



# 2022 ANNUAL REPORT

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau

 **Pennsylvania  
Convention Center**  
PHILADELPHIA

AN  MANAGED FACILITY

# A MESSAGE FROM LEADERSHIP

Building on the momentum of 2021, the City of Philadelphia, the Philadelphia Convention and Visitors Bureau, and the Pennsylvania Convention Center Authority collectively continued to rebound from the devastating challenges presented by the COVID-19 pandemic. 2022 was a significant year of accomplishments that included landmark announcements, the steady return of meetings and events, and the resumption of overseas travel.

The first half of 2022 brought the consistent return of large, in-person events to the Pennsylvania Convention Center (PCC), which culminated in a full slate of 19 citywides for the first time since 2019. Citywides — gatherings that generate 2,000 or more hotel room stays on a peak night — have an enormous impact and are vital to our hospitality sector.

Key drivers in bringing events to Philadelphia from significant market sectors were the PHLCVB's business divisions: PHL Life Sciences, PHL Diversity, and PHL Sports. Over the course of 2022, these divisions welcomed notable gatherings like the American Nurses Credentialing Center Magnet Conference, the Zeta Phi Beta Sorority Inc.'s Grand Boule, and the East Regional of the NCAA® Division I Men's Basketball Championship. Philadelphia made headlines in June 2022 as we were selected as a Host City for the world's biggest sporting event, the FIFA World Cup 2026™. In addition, WWE® chose Philadelphia as the location for *WrestleMania 40* in 2024.

Borders reopened and numerous international direct flights returned to Philadelphia International Airport (PHL). As a result, we welcomed more than 20 media familiarization (FAM) tours showcasing the city to over 50 global journalists and influencers. The Global Tourism team resumed overseas sales missions and embarked on a seven city European tour alongside our world-renowned Philadelphia Orchestra.

The results in this report are indicative of the collective effort of our tourism industry partners who work together every day to support and grow the more than 67,000 hospitality-related jobs in Philadelphia, and 171,600 hospitality-related jobs in the region **The PHLCVB and PCC remain tireless and steadfast in our role to promote Philadelphia as a top destination for meetings, conventions, sporting events, and overseas visitors to produce a positive economic impact in Philadelphia and the Commonwealth of Pennsylvania.**

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**Karen Dougherty  
Buchholz**  
*Chair of the Board*  
PHILADELPHIA CONVENTION  
& VISITORS BUREAU

**Gregg Caren**  
*President & CEO*  
PHILADELPHIA CONVENTION  
& VISITORS BUREAU

**David A. Nasatir, Esq.**  
*Chair of the Board*  
PENNSYLVANIA CONVENTION  
CENTER AUTHORITY

**John J. McNichol**  
*President & CEO*  
PENNSYLVANIA CONVENTION  
CENTER AUTHORITY

## PHLCVB MISSION

The Philadelphia Convention and Visitors Bureau creates positive economic impact across the Philadelphia region, driving job growth and promoting the health and vibrancy of our hospitality industry by marketing the destination, the Pennsylvania Convention Center and attracting overnight visitors. Our work engages our local community as well as culturally and ethnically diverse regional, national and international convention, sporting event and tourism customers.

## PCCA MISSION

The Pennsylvania Convention Center Authority is charged by the Commonwealth of Pennsylvania as the steward of the public good; assuring the successful operation of the Pennsylvania Convention Center and to drive economic prosperity for the greater Philadelphia region as a world-class convention center.





## **THANK YOU NICK DEBENEDICTIS FOR 18 YEARS OF SERVICE TO THE PHLCVB**

Longtime PHLCVB board chair Nicholas DeBenedictis retired in 2022 from the leadership position after 18 years. The PHLCVB and Philadelphia's tourism and hospitality community honored Nick with resolutions from Philadelphia City Council, the PCCA, and the PHLCVB board of directors in addition to a tribute from Philadelphia Mayor Jim Kenney. The PHLCVB office's board room was also renamed in Nick's honor to recognize his unwavering service to the organization.

Nick has been a key figure in working with the PHLCVB to attract significant national and international events to Philadelphia, including the 2015 World Meeting of Families and Papal Visit, 2016 Democratic National Convention, 2017 National Football League (NFL) Draft, 2026 Major League Baseball (MLB) All-Star Game, and FIFA World Cup 2026™. He remains an active member on the board of directors.

## **WELCOME NEW BOARD CHAIRS**



### **KAREN DOUGHERTY BUCHHOLZ, BOARD CHAIR, PHILADELPHIA CONVENTION AND VISITORS BUREAU**

Karen Dougherty Buchholz serves as executive vice president of administration for Comcast Corporation where she has held various positions during her more than 20-year tenure. She founded the organization's first corporate communications infrastructure, and was responsible for the development of both corporate headquarters, the Comcast Center, and neighboring Technology Center. She also led the organization's diversity, equity, and inclusion efforts for nearly 10 years, at one point serving as chief diversity officer. Under her leadership, Comcast launched employee resource groups and drove progress in supplier diversity, diverse programming, and community impact initiatives.



### **DAVID A. NASATIR, ESQ., BOARD CHAIR, PENNSYLVANIA CONVENTION CENTER AUTHORITY**

The board of directors of the Pennsylvania Convention Center Authority voted unanimously to elect David A. Nasatir, Esq. as its chair. Chair Nasatir is the chairman of the firm Obermayer Rebmann Maxwell & Hippel LLP, a Mid-Atlantic full-service law firm based in Center City Philadelphia. In addition to leading Obermayer, he also chairs both the Business and Finance Department and the Workout and Lender Liability group. In November 2022, Pennsylvania Governor Josh Shapiro appointed Chair Nasatir as legal co-counsel to his transition team which advised key leadership groups and steered major policy decisions.

# BACK ON TRACK

## 2022 MEETINGS, CONVENTIONS, & EVENTS RESULTS

### ALL PHLCVB RELATED EVENTS†

† Source: Tourism Economics



**224**  
Events



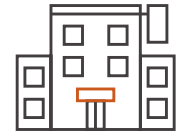
**19**  
Citywides



**494,300**  
Attendees



**513,400**  
Room Nights



**\$621.6M**  
Total Hotel Room  
Revenue

### ALL PHLCVB EVENTS HELD AT THE PENNSYLVANIA CONVENTION CENTER‡

‡ Source: Tourism Economics



**41**  
Events



**399,400**  
Attendees



**385,800**  
Room Nights

**71%**  
Of Citywide Conventions  
Booked In 2022  
Were Repeat Business

### ALL EVENTS HELD AT PCC\*

\* Source: PCCA/ASM Global



**109**  
Events



**552,000**  
Attendees



**\$406M**  
Economic Impact

## PHLCVB BUSINESS BOOKED IN 2022 FOR FUTURE YEARS – 2023 & BEYOND



**223**  
PHLCVB Future  
Booked Events



**14**  
Future Booked  
Citywides



**825,000**  
Estimated  
Attendees



**488,000**  
Estimated  
Room Nights

### EVENTS BOOKED IN 2022 FOR FUTURE YEARS

**2023**

86 Events

78,000 Total Room Nights

**2024**

19 Events

54,000 Total Room Nights

**2025**

18 Events

80,000 Total Room Nights

# ECONOMIC IMPACT

## PHLCVB RELATED 2022 MEETINGS, CONVENTIONS, & EVENTS

The PHLCVB is an economic engine and job creator for the City of Philadelphia. In 2022, the meetings, conventions, and events delivered supported the local economy through:

224  
TOTAL  
EVENTS



494,300  
ATTENDEES



513,400  
ROOM  
NIGHTS

2.3%

OTHER

6.9%

RECREATION

7.7%

TRANSPORTATION

6.8%

RETAIL

7.1%

BUSINESS SERVICES

25.6%

FOOD & BEVERAGE

43.6%

LODGING

SPEND  
BY  
SECTOR

\$224M  
DIRECT  
SPEND

This stimulated  
spending in  
many sectors.

