



*meet*  
**PHILADELPHIA**

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau

# PHLCVB Update

**April 21, 2022**





# PHLCVB Mission

A private, nonprofit membership corporation, the Philadelphia Convention & Visitors Bureau is the **official tourism promotion agency for the City of Philadelphia globally** and the **primary sales and marketing agency for the Pennsylvania Convention Center**.

We are an economic engine for the city, creating jobs and fueling the economy by bringing **meetings, conventions and overseas travelers to Philadelphia**.

We are **advocates for Philadelphia and the region's** continuous transformation of infrastructure, growth of human capital and brand asset management.

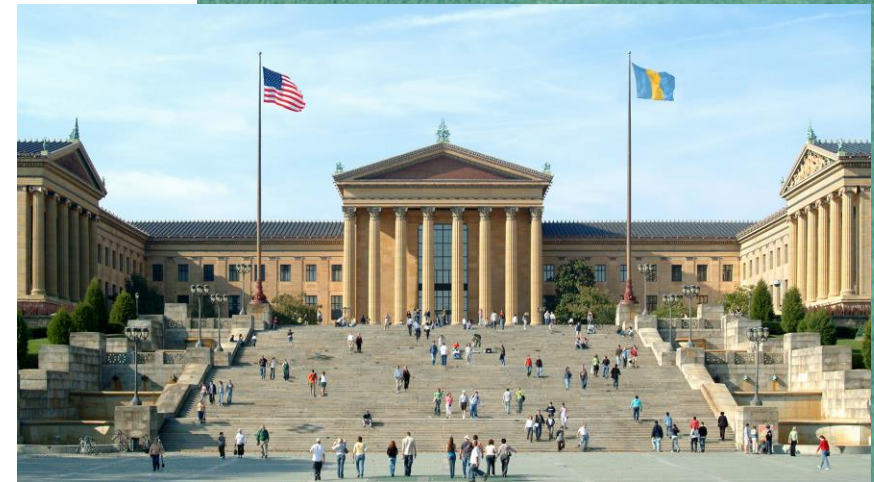
We are **connectors for meeting planners, conference attendees, tour operators, travelers and our partners** by assembling resources to create great experiences.





# PHLCVB Focused Mission

- **BOOK** Pennsylvania Convention Center
- **FILL** Philadelphia Hotels, Restaurants Shops & Attractions
- **BOOST** PHL Airport flights and passengers
- **WELCOME** overseas visitors





# WHO WE ARE, WHAT WE DO, & HOW WE DO IT



# PHLCVB Leadership



**Gregg Caren**  
President & CEO



**Arthur Ayres**  
Sr. Vice President,  
Finance & Administration



**Joe Heller**  
Sr. Vice President,  
Marketing & Communications



**Maria Grasso**  
Sr. Vice President,  
Convention Division



**Nik Pereira**  
Vice President,  
Sales



**Svetlana Yazovskikh**  
Vice President,  
Global Tourism



**Larry Needle**  
Exec. Director,  
PHL Sports



**Bonnie Grant**  
Exec. Director,  
PHL Life Sciences



**Open**  
Exec. Director,  
PHL Diversity



# Meet the Team – Sales



**Maria Grasso**  
Senior Vice President,  
Convention Division



**Nik Pereira**  
Vice President, Sales



**Anthony Nelson**  
National Accounts  
Director



**Darnell Belford**  
National Accounts  
Manager



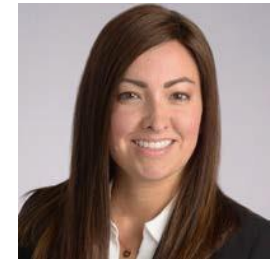
**Julie Mioli**  
Sales Trainer &  
Project Manager



**Kelly Blecke**  
Senior National  
Accounts Director



**Kevin Richards**  
Senior National  
Accounts Director



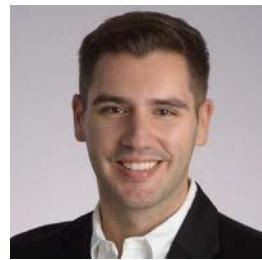
**Natasha Croy**  
Senior National  
Accounts Director



**Shane Jackson**  
National Accounts  
Manager



**James Delmar**  
Manager, Sales  
Administration



**Nicholas Rigas**  
Director of Events &  
Experiences



**Julie Pace**  
Executive Assistant,  
Convention Sales



**Eva Misher**  
Sales Specialist



**Devon Kelly**  
Sales Coordinator

# Meet the Team – Destination Services



**Maria Grasso**  
Senior Vice President,  
Convention Division



**Jamie Huckleberry**  
Director, Destination Services



**Brooke  
Lazizi**  
Senior Destination  
Services Manager



**Caryn  
Mousley**  
Destination Services  
Manager



**Chris Cozzan**  
Senior Destination  
Services Manager



**Mariya  
Brewer**  
Senior Destination  
Services Manager

# 2022 PHLCVB Sales Team Deployment



**Maria Grasso**  
Sr. Vice President,  
Convention Division  
215-636-3329  
[maria@discoverPHL.com](mailto:maria@discoverPHL.com)



**Nik Pereira**  
Vice President of Sales  
215-636-3330  
[nik@discoverPHL.com](mailto:nik@discoverPHL.com)



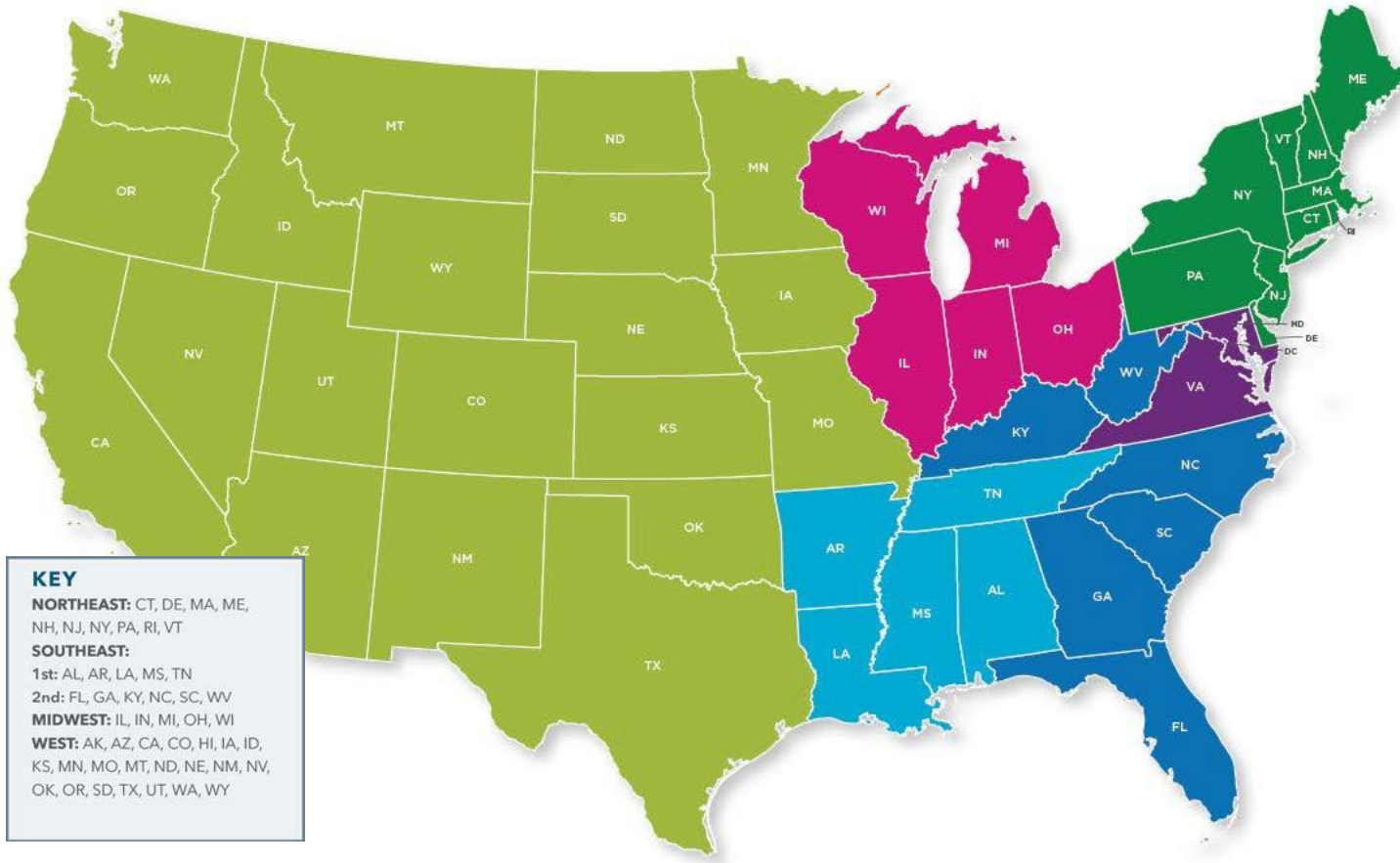
**Julie Pace**  
Executive Assistant,  
Convention Sales  
215-636-3472  
[juliep@discoverPHL.com](mailto:juliep@discoverPHL.com)



