



Greater Philadelphia  
Tourism Marketing Corp

[visitphilly.com](http://visitphilly.com)

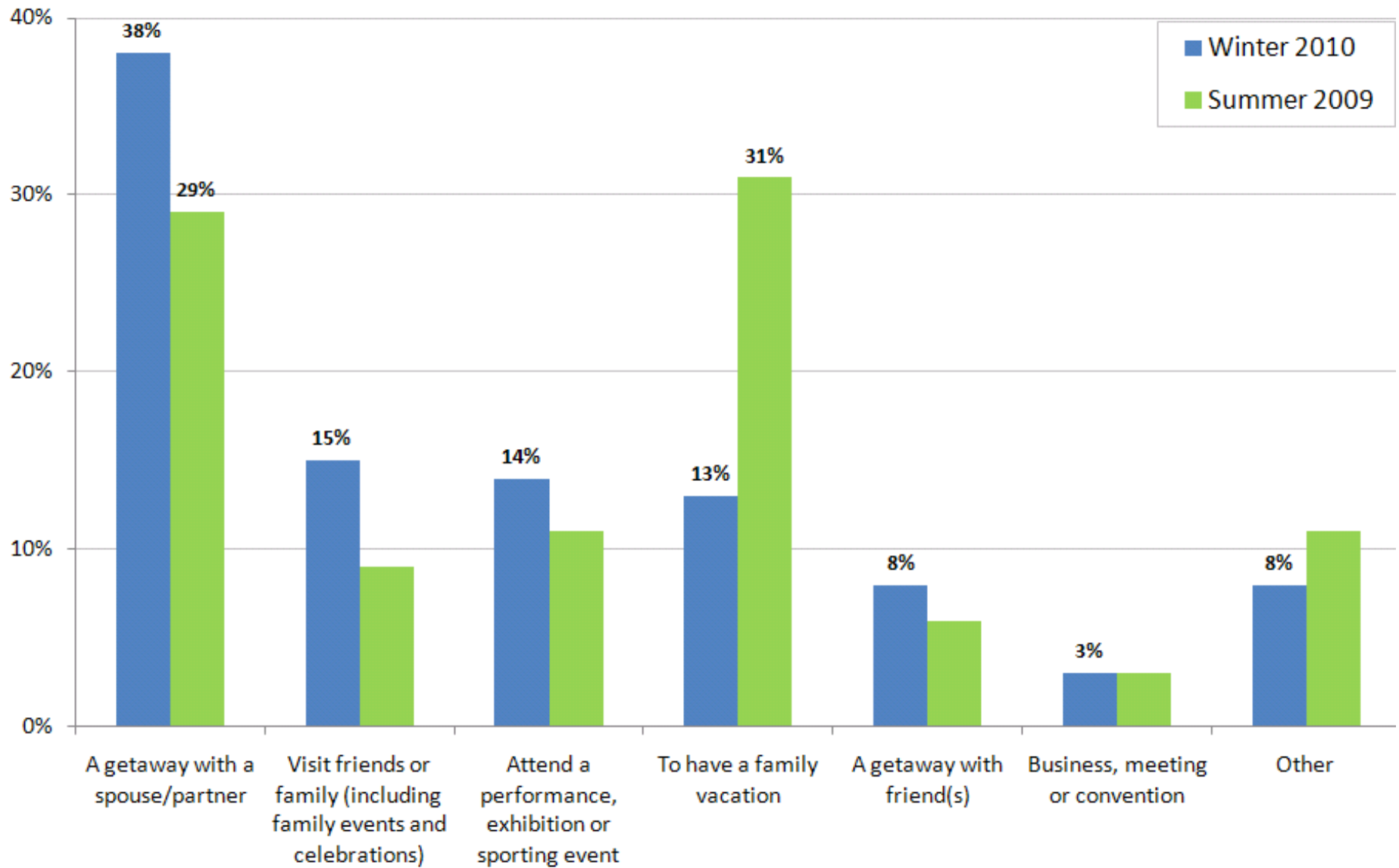
# Winter 2010 Hotel Visitor Survey

# Survey Background

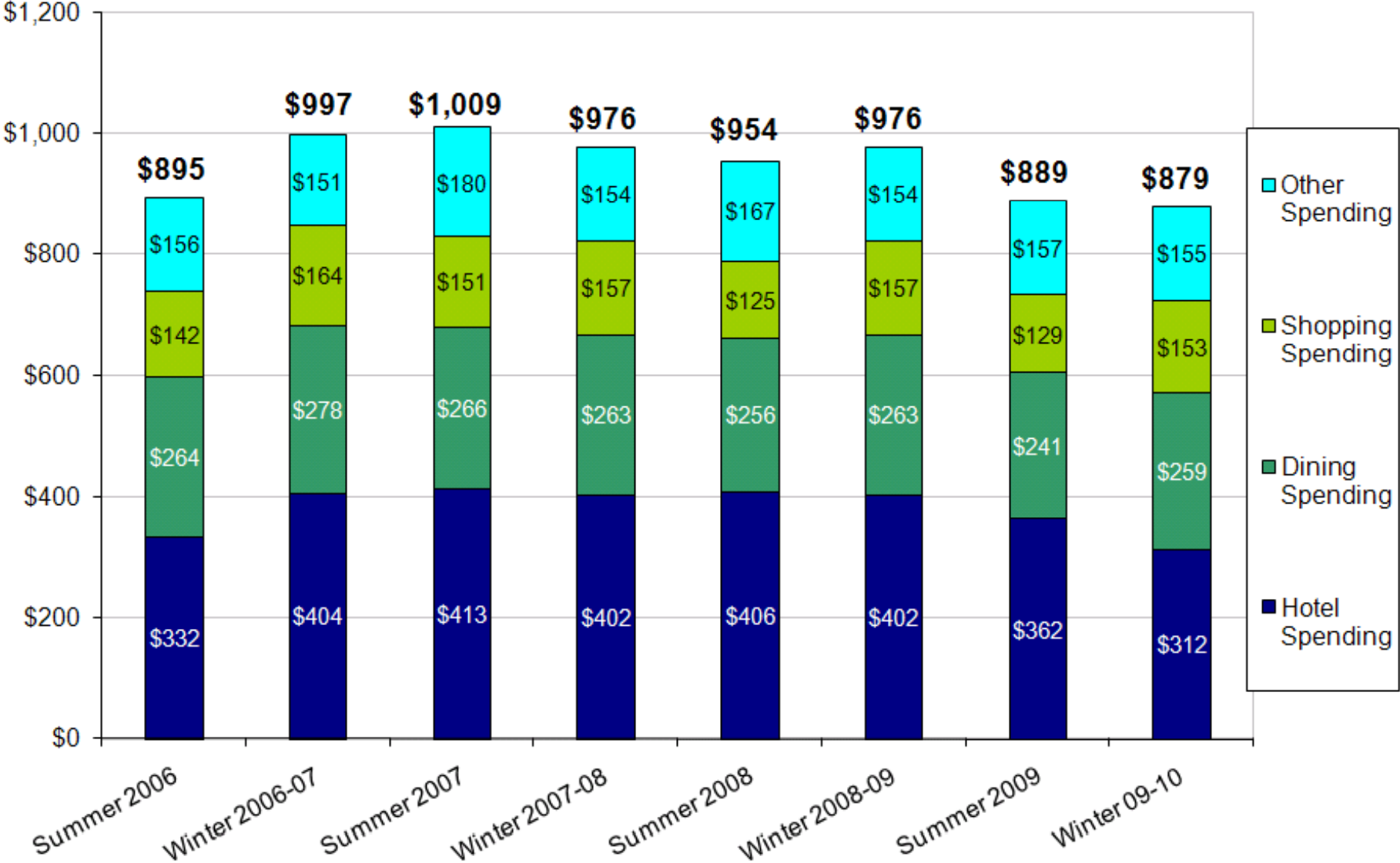
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- ▶ A survey invitation was sent to more than 2,000 visitors who booked stays through visitphilly.com from Oct 2009 – Mar 2010
  - ▶ 308 responses, for a margin of error of +/- 5.1%
  - ▶ Respondents entered to win a hotel stay and AMEX gift card
- ▶ This is the 12<sup>th</sup> consecutive season that GPTMC has surveyed visitors booking through our website
  - ▶ Total historical sample of more than 6,000
- ▶ Hotels rooms sold through visitphilly.com represent 1-2% of all leisure bookings in Center City Philadelphia. Results may not be representative of all leisure hotel visitors

## Reason for Visiting Philadelphia

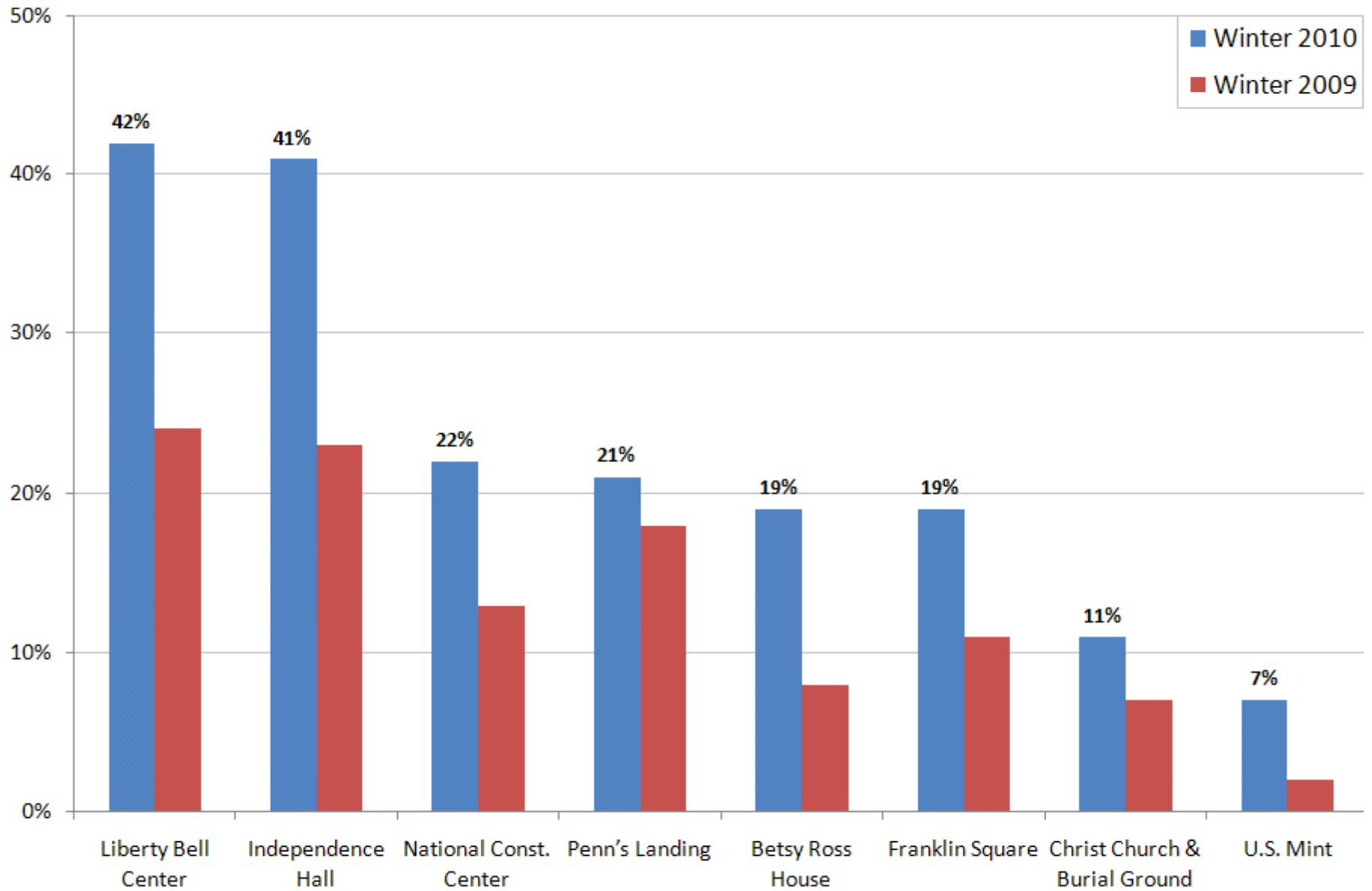


# Hotel Visitor Spending

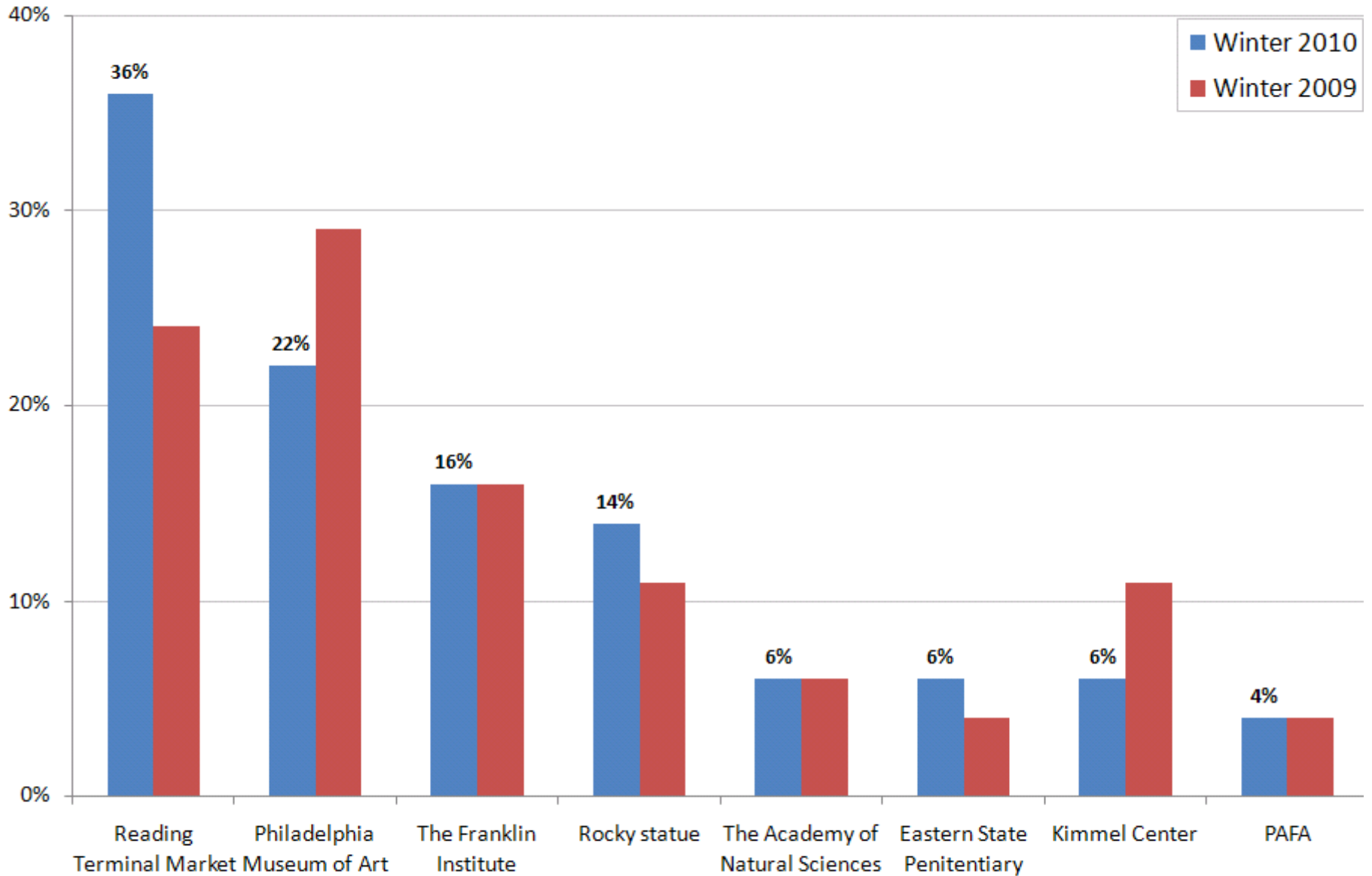


▶ Spending per party per two-night visit

# Historic Philadelphia Attractions

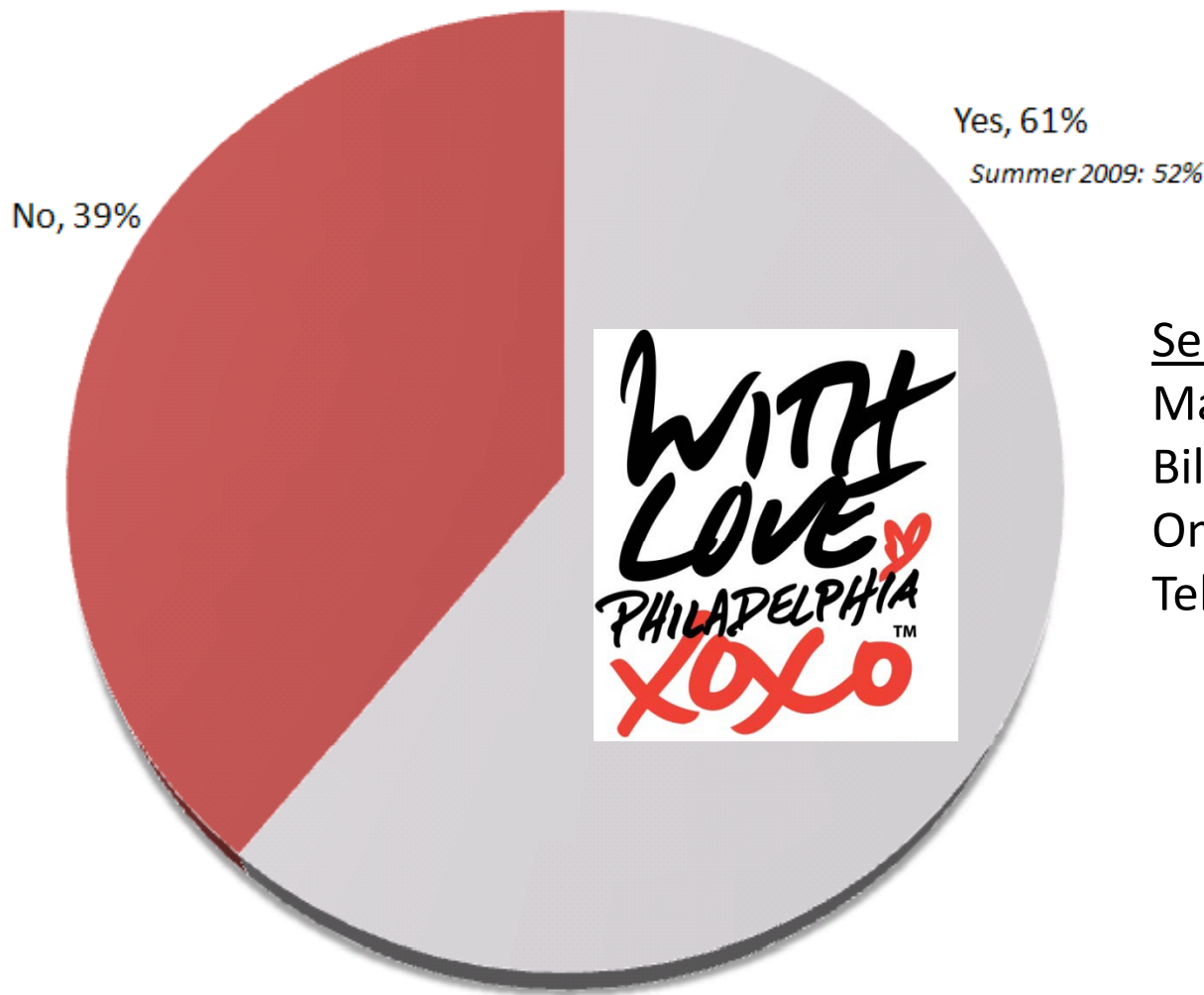


## Downtown/Parkway Attractions



# With Love Awareness

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## Seen Ads

Magazines/Newspapers: 19%

Billboards: 18%

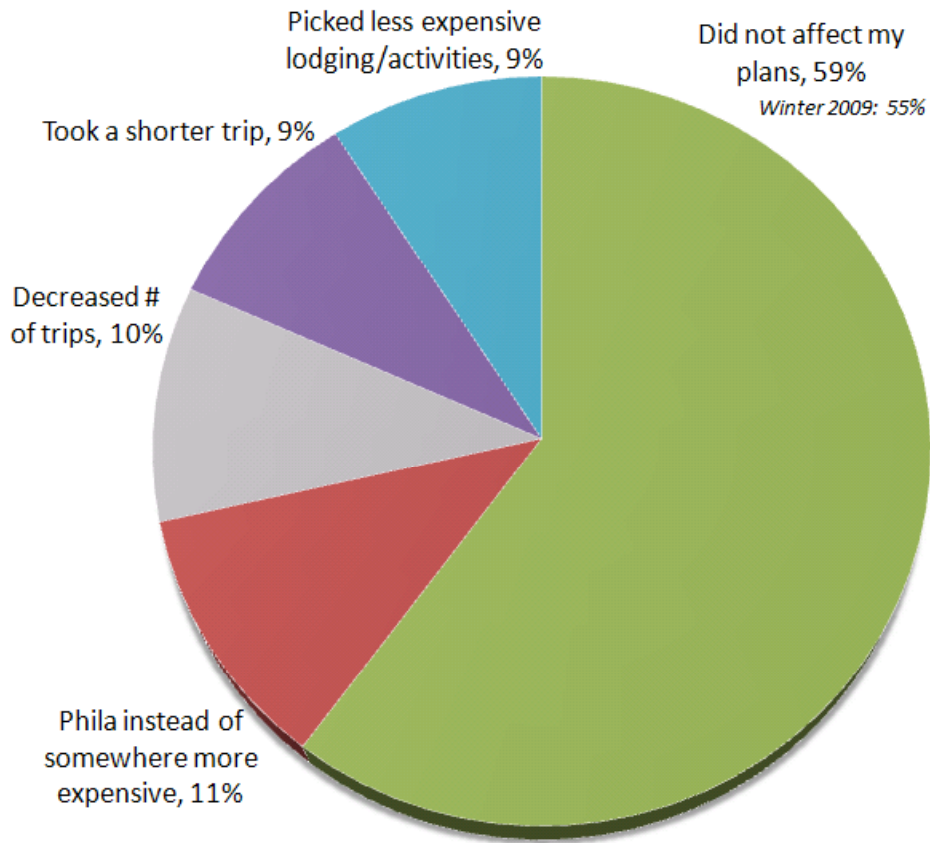
Online: 17 %

Television: 7%

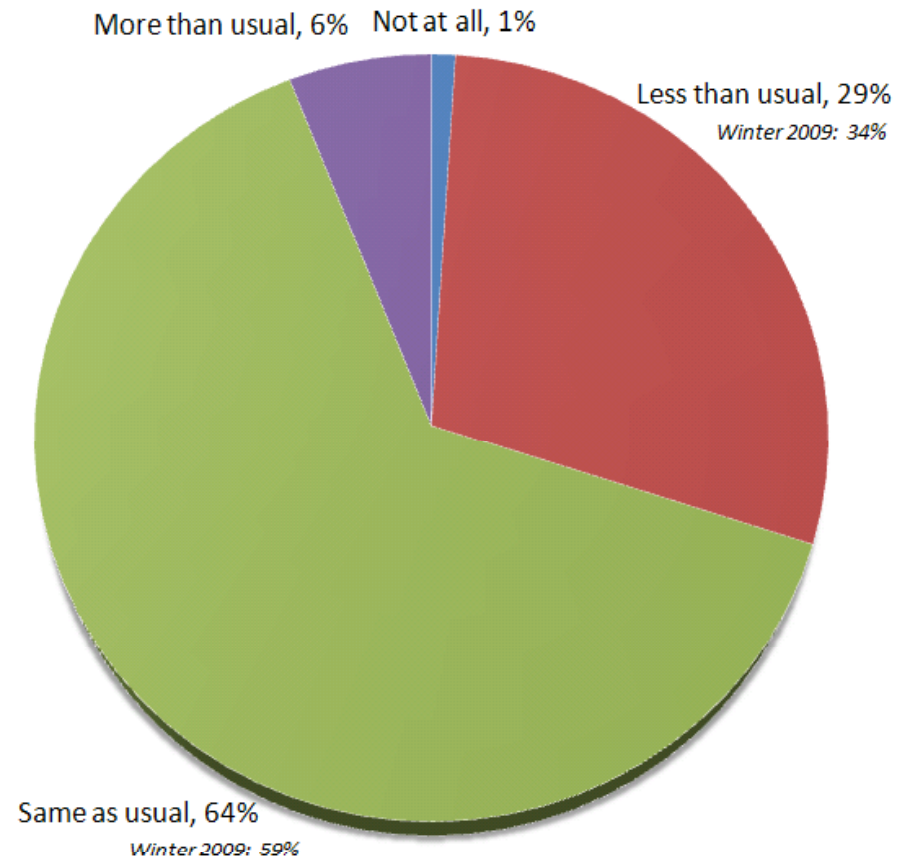
# Effect of the Economy

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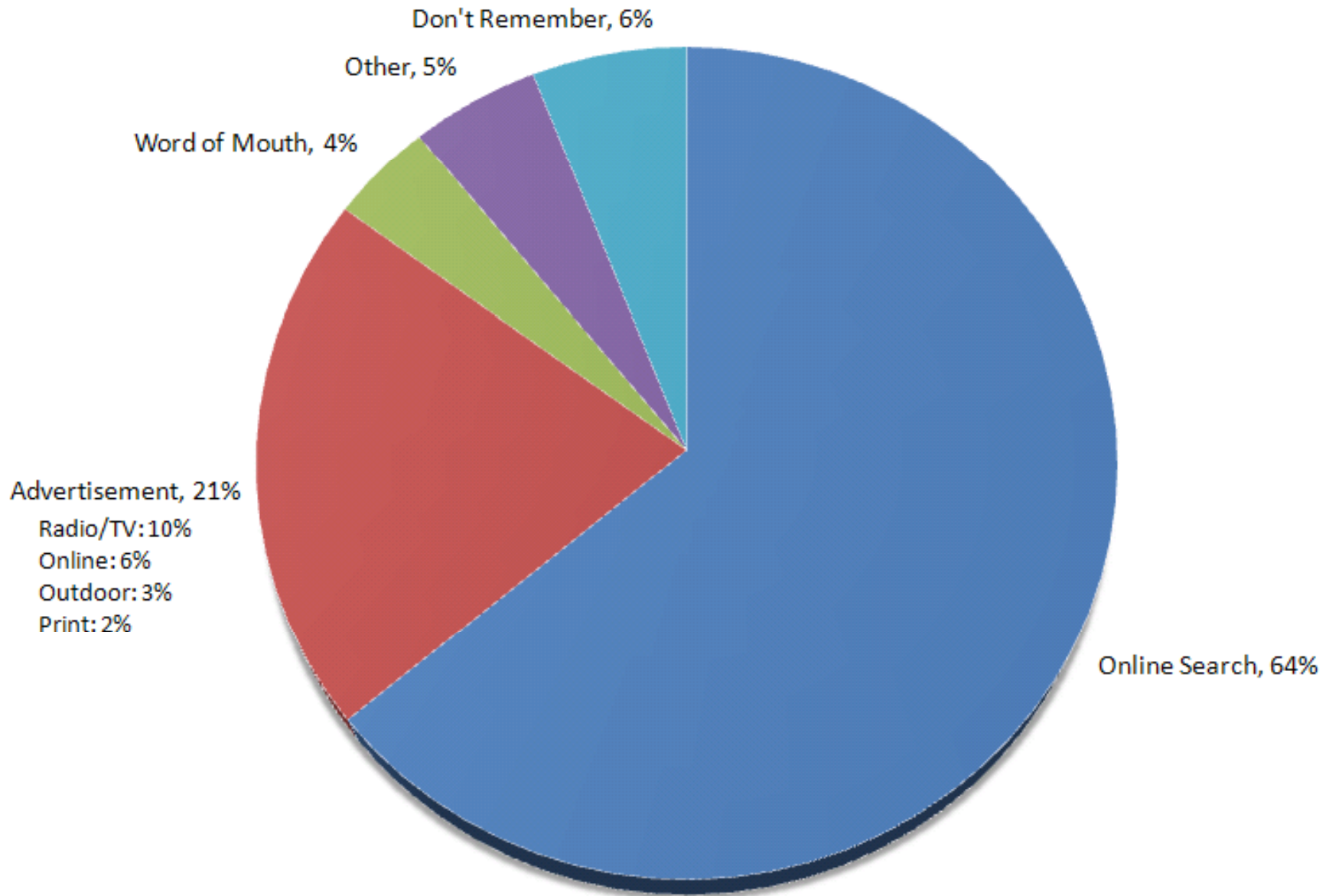
## Winter Travel



