



OVERSEAS VISITORS TO PHILADELPHIA

2017 SNAPSHOT: Italy

Nearly 21,000 visitors from Italy traveled to Philadelphia in 2017. In 2017, Italian visitors spent \$16 million in market, marking the first time Philadelphia saw a year-over-year increase in spending by visitors from Italy (21% increase over 2016). Over three-quarters of Italian visitors came to Philadelphia for leisure purposes, but there was an increase in business travel compared to 2016. In addition to the activities typically popular among overseas visitors to Philadelphia, like shopping and sightseeing, Italian visitors are particularly interested in art galleries, museums, national parks and monuments.



20,700

Total Visitors from Italy in 2017



\$15.6 M

Total Visitor Spending from Italy in 2017



36,200

Total Room Nights Sold to Visitors from Italy in 2017



\$752

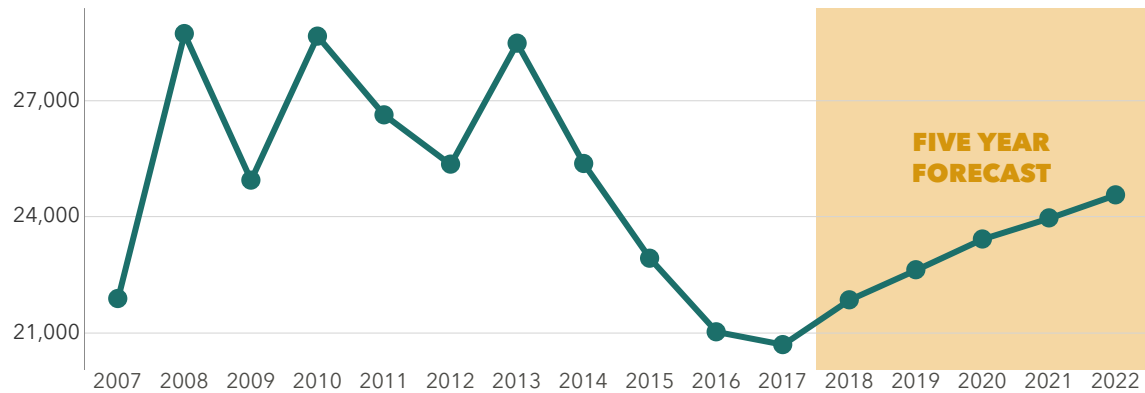
Amount Spent per Visitor from Italy in 2017



