



2025 Philadelphia Chinese Lantern Festival Marketing Report

SUBMITTED BY EN ROUTE

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TABLE OF CONTENTS

Insights	Page 3
Website Analytics	Page 5
Paid Media	Page 10
Social Media	Page 30
Email Marketing	Page 36
Printed Collateral	Page 38

INSIGHTS

- Paid Search and Paid Social combined to generate nearly 115k new users (92,406 from Paid Search and 22,514 from Paid Social).
- Users were highly engaged, averaging 3 sessions per user and 4 total interactions per session, indicating repeat visits and strong interest.
- The 25-43 age range represented the highest percentage of ticket purchases and website visits, according to Google Analytics.
- Social media influencers had successful reach and engagement this year, bringing in new audiences and raising awareness in the Philadelphia area.
- Engaging with local influencers early in the festival greatly impacts awareness. Exploring paid influencer opportunities with larger-scale influencers could produce a larger impact.
- While awareness campaigns are extremely useful, out-of-home awareness campaigns could be scaled back in favor of additional conversion-focused digital advertisements.
- Utilizing multiple ad creatives for digital campaigns (especially programmatic ads) would help to identify which ads are most successful for retargeting purposes.
- PATCO train car ads generated 102 QR code scans, confirming that transit placements effectively drive digital engagement. Riders' extended dwell time creates a captive audience, making this channel valuable for encouraging interaction.

SOURCES: Survey of 1,000 Festival Attendees

- Social media ad: 25%
- Word of mouth: 25%
- Online search: 18%
- Visit Philadelphia/VisitPhilly.com: 15%
- Television news or programs: 13%
- Social media content from other channels/influencers: 12%
- Other: 12%
- Historic Philadelphia/Franklin Square website: 9%
- TV advertisement: 7%
- Print/online news story: 6%
- Franklin Square social media content: 5%
- Lantern Festival posters or rack cards: 5%
- Bus shelters: 2%
- Website banner advertisement: 1%
- PATCO subway car advertisements: 1%
- Center City District banner: 1%
- Philadelphia Chinatown Development Corporation: 1%
- Independence Visitor Center: 0%
- Philadelphia Phillies: 0%

WEBSITE ANALYTICS

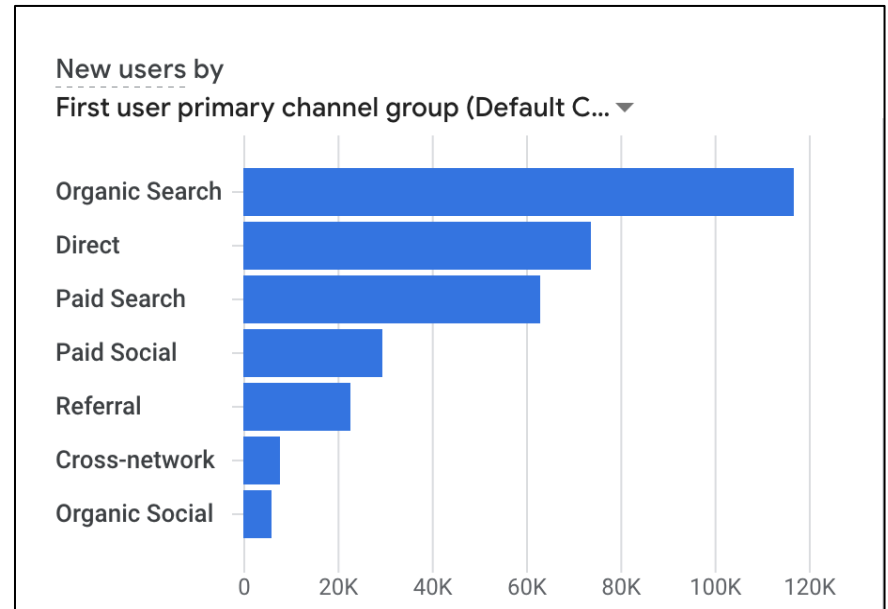
WEBSITE ANALYTICS

The Lantern Festival generated 2,911,868 pageviews and a total of 4,825,971 total website engagements from May 20 to September 1. This repeat engagement demonstrates that audiences weren't just visiting the site one time.

- Total Website Users: 295,179
- Total Sessions: 1,051,552

Top pages visited:

- Home Page: 2,216,220 pageviews
- Festival Details: 391,503 pageviews
- FAQ: 204,964 pageviews
- Panda Promotion: 48,231 pageviews
- Contact: 24,872
- Student Design Contest: 22,321 pageviews



