

Outlook for Lodging Accommodations

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JACK FERGUSON
PRESIDENT & CEO

PHLCVB

Philadelphia Convention & Visitors Bureau

discoverPHL.com

PHL

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.

PHILLY WINS!

STRATEGIC
PLAN 2015

PHILADELPHIA[★]
CONVENTION & VISITORS BUREAU

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

PHL on the web – discoverPHL.com

PHL CVB Philadelphia's Official Global Convention & Visitors Site 78°F | 25°C FAVORITES MEMBERS LANGUAGE search

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view the map
plan your trip
visitors guide

Philadelphia Here for the Making.

Discover all the reasons you should choose our Modern Renaissance City for your next meeting, visit or group tour.

PHL GO!

MEETINGS Made Easy

Learn about the expanded work rules, streamlined jurisdictions and customer service via our live town hall webinar rebroadcast.

Philadelphia Official Visitors Guide™ – the comprehensive guide available for your meeting, what's new, what's hot, what's trending and not to miss. Available on multiple platforms.

Freedom, Democracy + America

Philadelphia is where the American dream was founded through the prowess of courageous and entrepreneurial visionaries.

They created the model for modern day democracy that inspires people globally to embrace the power of their industry and our American potential.

Philadelphia is home to iconic places such as where the stars were deposited and where the nation that inspired the American experiment and forever changed the world.

Here the old stands with the new with a diversity of street architecture telling the American story from the nation's birth to the present. In the place where ideas meet, modern architecture and historic preservation design a modern renaissance city. Multiple open spaces, landmarks and modern Philadelphia is America.

A vibrant and celebratory energy fills the streets with innovative ideas, a multicultural, contemporary culture, a nightlife that moves through the city with ease.

The model of modern day democracy was created in Philadelphia.

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logos, video, messaging and images



PHL Internationally



PHL in the Meetings Market

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“PHILADELPHIA DELIVERS.”

TOM PELLET
Meetings & Conventions Director
American Academy of Family Physicians

SMG MANAGEMENT
STREAMLINED WORK RULES

MAKING IT A NEW DAY AT THE PENNSYLVANIA CONVENTION CENTER

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Philadelphia Convention & Visitors Bureau

AN **CSMG** MANAGED FACILITY

Philadelphia Convention Center
PHILADELPHIA

Did you know that meetings and conventions generate billions of dollars each year for local businesses and support thousands of full-time jobs?

Mayor Nutter wants you to make an economic impact in the region by persuading your business or association to choose Philadelphia for their next gathering.

Call 215-636-4405 or visit discoverPHL.com/bringithome for more information.

MAKE AN IMPACT

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Philadelphia Convention Center
PHILADELPHIA



HERE FOR THE MAKING

PHILADELPHIA'S FIRST COLLABORATIVE GLOBAL ATTRACTION CAMPAIGN



GREATER PHILADELPHIA
HOTEL ASSOCIATION





HERE FOR THE MAKING IN ACTION



MAKING GREAT MEETINGS

Ask about our new programming with today.

Why choose Philadelphia for your next meeting or convention?

- A truly beautiful, award-winning meeting facility.** With more than 125,000 square feet of contiguous and 300 gardens, our state-of-the-art Pennsylvania Convention Center is flexible, comfortable, and ready for your next big event.
- Superior customer service.** Our award-winning sales and service team, 24-hour front desk, and experienced meeting management staff ensure every detail of your event is taken care of. We'll work together to create a custom experience for you that's memorable and impactful.
- We are a diverse, award-winning city.** Philadelphia offers one of the nation's most exciting, authentic, and vibrant settings for your next meeting. Culture, shopping, nightlife, dining, and more are just a short drive away. We'll get you and all your guests ready for the next great meeting.

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PHL CVB
PHL DIVERSITY
Sustained since 1993

To learn more about making Philadelphia the destination for your next gathering, please contact Brooke Lucht at 1-855-883-7PHL or visit www.1800PHL.com.



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MAKING GREAT CHEFS

"With a city as rich and diverse as Philadelphia, there's something new to discover every day."
Chef Jose Garcia

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MAKING GREAT FASHION

"The independent spirit of PHL is woven into the fabric of our small shops."
Lela Tran, Fashion Designer & Owner, L&L

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MAKING GREAT MEETINGS

"Philadelphia delivers a first-class, value-added meeting experience."
Tom Pedal, Meetings & Conventions, Director American Academy of Family Physicians

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THANK YOU

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