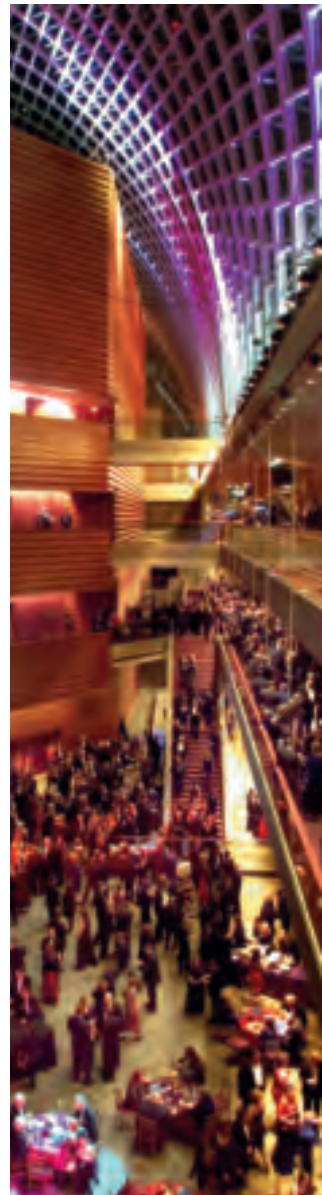


Tourism 2009: Report to the Region

THE BIG PICTURE

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



30 S. 17th Street, Suite 1710, Philadelphia, PA, (215) 599-0776
Bucks • Chester • Delaware • Montgomery • Philadelphia Counties



Tourism 2009: Report to the Region

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GPTMC Board of Directors

From top to bottom: John Estey, Jonathan Newman, Robert Bogle, Nicholas DeBenedictis; group photo from top left: David Newhart, Agnes Ogletree, Marsha Perelman, Robert Asher, Nelson Diaz, Rhonda Cohen; from bottom left: David Hyman, Melanie Johnson, Manuel Stamatakis, Meryl Levitz, David Benton (not pictured: Mayor Michael Nutter)

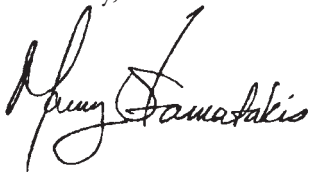
Photos by M. Downey, J. Holder, M. Kennedy, R. Kennedy, B. Krist, K. Rankin, J. Smith and G. Widman for GPTMC; also courtesy of National Constitution Center, Please Touch Museum®, Titan Outdoor and J. McWilliams for PCVB.

Executive Message

At GPTMC, we've always believed that working with the many great organizations that make up the region's hospitality community was an important part of our success. A fine testament to the power of collaboration is the work that was done over nearly three years to secure a 1.2% increase in the Philadelphia County hotel room occupancy tax. Governor Ed Rendell, the Pennsylvania State Legislature, Mayor Michael Nutter, Philadelphia City Council and the Greater Philadelphia Hotel Association all supported GPTMC, the Philadelphia Convention & Visitors Bureau (PCVB) and the Pennsylvania Convention Center in the passage of this much-needed increase, which was finalized on November 19, 2008. The timing couldn't have been better.

With the funding generated from the tax, GPTMC, the PCVB and the Convention Center will continue to work together to ensure that Philadelphia stays competitive with other premier destinations and wins over both leisure and business travelers in these difficult economic times. And at GPTMC, we'll continue to plan strategically, executing smart marketing programs that keep visitors coming, keep money flowing into the local economy and keep Philadelphia's image desirable. It's an important job, and together, we will succeed.

Sincerely,



Manny Stamatakis
Chairman
GPTMC Board of Directors



Meryl Levitz
President and CEO
GPTMC



Philadelphia Skyline

What's not to love about Philadelphia's sparkling skyline? While our billboards usually appear on I-95 south, I-76 west, Route 30 in southern New Jersey and the Pennsylvania Turnpike in Harrisburg, this enhanced photo shows what it would look like if our message appeared on the Locust on the Park building next to the Schuylkill River.

What do you love most about Philadelphia and The Countryside® in 2009?

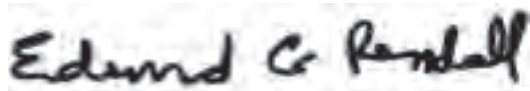
We asked that very question to Philadelphia's leaders. Look for their answers throughout the report.

A Letter From Our Governor

More than ever before, **Philadelphia and The Countryside®** is a vibrant and cosmopolitan place to visit. Created in 1996, GPTMC highlights the unmatched qualities of our region through proactive public relations, strategic communications, insightful research and innovative online marketing techniques. It is crucial to the economic health of our region that we invite tourists to enjoy the Philadelphia region, and GPTMC does just that.

Tourism marketing is an investment, not a cost. In 2008 alone, tourism in Philadelphia generated **\$1.35 billion** in federal, state and local taxes. In total last year, tourism in the Philadelphia region accounted for an economic impact of **\$9.3 billion**. There's no question that consumers are hurting, but their desire for a memorable vacation remains intact. New blockbuster exhibitions, a picturesque countryside, unmatched historic sites, thriving restaurants and so much more make the Philadelphia region a destination to visit in 2009 and beyond.

Sincerely,



Edward G. Rendell
Governor
Commonwealth of Pennsylvania




A Letter From Our Deputy Secretary for Tourism

For the Pennsylvania Tourism Office, strong partnerships are essential to showcasing the assets of a community while rolling it into the experience of the region and the entire state. In a relatively short tenure, GPTMC has established itself as a first-class marketing organization and as one of our strongest partners. Philadelphia is responsible for 30% of the state's tourism economy, which makes the job of promoting **Philadelphia and The Countryside®** vast. GPTMC has exceeded all expectations, as they have owned this responsibility.

What does it mean to be one of the largest industries in the state? Tourism is responsible for some **600,000-plus** jobs, with a total paycheck of more than **\$18 billion**. Our visitors spent more than **\$28 billion** in the commonwealth in 2007, with leisure travelers contributing **\$20 billion** to that total.

While we faced some challenges in 2008, it was the second-best year for hotel room demand in the state's history. Hotel room rates, the revenue collected per available room and the total revenues collected all reached record highs. It was with GPTMC's partnership that we were able to achieve this level of success.

Sincerely,



J. Mickey Rowley
Deputy Secretary for Tourism
Pennsylvania Department of Community and Economic Development



A Letter From Our Mayor

In challenging times, it is easy to overlook all that we should be celebrating: Philadelphia as a great place to live, work, play and visit. Since the advent of GPTMC, the Philadelphia region has experienced a 59% increase in overnight leisure visitation. The total promotional efforts of GPTMC and its partners contributed to **10.4 million** overnight leisure visitors to Greater Philadelphia in 2008.

As our city, state and country look toward a period of recovery, we depend on tourism to provide a steady revenue stream and sustain the health of our economy by supporting local businesses and generating tax dollars. With the stalwart support of hoteliers, civic officials and industry leaders, the City of Philadelphia passed an increase to the hotel occupancy tax in November 2008 that will enhance GPTMC's marketing capabilities. This significant act confirms that tourism always has been a bulwark industry upon which the economic life of the City of Philadelphia can depend.

It is not hard to see why travelers prefer our city. We have what many others don't: a walkable downtown, dozens of diverse and distinct neighborhoods, an easily accessible transportation infrastructure and cultural institutions that are the envy of many. In other words, there's a whole lot to love about Philadelphia. So be a tourist in your own town, and see for yourself.

Sincerely,



Michael Nutter
Mayor
City of Philadelphia

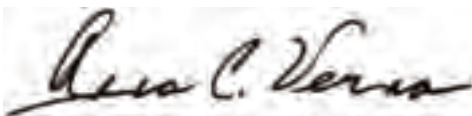


A Letter From Our City Council President

As one of GPTMC's three founders and funders in 1996, City Council knows that investing in tourism marketing means more jobs, more tax revenue and enhanced quality of life for Philadelphians. The impact generated from the tourism industry does not happen automatically. We rely on GPTMC and its partners to promote a destination where visitors want to spend their time, and it's clear that these marketing efforts are working. In 1997, leisure travelers occupied about 14% of Center City hotel rooms. In 2008, they took up 27% of city hotel rooms, with another 11% here with a group for a leisure trip.

City Council's support of the local tourism industry has been ongoing and has included the passage of a 1% hotel tax in 1998 in order to make GPTMC a permanent organization, funding of the groundbreaking **Philly's More Fun When You Sleep Over®** campaign after 9/11 and funding of the **uwishunu®** campaign to attract a younger audience to the city. Confronted with the current economic crisis, last November, City Council passed a 1.2% increase in the Philadelphia County hotel room occupancy tax. This increase allows GPTMC, along with the PCVB and the Pennsylvania Convention Center, to continue its successful and creative promotion of Greater Philadelphia in order to build the region's economy. That's work we can all believe in and benefit from.

Sincerely,



Anna C. Verna
City Council President
City of Philadelphia



Philadelphia City Council

From left to right: Frank Rizzo, Bill Green, William K. Greenlee, Maria D. Quiñones-Sánchez, Joan L. Krajewski, Donna Reed Miller, Brian J. O'Neill, Anna C. Verna (council president), Darrell Clarke, Marian B. Tasco, Jannie L. Blackwell, Blondell Reynolds Brown, Frank DiCicco, W. Wilson Goode, Jr. and Curtis Jones, Jr. (not pictured: Jack Kelly and James Kenney)



According to the Press

"There are enough history excursions in the City of Brotherly Love to fill an entire summer ... But there's also plenty to do off the history track ..."

– **The New York Times** (circulation: 1,500,394), June 1, 2008

"No longer the corridors of commerce and industry they once were, Main Streets are reinventing themselves. ... Philadelphia and its countryside has some dandies." – **The Patriot-News** (Harrisburg) (circulation: 144,000), July 6, 2008

"These days, the City of Brotherly Love is a magnet for tourists who come from far and wide to see that history up close."

– **NPR**, July 27, 2008

"If you want to explore an abundance of outdoors from the comforts of indoors, this urban American city just might be the place for you."

– **Winnipeg Free Press** (circulation: 119,458), August 2, 2008

"It's hard to pinpoint the moment I fell in love with Philadelphia—there are so many wonderful surprises in this city."

– **Home by Design** (circulation: 350,000), August/September 2008

"Spanning just more than 25 blocks from river to river, Philadelphia packs in fantastic dining and bars for every taste."

– **Time Out Chicago** (circulation: 51,778), September 11-17, 2008

"Today I'd like to acknowledge a tourism organization that 'gets it' when it comes to online presence and Web 2.0/social media savvy. I'm talking about the fine folks who want you to visit Philadelphia, Pennsylvania." – **Family Travel Guide** (Technorati Authority: 56*), September 23, 2008

"Put Philadelphia on your travel calendar this year. It's a unique, friendly and diverse destination that values you and your family."

– **Out & About** (circulation: 35,000), November 1, 2008

"It's just 90 miles from New York, but Philadelphia is finally stepping out of the Big Apple's shadow – and its baseball team is better too." – **The Observer** (United Kingdom) (circulation: 40,000), November 2, 2008

"Philly's reputation as a cheaper version of New York is well deserved, and not just because of its cut-rate artists' lofts and liberal BYOB policies. The city's cheap-dining scene has also gotten awfully New York-y lately." – **New York magazine** (circulation: 433,289), November 3, 2008

"I love this city. Unpretentious, reasonably priced, and so many shop owners who are realizing their dreams." – **The Record** (Bergen County) (circulation: 191,944), November 30, 2008

"Philadelphia was once called 'the sixth borough,' a reference to its proximity to New York and a label that rubbed many locals the wrong way. And it's easy to see why: these days the city is a buzzy, exciting place in its own right." – **Caviar Affair** (circulation: 150,000), winter 2009

"Much of the [brewery scene] upswing can be attributed to Philadelphia's bubbling night life." – **The New York Times** (circulation: 1,438,585), January 18, 2009

"Since the launch of its 2003 'Get Your History Straight and Your Nightlife Gay' campaign, the City of Brotherly Love has led the pack in welcoming gay travelers." – **The Miami Herald** (circulation: 279,484), February 8, 2009

* Technorati Authority reflects the number of blogs linking to a Web site in the last six months. The higher the number, the more Technorati Authority—and influence—the blog has.



