



# OVERSEAS VISITORS TO PHILADELPHIA

## 2016 SNAPSHOT: GERMANY

Germany is Philadelphia's 3rd largest source market for overseas visitors to Philadelphia. In 2016, German visitors spent \$37.8 million in Philadelphia, ranking them the 4th highest market for overseas spending. Among German visitors to Philadelphia, 70% traveled primarily for leisure purposes. In addition to activities typically popular among overseas visitors like shopping and sightseeing, German visitors to Philadelphia were particularly interested in visiting the small towns and countryside surrounding the city.



### 60,200

Total German Visitors to Philadelphia in 2016



### \$644

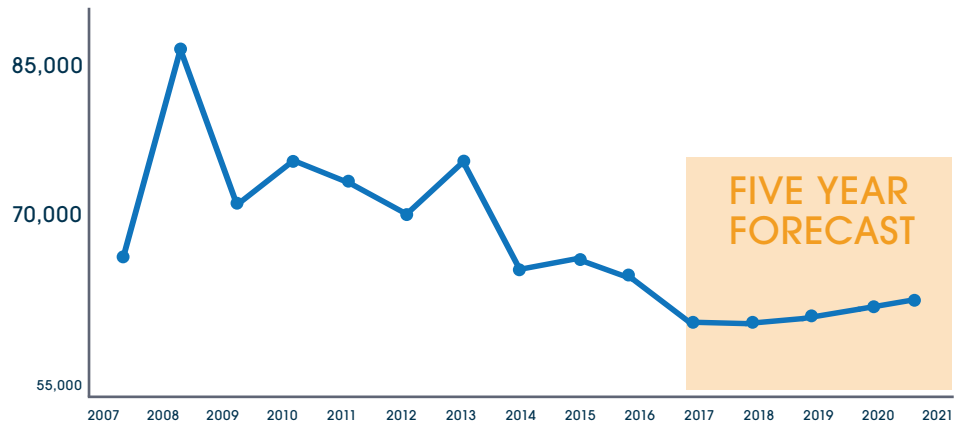
Amount Spent per German Visitor



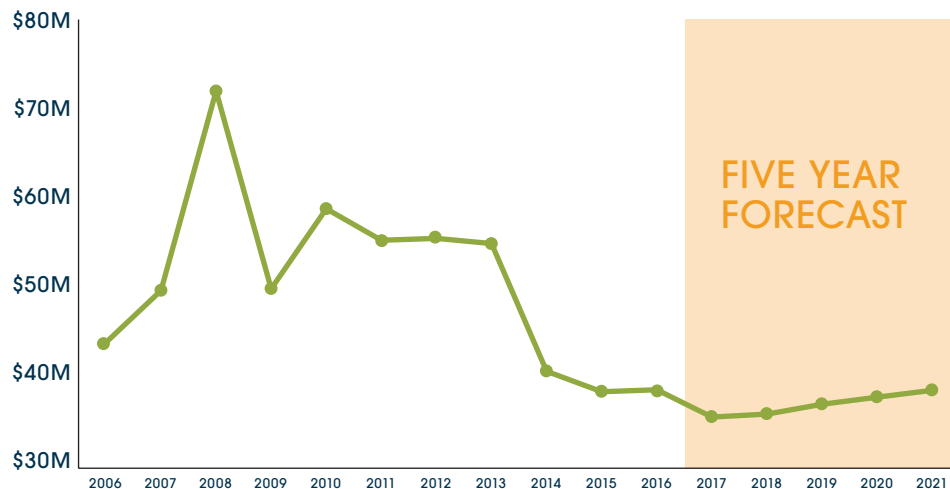
### 149,800

Total Room Nights Sold to German Visitors in 2016

