

★ ★ PHAMBASSADORS ★ ★

As Philadelphia prepares for a massive influx of local, national, and international visitors to celebrate America's 250th birthday in 2026, the Philadelphia Visitor Center (PVC) is launching a new initiative, the Phambassador program, that seeks to organize and leverage the most powerful, authentic, and untapped marketing tool the city has at its disposal: Philadelphians themselves.

2026 is more than a milestone, it's a once-in-a-generation opportunity to celebrate Philadelphia's legacy while building a stronger, more vibrant city for the future. As the birthplace of American democracy, Philly will be in the global spotlight and who better to represent it than the people who know and love it best?

As the on-the-ground resource for millions of visitors annually, the PVCC is uniquely posed to lead this program. Over the past five years, PVCC has expanded its reach beyond our flagship location in the historic district through the opening of additional visitor center sites. The Phambassador program is the next step to meet visitors. The Phambassador program will become a tourism driver itself, as participants become viral promoters, amplifying the Philly experience to their families, distant relatives and friends, social and professional networks, etc.

WHAT IS THE PHAMBASSADOR PROGRAM?

The Phambassador program is a bold movement designed to amplify the pride, passion, and influence of Philadelphians to shape how the world sees and experiences our city. A Phambassador is a champion for Philadelphia – someone who represents the heart and soul of our city. Phambassadors come from all walks of life and every corner of our city, region, and world.

Phambassadors, much like our sports fans, are excited to showcase the Philly we know and love - its grit, energy, and unmatched spirit.

WHO IS A PHAMBASSADOR?

Anyone. A Phambassador is a champion for Philadelphia - they don't just talk about Philly pride, they live it. Phambassadors come from all walks of life and every corner of our city, region, and the world.

The program has no barrier to entry - anyone can be a Phambassador. The more engaged Phambassadors become along our continuum of engagement, the more they unlock Philly's best-kept secrets and exclusive opportunities.

THE PHAMBASSADOR JOURNEY

Level One	Level Two	Level Three (MVPh)
<ul style="list-style-type: none"> ● Sign the pledge ● Receive monthly newsletter ● Repost and share on social media ● Represent program by wearing swag 	<ul style="list-style-type: none"> ● Register for Pham Camp ● Be a digital ambassador ● Recruit other Phams ● Receive exclusive invites to events 	<ul style="list-style-type: none"> ● Most engaged Phambassadors ● Volunteer at pop-up Visitor Centers ● Create “Philly Wit” itineraries

PHAMBASSADOR PROGRAM GOALS

We aim to recruit 10,000 Phambassadors to engage with visitors and Philadelphians through 2026 and beyond.

Year 1	Year 2
<ul style="list-style-type: none"> ● 5,000 Level One Phambassadors ● 225 Level Two Phambassadors ● 50 Level Three Phambassadors 	<ul style="list-style-type: none"> ● 10,000 Level One Phambassadors ● 450 Level Two Phambassadors ● 100 Level Three Phambassadors

HOW WE’LL GET THERE

- Launch an inclusive, citywide recruitment campaign.
- Roll out “Pham Camp” – a Phambassador bootcamp to educate participants about local and regional destinations; unique offerings and attractions in diverse neighborhoods; points of local pride; how to dispel false narratives about the city; a civic boosters social media toolkit; and “Philly Tourism 101” style course.
- Distribute monthly newsletters and social media toolkits to Phambassadors to help promote and highlight the good news stories of Philadelphia.
- Host regular engagement opportunities and events.
- Deploy “pop up” visitor-centers at large, multi-day citywide events, staffed in part by Phambassadors, putting their training and passion into action.

GET INVOLVED

The PVCC is open to exploring sponsorship opportunities as well as ways in which we can partner with organizations to present the program.

Contact phambassadors@phlvisitorcenter.com to discuss further.

