

Tourism 2002

A Report on the Industry

by the Greater Philadelphia Tourism Marketing Corporation



Greater Philadelphia Tourism Marketing Corporation Mission Statement:

GPTMC, Philadelphia's official regional tourism marketing agency, is a private, non-profit organization dedicated to building the region's economy and positive image through tourism and destination marketing. "Philadelphia" refers to the five-county region of Bucks, Chester, Delaware, Montgomery, and Philadelphia counties.

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GPTMC says thanks to:

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| Mayor John F. Street | Chester County Conference & Visitors Bureau |
| The City of Philadelphia | Philadelphia Convention & Visitors Bureau |
| Philadelphia City Council | Valley Forge Convention & Visitors Bureau |
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| Pennsylvania State Travel and Tourism Committee | Greater Philadelphia Cultural Alliance |
| The Pew Charitable Trusts | Pennsylvania Convention Center Authority |
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| The William Penn Foundation | Center City District |
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| Brandywine Conference & Visitors Bureau | The University of Pennsylvania |
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School of Tourism & Hospitality Management |
- And special thanks to the hundreds of organizations who partner with us throughout the region.

All images courtesy of GPTMC. Page 4, Mayor John Street, Jerry Millevoi; Page 4, the Philly Overnight Van, and Page 13, the Visitor Center, George Widman; also on Page 13, Mummer, R. Kennedy; Kimmel Center, Bob Krist. The images on the front cover, and on pages 7, 10, 15 and 16 are derived from high-definition progressive television acquired for GPTMC by PLACES in a shoot designed to reflect the deep character of Philadelphia. Producer, Valeri LeBlanc, Director Joe Sanford of Pelican Pictures.

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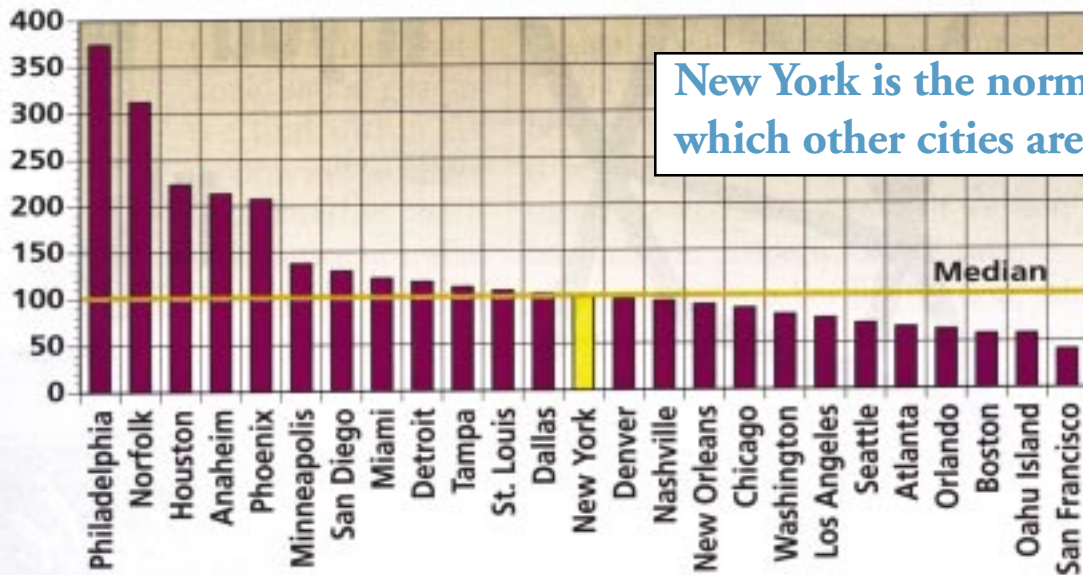
www.gophila.com

Philadelphia Leads the Nation in Recovery



Top 25 Markets: PwC Status Report

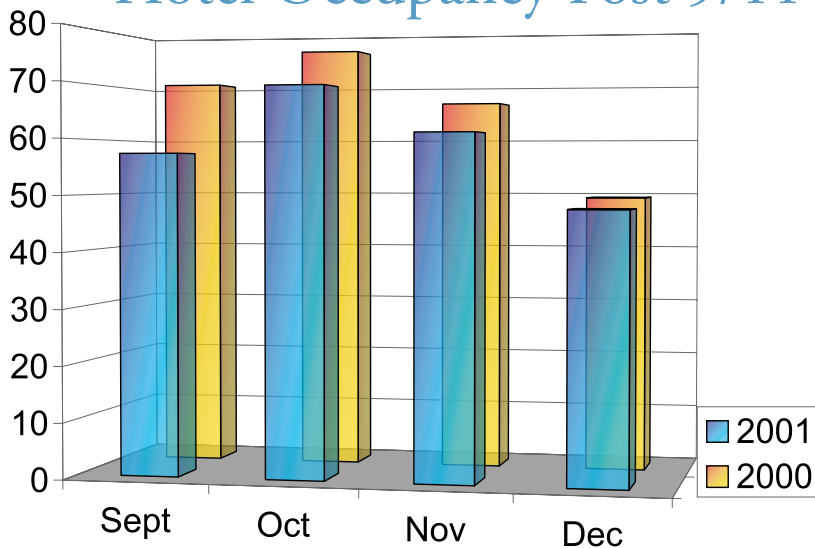
Cities in the top 25 markets showing the greatest improvement in RevPAR recovery from Sept. 16 to Dec. 2, 2001 were Philadelphia; Norfolk, VA; Houston; Anaheim, CA; and Phoenix, according to PwC.



SOURCE: PricewaterhouseCoopers LLP, based on Smith Travel Research data.
NOTE: PwC provided estimates, and not actual values, for the above chart.

Among the top 25 destination cities in the United States, Philadelphia had the fastest recovery.

Hotel Occupancy Post 9/11



After the terrorist attack on the Pentagon and the World Trade Center buildings on September 11, the travel industry in the United States suffered economic losses that extended the devastation of the attacks. Across the country, those responsible for marketing destinations were confronted with an extraordinary challenge: how to resume normal life and minimize the damage.

Philadelphia, like many other cities, initially experienced dramatic declines in hotel occupancy, average daily rates, and visitor spending. It is estimated that Philadelphia hotels could have lost 170,000 room nights and the region \$47 million in visitor spending as a result of the tragedy. But, as the above chart from Hotel Business magazine shows, Philadelphia rebounded faster than other cities.

