

Tourism 2008 Report to the Region

MORE PARTNERS, MORE PROMOTIONS, MORE PEOPLE



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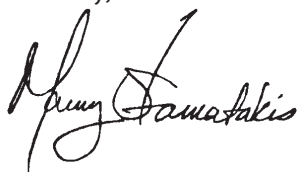
Executive Message

Clearly tourism matters. It matters to the 128,000 people whose jobs depend on it in our region. It matters to the businesses that see \$28 million per day flowing through our economy because of it. And it matters to the residents of our region who benefit from the \$1.5 billion in taxes that are generated from it.

This kind of impact from tourism does not happen automatically. It depends on our region working together to create a destination where visitors want to spend their days and nights. GPTMC contributes to the flow of visitors through our region by telling people about Greater Philadelphia, selling people on Greater Philadelphia and making all of us who live here feel prouder about our own region.

The projects you'll read about in this year's report are innovative, creative, exciting and most of all—they work. We hope you enjoy reading *Tourism 2008*, and we look forward to more successful partnerships this year and in the future.

Sincerely,



Manny Stamatakis
Chairman
GPTMC Board of Directors



Meryl Levitz
President and CEO
GPTMC



AVENUE OF THE ARTS LIGHTING



gophila.com

Creating a new logo is no easy task, but it's a journey we embarked on because we wanted an identity that would resonate with our stakeholders, our visitors and our potential visitors. After careful consideration of our brand promise—"Philadelphia. Independence."—we decided that there's no better representation of our region than the Liberty Bell. Not only is the Bell historic and authentic—attributes key to our destination's identity—it's an inspired symbol of freedom, and it's found only in Philadelphia. We're proud to debut our new logo in our annual report, and we're even prouder of the wonderful region it promotes.



PINE GROVE COVERED BRIDGE, GOAT HILL SERPENTINE BARRENS

A Letter From Our Governor

When the Commonwealth of Pennsylvania, the City of Philadelphia and The Pew Charitable Trusts embarked on creating the Greater Philadelphia Tourism Marketing Corporation (GPTMC) in 1996, selling the city and the region as a tourism destination was not something that came easily to Philadelphians. We knew, however, that we were sitting on a goldmine—we just needed to promote it.

GPTMC's mission is to make the region a premier destination through marketing and image building. They do this by shining a spotlight on all that makes **Philadelphia and The Countryside®** an incredible destination. From its history, museums and cultural attractions to its restaurants, nightlife and shopping, Philadelphia's ground-breaking marketing campaigns have highlighted and bolstered the city's image, bringing not only tourists to the region, but residents as well.

Thanks in good part to the consistent and creative marketing and promotional efforts of GPTMC, 9.3 million overnight leisure visitors came to the region last year. They accounted for 60% of all tourism economic impact, while regional hotel revenue surpassed the \$1 billion mark for the first time ever. The Commonwealth collected \$311 million in taxes from visitor spending in the five-county region, proving what we knew about the Philadelphia region was true: This is a place worth discovering and an industry worth investing in!

Sincerely,

Edward G. Rendell

Edward G. Rendell
Governor
Commonwealth of Pennsylvania



A Letter From Our Mayor

Philadelphia has always been one of America's great cities. Part of its charm is a thriving Center City, but we're also a city of noteworthy neighborhoods and a region of diverse attractions.

Like every city, we face great challenges. If we're really going to move Philadelphia in a new direction, we need more than ideas—we need great stories and new ways of telling them. Growing the city by 75,000 residents over the next five to 10 years will take continuing to tell the new Philadelphia story and building on the marketing, promotion and branding efforts that have successfully generated a new image for our city.

GPTMC tells the new Philadelphia story to more people in new ways. The organization markets Philadelphia as it grows, focusing on all that's new and staying ahead of the curve in the use of technology to reach consumers effectively. This shows in a 63% increase in overnight leisure tourism between 1997 and 2006 and more than \$10.4 billion in total economic impact to the region last year alone.

Much of this success comes from promoting assets like our cultural institutions, museums, libraries, entertainment venues and historical treasures as magnets to attract jobs and population.

Working to create a coordinated marketing and branding vision for the city is one way to build on the success and economic results generated by the city's tourism industry. If we work together in partnership and make smart investments, we'll secure our future and make this city and region strong as we face global economic challenges.

Sincerely,




Michael A. Nutter
Mayor
City of Philadelphia



CITY HALL

All of the photos in this report and hundreds of others are available for media and our non-profit partners to use for editorial purposes at no cost. To see our expansive photo library and download high-resolution images, visit gophila.com/pressroom.



ACCORDING TO THE PRESS

“For anyone who is adventurous, loves to eat and has an admiration for the arts, book tickets immediately and give the city of Philadelphia some love.” – **Atlanta Voice** (circulation: 40,000), May 31, 2007

“... we love Philadelphia’s flourishing BYOB restaurant scene. Often a hallmark of smaller, chef-operated restaurants, ‘Bring Your Own Bottle’ is a win-win situation.” – **National Geographic Traveler** (circulation: 739,985), May/June 2007

“Editor in Chief Dana Cowin believed that a city needs to meet seven criteria to be considered a top culinary destination—until a series of scouting trips to Philadelphia showed her the true meaning of greatness.” – **Food & Wine** (circulation: 951,339), June 2007

“The slogan is true, Philly is more fun when you sleep over ... and it’s one of my favorite American cities to explore. There is so much to see and do and experience in Philadelphia that I would recommend a two-night getaway ... at least once a year.” – **The Patriot-News** (circulation: 145,039), June 17, 2007

“As of earlier this summer, the City of Brotherly Love may have the coolest hotel *room* in the USA.” [Refers to the **uwishunu**® room at The Westin Philadelphia] – **USA Today** (circulation: 2,278,022), August 17, 2007

“Welcome to the diverse, thriving Philly music scene, where everyone knows each other (the Teeth worked with West Philly underground hip-hop producer RJD2), sounds cross-pollinate and commercialism hasn’t intruded on a grassroots DIY ethic ...” – **Rolling Stone** (circulation: 1,445,048), October 18, 2007

“Looking for those Philly hot spots that only the locals know about? Check out **uwishunu**, a blog that details the best places to eat, drink, shop, stay, and play – all written for tourists. The site is run by the Greater Philadelphia Tourism Marketing Corporation, so there’s a heavy dose of info that they want you to know about.” – **US Airways Magazine** (circulation: 340,217), October 2007

“... people live well in Philadelphia. ... Philadelphia is a distinct, smart and artistic city. ... It’s a diverse city, with more than a tad of elegance. And it’s manageable. ... Philly is worth the look, and maybe the train ride.” – **New York Daily News** (circulation: 681,415), November 16, 2007

“Greater Philadelphia has reaped the rewards of its substantial investment in regional heritage tourism. Greater Boston – in fact, our entire state – would do well to follow Philly’s lead.” – **The Boston Globe** (circulation: 382,503), November 26, 2007

“Just an hour and a half south away via earth-friendly Amtrak (or \$20 round-trip on the Chinatown bus), Philadelphia — a quicker trip from Midtown than some points within the five boroughs — is a retail-tax-haven treasure trove of trendy fashions, accessories and gifts.” – **New York Post** (circulation: 667,119), November 27, 2007

“Philadelphia is hotter than ever, tourism is flourishing, neighborhoods are bustling, the arts are thriving and the restaurant scene—let’s just say it’s a feeding frenzy. Philly, jam-packed with things to see and do, places to be and be seen, can thrust you into fast-forward in a hurry.” – **Go, AirTran magazine** (circulation: 2,000,000), November 2007

“You’ll find everything on your list in Philly’s easy-to-navigate Center City District – and you won’t pay tax on clothing, either. That’s what we call brotherly love.” – **Every Day with Rachael Ray** (circulation: 1,302,360), November 2007



“Unlike many places, Philadelphia was a thriving city long before it became a tourist destination. The history of Philadelphia, and the people who populate it, comprise as rich a tapestry as one could ever design.”

– **Envoy, North American Airlines magazine** (circulation: 10,000), December 1, 2007

“... many ways to celebrate the season in Philadelphia, a historic city whose downtown is enjoying its own modern revival. Here, you’ll find plenty of spirited activities for adults, children, and the kids inside all of us.” – **The Boston Globe** (circulation: 562,273), December 2, 2007

“Every American should visit Philadelphia, where much of our history began.” – **Kansas City Star** (circulation: 343,308), December 30, 2007

“... Fishtown is joining the ranks of warehouse districts nationwide that have undergone a renaissance. Young professionals and creative types are moving into renovated apartments and luxury condos. Upscale restaurants, galleries and high-end shops have followed.” – **The New York Times** (circulation: 1,500,394), January 13, 2008

“... Philadelphia’s geography—it’s the closest major city to New York, a couple hours away as the crow flies—placed it in a unique position to capitalize on the convergence of this urban-living popularity and the increasing difficulty of such living in New York City.” – **The New York Observer** (circulation: 50,415), February 13, 2008

“With the city awash in rumors that paint Philly as the new Williamsburg [Brooklyn], a veritable hipster promised land, it’s hard not to wonder what the real deal is behind the mass exodus from the City That Never Sleeps to the City of Brotherly Love.” – **gridskipper.com** (Technorati ranking: 2,048 out of 112,800,000 blogs), February 18, 2008

“GPTMC developed a blog called ‘uwishunu’ (You Wish You Knew), whose content centers around local perspectives and opinions that tell the city’s story ‘from the inside out,’ ... Now in its second year, the blog has garnered more than 425,000 visits from people in more than 160 nations/territories.” – **PR Week** (circulation: 10,161), March 17, 2008

“The stressed go west. But these days, instead of moving all the way to California, burnt-out East Coast urbanites only have to go as far as Philadelphia (pop. 1.4 million) for a cheaper, green reprieve. Just a two-hour train ride from New York and D.C., Philly has been drawing expat Brooklyn hipsters and Wall Street brokers, inspiring a new nickname the locals love to hate: New York’s sixth borough.”

– **National Geographic Adventure** (circulation: 600,000), April 2008

“Once the colonial home of carpet mills, breweries, cigar factories and ladies of the night, Northern Liberties is the latest Philadelphia neighbourhood to enjoy an overdue hit of urban renewal, with an influx of local designers, hip eateries and art co-ops. And not a Starbucks in sight.” – **Wallpaper*** (circulation: 110,000), April 2008

“History comes alive in 16-ounce pint glasses.” [about *Philly Beek Week*] – **Feast of Fools podcast**, April 11, 2008

The Big Picture

What We Mean By Philadelphia
We mean Greater Philadelphia, including Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

What We Do

GPTMC makes **Philadelphia and The Countryside®** a premier destination through marketing and image building that increases business and promotes the region's vitality.



What We Mean By Tourism Marketing

Making the region a star destination through the following:

- Advertising in print, television, radio, outdoors and online
- Brand development
- Consumer collateral materials
- Consumer and media relations
- Cooperative advertising
- Cultural tourism marketing
- Event-based marketing
- **gophila.com** and **gophila.com/pressroom**
- Hotel packaging
- Image building
- Partnerships, promotions and marketing alliances
- Stakeholder relations
- Tourism development
- **uwishunu.com**
- Visitor and marketing research

Our Primary Funders

- City of Philadelphia
- Commonwealth of Pennsylvania
- Pennsylvania Department of Community and Economic Development
- Pennsylvania Department of Conservation and Natural Resources
- The Pew Charitable Trusts
- William Penn Foundation

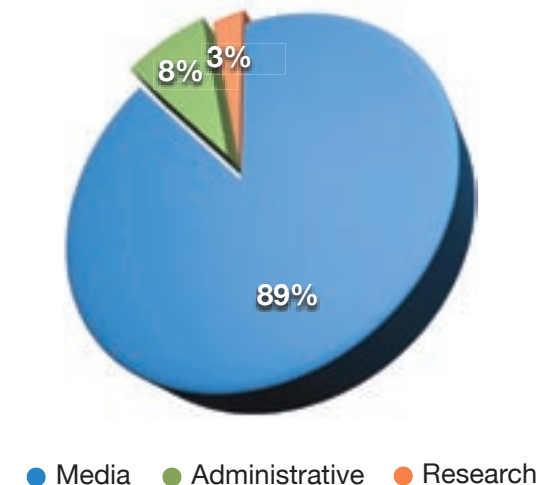
Our Primary Sponsors

- American Express
- Bank of America
- Enterprise Rent-A-Car
- PECO Wind
- PNC Bank
- Southwest Airlines
- Wachovia

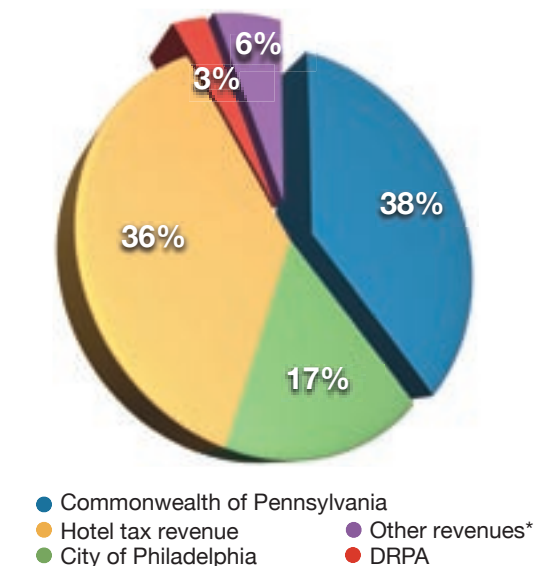
More Insight

“Our partnership with GPTMC enables us to share our message with new consumers and allows us to build relationships and expand the reach of our brand to markets unavailable to us. We particularly value the breadth of the marketing opportunities the GPTMC team brings us, such as cooperative advertising, social and new media marketing and public relations outreach.” – Jerrod L. Godin, vice president of marketing, Peddler’s Village

Fiscal Year 2007 Expenditure Allocations



Fiscal Year 2007 Funding Sources



*Other revenues consist of the cooperative initiative, **gophila.com** commissions and corporate sponsorships. GPTMC has identified programmatic needs and has taken a strategic approach toward the development of these additional funding sources in order to enhance and grow marketing programs in quality and effectiveness.



