

TOURISM 2007 REPORT TO THE INDUSTRY

Philadelphia and The Countryside™

MARKETING GETS PERSONAL



Greater Philadelphia Tourism Marketing Corporation

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Bucks • Chester • Delaware • Montgomery • Philadelphia Counties





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Tourism 2007: Report to the Industry

MARKETING GETS PERSONAL

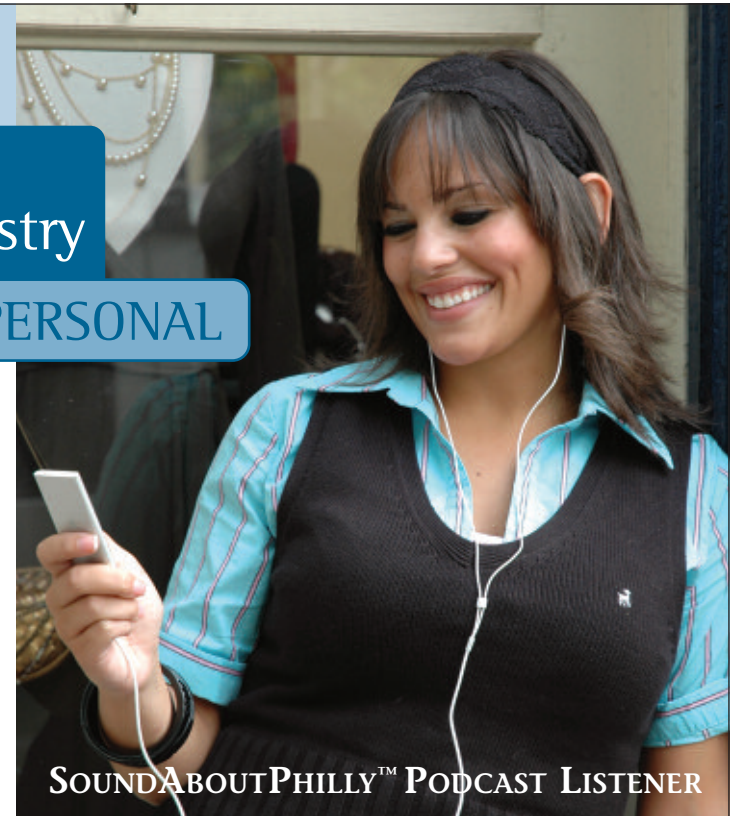


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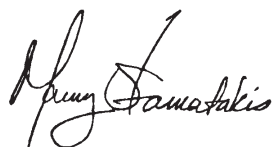
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EXECUTIVE MESSAGE

Philly's more fun when you have great stories to tell, and in Philadelphia the options are countless. At GPTMC, we've spent the last year telling the new Philadelphia story to new people in a new way. We've tailored our marketing efforts so they're more personal, more relevant and more effective than ever before. Going forward, we'll continue to tell potential visitors that **Philly's More Fun When You Sleep Over®**, but we'll also woo them with the many other reasons why Philly's more fun.

Throughout *Tourism 2007*, we report on what we've done over the past year and what our vision is for the future. We tell our story through testimonials from our colleagues, quotes from the media and photos of our ever-evolving region. Where there isn't room to tell the entire story, we invite you to visit gophila.com for more.

One thing is certain: we couldn't do the work that we do without you. We thank you for your support over the last year, and we hope that we all continue to work together to build and tell the new Philadelphia story.



Manuel N. Stamatakis
Chairman



Meryl Levitz
President and CEO



PENN RELAYS



GPTMC's top 10 strategic issues fall into three categories:

1. Marketing new attractions and the new Philadelphia as it grows
2. Staying ahead of the curve in using technology and communication vehicles to reach consumers effectively
3. Sustaining the investment in marketing Philadelphia in order to continue to generate such strong economic results from tourism

STRATEGIC PLAN

Last year, 2006, marked GPTMC's 10th anniversary and the end date of our last five-year strategic plan. Over the last year, GPTMC set about creating a new strategic plan to bring us into our second decade, with the help of Maureen Craig, Consumer Insights and Brand Strategy. The plan reviews how GPTMC works internally to meet its goals and envisions a future for marketing Philadelphia building off of our recent landmarks:

- A 55% increase in overnight leisure tourism from 1997 to 2005
- Growing buzz about Philadelphia as a destination
- Expanded tourism products

What Does the Plan Do?

- **Reaffirms Our Mission:** GPTMC makes the Philadelphia region a premier destination through marketing and image building that increases business and promotes the region's vitality.
- **Articulates Our Organizational Values:** GPTMC is an entrepreneurial, professional, collaborative and customer-focused organization with a can-do attitude.
- **Identifies Our Brand's Components:**
 - **Fun:** Philly satisfies consumers' perennial desire for good times. Fun also helps reposition historical assets into a modern, appealing context.
 - **Authenticity:** As the American marketplace becomes increasingly commoditized (a Starbucks on every corner and a Gap next to every Starbucks), Philadelphia offers a contrast where everything is real, from the Liberty Bell and Independence Hall to the locally owned boutiques, bring-your-own-bottle (BYOB) restaurants and unique art galleries that populate our distinctive neighborhoods.
 - **History:** We embrace the meaning of Philadelphia's history—liberty, democracy and independence—when we invite visitors to see the historical icons we have.
 - **Accessibility:** With so much to do in a relatively small area, a wide range of product price points and a central location, accessibility is a real competitive strength for Greater Philadelphia.
 - **Discovery:** Discovery takes "fun" to a greater level of depth. Consumers seek experiences that have unique textures and give them a special story to tell. In Philadelphia's case, so much of what we offer is the unexpected moments, the little gems you discover while exploring the city.
 - **Our Approach to 10 Strategic Issues of the Next Few Years:** The expanded and unobstructed Independence Mall, new attractions and the introduction of casinos all generate potential marketing opportunities. And new ways of communicating with consumers present new opportunities for generating interest in and visits to our region.

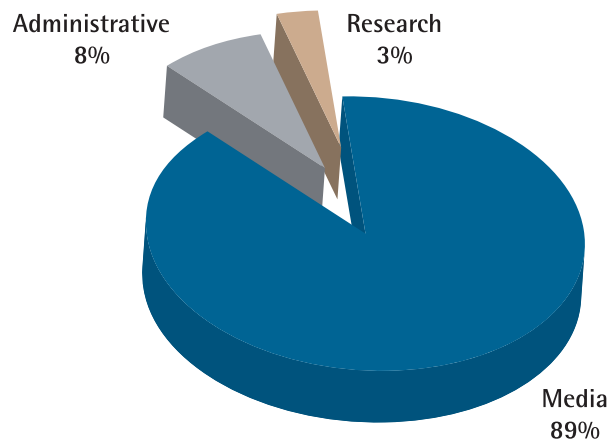
MARKETING PLAN

GPTMC's current marketing plan is based on 13 strategies that build on past programs and emerging opportunities. In all of our campaigns, we use the following strategies:

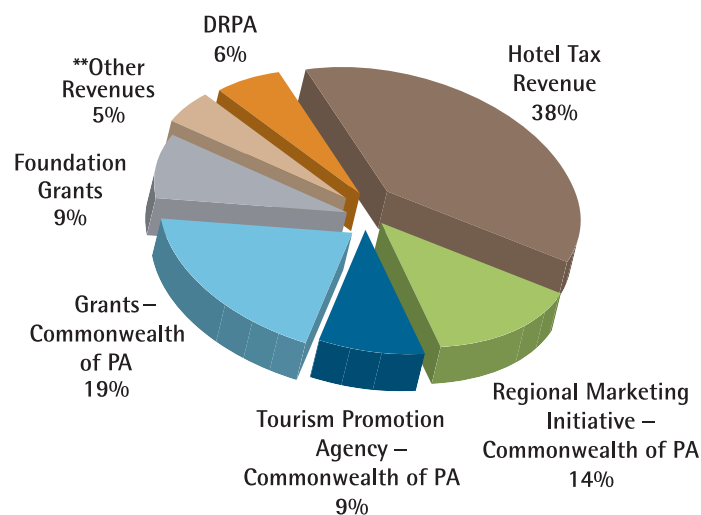
1. **Brand and position Philadelphia as a premier destination** with so much to do, focusing on its fun vibrant side, its thriving neighborhoods, its outdoor opportunities and its arts, entertainment and history.
2. **Promote Philadelphia in highest-yield and growing consumer markets**, focusing on trip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



Fiscal Year 2006 Expenditure Allocations



Fiscal Year 2006 Funding Sources



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

THE BIG PICTURE

What We Do

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

What We Mean by Philadelphia

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

What We Mean by Tourism Marketing

Making the region a star destination through the following:

- Advertising in print, television, radio, outdoor and online
- Brand development
- Consumer and media relations
- Consumer collateral materials
- Cooperative marketing program
- Cultural tourism marketing
- Event-based marketing
- **Gophila.com**
- Hotel packaging
- Image building
- Partnerships, promotions and marketing alliances
- Pressroom on **gophila.com**
- Stakeholder relations
- Tourism development
- Visitor and marketing research

Our Primary Funders

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

Our Primary Sponsors

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

Our Results: 2006 Big Numbers

- **Advertising:** Created **822,144,035** impressions via broadcast and cable TV, radio, print, Internet and outdoor advertising
- **Cooperative Advertising:** Created **77,994,281** advertising impressions from **42** full-color print advertisements placed in **20** regional and national travel, leisure and lifestyle print publications, with the participation of nearly **80** partners throughout the region
- **Leisure Hotel Room Nights:** **2,490,000** leisure room nights were booked in the region, including **690,000** individual leisure rooms in Center City
- **Public Relations:** Generated **3,782** stories reaching **443,244,510** people*
- **Web:** Enjoyed a **26%** increase in usage of **gophila.com**, with **25 million** page views; more than **4.5 million** visits; more than **96,000** unique, active e-mail subscribers; nearly **76,000** downloads of *Philadelphia and The Countryside™: An Insider's Guide*; and **14,175** room nights booked

*Our media monitoring service does not assign readership numbers or advertising values to online placements, an increasingly important source of publicity for GPTMC.

Economic Impact

Tourism is one industry made up of many partners: hotels, restaurants, entertainment venues, attractions, shops and transportation. It starts to add up quickly when visitors spend money in all of these places. In 2005, visitor spending totaled **\$16 million** per day in the five-county region. And this spending has ripple effects that go well beyond the stores, hotels and attractions. Jobs are supported, taxes are generated and businesses that support the hospitality industry spend more money to buy supplies, refurbish their interiors, do more advertising, etc.

The total economic impact of visitors to the Philadelphia region for 2005 was **\$10.1 billion**, a 4.3% increase from 2004. Leisure visitors accounted for 60%—or \$6.05 billion—of all visitor impact in 2005, up for the third straight year. (Global Insight)

- Revenue from hotel room night sales in the region was **\$971 million** in 2006, a 7% increase over 2005. (Smith Travel Research)
- The region and Commonwealth of Pennsylvania combined to collect **\$513.7 million** in taxes from visitor spending in the region. This figure equates to approximately \$342 per household in the five-county area. (Global Insight)
- **126,986** jobs were sustained by the tourism industry. (Global Insight)

Note: Economic impact numbers are all from 2005 due to a lag between the close of the year and the data analysis.

Visit gophila.com/research for our most up-to-date research findings.



This guy saves you over
\$1 billion in taxes.

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

And, in 2005, visitors generated
\$1.38 billion in local, state and federal taxes.

gophila.com

Logos for Greater Philadelphia Tourism Marketing Corporation, GPTMC, and PA are at the bottom.



PAT'S KING OF STEAKS



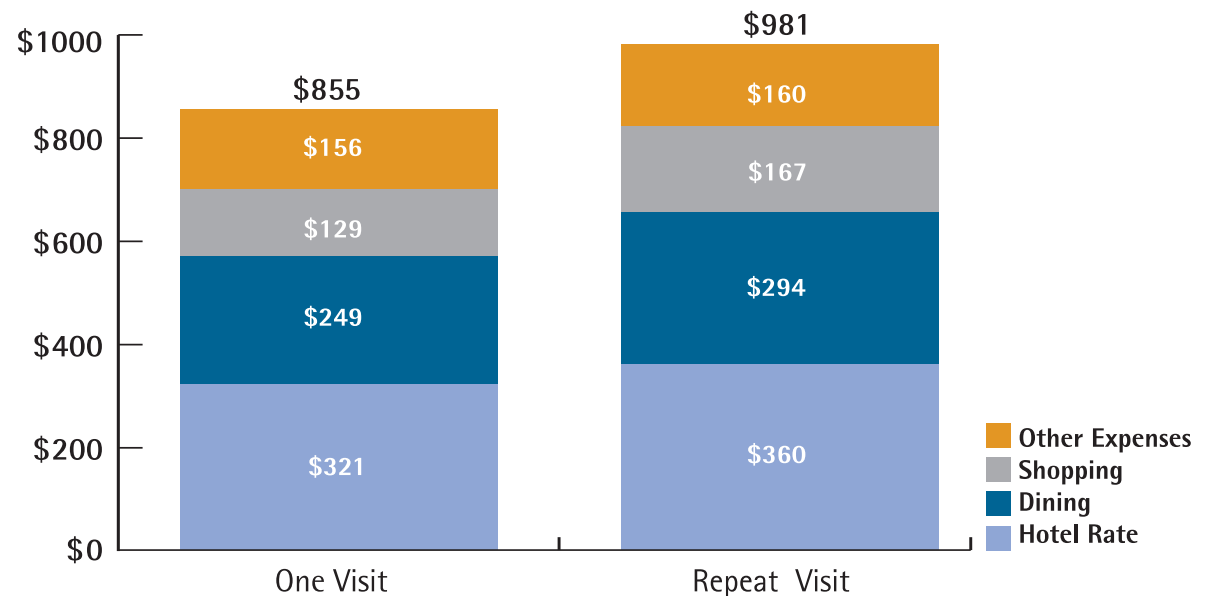
BRANDYWINE RIVER

THE BIG PICTURE (continued)

First-Timers vs. Repeat Visitors

GPTMC research indicates that repeat visitors have a very different experience in Philadelphia than those making their first visit. While first-timers focus on historic attractions such as the Liberty Bell Center and Independence Hall and seek out Philly staples like cheesesteaks and soft pretzels, repeat visitors immerse themselves in Philadelphia's cultural scene, attending plays, visiting lesser-known attractions and enjoying Philadelphia's fine dining and shopping. This reality translates into higher spending rates for our loyal repeat visitors.