### VISITORS FROM GERMANY



### SPENDING BY VISITORS FROM GERMANY



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 GERMANY TO PHILADELPHIA

## TOP ACTIVITIES



**86%**  
Shopping



**82%**  
Sightseeing



**62%**  
Historic Locations



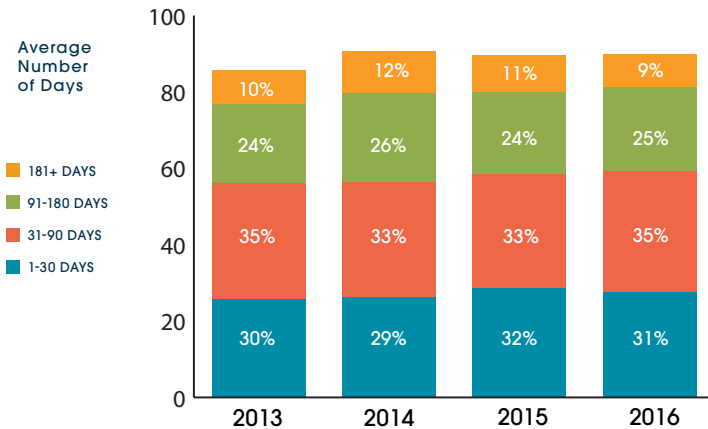
**52%**  
Small Towns/  
Countryside



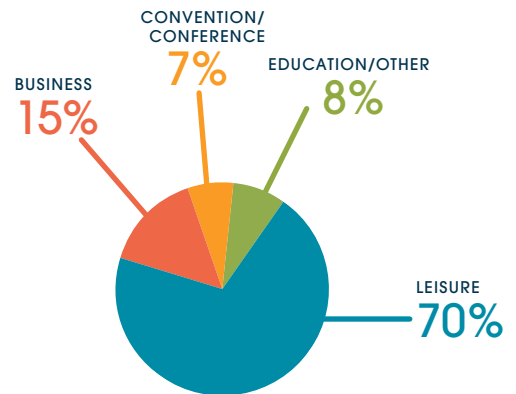
**51%**  
National Parks/  
Monuments

## AIR TRAVEL BOOKING WINDOW

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

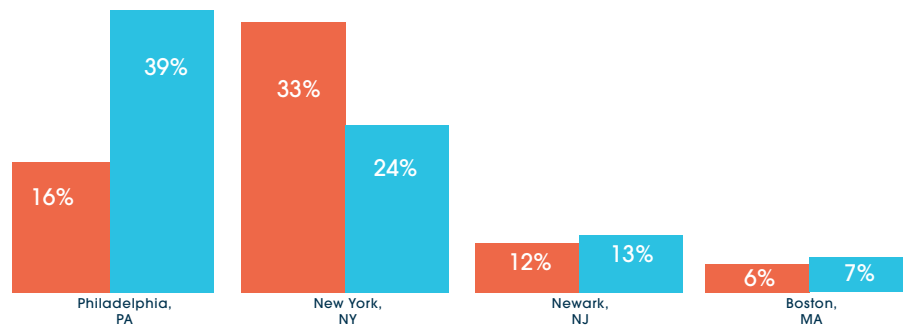


## TOP REASONS FOR TRAVELING TO PHILADELPHIA



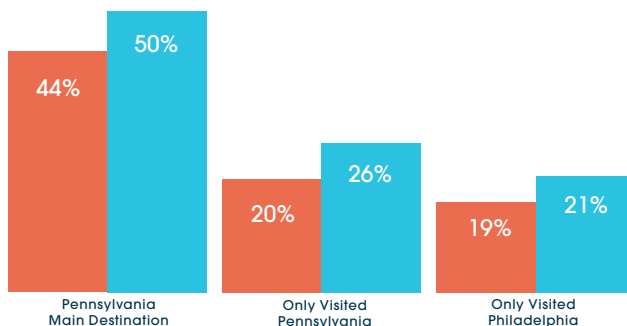
## TOP PORTS OF ENTRY

All Overseas Visitors  
German Visitors



## PLACES VISITED

All Overseas Visitors to Philadelphia  
German 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