



# OVERSEAS VISITORS TO PHILADELPHIA

## 2016 SNAPSHOT: ITALY

More than 21,000 visitors from Italy traveled to Philadelphia in 2016, making it the 6th largest source market for overseas visitors. In total, Italian visitors spent \$12.9 million in Philadelphia in 2016, which ranked them the 8th highest market for overseas spending. The popularity of leisure travel has grown among Italian visitors to Philadelphia over the last three years; in 2016 85% of Italian visitors to Philadelphia were traveling for leisure purposes vs. only 66% in 2013.



### 21,000

Total Italian Visitors to Philadelphia in 2016



### \$613

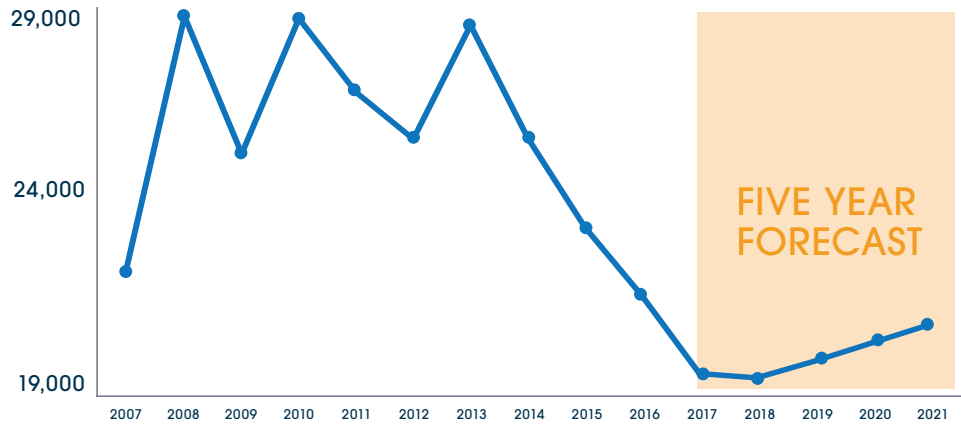
Amount Spent per Italian Visitor



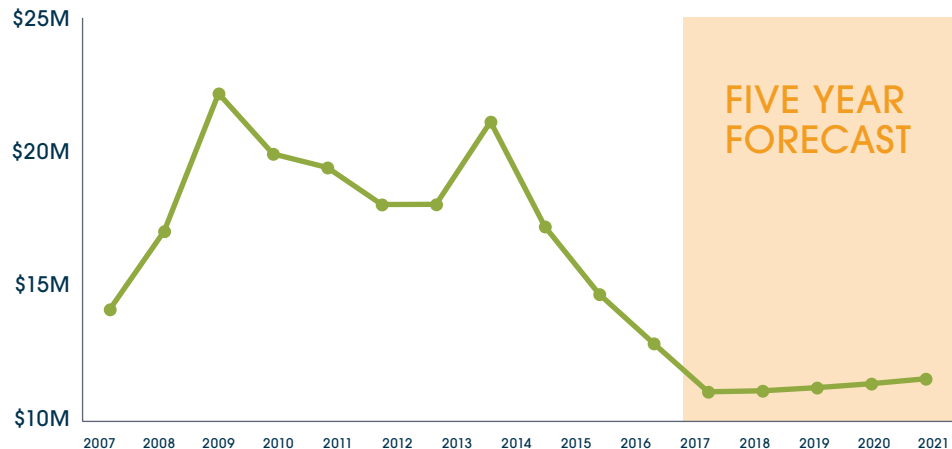
### 37,100

Total Room Nights Sold to Italian Visitors in 2016

### VISITORS FROM ITALY



### SPENDING BY VISITORS FROM ITALY



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 ITALY TO PHILADELPHIA

## TOP ACTIVITIES



**74%**  
Shopping



**66%**  
Art Galleries/  
Museums



**57%**  
Sightseeing



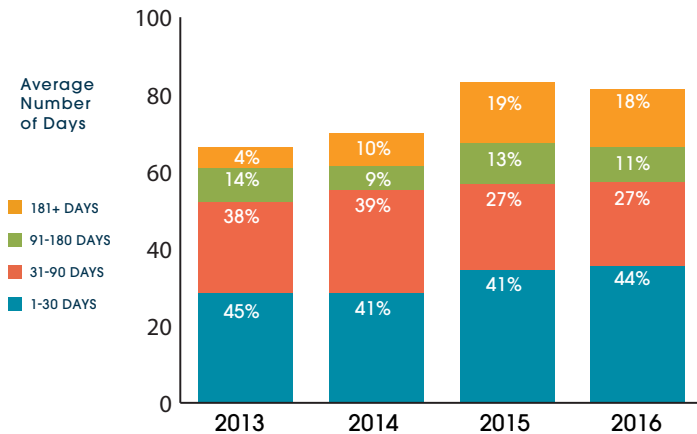
**42%**  
National Parks/  
Monuments



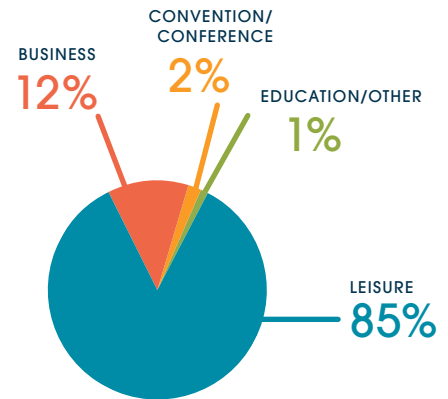
**36%**  
Historic  
Locations

## AIR TRAVEL BOOKING WINDOW

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



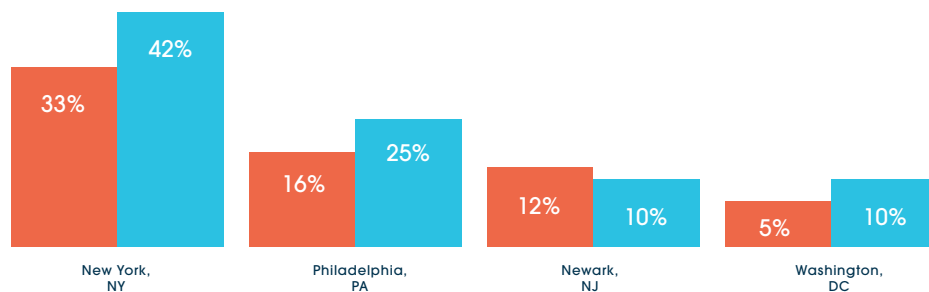
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## TOP PORTS OF ENTRY

All Overseas Visitors

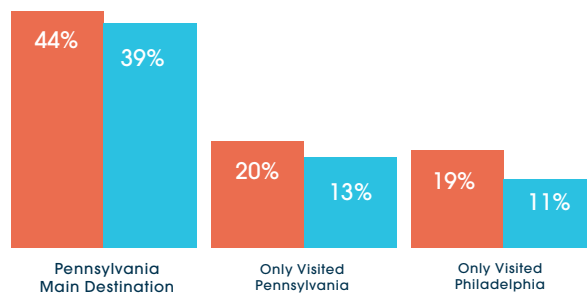
Italian Visitors



## PLACES VISITED

All Overseas Visitors to Philadelphia

Italian 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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04/2018

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau