



FOR IMMEDIATE RELEASE

## Philadelphia Visitor Center Celebrates 10,000th Phambassador, Expands Citywide Welcome Efforts for Summer 2026

*New visitor center locations, youth Phambassador program, and Phambassador volunteers will help welcome millions of visitors to Philadelphia*

**PHILADELPHIA (June 8, 2026)**—The [Philadelphia Visitor Center](#) today celebrated a major milestone in the city’s preparation for summer 2026 by welcoming its 10,000th Phambassador and unveiling expanded citywide hospitality initiatives designed to help Philadelphia welcome millions of local, national, and international visitors throughout the year. The effort includes new visitor center locations, additional pop-up visitor centers, a youth summer work program, and large-scale volunteer mobilization across the city ahead of one of the most significant tourism moments in Philadelphia’s history.

“When millions of visitors arrive in Philadelphia, it’s our Visitor Center staff and Phambassadors—everyday Philadelphians who love this city and want to share it with the world—who will shape their first impressions and their most memorable experiences. Whether you are helping someone find the nearest PHLASH stop or recommending your favorite coffee shop, these personal connections are what visitors will remember,” said **Kathryn Ott Lovell, President & CEO, Philadelphia Visitor Center and Philadelphia250**. “Our goal is for every visitor to leave saying, ‘Wow, Philly was amazing!’ and already thinking about when they can come back. That’s what this summer is all about, and why we’ve invested in expanding our visitor services, growing the Phambassador movement, and preparing thousands of people across the city and region to welcome the world.”

“Philadelphia is ready to welcome the world this summer, and the Philadelphia Visitor Center Corporation has been an invaluable partner in that effort,” said **Jazelle Jones, City Representative and Director of the Office of Special Events for the City of Philadelphia**. “These efforts to expand access to visitor services are building on Philadelphia’s reputation for hospitality and preparing us all to deliver the warm, memorable welcome that visitors have come to expect from our city.”

### **Phambassador Program Reaches Goal to Rally 10,000 Champions, Honors Philadelphia Native Shakia Williams**

The Visitor Center launched the Phambassadors program in Spring 2025 with a goal of rallying more than 10,000 people to proudly share Philadelphia’s story with the world. Open to anyone who loves Philly—whether they live here, work here, or just believe in what the city stands for—who signs the Phambassadors pledge to represent the city with pride by connecting others to its authentic people, places, and experiences.

The Phambassador program has officially surpassed its goal of recruiting 10,000 individuals to sign the Phambassador Pledge , marking a significant milestone for one of Philadelphia's signature hospitality and civic pride initiatives.

The 10,000th Phambassador, Philadelphia native Shakia Williams, is the founder and owner of Cyrenity Sips, the first African American woman-owned winery in Pennsylvania. Williams grew up in Southwest Philadelphia and is a graduate of Bartram High School. She earned her Master of Jurisprudence in Business Law from Widener School of Law. After living in Virginia Beach for a decade, she returned to the Philadelphia region to open Cyrenity Sips in Hatboro.

Williams was honored at the "Pham on Deck" pep rally by legendary 6abc Action News anchor Jim Gardner and given the opportunity to throw out a first pitch at the Phambassadors Night Out at the Philadelphia Phillies on Monday, June 29.

### **Visitor Center Locations Expand with Pop-Ups for Summer 2026, New Sites at Philadelphia International Airport and Reading Terminal Market**

To support increased visitor demand throughout summer 2026, the Philadelphia Visitor Center is also expanding its physical location footprint across the city. New visitor center locations will open at Philadelphia International Airport and Reading Terminal Market, while existing visitor centers at LOVE Park and along the Benjamin Franklin Parkway will be expanded with additional amenities and visitor services.

#### PHL Airport Visitor Center

Located in the international arrivals area, Terminal A West, at Philadelphia International Airport, the new visitor center, in partnership with Visit PA, will provide a warm welcome for global travelers arriving in the city throughout summer 2026. Positioned near the airport's recently unveiled Rocky statue, the location will connect visitors to maps, event information, transportation guidance, experience recommendations, and other resources designed to help them begin exploring Philadelphia and Pennsylvania as soon as they land. The PHL Airport Visitor Center will be open daily from 7 a.m. to 10 p.m.

