

**Pennsylvania  
Annual Travel Profile  
2015 Travel Year**

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# Introduction



## 2015 OVERVIEW

- Travel and tourism is an important industry for Pennsylvania, providing tens of thousands of jobs for the state's residents and generating hundreds of millions of dollars in tax revenues for the state and local communities.
- In 2015, Pennsylvania hosted an estimated 193.3 million travelers (as measured in person-trips) from throughout the U.S. – a 1.5% increase from 2014.
- The 2.9 million increase in PA's total visitor volume was largely derived from the day-trip segment, which was responsible for almost 80% of the increase in the state's person-trips between 2014 and 2015.
- Nationally, total overnight visitor volume grew 2.4%, reaching a new record high of nearly 1.6 billion travelers.

# Research Method



The research for this report was conducted by Longwoods International.

The results consist of:

- *Estimates of the volume of overnight travel for the U.S.*
- *Estimates of the volume of overnight and day-trip travel to Pennsylvania and its tourism regions.*
- *Characteristics and profile of overnight and day trips to the state and the individual tourism regions.*

The results are based on results from the Travel USA<sup>®</sup> annual survey of U.S. travelers. Each quarter, a random cross-section of panel members is sent an e-mail invitation to participate in the survey with a reminder e-mail sent several days later to non-responders.

For the 2015 travel year, this produced 337,160 trips for analysis nationally – 237,550 for the overnight segment and 99,610 for day trips.

# Research Method (Cont'd)



- The **Travel USA**<sup>®</sup> program identified 8,822 survey respondents who visited Pennsylvania on an overnight trip in 2015 and 6,456 on a day trip.
- A follow-up survey was sent to a representative sample of these visitors to augment the information from **Travel USA**<sup>®</sup>, providing more in-depth information on visitor spending and visitor activity, as well as strategic data on trip characteristics, planning and booking, and impressions of Pennsylvania's tourism product.
- There were 2,280 total responses for the overnight segment and 1,260 for the day-trip segment from this return sample.
- Estimates of Pennsylvania's 2015 overnight and day-trip visitor volume were based on a number of sources, including Travel USA<sup>®</sup>, the customized return-to-sample research, and consultations with Tourism Economics.

# **Executive Summary**

# Executive Summary



***Pennsylvania's proximity to major population centers and its unique mix of major historic, cultural, outdoor, and recreation/entertainment events, attractions, and amenities continues to attract a wide range of travelers from throughout the U.S.***

- Pennsylvania hosted an estimated 193.3 million travelers in 2015, a 1.6% increase from 2014 and well above the 0.3% rate of increase in the previous two years.
- Roughly a third of travelers (66.0 million) stayed overnight during their PA trip with a 0.8% rate of increase that was just below the (0.9%) growth rate in 2014. This was well below the 2.4% growth rate in U.S. overnight travel.
- Pennsylvania's growth rate for overnight travel has underperformed the U.S. average for the past several years, growing at half the rate (10%) of the U.S. average (20%) between 2009 and 2015.
- An estimated 127.3 million day-trips were taken to and/or within Pennsylvania in 2015 – a 1.8% increase from 2014.



# Executive Summary – Overnight Totals



***People visit Pennsylvania for a variety of reasons, but for those who stayed overnight, visiting friends and relatives (VFR) remained the most popular reason in 2015.***

- VFR travel accounted for slightly less than half (47%) of the state's overnight total – or an estimated 31 million travelers. While down from 2014, it remained well above the 43% U.S. average.
- Marketable trips (i.e., non-VFR leisure trips that may be influenced by marketing) was the second main reason for travel to and/or within PA in 2015, accounting for 40% of overnight travel, or an estimated 26.4 million travelers and compared to the 43% average for the U.S. in total.
- Business and business-leisure travelers accounted for the remaining 8 million Pennsylvania overnight travelers in 2015, or 13% of the state total and essentially equal to the U.S. average.

# Executive Summary – Day Trip Totals



***As in prior years, Pennsylvania's Day-Trip Travelers were far more likely to be traveling for purely leisure purposes than the state's overnight segment.***

- An estimated 127.3 million day-trips were taken to and/or within Pennsylvania in 2015.
- Marketable trips (i.e., leisure trips that may be influenced by marketing) was the main reason for day-trip travel to and/or within PA accounting for 55%, or an estimated 70 million day-trip travelers in 2015 , which was well above the percentage (40%) for the state's overnight travel segment.
- VFR travel accounted for 36% of the state's day-trip total, or an estimated 46 million travelers, vs. 47% for the overnight segment in 2015.
- Business and business-leisure travelers accounted for the remaining 11.5 million, or 9% of the state's 127.3 million day-trip total.

# Executive Summary – Who Visits PA?



***PA travelers in the marketable overnight segment in 2015 were typically middle-aged, educated, married, and roughly half had children under age 18 living at home.***

- Pennsylvania's marketable overnight travelers had a median age of 44.9 years – the same as that of the state's marketable day-trip travelers, but slightly above the U.S. median (44.2).
- Almost two-thirds of PA's overnight and day-trip travelers were married or with a partner – essentially equal to the U.S. average.
- The vast majority of the state's marketable overnight and day-trip travelers held at least a college degree or had attended college.
- The median household income of the state's 2015 marketable overnight travelers was \$60,810 – down from 2013 and 2014 and below the \$63,200 U.S. median. Twenty percent of PA travelers reported household incomes of at least \$100,000.

# Executive Summary – Travelers with Children



***Approximately half of Pennsylvania’s marketable overnight travelers had children under 18 years of age living at home, but the actual percentage varied greatly depending on the age of the traveler.***

- Not surprisingly, travelers under the age of 55 were likely to have children under 18 years of age living at home, but especially travelers in the 35-44 age range.
- Even travelers in the older age ranges had children living with them albeit at much lower rates than younger travelers.

<u>Traveler’s Age</u>	<u>Percent With Children Under 18 Years of Age</u>
18-24	55%
25-34	62%
35-44	79%
45-54	64%
55-64	15%
65+	6%

# Executive Summary – Why Vacation in Pennsylvania?



***Pennsylvania's tourism industry has cultivated a very positive image and experience among travelers with a majority of marketable overnight travelers choosing to spend their leisure time in PA because they had traveled here before and wanted to see more.***

- The primary reason marketable overnight visitors visited Pennsylvania in 2015 was because they had visited before and wanted to see more (47%).
- Proximity was also a factor in deciding where to travel with an additional 19% primarily choosing Pennsylvania because they lived nearby.
- Recommendations from friends/relatives were responsible for an additional 19% of the state's marketable overnight visitors in 2015.
- While still small, recommendations from social media sites are becoming an increasingly important factor in people's decisions of where to travel, influencing 4.5% of PA's marketable overnight travelers in 2015 – up from 1.7% in 2013.

# Executive Summary – Where Do PA Travelers Come From?



***Pennsylvania is largely a “drive-to” destination and, as in prior years, the majority of travelers were PA residents or from neighboring states.***

- The proportion of Pennsylvania residents who traveled in-state for marketable overnight travel purposes (28%) in 2015 was down 5 percentage points from 2014, with Marketable Day-Trippers down 3 percentage points to 44%.
- As in 2014, New York, New Jersey, Ohio, and Maryland together accounted for nearly 40% of the state’s Marketable Overnight travelers in 2015.
- Pennsylvania and these four states accounted for 85% of the state’s Marketable Day-Trip travelers in 2015, down from almost 90% in 2014.
- Pennsylvania’s overnight business travelers came from a wider geographic area than the state’s leisure travelers, with Pennsylvania residents accounting for 24% of the segment’s total and Maryland, New York, New Jersey, and Ohio together accounting for another 24% in 2015.

# Executive Summary – Where Do Travelers Like to Go In Pennsylvania?



***The major urban centers of Philadelphia and Pittsburgh were the leading destinations for both overnight and day-trip travelers in 2015.***

- As in prior years, Philadelphia and The Countryside remained PA's top destination region for total (i.e., business, leisure and VFR) overnight and day-trip travel among the state's 11 tourism regions, followed by Pittsburgh and Its Countryside, Dutch Country Roads, and the Pocono Mountains regions, together accounting for nearly 60% of Pennsylvania's total overnight person-trips in 2015.
- The Philadelphia and The Countryside and Dutch Country Roads regions remained Pennsylvania's leading destinations for marketable overnight leisure trips, followed by the Pocono Mountains and Pittsburgh and Its Countryside.
- With their large population bases and as economically diverse business hubs, the Philadelphia and The Countryside and Pittsburgh and Its Countryside regions once again hosted the largest number of VFR (visiting friends and relatives) and business travelers in 2015.

# Executive Summary – What Do Travelers Like to Do on Their PA Trip?



***Pennsylvania's vacation travelers enjoyed a wide range of activities in 2015, with shopping, historic sites, scenic drives, and cultural activities and attractions remaining among the most popular.***

- A third of Pennsylvania's marketable overnight travelers in 2015 went shopping (including outlet and "unique" shopping), while almost 25% visited a historic site or landmark, over 20% enjoyed a cultural activity or attraction, and 16% took a scenic drive.
- As in previous years, there were clear differences in the types of activities depending on the presence or absence of children on the trip. Marketable overnight and day-trip travelers without children along were far more likely to enjoy fine dining experiences, visit a casino, or go to a bar or club than those traveling with children, who were far more likely to visit an amusement park or zoo, or swim, fish, and/or camp.



# Executive Summary – When and How Travelers Plan Their PA Trip



***As in prior years, the trip planning cycle continues to be short and the internet remains the top planning tool.***

- Forty-two percent of Pennsylvania’s overnight leisure travelers planned their PA trip within a month or less of traveling and an additional 19% one to two months before hitting the road.
- Almost 45% of overnight leisure travelers used the internet to plan their 2015 PA trip, while 14% received advice from friends/relatives and an equal percentage relied on their own personal experience.
- Planning where to stay was by far the main reason PA’s overnight leisure travelers used the internet in 2015 with 46% using the internet to research lodging options. About a third of travelers used the internet to find out about local activities/attractions, 30% for maps/directions, and 27% for info on restaurants.
- In terms of technology, PA’s marketable overnight travelers were far more likely to use a desktop (45%) or laptop (48%) to plan their 2015 PA trip, but turned to their smartphone (67%) and, to a lesser extent, tablet (28%) while on their trip.

# Executive Summary – Travelers and Social Media Use



***Travelers are highly engaged in social media but with clear differences based on age, i.e., younger travelers tend to post pictures and their travel experiences while older travelers seek travel advice and read reviews.***

- More than three-quarters of PA's marketable overnight leisure travelers used social media in some capacity in 2015 – 5 percentage points below the U.S. average.
- As in prior years, travelers in the younger age groups were far more likely to “tweet” and use other social media before, during, and after their trips than older travelers, i.e., 87% of travelers below 45 years of age vs. 62% of those aged 65 or older. Nevertheless, social media use by travelers age 65+ continues to grow, and essentially doubled since 2012.
- Travelers in all age groups used their smartphone while on the road to decide where to stay, eat, and/or go, but usage was highest by far for those in the 35-44 age group, i.e., those most likely to be traveling with children.
- PA's overnight leisure travelers below age 45 used social media to post their travel photos/videos, view those of others, and find deals, while older travelers were more likely to use social media to read and post online travel reviews.

# Executive Summary – Main Trip Features



***Short getaways with family or close friends and stays at hotels/motels were among the most common features of trips taken by Pennsylvania’s marketable overnight travelers in 2015.***

- Pennsylvania continued to be a “drive-to” destination in 2014 with the vast majority of the state’s out-of-state visitors arriving by car, van, truck, or RV.
- While shorter stays continued to be the norm for PA’s marketable overnight travelers in 2015 with 54% spending just one or two nights on their PA trip, there was a 5 percentage point increase in the share of travelers (33%) spending 3-6 nights.
- Over two-thirds of the state’s travelers chose to stay in hotels or motels, with an additional 16% staying at their second home or in housing owned by friends or relatives.
- Almost two-thirds of PA’s marketable overnight leisure visitors traveled with a spouse/partner in 2015 and 30% traveled with children – compared to 35% in 2013.

# Executive Summary – What Travelers Look For in a Destination



***Travelers have certain priorities and expectations when deciding where to go on vacation or for a weekend getaway. There was a shift from 2014 in the priority rankings of U.S. overnight leisure travelers with “adult atmosphere” replacing “worry-free” as travelers’ top priority in 2015.***

- In addition to adult atmosphere, the top travel priorities of U.S. overnight leisure travelers in 2015 were: exciting, worry-free, climate, family friendly, sightseeing, and affordable.
- As in prior years, Pennsylvania scored well on each of the top priorities, with two-thirds to nearly three-quarters of the state’s overnight leisure travelers agreeing that their 2015 Pennsylvania trip experience largely met each of these top priorities.
- In addition to the list of travel priorities, there are certain images associated with a destination. Pennsylvania was perceived by overnight leisure travelers in 2015 as a safe, affordable, and easy place to travel to, a good place for an adult vacation/getaway, but also family friendly, and very scenic and historic, with PA residents largely rating the state more favorably than non-resident travelers who visited the state.

# Executive Summary – Main Benefits from PA Leisure Trip



***Research continues to show that taking a leisure trip purely for fun offers a number of benefits to individuals' overall health and well-being.***

- As in prior years, PA's marketable overnight and day-trip leisure travelers believed relaxation/stress relief to be the primary benefit of travel in 2015. This was cited by nearly over 60% of overnight travelers and 56% of day-trippers, with “a break from day-to-day responsibilities” ranking second.
- Creating lasting memories and improving and enriching personal relationships with family and/or friends were also key benefits, as well as having no fixed schedule.
- Visiting places never seen before, arriving home with great stories, and being either physically or intellectually challenged were of somewhat lesser importance for the state's marketable overnight and day-trip travelers in 2015.

# Detailed Findings

# **Size & Structure of US Overnight Travel Market**

# Size and Structure of the U.S. Domestic Overnight Travel Market



***U.S. overnight visitor volume continued its steady rate of increase in 2015, reaching a record high 1.57 billion travelers.***

- Overnight travel by U.S. residents rose 2.4% to 1.57 billion in 2015, or about a percentage point below the 3.5% increase seen in 2014.
- Of the nearly 1.6 billion overnight trips taken by U.S. travelers in 2015, 87% were for leisure purposes – either to visit friends and/or relatives (VFR) or for purely vacation/getaway weekend trips (i.e., “marketable”) that may be influenced by marketing – and the same percentage as in 2013 and 2014.
- As in prior years, an additional 10% of trips by U.S. travelers were for strictly business purposes; and approximately 3% were business-leisure trips.
- The top six marketable overnight trip types were touring trips, special event travel, outdoor trips, city trips, resort trips, and casino trips.

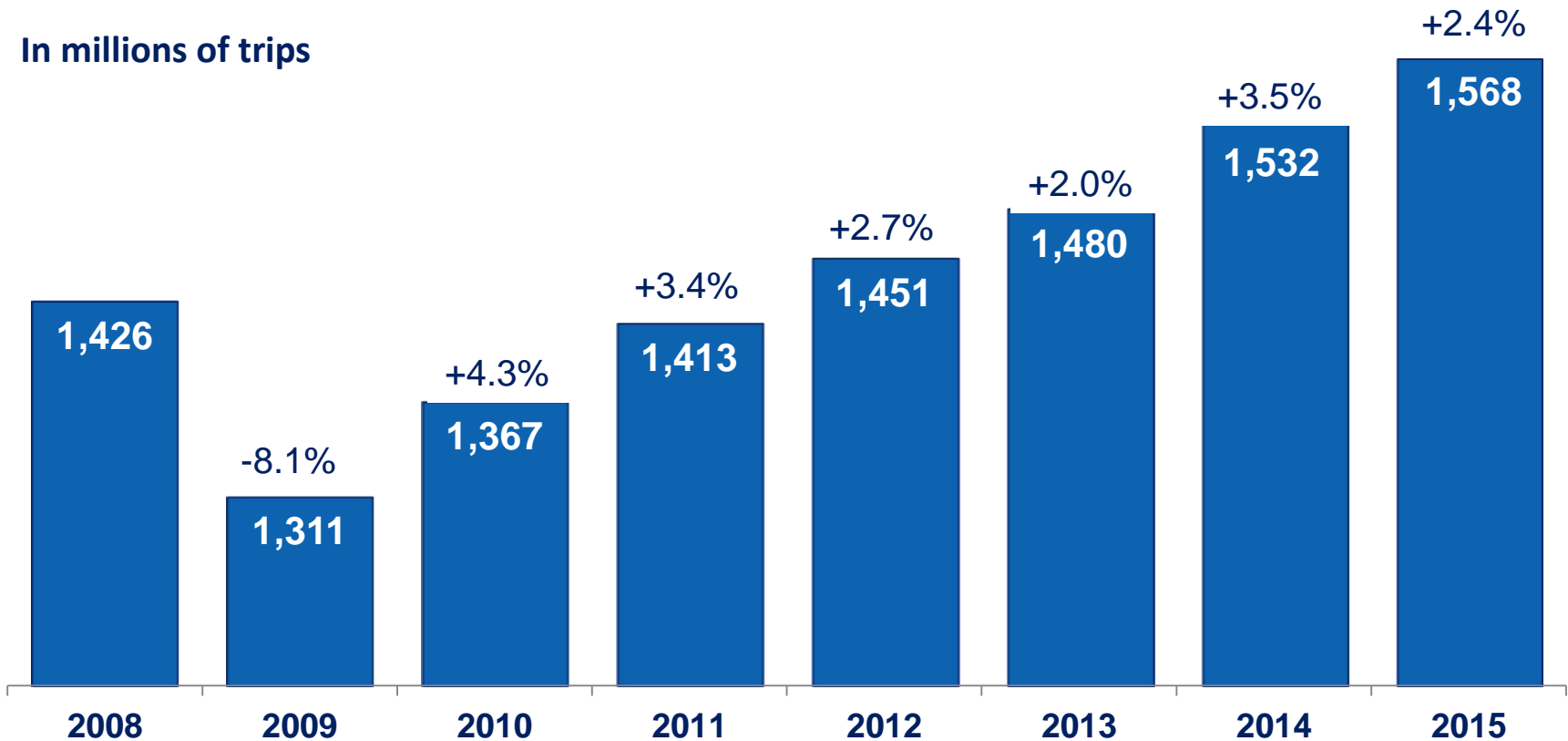


# U.S. Overnight Visitor Volume 2008 to 2015



Base: Total Overnight Trips

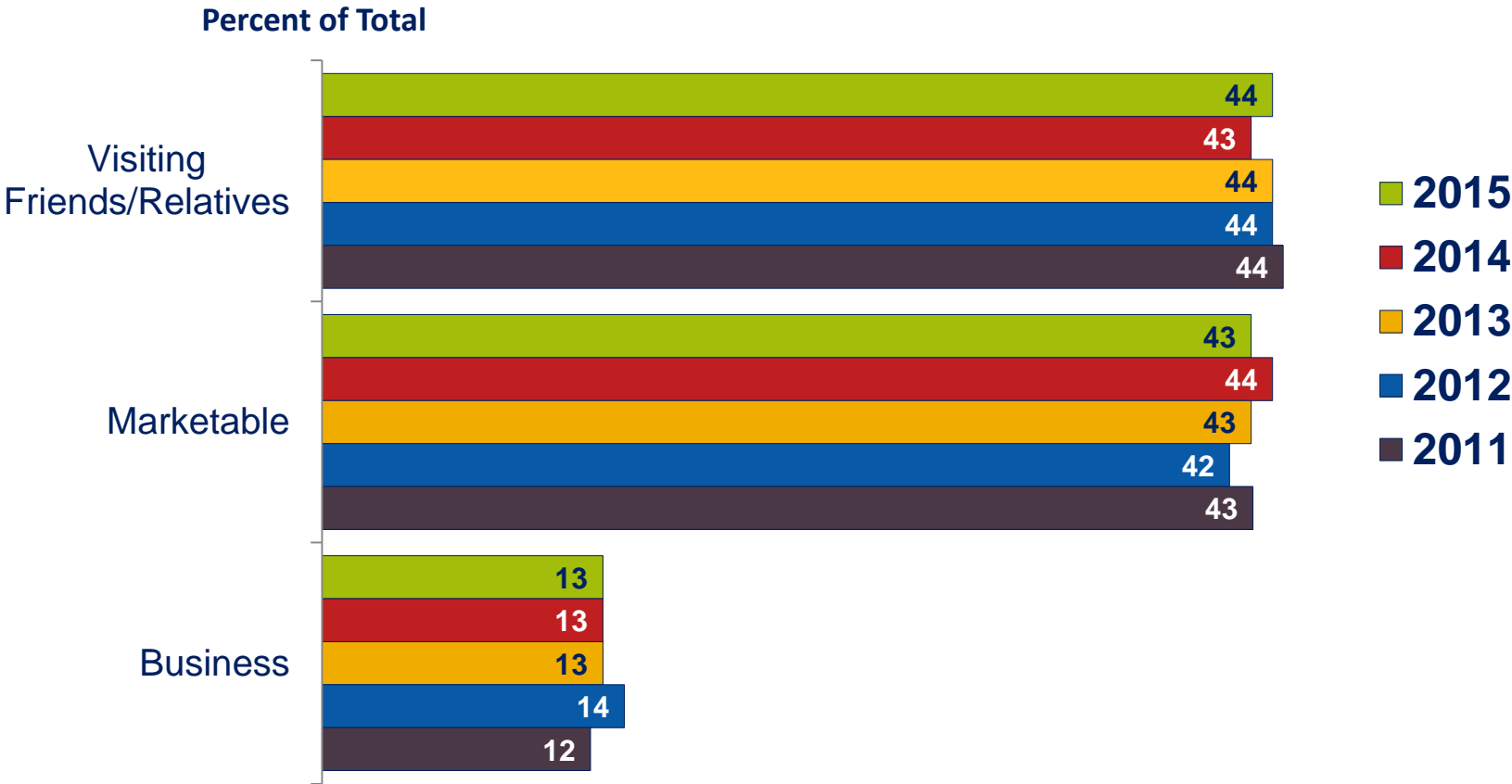
In millions of trips



# Structure of U.S. Overnight Travel 2011 - 2015



Base: Overnight Trips

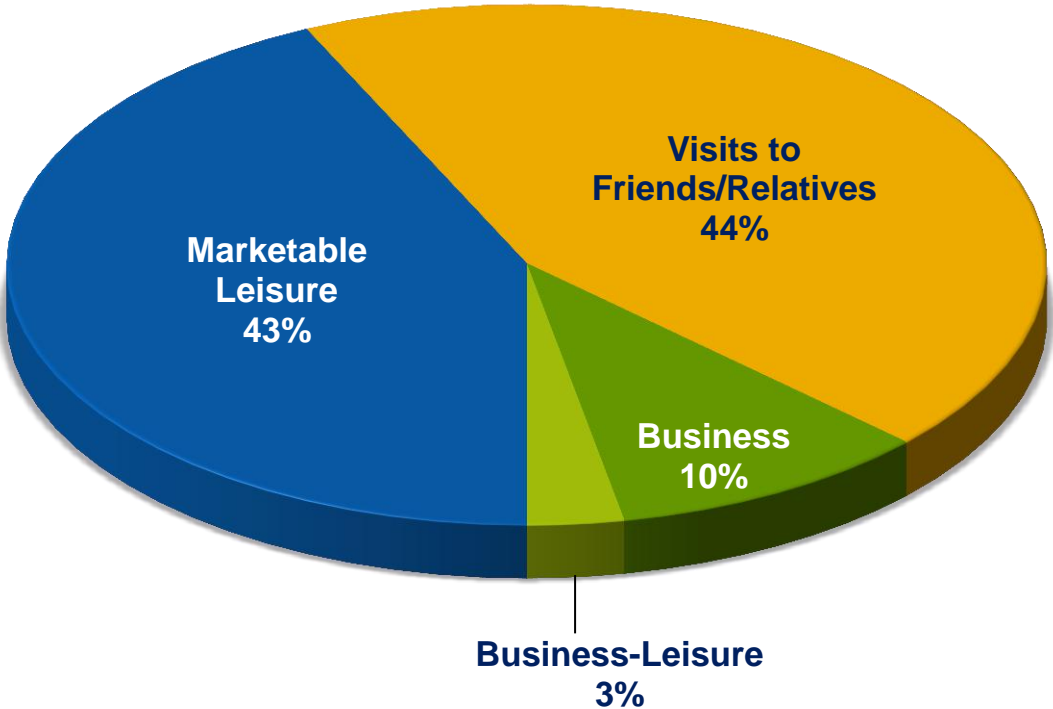


Business-Leisure trips are included in Marketable trips in this slide

# U.S. Overnight Market Segments



Base: Adult Overnight Trips

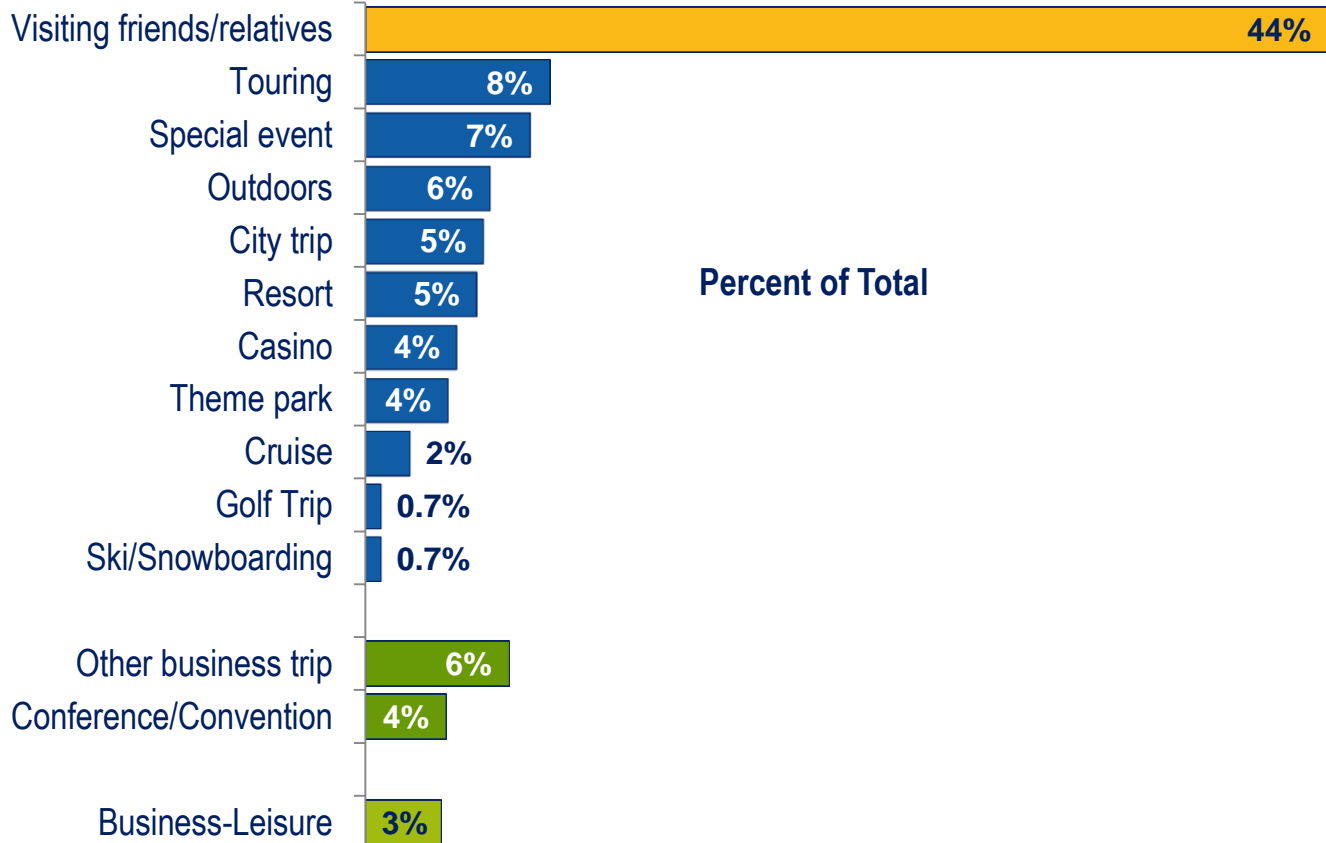


# Main Purpose of U.S. Overnight Trips in 2015



Base: Adult Overnight Trips

**Marketable  
Trips  
43%**



# **Size & Structure of Pennsylvania Travel Market**

# Pennsylvania Visitor Volume



- Pennsylvania hosted an estimated 193.3million travelers in total (*as measured in person-trips*) from throughout the U.S. in 2015.

*Of these, an estimated 66.0 million (or 34%) were overnight trips – the same percentage as in 2014.*

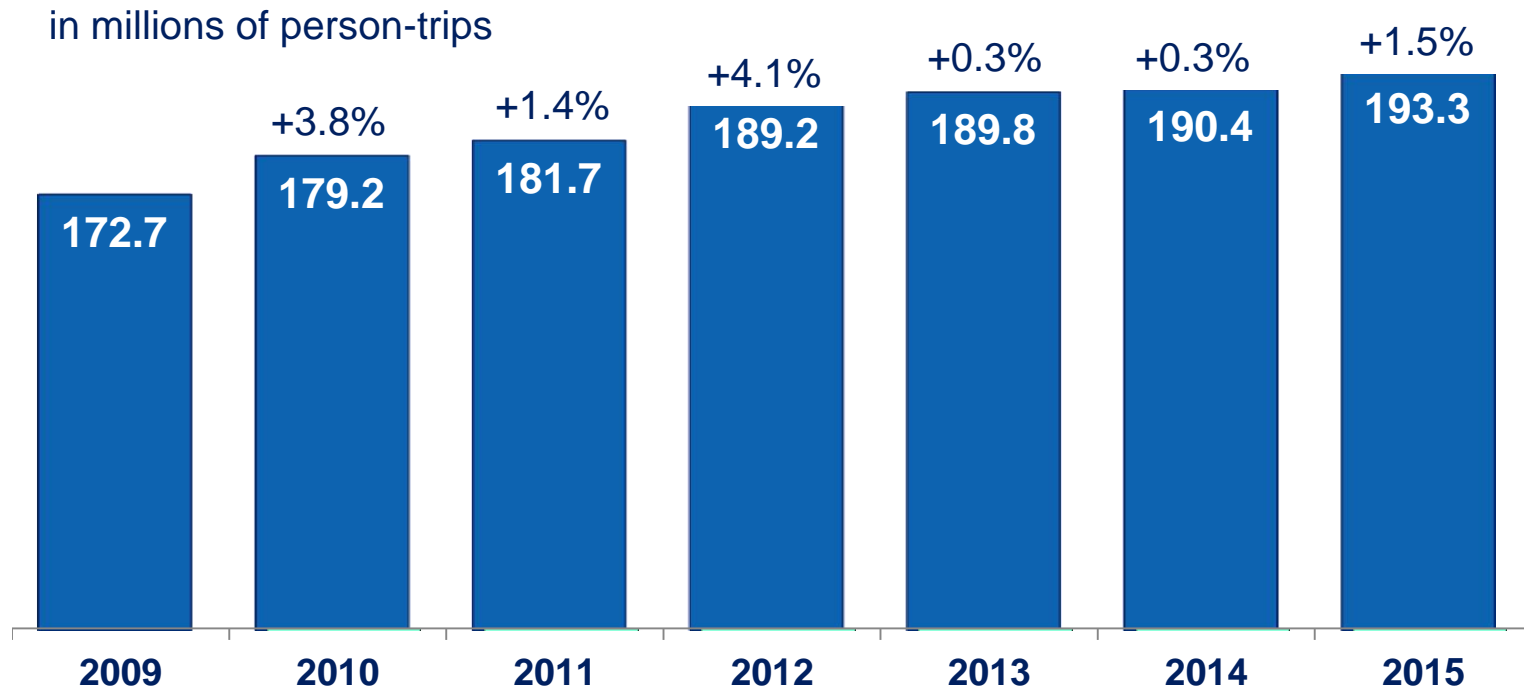
- Marketable trip types are trips that can be influenced by marketing, i.e., leisure trips excluding visits to friends/relatives (VFR). Of the estimated 66.0 million overnight trips in Pennsylvania, 41% could be considered marketable trips – a 2 percentage point increase from 2014 and just two percentage points below the U.S. average.
- Special events, touring, and outdoors remained the top three marketable trip types for Pennsylvania overnight travelers in 2015.
- Visiting friends/relatives (VFR) accounted for 47% of PA's overnight travel in 2015, down from 2014 but remaining above the 44% U.S. average.

# Pennsylvania Total Visitor Volume 2009 to 2015



Base: Total Overnight + Day-Trips

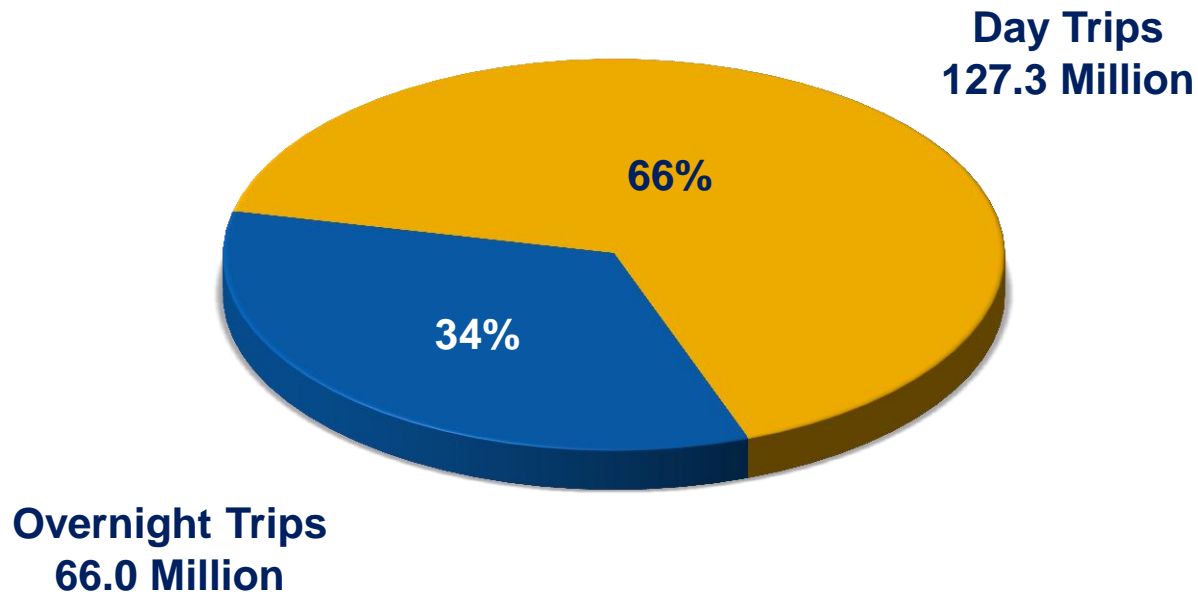
***Pennsylvania hosted a record number of travelers in 2015 but, despite an acceleration, the rate of growth remained below the U.S. average.***



# Total Trips to Pennsylvania in 2015



**Total Person-Trips = 193.3 Million**





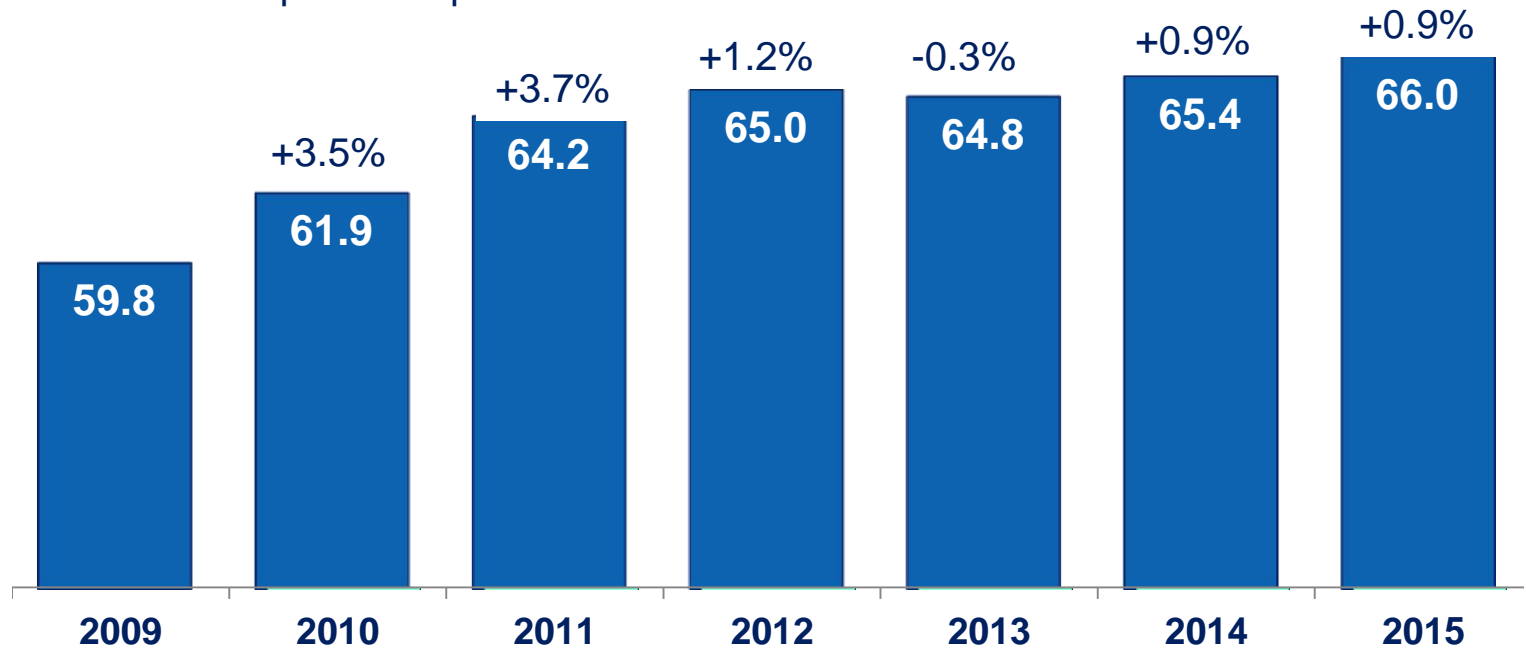
# Pennsylvania Overnight Visitor Volume 2009 to 2015



Base: Total Overnight + Day-Trips

***Pennsylvania hosted a record number of overnight travelers in 2015, but the rate of growth was about a third that of the U.S. average.***

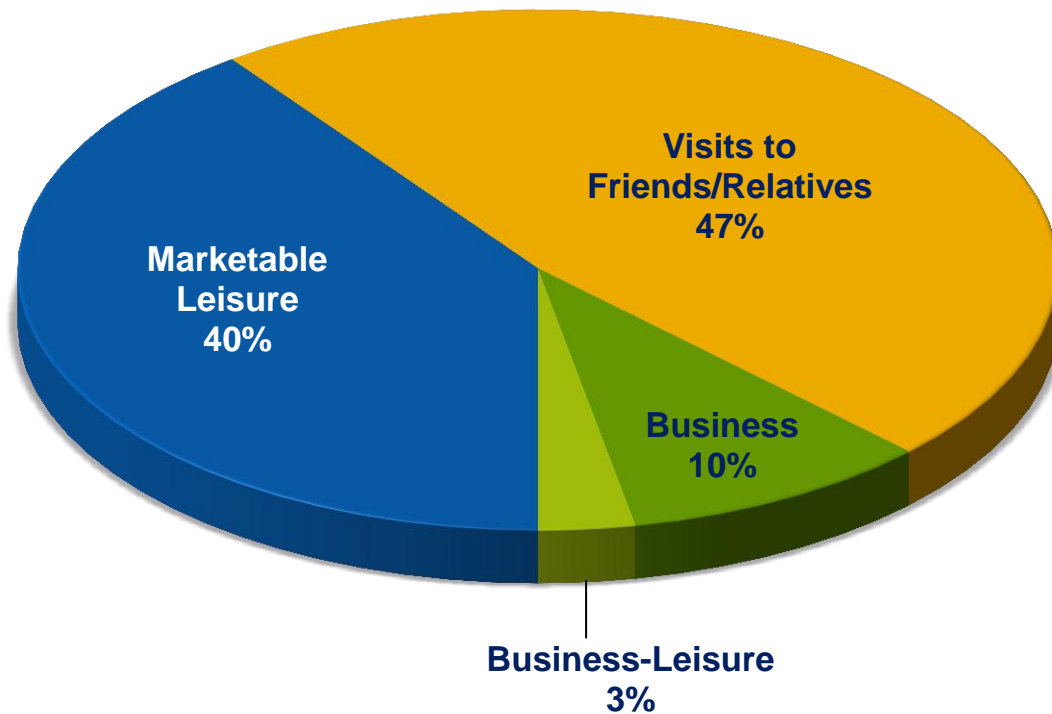
in millions of person-trips



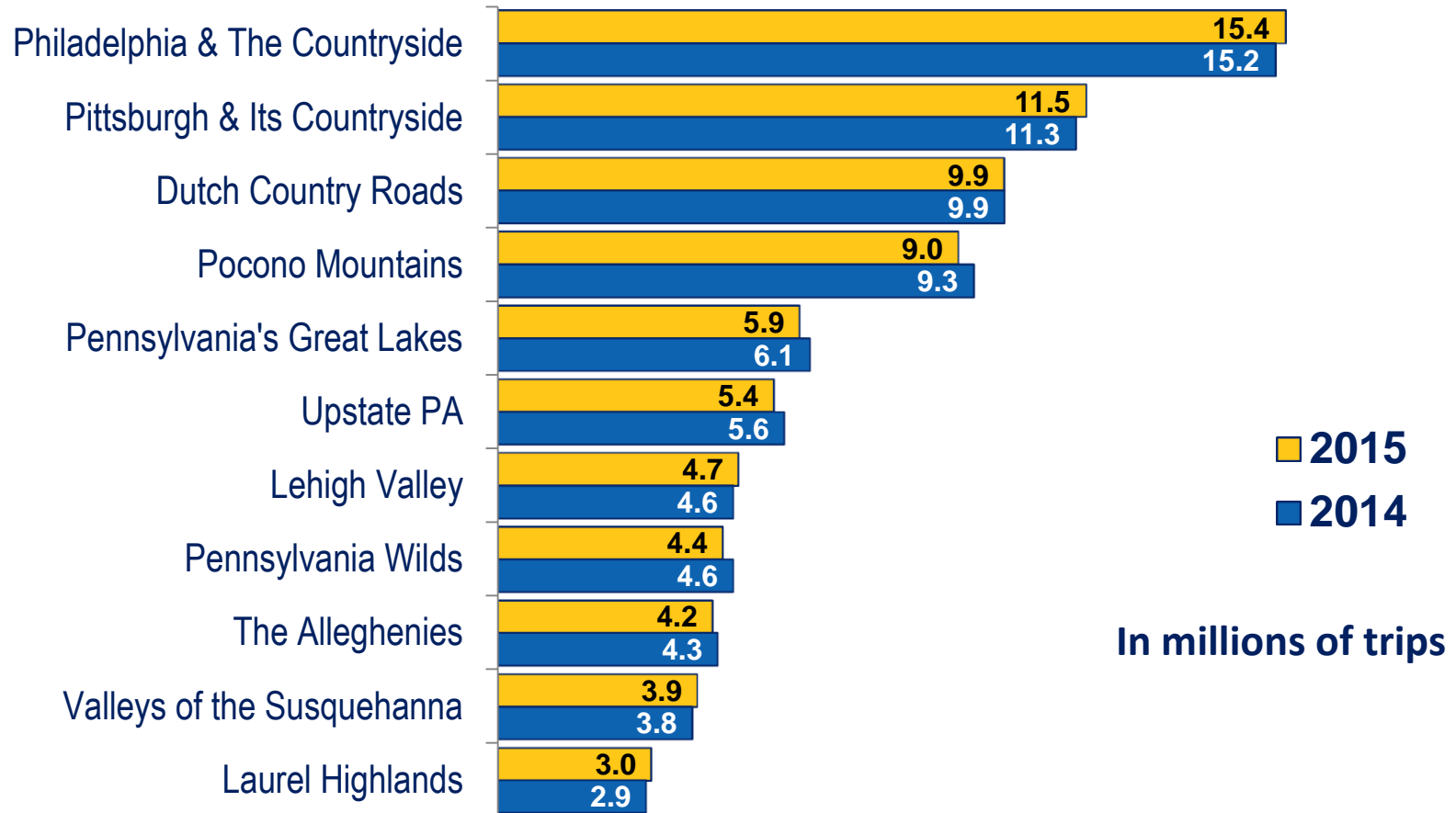
# Pennsylvania 2015 Overnight Market Segments



Base: Adult Overnight Trips to Pennsylvania



# Pennsylvania Regions Visited on Overnight Trips\*

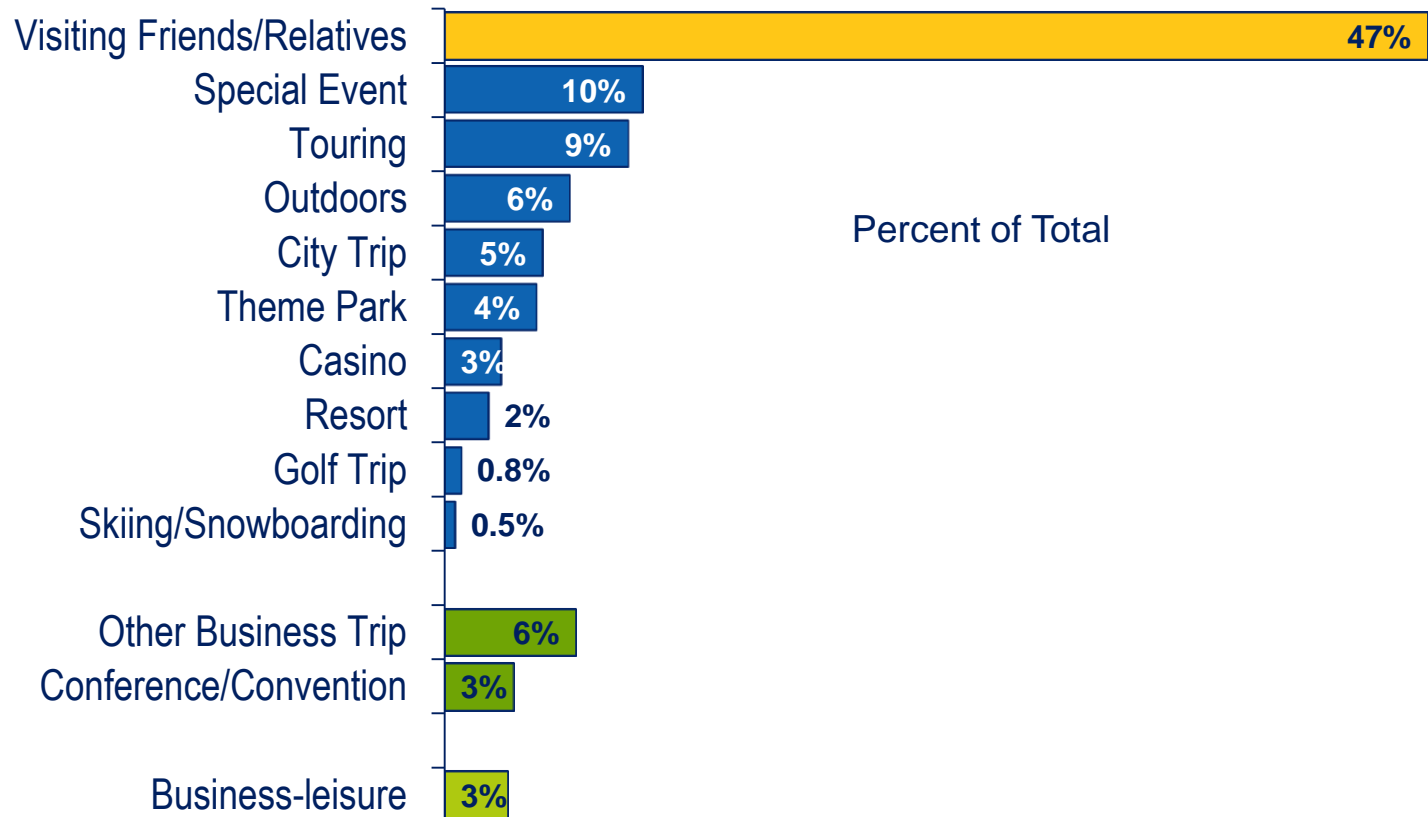


\*Spent time in region. Figures reflect both business and leisure travelers, including those visiting friends and family.  
Total exceeds state total as a number of travelers visited more than one region.