**Eva Misher**  
Convention Sales Specialist  
215-636-3348  
[eva@discoverPHL.com](mailto:eva@discoverPHL.com)



**Devon Kelly**  
Convention Sales Coordinator  
215-636-4402  
[dkelly@discoverPHL.com](mailto:dkelly@discoverPHL.com)



## KEY

**NORTHEAST:** CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT

## SOUTHEAST:

1st: AL, AR, LA, MS, TN

2nd: FL, GA, KY, NC, SC, WV

**MIDWEST:** IL, IN, MI, OH, WI

**WEST:** AK, AZ, CA, CO, HI, IA, ID, KS, MN, MO, MT, ND, NE, NV, OK, OR, SD, TX, UT, WA, WY



**Kelly Blecke**  
Sr. National Accounts Director  
215-636-3337  
[kelly@discoverPHL.com](mailto:kelly@discoverPHL.com)  
**SALES TERRITORIES**  
**DC/VA/MD** • 2000+ peak



**Natasha Croy**  
Sr. National Accounts Director  
215-636-4403  
[natasha@discoverPHL.com](mailto:natasha@discoverPHL.com)  
**SALES TERRITORIES**  
**MIDWEST** 1500+ peak  
**SOUTHEAST 2nd** 700+ peak



**Anthony Nelson**  
National Accounts Director  
215-636-3305  
[a.nelson@discoverPHL.com](mailto:a.nelson@discoverPHL.com)  
**SALES TERRITORIES**  
**WEST** 1500+ peak  
**SOUTHEAST 1st** 700+ peak  
**PHLSPORTS** 300+ peak



**Julie Mioli**  
Manager, Sales Projects  
215-636-4400  
[juliem@discoverPHL.com](mailto:juliem@discoverPHL.com)  
**SALES TERRITORIES**  
**DC/VA/MD** 1000 - 1999 peak  
**INTERNATIONAL** 500 - 1499



**James Delmar**  
Manager, Sales Administration  
215-636-3323  
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**Kevin Richards**  
Sr. National Accounts Director  
215-636-3482  
[kevin@discoverPHL.com](mailto:kevin@discoverPHL.com)  
**SALES TERRITORIES**  
**NORTHEAST** 1500+ peak  
**FOR PROFIT TRADESHOWS** 50+ peak  
**INTERNATIONAL** 1500+



**Darnell Belford**  
National Accounts Manager  
215-636-3308  
[darnell@discoverPHL.com](mailto:darnell@discoverPHL.com)  
**SALES TERRITORIES**  
**DC/VA/MD** 50-999 peak  
**SOUTHEAST** 50 - 699 peak



**Shane Jackson**  
National Accounts Manager  
215-636-3335  
[shane@discoverPHL.com](mailto:shane@discoverPHL.com)  
**SALES TERRITORIES**  
**NORTHEAST** 50-1499 peak  
**PHLSPORTS** 50-299 peak  
**INTERNATIONAL** 50-499 peak



**Open position**  
National Accounts Manager  
[@discoverPHL.com](mailto:@discoverPHL.com)  
**SALES TERRITORIES**  
**MIDWEST** 50-1499 peak  
**WEST** 50 - 1499 peak





# PERFORMANCE

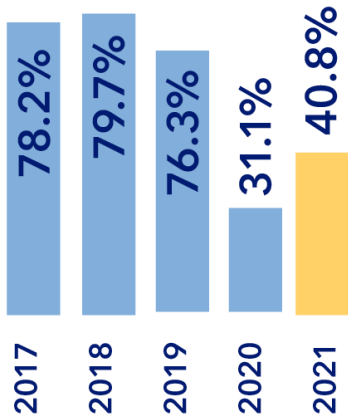




# 2021 Center City Hotels Performance



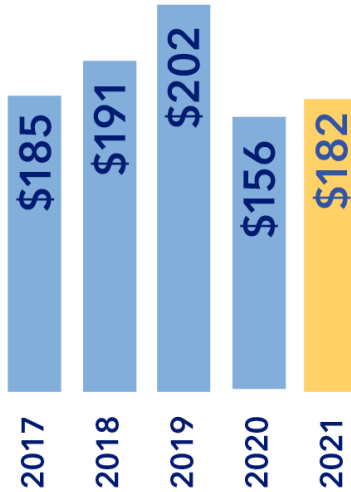
**Hotel Occupancy**



**40.8%**  
Occupancy  
Up 31.3% vs 2020



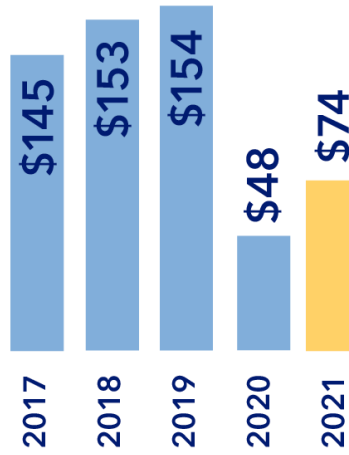
**Average Daily Rate  
(ADR)**



**\$182**  
ADR  
Up 16.2% vs 2020



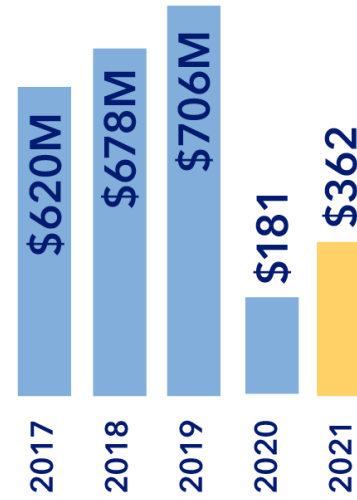
**Revenue per Available  
Room (RevPAR)**



