

OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: FRANCE

In 2016, France was Philadelphia's 5th largest source market for overseas visitation. French visitors spent \$20.2 million in Philadelphia, making France the 6th highest market for overseas spending. Close to 8 in 10 visitors from France traveled to Philadelphia primarily for leisure purposes. Besides the activities typically popular among overseas visitors to Philadelphia, like shopping and sightseeing, French visitors are particularly interested in art galleries and museums.



32,800

Total French Visitors to Philadelphia in 2016



\$608

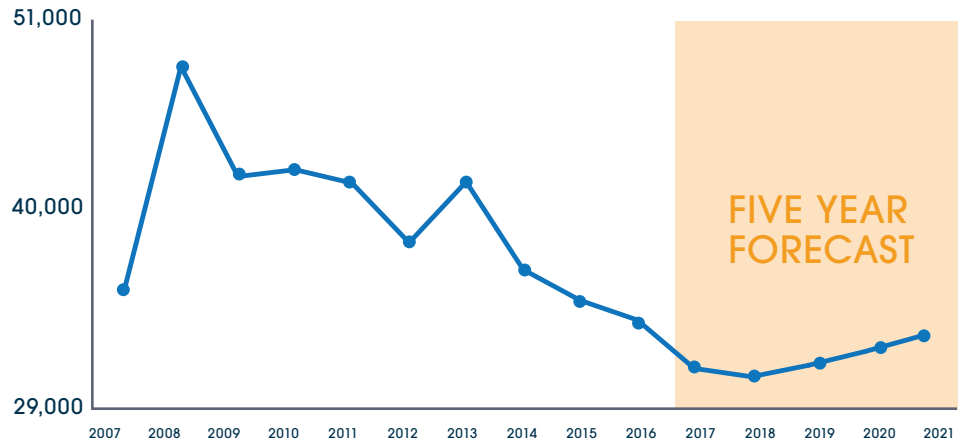
Amount spent per French Visitor



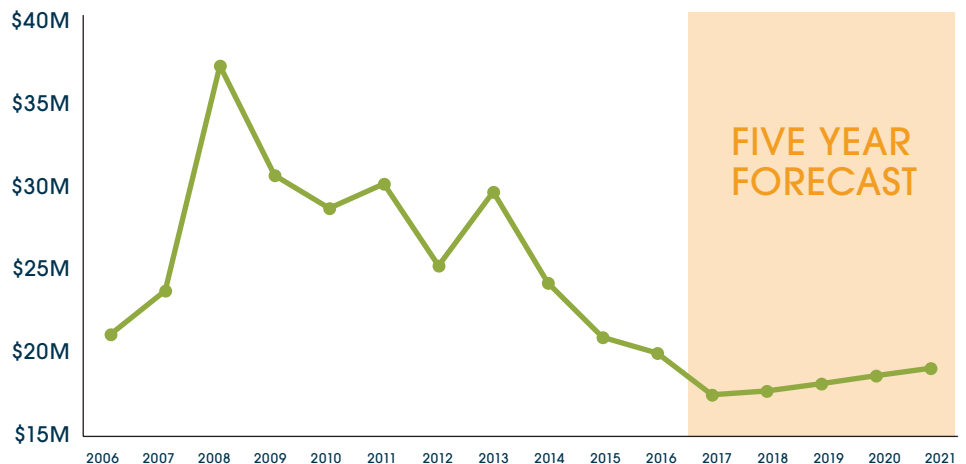
75,900

Total Room Nights Sold to French Visitors in 2016

VISITORS FROM FRANCE



SPENDING BY VISITORS FROM FRANCE



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 FRANCE TO PHILADELPHIA

TOP ACTIVITIES



85%

Shopping



84%

Sightseeing



75%

Art Galleries/
Museums



66%

National Parks/
Monuments

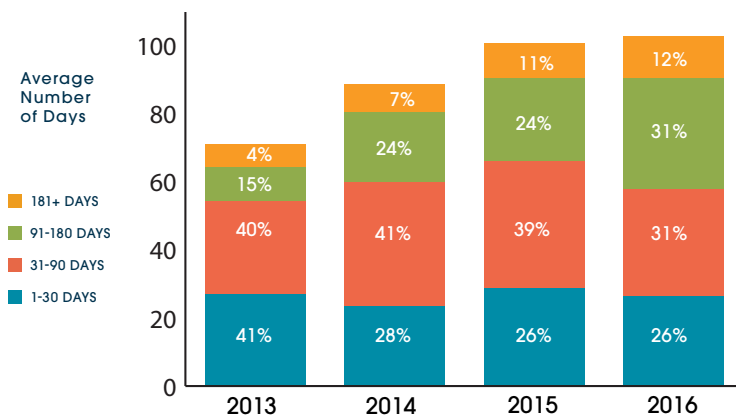


53%

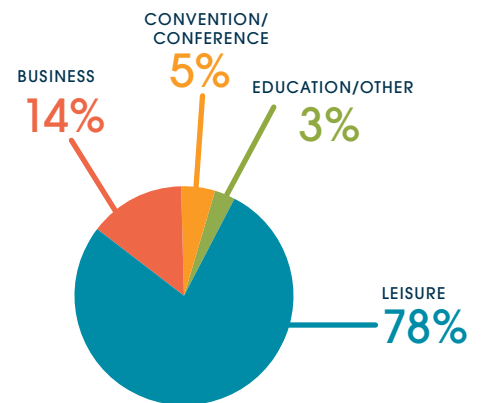
Historic
Locations

AIR TRAVEL BOOKING WINDOW

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



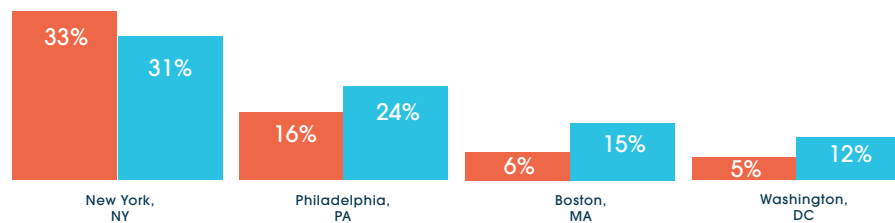
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP PORTS OF ENTRY

All Overseas Visitors

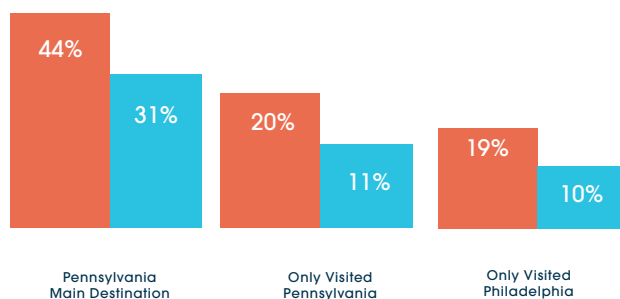
French Visitors



PLACES VISITED

All Overseas Visitors to Philadelphia

French Visitors 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