## Summer Travel Plans



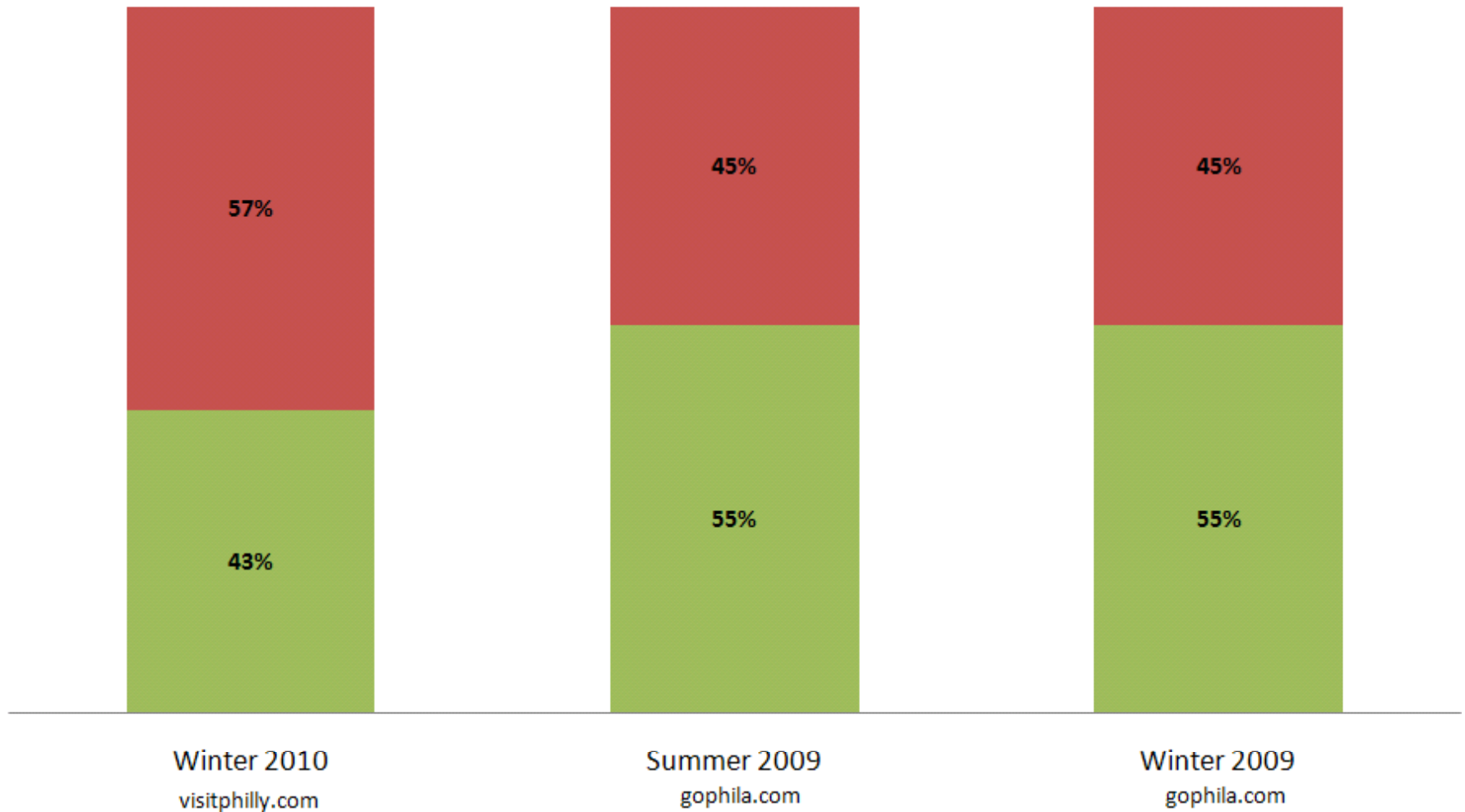
# Learning about visitphilly.com



# Website Effect on Booking

■ Came to visitphilly.com with the intent to book a hotel room

■ Decided to book a hotel room after browsing around visitphilly.com





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# First-Time and Repeat Visitors

Summer 2008 – Winter 2010

# First Time and Repeat Visitors

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## ▶ First-Time Visitors

- ▶ Have “never” been to Philadelphia before
  - ▶ Average Age: 45
  - ▶ Annual Household Income: \$104,000
  - ▶ Sample Size: 447 (Summer 2008 – Winter 2010)

## ▶ Occasional Visitors

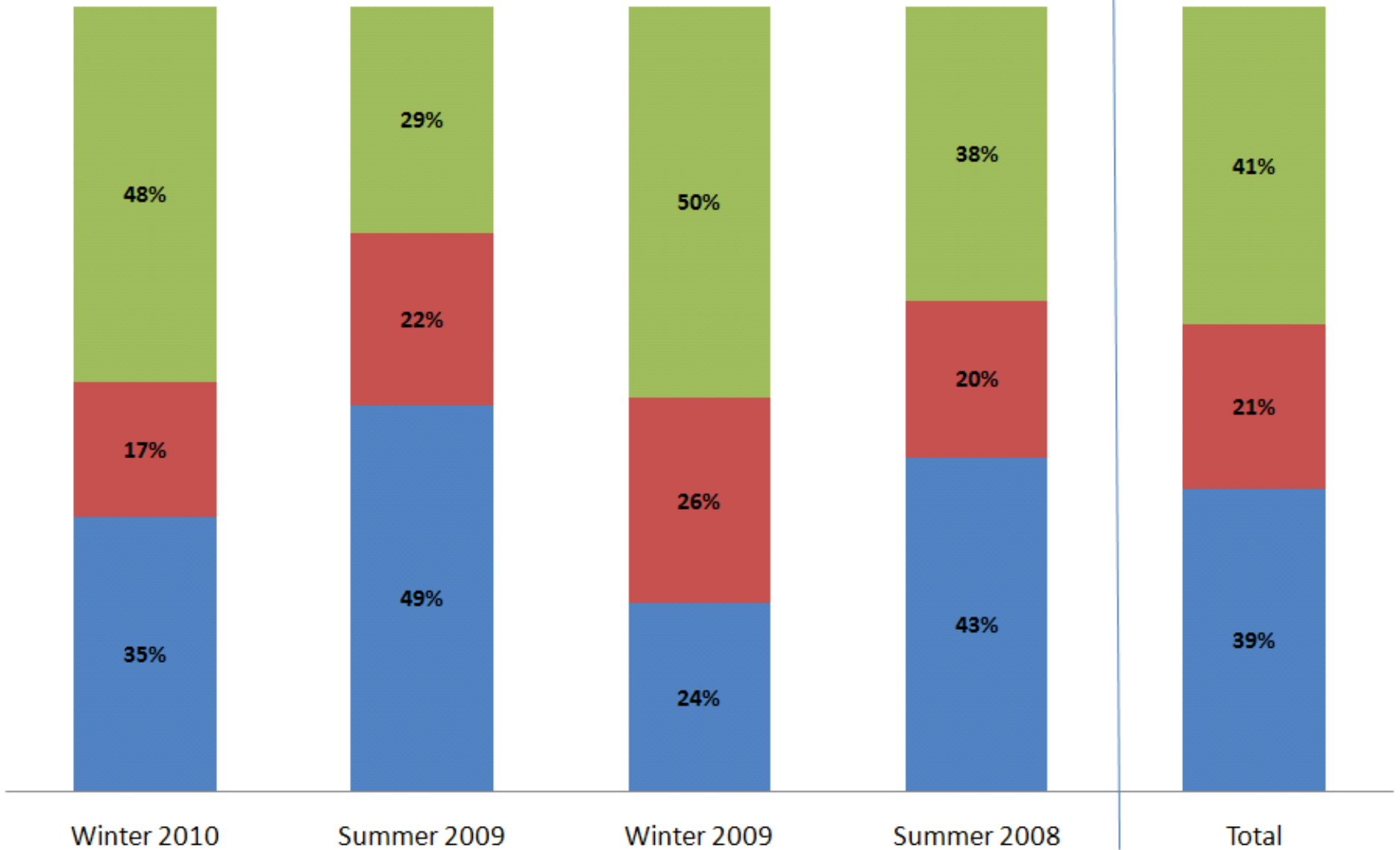
- ▶ Have been to Philadelphia “once or twice” before
  - ▶ Average Age: 48
  - ▶ Annual Household Income: \$106,000
  - ▶ Sample Size: 241 (Summer 2008 – Winter 2010)