WEBSITE ANALYTICS

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

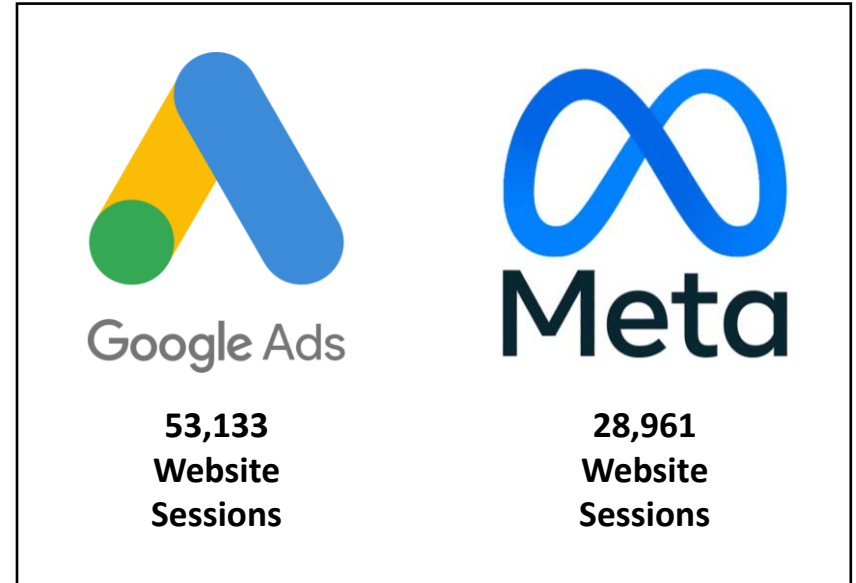
- VisitPhilly.com was by far the largest referral source, accounting for nearly 53.43% of all referral traffic, demonstrating the partnership's power and success.
- WorthePenny, a popular discount site, directed over 8,000 users to the Lantern Festival Website. Although there was no legitimate discount, this traffic shows that audiences are actively searching for discounts/deals, presenting an opportunity to better control and capture this demand.
- All referral traffic generated 6.56% of total traffic.

Referral Source	Sessions
Visit Philly	38,114
WorthePenny	8,136
HistoricPhiladelphia.org	7,889
WeChat	5,340
Organic Social Media	2,162
The Philadelphia Citizen	1,109
Axios	739
6abc	693
Do215	642

WEBSITE ANALYTICS

Website traffic from Social Media Ads & Google Ads

- Google Ads generated 53,133 website sessions, and Meta Ads generated 56,866 website sessions.
- This data does not include traffic from Franklin Square's organic Instagram or Facebook posts, which is listed under Organic Social Media on the previous page.
- Festivals and events consistently perform well on Google Ads because audiences are actively searching for things to do, places to go, and seasonal activities.
- Meta Ads excel at building awareness and reaching new audiences who may not yet be searching for the Festival. While not as intent-driven as Google search, Meta is crucial for expanding reach, storytelling, and generating buzz around the Festival experience.



WEBSITE ANALYTICS

Top locations based on active users

Pennsylvania leads web traffic, but New York and New Jersey combined drove nearly 1 in 5 users, showing the Festival is both a strong local draw and a regional tourism driver.

- Pennsylvania: 53,526 active users (36.73%)
- New York: 13,859 active users (9.51%)
- New Jersey: 13,591 active users (9.33%)
- Virginia: 7,439 active users (5.11%)
- Florida: 5,947 active users (4.08%)
- Georgia: 5,796 active users (3.89%)
- Ohio: 5,483 active users (3.64%)
- Michigan: 5,311 active users (3.48%)
- North Carolina: 5,071 active users (3.48%)
- Indiana: 4,168 active users (2.86%)

PAID MEDIA

PAID MEDIA BUDGET

With a total spend of \$160k, investments were balanced between digital channels and large-scale traditional placements. The mix ensured both conversion-focused tactics (Google Ads, Meta Ads) and broad awareness drivers (6abc, Phillies, PATCO), maximizing reach across multiple audience touchpoints.

Google Ads (Search Engine Marketing)	\$4,256.31
Social Media Advertising	\$6,228.72
YouTube Advertising	\$2,000.03
MNI Programmatic Ads	\$9,000.00
VisitPhilly.com Digital Ads	\$7,000.00
Audacy Digital Ads	\$5,457.00
Independence Visitor Center Welcome Wall Digital Ad	\$2,000.00
Intersection Digital Bus Shelters and PATCO Car Ads	\$25,000.00
Philadelphia Phillies (baseball) In-Stadium Ads	\$25,000.00
6abc Television Ads	\$45,305.00
Center City District Pole Banners	\$3,000.00
Giveaway Items	\$5,500.00
Printing: Maps, Brochures, Postcards	\$4,089.28
Rack Card Printing	\$910.86
Signage Printing	\$7,077.87
Graphic Design (Advertising/Collateral)	\$8,900.00
TOTAL PAID MEDIA BUDGET	\$160,725.07

SEARCH ENGINE MARKETING RESULTS

Top highlights of the 2025 Google Paid Ads campaign:

- Impressions: 864,021
- Clicks: 182,035
- CTR: 21.07%
- Conversions: 1,071

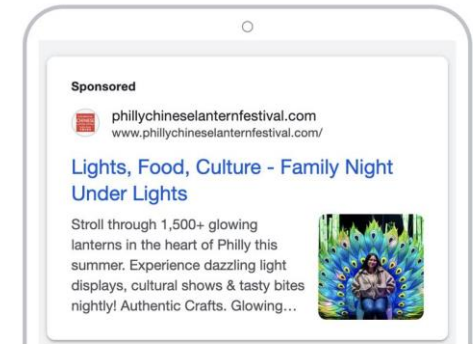
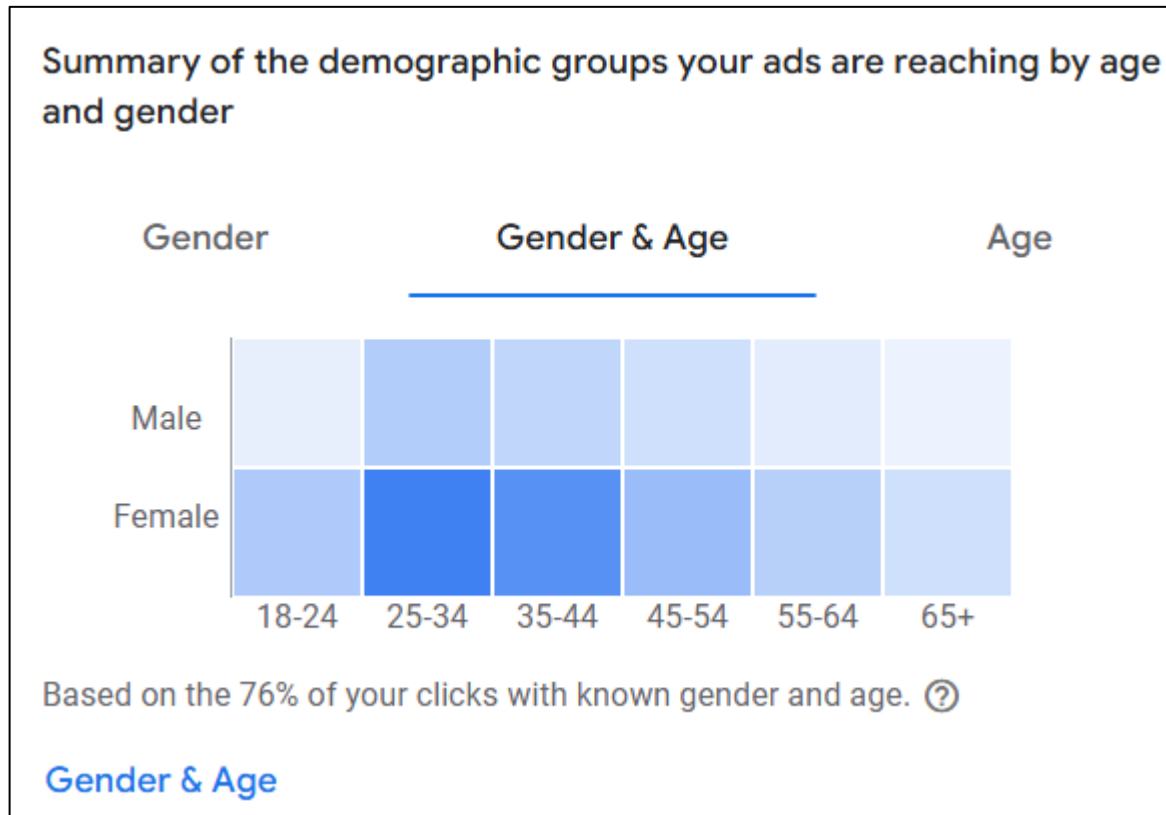
Top 5 keywords used in searches based on clicks:

- “Buy Lantern Festival Tickets” – 13,161 clicks
- “Tourist Attractions Philadelphia” – 9,090 clicks
- “Things to do in Philadelphia this Weekend” – 7,955 clicks
- “Philadelphia events this Weekend” – 3,640 clicks
- “Chinese Lantern Festival Tickets” – 2,935 clicks

Google Ads achieved an extraordinary 21% CTR, far above industry benchmarks. This highlights both the strength of the Festival’s brand demand and the efficiency of paid search in converting high-intent audiences into ticket buyers.

SEARCH ENGINE MARKETING

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



SOCIAL MEDIA ADVERTISING RESULTS

Social Media Boosts Overview

- 4 Boosted Posts: 4 Reels
- Impressions: 218,691
- Clicks: 2,539

Social Media Ads Overview

- 6 Ads: 4 reels and 2 graphics
- Impressions: 1,000,120
- Reach: 341,036
- Conversions: 8,716 checkouts initiated*

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

Meta ads drove over 8,700 initiated checkouts. While attribution is imperfect due to tracking opt-outs, this clearly demonstrates that social ads not only generated awareness but also directly influenced conversions.

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



YOUTUBE ADVERTISING RESULTS

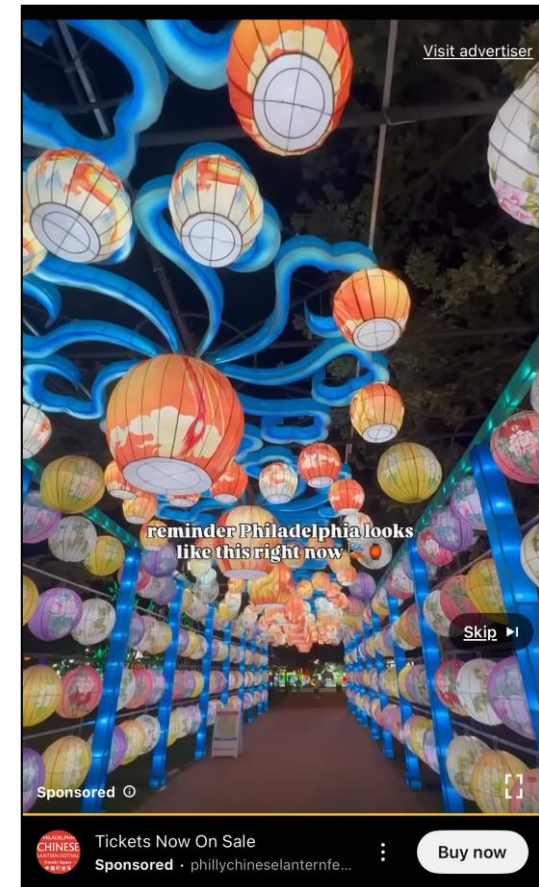
YouTube Ads Overview

- Impressions: 224,519
- Video views: 172,267
- Clicks: 715
- Directions: 26
- Average CPC: \$2.80
- CTR: 0.32%

Video Engagement

- Video Views: 172,267 out of 224,519 impressions
- View rate: 76.70%

A 76% video view rate shows the creative was highly compelling. While clicks were modest, the ads succeeded in delivering brand storytelling and visual immersion — critical for building awareness of a visually driven event like the Lantern Festival.