Responding to a Crisis: It Takes a Whole City

It takes a Mayor to provide leadership

Mayor John Street wasted no time in decisively developing an effective response to the economic damage Philadelphia stood to suffer from the immediate decline of travel after the Pentagon and World Trade Center attacks. He brought together destination marketers, the hotel community, convention marketers, media companies, arts and cultural attractions, parking garage operators, and other stakeholders in Philadelphia's tourism industry and issued a challenge: what can we do to effect a speedy recovery; where can we find the resources; and what will each of you do to leverage our resources? The result: a quickly established coalition, led by GPTMC, that went forward to do the job.



Mayor John Street discusses the successful Philly Overnight advertising campaign at an April 3, 2002 press conference.

It takes an industry working together



As part of the promotional campaign for the Philly Overnight hotel package, a group of eight pajama-clad actors hit the road in a specially decorated van, visiting malls and attractions in the region and neighboring states and making appearances on television shows. Altogether, publicity efforts reached an audience of 18 million people.

The City of Philadelphia, the Commonwealth of Pennsylvania, and the Delaware River Port Authority stepped forward with special funding. GPTMC, the Philadelphia Convention and Visitors Bureau, the Greater Philadelphia Hotel Association and the Greater Philadelphia Cultural Alliance combined forces to develop a broad-based and well-targeted campaign to stimulate recovery.

Existing initiatives such as the Philadelphia Holiday Festival were combined with new initiatives including the Philly Overnight ad campaign and a program for convention extension and retention.

It takes a generous business community

When the Hospitality Industry Support Initiative got underway, Mayor John Street called for the tourism industry and Philadelphia media companies to create a powerful campaign for the recovery of tourism. Forty-four hotels stepped forward with deeply discounted hotel rooms, and included free parking as part of the deal.

Comcast responded with a heavily bonused cable television package contributing more than \$1,000,000 in media and services. Media throughout Philadelphia, New York, Baltimore, and Harrisburg contributed to its success. In total, \$1.2 million of media was leveraged to more than \$4 million in value. **AMTRAK** offered 20% discounts for overnight visitors to Philadelphia. More than 3.5 million basketball fans visited the NBA Web pages where Philadelphia offered a sweepstakes contest to win a grand trip to the All-Star game. Over 50,000 entered the contest!

The integrated promotion involved **U.S. AIRWAYS**, GPTMC, and the NBA, and included television spots promoting Philadelphia travel on NBA games on the NBC television network, and a full page Philadelphia ad in the All Star program. The web promotion exceeded expectations by a million and a half impressions, and the television placement got double its expected viewers.



Right: the Philly Overnight Card, good for free parking, a two for one trolley tour of the city, and discounts at Philadelphia attractions. Visitors using the Philly Overnight package got the card at check-in.

It takes a strong marketing campaign

The special circumstances of the post 9/11 travel market demanded a special campaign. It had to stimulate immediate travel, appeal to people in the near region, many of whom already know a lot about Philadelphia, and offer hotel rooms. In addition, the campaign had to attract attention and media interest in a difficult environment--one in which several competing destinations also had ads in the field, and in which the ongoing crisis had a pre-emptive claim on the nation's consciousness. The campaign had to be tactful and respectful, offering relief from the prevalent tension without disrespect or grandiose claims. The answer: the Philly Overnight hotel package.

The package included a two-for-the-price-of-one hotel stay with free parking, available for check-in any Friday or Saturday from November 16, 2001, through March 31, 2002. With help from Comcast, the Red Tettemer advertising agency was hired. They came up with a witty, high-energy campaign under the creative concept that "Philly is more fun when you sleep over." The campaign invited day trippers and others in the targeted market areas to take their relationship with Philadelphia to the next level by staying overnight in the city. The campaign was lighthearted, funny, and offered seemingly endless opportunities for clever public-relations gestures: pajama-clad actors or celebrities in public places

for instance, or Mayor John Street wearing a brightly colored bathrobe.

GPTMC staged a promotion with the First Union Center at a 76er's game and turned the night into one big pajama party. Fans, talent, and the Party Pack all wore pajamas to the game. The event generated print and broadcast coverage in all major local media.

The package was a success with over 36,000 nights sold. GPTMC estimates that each one-night party of visitors spent about \$280, and each two-night party spent about \$420, numbers that are conservative from past research. On that basis, it appears that almost \$9 million in direct visitor spending can be attributed to the \$1.2 million campaign, with an immediate impact of double that figure, or over 15 times the investment.

Perhaps more important, judging from hotel occupancy, which topped previous year levels in City Center for December 2001, the Philadelphia region will not only avoid the dire predictions of 50% to 55% hotel occupancy in 2002, but will probably surpass its stated campaign goal of 60% and could reach 65% for the year.

Counting Heads and Counting Beans

One of GPTMC's responsibilities is to serve as the research arm of Philadelphia's tourism industry.

Annual, ongoing, and *ad hoc* studies provide the basis for creative and media decisions so that funds can be spent most effectively. The elements of that research break down into five categories, called Head Counting, Market Mapping, Data Mining, Keeping in Touch, and Bean Counting, lighthearted names for very serious business.

Head Counting

refers to annual research to get an accurate picture of the size of Philadelphia's tourism industry. How many people come here to visit each year? How many of them are here to visit friends and relatives? How many are on some other kind of trip? Without accurate answers marketing would be aimless.

In order to get an accurate portrait of the size and character of the region's tourism industry, it is necessary to survey a very large sample of domestic travelers. Three research companies in the United States do very large sample annual studies, but only two of them, Longwoods International of Toronto, Canada, and D.K. Shifflet of Falls Church, Virginia take their studies to the level of projecting visitors to cities like Philadelphia. GPTMC uses Longwoods, while the State of Pennsylvania uses Shifflet, and cross-referencing is therefore possible.

GPTMC uses Longwoods because it breaks out its data on travelers according to a number of different "trip types," of which four are critically important to Philadelphia's leisure tourism market: touring vacations, city vacations, special-event trips, and combined business-pleasure trips.

Market Mapping

enables GPTMC to understand the region's visitors: who they are, where they live, why they come here and what they do here. It is this well-researched understanding that makes effective target marketing possible.

Data Mining

digs deeper into understanding visitors and planning marketing campaigns. A classic example of Data Mining is reported on page 11 of this publication: were those visitors coming to the city different in important ways from those who were coming to one of the four counties?

