


OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT



Japan


- Visitation from Japan increased by 5% year-over-year.
- 75% of travelers from Japan cited business (convention & other business) as their main purpose of travel to Philadelphia. This is notably higher than the 23% average for all overseas visitors to the destination.
- Of all overseas markets, Japan had the highest percentage of visitors who cited attending a convention as their main reason for traveling to Philadelphia.

IN 2019




12,530

Total Visitors from Japan




\$11.2M

Total Visitor Spending from Japan



15,630

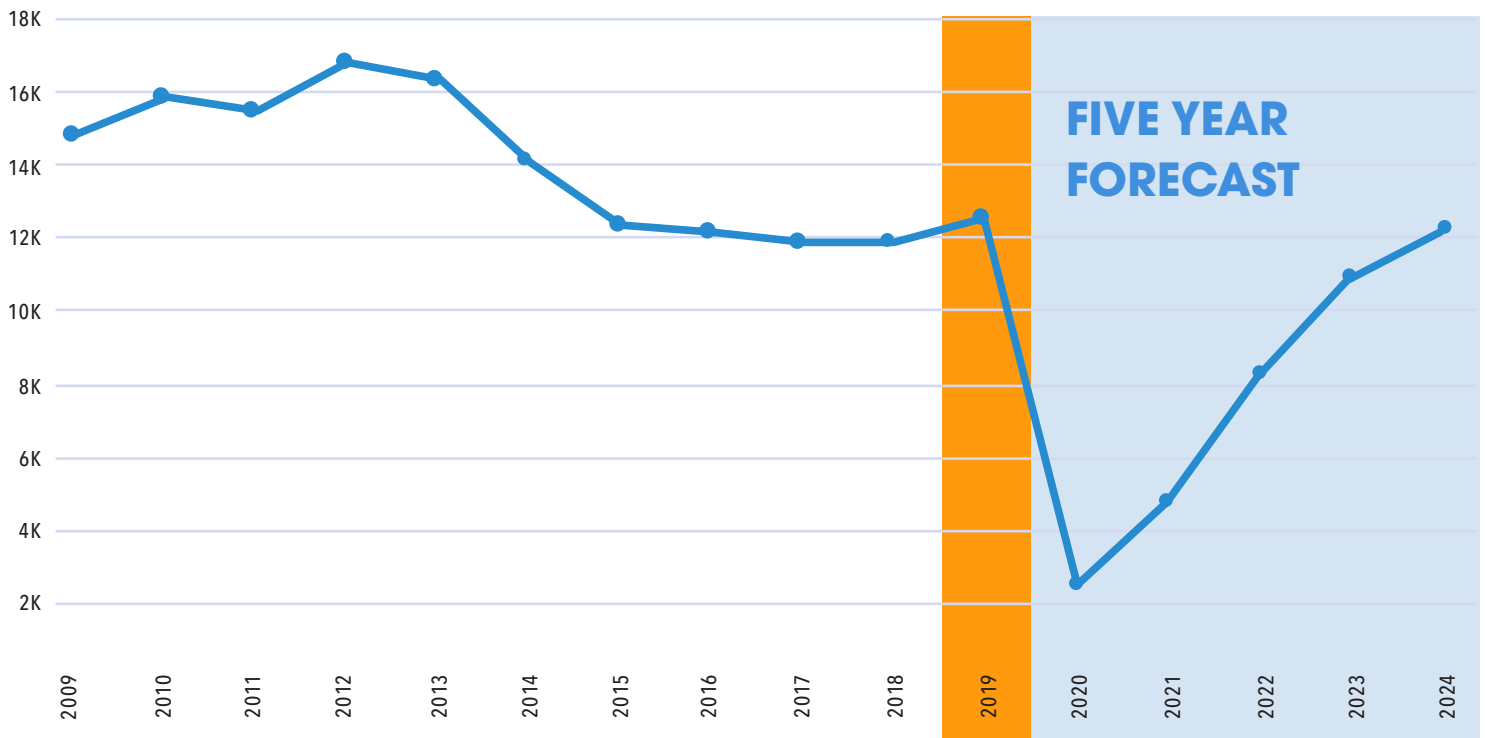
Total Room Nights Sold to Visitors from Japan




\$896

Amount Spent per Visitor from Japan

VISITORS FROM THE JAPAN



 With overseas travel restrictions in place due to COVID-19, visitation from Japan is currently projected to decline by 77% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the Japanese market is estimated to fully recover by 2024.

