

2018 ANNUAL REPORT



PHLCVB
Philadelphia Convention
& Visitors Bureau

WHERE A LONG LINE OF PIONEERS BREEDS THE MODERN SPIRIT OF CAN-DO.

VISION

The Philadelphia Convention & Visitors Bureau envisions a bright, culturally rich and thriving future for Philadelphia and its region. Both a source of local pride and a destination sought by travelers from near and far, employers will benefit from a deep and diverse talent pool and Philadelphia will become a gateway to the world.

A vibrant place to live, work, play and convene, the Philadelphia region will attract economic investment, be a source of diverse and distributed opportunity and a place where people always feel at home but never leave without a story.

MISSION

The PHLCVB 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.



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Message from Leadership

Dear Stakeholders,

As we look back on yet another successful year for Philadelphia's tourism and hospitality community, we are proud of the work our team has done to ensure that our industry not only grows but continues to produce amazing economic results for our city. Year after year, our destination continues to surprise and delight our customers and visitors. They see what we see—that Philadelphia is a vibrant place to live, work, visit and meet.

2018 set new records across most of our industry's key performance metrics—more visitors came to our city, stayed in our hotels and spent money with our members and partners—driving positive economic impact for Philadelphia. Hotel occupancy hit a modern-day record, buoyed by a strong start to the year, with Philadelphia ranking number one for growth (vs. 2017) in hotel group demand among the top 25 U.S. markets through the first six months.

In 2018, we also launched our new brand communications platform *Frankly Philadelphia*, which has led the way for our team to re-envision our path forward. We know that meeting planners, convention attendees and overseas visitors collectively crave one thing: indelible experiences. Our team stops at nothing to deliver on that desire. We call it **unstoppable ingenuity**, and it's this idea that sits at the heart of many of the successes and metrics contained in this report.

Collectively, all of our tourism partners have joined together in achieving great results. With a strong and growing hospitality industry, Philadelphia's future continues to look bright. The PHLCVB remains focused on our role as an economic engine for Philadelphia, and we are proud to be a part of the city's success story.

Nick DeBenedictis
Chairman of the Board

Julie Coker Graham
President & CEO

“The PHLCVB has played a major role in the positive growth and development of our city. Through their work, Philadelphia is now viewed as a top destination for meetings, conventions, sporting events and visitors from across the globe.”

Jim Kenney
Mayor, City of Philadelphia

“The work of the PHLCVB is critical to the success of the commonwealth's tourism industry, one of the largest employment sectors in Pennsylvania. The economic impact generated by visitors brought to Philadelphia and the Pennsylvania Convention Center by the PHLCVB have positive ripple effects throughout the commonwealth—resulting in job opportunities for thousands of workers and taxes that support programs across Pennsylvania.”

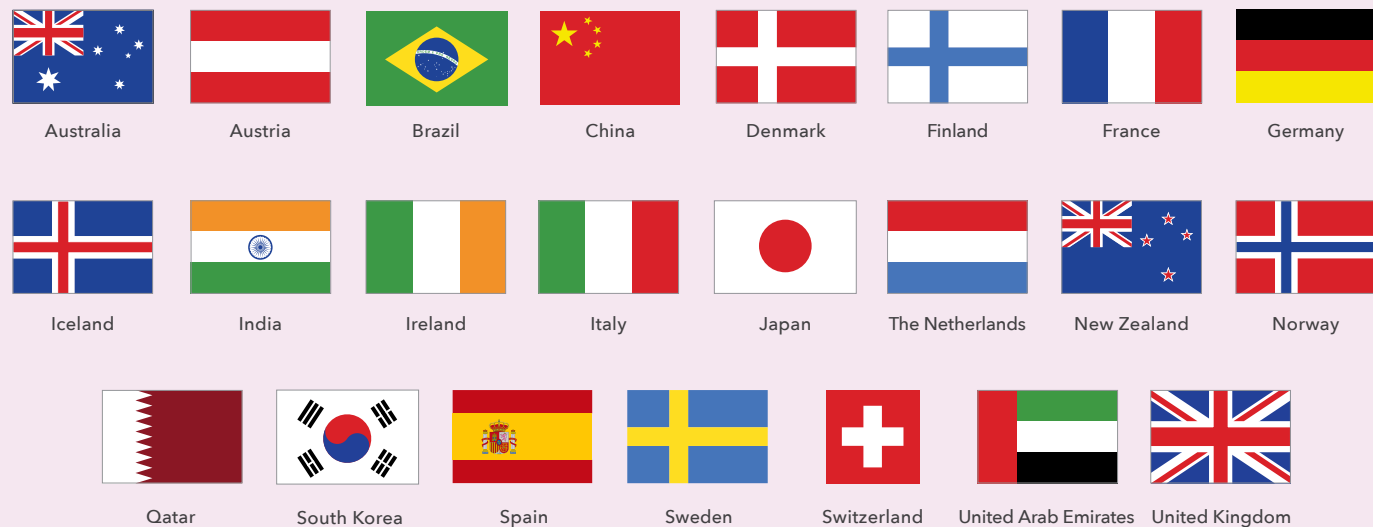
Tom Wolf
Governor, Commonwealth of Pennsylvania



WE'VE GOT FANS WORLDWIDE.

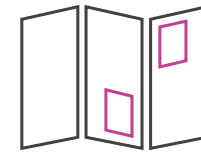
The PHLCVB Global Tourism team is dedicated to increasing Philadelphia's position as a leading destination for overseas* visitors and domestic group tours. In partnership with seven in-market representation offices, our Philadelphia-based Global Tourism team promoted our destination in **23 global markets** in 2018.

2018 Global Tourism Markets



*Excludes Canada and Mexico

In 2018, our Global Tourism team grew visitation to the region through one-on-one sales interactions worldwide, including:



48
Trade Shows
in **14** countries



14
Sales Missions
in **12** countries



60
Travel Trade
Familiarization Trips
hosting **334** travel
professionals from
21 countries

New Overseas Programs

Frankly Philadelphia Global Launch

In 2018, our global marketing and communications strategies were supported by the launch of our new *Frankly Philadelphia* campaign, including a new International Visitors Guide translated into eight languages and a new destination video. Creative assets from the campaign were used in global co-op marketing programs and at international travel trade shows and sales missions. Additionally, the campaign made its United Kingdom debut at the Philadelphia Eagles game in London through a partnership with the NFL U.K. and Brand USA. A 30-second *Frankly Philadelphia* commercial was viewed by **88,000+ fans** in Wembley Stadium during the third quarter of the game, and the same 30-second spot aired 34 times on Sky Sports TV in the U.K. across all NFL programming, reaching an estimated total of **8 million viewers**.

Launch of Philadelphia WeChat Account in China

To better connect with potential visitors from China, Philadelphia's second largest source market for overseas visitation in 2017, we

launched a WeChat account. With over 1 billion active monthly users, WeChat is the world's largest standalone mobile app that's quickly becoming ubiquitous with Chinese life and is especially important in inspiring travel.

