

2024 *Annual* REPORT

Come for Philadelphia.
Stay for Philly.

A YEAR OF PROGRESS AND GROWTH

AS WE REFLECT ON AN EXTRAORDINARY YEAR for the Philadelphia Convention and Visitors Bureau (PHLCVB) and the Pennsylvania Convention Center Authority (PCCA), we are proud to share the achievements of 2024. Philadelphia hosted impressive events and welcomed visitors from around the world, which significantly increased hotel room revenue, almost doubling the economic impact from the previous year.

In the spring, WrestleMania XL took center stage, shattering attendance records. Attendees came from all 50 states and over 60 countries, with the event being hailed by the WWE as the most successful in the entertainment giant's history. Then, between May and September, 1.6 million room nights were sold in Center City, 8% higher than the previous year. A contributing factor of this success was a special two-week period that welcomed the Alzheimer's Association International Conference (AAIC) to the convention center with over 12,000 people from more than 100 countries, the Jehovah's Witness convention at the Wells Fargo Center and another incredible international event, the Liverpool/Arsenal soccer match at Lincoln Financial Field. This was a perfect storm that generated significant business.

All throughout the year, our teams continued to promote Philadelphia in our top markets around the world to prospective travelers, with impactful sales and media activations alongside incredible partners such as the Philadelphia Orchestra and the Philadelphia Phillies as they hosted events abroad. Our sales teams continued to book conventions well into the future, submitting competitive bids that will fill the Pennsylvania Convention Center, the sports complex, hotels and attractions.

In 2024, the PCCA continued to invest in the Center's facilities and operations to enhance the experience of customers, exhibitors and event attendees. Notably, the convention center opened six new permanent concession stands, commenced construction on a new executive boardroom meeting space, and opened a new training center to ensure that its show floor labor partners have the latest safety and skills training, as well as a high-level of hospitality-focused training.

The Center also remained focused on prioritizing sustainability and providing expert support for green meetings and events. The facility achieved a new LEED certification and the PCCA invested resources in a range of sustainability projects that continue to minimize the environmental impact of the Center's operations.

The results in this report represent the collective effort of our industry partners who work together every day to support and grow the nearly 80,000 hospitality-related jobs in Philadelphia and the more than 193,000 hospitality-related jobs in the region. These accomplishments are a testament to the strength of our industry, the dedication of our partners, and the enduring appeal of our World Heritage city. The PHLCVB and PCCA remain committed to sustaining the momentum and to continue to advocate for and passionately promote Philadelphia as a welcoming and accessible destination to meet, visit, live, and do business, in order to produce a positive economic impact in Philadelphia and for the Commonwealth of Pennsylvania.

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

AWARDS AND RECOGNITION

PHLCVB

SMART MEETINGS

2024 PLATINUM CHOICE AWARD WINNER

PREVUE MEETINGS 2024 VISIONARY AWARDS

**BEST CVB/DMO MEETING & INCENTIVE
PLANNER SUPPORT BY REGION EAST - SILVER**

GREGG CAREN

President & CEO

**PHILADELPHIA BUSINESS JOURNAL'S
2024 POWER 100**

**GLOBAL PHILADELPHIA ASSOCIATION'S
2024 GLOBY AWARD**

MARIA GRASSO, CDME

Chief Sales Officer

**2024 ABOVE AND BEYOND AWARD,
CITY & STATE, PA**

SHEILA ALEXANDER-REED

PHL Diversity Executive Director

**CITY & STATE PA'S 2024
BLACK TRAILBLAZERS LIST**

**PHILADELPHIA BUSINESS JOURNAL'S
DIVERSITY IN BUSINESS AWARD**

TOURISM CREATES OPPORTUNITIES AND JOBS

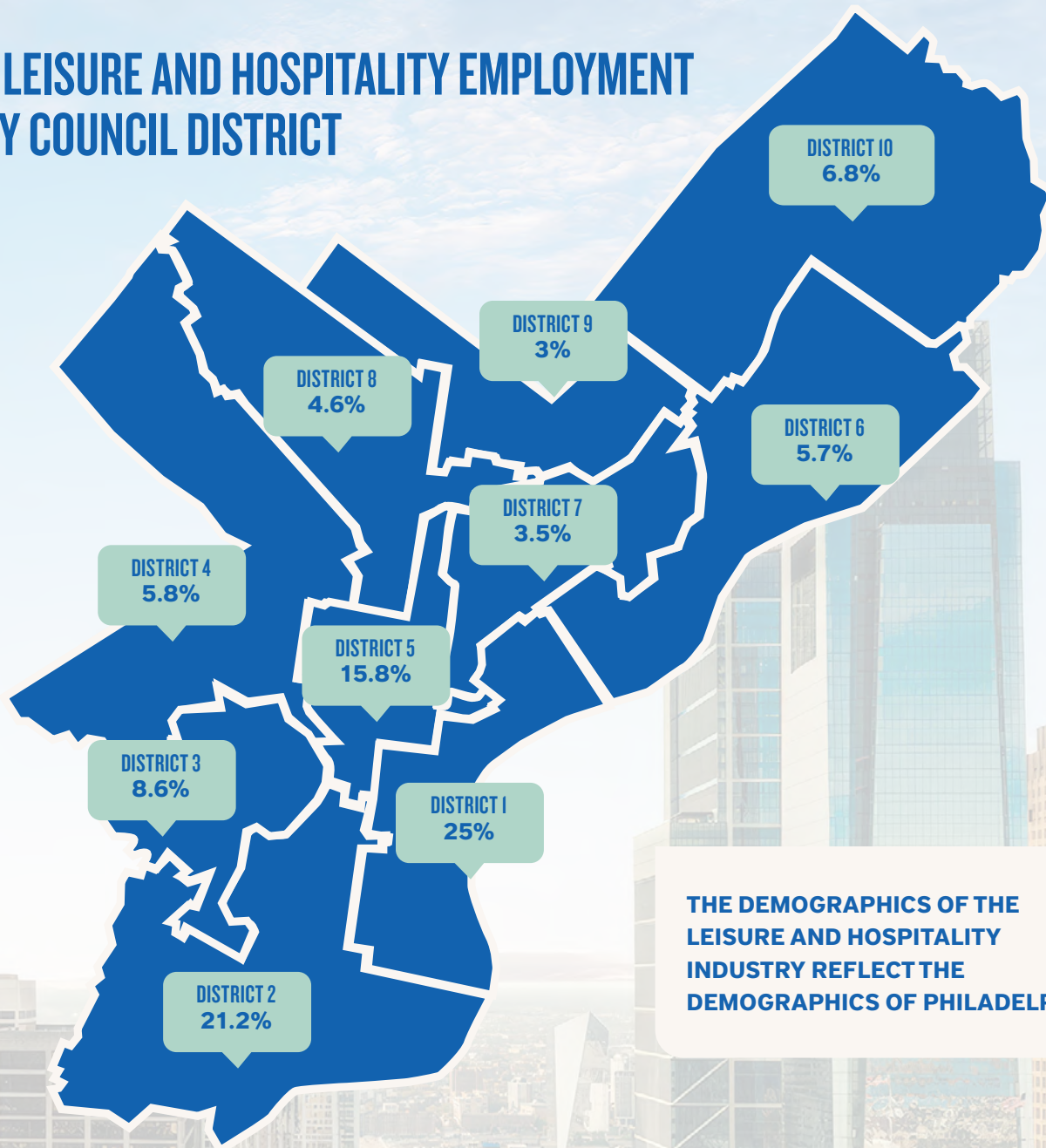
The hospitality industry is a major employer in Philadelphia.

Jobs in this sector provide opportunities for individuals with diverse skills and backgrounds, contributing to overall employment rates and economic stability.

A robust tourism industry helps maintain a steady source of income for many residents.



TOTAL LEISURE AND HOSPITALITY EMPLOYMENT BY CITY COUNCIL DISTRICT



2024
PHILADELPHIA **COUNTY**
WORKFORCE
77,600

+4.2% YOY
+0.1% VS 2019 LEVELS



2024
PHILADELPHIA **REGION**
WORKFORCE
193,900

+3.4% YOY
+0.6% VS 2019

2024 MEETINGS, CONVENTIONS, AND EVENTS RESULTS

All PHLCVB-related events*



All PHLCVB events held at the Pennsylvania Convention Center*



All events held at the Pennsylvania Convention Center



ECONOMIC IMPACT

**ECONOMIC IMPACT
OF MEETINGS, CONVENTIONS,
AND EVENTS IN 2024**

**267
TOTAL
EVENTS**



**21
CITYWIDE
CONVENTIONS**
(2,000+ ROOMS ON PEAK)



**542,202
ATTENDEES**

**\$410M
DIRECT SPEND**

(LODGING, TRANSPORTATION,
FOOD AND BEVERAGE, ETC.)



**581,612
ROOM NIGHTS**

RESULTING IN:

**\$636M
ECONOMIC
IMPACT**



WHICH
GENERATED



**\$27.2M
LOCAL TAX REVENUE**



**\$31.9M
STATE TAX REVENUE**

Source: Tourism Economics

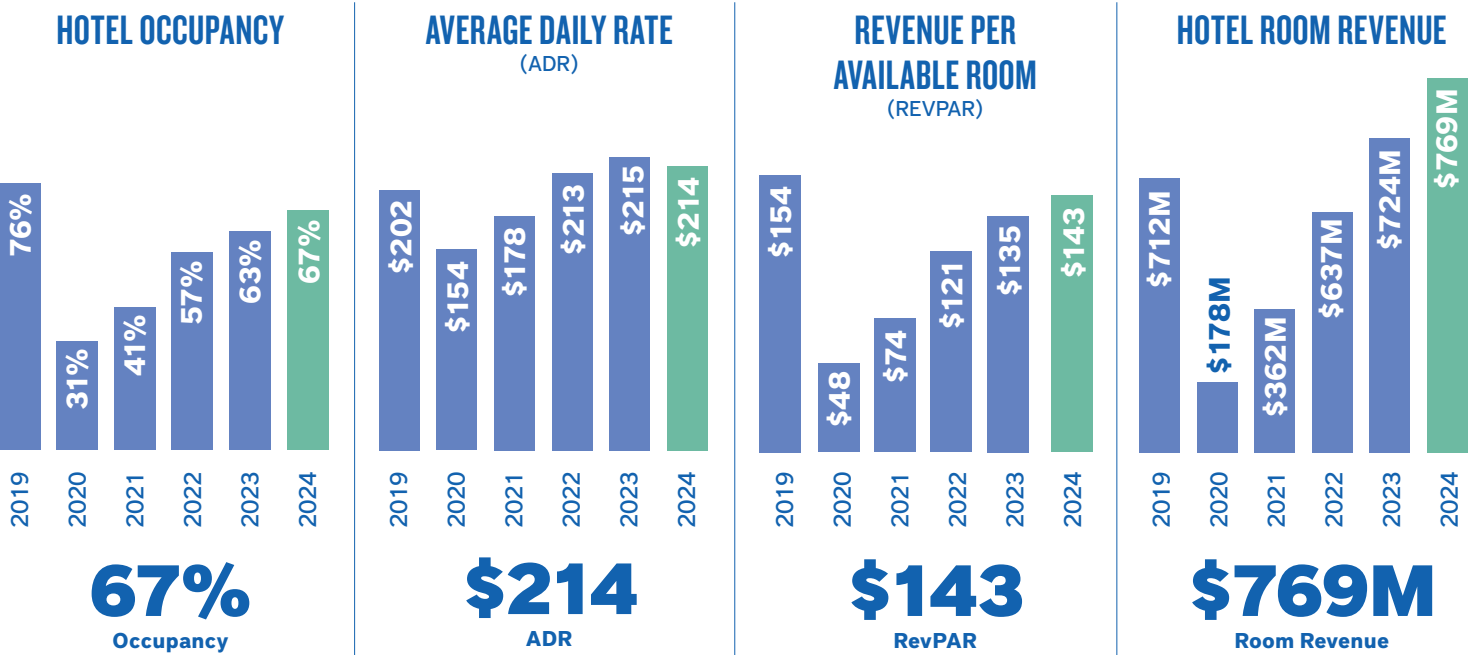
VISITOR SPENDING, visitor-supported jobs, and business sales generated **\$1.1 billion** in state and local (S&L) tax revenues in 2024. Each household in Greater Philadelphia would need to be taxed an additional \$660 to replace the visitor-generated S&L taxes received by Greater Philadelphia in 2024.

THE CITY OF PHILADELPHIA GENERATED \$417 million in S&L taxes. Each household in the City of Philadelphia would need to be taxed an additional \$620 to replace the visitor generated S&L taxes generated for the City and School District of Philadelphia in 2024.

SOURCE: TOURISM ECONOMICS

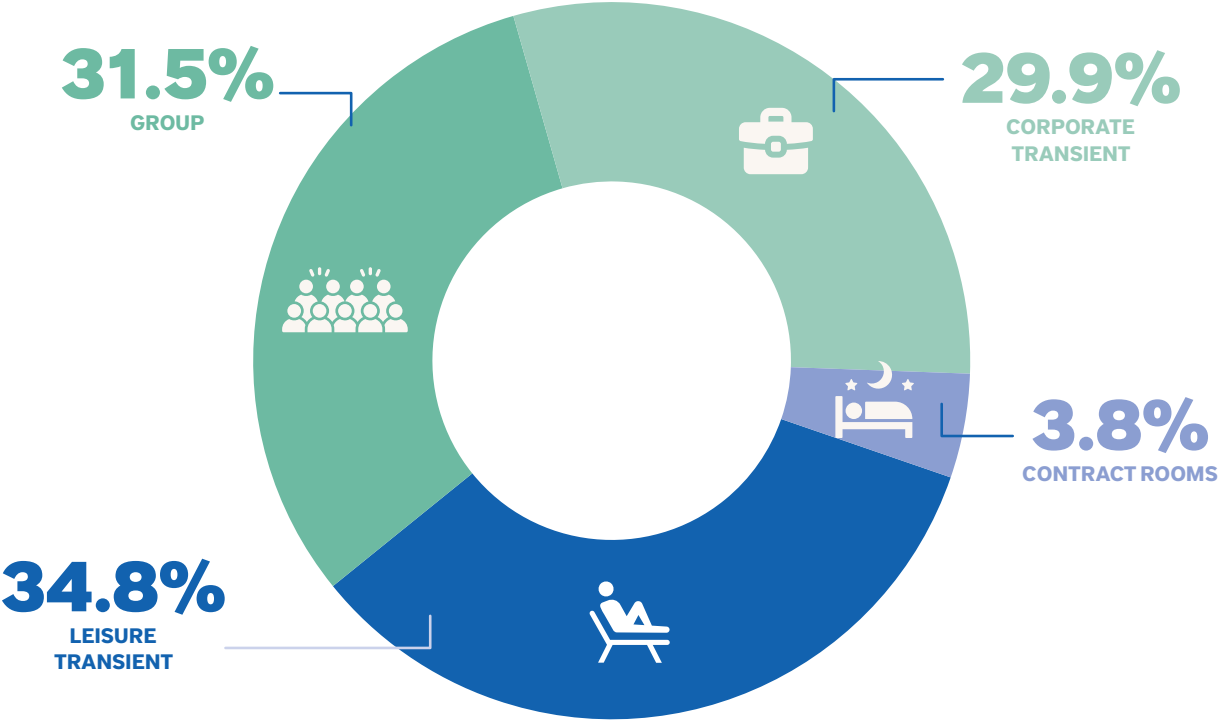
DRIVING HOTEL ROOM NIGHTS

2024 CENTER CITY PHILADELPHIA HOTEL PERFORMANCE DATA



HOTEL CUSTOMER MARKET SEGMENTS

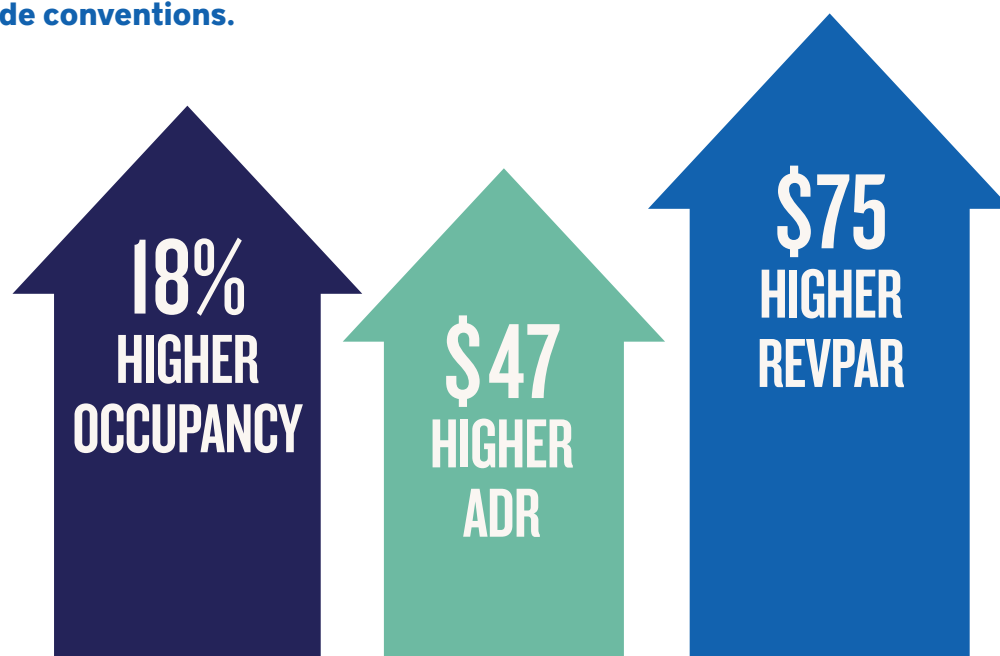
Percentage of Philadelphia travel attributed to convention/meeting compared to leisure (estimated)





CITYWIDE CONVENTIONS BOOST HOTEL PERFORMANCE

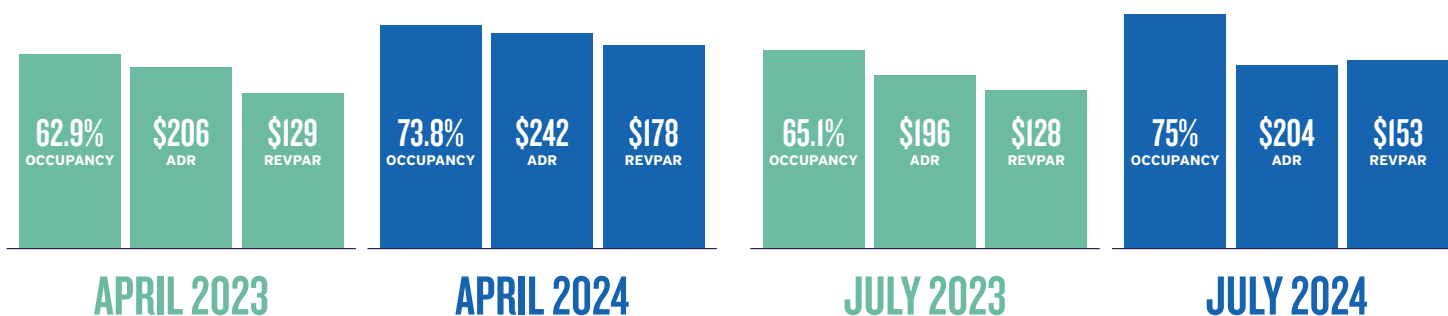
Center City hotels thrived during citywide conventions versus comparable days with no citywide conventions.



A CITY BUILT FOR BIG EVENTS

April and July citywides produced the highest performing RevPAR for Center City hotels.

Between May and September, more than 1.6 million room nights were sold in Center City Philadelphia, an 8.2% increase over 2023, and the **highest number ever recorded in the city.**



NOTABLE EVENTS:
Wrestlemania XL

NOTABLE EVENTS:
Alzheimer's Association International Conference, Convention of Jehovah's Witnesses, Liverpool/Arsenal Soccer

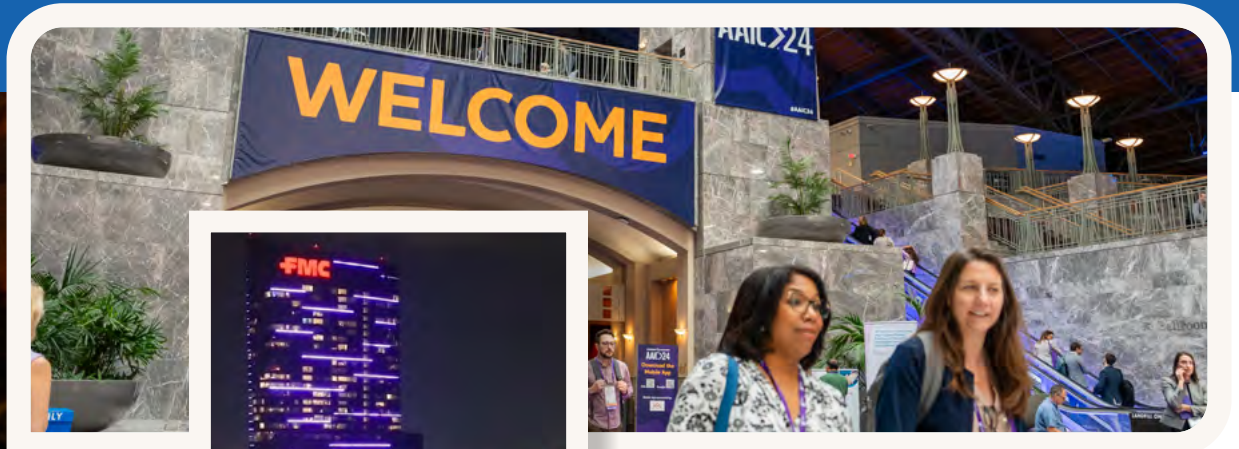
Signature CITYWIDES



NATIONAL APARTMENT ASSOCIATION – APARTMENTALIZE

Apartmentalize attracted rental housing decision-makers and industry veterans to discuss innovations and their role in community development, featuring full apartment buildouts on the exhibit floor and a special appearance by Jeff Goldblum.

2024 | EVENT HIGHLIGHTS



ALZHEIMER'S ASSOCIATION® INTERNATIONAL CONFERENCE

The Alzheimer's Association® International Conference is the largest international meeting dedicated to advancing dementia science and clinical practice with thousands of medical professionals attending in-person and virtually. Groundbreaking studies were presented at the Philadelphia gathering, including research suggesting that highly accurate blood tests could improve early Alzheimer's diagnosis in primary care.

Philadelphia's iconic skyscrapers and landmarks were united in illuminating purple for the conference, including City Hall, the Pennsylvania Convention Center, Boathouse Row, The Franklin Institute, the PECO Building, One and Two Liberty Place, the FMC Corporation Tower, and others.

AMERICAN POLITICAL SCIENCE ASSOCIATION'S 120TH ANNUAL MEETING AND EXHIBITION

The American Political Science Association's Annual Meeting drew thousands of political scientists and scholars from around the world, with a theme centered on democracy, fitting for the city where the First Continental Congress met 250 years ago.



WRESTLEMANIA XL IN PHILADELPHIA

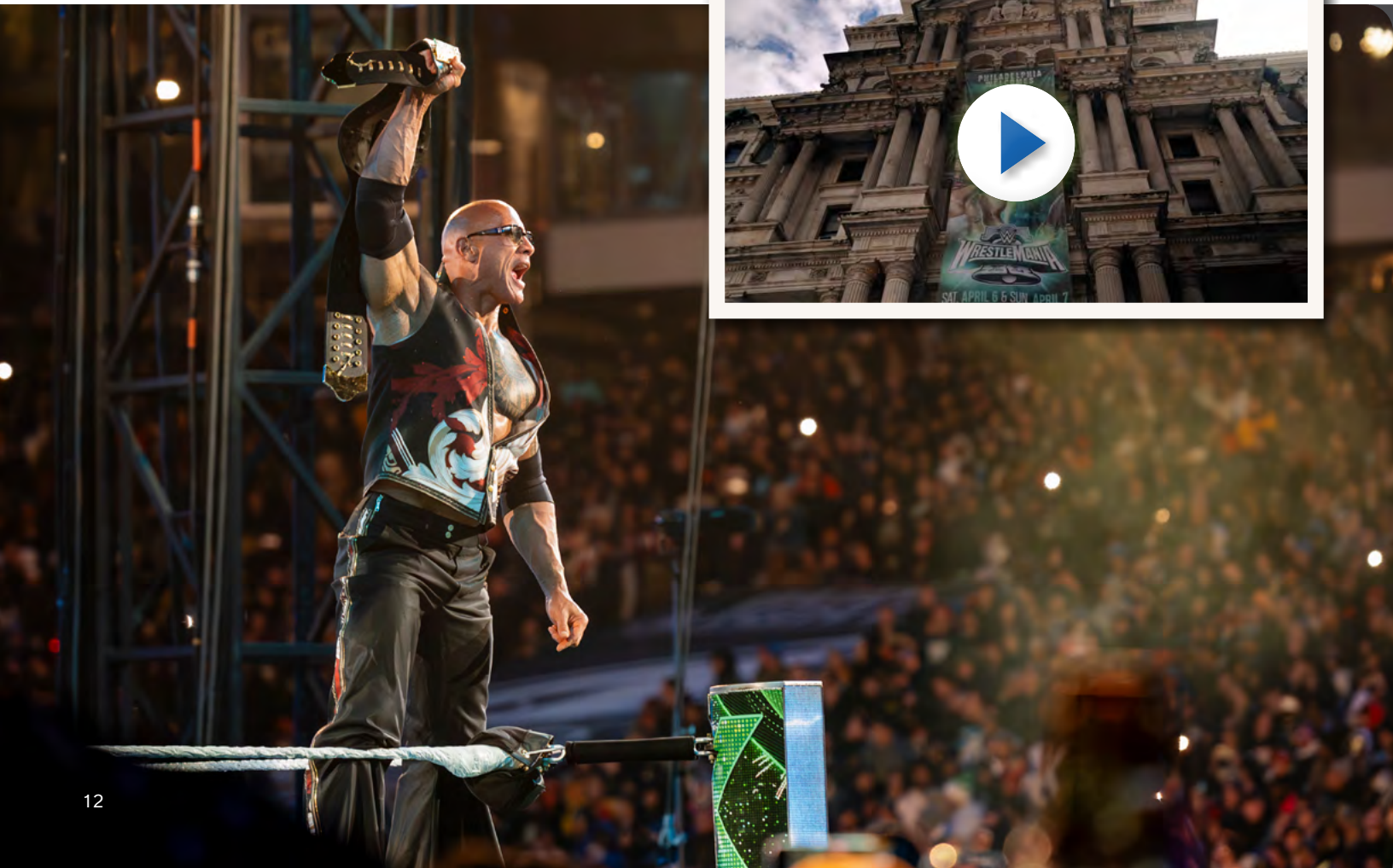
PHILADELPHIA IS THE PLACE FOR XL EVENTS

In April 2024, Philadelphia hosted the 40th edition of World Wrestling Entertainment's (WWE) signature annual event, WrestleMania. The week-long program was the **most successful in WWE's history**—and the latest showcase of Philadelphia's winning record of hosting marquee events.

WrestleMania XL broke the previous gate record set by WrestleMania 39 by 78% with 145,298 in attendance at Lincoln Financial Field over two nights. The event drew fans from all 50 states and 64 countries worldwide.

Philadelphia hosted six major events at three venues over five days during WrestleMania week:

- **Friday Night SmackDown** (Wells Fargo Center)
- **The 2024 WWE Hall of Fame Ceremony** (Wells Fargo Center)
- **Monday Night Raw** (Wells Fargo Center)
- **WWE World** (Pennsylvania Convention Center)
- **WrestleMania XL** (held over two nights at Lincoln Financial Field)





Make-A-Wish Event

As part of the WrestleMania Circle of Champions event, WWE Superstars hung out with Make-A-Wish America children and their families during a memorable day exploring Philadelphia. The Philadelphia sports mascots helped kick off the exciting day in the morning. Philadelphia Eagles cheerleaders, drum line, and defensive end Brandon Graham joined in the fun.

The special day included visits to the Liberty Bell, the Rocky statue outside of the Philadelphia Museum of Art, and The Franklin Institute.



WWE World at the Pennsylvania Convention Center

Hosted at the Pennsylvania Convention Center, WWE World at WrestleMania was the highest-grossing and most-attended fan event in company history. The five-day immersive fan experience offered a variety of engaging activities, including roundtable discussions with top WWE Superstars, a WWE 2K24 gaming tournament, live podcast recordings, and autograph sessions.



