

A nighttime photograph of Philadelphia's skyline. In the foreground, a modern, illuminated walkway with a metal railing curves along a river. The walkway is lit with blue-tinted lights. In the background, several skyscrapers are lit up, including the Comcast Center. The sky is a deep blue.

2016 ANNUAL REPORT

FOR THE RECORD





WHO WE ARE

The Philadelphia Convention & Visitors Bureau (PHLCVB), a private, nonprofit membership corporation, is the official tourism promotion agency for the City of Philadelphia globally, and the primary sales and marketing agency for the Pennsylvania Convention Center.

OUR MISSION

Our mission is to generate economic impact and job growth by increasing the region's hotel occupancy and revenues, while concurrently affecting other diverse segments of the hospitality industry. We develop creative solutions to attract ethnically diverse regional, national and international convention and tourism customers through creative sales, marketing and communications efforts.

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Celebrating **75 Years**
1941-2016





MESSAGES FROM LEADERSHIP

© Stock by Getty/Philadelphia City Hall



Dear Stakeholders,

Over the past 75 years, the **PHLCVB** has participated in valuable strategic partnerships designed to move Philadelphia forward. In 2016, alongside the team at the City of Philadelphia, our hospitality community and the Commonwealth of Pennsylvania, we collectively delivered record-breaking visitation numbers, successfully hosted the 2016 Democratic National Convention (DNC) and set an all-time booking record for future meetings and conventions to keep the momentum going.

Center City saw a record-high **78%** hotel room occupancy, with group and convention attendees making up the largest visitor segment. The total economic impact of meetings and conventions booked by the **PHLCVB** reached a staggering **\$989 million** for the year.

Also in 2016, we booked more than **700** future meetings and conventions — totaling **\$1.3 billion** in projected economic impact. And we began the important process of developing a new strategic plan that will drive our organization’s growth.

As we look to the years ahead, our partners at home and around the world will continue to play a critical role in helping us position and promote Philadelphia as a premier global destination. We are proud to be a part of the city’s success story.

Julie Coker Graham
President & CEO

Nick DeBenedictis
Chairman of the Board

Message from the Mayor

It’s not every year your city gets to host an event of national or international interest. The DNC in 2016 followed World Meeting of Families in 2015. And bucking the idea that 2017 would be a quiet year, the NFL chose Philadelphia to host the NFL Draft — an event that will draw nearly 200,000 visitors to our city and will again put Philadelphia in the spotlight.

The tourism industry generates secure jobs for our citizens and tax revenue from outside sources. I’m a proud Philadelphian and am energized by the positive growth and development of our city, which can often be attributed to the work of fantastic organizations like the **PHLCVB** that are able to move us forward.

Sincerely,

Jim Kenney
Mayor, City of Philadelphia

“Our partners at home and around the world play a critical role in helping us position and promote Philadelphia as a premier global destination.”

Message from the Governor

Philadelphia is one of the main gateways for our commonwealth to connect with travelers coast-to-coast, internationally and with those attending conventions. Through innovative and creative marketing and sales efforts, the Philadelphia Convention & Visitors Bureau spotlights Pennsylvania and our Pennsylvania Convention Center. The work of the **PHLCVB** positively affects efforts that are vital to helping support tourism, one of the commonwealth’s largest industries, alongside local businesses and communities. In 2016, the work of the **PHLCVB** helped to support over 71,000 hospitality-related jobs in the city of Philadelphia alone, continuing to serve as a strong economic driver of growth and development for Pennsylvania.

With the **PHLCVB** hard at work, we can be confident that more conventions, more visitors and more economic impact are ahead for both Philadelphia and the commonwealth. I look forward to witnessing **PHLCVB**’s continued success in 2017.

Sincerely,

Tom Wolf
Governor, Commonwealth of Pennsylvania



2016

MEETINGS & CONVENTIONS

BIG RESULTS

© Scott Spitzer Photography & Design, LLC/Pennsylvania Convention Center

Convention & Group Is the Largest Segment of Overnight Visitors to Philadelphia

- Generates the most hotel room revenue, driving bottom-line results for local hotels.
- Delivers game-changing economic impact in Philadelphia, bringing more tax revenue and more jobs.

Our experienced sales team focuses on booking meetings, conventions, trade shows and sporting events into the Pennsylvania Convention Center, member hotels and off-site venues. Attendees from across the globe stay overnight, eat in restaurants, ride in taxis, shop and more.

Once conventions are booked, our Convention Services team assists planners and show organizers with logistics and event planning, including connecting them with our members and partners, to ensure a smooth and successful event.

Customer Market Segments

2016 Total Demand = 3.2 million room nights consumed in Center City Philadelphia



33%

Convention & Group



32%

Leisure



31%

Commercial



2%

Airline Crews



2%

Government

(Source: CBRE Hotels)

2016 Meetings & Conventions in Philadelphia

Booked by the **PHLCVB**



\$989 Million

Economic Impact



670,000

Attendees



612,000

Room Nights
(Up **9.7%** vs. 2015)

(Source: **PHLCVB**)

2016 Meetings & Conventions Held at the Pennsylvania Convention Center

Booked by the **PHLCVB**



\$722 Million

Economic Impact



382,000

Attendees



397,000

Room Nights

➔ Pennsylvania Convention Center-related meetings and conventions delivered **73%** of the total economic impact generated by 2016 **PHLCVB**-booked events

(Source: **PHLCVB**)

2016 MEETINGS & CONVENTIONS HIGHLIGHTS



© Scott Spiller Photography & Design, LLC/Pennsylvania Convention Center

A \$500 Million Summer

The Democratic National Convention may have grabbed the most attention, but it takes more than one convention — no matter how big it is — to make a blockbuster summer.

In one season, two major sporting events and eight citywide conventions, including the DNC, combined to generate close to **\$500 Million** in economic impact for Philadelphia.

