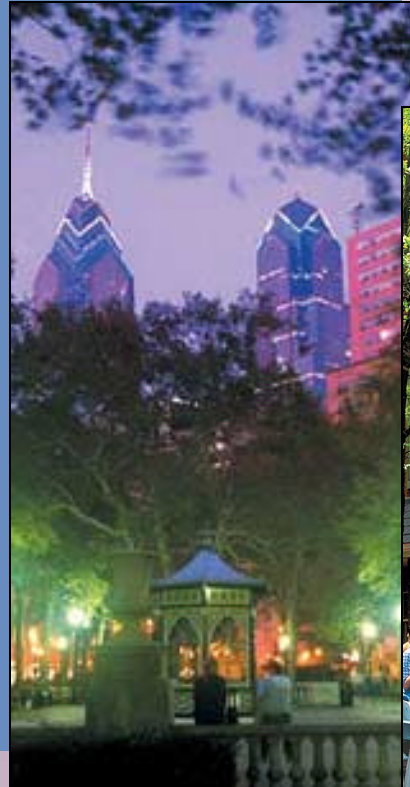


# TOURISM 2003 REPORT TO THE INDUSTRY by GPTMC



[gophila.com](http://gophila.com)

PA  
PENNSYLVANIA

Bucks  
Chester  
Delaware  
Montgomery  
Philadelphia



PHILADELPHIA  
The place that LOVES YOU BACK®

GREATER PHILADELPHIA TOURISM MARKETING CORPORATION

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## Tourism Timeline:

Along the right hand-side of many pages you will find excerpts from the GPTMC Tourism Timeline - one of the fact sheets that GPTMC provides for the media.






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## Thanks, We Couldn't Do It Without You

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- Comcast
- Heritage Philadelphia Program
- Penn's Landing Corporation
- Philadelphia International Records
- National Park Service
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## Executive Message

Over the past six years, we at the Greater Philadelphia Tourism Marketing Corporation have become used to hearing slight variations of our company name. But in the past year, the most frequent misnomer – The Greater Philadelphia Tourism *and* Marketing Corporation – doesn't seem so wrong after all.

Our name has always been clear to *us*. After all, we're marketing Philadelphia *tourism* – not marketing Philadelphia *and* tourism. Or are we?

As it turns out, we're doing what cities and regions need to do to keep fresh and keep growing: working with hospitality partners, as well as non-traditional partners, to move people – those staying four hours during a cruise port call, overnight with a hotel package, or four years for college – to and within the region. Together with the Port of Philadelphia and Camden, we're working to expand Philadelphia's share of cruise business. With the Pennsylvania Economy League and the region's colleges and universities, we're seeking to attract the best and the brightest college students to the region – and to retain them

after graduation. We're teaming up with the Delaware River Port Authority, The World Trade Center and the area's other international cultural ambassadors to develop tourism and trade with other countries. And we're working with the Center City

“Will honchos at the Greater Philadelphia Tourism Marketing Corp. stop at nothing to get people to visit Philadelphia?,,

- *The Philadelphia Inquirer*  
February 4, 2003

District, state legislators, City Council, the Greater Philadelphia Chamber of Commerce and the regional convention and visitors bureaus to ensure that the hospitality industry remains a crucial component of the city's financial well-being. We are grateful that these partnerships have been possible and productive.

Our goal for tourism is the same as all of our partners' goals: economic development. Whether we're encouraging temporary (tourists), semi-permanent (students) or permanent (new residents or businesses) popu-

lations into Philadelphia, the common goal is to strengthen the region's economy and quality of life.

The resources we've cultivated and the structure of GPTMC are well-suited to reaching these audiences. We have:

- a skilled 13-person board and a talented 30-person staff – all of whom do marketing in one of its many forms.
- a popular Web site that represents the entire region, including events, hotel accommodations, maps, restaurants, arts and cultural attractions, tours, itineraries, the new CultureFiles and a new partnership with phila.gov.
- seasonal advertising campaigns with innovative creative treatments that have been strategically designed for specific markets.
- a cooperative advertising program, which balances the retail media mix in an effort to provide affordable ad space in major media to smaller advertisers.
- a new development department working to link tourism with other regional marketers, including PNC Bank, Comcast, Clear Channel, Bucks County Coffee Company and others.
- an in-house public relations agency with experts in local and national media relations, who write and pitch news and feature stories about the region and have been successful in attracting significant national media attention.
- a photography and video library that is a resource for media, as well as for non-profit organizations throughout the region.
- extensive research used by many kinds of organizations regionally and across the country.

Since everything we do is customer-centric, geared to the media as well as to the potential visitor, it's very understandable that people perceive us as an agency dedicated to tourism *and* the marketing of the region. The common denominator in everything we do is economic development.

We won't be changing our name anytime soon. But, in the meantime, we don't mind the alternative moniker.

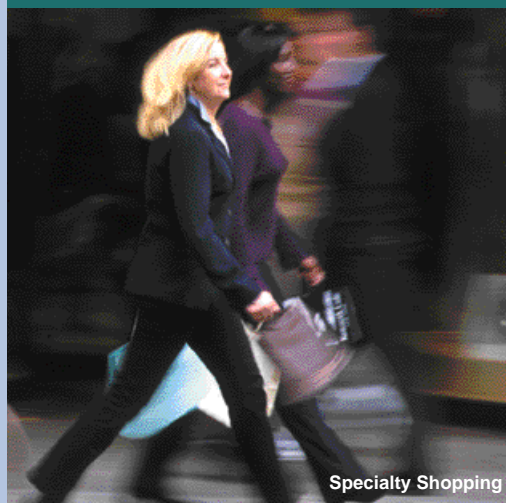
Fred Shabel,  
Chairman

Meryl Levitz,  
President and CEO

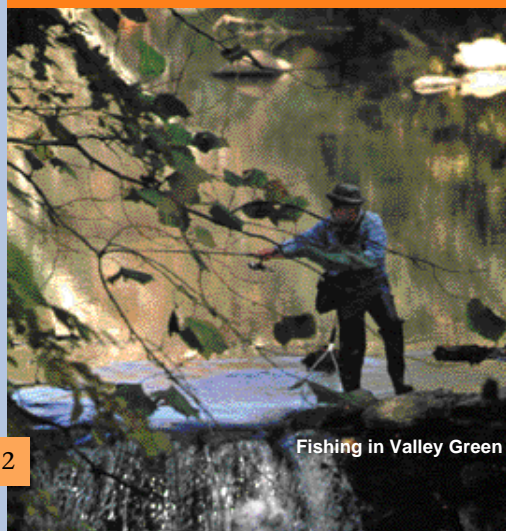




Swann Fountain



Specialty Shopping



Fishing in Valley Green

## GPTMC'S 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.

## GPTMC's 2002 Marketing Impacts

# BIG NUMBERS

**I**n 2002, GPTMC reached new heights in public relations, Web, advertising and partnership-driven initiatives.

**Advertising:** Created 862,939,677 advertising impressions in broadcast and cable TV, radio, print and outdoor advertising. Leveraged spending to more than \$6.4 million, through promotions, added value and partnerships.

**Cooperative Advertising:** Created 42,440,891 advertising impressions in print advertising alone, the combined strength and participation of over 90 attractions and destinations throughout Philadelphia and Its Countryside.

**Grants Partnerships:** Increased the marketing reach and impact of 35 organizations contributing \$457,900 in support of out-of-market advertising initiatives.

**Public Relations:** Generated 1,016 stories, worth \$19,020,182 in advertising value and reaching 316,440,328 people.

**Web:** Set record visitation to gophila.com with over a 100% increase in usage compared to 2001, totaling over 3.1 million visits and nearly 7.1 million page views. Twenty-four editions of the Gophila! E-newsletter delivered 460,044 messages to our subscribers.

**By Visits, we mean:** The number of times a visitor came to our site within a 30-minute time period.

**By Page Views, we mean:** Hits to files that are designated as pages. Hits to supporting graphics and non-page files are not included.

**Hotel Packages:** Post 9/11 Seasonal hotel packages generated 73,344 room nights.



# PHILLY OVERNIGHT™: Tracking the Success of Those **PINK** Slippers

In the fall of 2002, as the U.S. travel industry continued to struggle, GPTMC reprised the successful **Philly's More Fun When You Sleep Over™** campaign. Nineteen hotels in Bucks, Chester, Delaware and Montgomery counties joined 41 Philadelphia hotels to participate. The 20-week, **\$2.3** million campaign was funded by GPTMC, the City of Philadelphia, the Commonwealth of Pennsylvania and the Delaware River Port Authority.

To warm up the winter tourism message, we brought back the Winter Mummerland festival with regularly scheduled events from November 29 through December 28, 2002. In January and February we kept the energy and publicity level

## Good Numbers in a Not-So-Good Year

"The Philly Overnight™ Hotel Package is becoming an integral part of how people experience Philadelphia and its countryside. This year, despite the coldest January in Philadelphia history, the second highest February snowfall on record, a slowdown in the global economy, the presence of war, the threat of terrorism, fewer advertising dollars and a \$30 increase in the base overnight hotel package rate from the prior year's campaign, the total room nights still numbered 31,768 compared with 37,162 the previous year. As we continue to face such challenges, developing unique, value-added packages remains a strategic focus of the hotel association."

- Mickey Rowley, Executive Director  
Philadelphia Hotel Association

high by dispersing the "PJ Party Pack," our roving group of pajama-clad actors, and by hosting "The World's Largest Pajama Party." **31,768** overnight hotel package room nights were sold for the entire **Philly Overnight™** campaign period of November 22, 2002 to April 12, 2003.

