

An aerial photograph of Philadelphia, showing the city skyline with prominent skyscrapers like the Comcast Center and the Liberty Bell Center. In the foreground, there is a large green park area with a circular fountain and a road with cars. The sky is a mix of blue and orange, suggesting sunset or sunrise.

**VISIT
PHILADELPHIA®**

road to renewal

20
22

ANNUAL REPORT

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VISIT PHILADELPHIA
BASICS

WHAT WE DO

Every single day, we’re dedicated to:



Building
Greater Philadelphia’s image



Driving
leisure visitation



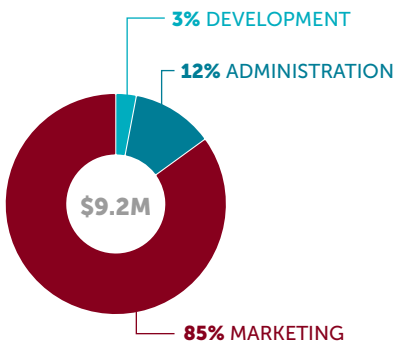
Boosting
the local economy

HOW WE DO IT

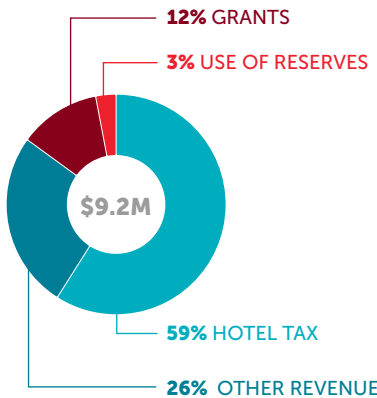
From the very beginning, we at Visit Philadelphia have taken an integrated approach to marketing, and we have deployed all our resources in service of promoting the Philadelphia region as a must-visit leisure travel destination.

During much of the pandemic, we focused on image-building and driving local support of the businesses that make our city and region the compelling destination that it’s grown into over the years. Gratefully, this past year was marked by an increasing opportunity to bringing visitors back to our region. Regardless of the times, however, our work begins with research, helping ensure that we deliver the right message to the right audience at the right time through the right marketing mediums.

EXPENSES
FISCAL YEAR 2022



FUNDING SOURCES
FISCAL YEAR 2022



Note: Fiscal year 2022 ran from October 2021 through September 2022

LEADERSHIP MESSAGE

This annual report brings hopeful news.

We are not yet back to pre-pandemic levels, but 2022 was a year of strong resurgence. Visitors returned to Philadelphia, and we in the tourism industry returned to what we do best: welcoming people to America’s greatest city. By every possible measure, we outpaced 2021, and we’re close to reaching our benchmark, record-setting 2019 numbers.

This good news is thanks to a resilient industry and, closer to home, a resilient team at Visit Philadelphia. Jeff Guaracino’s tragic passing at the end of 2021 was a terrible loss, but the team and the Visit Philadelphia Board persevered. I joined as President and CEO halfway through the year to find the organization honoring Jeff’s legacy—doing great work and focused on making 2022 the bounce-back year it became.

More recently, we lost another visionary with the passing of Visit Philadelphia’s former Board Chair, Fred Shabel. All that Visit Philadelphia is and the dynamic destination that this region has become was likely first glimpsed in Fred’s imagination. We dedicate this report to his cherished memory. His vision, his guidance, and his dedication are missed, but his example is still with us.

2022 was defined by collaboration, and we would like to acknowledge the partners we’ve had on this journey of renewal: the Philadelphia Convention & Visitors Bureau (PHLCVB), the Pennsylvania Convention Center, the Greater Philadelphia Hotel Association, all the regional Convention and Visitors Bureaus, and the Philadelphia Visitor Center Corporation (PVCC). And new this year, we have incorporated the PVCC’s annual report into ours to show a well-rounded snapshot of the leisure visitor. You can find their results on pages 10-14. Additionally, in partnership with the PHLCVB, we also began working on a joint destination campaign, begun in 2022 and officially launched in January 2023. You can read more about it in the “Looking Ahead” section.

Overall, 2022 was a hopeful year, and we’ll likely look back on it as the year when things turned. In the meantime, we at Visit Philadelphia have already set our sights on making those hopes real, bringing this region’s bright tourism future into the present.



Sincerely,
Angela Val
Angela Val
President & CEO
VISIT PHILADELPHIA

VISIT PHILADELPHIA believes in this city, and we have a set of values that match it.

We lead with these values, which means that we are:

Passionate about our city, our region and our mission. We believe passion drives success. Period.

Trustworthy, meaning we do what we say we’re going to do, and we do it to the very best of our abilities. Being true to our word tells the people around us that they can count on us.

