

# OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT



## Italy

- Visitation from Italy to Philadelphia increased by 4% year-over-year.
- In 2019, Italy ranked 7th in visitation and 9th in visitor spending among Philadelphia's overseas source markets.
- Italy continues to rank in the top ten overseas source markets for Philadelphia since data tracking began in 2000.

IN 2019



22,370

Total Visitors from Italy



\$164.7M

Total Visitor Spending from Italy



39,120

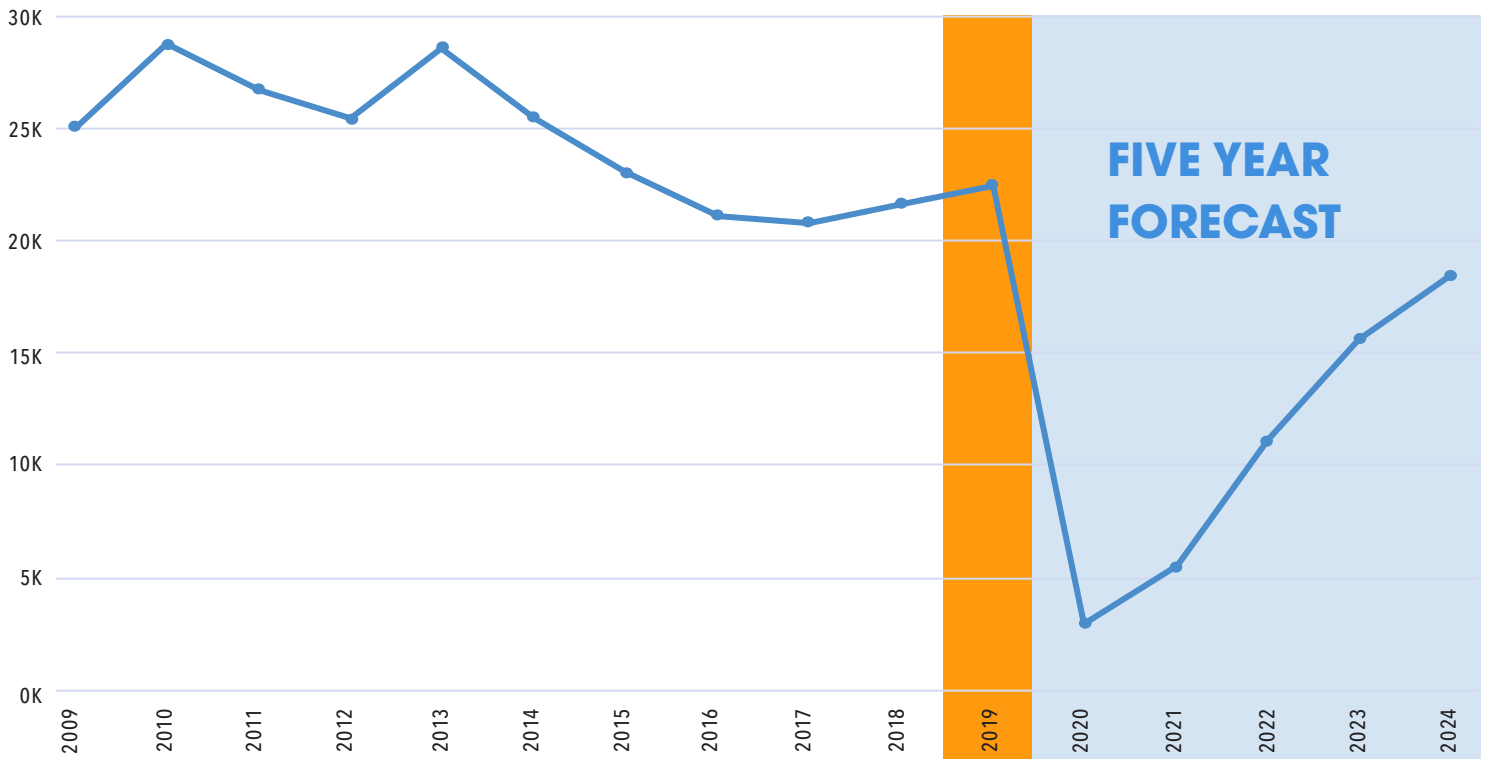
Total Room Nights Sold to Visitors from Italy