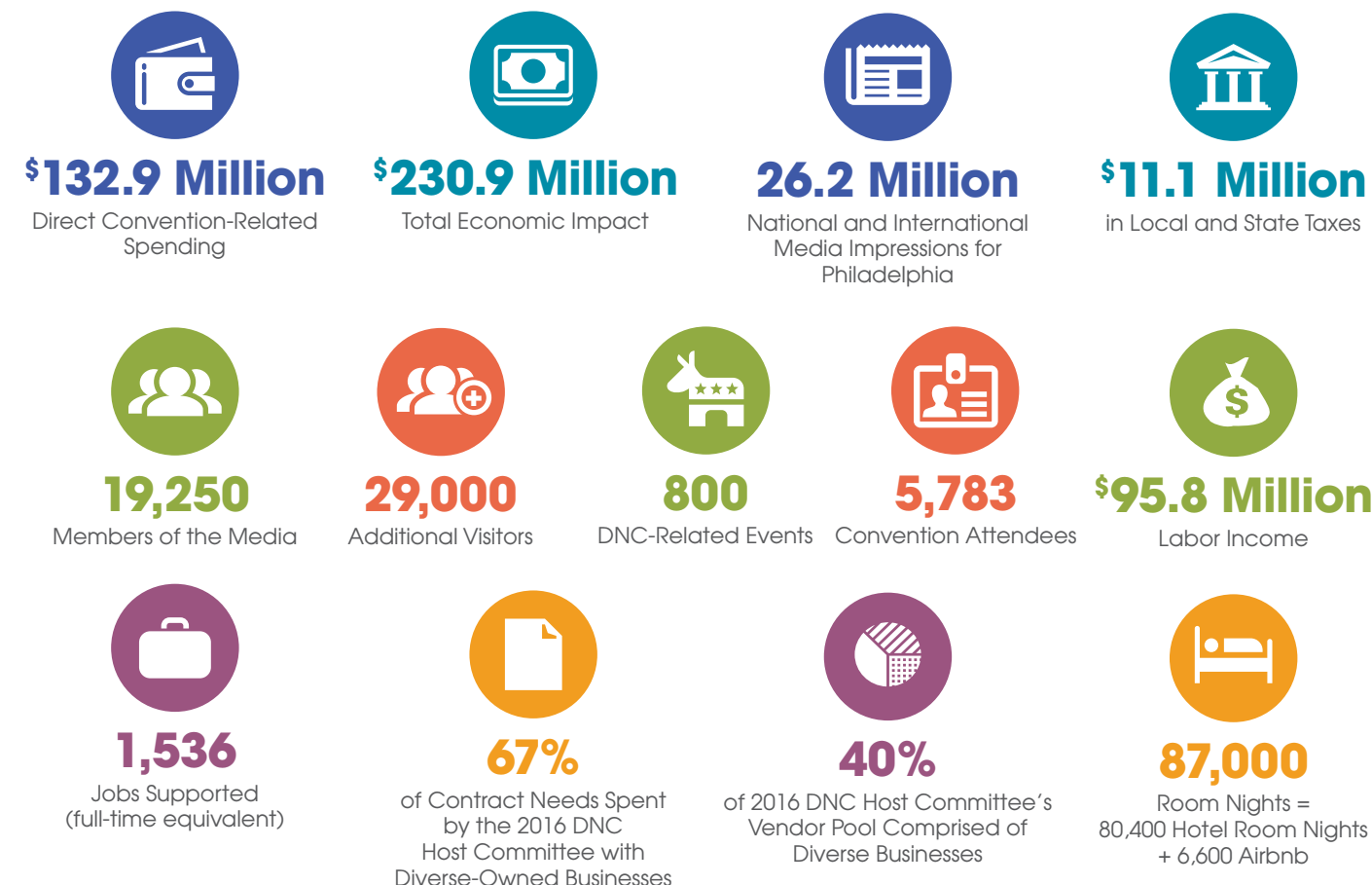
These and other meetings and conventions booked by the **PHLCVB** helped to give Philadelphia its busiest summer on record and boosted the visitation and impact numbers for the year.

NCAA Men's and Women's Lacrosse Championships	Lincoln Financial Field and Talen Energy Stadium	May 27–29
2016 Copa America Centenario	Lincoln Financial Field	June 9–14
Drug Information Association	PA Convention Center	June 26–30
AME Church Bicentennial	PA Convention Center	July 6–13
American Podiatric Medical Association	PA Convention Center	July 14–17
AVID Summer Institute	PA Convention Center	July 19–21
DNC	PA Convention Center and Wells Fargo Center	July 25–28
American Association for Clinical Chemistry	PA Convention Center	July 30–August 3
American Chemical Society	PA Convention Center	August 21–25
American Political Science Association	PA Convention Center	September 1–4

2016 Democratic National Convention

Philadelphia took the international spotlight when it hosted the Democratic National Convention from July 25–28, 2016. The DNC drew **over 54,000 visitors** to the five-county Philadelphia region, including delegates from all 50 states and seven U.S. territories as well as thousands of members of national and international media.

The four-day political convention resulted in:



In addition, the DNC generated massive publicity and media exposure for Philadelphia, which translated into significant increases in engagement with prospective travelers and the travel trade. Additional benefits from hosting the convention were realized by the city through multiple philanthropic campaigns and community investments that will continue to benefit the city for years to come.

THE 2016 DNC HOST COMMITTEE COMMUNITY IMPACT PROGRAM

An important component of hosting the DNC in Philadelphia was the added local benefit the city received through the Community Impact Program of the 2016 DNC Host Committee.

The program's successes include:

- Raising \$600,000 from philanthropic sources
- Completion of 11 impact projects during the convention
- Engagement of 2,000 school-age children in convention-related activities
- Partnership with 30 Philadelphia-based non-profit organizations
- Donation of \$400,000 worth of supplies and equipment to 25 local non-profit organizations

Source: Tourism Economics DNC Economic Impact Report

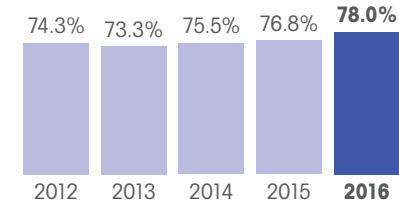
2016 CENTER CITY HOTEL

PERFORMANCE

© Courtesy of Logan Hotel/Stylish lobby at The Logan Hotel

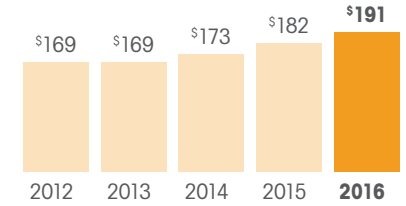
2016: Record-Breaking Year for Center City Hotels

Hotel Occupancy



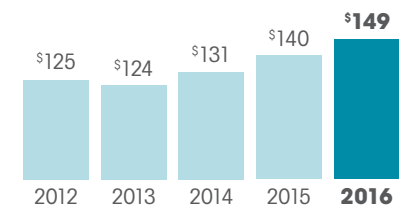
78% Occupancy
(Up **1.2%** vs. 2015)

Average Daily Rate



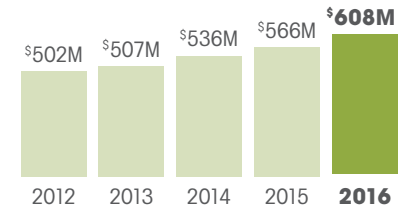
\$191 ADR
(Up **5%** vs. 2015)