Inclusive of the people we invite to visit and the people we employ here (and the diverse perspectives they bring along with them).

Respectful of one another and of the diverse opinions we hold and share daily.

Collaborative both internally and externally. That is, after all, when our work shines brightest and our results soar.

Innovative because that’s the only way we’ll continue to blaze trails. Plus, status quo just isn’t how we roll around here.

Hospitable to our coworkers, our stakeholders, our visitors. Always. (We ARE in the tourism and hospitality business, after all.)

2022 MARKETING RESULTS AT A GLANCE

306M
AD IMPRESSIONS

33M
SOCIAL MEDIA
IMPRESSIONS

13.9M
VISITPHILLY.COM
PAGEVIEWS

3,300
STORIES TRACKED
AND/OR PLACED
ABOUT PHILADELPHIA

39.8M
HAPPY VISITORS TO THE
GREATER PHILADELPHIA
REGION

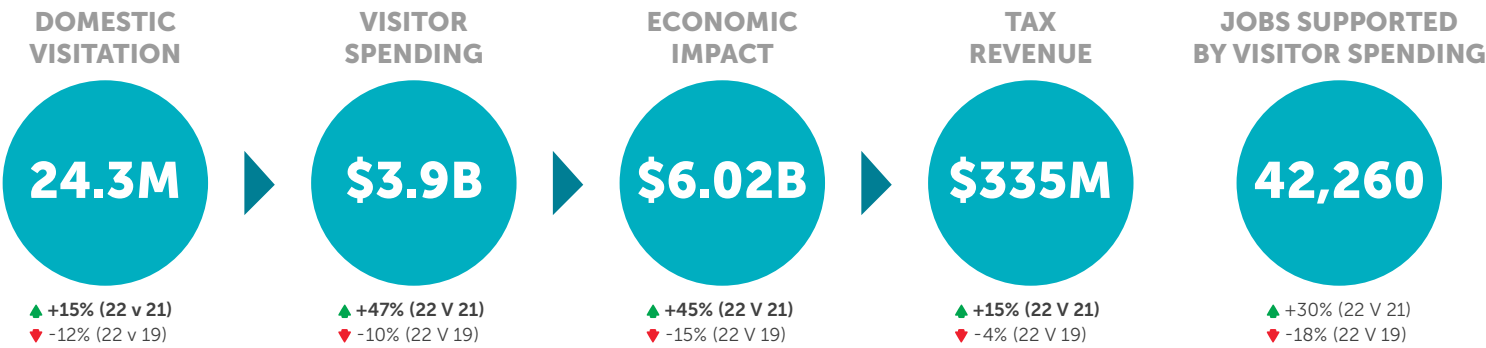
68,600
LEISURE + HOSPITALITY
JOBS IN PHILADELPHIA

2022 TOURISM INDUSTRY RESULTS

The region’s comeback continued in 2022, and we are inching closer to a return to pre-pandemic levels. Pent-up travel demand continued to grow and 2022 finally provided the opportunity for travel. Visitors showed up throughout the region and the results can be seen in double-digit year-over-year improvements in many key categories. Even as economic headwinds persisted, we made huge strides in getting closer to our 2019 benchmarks.

