



OVERSEAS VISITORS TO PHILADELPHIA

2017 SNAPSHOT: Germany

Germany is Philadelphia's 3rd largest source market for overseas visitors to Philadelphia. In 2017, German visitors spent \$50.4 million in Philadelphia, up significantly (30%) over 2016. Compared to visitors from other overseas markets, German visitors are more likely to use Philadelphia as their port of entry to the United States than other nearby East Coast cities. In addition to activities typically popular among overseas visitors like shopping and sightseeing, German visitors to Philadelphia were particularly interested in visiting the small towns and countryside surrounding the city.



59,700

Total Visitors from Germany in 2017



\$50.4 M

Total Visitor Spending from Germany in 2017



149,200

Total Room Nights Sold to Visitors from Germany in 2017



\$845

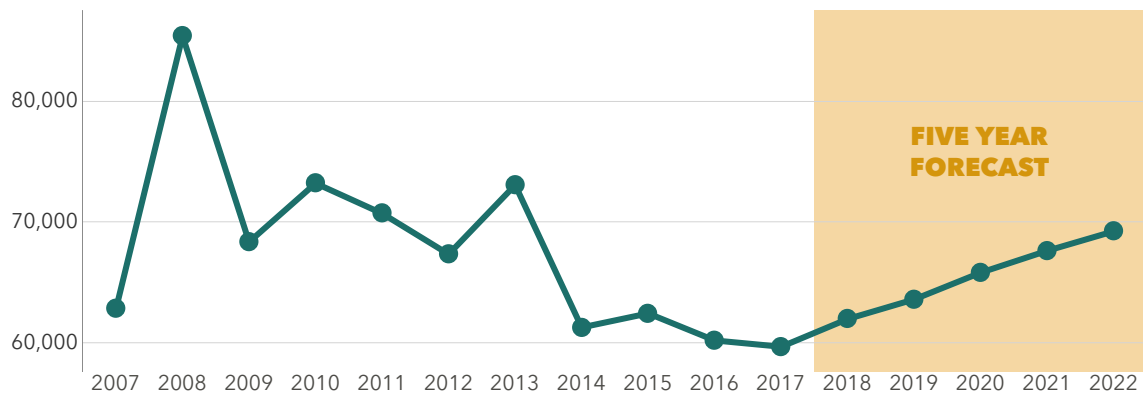
Amount Spent per Visitor from Germany in 2017



