



# 2025 *Annual* REPORT

**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau



**Pennsylvania  
Convention Center**  
PHILADELPHIA

# LAYING THE GROUNDWORK

## *for Future Success*

The Philadelphia Convention and Visitors Bureau (PHLCVB) and Pennsylvania Convention Center Authority (PCCA) are proud to share the impactful results of 2025, a year focused on laying the groundwork for future success. This year's accomplishments helped build momentum as we entered 2026, including a deeper alignment between our two organizations.

A major milestone in the PHLCVB and PCCA's expanding partnership was the launch of the strategic alliance sales model, designed to accelerate bookings, enhance service consistency, and sharpen Philadelphia's competitive edge. Much like the Annual Report itself, this new initiative is a significant step forward in our collaboration, positioning us to deliver a more unified, efficient, and client-focused experience.

Further elevating the customer experience and premier offerings at the Pennsylvania Convention Center is a state-of-the-art digital signage package. These vibrant, high-impact displays enhance every event. Upon completion in 2026, the project will deliver the most extensive display network of any convention center in the nation.

Coupled with the Center's ongoing developments in 2025, the PHLCVB amplified these enhancements through targeted media placements and digital channels. Leveraging the tagline "Redefining Event Excellence" throughout the year, the PHLCVB prioritized the Center's innovation, positioning it before key audiences.

During a year that prioritized long-term success, we remained focused on securing and hosting industry events in Philadelphia, like the American Bus Association's Annual Convention, ConferenceDirect's Annual Partner Meeting, and PCMA Convening Leaders in early 2026, building a strong pipeline for future business.

This work is made possible by the ongoing support of Governor Josh Shapiro and the Commonwealth of Pennsylvania, Mayor Cherelle L. Parker, Philadelphia City Council, and our entire community of partners and stakeholders. We are sincerely grateful for your leadership, partnership, and continued investments in our mission.

As we reflect on the successes of the year we leave behind, the momentum built in 2025 is now being realized in 2026 as Philadelphia steps onto the global stage in an unprecedented way. The PHLCVB and PCCA - along with our partners at the Philadelphia Eagles and Phillies - are prepared to welcome the world. While 2026 is a momentous year, we continue to keep our eyes on the future, as our teams sell the city and secure bookings into the 2030s, ensuring Philadelphia's long-term success as a premier destination to live, work, play, and do business.

**KAREN  
DOUGHERTY BUCHHOLZ**  
CHAIR OF THE BOARD  
Philadelphia Convention  
& Visitors Bureau

**GREGG CAREN**  
PRESIDENT & CEO  
Philadelphia Convention  
& Visitors Bureau

**DAVID A. NASATIR, ESQ.**  
CHAIR OF THE BOARD  
Pennsylvania Convention  
Center Authority

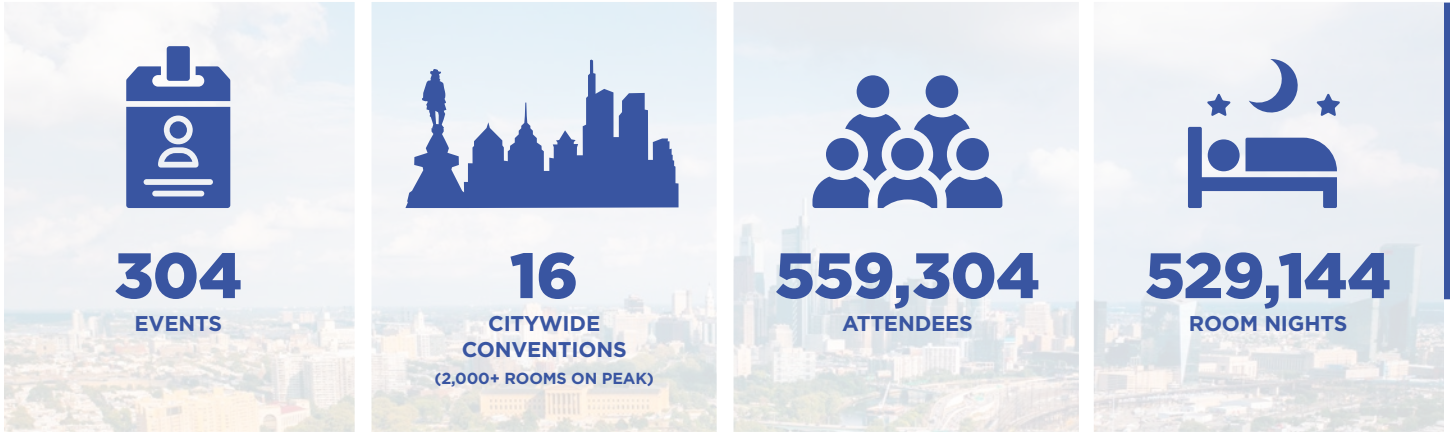
**JOHN J. MCNICHOL**  
PRESIDENT & CEO  
Pennsylvania Convention  
Center Authority



LOUISIANA

WSFS

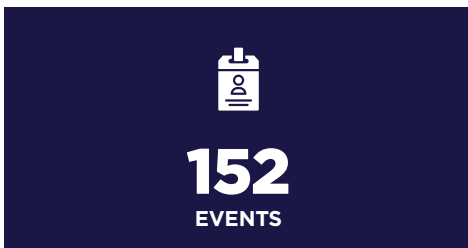
# 2025 MEETINGS, CONVENTIONS



## ALL PHLCVB EVENTS HELD AT THE PENNSYLVANIA CONVENTION CENTER\*



## ALL EVENTS HELD AT THE PENNSYLVANIA CONVENTION CENTER



# MEETINGS, CONVENTIONS, & EVENTS Results

**ECONOMIC IMPACT**  
OF MEETINGS, CONVENTIONS,  
AND EVENTS IN 2025



**304**  
TOTAL  
EVENTS

**16**  
CITYWIDE  
CONVENTIONS  
(2,000+ ROOMS ON PEAK)



**559,304**  
ATTENDEES

**\$320M**

**DIRECT SPEND**  
(LODGING, TRANSPORTATION,  
FOOD AND BEVERAGE, ETC.)



**529,144**  
ROOM NIGHTS

RESULTING IN:

**\$496M**  
ECONOMIC  
IMPACT



WHICH  
GENERATED



**\$21.9M**  
LOCAL TAX REVENUE



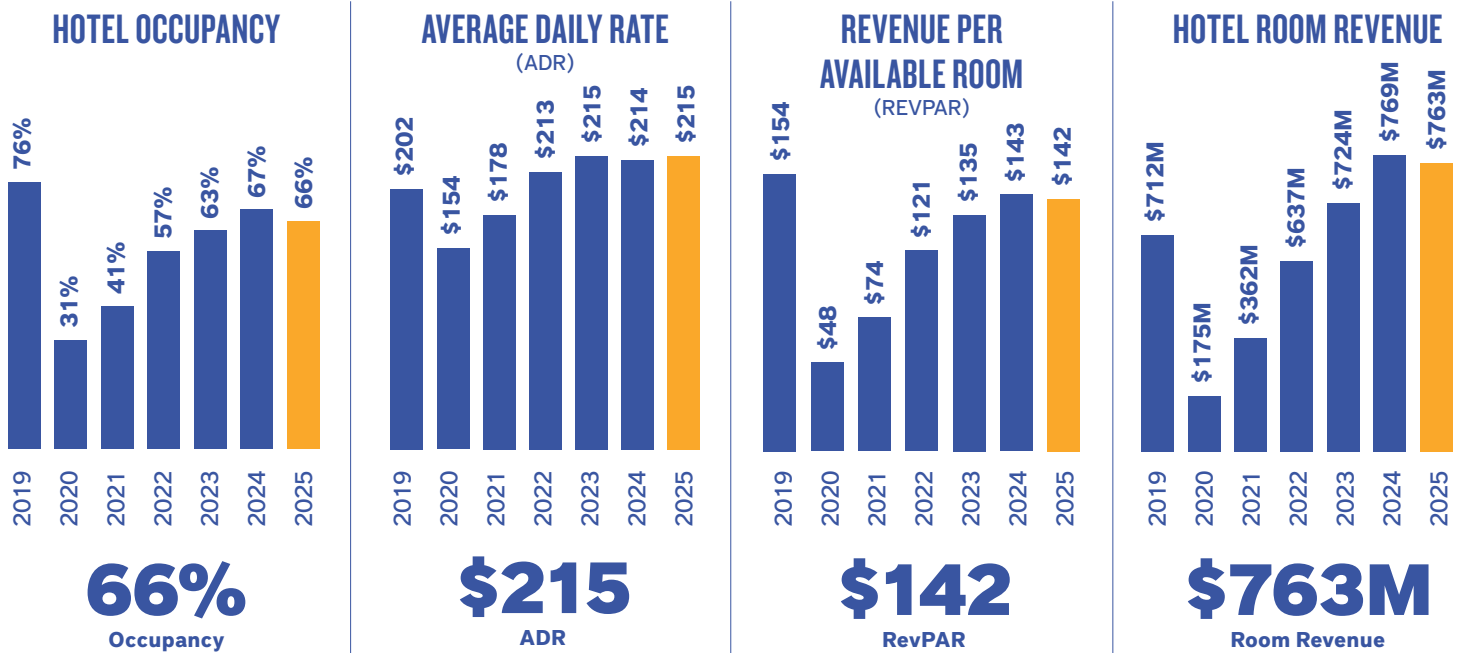
**\$24.6M**  
STATE TAX REVENUE

**VISITOR SPENDING**, visitor-supported jobs, and business sales generated \$1.1 billion in state and local (S&L) tax revenues in 2025. Each household in Greater Philadelphia would need to be taxed an additional \$670 to replace the visitor-generated S&L taxes received by Greater Philadelphia in 2025.

**THE CITY OF PHILADELPHIA GENERATED** \$419 million in S&L taxes. Each household in the City of Philadelphia would need to be taxed an additional \$627 to replace the visitor generated S&L taxes generated for the City and School District of Philadelphia in 2025.