Visitor Spending (Per Visit)



(GPTMC 2006 Summer Hotel Visitor Survey)

PERSONALLY
SPEAKING...

"Tourism has become our number one industry. It generates \$10 billion a year, and that creates more than a billion and a half dollars in taxes. So, it was a great investment for our governments to create GPTMC. But more importantly, it's allowed us to employ a lot of people who would not be employed—in the hotels, restaurants, Convention Center and so on."

– Nicholas DeBenedictis, Aqua America, Inc.

Extending an Invitation

Because Philly's more fun for everyone, GPTMC finds different ways to speak with different audiences. Sometimes these audiences are defined by demographic characteristics (families, Hispanic travelers, African-American travelers), and sometimes they are defined by the trip experience they seek (urban adventures, outdoor experiences, arts and culture). Here's a look at the people we've been extending personal invitations to visit:

- **AAA:** AAA members occupied 37% of hotel room nights in the Philadelphia Metropolitan Statistical Area (MSA) in 2005, according to D.K. Shifflet & Associates. This figure represents 3.35 million hotel room nights. GPTMC's cooperative advertising program generated more than 40 million impressions over the past year to speak to these AAA travelers.
- **African-American Travelers:** Greater Philadelphia has sites and attractions that appeal to African-American visitors. GPTMC surveys over the past two years found that 56% of African-American hotel visitors attended a live performance, sporting event, festival or neighborhood tour while they were here, and 92% intend to return to Philadelphia within the next year.
- **Blockbuster Exhibition-Goers:** In Philadelphia, blockbuster exhibitions are a big business. The *Benjamin Franklin: In Search of a Better World* exhibition at the National Constitution Center generated \$25.1 million in economic impact for the City of Philadelphia and the Commonwealth of Pennsylvania, according to Urban Partners. The exhibition also generated 7,500 hotel room nights and motivated 49,500 visits to other cultural attractions. 2007 should be another banner year with the nine-month stay of *Tutankhamun and the Golden Age of the Pharaohs*, presented by Mellon Financial Corporation, at The Franklin Institute.
- **Canadian Travelers:** Canada is rapidly expanding as a travel market for the entire Commonwealth of Pennsylvania. According to Statistics Canada, 1,438,600 Canadians visited Pennsylvania in 2005, an increase of 17.2% since 2003. An estimated 645,600 of these visitors stayed overnight, 22.5% more than in 2003. Canadian visitors spent \$113 million in Pennsylvania in 2005, with overnight visitors spending an average of \$159.48 during their stay.
- **Culture Vultures:** Culture means different things to different people, but one thing we hear consistently from our visitors is that, regardless of the kind of culture they seek, Greater Philadelphia has something (usually a lot) to offer. Focus group participants shared with us the range of music, theater and museum experiences that keep them coming back season after season. As one focus group participant told us: "The range of music here is truly astounding. We can hear jazz one night, go to the orchestra the next and be at a club hearing a new band after that."



NAKED CHOCOLATE



TIPPLER'S TOUR, CITY TAVERN



NATIONAL CONSTITUTION CENTER

THE BIG PICTURE (continued)

Extending an Invitation

- **Foodies:** Philadelphia's ever-popular dining scene continues to expand. GPTMC surveys show hotel visitors spent an average of \$282 on dining during a two-night stay in 2006, rivaling the amount they spent on their hotel room for two nights (\$308). Fine dining and traditional Philly favorites (such as cheesesteaks and soft pretzels) are the top choices for visitors, particularly during a first visit to the city.
- **Gay Travelers:** GPTMC continues to invite gay travelers to visit with its **Philadelphia – Get Your History Straight and Your Nightlife Gay®** campaign. A recent study from Harris Interactive shows the top two reasons gay and lesbian visitors are interested in visiting Philadelphia are for “historical and cultural sites” and “great gay nightlife,” the very attributes touted in our ads.
- **History Buffs:** 60% of out-of-town visitors to **gophila.com** report that the main reason they are interested in visiting our region is for the history. **Gophila.com** contains more than 150 pages describing our historical sites and significance and giving visitors the tools (maps, phone numbers, links and more) to get to them. Our advertising features signature historical sites, from Valley Forge National Historical Park to the Brandywine Battlefield Historic Site to the Liberty Bell Center, letting visitors know that their expectations will be met.
- **Outdoor Enthusiasts:** In year two of our **Boundless Philadelphia™** campaign, GPTMC continues to encourage visitors and locals alike to get out and experience the outdoors. Leisure travelers surveyed by TNS Travel & Transport for GPTMC reported that when they go on an outdoor vacation, their top priority (cited by 54%) was to mix outdoor activities with other types of activities.

PERSONALLY SPEAKING...

“We come every year and try different restaurants. We’ve been to Le Bec-Fin, Vetri, Amada, so many more. We basically eat our way through.”

– Focus group participant, winter 2007

“You see things that are this old in Europe, but these are the oldest things we [in the U.S.] have. You have a sense of feeling the beginning.”

– Focus group participant, summer 2006

- **Residents:** Philadelphians are the region's greatest ambassadors, sharing their unique perspective and their love of the area with friends, family and even strangers who don't live here. 75% of our residents think Philadelphia is a great place to live, and 69% report that they tell a lot of people they meet how great Philly is.
- **Sports Lovers:** In recent years, focus group participants have continually cited sporting events as great reasons to travel. GPTMC has stayed true to Philadelphia's reputation as a passionate sports town by promoting the city's hotels at a Philadelphia Eagles game, coordinating with the Philadelphia 76ers to celebrate Black History Month and working with local stars such as Donovan McNabb and Vince Papale to create visitor itineraries.
- **Urban Adventurers:** GPTMC's new blog, uwishunu.com, speaks to travelers craving the "insider" urban experience. These urban adventurers report that "the best places to go in cities are the places locals know about and tourists don't" (81%) and "visiting a new city makes them think about whether they'd like to live there" (71%).
- **Web Visitors:** The Web continues to grow as a source of information for travelers. **Gophila.com** serves as both an advertisement and the ultimate trip planning tool for the Philadelphia region. In fact, 80% of visitors who booked on **gophila.com** in the summer of 2006 said that they did so because "it was easy to plan my trip and book my hotel on one site." GPTMC's online advertising is targeted toward online travel sites to maximize the number of potential visitors we can reach.

PERSONALLY SPEAKING...

"We came last time for a ball game and we loved Citizens Park and so we did it again this summer." – Focus group participant, summer 2006





MARKETING A MORE FUN PHILADELPHIA

We have learned that Philly's not just more fun when you sleep over, but it's also more fun when you stay like a local, experience the outdoors and enjoy the many other experiences that are readily available here. Instead of just telling potential visitors that **Philly's More Fun When You Sleep Over®**, we're now telling them the many reasons why the city's more fun.

"So much to do" is the gold standard of what great cities and regions have to offer, and this positioning has worked for GPTMC over the past four seasons, beginning in the summer of 2004. Since then, we have built overlapping campaigns that focus on particular experiences that make Philly more fun and a trip here worthwhile. All of these campaigns build the image of the Philadelphia brand while giving visitors with specific interests a compelling reason to visit.

At the same time that Philadelphia has gotten more fun, our marketing has gotten more personal: High tech requires high touch. The phenomenon is easy to understand. Consumers want the high-tech devices they use on a daily basis to put them in touch with something personally relevant. And the more isolated we all become in our own media worlds, the more we crave connection to one another. Marketing has to get personal in this environment in order to break through. GPTMC runs the following campaigns to get our message to potential visitors:

- **Philly's More Fun When You Sleep Over®**
- **uwishunu™**
- **Boundless Philadelphia™**
- **Tutankhamun and the Golden Age of the Pharaohs**
- **African-American Audience**
- **American Automobile Association (AAA)**
- **Philadelphia – the Place to B.Y.O.Be**
- **Philadelphia – Get Your History Straight and Your Nightlife Gay®**
- **CruisePhilly**
- **SoundAboutPhilly™**
- **Historic Philadelphia**



PERSONALLY SPEAKING...

"GPTMC is like an ongoing pep rally for Philadelphia and The Countryside™."
– Jeremiah White, Osiris Group, Inc.

ON THE RECORD

"Add an infusion of ethnic and regional cuisine, a strong arts and music scene, and still-affordable prices, and you begin to understand why tourism is up in the City of Brotherly Love."
– *The New York Times* (circulation: 1,682,644), November 26, 2006

Philly's More Fun When You Sleep Over®

GPTMC re-introduced the **Philly Overnight® Hotel Package** in June 2006 in response to consumer demand. To usher in the return of this popular package, we brought back two of its iconic images: pajamas and the pajama guy. The campaign was designed to extend the image of the Philadelphia region, increase awareness of the area's diverse opportunities and generate overnight hotel stays. Here's how we did that:

- We freshened up the pajama guy commercial with a 60-second, Broadway-inspired spot that served as the centerpiece of the campaign. Television, radio, print, out-of-home and online advertising ran in Philadelphia, New York, Boston, Harrisburg and Baltimore, generating 229,664,219 impressions.
- In fall and winter of 2006/2007, we tied some of Philadelphia's top activities, such as BYOB dining, shopping, King Tut and holiday events, into the campaign. We ran a billboard on The Pier at Caesars in Atlantic City, along with online, cinema and radio advertising in New York, Washington D.C., Baltimore and Harrisburg, and print and out-of-home advertising in Philadelphia, generating 276,636,217 impressions.
- To keep the package in the news, we positioned seasonal events as "reasons to sleep over" and included the "Sleep Over" message in all of our media event presentations.
- More than 40 hotels offered the **Philly Overnight® Hotel Package**, and due to its success, many now offer it year round. The package includes a teddy bear and a coupon book, which provides special offers from 60 area cultural attractions, restaurants, bars, shops and spas.

PERSONALLY SPEAKING...

"GPTMC's campaigns have really created a broad-based, seven-days-a-week business. Saturdays used to be a weak time in the city, and now it is our highest occupancy night." – John Kroll, Hyatt Regency Philadelphia at Penn's Landing

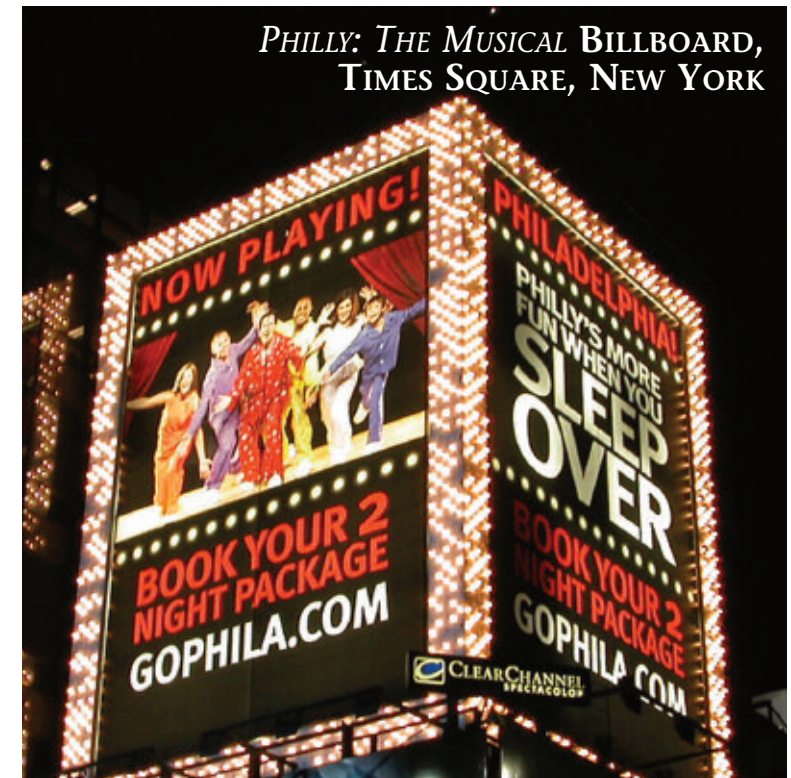
ON THE RECORD

"Maybe you should move to Philly...So many people from New York and beyond are showing up to see that all the fuss is about..."
– NYLON (circulation: 236,255), November 2006

PHILLY'S MORE FUN TEDDY BEARS



PHILLY: THE MUSICAL BILLBOARD, TIMES SQUARE, NEW YORK





MARKETING A MORE FUN PHILADELPHIA (continued)

uwishunu™

In January 2007, GPTMC launched **uwishunu™** (you wish you knew), a City of Philadelphia-funded marketing campaign that reaches a new, untapped stream of potential visitors to the city who are characterized by their desire to “stay like a local” and their near-total use of Internet-based tools to research, purchase and plan their travel. Building Philadelphia’s image as a hip, urban destination, the campaign speaks to them in their own language and in a medium that they are comfortable using. Here’s a look at some key accomplishments since the January launch:

- **uwishunu.com** provides the real deal from Philadelphians on eating, drinking, music, culture and more. According to blog-tracking site Technorati, **uwishunu.com** has already risen to 66,996 out of a possible 75 million blogs the site tracks.
- We’ve launched advertising at Web-based travel, lifestyle, fashion and entertainment sites and portals and inserted a **uwishunu™**-themed collateral piece in alternative weeklies in key markets along the East Coast.
- We debuted the **Philly Like A Local** hotel experience to help visitors explore the places that define the less conventional Philadelphia.
- **uwishunu™** is working with local hotels to create “experiential stays” by redecorating hotel rooms throughout the city. The Westin Philadelphia was the first hotel to offer a room for a makeover by emerging Philadelphia artists and designers.
- As part of our music strategy, we’ve teamed up with some of the hottest events and organizations to spread the word that Philly is a serious music town: *POPPED! Philly*, *South By Southwest (SXSW)*, *On Stage at World Café Live!*, *Black Lily Film & Music Festival*, the *West Oak Lane Jazz & Arts Festival* and *Live Nation*.
- In partnership with the PCVB, we launched a **uwishunu™** microsite, **philly.uwishunu.com**, which allows visitors to “comparison” shop for combined hotel and flight offers available at numerous international travel Web sites.

