



2023 Philadelphia Chinese Lantern Festival Marketing Report

SUBMITTED BY EN ROUTE

SEPTEMBER 22, 2023

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INSIGHTS

- **Similar to last year, Facebook and Instagram represented two of the largest traffic sources to the Lantern Festival website.**
- **Although Google Ads were effective due to the increase in price for certain keywords we weren't able to get as many conversions as last year.**
- **The 25-44 age still represents the highest percentage of ticket purchases and website visits, according to Google Analytics.**
- **VisitPhilly was the largest referral source to the Lantern Festival website, in addition to organic promotion they also ran paid social media ads on their own socials as a valued partner.**
- **Reducing the number of maps/brochures from 100,000 to 65,000 proved to be a more efficient quantity.**
- **Though we did not utilize traditional radio spots, our partnership with Audacy led to effective streaming ads and created added value with engaging promotional video content using their talent on social media.**
- **A diverse media mix of print, outdoor, digital, and broadcast advertising provided awareness to a wide variety of audiences to reach our desired goals.**

SOURCES: Survey of 1,079 Festival Attendees

- Word of Mouth: 23%
- Online Search: 18%
- Other: 15%
- Other Social Media Accounts: 14%
- Visit Philadelphia/VisitPhilly.com: 14%
- TV News or Program: 12%
- Calendar or Event Listings: 9%
- Print/Online News Story: 8%
- TV Advertisement: 8%
- Historic Philadelphia/Franklin Square Website: 7%
- Website Advertisement: 6%
- Lantern Festival Posters/Rack Cards: 5%
- Historic Philadelphia/Franklin Square Social Media: 4%
- Philadelphia Inquirer Advertisement: 3%
- Outdoor Advertisement (bus shelter/billboard): 3%
- Wooder Ice (social media/email): 1.7%
- Independence Visitor Center: 1.3%
- Philadelphia Phillies Game/Citizens Bank Park: 0.5%
- Metro Chinese Weekly: 0.5%
- B101/96.5FM: 0.2%
- Hulu Advertisement: 0.1%

WEBSITE ANALYTICS

WEBSITE ANALYTICS

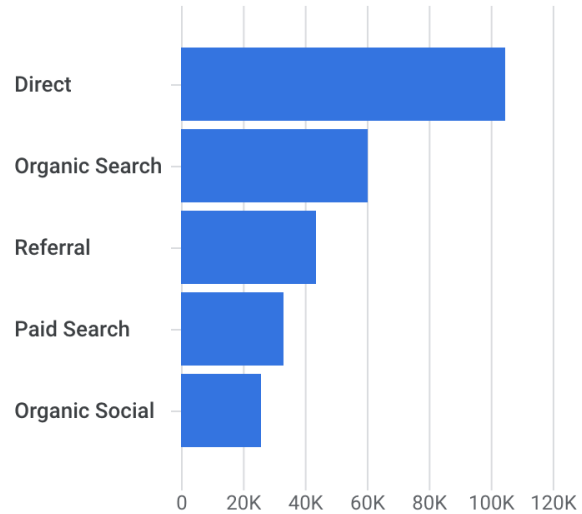
The Lantern Festival generated **1,241,126 pageviews** and a total of **2,493,338 website engagements** from June 1 to August 13.

- Total Website Users: 258,436
- Total Sessions: 408,798

Top pages visited:

- Home Page: 845,350 pageviews
- Must See: 174,202 pageviews
- FAQ: 110,945 pageviews
- Must See 2: 64,897 pageviews
- Panda Promotion: 26,727 pageviews
- Student Contest: 7,739 pageviews

Users by Session default channel group



Session default channel group	↓ Users	Sessions
	258,436 100% of total	408,798 100% of total
1 Direct	102,960	154,317
2 Organic Search	57,838	100,240
3 Referral	43,245	63,405
4 Paid Search	33,107	53,742
5 Organic Social	25,528	28,508
6 Cross-network	6,458	10,159
7 Display	3,108	4,199
8 Unassigned	1,257	1,444
9 Organic Video	223	281
10 Email	101	130

WEBSITE ANALYTICS

Referral Traffic: What websites sent visitors to the Lantern Festival website?

- VisitPhilly.com was by far the largest referral source, accounting for nearly 23.8% of all referral traffic. This demonstrated the power and success of the partnership.
- When phillyfamily.com, a “mommy blog” was identified as a significant traffic source, tickets and additional information were offered to this valued partner.
- Franklin Square’s Instagram account (Linktr.ee) generated more than 11% of all referral traffic during the Festival.
- All referral traffic generated 16.73% of total traffic to the Chinese Lantern Festival website.

Session default channel group ▾		Session source / medium ▾ ×	↓ Users	Sessions
			43,245 16.73% of total	63,405 15.51% of total
1	Referral	visitphilly.com / referral	15,985	22,075
2	Referral	historicphiladelphia.org / referral	10,148	16,794
3	Referral	phillyfamily.com / referral	7,437	11,833
4	Referral	linktr.ee / referral	7,335	8,133
5	Referral	phillymag.com / referral	572	879
6	Referral	inquirer.com / referral	522	805
7	Referral	6abc.com / referral	441	584
8	Referral	thephiladelphiacitizen.org / referral	408	644
9	Referral	bilypenn.com / referral	233	307
10	Referral	phillyvoice.com / referral	163	218

GOOGLE SEARCH

Examples of websites that sent visitors to the Lantern Festival website.

- VisitPhilly: <https://www.visitphilly.com/things-to-do/events/philadelphia-chinese-lantern-festival-at-franklin-square/>
- The Philadelphia Inquirer: <https://www.inquirer.com/philly-tips/chinese-lantern-festival-philadelphia-2022.html>
- Philadelphia Family: <https://phillyfamily.com/event/philadelphia-chinese-lantern-festival-in-franklin-square/2022-08-04/>
- Discover Philadelphia: <https://www.discoverphl.com/blog/philadelphia-chinese-lantern-festival/>
- NBC Philadelphia: <https://www.nbcphiladelphia.com/entertainment/the-scene/chinese-lantern-festival-lighting-up-phillys-franklin-square-for-an-extra-week/3322578/>
- 6ABC: <https://6abc.com/philadelphias-chinese-lantern-festival-franklin-square-chinatown-restaurants-temple-of-heaven/12027307/>
- 94.5 WPST: <https://wpst.com/extended-the-chinese-lantern-festival-is-in-philadelphia-for-another-week/>
- Old City District: <https://www.oldcitydistrict.org/events/philadelphia-chinese-lantern-festival-franklin-square>
- The Hammonton: <https://www.hammontongazette.com/post/chinese-lantern-festival-returns-to-philadelphia-072722>
- WHYY: <https://whyy.org/articles/philadelphia-chinese-lantern-festival-returns-franklin-square/>
- PhillyMag: <https://www.phillymag.com/things-to-do/philadelphia-chinese-lantern-festival/>
- GuidetoPhilly: <https://guidetophilly.com/philadelphia-chinese-lantern-festival/>
- PhillyVoice: <https://www.phillyvoice.com/philly-chinese-lantern-festival-franklin-square-2022/>
- Axios Philadelphia: <https://www.axios.com/local/philadelphia/2022/06/24/philadelphia-weekend-chinese-lantern-festival>
- Campus Philly: <https://campusphilly.org/event/philly-night-out-at-the-chinese-lantern-festival/>

WEBSITE ANALYTICS

Website traffic from social media

- Although it says "Organic Social", this includes paid social ads as well. The new version of Google Analytics (Ga4) requires unique UTM tracking for each ad you decide to run in order to list it as a "Paid Social" channel of acquisition. This was not created due to the number of social ads we ran and the timeliness of each campaign.
- This data does not include traffic from Franklin Square's Instagram posts, which is listed under Linktr.ee on the previous page.
- Links from Facebook include both posts and stories.
- T.co is the link for Twitter.com.
- The m/lm/l.facebook.com and Instagram are link shims which are privacy measures that Meta takes to protect user information – currently, you can't combine these sources together as you could in Universal Analytics.