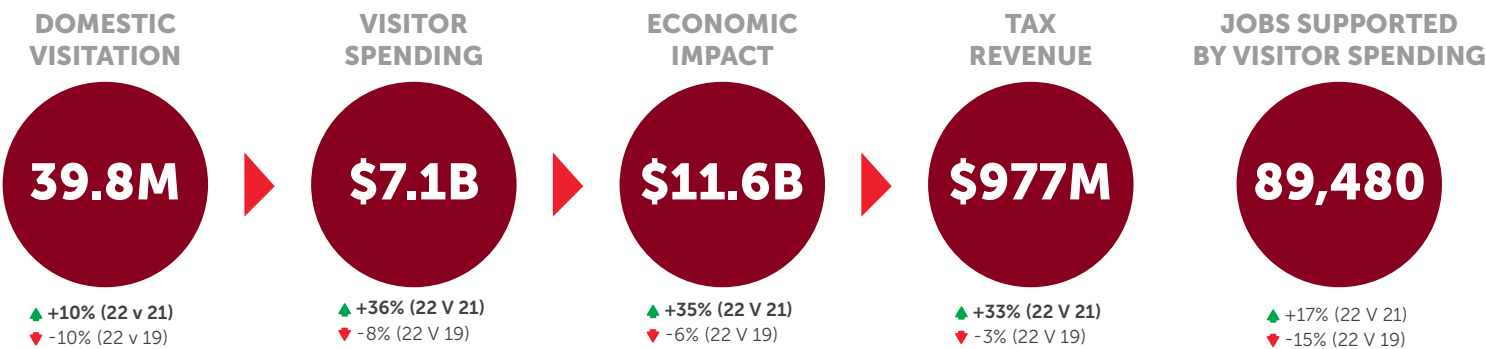


PHILADELPHIA COUNTY PERFORMANCE



OVERALL REGIONAL 5-COUNTY PERFORMANCE

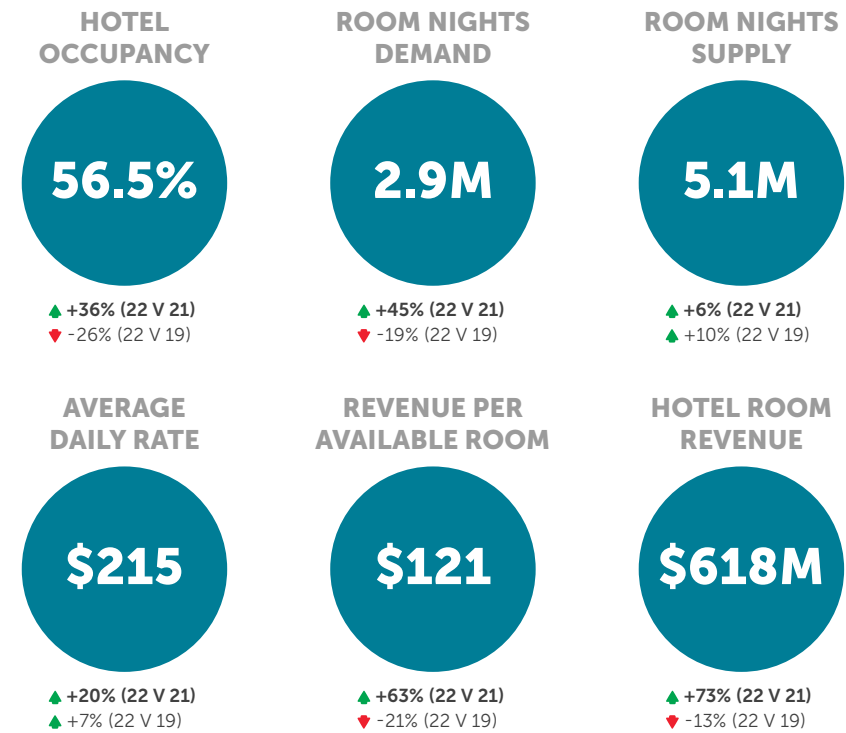
Bucks, Chester, Delaware, Montgomery and Philadelphia Counties



Source: EConsult Solutions

CENTER CITY HOTEL PERFORMANCE

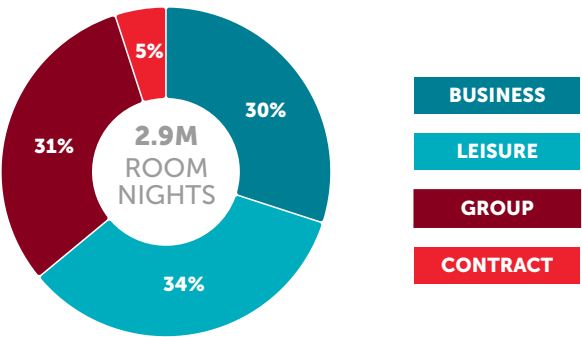
Hotel business in Center City Philadelphia continued to improve in 2022, and all key year-over-year metrics for hotels trended upwards, including: average daily rate (ADR), revenue per available room (RevPAR), supply, demand, and revenue. A few bright spots emerged including ADR, which surpassed 2019 levels. Most hotel performance metrics are expected to rebound fully by 2023-2024.



Source: STR

CENTER CITY MARKET MIX

Of the 2.9 million room nights consumed, demand among leisure visitors continued to lead Philadelphia’s recovery, however the group and business segments picked up considerably in 2022.



Sources: STR, Tourism Economics; all data points are based on the most current information available and may change slightly as new data becomes available.



2022 VISIT PHILADELPHIA MARKETING PROGRAMS

To continue our recovery efforts and standout in a crowded and competitive field, we revamped our Visit Philly Overnight Package, hosted some big events, and over the holidays, doubled down on our support of Black- and Brown-owned businesses.

PACK LIGHT. PLAN BIG. FOR PHILLY.

