



# OVERSEAS VISITORS TO PHILADELPHIA

## 2017 SNAPSHOT: All Markets

In 2017, overseas visitation to Philadelphia had a positive impact across multiple key metrics, with visitation totaling 648,100 (up 0.6% over 2016). Direct spending by overseas visitors hit \$651 million, an increase of 7.2%, which is the largest spending increase Philadelphia has seen since 2013. The total economic impact of overseas visitation was \$1.1 billion, a 10% increase over 2016. The total number of full time equivalent jobs supported by overseas visitation rose to 9,132 (up 7.2% vs 2016) and personal income generated was up 7%, totaling \$383 million for local workers. Emerging markets like China, South Korea, and Australia helped drive the increase in visitation, and the primary reasons for travel were for leisure (73%) and business purposes (15%).

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.



**648,100**

Total Overseas Visitors to Philadelphia in 2017



**\$651 Million**

Direct Spend by Overseas Visitors



**\$1.1 Billion**

Total Estimated Economic Impact



**9,132**

Jobs Supported by Overseas Visitors

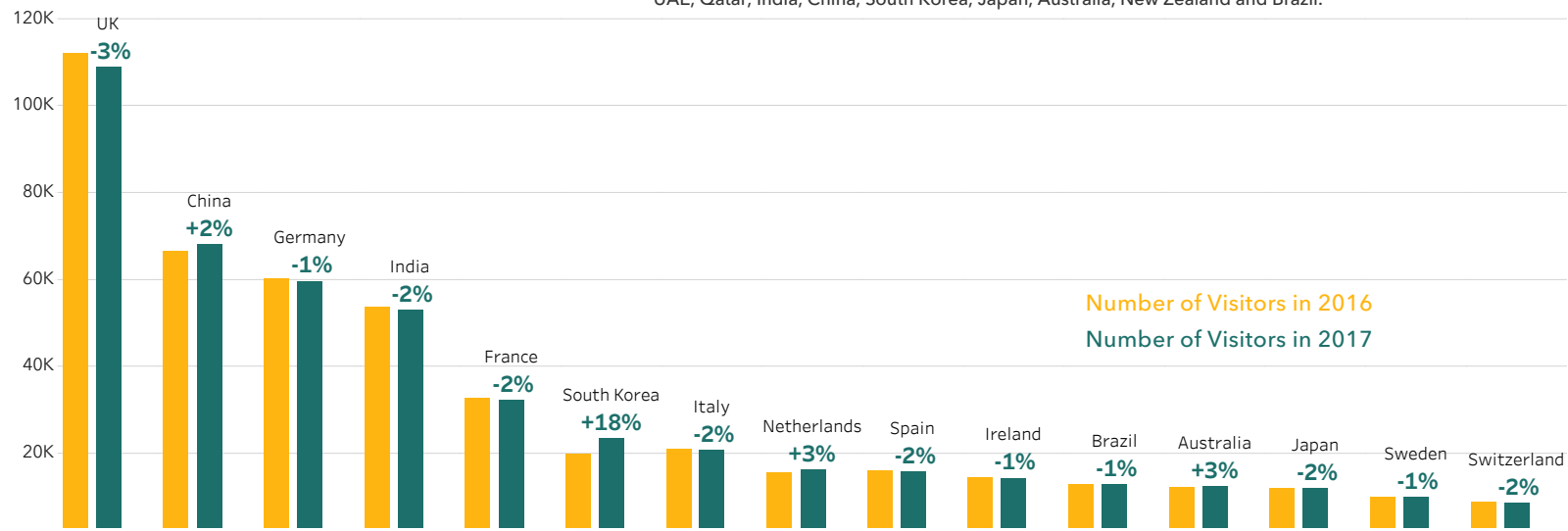


**\$383 Million**

Personal Income Generated

## Top 15 Overseas Markets

By working with a network of seven representation offices, and reaching out to markets directly, the PHLCVB Global Tourism team promotes Philadelphia in 23 overseas countries: United Kingdom, Ireland, France, Germany, Austria, Switzerland, Italy, Spain, Iceland, Denmark, Norway, Finland, Sweden, The Netherlands, UAE, Qatar, India, China, South Korea, Japan, Australia, New Zealand and Brazil.



## Top Activities for Overseas Visitors



**85%**

Shopping



**83%**

Sightseeing



**59%**

National Parks/Monuments



**58%**

Art Galleries/Museums



**51%**

Historical Locations

**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.

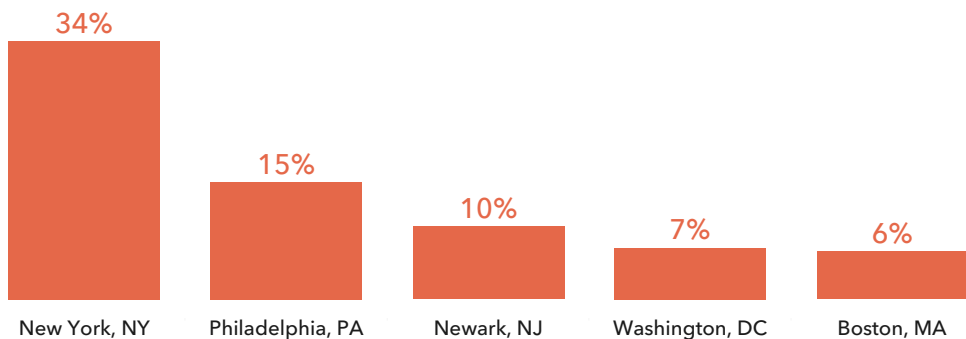
11/2018

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Philadelphia Convention  
& Visitors Bureau



