

# Summer 2008 Hotel Visitors

## Report on Survey Findings

October 2008

# CONTENTS

- Background and Methodology
- Visitor Demographics
- Trip Planning
- Hotel Booking Choices
- Trip Characteristics
- Visitor Satisfaction
- Key Insights

# Background and Methodology

# BACKGROUND

- Survey covers hotel bookings on gophila.com from 6.1.08- 9.10.08
  - 1,857 hotel reservations made on gophila.com for 3,508 room nights
  - \$563,783 in revenue, with an average daily rate (ADR) of \$160.71
  - ADR for all Center City hotels was \$166.35 during this time period (Source: STR)
  
- The following hotel offers were available on gophila.com during this time:
  - Individual room nights
  - Philly Overnight Package
  - Philly's More Fun
  - Philly Like a Local Hotel Package
  - Philadelphia Freedom Hotel Package
  
- Hotel rooms sold on gophila.com represent about 2% of 670,000 annual leisure hotel rooms sold in Center City. Survey findings are specific to gophila.com hotel visitors, and cannot be assumed to represent all leisure hotel visitors to Greater Philadelphia.

# METHODOLOGY

- GPTMC e- mailed a survey invitation to all summer hotel visitors who booked their stay through gophila.com
- A total of **2,233 invitations** were sent out, with **405 completed** surveys for a response rate of 18.1%.
- As an incentive, respondents were offered the chance to win a \$300 American Express Gift Cheque.
- The error rate for survey findings is 4.9% at 95% confidence.
- Percentages in the report are rounded, which may lead to totals above/below 100%.
- This is the **9<sup>th</sup> consecutive season** that GPTMC has conducted a survey of hotel visitors. Each of the previous reports, along with other GPTMC research, is available for download at [gophila.com/research](http://gophila.com/research). This report compares findings from summer 2007 with summer 2008 unless otherwise labeled.

# Visitor Demographics

# HOTEL VISITOR DEMOGRAPHICS

- Visitor demographics continue to show that our hotel visitors are upper income and middle-aged.

		<b>Summer 2008</b>	<b>Summer 2007</b>
Average Age		46.3 years	47.5 years
Average Household Income		\$110,804	\$112,848
Gender		65% female	66% female
Race			
	Caucasian	88%	89%
	African-American	6%	6%
	Asian-American	3%	2%
	Hispanic/Latino	2%	2%
	Other	1%	1%

# TRIP CHARACTERISTICS

- Summer visitors who book on gophila.com tend to stay two nights, in a travel party of 2.5 and choose to stay in Center City (94%).

		Summer 2008	Summer 2007
Party Size		2.50 people	2.50 people
Length of Stay		1.94 nights	1.74 nights
Repeat Visitors		57%	n/a
Location of Hotel Stay		94% downtown	94% downtown
Mode of Arrival			
	Car	82%	82%
	Plane	10%	8%
	Train	5%	9%
	Other	3%	1%

# DEMOGRAPHICS BY HOTEL OFFER

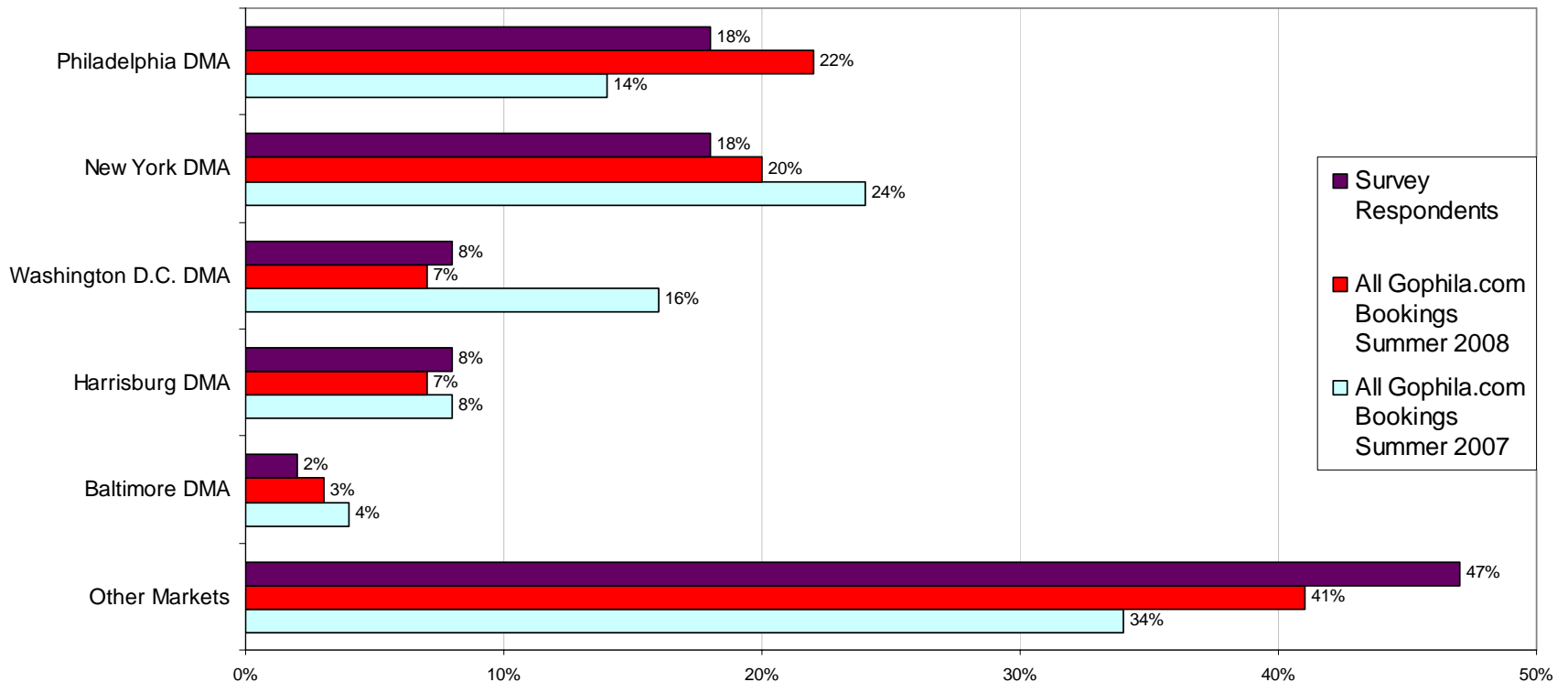
- The *Philly Overnight* Package was the most popular package with 530 total bookings. People who choose *Philly Overnight* are typically repeat visitors, have a higher intent to return and spend more money while here.

## Visitor Demographics by Gophila.com Hotel Offer

Demographic	Philly Overnight Package	Summer Fun Package	Individual Room Nights
Total Bookings	530	219	1195
Survey Sample	166	56	167
Age	46.9 years	46.2 years	45.9 years
Annual Household Income	\$108,021	\$111,296	\$113,677
Repeat Visitors	62%	52%	57%
Intent to Return (next year)	62%	55%	59%
Total Trip Spending	\$1,003	\$926	\$846
Hotel Spend (per night)	\$207	\$194	\$203

# GEOGRAPHY

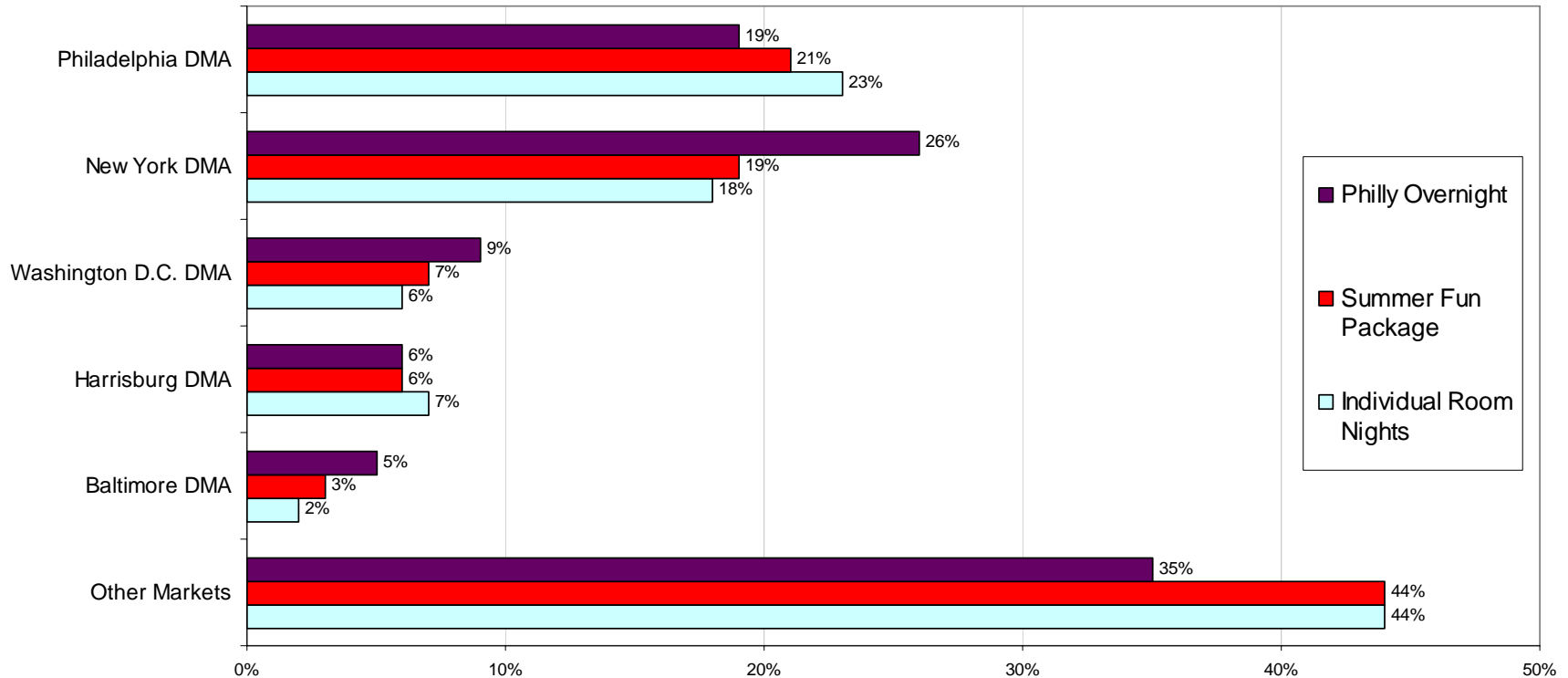
- We saw two trends this summer:
  - more visitors from within our own Philadelphia DMA, a reflection of the “staycation” trend
  - more visitors from outside of our typical marketing areas (“other markets”), a reflection of the impact of GPTMC’s advertising on satellite radio and cable with a national reach.