It was reasonable to wonder about such differences, and before carrying out a study to find out whether they existed, it was necessary to accumulate a large enough sample of visitors. Even beginning with an annual very large sample study of US travelers, it took combined data from three years to get the sample right. In 2001 the study was done, and the surprising results, reported herein, will shape future marketing decisions. GPTMC has already ordered detailed studies of touring

vacations in the North Eastern United States in 2002 and of city vacations in 2003.

Keeping in Touch

is what is technically known as "qualitative" rather than "quantitative" research. Such research is done to get a "feel" for how a group of visitors see Philadelphia. One way to do that is through what are called focus groups, in which a group of actual or potential visitors is engaged in a group discussion, managed by professional facilitators. Focus groups might look at different ads and react to them, or discuss issues such as whether visitors feel a warm welcome here.

Another way of keeping in touch is through "man in the street" surveys called the "Loves You Back Index," in which visitors are asked about their experience here.

In 2001 and early in 2002 GPTMC did two pieces of research looking at visitors to the Web site, www.gophila.com. Although both studies may have quantitative implications, they were also a way to probe a little deeper into the attitudes and behavior of those using our Web site. Reports will be coming soon on both studies.

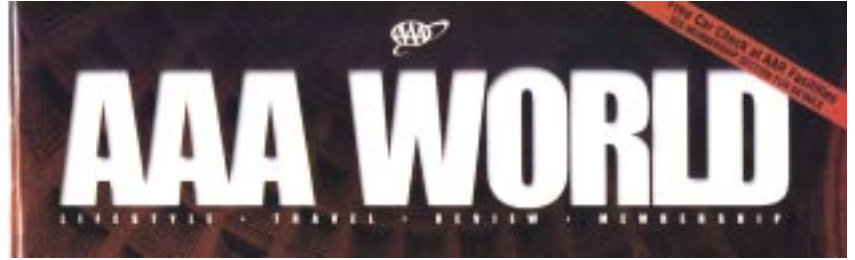
Bean Counting

is the final category of research. What is really counted, of course, is dollars. Using a survey which obtains information on visitor spending on over a hundred different items from hotel rooms to retail shopping, GPTMC is able to measure the spending of visitors to Philadelphia, assess the total economic impact of the tourism industry, and break out the impact of various kinds of trips.

It is then possible to assess the return on investment of the advertising done each year. The way that is approached is to survey a group of residents of the places where ads have run, and to determine which survey respondents saw the ads. Then comes the assessment of the visiting behavior and spending of those who saw the ads as compared to those who did not see the ads. The added visiting and spending that goes with having seen ads is counted as the impact of the advertising. The 1999 Return on Investment research showed \$80 in spending for every media dollar spent.

More detail about GPTMC's three-year program of research can be found at www.gophila.com/research.

Cooperative Advertising Pays Off



In its cooperative advertising program in 2001 GPTMC leveraged over \$750,000 in advertising buys from a GPTMC investment of just over \$400,000. Here's how it works.

GPTMC takes the lead and buys space, for instance, in a magazine or newspaper to convince travelers to come to Philadelphia. Then GPTMC offers the other leisure destination marketers in the area (that is, the convention and visitors bureaus in the four outlying counties) a chance to appear in the same publication, often at a subsidized rate. The same invitation goes out to a wide range of area attractions, including cultural associations, museums, hotels, retail malls and villages, festivals and other events, and restaurants.

Co-op programs in 2001 included one

aimed at the touring vacationer (21% of Philadelphia's leisure travelers are on touring vacations) in *AAA World* (reaching the mid-Atlantic states), *AAA Traveler* (tightly focused on Northern New Jersey), and *AAA Journeys* (with a similar focus on Connecticut). A fall foliage newspaper campaign included the *New York Times*, the *Newark Star Ledger*, and the *Bergen County Record*, while a Winter Holiday buy went to Harrisburg, Lancaster, and York newspapers. More than 80 advertisers participated in the co-op programs.

A program with American Express was placed in the *USA Today* print markets of Philadelphia, Washington/Baltimore, and Pittsburgh. In addition, American Express included a direct mailing to 50,000 card members, and GPTMC did an e-mail promotion to 80,000. Because cooperative advertising has been so successful, GPTMC is rolling out a \$1 million dollar series of ads for next year.



Philadelphia combines extraordinary beauty and character in both its natural and its built environment. Clockwise from the top left: lunchtime at Cuba Libre, a skuller at Boathouse Row, artist Isaiah Zagar displaying his work, and tea at the Ritz-Carlton.

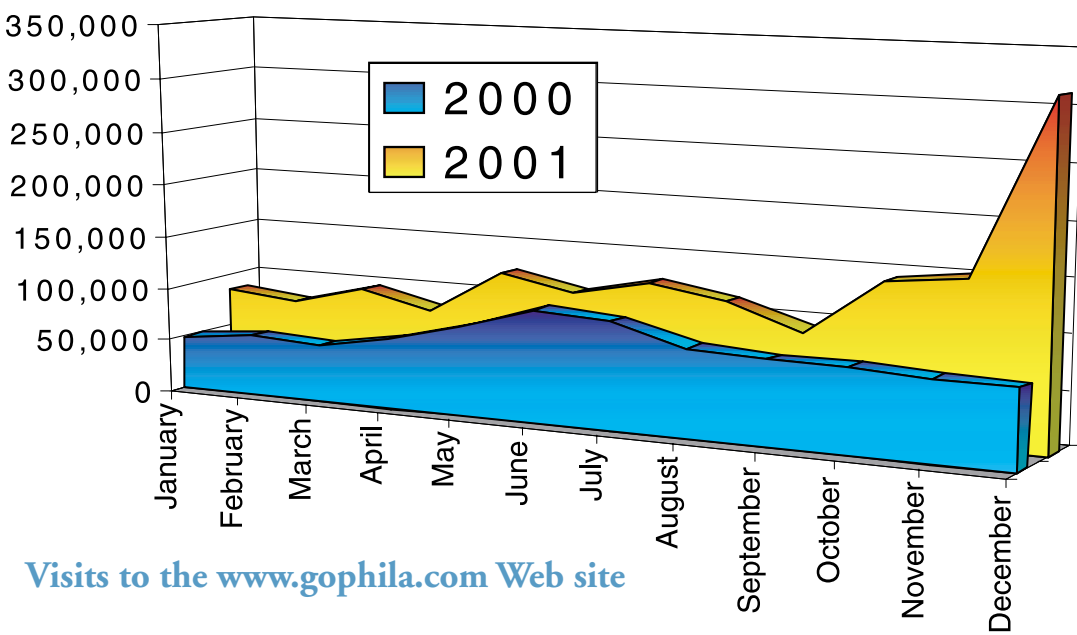
The Year of the Internet



www.gophila.com is the official tourism site on the World Wide Web for the Philadelphia region. The Web site extends the Philadelphia brand (a positive, exciting image of the region), encourages overnight and extended stays and reflects GPTMC's public relations and advertising messages. The content on www.gophila.com speaks to the leisure traveler or anyone who wants to know what to see, what to do, where to go, and where to stay within the Philadelphia region.