Supporting New Airlift

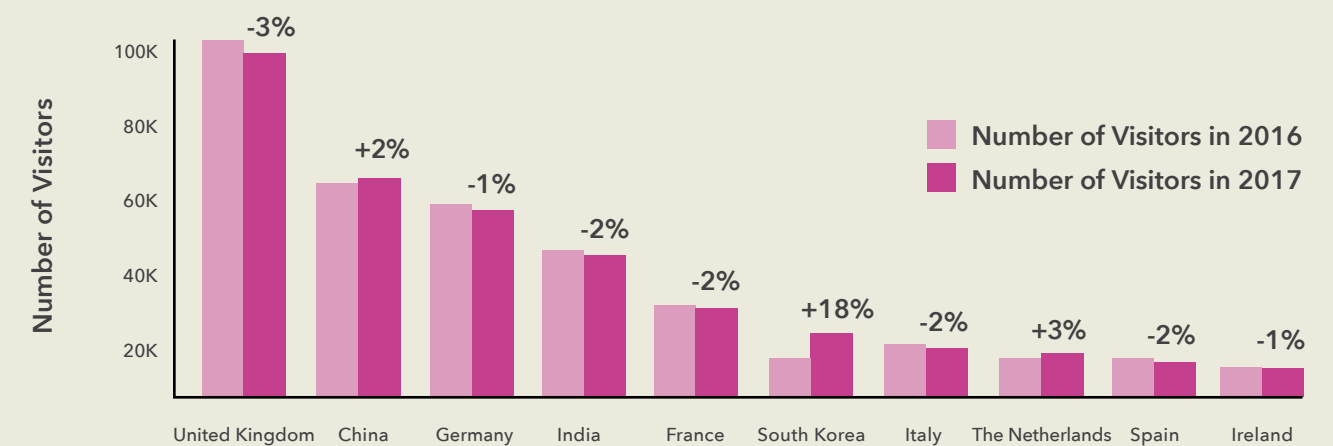
In close partnership with the PHL International Airport and American Airlines, our team successfully launched and promoted new non-stop service from Zurich, Budapest and Prague. The team supported a press conference in Budapest, conducted a sales roadshow in Switzerland and promoted the new routes alongside the destination via targeted trade and media FAM tours and on-the-ground flight launch events.

The team also welcomed a new international carrier, Aer Lingus, with their launch of non-stop service from Dublin and highlighted the new service while hosting the Irish Travel Agent Association (ITAA) annual conference. It was the first time the event was held outside of Europe and provided an opportunity for over 100 prominent Irish travel agents, suppliers and media to experience Philadelphia.

2017 Overseas Visitation Results**

Philadelphia welcomed **648,100** overseas visitors in 2017 (up 0.6% vs. 2016).

Half of Philadelphia's overseas visitors continue to come from Western Europe. Emerging markets helped drive an increase in visitation, with China continuing to be our second largest source market and South Korea growing at the fastest pace among Philadelphia's top ten markets.



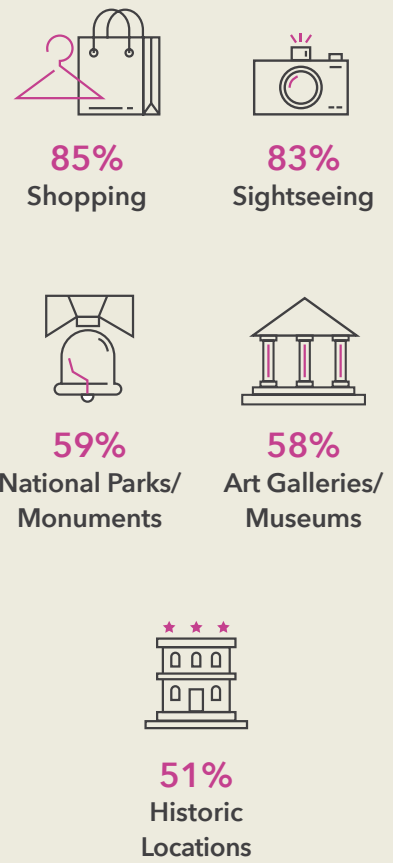
Top 10 Philadelphia Overseas Feeder Markets

**Overseas visitation data is from 2017, the most recently available data
Source: Tourism Economics

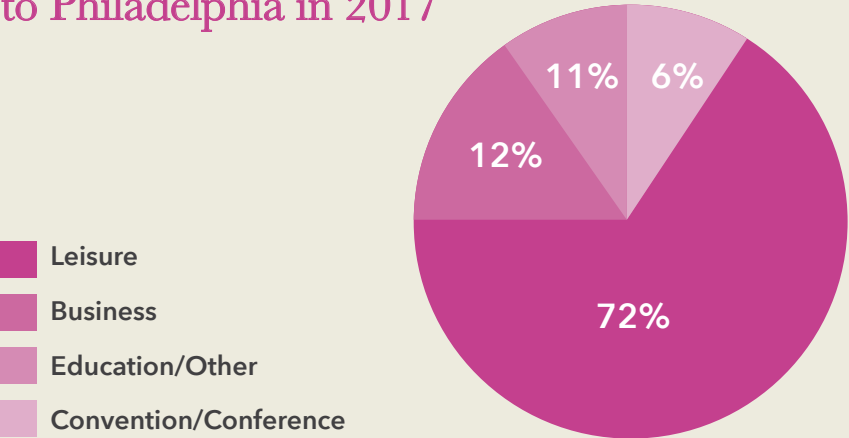
GLOBAL TRAVEL. LOCAL BOOST.