PERSONALLY SPEAKING...

“uwishunu™ is a great way to promote Philadelphia since it focuses on new technology in the city known across the nation and the world for our Wireless Philadelphia program—and on our vibrant and growing creative class. The blog at uwishunu.com enables Philadelphians from all over this town to share their best city secrets with each other and, most importantly, with potential visitors. We are proud to fund the development of this high-tech social media tool and know it will encourage people to choose to visit us in the new Philadelphia.”
– John F. Street, Mayor of Philadelphia

ON THE RECORD

“Are there things you know about Philadelphia—say a neighborhood restaurant or a hidden gem of a park—that are not on any tourist map, but you wish visitors and residents alike could experience?...The Greater Philadelphia Tourism Marketing Corp. has the lead role in the nontraditional promotional effort, and will use about \$4.2 million of the city grant to try to draw U.S.-based visitors.”
– *The Philadelphia Inquirer* (circulation: 330,622), January 5, 2007



The **uwishunu**™ blog lets locals share the inside scoop on dining, shopping, nightlife, entertainment, culture and more. On the site, visitors can even book the Philly Like A Local hotel experience.

The credo below is the basis for the entire **uwishunu**™ campaign, including the blog, the advertising, the PR and more:

You Wish You Knew Where All the Buzz Was Coming From.

Sports extremists wish they knew of a city filled with 9,000 acres of nature. Artists wish they knew where the next movement was moving. A connected generation wishes for a city that's WiFi end to end. The people in Boston wish they knew where the hottest new music lived. The people in D.C. wish they knew where the only all-ages club on the East Coast was. The people in New York City wish they knew where the latest scene lived. You wish you knew about a city where bikes were the way. You wish you knew of a city where culture gets its own street. You wish you knew where the museums were as eclectic as the art inside them. You wish you knew where the hottest, the freshest, the artists, the filmmakers, the writers, the DJs, the foodies and the fashionistas love to hang. You wish you knew.

UWISHUNU.COM
PHILLY. FROM THE INSIDE OUT.

I WANT TO VISIT THE CITY. I JUST DON'T WANT TO BE SO PEDESTRIAN.

I want to go where the bright lights shine.
But where I can still see the stars.

I want to go to a place where I can
exercise my mind.
And the rest of my body, too.

A place where culture lives right next to nature.
Where I can hit the streets. Then hit the trails.

I want tall buildings. As long as I can leap
them in a single bound.

I like to go all rugged. As long as there's
room service when I'm done.

I want to go to a place that understands the
two me's.

The outside me. And the inside me.
The mixed-drink me. And the trail-mix me.

I don't want to be bound by any one choice.
I want to visit Philadelphia and The Countryside™.

Because it's boundless.



MARKETING A MORE FUN PHILADELPHIA (continued)

Boundless Philadelphia™

Boundless Philadelphia™ is a marketing initiative designed to promote the region's natural assets and outdoor recreational opportunities. Funded by the William Penn Foundation, the Pennsylvania Department of Conservation and Natural Resources and the Commonwealth of Pennsylvania, the campaign officially launched on June 21, 2006, the first day of summer. At the heart of **Boundless Philadelphia™** is a 62-member advisory committee representing 45 different organizations from the outdoor, recreational and tourism communities. Here's a look at what we've accomplished to date:

- We placed print ads in five outdoor recreation publications: *National Geographic Traveler Adventure*, *National Geographic Traveler*, *Outside*, *Outside Traveler* and *Preservation*. In addition, we inserted an ad in the Travel Industry Association of America's *SeeAmerica* travel supplement in *USA Today*. Together, these publications have regional circulations of 5,161,725 and reach an estimated 2.5 million people.
- We introduced nearly 120 top writers, editors, photographers and communications professionals to Greater Philadelphia's outdoors when GPTMC hosted two meetings of the Society of American Travel Writers in April and May 2006.
- We sent an outdoor-themed press kit printed on recycled paper to nearly 600 members of the media. Overall, the PR effort generated 18 television clips and 55 print stories, with a total reach of seven million people in print media alone.
- A new Web site, **boundlessphiladelphia.com**, features more than 200 pages of content describing the wealth of outdoor sites and experiences in the region. The material is divided into eight main activity categories, including: Bicycling; Running, Hiking and More; In and on the Water; Nature and Gardens; Fishing and Hunting; Outdoors at Night; Outdoor Events and Festivals; and Environmental Education. To date, the site has received 188,609 visits and 540,337 page views.

PERSONALLY SPEAKING...

"When you have organizations like GPTMC that are out there every day talking about the wonders of visiting here and the many attractions, it makes us look more appealing and that pays off for our residents."

– Mark Schweiker, Greater Philadelphia Chamber of Commerce

ON THE RECORD

"Why might you ask would we recommend and promote another Web site? The answer is simple. The Boundless Philadelphia content available at gophila.com is superbly organized, comprehensive and well written by experts in the region's natural assets and outdoor experiences." – *About.com*, July 12, 2006

Tutankhamun and the Golden Age of the Pharaohs

With funding from a state grant issued by Governor Rendell, GPTMC joined forces with The Franklin Institute and Arts and Exhibitions International to promote *Tutankhamun and the Golden Age of the Pharaohs*, presented by Mellon Financial Corporation, February 3-September 30, 2007. During its last stop on the current North American tour, the exhibition is expected to bring more than one million visitors to Philadelphia. Our goals are to increase exhibition attendance, generate overnight stays, differentiate Philadelphia from other host cities and engage the entire region in a king-sized celebration. Here's what we've done to make Tut reign supreme in Philly:

- A campaign using radio, print, online and a 100-foot banner on Madison Square Garden ran from February through June 2007. Additional advertising ran in New York, Washington D.C., Harrisburg, Boston and Pittsburgh, generating 150,464,711 impressions.
- We've held five press events in New York, Washington D.C., Toronto and Philadelphia and hosted two Tut-inspired press trips, presenting the Tut message to nearly 200 journalists. We also mailed a press kit to more than 1,000 media outlets in October 2006. To date, we generated 301 placements and reached an audience of 207,709,553.
- **Gophila.com** launched a Tut microsite, gophila.com/tut, in November 2006, which acts as the call-to-action for the campaign, promotes the show, serves as a booking engine for the **King Tut Hotel Package** and encourages visitors to take advantage of more than 100 "Go Golden" offers created by local businesses. Through April 2007, the site logged 170,772 visits, 143,985 unique visitors and 286,244 page views. It will remain online through the close of the exhibition on September 30, 2007.
- We worked with 100 area cultural attractions, restaurants, bars, shops and spas to create special Tut-themed offers that are being promoted as part of the "Go Golden" program.
- Still to come: a geocaching "scavenger hunt" program that sends visitors around the city in search of hidden treasures (May 2007) and an Egyptian-inspired sand pyramid city in Franklin Square (May 2007).

PERSONALLY SPEAKING...

"Without the support of GPTMC, we would not have the recognition, we would not have people coming to Philadelphia, we would not have the marketing opportunity we have had with the King Tut exhibition."

– Dennis Wint, The Franklin Institute

ON THE RECORD

*"Here's a plan for a great visit to Pharaonic Philly: Take an early-morning walk to the Water Works restaurant for brunch in their terrace dining room overlooking the Schuylkill River. Then stroll to the Philadelphia Museum of Art for a *Rocky Balboa* run up the steps. Another short walk takes you to the Franklin Institute, where you can spend the afternoon with the pharaohs. Plan dinner at one of the many BYOB's in the city where you can bring your own bottle of wine with no corkage fee, and then retire to The Vault bar at the Ritz-Carlton Hotel for a Tut-tini."*

– *The Globe and Mail* (circulation: 409,399), February 10, 2007



PHILADELPHIA MUSEUM OF ART



MARKETING A MORE FUN PHILADELPHIA (continued)

African-American Audience

Greater Philadelphia's offerings include a rich variety of experiences of particular interest to African-American visitors. Our close proximity to some of the largest African-American populations in the country, including New York, Washington D.C. and Baltimore, gives Philadelphia an added advantage. Here's a look at what GPTMC did this year to help promote the region to African-American visitors:

- Nearly 22% of GPTMC's seasonal media buy for **Philly's More Fun When You Sleep Over®** is dedicated to the African-American market, including a special program in Baltimore that included radio, billboards and in-cinema advertising. A half-page Philadelphia insertion appeared in the Eastern edition of *O, The Oprah Magazine's* May issue, which has a circulation of more than 600,000, and additional placements will run in *American Legacy* and *Odyssey Couleur* this summer.
- We hosted three themed press trips and created press kits to go along with each outreach. In addition, GPTMC kicked off Black History Month with a media reception at The Harlem Tea Room to promote Philadelphia's African connections. Since June 2006, we've placed 12 stories in 105 publications such as *Black Enterprise*, *Ebony*, *Upscale Magazine*, *Chicago Crusader* and *New York Beacon*.
- In 2006, the African-American information on **gophila.com** expanded to include podcasts, photography and text highlighting history, arts and culture, nightlife and dining. In partnership with the state, we also added the Quest for Freedom section featuring Underground Railroad-related historic sites throughout the region.
- GPTMC partnered with the Philadelphia Multicultural Affairs Congress on a number of initiatives, including the Quest for Freedom project and sponsorship of the 16th National Family Reunion Conference.

PERSONALLY SPEAKING...

It's true that Philly's More Fun When You Sleep Over®, but it's just as true that Philly's More Fun When You Stay Up Late. And now there's a lot more to stay up late for...the music scene is alive and growing. I've always said that Philadelphia is one of the greatest cities in America, and now we have some of the greatest new artists creating some of the greatest new music right here in Philly. It's wonderful that GPTMC is promoting the new sounds of Philadelphia.
 – Kenny Gamble,
 Universal Companies and Philadelphia International Records

ON THE RECORD

"Not only is the 'sixth borough' known for its musical roots (Patti LaBelle, Boyz II Men, Jill Scott, Will Smith, Gamble and Huff, and on and on ...), but the city of brotherly love also boasts a rich, visual art scene at which black art has a prominent place."
 – AOL Black Voices, December 14, 2006

American Automobile Association (AAA)

With AAA members booking more than a third (37%) of the hotel rooms in our region and spending \$212 billion dollars nationally each year, we recognize how important it is to stay in touch with this segment of travelers. One of the best ways to reach any loyal membership group is to go directly to the corporate source. In 2006, GPTMC and the PCVB asked AAA Mid-Atlantic and American Tours International (ATI) to help us design a marketing program that would spur even more visits to Philadelphia by AAA and Canadian Automobile Association (CAA) members and make it easy for agents and consumers to book their Philly visit. Here's a look at what we've done:

- We created seven Philadelphia packages: Gourmet Philadelphia (two options), Shop Philadelphia, Philadelphia Heritage and Art: *Tutankhamun and the Golden Age of the Pharaohs* exhibition (two options), Tut and Tutus in Philadelphia and Philadelphia's Great American Getaway. The packages are available through aaa.com; through the 53 AAA Mid-Atlantic clubs in Pennsylvania, New Jersey, Delaware, Maryland and Virginia; and through the nine CAA clubs.
- We developed a special landing page at gophila.com/aaa that lists the hotel packages and links to a full-page description for each package offered.
- We hired a full-time AAA marketing professional to help develop our packages and educate AAA and CAA agents about the themed vacations. To date, we have visited the national headquarters in Florida and all 53 AAA Mid-Atlantic branch offices, representing more than 1,000 AAA travel and retail agents. We've also participated in four regional travel expos, reaching more than 21,000 vacation-seeking consumers.
- To support our travel agent outreach to AAA clubs, GPTMC has placed two-page, full-color ads in every issue of *AAA World* for the past six years, inviting 2.3 million AAA Mid-Atlantic member households to regional attractions, events and hotels. We have also placed ads in the *NJ-PA Tourbook*, which influences 50 million AAA and CAA members annually.

PERSONALLY SPEAKING...