Session default channel group ▾		Session source ▾ ×	↓ Users	Sessions
			25,815 9.79% of total	28,885 6.93% of total
1	Organic Social	m.facebook.com	14,894	16,050
2	Organic Social	l.facebook.com	4,555	5,477
3	Organic Social	lm.facebook.com	3,173	3,522
4	Organic Social	Audacy	1,819	1,971
5	Organic Social	instagram.com	1,422	1,634
6	Organic Social	l.instagram.com	255	274
7	Organic Social	facebook.com	74	74
8	Organic Social	t.co	57	63
9	Organic Social	snapchat.com	18	26
10	Organic Social	messages.google.com	9	14
11	Organic Social	yelp.com	8	9
12	Organic Social	linkedin.com	7	8
13	Organic Social	smartnews.com	6	6
14	Organic Social	tripadvisor.com	6	9
15	Organic Social	pinterest.com	3	3

WEBSITE ANALYTICS

Top locations based on web traffic

	↓ Country ▾	Region ▾	×	↓ Users
				258,436 100% of total
1	United States	Pennsylvania		106,808
2	United States	New York		33,540
3	United States	New Jersey		28,259
4	United States	Virginia		28,184
5	United States	Georgia		17,019
6	United States	Michigan		15,229
7	United States	Ohio		15,043
8	United States	North Carolina		14,590
9	United States	Florida		14,476
10	United States	Indiana		13,046

PAID MEDIA

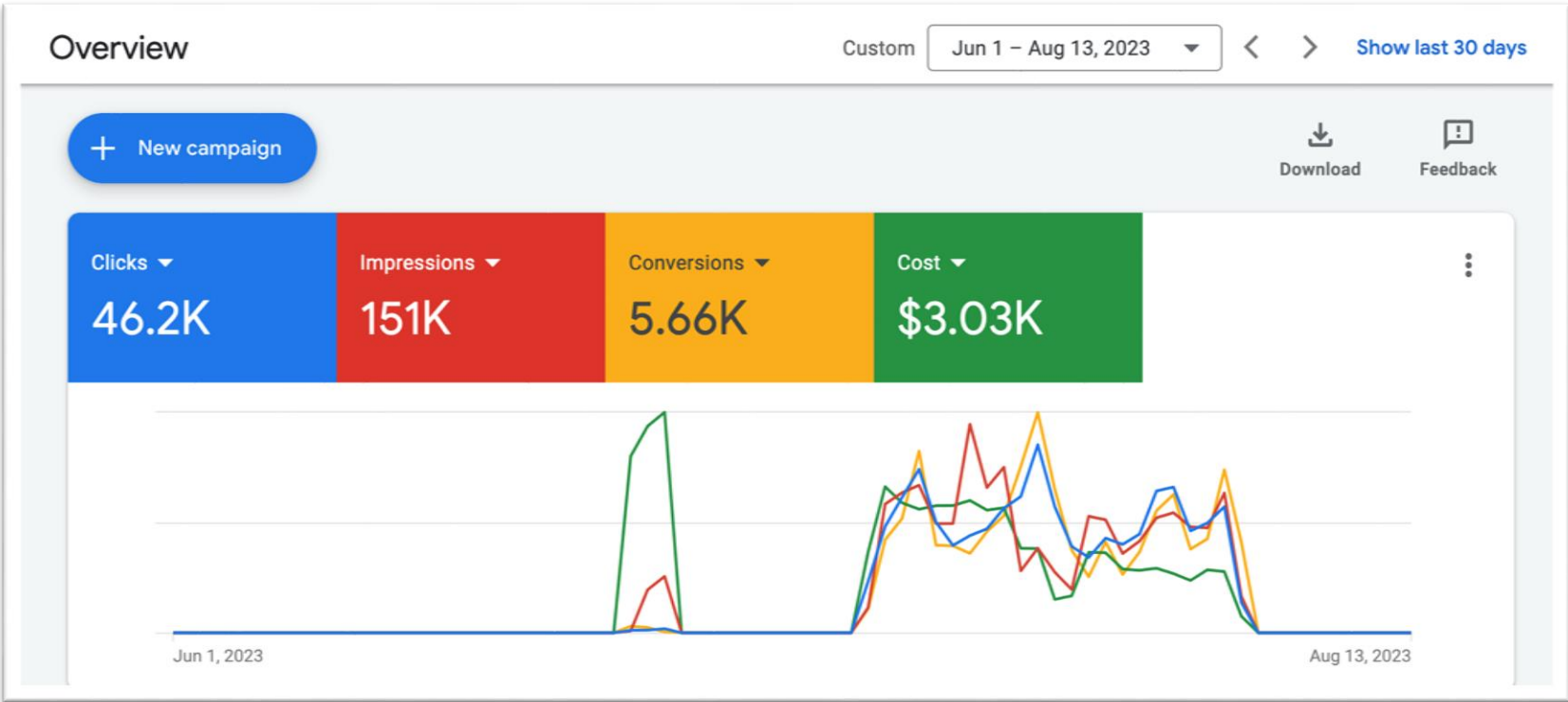
PAID MEDIA BUDGET

Google Ads (Search Engine Marketing)	\$3,031.79
Social Media Advertising	\$3,000.00
Inquirer.com Digital Ads	\$2,818.32
VisitPhilly.com Digital Ads	\$4,000.00
Metro Chinese Weekly Print Ads and WeChat Stories	\$4,000.00
The Philadelphia Inquirer Print Ads	\$6,552.00
Independence Visitor Center Digital Screen Ads	\$4,000.00
Intersection Digital Bus Shelters and Outdoor LinkPHL Screen Ads	\$22,000.00
Philadelphia Phillies (baseball) In-Stadium Ads	\$25,000.00
6abc Television and Hulu Streaming Ads	\$41,000.00
Audacy Radio Ads and Digital Ads	\$5,350.00
Wooder Ice Activations and Promotion	\$5,000.00
Festival Map/Brochure Printing	\$7,627.76
Rack Card Printing	\$2,710.05
Graphic Design (Advertising/Collateral)	\$14,800.00
Fiore Design (Signage)	\$3,672.50
FastSigns (Signage)	\$4,986.41
Kelly & Partners (Printing)	\$632.00
Berry & Homer (Signage)	\$600.00
<u>TOTAL PAID MEDIA BUDGET</u>	<u>\$161,780.83</u>

SEARCH ENGINE MARKETING

Top highlights of the 2023 Google Paid Ads campaign:

