Unstoppable Ingenuity

CREATES OPPORTUNITY.

VISION

The Philadelphia Convention & Visitors Bureau envisions a bright, culturally rich and thriving future for Philadelphia and its region. Both a source of local pride and a destination sought by travelers from near and far, employers will benefit from a deep and diverse talent pool and Philadelphia will become a gateway to the world.

A vibrant place to live, work, play and convene, the Philadelphia region will attract economic investment, be a source of diverse and distributed opportunity and a place where people always feel at home but never leave without a story.

MISSION

The PHLCVB creates positive economic impact across the Philadelphia region, driving job growth and promoting the health and vibrancy of our hospitality industry by marketing the destination, the Pennsylvania Convention Center and attracting overnight visitors.

Our work engages our local community as well as culturally and ethnically diverse regional, national and international convention, sporting event and tourism customers.
Leadership Message

Global Tourism

Meeting, Convention & Event Results

Sales Activity for Meetings, Conventions & Events

PHLCVB Business at the Pennsylvania Convention Center

Center City Hotel Performance

Business Development Divisions

Membership & Special Events

PHLCVB Financials

Marketing & Communications

Board of Directors

PHLCVB Foundation
Dear Stakeholders and Partners,

As we look back on another successful year for Philadelphia’s hospitality industry, it can’t be done without first acknowledging what we are facing in 2020. We finalized this report in the first quarter of 2020 as the coronavirus pandemic made its way across the globe—drastically altering the plans and goals we had initially set for the year ahead following a very successful 2019. As we look forward, there’s no doubt our operations will take on a very different perspective and approach.

Additionally, in 2020, the PHLCVB will also be appointing a new President and CEO due to Julie Coker’s departure. Many of the accomplishments in this report are a direct result of Julie’s leadership and hard work. We are all incredibly grateful for her unselfish and visionary leadership during her nine years of outstanding service to the PHLCVB.

I’d also be remiss if we didn’t acknowledge and celebrate in this report our industry’s wins from 2019—which were a resounding success. All of our hard work seemed to be paying off.

We hosted premier conventions and sporting events like BIO International and the 120th Army-Navy Game. We announced key wins such as the 2026 Major League Baseball All-Star Game and made it to the final round of consideration for the 2026 FIFA World Cup. We also announced record-breaking results in multiple categories for overseas visitation and hosted more citywide conventions than we had in over a decade. We even closed out the year with an exceptional accolade from National Geographic, listing Philadelphia as the ONLY U.S. city on their coveted list of top destinations to visit in 2020.

The results in this report are the collective hard work of our tourism industry partners who work together every day to support the more than 76,000 hospitality-related jobs in Philadelphia.

As we address the challenges of the global pandemic in 2020, we will move forward with strength, resiliency and unstoppable ingenuity as we continue to build on the groundwork that has been laid. Through commitment and dedication, the entire hospitality industry will work tirelessly to continue producing positive economic impact for Philadelphia—leading to a strong foundation that will power the recovery and future growth of our great city.

Nick DeBenedictis
Chairman of the Board
“Because of the PHLCVB’s global and national efforts to market, promote and sell our city, Philadelphia is viewed as a top destination for meetings, conventions, sporting events and visitors from around the world. The PHLCVB’s efforts play a pivotal role in Philadelphia’s economic well-being and help create family-sustaining hospitality jobs for our residents.”

Jim Kenney  
Mayor, City of Philadelphia

“The progress made by the Philadelphia Convention & Visitors Bureau on global and national scales to increase tourism to the commonwealth has contributed significantly to communities throughout Pennsylvania. Our tourism industry continues to be one of the largest employment sectors in the commonwealth, buoyed by consistent increases in visitation, and the taxes generated by visitors are critical to Pennsylvania’s success.”

Tom Wolf  
Governor, Commonwealth of Pennsylvania
The PHLCVB Global Tourism team is dedicated to increasing Philadelphia's position as a leading destination for overseas visitors and domestic group tours. In partnership with seven in-market representation offices, our Philadelphia-based Global Tourism team promoted our destination in 25 global markets in 2019.

2019 Global Tourism Markets

Solid color:
Overseas Markets

Dotted pattern:
Group Tour Activity

NORTH AMERICA
United States
Canada

SOUTH AMERICA
Brazil

EUROPE
Austria
Denmark
Finland
France
Germany
Iceland
Ireland
Italy
The Netherlands
Norway
Spain
Sweden
Switzerland
United Kingdom

ASIA
China
India
Japan
Qatar
South Korea
United Arab Emirates

OCEANIA REGION
Australia
New Zealand
Overseas travel continues to produce positive results for Philadelphia with nearly 700,000 overseas travelers choosing to visit the city in 2018. Nine of Philadelphia’s ‘top 10’ overseas markets grew year-over-year, helping to drive a 7.5% increase in all overseas visitation. This was nearly three times the growth rate nationally, and as a result, increased Philadelphia’s overall market share of overseas visitors to the U.S.