"AAA Mid-Atlantic values our wonderful partnership with GPTMC. There is so much to experience in Greater Philadelphia, and our AAA members have embraced the new packages that AAA developed with GPTMC. We look forward to growing this partnership and developing additional travel offers that promote the Philadelphia region." – Kathleen Callahan, AAA Mid-Atlantic



AVENUE OF THE ARTS



SAND CASTLE WINERY



INTERACTIVE BYOB MAP, GOPHILA.COM



BYOB BILLBOARD, ATLANTIC CITY

MARKETING A MORE FUN PHILADELPHIA (continued)

Philadelphia – the Place to B.Y.O.Be

To educate visitors who might be unfamiliar with Philly's unique bring-your-own-bottle (BYOB) restaurant scene, GPTMC launched **Philadelphia – the Place to B.Y.O.Be** in November 2006. Our goal was to encourage visitors to try a series of BYOBs and spend a few nights in area hotels. We also wanted to educate the consumer about where to find the closest Wine & Spirits Store locations. Here's an overview of the campaign:

- Advertising appeared in print, online and outdoor mediums. We purchased billboards at The Pier at Caesars in Atlantic City, in Philadelphia and in Harrisburg. Our advertising also appeared in movie theaters and on Web sites such as **WashingtonPost.com**, **DailyCandy.com** and **CitySearch.com**, generating 38.2 million impressions.
- We created a specially designed press kit, made to look like a restaurant menu, which went to 700 members of the media. We also hosted a BYOB-themed press trip in November with guests from the United States and Canada. To date, there has been coverage in *The Washington Post*, *Food + Wine*, *Skylights*, *Edge Publications*, **zagat.com** and CBS 3. We've counted nearly 100 BYOB stories thus far.
- **Gophila.com** debuted a dynamic BYOB restaurant map, employing customized Google Map functionality. The interactive map features more than 130 restaurants across the region, which can be sorted and viewed by cuisine and neighborhood. The map displays the nearest Wine & Spirits Store location for each restaurant.

PERSONALLY SPEAKING...

"Dining and food now have to join history as some of Philadelphia's greatest assets. Visitors read about the dining scene in all the great press GPTMC places, and gophila.com features so many dining options so that visitors can take part in the region's restaurant renaissance." – Audrey Claire Taichman, Audrey Claire and Twenty Manning restaurants

ON THE RECORD

"Pumpkin follows the pattern of cool BYOBs all over Philadelphia...The Greater Philadelphia Tourism Corp. promotes the BYOB concept to out-of-towners under the slogan 'Brown-Bagging is chic'." – *The Washington Post* (circulation: 656,297), March 7, 2007

Philadelphia – Get Your History Straight and Your Nightlife Gay®

Philadelphia's groundbreaking gay marketing initiative has become a model campaign. To date, 65 cities have launched gay tourism campaigns, including Denver, Colorado; Phoenix, Arizona; and Toronto, Canada. Many others have asked GPTMC to share what we have learned with them. Here's a look at what they've been saying:

- "Madison aims to follow in Philadelphia's footsteps." – *The Capital Times* (circulation: 19,549), March 4, 2006
- "It is already being determined that Toronto needs to be marketed in a new way: as a cultural destination by day and a good time by night. The paradigm is Philadelphia which recently adopted a new tagline: Get Your History Straight and Your Nightlife Gay." – *Globe and Mail Times* (circulation: 409,399), December 9, 2006

Here's what we've done over the last year to ensure the gay campaign continues its momentum:

- A \$200,000 advertising campaign featuring television, radio, print and online advertising began in December 2006 and will run through June 2007. Our commercial ran nationally and in Philadelphia, Harrisburg and New York. Thus far, the campaign has generated 32,940,705 impressions.
- Rosie O'Donnell's R Family Vacations hosted its first land-based trip in Philadelphia, and we used the weekend as an opportunity to bring in media. To date, placements have appeared in **PerezHilton.com**, *The Village Voice*, *The Philadelphia Inquirer*, *Philadelphia Daily News*, *Pink* and on *The View*, with additional clips expected.
- A dedicated online presence found at **gophila.com/gay** features a gay-friendly itinerary and more than 100 gay-friendly attractions, hotels and restaurants. In addition, we send out the *Gay Tripper* e-Newsletter to 3,000 subscribers quarterly.
- In November 2006, tennis legend Martina Navratilova appeared with GPTMC at the Gay Life Expo to promote Philadelphia and her Rainbow Visa® Card to the 30,000 attendees.
- Philadelphia's gay-themed television commercial ran on closed-circuit TV during RSVP Vacations and R Family Vacations cruises.
- GPTMC worked with the Philadelphia Gay Tourism Caucus to support the LGBTI Health Summit 2007 in March. We also placed a "come back" message in the program book.
- In March, GPTMC sponsored "The Dinah," a series of events attracting 15,000 women.

PERSONALLY SPEAKING...

"A trip to Philadelphia is a great way to inspire your family to affect the future by learning the historical significance of our Constitution."
– Kelli O'Donnell, R Family Vacations

ON THE RECORD

"If you want to have a wonderful weekend with your family—educational, historic, find out about the Constitution and the Declaration...you can go to Philadelphia and do that."
– Rosie O'Donnell, *The View*, March 12, 2007

PHILADELPHIA

Get Your History Straight and Your Nightlife Gay®



FREEDOM STARTED HERE.

In addition to our famous historical sites and cultural attractions, the Philadelphia region boasts a gay neighborhood with scores of gay-friendly restaurants, clubs, theaters and shops. You are warmly invited to spend a few days in the place where all people were given the freedom to live life as they choose. To plan your next trip... **gophila.com/gay**



GREGG KAMINSKY AND KELLI O'DONNELL
OF R FAMILY VACATIONS, CAMPO'S DELI

Neighborhood Tourism Network

In 2006, GPTMC's Philadelphia Neighborhood Tour Program offered six months of Saturday morning tours of the city's culturally rich and diverse neighborhoods, including University City, Chinatown, Northern Liberties, Fishtown and Kensington. These tours ran every Saturday from May through October. Other theme-based tours taking place once throughout the season were: Schuylkill Banks, From Farm to Table, Centro de Oro and Philadelphia's Civil Rights Struggle. More than 400 people took tours during the 2006 public tour season. 91% of those surveyed said that they would tell a friend about their experience, and 80% said that they would go back to visit the neighborhood.

In 2007, the tour program will go digital, giving visitors a chance to experience the neighborhoods whenever it's most convenient for them. GPTMC will produce five video podcasts that will live on gophila.com and soundaboutphilly.com and 12 self-guided tour brochures that will be available for download.



MURAL ARTS PROGRAM, *Common Threads*

MARKETING A MORE FUN PHILADELPHIA (continued)

CruisePhilly

Again in 2006, the Delaware River Port Authority (DRPA) and GPTMC teamed up to market cruises from the Port of Philadelphia. The goal was to build general awareness of Philadelphia as an attractive departure point for cruise vacations and pre- and post-cruise overnight hotel stays to the residents of Massachusetts, Pennsylvania, New Jersey, Delaware, Maryland and Ohio. Here's what we've done to reach our goals:

- We ran print ads in *AAA Going Places* and 10 publications in Philadelphia, Harrisburg, Wilkes-Barre/Scranton and Pittsburgh, all driving the consumer to cruisephilly.com. We also ran an online search engine marketing campaign from January through March 2007.
- We developed a special cruise section on gophila.com/pressroom to reach more travel media online.
- GPTMC launched a dedicated Web page at gophila.com/cruise in November 2006, with information about why it's convenient to cruise from Philly, the 2007 cruise schedule, ship facts, hotel package details and pre- and post-tour excursions.

SoundAboutPhilly™

We got really personal with visitors by launching a series of free, dynamically mapped and completely customizable podcast tours of Philadelphia on soundaboutphilly.com in September 2006. An initiative of The Pew Charitable Trusts, the **SoundAboutPhilly™** tours concentrate on lesser-known city experiences and tell the area's story with interesting tales, fun facts and lively music. Tours include: *History Unplugged*, *Flavorhoods*, *My Philly*, *Once Upon A Nation*, *Philly Noir*, *Vintage Philadelphia* and *Keepin' the Faith*. Here's what we've accomplished thus far:

- Search engine marketing on Google has led to thousands of clicks to the **SoundAboutPhilly™** Web site. Advertorials, promotional postcards and an i-Pod giveaway supplemented our advertising efforts.
- To date, the tours have been covered in more than 100 outlets, including the *Toronto Star*, *Philadelphia Business Journal*, WRTI radio, KYW radio, *The Philadelphia Inquirer*, *Boston Globe* online and *The Washington Post*, among others.
- From September 2006 through April 2007, 63,799 visitors made 98,811 visits to the site. Overall, there have been 18,947 podcast tour downloads and countless other visitors who listen to the tours directly from the Web site.



soundaboutphilly.com

ON THE RECORD

"The tour might be American history, but it's being delivered with 21st-century technology. A new Web site launched by the Greater Philadelphia Tourism Marketing Corporation includes podcast-style tours of the city... 'I would definitely use it, because it's cool and it appeals to a younger generation,' said Lulu Chung, a 24-year-old tourist from Taiwan."
 – *Metro Philadelphia* (circulation: 136,957), October 17, 2006

Historic Philadelphia

A First Industries grant from Governor Rendell and the Commonwealth of Pennsylvania gives GPTMC and partners the opportunity to plan a new marketing campaign for Historic Philadelphia. To start, we conducted a seven-month research and planning project, surveying travelers, gathering statistics from Philadelphia's most popular historic attractions and bringing together the attractions and sites within Historic Philadelphia. Partners in the study included Independence National Historical Park, the National Constitution Center, Once Upon A Nation, the Independence Visitor Center and more than 30 others.

Research revealed that visitors are familiar with the primary icons of Historic Philadelphia (the Liberty Bell and Independence Hall), but they are less familiar with the many other historical sites. In addition, visitors are unaware that the area comprises neighborhoods like Society Hill and Old City, where they can shop, dine and wander. Visitors are not getting the full experience of Historic Philadelphia.

Starting Memorial Day 2007, GPTMC and select attractions will launch three initiatives. We will:

- Aid travelers by using one name and logo for the tourist district, to be known as Historic Philadelphia. The new name will not replace any one name but will be an umbrella term for the area between the Delaware River and 7th Street and from Spruce to Vine Streets: Old City in Historic Philadelphia, Independence Mall in Historic Philadelphia and Society Hill in Historic Philadelphia.
- Create a tourist transportation option, called the Historic Philadelphia Trolley Loop, to help visitors navigate the area.
- Tie the attractions, restaurants, shops and galleries throughout Historic Philadelphia together with advertising and marketing that includes a branded presence on **gophila.com** and a linkage program with partners.

PERSONALLY SPEAKING...

"One of the strengths of this region is that the leadership—both in the business community and the political community—understands how important it is that we tell the story of this great area through powerful and well-placed marketing campaigns." – Thomas Morr, Select Greater Philadelphia

ON THE RECORD

"Philadelphia has always been about freedom, whether it's from political or religious tyranny or the shackles of slavery. Nowadays, freedom in the City of Brotherly Love is taking a whole new twist."
– *USAtoday.com*, September 26, 2006

Cultural Tourism Marketing Grants

Each year, GPTMC awards marketing grants to local arts and cultural organizations, giving them the chance to talk directly to audiences they might not have the means to reach otherwise. In June 2006, we awarded 31 grants totaling \$350,000 to the region's cultural organizations. This year, the African American Museum in Philadelphia, Arden Theatre Company, *Odunde* and the James A. Michener Art Museum used their grants for a variety of projects, including Web site redesign and expanded advertising.

Since 1997, GPTMC has awarded 239 grants totaling \$4,084,560. The projects have generated more than \$3 million in room-night revenue, approximately \$7 million more in visitor spending associated with those hotel stays and leveraged an additional \$7 million in marketing spending.



JAMES A. MICHENER ART MUSEUM



VARIOUS PRINT ADVERTISEMENTS

ADVERTISING

Today's evolving media landscape presents marketers with new challenges in reaching a more discriminating consumer. In the last 46 years, the volume of media options in the United States has grown dramatically (Yahoo! Inc.):

	1960	2006
Average Television Channels Per Home	5.7	82.4
Total Number of Radio Stations	4,400	13,500
Total Magazine Titles	8,400	17,300
Web Pages Indexed by Yahoo!	0	5,400,000,000
Internet Broadcast Stations	0	25,000+

Not only has the number of media outlets changed the way consumers interact with advertising, the growth of online technologies has put them in control of it. Consumers report spending 14 hours online per week, the same amount of time they spend watching television, according to a survey by JupiterResearch in September 2005. In fact, based on the amount of consumer-generated media that is produced online through sites like YouTube, *Time* named "You" the Person of the Year in 2006.

Understanding these trends and their impact on consumer behavior, GPTMC has shifted its media direction to place more focus on interactive media engagements in which consumers can have a personal interaction with the message. Here are a few of the shifts GPTMC made in our media buy over the past year:

- Increased investment in online advertising, including both search engine marketing (making sure **gophila.com** comes up when people search for Philadelphia on Google) and paid display advertising
- Decreased usage of television advertising, shifting to more relevant locations such as movie theaters, posters and billboards
- Increased out-of-home advertising to deliver our message in high-traffic environments such as at Madison Square Garden and on Broadway in New York



PHILLY: THE MUSICAL OUTDOOR

Promotions Pay

GPTMC goes beyond traditional advertising by tailoring promotions to spark consumer interest in the Philadelphia brand through various sweepstakes. From July 2006 through June 2007, GPTMC ran 18 promotions, which helped build our already substantial (100,000+) consumer database. Here are three examples of this year's most successful promotions:

- We used placements in *National Geographic Traveler* and *Travel + Leisure Family*, along with e-mail blasts to more than 70,000 people to encourage consumers to enter to win a "Family Fun in Philadelphia" package on **gophila.com**. The prize included four round-trip airline tickets on Southwest Airlines, accommodations at Loews Philadelphia Hotel provided by Sesame Place, four Elmo's Any Two-Day Tickets to Sesame Place and four tickets for Breakfast with Elmo. Approximately 5,200 consumers entered the sweepstakes.
- Between May and September 2006, we distributed more than 10,000 postcards at various locations promoting the "Boundless Bike Giveaway." More than 4,500 people logged onto **gophila.com** for a chance to win a Fuji bicycle.
- For the "SoundAboutPhilly™ MP3 Giveaway," we awarded five people iPods inscribed with "soundaboutphilly.com." This promotion ran throughout October 2006 and was presented to 95,000 people through the **gophila.com** e-Newsletter. We received more than 5,200 entries.

