

2026

**PARTNERSHIP
KIT**





Who We Are

At the Philadelphia Visitor Center Corporation (PVC), our mission is simple: to connect visitors with authentic, memorable experiences in the Philadelphia region. We are ...

- **A Trusted Resource:** As the official visitor resource for the Philadelphia region, we serve more than **2 million** guests annually.
- **Ambassadors of the City:** Our Visitor Experience Associates are the welcoming faces of Philadelphia. They greet travelers at our Visitor Centers, provide insider recommendations, and showcase the best of the city's attractions, dining, and culture.
- **Beyond the Centers:** Our team extends hospitality at large conventions, sporting events, and cultural celebrations—bringing Philadelphia's story to life wherever visitors gather.

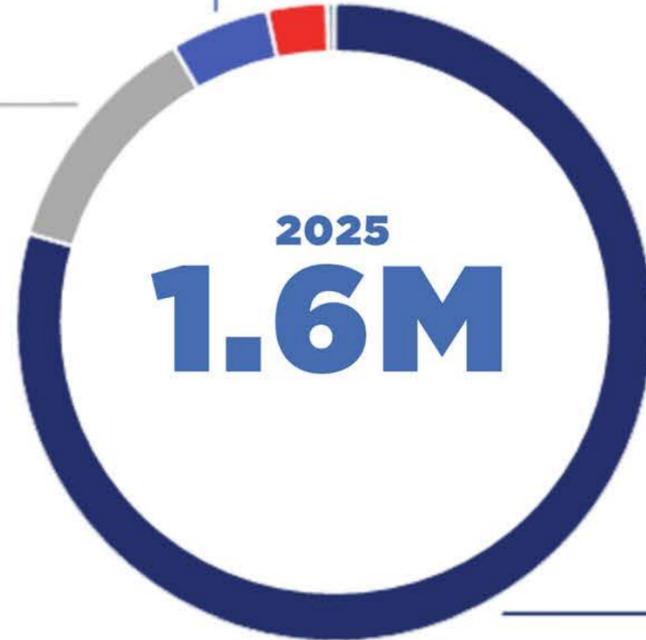
TOTAL VISITATION

3% CITY HALL VISITOR CENTER

0.4% LOVE PARK VISITOR CENTER

5% PHLASH BUS

12% PARKWAY VISITOR CENTER



79% INDEPENDENCE VISITOR CENTER



1.6 MILLION ANNUAL VISITORS*

▲ +22% (24 v 23) ▼ -40% (24 v 19)

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



PHLASH RIDERSHIP: 11,200 AVERAGE RIDERS PER MONTH

▲ +57% (24 v 23)



TOTAL PAGEVIEWS: 798,000

▲ +26% (24 v 23) ▲ +22% (24 v 19)



BUSIEST DAY: SATURDAY

(Source: Placer.ai)



BUSIEST TIME OF DAY: 1PM-2PM

(Source: Placer.ai)



AVERAGE TIME SPENT BY VISITORS: 32 MIN

(Independence Visitor Center)

Visitation Data

- **2026: Projected 2 Million Annual Visitors across 4 iconic locations.**
- Engaged Audience: Average dwell time of 30-57 minutes.
- Peak Months- June, July, August
- Prime Tourism Demographic: Families, domestic travelers, international tourists.
- Steps from Independence Hall, the Liberty Bell, the Art Museum/Rocky Steps, City Hall & LOVE Park.



Where You Can Be Featured in 2026

Philadelphia will be at the center of the world's attention in 2026! In 2026 the city will host major events including:

- Hosting **America250** and **Philadelphia250** events to mark the **Semiquincentennial** of the United States.
- Hosting the **MLB All-Star Game** and FanFest at Citizens Bank Park, and PA Convention Center.
- Hosting celebrations for the **50th Anniversary of Rocky**.
- Hosting the **FIFA World Cup and FanFest**.

These once-in-a-generation milestones will bring millions of additional visitors to Philadelphia, driving record foot traffic to the Independence Visitor Center and our network of touchpoints.

Partnering with the Philadelphia Visitor Center in 2026 means your brand will be placed directly in front of an engaged audience of travelers who are actively planning their time in the city.



Digital Displays



- **Welcome Wall Displays**

- Billboard-style digital ads across 3 screens.
- 10 seconds each, 12-15x per hour.
- Static or video.

- **Vertical/Horizontal Digital Displays**

- 4 screens at Independence Visitor Center, 2 at Parkway Visitor Center, 1 at LOVE Park Visitor Center, 1 at City Hall Visitor Center.
- 10-second ads, 15x per hour.
- Static or video.