**Hotel Package:** Hotel rates began at \$129 with the second night free, free hotel parking, a gift at check-in, and a **Philly Overnight™** Card, good for two-for-ones at Bucks County Coffee Co., Philadelphia Trolley Works and AudioWalk & Tour of Historic Philadelphia.

**Advertising:** Television, print, Internet and out-of-home advertising launched in November; markets included New York, New Jersey, Harrisburg and Philadelphia; cable matches, print added-value, broadcast bonus spots and promotions were leveraged to maximize value.

**Public Relations Results:** With long- and short-lead media mailings and personal outreach, as well as the roving "PJ Party Pack," PR generated **221** stories with an ad value of more than **\$3.8** million and a circulation of **120** million people. Winter Mummerland and our other Mummer efforts generated another **204** stories worth **\$4.7** million and a circulation of **2.8** million people.

**Interactive Results:** Online, the **Philly Overnight™** campaign generated **1,500,000** total Web site visits; the *USA Today*gophila.com online promotion generated **14,077** entrants; gophila.com's special Philadelphia Holiday Festival section received a total of **62,512** visits; the holiday brochure was downloaded **17,282** times; and five holiday e-mail newsletters were sent with a



World's Largest Pajama Party Weekend, USA Today, FRI/SAT/SUN, January 24-26, 2003

total circulation of **130,766**. During "The World's Largest Pajama Party," a special online contest was developed and the winners received a free weekend in Philadelphia or Bucks County – **5,409** entrants signed on.

## Mid-1980s

In 1985, The Foundation for Architecture begins its guided architectural walking tour program.

The Book and the Cook event begins celebrating the city's gastronomic diversity and excellence.

The Great Plaza at Penn's Landing opens Memorial Day Weekend in 1986 with the first annual Jambalaya Jam.

In 1987, The Multicultural Affairs Congress is instituted by the Philadelphia Convention and Visitors Bureau to promote African-American conventions and tourism.

Pennsylvania Convention Center Authority is created in 1987 to develop a convention center in Philadelphia; that same year Marriott commits to building a 1,200 room convention hotel, the Philadelphia Marriott, adjacent to the Convention Center.

In 1987, the 61-story Liberty Place office and retail complex opens in Center City, breaking the 100-year-old agreement limiting buildings in Center City to the height of the William Penn statue atop City Hall.

We The People, a celebration of the 200th birthday of the Constitution, culminates on September 17, 1987 (Constitution Day) with the permanent lighting of the Benjamin Franklin Bridge.

In 1989, the first Philadelphia Liberty medal is awarded to Solidarity founder and President of Poland, Lech Walesa

## 1990

Philadelphia Liberty Medal is awarded to Jimmy Carter at a ceremony on July 4 at Independence Hall.

## 1991

An annual New Year's Eve celebration, Neighbors in the New Year, is begun with spectacular fireworks at Penn's Landing.

Neighbors in the New World, an 18-month festival, celebrates the region's multicultural diversity on the 500th Anniversary of the Columbus Quincentennial.

Old City Arts begins First Friday, the art community's open house on the first Friday of each month.

Center City District sidewalk sweepers and community service representatives are deployed on the streets of Center City; litter miraculously disappears!



## More Overnight Stays Now Begin With a Visit to Gophila.com

Prominent in all Philly Overnight™ advertising and public relations messages is "Reserve online at gophila.com or call your favorite hotel" as a call to action. The Philadelphia region's official tourism Web site offers comprehensive and current information on historical sites and attractions, museums, tours, galleries, restaurants, shops and a calendar of events. Last year, gophila.com logged more than **3.1 million visits** and more than **7 million** page views. We see the site becoming an even more important marketing tool in the near future. (See related story on the **CultureFiles**, pg. 7.)

## Coming Soon to a Hotel Near You!

We will continue a strong retail push for our new value-added summer hotel package, available from June 26 through September 14, 2003. We're calling the package **Philly - You Just Can't Do It in a Day**; it positions Philadelphia as an accessible, affordable, incredible destination with so much to do that you must sleep over. We show Philadelphia's wealth of attractions, history, events, culture, restaurants, outdoor experiences and hotels. In addition, Amtrak will offer 20% savings on select East Coast travel to Philadelphia when visitors book the package. This campaign is again designed by Red Tettemer, our creative agency, and will be light, warm, engaging and effective.

**Hotel Package:** *Book your stay any Thursday, Friday, Saturday or Sunday June 26-September 14, 2003*, and stay one night and get the second night free; included are free hotel parking both nights; and a "Bag Full of Summer," which includes a keepsake bag, our *Trip Planner* and seasonal *Lodging and Events Directory*, the National Constitution Center's *Grand Opening Guide Book of Savings*, *Philadelphia Speaks* CD-ROM, a "You Just Can't Do It in a Day" card good for advanced entry to Tweeter Center summer concerts, and *Philadelphia Magazine's Essential Guide to Eating and Drinking in Philadelphia!*

**Advertising:** New television, outdoor and print ads, along with multiple radio commercials, have been designed around this creative concept. Additional television and radio spots are being shown in African-

American markets. Media will be placed in the New York, Philadelphia, Harrisburg, Baltimore and Washington D.C. markets.



Fork Restaurant, First Friday

## NEW YEAR'S EVE Was Really Something To CELEBRATE

Partnering again with the Delaware River Port Authority, we promoted a cork-popping New Year's Eve package. On the big night, private shuttles ushered guests from their hotels to the USS Battleship New Jersey on the Camden side of the Delaware River for a spectacular party with an outstanding view of the midnight fireworks.

**Hotel Package:** Included were a discounted room rate for New Year's Eve, access to a VIP fireworks viewing area on the Battleship New Jersey, a welcome gift, VIP seats at the Mummers Parade, passes to Mummerfest, and passes to the Fancy Brigade Finale at the Pennsylvania Convention Center on New Year's Day.

**Advertising:** Customized creative for both radio and print was designed and targeted to the Philadelphia market.

**Public Relations Results:** The Public Relations Department generated 78 stories about the package, which had an ad value of \$1.4 million and a circulation of 7 million people.

**Interactive Results:** 24,556 e-mail newsletter subscribers received a special message promoting the New Year's Eve hotel package. A special New Year's Eve online promotion generated 1,120 contest entries.

"Last year, the Greater Philadelphia Tourism Marketing Corp. booked 529 Center City hotel rooms for its New Year's discount package. This year, it booked 500 rooms on December 30 alone - part of a total of 1,200 overnight rooms on New Year's Eve. The group credits an advertising and PR blitz."  
- The Philadelphia Inquirer, January 7, 2003



## United We Stand: gophila.com and phila.gov

GPTMC and the City of Philadelphia join forces online to provide the best visitor information and civic resources to both visitors and local residents with new information on both Web sites. Now phila.gov's "Visitors" section will have information provided by gophila.com and gophila.com visitors will have access to online city services and interaction with City government.

This co-branded online partnership launches on June 19, 2003, at the Independence Visitor Center along with the Philly Friends program designed to build civic pride, increase overnight visitation and day trips throughout the region by the residents and their visiting friends and relatives.

Last year, these Web sites jointly received approximately 5 million visits. Both sites expect visitation to grow this year and want to provide easy access to consistent and comprehensive tourism information and civic resources.



## A New Program For A New Market

### Our New Philly Friends & Family Campaign™ is Real Neighborly

**L**ongwoods International Research 2001 told us that 50% of all overnight leisure visitors to the Philadelphia area are here to visit their friends and family. Whether these visitors stay in homes or hotels, we want our residents to be well-equipped and enthusiastic tour operators and travel agents for their visiting friends and family. The Delaware River Port Authority has funded a campaign that helps area residents entertain guests, as well as encourages them to be tourists right here in the region. GPTMC worked with the DRPA to create a packet of materials, a "Tourism Tool Kit," which can help residents plan days filled with activities and nights of fun to destinations throughout the five-county area and the City. Kit components include an interactive CD-ROM entitled *Philadelphia Speaks*, regional maps, a regional trip planner, two multicultural supplements and an online virtual brochure rack.

GPTMC was also one of several organizations to support the Greater Philadelphia Cultural Alliance (GPCA) as it developed the Web site PhillyFunGuide.com, a one-stop shopping site for up-to-the-minute information about the leisure activities in Southeastern Pennsylvania and the New Jersey and Delaware suburbs. In print, we

worked with News In Education (NIE) to create a series of weekly in-paper features. Bannered "Culture Clock" and "Culture Key" in *The Philadelphia Inquirer* and *Philadelphia Tribune*, respectively, each in-paper feature highlights a particular discipline of the arts. The project was a component of GPCA's Campaign for Culture, funded by The Pew Charitable Trusts.

The goals of this three-year **Philly Friends & Family Campaign™** are to:

- encourage residents to experience Philadelphia and Its Countryside
- increase participation in attractions and events
- build civic pride
- provide area residents with the tools they need to host and entertain visiting friends and family.



1992

Edward G. Rendell begins his first term as Mayor of Philadelphia.

First annual Yo! Philadelphia Labor Day Weekend Celebration, with homegrown music, dance and crafts, takes place on the Great Plaza at Penn's Landing.

The New Jersey State Aquarium opens in Camden.

1993

Pennsylvania Convention Center opens.

An annual festival, Welcome America! is created to celebrate America's birthday in America's birthplace.

Penn's Landing's free Waterfront Shuttle system debuts.

Avenue of the Arts is commissioned to promote South Broad Street as the city's performing arts hub for theater, music, dance and performing arts higher education.

1994

Tom Ridge is elected Governor of Pennsylvania.

Restored and redesigned Reading Terminal Train Shed opens as part of the Pennsylvania Convention Center, completing the restoration of the Reading Terminal Market.

