

**THE ART OF THE PIVOT**

# **X FESTIVAL 2020**

**VISIT  
PHILADELPHIA®**



# THE ART OF THE PIVOT



**RACHEL FERGUSON**

Chief Innovation &  
Global Diversity  
Officer

VISIT  
PHILADELPHIA®

VISIT PHILADELPHIA—

# TOURISM & HOSPITALITY INDUSTRY OUTLOOK

At the Met Philadelphia.



## IDEAS PRESENTED



**PODCAST**

**SUMMER AD  
CAMPAIGN**

**SISTERLY  
LOVE**

**LIVE NATION  
PARTNERSHIP**

**GIRLFRIENDS  
GETAWAY  
HOTEL  
PACKAGES**

**CANADIAN  
MARKETS**

**1. HEALTH**

**2. ECONOMY**

**3. DEI**



讓我們社區  
井然有序的  
疫情一綫的  
人員，  
我們向您致以  
崇高的敬意！

#ThankYouPhilly 萬聲感謝  
[phila.gov/COVID-19](https://phila.gov/COVID-19)



**YO PHILLY!**  
**STAY HOME.**



**TO THE NURSE  
WEARING THE  
SPONGEBOB  
SCRUBS ON A  
DOUBLE, WE  
THANK YOU  
TRIPLE.**

#ThankYouPhilly  
[phila.gov/COVID-19](https://phila.gov/COVID-19)



**THERE'S NO  
PLACE LIKE  
HOME.  
SO STAY  
THERE.**



**AL PERSONAL  
DEL RESTAURANTE  
LISTO PARA SERVIR  
DE NUEVO, LES DAMOS  
NUESTROS SOMBREROS  
[& NUESTROS CORAZONES].**

