

WELCOME

Come for Philadelphia. *Stay for Philly.*

PHLCVB



DOS Market Outlook & Forecast Meeting

September 19, 2023 | 8:30 – 10 AM

Come for Philadelphia. *Stay for Philly.*

PHLCVB

MARIA GRASSO

**SENIOR VICE PRESIDENT
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TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

The Outlook for Philadelphia Travel

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11 consecutive months of travel spending expanding

US Travel Indicators July 2023



Travel Spending (Tourism Economics)

↗ +2.3%
July vs. 2019

↗ +3.5%
YTD vs. 2019



Air Passengers (TSA)

↗ +0.8%
July vs. 2019

↗ +0.4%
YTD vs. 2019



Overseas Arrivals (NTTO)

↘ -21.6%
July vs. 2019

↘ -27.0%
YTD vs. 2019



Hotel Demand (STR)

↘ -3.3%
July vs. 2019

↘ -1.5%
YTD vs. 2019



Short-term Rental Demand (AIRDNA)

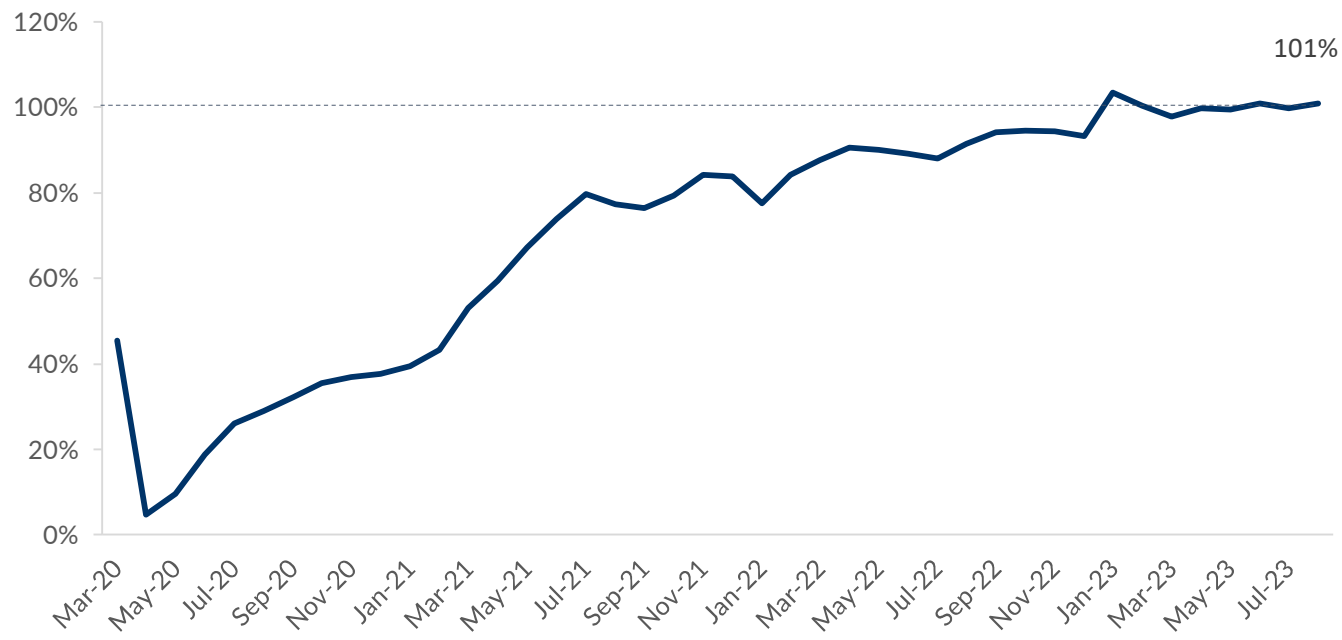
↗ +32.7%
July vs. 2019

↗ +40.2%
YTD vs. 2019

US air travel is holding

Air Passenger Volume

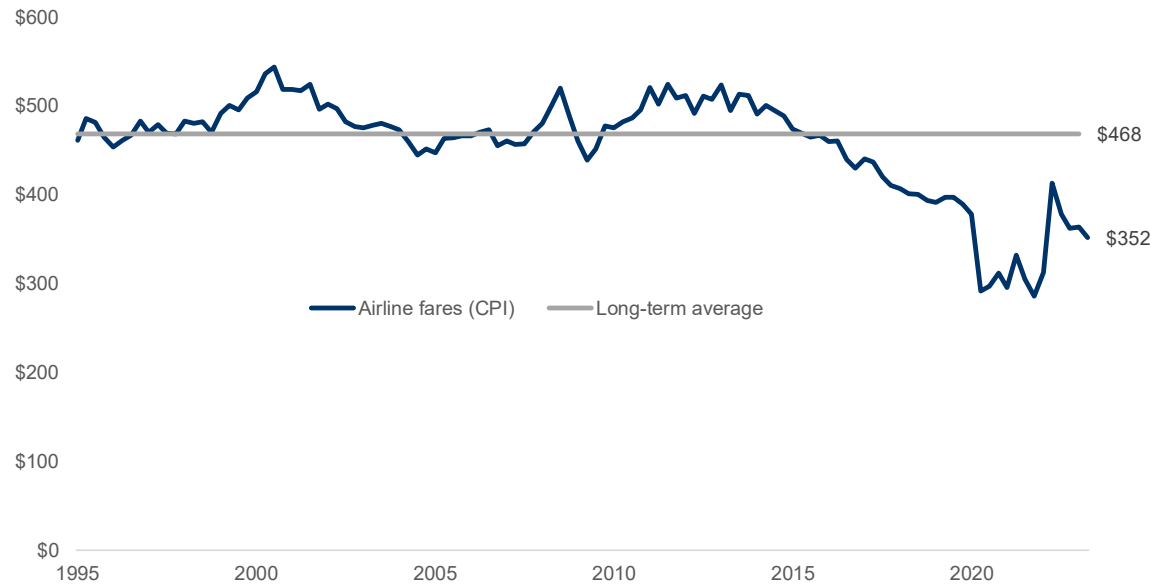
% of 2019 level



Source: TSA

Airfares remain below long-term prices

Average domestic airfare



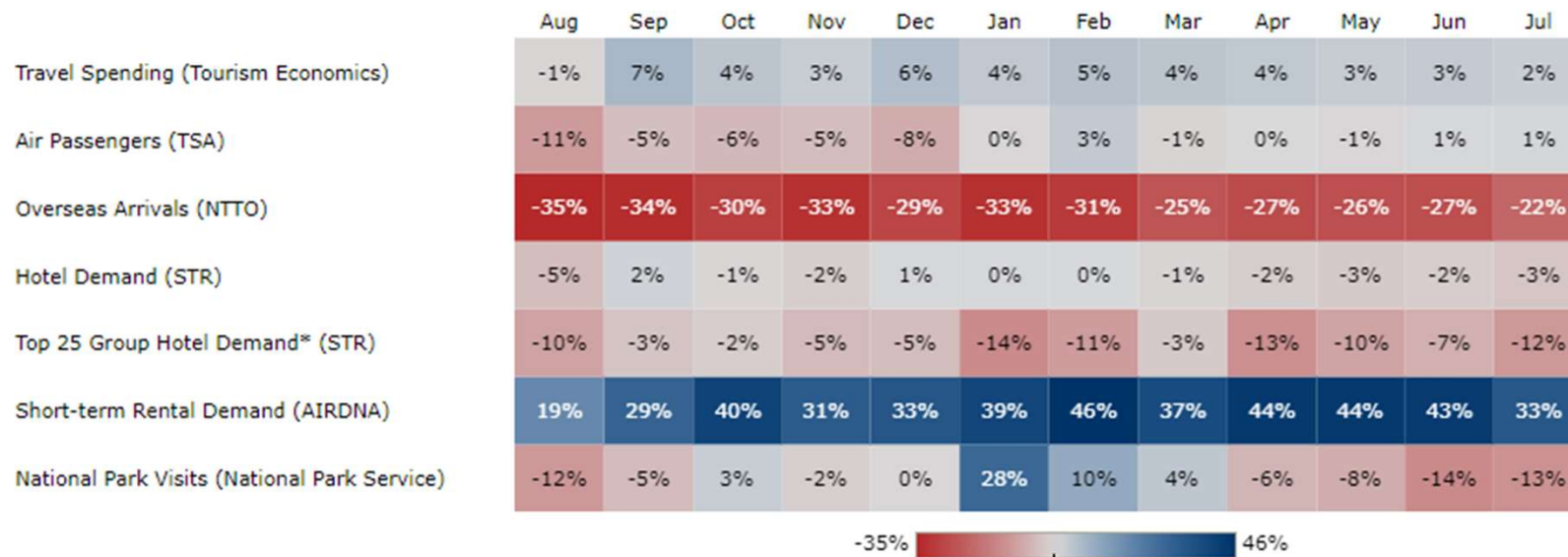
- Airfares in June were 21% below May 2022 peak.

Note: Graph is based on Consumer Price Index measure of airfares, set to level of average airfare based on Bureau of Transportation Statistics average domestic airfare in 2005. Most recent data point is 2023 Q2
Source: BLS; BTS; Tourism Economics

But we are starting to see signs of weakness

Travel Indicators

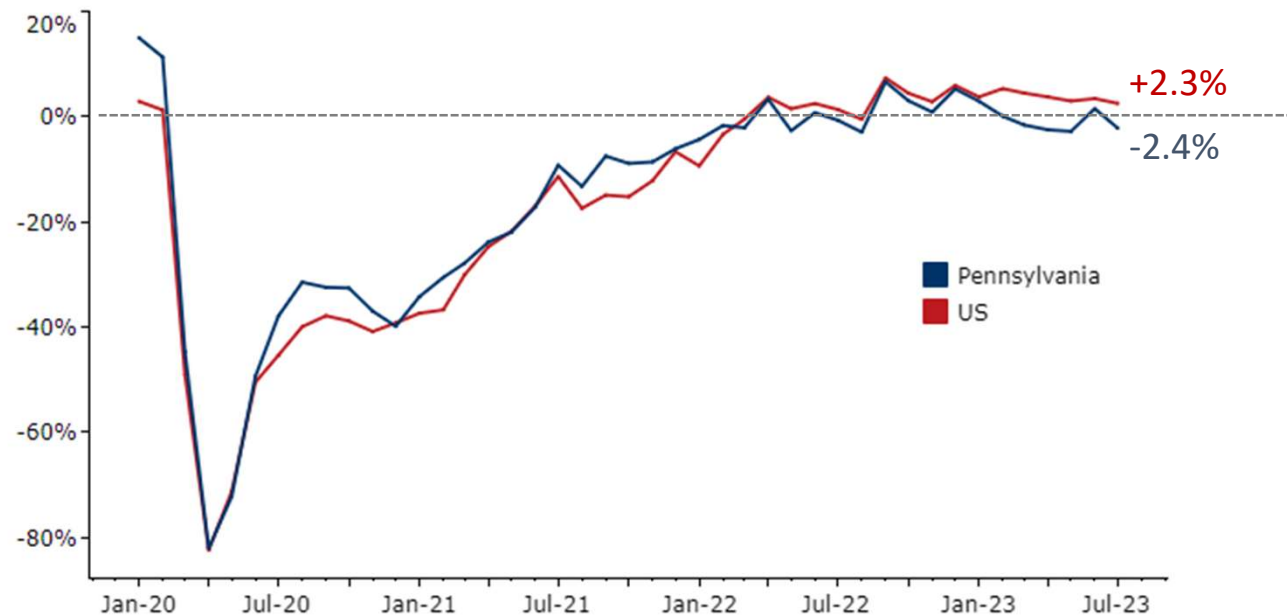
% change relative to same month vs. 2019



PA travel spending tracking closely to national average

Travel Spending

Pennsylvania vs U.S. total, % change vs 2019

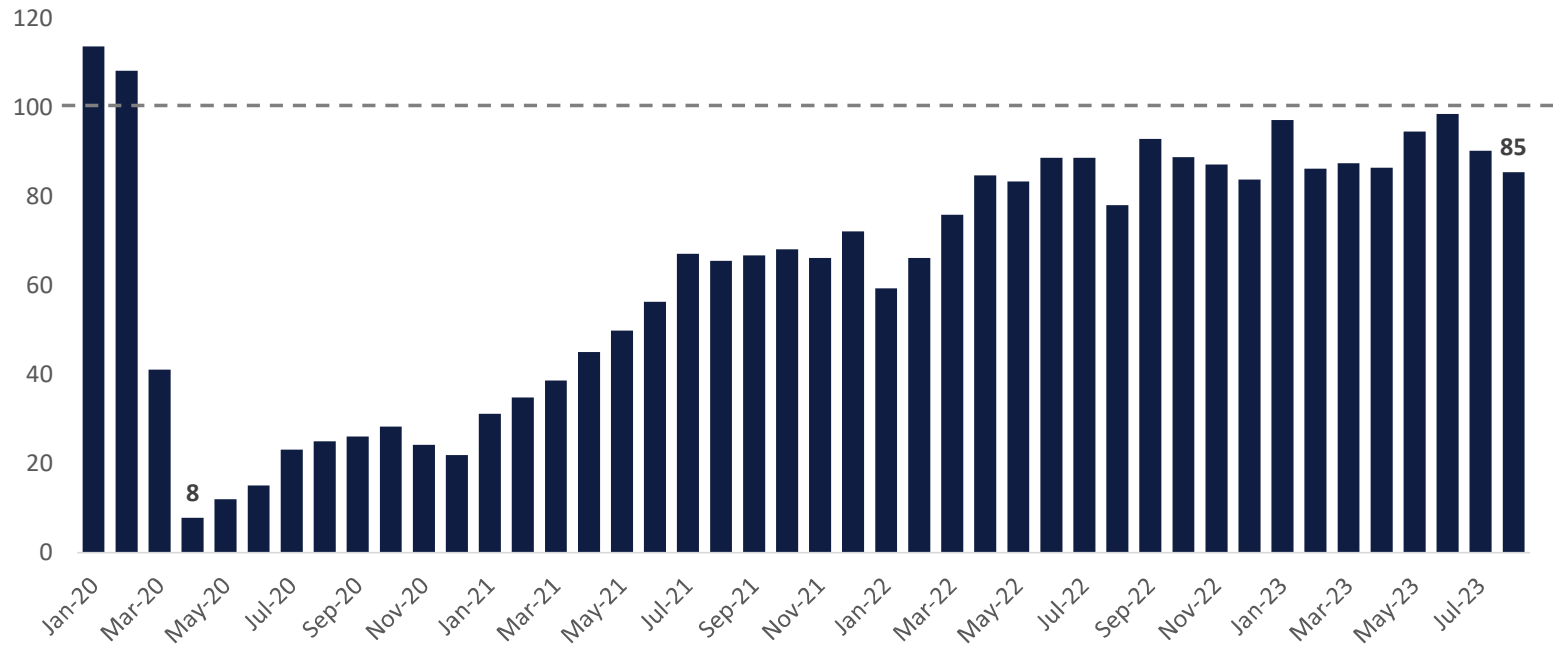


Source: Tourism Economics

Philadelphia room demand approaching 2019 levels

Hotel Room Demand

Center City Philadelphia, % recovered vs same period in 2019 (index, 2019=100)



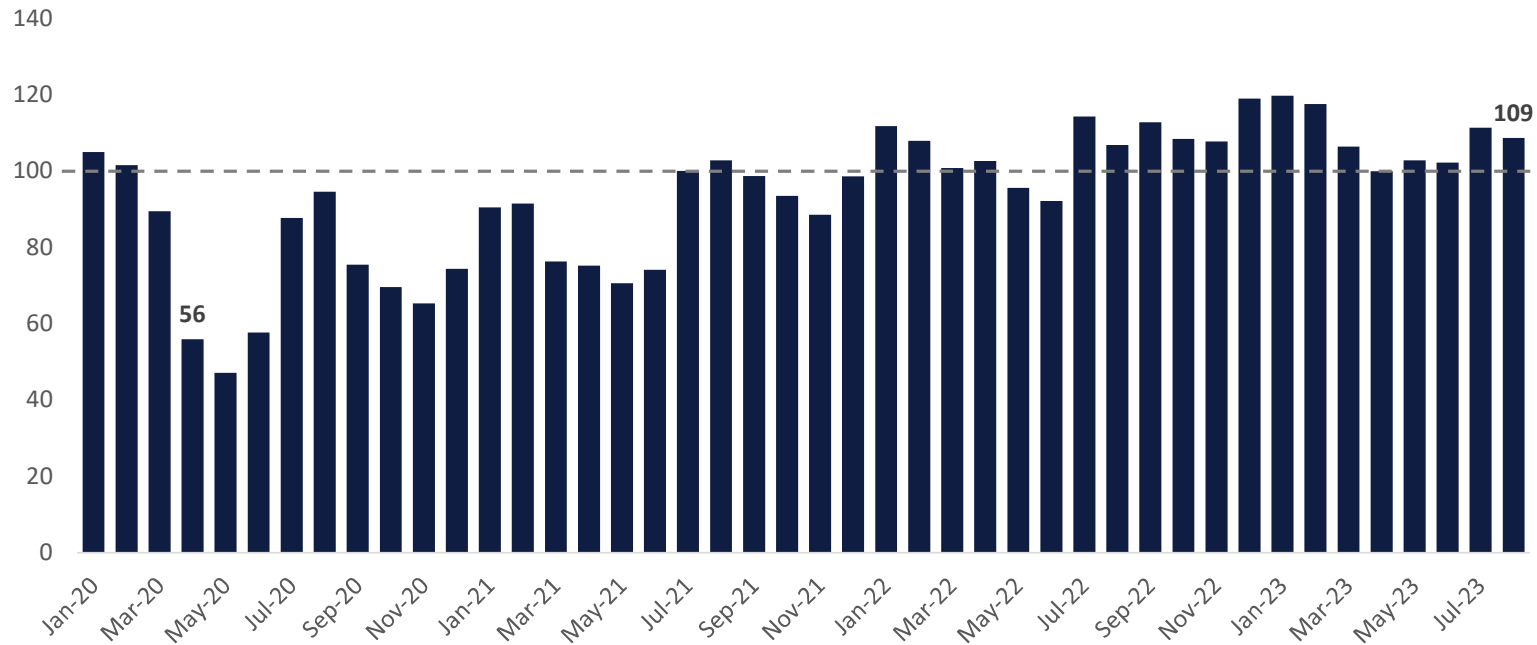
2023 YTD +14%
ahead of 2022

Source: STR

Philadelphia room rates have remained strong

Hotel Average Daily Rate (ADR)

Center City Philadelphia, % recovered vs same period in in 2019 (index, 2019=100)

