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OVERVIEW

Introduction

Tourism industry overview

Tourism as an economic driver

Tourism marketing

How we do what we do

Cities doing it well

Challenges

The Mega-decade

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ANGELA VAL PRESIDENT AND CEO VISIT PHILADELPHIA

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ABOUT VISIT PHILADELPHIA

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We're the region's official leisure tourism marketing agency.



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43.8 MILLION

Visitors to the greater
Philadelphia region

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TOURISM INDUSTRY OVERVIEW

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INDUSTRY OVERVIEW

- **Leisure** and **business** travel are the primary drivers
- Conventions and large-scale events contribute significantly
- Hotels serve both transient and group markets
- Key segments include airlines, lodging, food & beverage, recreation & travel services

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HOSPITALITY JOBS

- **Frontline jobs:** hotel staff, servers, tour guides
- **Management roles:** operations, sales, marketing
- **Indirect roles:** event planning, transportation, retail
- **Economic driver** in both urban and rural communities

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194,100

Jobs created through the
hospitality industry

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\$1.1 BILLION

State and local tax
revenue

PHILADELPHIA

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TOURISM MARKETING

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TOOLS OF MARKETING

- Branding and destination storytelling
- Media relations and influencer partnerships
- Digital marketing: SEO, SEM, email
- Advertising and social media campaigns
- Press trips and familiarization tours

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HOW WE DO WHAT WE DO

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MEDIA • MEETINGS • VISITPA.COM

THINGS TO DO • FOOD & DRINK • EVENTS • INSIDER PHILLY • PHILLY YOUR WAY • MAPS & GUIDES • HOTELS & DEALS

Philly is on a mean, green winning streak

Philly Voted Best City in America for Street Art by USA Today — Again!

[READ MORE](#)

Sembrando Sueños, Cosechando Esperanzas by Patricia Barrera — Photo by Visit Philadelphia

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SEARCH

Feature

Philadelphia Scores 14 James Beard Award Semifinalist Nominations for 2025

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SINGAPORE



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FLORIDA



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CHALLENGES

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CHALLENGES



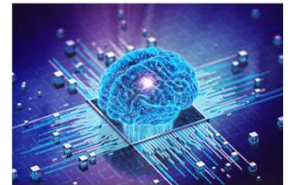
Regulatory Policy &
Geopolitical
Changes



Budget Airline
Sector Shakeup



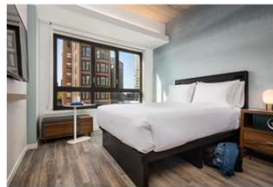
Crime and
Cleanliness



Evolution of AI



Mid-scale
Perception



Vibe-flation



Competing
Destinations

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THE MEGA-DECADE!

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2026 FIFA World Cup



2028 Olympics



2031 Rugby World Cup



2034 Winter Olympics

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THANK YOU

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