



MEDIA ADVISORY

Free Rides on PHLASH for National Travel and Tourism Week
[CLICK HERE to download photos of the PHLASH](#)

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RIDE PHLASH® FOR FREE ON MAY 10 IN CELEBRATION OF NATIONAL TRAVEL & TOURISM WEEK

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PHILADELPHIA (May 4, 2018) – Independence Visitor Center Corporation (IVCC) is celebrating the 35th Annual National Travel and Tourism Week, and showcasing the travel industry's impact on jobs, economy, personal lives, by offering **free rides on Philly PHLASH®**, the visitor-friendly public transit service, on **Thursday, May 10, 2018**.

- **WHAT:** **FREE rides on PHLASH for National Travel and Tourism Week**
- **WHEN:** **Thursday, May 10, 10 a.m. – 6 p.m.**
- **WHO:** **Everyone rides FREE for the day.**
- **WHERE:** PHLASH makes stops from Penn's Landing to the Philadelphia Zoo.
[Click here to download the full route map.](#)

PHOTO/TV/RADIO OPPORTUNITY: PHLASH arriving at **Stop 3**, in front of the Independence Visitor Center, **with visitors boarding.**

On-site contacts available to interview:

- **James J. Cuorato**, President & CEO, IVCC
- **Jennifer Nagle**, Vice President of Business Development, IVCC



- **WHY:** In Pennsylvania, domestic and international travelers **spent \$25.1 billion** in 2016; and created the need for **231,310 jobs**.

The Philly PHLASH® Downtown Loop is a key component to the **Philadelphia region's visitor facing-infrastructure** helping to support and grow the regional economy. PHLASH served 366,325 riders in 2017, its largest ridership in 23 years of service. **PHLASH generates** an estimated **\$2.74 million in revenue** to the attractions it serves (Econsult Solutions, July 2016).

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About the Independence Visitor Center Corporation (IVCC):

The Independence Visitor Center Corporation manages the official visitor center for the Greater Philadelphia Region and primary point of orientation for Independence National Historical Park, the City of Philadelphia, the Southern New Jersey and Delaware River Waterfronts, as well as Bucks, Chester, Delaware, and Montgomery Counties in Pennsylvania. PHLvisitorcenter.com

About Philly PHLASH®:

The Philly PHLASH® Downtown Loop is a seasonal transit program managed by the Independence Visitor Center Corporation (IVCC). PHLASH vehicle service is provided by Krapf Group. PhillyPHLASH.com.