Overseas Visitors Behavior

2017 Top Activities for Overseas Visitors to Philadelphia

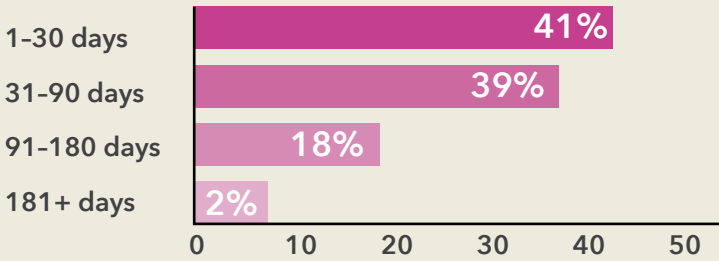


Primary Reasons for Overseas Travel to Philadelphia in 2017



2017 Air Travel Booking Window

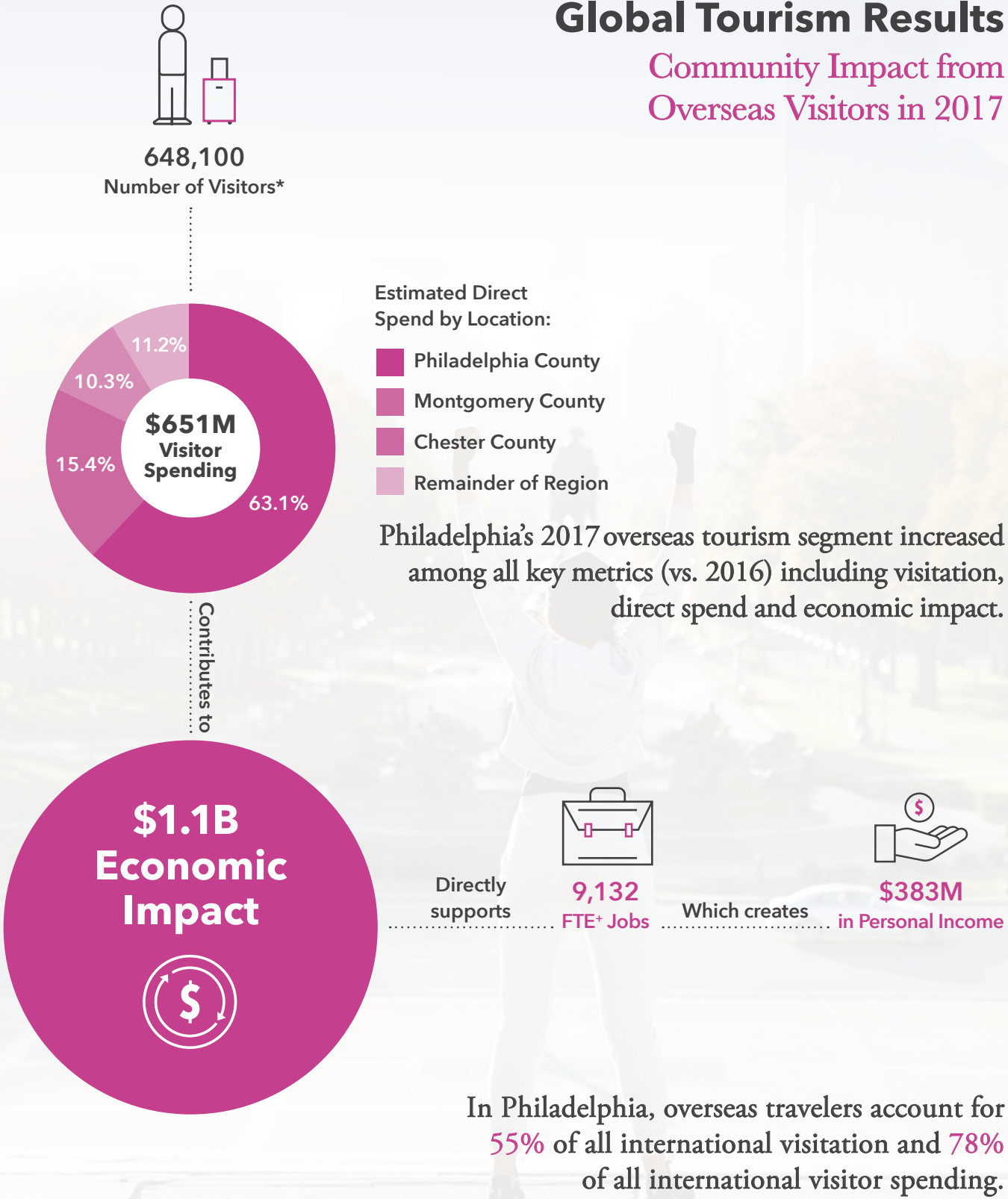
“Booking window” is defined as the number of days prior to departure that airline reservations were made. Most overseas travelers coming to Philadelphia continue to make travel arrangements one to three months in advance, with the 31-to-90 planning window showing the largest increase among 2017 travelers vs. 2016.



Source: National Travel & Tourism Office

Global Tourism Results

Community Impact from Overseas Visitors in 2017



*Excludes Canada and Mexico
*FTE = Full-Time Equivalent

Source: Tourism Economics

WE BOOKED ROOMS AND BEAT RECORDS.



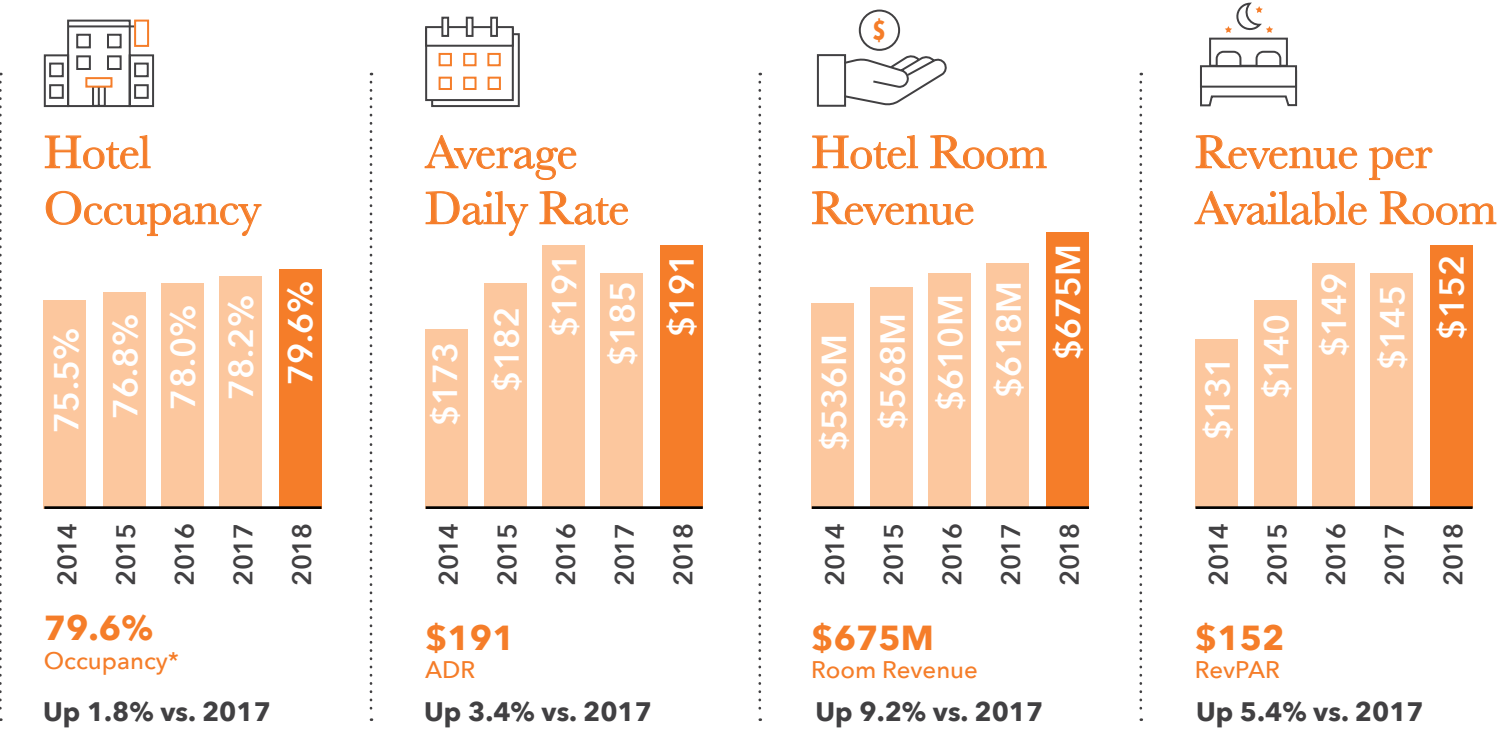
Credit: Courtesy of Logan Hotel

2018: Record-Breaking Year for Center City Hotels

Driving Results in Need Periods Through Group Business

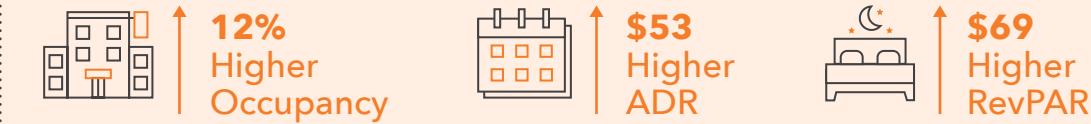
Philadelphia ranked #1 for growth (vs. 2017) in hotel group demand among the top 25 U.S. markets in the first half of 2018. Driven in large part by meetings, conventions and events occurring during need periods throughout the first quarter of the year, Philadelphia's hotel industry achieved records across all key performance metrics.