Revenue Per Available Room



\$149 RevPAR
(Up **6.7%** vs. 2015)

Hotel Room Revenue

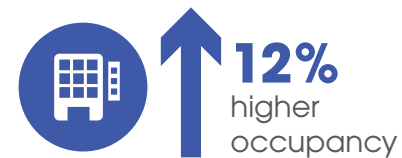


\$608 Million Room Revenue
(Up **7.3%** vs. 2015)

(Source: STR)

Citywide Conventions Boost Hotel Performance

Center City hotels thrived during citywide conventions versus comparable days with no citywide conventions, delivering:



(Source: STR)

KEY TERMS:

- Citywide:** The PHLCVB defines a citywide event as one that uses more than 2,000 hotel rooms on the busiest night of a convention.
- ADR:** A measure of the average rate paid for rooms sold, calculated by dividing total room revenue by total rooms sold. (Source: STR)
- RevPAR:** The total guest room revenue divided by the total number of available rooms. (Source: STR)
- Room Night:** One hotel room occupied for one night. A visitor may contribute multiple room nights per stay in Philadelphia.

FUTURE MEETINGS & CONVENTIONS BOOKED IN 2016

Booked by Our Sales Team in 2016 – Another All-Time Record Year



\$1.3 Billion
in Estimated Future Economic Impact

➔ **\$200 million more than 2015 All-Time Record!**



713
Meetings & Conventions Booked
(Up **18.2%** vs. 2015)



49%
Bookings Falling Within Next Five Years



903,000
Room Nights Booked
(Up **5.4%** vs. 2015)
All-Time Record



35%
Short-Term Bookings Falling Within 2016-2018



71%
Pennsylvania Convention Center-related events account for 71% of total room nights booked by **PHLCVB** in 2016

2016 Booking Highlights



APRIL 2017
2017 NFL Draft
\$86 Million
Estimated Economic Impact



MARCH 2019
National School Boards Association
\$31 Million
Estimated Economic Impact



APRIL 2022
American Society of Cataract and Refractive Surgery
\$40 Million
Estimated Economic Impact

Our sales team was on the road in 2016



38
Sales Trade Shows
(**3** added vs. 2015)



661
Sales Calls
(Up **57%** vs. 2015)



234
Site Visits
(Up **29%** vs. 2015)

Generating business to Philadelphia through one-on-one interactions

Estimates for total future groups on the books



2.4 Million
Attendees



3.5 Million
Total Room Nights



\$4.8 Billion
Total Economic Impact for the Region

2016 GLOBAL TOURISM

SALES EFFORTS

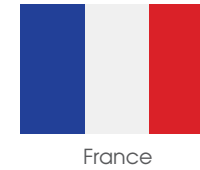
© Scott Spitzer Photography & Design, LLC/Race Street Pier



Our global tourism department is dedicated to increasing Philadelphia's position as a leading destination for overseas visitors and domestic group tours. We do this by marketing and selling to tour operators and travel agents, and working through overseas international media to market to business and leisure travelers.

Our team in Philadelphia was supported by six in-country representation offices in 2016 that served as an extension of our staff. These offices are located in China, India, Italy (also covers Spain), France, Germany (also covers Austria and Switzerland) and the U.K. (also covers Ireland).

2016 In-Country Sales & Marketing Outreach



Growing tourism to Philadelphia through one-on-one interactions worldwide

Making connections with domestic group tour operators, overseas tour operators, receptive tour operators and other travel trade professionals:



23

Sales Trade Shows

(International and domestic) in 10 countries, including the American Bus Association, U.S. Travel's IPW, Arabian Travel Market and more.



11

Sales Missions

in 10 countries, including the Philadelphia Orchestra Asia Tour and a joint mission with Brand USA in India.



58

Travel Trade Familiarization Trips

248 participants from 17 countries visiting Philadelphia

Positioning Philadelphia as a top destination through overseas leisure and travel trade media:



47

International Press Familiarization Trips

with 94 participants from 12 countries visiting Philadelphia



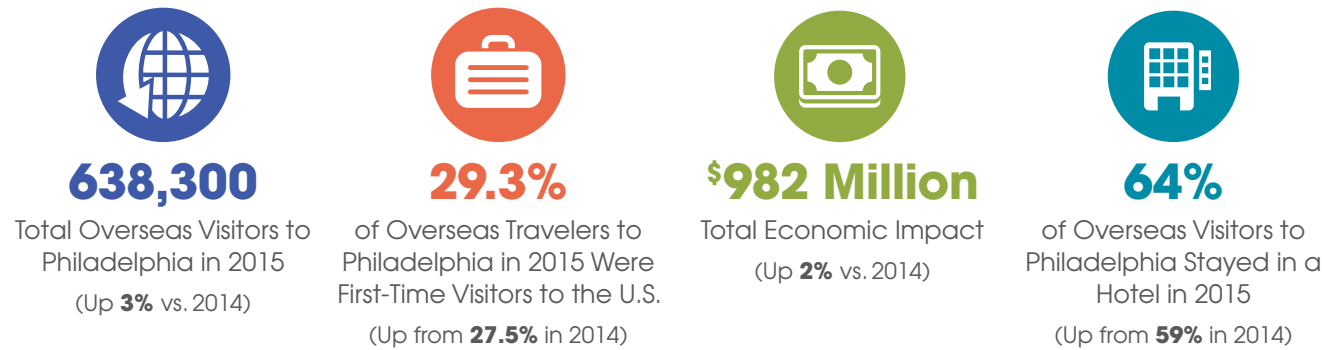
1,330

Media Stories Across the Globe

on Philadelphia as an international destination

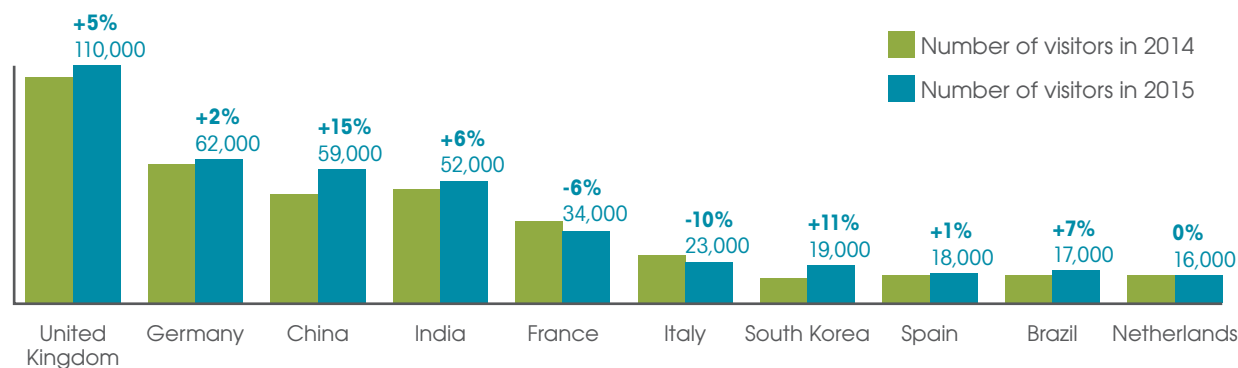
2015 GLOBAL TOURISM RESULTS

15th Most-Visited City in the U.S. by Overseas Travelers



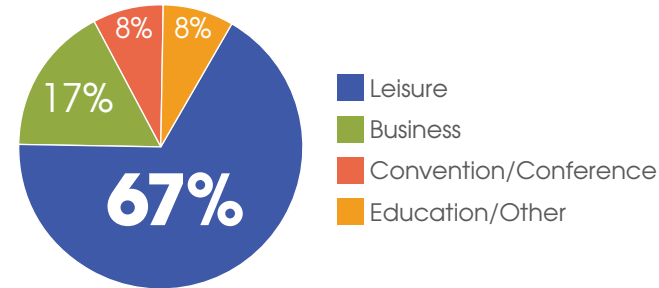
Top Overseas Markets Visiting Philadelphia

Philadelphia continues to see substantial growth from emerging markets in China and India, despite no direct flights.



Forecast for 2016: 653,000 overseas visitors to Philadelphia (Up **2.3%** vs. 2015)

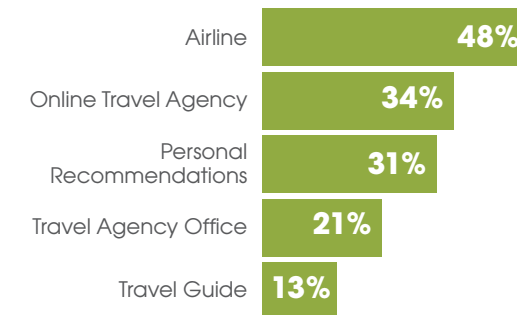
Primary Reasons for Overseas Travel to Philadelphia in 2015



Top Activities for Overseas Visitors to Philadelphia



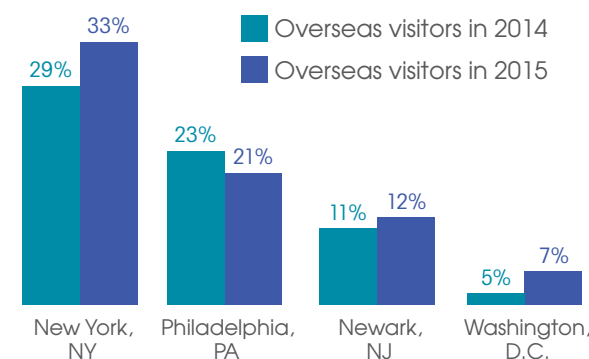
Top 2015 Travel Information Sources for Overseas Visitors



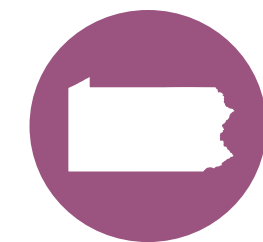
The **PHLCVB** works closely with our in-country partners to distribute destination content through each of these sources that encourages and inspires travel to Philadelphia.

Philadelphia is a major overseas international gateway to Pennsylvania

Port of Entry



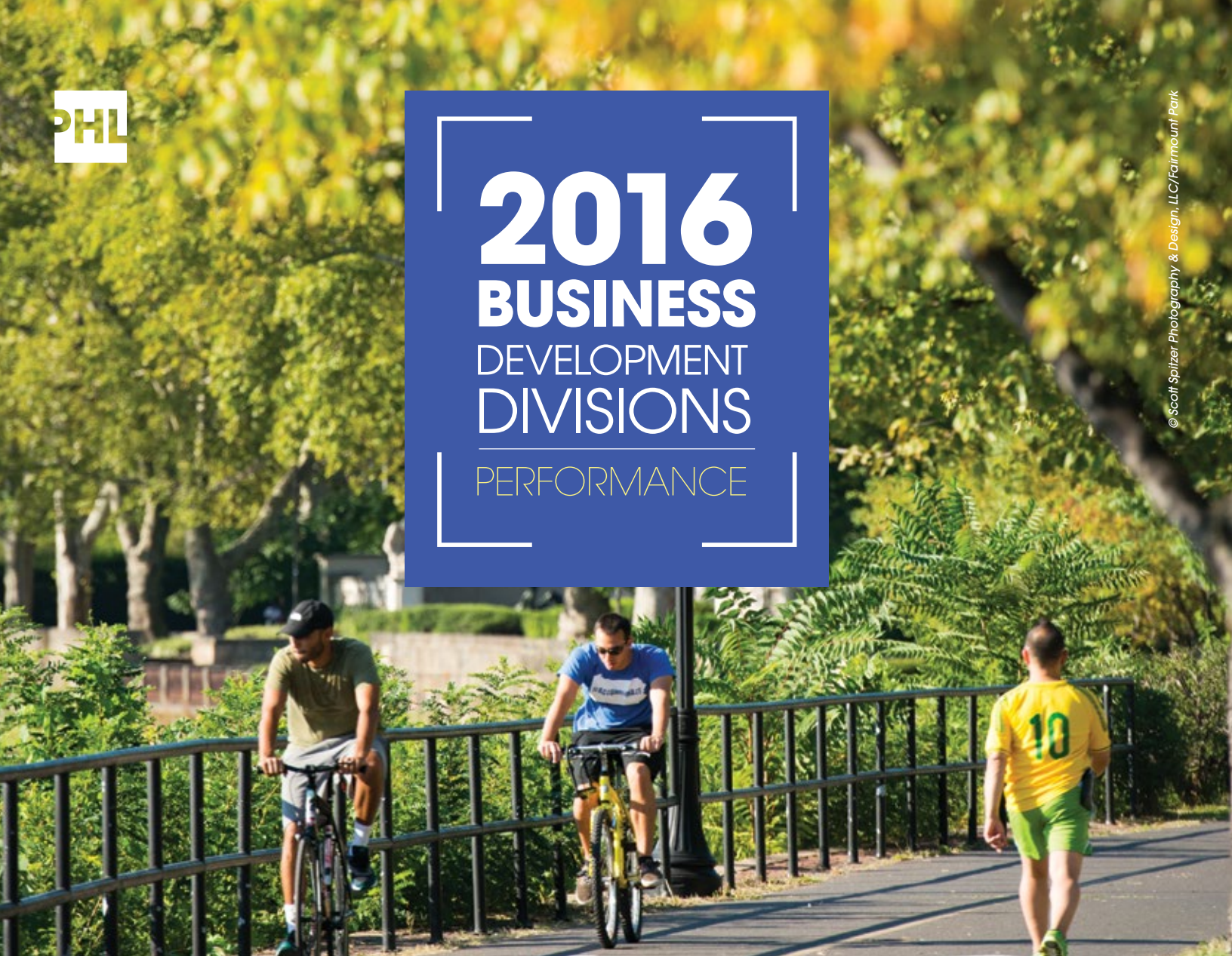
Philadelphia currently has daily nonstop flights from 34 international destinations (year-round and seasonal).