Resulting in:

\$345M  
ECONOMIC  
IMPACT



which  
generated



\$17.2M  
State Tax  
Revenue



\$15.9M  
Local Tax  
Revenue

and directly  
supported



\$136.4M  
IN PERSONAL  
INCOME



2,400  
FTE\* JOBS

\*FTE= Full-Time Equivalent

Source: Tourism Economics

# SCORING BIG EVENTS

## PENNSYLVANIA CONVENTION CENTER

### 2022 EVENT HIGHLIGHTS



#### The American Federation of Labor and Congress of Industrial Organizations (AFL-CIO)

The American Federation of Labor and Congress of Industrial Organizations held its 29th Quadrennial Convention at the Pennsylvania Convention Center from June 12-15, 2022. The event included several guest speakers including President Joe Biden.



#### American Federation of State, County and Municipal Employees (AFSCME)

The American Federation of State, County and Municipal Employees 45th Biennial International Convention was held from July 10-15, 2022. This was the first time in four years that their members were all together, in person, and it was 40 years since they last held their event in Philadelphia.

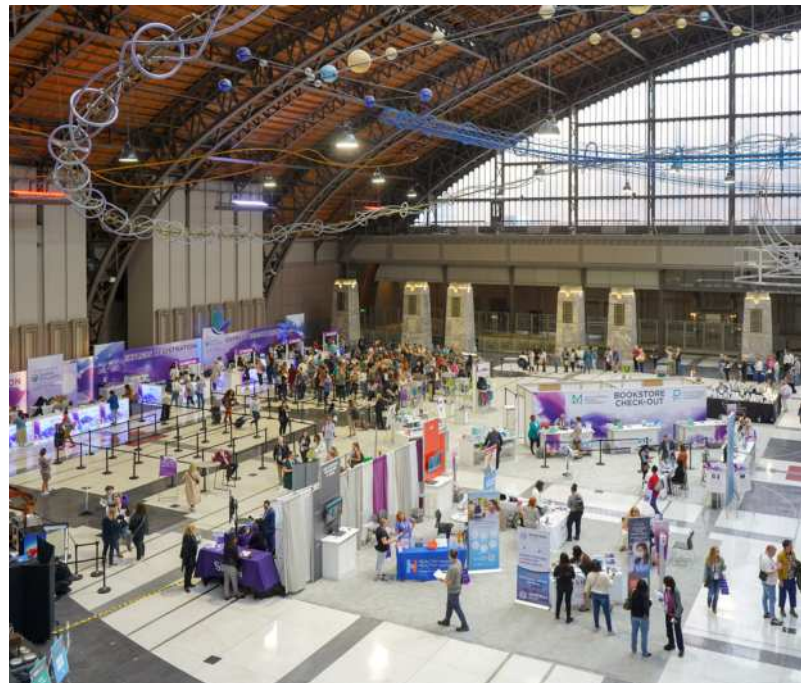


## NATURAL PRODUCTS EXPO EAST

Natural Products Expo East returned to the Pennsylvania Convention Center from September 28-October 1, 2022, welcoming almost 20,000 attendees and more than 1,200 exhibitors, 425 of which were first-time exhibitors. The Center worked closely with show management to help facilitate elements of the event's sustainability program.

## American Nurses Credentialing Center (ANCC)

The American Nurses Credentialing Center held its National Magnet Conference® and Pathway to Excellence Conference® from October 13-15, 2022. During the event, ANCC coordinated a text-to-give campaign to support PHLCares and the American Nurses Foundation.



## American College of Rheumatology (ACR)

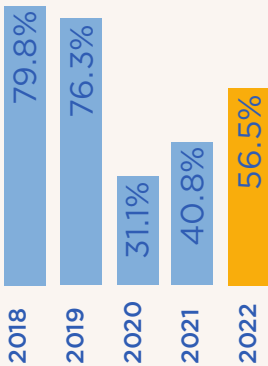
The American College of Rheumatology Convergence 2022 took place at the Pennsylvania Convention Center from November 10-14, 2022. The event is the world's premier rheumatology experience and welcomed thousands of rheumatology professionals to Philadelphia.

# DRIVING HOTEL ROOM NIGHTS

## 2022 PHILADELPHIA CENTER CITY HOTEL PERFORMANCE DATA



### HOTEL OCCUPANCY



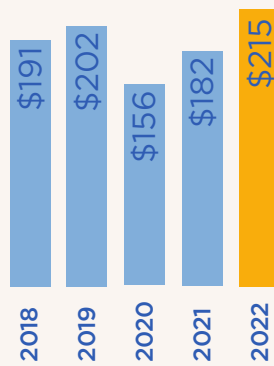
**56.5%**

Occupancy  
(+38.5% YOY)

15.7% Higher Occupancy



### AVERAGE DAILY RATE (ADR)

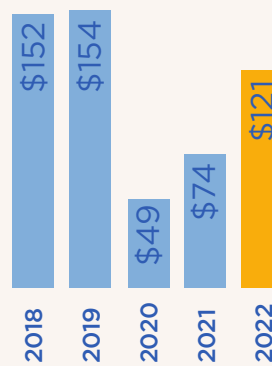


**\$215**

ADR  
(+18.1% YOY)  
\$33 Higher ADR



### REVENUE PER AVAILABLE ROOM (REVPAR)

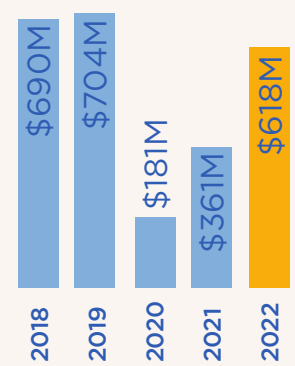


**\$121**

RevPAR  
(+63.5% YOY)  
\$47 Higher RevPAR



### HOTEL ROOM REVENUE



**\$618M**

Room Revenue  
(+71.2% YOY)  
\$257M Higher Room Revenue

## CITYWIDE CONVENTIONS BOOST HOTEL PERFORMANCE

Center City hotels thrived during citywide conventions versus comparable days with no citywide conventions.



