



OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: JAPAN

In 2016, more than 12,000 visitors from Japan traveled to Philadelphia, ranking Japan the 13th largest overseas feeder market for the region. After a few consecutive years of decline, visitation from Japan is projected to increase by 11.9% by 2021. Nearly 2/3 of all Japanese travelers to Philadelphia listed 'business and conventions' as their primary reason for visiting, however, the amount of leisure travelers increased significantly over 2015.



12,100

Total Japanese Visitors to Philadelphia in 2016



\$929

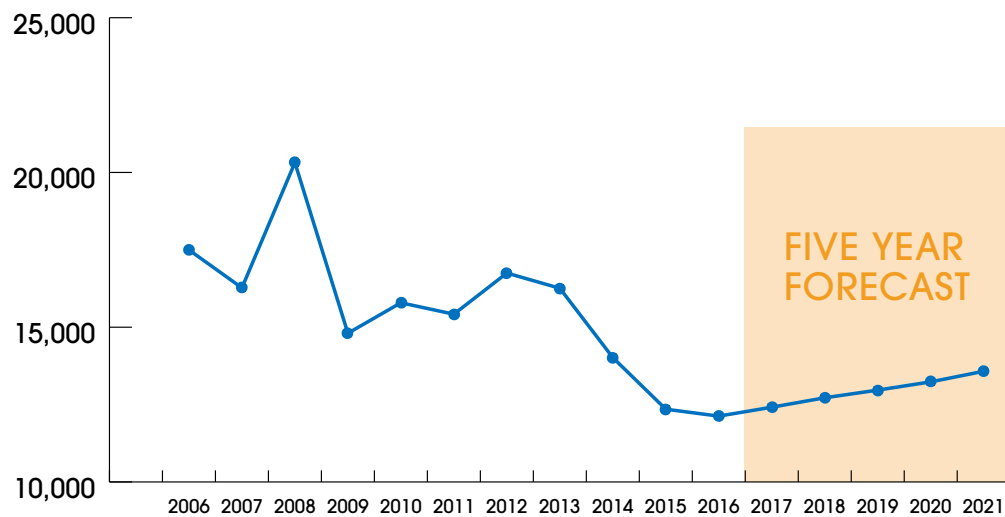
Amount Spent per Japanese Visitor



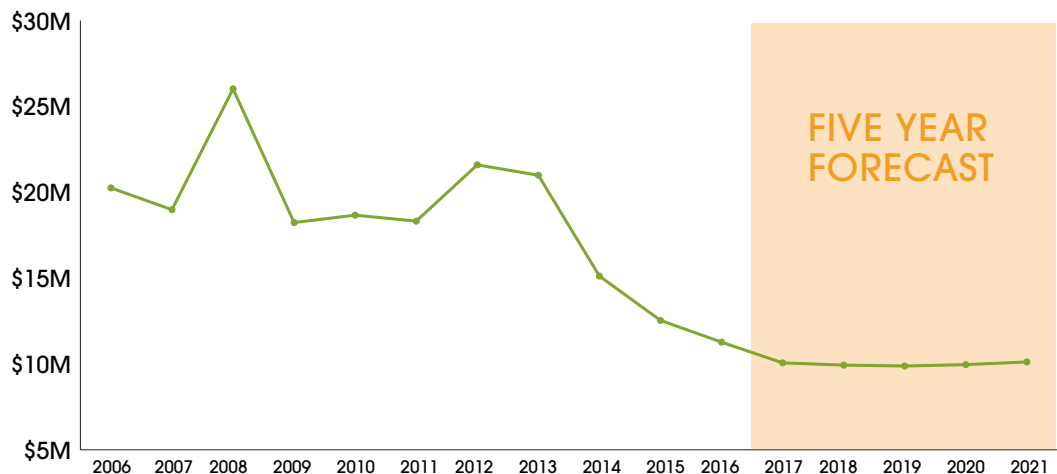
15,400

Total Room Nights Sold to Japanese Visitors in 2016

VISITORS FROM JAPAN



