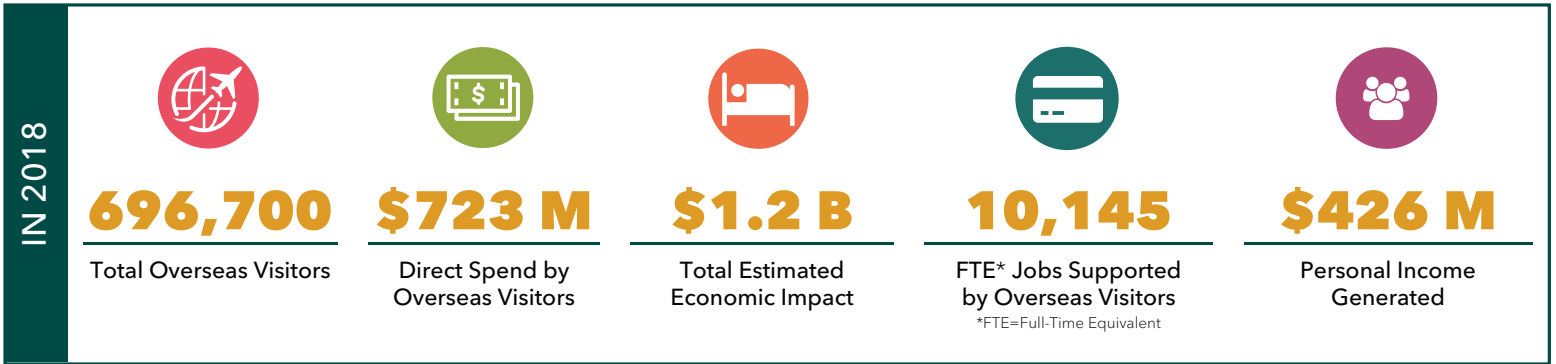


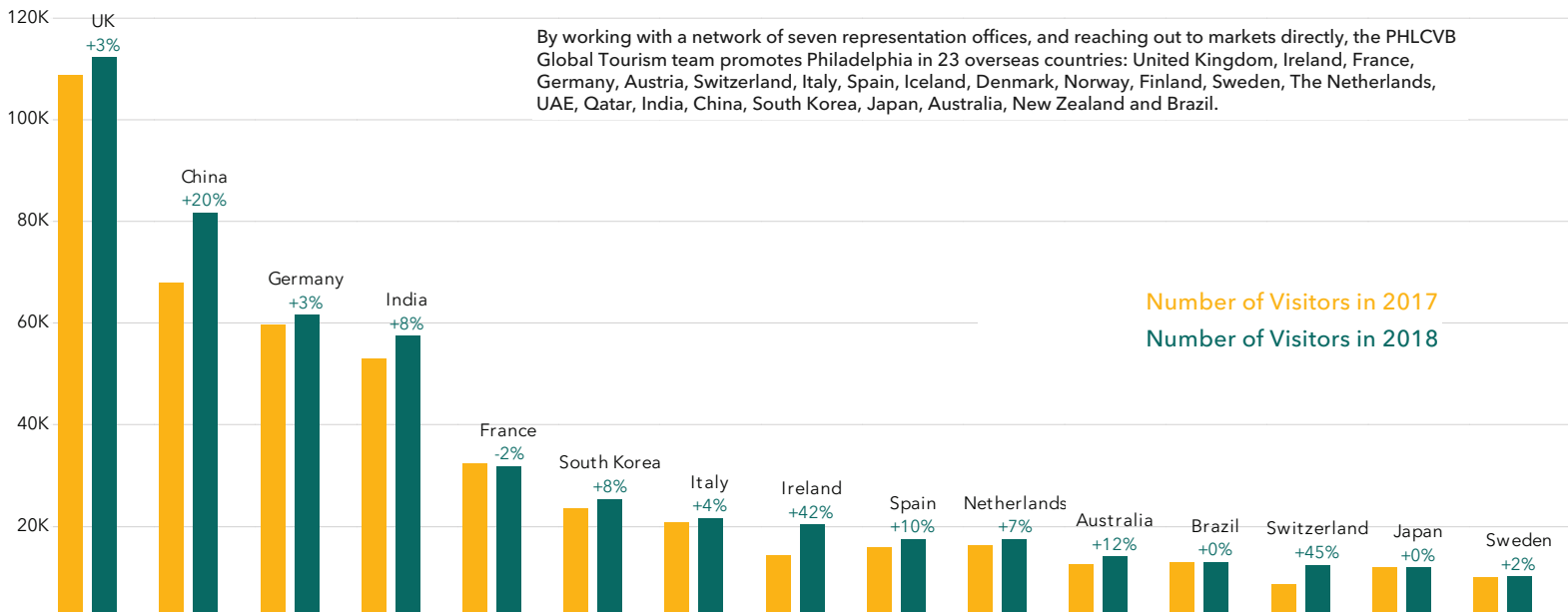


All Markets

- 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 is expected to grow **13.4%** over the next five years