#### Reading Terminal Market Visitor Center

Reading Terminal Market is one of Philadelphia's most visited attractions, welcoming more than six million visitors annually. In partnership with Visit PA, the Reading Terminal Market Visitor Center will allow visitors to access travel information, recommendations, and ticketing services in a place they are already exploring as part of their Philadelphia experience. Located at the Market's 12th and Filbert entrance, the Visitor Center will be open daily from 10 a.m. to 6 p.m.

Both visitor centers will offer comprehensive visitor services, including itinerary planning, attraction ticketing, and travel information. They will also offer Philly-centric merchandise and souvenirs with proceeds benefiting the Visitor Center. Thanks to support from Visit PA, they will provide resources not only about the Philadelphia region, but about visitation and tourism opportunities across Pennsylvania.

"As a diverse, welcoming public space, Reading Terminal Market is a natural location to pop-up a Visitor Center this summer," said **Annie Allman, CEO and General Manager, Reading Terminal Market**. "We are looking forward to welcoming visitors from across the country and world in the coming months, and this partnership with the Philadelphia Visitor Center and Visit PA will allow us to have an even greater influence on their experience in our city. It will also

conveniently connect our many local shoppers with wonderful opportunities to explore in Philadelphia and the Commonwealth.”

“Every great Pennsylvania trip starts with a point of arrival, and for millions of visitors each year, that arrival point is Philadelphia. We're excited to partner with the Philadelphia Visitor Center to meet travelers where they are—at the airport, at Reading Terminal Market, and at the front door of their Pennsylvania experience. These new visitor centers will help us tell the story of a Commonwealth filled with unexpected discoveries, inspiring visitors to go beyond the city and explore the people, places, and experiences that make Pennsylvania such a remarkable destination,” said **Anne Ryan, Deputy Secretary of Tourism, Commonwealth of Pennsylvania.**

### Expanded Visitor Centers

In partnership with the City of Philadelphia’s Hospitality Hubs program, the Visitor Center will operate air conditioned tents and outdoor visitor services at LOVE Park and across from the Oval on the Benjamin Franklin Parkway—both key locations along the recommended walking path from Center City to FIFA Fan Festival™ Philadelphia. The walking path will guide visitors along the following locations:

- City Hall
- Love Park
- Benjamin Franklin Parkway
- Logan Circle
- Eakins Oval
- Philadelphia Museum of Art/Rocky Steps
- Kelly Drive

The expanded visitor centers will operate daily throughout the 39 days of FIFA Fan Festival Philadelphia from June 11 through July 19, offering restrooms, water, visitor information, and Philly-centric merchandise and souvenirs. The expanded visitor centers will be open daily from 10 a.m. to 8 p.m.

### **Youth Phambassador Program**

The Philadelphia Visitor Center also announced the launch of a new Youth Phambassador Program aimed at engaging the next generation of hospitality leaders and civic ambassadors. Developed in partnership with Temple University Lenfest Center, the initiative has recruited 26 high school students from Saints Neumann Goretti High School and Girard Academic Music Program (GAMP) to serve as Youth Phambassadors during summer 2026. The six-week paid summer work experience will focus on hospitality, visitor engagement, professional development, and civic leadership.

### **Visitor Center Staff & Volunteer PHorce Mobilized for Summer Tourism Season**

Supporting these expanded operations will be a citywide network of trained staff and volunteers positioned throughout Philadelphia’s major visitor corridors.

Thousands of Phambassadors have been mobilized for summer 2026, including volunteer training sessions, orientation programming, and uniform distribution ahead of major events and increased visitor activity citywide. These efforts will position Phambassadors throughout neighborhoods, visitor corridors, transportation hubs, and event zones to provide directions, recommendations, hospitality support, and on-the-ground assistance to visitors from around the world.

Together, these initiatives reflect a citywide effort to ensure every visitor arriving in Philadelphia during summer 2026 experiences the same energy, hospitality, and civic pride. From airport arrivals to neighborhood corridors, Phambassadors, Visitor Center staff, and youth leaders will help create an experience rooted in authentic Philadelphia connections.

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**About the Philadelphia Visitor Center:**

The Philadelphia Visitor Center connects visitors to memorable, authentic, and fun Philly experiences at its four visitor center locations: 6th and Market, City Hall, LOVE Park, and the Parkway. It facilitates the operation of 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. PVC also operates the LOVE Park Visitor Center, Parkway Visitor Center, City Hall Visitor Center, and Philly PHLASH Downtown Loop transit service, as well as the private event space, The Liberty View at Independence Visitor Center. For more information, please visit [www.phlvisitorcenter.com](http://www.phlvisitorcenter.com).

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