# Main Purpose of Overnight Trips to Pennsylvania in 2015



Base: Overnight Trips



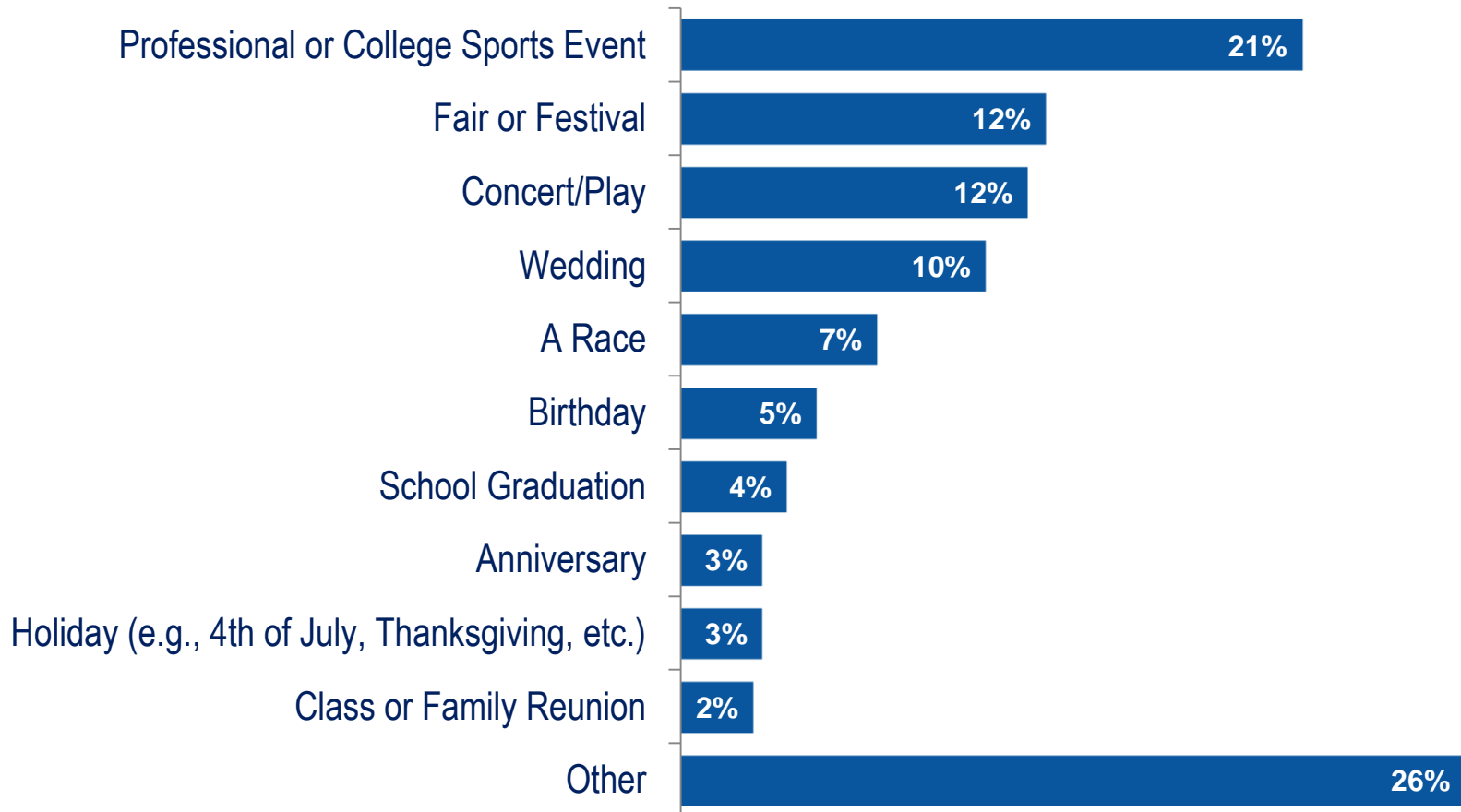
Marketable Trips

Percent of Total

# 2015 Special Event Trip Pennsylvania Overnight Travelers



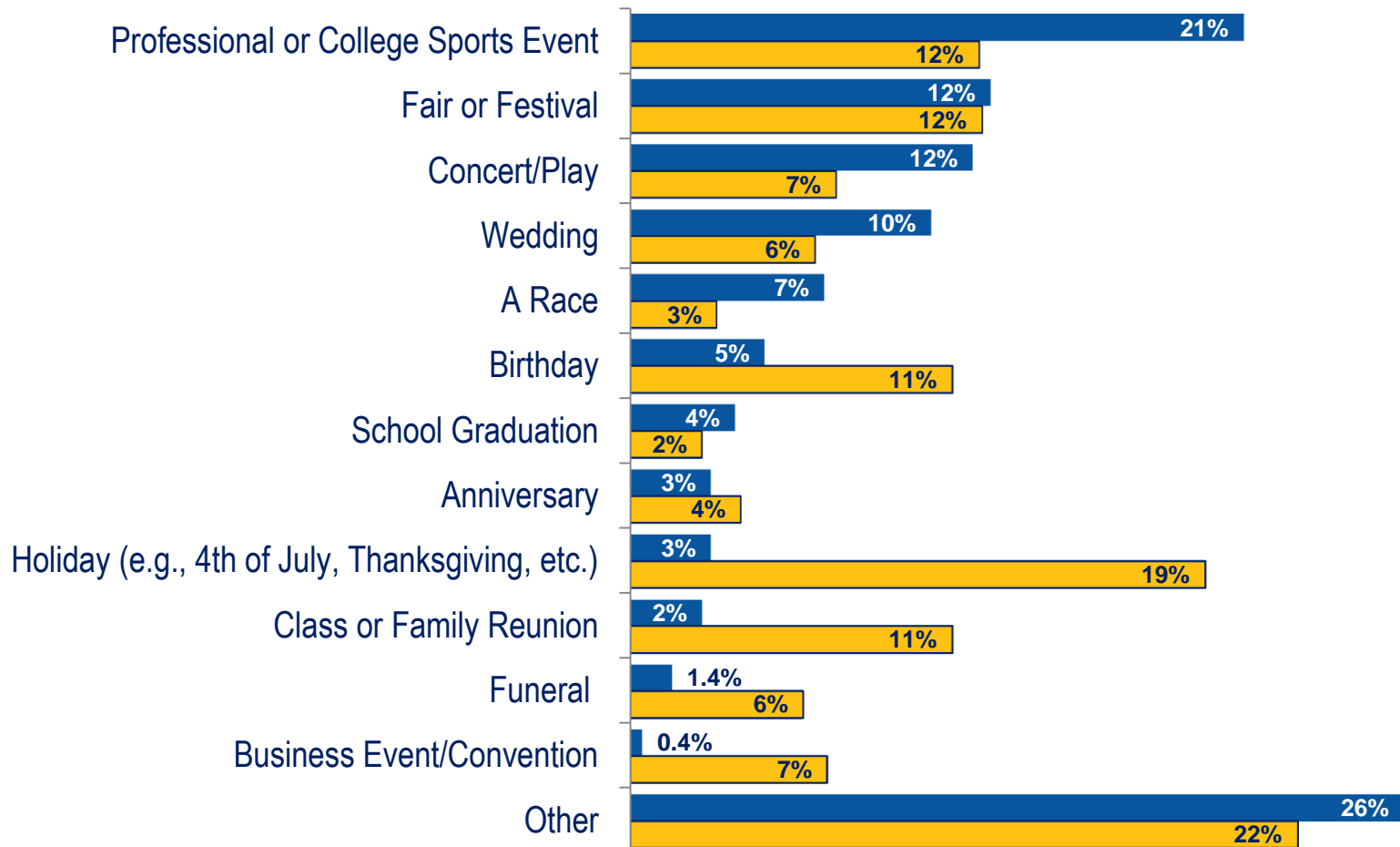
Base: Adult Overnight Trips to Pennsylvania



# 2015 Pennsylvania Special Event Trip Overnight vs. Day-Trip Travelers



Base: Adult Overnight Trips to Pennsylvania



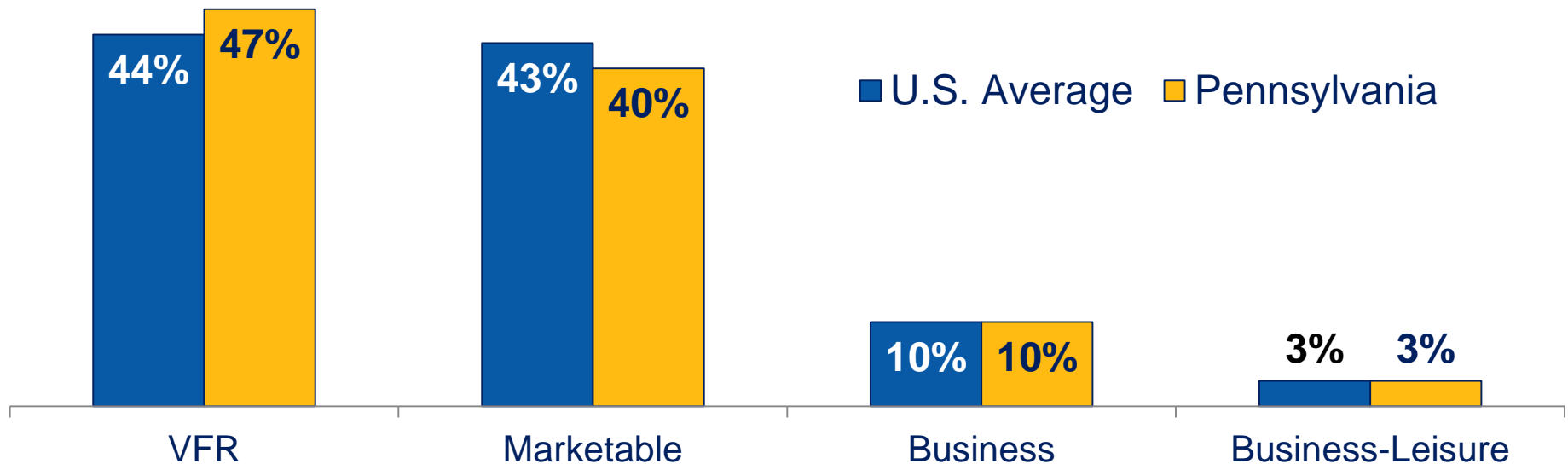
# Comparison of Pennsylvania and U.S. Overnight Market Segments, 2015



Base: Adult Overnight Trips

*As in prior years, travelers were more likely to travel to and within Pennsylvania to visit friends and family than travelers nationwide.*

**2015 Overnight Travel, Main Purpose of Stay  
Pennsylvania vs. U.S. Average, Percent of Total Travelers**

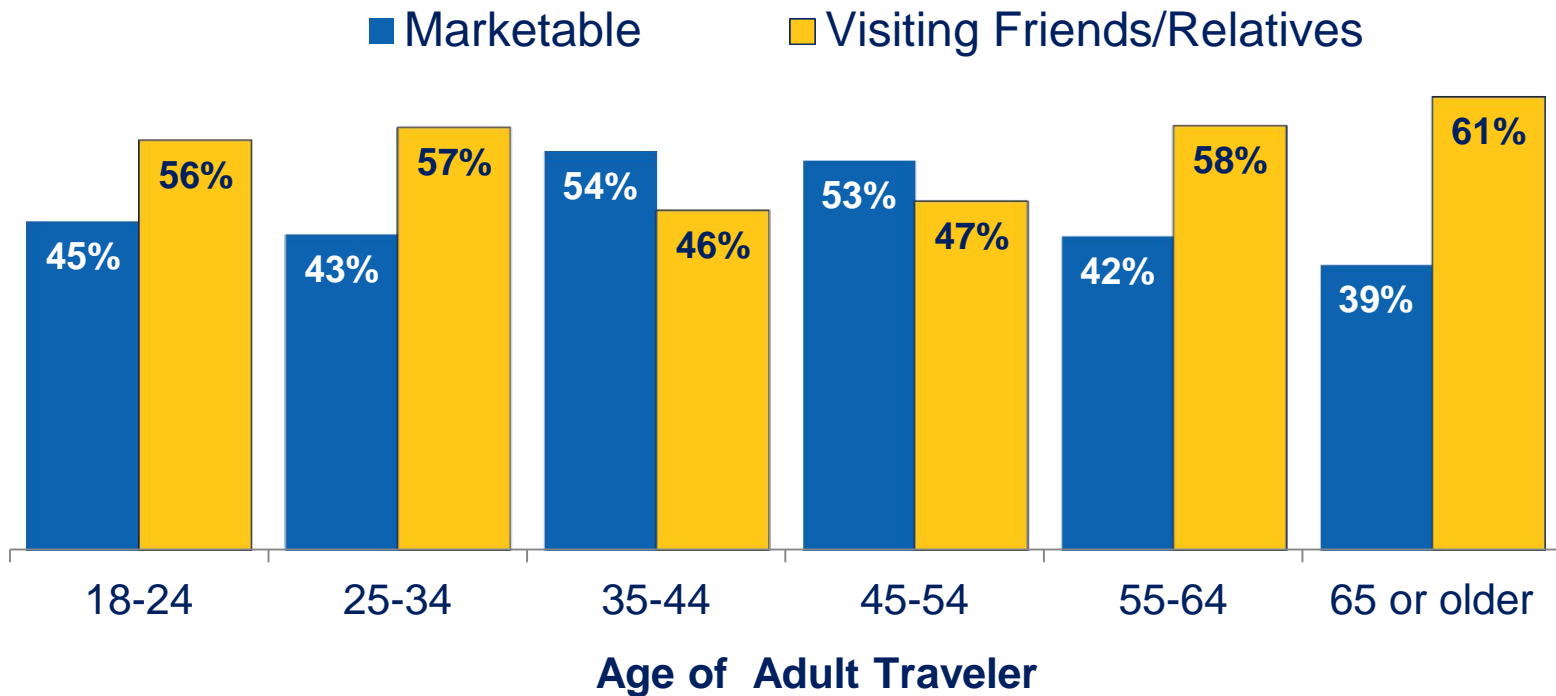


# Pennsylvania's Leisure Overnight Market Segments by Age of Adult Traveler



Base: Adult Leisure Overnight Trips to Pennsylvania

*Travelers in the 35-44 age range were far more likely to visit Pennsylvania for purely leisure/vacation purposes in 2015 than any other age group.*





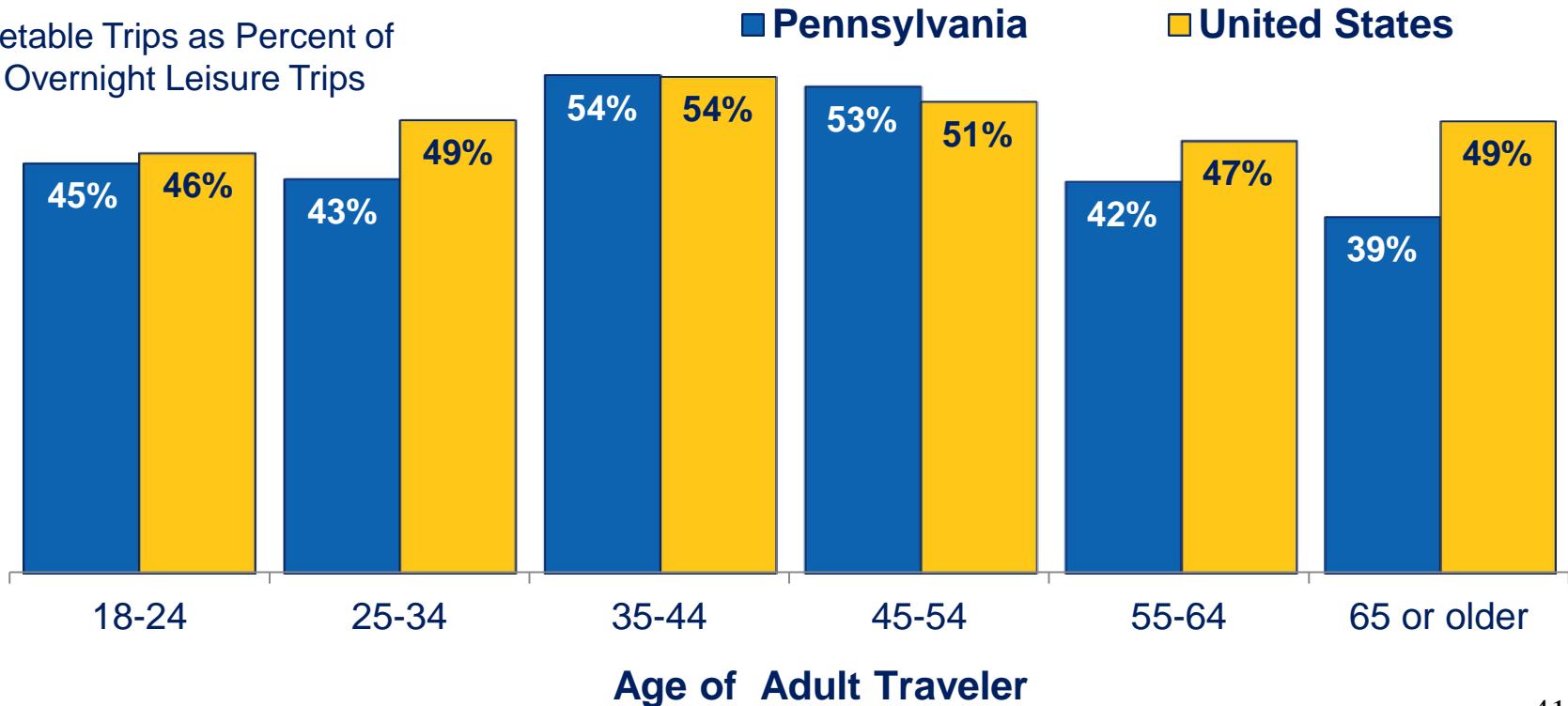
# PA & U.S. Marketable Overnight Leisure Segments by Age of Adult Traveler



Base: Adult Leisure Overnight Trips

*Travelers were less likely to visit Pennsylvania for purely leisure (marketable) reasons compared to the U.S. average in 2015, especially those in the older age ranges.*

Marketable Trips as Percent of Total Overnight Leisure Trips

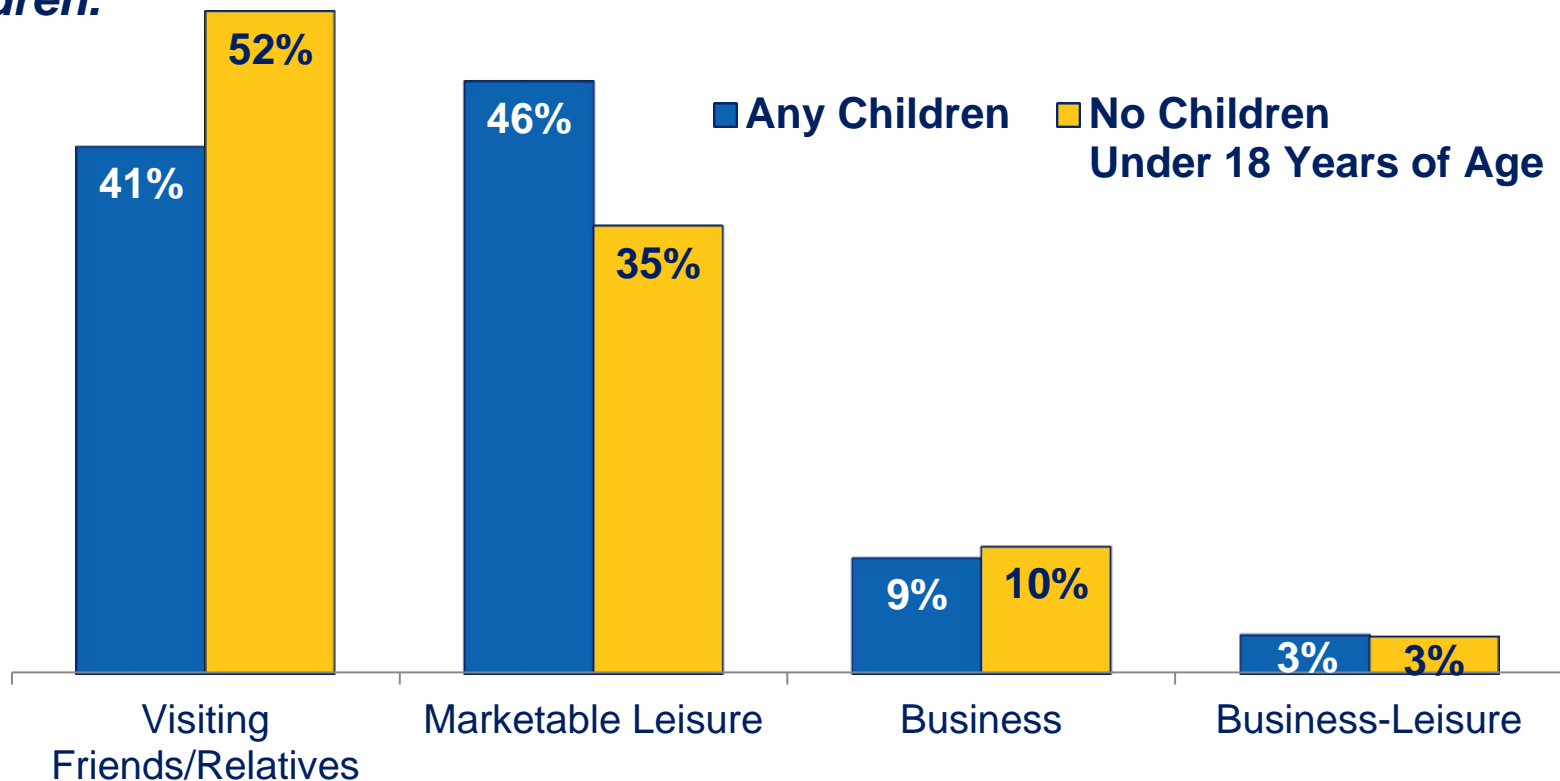


# Pennsylvania's Overnight Market Segments by Presence of Children in Household



Base: Adult Overnight Trips to Pennsylvania

***Travelers with children living at home were far more likely to take a PA overnight trip for purely leisure (marketable) purposes than those without children.***



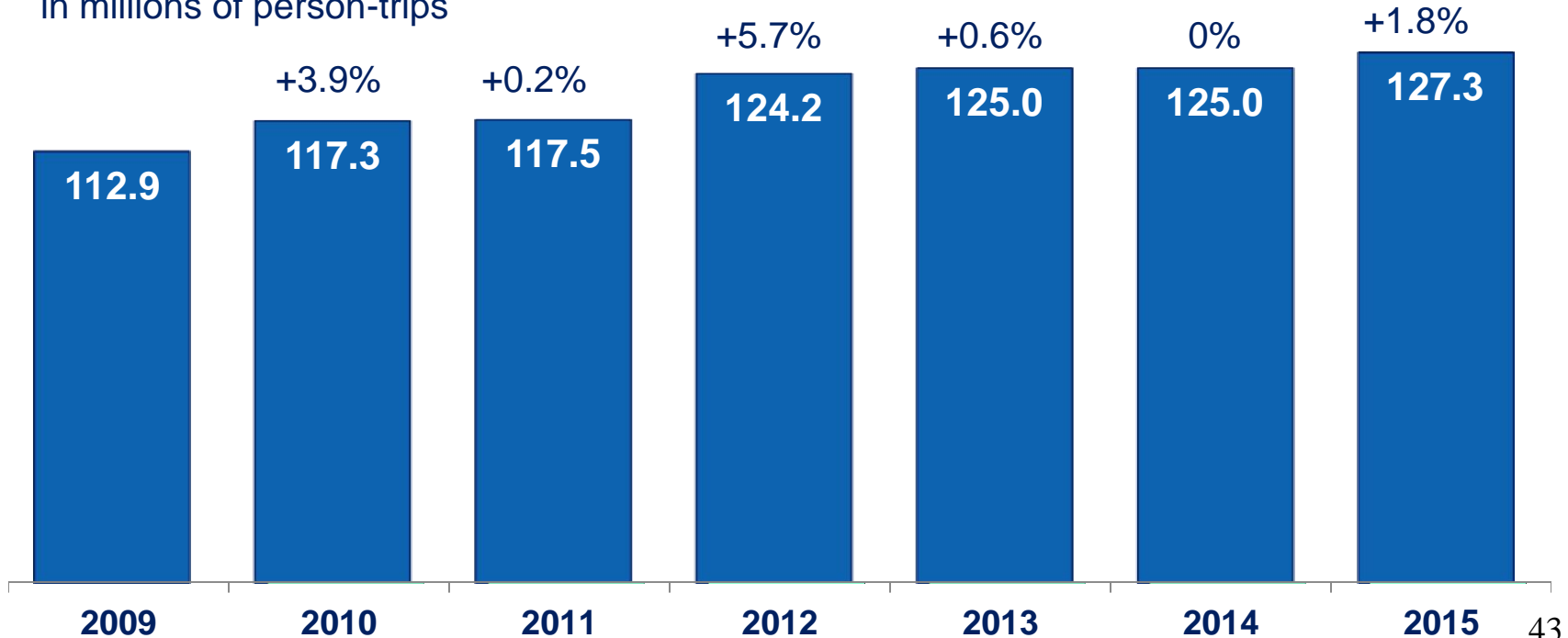
# Pennsylvania Day-Trip Visitor Volume 2009 to 2015



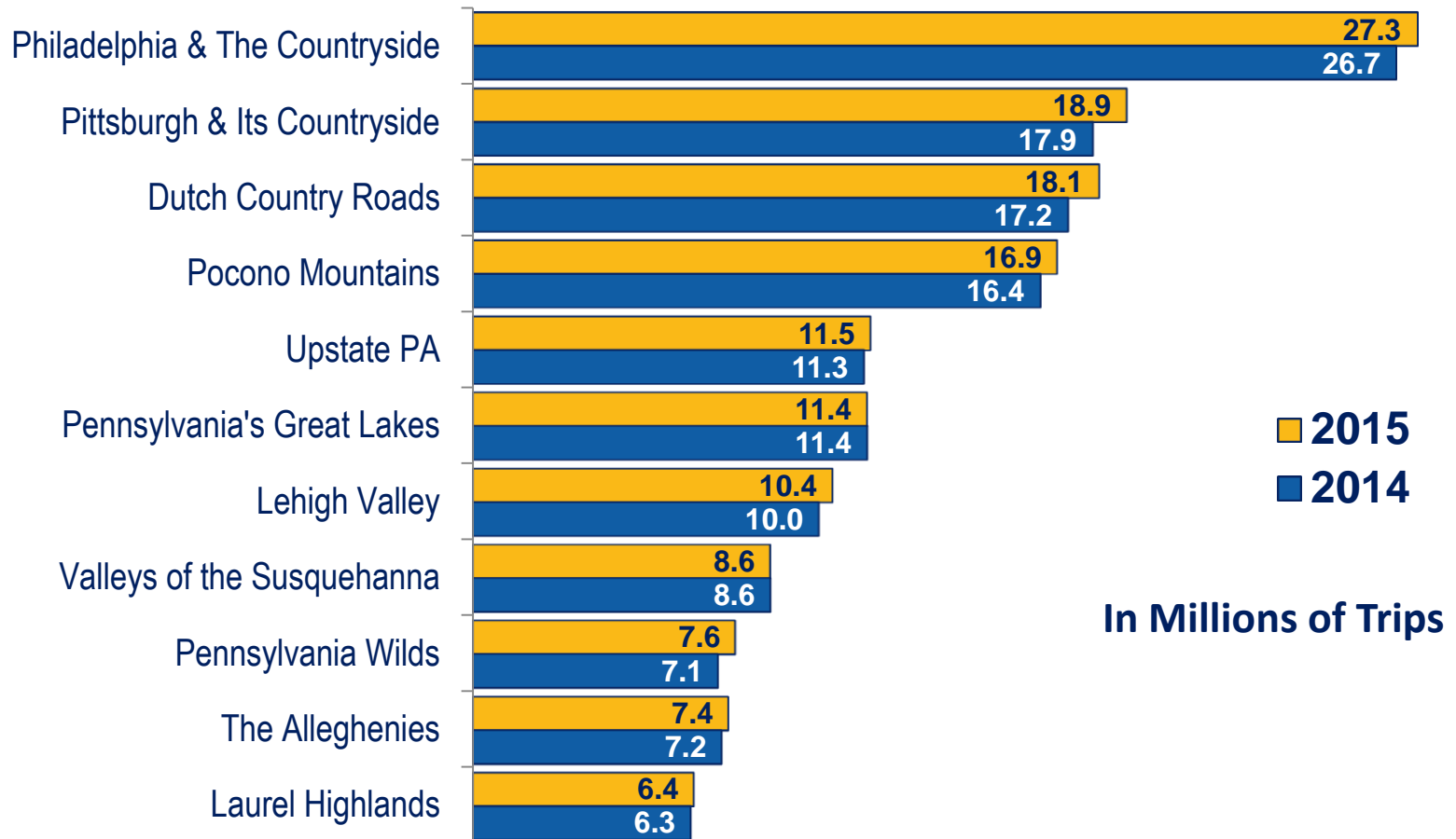
Base: Pennsylvania Day-Trips

***Pennsylvania hosted a record number of travelers in 2015. The number of day-trip travelers rose 13% from 2009-2013, slightly outpacing the 10% increase of the overnight segment.***

in millions of person-trips



# Pennsylvania Regions Visited on Day-Trips\*

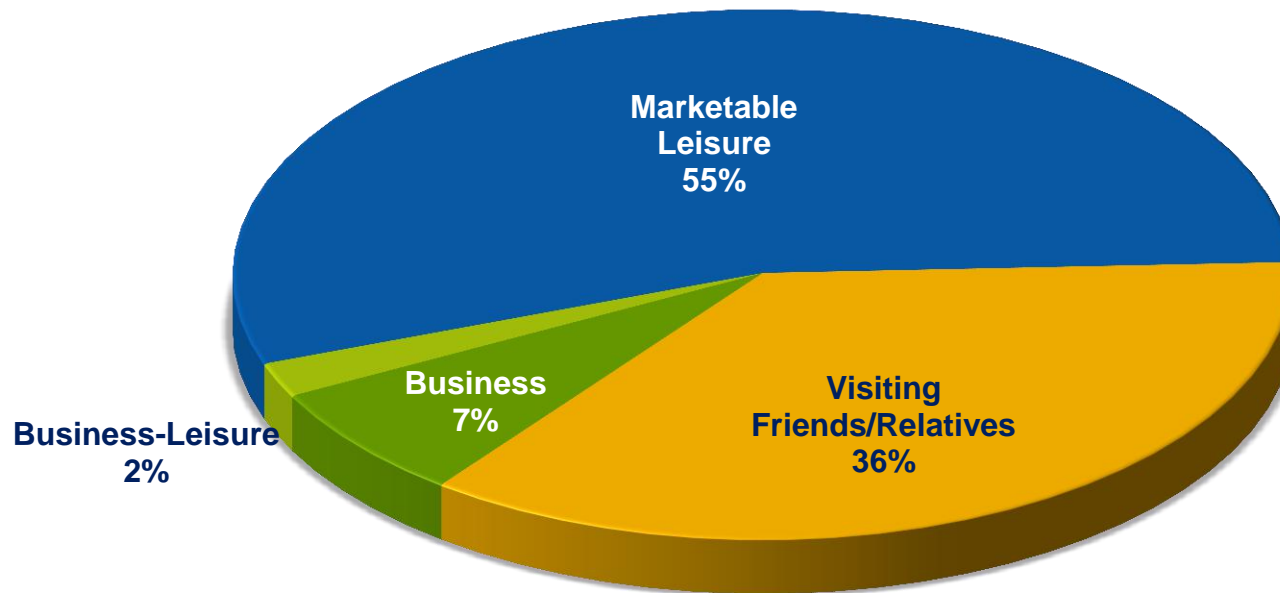


\*Spent time in region  
 Total exceeds State total as a number of travelers visited more than one region.

# Pennsylvania 2015 Day-Trip Market Segments



Base: Adult Day-Trips to Pennsylvania



# Pennsylvania 2015 Visitor Volume

## Day-Trip Travelers

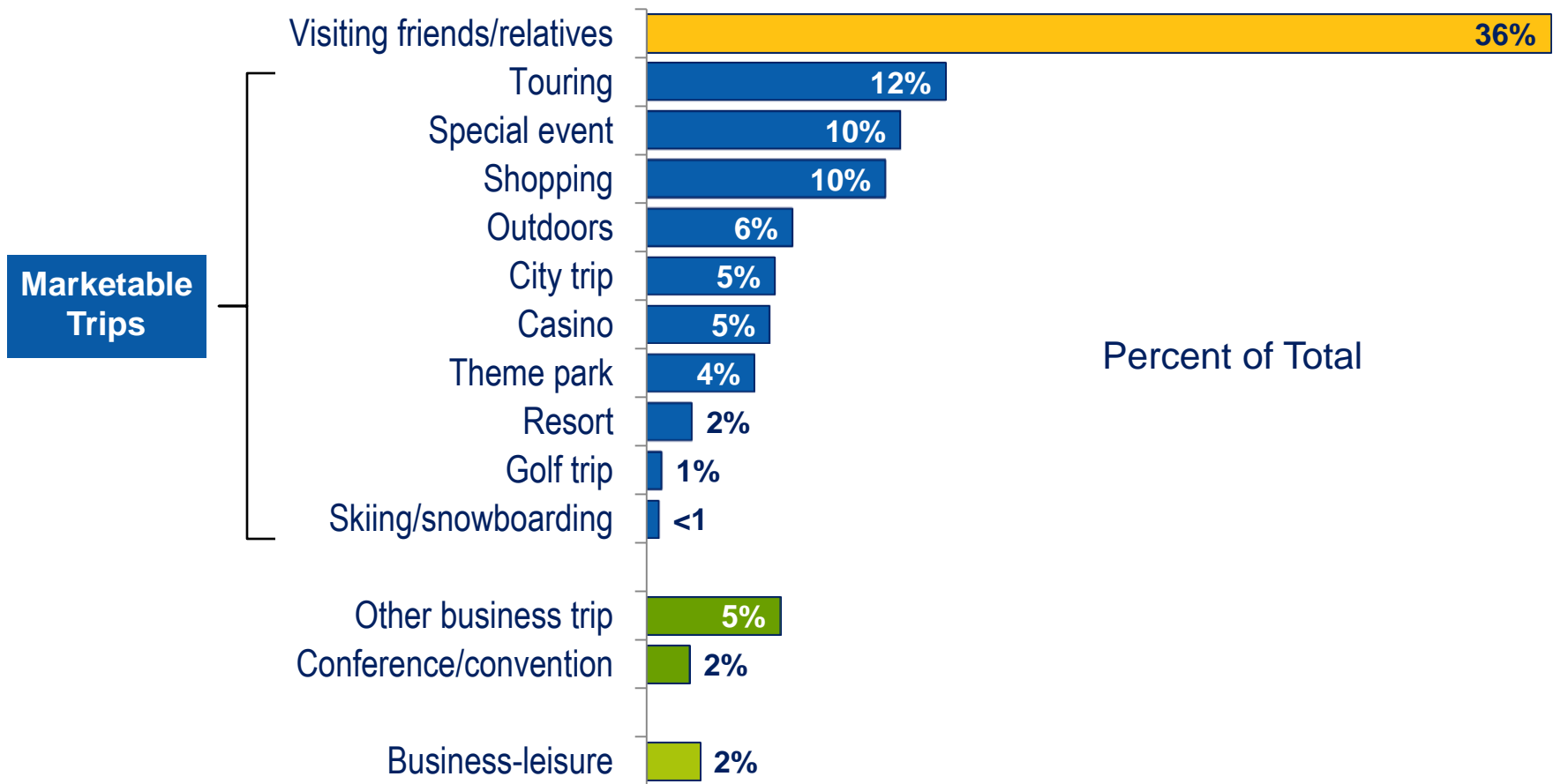


- Pennsylvania hosted an estimated 127.4 million day-trip travelers in 2015.
- Of these, 55% were marketable trip types (a much higher percentage than the overnight segment and the same percentage as in 2014).
- As in previous years, the key marketable day-trip types were touring, special events, and shopping.

# Main Purpose of Pennsylvania 2015 Day-Trips



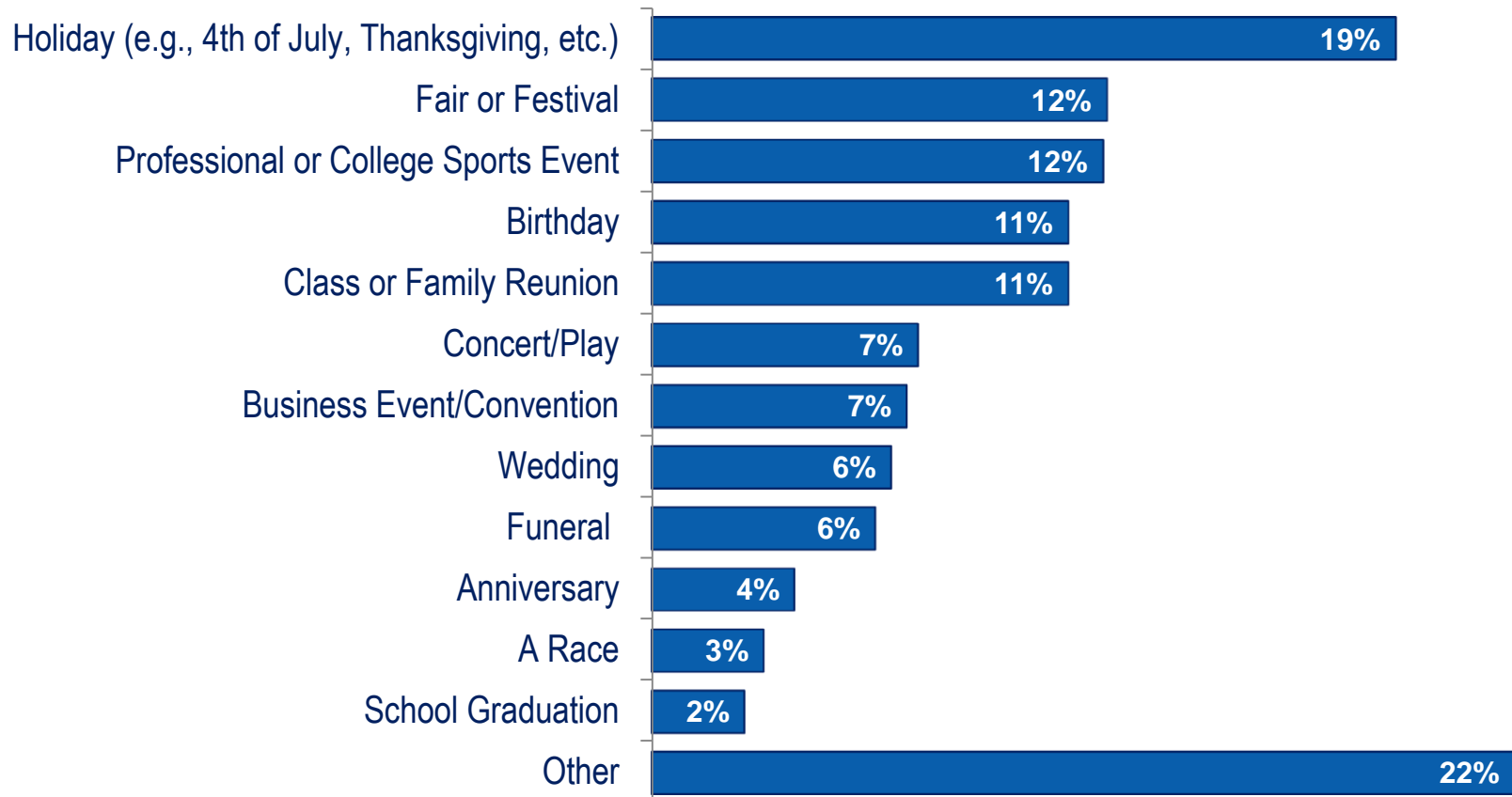
Base: Day-Trips



# 2015 Special Event Trip Pennsylvania Day-Trip Travelers



Base: Adult Day-Trips to Pennsylvania

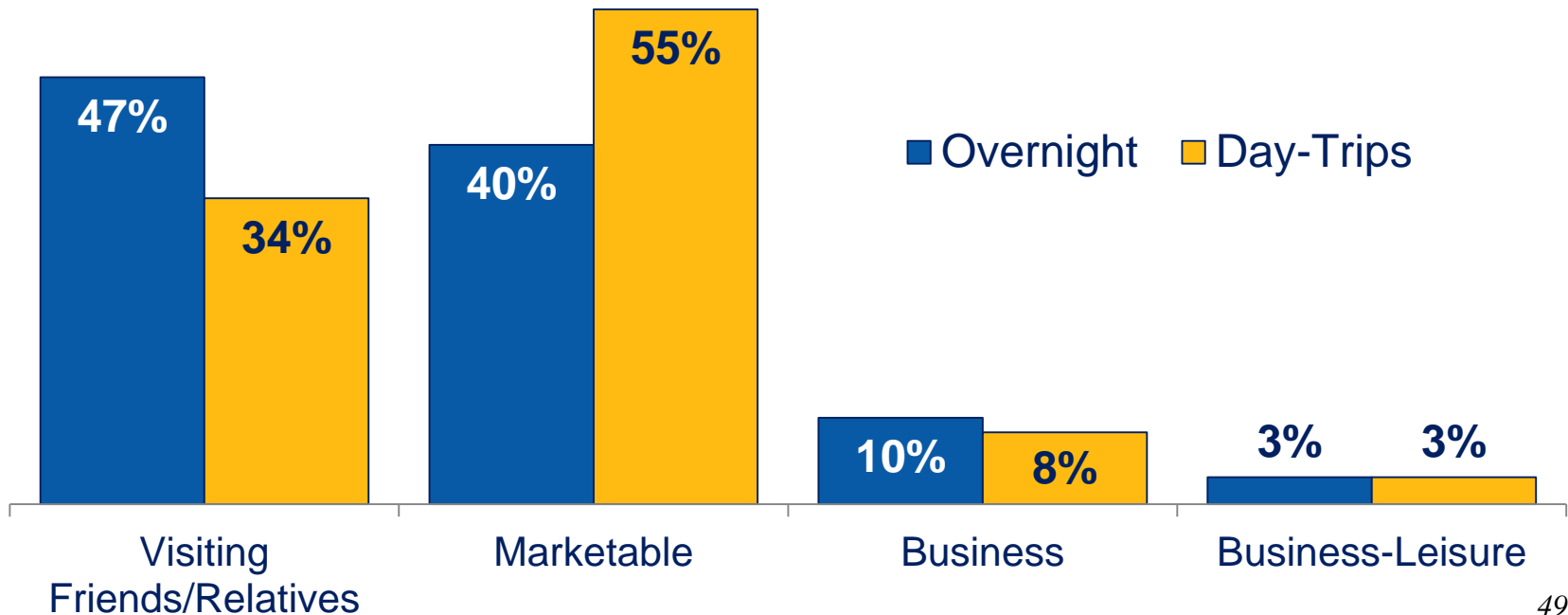




# Pennsylvania 2015 Purpose of Stay Overnight vs. Day-trip



*The graph below illustrates the differences in the purpose of stay between PA's overnight and day-trip travelers in 2015. As in prior years, overnight travelers were more likely to travel to and/or within PA to visit friends/family, while day-trip travelers were far more likely to visit the state for purely leisure reasons.*



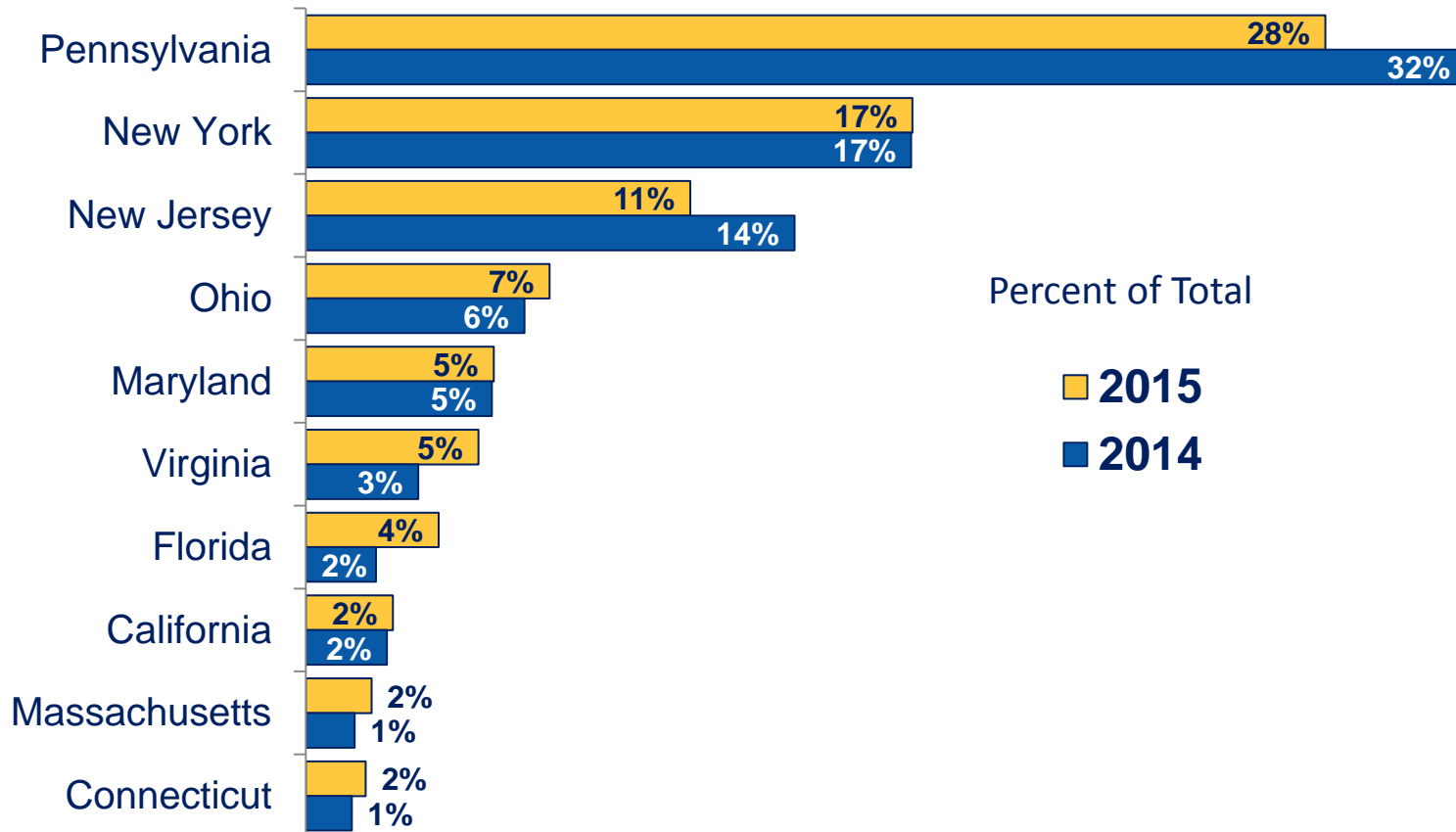
# **Pennsylvania's Marketable Overnight Travelers**

