



Greater Philadelphia
Tourism Marketing Corp

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Delaware Valley Regional Planning Commission
Breaking Ground Conference
Fresh and Local Food
November 1, 2011



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A New Experiment

The Philadelphia Inquirer

COMMENTARY

May 1996

A13

Philadelphia tourism's golden promise

By Edward G. Rendell,
Thomas J. Ridge
and Rebecca W. Rimel

The Philadelphia region is sitting on gold. And in these uncertain economic times, it is gold that we simply can't afford not to mine. The gold is the travel and tourism potential represented by the entire region's rich history, first-rate cultural attractions, tremendous recreational opportunities and its world-class restaurants and shopping. From the chambers of Independence Hall to the outdoor festivals on Penn's Landing, from the battlefields of Valley Forge National Historical Park to the artisans and shops of historic New Hope, Greater Philadelphia has as much to offer as any comparable area anywhere in the United States.

What's more, all these attractions sit smack in the center of one of the country's most dynamic

Common Ground

One in an occasional series on regional issues.

markets — the Eastern seaboard of the United States. Given all its excellent attractions and favorable location, isn't it high time the region takes better advantage of its potential as a travel and tourism destination?

The potential benefits of travel and tourism to the region cannot be over-

estimated. Nationally, travel and tourism is now the second largest employer, providing jobs for 11 million people and generating more than \$51 billion in tax receipts each year. In Pennsylvania alone, travel and tourism is an \$18.5 billion industry, supporting 344,000 jobs and growing at a rate of 4.3 percent annually.



cities. Our plan promotes the entire region.

Consider further what kind of return these cities get on their investment. Travel and tourism creates thousands of jobs and brings in millions of dollars annually to their economies. It is clearly past time for the Philadelphia region to step to the plate and get in this high-payoff game.

Building a strong regional tourism market will require a concerted and coordinated effort among many parties — both public and private. As a first step, the city, state and Pew Trusts have pooled their resources to create the Greater Philadelphia Tourism Marketing Corporation, which will be officially announced by the three of us today. The corporation's main responsibility will be to market the region to potential visitors, emphasizing Greater Philadelphia's appeal as an overnight destination. The corporation will also highlight the activities of the region's tourism-related businesses and attractions in order to leverage the area's clout as a destination. And it will start collecting the data needed to shape a smarter and more effective marketing strategy.

If it all sounds like a big job, it is. But it is also achievable if the region — the whole region — pulls together. The partnership among the city, state and the Pew Trusts signals the first of what we hope will be many region-wide cooperative efforts that will serve as a catalyst for positive and powerful change.

What we ask is that all those with a stake in the region's future — the hospitality sector, the retail sector and the corporate community in general — now come together to contribute their time, their creativity, their energy and, yes, their resources to move this effort forward. We welcome you as partners in this venture, as critical components of its success.

Ultimately, though, the effort rests not on what government or the private sector does, but on the spirit of those who make the Philadelphia area such a great place to visit — those who live and work here. We rely on you

For The Inquirer / BARRIE MAGUIRE

Mission Statement

GPTMC's mission is to make Philadelphia and The Countryside® a premier destination through marketing and image building that increases business and promotes the region's vitality.



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Greater Philadelphia Tourism Marketing Corporation

- GPTMC is a 501(c)3 organization.
- GPTMC was founded in 1996 by the Commonwealth of Pennsylvania, the City of Philadelphia and Pew Charitable Trusts.
- GPTMC is NOT a membership organization.