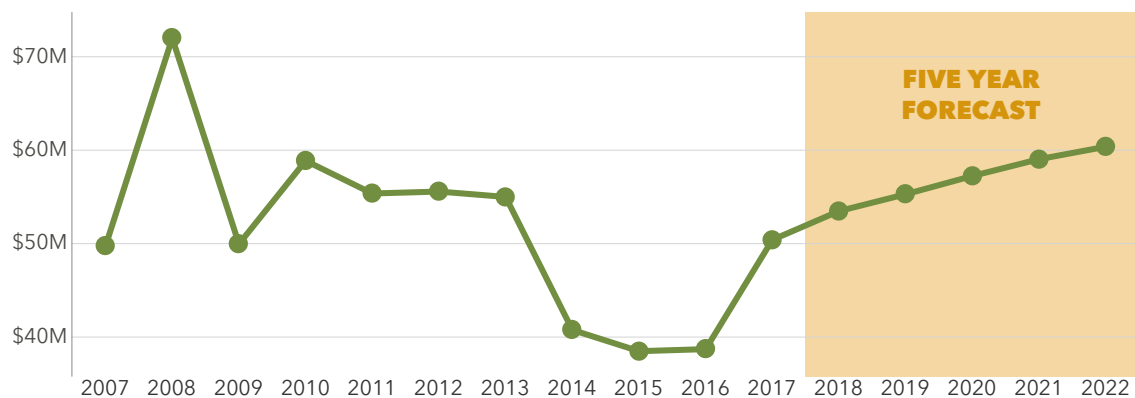
708

Full Time Jobs Supported by Visitors from Germany in 2017

Visitors From Germany



Spending by Visitors From Germany



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 Germany to Philadelphia

TOP ACTIVITIES



86%
Shopping



85%
Sightseeing



57%
Historical Locations



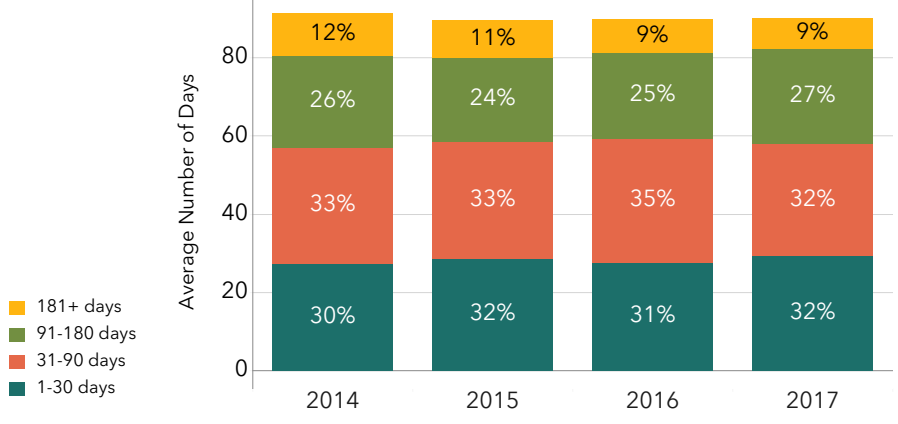
50%
Small Towns/Countryside



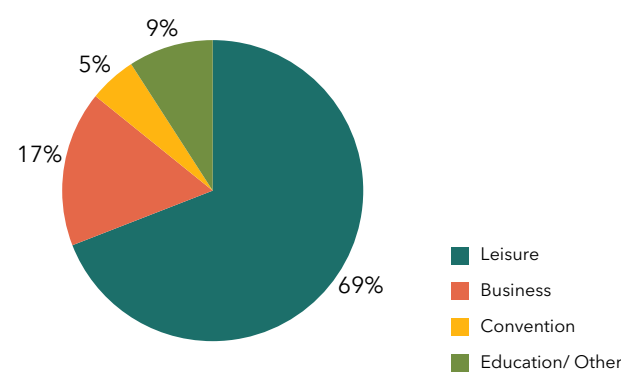
49%
Art Galleries/Museums

AIR TRAVEL BOOKING WINDOW

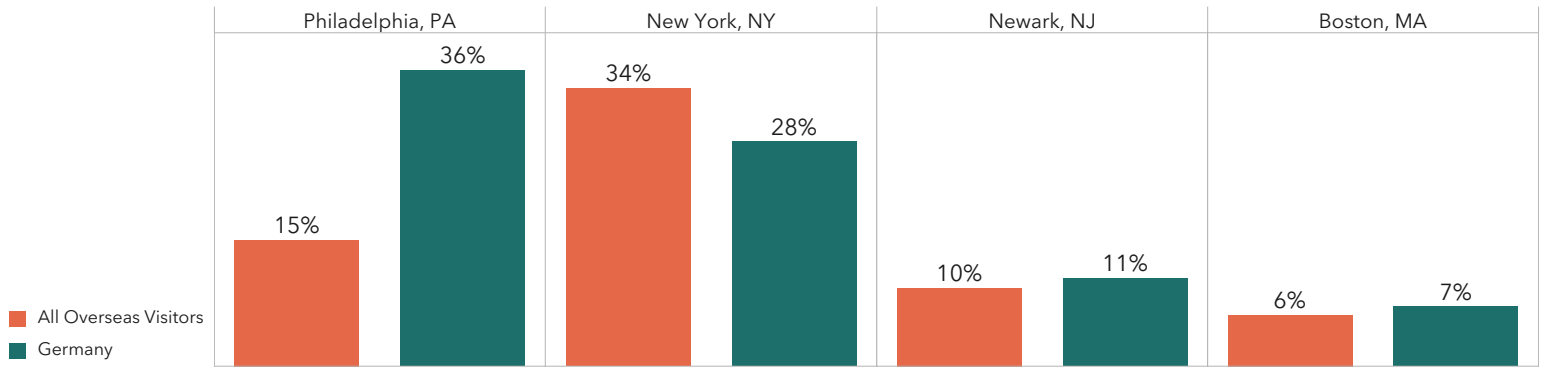
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



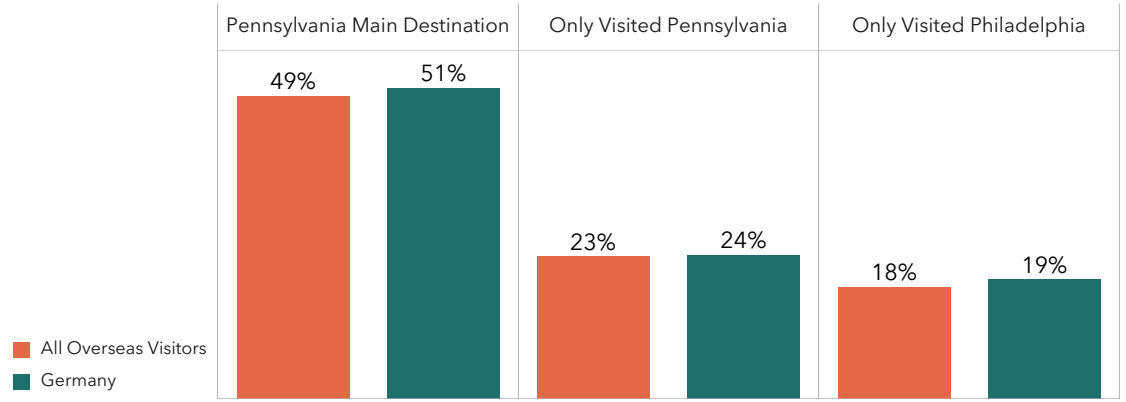
TOP REASONS FOR TRAVELING TO PHILADELPHIA



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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