**11%  
HIGHER  
OCCUPANCY**

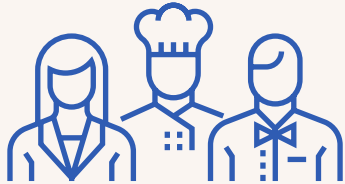


**\$15  
HIGHER  
ADR**

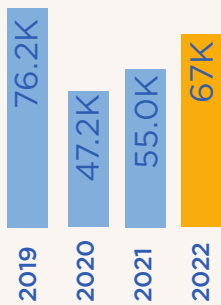


**\$33  
HIGHER  
REVPAR**





## HOSPITALITY WORKFORCE NUMBERS



**171,600K**  
2022 Philadelphia Region  
Workforce Number



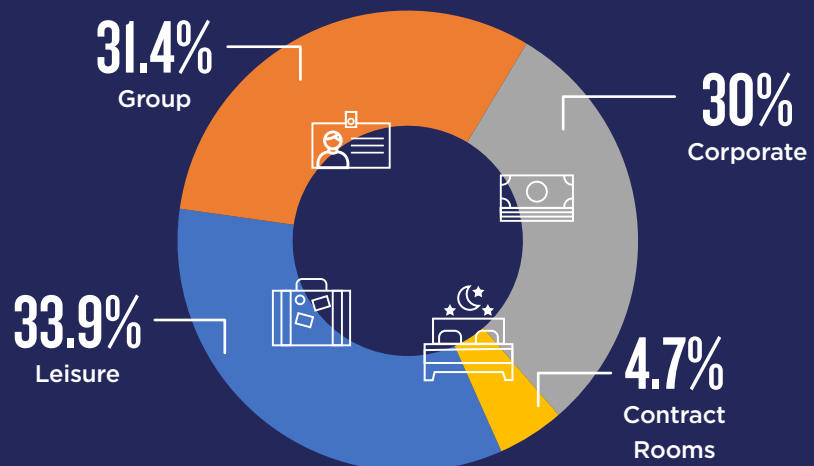
**67,000**  
2022 Philadelphia County  
Workforce Number

**13.1% YOY**  
recovering to  
10.4% below 2019 levels

**21.7% YOY**  
recovering to  
12.1% below 2019 levels

## HOTEL CUSTOMER MARKET SEGMENTS (ESTIMATED)

PERCENTAGE OF  
PHILADELPHIA TRAVEL  
ATTRIBUTED TO  
CONVENTION/MEETING  
VS. LEISURE



# THE PHLCVB HAS THREE BUSINESS DIVISIONS

that work alongside  
Convention Sales to  
secure new bookings for  
Philadelphia.

Each division –  
PHL Diversity, PHL Life  
Sciences, and PHL Sports  
– works seamlessly with  
the Sales and Destination  
Services teams and  
meeting planner customers  
to provide access to  
local industry experts,  
speakers, venues, and  
regional attractions.

# PHL LIFE SCIENCES

PHL Life Sciences is the first and only division of a CVB in the country focused on life sciences meetings. The division works to provide access to Philadelphia's substantial healthcare and higher education community of academics, medical and nursing leaders, healthcare experts, biotechnology, pharmaceutical, and related venture capital contacts.

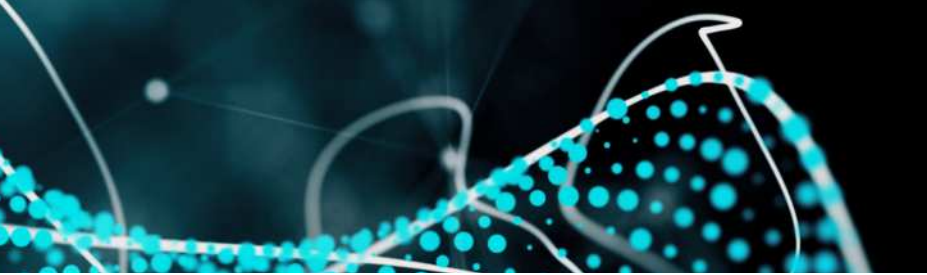
The PHL Life Sciences advisory board is comprised of **more than 50** local industry leaders, advocates, and innovators, chaired by Patrick M. Oates, Ph.D. Additionally, **Dr. Barbara Wadsworth**, Chief Operating Officer of Main Line Health, chairs the nursing leadership committee of **30 leaders** in Philadelphia's dynamic nursing community. In partnership with the PHL Life Sciences team, these advisory committees play a key role in connecting association leadership and planners with the network and tools for a successful meeting in Philadelphia.

## WELCOME PATRICK M. OATES, PH.D.

In 2022, **Patrick M. Oates, Ph.D.**, was named chair of the PHL Life Sciences Advisory Board. A lifelong Philadelphian, Oates has a doctorate in physiology and molecular biology, and serves as senior vice president of business development and strategic planning for EMSCO Scientific Enterprise, Inc., a local, minority-owned distributor of laboratory supplies and equipment, chemicals and pharmaceutical excipients. He is responsible for establishing partnerships for pharmaceutical companies and other life science entities to foster commercial growth.



The PHLCVB thanks past PHL Life Sciences Advisory Board co-chairs **Dr. Darryl Williams**, Senior Vice President of Science and Education at The Franklin Institute, and **Dr. Heather Steinman**, Vice President for Business Development and Executive Director of Technology Transfer at The Wistar Institute, for their service to the advisory board.



## PHL LIFE SCIENCES HIGHLIGHTS

PHL Life Sciences welcomed upwards of 10,000 attendees for American Nurses Credentialing Center's (ANCC) Magnet and Pathway Conference at the Pennsylvania Convention Center. The conference celebrates the outstanding accomplishments of nurses on the front lines and awards special designations for health care workers. The Philadelphia region is proud to have 17 magnet certified institutions.

American College of Rheumatology (ACR) Convergence 2022 welcomed over 7,800 attendees and exhibitors to the Pennsylvania Convention Center from November 10-14. ACR serves more than 7,700 specialty physicians, health professionals, and scientists worldwide. The annual meeting offered in-person, virtual, and on-demand opportunities, providing accessible options for all.

## 2022 PHL Life Sciences Events Results



**52**

Events



**79,745**

Attendees



**170,690**

Room Nights

## 2022 PHL Life Sciences Booking Results



**56**

Conventions Booked  
for Future Years



**41,399**

Estimated Attendees



**97,921**

Estimated  
Room Nights

# PHL SPORTS

For more than 30 years, PHL Sports has brought major sporting events and conventions to Philadelphia. The PHL Sports Advisory Board, chaired by Philadelphia Eagles President Don Smolenski, is comprised of 60 sports leaders, including the city's collegiate athletic directors, professional team executives, and City of Philadelphia officials, among many others. PHL Sports engages a wide range of community partners to promote and position Philadelphia as a top destination for marquee sporting events.

## 2022 PHL Sports Event Results



**34**  
Events



**243,100**  
Attendees



**103,111**  
Room Nights

### 2022 EVENT HIGHLIGHT

March 25, 2022, National Collegiate Athletic Association (NCAA) March Madness Sweet Sixteen was held at the Wells Fargo Center to sellout crowds rallying for their teams in the Big Dance. March Madness will return to Philadelphia in 2026.





# FIFA WORLD CUP 2026™

On June 16, 2022, Philadelphia secured one of the 11 Host City spots in the United States for the FIFA World Cup 2026™.

The event will be part of an incredible sports calendar that year, including the PGA Championship, Major League Baseball (MLB) All-Star Game, and the NCAA Men's Basketball Tournament.



**130,000**  
ESTIMATED  
ROOM NIGHTS



**400,000**  
ESTIMATED  
ATTENDEES

## 2022 BOOKING HIGHLIGHT

### PHILADELPHIA TO HOST WRESTLEMANIA 40 IN 2024

The week-long WWE® pop-culture extravaganza has grown into one of the country's biggest sporting events, including six major events at three venues over five days, including the two-day title show at Lincoln Financial Field. The Fan Fest will be held over five days at the Pennsylvania Convention Center, and the Wells Fargo Center will host Friday Night SmackDown®, 2024 WWE Hall of Fame Ceremony®, and Monday Night Raw®.