GPTMC's strategy has been to provide as much information of interest to potential visitors as possible on the Web site, and to serve journalists and others at the same time (see the facing page for a list of some of the features on the site). The growth of content is cumulative, with new material being added constantly. Advertising on television and in print publications is used to promote the site to visitors, who are encouraged to use it as their primary tool for planning a trip to Philadelphia.

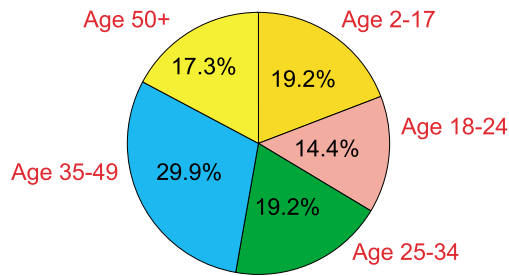
Before the fourth quarter of 2001, the highest level of unique user sessions on www.gophila.com in a given month was about 125,000. By December, 2001, that figure had risen to well over 300,000 and it rose again in January to well over 400,000, representing the payoff of a strategic decision to use advertising to drive traffic to the Web site.



Visits to the www.gophila.com Web site

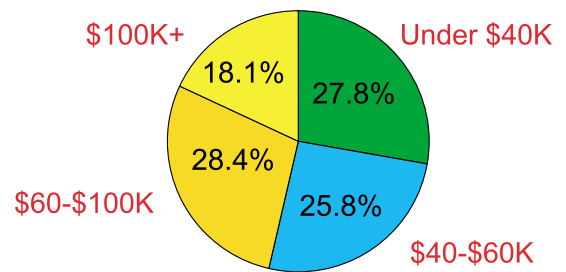
The Year of the Internet

The Internet is no longer a youth culture.



U.S. Internet Users

But its audience is still highly affluent.

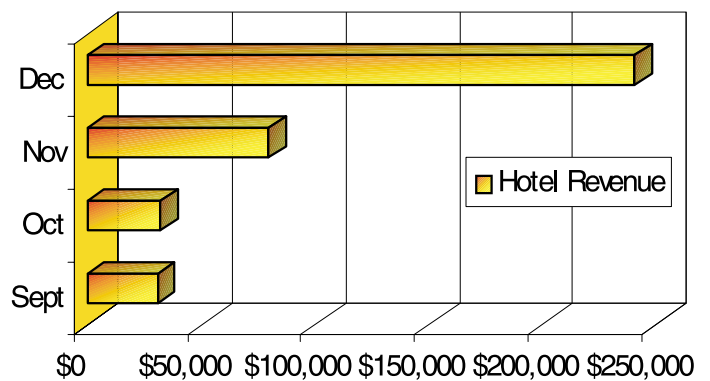
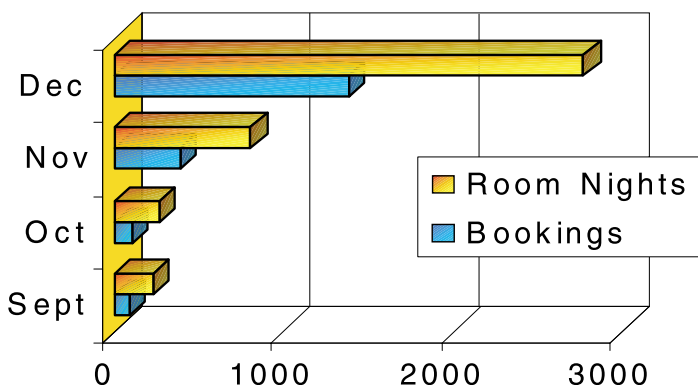


U.S. Internet Users

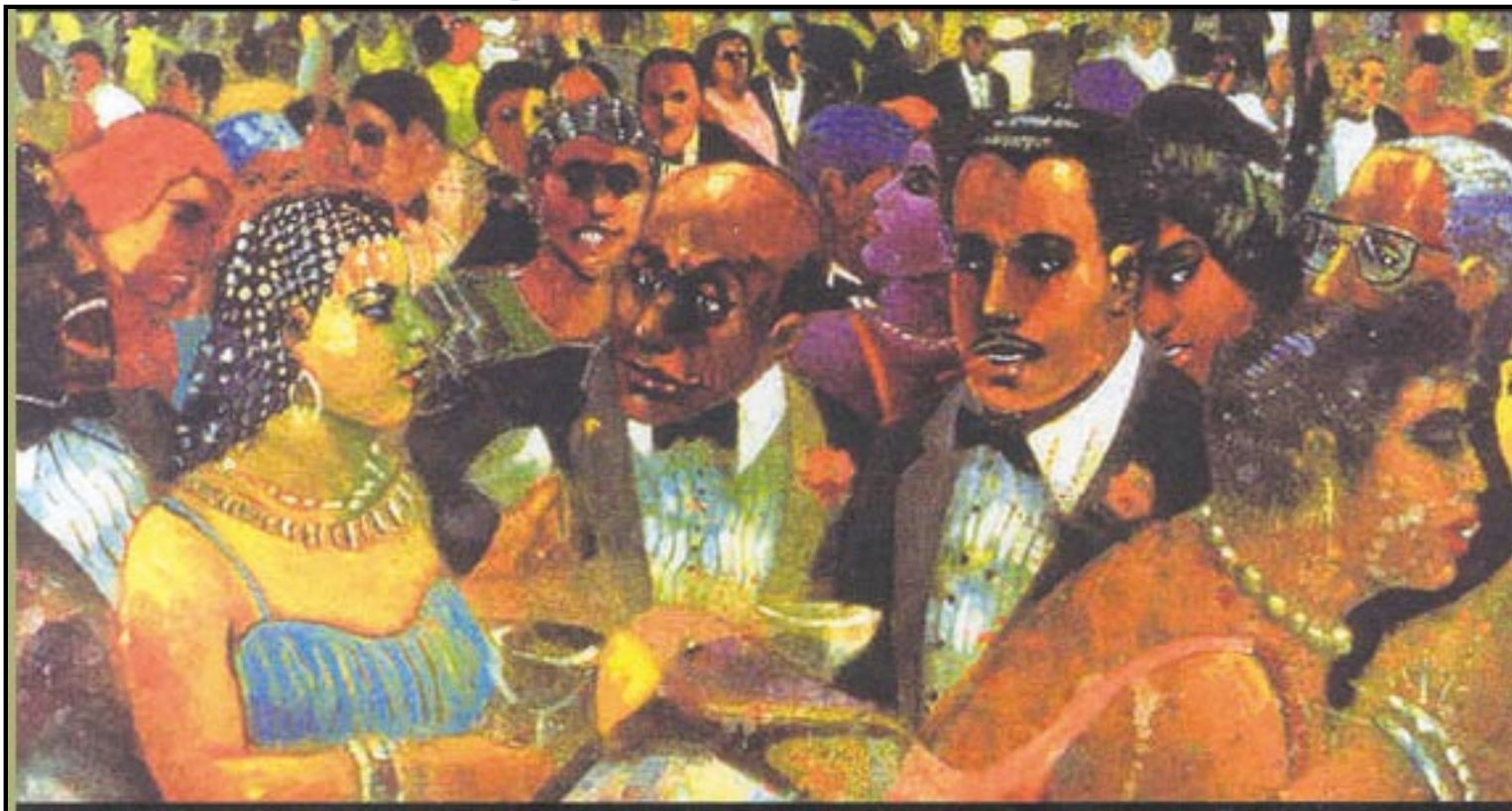
A destination marketing Web site like www.gophila.com is not one thing; it is a composite of many different elements of communication and service. Some of the major elements that make up www.gophila.com are:

- An opt-in marketing program allowing site visitors to sign up for a regular e-mail newsletter (with more than 80,000 mailed last year);
- The ability for visitors to the site to book hotel rooms and packages online (with almost \$1.2 million in hotel revenues since online booking began in August, 2001);
- A regularly updated press room with press releases about the region's activities;
- A press gallery with photographs of Philadelphia for use by journalists;
- Special sections supporting current marketing programs, such as a section listing over 100 area retail stores, restaurants, and attractions participating in the Philly Overnight package, and rich information about the Philadelphia Holiday Festival;
- A Philadelphia Trip Planner that consumers can download and print themselves;
- A widely-used Calendar of Events detailing where to go and what to do in Philadelphia;
- Planned itineraries, maps, files on cultural attractions, family-friendly information, news on openings and events, and more.

The number of bookings on the www.gophila.com Web site, using WorldRes, rose between September and December. Room nights booked rose proportionately, and hotel revenues from online sales increased almost as dramatically, even though the December packages were heavily discounted.



Marketing Philadelphia's Diversity



Cotillion Ball by Louis Delsarte, from the exhibit "Contemporary Romanticism" at the African American Museum in Philadelphia

From the founding of GPTMC, one of its imperatives has been to be faithful to the rich multicultural character of Philadelphia in all of its marketing. To begin with, that meant making sure that there was a rich diversity in the images used in advertisements showing tourists having fun in Philadelphia.

One of the disputed questions around marketing to multi-ethnic markets is whether it is best accomplished through specialized media aimed directly at those markets, or whether integrated campaigns using a wide range of "mainstream" media are the better solution. GPTMC has chosen to follow both paths, and during the years 2000 and 2001 spent almost \$700,000 on specialized media, including contemporary radio, while also making sure its other media buys were alert to audience mix.

Among discretionary leisure travelers to Philadelphia, the percentage of visitors to Philadelphia who are non-white rose from 16% in 1997 to 32% in 2000. The percentage of African American leisure travelers to Philadelphia rose from 12.5% in 1997 to 24.3% in 1999. During that same period of time, the percentage of all US travelers who are African American rose from 6.6% to 8.5%. In other words, in 1997 Philadelphia was already doing twice as well in attracting African Americans as the national average, and by 1999 Philadelphia was performing at almost three times the national average. One reason for this success may be well-targeted marketing.

GPTMC and the Multicultural Affairs Congress (MAC) work together to coordinate efforts to reach diverse travelers. GPTMC provided funding for the new MAC Web site, which was launched in February, and a soon-to-be-released sales video for conventions and meetings. MAC has advised GPTMC on creative matters and has supported the public relations effort. The new opportunities for extended multicultural marketing are many. With the DRPA funded "Philly Friends and Family" campaign (see page 13), the cooperative advertising program (page 7), the growth of www.gophila.com (pages 8 and 9), and the continuity of GPTMC's annual ad campaign, these important markets can be reached with greater saturation and frequency.

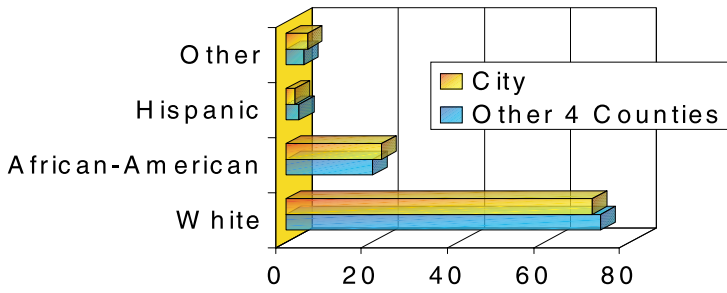


Rennie Harris Puremovement, a Philadelphia hip-hop dance group, rehearses at the Community Education Center

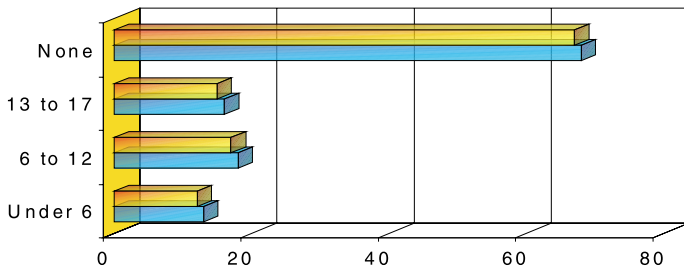
Visitors see five-county region as one place

Given the extraordinary diversity of attractions in the five-county Philadelphia region, GPTMC has questioned whether the area coheres as a single region for travelers. Is Greater Philadelphia one place to visitors, or are there two (or more) different worlds, with distinctly different visitor markets? It's an important question, and the answer is now clear.

