory Board, which consists of 49 members. These industry leaders help to connect life sciences groups/meetings to local networks.

LIFE SCIENCE INDUSTRY PARTNERSHIPS

PHL Life Sciences is the first and only division within a CVB in the country that is focused on attracting life science-related meetings. This division’s national meetings industry profile continues to grow through exclusive partnerships with organizations like Healthcare Convention & Exhibitors Association (HCEA). The PHL Life Sciences Executive Director also serves on the Medical Meetings Task Force for PCMA and on the MPI-MD advisory board.

Additionally, in 2017, PHL Life Sciences was a key supporter of the Healthcare Meeting Compliance Association, Bio NJ, the Nursing Organization Alliance Fall Summit, the World Congress Global Pharma Medical Meeting Planners Summit and EXL Pharma.

2017 PHL LIFE SCIENCES EVENT RESULTS

119 Events
162K Attendees
123K Room Nights
$96M Economic Impact
$9M State & Local Taxes

PHLSPORTS

For 30 years, PHL Sports has been bringing major sporting events and conventions to Philadelphia. The PHL Sports advisory board is made up of 90 sports industry leaders who further the division’s mission and support event-attraction efforts. PHL Sports engages community partners through targeted initiatives that support and position Philadelphia as a top sporting events destination.

PHL SPORTS CONVENTION AND EVENT BUSINESS BOOKED IN 2017

The PHLCVB team booked 47 sports-related events for 2017 and future years that will bring more than 567,000 attendees to the region. These visitors will generate 184,000 hotel room nights. Sports-related events booked in 2017 include extensions for the Army-Navy Game and Northeast Qualifier (NEQ) Volleyball, as well as a number of NCAA events like the 2019 and 2020 NCAA Men’s Lacrosse Championship, and the 2022 NCAA Men’s Basketball East Regional.

In addition to hosting premier sporting events, Philadelphia also has a tremendous track record in hosting sports-related conventions and meetings. These include the United Soccer Coaches, the US Lacrosse Convention (LaxCon), and the National Athletic Trainers Association (NATA), among many others. In 2017, the PHLCVB team booked the United Soccer Coaches for 2030 (2018, 2023 and 2026 were previously booked). Each time this convention is held in Philadelphia it has an estimated attendance of 13,000 and delivers an estimated 11,000 hotel room nights in January, a key tourism need period.

ARMY-NAVY GAME

In 2017, “America’s Game” had the highest national TV rating in 23 years and had a sellout crowd of over 69,000. Over Army-Navy Weekend, Philadelphia County hotels generated $7.7 million in hotel room revenue, an increase of 129% compared to the previous year when the Game was not held in Philadelphia.

2017 PHL SPORTS EVENT RESULTS

41 Events
472K Attendees
87K Room Nights
$219M Economic Impact
$18M State & Local Taxes

2017 ROOM NIGHTS FOR TOP SPORTS-RELATED EVENTS IN PHILADELPHIA

(Source: Destinations International Event Impact Calculator and the PHLCVB)

<table>
<thead>
<tr>
<th>Event</th>
<th>CVB-Contracted Room Nights</th>
<th>Estimated Additional Fan Room Nights*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Army-Navy Game</td>
<td>15,385</td>
<td>10,000</td>
</tr>
<tr>
<td>NFL Draft</td>
<td>18,991</td>
<td>13,607</td>
</tr>
<tr>
<td>NEQ Volleyball</td>
<td>26,028</td>
<td>5,384</td>
</tr>
</tbody>
</table>

* 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 fans and their families, bringing in millions in additional economic impact for our city and region.
2017 TOTAL SALES ACTIVITY FOR MEETINGS, CONVENTIONS & EVENTS

GENERATING BUSINESS TO PHILADELPHIA THROUGH PHL CVB CONVENTION SALES AND BUSINESS DEVELOPMENT DIVISIONS

- **40** Sales Trade Shows
- **648** Sales Calls
- **198** Site Visits

**BUSINESS BOOKED BY THE PHL CVB FOR 2017 AND BEYOND**

- **612** Meetings, Conventions & Events Booked
- **846,853** Room Nights Booked
- **57%** of Bookings Fall Within the Next Five Years
- **27%** of Short-Term Bookings Occur From 2017-2019

**2017 BOOKING HIGHLIGHTS**

- **Army-Navy Game**
  - 2018, 2019, 2020, 2022
  - **69,000** Attendees Per Year
  - **25,385** Room Nights Per Year