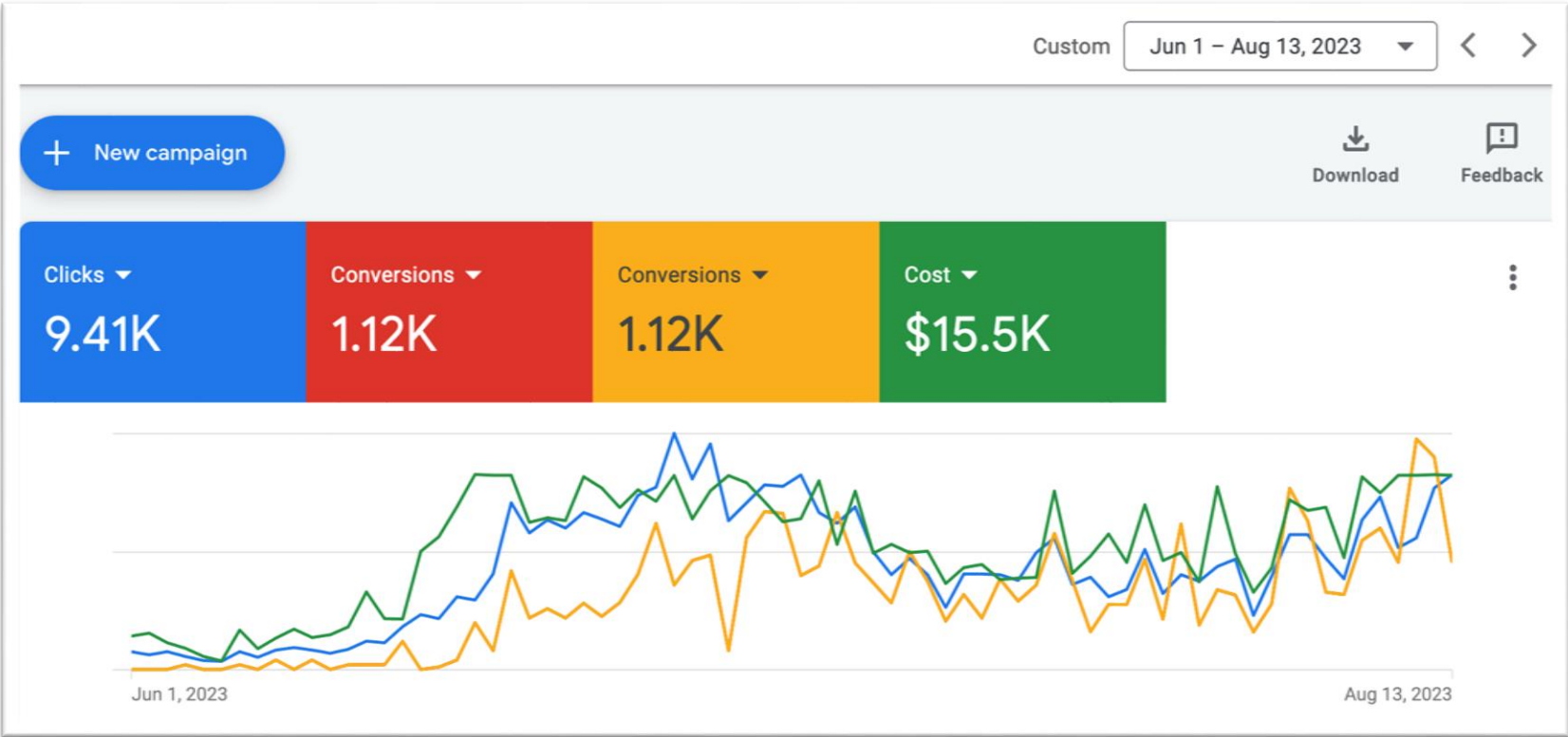
- Impressions: 150,967
- Clicks: 46,161
- CTR: 30.58%
- Conversions: 5,655



SEARCH ENGINE MARKETING

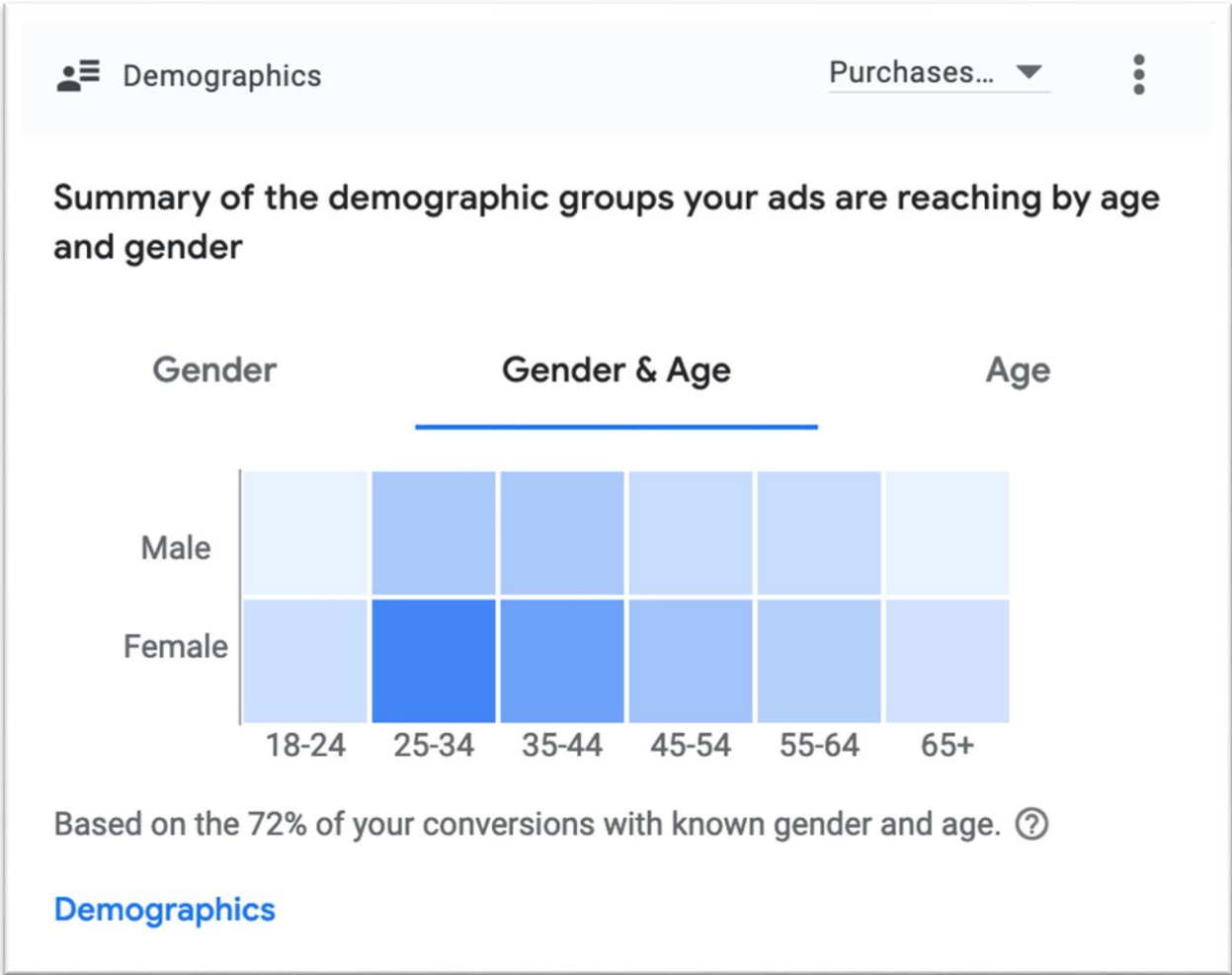
Top highlights of the 2023 Google Grant Ads campaign:

- Impressions: 26,665
- Clicks: 9,412
- CTR: 35.30%
- Conversions: 1,119



SEARCH ENGINE MARKETING

Google Ads (paid) demographic breakdown based on ticket purchases:



SEARCH ENGINE MARKETING

Top 5 keywords used in searches that resulted in ticket sales conversions:

	Conversions ▼	Clicks ▼	CTR ▼
● Chinese Lanterns	2,026.79	16,278	63.17%
● events to do in philadelphia	350.98	2,583	65.19%
● Philadelphia Chinese Lantern Festival	317.40	2,783	68.03%
● Philly Events	217.63	1,709	64.54%
● Lantern Festival	217.48	1,549	59.74%

SOCIAL MEDIA ADVERTISING

Social Boosts Overview

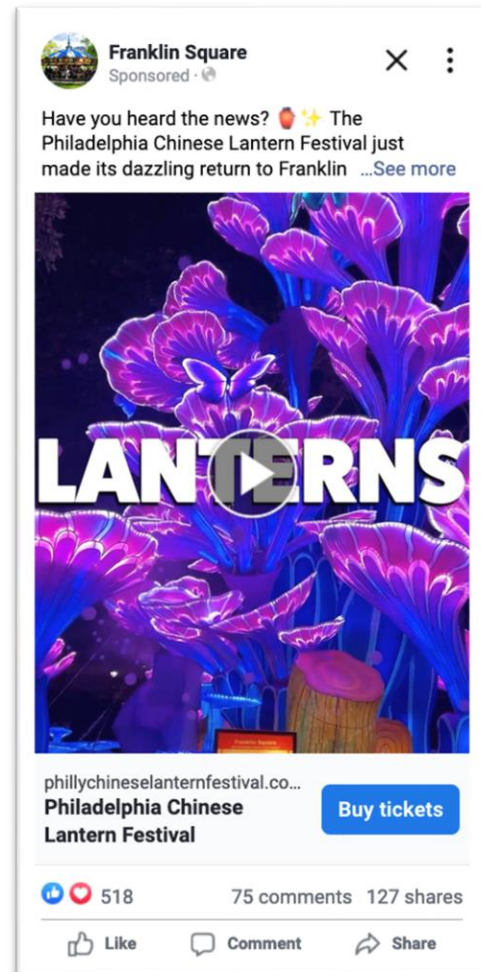
- 4 Boosted Posts: 4 reels
- Impressions: 218,691
- Reach: 117,420
- Clicks: 2,539
- Total budget: \$1,000

Social Media Ads Overview

- Six Ads: 4 reels and 2 graphics
- Impressions: 1,000,120
- Reach: 341,036
- Conversions: 8,716 checkouts initiated*
- Total budget: \$2,000

****Due to Meta's opt out option for tracking, some conversions are not tracked.***

Top Performing Ad (boosted and social) by Reach and Conversions



The image shows a screenshot of a Facebook sponsored advertisement. At the top, it says "Franklin Square Sponsored". The text of the ad reads: "Have you heard the news? 🧡🌟 The Philadelphia Chinese Lantern Festival just made its dazzling return to Franklin ...See more". Below the text is a video thumbnail featuring large, glowing purple and blue lanterns with the word "LANTERNS" overlaid in white. At the bottom of the ad, there is a link to "phillychineselanternfestival.co..." and a "Buy tickets" button. Below the ad, engagement statistics are shown: 518 likes, 75 comments, and 127 shares. At the very bottom, there are icons for "Like", "Comment", and "Share".

PAID MEDIA: Inquirer.com

Digital Display Ads: 351,973 Impressions

Start 6/27 – End 8/13

Plus ads in Outdoors and Things To Do newsletters

The Philadelphia Inquirer
THINGS TO DO

Readers' Choice 2023: Vote for your favorite restaurants, dishes, and more

Be sure to nominate a restaurant (or two) for our Readers' Choice Awards. We've created 15 categories, from your favorite breakfast sandwiches to those spots you can count on to host a big group celebration. Deadline is July 21.

[KEEP READING](#)

PHILADELPHIA CHINESE LANTERN FESTIVAL
Franklin Square
中國彩燈節
June 21 - August 13
[BUY TICKETS](#)

The Philadelphia Inquirer

THINGS TO DO

Everything you need to know about the Philadelphia Chinese Lantern Festival

The 2023 Philadelphia Chinese Lantern Festival is back at Franklin Square from June through August. Here's what you need to know.

[Add Photo](#)
[Stay in](#)
[Get it](#)

Panda Paradise is one of the attractions at the Philadelphia Chinese Lantern Festival in Franklin Square, through Aug. 13.
Heather Khalifa / Staff Photographer
[Read more](#)

PHILADELPHIA CHINESE LANTERN FESTIVAL
— Franklin Square —
中國彩燈節

Building a family during unusual times

Anndee Hochman, For Th...

There was a camel eating hoagie rolls in Northern Liberties yesterday. Yes, a camel.

Punya Bhasin

JUNE 21 - AUGUST 13
[PURCHASE TICKETS NOW!](#)

PAID MEDIA: Inquirer.com



PAID MEDIA: VisitPhilly.com

Fluid Banners Ads (817,608 Impressions)

Event Articles

Note: VisitPhilly also ran paid ads outside of our campaign on their social media channels



PAID MEDIA: Independence Visitor Center

Vertical Ad Display (below)

Welcome Wall (right)

Start 6/9 – End 8/1



PAID MEDIA: Intersection Outdoor Ads

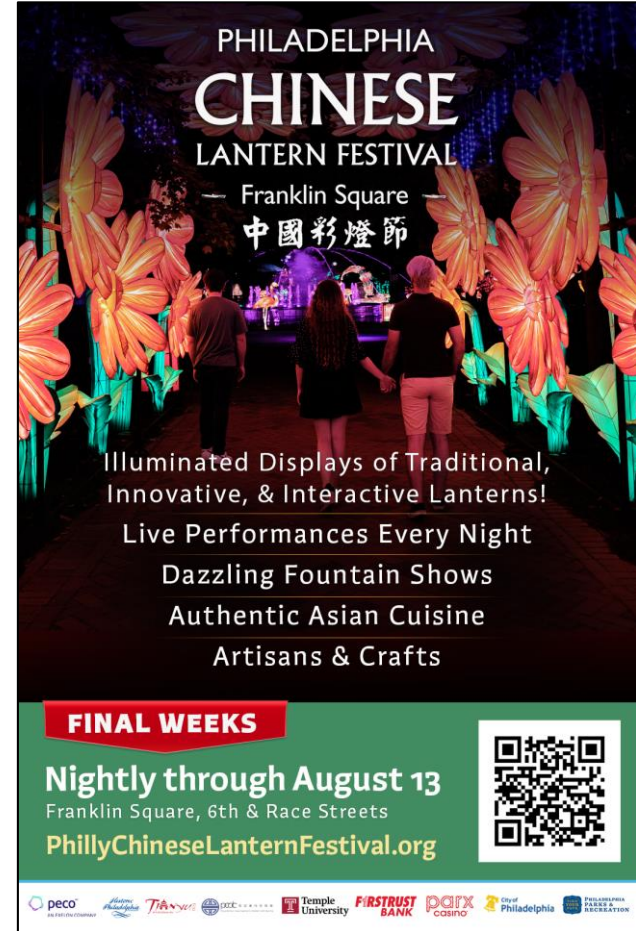
8 Weeks LinkPHL Screens and Bus Shelters

2.45 million Impressions

Start 6/21 – End 8/13



PAID MEDIA: Intersection Outdoor Ads



PAID MEDIA: Phillies Stadium Advertising

Branded Masthead (23 games)

Pregame Video (23 games)

