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.

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

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.
2019 Visitors from the United Kingdom to Philadelphia

BOOKING WINDOW FOR AIR TRAVEL
% share of total bookings from the UK, 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>2015</td>
<td>43%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>2016</td>
<td>33%</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td>2017</td>
<td>51%</td>
<td>34%</td>
<td>15%</td>
</tr>
<tr>
<td>2018</td>
<td>27%</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>2019</td>
<td>38%</td>
<td>31%</td>
<td>30%</td>
</tr>
</tbody>
</table>

TOP PORTS OF ENTRY TO THE US

<table>
<thead>
<tr>
<th>City</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHILADELPHIA, PA</td>
<td>44%</td>
</tr>
<tr>
<td>NEW YORK, NY</td>
<td>28%</td>
</tr>
<tr>
<td>NEWARK, NJ</td>
<td>11%</td>
</tr>
<tr>
<td>CHICAGO, IL</td>
<td>8%</td>
</tr>
<tr>
<td>BOSTON, MA</td>
<td>5%</td>
</tr>
</tbody>
</table>

TOP REASONS FOR TRAVELING TO PHILADELPHIA

- Shopping: 80%
- Historical Locations: 61%
- Sightseeing: 83%
- Art Galleries/Museums: 48%
- National Parks/Monuments: 61%
- Education/Others: 5%
- Convention: 11%
- Business: 10%
- Leisure: 74%

PLACES VISITED

- Pennsylvania Main Destination: 48%
- Only Visited Pennsylvania: 28%
- Only Visited Philadelphia: 21%

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.

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