DIGITAL OPPORTUNITIES RATE CARD

Digital Screens			
Location	Format	Rate	Specs
Independence Visitor Center	Welcome Wall Displays (3 screens)	\$2,000/month	15-sec ads; 12-15x per hour
Independence Visitor Center, Parkway, LOVE Park, City Hall	Vertical Digital Displays (8 screens total)	\$1,000/month	10-sec ads; 15x per hour
TKTS Screen, LOVE Park, or Pride Visitor Center	1 Horizontal Digital Display	\$250/month	10-sec ads; 15x per hour
Parkway Visitor Center/Rocky Shop	Vertical Digital Displays (2 screens total)	\$500/month	10-sec ads; 15x per hour
All Digital Screens (Including Future Locations)	All of our digital screens, including future locations	\$2,500/month	15-sec ads; 12-15x per hour



In-Building Placements

Brochure Rack Card Takeover

- Prime spot at Visitor Desk.

Desktop Sign Displays

- Up to 2 free-standing signs on Visitor Desk.

Chalk Wall

- Bespoke art by local artist.

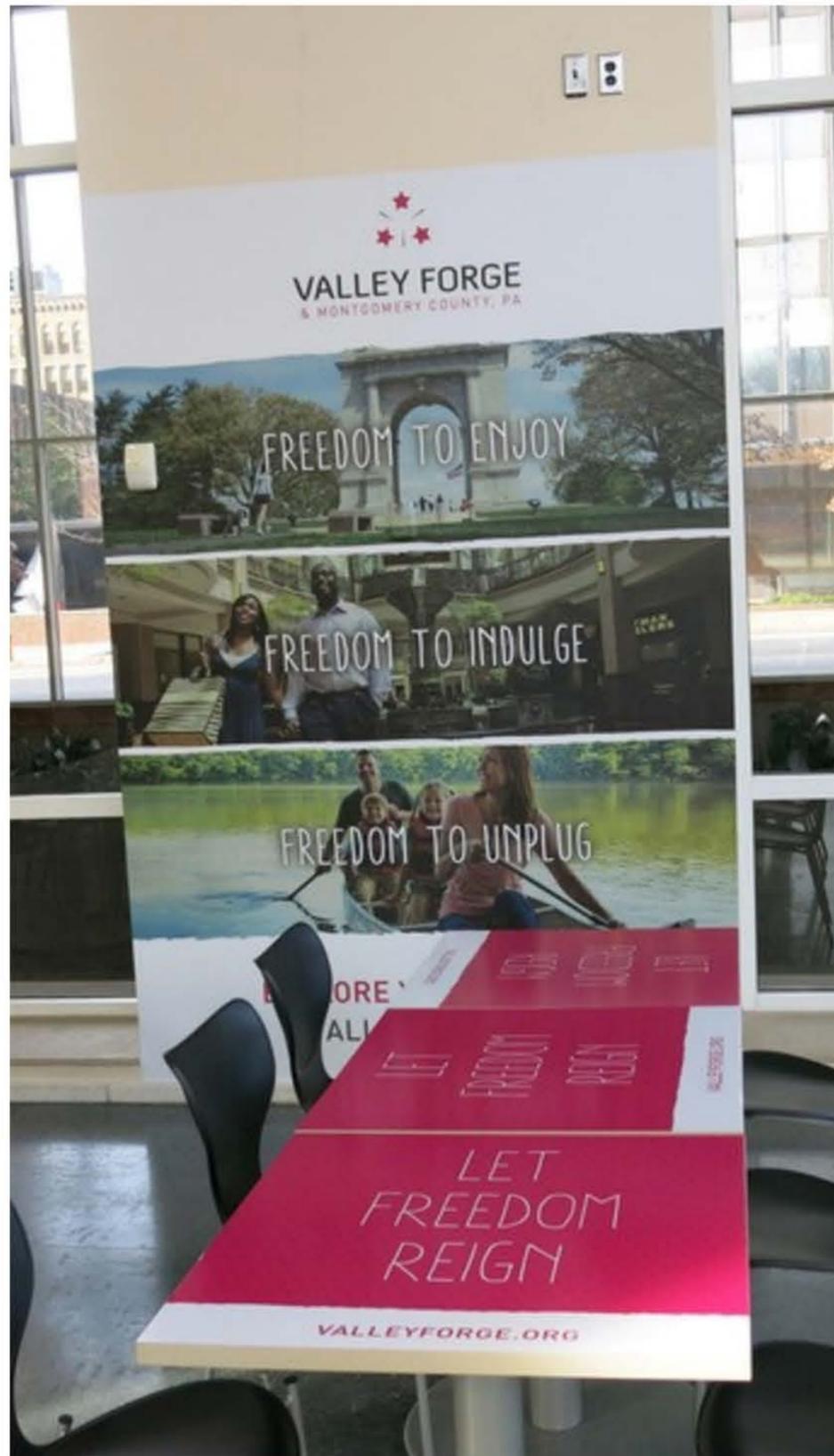
Wall Graphics (Large-Format)

- Eye-catching entryway placements (110" x 75").