**\$74**  
RevPAR  
Up 52.6% vs 2020



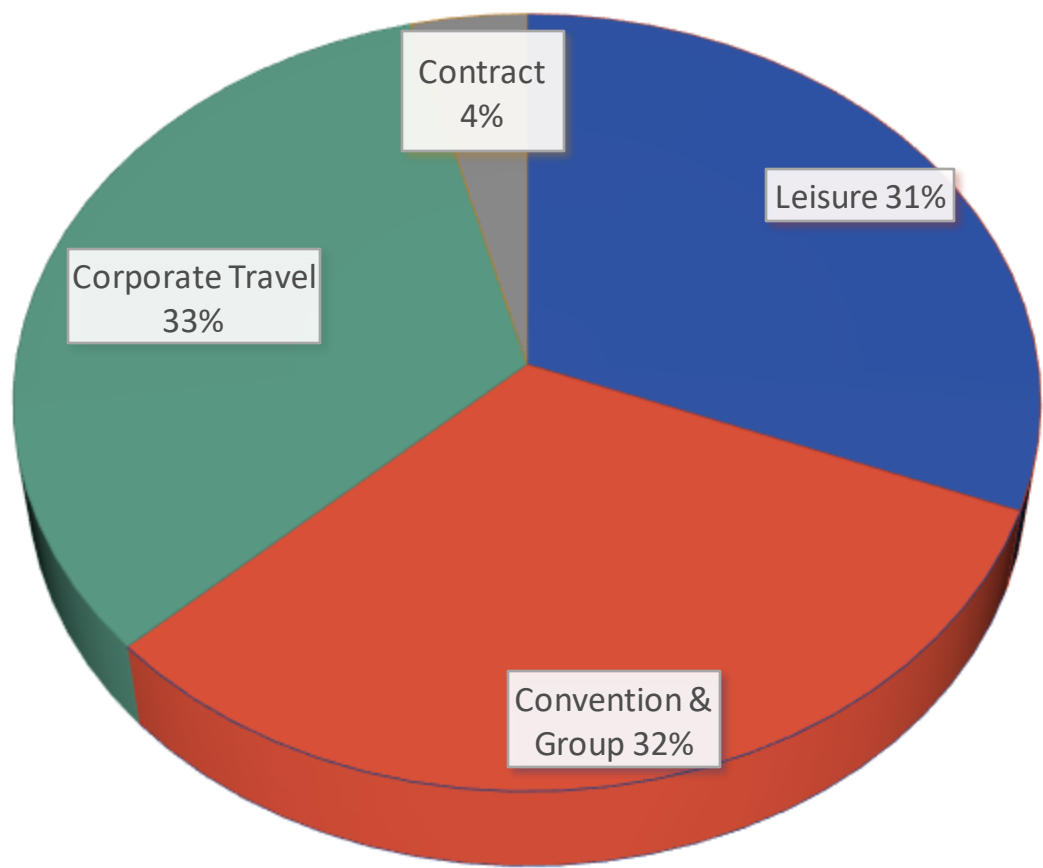
**Hotel Room Revenue**



**\$362**  
Room Revenue  
Up 99.4% vs 2020

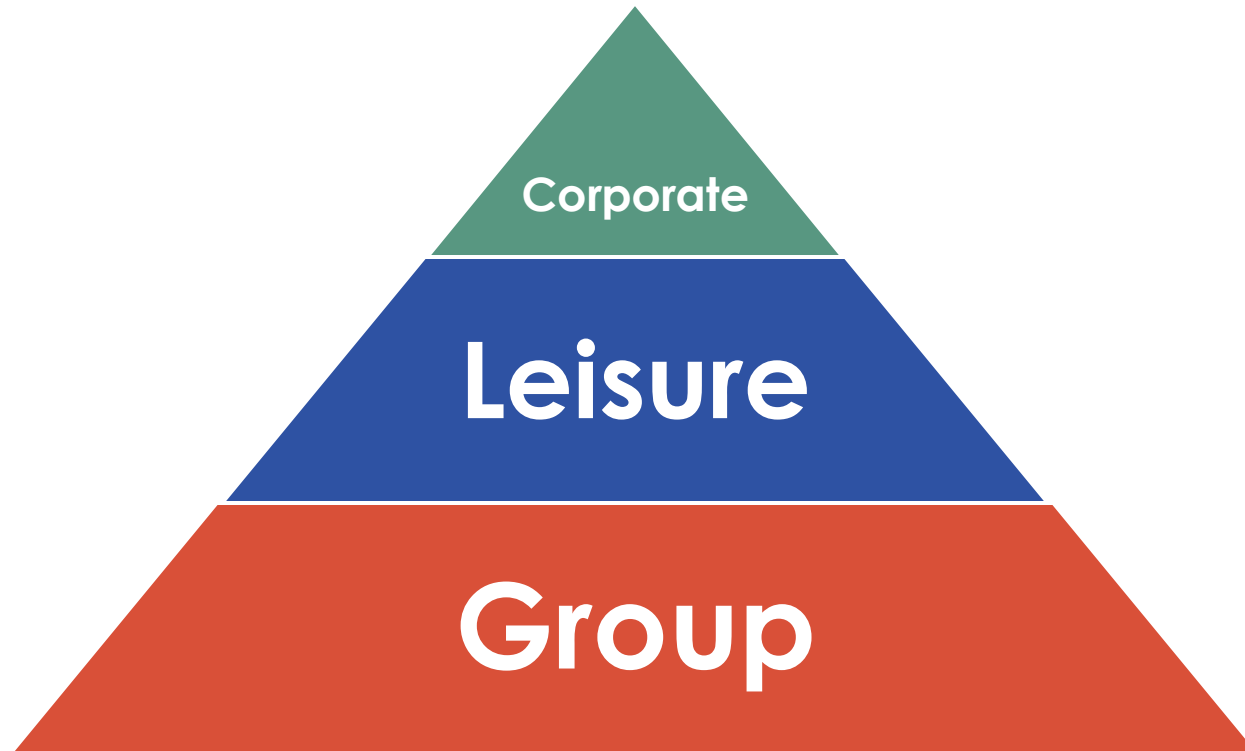


# Traditional Philadelphia Hotel Market Segments (2019)





# Group Business Remains the Foundation





# Big Event Impact & Conventions



2022



2022



2024



2025



2026



2027



2028



2034

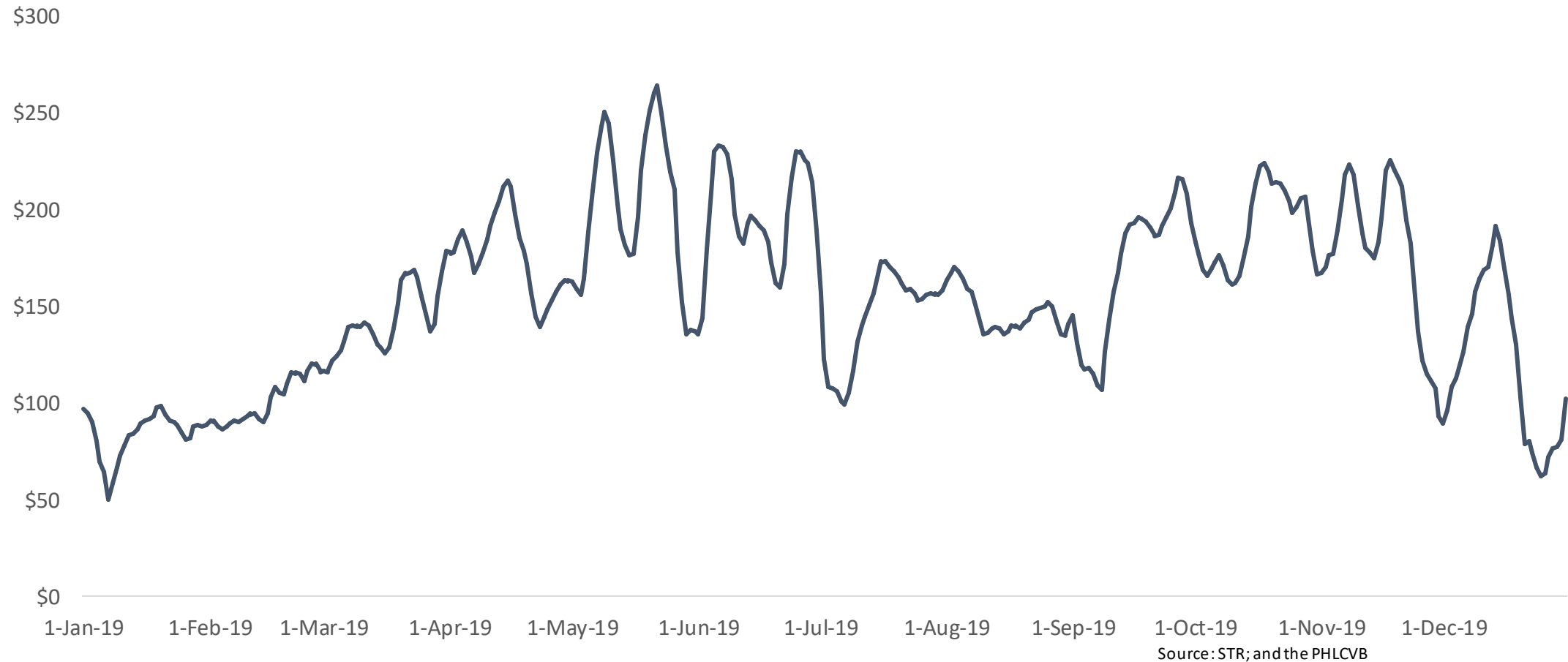


2037



# 2019 Year-End Result | Compression

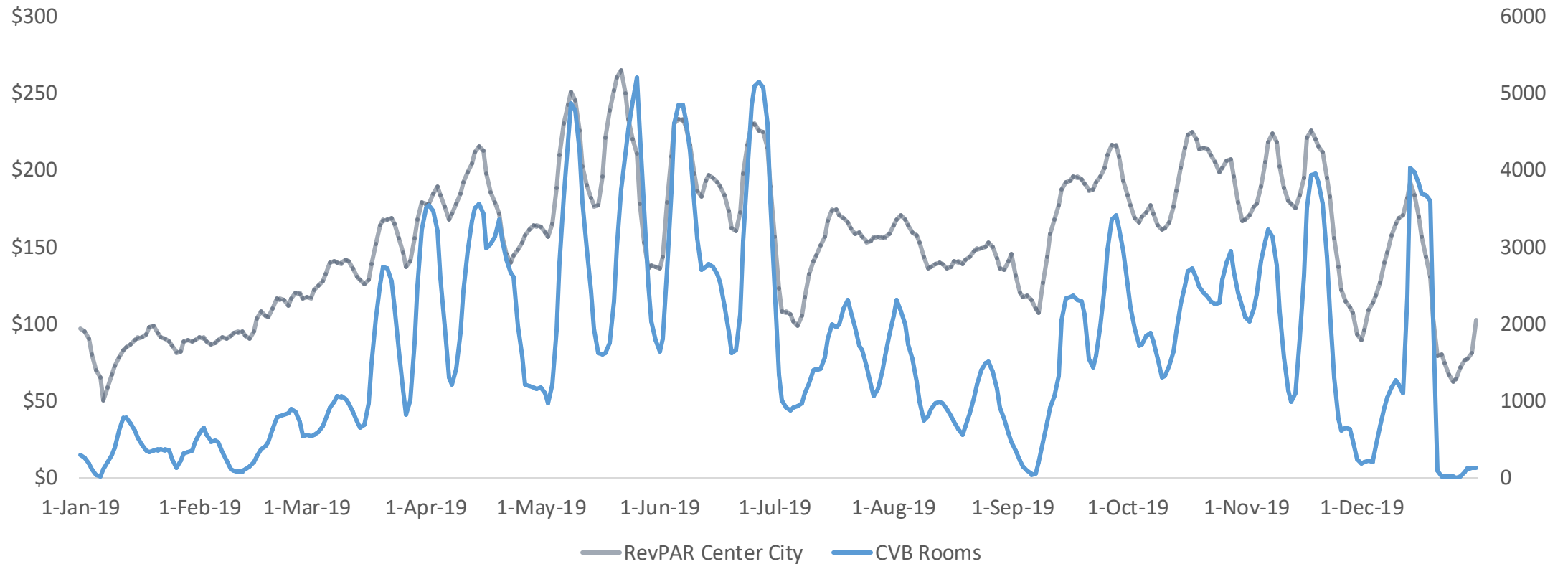
