



# OVERSEAS VISITORS TO PHILADELPHIA

## 2016 SNAPSHOT: CHINA

In 2016, China became Philadelphia's 2nd largest source market for overseas visitation, up 12% over 2015, making China Philadelphia's fastest-growing top overseas market. Chinese visitors spent \$119 million in Philadelphia in 2016, which is the highest spend of all overseas markets. Nearly 6 in 10 visitors from China traveled to Philadelphia primarily for leisure, and almost 25% came for educational purposes. More than half of Chinese visitors to Philadelphia were first-time visitors to the United States.



### 66,600

Total Chinese Visitors to Philadelphia in 2016



### \$1,734

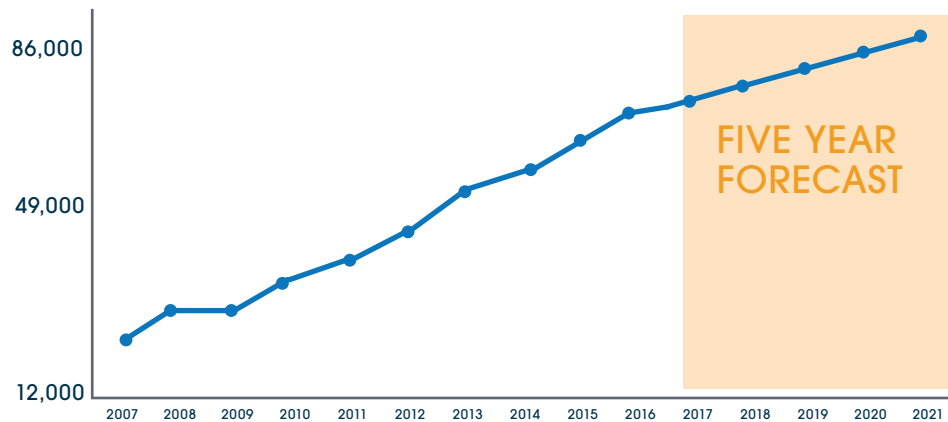
Amount Spent per Chinese Visitor



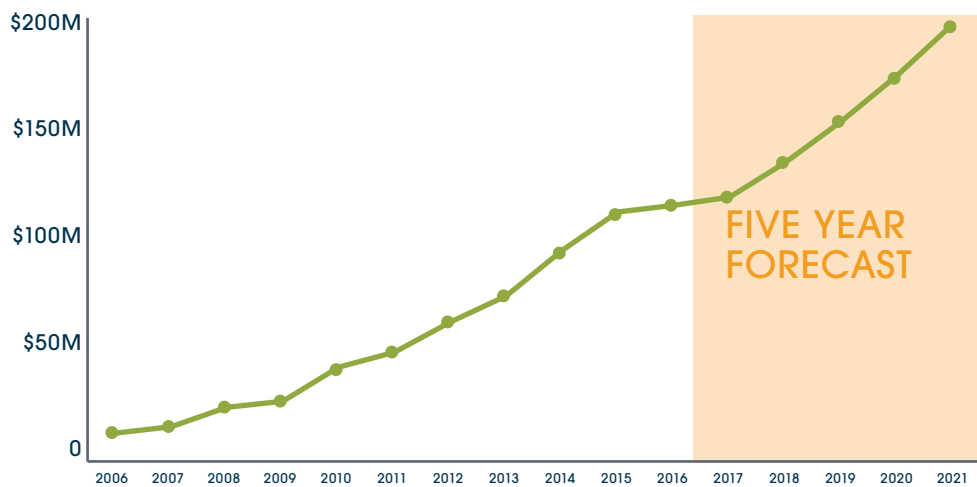
### 169,400

Total Room Nights Sold to Chinese Visitors in 2016

