

No. 1 Food City in the U.S.
– Zagat

We're Still Trending

2015 Annual Report

One of the top 10 destinations on the rise
– TripAdvisor



11 Million overnight stays

VisitPITTSBURGH 

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We're Still Trending



Letter from the Board Chairman

First I want to say that it has been an honor to serve as Board Chairman for VisitPITTSBURGH for the past two years. It was a pleasure to work with our Board of Directors, elected officials, community and business leaders, and our VisitPITTSBURGH staff under the guidance of Craig Davis. I know that the Board will be in great hands with Eric DeStefano becoming Chairperson, as he has been an active participant in our local travel and tourism scene for more than 30 years.

Many organizations and individuals continue to play a role in the growth of our city. At VisitPITTSBURGH, our primary goals are to tell the Pittsburgh story far and wide and to attract overnight travelers to our region. And we certainly have some of the top marketing, sales, convention services, and public relations professionals in the area helping us to accomplish these goals.

Making our visitors feel welcome, of course, extends beyond VisitPITTSBURGH and our partners. It can be the waitress who knows a great place to shop, the tour guide who tells you about Pittsburgh's hidden gems, the business executive who stops and gladly gives directions, the housekeeper who finds your child's stuffed animal, or the cook who will make you French Toast just like your mom did. All of these Pittsburghers, and so many more, make our city special.

2015 was one of our top years for hosting meetings and conventions, including the Fraternal Order of Police, Veterans of Foreign Wars, and the Barbershop Harmony Society. Our Sports Development Department continues to attract large groups that are making Pittsburgh a major destination for both professional and amateur sports events.



There are many reasons why Pittsburgh has become so popular, but the vision of past and present political and business leaders have certainly played an important part in a transformation that has been admired and now being copied by other cities.

Of course, the travel and tourism industry has also played a critical role in our city's and county's revival. Hotel tax generated in 2015 was \$34.3 million, an 8.4 percent increase over 2014 and a 70 percent increase from 10 years ago. That has led to more than 40,000 hospitality jobs.

While we all appreciate the beautiful skyline of Pittsburgh and the continued transformation of our city, is it always important to remember our past, especially during this bicentennial year.

Thank you for your support these past two years. This is just the beginning of great things for our city and region. Definitely...**We're Still Trending!**

A handwritten signature in black ink, appearing to read 'Jamie Campolongo'.

Jamie Campolongo

Letter from the President & CEO

When the year started, it was hard to imagine that we could top the remarkable year we had in 2014. But, in fact, 2015 was a fantastic year. And, best of all, when it comes to our great city of Pittsburgh, **We're Still Trending!**

Pittsburgh remains an extremely HOT brand, so the national accolades continue to roll in as both traditional and social media, and visitors far and wide discover or re-discover our city. There are many reasons, of course, for why Pittsburgh continues to be so popular and a Must See Place to Visit, and they are highlighted in this report.

All of these factors helped to drive travel and tourism that led to 272,852 room nights booked for 2015 and future years—one of the best years on record.

VisitPITTSBURGH is fortunate to have directors on our Board who are enthusiastic, highly engaged, and focused on growth. Our Board has been meeting to develop our strategic goals, and its message to our staff is extremely clear: *We cannot be content with our past accolades. We need to fan the flames that have made Pittsburgh hot!*

In 2015 we hosted several large conventions, but none was more important to our future than Connect Marketplace and Connect Sports Marketplace and the more than 800 meeting planners who attended.



Thanks to our travel and tourism community and to our Pittsburgh residents who warmly welcomed our guests, we have been told we hit it out of the park. We expect to book significant future business as a result of hosting these meeting planners.

“This summer in Cleveland there will be the Republican story. And in Philadelphia there will be the Democratic story. But every day in Pittsburgh you can find the American story – one of transformation, innovation, and opportunity.”

This summer in Cleveland there will be the Republican story. And in Philadelphia there will be the Democratic story. But every day in Pittsburgh you can find the American story – one of transformation, innovation, and opportunity.

Thank you to all of our partners and Pittsburghers for making our city special.

A handwritten signature in black ink that reads "Craig T. Davis". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Craig T. Davis

We're Still Trending

Communications

In 2015 the Communications Department continued to help spread the Pittsburgh story nationwide and create positive exposure for our city and partners through persistent story pitching, strategic and themed press tours, and the development of new media contacts.

The department dramatically improved upon impressive 2014 results when it came to media impressions and advertising equivalency value.

The Communications team hosted journalists from several high-profile media outlets, including *Saturday Evening Post*, *Huntington Post Canada*, *America's Test Kitchen*, *AFAR* magazine and *Philadelphia* magazine.

In addition, Communications searched out cost-efficient yet effective approaches to improving local awareness and also continued to help champion both the Mighty. Beautiful. Pittsburgh. branding and our VisitPITTSBURGH call to action.

To celebrate the Pittsburgh Pirates' entrance into the Major League Baseball playoffs, the Communications Department successfully promoted The Pirate Find Contest, which involved Pirates' fans taking their photo with a fictitious

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In 2015 more than \$32 million in advertising equivalency value was generated, up from \$16 million in 2014.



America's most charming cities

– Travel + Leisure



Pittsburgh's beauty, whether observed after emerging from the Fort Pitt Tunnels, from Mt. Washington, or from the edge of one of our three rivers, has captured the attention of media and visitors.

Communications (continued)



The Kidsburgh press tour was a huge success as the Communications Department hosted six writers and 14 family members.



The Pirate Find Contest resulted in significant local and national news coverage, including Yahoo! News and MSN.com.

Captain Penn Stanwix and then posting them on social media. The contest was picked up by Yahoo! News, Yahoo! Sports and MSN.com.

