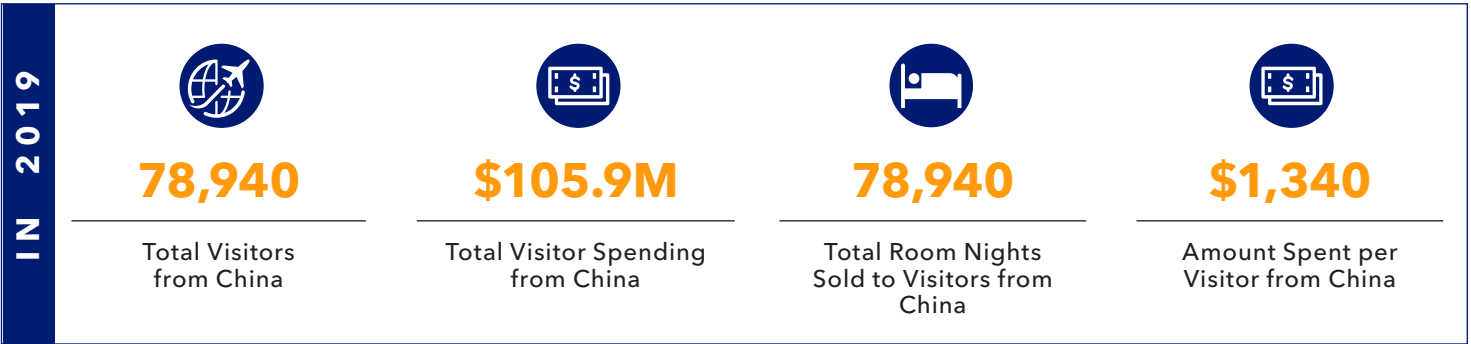


# OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT

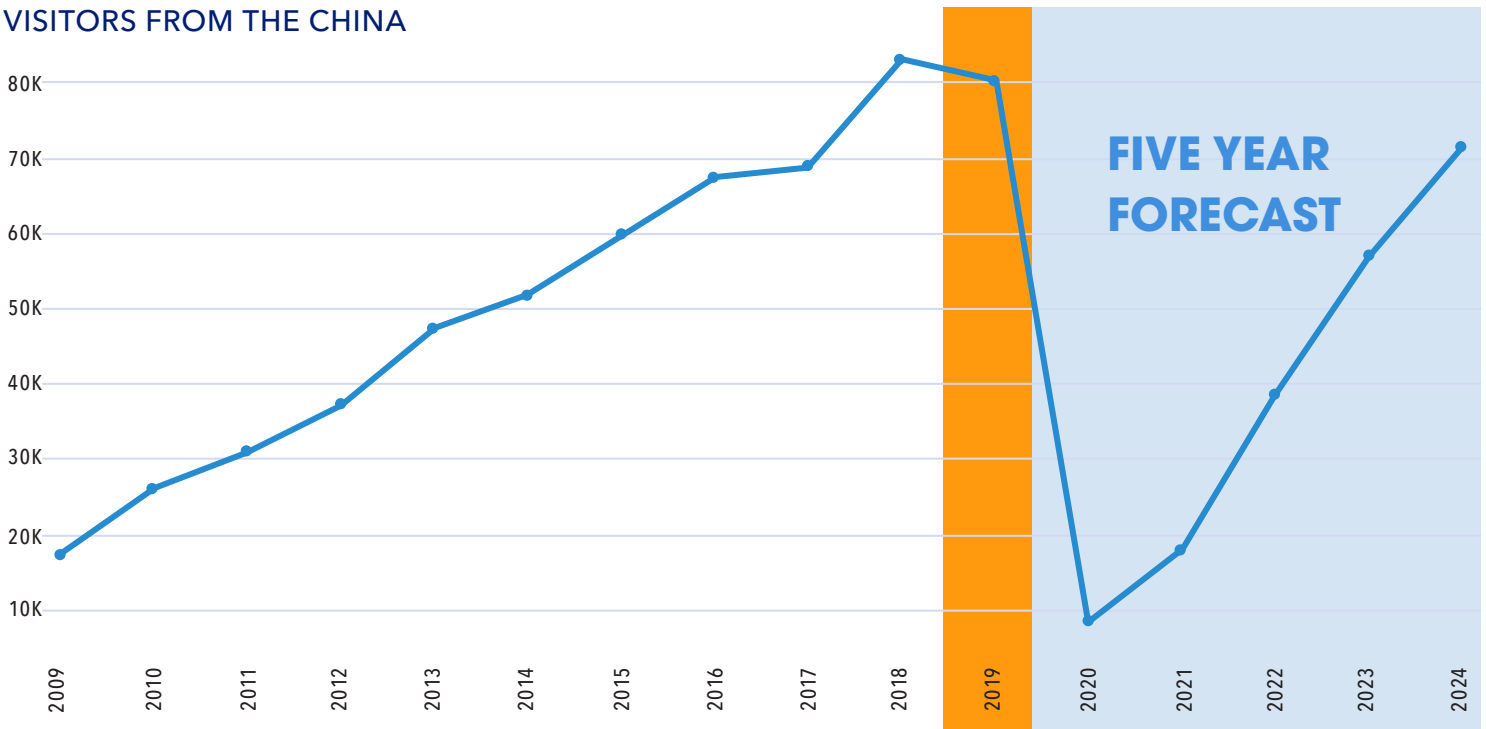


## China

- 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

