








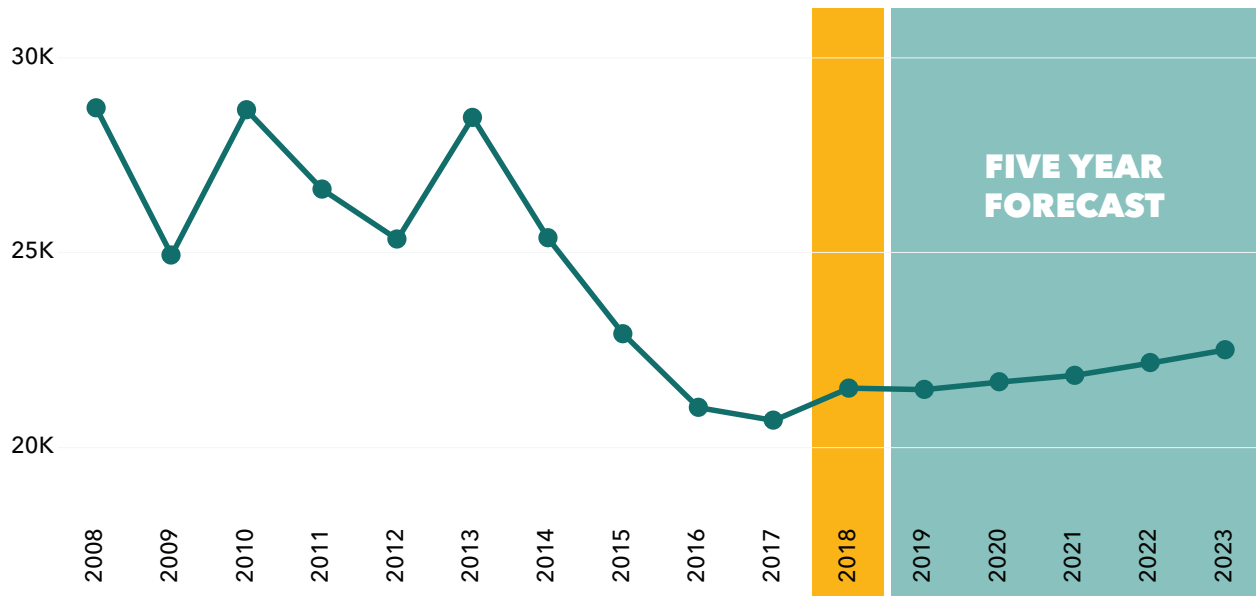
# Italy

- 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

**IN 2018**

|   |   |   |   |   |
|---|---|---|---|---|
|  |  |  |  |  |
| <b>21,500</b>   | <b>\$17.5 M</b>   | <b>37,100</b>   | <b>\$813</b>  | <b>246</b>  |
| Total Visitors from Italy   | Total Visitor Spending from Italy   | Total Room Nights Sold to Visitors from Italy                                     | Amount Spent per Visitor from Italy   | FTE* Jobs Supported by Visitors from Italy  |
|   |   |   |   | <small>*FTE=Full-Time Equivalent</small>  |

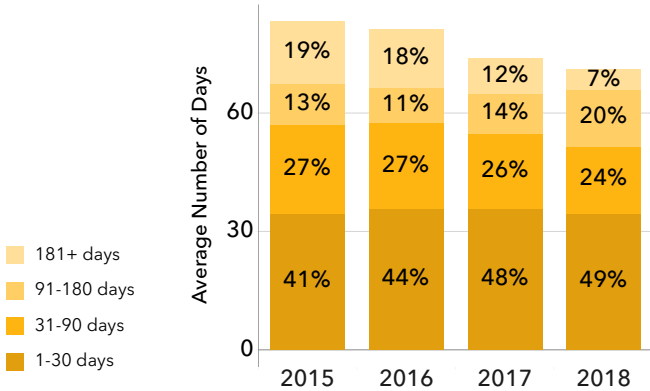
## Visitors from Italy



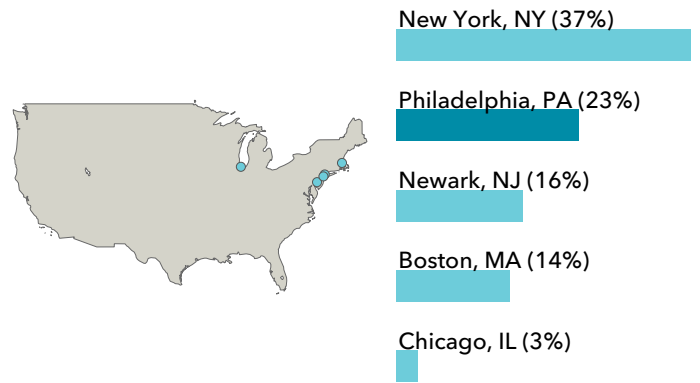
 **SPENDING**  
 Spending by visitors from Italy increased 1.3% YOY, and over the next five years is expected to remain flat.

## AIR TRAVEL BOOKING WINDOW

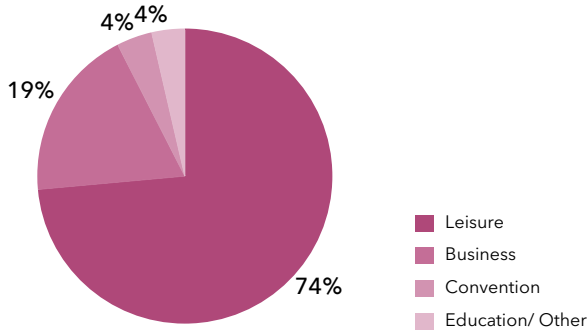
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



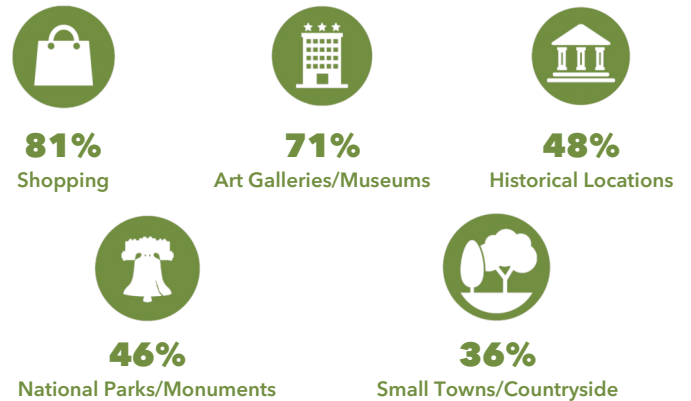
## TOP PORTS OF ENTRY TO THE U.S.



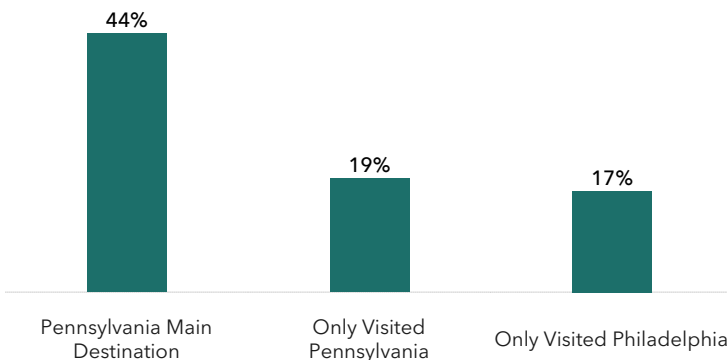
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## 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.