VA LA VINEYARDS

Our Results: 2007 Big Numbers

Advertising: 666,161,318 impressions via broadcast and cable TV, radio, print, Internet and outdoor advertising

Cooperative Advertising: 89,268,411 advertising impressions from 47 full-color print advertisements placed in 16 regional and national travel, leisure and lifestyle print publications, with the participation of nearly 80 partners throughout the Philadelphia region

Leisure Hotel Room Nights: 2,566,000 leisure room nights out of a total of 8,018,585 were booked in the region, including 950,000 individual and group leisure rooms in Center City

Public Relations: 2,982 stories resulting in 867,525,270 impressions

Web: 5.4 million visits reflecting a 19% increase in visitation since 2006, with nearly 30 million page views; more than 103,000 unique, active e-mail subscribers; 60,360 downloads of *Philadelphia and The Countryside®: An Insider's Look*; 119,125 downloads of the city map; and hotel reservations booked by people from all 50 states and 38 countries



PHILADELPHIA ZOO

Economic Impact

Tourism is one industry made up of many partners. It starts to add up quickly when so many people are here every day, visiting a variety of attractions and sites and purchasing gifts and souvenirs to take home with them. **In 2006, visitors added \$28 million to our regional economy each day, bringing the total to \$10.44 billion for the year.**

Tourism had an impact on employment and taxes as well. In 2006, the industry:

- Supported **128,524** jobs in our region
- Generated **\$1.49 billion** in local, state and federal taxes

Leisure tourists are responsible for more than half of all this impact. Three-quarters of visitors to our region are here just for fun—a leisure day or overnight trip—and they generate 60% of the economic impact of tourism to our region:

- **\$6.26 billion** in spending impact
- **77,114** jobs
- **\$890 million** in local, state and federal taxes

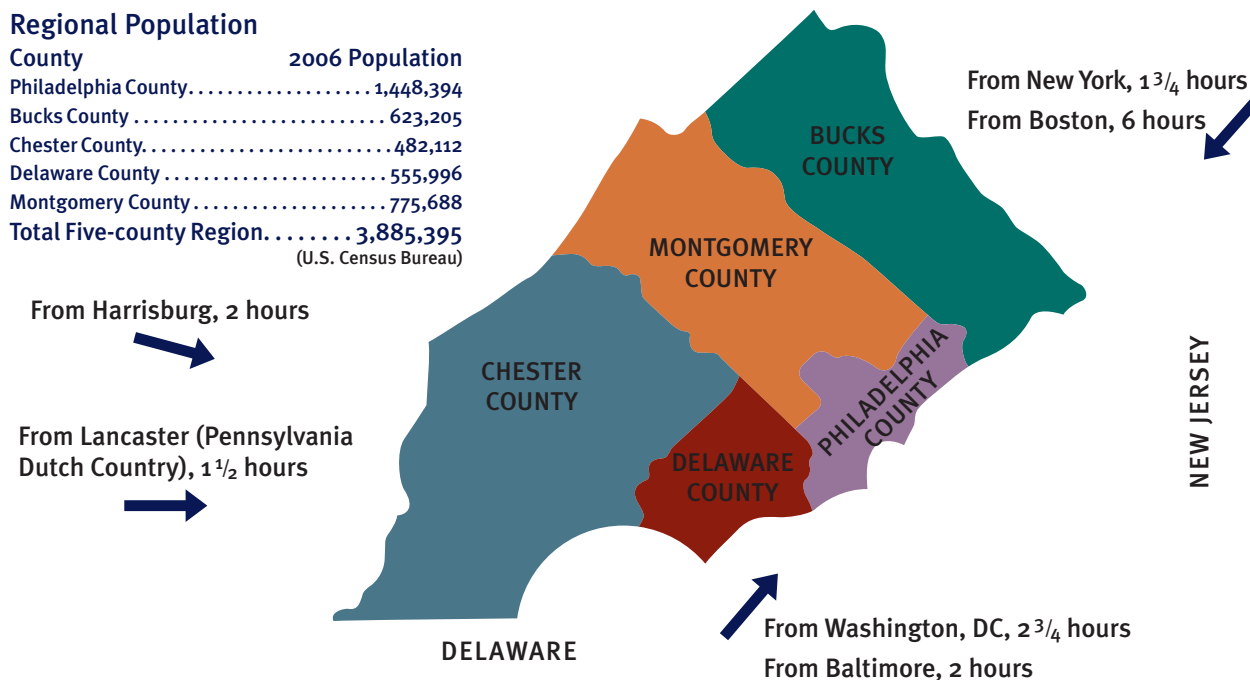
Note: New economic impact figures for tourism will be available in summer 2008 and will be posted on gophila.com/research.

Greater Philadelphia

Bucks • Chester • Delaware • Montgomery • Philadelphia Counties

Regional Population

County	2006 Population
Philadelphia County.....	1,448,394
Bucks County.....	623,205
Chester County.....	482,112
Delaware County.....	555,996
Montgomery County.....	775,688
Total Five-county Region.....	3,885,395
	(U.S. Census Bureau)



Strategic Plan

In 2007, GPTMC completed a new, five-year strategic plan to take us into our second decade of business. To determine how we would build the region's image in future years, we first needed to define our tourism brand and our brand's components. What type of experience did a Philadelphia visit promise? The answer to this question would deliver our brand promise.



MARSH CREEK STATE PARK



FIRST FRIDAY, OLD CITY



INDEPENDENCE HALL

It became clear, through 12 years of testing and advertising, that our brand is Philadelphia itself and that “Philadelphia” and “independence” go hand in hand. Our brand promise, therefore, is: “Philadelphia. Independence.” To the visitor, independence in Philadelphia is experienced in a number of ways, and these ways indicate our brand components: **fun, authenticity, history, accessibility and discovery.**

Here’s how visitors define each of these attributes:

- **Fun:** As in the pursuit of happiness. When people strike out on their own to explore a new or familiar place, what they seek and find is fun.
- **Authenticity:** People have paved their own path in Philadelphia forever, and the result is an authentic city and region of neighborhoods, offering an experience where everything is real—from the Liberty Bell and Independence Hall to the locally owned boutiques, bring-your-own-bottle (BYOB) restaurants and galleries that line our streets.
- **History:** Of course, “Philadelphia. Independence.” recalls the history for which we are famous and the reason so many of our visitors come to Philadelphia.
- **Accessibility:** With so much to do in a relatively small area, a wide range of price points, a central location and friendly people, the region’s accessibility gives visitors the independence they want in order to explore whatever interests them.
- **Discovery:** One of the best features of independence is discovering something for yourself and on your own. Philadelphia offers tourism experiences that have unique textures, and these experiences give visitors special stories to tell. In Philadelphia’s case, so much of what we offer is the unexpected moments and the little gems discovered while exploring the city and countryside.

More Insight

*“GPTMC plays an integral part in the marketing strategies of **Philadelphia and The Countryside®**. They consistently bring new and innovative ideas to the table at our monthly meetings. And they get the message out in a timely, cost-effective manner that keeps us visible throughout the region, the country and the world.” – Tore Fiore, executive director, Delaware County’s Brandywine Conference and Visitors Bureau; chairman, Philadelphia and The Countryside® marketing group*



DELAWARE CANAL STATE PARK



BROWN BETTY DESSERT BOUTIQUE

Marketing Plan



SOPRA LOUNGE AT POSITANO COAST

GPTMC's marketing plan for 2008 is based on 14 marketing strategies that integrate advertising, public relations, gophila.com, research and partnerships.



AVENUE OF THE ARTS



LONGWOOD GARDENS

Here's a look at the strategies that guide our decisions:

1. *Brand and position Philadelphia as a premier destination* with so much to do, focusing on its fun, vibrant side; its history, food, arts and entertainment; its thriving neighborhoods; and its outdoor opportunities.
2. *Promote Philadelphia in the highest-yield and highest-growing consumer markets*, focusing on trip types and geographic audiences, both broad and narrow.
3. *Reach out to emerging markets* that will become the visitor base of Philadelphia's future, including multicultural visitors, those less familiar with Greater Philadelphia as a destination and young and high-tech travelers through campaigns such as **uwishunu®**.
4. *Convert potential visitors into actual visitors through **gophila.com***, a 24/7, global online visitor center that entices visitors to come to Philadelphia now and provides them with itinerary-building tools to plan and purchase their trips.
5. *Ensure the sale of hotel packages*, individual hotel room nights, car rentals and event tickets on **gophila.com**.
6. *Build the buzz* about the Philadelphia region by continuing to develop and expand relationships with media so they are equipped to tell the new Philadelphia story and tout the region's many wonderful attractions.
7. *Expand the **Philly's More Fun™** brand message* with existing tourism products and the marketing of them, including **Historic Philadelphia**, dining and nightlife, Greater Philadelphia experiences (towns, attractions, outdoors) and annual events (e.g., *Sunoco Welcome America!*, *Philadelphia Flower Show*).
8. *Develop and grow the functionality of **gophila.com*** to include more user-friendly tools and information and e-commerce opportunities beyond hotel bookings, including ticket and product sales.
9. *Enhance our audiences' interaction with the Philadelphia brand* through two-way communication with visitors, such as social media marketing, consumer-generated media, online/offline come-back messages and merchandise sales that allow visitors to take a piece of Philadelphia home with them.
10. *Communicate year-round opportunities and reasons for visitors to come to Greater Philadelphia* through advertising, **gophila.com** and an always-available **Philly Overnight® Hotel Package**.
11. *Promote the vital economic, cultural and social impact that the tourism industry has on the region* through expanded stakeholder relations programs, research reports and communications.
12. *Create additional and better opportunities for regional outreach and inclusion* to support the Greater Philadelphia marketing message.
13. *Increase synergy with the Commonwealth of Pennsylvania's tourism marketing efforts*.
14. *Ensure that every GPTMC initiative has a research foundation and tracking mechanism* to gauge success, provide accountability measures and inform future marketing direction.



Situation Analysis

2007 was a year of growth and progress for tourism in the Philadelphia region. The *Tutankhamun and the Golden Age of the Pharaohs* exhibition at The Franklin brought in hundreds of thousands of new tourists, news coverage soared, business travel remained strong and several strategic partnerships allowed us to market the region in new ways.



BELMONT MANSION



BUCKS COUNTY



ARDMORE FARMERS MARKET, SUBURBAN SQUARE

Looking ahead, we see opportunities, but we also anticipate some challenges. The regional, national and even international environments will be different in 2008 than they were in 2007. These are the factors that will impact our marketing in the coming year:

Strengths And Opportunities:

- The Philadelphia brand continues to strengthen, giving us the opportunity to tell more wonderful stories about the region.
- Our tourism product gets stronger every year. New hotels, attractions, restaurants and boutiques provide reasons and opportunities for more people to visit or revisit the city.
- Our new mayor has set ambitious goals for the city and is mapping a path to achieve these goals.
- Our downtown and regional main streets are thriving, and there is momentum in our business and arts communities.
- We are finding better and more ways to engage with our visitors. Our marketing messages and the media we use are increasingly personalized and relevant and, therefore, are having a bigger impact on those they reach.

