



OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: BRAZIL

In 2016, 13,000 visitors traveled to Philadelphia from Brazil, ranking them the 11th largest feeder market for the region. Although visitation dropped in 2016, and is expected to continue to do so through 2017, visitation from Brazil is projected to rebound over the next five years and grow by 27% through 2021. In 2016, Brazilian visitors spent \$13.9 million in Philadelphia, resulting in a spend-per-visitor of more than \$1,000. Brazilian visitors are also particularly active while traveling with 2/3 engaging in all of the following leisure activities: shopping, sightseeing, art galleries/museums, national parks, and visiting historic locations.



13,000

Total Brazilian Visitors to Philadelphia in 2016



\$1,037

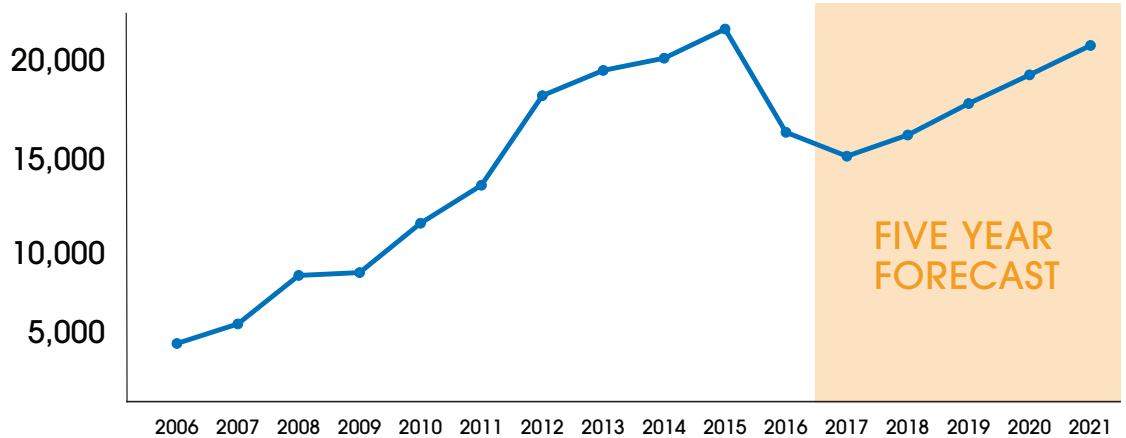
Amount Spent per Brazilian Visitor