## 2022 PHL Sports Booking Results



**36**  
Sporting Events



**611,593**  
Estimated  
Attendees



**209,463**  
Estimated  
Room Nights

# PHL DIVERSITY

The PHLCVB was one of the first CVBs in the U.S. to establish a division highlighting the destination as a diverse, equitable, and inclusive location for meetings, events, conventions, and visitors. For more than 30 years, PHL Diversity has been connecting meeting planners to local diverse businesses and suppliers, and to community leaders who have shared values and goals and can help facilitate community engagement programs or serve as speakers and experts.



**PHL DIVERSITY RECEIVED THE 2022 CORPORATE AWARD FROM THE NATIONAL COALITION OF BLACK MEETING PROFESSIONALS (NCBMP) at their annual conference. The Corporate Award is presented every year to an organization that has demonstrated a record of making a strong positive impact for people of color within the meetings and events industry.**



## PHL DIVERSITY 2022 HIGHLIGHT

The Zeta Phi Beta Sorority, Inc., one of the country's largest women's service organizations, ended their 2022 Grand Boulé on Sunday, July 24, 2022 in Philadelphia. 6,000 members of the historically African American sorority gathered at the Pennsylvania Convention Center for a week that included ceremonies, award presentations, a massive expo marketplace, a Mary J. Blige concert, and much more.

## 2022 PHL Diversity Event Results



**19**  
Events



**14,420**  
Attendees



**21,561**  
Room Nights

## 2022 PHL Diversity Booking Results



**21**  
Events Booked



**29,581**  
Estimated Attendees



**25,095**  
Estimated Room Nights

# PENNSYLVANIA CONVENTION CENTER DIVERSITY & INCLUSION

In 2022, the “Doing Business” with the Pennsylvania Convention Center program continued to grow. Strengthening the connections to strategic community partners to reach the diverse businesses in the Greater Philadelphia area has yielded significant results and great feedback. Additionally, there has been a 30% increase in the registered Minority, Women, and Disadvantaged Business Enterprise (MWDDBE) businesses in the vendor portal.

The December 2022 event which focused on capital projects brought together dozens of prime contractors and diverse subcontractors for an informational program. The MWDDBE event provided an opportunity for networking, MWDDBE vendors pitch presentations, building tours, and the PCC team providing information on the RFP and bid processes and procedures.



# PHLCVB GLOBAL TOURISM

## WELCOMING VISITORS BACK

The PHLCVB Global Tourism team is dedicated to increasing Philadelphia's position as a leading destination for overseas visitors and domestic group tours. In partnership with five in-market representation offices, the Philadelphia-based Global Tourism team promoted the destination in 8 global markets in 2022.



United Kingdom



Ireland



Germany



Austria



Switzerland



France



India



China

## OVERSEAS TRAVEL HIGHLIGHTS

In 2022, inbound overseas travel finally resumed, and global visitors were back in Philadelphia's airport, hotels, attractions, shops, and restaurants.

**Overseas arrivals to Pennsylvania consistently outperformed the national average.**

Inbound overseas visits to Philadelphia recovered to 63%, while the national average was at 57%. The top recovery markets for Philadelphia aligned with our key market focused strategy and included **India recovering to 80%**, **Netherlands to 88%**, and **Ireland to 97% of pre-pandemic levels.**

### STRONGEST RECOVERY MARKETS



## GLOBAL TOURISM ACTIVITY HIGHLIGHTS



17

Global Tradeshows



1,960

Travel Agents Trained



34

Multi-Week Marketing Campaigns



500+

Media Engagements



## IN 2022, OVERSEAS VISITORS ACCOUNTED FOR:



**55%**

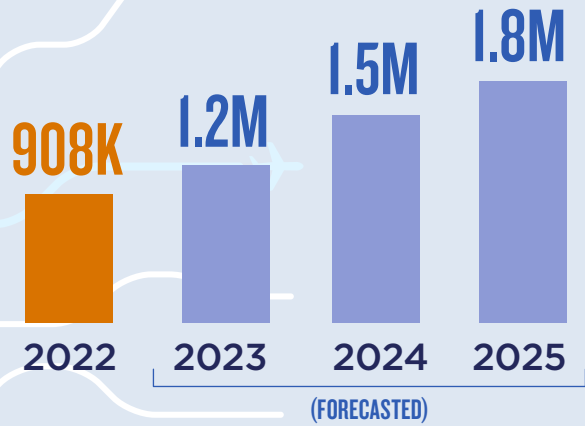
All international visitation



**72%**

All international visitor spending

## HOTEL ROOM NIGHTS GENERATED BY OVERSEAS VISITORS



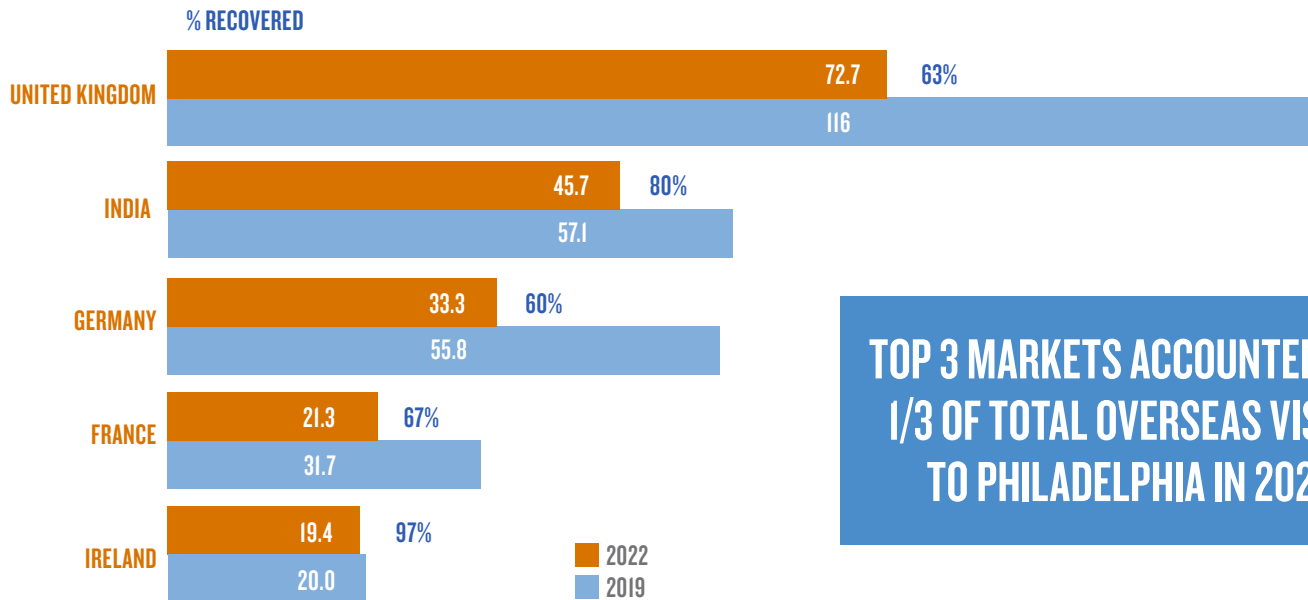
# 2022 OVERSEAS VISITATION RESULTS

Philadelphia's global tourism saw a strong recovery with more than 440,000 visitors choosing to travel to the city from overseas in 2022.