Q: Please tell us your home zip code:

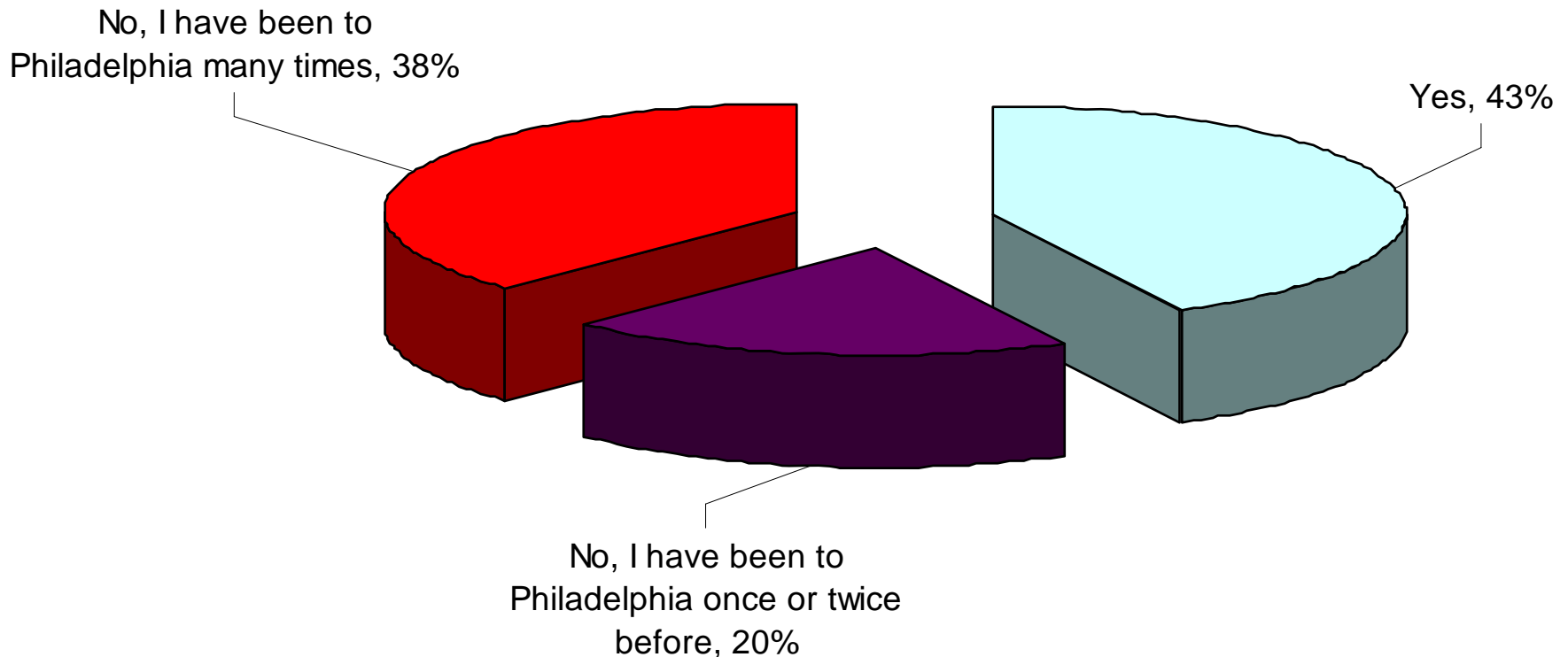
# GEOGRAPHY BY HOTEL OFFER

- Visitors who booked Philly Overnight were likely to be from closer in, while Summer Fun and individual room night visitors had a large national reach (44% other markets)



# REPEAT VISITORS

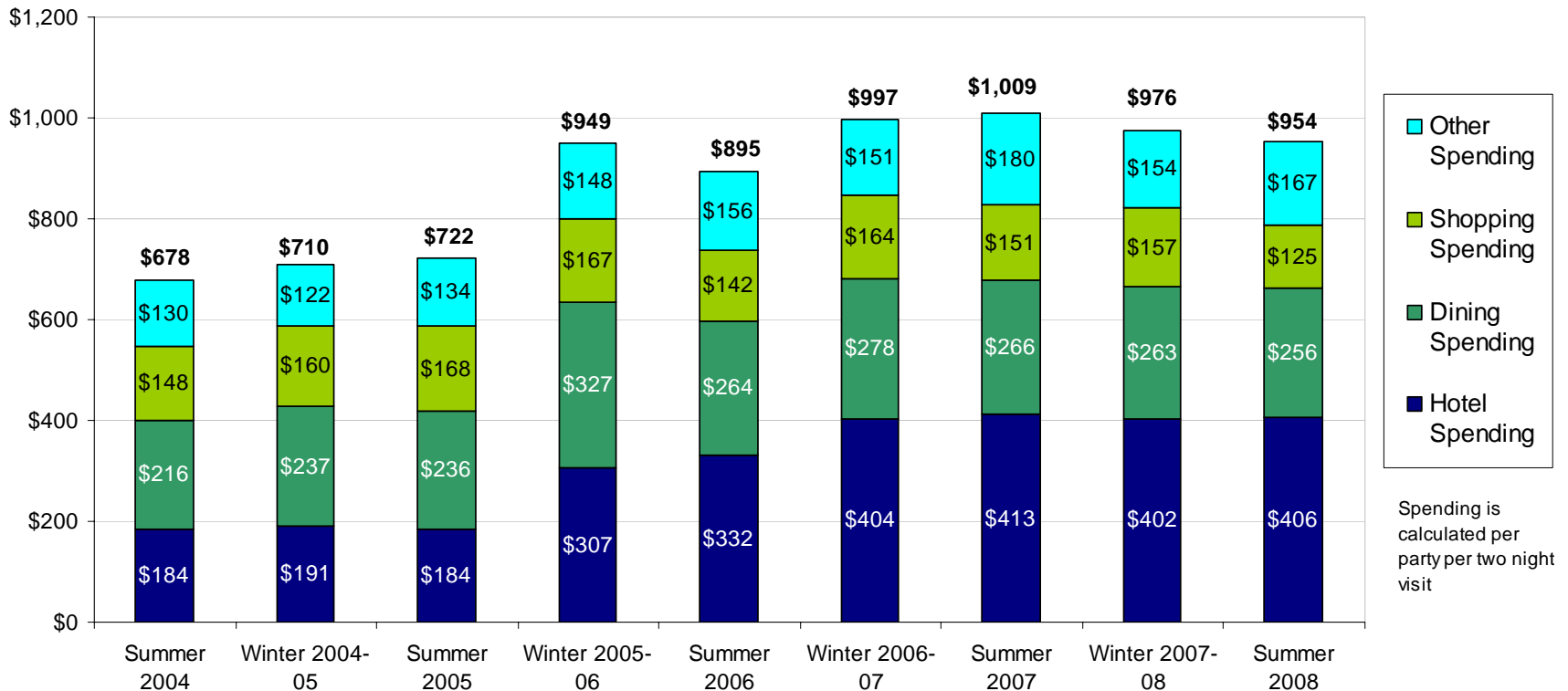
- Close to half of respondents were taking their first trip to Philadelphia, while more than half were repeat visitors (38% many times; 20% one or two times).