In-Park TV Advertising (10 games)

Lucky Row (3 games)



PAID MEDIA: B101 Streaming and Digital Ads

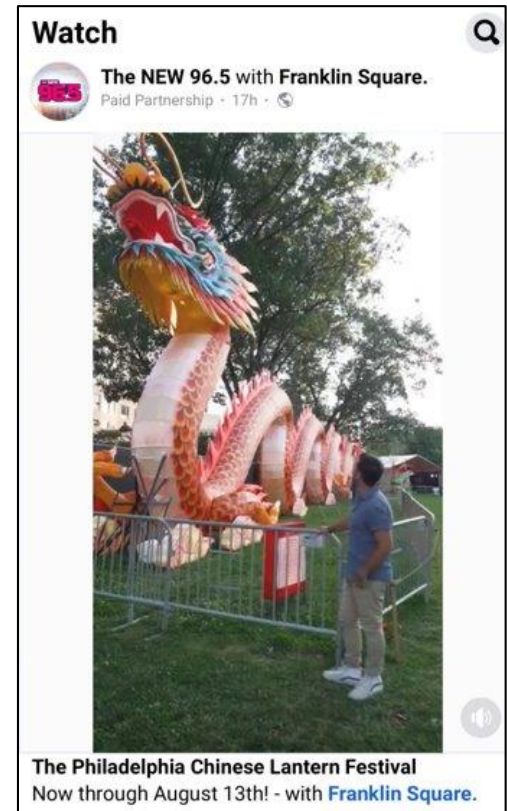
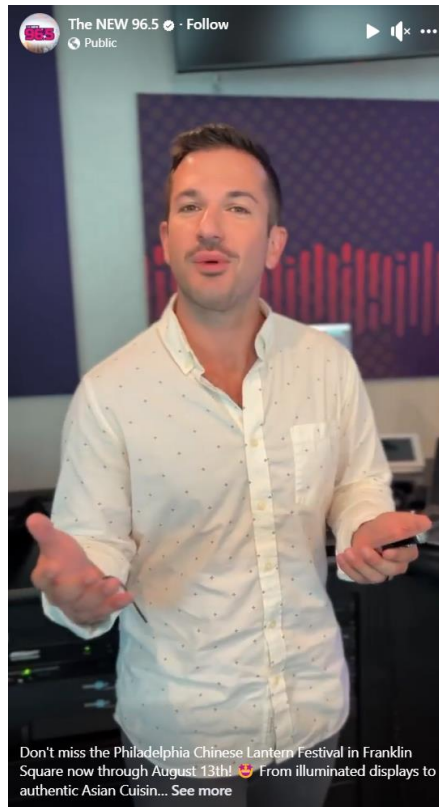
Streaming and Banner Ads (203,019 Impressions)

Facebook/Instagram Videos (167,576 Impressions)

On Air Mentions

Ticket Giveaways

Run Dates: 07/17-08/06/23	
Facebook // Instagram	
Impressions	167,576
Clicks	3,492
CTR %	2.08%
Reach	80,384
Frequency	2.08
Post Reactions	421
Shares	150
Comments	32



PAID MEDIA: 6abc TV, Digital, and Hulu Ads

272 :15 TV Spots, 9.58 Million (Start 6/21 – End 8/13) Impressions

Hulu: 388,891 Impressions



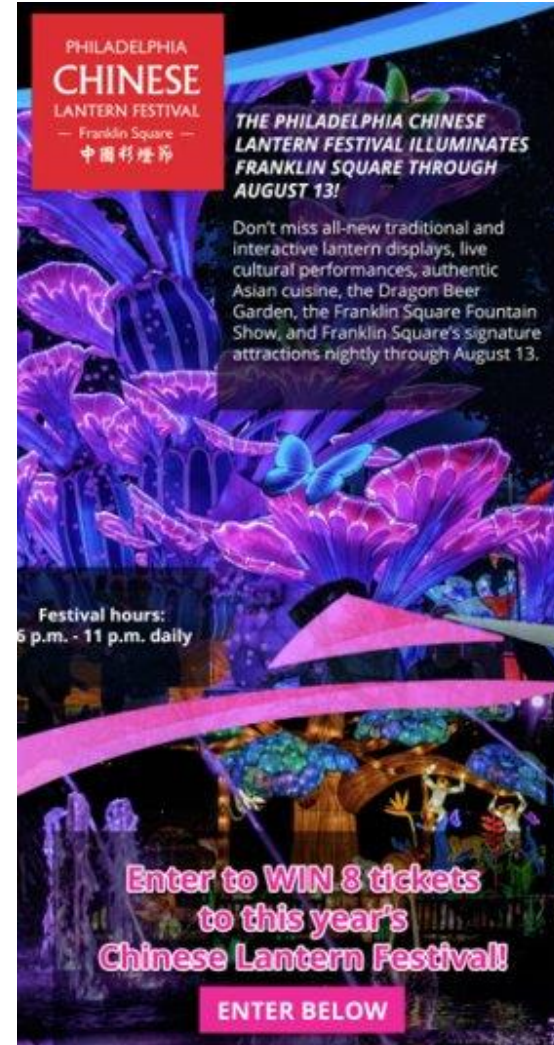
PAID MEDIA: 6abc TV, Digital, and Hulu Ads

Festival Coverage on *FYI Philly* TV Show

- Filmed entire special at Franklin Square
- :15 open and close billboards
- Program aired twice
- 6abc.com Ticket Sweepstakes

8 Facebook Posts (244,420 Impressions)

8 Instagram Posts (124,477 Impressions)



PAID MEDIA: Metro Chinese Weekly

2 Half-Page Ads and WeChat Headline Article:

Print Circulation: 15,000



PHILADELPHIA
CHINESE
LANTERN FESTIVAL
— Franklin Square —
中國彩燈節

FRANKLIN SQUARE
富蘭克林廣場
6街 & Race街
傳統、創新和互動彩燈的
新型閃耀展示!
每晚舞蹈雜技表演
華麗的噴泉表演
中國文化食品和啤
工匠和手工藝品

6月21日至8月13日 | PhillyChineseLanternFestival.com

peco Temple University FIRSTTRUST BANK DCIX CASINO Truist University City of Philadelphia Independence Blue Cross



PAID MEDIA: Metro Chinese Weekly

WeChat Guide

45,000 Digital Subscribers

费城中国彩灯节在富兰克林广场于2016年首次亮相，至今已有7年的辉煌历程（疫情期间2年未能召开）但每次的彩灯节依然令人惊叹。

这个盛会每年吸引着数以万计的游客前来观赏，不仅为费城市民带来了丰富多彩的夜生活，还为彩灯艺术、川剧变脸、民间杂耍等多种中国传统文化在这座城市中的传播贡献了力量。



去年的费城中国彩灯节展示堪称震撼，比以往任何一年都更为壮观！更令人难以置信的是，今年的彩灯节规模将超越去年！准备好迎接比你想象中更华丽、更宏大的盛会吧！



花灯看起来轻盈飘逸，但每个灯笼都有一个焊接成型的钢架，连接一系列LED灯并用大片丝绸织物包裹，呈现的各种图案也均由匠人一笔一画手绘而成。

据说啊，共动用了150多名四川自贡的花灯手艺人用了数月的时间才完成。整个展出耗费2万英尺（约6096米）的丝绸，1.6万英尺（约4876米）电缆。

PAID MEDIA: The Philadelphia Inquirer


Quarter-Page Ads:






PHILADELPHIA
CHINESE LANTERN FESTIVAL
— Franklin Square —
中國彩燈節





JUNE 21 - AUGUST 13
Franklin Square, 6th & Race Streets

New Illuminated Displays of Traditional,
Innovative, & Interactive Lanterns!