Tabling/Activations

- Opportunities available in 2026!
 - Contact marketing@phlvisitorcenter.com for more.





Cafe Seating Area & Elevator Ads

- In-Building Print, wall and table advertising available
- Static print installations, and the parking garage elevator space available.



PARKWAY

Benjamin Franklin

MAP & GUIDE



Parkway Map

- Display your advertisement on one side of the most used resource at the New Parkway Visitor Center and Rocky Shop!
- **Anticipated 5,000 maps distributed each month**
- Map is curated by the PVCC and updated seasonally.



IN-BUILDING PLACEMENTS RATE CARD

In-Building Placements			
Location	Format	Rate	Specs
Any Visitor Center	Brochure Rack Card Takeover	\$500/month per location	Prime spot at Visitor Desk
Any Visitor Center	Desktop Sign Displays	\$500/month per location	Up to 2 free-standing signs
Independence Visitor Center	Chalk Wall	\$1,500/month + \$250 design fee	Bespoke art by local artist
Independence Visitor Center	Wall Graphics (Large-Format)	\$2,500/month or \$700/week	110"x75" high-traffic areas
Independence Visitor Center	Elevator Ads	\$2,000/month per elevator (Includes two spaces)	24"x36" inches
All Visitor Centers	Parkway Map Print Ad	\$2,500 for 6 months	¼ Page Ad (3.25" x 3.25")

PHLASH™

**RIDERSHIP GROWTH: 72,944 IN 2024— UP 25% FROM 2023.
2026 PROJECTIONS ANTICIPATE RECORD DEMAND.**

- The PHLASH is **affordable, fast, and safe**, and connects travelers to the city's most iconic attractions and cultural districts.
- \$5 to ride all day, and **FREE** for SEPTA Keycard holders
- **Strategic Reach:** Serves all major visitor attractions: Philadelphia Museum of Art & Rocky Steps, Convention Center, Reading Terminal Market, Fashion District, FIFA Fan Fest, Independence Hall, Penn's Landing, and more.
- **America250, FIFA World Cup, & MLB All-Star 2026:** Once-in-a-generation events driving increased ridership and visibility.





PHLASH OPPORTUNITIES

ON-BOARD/INTERIOR PLACEMENTS

- Car Cards (interior overhead panels): Static placements directly above rider seating.
- Seat Backs: (Interior on-seat panels): Hands-on exposure with riders during their trip.
- Rear Cards (interior/exterior rear panels): Seen by passengers, works well with QR Codes.





ADVERTISING OPPORTUNITIES

FULL BUS TAKEOVER

- External Window Ads: Maximum exposure with exterior branding opportunities on both sides of the bus.
- Car Cards (interior overhead panels): Static placements directly above rider seating.
- Seat Backs: (Interior on-seat panels): Hands-on exposure with riders during their trip.
- Rear Cards (interior/exterior rear panels): Seen by passengers, works well with QR Codes.
- Floor Graphics: (interior floor panels): Static placement inside bus.
- Ceiling Graphics: (interior ceiling panel): Static placement inside bus.



PHLASH RATE CARD

On-Board Placement

Placement	Size	Rate (Per Season)	Notes
Car Cards (3)	60" W x 22" H	\$6,000	Production \$150/card; Installation \$250 total
Billboard Rear Card (1)	69" W x 14" H	\$5,500	Production \$150; Installation \$250
Seat Backs (16)	14" W x 15" H	\$4,800	Production + installation \$25/seatback

Exterior Placement

Placement	Size	Rate (Per Season)	Notes
Full Bus Takeover	Full specs shared on request	\$25,000	Includes 2 car cards, 12 seatbacks, 1 rear card ceiling graphic, floor graphic, and 2 exterior graphics. Season-long commitment, includes complimentary digital advertising in season.

*Production and installation costs not included.

