



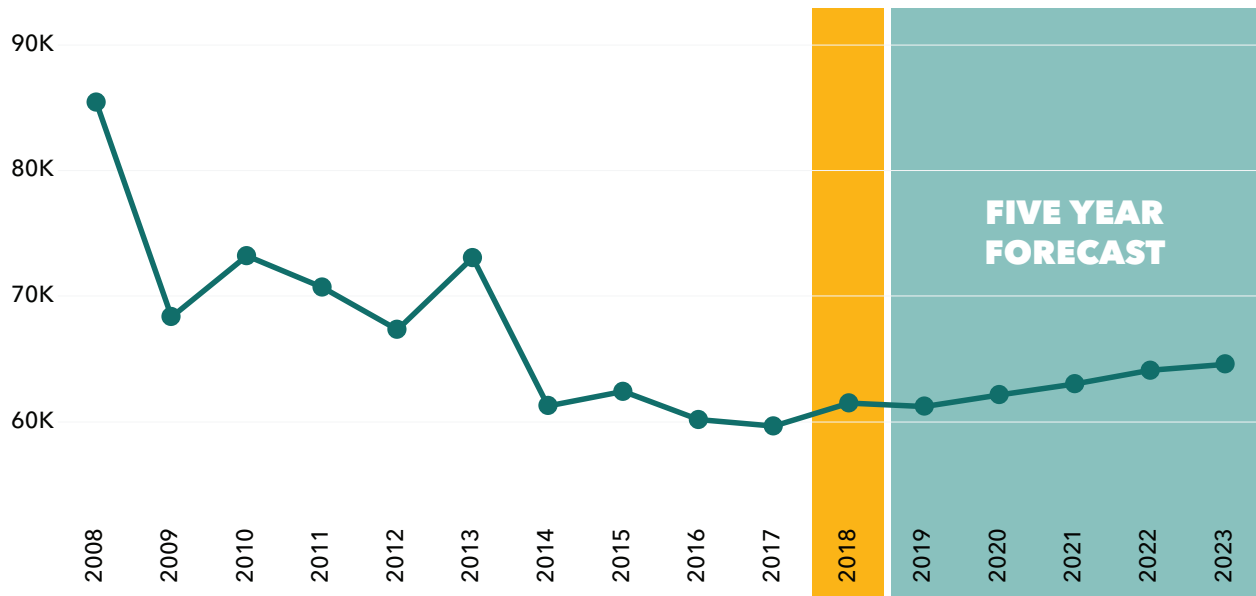
Germany

- Germany is Philadelphia’s third largest source market for the third consecutive year
- German in-bound travel is expected to grow by 5% over the next five years
- Germany is Philadelphia’s 4th largest market in direct visitor spending, a position it has held since data tracking began in 2000

IN 2018

61,500	\$58M	154,600	\$943	813
Total Visitors from Germany	Total Visitor Spending from Germany	Total Room Nights Sold to Visitors from Germany	Amount Spent per Visitor from Germany	FTE* Jobs Supported by Visitors from Germany
				<small>*FTE=Full-Time Equivalent</small>

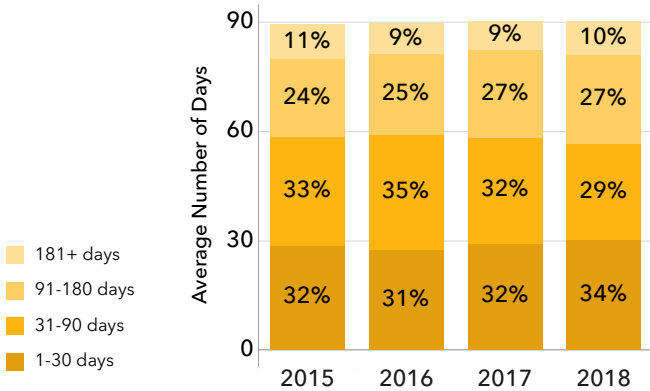
Visitors from Germany



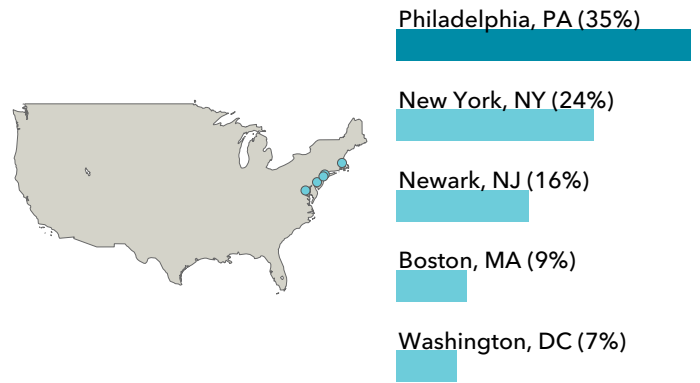
SPENDING
 Spending by visitors from Germany increased 2.3% YOY, and over the next five years is expected to grow by 6.4%.

AIR TRAVEL BOOKING WINDOW

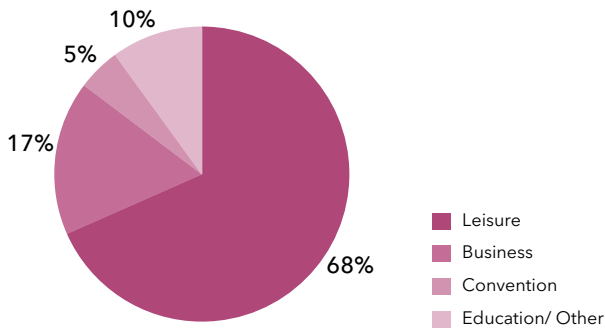
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



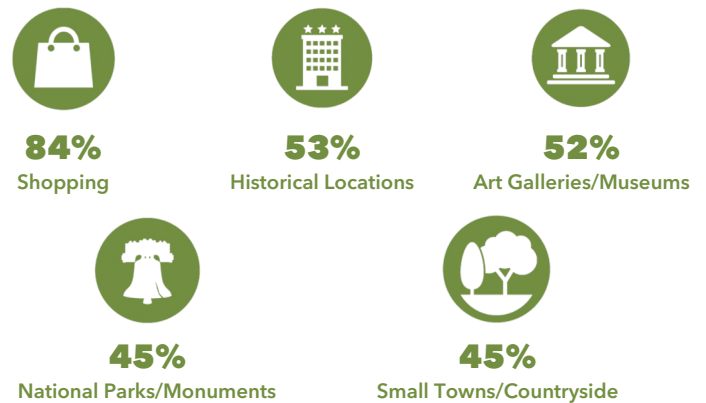
TOP PORTS OF ENTRY TO THE U.S.



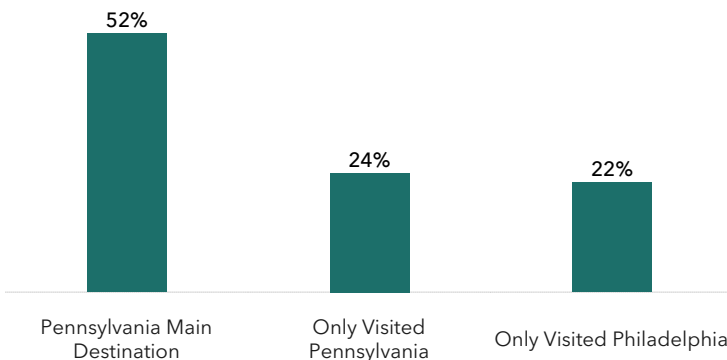
TOP REASONS FOR TRAVELING TO PHILADELPHIA



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.