## ▶ Frequent Visitors

- ▶ Have been to Philadelphia “many times” before
  - ▶ Average Age: 49
  - ▶ Annual Household Income: \$115,000
  - ▶ Sample Size: 475 (Summer 2008 – Winter 2010)

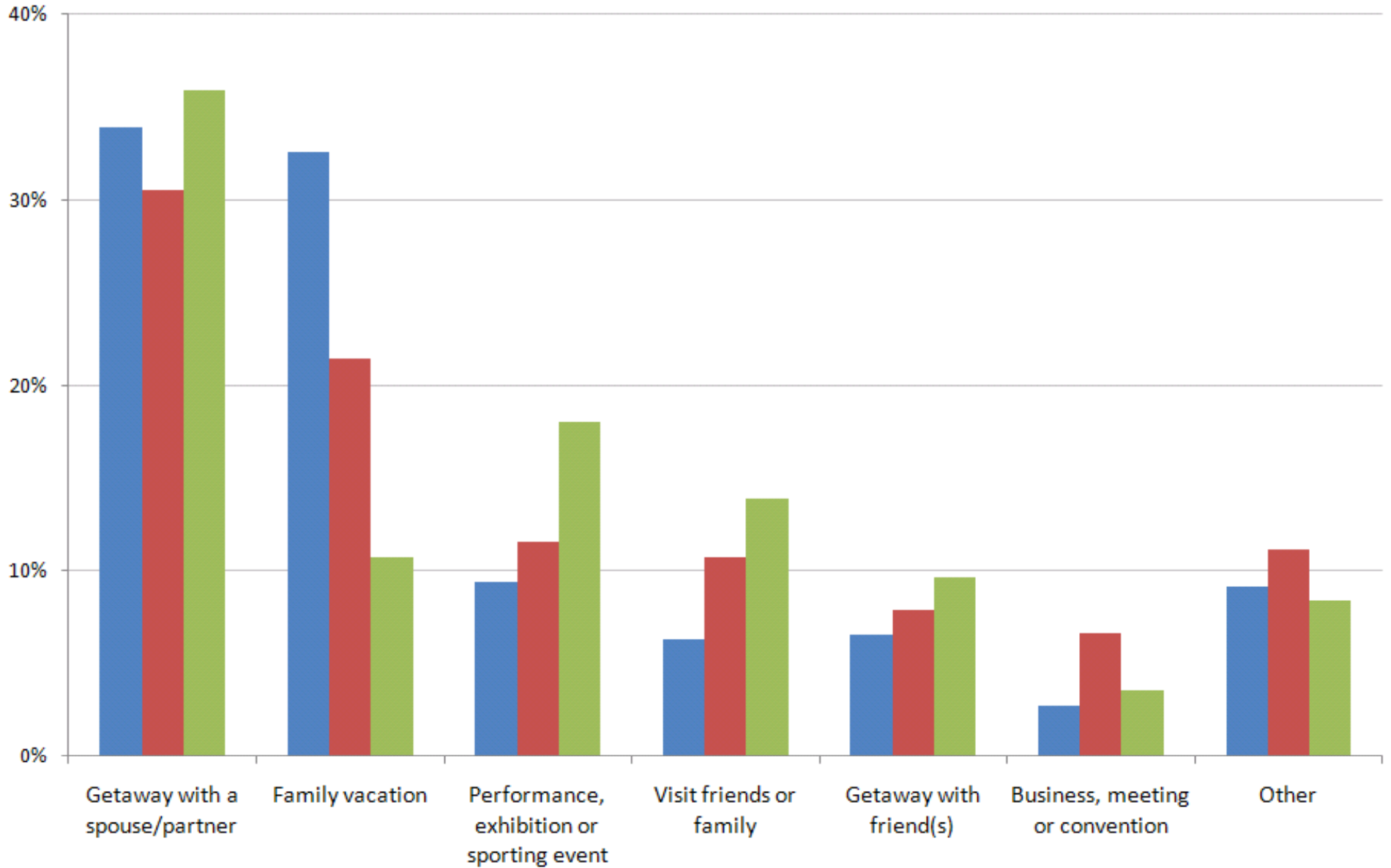
# First-Time and Repeat Visitors

■ First-Time Visitors ■ Occasional Visitors ■ Frequent Visitors

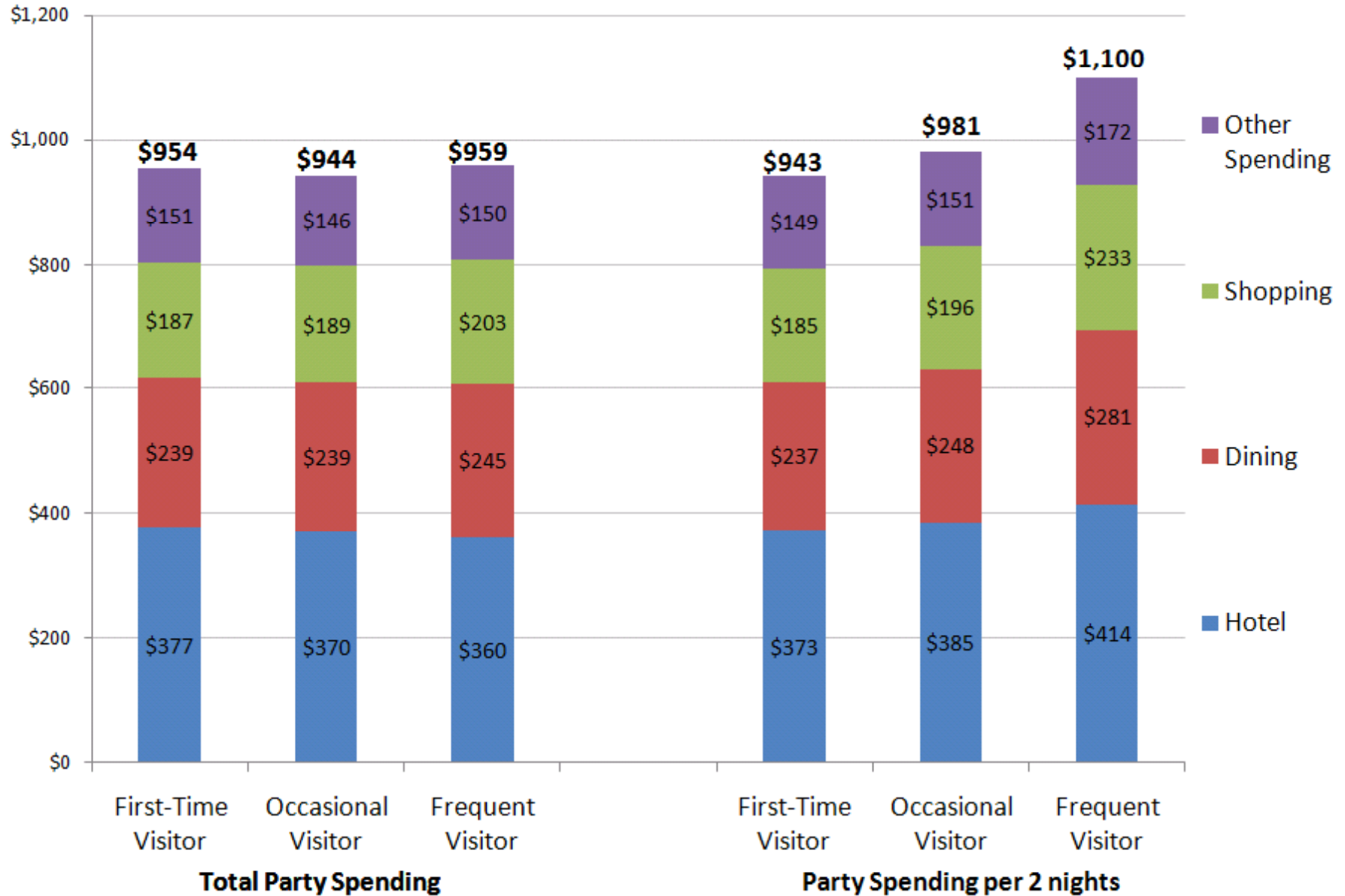


# Reason for Visit

■ First-Time Visitors ■ Occasional Visitors ■ Frequent Visitors



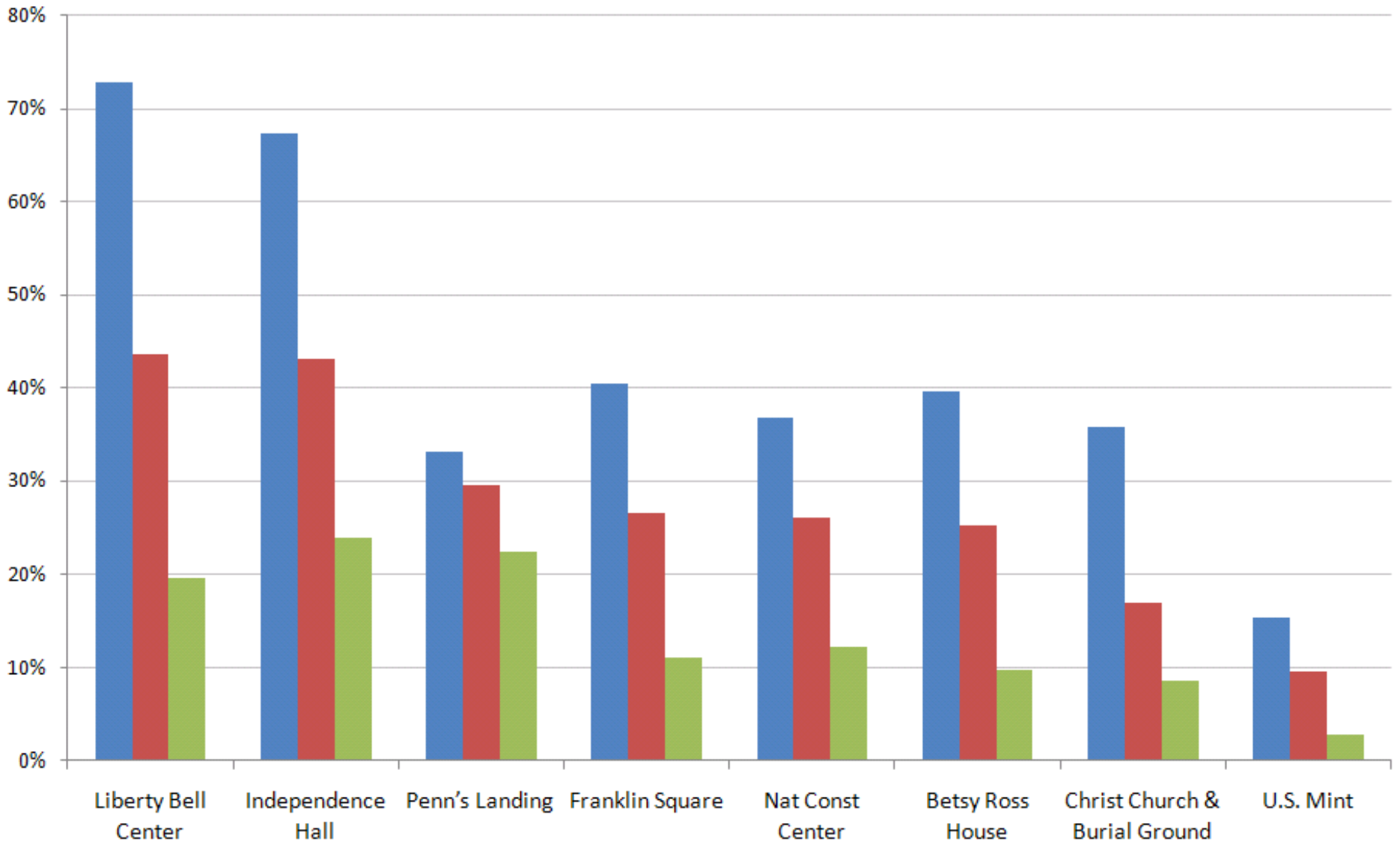
# Visitor Spending



► **Length of Stay** - First Time: 2.02 nights, Occasional: 1.93 nights, Frequent: 1.74 nights

