

OVERSEAS VISITORS TO PHILADELPHIA

2017 SNAPSHOT: France

In 2017, France was Philadelphia's 5th largest source market for overseas visitation with 32,800 total visitors to Philadelphia. French visitors spent \$24 million in Philadelphia, a significant increase (21%) over 2016. There was a slight increase in travelers visiting Philadelphia primarily for business purposes (18% in 2017 vs. 14% in 2016), but the main reason for traveling to Philadelphia continues to be for leisure purposes, totaling 71%. French travelers tend to visit more than one U.S. destination, with main ports of entry spanning the East Coast, including Philadelphia.



32,200

Total Visitors from France in 2017



\$24.0 M

Total Visitor Spending from France in 2017



75,300

Total Room Nights Sold to Visitors from France in 2017



\$746

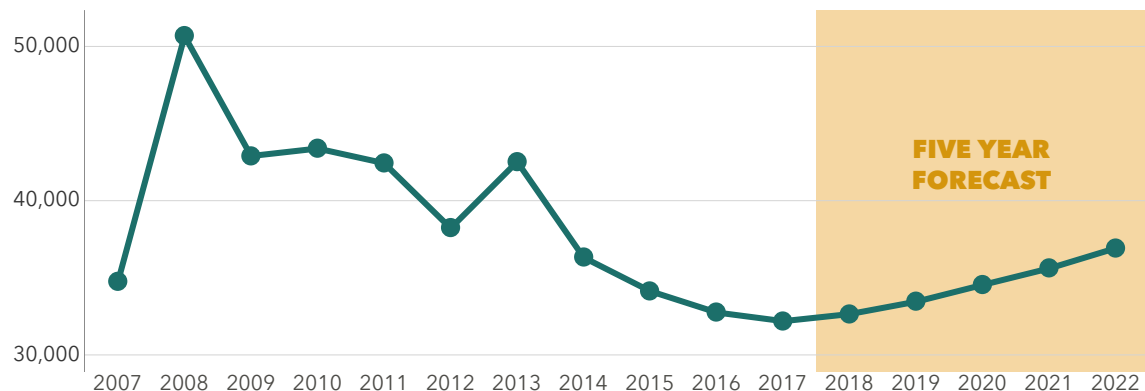
Amount Spent per Visitor from France in 2017