2018 Overseas Visitation Results*

Overseas data excludes Canada and Mexico.
Source: Tourism Economics

Overseas Visitation Highlights

- **696,700 Overseas visitors** (Up 7.5% YOY in 2018)
- **The 4th consecutive year of overseas visitation growth** (Up 7.5% YOY in 2018)
- **Set modern-day records in overseas visitor spending ($723 million) and economic impact ($1.2 billion)**

New Overseas Programs

Our Global Tourism team leverages partnerships with local and national organizations to drive overseas visitation to Philadelphia, including:

- **Partnering** with the Philadelphia Orchestra and the Countryside of Philadelphia on two international tours—one in China and another in Japan and Korea
- **Supporting** new airlift in partnership with PHL International Airport and American Airlines, the PHLCVB team helped launch and promote new non-stop service from Edinburgh, Scotland; Berlin, Germany and Dubrovnik, Croatia
- **Hosting** the Global Tourism Summit attended by 140 partners from the Philadelphia tourism industry, highlighting best practices, targeted initiatives and key results for overseas programs

Global Tourism Sales Activity

Our Global Tourism team grew visitation to the region through one-on-one interactions worldwide, including:

- **40** Trade Shows in 11 Countries
- **13** Sales Missions in 10 Countries
- **74** Travel Trade Familiarization Trips, Hosting 310 Travel Professionals from 17 Countries
Visitors who stay here SPEND HERE.

Overseas Visitor Behavior

2018 Top Activities for Overseas Visitors to Philadelphia

88% Shopping
57% Art Galleries & Museums
51% National Parks & Monuments
51% Historic Locations
37% Countryside

2018 Air Travel Booking Window

“Booking window” is defined as the number of days prior to departure that airline reservations were made. Most overseas visitors coming to Philadelphia make travel arrangements one to three months in advance.

1-30 days: 43%
31-90 days: 34%
91-180 days: 17%
181+ days: 6%

Primary Reasons for Overseas Travel to Philadelphia in 2018

Leisure: 69%
Business: 16%
Convention/Conference: 7%
Education/Other: 9%

*Excludes Canada and Mexico
Source: National Travel & Tourism Office
Global Tourism Results

Community Impact from Overseas Visitors in 2018

Philadelphia’s 2018 overseas tourism segment increased among all key metrics (vs. 2017) including visitation, direct spend and economic impact.

- 696,700 Overseas Visitors*
- $723M Visitor Spending
- $1.2B Economic Impact
- 10,145 FTE* Jobs
- $426M in Personal Income

In Philadelphia, overseas visitors* account for 57% of all international visitation and 79% of all international visitor spending.

*Excludes Canada and Mexico
*FTE = Full-Time Equivalent

Source: Tourism Economics
Our experienced sales team focuses on booking meetings, conventions, trade shows and sporting events into the Pennsylvania Convention Center, member hotels and off-site venues. Attendees from across the globe stay overnight, eat in restaurants, ride in taxis, shop and more. Once conventions are booked, our Convention Services team assists planners and show organizers with logistics and event planning, including connecting them with our members and partners to ensure a cost-efficient and profitable event.

Source: STR and Tourism Economics
Community Impact from 2019 Meetings, Conventions & Events Booked by the PHLCVB

The PHLCVB is an economic engine and job creator for the city of Philadelphia. In 2019, the meetings, conventions and events we delivered supported the local economy through:

- 585 Total Events
- 788,000 Attendees
- 631,000 Room Nights

And all that stimulation paid off.

$600M Economic Impact

Which generated

- $30M State Tax Revenue
- $27M Local Tax Revenue

and directly supported

- 3,800 FTE* Jobs

$388M Direct Spend

SPEND BY SECTOR

- 24.3% LODGING
- 8.6% FOOD & BEVERAGE
- 8.6% BUSINESS SERVICES
- 8.6% RETAIL
- 7.8% TRANSPORTATION
- 7.8% RECREATION
- 7.4% RECREATION
- 1.8% OTHER

This stimulated spending in many sectors.

Source: Destinations International’s Event Impact Calculator by Tourism Economics

*FTE = Full-Time Equivalent
2019 Sales Activity for Meetings, Conventions & Events

Generating Business to Philadelphia Through PHLCVB Convention Sales Activity

- 47 Sales Trade Shows
- 1,355 Sales Calls
- 256 Site Visits

Business Booked by the PHLCVB for 2019 & Beyond

- 602 Meetings, Conventions & Events
- 692,736 Room Nights
- 26% Room Nights Booked into 2019, 2020 and 2021

70% of citywide conventions booked in 2019 were repeat business
2019 Future Booking Highlights

**EM2 Sports - Northeast Volleyball Qualifier**
Held two consecutive weekends surrounding the Easter Holiday 2026, 2027, 2028, 2029 & 2030

- **35,000** Attendees per Year
- **27,570** Room Nights per Year

**American Society of Anesthesiologists**
First time meeting in Philadelphia October 2032 & 2039

- **15,000** Attendees per Year
- **31,720** Room Nights per Year

Estimated Total Future Groups on the Books at 2019 Year-End

- **612** Events
- **3 million** Attendees
- **3.6 million** Room Nights
2019 PHLCVB Business at the Pennsylvania Convention Center

The PHLCVB sales team works in partnership with the team at the Pennsylvania Convention Center to market and sell the capabilities of the Center and the destination.

