

TOM MULDOON
PRESIDENT, PHILADELPHIA CONVENTIONS & VISITORS BUREAU

As president of the Philadelphia Convention & Visitors Bureau (PCVB), Tom Muldoon leads an organization of more than 1,100 members in three states. He has helped to make Philadelphia a major convention and tourism destination, assisted with the launch of the region's first-ever international consumer marketing campaign and has secured major national events for the region.

In 1985, Tom became president of the PCVB, bringing with him 22 years of experience in the hotel industry. Tom was at the forefront of the initiative to build the \$522 million Pennsylvania Convention Center, which opened in 1993. In close partnership with the Pennsylvania Convention Center Authority (PCCA), Tom was a leader in the effort to position the hospitality industry as Philadelphia's growth industry for the 1990s. He continues to play a vital role in the success of the convention center always representing the point of view of Philadelphia's customers.

Under Tom's leadership, the city's strategy of building 2,000 new hotel rooms by the year 2000 became a reality. This building boom was greatly supported by the initiatives and marketing assistance of the PCVB. Tom's close ties with major hotel companies, including his lifetime relationships with names such as Loews, helped to bring the country's largest hotel development in recent years—outside of Orlando and Las Vegas—to Philadelphia.

In 2002, Tom worked with the Delaware River Port Authority (DRPA) to secure funding for the region's first international tourism marketing campaign. The International Trade Association's Office of Travel & Tourism Industries' figures for 2003 reported that Philadelphia jumped from 21st place to 12th place among U.S. cities in the number of overseas visitors—and the top 10 U.S. destinations from Western Europe for the first time in the city's history.

During his tenure, Tom has served as the co-chair of the Host Committee for the American Society of Association Executives Annual Meeting and Exposition in 2001, a convention expected to generate more than \$1 billion in future conventions for the city, and as Host Committee Chair for the convention of Meeting Professionals International in 1999 in Philadelphia. He also chaired the Host Committee for the 2006 Professional Convention Management Association.

Tom also led the PCVB in supporting the Philadelphia 2000 Host Committee's effort to attract the 2000 Republican National Convention. That convention generated priceless exposure for Philadelphia and moved the city to first-tier convention and tourism status.

In 1990, the PCVB, under Tom's leadership, launched the Greater Philadelphia Health Care Congress. Today, the city enjoys more than one third of its group business from health care industries, which can be attributed in good measure to the work of the Health Care Congress. Currently, Tom and the PCVB are working with the region's bio industry to attract this important business segment to the region.

Another of the PCVB's initiatives, the Multicultural Affairs Congress, is the most successful—and unique—multicultural initiative in the country. What began as a successful outreach to the African-American community has expanded to the Latino, Asian and Native American markets. Other cities have attempted this model due to the success of Philadelphia attracting this lucrative market segment.

A native of Brooklyn, NY, Tom began his career with Loews Hotels in 1962 and rapidly moved up the management ladder. By age 28, he was manager of Loews City Squire Hotel, making him the youngest general manager in New York City.

After managing Loews Summit and Americana Hotels and the Barclay Hotel and Intercontinental New York, Tom left New York in 1979. That year, he was hired by Canadian Pacific to open the Franklin Plaza Hotel in Philadelphia. After that success, he was brought on to open Philadelphia's Adam's Mark Hotel in 1982.

Tom is a graduate of Manhattan College. He resides in Center City, Philadelphia with his wife, Karen.