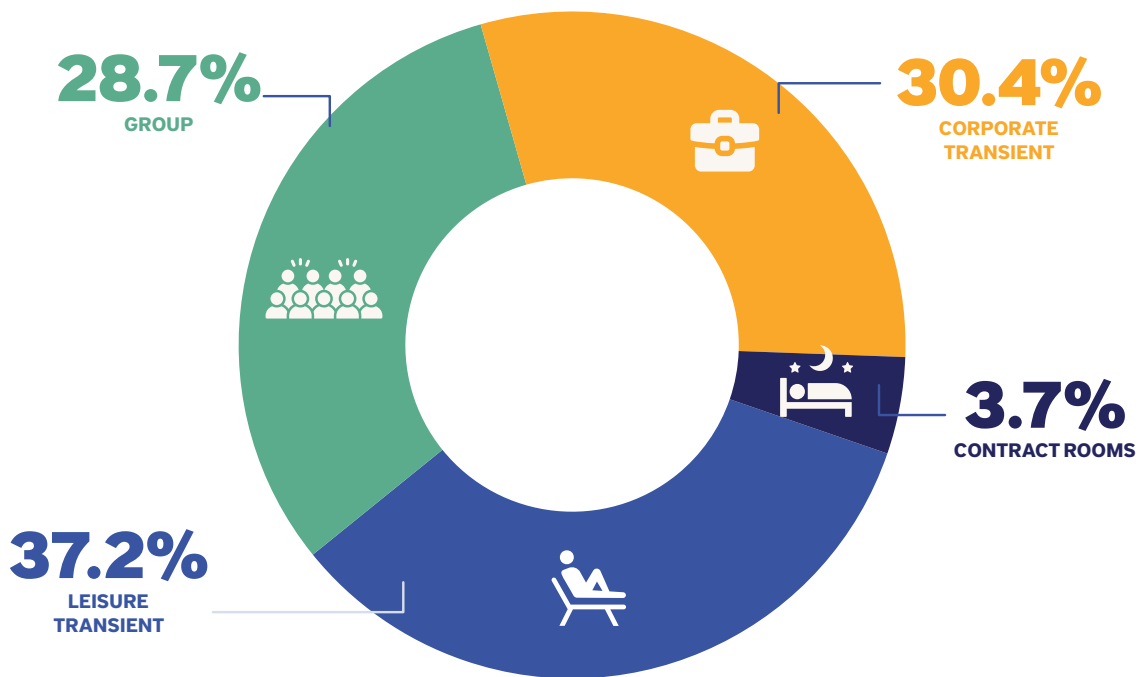
# DRIVING HOTEL ROOM NIGHTS

## 2025 CENTER CITY HOTEL PERFORMANCE DATA



## HOTEL CUSTOMER MARKET SEGMENTS

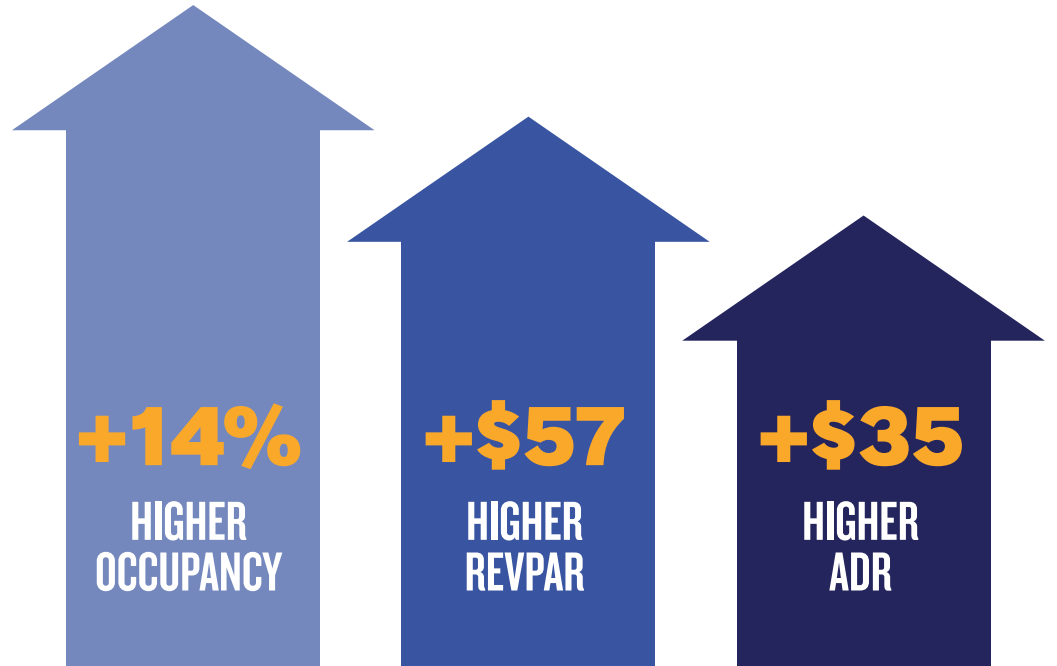
PERCENTAGE OF PHILADELPHIA TRAVEL ATTRIBUTED TO CONVENTION/MEETING COMPARED TO LEISURE (ESTIMATED)



# CITYWIDES & EVENT BOOSTS

CENTER CITY HOTELS SAW INCREASED PERFORMANCE METRICS DURING CITYWIDE CONVENTIONS VERSUS COMPARABLE DAYS WITH NO CITYWIDE CONVENTIONS.

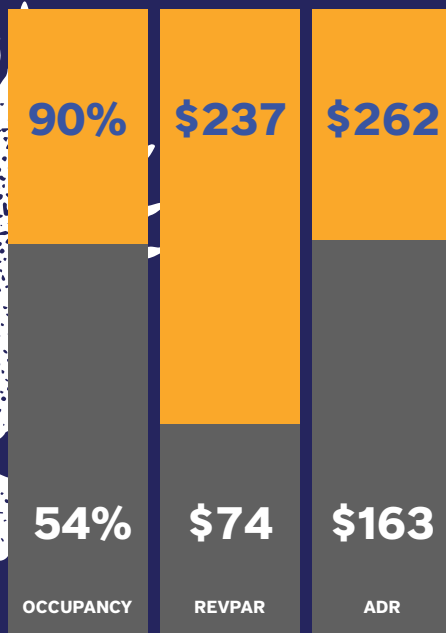
## 2025 CENTER CITY HOTEL PERFORMANCE



## IMPACT ON CENTER CITY HOTELS YOY

### PHILADELPHIA EAGLES SUPER BOWL VICTORY PARADE

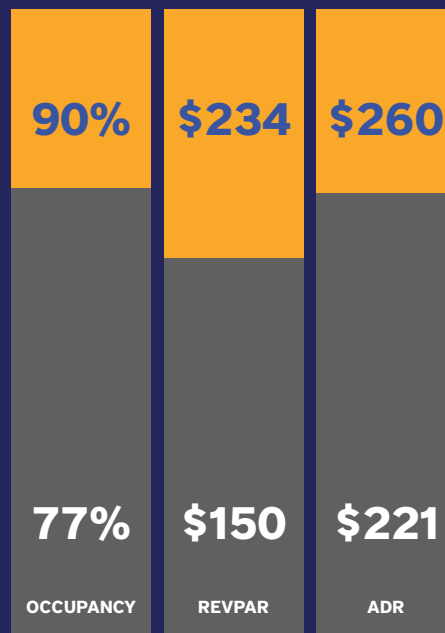
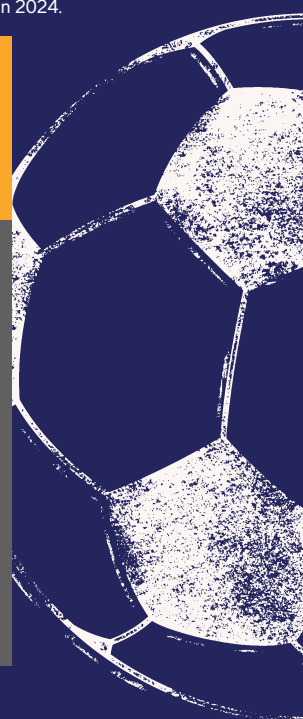
FEBRUARY 13-14, 2025



### FIFA CLUB WORLD CUP 2025™

JUNE 16, JUNE 17, JUNE 19, JUNE 21, JUNE 24, JUNE 26, JUNE 28, 2025

During the June 16–28 period, seven impact days drove significant performance gains in Center City hotels, including occupancy up 18%, demand up 17%, and average daily rate up 15% compared to the same dates in 2024.



■ 2024 ■ 2025

# SIGNATURE CITYWIDE

## ABA MARKETPLACE

January 31 - February 4, 2025

The ABA's Annual Marketplace convened group travel decision-makers in Philadelphia, driving future bookings and strengthening the city's group tour pipeline.



## CONFERENCE DIRECT ANNUAL PARTNER MEETING

March 16-20, 2025

Philadelphia hosted ConferenceDirect's Annual Partner Meeting at the Pennsylvania Convention Center and Philadelphia Marriott Downtown, welcoming more than 200 associates and partners for structured business appointments and relationship-building sessions.



# Events

## AMERICAN OCCUPATIONAL THERAPY ASSOCIATION INSPIRE 2025

April 3-5, 2025

Thousands of researchers, practitioners, educators, administrators, and students from around the country and beyond gathered at the Pennsylvania Convention Center for the premier conference of the occupational therapy industry.

## AMERICAN ASSOCIATION OF ORTHODONTISTS ANNUAL SESSION

April 25-27, 2025

The AAO Annual Session unites thousands of orthodontic professionals in Philadelphia for a weekend of evidence-based education, innovative techniques, and high-caliber networking.





# FUTURE BUSINESS BOOKED

PHLCVB BUSINESS BOOKED IN 2025 FOR FUTURE YEARS



**325**

EVENTS BOOKED BY PHLCVB FOR FUTURE YEARS



**27**

CITYWIDES BOOKED FOR FUTURE YEARS



**747,885**

ESTIMATED ATTENDEES



**634,900**

ESTIMATED ROOM NIGHTS





# PHL LIFE SCIENCES

A Division of the Philadelphia Convention & Visitors Bureau

**PHL LIFE SCIENCES** provides access to Philadelphia’s medical, nursing, and life sciences-related communities. The advisory board and nursing leadership committee are comprised of local industry leaders, advocates and innovators, and play a key role in connecting associations with the regional network for a successful meeting experience in Philadelphia.

PHL Life Sciences engages in several conventions and trade shows to promote Greater Philadelphia as a premier life sciences meetings destination.

## 2025 PHL LIFE SCIENCES EVENTS RESULTS



85

EVENTS



70,222

ATTENDEES



146,906

ROOM NIGHTS

## 2025 PHL LIFE SCIENCES BOOKING RESULTS



83

EVENTS



115,238

ATTENDEES



211,479

ROOM NIGHTS

### 2025 EVENT HIGHLIGHTS

#### NATIONAL COUNCIL FOR MENTAL WELLBEING CONFERENCE

Philadelphia welcomed NatCon25 to the Pennsylvania Convention Center, the nation's largest conference focused on mental health and substance use treatment.

#### CPHI AMERICAS

With more than 3,000 attendees in Philadelphia, CPHI created connections and inspired partnerships across the global pharmaceutical community at the Pennsylvania Convention Center.