Challenges And Cautions:

- Declining consumer confidence in the economy may lead to declining leisure and business travel nationally. By continuing to market value-oriented hotel packages and emphasizing Philadelphia's accessibility to all travelers, we can keep our hotels and attractions filled.
- Gas prices are taking a bite out of visitors' discretionary income and impacting their decisions to travel. Philadelphia is primarily a drive destination, with about 80% of those who visit arriving by car, according to Longwoods International. We are also a close-by destination for many, located within 350 miles of one-quarter of the U.S. population.
- With new hotels being built in anticipation of the Pennsylvania Convention Center expansion, Philadelphia will have more rooms to fill in the coming year, making leisure tourists an even more important segment for maintaining our strong hotel occupancy.



RUTH AND RAYMOND G. PERELMAN BUILDING

2007 Year In Review

A look at some of the happenings that made 2007 a big year for Philadelphia:

- **January:** The region's second slot parlor opened at Harrah's Chester Casino & Racetrack in Delaware County.
- **March:** The archeological dig at the President's House site, where President George Washington housed enslaved Africans, uncovered some surprising finds, including foundations of a bow window (a precursor to the Oval Office). The site became an unexpected tourist attraction for several months.
- **June:** Philadelphia joined in the statewide *Quest for Freedom* program to highlight the people and places that played pivotal roles in the abolitionist movement.
- **August:** The groundbreaking at the Pennsylvania Convention Center marked the start of extensive renovations that will increase the center's space by more than 50%.
- **September:** The Philadelphia Museum of Art's new Ruth and Raymond G. Perelman Building opened, showcasing the museum's vast costume and textile collections.
- **September:** The Philadelphia Phillies became National League East Division Champions and entered post-season play for the first time in 14 years.
- **October:** The Philadelphia Theatre Company's inaugural season in the new Suzanne Roberts Theatre on the Avenue of the Arts began.
- **November:** Michael A. Nutter was elected mayor of Philadelphia.
- **November:** South Broad Street got a dramatic new look when the Center City District projected special lighting effects onto five buildings on the Avenue of the Arts.

Philly's More Fun™ When You Partner

Expanding Media Partnerships

Getting the word out about Philadelphia takes a team effort. GPTMC and our local media outlets have forged innovative partnerships that build Philadelphia's image among a regional audience—important influencers to friends and relatives—and help us stretch our media dollar.



SCHUYLKILL RIVER TRAIL



PHLASH DOWNTOWN LOOP



FRANKLIN SQUARE

- **KYW Newsradio:** We worked with KYW to launch *Hear Philly*, an Internet radio station devoted to sounding off on all of the great things to see and do in Philly. The broadcasts, accessible exclusively on **gophila.com** and **kyw1060.com**, are anchored by a KYW broadcaster and supported by editorial content from GPTMC and KYW Newsradio reporters.



- **CBS-3/CW Philly:** We partnered with the CW Network on seasonal programs, including the **Philly's More Holiday Fun** campaign, the New Year's Eve fireworks with Penn's Landing Corporation, Black History Month 2008 and the 100th anniversary of Mother's Day.

- **NBC 10:** For five years, a GPTMC spokesperson has touted the weekend's upcoming events on the *10!* show each Friday. The events are also posted on **gophila.com**.
- **Fox 29:** The station is teaming up with us in summer 2008 to promote **Historic Philadelphia**. Fox is also the official television partner for Halloween 2008.
- **philly.com:** Filled with award-winning news and commentary from *The Philadelphia Inquirer* and the *Philadelphia Daily News*, philly.com's new "Visitors" section is loaded with content from **gophila.com**. The site also features our booking widget so visitors can reserve hotel rooms and car rentals and purchase attraction tickets.
- **Where Philadelphia:** The sponsor of our National Tourism Week luncheon on May 15, *Where* hosts regular concierge events in partnership with GPTMC to keep frontline hotel staff up to date on city and regional happenings.
- **NATAS:** GPTMC's four-year partnership with the National Academy of Television Arts & Sciences (NATAS), an organization of broadcast journalists and media professionals working in New Jersey, Delaware, Pennsylvania and Maryland, expanded this year, allowing us to share tourism news and information with its members and co-host events such as "Meet the News Directors" and "Meet the General Managers."

More Insight

"Southwest Airlines is proud to partner with GPTMC. We look forward to continuing our relationship and increasing travel to the important Greater Philadelphia region."

– Karen Dunlop, marketing manager, Southwest Airlines

On The Move With Our Transportation Providers

GPTMC works with a range of transportation providers from rail to air on marketing the Philadelphia region. In 2007, GPTMC expanded the scope and investment of transportation relationships to create full marketing programs that included fare discounts, advertising, public relations and a presence on **gophila.com**.

- **Amtrak:** Through our partnership with Amtrak, we make it even easier to get to Philadelphia by offering 50% discounts on companion fares by using a special discount code.
- **Historic Philadelphia Trolley Loop:** A grant from the Commonwealth of Pennsylvania allows us to provide visitors with an easy, affordable and fun way to get around **Historic Philadelphia**. The Historic Philadelphia Trolley Loop runs seven days a week from May through August.
- **Phlash Downtown Loop:** GPTMC partners with the Center City District to promote the Phlash, a quick and convenient way to get to the attractions in Center City Philadelphia.
- **Southwest Airlines:** We have forged a partnership with Southwest Airlines, the exclusive airline for the **Philadelphia – Get Your History Straight and Your Nightlife Gay®** campaign. To promote Philadelphia to general audiences, we purchased two "Featured Destination" pages on its Web site that ran for a full week and included **Philadelphia and The Countryside®** information, discounted airfare, car rental offers and Philadelphia hotel specials only available on southwest.com.
- **SEPTA:** GPTMC will soon begin working with SEPTA to create new Web signage and maps.

Thanks, We Couldn't Do It Without You

GPTMC's effectiveness depends heavily upon the work we do with our partners in the hospitality industry and beyond. The more we partner, the greater the reach and the better the results. Our partnerships begin close in—the city, the region and the state—and expand throughout the nation and through the Web.

Here's a look at some of the people and organizations we've worked with over the year:

- Governor Edward G. Rendell
- Mayor Michael A. Nutter
- Pennsylvania Department of Community and Economic Development
- Pennsylvania Department of Conservation and Natural Resources
- Pennsylvania State Legislature
- Philadelphia City Council
- American and Canadian Automobile Associations
- American Express
- *American Legacy*
- American Tours International
- Americans for the Arts
- Amtrak
- Arts and Exhibitions International
- Association of Alternative Newsweeklies
- Bank of America
- Bucks County Conference & Visitors Bureau
- Campus Philly
- CBS-3/CW Philly
- Center City District
- Chester County Conference and Visitors Bureau
- City of Philadelphia
- Collegia
- Delaware County's Brandywine Conference and Visitors Bureau
- Economy League of Greater Philadelphia
- Enterprise Rent-A-Car
- Forever Independent partners
- Fox 29
- The Franklin
- Greater Philadelphia Chamber of Commerce
- Greater Philadelphia Cultural Alliance & phillyfunguide.com
- Greater Philadelphia Hotel Association
- Historic Philadelphia, Inc.
- Independence Foundation
- Independence National Historical Park
- Independence Visitor Center Corporation
- Independent Sector
- Innovation Philadelphia
- KYW Newsradio
- Leadership Philadelphia
- Morris Visitor Publications
- National Academy of Television Arts & Sciences
- National Constitution Center
- National Park Service
- NBC 10
- Old City District
- PECO Wind
- Penn's Landing Corporation
- Pennsylvania Convention Center Authority
- The Pew Charitable Trusts
- Philadelphia Convention & Visitors Bureau
- The Philadelphia Foundation
- Philadelphia Gay Tourism Caucus
- Philadelphia Industrial Development Corporation
- Philadelphia Multicultural Affairs Congress
- Philadelphia Museum of Art
- Phila.gov
- Philly.com
- PNC Bank
- Ports of Philadelphia and Camden
- Select Greater Philadelphia
- Southwest Airlines
- Tasty Baking Company
- Temple University School of Tourism and Hospitality Management
- Travel Industry Association of America
- UNITY: Journalists of Color, Inc.
- University City District
- University of Pennsylvania
- US Airways
- Valley Forge Convention and Visitors Bureau
- William Penn Foundation



STRAWBERRY FESTIVAL, PEDDLER'S VILLAGE

Our Advisory Committees

- **Boundless Philadelphia™** Advisory Committee
- Hotel Initiative Committee
- Neighborhood Tourism Network Advisory Committee
- Philadelphia Gay Tourism Caucus
- Power PR
- *Quest for Freedom* partners
- **uwishunu®** Advisory Committee

Our Agencies

- 1600vergo
- Alison Grove Consulting
- Angelmark Associates, Inc.
- Anne Cousineau Public Relations
- Cárdenas-Grant Communications
- Cashman & Associates
- David S. Kessler Productions
- Devine + Powers
- Electronic Ink
- Gigi Rates, LLC
- Global Insight
- Impax Marketing Group
- LevLane
- Lime Publishing & Projects
- Longwoods International
- MayoSeitz Media
- The Melior Group
- Moon City
- Osiris Group, Inc.
- PaperStreet
- Parlay Film Productions, LLC
- PKF Consulting
- The Poverty Jet Set Productions
- P'unk Avenue
- Red Tettemer
- The ROZ Group
- Siren Marketing
- Smith Travel Research
- The Star Group
- TargetX
- Trellist Marketing and Technology
- Urban Partners, LLC
- Vantage Strategy Consulting
- Wing Latino
- Wright Group

More Insight

“The future of multicultural tourism is here today. Through partnerships with organizations like GPTMC, Taller Puertorriqueño has been able to fulfill our mission to preserve, promote and develop Latino arts and culture. As we continue to promote Philadelphia as the next great destination for multicultural tourism, Taller is glad to work with GPTMC and strengthen our future relationship.” – **Carmen Febo-San Miguel, executive director, Taller Puertorriqueño**

GPTMC’s Award-winning Year To Remember

Hospitality Sales and Marketing Association International’s Adrian Awards:

- Gold award for **Philadelphia – the Place to B.Y.O.Be**
- Silver award for **uwishunu.com**
- Silver award for **SoundAboutPhilly®** podcast tours
- Silver award for *BlogPhiladelphia*
- Bronze award for **uwishunu®** placement in *USA Today*
- Bronze award for *King Tut Goes Golden in Philadelphia* re-launch
- Bronze award for *Philadelphia R Family Vacation Weekend*

Web Marketing Association, Inc.’s WebAwards:

- Travel Standard of Excellence award for **gophila.com**

Public Relations Society of America’s Bronze Anvil Awards:

- Award for **uwishunu.com**
- Commendation award for **SoundAboutPhilly®** podcast tours

PR News Platinum PR Awards:

- Podcast/Videocast award for **SoundAboutPhilly®** podcast tours

Pennsylvania Association of Broadcasters

- Outstanding Public Service Announcement for Black History Month spots done in conjunction with CBS-3

Marketing A More Fun Philadelphia

Every day, we reach out to thousands of people to encourage them to choose Philadelphia as their next great vacation destination.

Because our region has so much to offer, we promote it to people with all sorts of interests—history, heritage, arts and culture, food, outdoor adventure, shopping, you name it. Our goal is to inspire them to come find out what makes Philadelphia fun, authentic, historic, accessible and worth discovering. Here's a look at the campaigns we've run over the past year to accomplish our goal:

- Philly's More Fun™
 - Philly's More Holiday Fun
 - Philly's More Fun™ at Night
- uwishunu®
- Boundless Philadelphia™
- African-American Audience
- Blockbuster Exhibitions
- American and Canadian Automobile Associations
- Philadelphia – Get Your History Straight and Your Nightlife Gay®
- Historic Philadelphia

Philly's More Fun™

Philly's More Fun™ is our core brand campaign. We use it to build the image of Philadelphia as a fun, authentic, historic, accessible place that visitors will want to choose and discover. The campaign has evolved over the past year to be more in tune with our "Philadelphia. Independence." brand promise and more in keeping with the regional offerings that attract people from close by and far away. In order to make sure our campaign was true to the brand, we checked in with travelers in five cities—Atlanta, Chicago, Boston, New York and Washington, DC—and used focus group research to evaluate campaign ideas.