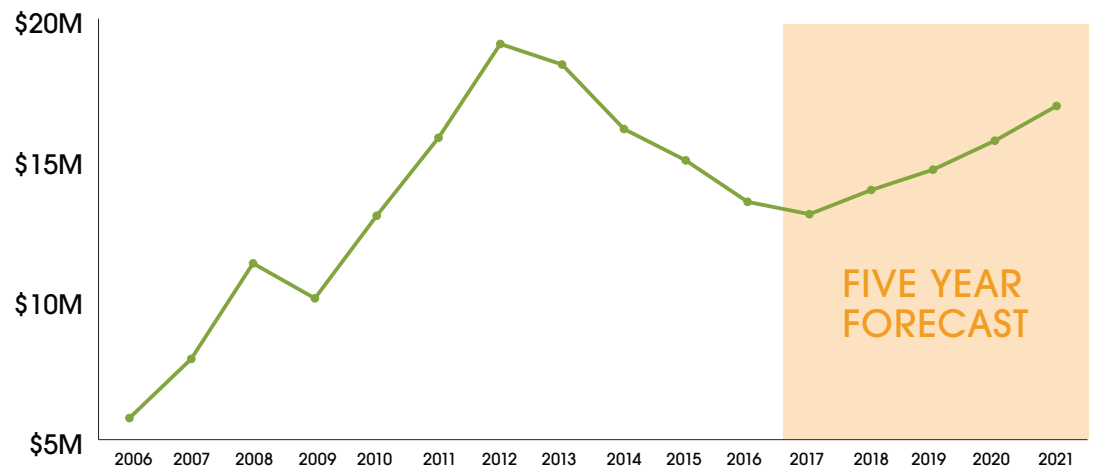
23,200

Total Room Nights Sold to Brazilian Visitors in 2016

VISITORS FROM BRAZIL



SPENDING BY VISITORS FROM BRAZIL



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 BRAZIL TO PHILADELPHIA

TOP ACTIVITIES



85%
Shopping



81%
Sightseeing



78%
Art Galleries/
Museums



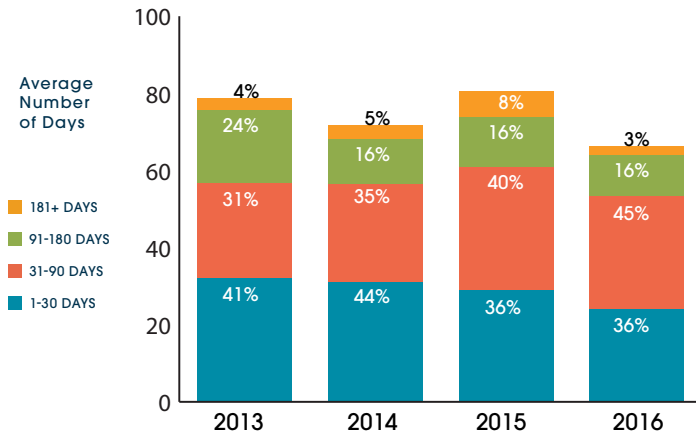
69%
National Parks/
Monuments



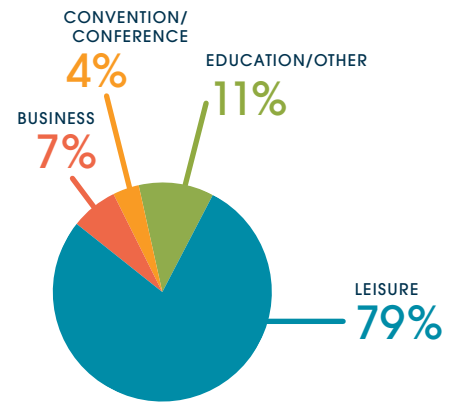
65%
Historic
Locations

AIR TRAVEL BOOKING WINDOW

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

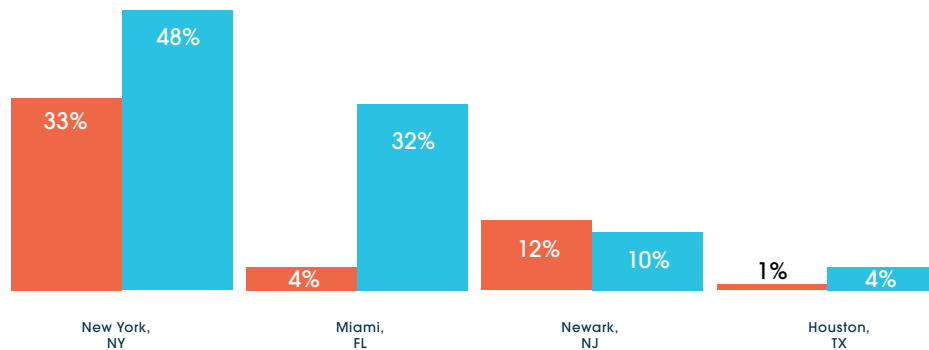


TOP REASONS FOR TRAVELING TO PHILADELPHIA



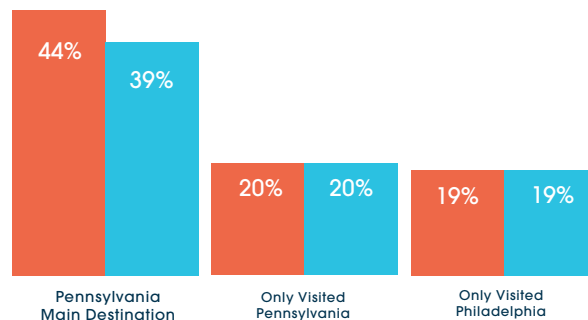
TOP PORTS OF ENTRY

All Overseas Visitors
Brazilian Visitors



PLACES VISITED

All Overseas Visitors
Brazilian 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.

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)