#### THE AMERICAN SOCIETY FOR CELL BIOLOGY

Cell Bio 2025 was a joint meeting of ASCB and EMBO, where the cell biology community gathers to share science, support one another, and spark new ideas.

### BOOKING HIGHLIGHTS

#### AMERICAN ASSOCIATION FOR THE STUDY OF LIVER DISEASES | THE LIVER MEETING | 2027 & 2033

Philadelphia will host The Liver Meeting in 2027 and 2033, welcoming global leaders in hepatology for the association's premier annual scientific conference.

#### THE AMERICAN SOCIETY FOR CELL BIOLOGY ANNUAL MEETING | 2027 & 2031

Philadelphia will host approximately 9,000 scientists in both 2027 and 2031 for this international gathering focused on advancing research and discovery in cell biology.



# PHLSPORTS

A Division of the Philadelphia Convention & Visitors Bureau

For nearly 40 years, **PHL SPORTS** has brought major sporting events and conventions to Philadelphia. The PHL Sports Advisory Board, chaired by Philadelphia Eagles President Don Smolenski, is comprised of 60 sports leaders, including the city's collegiate athletic directors, professional team executives, and City officials, among many others.

PHL Sports engages these community partners to promote and position Philadelphia as one of the world's top destinations for marquee sporting events.

## 2025 PHL SPORTS EVENTS RESULTS



30

EVENTS



258,329

ATTENDEES



107,889

ROOM NIGHTS

## 2025 PHL SPORTS BOOKING RESULTS



33

EVENTS



361,050

ATTENDEES



105,561

ROOM NIGHTS

### 2025 EVENT HIGHLIGHTS

#### NCAA DIVISION I MEN'S WRESTLING CHAMPIONSHIPS

Xfinity Mobile Arena

#### TRUIST CHAMPIONSHIP - PGA TOUR

Philadelphia Cricket Club

#### SAVANNAH BANANAS' BANANA BALL WORLD TOUR

Citizens Bank Park

### BOOKING HIGHLIGHTS

#### U.S. SQUASH - 7 EVENTS IN 2026

#### NCAA CHAMPIONSHIPS

Women's Basketball Regional - 2027

Men's Lacrosse Championships - 2027

Women's Lacrosse Championships - 2027 & 2028

#### NORTHEAST VOLLEYBALL QUALIFIER 2027-2030





## FIFA CLUB WORLD CUP 2025™

Between June 16 and July 4, 2025, Philadelphia hosted eight matches of the FIFA Club World Cup with a combined total attendance of more than 346,000 fans. In a prelude to FIFA World Cup 26™, the city welcomed fans from 120 countries and all 50 states.

Some of the best and most popular club teams in the world, such as Manchester City, Real Madrid, and Palmeiras, faced off at Lincoln Financial Field. Passionate fans held rallies and gatherings at iconic sites like the Rocky Statue and City Hall, anticipating the fervor of the World Cup in 2026.



# FIFA CLUB WORLD CUP 2025™ SCHEDULE

GROUP MATCH | JUNE 16, 2025

**FLAMENGO VS. ESPÉRANCE SPORTIVE DE TUNIS**

GROUP MATCH | JUNE 18, 2025

**MANCHESTER CITY VS. WYDAD AC**

GROUP MATCH | JUNE 20, 2025

**FLAMENGO VS. CHELSEA**

GROUP MATCH | JUNE 22, 2025

**JUVENTUS FC VS. WYDAD AC**

GROUP MATCH | JUNE 24, 2025

**ESPÉRANCE SPORTIVE DE TUNIS VS. CHELSEA**

GROUP MATCH | JUNE 26, 2025

**FC SALZBURG VS. REAL MADRID**

ROUND OF 16 MATCH | JUNE 28, 2025

**PALMEIRAS VS. BOTAFOGO**

QUARTERFINAL MATCH | JULY 4, 2025

**PALMEIRAS VS. CHELSEA**



# PHL DIVERSITY

A Division of the Philadelphia Convention & Visitors Bureau

The PHLCVB was one of the first CVBs in the U.S. to establish a division highlighting the destination as a diverse, equitable, and inclusive location for meetings, events, conventions, and visitors. As it approaches its 40th anniversary, **PHL DIVERSITY** and its corresponding advisory board have been connecting meeting planners to local diverse businesses and suppliers, and to community leaders who share values and goals and can help facilitate community engagement programs or serve as speakers and experts.

## 2025 PHL DIVERSITY EVENTS RESULTS



22

EVENTS



27,426

ATTENDEES



39,616

ROOM NIGHTS

## 2025 PHL DIVERSITY BOOKING RESULTS



28

EVENTS



20,447

ATTENDEES



33,415

ROOM NIGHTS

### 2025 EVENT HIGHLIGHTS

#### ALPHA PHI ALPHA'S 98TH GENERAL CONVENTION

The first intercollegiate Greek-letter fraternity established for African American men held its 98th General Convention at the Pennsylvania Convention Center. Thousands of fraternity members were in Philadelphia for business sessions, social events, service initiatives, and much more.

#### SHPE NATIONAL CONVENTION

SHPE, the nation's largest Hispanic STEM leadership association, held its National Convention in Philadelphia, leaving a lasting impact on a new generation of future engineering professionals.

#### HBCU BATTLE OF THE LEGENDS

Sponsored by PHL Diversity and PHL Sports, the HBCU Battle of the Legends at Lincoln Financial Field was a showdown between Delaware State and Norfolk State, who are coached by Philadelphia Eagles legends DeSean Jackson and Michael Vick, respectively.

### BOOKING HIGHLIGHTS

#### CENTER FOR BLACK EDUCATOR DEVELOPMENT | 2028-2030

Following the success of previous meetings, the organization will continue its commitment to Philadelphia with events scheduled from 2028 through 2030.

#### UNION FOR REFORM JUDAISM (URJ) BIENNIAL NATIONAL CONVENTION | 2026

Philadelphia will host the 2026 URJ Biennial Convention, bringing Reform Jewish leaders, clergy, and congregational representatives from across North America together for education, dialogue, and community engagement.

# GLOBAL TOURISM

## DRIVING INTERNATIONAL TOURISM TO PHILADELPHIA

The PHLCVB Global Tourism team is dedicated to increasing Philadelphia's position as a leading destination for international visitors and domestic group tours in partnership with 10 in-market representation offices.

### PHLCVB'S 10 INTERNATIONAL OFFICES











1. AUSTRALIA
2. CANADA
3. CHINA
4. FRANCE
5. GERMANY/AUSTRIA/SWITZERLAND
6. INDIA
7. ITALY/SPAIN
8. NETHERLANDS/BELGIUM
9. SCANDINAVIA
10. UK/IRELAND

## 1 MILLION INTERNATIONAL VISITORS

Overall, 2025 international visitation reflects broader global headwinds, with Philadelphia showing resilience in overseas markets and growth from Mexico, China, and India, despite a sharper decline in Canada.

## 2025 INTERNATIONAL VISITATION RESULTS

### VISITORS (IN THOUSANDS)

 Canada	411.9K   -23.3% ▼
 United Kingdom	84.1K   -11.1% ▼
 India	64.6K   3.4% ▲
 Germany	42.0K   -23.7% ▼
 China	34.2K   5.1% ▲
 France	30.9K   -7.3% ▼
 Mexico	26.0K   8.3% ▲
 Italy	23.2K   -1.9% ▼
 Ireland	18.8K   -17.0% ▼
 Spain	18.2K   -1.7% ▼

### TOP FIVE MARKETS BY TOTAL SPEND

 Canada	\$185.3M
 United Kingdom	\$55.9M
 India	\$51.7M
 Germany	\$32.4M
 China	\$32.4M

### TRAVEL TO PHILADELPHIA 2025 vs 2024

All International	-13.8% ▼
Overseas	-6.5% ▼
Canada	-23.3% ▼
Mexico	+8.3% ▲

Philadelphia's international visitation decline is largely tied to Canada (-40% of total volume), which saw the sharpest drop, while other markets were more stable and some even grew, broadly aligning with national trends.

# ECONOMIC IMPACT OF INTERNATIONAL VISITORS IN 2025



## INTERNATIONAL VISITORS STAY LONGER AND SPEND MORE

On average, international visitors to Philadelphia stayed **2.9 DAYS LONGER AND SPENT \$423 MORE PER TRIP** THAN DOMESTIC VISITORS.



# GLOBAL TOURISM SALES ACTIVITIES

NEARLY 450 MEETINGS HELD DURING  
44 SALES EVENTS ACROSS 16 COUNTRIES



## BUILDING 2026 DEMAND

At U.S. Travel Association's IPW 2025 in Chicago, the PHLCVB elevated Philadelphia's global profile as a premier destination through more than 120 appointments with international tour operators, dozens of meetings with foreign media and a packed Pennsylvania reception.

## LAUNCHING NEW INTERNATIONAL FLIGHTS

PHLCVB's Global Tourism team actively supported the development of new nonstop flights to Mexico City, Mexico; Edinburgh, Scotland; and Milan, Italy; strengthening the airport's international network and reinforcing Philadelphia's role as a global gateway.



Partnering with Aeromexico's in-market sales team for its first-ever sales mission to Mexico, the PHLCVB engaged nearly 150 stakeholders across three cities, positioning Philadelphia for increased bookings and long-term market growth.

# PHILADELPHIA



## EAST COAST MISSION: DOWN UNDER

Joining The Countryside of Philadelphia, Boston and Washington D.C. During the East Coast USA mission, Philadelphia took center stage in Brisbane and Sydney, Australia by securing prime out-of-home (OOH) placements and creating a powerful in-market hometown connection through a Philadelphia Eagles collaboration featuring Australian native, Jordan Mailata.



## BRAND USA MEGAFAM FINALE DESTINATION

Highlighting the city's strong transatlantic connectivity and airline partnerships, Philadelphia hosted more than 120 of the UK and Europe's top-performing travel agents and leadership from American Airlines, British Airways, and Aer Lingus for the 10th Anniversary Brand USA MegaFAM Finale.

# GLOBAL TOURISM AT-A-GLANCE

**44**

**TRADESHOWS AND SALES MISSIONS**

in 16 countries across Europe, North America, and Asia Pacific

**1,057**

**PHLCVB PARTNER REFERRALS**

**700+**

**QUALIFIED INTERNATIONAL TRADE LEADS**

**233**

**TRAVEL TRADE PARTNERS**

from 17 countries were hosted during 29 high-value FAMs

**120+**

**PHLCVB PARTNERS FEATURED**



## INTERNATIONAL TOURISM SUMMIT

**140+**

**PARTNERS**

including 23 Pennsylvania DMO attendees, convened at the first post-pandemic International Tourism Summit.