FUTURE BUSINESS BOOKED

PHLCVB BUSINESS BOOKED IN 2024 FOR FUTURE YEARS



297

PHLCVB EVENTS BOOKED FOR
FUTURE YEARS



17

CITYWIDES BOOKED FOR
FUTURE YEARS



567,562

ESTIMATED
ATTENDEES



586,851

ESTIMATED
ROOM NIGHTS

BOOKING HIGHLIGHTS

2027

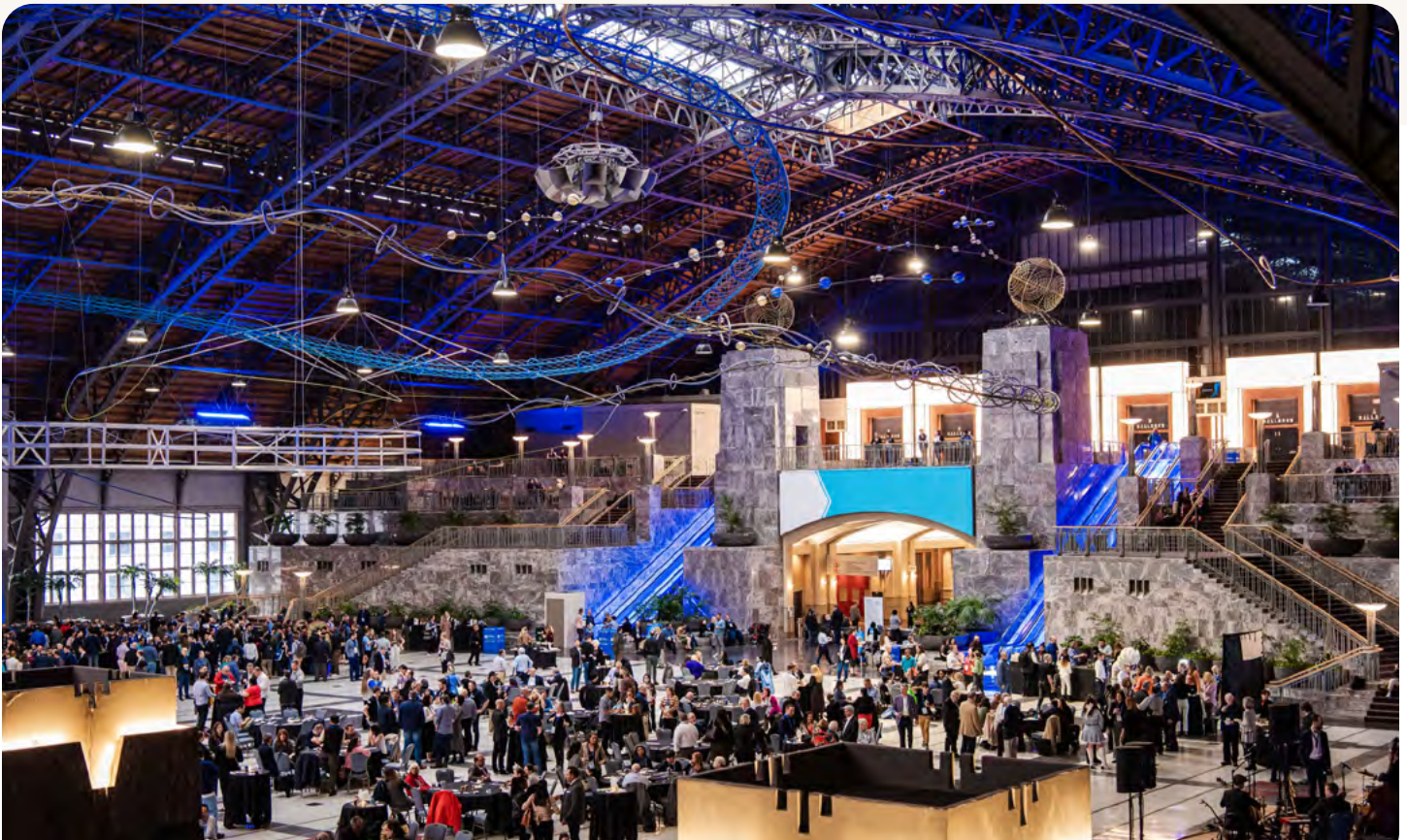
International Association of Chiefs of Police

The International Association of Chiefs of Police (IACP) Convention, an annual event that brings together law enforcement executives, public safety professionals, and industry leaders from around the world, is one of the largest and most influential law enforcement conferences globally.

2033

American College of Surgeons

What better destination than Philadelphia - home of the very first surgical amphitheater, the oldest existing surgical amphitheater in the United States, constructed in 1804 – to host the American College of Surgeons (ACS) Clinical Congress. The annual conference is one of the largest gatherings of surgeons in the world, providing a platform for education, networking, and innovation in the field of surgery.





GOING BIG

SELLING PHILADELPHIA ON THE ROAD...



The PHLCVB team positions Philadelphia as a premier meetings and events destination at customer-facing events around the globe.

ASAE: The Center for Association Leadership Annual Meeting & Exposition

At ASAE's Annual Meeting & Exposition in Cleveland, the PHLCVB team and the Pennsylvania Convention Center engaged with clients, strengthened relationships, and built new connections. The Philadelphia booth drew hundreds of association industry leaders, highlighting the city's offerings for major events and conventions.

2024 Pharma Forum

PHL Life Sciences executive director Bonnie Grant attended PharmaForum in Tampa Bay to showcase Philadelphia as a premier destination for science-focused meetings and events.



IMEX Frankfurt

The PHLCVB returned to IMEX Frankfurt to promote Philadelphia as a premier destination for international meetings and events.





IMEX 24

The PHLCVB team, alongside partners from the Pennsylvania Convention Center and local venues, represented Philadelphia at IMEX America in Las Vegas. As North America's largest business events trade show, the conference allowed them to share the city's latest updates and strengthen relationships with global event planners.

Meeting Professionals International's World Education Conference

In Louisville, the PHLCVB team joined Meeting Professionals International's World Education Conference, providing updates on hosting events in Philadelphia and engaging attendees with local treats at their booth. The event served as a valuable opportunity to connect with industry leaders and reinforce the city's appeal as a meeting destination.

...AND AT HOME

Marriott Momentum FAM

The PHLCVB, in partnership with Marriott, hosted a FAM tour for top customers from across the country, showcasing Philadelphia's unique event venues. Following the bus tour, the planners explored the National Constitution Center, enjoyed a presentation by a National Park Service ranger and a Thomas Jefferson actor, visited the Philadelphia Museum of Art for a group photo and gallery tour, and concluded with food and drinks at Reading Terminal Market.





PHL LIFE SCIENCES

PHL Life Sciences is the first and only division of a CVB in the country focused on life sciences meetings. The division works to provide access to Philadelphia's substantial healthcare and higher education community of academics, medical and nursing leaders, healthcare experts, biotechnology, pharmaceutical, and related venture capital contacts.

The PHL Life Sciences advisory board comprises of over 50 local industry leaders, advocates, and innovators, chaired by Patrick M. Oates, Ph.D. Additionally, Betty Craig, Senior Vice President and Chief Nursing Officer for Main Line Health, chairs the nursing leadership committee of 30 leaders in Philadelphia's

nursing community. In partnership with the PHL Life Sciences team, these advisory committees play a key role in connecting association leadership and planners with the network and tools for a successful meeting in Philadelphia.

PHL LIFE SCIENCES HIGHLIGHTS



American Transplant Congress (ATC)

The American Transplant Congress (ATC) at the Pennsylvania Convention Center brought together thousands of surgeons, physicians, scientists, pharmacists, and other healthcare professionals to solve problems in transplantation and learn from each other.



American Society of Anesthesiologists Annual Meeting

The Pennsylvania Convention Center hosted over 12,000 medical professionals and researchers interested in anesthesiology. The event included educational sessions and workshops that provided the opportunity for professionals to share knowledge and new directions in research and practice.



2024 PHL Life Sciences Events Results



2024 PHL Life Sciences Booking Results



CPHI North America 2024

CPHI North America is the nation’s premier pharmaceutical convention, and over three days created connections and partnerships across the global pharma community. Philadelphia’s Mummers paraded around the show floor during CPHI North America.

American College of Gastroenterology’s Annual Scientific Meeting

The 2024 American College of Gastroenterology’s Annual Scientific Meeting and Postgraduate Course was the premier event for educating GI professionals on gastrointestinal and hepatic disorders.





PHL SPORTS

For more than 30 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 of Philadelphia officials, among many others.

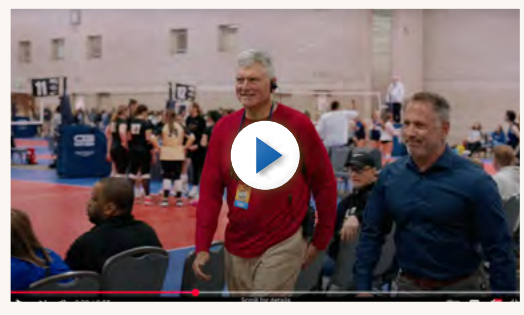


PHL SPORTS HIGHLIGHTS



NCAA Men's Lacrosse Championships

Lincoln Financial Field was again home to the NCAA Men's Lacrosse Championships, attracting fans from around the country over Memorial Day weekend for the ninth time. More than 80,000 fans saw Notre Dame, Adelphi, and Tufts bring home the Division I, II, and III titles, respectively. Drexel University served as the host school.



Northeast Qualifier (NEQ) 2024

Every spring, the Northeast Qualifier – a three-day girls junior volleyball national qualifier tournament – is held in Philadelphia over multiple weekends. The halls of the Pennsylvania Convention Center are transformed into rows of endless volleyball courts filled with the sounds of whistles blowing, teams celebrating, and spectators cheering. The tournament regularly attracts over 1,000 teams from over 25 different states, plus Puerto Rico.

Liverpool/Arsenal

In a pre-season friendly at Philadelphia's Lincoln Financial Field on July 31, 2024, Liverpool played Arsenal before a sell-out crowd, setting a record for a soccer game at the stadium.

2024 PHL Sports Events Results



29
EVENTS



469,543
ATTENDEES



97,650
ROOM NIGHTS

2024 PHL Sports Booking Results



24
EVENTS BOOKED
FOR FUTURE YEARS



279,360
ESTIMATED ATTENDEES



116,130
ESTIMATED ROOM NIGHTS

BOOKING HIGHLIGHTS

In 2024, the NCAA announced that Philadelphia would host four championship events for the 2027 and 2028 seasons in Women's Basketball, Men's Lacrosse, and Women's Lacrosse. The PHLCVB, PHL Sports, and local partners collaborated to secure these events, expected to bring 175,000 attendees to the city.

Philadelphia will host eight matches in the FIFA Club World Cup 2025 featuring some of the globe's most popular teams: Chelsea, Manchester City, Real Madrid, and Juventus. Lincoln Financial Field will host six group stage games, one in the round of 16 and a quarterfinal match on July 4.





PHL DIVERSITY

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. For more than 30 years, PHL Diversity has been connecting meeting planners to local diverse businesses and suppliers, and to community leaders who have shared values and goals and can help facilitate community engagement programs or serve as speakers and experts.



PHL DIVERSITY HIGHLIGHTS

AnitaB.org Grace Hopper Celebration 2024

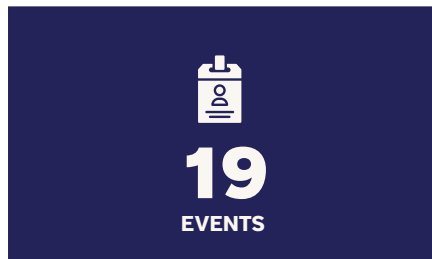
The AnitaB.org Grace Hopper Celebration 2024 in Philadelphia brought together 11,000 women and non-binary technologists for the world's largest conference dedicated to advancing diversity in tech through professional development, networking, and career opportunities.

The PHL Diversity Inaugural Legacy Award

Congratulations to Romona Riscoe Benson on receiving the PHL Diversity Inaugural Legacy Award!

This award, which will be named the Romona Riscoe Benson Legacy Award for future recipients, is given to a community member who has been instrumental in furthering the work and mission of PHL Diversity. Romona, a pillar of the Philadelphia community and Philadelphia Convention and Visitors Bureau board member, was instrumental in launching the Multicultural Affairs Congress (MAC) – now known as PHL Diversity.

2024 PHL Diversity Events Results



2023 PHL Diversity Booking Results



Delta Sigma Theta Sorority 2024 Eastern Regional Conference

The Delta Sigma Theta Sorority 2024 Eastern Regional Conference in Philadelphia brought together over 10,000 members of the historic, service-driven sisterhood at the Pennsylvania Convention Center for a weekend of empowerment, networking, and community impact.



Philadelphia Gay News

PHL Diversity executive director Sheila Alexander-Reid did an in-depth interview in the Philadelphia Gay News, discussing her story and her work booking and supporting diverse meetings and events.

PHLCVB 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.

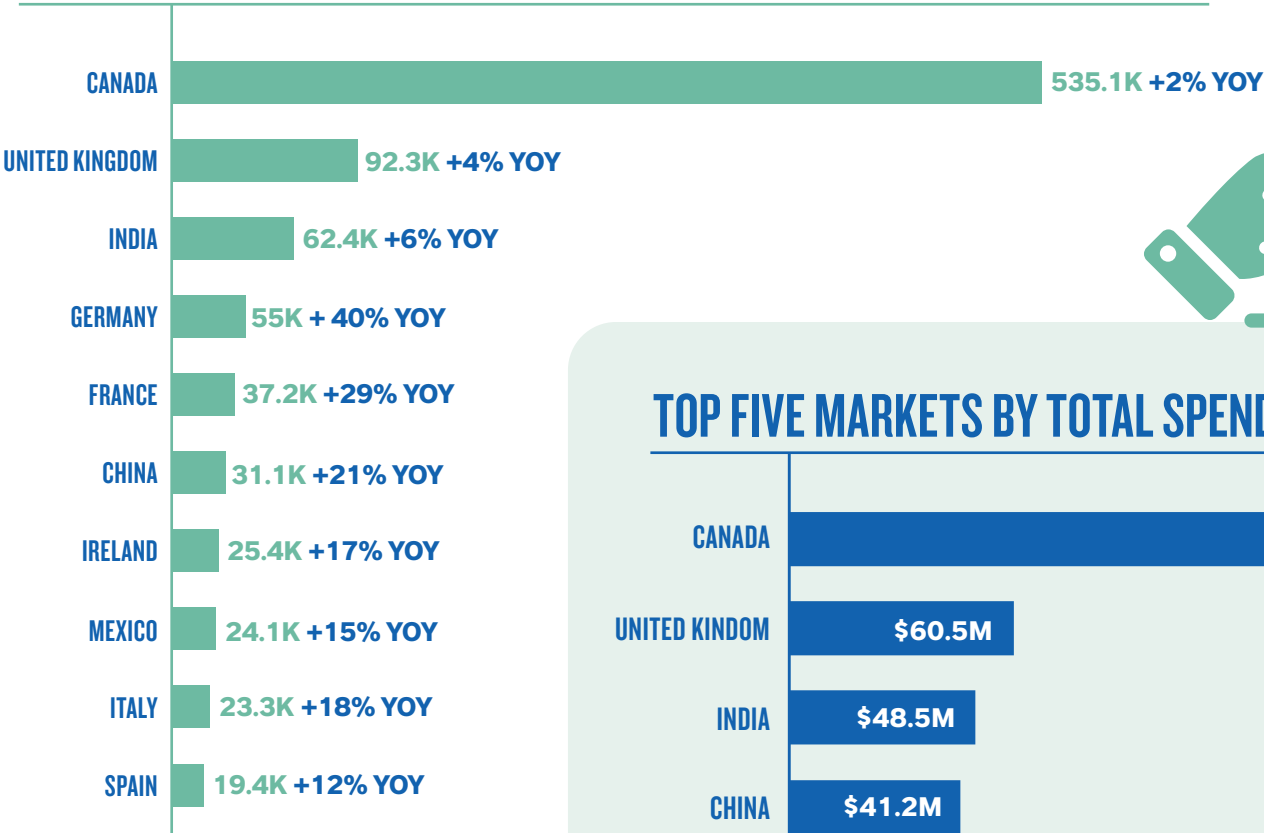
PHLCVB’S 10 INTERNATIONAL OFFICES

- | | | |
|-------------|-----------------------------------|-----------------------|
| • AUSTRALIA | • GERMANY/AUSTRIA/
SWITZERLAND | • NETHERLANDS/BELGIUM |
| • CANADA | • INDIA | • SCANDINAVIA |
| • CHINA | • ITALY/SPAIN | • UK/IRELAND |
| • FRANCE | | |

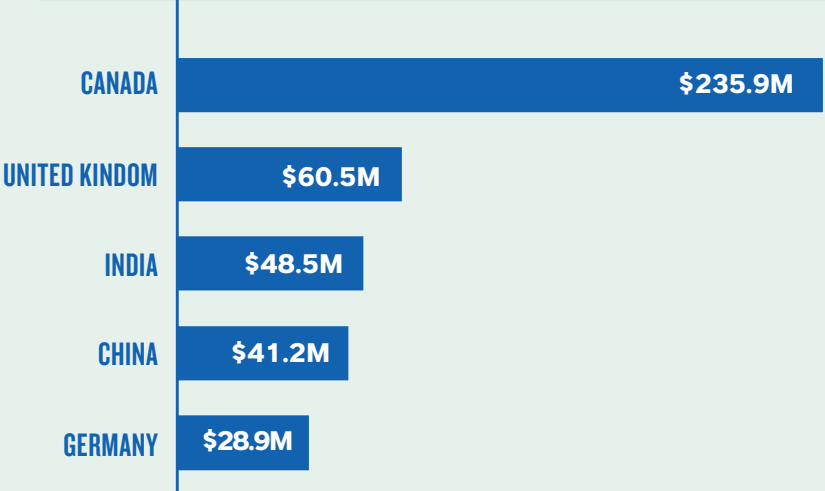
2024 INTERNATIONAL VISITATION RESULTS

Philadelphia’s global tourism made significant strides in 2024, attracting more than 1.2 million international visitors and approaching record-breaking pre-pandemic levels.