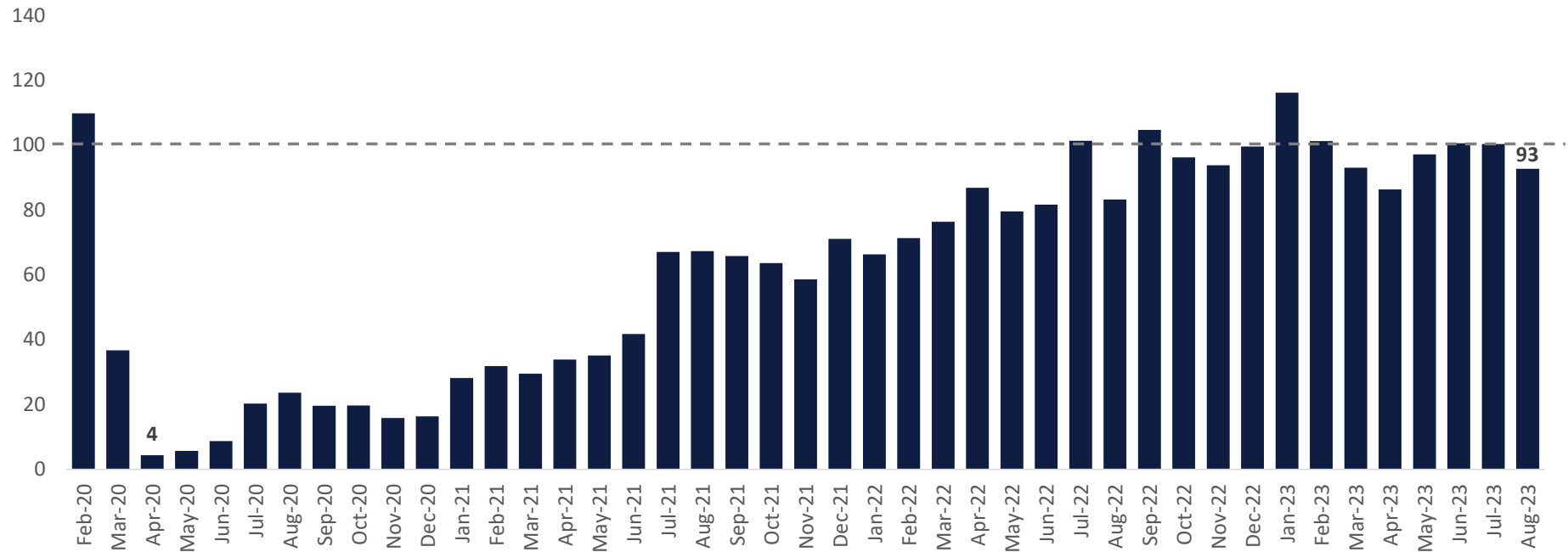


Source: STR

And room revenue pacing close to 2019

Hotel Room Revenue

Center City Philadelphia, % recovered vs same period in 2019 (index, 2019=100)

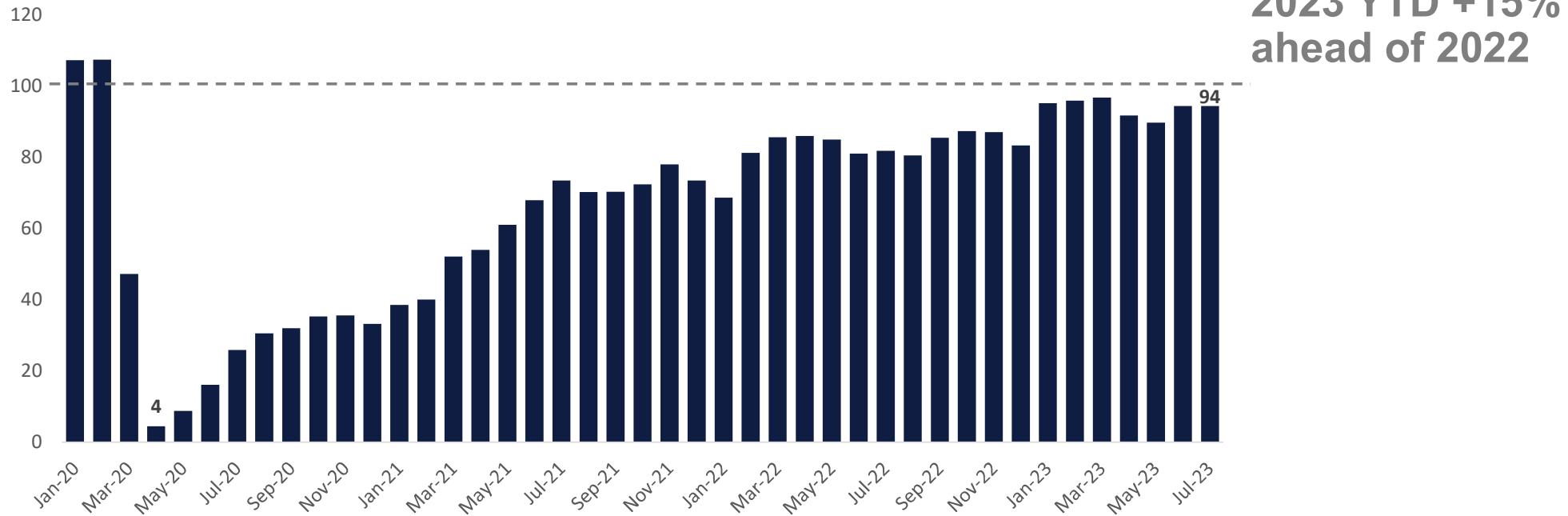


Source: STR

Philadelphia airport activity nearly back to 100%

Philadelphia Air Passengers

TSA PAX counts, % recovered vs same period in in 2019 (index, 2019=100)



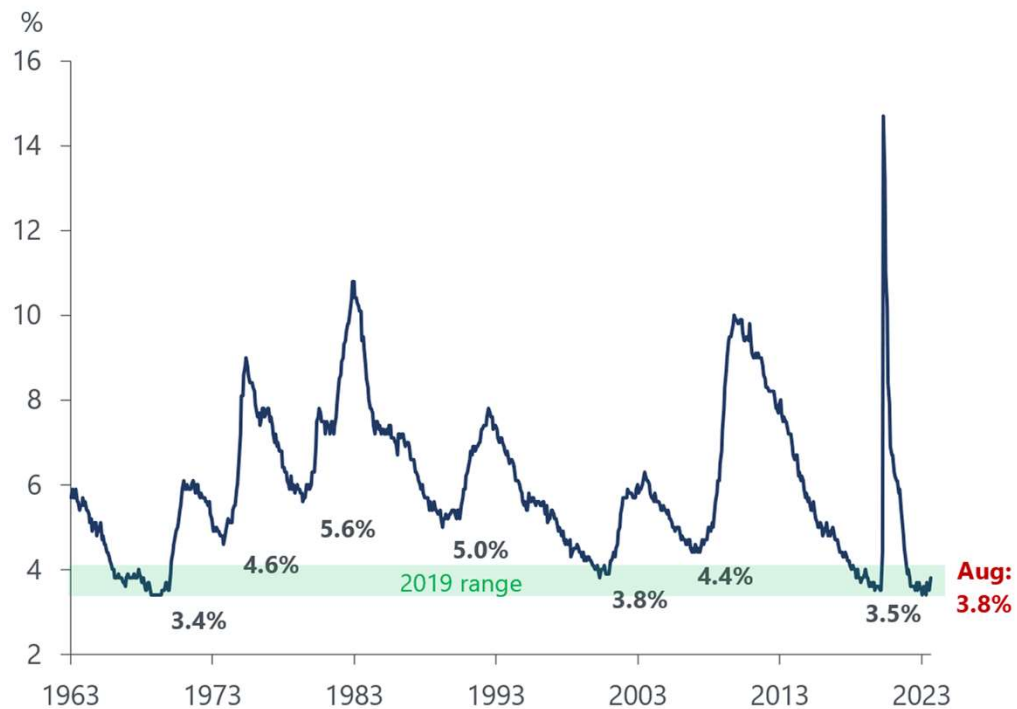
Source: STR



WHERE DO WE GO FROM HERE?

Unemployment remains historically low

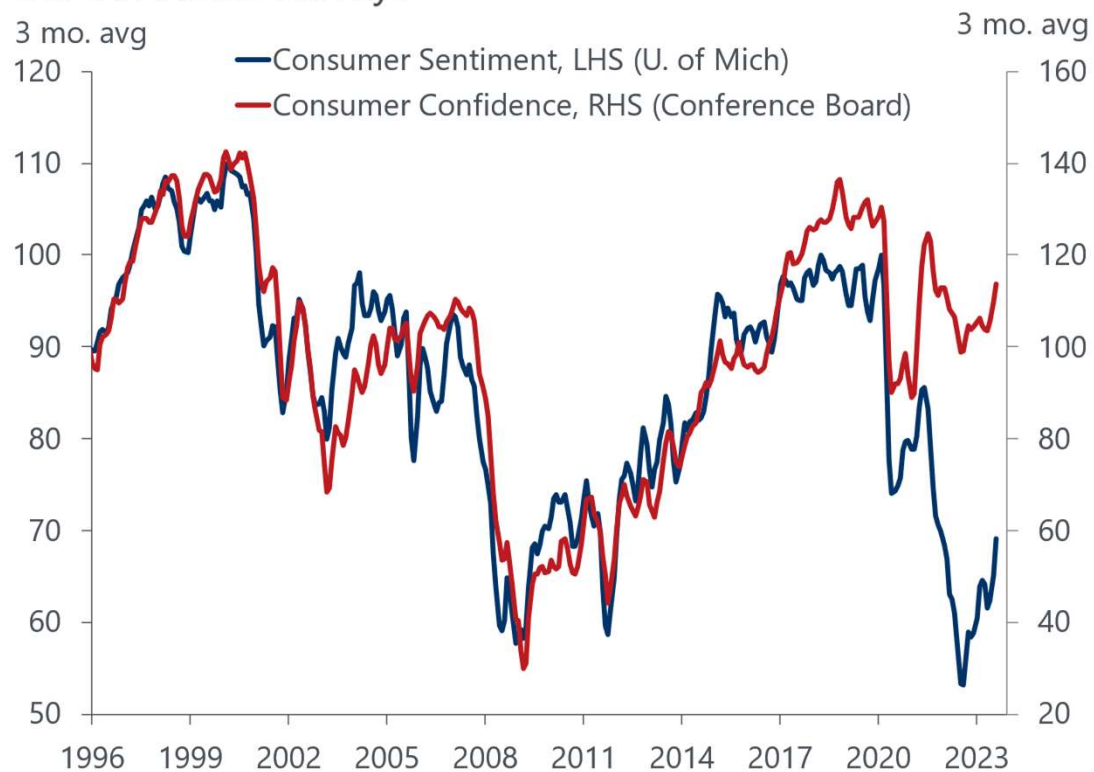
US: U-3 unemployment rate



Source: Oxford Economics/Haver Analytics

Yet, consumers are feeling (tempered) unease

US: Consumer surveys

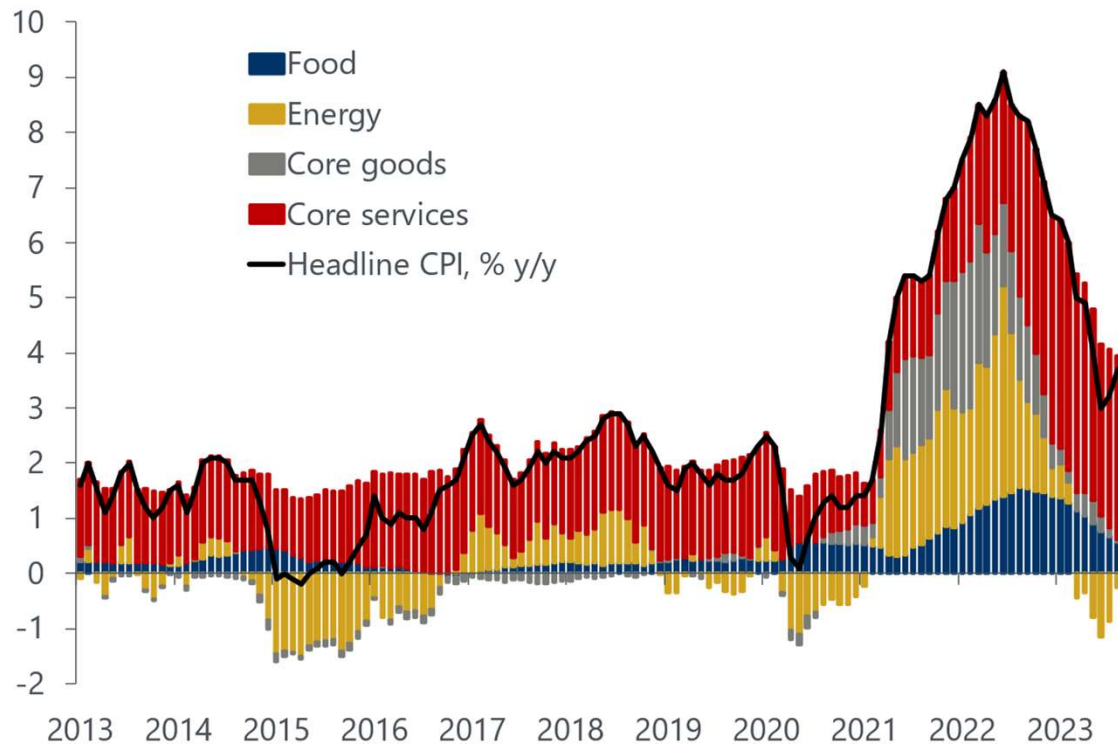


Source: Oxford Economics/Haver Analytics

The culprit? Inflation

US: Breakdown of CPI by components

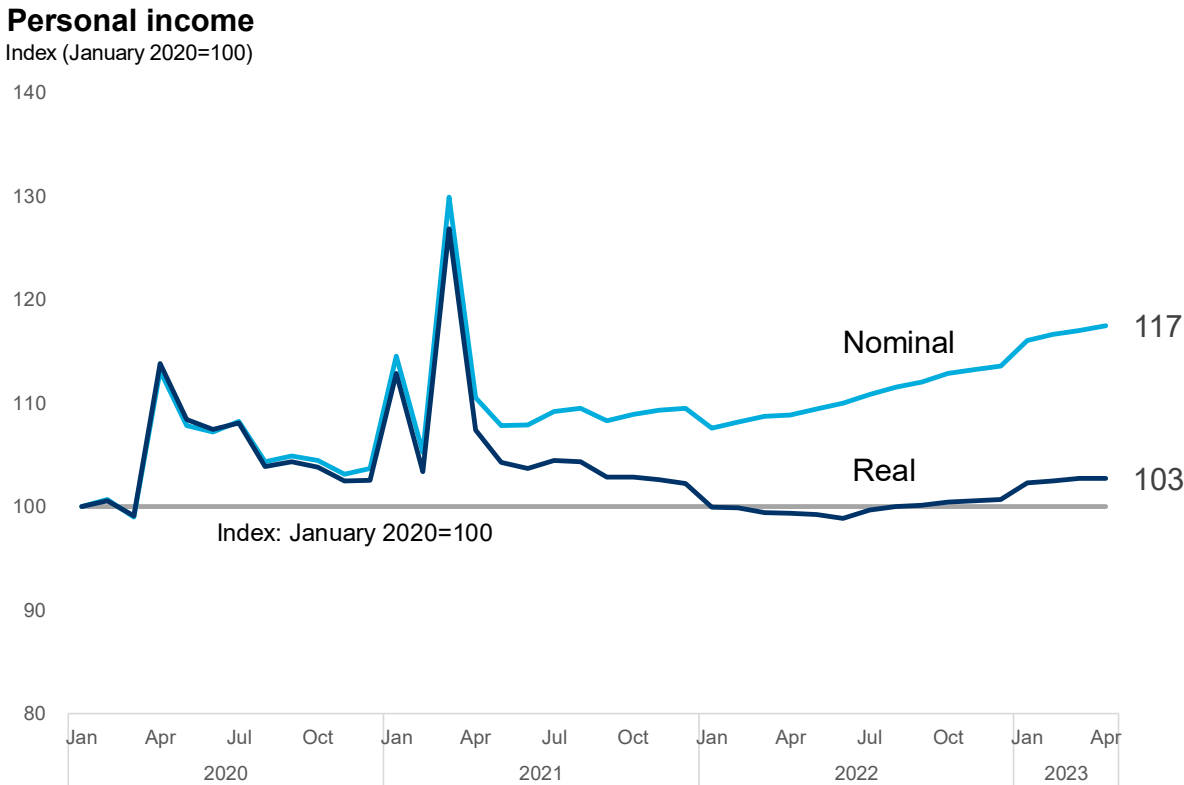
PPT contribution to headline CPI inflation



Prices in August were 3.7% higher than a year earlier

Core prices were 4.3% higher

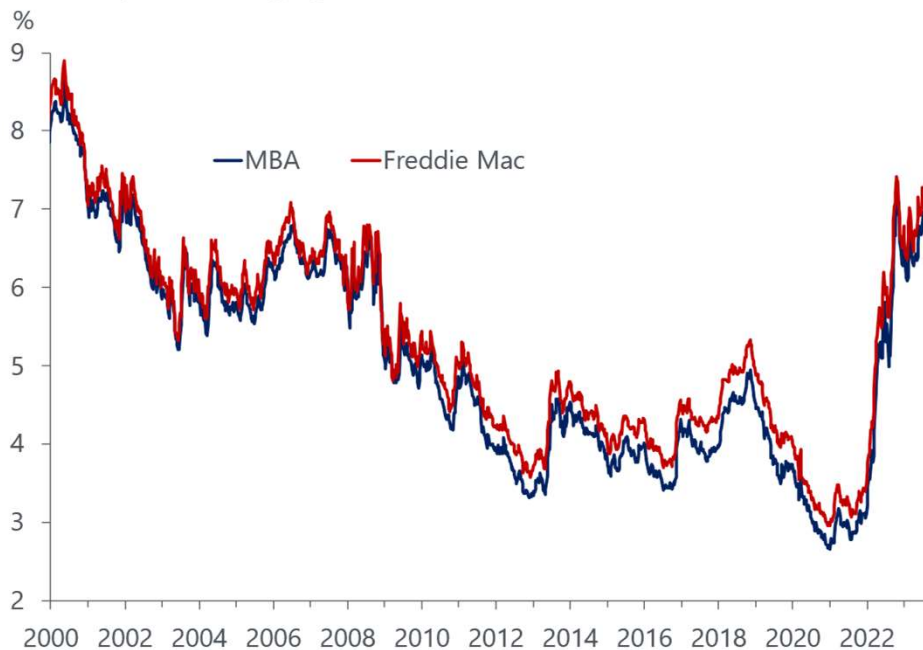
Inflation has taken a bite out of disposable income



