OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

Italy

- Italian in-bound travel to Philadelphia is up 4% year-over-year, marking the 1st year of growth since 2013
- Visitation from Italy is expected to grow by 4.6% over the next five years
- Italy continues to rank in the top ten overseas source markets since data tracking began in 2000

<table>
<thead>
<tr>
<th>IN 2018</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Total Visitors from Italy</td>
<td>$17.5 M</td>
<td>Total Room Nights Sold to Visitors from Italy</td>
<td>$813</td>
<td>246</td>
</tr>
<tr>
<td>Visitors from Italy</td>
<td>21,500</td>
<td>Total Visitor Spending from Italy</td>
<td>37,100</td>
<td>Amount Spent per Visitor from Italy</td>
<td>FTE* Jobs Supported by Visitors from Italy</td>
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<tr>
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<td>*FTE=Full-Time Equivalent</td>
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Visitors from Italy

- Spending by visitors from Italy increased 1.3% YOY, and over the next five years is expected to remain flat.

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

Interested in learning more about overseas visitation to Philadelphia? Contact the PHLCVB Global Tourism Team at 215-636-3409 or GlobalTourism@DiscoverPHL.com.
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>181+ days</td>
<td>19%</td>
<td>13%</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>91-180 days</td>
<td>27%</td>
<td>27%</td>
<td>26%</td>
<td>24%</td>
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<tr>
<td>31-90 days</td>
<td>41%</td>
<td>44%</td>
<td>48%</td>
<td>49%</td>
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<tr>
<td>1-30 days</td>
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</tbody>
</table>

TOP PORTS OF ENTRY TO THE U.S.

- New York, NY (37%)
- Philadelphia, PA (23%)
- Newark, NJ (16%)
- Boston, MA (14%)
- Chicago, IL (3%)

TOP REASONS FOR TRAVELING TO PHILADELPHIA

- 74% Leisure
- 19% Business
- 4% Convention
- 4% Education/ Other

TOP ACTIVITIES

- 81% Shopping
- 71% Art Galleries/Museums
- 48% Historical Locations
- 46% National Parks/ Monuments
- 36% Small Towns/ Countryside

PLACES VISITED

- 44% Pennsylvania Main Destination
- 19% Only Visited Pennsylvania
- 17% 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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