



# OVERSEAS VISITORS TO PHILADELPHIA

## 2016 SNAPSHOT: UNITED KINGDOM

The U.K. continues to be Philadelphia's largest source market for overseas visitors and is expected to maintain the number one rank through the next five years. In 2016, the U.K. had the second highest rate of visitor spending from overseas markets behind China. Among all visitors from the U.K., 78% came to Philadelphia primarily for leisure purposes, up from 73% in 2015.



### 112,200

Total U.K. Visitors to Philadelphia in 2016



### \$685

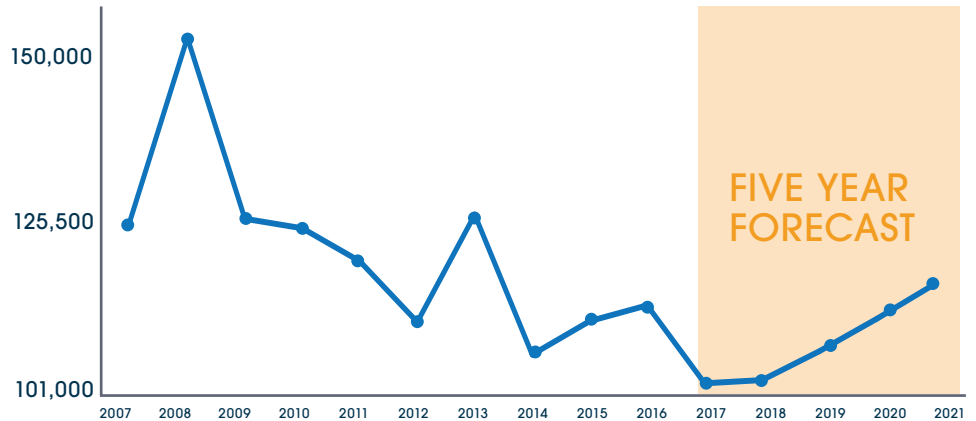
Amount Spent per U.K. Visitor



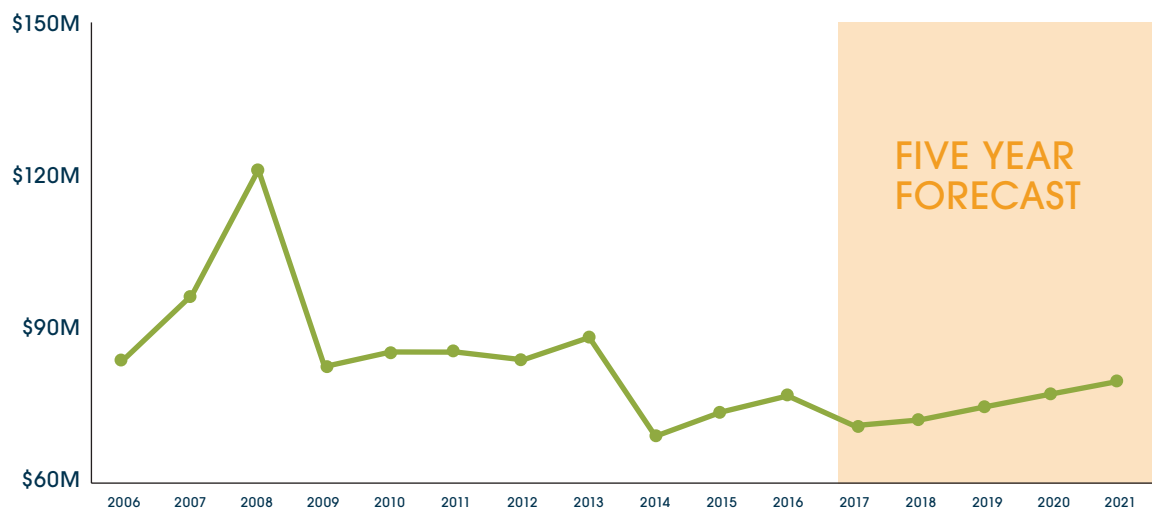
### 262,400

Total Room Nights Sold to U.K. Visitors in 2016

