



# OVERSEAS VISITORS TO PHILADELPHIA

## 2017 SNAPSHOT: Japan

In 2017, nearly 12,000 visitors from Japan traveled to Philadelphia. Spending by Japanese visitors in Philadelphia increased by more than 17% over 2016 with a total of \$13 million spent in market. Over two-thirds of all Japanese travelers to Philadelphia listed business or conventions as their primary reasons for visiting, more than any other overseas market. A relatively high proportion of Japanese visitors (33%) stated that Philadelphia was their only U.S. destination visited on this trip.



### 11,900

Total Visitors from Japan in 2017



### \$13.1 M

Total Visitor Spending from Japan in 2017



### 14,800

Total Room Nights Sold to Visitors from Japan in 2017



### \$1,106

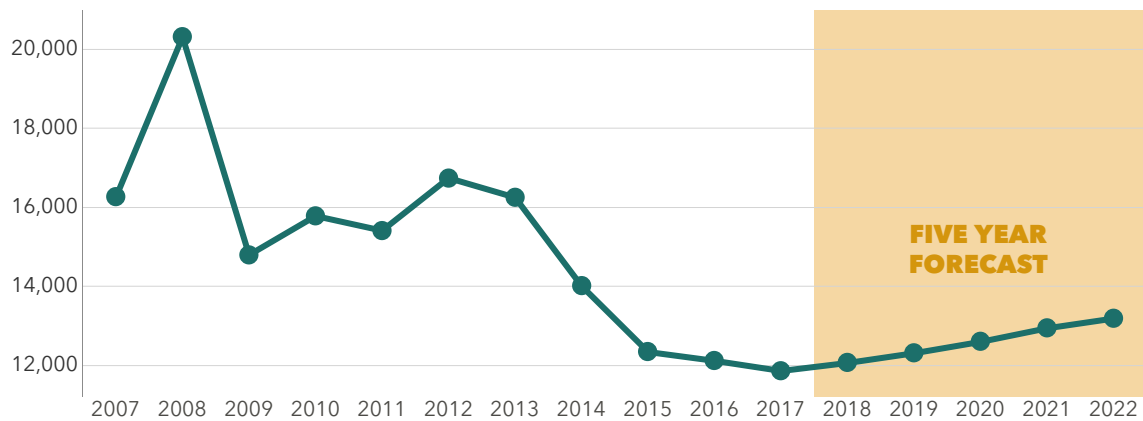
Amount Spent per Visitor from Japan in 2017



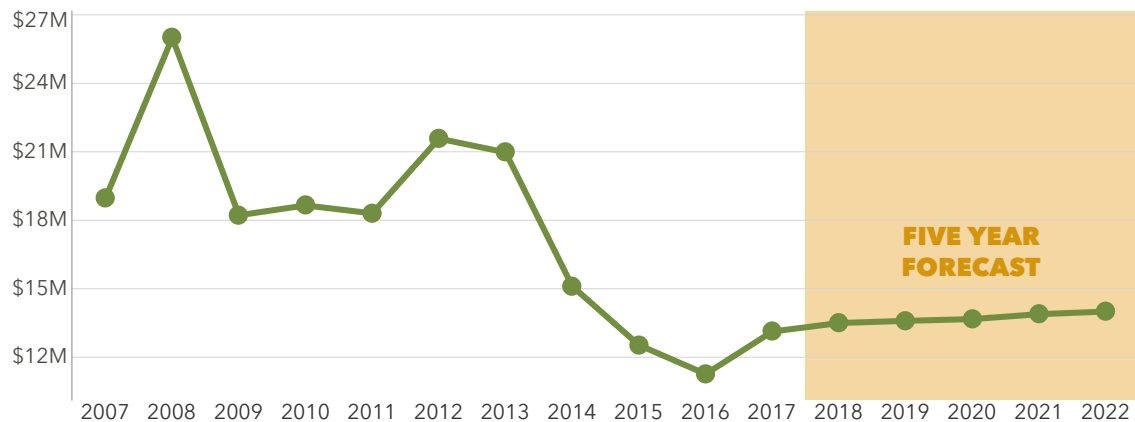
### 184

Full Time Jobs Supported by Visitors from Japan in 2017

### Visitors From Japan



### Spending by Visitors From Japan



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](mailto: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 Japan to Philadelphia