What we learned has informed the new iteration of our brand campaign:

- Working with MayoSeitz Media, LevLane and The Star Group, we moved away from the pajamas and pink slipper images for a more contemporary look and feel. We also shortened our tagline to **Philly's More Fun™** because we learned that while the former tagline had equity and meaning for markets we had been advertising in for years, it didn't work well in new markets such as Boston, Chicago and Atlanta where visitors would obviously sleep over when they visited.
- We chose a variety of beautiful, contemporary Philadelphia images and descriptive words to draw visitors in and show them the many reasons why **Philly's More Fun™** and more "vibrant," "classic," "cosmopolitan," "electric," "original," "out there" and "rebellious."
- We created a new 30-second TV commercial that shows off fun regional locations and activities and features friends exploring in their own, independent ways. The visuals are accompanied by original music to communicate a contemporary vibe.
- Television, outdoor, radio, print, cinema and online advertising ran from June 18 through September 2, 2007, in Philadelphia, New York, Baltimore, Washington, DC, Hartford-New Haven and Harrisburg, generating 223,848,708 impressions.
- In fall and winter of 2007-2008, we developed additional creative executions, using the words "cozy" and "original." Based on travel research that shows that people travel closer to home during the winter, we focused the campaign more heavily in the Philadelphia region and ran additional advertising in New York and Harrisburg, generating 178,235,986 impressions.

Philly's More Holiday Fun

To further extend the **Philly's More Fun™** brand, we launched the **Philly's More Holiday Fun** initiative on November 21 to showcase the region's seasonal festivities. Through advertising, public relations and Web (gophila.com/holidays), the campaign spotlighted Philadelphia's distinctively independent shops, light displays, seasonal events and hotel experiences with an online gift guide, a 50-gift giveaway and a special hotel offer.

Here's what we did to meet our goals:

- Direct response advertising ran online, outdoors and in print in Philadelphia, New Jersey, Central Pennsylvania and the Lehigh Valley. We also mailed a holiday postcard to previous visitors who would be more likely to return and inserted it into in-market and out-of-market newspapers and magazines. The diversified advertising push resulted in more than 26 million impressions.



- We placed nearly 80 holiday stories in local and out-of-market publications, including *USA Today*, *The Boston Globe*, *Toronto Star* and *frommers.com*. Items from our gift list were also featured on *Good Day Philadelphia* and the *NBC 10!* show. Plus, a **Philly's More Holiday Fun** message ran on the Reuters billboard in Times Square 45 times from Black Friday through Christmas.
- The holiday hotel offer had the highest look-to-book rate of any previous GPTMC hotel package. This means that a high percentage of those who looked for hotel rooms on gophila.com actually followed through and booked a stay.



More Insight

*"CBS has partnered with GPTMC on a number of initiatives, including Black History Month and **Philly's More Holiday Fun**. Their passion for the region can be seen in everything they do, and they have a way of getting people excited about Philadelphia."*

— Joanne Calabria, vice president, public affairs, CBS-3

Philly's More Fun™ At Night

The next extension of our general campaign came in the form of a nightlife promotion: **Philly's More Fun™ at Night**. For the first time, Philly's after-dark scene is being promoted—by age, by area and by interest. The recently launched effort creates buzz about the region's independent nightlife scene. Here's how we got started:

- At a January 2008 press event held at Stephen Starr's Buddakan in New York City, we debuted to New York-based media a high-style press kit featuring fresh new photos, neighborhood itineraries and nightlife suggestions for every mood. We then mailed the kit to another 300 journalists, 100 of which also received a specially created **Philly's More Fun™ at Night** travel case embroidered with the "Carpe Nightem" message. The results are now beginning to appear in placements around the country.
- We expanded our nightlife section on gophila.com by incorporating new photography throughout the section and adding dozens of new listings that reflect the diversity and vibrancy of the scene.





uwishunu®

For year two of the City of Philadelphia-funded **uwishunu®** (as in “you wish you knew”), an initiative that provides would-be visitors with an insider’s look at the city’s dining, drinking, nightlife, active pursuits and culture as shared by locals, GPTMC found more innovative ways to tell tech-savvy visitors about unconventional Philly.

Here’s a look at what we did:

- To keep it fresh for the people who read it every day, we redesigned **uwishunu.com**, our popular blog and the call to action for the campaign. Not only did we give the blog a makeover, we also improved its functionality, adding a new weekend category that provides trip suggestions when most visitors are in town and the “What to Do Thingymabob,” which suggests Philly itineraries based upon users’ responses to a lighthearted quiz.
- Responding to the **uwishunu.com** audience’s interest in original content, we also developed a series of online videos focusing on insider Philly. (See next page for full details.) We started off with two seasons of *IllaDates*, featuring affordable dates, and followed that up with *IllaNights* (nightlife), *Studioscopic* (artists) and *Philly Chefs: All Up in Their Grills*. To date, 51,000 viewers have watched the series.
- In partnership with The Westin Philadelphia, we unveiled the hippest hotel room in Philly in May 2007 with the help of nearly 30 of the city’s most creative minds. From a wall-sized mural to custom lighting and furniture, Room 414 reflects the city’s authenticity. The makeover proved to be a hot media topic, generating 46 stories in *USA Today*, *The New York Times*, *gridskipper.com*, *dailycandy.com* and more.
- To amp up the **Philly Like A Local™** hotel package, we created a new amenity: *Crossing Broad: Philly Music from the Inside Out*, a promotional CD that features 10 local Philly bands. In its first year, **Philly Like A Local™** sold more than 1,400 room nights,

bringing in more than \$500,000 in direct hotel revenue with a high average daily rate of \$367.33 per night.

- **uwishunu®** continues to partner with original local events to provide marketing muscle outside of Philadelphia and bring insider scoop to our readers. Over the past year, we’ve sponsored the *Black Lily Film & Music Festival*, the *BBoy BBQ*, the *West Oak Lane Jazz and Arts Festival*, the *Big Kids/Little Kids* art exhibition, *Philly Beer Week*, the *Radical Jewish Music Festival* and more.
- Since the **uwishunu®** target audience is a tech-savvy group, we focused the majority of our 2008 media buy online, generating approximately 56,455,340 impressions. In addition, our four **uwishunu®** e-mail blasts to *The New York Times* online subscribers generated 1,560,000 impressions, our New York-based print advertising campaign reached 3,596,294 readers and our unconventional Philly-focused mini-magazines inserted into alternative weeklies in 10 markets reached 1.8 million readers.
- Since its launch, **uwishunu®** has proved to be an instant hit with media too, inspiring 352 magazine, Web, television and newspaper stories.



UWISHUNU® ROOM, THE WESTIN PHILADELPHIA



Starring Philadelphia

GPTMC is always looking for different ways to tell Philadelphia's story. Videos on **uwishunu.com** give consumers a more expansive view of the region than we could ever convey through words or still photography alone. Here's a look at the video series we posted on the blog in recent months:



IllaDates: The blog's first Web video series—24 episodes in all—features Mark and Audrey on the search for under-\$50 dates that include eating, drinking and culture in various neighborhoods throughout the city.



First Person Arts: **uwishunu**® sponsors First Person Arts and records their monthly *Story Slams*, giving locals the chance to share their own stories based on a particular theme. The winning story is posted every fourth Wednesday of the month.



Studioscopic: For eight episodes, a close look inside Philadelphia's thriving artist community highlights those who are shaping the local scene.



IllaNights: This eight-episode series follows local comedian Anton Shuford on his escapades from one Philadelphia nightspot to the next.



Philly Chefs: All Up in Their Grills: Viewers can't help but salivate during this five-episode series that takes a bold look at the area's hottest kitchens.



Philly Beer: Four mouthwatering videos, filmed in honor of the first *Philly Beer Week*, highlight Center City, Old City, Fairmount and Northern Liberties.

To watch one or all of these series, visit **uwishunu.com**.

More Insight

*"With the **uwishunu**® project, GPTMC has been at the forefront of the use of social media by destination marketing organizations across the U.S. I speak around the world on innovative uses of social media, and I always show **uwishunu**® and Philadelphia as an example. Allowing residents who are passionate about their city to share that love and insider tips with potential visitors and residents is an excellent way to promote the city."*

— Josh Hallett, new media strategist, Voce Communications

uwishunu.com: The Numbers

Average unique visitors each month: 22,697
Total number of unique visitors to date: 351,283
Number of states and countries readers come from: 50 states, 173 nations
Total number of blog posts: 1,700
Number of bloggers: More than 75
All of these numbers are growing by the day.



FAIRMOUNT PARK



CANOEING, BRANDYWINE RIVER

Boundless Philadelphia™

In 2007-2008, we moved ahead with year two of **Boundless Philadelphia™**, an image-building campaign to promote the vast natural assets, outdoor experiences and stewardship opportunities in the region. Funded by the William Penn Foundation, the Pennsylvania Department of Conservation and Natural Resources and the Commonwealth of Pennsylvania, the campaign focused on strategically applying marketing tools developed in year one to connect with an ever-growing audience.

Here's a look at our accomplishments:

- An online media partnership with Rodale Publishing, including a micro-site and online advertising, generated 121,000 page views, 26,000 unique visitors and 43,000 sweepstakes entries.
- We pitched the Boundless story to journalists during desk-side visits and press trips. A themed press

kit mailing and six outdoor-themed video vignettes on **gophila.com** also helped us drive home the message and generate articles in *Bike Magazine*, *The Boston Globe*, *The New York Times* and *The Wall Street Journal*, among others.

- Over a four-month period, 10 hotels sold 572 **Boundless Philadelphia™** hotel packages, generating \$193,000 in hotel revenue.
- The Web sites (**boundlessphiladelphia.com**, a new online weekly bulletin, and **gophila.com/outdoors**), powered by PECO Wind and Enterprise Rent-A-Car, generated 258,000 page views.
- We created a new event, *Run with Olympians*, to shine a light on Philadelphia as a running capital. Four of the region's Olympic runners led a four-mile race the day before the *Philadelphia Marathon*. The event generated 44 stories in broadcast, radio and print publications, including *Fitness*, *Runner's World* and *Running Times*.



African-American Audience

Philadelphia offers an abundance of authentic experiences for the large African-American population within our close proximity. To better reach this important audience, we shifted our media buying tactics in 2007-2008, choosing media vehicles and geographic locations that would more effectively deliver our message. While we continued to devote about 20% of our **Philly's More Fun™** media buy to African-American publications, we also entered into an 18-month partnership with *American Legacy* magazine.

Here's a look at what we did:

- In 2007, we spread the **Philly's More Fun™** message in African-American publications such as *Essence*, *Ebony*, *Black Enterprise* and *Pathfinders Travel*. We also ran geo-targeted online display ads on African-American Web sites such as blackenterprise.com, AOL Black Voices and essence.com. TV commercials, billboards, suburban posters and radio traffic sponsorships in Hartford-New Haven, New York and Washington, DC rounded out the buy, resulting in more than 60 million impressions.
- We negotiated an 18-month sponsorship with *American Legacy*, making Philadelphia the only featured destination throughout the 15-city *American Legacy* mobile tour during Black History Month. The tour reached more than 35,000 people, and visitors received collateral materials touting reasons to visit the city. We also negotiated four full-page ads in the magazine to run throughout 2009.

More Insight

"For the past 13 years American Legacy magazine has been an innovator in marketing to the African-American audience with a mission to tell the significant stories about African-American history, culture and society. When we developed our 2008 mobile museum that toured 15 cities in the Midwest and East Coast, we were delighted that GPTMC signed on as the exclusive destination partner. Philadelphia is the ideal historic destination for today's African-American audience, and GPTMC proved to be an excellent—and successful—marketing partner." – **Rodney Reynolds, founder and publisher, American Legacy**

- Our communications department hosted a press trip centered on the first *Black Lily Film & Music Festival* and sponsored two national African-American journalist conventions. We also did a significant push around the dig at the *President's House Commemorative Site*, shooting still photography and high-definition archival footage. Our efforts have resulted in more than 250 stories in 100 outlets, including Fox 29, *Jet*, *The Washington Times*, *The New York Times* and bet.com.
- In 2007, the multicultural information on **gophila.com** expanded to include new photography and content highlighting history, arts, restaurants, nightlife and events. In partnership with the state, we also enhanced the *Quest for Freedom* section, featuring Underground Railroad-related sites throughout the region.

More Insight

"Philadelphia has been an anchor partner in developing a mission, vision, strategy, interpretation and marketing plan for [Quest for Freedom's] vital hub."
– **Lenwood Sloan, director, cultural and heritage programs, Pennsylvania Department of Community and Economic Development**



Philadelphia. Creativity all around. Seriously delectable cuisine. Chic boutiques. Easy-to-navigate streets. A vibrant music scene. And while you're here, experience the exciting new finds at familiar historic sites. That's why Philly's More Fun™.

FOR ALL THERE IS TO SEE AND DO IN PHILADELPHIA, VISIT **GOPHILA.COM**





Quest for Freedom

GPTMC joined with more than 20 organizations to launch *Quest for Freedom*, a statewide initiative bringing the history of the Underground Railroad to the public's attention through six heritage trails throughout the Commonwealth of Pennsylvania. Philadelphia's *Quest for Freedom* program featured three main components: a Web site, a brochure and summer programming such as living history performances, special exhibitions and tours. The program continues to position Philadelphia as an anchor in the statewide *Quest for Freedom* trail.



