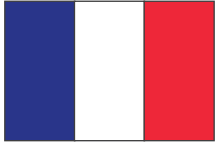


OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT



France

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

IN 2019



31,710

Total Visitors from France



\$23.3M

Total Visitor Spending from France



74,110

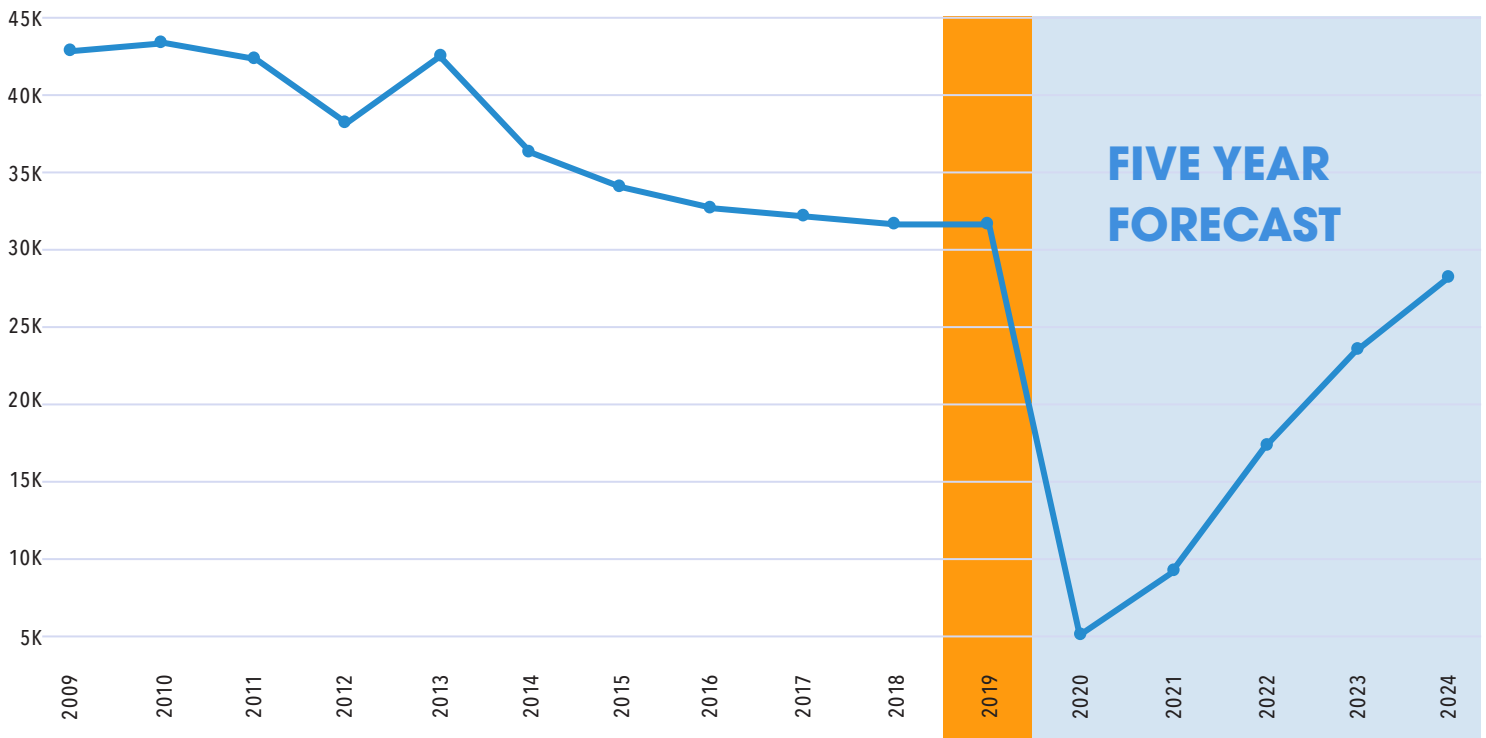
Total Room Nights Sold to Visitors from France



\$736

Amount Spent per Visitor from France

VISITORS FROM FRANCE



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**.

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

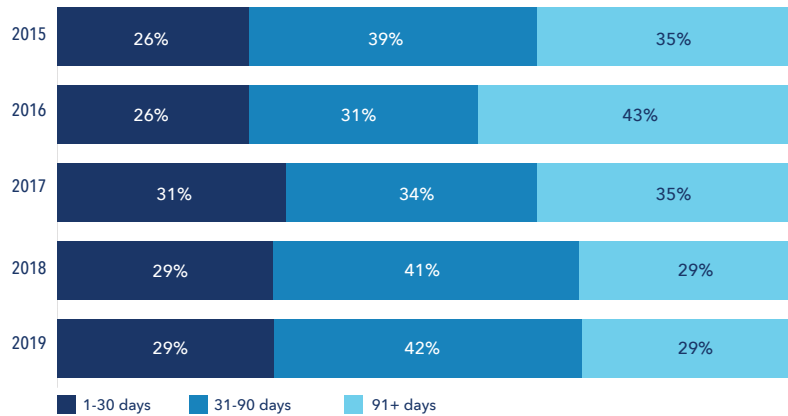
*FTE=Full-Time Equivalent



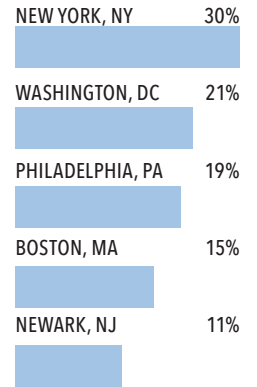
2019 Visitors from France to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL

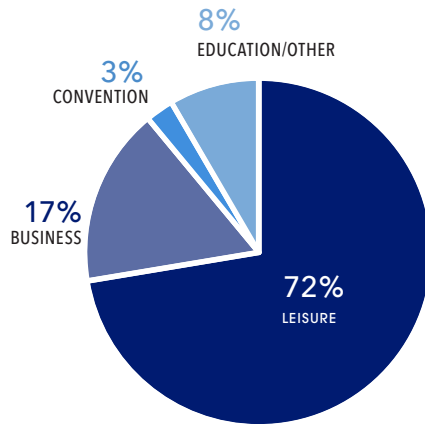
% share of total bookings from France, 2015-2019



TOP PORTS OF ENTRY TO THE US



TOP REASONS FOR TRAVELING TO PHILADELPHIA



85%
Shopping

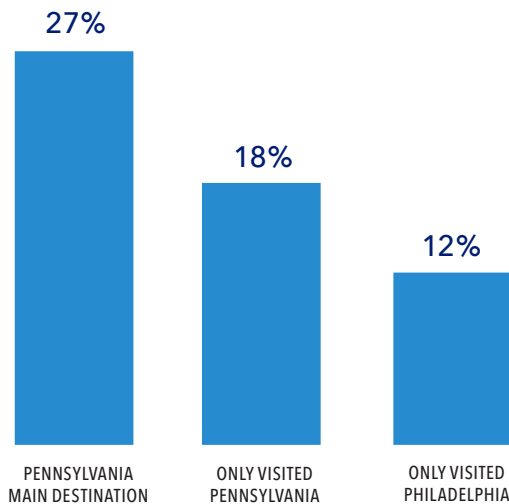
82%
Sightseeing

71%
Art Galleries/
Museums

67%
National Parks/
Monuments

50%
Historical
Locations

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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or **GlobalTourism@discoverPHL.com**.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spend)
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