

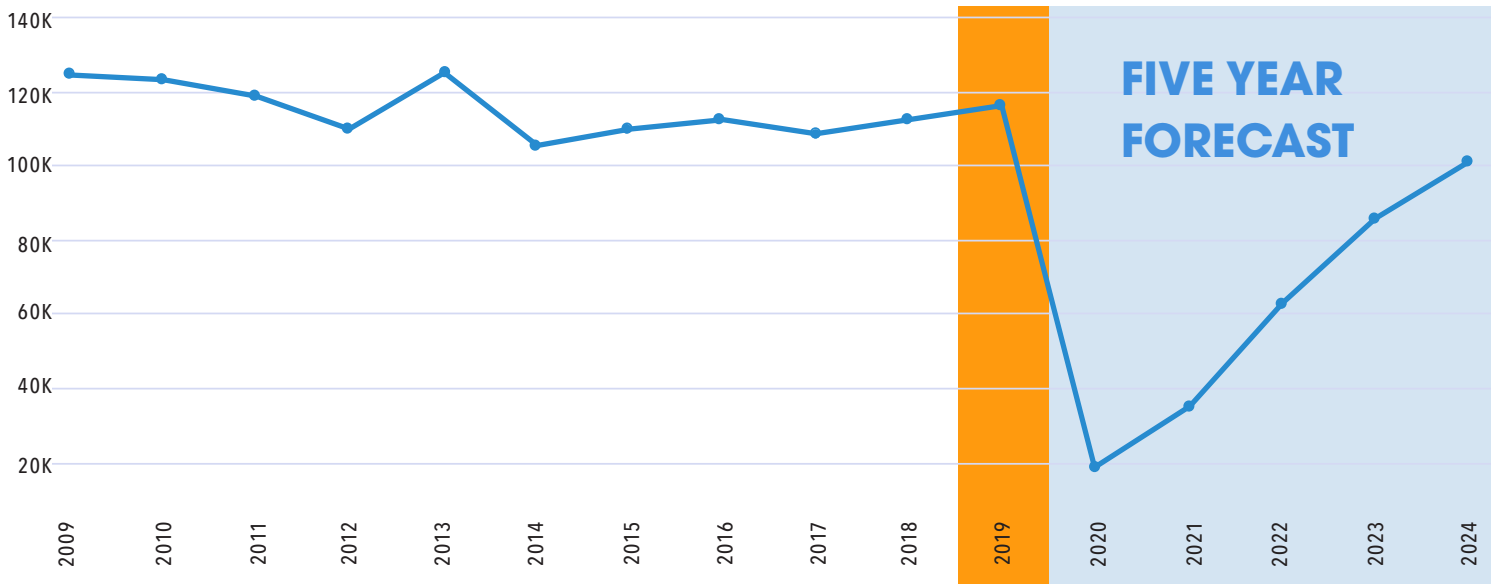


The United Kingdom

- For the 20th consecutive year, the U.K. was the #1 overseas source market for Philadelphia.
- U.K. travelers represent 16% of all visits and 15% of total spending by overseas visitors in Philadelphia.
- U.K. visitors spent \$89.9 million in 2019, an increase of 3.2% year-over-year.

IN 2019					
	116,080	\$88.8M	268,860	\$766	1,247
	Total Visitors from the United Kingdom	Total Visitor Spending from the United Kingdom	Total Room Nights Sold to Visitors from the United Kingdom	Amount Spent per Visitor from the United Kingdom	FTE* Jobs Supported by Visitors from the United Kingdom

VISITORS FROM THE UNITED KINGDOM



With overseas travel restrictions in place due to COVID-19, visitation from The United Kingdom is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the UK market is estimated to fully recover by 2027.

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

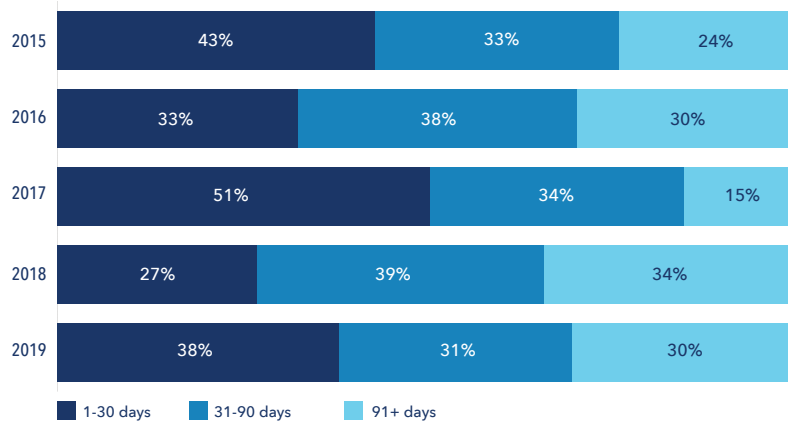
*FTE=Full-Time Equivalent



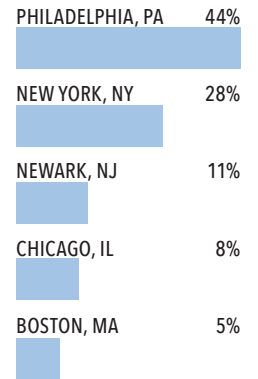
2019 Visitors from the United Kingdom to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL

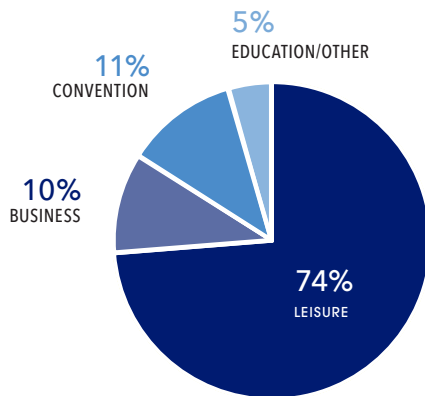
% share of total bookings from the UK, 2015-2019



TOP PORTS OF ENTRY TO THE US



TOP REASONS FOR TRAVELING TO PHILADELPHIA



80%
Shopping



61%
Historical Locations



83%
Sightseeing



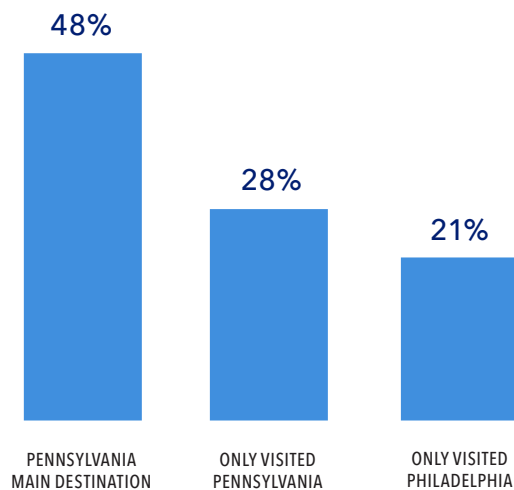
48%
Art Galleries/
Museums



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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UN*STOPPABLE
PHILADELPHIA



PHLCVB
Philadelphia Convention
& Visitors Bureau