51% of Overseas Visitors to Philadelphia identified Pennsylvania as their primary U.S. destination.
(Up **5%** vs. 2014)

2016 BUSINESS DEVELOPMENT DIVISIONS PERFORMANCE

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The three business development divisions of the **PHLCVB** — **PHL Diversity**, **PHL Life Sciences** and **PHL Sports** — work directly with our Sales team to attract new bookings to Philadelphia.

Each division also works seamlessly with the **PHLCVB** Convention Services team and our meeting planner customers to provide access to industry experts and speakers, and to connect conventions with off-site networks, regional attendees and member venues.



\$517 Million

2016 total estimated economic impact from all division-related meetings and conventions

PHL DIVERSITY

A Division of the Philadelphia Convention & Visitors Bureau

PHL Diversity assists the Sales department with promoting Philadelphia as a diverse and inclusive destination to help book business for the city. This business development division also works with the Convention Services department to provide innovative and creative customer service and resources to incoming diverse/multicultural groups.

PHL Diversity market segments: African-American, Hispanic/Latino, Asian-American, Native American, LGBT and women.

31 diversity-related events took place in 2016 and generated:



45,000

Attendees
(Up **60%** vs. 2015)



43,000

Room Nights
(Up **153%** vs. 2015)



\$42 Million

Estimated Economic Impact
(Up **90%** vs. 2015)

81% of room nights consumed by **PHL Diversity**-related groups fell in hotel need periods* — helping to fill hotel rooms during typically slower times of year.

*Q1, July, August, December and four major holidays (Easter, Memorial Day, July 4th and Labor Day)

PHL Diversity initiatives amplify the division's mission both locally and nationally while strengthening Philadelphia's position as a welcoming and inclusive destination.

Education and Workforce Development

Unconscious Bias Workshop: A program taking place during Philadelphia Minority Enterprise Development Week, this workshop examines how implicit bias has a direct impact on business opportunities.

The Business Value of Diversity, Philadelphia's Network and Affinity Groups:

In conjunction with the Center City Proprietors Association, this panel discussion of hospitality leaders explored the challenges and best practices for embracing diversity in small and large companies.

PHL Diversity/Philadelphia Area MPI Jack Ferguson Scholarship:

This annual scholarship ensures that each year a minority meeting professional receives a scholarship to attend the Annual MPI World Education Conference. In 2016, two full scholarships were awarded.

Diversity and Inclusion Conference:

An annual event, the 2016 forum was in partnership with Lodging Media, for hospitality institutions in search of strategies to enhance corporate social responsibility, educational opportunities and cross-cultural understanding.

Hospitality Education Day: Each year local high school and college students are introduced to the many career opportunities available in the hospitality industry.

Minority Business Development

Business Opportunity Luncheon: Annual event to help cultivate multicultural business by providing networking and contract opportunities for minority businesses with upcoming diverse meetings and conventions.

PHL Diversity Podcasts: Brief insights and opinions from tourism and hospitality leaders, meeting/convention professionals and academics regarding specific hospitality, tourism and diversity topics. In 2016, 28 podcasts were produced and distributed via iTunes, Stitcher and SoundCloud.

Community Engagement

PHL Diversity Advisory Board: 73 local business leaders serve on an advisory board, which includes three working committees dedicated to Education, Innovation and Marketing, and Board Development and Nominations.

PHL LIFESCIENCES

A Division of the Philadelphia Convention & Visitors Bureau

PHL Life Sciences raises the visibility of the tri-state region (Pennsylvania, New Jersey and Delaware) as a world-class destination for life sciences meetings, conventions and business.

The life sciences industry refers to the fields of biotechnology, pharmaceuticals, biomedical technologies, life systems technologies, nutraceuticals, cosmeceuticals, food processing, and medical and healthcare organizations and institutions.

247 life sciences-related events took place in 2016 and generated:



Special Initiatives and Community Engagement help to enhance the positioning of PHL Life Sciences as a valuable resource for the life sciences meetings industry.

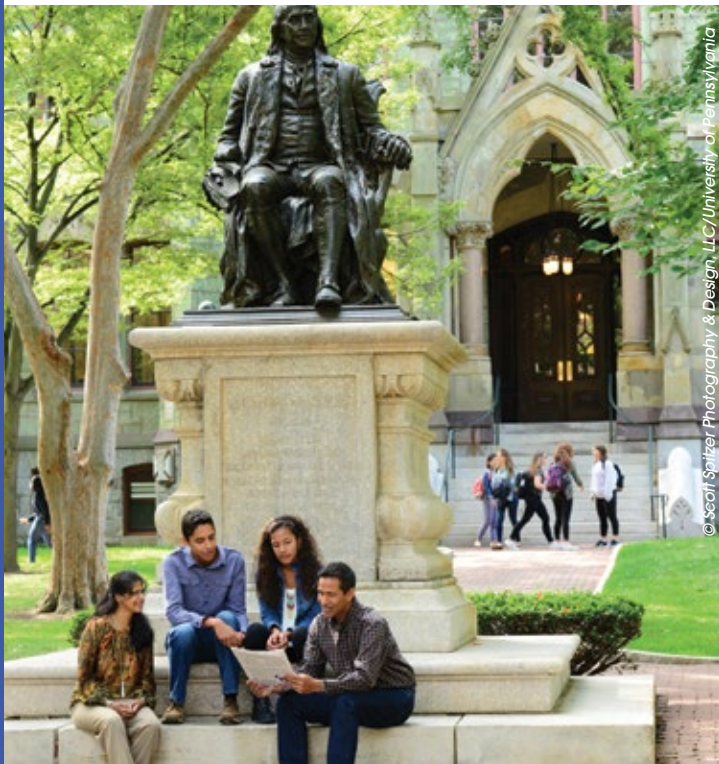
PHL Life Sciences Ultimate Solution Award: This distinct recognition is annually awarded to an individual or organization that has raised Philadelphia's profile as a life sciences destination — in 2016, the award was presented to Dr. Margaret Foti and the American Association for Cancer Research (AACR).