# Trip Experience

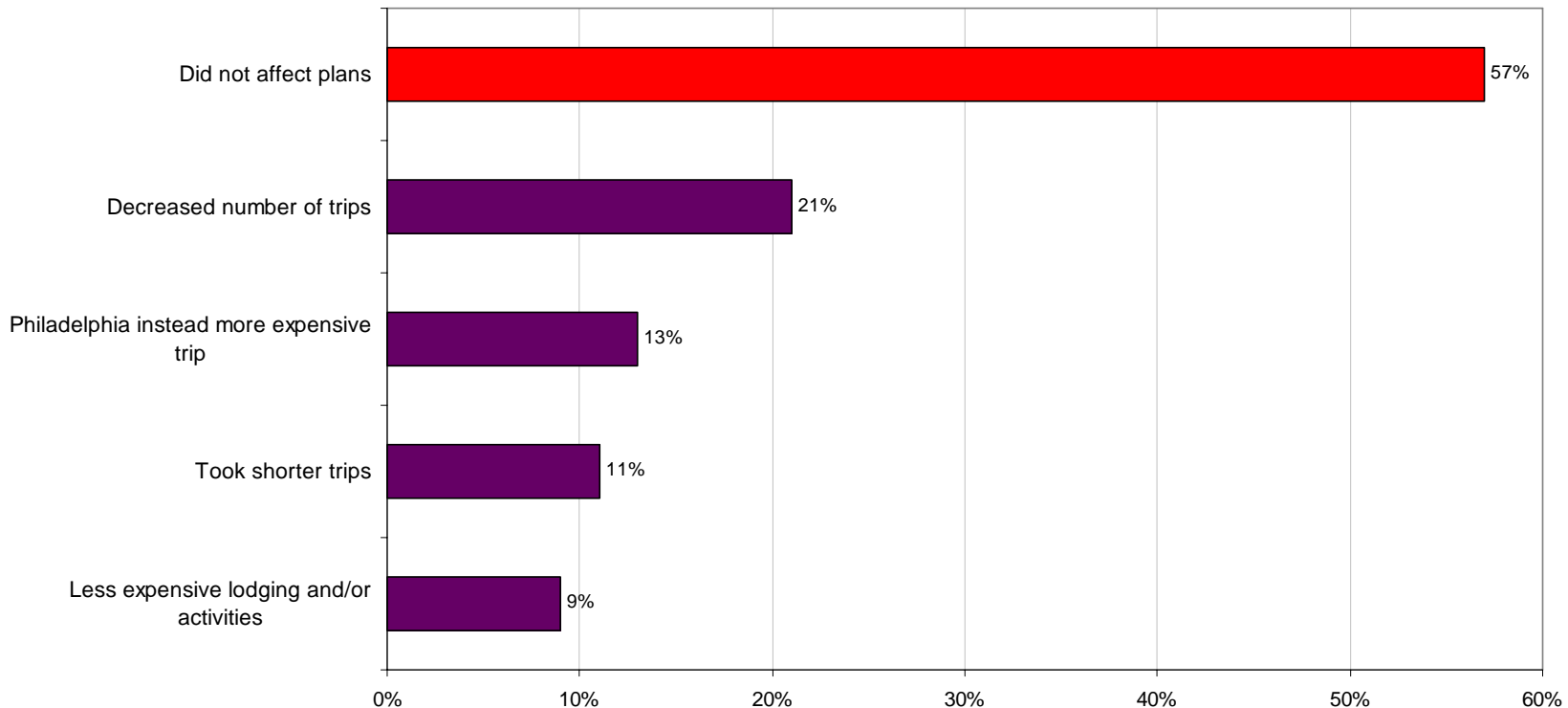
# VISITOR SPENDING

- Total spending in Summer 2008 decreased 5% from Summer 2007 and this represents the second season in a row of spending declines, driven by less spending on shopping and dining. Hotels remain the largest expenditure for tourists during their stay.



# IMPACT OF ECONOMY ON TRAVEL PLANS

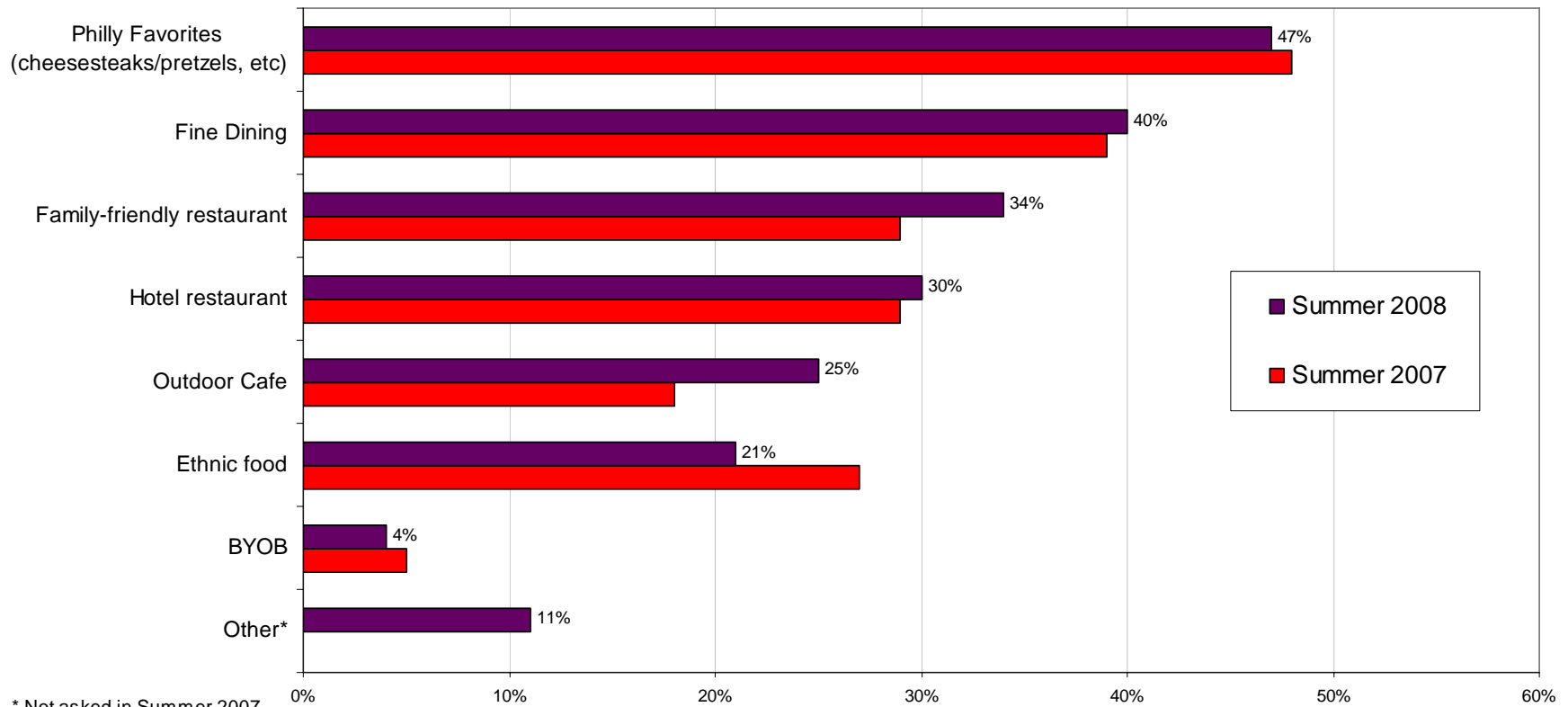
- 43% of respondents reported that the economy affected their travel plans this summer, with travelers saying they:
  - Decreased the number of trips taken (21%)
  - Visited Philadelphia instead of somewhere more expensive (13%)
  - Made their trip a bit shorter (11%)
  - Picked a less expensive version of a Philadelphia getaway (9%)



Q: How did economic conditions affect your travel plans this summer?

