



OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: AUSTRALIA

In 2016, more than 12,000 visitors traveled to Philadelphia from Australia, the 12th most of all overseas markets. Australian visitors spent a total of \$11.4 million in Philadelphia, an increase of 8.2% over 2015. An overwhelming majority (86%) of Australian visitors cited leisure as their main purpose of travel to Philadelphia. And overall, Australians are incredibly active travelers. In addition to the top five activities (listed below), 50% or more also enjoyed fine dining, sporting events, concerts and plays, the countryside, and guided tours.



12,200

Total Australian Visitors to Philadelphia in 2016



\$927

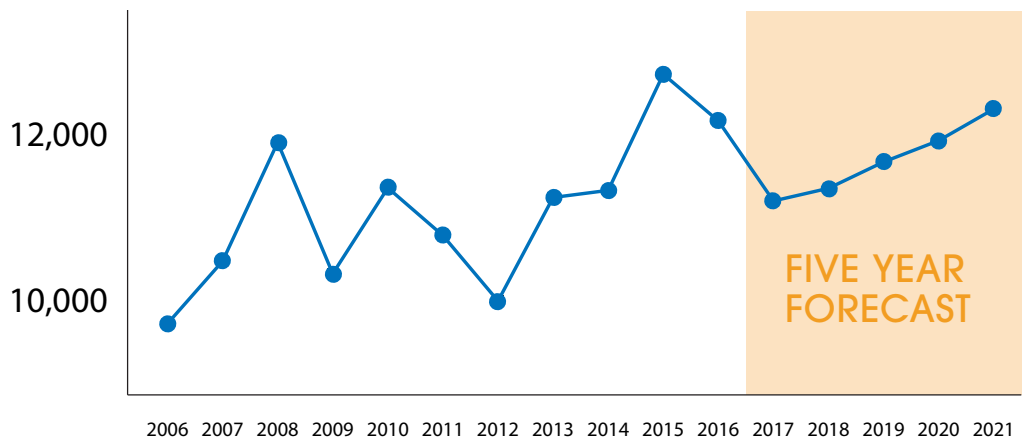
Amount Spent per Australian Visitor



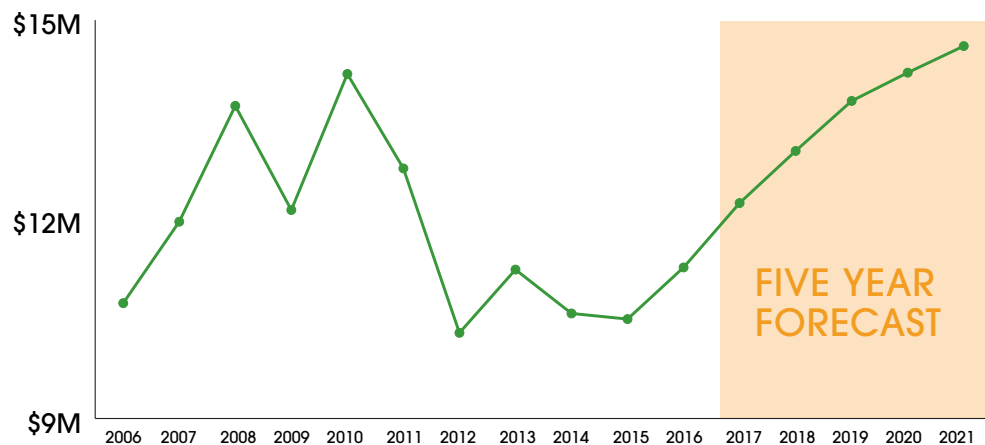
31,000

Total Room Nights Sold to Australian Visitors in 2016

VISITORS FROM AUSTRALIA



SPENDING BY VISITORS FROM AUSTRALIA



Interested in learning more about overseas visitation to Philadelphia?
Contact the **PHLCVB** 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)