Thanks to the efforts of the Communications Department—and generosity of numerous VisitPITTSBURGH partners—Pittsburgh was featured on Canada’s No. 1 lifetime talk show, *The Marilyn Denis Show*. As the grand prize of the daytime series annual “Ten Days of Giveaways,” 75 audience members were treated to a Pittsburgh Getaway Package. The segment generated excellent exposure for Pittsburgh, as in an average week, *The Marilyn Denis Show* reaches 2.2 million viewers, and the giveaway shows are some of the most-watched episodes of the program.

Highlights:

- Generated 1,062 story placements, resulting in more than \$32 million in advertising equivalency value.
- Responded to 228 media inquiries.
- Issued 40 press releases and made more than 130 direct story pitches.
- Hosted 76 writers and six themed press tours, resulting in coverage valued at \$1.3 million in advertising equivalency:
 - Art
 - Kidsburgh
 - Mid-Atlantic Tourism and Public Relations Alliance (pre-conference tour)

2015 Press Tours Return on Investment:



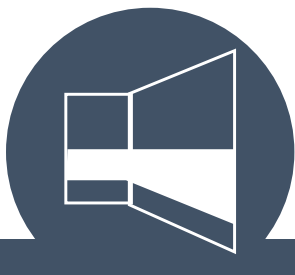
76 WRITERS
HOSTED
6 GROUPS/40 INDIVIDUALS



\$61,400
TOTAL COST
OF PRESS TOURS



494 MILLION
IMPRESSIONS



\$1.3 MILLION
EARNED IN
ADVERTISING EQUIVALENCY

■ New Hotels

■ Tours on Tour

■ Travel Media Association
of Canada Returns

- Provided public relations support for numerous events and conferences, including Anthrocon, Barbershop Harmony Society, Connect Marketplace, DICK'S Sporting Goods Pittsburgh Marathon, and NCAA Division 1 Men's Basketball Championships.
- Continued VisitPITTSBURGH's Speaker's Bureau, with 12 presentations made to more than 620 audience members.



The *Fairmont Pittsburgh Hotel*, along with other area restaurants and attractions teamed up to donate the Grand Prize Pittsburgh Getaway Weekend for 75 audience members of *The Marilyn Denis Show*, Canada's top ranked lifetime TV show.

One of the **best travel spots** for **family travel**.

— *Toronto Star*



Pittsburgh, also known as Kidsburgh, offers families a variety of entertainment options from museums, including the Children's Museum (shown in photo), amusement and water parks, sports events, and activities along the city's riverfront.

Convention Sales

It was a banner year for meetings and conventions in Pittsburgh in 2015. Convention Sales tracked nearly 260,000 convention room nights in 2015, easily eclipsing the 5-year average of 240,000 annual definite room nights.

Convention Sales also booked more than 272,000 room nights for future meetings and conventions, making 2015 one of the best years ever for new bookings.

In August 2015, VisitPITTSBURGH welcomed Connect MarketPlace with more than 750 event planners representing national associations, sporting organizations, and specialty groups. Hosting this event puts Pittsburgh in the position to book even more meetings and conventions in the future.

Highlights:

- Booked 577 meetings and conventions worth an estimated direct spending of \$155.9 million
- Sold 272,852 room nights for 2015 and future years
- Contributed 259,960 rooms to the overall room night consumption for Allegheny County in 2015
- Hosted 496 meetings and conventions, attracting 298,628 convention attendees
- Hosted 38 events in the David L. Lawrence Convention Center, accounting for 179 usage days
- Booked 49,874 value season (slower season) room nights for 2015 and the future

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One of the **top 10 destinations** on the rise.
— Trip Advisor



The Pittsburgh International Airport is the first impression of Pittsburgh for many visitors. The airport continues to add direct flights to our city through carriers such as Porter Airlines.

Convention Sales *(continued)*



Highlights *(continued)*

- Exhibited in 14 trade shows
- Continued the “Bring It Home” Campaign, designed to encourage local members of associations to bring their national meetings to Pittsburgh – assisted in booking 301 meetings
- Initiated SportsPITTSBURGH sub-brand in marketing and sales efforts
- Hosted 137 customers through individual site visits and conducted 1,558 face-to-face appointments with meeting planners

Booked in 2015

| Account Name | Event Name | Attendance | Rooms |
|---------------------------------------------------------|------------------------------------------------------------------|------------|-------|
| COMMUNICATIONS WORKERS OF AMERICA | CWA 76th Convention | 1,300 | 6,540 |
| TMS: THE MINERALS, METALS & MATERIALS SOCIETY | 2017 MS&T Materials Science & Technology Conference & Exhibition | 3,000 | 5,365 |
| THE STEELWORKERS | 2016 USW Health, Safety & Environment Conference | 1,325 | 5,355 |
| AMERICAN SPECIALTY TOY RETAILING ASSOCIATION | ASTRA's 2019 Marketplace & Academy | 2,000 | 4,075 |
| NATIONAL COUNCIL ON EDUCATION FOR THE CERAMIC ARTS | 2018 Annual Conference | 4,500 | 3,515 |
| ASSOCIATION OF PROFESSIONAL RESEARCHERS FOR ADVANCEMENT | 2018 Annual International Conference | 1,000 | 3,088 |
| ALPHA PHI OMEGA FRATERNITY | 44th Biennial National Convention | 2,000 | 2,956 |
| SOCIETY OF AMERICAN MILITARY ENGINEERS | 2017 Small Business Conference | 1,500 | 2,905 |

Lodging Rankings:

- Pittsburgh market experienced the second-highest average daily rate – \$119 vs. \$104 average among competitive set
- Pittsburgh market ranked second in overall Revenue Per Available Room (RevPAR) among competitive set – \$78 vs. \$69 average

Source: Smith Travel Research and VisitPITTSBURGH

Three-City Partnership:

Since 2004, Pittsburgh, Portland and Milwaukee have enjoyed a close partnership in which the three cities refer convention business to each other, cross-promote our cities, and exhibit together at industry trade shows and events. By offering East/Central/West locations, this alliance provides meeting planners with ideal destinations in almost any geographic rotation. This partnership is unparalleled in the CVB industry in terms of length of cooperation and numbers of conventions booked.