Note: Disposable personal income, seasonally adjusted. Most recent data point is April 2023.
Source: BEA; Tourism Economics

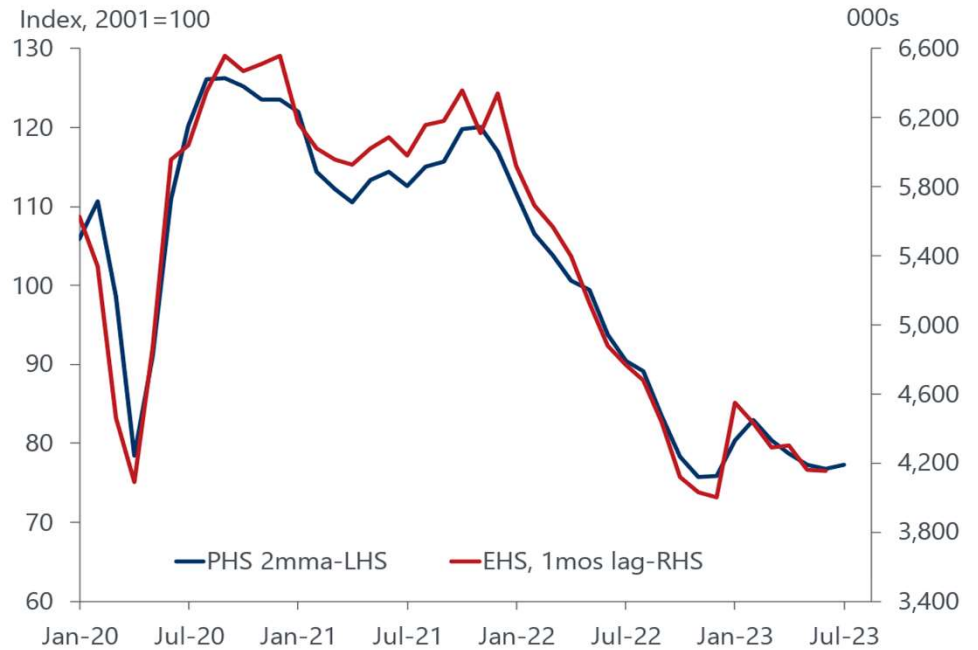
Housing market slammed by higher interest rates

US: 30-year mortgage rates



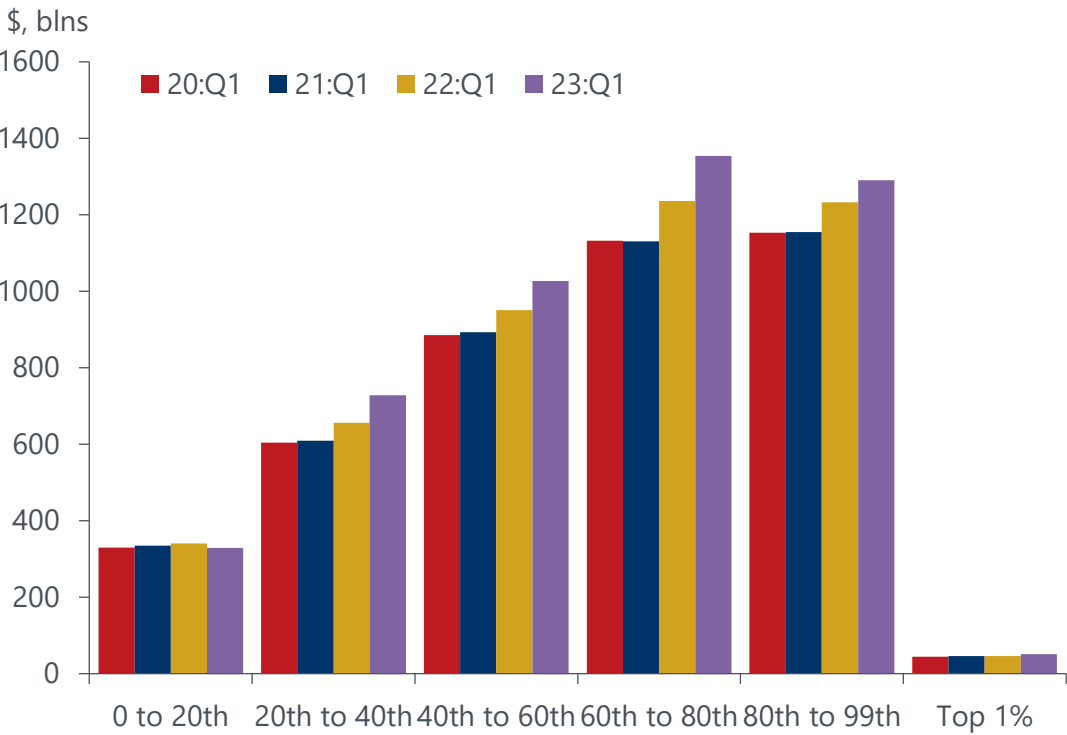
Source: Oxford Economics/Haver Analytics

US: Pending and existing home sales



And households are taking on some debt

US: Outstanding consumer credit



Source: Oxford Economics/Haver Analytics

Saving rate historically low and falling again

US: Personal saving rate

% disposable income

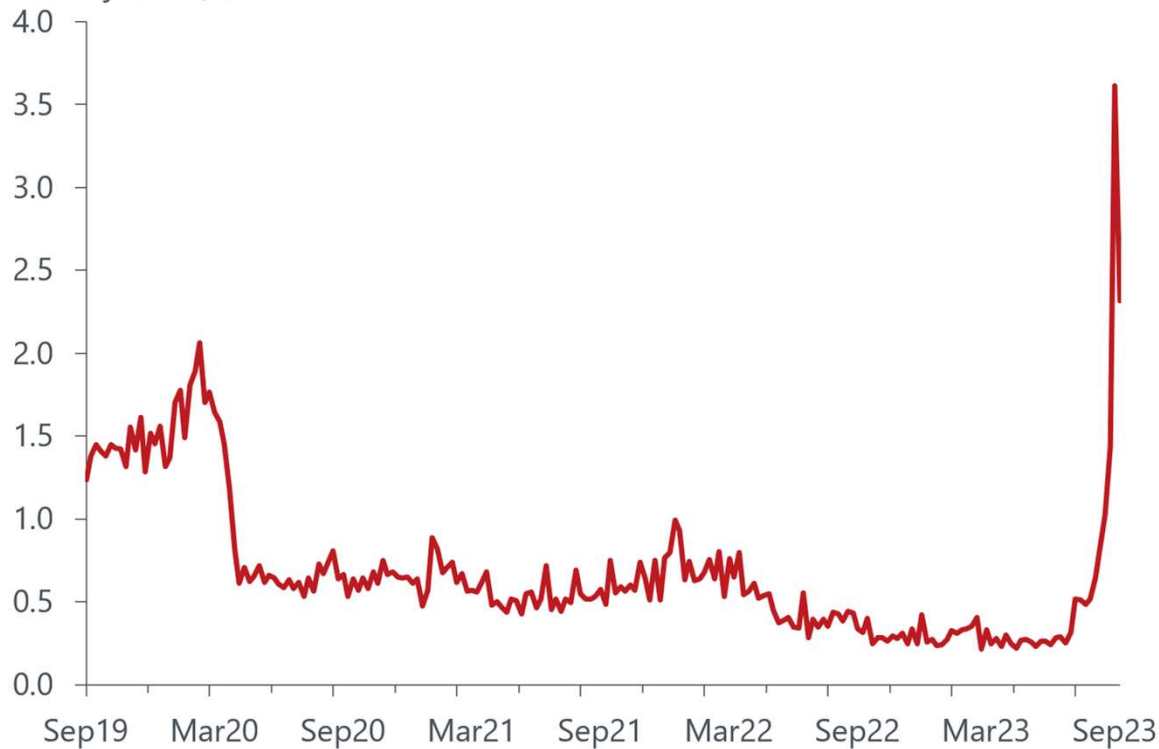


Source: Oxford Economics/Haver Analytics

Payments of student loans surged, and will eat into excess savings

US: Treasury receipts from the Department of Education

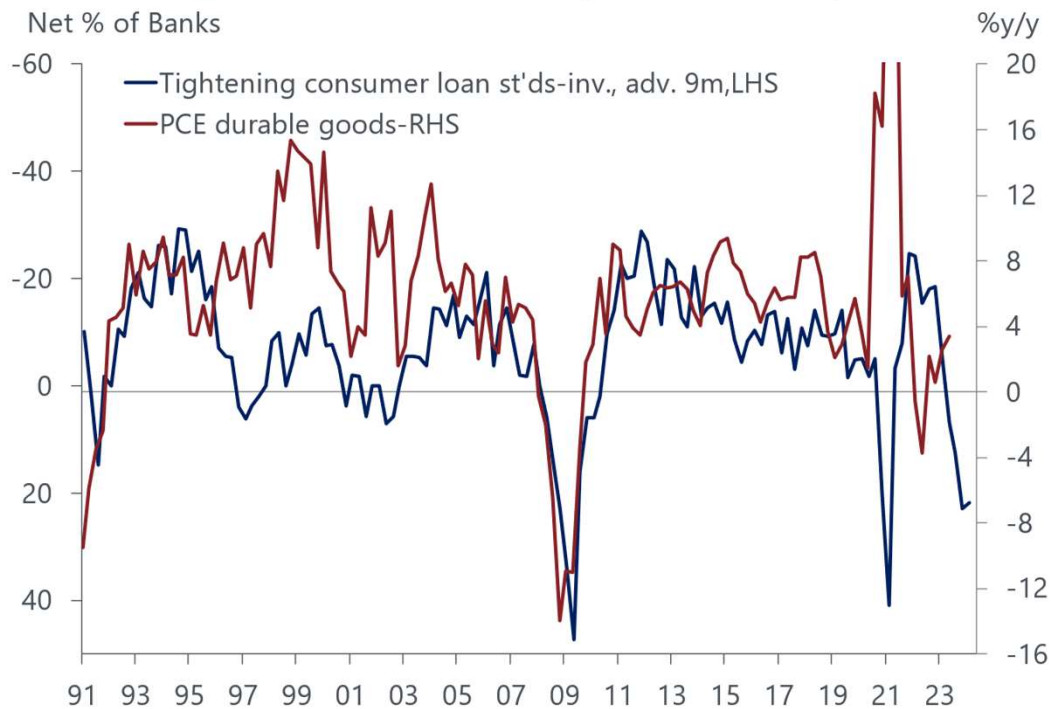
weekly totals, \$bn



Source: Oxford Economics/Haver Analytics

Tighter credit conditions will take a toll on the economy

US: Lending standards & durable goods consumption



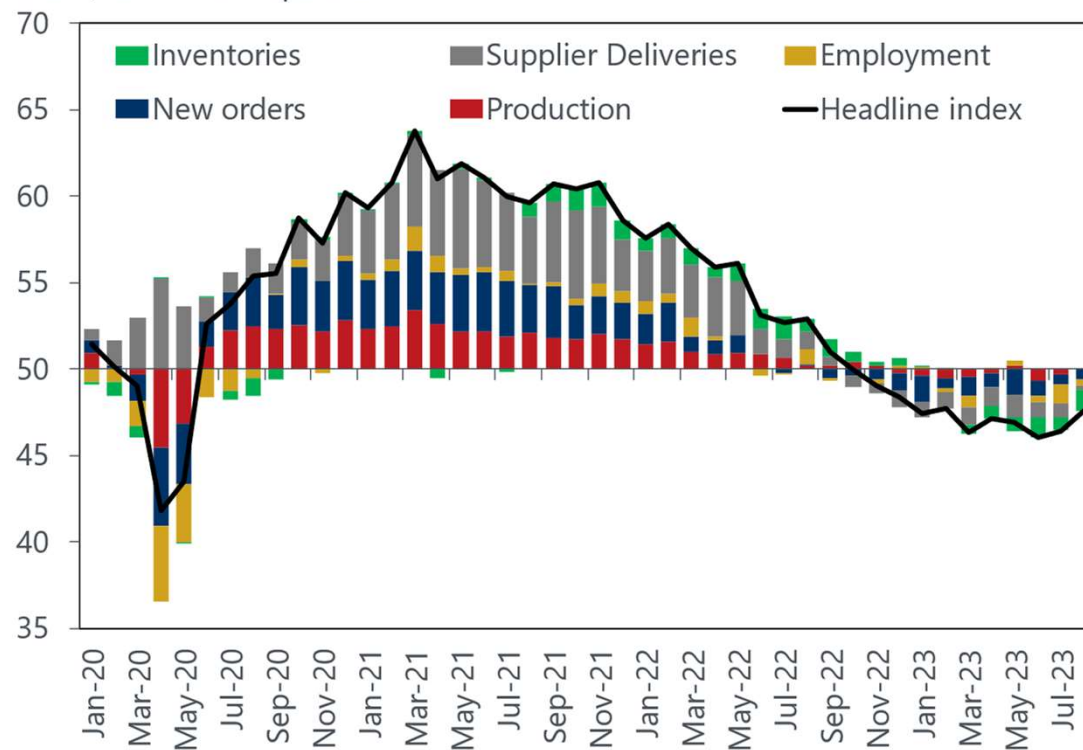
Source: Oxford Economics/Haver Analytics

Expect a squeeze on lending standards that constrains consumer spending.

Manufacturing is on a weak footing

US: Contribution to ISM Manufacturing

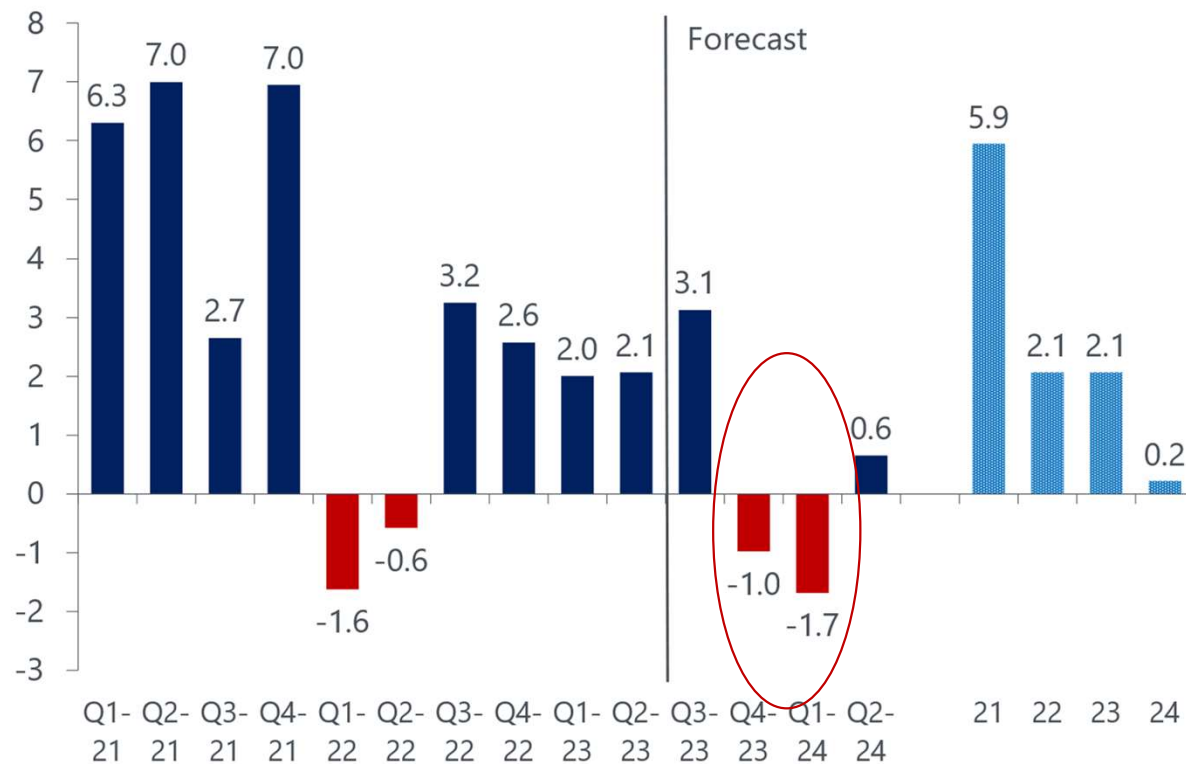
Index; above 50=expansion



Source: Oxford Economics/Haver Analytics

Likely recession in late 2023

US: GDP Forecast
% annualized



Mitigators

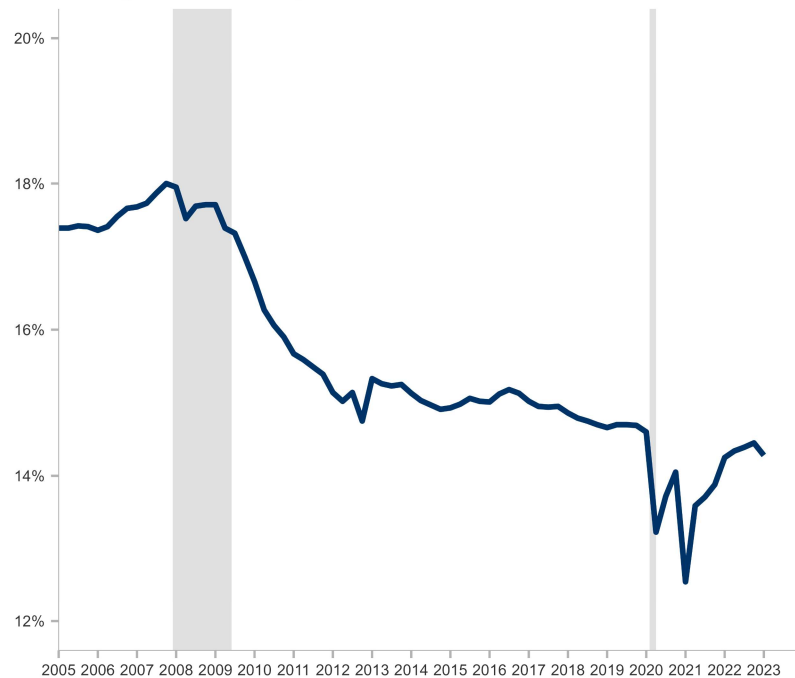
1. There are no glaring balance sheet imbalances
2. Labor market impacts will be modest

