

PHLCVB
Philadelphia Convention
& Visitors Bureau

20
19

Annual Report



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.

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Message from Leadership

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

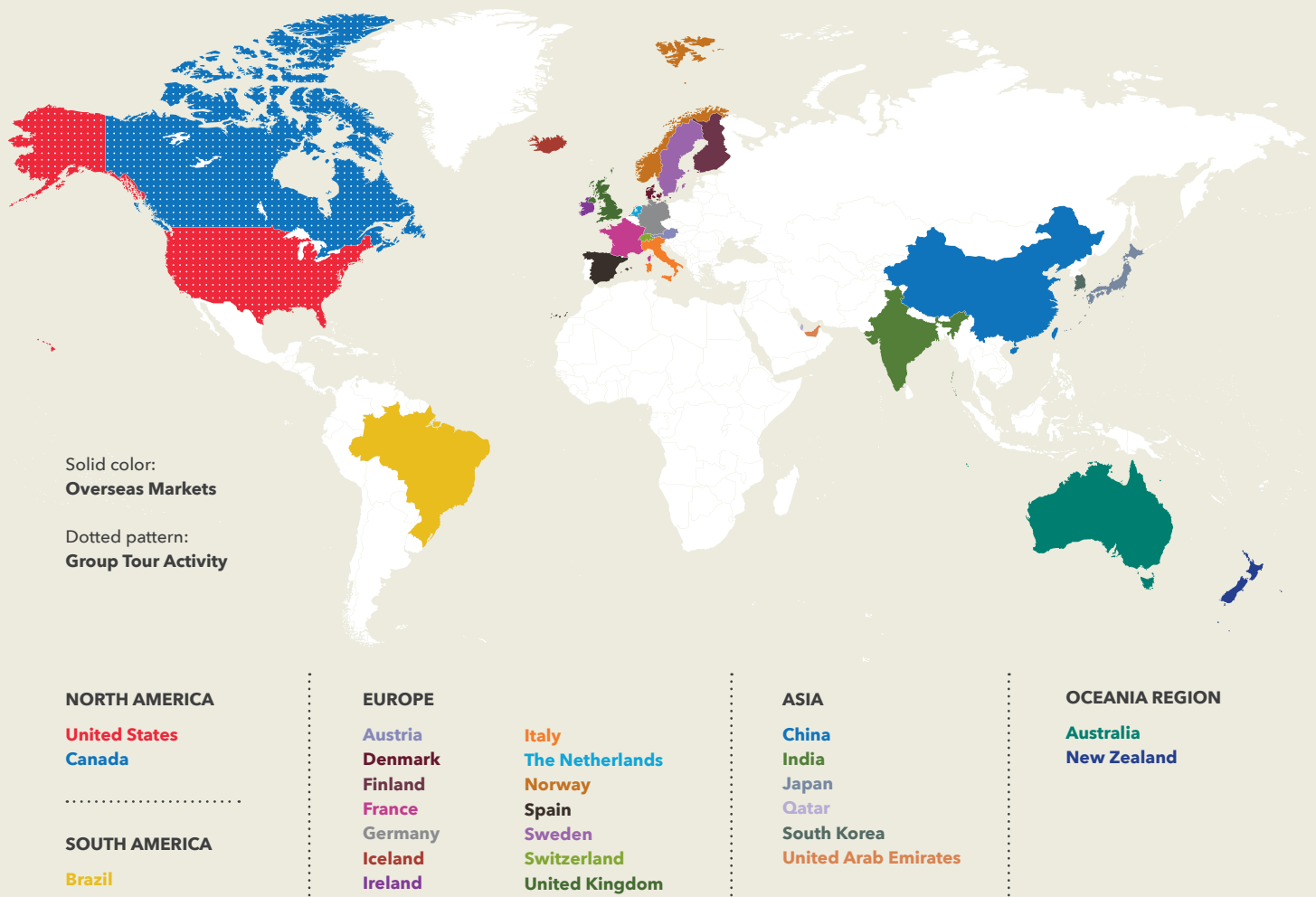


We've got a GLOBAL REPUTATION.



