



2023 ANNUAL REPORT



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LEADERSHIP MESSAGE



The birthplace of America. The city of underdogs. Home to the most passionate fans in professional sports. Whatever a visitor's first impression of Philadelphia may be, it is the personality and passion of Philadelphians that make a visit here so unforgettable.

In 2023, the Philadelphia Visitor Center Corporation took big steps to offer that personal touch to more visitors. We expanded operations to greet travelers where they are, and in new ways, with recommendations and travel tips as diverse as our city. Some highlights include:

Celebrating history at City Hall

In May 2023, the City Hall Visitor Center reopened its doors for the first time in three years, welcoming visitors to experience the panoramic views from atop the tower's 548-foot observation deck. Led by a knowledgeable team of history buffs and volunteers, the City Hall Visitor Center offers a dazzling look at some of the city's oldest and most intricate public art.

Greeting visitors on the Benjamin Franklin Parkway

The Parkway Visitor Center opened in June 2023 to greet the millions of visitors who run up and down the Art Museum steps before taking a photo with the iconic Rocky statue — a replica from the "Rocky III" film, donated to the city in 1983 by Sylvester Stallone. In October, through a partnership with Stallone, we unveiled The Rocky Shop at the Parkway Visitor Center, the first exclusive retail location of the Sly Stallone Shop.

A Philly ambassador on every corner

At the visitor center, we know the greatest asset to Philadelphia tourism is Philadelphians themselves. Looking ahead, the visitor center will continue to expand our touchpoint with visitors, on the Philly PHLASH® bus, at special events and by finding new ways to encourage Philadelphians to show their civic pride and become ambassadors for our city.

The visitor experience in Philadelphia has never been more dynamic. With custom itinerary planning and more than 100 ticket partners, our team can guarantee a memorable experience for each guest, because the best trips start here.

Sincerely,

Kathryn Ott Lovell | President and CEO, Philadelphia Visitor Center Corporation

WHO WE ARE

The Philadelphia Visitor Center Corporation works alongside Visit Philadelphia, the Philadelphia Convention and Visitors Bureau, the City of Philadelphia, the National Park Service and the Commonwealth of Pennsylvania to deliver world-class visitor experiences. We provide:

Welcoming public spaces: Our four visitor centers offer a safe, comfortable place to welcome travelers and provide information, recommendations and itinerary planning. Our iconic event space, The Liberty View, overlooks Independence Mall and regularly hosts celebrations and high-profile events.

Premiere concierge services: While Visit Philadelphia inspires visitors to travel to Philadelphia, our visitor services team informs them about all the great things to do in Philly once they arrive. Our concierge staff pride themselves on being in the know about the latest attractions, institutions and events that enhance the visitor experience in the Philadelphia region.

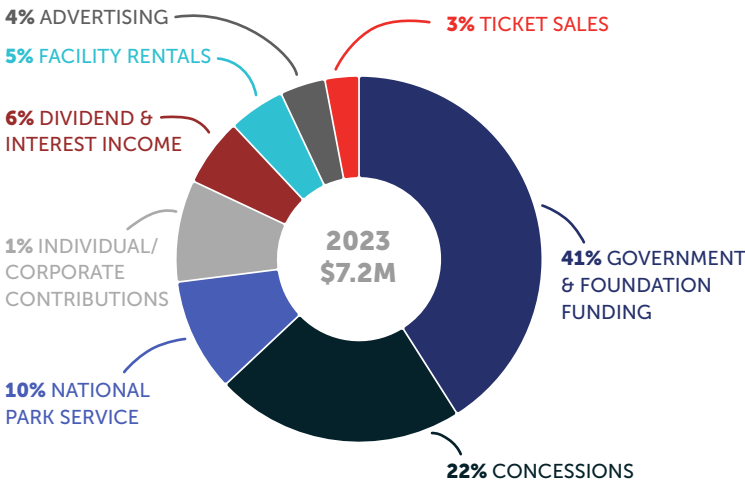
Safe, accessible transportation to key local attractions: The Philly PHLASH® Downtown Loop is a fast, convenient and reliable way for visitors and residents to travel from river to river. At \$2 a ride and \$5 for a day pass, PHLASH® buses are the most affordable and convenient way for visitors to explore our city’s key attractions and vibrant downtown. Funded by SEPTA, the Pennsylvania Department of Transportation and 20-plus local partners, the Phlash drives tourism in our city by connecting visitors to key destinations.



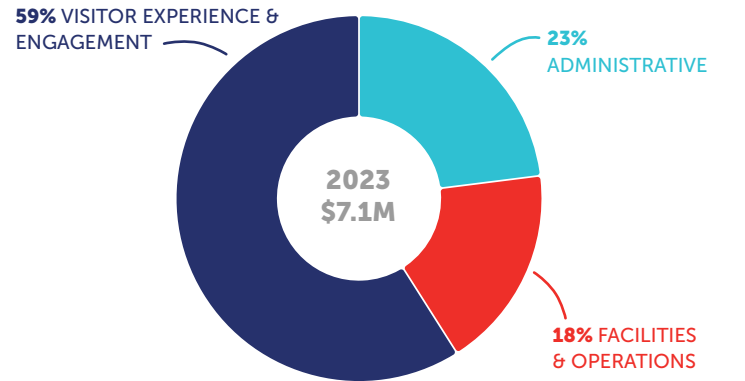
Visitation to all four visitor center outposts **increased by 16%** in 2023 over the previous year and reached **54%** of pre-pandemic levels.