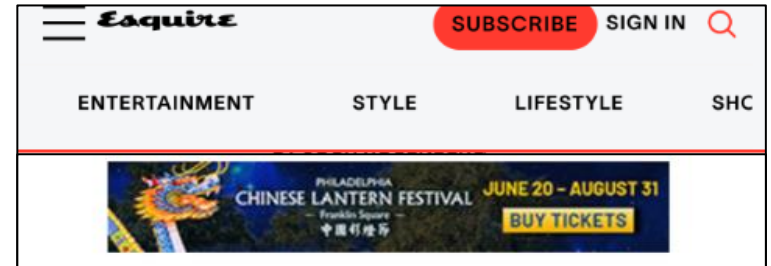
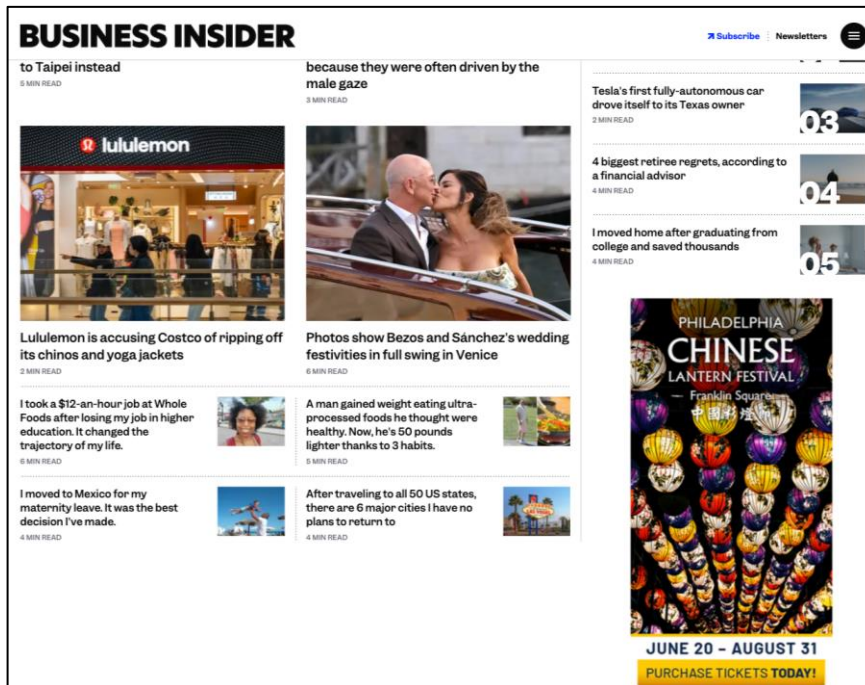
PAID MEDIA: VisitPhilly.com

- Fluid Banners Ads (1,227,608 impressions)
- 1 million paid impressions
 - 227,608 bonus impressions
- 0.28% Click-Thru Rate (27.3% increase from 2024)
- \$2.47 Cost per Click (33% decrease from 2024)
- Visit Philly also ran paid ads outside of our campaign on their social media channels and provided a complimentary E-newsletter as added value.
- Start June 13 – End August 31



PAID MEDIA: Programmatic Banner Ads (NEW)

- Displayed on a variety of websites based on audience targeting
- 1,633,470 impressions (Overdelivered by 7%)
- 0.21% Click-Thru-Rate (728x90 and 300x250 ad sizes performed best)
- Start June 13 – End August 31
- Recommend using multiple sets of creative in 2026 for A/B testing



PAID MEDIA: Independence Visitor Center

- 40 ft. Welcome Wall
- Estimated 300,000 visitors in building during peak season
- The Visitor Center also served as a ticketing partner, distributed rack cards, displayed posters, advertised on their chalk wall, and ran a social media ticket giveaway at no cost.
- Start July 1 – End August 31



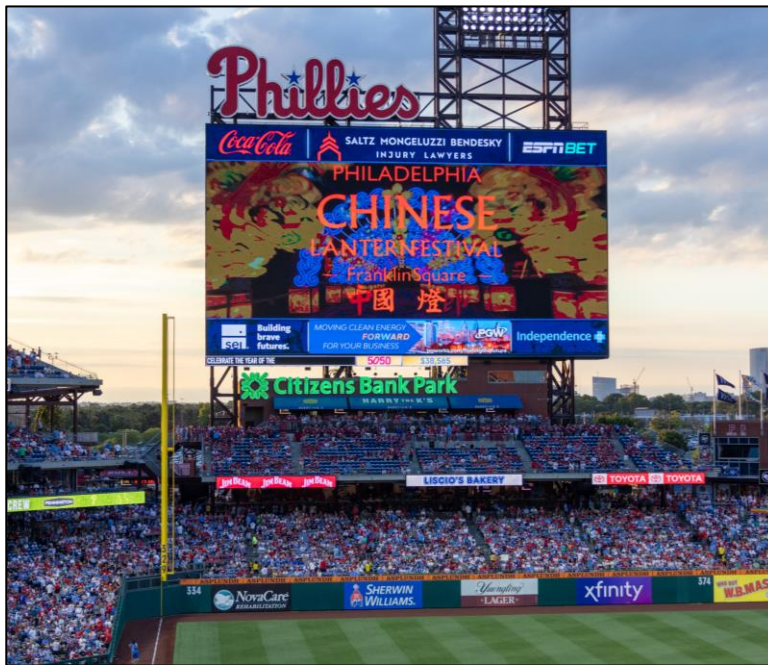
PAID MEDIA: Intersection Outdoor Ads

- 8 Weeks of 11 Digital Bus Shelter Screens and 75 PATCO Car Cards (NEW)
- Bus shelter ad was displayed 583,149 times
- Estimated 1 million PATCO riders during festival
- QR Code on subway ads were scanned 104 times (highest of all placements)
- Start June 16 – End August 31