# DINING CHOICES

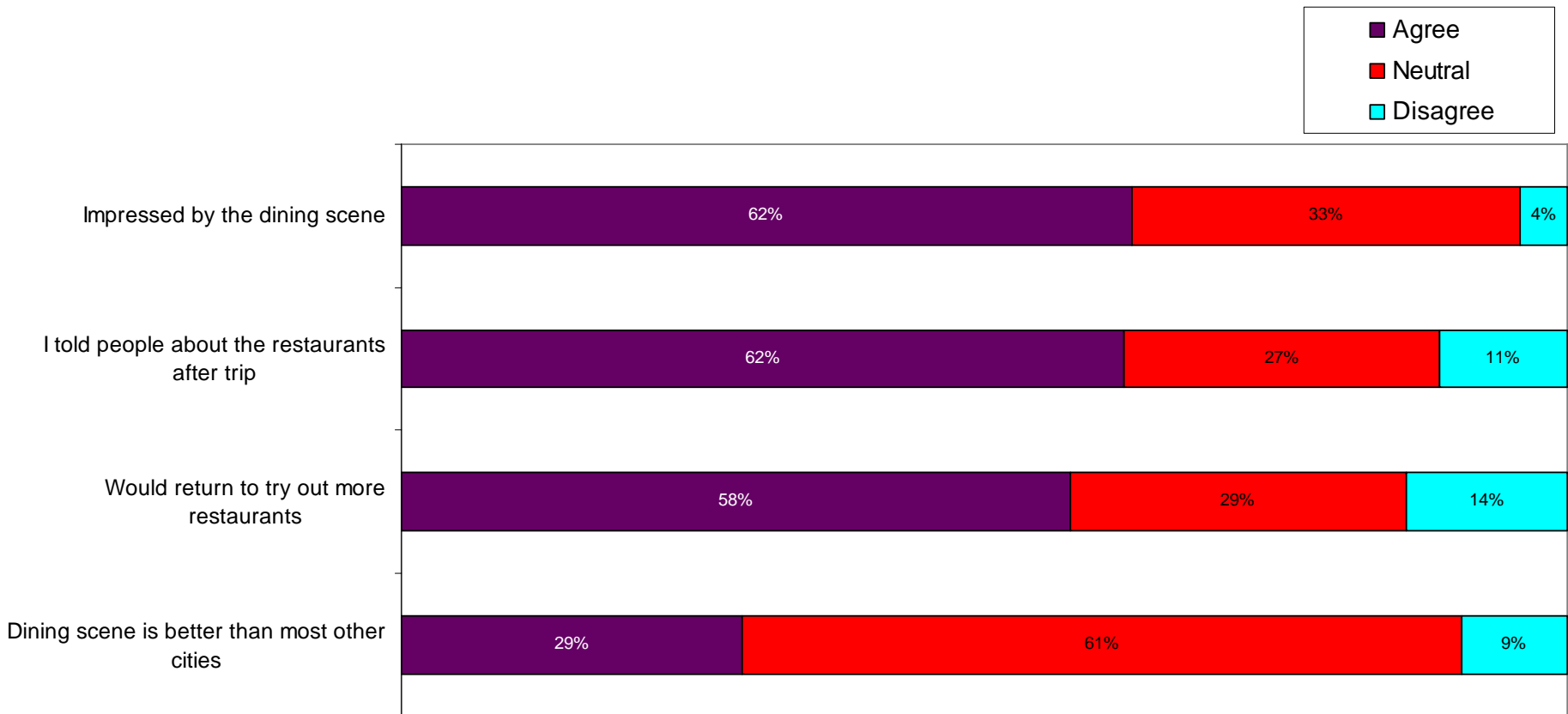
- Dining choices changed little from 2007, with visitors increasing their preference for outdoor cafes by 11%.



\* Not asked in Summer 2007

# DINING IMPRESSIONS

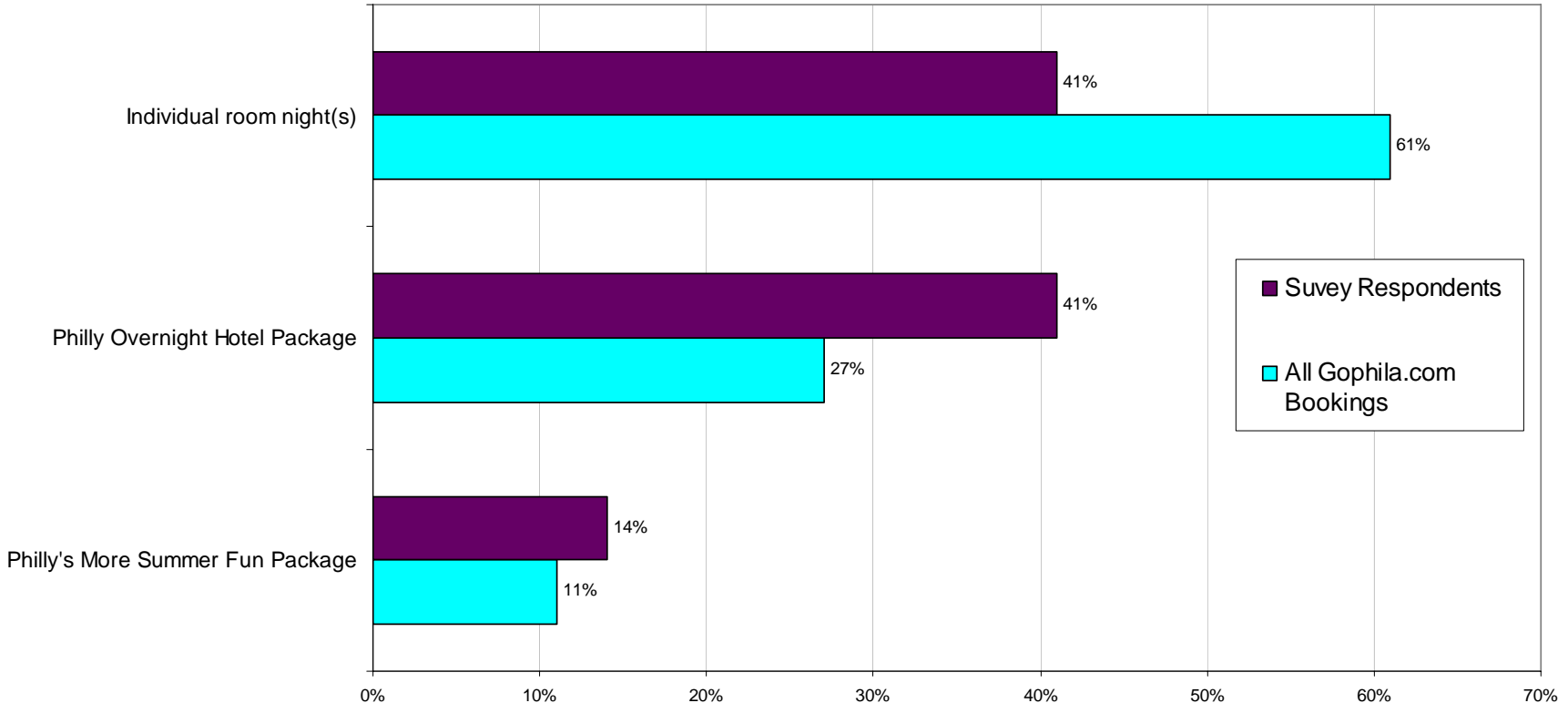
- Philadelphia's dining scene impresses visitors and provides a reason to tell others about the destination and to plan a return visit.



# Hotel Booking Choices

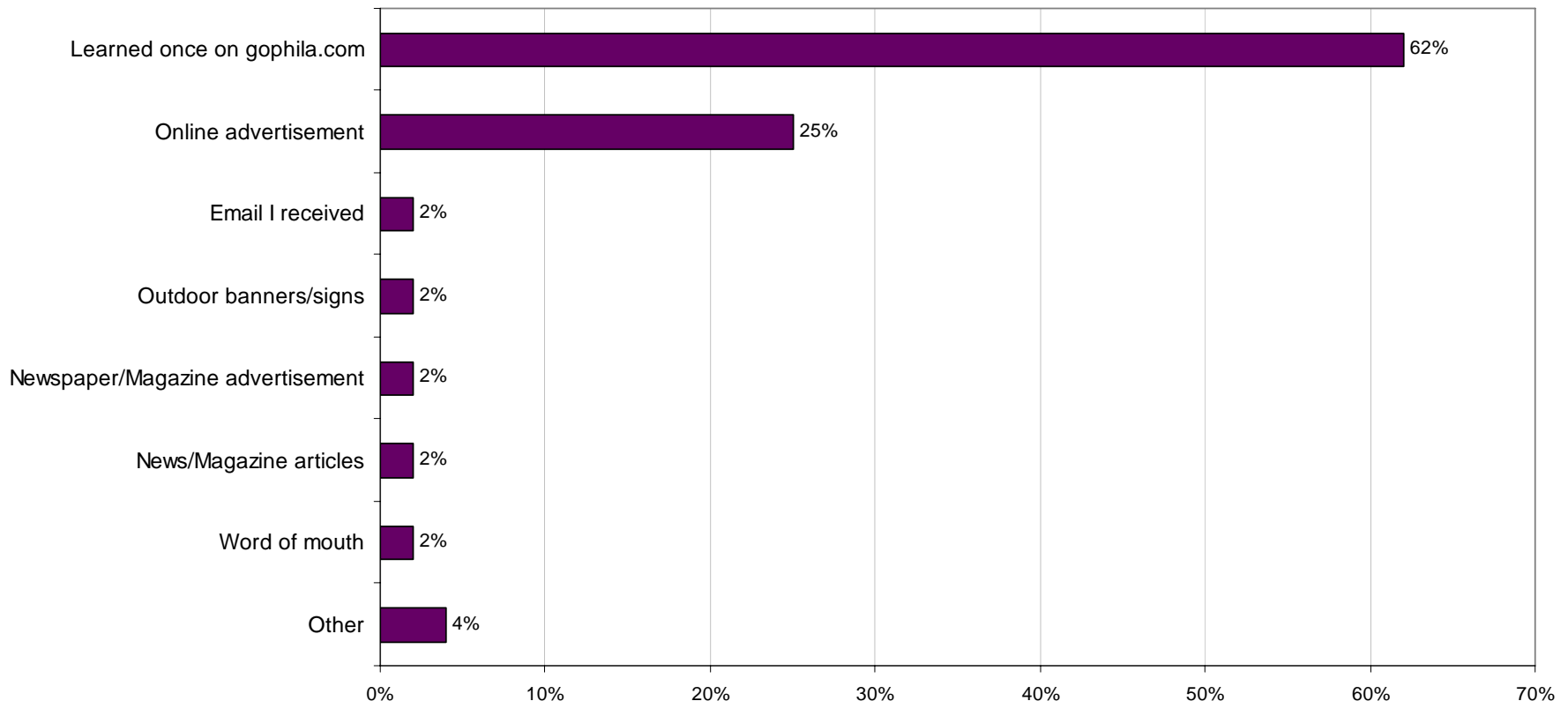
# HOTEL STAY

- The *Philly Overnight* package and individual room nights were the most popular booking options on gophila.com this summer.
  - *Animal discoveries; Philadelphia Freedom and Philly Like a local* packages collectively sold under 1% of all gophila.com reservations