## TOP 5 OVERSEAS SOURCE MARKETS FOR PHILADELPHIA

VISITS IN THOUSANDS



**TOP 3 MARKETS ACCOUNTED FOR 1/3 OF TOTAL OVERSEAS VISITS TO PHILADELPHIA IN 2022**

Source: Tourism Economics, April 2023

# ECONOMIC IMPACT OF OVERSEAS VISITORS



**444,200**  
OVERSEAS VISITORS

**\$332.4M**  
VISITOR SPENDING

Contributed to

**\$548.5M**  
ECONOMIC IMPACT

Directly supported



**4,664**  
JOBS

Which created

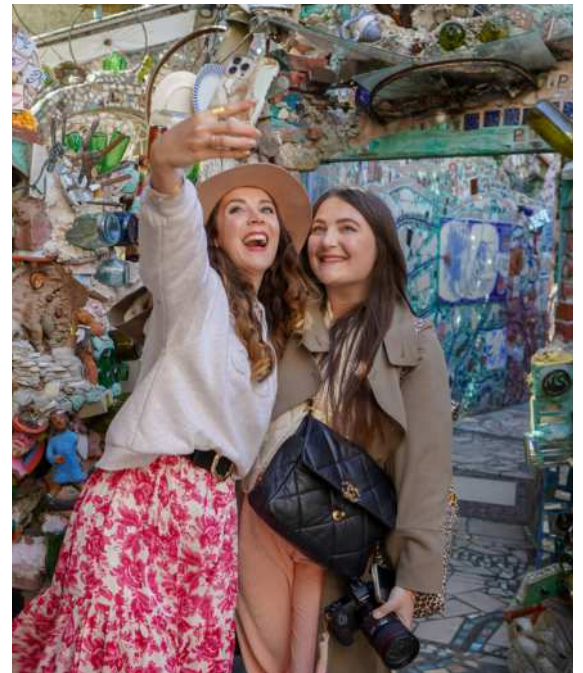
**\$195.8M**  
PERSONAL INCOME  
FOR PHILADELPHIA RESIDENTS

# GLOBAL MEDIA FAMILIARIZATION (FAM) TOURS

The PHLCVB's familiarization (FAM) tour program resumed in spring 2022, culminating in the largest media FAM tour, showcasing Philadelphia's vibrant arts and culture scene. From October 10-14, 20 journalists from five key overseas markets — **UK, France, Germany, Italy, and India** — experienced the new "Modigliani Up Close" exhibit at the Barnes Foundation, toured the city's growing collection of murals with Mural Arts Philadelphia, mingled with makers and arts organizations at The Clay Studio, and discovered a variety of other iconic Philadelphia travel experiences. Media FAM tours are designed to generate media coverage to spark the interest of potential visitors and inspire future travel to the region.

In total, in 2022, the PHLCVB **hosted 50 writers, influencers, and bloggers**, and kept Philadelphia in the global spotlight by engaging with **over 500 key global media outlets** abroad.

As a result of these efforts, Philadelphia shined on the pages of **over 460 articles** around the world, including **The Telegraph, the Times, and National Geographic** — just to name a few.



## PHILADELPHIA ORCHESTRA TOUR SALES MISSION

Traveling alongside the Philadelphia Orchestra on its European festival tour, the PHLCVB Global Tourism team engaged with over **180 key customers and influential media in seven cities across the UK, Germany, France, and Switzerland**, in partnership with The Countryside of Philadelphia.



# PHLCVB MARKETING & COMMUNICATIONS

The Marketing and Communications team crafts content and campaigns that promote Philadelphia, the PHLCVB, and the Pennsylvania Convention Center through a variety of programs targeting meeting and event planners, influencers, convention attendees, domestic group tour operators, overseas leisure travelers, and travel trade professionals.

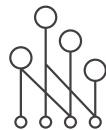


## PHLCVB MARKETING CAMPAIGNS

The PHLCVB uses a variety of paid media channels targeting meeting and convention, domestic group, and travel trade audiences. This year the team expanded its focus from regional to national campaigns with attention on paid content distribution opportunities (advertorials, e-newsletters, video, and premier placements). In addition to working with traditional industry publications, the plan was diversified to include non-industry sites including the Wall Street Journal, Forbes Media, CNBC, and New York Times business.



**82**  
Campaigns



**12**  
Outlets



**32.4M**  
Paid Digital Media Impressions



**794,705**  
Clicks

## DOMESTIC & OVERSEAS EARNED MEDIA

By working with journalists across the globe daily, the PHLCVB earns valuable exposure for Philadelphia—positioning the city as a top overseas travel destination and a premier place to hold a convention or event.

### TOTAL EARNED MEDIA



**940**  
Total Articles



Travel & Tourism  
**Many large events and conventions, including the Army-Navy Game, are returning to Philadelphia in 2022**

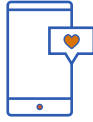
– Philadelphia Business Journal



The PHLCVB hosted Cathy Adams, senior content editor at The Times and Sunday Times, UK in October 2022.

# PHLCVB SOCIAL MEDIA

**12 ACCOUNTS**  
**4 COUNTRIES**  
**4 LANGUAGES**



**371,333** Total Followers In 2022

**39,643** Audience Growth In 2022

CHANNELS:

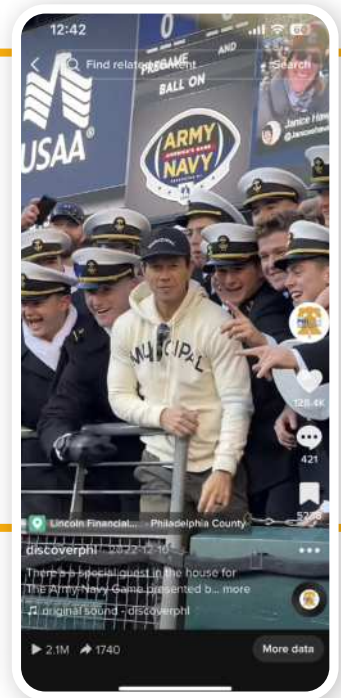


## SOCIAL MEDIA HIGHLIGHT

Live coverage of The Army-Navy Game presented by USAA resulted in a viral video with:

**+2M views**

**+128,000 engagements**  
 across platforms



## SHORT-FORM VIDEO

**4,568,984** video views  
 across all social platforms

**+117% YOY**  
 increase  
 from 2021



# PCC SOCIAL MEDIA

**5,364**  
 followers

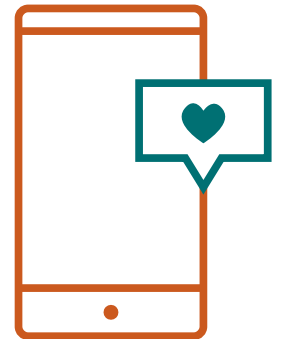
**15,796**  
 followers

**23.8K**  
 TOTAL FOLLOWERS

**1,072**  
 followers

**1,603**  
 followers

**1.12K**  
 FOLLOWER INCREASE



In 2022 the Pennsylvania Convention Center invigorated its social media presence by renewing a focus on dynamic and engaging content. By putting an emphasis on sharing sharp graphics, prioritizing video, and amplifying the messaging of our community partners and customers, the Center was able to reach more than half a million users through social media. The continued growth of each platform underscores the importance of meeting customers, visitors, and community members where they are with information that is both useful and appealing.

