



OVERSEAS VISITORS TO PHILADELPHIA

2017 SNAPSHOT: China

For the second straight year, China is Philadelphia's 2nd largest source market for overseas visitation to Philadelphia. In 2017, 68,000 visitors traveled to Philadelphia from China, up 2% over 2016, and visitors accounted for 176,600 of the total room nights sold. Chinese visitors spent a total of \$109 million in Philadelphia, ranking China number one in direct visitor spending among all overseas markets. Over 60% of visitors traveled to Philadelphia primarily for leisure purposes with shopping and sightseeing coming in as the top-rated visitor activities. One-quarter of Chinese visitors to Philadelphia selected the city as the only U.S. destination on their itineraries, a relatively high proportion of visitors.



68,000

Total Visitors from China in 2017



\$108.9 M

Total Visitor Spending from China in 2017



176,600

Total Room Nights Sold to Visitors from China in 2017



\$1,601

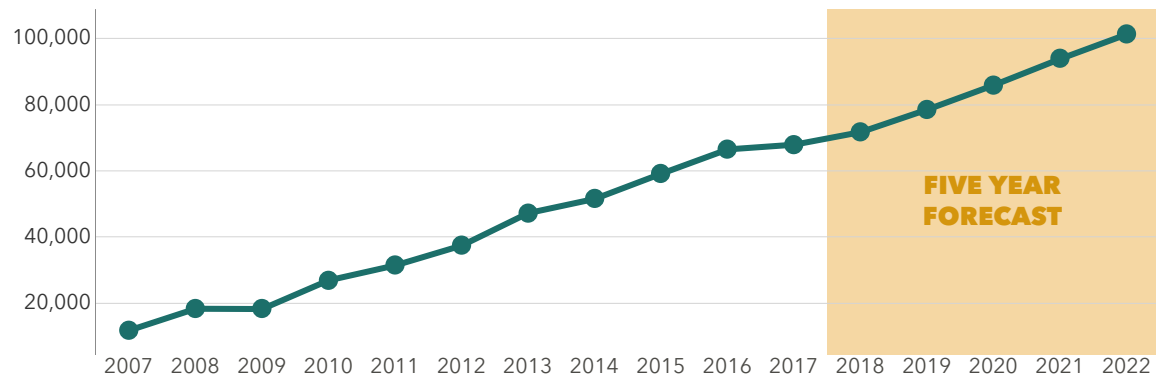
Amount Spent per Visitor from China in 2017



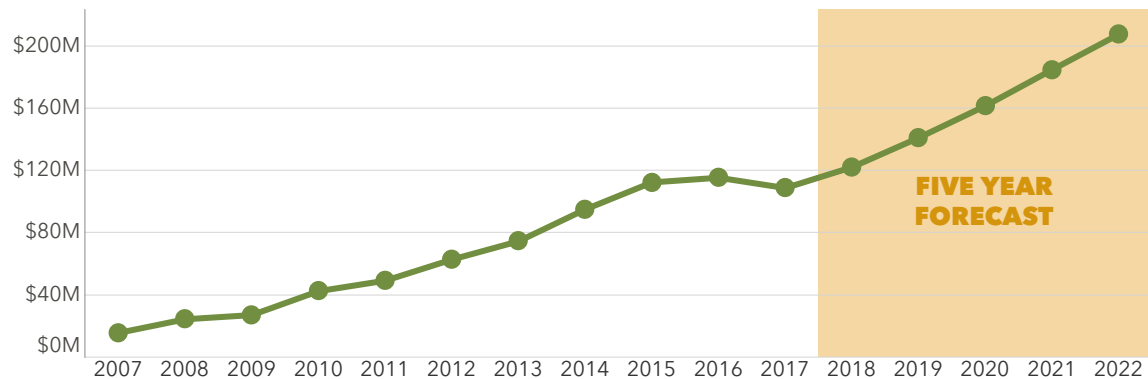
1,528

Full Time Jobs Supported by Visitors from China in 2017

Visitors From China



Spending by Visitors From China



FRANKLY PHILA DELPHIA

Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Tourism team at 215-636-3409 or globaltourism@discoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spend)

All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor differences among results may occur from year to year.