Live Performances Every Night
Dazzling Fountain Shows
Cultural Foods & Beer Garden
Artisans & Crafts

 PhillyChineseLanternFestival.com

PHILADELPHIA
CHINESE
LANTERN FESTIVAL
— Franklin Square —
中國彩燈節

FINAL WEEKS
Nightly through August 13
Franklin Square, 6th & Race Streets

New Illuminated Displays of Traditional,
Innovative, & Interactive Lanterns!

Live Performances Every Night
Dazzling Fountain Shows
Cultural Foods & Beer Garden
Artisans & Crafts

 PhillyChineseLanternFestival.com













PAID MEDIA: Wooder Ice Partnership

Two Interactive Game Nights

3 Social Media Posts and Giveaways (99,000 Impressions)

Email Blasts to Subscribers (10,000 Impressions)



Unpaid Posts from Partners

Philadelphia Convention & Visitors Bureau



Visit Pennsylvania



SOCIAL MEDIA

SOCIAL MEDIA: Collaborations



- Accepted collaboration request from Temple, helping reach a total of 17,741 Instagram accounts



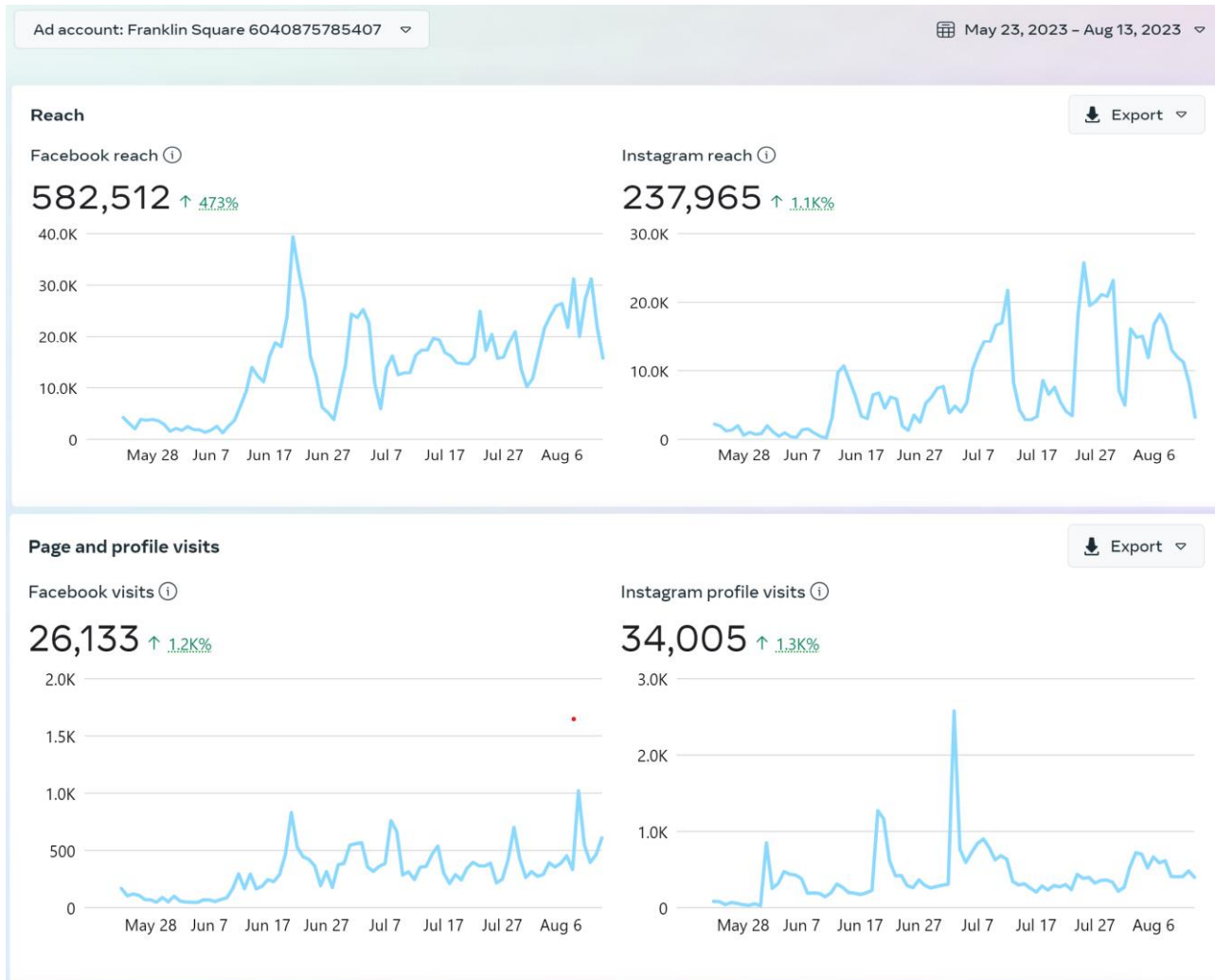
- Collaborated on a reel with Campus Philly directed at college students, reaching a total of 22,200 Instagram accounts



- Collaborated on a reel with influencer @kait_touchthis, who shared the content to an audience of 14,200 followers