Historic Philadelphia Inc. is founded to bring history to life in Independence National Historical Park.

Dave & Buster's opens its largest restaurant/nightclub to date in Philadelphia at Penn's Landing.

RiverRink opens at Penn's Landing on the Pennsylvania side of the Delaware River.

After receiving five nominations, the film *Philadelphia* goes on to win two Oscars.

The Philadelphia Flower Show, the oldest show of its kind in the country, moves to the Pennsylvania Convention Center, increasing the tourism "ripple effect" in the city.



Cruise Philly

## Cruise Philly is Well Underway

**I**n 2002, the Port of Philadelphia and Camden (PPC) teamed up with GPTMC to develop and promote Philadelphia cruise business – with Philadelphia as a port of call and also a homeport for cruises to Bermuda and the Caribbean. PPC has made significant capital improvements to the port to support the big ships and their passengers; they turned to us to develop their marketing efforts.

When you consider pre- and post-cruise hotel stays and landside day tours, the potential economic impact of increased cruise activity is enormous. To capture that business, we have developed a multifaceted campaign that is already delivering results. In 2002, we had one cruise and five ports of call; in 2003 there will be 17 cruises and 10 ports of call. We expect that number to double in

2004. With the new, larger ships accommodating up to 2,800 passengers, it's easy to see how significant the impact on our local economy can be.

To win the attention of the passengers, our Public Relations Department developed

content that is being used in printed materials. We are expanding our program at the Terminal to include a welcome-desk concierge with three trained staff members from the Independence Visitor Center and up to 20 students who will assist with operations and information dissemination when ships dock.

The Public Relations Department has also worked to inform area media and residents that Philadelphia is serious about the cruise business. We used the August launch of the Carnival Legend (the largest ship to ever visit the port) to generate 27 television and six radio news stories, eight newspaper stories, and another 11 stories in the Fall. In mid-February, a CruisePhilly link was added to the gophila.com Web site as a "Star Attraction" and in the "What's New" section. Now the CruisePhilly logo and link have a permanent place on our homepage and are included in every e-newsletter along with the latest "Cruise News."



25% of the United States population lives within a five-hour drive of the Philadelphia region.





# Philadelphia CultureFiles: Expansive Exciting and Available 24/7



**P**hiladelphia CultureFiles is an insider's online guide to our region's arts and culture and a unique new destination marketing tool. Thanks to funding from the William Penn Foundation, CultureFiles went live in March 2003 on gophila.com and promises to be one of our most valuable marketing tools. CultureFiles includes **300 Web pages** that describe **400 experiences** in 13 different categories. More than 30 local writers, editors, artists, photographers and Web designers contributed to the Files. Their personal depictions create a unique, useful and insightful "snapshot" of each location. For example, how many Philadelphians are aware that Eastern State Penitentiary had central heat, running water and flushing toilets before the White House did?

"Philadelphia is a model in cultural collaboration, thanks partly to a dynamic non-profit agency, the Greater Philadelphia Tourism Marketing Corporation."

— *The Boston Globe, January, 1, 2003*

Users can browse the CultureFiles by location, category or special interest. Each file also contains important and practical information such as hours of operation, cost, address and phone number; whenever appropriate, a file links to the attraction's Web site. We strongly urge you to visit the CultureFiles at [www.gophila.com](http://www.gophila.com) to see this new "attraction."



Philadelphia CultureFiles



At Aram Dance Theatre

1995

Edward G. Rendell wins second term as Mayor of Philadelphia, in a landslide victory.

New hotels open: 1,200-room Philadelphia Marriott adjacent to the Convention Center; 419-room Philadelphia Airport Marriott Hotel; 330-room Airport Hilton after a \$3 million renovation.

Philadelphia's Clef Club of the Performing Arts, the oldest African-American musicians' organization and performance space, moves to new location on the Avenue of the Arts.

Center City District initiates routine graffiti removal in Center City, eliminating all graffiti from downtown.

The Independence Seaport Museum opens on Penn's Landing, focusing on the rich maritime history of the Delaware Valley region.

The extraordinary, impressionist collection of the Barnes Foundation tours the world for the first time.

1996

Greater Philadelphia Tourism Marketing Corporation is founded by the City of Philadelphia, the Commonwealth of Pennsylvania and the Pew Charitable Trusts, as a public-private partnership to market the five-county region (Bucks, Chester, Delaware, Montgomery and Philadelphia).

PHLASH—Downtown Loop buses begin service. The bright purple buses offer a comfortable, safe and convenient way to ride to attractions, nightspots, restaurants, hotels and the Convention Center.

Center City District's \$26 million streetscape improvement program installs 1,000 pedestrian light fixtures, 400 new trees and Walk! Philadelphia directional signage.

King of Prussia Mall completes a five-year, \$185 million redevelopment and expansion, making it the second largest mall in the nation.

## GPTMC's partners in the Knowledge Industry Partnership are:

- The Pennsylvania Economy League
  - The Commonwealth of Pennsylvania (Stay Invent the Future)
  - Campus Visit/Philadelphia
  - City of Philadelphia
  - Campus Philly
  - Innovation Philadelphia
  - Greater Philadelphia Chamber of Commerce
- 
- Arcadia University
  - Bryn Mawr College
  - Chestnut Hill College
  - Cheney University
  - Curtis Institute of Music
  - Drexel University
  - Lincoln University
  - Moore College of Art and Design
  - Pennsylvania Academy of the Fine Arts
  - Philadelphia University
  - University of Pennsylvania
  - St. Joseph's University
  - Swarthmore College
  - Temple University
  - University of the Arts
  - University of the Sciences
  - Widener University

**onebigcampus.com**

“This is a great site. I learned so much about the Philadelphia area. It's also helping our college planning immensely. It will most definitely help me and my son out in determining his future.”

— Debbie Premvaree,  
Las Vegas, Nevada

## More Smart Marketing

When students take a campus visit, they are 75% more likely to enroll – for four years – and then hopefully call Philadelphia home. We aren't waiting until senior year to tell students how great Philadelphia is. We are starting early to attract them with the **OneBigCampus** campaign.

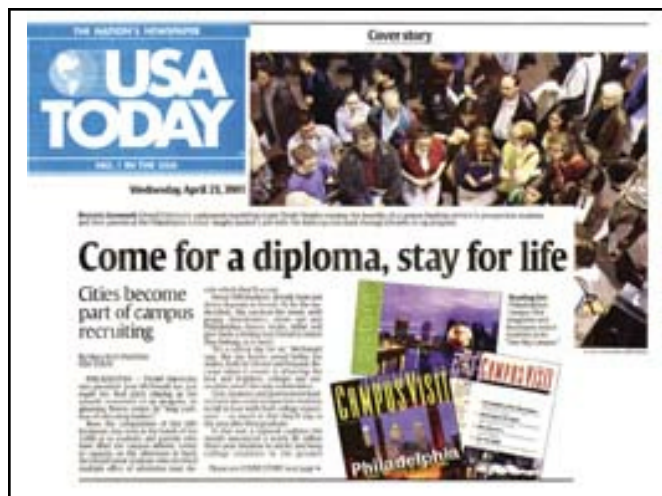
For the past three years, GPTMC, Campus Visit Philadelphia, University of Pennsylvania and 17 regional colleges and universities have been working together to market Philadelphia as a destination for college students. This year, with strong leadership and support from

The Pennsylvania Economy League and secured grant funding from the Commonwealth's Stay Invent the Future campaign, the Knowledge Industry Partnership (KIP) was developed. Now, a three-year initiative positioning Philadelphia as “One Big Campus” – a premier college destination where campus is measured in miles, not acres – is in action. The goal of this initiative is to create positive first-hand experiences throughout the student life cycle (prospective, student, graduate), which in turn leads to a stronger emotional attachment with the area and

ultimately a personal desire to remain after graduation.

GPTMC, a lead associate in the partnership, is charged with developing and managing the **OneBigCampus** marketing, advertising and pub-

lic relations campaign with a two-year \$353,000 Commonwealth grant. The campaign launched on April 8, 2003,



Wednesday, April 23, 2003



University of Pennsylvania campus



with print ads, online placements, radio ads and a press conference whose speakers included Governor Rendell and Mayor Street. The *Campus Visitguide*, with information on events and attractions particularly appealing to college-age students continues, for its fourth year, to be widely distributed to parents, high school students and counselors.



**Online, students, parents, high school counselors, etc. can visit:**

**onebigcampus.com**

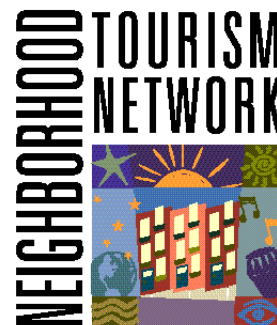


Knowledge Industry Partnership Launch

## Experiencing the Heart and Soul of Philadelphia

**T**he **Neighborhood Tourism Network (NTN)** was introduced in the fall of 2002. The program's twofold goal is:

- to provide access and introduction to Philadelphia's culturally vibrant and diverse neighborhoods through a distinctly different tour experience that includes history, music, dance, theater, food and shopping.
- to provide opportunities for neighborhoods to participate in the tourism industry.



Initially, seven pilot tours were offered over seven consecutive weeks and were promoted in print ads through public relations and on gophila.com. The response was outstanding. Most of the tours sold out, confirming our belief that the neighborhood tour concept was a good one. Post-tour evaluations also confirmed that visitors are eager for unique, content-rich and engaging experiences. Interestingly, a majority of participants were from the suburbs – visitors who welcomed a new perspective on urban life. Fourteen community-based cultural and economic development organizations participated in the NTN, and 44 community businesses provided services and products for the production of the tours. The Public Relations Department generated 82 placements in newspaper, television, radio and

1996 continued...