# **Main Origin Markets for Pennsylvania's Overnight Travelers**

# Main Origin States for Pennsylvania's Marketable Overnight Travelers



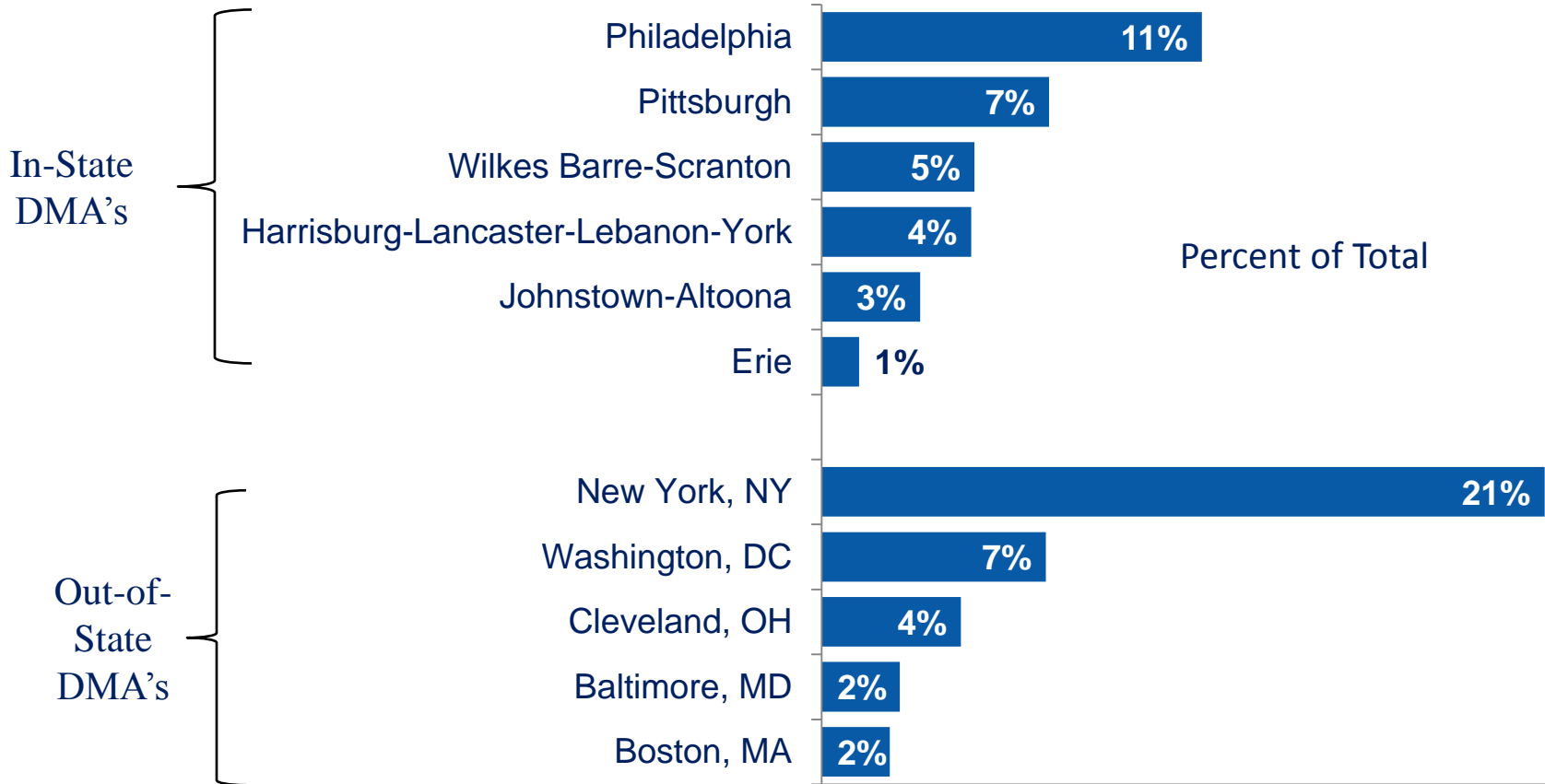
Base: Overnight Marketable Trips



# Main Urban Origin Markets for Pennsylvania's Marketable Overnight Travelers



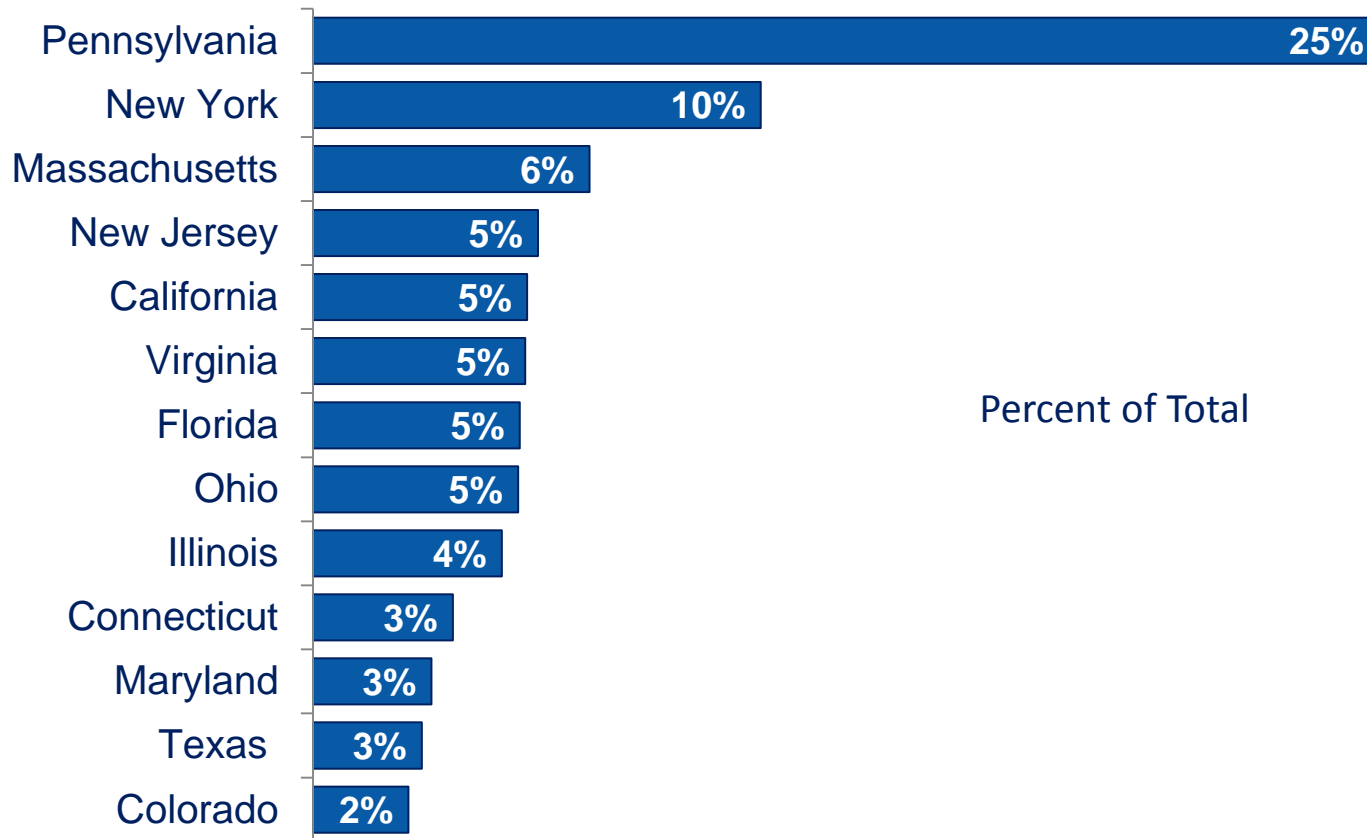
Base: Overnight Marketable Trips



# Main Origin States for Pennsylvania's 2015 Business Overnight Travelers



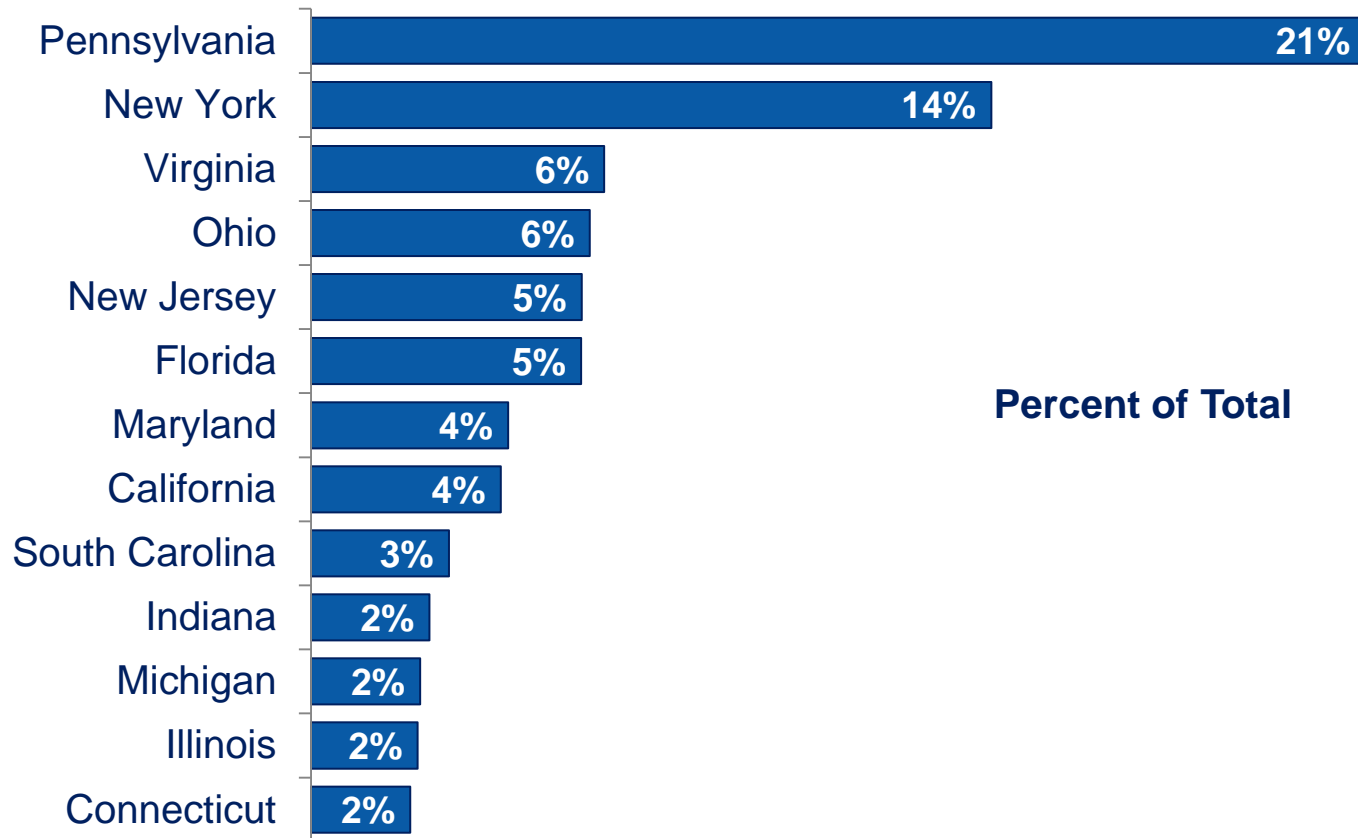
Base: Overnight Business Trips



# Main Origin States for Pennsylvania's Overnight Business-Leisure Trips



Base: Overnight Business-Leisure Trips



## **Pennsylvania Tourism Regions**

- PA Regions Visited by Travelers'  
State of Residence**
- Percentage Return Trips**



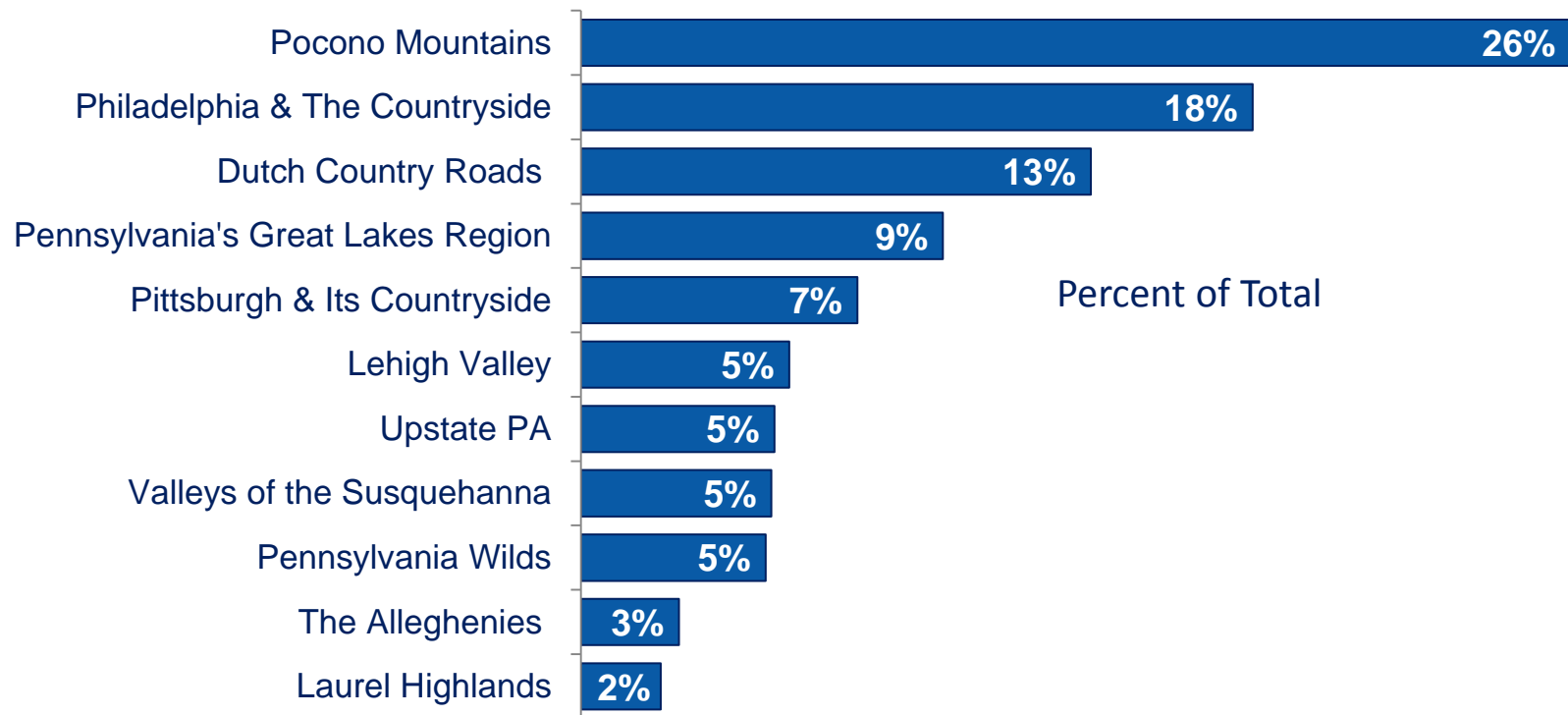
# Pennsylvania Tourism Regions

## Regions Visited by Residents of New York State



Base: Overnight Marketable Trips

*The Pocono Mountains region remained the most popular PA destination for marketable overnight travelers from New York state in 2015 – a 7 percentage point increase from 2014.*



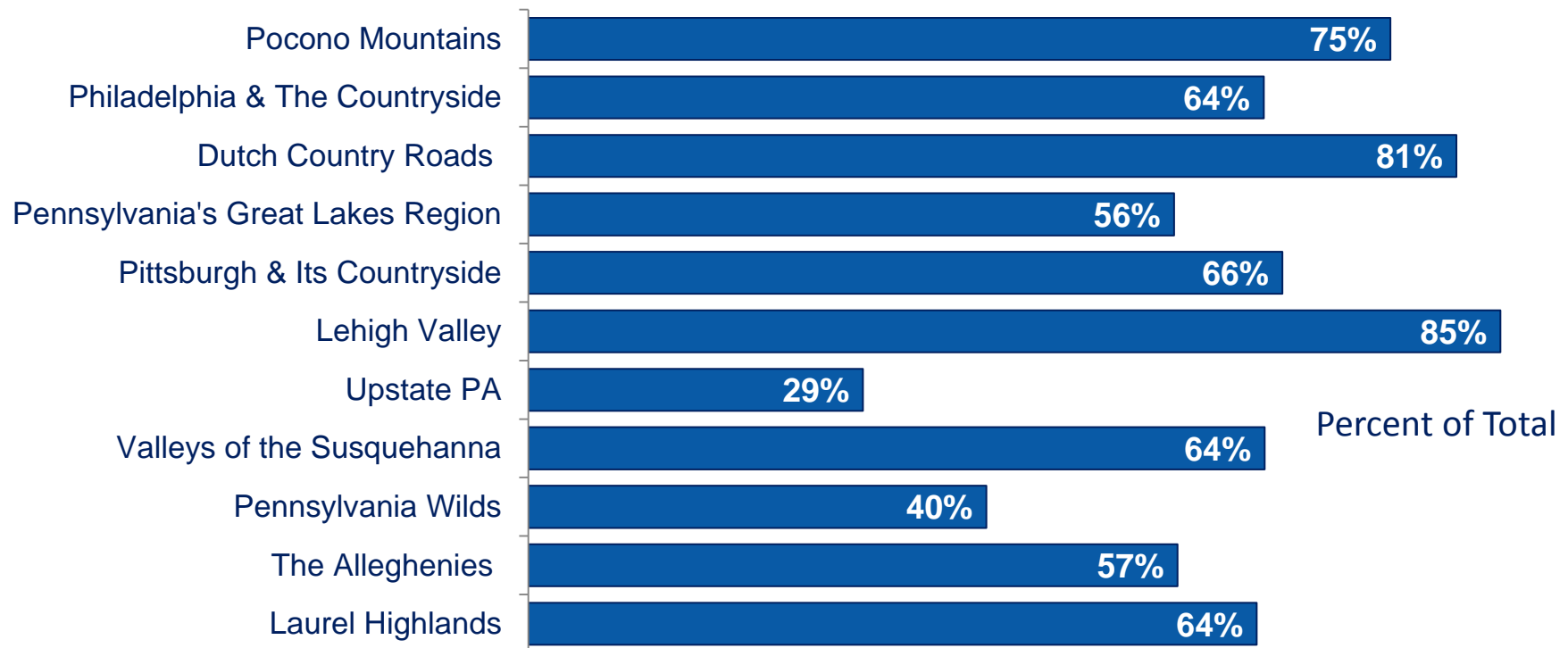
# Pennsylvania Tourism Regions

## REPEAT VISITORS - Residents of New York State



Base: Overnight Marketable Trips

*Over three-quarters of marketable overnight travelers from New York State who visited one of PA's eastern tourism regions in 2015 had traveled there before.*

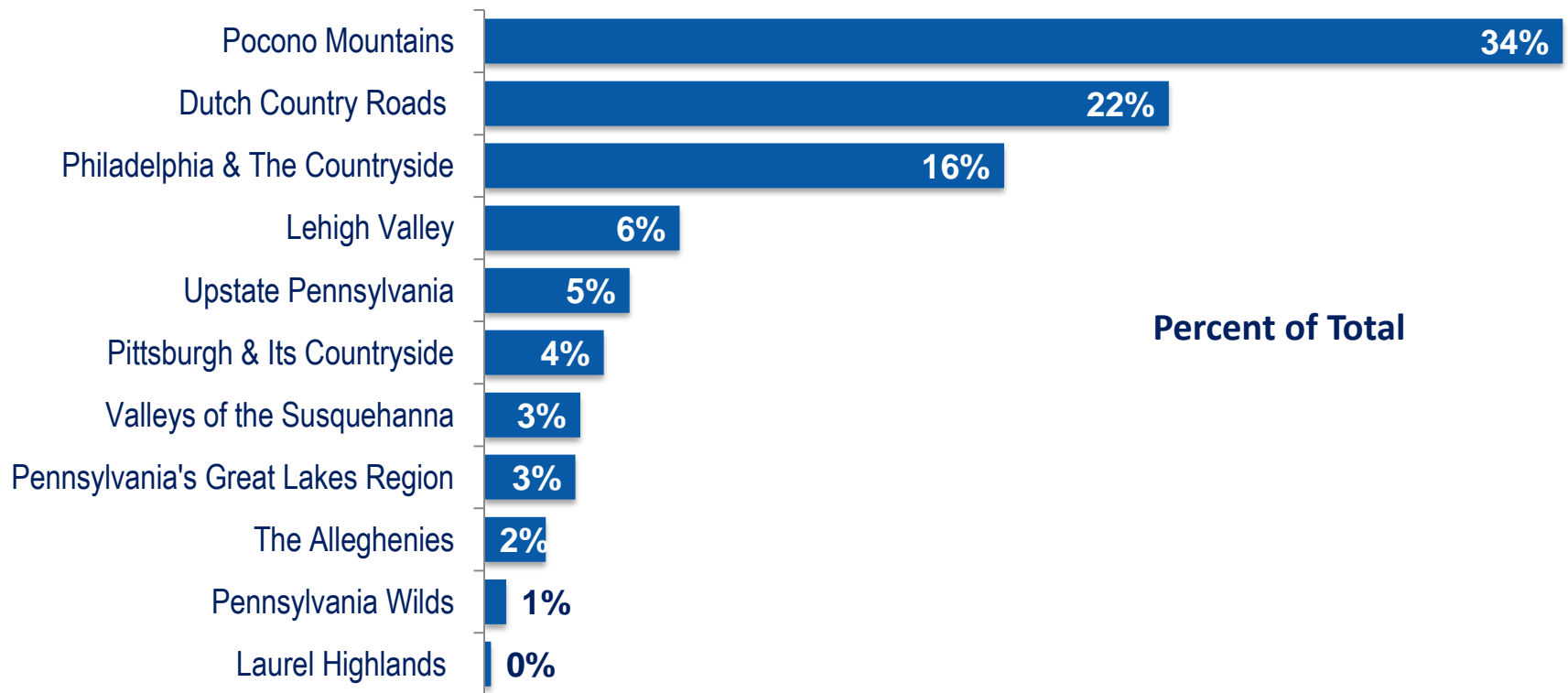


# Pennsylvania Tourism Regions Regions Visited by Residents of New Jersey



Base: Marketable Overnight Trips

*As it has for at least the past five years, the Pocono Mountains remained the most popular PA destination for marketable overnight travelers from New Jersey in 2015.*



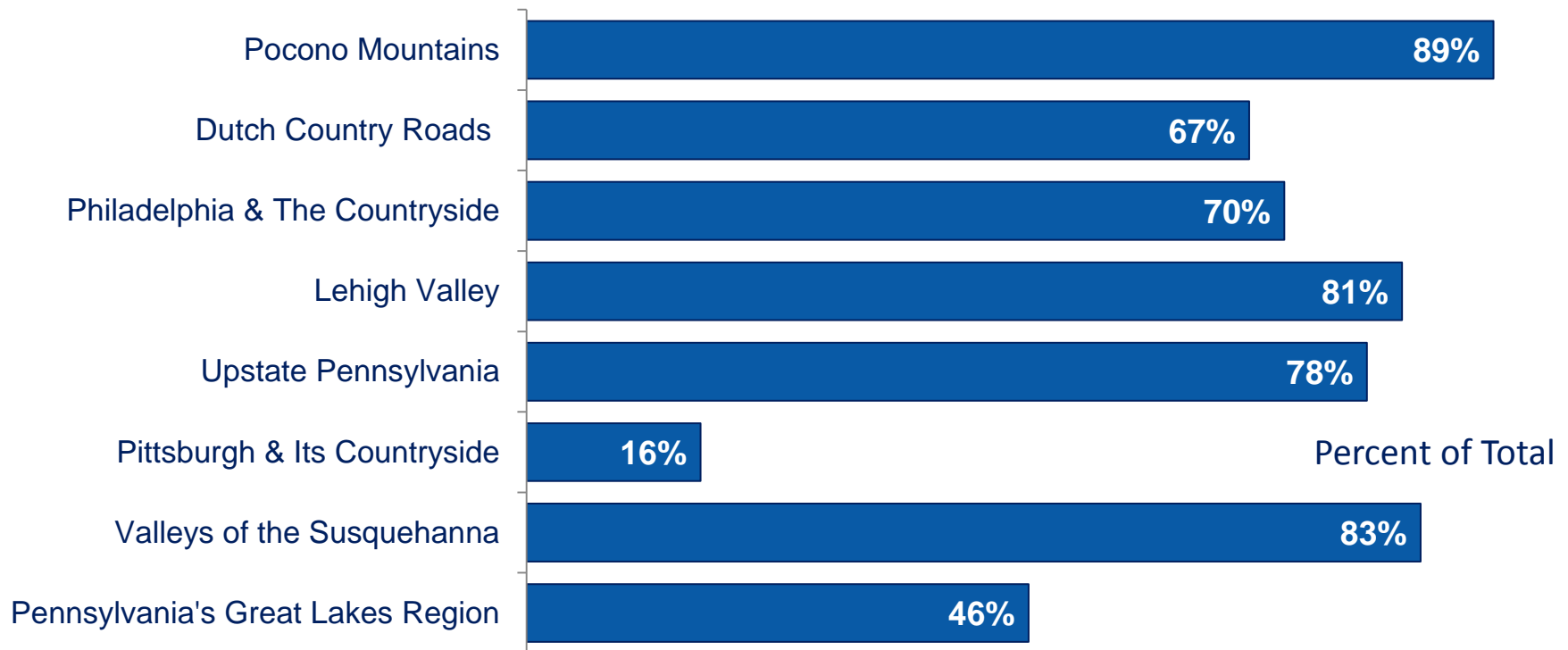
# Pennsylvania Tourism Regions

## REPEAT VISITORS - Residents of New Jersey



Base: Overnight Marketable Trips

*A majority of travelers from New Jersey in 2015 had visited one or more of the eastern Pennsylvania tourism regions in the past.*

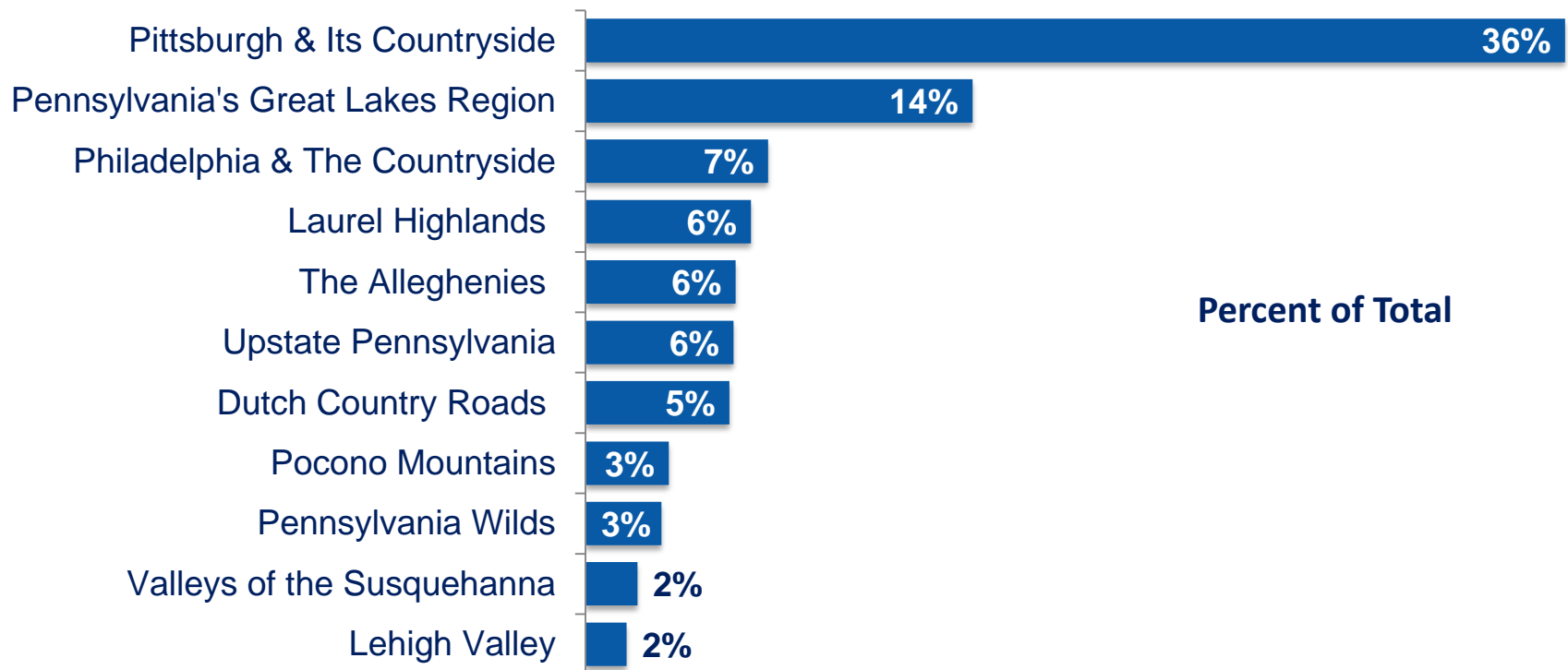


# Pennsylvania Tourism Regions Regions Visited by Residents of Ohio



Base: Overnight Trips

*Pittsburgh & Its Countryside and Pennsylvania's Great Lakes Region remained the most popular PA destinations for marketable overnight travelers from Ohio in 2015.*



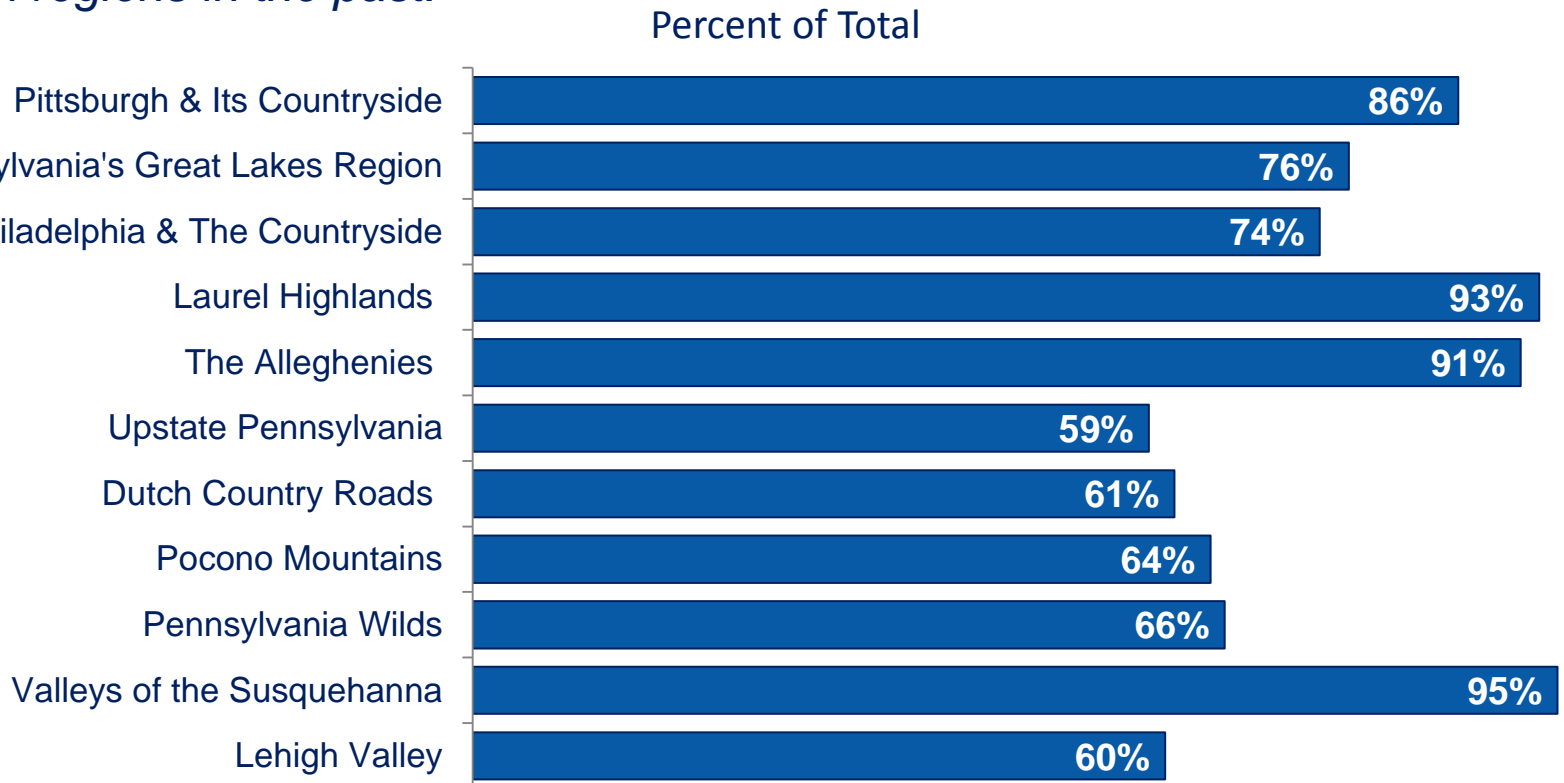
# Pennsylvania Tourism Regions

## REPEAT VISITORS - Residents of Ohio



Base: Overnight Marketable Trips

*A majority of travelers from Ohio in 2015 had visited one or more of Pennsylvania's tourism regions in the past.*



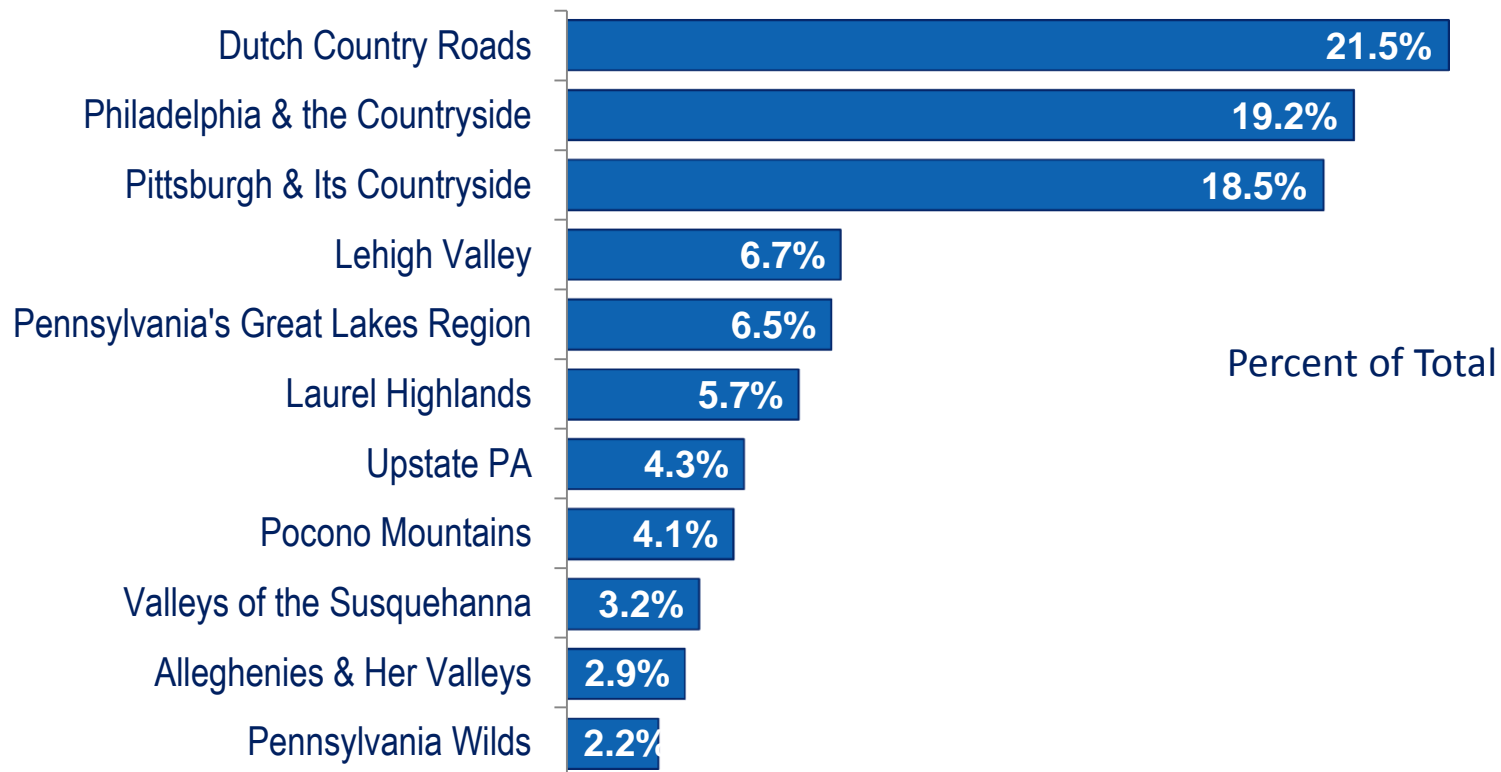
# Pennsylvania Tourism Regions

## Regions Visited by Residents of Maryland



Base: All Overnight Trips

*Nearly half of all overnight travelers from Maryland who visited Pennsylvania in 2015 chose a destination in the southeastern portion of the state.*



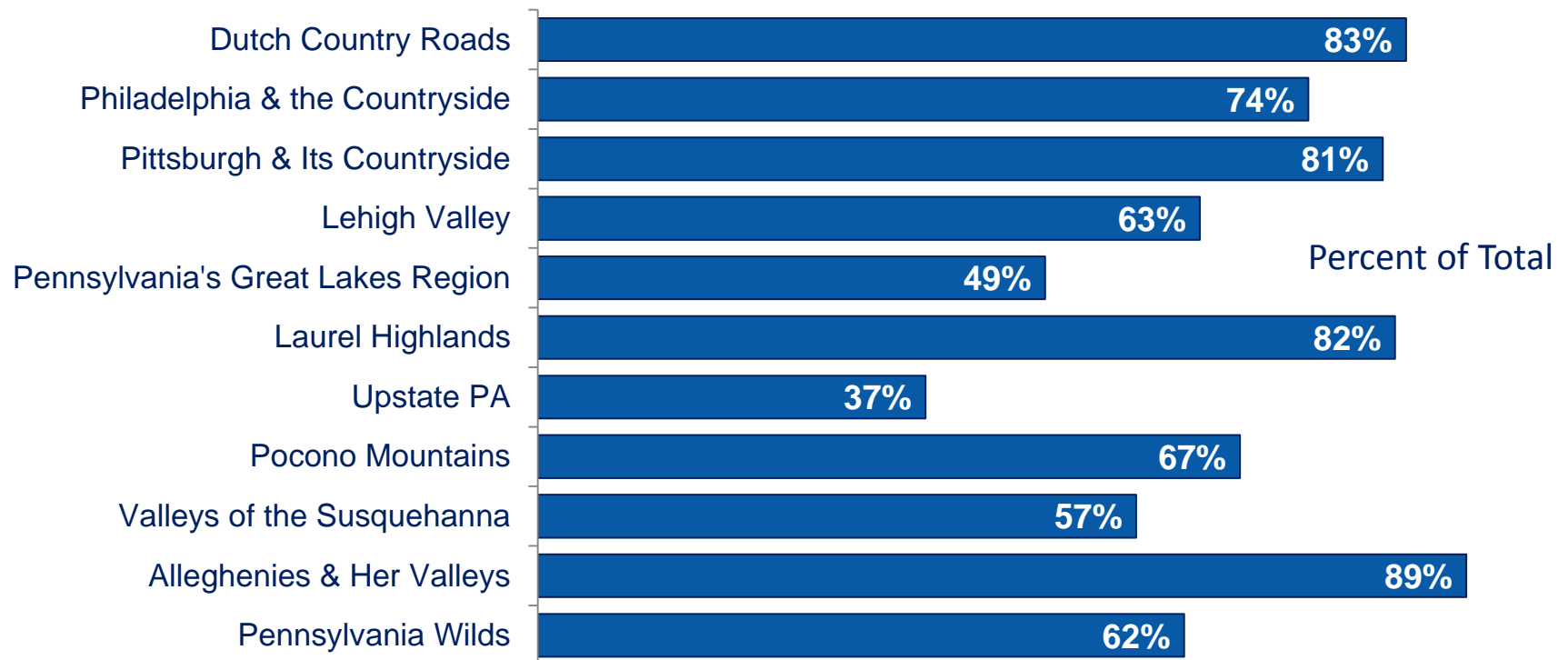
# Pennsylvania Tourism Regions

## REPEAT VISITORS - Residents of Maryland



Base: Overnight Marketable Trips

*A majority of travelers from Maryland in 2015 had visited one or more of the south eastern Pennsylvania tourism regions in the past.*





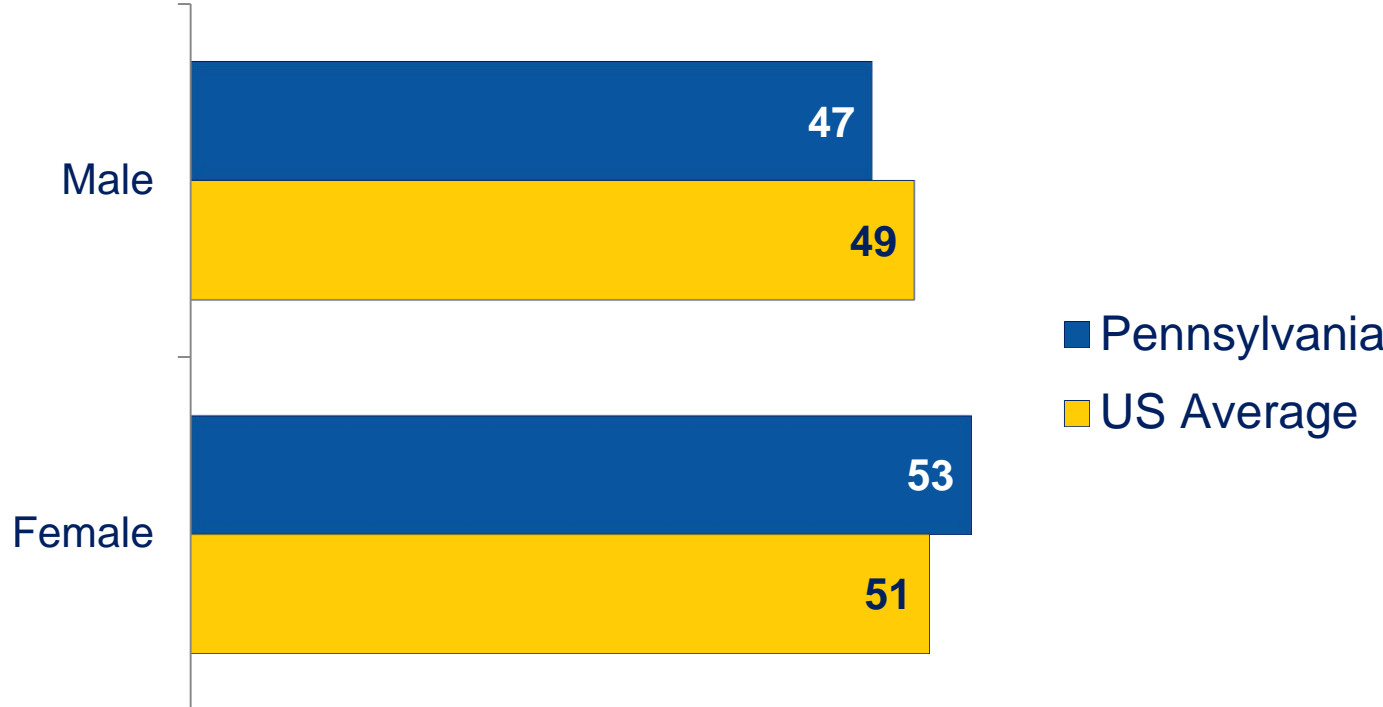
# **Traveler Profile — Overnight Marketable Trips**