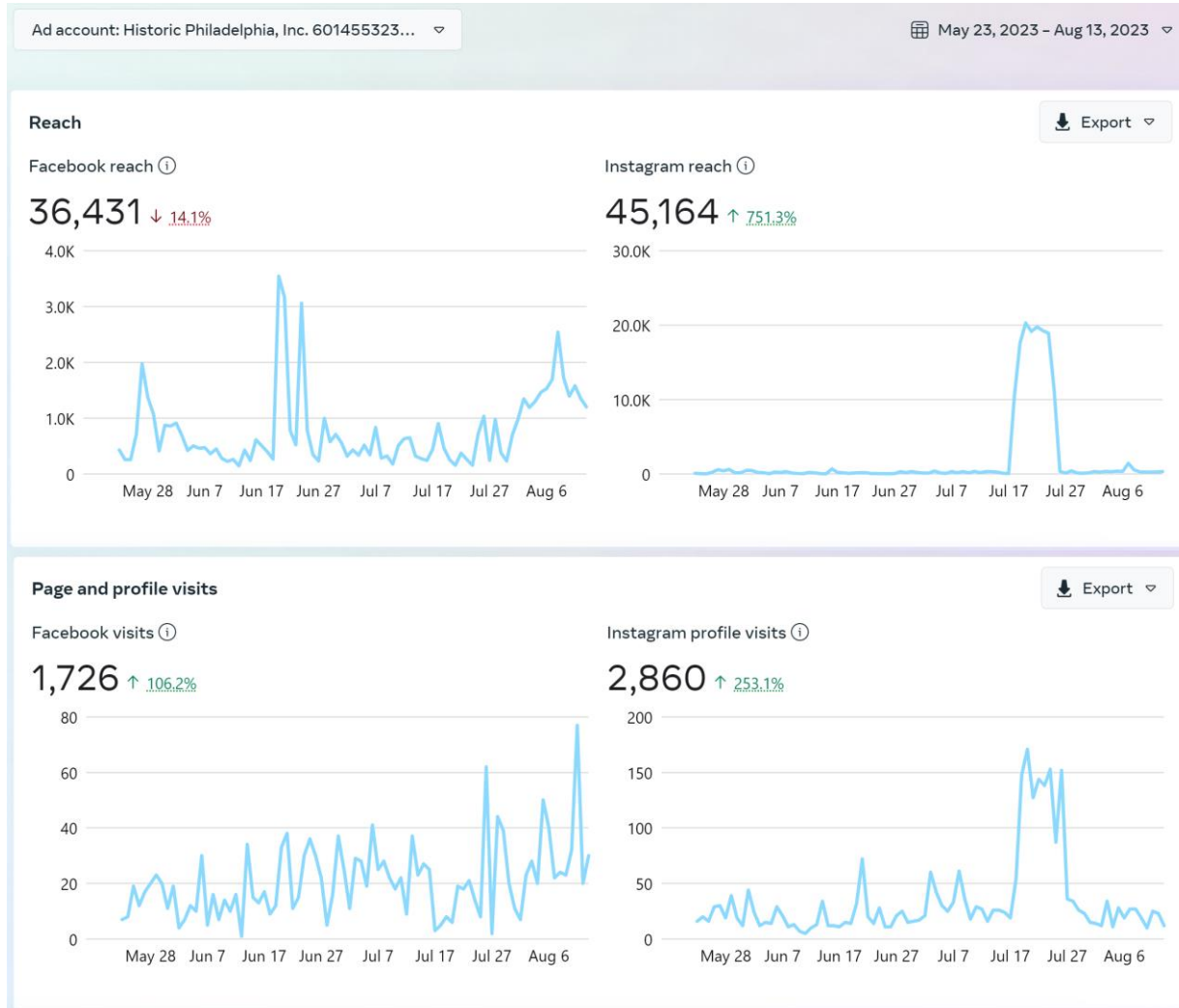
SOCIAL MEDIA RESULTS

Data includes all Philadelphia Chinese Lantern Festival posts on Franklin Square accounts.



SOCIAL MEDIA RESULTS

Data includes all Philadelphia Chinese Lantern Festival posts on Historic Philadelphia, Inc. accounts.



INFLUENCER ENGAGEMENT

INFLUENCER MARKETING

En Route recruited 21 regional social media influencers to attend Opening Night of the Lantern Festival. The following are a sampling of the influencers.

[@WildKidsWander](#)

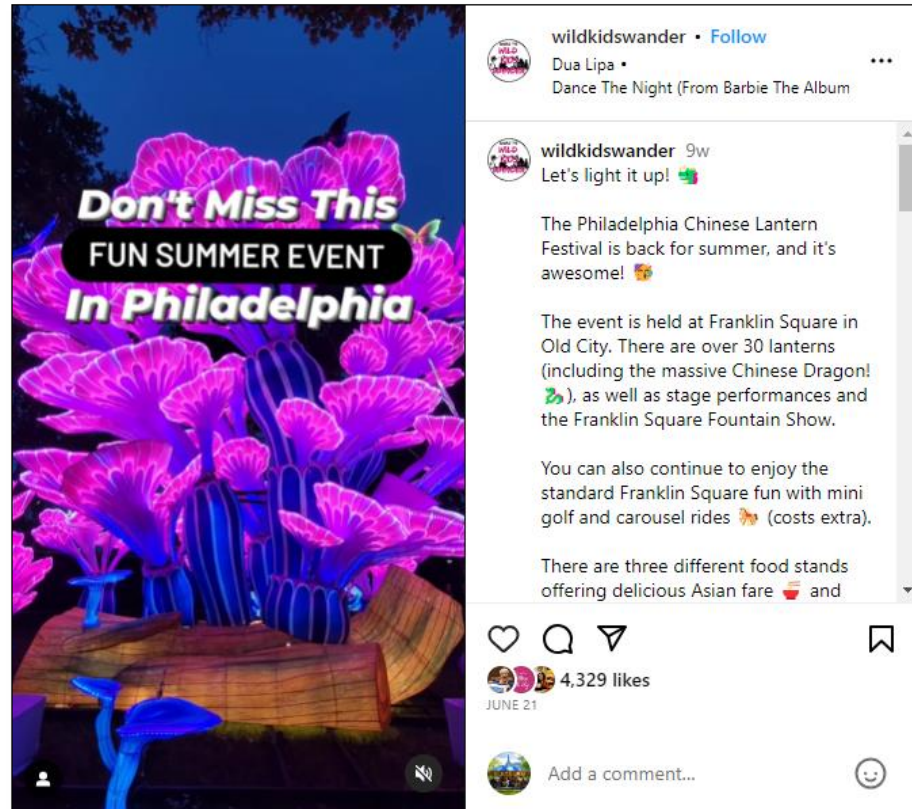
- Followers – 53.4k
- Engagements – 4,390
- Views – 105k

[@phillydateideas](#)

- Followers – 38.7k
- Engagements – 15.2k
- Views – 375k

[@Kait Touch This](#)

- Followers – 14.1k
- Engagements – 338
- Views – 5,707



E-MAIL MARKETING

E-MAIL MARKETING

Subject Line	NEWS-FLASH: Philadelphia Chinese Lantern Festival Returns June 21	SPECIAL DISCOUNT: Philadelphia Chinese Lantern Festival returns to Franklin Square June 21, 2023	PSST: Check out these insider tips to enjoy the Philadelphia Chinese Lantern Festival	Only two weeks left to see the dragons in Franklin Square!	Final days to experience the magic of the Lantern Festival!	Lantern Festival closes THIS SUNDAY.	SUNDAY is your last chance to experience the lanterns!
Date	April 21	June 9	July 18	July 27	August 2	August 8	August 11
Emails Sent	14,692	90,508 (All past ticket buyers)	24,434	25,707	24,139	24,054	23,997
Opens	7,209	51,576	12,964	15,547	14,333	14,297	11,636
Click Rate	2.6%	2.6%	1.1%	1.0%	0.8%	.9%	1.3%
Clicks	251	2269	258	235	180	196	294

PRINTED COLLATERAL

PRINTED COLLATERAL

10,000 Rack Cards

PHILADELPHIA
CHINESE
LANTERN FESTIVAL
— Franklin Square —
中國彩燈節

JUNE 21 - AUGUST 13

New Illuminated Displays of Traditional, Innovative, & Interactive Lanterns!
Live Performances Every Night
Dazzling Fountain Shows
Cultural Foods & Beer Garden
Artisans & Crafts

Enjoy a round of Philly Mini Golf or a ride on the Parx Liberty Carousel!

Purchase Tickets Today!
PhillyChineseLanternFestival.org

Marvel at all-new, larger-than-life illuminated lanterns and enjoy authentic cultural performances including plate spinning, folk dancing, jar juggling, and the fan-favorite Face Changer.

Dine on Asian cuisine and American favorites, have a toast in the Dragon Beer Garden, and stroll the festival with your cocktail! Shop for festival gifts at the Pagoda Gift Shop or purchase a hand-made gift from our folk artist.

Stage Performances: 7:30 pm, 9 pm, 10:15 pm
Fountain Shows: 6 pm, 6:30 pm, 7 pm, 8 pm, 8:30 pm, 9:30 pm, 10 pm

Get up close with interactive Cultural Connections in the Pavilion, free with Festival admission. **Fridays & Saturdays.**

6:30 pm Photos with the Face Changer
7:15 pm & 9 pm Dumpling Demonstration with Sang Kee
8:15 pm Folk Dance Lesson

Festival Admission

Adults
\$22 Sunday - Thursday | \$25 Friday & Saturday

Seniors (Ages 65+) & Military
(With ID & Comes With One Guest)
\$20 Sunday - Thursday | \$23 Friday & Saturday

Youth (13-17)
\$20 Sunday - Thursday | \$23 Friday & Saturday

Children (3-12)*
\$14 Sunday - Saturday | Under 2: FREE
*All children must be accompanied by an adult.