The Franklin Institute Science Museum and the Please Touch Museum, neighbors on the Benjamin Franklin Parkway, open the outdoor, 38,000-sq. ft. CoreStates Science Park.

The blockbuster Cezanne Exhibition at the Philadelphia Museum of Art attracts a record 548,741 visitors. In addition, Philadelphia hosted the Major League Baseball All-Star Game, resulting in the busiest summer to date.

The 300-seat Wilma Theater opens its new facility on the Avenue of the Arts.

The Avenue of the Arts completes a \$15 million streetscape with patterned granite sidewalk slabs, old-fashioned street lamps, landscaping and granite curbs.

Freedom Theatre completes a \$10 million renovation resulting in a new 300-seat theater, modern classrooms and offices, housing for visiting artists and a design studio.

The 25,000-seat Blockbuster-Sony Music Entertainment Center, currently known as the Tweeter Center, opens across the Delaware River in Camden, New Jersey.

1997

GPTMC launches first regional advertising campaign, "This Is My Philadelphia," tourism increases 7%, with the campaign generating 1.133 million trips to Philadelphia area and total expenditures approaching \$100 million; Philadelphia five-county region becomes "The Place that LOVES YOU BACK."

The 14,000-sq. ft. Hard Rock Café opens underneath the Pennsylvania Convention Center's Grand Hall in the historic Reading Terminal Headhouse. Pennsylvania Convention Center reaches \$1 billion in economic impact, with definite bookings through 2006.

The Philadelphia Fringe Festival debuts. Now an annual event in September in Old City, it offers art installations and cutting edge performances in theaters and alternative spaces.

Philadelphia International Airport completes a \$1 billion Capital Improvement Program, adding new and upgraded terminals, improved baggage delivery, moving sidewalks, expanded ticket pavilion, retail concession mall and improved security checkpoints.



Dream Garden



Mural Arts Program



Art Sanctuary

“When one thinks of Philadelphia, the Liberty Bell and cheesesteak sandwiches readily come to mind, but in our heads, it's the great shopping. This year, three Philly-area spots made it into our list of best new clothing boutiques – more than either New York or L.A.”  
– *Lucky Magazine*, January 2003

Internet, including two series of live television features on NBC 10's program *10 at 10* and twelve Associated Press stories by writer Michael Rubincam that appeared across the country.

In its second year, the program will be expanded to 17 weeks. The gophila.com Web site has a link to Philadelphia Neighborhood tours; visitors can make reservations by calling (215) 599-2295. Funding has come from the Delaware River Port Authority. Participating organizations include: *Art Sanctuary* • *Asian Arts Initiative* • *Asociacion de Musicos Latino Americanos* • *Brandywine Workshop* • *Center City District's Walk Philadelphia* • *Germantown Historical Society* • *Girard College* • *Johnson House Historical Site* • *Mother Bethel A.M.E Church* • *Mummers Museum* • *Philadelphia Chinatown Development Corporation* • *Philadelphia Department of Recreation's Mural Arts Program* • *Philadelphia International Records* • *Poor Richard's Walking Tours* • *Spiral Q Puppet Theater* • *University City District*.

**For tour information, go to  
gophila.com or call**

**215-599-2295**

**Tours depart from Independence  
Visitor Center Saturdays at 10 a.m.**

## Cooperative Advertising Makes Advertising Affordable

**G**PTMC's *Philadelphia and Its Countryside* Cooperative Advertising Program is a cost-efficient way for attractions to have a presence in proven travel or touring publications without incurring large media and production expenses. Participants are formatted under one destination banner; the call to action features one Web site and one phone number, creating an attractive and consistent message and reinforcing our destination brand.



A brochure explaining the three-year program has been produced, and more than 100 individual advertisers have taken advantage of the cooperative advertising opportunity. We offer quality publications targeting the touring market, which can be regionally purchased, as well as AAA *World* and key newspapers in New Jersey and Central Pennsylvania. *Preservation*, a national publication, is also offered. Reader response cards in each publication help track effectiveness; for example, AAA *World* has generated 25,500 reader responses for 30 co-op advertisers to date in 2003.





## Finding a Way to Tell the Bigger Story

**A**dvertorials – paid advertising that is presented in an editorial fashion – and advertising supplements give us the space to tell a more complete “Visit Philadelphia” story.

For example:

- Colorful broadsheet inserts promoting our hotel campaign ran in *USA Today* reaching **1.65 million** readers in Philadelphia, Boston, New York, Washington, D.C. and Baltimore.
- In *Central PA Magazine* three seasonal, **eight-page advertorials** focused on Philadelphia in three ways: as an overnight destination; as a region with special appeal to gardeners; and as an area with wonderful, walkable neighborhoods and Main Streets.



National Liberty Museum

- We developed an eight-page color supplement in Spanish for the weekly newspaper *Al Dia*, which was inserted in editions in Philadelphia, New York and Washington, D.C.
- We created a **four-page insert** for the *Philadelphia Tribune*. The insert appeared in a special supplement marking the arrival of The National Baptist Convention, and reached **200,000** attendees and regular readers.



Philadelphia Tribune

1997 continued...

QVC opens its \$100 million headquarters – Studio Park – in West Chester, Pennsylvania. The premier home shopping TV network begins giving tours of the 80-acre site.

1998

Governor Tom Ridge is re-elected and continues to support funding for the arts and tourism-related efforts.

New hotels open: 193-room Sheraton Rittenhouse Square Hotel; 294-suite Hawthorn Suites Philadelphia at the Convention Center; 152-room Hampton Inn at Philadelphia; 288-suite Embassy Suites on the Benjamin Franklin Parkway.

350-room Hyatt Hotel at Penn's Landing breaks ground.

Canaan and Ancient Israel Gallery opens at the University of Pennsylvania Museum of Archaeology and Anthropology.

The Academy of Natural Sciences presents Dinofest, “The World’s Fair of Dinosaurs.”

The 21,000-seat, \$210 million Comcast-Spectacor First Union Center opens, as the new home to the Philadelphia Flyers hockey team, the 76ers basketball team and the Wings indoor lacrosse team.

The \$7 million overhaul of the Reading Terminal Headhouse is completed, giving the Pennsylvania Convention Center a grand front entrance on Market Street.

Republican National Committee announces choice of Philadelphia for its July 2000 convention.

Groundbreaking for the \$265 million Kimmel Center for the Performing Arts begins in November.

University City creates Third Thursdays event to focus attention on the neighborhood’s international culture, cuisine and entertainment.



Philadelphia Flower Show

“It’s with much enthusiasm that I extend a special appreciation to you and your colleagues for your support and guidance as we implemented our very unique collaborative marketing initiative promoting the Philly’s More Fun campaign, the *Degas and the Dance* exhibition and the Philadelphia Flower Show.”

– J. William Mills, III  
President, PNC Bank  
Philadelphia/Southern New Jersey



## This Experience Brought to You By...

Throughout the year, partnerships and sponsorships extend GPTMC’s marketing efforts by contributing dollars, media or in-kind resources. Our position is unusual because we are both a sponsor of programs and a "property" for which sponsorships and partnerships are sought.

We have developed strategic partnerships with many organizations and corporations in the five-county area. Amtrak and US Airways are hospitality partners that offer cross-marketing, promotional and incentive opportunities. Bucks County Coffee Co. is a corporate partner we worked with to develop the **Philly Overnight™** Blend, created through a regionwide taste testing and given as a gift to all **Philly Overnight™ Hotel Package** guests.

Media partnerships are a natural, and we are fortunate to have worked with *The Philadelphia Tribune* and *Al Dia* on multicul-

tural supplements in the Philadelphia, New York and Washington, D.C. markets. With Comcast, GPTMC negotiated matching advertising opportunities that leveraged the media expenditures and expanded the reach into the Harrisburg, Northern New Jersey, Baltimore and Philadelphia markets.

This spring, a coordinated message was created thanks to a corporate partnership with PNC Bank. In association with PNC, the Pennsylvania Horticultural Society and the Philadelphia Museum of Art, we successfully cross-promoted **Philly Overnight™**, the Philadelphia Flower Show and the Philadelphia Museum of Art’s blockbuster *Degas and the Dance* exhibit.

We will continue to develop innovative ways to fund and promote events and attractions that enrich the experience of Philadelphia and Its Countryside.



Edgar Degas, *Little Dancer, Aged Fourteen*, 1878-81; bronze and fabric, 99 cm. Philadelphia Museum of Art: the Henry P. McIlhenny Collection in Memory of Frances P. McIlhenny. 1926-26-11.



### In 2002, GPTMC printed a record number of publications and seasonal supplements.

General trip planning information was produced as well as special interest brochures and time-sensitive pieces on an as-needed basis. All publications are available in print and online unless otherwise noted:

- Trip Planner (For Visitors)
- Trip Planner (For Residents)
- Lodging and Events Directory (Spring/Summer)
- Lodging and Events Directory (Fall/Winter)
- What To Do On America's Most Historic Square Mile
- Philly's More Fun When You Stay Up Late™ Guide
- Philly's More Fun When You Sleep Over™ Guide
- Philadelphia Neighborhood Tours Brochure
- Campus Visit Magazine (In print only)
- Philadelphia Cruise Schedule (In print only)
- Philadelphia Tourism News (For Tourism Industry Stakeholders – In print only)
- Tourism 2003 Report to the Industry
- Virtual Brochure Rack (Online only)
- GoPhila! E-Newsletter (Online only)
- Philadelphia CultureFiles (Online only)
- Philadelphia Speaks CD-ROM (CD-ROM only)
- Regional Driving Maps

In production for Philly Friends Campaign:

- Brag Book
- Philly Friends Membership Guide
- Tell-a-Friend Card
- Philly Friends E-Newsletter

More publications created by other groups, but spun from our original Trip Planner, include:

- Pocket Guide (For Convention Attendees)
- Twelve Convention Conversion Registration Supplements (To attract Association Attendees)
- A Guide for the Gay and Lesbian Traveler

GOPHILA.COM has grown to include all kinds of new information through the tremendous support from the public relations team, the addition of Web site staff and funding from the Delaware River Port Authority: Philadelphia CultureFiles • more e-mail newsletters • gay and lesbian travel information • African-American attractions and history • information in Spanish • a history section • a sports section • their Virtual Brochure Rack • an expanded press room • research reports • interactive hotel maps and new itineraries that include directions, photographs and nearby dining suggestions.