PAID MEDIA: Phillies Stadium Advertising

- Branded Masthead and Pregame Video (28 games, 3 more than 2024)
- Lucky Row (3 games)
- Attendance per game: 41,000
- Start June 15 - End August 24



PAID MEDIA: B101 Streaming and Digital Ads

- Streaming and Banner Ads (208,593 Impressions, 29.7% increase from 2024)
- Facebook/Instagram Videos (251,710 Impressions, 44.3% increase from 2024)
- 0.88% Click-Thru Rate (66% increase from 2024)
- 387 Post Reactions (40%.2 increase from 2024)
- 30 On Air Mentions and Ticket Giveaways
- Start July 28 - End August 14



PAID MEDIA: 6abc TV and Digital Ads

- 421 15-sec TV Spots, 14.4 Million Impressions (48.5% increase from 2024)
- Increase in impressions can be attributed to working with vendor to select more impactful time slots
- Start June 23 – End August 24



PAID MEDIA: 6abc TV and Digital Ads

- Festival Coverage on *FYI Philly* TV Show
 - Filmed entire special at Franklin Square
 - :15 open and close billboards
 - Program aired twice (247,900 impressions)
- 6abc.com Ticket Sweepstakes (1,473 entries)
- Social Media
 - 12 Facebook Posts (973,517 impressions, 113% increase)
 - 12 Instagram Posts (106,132 impressions, 20.6% increase)
- Additional news coverage (pictured right)



PAID MEDIA: Center City District Banners (NEW)

- Six pole banners displayed along 6th & Market Streets (near Independence Visitor Center)
- Five paid banners, one bonus
- Additional outdoor exposure in highly-trafficked location



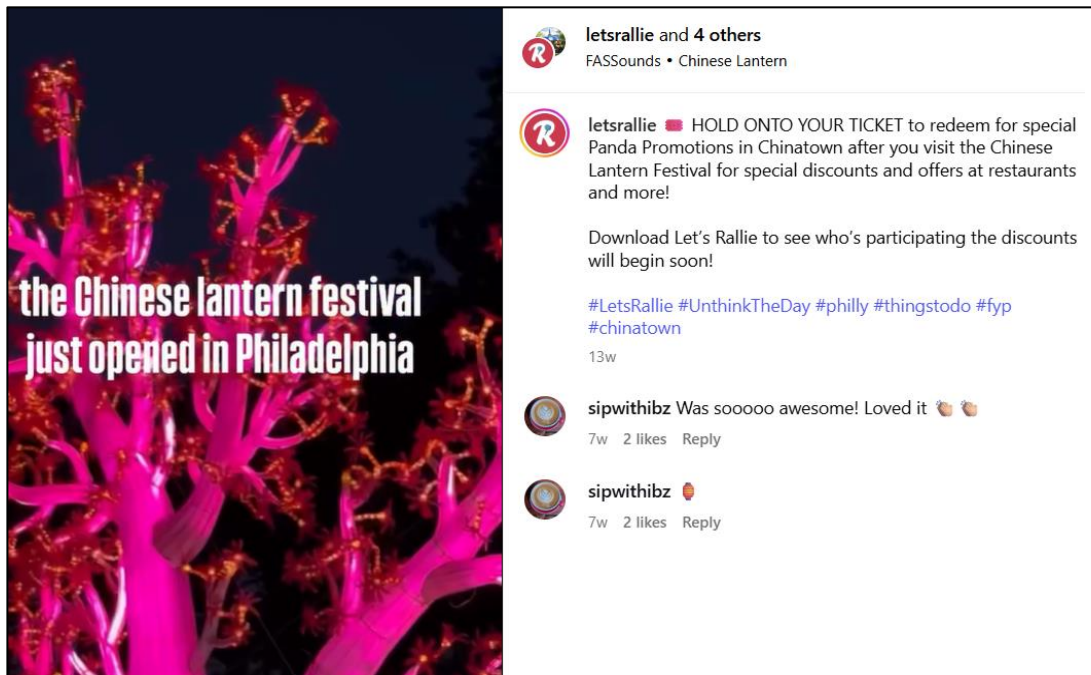
PROMOTION: Giveaway Items

- 500 items provided for guests each Monday for 7 weeks throughout festival
- Increase of 2 giveaway weeks from 2024 to continue incentivizing ticket sales on Mondays



PROMOTION: Panda Promotion

- Panda Promotion posters (English and Mandarin) and rack cards displayed in 15 Chinatown businesses
- Festival promoted on Let's Rallie app (12,000+ local users) throughout festival
- Additional support from PCDC and Let's Rallie on social media



PARTNERSHIP: PCDC

- Vinyl banner displayed in Vine Street Park
- Posters and flyers displayed in Crane Community Center



PARTNERSHIP: PATCO

- Complimentary digital screen display in new Franklin Square PATCO train station



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

JUNE 20 – AUGUST 31
FRANKLIN SQUARE, 6TH & RACE STREETS

All New Larger-Than-Life,
Illuminated Displays

Interactive Lanterns,
Games & Photo Ops

Live Performances &
Dazzling Fountain Shows

Cultural & Festival Food

Philly Mini Golf & Parx Liberty Carousel

PURCHASE TICKETS TODAY!