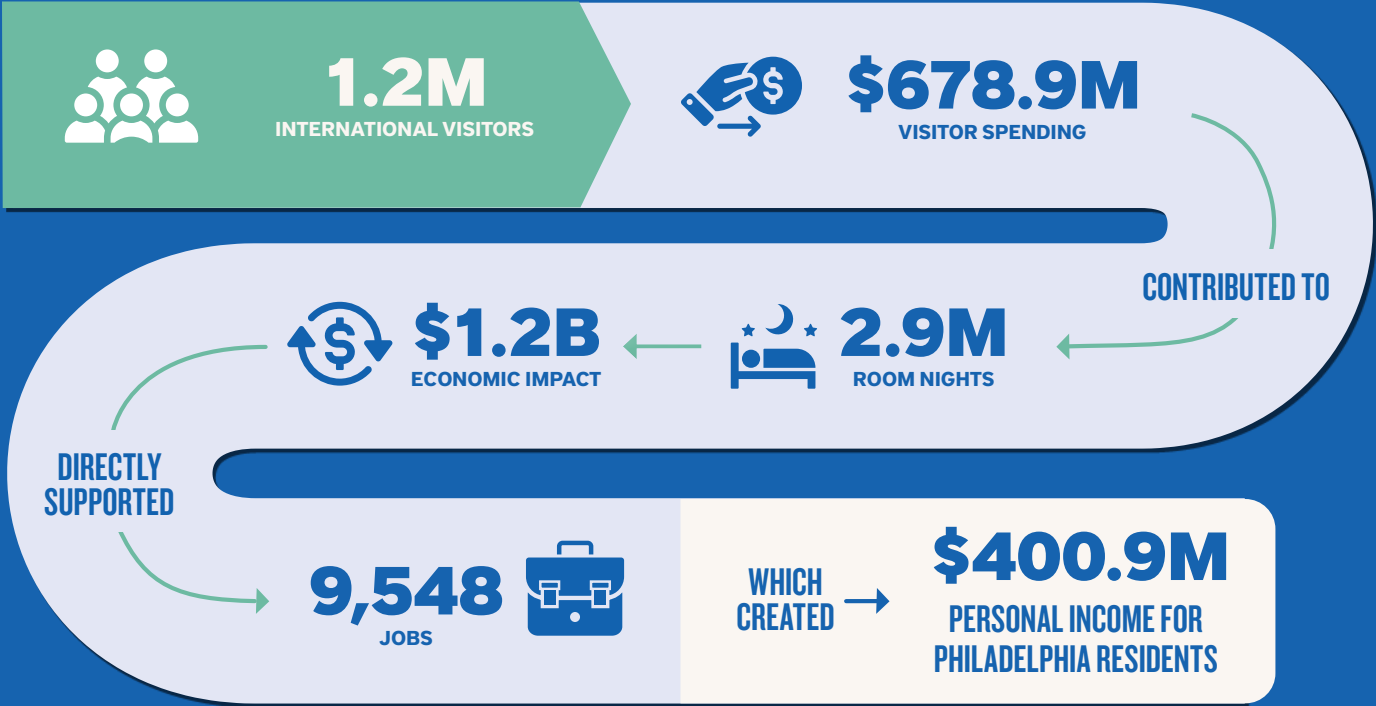
VISITS IN THOUSANDS



TOP FIVE MARKETS BY TOTAL SPEND



ECONOMIC IMPACT OF INTERNATIONAL VISITORS IN 2024



INTERNATIONAL VISITORS STAY LONGER AND SPEND MORE

In 2024, for length of stay and spending per trip, on average **domestic visitors spent \$167 per trip, while international visitors** also spent, on average, **5.2 days** in the destination compared to 2.1 days for domestic visitors.



GLOBAL TOURISM SALES ACTIVITIES

PHLCVB Global Tourism team held nearly 500 individual meetings with international tour operators and travel agents during 62 sales events across 15 countries representing Philadelphia worldwide.

New Flights Support: Nice, Naples, Copenhagen

Philadelphia welcomed three new international flights in 2024, including routes from Nice, Naples, and Copenhagen. Among them, the launch of the Copenhagen (CPH) service stood out as a milestone achievement. The PHLCVB's 8-month flight support program for the CPH route culminated with in-market events at the U.S. Embassy and a gate celebration at the Copenhagen Airport, attended by the leadership of American Airlines, Copenhagen Airport, PHLCVB, and the Ambassador of the United States to the Kingdom of Denmark, Alan Leventhal. This flight marked a significant milestone as we welcomed the first ever direct flight from Denmark to Philadelphia. This historic moment was a testament to the incredible partnership between the PHLCVB and American Airlines, and strong cooperation among partners on both sides of this route, underscoring the shared interest in establishing and growing this important connectivity. For Philadelphia, this daily route, while now only seasonal, is expected to generate an annual economic impact of almost \$32 million dollars. This includes visitors' spending at hotels and all other tourism experiences throughout the city.



IPW

The PHLCVB team represented Philadelphia at U.S. Travel Association's IPW 2024, the leading international inbound travel trade show. They held 186 trade and media appointments to promote Philadelphia worldwide, with a booth modeled after Reading Terminal Market.





Global Tourism Partner Updates

The PHLCVB hosted two key Global Tourism Update events showcasing Philadelphia's tourism growth. In March, the event at the Barnes Foundation highlighted strong recovery trends, with Tourism Economics forecasting international visitation and room nights to exceed 2019 levels by 2024. The event emphasized Philadelphia's momentum, bolstered by Michelin Green Guide recognition and new international flight routes, positioning the city ahead of national recovery trends.

In August, the focus shifted to Canadian travelers, with the PHLCVB's Global Tourism Update at the National Constitution Center revealing Philadelphia as the fastest-growing U.S. city for Canadian visitation. Industry experts presented the latest data and trends, and a panel of local attractions shared strategies for attracting Canadian tourists. Both events highlighted the city's growing international appeal and offered opportunities for businesses to engage through the PHLCVB's Partnership Program.

AT A GLANCE

FAM Tours:

Trained **150+ trade partners** from 14 countries through 22 Philadelphia FAM tours

Sales Events:

Met with nearly **500 tour operators** and travel agents during **62 sales events** across 15 countries representing Philadelphia worldwide

Partner Referrals:

Shared **640+ referrals** to PHLCVB tourism partners, servicing 114 tour operator clients worldwide

Marketing:

Carried out **50+ marketing campaigns** in 12 countries promoting Philadelphia and driving bookings

Destination Training:

Trained **500+ travel agents** on Philadelphia tourism experiences

TOP PHILADELPHIA *Headlines*

TRAVEL | BUSINESS | SPORTS | LIFESTYLE | WEATHER

PHLCVB MARKETING AND COMMUNICATIONS TELLING PHILADELPHIA'S STORIES AROUND THE WORLD

The Marketing and Communications team crafts content and campaigns that promote Philadelphia, the PHLCVB, and the Pennsylvania Convention Center through a variety of programs targeting meeting and event planners, influencers, convention attendees, media, domestic group tour operators, international leisure travelers, and travel trade professionals.

TOTAL EARNED MEDIA

1000+

TOTAL ARTICLES

DOMESTIC AND INTERNATIONAL EARNED MEDIA

By working with media across the globe daily, the PHLCVB earns valuable exposure for Philadelphia—positioning the city as a top international travel destination and a premier place to hold a convention or event. The PHLCVB showcases Philadelphia to international journalists and creators through media FAM tours – 33 in 2024 – to inspire visitor interest in the city.



[Discover Why Philadelphia Ranks Top for U.S. Sports!](#)
Global Travel Media (Australia)



[Here's Why Philadelphia Should Be On Your Travel List: Murals, History, And More](#)
Outlook Traveller (India)



[Philadelphia: Record-Breaking Summer and a Stunning Future](#)
Turismo & Attualità Magazine (Italy)



[Big Events and Transatlantic Flights Drive Record Summer Visits to Philadelphia](#)
(Conference & Meetings World)



[Philadelphia Publishes New Roadmaps for Planners](#)
(Prevue Magazine)



[Large Events, International Travelers Drive Record-Breaking Summer Visitation to Philadelphia in 2024](#)
(Facilities & Destinations Magazine)



[The Magic of Philadelphia: Between Rocky and Italian Culture](#)
Think Magazine (Italy)



[Philadelphia: a city full of art, culture, and colorful stories](#)
Amerika Only (Netherlands)





ON TOUR WITH THE PHILADELPHIA ORCHESTRA

The PHLCVB partnered with The Philadelphia Orchestra on their landmark tours of both Canada and China.

Canada is the top international inbound tourism market for Philadelphia, representing half of Philadelphia's international visitation. In Toronto, Ottawa, and Montreal, the PHLCVB team held sales and media meetings and gave destination presentations and interviews, designed to entice visitation to Philadelphia. In partnership with the Countryside of Philadelphia, the PHLCVB hosted pre-concert receptions in Toronto and Montreal for travel trade and media, who were treated to Philadelphia cheesesteaks and themed cocktails before attending the orchestra's performances.

PHLCVB president and CEO Gregg Caren was interviewed by several news outlets in all three cities. At a pre-concert reception at the residence of the U.S. Ambassador to Canada – and Philadelphian – David Cohen, the Philadelphia Michelin Green Guide, which features an interview with Yannick Nézet Séguin, was highlighted and distributed.

Traveling alongside The Philadelphia Orchestra on tour in China, the Global Tourism team held receptions and destination showcases in Beijing and Shanghai to promote the latest updates from Philadelphia to key members of China's travel trade, travel media, and influencers and provided destination trainings for tour operators in each city with an overview of 2025 and 2026 events.

The team also participated in diplomatic meetings and events, including a reception at the residence of the U.S. Ambassador to China and a meeting with the Deputy Mayor of Tianjin to commemorate the 45th anniversary of Philadelphia and Tianjin's sister city relationship.



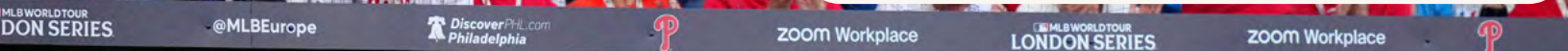
PHILLY TAKES LONDON

THE PHILLIES AND PHLCVB BOOST CITY'S GLOBAL PROFILE

The PHLCVB traveled alongside the Philadelphia Phillies for the Major League Baseball (MLB) London Series. As an official partner of the MLB London Series, the PHLCVB hosted customers, media, and travel suppliers. The mission generated substantial marketing and media exposure across London through stadium branding, wrapped taxicabs, Tube stop ads, and collaborations with Passyunk Avenue – a Philly-themed sports bar.

The PHLCVB and the Phillies also hosted a tourism event with MLB, the New York Mets, and New York City Tourism + Conventions, showcasing Philadelphia to media and customers through a destination presentation, designed to foster international connections that will benefit the city for years to come.

Later in the season, the PHLCVB was in Toronto to promote travel to Philadelphia as the Philadelphia Phillies took on the Toronto Blue Jays at the Rogers Centre. PHLCVB president and CEO Gregg Caren gave a destination presentation to several dozen travel journalists and broadcasters, tour operators, and influencers. Philadelphia is a sports tourism hub and this event was designed to inspire travel stories and tour packages to encourage visitation to Philadelphia.



ROCKYFEST GLOBAL MEDIA FAM

The PHLCVB leveraged the city's first-ever Rocky™Fest to generate news coverage from top-tier publications in Italy, Spain, and the Netherlands, which resulted in extensive exposure for Philadelphia in key European inbound tourism markets. The trip was built around the city's first-ever RockyFest, a week-long celebration of Philadelphia's iconic film franchise. The group participated in several Rocky-themed activities, including the unveiling of Sylvester Stallone's statue atop the Philadelphia Museum of Art steps, a bus tour of Rocky-franchise film locations, and a special dinner at The Victor Café (film location in *Rocky Balboa*) with Rocky expert Dr. Paul Farber and Rocky statue artist A. Thomas Schomberg.



2024 ADVERTISING HIGHLIGHTS

In 2024, the PHLCVB's marketing strategies focused on elevating Philadelphia's profile as a premier destination for meetings, conventions, sporting events, and international leisure travel.

With strategic investments in targeted digital campaigns, high-impact advertising with key outlets, and multi-level campaigns targeting attendees of industry shows, the PHLCVB reinforced Philadelphia's reputation as a must-visit destination for business and leisure.

High-Impact Print Placements

The PHLCVB invested in several high-impact print placements with leading industry publications such as *Prevue Magazine*, *Meetings Today*, and *PCMA Convene* to showcase Philadelphia's key selling points and spotlight the latest advancements at the Pennsylvania Convention Center.

SPONSORED CONTENT
CASE STUDY PROFILE

Building Back

After a pandemic-induced lull, the Alzheimer's Association relied on the powerful connections of the Philadelphia CVB's Life Sciences Division to help its global conference attract its highest attendance yet. **By Nathan Mattise**



The Ask
To bring people together again. Face-to-face connections are crucial to the work of the scientists, researchers, clinicians, and caregivers who convene at the Alzheimer's Association's annual global conference. Connections made at past conferences have directly led to collaborations and breakthroughs in the care and treatment of patients with Alzheimer's and other dementias, affecting more than 55 million people worldwide.