THE FRANKLIN



MADISON SQUARE GARDEN, NEW YORK

Blockbuster Exhibitions

GPTMC partners with local museums and attractions to promote blockbuster exhibitions sure to draw out-of-town visitors who often round out their excursions with shopping, dining and a hotel stay. *Tutankhamun and the Golden Age of the Pharaohs*, presented by Mellon Financial Corporation, was our biggest exhibition push in 2007, but it wasn't the only one. In 2007-2008, we also promoted *Renoir Landscapes* and *Frida Kahlo* at the Philadelphia Museum of Art and *Star Wars: Where Science Meets Imagination* at The Franklin.

King Tut:

We reported on our Tut marketing activities in last year's annual report, but now we can share the overall economic impact of the blockbuster show. The exhibition:

- Attracted 1.3 million visitors, including 790,000 people who live outside of Philadelphia and came to the city specifically to see King Tut
- Motivated more than 540,000 visits to other area cultural attractions
- Generated 99,700 hotel room nights in Philadelphia, with an average rate of \$134 per room night and an average stay of 1.8 days
- Generated a total economic impact of \$127 million within the Philadelphia region through the in-museum spending of all King Tut visitors and the out-of-museum spending of those visitors who came to Philadelphia specifically to see King Tut
- Produced a total local and state tax benefit of \$11.71 million

More Insight

"When we saw Tut on the horizon, we suggested that GPTMC seek a grant from the state to help market it because we knew they would help us hit it out of the park. We worked together to make the exhibition a smashing success for The Franklin, Philadelphia and the region, and partnerships like this one are a big reason The Franklin can attract these world-class exhibitions." – **Dennis M. Wint**, president and CEO, The Franklin

Other Exhibitions:

- With a 100-foot banner on Madison Square Garden in December, GPTMC made sure New York City knew that Philadelphia was the only place to see *Renoir Landscapes*. We also created and promoted a Renoir hotel package with AAA.
- In March and April 2008, GPTMC included the *Frida Kahlo* exhibition in its weekly 60-second radio spot that airs in the Harrisburg area during the *Let's Talk Travel with AAA* radio show. We also took 10 visiting journalists to see the show.
- We hosted our first all-blogger press trip to promote The Franklin's *Star Wars: Where Science Meets Imagination*. The trip resulted in 35 (and counting) blog placements.



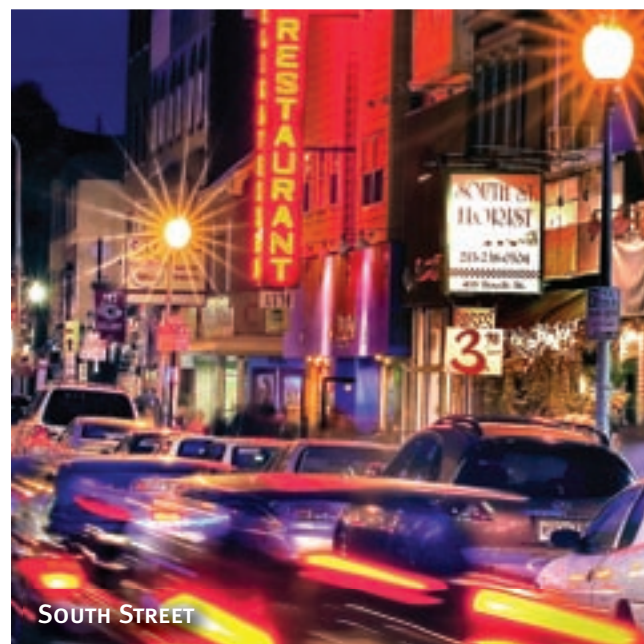
PHILADELPHIA MUSEUM OF ART

American And Canadian Automobile Associations

With American Automobile Association (AAA) members booking 40% of the hotel room nights in our region and spending more than \$200 billion on total travel expenses nationally each year, we recognize how important it is to stay in touch with these travelers. In 2007, we continued to market to this audience to spur even more travel to Philadelphia by AAA and Canadian Automobile Association (CAA) members.

- We continued to offer three packages focusing on history, shopping and dining. We also created three new offers for the countryside in partnership with Bucks, Chester, Delaware and Montgomery counties.
- Our AAA marketing specialist went on the road to educate AAA and CAA agents about the themed vacation packages. Throughout the year, our representative visited all 53 AAA Mid-Atlantic clubs twice, talking to more than 1,000 travel and retail agents. She also visited 600 agents from the South Central Ontario CAA Club.
- To support our travel agent outreach, we have invested in two full-page, full-color ads in every issue of *AAA World* over the past seven years, reaching more than 2.3 million AAA Mid-Atlantic households each month. We also place an annual ad in the *AAA New Jersey & Pennsylvania Tourbook*, which serves as a resource guide for 50 million AAA and CAA members.

- We work with the Delaware River Port Authority to promote cruising from Philadelphia and pre- and post-cruise trips to AAA members. Not only did we run ads in *AAA World*, *The Philadelphia Inquirer*, *The Patriot-News* and other regional newspapers, but our marketing specialist also spoke to more than 1,000 agents from the Mid-Atlantic clubs.



SOUTH STREET

More Insight

“AAA Mid-Atlantic values our partnership with GPTMC. Our AAA members have embraced the packages that were developed by GPTMC because there is so much to experience in Philadelphia. We look forward to continually working with GPTMC and developing more travel offers to promote the Philadelphia region.” – Kathleen Callahan, managing director, travel products and partnerships, AAA Mid-Atlantic

Grants

GPTMC awards marketing grants to local arts and cultural organizations, giving them the chance to talk directly to audiences beyond Philadelphia that they might not have the means to reach otherwise.

In June 2007, we awarded 28 grants totaling \$249,000 to the region's cultural organizations. Among the organizations that received grants: Annenberg Center for the Performing Arts for its Festivals Collaborative project, a joint marketing initiative of the *Philadelphia International Children's Festival*, *Odunde, Inc.*, *First Person Arts*, *Philadelphia Film Festival* and *Philadelphia Live Arts Festival & Philly Fringe*. Other recipients included The Mann Center for the Performing Arts, the Opera Company of Philadelphia, People's Light & Theatre Company, The Rosenbach Museum & Library, The African American Museum in Philadelphia and the Brandywine Valley Wine Trail. Since 1997, GPTMC has awarded more than 265 marketing grants totaling nearly \$4.5 million to compelling and marketable events, exhibitions and special projects.



Philadelphia – Get Your History Straight and Your Nightlife Gay®

In March 2008, Philadelphia's groundbreaking gay tourism campaign, **Philadelphia – Get Your History Straight and Your Nightlife Gay®**, made history again by featuring Philly locals as the new centerpiece of the effort to attract GLBT (gay, lesbian, bisexual and transgender) travelers to the region. "We Your People" introduces potential visitors to members of the local GLBT community who are making history in the region today. The campaign originally launched in 2003 with the iconic images of Ben Franklin and Betsy Ross. The new ads, featuring local entrepreneurs Matthew Izzo, Valerie Safran and Marcie Turney, are running in national GLBT publications, as well as local newspapers in Chicago, Fort Lauderdale, Palm Springs, Pittsburgh and Columbus, and extend the reach of Philadelphia to key GLBT markets served by Southwest Airlines.

Here's what else we've done to secure Philadelphia's position in the market over the past year:

- We forged a first-of-its-kind partnership with Southwest Airlines that includes advertising, communications and direct-to-consumer promotions in key markets and online.
- We created a lesbian-friendly *Freedom Weekend* to coincide with Philadelphia's *OutFest* weekend, and hosted journalists from key markets nationwide to cover the event. In total, our PR outreach throughout the year has generated 210 stories in publications such as *The New York Times*, *The Miami Herald*, *Chicago Sun-Times* and *The Boston Globe*.
- Approximately 2,500 opt-in e-mail subscribers received four issues of the *Gay Tripper* for an average interaction rate of 6.4%.

- GPTMC joined the Philadelphia Gay Tourism Caucus and Temple University's School of Tourism and Hospitality Management to promote another first, the Gay Sensitivity Training Program for employees of the Philadelphia Marriott Downtown, the Loews Philadelphia Hotel, the Sofitel Philadelphia and the Park Hyatt Philadelphia at the Bellevue.
- Philadelphia continued its gay family outreach by extending its partnerships with the *Dinah Shore Weekend* and R Family Vacations. These two sponsorships allow us to market directly to more than 15,000 members of the GLBT community.
- Through the placement of program book ads, GPTMC was able to reach another 150,000 GLBT members directly at film festivals, gay pride celebrations, sporting events and conferences around the country.



GAY STREET SIGNAGE



Historic Philadelphia

With funding from a state grant issued by Governor Rendell, GPTMC joined forces with Independence National Historical Park, the National Constitution Center, Once Upon A Nation, the Independence Visitor Center Corporation and more than 30 other partners to promote the historical sites, attractions, neighborhoods, shops, restaurants and nightlife found in **Historic Philadelphia**, defined as the area between Front and 7th Streets and Race and Spruce Streets. We kicked off the summer 2007 tourist season on Memorial Day with a 12-week marketing campaign.

Here's what we did:

- We began our efforts by adopting one name and logo for the historic district, to be known as **Historic Philadelphia**. We used the logo, depicting a sun inspired by the one found on President George Washington's chair in Independence Hall, in visitor publications, on maps and in advertisements.
- A newly created tourist transportation option, the Historic Philadelphia Trolley Loop, helped nearly 11,000 visitors navigate the area and connect them to key visitor attractions.
- We inserted *The Historic Philadelphia Gazette*, a guide to **Historic Philadelphia** produced by Once Upon A Nation, into 30 regional weekly newspapers, along with *The Philadelphia Inquirer* and *The Philadelphia Tribune*, for a total circulation of 885,000.
- We distributed an expansive **Historic Philadelphia** press kit at the summer conferences of the National Association of Black Journalists and the National Association of Hispanic Journalists and through a mailing to more than 1,000 media. Stories appeared in national and local markets, including *Great Day Houston* and *The Philadelphia Inquirer*.
- A dedicated mini-site, gophila.com/history, promotes the area with interactive maps, a video and slideshow, an events calendar and a downloadable brochure and collateral materials. From May 25 through September 7, 2007, the site received 217,426 page views.



ELFRETH'S ALLEY

Fox 29 is teaming up with GPTMC in summer 2008 to promote **Historic Philadelphia**, where the station is headquartered.



HISTORIC PHILADELPHIA TROLLEY LOOP



NATIONAL CONSTITUTION CENTER

Research

For a full account of the research we conduct, see the *2007 Greater Philadelphia Tourism Monitor: What's in a Place*, available at gophila.com/monitor.

Research is conducted in three distinct areas:

- Understanding Our Visitor
- Research To Guide Marketing Tactics
- Measuring Marketing Impact

Since establishing a research department in 2003, GPTMC has surveyed close to 20,000 visitors and potential visitors to understand them better. Research is integrated into every marketing program GPTMC develops: We determine the right strategy, message and audience, and once the program is executed, we measure its effectiveness and make adjustments.