- **National Apartment Association**
  - June 2024
  - **9,500** Attendees
  - **21,095** Room Nights

**ESTIMATED TOTAL FUTURE GROUPS ON THE BOOKS AT 2017 YEAR-END**

- **74%** Pennsylvania Convention Center-Related Events Account for 74% of Total Room Nights Booked by the PHL CVB in 2017

- **2.8M** Attendees
- **3.6M** Room Nights

(Source: Destinations International Event Impact Calculator; and the PHL CVB)
MARTKETING & COMMUNICATIONS

The Marketing & Communications team supports the PHLCVB and the Pennsylvania Convention Center by promoting Philadelphia and the region through innovative marketing, advertising, public relations, social media, digital communications and comprehensive website. Our efforts target meeting and event planners, influencers, convention attendees, domestic group tour operators and overseas leisure travelers and travel trade professionals.

2017 PAID MEDIA

The PHLCVB leverages a variety of paid media channels, including convention trade publications and websites, search engine marketing, digital display and social media advertising.

Paid Print

1.6 Million total circulation from print advertising

Paid Digital

• 20.1 Million impressions through e-marketing, digital display and social media advertising
• 14.8 Million impressions (21% increase vs. 2016) across 50+ search engine marketing campaigns
• 11.9 Million, or 74% of search impressions, targeted meeting planners

Strategic Marketing Partners

Meeting & Convention Industry
• Cvent
• Healthcare Convention & Exhibitors Association (HCEA)
• HelmsBriscoe
• Meeting Professionals International (MPI)
• Pennsylvania Convention Center
• Professional Convention Management Association (PCMA)

Overseas Tourism
• American Airlines
• Brand USA
• Expedia
• National Geographic Traveler

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

2017 OWNED MEDIA

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

DiscoverPHL.com

1.2 million Total Page Views
• 83% increase in total page views within the Meet Section of DiscoverPHL.com vs. 2016
• 221% increase in total page views on citywide convention microsites within the Meet Section of DiscoverPHL.com vs. 2016
• 6% increase in online RFP submissions vs. 2016
• 74,000+ page views for the NFL Draft microsite – historically, the best-performing microsite on DiscoverPHL.com

Publications

• 500,000 Philadelphia Official Visitors Guides distributed to transportation hubs, visitor centers, hotels and other local venues.
• 10,000 Professional Meeting Planner Guides distributed in-person and via direct mail.
• 1,750 digital downloads of the Professional Meeting Planner Guide via DiscoverPHL.com

Email & E-Newsletters

300+ e-communications sent to 328,000 customers, tour operators, stakeholders and PHLCVB members

Social Media

• 75% increase in total fans and followers across six social media platforms (106,870 in 2017 vs. 62,135 in 2016)
• 27,500 average monthly engagements across all DiscoverPHL social media accounts
• 40,000+ uses of #DiscoverPHL, our main call to action on social media

2017 EARNED MEDIA

By working with journalists across the globe on a daily basis, the PHLCVB secures priceless exposure for the city as a top overseas travel destination and as a premier place to hold a convention or event.

Earned Media

Domestic and Overseas Media Hosted:
• 43 media familiarization trips hosting 110 media from 13 countries
• 744 media hosted at 18 press events held in the U.S. and overseas

Earned Media Stories:
• 8,675 stories placed, including:
  • 7,400 stories in:
    • Meeting and convention trade publications
    • Local, regional and national consumer media
  • 1,275 international stories in overseas travel trade and consumer media

(Source: the PHLCVB; Sprout Social; IQ Media; and PHLCVB Overseas Representation Offices)
MEMBERSHIP & SPECIAL EVENTS

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 designed 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 our three Business Development Divisions.

800
Members of the PHL CVB

86
New Members in 2017

6,200
Attendees to 33 PHL CVB Events in 2017

88%
Membership Retention Rate

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

HOSPITALITY-RELATED JOB GROWTH OVER THE LAST FIVE YEARS:

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

FINANCIALS

The majority of our revenue comes from a tax added to hotel room stays, so the visitors we bring to Philadelphia help fund our efforts.