**VOL  
WHO  
OTH  
FAM  
ARE  
THA  
TO TH  
STAFF  
CLOCK  
SEE Y**

# HEALTH

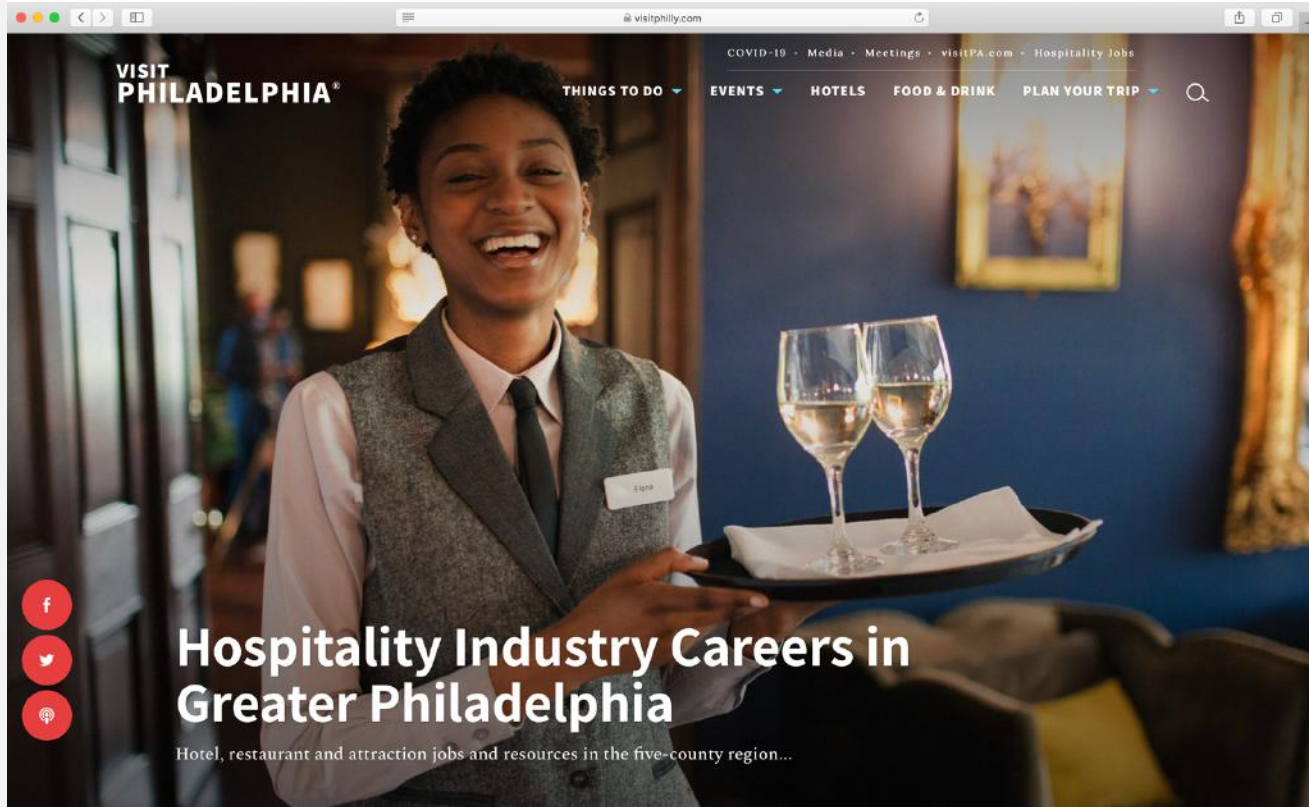
## THE PIVOT

Thanking our essential workers.

# ECONOMY

## THE PIVOT

Becoming a jobs resource.



ECONOMY

THE PIVOT Encouraging local tourism.

OurTurnToTourist
Maori Karmael Holmes  
Fantastic Fishtown Day

VisitPhilly.com

3

Snag a seat in the  
gorgeous garden at  
Suraya for lunch.

1

Start your day with an  
Almond Milk Latte from  
Franny Lou's Porch.

2

Swing by Harriett's  
Bookshop to pick out  
some late-summer reads.

OurTurnToTourist

1

Start your day with an Almond Milk Latte from Franny Lou's Porch.

2

Swing by Harriett's Bookshop to pick out some late-summer reads.

3

Snag a seat in the gorgeous garden at Suraya for lunch.

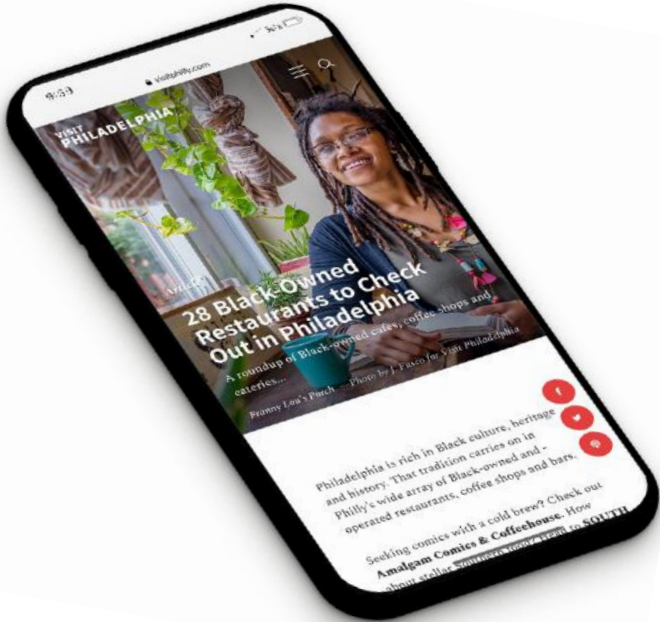
4

Head home to recharge with an online class from Amrita Yoga & Wellness.

VisitPhilly.com

4

Head home to recharge  
with an online class from  
Amrita Yoga & Wellness.





