

City of Philadelphia



Council of the City of Philadelphia
Office of the Chief Clerk
Room 402, City Hall
Philadelphia

(Resolution No. 120231)

RESOLUTION

Recognizing and congratulating the Greater Philadelphia Tourism Marketing Corporation on its designation by the U.S. Travel Association as an engine of regional economic growth, and on the recent identification of its slogan, “With Love, Philadelphia XOXO,” by Frommer’s as one of the fifteen best in the tourism industry.

WHEREAS, The Greater Philadelphia Tourism Marketing Corporation (GPTMC) is a private, non-profit organization that promotes the region’s vitality as a premier leisure travel destination through strategic marketing and branding. Founded in 1996 by the City of Philadelphia, the Commonwealth of Pennsylvania and the Pew Charitable Trusts, GPTMC creates consumer campaigns inviting people to visit the five-county region of Bucks, Chester, Delaware, Montgomery and Philadelphia counties; and

WHEREAS, GPTMC produces or coordinates the production of high-quality content for key outlets through ads placed online, in magazines and newspapers and on billboards, television, radio and trains. This includes administration of Philadelphia’s official visitor website (vitisphilly.com) and current events blog (www.uwishunu.com). Through these channels, the nonprofit is able to boost Philadelphia’s regional tourism, worth \$8.7 billion in economic impact and accounting for more than 85,000 regional jobs annually; and

WHEREAS, A recent report by Dr. Bill Siegel of Longwoods International was released by the U.S. Travel Association that documents through research the financial value of successful destination marketing programs. The report cites Philadelphia as one of two case studies that provide compelling evidence that consistent, well-executed marketing programs can produce a significant positive return on investment to stakeholders. Specifically, GPTMC’s efforts were found to drive greater visitation, generate new tax dollars and create jobs for states and local communities; and

WHEREAS, At GPTMC’s founding, Longwoods International’s research revealed that Philadelphia had an image problem among travelers, who saw it as a day-trip destination. Fifteen years later, with sustained tourism marketing and an enhanced tourism product, Philadelphia’s image has transformed and visitation has surged. Overnight visitation to Philadelphia has grown 66 percent since 1997, six times as fast as the national growth

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rate of 11 percent. Today, Greater Philadelphia welcomes 10 million more leisure travelers annually than it did in 1997; and

WHEREAS, The nonprofit also recently received accolades from Frommer's, an internationally recognized source for travel advice and information, which names GPTMC's latest slogan "With Love, Philadelphia XOXO" in its online article "Tourism Slogans: 15 Favorite Phrases." The list also includes such notable campaigns as "I Love New York" and "Virginia Is for Lovers"; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby recognize and congratulate the Greater Philadelphia Tourism Marketing Corporation on its designation by the U.S. Travel Association as an engine of regional economic growth, and on the recent identification of its slogan, "With Love, Philadelphia XOXO," by Frommer's as one of the fifteen best in the tourism industry.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to the Greater Philadelphia Tourism Marketing Corporation as evidence of the sincere sentiments of this legislative body.

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CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the twenty-second of March, 2012.

Darrell L. Clarke
PRESIDENT OF THE COUNCIL

Michael A. Decker
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Kenney

Sponsored by: Councilmembers Kenney, Greenlee, Quiñones Sánchez,
Council President Clarke, Councilmembers Blackwell, O'Brien,
Squilla, Jones, Henon and Oh