MICHELIN

2025

NORTHEAST  
CITIES

PHLCVB  
Philadelphia Convention  
& Visitors Bureau

DESTINATION  
PARTNER

# MICHELIN GUIDE NORTHEAST CITIES EDITION DEBUTS IN PHILADELPHIA

**THE PHLCVB WAS THE OFFICIAL  
DESTINATION PARTNER FOR THE  
GUIDE AND HOST PARTNER FOR  
THE CEREMONY.**

In 2025, Michelin announced that Philadelphia restaurants would not only be considered for inclusion in their 2025 MICHELIN Guide Northeast Cities edition for the very first time, but that the city would host the ceremony, welcoming top chefs from across the nation.

Held at the Kimmel Center for the Performing Arts, Michelin awarded Philadelphia restaurants their first MICHELIN Stars and other honors. Philadelphia chefs and restaurants garnered 35 MICHELIN accolades, including three One MICHELIN Star (Her Place Supper Club, Friday Saturday Sunday, and Provenance), plus multiple Bib Gourmands for quality and value, MICHELIN Recommended, and a MICHELIN Green Star for sustainability. Philadelphia and Boston joined U.S. dining destinations Chicago, New York City, and Washington, D.C. as destinations featured in the guide.





# DRIVING VISIBILITY.

## *Delivering Impact.*

In 2025, PHLCVB's integrated domestic and international advertising strategy delivered broad, targeted visibility across digital, streaming, audio, and industry media platforms. Campaign placements generated strong engagement, exceptional video performance, and sustained reach among meeting planners and international travel audiences, reinforcing Philadelphia's position in priority domestic and international markets.

### PERFORMANCE HIGHLIGHTS

**7.4 MILLION**

Paid media impressions across digital, video, and programmatic channels

**5.8 MILLION**

Global impressions from Summer 2025 streaming campaigns in Canada and UK

**1.99% CTR**

Digital campaigns drove strong qualified traffic to PHLCVB website

**857,000+**

OTT, CTV, and audio impressions, extending reach across premium streaming and audio platforms targeting planners outside of traditional channels.

### HIGH VALUE AUDIENCES

Campaigns reached planners and decision makers in major markets including Atlanta, Chicago, Washington D.C and Houston



## INTERNATIONAL SPOTLIGHT

### CANADA “YOU’LL LOVE IT HERE” CAMPAIGN

“You’ll Love It Here” reengaged Canadian travelers by featuring Canadians who live and thrive in Philadelphia, reinforcing the city as welcoming, accessible, and worth the trip. The six-week streaming campaign delivered over 4 million video starts and achieved a 97% completion rate, exceeding OTT benchmarks across priority Canadian markets.



## MEETINGS AND CONVENTIONS SPOTLIGHT

### EAGLES WIN ADVERTISING BLITZ

Following the Philadelphia Eagles’ 2025 Super Bowl victory, the PHL CVB launched a rapid-response advertising campaign celebrating the city’s championship spirit. The campaign -- “Philadelphia. Host Like a Championship.” -- leveraged the national spotlight to position Philadelphia as a premier destination for meetings and major events.

Targeted digital placements across leading meetings industry publications and the Atlanta, Chicago and DC Business Journals connected the excitement of the Eagles’ win with the city’s proven ability to host world-class conventions, sporting events, and celebrations.

# PHLCVB ACTIVATIONS

## PCMA CONVENING LEADERS 2025

Guests who visited the PHLCVB's booth at PCMA Convening Leaders 2025 in Houston, TX, customized hats with Philadelphia themed patches.



## PCMA EDUCON 2025

The PHLCVB made a splash in Louisville, KY during PCMA EduCon with a takeover of digital screens in the airport and swarms of wrapped cars during key events.

# ANNUAL PUBLICATIONS

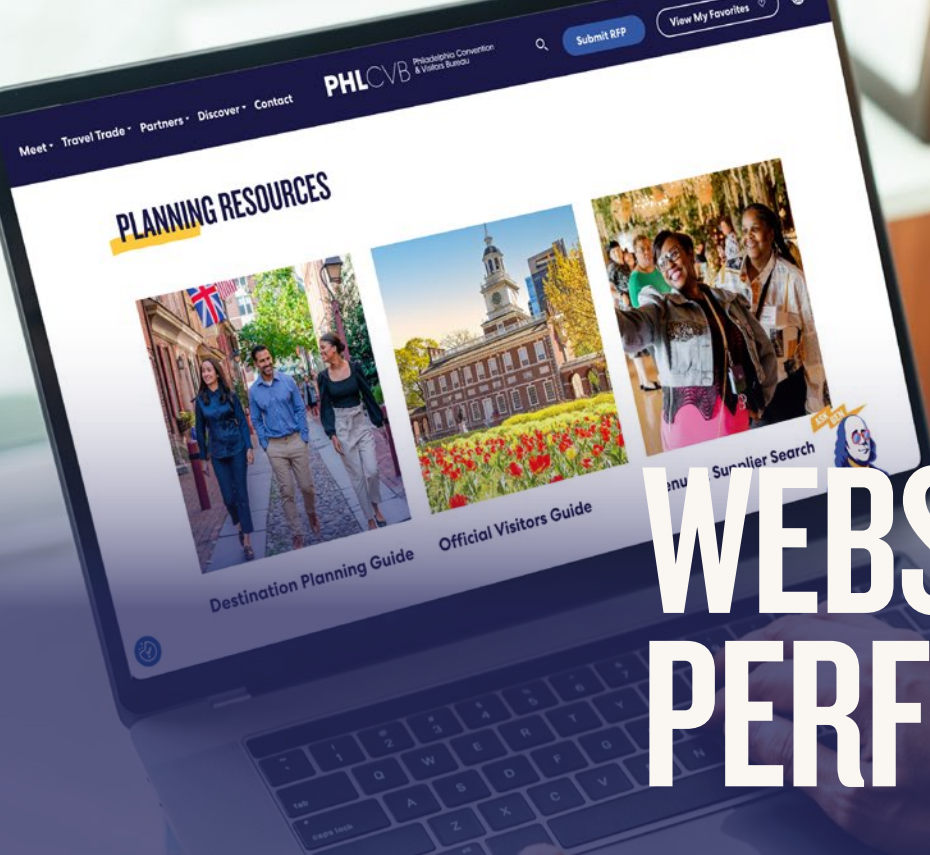


## 2025 PHILADELPHIA OFFICIAL VISITORS GUIDE

50,000 copies distributed at Philadelphia Visitor Centers, partner hotels, and Pennsylvania rest areas.

## 2025 PHILADELPHIA DESTINATION PLANNING GUIDE

The digital-only guide was available on the PHLCVB website. The guide received 31,000+ views with 1,372 unique visits and 1,141 downloads.



# WEBSITE PERFORMANCE

## WEBSITE TRAFFIC

**100,126**

TOTAL UNIQUE VISITORS

**511,967**

TOTAL PAGEVIEWS

## ENGAGEMENT

**1 MINUTE**

PER SESSION  
33.7% INCREASE YOY

**3.52**

PAGEVIEWS PER SESSION  
79% INCREASE YOY

**74%**

ENGAGEMENT RATE  
17.8% INCREASE YOY

## GEOGRAPHICS

### TOP CITIES:

Philadelphia  
New York  
Washington, D.C.  
Boston  
Chicago

### TOP COUNTRIES:

United States  
UK  
India  
Canada  
China



# SOCIAL PERFORMANCE

## STATISTICS AT-A-GLANCE

**86.1 MILLION**

TOTAL IMPRESSIONS  
37% INCREASE YOY

**15**

ACCOUNTS

**4**

COUNTRIES & LANGUAGES

**604,985**

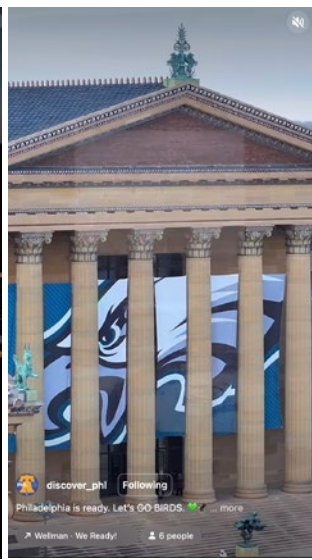
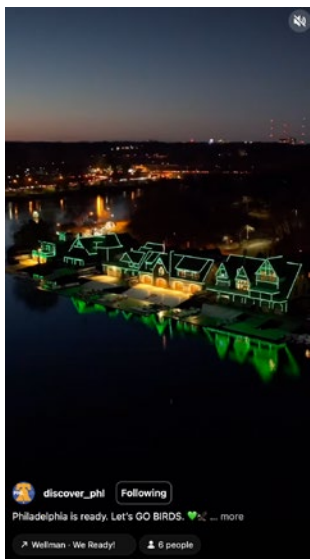
TOTAL FOLLOWERS IN 2025

**77,487**

TOTAL AUDIENCE GROWTH  
13% INCREASE YOY

**22.5 MILLION**

TOTAL VIDEO VIEWS  
43% INCREASE YOY



### CONTENT HIGHLIGHT: EAGLES SUPER BOWL DRONE VIDEOS

#### ACROSS PLATFORMS

- 9.3 MILLION VIDEO VIDEOS
- 637,959 TOTAL ENGAGEMENTS



# 2025 PHLCVB *Events*

## 2025 TOURISM OUTLOOK WITH VISIT PHILADELPHIA

**APRIL 30, 2025**

The 2025 Tourism Outlook with the PHLCVB and Visit Philadelphia once again brought together hundreds of regional tourism leaders, partners, and stakeholders at the newly renovated Bellevue Hotel for an afternoon of insights and collaboration.

The PHLCVB showcased impressive 2024 business and international leisure data, highlighting the positive trajectory of travel to Philadelphia. The afternoon's program was rounded out by a panel of tourism leaders from the surrounding counties who provided additional updates and news on several transformational projects that will shape Philadelphia's future.

## PHLCVB ANNUAL LUNCHEON

**NOVEMBER 24, 2025**

The 2025 PHLCVB Annual Luncheon welcomed more than 900 members of the region's hospitality, tourism, business, and civic community to the Pennsylvania Convention Center to celebrate the partnerships that power the work ahead with the theme United for '26. The second annual silent auction, featuring prizes generously donated by PHLCVB partners, raised more than \$31,000 for the PHLCVB Foundation, surpassing 2024's funds raised.

The Luncheon benefits the Foundation, which supports activities that promote Philadelphia as a top-tier destination, hospitality education programs, and legacy projects that benefit the local community.