The Challenge
Increasing the size of the conference turnout was the challenge for organizers when they chose Philadelphia for the 2024 Alzheimer's Association International Conference. Previously, the COVID-19 pandemic had forced the association to cancel its global conference for two straight years — devastating, considering the collaborative opportunities that were lost as a result. There was a huge sigh of relief at the association's 2023 conference in Amsterdam when the pattering roared back with its highest-ever number of attendees: 7,500 in person, with an additional 4,500 virtually.

The Solution
To help push attendance upward, the Philadelphia CVB leveraged the expertise of its dedicated Life Sciences Division, the first and only such entity among all convention bureaus. The Life Sciences Division harnesses the influence of the 1,200-plus life-science organizations within Greater Philadelphia, an area

which consistently ranks in the top 10 life sciences markets in the U.S., according to Colliers and JLL Research. And members of the Life Sciences Division's dynamic advisory board represent many of the region's world-class research institutions, health systems, inventors, and industry leaders — including AstraZeneca, Bristol Myers Squibb, GSK, Johnson & Johnson, and Merck.

When it comes to the research and treatment of disease, there's a lot of overlap in these disciplines — and in their networks. The Life Sciences Division works with organizations to promote events to potential attendees, in their call for abstracts from local fellows, to connect organizers to relevant speakers and community partners, and to market the meeting's expo floor to local businesses. And when a group like the Alzheimer's Association books a conference in Philadelphia, the benefits of the Life Sciences Division can be fully realized.

The Outcome
By the end of the five-day conference hosted at the Pennsylvania Convention Center in downtown Philadelphia, attendance had surpassed all expectations: 8,691 in-person plus 5,700 virtual attendees — together representing 101 countries. That's just shy of a 20-percent increase over attendance in 2023.

Alzheimer's Association Chief Science Officer Maria Carrillo, PhD, was gratified — and impressed. "The bureau clearly understood our mission and goals, and we worked really well together," Carrillo said. "The attendance blew us away. We're still riding high on the energy." And, no doubt, resting sure in the knowledge that new collaborations were made once again to help treat patients and make progress toward eradicating a devastating disease.

Contact
Philadelphia Convention & Visitors Bureau — discoverPHL.com



DISCOVER A CITY built ON BIG IDEAS.

Imagine hosting your convention or tradeshow in one of America's leading life sciences hubs. PHL Life Sciences, the first and only CVB division of its kind, connects you to professionals at the forefront of your industry and to a culture you can only find in Philadelphia. A world of discovery is waiting.

PLAN YOUR MEETING IN PHILADELPHIA AT [DISCOVERPHL.COM](https://discoverPHL.com)

Come for Philadelphia. Stay for Philly.

PHLCVB | PHL LIFE SCIENCES

Meetings Today
Magazine takeover with full-page ad, advertorial, and cover bellyband
October 2024



PHILADELPHIA

COME FOR THE **CONVENTION.**
Stay FOR THE **UNCONVENTIONAL.**

Your meeting in Philadelphia comes with an authentic Philly vibe.

PLAN YOUR MEETING AT [DISCOVERPHL.COM](https://discoverphl.com)

ne for Philadelphia.
Stay for Philly.

Prevue Magazine

Center Stage Impact four-page insert
Nov/Dec. 2024



Skift MEETINGS • PHL CVB PHILADELPHIA PHILADELPHIA LIFE SCIENCES

5 TRENDS FOR LIFE SCIENCES CONVENTIONS, MEETINGS & EVENTS

Brought to you by PHL Life Sciences, a division of the Philadelphia CVB

Skift Trend Report

focusing on PHL Life Sciences



Best of meetings 2024
A Special Advertising Section

Welcome to Philadelphia

Discover Philadelphia
You may know Philadelphia for the Liberty Bell and cheesesteaks, but Philadelphia offers so much more. Philadelphia exudes a vibrant character and energy, creating an ideal location for your next meeting. As the "Most Walkable U.S. City to Visit" named as such by USA Today's 10Best Readers' Choice Awards in 2023 and 2024, Philadelphia's downtown offers convenience and memorable experiences in a central location, just steps away from over 14,400 hotel rooms, museums and James Beard award-winning restaurants.

Committed to the Customer Experience
Located in the heart of Philadelphia, the Pennsylvania Convention Center offers more than 675,000 sq. ft. of exhibit hall space, with seven halls and 82 meeting rooms. As part of Philadelphia's commitment to sustainability and goal to become a zero-waste city by 2033, the Center has invested \$78.8 million over the last four years to upgrade, renovate and reduce its environmental impact. The Center also recently opened a new on-site training facility offering staff and labor partners programs on safety, customer service and hospitality. It is the result of the

historic buildings, museums, and attractions that double as special event venues. From Reading Terminal Market, one of the oldest public markets in America, to the Rodin Museum sculpture garden, the city's cultural attractions offer unexpected event spaces ready to impress.


2026: There's More to Come!
The year 2026 will mark the 250th anniversary of the Declaration of Independence. Home to the birthplace of the United States, Independence Hall, Philadelphia's July 4th celebration will be all year.

In addition to such a momentous milestone, 2026 will be a huge year for several other reasons. The city will be the proud host of PCMA Convene Leaders and has been chosen as one of the host cities for FIFA World Cup 2026 and the MLB All-Star Game. It's an exciting time for Philadelphia and your next event could be among it all. Contact the Philadelphia Convention and Visitors Bureau today to start planning your next event.

Philadelphia Convention & Visitors Bureau
Jason Jordan, Vice President of Sales
1601 Market St., Ste. 200
Philadelphia, PA 19103
Tel: (215) 626-3344
ContactUs@discoverPHL.com
discoverPHL.com/mkt
f: discoverPHL
x: @discoverPHL
ig: @discover_PHL

PCMA Convene Magazine

Case study and full-page ad
December 2024



DISCOVERPHL.COM

COME FOR THE CONVENTION.

Stay FOR THE **UNCONVENTIONAL.**

Your meeting in Philadelphia comes with an authentic Philly vibe. For every tech-savvy meeting space, there's an offbeat meeting venue. For every stunning new hotel, there's a building with a storied past. And for every historic street uncovered, there's an attendee experience to discover.

PLAN YOUR EVENT AT [DISCOVERPHL.COM](https://discoverphl.com)

PHL CVB
Philadelphia Convention & Visitors Bureau

Come for Philadelphia.
Stay for Philly.

EXPANDING DIGITAL ADVERTISING

The PHLCVB strategically advanced its digital advertising efforts, leveraging a mix of video ads, programmatic display, geofencing, and retargeting to maximize reach. The campaign reached over 6.9 million. Expanding beyond traditional industry publications, the PHLCVB targeted C-suite decision makers with a six-month programmatic audio campaign delivering 1.6 million impressions across top online radio platforms including iHeart Radio, Spotify, and Audacy Radio. Additionally, the PHLCVB partnered with Business Traveler for an online sponsored content piece for the first time and had several digital campaigns running with Business Journal markets, including D.C., Chicago, and Atlanta, resulting in 1.1 million impressions.

5 Reasons to Plan Your Next Convention in Philadelphia

by Jesse Smith | August 6, 2024 | SPONSORED

SHARE

[f](#) [in](#) [t](#)




Philadelphia city center / Photo: Courtesy of the Philadelphia Convention and Visitors Bureau

The City of Brotherly Love. The Birthplace of America. The City That Loves You Back. As if Philadelphia's nicknames aren't enough to convince you to book a leisure visit, the city is also a haven for companies in search of venues for meetings and conventions. From its stellar location to timeless history and a wealth of resources for business travelers, here are just five of the many reasons to plan your convention in Philadelphia.

This messaging is brought to you by Chicago Business Journal on behalf of Philadelphia Convention and Visitors Bureau.

CHICAGO BUSINESS JOURNAL



Meetings hosted in Philadelphia come with an authentic Philly vibe. For every tech-savvy meeting space, there's an offbeat meeting venue. For every stunning new hotel, there's a building with a storied past. And for every historic street uncovered, there's an attendee experience waiting to be discovered. Philadelphia is a city built on big ideas and we can't wait to help make your next event the most memorable one yet.

[Start Planning](#)

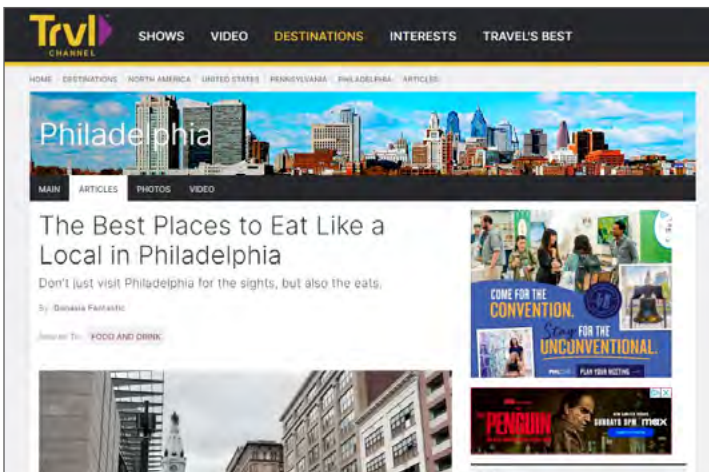
MOST POPULAR

- Can Spirit Shed Its Budget Image? Inside Its High-Value Makeover
- Air France Unveils The New La Premiere: A New Era of First Class Elegance



IMEX America Campaign

IMEX America is the largest trade show in North America for the global meetings, events, and incentive travel industry. In 2024, the PHLCVB elevated its presence with additional touchpoints targeting the show's nearly 16,000 attendees with banner ads on the IMEX America show portal, an IMEX recap video produced in partnership with Northstar Meetings Group, an in-flight WiFi sponsored video campaign with American Airlines, and a geofence campaign.



HOME TO AMERICA'S FIRST CITYWIDE



"1774 to 2024" Campaign

Philadelphia is preparing for a milestone moment—the 250th anniversary of the signing of the Declaration of Independence. Building on the momentum of our "Come for Philadelphia. Stay for Philly." campaign, the PHLCVB developed a creative way to showcase the city's long-standing role as a host for historic meetings and groundbreaking events.

In 1774, two years before the signing of the Declaration of Independence, Philadelphia hosted the First Continental Congress—which the PHLCVB considers as the city's first major convention. This sparked a question for the team: What has changed, and what has stayed the same? To answer, the PHLCVB developed an animated video illustrating how, from boarding houses to five-star hotels, one thing remains constant—Philadelphia is still the go-to city for innovation, growth, and making history.

Supported by paid advertising in industry publications and social platforms, including LinkedIn and Meta, the campaign generated 124,000 impressions, reached 45,000 accounts, and achieved an impressive 0.37% clickthrough rate.



Then & Now: Three Lessons From the First Citywide Convention in Philadelphia

215-636-3348 | discoverPHL.com/meet

The City of Brotherly Love is famous for hosting major face-to-face events. And while headlines tend to focus on the city's future, Philadelphia's status as a trailblazing destination for unforgettable meetings isn't just about the road ahead, but also about the rich sense of history in the rearview mirror. As the city celebrates the 250th anniversary of the First Continental Congress—the inaugural citywide convention that occurred in 1774—event professionals are still following in the footsteps of the historic milestone.

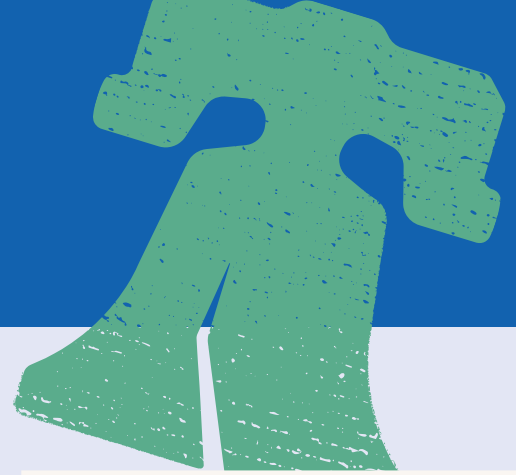
To unleash big ideas, you need a place to raise a toast. "For every hour, delegates to the congress spent debating inside Carpenter's Hall, they spent much socializing in the streets, taverns, coffeehouses, carriage, and homes of Philadelphia," wrote Karen Barstley in "Fifty Gentlemen Total Strangers: A Portrait of the First Continental Congress." Today, meeting planners and attendees can enjoy some 1,000 restaurants and 400 outdoor cafes within a short walking distance of the Pennsylvania Convention Center.

Attendees need a lot of options for accommodations, too. Attendees at the congress ran into the same issue that can arise today on congress nights: a struggle to find a room. Philadelphia is constantly adding the kind of hotels that would make the Founding Fathers proud, such as the new 235-room W Philadelphia that features a 7,000-square-foot outdoor terrace and the 2nd room Clancy by Hilton Philadelphia Center City. Attendees are looking for reasons to stay longer. The first congress lasted much longer than the three- and four-day programs of today—it went for more than six weeks. Still, more than half the delegates arrived days and even weeks earlier. It is a testament to a work that defines every meeting. Your attendees are coming for more than education sessions. This is why public spaces like Lanesboro Market, Time Out, and AFAR all put Philadelphia at the top of their must-visit lists for 2024.

Mix history with your next meeting and new pros at Philadelphia. Start planning to draw in the Philadelphia Convention & Visitors Bureau at www.discoverPHL.com.



2024 PHLCVB PUBLICATIONS



PHILADELPHIA

DESTINATION PLANNING GUIDE



2024 ISSUE

OFFICIAL PUBLICATION OF THE
PHLCVB
Philadelphia Convention
& Visitors Bureau

Come for Philadelphia.
Stay for Philly.

2024 Destination Planning Guide



Official Visitor Guides
(Spring/Summer and Fall/Winter)



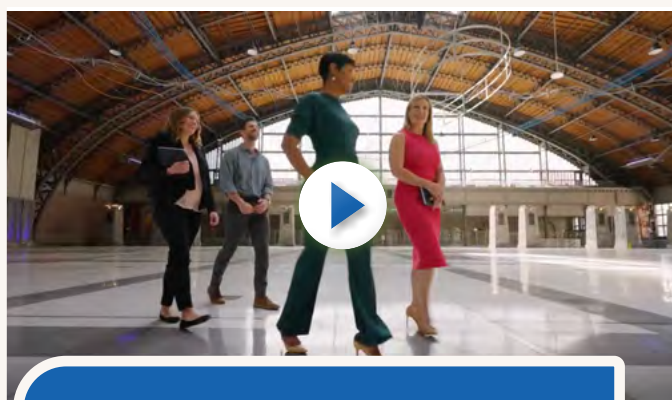
International Visitors Guide

SHOWCASING PHILADELPHIA: NEW VIDEO RESOURCES

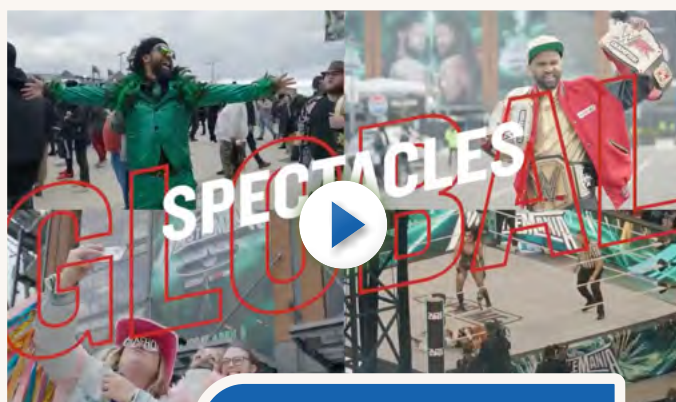
In 2024, the PHLCVB produced several new videos to serve as additional marketing resources. Videos included an overview of the PHLCVB's services and impact, new division highlight videos for PHL Sports and PHL Diversity, several testimonial videos and a Philadelphia meetings sizzle video designed to inspire meeting planners searching for a host city.