**2019 Meetings & Conventions HELD at the Pennsylvania Convention Center**
Booked by the PHLCVB

- **47** Events
- **480,000** Attendees
- **411,000** Room Nights
- **$399M** Economic Impact

Pennsylvania Convention Center-related meetings and conventions delivered **67%** of the total economic impact generated by 2019 PHLCVB-booked events.

**2019 Meetings & Conventions BOOKED for the Pennsylvania Convention Center**
Booked by the PHLCVB for 2019 and beyond

- **53** Events
- **487,252** Estimated Attendees
- **502,893** Estimated Room Nights

Pennsylvania Convention Center-related meetings and conventions account for **73%** of total room nights booked by the PHLCVB in 2019.

Source: PHLCVB; Destinations International’s Event Impact Calculator by Tourism Economics
2019 PHLCVB Awards

HMAI’s Adrian Award: Silver in Tradeshow Marketing
PHLCVB’s IMEX America campaign

Sports Travel Awards: Best Collegiate Sports Event of the Year
The Army-Navy Game (Philadelphia 2018)

*Group Tour Magazine* named Philadelphia a “Top Student Travel Destination”

*Philadelphia Inquirer*
Diversity & Inclusion Awards: “Outstanding Association” Award for PHL Diversity

*Philadelphia Business Journal*
2019 Women of Distinction Award: Julie Coker

*Philadelphia Business Journal*
2019 CFO of the Year: Arthur Ayres, CPA
Results worth FIVE STARS.

2019: Driving Results for Philadelphia Hotels Through Group Business

The Philadelphia hotel market ended the decade with strong results in 2019, including record-setting results for Average Daily Rate (ADR) and Hotel Room Revenue.

2019 Center City Hotel Performance

<table>
<thead>
<tr>
<th>Hotel Occupancy</th>
<th>Average Daily Rate</th>
<th>Revenue per Available Room</th>
<th>Hotel Room Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>76.8% 78.0% 78.2% 79.7%</td>
<td>$182 $191 $185 $191</td>
<td>$140 $149 $145 $153</td>
<td>$568M $611M $620M $678M</td>
</tr>
<tr>
<td>76.3% Occupancy Down 4.3% vs. 2018</td>
<td>$202 ADR Up 5.7% vs. 2018</td>
<td>$154 RevPAR Up 1.2% vs. 2018</td>
<td>$706M Room Revenue Up 4.2% vs. 2018</td>
</tr>
</tbody>
</table>
Citywide Conventions Boost Hotel Performance

Center City hotels thrive during citywide conventions versus comparable days with no citywide conventions. Over the past three years, on average, citywide conventions delivered:

11% Higher Occupancy

$52 Higher ADR

$67 Higher RevPAR

KEY TERMS:

Occupancy: The percentage of available room nights sold in a given time period. Calculated by dividing room nights sold by rooms available.

ADR: A measure of the average rate for rooms sold, calculated by dividing total room revenue by total demand.

RevPAR: The total guest room revenue divided by the total number of available rooms.

Room Night: One hotel room occupied for one night. A visitor may contribute multiple room nights per stay in Philadelphia.

Citywide: The PHLCVB defines a citywide event as one that uses more than 2,000 hotel rooms on the busiest night of a convention.

Source: STR
More than 30 years ago, the PHLCVB became one of the first CVBs in the country to establish a division to promote the destination as a diverse and inclusive location for meetings, events, conventions and visitors. With an engaged advisory board of 74 local business leaders from a wide range of industries, PHL Diversity leads the charge in diversity and inclusion efforts and connects meeting and convention planners with the region’s diverse business community to ensure successful events. The division also works with Philadelphia partners to attract diverse conventions to Philadelphia.

2019 Convention Highlight:
Kappa Alpha Psi 84th Grand Chapter Meeting

“Thanks to Julie Coker and the PHLCVB team, Stephanie Boyd and the sales team at the Pennsylvania Convention Center and others who assisted local Polemarch, L. Douglas Harrell, Jr. to make the 84th Grand Chapter Meeting of Kappa Alpha Psi one of the best in Kappa history. With our International Headquarters just a short ride up Broad Street from the Convention Center and with such Philadelphia legends as Cecil B. Moore, Reverend Leon H. Sullivan, Mayors W. Wilson Goode, Jr. and John F. Street, Tribune CEO Robert W. Bogle and PHL Multicultural Affairs Congress co-founder, A. Bruce Crawley as members, the convention designated Philadelphia “Kappa City, USA.””