# PHLCVB PARTNERSHIP PROGRAM

## STRENGTHENING CONNECTIONS, DRIVING BUSINESS

In 2025, the PHLCVB Partnership Program continued to strengthen connections across Philadelphia’s hospitality and tourism community. Bringing together hotels, venues, restaurants, attractions, and service providers, the program fosters collaboration and shared success.

Through marketing visibility, business development opportunities, and alignment with PHLCVB initiatives, the program supports partners in reaching new audiences and growing their impact. At its core, the Partnership Program is designed to connect Philadelphia’s tourism industry with the shared goal of advancing Philadelphia as a premier destination for meetings, conventions, and tourism.

### 2025 PERFORMANCE SNAPSHOT

821

TOTAL PARTNERS  
33.7% INCREASE YOY

121

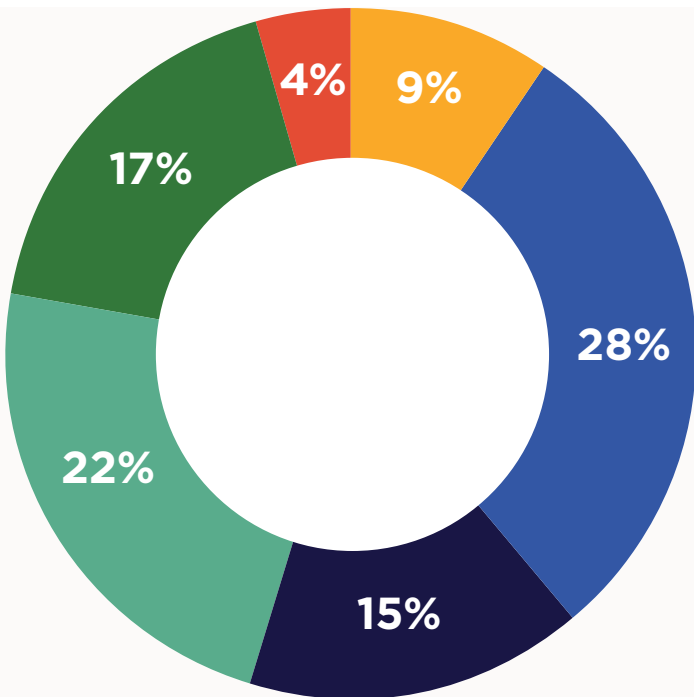
NEW PARTNERS  
ADDED

88%

PARTNER RETENTION  
RATE

\$817,050

PARTNER REVENUE  
GENERATED



#### INDUSTRY MIX

- Hotels
- Restaurants
- Attractions
- Event venues
- Meeting services
- Industry trade partners

#### PARTNER ENGAGEMENT & INDUSTRY PROGRAMMING

In 2025, PHLCVB prioritized partner engagement through a dynamic calendar of events delivering business insights, networking opportunities, and industry intelligence. Across six signature events, participation remained strong.

- FEBRUARY** Lunch and Learn: Beyond the Convention
- APRIL** New Partner Happy Hour
- MAY** Phillies Tailgate
- JUNE** International Tourism Summit
- NOVEMBER** PHLCVB Annual Luncheon
- DECEMBER** Preparing for 2026



## PENNSYLVANIA CONVENTION CENTER

# REDEFINING THE CONVENTION CENTER EXPERIENCE THROUGH SUSTAINABILITY, ACCESSIBILITY, AND INNOVATIVE UPGRADES

The Pennsylvania Convention Center remains committed to being an innovative, sustainable, and accessible facility, providing a welcoming and inclusive environment for all guests. Through the following projects, the Center has redefined the experience of convention center events.

### DIGITAL SIGNAGE PROJECT (PHASE 1)

At the end of 2025, the Center completed the first phase of its digital signage project. Phase 1 included the installation of a 79-foot-wide digital ribbon that welcomes guests in the Broad Street Atrium, three 28-foot-high vertical screens that create a cathedral-like experience as guests ascend to the upper floors, and curved screens at key intersections that wrap around the walls. The project was designed to elevate signage, simplify wayfinding, and expand on-site advertising opportunities, and when completed, the project will be the most extensive display of digital assets within a convention center space in the United States.

### SENSORY ROOM RENOVATIONS

In 2025, the Center started the process of converting one of its meeting rooms into a sensory room. The specially designed room will provide neurodivergent event customers and staff with a calming and controlled sensory-focused environment to help regulate emotions, reduce stress, and create a therapeutic experience.

### SAGE CERTIFICATION FOR ACCESSIBILITY

In April 2025, the Pennsylvania Convention Center was the first convention center in the United States to become Sage Certified. The certification, which was facilitated by Accessible Travel Solutions (formerly Sage Inclusion), affirms that the Center meets accessibility standards for individuals, with mobility, visual, hearing, cognitive, and allergy-related disabilities.



# PENNSYLVANIA CONVENTION CENTER SUSTAINABILITY AT THE PENNSYLVANIA CONVENTION CENTER

The Pennsylvania Convention Center remains committed to reducing the environmental impact of its operations and services by incorporating the use of equipment, technology, and products that are designed to lessen negative impacts, while providing health, clean, and efficient facility operations.



## CERTIFICATIONS AND AWARDS

In 2025, the Pennsylvania Convention Center earned recertifications for the Leadership in Energy and Environmental Design (LEED®) v4.1 Operations + Maintenance (O+M): Existing Buildings Silver certification; Events Industry Council (EIC) Sustainable Event Standards for venues; and the Global Biorisk Advisory Council (GBAC) STAR accreditation.

Additionally, the facility was recognized as one of Greater Philadelphia's 50 most community-minded companies by the Chamber of Commerce for Greater Philadelphia and Points of Light as part of the Civic 50 Greater Philadelphia.

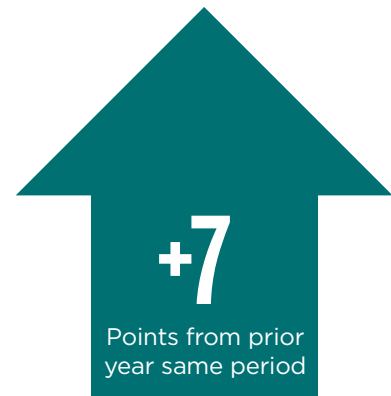
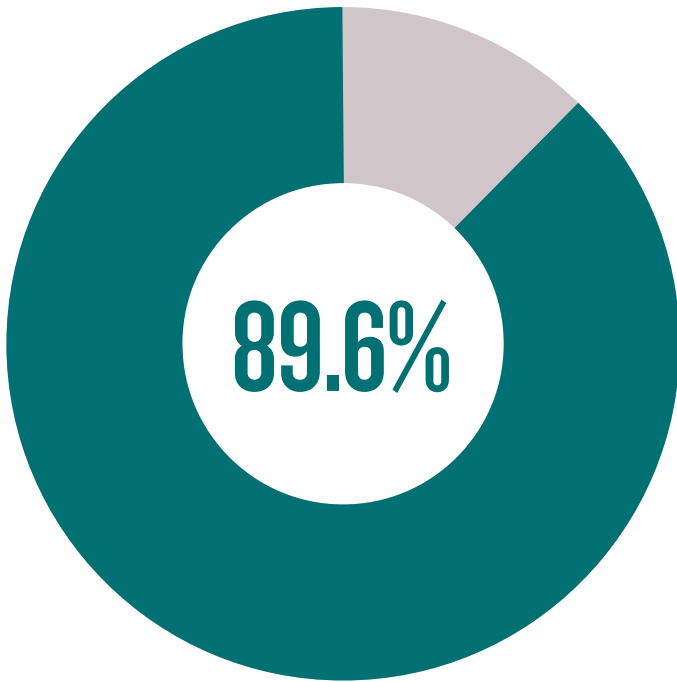
## SUSTAINABLE EVENTS

In 2025, the Pennsylvania Convention Center hosted 14 sustainable events, and supported their waste sorting, recycling, and utility usage and waste diversion tracking.

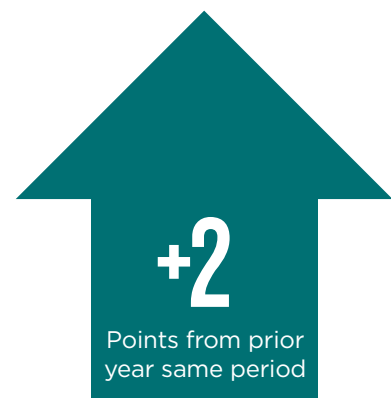
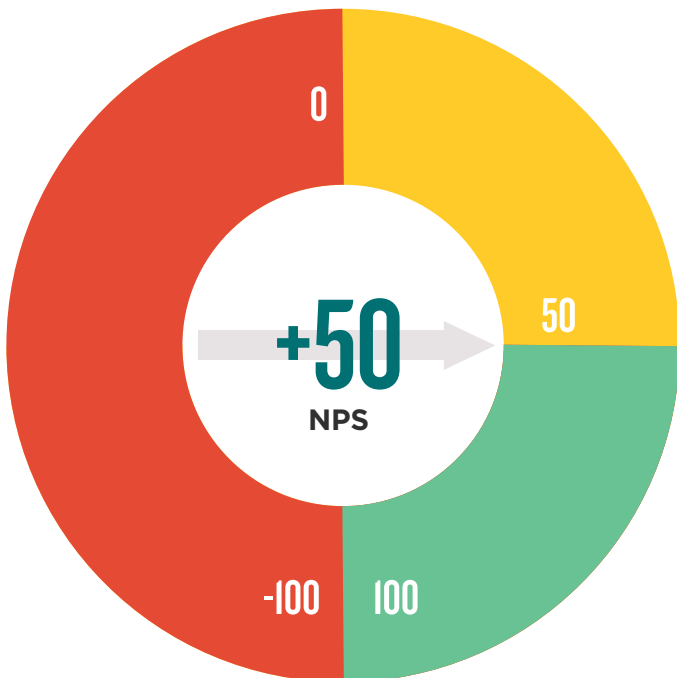
Additionally, the Center partnered with 11 events to donate more than 1,400 items, including furniture, clothing, games, stationery, and classroom essentials to local nonprofit and charitable organizations and schools.

# EXPERIENCE CUSTOMER FEEDBACK

CUSTOMER SATISFACTION SHOW MANAGEMENT | FY26 JULY 2025 - DECEMBER 2025



**RANKING:**  
**VERY GOOD**



**RANKING:**  
**BEST IN CLASS**





## PENNSYLVANIA CONVENTION CENTER

# STRATEGIC PARTNERSHIPS

## PHILADELPHIA CONVENTION AND VISITORS BUREAU AND THE PENNSYLVANIA CONVENTION CENTER UNVEIL STRATEGIC ALLIANCE SALES MODEL

In August 2025, the Philadelphia Convention and Visitors Bureau and the Pennsylvania Convention Center announced a new Alliance Sales Model — a collaborative initiative that streamlines sales operations to deliver a more unified, efficient, and client-focused experience for Pennsylvania Convention Center customers.