As travel ramped back up in 2022, our expanded campaign, **Pack Light. Plan Big. For Philly.** was calibrated perfectly to inspire potential visitation. The campaign was rooted in research that showed how travelers were ready to come back, but many still wanted to stay close to home. For the millions of potential travelers within our drive market, Philly was an easy and exciting option. We increased our outreach to regional travelers who were still close enough for a weekend getaway in the city, and who wanted a sophisticated and memorable travel experience — something both rewarding and a little unexpected.



VISIT PHILADELPHIA

PLAN ON TWO DAYS THAT DON'T FEEL LIKE THE OTHER FIVE

PACK LIGHT. PLAN BIG. FOR PHILLY.
YOUR HOMETOWN ADVENTURES BEGIN AT visitphilly.com



VISIT PHILADELPHIA

PLAN ON TWO DAYS THAT DON'T FEEL LIKE THE OTHER FIVE

PACK LIGHT. PLAN BIG. FOR PHILLY.
YOUR PHILLY ADVENTURES BEGIN AT visitphilly.com




Overnight Package

GUILD HOUSE HOTEL

VISIT PHILLY OVERNIGHT PACKAGE

The **Visit Philly Overnight Package** changed with the realities of 2022. Through April 2022, the package had a buy-one-get-one admission offering at 36 Philadelphia attractions. From May through October, we partnered with the Franklin Institute for Harry Potter's Wizarding World and the overnight package included two complementary untimed tickets, a great value for families. To finish out the year, we moved from one-size-fits-all to a choose-your-own-adventure model, leveraging Philadelphia's key drivers of visitation with a choice of a history, arts & culture, or food & drink perk with one- or two-night accommodations. And as always, free hotel parking!



More than **5,800** packages were sold in 2022, totaling more than **6,600** room nights with a **\$250** ADR, yielding more than **\$1.8 million** in hotel room revenue.



HOTEL CANOPY





CHEF CHUTATIP "NOK" SURIYANON



VICTORY BREWING

SPORTS

2022 was a resurgent year for Philadelphia sports teams, which always puts a bigger bounce in our step. When our teams go on a run it stokes civic pride, brings fans out to venues, bars and restaurants, all cheering and celebrating together. To help spread that Philly pride, we created signs and cheer cards and distributed them all over town during the Phillies' and Union's epic championship runs. You may have seen them hanging behind the bar, or in windows throughout our neighborhoods.



50,000 cheer cards distributed


FOOD AND DRINK

James Beard Foundation (JBF) Partnership

We continued this longstanding partnership to highlight Philadelphia's standout culinarians and help elevate new up-and-comers. In 2022, we provided support to the Beard House Fellows program, which re-envision the potential of the James Beard House into a hub of training and professional development for talented emerging chefs. We also partnered on JBF events, including Taste America, and provided opportunities for Philadelphia chefs to participate in events in New York and Chicago as culinary ambassadors.

Greater Philadelphia Craft Beer Trail

Philadelphia is a craft beer town. And for the past four years, with funding from the Pennsylvania Malt and Brewed Beverage Industry Promotion Board, we've been getting the word out and supporting the economic recovery of craft breweries. We want our region and state to shine as the place for craft beer and brewery experiences. We marketed 116 breweries over 165 locations with the Greater Philadelphia Craft Beer Trail. We developed and promoted content, partnered with social media influencers to amplify our messaging, and partnered with the Visitors Center's Art Museum pop-up beer garden. Throughout the pandemic we worked to meet the evolving needs of our brewery partners.



Partnered with **four top-tier beer influencers** who drove nearly **56,000** engagements on social, featuring **15** different breweries.



YOWIE



JEREMIAH ZAGAR



JAMES BRADBERRY



SHOP BBOB PHLASH BUS



HARRIETT'S BOOKSHOP



BLUE SOLE SHOES

SHOP PHILLY

Small businesses took a huge hit during the pandemic, and Shop Philly took an innovative approach with a first-of-its-kind retail aggregator that featured for-sale items by Philly artists and shops, curated by creative entrepreneurs, showing off what they love about this city. Curators like Shannon Maldonado (Yowie) and Jeremiah Zagar (director, Hustle) selected a cross-section of items, giving love to businesses hit hardest during the pandemic, and making it easy to shop in person and online while supporting local, small businesses.

BLACK- AND BROWN-OWNED BUSINESS SUPPORT DURING THE HOLIDAYS

During the holiday season Shop Philly—with Philadelphia Eagles cornerback James Bradberry as curator—committed to foregrounding Black- and Brown-owned businesses in neighborhoods throughout the city. We collaborated with Philadelphia City Council to declare every Friday in December "Shop Black Business Friday," a chance for Philly residents and visitors, either in-person or online, to buy a little bit of Philadelphia and support our vibrant and diverse small business community.



