

# OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT



## Germany

- Germany is Philadelphia's 4th largest source market for overseas visitation.
- 1 in 5 visitors from Germany traveled to Philadelphia for educational purposes - more than any other top-5 source market.

IN 2019



**55,800**

Total Visitors from Germany



**\$47.2M**

Total Visitor Spending from Germany



**139,500**

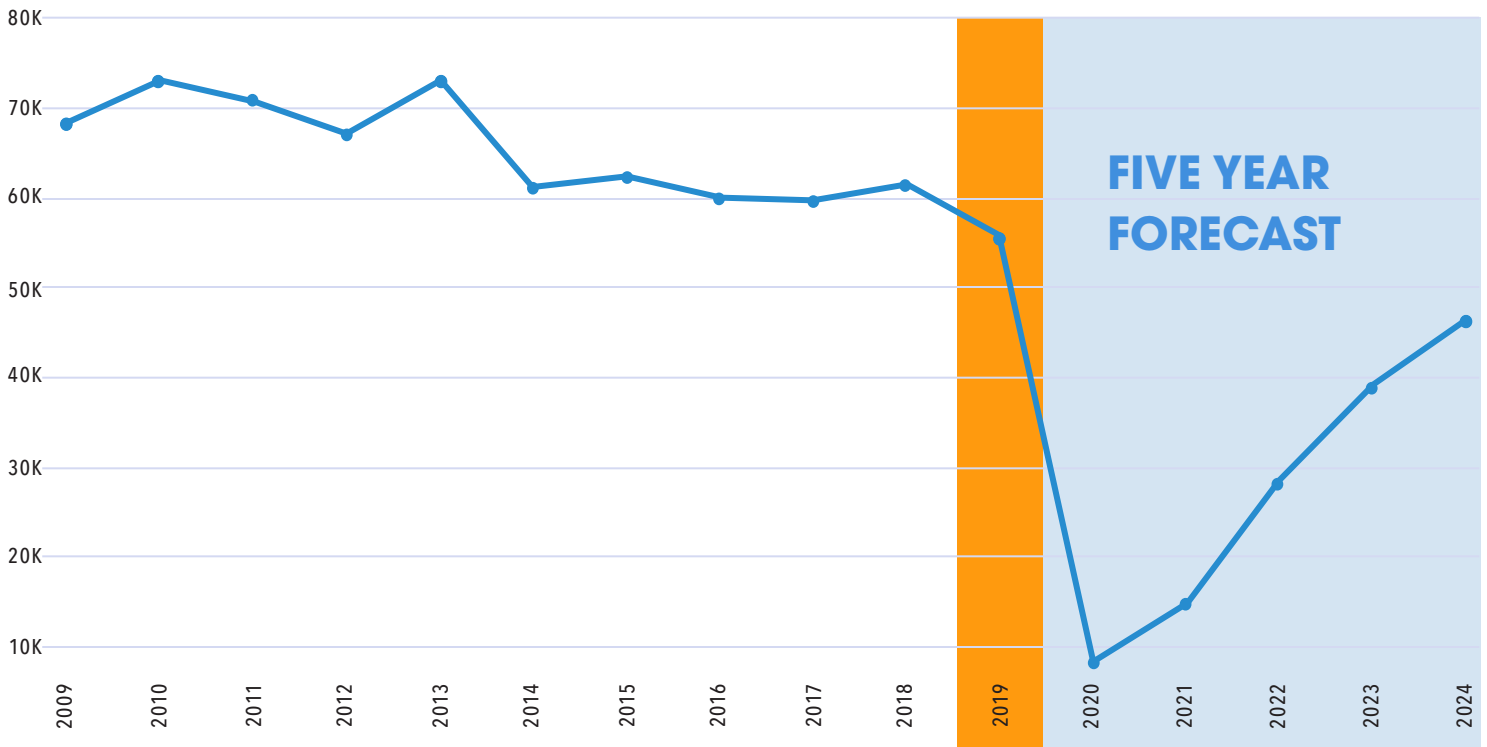
Total Room Nights Sold to Visitors from Germany



**\$847**

Amount Spent per Visitor from Germany

### VISITORS FROM THE GERMANY



With overseas travel restrictions in place due to COVID-19, visitation from Germany is currently projected to decline by 81% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the German market is estimated to recover fully by 2025.

#### Interested in learning more about overseas visitation to Philadelphia?

Contact the PHL CVB 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