Richard Lee Snow
Former Executive Director/Chief Operating Officer
Kappa Alpha Psi Fraternity
PHL Diversity 2019 Highlights

Philadelphia Diversity & Inclusion Conference: PHL Diversity, along with the Temple University School of Sport, Tourism and Hospitality Management and Lodging Media, produced this conference on March 25 and 26 at The Ritz-Carlton Hotel Philadelphia with 350 attendees, 15 sessions and 50 speakers. The sold-out event tackled issues surrounding diversity and inclusion, discussing not only problems but also solutions in the workplace, the marketplace and the global community.

Business Opportunity Luncheon: The 13th annual event, designed to help local businesses understand how to gain contracts to support their respective meetings, hosted more than 450 attendees, forging connections with upcoming meetings and conventions and diverse local businesses.

PHL Diversity Podcast: The fourth season of this PHLCVB-produced audio series offered access to local influential hospitality professionals as well as executive leadership from organizations holding meetings and conventions in Philadelphia. With 24 episodes, the podcast was shared with an audience of 4,000 and named one of the Top Tourism Industry Podcasts to Follow by NorthStar Meeting Group.

2019 PHL Diversity Event Results

- **41** Events Held
- **22,000** Attendees
- **32,000** Room Nights
- **$22 million** Economic Impact
- **$2 million** State & Local Tax

2019 PHL Diversity Booking Results

- **29** PHL Diversity-Related Events Booked
- **19,000** Estimated Attendees
- **17,000** Estimated Room Nights

Source: PHLCVB; Destinations International’s Event Impact Calculator by Tourism Economics
PHL Life Sciences is the first and only division of a CVB in the country focused on life sciences meetings. The division works to provide access to Philadelphia’s substantial healthcare and higher education community of academics, medical and nursing leaders, healthcare experts, biotechnology, pharmaceutical and venture capital contacts. Co-chaired by Dr. Darryl Williams, Senior Vice President of Education at the Franklin Institute, and Dr. Heather Steinman, Vice President for Business Development and Executive Director of Technology Transfer at The Wistar Institute, the PHL Life Sciences advisory board is comprised of more than 50 local industry leaders, advocates and innovators. Additionally, Dr. Barbara Wadsworth, Senior Vice President of Patient Services and the Chief Nursing Officer of Main Line Health, chairs the nursing leadership committee of 30 leaders in Philadelphia’s dynamic nursing community. In partnership with the PHL Life Sciences team, these advisory committees play a key role in connecting association leadership and planners with the network and tools for a successful meeting in Philadelphia.

2019 PHL Life Sciences Highlights

BIO 2019 demonstrated the PHLCVB’s ability to pull together the entire city to involve various institutions. A record-setting 48,500 Business-to-Business Partnering Meetings were held and attendees came from 49 states and 67 countries.

The American Academy of Neurology’s Annual Meeting returned to Philadelphia for the third time and presented the Brain Health Fair, a free-to-the-public event that welcomed 3,000 people from the Philadelphia region to gain insights about neuroscience. The convention also had record-breaking attendance of 15,150.

The American Public Health Association’s Annual Meeting and Expo provided a Student Visit Day, an opportunity for area high school and college students to learn about the latest trends and best practices in public health while networking with students, professionals, leaders and organizations in the field. Philadelphia City Council members joined in sessions related to public health-related topics.

2019 Convention Highlight: American Academy of Neurology Institute

“CVBs are a valuable resource for conventions and meetings, engaging destination and industry experts to serve the unique needs of various associations. The American Academy of Neurology hosts a public brain fair during our annual meeting and the Philadelphia Convention and Visitors Bureau and its Life Sciences division collaborated with us to help us raise awareness, build attendance, maximize ROI and deliver an outstanding experience to fulfill the needs of sponsors and attendees.”

Christine E. Phelps
Deputy Executive Director
American Academy of Neurology Institute

Source: PHLCVB; Destinations International’s Event Impact Calculator by Tourism Economics
### 2019 PHL Life Sciences Event Results

- **158** Events  
  (Up 16% vs. 2018)

- **168,000** Attendees  
  (Up 110% vs. 2018)

- **279,000** Room Nights  
  (Up 99% vs. 2018)

- **$215 million** Economic Impact  
  (Up 113% vs. 2018)

- **$18 million** State & Local Taxes  
  (Up 80% vs. 2018)

### 2019 PHL Life Sciences Booking Results

- **160** Life-Science-Related Conventions Booked for Future Years

- **168,000** Estimated Attendees

- **232,000** Estimated Room Nights

### 2019 Booking Highlights

- **CPhI**  
  (2025, 2026)

- **American Public Health Association**  
  (2027)

- **American Society of Anesthesiologists**  
  (2032, 2039)
Scoring major business opportunities.

For 30 years, PHL Sports has brought major sporting events and conventions to Philadelphia. In 2019, Philadelphia Eagles President Don Smolenski became the new chair of PHL Sports, following the legendary David Montgomery who held the role for 10 years. The PHL Sports Advisory board is comprised of 90 sports leaders, including the city’s six collegiate athletic directors, professional team executives and City officials, among many others.