Strength in Numbers

Over the past six years, GPTMC's Cooperative Advertising program has placed more than 220 full-page, full-color ads in travel, regional and lifestyle print publications. By supplementing the cost, GPTMC offers attractions, events and hoteliers an opportunity to sell their message to new audiences at rates that are within their price range. The result: trackable, affordable and attractive ads presented under one consistent banner—**Philly's More Fun When You Sleep Over®**.

Playtime with Sesame Place

In 2006, GPTMC and Sesame Place completed the third year of a cooperative partnership to promote the Philly's More Fun When You Play with Elmo Vacation. Together, we placed five insertions in *Big Apple Parent* and *Queens Parent*, ran a **Philly's More Fun When You Sleep Over®** message on television in New York and held two buzz marketing events at malls in Bergen and Westchester counties. The collaboration resulted in a 146% increase in hotel stays from 2005 to 2006 (287 room nights in 2005 to 707 room nights in 2006). In 2006, there were also more than 3,000 visitors at Sesame Place partner attractions, including Adventure Aquarium, Once Upon A Nation and Please Touch Museum.

PERSONALLY SPEAKING...

"Early to bed, early to rise. Work like hell and advertise." – Ted Turner
paraphrasing Ben Franklin when accepting The Franklin Institute Award

Time To Get Social

Word of mouth always tops the list of consumer influences when it comes to making buying and shopping decisions. By 2006, word-of-mouth marketing, which used to happen through private, real-life networks that marketers had little or no access to, had gone public. Consumers had taken matters into their own hands and were connecting online in virtual communities. Advertisers and marketers are now realizing that these virtual communities, also known as social networks, are ideal places to engage with consumers in more personal and relevant ways.

GPTMC hired a Director of Social Media to connect with the world of virtual communities and make sure that all the great things to do in Philadelphia are a part of the conversations that happen there. The term "social media" captures all of the new, nontraditional media tools in the ever-expanding multimedia world that reach and engage various audiences beyond traditional print and broadcast. Social media tools include social networks, online communities, video and computer gaming, mobile devices, virtual reality and more. Adding these mediums to our marketing mix helps us to reach individuals where they live, in a way that they want to be reached. What's more, we're able to provide them with customized messages that resonate with each one of them and engage them so they'll want to come back.

Know what an avatar is?
How about a widget?
What about a blog?

Get up to speed on your
social media terms at
gophila.com/research.



Online Pressroom Visitation and Usage (July 2006–April 2007):

- 171,918 visitors
- 202,941 visits
- An average of 21,939 visits per month
- 4,416 total high-resolution photo downloads by 407 different users

COMMUNICATIONS

GPTMC's communications department continues to keep Philadelphia in the news by reaching out to media contacts who can help us tell the new Philadelphia story. While GPTMC's marketing efforts to consumers continue to get more personal, so do our relationships with media. In 2006, GPTMC had one of its best years yet in generating publicity for the region.

The Tools

How do we tell the Philadelphia story? Through words, still images and videos. We want journalists and their readers/viewers to see Philadelphia in the same fun, interesting, beautiful light that we do. Over the past year, GPTMC has developed hundreds of pages of themed press materials, added 400 high-resolution images to our online photo gallery and produced 10 themed video/B-roll vignettes to tell our region's many stories.

Shining a Spotlight on Philly

The media relations staff works all year long in partnership with regional attractions, restaurants, shops and events to help shine a national spotlight on the many ways Philly can be more fun. This year, we focused on the blockbuster King Tut exhibition, Philadelphia's African Connections, **SoundAboutPhilly™**, the region's outdoor assets, BYOBs, African-American artists, *Sunoco Welcome America!* and *Once Upon A Nation*, to name just some of our stories.

Our Media Friends

To enhance our 4,000+ media database, we identified a new breed of journalists with global online audiences and created a "new media list" that includes nearly 200 of the most influential and widely read online travel resources and blogs.

A 24/7 News Source

When the staff sleeps, GPTMC's online pressroom remains the 24/7 news-source operation to accommodate the needs of journalists all over the world no matter what their deadlines are.



Top 5 Viewed Releases (July 2006-April 2007)

1. King Tut Arrives at Philadelphia's Franklin Institute in February 2007 – 11,576 visits
2. Grace Kelly's Wedding Dress in Philly for 50th Anniversary Show – 7,827 visits
3. **Philadelphia and The Countryside™** Calendar of Events – 6,467 visits
4. A Wealth of Day Spas and Salons Make Philadelphia a Refuge for Relaxation – 5,147 visits
5. Philadelphia Restaurant News, May 2005 – 4,985 visits

One-on-One Time with the Media

- Our Visiting Journalist Program is the best way to show off how much there is to do in Philly. Since July 2006, we've given nearly 100 media guests a first-hand look at the city on the following press trips: Philadelphia Rhythm & Blues (June 2006), Egyptian Trails: Tut Preview (September 2006), Philly Like A Local (November 2006), African-American Visual Arts (November 2006), Egyptian Connections (February 2007), R Family Vacations (March 2007), Philadelphia Novela Romance Weekend (April 2007) and Black Lily (May 2007).
- Members of the Society of American Travel Writers (SATW) continue to cover the Philadelphia region in a big way. More than 75 media guests attended the Editors Council and the Western Chapter meetings of this prestigious professional organization, held here in April and May 2006. As a result, dozens of articles appeared in major media outlets, including *USA Today*, *Miami Herald*, *The Chicago Tribune*, *The Dallas Morning News*, *Toronto Star*, *The Charlotte Observer*, *St. Petersburg Times*, *The Kansas City Star* and more. We also sponsored the SATW Conference in Chile, where we secured a bid to host the Canadian Chapter of SATW in July 2007.
- This year, we conducted five major media events promoting the best of 2007 and brought the message directly to 200 media who each committed up to two hours to hear about the new Philadelphia. Media events kicked off in November and were conducted back-to-back in New York and Washington D.C. Next, we headed off to Toronto in January, back to New York in February and ended at home later in the month with a regional media reception at The Franklin Institute.

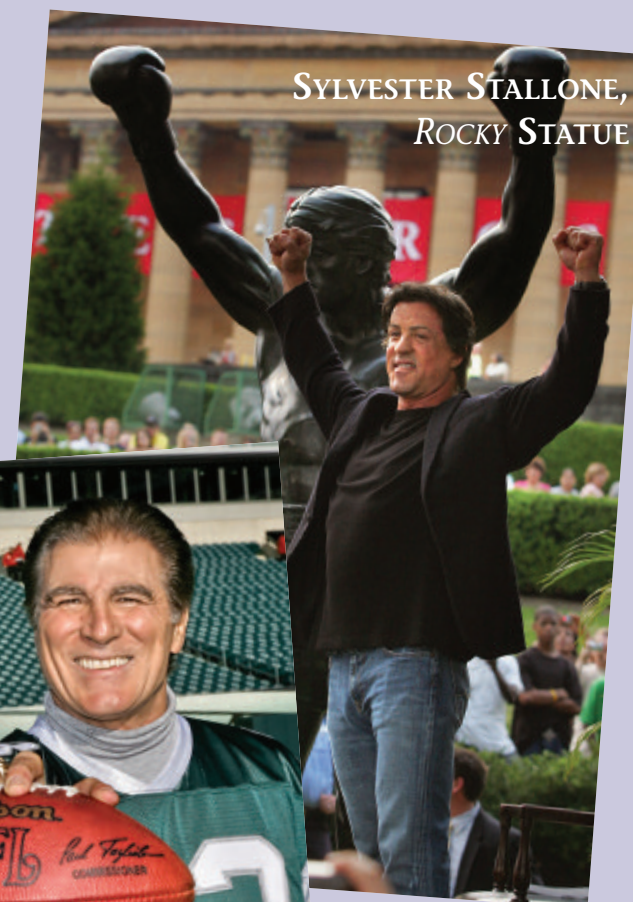
Philly's Big on Blogs

Every post about GPTMC or Philadelphia on a high-traffic blog can result in many more links and posts on other blogs—effectively reaching millions of consumers worldwide. Unlike traditional print and broadcast media, and even Web sites, the blogosphere is difficult to track.

While our own blog, uwishunu.com, has been embraced by top local sites such as Philebrity, The700Level, FooBooz, Social Philly and Campus Philly, we've also been able to get exposure for Philly on other popular blogs, including: PerezHilton (celebrity blog), CrunchGear (technology), Gridskipper (travel), Jossip (media) and Gadling (travel).

Comeback Boys Still Big Stories for Philly

While Philadelphia was inviting visitors to come back, Hollywood celebrated Philadelphia's great "comeback" heros. The films *Invincible* (Vince Papale's story as the walk-on Eagle) and *Rocky Balboa* allowed us to rev up the marketing machine, generating 900+ stories about moving the *Rocky* statue and the release of the two films in *Baltimore Style*, *The Toronto Sun*, *The Dallas Morning News* and *The Charlotte Observer*, among others. Mentions of the Papale and Balboa itineraries on gophila.com helped round out many of the stories that ran.



SYLVESTER STALLONE,
ROCKY STATUE

VINCE PAPALE,
LINCOLN FINANCIAL FIELD



Gophila.com Fast Facts

- **Gophila.com** ranks among the top search results on Google for the term “Philadelphia,” and Google is the biggest referrer of Web traffic to **gophila.com**, providing 40% of all referrals to the site.
- About 7% of traffic on **gophila.com** comes from international locations, without any advertising in those locations.
- About one in 10 **gophila.com** visitors looks for a hotel room.
- About 2.5% of visitors who land on the booking portion of the Web site actually book a room, a conversion rate that is average for retail sites from **Amazon.com** to **Target.com**.
- The median booking window between when hotel reservations are created and consumed is just 10 days.
- Nearly 100,000 unique visitors opt-in for e-mail subscriptions.
- **Gophila.com** boasts 5,000+ pages of regional travel content.
- In 2006, nearly 2,000 visitors designed their trip using the “My Trip” personal itinerary planner.
- We offer more than 100 audio and video files available for free download from the site.

GOPHILA.COM

More than one billion people worldwide now have access to the Internet. And in the United States, there are 88 million online travel shoppers. (eMarketer, 2006)

GPTMC recognizes that **gophila.com** has the extraordinary opportunity to tell travel shoppers exactly what they want to know, when they want to know it in order to encourage them to visit. **Gophila.com** serves as a 24/7 global virtual visitor center. After a major makeover in 2006, **gophila.com** added a number of features to personalize the Web site experience and help visitors find exactly the kind of fun they wanted to have in Greater Philadelphia:

- A “My Trip” feature was added to the site to allow visitors to create a printable personal itinerary of all they want to see and do on their trip.
- Navigation features on the site improved the ease and speed for visitors who know exactly what they are looking for and want to get there fast.
- A large, rotating billboard draws visitors in by featuring vibrant panoramic images of the region on the homepage. They can click on each of the photos and be taken to that section of the site.

The results for **gophila.com** have been dramatic:

- 2006 marked the highest visitation to **gophila.com** since its launch in 1997, with more than 4.5 million visits and 25 million page views.
- The more personalized features of the site were so successful that we have expanded them to include new travel tools, including podcasts, interactive Google mapping, send-to-phone capabilities, e-postcards, an interactive BYOB dining map and intuitive navigation.

Image Promoter and Brand Enhancer

G**ophila.com** contains more than 3,000 pictures and more than 4,000 pages of content. These words and pictures combine to convey an image of Philadelphia as a beautiful, “so-much-to-do” destination. Here’s what some of our visitors had to say:

- “The revolving pictures are warm and inviting and offer numerous suggestions of things to see and do which would definitely encourage me to visit Philly. The rapidly changing pictures also give me a positive view of Philly, seeing things I might not normally guess would be in Philadelphia.”
- “You provided me with information about the things we want to visit, along with the hotels in that area... No other Web site gave me the info like you did.”
- “I was surprised to find so many activities in Philadelphia. My prior knowledge of Philadelphia consisted of cheesesteaks and Ben Franklin.”

PERSONALLY SPEAKING...

“Philly is so hot these days that it’s really cool. It’s amazing what an attitude adjustment, as we like to say here in Philadelphia, we have had over the last 10 years. Our visitors come back, and we’ve got great product to sell.”
– Rebecca Rimel, The Pew Charitable Trusts

Official Visitor Site for Greater Philadelphia gophila.com Search GO [Advanced Search](#)

PHILADELPHIA and The Countryside™

[BUCKS](#) • [CHESTER](#) • [DELAWARE](#) • [MONTGOMERY](#) • [PHILADELPHIA COUNTIES](#) [PRESS ROOM](#) [RSS](#)

[THINGS TO DO](#) [PLACES TO STAY](#) [SPECIAL OFFERS](#) [TRAVEL TOOLS](#) [PHILLY FAVORITES](#) [YOUR PHILADELPHIA](#)



WHAT'S NEW **EVENTS CALENDAR** **ITINERARIES & TOURS**

Welcome to gophila.com — your gateway to Philadelphia and The Countryside™. It is now easier than ever for you to plan your visit — restaurants, hotels, itineraries and much more are all at your fingertips. To begin, expand the menu bar at the top of the page.