PhillyChineseLanternFestival.org

 **peco**
AN EXELON COMPANY

 **Temple University**

 **Tianyu**
Arts & Cultural, Inc.

 **Historic Philadelphia**

 **FRANKLIN SQUARE**

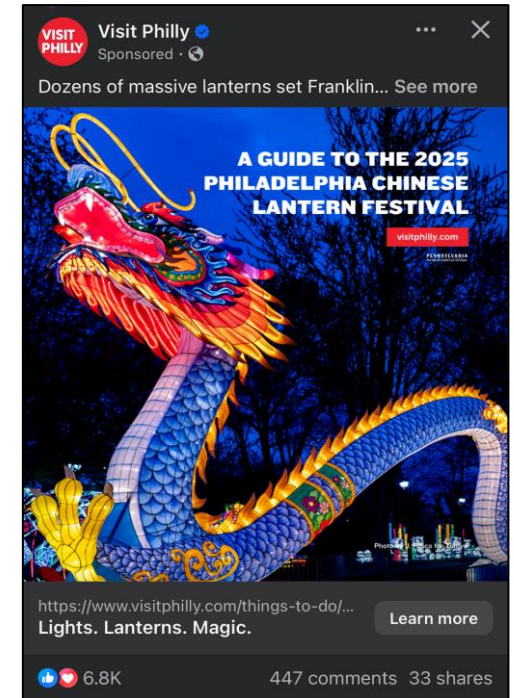
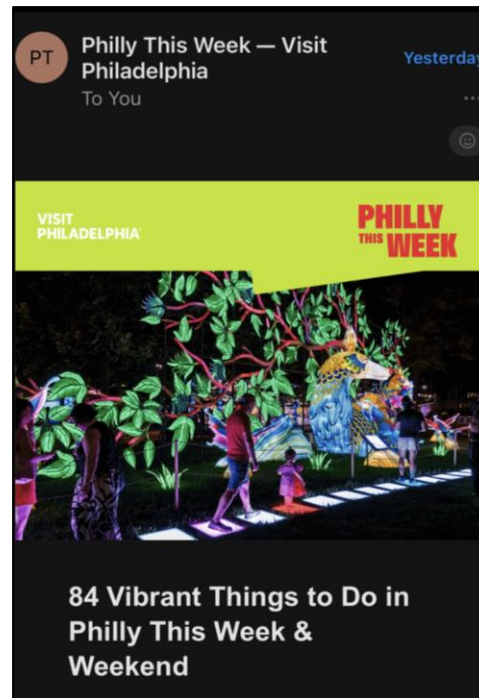
 **patco** 賓城電車公司
PHILADELPHIA CHINA TOWN PATCO CORPORATION

 **PHILADELPHIA
PARKS &
RECREATION**

 **City of
Philadelphia**



PARTNERSHIP: Visit Philadelphia Sponsored Social Media and Email Content



SOCIAL MEDIA

SOCIAL MEDIA RESULTS

Metrics pulled from May 20 – August 31, 2025

- Instagram reach totaled 313.6K, a **43.3% increase** over the same period last year.
- Facebook reach totaled 1.7M, a **144% increase** over the same period last year.
- While views can't directly be compared to last year, the Franklin Square Instagram garnered **1.2M views**, and the Facebook garnered **4.5M views**.
- Social media was a major growth engine for the Festival this year, with Facebook and Instagram reach increasing dramatically over 2024.
- Content not only reached over 2 million unique users, but content views also surged to a combined 5.7 million.
 - This underscores the boost influencers and user-generated content provide to our organic content.