PHL Sports engages a wide range of community partners to promote and position Philadelphia as a top destination for marquee sporting events. Home to ten professional sports teams and some of the country’s premier sports venues, Philadelphia continues to be a destination of choice for top sporting events.

2019 PHL Sports Highlights

**Baseball:** In April 2019, Major League Baseball announced that the Philadelphia Phillies and the City of Philadelphia had been awarded the 2026 MLB All-Star Game and accompanying All-Star Week events. This was a collaborative win for the Phillies, the City and PHL Sports.

**Soccer:** David L. Cohen, Senior Executive Vice President of Comcast Corporation, was announced as Chair of the 2026 Philadelphia Bid Committee and is leading a regional effort towards securing matches for the 2026 FIFA World Cup. A decision is expected in 2021. Philadelphia also hosted the U.S. Women’s National Team World Cup Victory Tour in August, and the crowd of 49,504 set the record for the most fans to ever see the U.S. Women play for a stand-alone friendly.

**Football:** The 2019 Army-Navy Game welcomed 70,000 fans to the Philadelphia region. The 120th Army-Navy Game was held on December 14, 2019, at Lincoln Financial Field, marking the 89th time Philadelphia hosted the storied rivalry.

In 2019, hotel partners in Philadelphia County set an all-time high for number of hotel rooms sold over Army-Navy Weekend (32,635, Up 1.9% YOY), and room revenue generated ($8.6 M, Up 4.7% YOY).
2019 PHL Sports Event Results

50
Events
(Up 85% vs. 2018)

408,000
Attendees
(Up 67% vs. 2018)

81,000
Room Nights
(0% change over 2018)

$181 million
Economic Impact
(Up 32% vs. 2018)

$14 million
State & Local Taxes*
(Up 8% vs. 2018)

*Excludes City of Philadelphia Amusement Tax
Source: PHLCVB; Destinations International's Event Impact Calculator by Tourism Economics

2019 PHL Sports Booking Results

53
Sporting Events
(Up 89% vs. 2018)

369,000
Estimated Attendees

166,000
Estimated Room Nights
(Up 42% vs. 2018)

An Eye on 2026

Working closely with partners from across the city and region, PHL Sports has been focused on securing two marquee events for 2026: the Major League Baseball All Star Game and the FIFA World Cup. Also known as the 250th anniversary, or the Semiquincentennial, of the United States, 2026 will be a great opportunity to showcase Philadelphia’s ability to successfully host big events. The PGA Championships and U.S. Amateur are also already confirmed for 2026 in Philadelphia.
2019 Membership & Special Events

The PHLCVB Membership and Special Events department recruits and services PHLCVB members by bringing the hospitality community together through networking events and educational seminars—all designed to connect local businesses with meeting planners and convention business. The team also works on event planning and execution in partnership with other PHLCVB departments, including Convention Sales & Services, Global Tourism, PHL Life Sciences, PHL Diversity and PHL Sports. Additionally, PHLCVB events were successful at raising funds for the PHLCVB Foundation and the programs it supports.

Our members employ thousands of Philadelphians from every neighborhood. 2019 marked the 10th consecutive year of hospitality job growth for the City of Philadelphia.

Hospitality-Related Job Growth Over the Last Five Years

<table>
<thead>
<tr>
<th>Year</th>
<th>Employment</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Growth</td>
<td>+2.4%</td>
<td>+3.4%</td>
<td>+3.2%</td>
<td>+1.6%</td>
<td>+3.2%</td>
</tr>
<tr>
<td>Attendees at 47 PHLCVB Member Events in 2019</td>
<td>6,300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Department of Labor, Bureau of Labor Statistics
Returning on INVESTMENT.

FY 2019 PHLCVB Financials

The majority of our revenue comes from a tax added to hotel room stays, so the visitors we bring to Philadelphia help fund our efforts.

80.9% Revenue:
- Hotel Tax: $16,725,899
- City/State Funding: $1,707,350
- Corporate Sponsors: $22,500
- Membership Revenue: $864,683
- PHIL: $638,000
- Contributed Services: $118,468
- Publication/Commissions: $50,000
- Other: $547,458

8.2% Total Revenue: $20,674,358

4.2% Expenses:
- Convention Sales: $10,311,670
- Marketing & Communications: $3,402,980
- Group Tour Sales: $816,359
- Global Tourism Sales: $1,881,550
- Membership: $742,181
- General Administration: $2,035,638

3.1% Total Expenses: $19,190,378

0.8% Change in Net Assets: $1,483,980
Keeping Philadelphia TOP OF MIND.

Paid Media Activity
The PHLCVB employs a variety of paid media channels targeting meeting and convention, domestic group and travel trade audiences, including trade publications and websites, search engine marketing, digital display and social media advertising.

