

OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT



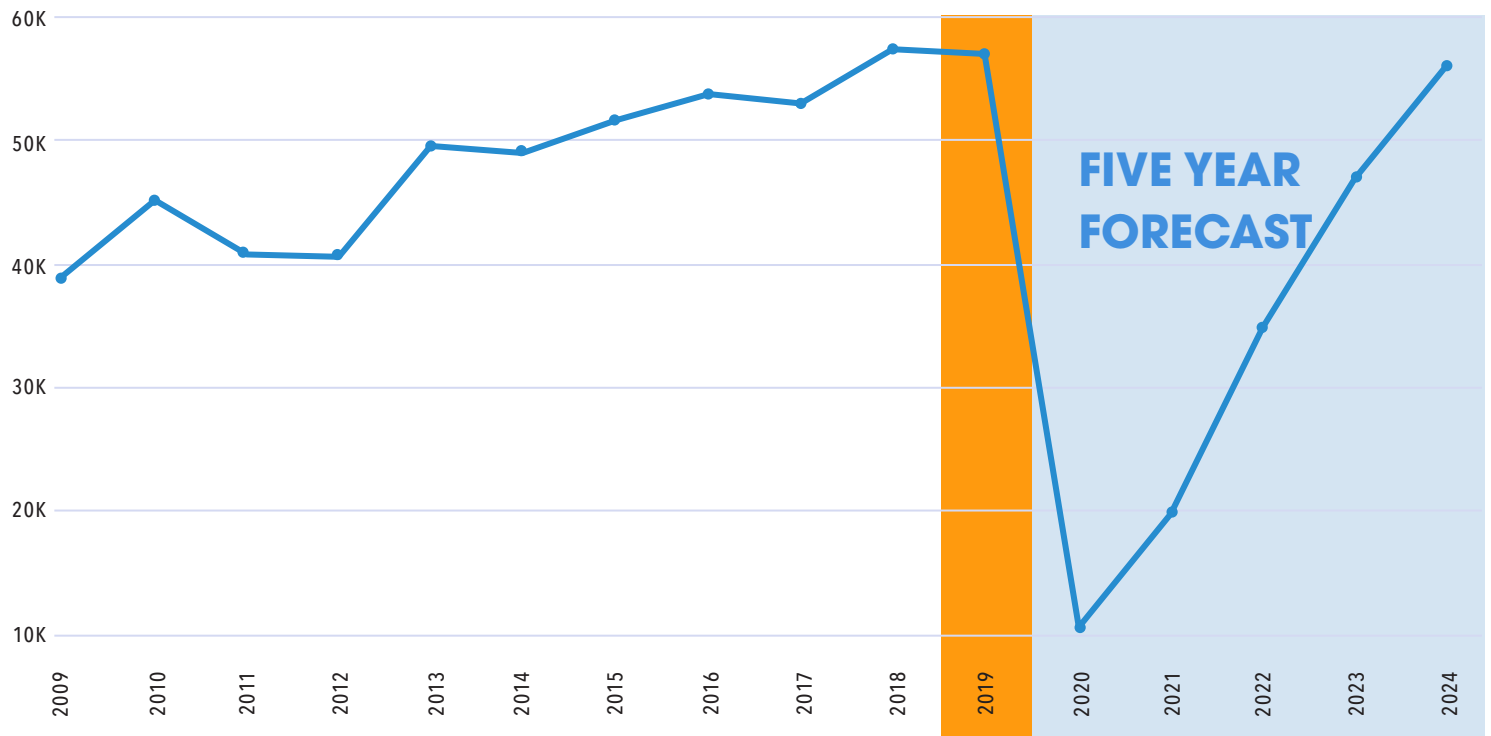
India

- For the first time, India ranked in the top-3 in overseas visitation to Philadelphia.
- Indian visitors spent \$59.4M in Philadelphia in 2019, the 3rd most among all overseas markets.

