



## 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



### 81,600

Total Visitors from China



### \$145M

Total Visitor Spending from China



### 216,600

Total Room Nights Sold to Visitors from China



### \$1,776

Amount Spent per Visitor from China

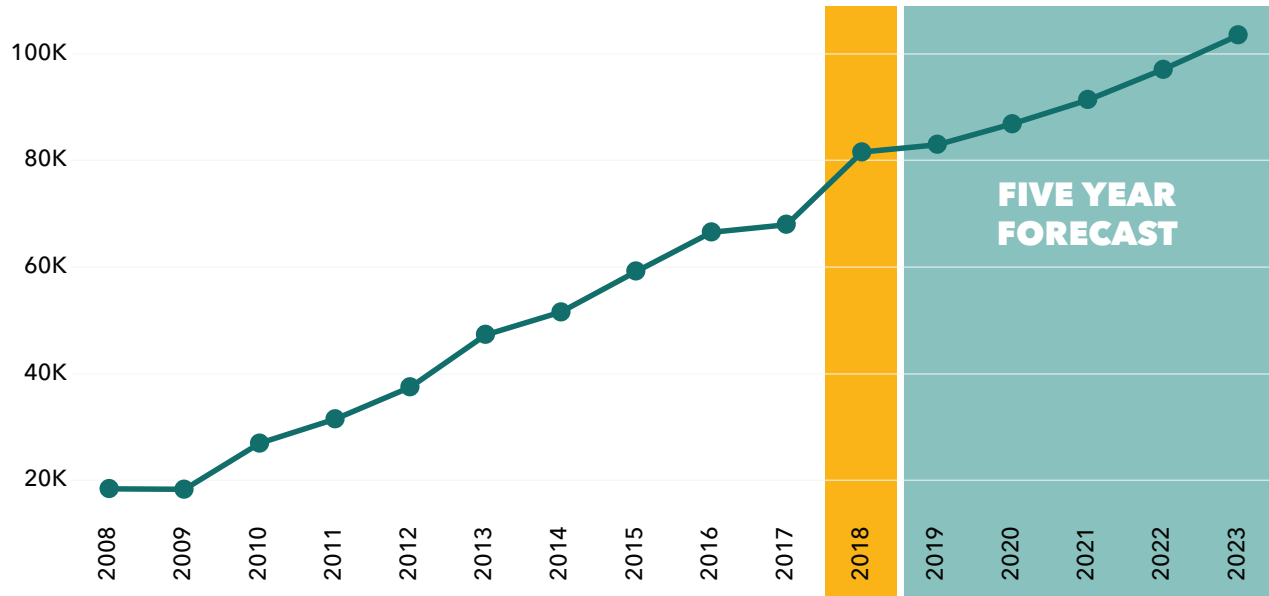


### 2,035

FTE\* Jobs Supported by Visitors from China

\*FTE=Full-Time Equivalent

## Visitors from China

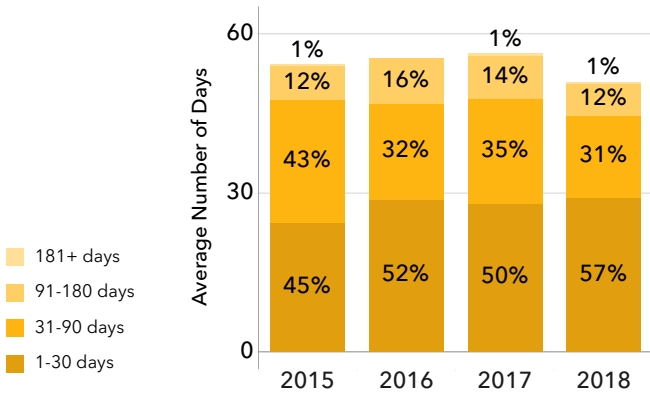


### SPENDING

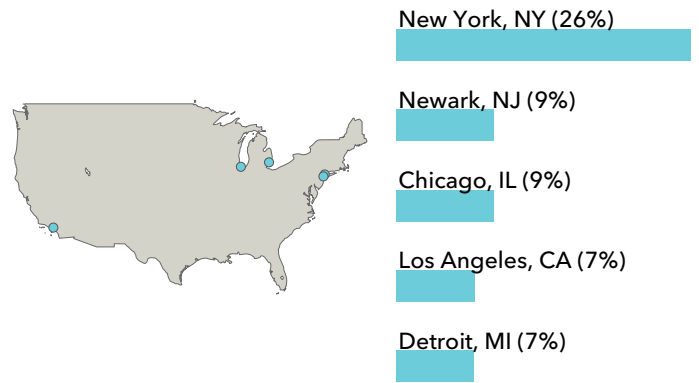
Spending by visitors from China increased 20.4% YOY, and over the next five years is expected to grow by 56.4%.

## AIR TRAVEL BOOKING WINDOW

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

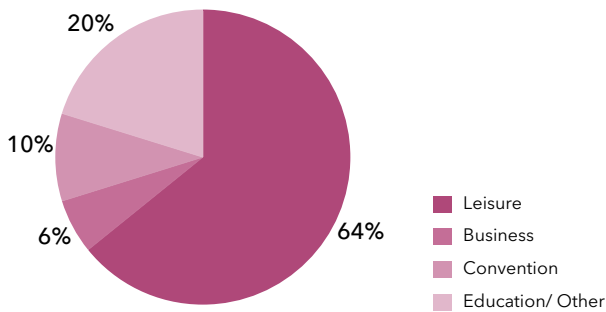


## TOP PORTS OF ENTRY TO THE U.S.

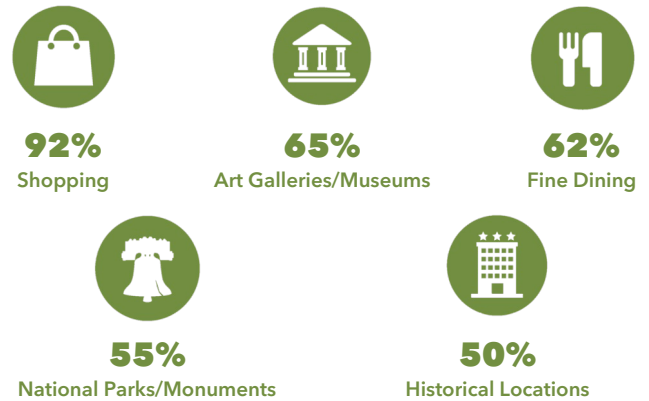


\*No direct flights to Philadelphia

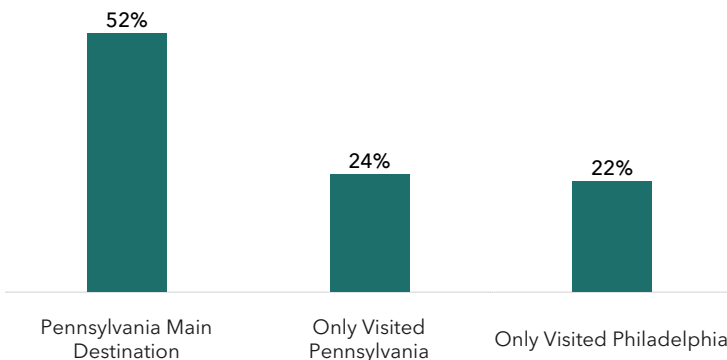
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## TOP ACTIVITIES



## 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.