- **24 million** Paid Media Impressions
- **29 million** Paid Search Impressions
- **94%** Paid Search Impressions Targeted to Meeting Planners

Domestic & Overseas Earned Media
By working with journalists across the globe daily, the PHLCVB earns valuable exposure for Philadelphia—positioning the city as a top overseas travel destination and a premier place to hold a convention or event.

- **84** Media
- **13** Countries
- **13,945** Stories Tracked or Placed
- **38** Press Events Held in the U.S. and Overseas
- **889** Media Hosted
- **1,115** International Stories in Overseas Travel Trade and Consumer Media
- **12,830** Stories in:
  - Meeting and convention trade publications
  - Local, regional and national consumer media

2019 Publications

- **500,000** Philadelphia Official Visitors Guides Distributed to Visitor Centers, Hotels and Other Local Venues
- **10,000** Professional Planners Guides Distributed In-Person and via Direct Mail
- **4,400** Direct Downloads of the Professional Planners Guides
DiscoverPHL.com

905,000
Total Page Views

10%
Increased YOY in Total Traffic

346,000
"Meeting Section" Pageviews

2,000
Inbound Leads (Phone/Email Clicks) from Online Conversions

148
Online Meeting & Convention RFP Submissions

70.5%
YOY Increase in Sessions for the Meet Section

The Discover PHL Blog

Launched April 2019, this new communications platform provides easy access to short-form, timely, impactful and visually compelling destination content that powers our global sales teams. It packages evergreen content with timely updates from PHLCVB members to serve as inspiration for future customers and global visitors.

100
Blog Posts

37,058
Pageviews Over 9 Months

Social Media

12
Social Media Accounts

9
Countries

4
Different Languages

30%
Increase in Fans and Followers Across All Owned Accounts

(245,612 in 2019 vs. 189,151 in 2018)

122,179
Average Monthly Engagements Across All Accounts

40%
Increase in Uses of #DiscoverPHL

(68,373 in 2019 vs. 49,008 in 2018)

Channels: 

This Instagram post from August of 2019 is the most-viewed post on the official PHLCVB Instagram account with over 45,800 organic impressions. Taken by a German blogger during a PHLCVB-sponsored visit highlighting Philadelphia’s impressive history in film and television, the content was repurposed into a Discover PHL Blog post to promote the city’s role in American film.

Photo credit: @filmtourismus
2020 Board of Directors

Officers

Chairman,
Nicholas DeBenedictis
Chairman Emeritus
AQUA AMERICA

1st Vice Chair, Leonard Buckley
General Manager
THE RITZ-CARLTON HOTEL, PHILADELPHIA

2nd Vice Chair, Stephanie Boyd
Director of Sales and Marketing
PENNSYLVANIA CONVENTION CENTER/ASM GLOBAL

Secretary, John Pierce
Partner
SAUL EWING ARNSTEIN & LEHR, LLP

Treasurer, William Adolph
Partner
WILLIAM F. ADOLPH & CO., INC.

President & CEO,
Julie Coker
President & CEO
PHILADELPHIA CONVENTION & VISITORS BUREAU

Board Members

Jeff Adeli
Partner
PRICEWATERHOUSECOOPERS, LLP

Stephen Aichele
Partner
SAUL EWING ARNSTEIN & LEHR, LLP

Ed Baten
General Manager
W | ELEMENT PHILADELPHIA

George Beach (emeritus)
Chairman, President & CEO
BEACH CREATIVE COMMUNICATIONS

Robert Bogle
President & CEO
THE PHILADELPHIA TRIBUNE

Mike Bowman
President & CEO
VALLEY FORGE TOURISM & CONVENTION BOARD

Steven Bradley
Chairman of the Board
AFRICAN AMERICAN CHAMBER OF COMMERCE

George R. Burrell
Senior Executive Vice President/COO
UNIVERSAL COMPANIES

Matt Cabrey
Executive Director
SELECT GREATER PHILADELPHIA COUNCIL

Rochelle Cameron
Chief Executive Officer
PHILADELPHIA INTERNATIONAL AIRPORT

John Chin
Executive Director
PHILADELPHIA CHINATOWN DEVELOPMENT CORPORATION

The Honorable Darrell L. Clarke
(ex-officio)
President, City Council
PHILADELPHIA CITY COUNCIL

A. Bruce Crawley
President & CEO
MILLENNIUM 3 MANAGEMENT

James Cuorato
President & CEO
INDEPENDENCE VISITOR CENTER CORPORATION

Jay Dellavecchia
General Manager
THE WESTIN PHILADELPHIA HOTEL

J. Donald Dumpson, Ph.D
President & CEO
DIVERSE ARTS SOLUTIONS

The Honorable Dwight Evans
(emeritus)
U.S. Congressman

Donna Farrell
Vice President, Corporate Communications
INDEPENDENCE BLUE CROSS

Daniel K. Fitzpatrick, CFA (emeritus)
President & CEO
CITIZENS BANK – PA/NJ/DE

Joe Forkin
President
DELAWARE RIVER WATERFRONT CORPORATION

Gregory Fox
Senior Counsel
MONTGOMERY, MCCRACKEN, WALKER & RHOADS, LLP

Sylvie Gallier Howard (ex-officio)
Acting Director of Commerce
CITY OF PHILADELPHIA