## Getting Out The Information

Providing the information that potential visitors want is an ongoing challenge, but that's where a well-designed and comprehensive Web site can really shine. Our **gophila.com** Web site is routinely freshened and updated so that information is current. And it's growing all the time. One recent addition is our **Virtual Brochure Rack**. Interested hotels, attractions, cultural institutions and destinations can place their brochures on the site. Site visitors can then download the entire brochure any time day or night, so they have a hard copy of the information in their hands as soon as they want it. We know that 62% of all travel is now planned on the Internet. We are making it as easy as possible for our visitors to plan ahead and for our area attractions to save money on printing and mailing costs.

**VISIT WWW.GOPHILA.COM FOR  
A TEST DRIVE.**



1999

New hotels open: 210-room Marriott Expansion into the Headhouse, adjacent to the 1,200-room Marriott Philadelphia Convention Center; the 318-suite Windsor Hotel; the renovated 569-room Warwick Hotel; the 238-room Inn at Penn; the 250-room Twelve Caesars Hotel and the 500-room Marriott Courtyard.

The Ritz-Carlton, Philadelphia, with 290 rooms adjacent to Liberty Place, becomes The St. Regis Hotel.

Pennsylvania Convention Center completes technology upgrade and becomes one of the most technologically advanced convention centers in the country.

Philadelphia Zoo celebrates its 125th anniversary with the opening of its new Peco Primate Center.

New Peco Lights of Liberty attraction opens, the world's first walkable sound and light show, at Independence National Historical Park.

Philadelphia International Airport and US Airways break ground for \$400 million in new terminals for international operations and regional aircraft.

By August 1999, USAirways' service at Philadelphia increased from 329 flights daily three years ago to 389 flights and from two international flights three years ago to seven daily.

The new Cruise Ship Terminal at the Philadelphia Naval Business Center opens.

New 1% hotel tax increase to permanently fund GPTMC's tourism marketing efforts is passed by City and State.

The Prince Music Theater opens after a \$7.5 million renovation of an historic theater on Chestnut Street; the theater presents festivals, premieres, repertory film series and family programs.

Philadelphia is the mural capital of the country with 1,874 murals.

Historic Philadelphia Inc.'s 1999 season features the following historic entertainment: The Liberty Tones, an 18th-century singing group; The Colonial Fife and Drum Corps; and a re-enactment of Ben Franklin "recruiting" children into the Continental Army.

# For Press, SEEING IS BELIEVING

Since 1999, GPTMC has made a concerted effort to court journalists through our Visiting Journalists Program. Working with restaurants, museums, attractions, hotels and convention and visitors bureaus, we design itineraries that showcase places of interest to visiting press. As the gracious host, we often develop group press trips. For example, a PrideFest press trip and a tour of regional gardens were held in May 2002; in the Fall, an Arts & Artisans press trip visited regional attractions such as the Wharton Esherick Studio & Museum; a Degas press trip included a visit to the Barnes Foundation.

As a result of individual and group visits, articles appeared in national magazines such as *House & Garden*; *Out*; *The Advocate*; *Country Home*; *AAA Car & Travel*; *Parenting*; *Diversion*. Also, newspapers including *The New York Times*, *Boston Globe*, *Washington Post* and the *Asbury Park Press*. In a 12-month period, GPTMC hosted over 100 writers from a variety of media outlets, including those who attended the Society of American Travel Writers Joint Chapter meeting held in Philadelphia April 28 - May 4, 2003. This meeting was another opportunity to strut our

stuff. "Quirky Philadelphia," "Philadelphians and the Underground Railroad," "Hot Tables: The Restaurant Scene" and "Shopping: Made in Philly" were among the eight tours created and offered to conference goers. Pre- and post-conference tours to Brandywine Valley, Valley Forge, Lancaster and Bucks County were also coordinated and offered. We made sure the group had plenty to do, plenty to photograph, plenty to choose from and plenty to write home about.



Sunday, December 15, 2002



Friday, October 18, 2002



Wednesday, November 20, 2002



## NOW AVAILABLE IN THE PUBLIC RELATIONS TOOLBOX:



- New Philadelphia and Its Countryside Photographic Images CD
- Photo library of 15,000 slides and digital images (including CultureFiles photos)
- Online pressroom with high- and low-resolution photos, [gophila.com/pressroom](http://gophila.com/pressroom)
- Day-of-event posting of photos and news releases in the News Photos section
- 80 minutes of b-roll, including 180 sites and activities
- Growing collection of niche category photos including architecture, gay and lesbian travel, neighborhoods

## A BRIGHT - AND BUSY - FUTURE In the Works

To enhance our region's image internationally, we have planned an Eisenhower Fellowship Exchange/Foreign Consulate Event for the weekend of October 2-4, 2003. With funding from the Delaware River Port Authority, we have embarked on a three-year program to promote the international initiatives of our cultural institutions. Strategies include partnering with arts institutions that have upcoming international exhibitions and

leveraging performing arts organizations that tour worldwide. For example, we are collaborating with the **Philadelphia Orchestra to develop a Philadelphia road show that will coincide with the orchestra's May 2003 Tour of Americas, 2004 European tour and 2005 Asia tour.**



Wolfgang Sawallish conducting the Philadelphia Orchestra



The Philadelphia Orchestra with Music Director Wolfgang Sawallish in Verizon Hall at the Kimmel Center for the Performing Arts

### 1999 continued...

Greater Philadelphia First releases its annual report on regional economic benchmarks, calling the Hospitality and Tourism sector the region's third largest and one of its "most significant growth industries."

### 2000

- Newly-elected City of Philadelphia Mayor John F. Street takes office in January.
- Hotels open: 300-room Hotel Sofitel; 330-room The Ritz-Carlton, Philadelphia; 279-room Hilton Garden Inn; 585-room Loews Philadelphia.
- National Liberty Museum opens in historic district.
- NCAA Women's Final Four in March draws 40,000 fans to the city.
- Republican National Convention brings 20,000 delegates and guests and 15,000 media representatives.
- Philadelphia Orchestra celebrates its centennial year with year-long festivities.
- President Clinton is on hand for the groundbreaking of the National Constitution Center on Constitution Day, September 17. Center is to open on July 4, 2003.
- Millennium Philadelphia continues with an 18-hour celebration on December 31 commemorating the centennial of City Hall and the Mummers.

### 2001

- Hotels open: 350-room Hyatt Regency Philadelphia at Penn's Landing; 24-room Inn on Locust; 200-room Hampton Inn.
- The Philadelphia Museum of Art celebrates its 125th anniversary with a series of special exhibitions, programs and events throughout the year.
- The best-preserved archaeological find in an urban American area is discovered on the grounds of what will soon be the National Constitution Center.
- The William Penn Foundation issues an \$887,095 grant to GPTMC in April for "CultureFiles," an online inventory of the region's arts and cultural offerings, to increase the marketing capacity of regional attractions.

## Fiscal Year 2003 Grantees

- African American Cultural Extravaganza
- American Helicopter Museum
- Arden Theatre Company
- Art Sanctuary
- Asociación de Músicos Latino Americanos
- Avenue of the Arts, Inc.
- Bucks County Conference & Visitors Bureau
- Celebration of Black Writing
- Eastern State Penitentiary Historic Site
- Equality Forum
- Father's Day Rally Committee
- Girard College
- Historic Yellow Springs
- Johnson House Historic Site
- Mural Arts Program
- ODUNDE Festival
- Office of the City Representative, Office of Arts & Culture
- Old City Arts Association
- Penn's Landing Corporation
- Philadelphia Art Alliance
- Philadelphia Chinatown Development Corporation
- Philadelphia Fringe Festival
- Philadelphia Gay & Lesbian Theatre Festival
- Philadelphia Museum of Art
- Philadelphia Sculptors
- Rosenbach Museum & Library
- The Kimmel Center for the Performing Arts
- The Philadelphia Orchestra
- University City District
- Valley Forge Convention & Visitors Bureau
- William Brinton 1704 House & Historic Site
- William Way Community Center
- Woman's Board of Pennsylvania Academy of the Fine Arts
- Wood Turning Center



The Kimmel Center for the Performing Arts

## The Gift of Giving

For fiscal year 2003, GPTMC awarded 34 Philadelphia-area organizations a combined **\$334,034** for projects that show potential to increase tourism in the region. GPTMC grants provide regional organizations the ability to expand their advertising. GPTMC further enhances every grant dollar with public relations, cooperative advertising and Internet support.