- Total number of conventions booked: 88
- Total room nights booked: 276,331

2015 Trade Show List

American Bus Association

Professional Conference Management Association (PCMA) Annual Meeting

NCAA Convention

Religious Conference Management Association

National Sports Forum

Council on Engineering and Scientific Studies Executives (CESSE) Mid- Winter Meeting

PASAE, Educational Summit & Expo

Destination Marketing Association International Destinations Showcase

Springtime in the Park

Conference Direct Annual Meeting

National Association of Sports Commissions

PA Building Trades Council

Collaborate Marketplace

Meeting Planners International WEC

American Society for Association Executives (ASAE) Annual Meeting

Connect Marketplace

Olympic SportsLink

Rejuvenate Marketplace

TEAMS Conference & Expo

Amateur Athletic Union (AAU)

Nursing Organization Alliance

Association Forum Chicagoland Holiday Showcase

National Coalition of Black Meeting Planners (NCBMP) Fall Meeting

Among **top cities for 20-somethings** – Greatist.



With the number of overnight visitors increasing every year and Pittsburgh called a “must see place” to visit and meet, many national media outlets and hotel developers are seeing a bright future for tourism and hospitality.

Convention Services

In 2015, the Convention Services Department remained committed to ensuring successful events and repeat business through excellent customer service. 2015 was one of Pittsburgh's biggest convention years, with 10 of the events each attracting more than 5,000 attendees.

VisitPITTSBURGH and our hospitality partners hosted Connect Marketplace and Connect Sports Marketplace, one of the hospitality industry's most highly anticipated events. The Services team worked long hours to ensure that the needs of the almost 800 meeting and event planners and more than 1,200 industry professionals were met!

The Housing team continued to support meeting planners and convention delegates for several multi-hotel events processing thousands of reservations.

The recruitment of a Senior Services Manager will expand upon the talent and expertise of the department. As customer demands and staff roles change, it was essential to bring someone on board who could jump right in and provide the level of customer service expected of our team.



2,454 HOURS

2015 On-site Registration Assistance

Highlights:

- Actively serviced 17 city-wide conventions and 152 smaller meetings and events
- Managed hotel reservations for four city-wide conventions and events, processing 6,834 room reservations (30,059 room nights) and generating \$4.74 million for hotel partners
- Provided 2,454 hours of on-site registration assistance
- Provided welcome booth or hotel information table for 34 groups and referred 7,493 attendees to partner restaurants
- Promoted Pittsburgh by participating in attendance builders for four major upcoming events
- Issued 38 *Planning Bulletins* to the community in advance of incoming conventions and events
- Convened eight pre-convention meetings between key stakeholders and meeting planners
- Developed service plans for 137 events
- Organized and hosted 24 planning site visits
- Provided 168 partner business referral leads to meeting planners
- Provided welcome messages at Pittsburgh International Airport for 80 events
- Provided PittsburghHost "ambassadors" for four events
- Engaged with attendees and planners on Twitter for 37 events

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A woman with dark skin and hair, wearing a vibrant orange, white, and pink patterned dress, stands on a paved path in a lush conservatory. She is looking up and to the right, holding a small black object in her right hand. The conservatory is filled with a variety of tropical plants, including large green leaves, colorful flowers, and hanging vines. The lighting is bright and natural, creating a warm and inviting atmosphere.

One of the friendliest cities in America.
– *Travel + Leisure*

Pittsburgh's many attractions, such as Phipps Conservatory, offer visitors unique experiences that they won't find in other cities.

Convention Services *(continued)*



It took a team effort of VisitPITTSBURGH staff and hotel partners to ensure that Connect Marketplace and Connect Sports Marketplace was a huge success.

Notable Meetings/Conventions Hosted in 2015

| Group | Event | Attendance | Direct Spend |
|--------------------------------------------------|--------------------------------------------------------------|------------|----------------|
| Society for Science & the Public | Intel ISEF 2015 | 11,217 | \$11.9 Million |
| Veterans of Foreign Wars of the United States | 116th National Convention | 10,000 | \$10.2 Million |
| Barbershop Harmony Society | 2015 International Convention | 5,914 | \$8.0 Million |
| Fraternal Order of Police | 62nd National Conference and Exposition | 5,800 | \$7.1 Million |
| General Grand Chapter, Order of the Eastern Star | 48th Triennial Assembly | 2,780 | \$4.3 Million |
| American Association of Woodturners | 29th Annual International Symposium | 2,500 | \$2.9 Million |
| Tree Care Industry Association | TCI EXPO 2015 | 3,452 | \$2.7 Million |
| Wizard World, Inc. | Wizard World Comic Con Pittsburgh 2015 | 5,000 | \$2.6 Million |
| US Department of Veterans Affairs | National Veterans Small Business Engagement | 3,838 | \$2.7 Million |
| Collinson Media & Events | Connect Marketplace 2015 and Connect Sports Marketplace 2015 | 2,030 | \$1.9 Million |

Notable Annually Repeating Meetings/Conventions Hosted in 2015

| Group | Event | Attendance | Direct Spend |
|--------------------------------------|---------------------------------------------------------------------|------------|---------------|
| Anthrocon, Inc. | Anthrocon 2015 | 6,348 | \$5.9 Million |
| Pittsburgh Japanese Cultural Society | Tekko 2015 | 6,794 | \$3.7 Million |
| Hart Energy | DUG East | 3,500 | \$2.8 Million |
| Hart Energy | 2015 Marcellus-Utica Midstream Conference & Exhibition | 2,152 | \$1.5 Million |
| Coalition for Christian Outreach | Jubilee 2015 | 3,300 | \$1.6 Million |
| The Steelworkers | 2015 United Steelworkers' Health, Safety and Environment Conference | 1,325 | \$1.6 Million |



The number of tourism inquiries made about Pittsburgh in 2015 was more than 2 million, up 20 percent over 2014.