### VISITORS FROM CHINA



### SPENDING BY VISITORS FROM CHINA



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 CHINA TO PHILADELPHIA

## TOP ACTIVITIES



**88%**

Sightseeing



**87%**

Shopping



**57%**

Art Galleries/  
Museums



**53%**

National Parks/  
Monuments

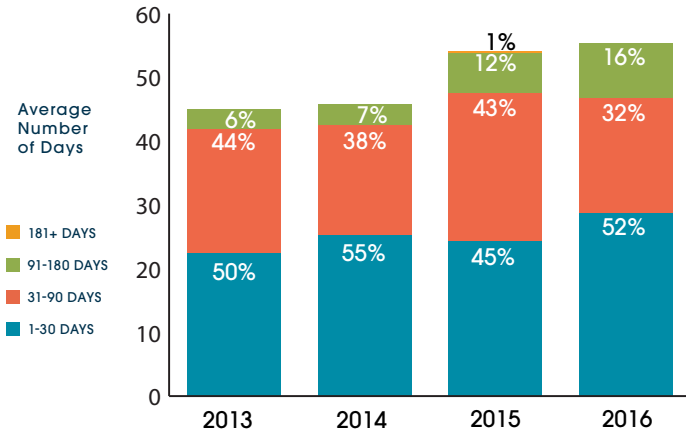


**50%**

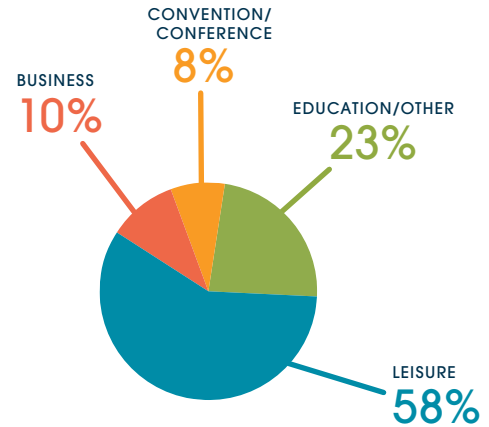
Fine Dining

## AIR TRAVEL BOOKING WINDOW

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



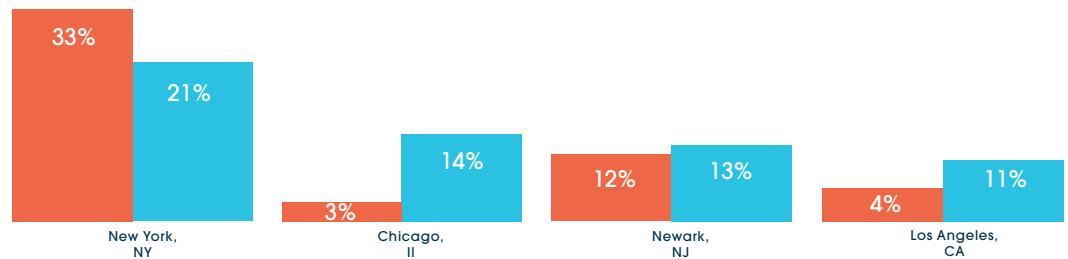
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## TOP PORTS OF ENTRY

All Overseas Visitors

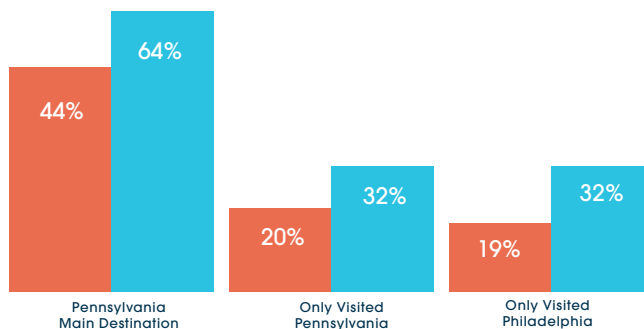
Chinese Visitors



## PLACES VISITED

All Overseas Visitors to Philadelphia

Chinese Visitors to Philadelphia



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