2018 Center City Hotel Performance



Citywide Conventions Boost Hotel Performance

Center City hotels thrived during citywide conventions versus comparable days with no citywide convention. Over the past three years, on average, citywide conventions deliver:



KEY TERMS:

ADR: A measure of the average rate for rooms sold, calculated by dividing total room revenue by total demand.

RevPAR: The total guest room revenue divided by the total number of available rooms.

Room Night: One hotel room occupied for one night. A visitor may contribute multiple room nights per stay in Philadelphia.

Citywide: The PHLCVB defines a citywide event as one that uses more than 2,000 hotel rooms on the busiest night of a convention.

*Modern-Day Record (1946 highest on record at 90% occupancy)
Source: STR

BIG TURNOUT MEANS BIG WINS.



2018 Meeting, Convention & Event Results

The Convention & Group Segment Drives Bottom-Line Results for Philadelphia Hotels

In 2018, the convention and group segment in Philadelphia generated sales of:

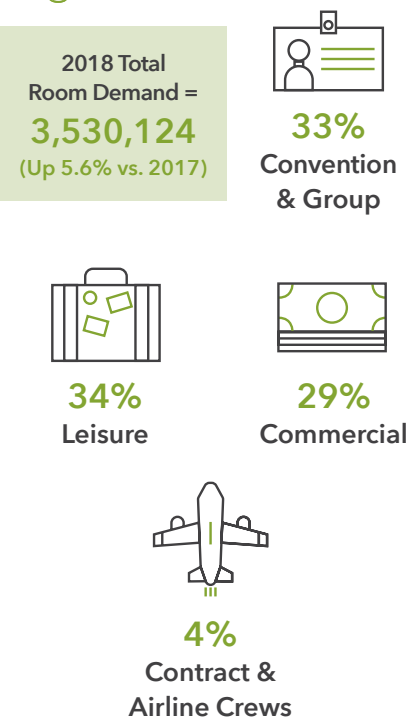
- **1.2 million room nights**
- **\$208 million in hotel room revenue**—more revenue than any other market segment
- **50% of all convention and group room nights** in Philadelphia were booked by the PHLCVB

Our experienced sales team focuses on booking meetings, conventions, trade shows and sporting events into the Pennsylvania Convention Center, member hotels and off-site venues. Attendees from across the globe stay overnight, eat in restaurants, ride in taxis, shop and more.

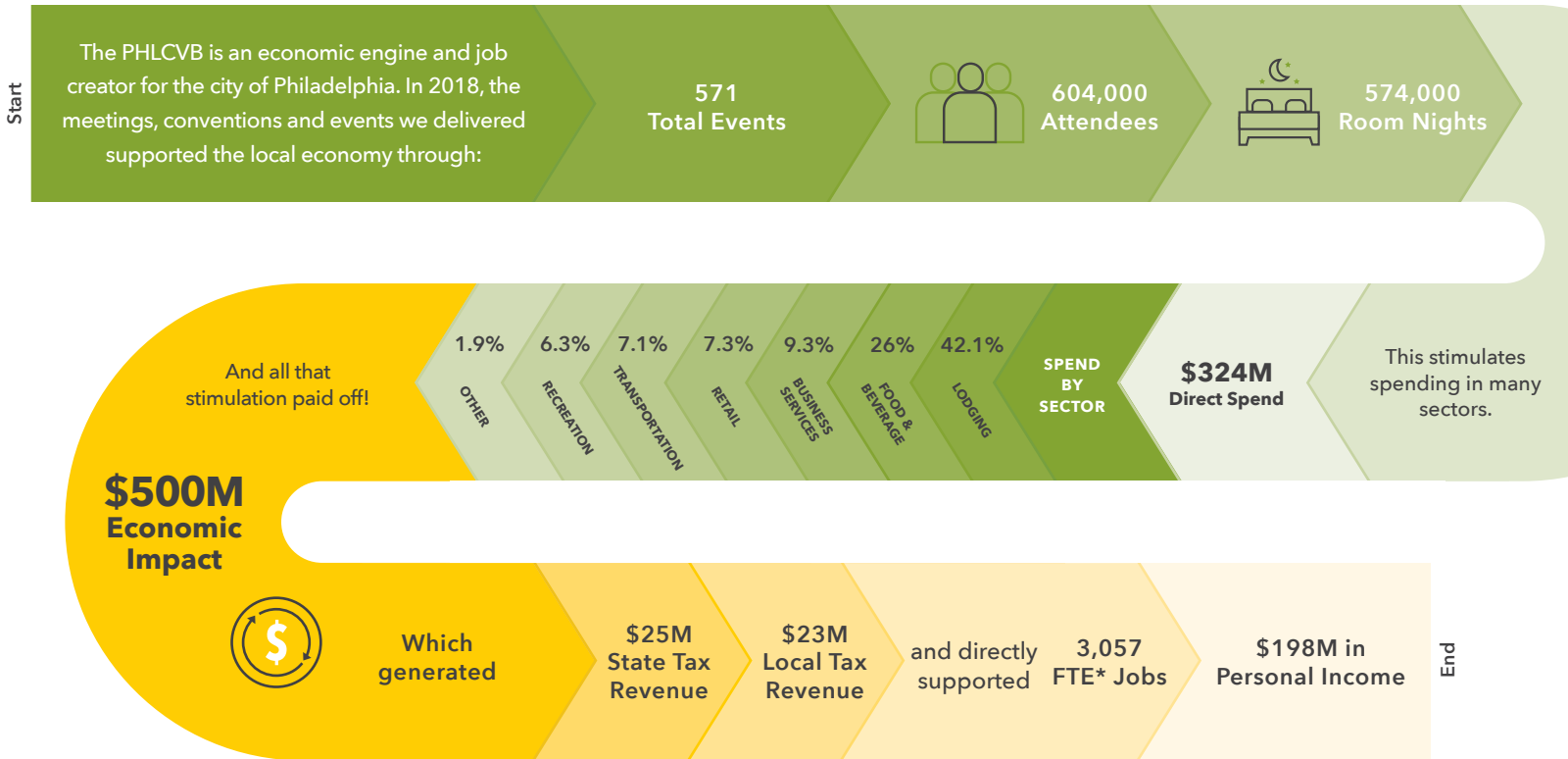
Once conventions are booked, our Convention Services team assists planners and show organizers with logistics and event planning, including connecting them with our members and partners to ensure a cost-efficient and profitable event.

