

# OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT



## Australia

- In 2019, Australia ranked 12th in visitation and 8th in visitor spending among Philadelphia's overseas source markets.
- 86% of Australian visitors to Philadelphia traveled primarily for leisure purposes. This is notably higher than the 70% average for all overseas visitors to the destination.

IN 2019



14,070

Total Visitors from Australia



\$17.8M

Total Visitor Spending from Australia



36,690

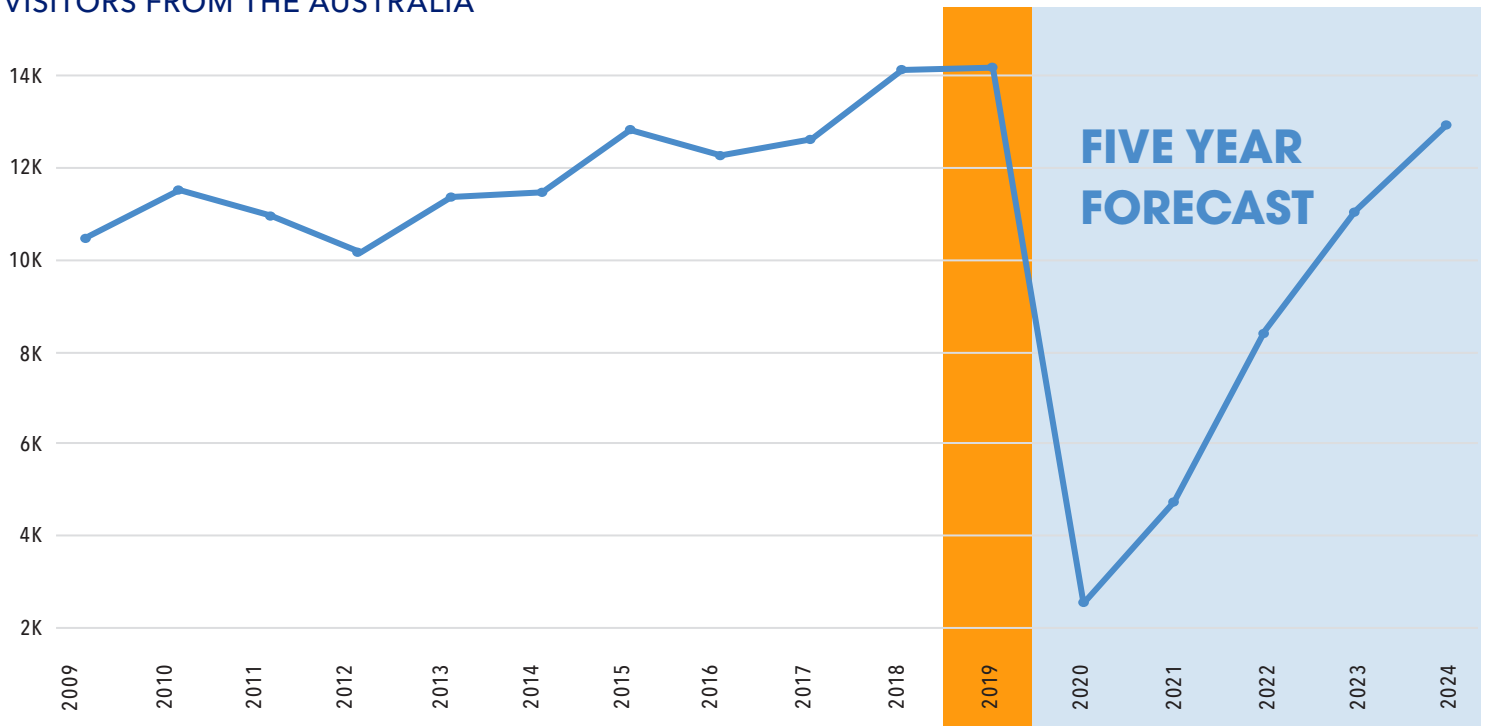
Total Room Nights Sold to Visitors from Australia



\$1,268

Amount Spent per Visitor from Australia

### VISITORS FROM THE AUSTRALIA



With overseas travel restrictions in place due to COVID-19, visitation from Australia is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the Australian market is estimated to fully recover by 2026.