[Hotels & Packages](#) [Dining & Nightlife](#) [Newsletter Signup](#) [My Trip](#)

[Vacation Guides](#) [Maps & Directions](#) [Postcards](#)

[Learn More](#) [Blog About Philly](#)

Philadelphia and The Countryside™ March 2007

Philadelphia Flower Show
The annual highlight of spring has arrived and this year the theme is "Legends of the East." Take in the wonderful sights, sounds and smells as the Convention Center fills with beautiful flowers from around the world. March 11-13, 2007. [More](#)

Not Family Reunion Conf.
The National Family Reunion Conference comes to the Philadelphia Convention Center for the first time. Don't miss out on this historic event. March 15-17, 2007. [More](#)

Philadelphia and The Countryside™ Spring 2007

Philly Overnights™ Hotel Packages
We've selected a new package — it's now the perfect excuse for a weekend in Philadelphia. Book it for your next visit to the city of love. [More](#)

Philly Like a Local™
Do you want the real Philly, not just the tourist version? Then you're going to love [Philly Like a Local](#). It's the only guide to the real Philly. [More](#)

Philadelphia Dining News Spring 2007

UWISH, PHILLY. FROM THE INSIDE OUT.
Do you crave the real Philly, the real Philly, the inside Philly? Then you're going to love [Uwish, Philly](#). It's the only guide to the real Philly. [More](#)

Al Fresco Dining
Spring is here and the season of outdoor dining is in full swing. We've selected the best outdoor dining spots in the city. [More](#)

Small Plates
A delicious trend is spreading across the city — small plates. It's a new way to enjoy the city's diverse cuisine. [More](#)

New Additions
We've been busy adding new restaurants to our many popular Dining Guides. Be sure to check out our new additions. [More](#)

GOPHILA.COM HOMEPAGE

MONTHLY GOPHILA.COM E-NEWSLETTERS

Lights, Camera, Philly!

Each week, GPTMC hosts a segment on the *NBC 10/Show* highlighting all of the fun events happening in the region throughout the weekend. Viewers who want more information about the featured events are encouraged to visit gophila.com. According to NBC, this segment is one of its most popular, and we often hear from attractions that their attendees found out about the event on the show.



Hotel Initiative Committee (HIC) Members

- **David G. Benton**, Chair
*Vice President/General Manager,
The Rittenhouse Hotel and Condominium Residences*
- **Ed Grose**, Certified Account Executive
*Executive Director,
Greater Philadelphia Hotel Association*
- **Mike Manzari**
*General Manager,
The Westin Philadelphia*
- **Bob Jaeger**
*General Manager,
Best Western Center City Hotel*
- **Michelle Shannon**
*Vice President of Marketing,
Center City District*
- **Nancy Barag**
*Director of Sales & Marketing,
Hilton Inn at Penn*
- **Bill Fitzgerald**
*General Manager,
Doubletree Hotel Philadelphia*
- **Jo Ann Bongart**
*General Manager,
Holiday Inn Express Midtown*
- **Anita Sayers**
*Executive Director of Marketing & Public Relations,
The Radnor Hotel*
- **Charles Croce**
*Director of Marketing and Public Relations,
Philadelphia Museum of Art*
- **Phil Castellano**
*General Manager,
Liberty Property Trust, Comcast Center*
- **John Kroll**
*General Manager,
Hyatt Regency Philadelphia at Penn's Landing*
- **Elizabeth Mullins**
*Vice President and Area General Manager,
The Ritz-Carlton, Philadelphia*

THE HOTEL STORY

The number of hotel rooms in our region (steady at about 31,200 for the past few years) is about the only thing that has stayed the same in our market. Hotels—and the way GPTMC partners with and markets them—have responded quickly to consumers' demand for more personalized options. Here are a number of the big changes that we've made over the past year:

- Our Hotel Initiative Committee (HIC) has welcomed representatives from The Westin Philadelphia and The Ritz-Carlton, Philadelphia to the group. David Benton of The Rittenhouse Hotel now leads the committee, whose job is to assist GPTMC in creating packages, inform us about trends and provide feedback on our marketing activities.
- GPTMC switched from TravelHero to World Choice Travel (WCT), a division of Travelocity, as our booking engine on **gophila.com**. This new partnership provides our hotels with a degree of exposure and selling opportunities that did not exist before. WCT allows visitors to take virtual tours of their hotel rooms, access event information and, eventually, reserve tickets, airfare and rental cars.
- The **Philly Overnight® Hotel Package** returned for its fifth anniversary year in November 2006 with a number of new features. Now the two-night stay, free hotel parking and gift are available any night of the week. And, the hotel rate has gone up to reflect Greater Philadelphia's increased popularity as a destination, from an average of \$159 for two nights in 2001 to an average of \$240 for two nights in 2006.
- We have improved the coupon book that accompanies the **Philly Overnight® Hotel Package** to make it easier for visitors to use. This means: an enlarged book with 60 offers, more regional shopping incentives and the addition of icons that tell visitors where BYOBs, outdoor activities and other points of interest are.
- In partnership with the PCVB and GPHA, we made the *Greater Philadelphia Hospitality Industry Snapshot*, a monthly regional travel and tourism industry report, more user-friendly, adding tables, charts and comparative information about East Coast hotels.
- Over the past year, more than 10 regional hotels have undergone major renovations. They have included the high-tech/high-touch additions of luxury bedding, flat-screen televisions, wireless Internet access and iPod docking stations.

PERSONALLY SPEAKING...

"Philadelphia has become an exciting destination for both families and couples. These visitors feel there is so much to do in the city that they can keep busy even though they might not have arrived with specific plans. We are seeing an abundance of affluent families from our outlying regions that would normally have gone to the islands or Europe now enjoying Philadelphia."

– David G. Benton, The Rittenhouse Hotel and Condominium Residences

Hotel Visitation by the Numbers: Weekend Rates on the Rise

Hotel rates increased nationally in 2006, and Philadelphia was no exception, with about an 8% increase in our downtown and five-county hotel rates. Driving these stronger rates are increases in the price of a weekend hotel stay.

■ **Center City:** Weekend (Friday-Sunday) average daily rate (ADR) increased 23.7% from January to December 2006.

■ **Five-county Region:** Weekend ADR increased 13.2% from January to December 2006.

(Smith Travel Research)

Hotels in the five-county region maintained strong occupancy levels in 2006 at 70.5%, the second consecutive year above 70% in six years. After breaking \$110 for the first time in 2005, the regional ADR rose 8% in 2006 to break the \$120 barrier at \$121.05. Regional hotel revenue rose 7% to \$971 million. (Smith Travel Research)

Regional Hotel Industry Facts and Figures – 2006

Regional Hotel Supply (every room occupied every night): 11,380,591 rooms

Regional Hotel Demand (occupied rooms): 8,024,398 rooms

Regional Market Occupancy: 70.5%

Regional Market ADR: \$121.05

Regional Market Revenue Per Available Room (RevPAR): \$85.35

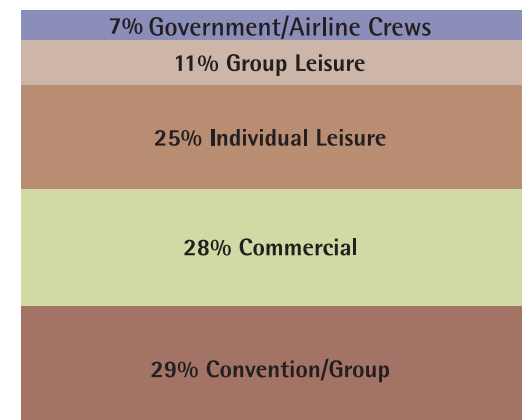
Regional Hotel Revenue: \$971,360,535

(Smith Travel Research)

It Takes All Travel Markets to Create a Good Year for Hotels

Center City Market Mix – 2006

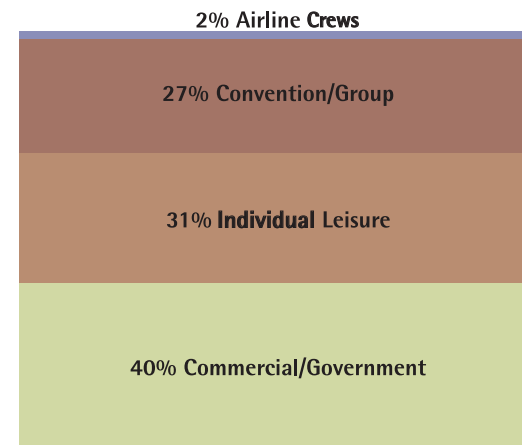
Total Demand: 2,715,329 rooms



(PKF Consulting)

Five-county Market Mix – 2006

Total Demand: 8,024,398 rooms



(PKF Consulting)

RITTENHOUSE SQUARE



SESAME PLACE

CONSUMER INSIGHT

Visitor Volume: How Many Visitors Do We Get?

In 2006, the number of visitors to Greater Philadelphia decreased slightly from 21.01 million in 2005 to 20.35 million. The number of visitors staying overnight in hotels increased by nearly 4%, from 4.86 million to 5.04 million.

Total Visitor Volume (in millions)*

Visitors (Person-Stays)**	2006	2005	
Total	20.35	21.01	-3.1%
Day	12.05	12.35	-2.4%
Overnight	8.27	8.65	-4.5%
Hotel Overnight	5.04	4.86	3.7%

**Full data on day, overnight, business and leisure visitor volume will be released on gophila.com/research on June 1, 2007.*

***A Person-Stay: One person traveling 50 or more miles away from home or any overnight stay.*

Tourism trends from 2006 help us to understand the slight decrease in total visitor numbers and the increase in hotel stays:

Visitation to some of the region's attractions was down or essentially flat:

- Visitors to the Liberty Bell Center and Independence Hall were down 8.6% and 0.5%, respectively.
- Visitors to Valley Forge National Historical Park were up 1.3% in 2006.

All three segments of the hotel industry—group/convention, leisure and business—are working together to create strong hotel occupancy and rates:

- Wednesdays and Saturdays are the busiest nights of the week for Philadelphia hotels, indicating both strong business and leisure demand.
- Hotels have concentrated on and been successful in booking group business—both leisure and meetings—increasing the number of these room nights by nearly 4% in 2006.

Economic Impact: How Much Do They Spend?

- The total economic impact of visitors to the Philadelphia region for 2005 was nearly \$10.1 billion, a 4.3% increase from 2004. Leisure visitors accounted for 60%—or \$6.05 billion—of all visitor impact in 2005, an increase from 56% in 2003 and 59% in 2004.
- Direct visitor spending in 2005 was \$5.8 billion, a 4% increase over 2004.
- The tourism industry sustained 126,986 jobs.
- The region and the Commonwealth collected \$513.7 million in taxes from visitor spending in the region. This figure equates to approximately \$342 per five-county household.

(Global Insight)

Tourism Economic Impact in the Five-county Region

\$ in billions, jobs in units

Category	2005	2004	2003
Economic Impact	\$10.08	\$9.66	\$8.99
Direct Visitor Spending	\$5.79	\$5.58	\$5.20
Indirect Spending	\$1.91	\$1.81	\$1.68
Induced Spending	\$2.38	\$2.28	\$2.12
Jobs Supported	126,986	123,742	117,562
Wages Generated	\$3.82	\$3.65	\$3.39
Federal, State and Local Taxes	\$1.38	\$1.35	\$1.29

Leisure Tourism Impact in the Five-county Region

\$ in billions, jobs in units

Category	2005	2004	2003
Economic Impact	\$6.05	\$5.70	\$5.03
Jobs Supported	76,192	73,008	65,835
Wages Generated	\$2.29	\$2.15	\$1.90
Federal, State and Local Taxes	\$0.83	\$0.80	\$0.72

(Global Insight)



PHILADELPHIA SKYLINE



VALLEY FORGE NATIONAL HISTORICAL PARK



Top Insights from Consumer Research

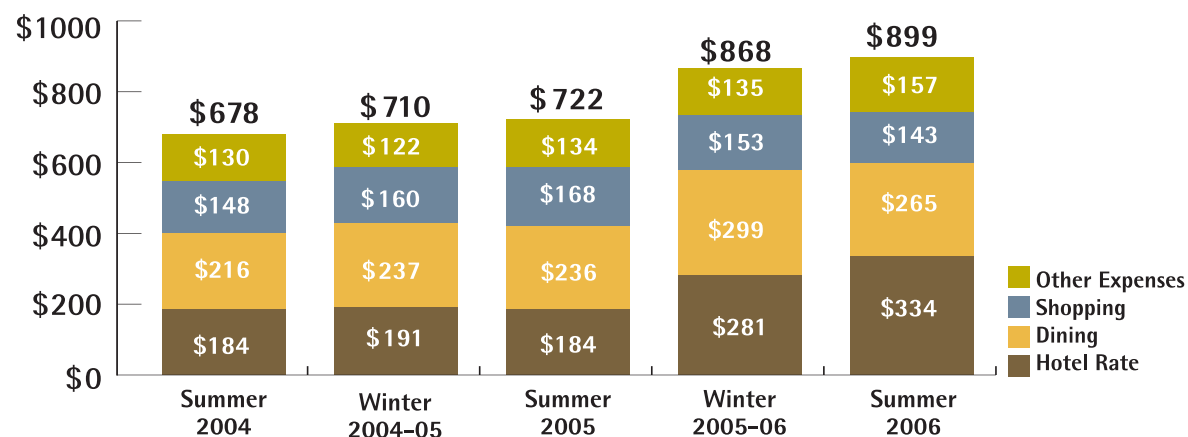
- The Philadelphia region has earned “bragging rights” thanks to more than 10 years of marketing and publicity. Consumers are ready to hear about all we have to offer and how much fun they’ll have sleeping over.
- History remains Philadelphia’s most recognized tourism asset and can serve as the “hook” to expose visitors to everything the city has to offer.
- We’ve learned that the **Philly’s More Fun When You Sleep Over®** positioning needs to evolve:
 - The “sleep over” message doesn’t travel as well to our national markets. (“Of course I’d sleep over, I’m flying in from Boston,” said a Boston focus group participant.)

(continued on page 33)

CONSUMER INSIGHT (continued)

Hotel Visitor Spending

Hotel visitor spending spiked sharply in 2006, driven by higher spending on dining and hotel accommodations. The data in the table below reflects spending figures reported by hotel visitors who booked through **gophila.com** over the past five seasons.



(GPTMC Seasonal Hotel Surveys)

Point of Origin

Visitors to Philadelphia tend to come from the New York area, Central Pennsylvania and the Washington D.C./Baltimore region.

