Australia

- Australia in-bound travel increased by 12.2% year-over-year
- Australia continues to rank in the top 15 markets for overseas visitation, a position it has held since 2002
- Australian in-bound travel is expected to increase by 12.5% over the next five years

**IN 2018**

- Total Visitors from Australia: 14,000
- Total Visitor Spending from Australia: $20.3 M
- Total Room Nights Sold to Visitors from Australia: 38,000
- Amount Spent per Visitor from Australia: $1,450
- FTE* Jobs Supported by Visitors from Australia: 285

*FTE=Full-Time Equivalent

**Visitors from Australia**

- Spending by visitors from Australia increased 15.6% YOY, and over the next five years is expected to grow by 13.4%.

Interested in learning more about overseas visitation to Philadelphia?
Contact the PHLCVB Global Tourism Team at 215-636-3409 or GlobalTourism@DiscoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spending)
All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor difference among results may occur from year to year. 9/2019
AIR TRAVEL BOOKING WINDOW
"Booking window" is defined as the number of days prior to departure that airline reservations were made.

TOP PORTS OF ENTRY TO THE U.S.

Los Angeles, CA (55%)
New York, NY (15%)
Dallas/Ft. Worth, TX (9%)
Chicago, IL (5%)
San Francisco, CA (4%)

*No direct flights to Philadelphia

TOP REASONS FOR TRAVELING TO PHILADELPHIA

TOP ACTIVITIES

97% Shopping
88% Art Galleries/Museums
83% Historical Locations

77% National Parks/ Monuments
65% Guided Tour(s)

PLACES VISITED

REGIONAL PARTNERSHIPS
The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destination within the region, including Philadelphia.

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