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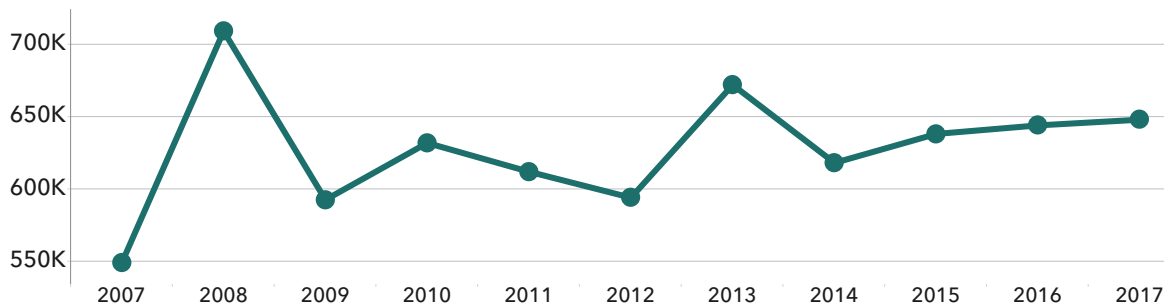
## Top 5 Ports of Entry to the U.S.



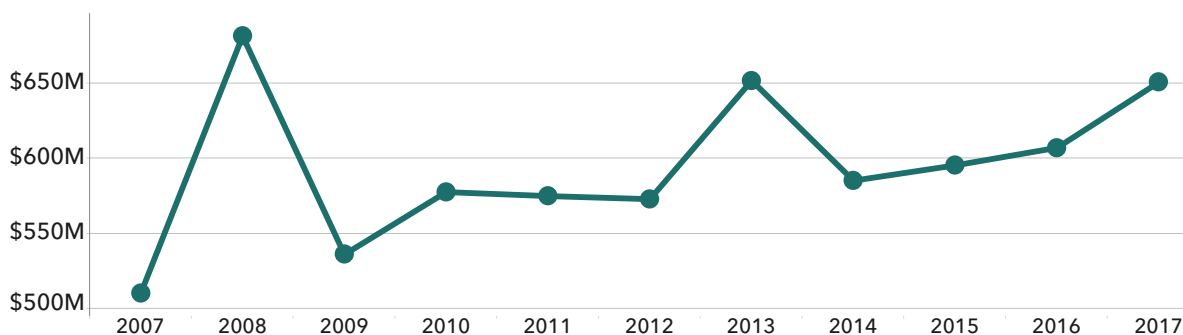
In Philadelphia, overseas travelers account for 55% of all international visitation and 78% of all international visitor spending.

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

## Visitation to Philadelphia

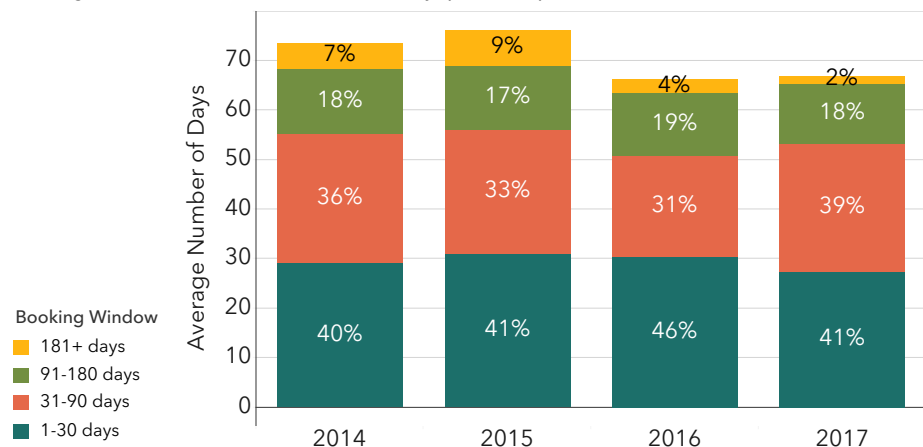


## Spending by Overseas Visitors

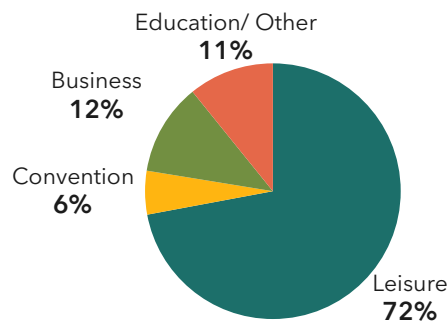


## Air Travel Booking Window

'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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