Iheart Media Buy – **603** radio spots during holiday season with an additional bonus of **200+** spots as added value.



ROOTS PICNIC



JUNETEENTH GOLF OUTING



BLACKSTAR FILM FESTIVAL

LOVE + GRIT INITIATIVES

Love + Grit Marketplace @ Roots Picnic | June 2022

Visit Philadelphia partnered on the 15th annual Roots Picnic and hosted a marketplace showcasing Black- and Brown-owned businesses. The Love + Grit podcast recorded live on-site, hosted panel discussions and engaged with the crowds.

Philadelphia Black Greek Edition: Golf Outing | June 2022

As the centerpiece of a yearlong marketing effort aimed at the more than two million members of the National Pan-Hellenic Council® (NPHC)—the Divine Nine—as well as Black leisure travelers, we hosted more than 100 golfers at the inaugural Golf Outing on Juneteenth weekend, which also featured a fashion show by Philly Fashion Week and other family-friendly activities.

Love + Grit: On the Road: Miami Art Week | December 2022

Visitors to Miami Art Week got to experience Philadelphia's creative class of makers and artists, including an audio tour of how shoe designer and owner of Bungee Oblecteni Footwear, Darrell Alston, created his sneaker line. Throughout the event, Bungee kicks were also custom designed by Philly artists and displayed as onsite sculpture, while Philly DJs shared that Philly sound.

Love + Grit Podcast

In its 3rd season, the Love + Grit podcast really hit its stride and talked to high-profile Philadelphians like Rich Medina, Darrell Alston, Pink Sweat\$, Kate Scott and more. This Philadelphia-focused podcast celebrates all the great things about our destination, including its food, fashion, music, and overall vibe. Our aim is to help visitors learn and understand all the love and the grit that drives Philadelphians to greatness.

DIVERSE COMMUNITY SUPPORT

Tiny Room for Elephants Music and Arts Festival | July 2022

A summer partnership at Cherry Street Pier, the festival featured a Love + Grit audio and visual tour highlighting diverse stories from around the region, and featured almost 100 artists and musical acts.

BlackStar Film Festival | Aug. 2022

To promote Black, Brown and Indigenous artists, Love + Grit supported the annual BlackStar Film Festival and presented the inaugural Love + Grit Filmmaker Award. The festival included 77 films, 12,000 attendees and garnered 70 press hits reaching over 1 billion readers.

La GuaGua 47 Community Art and Film Project | Sept. - Oct. 2022

Alba Martinez's song & film "La Guagua 47"—in homage to SEPTA's bus route through the city's Latino cultural corridor—debuted at the Kimmel Center.

Hispanic Heritage Month | Sept. - Oct. 2022

At Taller Puertorriqueños Manos En La Obra: A Celebration of Latino Artists featured artists doing impactful work in the community.



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Maria Grasso
Philadelphia Convention and Visitors
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Clark Hill, PLC

Shawn Andre Murray, MA, PHR
Montgomery County Community
College

Amy Shearer
The Philadelphia Zoo

Angela Val
Visit Philadelphia

LEADERSHIP MESSAGE

Greetings from the official starting point for the leisure and convention traveler in the City of Brotherly Love: the Philadelphia Visitor Center Corporation. 2022 was a year of exciting new beginnings for us, and included a new Vision, a new Mission and, as you may have noticed, a new name.

Why the name change? Simple: To more closely align with the city we're here to represent. We engaged a study to help us come up with a five-year plan to meet the changing needs of our guests. Whatever our name, we've been in operation for 20 years, we've grown since we were one location on Independence Mall, and we're still growing. We're in several locations all over the city, so our first name is now "Philadelphia." (The study told us it's also a best practice.)

We operated the following in 2022:

- Independence Visitor Center, the primary point of orientation for Independence National Historical Park and the official visitor center of the Philadelphia region.
- The LOVE Park Visitor Center
- City Hall Visitor Center
- Philly PHLASH Downtown Loop transit service
- The Liberty View at Independence Visitor Center, a private event space.

And everywhere we saw evidence of the beginnings of a recovery, but while the numbers you'll see here tell the story of a city that's not there yet, it looks like we're on our way. And as we always have been, we're here to help. That's why we're here, in fact. And we've got plans.

- Keep building our profile as a leader in the hospitality space
- Double down on collaboration and strategic partnership with Visit Philadelphia and the PHLCVB
- Go where the people are, with new outposts and mobile units
- Connect with residents and day trippers to amplify our reach
- Keep abreast of advancements and consumer preferences

Everything we did in 2022 was to clarify—to ourselves, our city and its visitors—what we do and what we're here for. As our Mission Statement says, we're here "to enhance the experience of visitors to Philadelphia by providing exceptional customer service and access to all that the city has to offer."