## RevPAR Center City





# 2019 Year-End Result | Compression

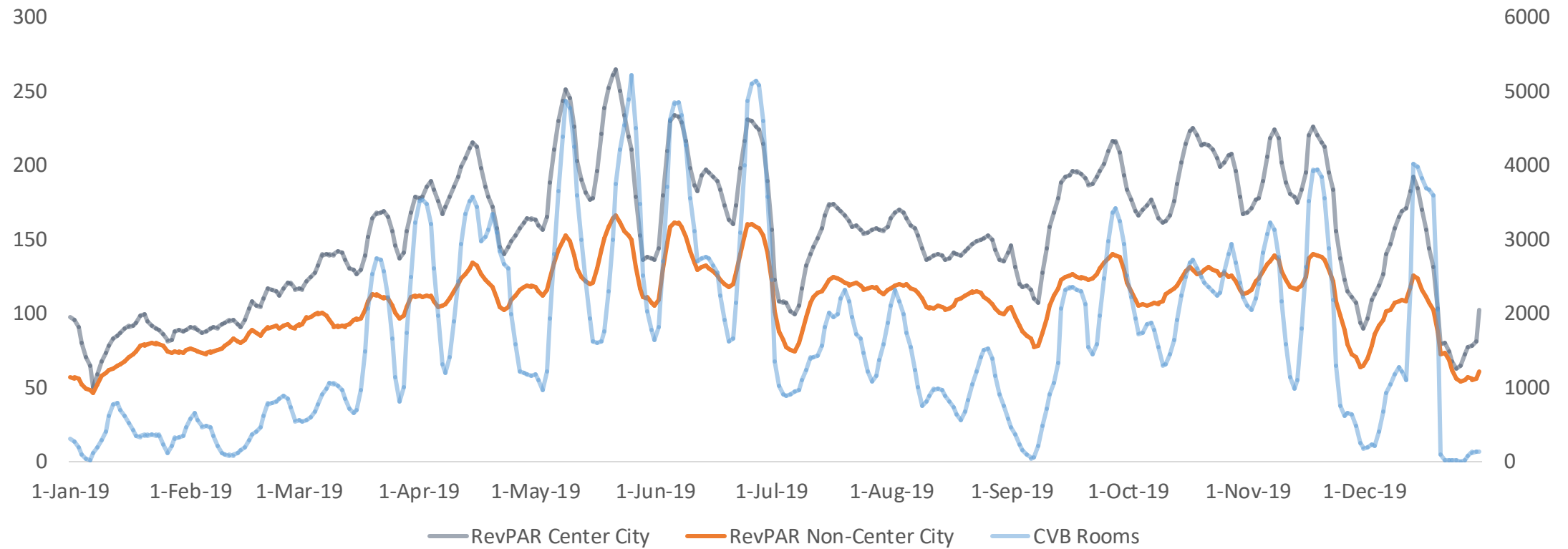
## RevPAR Center City and CVB Rooms Sold



Source: STR; and the PHLCVB

# 2019 Year-End Result | Compression

## RevPAR Non-Center City



Source: STR; and the PHLCVB





# ACTION PLAN





# PHLCVB - PCCA Marketing Services Agreement

- Official Sales Agency for PCC/citywide events
- Renewed and expanded MSA for 5 years
- Updated deliverables and responsibilities
- Solves cap problem