An additional **\$177,205** was allocated to multicultural marketing initiatives, including creating a

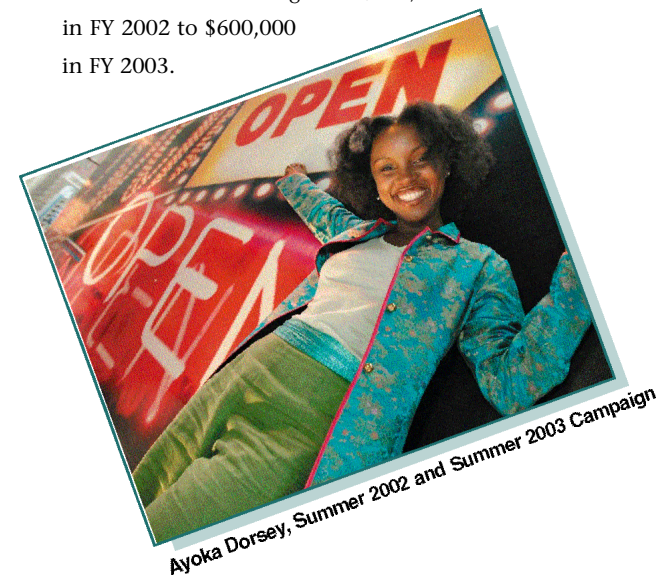
special multicultural section of gophila.com, investing in the Neighborhood Tourism Network and launching a new multicultural advertising campaign in print and broadcast media outside the market.

Since 1997, GPTMC has awarded **161** grants totaling **\$3.1** million, which have been leveraged to generate an additional **\$4** million in advertising.



## Expanding the Message

Philadelphia has been a pioneer in multicultural marketing, and we are committed to building on this tradition and reaching a position as one of the top-five destinations for multicultural tourism. 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 "main-stream" media are the better solution. GPTMC has chosen to follow both paths. As part of a three-year initiative, electronic and print advertising, as well as Web content and public relations will be significantly expanded. In fact, GPTMC nearly doubled its investment in multicultural marketing from \$330,000 in FY 2002 to \$600,000 in FY 2003.



Ayoka Dorsey, Summer 2002 and Summer 2003 Campaign

In the 2003 Summer campaign additional television and radio spots are being shown in Baltimore and Washington D.C. speaking directly to the African-American market.



## Research Helps Us To Plan

We know that travel trends are for shorter, more affordable trips, perhaps staying closer to home and spending more time with friends and family. Travelers are frequently choosing to drive rather than fly and are looking for "authentic" travel experiences and destinations with a unique sense of place. "Value" is a sought-after travel feature that we hear about time and again.

Philadelphia and Its Countryside – with 25% of the United States population less than a day's drive away – is in an excellent position to reach these travelers. Based on what we've learned about post-9/11 travel, our marketing strategy is fundamentally strong. We will continue to build our brand, communicating the benefits of a scenic and beautiful destination that's rich in history and culture – well worth an extended overnight stay. Marketing support for new attractions and seasonal events, such as the opening of the National Constitution Center and visiting exhibits at the Philadelphia Museum of Art, will be generous and collaborative.

Simultaneously, we are continually researching new and innovative



National Constitution Center

ways to promote the one-of-a-kind projects that make our region appealing and original. Plans include a greater focus on niche markets with customized invitations to African-Americans, Latinos, university students, gay and lesbian travelers, senior travelers and families. We're also addressing the newly identified "girlfriends" market, which includes groups of women of all ages, as well as mothers and daughters.

We continue to work with our partners to create hotel packages that are attractive to consumers, successful for the hotel community and representative of the best business practices of the day. GPTMC will continue to meet ambitious goals for marketing Philadelphia tourism.

## Philadelphia Tourism 1997 – 2001

The events of September 11 and its aftermath have shown in a powerful and convincing manner the critical role tourism plays in the economic well-being of our nation.

Over the past six years, Philadelphia and Its Countryside has profited enormously from the attention and resources devoted to marketing the region as a premier tourist destination. This emphasis has had a dramatic and impressive effect on the area's economy.

It also has helped produce a positive perception of the region and has been an important component of Philadelphia's resurgence. Besides attracting visitors, expanding tax revenues, and boosting employment, an improved image helps attract students to the universities and new businesses to the area. The increase in tourism also has a spillover effect on the local resident's quality of life. The same upscale restaurants, cultural events and retail operations that tourists support are

available to residents.

The momentum continues to build. More leisure tourists are visiting, and they like what they see.

Excerpted by permission from  
PHILADELPHIA: Tourism Promotion Analysis.  
Prepared by Parter International, Inc. 2002.

## 2001 continued...

Philadelphia hosts ESPN's X Games, the world's premier and original summer action sporting event for the first year of two-year contract to be completed in August 2002.

In mid-September, Mayor John F. Street challenges the hospitality industry to create a \$3.6 million marketing program to speed the region's short-term recovery after the September 11 attack on America. The result was the Philly's More Fun When You Sleep Over™ marketing campaign, featuring the Philly Overnight™ Hotel Package. From November 16, 2001 through March 31, 2002, the package generated 37,162 room nights and was the most successful hotel recovery plan in the country.

Regional, \$38 million Independence Visitor Center opens in November at Independence National Historical Park.

The \$265 million Kimmel Center for the Performing Arts opens in December on the Avenue of the Arts.

Mummer string bands collaborate with the hospitality community to create and launch a month-long Winter Mummerland Festival, in which Mummers ride through town on illuminated floats four nights per week between Thanksgiving and New Year's Eve.

## 2002

Philadelphia hosts the NBA All-Star 2002, a weekend-long event featuring the NBA All-Star game, Jam Session, All-Star Saturday and an All-Star Shootout.

The Multicultural Affairs Congress officially launches its travel Web site designed specifically to attract people of color to the Philadelphia region.

The Residence Inn by Marriott Center City Philadelphia opens in a landmark building.

A stabile by Alexander "Sandy" Calder is placed on the Benjamin Franklin Parkway on the site where the Calder Museum will be built. Japanese Architect Tadao Ando will design the 35,000-sq. ft. museum, set to open in 2005.

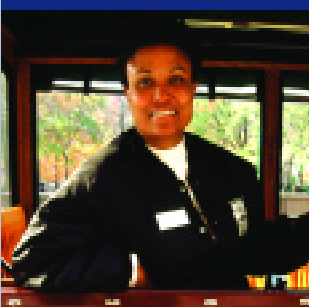
The Delaware River Port Authority approves grants to the Philadelphia Convention and Visitors Bureau and the Greater Philadelphia Tourism Marketing Corporation for international marketing.



Independence Visitor Center



FourSeasons Hotel



Philadelphia Trolley Works

## 2001 RESEARCH RESULTS

### Travel and Tourism in Pennsylvania

- Tourism is the #2 Industry in Philadelphia and Pennsylvania, and a critical contributor to regional spending and employment.
- According to TIA, Travel Industry Association of America, every \$71,478 spent by travelers directly supports one job.

	Pennsylvania	Philadelphia/Countryside
Visitor Spending	<b>\$19,500,000,000</b>	<b>\$5,300,000,000*</b>
Employment	521,480	125,070

\*Includes daytrippers and overnight visitors.

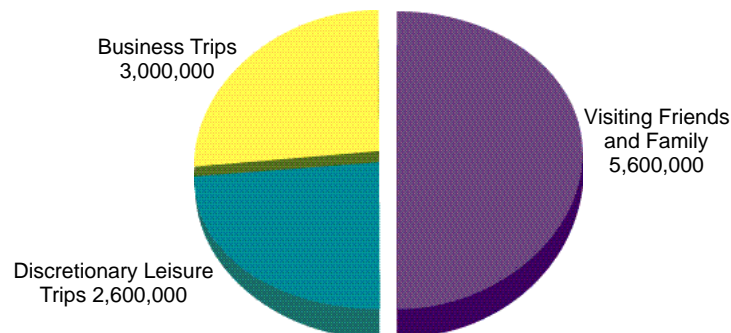
Pennsylvania & Philadelphia information from D.K. Shifflet & Associates 2000; Industry ranking from Pennsylvania Economy League.

## LONGWOODS INTERNATIONAL 2001 RESEARCH

### Travel Volume and Spending

- Leisure travel to Philadelphia was up 5% in 2001 against 2000 and up 14% against 1999 despite the recession and the 9/11 attacks.
- Spending by leisure visitors to Philadelphia increased slightly, up \$16 million in 2001 against 1999. More travelers are coming to Philadelphia but each one is spending less due to economic slowdowns and resulting lowered industry prices.

#### 11.2 Million Overnight Trips in 2001

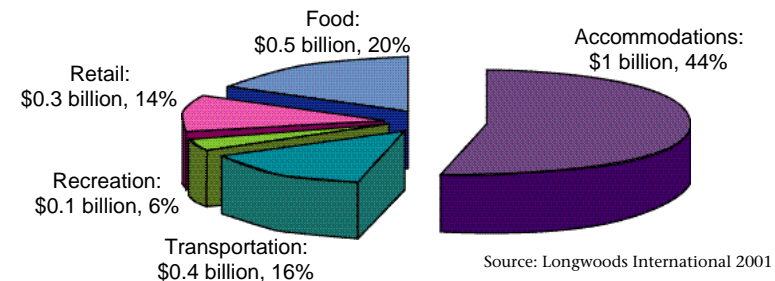


Up from 10.4 million overnight trips in 1997

Source: Longwoods International 2001

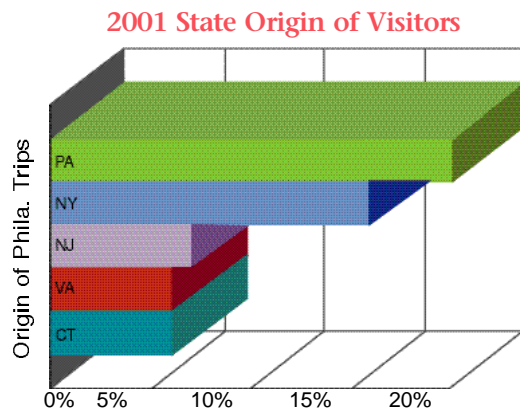
### 2001 Five-County Philadelphia Area Overnight Travel Expenditures