SPENDING BY VISITORS FROM JAPAN



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 JAPAN TO PHILADELPHIA

TOP ACTIVITIES



68%
Shopping



65%
Sightseeing



50%
Art Galleries/
Museums



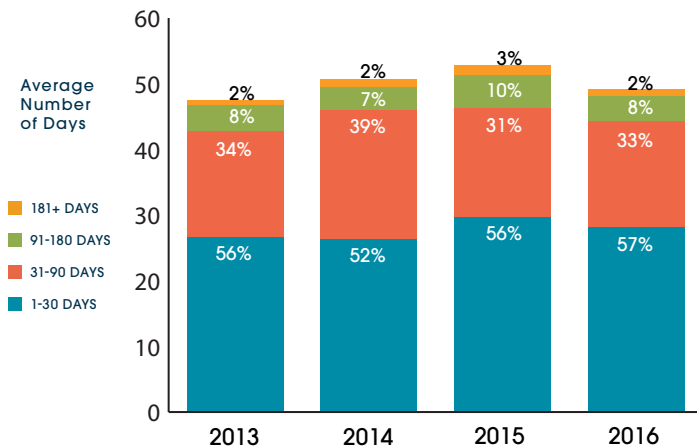
30%
Historic
Locations



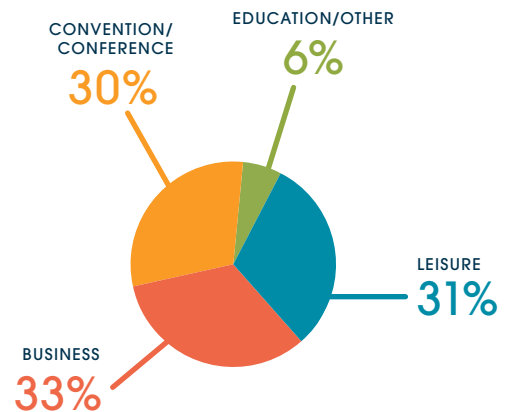
29%
Fine Dining

AIR TRAVEL BOOKING WINDOW

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

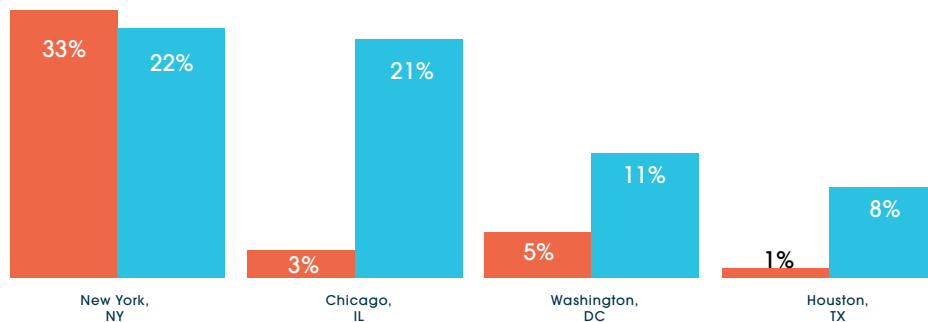


TOP REASONS FOR TRAVELING TO PHILADELPHIA



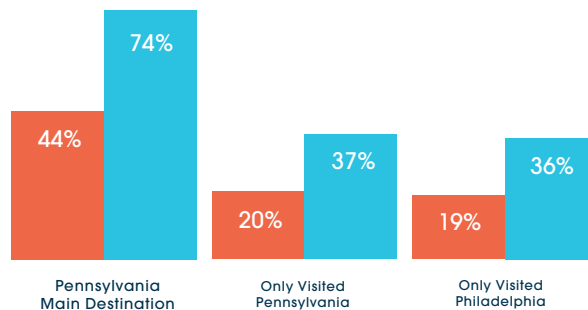
TOP PORTS OF ENTRY

All Overseas Visitors
Japanese Visitors



PLACES VISITED

All Overseas Visitors
Japanese 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.

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04/2018

PHLCVB
Philadelphia Convention
& Visitors Bureau