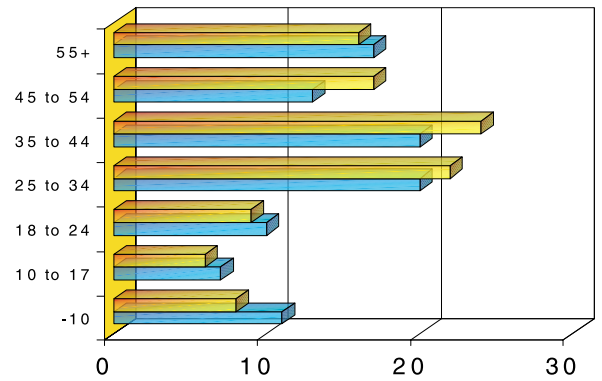
Longwoods compared visitors whose main destination was the city with those whose main destination was any of the other four counties. The results are surprising and definitive: the similarities between the two groups are far more striking than the differences, and there can be no doubt that the place that loves you back is one place for visitors.



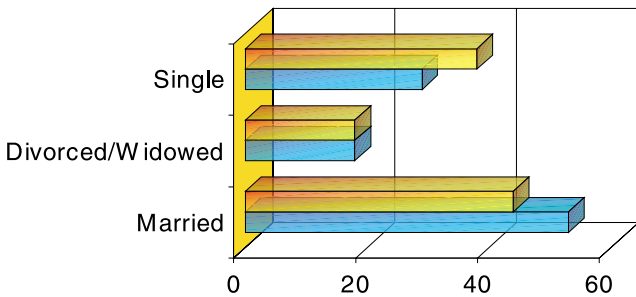
There is virtually no difference in the racial makeup of visitors whose main destination is the city and those coming to one of the counties.



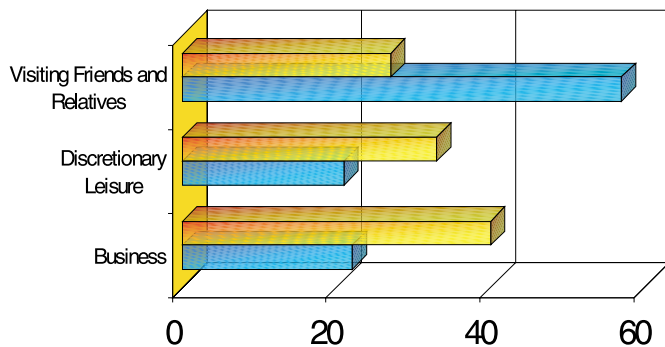
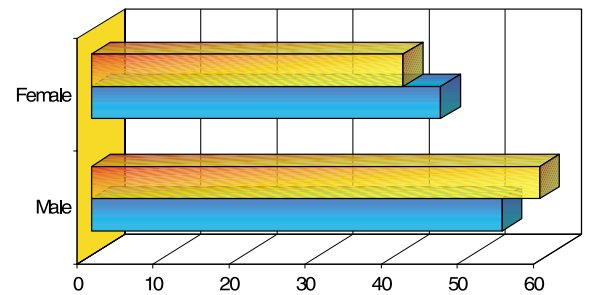
The age of children in the travel party is almost identical for the city and the other four counties.



There are slight differences in visitor age, with the city stronger in the 25-54 age group and the other counties stronger in 55+.



City visitors are more likely to be single and male, consistent with the high incidence of business travel



“To the extent that there are differences between visitors whose main destination is the city and those headed for one of the four counties, the differences are about trip types. These are the same kind of people, on different kinds of trips. The city gets more business trips, the counties more visits to friends and relatives.” Bill Siegel, Longwoods

Highlights of GPTMC Grants in 2001

GPTMC awarded its 2002 marketing grants for cultural tourism projects in Bucks, Montgomery, Chester, Delaware and Philadelphia counties. These projects are designed to increase overnight leisure travel and enhance the region's image.

Funds are earmarked for advertising outside the region. Grants have been awarded in four categories:

Events and Festivals, Neighborhoods, Performing and Fine Arts, and History.

Events and Festivals

Elfretth's Alley: \$5,000 to promote the 300th Anniversary event.

Islamic Cultural Preservation and Information Council: \$10,000 for the International Islamic Heritage Festival at Penn's Landing.

ODUNDE: \$10,000 to support the oldest continually running African-American Festival in Philadelphia.

Penn's Landing Corporation: \$10,000 for Jam on the River.

Philadelphia Fight: \$7,500 for Blue Ball Weekend, an event that benefits the organization's charitable work.

Philadelphia Film Society: \$10,000 for the Philadelphia Festival of World Cinema and the Philadelphia International Gay & Lesbian Film Festival.

PrideFest America: \$10,000 to promote the first retrospective of photographer Tseng Kwong Chi at the Philadelphia Art Alliance during the PrideFest America celebration.

Splendor of Florence: \$20,000 for a festival featuring the cultural, educational, and musical events celebrating the artists and artisans of Philadelphia's sister city, Florence, Italy.

The Partnership CDC: \$6,000 for the annual Blues Fest in West Philadelphia.

The Philadelphia Fringe Festival: \$11,000 for the Philadelphia Fringe Festival.

Annenberg Center / Penn Presents: \$10,000 for "A Funtastical Family Weekend in Philly," a travel package during the Philadelphia International Children's Festival.

Performing and Fine Arts

African American Museum in Philadelphia: \$25,000 for an exhibit, "The Philly Sound! The Musical Legacy of Philadelphia International Records."

Avenue of the Arts, Inc.: \$2,500 to produce "Getting to the Show on Time," a new transportation and entertainment guide to the Avenue of the Arts.

Chester County Conference & Visitors Bureau: \$13,000 for the Brandywine Sampler, a year-round hotel package that includes free admission to area attractions.

Institute of Contemporary Art: \$20,000 to present a major exhibition of the 1960's fashions of Rudi Gernreich, "Fashion Will Go Out Of Fashion."

InterAct Theatre Company: \$2,000 for the "National Showcase of New Plays;" 48 staged readings of 24 new plays.

Pennsylvania Academy of the Fine Arts: \$40,000 for "American Sublime," a major exhibition focusing on the Hudson River School of painting.

Pennsylvania Ballet: \$20,000 for Rodin, a ballet based on the sculpture of Auguste Rodin.

Philadelphia Art Alliance: \$10,000 for "Weegee, the Famous," an exhibition of the well-known crime scene photographer.

Philadelphia Hospitality: \$5,000 to promote the Antiques Show and antique gallery tours and private tours of historic homes and collections.

Philadelphia Printmaking Collaborative: \$10,000 to promote "Celebrating Prints and Printmaking: In Homage to Dox Thrash."