William Y. Giles
(chairman emeritus)
PHILADELPHIA PHILLIES

John Grady
Senior Vice President
WEXFORD SCIENCE & TECHNOLOGY

Douglas Green
Managing Principal
MSC RETAIL

Edward Grose
Executive Director
GREATER PHILADELPHIA HOTEL ASSOCIATION

Jeff Guaracino
President & CEO
VISIT PHILADELPHIA

William Hankowsky
Former Chairman/President/CEO
LIBERTY PROPERTY TRUST

Gail Harrity
President & COO
PHILADELPHIA MUSEUM OF ART

Sheila Hess (ex-officio)
City Representative
CITY OF PHILADELPHIA

Peter Intermaggio
Senior Vice President, Marketing Communications
COMCAST CORPORATION

Robert S. Jaeger, CHA (emeritus)
Executive Vice President
WWW HOSPITALITY GROUP

Jeremy Jordan, PhD
Associate Dean
TEMPLE UNIVERSITY SCHOOL OF SPORT, TOURISM & HOSPITALITY MANAGEMENT

The Honorable James Kenney
Mayor
CITY OF PHILADELPHIA
2020 PHLCVB Foundation Board of Directors

Ernest Allred*
Partner
WILLIAM F. ADOLPH & CO., INC.

Stephen Aichele
Partner
SAUL EWING ARNSTEIN & LEHR, LLP

Stephanie Boyd*
Director of Sales & Marketing
PENNSYLVANIA CONVENTION CENTER/ASM GLOBAL

Leonard Buckley*
General Manager
THE RITZ-Carlton Hotel, Philadelphia

Julie Coker
President & CEO
PHILADELPHIA CONVENTION & VISITORS BUREAU

Nicholas DeBenedictis*
Chairman Emeritus
AQUA AMERICA

Jay Dellavecchia
General Manager
THE WESTIN PHILADELPHIA HOTEL

Sylvie Gallier Howard (ex-officio)
Director of Sales & Marketing
PENNSYLVANIA CONVENTION CENTER/ASM GLOBAL

Leonard Buckley*
General Manager
THE RITZ-Carlton Hotel, Philadelphia

Julie Coker
President & CEO
PHILADELPHIA CONVENTION & VISITORS BUREAU

Nicholas DeBenedictis*
Chairman Emeritus
AQUA AMERICA

Jay Dellavecchia
General Manager
THE WESTIN PHILADELPHIA HOTEL

Sylvie Gallier Howard (ex-officio)
Director of Sales & Marketing
PENNSYLVANIA CONVENTION CENTER/ASM GLOBAL

William Hankowsky
Former Chairman/President/CEO
LIBERTY PROPERTY TRUST

Sheila Hess (ex-officio)
City Representative
CITY OF PHILADELPHIA

John Kroll
President
KEATING HOSPITALITY

Andrew Tofod
Executive Vice President
GF MANAGEMENT

Steve Wray
Vice President and Director
ECONSULT SOLUTIONS

John Kroll
President
KEATING HOSPITALITY

Antonia Quagliariello Timberg
Vice President, Programs & Events
THE CHAMBER OF COMMERCE FOR GREATER PHILADELPHIA

Nedia Ralston (ex-officio)
Director, Southeast Regional Office
COMMONWEALTH OF PENNSYLVANIA

The Honorable
Blondell Reynolds Brown
Former City Councilperson
PHILADELPHIA CITY COUNCIL

Edward D. Slevin, Esquire
(emeritus)
Partner
BALLARD SPAHR, LLP

Don Smolenski
President
PHILADELPHIA EAGLES

Richard Lee Snow
Regional Development Director,
Washington DC Region
UNITED NEGRO COLLEGE FUND

Manuel Stamatakis
President & CEO
CAPITAL MANAGEMENT ENTERPRISES

Richard Staub
Managing Director
LOEWS PHILADELPHIA HOTEL

Heather Steinman, PhD, MBA
Vice President, Business Development &
Executive Director, Technology Transfer
THE WISTAR INSTITUTE

The Honorable Marian Tasco
(emeritus)
Former City Councilperson
PHILADELPHIA CITY COUNCIL

Andrew Tod
Executive Vice President
GF MANAGEMENT

Steve Wildemann
President
ADVANCED STAGING PRODUCTIONS

William Wilson
Principal In Charge
SYNTERRA, LTD.

Kenneth Wong
President
CIG ASIA LTD.