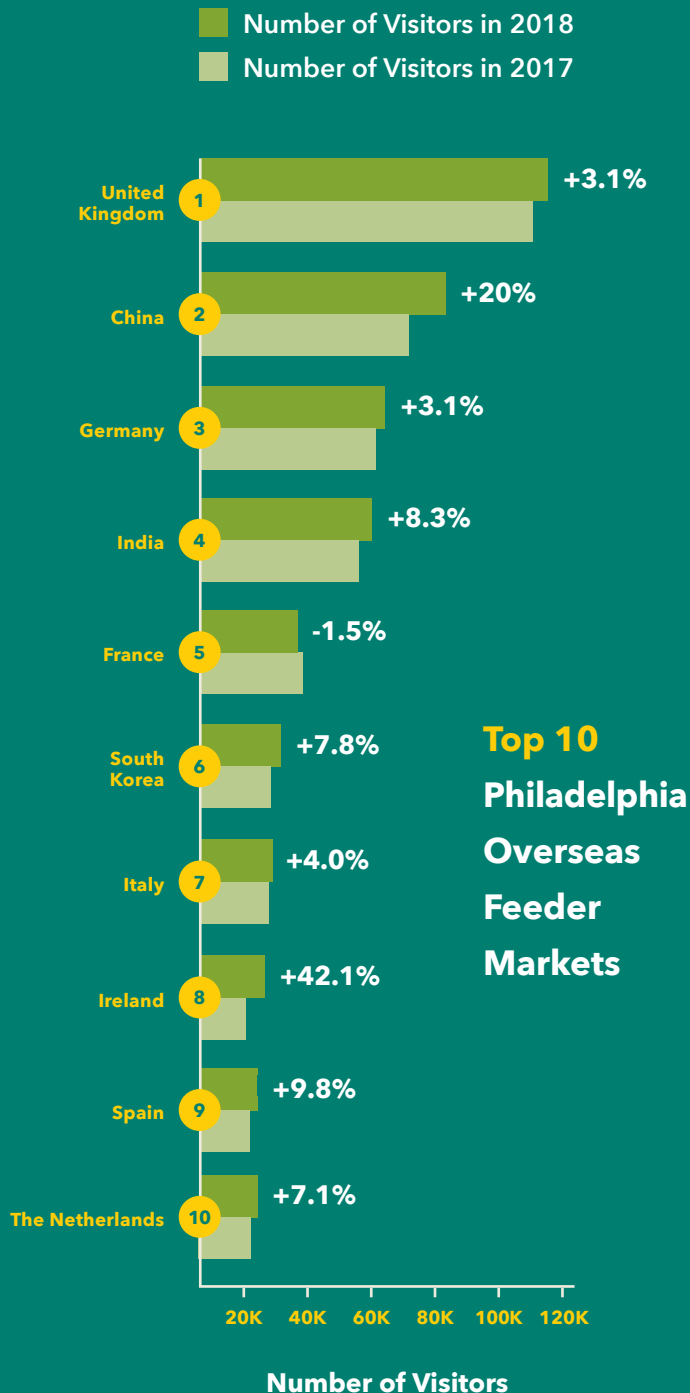
The PHLCVB Global Tourism team is dedicated to increasing Philadelphia's position as a leading destination for overseas visitors and domestic group tours. In partnership with seven in-market representation offices, our Philadelphia-based Global Tourism team promoted our destination in **25 global markets**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

2019 Global Tourism Markets



2018 Overseas Visitation Results*

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.



*Overseas visitation data is from 2018, the most recently available data.