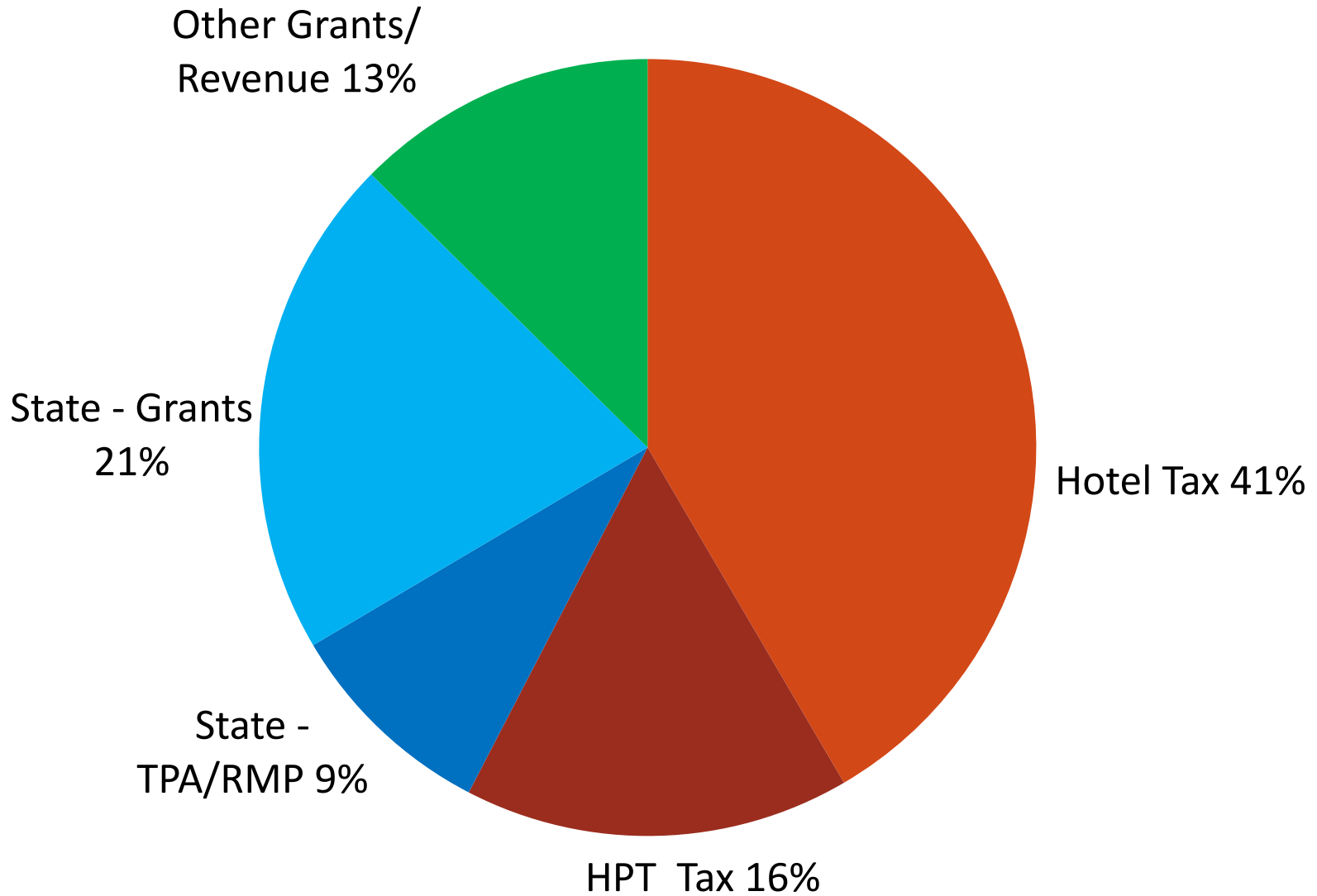


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What We Mean By Tourism Marketing

- Advertising in print, television, radio, outdoor and online
- Brand development
- Consumer collateral materials
- Consumer and media relations
- Cooperative advertising
- Cultural tourism marketing
- Event-based marketing
- visitphilly.com, visitphilly.com/pressroom and uwishunu.com
- Hotel packaging
- Image building
- Partnerships, promotions and marketing alliances
- Stakeholder relations
- Tourism development
- Visitor and marketing research

GPTMC Funding Sources – FY 2011



Tourism's Impact

In 2010, the Greater Philadelphia tourism industry generated:

- **\$8.7 Billion** in economic impact (**\$24 Million** per day)
- **84,807** jobs supported, **5%** of all regional jobs
- **\$1.3 Billion** in federal, state and local taxes



(Source: Tourism Economics)

Regional Partners



GPTMC Campaigns



Tourism's Return on Investment

For every With Love marketing dollar spent,
GPTMC generates:

- **\$100** in direct visitor spending
- **\$11** in state and local taxes
- **More trips** than the national benchmark



(Source: Longwoods International, Tourism Economics)



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Philly Homegrown



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Philly Homegrown Goals

- Generate buzz about Greater Philadelphia as a local food destination
- Broaden the market for local food
- Amplify the work of the local food movement
- Motivate the general public into action



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Why GPTMC Cares About Local Food

- Popularity of local food movement
- Increased interest in food tourism
- A story about a Philadelphia asset that wasn't being told

Consumer Survey Findings

- There is a growing market for local food in the Philadelphia region
- The general public would like to eat more local food
- 78% said they would like to eat more local food than they currently do
- The biggest obstacles to eating more local food are awareness and availability

visitphilly.com/food



ABOUT PHILLYHOMEGROWN VISITPHILLY.COM

Real Local Flavor



WHY & HOW local? **NOW IN season** **PHILLY food & drink** **MEET THE makers** **FOOD tours** **JUST IN AT homegrown**

Food Finder Markets Restaurants U-Pick

Local Food Adventures

A DATE NIGHT ITINERARY



Sample our tour of romantic eateries, sweet shops and other locally-sourced spots.