Top 10 Points of Origin for All Overnight Hotel Visitors:

1. New York, New York
2. Philadelphia, Pennsylvania
3. Washington D.C.
4. Hartford and New Haven, Connecticut
5. Wilkes-Barre/Scranton, Pennsylvania
6. Boston, Massachusetts
7. Rochester, New York
8. Harrisburg region, Pennsylvania
9. Pittsburgh, Pennsylvania
10. Baltimore, Maryland

(D.K. Shifflet & Associates)

Top Points of Origin for Hotel Reservations on gophila.com:

DOMESTIC

1. Philadelphia DMA*
2. New York DMA
3. Harrisburg region
4. Washington D.C. DMA
5. Baltimore DMA
6. Boston DMA

*DMA stands for Designated Market Area, a region where the population can receive the same (or similar) television and radio station offerings. They may also receive similar newspaper and Internet content.

(gophila.com)

INTERNATIONAL

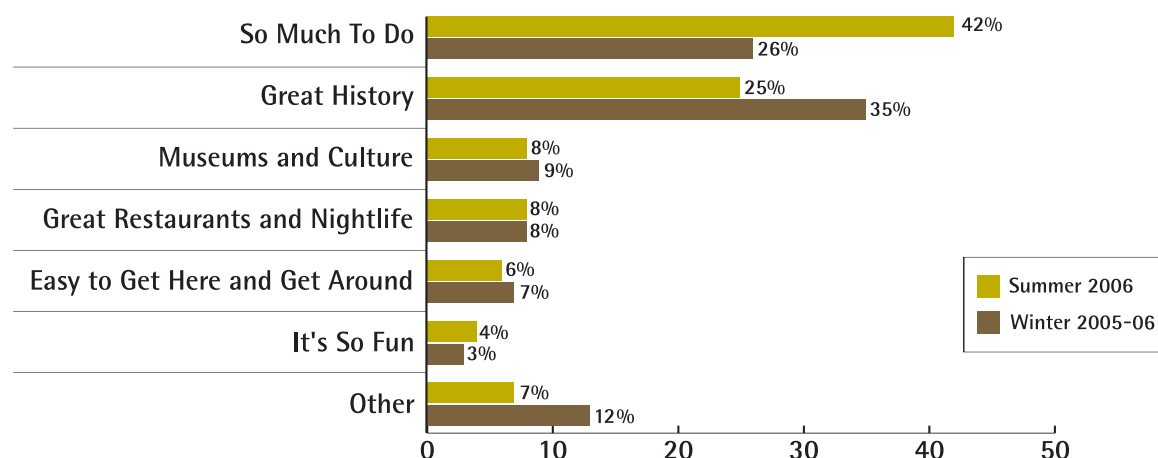
1. Canada
2. Great Britain
3. Mexico
4. Japan

Who Visits and Why?

We gather consumer insights all year long to learn the best ways to reach people with the new Philadelphia message. From the most personal form of research—one-on-one interviews—to focus groups where we hear from up to 10 people, to surveys where we learn from literally thousands, GPTMC finds out what our visitors and potential visitors want to know and do.

Reasons to Visit

Reasons to visit our region are almost as varied as the number of visitors we have and the variety of things there are to do. “So much to do” is the message we try to convey to visitors in our marketing, and this past summer 42% of our survey respondents offered “so much to do” as the top reason to visit.



For a fuller picture of our visitor studies, visit gophila.com/research.

PERSONALLY SPEAKING...

“The city is so unique...there is a ‘neighborhood’ feel unlike any other. With all the great restaurants, events and historical landmarks, how could you not want to spend time in Philly?” – A Philadelphia visitor and survey respondent

(Top Insights continued from page 32)

- Metropolitan destinations are all about non-stop activity to visitors; sleep is a secondary concern.
- The destination, not pajamas, needs to be front and center in our advertising. Reporting his impression of the *Philly: The Musical* television spot, one focus group participant said, “It’s got great energy, but I did want to see more of what was behind the pajama guy in all of those scenes.”
- On a lighter note, women, specifically, have told us they find the pajama man confusing: “No men I know wear pajamas. Do men in Philadelphia?”
- People want to see pictures that are energizing and where they can imagine themselves being. Pictures of nighttime scenes and distinctive places (the Liberty Bell Center, City Hall and Morimoto) drew people to the destination.
- **Gophila.com** is a vital trip planner, image builder and trip converter:
 - 33% of **gophila.com** survey respondents from out of town have never visited Greater Philadelphia.
 - 66% of **gophila.com** survey respondents from out of town are planning to visit within the next three months.
 - 8.8% of **gophila.com** visitors in 2006 checked the hotel rates offered on the site, and 2.7% of those who checked rates booked a room (the average “look to book” rate at all retail sites is 2.5%).

SHOPPING, WEST CHESTER



JOHN'S WATER ICE

PHILLY'S MORE FUN WHEN YOU COLLABORATE

PTMC's success depends heavily on the work we do with our partners in the hospitality industry and beyond. The more we partner, the greater our reach and the better the results. Our partnerships begin close in—the city, the region and the state—and then extend to national partners as well. Here's a look at some of the people and organizations we've collaborated with over the last year:

Thanks, We Couldn't Do It Without You

- Governor Edward G. Rendell
- Mayor John F. Street
- Pennsylvania Department of Community and Economic Development
- Pennsylvania Department of Conservation and Natural Resources
- Pennsylvania State Legislature
- Philadelphia City Council
- AAA
- American Express
- American Tours International
- Amtrak
- Bank of America
- Bucks County Conference & Visitors Bureau
- Campus Philly
- Center City District
- Chester County Conference and Visitors Bureau
- City of Philadelphia
- Collegia
- Delaware County's Brandywine Conference and Visitors Bureau
- Enterprise Rent-A-Car
- The Franklin Institute
- Fuji Bicycles
- Greater Philadelphia Chamber of Commerce
- Greater Philadelphia Cultural Alliance
- Greater Philadelphia Hotel Association
- Heritage Philadelphia Program
- Historic Philadelphia, Inc.
- Independence Foundation
- Independence National Historical Park
- Independence Visitor Center Corporation
- Innovation Philadelphia
- Morris Visitor Publications
- National Park Service
- Old City District
- PECO Wind
- Penn's Landing Corporation
- Pennsylvania Convention Center Authority
- Pennsylvania Economy League
- The Pew Charitable Trusts
- Philadelphia Convention & Visitors Bureau (PCVB)
- The Philadelphia Foundation
- Philadelphia Gay Tourism Caucus
- Phila.gov
- Philadelphia Industrial Development Corporation
- Philadelphia Multicultural Affairs Congress
- Philadelphia Museum of Art
- PNC Bank
- Port of Philadelphia and Camden
- Select Greater Philadelphia
- Southwest Airlines
- Temple University School of Tourism and Hospitality Management
- Travel Industry Association of America
- University City District
- University of Pennsylvania
- US Airways
- Valley Forge Convention and Visitors Bureau
- William Penn Foundation

Forever Independent™

The leadership of 16 tourism, hospitality and business communities joined together to create a common mark to represent the region and serve as a unifying theme for communications and to create a common portal for visitors, residents and businesses to access key services and resources.

Participating in this initiative are the African American Chamber of Commerce, Bucks County Conference & Visitors Bureau, Chester County Conference and Visitors Bureau, City of Philadelphia, Delaware County's Brandywine Conference and Visitors Bureau, Greater Philadelphia Chamber of Commerce, Greater Philadelphia Cultural Alliance, Greater Philadelphia Tourism Marketing Corporation, Independence Visitor Center Corporation, Innovation Philadelphia, Pennsylvania Convention Center Authority, Commonwealth of Pennsylvania (DCED), Philadelphia Convention & Visitors Bureau, Philadelphia International Airport, Select Greater Philadelphia and Valley Forge Convention and Visitors Bureau.

The group unanimously embraced **Forever Independent™** as the mark for the region. Key to the partnership is a portal to the region, **foreverindependent.org**. Here visitors can find key links to organizations designed to help them visit, live, work, meet and play in Philadelphia.

GPTMC Advisory Committees

- African-American Advisory Committee
- **Boundless Philadelphia™** Advisory Committee
- Hispanic Advisory Committee
- Hotel Initiative Committee
- Neighborhood Tourism Network Advisory Committee
- Philadelphia Gay Tourism Caucus
- Philly's More Fun Alliance
- Power PR
- Quest for Freedom – Underground Railroad Advisory Committee
- **uwishunu™** Advisory Committee

Our Agencies

- | | | |
|-----------------------------------|---------------------------|------------------------------|
| • 160over90 | • Global Insight | • Red Tettemer |
| • The Altus Group | • Impact Dimensions | • The Roz Group |
| • Angelmark Associates, Inc. | • LevLane Advertising | • The Star Group |
| • Anne Cousineau Public Relations | • Lime Publishing | • TargetX |
| • Cárdenas Grant Communications | • Longwoods International | • Unlimited Dimensions, Inc. |
| • Cashman & Associates | • MayoSeitz Media | • Urban Partners, LLC |
| • Caspari McCormick | • The Melior Group | • Wing Latino |
| • Cellit Mobile Marketing | • Osiris Group, Inc. | • Wright Group |
| • D.K. Shifflet & Associates Ltd. | • PaperStreet | |
| • Electronic Ink | • PKF Consulting | |



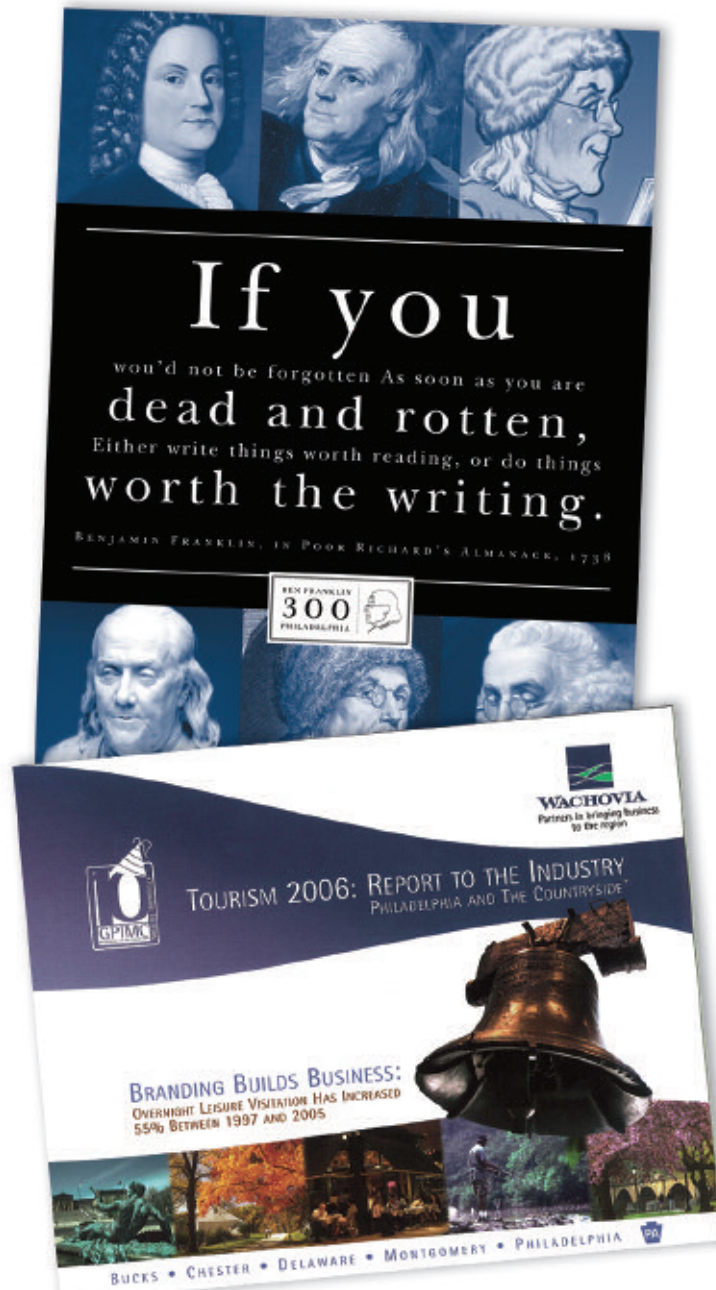
Welcome to a place where ideas take wing and the attitude is 100% can-do. Where magnificent natural resources inspire happiness and prosperity. And where you feel at home, whether you're unpacking an overnight bag or putting down roots for a lifetime.

Welcome to a place that cherishes individual liberty, innovation in all things and a fierce streak of commitment to do whatever it takes to create the next big thing.

Welcome to a place that believes in living Forever Independent.

To learn about a place where you can
live › work › play › meet › and visit ›
go to www.foreverindependent.org.