11/2018

PHLCVB Philadelphia Convention & Visitors Bureau



2017 Visitors from China to Philadelphia

TOP ACTIVITIES



92%
Shopping



87%
Sightseeing



63%
Art Galleries/Museums



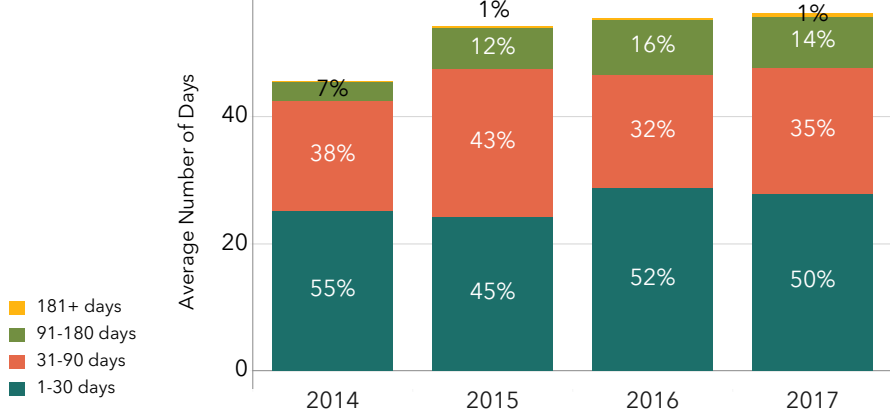
60%
Fine Dining



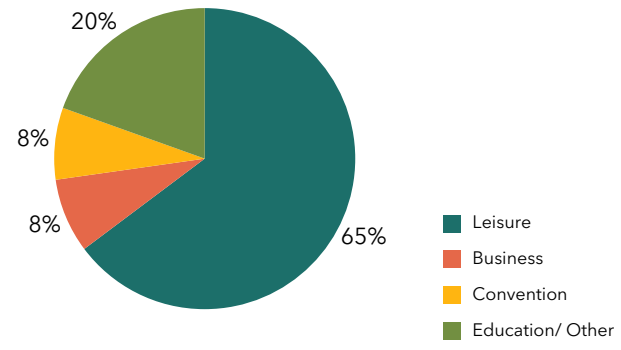
52%
National Parks/Monuments

AIR TRAVEL BOOKING WINDOW

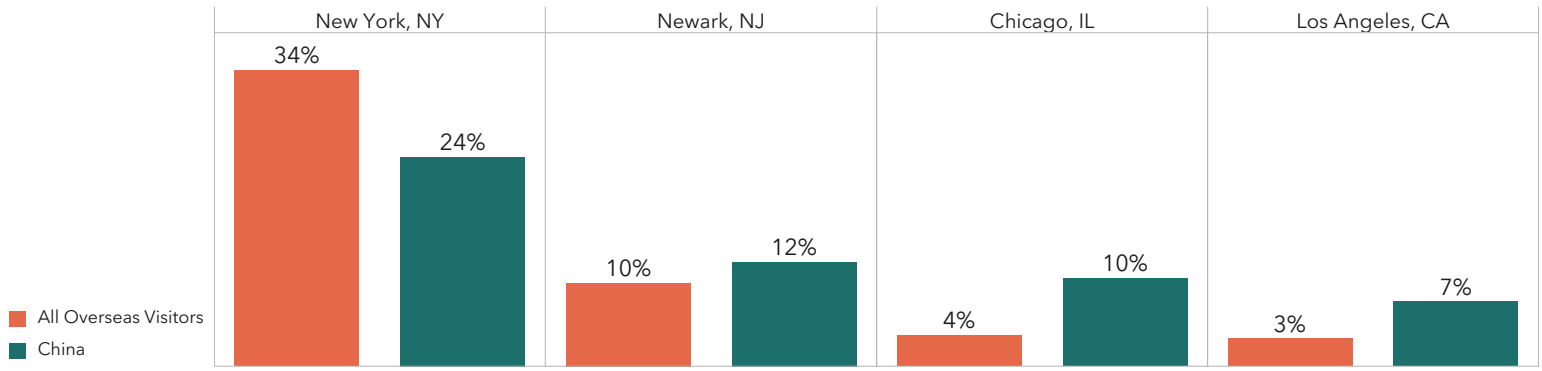
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



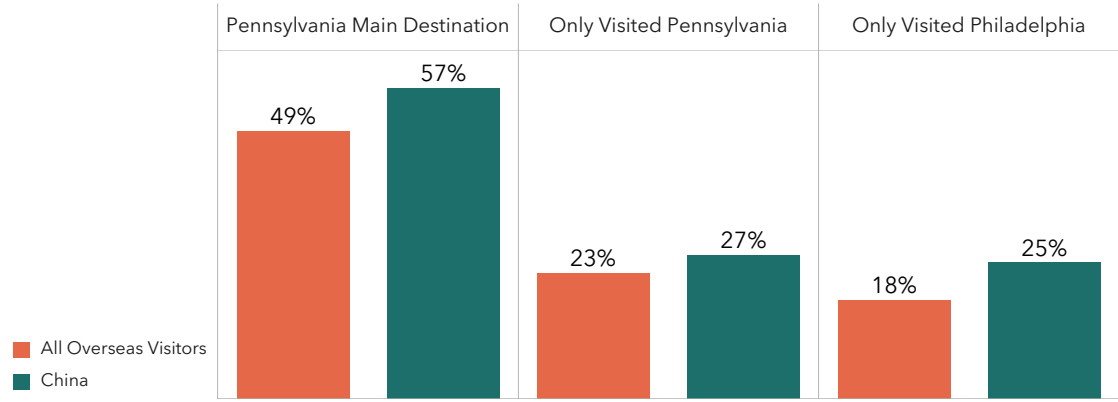
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP PORTS OF ENTRY TO THE U.S.



PLACES VISITED



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 one or more nights in Philadelphia.

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