



Australia

- Australia in-bound travel increased by 12.2% year-over-year
- Australia continues to rank in the top 15 markets for overseas visitation, a position it has held since 2002
- Australian in-bound travel is expected to increase by 12.5% over the next five years

IN 2018



14,000

Total Visitors from Australia



\$20.3 M

Total Visitor Spending from Australia



38,000

Total Room Nights Sold to Visitors from Australia



\$1,450

Amount Spent per Visitor from Australia

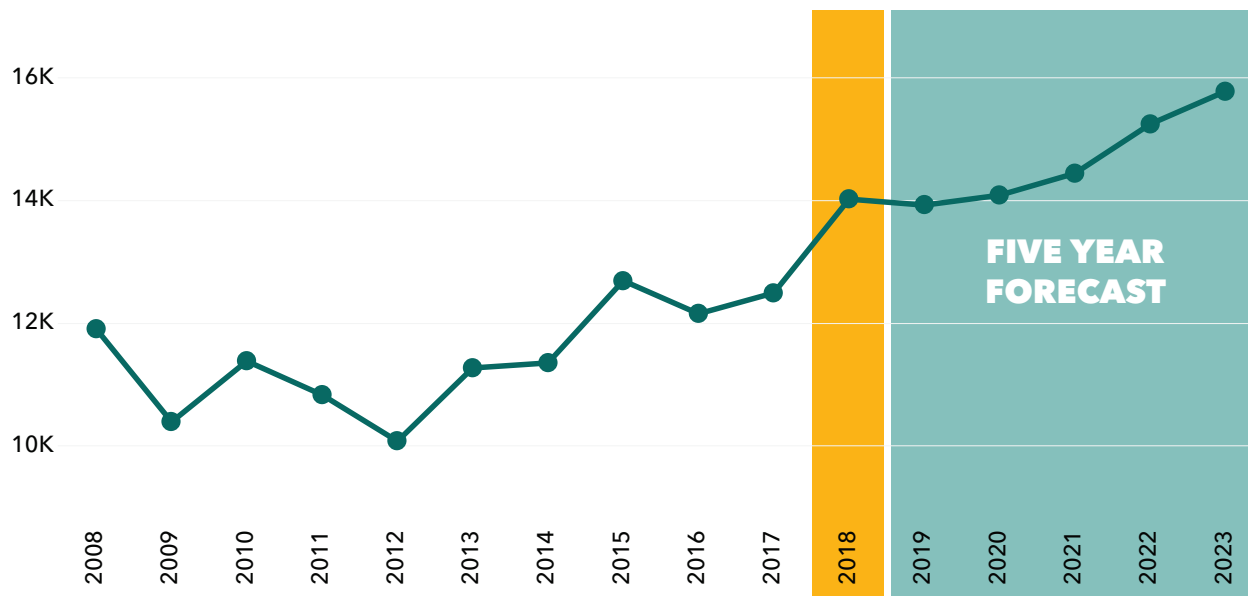


285

FTE* Jobs Supported by Visitors from Australia

*FTE=Full-Time Equivalent

Visitors from Australia

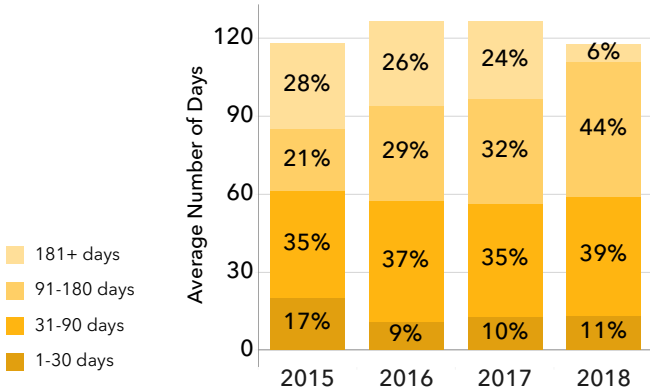


SPENDING

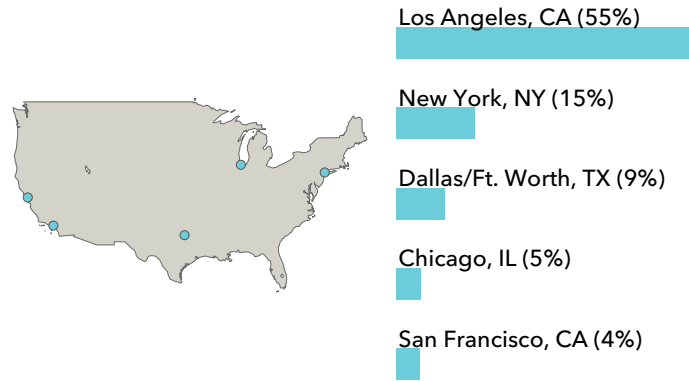
Spending by visitors from Australia increased 15.6% YOY, and over the next five years is expected to grow by 13.4%.

AIR TRAVEL BOOKING WINDOW

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

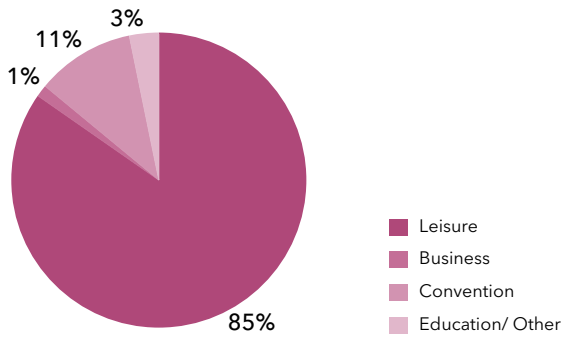


TOP PORTS OF ENTRY TO THE U.S.

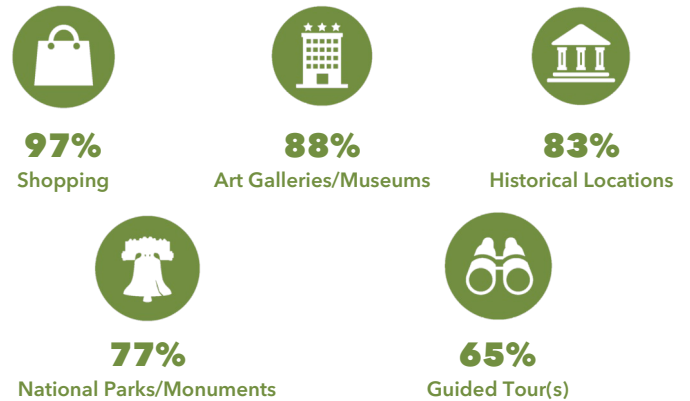


*No direct flights to Philadelphia

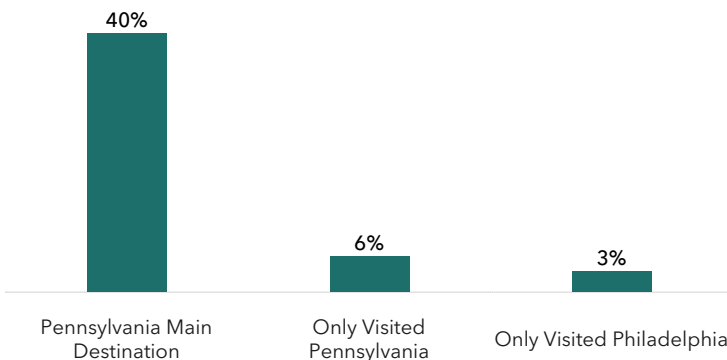
TOP REASONS FOR TRAVELING TO PHILADELPHIA



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 destinations within the region, including Philadelphia.