Previously, the PHLCVB's role was to sell the Pennsylvania Convention Center for long-term, citywide events. Under this enhanced model, the PHLCVB will assume full responsibility for all sales activity at the Convention Center.



**152**  
TOTAL EVENTS



**906,542**  
TOTAL ATTENDEES



## PENNSYLVANIA CONVENTION CENTER HOSPITALITY INDUSTRY ADVANCEMENT TRUST

The Pennsylvania Convention Center's Hospitality Industry Advancement Trust (HIAT) Fund is a partnership with labor organizations responsible for providing show floor labor to facility customers. In 2025, more than \$200,000 was contributed to the fund in support of labor training on skills, safety, and hospitality. Over the course of the year, eight training sessions were conducted for 546 union members.





# PENNSYLVANIA CONVENTION CENTER COMMUNITY IMPACT

Giving back to the community is at the heart of what we do at the Pennsylvania Convention Center. In 2025, the Center led and participated in several initiatives that help make a positive and meaningful impact in the Greater Philadelphia region

## PENNSYLVANIA CONVENTION CENTER AUTHORITY SCHOLARSHIP FOR TEMPLE UNIVERSITY HOSPITALITY MAJORS

In November 2025, the Pennsylvania Convention Center Authority launched a partnership with Temple University to fund a new scholarship program for undergraduate students seeking management degrees in hospitality at the university's School of Sports, Tourism, and Hospitality Management (STHM). The new partnership - which includes a \$200,000 endowment - represents a more than \$300,000 commitment from the PCCA over the next four years to provide impactful scholarships for students pursuing degrees in hospitality management.

As a major driver of the region's hospitality economy -- attracting meeting, convention, trade show, and other event attendees from around the world - the convention center recognized that partnering with Temple to help cultivate future leaders was a natural extension

of its overall mission. Through this scholarship program, the PCCA hopes to remove some of the financial barriers - and post-graduation debt - that could prevent students from pursuing a degree in hospitality.

## PHLCARES

In 2019, the Pennsylvania Convention Center Authority joined with other community leaders to spearhead the creation of PHLCares, a business-led initiative that invests in solutions to address chronic street homelessness in the City of Philadelphia. The charitable organization is rooted in the belief that local companies and the hospitality sector have both a moral and a business imperative to support efforts to identify and help fund initiatives that provide long-term, sustainable solutions to end homelessness.

Rather than provide temporary shelter, the programs funded by PHLCares seek to give individuals and families the wrap-around services, skills, and tools needed to achieve long-term housing stability. To date, PHLCares has made three major donations and plans to make a fourth donation in 2026.



**70**  
**TOTAL CONTRIBUTING  
BUSINESSES**



**\$2M**  
**IN FUNDS RAISED**

Since its inception, more than **70 businesses**, hospitality organizations, and individuals have contributed to the mission of PHLCares. To incentivize community support, the Pennsylvania Convention Center Authority has pledged to match any donation, dollar for dollar.

In 2025, PHLCares raised \$519,000, bringing the total amount of fundraising to more than **\$2 million**. For more information or to help support this important initiative, please visit [PHLCares.com](https://phlcares.com).



## **DOING BUSINESS WITH THE PENNSYLVANIA CONVENTION CENTER**

Hosted 95 attendees at three events in the Doing Business with the Pennsylvania Convention Center series. The mission of the series is to provide equal opportunity and access for all contractors, subcontractors, vendors, and suppliers to the economic benefits generated by business opportunities with the Pennsylvania Convention Center

### **ACTIONABLE RESULTS SERIES: EDUCATION AND ACCESS**

Launched a new initiative to provide small, local, and diverse business owners with supplier diversity education on the “how tos” of scaling their business as well as access to valuable resources.

Established a partnership with Longview Strategic to provide grants up to \$5,000 to assist eligible businesses receive their diverse certification.

### **VOLUNTEERISM**

Strengthening the community through volunteerism. In 2025, members of the Pennsylvania Convention Center team donated food, baby items, and toys, gardened, served Thanksgiving dinner, and decorated for the holidays in an effort to provide those in need with supplies and support.

#### **COMMUNITY PARTNERSHIPS INCLUDED:**

Philabundance, Methodist Services, Bright Hope Baptist Church, Philadelphia Academies, Inc., and the Salvation Army.

## PENNSYLVANIA CONVENTION CENTER

# LEGENDS GLOBAL

Legends Global is the premier partner to the world's greatest live events, venues, and brands. We deliver a fully integrated solution of premium services, including feasibility & consulting, owner's rep, sales, partnerships, venue management, hospitality, merchandise, and content & booking. Through our white-label approach, we keep our partners front and center while leveraging the power of our global network: over 450 venues, 20,000 events, and 165 million guests annually. To learn more, visit us at [www.LegendsGlobal.com](http://www.LegendsGlobal.com) and follow us on LinkedIn and Instagram.

The Legends Global Acts Foundation is Legends Global's corporate responsibility platform committed to strengthening communities and investing in people. The foundation reflects the company's commitment to fostering equity by expanding access to higher education and meaningful career exposure in the communities served by Legends Global-managed venues.

# PENNSYLVANIA CONVENTION CENTER AUTHORITY BOARD OF DIRECTORS

**DAVID A. NASATIR, ESQ.**  
Chair of the Board

**MALIK STATEN**  
Vice Chair of the Board

**FRANK P. BUZYDLOWSKI, ESQ.**  
Chair of the Administration & Management Committee

**MARK H. DAMBLY**

**COMMISSIONER ROBERT J. HARVIE, JR.**

**ELIZABETH PREATE HAVEY, ESQ.**

**JOSEPH HILL**

**GEORGE T. KENNEY, JR.**  
Chair of the Capital Improvements Committee

**RICHARD A. LAZER**

**COMMISSIONER JOSHUA MAXWELL**

**SECRETARY URI MONSON**  
Secretary of the Budget Commonwealth of Pennsylvania

**RONALD PAPA**

**JOANNE PHILLIPS, ESQ.**  
Chair of the Legal Affairs Committee

**ZACHARY REBER**  
Special Advisor to the Secretary of the Budget Commonwealth of Pennsylvania

**MARTIN J. SOBOL, ESQ.**  
Chair of the Customer Satisfaction Committee

**HONORABLE MARK F. SQUILLA**  
Chair of the Finance Committee

**COMMISSIONER JAMILA H. WINDER**  
Chair of the Diversity and Inclusion Committee



# PENNSYLVANIA CONVENTION CENTER

DUNKIN' DONUTS

MARKET EAST STATION

MARKET EAST STATION

# PENNSYLVANIA CONVENTION CENTER IN THE NEWS

Pennsylvania Convention Center Enhances Visitor Experience with Siemens

**SMART BUILDING MAGAZINE**

Pennsylvania Convention Center Debuts New Executive Boardroom Meeting Space

**EXHIBITOR ONLINE**

**VENUES & DESTINATIONS**

**Pennsylvania Convention Center Debuts New Executive Boardroom Meeting Space**

1/29/2025

PHILADELPHIA, PA - The Pennsylvania Convention Center hosted a ribbon cutting for its newly constructed, high-end executive boardroom meeting space to meet the needs of corporate customers. The \$2.25 million capital project entailed the conversion of underutilized space in the facility that boasts impressive views of the city into one of the largest boardroom meeting spaces in the region.

“We have a number of customers who host board meetings in conjunction with their annual conferences and trade shows,” said John McNichol, President and CEO of the Pennsylvania Convention Center Authority. “While we have a wide range of customizable meeting rooms and exhibit hall spaces, we felt that a high-end, conference room would really enhance the customer experience and provide a state-of-the-art option for hosting executive meetings. Very few convention centers offer a conference room meeting space of this caliber, and we believe it sets us apart from other facilities while enhancing our ability to attract corporate clients.”

OIC Philadelphia Receives \$1.125 Million Contribution from the Pennsylvania Convention Center Authority

**OIC PHILADELPHIA**

Pennsylvania Convention Center Sets a National Example with Smart, Sustainable Upgrades

**FACILITIES.NET**

**Pennsylvania Convention Center Sets a National Example with Smart, Sustainable Upgrades**

Case study: Through a \$15 million modernization led by Siemens, the Pennsylvania Convention Center cuts energy use, boosts resilience and enhances visitor experience. August 5, 2025

By FacilitiesNet Staff

GREEN

Tourism has long been a key economic driver for Philadelphia—which is the sixth largest city in the U.S. and designated as a UNESCO World Heritage City.

The Pennsylvania Convention Center (hereinafter Center), located in the heart of the Center City Philadelphia, serves as one of the City’s pillars in supporting the conventions and meetings industry. With typical visitor traffic



## **PENNSYLVANIA CONVENTION CENTER**

# **AWARDS & RECOGNITION**

**Chamber of Commerce for Greater Philadelphia Civic 50 Honoree**  
Pennsylvania Convention Center

**Philadelphia Business Journal 2025 Power 100**  
John McNichol, President and CEO, PCCA

**City and State Fifty Over 50**  
Dominique Bonds, Director of Engagement, Legends Global

**Legends Global 2025 Communications Collaboration Award  
and 2025 Unsung Hero Award**  
Jude-Anne Phillip, Director of Marketing and Communications, Legends Global

## **STAYING SOCIAL AND ENHANCING ENGAGEMENT**

**FOLLOWERS:**  **18.5K**  **6.2K**  **5.1K**  **3.4K**

# PHLCVB AWARDS &

# Recognition

## DESTINATION AWARDS

### Groups Today

2025 Destination of the Year: United States

### Smart Meetings

Smart Stars 2025 Best Sporty CVB

### Prevue Magazine Visionary Awards 2025

Best CVB/DMO Meeting & Incentive Planner

Support by Region - Northeast/  
Mid-Atlantic - Bronze

### 2025 USA TODAY

10Best Readers' Choice Awards

Most Walkable City to Visit

## COMMUNICATIONS AND MARKETING AWARDS

### Philadelphia Chapter of the Public Relations Society of America 2025 Peppercorn Awards

Special-Purpose Publications - First Place: 2025

Philadelphia Destination Planning Guide

AI Communications - First Place: Ask Ben

## 2025 VIDDY AWARDS

You'll Love It Here: A Canadian Welcome to  
Philadelphia (*PLATINUM*)

Most Walkable City  
(*HONORABLE MENTION*)

Philadelphia Eagles Super Bowl  
Hype Video (*GOLD*)