Source: STR; Travel Click

Estimated Hotel Customer Market Segments



Community Impact from 2018 Meetings, Conventions & Events Booked by the PHLCVB

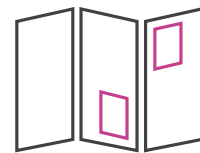


*FTE = Full Time Equivalent
Source: Destinations International's Event Impact Calculator by Tourism Economics

FUTURE BUSINESS? ALREADY BOOMING.

2018 Sales Activity for Meetings, Conventions & Events

Generating Business to Philadelphia through PHLCVB Convention Sales & Business Development Divisions



36
Sales Trade Shows

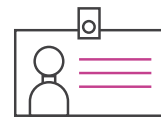


779
Sales Calls



208
Site Visits

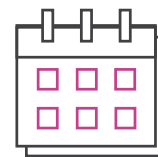
Business Booked by the PHLCVB for 2018 and Beyond



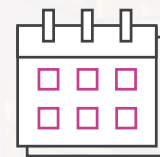
607
Meetings,
Conventions &
Events Booked



827,177
Room Nights
Booked



27%
of Booked
Room Nights fall
2018-2020

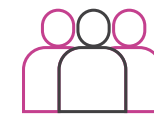


42%
of Booked Room
Nights fall within
next 5 years

2018 Booking Highlights

Natural Products Expo East

2024, 2025, 2026, 2027 & 2028



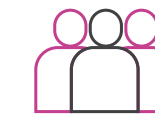
32,000
Attendees per Year



25,020
Room Nights per Year

American Association of Orthodontists

April 2025



17,500
Attendees

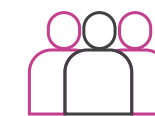


23,350
Room Nights

Estimated Total Future Groups on the Books at 2018 Year-End



621
Events



3.2M
Attendees



3.8M
Room Nights

Up 14% vs. 2017

Up 6% vs. 2017



OUR HUSTLE MAKES IT HAPPEN.

2018 PHLCVB Business at the Pennsylvania Convention Center

The PHLCVB sales team works in partnership with the team at the Pennsylvania Convention Center to market and sell the capabilities of the Center and the destination.

2018 Meetings & Conventions HELD at the Pennsylvania Convention Center

Booked by the PHLCVB



Pennsylvania Convention Center-related meetings and conventions delivered **70%** of the total economic impact generated by 2018 PHLCVB-booked events.

2018 Meetings & Conventions BOOKED for the Pennsylvania Convention Center

Booked by the PHLCVB for 2018 and beyond.



Pennsylvania Convention Center-related meetings and conventions account for **72%** of total room nights booked by the PHLCVB in 2018.

Source: PHLCVB; Destinations International's Event Impact Calculator by Tourism Economics

2019 Pennsylvania Convention Center-Related Citywide Conventions & Sporting Events Booked by the PHLCVB

Organization	Date	Estimated Attendance	Total Hotel Room Nights
Pittsburgh Conference on Analytical Chemistry and Applied Spectroscopy, Inc.	3/17 - 3/21	15,000	20,251
National School Boards Association	3/29 - 4/1	7,000	22,470
American College of Physicians	4/10 - 4/13	10,000	16,583
2019 Under Armour Northeast Qualifier	4/11 - 4/21	35,000	18,135
BAYADA Home Health Care	4/26 - 4/28	2,569	6,122
American Academy of Neurology	5/4 - 5/10	14,000	35,097
LIGHTFAIR® International	5/20 - 5/23	23,000	24,997
NCAA Men's Lacrosse Championship	5/24 - 5/27	70,000	9,965
Biotechnology Innovation Organization	6/2 - 6/6	15,500	28,466
Association for Professionals in Infection Control and Epidemiology, Inc.	6/12 - 6/14	4,500	9,215
International Society for Technology in Education	6/23 - 6/26	17,000	32,145
Kappa Alpha Psi® Fraternity, Inc.	7/29 - 8/2	3,000	8,835
Rock 'n' Roll Half Marathon	9/14 - 9/15	21,000	3,600
American Academy of Family Physicians	9/25 - 9/28	10,000	18,717
American Society for Reproductive Medicine	10/12 - 10/15	6,500	14,624
Academy of Nutrition and Dietetics	10/26 - 10/29	12,400	15,067
American Public Health Association	11/2 - 11/6	14,000	18,201
American Heart Association	11/15 - 11/19	25,000	38,930
Army-Navy Game Weekend	12/13 - 12/14	69,600	25,385



MEET A COMMUNITY OF CONNECTORS.

Business Development Divisions

The Philadelphia Convention & Visitors Bureau has three Business Development Divisions that work directly with our Sales team to secure new bookings for Philadelphia.

Each division works seamlessly with the PHLCVB Sales and Services team and our meeting planner customers to provide access to local industry experts, speakers, venues and regional attractions.

PHLDIVERSITY

A Division of the Philadelphia Convention & Visitors Bureau

More than 30 years ago, the PHLCVB became one of the first CVBs in the country to establish a division to promote the diversity and inclusivity of a destination for meetings, events, conventions and visitors. With a thriving diverse, multicultural, business community, Philadelphia has a rich African American history, proud Asian and Hispanic communities and one of the country's oldest and largest LGBT communities. PHL Diversity leads the way in diversity and inclusion efforts and connects meeting and convention planners with the region's diverse community to ensure successful events.

PHL Diversity has an engaged advisory board of 62 local business leaders who assist the division in securing diverse and multi-cultural meetings for Philadelphia. The Advisory Board has representatives from a wide range of industries including hospitality, arts and culture, economic development, communications and media, health care, legal, education and training, civic and government.

Annual PHL Diversity Business Development Programs Drive Awareness & Spur Action

In 2018, PHL Diversity convened Philadelphia's diverse community through key programs like:

- The annual **Business Opportunity Luncheon** hosted more than **300 attendees** in an effort to forge connections with upcoming meetings and conventions and diverse local businesses. Kappa Alpha Psi® Fraternity, Inc., the U.S. Hispanic Chamber of Commerce and the National LGBT Chamber of Commerce participated in the event and helped local businesses understand how to gain lucrative contracts to support their respective meetings.
- The 25th anniversary of **Hospitality Education Day** was an opportunity to create pathways into the industry workforce for a generation of aspiring students. The event was hosted in partnership with the Community College of Philadelphia (CCP). Students received valuable information about potential career opportunities in hospitality, education and training options, and participated in initial screenings for internships and scholarships. In total, **280 students attended**, with **55 having applied to CCP**.
- Season 3 of the **PHL Diversity Podcast** offered access to some of the city's and region's influential hospitality professionals as well as executive leadership representing organizations holding meetings and conventions in Philadelphia. Through **27 episodes**, the PHL Diversity Podcast spoke to influential leaders like Congressman Dwight Evans, PHL Diversity co-founder A. Bruce Crawley and Grammy-nominated music icon Kathy Sledge. The podcasts are available on SoundCloud, iTunes, Stitcher, PodOmatic and Podcast Addict and can be accessed through a partnership with iHeart Media. PHL Diversity also shares new episodes directly with over **3,500 customers and partners** via a bi-monthly email.