See what's on the tour.

Seasonal Recipes

POTATO AND CHIVE CAKES WITH POACHED EGGS



Make use of early summer's potatoes and herbs! Get the recipe...

Tom Kehoe, from Yards Brewery



In 1988, Tom Kehoe was a broke college wrestler looking for cheap beer.

MORE

Meet the Makers

THE FACES BEHIND THE FOOD



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Meet the Makers

THE FACES BEHIND THE FOOD

- THE CHEESE MAKER
- THE CHEF
- THE BAKER
- THE FISH GUY
- THE BREWER
- THE BAKER
- THE PRODUCER

Tom Kehoe, from Yards Brewery

In 1988, Tom Kehoe was a broke college wrestler looking for cheap beer.



With the help of friend Jon Boxit, he decided to begin brewing it himself. That early endeavor led to the founding of Yards Brewing Company, a garage operation in Manayunk on a homemade three-barrel brewing system. The success of their Extra Special Ale intersected with Philly's craft brewing renaissance in the mid-'90s, and Yards grew in tandem with the acclaim.

explore philly food & drink



PHILADELPHIA BREWING COMPANY
Carrying on the Kensington tradition of good, local brews
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TRIUMPH BREWING COMPANY
A local brewer with three regional locations to ensure you never go thirsty
[READ MORE](#)



NODDING HEAD
A first class micro-brewery in a second floor location
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Communications Toolbox

Copy, Photos, Videos, Press Materials



Media Partnerships

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SEARCH


RESTAURANTS | IN THE KITCHEN | LOCAVORE | BEVERAGES | HEALTHFULLY | FOOD PEOPLE | GOOD EGGS

AdChoices


YOU'RE SERVED *Chickie's & Pete's sues over name 'crab fries'*



Fruit of the land
The Honeycrisp has become the Kim Kardashian of the apple world. It came out of nowhere, relatively recently (it was released commercially in the '90s), and with some marketing brilliance, took the fruit world by storm.



Bar-hopping
The Whole Foods on South Street got a makeover, and with it, some mouthwatering features. First, a pasta bar, which, as at the Plymouth Meeting location, has bins of fresh pasta from Westmont's Severino Pasta Co. (an Inquirer Food Team favorite).



Pick the 'With Love' Hoagie!
Vote now online, and then show up for lunch Thursday at Rotunda at The Shops at Liberty Place as Primo Hoagies, the Greater Philadelphia Tourism Marketing Corp. and Philly.com Food choose a winning sandwich. Plus, a video: What makes a great hoagie?

FIND A RESTAURANT | FIND A RECIPE


Restaurant name

All Cuisines


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Visit Philly Releases Seven New Foodspotting Guides
Calling all tech-savvy foodies! As of this past spring, Visit Philly, Philadelphia's Official Visitor Site and our flagship website, has its own branded page on Foodspotting, the web and mobile platform dedicated to finding and sharing good food. With tailgate season in full swing, and temperatures starting to drop, Visit Philly is now expanding Philadelphia's [...] - 10/31/2011



A Philly Homegrown Thanksgiving, Recipes From Our Favorite Local Chefs
The holidays are coming up soon and to help you prepare, we partnered with the staff at COOK to come up with a few suggestions on how you can dine local with our upcoming series, A Homegrown Thanksgiving.
Thanksgiving is less than a month away and it is hands down our favorite time of year! [...] - 10/27/2011


HOMEGROWN BLOG

Federal Donuts - 10/26/2011


Lucky Old Souls Burger Truck - 10/25/2011

It's National Food Day Today, Celebrate Philadelphia Style
10/24/2011

Hip to be square
Santucci's upside-down pizzas set up in Bella Vista.



MarketBasket: Seasonal servings
Not all festive stuff has to be cheesy. You'll reach for these hand-painted appetizer plates year after year.



MarketBasket Cookie time
The spicy, crumbly, molasses-y gingersnap cookie is tasty enough on its own. But when Lore's drapes it with their very dark (but still sweet) chocolate, this cookie reaches another level. Hun - they will be sold out by Thanksgiving.


Kale chips: Betcha can't eat just one

Eats Beat

MarketBasket: Sweet and scary

[More Food News](#)

FOOD MAPS



JENKINTOWN Farmers Market

EVERY WEDNESDAY
11:30 - 5:30

267-626-0030


At the corner of Leedom and Greenwood

fruits - vegetables - meat
eggs - milk - bread - cheese

olive oil - cakes - pies
cookies - gluten-free - vegan

Advertise Here

FOOD VIDEOS



New Media Engagement

STETTED 
editing toward a well-fed life

ABOUT CONTACT MEDIA RECIPES AUSTIN FARMERS MARKET EXAMINER HOME

« More Than Words Beer Pancakes »

Philly Pasta

When most people think of food and Philadelphia, they can't get past the cheesesteak. Granted, cheesesteak is a magical thing, but that isn't all there is. I've never been to Philly, but when I was contacted by the people who run Philly Homegrown to try a bunch of local products, I immediately said yes. What better way to learn about a town than through the food that is produced there?

