



OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: ALL MARKETS



In 2016, overseas visitation to Philadelphia grew by 0.9% even though nationally, visitation was down nearly 2%.

The Philadelphia Convention & Visitors Bureau is dedicated to increasing Philadelphia's position as a leading destination for overseas visitors. 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 is supported by six in-country representation offices that serve as an extension of our staff and cover 10 markets: China, France, Germany (Austria, Switzerland), India, Italy (Spain), the U.K. (Ireland). In 2017, the PHLCVB opened an office in Denmark, which also covers Sweden, Norway, Finland and Iceland.



644,200

Total Overseas Visitors to Philadelphia in 2016



\$607 Million

Direct Spend by Overseas Visitors



\$1 Billion

Total Estimated Economic Impact



8,519

Jobs Supported by Overseas Visitors



\$358 Million

Personal Income Generated

TOP 15 OVERSEAS MARKETS

More than half of Philadelphia's overseas visitors continue to come from Western Europe. In 2016, China jumped to Philadelphia's second largest source market, making it the city's fastest-growing top overseas market.



TOP ACTIVITIES FOR OVERSEAS VISITORS



85%

Shopping



83%

Sightseeing



56%

Art Galleries/
Museums



52%

Historic
Locations



52%

National Parks/
Monuments



Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Global Tourism team at **215-636-3409** or toursales@discoverPHL.com.

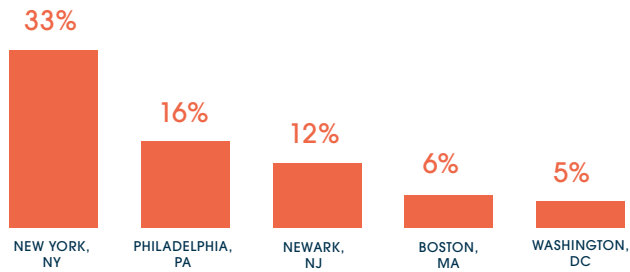


Sources: National Travel & Tourism Office (Profile Data), Tourism Economics, an Oxford Economics Company (Visitation/Spend)

OVERSEAS VISITORS TO PHILADELPHIA

TOP 5 PORTS OF ENTRY

In 2016 Philadelphia had daily nonstop flights from 36 international destinations (year-round and seasonal).



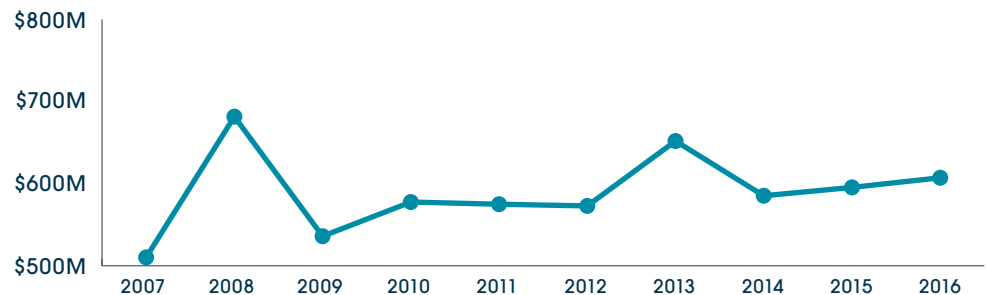
In Philadelphia, overseas travelers account for **56%** of all international visitation and **74%** of all international visitor spending.

Overseas visitors are defined as all international travelers excluding those from Canada and Mexico

VISITATION TO PHILADELPHIA

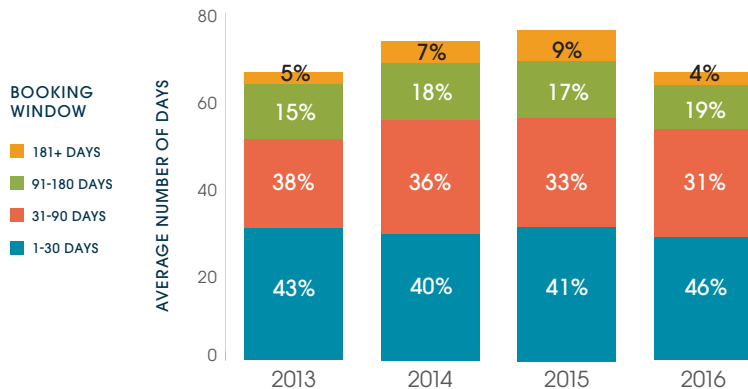


SPENDING BY OVERSEAS VISITORS

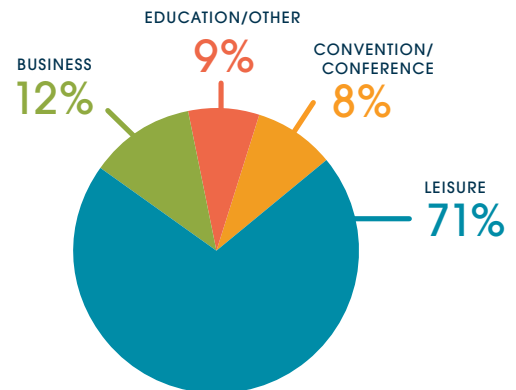


AIR TRAVEL BOOKING WINDOW

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



TOP REASONS FOR TRAVELING TO PHILADELPHIA



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Philadelphia Convention
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