OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT

France

- France is Philadelphia’s 5th largest source market for overseas visitation.
- 7 in 10 visitors from France traveled to Philadelphia for leisure purposes.

France

Total Visitors from France: 31,710
Total Visitor Spending from France: $23.3M
Total Room Nights Sold to Visitors from France: 74,110
Amount Spent per Visitor from France: $736

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

With overseas travel restrictions in place due to COVID-19, visitation from France is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the French market is estimated to fully recover by 2025.

Interested in learning more about overseas visitation to Philadelphia?
Contact the PHLCVB Global Tourism team at 215-636-3409
or GlobalTourism@discoverPHL.com.
2019 Visitors from France to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL

% share of total bookings from France, 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>26%</td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td>2016</td>
<td>26%</td>
<td>31%</td>
<td>43%</td>
</tr>
<tr>
<td>2017</td>
<td>31%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>2018</td>
<td>29%</td>
<td>41%</td>
<td>29%</td>
</tr>
<tr>
<td>2019</td>
<td>29%</td>
<td>42%</td>
<td>29%</td>
</tr>
</tbody>
</table>

TOP REASONS FOR TRAVELING TO PHILADELPHIA

85% Shopping
82% Sightseeing
71% Art Galleries/Museums
67% National Parks/Monuments
50% Historical Locations
17% Business
3% Convention
8% Education/Other
72% Leisure

PLACES VISITED

27% Pennsylvania Main Destination
18% Only Visited Pennsylvania
12% Only Visited Philadelphia

TOP PORTS OF ENTRY TO THE US

<table>
<thead>
<tr>
<th>Port</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>30%</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>21%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>19%</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>15%</td>
</tr>
<tr>
<td>Newark, NJ</td>
<td>11%</td>
</tr>
</tbody>
</table>

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)
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