Festival Hours:
Nightly 6 - 11 pm

Franklin Square opens daily at 6 am, the attractions open at 10 am, and close at 5 pm each day in preparation for the Festival.

PRINTED COLLATERAL

65,000 On-Site Brochures

EXPLORE CHINATOWN WITH PANDA PROMOTIONS



Chinatown is just a short walk from the Festival! Franklin Square is excited to partner with the Philadelphia Chinatown Business Association to provide special offers and discounts for Lantern Festival guests.*

Visit PhillyChineseLanternFestival.org or pick up a Panda Promotion Flyer at the Festival for a list of participating restaurants and businesses.



*When your reservations before or after the festival - no entry is not permitted.

FRANKLIN SQUARE
FAMILY FUN THROUGHOUT THE YEAR!

Lantern Festival Scavenger Hunt
Experience the Festival in the daytime by exploring the Square with a free Lantern Scavenger Hunt. Complete the Scavenger Hunt and receive a free ride on the Park Liberty Carousel. Pick up information at the Franklin Square ticket window.

Fun All Summer Long!
The Rendell Family Fountain, the 85-year-old, historic centerpiece of the Square, comes to life with colorful, dancing water effects choreographed to popular songs by Boyz II Men, Katy Perry, Louis Armstrong, and other favorites!

Once Upon A Nation Storytelling
Hear secrets and stories you've never heard before at the award-winning Once Upon A Nation Storytelling Bench, sponsored by Visit Philadelphia. Tuesdays-Saturdays, 11am-1pm, through September 4.

Fall and Winter Fun!
Spokey Mini Golf, October 1-31
Philly Mini Golf is transformed into spooky fun with fog, lights, music, and surprise events every evening in October.
Pumpkin Patch, October 23
Wander through the pumpkin patch, pick your pumpkin, and decorate it with spooky designs.
FREE Trick or Treat Street, October 28
Dress the kids in costumes to collect treats along Trick or Treat Street.

Winter in Franklin Square, November 16 - February
The magic of the season fills the Square with the Electrical Spectacular Light Show presented by PECCO, food and warm beverages, and free activities from November through February. Celebrate the end of 2023 with the family-friendly KIDS New Year's Eve Countdown and Dance Party!

PHILADELPHIA CHINESE LANTERN FESTIVAL
— Franklin Square —
中國彩燈節

JUNE 21 - AUGUST 13

PhillyChineseLanternFestival.org

SPONSORS & PARTNERS




FOOD & DRINK

Dragon Beer Garden operated by Ciccaopie
Specialty drinks include Flamingo Fliz (vodka, cranberry juice, pineapple juice topped with lemon-lime soda), Green Dragon (gin, ginger beer & lime juice), Firecracker (coconut rum, triple sec & cranberry juice), Happy Hippo (tequila, grapefruit juice topped with vodka) and Dragon Tail (bourbon & lemonsade), as well as beer, wine, hard seltzer, and mocktails. Last call at 10 pm.

Sang Kee
Spicy grilled chicken in steamed buns, Dan Dan noodles, vegetable fried rice, fried shrimp wontons, General Tso's chicken, coconut shrimp, vegan beef, and pineapple or watermelon smoothies. Located near the Chrysanthemum Corridor.

Qishi
Seared salad, veggie spring roll, shrimp tempura roll, grilled corn, chicken satay, Korean meatballs, beef or veggie bun, fried ice cream, mochi ice cream, funnel cake, Thai fried rice, and coconut chowd. Located in the Dragon Beer Garden.

SquareBurger
Delicious traditional treats and Philly favorites, including burgers, grilled cheese, churros, vanilla fortune cookie shake, fruit salad, gluten-free veggie quesadillas, chesapeake egg rolls, funnel cake fries, and the fan favorite Cake Shake.



1. Lion Dance Entrance 舞龍門
2. Flower Tunnel 花長卷
3. Parrot Talk 鸚鵡亭
Sponsored by Pecos
4. Butterfly Garden 蝴蝶花園
5. Fortune Telling Wall 財運牆
6. Mythical Creature - Yu Shou (Yu 山海經神獸 禺狓兽)
7. Mythical Creature - Zou Wu (Zou 山海經神獸 禺禺)
8. Mythical Creature - Luo Yu (Luo 山海經神獸 禺禺)
9. Lingzhi 灵芝
10. Panda Playground 熊貓樂園
Sponsored by Visit Philadelphia
11. Panda Paradise 熊貓天堂
12. Panda Fountain 熊貓噴泉
13. Sea Dragon Tunnel 海皇長卷
Sponsored by Philadelphia Chinatown Development Corporation
14. Lion Head 獅頭
15. Armadillo 犛鼠
16. Flamingo 火烈鳥
17. Chrysanthemum Corridor 菊花長卷
18. Fairy Tale Tree 童話樹
19. Birds & Flowers 鳥語花香
20. Primates at Play 猴猴樂園
21. Tigers 老虎
22. Leopards 豹園
Sponsored by Pecos
23. Piranha Plants 食人花
24. Jungle Expedition 叢林探險
25. Praying Mantis 螳螂
26. Karma Chameleons 變色龍
27. Monkeys 猴園
28. Eco Tunnel 生態長卷
Sponsored by Pecos
29. Butterfly Gate 蝴蝶門
30. Student Lanterns 學生作品 - 兔年
Presented by Tenen Company
31. Chinese Dragon 中國龍
32. Cherry Blossom Forest 櫻花林
33. Happy Hippo 快樂河馬



EXIT (multiple locations)

PHILLY MINI GOLF

RENDELL FAMILY FOUNTAIN

SQUAREBURGER

DRAGON BEER GARDEN

DISHI

STAGE

EMERGENCY EXIT

SPONSORS & PARTNERS



ENTERTAINMENT & ATTRACTIONS

Franklin Square Fountain Show
The dancing fountain and light show at the Rendell Family Fountain is choreographed to "Little Apple" by Chopstick Brothers, presented by Tianyu Arts and Culture. **Fountain Shows** 6 pm, 6:30 pm, 7 pm, 8 pm, 8:30 pm, 9:30 pm, and 10 pm.

Performances
Enjoy plate spinning, folk dancing, face painting, and other cultural acts on stage.*

Stage Performances: 7:30 pm, 8 pm, and 10:15 pm.
*Performances last 20 minutes and are weather permitting.

Cultural Connections in the Pavilion
Get up close with these interactive events, all free with Festival admission. **Fridays & Saturdays**
6:30 pm Photo with the Face Changer
7:30 pm Dumpling Demonstration with Sang Kee
8:30 pm Folk Dance Lesson
9 pm Dumpling Demonstration with Sang Kee

Philly Mini Golf
Putt around the city on this Philadelphia-themed miniature golf course.
*Adults: 12 | Children (5-12): 10 | Under 2: FREE

Park Liberty Carousel
Hop on this spectacular all-American style carousel.
*Ages 3+ | Under 2: FREE

Folk Artists (Located near the Dragon Beer Garden)
See artisans create traditional crafts and gifts available for purchase.

Pagoda Gift Shop (Located near the Eco Tunnel)
Take home the fun of the festival in our limited-edition souvenirs.

*Children 2 and under must be accompanied by an adult.