

## GPTMC Marketing Awareness Testing

*GPTMC's marketing efforts improve the perception of Philadelphia as a place to visit and increase the number of trips to the region.*

GPTMC works year-round to promote visitation to the Philadelphia region through advertising, communications and our Web site, [gophila.com](http://gophila.com). Monthly surveys conducted by the independent firm TNS Travel & Transport suggest that our efforts are paying off. Each month from October 2007 to September 2008, TNS interviewed a random sample of travelers from the Philadelphia, New York and Washington, DC areas, as well as a national sample pulled from the 10 largest markets in the country. Participants were shown images from GPTMC's **Philly's More Fun**<sup>®</sup> advertising campaign and asked if they had read articles about Philadelphia as a leisure destination and if they had visited [gophila.com](http://gophila.com). Elsewhere in the survey, respondents were asked a range of questions about their travel habits and history and their opinion of Philadelphia as a travel destination relative to other cities.

Survey results demonstrated that travelers exposed to GPTMC's marketing had a significantly better perception of Philadelphia as a place to visit than those who were not exposed to the marketing. Respondents who had seen the marketing or visited Philadelphia were 75% more likely to choose Philadelphia as a "must-see" destination ahead of Baltimore, Boston and Washington, DC; 71% more likely to consider Philadelphia the safest of the four destinations; and 53% more likely to choose Philadelphia as the most "fun place to be" of the group.

The survey results showed that GPTMC marketing efforts impact visitation to Philadelphia as well. Respondents familiar with GPTMC's marketing effort were 2.4 times more likely to have visited Greater Philadelphia on an overnight leisure trip in 2007 than those who hadn't. These "marketing-aware" travelers who visited Philadelphia spent 15% more on average on their trip than those who were not aware of marketing. In addition, respondents who had seen the marketing efforts were 2.5 times more likely to say they intended to visit Philadelphia for an overnight leisure trip in the next 12 months.

### STATS

#### Marketing Impact in Philadelphia, New York and Washington DC DMAs

Metric	Philly's More Campaign		Gophila.com		Articles about Philadelphia	
	Aware 21%	Unaware 79%	Aware 14%	Unaware 86%	Aware 25%	Unaware 75%
Visited Philadelphia 2007	18.2%	11.1%	32.5%	9.9%	22.4%	10.0%
Intent to Visit Philadelphia (12 months)	38.9%	15.3%	43.1%	16.0%	36.9%	15.3%
Average Spending on Visit	\$558	\$520	\$590	\$492	\$578	\$487

Sample size: 5,693

Source: TNS Travel & Transport monthly survey for GPTMC, October 2007-September 2008