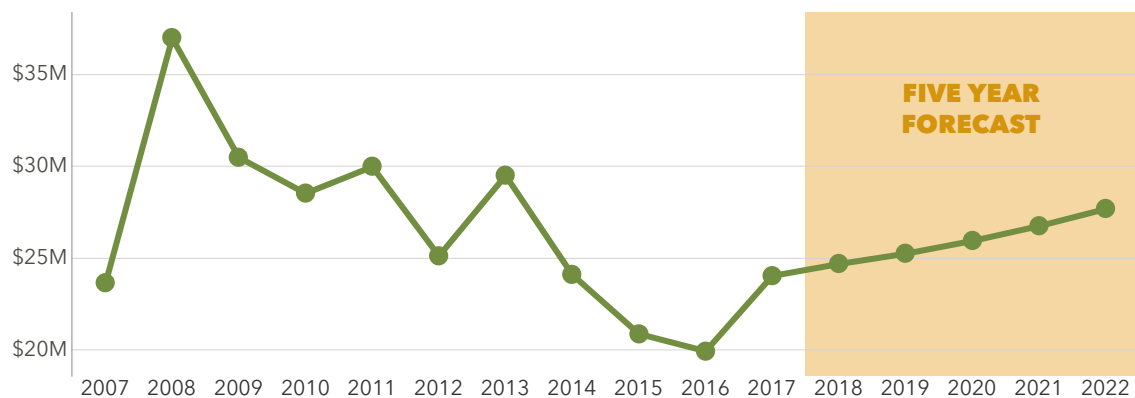
337

Full Time Jobs Supported by Visitors from France in 2017

Visitors From France



Spending by Visitors From France



FRANKLY PHILA DELPHIA

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

PHLCVB
Philadelphia Convention & Visitors Bureau



2017 Visitors from France to Philadelphia

TOP ACTIVITIES



86%
Shopping



84%
Sightseeing



74%
Art Galleries/Museums



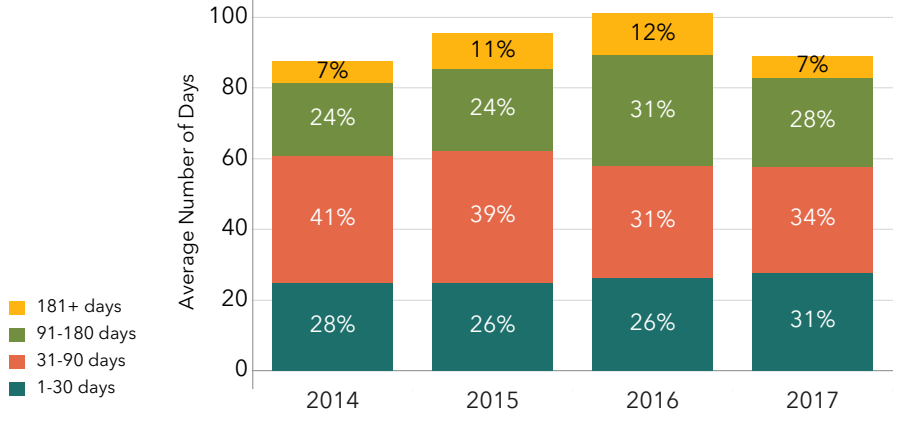
72%
National Parks/Monuments



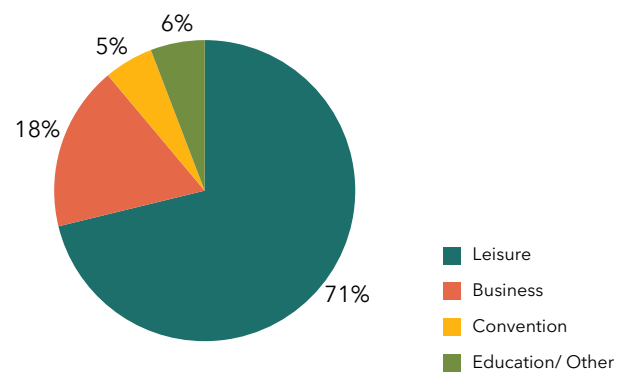
54%
Historical Locations

AIR TRAVEL BOOKING WINDOW

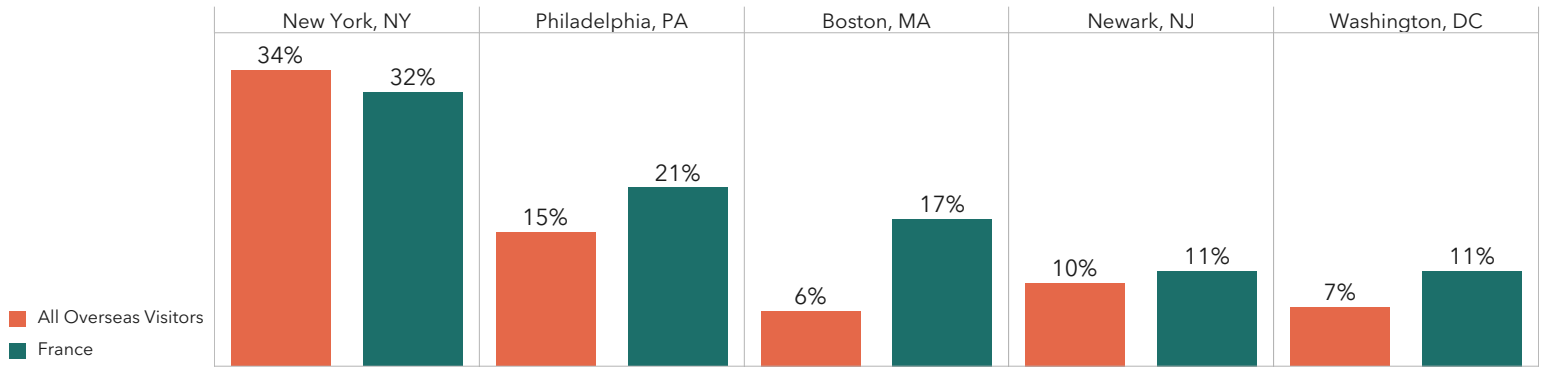
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



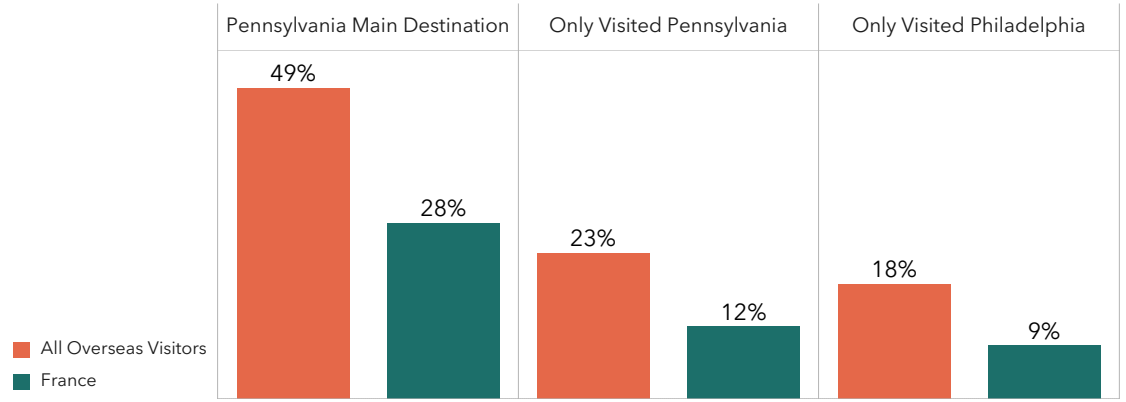
TOP REASONS FOR TRAVELING TO PHILADELPHIA



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.

Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Tourism team at 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