Source: Oxford Economics/Haver Analytics

Household balance sheets remain strong

Household debt service

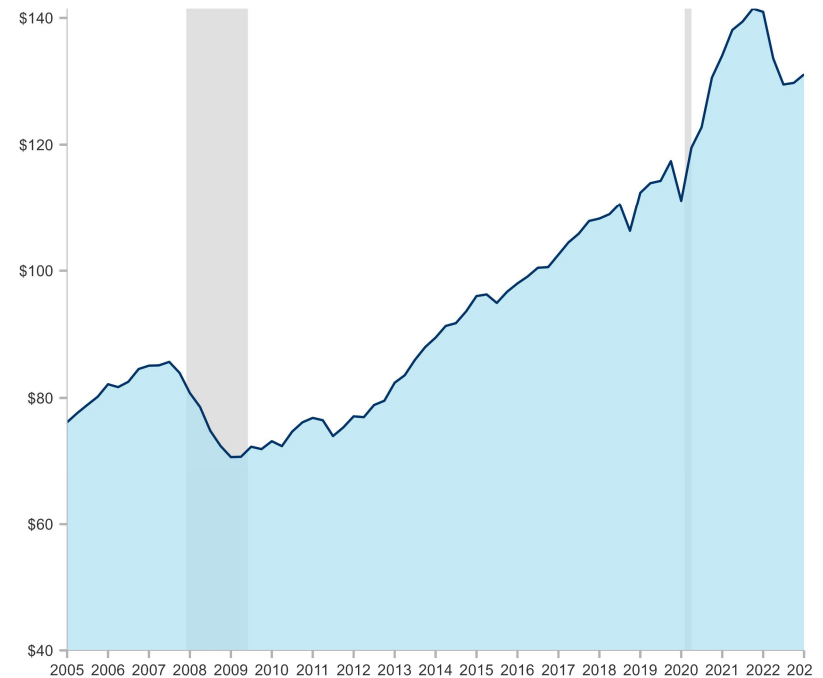
Financial obligations as ratio to disposable income



Note: Quarterly data through 2023Q1. Financial obligations ratio is the ratio of household debt payments, and payments such as rent and auto leases, to disposable income. Source: Federal Reserve, NBER

Household net worth

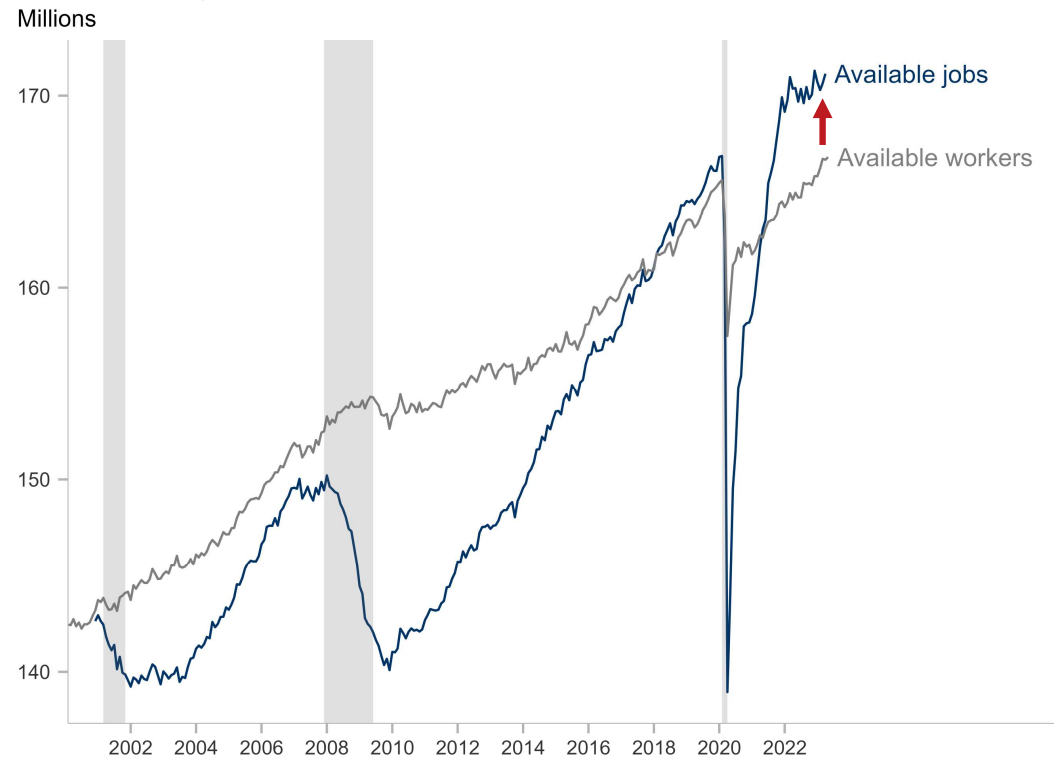
In trillions, real



Note: 2020 dollars. Quarterly data through 2023Q1. Net worth of households and nonprofit organizations. Measures assets such as housing and financial assets, minus liabilities. Source: Federal Reserve, NBER

Labor markets remain tight

Available jobs versus available workers



Note: Available jobs are employment plus openings. Available workers are the labor force. Data through May 2023. Seasonally adjusted. Grey shading indicates recessions. Source: Bureau of Labor Statistics

Unemployment rate will only reach 5.1% in 2024

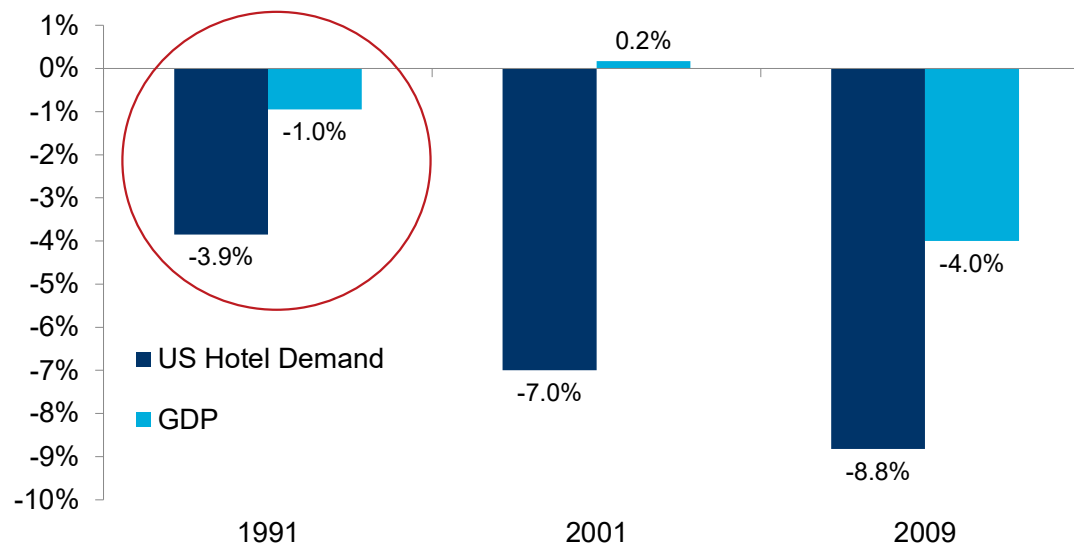
“Air travel demand is strong and the consumer is in good financial shape, particularly the premium consumer base that we target.”

Delta 2023Q2 earnings call

What have the last three “normal” recessions looked like?

Hotel demand during recessionary periods

Year-over-year %, quarterly peak-to-trough



Source: STR, BEA

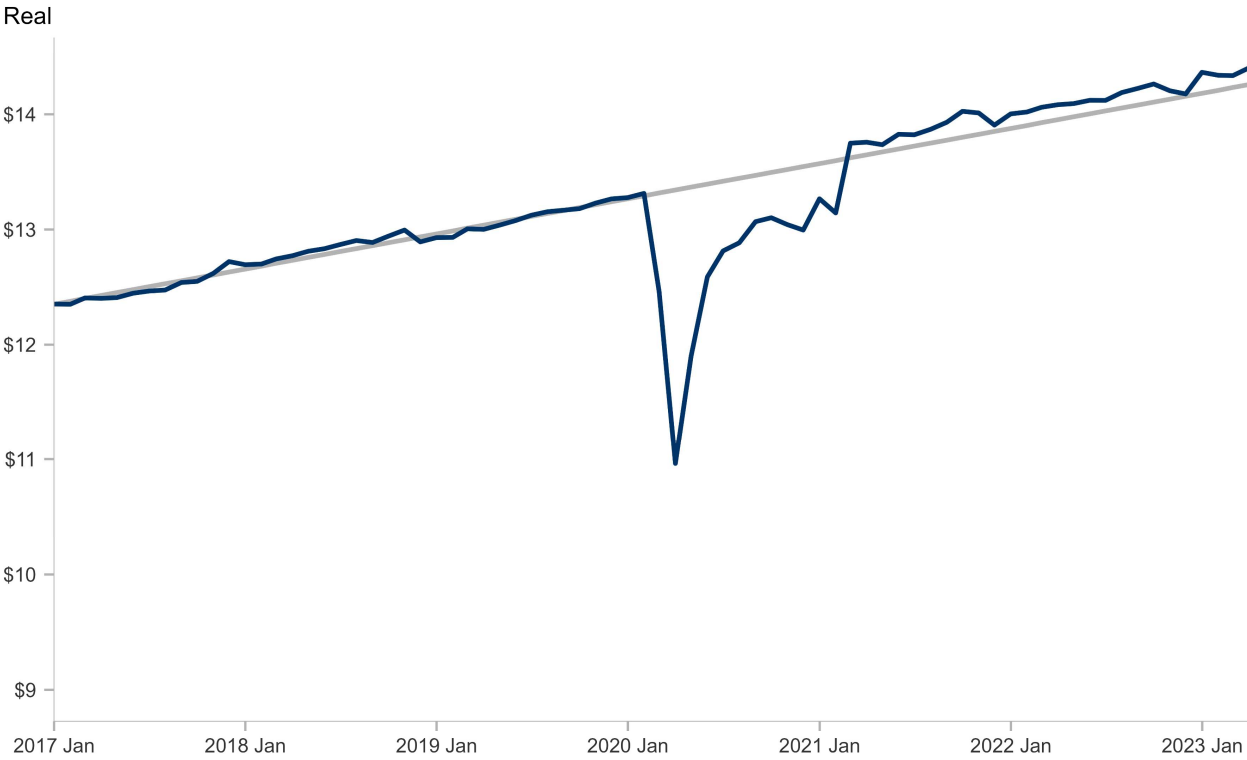


Leisure Travel



Post-pandemic. Bounce back to normal?

Consumer spending

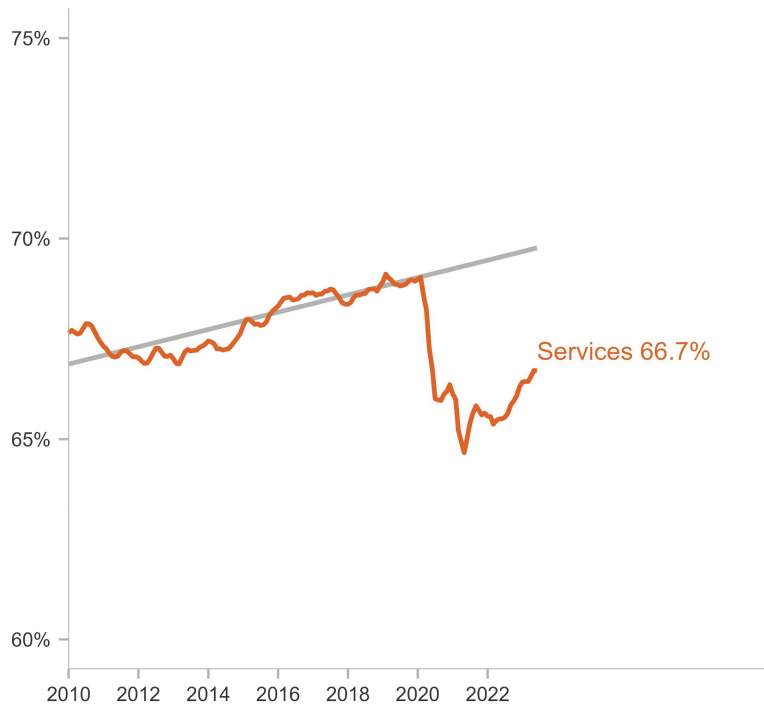


Note: Seasonally adjusted, annualized, in trillions, 2012 dollars. Monthly data through April 2023. Source: Bureau of Economic Analysis

Consumer spending is not “normal”

Share of consumer spending

Three-month moving average, recent share in label



Note: Nominal. Seasonally adjusted monthly data through June 2023.
Source: Bureau of Economic Analysis

US retail sales

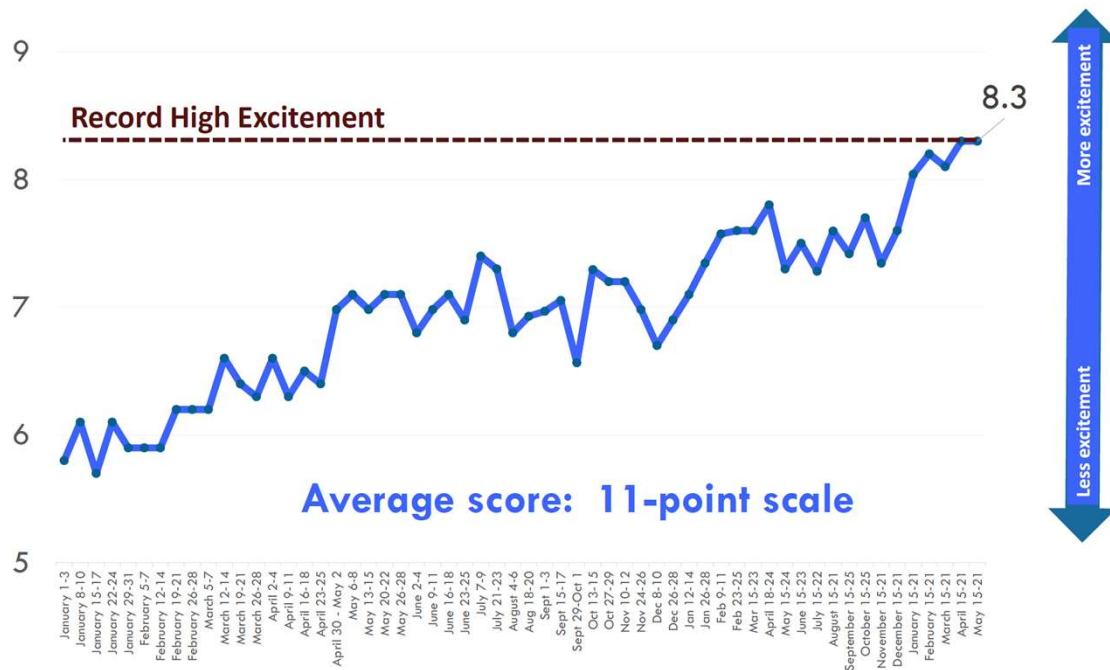
\$, bns



“Macroeconomic weakness is being offset with the countertrend of consumer spending continuing to rebalance back to services.”

United Airlines, 2023Q1 earnings call

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)

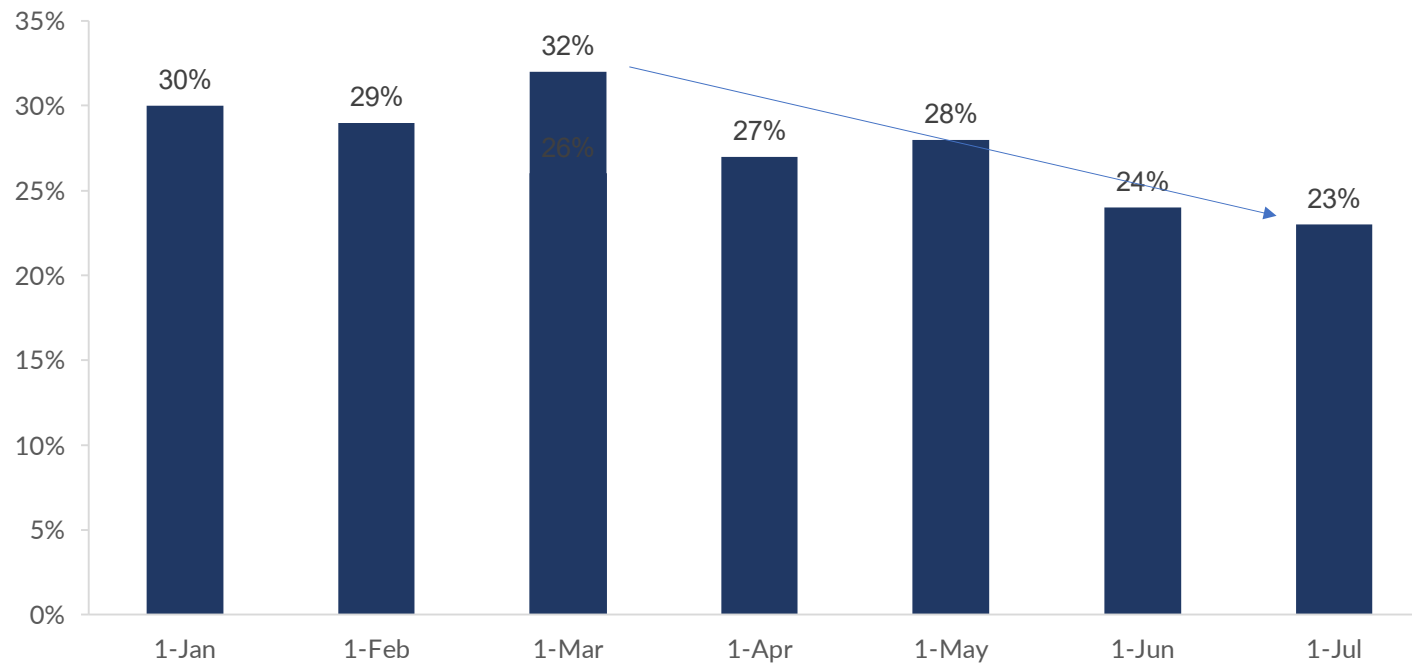


“The consumer is generally holding up well and our forward bookings remain solid.”