“She [Travelocity senior editor Genevieve Shaw Brown] attributes Philadelphia’s popularity spike to good marketing, a decrease in airfare of 16% compared to the overall 8% decrease for domestic flights and more interest in historic destinations in general.”

– **Boston Herald** (circulation: 167,506) and nine other outlets (from **Associated Press** story), February 2009

“There is a lot to love about Philly. ... Philly, as we have always known, is the perfect town for any foodie.”

– **Richmond Times-Dispatch** (circulation: 196,271), February 22, 2009

“Philadelphia offers day-trippers plenty of normal reasons to head to the city, from touring its myriad historic sites and museums to attending its heavy schedule of major concerts and sporting events. But there’s a wilder side to the city, too, involving quirky attractions and crazy events. A seriously fun side to Philly.” – **The Morning Call** (Allentown)

(circulation: 134,966), March 1, 2009

“Three prominent institutions are staging exhibitions around an Italian theme. ... In recent years, such collaborations by cultural organizations have been increasingly frequent, particularly when they can bring in the marketing power of Greater Philadelphia Tourism Marketing Corp. and the booking network of GoPhila.com.” – **Philadelphia Business Journal**

(circulation: 11,921), March 9, 2009

“For many travelers, taking a European vacation this year is financially out of the question. But for those who long for world-class art, fine cuisine, and cobblestone streets perfect for a stroll, they just need to hop on the train (or bus) and head to Philadelphia for a memorable getaway.” – **Metro New York**

(circulation: 307,312), March 19, 2009

“This has always been a city of superlatives (the first capital, the first zoo, the first bank, the first university) in the republic of superlatives. It hasn’t lost its ambition. Indeed, there is so much new and innovative here that you could wonder if there is a recession at all.”

– **Ottawa Citizen** (circulation: 121,664), March 24, 2009

“Philadelphia is a city that has tons to offer visitors—from history lessons to great eateries and more. And one of the most enjoyable ways to experience the city is on foot. ... Visit gophila.com and search ‘walking tours.’” – **Chicago Tribune**

(circulation: 917,888), March 29, 2009

“America’s sixth-largest city has a reputation as a tough-talking, hard-scrabble town. But recently, it’s emerged as a hub of gastronomy, cocktails and craft brewing. ... It seems that, once again, Philadelphia is at the forefront of an American revolution—one for our palates instead of our governance.” – **Imbibe**

(circulation: 63,000), March/April 2009

“The whole Greater Philadelphia region is a temperate-zone Eden, with fabled public gardens like Longwood and Chanticleer.”

– **Garden Design** (circulation: 258,805), April 2009

“April is the month for sports in the City of Brotherly Love. The city’s hockey team, the Flyers, and basketball team, the 76ers, battle for playoff spots at the Wachovia Center. Next door, the Wachovia Spectrum hosts its final games before being razed this fall. Across the street, the Phillies return to Citizens Bank Ballpark as World Series champions. If you can’t get a ticket, catch the game at one of the county’s best sports bars, Chickie’s and Pete’s.”

– **National Geographic Traveler** (circulation: 723,657), April 2009

“But just a short drive away, Philadelphia can have you seeing Paris — without a passport.” – **The Patriot-News** (Harrisburg)

(circulation: 136,926), April 5, 2009

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

The Big Picture

What We Mean by Philadelphia

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

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**, **gophila.com/pressroom** and **uwishunu.com**
- Hotel packaging
- Image building
- Partnerships, promotions and marketing alliances
- Stakeholder relations
- Tourism development
- Visitor and marketing research

Our Results: 2008 Big Numbers

- **Visitation:** Welcomed **29.04 million** domestic visitors
- **Advertising:** Created **383,022,684** impressions via broadcast and cable TV, radio, print, Internet and outdoor advertising
- **Cooperative Advertising:** Created **68,344,470** advertising impressions from **45** full-color print advertisements placed in **22** regional and national print publications and **858,750** advertising impressions from **14** Web banner ad placements on **seven** Web sites with the participation of more than **80** regional partners
- **Leisure Hotel Room Nights:** More than doubled since GPTMC began advertising in 1997, rising from **254,000** individual room nights in 1997 to **705,000** in 2008
- **Public Relations:** Generated **5,017** stories resulting in **581,922,637** impressions
- **gophila.com and uwishunu.com:** **5,963,312** visits reflecting a 3.4% increase in visitation since 2007; **33,079,143** page views



Avenue of the Arts



Philadelphia Mural Arts Tour



Crossing Vineyards and Winery

The Economic Impact of Tourism

Tourism is a vital part of the economy of Greater Philadelphia. Visitors bring new money into the region, money that not only supports local businesses, but also enables those businesses to purchase more goods and services and to pay employees. Each day, visitor spending generates more than **\$25 million** in economic impact for the region. In 2008, the Greater Philadelphia tourism industry accounted for:

- **\$9.32 billion** in total economic impact
- **\$1.35 billion** in federal, state and local taxes
- **87,384 jobs** (5% of all jobs in the region)
- **\$2.82 billion** in wages

Source: Tourism Economics

2008 Visitor Volume

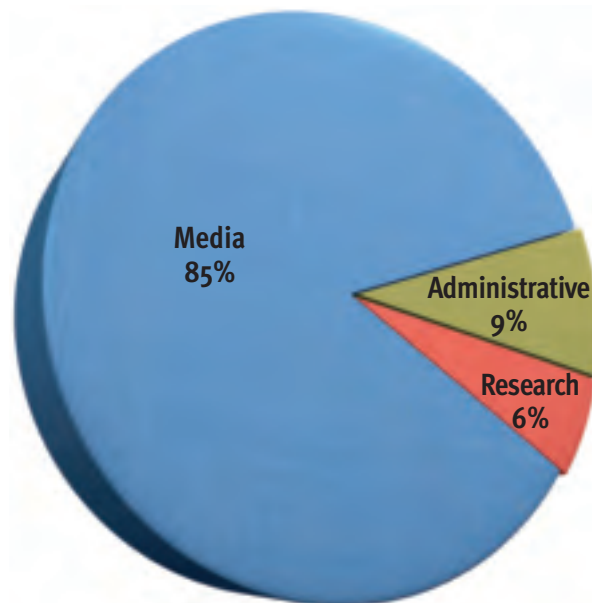
29.04 million domestic visitors to Greater Philadelphia

- **12.97 million day leisure visitors** made a trip of 50 or more miles for a leisure purpose (visiting an attraction, attending a sporting event, etc.) that did not result in an overnight stay.
- **10.37 million overnight leisure visitors** took a trip outside of their home community for a leisure purpose, such as a vacation, weekend getaway or holiday that involved one or more nights away from home in either paid or unpaid accommodations.
- **3.85 million day business visitors** made a trip of 50 or more miles for a business purpose (conference or meeting) that did not result in an overnight stay.
- **1.85 million overnight business visitors** took a trip outside of their home community for a business purpose, such as a convention, conference or meeting that involved one or more nights away from home in either paid or unpaid accommodations.

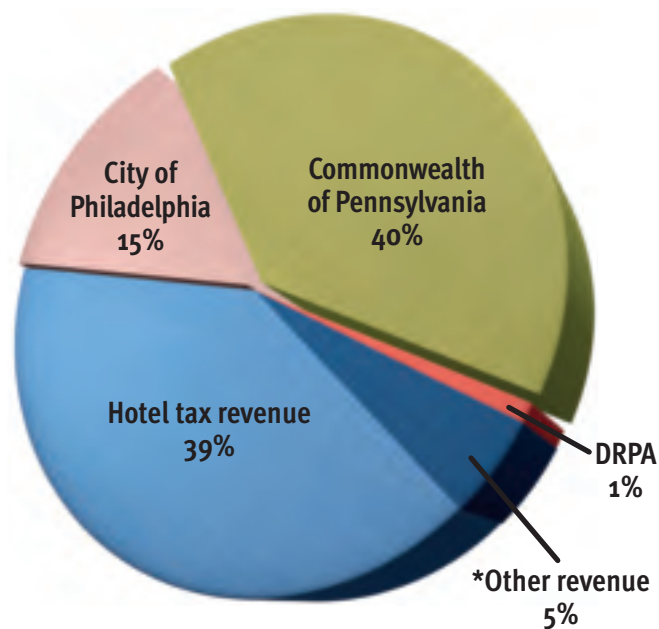
Our Primary Funders

- City of Philadelphia
- Commonwealth of Pennsylvania
 - Pennsylvania Department of Community and Economic Development
 - Pennsylvania Department of Conservation and Natural Resources
- Delaware River Port Authority
- The Pew Charitable Trusts

Fiscal Year 2008 Expenditure Allocations



Fiscal Year 2008 Funding Sources



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

"Philadelphia in 2009 is the place to be! Rich in diversity, business, culture and transportation! An abundance of innovative thinkers at GPTMC (and in the community) keep this city on the move." – **Bob Bachman**, sales and marketing manager, Amtrak



When times are tough, we believe it's time to invest creatively—not cut—and Philadelphia is fortunate to have some indisputable strengths and new opportunities to focus on in the coming year.

Situation Analysis

With the national economic downturn now spilling over into every sector, regional hoteliers are preparing for their toughest year since the 9/11 terrorist attacks crippled the travel industry. The present climate and negative forecasts call for GPTMC to meet the situation head on. While many destinations are reducing the amount they spend to market their regions, we believe it's time to invest creatively—not cut—and Philadelphia is fortunate to have some immutable strengths and new opportunities to focus on in the coming year.

Strengths and Opportunities

1. **The recently passed 1.2% increase in the Philadelphia county hotel room tax allows the city to remain competitive** among other destinations and provides for continued promotion of overnight stays here.
2. **We're launching new campaigns in 2009 that highlight Philadelphia's personality.** A new game-changing general campaign, **With Love, Philadelphia XOXO**, will be tailored to numerous audiences in the form of love letters penned by Philadelphia itself. And with the help of a new advisory group, the Philly 360° Coalition, we're developing a marketing strategy to promote the region's African-American cultural heritage and contemporary creative scene.
3. **Consistent tourism marketing over the past 12 years has raised awareness of the region,** built equity for Greater Philadelphia as a destination and increased hotel occupancy dramatically. By promoting our significant historic sites, the vibrant dining scene, exciting nightlife, boundless outdoor offerings, blockbuster events and value-added hotel packages, GPTMC has increased visitation to Greater Philadelphia and contributed to the solid performance of the region as a leisure destination.
4. **Greater Philadelphia has nine big-name events and exhibitions to promote in 2009,** in addition to new and expanded tourism attractions. These shows focus on leaders in art, history, literature, science and other fields, including Galileo, Darwin and Cézanne, and they offer reasons for travelers to visit now.
5. **Our region is accessible.** Consumers are spending less on vacations because of the global recession. Only a five-hour drive away from a quarter of the U.S. population, Greater Philadelphia is easy to get to for a long- or short-term vacation. What's more, the Philadelphia experience is accessible to a variety of audiences (families, adult couples, etc.) at a variety of price points.
6. **There are more ways than ever to get our message out to media.** In addition to regularly pitching traditional print and broadcast outlets, we now communicate often with a whole world of blogs and Web sites to ensure the Philadelphia story is out there, no matter what form of media travelers are relying on to get the information they need.