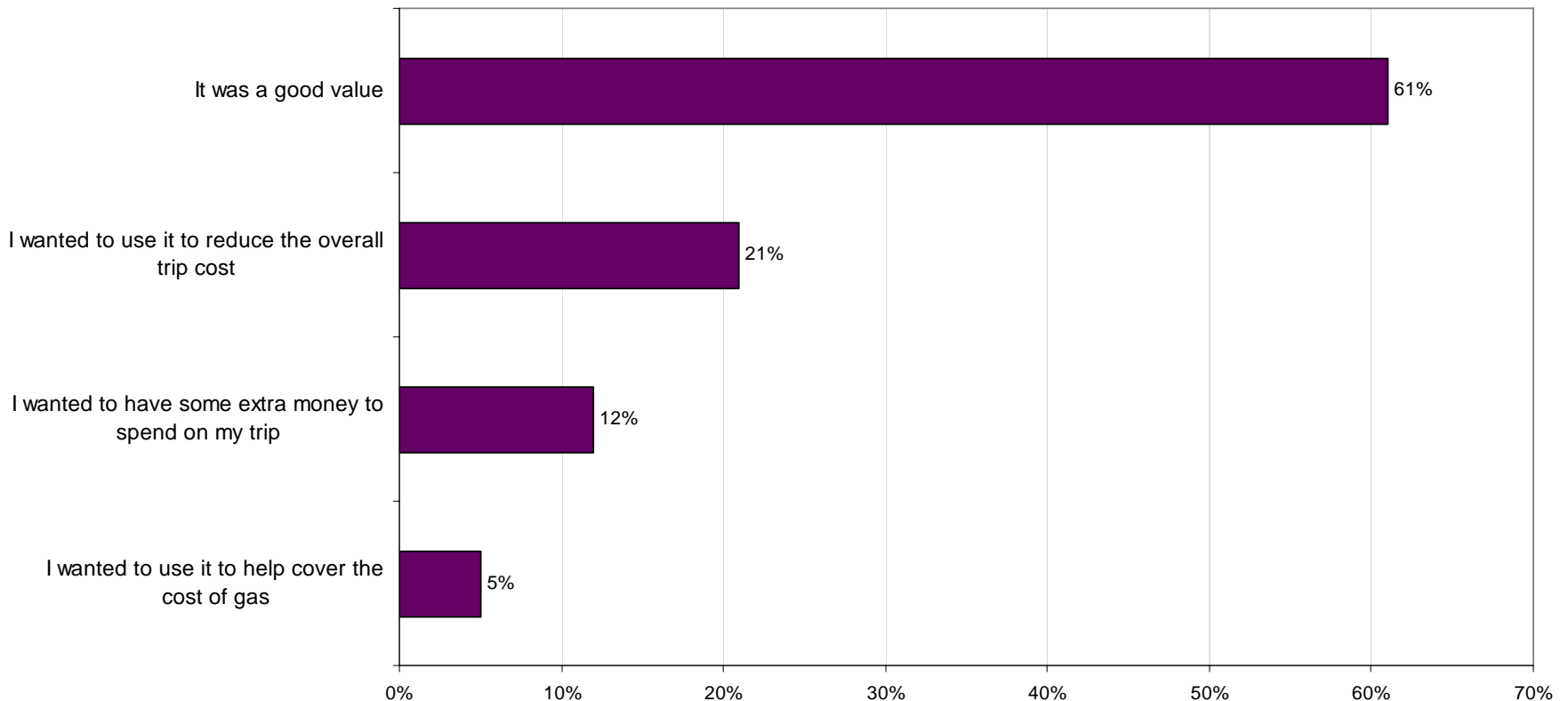
# LEARNED ABOUT SUMMER FUN PACKAGE

- A quarter of those who booked the *Philly's More Summer Fun* hotel package (with the \$50 Amex rewards card) learned about the offer through an online advertisement.
  - Virtually everyone else who booked this package learned about it once on gophila.com.



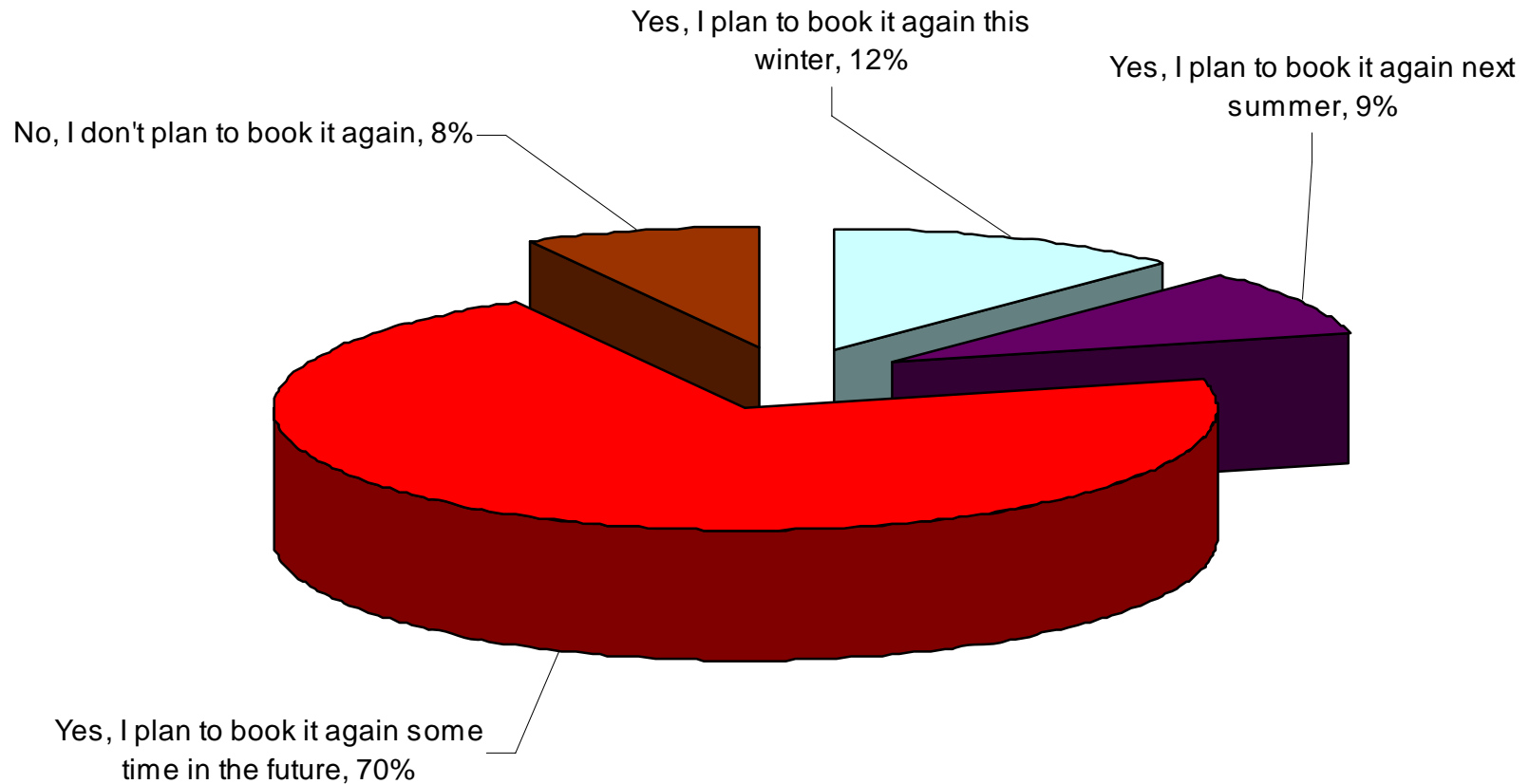
# SUMMER FUN PACKAGE

- Value dominated as the reason to choose the *Philly's More Summer Fun* package. Spending records from American Express show that more than half of people spent their rewards card in region.



# PHILLY OVERNIGHT INTENT TO RETURN

- *Philly Overnight* has a phenomenal 92% *intent to return* rate.