Digital Marketing

In 2015, the Digital Marketing Department continued to develop and maintain VisitPITTSBURGH's most visible and most strategic marketing advocacy platform – VisitPITTSBURGH.com. The department's day-to-day tasks included the design and implementation of inspiring creative content showcasing the various marketing, public relations and direct sales efforts VisitPITTSBURGH utilizes to attract conventions, tradeshow, and tourists alike.

With brand-aware oversight of all of VisitPITTSBURGH's digital channels, the Digital Marketing department applied forward-thinking website functionality, modern multimedia design principles and nimble content dissemination to reach the widest possible audience. We share a simple and well-crafted message in often complex ways. That message is our brand promise.

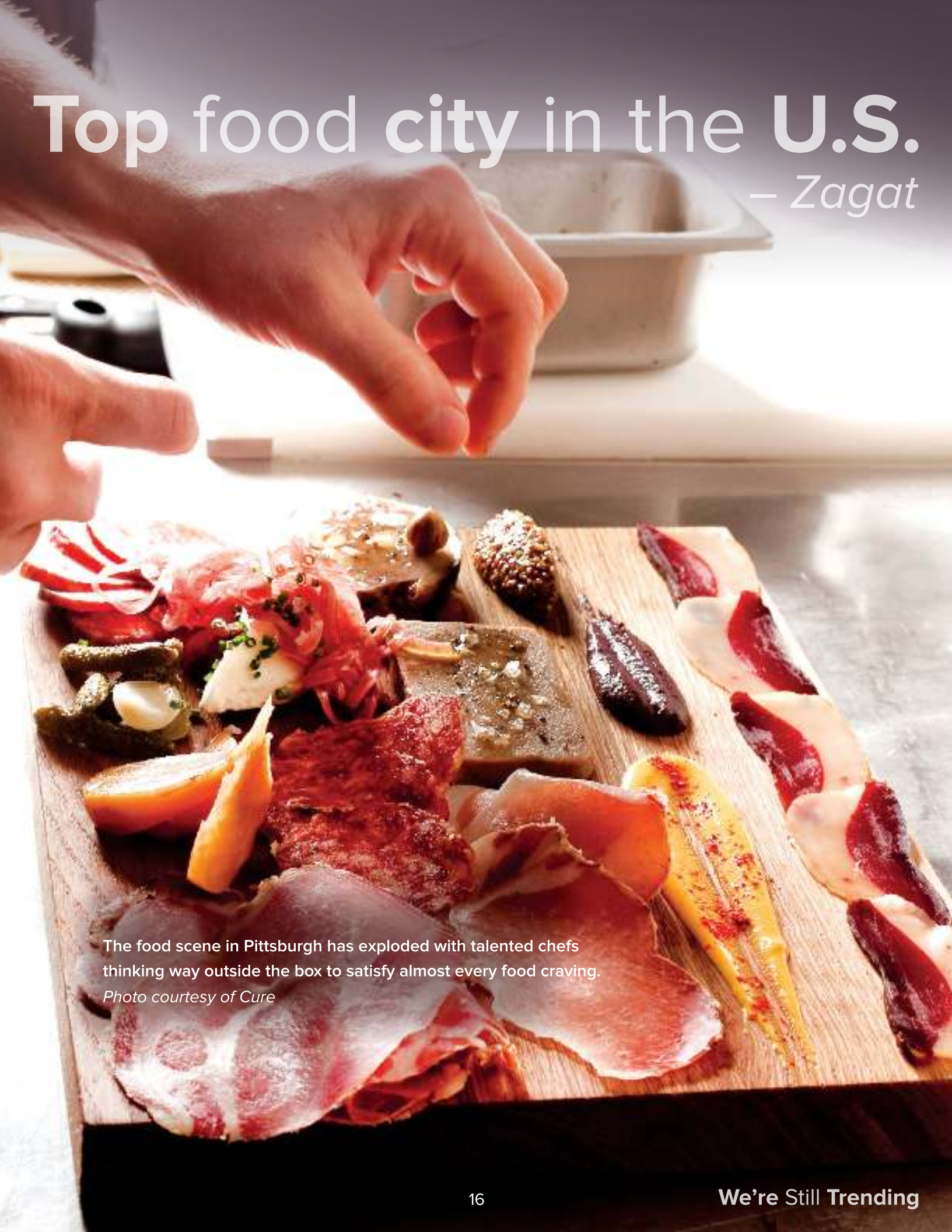
Through the coordinated convergence of VisitPITTSBURGH's communications and marketing expertise, via all available marketing channels (print, video, websites, social media, etc.), it's the Digital Marketing Department's main goal to continue to positively promote the greater Pittsburgh region as a world-class destination.

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Top food city in the U.S.

– Zagat



The food scene in Pittsburgh has exploded with talented chefs thinking way outside the box to satisfy almost every food craving.

