



OVERSEAS VISITORS TO PHILADELPHIA

2017 SNAPSHOT: **Australia**

In 2017, 12,500 visitors traveled to Philadelphia from Australia, a year-over-year increase of more than 4%. Australian visitors continue to increase their spending in Philadelphia, having spent nearly \$16 million in 2017, a 41% increase over 2016. An overwhelming majority (84%) of Australian visitors cited leisure as their main purpose of travel to Philadelphia. In addition to popular activities such as shopping and sightseeing, nearly 70% of Australian visitors or more enjoyed art galleries/museums, national parks/monuments and historical locations.



12,500

Total Visitors from Australia in 2017



\$15.9 M

Total Visitor Spending from Australia in 2017



32,600

Total Room Nights Sold to Visitors from Australia in 2017



\$1,269

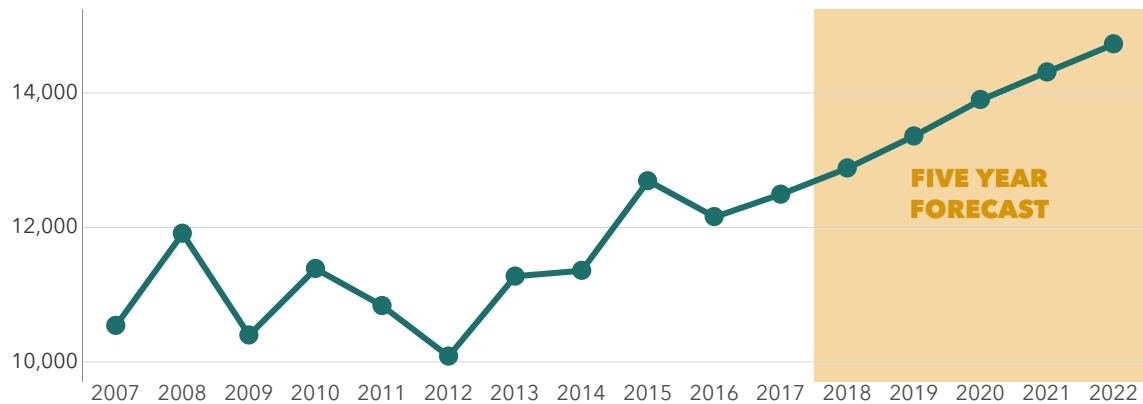
Amount Spent per Visitor from Australia in 2017



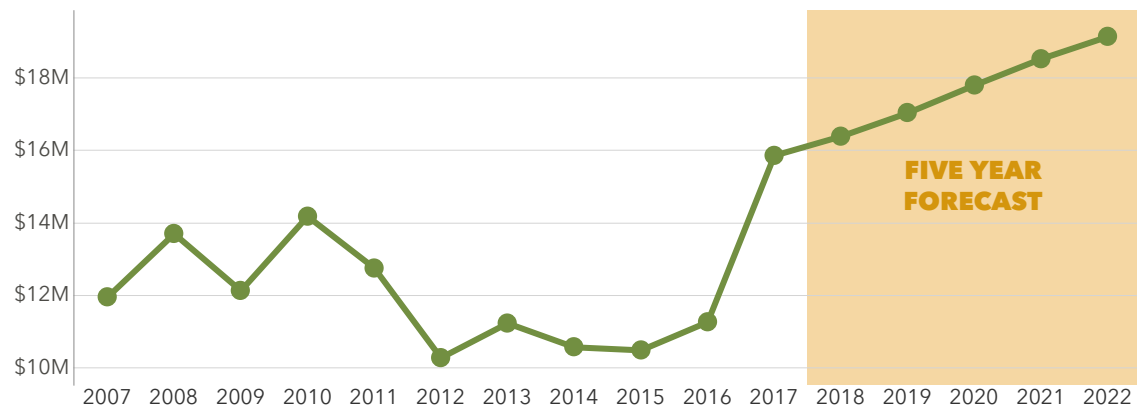
223

Full Time Jobs Supported by Visitors from Australia in 2017

Visitors From Australia



Spending by Visitors From Australia



Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Tourism team at [215-636-3409](tel:215-636-3409) or globaltourism@discoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spend)

All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor differences among results may occur from year to year.