PARTNERSHIP: Partner Organic Content



**Independence Park
Hotel**

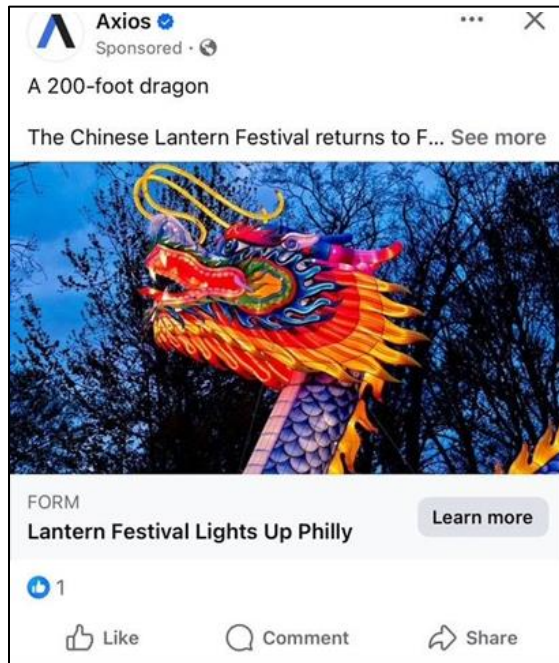
PECO

**Philadelphia
Convention & Visitors
Bureau**

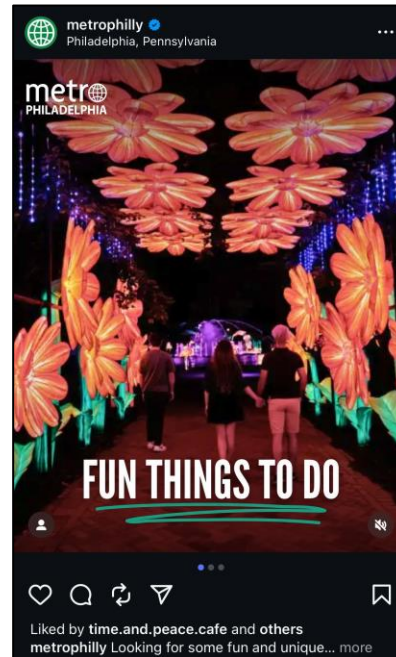
**The Welcome Guide
Philadelphia**



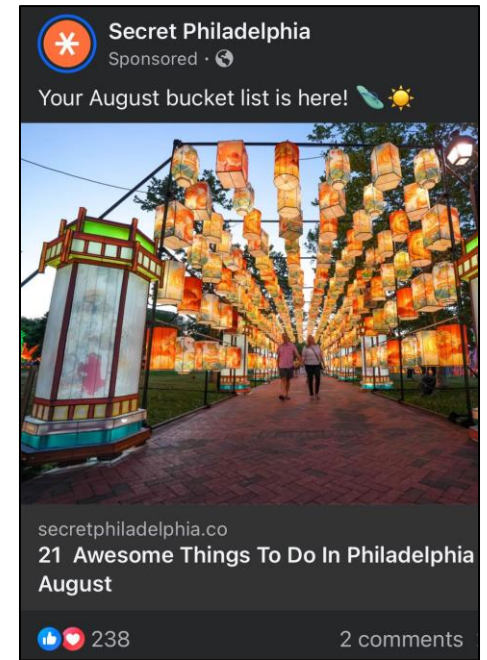
PARTNERSHIP: Partner Organic Content



Axios



Metro Philly



Secret Philadelphia

SOCIAL MEDIA: Partner Collaborations

Partner collaborations amplified the Festival's visibility by tapping into trusted community and institutional voices.



Visit Philly
22,041 Instagram views



PECO
4,142 Instagram Views



Temple University
49,574 Instagram Views

SOCIAL MEDIA: Influencer Marketing

En Route recruited regional social media influencers to attend opening night of the Lantern Festival, and continued to schedule influencer visits throughout the Festival.

The following are a sampling of the influencers:

[@Cass_andthecity](#)

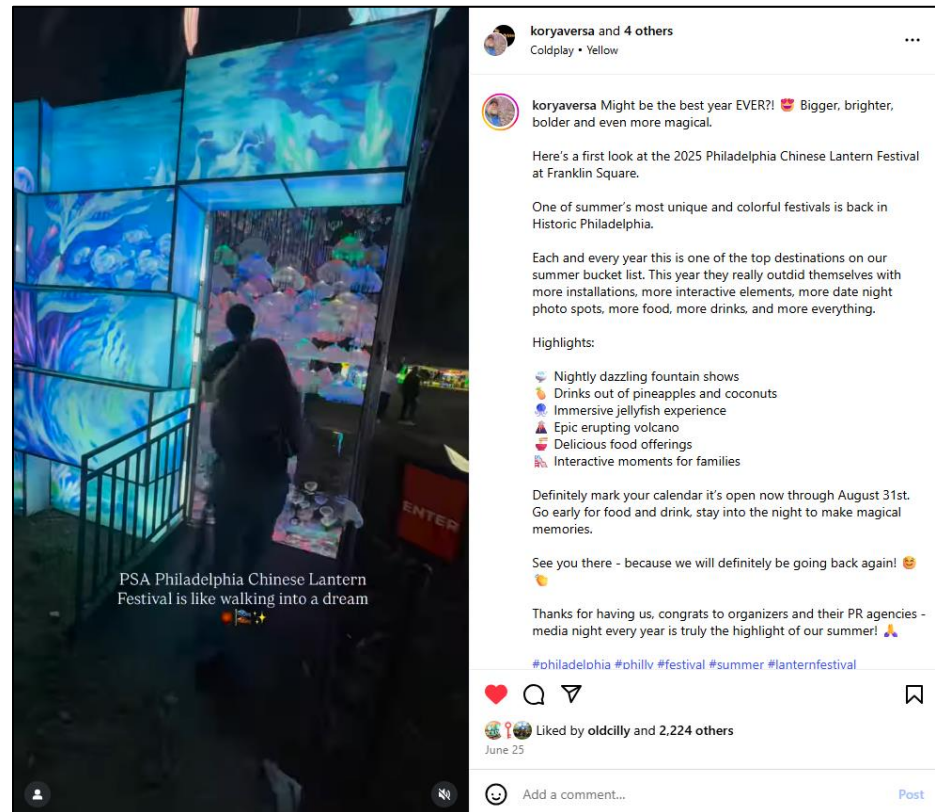
- Followers – 178k
- Engagements – 25.6k
- Views – 1,438,319

[@KoryAversa](#)

- Followers – 102k
- Engagements – 4,122
- Plays – 1,520,248

[@PhilMyTummy](#)