PHL Life Sciences Nursing Leadership Committee: Main Line Health Senior Vice President and Chief Nursing Officer Barbara Wadsworth, DNP, RN, FAAN, was named chair of the committee in 2016 and is committed to supporting the group's efforts to promote Philadelphia as a destination for nursing meetings and conventions.

PHL Life Sciences Advisory Board: In 2016, new board co-chairs were selected to lead the advisory board of more than 50 industry leaders — Dr. Margaret Foti, CEO of AACR, and Chris Yochim, founding member and Chairman of the Board of the Delaware Bioscience Association.

Healthcare Convention & Exhibitors Association (HCEA) Partnership: PHL Life Sciences continues its exclusive industry premier partnership with HCEA, an association that is instrumental in promoting healthcare convention marketing and exhibitions as vital components of the healthcare marketing mix.

HMCC Program: In 2016, the PHLCVB and PHL Life Sciences were presenting sponsors of the Meeting Professional International (MPI) Healthcare Meeting Compliance Certificate (HMCC) program, providing a one-day intensive training to meeting planners, helping them successfully navigate the increasingly complex pharmaceutical, biotech and medical device regulatory environment.



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PHL SPORTS

A Division of the Philadelphia Convention & Visitors Bureau

PHL Sports seeks to attract major national and international sporting events and conventions to the Philadelphia area for the purposes of economic development and improving the quality of life for our residents.

30 sports-related events took place in 2016 and generated:



458,000
Attendees



49,000
PHLCVB-Contracted
Room Nights

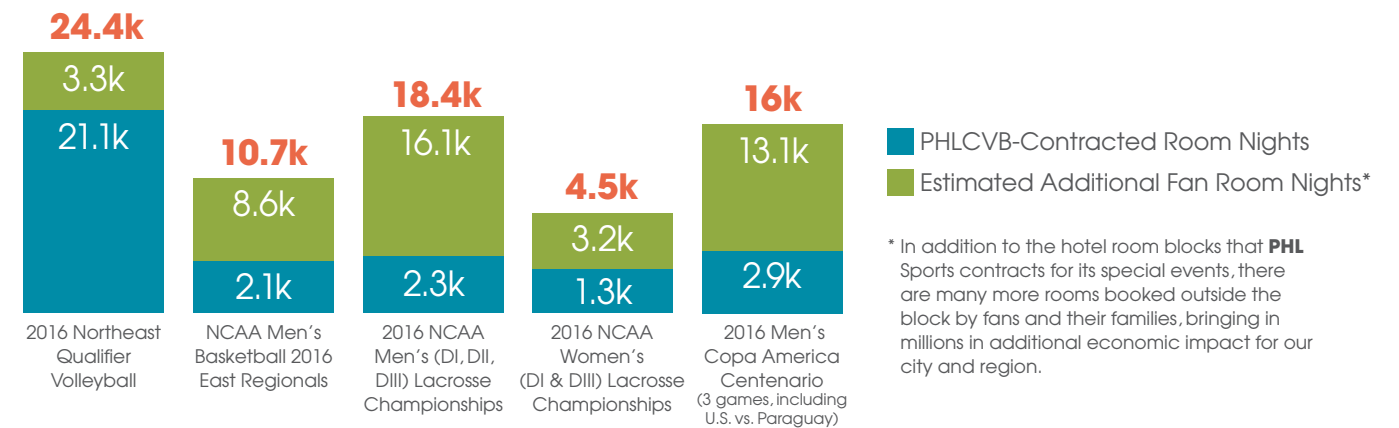


104,000
Total Room Nights,
Including Fan Rooms*



\$180 Million
Total Economic Impact

2016 Total Room Nights for Sports-Related Conventions & Events in Philadelphia:



* In addition to the hotel room blocks that PHL Sports contracts for its special events, there are many more rooms booked outside the block by fans and their families, bringing in millions in additional economic impact for our city and region.

PHL Sports engages the community through targeted initiatives that garner citywide support and help position Philadelphia as a top sporting events destination.

Driving Business: As a result of the work of PHL Sports, Philadelphia will host the NFL Draft in 2017. In addition to the Draft, PHL Sports also bid on numerous other sporting events for future years.

John Wanamaker Athletic Awards Luncheon: This annual ceremony recognizes Philadelphia's best in sports. The 2016 recipient of the Wanamaker Award was the Villanova Men's Basketball Team, while Philadelphia City Rowing was awarded the Robert P. Levy Community Service Award. Rahim Thompson of The Chosen League received the City of Philadelphia Parks & Recreation Department's Sports Volunteer of the Year Award.

Operation Gratitude Day: As part of *Red, White and You*, a community outreach program of the PHLCVB Foundation,

PHL Sports hosted its sixth annual Operation Gratitude Day on November 9, 2016. The team collected 3,087 lbs of donation items for care packages being sent to service members overseas and their children, Wounded Warriors, Veterans and First Responders. Additionally, almost \$4,000 in monetary donations were collected.

Multisport Complex: PHL Sports continues to meet with key stakeholders to discuss the potential development of a Multisport Complex for the city, which would help attract significant new event business to the region annually.

PHL Sports Advisory Board: 90 sports industry leaders serve on an advisory board, helping to further the division's mission and support the events that are booked.

2016 MARKETING & COMMUNICATIONS OUTREACH

© Scott Spizer Photography & Design, LLC / 30th Street Station

The Marketing & Communications team supports the **PHLCVB** and the Pennsylvania Convention Center by promoting Philadelphia and the region through innovative messaging, advertising, marketing, public relations, social media and digital communications campaigns — including a full-service sales and marketing website — all targeted to meeting planners, business executives, domestic tour operators and overseas business and leisure travelers.

2016 Paid Media

The marketing team leverages a variety of channels to reach target audiences, including convention trade publications and websites, media targeted to diverse/multicultural meeting planners and corporate influencers, search engine marketing, digital display and social media advertising.

PAID PRINT

- **1.6 Million** total circulation from print advertising

PAID DIGITAL

- **57.6 Million** impressions through e-marketing, digital display and social media advertising
- **12.2+ Million** impressions across 55 search engine marketing campaigns

STRATEGIC MARKETING PARTNERS

Organizations like:

Meetings & Convention Industry

- HCEA – Healthcare Convention & Exhibitors Association
- HelmsBriscoe
- PCMA – Professional Convention Management Association
- Pennsylvania Convention Center
- MPI – Meeting Professionals International

Overseas Tourism

- American Airlines
- Brand USA
- British Airlines
- Expedia
- National Geographic Traveler

Group Tour

- Museum of the American Revolution
- The National Constitution Center
- One Liberty Observation Deck

2016 Owned Media

The **PHLCVB** communicates with its key audiences directly through publications, social media, its website, e-communications and more.