Source: PHLCVB; Destinations International's Event Impact Calculator by Tourism Economics

2018 PHL Diversity Event Results



53
Events



31,000
Attendees



26,000
Room Nights



\$22M
Economic Impact



\$2M
State & Local Tax

2018 PHL Diversity Booking Results

The PHLCVB team booked **52 PHL Diversity-related events** for 2018 and beyond. These events will bring **29,000 attendees** to Philadelphia and generate an estimated **46,000 hotel room nights**.

Nationally, PHL Life Sciences is the first and only in-house division within a CVB that is dedicated to attracting meetings and conventions in the life sciences industry segment and promoting Philadelphia as a premier destination to this segment. PHL Life Sciences has an engaged advisory board of more than 50 local industry leaders as well as a 30-member nursing leadership committee, who help cultivate business and connect upcoming life sciences meetings and conventions to a vast network of medical and science professionals, marketing partners, expert speakers and potential attendees.

The life sciences industry refers to the fields of med-tech, biotechnology, pharmaceuticals, biomedical technologies, life systems technologies as well as medical, nursing and healthcare organizations and institutions.

“PHL Life Sciences and the PHLCVB have been key partners and advocates for the med tech, medical, bio and pharma industries. Life sciences meetings represent the largest—and still growing—segment of PHLCVB convention business. I am proud to represent Life Sciences Pennsylvania as an ambassador to promote Philadelphia as a great destination.”

Chris Molineaux
President, Life Sciences Pennsylvania

Life Sciences Meetings Drive Overnight Visitation

PHL Life Sciences-related business was a major contributor to a record-setting year of occupancy for Center City hotels. In 2018, combined business from the American Industrial Hygiene Association (May 20-23), Society of Nuclear Medicine and Molecular Imaging (June 23-26), the American College of Gastroenterology (October 5-10) and Leading Age (October 28-31) accounted for more than **60,000** hotel room nights.

Philadelphia’s destination appeal continued to play a role in boosting attendance for groups like AdvaMed, which achieved double-digit growth in attendance and partnering meetings for their MedTech Conference in September.

2018 PHL Life Sciences Booking Results

Sales efforts for PHL Life Sciences resulted in **147 life sciences-related conventions** booked for future years, including groups like the American College of Emergency Physicians, the American Society for Reproductive Medicine and the American Speech-Language-Hearing Association. Life sciences-related events booked in 2018 will bring over **133,000 attendees** who will generate nearly **276,000 hotel room nights**.

2018 PHL Life Sciences Event Results



Source: PHLCVB; Destinations International’s Event Impact Calculator by Tourism Economics

For over 30 years, PHL Sports has brought major sporting events and conventions to Philadelphia. With an influential advisory board of 90 sports executives and leaders—including the city’s six collegiate athletic directors, professional team executives and City 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. Home to nine professional sports teams and some of the country’s premier sports venues, Philadelphia continues to be a destination of choice for top sporting events.

Army-Navy Game Returns

In 2017, PHL Sports secured the Army-Navy Game for 2018, 2019, 2020 and 2022. Each time the game is played in Philadelphia, it brings an average of **70,000 fans** to the city who consume over **25,000 hotel room nights**. The 119th Army-Navy Game was held in Philadelphia on December 8, 2018 at Lincoln Financial Field. It marked the 88th time that Philadelphia had the honor of hosting the storied rivalry. PHL Sports serves as the primary facilitator for the event, working closely with the Service Academies, Eagles, City of Philadelphia and Commonwealth of Pennsylvania to host the game and related festivities each year.

2018 Top Sporting Events

In addition to the Army-Navy Game, PHL Sports and the PHLCVB supported a number of other sporting events in 2018, including World Wrestling Entertainment’s Royal Rumble, the Northeast National Qualifier (volleyball), BMW Championship (golf), as well as the annual John Wanamaker Athletic Award Luncheon honoring the Philadelphia Eagles, Beat the Streets Philadelphia and the Kensington Soccer Club.

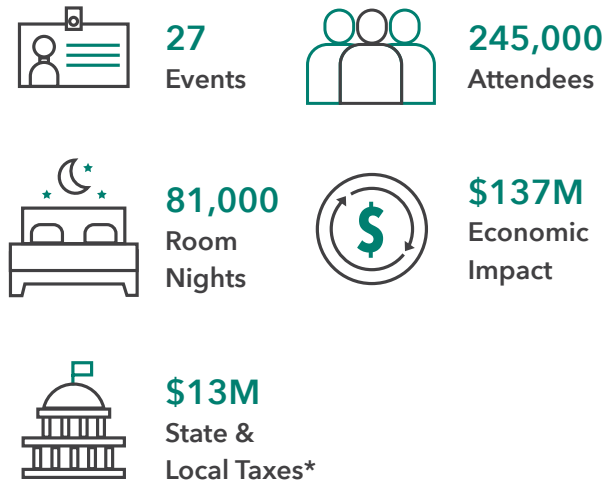
The Philadelphia Eagles 2018 Super Bowl win also brought the NFL back to the city in August to officially start the 2018 NFL Season. PHL Sports supported planning efforts for the official NFL Kickoff, held at Penn’s Landing in advance of the opening game of the season at Lincoln Financial Field.

2018 PHL Sports Booking Results

The PHLCVB team booked **28 sporting events** for 2018 and beyond. These events will bring **414,000 attendees** to Philadelphia and generate an estimated **117,000 hotel room nights**.

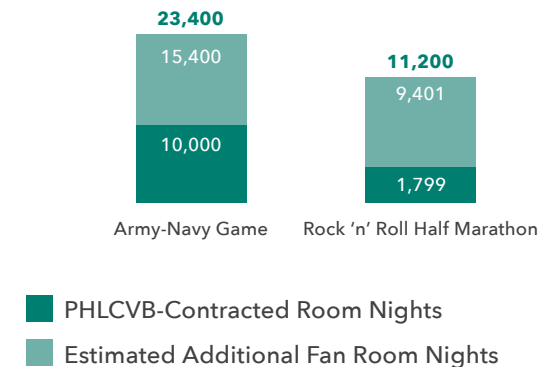
*Excludes City of Philadelphia Amusement Tax
Source: PHLCVB; Destinations International’s Event Impact Calculator by Tourism Economics

2018 PHL Sports Event Results



2018 Room Nights for Top Sporting Events in Philadelphia

In addition to the hotel room blocks contracted by PHL Sports for its special events, there are many more rooms booked outside the block by leisure visitors, bringing in millions in additional economic impact for the city and region.



Marketing & Communications

The Marketing & Communications team supports the PHLCVB and the Pennsylvania Convention Center by promoting Philadelphia and the region through a comprehensive website and fully integrated marketing, advertising, public relations, social media and digital communications programs. Our efforts target meeting and event planners, influencers, convention attendees, domestic group tour operators, overseas leisure travelers and travel trade professionals.

