

OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT

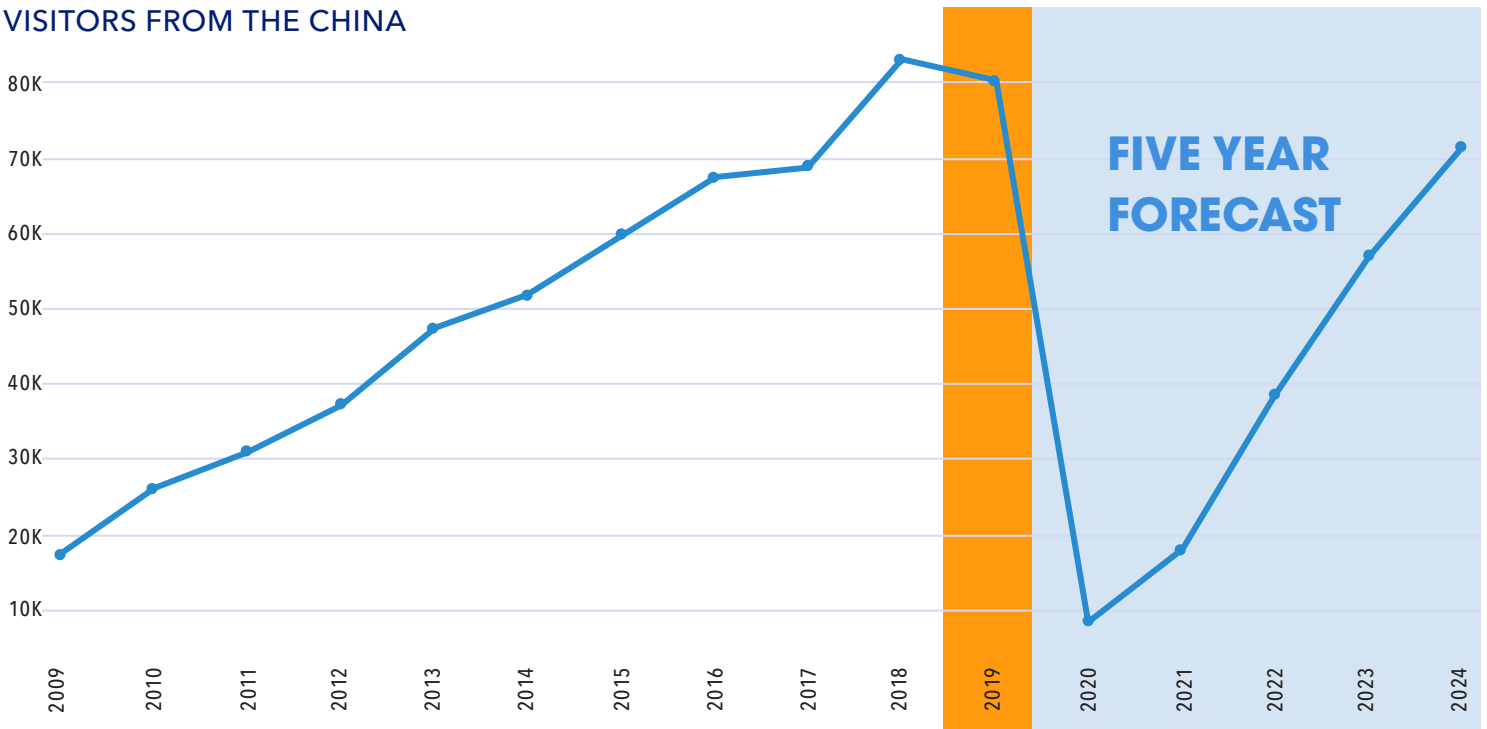


China

- China is Philadelphia's 2nd largest overseas source market for the fourth consecutive year.
- China is Philadelphia's #1 market for direct visitor spending, a title it has held since 2014.
- Chinese visitors to Philadelphia represent 11% of all overseas visits and 17% of all spending.
- 4 in 10 Chinese visitors to Philadelphia entered through New York or Newark, as there is no direct flight to Philadelphia from China.



VISITORS FROM THE CHINA



With overseas travel restrictions in place due to COVID-19, visitation from China is currently projected to decline by 82% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the China market is estimated to recover fully by 2024.

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

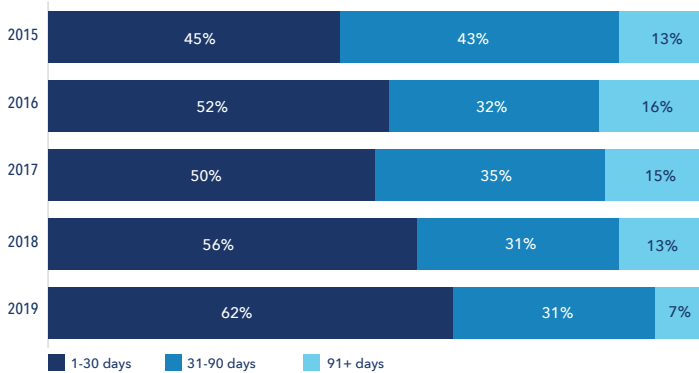
*FTE=Full-Time Equivalent



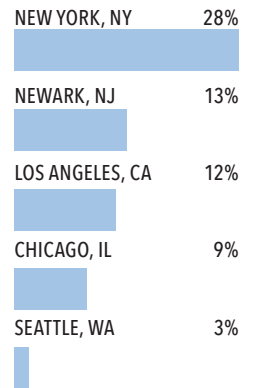
2019 Visitors from China to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL

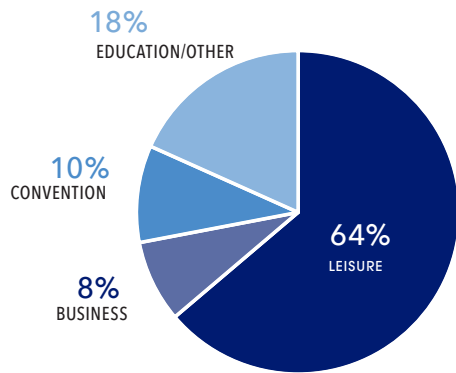
% share of total bookings from China, 2015-2019



TOP PORTS OF ENTRY TO THE US



TOP REASONS FOR TRAVELING TO PHILADELPHIA



94%
Shopping

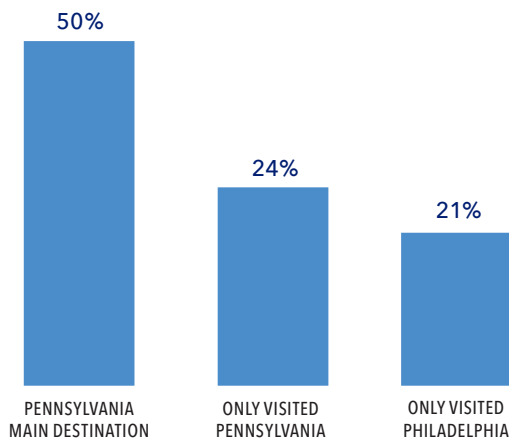
63%
Fine Dining

88%
Sightseeing

73%
Art Galleries/
Museums

61%
National Parks/
Monuments

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 destinations within the region, including Philadelphia.

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UNSTOPPABLE
PHILADELPHIA



PHLCVB
Philadelphia Convention
& Visitors Bureau

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