\$736

Amount Spent per Visitor from Italy

### VISITORS FROM THE ITALY



With overseas travel restrictions in place due to COVID-19, visitation from Italy is currently projected to decline by 82% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the Italian 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

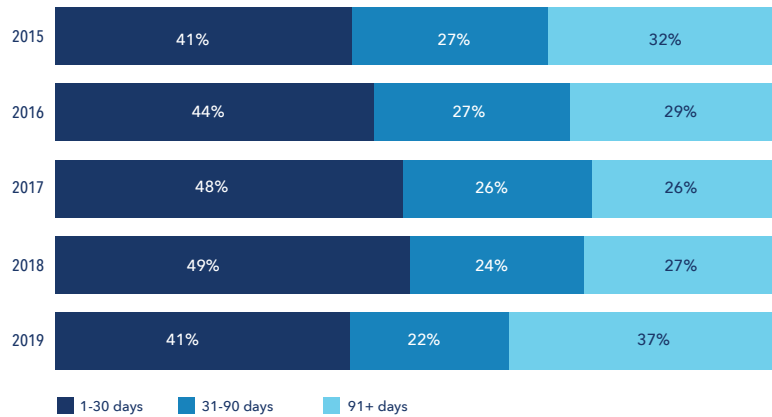
\*FTE=Full-Time Equivalent



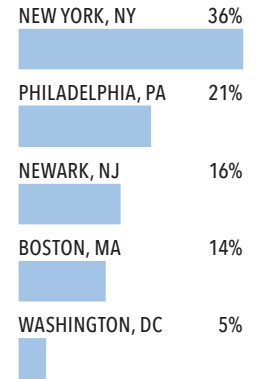
# 2019 Visitors from Italy to Philadelphia

## BOOKING WINDOW FOR AIR TRAVEL

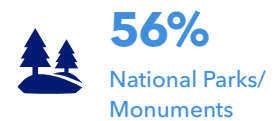
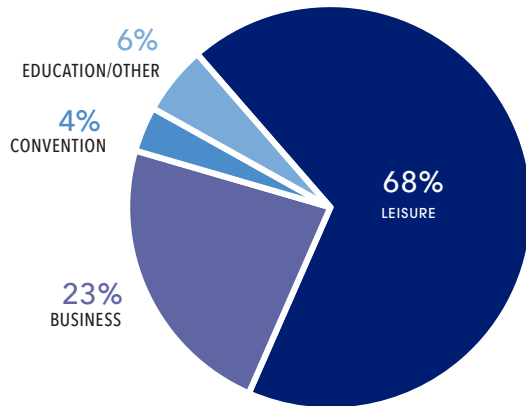
% share of total bookings from Italy, 2015-2019



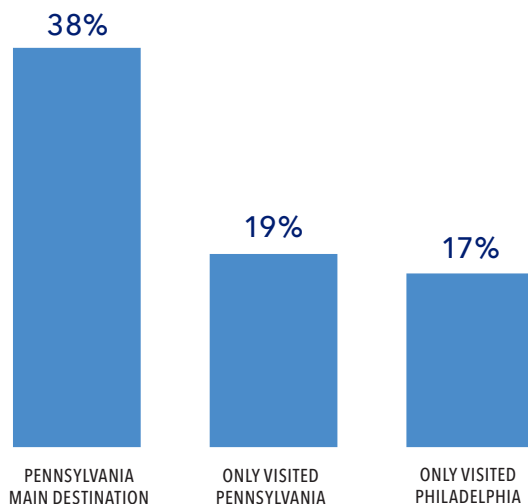
## TOP PORTS OF ENTRY TO THE US



## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## 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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