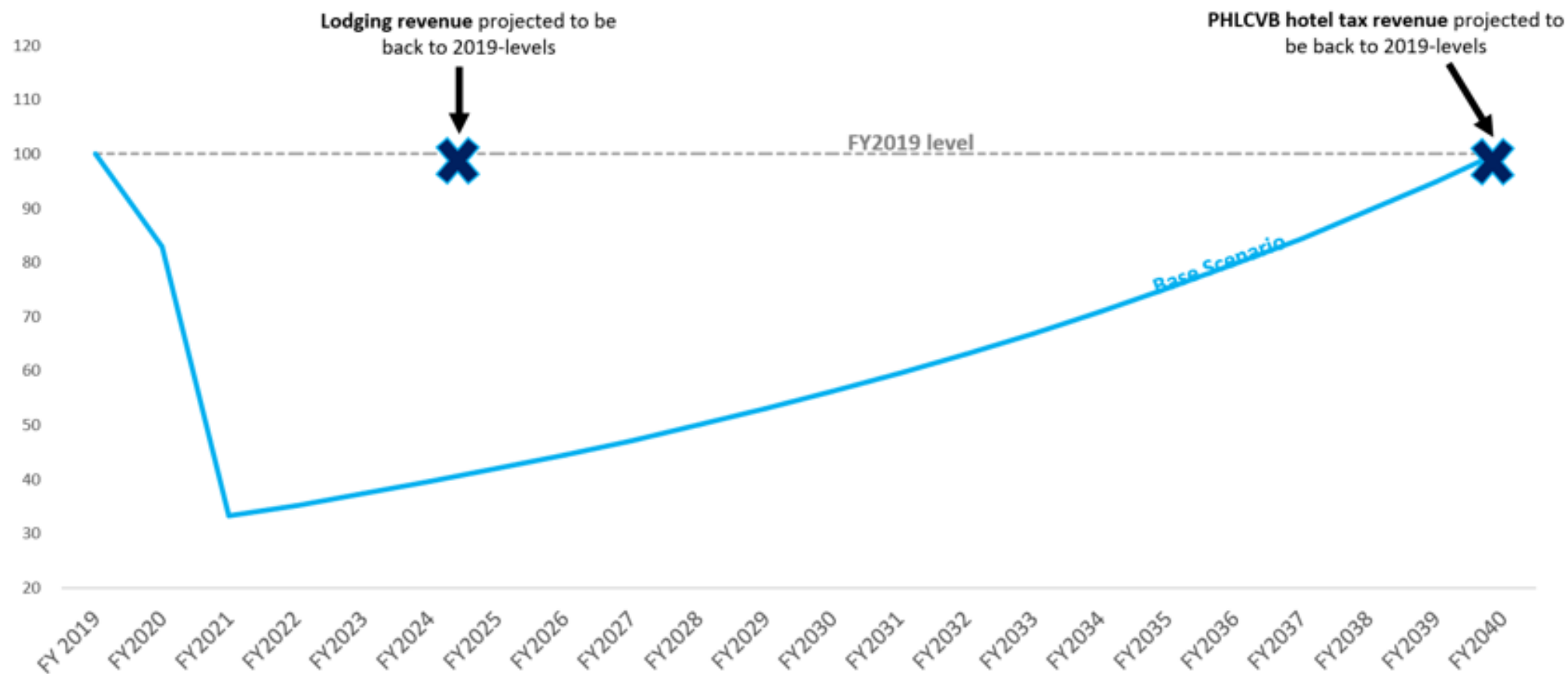




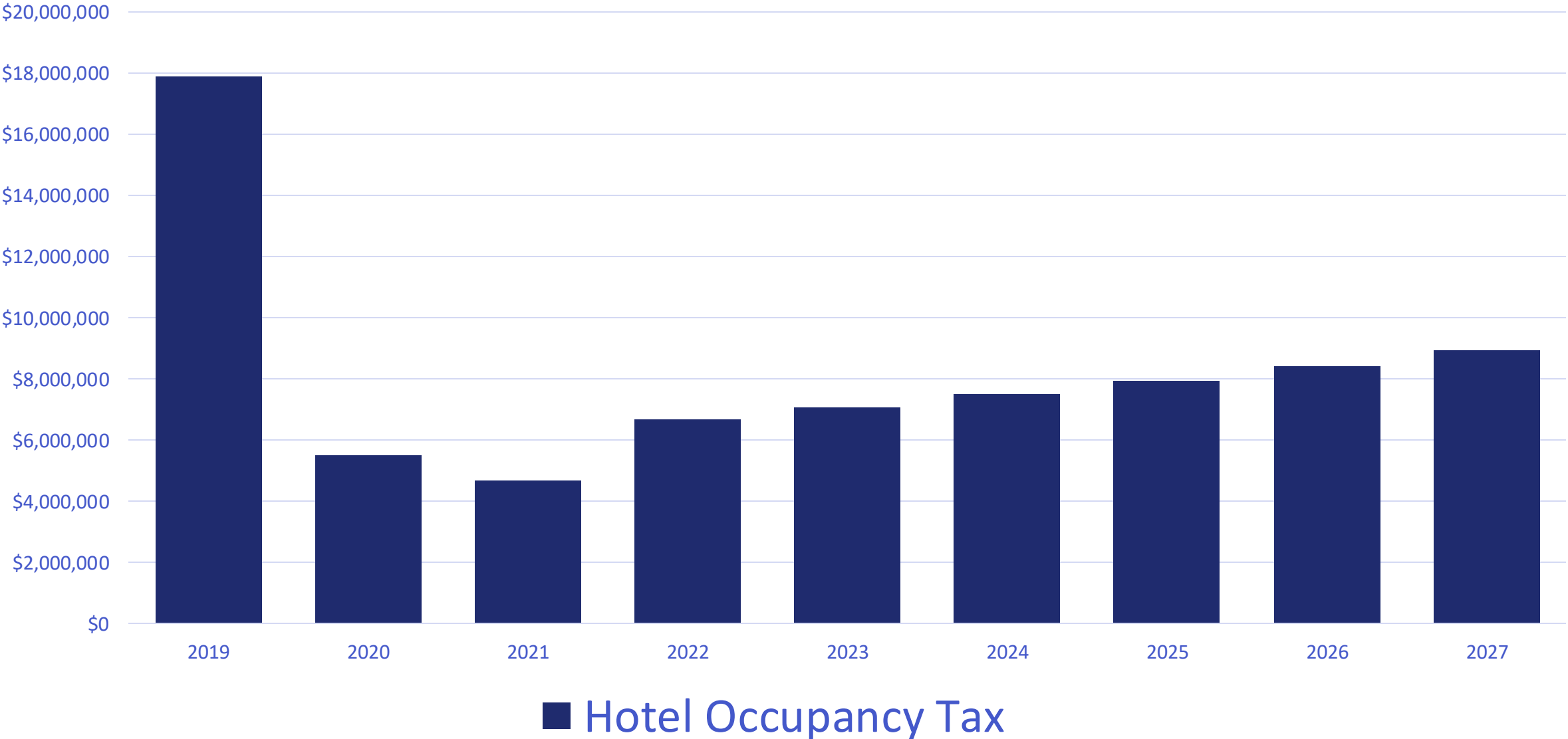
# PHLCVB Revenue Cap

## PHLCVB Revenue Impact from COVID-19

FY2019 Room Tax Revenue = 100

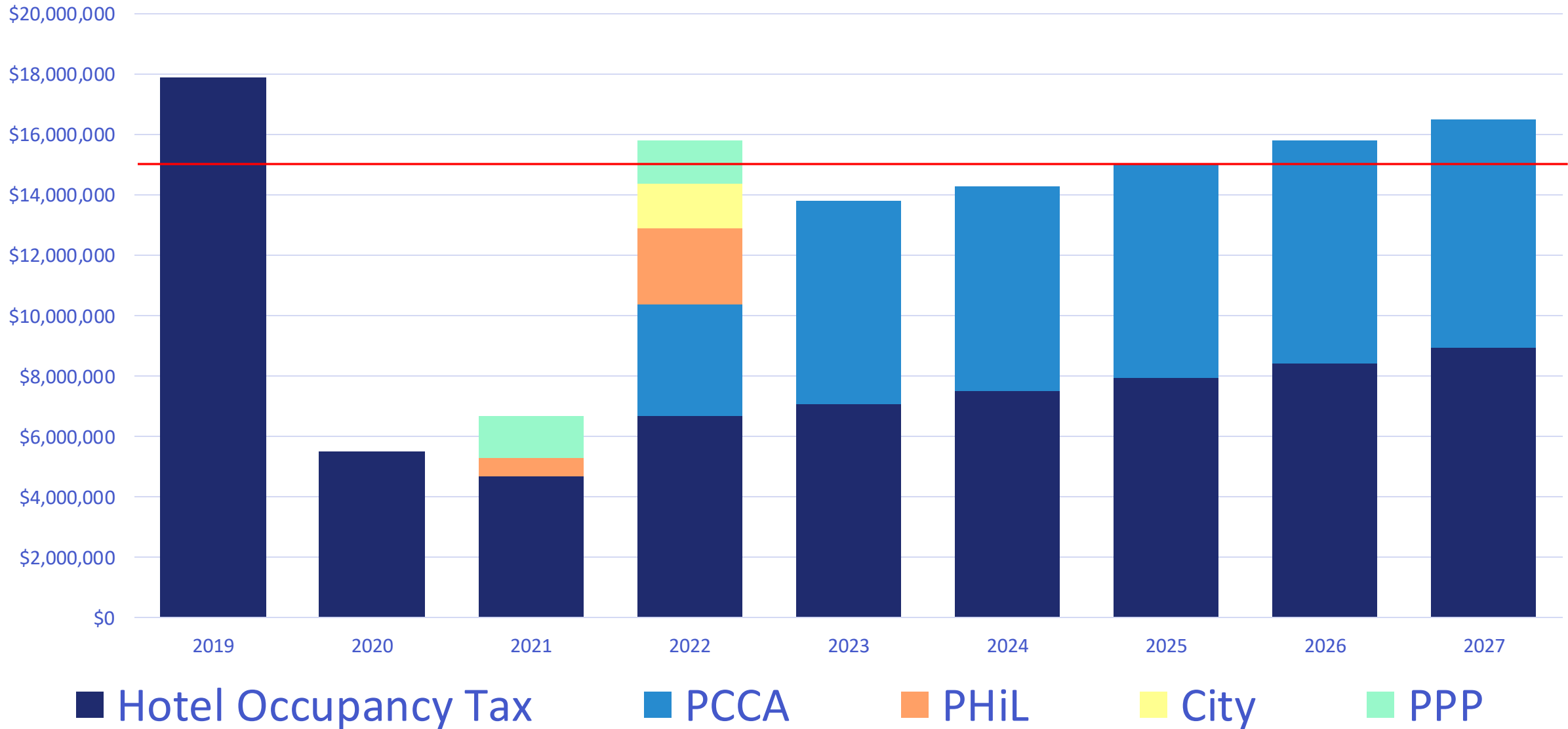


# Challenge: COVID Financial Cliff & 'the Cap'

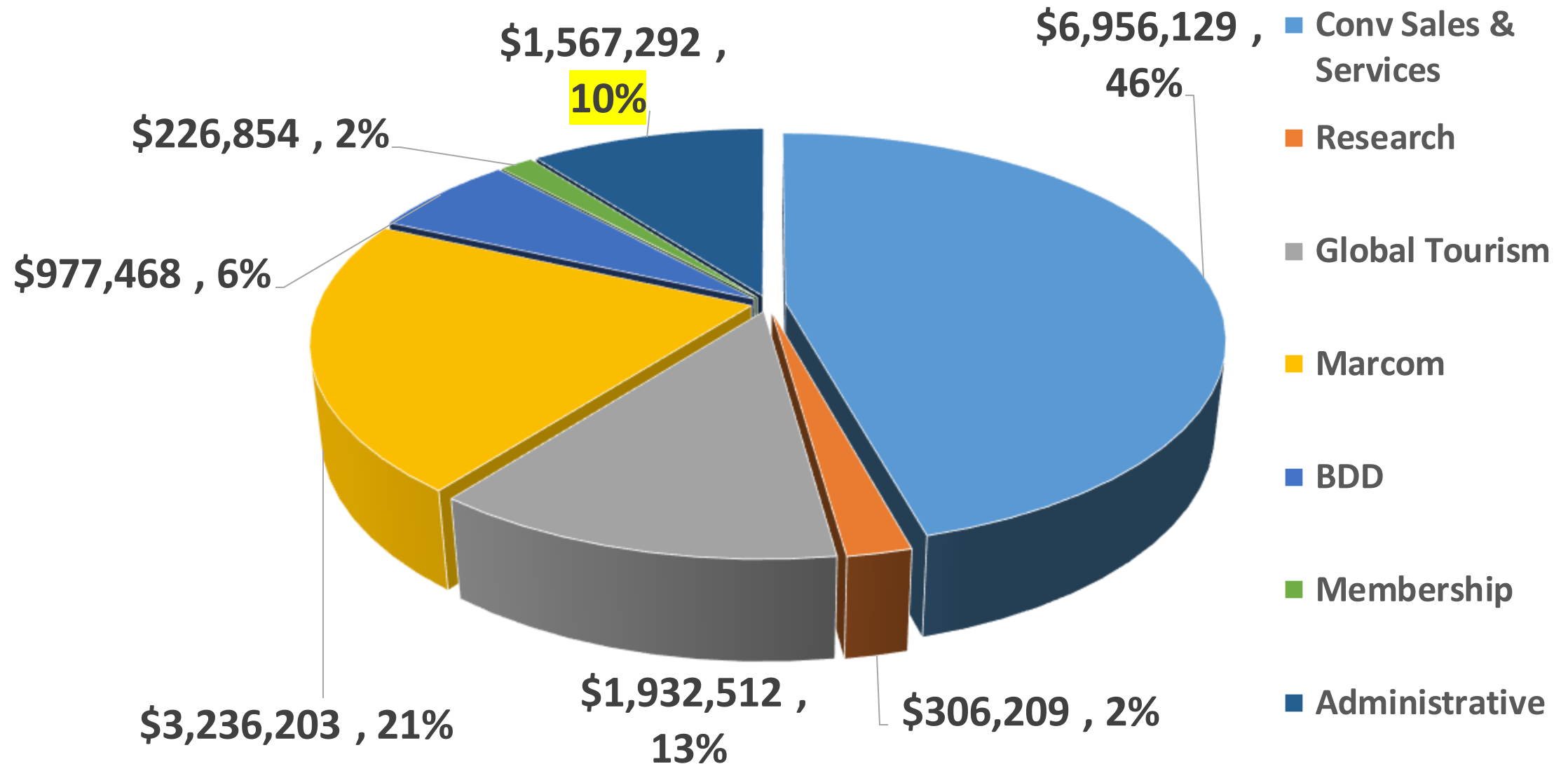




# PCCA Funding Will Sustain Our New Norm\*



# FY22 Budget - 90% Invested in Action Plan





# Advocacy & Collaboration



## LOCAL

**VISIT  
PHILADELPHIA®**



**GREATER  
PHILADELPHIA  
HOTEL ASSOCIATION**



AN MANAGED FACILITY

Independence   
**Visitor Center**  
Corporation



## REGIONAL



**VALLEY FORGE**  
TOURISM & CONVENTION BOARD



## NATIONAL

**U.S. TRAVEL**  
ASSOCIATION®



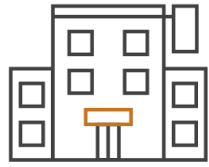
# 2021 Sales Results

## PHLCVB Future Events Booked in 2021



**526,000**

Attendees



**302,534**

Definite Room Nights



**93%**

to Goal

### BY THE NUMBERS

**12** Citywides

**136** Hotel Events

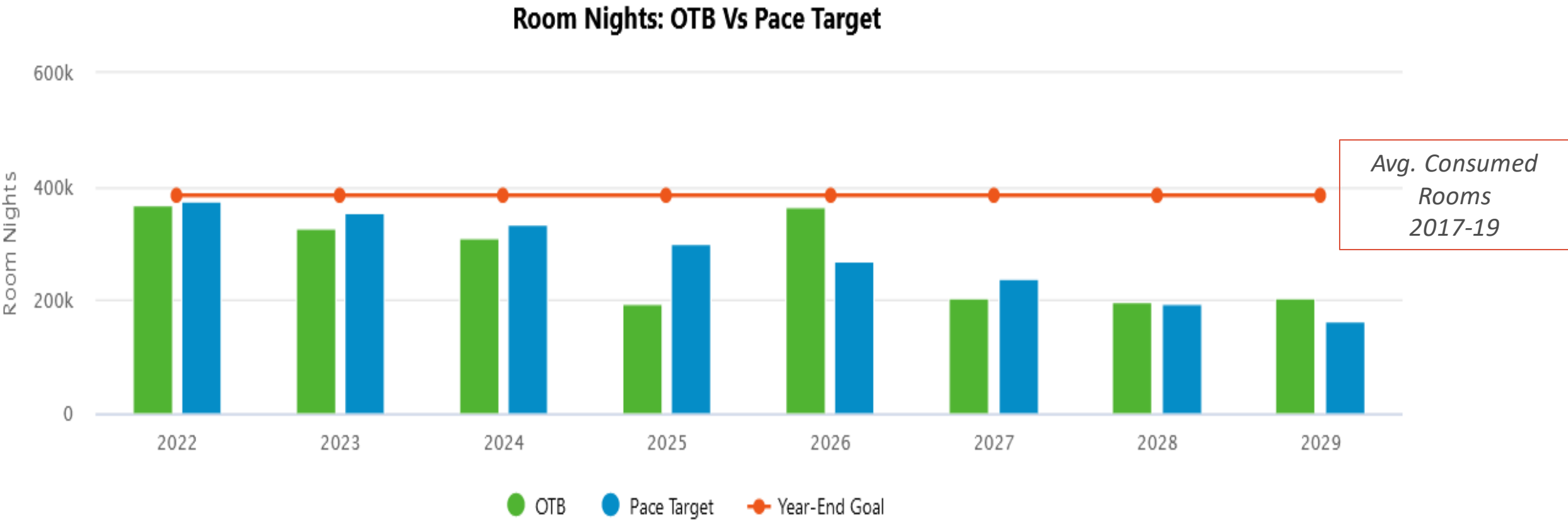
### ROOM NIGHTS SECURED FOR FUTURE YEARS

**2022: 50 Events** • 44,063 Total Room Nights

**2023: 20 Events** • 37,048 Total Room Nights



# Future Sales Pace



# 2022 Sales Action Plan

## 2022 Tactics: F2F with Clients & Prospects

- 44 trade shows
- 31 client events

## Sales Missions

### Chicago

- April 25-28
- 22 office appointments over 2.5 days
- 68 customers attending two hosted events

### Washington, D.C.

- May 10-13
- 28 office appointments over 2.5 days
- 72 customers attending two hosted receptions

## Philadelphia Fam Trip

- June 15-17
- Targeting 75-100 customers
- Building experience around Harry Potter Exhibit & Flower Show

**REIMAGINE**  
*Philadelphia*

YOUR MEETING  
OUR CITY

*Save the Date!*  
JUNE | 15-17 | 2022  
PHILADELPHIA, PA

Educational workshops.  
Reinvigorating experiences.  
Exploring a reimagined Philadelphia.

hosted by  
**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau

WE WELCOME YOU  
WITH OPEN ARMS

*Inspired?*

**RSVP TODAY!**

Travel details, accommodations and full  
itinerary to follow.