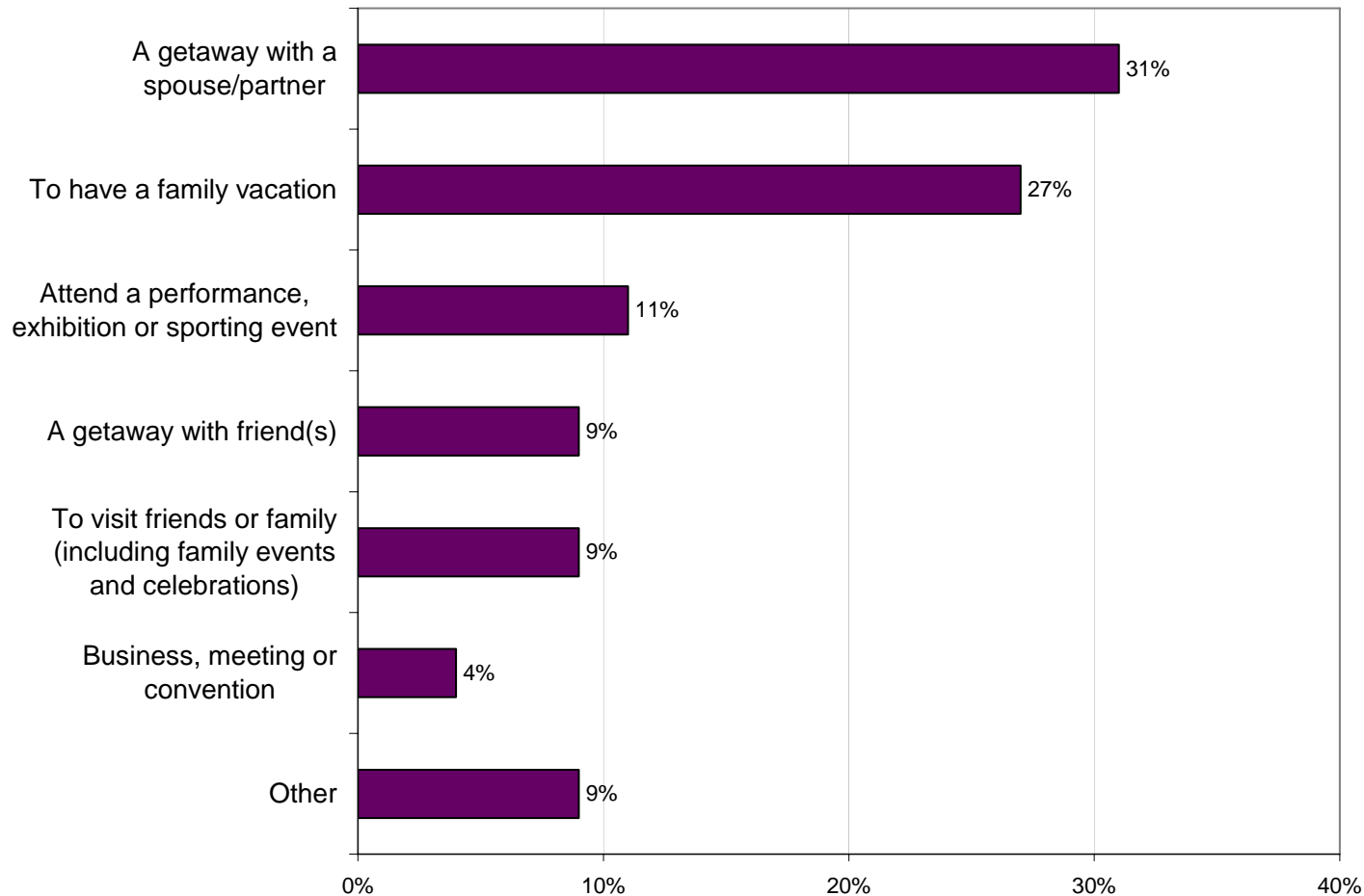


Q: Would you book the Philly Overnight Hotel Package again?

# Trip Planning

# PURPOSE OF VISIT

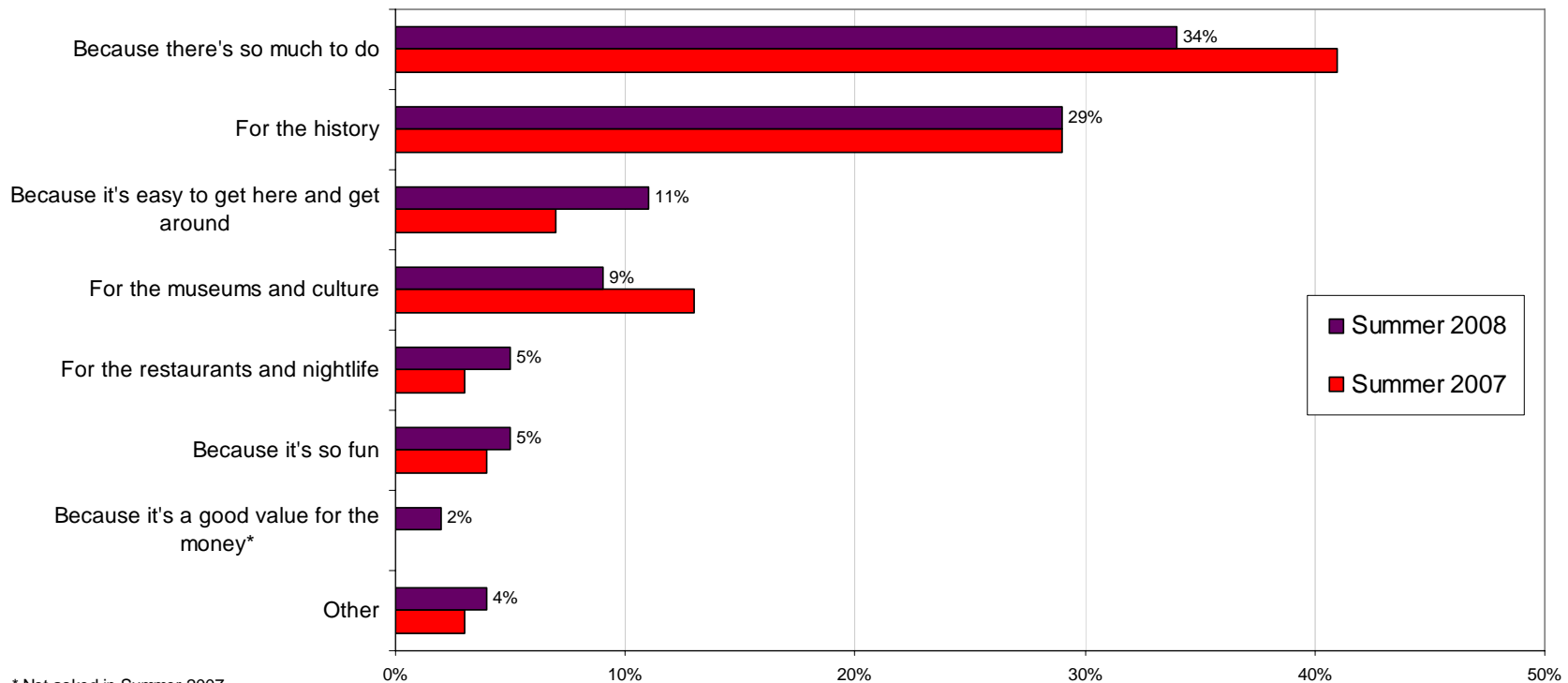
- A getaway or vacation is the leading reason for booking a gophila.com hotel stay in Philadelphia.



Q: What was the primary purpose of your stay in Philadelphia?

# REASON TO VISIT

- “So much to do” is still the leading reason people offer for visiting Philadelphia, however almost as many in 2008 report that history is the primary reason to visit.
  - The rise in “easy to get here and get around” (from 6% in 2007 to 11% in 2008) may reflect the challenging economy that led many locals to be tourists in their own town.