Top 15 Overseas Markets



Top Activities for Overseas Visitors



88% Shopping



57% Art Galleries/Museums



51% Historical Locations



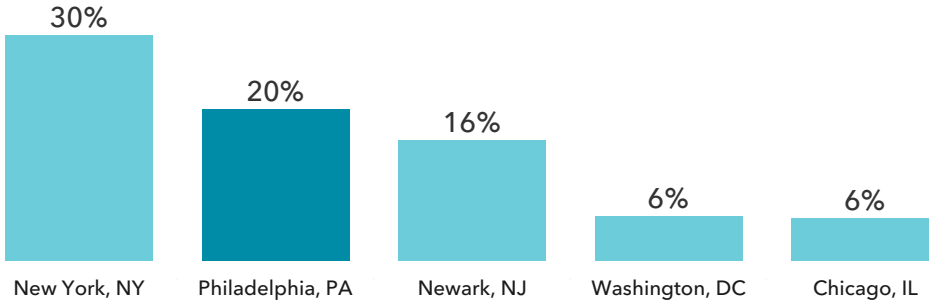
51% National Parks/Monuments



37% Small Towns/Countryside

OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

TOP PORTS OF ENTRY TO THE U.S.

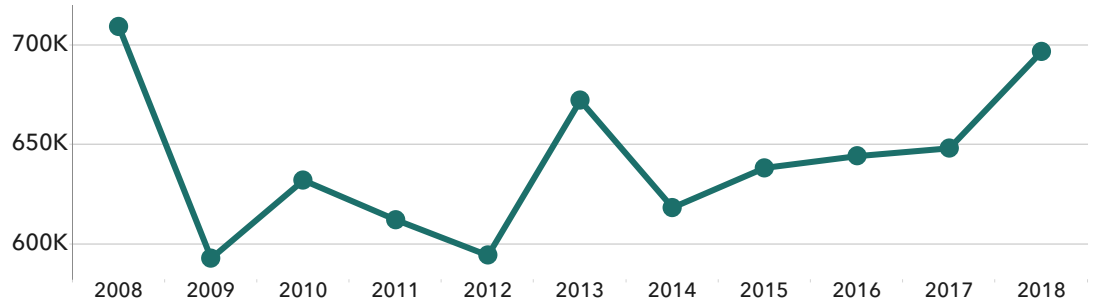


BIG SPENDERS

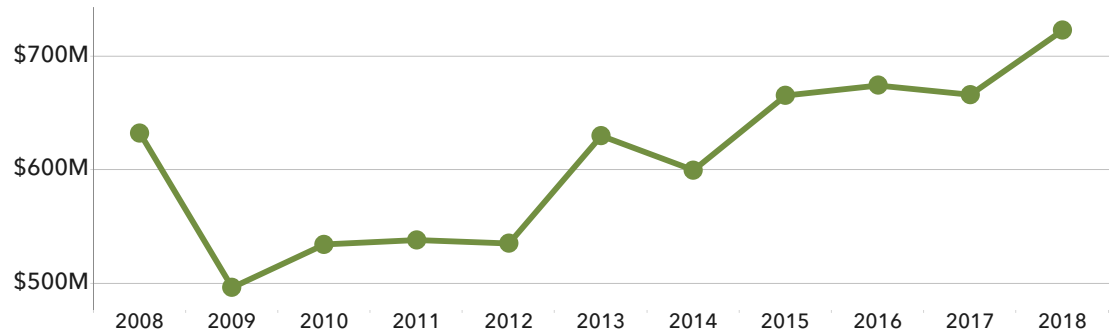
In Philadelphia, overseas travelers account for **57%** of all international visitation and **79%** of all international visitor spending.

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

VISITATION TO PHILADELPHIA

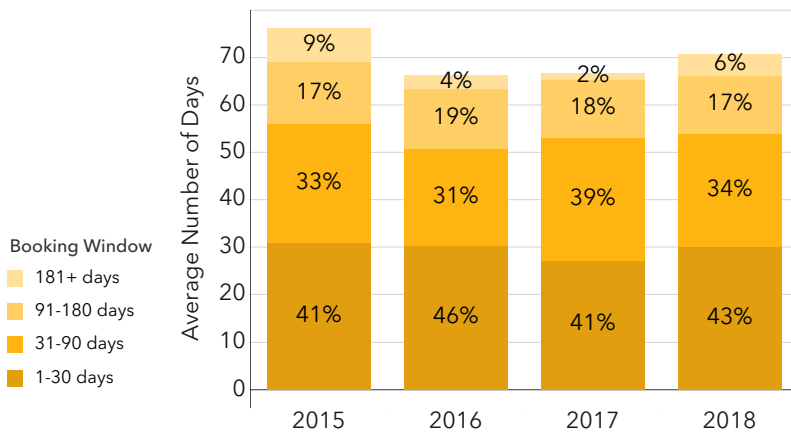


SPENDING BY OVERSEAS VISITORS



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

