OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

China
- Chinese in-bound travel to Philadelphia is up 20% year-over-year
- China is Philadelphia’s 2nd largest overseas source market for the third consecutive year
- China is Philadelphia's top market for direct visitor spending, a title it has held since 2014

IN 2018

<table>
<thead>
<tr>
<th>Total Visitors from China</th>
<th>Total Visitor Spending from China</th>
<th>Total Room Nights Sold to Visitors from China</th>
<th>Amount Spent per Visitor from China</th>
<th>FTE* Jobs Supported by Visitors from China</th>
</tr>
</thead>
<tbody>
<tr>
<td>81,600</td>
<td>$145M</td>
<td>216,600</td>
<td>$1,776</td>
<td>2,035</td>
</tr>
</tbody>
</table>

Visitors from China

Spending by visitors from China increased 20.4% YOY, and over the next five years is expected to grow by 56.4%.

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

*FTE=Full-Time Equivalent
AIR TRAVEL BOOKING WINDOW

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

<table>
<thead>
<tr>
<th>Average Number of Days</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-30 days</td>
<td>12%</td>
<td>16%</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>31-90 days</td>
<td>43%</td>
<td>32%</td>
<td>35%</td>
<td>31%</td>
</tr>
<tr>
<td>91-180 days</td>
<td>45%</td>
<td>52%</td>
<td>50%</td>
<td>57%</td>
</tr>
<tr>
<td>181+ days</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

TOP PORTS OF ENTRY TO THE U.S.

- New York, NY (26%)
- Newark, NJ (9%)
- Chicago, IL (9%)
- Los Angeles, CA (7%)
- Detroit, MI (7%)

*No direct flights to Philadelphia

TOP REASONS FOR TRAVELING TO PHILADELPHIA

- 64% Leisure
- 20% Business
- 10% Convention
- 6% Education/ Other

TOP ACTIVITIES

- 92% Shopping
- 65% Art Galleries/Museums
- 62% Fine Dining
- 55% National Parks/Monuments
- 50% Historical Locations

PLACES VISITED

- Pennsylvania Main Destination: 52%
- Only Visited Pennsylvania: 24%
- Only Visited Philadelphia: 22%

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 destinations within the region, including Philadelphia.