# PHLCVB PARTNERSHIPS

2022 represented a year of exciting progress for the Partnership department with purposeful networking and educational events aimed at strengthening the bond with valued partners. One achievement this year was the launch of a new benefit — the Discover Deals program from Bandwango. This program is a destination pass that allows attendees to explore and experience partners' establishments through exciting incentives.

The team also conducted several educational webinars to teach partners how to leverage the PHLCVB tools and resources available to them to grow their businesses. The refreshment of the Partner Portal now includes a library of video tutorials that are designed to help partners grow their businesses in the hospitality and tourism industry.

## HIGHLIGHTS:



**646**

Partners



**71**

New Partners



**93%**

Retention



**6**

Events





2022 Philadelphia Convention  
& Visitors Bureau

# Annual Luncheon

**AT THE PHILADELPHIA MUSEUM OF ART  
NOVEMBER 23, 2022**

**We were thrilled to host over 700 attendees  
representing over 160 companies  
at the Annual Luncheon.**

Proceeds benefit the Philadelphia Convention  
& Visitors Bureau Foundation.



# PENNSYLVANIA CONVENTION CENTER STRATEGIC INITIATIVES & PARTNERSHIPS

The Pennsylvania Convention Center has a strong, cooperative partnership with several trade unions that provide professional labor for events and shows that are hosted in the facility. These union partners include the International Brotherhood of Electrical Workers Local 98; the Laborers International Union of North America Local 332; the International Alliance of Theatrical Stage Employees Artists and Allied Crafts Local 8; and the International Association of Bridge, Structural and Ornamental Iron Workers Local Union 161.

The Pennsylvania Convention Center Authority (PCCA) and ASM Global, the facility's venue management company, work together to implement strategic initiatives focused on maintaining strong partnerships with professional labor and creating a customer friendly environment for show management and exhibitors.



## CUSTOMER SATISFACTION AGREEMENT (CSA) RENEWAL AND CUSTOMER SERVICE

The Pennsylvania Convention Center Authority, together with ASM Global, has worked closely with trade show labor partners to craft a labor strategy that was competitive, customer focused, and fair to organized labor.

Resulting from these efforts, the Customer Satisfaction Agreement was established to clearly define work jurisdictions and address concerns that were raised by both customers and the trade unions that operate in the Pennsylvania Convention Center. The agreement was executed in May 2014 and had an initial expiration date in 2024.

During the first few years of the agreement, changes were made to further clarify work rules and expand the rights of exhibitors at the Pennsylvania Convention Center. Since its implementation, the agreement has been extended twice, and has a current expiration date in 2034.

Developing this long-term agreement with trade partners has provided the benefits of labor certainty for workers, cost certainty for customers, and an improvement in customer satisfaction ratings.

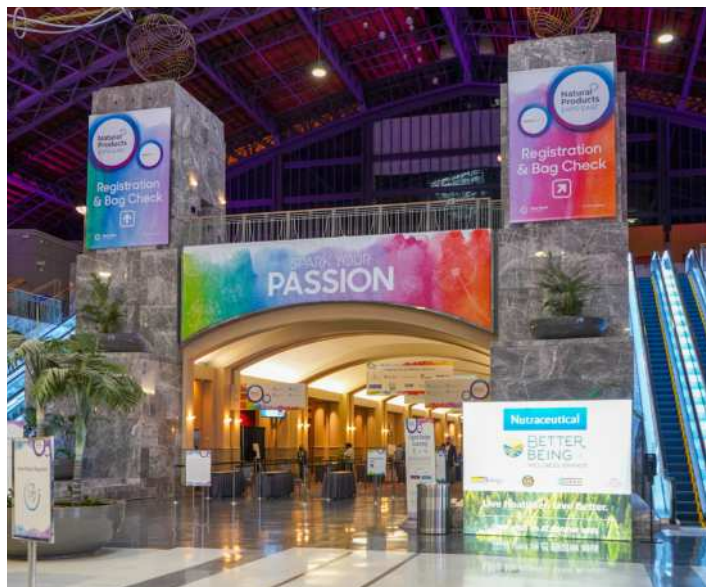
The CSA remains a living document that guides the relationship between the Pennsylvania Convention Center, labor partners, and exhibitors and provides a roadmap to creating a positive customer experience for guests.

## HOSPITALITY INDUSTRY ADVANCEMENT TRUST (HIAT) FUND

During the most recent Customer Satisfaction Agreement (CSA) extension discussions, the idea for a worker training program which focused on the development of skills more relevant to the convention industry was explored. The outcome was the creation of the Hospitality Industry Advancement Trust (HIAT) Fund, a joint initiative between the Pennsylvania Convention Center and its trade show labor partners.

Believed to be the first of its kind in the country, the HIAT Fund will support enhanced training opportunities in the areas of safety, development of technical skills, and customer service and hospitality — “Safety, Skills, and Smiles.”

This innovative, joint initiative between Convention Center labor and management will improve workplace safety, provide additional skills training to enable the Center to offer customers the most economical build-outs possible, and provide all guests with a positive and memorable experience.





# PENNSYLVANIA CONVENTION CENTER COMMUNITY IMPACT



A business-led initiative offering meaningful solutions for those experiencing homelessness, PHLCares provides access to long-term housing,

wraparound services, and resources needed to succeed. The initiative was founded by the Pennsylvania Convention Center Authority, led by President and CEO John J. McNichol; Wawa, Inc. represented by Dave Simonetti, Senior Director of Store Operations; PREIT led by Joe Coradino, Chairman and CEO; and is a donor-advised fund made possible through a partnership with the Philadelphia Foundation.



**ASM Global ACTS** was launched in fall 2021 as the corporate social responsibility arm of ASM Global. The Pennsylvania Convention Center was one of four inaugural convention centers to begin incorporating the program, which has now grown to include 30+ venues. In 2022, ASM ACTS made considerable achievements.

## THE PROGRAM IS BASED ON THREE KEY PILLARS:

### 1 PROTECT THE ENVIRONMENT

**ELECTRICITY RECS** increased daily purchase of renewable energy certificates to 50%

**MET LANDFILL DIVERSION RATE** goal of 50%

### 2 INVEST IN PEOPLE

**ASM GLOBAL STARS SCHOLARSHIP PROGRAM** Three Philadelphia undergraduate students were awarded scholarships from the Pennsylvania Convention Center Authority (PCCA) and ASM Global.

**PARTICIPATED IN** the **AL DÍA Newspaper DiverseCity Career Fair**

**HOSTED** an 8-week college internship in the ASM Engagement Department

### 3 STRENGTHEN OUR COMMUNITIES

#### ASM Global Acts Backpack Drive

PCCA and ASM Global hosted a backpack drive with various volunteers and provided 200 backpacks to students in foster care, in partnership with Methodist Family Support Services. The backpacks were filled with school supplies donated by PCC staff, trade union partners, and various vendors.



#### ASM Global Month of Giving

- **TURKEY DERBY** — PCC staff donated 70 turkeys to Philabundance during the holidays, to help with their efforts to fight hunger in our region.
- **GIFT CARD DRIVE** — PCC held its annual gift card drive to help the children and families served by Support Center for Child Advocates.
- **PHILADELPHIA MARATHON SHOE DRIVE** — PCC partnered with the Philadelphia Marathon to donate new or gently used shoes which were shipped to Hungary and Poland to support Ukrainian refugees.