FY 2017 REVENUE

Total Net Operating Revenue $17,545,867

FY 2017 EXPENSES

Total Expenses $17,241,351

Change in Net Assets $304,516

Hotel Tax 86%

Hotel Room Tax

Convention Sales 49%

Marketing & Communications 8%

Business Development Divisions 7%

General Administration 9%

Global Tourism Sales 18%

Domestic Group Tour Sales 5%

Membership 4%

Corporate Sponsors 3%

City/State Funding 2%

Publications 1%

Other 1%

Hotel Tax $15,060,602

Membership Revenue 961,297

Corporate Sponsors 468,767

City/State Funding 581,024

Publications 295,260

Other 178,917

86%
Hotel Room Tax

49%
Convention Sales

8%
Marketing & Communications

7%
Business Development Divisions

9%
General Administration

18%
Global Tourism Sales

5%
Domestic Group Tour Sales

4%
Membership

3%
Corporate Sponsors

2%
City/State Funding

1%
Publications

1%
Other

65K 67K 68K 71K 73K

2013 2014 2015 2016 2017

(Source: U.S. Department of Labor, Bureau of Labor Statistics)
LOOKING AHEAD

ARMY-NAVY GAME RETURNS HOME TO PHILADELPHIA

“America’s Game” was first held in Philadelphia at the University of Pennsylvania’s Franklin Field in 1899. Since then, Philadelphia has hosted 87 out of 117 Army-Navy Games. In 2017, Philadelphia secured the 2018, 2019, 2020 and 2022 Games. Each time the Army-Navy Game is held in Philadelphia, it generates an estimated economic impact of more than $30 million, bringing in 50,000 visitors who generate more than 25,000 hotel room nights during Army-Navy Weekend.

PHILADELPHIA INCREASES INTERNATIONAL AIRLIFT

The Philadelphia International Airport, led by CEO, Rochelle Cameron, has been successfully expanding international airlift. In March 2018, American Airlines added new year-round, non-stop service between Zurich Airport (ZRH) and Philadelphia International Airport (PHL). American will also be adding seasonal non-stop service with flights to Budapest and Prague beginning in May 2018.

In March of 2018, Aer Lingus began non-stop service between Philadelphia International Airport (PHL) and Dublin Airport (DUB). Service operates four times a week.

The PHLCVB is working closely with both American Airlines and Aer Lingus to market Philadelphia to potential visitors, host media and travel trade, and will be partnering on a variety of marketing programs throughout the year.

LAUNCH OF NEW BRAND CAMPAIGN

In June of 2018, the PHLCVB will officially launch a new brand communications platform that will embody the spirit, vibrancy and relevancy of our global city. The creative platform and campaign will both showcase Philadelphia as a global tourism destination, and sell the capabilities of our hotel community, the Pennsylvania Convention Center, the PHLCVB and the city of Philadelphia to attract large and small meetings, conventions and events. The campaign messaging will be targeted to meeting and event planners and attendees, corporate influencers, domestic group tour operators and overseas travelers and travel trade professionals.