#### 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

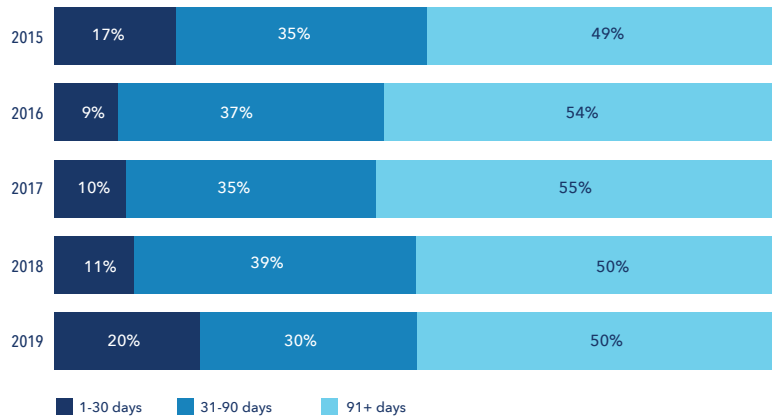
\*FTE=Full-Time Equivalent



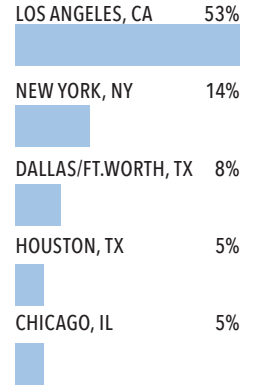
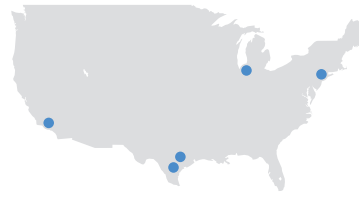
# 2019 Visitors from Australia to Philadelphia

## BOOKING WINDOW FOR AIR TRAVEL

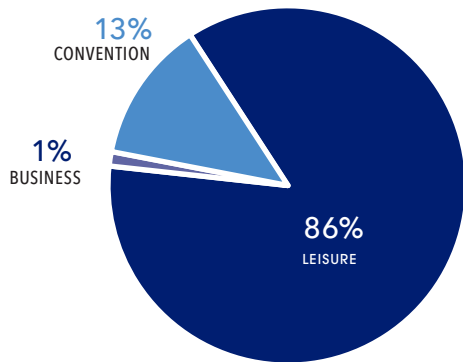
% share of total bookings from Australia, 2015-2019



## TOP PORTS OF ENTRY TO THE US



## TOP REASONS FOR TRAVELING TO PHILADELPHIA



**99%**  
Sightseeing



**95%**  
Shopping



**80%**  
Art Galleries/  
Museums



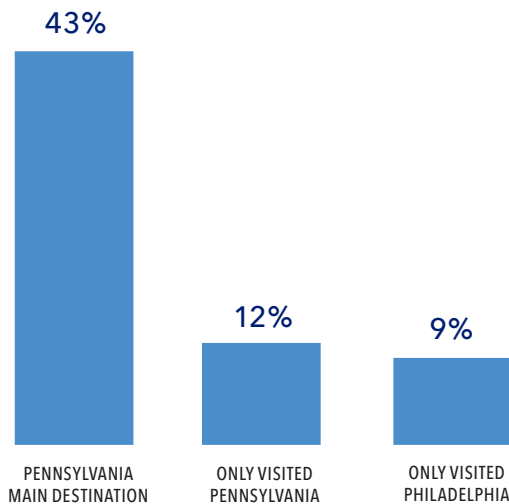
**75%**  
Historical  
Locations



**71%**  
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  
PHL

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau