OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

France

- France is Philadelphia’s 5th largest source market for overseas visitation
- French in-bound travel is expected to increase by 3.2% over the next five years
- France continues to rank in the top five overseas source markets since data tracking began in 2000

-visitors from France

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>Spending</th>
<th>Room Nights</th>
<th>Amount Spent</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>31,700</td>
<td>$26.9 M</td>
<td>74,600</td>
<td>$848</td>
<td>378</td>
</tr>
</tbody>
</table>

Visitors from France

Spending by visitors from France decreased 1.4% YOY, but is expected to increase by 2.1% from 2018 to 2023.

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
2018 Visitors from France to Philadelphia

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

- 181+ days
- 91-180 days
- 31-90 days
- 1-30 days

<table>
<thead>
<tr>
<th>Year</th>
<th>1-30 days</th>
<th>181+ days</th>
<th>31-90 days</th>
<th>91-180 days</th>
<th>181+ days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>26%</td>
<td>24%</td>
<td>39%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>2016</td>
<td>26%</td>
<td>24%</td>
<td>39%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>2017</td>
<td>31%</td>
<td>31%</td>
<td>34%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>2018</td>
<td>31%</td>
<td>31%</td>
<td>34%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

TOP PORTS OF ENTRY TO THE U.S.
- New York, NY (27%)
- Philadelphia, PA (19%)
- Washington, DC (17%)
- Newark, NJ (16%)
- Boston, MA (15%)

TOP REASONS FOR TRAVELING TO PHILADELPHIA
- 70%
- 17%
- 5%
- 8%

TOP ACTIVITIES
- 84% Shopping
- 70% Art Galleries/Museums
- 70% National Parks/Monuments
- 53% Historical Locations
- 48% Small Towns/Countryside

PLACES VISITED
- 27% Pennsylvania Main Destination
- 14% Only Visited Pennsylvania
- 9% Only Visited Philadelphia

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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