



# OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT

## All Markets

- 2019 marked the 5th consecutive year of growth for overseas visitation to Philadelphia
- India moved into the #3 top market spot, surpassing Germany for the first time ever
- Overseas visitors consumed over 1.5 million hotel room-nights in the Philadelphia region
- Overseas visitors accounted for 55% of all international visitors and 75% of all international spending
- Overseas visitation is projected to decline by 79% in 2020 due to COVID-19; full recovery expected by 2024-25

IN 2019



**707,400**

Total Overseas Visitors



**\$723 M**

Direct Spend by Overseas Visitors



**\$981.4 M**

Total Economic Impact



**8,345**

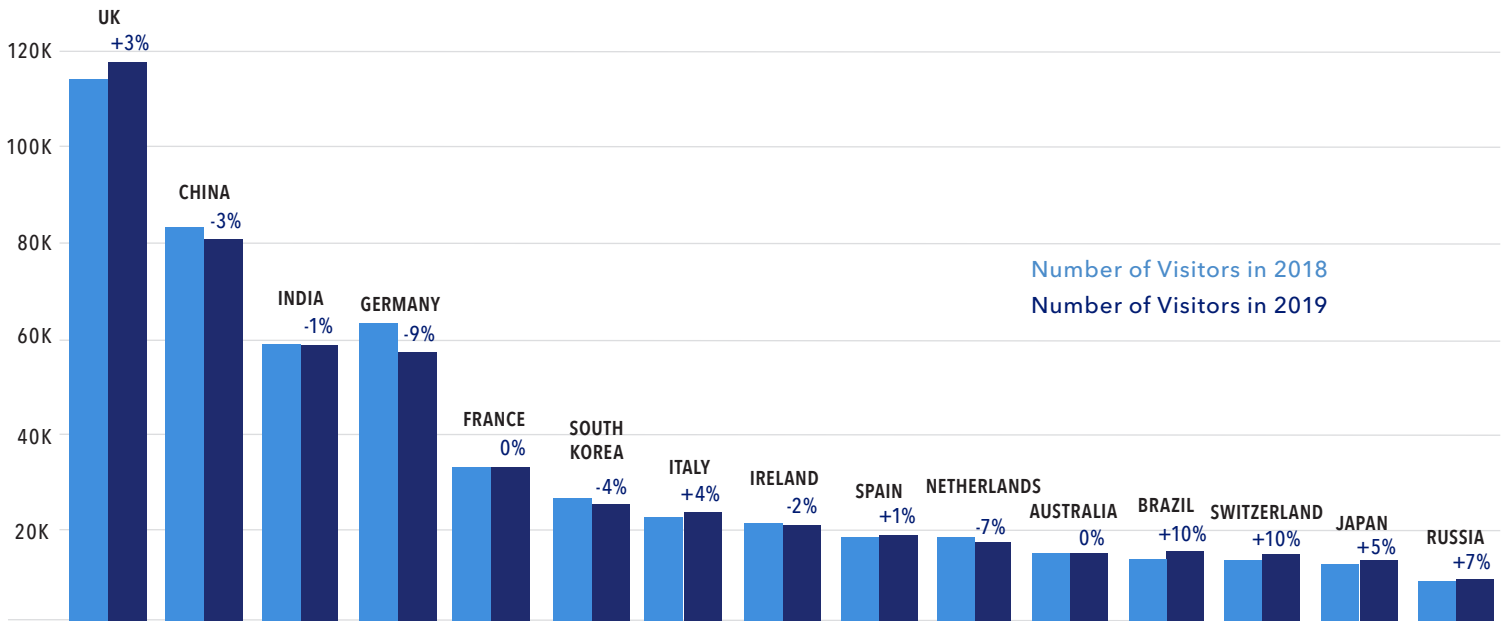
FTE\* Jobs Supported by Overseas Visitors



**\$350.3 M**

Personal Income Generated

### TOP 15 OVERSEAS MARKET



### TOP LEISURE ACTIVITIES FOR OVERSEAS VISITORS



**86%**  
Shopping



**81%**  
Sightseeing



**53%**  
Art Galleries/  
Museums



**53%**  
National Parks/  
Monuments



**48%**  
Historical  
Locations

### 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/Spend)

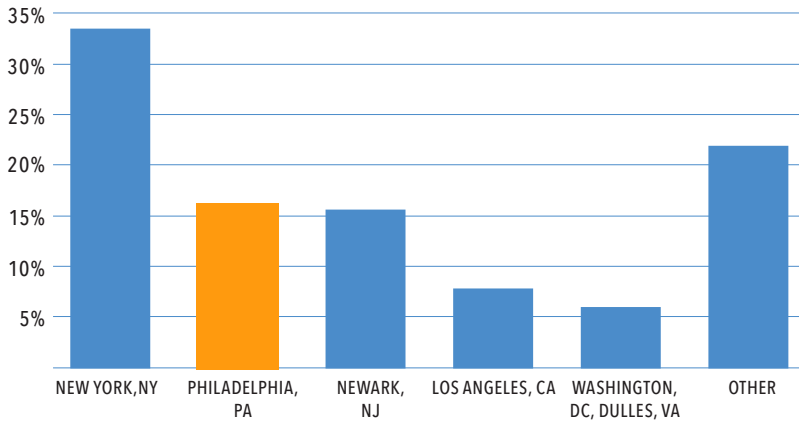
All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor differences among results may occur from year to year. 9/2019