Greater Philadelphia Overnight Visitor Demographics, 2007

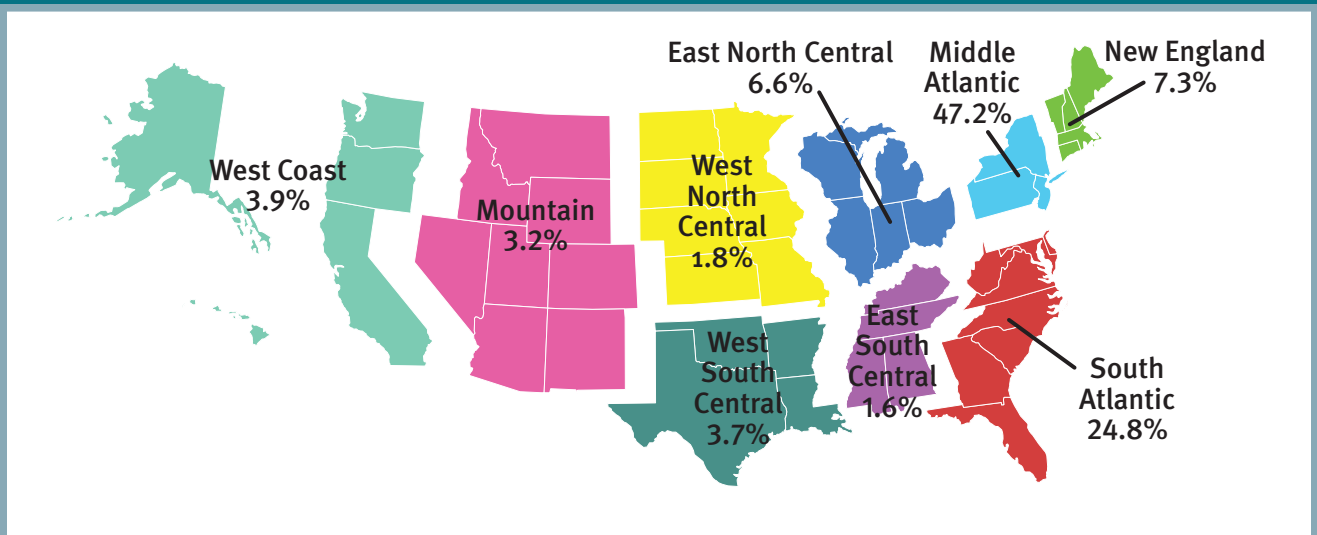
Category	Travelers to Philadelphia	Travelers Nationwide
Age	42.75	43.94
Annual household income	\$80,660	\$72,280
Households with children under 18	39.2%	41.9%
Length of stay (nights)	3.70	3.90
Party size (people)	2.25	2.50
Staying in a hotel, motel or bed & breakfast	60.4%	57.0%
Race		
White/Caucasian	78.1%	85.1%
Black/African-American	11.5%	5.4%
Hispanic/Latino*	5.8%	7.5%
Asian	4.5%	3.7%
Other	3.6%	3.8%

* Respondents of Hispanic origin may be counted in another category as well, resulting in a total above 100%. (Longwoods International)

Understanding Our Visitor

A national survey of travelers conducted by Longwoods International provides a profile of overnight travelers to the Philadelphia region and a comparison of travelers to all U.S. destinations.

Domestic Visitors to Greater Philadelphia by Region, 2007



(Longwoods International)

Research To Guide Marketing Tactics

Internet Intelligence: With the Internet an ever-increasing tool for visitors, GPTMC has developed a comprehensive Internet intelligence program, using **Google Analytics**, which tracks each click on **gophila.com**, and **Hitwise**, which monitors a panel of more than 10 million Internet users. These tools allow us to:

- Gauge the impact our site is having on visitors by tracking how they move through it, how long they stay, which sites they visit after **gophila.com** and more
- Put **gophila.com's** traffic in the context of our competitive set and the seasonal variation in the travel industry
- Shape our content to match our visitors' interests by monitoring what visitors are searching both on our site and across the Internet
- Expand our market share by sharpening our content and monitoring competitive sites and their best practices

Visitor Intelligence: GPTMC conducts surveys with visitors to the region to learn how satisfied they were with their trip, the primary motivations for visiting and what types of offers and experiences will keep them coming back. Research has told us that:

- Three-quarters (76%) of our respondents report that they will be returning for another leisure trip to Philadelphia in the next year.
- Three-quarters (75%) rate Philadelphia as "excellent" for the number of things for tourists to do.
- 60% of respondents report that reading an article about Philadelphia influenced their decision to visit.
- 30% of business travelers report that they extended their trip to Philadelphia to have time for tourist activities as well.

Campaign Development: Before developing campaigns or initiatives that speak to specific audiences of travelers, GPTMC investigates the travel preferences and practices of that emerging audience.

- This past year, we conducted focus groups with Latino travelers in three key markets: New York, Miami and Houston. They told us they loved our advertising, but needed to see more families in the ads to make them feel like Philadelphia is a good place for them to visit.
- Active Internet users gave us feedback about **gophila.com** through one-on-one interviews we conducted in Philadelphia and New York City. As a result of their review, we have improved the search function on **gophila.com** and are redesigning other features of the site in 2008.
- Research over the past two summers with more than 1,000 visitors to **Historic Philadelphia** has revealed that while interest in our historic attractions is extremely high, awareness of other activities around the Liberty Bell Center and Independence Hall needed to be improved. Our **Historic Philadelphia** campaign provided:
 - The Historic Philadelphia Trolley Loop, which helped visitors to navigate the area more easily
 - A new brochure detailing dining, shopping and entertainment options in the area
 - An orientation video for visitors viewable on the trolley and the hotel visitor channel

Our marketing initiatives are inspired by our visitors.

Their words capture what we try to show as well: a region that is fun, authentic, historic, accessible and worth discovering.

These comments have been echoed in focus groups we've conducted, written in surveys we've done and offered as comments on **gophila.com**.

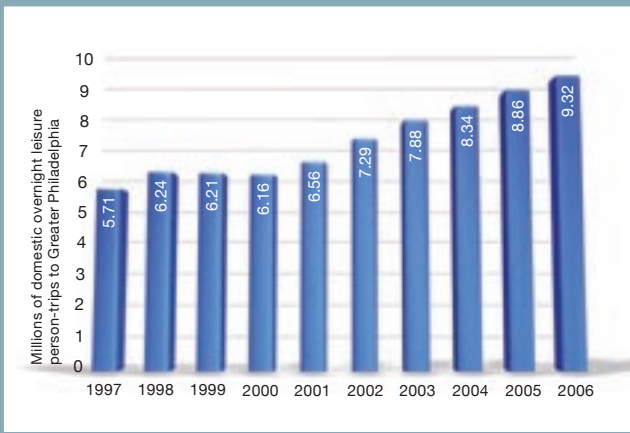
- "It was my first time visiting the city and I was so surprised at how much there was to see and do—definite recommendation!"
– Online survey respondent
- "It is a wonderful city full of culture and warmth."
– Focus group participant, Philadelphia
- "We come every February for a romantic weekend since we married in '01. The overnight package allows us to afford the Doubletree, which I love." – Focus group participant, Philadelphia
- "We had a great time in Philadelphia! It was one of the friendliest cities I have ever been to and there is so much to do. We only wish we had stayed longer because once we got there, we found out there was so much more to do than we had allowed time for. We are definitely planning a return trip next summer."
– Online survey respondent
- "Philly is a beautiful and very historic place ... we loved the mixture of old with new. It was a great experience."
– Focus group participant, Philadelphia
- "**uwishunu**® reminded me all over again why I love Philadelphia." – Philadelphia resident

Measuring Marketing Impact

Visitor Volume

The number of overnight leisure visitors coming to the Philadelphia region has increased 63% since 1997, from 5.71 million in 1997 to 9.32 million in 2006.

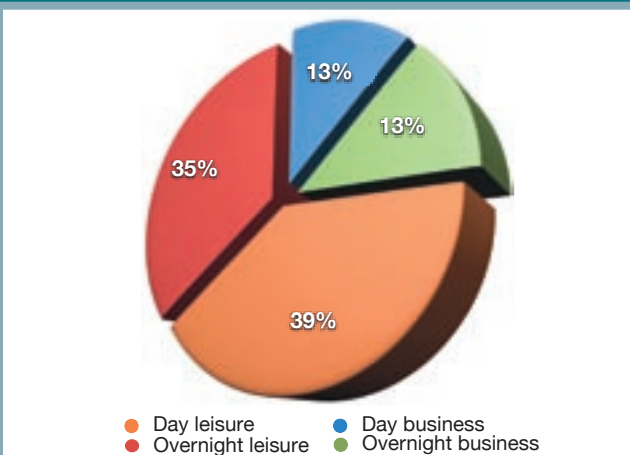
Domestic Overnight Leisure Visitation to Greater Philadelphia, 1997-2006



(D.K. Shifflet & Associates)

Three-quarters (74%) of our region's visitors came here for a leisure trip in 2006. 13% were in the region for a day business trip and another 13% were here for an overnight business trip.

Domestic Visitor Volume to Greater Philadelphia by Trip Purpose, 2006



(D.K. Shifflet & Associates)

Economic Impact

The economic impact of tourism on the region is huge: \$10.44 billion in 2006, or \$28.6 million per day in the region. Economic impact is made up of three categories:

- **Direct visitor spending:** What tourists spend during their stay
- **Indirect spending:** What businesses spend to operate in order to serve tourists
- **Induced spending:** What those whose salaries are supported in whole or in part by tourism spend in their daily lives

Greater Philadelphia Tourism Economic Impact (\$ in billions, jobs in units)

Category	2006	2005	2004
Spending impact	\$10.44	\$10.08	\$9.66
Direct visitor spending	\$6.00	\$5.79	\$5.58
Indirect spending	\$1.97	\$1.91	\$1.81
Induced spending	\$2.47	\$2.38	\$2.28
Jobs supported	128,524	126,986	123,742
Wages generated	\$3.97	\$3.82	\$3.65
Taxes generated*	\$1.49	\$1.47	\$1.44

*Federal, state and local

(Global Insight)

Leisure visitors account for 60% of the economic impact that tourism generates, or \$6.26 billion in 2006.

Greater Philadelphia Leisure Tourism Economic Impact (\$ in billions, jobs in units)

Category	2006	2005	2004
Spending impact	\$6.26	\$6.05	\$5.70
Jobs supported	77,114	76,192	73,008
Wages generated	\$2.38	\$2.29	\$2.15
Taxes generated*	\$0.89	\$0.88	\$0.85

*Federal, state and local

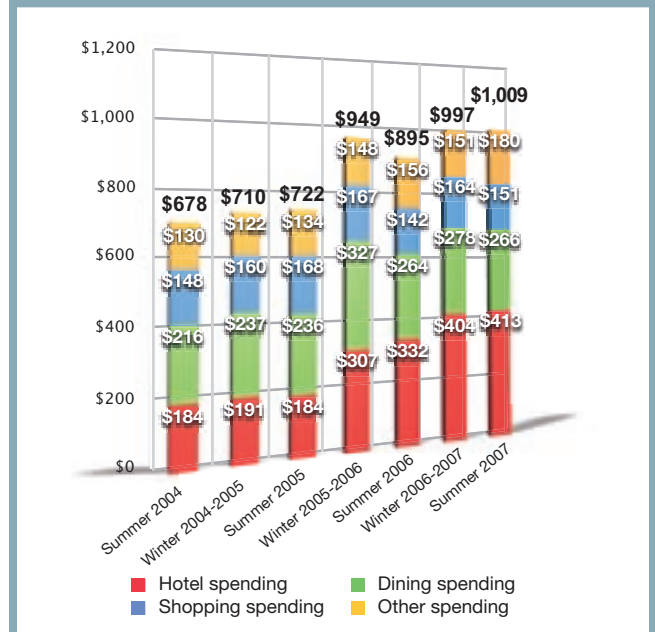
(Global Insight)

Note: New economic impact figures for tourism will be available in summer 2008 and will be posted on gophila.com/research.



One key factor we have measured season after season is the average spending of leisure visitors staying in hotels for two nights. These visitors have increased their spending on a two-night stay by 48.8% between the summer of 2004 and the summer of 2007, from \$678 to \$1,009, driven primarily by higher hotel rates.

Hotel Visitor Spending by Season, 2004-2007



(GPTMC Hotel Visitor Survey. Spending is self-reported by visitors who booked on gophila.com and based on a two-night stay in a downtown hotel.)

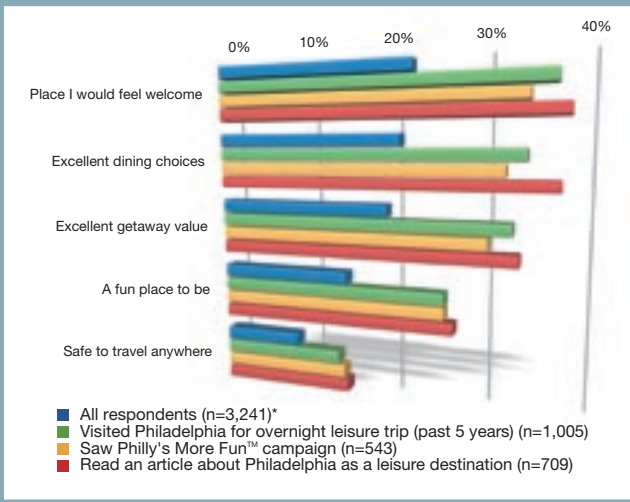
GPTMC's Marketing Impact

A survey commissioned by GPTMC of more than 3,200 people in our key markets revealed that those who were aware of GPTMC's marketing had a better impression of Philadelphia and were much more likely to have an interest in visiting.

Survey respondents were asked to identify what matters to them most when visiting a leisure destination, and they told us that feeling welcome, excellent dining choices, value, fun and safety were key. Philadelphia's rankings in these areas of importance increase dramatically among people exposed to our marketing or the city itself. Philadelphia is chosen over competitive cities (Baltimore, Boston and Washington, DC) almost twice as often after some marketing exposure or a visit.

Not only do advertising and promotion increase positive perceptions of our destination, they also increase interest in visiting. 18% of all respondents to the survey were interested in a visit to Philadelphia. This interest more than doubles among survey respondents who read an article about Philadelphia or saw GPTMC's **Philly's More Fun™** campaign, demonstrating, once again, that advertising and promotion build business.