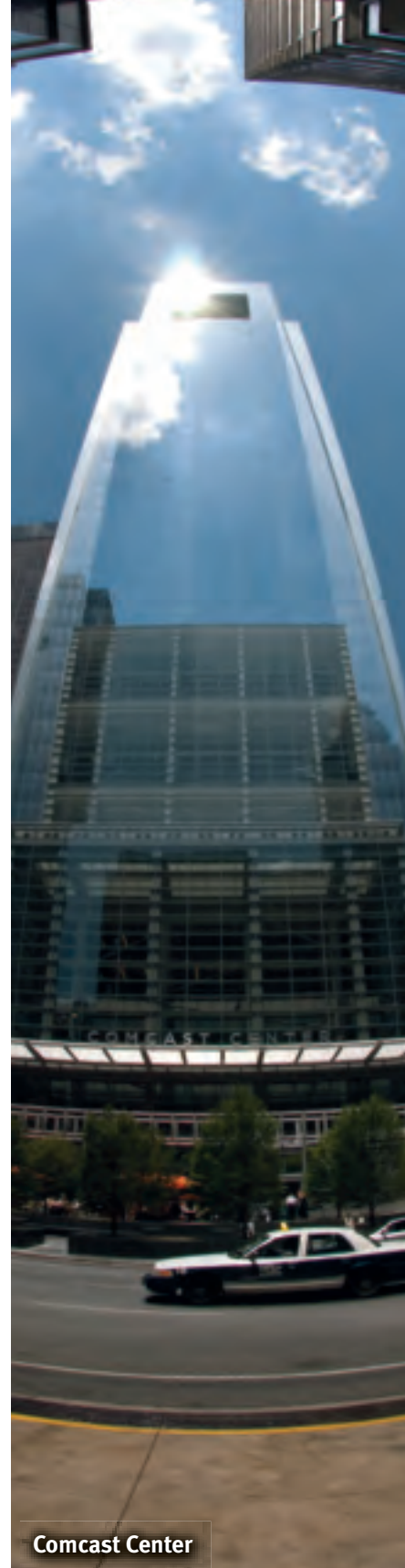


Challenges and Cautions

1. **The current economy is forcing many people to reconsider their vacation plans.** Others are waiting longer to book tickets, staying away fewer nights, searching for hotel deals or not traveling at all—a problem for the airlines, hotels, attractions, restaurants and shops.
2. **New York City, one of our top competitors, has increased its investments in tourism marketing in recent years.** Pennsylvania, however, is cutting back, and there's no doubt that decreased funds from government sources will have an impact on the extent to which we market the region.
3. **Competition among destinations abounds** because of significant travel deals, freebies and giveaways being offered by virtually every destination.
4. **Media fragmentation makes it more expensive to reach audiences.** We now have to spread dollars over multiple platforms, as well as across various trip types. And with newspapers and magazines folding at a rapid rate, our communications team is losing reliable outlets and contacts at traditional media outlets while trying to build new relationships with freelancers, bloggers and multimedia journalists.
5. **New technology has heightened travelers' expectations for getting just the right information just when they want it.** Preparing to respond to visitors' demand for mobile technology, personalized information and instant online gratification will require investment in both front-end and back-end technology.



Lights of Liberty at Independence Hall



Comcast Center

"This year, I LOVE the fact that Americans are rediscovering our history and returning to Philadelphia. As the birthplace of our nation, Philadelphia has a deep historical significance, while offering our visitors the best in culture, arts and sports."

– Harry Gorstayn, general manager, Four Seasons Hotel Philadelphia



Branding Philadelphia helps fix the destination in the mind of the consumer and the resident, and it increases the value of the visitor experience by creating an emotional connection between the traveler and the destination.



Sesame Place

Brand Promise

In our second decade of business, GPTMC has aimed to make the Philadelphia brand so strong and so motivating that people just can't stay away. This brand approach to marketing Greater Philadelphia with the promise of "Philadelphia" and "Independence" has a number of implications. The overall brand is strengthened beyond just a tourism message, highlighting Philadelphia not only as a wonderful place to visit but also as a wonderful place to live and work. "Philadelphia Independence" helps fix the destination in the mind of the consumer and the resident, and it increases the value of the visitor experience by creating a connection between the traveler and the destination. This connection gives the experience more weight, thereby enabling merchants to charge more for their services, which are perceived as having more value because the destination does. And that, of course, allows tourism to make an even greater economic impact.

The brand promise is derived from five brand components. Here's a look at these attributes and how our visitors define them:

- **Fun:** Philly satisfies consumers' perennial desire for good times. Fun also helps reposition historical assets into a modern, appealing context.
- **Authenticity:** As the American marketplace becomes increasingly commoditized, Philadelphia offers a contrast where everything is real, from the Liberty Bell and Independence Hall to the locally owned boutiques, BYOBs and galleries that populate our distinctive neighborhoods.
- **History:** We embrace the meaning of Philadelphia's history—liberty, democracy and independence—when we invite visitors to see our historical icons.
- **Accessibility:** With so much to do in a relatively small area, a wide range of product price points and a central location, accessibility is a competitive strength.
- **Discovery:** Discovery takes fun to a deeper level. Consumers seek tourism experiences that have unique texture and give the traveler a special story to tell. In Philadelphia's case, so much of what we offer are the unexpected moments and the little gems uncovered while exploring the city and region.



Independence Al Fresco,
Independence Visitor Center



Freedom Ferry



"Philadelphia has character. It's a true mosaic of visuals and flavors combining traditions and trends in a humble way. Philadelphia is not about the glitz, but about the experience you live." – **Julie Coker, general manager, Hyatt Regency Philadelphia at Penn's Landing**

“We are proud to have Greater Philadelphia Tourism Marketing Corporation as one of the leading Destination Marketing Organizations (DMO) in Travelocity Partner Network’s portfolio. GPTMC is highly regarded in the DMO industry as a thought leader for their innovative merchandising of Philadelphia as a destination of choice.” – Tracey Weber, president, Travelocity

Marketing Plan



The Advertiser, the magazine of the Association of National Advertisers, recently described what a successful marketing organization should be in the form of a “want ad” they created:

WANTED: A marketing organization for the 21st century. Must be highly structured, but nimble and entrepreneurial; wildly creative, but exceptionally skilled in finance and data analysis; strong on fundamentals and digitally savvy; process driven and centralized, but able to turn on a dime. Must play well with others.

Even in difficult economic times, GPTMC embraces this description, and our marketing plan is built to enable individual GPTMC departments, leadership, staff and the organization as a whole to fulfill this vision in order to market a more fun **Philadelphia and The Countryside®** as a premier tourism destination. We must now turn our focus to those people who are most likely to travel in recessionary times, such as families, GLBT travelers, couples, event- and festival-goers, loyal return visitors and those visiting friends and relatives. Here’s a look at the strategies that guide our decisions:

1. **Motivate people to choose Greater Philadelphia** when they are considering where to go for vacation through effective advertising, destination story placements and a high-quality Web site.
2. **Build the buzz about Greater Philadelphia** 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.
3. **Create advertising campaigns that are relevant** to the audience and efficient in how they target travelers.
4. **Ensure that gophila.com answers the call** for those considering Greater Philadelphia for a vacation through improvements in site design, search engine optimization and interactive functionality.
5. **Make a Greater Philadelphia vacation easy to buy** through hotel packaging, Travelocity booking technology, itineraries and tours.
6. **Enhance our audiences’ interactions with the Philadelphia brand** through two-way communication with visitors, such as social media marketing, consumer-generated media, online/offline comeback messages and reminiscing features on **gophila.com**.
7. **Help regional hotels** through slower periods by developing specific hotel-focused campaigns and offers.
8. **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.
9. **Create more and better opportunities** for regional outreach and inclusion to support the Greater Philadelphia marketing message.
10. **Create partnerships with local media outlets** in order to extend our impact given limited funds.
11. **Extend the impact of other organizations** that market and/or provide tourist experiences (AAA, regional attractions and museums, etc.).
12. **Ensure that every GPTMC program/initiative has a research foundation and tracking mechanism** to gauge success, provide accountability measures and inform future marketing direction.
13. **Play a leadership role in the local, regional and national tourism industry** through organizations such as Destination Marketing Association International, U.S. Travel Association, Travel & Tourism Research Association, Pennsylvania Tourism & Lodging Association, Independence Visitor Center Corporation, convention and visitor bureaus, etc.

Today our marketing reaches out to different segments of the population and invites them to enjoy a Philadelphia experience that appeals directly to their interests.

Marketing a More Fun Philadelphia

When GPTMC began advertising in 1997, our campaigns spoke to a general audience and ran seasonally in the summer when most people traditionally plan their vacations. How times have changed. Now our advertising reaches out to different segments of the population—African-Americans, history buffs, foodies, culture vultures, gays and lesbians, AAA members and many others—and invites them to enjoy a Philadelphia experience that appeals directly to their interests. What's more, we now run ads all year long in all sorts of media—in print, on TV and radio, online, outdoors, you name it.

Philly's More Fun®

The **Philly's More Fun®** campaign continued to evolve as we paired a variety of new contemporary Philadelphia images with descriptive words to show off the many reasons why Philly's worth a visit. We reached farther than ever with our media, utilizing targeted and cost-effective national tactics, such as cable TV, online and XM Satellite Radio, which spread the message of Philadelphia to consumers whom we identified through research as more likely to take a trip to an urban destination.



- **Advertising:** The campaign generated more than **193 million** impressions through new and cost-effective media placements detailed above.
- **gophila.com:** During the summer campaign (June through August), the site received more than **1.7 million** visits and more than **10 million** page views.

Philly's More Holiday Fun

Year two of the **Philly's More Holiday Fun** campaign focused on the region's festive winter season happenings. Building on last year's success, the effort highlighted our distinct and popular shops, restaurants, seasonal events and hotel offers. Mindful of the recession, it also pushed affordable ways to usher in the season with special features on **gophila.com/holidays** that showcased 25 ways to celebrate the holidays for less than \$25 and 25 gifts for \$25 and under.



- **Advertising:** More than **9,467,723** impressions came from magazine and newspaper inserts and online, print and billboard advertising throughout the Philadelphia region.
- **Public relations:** We generated **356** stories through specific local, national and social media tactics. National stories (*USA Today*, three Associated Press articles, etc.) focused on the hotel package; local TV and radio coverage focused on the under-\$25 gifts and the Web site. Social media covered a variety of our holiday stories.
- **gophila.com/holidays:** In November and December, holiday content on **gophila.com** received more than **290,000** page views. Most popular content included information about hotel stays, holiday shopping, Macy's *Holiday Light Show* and New Year's Eve.



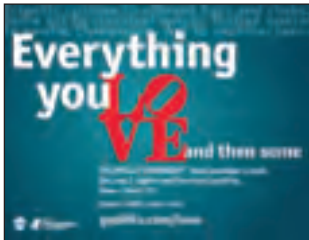
Philly Te Ama®

GPTMC's communications team has been hard at work since 2005 to ensure Philadelphia is in the news that Hispanic travelers read, hear and see. In 2008, we placed **40** travel stories in widely read national and local publications such as *El Diario/La Prensa* and *El Especial*. In addition, Philadelphia's Telemundo program, *En Portada*, often runs a tourism segment with a bilingual GPTMC staffer. And our newly enhanced pressroom now features more than two dozen releases in Spanish and downloadable high-resolution photos with Hispanic models. We also hosted press events at the UNITY: Journalists of Color 2008 convention in Chicago and at a conference in January 2009, La Nueva Frontera Digital: A Multimedia Experience for Journalists, at Temple University.

Love

Robert Indiana's iconic *Love* statue took center stage in the light-hearted (though recession-inspired), love-themed tourism promotion, debuting in January 2009. The **Love** push promoted the popular **Philly Overnight® Hotel Package**, which reached an incredible milestone during the course of the campaign (see sidebar):

- **Advertising:** The campaign generated **100,824,600** impressions as a result of radio, print, online and billboard advertising in Philadelphia and the close-to-home markets of Central Pennsylvania, the Lehigh Valley and New Jersey.
- **Public relations:** Public relations—a **Love** patrol handing out promotional materials, a kissing video at Love Park that went viral, decorated store windows—drew campaign coverage, in addition to the standard stories about booking the hotel package. We counted **190** stories in **156** different outlets.
- **gophila.com:** The site supported the campaign with prominent placement of the hotel offer on **gophila.com's** homepage and on **gophila.com/love**. Both **gophila.com** and **uwishunu.com** featured extensive Valentine's Day content, and the **Love** video appeared on **gophila.com**, where it received nearly **3,000** views, and on YouTube, Viddler and Twitter.



African-American Audience

Building on our growing visibility within the African-American community, we expanded our media presence through publications like *Black Enterprise* and *Pathfinders Travel*, where we were able to tout the many blockbuster exhibitions that provide authentic experiences. Growing already-established partnerships with outlets like *American Legacy* magazine and exploring new opportunities are also helping to make Philadelphia a top-of-mind destination for our return visitors and new audiences.