## 2025 MARCOM AWARDS

2025 Philadelphia Official  
Visitors Guide (*GOLD*)

2025 Philadelphia Destination  
Planning Guide (*GOLD*)

Meetings Then & Now:  
Celebrating 250 Years of Historic Meetings  
(*PLATINUM*)

### GREGG CAREN PRESIDENT & CEO

The City & State Pennsylvania  
2025 Government Relations 100

Philadelphia Business Journal 2025 Power 100

The City & State Pennsylvania 2025 Trailblazers in  
Economic & Workforce Development

### LANA RENDÓN PHL LIFE SCIENCE & DIVERSITY SPECIALIST

The City & State Pennsylvania 2025  
40 Under 40

### JOHN RYAN SENIOR MANAGER, DIGITAL CONTENT

2025 eTourism Emerging Tourism Star

### SHEILA ALEXANDER-REID EXECUTIVE DIRECTOR, PHL DIVERSITY

The City & State Pennsylvania  
2025 Black Trailblazers

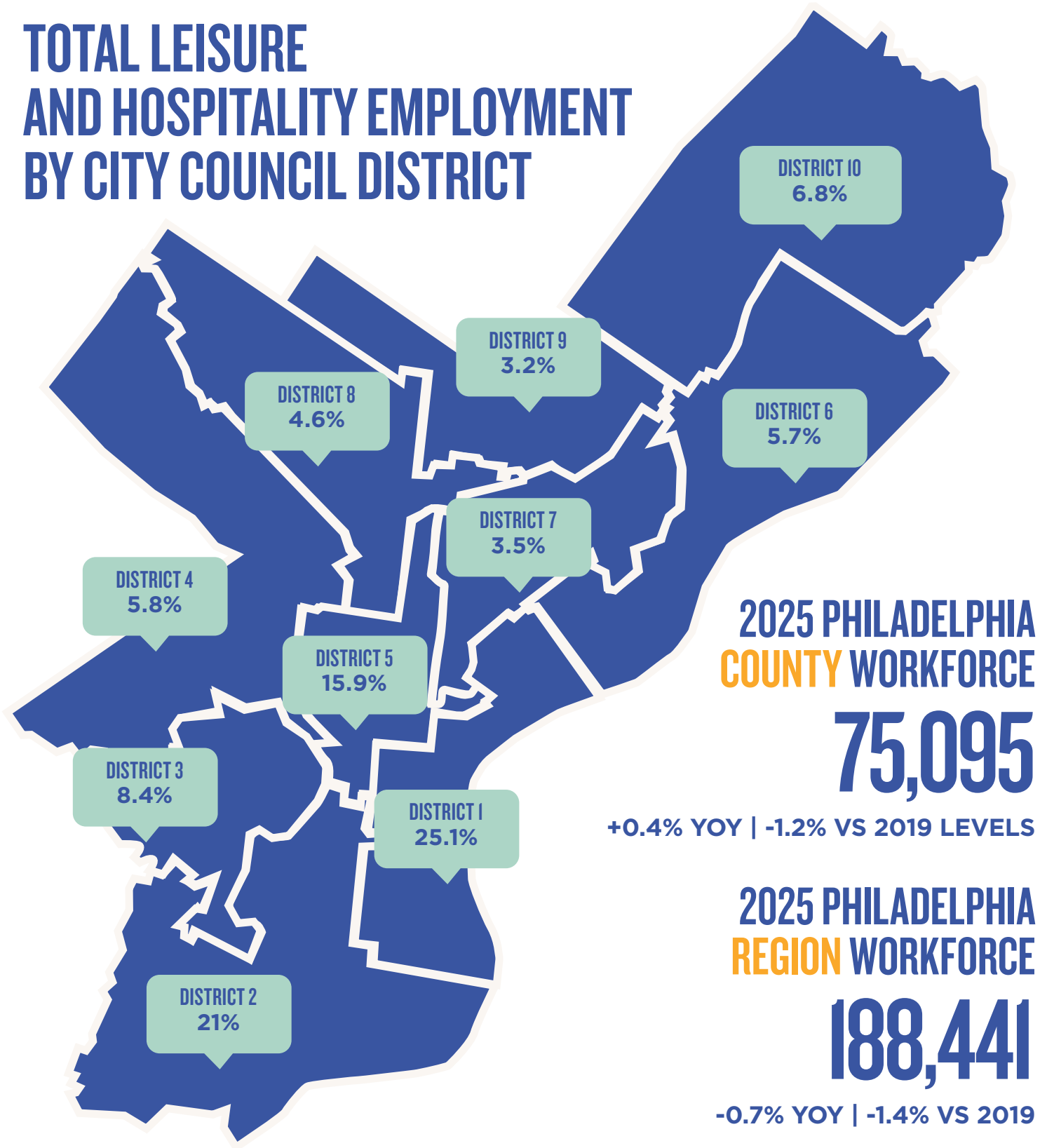
Philadelphia Business Journal Diversity  
in Business Awards 2025

Philadelphia Gay News 2025  
Most Influential LGBTQ+ Leaders

### AMY & LARRY NEEDLE EXECUTIVE DIRECTOR, PHL SPORTS

2025 PPRA Gold Medal Award

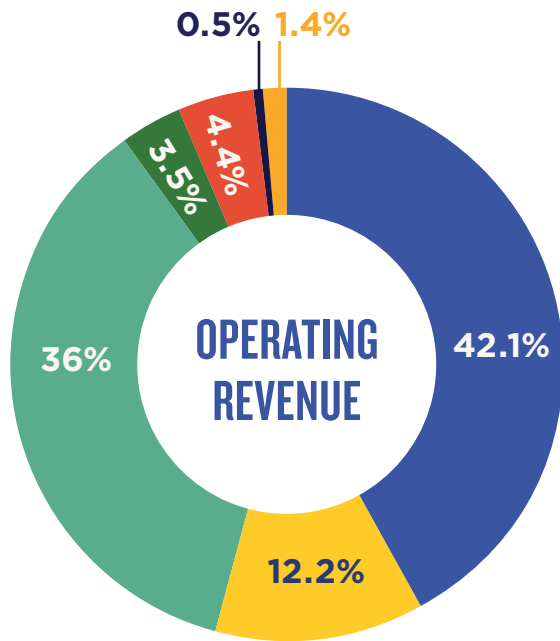
# TOTAL LEISURE AND HOSPITALITY EMPLOYMENT BY CITY COUNCIL DISTRICT



## A TOURISM ECONOMY DRIVEN BY PHILADELPHIANS

Philadelphia’s hospitality industry is powered by the people who live and work here. Jobs across this sector create opportunities for individuals with diverse skills and backgrounds, strengthening our workforce and supporting economic stability. A thriving visitor economy delivers steady income for residents throughout the city and region.

# PHLCVB *Financials*

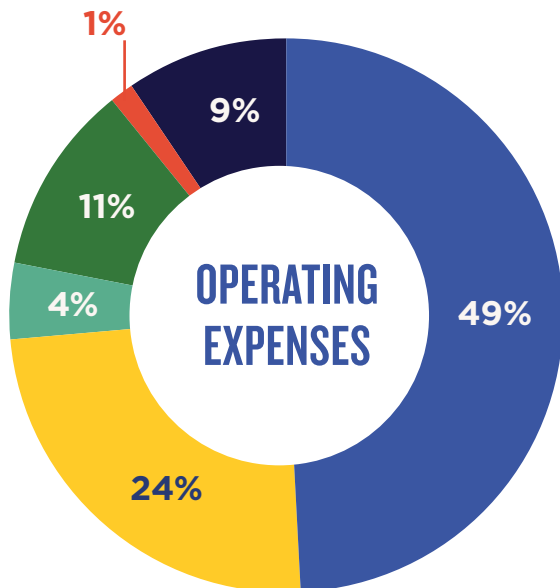


Hotel Tax	\$10,041,000
City/State Funding	\$2,897,752
Revenue From Contracts	\$8,570,960
Membership Revenue	\$839,824
PHiL	\$1,050,000
Publications	\$113,700
Other	\$321,983

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**TOTAL NET OPERATING REVENUE** **\$23,835,219**

\*PHiL grant revenue includes funding awarded for specified conventions and events from the PHiL based on signed agreements.



Convention Sales	\$11,590,902
Communications	\$5,726,512
Group Tour Sales	\$1,030,937
Global Tourism Sales	\$2,565,858
Membership	\$337,639
General Administration	\$2,199,605

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**TOTAL EXPENSES** **\$23,451,453**

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**NON-OPERATING REVENUE** **\$908,340**

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**CHANGE IN NET ASSETS** **\$1,292,106**