In 2018, the PHLCVB launched a new brand communications platform, *Frankly Philadelphia*, which embodies the spirit, vibrancy, authenticity and relevancy of our global city and speaks to the most critical thing that meeting planners, convention attendees and overseas visitors collectively look for in travel: indelible experiences. Our marketing and communications efforts in 2018—paid, owned and earned—all leveraged this message.

The new award-winning *Frankly Philadelphia* destination video speaks to multiple target markets. Since its introduction in June 2018, our video has been shared with a vast number of audiences via local stakeholders and partners, corporate sponsorships, domestic and international marketing partnerships, sales and promotional events, as well as social media and paid advertising efforts.

2018 Paid Media

The PHLCVB employs a variety of paid media channels targeting meeting and convention, domestic group tour and travel trade audiences, including trade publications and websites, search engine marketing, digital display and social media advertising. In 2018, paid advertising supported the *Frankly Philadelphia* messaging platform and achieved the following:



Paid Print

1.9 million impressions



Out of Home

1.8 million impressions, geo-targeted to key meeting and convention industry events



Paid Digital

- **12.9 million** impressions through e-marketing, digital display and social media advertising
- **15.6 million** impressions across 50+ search engine marketing campaigns
- **91%** of engagement from meeting planners



Co-Op Marketing Partners

Meeting & Convention Industry

- Cvent
- Healthcare Convention & Exhibitors Association (HCEA)
- HelmsBriscoe
- International Association of Exhibitors and Events (IAEE)
- Meeting Professionals International (MPI)
- Pennsylvania Convention Center
- Professional Convention Management Association (PCMA)
- U.S. Travel Association (USTA)

Overseas Tourism

- American Airlines
- Aer Lingus
- Brand USA
- Chester County Conference and Visitors Bureau
- Expedia
- NFL-UK
- Philadelphia International Airport
- The Countryside of Philadelphia
- Valley Forge Convention and Visitors Bureau

Domestic Group Tour

- Museum of the American Revolution
- The National Constitution Center
- One Liberty Observation Deck
- Pennsylvania Horticultural Society
- Philadelphia Museum of Art

2018 Owned Media

The PHLCVB communicates with its key audiences directly through publications, social media, our website, e-communications and more.



DiscoverPHL.com

820,000 Total Page Views

- **248,000 page views** to the “Meet” section of DiscoverPHL.com
- **63,000+ page views** across a total of 23 citywide convention microsites within the “Meet” section of DiscoverPHL.com
- **178** online Meeting & Convention RFP submissions



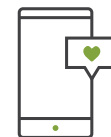
2018 Email & E-Newsletters

250+ e-communications sent to **323,000** customers, tour operators, board members, stakeholders and members





2018 Publications

- **500,000 Philadelphia Official Visitors Guides** distributed to transportation hubs, visitor centers, hotels and other local venues
- **10,000 Professional Planners Guides** distributed in-person and via direct mail
- **2,600 digital downloads** of the *Professional Planners Guide* via DiscoverPHL.com, a **48% increase** vs. 2017



Social Media

- The PHLCVB manages **11** social media accounts in **9** countries, providing content in **4** different languages
- Channels:      
- **68% increase** in fans and followers across all owned accounts (188,944 in 2018 vs. 108,870 in 2017)
- Nearly **40,000 average monthly engagements** across all accounts
- **22% increase** in uses of #DiscoverPHL (49,000 in 2018 vs. 40,000 in 2017)

Chinese Social Media Expansion

To help support the growth of Philadelphia's second largest overseas visitation feeder market, China, the PHLCVB social media team significantly increased efforts to grow fans and followers on three of China's primary social media accounts—**Weibo**, **Toutiao** and **WeChat**. With over 1 billion active monthly users, WeChat is by far the most used social media service in China and around the world.

- The PHLCVB **Weibo** channel has been active since 2013 and at the end of 2018 had **99,410 followers**.
- In **December 2018**, the PHLCVB launched our official **Toutiao** and **WeChat** channels.
- Philadelphia is one of the first destinations to have a U.S.-based, owned-and-verified, official WeChat Service account.
- Social content is crafted weekly in Mandarin and developed based on current Chinese travel trends.

2018 Earned Media

By working with journalists across the globe on a daily basis, 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.



Domestic & Overseas Media Activity

- **43** media familiarization trips hosting **96** media from **19** countries
- **1,000+** media hosted at **30** press events held in the U.S. & overseas

Editorial Placements

- **8,800+** stories placed, including:
 - **7,170** stories in:
 - Meeting and convention trade publications
 - Local, regional and national consumer media
 - **1,650+** international stories in overseas travel trade & consumer media



TEAMWORK WORKS WONDERS.

2018 Membership & Special Events

The PHLCVB Membership & Special Events department recruits and services PHLCVB members and brings the hospitality community together through networking events and educational seminars designed to connect local businesses with meeting planners and convention business. The team also works in partnership with PHLCVB departments, including Convention Sales & Services, Global Tourism and our three Business Development Divisions on event planning and execution. Additionally, PHLCVB events were successful at raising funds for the PHLCVB Foundation and the programs it supports.



800
Members



72
New Members



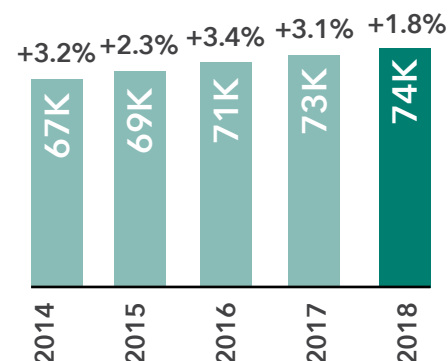
89%
Retention Rate



6,300
Attendees at
50 PHLCVB
Events in 2018

Our members employ thousands of Philadelphians from every neighborhood, and the work we do helps support their businesses.

Hospitality-Related Job Growth Over the Last Five Years



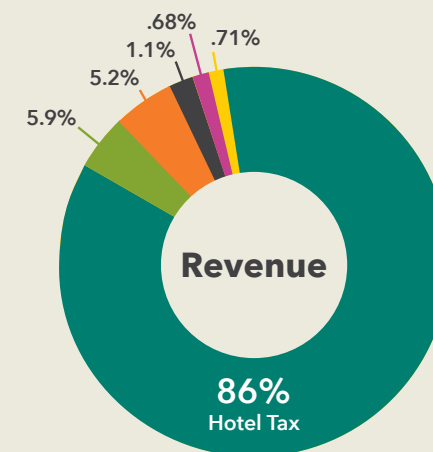
Source: U.S. Department of Labor, Bureau of Labor Statistics

HOSPITALITY NETS OPPORTUNITIES.

FY 2018 PHLCVB Financials

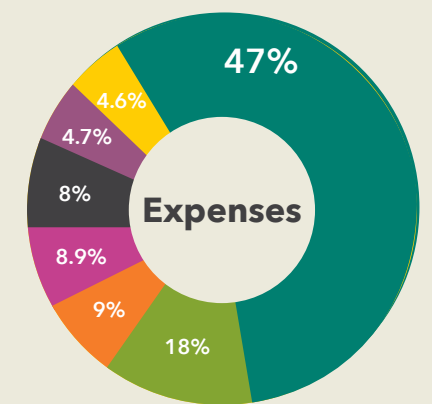
The majority of our revenue comes from a tax added to hotel room stays, so the visitors we bring to Philadelphia help fund our efforts.