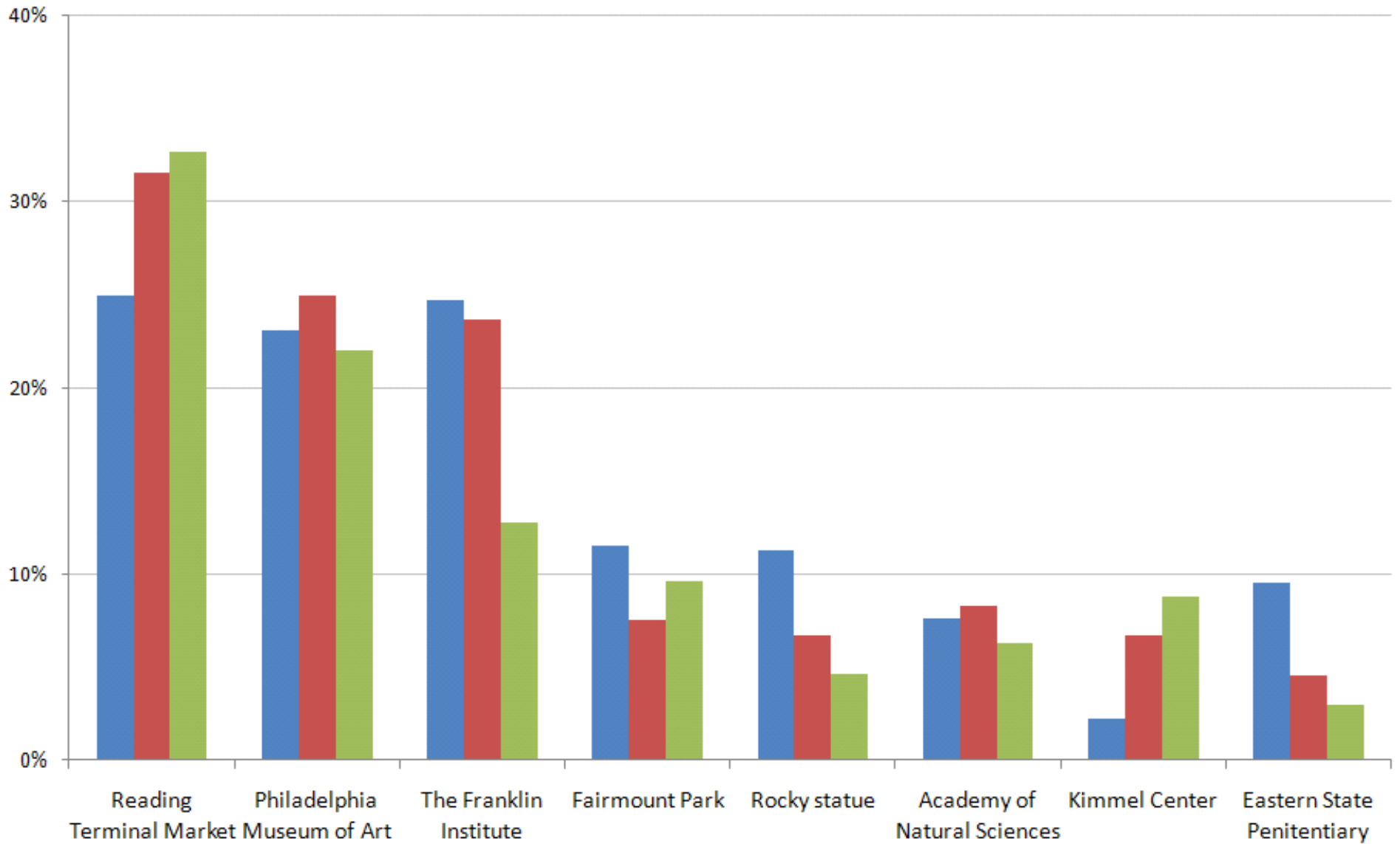
# Historic Philadelphia Attractions

■ First-Time Visitors ■ Occasional Visitors ■ Frequent Visitors



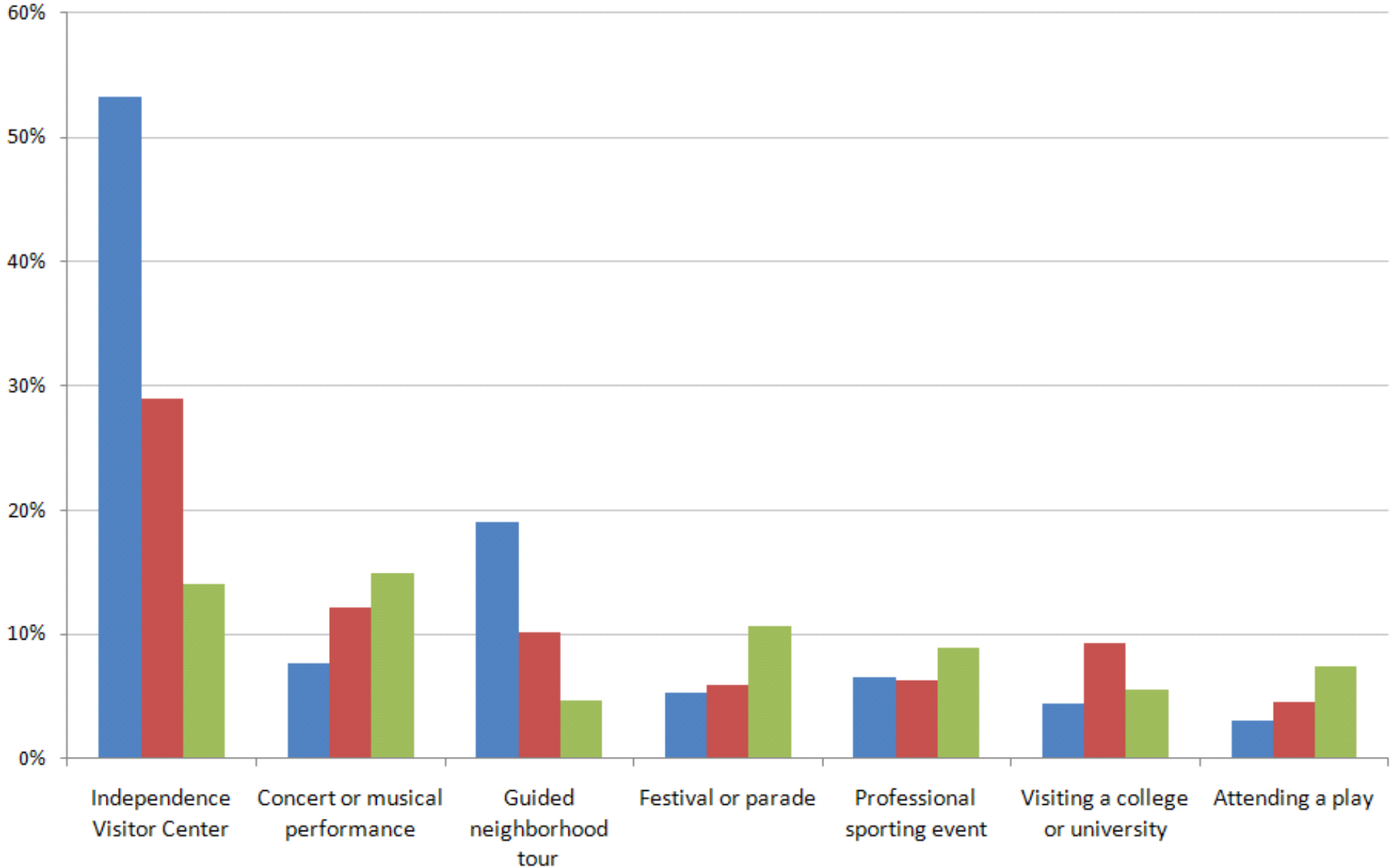
# Downtown/Parkway Attractions

■ First-Time Visitors ■ Occasional Visitors ■ Frequent Visitors



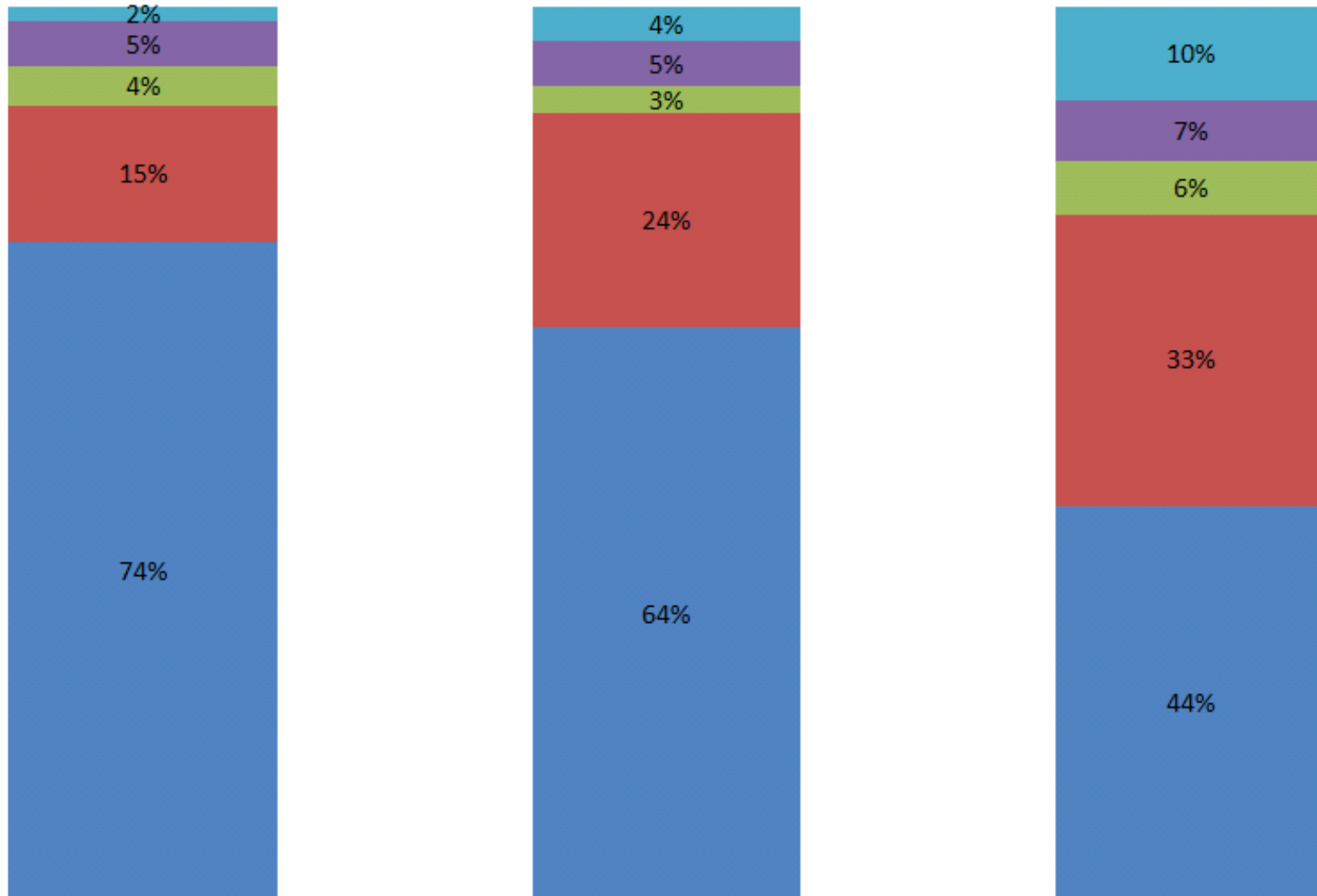
