



OVERSEAS VISITORS TO PHILADELPHIA

2018 SNAPSHOT: All Markets

- 2018 marked the fourth consecutive year of growth for overseas visitation with **7.5%** year-over-year growth
- Overseas visitors generated **\$723 million** dollars in direct spending in 2018 - a modern-day record
- Nine of Philadelphia's top ten overseas markets had year-over-year growth in 2018
- Overseas visitation to Philadelphia expected to grow **13.4%** over the next five years



696,700

Total Overseas Visitors to Philadelphia in 2018



\$723 Million

Direct Spend by Overseas Visitors



\$1.2 Billion

Total Estimated Economic Impact



10,145

FTE* Jobs Supported by Overseas Visitors

*FTE=Full-Time Equivalent

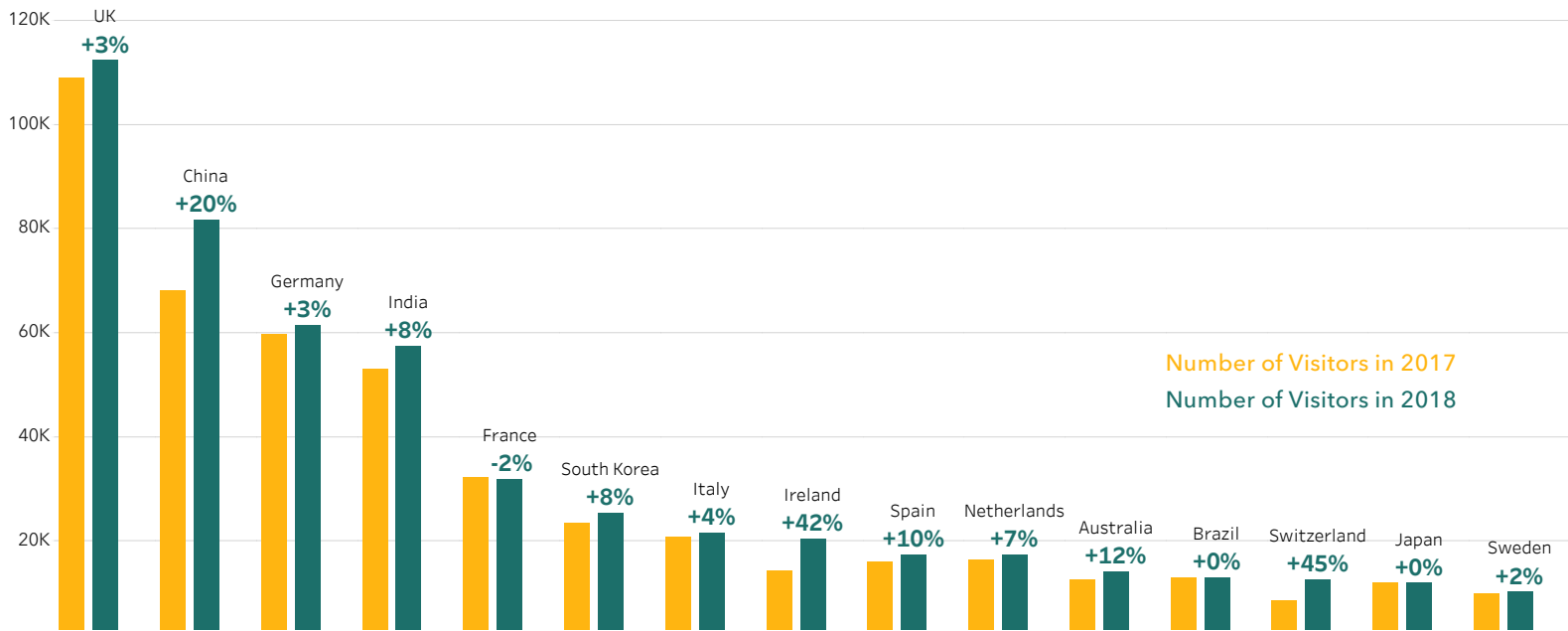


\$426 Million

Personal Income Generated

Top 15 Overseas Markets

By working with a network of seven representation offices, and reaching out to markets directly, the PHLCVB Global Tourism team promotes Philadelphia in 23 overseas countries: United Kingdom, Ireland, France, Germany, Austria, Switzerland, Italy, Spain, Iceland, Denmark, Norway, Finland, Sweden, The Netherlands, UAE, Qatar, India, China, South Korea, Japan, Australia, New Zealand and Brazil.



Top Activities for Overseas Visitors



88%

Shopping



57%

Art Galleries/Museums



51%

Historical Locations



51%

National Parks/Monuments



37%

Small Towns/Countryside

**FRANKLY
PHILA
DELPHIA**

Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Global Tourism team at 215-636-3409 or GlobalTourismTeam@discoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spend)

All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor differences among results may occur from year to year.