# PENNSYLVANIA CONVENTION CENTER SAFETY, BUILDING UPGRADES, AND SUSTAINABILITY

## GBAC STAR REACCREDITATION, VENUE SHIELD, TRAINING, FUTURE PLANS

For the second consecutive year, PCC received the Global Biorisk Advisory Council (GBAC) STAR reaccreditation. The recognition is the gold standard for safe venues and underscores the health and resilience of the Center as a facility and as an industry leader in sustainability and social responsibility. PCC remains committed to maintaining and delivering programs that support a clean, safe, and healthy environment for workers and guests.



## SIEMENS

PCC's commitment to sustainability and building efficiency created a perfect partnership with Siemens in implementing an ESCO (Energy Savings Company) project at the Center.



Improve Facility Operations



Reduce Carbon Footprint



**\$30M**  
Invested



**\$14M**  
Cumulative Guaranteed Energy Savings



Offer visitors and employees a safe, comfortable, and positive experience



## FILBERT STREET TRANSFORMATION PROJECT

PCCA proudly supported the Reading Terminal Market Corporation as it unveiled the Filbert Street Transformation Project in the fall of 2022. A \$300,000 grant from the PCCA contributed to funding the project and the Center's Director of Engineering and Capital Projects, Stephen Shepper had a major hand in the execution of the transformation. The \$1.5 million initiative created one of Philadelphia's first "curbless" multi-purpose streets on the 1100 block of Filbert Street by widening the sidewalk and improving access to public transportation and parking flexibility. The project created the opportunity for increased dining capacity, pop-up retail kiosks, public art, and cultural programming. PCC has since committed additional resources to fund lighting improvements on the newly redesigned block to further enhance the area and benefit shoppers, diners, convention guests, and the local community.





PENNSYLVANIA CONVENTION CENTER

W 1400th  
Cherry St  
Lenfest Plaza  
Broad St

# PENNSYLVANIA CONVENTION CENTER MISSION STATEMENT

The Pennsylvania Convention Center Authority is charged by the Commonwealth of Pennsylvania as the steward of the public good; assuring the successful operation of the Pennsylvania Convention Center and to drive economic prosperity for the greater Philadelphia region as a world-class convention center.

The Authority seeks to fulfill its mission by:

- **FOSTERING** a service-oriented culture in which delivering a positive customer experience is at the forefront and focus of all decisions
- **ESTABLISHING** best practices in the convention, event, and hospitality markets to expand business and enhance the customer experience
- **INVESTING** in state-of-the-art technological infrastructure to provide customers with access to the latest innovations and tools
- **PARTNERING** with shareholders and strategic partners in the Commonwealth to maximize the business impact of the Center while maintaining a strong commitment to diversity

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# ASM GLOBAL

## PENNSYLVANIA CONVENTION CENTER FACILITY MANAGER

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues. Proudly, ASM Global is now in its eighth year of managing the Pennsylvania Convention Center (PCC).

**IN 2022**, the meetings industry experienced a resurgence of in-person events and the primary focus for ASM Global was to create a safe and welcoming environment as well as an enhanced customer service experience for all guests at the Pennsylvania Convention Center.

Health and safety remain a top priority at the Center and ASM Global continues to follow VenueShield health and safety protocols based on industry best practices. These protocols, coupled with the Pennsylvania Convention Center Authority's ongoing capital improvements, allowed the facility to achieve its Global Biorisk Advisory Council (GBAC) STAR reaccreditation for a second consecutive year.

**ASM GLOBAL** continues to work closely with the Pennsylvania Convention Center Authority and trade show labor partners to ensure that the relationship with customers remains a positive experience. The expiration date of the Customer Satisfaction Agreement (CSA) was extended to 2034, which provides customers with an added level of predictability and stability for their long-term event planning.

Additionally, the launch of the innovative Hospitality Industry Advancement Trust (HIAT) Fund is a trailblazing step taken by the Pennsylvania Convention Center to improve its competitiveness and further ensure the evolving needs of customers are being met.

**ASM'S COMMITMENT** to community engagement and diversity and inclusion guided operations throughout the year. In 2022, the Pennsylvania Convention Center completed its first year of projects under ASM Global Acts, the corporate social responsibility program launched in October 2021. Through the program, ASM Global and the Pennsylvania Convention Center Authority coordinated initiatives such as the ASM Global Acts Backpack Drive, ASM Global Stars Scholarship Program, and the ASM Global Month of Giving, each of which had a significant impact on the local community and underscored the Center's dedication to improving the community in which it serves.

One of the components of the ASM Global Acts social responsibility initiative is environmental stewardship. During the year, the Pennsylvania Convention Center reaffirmed its commitment to reducing the environmental impact of its operations and expanded its sustainability goals. Some of the objectives that were achieved under the program included increasing the daily purchase of renewable energy certificates to 50%, increasing the waste diversion rate goal to 50%, and eliminating single use plastics in the venue. These initiatives further positioned the Pennsylvania Convention Center as a leading "green" facility and a reliable partner for customers' sustainability efforts.

 [asmglobal.com](https://asmglobal.com)

 [@ASMGlobalLive](https://www.instagram.com/asmgloballive)

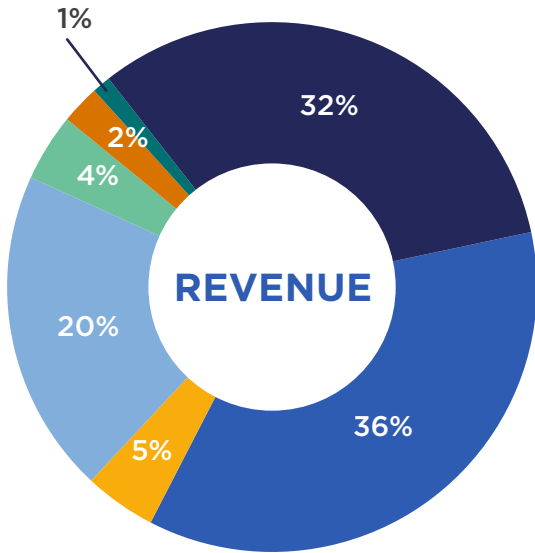
 [ASM Global Live](https://www.facebook.com/asmgloballive)

 [@ASMGlobalLive](https://www.twitter.com/asmgloballive)

“ The Pennsylvania Convention Center is one of the leading convention venues in the United States and a major economic driver for the Commonwealth of Pennsylvania. As an ASM Global managed facility, we take this role very seriously and our focus has been on reinforcing the Center's position as a pivotal force in Philadelphia's hospitality and tourism industry and further establishing the Pennsylvania Convention Center as a partner to our customers and the local community. These objectives have only been achievable because of the dedicated and hardworking team at the Pennsylvania Convention Center. ”