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

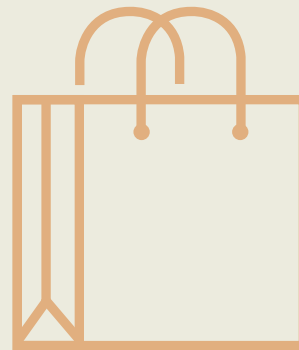


13
Sales Missions
in **10** Countries



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

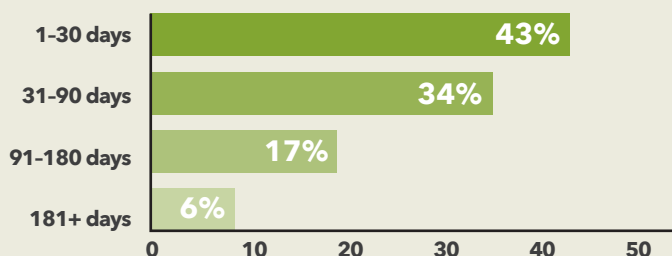


37%

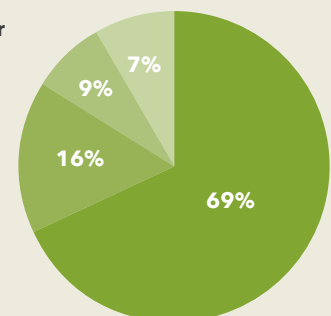
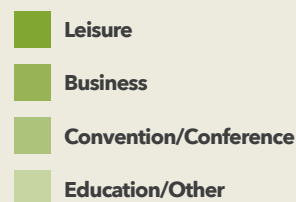
Countryside

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.