Marriott 2023Q2 earnings call

Travelers are shrugging off inflation

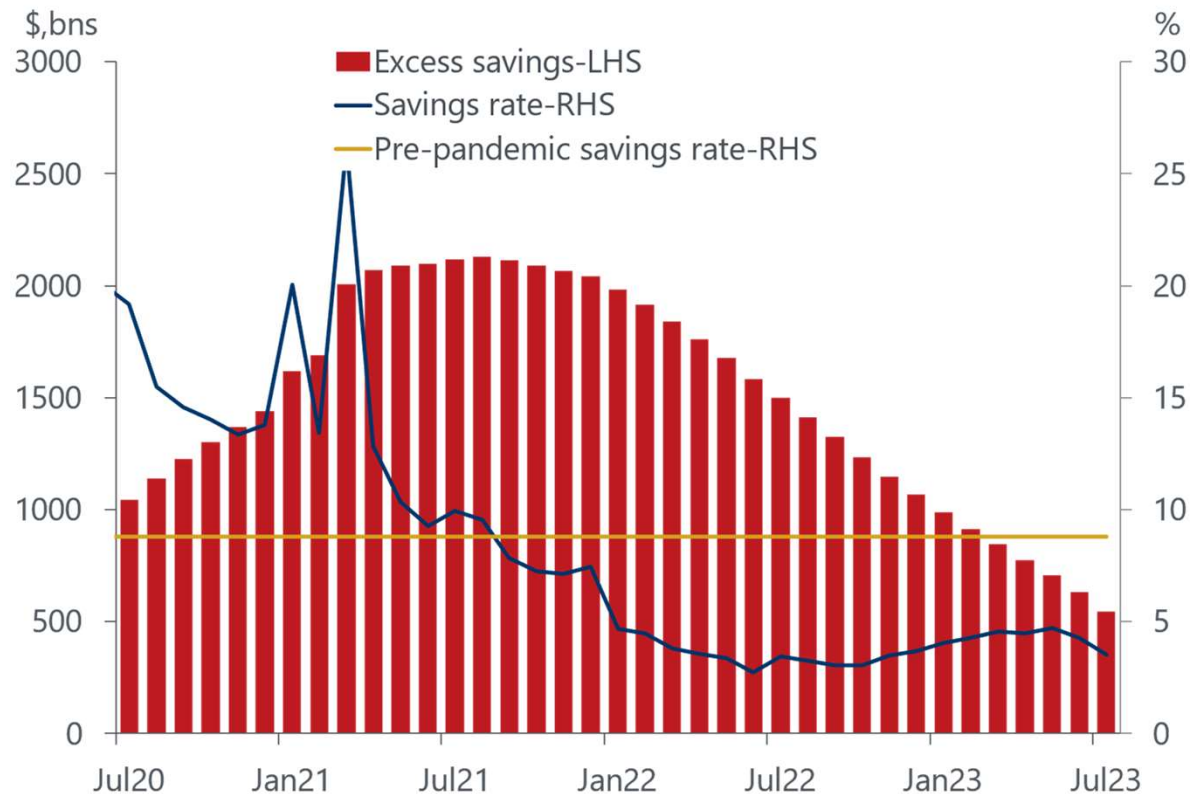
Inflation will Greatly Impact Decision to Travel in Next Six Months % of travelers



Source: Longwoods International

Excess savings are buffer

US: Excess savings and savings rates



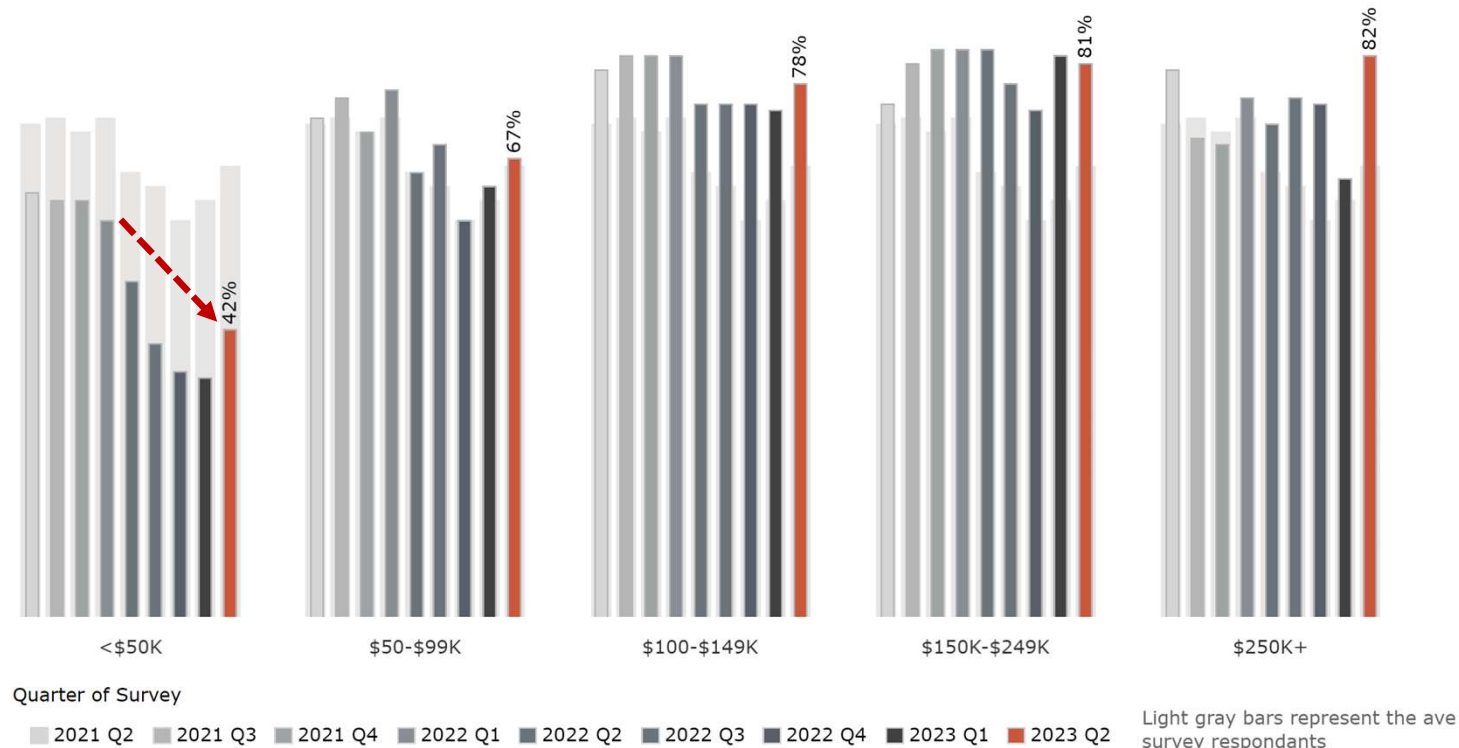
Source: Oxford Economics/Haver Analytics

“Travel demand remains strong in what appears to be a more structural post-pandemic environment of people prioritizing travel above most other categories of spend.”

Expedia, 2023Q1 earnings call

Slippage evident among lower income earners (MMGY)

Planning Leisure Travel Within the Next 6 Months
% of American Consumers

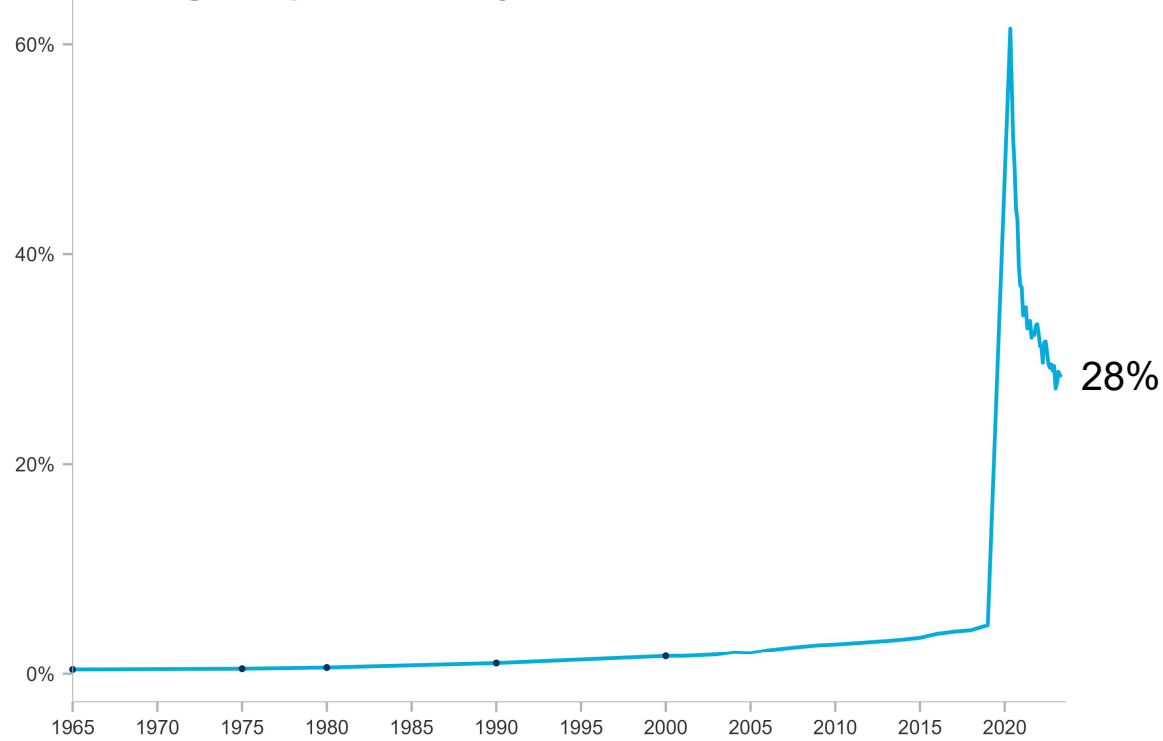


Business Travel



We have leapt ahead to a new way of working

Percentage of paid full days worked at home since 1965



Note: Most recent data point is May 2023.

Source: Barrero, Jose Maria, Nicholas Bloom, and Steven J. Davis, 2021. "Why working from home will stick," National Bureau of Economic Research Working Paper 28731.

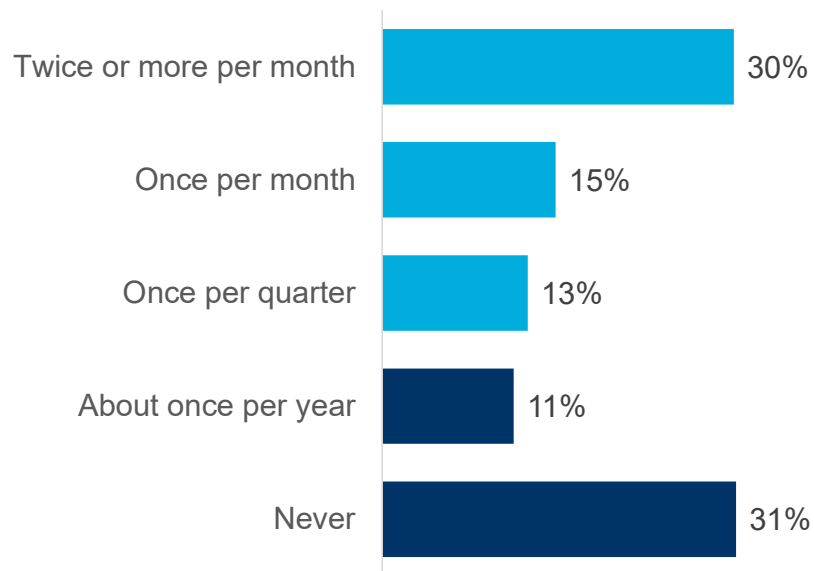
34% of travelers plan to travel as they work remotely.

Longwoods International

Most fully remote workers meet with colleagues in person

Do you ever meet with your coworkers in person?

Sample: Workers who were fully remote last week



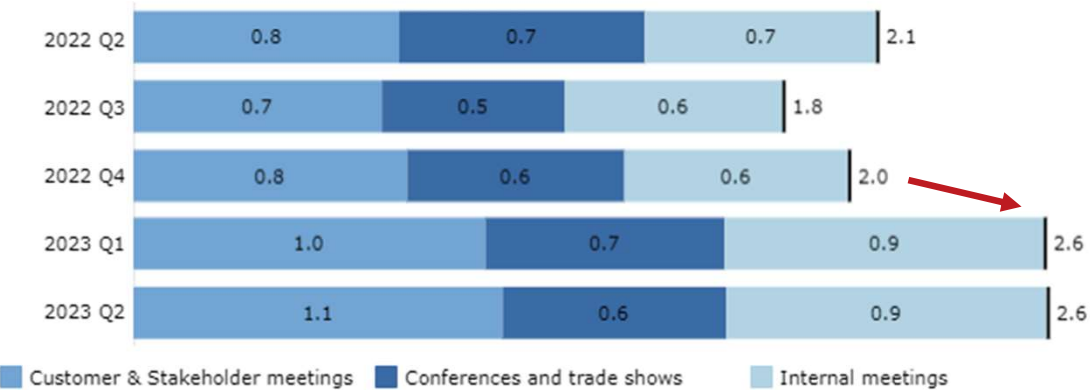
58% of fully remote workers meet their colleagues in person at least quarterly

Note: June 5, 2023 research release. Source: Barrero, Jose Maria, Nicholas Bloom, and Steven J. Davis, 2021. "Why working from home will stick," National Bureau of Economic Research Working Paper 28731. www.wfhresearch.com

Business travelers expect to take more trips in the next 6 months

Business Trip Count by Purpose of Trip

Business Travelers expected trips per month over the next 6-months



Source: Tourism Economics; U.S. Travel Association; and J.D. Power

“As we look to the back half of the year, we expect continued strength driven by recovery in international markets, business transient and group demand.”

Hilton, 2023Q2 earnings call

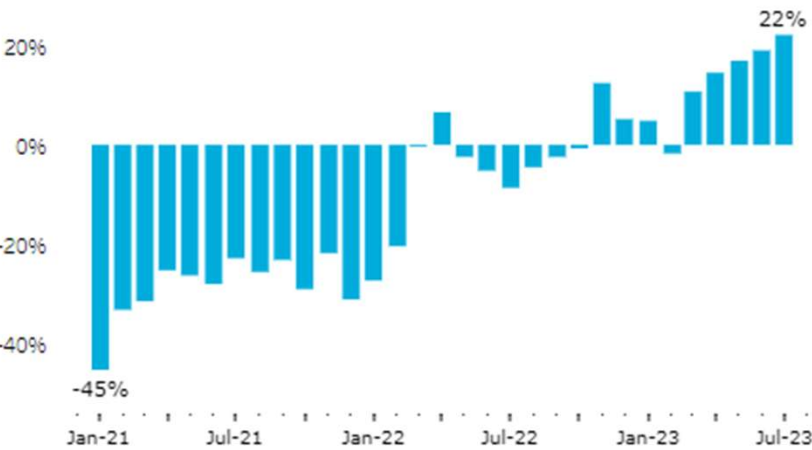
Group Travel



Group bookings have gained traction in 2023

DMO/CVB Group Bookings

Hotel room nights contracted during most recent months
3-month rolling average, % change from 2019

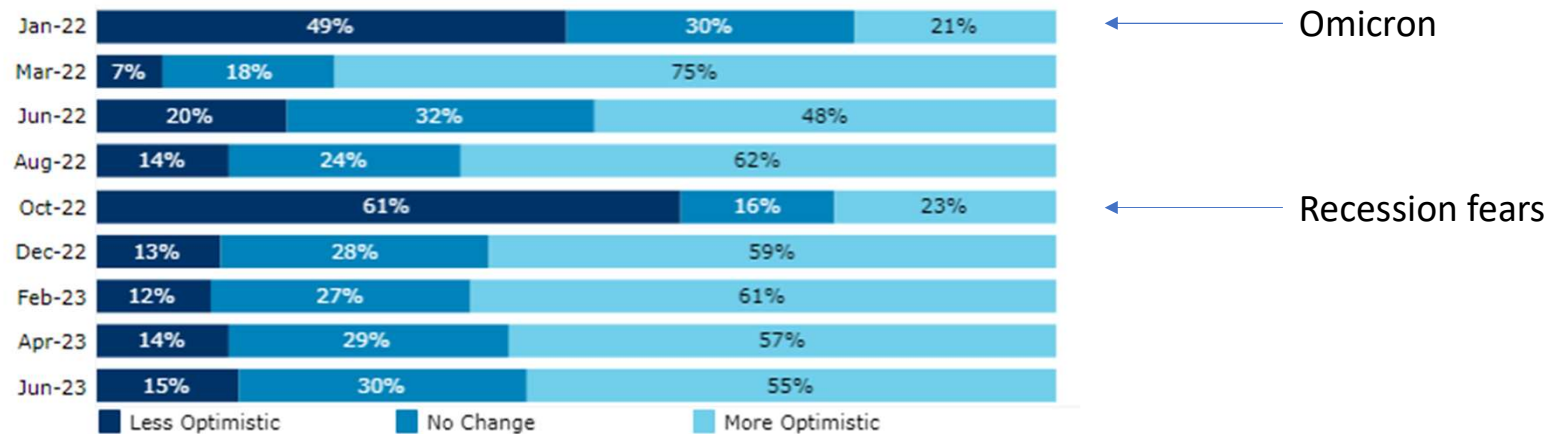


Source: Simpleview CRM (250+ U.S. DMOs)

More than ½ of meeting planners remain optimistic about the future

Meeting Planner Outlook

How the outlook for recovery has changed among meeting planners the past six weeks

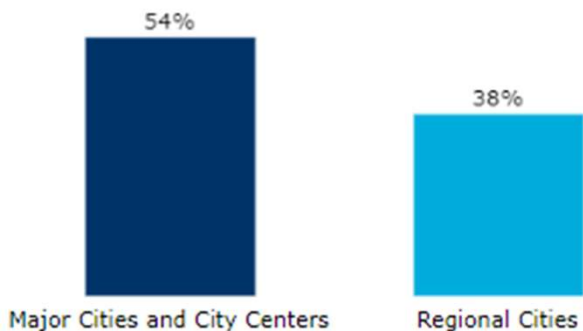


Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of June 2023

Major markets are back in popular demand

Event Planner

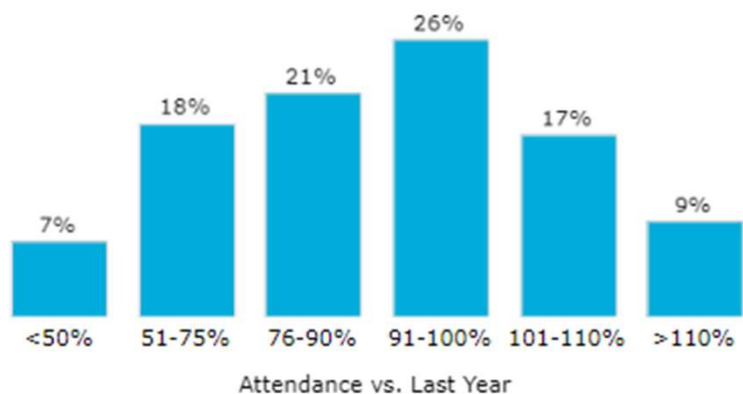
Where are you experiencing increased demand for meetings, events, and incentive programs?



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), As of June 2023

Event Attendees

How many in-person attendees do you expect in 2023 for your average meetings vs your 2022 results?



