



## **Philadelphia Bringing Its Brotherly Love to .travel**

One of the most historical cities in America and the nation's first capital, Philadelphia serves as the centerpiece for American history. The City of Brotherly Love has attained **PhiladelphiaUSA.travel** to join **.travel** as part of a campaign by the Philadelphia Convention and Visitors Bureau to bring more conventions and tourism to the great city. The PCVB acts as a private non-profit membership corporation for the city of Philadelphia with the goal to acquire worldwide convention and tourism business.

Philadelphia converted to **.travel** in 2006 to help bring more attention to Philadelphia on the Web. "We wanted a Web site domain name that would set us apart as a great resource for conventions and visitors. We thought using **.travel** would have an 'official travel organization' feel to it that you don't get from a .com or .org," said Danielle Cohn, Vice President of Marketing and Communications with Philadelphia's Convention and Visitors Bureau, "**.travel** ensures that those wanting information on tourism, meetings, conventions, and international travel have a trusted source."

And if you are wondering how **PhiladelphiaUSA.travel** is doing in search engine rankings, Cohn boasts that "**PhiladelphiaUSA.travel** is also doing very well in Google and other search engines with 600,000 visitors – 1.9 million page views - annually. We're ranked #1 for Philadelphia Meetings or Conventions and #2 for Philadelphia Maps. Overall, we're ranked #7 for the term Philadelphia."

The fifth largest city in the country, Philadelphia is a dynamic place where you can find a wealth of culture, fantastic architecture, and many other treasures in a centralized downtown area. With everything that Philadelphia has to offer, there is no wonder as to why it is becoming recognized as a global city. Philadelphia contains many national historical sites that relate to the founding of the United States like Independence Hall where the Declaration of Independence was signed, and the Liberty Bell.

With great shopping that features no tax on clothing and a great selection of restaurants, Philadelphia is definitely one of the better tourist hotspots in America. Don't forget to try its famous cheesesteaks; they are delicious!

For more information on planning a meeting or convention in Philadelphia or visiting just for fun, please visit [www.PhiladelphiaUSA.travel](http://www.PhiladelphiaUSA.travel) and for more information on **.travel**, please visit [www.travel.travel](http://www.travel.travel)