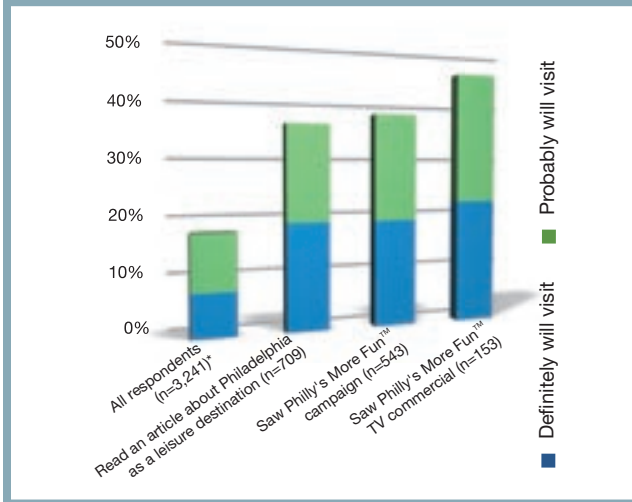
Marketing Affects Perceptions of Philadelphia



* "n" represents the number of survey respondents to each question.

(TNS Survey)

Marketing Affects Intent to Visit Philadelphia



* "n" represents the number of survey respondents to each question.

(TNS Survey)



STATE STREET, KENNETT SQUARE

Advertising

GPTMC's advertising approach is to learn who our visitors and potential visitors are and then present them with just the right invitation and reason to come. The approach may sound simple enough, but it's complex to execute. All visitors are different and the media vehicles for reaching them are increasingly varied. But when a message reaches someone in a personal and relevant way, the impact can be tremendous.

Here's how we do it:

- We get to know our visitors through research that is both formal and informal. GPTMC conducts focus groups, surveys and one-on-one interviews throughout the year with visitors, but we also talk to our partners, read visitor reviews and blogs and often stop and talk to folks with a map or a camera to learn more about them.
- We make sure that we're not interrupting our visitors, but that we're engaging them. Online advertising that includes search engine optimization and behavioral targeting allows us to reach an audience that is searching for travel or Philadelphia-related topics. Our research shows that many of our visitors live outside big cities, so we increased the amount of billboard and poster advertising we do at regional train stations and on regional highways.
- We give people what they want and what they need. Sometimes people just want to get away but haven't decided where. Other times, our visitors know they want to come to Philadelphia. Our advertising campaigns contain a strong retail message encouraging visitors to book their hotel package while also building the Philadelphia brand and the "glow" surrounding the destination. In this way, the Philadelphia message is there to persuade people to consider our destination and to help them book their trip once they've decided on Philadelphia.
- We keep it fun. We have a great story to tell because Philadelphia is so much fun. We ensure that the advertising creative is impactful, tells a great story and shows people having fun.



Promotions That Pay

GPTMC goes beyond traditional advertising by tailoring promotions to reach specific groups of people. Through the use of various outreach vehicles and a special prize offer, we disseminate information about our campaigns and the region. From July 2007 through June 2008, GPTMC ran 18 promotions. One of them, "American Legacy's Philly Vacation," showcased the diverse Philadelphia region and highlighted our African-American history. We placed ads in *American Legacy* and had a direct-to-consumer presence on its mobile tour during Black History Month, reaching more than 35,000 people. The prize included two round-trip tickets on Southwest Airlines and accommodations at Omni Hotel at Independence Park.

Strength In Numbers

Over the past seven years, GPTMC's cooperative advertising program placed more than 250 full-page, four-color ads in travel, regional and lifestyle print publications. By subsidizing the cost, GPTMC offers attractions, events and hoteliers an opportunity to sell their message to new audiences at rates that would be price prohibitive otherwise. The results have been trackable, affordable and attractive ads presented under one consistent banner.

In 2007, the program created 89,268,411 advertising impressions from 47 full-color ad placements in 16 regional and national print publications, with the participation of more than 80 regional partners. The ad schedule featured magazines such as *New York Family*, *Good Housekeeping*, *Southern Living*, *AAA World*, *Southwest Airlines Spirit* and *Instinct*.

It's not easy to keep up with all of the new advertising terms floating around the marketing world. Check out the advertising dictionary at gophila.com/dictionary for the latest lingo.



PHILADELPHIA AND THE COUNTRYSIDE™

PHILLY'S MORE FUN WHEN YOU SLEEP OVER™

gophila.com BUCKS | CHESTER | DELAWARE | MONTGOMERY | PHILADELPHIA COUNTIES

 <p>RADISSON PLAZA - WARWICK HOTEL PHILADELPHIA This beautiful and historic hotel features Sleep Number Beds by Select Comfort and Plasma TVs in every room. A desired location in prestigious Rittenhouse Square adds to your enjoyment of Philadelphia. 270 Locust Street Philadelphia, PA 19103 215-735-6000 800-333-3333 www.radisson.com/philadelphia</p>	 <p>THE CRAYOLA FACTORY® AT TWO RIVERS LANDING Great family fun in historic downtown Easton. For a list of special events and programs, log onto www.crayola.com. So much fun so close by! Two Rivers Landing 20 Centre Square Easton, PA 18042 610-315-8000 www.crayola.com/factory</p>	 <p>BATTLESHIP NEW JERSEY MUSEUM AND MEMORIAL Tour or stay overnight on our nation's largest battleship. Group packages and special event rentals available. Ride the 4D Flight Simulator. Camden Waterfront 62 Battleship Place Camden, NJ 08103 856-877-6262 www.battleshipnewjersey.org</p>	 <p>VISIT VALLEY FORGE AND THE GAS IS ON US! Receive a free \$35 gas card when you book a room on-line at a participating hotel in historic Valley Forge/Montgomery County, Pa. Enjoy shopping, dining and outdoor recreation. Valley Forge Convention and Visitors Bureau 1-866-VF-VISIT www.visitVF.com</p>
 <p>FAMILY FUN IN CHESTER COUNTY, PA Discover a whole new world with our Brandywine Sampler program. A special hotel package that includes free admission to museums and gardens. The Indoor Children's Garden at Longwood Gardens opens October 27, 2007. For a FREE Visitors Guide Call 800-228-9933 www.brandywinevalley.com</p>	 <p>GIGGLEBERRY FAIR Family Entertainment Center featuring the region's largest indoor obstacle course, a grand carousel, and "green-rated" game room. Perfect Party Place! Open year round. Route 202 & 269 Lahaska, PA 18931 215-794-4047 www.giggleberryfair.com</p>	 <p>GOLDEN PLOUGH INN AT PEDDLER'S VILLAGE The Golden Plough Inn offers 70 uniquely decorated guest rooms and suites, all equipped with high-speed wireless internet access. Ask about our new fitness center! Route 202 & 269 Lahaska, PA 18931 215-794-4000 www.goldenploughinn.com</p>	 <p>PEDDLER'S VILLAGE 75 specialty shops and restaurants, 70-room Golden Plough Inn, family entertainment center, year-round events and 42 acres of landscaped grounds. Free Brochure. Groups Welcome. 5 Miles South of New Hope. Route 202 & 269 Lahaska, PA 18931 215-794-4000 www.peddlersvillage.com</p>



More Insight

"The work that GPTMC does certainly adds to the buzz about Philadelphia, enhances awareness of our city's attributes and helps the city's hotels and the PCVB sell to meetings and conventions." – Peter Tyson, vice president, PKF Consulting

Getting to Philadelphia is now even easier. Save 50% off a companion ticket with a paid regular fare to Philadelphia through 12/31/09 by requesting Companion Code 1769. Restrictions may apply. Visit Amtrak.com or call 800-USA-RAIL.

To plan your next trip and reserve a hotel package, VISIT gophila.com or CALL 800-VISIT-PA

Communications

Each communications team member brings different interests and talents to the department, and each person serves as a credible media source on topics that range from history and dining to art and outdoor fun.

The team works with local, regional, national and Canadian journalists, and we pitch Philadelphia stories to publications that serve African-American, Latino and GLBT audiences. Of course, in today's media environment, we also have a dedicated team focused on social media. Our media database exceeds 5,000 journalists, including hundreds of bloggers, and we have cultivated a personal relationship with many of these people. In fact, our social media communications strategy was profiled on the front page of *PR Week's* March 17, 2008 issue.

By The Numbers

- 1 new high-definition b-roll tape for the 2009 TV conversion to digital from analog
- 10 national and international PR awards
- 11 journalists' conferences attended nationwide
- 11 press conferences to support **Philadelphia and The Countyside®**
- 14 themed press kits
- 75 photo shoots
- 250 new high-resolution images on gophila.com/pressroom
- Nearly 300 attendees at *BlogPhiladelphia* conference
- 300 press releases
- 300 national television stories
- 410 visiting journalists
- 2,982 travel, news and lifestyle stories



Newsmakers from Philadelphia's tourism industry gathered at Stephen Starr's Buddakan in New York City in January to provide national media with a snapshot of activities and events happening throughout the Philadelphia region in 2008. Pictured from left to right: Tore Fiore, Delaware County's Brandywine Conference and Visitors Bureau; Meryl Levitz, GPTMC; Don Russell, *Philly Beer Week*; Amy Needle, Historic Philadelphia, Inc.; Nancy Kolb, Please Touch Museum®; Bob Bachman, Amtrak; Vikram H. Dewan, Philadelphia Zoo; Mickey Rowley, Pennsylvania Department of Community and Economic Development; Malcolm Lazin, *Equality Forum*; and Karen Corbin, The Franklin.



PHILLY BEER WEEK PRESS TRIP, MONK'S CAFÉ

Brewing A Big Story

GPTMC was a sponsor and marketing partner for *Philly Beer Week*, a first-time event held in March. Sensing great interest from press and consumers, we created beer sections on gophila.com and uwishunu.com, produced four beer videos, hosted 10 influential beer writers and generated more than 100 press clips, including placements in *The New York Times*, *The Washington Post* and *usatoday.com* and wire stories in the Associated Press and Reuters.

But beer wasn't the only big story this year. Moving to Philly turned out to be another hot topic for press. In just three months, three major stories ran in the *New York Daily News*, *The New York Observer* and top travel blog gridskipper.com, lauding the city for its livability. To read quotes from all three pieces, see pages 6-7.

Showing Off Our Region

There's no better way to get journalists to write about Philadelphia than by showing off our region to them. Over the year, we've hosted hundreds of media friends—more than ever before. And when they couldn't make it here, we took our message to them.

- In 2007, we hosted about 140 U.S. and Canadian journalists through our Visiting Journalist Program.
- This past year, we worked with our local media outlets to bring an additional 270 writers to the region for the National Society of Newspaper Columnists and the Trotter Group convention. These influential writers shined a light on Philadelphia in sections of the paper where we don't usually appear.
- We hosted the Canadian chapter of the Society of American Travel Writers (SATW) in summer 2007. In total, 284 SATW members from four of the five North American chapters have visited the region over the past five years.
- We took our message on the road to several major journalist conventions, including the National Association of Black Journalists, the National Association of Hispanic Journalists and the National Lesbian & Gay Journalists Association. Combined, these events drew 9,000 members of the media.

The Pressroom

We continue to enhance gophila.com/pressroom to meet the demands of a 24/7 media world. On the site, journalists can access hundreds of press releases and high-resolution images, find PR contacts and more. And after a major pressroom enhancement is complete mid-2008, they'll be able to download digital b-roll from the site, saving GPTMC money and saving journalists' time.



MAYOR MICHAEL NUTTER, STEPHEN COLBERT AND MERYL LEVITZ

Stephen Colbert and crew filmed the first remote broadcast in *The Colbert Report's* history in Philadelphia from April 14-17, 2008 as a build-up to the Pennsylvania primary on April 22. GPTMC hosted a special welcome party for the show's staff and enjoyed watching Philly in the pop culture spotlight during the four-episode series.

More Insight

*"For more than 11 years, GPTMC has been the example of innovative tourism marketing promoting the southeast region of our state. This year, Meryl Levitz and her team were one of the first destinations in the country to strategically embrace social media as a significant promotional tool to reach new people in new locations using new media. We applaud their efforts to increase visitation and impact the economy of **Philadelphia and The Countryside®**."*
– Mickey Rowley, deputy secretary, tourism, Pennsylvania Department of Community and Economic Development



BONO, LIBERTY MEDAL,
NATIONAL CONSTITUTION CENTER

The Social Media Revolution Continues

This year, GPTMC continued to increase presence and participation in social networking communities. Not only did we play up the social aspect of social media, but we also took the online community offline—inviting the local and national social media community to join us in Philadelphia and participate in making more history here via *BlogPhiladelphia*.