As of June 2023



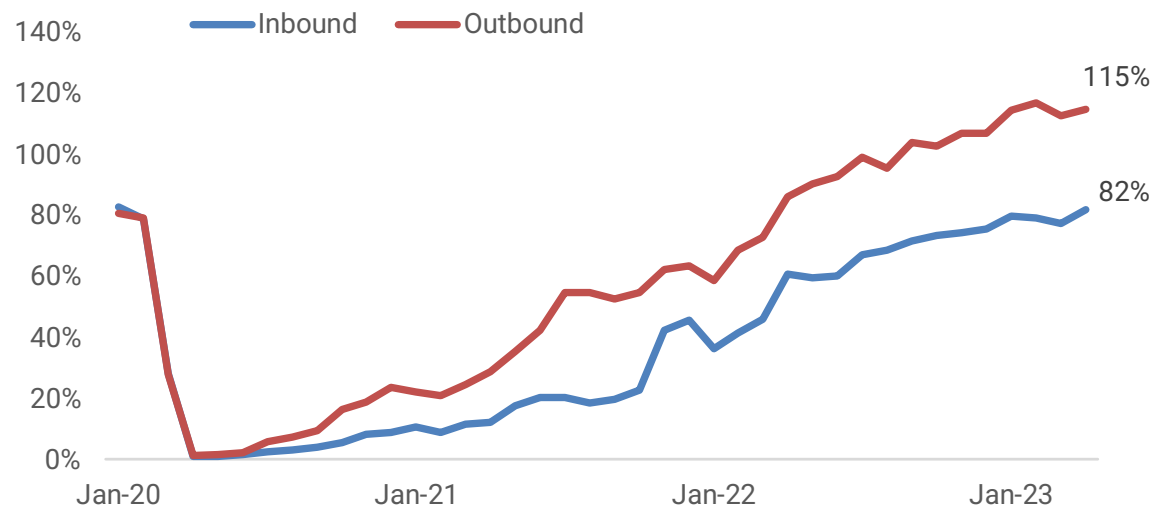
International Travel



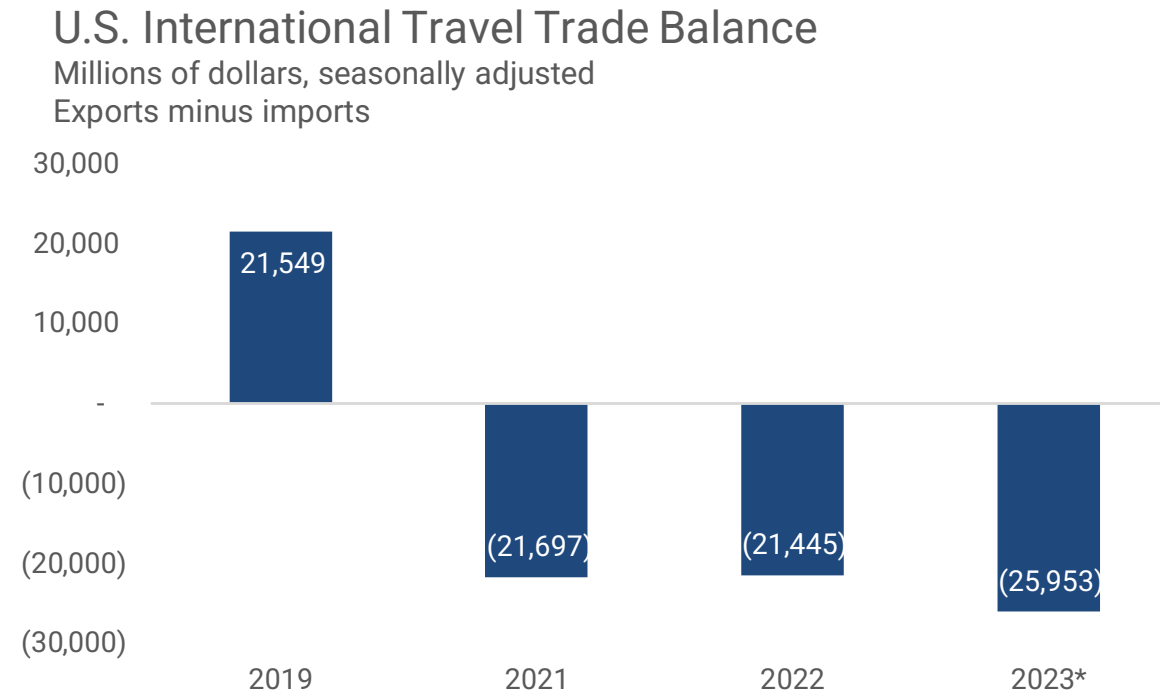
Outbound recovery is well ahead of inbound

Inbound and Outbound Travel Spending

Millions of dollars, seasonally adjusted



The rightsizing of this will boost the US industry



* Assumes deficits consistent with first 4 months

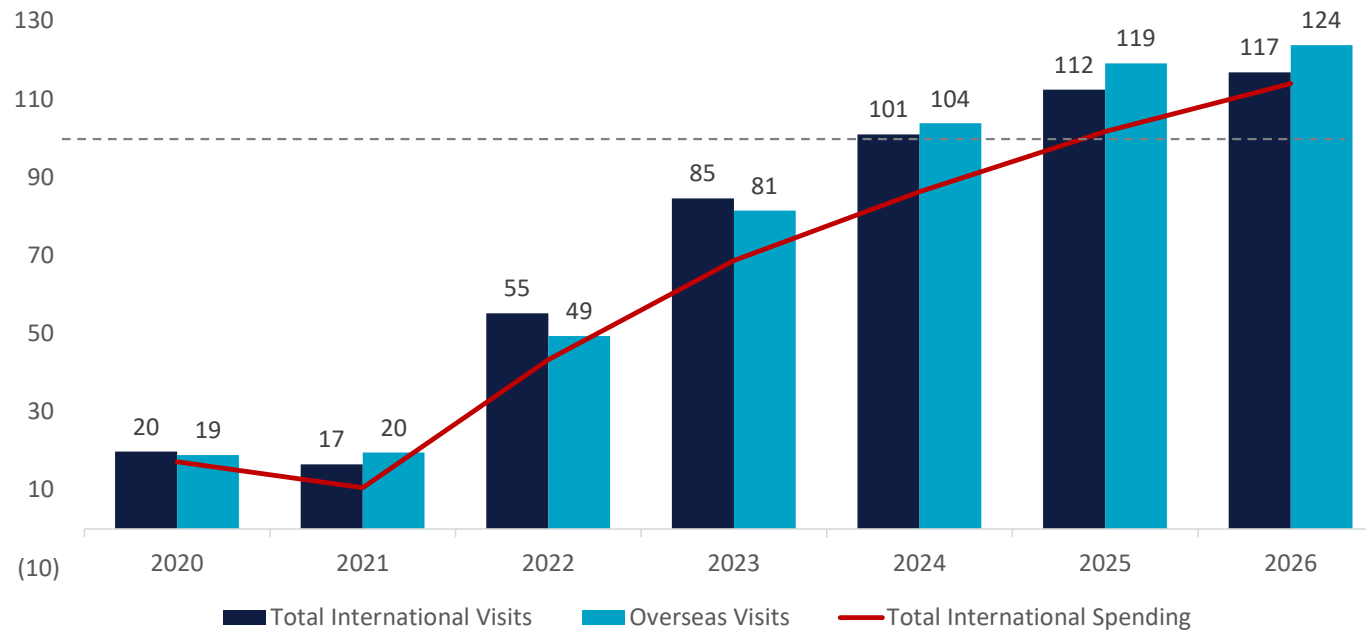
\$47 billion difference between 2019 and 2023 at current performance rates

Implies 38 million room nights
(2.9% of 2023 room demand)

International inbound is gaining momentum

International Visits & Spending

Philadelphia, index (2019=100)



“International inbound business from Latin America is pacing strong. European travel ...continues to build ...creating opportunity. And perhaps most significantly, ...we believe inbound travel from Japan, Korea and eventually China will yield positive returns for our business.”

Hertz, 2023Q1 earnings call



Center City Philadelphia

Hotel Lodging Forecast

Forecast as of August 2023

Center City Philadelphia Hotel Forecast

Center City Philadelphia Hotel Forecast

Indicator	2022	2023	% Chg YOY	% Chg vs 2019
Occupancy	56.5%	61.2%	8.2%	-19.9%
ADR	\$214.62	\$219.74	2.4%	8.9%
RevPAR	\$121.35	\$134.38	10.7%	-12.8%
Supply (daily)	13,956	14,135	1.3%	10.8%
Demand	2.9M	3.2M	9.5%	-11.3%
Room Revenue	\$618M	\$693M	12.2%	-3.4%

2024*	% Chg YOY	% Chg vs 2019
64.0%	4.6%	-16.3%
\$231.94	5.6%	14.9%
\$148.36	10.4%	-3.8%
14,196	0.4%	11.2%
3.3M	5.1%	-6.8%
\$769M	10.9%	7.1%

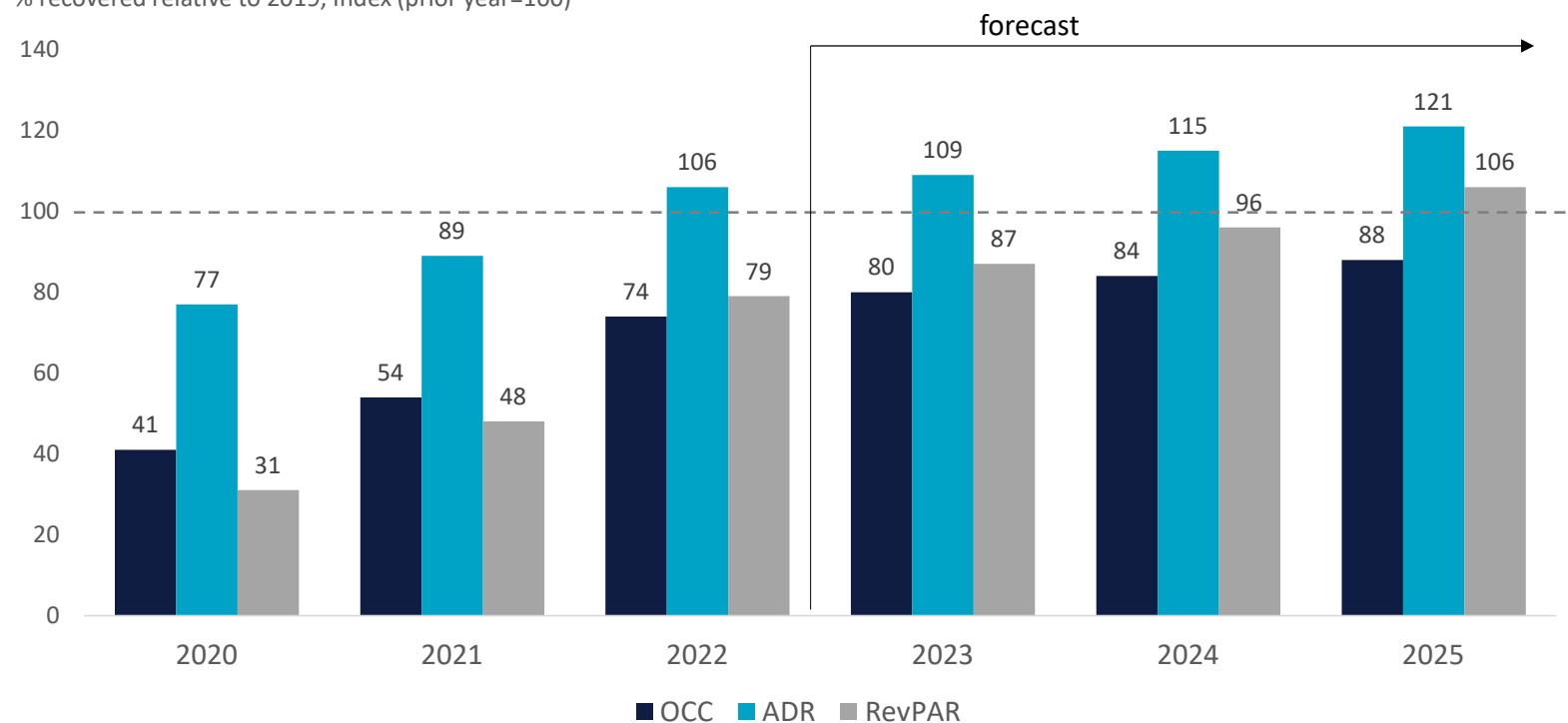
*Leap year

Source: STR (history); Tourism Economics (forecast as of August 2023)

Rates remain elevated despite new supply suppressing occupancy

Center City Philadelphia Hotel Forecast

% recovered relative to 2019, Index (prior year=100)

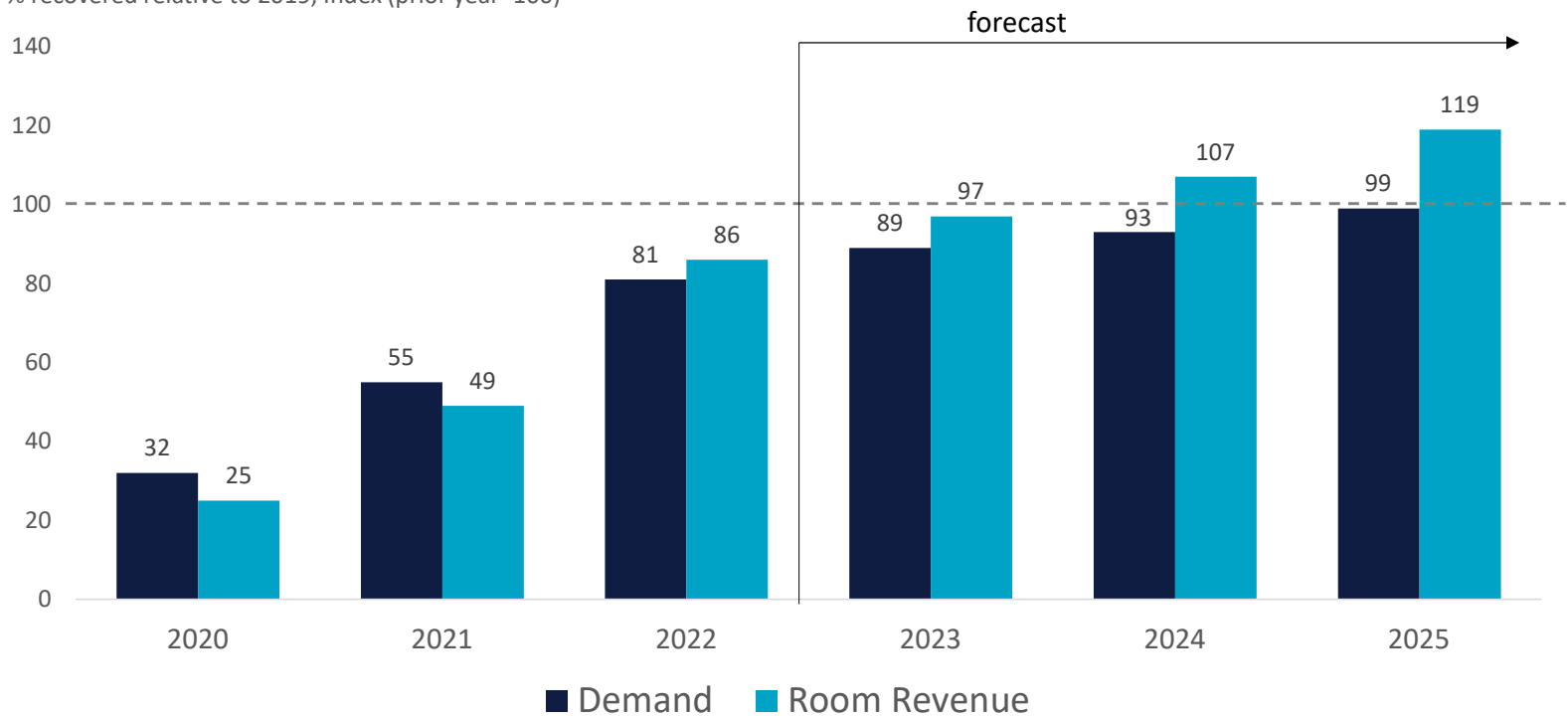


Source: STR (history); Tourism Economics (forecast as of August 2023)

Demand and revenue expected to increase albeit at a slower rate

Center City Philadelphia Hotel Forecast

% recovered relative to 2019, Index (prior year=100)



Source: STR (history); Tourism Economics (forecast as of August 2023)

Leisure nearly “back to normal”, business and group still recovering

Center City Philadelphia Hotel Forecast

Indicator	2022	2023	% Chg YOY	% Chg vs 2019
Corporate Transient	852,800	992,500	16.4%	-14.2%
Leisure Transient	989,000	1,121,200	13.4%	0.1%
Group	903,900	906,400	0.3%	-20.1%
Contract	134,500	134,900	0.3%	-7.8%
Total	2.9M	3.2M	9.5%	-11.3%

2024*	% Chg YOY	% Chg vs 2019
1,077,200	8.5%	-6.9%
1,132,300	1.0%	1.1%
961,300	6.1%	-15.3%
143,400	6.4%	-2.0%
3.3M	5.1%	-6.8%

*Leap year

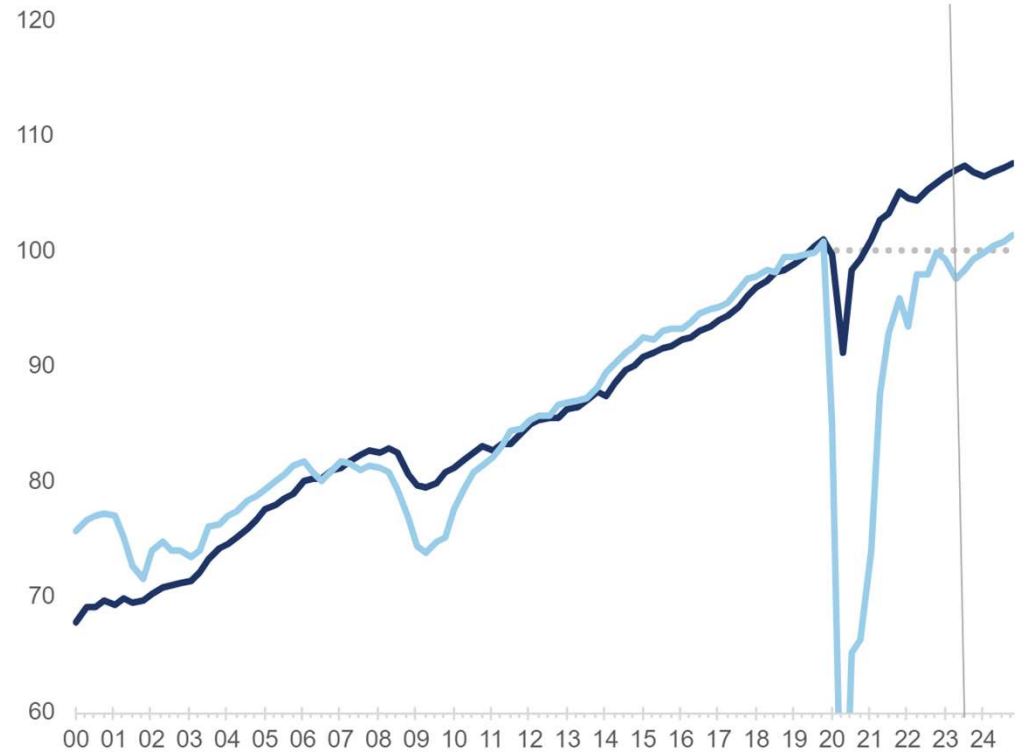
Source: STR (history); Tourism Economics (forecast as of August 2023)

Forecasting a “new normal”

1. Consumers shift spending back to services to boost leisure travel
2. Business and group travel continues to rebuild toward 2019 volumes
3. International continue to grow in 2024
4. While growth rates may slow down, visitation will continue to increase

GDP and hotel room demand

Index (2019 = 100)



Note: Real GDP, seasonally adjusted.