DiscoverPHL.com

- **9% increase** (vs. 2015) in total page views
 - **46% increase** (vs. 2015) in page views for the meeting planner section
- **17% increase** (vs. 2015) in total sessions
- **178 online RFP submissions** for future meetings and conventions (up **100%+** vs. 2015)

SOCIAL MEDIA

- **26% total increase** (vs. 2015) in social media fans and followers across **PHLCVB** channels.



PUBLICATIONS

- **500,000 Philadelphia Official Visitors Guide** distributed
- **10,000 Professional Planners Guide** distributed to meeting planners: 68% mailed directly and 32% mailed upon request

E-MAIL & E-NEWSLETTERS

- **300+ e-communications** sent to 425,000+ customers, tour operators, board members, stakeholders and members

2016 Earned Media

By working with journalists across the globe on a daily basis, the **PHLCVB** gets priceless exposure for the city as a top overseas travel destination and as a premier place to hold a meeting or convention.

EARNED MEDIA

- **61,000+ total media stories** in 2016 appeared in:
 - Meetings and convention trade publications
 - Local, regional and national consumer media
 - Overseas international travel trade and consumer media
- **Media placements included:**
 - Stories about Philadelphia as a destination
 - Coverage of meetings and conventions that took place in Philadelphia as a result of **PHLCVB** efforts
 - Highlights of the work of the **PHLCVB**



2016 MEMBERSHIP & SPECIAL EVENTS OUTREACH

The **PHLCVB** Membership & Special Events department recruits and services **PHLCVB** members and brings the hospitality community together through networking events and educational seminars, helping to connect local business with meeting planners and convention business. The team is also responsible for event planning for the **PHLCVB**, Convention Sales & Services and the three business development divisions.



813

Members of the **PHLCVB**



88

New members in 2016 —
Including Seven New Hotels!



88%

Membership
Retention Rate



3,255

Attendees to 30 **PHLCVB**
Events in 2016

In 2016, the Membership & Special Events team assisted the 2016 DNC Host Committee by consulting on several local events, including the volunteer party, media party and two delegate welcome parties.

Our members employ thousands of Philadelphians from every neighborhood, and the work we do helps to support their businesses.

Hospitality-related job growth over the last five years:



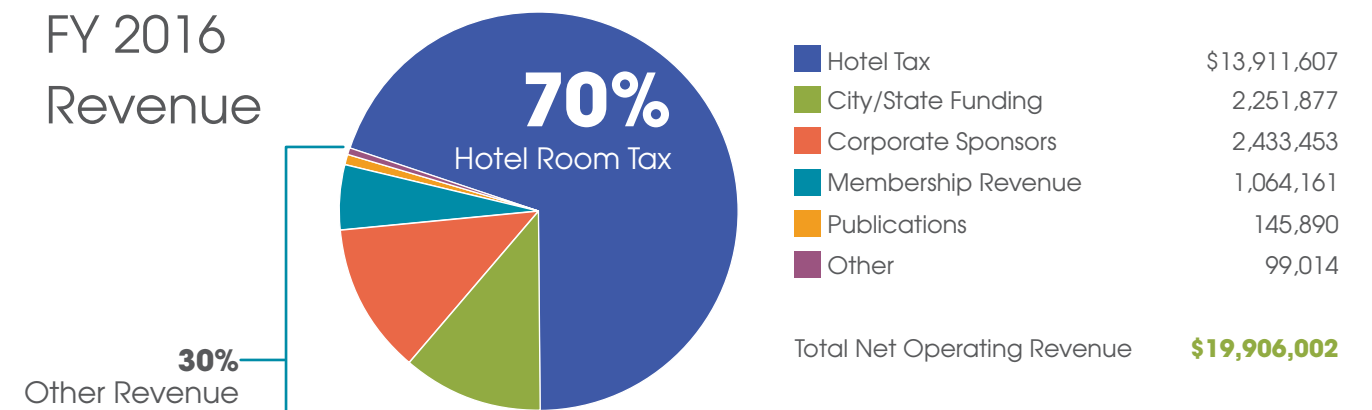
Source: U.S. Department of Labor, Bureau of Labor Statistics



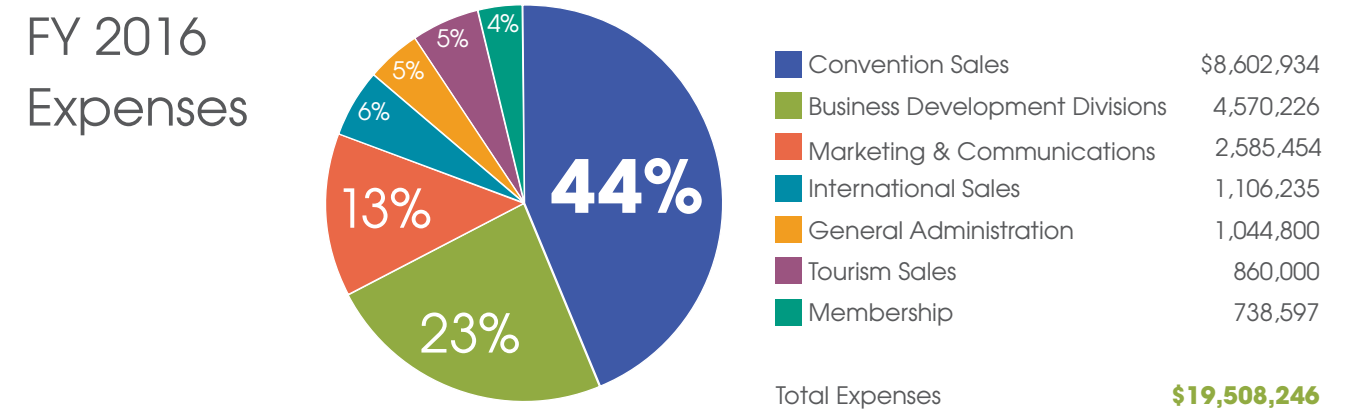
2016 FINANCIALS

The majority of our revenue comes from a tax added to hotel room stays, so the visitors we bring in help fund our efforts.