- **Advertising:** We garnered more than **25 million** impressions during summer 2008 and winter 2008/2009 through print, online and radio placements.
- **Public relations:** In addition to placing **78** stories in outlets such as *Black Enterprise* magazine, *New York Beacon*, *Philadelphia Daily News*, *Hartford Courant*, *The Philadelphia Tribune* and *KYW Newsradio*, GPTMC hosted three press events for local and national media in late 2008 and early 2009.
- **gophila.com:** The African-American section of **gophila.com**, which features more than **300** unique pages, received more than **80,000** page views in 2008. Thanks to our new opt-in e-mail subscriber database, a growing number of people receive quarterly updates on regional African-American and Underground Railroad attractions and happenings.



Philly Overnight®: Going the Distance

In winter 2009, the **Philly Overnight® Hotel Package**, which has always been a key component of the **Philly's More Fun When You Sleep Over®** campaign and other marketing efforts, reached an incredible milestone: **100,000** packages sold and **\$20 million** in hotel revenue. According to Tourism Economics, this revenue has generated **\$68 million** in economic impact and **\$7.5 million** in state and local taxes.

The **Philly Overnight® Hotel Package**, which debuted in 2001, is a two-night offer available any night of the week at dozens of hotels throughout Center City and the region. The package includes free hotel parking (up to a **\$75** value), a *Philadelphia Privileges* coupon book and a **Philly's More Fun®** teddy bear.

Over the last 12 months, *The New York Times*, *The Washington Post*, *The Boston Globe*, *Houston Chronicle*, *Time* magazine and more than **70** other publications wrote about the **Philly Overnight® Hotel Package**. Hundreds of other stories promoted travel to Philadelphia without mentioning the package by name.



Love Park

"This city and region just keep on getting better and more attractive and more full of things to do...year after year. What's not to LOVE?" – **Paul Decker**, president, Valley Forge Convention and Visitors Bureau, Ltd.



Historic Philadelphia

In the second year of the **Historic Philadelphia** initiative, we continued to promote the area—filled with historic sites and contemporary shops and restaurants—as a feature destination for locals and tourists alike. Leveraging partnerships with FOX 29 and American Express, we were able to expand our reach throughout the Philadelphia and New York regions and throughout Central Pennsylvania to help make **Historic Philadelphia** a popular place to visit both day and night.



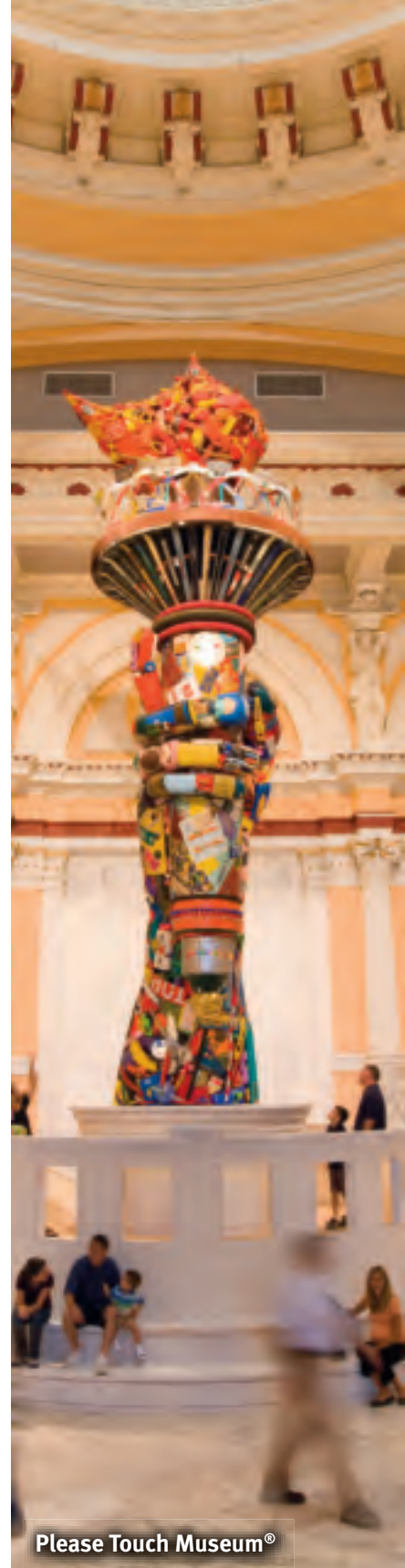
- **Advertising:** We garnered **10.5 million** impressions from print ads, inserts and online from May through August 2008.
- **Public relations:** Among the **85** stories about **Historic Philadelphia** were travelogues on The Weather Channel, History Channel, HGTV and Fine Living Network.
- **gophila.com/history:** The **Historic Philadelphia** section of **gophila.com** features nearly **800** unique pages, including a custom-built landing page that saw more than **830,000** page views in 2008. In addition, the mobile phone-accessible section allowed visitors to access information while touring Philadelphia, for a total of more than **29,000** visits and **120,000** page views in 2008.

Philadelphia – Get Your History Straight and Your Nightlife Gay®

Gay and lesbian Philadelphia residents continued to be the centerpiece of the **Philadelphia – Get Your History Straight and Your Nightlife Gay®** tourism marketing campaign, giving it a next-generation appeal with ads that combine photos and videos of influential gay community members with the words “We Your People.” Partnerships with R Family Vacations, Southwest Airlines and others also helped make this campaign a worldwide benchmark.



- **Advertising:** We generated approximately **5,560,000** impressions through the media buy in national GLBT magazines, such as *The Out Traveler*, *The Advocate* and *Passport*; in local and regional GLBT alternative newsweeklies; and on top GLBT Web sites, such as outamerica.com and edgenetwork.org.
- **Public relations:** We placed **185** stories in **142** outlets, including Reuters, *Passport*, *Philadelphia Gay News*, *The Miami Herald*, *The Advocate*, *PRWeek*, *The Out Traveler*, *Toronto Sun*, *Washington Blade* and jaunted.com.
- **gophila.com/gay:** The gay-friendly section of the site received more than **100,000** page views in 2008, and our quarterly GayTripper e-mail newsletter landed in the mailboxes of more than **2,800** opt-in subscribers.

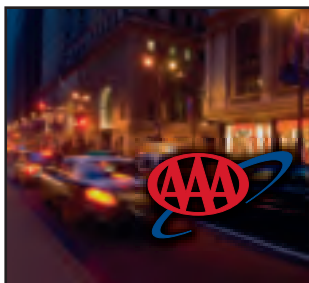


“I LOVE that 2009 is the year of repeat championships in Philadelphia. Our Phillies are defending their World Series title, the Philadelphia Museum of Art is revisiting an artistic champion with Cézanne and Beyond, and Please Touch Museum® is following its 2008 debut at Memorial Hall with an even greater 2009...and beyond!”

– Nancy Kolb, president and CEO, Please Touch Museum®

American and Canadian Automobile Associations

With AAA members booking 42% of the hotel stays in our region each year, we recognize how important it is to stay in touch with this segment of travelers. In 2008, we continued to offer exclusive vacation packages, including new ones to promote Bucks County and Brandywine Valley and the *Cézanne and Beyond* exhibition at the Philadelphia Museum of Art. We also visited all 53 AAA Mid-Atlantic clubs twice, talking to more than 1,000 AAA agents. In summer 2008, our efforts moved west to the California State Automobile Association, the second-largest club in the country.



- **Advertising:** We yielded more than 50 million impressions as a result of full-color, full-page ads in *AAA World*, reaching 2.2 million AAA Mid-Atlantic households each month, and the annual *AAA New Jersey & Pennsylvania Tourbook*, which serves as a guide for 50 million AAA and CAA members.

With Love, Philadelphia XOXO

In early January 2009, GPTMC convened a select group of tourism industry stakeholders to think about the next great marketing campaign for Philadelphia. All participants agreed that it's "business as unusual" in these tough economic times and that marketing Philadelphia during this new era requires a big idea.

After a thoughtful request-for-proposal process, we selected Red Tettemer to develop the creative basis for a recession-era marketing initiative that GPTMC has developed into a

full-blown campaign. **With Love, Philadelphia XOXO** features personal letters written from Philadelphia to potential visitors whom we believe will continue to travel in these difficult times: families, GLBT travelers, couples, event- and festival-goers, loyal return visitors and those visiting friends and relatives.



The campaign launched in May 2009 with a heavy presence at home and additional advertising in Harrisburg and northern New Jersey—both strong markets for us. Ads will appear on cable TV, radio, transit, out-of-home, in print and online in order make the message highly visible during the summer travel season. As with all GPTMC campaigns, **With Love, Philadelphia** will also be backed by a full-blown public relations campaign, a strong **gophila.com** presence and research initiatives.



Philadelphia Museum of Art

Nine in '09

2009 is shaping up to be a year of big names in Philadelphia thanks to nine events and exhibitions focusing on leaders in art, history, literature, science and more. Throughout the year, we've been promoting these notable names to visitors who want a reason to visit now:

Historical Tales and a Literary Great:

1. **Tavis Smiley** – *America I AM: The African American Imprint*, National Constitution Center, January 15-May 3, 2009
2. **Edgar Allan Poe** – Bicentennial celebration, Edgar Allan Poe National Historical Site, all year long

Science Phenoms:

3. **Charles Darwin** – *Surviving: The Body of Evidence*, University of Pennsylvania Museum of Archaeology and Anthropology, April 19, 2008-May 3, 2009

4. **Galileo Galilei** – *Galileo, the Medici and the Age of Astronomy*, The Franklin Institute Science Museum, April 4-September 7, 2009
5. **George Washington Carver** – *George Washington Carver*, The Academy of Natural Sciences, November 12, 2009-February 28, 2010

Art Icons:

6. **Maurice Sendak** – *There's a Mystery There: Sendak on Sendak*, Rosenbach Museum & Library, May 6, 2008-May 3, 2009
7. **Paul Cézanne** – *Cézanne and Beyond*, Philadelphia Museum of Art, February 26-May 31, 2009
8. **Jim Henson** – *Jim Henson's Fantastic World*, James A. Michener Art Museum, September 12-November 29, 2009

Sudsy Fun:

9. **Joe Sixpack** – *Philly Beer Week*, March 6-15, 2009

GPTMC's in-house research department tracks visitor statistics, measures tourism's impact on the region and provides insight and tracking for every marketing program GPTMC develops.

Research

Visitation to Greater Philadelphia

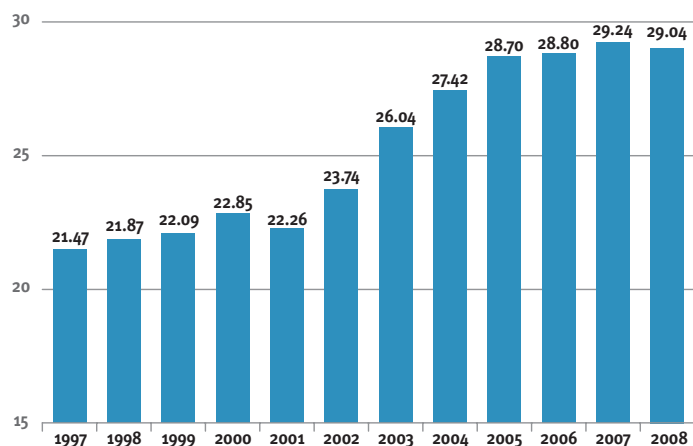
Greater Philadelphia welcomed more than **29 million** domestic visitors in 2008. This number represents a modest 0.7% decline (in line with national trends) from 2007 when the King Tut exhibition at The Franklin drew more than one million visitors. The majority of these visitors (80%) were visiting for a leisure purpose, including **10.37 million** overnight leisure visitors.

The difficult economic circumstances of 2008 impacted Greater Philadelphia's visitation. Overnight leisure visits decreased 2% from 2007 and day leisure visits increased 1.6%, as travelers focused on shorter and more cost-effective trips.

Historical Visitation

Visitation to Greater Philadelphia has risen steadily since GPTMC's founding in 1997, when the region welcomed **21.47 million** visitors. In 2008, that figure was **29.04 million**, a 35% increase. Over this period, growth has been slowed only by the tourism downturn after September 11, 2001 and the economic concerns of 2008. The strong rebound after 2001 provides reason to be optimistic that the region's tourism industry will bounce back from the current recession stronger than ever.