# Gender



Base: Marketable Overnight Trips

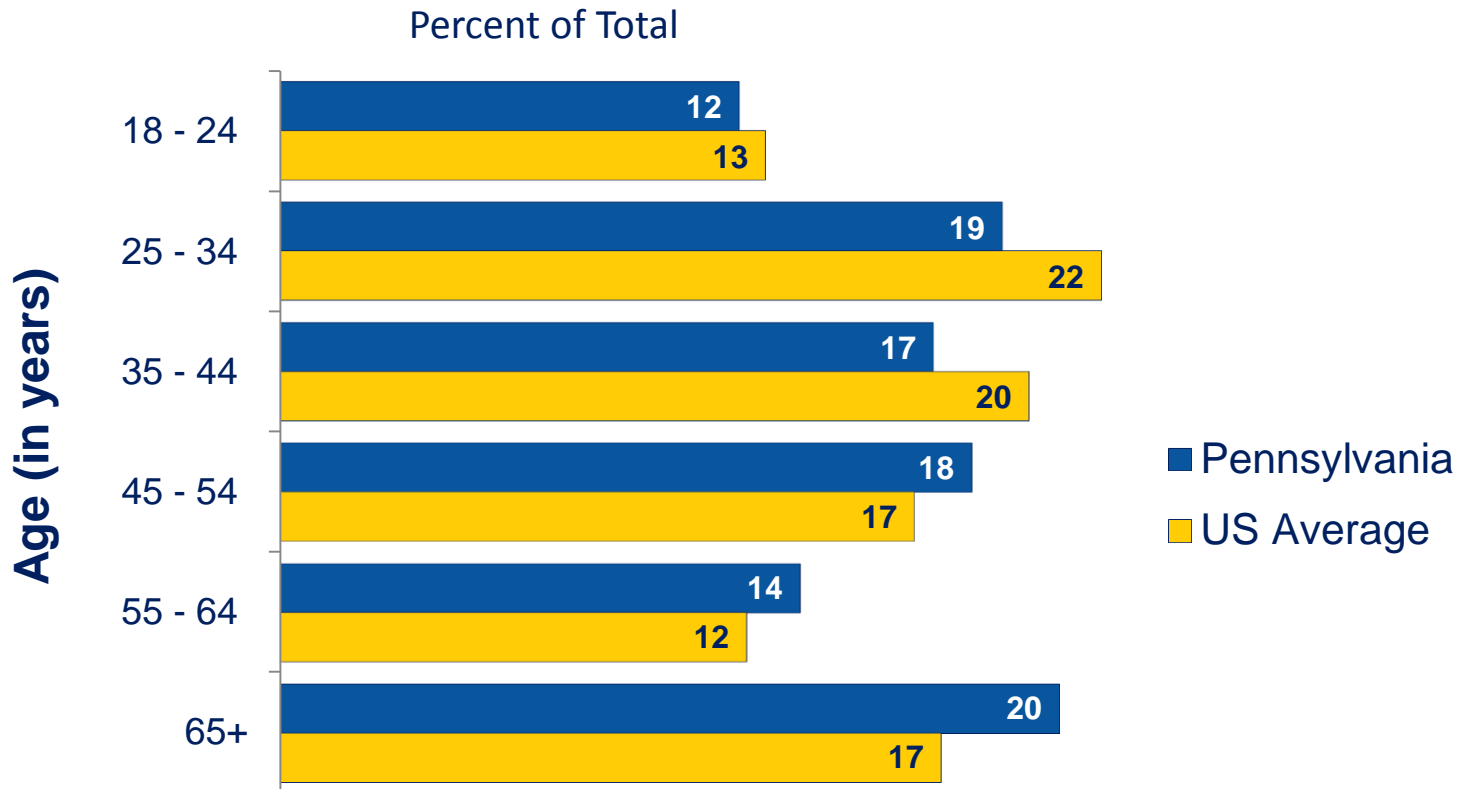
Percent of Total



# Age



Base: Marketable Overnight Trips

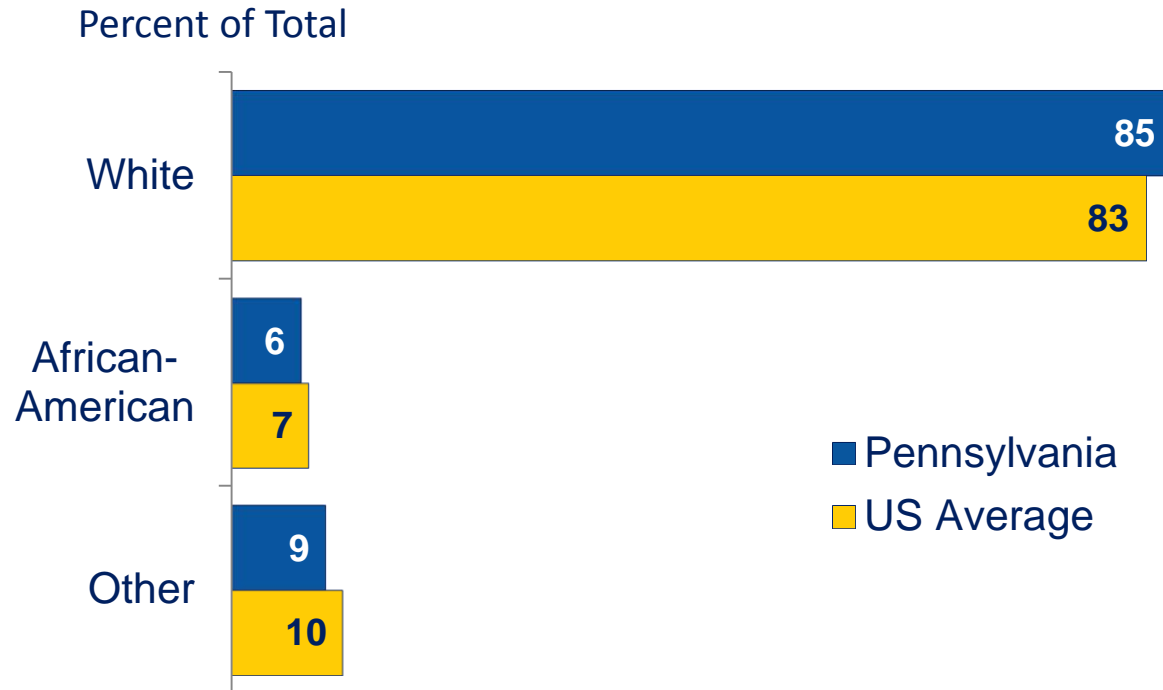


	<u>Pennsylvania</u>	<u>U.S. Average</u>
Median Age:	44.9	44.2

# Race



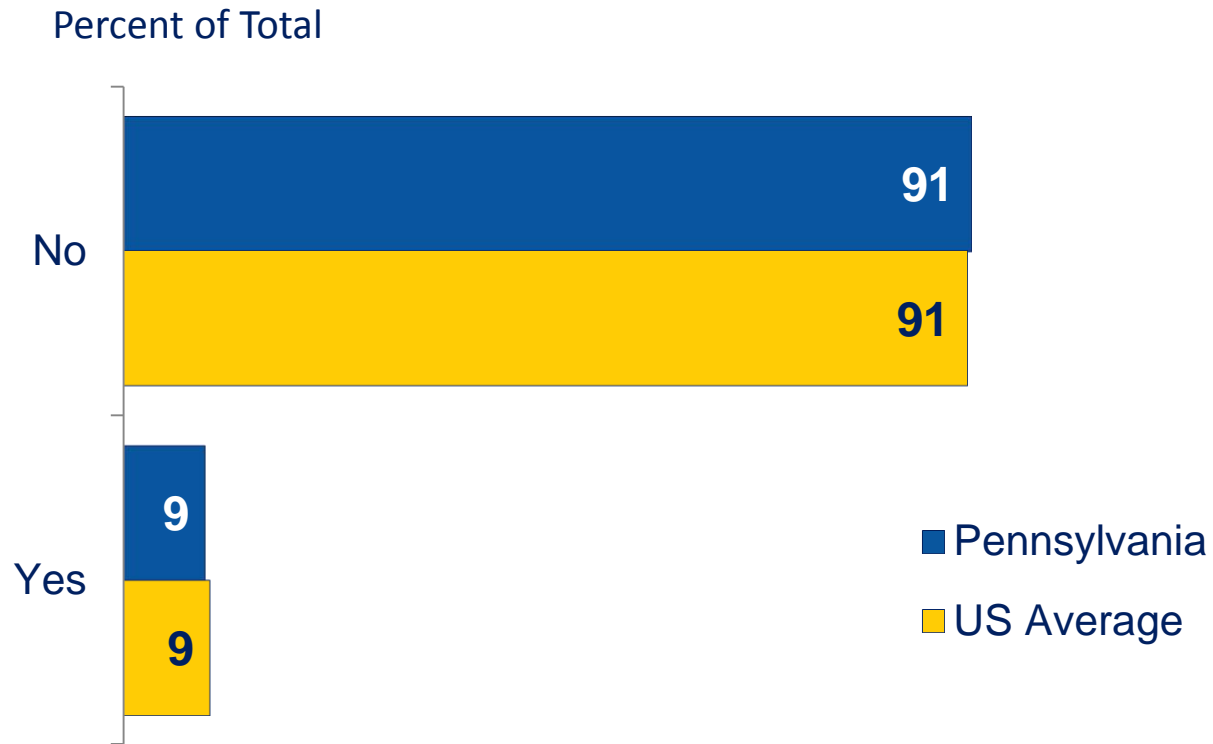
Base: Marketable Overnight Trips



# Hispanic Background



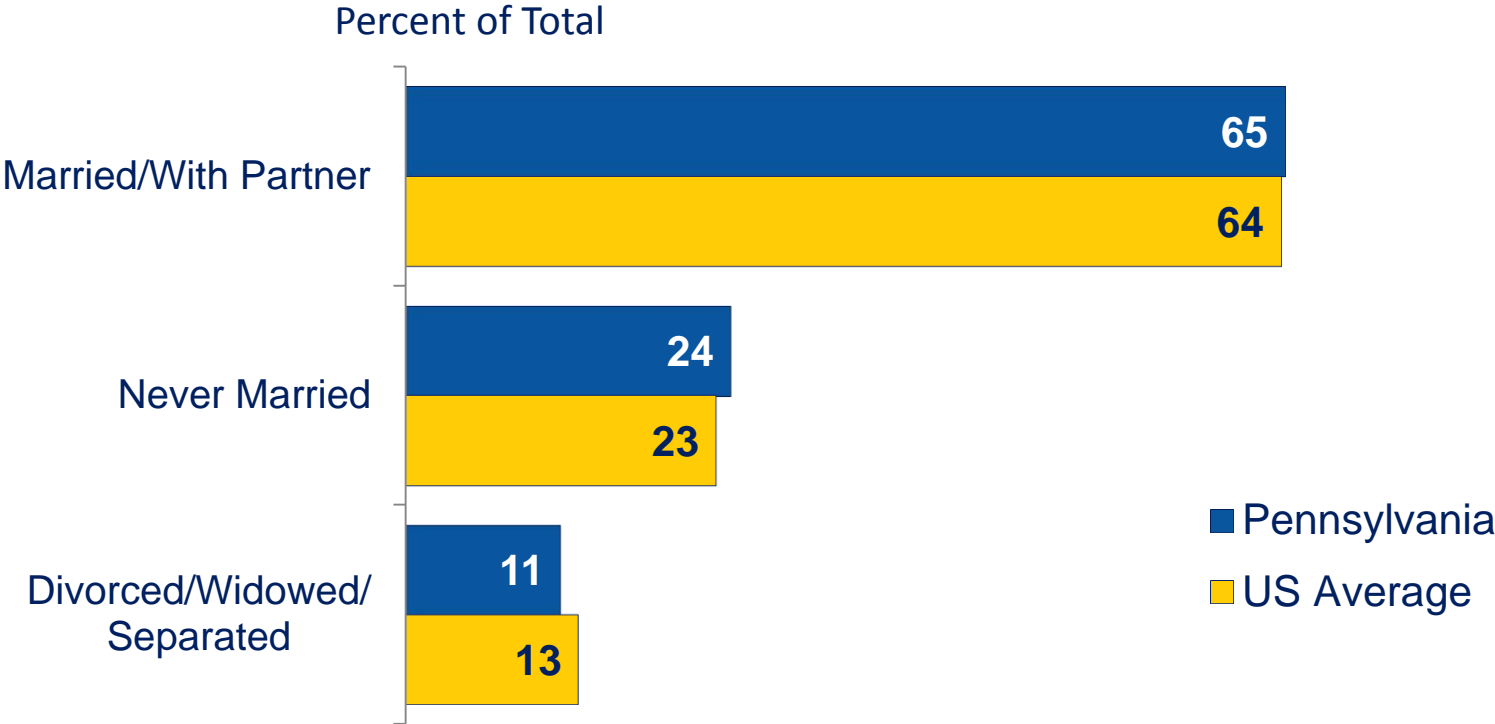
Base: Marketable Overnight Trips



# Marital Status



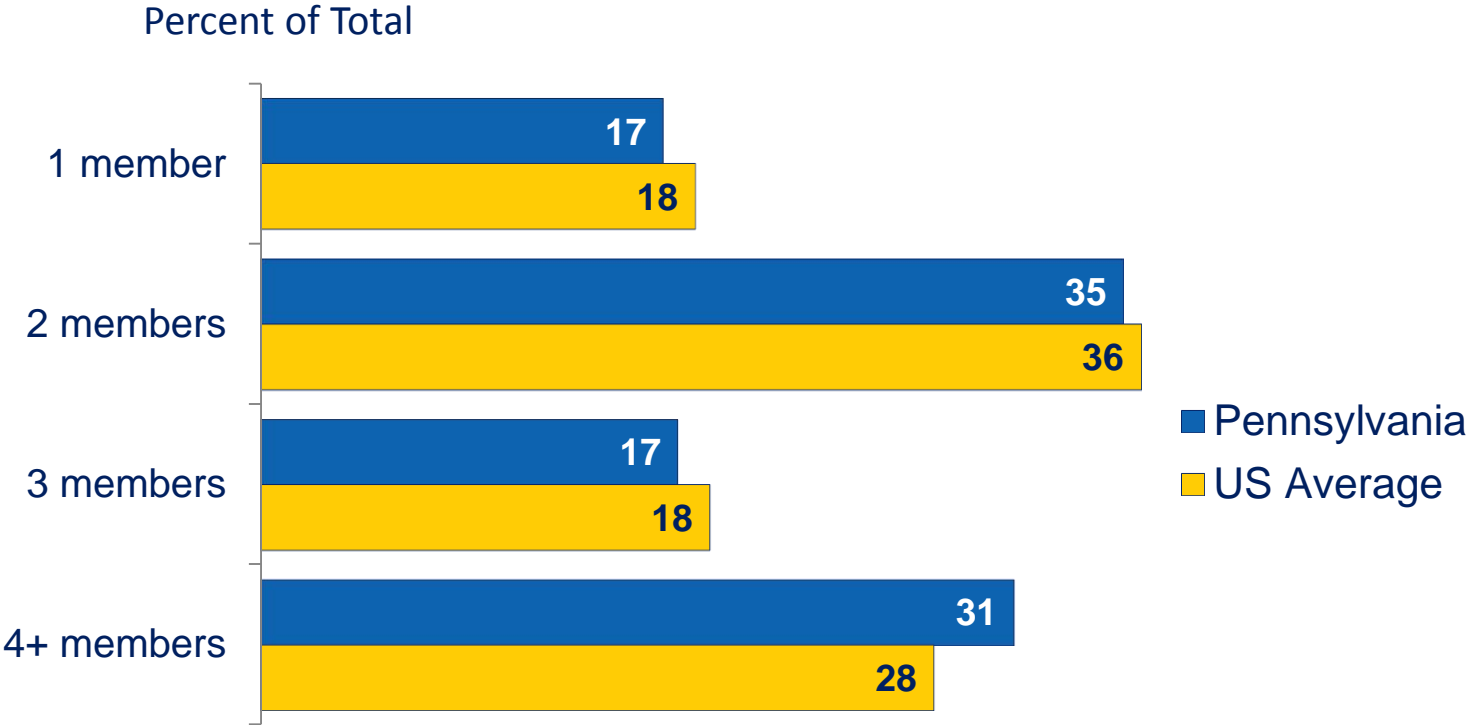
Base: Marketable Overnight Trips



# Household Size



Base: Marketable Overnight Trips

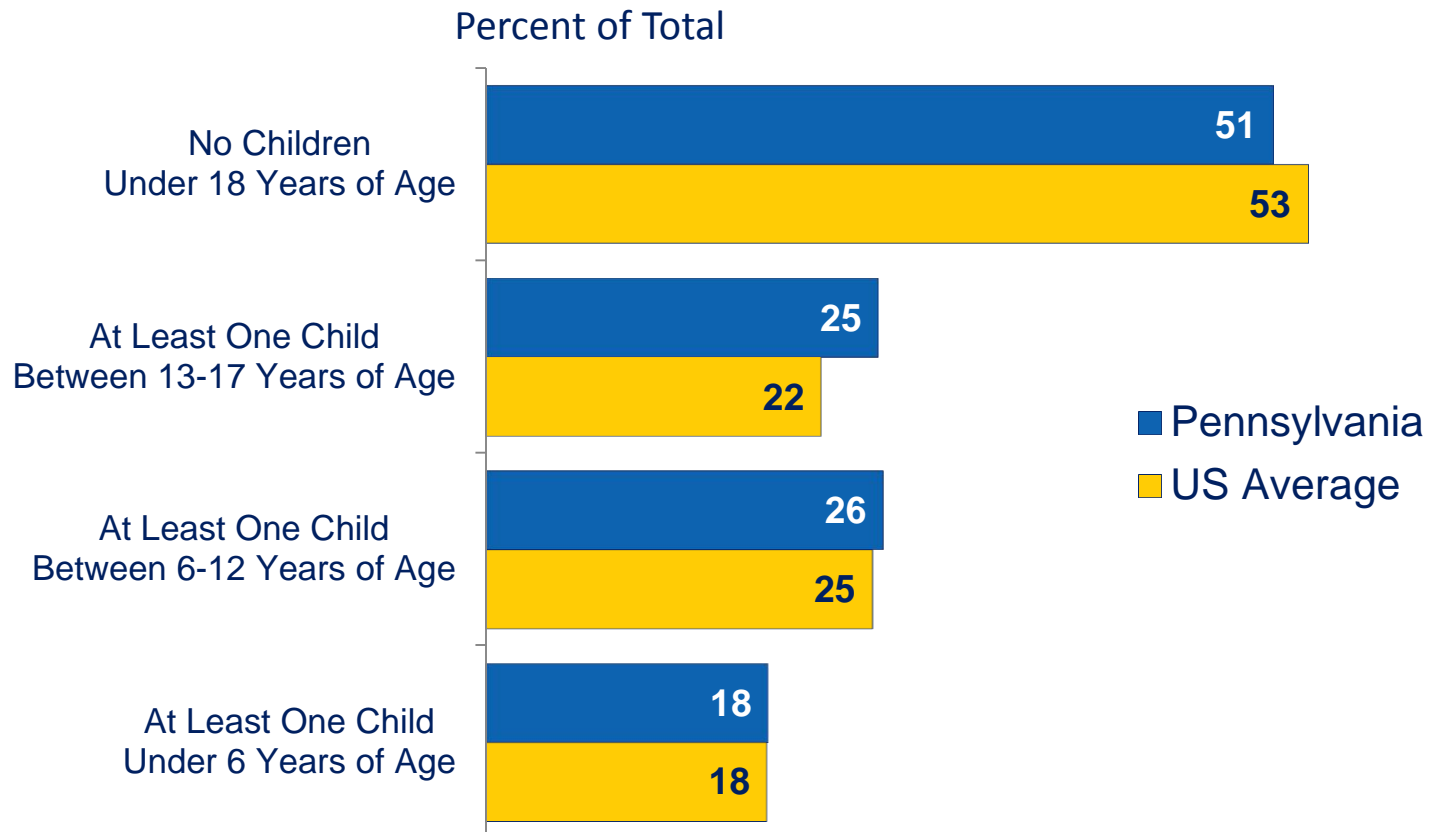


	<u>Pennsylvania</u>	<u>United States</u>
Average Household Size:	3.0	2.8

# Presence of Children in Household



Base: Marketable Overnight Trips

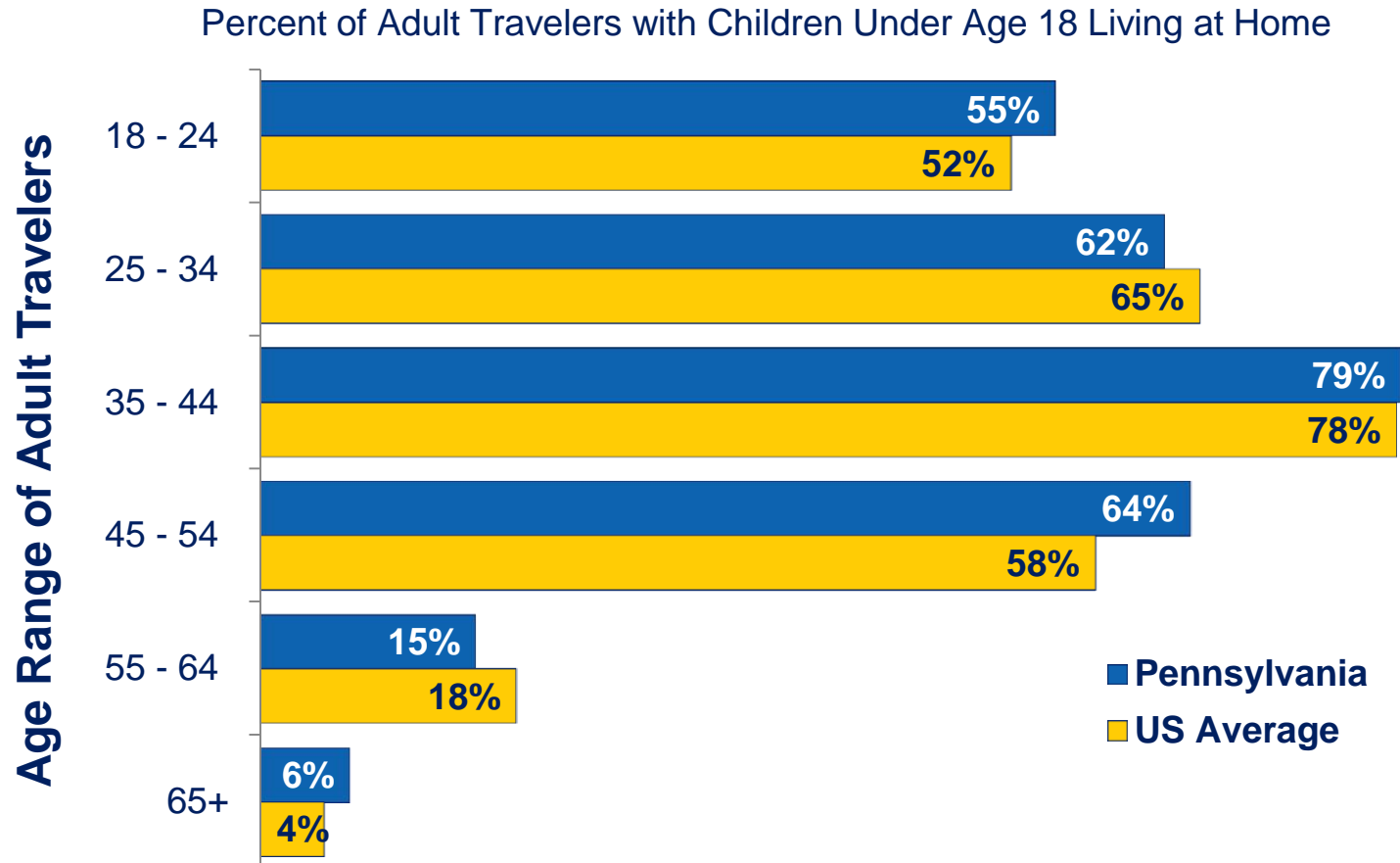




# Presence of Children in Household by Age of Adult Traveler



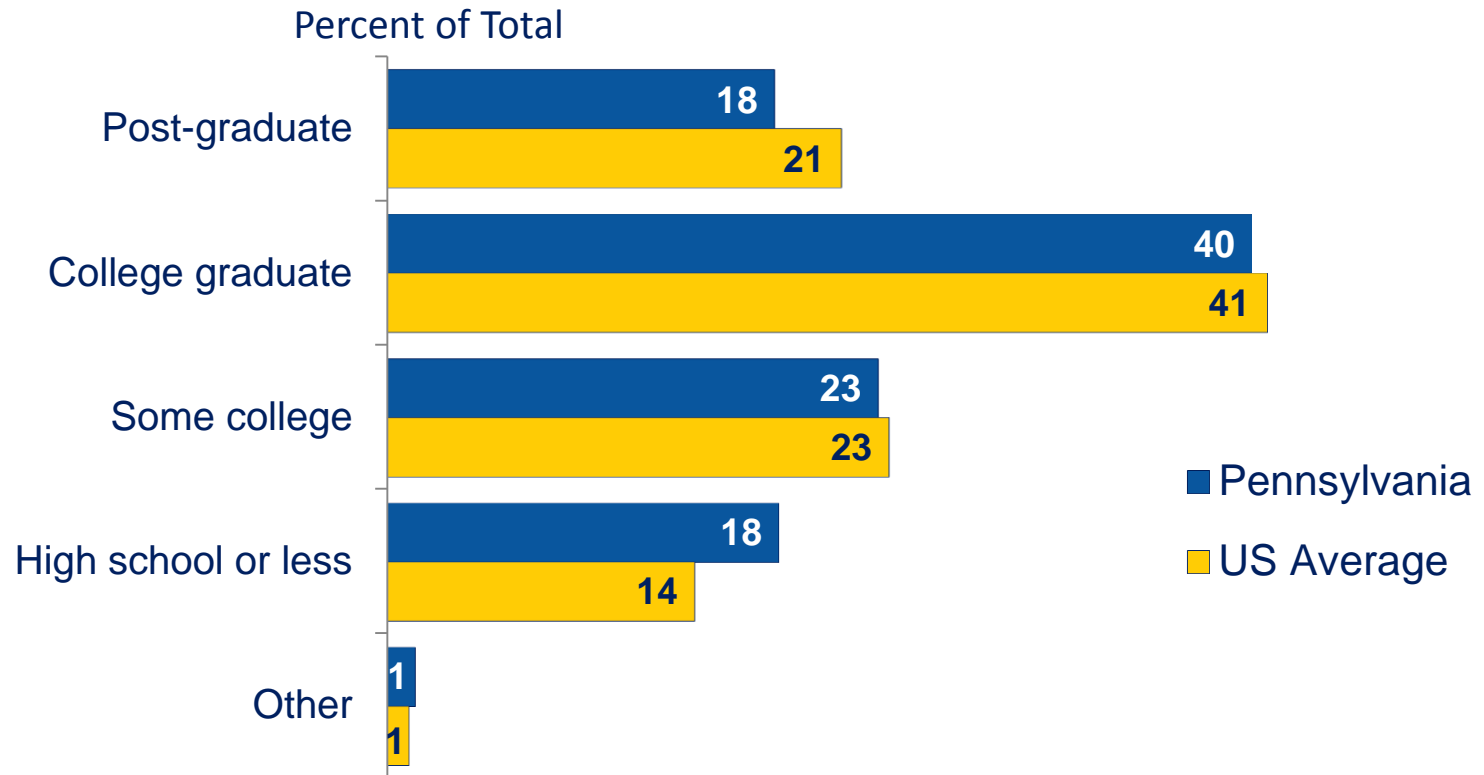
Base: Marketable Overnight Trips



# Education



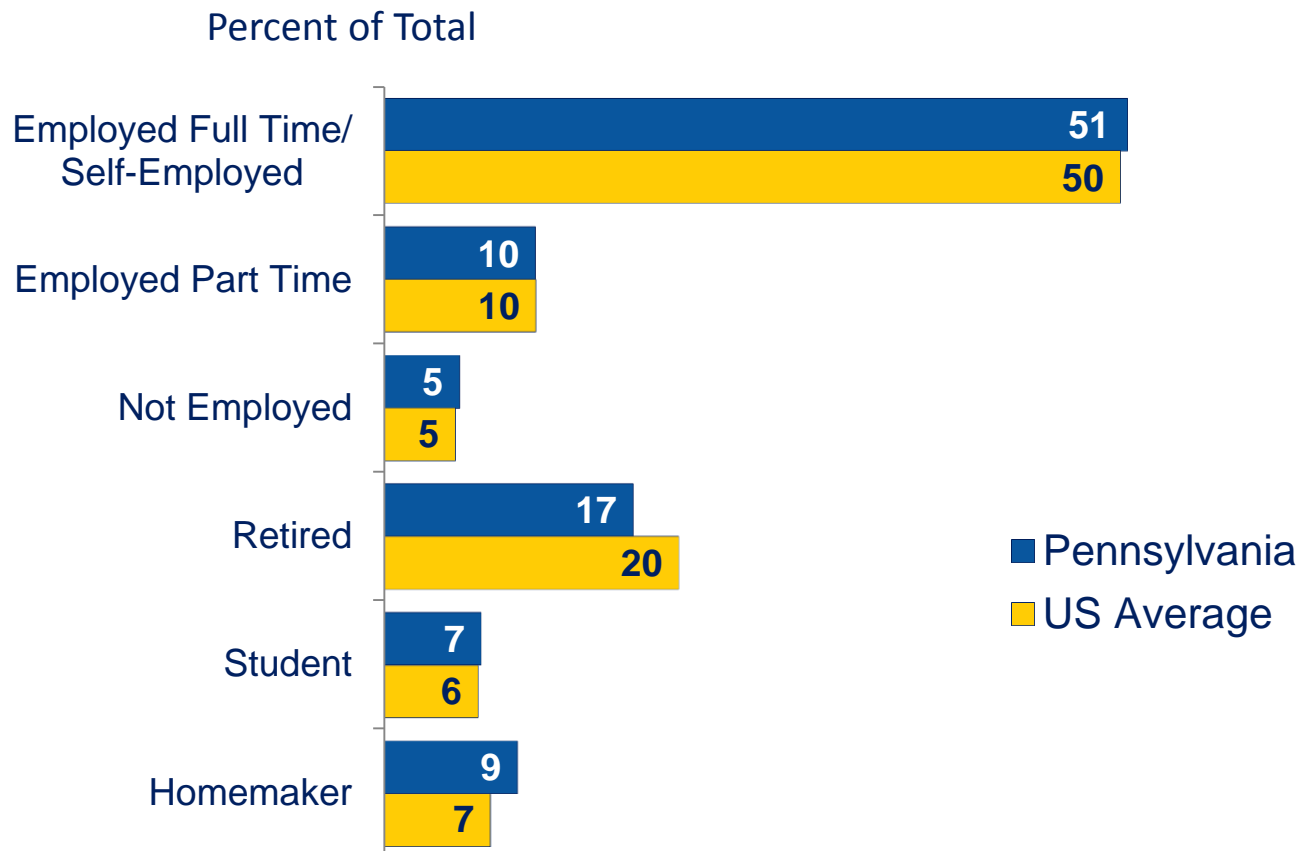
Base: Marketable Overnight Trips



# Employment



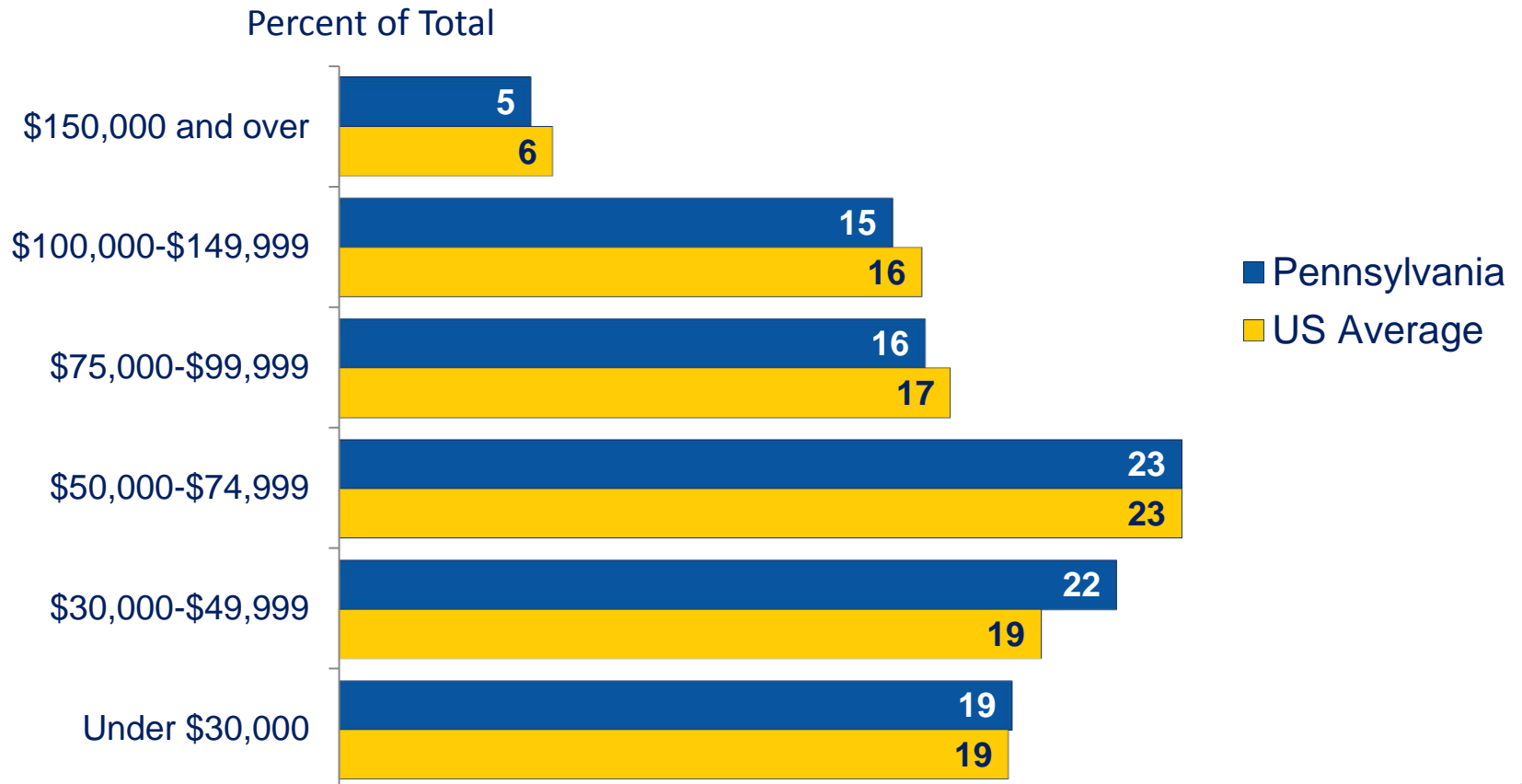
Base: Marketable Overnight Trips



# Income



Base: Marketable Overnight Trips



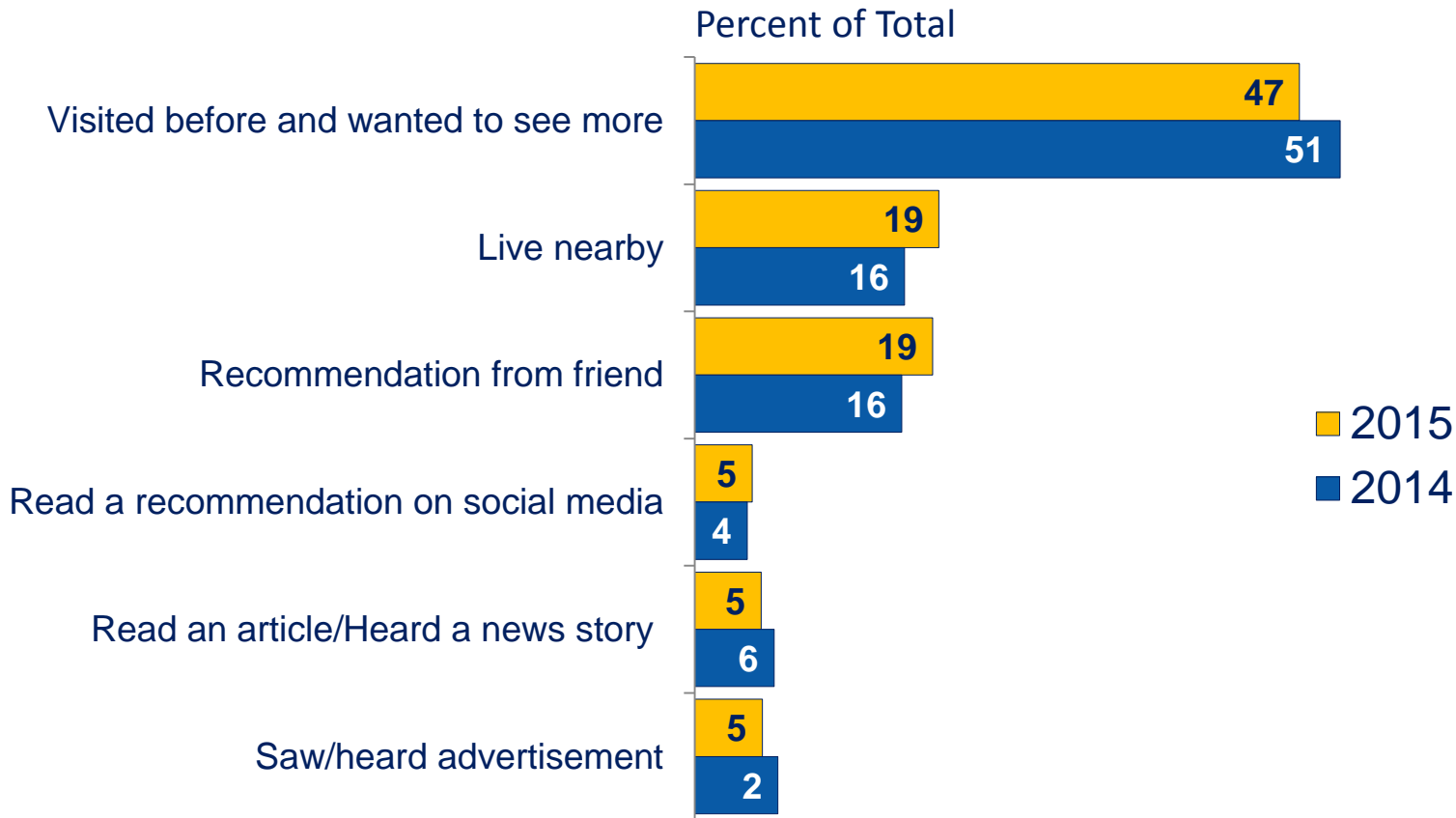
# **Trip Planning & Booking**

## **2015 Marketable Overnight Trips**

# Main Reason for Choosing Pennsylvania



Base: Marketable Overnight Trips

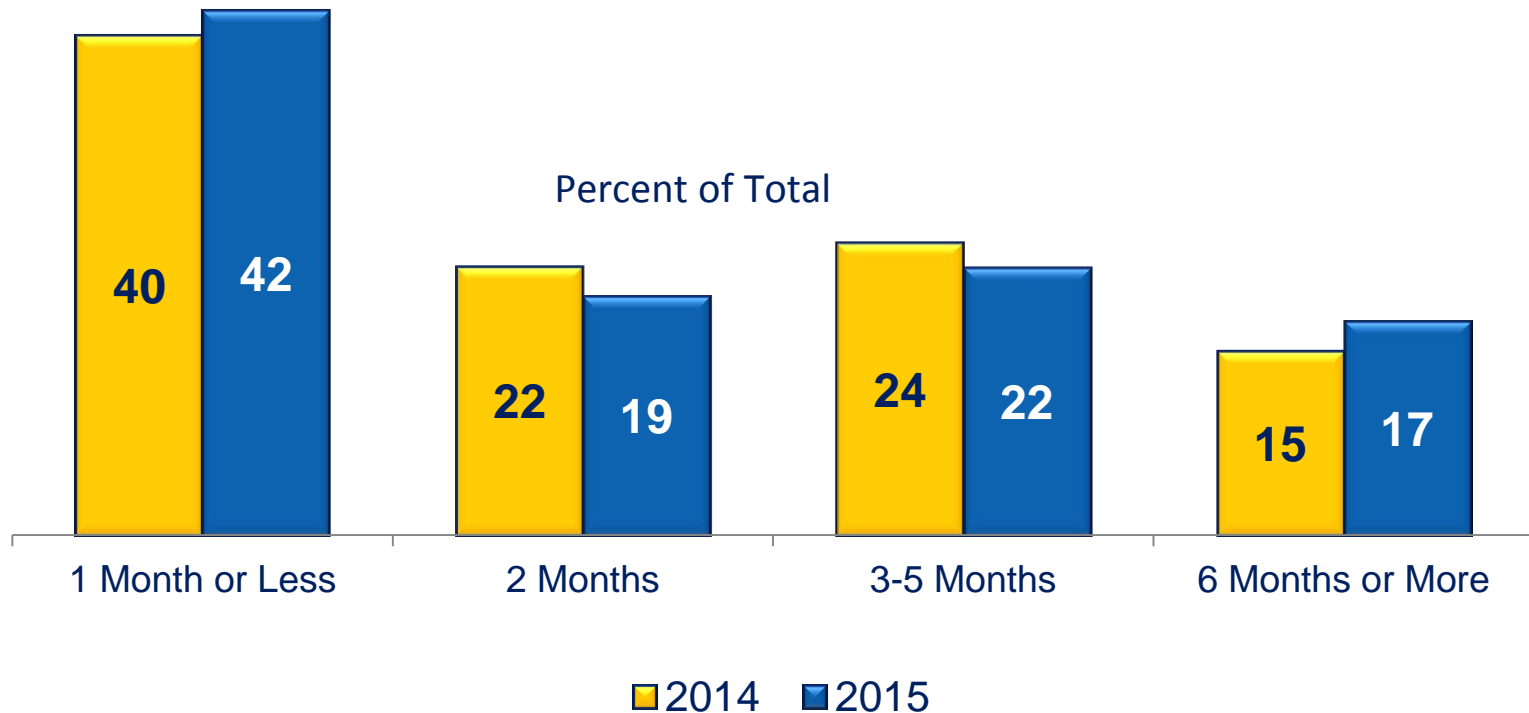


# Pennsylvania 2015 Trip Planning Horizon



Base: Marketable Overnight Trips

*As in prior years, the planning horizon was relatively short for most travelers to Pennsylvania, with over 60% planning their trip within two months of their departure date.*