BEN FRANKLIN 300 PHILADELPHIA PRESS KIT



Tourism 2006: Report to the Industry

PHILLY'S MORE FUN WHEN YOU COLLABORATE (continued) 2006-2007 Awards

National and regional organizations recognized GPTMC's work on various marketing campaigns, collateral materials and Web site enhancements. Here's a look at our banner year:

NATIONAL/INTERNATIONAL COMPETITIONS:

■ Travel Industry Association of America's (TIA) Odyssey Awards:

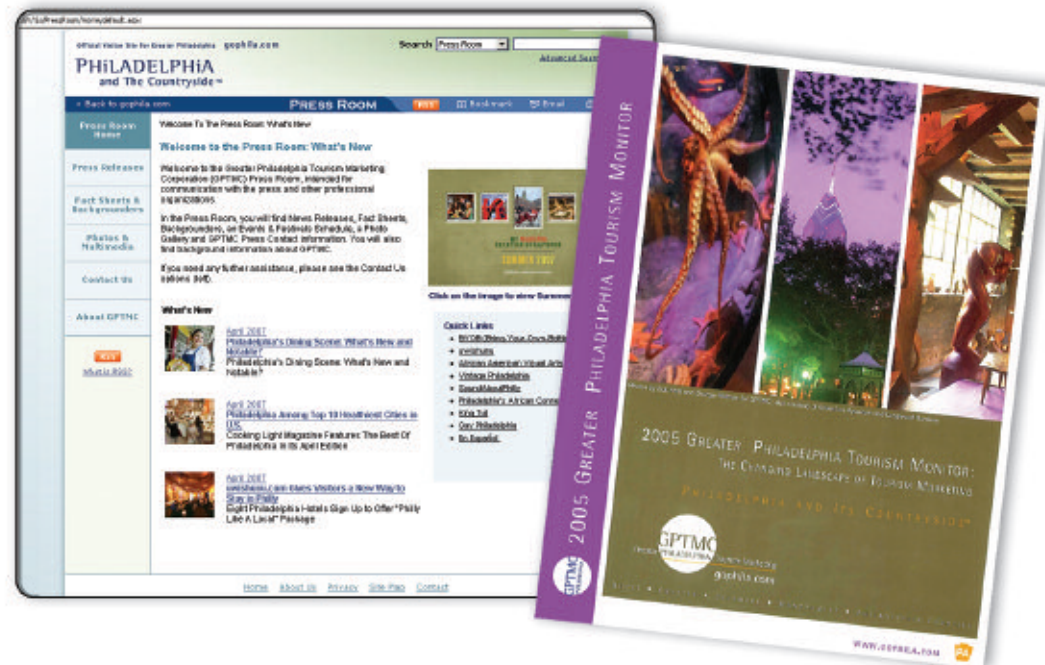
Philadelphia is the only destination ever to receive three awards in one year.

- Tourism Economic Awareness award for the *Greater Philadelphia Tourism Monitor*
- Publicity & Promotion award for **Philly's Got BENERgy!**™ campaign
- Domestic SeeAmerica Marketing award for **Philadelphia – Get Your History Straight and Your Nightlife Gay**® campaign

■ Hospitality Sales and Marketing Association International's (HSMAI) Adrian Awards:

- Gold award for *Philly: The Musical* image campaign
- Gold award for gophila.com/pressroom
- Silver award for *Tourism 2006: Report to the Industry*

GOPHILA.COM PRESSROOM HOMEPAGE



Greater Philadelphia Tourism Monitor

LOCAL/REGIONAL COMPETITIONS:

■ Public Relations Society of America's (PRSA) Pepperpot Awards:

- Pepperpot (first place) for **Philly's Got BENergy!**™ campaign
- Ladle (second place) for *Tourism 2006: Report to the Industry*

■ Davey Awards (given to the Osiris Group for the redesign of **gophila.com**):

- Silver award for tourism Web site

■ ADDY Awards (given to Red Tettemer for work on behalf of GPTMC):

- Gold award for **uwishunu**™ postcards
- Gold award for **uwishunu**™ Zoltar Machine
- Gold award for **uwishunu**™ campaign
- Silver award for **uwishunu**™ t-shirts
- Silver award for *Philly: The Musical* television commercial

ON THE RECORD

"Winning one of the top honors in an industry is tough enough. But the Greater Philadelphia Tourism Marketing Corp. has made a triple play by taking home three of the eight available Odyssey Awards given annually by the Travel Industry of America, the major trade group in the business."
– Tom Belden, *The Philadelphia Inquirer*, August 14, 2006

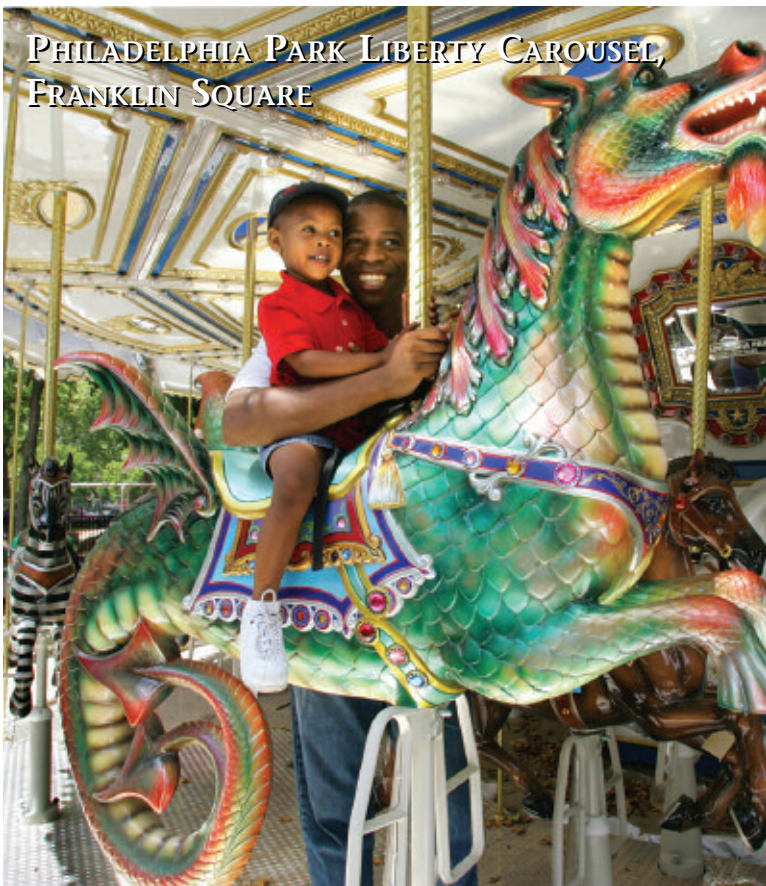


UWISHUNU™ CREATIVE: ZOLTAR MACHINE, T-SHIRT AND POSTCARDS



PHILLY: THE MUSICAL TELEVISION COMMERCIAL STILLS

PHILADELPHIA PARK LIBERTY CAROUSEL, FRANKLIN SQUARE



"Your Philadelphia" Presentations

Since August 2004, GPTMC has been providing area organizations with a fun, free and interactive presentation focusing on the region's tremendous growth, the impact of the tourism industry, how the hospitality industry impacts our residents' quality of life and what people can do to help Philadelphia continue to grow and thrive. To date, we have presented "Your Philadelphia" to more than 100 organizations, including corporations, rotary clubs, universities, law firms and attractions. Each attendee receives a Philly Brag Pack with great resources. If you're interested in scheduling a free presentation, e-mail Rachel Schwartz at rachelschwartz@hotmail.com.

PHILLY'S MORE FUN WHEN YOU GET INVOLVED

GPTMC offers many ways for local attractions and businesses to get involved in our work in ways both big and small. Here are just a few of the many ways you can work with and benefit from GPTMC:

Advertising:

- **Advertorials:** GPTMC can include your attraction and events in themed advertorial placements. Send your press releases and media newsletters to Jim Werner at jim@gptmc.com.
- **Cooperative Advertising:** Align your message with the **Philly's More Fun When You Sleep Over®** brand, and take advantage of a substantial discount through GPTMC's Cooperative Advertising Program. Contact Lisa Kruse at lisa@gptmc.com.
- **Collateral:** Request collateral (*Philadelphia and The Countryside™: An Insider's Look, Pennsylvania Travel Guide, Campus Philly*, etc.) for a minimal fee that covers the cost of shipping. Contact Jim Werner at jim@gptmc.com.
- **Promotions:** Your organization can partner with GPTMC and gain media exposure by providing a promotional prize. Contact Jim Werner at jim@gptmc.com.
- **Sponsorship:** GPTMC increases reach and exposure into opportunistic market segments by financially supporting partner initiatives. Contact Sharon Rossi at sharon@gptmc.com.

Communications:

- **Press Material and Content:** Send your press releases and media newsletters, or tell us your stories so that we can theme them together with other attractions and events. Contact Cathy McVey at cathy@gptmc.com.
- **Calendar of Events:** GPTMC issues a press release of ongoing events for potential visitors (time frame: six months to three years out) to media every month. Contact Cathy McVey at cathy@gptmc.com.
- **Photography and Video B-Roll:** To have your venue added to GPTMC's extensive photography and video libraries, contact Cathy McVey (photography) at cathy@gptmc.com and Cara Schneider (video) at cara@gptmc.com.
- **Show & Tell:** To introduce or reacquaint your company with GPTMC and benefit from new marketing ideas, present to GPTMC during a Show & Tell. Contact Caroline Bean at caroline@gptmc.com.

Interactive:

- **Interactive Calendar of Events:** Gophila.com partners with the PhillyFunGuide to provide an online events calendar. Submit an event at gophila.com/events, or contact Aaron Horton at aaron@gptmc.com.
- **Monthly Consumer e-Newsletters:** GPTMC may include your organization and events in e-newsletters that go to nearly 60,000 opt-in e-mail subscribers. To be included, send your press releases and media newsletters to James Zale at james@gptmc.com.
- **Philadelphia CultureFiles®:** To have your cultural attraction considered for inclusion in the Philadelphia CultureFiles®, found on gophila.com, contact Megan Smedley at megan@gptmc.com.
- **Virtual Brochures:** Add your brochures and travel guides to gophila.com's Virtual Brochure Rack. Contact James Zale at james@gptmc.com.

Hotel:

- **Tourism Talk:** Send us your press releases and media newsletters to be considered for *Tourism Talk*, a bimonthly e-newsletter geared toward hoteliers and front-line hotel staff to inform them about upcoming events, statistics and trends. Contact Michael Sheridan at michael@gptmc.com.
- **Savings Books:** GPTMC features attractions, retail, restaurants and nightlife in biannual savings booklets distributed to hotel package buyers. To participate, contact Keren Ini at keren@gptmc.com.

Research:

- **Research Resource:** GPTMC research is available at gophila.com/research. Contact Ethan Conner-Ross at ethan@gptmc.com for more information.

PERSONALLY SPEAKING...

"This is an especially exciting time for Philadelphia. Dynamic partnerships between great organizations, like GPTMC and PIDC, are helping to build a stronger regional economic foundation for the 21st century. Our efforts to redevelop the Navy Yard as a dynamic mixed-use community, for example, will support GPTMC's 'live, work and play' mission for Philadelphia."

– Peter S. Longstreth, Philadelphia Industrial Development Corporation



LONGWOOD GARDENS



PHILADELPHIA INTERNATIONAL
ART EXPO

More Media Quotes

- “It has been a rebirth involving not just tourist attractions and gleaming new architecture but people moving into once-crumbling housing stock, jobs returning to the urban core, companies reinvesting in infrastructure. The result is that tangible, street-level energy one finds in the liveliest cities, both exciting yet utterly day-to-day and around-the-clock, from skyscraper office workers headed for lunch to art gallery-goers at night in Old City to flower sellers and book readers lounging in the sun on weekends in Rittenhouse Square.”
– *The Dallas Morning News* (circulation: 465,469), August 6, 2006
- “The mood was peace, tranquility and essence. WOW. I didn’t want to leave there, I didn’t want to leave Philly period. So much culture, so much depth, so much of everything. This was the emotion I felt when I landed.” – *Planet Africa* (circulation: 10,000), Winter 2007
- “Once upon a time, long ago, you probably came to Philly on a field trip or a family vacation. Must-dos included Independence Hall and the Liberty Bell. Now that you’re older, it’s time to come again and ‘Let the wild rumpus start!’ as children’s book author Maurice Sendak says.” – *Toronto Sun* (circulation: 205,034), July 16, 2006
- “Full of artists and restaurants, Philly is the new hipster paradise!” – *SPIN Magazine* (circulation: 569,010), June 2006
- “With more than 200 BYOB restaurants already existing in the Philly area, www.gophila.com, the official visitor site for the greater Philadelphia area, has compiled a pretty doggone cool interactive map to help you locate one in your hood.” – *Metro Philadelphia* (circulation: 136,957), November 3, 2006



- “But in *Rocky Balboa*, many of those sagging row-house neighborhoods have been renewed through the efforts of former mayor (now governor) Ed Rendell and current Mayor John Street. Where visitors once saw rubble and boarded up houses in 1976, today there are artist studios, galleries and restaurants. There’s a glittering new skyline (shown to nice effect in *Rocky Balboa*) that includes the Cira Centre, which resembles a huge laser-cut diamond next to Amtrak’s 30th Street Station.” – *The Globe and Mail* (circulation: 409,399), December 16, 2006
- “Philadelphia International Records somehow made its indelible mark internationally—known as ‘The Sound of Philadelphia’—with sweet on top, funky on the bottom, socially aware and yet utopian, equally at home on radio, with original tunes and hit samples and remixes on the dance floor.” – *New York Beacon* (circulation: 71,750), September 7-13, 2006
- “The city of brotherly—and sisterly—love is home to an unusual number of art collectives, specialized communities of shared interests in which groups of artists work and, often, live together under one roof.” – *The New York Times* (circulation: 1,682,644), March 21, 2007
- “Did anyone here notice the ad from a Philly online magazine on here (www.uwishunu.com/about-uwishunu)? The one thing about that town is that it has an increasing amount of pride in itself (http://en.wikipedia.org/wiki/Rocky). They just think they are the bomb and they will get in your face to tell you about it.” – *Metroblogging Pittsburgh*, March 23, 2007





Greater PHILADELPHIA Tourism Marketing
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“Marketing Philadelphia is an investment that produces visible returns for all of our communities. GPTMC’s work to advertise and promote the region results in highly visible features about Philadelphia in national media markets. The resulting tourism boom has undoubtedly generated opportunities for all business segments, particularly hotels, restaurants and museums. GPTMC promotes Greater Philadelphia as not only a fun region to visit but also a great place to live and work. Bank of America is proud to support GPTMC’s efforts to promote Philadelphia and The Countryside™.”

–Daniel K. Fitzpatrick, President, Bank of America Pennsylvania



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