Domestic Visitors to Greater Philadelphia, 1997-2008 (in millions)



Sources: Longwoods International, Tourism Economics

Domestic Visitation to Greater Philadelphia, 2007-2008 (in millions)

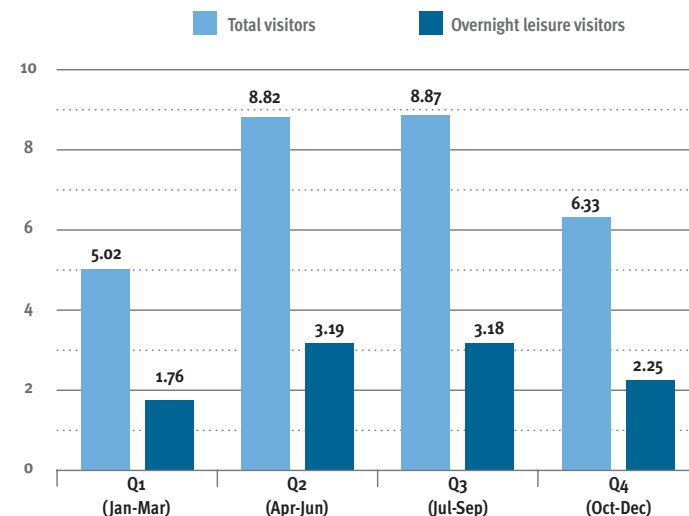
Segment	2008	2007	% Change
Total domestic visitation	29.04	29.24	-0.7%
Overnight leisure	10.37	10.58	-2.0%
Day leisure	12.97	12.77	+1.6%
Overnight business	1.85	1.97	-6.1%
Day business	3.85	3.93	-2.0%

Sources: Longwoods International, Tourism Economics

Visitation by Quarter

Visitation to Greater Philadelphia is strongest in the spring and summer months. The region welcomed **17.7 million** domestic visitors from April through September in 2008, accounting for 61% of total domestic visitation for the year. Of these visitors, **6.4 million** stayed overnight for a leisure purpose in that six-month time period. That's nearly as many as the **6.5 million** domestic overnight leisure visitors who traveled to the region in all of 1997, when GPTMC first began marketing Philadelphia as an overnight leisure destination.

Domestic Visitation to Greater Philadelphia by Quarter, 2008 (in millions)



Source: Tourism Economics



Screenings Under the Stars, Penn's Landing

The Economic Impact of Tourism

Tourism is a vital part of the economy of Greater Philadelphia. Visitors bring new money into the region, money that not only supports local businesses, but also enables those businesses to purchase more goods and services and to pay employees. Each day, visitor spending generates more than **\$25 million** in economic impact for the region.

In 2008, the Greater Philadelphia tourism industry accounted for:

- **\$9.32 billion** in total economic impact
- **\$1.35 billion** in federal, state and local taxes
- **87,384 jobs** (5% of all jobs in the region)
- **\$2.82 billion** in wages

Source: Tourism Economics

Tourism Economic Impact in Greater Philadelphia, 2007-2008			
Metric	2008	2007	% Change
Economic impact	\$9.32 billion	\$9.29 billion	+0.3%
Taxes generated	\$1.35 billion	\$1.33 billion	+ 1.5%
Jobs supported	87,384	88,225	-1.0%
Wages generated	\$2.82 billion	\$2.74 billion	+2.9%

Source: Tourism Economics

Tourism Employment by Sector

The Greater Philadelphia tourism industry supports jobs across multiple sectors of the regional economy, including restaurants, hotels, entertainment venues and shops.

Tourist spending is a critical component in maintaining the strength of these industries:

- 96% of lodging jobs are supported by tourist spending.
- 23% of food & beverage jobs are supported by tourist spending.
- 23% of recreation & entertainment jobs are supported by tourist spending.

Greater Philadelphia Tourism Employment by Sector, 2008	
Sector	Jobs
Food & beverage	27,186
Lodging	14,035
Recreation & entertainment	11,813
Transportation	8,916
Retail	7,412
Other sectors	18,022
Total	87,384

Source: Tourism Economics

Get Your 2008-2009 Greater Philadelphia Tourism Monitor

To download the *2008-2009 Tourism Monitor* as a full report or in sections, please visit gophila.com/research. Here's a look at what you'll find in the report:

1. Key Visitor Statistics for Greater Philadelphia's Tourism Industry
2. Leisure Tourism Facts and Figures
3. Greater Philadelphia's Hotel Industry
4. Greater Philadelphia Visitor Profiles
5. Greater Philadelphia Online: gophila.com and uwishunu.com
6. Making the Case for Tourism Marketing: It's an Investment, Not a Cost
7. Fast Facts About Tourism in Greater Philadelphia



Rittenhouse Row

"I LOVE that Philadelphia is the birthplace of history and hospitality in America. The greatest traditions of hospitality, liberty and pride reside here in Philadelphia."
– Jerry Galligan, vice president and general manager, Embassy Suites Philadelphia – Airport





Who Visits Greater Philadelphia?

Greater Philadelphia's visitors are highly educated and possess disposable income—61% of overnight visitors hold a college degree or higher, and 51% have a household income of more than \$75,000 annually. In 2008, the average overnight travel party brought **2.5** visitors to the region, with 25% of parties traveling with a child under 18. Day visitors are slightly younger, less affluent and more likely to be traveling with children in their party than overnight visitors.

Greater Philadelphia Overnight Leisure Visitor Demographics, 2008

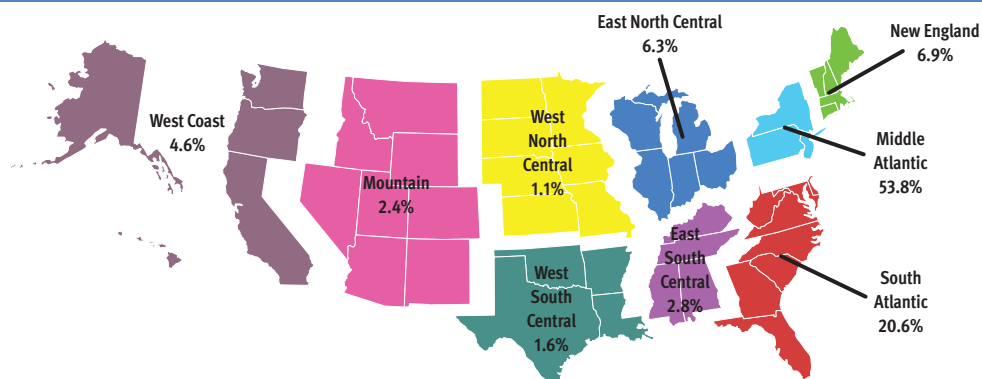
Category	Overnight Visitors	Day Visitors
Age	43.1	41.0
Annual household income \$75K +	51%	44%
College degree or higher	61%	57%
Length of trip (nights)	3.2	n/a
Length of stay in Greater Philadelphia (nights)	2.5	n/a
Travel party size	2.5	2.6
Traveling with children under 18	25%	30%

Source: Longwoods International

Where Do They Come From?

Greater Philadelphia drew overnight visitors from across the nation in 2008, with nearly 5% coming from the West Coast and hotel bookings on **gophila.com** coming from all **50** states. The bulk of visitation, however, comes from the East Coast drive markets, as Philadelphia is ideally positioned within a five-hour drive of one-quarter of the nation's population. More than half of overnight visitors in 2008 (54%) came from the Middle Atlantic region of Pennsylvania, New York and New Jersey. Another 21% came from the South Atlantic region, which includes key drive markets such as Washington, DC, Baltimore and northern Virginia.

Domestic Overnight Visitors to Greater Philadelphia by Region, 2008



Source: Longwoods International

County Theater, Doylestown



"I LOVE the wonderful range of cultural activities available to Philadelphia residents and visitors in all price ranges."

– Jane G. Pepper, president, The Pennsylvania Horticultural Society



Impact of Marketing on Tourism

GPTMC works year-round to promote visitation to the Philadelphia region through advertising, communications and our Web site, **gophila.com**. Monthly surveys conducted by the independent firm TNS Travel & Transport suggest that our efforts are paying off. Each month from October 2007 to June 2008, TNS interviewed a random sample of travelers in our major feeder markets of Philadelphia, New York and Washington, DC. We showed participants images from GPTMC's **Philly's More Fun®** advertising campaign, asked if they had read articles about Philadelphia as a leisure destination and asked if they had visited **gophila.com**. Awareness of these marketing tactics proved to have a dramatic impact on visitation and intent to visit Philadelphia, as well as on spending once they made the trip.

Travelers exposed to GPTMC marketing:

- Were **2.4** times more likely to have visited Philadelphia in 2007
- Were **2.5** times more likely to intend to visit Philadelphia within the next year
- Spent 15% more on their visit

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

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

Source: TNS Monthly Ad Awareness Surveys, October 2007-June 2008, sample 3,283

Vango Lounge and Skybar

Ongoing GPTMC Studies

For full reports on past and current research studies, visit **gophila.com/research**. Here is a sampling of the studies we conduct and reports we publish:



Longwoods TravelsUSA® Survey: GPTMC uses Longwoods International's syndicated national travel survey to help determine visitation to Greater Philadelphia and to build a profile of our visitors.



Economic Impact Study: This comprehensive study evaluates the impact of visitor spending on the Greater Philadelphia economy, including total spending impact, jobs created and taxes generated.



Ad Awareness Testing: GPTMC conducts monthly surveys through an online panel in our key markets to tell us who is seeing our marketing efforts and what impact they are having.



Monthly Hospitality Snapshot: GPTMC, the Greater Philadelphia Hotel Association (GPHA) and the PCVB jointly sponsor PKF Consulting's *Snapshot*, which summarizes hotel and attraction data for our region and for competitive destinations.



Seasonal Hotel Surveys: Each season, GPTMC surveys a portion of the more than **10,000** visitors who book their hotel accommodations through **gophila.com** to find out what they did on their trip, how much they spent, whether they intend to return and why.



Focus Groups: Regular meetings with groups of visitors help GPTMC stay in tune with what they love about the region and what enticed them to visit. We also meet with potential visitors in key markets to make sure our advertising is conveying a message that will bring them to the region.



Historic Philadelphia Visitor Intercepts: In both summer 2007 and 2008, GPTMC interviewed **1,000** visitors to Historic Philadelphia to learn about their experiences and apply those insights to our ongoing promotion of these core visitor attractions.

GPTMC develops messages that resonate with people who we believe are likely to visit. We're also able to place our ads in the right outlets so that our messaging reaches consumers at the times they are most receptive to it.

Advertising

Over the past few years, there has been tremendous growth in the number of media outlets consumers turn to for information and entertainment. What's more, consumers are spending more time with media than ever before. The average American spent **3,333** hours with consumer media—from magazines and newspapers to television and Internet—in 2008, according to Veronis Suhler Stevenson, an international media, communications, information and education research firm. That's twice the amount of time an average full-time employee spent at work and far more time than he or she spent doing any other activity, including sleeping. These habits indicate that there's never been a better time to invite potential visitors to experience **Philadelphia and The Countryside®**.

Connecting with Consumers in a Buyers' Market

Our research has provided us with a solid understanding of who's visiting Philadelphia, where they come from and how they spend their free time. We're able to develop messages that resonate with people who we believe are likely to visit the city and region. We're also able to place our advertisements in the right outlets so that our messaging reaches consumers at the right time—when they're most receptive to what we have to say.

Over the past year, **Philadelphia and The Countryside®** advertising has appeared on network cable television, local radio stations, train station platforms and in national magazines. The media trends combined with the economics of today have allowed us to do more than ever before. We have leveraged our dollars by negotiating costs and securing added-value extensions, such as free or discounted ad insertions, radio contests and promotions, extended outdoor advertising runs and more. And we will continue to capitalize on these opportunities well into 2009—and perhaps beyond—so that our advertising campaigns pack mightier punches.



Staying Mindful of the Goal

In this changing media world, we remain committed to understanding our consumers so that they don't come just once, but again and again. Whether we're extending them an invitation in print, online or through guerilla tactics, we will continue to use a diverse mix of media so that we're able to invite multiple audiences to Philadelphia. We know that consumers still travel when times are tough, and it's our job as marketers to let them know that an enthusiastic welcome awaits them in Philadelphia.