# PHLCVB BOARD OF DIRECTORS

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**JEFF ADELI | TREASURER**

PricewaterhouseCoopers LLP, Partner

**STEPHEN AICHELE**

Saul Ewing LLP, Partner

**ANNIE ALLMAN**

Reading Terminal Market,  
CEO & General Manager

**LAKSHMAN AMARANAYAKA**

American Airlines,  
Vice President, American Airlines at PHL

**GEORGE BEACH | EMERITUS**

Beach Creative Communications,  
Chairman, President & CEO

**ROMONA RISCOE BENSON**

Riscoe Benson Strategies, President & CEO

**ALISON BIRDWELL**

Aramark Sports and Entertainment,  
President & CEO

**ROBERT BOGLE | EMERITUS**

The Philadelphia Tribune, President & CEO

**MIKE BOWMAN**

Valley Forge Tourism & Convention Board,  
President and CEO

**KAREN DOUGHERTY BUCHHOLZ | CHAIR**

Comcast Corporation, EVP, Administration

**LEONARD BUCKLEY**

The Ritz-Carlton Hotel,  
Philadelphia General Manager

**ROCHELLE CAMERON**

Chamber of Commerce for Greater Philadelphia,  
President & CEO

**TOM CARAMANICO**

Independence Historical Trust, Executive Director

**GREGG CAREN**

Philadelphia Convention & Visitors Bureau,  
President & CEO

**JOHN CHIN**

Philadelphia Chinatown Development  
Corporation, Executive Director

**ANTHONY CONTI**

Visit Philadelphia, Chair

**A. BRUCE CRAWLEY | EMERITUS**

Millennium 3 Management, President & CEO

**JOEL DAVIS**

NBC Universal, President & General Manager

**NICHOLAS DEBENEDICTIS | EMERITUS**

Aqua America, Chairman Emeritus

**LARRY DUBINSKI**

The Franklin Institute, President and CEO

**J. DONALD DUMPSON, PH.D**

Diverse Arts Solutions, President and CEO

**THE HONORABLE DWIGHT EVANS | EMERITUS**

U.S. Congress, U.S. Congressman

**DONNA FARRELL**

Independence Blue Cross,  
Sr. Vice President, Corporate Communications

**KAREN FEGELY | EX OFFICIO**

City of Philadelphia, Commerce Department  
Acting Commerce Director

**DANIEL FITZPATRICK | EMERITUS**

Citizens Bank - PA/NJ/DE, President & CEO

**RYAN FLEUR**

The Philadelphia Orchestra and Ensemble Arts,  
President & CEO

**JOE FORKIN**

Delaware River Waterfront Corporation,  
President

**AMY GIDDINGS**

Temple University - STHM, Associate Dean

**TODD GLICKMAN**

Comcast Spectacor,  
Chief Revenue & Business Officer

**JOHN GRADY**

Wexford Science & Technology,  
Sr. Vice President, Northeast Region

**EDWARD GROSE**

Greater Philadelphia Hotel Association,  
Executive Director

**PREMA GUPTA**

Center City District, President & CEO

**WILLIAM HANKOWSKY**

Wayne Street Enterprises LLC, President

**JODIE HARRIS**

Philadelphia Industrial Development Corp.,  
President

**CAROL HUNT**

Pennsylvania Convention Center Authority,  
Retired VP of Finance

**ROBERT JAEGER | EMERITUS**

WNW Hospitality Group, President

**THE HONORABLE KENYATTA JOHNSON  
EX OFFICIO**

Philadelphia City Council, President

**JAZELLE JONES | EX OFFICIO**

City of Philadelphia, City Representative

**ASHLEY JORDAN, PH.D**

African American Museum of Philadelphia,  
President

**JOHN KROLL**

Keating Partners, President

**DAVID LIPSON**

Advisor

**KATHRYN OTT LOVELL**

Philadelphia Visitor Center Corp., President

**JOHN MCNICHOL | VICE CHAIR**

Pennsylvania Convention Center Authority,  
President and CEO

**JOSEPH METERCHICK**

PNC Bank, Regional President,  
Philadelphia, South Jersey and Delaware

**MEGAN MOYER | SECRETARY**

Saul Ewing LLP, Partner

**DAVID NASATIR**

Pennsylvania Convention Center Authority, Chair

**PATRICK OATES, PH.D**

EMSCO Scientific Enterprise,  
Sr. Vice President of Business Development

**CATHERINE PIOTROWSKI**

30th Street Station/Vantage Group,  
General Manager

**LEAH POPOWICH**

University of Pennsylvania,  
Office of the President

**KEN REED | VICE CHAIR**

Philadelphia Marriott Hotel, General Manager

**ANNE RYAN | EX OFFICIO**

Commonwealth of PA - DCED,  
Deputy Secretary of Tourism Development

**SCOTT SAUER**

SEPTA, General Manager

**STEVEN SIMS**

Independence National Historical Park,  
Superintendent

**EDWARD SLEVIN | EMERITUS**

Ballard Spahr LLP, Retired Partner

**RICHARD LEE SNOW**

United Negro College Fund,  
Regional Development Director

**STEPHEN STARR**

STARR Restaurant Group, Founder and CEO

**LAUREN SWARTZ**

World Affairs Council of Philadelphia,  
President & CEO

**MARIAN TASCO | EMERITUS**

Former City Councilmember

**ANDREW TOD**

GF Management, Executive Vice President

**ANGELA VAL**

Visit Philadelphia, President & CEO

**STEVE WILDEMANN**

Advanced Staging Productions, President

**KENNETH WONG**

CIG Asia Ltd., President

# PHILADELPHIA CONVENTION AND VISITORS BUREAU FOUNDATION

## *Strategic Pillars*



### EDUCATION

Preparing the next generation of hospitality leaders.



### ECONOMIC DEVELOPMENT

Supporting initiatives that strengthen Philadelphia as a premier destination.



### COMMUNITY IMPROVEMENT

Enhancing public spaces in key visitor corridors.



### HOSPITALITY INDUSTRY SUPPORT

Recognizing and investing in the workforce that powers our industry.

# FOUNDATION HIGHLIGHTS

## MARIE BAKER BROWN ENDOWED SCHOLARSHIP

Awarded to Shrita Brown, Temple University School of Sport, Tourism & Hospitality senior. The scholarship is awarded to a student who best exemplifies the spirit of hospitality and devotion to the industry as displayed by Marie Baker Brown, who worked with the PHLCVB from 1985 until she lost her untimely battle with breast cancer in 2006.

## BELLS ACROSS PA, CELEBRATING AMERICA'S 250TH ACROSS PENNSYLVANIA

Supporting a statewide public art initiative across all 67 counties in commemoration of the nation's 250th Anniversary of the United States in 2026.

## TEMPLE UNIVERSITY, FUTURE LEADERS IN EVENTS & ENTERTAINMENT FUND

Future Leaders in Events & Entertainment Fund supporting career readiness in the dynamic fields of event planning, hospitality, and tourism.

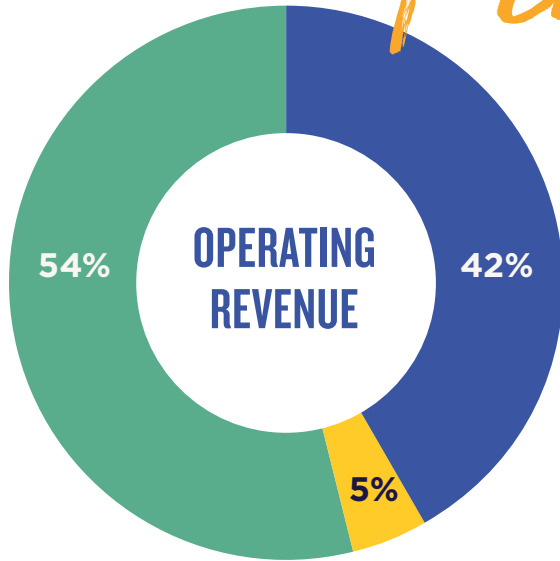
## FRIENDS SELECT SCHOOL, 16TH & RACE STREETS, OUTDOOR URBAN PLAYScape

Enhancing a key Pennsylvania Convention Center corridor with a reimagined public-facing community space that reflects their core values of inclusivity and stewardship.



# PHLCVB FOUNDATION

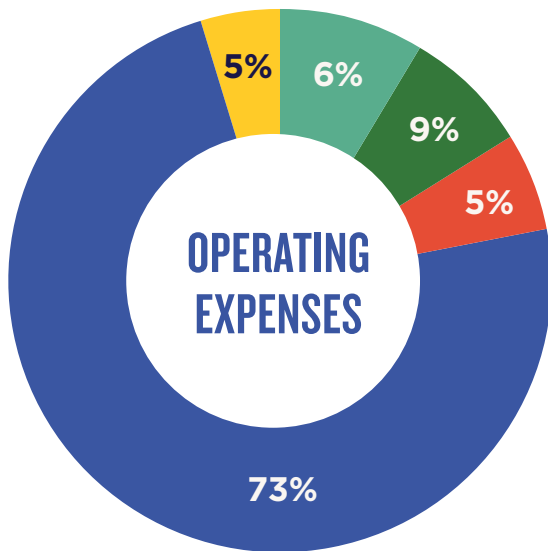
## Financials



■ Corporate Sponsors	\$86,000
■ Other Contributions	\$9,509
■ Other	\$110,727

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<b>TOTAL NET OPERATING REVENUE</b>	<b>\$206,236</b>
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■ Community Improvement & Outreach	\$22,500
■ Hospitality Industry Support	\$20,000
■ Hospitality Education	\$15,000
■ Fundraising	\$190,197
■ General Administration	\$12,250

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<b>TOTAL EXPENSES</b>	<b>\$259,947</b>
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<b>NON-OPERATING REVENUE</b>	<b>\$72,205</b>
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<b>CHANGE IN NET ASSETS</b>	<b>\$18,494</b>
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## GENEROUS FUNDERS OF THE PHLCVB FOUNDATION

Aramark  
Comcast Universal  
Comcast-Spectacor  
Essential Utilities (MGC)

Independence Blue Cross  
Philadelphia Parking Authority (MGC & AL)  
Pennsylvania Convention  
Center Authority

Saul Ewing  
Tuttleman Foundation (MGC)  
The Sylvia & Randle Kauders Foundation  
Visit Philadelphia

# FUNDRAISING SPOTLIGHT

# \$31,000

RAISED BY 50+ SILENT AUCTION ITEMS AT THE PHLCVB ANNUAL LUNCHEON



## BY THE NUMBERS

# \$278,441

TOTAL REVENUE & SUPPORT GENERATED

# 137%

INCREASE IN COMMUNITY INVESTMENT YOY

# 95%

EXPENSES DIRECTED TO MISSION & FUNDRAISING

## FOUNDATION BOARD OF DIRECTORS

### JEFF ADELI | TREASURER

PricewaterhouseCoopers LLP, Partner

### STEPHEN AICHELE

Saul Ewing LLP, Partner

### KAREN DOUGHERTY BUCHHOLZ | CHAIR

Comcast Corporation, EVP, Administration

### ROCHELLE CAMERON

Chamber of Commerce for Greater Philadelphia, President & CEO

### GREGG CAREN | PRESIDENT & CEO

Philadelphia Convention & Visitors Bureau, President & CEO

### LARRY DUBINSKI

The Franklin Institute, President and CEO

### KAREN FEGELY | EX OFFICIO

City of Philadelphia, Acting Commerce Director

### WILLIAM HANKOWSKY

Wayne Street Enterprises, LLC, President

### JAZELLE JONES | EX OFFICIO

City of Philadelphia, City Representative

### JOHN KROLL

Keating Partners, President

### JOHN MCNICHOL | VICE CHAIR

Pennsylvania Convention Center Authority, President and CEO

### MEGAN MOYER | SECRETARY

Saul Ewing LLP, Partner

### KEN REED | VICE CHAIR

Philadelphia Marriott Hotel, General Manager

### RICHARD LEE SNOW

United Negro College Fund, Regional Development Director



### **PHLCVB MISSION**

The Philadelphia Convention and Visitors Bureau creates positive economic impact across the Philadelphia region, driving job growth and promoting the health and vibrancy of our hospitality industry by marketing the destination, the Pennsylvania Convention Center and attracting overnight visitors. Our work engages our local community as well as culturally and ethnically diverse regional, national and international convention, sporting event and tourism customers.

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



**Pennsylvania  
Convention Center**  
*PHILADELPHIA*

### **PCCA MISSION**

The Pennsylvania Convention Center Authority is charged by the Commonwealth of Pennsylvania as the steward of the public good; assuring the successful operation of the Pennsylvania Convention Center and to drive economic prosperity for the greater Philadelphia region as a world-class convention center.

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