Source: BEA; STR; Oxford Economics



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THANK YOU!

Erik Evjen

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MARIA GRASSO

**SENIOR VICE PRESIDENT
PHLCVB**



Citywide Sales Strategy Project

Develop a strategic approach to securing citywide conventions, that aligns with our hotel partners and the Pennsylvania Convention Center objectives.

- **Assessment**
- **Three Collaborative Sales Strategy Workshops with stakeholders.**
 - **Define success**
 - **Understand the Universe of Events**
 - **Event Scoring**
- **Consensus on the right business for Philadelphia.**



CEMA Corporate Focus Group

Corporate Event Marketing Assoc.

- **Understand Corporate Event Strategists impressions and perceptions for Philadelphia.**
- **Validate or dispel assumptions and uncover sales & marketing opportunities to this audience.**
- **Gather information on what current pain points planners experience and actionable insights on tools they could use.**



International Sales Efforts

MICE Markets

IMEX Frankfurt



PCMA Convening EMEA



International Congress & Convention Association (ICCA)



PHLCVB Customer Advisory Board

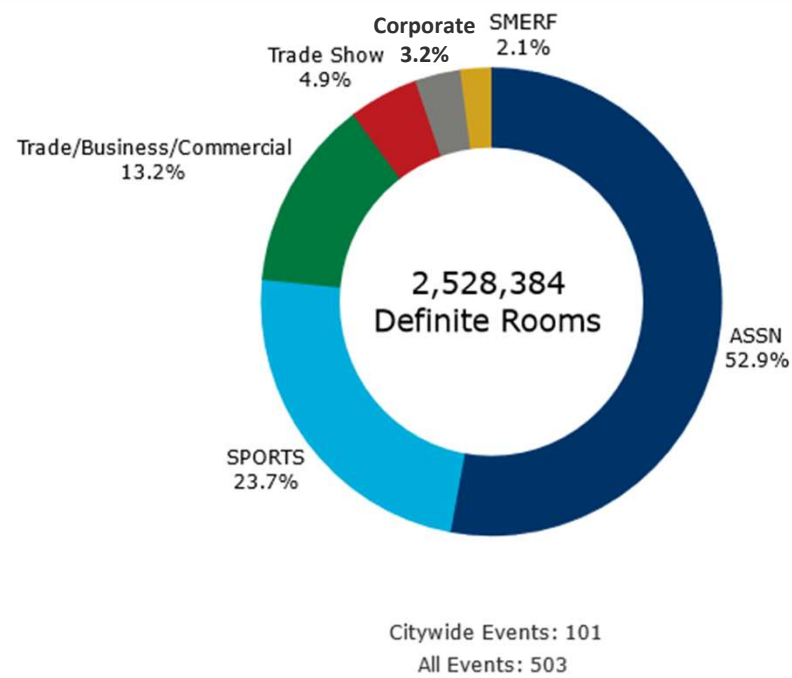


- **November 14-15 @ the Philadelphia Marriott**
 - **Hosted twice annually**
 - **Focus on Corporate Event Marketers**
 - **21 new invitations distributed**
 - **12 have accepted**
 - **4 have declined**
- * Let us know if you are interested in hosting**



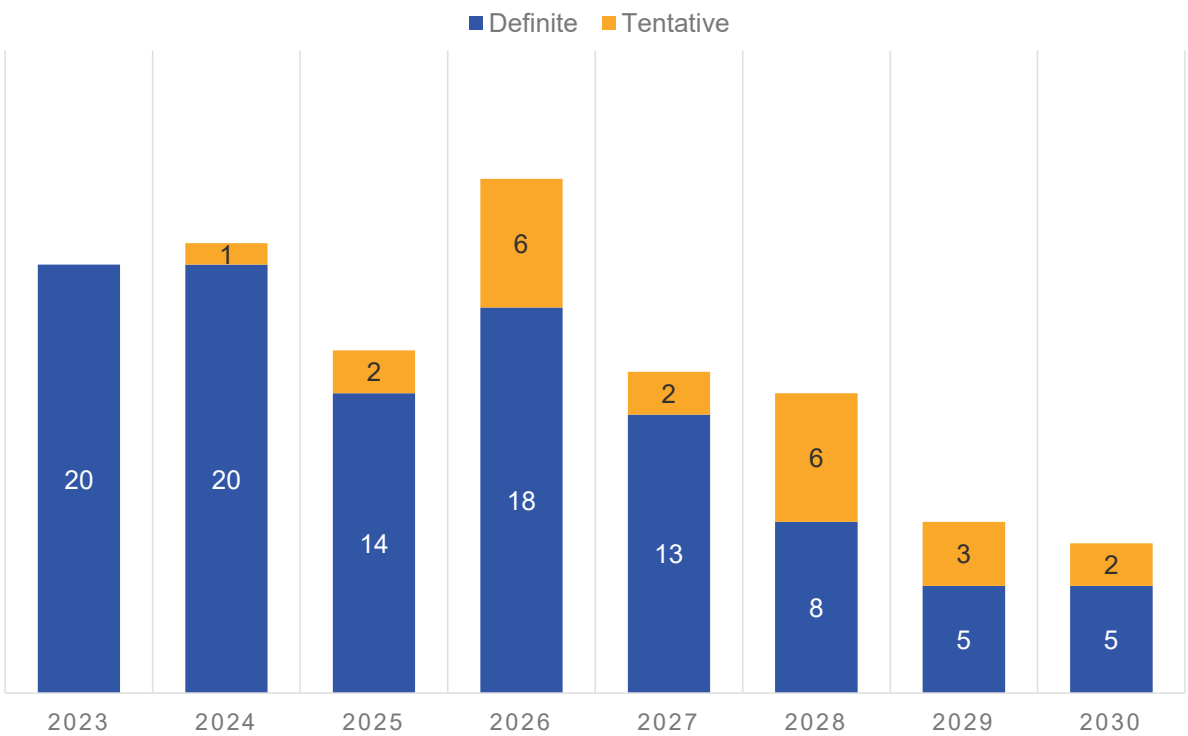
Business on the Books

All events, 2023-2030



Note: Overflow events are excluded from event counts
Source: Philadelphia Convention & Visitors Bureau CRM (Tempest)

CITYWIDES BY YEAR



Powered by SYMPHONY TOURISM ECONOMICS

PCMA Convening Leaders 2026

Committees

- **Transportation**
- **Special Events**
- **Hotel**
- **Marketing and PR**
- **Community Service and Outreach**
- **Volunteer**
- **Onsite Activations, Tours and Site Visits**
- **Administrative**
- **Education**
- **Sponsorship**
- **Welcoming**



JOE HELLER

**SENIOR VICE PRESIDENT
PHLCVB**





Marcom Update

Marketing | Communications | Content | Partnerships

Joe Heller
SVP, Marcom

Come for Philadelphia. *Stay for Philly.*

PHLCVB

2023 Marcom Mission

Inspire travel to Philadelphia that generates room nights by attracting large events and tourism from overseas markets

Focus

Marketing the destination for events

Build attendance for
secured events

International tourism

Audiences

Promoting Philadelphia:
Event marketers
& key decision makers

Secured events:
Potential attendees coming from
event's core markets

UK, Germany, France,
India, China, Australia,
Netherlands, Italy, Canada

Sub Audiences

B2B/B2P: Association, Corporate,
SMERF, Tradeshow / Stages of RFP /
Meeting planner associations

B2B2C: Work with
event organizers to reach
potential attendees
Social B to C: Direct to attendee

B2B2C: Tour operators,
tradeshows, media,
education, consumers

Achieved by

Securing future meetings,
conventions & sporting events

Inspire attendance
for 2023 events

Attracting visitors from
key overseas markets

Engagement Areas

Business media publications,
LinkedIn, paid digital placements,
non-traditional outlets,
tradeshows, sites & fairs

Facebook, Instagram, Reels,
short form video for
paid placements

Co-op & paid media
campaigns, PR, social,
fam tours

Objectives

Flood storylines with good news
from our city and our partners that
make event marketers want to have
Philadelphia on their priority list

Detail the attendee experience
and the people behind the
events so people will want to
come to the event here

Drive consumer demand for
booking vacations to
Philadelphia based upon
inspiring imagery and stories

Value Prop

**No other destination is more welcoming, hard working or surprising following your visit.
Come for Philadelphia, Stay for Philly.**

Marketing Campaign

Come for Philadelphia. Stay for Philly.

1. FY23 Advertising Plan – total advertising investment of \$1M

- \$800,000 **Print, content marketing and digital (banner ads, emails and video)**
- \$200,000 **Digital search & programmatic advertising**

2. Increase in advertising investment – B2B/B2P

- **Engage event marketers in their everyday lives – not just trade media platforms.**
- **Target event planners & key decision makers.**
- **Engage agencies for support to focus paid and social efforts.**





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Come for Philadelphia, stay for Philly

PHILADELPHIA VISITORS AND CONVENTION BUREAU (PHLCVB) SAYS BUSINESS EVENTS AND CONFERENCING IS RETURNING FAST, WITH BIG PLANS FOR 2026 IN PARTICULAR

How are business events and conferencing returning post-Covid?

While the total number of citywide in Philadelphia is identical to 2019, hotel rooms sold for meetings and conventions are trending about 7% below 2019, but a 15% increase over 2022. The International Society for Technology in Education (ISTE) saw attendance up 18% over initial projections for its recent congress. Tourism Economics data, however, predicts a complete recovery from the impact of the pandemic in 2023.

The PHLCVB is highlighting the unexpected side of the city in its latest campaign, 'Come for Philadelphia. Stay for Philly.' It recognizes that people travel to Philadelphia for the things they know like the Liberty Bell, Rocky, and cheesesteaks, but once here they discover an unexpected side, the 'Philly' the locals know. The campaign invites attendees to come for the convention, but stay for the unconventional.

The PHLCVB highlights its business development divisions that strengthen the city's offerings to meeting professionals – PHL Diversity and PHL Life Sciences, the only life sciences-focused division of any CVB in the US. Both divisions are strong resources for event marketers, connecting them with thought leaders and contacts in the local community.

How is the events pipeline looking?

Next year, the city will host WireShedFest 40, which comprises six events across three venues over the course of five days.

In 2026, the US will be celebrating its 250th anniversary commemorating the signing of the Declaration of Independence in 1776. The year will kick off with PCMA's flagship education event, Convening Leaders, and there is the world's largest sporting event, the FIFA World Cup. The CVB reports 2024 and 2025 have availability for short-term bookings still, while the city is focusing on growing its corporate and international MICE business moving forward.

What recent investments in the city's events infrastructure have been made?

The city's largest hotel, the Philadelphia Marriott Downtown, recently underwent some major renovations. It is the city's headquarters hotel for conventions.

There are several new hotel developments downtown, like the W Hotel, Element Philadelphia, and Canopy by Hilton. They are all within walking distance of the Pennsylvania Convention Center (PCC). The city centre now offers more than 14,000 hotel rooms.

The PCC has also invested \$30m in improving energy efficiency. The facility has received LEED Gold status as a building standard and Gold Level certification to the Events Industry Council (EIC) Sustainable Event Standards for venues.

In 2022 alone, the centre achieved a 60% landfill diversion rate, and doubled its percentage of renewable energy use from 25% to 50%.

What are the USPs of your destination?

Philadelphia is located just a two-hour drive from New York City and a three-hour drive from Washington, DC. Philadelphia International Airport is a short drive from downtown, while Amtrak's 30th Street Station is right in the downtown area.

Philadelphia was recently named America's most walkable city by USA Today, and has 4,000 public murals and works of art. Philadelphia's Benjamin Franklin Parkway, the cultural centre of the city, is home to the Philadelphia Museum of Art and Barnes Foundation, which features one of the world's leading collections of impressionist and post-impressionist art.

Delegates can also explore the Old City neighbourhood on foot, passing Independence Hall, the Liberty Bell, the Betsy Ross House, and other key sites from American history.

There is an award-winning dining scene and McGillin's Olde Ale House is the oldest continually operating pub in the nation.

Philadelphia is also one of the most affordable top-tier cities in the nation. On average, hotel room costs are 20-30% lower than other major cities in America's Northeast.

Philadelphia also offers unique venues, like a rooftop venue in sight of Independence Hall or the terrace atop the iconic steps to the Philadelphia Museum of Art. ■





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From historic landmarks to vibrant neighborhoods, our city's diverse influences create an eclectic scene ready to impress your attendees. Our culinary scene offers bold flavors, from iconic cheesesteaks to inventive award-winning restaurants. Renowned collections of fine art are complemented by a street art scene that secures Philadelphia's title as "Mural Capital of the World."

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Burning Man's Muddy Contingency Plan

Skift Meetings

This year's Burning Man turned into a muddy mess when severe flooding left thousands stranded. Is it time we revisit contingency plans for outdoor events?

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Discover Philadelphia, a city of innovation and sustainability



MAY 2, 2023, 10:59 AM EDT

Marriott reports big revenue jump as travel continues to boom

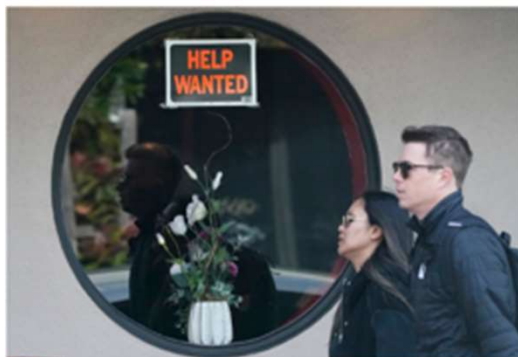


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The New York Times
DealBook
With Andrew Ross Sorkin
May 5, 2023

Good morning. In today's newsletter, All eyes are on today's jobs report; attention turns to short sellers in the regional banking crisis; and Apple is boosted by growth in big emerging markets. (Was this newsletter forwarded to you? [Sign up here.](#))



Economists see job growth slowing. Jeff Chiu/Associated Press

What to watch in today's jobs report

The U.S. labor market appears to be slowing. But is the economy still strong enough to avoid recession, [as the Fed chairman Jay Powell contends](#)? That's

ADVERTISEMENT



Keep an eye on wages. The Labor Department's employment cost index recently showed wages growing above expectations last quarter, a factor that could be driving up inflation. So far, Davis said, the Fed has been unable to "manufacture a wage slowdown."

HERE'S WHAT'S HAPPENING

Goldman Sachs is under investigation over its work for Silicon Valley Bank. The Wall Street giant [disclosed in a regulatory filing](#) that the authorities are looking into it for, in part, the advice it gave the lender to sell a large portfolio of securities at a loss. Within days, SVB had collapsed, touching off a larger crisis for regional banks.

Ed Sheeran wins a big copyright infringement suit. The British musician's chart-topping hit, "Thinking Out Loud," [was not a rip-off](#) of Marvin Gaye's "Let's Get It On," a New York federal court ruled. The verdict is seen as a victory for songwriters fearing a rash of copycat copyright lawsuits.

New York and California investigate the N.F.L. The state's attorneys general opened investigations into the league [over workplace discrimination and pay inequities](#) following a 2022 report in The Times on the league's treatment of female employees. The league said it is cooperating.

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Philadelphia, Pennsylvania, May 5, 2023. Photo by Jeff Chiu/Associated Press

Short sellers in focus as regional banks teeter

Shares in a group of closely watched regional lenders are rebounding this morning in premarket trading, led by PacWest and Western Alliance, after getting clobbered yesterday. But analysts warn the upheaval is far from over, especially as short sellers continue to circle.

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Shares in PacWest and Western Alliance plunged even as the lenders opened up their books to show that their deposit bases were relatively sound. Their finances are not the worry, analysts say. It's that a crisis of confidence has swept through the sector since the fall of Silicon Valley Bank in March, compounding the risk that falling share prices will set off another round of bank runs.

From Wall Street to Washington, short sellers are under scrutiny. These investors, who profit from the falling share price of companies they target, have made roughly \$7 billion in 2023 betting against regional banks, [according to data from S3 Partners](#). "The other scary thing is that the attacks are increasingly looking speculative, but risk becoming self fulfilling," wrote Jim Reid, head of global fundamental credit strategy at Deutsche Bank, in an investor note this morning.

OTT Campaign Results

Connected TV Streaming



- Completed views: **217k**
- Completion rate: **98.5%**
- Video served to the **Connect Meetings** database of engaged event and meeting planners



Targeted Email Campaign Results

Northstar Meetings Group

- **Target markets:**
**New York, Chicago, Atlanta
& Washington, DC**
- **Average distribution: 19k**
- **Average opens: 7,562**
- **Total clicks: 355**



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In the past two years, the Pennsylvania Convention Center has made significant investments and upgrades to achieve its sustainable goals and ensure a healthy and welcoming environment for your attendees. Progressive work rules and streamlined services provide our customers with just the right amount of flexibility and independence they need ensuring a memorable event.

