

PA Tourism Partnership

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A Public-Private Partnership for PA Tourism Marketing

Created to strengthen Pennsylvania's position as a premier travel destination, the Pennsylvania Tourism Partnership (PTP) serves as the entity that will integrate the public and private sectors to develop consistent branding and marketing of Pennsylvania as a premier tourism destination.

A \$38.4 billion industry, tourism is a key driver of the Pennsylvania economy, critical to the economic well-being of Pennsylvania. A broad-based and far-reaching industry, tourism includes hotels, meeting facilities, attractions, cultural institutions, recreation, and much more, and impacts restaurants, transportation, retail, agriculture, manufacturing, and many other industries.

Stronger collaboration between state government and the tourism industry will better position the Commonwealth to compete for domestic and international visitors. This translates into more revenue for the Commonwealth and jobs for our residents, which benefits all Pennsylvanians.

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Tourism is critical to the economic well-being of Pennsylvania. The industry is broad-based and far-reaching. It is hotels, meeting facilities, attractions, cultural institutions, recreation and much more. The tourism industry impacts restaurants... **READ ON**

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About Us

The Pennsylvania Tourism Partnership (PTP) ignites a renewed effort between the public and private sectors toward a collaborative and integrated approach to branding and marketing tourism.

What is the Pennsylvania Tourism Partnership?

The newly-created Partnership will augment state tourism efforts by developing a long-term strategic marketing plan resulting in consistent branding, promotion and marketing of Pennsylvania as a premier tourism destination.

Marketing tourism throughout Pennsylvania has historically been led by the state Tourism Office, located within the Department of Community and Economic Development (DCED). Through DCED, the administration has spent the last two years engaging the tourism industry to define and develop a collaborative structure that will drive the future of Pennsylvania's tourism efforts.

While room tax dollars fund our regional tourism efforts and DCED oversees marketing efforts across the Commonwealth, these efforts are not enough. Pennsylvania is working towards integrating the private sector to build and strengthen Pennsylvania's resources – both from the public and private sectors – in order to supplement the regional and state-wide tourism marketing efforts. The PTP public/private partnership was formed with this goal in mind.

The creation of the PTP is a collaborative effort among the Department of Community & Economic Development (DCED) and its Office of Travel, Tourism and Film (OTTF), the Department of Agriculture, the Department of Conservation and Natural Resources, Team Pennsylvania Foundation (Team PA), the Pennsylvania Association of Travel & Tourism (PATT) and tourism industry representatives from the public and private sector, which make up the PTP Steering Committee.

The Steering Committee is comprised of business and industry leaders, representatives from key government agencies and industry-related organizations from across the Commonwealth. The committee will be tasked with an organizational plan, branding, a strategic marketing plan for Pennsylvania tourism and private sector funding to enhance public funds.

How will the Pennsylvania Tourism Partnership benefit tourism?

Travel and tourism is a highly competitive global industry where promotion is increasingly critical to driving visitation.

It is essential that Pennsylvania have a consistent statewide marketing program – consistent in both funding and brand messaging – to drive visitation, support the state and local economies, and travel and tourism-related businesses, particularly small businesses.

After nearly 25 years of the tourism industry exploring a variety of approaches to marketing, Pennsylvania is on the verge of making history. Under this partnership, the Commonwealth's tourism brand and marketing initiatives will achieve greater continuity.

Stronger collaboration between state government and the tourism industry will better position the Commonwealth to capitalize on increased economic opportunities relating to tourism in Pennsylvania. This translates into more revenue and jobs, which are good for everyone.

Steering Committee

- **Cindy Adams Dunn**
Secretary
Department of Conservation and Natural Resources
- **Greg Booth**
President/CEO
Zippo Case
- **Marnie Conley**
Chief Marketing Officer
Longwood Gardens
- **Dennis Davin**
Secretary
Department of Community & Economic Development
- **Nick DeBenedictis**
Chairman/CEO
Aqua America, Inc.

- **William Demchak**
President/CEO
PNC Bank
- **Liz Diesel**
General Manager
Glades Pike Winery
- **Brandon Igdalsky**
President/CEO
Pocono Raceway
- **Joe Massaro**
General Manager
Hilton Harrisburg
- **John McNichol**
President & CEO
PA Convention Center
- **Paul Nelson**
Owner
Waldameer Park
- **Robert Nutting**
Principal/Owner
Pittsburgh Pirates
- **Russell Redding**
Secretary
Department of Agriculture

- **Patrick Ryan**
Director of Sales
Sands Casino Resort

- **Kim Schaller**
Executive Vice President, Chief Marketing Officer
Hershey Entertainment & Resorts

- **Karen Winner Sed**
CEO
Winner International

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