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**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Total Visitors from Australia</td>
<td>14,070</td>
</tr>
<tr>
<td>Total Visitor Spending from Australia</td>
<td>$17.8M</td>
</tr>
<tr>
<td>Total Room Nights Sold to Visitors from Australia</td>
<td>36,690</td>
</tr>
<tr>
<td>Amount Spent per Visitor from Australia</td>
<td>$1,268</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Year</th>
<th>1-30 days</th>
<th>31-90 days</th>
<th>91+ days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>17%</td>
<td>35%</td>
<td>49%</td>
</tr>
<tr>
<td>2016</td>
<td>9%</td>
<td>37%</td>
<td>54%</td>
</tr>
<tr>
<td>2017</td>
<td>10%</td>
<td>35%</td>
<td>55%</td>
</tr>
<tr>
<td>2018</td>
<td>11%</td>
<td>39%</td>
<td>50%</td>
</tr>
<tr>
<td>2019</td>
<td>20%</td>
<td>30%</td>
<td>50%</td>
</tr>
</tbody>
</table>

TOP PORTS OF ENTRY TO THE US

- LOS ANGELES, CA: 53%
- NEW YORK, NY: 14%
- DALLAS/FT.WORTH, TX: 8%
- HOUSTON, TX: 5%
- CHICAGO, IL: 5%

TOP REASONS FOR TRAVELING TO PHILADELPHIA

- 99% Sightseeing
- 95% Historical Locations
- 80% National Parks/Monuments
- 75% Shopping
- 71% Art Galleries/Museums

PLACES VISITED

- 43% Pennsylvania main destination
- 12% Only visited Pennsylvania
- 9% Only visited Philadelphia

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.

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)

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