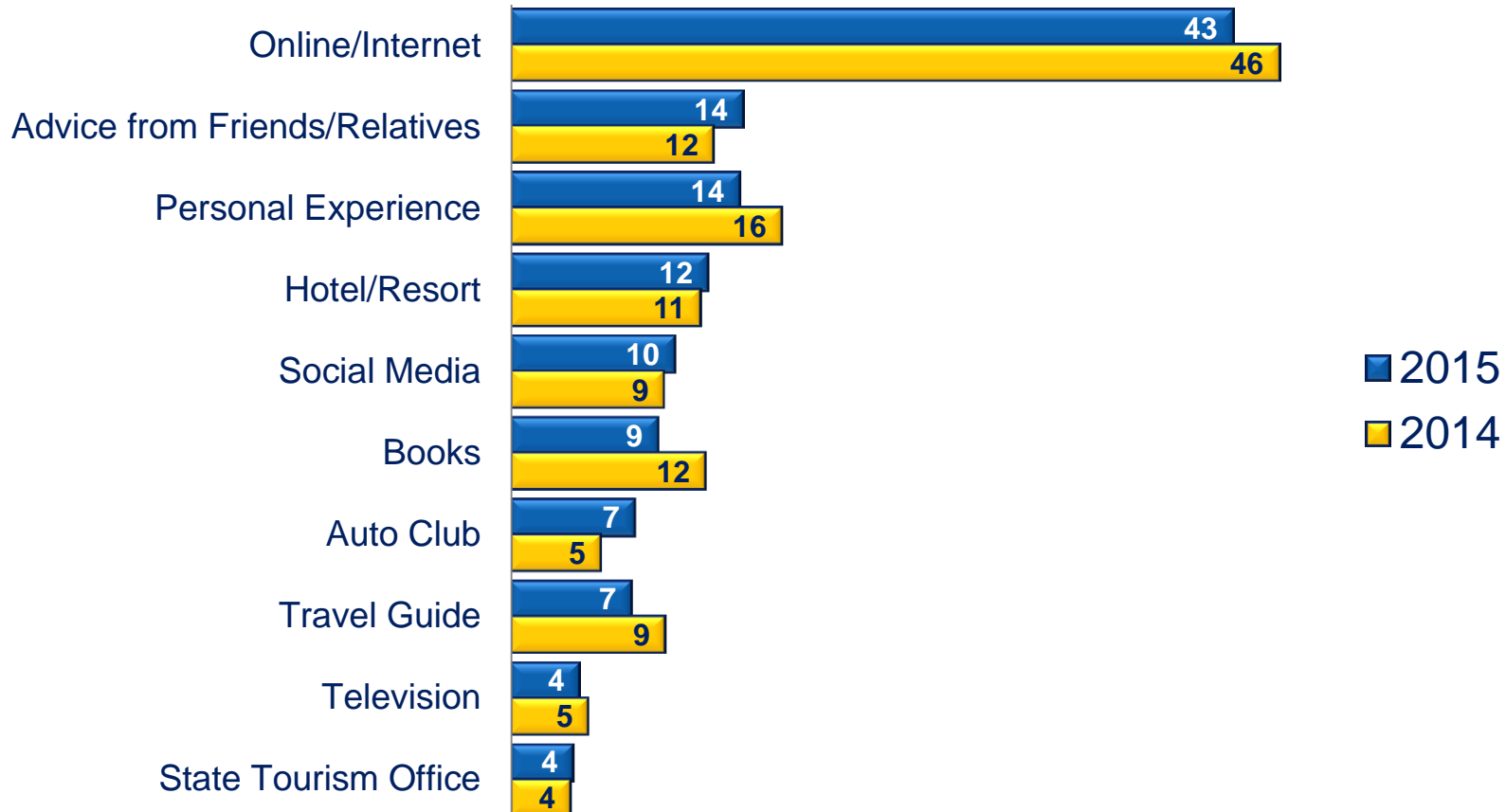


# Information Sources Used for Planning the Trip



Base: Marketable Overnight Trips

Percent of Total

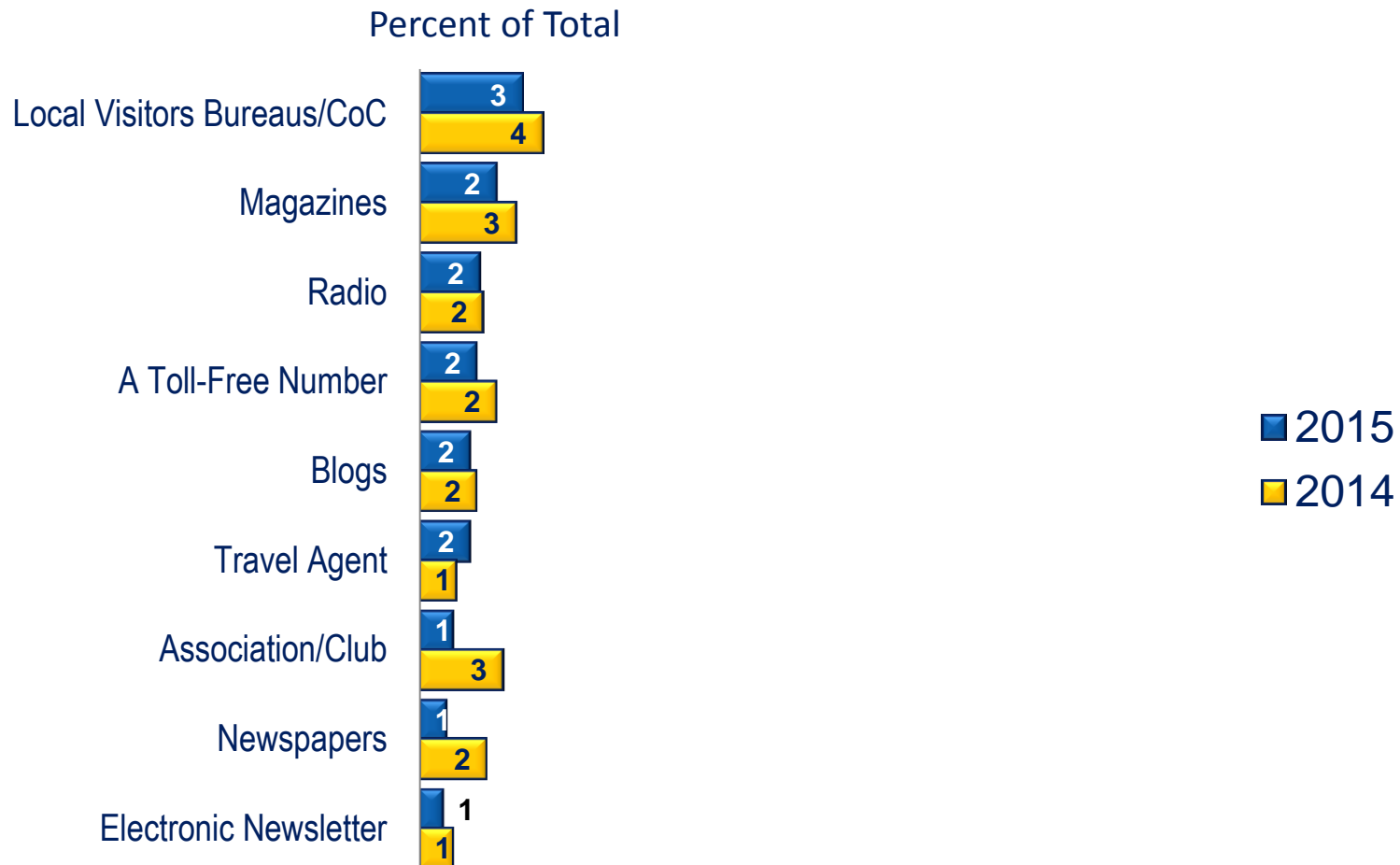




# Information Sources Used for Planning the Trip (cont'd)



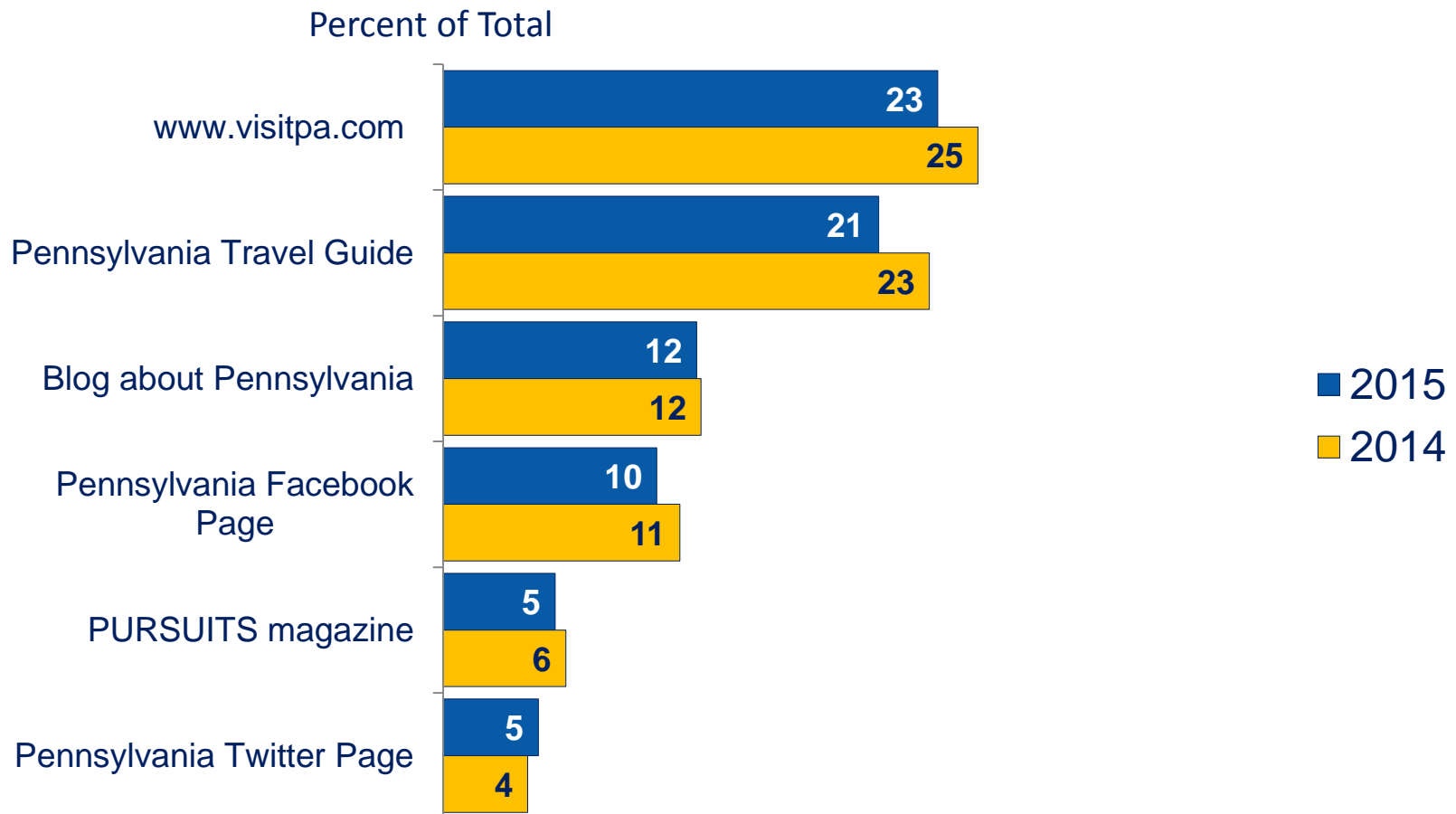
Base: Marketable Overnight Trips



# Use of Pennsylvania Tourism Office Trip Planning Tools



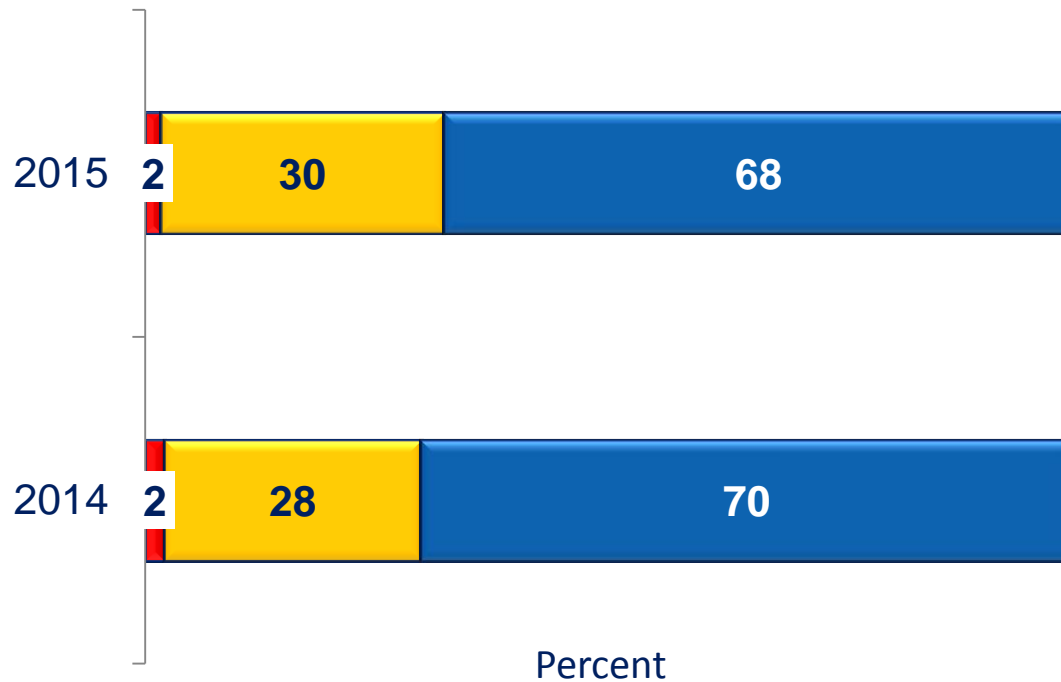
Base: Marketable Overnight Trips



# www.visitpa.com Usefulness



Base: Marketable Overnight Trips

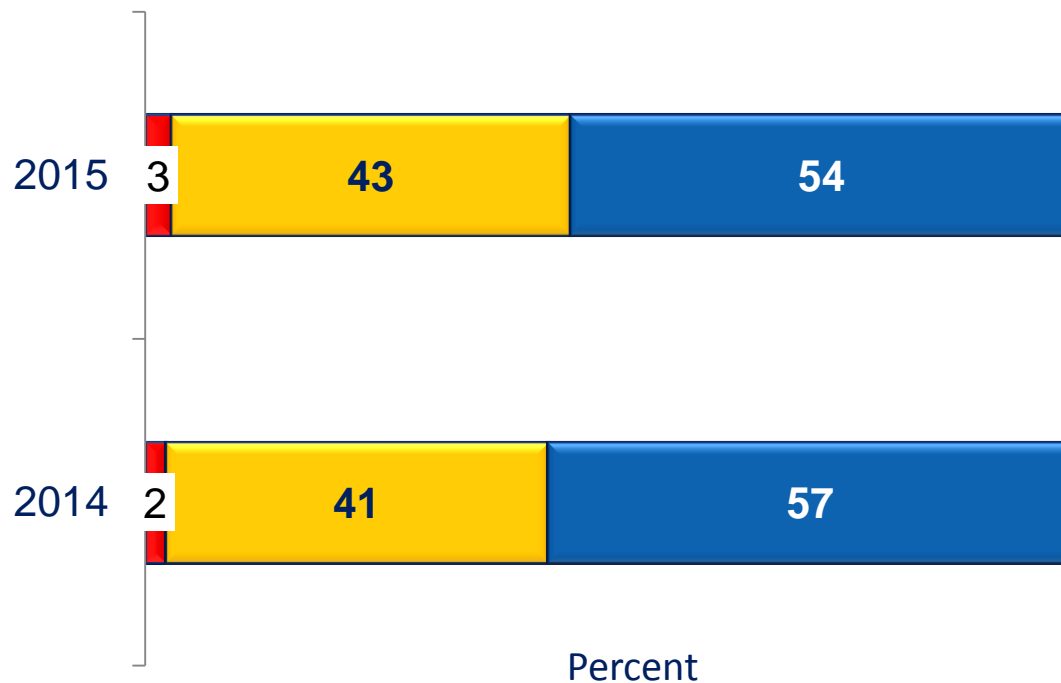


**3-Pt. Scale:** ■ Not Very Useful    ■ Somewhat Useful    ■ Very Useful

# Pennsylvania Travel Guide Usefulness



Base: Marketable Overnight Trips



**3-Pt. Scale:**

■ Not Very Useful

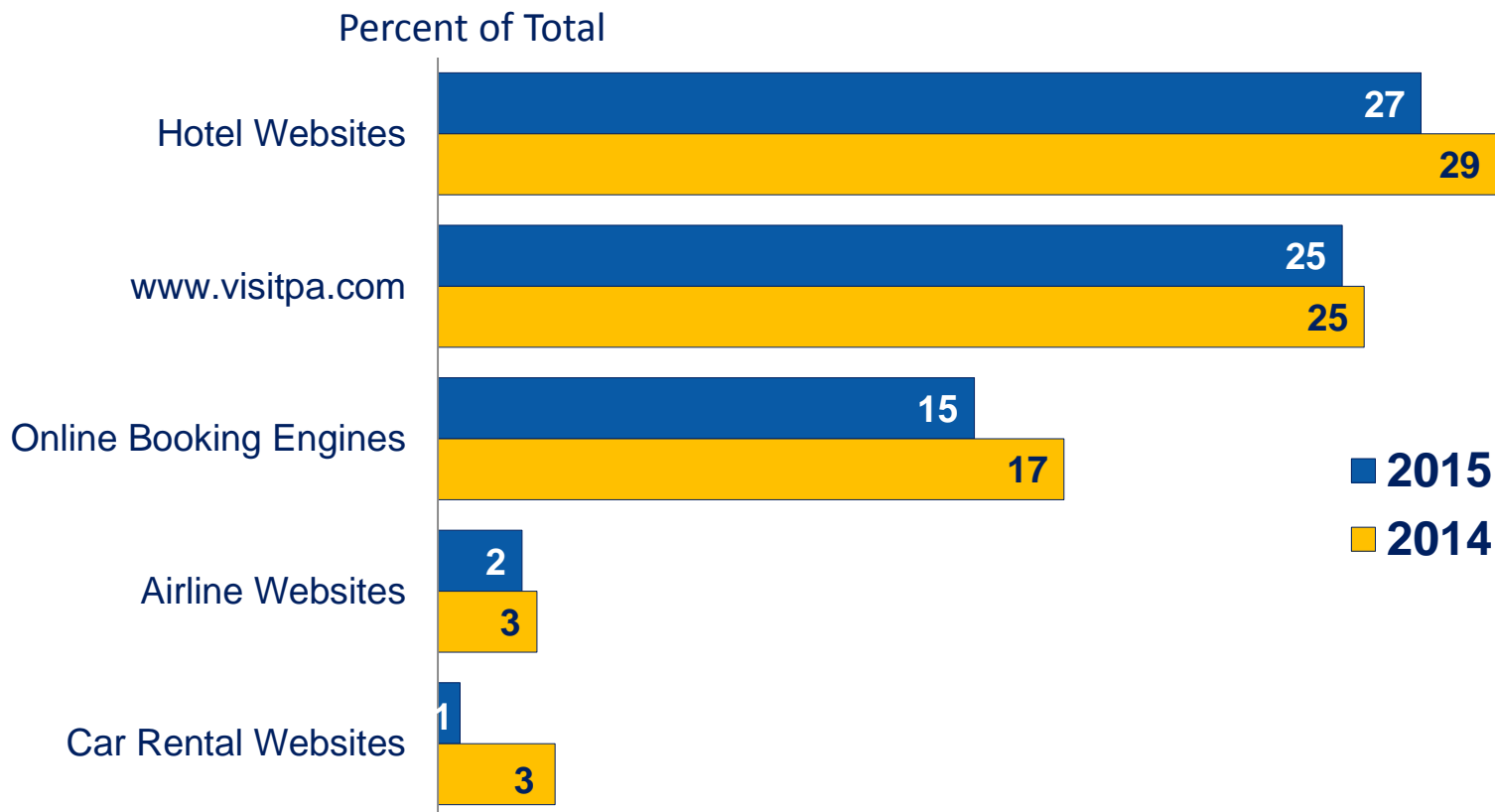
■ Somewhat Useful

■ Very Useful

# Websites Used for Planning Pennsylvania Trip



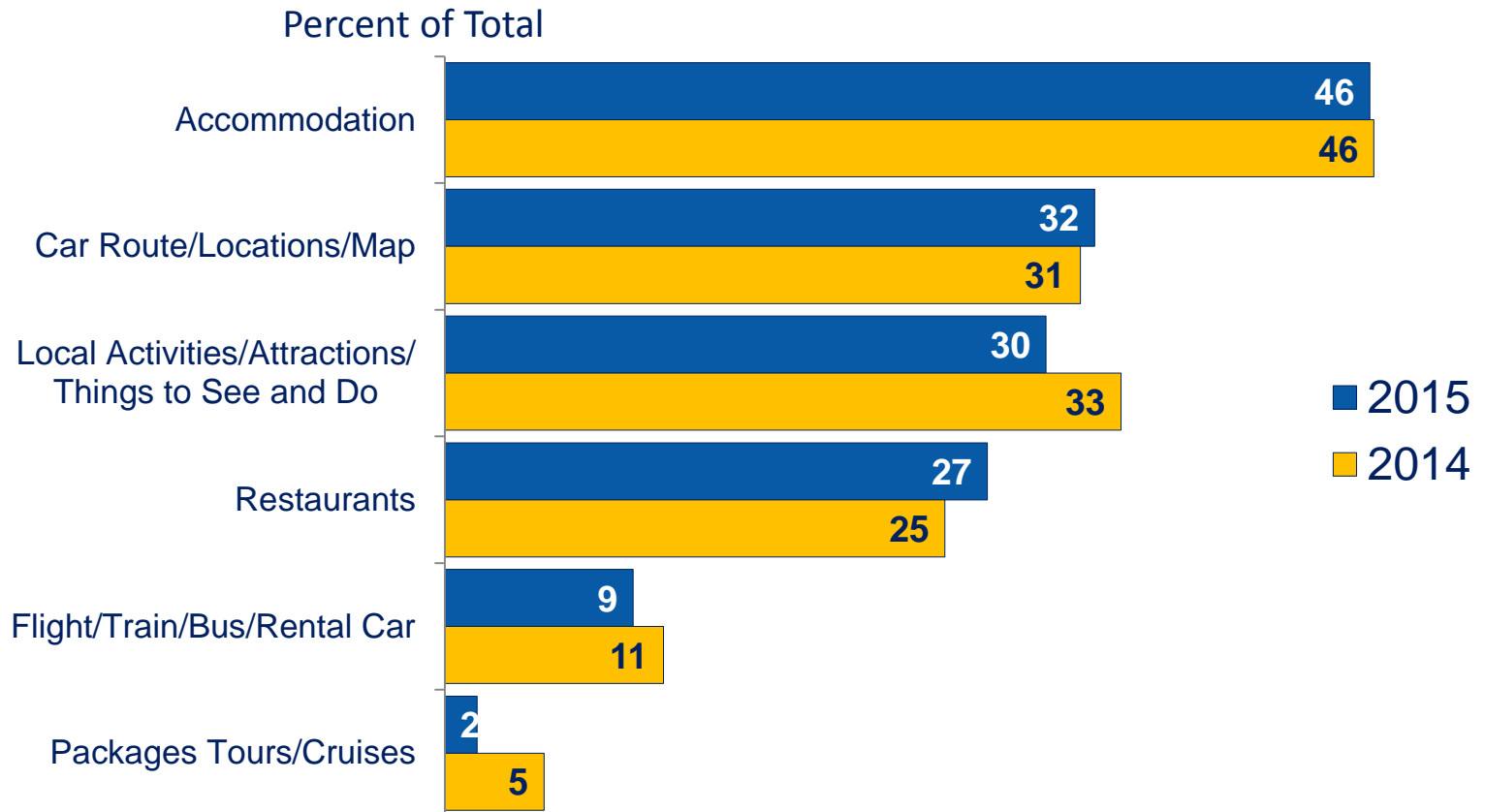
Base: Marketable Overnight Trips



# Trip Elements Planned Using Internet



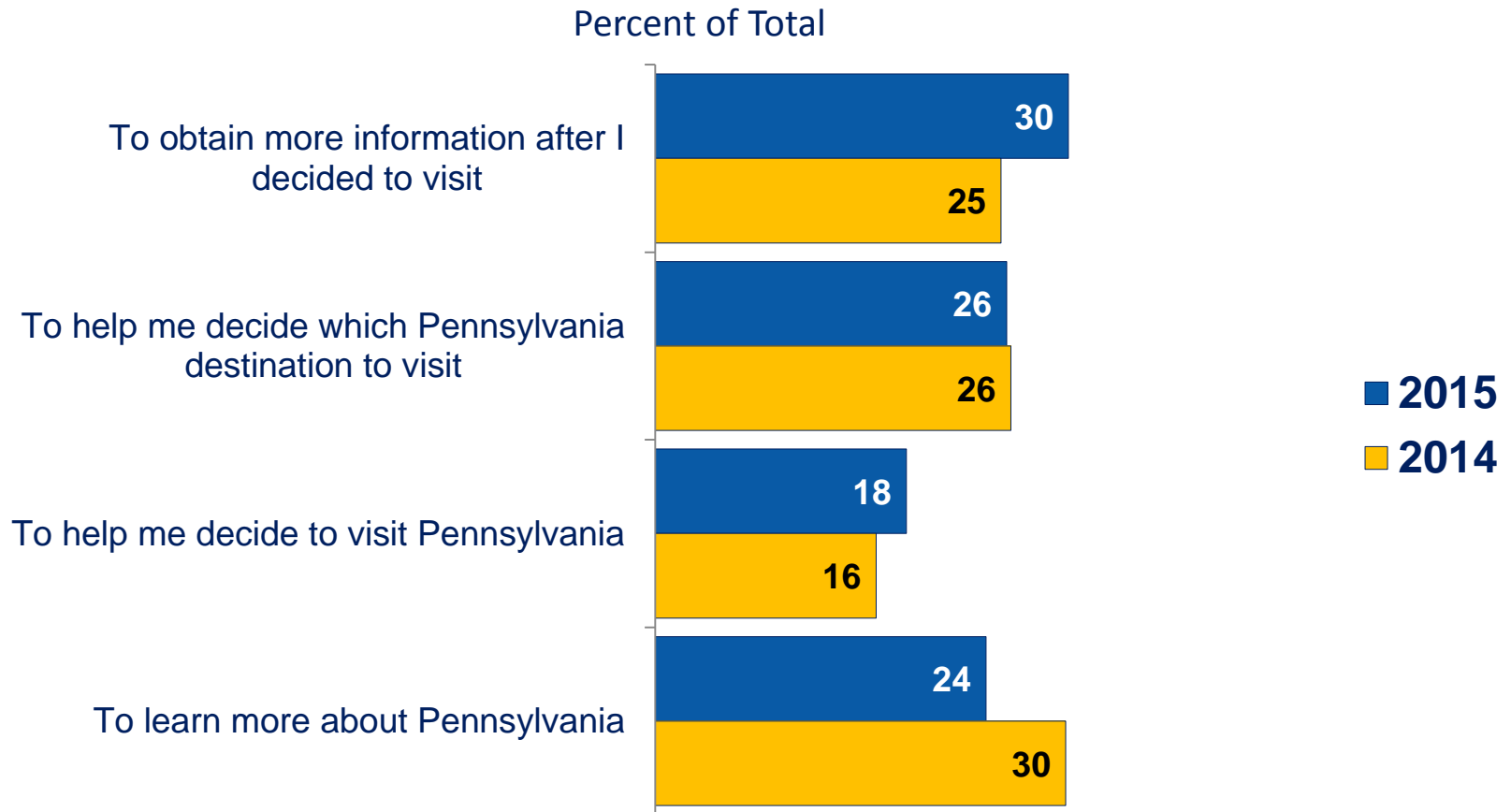
Base: Marketable Overnight Trips



# Reasons for Visiting [www.visitpa.com](http://www.visitpa.com)



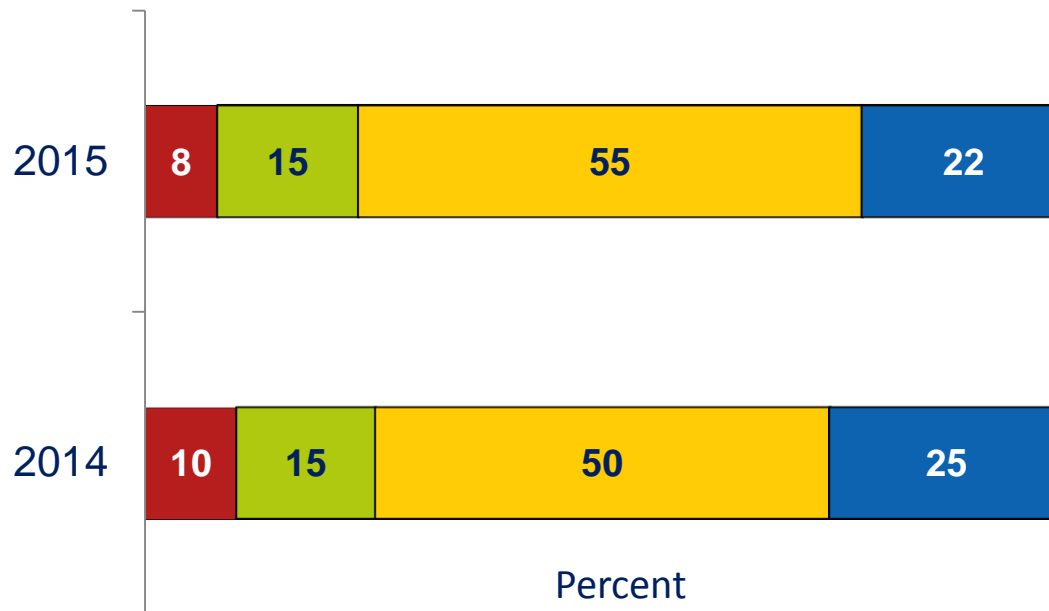
Base: Marketable Overnight Trips



# [www.visitpa.com](http://www.visitpa.com) Influence on Planning



Base: Marketable Overnight Trips



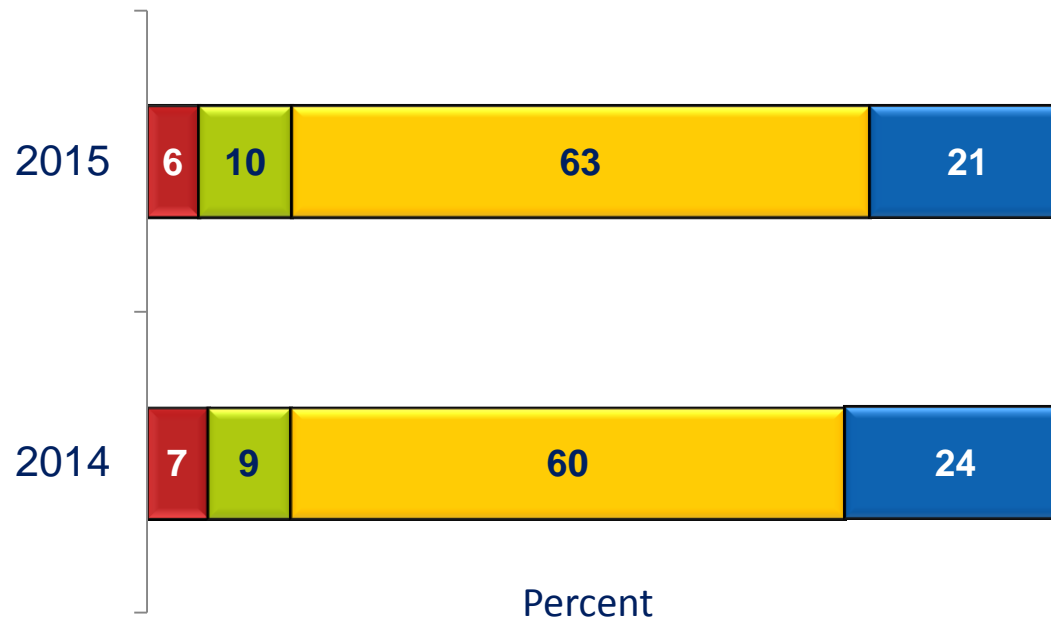
4-Pt. Scale: ■ No Influence ■ Very little Influence ■ Some Influence ■ Large Influence



# [www.visitpa.com](http://www.visitpa.com) Influence on Visitation



Base: Marketable Overnight Trips

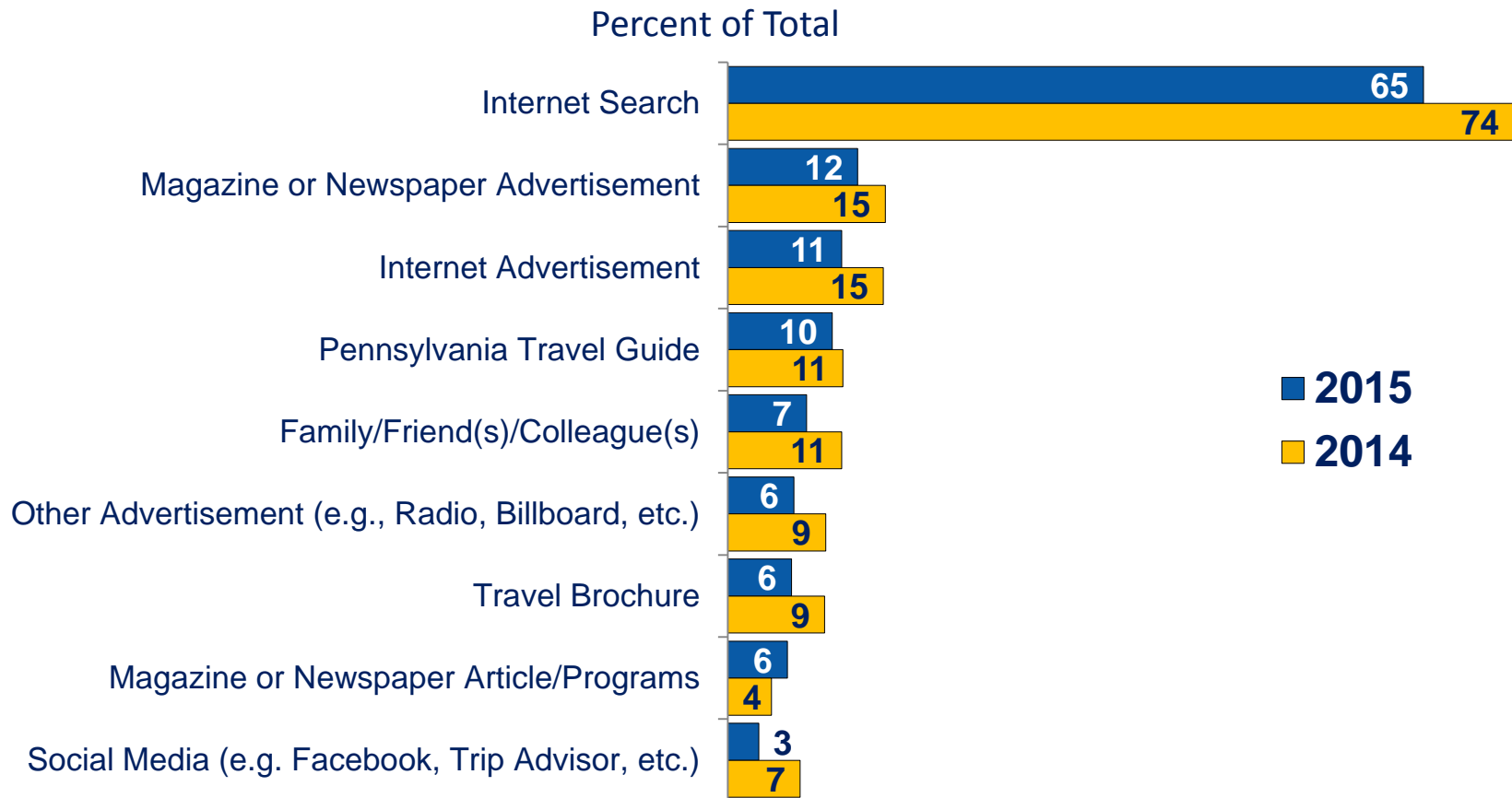


4-Pt. Scale: ■ No Influence ■ Very little Influence ■ Some Influence ■ Large Influence

# Channels to www.visitpa.com



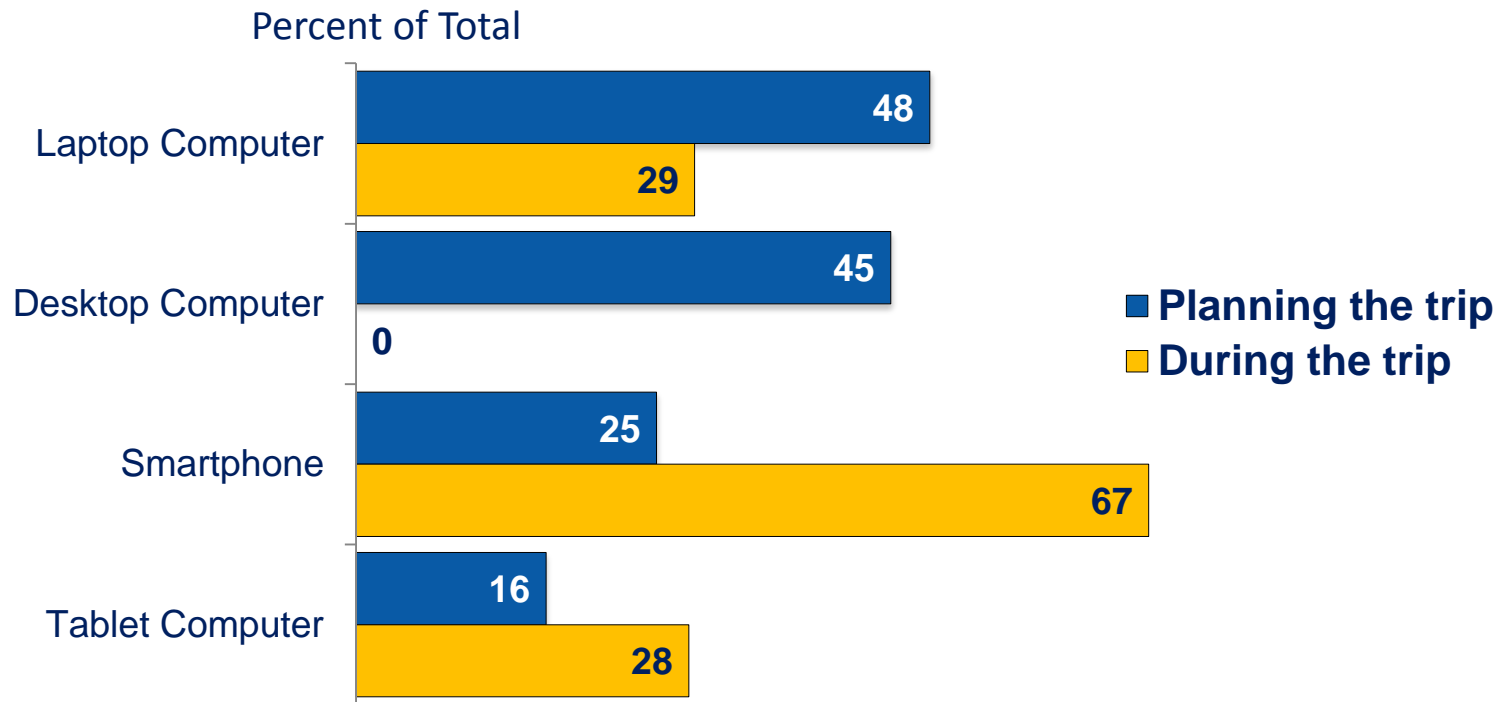
Base: Marketable Overnight Trips



# Technology Used by Travelers



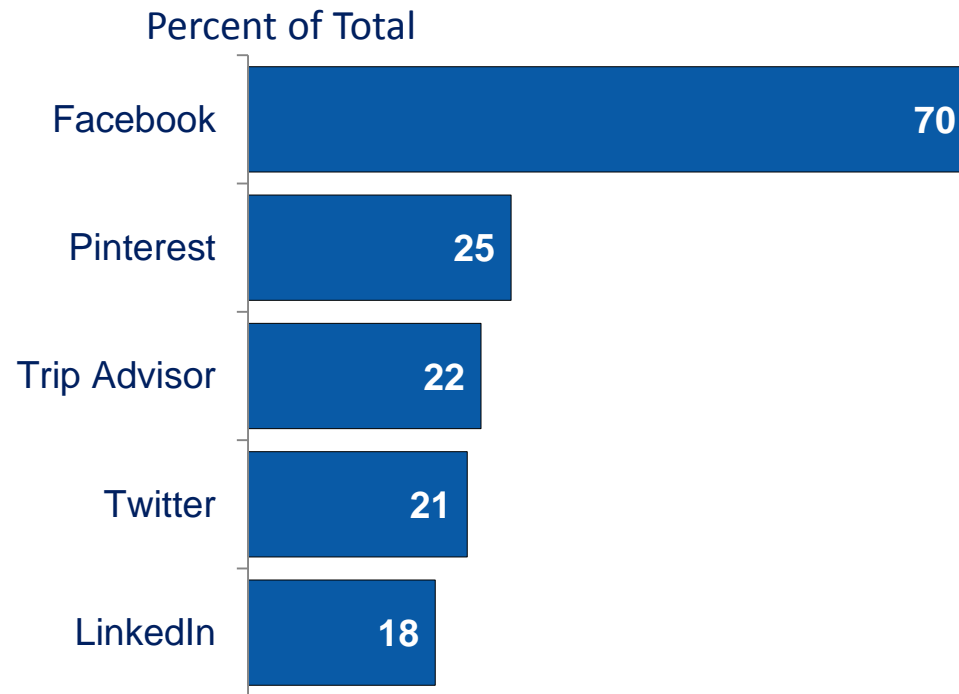
Base: Marketable Overnight Trips



# Social Media Channels Used by Travelers



Base: Marketable Overnight Trips



# Online Social Media Use by Travelers



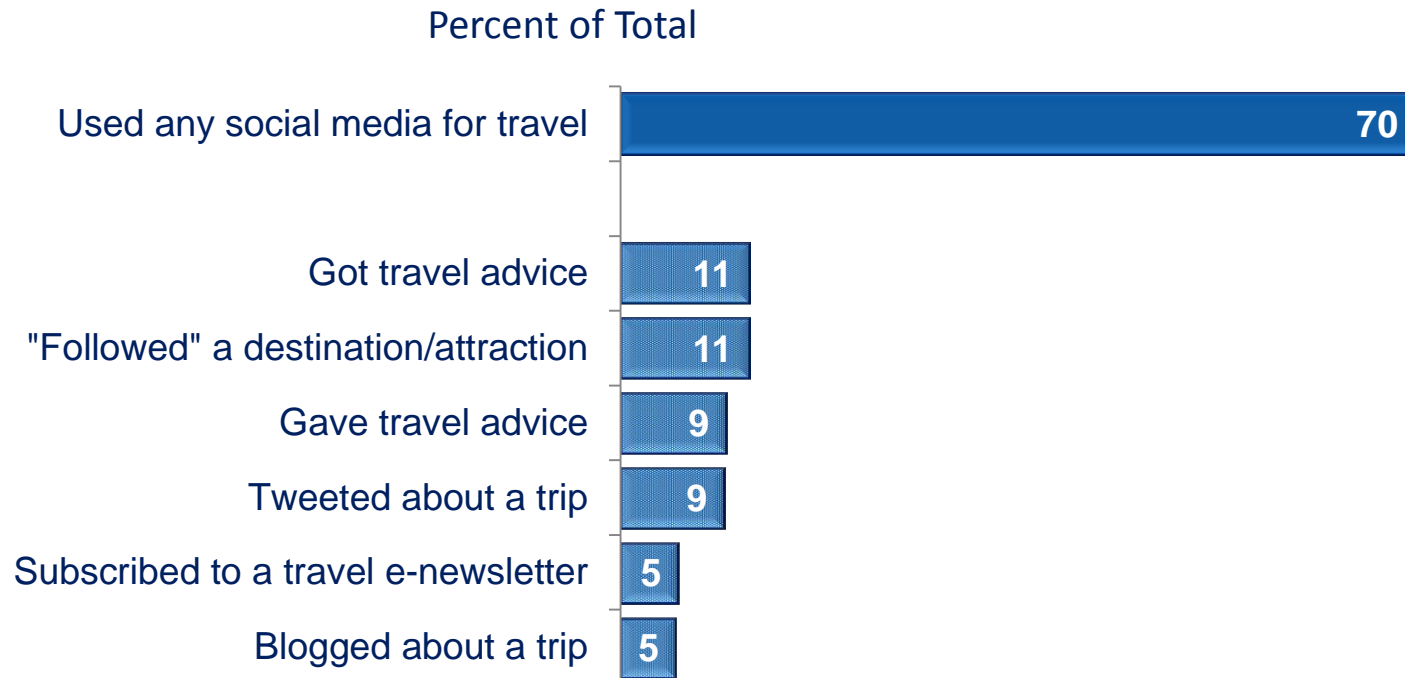
Base: Marketable Overnight Trips



# Online Social Media Use by Travelers (cont'd)



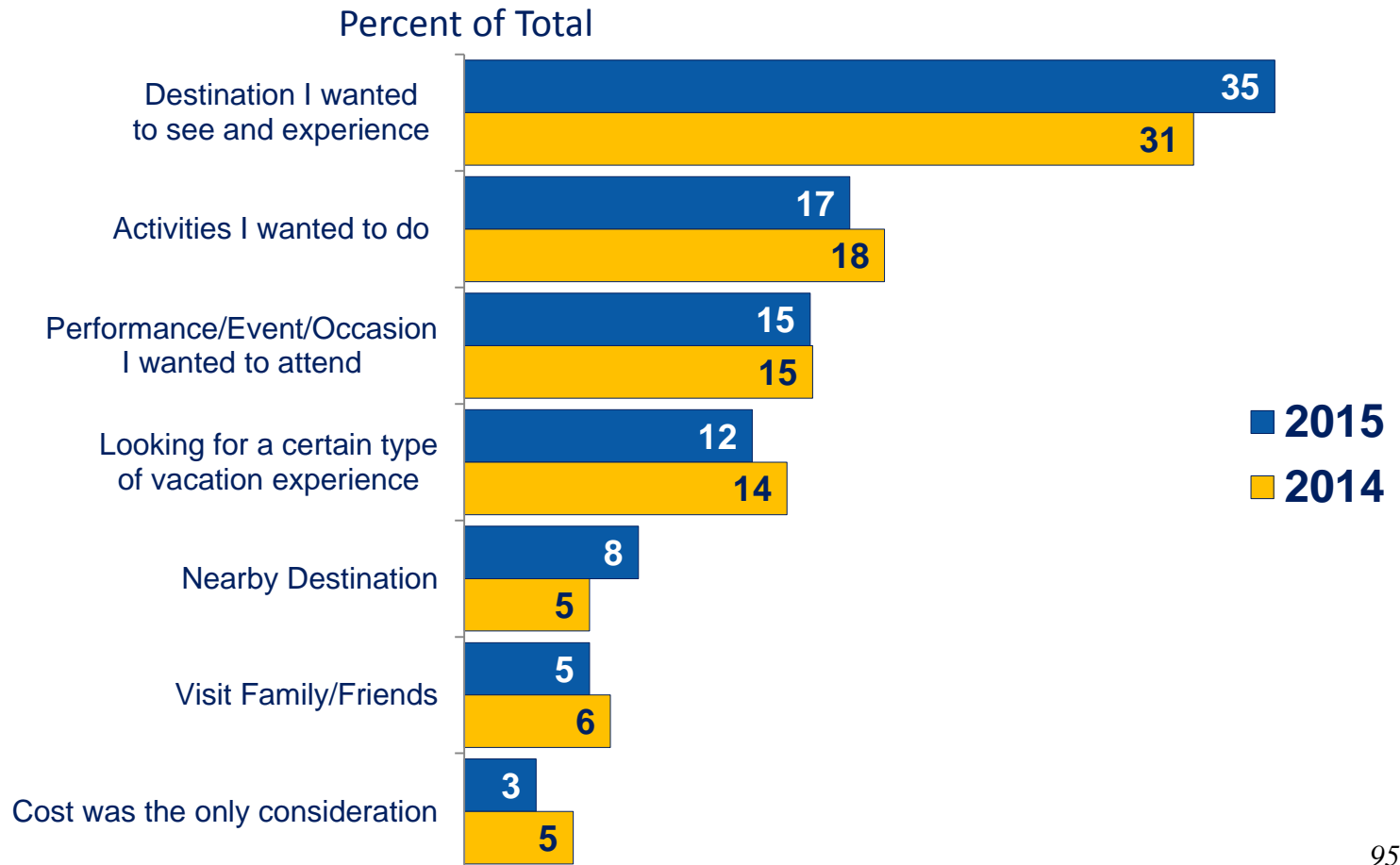
Base: Marketable Overnight Trips



# Planning Considerations Beyond Cost



Base: Marketable Overnight Trips

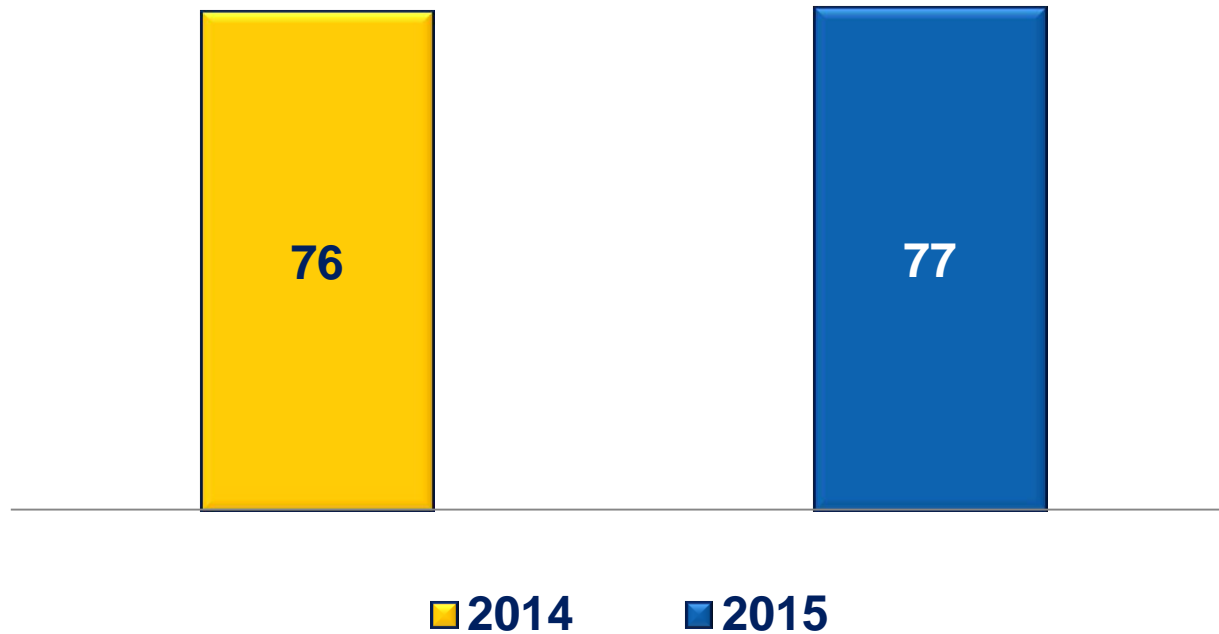


# Percent of Travelers Booking In Advance



Base: Marketable Overnight Trips

Percent of Total

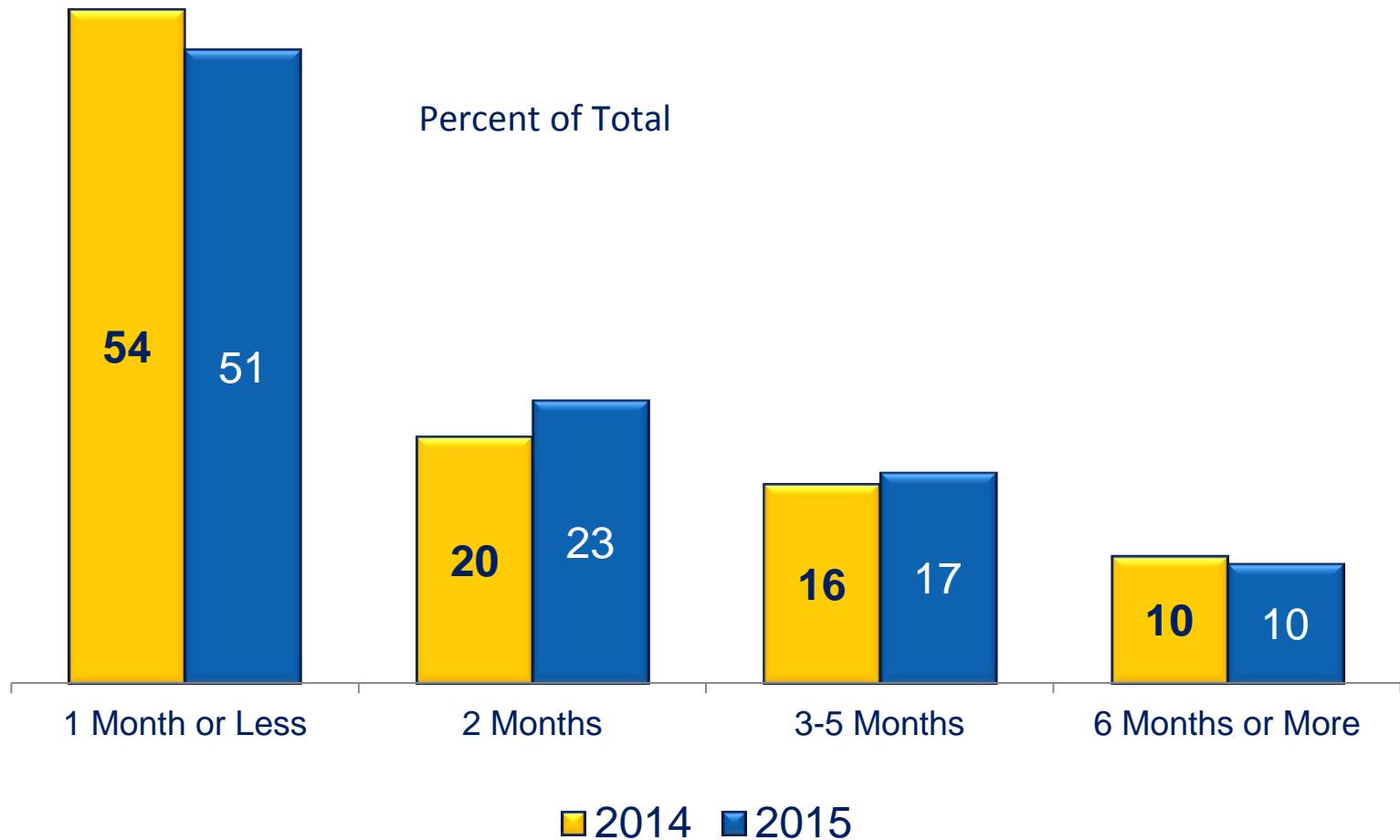




# Booking Cycle



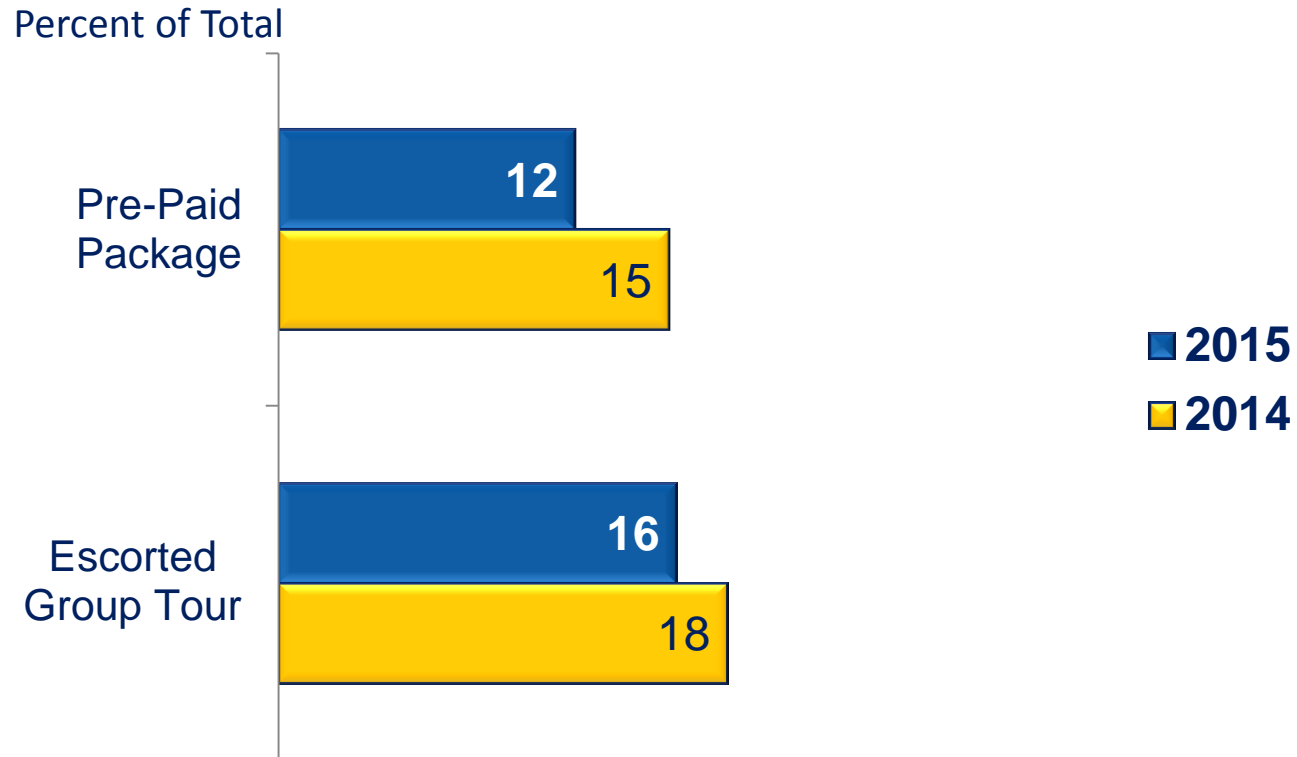
Base: Marketable Overnight Trips



# Use of Vacation Packages and Group Travel



Base: Marketable Overnight Trips



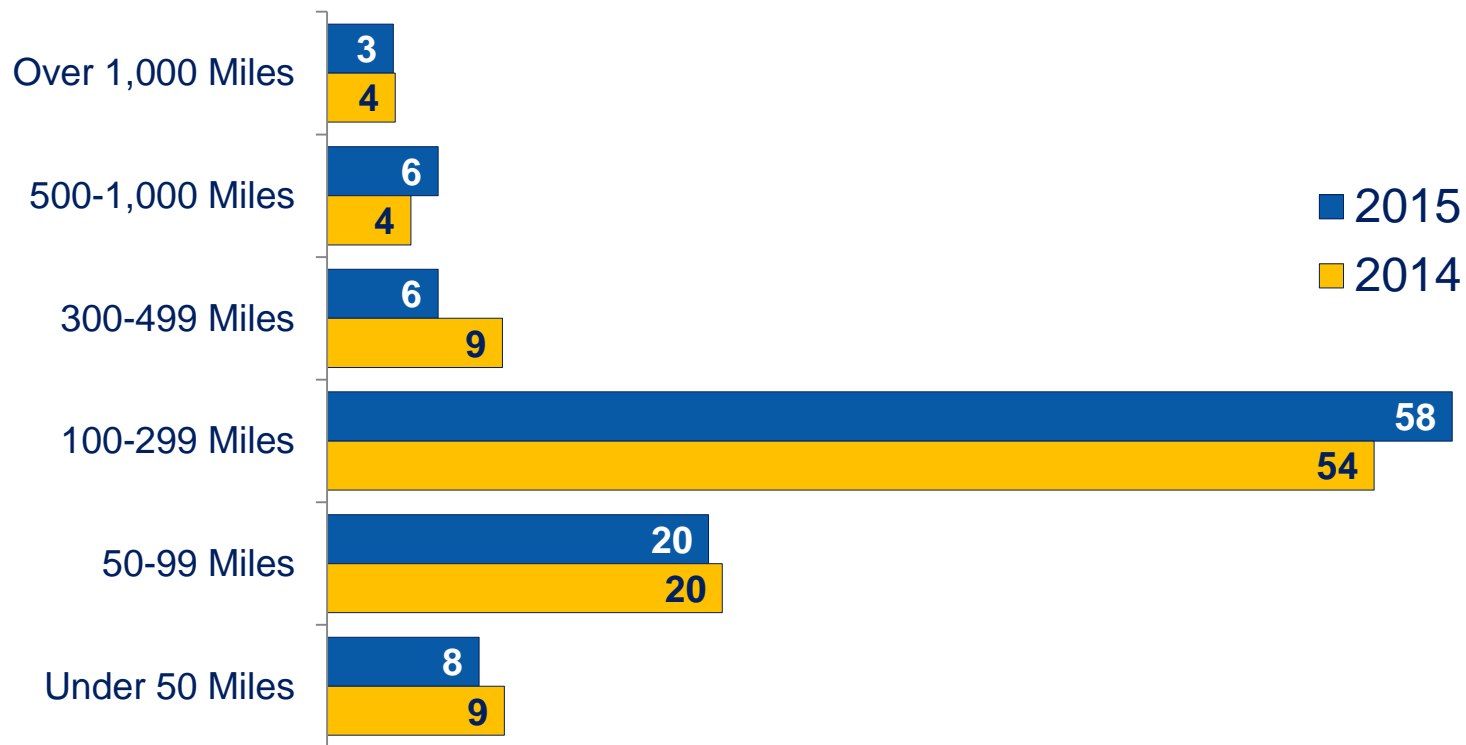
# **Trip Characteristics of Pennsylvania's Marketable Overnight Travelers**