2018 PENNSYLVANIA CONVENTION CENTER-RELATED CONVENTIONS AND SPORTING EVENTS BOOKED BY THE PHLCVB

<table>
<thead>
<tr>
<th>Name</th>
<th>Start</th>
<th>End</th>
<th>Estimated Attendance</th>
<th>Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Economic Association</td>
<td>1/4/18</td>
<td>1/7/18</td>
<td>14,000</td>
<td>24,985</td>
</tr>
<tr>
<td>United Soccer Coaches</td>
<td>1/17/18</td>
<td>1/21/18</td>
<td>13,000</td>
<td>11,114</td>
</tr>
<tr>
<td>National Title I Association</td>
<td>2/8/18</td>
<td>2/10/18</td>
<td>4,000</td>
<td>8,783</td>
</tr>
<tr>
<td>National Association of Student Personnel Administrators</td>
<td>2/28/18</td>
<td>3/7/18</td>
<td>6,000</td>
<td>19,459</td>
</tr>
<tr>
<td>Public Library Association</td>
<td>3/21/18</td>
<td>3/23/18</td>
<td>8,000</td>
<td>14,066</td>
</tr>
<tr>
<td>UBM, LLC</td>
<td>4/24/18</td>
<td>4/26/18</td>
<td>5,000</td>
<td>7,680</td>
</tr>
<tr>
<td>Association for Iron &amp; Steel Technology</td>
<td>5/6/18</td>
<td>5/10/18</td>
<td>6,000</td>
<td>7,000</td>
</tr>
<tr>
<td>American Industrial Hygiene Association</td>
<td>5/20/18</td>
<td>5/23/18</td>
<td>6,000</td>
<td>13,608</td>
</tr>
<tr>
<td>NAFSA: Association of International Educators</td>
<td>5/27/18</td>
<td>6/1/18</td>
<td>9,500</td>
<td>26,778</td>
</tr>
<tr>
<td>IEEE</td>
<td>6/10/18</td>
<td>6/14/18</td>
<td>15,000</td>
<td>12,505</td>
</tr>
<tr>
<td>Society of Nuclear Medicine and Molecular Imaging</td>
<td>6/23/18</td>
<td>6/26/18</td>
<td>5,500</td>
<td>13,266</td>
</tr>
<tr>
<td>American Sociological Association</td>
<td>8/11/18</td>
<td>8/14/18</td>
<td>6,000</td>
<td>7,815</td>
</tr>
<tr>
<td>Rock &amp; Roll Half Marathon</td>
<td>9/15/18</td>
<td>9/16/18</td>
<td>21,000</td>
<td>3,600</td>
</tr>
<tr>
<td>National Electrical Contractors Association</td>
<td>9/29/18</td>
<td>10/2/18</td>
<td>7,000</td>
<td>9,624</td>
</tr>
<tr>
<td>American College of Gastroenterology</td>
<td>10/5/18</td>
<td>10/10/18</td>
<td>4,000</td>
<td>13,134</td>
</tr>
<tr>
<td>American Society of Landscape Architects</td>
<td>10/19/18</td>
<td>10/22/18</td>
<td>5,000</td>
<td>6,457</td>
</tr>
<tr>
<td>LeadingAge</td>
<td>10/28/18</td>
<td>10/31/18</td>
<td>10,000</td>
<td>22,230</td>
</tr>
<tr>
<td>Rockwell Automation</td>
<td>11/12/18</td>
<td>11/15/18</td>
<td>10,000</td>
<td>12,595</td>
</tr>
<tr>
<td>Philadelphia Marathon</td>
<td>11/17/18</td>
<td>11/18/18</td>
<td>30,000</td>
<td>5,350</td>
</tr>
<tr>
<td>Army-Navy Weekend</td>
<td>12/7/18</td>
<td>12/8/18</td>
<td>69,600</td>
<td>25,385</td>
</tr>
</tbody>
</table>

(Army-Navy Gala will take place at PCC; the Army-Navy Game will take place at Lincoln Financial Field)
**2018 BOARD OF DIRECTORS & PARTNERS**

### OFFICERS

- **Chairman**, Nicholas DeBenedicts
  - AQUA AMERICA
- **1st Vice Chair**, Robert M. Allen
  - General Manager
  - PHILADELPHIA MARriott DOWNTOWN
- **2nd Vice Chair**, Stephanie Boyd
  - Director of Sales & Marketing
  - PENNSYLVANIA CONVENTION CENTER AUTHORITY
- **Secretary**, John F. Pierce
  - Partner
  - SAUL EwING ARNSTEIN & LEHR, LLP
- **Treasurer**, William Adolph
  - William F. Adolph & Co., Inc.
  - President & CEO
  - PHILADELPHIA CONVENTION & VISITORS BUREAU