# Top Activities

■ First-Time Visitors ■ Occasional Visitors ■ Frequent Visitors



# Learned about visitphilly.com

■ Online search ■ Advertisement ■ Word of mouth ■ Other ■ Don't know



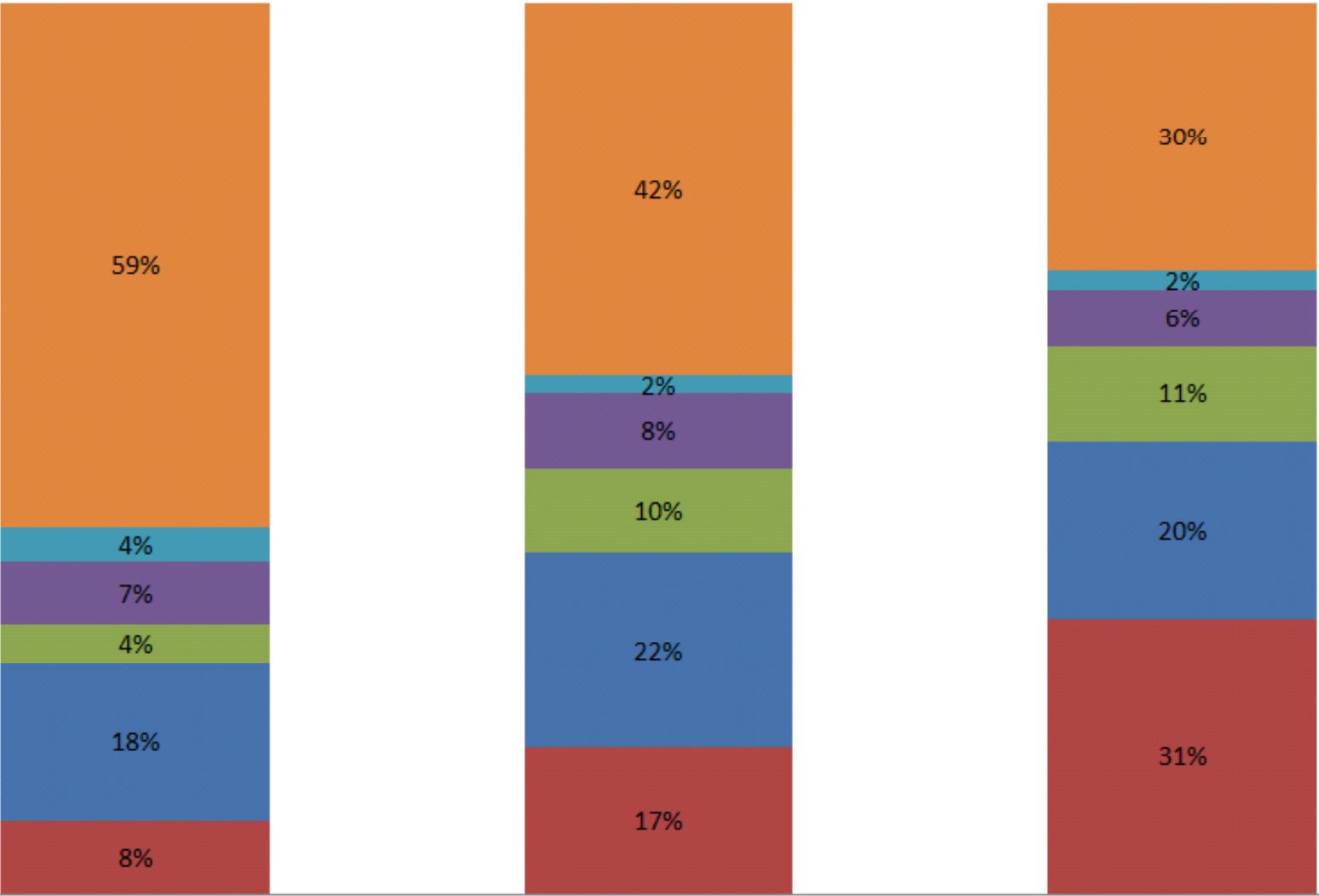
First-Time Visitors

Occasional Visitors

Frequent Visitors

# DMA of Origin

Philadelphia Area New York Area Harrisburg Area Washington DC Area Baltimore Area Other