# Distance Traveled to Pennsylvania



Base: Marketable Overnight Trips

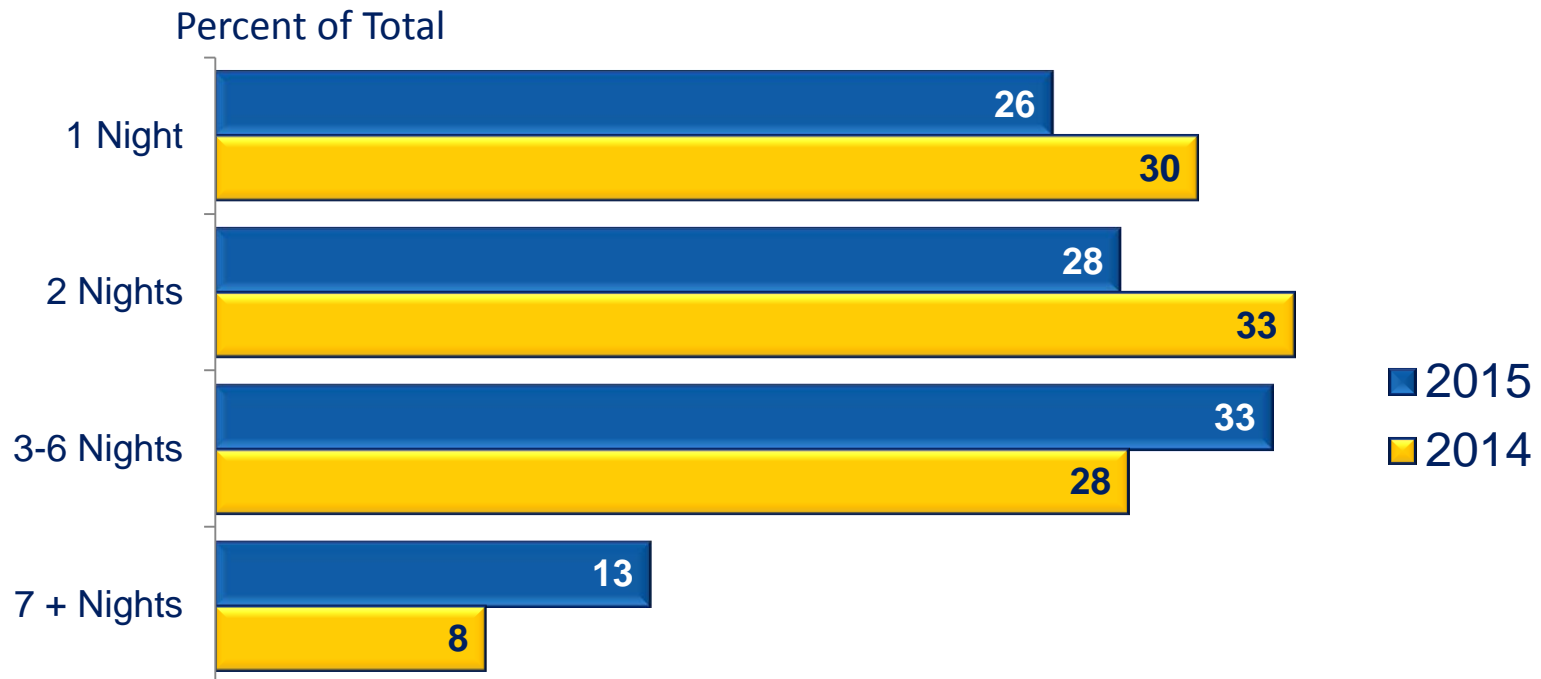
Percent of Total



# Total Nights Away From Home



Base: Marketable Overnight Trips

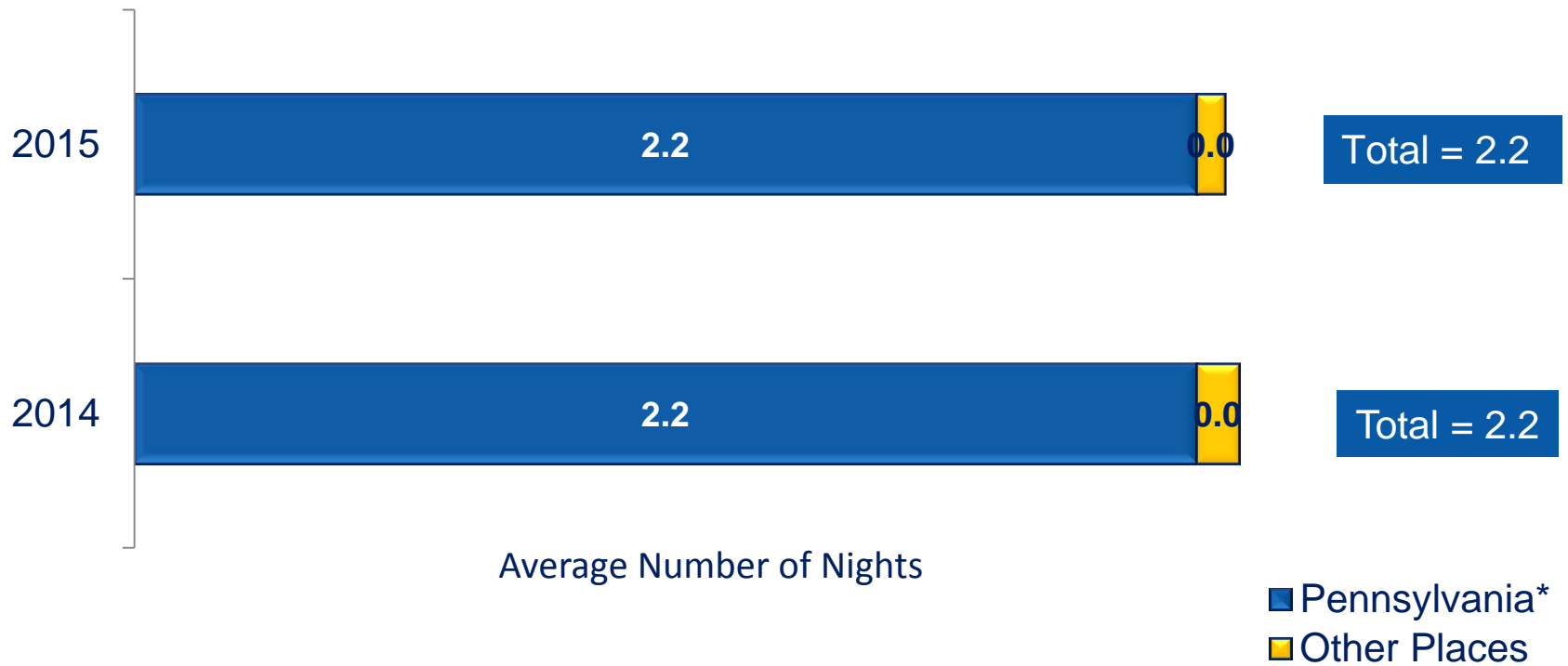


Average Number of Nights	2014	2015
	3.0	3.7

# Length of Stay



Base: Marketable Overnight Trips

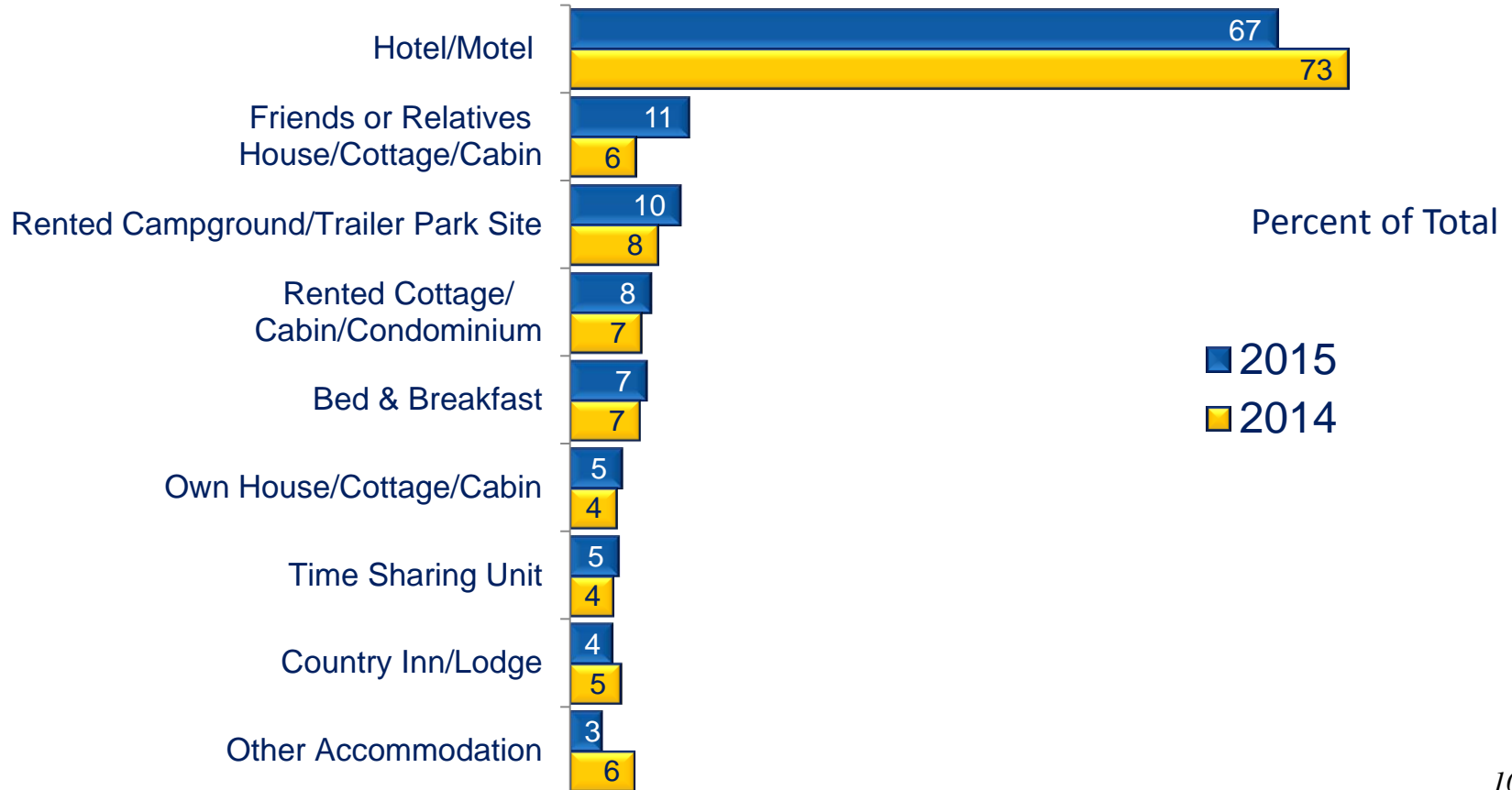


\* Those who spent at least one night anywhere in Pennsylvania

# Accommodations\*



Base: Marketable Overnight Trips

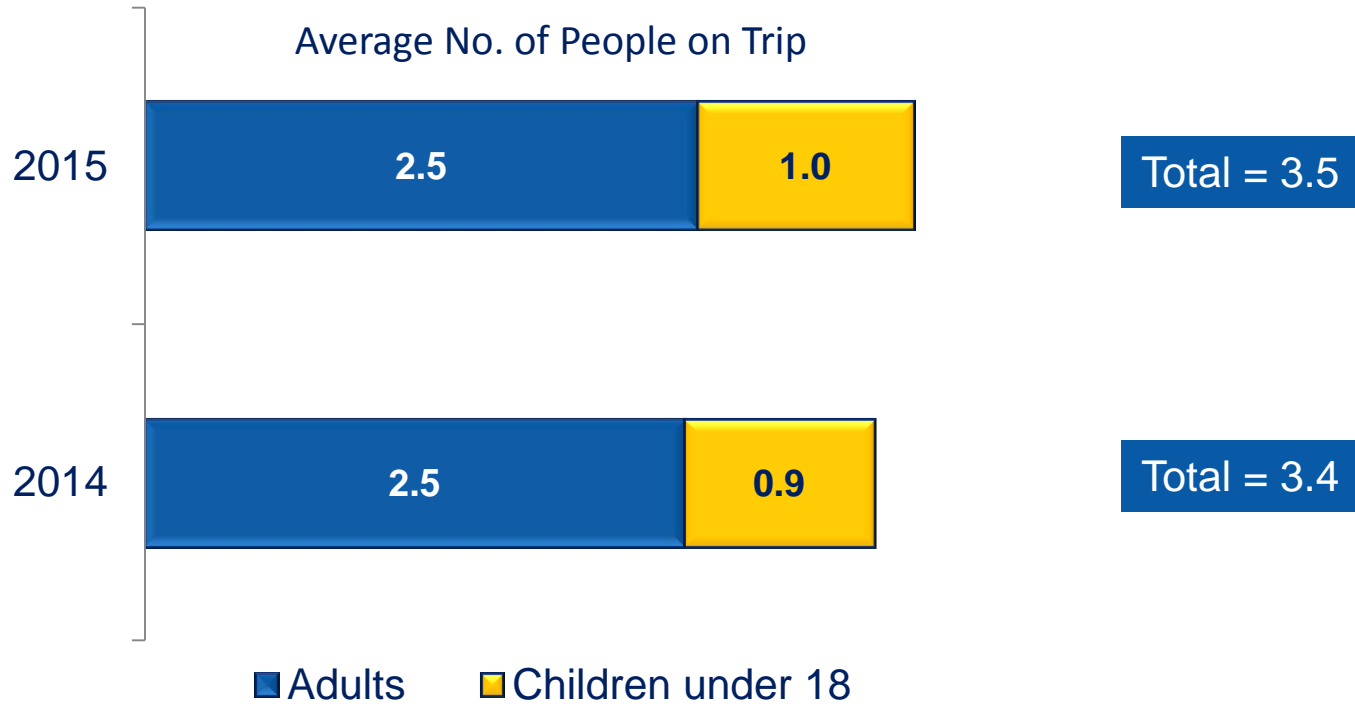


\* Percent of trip nights spent in each type of accommodation

# Size of Travel Party



Base: Marketable Overnight Trips



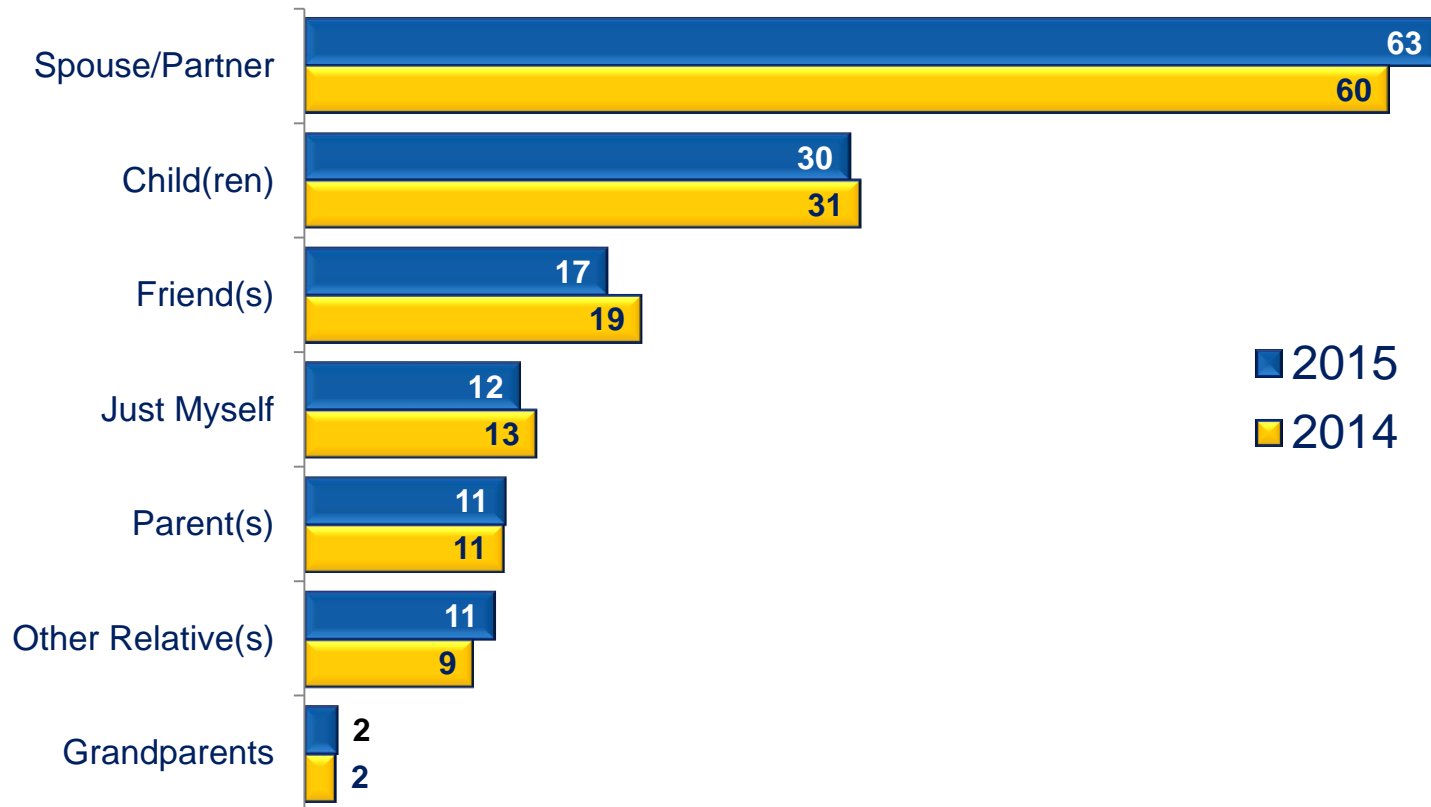


# Composition of Travel Party



Base: Marketable Overnight Trips

Percent of Total

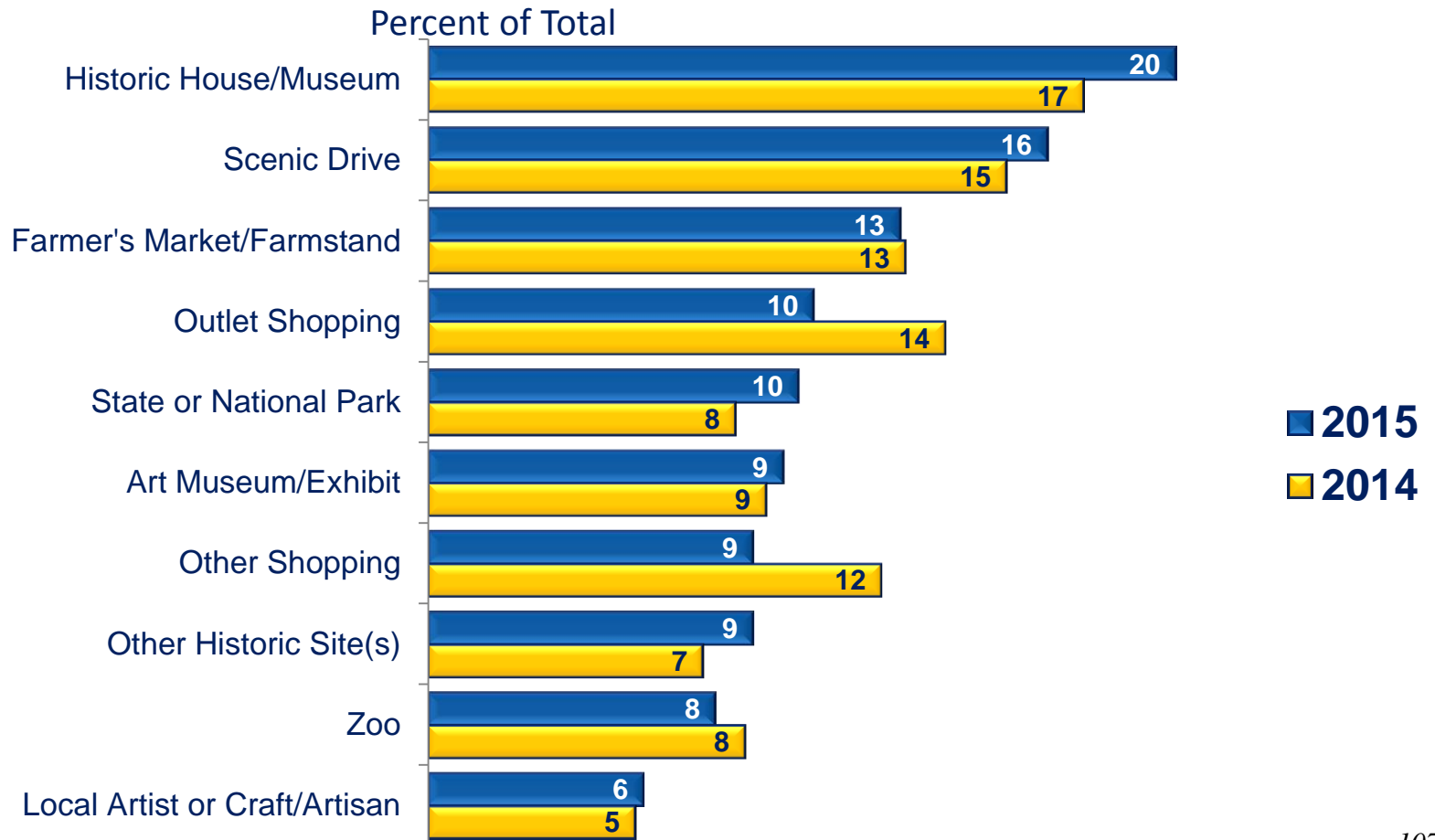


**Trip Experiences —  
Overnight Marketable Trips**

# Things Seen and Experienced on PA Trip



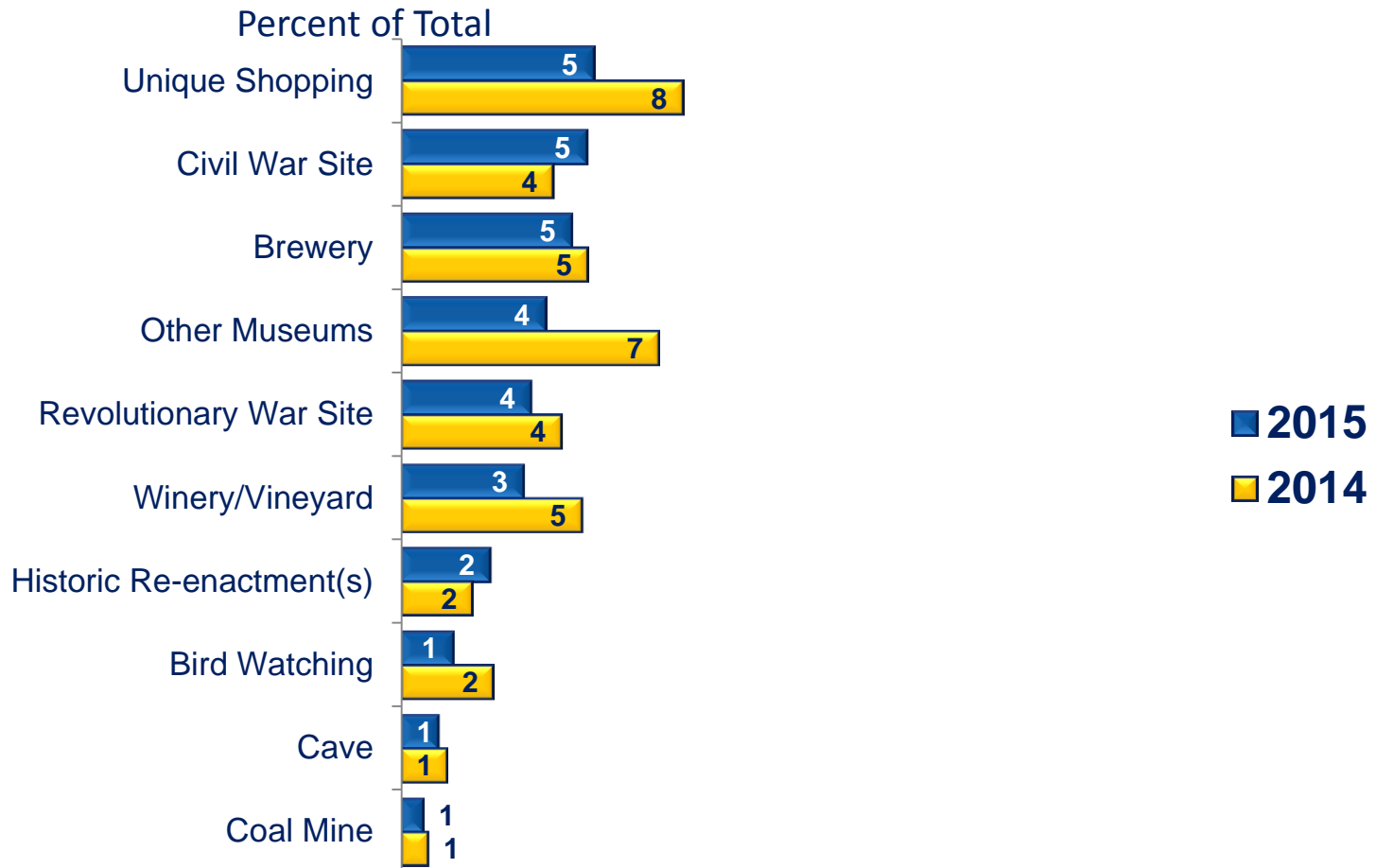
Base: Marketable Overnight Trips



# Things Seen and Experienced on PA Trip (cont'd)



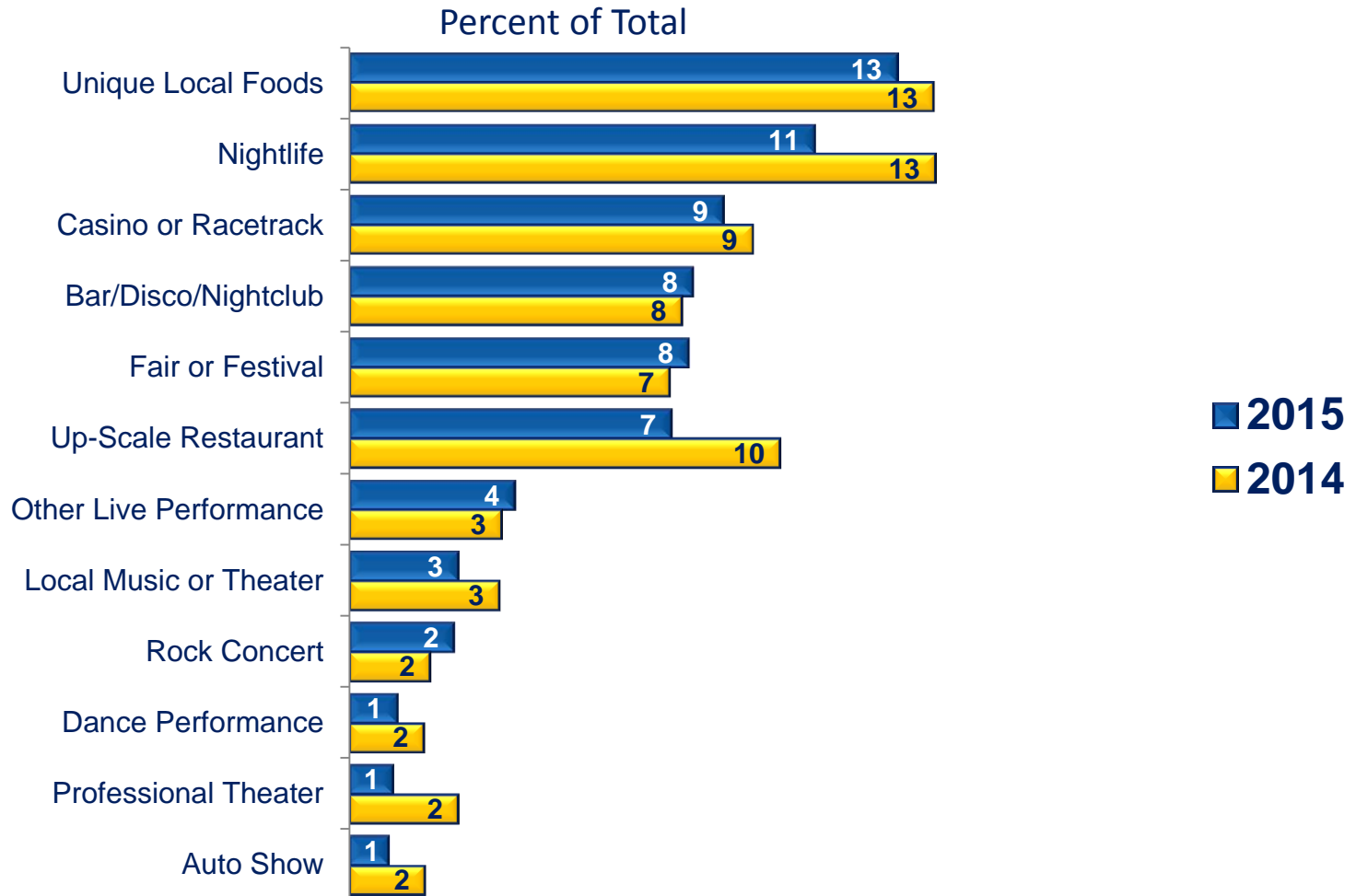
Base: Marketable Overnight Trips



# Dining/Entertainment



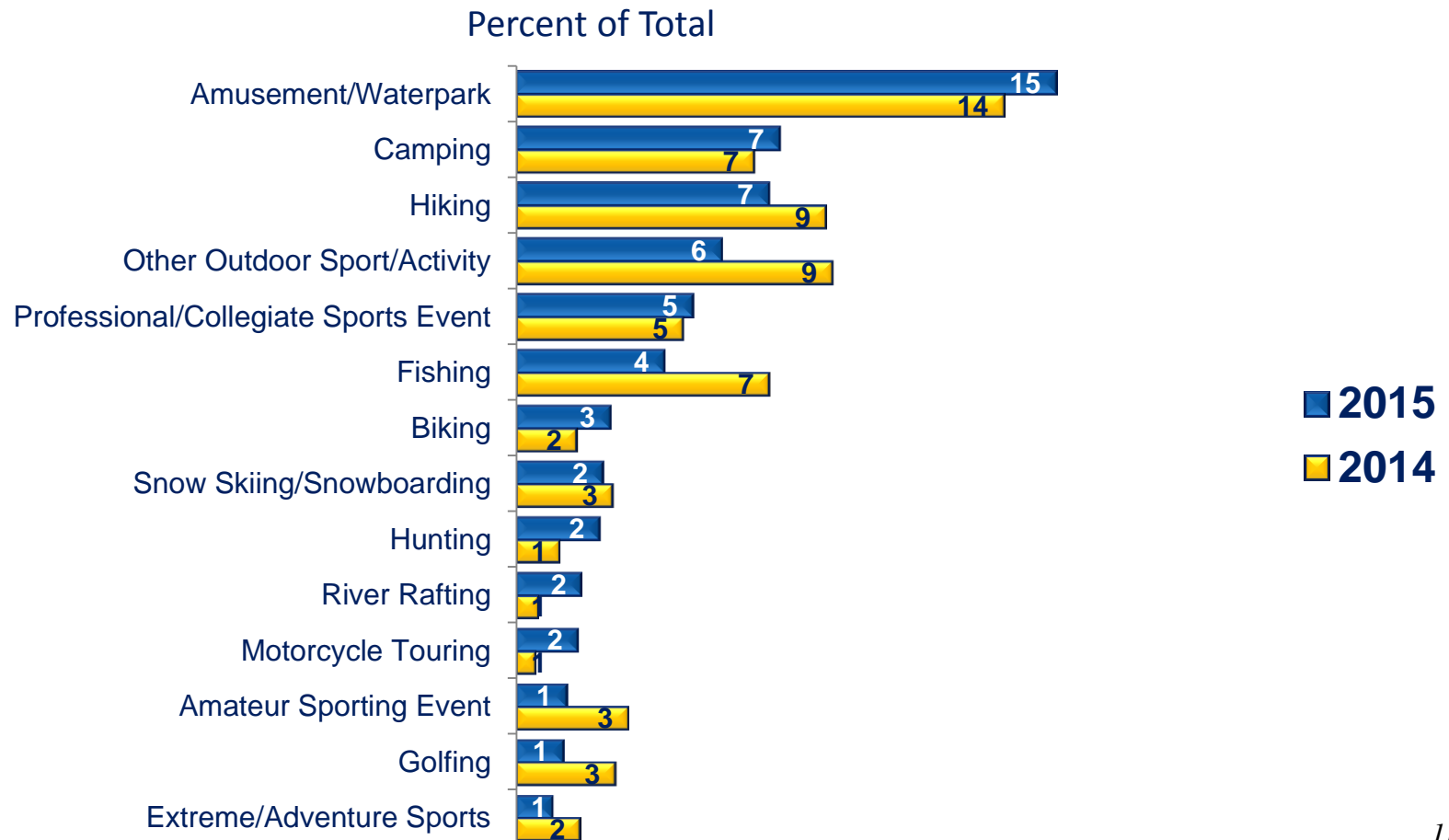
Base: Marketable Overnight Trips



# Sports and Recreation



Base: Marketable Overnight Trips



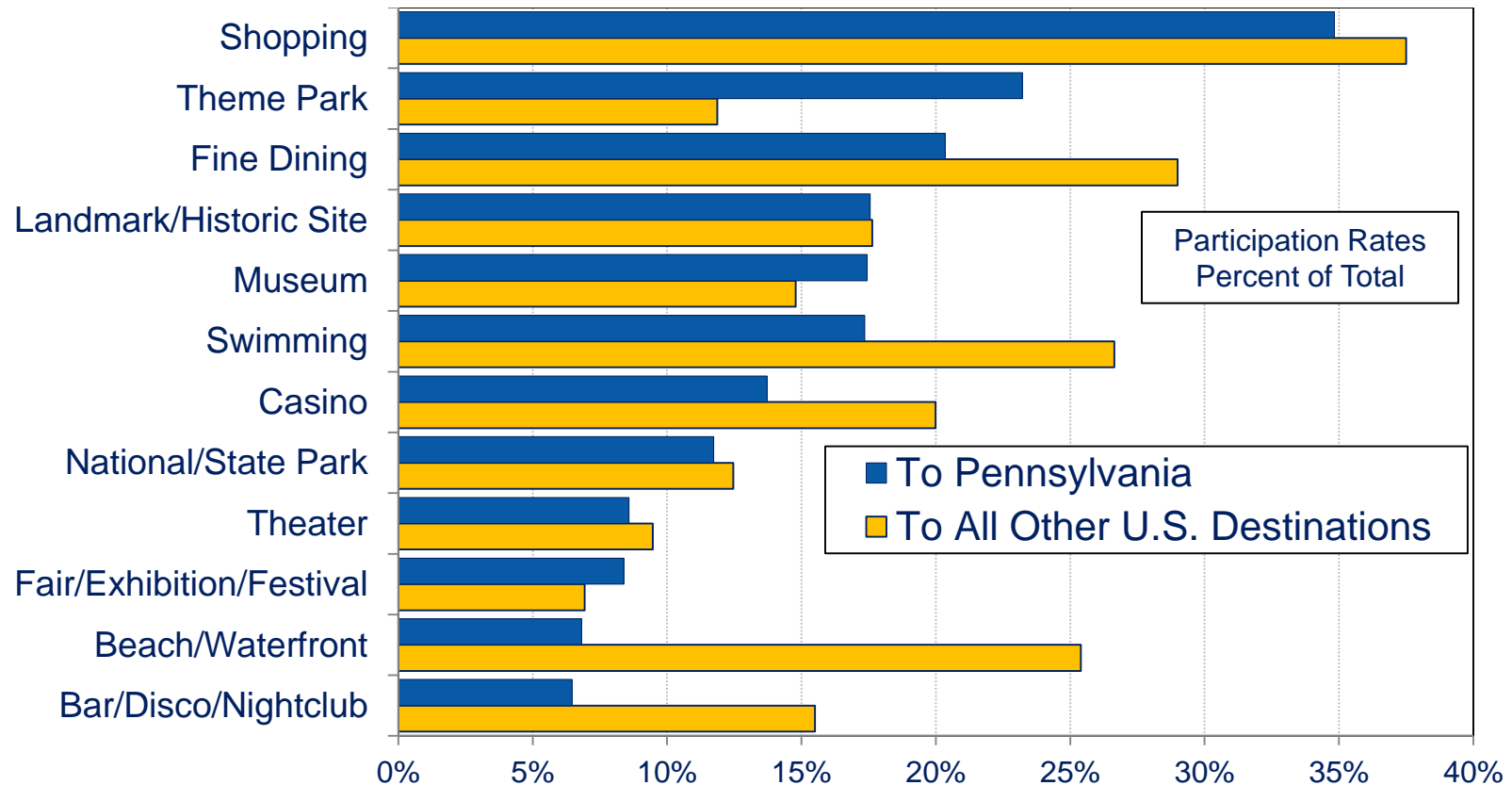
# **Activities by Origin Market of Marketable Overnight Travelers**

# Main Activities of NEW YORK Travelers Visiting PA vs. All Other U.S. Destinations



Base: Marketable Overnight Trips

*Pennsylvania continues to have a distinct advantage in attracting NY travelers interested in theme parks relative to other US destinations, but far less in other types of activities.*



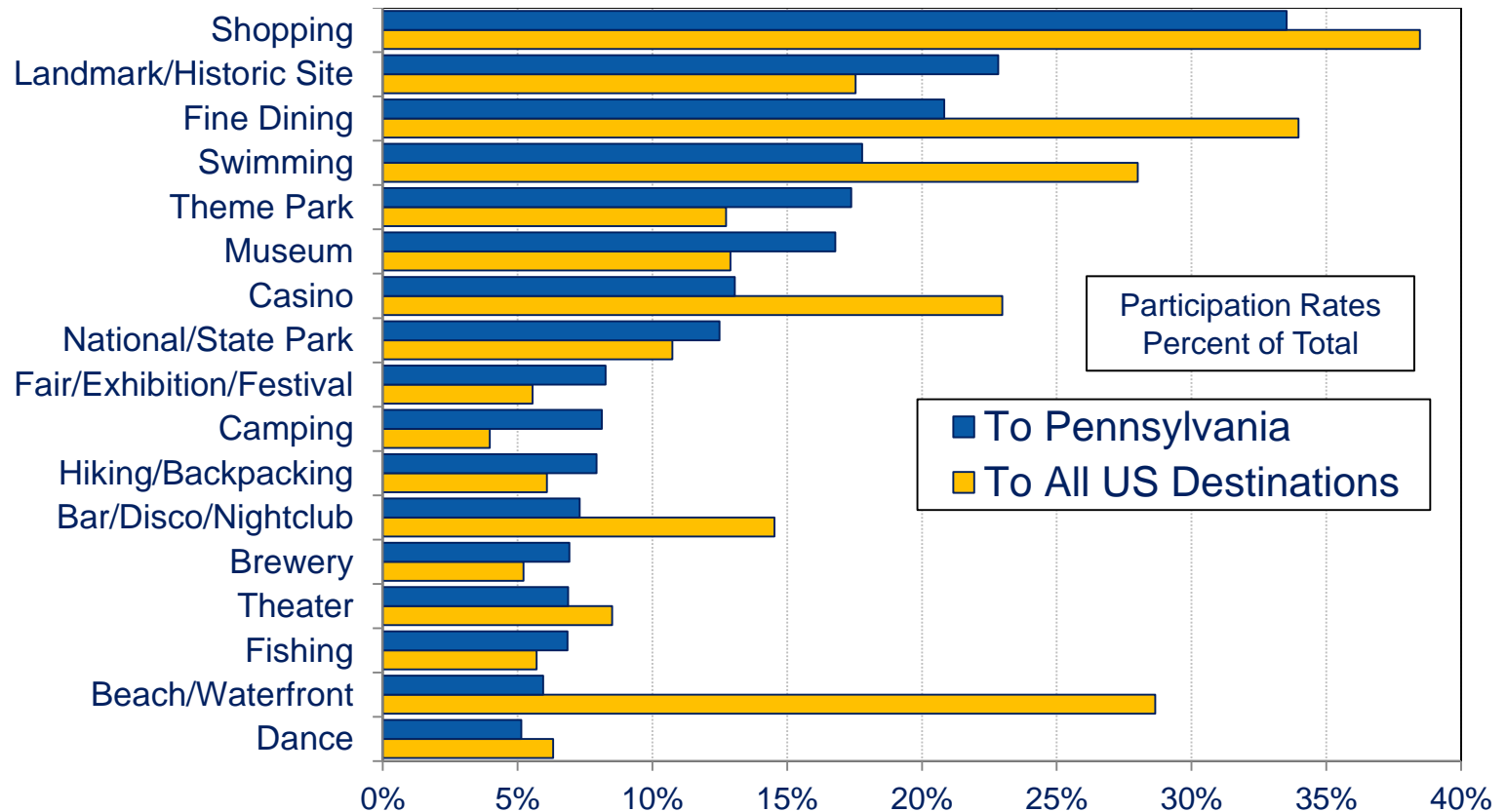


# Main Activities of NEW JERSEY Travelers Visiting PA vs. All Other U.S. Destinations



Base: Marketable Overnight Trips

*Pennsylvania has an advantage over other US destinations in attracting NJ travelers who are interested in historic sites, museums, and theme parks.*

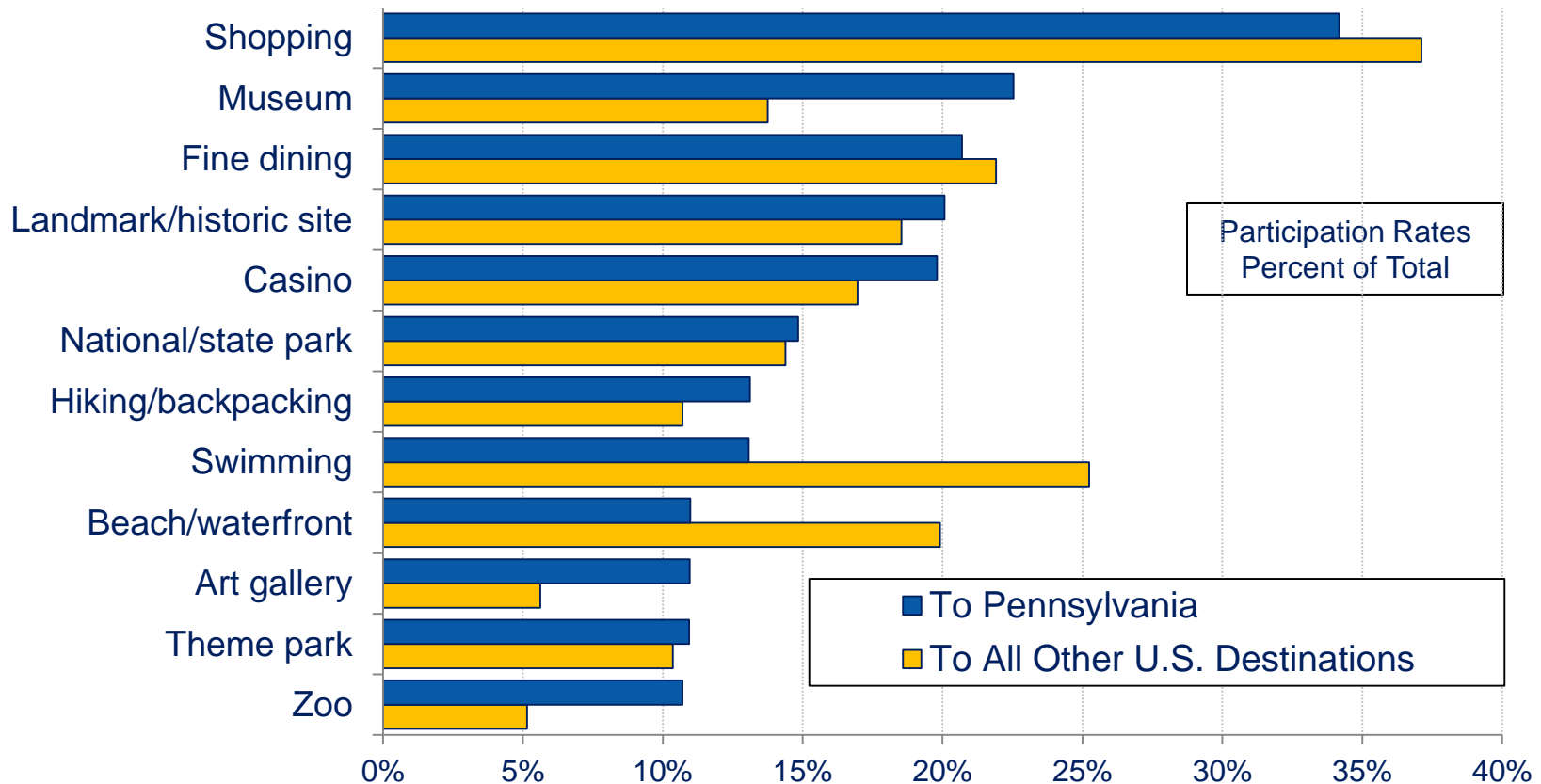


# Main Activities of OHIO Travelers Visiting PA vs. All Other U.S. Destinations



Base: Marketable Overnight Trips

*Pennsylvania has a distinct advantage over other U.S. destinations in attracting OH travelers interested in museums, historic sites, casinos, art galleries, and zoos.*

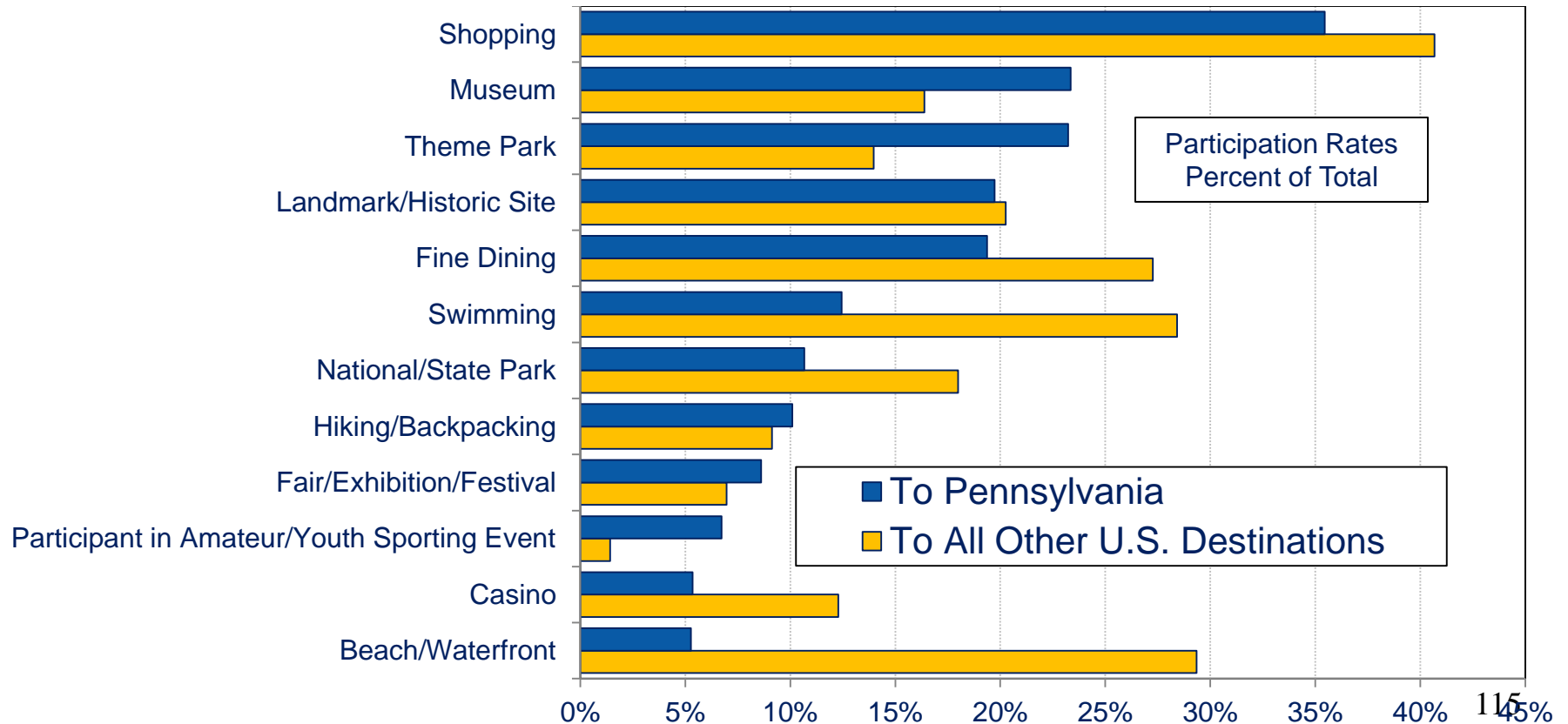


# Main Activities of MARYLAND Travelers Visiting PA vs. All Other U.S. Destinations



Base: Marketable Overnight Trips

*Pennsylvania has a clear advantage over other U.S. destinations in attracting MD travelers interested in museums, theme parks, and amateur/youth sporting events.*

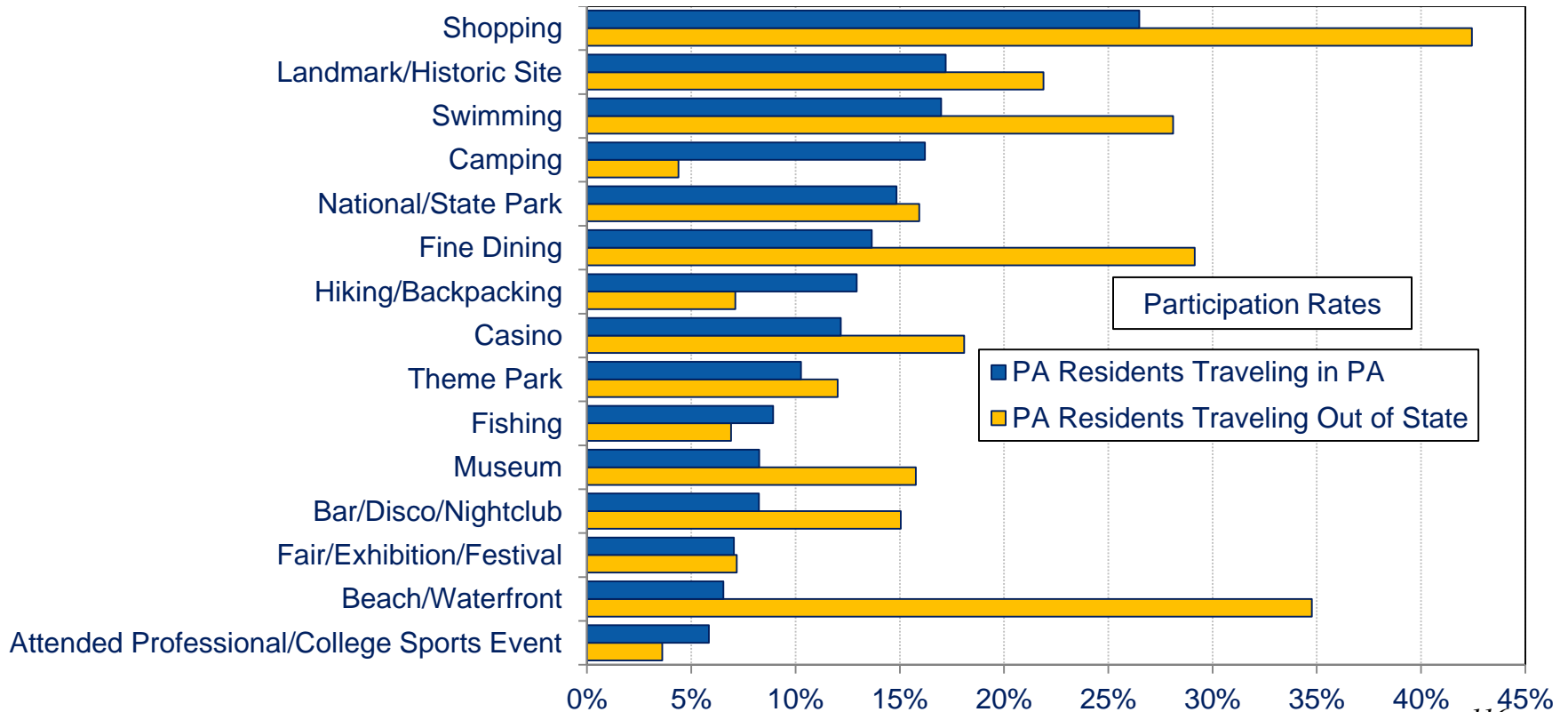


# Main Activities of Pennsylvania Travelers on Marketable Overnight Trips in Pennsylvania vs to All Other U.S. Destinations



Base: Marketable Overnight Trips

*Pennsylvanians typically participate in more activities while on an out-of-state leisure trip compared to a trip within the state, except for hiking, camping, fishing, and sports events.*