The Barnes Foundation: \$10,000 to offer a hotel package.

The Philadelphia Orchestra: \$35,000 to promote a travel package "Accelerate the Arts with the Philadelphia Orchestra."

Wilma Theater: \$30,000 for a collaboration with the Philadelphia Orchestra to produce Tom Stoppard's "Every Good Boy Deserves Favour."

The Rosenbach Museum & Library: \$2,000 for Bloomsday Weekend 2002.

History

Delaware County's Brandywine Conference & Visitors Bureau: \$20,000 for packaging travel to commemorate the 225th anniversary of the Revolutionary War.

Friends of Independence National Historic Park: \$5,000 for "Philadelphia Open House Tours."

Historic Philadelphia, Inc.: \$10,000 for the "Historic Philadelphia Gazette" and a companion piece, "Stars, Stripes & Savings."

Marian Anderson Historical Society: \$3,900 for a general brochure and rack card.

Valley Forge Conference and Visitors Bureau: \$30,000 for packaging "Patriots or Traitors? The 225th Anniversary of the Struggle for Philadelphia."

Neighborhoods

Asociacion de Musicos Latino Americanos: \$10,000 to develop a tour of the Latino community's cultural/business district focusing on the roots of Puerto Rican music.

Brandywine Workshop/Jubilee Village: \$10,000 for planning to create a cultural destination around Broad and South Streets.

Philadelphia Department of Recreation, Mural Arts Program: \$10,000 for a pilot program of regular Saturday Trolley Tours.

Philadelphia Chinatown Development Corporation: \$10,000 to collect and document oral histories from Chinatown residents to enhance the Chinatown Heritage Tour.

University City District: \$15,000 to create a rack-size, color guide to University City arts, accommodations and restaurants.

New Alliances in Tourism

The Delaware River Port Authority *"We Keep the Region Moving"*

Tourism begins at home. The recent events of 9/11 and the success of the Philly's More Fun When You Sleep Over™ campaign reinforces that the 7.3 million residents of the Philadelphia DMA are both the audience and the ambassadors of tourism within the region. Already, 46 percent of the overnight visitors to the region are here to visit family and friends, representing almost 5 million people. The DRPA is taking a leadership role in this effort by funding the three-year Philly Friends and Family campaign designed to communicate with the region's residents, encourage their participation and inspire their friends and families to visit Philadelphia and its diverse offerings.



The Kimmel Center for the Performing Arts
The Kimmel Center for the Performing Arts, opened in December 2001, serves as home to nine Resident Companies including the Philadelphia Orchestra, Peter Nero and the Philly Pops, Opera Company of Philadelphia, Pennsylvania Ballet, Chamber Orchestra of Philadelphia, Philadelphia Chamber Music Society, PHILADANCO, American Theater Arts for Youth, and Kimmel Center Presents. In The Kimmel Center's new Verizon Hall and Perelman Theater and the historic Academy of Music, these companies offer a rich diversity of performing arts programming.

Phone: (215)790-5800 Tickets: (215)893-1999

www.kimmelcenter.org

The William Penn Foundation

GPTMC recently began a three-year project funded by the William Penn Foundation to communicate the richness of the region's arts and cultural offerings to the press, visitors and residents. GPTMC is creating a uniform presence on www.gophila.com for up to 500 museums, theaters, gardens, dance companies, music and opera companies. In addition, the material produced will be used by the attractions themselves in brochures, Web sites, advertising and in press coverage.

Winter Mummerland

To address the problem of low hotel occupancy during the winter holidays, GPTMC and the Greater Philadelphia Hotel Association developed Winter Mummerland, with floats, string bands and thousands of lights in several neighborhoods and a 20 block area of Center City. The program will be an annual event.



Independence Visitor Center

Located at 6th and Market Streets, on Independence Mall and half a block from the National Constitution Center (opening in July of 2003), the new \$38 million Independence Visitor Center offers travelers information about the five-county region.

Phone: (800)537-7676



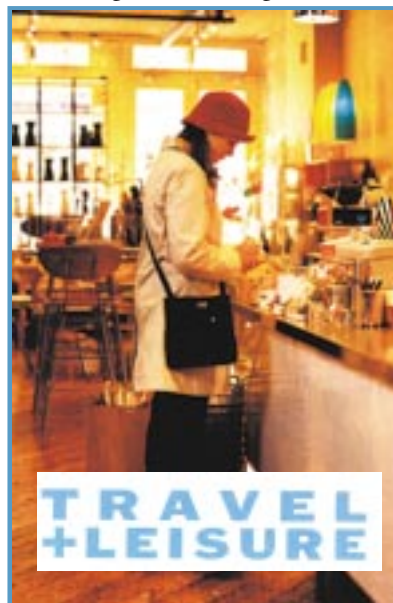
Adding Value Through Public Relations

GPTMC drives \$23 million in publicity

GPTMC's public relations department aggressively pursues publicity/editorial coverage in local, regional and national markets. GPTMC uses PR and the resultant editorial coverage to provide a broader destination context to support advertising messages, focusing on subjects that appeal most to travelers, such as general travel, shopping, performing and visual arts, culture, history, soft adventure, gardening, food, architecture, family travel, and general men's and women's lifestyle topics. The tools produced, whether words or pictures, are geared towards journalists' interests and deadlines – timely and newsworthy. In many cases, getting the information there on time is the most critical factor in ensuring success. Key PR initiatives:

- **Proactive Media Relations:** Daily, personal contact with local, national, and regional media daily, focusing on major daily newspapers (e.g., *New York Times*, *USA Today*, *Wall Street Journal*, *Philadelphia Inquirer*), magazines, television, and radio.
- **Content Creation:** Developing the best possible visual images and words to illustrate the region's attributes.
- **Video Library:** Broadcast quality b-roll footage for television news and feature use, representing the region's beauty and its attractions, dining, and entertainment options.
- **Photography Library:** Over 10,000 images by noted photojournalists of the people and places that make the region special for visitors.
- **Media Distribution:** A database, maintained in-house, of local, regional, and national media across all categories.
- **Visiting Journalist Program:** A continual program, hosting approximately 100 visiting press from U.S. newspapers, magazines and online, each year, to generate feature stories about the region in categories mentioned above.
- **Media Events:** Local and key market press conferences and one-on-one briefings (such as the annual fall briefing in New York) with reporters to seed stories in the press.
- **GPTMC Online Pressroom:** Found at www.gophila.com/pressroom/main, the searchable pressroom features all current and archived releases and fact sheets, low-resolution photo gallery, and high-resolution News Photos section for breaking news.