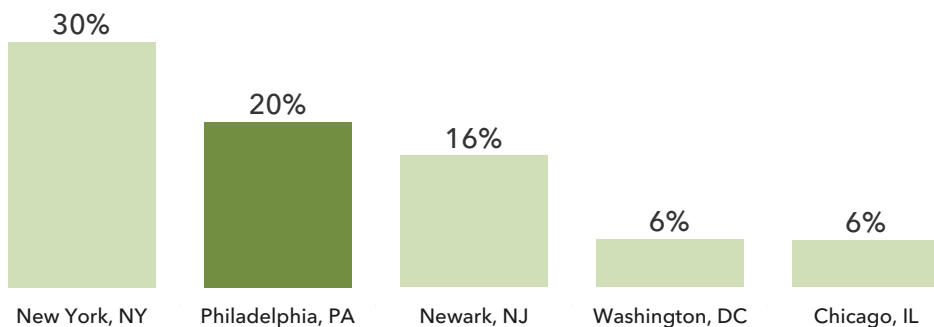
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Top 5 Ports of Entry to the U.S.

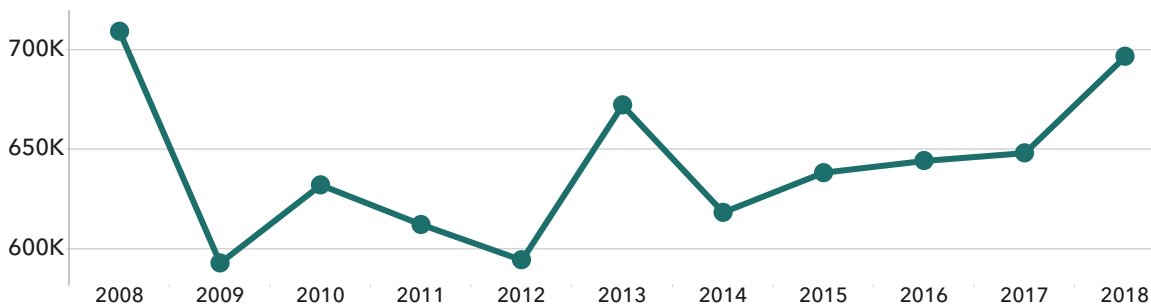


BIG SPENDERS

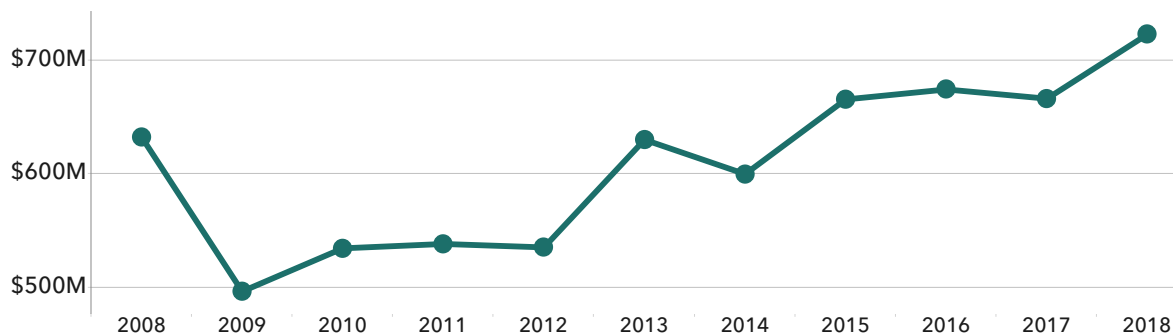
In Philadelphia, overseas travelers account for **57%** of all international visitation and **79%** of all international visitor spending.

Overseas visitors are defined as all international travelers excluding those from Canada and Mexico

Visitation to Philadelphia

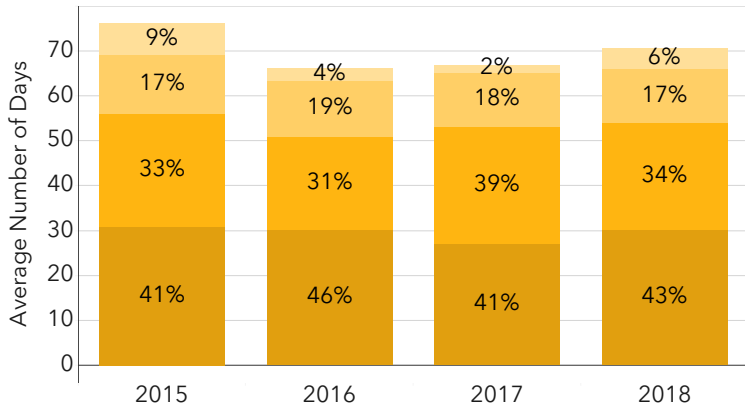


Spending by Overseas Visitors

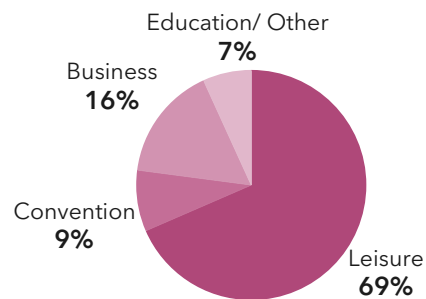


Air Travel Booking Window

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



Top Reasons for Traveling to Philadelphia



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