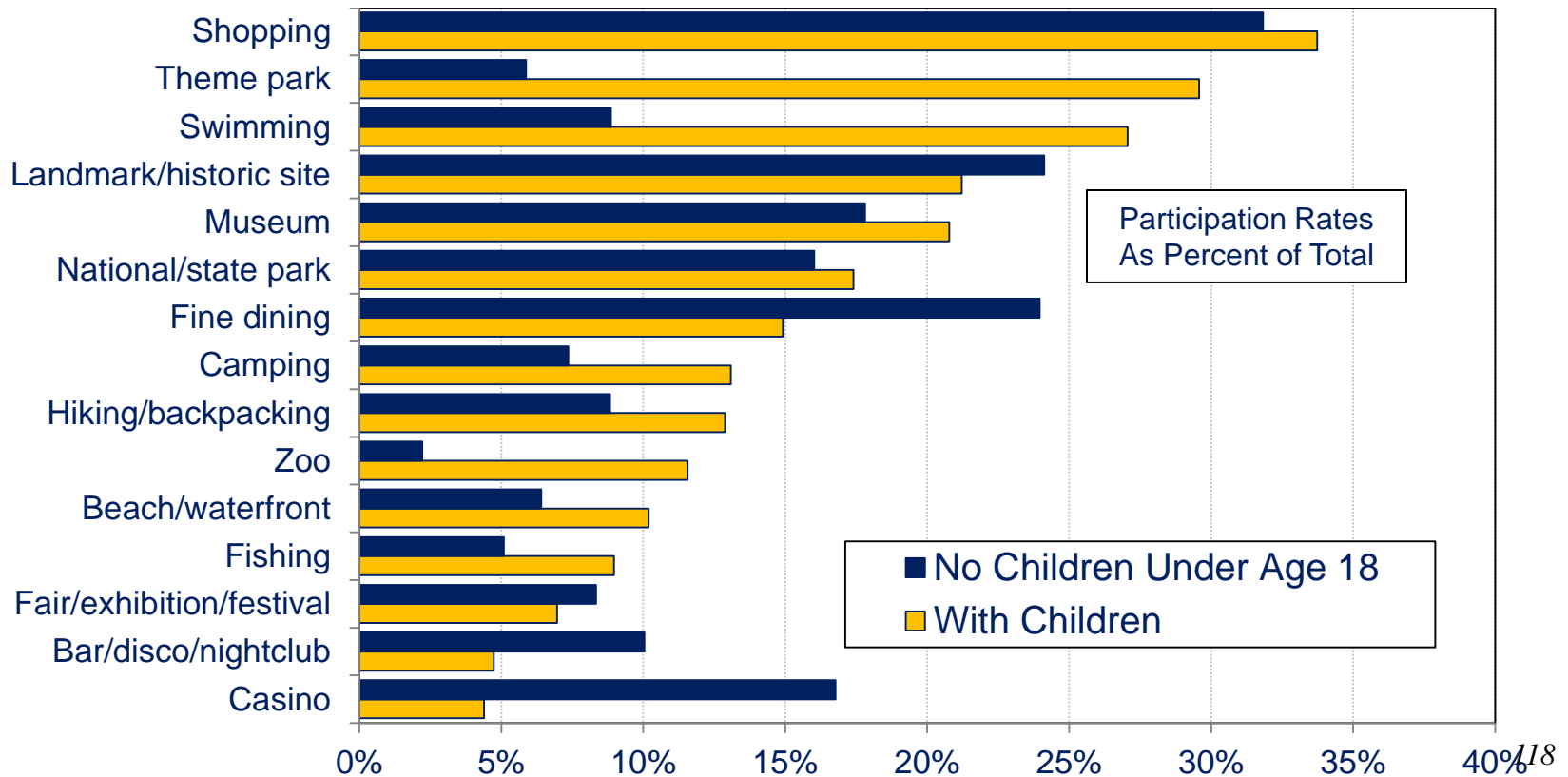
# **Activities by Presence/Absence of Children on Pennsylvania Leisure Trip**

# Comparison of Activity Levels for Travelers With and Without Children on PA Trip



Base: Marketable Overnight Trips

*Travelers with children are far more likely to visit a theme park or zoo or outdoor activities, while those without children are more likely to enjoy fine dining, casinos, historic sites, and night life.*

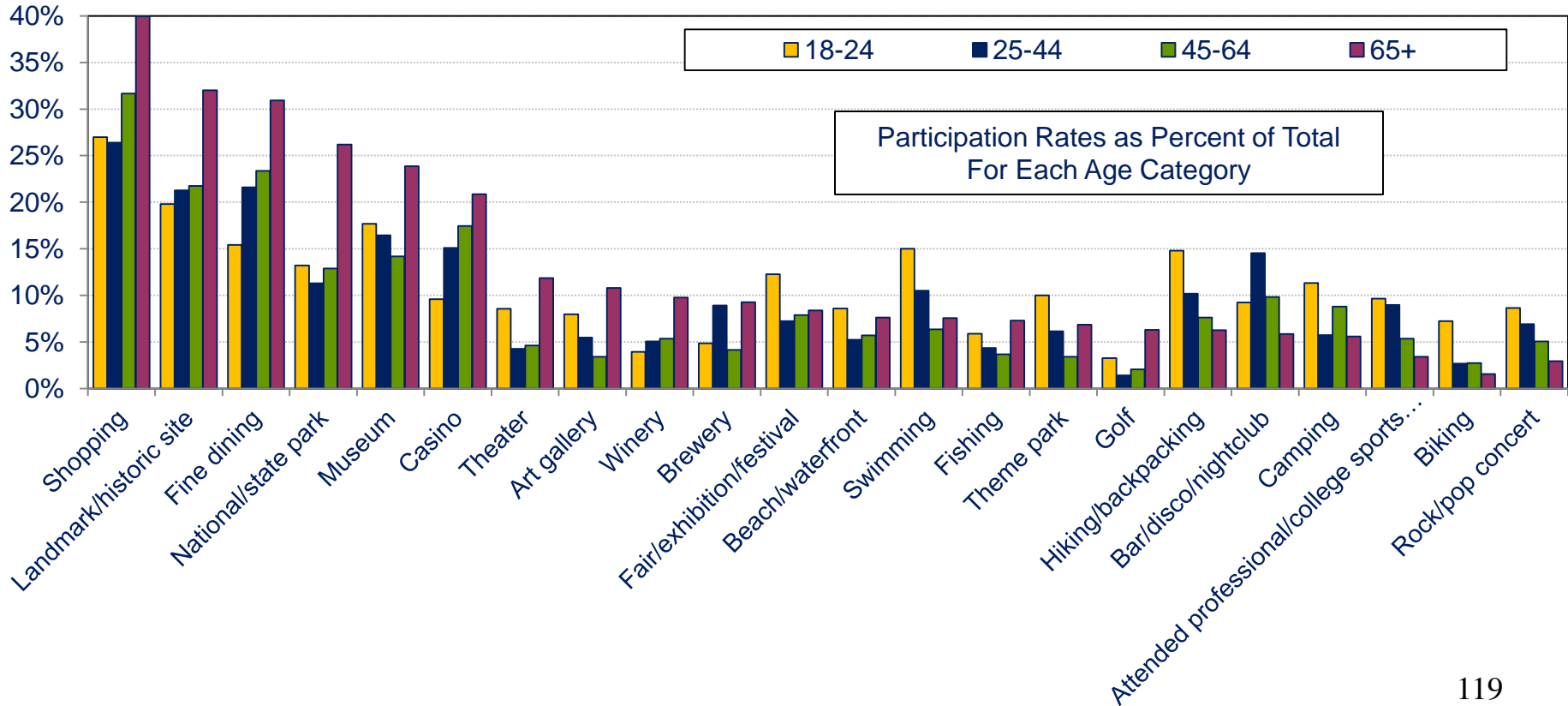


# Main Activities - Travelers With No Children on Trip, By Age of Adult Traveler



Base: Marketable Overnight Trips

*Older PA travelers without children along on the trip were more likely to shop, enjoy fine dining, and visit historic sites, museums, and casinos than younger and middle-age travelers.*

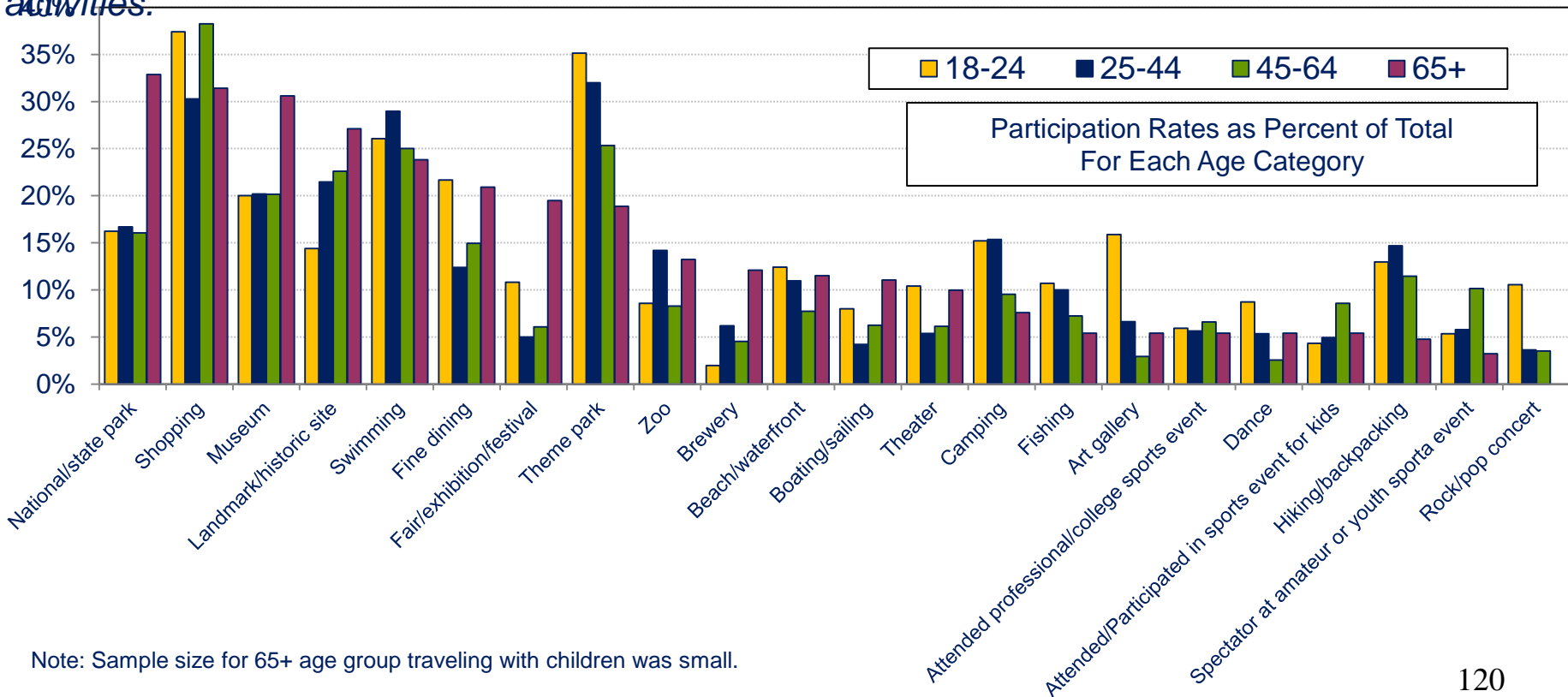


# Main Activities - Travelers With Children on Trip, By Age of Adult Traveler



Base: Marketable Overnight Trips

*Older travelers with children on the trip are more likely to visit museums, historic sites and fine dining, while younger travelers are more likely to take them camping and other outdoor activities.*



Note: Sample size for 65+ age group traveling with children was small.