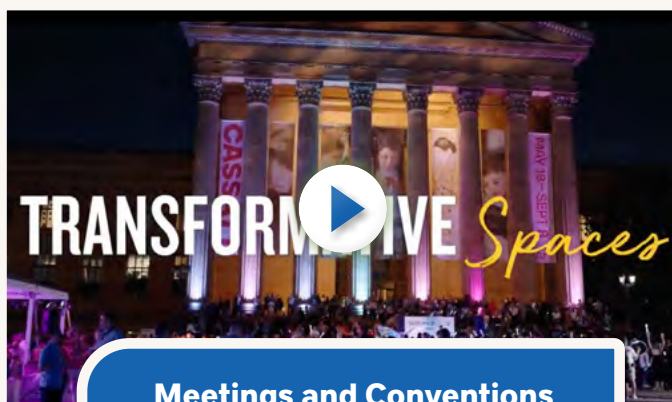
PHL Diversity Video



PHLCVB "What We Do" Video



PHL Sports Video



**Meetings and Conventions
Sizzle Video**



**ASA Annual Meeting
2024 Testimonial
Video**

Kevin Kirberg

Director of Meetings, American Society of Anesthesiologists

NEW PHLCVB WEBSITE: ENHANCING ENGAGEMENT & CONVERSIONS



In March 2024, the PHLCVB unveiled a completely refreshed discoverPHL.com, designed to drive engagement and maximize conversions. The new site prioritizes key performance indicators (KPIs), including RFP submissions, newsletter sign-ups, multi-page views, extended site engagement, and Destination Planning Guide downloads.

The response was overwhelmingly positive:

- **33% INCREASE** in average pageviews per session
- **23% INCREASE** in time on page
- **30% DECREASE** in bounce rate



Introducing “Ask Ben” – AI-Powered Visitor Support

Recognizing the growing role of AI in digital experiences, PHLCVB launched “Ask Ben” in December 2024—an AI-powered chatbot designed to enhance customer service and provide valuable insights into visitor behavior.

Beyond answering traveler inquiries, “Ask Ben” helps the PHLCVB understand how users navigate the site, optimizing content strategy and user experience in real time.

2024 WEBSITE PERFORMANCE

Total Website Traffic:

227,113 **574,928**
UNIQUE VISITORS TOTAL PAGE VIEWS

Top-Viewed Page:



106,179
DISCOVERPHL.COM/MEET

Destination Planning Guide Downloads:

1,776
DOWNLOADS

By integrating AI-driven enhancements and an optimized site experience, **discoverPHL.com** continues to strengthen Philadelphia's position as a top destination for meetings, conventions, and international visitors.

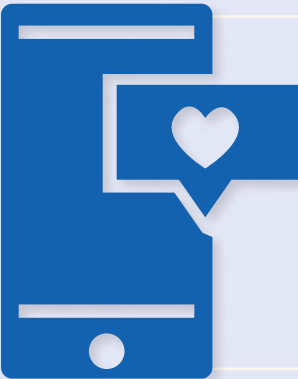
Top Cities for Web Visits:

1. Philadelphia
2. New York
3. Columbus
4. Washington, D.C.
5. Chicago

Top Countries for Web Visits:

1. United States
2. India
3. United Kingdom
4. Canada
5. Germany

PHLCVB SOCIAL MEDIA RESULTS



IMPRESSIONS ACROSS
PLATFORMS
62,715,378
YOY INCREASE FROM 2023
+23%

15
ACCOUNTS
4
COUNTRIES
4
LANGUAGES

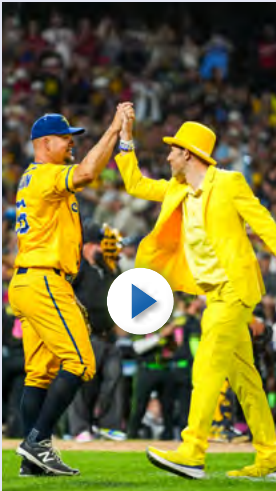
TOTAL FOLLOWERS IN 2024
526,226
TOTAL AUDIENCE
GROWTH IN 2024
76,586
18% INCREASE YOY FROM 2023

CHANNELS:



VIRAL SOCIAL MEDIA HIGHLIGHTS

JASON KELCE LOOKALIKE CONTEST
4.7 Million
VIDEO VIEWS ACROSS PLATFORMS
135,313
ENGAGEMENTS ACROSS PLATFORMS



SAVANNAH BANANAS
IN PHILADELPHIA
1.5 Million
VIDEO VIEWS ACROSS
PLATFORMS
62,240
ENGAGEMENTS ACROSS
PLATFORMS

MENTIONED IN PEOPLE MAGAZINE:

ENTERTAINMENT > SPORTS > FOOTBALL

Jason Kelce Fans Flock to Lookalike Contest After His Wife Kylie Gave Contestants Some Pro Fashion Tips

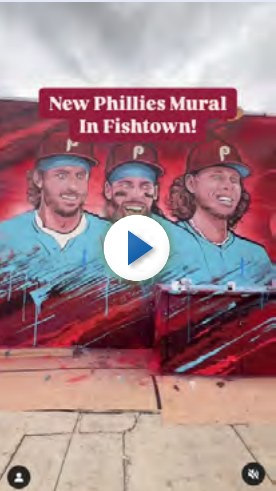
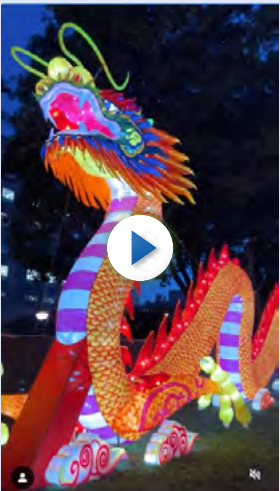
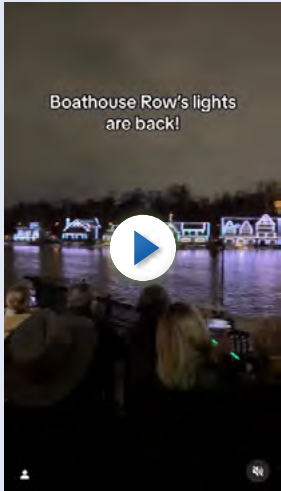
Just days ahead of the contest, Kylie also declared on her new podcast, "I can't wait to see who wins!"

By: @MiaMia Published on December 15, 2024 09:24PM EST

COMMENTS

SHORT FORM VIDEO

15,216,840
VIDEO VIEWS ACROSS
PLATFORMS
+149% YOY INCREASE
FROM 2023



PHLCVB EVENTS

2024 TOURISM OUTLOOK WITH VISIT PHILADELPHIA

The 2024 Tourism Outlook with the PHLCVB and Visit Philadelphia brought together over 500 of the region's hospitality professionals together at the Pennsylvania Convention Center, building momentum and excitement for Philadelphia's future. Each organization shared its top priorities to continue building Philadelphia's tourism and hospitality sectors toward 2026 and beyond.

Mayor Cherelle Parker delivered a powerful address on her commitment to tourism, followed by a fireside chat on industry advocacy with Paul Bencivengo of Visit Bucks County and Erik Hansen of U.S. Travel Association.





PHLCVB ANNUAL LUNCHEON

**THE FRANKLIN INSTITUTE
NOVEMBER 27, 2024**

The PHLCVB Annual Luncheon brought together Philadelphia's hospitality community for a dynamic celebration of travel, tourism, and events. This year's event welcomed **over 690 attendees from 97 companies**, reinforcing the industry's strength and collective impact.

The 2024 event at The Franklin Institute included a new lead-off speaking program where PHLCVB president and CEO Gregg Caren announced record-breaking summer visitation numbers. The program also included remarks by Mayor Cherelle Parker and the presentation of the PHLCVB Foundation's Marie Baker Brown Scholarship to Caleigh Nelson, a junior at Temple University.

New for 2024 was a silent auction with many exciting items provided by generous PHLCVB partners which raised \$9,455. Guests also enjoyed the museum, which recently unveiled two reimagined exhibitions: *Body Odyssey* and *Hamilton Collections Gallery*.

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



STRENGTHENING CONNECTIONS, DRIVING BUSINESS

The PHLCVB Partnership Program offers regional businesses a powerful platform to market their services and connect with meeting professionals, business travelers, and convention attendees from around the world. By joining this network, partners gain access to industry research, trend analytics, future event bookings, and exclusive networking opportunities, helping them stay ahead in a competitive marketplace.

With 762 active partners and growing, the program represents a diverse ecosystem of hotels, venues, restaurants, attractions, and event service providers that directly benefit from business secured by the PHLCVB. As Philadelphia continues to attract major conventions and international events, the Partnership Program remains an essential resource for businesses looking to grow, collaborate, and thrive in the city's booming tourism and hospitality industry.



762

TOTAL PARTNERS



88

NEW PARTNERS



\$810K

PARTNER REVENUE



93%

RETENTION



5

PARTNER EVENTS

PARTNERSHIP EVENT HIGHLIGHTS

The PHLCVB offers unique networking and education events designed to stimulate collaboration and creativity among partners while showcasing venues around the city.

PHLCVB NEW PARTNER ORIENTATION

The PHLCVB offers unique networking and education events designed to stimulate collaboration and creativity among partners while showcasing venues around the city.

PARTNER WEBINAR: SIMPLEVIEW CRM TRAINING FEBRUARY 2024 | VIRTUAL

A new partner platform was launched, and partners received an overview and training on its inner workings, as well as a review of some of its key features.

PARTNER LUNCH AND LEARN – MARKETING YOUR BUSINESS FOR SUCCESS JUNE 2024 | LOEWS PHILADELPHIA HOTEL

An informative panel discussion featuring marketing experts from En Route, The Philly Ad Club, and Wooder Ice explored strategies for engaging an audience and building a brand in the age of new technology.

PARTNER LUNCH AND LEARN – TRANSFORMING YOUR CUSTOMER EXPERIENCE OCTOBER 2024 | VINYL

A panel discussion with Midnight and the Wicked, Element Philadelphia, Constellation Culinary Group, and the Philadelphia International Airport delved into how these organizations have enhanced the customer experience and provided top-notch services to convention attendees.



PHLCVB PHILLIES TAILGATE AND GAME

MAY 2024 | XFINITY LIVE! AND CITIZENS BANK PARK

Over 100 partners came together for an exciting tailgate party as the PHLCVB rallied behind the Phillies during their thrilling 11-4 victory against the Texas Rangers. The event was packed with great networking, delicious ballpark snacks, and exciting raffle prizes.

PENNSYLVANIA CONVENTION CENTER

SUSTAINABILITY AT THE PENNSYLVANIA CONVENTION CENTER

The Pennsylvania Convention Center continues to be an industry leader in sustainability innovation.

CERTIFICATIONS AND AWARDS

In June 2024, the Pennsylvania Convention Center achieved its Leadership in Energy and Environmental Design (LEED®) v4.1 O+M: Existing Buildings silver certification. This LEED certification is the second for the facility which achieved the LEED Gold certification for new construction in 2011 for the building's physical design and construction. The latest LEED certification was based on the assessment of the building's operations and maintenance practices and underscores the Center's commitment to hosting sustainable events that minimize waste, reduce energy usage, and deliver event attendees with the best possible experience.

Additionally, the Center received its Events Industry Council (EIC) Sustainable Event Standards for Venues gold recertification, as well as its fifth year of certification for the Global Biorisk Advisory Council (GBAC) Star accreditation.

SUSTAINABLE EVENTS

This year, the Pennsylvania Convention Center hosted 19 sustainable events, an increase of approximately 64% compared to 2023. The interest and commitment to hold sustainable events has grown industry wide in recent years and the Center partnered with these customers to facilitate waste sorting and recycling and track utility usage and waste diversion rates.

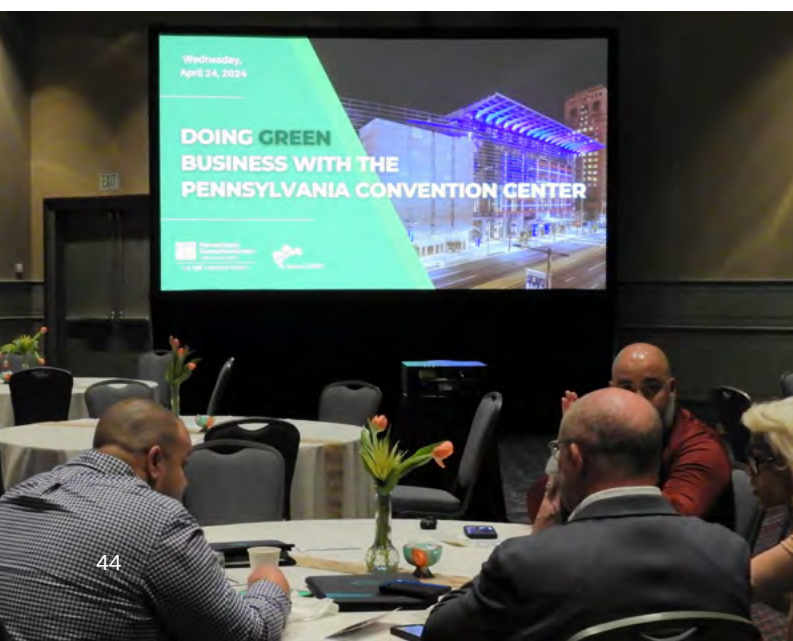
Additionally, the Center partnered with 11 events to donate various items including furniture, bags, stationery, and clothing to local nonprofit organizations.



DOING GREEN BUSINESS WITH THE PENNSYLVANIA CONVENTION CENTER

In April, in commemoration of Earth Month, the Pennsylvania Convention Center hosted "Doing Green Business with the Pennsylvania Convention Center." The event provided an opportunity for business owners and leaders to learn about the Center's sustainability initiatives, understand the importance and benefit of doing green business, and share best practices for incorporating green initiatives into their business strategies.

The event included presentations by Steve Shepper, Vice President of Engineering, PCCA; Janet Mitrocsak, Director of Facilities, ASM Global; and Ama Erbynn, Vice President, Strategic Sourcing and Procurement, ASM Global, as well as a case study presentation and Q&A session moderated by Lindsay Arell, Chief Sustainability Officer, ASM Global and featuring Don Woliski with Edifice Rx and Mimi Winkler with Converse Winkler Architecture.