Primary Reasons for Overseas Travel to Philadelphia in 2018



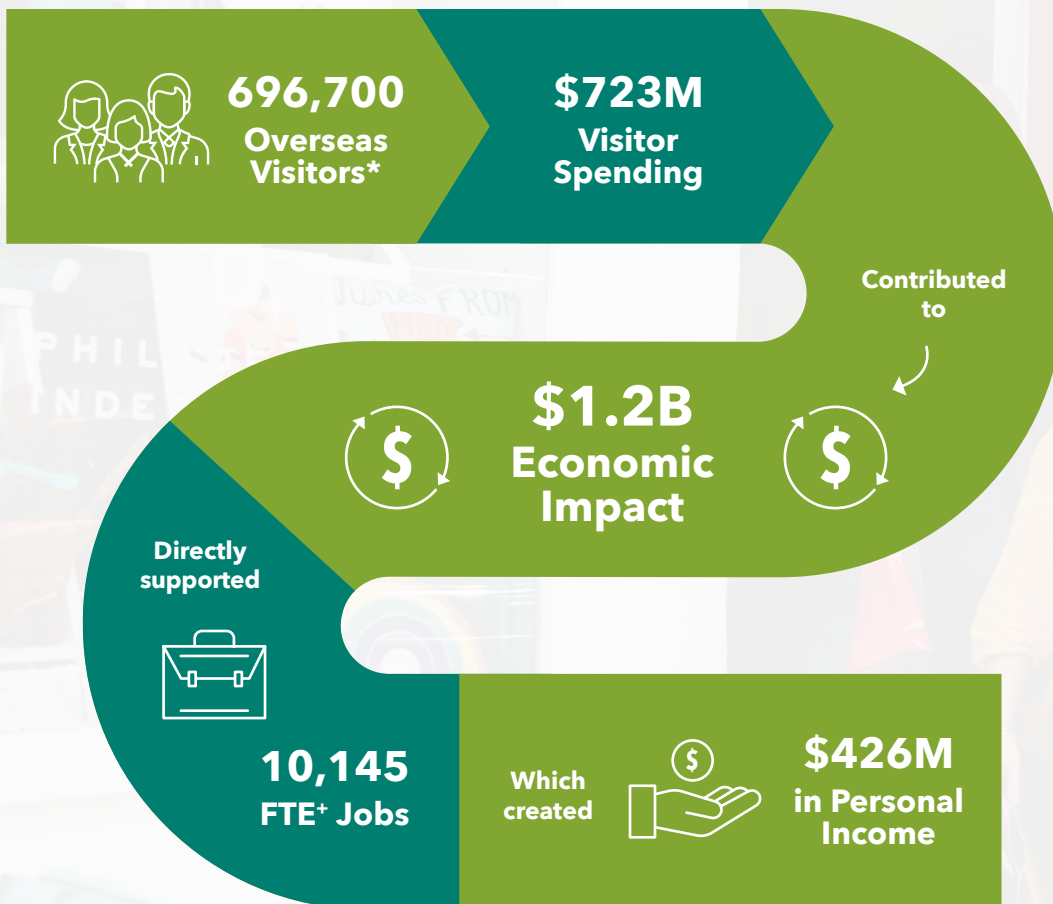
*Excludes Canada and Mexico

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.



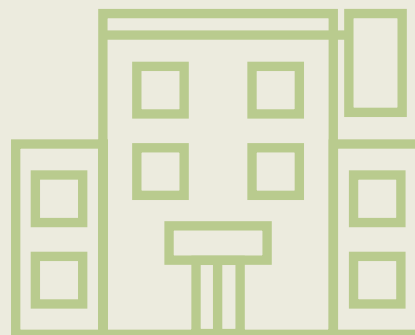
In Philadelphia, overseas visitors* account for **57%** of all international visitation and **79%** of all international visitor spending.

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

Source: Tourism Economics



Every booking BRINGS A BOOST.



2019 Meeting, Convention & Event Results

The Convention & Group Segment Drives Bottom-Line Results for Philadelphia Hotels



1.1 million
Room Nights



\$234 million
in Hotel Room Revenue



56%
of All Convention and Group
Room Nights in Philadelphia Were
Booked Through the PHLCVB

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.