And when visitors check in with us, they'll learn more about what Philadelphia has to offer, and they'll see, on average, between two and three more attractions. Over our history, we've had an economic impact of more than \$2.3 billion. Pre-pandemic, we welcomed more than 3 million people a year, and generated more than \$70 million a year in additional spending. We're ready to get back to that.

Welcome to Philly.



Deborah O'Brien
Deborah O'Brien
Board Chair



James J. Cuorato
James J. Cuorato
CEO



WHO ARE WE

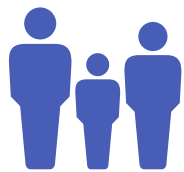
The Philadelphia Visitor Center Corporation (PVCC) is a Pennsylvania nonprofit, 501(c)3 organization, that works in cooperation with Visit Philadelphia, the Philadelphia Convention and Visitors Bureau, the City of Philadelphia, National Park Service, and the Commonwealth of Pennsylvania.

We manage the Independence Visitor Center, the primary point of orientation for Independence National Historical Park and the official visitor center of the Philadelphia region, including Bucks, Chester, Delaware, and Montgomery Counties. In addition, PVCC operates the LOVE Park Visitor Center, City Hall Visitor Center, and Philly PHLASH Downtown Loop transit service, and the private event space, The Liberty View at Independence Visitor Center.

We operated two locations in 2022, the Independence Visitor Center and Love Park Visitor Center. The City Hall Visitor Center closed in 2020 and remained so this past year (its reopening is planned for Spring 2023). We also operated the Philly PHLASH Downtown Loop from late April through December in 2022.



Visitation in 2022 **increased by 56%** over the previous year and reached **50%** of pre-pandemic levels.



1.3 MILLION ANNUAL VISITORS*

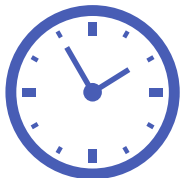
▲+53% (22 v 21) ▼-51% (22 v 19)

*Includes visitors to Independence Visitor Center, Love Park Visitor Center, City Hall Visitor Center, and riders on the Philly PHLASH Downtown Loop



BUSIEST DAYS: FRIDAY & SATURDAY

(source: Placer.ai)



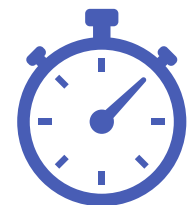
BUSIEST TIME OF DAY: 11AM - 2PM

(source: Placer.ai)



PHLASH RIDERSHIP - 9,800 AVG. RIDERS PER MONTH

▲+22% (22 v 21)



VISITOR DWELL TIME - 40 MIN. AVG.

(Independence Visitor Center)



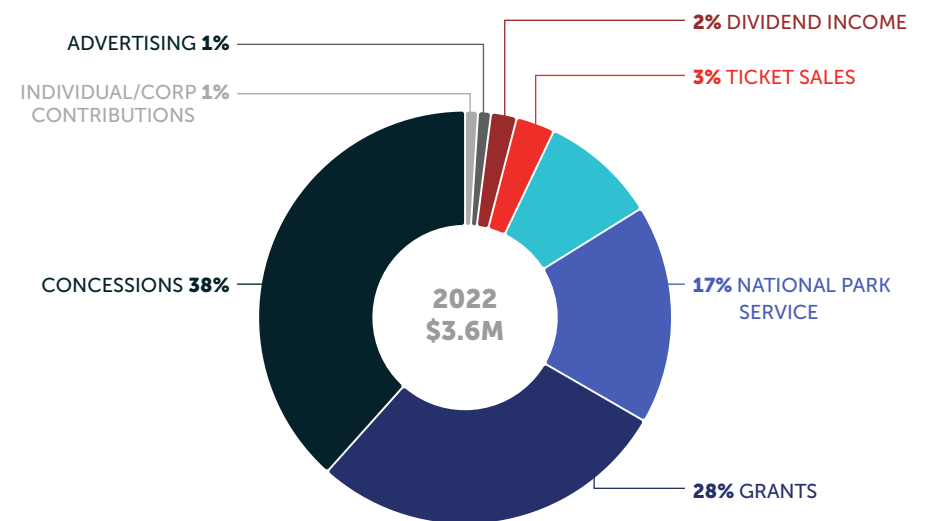
TOTAL WEB TRAFFIC: 54.6M

▲+43% (22 v 21)