About a week later a giant box arrived and I unpacked it slowly, surprised at the variety. Chocolate, honey, jam, organic flour, big bags of homemade pasta, a chunk of orange coriander sausage, and more. I wish I could say I put the chocolate, a dark, minty bar from John & Kira's, to some sort of creative recipe use, but it quickly disappeared into my belly. The biscotti from Baker Street Bread Company also met a similar fate. Let me just say that in general I'm not a fan of biscotti, because it often just crumbles into a million pieces once my teeth graze it. This biscotti might have turned the tide, because it was delicious - crisp yet yielding and tender to bite into.



I still haven't made my way through all the items I received, but I had to make some of the beautiful pasta from Severino's Pasta. I had never used perciatelli, a hollow, long noodle type, before, but I thought it would be great to cook it up with some chorizo from Keswick, Creamery and the salami from Garces Trading Company Charcuterie.

Yes, that Garces. It turns out that Iron Chef Jose Garces has a gourmet market where he makes, among other things, his own line of salami using Heritage breed hogs from nearby Country Time Farms. I've never not been a meat eater, but I've only really gotten into charcuterie in the past couple of years, and this is good stuff. The orange adds a subtle sweetness to the meat that I really enjoyed.

I love dishes that I just throw together, and what I call "summer" pastas are just that - no sauces that I use from my canning stash, just fresh ingredients all dancing together. For this meal I also grabbed Brussels sprouts and arugula, both from Central Texas farms. So maybe this is Texas Philly Pasta. But that doesn't quite have the same ring to it.

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 **CakeWalk**
Sourdough English muffin made better by Philly Homegrown: Garces Trading Co. salame - and some lacto-fermented salsa on the side for good measure.



12 minutes ago · View Post

1,848 people like this

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 Greensgrow Farm

 Reading Terminal Market

 **onthevedge** living on the vedge

Nutty/saucy//shroomy...a peek at my Philly Homegrown Mystery Box recipe: <http://plixi.com/p/90271986> @visitphilly

55 minutes ago

Community Partnerships

- **Business Districts** like Center City, University City, East Passyunk, etc
- **Food-related Non-profit organizations** like the Food Trust, Fair Food, PA Assoc for Sustainable Agriculture, Slow Food Philadelphia, PA Horticultural Society
- **Markets and Retailers** like Reading Terminal, DiBruno Bros, etc
- **Restaurants and Chefs**
- **Farms and Farmers**

Partner Profile: Center City District

- Center City District is a business improvement district dedicated to keeping Philadelphia safe, clean and fun
- Multi-program Partnership:
 - CCD SIPS
 - CCD Restaurant Week
 - Center City COOKS



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Partnership Example – Center City District

Business

- (IN)Center City Guide
- Events**
- CCD Parks & Plazas
- Getting Around
- Living Here

Life

Center City District Restaurant Week Presented by TD Bank

OVERVIEW | RESTAURANTS & RESERVATIONS | PARKING & MAP | CENTER CITY COOKS

Three-course lunch, \$20. Three-course dinner, \$35. 100+ Restaurants.



Join us every winter and fall for Center City District Restaurant Week presented by TD Bank. **Participating restaurants** offer three-course dinners for only \$35* per person. In addition, many of the participating restaurants will also be offering a three-course lunch for \$20*.

The next Restaurant Week will be **January 22-27 & January 29-February 3, 2012**.

Keep up on Center City District Restaurant Week presented by TD Bank events throughout the year by **following our Twitter feed: @PhilaRestWeek**.

**Tax, alcohol and gratuity not included.*

About Us

Related Information




TWITTER.COM/PHILARESTWEEK

Get the latest Center City District Restaurant Week news year-round, by following us on Twitter.



Philadelphia is a food town. Read all about it, with interviews, recipes, the latest news and more, from the *Philadelphia Inquirer* and *Daily News*. Plus, special Restaurant Week videos.

PHILLY.COM/FOOD



M.CENTERCITYPHILA.ORG

Use our new Restaurant Week mobile website to browse menus, get maps and make online reservations from any



Philly Homegrown, an initiative of Greater Philadelphia Tourism Marketing Corporation (GPTMC), can help you go local. For more information on farmers markets, restaurants and local producers go to visitphilly.com/food.

Check out *Center City Cooks*, with 20 recipes from from Garces Trading Company, R2L, Le Bec-Fin, Pordri, El Mez and other Center City restaurants.

[Learn More](#)

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