\*FTE=Full-Time Equivalent

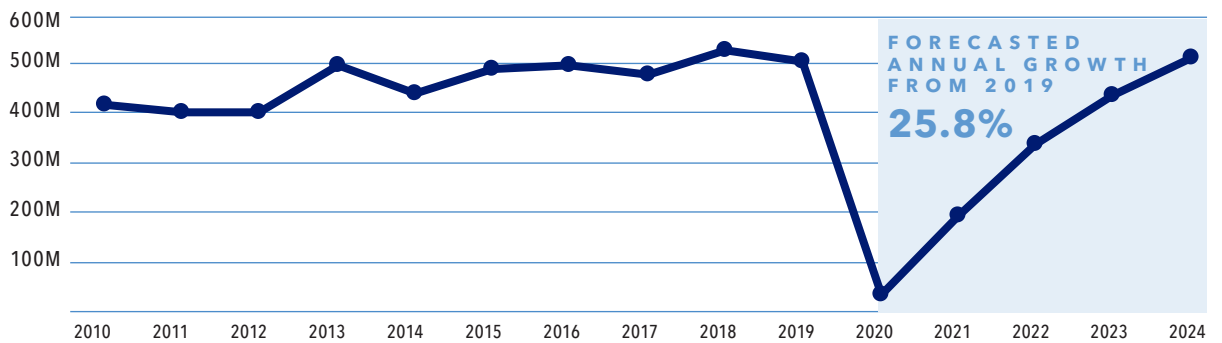


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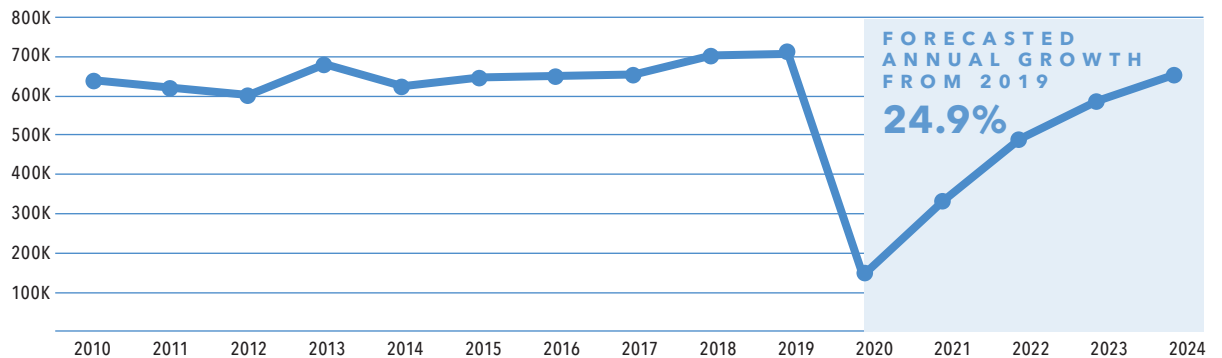
## TOP PORTS OF ENTRY TO THE U.S.



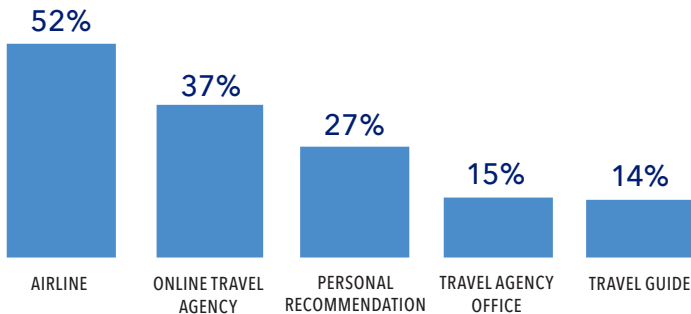
## SPENDING BY OVERSEAS VISITORS



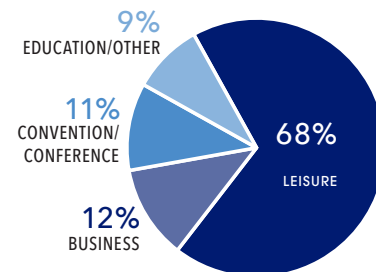
## VISITATION TO PHILADELPHIA



## MAIN INFORMATION SOURCES FOR OVERSEAS VISITORS TO PHILADELPHIA



## TOP REASONS FOR TRAVELING TO PHILADELPHIA



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