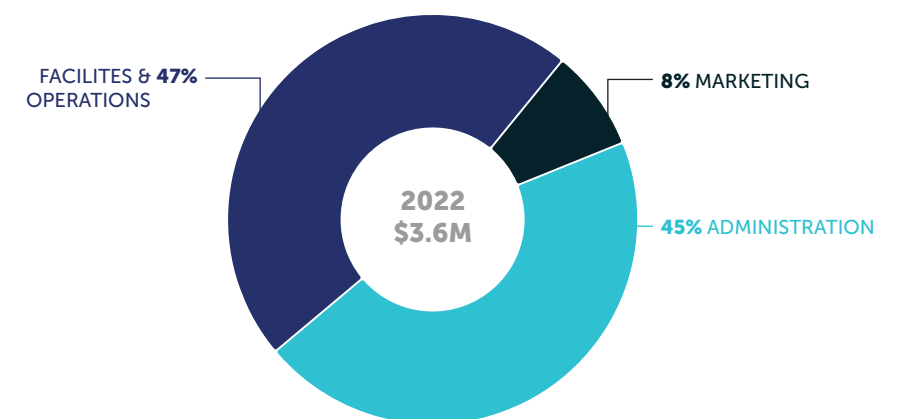


REVENUES

The Corporation's revenue in 2022 was mostly comprised of earned income from its gift shop, concession, ticket and advertising sales; private event rentals; and revenue from contributions, grants, and federal funding of the operations for Independence Visitor Center.



EXPENSES





SOCIAL MEDIA HIGHLIGHTS

141,940
AUDIENCE ENGAGEMENTS

2,252,819
AUDIENCE IMPRESSIONS

1,242
UNIQUE POSTS

INDEPENDENCE VISITOR CENTER 2022

The Independence Visitor Center is the PVCC's largest brick and mortar center, our first and largest location, opened in 2001, and our flagship. Most of the PVCC's visits in 2022 came through the Independence Visitor Center, which is operated in cooperation with the National Park Service.

SPECIAL EVENTS

The Liberty View at Independence Visitor Center, our private event space, boasts terrific views of Historic Philadelphia. Liberty View hosted a total of 146 events in 2022, including a special 13-day run of **Terrace on Tap** presented by Visit Philadelphia during the city's Fourth of July celebration.

LOOKING AHEAD

2023 will bring the opening and re-opening of two additional visitor center locations to better serve visitors while they are exploring and experiencing the destination. In spring of 2023, the City Hall Visitor Center will re-open and in Summer of 2023, the brand new Parkway Outpost, located on the grounds of the Philadelphia Museum of Art and next to the famous Rocky statue.



Thanks to our employees, who helped make 2022 the year it was.

You answered the demands of excited travelers, and you helped the region move closer to our comeback.

Bruce Alexander | Delysha Baez | Beth Coimbra | Michael Crampton | James Cuorato | Jonel Edmonds | Aaliyah Goodwin | Conley Heaberlin | Sierra Henderson
Tina Jackson | Tomar Jackson | Paul Jeter | Teresa Johnson | Christine Keates | Victoria Kessler | Michael Kostic | Troy Layne | Britni Lettsome | Arnetia Lewis
Sean Mack | James Mansfield | Joana Mata | Shane McCann | Joy McKenzie | Jennifer Nagle | Vicky Newsome | Brian Plefka | Karen Robinson | Ashton Seiwel
Diana Shacklock | Natasha Simmons | Margaret Smith | Karlene Thern | Samuel Warner | Joann Wszolek

2022 PHILADELPHIA STANDOUT MEDIA MOMENTS

We love it when people write nice things about Philadelphia, especially when those people are writing for influential media outlets. Potential visitors gather inspiration from a variety of sources on how and where to spend their discretionary travel dollars each year. In 2022, we tracked over 3,300 news stories about Philadelphia. Here's a few of the media moments we loved most:



Philadelphia's Center City Sees Resurgence in Housing, Economic Activity

This city's downtown is showing fresh signs of renewed economic vitality, buoyed by strong housing demand, hospitality-sector growth and a return-to-work push



Celebrating Black History Month These 5 Cities Are Going All Out

The ways to learn and celebrate [Philadelphia's] Black culture are plentiful...from exploring stops along the Underground Railroad to patronizing nearly 100 Black-owned restaurants, boutiques and bookstores.



The 26 Best Things to Do in Philadelphia

"Get that cheesesteak to go—you've got a lot of ground to cover."



How to Take the Ultimate Vacation in Philadelphia

"One of my absolute favorite food cities"—Caroline Bologna, senior travel and culture reporter, HuffPost



8 of the Best Hotels Around the World for Ultimate Instagram Vibes

Four Seasons Philadelphia: "Take a journey above the clouds at Philly's first Forbes Travel Guide 5-Star hotel."