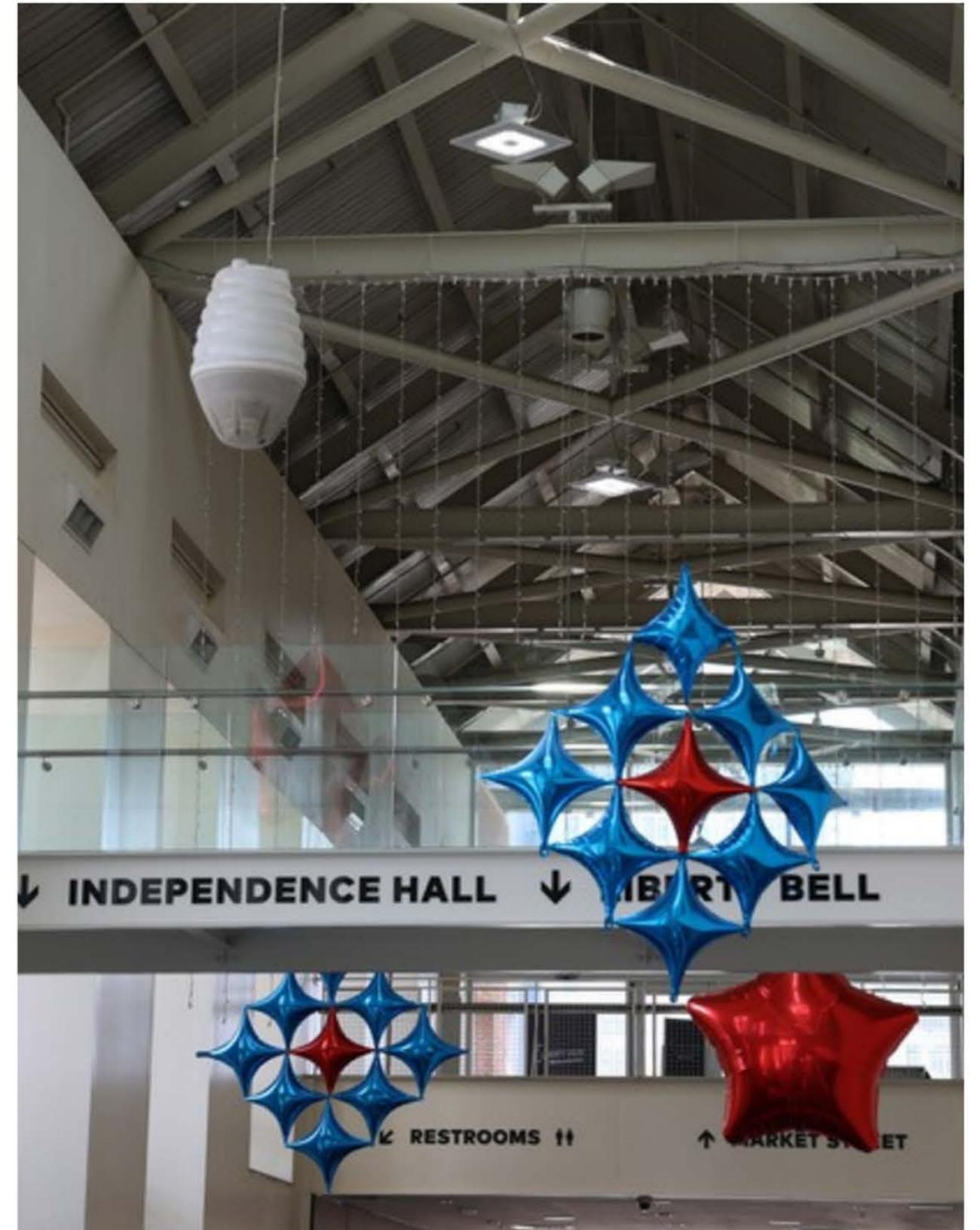
NOTES & NEXT STEPS

NEXT STEPS:

- Email marketing@phlvisitorcenter.com to discuss advertising and partnership needs.

NOTES:

- Production, installation, and removal costs are not included. Cost to be determined by the production company chosen.
- There is no exclusive production vendor.
- List of preferred vendors provided upon request.
- Specs noted in this document may not be exact and are provided as a general reference only. The production company must survey the placement area to provide exact measurements for design and production.
- Prices indicated within are subject to negotiation, and applicable by month unless otherwise noted.
- Wall graphics may require up to 2" cut-out around fire alarms and wall outlets due to safety guidelines.





CONTACT

Please contact us with questions regarding advertising, promotions, and ticket partnerships with the Philadelphia Visitor Center or to schedule a walk-through of our various advertising placements.

Maita Soukup, Vice President of Experience and Engagement

E: msoukup@phlvisitorcenter.com

P: 302-593-2749

Andrew Alter, Marketing Manager

E: aalter@phlvisitorcenter.com

P: 678-396-5860