FY 2018



- Hotel Taxes: \$15,825,729
- City/State Funding: \$1,088,976
- Membership Revenue: \$959,188
- Other: \$206,886
- Publications: \$130,000
- Corporate Sponsors: \$124,895

Total Revenue:
\$18,335,674



- Convention Sales: \$7,982,016
- Marketing & Communications: \$3,101,824
- International Sales: \$1,547,123
- Business Dev Div: \$1,535,835
- General Administration: \$1,368,337
- Membership: \$801,725
- Tourism Sales: \$782,674

Total Expenses:
\$17,119,534

Change in Net Assets: \$1,216,140

IMPACT THAT MATTERS.

PHLCVB Foundation

Mission Statement

The PHLCVB Foundation promotes, beautifies and celebrates Philadelphia in an effort to stimulate Philadelphia's 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.

Vision

Through the PHLCVB Foundation's work, Philadelphia's hospitality sector will continue to thrive, employing thousands of residents and steadily increasing its impact on the city's economy. Philadelphia will remain a premier location for conventions, sporting events, business meetings and visitors.

Programs Funded by the PHLCVB Foundation in FY 2018

- Red, White and You Community Outreach Program
- Marie Baker Brown Scholarship
- Jack Ferguson Scholarship
- Hub of Hope
- Center City District Initiatives

Four Areas of Focus

The PHLCVB Foundation is focused on four hospitality-related areas that will catalyze Philadelphia's hospitality sector. Each year, it raises and grants money to support and market long-established events, attract new events, develop a strong and diverse talent pool, celebrate the region's dedicated hospitality workforce and improve high-profile civic spaces.

1. Education

The Foundation supports projects that train and educate people for careers in the hospitality sector. For the past several years, it has funded the annual *Marie Baker Brown Scholarship* for hospitality services students enrolled at Temple University, the *Jack Ferguson Scholarship* benefiting local minority hospitality students and helping them to attend the *National Society of Minorities in Hospitality* annual conference. It also provides money for PHL Diversity's annual *Hospitality Education Day*, which is designed to provide guidance to high school and college students interested in careers in the hospitality field. This free program strives to ensure that Philadelphia's diverse communities have the opportunity to participate in and benefit from the hospitality economy.

2. Economic Development

The Foundation partners 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. Over the years, the Foundation has supported the regional efforts that led to Philadelphia hosting premier events such as the historic annual *Army-Navy Game*, the *NFL Draft* (2017), the *Democratic National Convention* (2016) and the *Republican National Convention* (2000). Each of these events brought significant economic activity to the Philadelphia region.

3. Community Improvement & Outreach

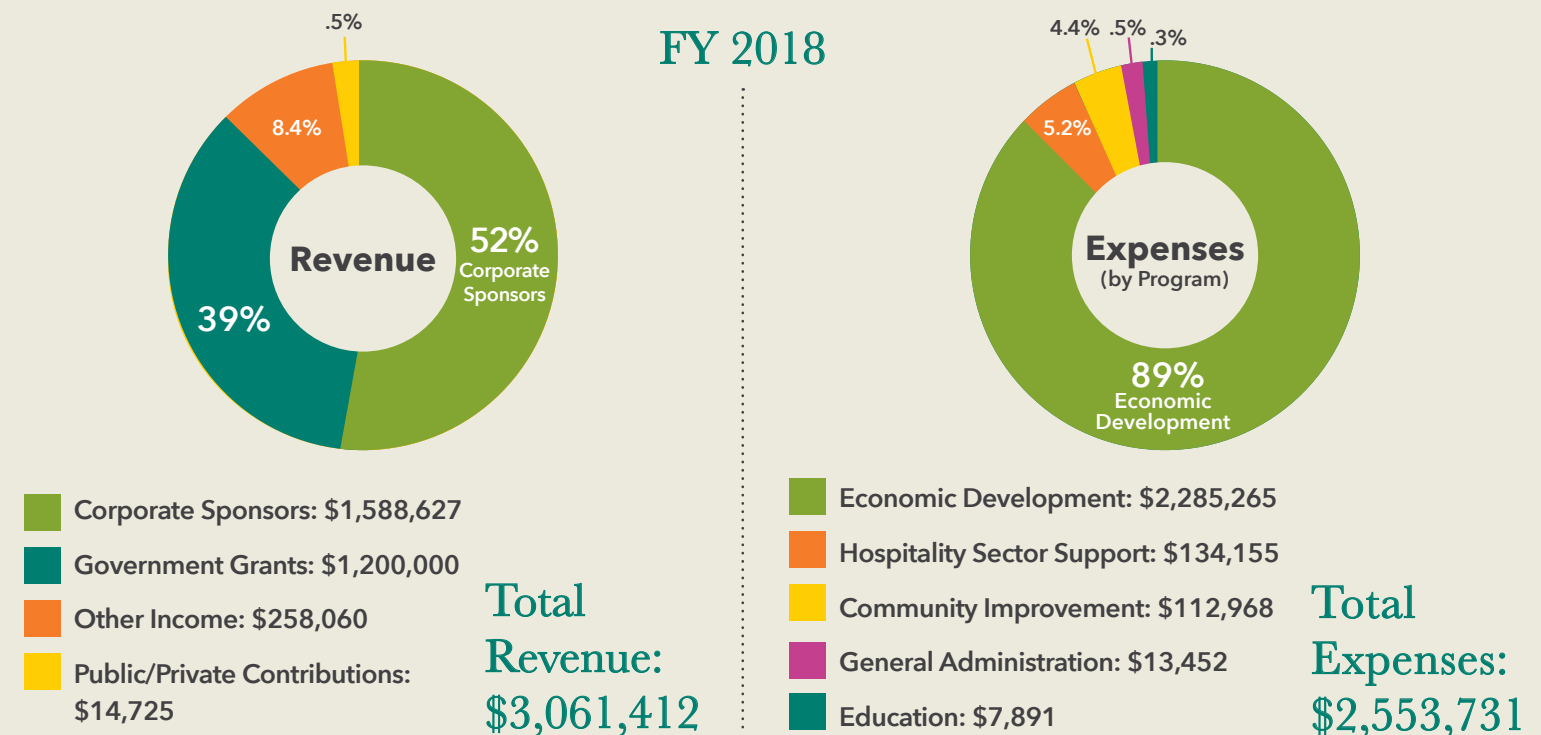
The Foundation supports projects to beautify and enhance high-profile public spaces in Philadelphia and

social impact initiatives. 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. The Foundation also supports programs that embrace upward mobility and transform local communities through funding initiatives like the *Red, White and You Community Outreach Program*.

4. Hospitality Sector Support

The Foundation funds programs that highlight and support the region's dynamic hospitality sector. It supports events that showcase and celebrate the work of the men and women 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.

2018 PHLCVB Foundation Financials



Change in Net Assets: \$507,681

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ROCKY



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