Photo courtesy of Cure



Highlights:

- Promoted a “digital first” position regarding all VisitPITTSBURGH advertising and marketing materials
- Actively promoted #LovePGH as the official hashtag of VisitPITTSBURGH throughout all marketing channels
- Created portable #LovePGH selfie frames for free public use during events
- Continued the Social Media Education Series events including another successful Tweet, Like & Be Social all day social media event
- Implemented the first stage of a comprehensive internal social media action plan leading to:
 - 9.4K new Twitter followers up 35% YoY
 - 5.1K new Facebook fans up 26% YoY
 - Our top Facebook post of 2015 reached 267K people with more than 6.5K likes, comments and shares

Connect Marketplace &

Connect Sports Marketplace:

- Coordinated a concentrated social media monitoring campaign for the more than 2K attendees of the 2-day convention
- Provided virtual customer service and hospitality for the conference attendees while simultaneously promoting Pittsburgh as the perfect city for future meetings
- VisitPITTSBURGH actively engaged with users throughout the weekend by replying to posts, liking content, and retweeting and/or reposting content
- More than 1.5K Connect 2015 related mentions on Twitter, Instagram and Facebook

Best Ballpark in America.

#LovePGH



Pittsburgh sports teams continue to be great ambassadors for the city. Nationally televised games create exposure that VisitPITTSBURGH could not afford to purchase.



Human Resources

In 2015, the Human Resource Department continued to support and engage our employees through strategic plans for compensation, recruitment, onboarding, benefits, compliance with the Affordable Care Act, wellness, coaching and conflict resolution, work-life balance, and talent management. VisitPITTSBURGH's success is a direct correlation to our talented staff and team effort that drives organizational value.

Recruitment and on-boarding activity was intense as we hired seven full-time employees, including a vice president of communications and vice president of partnership development, two newly-created positions, three temporary staff, and eight interns.


VisitPITTSBURGH was selected by the *Pittsburgh Post-Gazette* as one of Pittsburgh's 2015 Top Work Places and our scores ranked 19th out of the 50 organizations honored in the small company category. We were selected based solely on employee responses to questions on leadership, work flexibility, compensation, benefits and career opportunities.

Finally, for the fifth consecutive year, VisitPITTSBURGH has been recognized as one of the Healthiest Employers in Western Pennsylvania by the *Pittsburgh Business Times*.

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VisitPITTSBURGH was selected as one of Pittsburgh's 2015 Top Work Places.



A group of people are practicing yoga on a rooftop terrace. They are standing on blue mats with yellow fish patterns, performing a tree pose (Vrikshasana) with arms raised. The terrace is paved with light-colored tiles and has a glass railing. In the background, there is a red brick building with many windows and a string of warm-toned outdoor lights hanging above the group.

One of America's quirkiest cities.

– *Travel + Leisure*

Pittsburgh's downtown, which is safe and walkable, has everything to offer visitors from high quality hotels, trendy restaurants, theatre, and outdoor activities.

Human Resources



In 2015, VisitPITTSBURGH was named one of Pittsburgh's Top Workplaces, based on employees responses to a *Pittsburgh Post-Gazette* survey.

Highlights:

- VisitPITTSBURGH was recognized as one of the 2015 Healthiest Employers of Western Pennsylvania, for the fifth consecutive year, by the *Pittsburgh Business Times*.
- VisitPITTSBURGH prepared to fully comply with Affordable Care Act provisions, to file a return with the IRS in 2016, and provide 1095-C forms to eligible staff.
- Sponsored VisitPITTSBURGH Day on May 27 at PNC Park, for the Pirates vs. Marlins game.
- All organizational position descriptions were reviewed, updated, and re-formatted with updated branding.
- Launched year nine – “Feeling Fine with Nine” voluntary wellness initiative. On-site programming included biometric screening, flu shot clinic, self-directed classes and 10,000 Step Challenge.
- Annual United Way campaign collected \$12,640, exceeding our goal by \$1,140, with 80 percent employee participation.
- Our Friday “Jeans Day for Charities,” raised \$10,415. Funds were donated to numerous charities sponsored by our employees.
- Our 15th Annual United Way “Day of Caring” team volunteered at the Greater Pittsburgh Community Food Bank. The team packaged 2,120 boxes of food.
- January’s Hospitality Food Drive collected 1,442 pounds of food and \$515, with proceeds benefitting the Greater Pittsburgh Community Food Bank and honoring the legacy of Dr. Martin Luther King, Jr.



VisitPITTSBURGH employees again donated time at the Greater Pittsburgh Community Food Bank.

A musician with curly hair, seen from behind, is performing on a stage. They are holding a guitar and singing into a microphone. In front of them is a large, diverse crowd of people. In the background, a large yellow roller coaster is visible, along with a bridge and a green hillside under a clear sky.

Cooler American city **you** haven't been to.

– *Huffington Post*

In 2015, four major concerts (Taylor Swift, the Rolling Stones, Kenny Chesney, and One Direction) created more than \$32 million in direct spending.

Marketing

The Marketing Department continued to expand Pittsburgh's reach through branding and paid media campaigns for the convention, sports and leisure travel markets.

The department worked to converge creative and messaging across all media, making the commitment to “think digital first” in the execution of 2015 business plans.

Producing VisitPITTSBURGH's collaterals and publications, running the customer service division, developing product for traditional and niche markets, supporting events and remaining relevant to our core customers were the mainstays of the department's activities in 2015.

Highlights:


- Increased the exposure of Pittsburgh as a travel destination by generating 146 million paid media impressions
- Generated \$2.4 million worth of advertising value through video, web/mobile, print, radio, TV, direct mail, e-mail, outdoor/signage and promotions to leisure travelers. Campaigns were targeted in Erie, Cleveland and Columbus. Additional markets included New York City, Buffalo, Washington, D.C., Toronto, and Philadelphia
- Increased the number of tourism inquiries made about Pittsburgh to 2 million, up 20 percent
- Tracked nearly 800,000 out-of-town visitors attending top attractions, a 15 percent increase
- Increased visitor volume from targeted media markets by 35 percent

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Top 10 most creative cities.

