



## Philadelphia: Strategic Tourism Plan and Economic Impact Tracking

Parter International was retained by the Pew Charitable Trusts to develop a strategic tourism plan for the City of Philadelphia. For a year, we analyzed the attractions, tourism infrastructure, visitor domains, marketing efforts and tourism organizations in the city, as well as Philadelphia's potential in the marketplace and the efforts of its competitors. We wrote a comprehensive plan to develop Philadelphia into an exciting urban destination for leisure tourists, taking into account the fact that there had been minimal activity in the city for ten years related to leisure tourism.

Parter International was retained to implement the plan's two major recommendations: the creation of a \$12-million Greater Philadelphia Tourism Marketing Corporation and the initial phase of the development of a new Visitor Center on Independence Mall. The GPTMC (now called Visit Philadelphia) has been the major marketer for leisure and the Visitor Center opened in November 2001 has developed into one of the country's most well respected and innovative visitor centers. Since both recommendations have been completely and successfully implemented, government officials and residents alike have developed pride in the tourism program and the improved image of Philadelphia.

In subsequent years we were asked to conduct additional assignments. These assignments related to: civic pride; gaming's impact on and joint efforts with Philadelphia Tourism Initiatives, five-year tourism assessment; and ideas for possible programs and promotion. Since the plan's implementation visitation by leisure tourists has almost doubled., and Philadelphia's tourism growth has significantly outperformed the national average.

In recent years, ESI has been retained by Visit Philadelphia to quantify the level of visitation and impact of the tourism economy in the Philadelphia region for calendar years 2015-2018. To do so, ESI has combined numerous industry data sets and modeling techniques to produce reliable and granular estimates of industry performance and impact. ESI has also generated reports and summary context that help to provide context for industry performance and communicate its impact to key audiences.

### Project Information

Location: Philadelphia, PA

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