

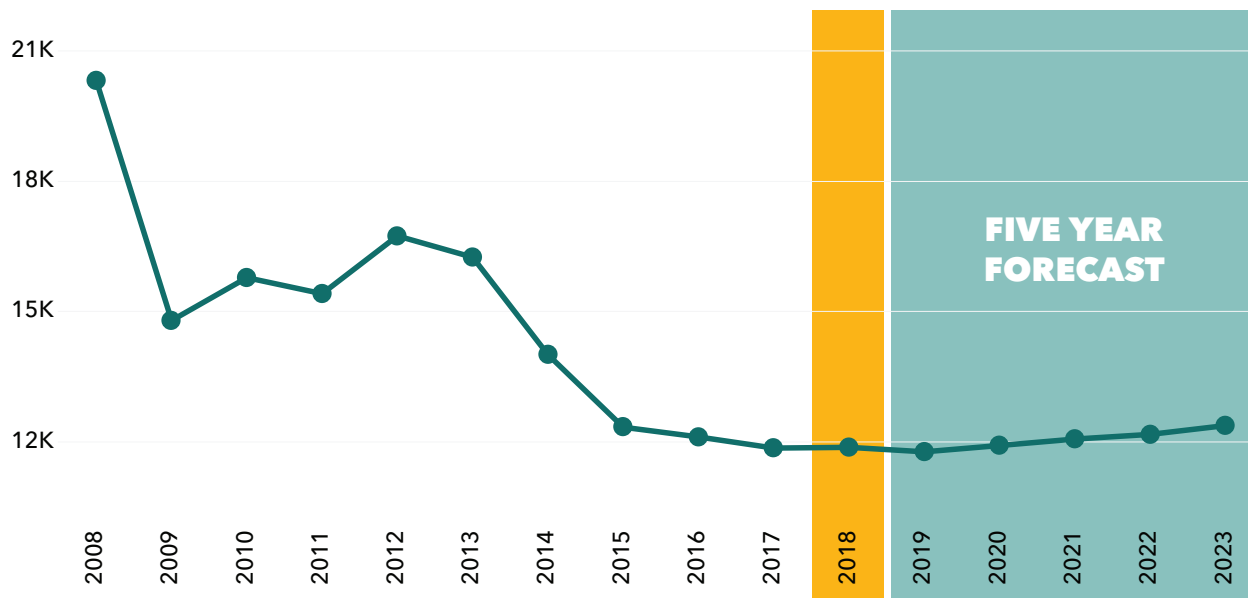
Japan

- Visitation from Japan is expected to increase by 4.2% over the next five years
- Japan continues to rank in the top 15 markets for overseas visitation since data tracking began in 2000
- More than half of Japanese visitors to Philadelphia cite conventions and business as their purpose for travel to the region

IN 2018

11,900	\$13.4 M	14,500	\$1,127	188
Total Visitors from Japan	Total Visitor Spending from Japan	Total Room Nights Sold to Visitors from Japan	Amount Spent per Visitor from Japan	FTE* Jobs Supported by Visitors from Japan
				<small>*FTE=Full-Time Equivalent</small>