# **ECONOMY**

**THE PIVOT** Encouraging local tourism.



# ECONOMY

**THE PIVOT** Showcasing clean and safe.



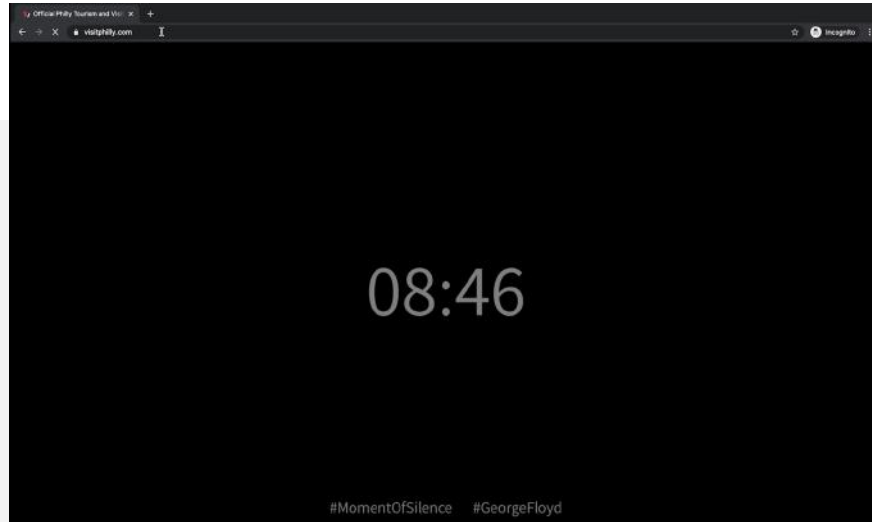
# **ECONOMY**

**THE PIVOT** Showcasing clean and safe.



# DEI

## THE PIVOT Demand attention.



# DEI

# THE PIVOT Demand attention.

**-VisitPhilly.com**



**1**

**Take a morning stroll to Aksum Cafe to pick up blueberry lemon pancakes.**



**2**

**Grab a bench at  
Malcolm X Park  
to enjoy your breakfast  
bounty and a book.**



- #OurTurnToTourist

**1** Take a morning stroll to Aksum Cafe to pick up blueberry lemon pancakes.

**2** Grab a bench at Malcolm X Park to enjoy your breakfast bounty and a book.

**3** Admire the "Legacy" mural by Walé Oyéjidé at the Lucien E. Blackwell Library.

**4** Your dinner res at Booker's Restaurant & Bar awaits – and so does the jambalaya.

— VisitPhilly.com

4

**Your dinner res at  
Booker's Restaurant & Bar  
awaits – and so does  
the jambalaya.**





# DEI

**THE PIVOT** Address what's really happening.



# DEI

**THE PIVOT** Address what's really happening.



# DEI

THE PIVOT Address what's really happening.

## TRAVEL+NOIRE

This Podcast Is Helping To Spark  
Travel Inspiration For Black And  
Brown Travelers During The Times  
Of COVID

NEWS, PENNSYLVANIA, PHILADELPHIA



## TRAVEL+NOIRE

Listening to podcasts has become one of my favorite forms of escapism this year. There's something special about listening to others share their journeys and experiences with you and realizing how we're all just trying to do our best.

Although there are a lot of travel-related podcasts, there aren't many that are targeted for Black and Brown travelers — Visit Philadelphia is changing that with its Love + Grit podcast.

The podcast, hosted by Lela St. Clere (co-host of the Questlove Supreme podcast) with Rachel Ferguson and Justin Pizzi of Visit Philadelphia, is a conversation between Philadelphians and their immense love for their city.



Love + Grit's episodes are filled with authentic stories from dynamic media personalities and musical artists such as Kenny Gamble, Diane Williams, DJ Diamond Kitz, Chill Moody, Kindred the Family Soul and more.

The first episode aired right before the COVID-19 pandemic and since then, there have been over 10,500 downloads and a 5-star rating.

According to Visit Philadelphia, "This Philadelphia podcast uses the authentic and diverse stories of the city to inspire all people — visitors and locals alike — to visit (or re-visit) the region."

Whether you're planning on visiting Philly in the near future or simply looking for a podcast geared to Black and Brown travelers, Love + Grit podcast is essential listening.

**"Whether you're planning on visiting Philly in the near future or simply looking for a podcast geared to Black and Brown travelers, Love + Grit podcast is essential listening."**

**ADAPT**

**PIVOT**

**GRIT**

**RESILIENCE**



**REINVENTION**

# THANK YOU

VISIT  
PHILADELPHIA®