**Total = \$2.3 Billion**



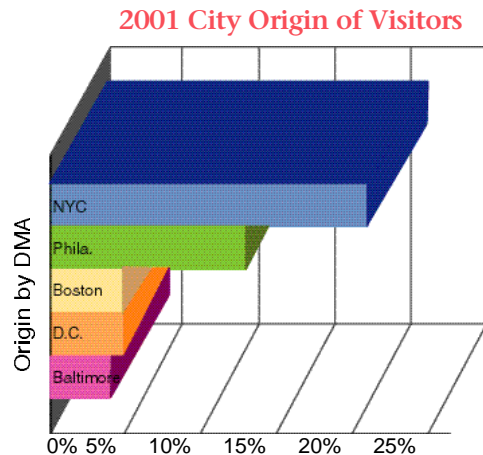
- Business-pleasure trips were down, from 21% to 8% because of nationwide decline in business travel.
- Most travelers come to Philadelphia by car (67%), and more come by bus (15%) than by plane (12%), reflecting the dominance of the region.
- In 2001, half of all overnight trips were to visit friends and family.
- Friends and relatives were the third leading source of information for trip planning.
- Information Sources used for Trip Planning are in the following descending order: Past personal experience • Internet/online services • Advice from friends/relatives • Hotel/resort • Books • Toll-free number • Magazines • Local visitors bureau • Auto Club





Visitors continue to come from the close-in market. Pennsylvania was the #1 Origin of Leisure Visits to Philadelphia.

Source: Longwoods International 2001



The Philadelphia region was second only to New York City as the origin of visitors to Philadelphia.

*\*Note: Designated Marketing Areas are determined by media markets and often cross state lines. Delaware and southern NJ are part of the Philadelphia DMA. Northern NJ is part of the NYC DMA.*

Source: Longwoods International 2001

### Philadelphia Fared Best Among First-Tier Cities

While the U.S. lodging industry suffered a setback in 2002, Philadelphia area hotels experienced an increase in revenue per available room (RevPAR), average daily room rate (ADR) and hotel occupancy. As compared with 2001, Philadelphia fared best among first-tier cities.

Up 3.9% in RevPAR to \$62.73;  
Up 0.7% in ADR to \$96.95;  
Up 3.2% in occupancy to 64.7%.

During the same period, the U.S. market experienced:

Down 2.5% in RevPAR to \$49.23;  
Down 1.5% in ADR to \$83.15;  
Down 1% in occupancy to 59.2%.

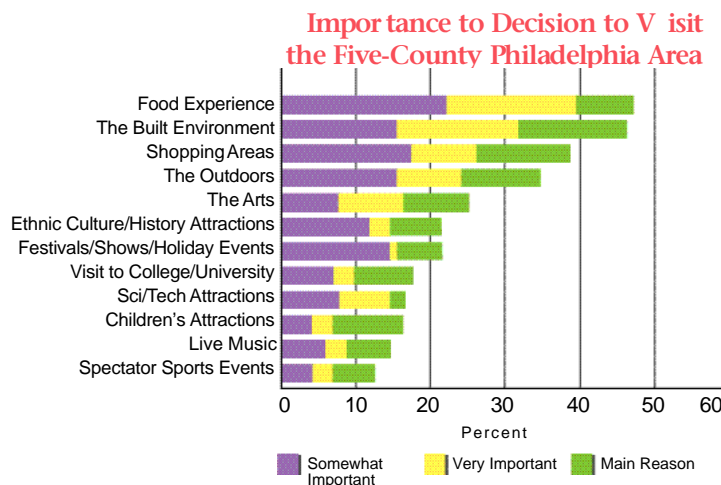
Source: Smith Analytics, LLC

## Trip Experiences

Four areas of experiences are most important to Philadelphia's leisure visitors, both to their decision to come to Philadelphia and to their enjoyment of their visit:

1. The top experience is the food culture of the city, with almost half the visitors (48%) rating it at least somewhat important. Among food experiences, fine dining and unique local foods are about equally important.
2. Second is the architecture and neighborhoods of the city (the built environment), with almost as many visitors (47%) rating it at least somewhat important.

Neighborhoods visited include all of Center City, but particularly • the Liberty Bell • Independence Hall • South Street • Penn's Landing • Rittenhouse Square • Old City • University City, and • Main Street in Manayunk.



Other clusters of experiences also contribute to the city's appeal, including Ethnic Culture and History, Festivals and Holiday Events, Visits to Colleges and Universities, Children's Attractions, Live Music, Spectator Sports Events and Science and Technology Attractions.

Source: Longwoods International 2001

## 2002 continued..

In June, GPTMC launches Philly's More Fun When You Stay Up Late™ and the Philly Triple Night Hotel Package, the first campaign to package summer nights in Philadelphia.

The Philadelphia Neighborhood Tourism Network, an element of the Philly Friends and Family™ Campaign, creates cultural immersion tours in six neighborhoods.

GPTMC kicks off the Philly Friends and Family™ Campaign, providing residents with a tourism tool kit to encourage regional visitation and overnight hotel stays. The program, funded by the Delaware River Port Authority, devotes \$3 million to advertising and \$1 million to product development over three years.

The Greater Philadelphia Cultural Alliance launches a new consumer Web site, [www.PhillyFunGuide.com](http://www.PhillyFunGuide.com), offering up-to-the-minute information about leisure time activities in the Greater Philadelphia region.

Petition begun to relocate the Barnes Foundation from Merion, Pennsylvania, to (or near) the Benjamin Franklin Parkway in Center City Philadelphia. The petition to relocate will be heard in Montgomery County Orphans Court, debating the intentions of Dr. Albert Barnes' will. The Pew Charitable Trusts, Lenfest Foundation and other foundations commit to raising \$150 million for the project.

On October 22, Carnival Cruise Line's "Legend" sails into Philadelphia to pick up passengers for a six-day cruise to Bermuda. This sailing launches CruisePhilly, an initiative to market Philadelphia as a cruise port.

Former Mayor Edward Rendell is elected Governor of Pennsylvania.

In November, the Philly's More Fun When You Sleep Over™ marketing campaign and the Philly Overnight™ Hotel Package return. The \$2 million campaign includes more than 60 hotels in the city and countryside and runs from November 22 through March 30, 2003.



Pat's Steaks



Antique Row, Pine Street



Philadelphia Phillies

3. Third is shopping of all kinds, rated at least somewhat important by 39% of leisure visitors.

The largest number of visitors shopped in discount shopping malls, boutiques, clothing stores, neighborhoods, South Street, the Italian Market, Antique Shops, Jeweler's Row, Rittenhouse Row, New Hope and Peddler's Village.

4. And fourth is the natural scene – the outdoors, parks, scenic walks and drives – which was rated at least somewhat important by 35% of leisure visitors.

Just walking or driving around enjoying the scenery was the leading attraction here. Specific settings such as Valley Forge, Fairmount Park, Longwood Gardens, and Boathouse Row were also visited.

It is important to notice that even among these "big four" experiences, none is important to more than half the visitors. It takes multiple experiences to attract and satisfy visitors.

## Image

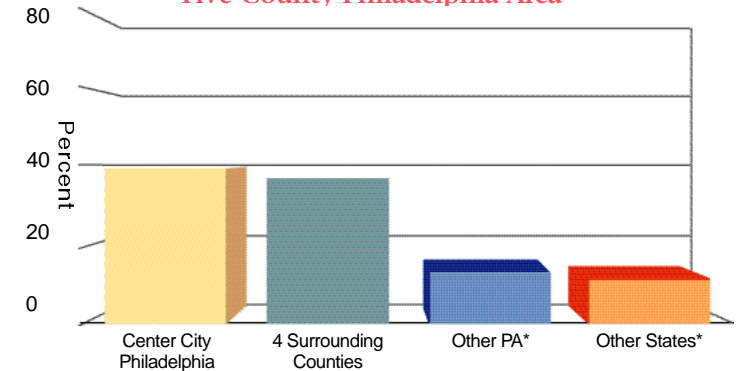
- Travelers are attracted to destinations they see as (beginning with the most important and working down) good for adults and couples • exciting • good family destinations • good places for sightseeing • popular places • unique places • places with good entertainment • worry free places, luxurious places, affordable places • places with good sports and recreation, and
- places with a good climate.

• With regard to the most important motivators, Philadelphia occupies a middle position in the minds of travelers among its competitors, below Boston and Washington, D.C. but above Baltimore, Richmond/Williamsburg and Chicago. New York City is a unique destination in a category of its own, more like Florence and Paris.

• Philadelphia's advertising is improving its image. Those who saw advertising rate Philadelphia higher than others do.