An Insider's Guide to Philadelphia: Where to Stay, Eat, and Shop

"Philadelphia is an underappreciated cultural hot spot"



VALLEY FORGE NATIONAL PARK



Forbes Travel Guide: Philadelphia

"As the birthplace of the Revolution, the City of Brotherly Love can't help but brim with historical landmarks."



Esquire – 2022 Best New Restaurants

Her Place Supper Club: "infectiously welcoming"



Philadelphia's New Tourism Campaign Advances Close-To-Home Strategy

"Tourism marketing that prioritizes their resident communities are likely to build a more resilient future. If Visit Philadelphia keeps applying that lesson past the pandemic years, it's likely to pay off long term."



Guild House Hotel, one of the "Best New Hotels in the World"



5 Scenic East Coast Getaways to Book This Fall

"Philadelphia in the fall is synonymous with stunning fall foliage, outdoor dining, pumpkin-spiced lattes and seasonal festivals galore."



In Praise of Philadelphia, Sudden Paradise of Sports

"Philadelphia's the sports capital of the universe."



Philadelphia, one of 11 cities for Must-see Pieces of Public Art Around the World



Kalaya: The Best Meals of 2022

LOOKING AHEAD

As we look into 2023, we are incredibly optimistic about Philadelphia’s tourism future, especially as we approach many of our 2019 benchmarks. We believe we’re going to hit many of our KPIs, and we’ll do it together, with our partners.

VISIT PHILADELPHIA 2023 ORGANIZATIONAL PRIORITIES

- Looking a little farther ahead, we are focused on building Greater Philadelphia’s image and driving day and overnight visitation with five key areas of emphasis, including:
- An **unwavering commitment to diverse markets** in how we invite and attract diverse travelers, and in our initiatives
 - **Positioning Philadelphia as a top US destination for great culinary, historical, and cultural experiences**
 - **Reinvigorating the Canadian and domestic fly markets** to push overnight visitation
 - **Hosting media in a robust and strategic fashion** to highlight the vibrancy and excitement of Philly as a top leisure destination
 - **Promoting the revamped Visit Philly Overnight Package (VPOP)** and the new **Visit Philly Three-Day Stay package** to give visitors more opportunity to stay over and to stay longer

COME FOR PHILADELPHIA. STAY FOR **Philly.**

ABOUT THAT MARKETING CAMPAIGN

It’s called **“Come for Philadelphia. Stay for Philly.”** We’ve rolled it out locally, regionally and into key feeder markets in New York and Washington, DC. This fun, visually striking campaign showcases Philly’s confidence and “attytude” to drive visitation to the region across all travel segments — leisure, business and group — in 2023 and throughout the lead up to 2026.

Our research has made clear that 79% of Philadelphia’s leisure visitors come back to visit again, which is more than 25% above the national average. So getting people to visit us once often means they’ll come again. And when they do, we’ll reward them with a first-of-its-kind loyalty program for the entire destination—**Philly Rewards**. The program offers limited-edition merchandise and exclusive experiences designed to incentivize frequent trips to Philadelphia.



ON THE HORIZON: 2026

Can you see it? It’s Summer 2026, and Philadelphia is hosting the 2026 FIFA World Cup, the United States’ 250th anniversary, and Major League Baseball’s 2026 All-Star Game. And we’re going to leverage the global spotlight trained on us to showcase Philly as the must-visit US destination throughout the entire year.

America’s birthplace offers cultural, culinary and communal attractions that have mass appeal. Our parks, neighborhoods, shops, restaurants and our people are part of an authentic American experience that you can’t get anywhere else.

The groundwork is being laid. And when 2026 rolls around, we’ll be ready. It’s Philadelphia’s chance to show the world how a world-class, absolutely authentic, exciting destination hosts a party, and a once-in-a-lifetime experience.

See you then, and for every step along the way.

Visit Philadelphia would not have had the year it did without the people who worked here.

Thank you to our 2022 team for all you did to support Philadelphia's tourism industry.

Won Jin An | Jasmine Armstrong | Ajene Atkins | Josh Austin | Eli Bank | Helena Bayer | Ethan Blades | Trino Boix | Sheryl Brown | Alethia Calbeck | Jess Calter
Jabari Cherry | Eric Cortes | Liana Dunnell | Farah Farag | Rachel Ferguson | Connor Fogel | Neil Frauenglass | Michael Hanisco | Tameka Love | Keith McMenamin
Cathy McVey Palmer | Michael Newmuir | Justin Pizzi | Catherine Quiroz | Rob Rabena | Cindy Ray | Nina Rossello | Sindoor Shah | Kyle Stein | Cassie Tomkins
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