Transit Poster



Route 30 Billboard



"The things I LOVE most about Philly in 2009 are my family, the Phillies, Sister Mary Scullion, the food, the art, open spaces and walking."

– **Pedro Ramos, partner, Blank Rome LLP**

With media and technology converging at a rapid pace, GPTMC deploys a team of communicators who have the technical skills to work in the new age of multimedia journalism.



Philadelphia Phillies' World Series Parade

Communications

Reading *The New York Times*' travel section on your MacBook Pro, getting directions to an off-the-beaten-path museum on your BlackBerry Storm, adding the podcast of your favorite radio morning show to your iPod, updating friends about your weekend plans on Twitter. So goes a typical day for the tech-savvy consumer, and so goes the increasing challenge for communications professionals trying to make sure the right message reaches the right consumer in the right place at the right time.

Meeting the Demands of Multimedia Journalism

As more and more people get their information from mobile and online sources, journalists demand that every story incorporate words, pictures, videos and audio clips.

It's no secret that media conglomerates are retooling, retraining and reinventing their products on a daily basis, and as they do, media entrepreneurs, such as bloggers, are gaining audience share and influence. In 2009 alone, thousands of reporting jobs were eliminated at newspapers, magazines and television stations across the country. At the same time, online media outlets have grown exponentially. The lesson for GPTMC? We, too, must keep our content relevant and appealing to today's media by creating multimedia press releases that include not only words, but also related photos and videos.

How we get our message out to the media is evolving as well. In addition to relying on traditional newswires, custom-built press lists and one-on-one relationships to spread the word about **Philadelphia and The Countryside®**, we converse daily with journalists through our enhanced pressroom, through our VisitPhilly Twitter account and multiple Facebook media groups. We also contribute content as guest bloggers on journalist associations' Web sites, and our team is regularly invited to sit on panels at journalist conventions to discuss how we use technology to tell the new Philadelphia story.



Parc Brasserie

The More Things Change, the More They Stay the Same

Despite all the change in the communications industry, much remains constant. There continues to be an insatiable demand for content, and GPTMC is committed to being the region's leader in destination content development and distribution. Each year, we write hundreds of press releases, shoot thousands of photographs, host dozens of journalists on press visits and conduct a slew of press conferences and media briefings, and we'll continue to do so as long as these tactics prove successful. And, of course, we remain committed to our most valuable tool: one-on-one communication with media. Each year our team dedicates almost **2,500** hours to pitching, e-mailing and speaking directly with journalists.

By the Numbers

7 national and international PR awards

8 journalist conferences attended nationwide, with a total of **11,500** journalists

23 press conferences to promote **Philadelphia and The Countryside®**

95 visiting journalists

10 themed press kits

230 press releases

59 photo shoots

8,200 photos in our image library

615 high-resolution images on gophila.com/pressroom

38 city attractions shot for our new high-definition b-roll

1,800 (and counting) VisitPhilly followers on Twitter

5,017 stories placed

601 national TV stories

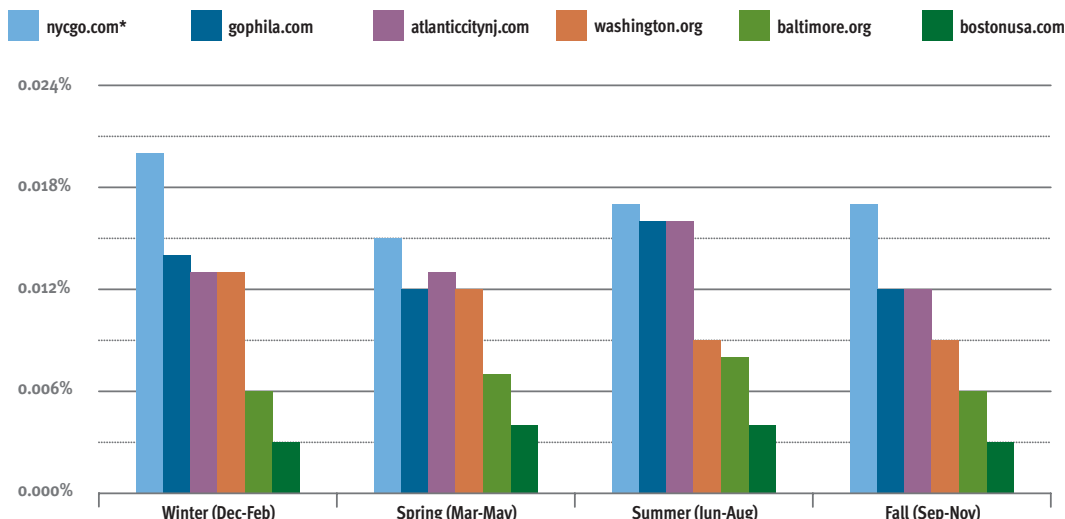
*For today's traveler, destination Web sites like **gophila.com** are often the starting and ending point for a fulfilling vacation experience. In 2008 alone, **gophila.com** and **uwishunu.com** received 5,963,312 visits.*

gophila.com and uwishunu.com

Destination sites must meet the call and, in the process, accurately reflect the vitality of their destinations by offering the user a compelling, interactive, dynamic and well-organized experience. But it doesn't end with the Web site. Excellent travel information must be accessible from desktops and laptops, mobile phones, PDAs and iPods so that travelers have the information they need throughout their journey—during the planning stages, once they've arrived at their destination and when they want to reminisce after they've returned home.

gophila.com and **uwishunu.com** received **5,963,312** visits in 2008. This level of traffic places **gophila.com** favorably among East Coast destination sites, trailing only **nycgo.com**.

Seasonal Traffic to **gophila.com** and Destination Sites



* formerly nycvisit.com
Source: Hitwise data based on percentage of monthly U.S. traffic among listed sites within the travel category for 2007-2008

The Future of **gophila.com**

To better accommodate the consumer's travel life cycle, GPTMC is gearing up for the fifth major overhaul of **gophila.com**. Set for a summer 2009 launch, the redesigned site will provide fresh, reliable content while portraying an image that entices a visit or extended stay. New orientation tools, improved travel and booking capabilities and the addition of the consumer voice will add credibility in the destination marketplace and engage consumers while they make wise travel choices. The redesigned **gophila.com** will incorporate the following enhancements:

- More visual components, including compelling videos, photos and podcasts
- Social Web functionality, including the addition of visitor comments and rankings
- Incorporation of reminiscing tools that allow visitors to share stories, photos and videos
- Streamlined navigation and content integration
- Embeddable content for social media use
- Increased mobile capabilities so travelers can stay informed and connected while visiting



Integrating Our Sites

While a **gophila.com** overhaul is under way, we've already begun to make improvements to the site through the integration of **gophila.com** and our insider blog, **uwishunu.com**, by:

- Frequently updating mini-posts that link directly from **gophila.com** to **uwishunu.com**, allowing for immediate promotion of events that otherwise wouldn't be featured
- Linking back to **gophila.com** from **uwishunu.com**
- Using **uwishunu.com** as a promotion tool for GPTMC-sponsored events and campaigns
- Promoting both **gophila.com** and **uwishunu.com** via Twitter

The arts, heritage and cultural activities of a region continue to be among the top travel motivators. And once cultural travelers arrive at their destination, they tend to stay longer and spend more.



Ortlieb's Jazzhaus

Cultural Tourism Marketing

In 2007, 25% of overnight visitors to Greater Philadelphia visited a cultural attraction (art gallery, museum, etc.) or attended a cultural performance (theater, dance, etc.). These visitors spent more money (\$641 per party) and stayed longer (3.52 nights) than the average visitor.

Each season Philadelphia offers stellar exhibitions, performances, festivals and other cultural events that highlight the region's authenticity, diversity and vitality. GPTMC works in partnership with the community to promote the region's heritage attractions and contemporary cultural scene. And our support of special exhibitions and cultural tourism events helps organizations expand their audiences and strengthen their tourism product.

Quest for Freedom

Through the statewide Pennsylvania Quest for Freedom program, we are able to highlight the vital contributions of African-Americans during the early years of our evolving nation. Locally, GPTMC and the Philadelphia Multicultural Affairs Congress convene the 20-plus local Quest partners to coordinate marketing activities, including the production of a heritage trail brochure, enhanced Web content and a comprehensive calendar of events.

Neighborhood Vodcasts Continue to Shine

In keeping up with online tourism trends, GPTMC's neighborhood tourism initiative has gone digital. We've partnered with the Ogontz Avenue Revitalization Corporation to produce a series of online video vignettes focusing on the restaurants, cultural and historical attractions and shops in the northwest neighborhoods of Germantown, Mt. Airy, Chestnut Hill and East and West Oak Lane. The videos are scheduled to debut in summer 2009.

A 360° View of the New Philadelphia

The newest component of GPTMC's African-American marketing campaign makes culture central by spotlighting Philadelphia's creative entrepreneurs (musicians, producers, artists, designers). GPTMC has enlisted them as cultural ambassadors for a non-traditional campaign aimed at promoting new Philadelphia stories to new audiences in new ways. Set to debut in summer 2009, the campaign will focus on expanding the destination's current visitor base by attracting a new core group of travelers who are younger, technologically savvy and driven to an urban destination based on its mainstream attractions and distinct but lesser-known cultural attractions and nightlife. Development for the effort began in December 2008 when we convened nearly 50 of Philadelphia's African-American thought leaders, cultural entrepreneurs, marketers and other stakeholders. So enthusiastic about the enormous amount of creativity happening in the region, the group dubbed themselves the Philly 360° Coalition—a name that reflects their commitment to giving potential African-American visitors a 360° view of the city's modern and historic tourism offerings.



Philly 360° Coalition, National Constitution Center

"What I'll LOVE most about Philadelphia in 2009 is something that I've loved for years: the sense of pride I have when I'm taking out-of-town friends through Center City. This year I'll love watching their faces as they enter the Kimmel Center for an Orchestra concert, look up at the Comcast Center on our way to Table 31 and walk along the Schuylkill River as we head to the Philadelphia Museum of Art." – Craig Hamilton, vice president of government and community relations, The Philadelphia Orchestra



Investment in hotels and the tourism industry positions Philadelphia to better address unforeseen national/international issues, stay competitive with other destinations and take advantage of big opportunities.

The Hotel Story

The hospitality, convention and tourism industry matters. It matters to the **87,384** people whose jobs depend on it in our city and region. It matters to the restaurants, shops, hotels and attractions that see more than **\$25 million** per day flowing through the local economy because of it. And it matters to the residents of Philadelphia who benefit from the **\$1.35 billion** in federal, state and local taxes that are generated from it.

It matters so much that Mayor Michael Nutter, City Council, GPHA, Governor Ed Rendell and the Pennsylvania State Legislature supported GPTMC, the PCVB and the Pennsylvania Convention Center by passing a 1.2% increase in the Philadelphia County hotel room occupancy tax on November 19, 2008.

This investment in the tourism industry positions Philadelphia to better address unforeseen national/international issues, stay competitive with other destinations and take advantage of big opportunities. It also enables GPTMC to plan strategically and build marketing programs that contribute to the flow of visitors through our region, the image of Philadelphia, the vitality of the city and the local economy.

The return on our tourism marketing investment has been immediate, continuous, significant and measurable.

Hospitality Facts and Figures

- Greater Philadelphia is home to more than **32,000** hotel rooms, with around **10,000** in Center City. More than **7.6 million** visitors stayed in Greater Philadelphia’s hotels in 2008, bringing in **\$1 billion** in hotel revenue for the second consecutive year.

Greater Philadelphia Hotel Industry Facts and Figures, 2008		
	Regional	Center City
Daily supply	32,454 rooms	10,450 rooms
Total supply	11,681,499 rooms	3,671,169 rooms
Total demand	7,685,760 rooms	2,592,127 rooms
Occupancy	65.8%	70.6%
Average daily rate	\$133.48	\$173.68
Total revenue	\$1,025,932,993	\$450,202,698

Source: Smith Travel Research

Source: PKF Consulting



Hotel Performance by Area, 2008

- The regional hospitality industry experienced a drop-off in occupancy in 2008 after a strong 2007, with hotel occupancy dropping 5.8% to 65.8%.
- Average room rates increased nearly 3% regionally, keeping revenue per available room (RevPAR) near 2007 levels despite declining occupancy.