- Followers – 43.1k
- Engagements – 24.2k
- Views – 207,379



E-MAIL MARKETING

E-MAIL MARKETING

Subject Line	BIG NEWS: Philadelphia Chinese Lantern Festival Returns June 20	Calling young artists for the Chinese Lantern Festival Student Design Contest!	Philadelphia Chinese Lantern Festival kicks off tonight!	National Carousel Day, Franklin Square's 19th Birthday, and the Philadelphia Chinese Lantern Festival!	Pro Guide: The Philadelphia Chinese Lantern Festival	PHILADELPHIA CHINESE LANTERN FESTIVAL ENDS AUGUST 31	THANK YOU - The Lantern Festival is over, but the fun isn't!
Date	March 4	April 21	June 20	July 17	July 29	August 14	September 23
Emails Sent	17,473	17,349	17,211	17,215	17,237	28,180	48,057
Opens	11,507	11,487	11,568	11,522	11,459	12,176	27,171
Click Rate	0.9%	0.8%	1.4%	1%	1.2%	0.9%	1.3%
Clicks	144	118	217	161	187	248	603

PRINTED COLLATERAL

PRINTED COLLATERAL

- 5,000 Rack Cards distributed to local businesses and the Independence Visitor Center
- QR code included on card was scanned 102 times (2nd most of all placements)



PRINTED COLLATERAL

- 100 Posters displayed in local businesses, restaurants, and bars throughout Center City



- 50,000 On-Site Brochures

Franklin Square Fountain Show in the Rendell Family Fountain presented by Temple University
 6 pm, 8:30 pm, 7 pm, 8 pm, 8:30 pm, 9:30 pm, 10 pm, 10:30 pm

Stage Performances on the Great Lawn
 7:30 pm, 9 pm, & 10:15 pm (30 minutes, weather permitting)

Cultural Connections in the Pavilion (Friday - Sunday)

8:30 pm	Meet the Face Changer
7:15 pm	Dumpling Workshop with Sang Kee
8:15 pm	Baduanjin Movement
9 pm	Dumpling Workshop with Sang Kee

FOOD & DRINK

Sang Kee
 Chinese cuisine combo platters with fried rice, noodles, pineapple smoothies, and watermelon smoothies

Oishi
 Asian-inspired favorites including shrimp tempura, beef bao, chicken satay, and fried ice cream

SquareBurger
 Famous burgers, chicken fingers, shakes, and ice cream

Humpty's Dumplings
 Fusion dumplings with a contemporary twist such as cheesesteak, buffalo chicken, and southwest burrito

Octopus Cocktail Garden
 Beer, wine, and festival-themed cocktails

Chickie's & Pete's
 A Philadelphia classic, known for its famous Crabfries®

Find Panda Promotion Cards
 at Chinatown restaurants and businesses here



FRANKLIN SQUARE ATTRACTIONS

Philly Mini Golf
 Adults: \$12 | Children (2-10): \$10 | Under 2: FREE

Park Liberty Carousel
 Ages 4+: \$5 | Under 2: FREE

*Children 12 and under must be accompanied by an adult.

 @FranklinSquarePhiladelphia
  @FranklinSquarePhilly

**PHILADELPHIA
 CHINESE
 LANTERN FESTIVAL**

— Franklin Square —
中國彩燈節

JUNE 20 - AUGUST 31

PhillyChineseLanternFestival.org

SPONSORS & PARTNERS













LANTERNS

TICKET SALES

FOOD & BEV.

FAMILY FRIENDLY

RESTROOMS

EMERGENCY EXIT

Handicapped seating located in the front of stage seating.
Alcoholic beverages are not permitted to leave park property.
Last call for adult beverages is 10 PM
Please remember there is no re-entry.

MAP KEY

- Chinese Dragon Gate 中国龙大门
- Purple Labyrinth 紫色迷宫
- Dragonfly Pavilion 蜻蜓亭
- Wendy's Pavilion 温蒂亭
- Ancient Bridge Tree 古桥树
- Bamboo Forest 竹林
- Coral Reef 珊瑚礁
- Great Coral Reef 大珊瑚礁
- Jellyfish Infantry Room 水母兵营
- Work Photo Spot 工作照拍摄点
- Aquarium Alley 水族馆小巷
- Blue-tipped Octopus Tunnel 蓝尖章鱼隧道
- Whispering Violets 紫丁香
- Great White Shark 大白鲨
- Rail Engine 火车头
- Lotus Pond 莲花池
- Magnolia Tunnel 木兰隧道
- Crocoballs 鳄鱼球
- Kaleidoscope 万花筒
- Animal Chase 动物追逐战
- Pop Stage 流行舞台
- Leaping Frog Game 跳跳蛙游戏
- Dance Tree 舞蹈树
- Chinese Zodiacs 十二生肖
- Balloon Race 气球赛
- The Garden 花园
- Trained Snake Show 驯蛇表演
- Morning Glory 牵牛花
- Jaguar 捷豹
- Brown Bears 棕熊
- Fox and Rabbit Chase 狐狸和兔子追逐战
- Magic Flame Wall 魔法火焰墙
- Crazy Creatures 疯狂生物
- Beats Game 节奏游戏
- Pac-Man 吃豆人
- Rebel Heart 反叛之心
- Rebel Heart Gate 反叛之心门
- Endless Lanes 无尽台球
- Giggle 咯咯笑
- Giggling The Azure Dragon 咯咯笑的青龙的
- Hypnotized Deer 催眠鹿

PHILLY CHINESE LANTERN FESTIVAL

@FranklinSquarePhilly | #PhillyLanternFest