

EXECUTIVE SUMMARY

“I know half my advertising works. I just don’t know which half.”
– John Wanamaker, Philadelphia, PA

Fortunately, John Wanamaker didn’t have the last word on marketing effectiveness. Research at GPTMC helps to ensure that all of our advertising and marketing works, including:

- Destination stories in magazines and newspapers
- Our virtual visitor center, **gophila.com**, and its companion insider’s guide, **uwishunu.com**
- Promotions that garner media and consumer attention
- Partnerships with local media and national brands that extend the reach of what we can do on our own

Visitors develop an interest in a trip to Greater Philadelphia through word of mouth, from ads they see, travel stories they read and explorations on the Web. The research program at GPTMC monitors, tracks and measures all of these avenues to ensure that we are:

- Getting Philadelphia on the radar of those who are not aware of it as a vacation destination
- Offering those who are interested in Philadelphia great reasons to visit now and easy booking opportunities
- Staying in touch with loyal visitors and providing them with more reasons to visit and tantalizing deals and offers

This year’s *Tourism Monitor* looks a little different than the reports we have produced annually since 2004. In our marketing campaigns, GPTMC tells people that Greater Philadelphia is fun, historic, accessible, authentic and discoverable. And now we are heeding our own message and making the *Tourism Monitor* easier to read and use.

The report is divided into seven sections. The entire report and each individual section are available for download at **gophila.com/research**, where you will also find individual studies GPTMC publishes on a variety of tourism-related topics. Here’s a look at how each section breaks down:

- 1. Key Visitor Statistics for Greater Philadelphia’s Tourism Industry:** The key indicators of a tourism industry include overnight stays, jobs and economic impact. On these and many other measures presented in this section, tourism marketing is working to build the bottom line for Greater Philadelphia businesses, hotels, governments and residents.
- 2. Leisure Tourism Facts and Figures:** Greater Philadelphia is now a popular overnight destination. Leisure tourism indicators are up dramatically from when GPTMC launched its first campaign in 1997. This shift from a half-day stop to an overnight destination impacts the economic vitality and quality of life in the region.

- 3. Greater Philadelphia's Hotel Industry:** The story of tourism's impact is especially vivid and important for our hotel industry. In this section, we show the impact that tourism's growth has had on our hotels. For the past decade, GPTMC's marketing has helped to fill hotel rooms through hotel package offers and advertising, supporting the leisure segment that is a vital piece of a strong hotel market.
- 4. Greater Philadelphia Visitor Profiles:** Crafting personalized marketing messages starts with developing a nuanced understanding of our visitors and their experience in Philadelphia. The visitor profiles in this section provide overviews on particular visitor segments, with demographic and trip-based information on Philadelphia's visitors in 15 categories.
- 5. Greater Philadelphia Online: gophila.com and uwishunu.com:** No destination can be absent from the Internet, and GPTMC ensures that Greater Philadelphia is well represented when travelers are looking for a place to visit and planning their trip. In this section, we demonstrate how we measure, monitor and then manage Greater Philadelphia's online presence on gophila.com, the official tourism site for the region, and uwishunu.com, our insider's guide to the city.
- 6. Making the Case for Tourism Marketing: It's an Investment, Not a Cost:** Tourism marketing has contributed to a four million-person increase in overnight leisure visitation over the past 10 years, bringing our total of overnight leisure visitors to 10.6 million in 2007. These visitors help to sustain our attractions and museums, hotels, restaurants and shops and yield returns for residents, businesses and city and state government. In this section, we focus on the Return on Investment (ROI) of tourism marketing. When a great destination is marketed effectively, it brings in more visitors, who in turn support even more restaurants, shops and attractions for locals and visitors alike to enjoy.
- 7. Fast Facts about Tourism in Greater Philadelphia:** GPTMC's research program produces studies about our visitors and their impact on the region all year long. We use surveys, one-on-one interviews and focus groups to evaluate the effectiveness of our marketing. This chapter presents some top facts that have emerged from these research projects.