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

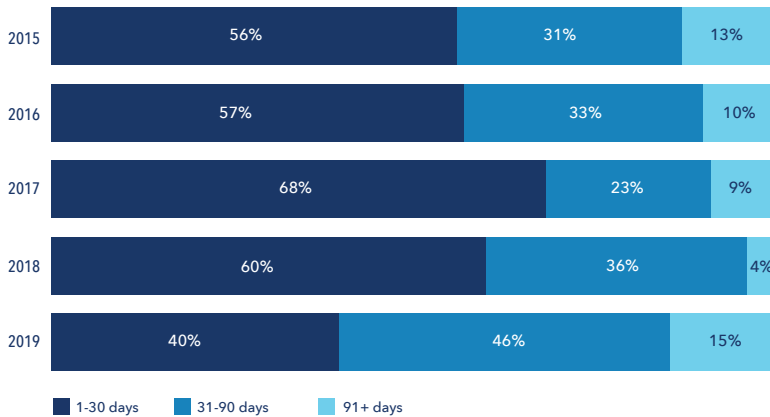
*FTE=Full-Time Equivalent



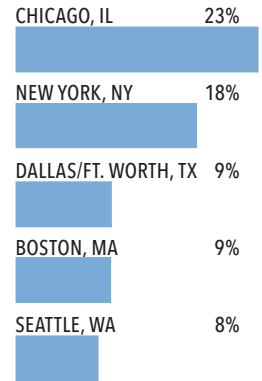
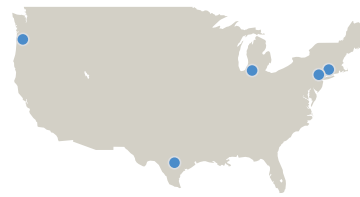
2019 Visitors from Japan to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL

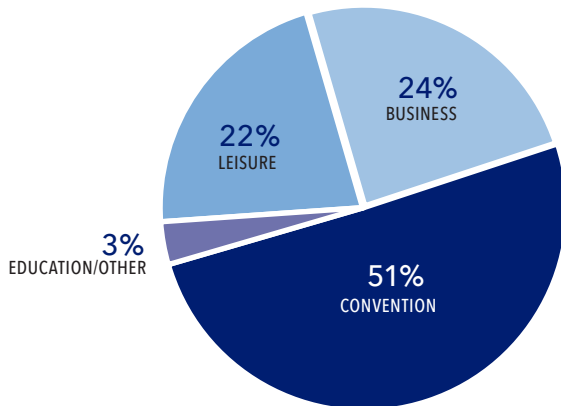
% share of total bookings from Japan, 2015-2019



TOP PORTS OF ENTRY TO THE US



TOP REASONS FOR TRAVELING TO PHILADELPHIA



 **84%**
Sightseeing

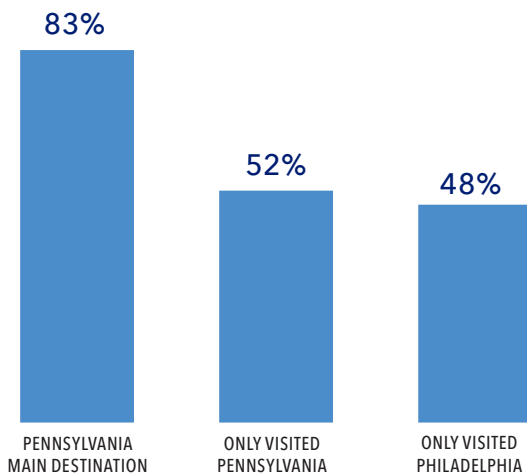
 **30%**
Fine Dining

 **74%**
Shopping

 **22%**
Historical Locations

 **35%**
Art Galleries/
Museums

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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