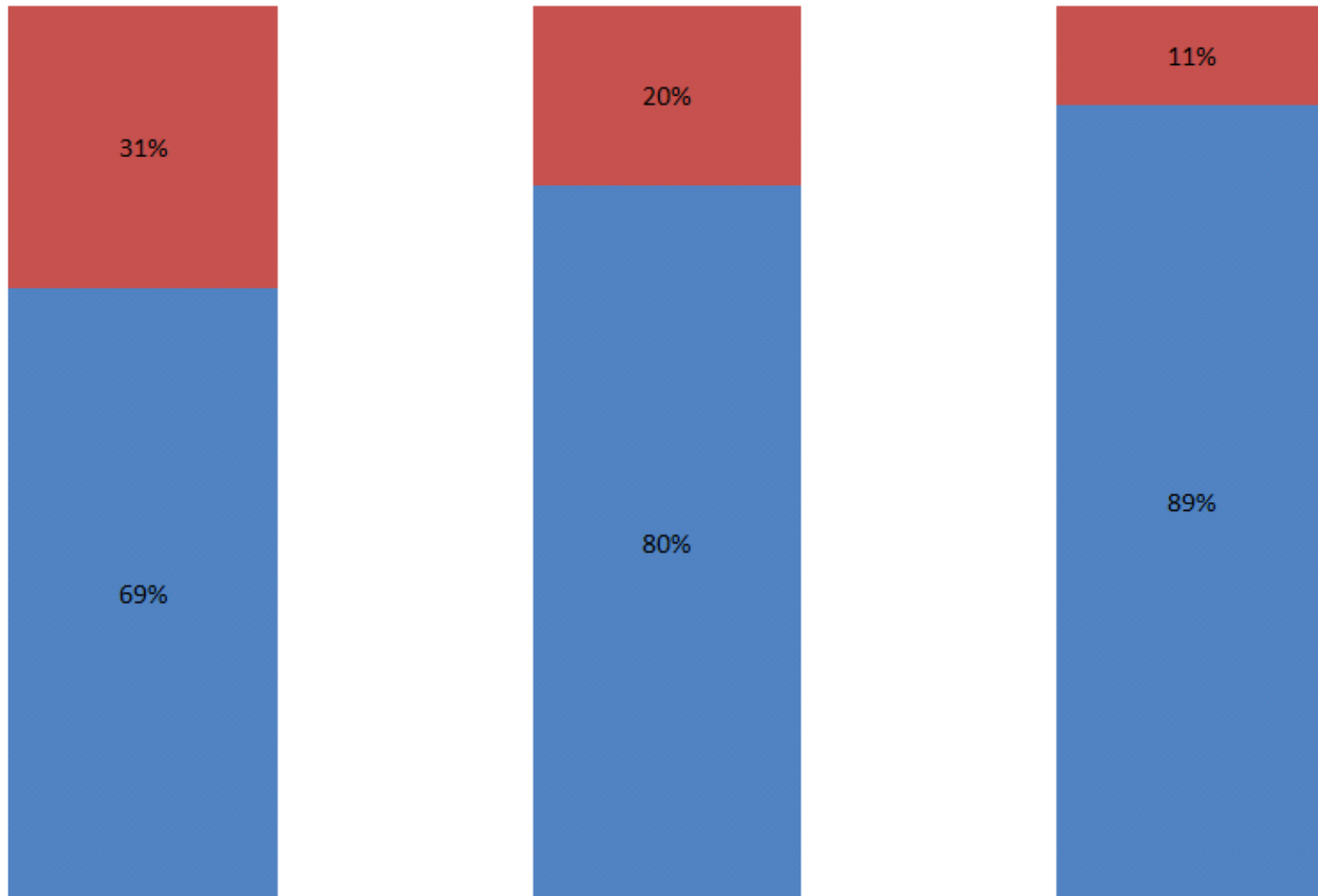
First-Time Visitors

Occasional Visitors

Frequent Visitors

# Destinations Visited

■ Visited Philadelphia Only    ■ Visited Other Destinations on Same Trip



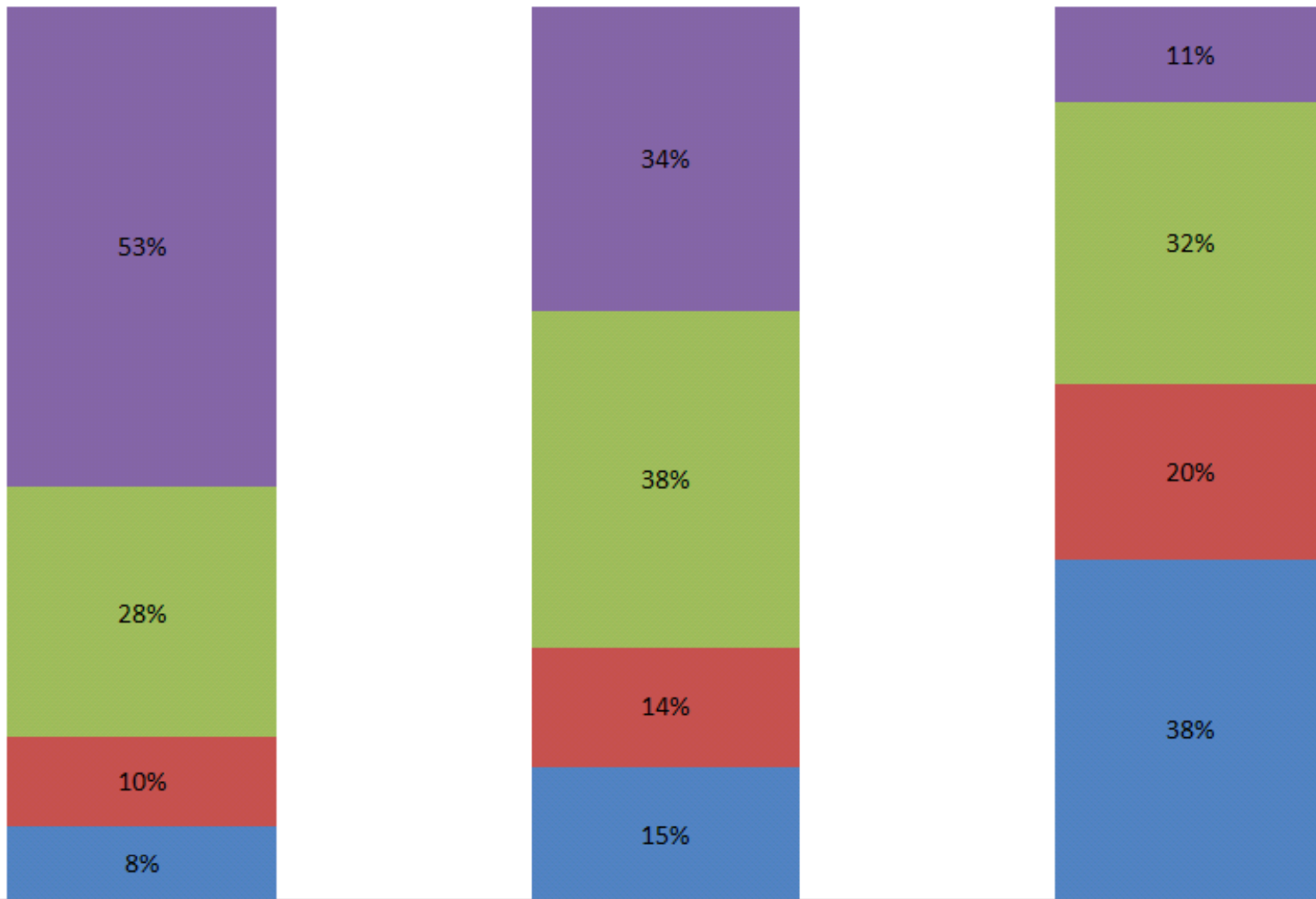
First-Time Visitors

Occasional Visitors

Frequent Visitors

# Returning to Philadelphia

■ Next 3 months   ■ Next 3-6 months   ■ Next 6-12 months   ■ Not within a year



First-Time Visitors

Occasional Visitors

Frequent Visitors