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

<table>
<thead>
<tr>
<th>IN 2019</th>
<th>Total Overseas Visitors</th>
<th>Direct Spend by Overseas Visitors</th>
<th>Total Economic Impact</th>
<th>FTE* Jobs Supported by Overseas Visitors</th>
<th>Personal Income Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>707,400</td>
<td>$723 M</td>
<td>$981.4 M</td>
<td>8,345</td>
<td>$350.3 M</td>
<td></td>
</tr>
</tbody>
</table>

TOP 15 OVERSEAS MARKET

Number of Visitors in 2018
Number of Visitors in 2019

- UK +3%
- CHINA -3%
- INDIA -1%
- GERMANY 9%
- FRANCE 0%
- SOUTH KOREA -4%
- ITALY -4%
- IRELAND 2%
- SPAIN 7%
- NETHERLANDS 0%
- AUSTRALIA 10%
- BRAZIL 10%
- SWITZERLAND 5%
- JAPAN 5%
- RUSSIA 7%

TOP LEISURE ACTIVITIES FOR OVERSEAS VISITORS

- Shopping 86%
- Sightseeing 81%
- Art Galleries/Museums 53%
- National Parks/Monuments 53%
- Historical Locations 48%

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
OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT

TOP PORTS OF ENTRY TO THE U.S.

- **NEW YORK, NY**: 35%
- **PHILADELPHIA, PA**: 25%
- **NEWARK, NJ**: 15%
- **LOS ANGELES, CA**: 10%
- **WASHINGTON, DC, DULLES, VA**: 5%
- **OTHER**: 20%

**Pennsylvania Main Destination**: 54%

- **Average number of States Visited**: 2.7
- **Stayed in a Paid Accommodation**: 66%

SPENDING BY OVERSEAS VISITORS

- **FORECASTED ANNUAL GROWTH FROM 2019**: 25.8%
- **VISITATION TO PHILADELPHIA**: 24.9%

MAIN INFORMATION SOURCES FOR OVERSEAS VISITORS TO PHILADELPHIA

- **AIRLINE**: 52%
- **ONLINE TRAVEL AGENCY**: 37%
- **PERSONAL RECOMMENDATION**: 27%
- **TRAVEL AGENCY OFFICE**: 15%
- **TRAVEL GUIDE**: 14%

TOP REASONS FOR TRAVELING TO PHILADELPHIA

- **LEISURE**: 68%
- **BUSINESS**: 12%
- **CONVENTION/CONFERENCE**: 11%
- **EDUCATION/OTHER**: 9%

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