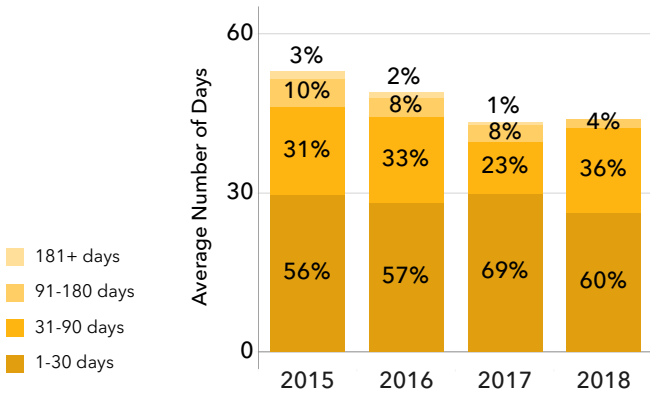
Visitors from Japan



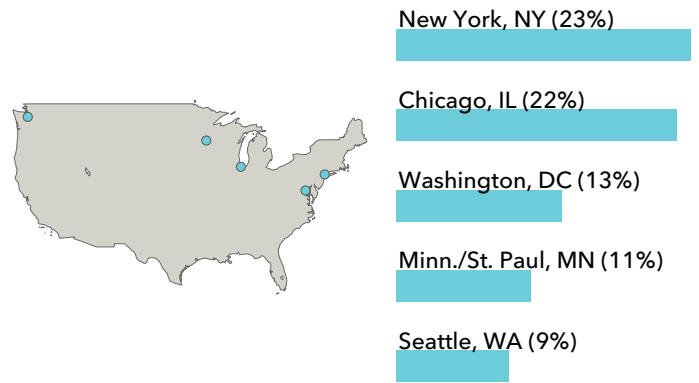
SPENDING
 Spending by visitors from Japan decreased 3.7% YOY, but over the next five years is expected to remain flat.

AIR TRAVEL BOOKING WINDOW

"Booking window" is defined as the number of days prior to departure that airline reservations were made.

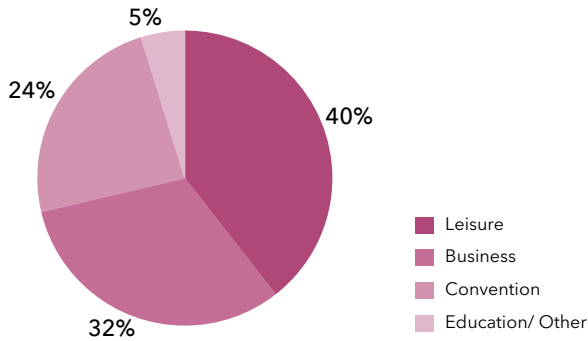


TOP PORTS OF ENTRY TO THE U.S.

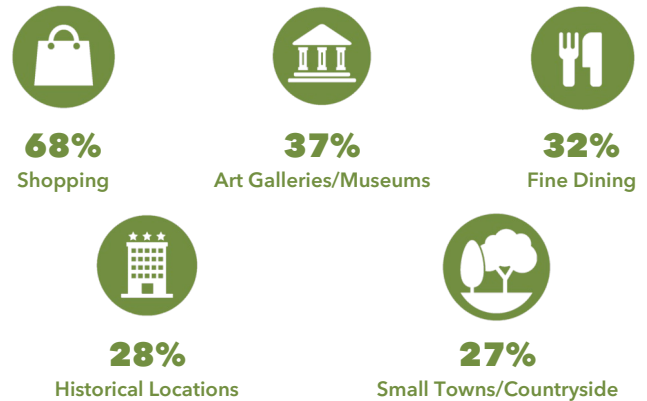


*No direct flights to Philadelphia

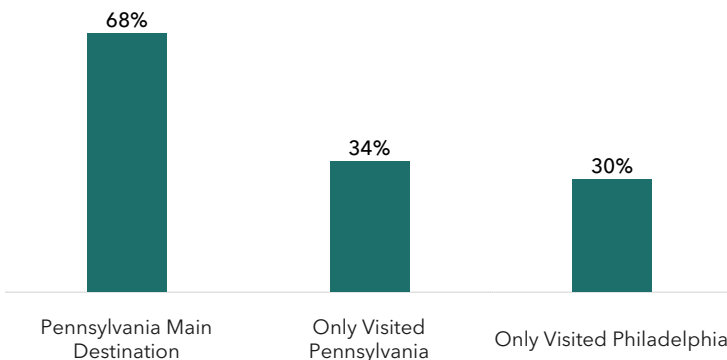
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP ACTIVITIES



PLACES VISITED



REGIONAL PARTNERSHIPS

The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destination within the region, including Philadelphia.