JoAnn Wrenn
General Manager
THE LOGAN, PHILADELPHIA’S HOTEL

Antonia Quagliariello Timberg
Vice President, Programs & Events
THE CHAMBER OF COMMERCE FOR GREATER PHILADELPHIA

Nedia Ralston (ex-officio)
Director, Southeast Regional Office
COMMONWEALTH OF PENNSYLVANIA

John Kroll
President
KEATING HOSPITALITY

Antonia Quagliariello Timberg
Vice President, Programs & Events
THE CHAMBER OF COMMERCE FOR GREATER PHILADELPHIA

Nedia Ralston (ex-officio)
Director, Southeast Regional Office
COMMONWEALTH OF PENNSYLVANIA

The Honorable
Blondell Reynolds Brown
Former City Councilperson
PHILADELPHIA CITY COUNCIL

Edward D. Slevin, Esquire
(emeritus)
Partner
BALLARD SPAHR, LLP

Don Smolenski
President
PHILADELPHIA EAGLES

Richard Lee Snow
Regional Development Director,
Washington DC Region
UNITED NEGRO COLLEGE FUND

Manuel Stamatakis
President & CEO
CAPITAL MANAGEMENT ENTERPRISES

Richard Staub
Managing Director
LOEWS PHILADELPHIA HOTEL

Heather Steinman, PhD, MBA
Vice President, Business Development &
Executive Director, Technology Transfer
THE WISTAR INSTITUTE

The Honorable Marian Tasco
(emeritus)
Former City Councilperson
PHILADELPHIA CITY COUNCIL

Andrew Tod
Executive Vice President
GF MANAGEMENT

Steve Wildemann
President
ADVANCED STAGING PRODUCTIONS

William Wilson
Principal In Charge
SYNTERRA, LTD.

Kenneth Wong
President
CIG ASIA LTD.

JoAnn Wrenn
General Manager
THE LOGAN, PHILADELPHIA’S HOTEL

*PHLCVB Board Officers
Collaboration THAT COUNTS.

PHLCVB Foundation

Mission Statement

The PHLCVB Foundation promotes, beautifies and celebrates Philadelphia in an effort to stimulate Philadelphia’s tourism industry. The foundation works collaboratively with the city of Philadelphia and the Commonwealth of Pennsylvania on projects that make the city even more inviting to visitors, especially those attending a convention, special event or traveling from another country. In addition, the PHLCVB Foundation helps Philadelphians prepare themselves for and enjoy meaningful careers in the region’s dynamic hospitality industry and assists corporate visitors in identifying meaningful local social investments.

Vision

Through the PHLCVB Foundation’s work, Philadelphia’s hospitality sector will continue to thrive, providing jobs for thousands of residents and steadily increasing its impact on the city’s economy. Philadelphia will remain a premier location for conventions, sporting events, business meetings and visitors.

Sample Programs Funded by the PHLCVB Foundation in FY 2019

- Center City District Initiatives
- Hub of Hope
- Jack Ferguson Scholarship
- Marie Baker Brown Scholarship
- Red, White and You Community Outreach Program
Four Areas of Focus

The PHLCVB Foundation is focused on four hospitality-related areas that will catalyze Philadelphia’s hospitality sector. Each year, it raises and grants money to support and market long-established events, attract new events, develop a strong and diverse talent pool, celebrate the region’s dedicated hospitality workforce and improve high-profile civic spaces.

1. **Education**

The foundation supports projects that train and educate people for careers in the hospitality sector. For the past several years, it has funded the annual *Marie Baker Brown Scholarship* for hospitality services students enrolled at Temple University as well as the *Jack Ferguson Scholarship* benefiting local minority hospitality students and helping them to attend the *National Society of Minorities in Hospitality* annual conference. It also provides money for PHL Diversity’s annual *Hospitality Education Day*, which is designed to provide guidance to high school and college students interested in careers in the hospitality industry. This free program strives to ensure that Philadelphia’s diverse communities have the opportunity to participate in and benefit from the economic opportunities generated by the hospitality industry.

2. **Economic Development**

The foundation partners with the city of Philadelphia, the Commonwealth of Pennsylvania and many other hospitality organizations to promote Philadelphia as a dynamic travel destination and location for large events. Over the years, the foundation has supported the regional efforts that led to Philadelphia hosting premier events such as the historic annual *Army-Navy Game*, the *NFL Draft* (2017), the *Democratic National Convention* (2016) and the *Republican National Convention* (2000). Each of these events brought significant economic activity to the Philadelphia region.

3. **Community Improvement & Outreach**

The foundation supports projects to beautify and enhance high-profile public spaces in Philadelphia and social impact initiatives. Its goal is to ensure that parks, historical sites, monuments and buildings—particularly those located in the city’s historic, cultural and convention corridors—remain well-maintained and welcoming to the public. The foundation also supports programs that embrace upward mobility and transform local communities through funding initiatives like the *Red, White and You Community Outreach Program*.

4. **Hospitality Sector Support**

The foundation funds programs that highlight and support the region’s dynamic hospitality sector. It supports events that showcase and celebrate the work of the men and women employed in the region’s hospitality industry. By highlighting existing employees and their accomplishments, the foundation helps develop a robust workforce for the regional hospitality industry.