OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT

Scandinavia & Finland
NORWAY • DENMARK • SWEDEN • ICELAND • FINLAND

- With nearly 9,000 visitors traveling to Philadelphia, Sweden is the top Nordic market for overseas visitation in 2019.
- 75% of travelers from Nordic countries stayed in paid accommodations when visiting Philadelphia, notably higher than the 66% average for all overseas visitors to the destination.

<table>
<thead>
<tr>
<th>IN 2019</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors from Scandinavia and Finland</td>
<td>18,080</td>
<td>Total Visitor Spending from Scandinavia and Finland</td>
<td>$16M</td>
<td>Total Room Nights Sold to Visitors from Scandinavia and Finland</td>
</tr>
</tbody>
</table>

VISITORS FROM THE SCANDINAVIA AND FINLAND

With overseas travel restrictions in place due to COVID-19, visitation from Scandinavia and Finland is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the Scandinavian and Finnish markets are 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 Scandinavia and Finland to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL
% share of total bookings from Scandinavia and Finland, 2015-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>1-30 days</th>
<th>31-90 days</th>
<th>91+ days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>40%</td>
<td>37%</td>
<td>24%</td>
</tr>
<tr>
<td>2018</td>
<td>50%</td>
<td>38%</td>
<td>12%</td>
</tr>
<tr>
<td>2019</td>
<td>44%</td>
<td>48%</td>
<td>8%</td>
</tr>
</tbody>
</table>

TOP REASONS FOR TRAVELING TO PHILADELPHIA

92% Shopping
51% Art Galleries/Museums
67% Sightseeing
43% Nightclubbing/Dancing
26% Business
34% Leisure
14% Convention
26% Education/Other

PLACES VISITED

61% Pennsylvania Main Destination
27% Only Visited Pennsylvania
18% Only Visited Philadelphia

TOP PORTS OF ENTRY TO THE US

<table>
<thead>
<tr>
<th>Port</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWARK, NJ</td>
<td>35%</td>
</tr>
<tr>
<td>NEW YORK, NY</td>
<td>24%</td>
</tr>
<tr>
<td>WASHINGTON, DC</td>
<td>18%</td>
</tr>
<tr>
<td>PHILADELPHIA, PA</td>
<td>7%</td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td>7%</td>
</tr>
</tbody>
</table>

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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