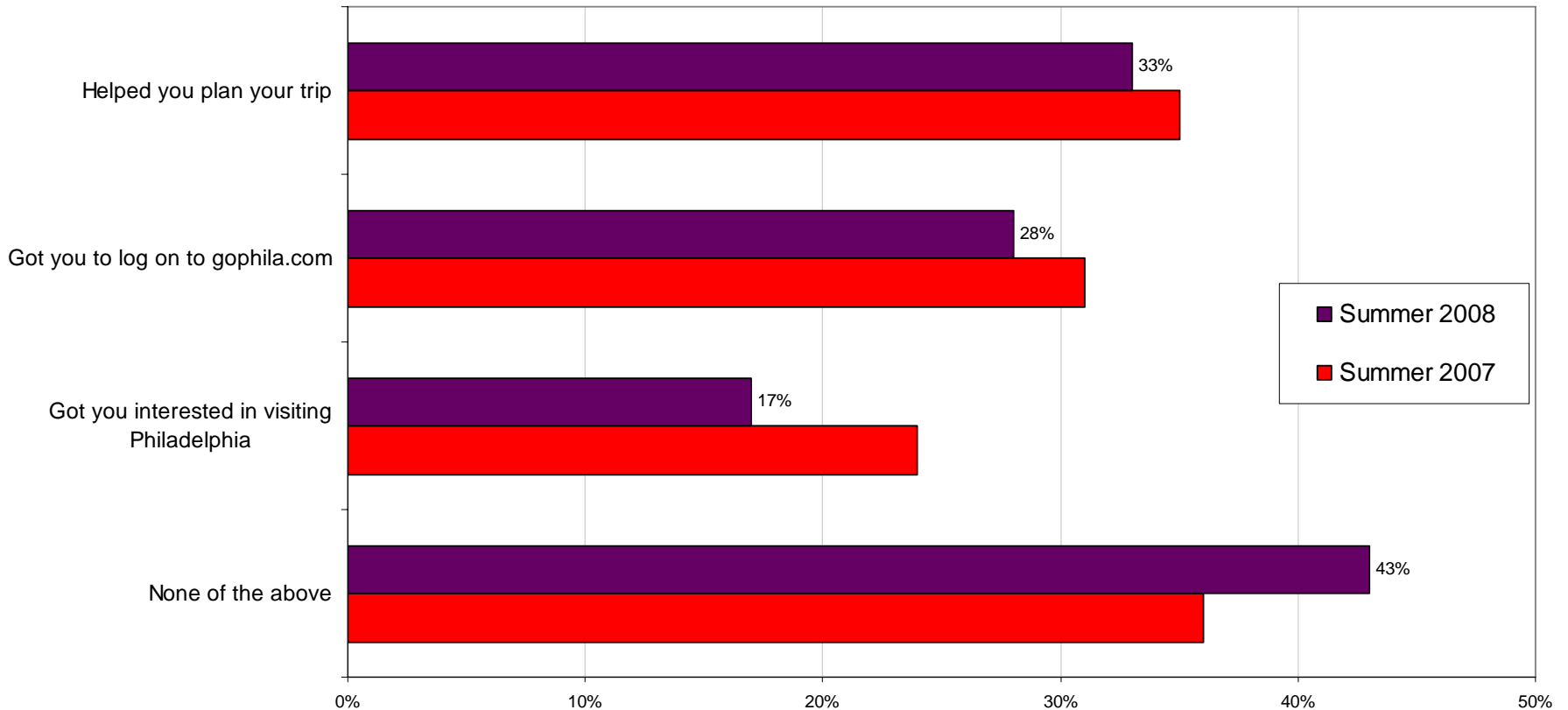


\* Not asked in Summer 2007

Q: If you could offer people you meet one reason they should visit Greater Philadelphia, what would that reason be?

# IMPACT OF ARTICLES

- Articles about Philadelphia as a destination influenced 57% of visitors, down slightly from 63% in 2007.



Q: Please complete the following sentence: Reading a magazine, newspaper, or online article about Philadelphia...

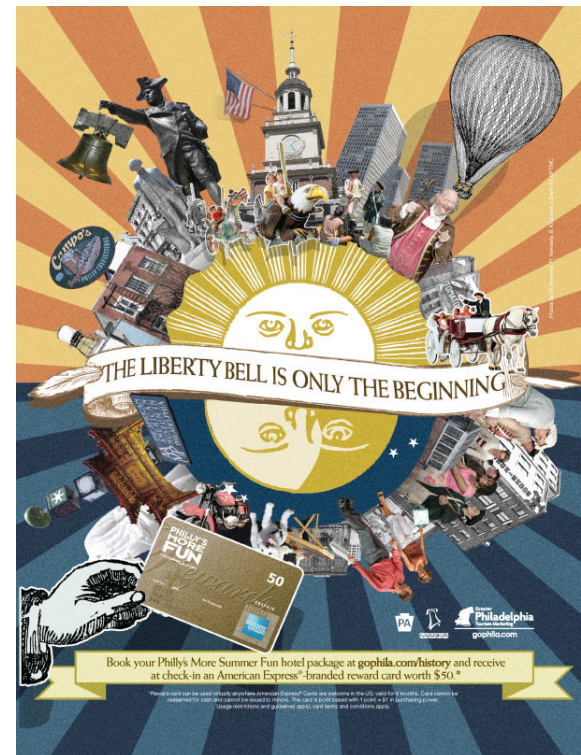
# CAMPAIGN AWARENESS

- Awareness of the two advertising campaigns running this summer – *Philly's More Fun* and *Historic Philadelphia* – was moderate, with 28% aware of the *More Fun* campaign and 12% of the *Historic Philadelphia* campaign.

## 28% Awareness



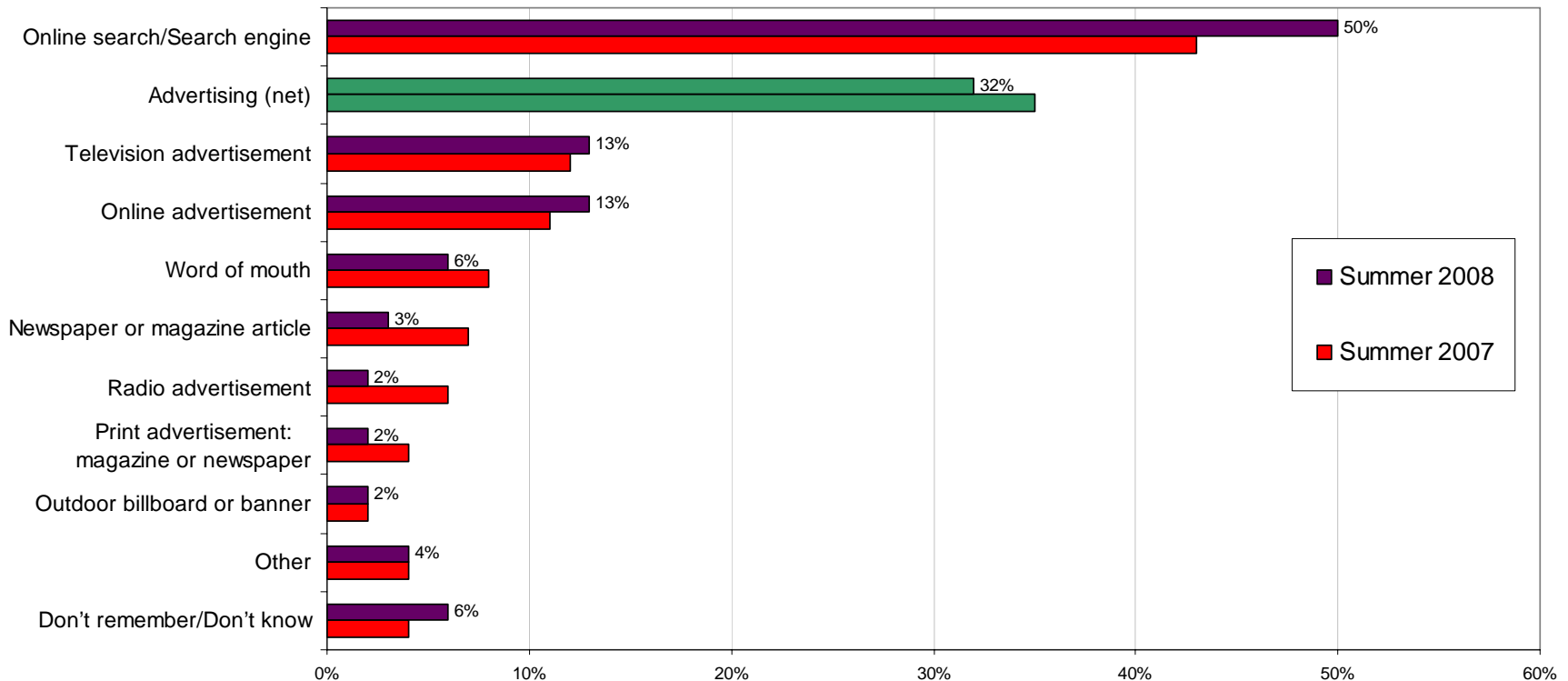
## 12% Awareness



Q: Have you seen the following ad(s) for Greater Philadelphia?

# LEARNING ABOUT GOPHILA.COM

- Online search increased its already firm hold as the top way people come to discover gophila.com. Advertising (of all types) accounted for a third learning about gophila.com.



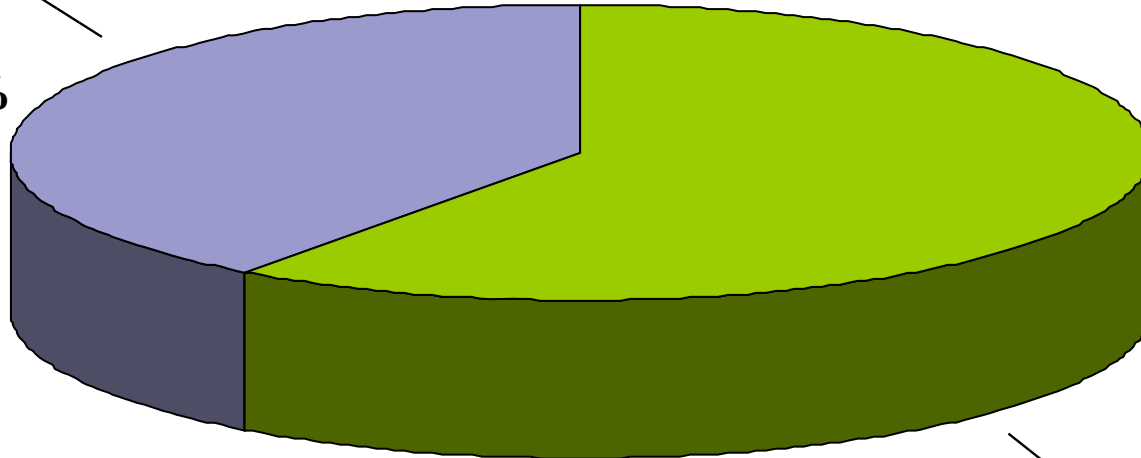
Q: How did your first learn about gophila.com?

