

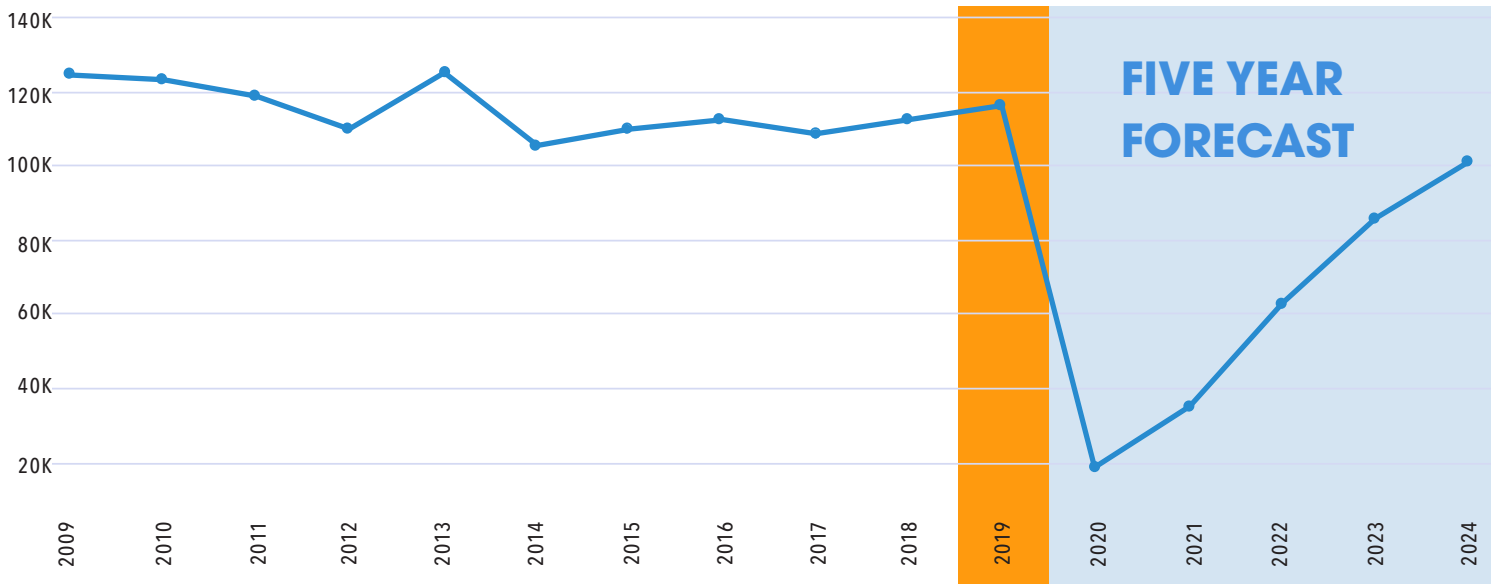


The United Kingdom

- For the 20th consecutive year, the U.K. was the #1 overseas source market for Philadelphia.
- U.K. travelers represent 16% of all visits and 15% of total spending by overseas visitors in Philadelphia.
- U.K. visitors spent \$89.9 million in 2019, an increase of 3.2% year-over-year.

IN 2019				
	116,080	\$88.8M	268,860	\$766
	Total Visitors from the United Kingdom	Total Visitor Spending from the United Kingdom	Total Room Nights Sold to Visitors from the United Kingdom	Amount Spent per Visitor from the United Kingdom

VISITORS FROM THE UNITED KINGDOM



With overseas travel restrictions in place due to COVID-19, visitation from The United Kingdom is currently projected to decline by 80% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the UK market is estimated to fully recover by 2027.

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