# 2025 Need Year Focus



## LET'S TALK ABOUT 2025!

Book your meeting or event now to take advantage of our **special incentive offer**.

### 2,000 PEAK ROOMS AND ABOVE

- \$25,000 cash concession
  - \$25,000 in-kind marketing support
  - 25% off Pennsylvania Convention Center rental
- Opportunity must be booked for 2025 by 3/31/2022*

### 1,000-1,999 PEAK ROOMS

- \$2,500+ cash concession
  - \$2,500+ in-kind marketing support
  - 25% off Pennsylvania Convention Center rental
- Opportunity must be booked for 2025 by 3/31/2022*

To learn more, contact [ConvSales@discoverphl.com](mailto:ConvSales@discoverphl.com)

## MEET PHILADELPHIA

- **The 4th most walkable** large city in the nation; navigating Philadelphia on foot is a breeze.
- **A great value** — on average hotel room costs are 20-30% less than New York, Boston, or Washington D.C.
- **A focus on customer service** — From providing updates on meeting guidelines, to introducing you to regional experts and potential partners, to finding the perfect venue for your event, our team of destination experts are ready to guide you every step of the way.
- We are committed to the return of face-to-face meetings and events, and in Philadelphia — **where 94% of eligible adults have received at least one vaccine dose** — we are well positioned to host your next meeting here.

To start planning, visit [DiscoverPHL.com/meet](https://DiscoverPHL.com/meet)

**PHLCVB**  
Philadelphia Convention & Visitors Bureau

**Pennsylvania Convention Center PHILADELPHIA**  
AN MGM MANAGED PROPERTY

**MEET PHILADELPHIA.**  
READY TO EXCEED.



# Industry Event Opportunities

Event	Market Segment	Next Open Year	Time Frame	Peak / Total Rooms	% Comp	Estimated Financial Support	History
Maritz Advisory Board	Corp/Assn	2023	January	36 / 72	100%	\$15,000	
ConferenceDirect Annual Partner Meeting/ CDX/ Forum	Corp/Assn	2023	Mar/Apr		50%	\$300,000	CDX Mackinac Island, MI 2021 CDX Oklahoma City, OK 2021 CDX Phoenix, AZ 2022
Maritz Next&	Corp/Assn	2023	Aug/Sept	400	65%	\$350,000	Seattle 2021 Tamps 2022
HelmsBriscoe ABC	Corp/Assn	2025	Mar/Apr		60%	\$350,000	Dallas 2021
PCMA Convening Leaders	Assn	2026	January	3,500	5%	\$4-6 million	San Francisco 2020 Las Vegas 2022 San Diego 2023
MPI-WEC	Corp	2027	August		50%	\$1 million	Las Vegas 2021 San Francisco 2022
RCMA Emerge	Religious		Feb		50%	\$300,000	Charlotte, NC 2021 Sacramento 2022
SISO	Trade Show		August				Louisville, KY 2021
ASAE	Assn		August			\$1 million	Dallas 2021 Nashville 2022



- Showcase the city
- Fill need periods
- Requires local & financial support



# Business Divisions: Leveraging our Strengths



## PHLLIFESCIENCES

A Division of the Philadelphia Convention  
& Visitors Bureau

- 1<sup>st</sup> & only division of its kind for 30+ years
- 60% of convention business
- In 2021: Booked 22 hotel events for 36k+ future room nights



## PHLSPORTS

A Division of the Philadelphia Convention  
& Visitors Bureau

- In 2021: Booked 41 sporting events for 90k future room nights
- Army-Navy (Book & Produce)
- NCAA Championships
- World Cup 2026
- NEQ Volleyball



## PHLDIVERSITY

A Division of the Philadelphia Convention & Visitors Bureau

- 30+ years
- National DEI model
- Opportunity for advancement with new Executive Director

# Marketing & Advertising



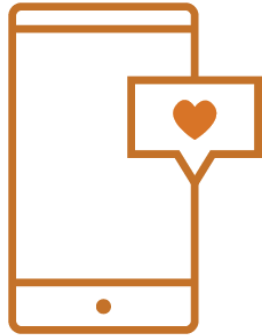


# Social Media

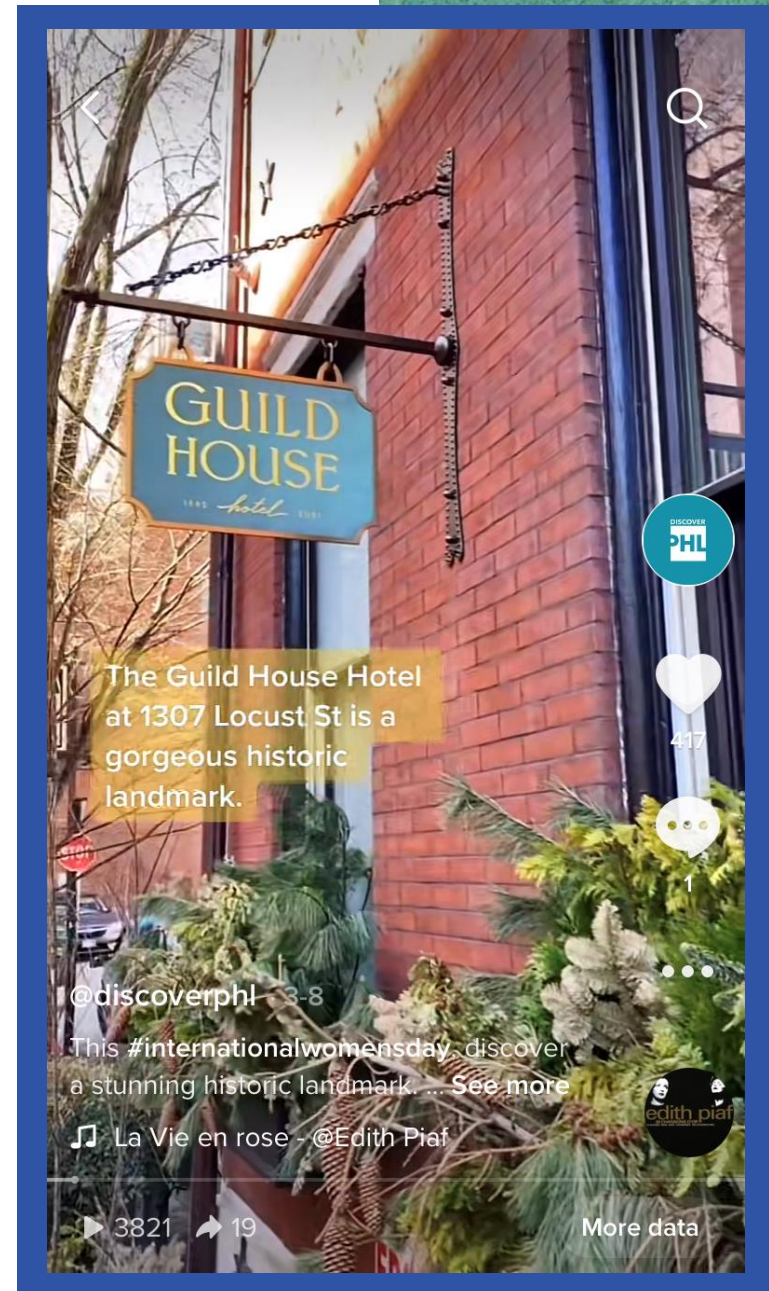
**12** accounts  
**9** countries  
**4** languages

**46,789** Audience Growth  
across all PHLCVB owned channels

**331,025** Total Followers  
(as of Dec. 31, 2021)

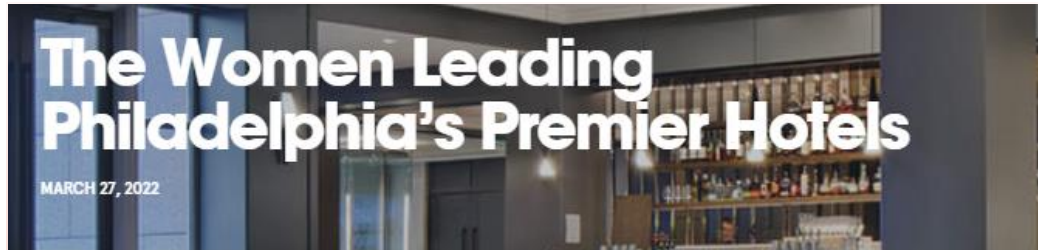


## CHANNELS:





# Content & Communications



The Philadelphia Convention and Visitors Bureau spoke with several women general managers to learn more about their hotels' unique offerings for visitors and events, and what they love about the City of Brotherly Love and Sisterly Affection.