2024 SUSTAINABILITY PROJECTS

SIEMENS DESIGO KIOSKS

A touchscreen kiosk was installed in the building’s West Central Plant that tracks real time building automation system readings and equipment status with customized data points and graphics for temperature, humidity, and CO2.

EAST CENTRAL PLANT ABSORBER REPLACEMENTS

Two water-cooled, two-stage, direct-fired absorption chillers were installed and commissioned in the building’s East Central Plant in 2024. Absorbers reduce the cost and use of electricity, hot water, heating, and cooling in the facility due to their lack of compressors.

DRY COOLERS

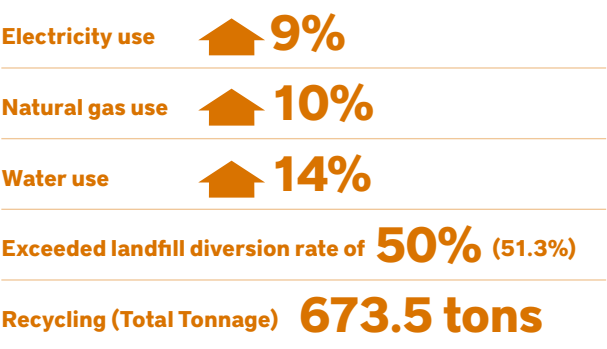
Dry coolers were installed to provide cooling between 34 and zero degrees for the data and server rooms for the network, fire, security, digital, and surveillance systems. Dry coolers do not require a constant supply of water and reduce the use of cooling towers, water pumps, and water treatment systems.

NEW BOILER CONTROLLERS

The controllers in the East Central Plant were upgraded to add efficiency to the boiler operations.

UTILITY USAGE AND PERFORMANCE

2024 was a year of business evolution for the Pennsylvania Convention Center with a busier than usual summer calendar. Event attendees grew by 9% in 2024 which correlated with an increase in utilities between 9% and 14%.



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 healthy, clean, and efficient facility operations.

PCC AWARDS AND RECOGNITION

RUSSEL KICE APPOINTED TO PCMA GREATER PHILADELPHIA BOARD OF DIRECTORS

Russel Kice, CMP, CEM, Senior National Sales Manager at the Pennsylvania Convention Center, has been appointed to the Professional Convention Management Association (PCMA) Greater Philadelphia chapter board of directors. PCMA is the world’s largest community for business event strategies and offers its members education and networking opportunities along with market intelligence for business events industry worldwide.

ASM GLOBAL “MAKE SOME NOISE” AWARD

The Pennsylvania Convention Center has been recognized with the ASM Global “Make Some Noise Award” for best public relations in the convention center division. This award is presented in celebration of impactful public relations efforts put in place to amplify the Center’s brand on a local, national, and international level.

ESPA WELCOMES DOMINIQUE BONDS AS NEW BOARD PRESIDENT

Dominique Bonds, Director of Engagement for the Pennsylvania Convention Center Authority, has been named board president of the Event Service Professionals Association (ESPA). ESPA is an organization representing event service professionals and providing education and networking to prepare its members for their role in event execution. During her 25-year tenure at the Center, Bonds has provided oversight and direction for several departments including event technology and guest experience. As director of engagement she manages DEI initiatives, talent engagement, and customer experience. While serving as ESPA board president, Bonds will focus on building leadership within the organization while ensuring ESPA is an inclusive advocate for all stakeholders in the hospitality industry.

STRATEGIC PARTNERSHIPS AND COMMUNITY IMPACT

The Pennsylvania Convention Center continues to be an industry leader in sustainability innovation.

OIC GRANT

The Pennsylvania Convention Center Authority (PCCA) marked its 35th consecutive year of providing funding to Opportunities Industrialization Center (OIC) Philadelphia with its largest gift to date of \$1.1 million. This support specifically bolsters OIC's flagship Hospitality & Tourism Training Institute by expanding programming to include digital media and audio engineering. Since its founding in 1989, the Institute has trained more than 7,500 students to meet the growing demand for skilled professionals in the hospitality sector. The Center's funding also supported a full-scale brand overhaul which included a new strategic plan, website, logo, and advertising campaign. With these efforts, the program saw a jump in applicants from 850 to 4,650.

PHLCARES

PHLCares is a high-impact business-led response to Philadelphia's chronic street homelessness problem mobilizing resources and leadership for real solutions – housing, jobs, and services – to end homelessness. Since its founding in 2019, PHLCares has raised more than \$1 million from corporate and individual donors. These donations have been utilized to provide funding support to homeless service organizations with a focus on providing wraparound services to individuals experiencing homelessness. These organizations have included Bethesda Project, Pathways to Housing PA, Resources for Human Development, and SELF, Inc. PHLCares has played an integral role in educating local Philadelphia business and community leaders, Pennsylvania Convention Center customers, and the general public about real solutions to chronic street homelessness. Its goal is to help make homelessness rare, brief, and nonrecurring. For customers and clients of the Pennsylvania Convention Center looking to give back to the Philadelphia community, PHLCares is a proven changemaker.



ASM Global ACTS was launched in fall 2021 as the corporate social responsibility arm of ASM Global. The Pennsylvania Convention Center continues to incorporate the program into its operations and made considerable achievements in 2024.

1 PROTECT THE ENVIRONMENT

ACHIEVED the Leadership in Energy and Environmental Design (LEED®) v4.1 O+M: Existing Buildings silver certification.

ACHIEVED the Events Industry Council (EIC) Sustainable Event Standards for Venues gold recertification and Global Biorisk Advisory Council (GBAC) Star re-accreditation.

EXCEEDED landfill diversion rate of 50%.

RECYCLED and diverted 673.5 tons of waste including single stream, cardboard, C&D, landfill, and electronic waste.

2 INVEST IN PEOPLE

SCHOOL TOURS AND MASTER CLASSES – During the year, the Pennsylvania Convention Center welcomes students from various high schools and universities, including Philadelphia Academies, Community College of Philadelphia, and Drexel University, for facility tours and the opportunity to lunch and learn from the Center's leadership team.



COMMITMENT TO ACCESSIBILITY – In 2024, as part of its commitment to providing a welcoming experience for all, the Center began the process to become accessibility certified in 2025. In 2024, as part of this commitment, the Center began the process for an accessibility audit of the facility and operations, with the goal of becoming certified in 2025. Additionally, the Center enhanced its ADA signage in the facility to improve the visibility of the building’s accessible entrances.

PARKINSON READY TRAINING – In September 2024, the Center’s staff, together with hospitality industry partners, participated in the launch of the Make the City Parkinson Ready (“Parkinson Ready”) program in Philadelphia, an initiative of the World Parkinson Coalition, The Parkinson Council, and the Philadelphia Convention and Visitors Bureau.

The Parkinson Ready program aims to reduce stigma and enhance support for individuals living with Parkinson’s disease by training employees in Philadelphia’s safety, transportation, and service industries.

3 STRENGTHEN OUR COMMUNITIES

VOLUNTEERISM – METHODIST SERVICES

HERITAGE FARM – During the year, the Pennsylvania Convention Center’s Team PCC volunteers partnered with Methodist Services, to lend a helping hand on their Heritage Farm. The team helped to plant fresh produce which the organization uses to create a sustainable, community-based food system for the families they serve.

PCCA/ASM GLOBAL BACKPACK DRIVE – In August 2024, the Pennsylvania Convention Center Authority, in collaboration with ASM Global and Twelve Days of Christmas, Inc. Philadelphia Chapter, hosted a backpack drive to provide 150 backpacks with school supplies to students participating in programs hosted by the nonprofit Mighty Writers.

The supplies were donated by the Center’s staff, vendor partners, and labor union partners.

LEGENDS AND ASM GLOBAL “GLOBAL MONTH OF GIVING”

– From November 15 to December 15, 2024, Legends and ASM Global venues worldwide partnered to celebrate Global Month of Giving. The Pennsylvania Convention Center participated in the program with the following initiatives:

THANKSGIVING TURKEY DINNER DRIVE – The Center’s team, food and beverage partner, Aramark, and other partners, collected turkeys and other food items to provide 25 Philadelphia families with a turkey dinner for the Thanksgiving holiday.

INTERCULTURAL FAMILY SERVICES WINTER WONDERLAND

– The Pennsylvania Convention Center partnered with local nonprofit organization, Intercultural Family Services, to host their Winter Wonderland holiday event for 250 Philadelphia families.

Prior to the event, the Center’s staff collaborated with community partners, including Auto Dealers CARing for Kids, School District of Philadelphia, and Aramark to donate toys, coats, and other winter clothing, and the meal for the event.

SALVATION ARMY OF GREATER PHILADELPHIA’S ELIZA SHIRLEY HOUSE

– For the second year, a joint Pennsylvania Convention Center and Philadelphia Convention and Visitors Bureau team decorated The Salvation Army of Greater Philadelphia’s Eliza Shirley House for the holidays to help spread some holiday cheer to the home’s residents.

DONATION PROGRAM – In 2024, the Pennsylvania Convention Center partnered with eleven events to donate various items including furniture, bags, stationery, and clothing to local charities and nonprofit organizations.

MARKETING AND PUBLIC RELATIONS



The Pennsylvania Convention Center Art website now includes a “Legacy Collection” featuring 83 pieces displayed on the original east side of the building that were acquired when the building opened in 1993. Thanks to a comprehensive update, the site now provides access to the Center’s full collection of pieces by 127 artists, most of whom have Pennsylvania ties. To date, the Center has invested \$3.5 million in acquiring and installing 225 pieces of museum-quality artwork.

PAConventionArt.com launched in 2018 as a comprehensive, information-rich platform that provides a detailed map of the facility alongside the location of each piece of artwork, images, and background information on the art and artist. The goal of the update is to continue making the Center’s impressive collection of art accessible worldwide and reinforcing its role as a key regional convention and event venue.



CENTER BEGINS CONSTRUCTION FOR NEW EXECUTIVE BOARDROOM MEETING SPACE

In 2024, the Pennsylvania Convention Center began construction of a new, high-end executive boardroom meeting space to better fulfill the needs of corporate customers. The \$2.25 million capital project entails the conversion of underutilized space – previously known as the Overlook Cafe – that boasts impressive views of the city into one of the largest boardroom meeting spaces in the region.

The decision to construct a new board room followed a routine review of the Center’s facilities and meeting space. While the Center has a wide range of customizable meeting rooms and exhibit hall spaces, the facility’s leadership felt that a high-end, conference room would enhance the customer experience and provide a state-of-the-art option for hosting executive meetings. Because very few convention centers offer a conference room meeting space of the caliber of the new facility, it sets the Center apart from other facilities.

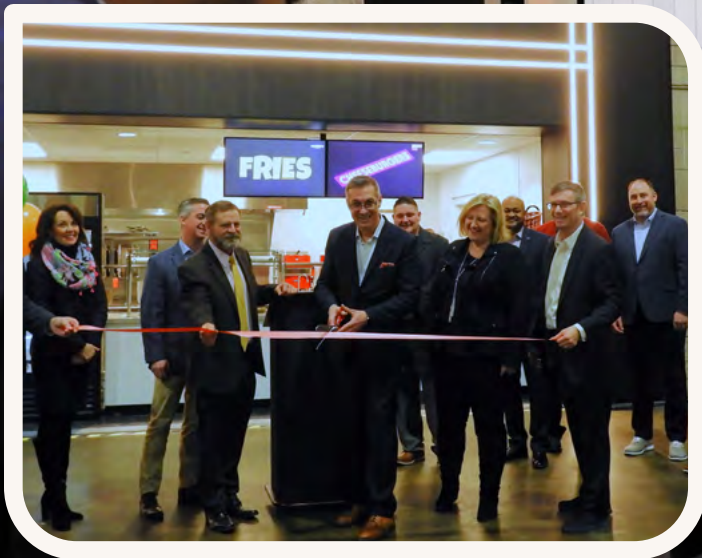
The new meeting room, which officially opened in January 2025, provides an additional option for customers that host board meetings in conjunction with their annual conferences and trade shows. It will also enhance the Center’s ability to attract corporate clients.

The more than 1,700-square-foot room is enclosed by glass, providing guests with an open feeling and a view of the city looking to the west. Customers will have full access to the room’s state-of-the-art technology including four large mobile



LED monitor displays for presentations, touchpads that connect to various meeting apps for easy access to virtual meetings, and sophisticated camera, speaker, and microphone systems. Additionally, the lighting options and room privacy, via motorized shades, are fully customizable with the support of an onsite AV technician.

A standout feature of the new boardroom is a custom-built light maple conference table crafted by Paul Down Cabinetmakers of Bridgeport, PA. The 40’ x 9’ table can comfortably seat 36 people and, in a nod to the state’s heritage, the table’s legs are shaped like the commonwealth’s keystone logo.



PCC, ARAMARK DEBUT NEWLY RENOVATED CONCESSION OFFERINGS

In January 2024, the PCC and Aramark Sports + Entertainment celebrated the grand opening of six newly renovated permanent concession stands and four new portable concession units. The renovations are designed to enhance the customer and guest experience at the facility with diverse food offerings, enhanced flexibility, and greater convenience.

The project consisted of the design and construction of six new permanent concession stands located in Halls A through F. The stands are equipped with digital signage and digital menu boards that provide limitless opportunity to customize menus based on the event. Menus can be programmed and changed to meet the needs of event organizers with items ranging from healthy food options to Philadelphia's iconic cheesesteaks to quick grab and go options. In addition, Aramark has created four new portable concession units that will provide meeting planners with the flexibility to personalize the culinary options and locations.

The renovations are consistent with the PCC's commitment to constantly improve its operations and offerings so that it provides customers and attendees with the best possible experience. The flexibility of the stands will allow for the expansion of offerings in the future, as well as allow the Center to bring in local restaurants and food providers.

The new permanent concession stands were placed in previously vacant spaces without permanent infrastructure. Prior to the renovations, food and beverage service was provided on an event-by-event basis by setting up portable activation units, a process that was time and labor intensive. The new permanent stands are equipped with cooking, warming, refrigeration, and ventilation infrastructure that did not previously exist at the locations.

The flexibility and diverse menu selections provided by these new permanent and portable concession stands will provide increased choice and customization that can be tailored based on a customer's vision and needs.



PENNSYLVANIA CONVENTION CENTER

PCC, SHOW LABOR ARE UNITED ON ENHANCING CUSTOMER EXPERIENCE

One of the major strengths of the Pennsylvania Convention Center is the close partnership that the facility has with its show labor partners. This relationship is built on mutual respect and an understanding that a collaborative effort will enhance the customer and exhibitor experience, which in turn leads to increased business for the center and work opportunities for union show labor. Those labor partners include:

- The International Brotherhood of Electrical Workers Local 98
- The Laborers International Union of North America Local 332
- The International Alliance of Theatrical Stage Employees Artists and Allied Crafts Local 8
- The International Association of Bridge, Structural and Ornamental Iron Workers Local Union 161

HOSPITALITY INDUSTRY ADVANCEMENT TRUST FUND

One major focus of the collaboration between the PCC and labor is enhancing the skill sets of labor personnel in a way that improves the customer experience, increases productivity, and contains costs. To that end, the PCC launched the Hospitality Industry Advancement Trust (HIAT) Fund with its show floor labor partners in late 2022.