– Movoto

A man and a woman are looking at a large, vibrant, abstract painting. The man, on the left, is wearing a straw hat and a plaid shirt. The woman, on the right, is wearing a floral dress. The painting is a dense, colorful composition of various shapes and colors, including red, blue, yellow, and green. The background is dark, making the painting stand out.

Pittsburgh's arts and culture scene continues to thrive. Visitors are attracted to artists' work at events like the Dollar Bank Three Rivers Arts Festival, shown here. Add theater performances, museum exhibitions and neighborhood happenings and it's easy to see why Pittsburgh is so popular among culture seekers.

Marketing



- Welcomed 360,000 visitors to seven affiliated welcome centers
- Increased merchandise sales in the WELCOME PITTSBURGH Information Center and Gift Shop by 18 percent.
- Distributed more than 287,000 partner brochures to visitors
- Created nearly 500,000 pieces of VisitPITTSBURGH collateral including a new convention sales brochure, *2015 Official Visitors Guide* and the triennial *PLAY* magazine.
- Promoted 89 Pittsburgh events at various levels of participation including DICK's Sporting Goods Pittsburgh Marathon, Pittsburgh Restaurant Week and more.
- Presented seven customer service training programs through the PittsburghHost campaign

High Impact Campaigns

- #Pgh4Birdman - National Aviary
- March Madness - NCAA Men's Basketball Rounds 2&3
- Ultimate Urban Excursion - Outdoor recreation
- Pittsburgh Is Kidsburgh - nine family attractions
- Ten Days of Music+Art - Dollar Bank Three Rivers Arts Festival
- 72 Hours of Live Music - Pittsburgh JazzLive International Festival
- Show Your Pride - PrideFest
- Mighty. Beautiful. Celebrated. - *Condé Nast Traveler* Best of the World
- Take Your Heart - General Branding
- Experience the Arts - five arts attractions
- #Burgh Proud - Pittsburgh Pirates
- Holiday Happenings - Light Up Night, Peoples Gas Holiday Market
- Stir It Up - Highmark First Night
- Mighty. Beautiful. Ideal. - Convention Sales
- Mighty. Beautiful. Competitive. - SportsPITTSBURGH





Pittsburgh made a big splash with its own video billboard high atop Times Square in New York City.

**\$2.4
MILLION**

WORTH OF AD VALUE

Among **top picks** for **family travel** – Trekaroo



The National Aviary, pictured here, joins a long list of “only-in-Pittsburgh” destinations that includes the Cathedral of Learning Nationality Rooms, Kennywood Park, the fountain at the Point and Mt. Washington overlooks.

Partnership Development

The Partnership Development Department generated significant revenue by cultivating existing and fostering new relationships with the region's hospitality and business community in 2015.

The department developed a hybrid approach for partnership by combining a baseline membership model with customizable and bundled advertising and marketing programs. This allowed partners to craft a tourism strategy that fit their target market and budget.

Partnership Development held top-notch education and networking programs throughout the year that included digital marketing, social media educations series and social events.

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HOSTED 21
Networking Events



In 2015, Pittsburgh received many accolades, including being named a *Must See Place to Visit* and the *Best Place to Live*.



Northeast's **Best Place** to live in 2015.
— *Money Magazine*

Partnership Development

Highlights:

- Increased online advertising opportunities for hotels and suppliers on PlanPITTSBURGH.com
- Produced Official Venue Guide for Event and Meeting Planners
- Increased corporate partnership base to 29 investors with the addition of corporate partners UBER PITTSBURGH, Carlow University, Morgan Communities and Arthur J. Gallagher & Co.
- Two current Corporate Partners upgraded to strategic partners: Rivers Casino and UPMC Healthplan
- Hosted 21 networking events, attracting 1,800 attendees
- Planned and hosted the 2nd Annual Hospitality Icebreaker event in collaboration with 10 industry associations
- Collected 118 toys at the Holiday PrimeTime and Toy Drive at the Omni William Penn Hotel to benefit Treasures for Children
- Generated \$1.45 Million in Partnership Income



In 2015, Partnership Development hosted 21 networking events, attracting more than 1,800 attendees.



78 NEW PARTNERS
Recruited



91%
Partner Retention Rate



\$1.45 MILLION
Partnership Income

The **little Burgh** that's catching **food critics** by **surprise**.

– *The Washington Post*



If visitors are looking for night life or just a place to relax, they have a long list of places downtown and in surrounding neighborhoods to try out.

Sports Marketing

In 2015, the Sports Marketing team, using the brand SportsPITTSBURGH, booked 52 events and 65,596 room nights, contributing \$49.4 million dollars in economic impact to Allegheny County. The team supported 48 events, hosting 70,000+ attendees, of which 51 percent were visitors to the region.

SportsPITTSBURGH.com was redesigned to provide easy access to information needed by sports events planners, including venue specifications, layouts and photos. The calendar of local sports events was retooled to highlight competitions and tournaments supported and marketed through the SportsPITTSBURGH brand. Local photographers were commissioned to develop an extensive photo library of sports events and venues in the area.

Pittsburgh has been an extremely successful host of major events due to the spirit of cooperation within the community. The sports marketing team dedicated extensive resources to further support local event planners in growing the number of overnight visitors attending current events and developing opportunities to host new events in the region.

A collaboration with key local sports stakeholders, SportsPITTSBURGH and a third-party consulting firm, led to the creation of the Sports Development Department in 2016. The separation from Convention Sales allows for additional focus and resource allocation to VisitPITTSBURGH's sports marketing efforts.