FY 2016 Revenue



FY 2016 Expenses



CHANGE IN NET ASSETS: **\$397,756**

2017 LOOKING AHEAD

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NFL Draft

The NFL Draft, taking place April 27–29, will welcome over 200,000 football fans from across the country to the Benjamin Franklin Parkway. This marks the first time in NFL history that the event will take place completely outside. A 3,000-seat open-air theater will be constructed on the steps of the Philadelphia Museum of Art, and the concurrent NFL Draft Experience fan festival will span the size of 25 football fields along the Parkway. The event is expected to generate over **39,000 in hotel room nights** and over **\$80 million in economic impact** for the city. The 2017 NFL Draft will be the largest fan event ever produced by the NFL, providing Philadelphia yet another opportunity to deliver a historic marquee event.

Three-Year Strategic Business Plan

2016 marked our 75th year of convention and global tourism marketing in Philadelphia. That kind of run is possible only with clear objectives and determined leadership. Our new strategic plan is the result of an extensive and inclusive process designed to move the organization forward. It is representative of collaboration between the **PHLCVB**, community and business leadership from the City of Philadelphia, the Pennsylvania Convention Center and many other key partners. Taking into account our proven strengths, our assets and tourism industry trends, the plan will outline our key focus areas and opportunities for the next three years and beyond.

Expansion into the Nordic Region

In January of 2017, the **PHLCVB** opened our seventh international representation office in Copenhagen, Denmark, to promote Philadelphia as a top U.S. destination and encourage travel from the entire Nordic Region (Iceland, Denmark, Sweden, Norway and Finland). Beginning May 2017, Icelandair's new non-stop service from Reykjavik to Philadelphia will offer connections from more than 25 European cities and will greatly increase access to Philadelphia. **We are projecting 21% growth from this market by 2020.**

2017 Convention Highlights

Estimates for **PHLCVB**-booked conventions and events in Philadelphia:



620,000

Estimated Room Nights



\$900 Million

Estimated Economic Impact

Top 2017 Pennsylvania Convention Center–Related Conventions & Sporting Events Booked by the **PHLCVB**

Name	Start	End	Estimated Attendance	Estimated Economic Impact
Modern Language Association	1/5/17	1/8/17	7,200	\$12.1 M
PMMI — The Association for Packaging and Processing Technologies	2/27/17	3/1/17	5,000	\$7.4 M
American Occupational Therapy Association	3/30/17	4/2/17	10,000	\$17.1 M
2017 Northeast National Volleyball Qualifier	4/6/17	4/16/17	17,000	\$28.4 M
Risk and Insurance Management Society, Inc.	4/23/17	4/26/17	12,000	\$28.8 M
2017 NFL Draft	4/27/17	4/29/17	200,000	\$86.4 M
LIGHTFAIR International	5/9/17	5/11/17	23,000	\$27.4 M
UBM, LLC	5/16/17	5/18/17	5,000	\$7.4 M
Bayada Home Health Care	6/2/17	6/4/17	2,130	\$4.0 M
American Water Works Association, Inc.	6/11/17	6/14/17	12,000	\$27.8 M
American Association of Nurse Practitioners	6/20/17	6/25/17	7,250	\$18.8 M
2017 Rock & Roll Half Marathon	9/16/17	9/17/17	23,000	\$13.6 M
National Black MBA Association, Inc.	9/26/17	9/30/17	12,000	\$11.4 M
American Osteopathic Association	10/7/17	10/10/17	8,000	\$17.7 M
Out and Equal	10/9/17	10/12/17	3,000	\$6.3 M
International Association of Chiefs of Police	10/21/17	10/24/17	14,000	\$28.0 M
EDUCAUSE	10/31/17	11/2/17	7,000	\$12.6 M
Philadelphia Marathon	11/18/17	11/19/17	30,000	\$21.4 M
The American Society for Cell Biology	12/2/17	12/6/17	9,000	\$18.1 M
2017 Army Navy	12/8/17	12/9/17	70,000	\$34.0 M

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Select Greater Philadelphia

University City District

Valley Forge Tourism &
Convention Board

Visit Bucks County

Visit Philadelphia

And many more

* denotes member of Executive Committee



CELEBRATING
75
 YEARS
 1941-2016



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In 1941, the Philadelphia Convention & Tourist Bureau (PCTB) was created out of a department of the Philadelphia Chamber of Commerce.

In the 75 years since, Philadelphia has continued its growth into a world-class city, including recently earning the first "World Heritage City" designation in the country. Over the years, the Bureau (which later became the Philadelphia Convention & Visitors Bureau) has been so proud to have helped promote the city's incredible transformation into a viable, global destination for conventions, meetings, sporting events and overseas visitors.

1940s (annual average)	2016
172 meetings and conventions	644 meetings and conventions
100,000 attendees	670,000 attendees
\$7 Million in economic impact (approximately \$85 Million in today's dollars)	\$989 Million in economic impact

● **1940s:** Travel in Times of War

Philadelphia was the first convention bureau in the country to work directly with the Office of Defense Transportation to help curtail travel and conventions during the war. Post-war, the CVB capitalized on renewed interest in travel.

● **1950s:** Building the City's Image

The CVB focused on image-building for the city and expanded its staff to 12, including creating a Publicity Department.

● **1960s:** Philadelphia's Official Tourism Agency

The CVB was designated the City of Philadelphia's "Official Tourism Promotion Agency" in 1965. This resulted in increased efforts to promote the city for tourism, including a "Miss Welcome to Philadelphia" program in 1968, and FAM trips to the city for journalists, tour operators and convention planners.

● **1970s:** Going International

The CVB continued to ramp up its efforts to promote Philadelphia as an exciting destination, including expanding its international PR efforts. In 1978, the CVB hosted more than 100 travel writers.

● **1980s:** Expanding Divisions

The CVB created two new divisions in 1987 – both firsts in the nation – dedicated to core markets for the city. The Minority Advisory Council (MAC), which later became the Multicultural Affairs Congress and is now **PHL Diversity**; and the Philadelphia Sports Congress (PSC), which is now **PHL Sports**.

In 1990, the Health Care Congress division was founded, which is today called **PHL Life Sciences**.

● **1990s:** The Pennsylvania Convention Center

In 1993, the long-awaited Pennsylvania Convention Center opened!

● **2000s:** Marketing for the Future

The **PHLCVB** continued to grow and expand its overseas international tourism efforts, opening representation offices across the globe. Meanwhile, the Bureau focused efforts on digital marketing, creative advertising and new branding to strengthen Philadelphia's position in a highly competitive meetings and convention market, including promoting the expansion of the Pennsylvania Convention Center.



Today: Looking Ahead

The future looks bright, and as the **PHLCVB** continues to grow and helps to support the tens of thousands of hospitality jobs in the city of Philadelphia, we thank all of our members, partners and friends throughout the region for their continued support!

PHLCVB

Philadelphia Convention
& Visitors Bureau

discoverPHL.com