11/2018



2017 Visitors from Australia to Philadelphia

TOP ACTIVITIES



100%
Shopping



98%
Sightseeing



79%
Art Galleries/Museums



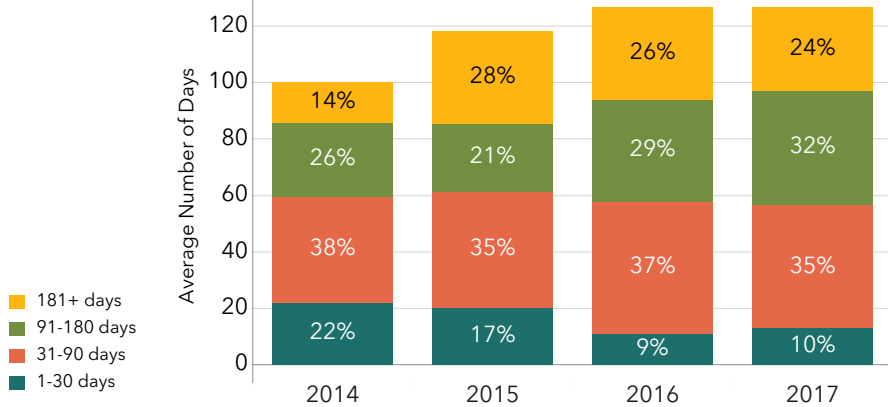
70%
National Parks/Monuments



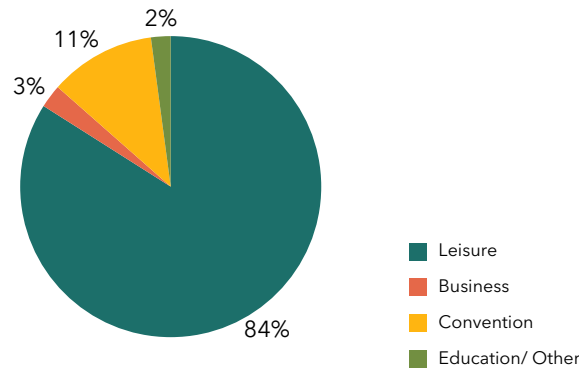
69%
Historical Locations

AIR TRAVEL BOOKING WINDOW

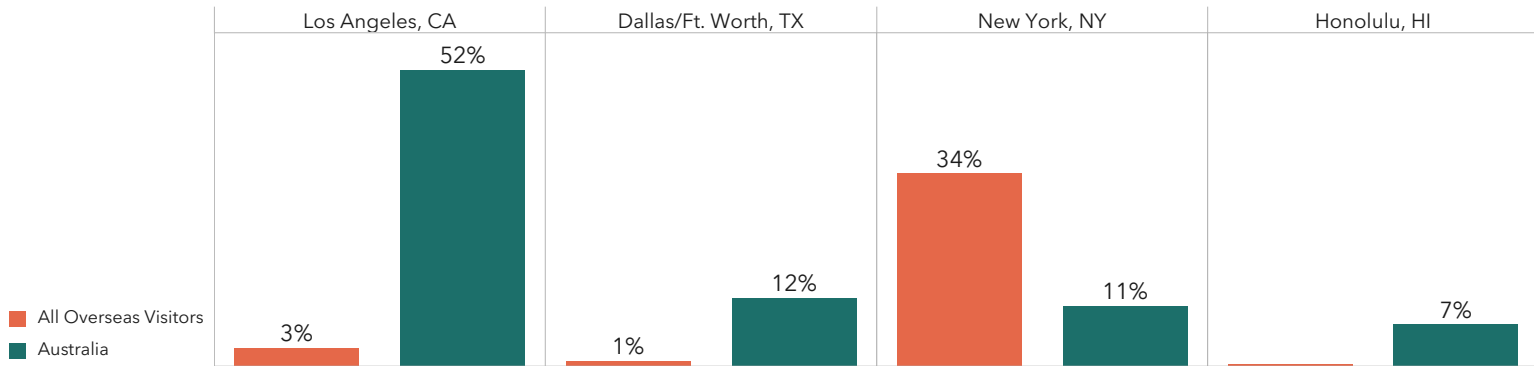
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



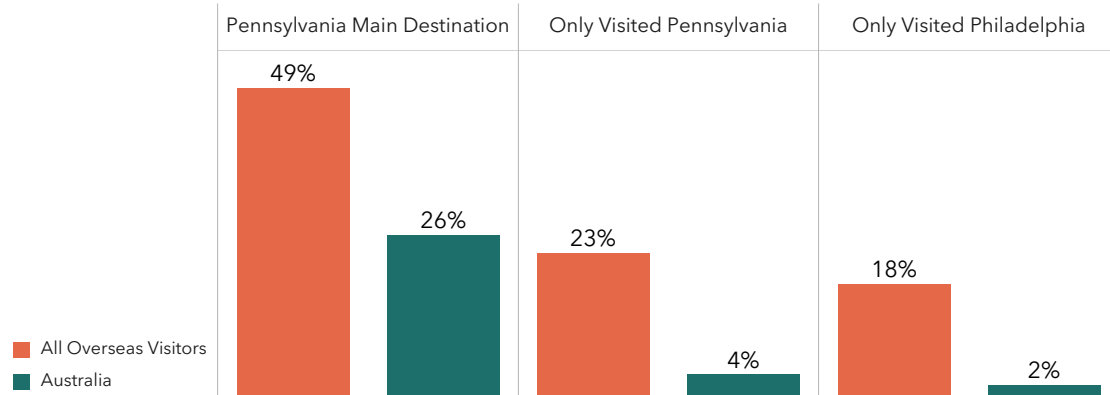
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP PORTS OF ENTRY TO THE U.S.



PLACES VISITED



The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destinations within the region, including one or more nights in Philadelphia.

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11/2018

**FRANKLY
PHILA
DELPHIA**



PHLCVB
Philadelphia Convention & Visitors Bureau