### BOARD MEMBERS

- **Stephen Aichelle**
  - Partner
  - SAUL EwING ARNSTEIN & LEHR, LLP
- **George Beach**
  - President & CEO
  - BEACH CREATIVE COMMUNICATIONS
- **Robert Bogle**
  - President & CEO
  - THE PHILADELPHIA TRIBUNE
- **Mikel Bowman**
  - President & CEO
  - VALLEY FORGE TOURISM & CONVENTION BOARD
- **Steven Bradley**
  - Chairman of the Board
  - AFRICAN AMERICAN CHAMBER OF COMMERCE
- **George B. Burrell**
  - Senior Executive Vice President/COO
  - UNIVERSAL COMPANIES
- **Matt Cadorey**
  - Executive Director
  - SELECT GREATER PHILADELPHIA
- **Rochelle Cameron**
  - Chief Executive Officer
  - PHILADELPHIA INTERNATIONAL AIRPORT
- **John Chin**
  - Executive Director
  - PHILADELPHIA CHINATOWN DEVELOPMENT CORPORATION
- **The Honorable Darrell L. Clarke**
  - (ex officio)
  - President, City Council
  - PHILADELPHIA CITY COUNCIL
- **Karlin Copeland**
  - Executive Director
  - ARTS & BUSINESS COUNCIL OF GREATER PHILADELPHIA
- **A. Bruce Crowley**
  - (Chairman Emeritus)
  - President & CEO
  - MILLENNIUM 3 MANAGEMENT
- **James Cuarto**
  - President & CEO
  - INDEPENDENCE VISITOR CENTER CORPORATION
- **Rommol Diaz**
  - Vice President & General Counsel
  - EXELON BUSINESS SERVICES COMPANY
- **J. Donald Dumpsom, PhD**
  - President & CEO
  - DIVERSE ARTS SOLUTIONS
- **Harold T. Epps**
  - Director of Commerce
  - CITY OF PHILADELPHIA
- **The Honorable Dwight Evans**
  - (Emeritus)
  - U.S. Congressman
- **Donna Farrell**
  - VP, Corporate Communications
  - INDEPENDENCE BLUE CROSS
- **William Fitzgibbon**
  - Regional Vice President of Operations, Northeast Region
  - HILTON PHILADELPHIA AT PENN’S LANDING
- **Daniel Fitzpatrick**
  - (Emeritus)
  - President & CEO
  - CITIZEN’S BANK – PA/DE
- **Gregory Fox**
  - Senior Counsel
  - MONTGOMERY, McCRAKEN, WALKER & RHODAS, LLP
- **William Y. Giles**
  - (Chairman Emeritus)
  - PHILADELPHIA PHILIES
- **John Grady**
  - President
  - PHILADELPHIA INDUSTRIAL DEVELOPMENT CORPORATION
- **Douglas Green**
  - Managing Principal
  - MSC RETAIL
- **Edward Grose**
  - Executive Director
  - GREATER PHILADELPHIA HOTEL ASSOCIATION
- **William Hankowsky**
  - Chairman, President & CEO
  - LIBERTY PROPERTY TRUST
- **Gail Hartley**
  - President & COO
  - PHILADELPHIA MUSEUM OF ART
- **Sheila Hass**
  - (ex officio)
  - City Representative
  - CITY OF PHILADELPHIA
- **Peter Intermarkagio**
  - Senior Vice President
  - Marketing Communications
  - COMCAST CORPORATION
- **Robert Jaeger**
  - Executive Vice President
  - WMMY HOSPITALITY GROUP
- **Jeremy S. Jordan, PhD**
  - Associate Dean
  - TEMPLE SCHOOL OF SPORT, TOURISM & HOSPITALITY MANAGEMENT
- **Robert Kane**
  - Market President
  - KEYBANK
- **James Kenney**
  - Mayor
  - CITY OF PHILADELPHIA
- **John Kroll**
  - President
  - KEATING HOSPITALITY
- **Meryl Levitz**
  - President & CEO
  - VISIT PHILADELPHIA
- **Paul Levy**
  - President & CEO
  - CENTER CITY DISTRICT
- **David Lipson**
  - President & Publisher
  - PHILADELPHIA MAGAZINE
- **Michele Ludwig**
  - President & Publisher
  - SELECT GREATER PHILADELPHIA
- **Edward Sevin**
  - (Emeritus)
  - Retired Partner
  - BALLARD SPAHR LLP
- **Manuel Stamatakis**
  - President & CEO
  - CAPITAL MANAGEMENT ENTERPRISES
- **The Honorable Marian Tasco**
  - (Emeritus)
  - FORMER CITY COUNCILWOMAN
- **Tilton**
  - Chief Operating Officer
  - COMCAST SPECTACOR
- **Andrew Tod**
  - Executive Vice President
  - GIR MANAGEMENT
- **Steve Wildemann**
  - President
  - ADVANCED STAGING PRODUCTIONS
- **William Wilson**
  - Principal In Charge
  - SYNTERRA, LTD.
- **Steve Wray**
  - Vice President & Director
  - ECONOMIC SOLUTIONS

### OUR PARTNERS

- African-American Chamber of Commerce
- Brand USA
- Brandywine Conference & Visitors Bureau
- Campus Philly
- Center City District
- Chester County Conference & Visitors Bureau
- City of Philadelphia
- Commonwealth of Pennsylvania
- Delaware River Waterfront Corporation
- Economy League of Greater Philadelphia
- Greater Philadelphia Chamber of Commerce
- Greater Philadelphia Cultural Alliance
- Greater Philadelphia Hotel Association
- Independence Business Alliance
- Independence National Historical Park
- Independence Visitor Center Corporation
- Pennsylvania Convention Center, an SMG Managed Facility
- Philadelphia Chinatown Development Corporation
- Philadelphia City Council
- Philadelphia Hispanic Chamber of Commerce
- Philadelphia Industrial Development Corporation
- Philadelphia International Airport
- Philadelphia's Sports Teams & Venues
- Philadelphia's Universities
- PHLCVB Members
- Select Greater Philadelphia
- University City District
- Valley Forge Tourism & Convention Board
- Visit Bucks County
- Visit Philadelphia
- And many more