

# 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**

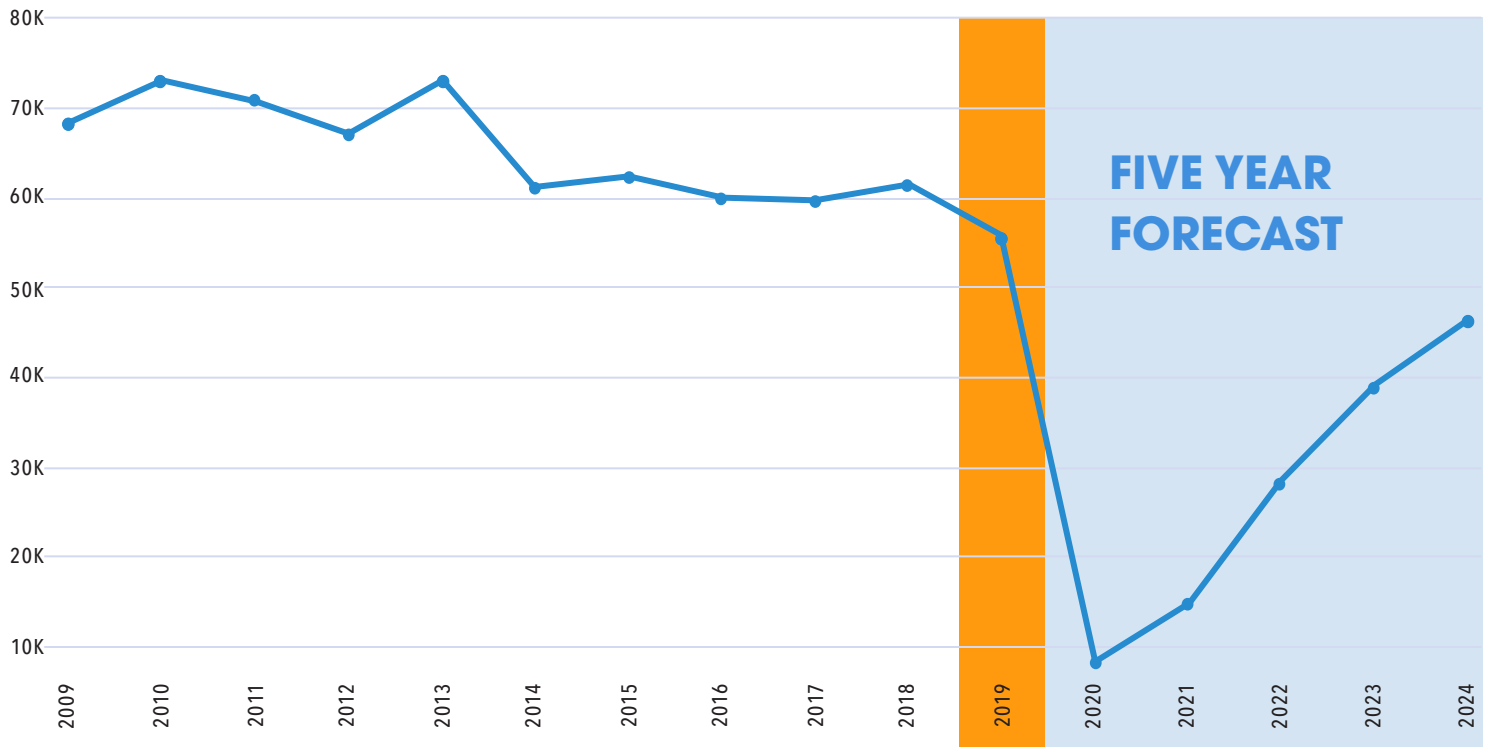
Total Room Nights Sold to Visitors from Germany



**\$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

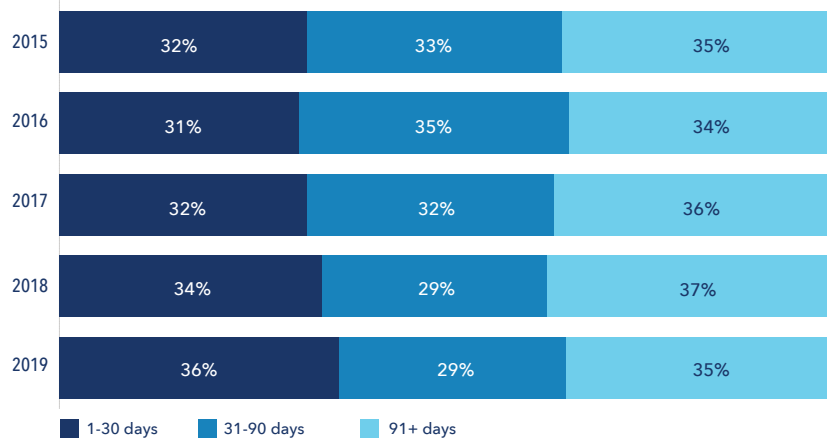
\*FTE=Full-Time Equivalent



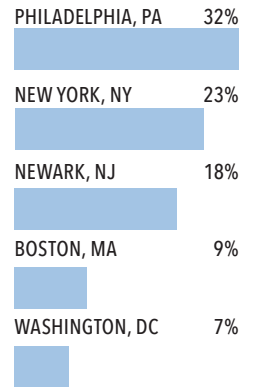
# 2019 Visitors from Germany to Philadelphia

## BOOKING WINDOW FOR AIR TRAVEL

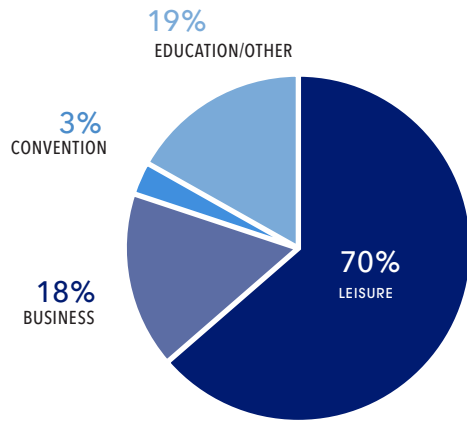
% share of total bookings from Germany, 2015-2019



## TOP PORTS OF ENTRY TO THE US



## TOP REASONS FOR TRAVELING TO PHILADELPHIA



**87%**  
Sightseeing

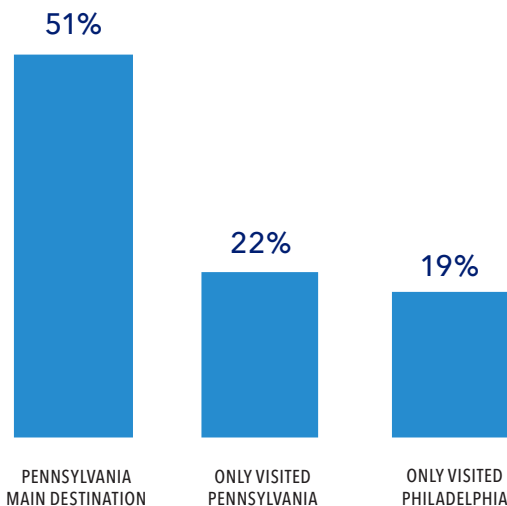
**81%**  
Shopping

**51%**  
Art Galleries/  
Museums

**50%**  
Historical  
Locations

**45%**  
National Parks/  
Monuments

## 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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**UN\*STOPPABLE**  
PHILADELPHIA  
PHL

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau