



discover
PHILADELPHIA

PHLCVB
Philadelphia Convention
& Visitors Bureau

WELCOME



GLOBAL TOURISM UPDATE

October 20, 2022





• 03

GREGG CAREN

President & CEO



Agenda

Welcome

Gregg Caren
President & CEO

European Markets

Melissa McClure
Global Tourism Sales Manager

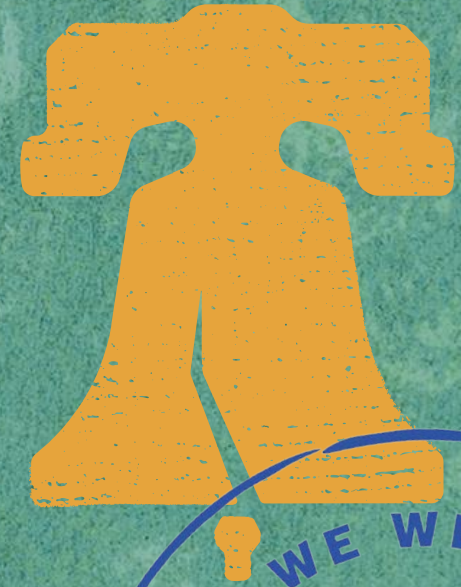
Asia Pacific + Emerging Markets

Miriam Chovanec
Senior Global Tourism Sales Manager

Domestic Group Tour Market

Annie Jirapatnakul
Global Tourism Sales & Services Manager

Questions & Answers





MELISSA MCCLURE

Global Tourism Sales Manager



Market Update: UK

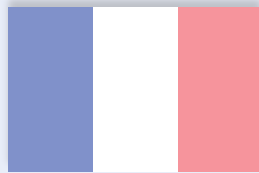
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



FRANCE



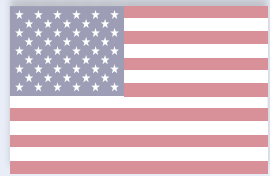
INDIA



CHINA



BRAZIL
Emerging Market



DOMESTIC
Group Tour

Market Update: Germany

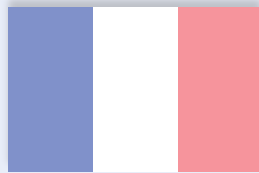
IN FOCUS FOR FISCAL YEAR 2023



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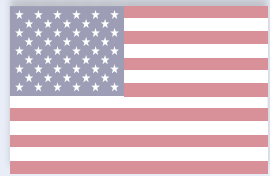
INDIA



CHINA



BRAZIL
Emerging Market



DOMESTIC
Group Tour

Market Update: France

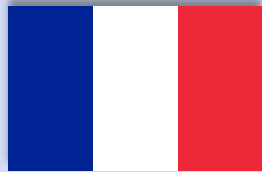
IN FOCUS FOR FISCAL YEAR 2023



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GERMANY



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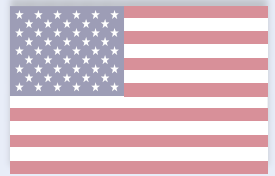
INDIA



CHINA



BRAZIL
Emerging Market



DOMESTIC
Group Tour

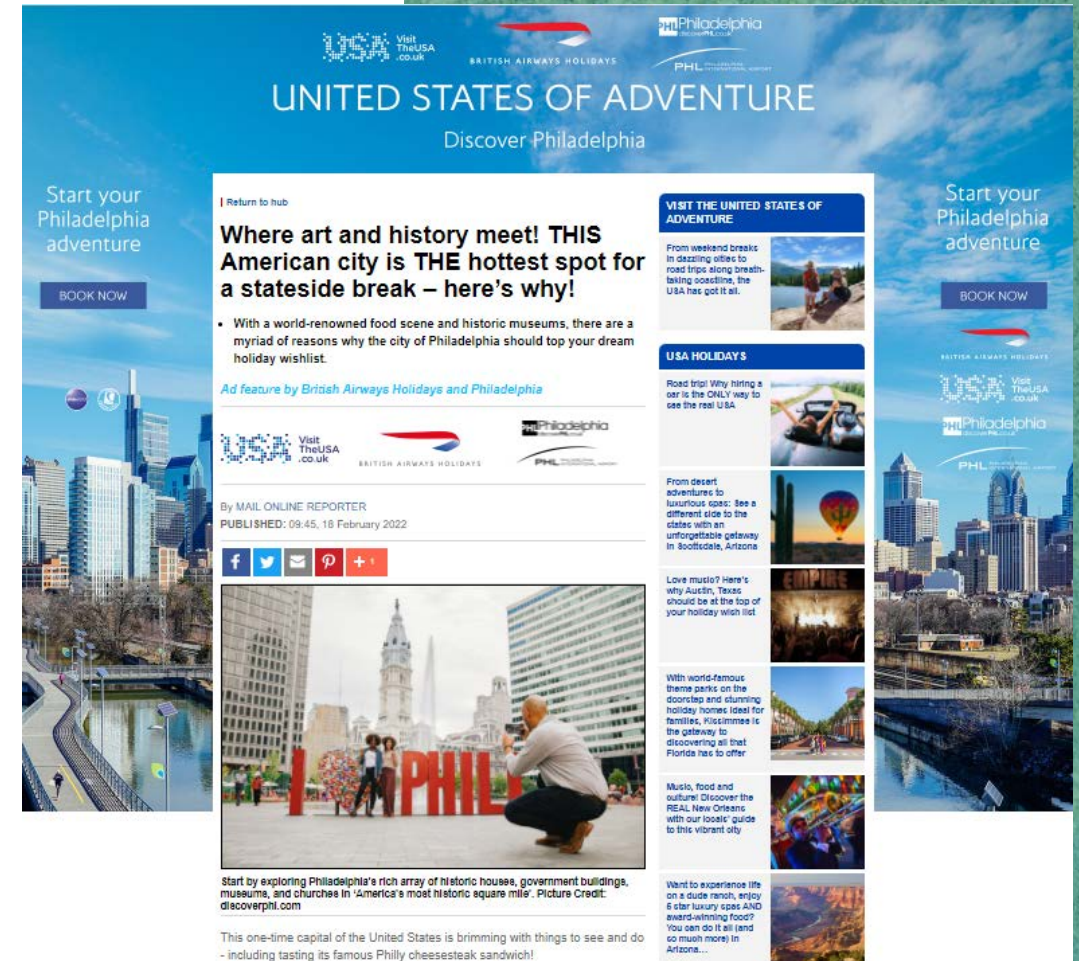
Marketing Campaigns

UK, GERMANY + FRANCE

16 CAMPAIGNS

**2,000+ ROOM NIGHTS
GENERATED**

2.1 MIL+ IMPRESSIONS



PHLCVB European Sales

June – September 2022



Philadelphia Orchestra

UK & EUROPE SALES MISSION

- August 27 – September 9, 2022
- **PHLCVB Activations:** Hamburg, Berlin, Lucerne, Paris, London
- 180 key UK & EU customers
- 18 destination training meetings
- 5 VIP client & media events



Brand USA Travel Week

UK & EUROPE 2022

Dates:

September 26 - 29, 2022

Partners:

- PHLCVB & The Countryside of Philadelphia

Business:

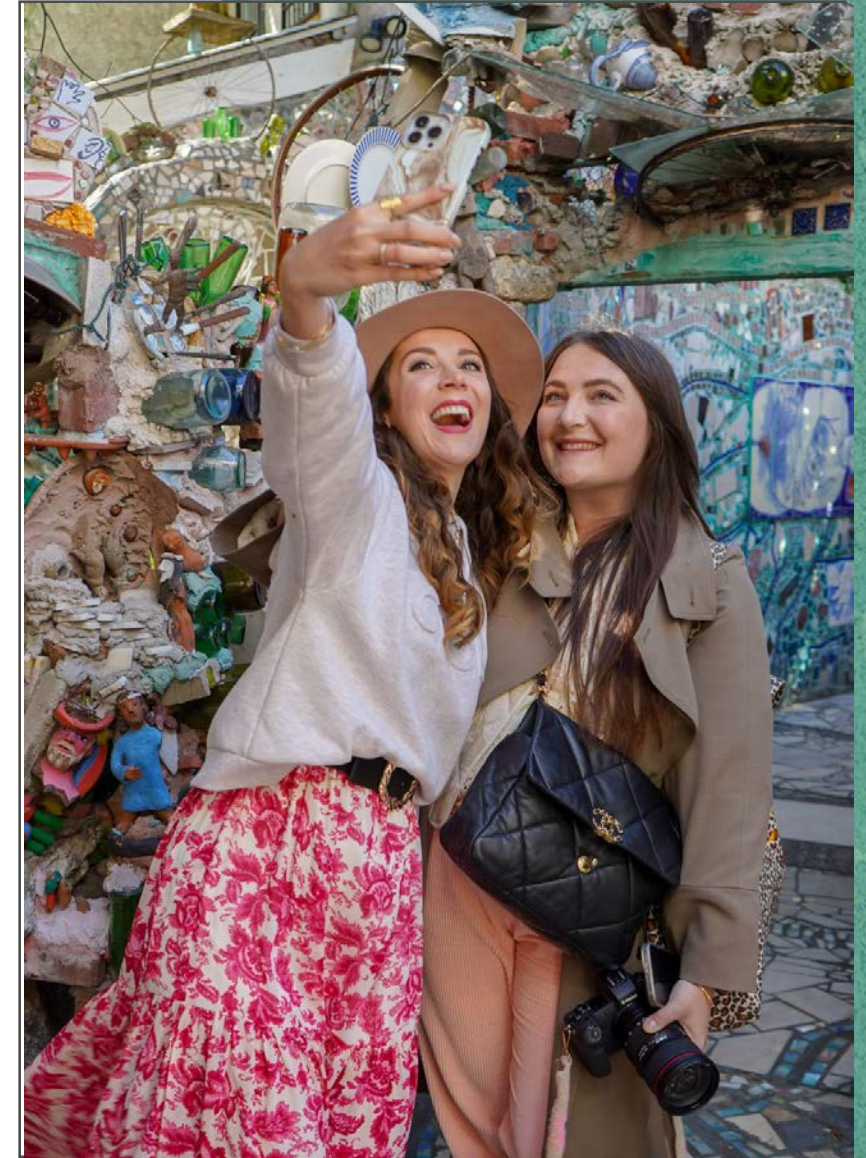
- 33 Scheduled Appointments
- European Market Updates
- Networking Events



PHLCVB European Media

MEDIA FAM PROGRAM FY23

- UK (1pax) - July 17 - 20
- France (2pax) – September 2 – 10, 19 – 23
- Germany (1pax) – September 12 – 16
- UK (1pax) – September 22 – 24
- Multi-Market Arts FAM (20pax) – October 10 - 14
- UK (1pax) – October 17 – 20
- Ireland (1pax) – October 21 – 24
- France Influencers (5pax) – Spring 2023



Arts + Culture FAM

October 10 – 14, 2022



European Activations Timeline

FISCAL YEAR 2023



Get Involved



2023 PRICING + CONTRACTING

Extending tiered rates to international receptive tour operators allows your product to be bookable by global tour operators and travel agents.



FAM TOURS

Your partnership in offering comp stays and experiences enables us to expose more pre-qualified customers to your products.



SPECIAL EVENTS + UPDATES

Updates on important dates, openings and events are helpful as far as 12-24 months out, as this is a market that books far in advance.





MIRIAM CHOVA NEC

Senior Global Tourism Sales Manager



Market Update: India

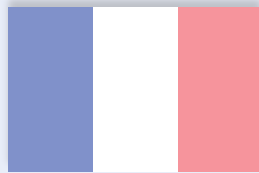
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



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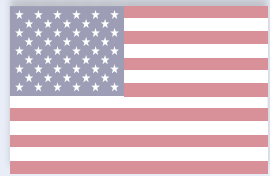
INDIA



CHINA



BRAZIL
Emerging Market

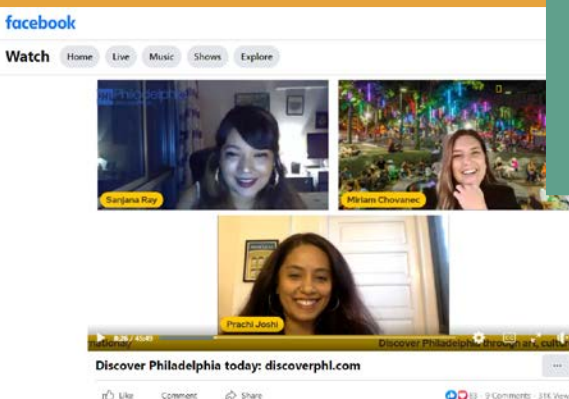
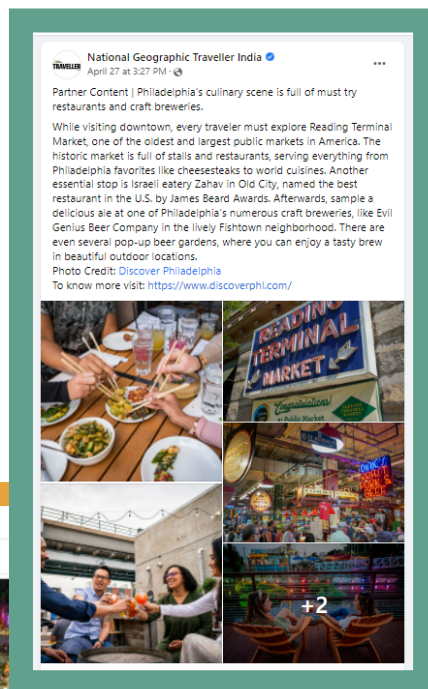
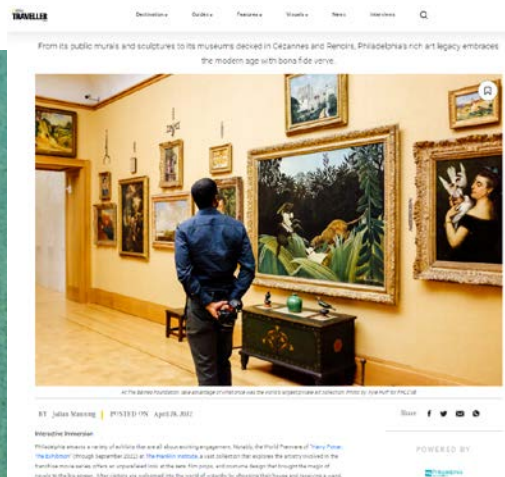


DOMESTIC
Group Tour

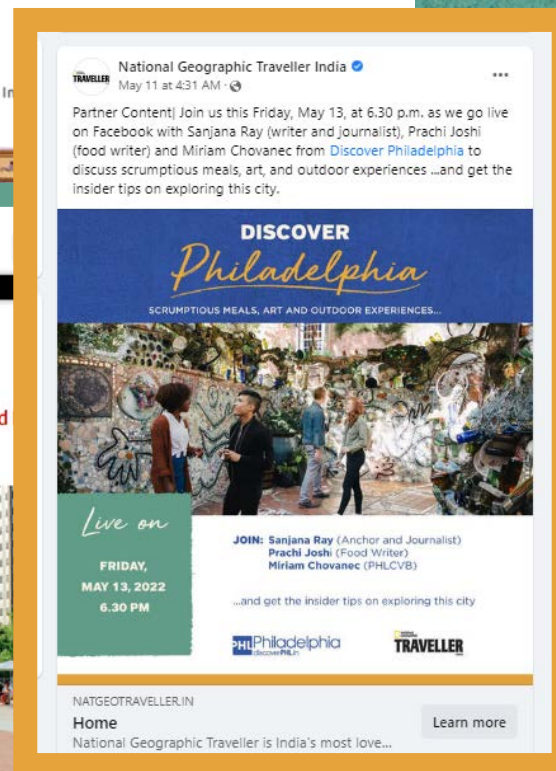
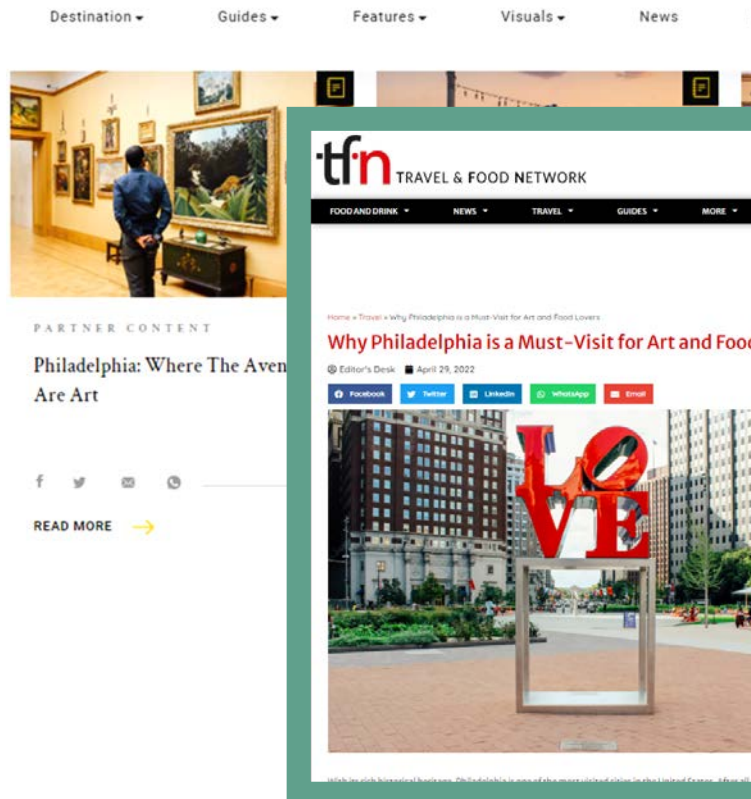
INDIA: Activity Results

Global Tourism Marketing: National Geographic Traveller India (March 23 – May 31, 2022)

Total Page Views: 202,655 | Total Impressions: 4.5 M | Total Engagements: 91,300



NATIONAL GEOGRAPHIC TRAVELER



INDIA: Activity Results

Global Tourism Marketing: 72 Hours in Philadelphia – Romance Campaign (May – June 2022)

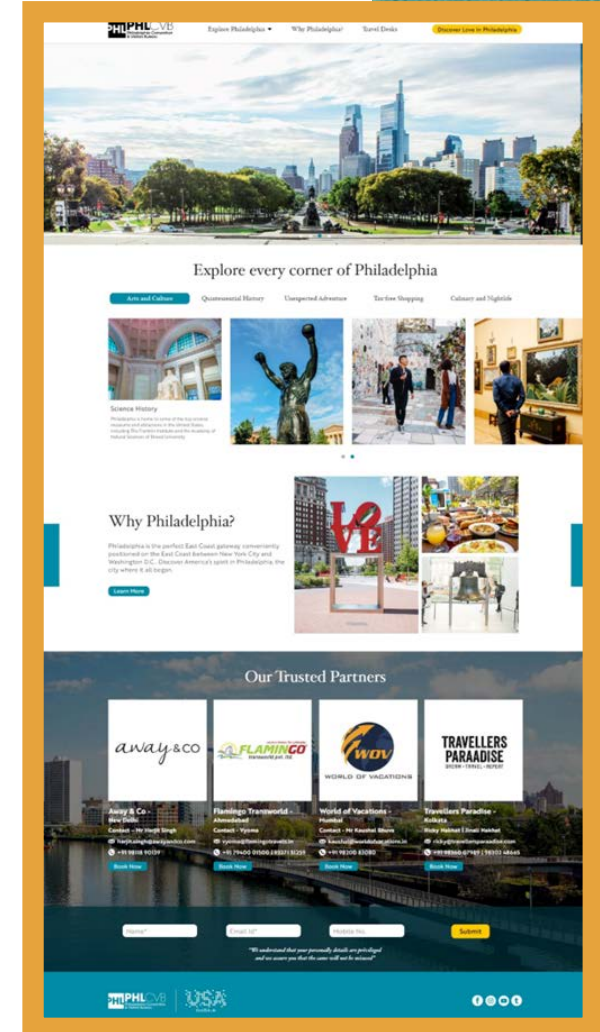
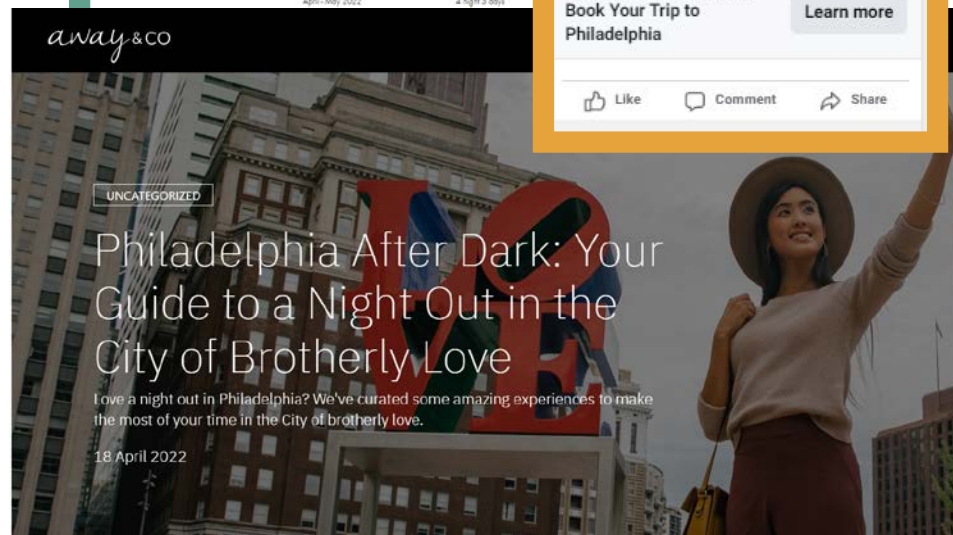
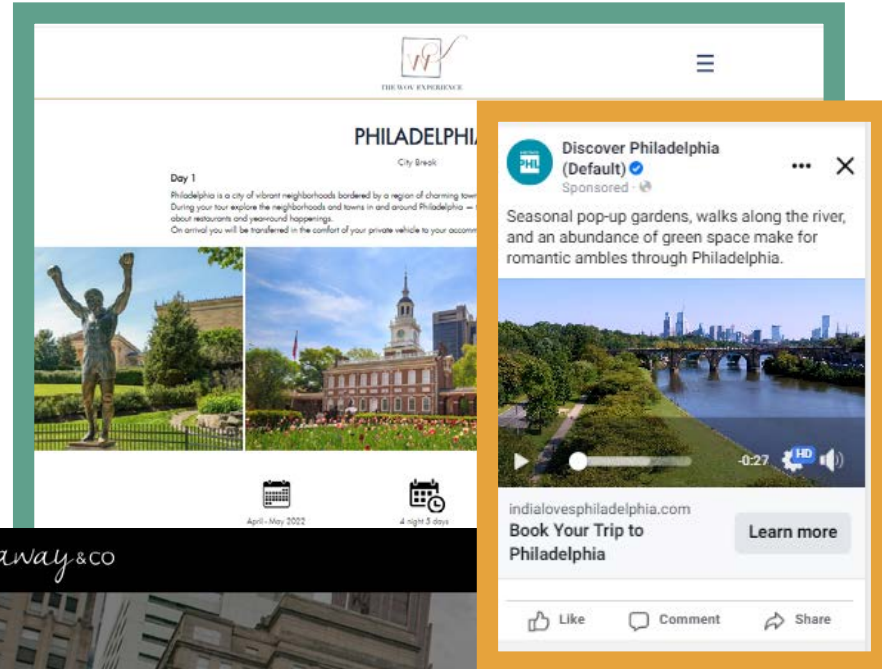
Total YouTube Views: 641,574

Total Impressions: 20,457,669

Total Engagements: 432,160

Total Reach: 1,437,947

Total Direct Inquires: 364



INDIA: Activity Results

May Media FAM: Philadelphia + Virginia (May 23 – 26, 2022)

Total Stories: 7 (6 Online + 1 Print) | Total Impressions: 75.9 million

moneycontrol
Zip if having car
beats owning car

Markets News MC Learn Crypto Portfolio Commodities Mutual Funds Personal Finance Forum Videos Invest News Subscriptions
Business Markets Stocks Economy Companies Trends IPO Opinion EV Special

Home > News > Trends > TRAVEL

Happy Birthday, Harry Potter - and J.K. Rowling

The Harry Potter series begins with Harry's 11th birthday - and a mushed-up, but baked-with-love cake from Hagrid. The most famous wizard in the world turns 42 today.

PREETI VERMA LAL | JULY 31, 2022 / 08:39 AM IST



(Photo courtesy Harry Potter™ The Exhibition)

On July 31, Harry Potter turns 42 and his creator J.K. Rowling will celebrate her 57th birthday. Every Potterhead knows that it was on his 11th birthday that Harry learnt that he is a wizard, and got

Luxury|launches

NEWS / CELEBRITIES / FASHION / TRAVEL / CARS & MORE / REVIEWS / HOTELS / TIME PIECES / MORE

Travel / September 1, 2022

Philadelphia, the motley of all things marvelous, offers some unmissable luxury experiences, and we're unraveling them for you. Here are the top 6 unforgettable lavish experiences to indulge in the City of brotherly love.

by Dhiram Shah



The United Colours of Philly

A programme to help artists in economic hardship is opening new avenues in the world's Mural City

IO KASHI
late, and in
ion, in
in late spring
So even at 8 pm, Pennsylvania's capital and the sixth most populous city in the US is bathed in incandescent twilight. Market Street in the downtown area, with its bright lights, fashion brands and boutique stores, is swirling with crowds. Glitzy electronic boards compete with music spilling from eateries. At the end of the street, the magnificent and ornate City Hall broods in silence.



THE NEW INDIAN EXPRESS

NATION WORLD STATES CITIES BUSINESS SPORT GOOD NEWS MOVIES PHOTO

Home > Magazine

Inside Philadelphia: The city of vibrant murals

A programme to help artists in economic hardship is opening new avenues in the world's Mural City

Published: 24th July 2022 05:00 AM | Last Updated: 23rd July 2022 11:57 AM



A mural titled 'Philadelphia Muses'

By Anita Rao Kashi

Night falls late, and in slow motion, in Philadelphia in late spring. So even at 8 pm,

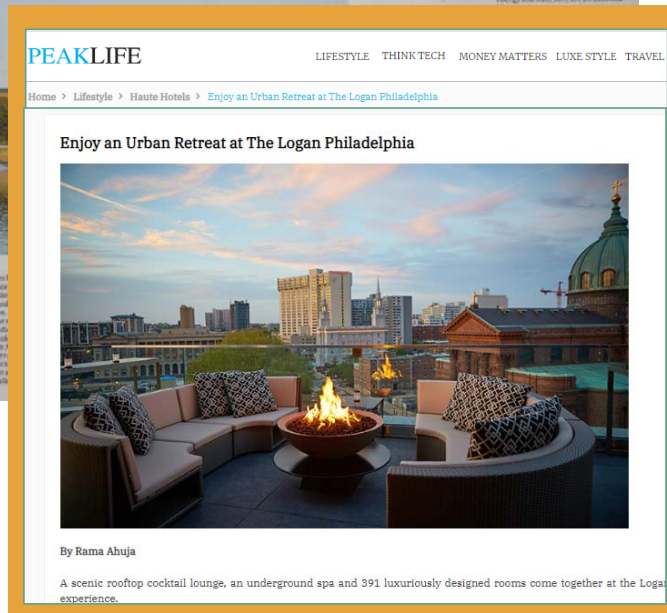
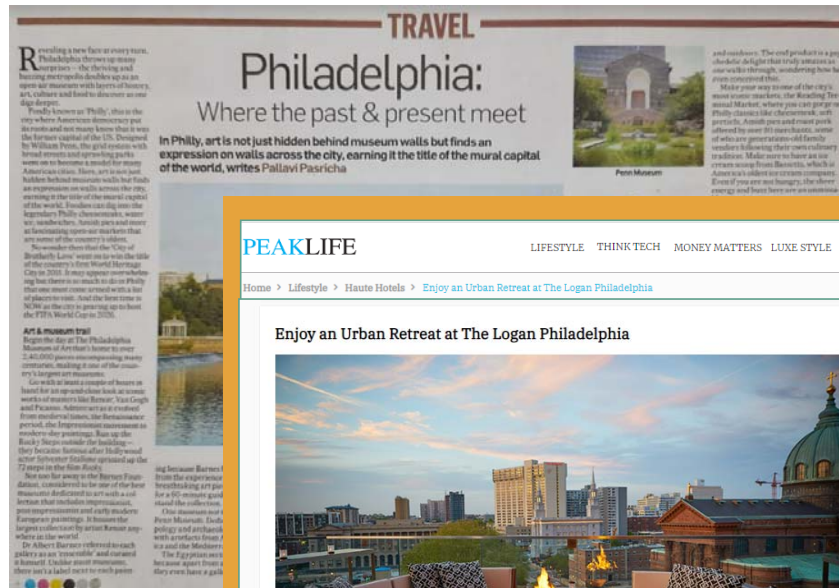
mural titled 'Philadelphia Muses';
low) 'The Garden of Delight' mural

surreal crisscross of blue and white lines—metaphors for the interwoven patchwork of river tides, rails, trails and bridges. Considered the world's largest outdoor art gallery, Mural Arts Philadelphia Programme was conceived in the mid-1980s to ignite change through art and counter rampant graffiti. Forty years later, of the 4,000 murals put up, nearly 1,500 remain, which explains why the city is called the Mural Capital of the World. The programme is one of the most enduring collaborative processes between artists and local communities. Around 50 to 100 projects are taken up every year and used for initiatives to raise funds for various causes and involve the homeless and prisoners. One such initiative even invited people to have their dogs painted as part of a mural in exchange for donations towards an animal shelter. Earlier in the month, 'The Color Me Back' programme inaugurated a new series of murals to help starving artists. It is a same-day work-and-pay programme that connects artists to social services and exorcises

INDIA: Activity Results

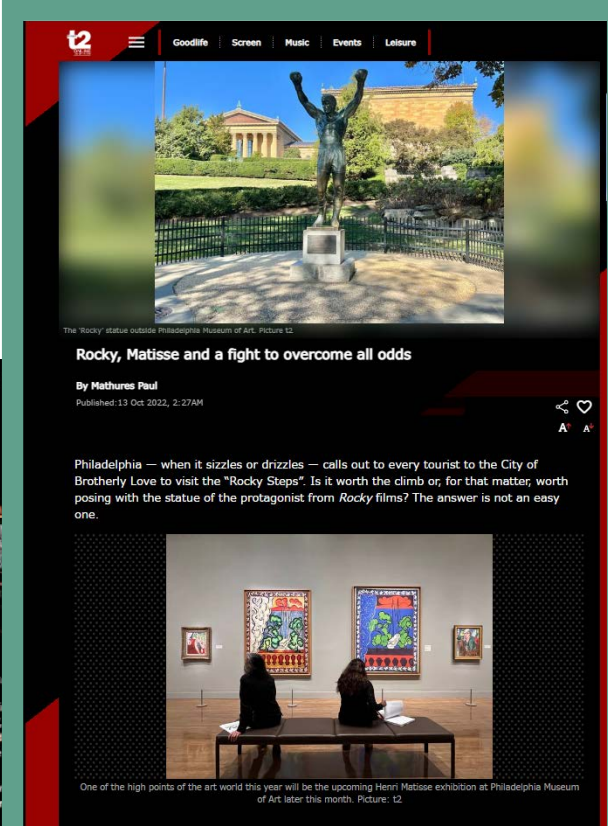
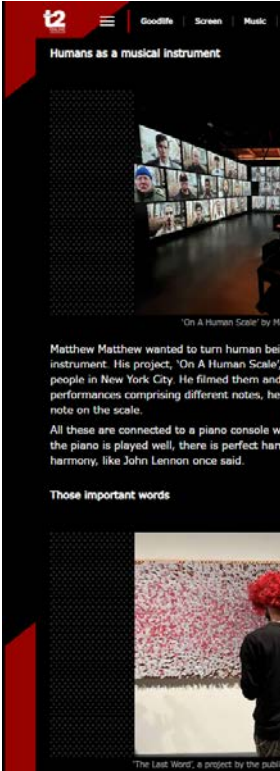
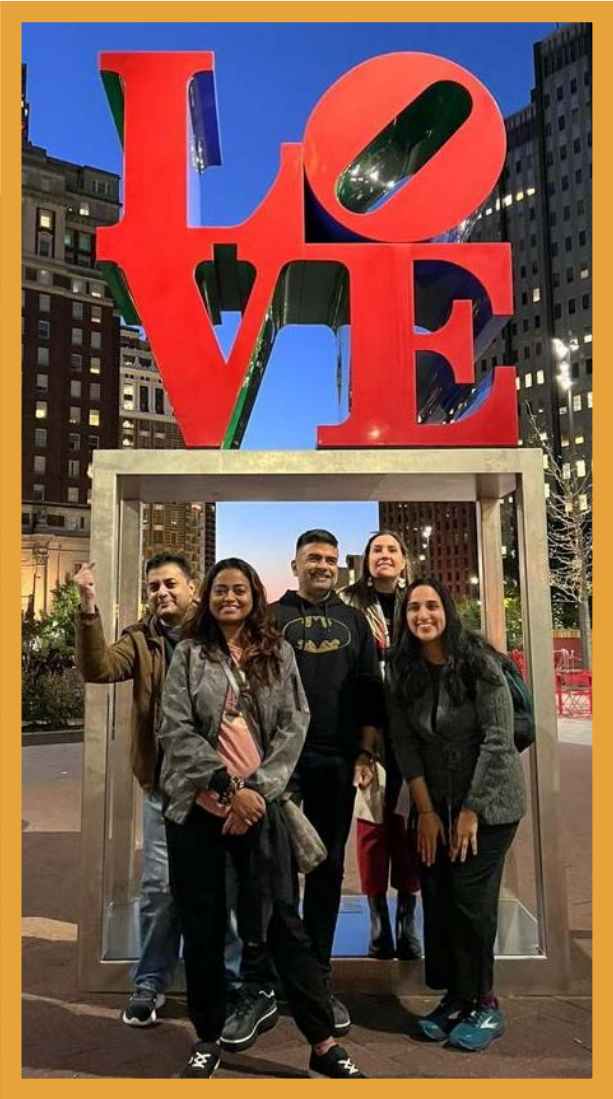
June Media FAM: Philadelphia + The Countryside (June 17 – 21, 2022)

Total Stories: 7 (6 Online + 1 Social Post) | Total Impressions: 60.45 million



INDIA: Activity Results

October Media FAM: Global Media Arts FAM (October 9 – 14, 2022)



Market Update: China

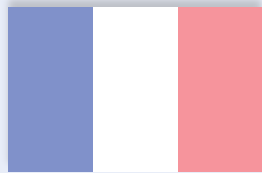
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



FRANCE



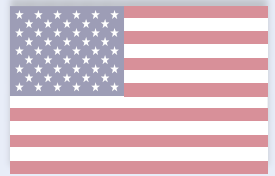
INDIA



CHINA



BRAZIL
Emerging Market



DOMESTIC
Group Tour

CHINA: Activity Results

Training Event: U.S.C.S Travel & Tourism Roadshow (July 16, 2022)



CHINA: Activity Results

Training Event: CTG Travel Webinar (August 16, 2022)



中旅旅行

CTG TRAVEL



ourtour

再出发——探索费城

时间：2022年8月16日周二 14:00-16:00

腾讯会议：138-971-707



嘉宾：SARAH ZHAN

费城会议旅游促进局 中国旅业市场经理



请扫描二维码签到

Webinar Poster by CTG Travel

美国众多“第一”的故乡



第一座图书馆



第一家证券交易所



第一所大学



第一家铸币局



第一家百货公司



第一家医院



第一所艺术院校



第一个动物园

王曼阳

Sarah

汤玉梅

美国航空 Carrie Liu

国旅汤玉梅

新绿静景

开启视频

共享屏幕

安全

语音

管理成员(4/3)

聊天

录制

应用

设置

离开会议



PHILADELPHIA

Safe travels

Philadelphia

王曼阳

Sarah

汤玉梅

美国航空 Carrie Liu

国旅汤玉梅

说点什么...

Philadelphia

开启视频

共享屏幕

安全

语音

管理成员(4/3)

聊天

录制

应用

设置



CHINA: Activity Results

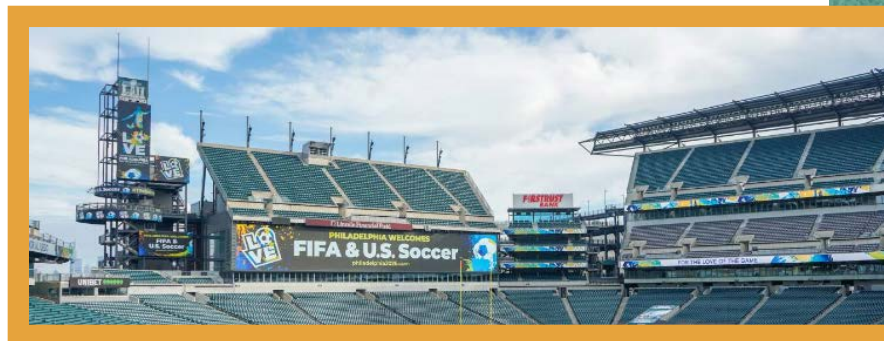
Social Media: July – October 2022



WeChat

Week of July 16 – 22, ranked #5
in article views against all other
overseas DMO's.

Achieved highest WeChat
ranking against overseas
DMOs since onset of Dragon
Trails tracking in March 2022



Market Update: Brazil

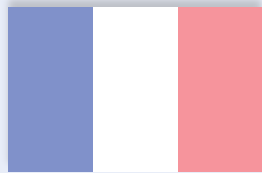
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



FRANCE



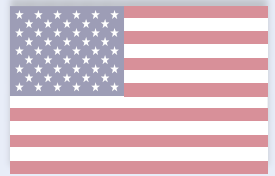
INDIA



CHINA



BRAZIL
Emerging Market



DOMESTIC
Group Tour

BRAZIL: Activity Results

Training Event: Discover the USA (October 5 – 6, 2022)



DISCOVER UNITED STATES

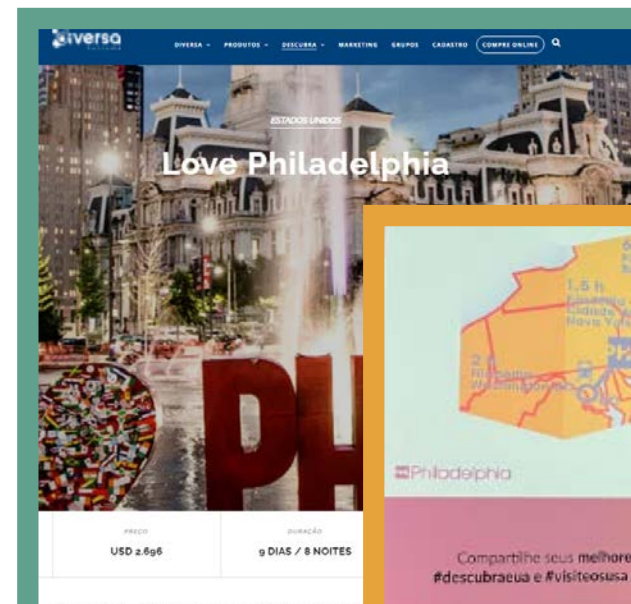
This is not just another event about the United States, it's **THE EVENT!**

A United States event made by experts and travel agents



Campinas: 06th to 07th of October 2022.

120 selected travel agents



APAC Market Activations Timeline

November 2022 – May 2023





ANNIE JIRAPATNAKUL

Global Tourism Sales & Services Manager



Market Update: Domestic Group Tour

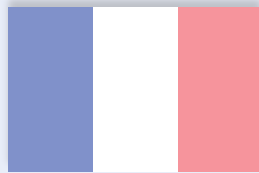
IN FOCUS FOR FISCAL YEAR 2023



UK



GERMANY



FRANCE



INDIA



CHINA



BRAZIL
Emerging Market



DOMESTIC
Group Tour

SYTA Annual Conference

Dates:

August 26 – 30, 2022

Partners:

- Adventure Aquarium
- Fashion District Philadelphia
- Historic Philadelphia, Inc.
- Museum of the American Revolution
- National Constitution Center
- Penn Museum



Upcoming Domestic Group Tour Sales Events



PHLCVB
Philadelphia Convention
& Visitors Bureau

**GROUP TOUR
SALES MISSION**



Upcoming Domestic Group Tour Sales Events

PHILADELPHIA IS THE HOST CITY FOR ABA IN 2025



Group Tour E-Newsletter

PHLCVB
Philadelphia Convention
& Visitors Bureau



Photo courtesy of Eastern State Penitentiary.

Did you know? Philadelphia has an expansive selection of science museums, as well as American medicine history. Check out the following attractions for educational experiences designed to engage your groups and bring science to life.

[Click here](#) to learn more.



MoAR Group Tour. Photo by A. Shegolev for PHLCVB

NEW! Tips for Groups Traveling to Philadelphia

Philadelphia is welcoming groups of all



Photos courtesy of Museum of Illusions.

NEW! Student Group-Friendly Activities in Philadelphia

Back to school means back to field trips!

Philadelphia's museums and attractions eager to welcome student groups. It's a roundup of some engaging experiences to add to your school group's itinerary.

[Student Groups >](#)



The Conversation, Henri Matisse. Photo courtesy of Philadelphia Museum of Art

UPDATED! Top Can't Miss Exhibits in Philadelphia

Here is a roundup of some of the exciting exhibits that are on view now or coming soon, including [Matisse in the 1930s](#) at the Philadelphia Museum of Art and [Modigliani Up Close](#) at the Barnes Foundation, both opening this October.

[Can't Miss Exhibits >](#)



Photo courtesy of The Philadelphia Orchestra

UPDATED! Performing Arts in Philadelphia

With their 2022-2023 seasons announced, performing arts organizations throughout the city are ready to entertain audiences. Don't miss Broadway shows like [Disney's The Lion King](#) (August 16-September 10, 2023) at Kimmel Cultural Campus!

[Must See Shows >](#)

PHLCVB

Domestic Group Tour Timeline

FISCAL YEAR 2023

National Tour Association (NTA)
Travel Exchange
Ontario Motor Coach Association
(OMCA)

November

American Bus Association
Marketplace 2023

February

Virtual Sales Calls

May

June

Virtual Sales Calls

March - April

Group Tour Sales Mission
Trade FAM

January

Virtual Sales Calls

August

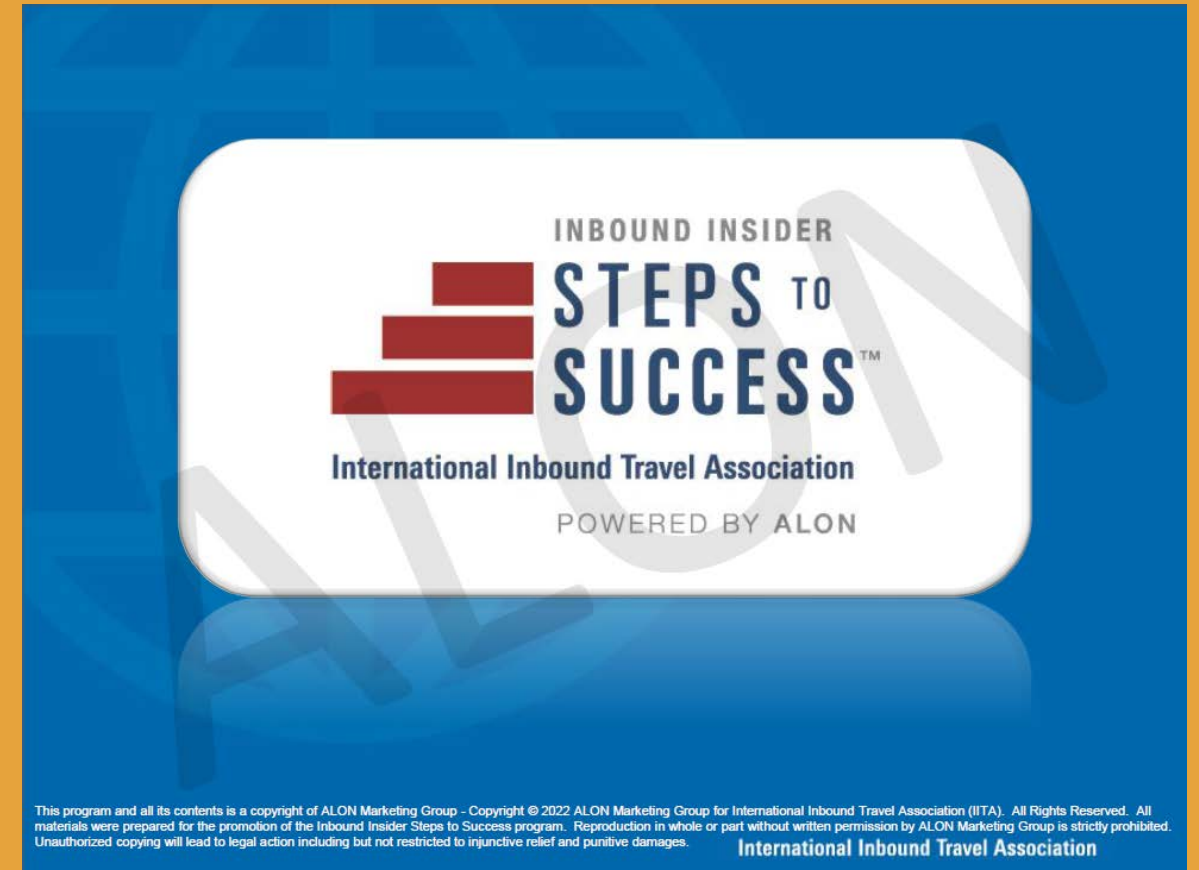
Student Youth & Travel Association
(SYTA) Annual Conference

Steps to Success

TRAINING PROGRAM

- **Key Highlights**

- New PHLCVB Partner Bonus Benefit – specifically designed for tourism businesses
- No cost to you – included as a value-added benefit as a PHLCVB Partner
- 4-Step virtual training series culminating in a Mini-Marketplace with Receptive Tour Operators

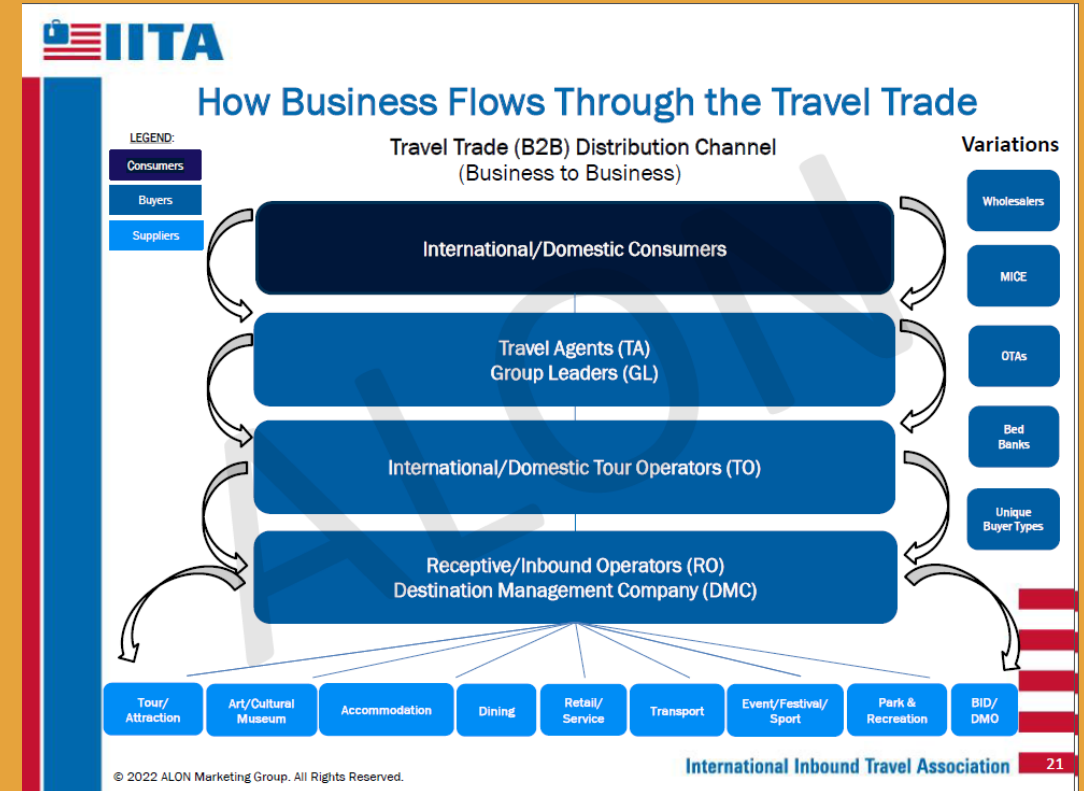


Steps to Success

TRAINING PROGRAM

- **Step #1 Highlights**

- What is the travel trade distribution channel and how to use it to your benefit
- Take advantage of the increased global exposure at no cost until revenue is generated
- Gain a value-added extension of your salesforce through the sales team of your receptive tour operator partners

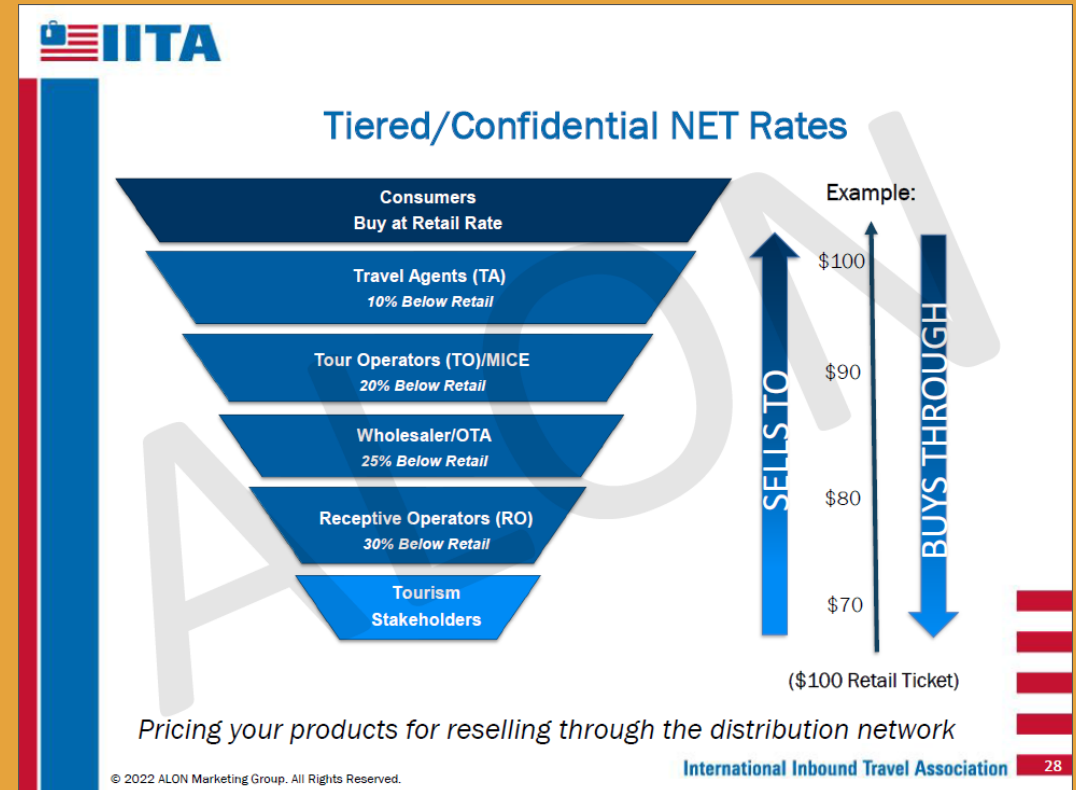


Steps to Success

TRAINING PROGRAM

- **Step #2 Highlights**

- Learn how to create a tailored business profile sheet for selling to the international travel trade
- Develop a competitive pricing structure that fits with the international travel trade sales chain
- Learn how to incorporate travel trade rates into your current business system



Steps to Success

TRAINING PROGRAM

- **SAVE THE DATE: Step #3**
 - **Date:** Tuesday, November 22
 - **Time:** 2:00 – 3:30 PM
 - **Topic:** Product and Operations Strategy

QUESTIONS



THANK *You!*

PHLCVB
Philadelphia Convention
& Visitors Bureau