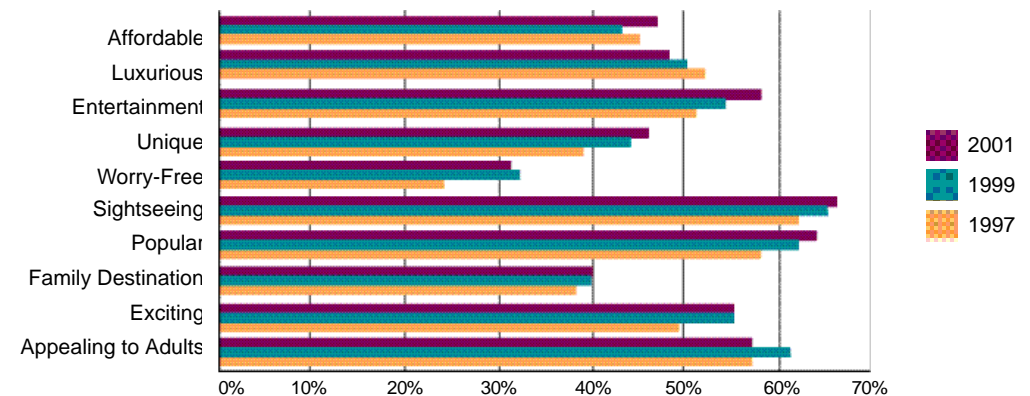
- People who have visited Philadelphia rate the city higher than those who have not visited – which indicates good product delivery and is promising for repeat visits. **This is important because it is less costly to get a return visitor than it is to attract a new visitor!**

## Main Destination on Trips to the Five-County Philadelphia Area



\* Trip included the Five-County Philadelphia Area but another location was main destination  
Source: Longwoods International 2001

## Five-Year Improvement in Image of Philadelphia



Philadelphia's image has continued to improve, with surveyed travelers more likely to agree that Philadelphia is a destination that is entertaining, unique, popular, exciting and worry-free.

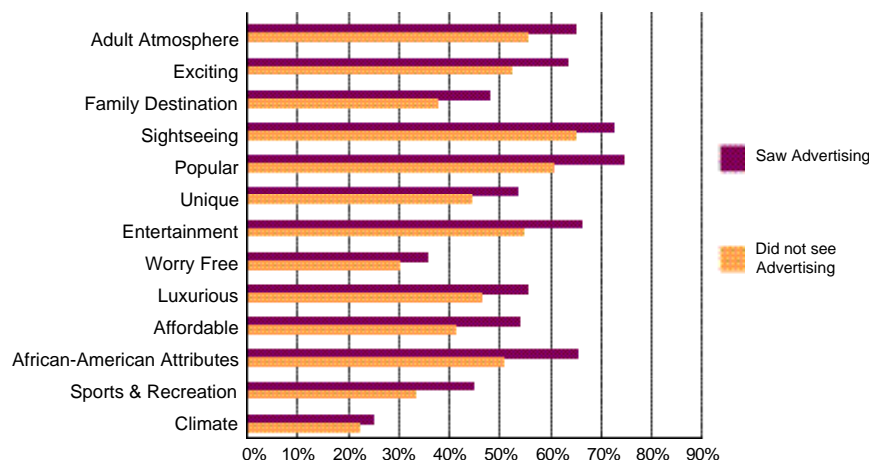
Source: Longwoods International 2001



## R.O.I. Return on Investment

- Advertising placed by GPTMC in 2001 generated \$281 million in visitor spending, versus only \$3 million spent on media. Each dollar spent on media yielded almost \$94 in spending.
- The most effective campaign was the Philly Overnight™ campaign, which generated \$139 million in expenditures for \$1.2 million in media, for a return of \$116 for each media dollar.
- Second most efficient was the general advertising GPTMC carried out, such as the cooperative advertising in magazines and newspapers, which generated \$19 million in visitor spending with \$304,000 in media, for a return of \$63 per dollar of advertising.

## Advertising's Impact on Image of the Five-County Philadelphia Area



Potential travelers who have seen Philadelphia's advertising rate Philadelphia higher than those who have not, with results nearly identical to the image of Philadelphia among visitors to the city.

Source: Longwoods International 2001

## Additional Research Available on GoPhila.com\*

Since its founding, GPTMC coordinates a comprehensive research program including the five broad areas listed below.

**Head Counting:** Conducted annually, this research is used to determine the size, shape and character of Philadelphia's visitor market and hotel occupancy, in addition to tracking emerging trends. State data is compiled by Pennsylvania's Department of Community and Economic Development, while national trends are compiled by the Travel Industry Association of America. Hotel data is reported by Smith Travel and further trend analysis is done by Parter International and Longwoods International.

**Market Mapping:** Provides more in-depth data on the region's visitors, including: who they are, where they live, why and where they visit and where they spend their money. These customized reports are extensions of the commissioned summary reports. TravelPlace.com has provided ongoing analysis and trend reports.

**Data Mining:** This research digs deeper by returning to the accumulated data from current and past studies to gain further understanding of visitor patterns for use in marketing efforts.

**Keeping in Touch:** Qualitative research, including focus groups and intercept interviews to "take the pulse" of our visitors and their response to the experiences Philadelphia offers.

**Bean Counting:** Ongoing and ad-hoc studies conducted to determine the economic impact of tourism and tourism spending with breakouts by visitor and economic sectors. Effectiveness and impact of advertising and marketing are also measured.

\*For additional reports, trends and impacts, please visit us on the Web at [www.gophila.com/research](http://www.gophila.com/research) or call us at (215) 599-0776.

## U.S. Travel & Tourism Industry's Impact on the National Economy

- 18 million total jobs – that's one of every seven people;
- \$174 billion in payroll income directly generated by travel;
- \$98.7 billion in tax revenue for local, state and federal governments;
- \$936 more in taxes would be paid by each U.S. household without the tax revenue generated by tourism;
- \$537.2 billion total expenditures;

Spending by travelers in the U.S. averages \$1.5 billion a day, \$61 million an hour, \$1 million a minute and \$17,000 a second.

Source: Travel Industry Association of America 2002 (TIA)

## 2003

CultureFiles launches in March with online descriptions of 400 cultural organizations.

The Phillies play their last season at the Vet.

The Philadelphia International Airport opens new international terminal, which adds 13 gates to the seven used for overseas flights.

The Fairmount Waterworks set to open in fall.

The 18th Jam on the River returns to the Great Plaza on Memorial Day Weekend.

Also, Ride the Ducks, a unique land-to-water tour, which takes passengers on a guided journey through historic Philadelphia to the Delaware River, debuts.

The \$185 million National Constitution Center opens on July 4 on Independence Mall.

Lincoln Financial Field, new 68,000-seat home to the Philadelphia Eagles, opens with a soccer match between Manchester United and FC Barcelona on August 3. Eagles play first game, versus Tampa Bay, September 8.

In the Fall, the \$12.6 million Liberty Bell Center opens near Chestnut St. between 5th & 6th Sts.

The Army/Navy game returns to Philadelphia for the next four out of five years.

## 2004 and Beyond

There are many challenges and many opportunities to come. Working together we can minimize the obstacles and maximize our strengths.

# The 'Greater' Part Of Greater Philadelphia

## OUR BEAUTIFUL COUNTIES

*As we market the region, we are fortunate to have so many wonderful stories to tell. Together, we are one incomparable destination.*

### Delaware County's Brandywine Conference and Visitors Bureau

“Having the opportunity to partner with GPTMC and my colleagues in the countryside to promote the diversity of the region through programs like AAA has been extremely effective and affordable. This relationship has clearly been a winner for the bureau and its members, but more importantly, a winner for the thousands of guests who discover Philadelphia's Countryside every year as a result of this marketing initiative.”

– Blair Mahoney, Executive Director

#### Delaware County's Brandywine Conference and Visitors Bureau

One Beaver Valley Road

Chadds Ford, PA 19317

Toll Free: (800)343-3983

Phone: (610)565-3679

Fax: (610)565-0833

E-mail: [bcbv@brandywinecvb.org](mailto:bcbv@brandywinecvb.org)

[www.brandywinecvb.org](http://www.brandywinecvb.org)



Chadds Ford Winery, Delaware County



Fonthill, Bucks County

### Bucks County Conference & Visitors Bureau, Inc.

“Working together under the banner of Philadelphia and Its Countryside, we have given our visitors a new awareness of the exceptional travel product offered throughout the region and instilled in them a desire to return again and again. Specialty programs like Philly Friends, the Culture Files, and our cooperative marketing campaigns make Philadelphia and Its Countryside one of the strongest regional destination marketing programs in the country.”

– Keith Toler, Executive Director

#### Bucks County Conference & Visitors Bureau, Inc.

3207 Street Road

Bensalem, PA 19020

Toll Free: (800) 836-BUCKS

Phone: (215) 639-0300

Fax: (215) 642-3277

E-mail: [bccvb@bccvb.org](mailto:bccvb@bccvb.org)

[www.buckscountycvb.org](http://www.buckscountycvb.org)

To view GPTMC's 2004 Marketing Plan, visit [gophila.com/marketingplan](http://gophila.com/marketingplan).

### Chester County Conference And Visitors Bureau

“GPTMC's consumer advertising, whether in print or on electronic outlets, has consistently mentioned and shown images of the four suburban counties, Philadelphia's 'Countryside'. This even-handed treatment not only helps showcase suburban areas like Chester County, but provides potential visitors to the city with additional tourism opportunities to consider, and causes them to entertain a longer stay.”

– Jesse Walters, Executive Director

#### Chester County Conference And Visitors Bureau

400 Exton Square Parkway

Exton, PA 19341

Toll Free: 800-228-9933

Phone: 610-280-6145

Fax: 610-280-6179

[bcbv@brandywinecvb.org](mailto:bcbv@brandywinecvb.org)

[www.brandywinevalley.com](http://www.brandywinevalley.com)



Devon Horse Show, Chester County

### Valley Forge Convention and Visitors Bureau

“Over the past several years since its establishment, GPTMC has consistently and progressively added value to the efforts of the suburban counties to attract visitors. Effective cooperative advertising opportunities and innovative programs such as the recently introduced CultureFiles, have made it more efficient for our convention and visitors bureaus to partner regionally toward common goals, while still selling our unique features and benefits and lodging products.”

– Paul Decker, President

#### Valley Forge Convention and Visitors Bureau

600 W. Germantown Pike

Plymouth Meeting, PA 19462

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[www.valleyforge.org](http://www.valleyforge.org)



Valley Forge Park, Montgomery County