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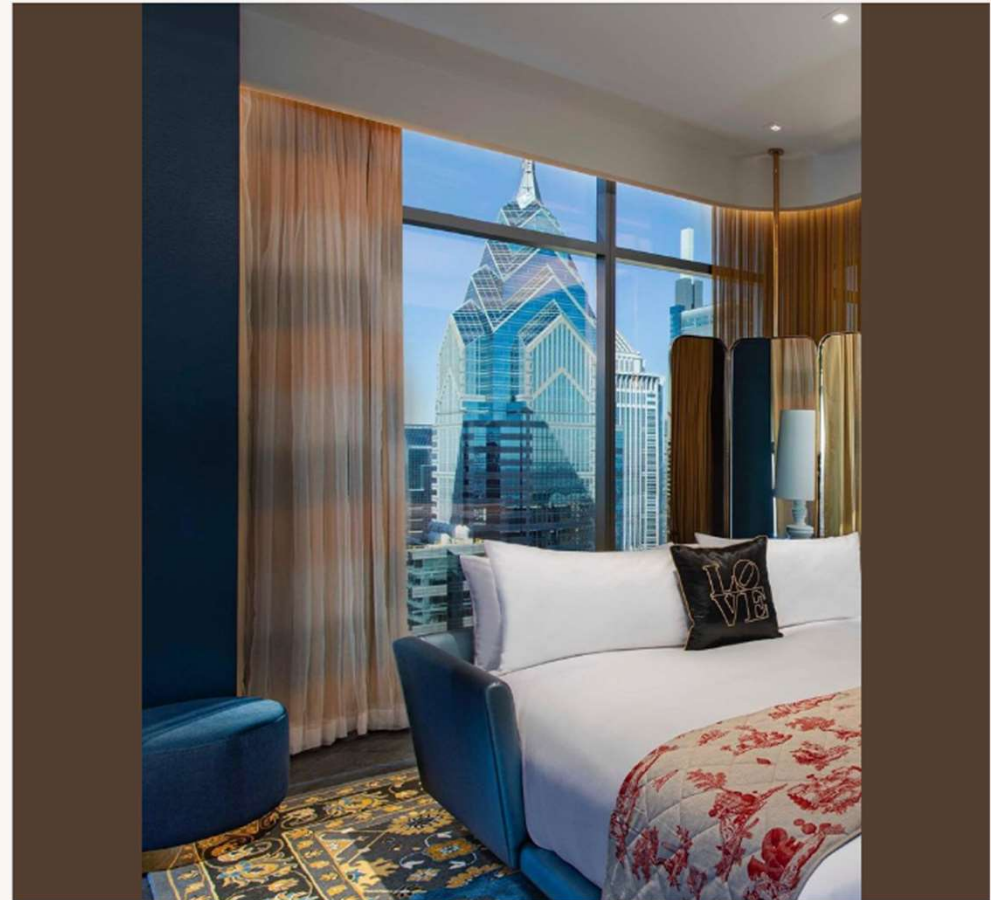
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Feel the energy and excitement of in-person connection and learning at [AACN \(American Association of Critical-Care Nurses\)](#)'s [#NTI2023](#) conference at the [Pennsylvania Convention Center](#).

Tour the expo floor with [Mary Gallagher Gordon](#) from the PHLCVB Nursing Leadership Committee and see first-hand why Philadelphia is the right prescription for life sciences and medical meetings. NTI — or the National Teaching Institute & Critical Care Exposition® — is the premier conference for progressive and critical nurses, attracting thousands of attendees and hundreds of exhibitors over the last few days.

Learn more about life sciences events in Philadelphia [➡ https://lnkd.in/enWbG32D](https://lnkd.in/enWbG32D)

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discover_phil 16w

This #AAPIHeritageMonth and beyond, visit the Southeast Asian Market in FDR Park for a celebration of community, culture, and cuisine.

The market is open Saturdays and Sundays, 10 a.m. - 6 p.m., from April through October. This Memorial Day weekend, the market will be open on Monday, but individual vendor availability may vary. Many of the vendors are cash only or cash preferred.

#PHLDiversity #AAPI #AAPIMonth



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Forbes

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The skyline of downtown Philadelphia
(Image credit: Sean Pavone/Alamy Stock Photo)

"Philadelphia has a rich and robust history, there's colleges that are nearby, public transportation is easily accessible. The city is amazing, the people are amazing. The treatment we've received, the level of accommodations. My question is why not?" -
National Black MBA Association Interim CEO/CFO **Shawn M. Cumberbatch-Graham, CPA**



 **The Philadelphia Tribune**
The Philadelphia Inquirer

ON the SCENE

PHL LIFE SCIENCES

Exploring the first and foremost life sciences meetings destination

By Tyler Davidson

Philadelphia bills itself as a "city of firsts," with a long list of notable U.S. or colonial America accomplishments that include the first zoo (Philadelphia Zoo, 1874), the first public library (Library Company of Philadelphia, 1731), the first art museum (Pennsylvania Academy of Fine arts, 1805) and first secular university (University of Pennsylvania, 1740). Philly is also a city of firsts when it comes to life sciences achievements, including being the first DMO to launch a Life Sciences division, although it was called the Greater Philadelphia Healthcare Congress when it launched in 1996.

"We're not only a city of history, but a city of medical history," said Bonnie Grant, executive director, PHL Life Sciences, listing medical firsts such as:

- First hospital (Pennsylvania Hospital, 1751)
- First medical school (University of Pennsylvania, 1765)
- First children's hospital (Children's Hospital of Philadelphia, 1855)



"And if you go all the way forward to 2008, we had the first successful gene therapy program, at University of Pennsylvania," Grant said, adding that there are seven medical schools in the Greater Philadelphia area, which stretches into New Jersey and Delaware.

With a mission of bringing life sciences meetings to the city, PHL Life Sciences connects planners with its advisory council, representing heavy hitters from the top medical and science institutions in the region.

"We educate our healthcare leaders that these meetings are coming and that hospitality is a key component of the healthcare industry and economic impact on the city," Grant said. "We get them engaged with new venues, hotels and attractions, and most of them really do serve out of their love and passion for the city."

Grant said that board members can often be a conduit for calls for abstracts, event sponsorships and speakers, among other assistance.

Philadelphia is a great destination for life sciences organizations to consider for their meetings because

of the city's many research institutions and companies engaged in extraordinarily innovative work to address some of life's most challenging medical problems," said Dr. Patrick M. Oates, PhD, senior vice president of DMSO Scientific and chairman of the PHL Life Sciences Advisory Council. "The city has become a hotbed for cell and gene therapy. Thousands of talented men and women are engaged in important work that will revolutionize how diseases will be treated. This burgeoning life science ecosystem has resulted in a renewed interest in life science research, financial investment and employment opportunities for all."

Meetings Today got a chance to check out some of the city's life sciences superlatives, including participating in a PHL Life Sciences Advisory Council dinner, during a June 20-23 trip to the City of Brotherly Love. Following are some highlights.

Hyatt Centric Center City
The host hotel for the trip, Hyatt Centric Center City is right in the middle of Philly's vibrant downtown, known as Center City. The contemporary design hotel, loaded with locally inspired art throughout and carrying a decidedly cosmopolitan vibe, opened in 2020 with 332 guest rooms and 22 suites, along with about 5,700 square feet of meeting space.

Pennsylvania Convention Center
The firm's first order of business was a tour of the Pennsylvania Convention Center and a meeting with its leadership team. Offering more than 1.3 million square feet of space, the convention center boasts one of the largest exhibit spaces and ballrooms in the Northeast.

While business languished everywhere during the pandemic, the convention center got down to business by investing some \$60 million into the building, according to John J. McNichol, president and CEO of the Pennsylvania Convention Center Authority. Major improvements included adding bipolar ionization to its HVAC systems, which clumps particles together, greatly improving air hygiene.

Other major projects included greatly increased internet bandwidth and data access points, and a few million dollars poured into its Grand Ballroom, known as the Train Shed because it's where the Reading Railroad used to come into Philadelphia. The city also raised more than \$1.5 million to help the unhoused via its PHL Cares CSR program.

A major accomplishment, according to McNichol, was the establishment of the Hospitality Industry Trust Fund, which found the facility and its labor union partners making major concessions to keep door costs in line via a five-year contract extension. The union accepted a modest 3% annual salary increase and agreed to contribute 50 cents for every hour worked—which is matched by the convention authority—into a training program that focuses on "soft skills and smiles." Another major labor agreement, which will remain in place until 2036, also solved many of the jurisdictional alignment issues that have long been a challenge for events at the facility.

A major selling point of the convention center remains its walkability, with many large conventions never having to hire motorcoaches because of the many hotels, from the likes of Marriott, Loews and Sheraton, and attractions within a few blocks away.

Reading Terminal Market
Groups meeting at the Pennsylvania Convention Center can tap an impressive event venue option in the form of Reading Terminal Market, a 130-year-old institution now a part of the convention center that features 80 local "mom and pop" merchants serving up Philly favorites such as Tommy Dilbeck's roast pork sandwiches, Pennsylvania Dutch specialties, confections and, of course, the ubiquitous Philly cheesesteak.

Groups of up to 5,000 can buy out the 74,000-square-foot market after-hours, including the ability to have outdoor activations outside at the Filbert Street entrance. Attendees are often issued gift cards so they can select their own Philly favorite food items.



Loews Philadelphia Hotel
Located in the architectural landmark Philadelphia Savings Fund Society (PSFS) building, this AAA Four Diamond property is considered one of the first modern skyscrapers and is located across from the Pennsylvania Convention Center. Owned and operated by Loews Hotels, this urban Art Deco gem features \$8 million of marble (in 1930s prices) sourced from 30 countries.

The hotel offers 50,000 square feet of meeting space and 600 guest rooms, the third most in Philadelphia, and finished a renovation in 2019 and a recent soft goods refurbishment. One interesting program just now being rolled out with the idea of expanding to other Loews properties is a Planner VIP Card that boasts various amenities and perks.

The hotel's popular Bank & Bourbon American-style saloon features a small fine-dining bistro and a secret door that doubles as a bookshelf.

Science History Institute
Just down the street from the Liberty Bell and Independence Hall, the Science History Institute collects, preserves and interprets artifacts from the history of science and technology, and also features a public research library, rare-book collection and two floors of exhibits illustrating interesting aspects of science.

The LEED Gold-certified institute is frequently used as a special events venue and features eight meeting rooms, including Ulysses Meeting Hall with a presentation/discussion stage, two projection systems and an aerial that allows it to be divided into two rooms. The Ulysses Meeting Hall can accommodate 285 theater-style, with 120-130 being the sweet-spot capacity, and is often used for hybrid meeting broadcasts.



PHL Life Sciences Advisory Board Dinner at CYTO PHL
Across the Schuylkill River in West Philadelphia, dubbed University City, is where a wealth of life sciences-related venues and institutions are located, so it was an apt location for the PHL Life Sciences Advisory Board Dinner. Held in CYTO PHL, which opened in 2006 as The Hub conference center, this venue is considered a hub for the local Life Sciences Community and is located in the historic 30th Street Station at the foot of West Philly.

Highlights of the dinner, featuring presentations by Grant, Dr. Oates and Philadelphia CVB President & CEO Gregg Caren, included the announcement that the city has secured "premier life sciences conference BIO International Convention in 2027 and 2034, among other achievements.

University City Science Center
Considered one of Philadelphia's top catalysts of tech entrepreneurship, this incubator has helped more than 1,000 companies take the next step since 1963. One of its most interesting current tenants is Quantum Conference Center, which serves as a community hub and co-working space and offers 11,000 square feet of contemporary, tech-forward meeting space.

Features at the GBAC Star facility include six small meeting rooms with large television monitors and cutting-edge conferencing tech. The venue often hosts receptions from tech and life sciences-related organizations and has no restrictions on outside catering. The largest meeting space, Q4, is located on the second floor and can host conferences of up to 200, theater-style.

The second floor acts as the primary conferencing space, with an additional four spaces boasting the latest conferencing technology, such as robotic webcams, that makes it very conducive to hybrid and virtual events. Groups can do full or full buyouts of the entire facility.

The Study at University City hotel, offering 212 contemporary guest rooms and 7,000 square feet of meeting space, is located nearby at the crossroads of Drexel University and the University of Pennsylvania.

Within walking distance of Quorum is the University of Pennsylvania campus, an Ivy League institution renowned for its medical school. A quirky lunch or after-meeting cocktail option is the on-campus White Dog Cafe, which is festooned with whimsical paintings and decor celebrating man's best friend. Besides generous portions of locally sourced cuisine, the White Dog is Instagram heaven.

The Franklin Institute
The most-visited museum in Pennsylvania, The Franklin Institute is located in the heart of Philly off the Benjamin Franklin Parkway—the city's cultural heart—and has served as an intro into the sciences to generations of school children, who can be seen scurrying through its many exhibits during the day. Many of the institute's venues are also available for evening event rental.

Great for large gatherings—events of more than



The Pennovation Works
Visitors to West Philly's The Pennovation Works may be surprised to see robotic dogs marching around the grounds—and real dogs that are being trained for jobs such as search and rescue, explosives detection and cutting-edge medical applications such as sniffing for diseases.

Developed by the University of Pennsylvania, The Pennovation Works is home to some of the brightest life sciences lights in the world, with all manner of labs, offices and production space promising to spark innovations that will change the world.

While the facility's mission is not as a special event venue, many life sciences organizations meeting in Philadelphia visit Pennovation Works to catch a glimpse of the future through tours and interacting with its resident innovators. The venue also frequently acts as a venue for pitches to investors by its entrepreneurs.

Talula's Garden
While not a dedicated venue for life sciences gatherings, Center City's Talula's Garden restaurant offers a respite from the hustle and bustle of urban life and an outdoor seating area that resembles many people's dream garden.

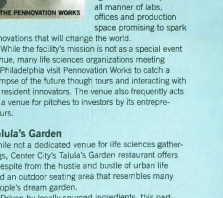
Driven by locally sourced ingredients, this partnership between farm-to-garden restaurateur Amee Olney and Philly restaurateur icon Stephen Starr, Talula's Garden may just be the ideal space to wind down after a "mind-expanding day of life sciences meetings."

PHILADELPHIA CVB
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7,500 attendees have been accommodated with dedicated catering provided by Levy—The Franklin Institute presents the opportunity for groups to hang custom banners on its formidable, columned entrance that leads to Franklin Hall, home to the massive Benjamin Franklin National Monument and frequently pressed into service as an event venue.

Another popular special event venue is the Fels Planetarium, which features a domed screen that envelops the audience and can be customized with organizational programming.



Why the Heartbeat of Philly's Life Sciences Meetings Beats Strong
June 27, 2023 | Tyler Davidson

meetings PEOPLE + PLACES TODAY

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Loews Philadelphia Hotel

Philadelphia bills itself as a "city of firsts," with a long list of notable U.S. or colonial America accomplishments that include the first zoo (Philadelphia Zoo, 1874), the first public library (Library Company of Philadelphia, 1731), the first art museum (Pennsylvania Academy of Fine arts, 1805) and first secular university (University of Pennsylvania, 1740).

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Forward Momentum

Key initiatives:

- ✓ **Simpleview** enhancements
- ✓ Retooled **DiscoverPHL.com**
- ✓ **Come for Philadelphia. Stay for Philly.** evolution
- ✓ **Digital Edge** media placements

Recent hires:

- ✓ **Media Relations Manager** to host fams & boost earned media
- ✓ **CRM & Research Analyst** to provide clean, fast & actionable data
- ✓ **Digital designer** to make Philly look cool!



A large crowd of people is gathered in a grand hall with high ceilings and arched windows. In the background, a large map of the United States is displayed on the wall. The text "Williams Forum" is visible above the map. The event is the 2023 Annual Luncheon.

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WEDNESDAY, NOV. 22

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- **Nursing Organization Alliance - Providence**
- **Holiday Showcase – Chicago ★**
- **ConferenceDirect Forum - Austin**
- **IAEE Expo! Expo! – Dallas**
- **NCBMP – Atlanta**

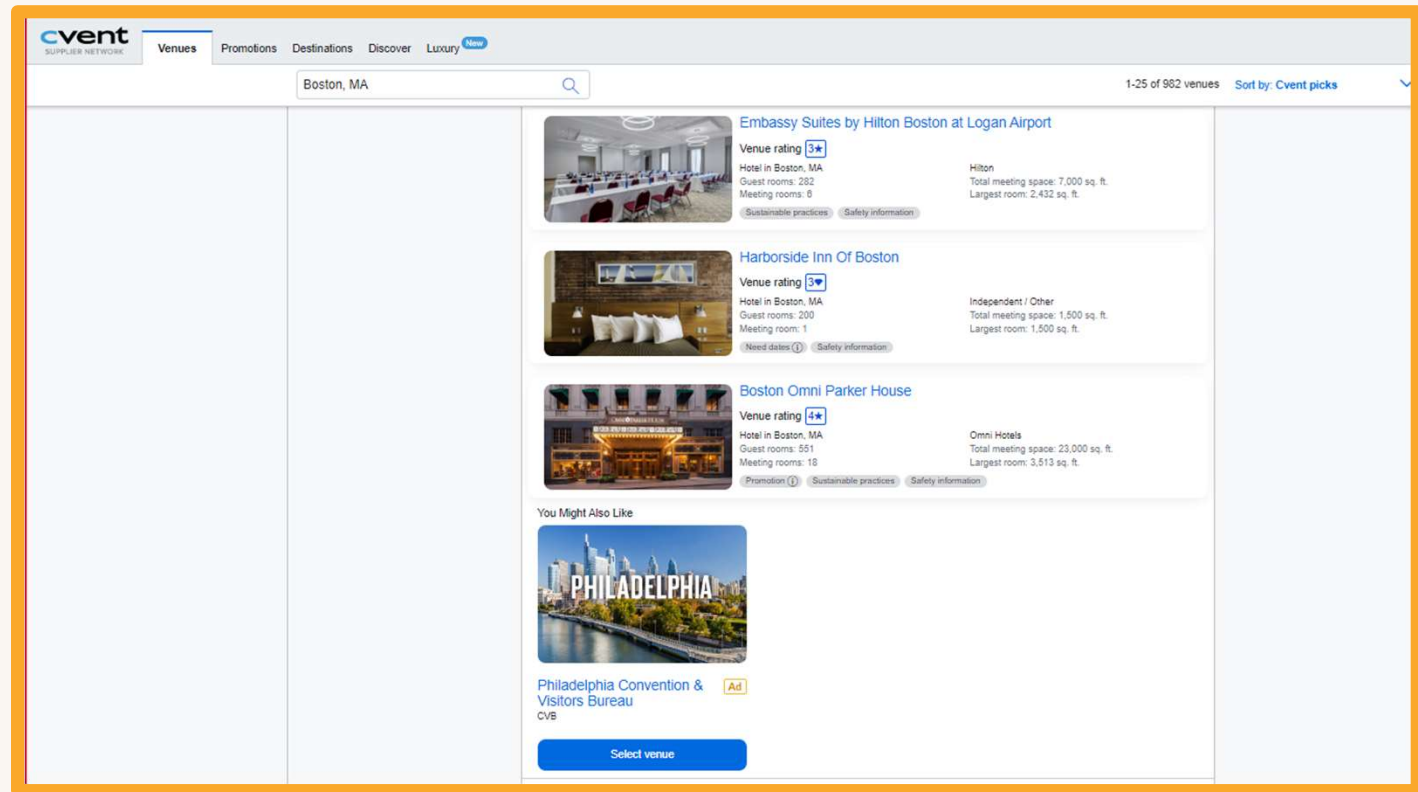
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- **Meetings Industry Council – Denver**
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CRM Update



- **Migrating platform from iDSS to Simpleview**
- **The changeover will take place after January 1, 2024**
- **Online self-paced training will be available**





Q & A





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you!

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