Believed to be the only program of its kind in the country, HIAT focuses on three key areas:

- Skills training is coordinated with contractors in the convention and meeting industry, such as Installation & Dismantle (I&D) and Decorator companies, to provide the workforce with the latest technical training so that the workforce can offer the most efficient and economical builds possible.
- Safety programs provide participants with opportunities to obtain general and trade specific Occupational Safety and Health Administration (OSHA) safety certifications.
- Hospitality 1.0 and 2.0 programs focus on providing customers and guests with memory-making experiences that consistently exceed expectations through prioritizing customers, positive attitude and engagement, and a commitment to success.

Since its launch, HIAT has hosted training programs for hundreds of laborers, stagehands, electricians, and riggers on a range of topics, including in-person hospitality training, hard wall construction, mentoring, safety, and other skills.

PCC, TRADE SHOW LABOR LAUNCH NEW TRAINING CENTER

The Center demonstrated its commitment to ensuring that both its show labor and event staff deliver the best possible experience to its customers by launching a new on-site training facility in 2024. The 1,000 square-foot training center includes a conference room for hosting instructor-led training programs as well as two computer labs for online training programs.

The facility is consistent with the ongoing commitment of the Center and its staff to improve itself and the services it offers to customers. The HIAT Fund and this training initiative represent a long-term commitment to ensuring that labor personnel not only have the latest safety and skills training, but also a high-level of hospitality-focused training.

ASM GLOBAL ACADEMY

In addition to providing a dedicated location for “Safety, Skills, and Smiles” training for labor personnel, the new facility also hosts in-house training programs for staff of ASM Global, which oversees the day-to-day operations and management of the Pennsylvania Convention Center. These programs, which are focused on educating team members about industry best-practices, include ASM Global Academy and Experience training.

ASM Global Academy, a proprietary learning and development platform, includes more than 1,800 multi-language content courses that provide team members an opportunity to complete self-paced learning programs. Training courses include guest services, diversity, equity and inclusion, food safety, inclusive culture, sustainability, operations, safety and security, and leadership. The program utilizes gamification, badges, leaderboards, quizzes and evaluations to create an engaging and comprehensive e-learning experience. This includes an industry-leading 34 safety course created specifically for venue management and a customized online guest services program that creates a global, uniformed approach to the guest experience.





As an ASM Global-managed facility, our team at the Pennsylvania Convention Center has always been able to leverage ASM Global's industry-leading innovations to deliver exceptional experiences for our customers and guests.

The company's merger with Legends will only expand this capability to unrivalled proportions, allowing us to provide a level of expertise and service that is unmatched in the industry.

We are grateful for our longstanding partnership with the Pennsylvania Convention Center Authority and look forward to continuing our collaborative efforts to maintain the Center's position as a first-class event venue.



Tony Hodgins, CEM, CMP
General Manager, ASM Global

PENNSYLVANIA CONVENTION CENTER FACILITY MANAGER



Award-winning ASM Global is the world's number one development and full-service venue company focused on client-first approaches for driving significant financial success. The company's elite network spans five continents featuring a portfolio of more than 400 of the world's most prestigious arenas, stadiums, convention/exhibition centers and performing arts venues. Proudly, ASM Global is now in its eleventh year of managing the Pennsylvania Convention Center.

In August 2024, Legends and ASM Global announced the merger of the two companies to provide partners with an unmatched suite of services across all areas of venue operations and revenue generation focused on delivering exceptional guest experiences.

By combining the collective capabilities of the two companies, immense opportunities exist for enhanced guest experiences and elevated partner, client, and industry success.

At the Pennsylvania Convention Center, ASM Global continues to collaborate closely with the Pennsylvania Convention Center Authority (PCCA) and trade show labor partners to fulfill the Center's mission of prioritizing customer experience and maintaining the Center's position as an industry leader and premier event venue.

During the year, the Center's innovative Hospitality Industry Advancement Trust (HIAT) Fund program remained a key component of the facility's operations, reinforcing the shared commitment of the PCCA/ASM Global team and labor partners to delivering the best possible experience to our customers and ensuring that the Center's workforce have the tools and resources to do their jobs skillfully and safely.

The PCCA's significant investments in the facility, together with the support and expertise of the ASM Global team, has led to the completion of major upgrade projects that will enhance the offerings at the Center and challenge the industry to reimagine the business of events.

Additionally, the PCCA's and ASM Global's commitment to sustainability and social responsibility continued to be a top priority, resulting in the facility's achievement of the Leadership in Energy and Environmental Design (LEED®) v4.1 O+M: Existing Buildings silver certification and the Events Industry Council Sustainable Event Standards for venues gold recertification.

The PCCA and ASM Global are dedicated to continuing their collaboration with Philadelphia's hospitality and tourism industry partners to achieve the shared vision of positioning Philadelphia as a first-class destination of choice for events.

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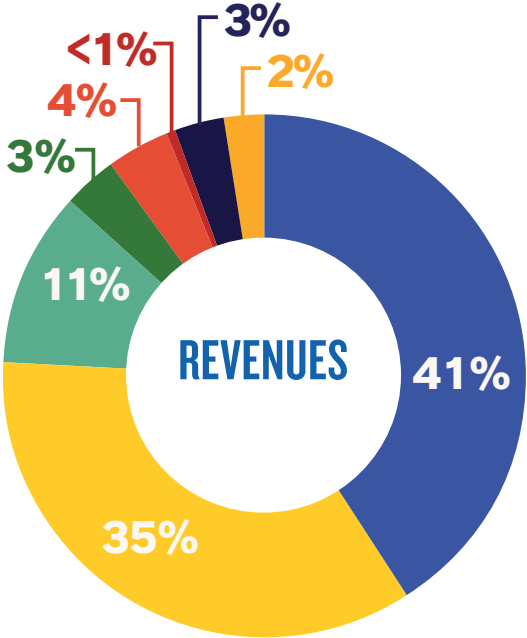
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PHLCVB FINANCIALS FY 2024

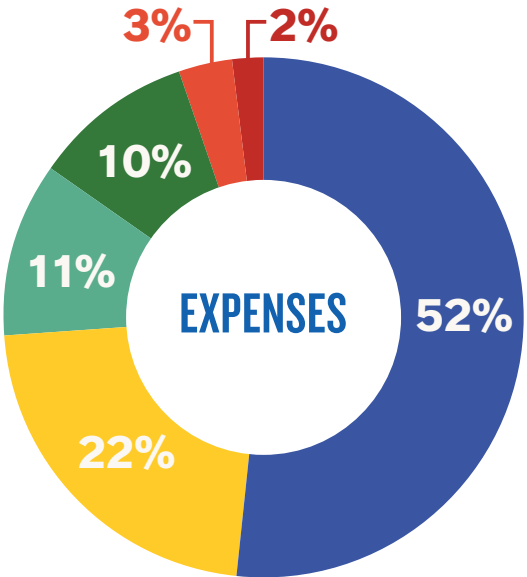
The PHLCVB appreciates the partnership and contributions of the Pennsylvania Convention Center Authority, the Commonwealth of Pennsylvania, the City of Philadelphia, and the Philadelphia Hospitality Investment Levy.



- Hotel Tax: \$9,478,320
- Revenue from Contracts: \$8,095,592
- City/State Funding: \$2,524,251
- Partnership Revenue: \$834,485
- PHiL: \$871,494*
- Publications: \$129,913
- Co-op Revenue: \$728,842
- Other: \$55,030

Total Revenue: \$22,717,927

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



- Convention Sales: \$11,015,307
- Marketing and Communications: \$4,725,786
- General Administration: \$2,328,525
- Global Tourism Sales: \$2,133,356
- Group Tour Sales: \$713,241
- Partnership: \$372,806

Total Expenses: \$21,289,021

Non-Operating Revenue: \$774,649

Change in Net Assets: \$2,203,555

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UNITED NEGRO COLLEGE FUND

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STARR RESTAURANT GROUP

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CIG ASIA LTD.

Eric Zillmer

Director of Athletics Emeritus,
DREXEL UNIVERSITY

Philadelphia Convention & Visitors Bureau FOUNDATION

The PHLCVB Foundation promotes, beautifies, and celebrates Philadelphia in an effort to stimulate its tourism industry. The Foundation works collaboratively with the City of Philadelphia and the Commonwealth of Pennsylvania on projects that make the city even more inviting to visitors, especially those attending a convention, special event, or traveling from another country. In addition, the PHLCVB Foundation helps Philadelphians prepare themselves for meaningful careers in the region's dynamic hospitality industry and assists corporate visitors in identifying meaningful local social investments.

The PHLCVB Foundation is focused on four hospitality-related areas that support Philadelphia's tourism industry:

Economic Development

The PHLCVB Foundation partners with the City of Philadelphia, the Commonwealth of Pennsylvania, and many other hospitality organizations to promote Philadelphia as a dynamic travel destination and location for large events. The Foundation supports the regional efforts that lead to Philadelphia hosting premier events, such as the city's successful bid to host FIFA World Cup 2026™.

Hospitality Industry Support

The Foundation's programs highlight and support the region's dynamic hospitality sector and events that showcase and celebrate the work of all employed in the region's hospitality industry. By highlighting existing workers and their accomplishments, the Foundation helps develop a robust workforce for the regional hospitality industry.

Additionally, the Foundation sponsors RockyFest, a new city-wide promotion that celebrates Philadelphia's rich cultural heritage and the iconic spirit signified by the *Rocky* movies. Furthermore, the Foundation supports the Meeting Professionals International Foundation, a non-profit organization dedicated to supporting the meeting and event industry.

Community Improvement and Outreach

The Foundation traditionally supports projects such as PHLCares, a high-impact, business-led response to Philadelphia's chronic street homelessness issue, mobilizing resources and leadership for real solutions – promoting housing, jobs, and services – to end homelessness. The Foundation supports the management of PHLCares.com and promotional assets.

The Foundation also supports local organizations including Habitat for Humanity, Fairmount Park Conservancy, and Broad Street Ministry to advance key initiatives aimed at enhancing Philadelphia's quality of life and beautifying prominent public spaces. Its goal is to ensure that parks, historical sites, monuments, and buildings are well maintained and welcoming to the public.

Hospitality Education

The Foundation supports projects that train and educate individuals for careers in the hospitality industry and provides an annual scholarship (the Marie Baker Brown Scholarship) available for hospitality students enrolled at local universities. It produces programming designed to provide guidance to high school and college students interested in careers in the hospitality field. This program strives to ensure that Philadelphia's diverse communities can participate in and benefit from the economic benefits driven by the tourism industry.



Congratulations TO CALEIGH NELSON

on receiving the 2024 Marie Baker Brown Scholarship. Caleigh is enrolled at Temple University as a tourism and hospitality major and looks forward to a career in the industry. The Marie Baker Brown scholarship provides funds to students who best exemplify the spirit of hospitality and devotion to the industry as displayed by Marie Baker Brown, who worked with the PHLCVB from 1985 until 2006. The scholarship is made possible by an annual grant from the Sylvia W. and Randle M. Kauders Foundation given to the PHLCVB Foundation. The PHLCVB Foundation raises grant and sponsorship money to support the marketing of long-established events, attract marquee events, and develop a strong and diverse hospitality workforce.

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PRICEWATERHOUSECOOPERS LLP

Stephen Aichele

Partner
SAUL EWING LLP

Ed Baten

General Manager
W | ELEMENT PHILADELPHIA HOTEL

Karen Dougherty Buchholz

Executive Vice President,
Administration
COMCAST CORPORATION

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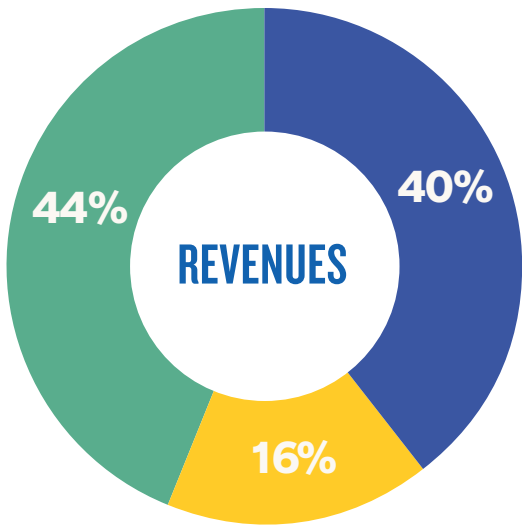
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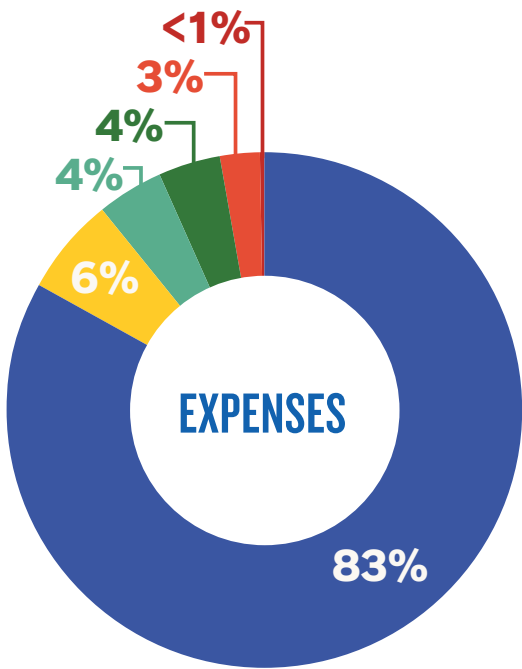
Regional Development Director
UNITED NEGRO COLLEGE FUND

PHLCVB FOUNDATION FINANCIALS FY 2024



- Corporate Sponsors: \$95,000
- Other Contributions: \$41,108
- Other: \$107,230

Total Revenue: \$243,338



- Fundraising: \$203,547
- Hospitality Industry Support: \$15,000
- Hospitality Education: \$10,000
- Community Improvement and Outreach: \$9,500
- General Administration: \$6,126
- Economic Development: \$470

Total Expenses: \$244,643

Non-Operating Revenue: \$57,851

Change in Net Assets: \$56,546

GENEROUS FUNDERS OF THE PHLCVB FOUNDATION

THE SYLVIA & RANDLE
KAUDERS FOUNDATION

PENNSYLVANIA CONVENTION CENTER
AUTHORITY

COMCAST

VISIT PHILADELPHIA

COMCAST-SPECTACOR

THE FRANKLIN INSTITUTE

SAUL EWING LLP

INDEPENDENCE BLUE CROSS

FUNDRAISING SPOTLIGHT:

During WrestleMania weekend, 59 large banners featuring WWE Superstars hung throughout Philadelphia, with one banner draped on City Hall. After the event, the Philadelphia Convention & Visitors Bureau auctioned the banners to fans online, raising over \$33,000 for the PHLCVB Foundation. The funds will support hospitality education, economic development, and scholarships for those pursuing careers in the hospitality industry.



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



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



AN  **MANAGED FACILITY**