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2014 Marketing Outlook Forum - Outlook for 2015

Outlook for Lodging Accommodations

Jack Ferguson Philadelphia Convention & Visitors Bureau

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Ferguson, Jack, "Outlook for Lodging Accommodations" (2016). Travel and Tourism Research Association: Advancing Tourism Research Globally. 14.

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EXCENSION. Philadelphia Convention & Visitors Bureau discoverPHL.com

Our mission

Our mission is to generate economic impact and job growth by increasing the region's hotel occupancy and revenues, while concurrently affecting other diverse segments of the hospitality industry. To do whatever it takes to attract ethnically diverse regional, national and international convention and tourism customers through creative sales, marketing and communications efforts.



PHILIY WINS!

STRATEGIC PLAN 2015



PHLCVB Goals

Room Nights!!

and...
Image building
Economic Growth and Opportunity
Improved Infrastructure
Enhanced Quality of Life



Why a Global Message?

Strengthen the Philadelphia brand perception.

Research indicates that Philadelphia is not widely understood or compelling.



Why a Global Message?

To provide a series of narratives and communication tools to compel people to travel to Philadelphia.

Narratives:

The stories we tell that help people visualize Philadelphia



Philadelphia Preview

Freedom, Democracy + America
Innovation + Education
Creative Spirit
Outdoor Life + Sports
Vibrant Street Life
Accessible + Friendly

Modern Renaissance City



Philadelphia is...

Freedom, Democracy + America

Innovation + Education

Creative Spirit

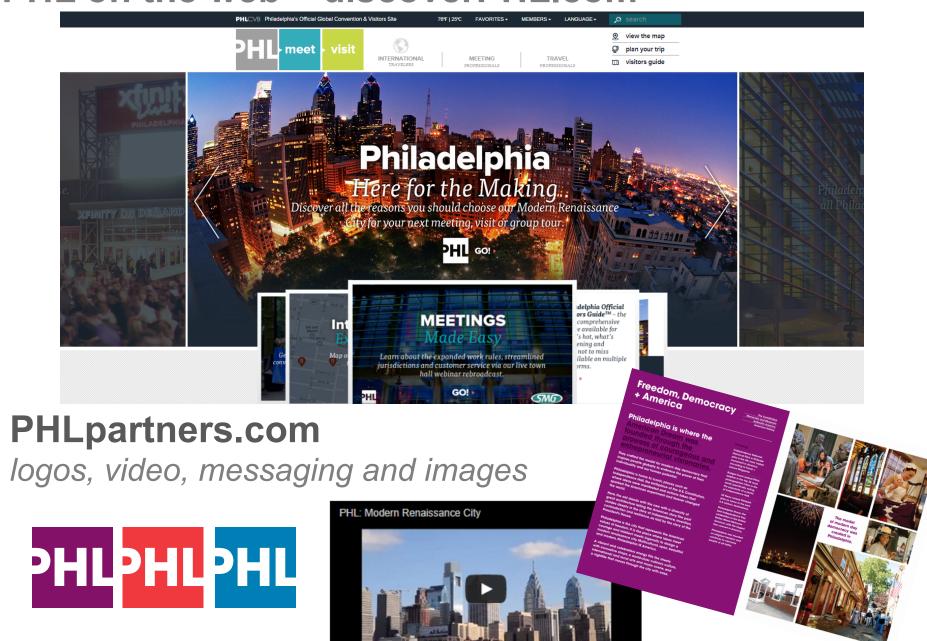
Outdoor Life + Sports

Vibrant Street Life

Accessible + Friendly



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PHL Internationally







PHL in the Meetings Market







HERE FOR THE MAKING

PHILADELPHIA'S FIRST COLLABORATIVE GLOBAL ATTRACTION CAMPAIGN





















PHL

HERE FOR THE MAKING IN ACTION