Greater Philadelphia Hotel Performance by Area, 2008

Area	Occupancy		Average Daily Rate		RevPAR	
	Percent	% Change	Amount	% Change	Amount	% Change
Five-county totals	65.8%	-5.8%	\$133.48	+2.8%	\$87.83	-3.1%
Philadelphia County	70.3%	-4.4%	\$158.33	+2.8%	\$111.33	-1.7%
Bucks County	61.5%	-3.4%	\$99.10	+2.4%	\$60.93	-1.1%
Chester County	63.3%	-9.8%	\$120.29	+4.5%	\$76.20	-5.7%
Delaware County	66.4%	-8.4%	\$96.30	+1.6%	\$63.99	-6.9%
Montgomery County	60.0%	-6.9%	\$117.75	+1.8%	\$70.61	-5.2%

Source: Smith Travel Research

Center City Hotel Occupancy, ADR and RevPAR, 1990-2008

Year	Occupancy	Average Daily Rate	RevPAR
1990	64.0%	\$92	\$59
1991	59.0%	\$90	\$53
1992	64.0%	\$90	\$58
1993	65.0%	\$91	\$59
1994	67.1%	\$96	\$64
1995	68.5%	\$104	\$71
1996	73.0%	\$117	\$85
1997	73.4%	\$124	\$91
1998	71.5%	\$135	\$96
1999	68.2%	\$137	\$93
2000	63.6%	\$141	\$90
2001	60.2%	\$134	\$81
2002	66.0%	\$139	\$91
2003	66.4%	\$130	\$86
2004	70.8%	\$133	\$94
2005	72.5%	\$145	\$105
2006	73.6%	\$156	\$115
2007	74.1%	\$169	\$125
2008	70.6%	\$174	\$123

Source: PKF Consulting

Center City Historical Performance

- Center City hotel occupancy remained above 70% in 2008 for the fifth consecutive year, after a five-year stretch of occupancy below 70% from 1999 to 2003.
- Average room rates continue to climb, reaching a record high of **\$173.68** in 2008.
- RevPAR declined slightly to **\$123** in 2008, but it remains significantly higher than the sub-\$100 RevPAR of just five years ago.

Hotel Glossary

Occupancy: The portion of available hotel rooms occupied by guests

Average room rate/Average daily rate (ADR): The average rate paid for a hotel room per night

Revenue per available room (RevPAR): The average amount collected in room revenue for each available room, whether occupied or unoccupied

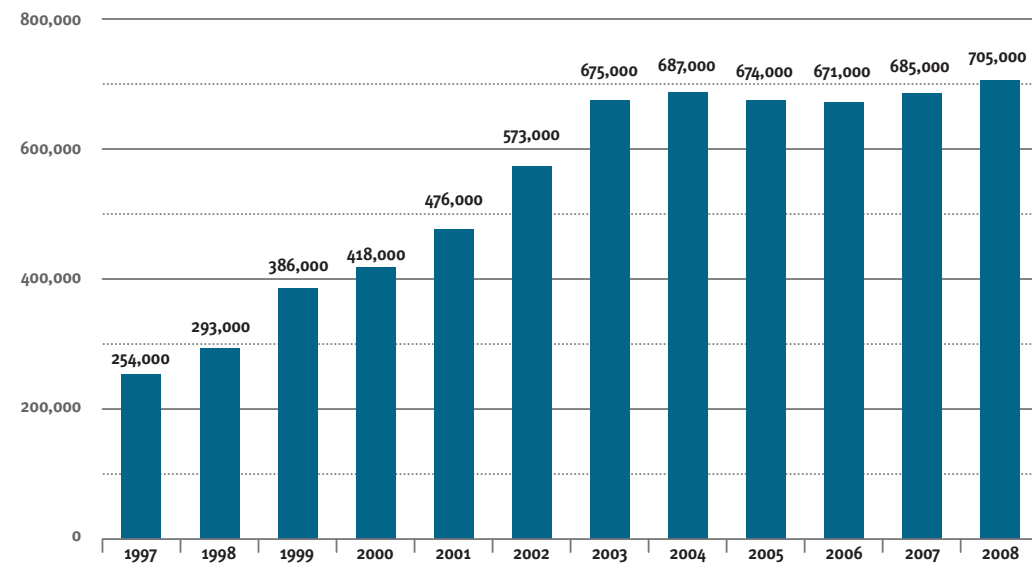


Radisson Plaza-Warwick
Hotel Philadelphia

Individual Leisure Room Nights

- Individual leisure hotel room nights in Center City have more than doubled since GPTMC began advertising in 1997, rising from **254,000** in 1997 to **705,000** in 2008.
- Individual leisure travelers accounted for 27% of all Center City room nights in 2008, up from just 14% in 1997.
- Over the past five years, Saturday night has been the busiest night of the week for Center City hotels, with occupancy averaging more than 80%.

Individual Leisure Hotel Room Nights in Center City, 1997-2008



Source: PKF Consulting

For further details about the Philadelphia hospitality industry and the story of why Saturday night is a hit for Philadelphia hotels, visit gophila.com/research.



Greater Philadelphia Hotel Association (GPHA) Representatives

Clockwise from top left: Ed Grose, executive director; Jim Gratton, second vice president; Bill Walsh, first vice president; Bill Fitzgerald, president



Hotel Tax Legislation Signing

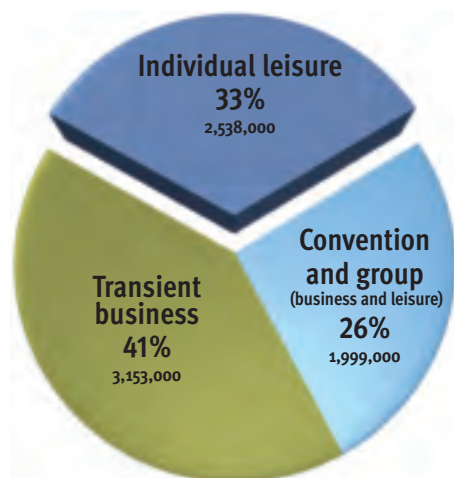
From top left: Ed Grose, GPHA; Nicholas DeBenedictis, GPTMC board; Meryl Levitz, GPTMC; Manny Stamatakis, GPTMC board chairman; Ameenah Young, Pennsylvania Convention Center Authority; Thomas "Buck" Riley, Convention Center board chairman; Tom Muldoon, PCVB; from bottom left: Bill Fitzgerald, Doubletree Hotel Philadelphia and GPHA; Dwight Evans, state representative; Governor Edward Rendell, Commonwealth of Pennsylvania; Jewell Williams, state representative; Marian Tasco, Philadelphia City Council; Mayor Michael Nutter, City of Philadelphia

Hotel Market Mix

- Individual leisure travelers occupied more than **2.5 million** hotel room nights in Greater Philadelphia in 2008—that's 33% of the regional total.
- Leisure visitors, both individually and in groups, accounted for 38% of all room nights in Center City in 2008, occupying nearly **one million** rooms.

Greater Philadelphia Hotel Market Mix, 2008

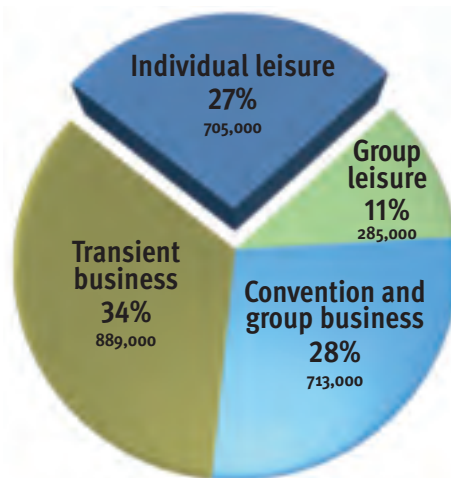
Total Occupied Rooms: 7.69 million



Source: PKF Consulting

Center City Hotel Market Mix, 2008

Total Occupied Rooms: 2.59 million



Source: PKF Consulting

Center City Hotel Market Mix, 2007-2008

Segment	2008	2007	% Change
Individual leisure	705,000	685,000	+2.9%
Group leisure	285,000	268,000	+6.3%
Transient business	889,000	930,000	-4.4%
Convention and group business	713,000	796,000	-10.4%
Total hotel demand	2,592,000	2,679,000	-3.2%

Source: PKF Consulting

- Leisure was the only segment to show growth in Center City from 2007 to 2008, with individual leisure demand up 2.9% and group leisure demand up 6.3%.
- The increase in leisure room nights in 2008 is particularly impressive in light of the 2007 King Tut exhibition at The Franklin, which drew more than visitors and generated nearly 100,000 room nights.
- According to PCVB analysis, the increase in group leisure demand is due to a rise in the “social” segment (weddings, graduation parties and other events) of travel. This indicates the growing strength of the Philadelphia brand as a travel destination.

Hotel Glossary

Individual leisure: Travelers either alone or in a group of less than 10 visiting for a leisure purpose (visiting attractions, attending events, etc.)

Group leisure: Groups of 10 or more traveling for a leisure purpose (weddings, family reunions, etc.)

Transient business: Individual business travelers, including government and airline crews

Convention and group business: Groups of 10 or more gathering for business or association meetings or attending conventions, whether utilizing the Pennsylvania Convention Center or meeting in a hotel



Brandywine River Hotel

Our partnerships with media organizations, transportation providers and hundreds of other stakeholders play an integral role in making Philadelphia a top-notch leisure tourism destination.

Philly's More Fun® When You Partner

Media Partnerships

GPTMC partners with media outlets to extend the Philadelphia message to an even bigger audience—without bigger spending. These collaborations contribute to building the region's image locally, regionally and nationally.

Ongoing Partnerships:

- **CBS-3/The CW Philly:** GPTMC teamed up with The CW Philly for the second year in a row to promote the **Philly's More Holiday Fun** campaign, including the New Year's Eve fireworks, and Black History Month.
- **FOX 29:** This summer, the station helped GPTMC promote **Historic Philadelphia** and the real-life wedding of Benjamin Franklin and Betsy Ross—an event that resulted in more than **800** TV and print placements and an international award. FOX also joined GPTMC's Halloween push, which included a visit from Elvira, "Mistress of the Dark."
- **NBC 10:** For six years, a GPTMC spokesperson has touted the weekend's upcoming events on the *10!* show every Friday. The five-minute segment reaches more than **40,000** viewers every week and encourages locals to become tourists in their own town. The events are also posted on **gophila.com**.
- **6abc:** GPTMC provided support and content to 6abc for the half-hour special entitled "Summer Fun in Philly," which highlighted summer happenings and attractions throughout the region.
- **KYW Newsradio:** Now in its second year, online radio station *Hear Philly* sounds off on all the great things to see and do in Philadelphia. The station counted **45,000** listeners in year one, and that number is expected to increase in 2009 thanks to a content-sharing agreement with Yahoo!. KYW is the sponsor of our annual report and worked with GPTMC to promote the *U.S. Sports Film Festival*.
- **The Philadelphia Tribune and two.one.five magazine:** Both publications partner with GPTMC on a comprehensive calendar of events, one part of our new African-American marketing strategy. The calendar includes nightlife, music, arts and historic happenings in the region.
- **Where Philadelphia:** *Where Philadelphia* magazine hosted and helped plan a number of concierge events throughout the year that inform front-line hotel staff about what's new in Philadelphia.
- **Philly.com:** Philly.com's "Visitors" section is loaded with content from **gophila.com**. *The Philadelphia Inquirer* and *Philadelphia Daily News* site also features our booking widget so visitors can reserve hotel rooms and car rentals and purchase attraction tickets.
- **National Association of Black Journalists, National Association of Hispanic Journalists and National Lesbian & Gay Journalists Association:** Through press events, GPTMC promotes the region to the influential members of these groups of media.

First Time's a Charm:

- **Sportsradio 610 WIP:** The day before Thanksgiving, WIP and GPTMC teamed up for *The Place That Loves You Back Welcomes You Back* event at the Philadelphia International Airport. GPTMC publicists promoted the long-weekend happenings, the holiday gift guide and the **Philly Overnight® Hotel Package** to travelers and radio show listeners during the four-hour broadcast.