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SportsPITTSBURGH



Most Exciting Places in Pennsylvania

– Movoto



In 2015, SportsPITTSBURGH supported 48 sports events, such as the USA BMX Stars 'n' Stripes Nationals in South Park. The variety of sports events hosted in our area demonstrates why Pittsburgh is a top sports destination for both professional and amateur events.

Sports Marketing



Pittsburgh hosted the 2015 USA Rugby Men's and Women's College Regional Playoffs at Founder's Field.

The position of Sports Marketing Manager was added to better support the growing responsibilities and activities of the new department. Ultimately, the Pittsburgh sports commission will be established as a division of VisitPITTSBURGH. VisitPITTSBURGH executives and local political leaders are in the process of securing funding for the new entity.

Highlights:

- Booked 65,596 room nights in sports-related meetings and events, and conducted 327 personal sales calls.
- Instituted marketing programs to increase awareness of the NCAA Men's Basketball opening rounds, USA BMX Stars 'n' Stripes Nationals and Atlantic Coast Baseball Series taking place in Pittsburgh.
- Partnered with Robert Morris University and Pittsburgh Steelers to bid on the NCAA Men's Lacrosse Championships.
- Partnered with Pittsburgh Penguins and CONSOL Energy Center to bid on the International Ice Hockey Federation's World Junior Ice Hockey Championships.
- Completed 90 appointments with local event planners and venues to grow the tourism value of their events.
- Hosted a VIP event in conjunction with Connect Sports for 38 clients representing executive staff from the United States Olympic Committee and their National Governing Bodies.
- Collaborated with Digital Marketing to redesign SportsPITTSBURGH.com to better promote the community's sports assets and highlight upcoming events
- Hosted national competitions for US Figure Skating, USA BMX and USA Rugby.
- Coordinated with Connect Sports to host a luncheon in Colorado Springs, where National Governing Bodies were able to register for the 2015 Connect Marketplace.
- Team members served on the Sports Legacy, Professional Development and Symposium Planning committees of National Association of Sports Commissions.



In 2015, Sports Development hosted the ReplayFX Arcade & Video Game Festival at DLCC and the U.S. Collegiate Figure Skating Championship at Island Sports Center.

Sports Booked

| Group | Event | Attendance | Total Rooms |
|-------------------------------------|-----------------------------------------------------|------------|-------------|
| MyHockey Tournaments | 2015/2016 Tournament Series | 10,975 | 14,952 |
| East Coast Volleyball | 2017 East Coast Championships | 6,000 | 4,194 |
| National High School Dance Festival | 2016 National High School Dance Festival | 1,700 | 3,400 |
| USA BMX | 2016 Steel City Nationals | 4,183 | 3,061 |
| USA Karate | 2016 National Karate Championships & US Team Trials | 4,000 | 2,880 |

Sports Hosted

| Group | Event | Attendance | Direct Spend |
|--------------------------------------------|--------------------------------------------------------------|------------|----------------|
| Pittsburgh Three Rivers Marathon, Inc. | DICK’S Sporting Goods Pittsburgh Marathon | 40,000 | \$10.2 Million |
| National Collegiate Athletic Association | NCAA Division I Men’s Basketball Championship 2nd/3rd Rounds | 18,000 | \$7.9 Million |
| ReplayFX, LLC | Replay Festival Extravaganza | 5,030 | \$3.2 Million |
| Pennsylvania Interscholastic Hockey League | America’s Showcase | 4,000 | \$2.1 Million |
| Hoop Group | Pittsburgh Jam Fest | 4,850 | \$1.9 Million |

Finance and Operations

The Finance and Operations team is responsible for creating and maintaining a sound infrastructure to support the initiatives of the other departments and the overall mission of VisitPITTSBURGH. The performance of our financial management systems in 2015 speaks for itself through strong performance on the Statement of Activities and a sound balance sheet.

In addition to effectively managing budget expectations, the department completed several additional projects aimed at improving overall organizational performance.

During 2015, IT installed a new point-of-sale system to manage retail inventory and sales and upgraded phone and internet service providers. As part of ongoing efforts to keep policies in line with industry best practices, we reviewed and updated several important organizational documents including the Expense Reporting Guidelines and the Disaster Recovery Plan.

Highlights:

- Communicated regularly with members of the Southwestern PA legislative delegation and Pittsburgh City Council regarding ongoing issues and progress in the visitor industry.
- Worked effectively with professional lobbyist to draft legislation to increase hotel tax
- Developed a plan to expand the Welcome Center at the DLLCC in a permanent location within the building
- Completed the 2016 Strategic Planning process
- Added more than \$500,000 to Investment Reserves
- Recorded \$230,973 worth of In-Kind Services
- The team worked with the Board to develop the 2016 Strategic Plan. The new plan builds on the initiatives outlined in the previous plan and will solidify and build on our efforts towards fulfilling our mission.

Pittsburgh continues to shine
as a must-see place to visit.