2016 OVERSEAS VISITORS FROM AUSTRALIA TO PHILADELPHIA

TOP ACTIVITIES



97%
Shopping



97%
Sightseeing



78%
Art Galleries/
Museums



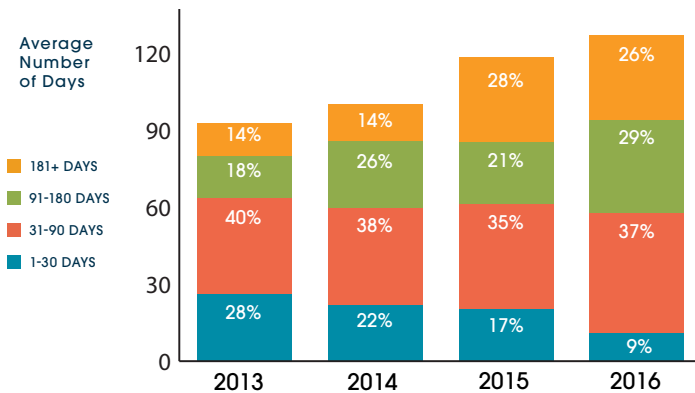
68%
Historic
Locations



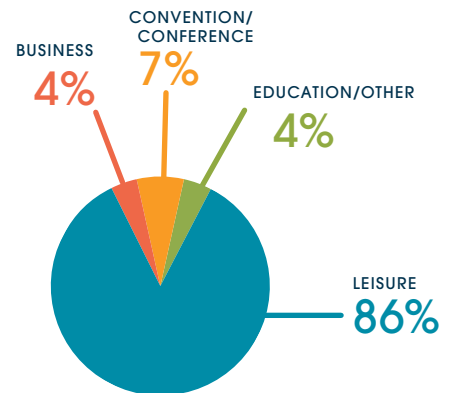
63%
National Parks/
Monuments

AIR TRAVEL BOOKING WINDOW

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

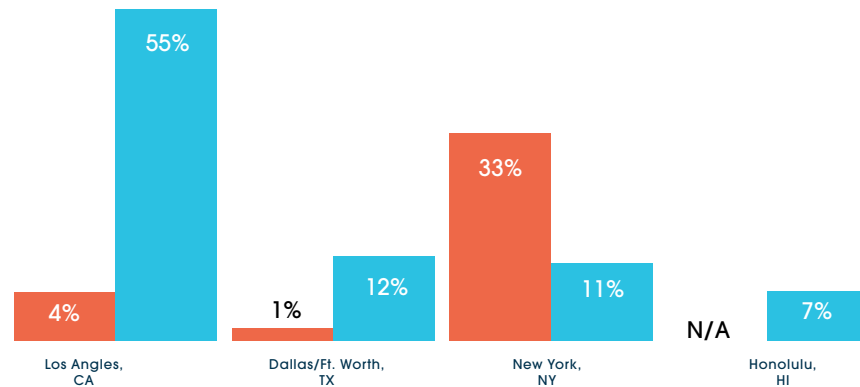


TOP REASONS FOR TRAVELING TO AUSTRALIA



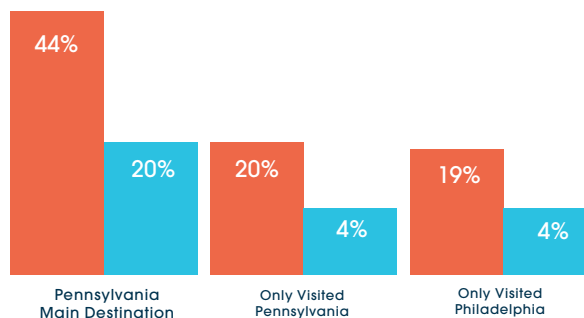
TOP PORTS OF ENTRY

All Overseas Visitors
Australian Visitors



PLACES VISITED

All Overseas Visitors
Australian Visitors



The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitors, encouraging them to visit several destinations within the region, including one or more nights in Philadelphia.

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PHLCVB
Philadelphia Convention
& Visitors Bureau

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