OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

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

<table>
<thead>
<tr>
<th>IN 2018</th>
<th>61,500</th>
<th>$58M</th>
<th>154,600</th>
<th>$943</th>
<th>813</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors from Germany</td>
<td>Total Visitor Spending from Germany</td>
<td>Total Room Nights Sold to Visitors from Germany</td>
<td>Amount Spent per Visitor from Germany</td>
<td>FTE* Jobs Supported by Visitors from Germany</td>
<td></td>
</tr>
</tbody>
</table>

*FTE=Full-Time Equivalent

Visitors from Germany

FIVE YEAR FORECAST

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

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
2018 Visitors from Germany to Philadelphia

**AIR TRAVEL BOOKING WINDOW**

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

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<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>32%</td>
<td>31%</td>
<td>32%</td>
<td>34%</td>
</tr>
<tr>
<td>181+ days</td>
<td>11%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>91-180 days</td>
<td>24%</td>
<td>25%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>31-90 days</td>
<td>33%</td>
<td>35%</td>
<td>32%</td>
<td>29%</td>
</tr>
</tbody>
</table>
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**TOP PORTS OF ENTRY TO THE U.S.**

- Philadelphia, PA (35%)
- New York, NY (24%)
- Newark, NJ (16%)
- Boston, MA (9%)
- Washington, DC (7%)

**TOP REASONS FOR TRAVELING TO PHILADELPHIA**

- 68% Leisure
- 17% Business
- 5% Convention
- 10% Education/ Other

**TOP ACTIVITIES**

- 84% Shopping
- 53% Historical Locations
- 52% Art Galleries/Museums
- 45% National Parks/ Monuments
- 45% Small Towns/ Countryside

**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 destination within the region, including Philadelphia.

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