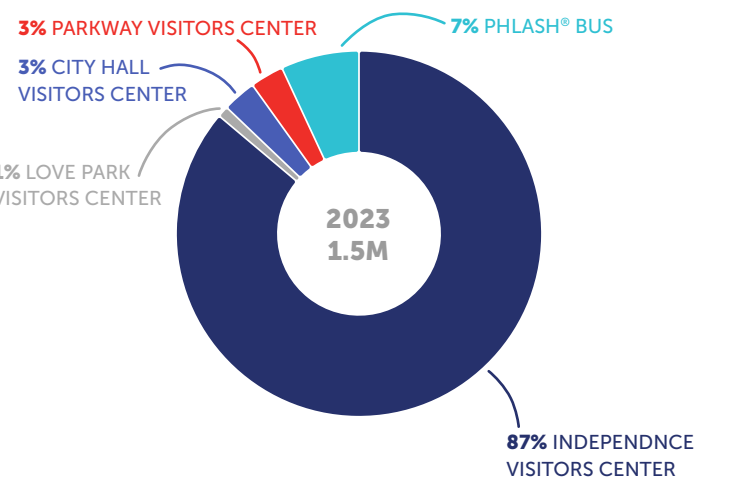
REVENUES



EXPENSES



TOTAL VISITATION





1.5 MILLION ANNUAL VISITORS*

▲+16% (23 v 22) ▼-46% (23 v 19)

**Includes visitors to Independence Visitor Center, LOVE Park Visitor Center and riders on the Philly PHLASH® Downtown Loop*




PHLASH RIDERSHIP - 12,400 AVERAGE RIDERS PER MONTH

▲+13% (23 v 22)




TOTAL PAGEVIEWS: 717,000

▲+15% (23 v 22) ▲+10% (23 v 19)




BUSIEST DAYS: FRIDAY & SATURDAY

(Source: Placer.ai)



BUSIEST TIME OF DAY: 10AM - 3PM

(Source: Placer.ai)



AVERAGE TIME SPENT BY VISITORS - 36 MINUTES

(Independence Visitor Center)



DOLLS AT INDEPENDENCE GIFT SHOP



SYLVESTER STALLONE AT ROCKY DAY



RIBBON CUTTING OF THE ROCKY SHOP AT THE PARKWAY VISITOR CENTER

SOCIAL MEDIA HIGHLIGHTS ACROSS PLATFORMS

- ★ **84.9K** AUDIENCE ENGAGEMENTS
- ★ **1.5M** AUDIENCE IMPRESSIONS
- ★ **1.6K** UNIQUE POSTS

ROCKY DAY 2023

Philadelphia Visitor Center Corporation and the City of Philadelphia marked an important milestone on Sunday, December 3, 2023: the inaugural “Rocky Day” and the grand opening of the Rocky Shop at the Parkway Visitor Center — all featuring a special appearance from Sylvester Stallone himself.

Thousands of fans gathered at the famous “Rocky Steps” outside the Philadelphia Museum of Art to hear from Stallone, City officials and tourism industry leaders as part of the public celebration, hosted by Philadelphia Visitor Center Corporation in partnership with Visit Philadelphia, the Philadelphia Museum of Art and Philadelphia Convention and Visitors Bureau.

The celebration cemented the important role of the “Rocky” films and the mythology that surrounds them in Philadelphia’s global tourism appeal.

ROCKY DAY 2023 IMPACT:

- ★ **3,000+** ESTIMATED ATTENDEES
- ★ **450+** MEDIA PLACEMENTS including widespread international coverage and lead stories in *USA Today*, *The Daily Mail*, *People*, *ABC News*, *NBC News*, *Entertainment Weekly*, *Fox News* and more
- ★ **\$8.5M+** IN AD VALUE



We are so thankful to our staff, who help connect visitors to great experiences!

Delysha Baez | Michael Cassidy | Elizabeth Coimbra | Andrea Coyle | Michael Crampton | Mya Crittenden | Kamryn Doan | Jonel Edmonds | Aaliyah Goodwin | Conley H. Heaberlin | Tina Jackson | Tomar Jackson | Paul Jeter | Teresa Johnson | Christine Keates | Victoria Kessler | Michael Kostic | Jake La Fronz | Troy Layne | Britni Lettsome | Arnetia Lewis | Sean Mack | James Mansfield | Joana Mata | Julius May | Colleen Murphy | Kathryn Ott Lovell | Natalie Saunders | Linda Sonnie | Maita Soukup | Linda Stanton | Sudha Suryadevara | Kimberly Torres | Samuel Warner