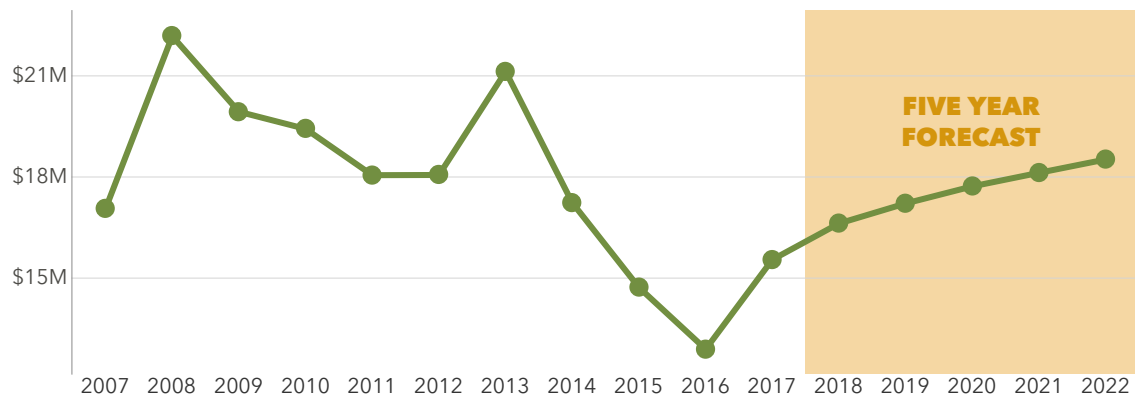
218

Full Time Jobs Supported by Visitors from Italy in 2017

Visitors From Italy



Spending by Visitors From Italy



FRANKLY PHILA DELPHIA

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

PHLCVB
Philadelphia Convention & Visitors Bureau



2017 Visitors from Italy to Philadelphia

TOP ACTIVITIES



75%
Shopping



71%
Art Galleries/Museums



53%
Sightseeing



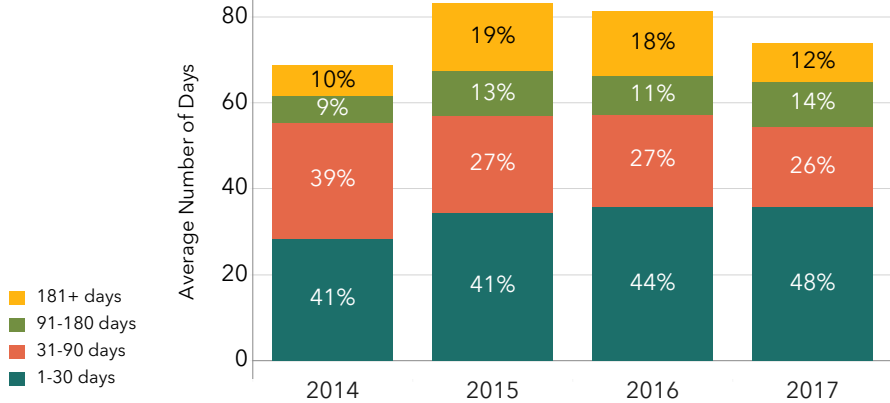
40%
Historical Locations



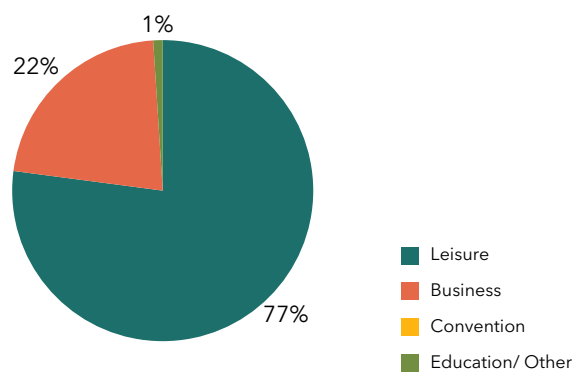
36%
National Parks/Monuments

AIR TRAVEL BOOKING WINDOW

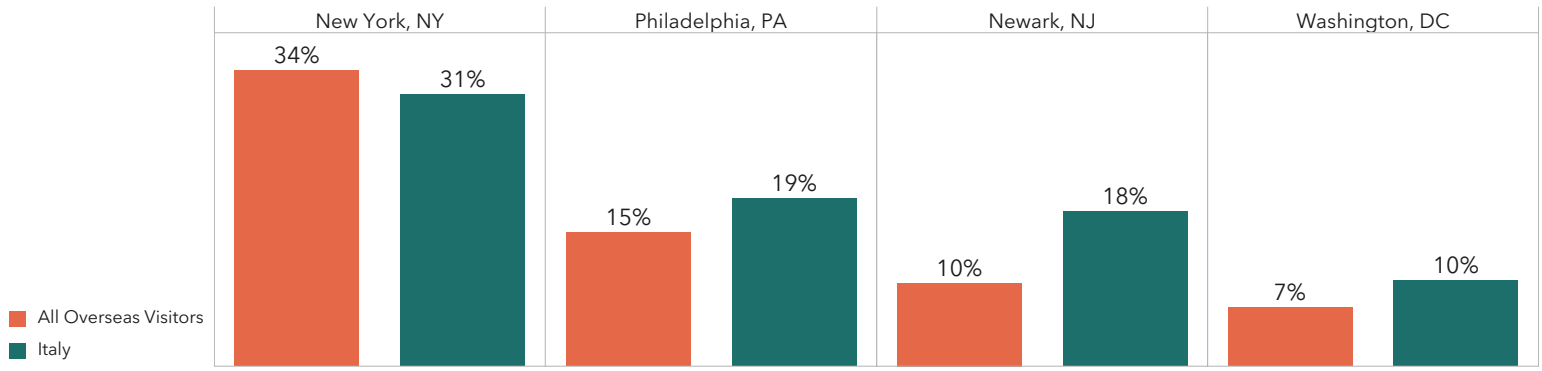
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



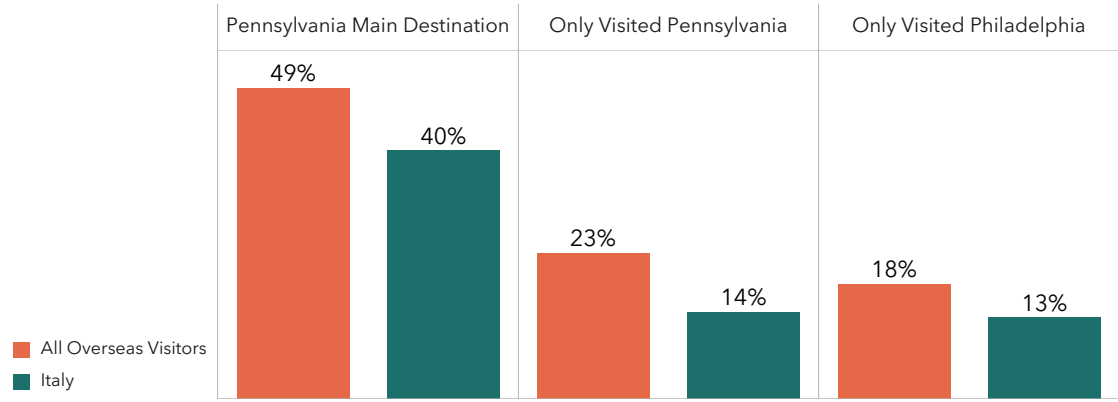
TOP REASONS FOR TRAVELING TO PHILADELPHIA



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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