# GOPHILA.COM BOOKING EXPERIENCE

- Four-in-ten respondents decided to book a hotel room after they browsed Gophila.com. The other 60% came to gophila.com intending to book a hotel room.

Decided to book  
after browsing  
gophila.com

40%

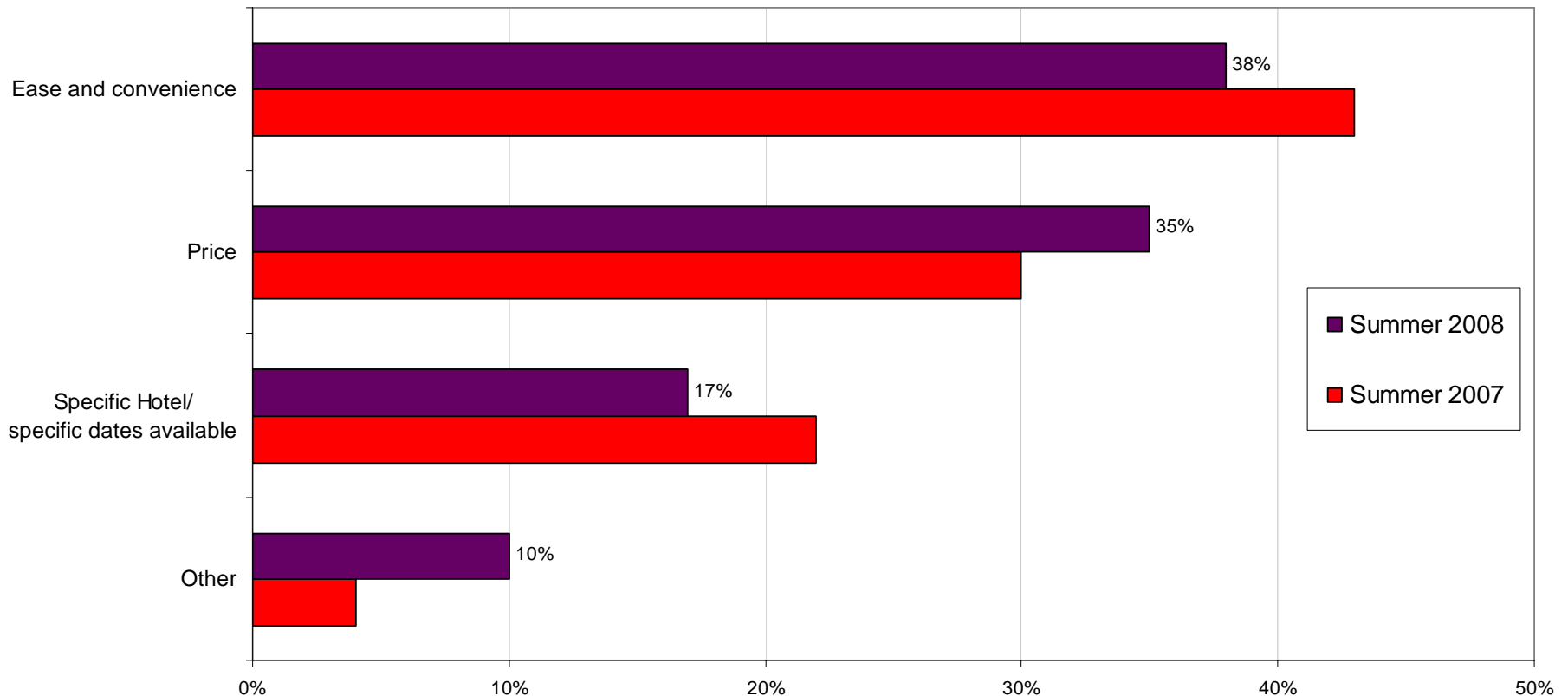


60%

Came to gophila.com with the  
intent to book

# BOOKING ROOMS ON GOPHILA.COM

- Price was more important to visitors in 2008, with 35% reporting that was the reason they booked on gophila.com (as compared to 30% in 2007).

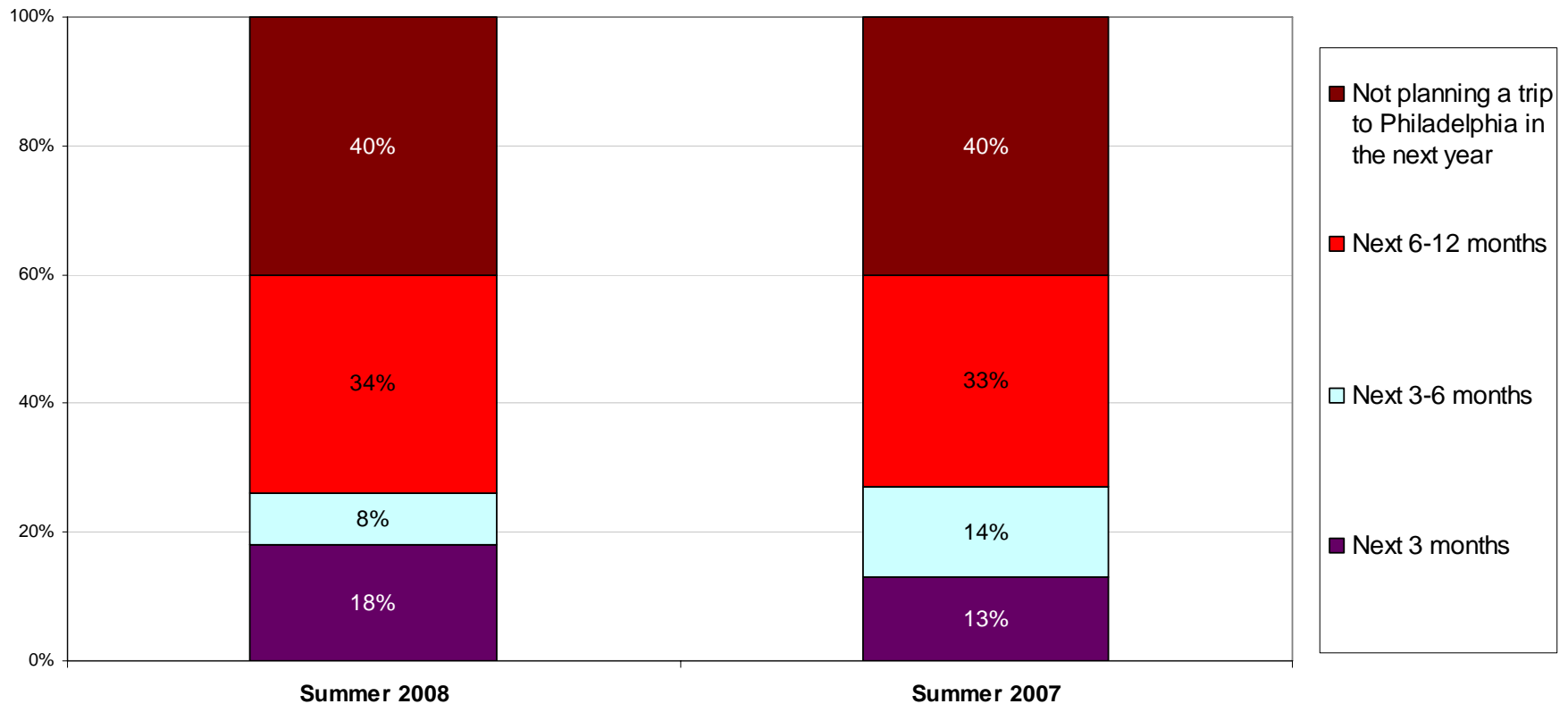


Q: Why did you choose to book on gophila.com?

# Visitor Satisfaction

# INTENT TO RETURN

- Close to one-in-five visitors (18%) are planning a return trip within the next three months. Another 42% will return within the year and 40% are not returning in the next year.



Q: Are you planning a trip to Philadelphia in the coming year?

# SATISFACTION INDICATORS

- 90% have **recommended a visit** to Philadelphia to friends and family
- 99% said their trip to Philadelphia either met (55%) or exceeded (44%) **their expectations**
- 97% said they were either **satisfied** (31%) or **very satisfied** (66%) with their visit to Philadelphia

# Key Insights

- Visitors' behavior this summer reflects a more challenging economic environment:
  - 43% of respondents report that the economy affected their travel plans
  - Visitor spending was down 5% from Summer 2007, with most cut-backs in the shopping category
  - **Price** increased as a reason to book on gophila.com
  - **Value** was offered most frequently as the reason to book the *Philly's More Summer Fun* package
- GPTMC shifted advertising dollars from regional markets assuming a more national approach:
  - Summer 2008 visitors from "other" markets jumped 7% from 2007, while visitation from the Washington, DC and NYC DMAs decreased.
- The *Philly Overnight* package is our best performing in lots of ways:
  - *Philly Overnight* is consistently the most booked package
  - *Philly Overnight* has a phenomenal 92% intent to return rate
  - *Philly Overnight* participants spend \$77 more on their trip than *Summer Fun* visitors and \$157 more on their trip than individual room night bookers.