



# OVERSEAS VISITORS TO PHILADELPHIA

## 2017 SNAPSHOT: The United Kingdom

In 2017, the United Kingdom remained Philadelphia's number one overseas feeder market, as it has been since 2000, with a total of 108,900 visitors. U.K. visitors made up 17% of all overseas visitation to Philadelphia and U.K. visitor spending totaled \$75.7 million in 2017 - a 2% decrease from 2016. Leisure is still the number one reason for travel to Philadelphia, however business has increasingly become more popular. Sightseeing (84%) and shopping (84%) round out the top activities by U.K. visitors.



### 108,900

Total Visitors from The United Kingdom in 2017



### \$75.7 M

Total Visitor Spending from The United Kingdom in 2017



### 252,200

Total Room Nights Sold to Visitors from The United Kingdom in 2017



### \$695

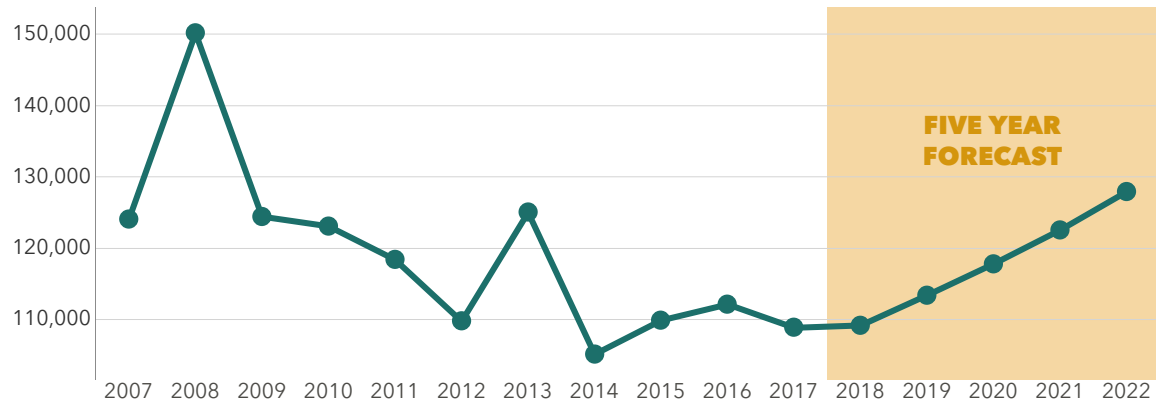
Amount Spent per Visitor from The United Kingdom in 2017



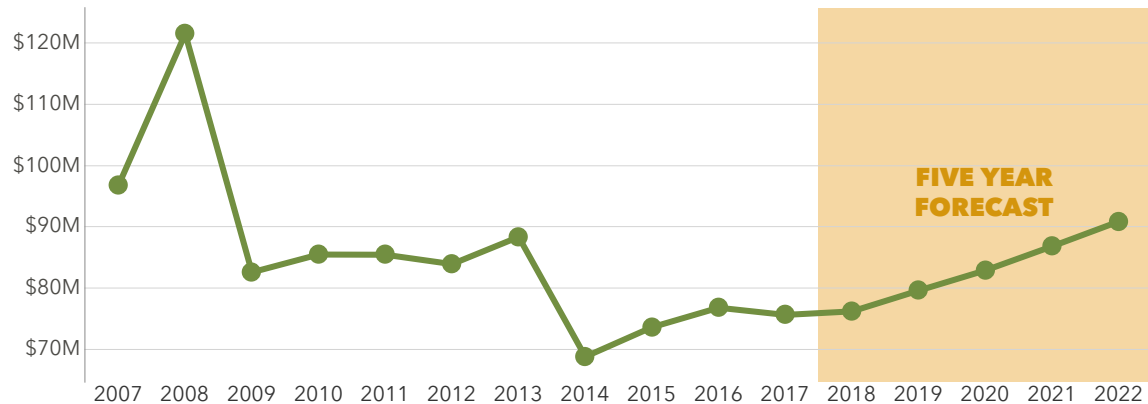
### 1,062

Full Time Jobs Supported by Visitors from The United Kingdom in 2017

### Visitors From The United Kingdom



### Spending by Visitors From The United Kingdom



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](mailto: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 The United Kingdom to Philadelphia