- **BlogPhiladelphia:** GPTMC became the first tourism office in the world to host a social media "unconference." We connected and spotlighted our local tech community and the city itself to the rest of the Web 2.0 world through a free, two-day "unconference" of education sessions and entertainment in Philadelphia. The event attracted 250 attendees from 10 states and resulted in hundreds of blog and vlog posts, podcasts and tagged photos.
- **Liberty Medal:** In September, we promoted a live Webcast of the National Constitution Center's 2007 *Liberty Medal*, awarded to U2's Bono for his work with DATA to provide relief and aid to Africa. In just three days, almost 10,000 online viewers watched the edited piece, which we uploaded to top video-sharing sites.

gophila.com

Official Visitor Site for Greater Philadelphia

With travel buyers becoming more sophisticated, destination marketing organizations must adapt to serve this new level of consumer sophistication. GPTMC recognizes that **gophila.com must tell convincing stories to engage and encourage travel shoppers to visit, or there's a good chance that we'll lose a potential visitor.**

Partnerships

gophila.com shares content with Web sites that have local, regional, national and international audiences. Sometimes we import content from other sites, sometimes we export it. These mutually beneficial relationships allow each partner to focus on its strengths and work with an organization that can help fill in the gaps. Here's a look at some of our key partnerships:

- **City of Philadelphia:** The City of Philadelphia's municipal Web site, www.phila.gov, has partnered with GPTMC and **gophila.com** for several years to provide the content for the "Visitors" section of the site. In addition to getting information on city services, site visitors can also find out what's happening in Philadelphia, where to go and even where to stay.
- **Travelocity:** Using Travelocity's upgraded reservation tool, we offer visitors the opportunity to book hotel rooms, reserve rental cars and purchase attraction tickets.
- **Google Local:** Google Local, a tool that recommends shops or services in the area with links and locations displayed on a map, has imported content from **gophila.com**.
- **Discover America:** Set to launch in spring 2008, TIA's new Web site, discoveramerica.com, will collectively market top U.S. cities to international audiences. Philadelphia has been identified as a top destination for European travelers, and **gophila.com** has provided information for the site.

For more partnership news, see page 18.

Enhancements

In the Web world, staying competitive and relevant to readers means constantly making enhancements and improvements to the site. Here's what we've done to keep **gophila.com** a valuable resource for travelers:

- **New Mobile Content:** We launched a mobile mini-site for the attractions within **Historic Philadelphia** so people can access visitor information when they're touring the city.
- **Philadelphia Tourism News:** We're keeping stakeholders in the hospitality community informed of our marketing activities with a newly redesigned bi-monthly e-newsletter featuring shorter stories and a clean layout.
- **Enhanced Events Calendar:** Through our partnership with the Greater Philadelphia Cultural Alliance's phillyfunguide.com, we've added event listings to individual attraction and category pages. And our "Events Calendar" section is now searchable by date, location and venue.

By The Numbers

- 68% of surveyed site visitors said that their interest in visiting Philadelphia had either "increased a lot" or "increased a little" because of the site.
- 56% of site visitors in 2007 arrived at the site through a natural search result (with Google as the top source by far).
- 9% of site visitors use our interactive map while on **gophila.com**, spending an average of two minutes on the map alone.
- The percentage of visitors who look up hotel rates and then go on to book a reservation increased to 2.9% in 2007.
- Visitors from all 50 states and 38 countries booked hotel reservations on **gophila.com** in 2007.



PHILADELPHIA SKYLINE

A Close-up Look At *gophila.com*

Google-enhanced Mapping:

More than one million online map interactions since July 2007 have given potential visitors a reason to explore the site longer.

Dining & Food: More than 2.2 million impressions in 2007 made “Dining & Food” the most popular section on the site.

My Trip: The site yielded more than 100,000 “My Trip” impressions in 2007, giving potential visitors a personal itinerary trip-builder tool.



Better Search Function:

We've partnered with Google to make it easier than ever to find everything Philadelphia on **gophila.com**.

Easy Hotel Reservations:

Giving visitors the opportunity to book hotel reservations is just one way **gophila.com** serves as a one-stop shop for Philadelphia travel planning.

More Multimedia: With new videos, expanded photo galleries and engaging slide-shows, the site is more visually compelling than ever.

More Insight

“Greater Philadelphia is increasingly known as a great tourist destination and that’s thanks in large part to GPTMC’s marketing efforts. They’ve been at the cutting edge of marketing a destination since they were founded 12 years ago, and the impact is felt throughout our region. No doubt that when GPTMC entices people to visit and experience the positive energy of Greater Philadelphia, it indirectly helps our area succeed at company recruitment efforts and retain talented employees.”

– Mark Schweiker, president and CEO, Greater Philadelphia Chamber of Commerce

The Hotel Story

Philadelphia's leisure, business and convention sectors all came together in 2007 to generate solid returns for hotels.

GPTMC helped by promoting special hotel offers, including the year-round availability of the **Philly Overnight® Hotel Package**, a popular seller that leads visitors to book other packages at their favorite hotels. Enhancements to **gophila.com** also raised hotel sales on the Web site. In addition, our overall destination branding enhanced the image of the region and encouraged visitation throughout the year and for all reasons, whether for a leisure trip, a college visit, a conference destination or even relocation.



Visitors can easily book their hotel stay, reserve a rental car or purchase attraction tickets on **gophila.com** thanks to this booking widget, which appears prominently on the homepage and throughout the site.



CHADDS FORD INN

GPTMC Initiatives

- **Hotel Initiative Committee:** GPTMC's advisory committee, chaired by The Rittenhouse Hotel's David Benton and composed of hotel general managers, directors of sales and attraction representatives, meets bi-monthly to help create hotel packages and shape messaging to tourists.
- **Hotel Packages:** To increase hotel occupancy, especially in need periods and shoulder seasons, GPTMC works with regional hotels to create hotel offers that provide the amenities our visitors want.
- **Tourism Talk:** GPTMC's bi-monthly e-newsletter focusing on the hotel industry is distributed to nearly 300 regional hotel partners.
- **Travelocity:** Our partnership with Travelocity provides online booking capabilities for visitors to **gophila.com**, allowing them to book hotel rooms, reserve rental cars and purchase tickets. Travelocity also features Philadelphia as a prime destination through their products and services, such as Travelocity ExperienceFinder.
- **15 in 30: Cultural Connections:** These creative presentations to frontline hotel staff and concierges keep them in the know about upcoming events, exhibitions and happenings at attractions throughout the region.
- **Relationship Building:** Ongoing visits to our regional hotels help us learn what's new and ensure they know about GPTMC's marketing capabilities.

Hotel Results 2007

In The Region

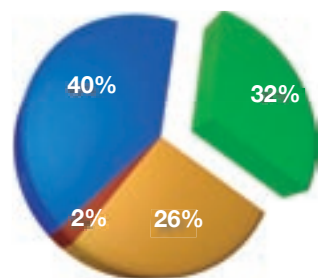
- Regional hotel revenue surpassed the \$1 billion mark for the first time ever.
- Regional hotel occupancy went down slightly, from 70.4% in 2006 to 69.8% in 2007.
- Average daily rates in the region rose from \$121.27 in 2006 to \$129.61 in 2007, accounting for the rise in overall hotel revenue.

Region	2007	2006	% Change
Occupancy	69.8%	70.4%	-0.8%
Average daily rate	\$129.61	\$121.27	6.9%
RevPAR*	\$90.52	\$85.33	6.1%
Saturday night occupancy	72.8%	73.6%	-1.1%

*Revenue per available room (Smith Travel Research)

- Individual leisure travelers filled 32% of regional hotel rooms, accounting for 2,566,000 occupied room nights.

Greater Philadelphia Hotel Market Mix, 2007



Commercial/Government
Convention/Group
Individual leisure
Airline crews

Demand: 8.02 million rooms

(PKF Consulting)

In Center City

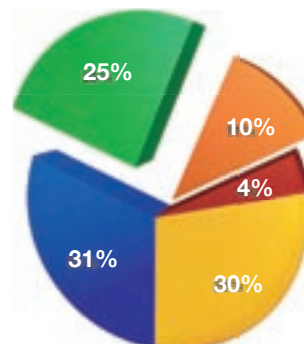
- Saturday night hotel occupancy was again the highest of the week at 80.9%, with Tuesday the next most popular night of the week for hotels (78.8%).
- Center City hotel occupancy was essentially flat in 2007—up to 73.6% from 73.3% in 2006.
- Average daily rates in Center City were up substantially in 2007—from \$156.15 in 2006 to \$167.56.

Center City	2007	2006	% Change
Occupancy	73.6%	73.3%	0.4%
Average daily rate	\$167.56	\$156.15	7.3%
RevPAR*	\$123.24	\$114.45	7.7%
Saturday night occupancy	80.9%	80.6%	0.4%

*Revenue per available room (Smith Travel Research)

- Individual or group leisure travelers occupied 35.5% of Center City hotel rooms, accounting for 950,000 occupied room nights.

Center City Hotel Market Mix, 2007



Commercial/Government
Convention/Group
Individual leisure
Group leisure
Airline crews

Demand: 2.72 million rooms

(PKF Consulting)



HYATT REGENCY PHILADELPHIA AT PENN'S LANDING



RADISSON PLAZA-WARWICK HOTEL PHILADELPHIA



MURAL ARTS TOUR

Looking Ahead

The regional and downtown hotels will face more challenging conditions in the next six to eight months than they have in the previous year or two. With the softening of the economy, no blockbuster exhibition that can generate Tut numbers, delays in the Pennsylvania Convention Center expansion and in gaming and additional properties planning to build here, hotels will need a concerted marketing effort to maintain the strong occupancy and rate levels that they have worked so hard to achieve.

In the coming months, GPTMC's hotel program will concentrate on tactics that yield quick and strong returns such as:

- Increase the fanfare surrounding the **Philly Overnight® Hotel Package**.
- Encourage Sunday through Thursday night stays when hotels have greater availability.
- Increase partnerships that will facilitate selling more hotel room nights.
- Continue to optimize strategies for selling hotel room nights on **gophila.com**, such as widget placement and labeling.
- Build relationships with hotel general managers, marketing managers and revenue managers to ensure that they are taking advantage of all the marketing support that GPTMC provides.

More Insight

"GPTMC is the marketing arm of the hotel industry in Philadelphia. The marketing they do sells hundreds of thousands of room nights that fill our hotels on the weekends, during the week and in periods when conventions and meetings are slower. They generate revenue for hotels and the region by marketing our industry so well." – **Bill Fitzgerald**, president, Greater Philadelphia Hotel Association; general manager, Doubletree Hotel

Use these Philadelphia and The Countryside® postcards to invite your friends and family here. Make sure they stay in a hotel when they arrive. (You'll all be happier!) Then, get ready to show them our wonderful region. You can plan every last minute of their stay at **gophila.com or **uwishunu.com**.**

Tourism 2008 is an eco-friendly report. The Forest Stewardship Council logo indicates that we are supporting the growth of responsible forest management worldwide, while the Wind Power logo signifies that the electricity associated with producing this piece is directly matched to a wind energy purchase.





**PHILLY'S
MORE
FUN**

vibrant

▶▶ **GOPHILA.COM**

The Power of Travel:

How Travel Dollars Support America



All information on this page provided by the Travel Industry Association of America (TIA).

Travel and tourism is...

One of America's largest industries

- **\$740 billion** in direct travel expenditures including domestic and international travelers.
- **\$1.6 trillion** in direct, indirect and induced travel expenditures including international travelers' spending in the U.S.
- **\$110 billion** in tax revenue for local, state, and federal governments.
- Each U.S. household would pay **\$995** more in taxes without the tax revenue generated by the travel and tourism industry.
- Direct spending by resident and international travelers in the U.S. averaged **\$2 billion** a day, **\$84.5 million** an hour, **\$1.4 million** a minute, and **\$23,500** a second.

One of America's largest service exports

- **\$107.9 billion*** spent by international visitors in the U.S. and the...
- **\$99.5 billion**** spent outside the U.S. by U.S. residents create...
- **\$8.3 billion** in balance of travel trade surplus for the U.S.

One of America's largest employers

- **7.5 million** direct travel-generated jobs.
- **\$178 billion** direct travel-generated payroll.
- **1** of every **8** U.S. non-farm jobs is created directly or indirectly or is induced by travel and tourism.

* Includes \$22.2 billion in spending by international travelers on U.S. air carriers for transactions made outside the U.S.

**Includes \$27.5 billion in spending by U.S. travelers on foreign flag carriers.

For more information on travel's impact on the entire U.S. economy, visit **poweroftravel.org** or see TIA's report, *Travel and Tourism Works for America*, available at **tia.org**.



RICE'S MARKET



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