— Dan Hoffend, Executive Vice President, Convention Centers, ASM Global

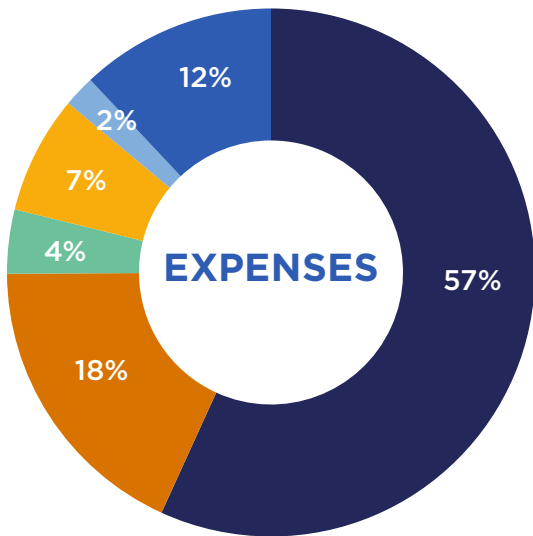
# PHLCVB FINANCIALS FY 2022



- Hotel Tax: \$7,565,881
- Revenue from Contracts: \$4,176,000
- City/State Funding: \$924,315
- Partnership Revenue: \$870,186
- PHiL: \$501,595
- Publications & Other: \$235,356
- Non-Operating Revenue: \$ 6,794,994

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**Total Revenue: \$21,068,327**



- Convention Sales: \$7,224,028
- Marketing & Communications: \$2,303,985
- General Administration: \$1,525,291
- Global Tourism Sales: \$919,121
- Group Tour Sales: \$498,498
- Partnership: \$245,630

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**Total Expenses: \$12,716,553**

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**Change in Net Assets: \$8,351,774**

The PHLCVB appreciates the partnership and contributions of the Pennsylvania Convention Center Authority, the Commonwealth of Pennsylvania, the City of Philadelphia, and the Philadelphia Hospitality Investment Levy.

# PHLCVB BOARD OF DIRECTORS

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**PHILADELPHIA BUSINESS JOURNAL'S  
2022 POWER 100**

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Senior Vice President, Convention Division

**PHILADELPHIA BUSINESS JOURNAL'S  
2022 WOMEN OF DISTINCTION**

**JOE HELLER**

Senior Vice President of Marketing & Communications

**PHILADELPHIA BUSINESS JOURNAL'S  
40 UNDER 40 AWARD**

**DARRYL IRIZARRY, JR.**

Director of Partnership and Strategic Alliances

**2022 AL DÍA  
40 UNDER FORTY AWARD**

## Philadelphia Convention & Visitors Bureau FOUNDATION

The PHLCVB Foundation promotes, beautifies, and celebrates Philadelphia in an effort to stimulate its tourism industry. The Foundation works collaboratively with the City of Philadelphia and the Commonwealth of Pennsylvania on projects that make the city even more inviting to visitors, especially those attending a convention, special event, or traveling from another country. In addition, the PHLCVB Foundation helps Philadelphians prepare themselves for and enjoy meaningful careers in the region's dynamic hospitality industry and assists corporate visitors in identifying meaningful local social investments.

The PHLCVB Foundation is focused on four hospitality-related areas that support Philadelphia's tourism industry:

- Economic Development
- Hospitality Education
- Hospitality Industry Support
- Community Improvement and Outreach



**Efrosini Kamariotis, recipient of the 2022 Marie Baker Brown Scholarship**, with (from left) Arthur M. Ayres, Jr., Senior Vice President, Finance and Administration, Maria Grasso, Senior Vice President, Convention Division, Gregg Caren, President & CEO, and Caryn Mousley, Destination Services Manager.



## ECONOMIC DEVELOPMENT

The PHLCVB Foundation partnered with the City of Philadelphia, the Commonwealth of Pennsylvania, and many other hospitality organizations to promote Philadelphia as a dynamic travel destination and location for large events. The Foundation supports the regional efforts that lead to Philadelphia hosting premier events, such as the City's successful bid to host FIFA World Cup 2026™.

## HOSPITALITY INDUSTRY SUPPORT

The Foundation's programs highlight and support the region's dynamic hospitality sector and events that showcase and celebrate the work of everyone employed in the region's hospitality industry. By highlighting existing employees and their accomplishments, the Foundation helps develop a robust workforce for the regional hospitality industry. The Foundation also supports Tourism Diversity Matters, the collaborative leader of Diversity, Equity and Inclusion (DEI) initiatives and concepts in the tourism industry.

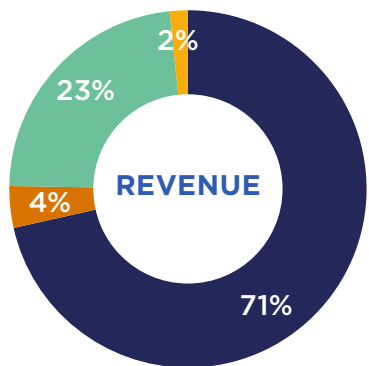
## COMMUNITY IMPROVEMENT AND OUTREACH

The Foundation supports projects such as PHLCares, a high-impact, business-led response to Philadelphia's chronic street homelessness problem, mobilizing resources and leadership for real solutions — housing, jobs, and services — to end homelessness. The Foundation supported the design of PHLCares.com and promotional assets. It also supports key initiatives to improve the quality of life in Philadelphia and to beautify and enhance high-profile public spaces. Its goal is to ensure that parks, historical sites, monuments, and buildings — particularly those located in the city's historic, cultural, and convention corridors — remain well maintained and welcoming to the public.

## HOSPITALITY EDUCATION

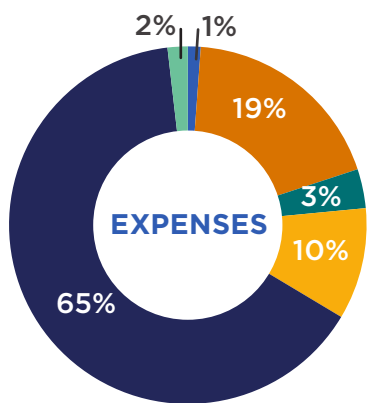
The Foundation supports projects that train and educate individuals for careers in the hospitality sector and provides an annual scholarship — **Marie Baker Brown Scholarship** — for hospitality students enrolled at local universities. It produces programming designed to provide guidance to high school and college students interested in careers in the hospitality field. This program strives to ensure that Philadelphia's diverse communities have the opportunity to participate in and benefit from the economic benefits driven by the tourism industry.

# PHLCVB FOUNDATION FINANCIALS 2022



- Corporate Sponsors: \$218,000
- Other: \$70,455
- Other Contributions: \$11,500
- Non-Operating Revenue: \$ 4,982

**Total Revenue: \$304,937**



- Fundraising: \$182,311
- Hospitality Industry Support: \$53,000
- Economic Development: 28,516
- Hospitality Education: \$10,000
- General Administration: \$5,144
- Community Improvement & Outreach: \$3,276

**Total Expenses: \$282,247**

**Change in Net Assets: \$22,690**

## GENEROUS FUNDERS OF THE PHLCVB FOUNDATION

PECO

The Sylvia W. and Randle M. Kauders Foundation

Lockheed Martin

Life Sciences Pennsylvania

Ankura

Freedom Mortgage Corp.

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W | ELEMENT HOTEL PHILADELPHIA

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*Regional Development Director, Washington DC Region*  
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**William Wilson**  
*Principal In Charge*  
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**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau

[discoverPHL.com](http://discoverPHL.com)

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Convention Center**  
PHILADELPHIA

AN  MANAGED FACILITY

[paconvention.com](http://paconvention.com)

*Pennsylvania*  
pursue your happiness<sup>®</sup>

 **PHL** PHILADELPHIA  
INTERNATIONAL AIRPORT