Estimated Hotel Customer Market Segments



4%
Contract &
Airline Crews



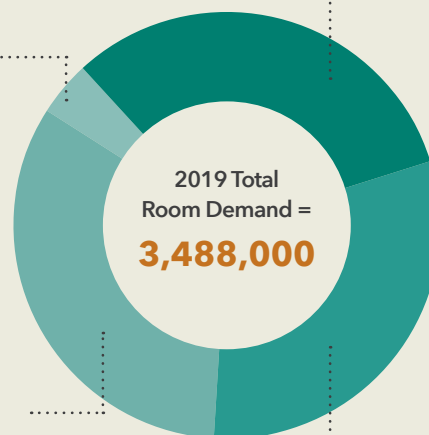
33%
Commercial



32%
Convention
& Group



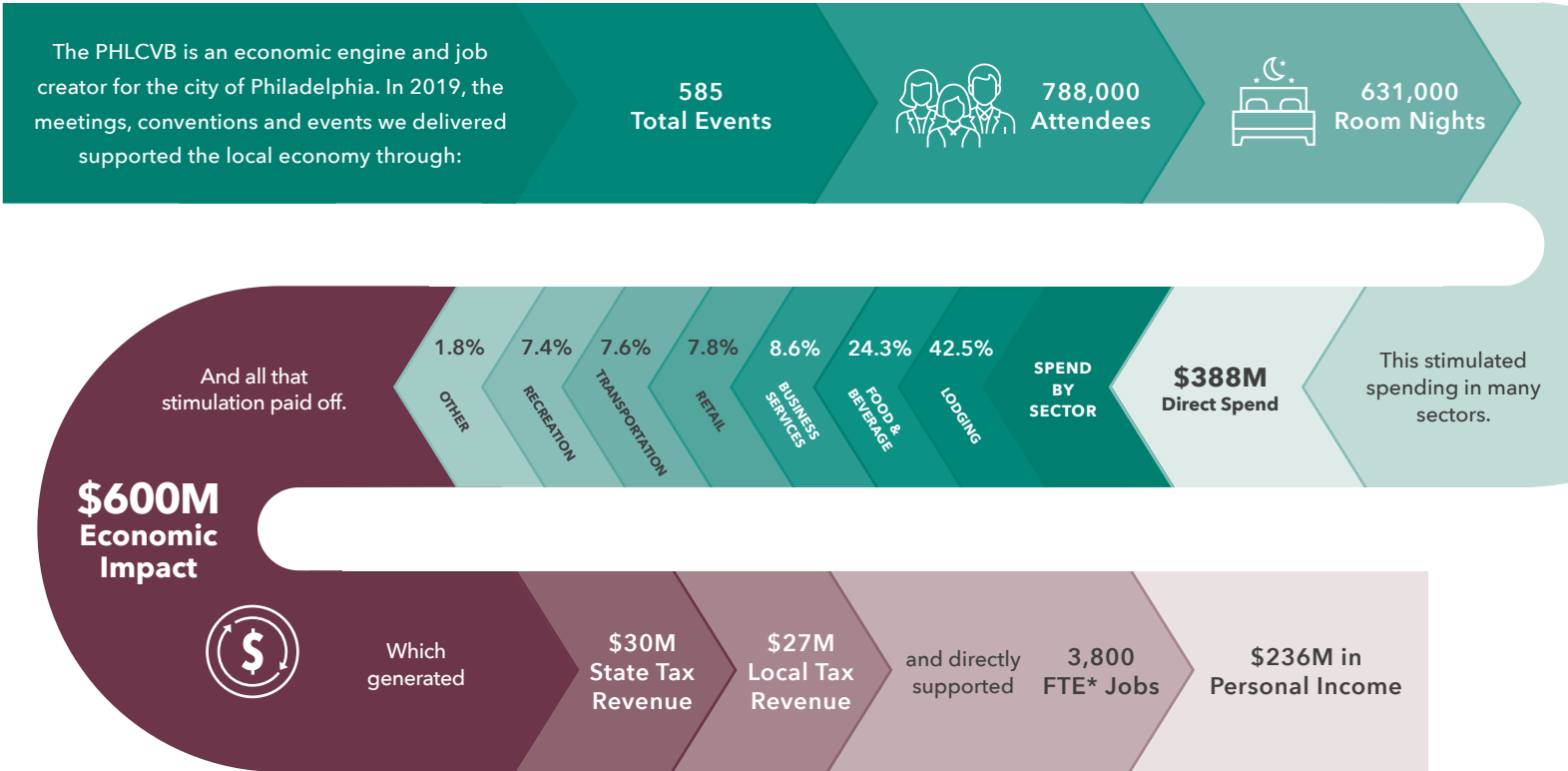
31%
Leisure



Source: STR and Tourism Economics



Community Impact from 2019 Meetings, Conventions & Events Booked by the PHLCVB



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

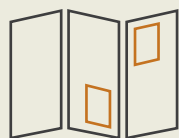
*FTE = Full-Time Equivalent

Today's sales. TOMORROW'S BUSINESS.



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

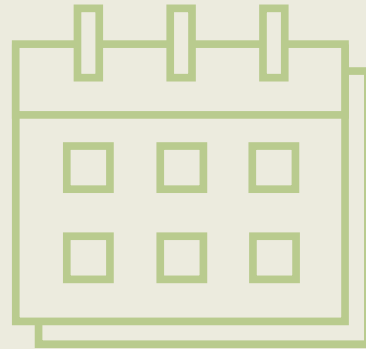


3 million
Attendees



3.6 million
Room Nights

The East Coast's PREMIER VENUE.



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.



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

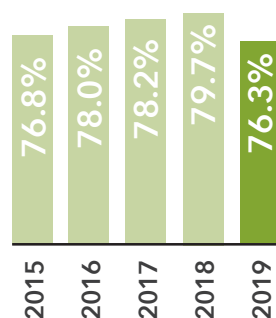
The Philadelphia hotel market ended the decade with strong results in 2019, including record-setting results for Average Daily Rate (ADR) and Hotel Room Revenue.