The nation's most influential news and feature media are working with GPTMC to report on Philadelphia's unique lifestyle and tourism appeal. **In 2001, GPTMC's public relations department generated 815 stories, worth \$23 million in advertising value and reaching 294 million people.** In partnership with our colleagues in the region's tourism, arts, history, dining and hotel communities, GPTMC delivered coverage in local, regional, and national media.



“These days, if you visit [Philadelphia’s Old City neighborhood] on a warm evening, you just might think you are in New York’s SoHo--that is, SoHo before the artists moved out and the chain stores moved in.”

Writer Meg Cohen Ragas in the April, 2002 issue of Travel and Leisure Magazine

The following are just a few samples of the 815 stories generated by GPTMC's public relations department:

- “Destination: Rebound,” in *USA Today*
- “Soul in the Heart of Philly,” in *The Boston Globe*
- “Gardeners, Prepare Your Beds,” in *The New York Times*
- “On an Old Revolutionary’s Turf,” in *The New York Times*
- “Mummers the Word, Next New Years Eve We’d Rather Be in Philadelphia,” in *New York Magazine*.
- “Where Insiders Go in the City of Brotherly Love,” a full-page travel article in *USA Today*.
- “Live from Philadelphia,” a 12-page travel tabloid in the *Baltimore Sun*.
- “Next Great Neighborhoods,” (Old City), in *Travel & Leisure*, April 2002
- “In Philadelphia a New Taste of Freedom,” in *The New York Times*, March 13, 2002
- “Gala Opening of the Kimmel Center,” in *Conde Nast*

Letter from the Chairman & the President

Last year in this space we offered some reflections on what it means, and what it takes, to market a destination as rich in character as Philadelphia. We promised that we would continue exploring the soul of this very special place, in order to do the best job of encouraging overnight visits to Philadelphia. The challenge, of course, is to connect soul with tourism marketing.

Grasping the deep character of a place, which we call destination research, works hand-in-hand with market research, through which we understand the character of our visitors and the marketplace in which they move. Both provide the tools we need to sell Philadelphia. Neither can stand alone. Knowing that many of our visitors are on touring vacations does not mean we can just say “come tour Philadelphia,” and knowing that Philadelphia’s early settlers thought it was a kind of Paradise doesn’t mean we can just say so and attract visitors.

All the challenges of tourism marketing remain. Public relations still needs to develop relationships with media and sell writers and editors on coming here and writing about Philadelphia. The ad agencies still have to find compelling creative concepts, and place sophisticated media buys which reach our target markets. All the work remains pretty much the same. Our competitors are consistently marketing their destinations, and we must be consistent in selling Philadelphia.

Some of that work consists of adapting to and taking advantage of the trends that are emerging as the travel industry changes. In a recent report on Philadelphia tourism, Alan Parter of Parter International notes some trends in travel and tourism from which Philadelphia might benefit in the years ahead.

• “Close to home” tourism

The first is the growing importance of the “close-to-home” tourism market after September 11. GPTMC has historically concentrated on marketing to the drive region, and it seems to be paying off. Considering all the factors, the equity developed in the region was one of the main reasons Philadelphia was the fastest to recover of the top 25 destinations reviewed by Hotel Business magazine (see page three).

• “At home” marketing

The second trend is marketing to an “at home” market, which invites residents living in the region to become tourists in their own home town and to be regional hosts to their visiting friends and relatives. Philadelphia is in position to take advantage of that trend, with plans in place for a dramatic concentration of in-market communications and marketing supported by the Delaware River Port Authority (see page 13).



Urbane and joyful, a Philadelphia visitor walks down Elfreh’s Alley in a summer rain

• *Packaging and partnerships*

The third trend Parter mentions is toward packaging hotel rooms with events and attractions to offer a more complete destination experience. To create attractive packages requires a lot of partnerships, and partnerships have been important in the work of GPTMC from its inception. For a stunning example see the report on page 5 on the Philly Overnight package, and page 13 on new alliances to support cultural marketing.

• *The shift to the Internet for travel purchases*

Parter’s fourth trend is that consumers are using the internet more readily to buy transportation, hotel accommodations, and other elements of travel. GPTMC has made development of its www.gophila.com Web site a central part of its marketing efforts, and the site now has hotel booking capability and saw dramatic growth late in 2001 (see pages 8 and 9).

The combination of the richness of the soul of Philadelphia, its history, arts, cuisine, and attractions, with the structure of today’s travel market, permits us to show others what we have always known: that Philadelphia is a premier vacation destination.

On behalf of the board of directors, we want to express our thanks to the dedicated GPTMC staff. We also want to express our appreciation for the work of all of you with whom we partner. This report is about that work.

Fred Shabel, Chairman, **Meryl Levitz**, President

The Most Beautiful Countryside in America

“Philadelphia and its suburban counties have a long tradition of marketing regionally and, with recent research showing the primary destination of visitors to the region is nearly equally divided between the city and the countryside, there is good reason to continue. An excellent example of our cooperative ventures is the ongoing *AAA World* magazine ad campaign that shows one destination with a wealth of diverse appeals.”

Paul Decker, President
Valley Forge Convention & Visitors Bureau



The Memorial Arch at Valley Forge
In Philadelphia, history is intimate, immediate, and casual



Inside at Fonthill in Bucks County
Philadelphia has made eccentric genius welcome

“The regional cooperative advertising program reduces our cost of reaching the drive markets. It is very effective. Those are bread-and-butter markets for us, and the savings let us extend our marketing in other ways.”

Keith Toler, Executive Director
Bucks County Conference & Visitors Bureau, Inc.

“The television and print advertising by GPTMC has fulfilled a long standing need for our city and region. And as someone who is responsible for marketing one of our suburban counties, I can say that the inclusion of images from our county and suburban attractions makes us feel both happy and included.”

Jesse Walters, Executive Director
Chester County Conference & Visitors Bureau



Longwood Gardens in Chester County
Philadelphia's countryside is a Garden of Eden



The paintings of Jamie Wyeth at the Brandywine River Museum
In Philadelphia, artists find endless inspiration

“All of us in the five-county area have come to understand that because we are pooling our assets in marketing, we are showing travelers the incredible diversity of Philadelphia and its countryside, its restaurants, gardens, museums, historical treasures, and arts. This diversity intrigues people and makes them want to come here.”

Blair Mahoney, Executive Director
Brandywine Conference & Visitors Bureau