### VISITORS FROM THE U.K.



### SPENDING BY VISITORS FROM THE U.K.



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 THE U.K. TO PHILADELPHIA

## TOP ACTIVITIES



**80%**  
Sightseeing



**80%**  
Shopping



**56%**  
National Parks/  
Monuments



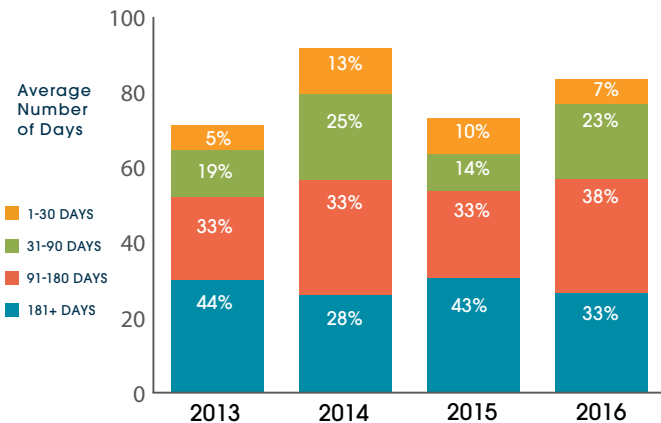
**49%**  
Historic  
Locations



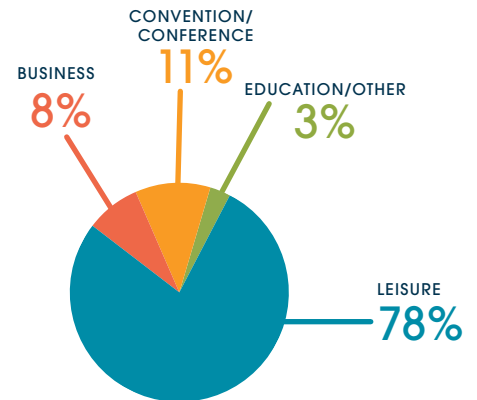
**41%**  
Art Galleries/  
Museums

## AIR TRAVEL BOOKING WINDOW

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

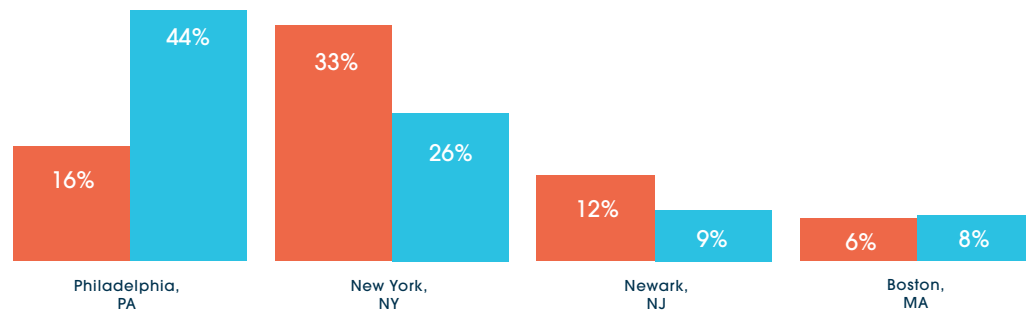


## TOP REASONS FOR TRAVELING TO PHILADELPHIA



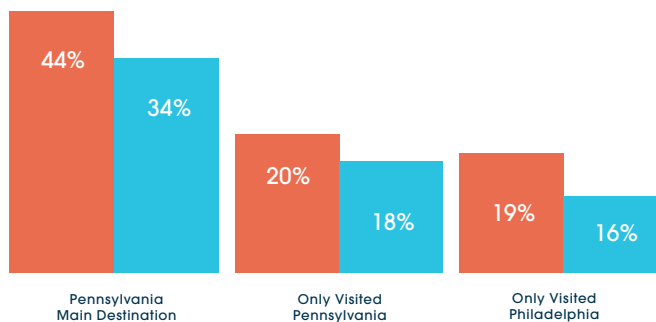
## TOP PORTS OF ENTRY

All Overseas Visitors  
U.K. Visitors



## PLACES VISITED

All Overseas Visitors  
to Philadelphia  
U.K. 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