Philadelphia Police Take Philly Tourism 101

GPTMC and Center City District teamed up with the Philadelphia Police Department to ensure that the city's police officers are informed tourism ambassadors. In January 2009, officers received a compact guide filled with information about popular neighborhoods, tourist attractions, tours, public transportation, restrooms and more. And this year, new recruits will take what is essentially Philly Tourism 101 as part of their Police Academy curriculum.



A Smooth Ride with Our Transportation Partners

By road, rail or air, GPTMC's transportation partners help us market the region to general audiences through discounts, advertising, public relations and a Web presence.

Ongoing Partnerships:

- **Southwest Airlines:** For the second year, GPTMC and Southwest Airlines, the exclusive airline of the **Philadelphia – Get Your History Straight and Your Nightlife Gay®** campaign, have pioneered a groundbreaking partnership that includes advertising, public relations, Web and promotions, as well as events in Denver, Chicago, Fort Lauderdale and Columbus.
- **Amtrak:** Thanks to our partnership with Amtrak, getting to Philadelphia is affordable. GPTMC offers 40% discounts on companion fares through a special discount code.
- **Historic Philadelphia Trolley Loop:** Visitors to Historic Philadelphia the past two summers explored the area on the affordable trolley loop, made possible by a grant from the Commonwealth of Pennsylvania.
- **Phlash Downtown Loop:** GPTMC partners with Center City District to promote the Phlash, a convenient way to explore city attractions during the prime tourism season.

First Time's a Charm:

- **SEPTA:** GPTMC and SEPTA are working together to create new Web signage and maps that will help visitors navigate the city and region.
- **NJ Transit:** The pajama-clad "PJ Love Patrol" took over New York's Penn Station to pass out **Love** quiz postcards, pins and other goodies during the 10-week **Love** campaign.



Milkboy Coffee



Phlash

And the Winner Is...Philadelphia

The 2008-2009 award season has been good to Philadelphia and GPTMC. We competed against thousands of entries from companies all over the world. Here is a look at the honors we received:

Hospitality Sales and Marketing Association International Adrian Awards:

- Platinum award for the real-life wedding of Benjamin Franklin and Betsy Ross
- Silver award for "The City of Brotherly Love also loves the arts" article in Bergen County's *The Record*
- Bronze award for *Philly Beer Week*
- Bronze award for **Philly's More Holiday Fun** campaign

Public Relations Society of America Bronze Anvil Awards:

- Award for the *IllaDates* vodcast series
- Commendation award for the *BlogPhiladelphia* "unconference"

PR News NonProfit PR Awards:

- Award for *uwishunu.com* blog
- Honorable mention for the real-life wedding of Benjamin Franklin and Betsy Ross

Travel Weekly Magellan Award:

- Silver award for **gophila.com**

International Academy of the Visual Arts Davey Award:

- Silver award for **gophila.com**

Mid-Atlantic Emmy® Award:

- Award for a series of public service announcements produced by The CW Philly in partnership with GPTMC and The African American Museum in Philadelphia

Thanks, We Couldn't Do It without You

Our work to make Greater Philadelphia a top-notch leisure tourism destination would not get done as effectively or efficiently without the help of hundreds of national, regional and local partners.

A thousand thanks to some of the many individuals and organizations who help us make our region shine all year long:

- 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 Association of Museums
- American and Canadian Automobile Associations
- American Express
- American Tours International
- Americans for the Arts
- Arts and Exhibitions International
- Bucks County Conference & Visitors Bureau
- Campus Philly
- Center City District
- Chester County Conference and Visitors Bureau
- City of Philadelphia and phila.gov
- Collegia
- Delaware County's Brandywine Conference and Visitors Bureau
- Delaware River Port Authority
- Delaware River Waterfront Corporation
- Economy League of Greater Philadelphia
- Forever Independent partners
- The Franklin
- Friends of Poe
- Greater Philadelphia Chamber of Commerce
- Greater Philadelphia Cultural Alliance and phillyfunguide.com
- Greater Philadelphia Hotel Association
- Historic Philadelphia, Inc.
- Independence Foundation
- Independence National Historical Park
- Independence Visitor Center Corporation
- Leadership Philadelphia
- National Academy of Television Arts & Sciences
- National Constitution Center
- National Park Service
- Old City District
- Pennsylvania Convention Center Authority
- The Pew Charitable Trusts
- Philadelphia 76ers
- Philadelphia Convention & Visitors Bureau
- Philadelphia Eagles
- Philadelphia Flyers
- Philadelphia Gay Tourism Caucus
- Philadelphia Industrial Development Corporation
- Philadelphia Multicultural Affairs Congress
- Philadelphia Phillies
- Philadelphia Police Department
- PNC Bank
- Ports of Philadelphia and Camden
- Select Greater Philadelphia
- Temple University School of Tourism and Hospitality Management
- Travelocity
- University City District
- University of Pennsylvania
- US Airways
- U.S. Travel Association
- Valley Forge Convention and Visitors Bureau
- William Penn Foundation

National Constitution Center



Our Agencies

- Alison Grove Consulting
- Analogue Method
- Angelmark Associates, Inc.
- Anne Cousineau Public Relations
- Cárdenas-Grant Communications
- Cashman & Associates
- David S. Keller Productions
- Gigi Rates, LLC
- Global Insight
- Happy Cog
- Hitwise
- Impax Marketing Group
- Little Giant Media, Inc.
- Longwoods International
- Masterminds
- MayoSeitz Media
- Melanie G. Sole, LLC
- Moon City
- Osiris Group, Inc.
- PaperStreet
- PKF Consulting
- The Poverty Jet Set Productions
- P'unk Avenue
- Red Tettemer
- Rockstar Entertainment
- The ROZ Group
- Siren Marketing
- Smith Travel Research
- The Star Group
- TNS Travel & Transport
- Tourism Economics
- Trellist Marketing and Technology
- Urban Partners, LLC
- UrbanPhilly.com, LLC



Japanese House and Garden



Convention and Visitors Bureau Leaders

From top left: Paul Decker, Valley Forge Convention and Visitors Bureau; Blair Mahoney, Chester County Conference and Visitors Bureau; Tore Fiore, Delaware County's Brandywine Conference and Visitors Bureau; from bottom left: Jerry Lepping, Bucks County Conference & Visitors Bureau; Tom Muldoon, PCVB



State Street, Kennett Square

Now our visitors talk about how much there is to do and how they didn't plan enough time. If they have been here before, they marvel at the change, and if they are first-timers, they start planning their next trip.

Overnight Sensation

Back in the day, a “trip” to Philadelphia consisted of a quick visit to the Liberty Bell. Some people in our initial research even bragged that they toured town without getting out of their cars. Others said they had done it once as part of a class trip and had no reason to return.

Well, those days are gone! Leisure tourism in Philadelphia could now be described as an overnight sensation. In the last 11 years, our region went from hosting **6.5 million** overnight leisure visitors (in 1997 when we started advertising) to **10.4 million** in 2008. The average length of stay is now **2.5** nights, overnight trips have increased more than twice as fast as day trips and Saturday night has been the busiest night of the week for hotels over the last five years.

These days, our visitors talk about how much there is to do here and how they didn't plan enough time. If they have been here before, they marvel at the change, and if they are first-timers, they start planning their next trip.

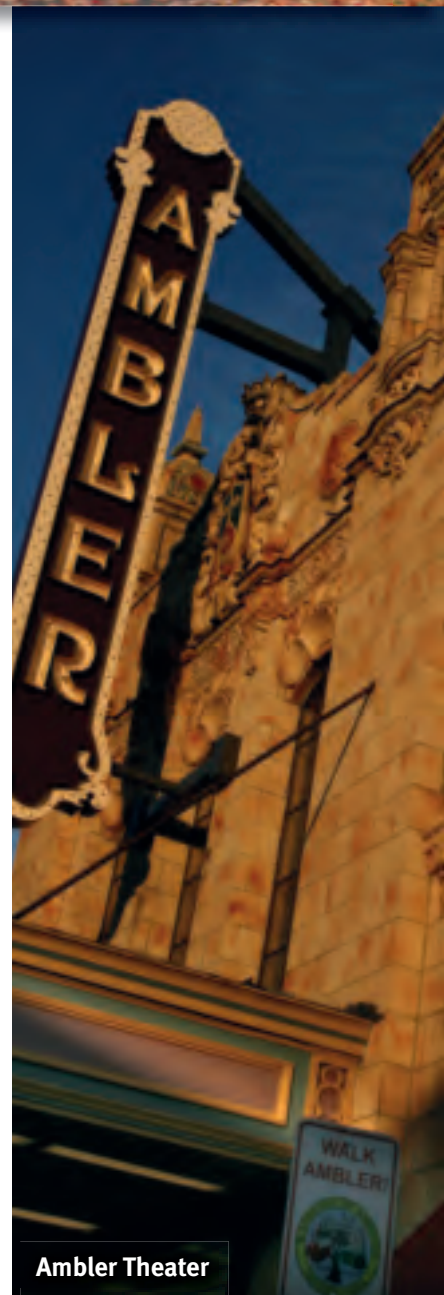
At GPTMC, our job is to increase the number of visitors, the number of nights they stay (preferably in hotels) and the number of things they do. That's why our campaigns emphasize the night in some way: **Philly's More Fun When You Sleep Over®**, **Philly Overnight®**, **Philly – You Just Can't Do It In A Day®**, **Philadelphia – Get Your History Straight and Your Nightlife Gay®**, **Carpe Nitem** and so on. And that's why many of our promotions feature evening to-dos such as bring-your-own-bottle restaurants, performing arts, fireworks and more. That's also the reason we were early adopters of social media, creating **uwishunu®**, producing online video series like **IllaNights** and reaching out to the blogosphere. And it's why we continue to pour resources into **gophila.com**, where the whole process of attracting, inviting, engaging, booking, purchasing and sharing all happens millions of times a year, contributing to that overnight sensation.

It's also why we continually reshoot **Philadelphia and The Countryside®**, making sure there are photos and high-definition video footage that show off the region by day and night. Our Visiting Journalist Program, our 24/7 pressroom and our road shows all deliver a multi-night message, which media can then pass on to their audiences.

And none of Greater Philadelphia's attractions has a “Visitors Only” sign. All of us are getting around more, too, and showing how proud we are to call this great place home. So, as we say often, **Carpe Nitem**. In fact, carpe two nitem, four nitem or even a week of nitem—that's what makes an overnight sensation.



Washington Crossing Historic Park



Ambler Theater



“What I LOVE about Philadelphia: It is like a big treasure trove with many historic and contemporary gems for the visitor and tourist to enjoy. Therefore, it will take repeat visits to this great city to unearth a fraction of its value. One of its treasured gems is the rich history of its music like the Philly Sound and Gamble & Huff.” – Chuck Gamble, executive vice president, Philadelphia International Records

Below the Water Line

The total value of the U.S. travel industry is calculated at more than a trillion dollars when considering direct, indirect and induced travel expenditures. That's about half of the entire federal budget. The collective or "public" benefits of investing in tourism, or its return on investment, bears greatly on the economy, culture and personality of destinations of all scopes and sizes. Some benefits that lie "below the water line" are evidenced by new jobs and income, while others are softer and contribute to an enhanced quality of life for those who live in and visit a region.

Direct Travel Employment

Direct Travel Expenditures

Travel-generated Taxes

Travel-generated Payroll

Indirect and Induced Benefits

- Creates jobs and services
- Generates new payroll
- Reduces taxes paid by existing residents
- Enhances local infrastructure
- Provides for city services, personnel
- Enhances real estate values
- Diversifies economy
- Attracts businesses
- Encourages entrepreneurial opportunities

Psychological and Developmental Benefits

- Provides urban, neighborhood revitalization
- Generates pride, enthusiasm for local residents
- Encourages historic preservation
- Improves destination image
- Creates social activities for public
- Aids protection of natural resources
- Develops interpersonal skills



ALL NEWS. ALL THE TIME.

On Air
Online
On Demand

KYW1060.com



Things to do
What to see
Where to eat

hearPHILLY.com

KYW supports GPTMC in its efforts to creatively market Greater Philadelphia as an exciting tourist destination. We are proud to partner with GPTMC on hearPHILLY and special community events, all of which serve to heighten awareness and strengthen the image of our great city.