— Horizon Travel America



2015 Financial Highlights

| Sources of Funding | 2015 | 2014 |
|-----------------------------------------|---------------------|---------------------|
| Membership Investment | 645,675 | 581,884 |
| Allegheny County Hotel Room Tax Revenue | 9,801,569 | 9,038,134 |
| Other State Grants | 0 | 15,000 |
| Restricted Grants and Revenue | 31,835 | 63,137 |
| Advertising and Sponsorships | 827,057 | 815,798 |
| Contributions in Kind | 230,973 | 101,162 |
| Participation Fees | 30,099 | 21,353 |
| Merchandising Income | 90,982 | 79,670 |
| Convention Services | 112,050 | 148,854 |
| Interest Income | 141,614 | 156,540 |
| Net Realized Gain/(Loss) on Investments | (43,728) | 102,315 |
| Other Revenue | 13,184 | 10,647 |
| Total Support and Revenue | \$11,881,310 | \$11,134,494 |

| Expenses | 2015 | 2014 |
|----------------------------------|---------------------|---------------------|
| Convention Sales | 4,055,725 | 3,835,267 |
| Convention Services | 955,009 | 922,806 |
| Tourism and Cultural Heritage | 2,555,165 | 2,453,477 |
| Website | 719,098 | 662,867 |
| Communications | 729,909 | 626,371 |
| Membership Development/Services | 876,189 | 758,962 |
| Management/Operating | 722,783 | 674,923 |
| Special Opportunity | 1,088,480 | 448,829 |
| Total Support and Revenue | \$11,702,358 | \$10,383,502 |

Community Engagement

Alpha Kappa Alpha Sorority, Inc.*

Animal Rescue League of Western Pennsylvania*

Art All Night

Catholic Charities*

Center for Victims*

Children's Hospital of Pittsburgh – Pediatric Transplantation Auxiliary

Family House Pittsburgh

Greater Pittsburgh Arts Council

Greater Pittsburgh Community Food Bank

Ivy Charitable Endowment

Junior Achievement

Junior League of Greater Pittsburgh

Knights of Columbus

Leadership Pittsburgh

Make-A-Wish (Pennsylvania and West Virginia)

Mary D. Ravita Scholarship Fund

Neighbors in the Strip*

Operation Safety Net

Red Cross of Western Pennsylvania

Retrouvaille*

Riverview School Board

Sisters Place Friends*

St. Stanislaus Kostka School

Tickets for Kids Charities*

The Urban League of Greater Pittsburgh Charter School*

WYEP-FM

**Denotes board or executive committee member*



Pittsburgh Deserves a **Spot** on Your **Bucket List**.

– The Harford Courant

Industry Involvement

African American Chamber of Commerce of Western Pennsylvania*

Amateur Athletic Union

Allegheny Airport Authority Forecast Committee (focus group)

Allegheny Conference on Community Development – Transportation and Infrastructure Committee

American Society of Association Executives

Association Forum of Chicagoland

ConnectSPORTS

Cultural Tourism Alliance*

Destination: Greater Pittsburgh*

Destination Marketing Association International Marketing Innovation Advisory Committee Big Data Task Force

Destination Travel Foundation*

Event Service Professionals Association

Meeting Professionals International

National Association of Sports Commissions

National Coalition of Black Meeting Planners Conference Planning Committee

Neighbors in the Strip*

PASAE

PCMA

Pennsylvania Association of Travel and Tourism

Pennsylvania Restaurant & Lodging Associations – Western Chapter

Penn State Smeal Business Club

Pennsylvania Society of Association Executives*

Pennsylvania Sports*

Pittsburgh Arts Research Committee

Pittsburgh Cares*

Pittsburgh Cultural Trust

Pittsburgh Human Resources Association*

Pittsburgh JazzLive International Festival

Pittsburgh Regional Alliance

Pittsburgh Rotary

Pittsburgh Society of Association Executives*

Pittsburgh Taxi & Limo Ad Hoc Group

Pittsburgh TODAY Regional Economic Indicators Committee

Press Club of Western Pennsylvania

Professional Convention Management Association

PSAE

Public Relations Society of America

Pump Leadership Board

Religious Management Conference

Rivers of Steel

Senator John Heinz History Center – Marketing Committee

SKAL Intenational Pittsburgh

Society of Government Meeting Planners

Southwestern Pennsylvania Researchers Roundtable

Task Force for Arts, Culture and Creative Industries

Theatre Historical Society of America

ToonSeum*

Travel & Tourism Research Association

Travel Media Association of Canada

Women in Sports and Events*

Womens Press Club

*Denotes board or executive committee member

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UBS Financial Services Inc.

EX OFFICIO

Tim Muldoon

General Manager
David L. Lawrence Convention Center

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Mayor
City of Pittsburgh

The Honorable Rich Fitzgerald

Chief Executive
County of Allegheny

Christina A. Cassotis

Chief Executive Officer
Allegheny County Airport Authority

One of the **top** of America's most **cultured cities**.
– *Travel + Leisure*



The David L. Lawrence Convention Center is still one of the top LEED®-Certified centers in the United States. In 2015, the center had more than 720,000 visitors and hosted more than 158 events.

VisitPITTSBURGH 2015 Staff

EXECUTIVE STAFF



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President & CEO



Brenda Hill
Vice President, Convention Services



Jason Fulvi
Executive Vice President



Mary Grasha Houpt
Vice President, Human Resources



David Atkins
Vice President, Digital Marketing



Tinsy Labrie
Vice President, Marketing



Karen Fisher
Chief Financial Officer



Tom Loftus
Vice President, Communications



Jennifer Hawkins
Executive Director, Sports Development



Karl Pietrzak
Vice President, Convention Sales



Dawn Holden
Vice President, Partnership Development

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Multi-Media Designer

Brenda Miller

Marketing Director

Joshua Mizerak

Inventory/Visitor Services Assistant

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Services/Communications Administrator

Christine Musial

Partnership Development Manager

Asaka Narumi

Web Marketing Director

Miranda Peto

Sports Marketing Manager

Nancy Reynolds-Daniels

Welcome Center Manager

Mike Robertson

Sports and Meetings Services Manager

Gail Schenone

Housing Director

Kedy'Ky Sherrill

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National Sales Director

Tom Yanosick

Director, Information Technology

VisitPITTSBURGH is dedicated to generating convention, trade show and leisure travel business for the Pittsburgh region. VisitPITTSBURGH is the official tourism promotion agency for Allegheny County and is an independent, not-for-profit organization.