2019 Center City Hotel Performance



Hotel Occupancy

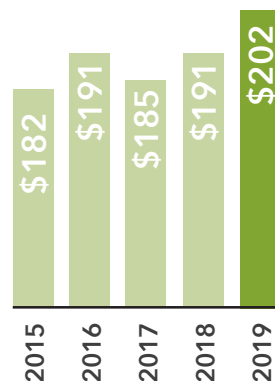


76.3%
Occupancy

Down 4.3% vs. 2018



Average Daily Rate

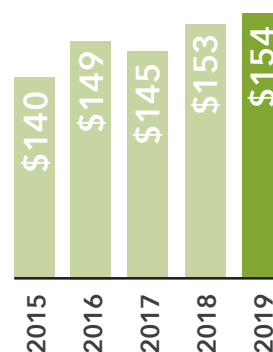


\$202
ADR

Up 5.7% vs. 2018



Revenue per Available Room

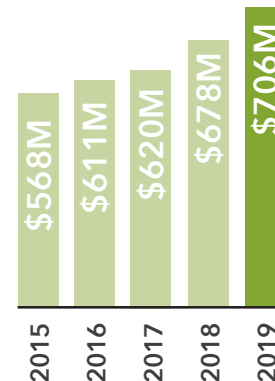


\$154
RevPAR

Up 1.2% vs. 2018



Hotel Room Revenue



\$706M
Room Revenue

Up 4.2% vs. 2018



Sheraton Philadelphia Downtown

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:



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.

Inclusion
was why
this city was
founded.

Tap a network of **EXPERTS.**

Business Development Divisions

The Philadelphia Convention & Visitors Bureau has three Business Development Divisions that work directly with our sales team to secure new bookings for Philadelphia.

Each division works seamlessly with the PHLCVB Sales and Services team and our meeting planner customers to provide access to local industry experts, speakers, venues and regional attractions.

PHLDIVERSITY

A Division of the Philadelphia Convention
& Visitors Bureau

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.

PHL DIVERSITY BUSINESS OPPORTUNITY LUNCHEON

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

Scientific
thought
leadership
is in our
DNA.

PHL LIFESCIENCES

A Division of the Philadelphia Convention
& Visitors Bureau

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.

PHLSPORTS

A Division of the Philadelphia Convention
& Visitors Bureau

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).

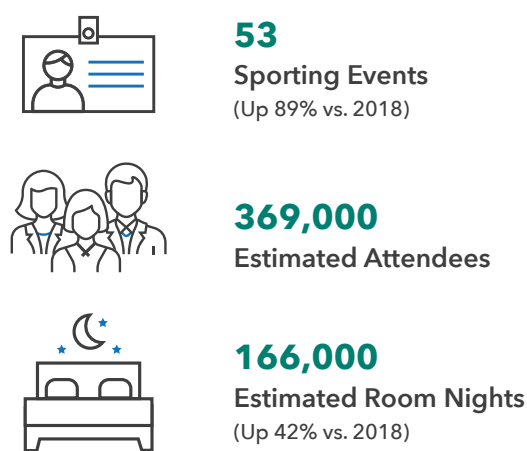


2019 PHL Sports Event Results



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

2019 PHL Sports Booking Results



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.



MLB All-Star Game Announcement

We the people, CONNECTING PEOPLE.

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.