## TOP ACTIVITIES



**84%**  
Shopping



**84%**  
Sightseeing



**60%**  
National Parks/Monuments



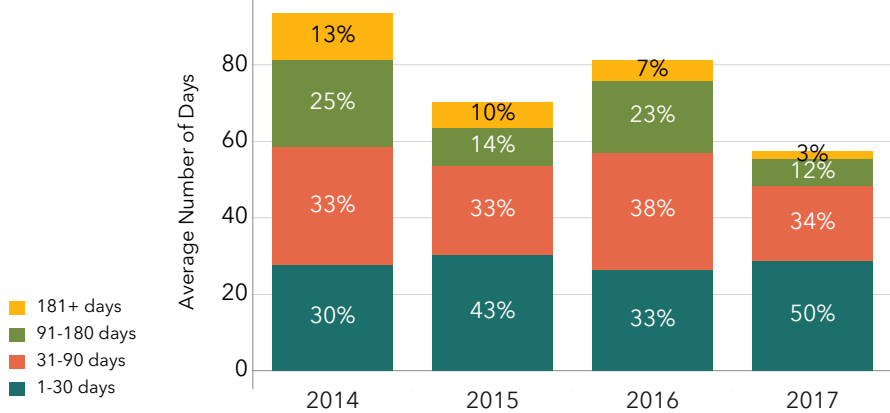
**52%**  
Historical Locations



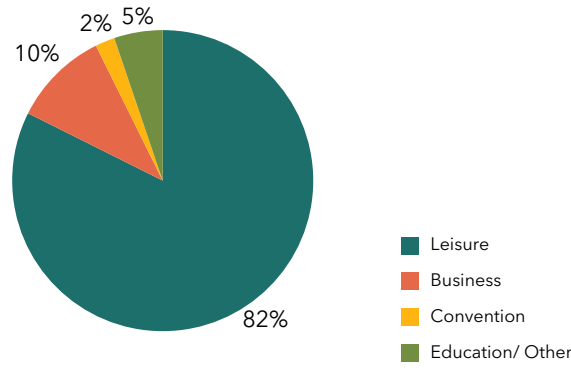
**51%**  
Art Galleries/Museums

## AIR TRAVEL BOOKING WINDOW

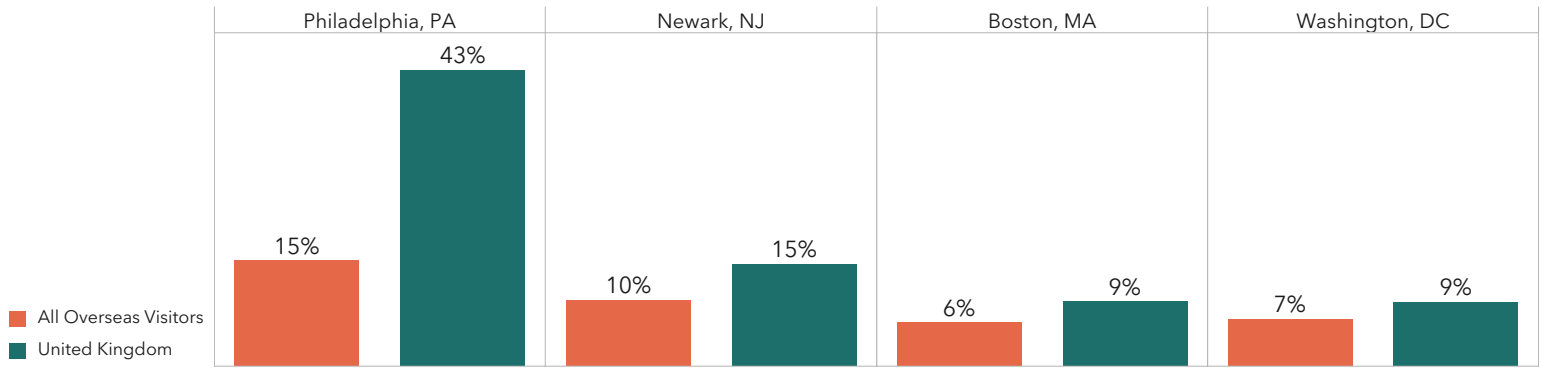
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



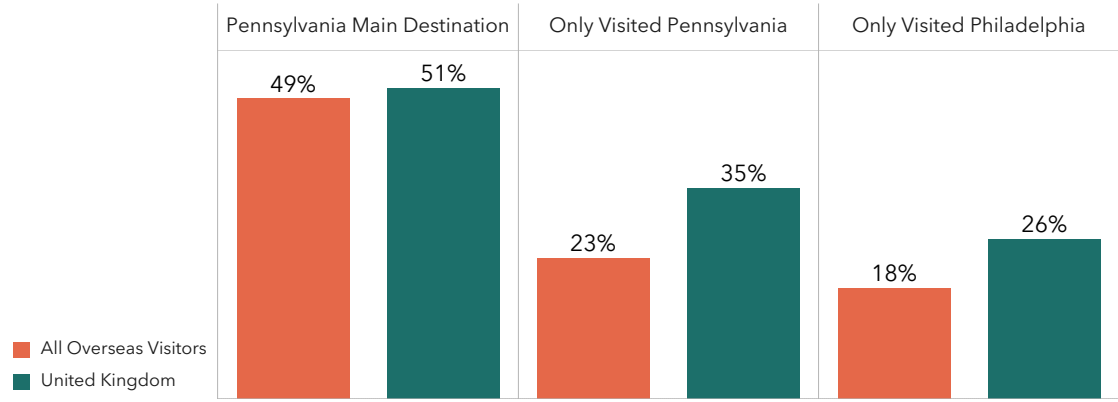
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## 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](mailto:globaltourism@discoverPHL.com).

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