IN 2019

57,050	\$59.4M	242,600	\$1,042	834
Total Visitors from India	Total Visitor Spending from India	Total Room Nights Sold to Visitors from India	Amount Spent per Visitor from India	FTE* Jobs Supported by Visitors from India

VISITORS FROM THE INDIA



With overseas travel restrictions in place due to COVID-19, visitation from India is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the India market is estimated to fully recover 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

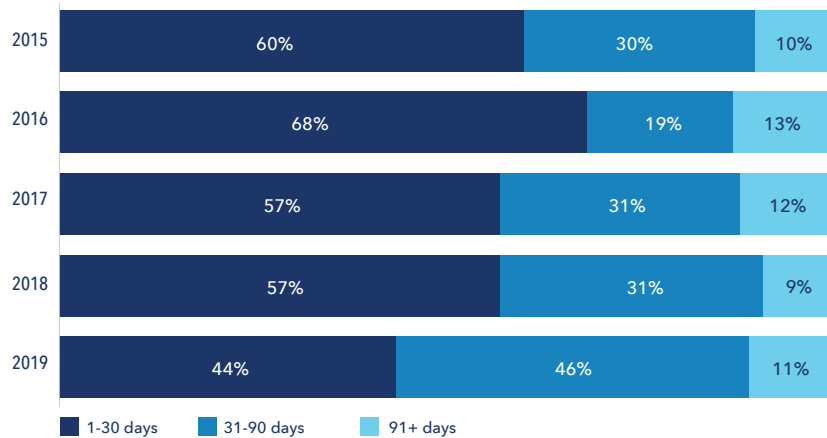
*FTE=Full-Time Equivalent



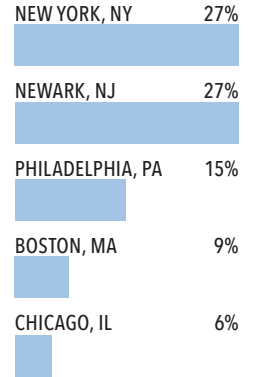
2019 Visitors from India to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL

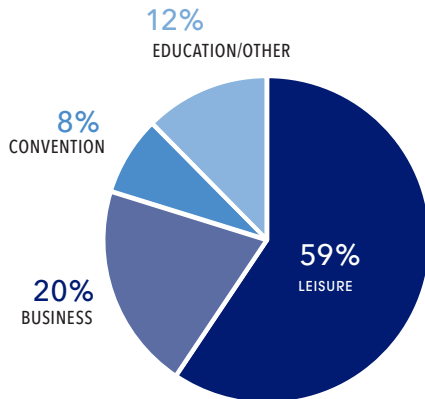
% share of total bookings from India, 2015-2019



TOP PORTS OF ENTRY TO THE US



TOP REASONS FOR TRAVELING TO PHILADELPHIA



90%
Sightseeing

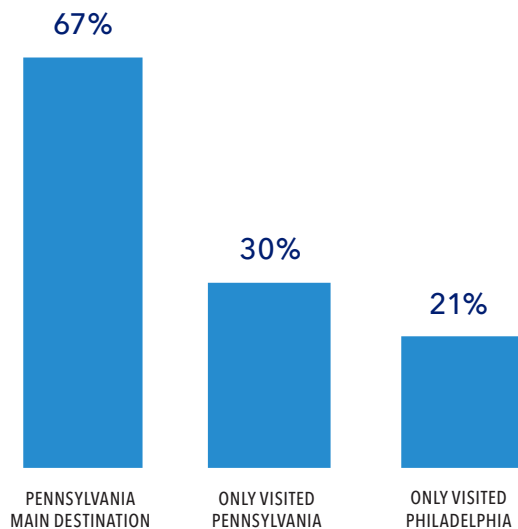
56%
Historical Locations

80%
Shopping

50%
Art Galleries/
Museums

46%
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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UN*STOPPABLE
PHILADELPHIA

PHLCVB
Philadelphia Convention
& Visitors Bureau