799
Members



99
New Members



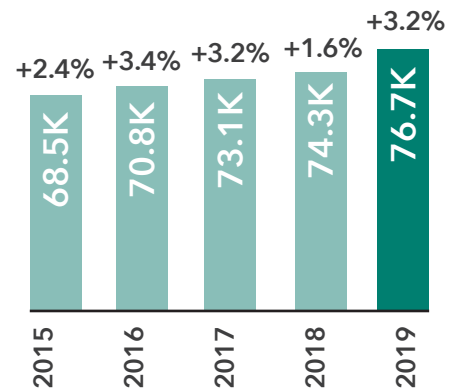
90%
Retention Rate



6,300
Attendees at
47 PHLCVB
Member Events
in 2019

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

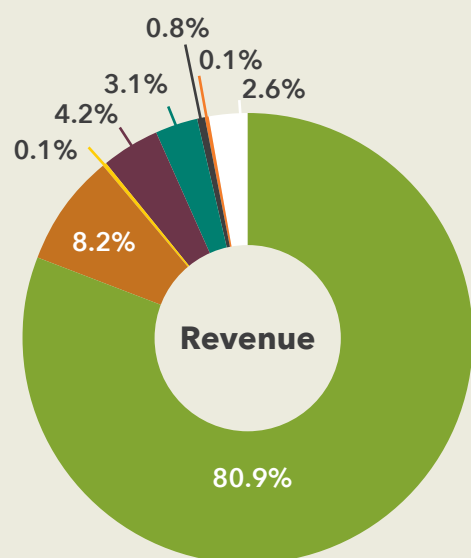


Source: U.S. Department of Labor, Bureau of Labor Statistics

Returning on INVESTMENT.

FY 2019 PHLCVB Financials

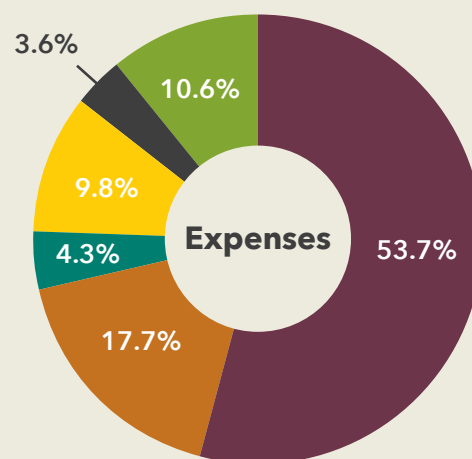
The majority of our revenue comes from a tax added to hotel room stays, so the visitors we bring to Philadelphia help fund our efforts.



■	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

Total Revenue:
\$20,674,358

FY 2019



■	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

Total Expenses:
\$19,190,378

Change in Net Assets: \$1,483,980

Keeping Philadelphia TOP OF MIND.

The Marketing & Communications team supports the PHLCVB and the Pennsylvania Convention Center by promoting Philadelphia and the region through a variety of programs targeting meeting and event planners, influencers, convention attendees, domestic group tour operators, overseas leisure travelers and travel trade professionals.

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

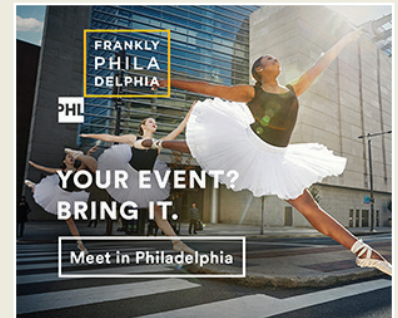
Paid Media Impressions

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.



41

Media
Familiarization
Trips Hosting:

84

Media

13

Countries



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



38

Press Events
Held in the
U.S. and Overseas

889

Media Hosted



2019 Publications

500,000

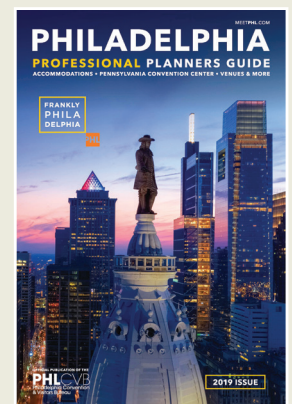
Philadelphia Official Visitors Guides Distributed to Visitor Centers, Hotels and Other Local Venues