## TOP ACTIVITIES



**61%**  
Sightseeing



**59%**  
Shopping



**45%**  
Art Galleries/Museums



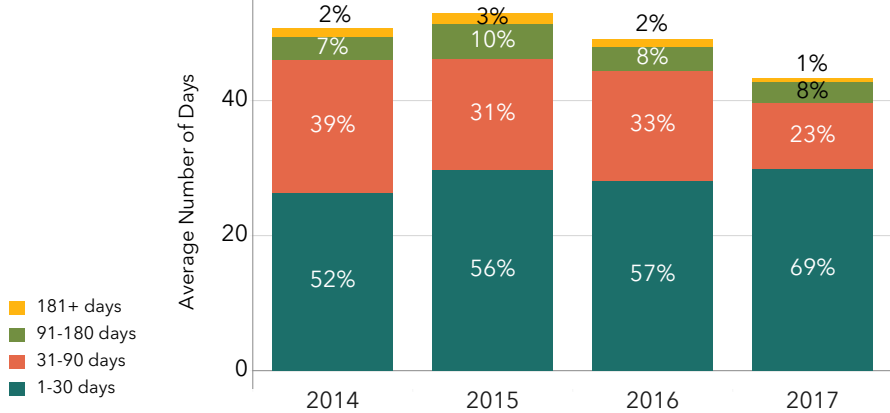
**33%**  
Fine Dining



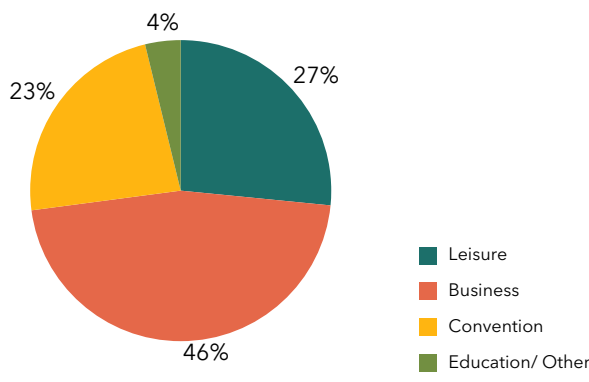
**31%**  
Sporting Event

## AIR TRAVEL BOOKING WINDOW

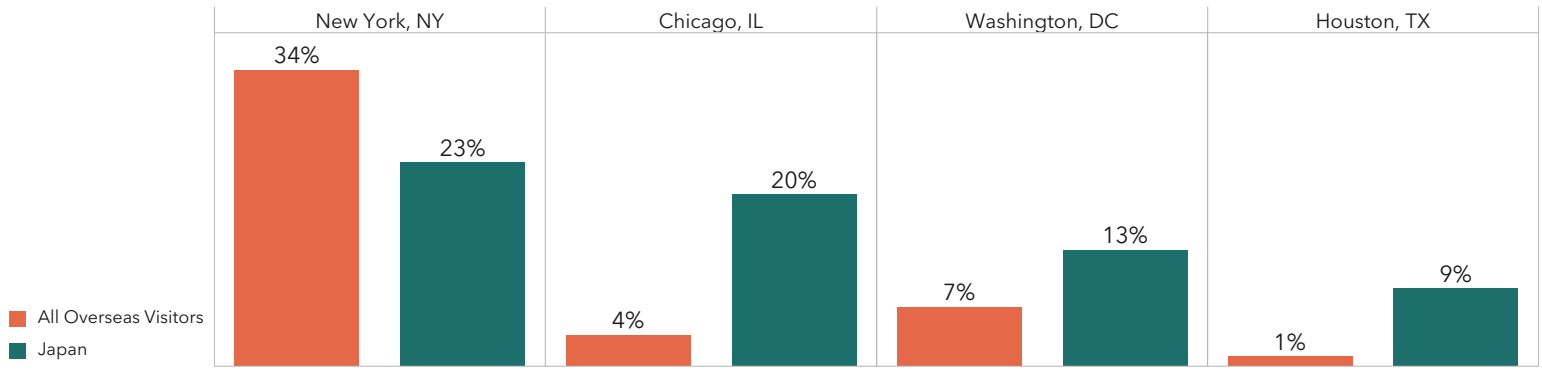
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



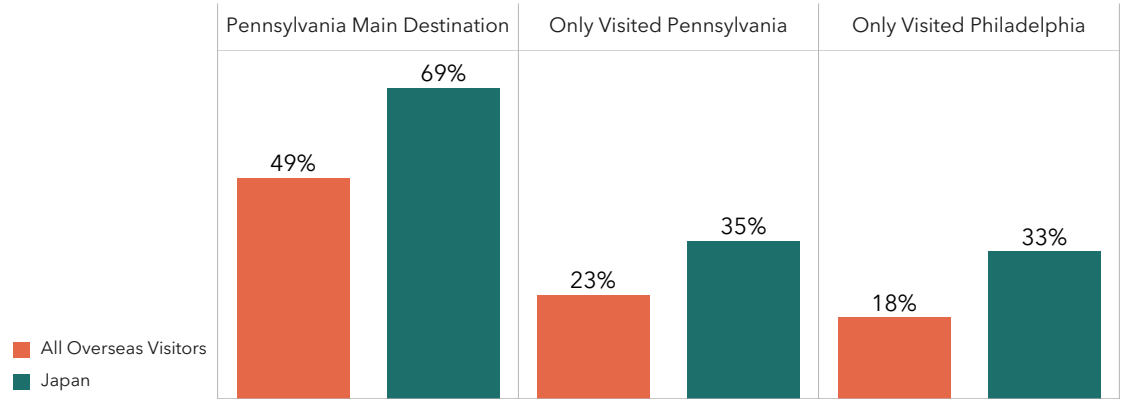
## TOP REASONS FOR TRAVELING TO PHILADELPHIA



## 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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