## Olivia Green, General Manager, Hampton Inn Philadelphia Center City - Convention Center



### Why should visitors come to Philadelphia?

For its "brotherly love" culture, food, and love for sports. Philadelphians have grit and we love showing off our beautiful city and the history behind it.

### What is special or unique about your hotel for visitors and events?

I was born and raised in this beautiful city, but was attracted to the Hampton Inn location for its style, location and "brotherly love" culture that the team exhibited during one of my first visits to the Hampton Inn.





# Media Relations



## The Philadelphia Inquirer

Tourism & Gaming

**Philadelphia's conventions are recovering, and hotel owners are optimistic about the future**

After many group events were canceled during the pandemic, conventions are now on the rebound.

# PHLCVB Partnership Program

## PROGRAM TIERS

The program features a tiered partnership structure which includes four levels:

<b>DISCOVER PHL</b>	Ideal for restaurants, bars, attractions, retail, sports, and entertainment
<b>HOST PHL</b>	Ideal for businesses specifically servicing conventions and large meetings such as Venues, Caterers, Audio/Visual production, Floral and Decor, Event production companies, etc.
<b>STAY PHL</b>	Ideal for accommodations (hotels, B&B, etc.)
<b>FRIENDS</b>	Ideal for corporate and non-profits supporters

**559**  
Total  
Partners

**27**  
New  
Partners



**54%**  
Discover



**19%**  
Host



**12%**  
Stay



**10%**  
Friends



# PHLCVB Partnerships

## Reports for Partners

Available in the “Business Intelligence” section of the Partnership Portal:

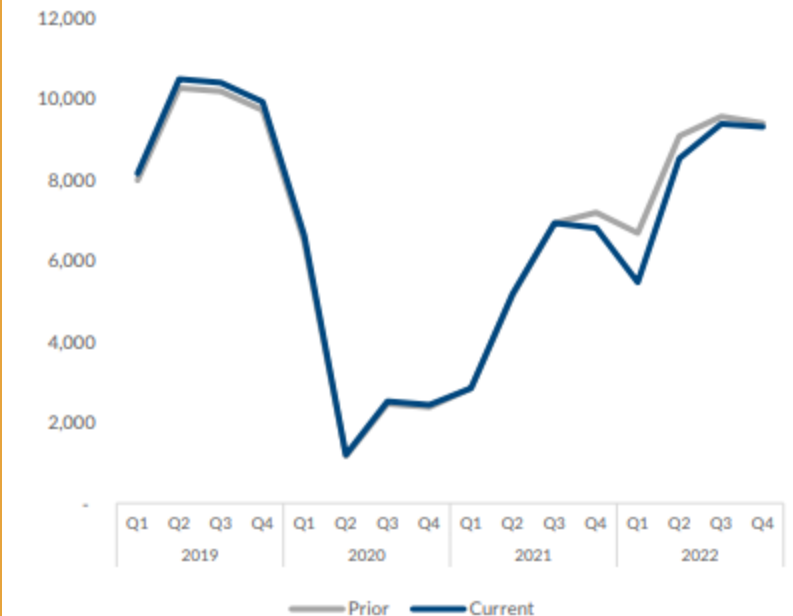
- Philadelphia Travel Recovery Tracker (updated monthly)
- Tourism Economics Lodging Forecast (3-year forecast)
- PHLCVB Citywide Room Production: 24-Months Out (detailed)
- PHLCVB Total Room Production: 8-years out (summary)
- Convention calendar & profiles
- Sales leads

## COMPARISON GRAPHS

Quarterly

### Forecast comparison: Demand

Center City, daily room nights, quarterly frequency



# PHLCVB Global Tourism

## International Visitation

- \$511M projected spending from international
- **\$322M** coming from overseas visitors

## 5 Full-Time International Offices

- UK, Germany, France, India and China

## 17 multi-week campaigns across the 5 markets

- Partnered with British Airways, Expedia & National Geographic

## 2021 performance

- Attended 10 global tradeshow
- Organized 26 destination webinars
- Trained 2,846 global travel professionals
- Generated 561 articles about the Philadelphia region



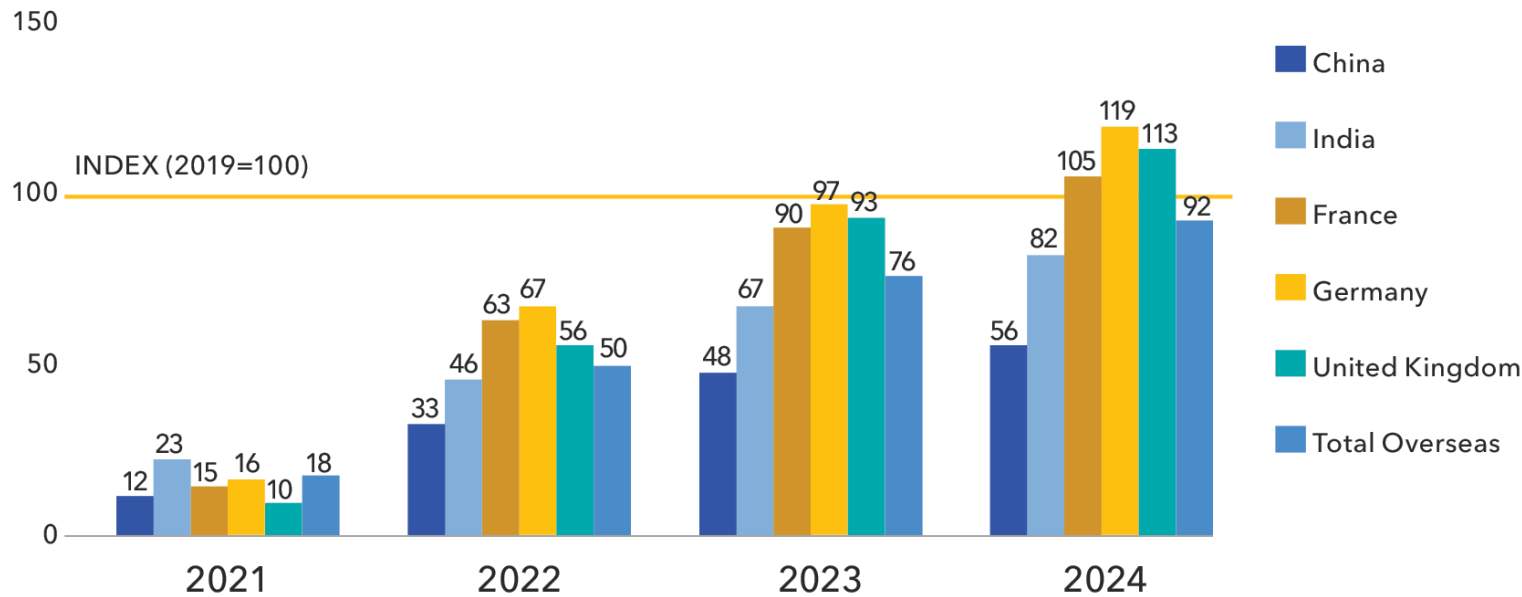
**2021**  
**Publications**  
**International**  
**Visitor Guides**  
**in 8 Languages**



# PHLCVB Global Tourism

## OVERNIGHT STAYS IN PHILADELPHIA BY OVERSEAS VISITORS

Percent recovered relative to 2019



### Overseas visitor hotel room nights projections

2022  **778,000**  
Room Nights

2023  **1.2M**  
Room Nights



**THANK** *You!*

**PHL**CVB