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

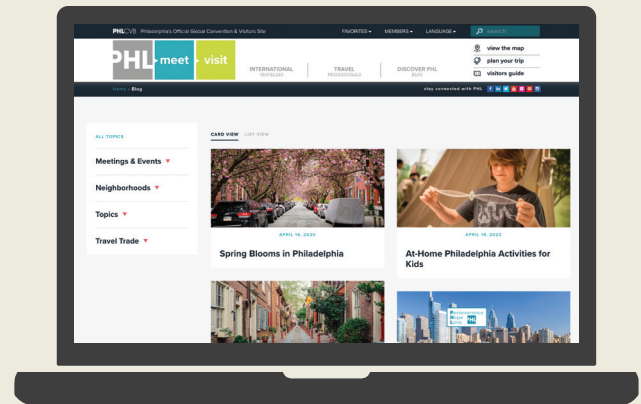
Launched April 2019, this new communications platform provides easy access to short-form, timely, impactful and visually compelling destination content that powers our global sales teams. It packages evergreen content with timely updates from PHLCVB members to serve as inspiration for future customers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

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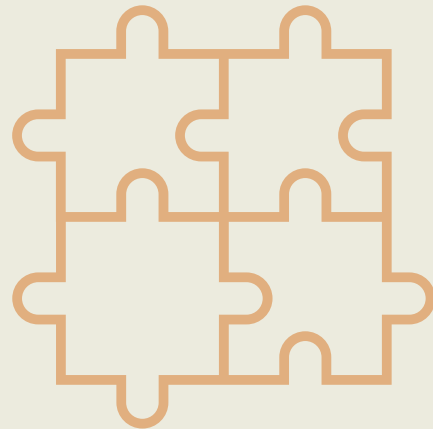
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SAUL EWING ARNSTEIN & LEHR, LLP

William Wilson

Principal In Charge
SYNTERRA, LTD.

*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

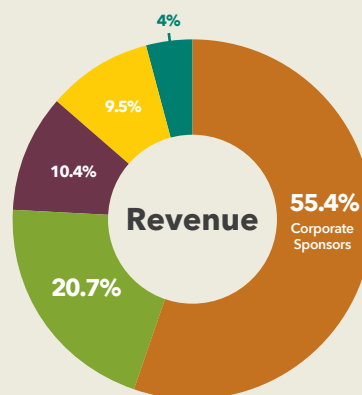
The foundation supports projects to beautify and enhance high-profile public spaces in Philadelphia and social impact initiatives. Its goal is to ensure that parks, historical sites, monuments and buildings—particularly those located in the city's historic, cultural and convention corridors—remain well-maintained 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

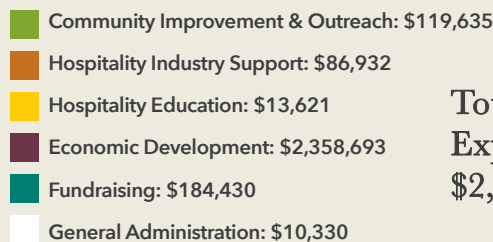
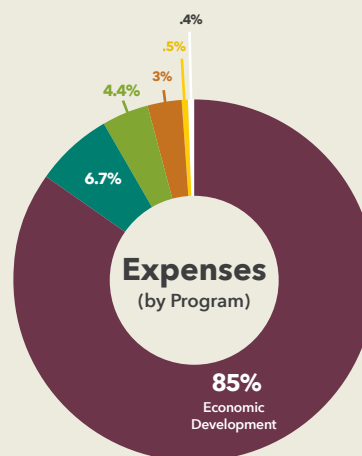
The foundation funds programs that highlight and support the region's dynamic hospitality sector. It supports events that showcase and celebrate the work of the men and women employed in the region's hospitality industry. By highlighting existing employees and their accomplishments, the foundation helps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

2019 PHLCVB Foundation Financials

FY 2019



Total
Revenue:
\$3,144,332



Total
Expenses:
\$2,773,641

Change in Net Assets:
\$370,691

PHLCVB

Philadelphia Convention
& Visitors Bureau

discoverPHL.com



Pennsylvania
pursue your happiness

04.2020



Photo credits: Nick Lang, Matt Zugale, white_bcgrd, Chris Cooper for PHLCVB, Wise Owl Multimedia, Christopher Villano for Marriott Hotels, Bryan Dale, Kyle Huff