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THE GENERAL ASSEMBLY OF PENNSYLVANIA

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HOUSE RESOLUTION

No. 213 Session of  
2015

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INTRODUCED BY C. PARKER, KIRKLAND, READSHAW, DONATUCCI,  
LONGIETTI, J. HARRIS, ROZZI, CALTAGIRONE, TAYLOR, HENNESSEY,  
SAINATO, KINSEY, MILLARD, V. BROWN, FARINA, DIGIROLAMO,  
COHEN, SCHREIBER, BROWNLEE, McNEILL, KILLION, THOMAS,  
D. COSTA, GRELL, ROEBUCK, GROVE, MAHONEY, McCARTER, DeLUCA  
AND GINGRICH, APRIL 6, 2015

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INTRODUCED AS NONCONTROVERSIAL RESOLUTION UNDER RULE 35,  
APRIL 6, 2015

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A RESOLUTION

1 Honoring VISIT PHILADELPHIA for its innovation, acclaim and  
2 success in promoting leisure tourism in the Greater  
3 Philadelphia region.

4 WHEREAS, The tourism industry plays an important role in the  
5 economic vitality of this Commonwealth and its communities as  
6 well as the quality of life for its residents; and

7 WHEREAS, VISIT PHILADELPHIA is a private, nonprofit  
8 organization that was established to promote tourism in the  
9 southeastern portion of this Commonwealth, specifically in  
10 Philadelphia, Bucks, Chester, Delaware and Montgomery Counties;  
11 and

12 WHEREAS, Founded in 1996 by the City of Philadelphia, the  
13 Commonwealth and The Pew Charitable Trusts, VISIT PHILADELPHIA  
14 has worked tirelessly for nearly two decades to promote the  
15 Greater Philadelphia region; and

16 WHEREAS, Steered by a dedicated board of directors

1 representing public and private sector interests and staffed by  
2 a group of professionals led by Ms. Meryl Levitz, president and  
3 chief executive officer, VISIT PHILADELPHIA has spurred the  
4 growth of the hospitality and tourism sector into the sixth  
5 largest industry in the Greater Philadelphia region; and

6 WHEREAS, This industry has an estimated \$10 billion annual  
7 impact on the region, supporting 90,000 full-time jobs and  
8 providing State and local governments with approximately \$636  
9 million in annual tax revenue; and

10 WHEREAS, VISIT PHILADELPHIA has consistently implemented  
11 original and innovative marketing campaigns designed to attract  
12 tourists from throughout the United States, Canada and Mexico;  
13 and

14 WHEREAS, The organization's advertising campaigns, such as  
15 "With Love, Philadelphia XOXO," "Get Your History Straight and  
16 Your Night Life Gay" and "With Art, Philadelphia," have created  
17 a recognizable and dynamic branding of the region; and

18 WHEREAS, VISIT PHILADELPHIA's Internet, social media and  
19 traditional marketing campaigns target art lovers, urban  
20 adventurers and millennials, beckoning them to participate in  
21 the excitement and energy that are part of the Greater  
22 Philadelphia region; and

23 WHEREAS, VISIT PHILADELPHIA's innovative use of digital  
24 advertising and social media attracts more than 15 million  
25 visitors annually to its websites and has garnered numerous  
26 accolades from respected travel and news organizations; and

27 WHEREAS, *Travel and Leisure* magazine named VISIT PHILADELPHIA  
28 one of "Social Media's Most Innovative Travel Companies"; and

29 WHEREAS, *The New York Times* included the Philadelphia region  
30 as "One of the 52 Places to Visit in 2015"; and

1       WHEREAS, *Conde Nast Traveler* magazine named the Philadelphia  
2 region as the "2nd Best Place to Shop in the World"; and

3       WHEREAS, While VISIT PHILADELPHIA's branding has helped  
4 increase tourism in general, its efforts targeted specifically  
5 to leisure tourists have increased leisure tourism exponentially  
6 in the region; and

7       WHEREAS, Once dominated by business travelers, leisure  
8 tourism now represents 88% of the domestic visitors to the  
9 Greater Philadelphia region; and

10       WHEREAS, In calendar year 2013 alone, 12 million more leisure  
11 travelers came to the Greater Philadelphia region than in 1997,  
12 when VISIT PHILADELPHIA first began its marketing efforts; and

13       WHEREAS, This leisure travel increase equates to an overall  
14 273% increase in leisure hotel demand and an additional 5.4  
15 million occupied hotel rooms since 1997; and

16       WHEREAS, The synergy created by VISIT PHILADELPHIA's  
17 marketing efforts and the growing vitality of the region  
18 increased leisure tourism so significantly that the region is  
19 now widely recognized as a national leisure travel destination;  
20 therefore be it

21       RESOLVED, That the House of Representatives honor VISIT  
22 PHILADELPHIA for its innovation, acclaim and success in  
23 promoting leisure tourism in the Greater Philadelphia region.