# **Regional Attractions Visited 2015 Marketable Overnight Trips**

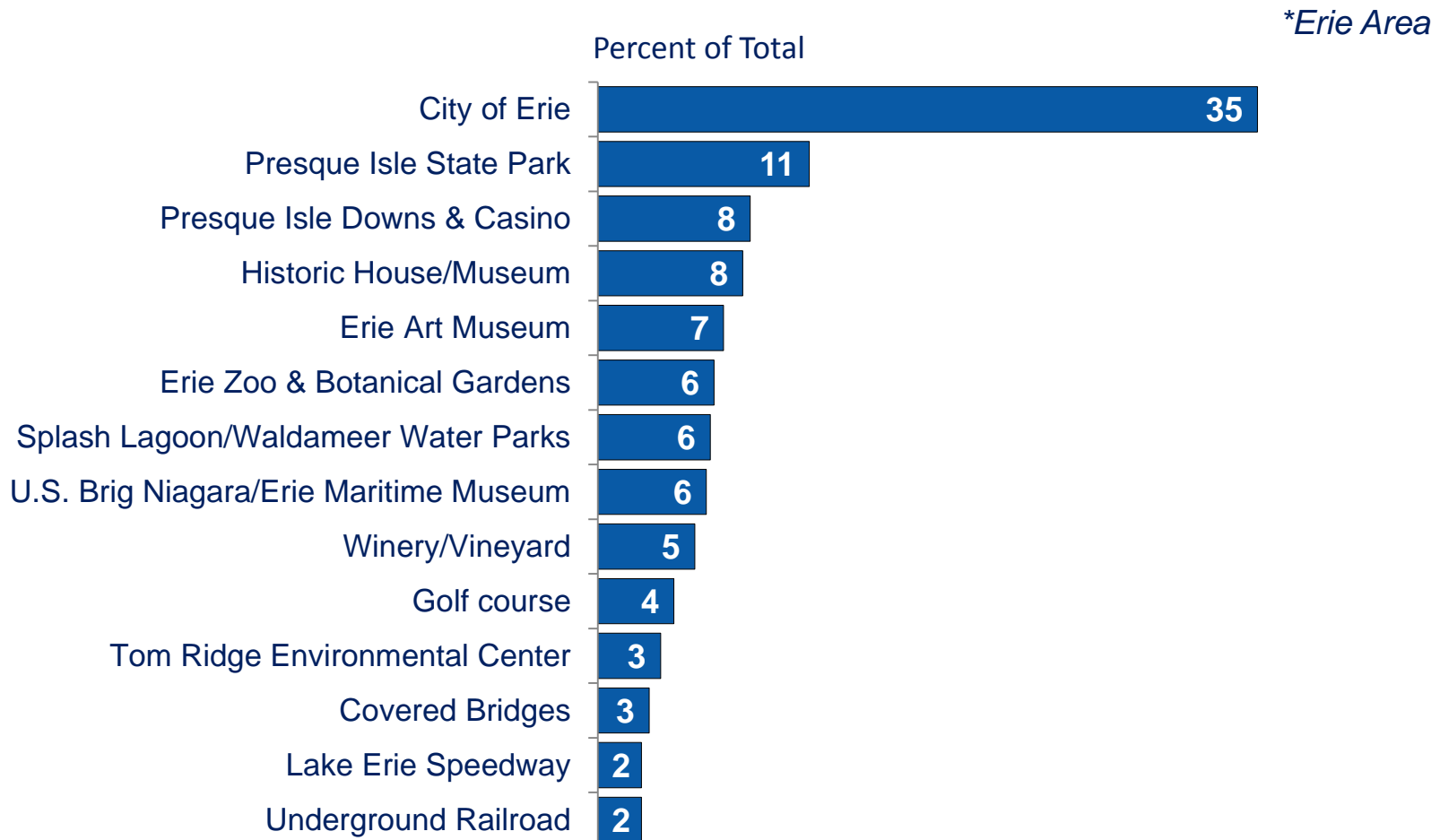
# Pennsylvania Regional Map



# Pennsylvania Attractions/Events — Pennsylvania's Great Lakes Region\*



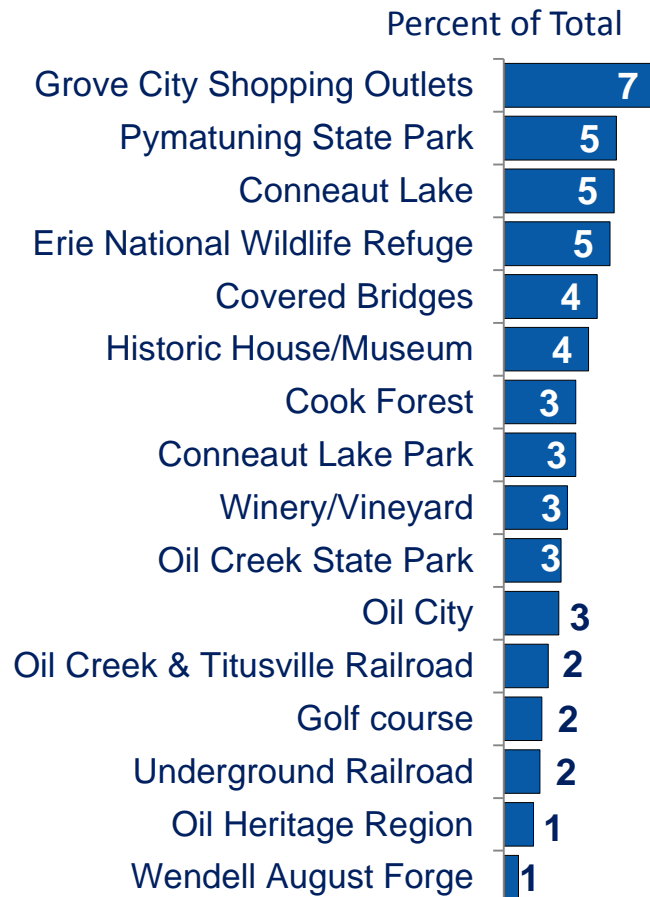
Base: Total Overnight Trips



# Pennsylvania Attractions/Events — Pennsylvania's Great Lakes Region\*



Base: Total Overnight Trips

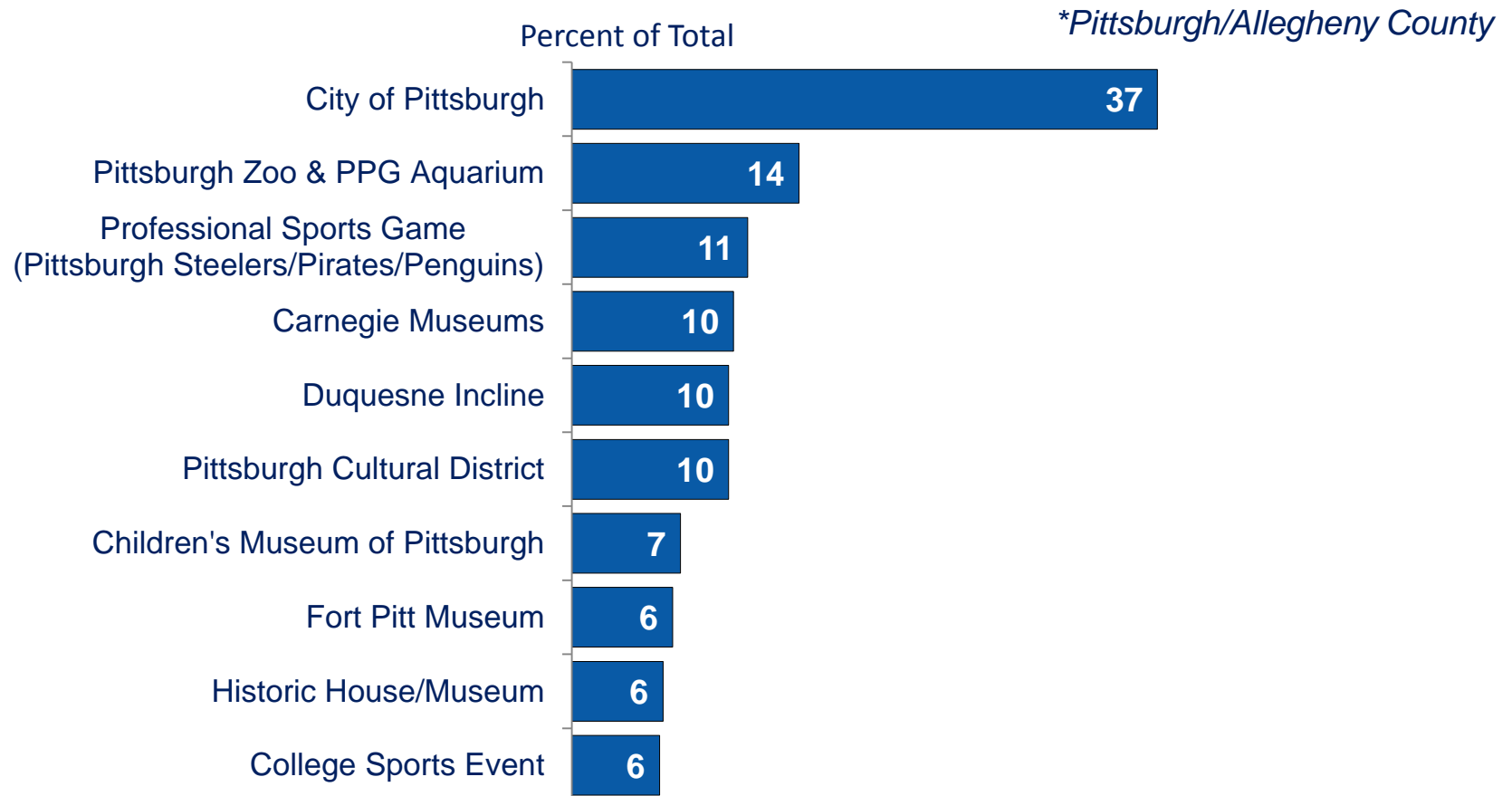


*\*Remainder of Region*

# Pennsylvania Attractions/Events — Pittsburgh and Its Countryside Region\*



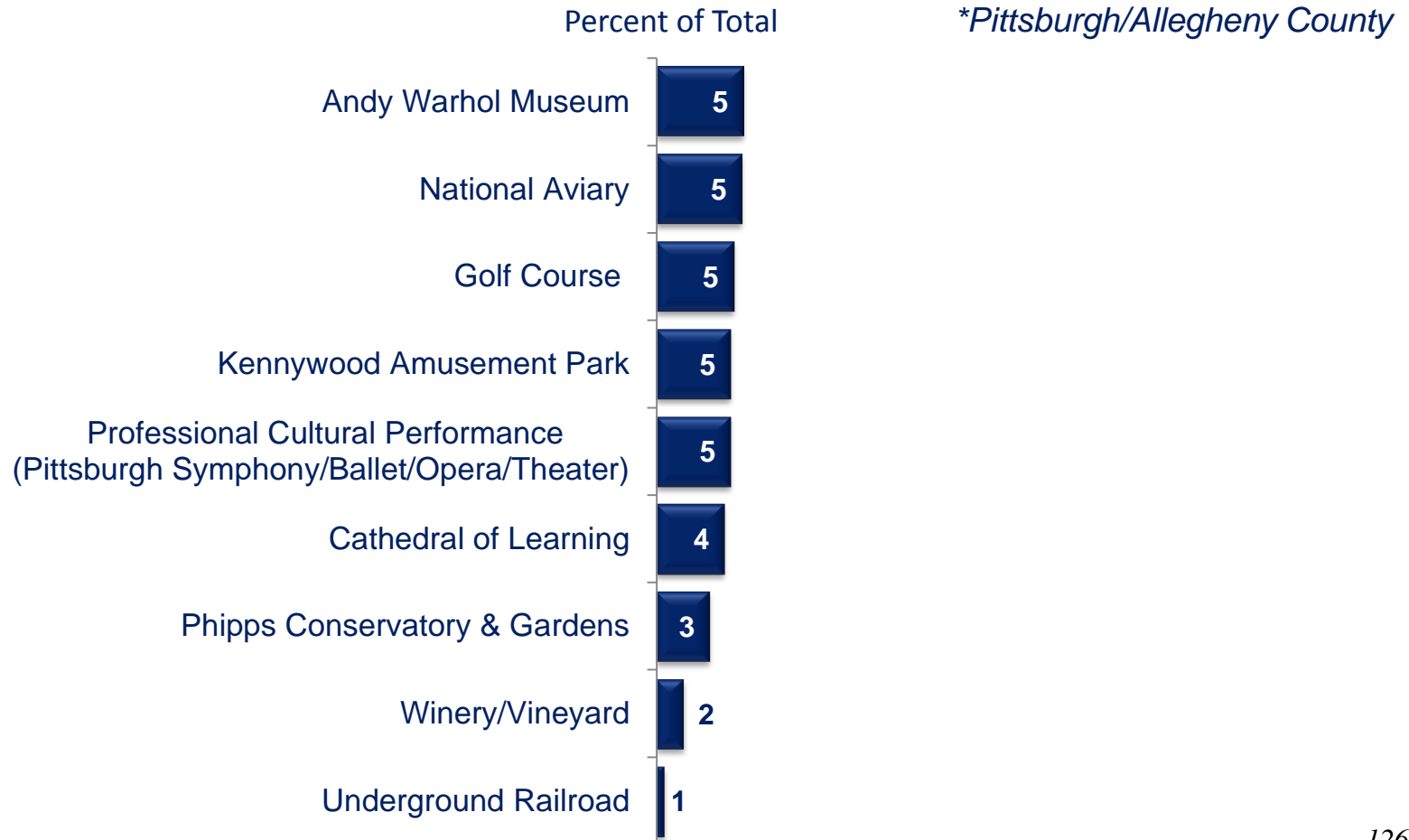
Base: Marketable Overnight Trips



# Pennsylvania Attractions/Events — Pittsburgh and Its Countryside Region\* (cont'd)



Base: Marketable Overnight Trips



# Pennsylvania Attractions/Events — Pittsburgh and Its Countryside Region\*



Base: Marketable Overnight Trips

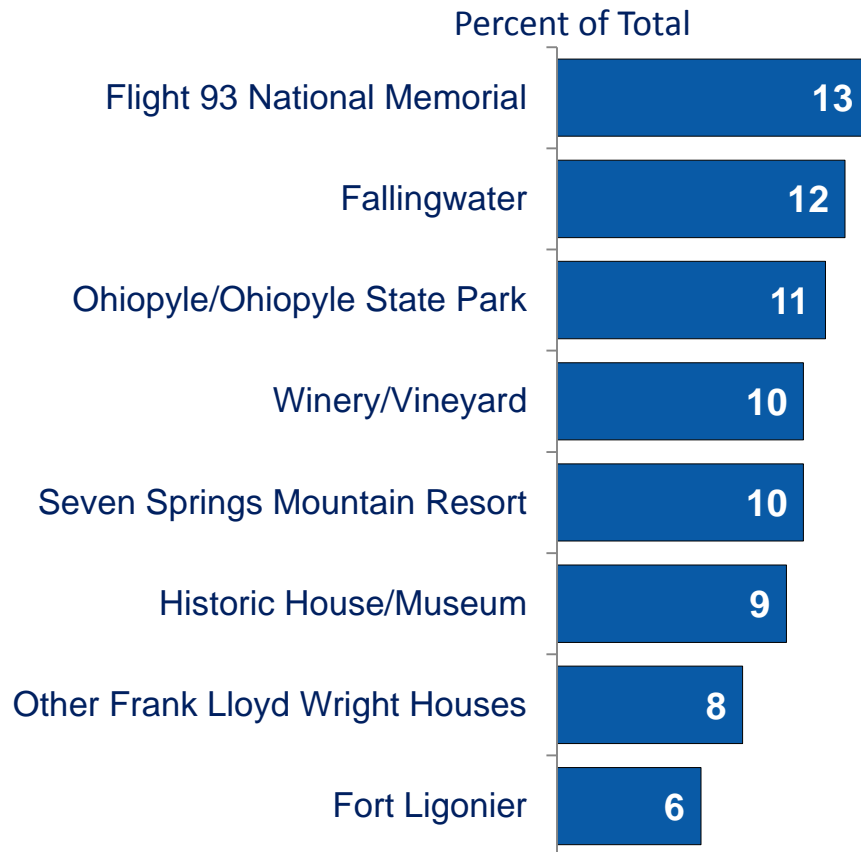
*\*Remainder of Region*



# Pennsylvania Attractions/Events — Laurel Highlands Region



Base: Overnight Trips





# Pennsylvania Attractions/Events — Laurel Highlands Region (cont'd)



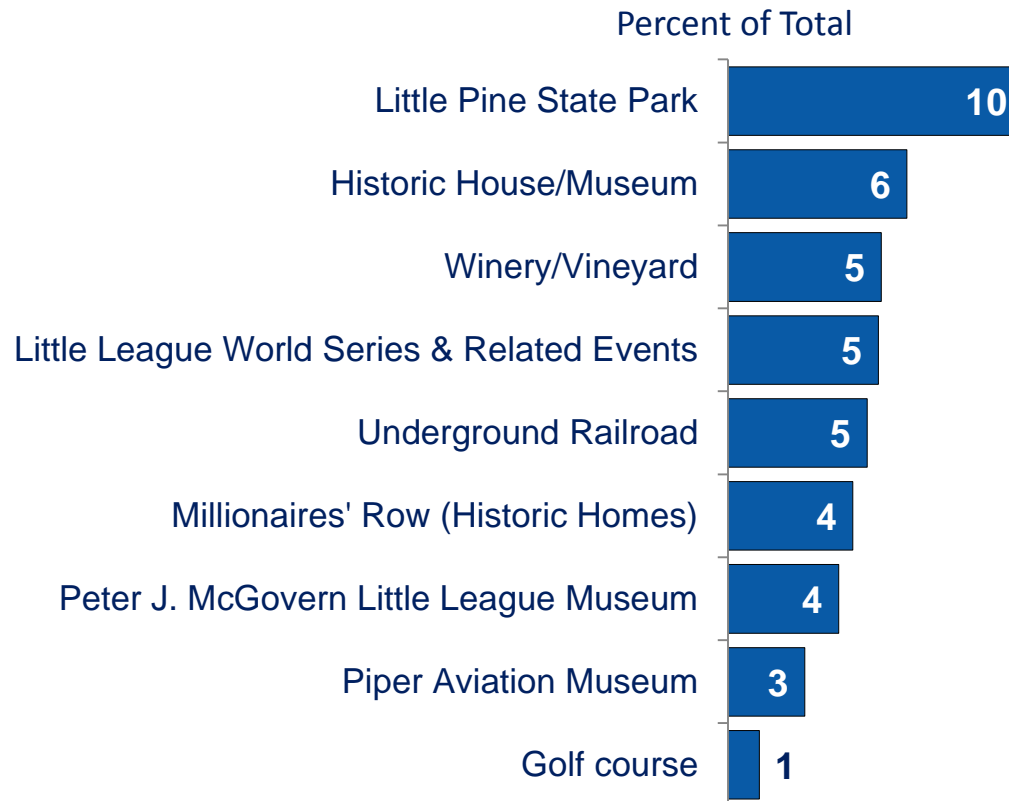
Base: Total Overnight Trips



# Pennsylvania Attractions/Events — Pennsylvania Wilds Region\*



Base: Total Overnight Trips



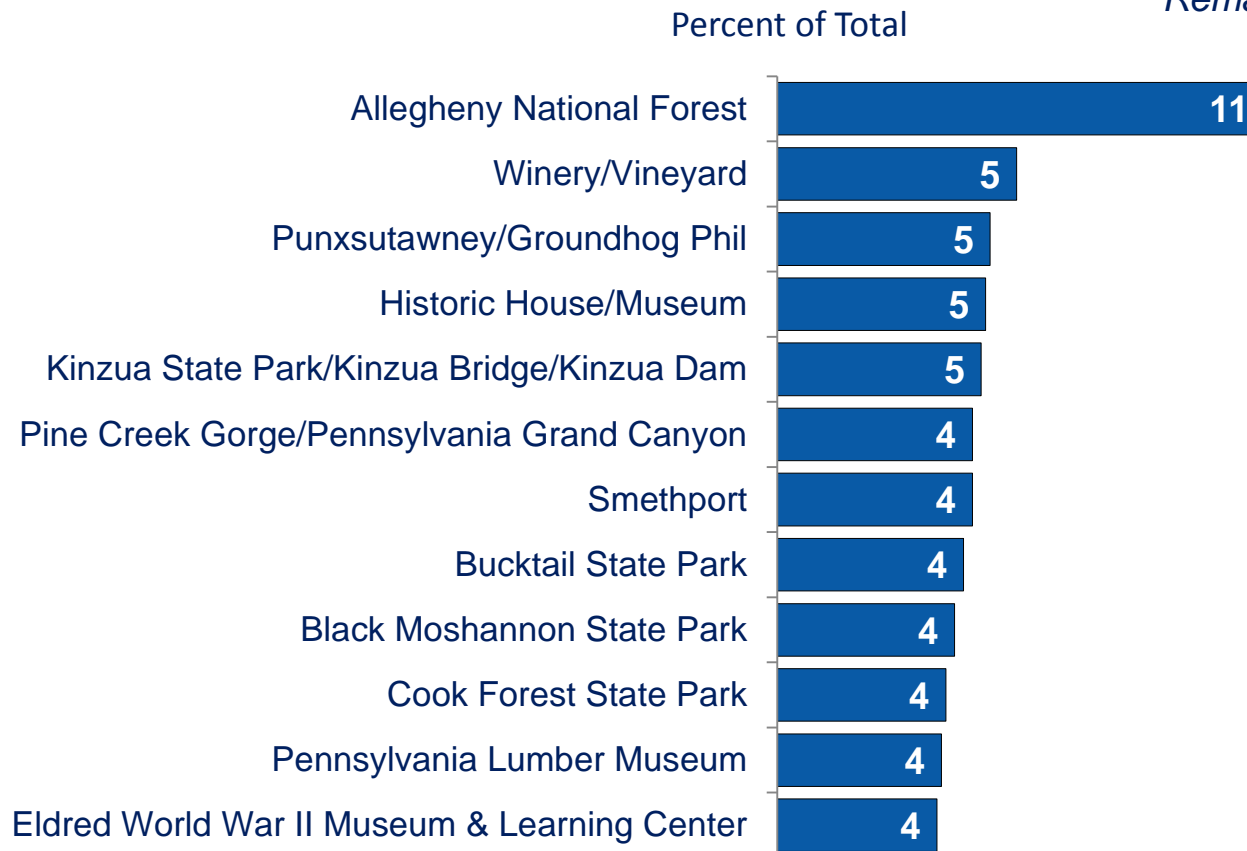
*\*Williamsport/Lycoming County*

# Pennsylvania Attractions/Events — Pennsylvania Wilds Region\*



Base: Total Overnight Trips

*\*Remainder of Region*



# Pennsylvania Attractions/Events — Pennsylvania Wilds Region\* (cont'd)



Base: Total Overnight Trips

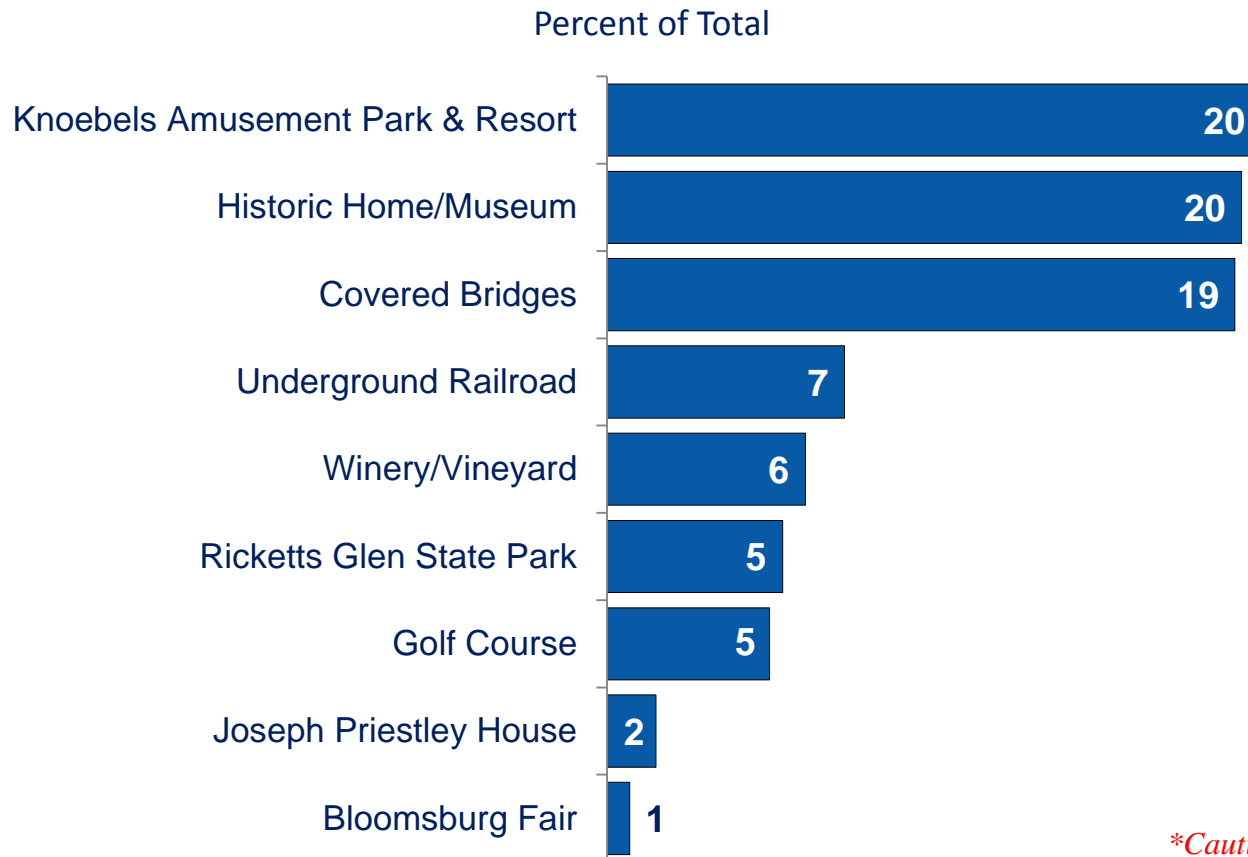


*\*Remainder of Region*

# Pennsylvania Attractions/Events — Valleys of the Susquehanna Region\*



Base: Total Overnight Trips



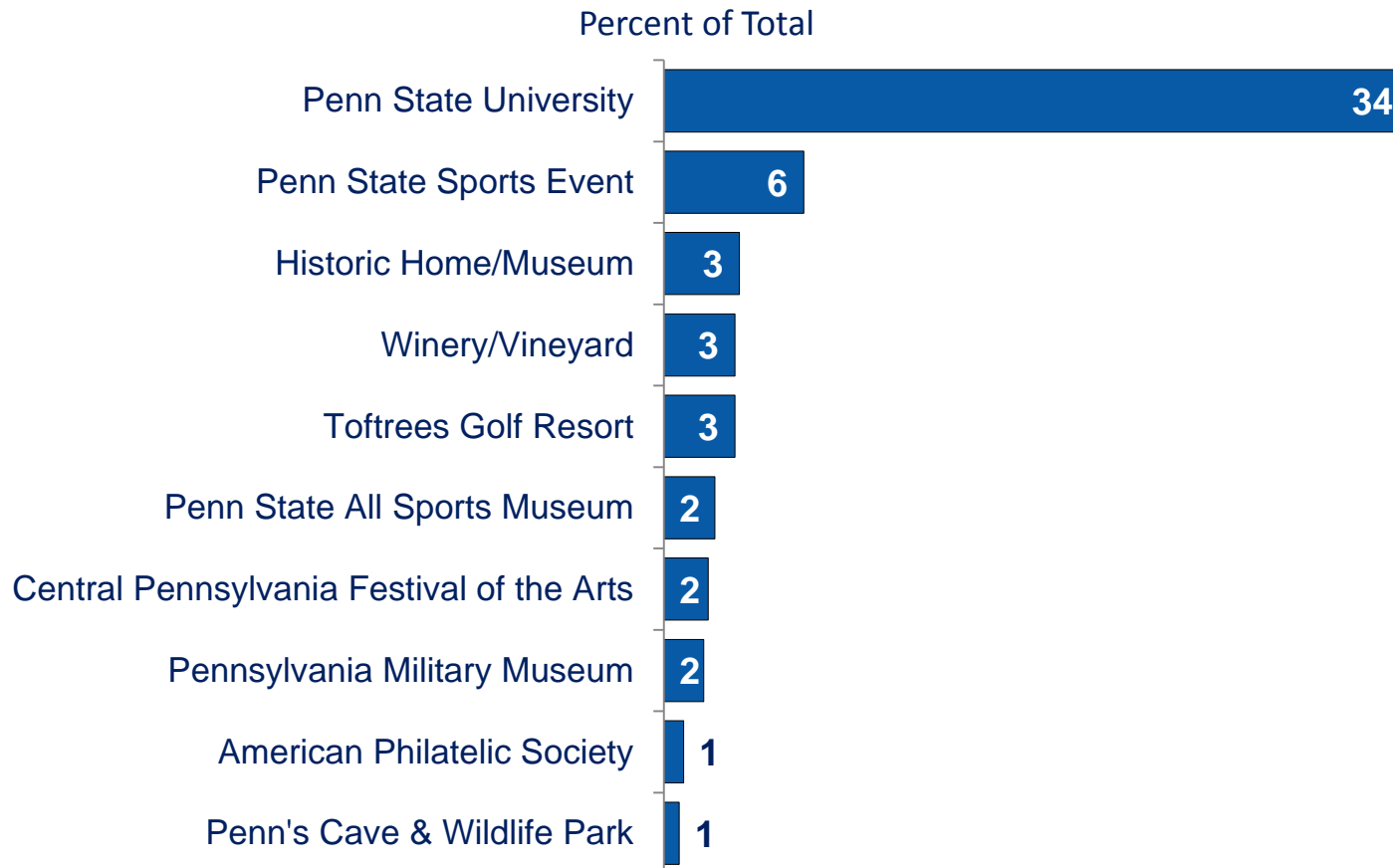
*\*Caution: small sample size*

# Pennsylvania Attractions/Events — The Alleghenies Region\*



Base: Total Overnight Trips

*\*State College Area*

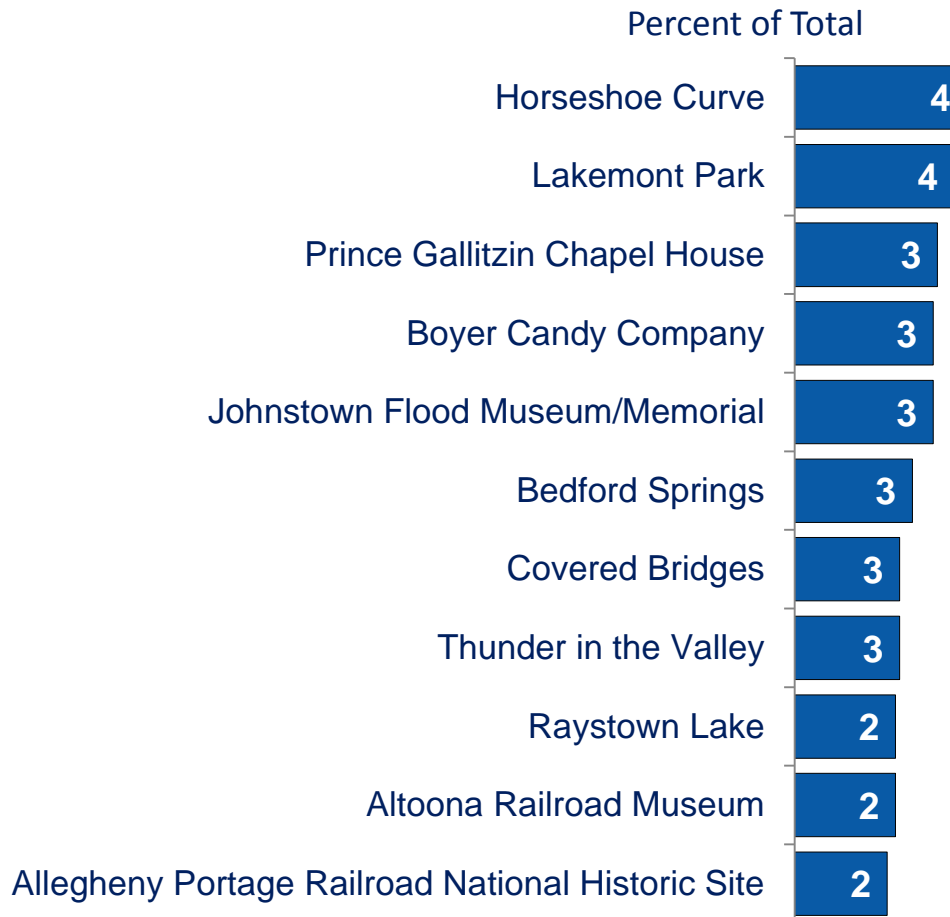


# Pennsylvania Attractions/Events — The Alleghenies Region\*



Base: Total Overnight Trips

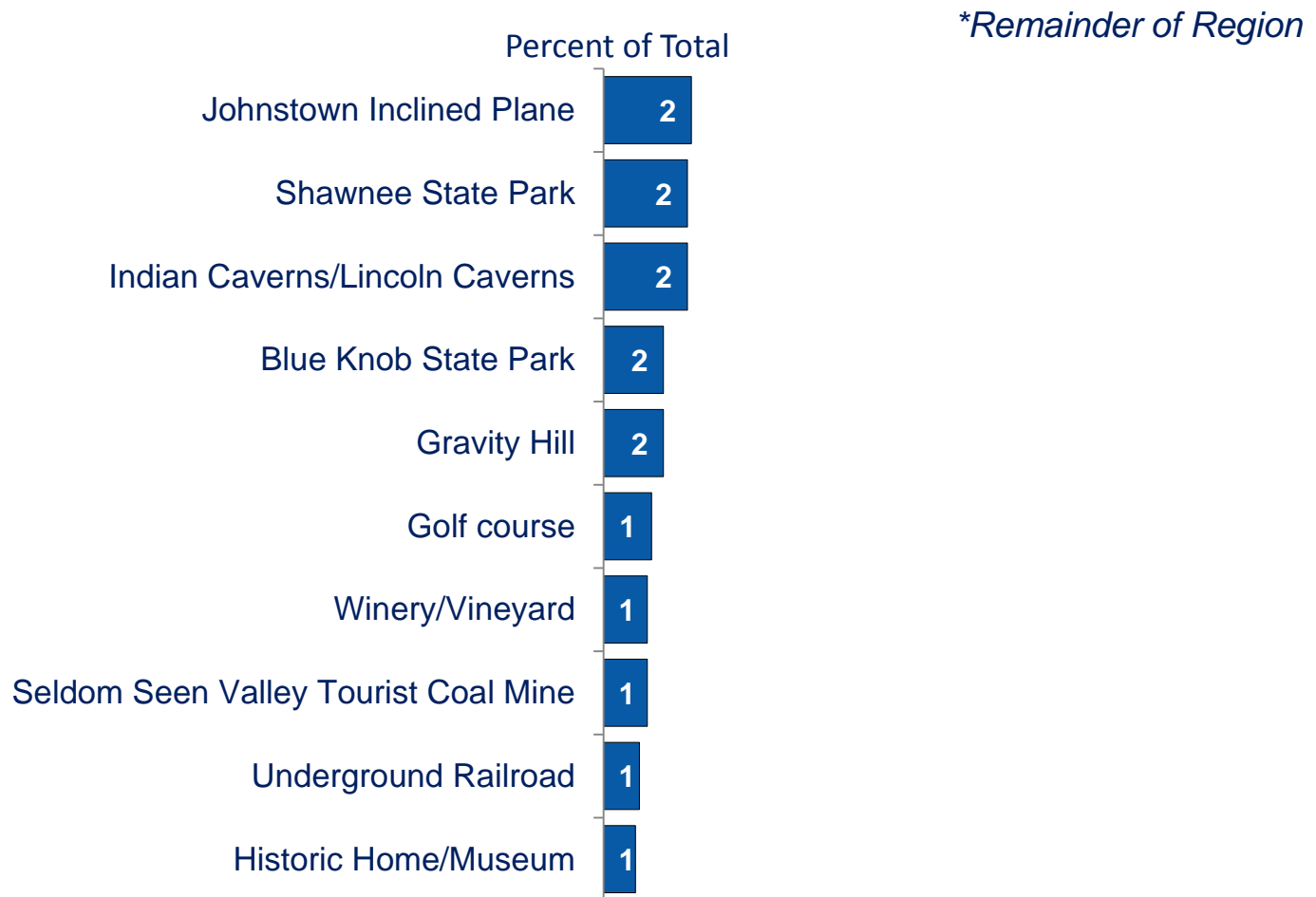
*\*Remainder of Region*



# Pennsylvania Attractions/Events — The Alleghenies Region\* (cont'd)



Base: Total Overnight Trips



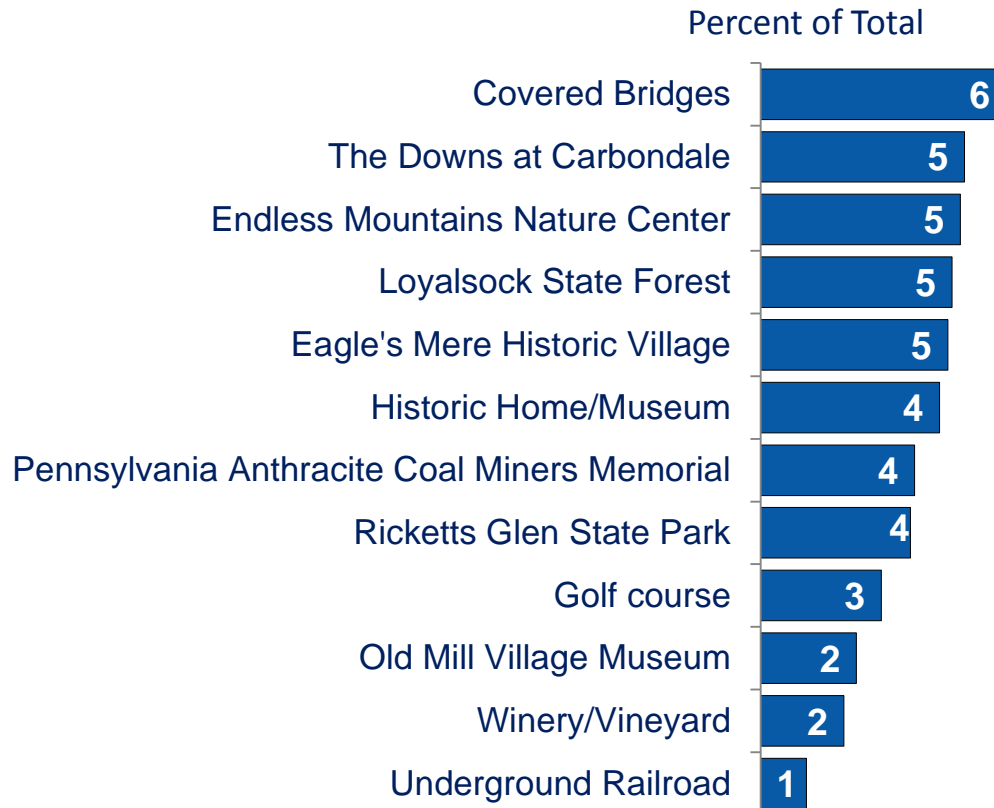


# Pennsylvania Attractions/Events — Upstate PA Region\*



Base: Total Overnight Trips

*\*Endless Mountains*

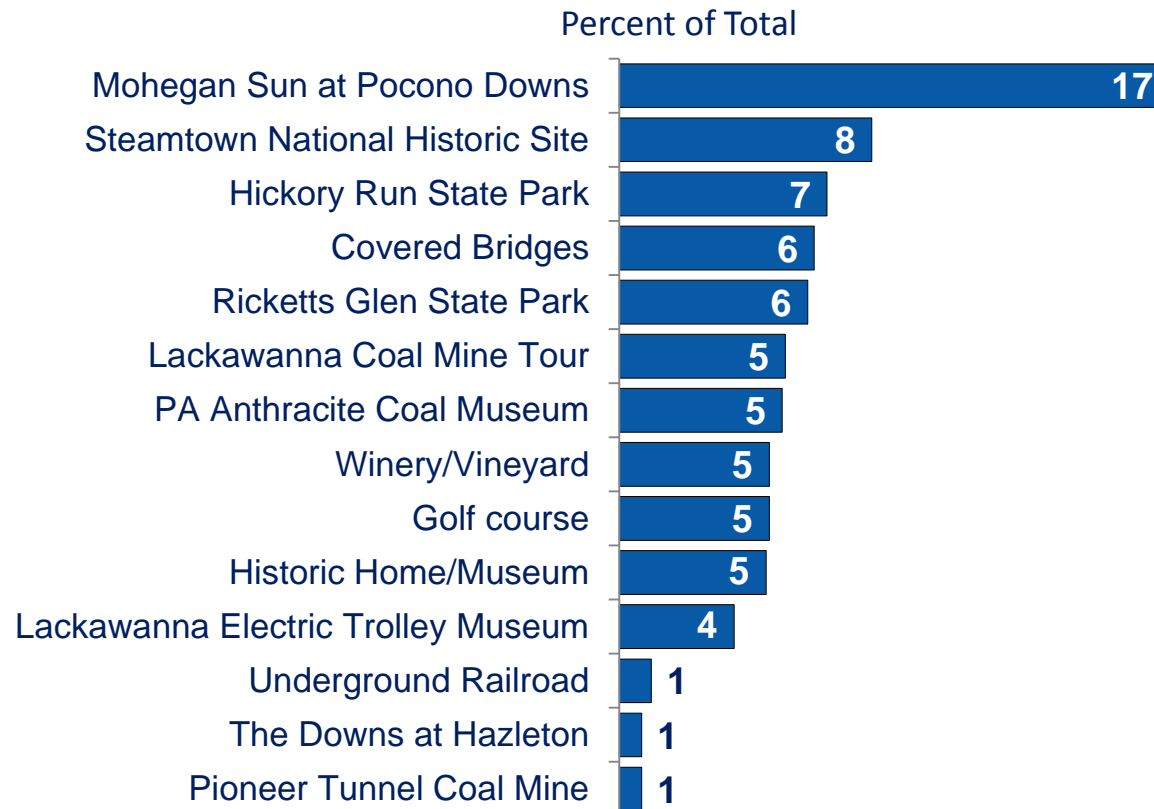


# Pennsylvania Attractions/Events — Upstate PA Region\*



Base: Total Overnight Trips

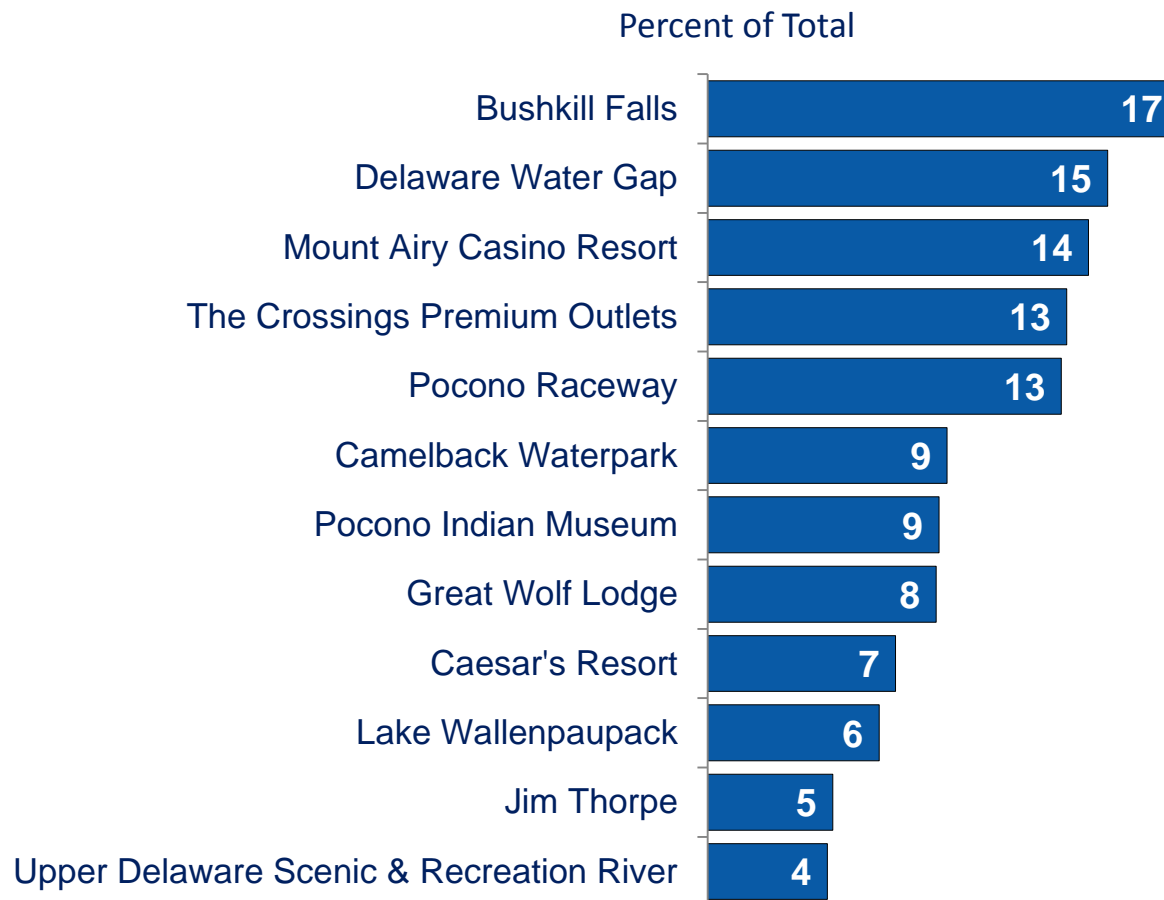
*\*Wilkes-Barre/Scranton Area*



# Pennsylvania Attractions/Events — Pocono Mountains Region



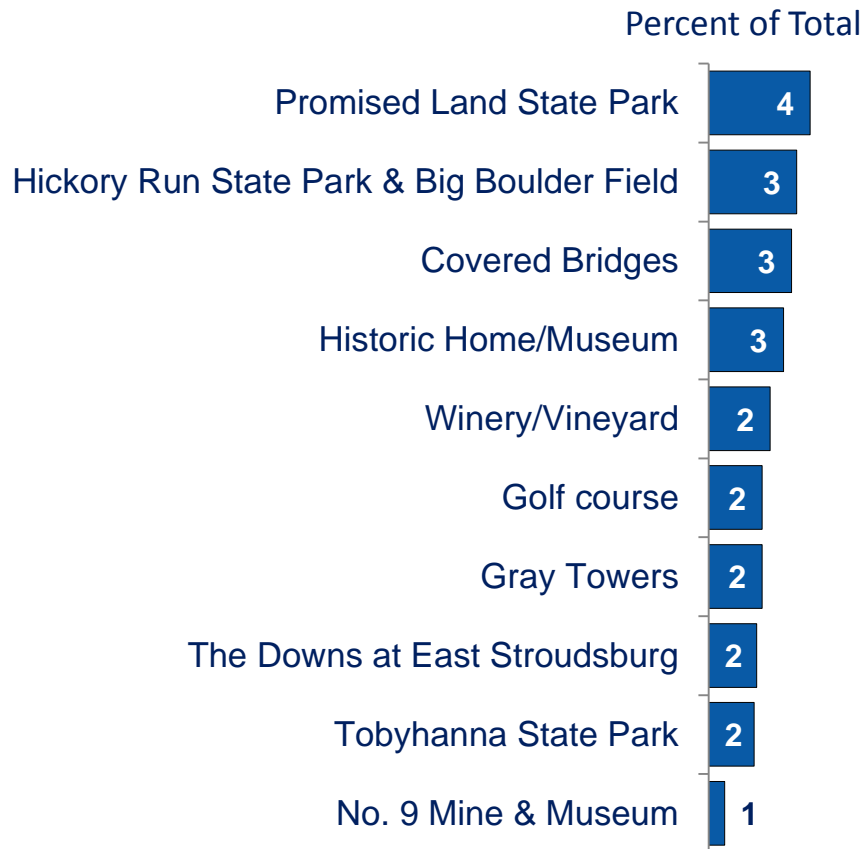
Base: Marketable Overnight Trips



# Pennsylvania Attractions/Events — Pocono Mountains Region (cont'd)



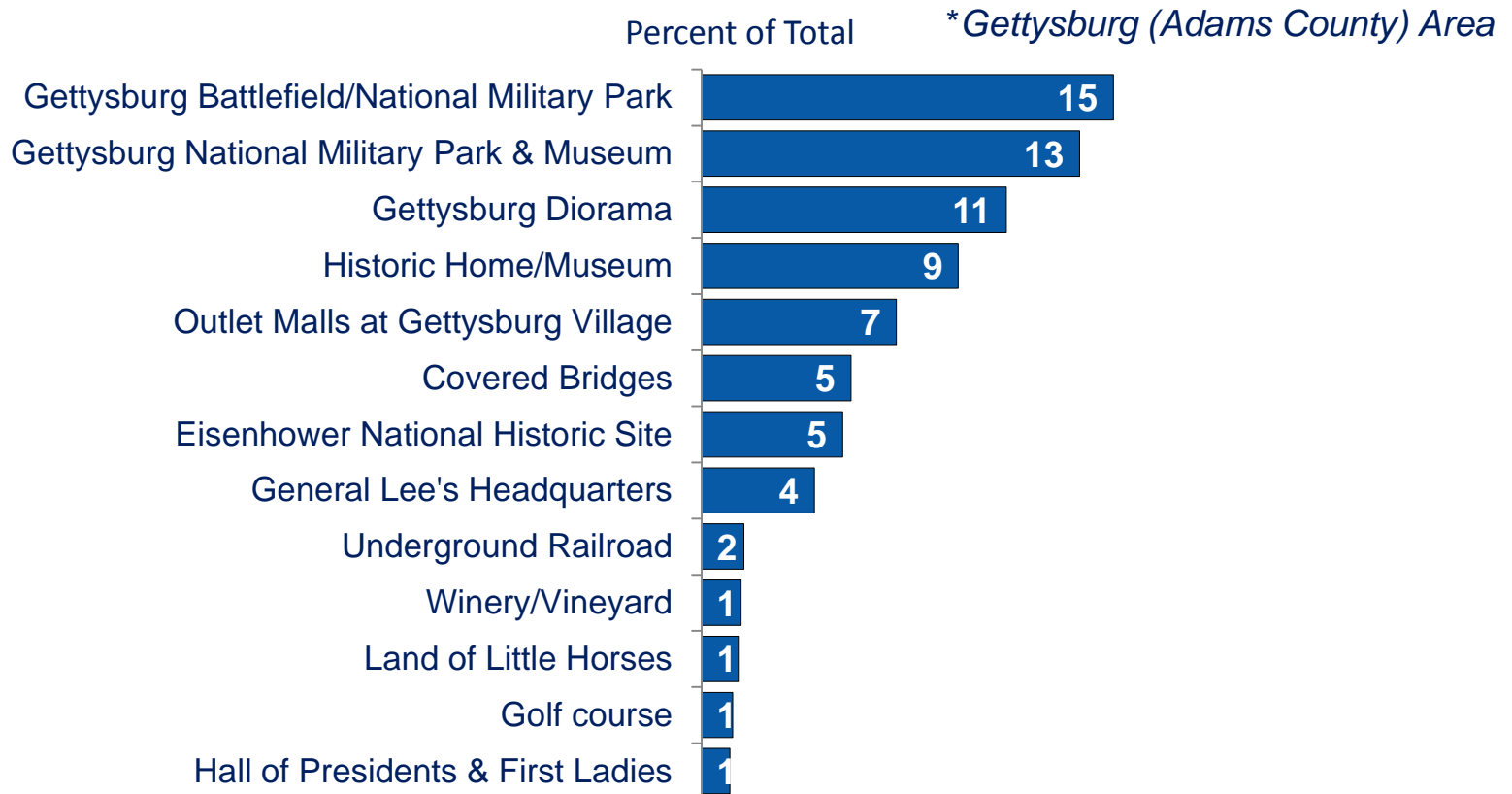
Base: Marketable Overnight Trips



# Pennsylvania Attractions/Events — Dutch Country Roads Region\*



Base: Marketable Overnight Trips



*Gettysburg Battlefield/National Military Park and Gettysburg National Military Park & Museum had a combined net participation rate of 16%*

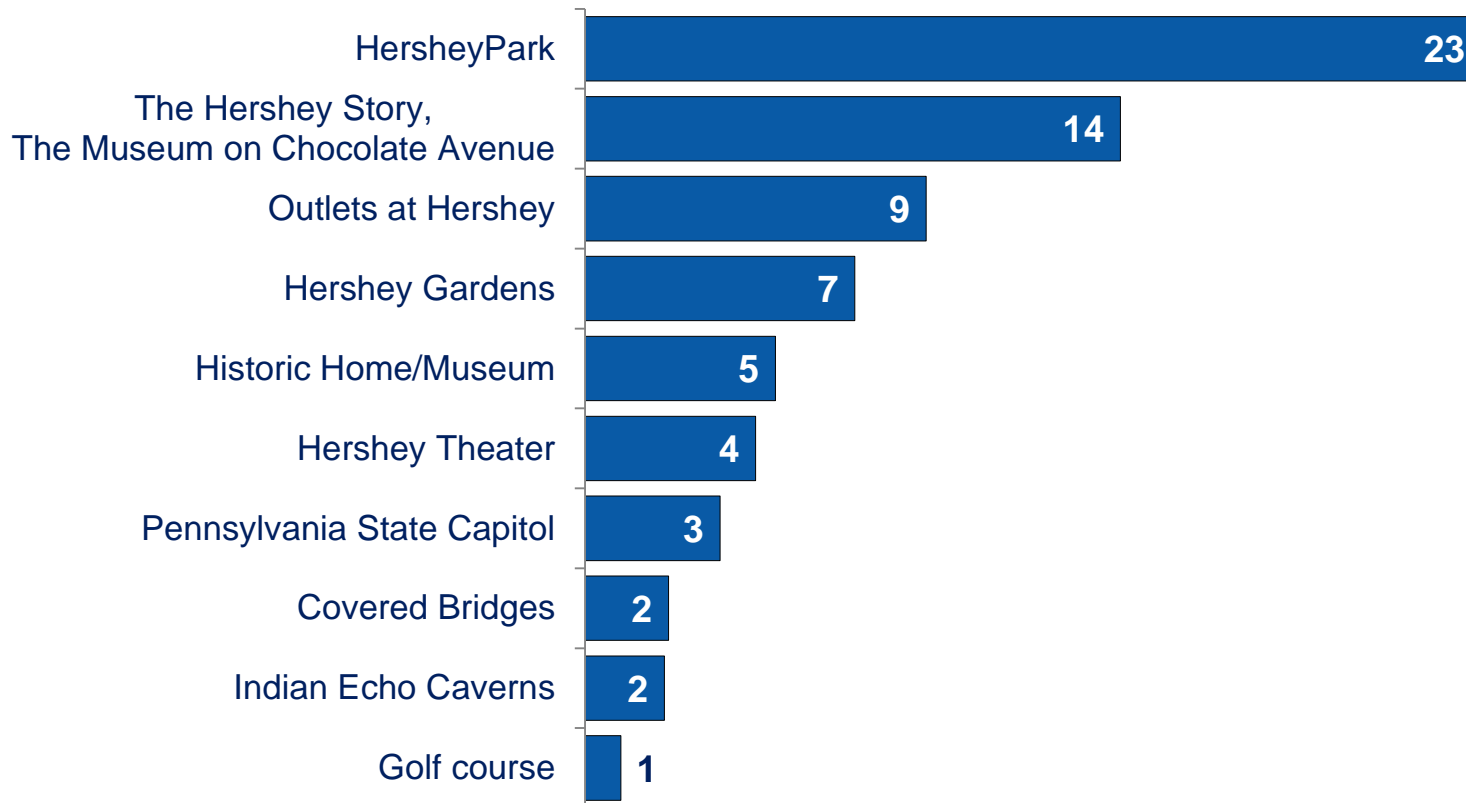
# Pennsylvania Attractions/Events — Dutch Country Roads Region\*



Base: Marketable Overnight Trips

\* *Harrisburg/Hershey Area*

Percent of Total



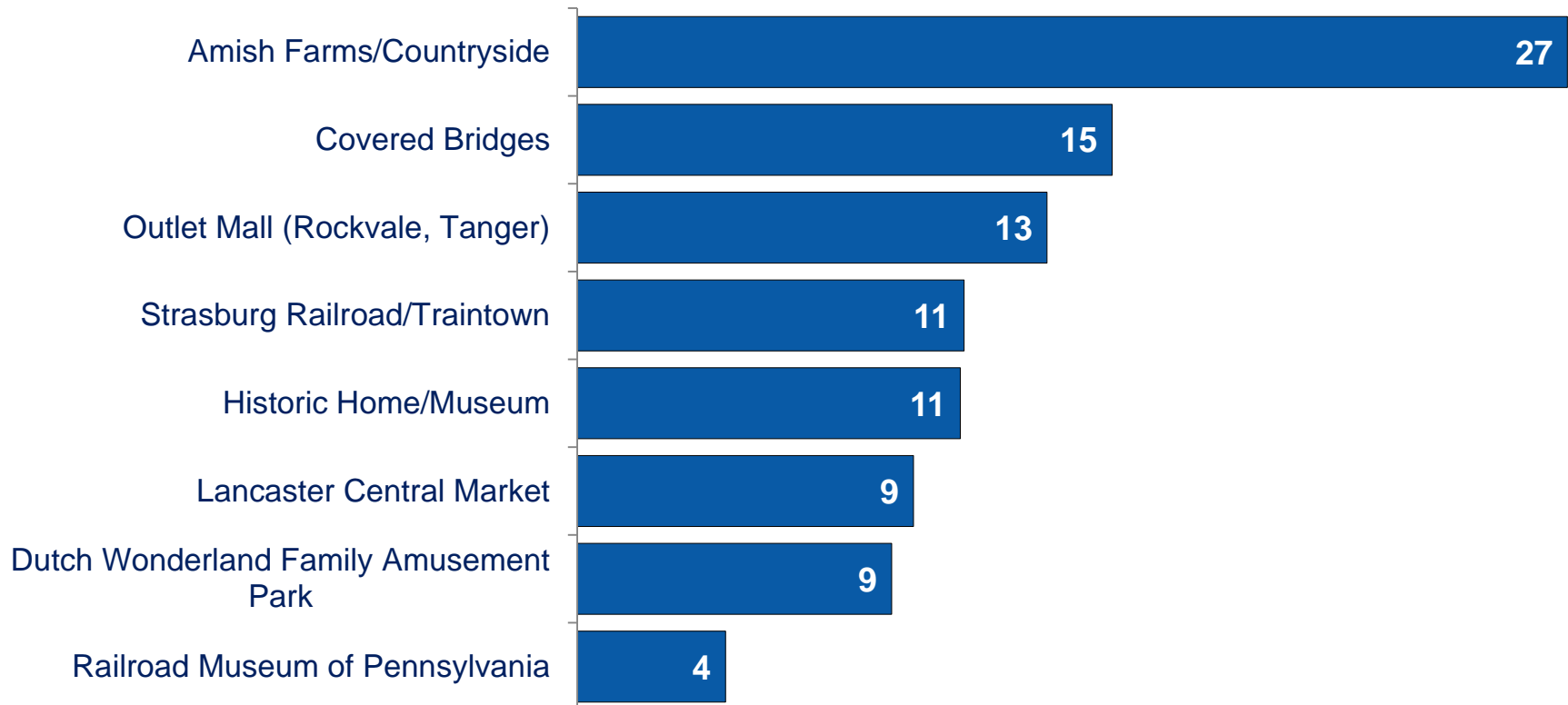
# Pennsylvania Attractions/Events — Dutch Country Roads Region\*



Base: Marketable Overnight Trips

*\*Lancaster Amish Farmland Area*

Percent of Total



# Pennsylvania Attractions/Events — Dutch Country Roads Region\* (cont'd)



Base: Marketable Overnight Trips

*\*Lancaster Amish Farmland Area*

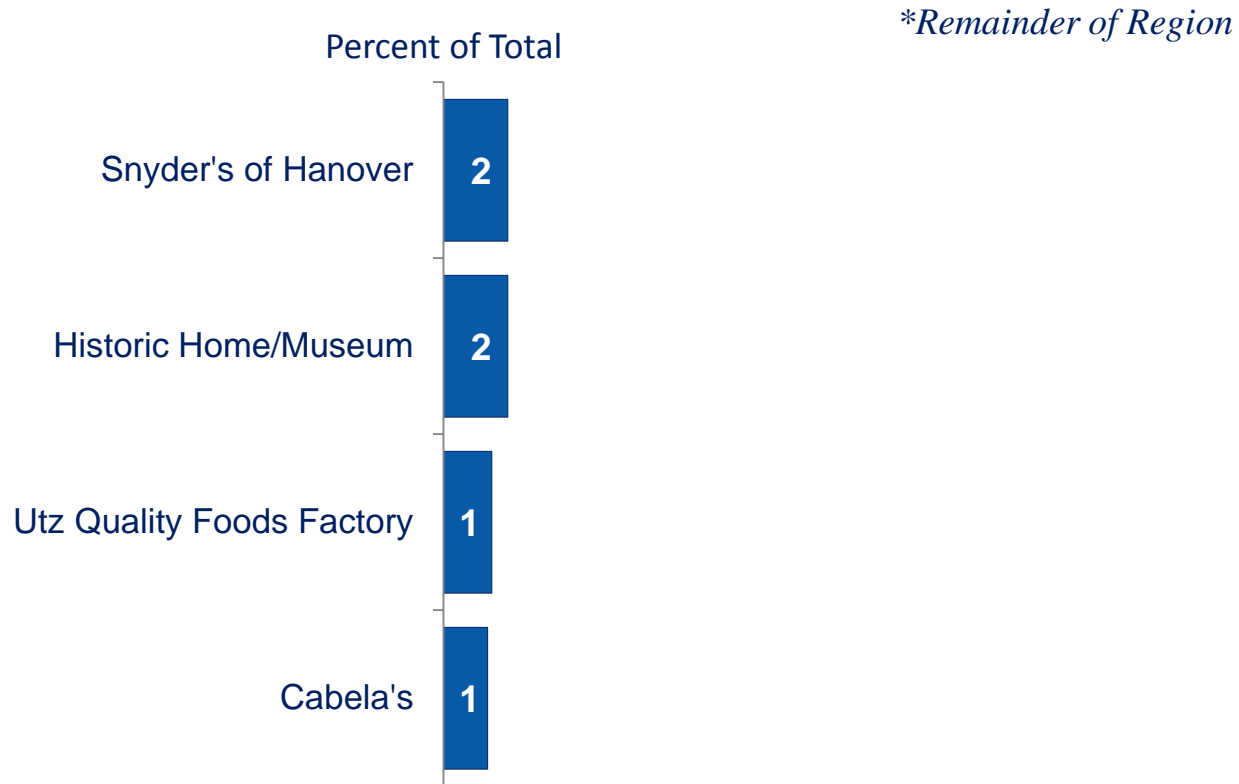




# Pennsylvania Attractions/Events — Dutch Country Roads Region\*



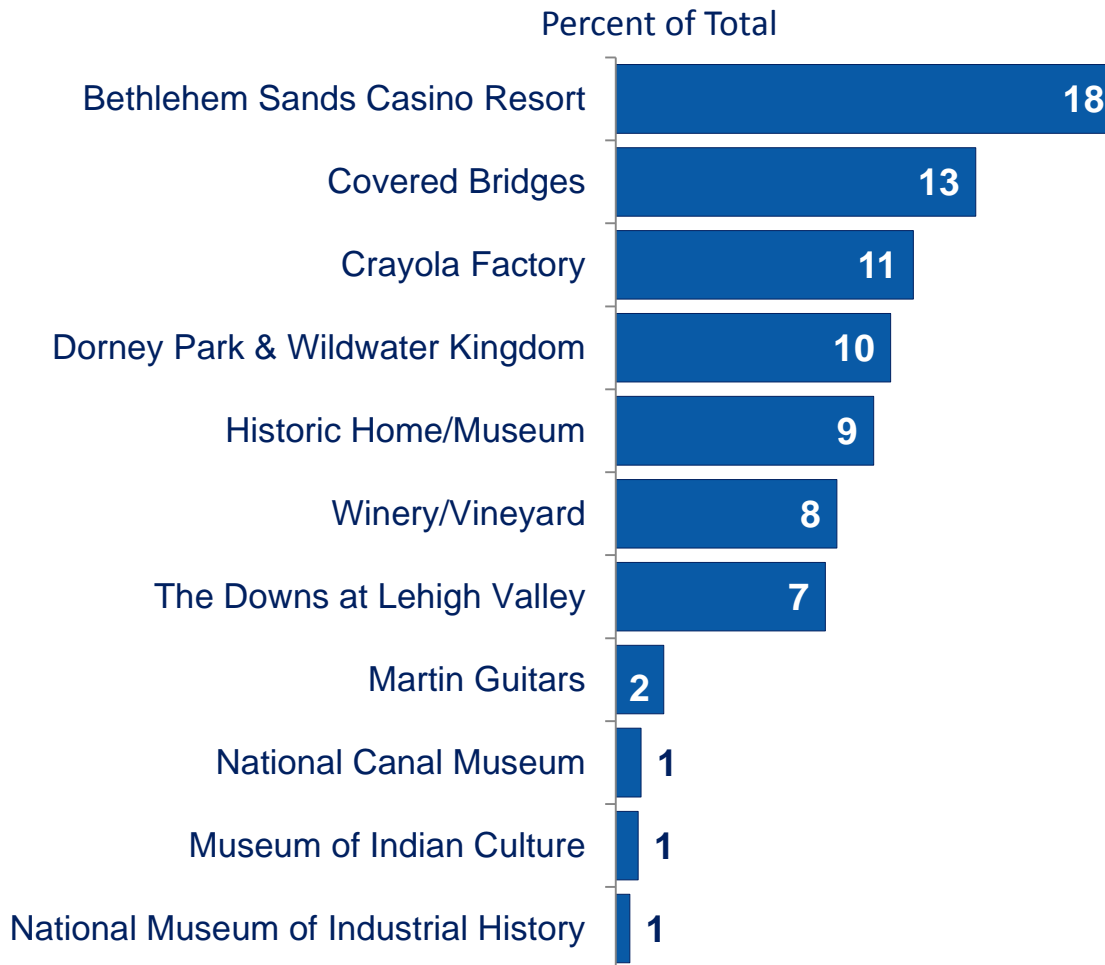
Base: Marketable Overnight Trips



# Pennsylvania Attractions/Events — Lehigh Valley Region



Base: Total Overnight Trips

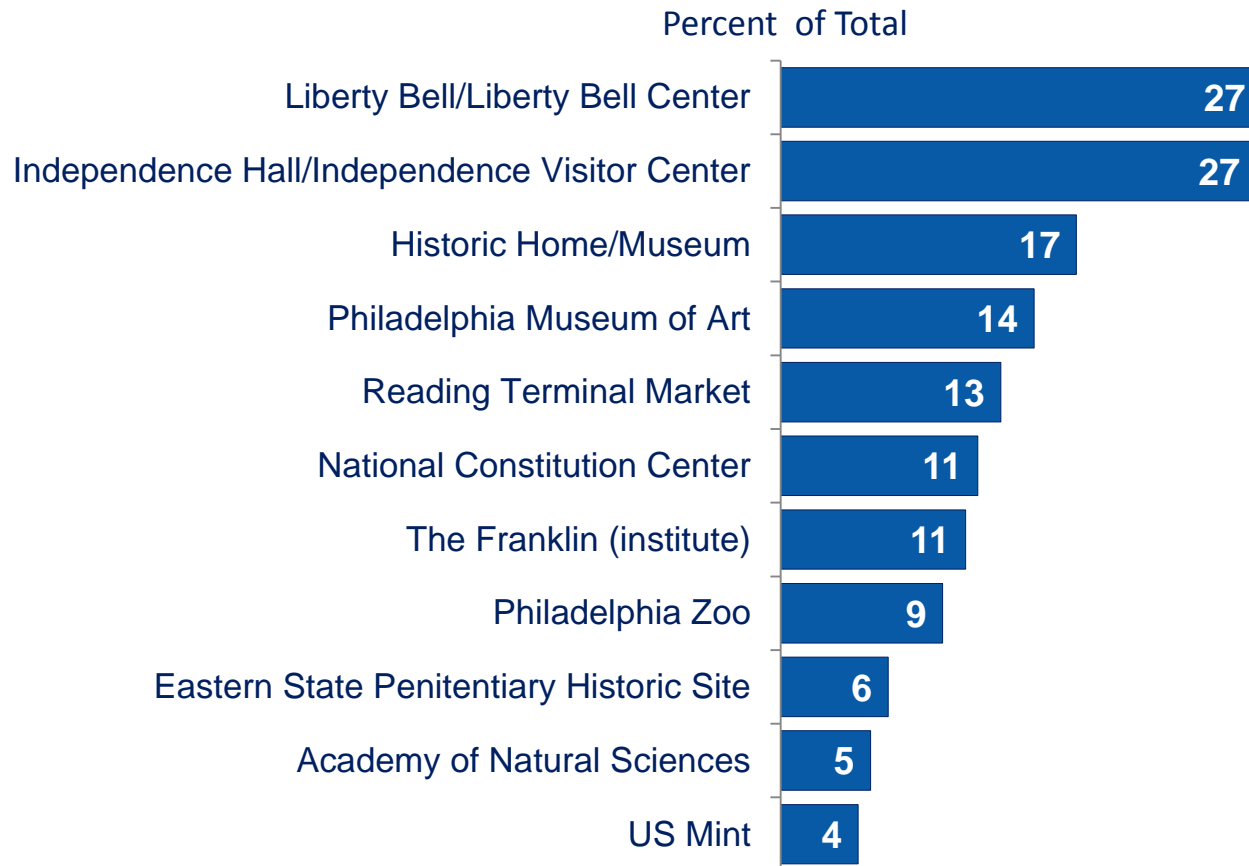


# Pennsylvania Attractions/Events — Philadelphia & The Countryside Region\*



Base: Marketable Overnight Trips

*\*Philadelphia*



# Pennsylvania Attractions/Events — Philadelphia & The Countryside Region\* (cont'd)



Base: Marketable Overnight Trips



# Pennsylvania Attractions/Events — Philadelphia & The Countryside Region\*



Base: Marketable Overnight Trips

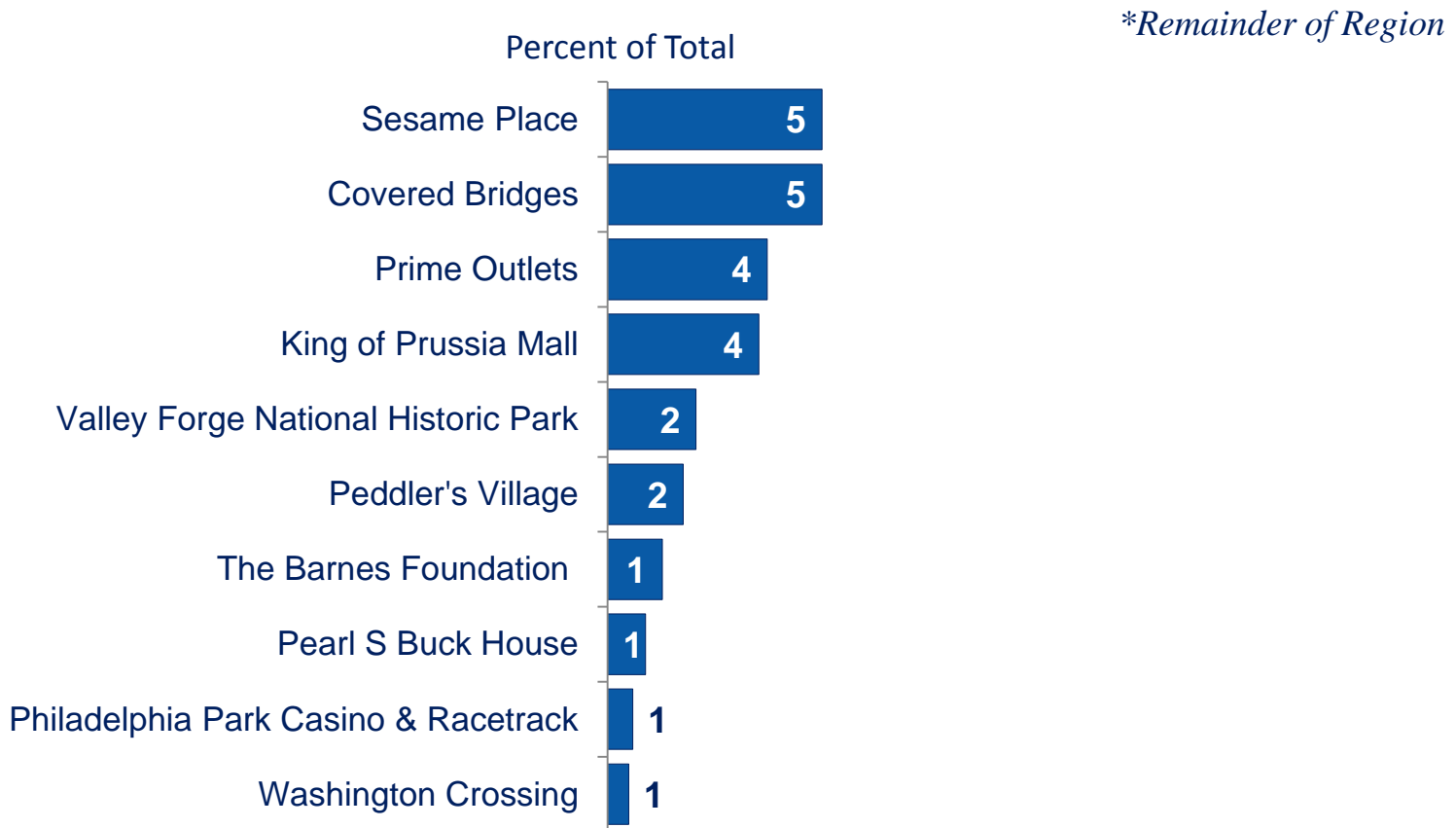
*\*Brandywine Valley*



# Pennsylvania Attractions/Events — Philadelphia & The Countryside Region\*



Base: Marketable Overnight Trips

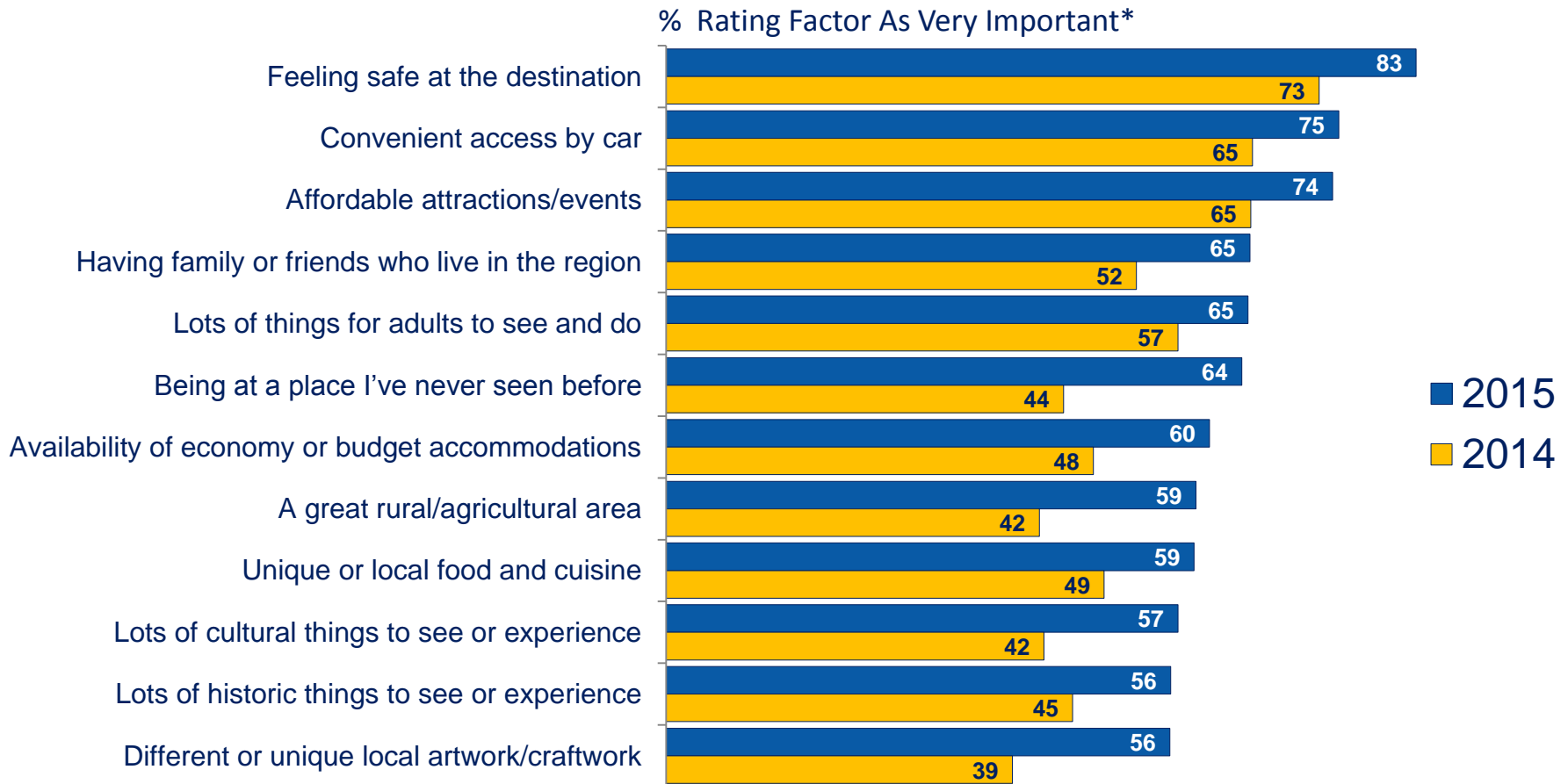


# **Factors Influencing Choice of Pennsylvania Tourism Region**

# Factors Influential In Choice of Pennsylvania's Great Lakes Region



Base: Total Overnight Trips



\* Rated 8, 9 or 10 on 10-pt. Importance scale

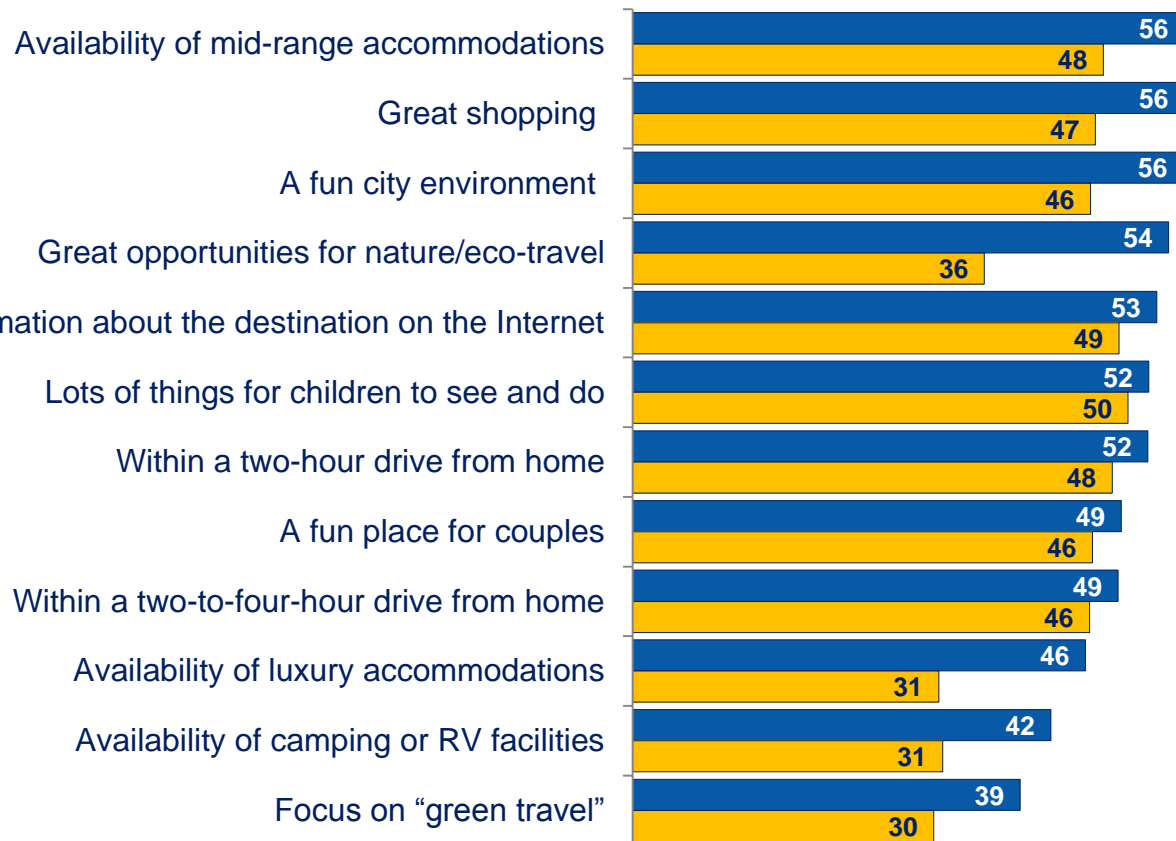


# Factors Influential In Choice of Pennsylvania's Great Lakes Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



■ 2015  
■ 2014

\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Pittsburgh & Its Countryside Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



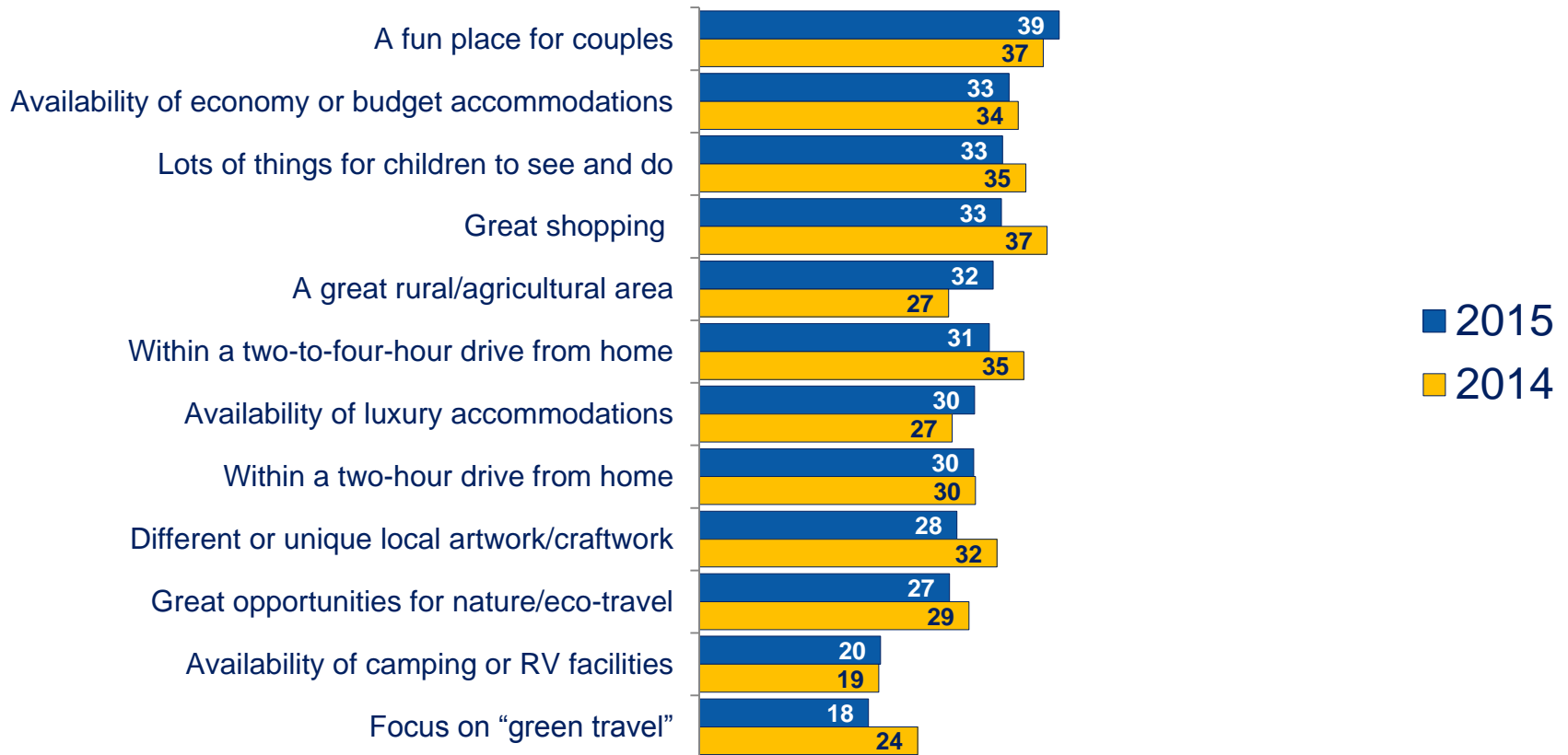
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Pittsburgh & Its Countryside Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



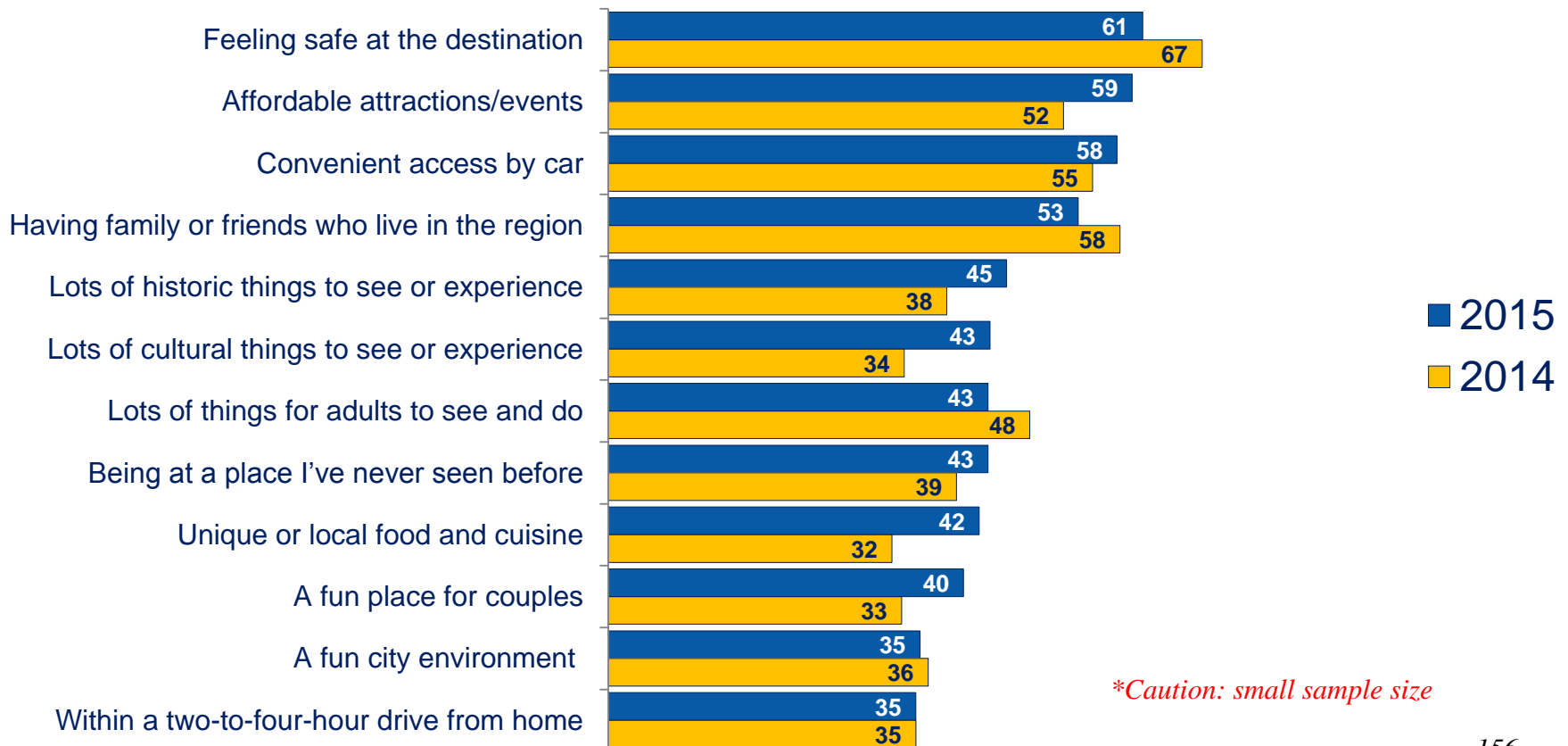
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Laurel Highlands Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



*\*Caution: small sample size*

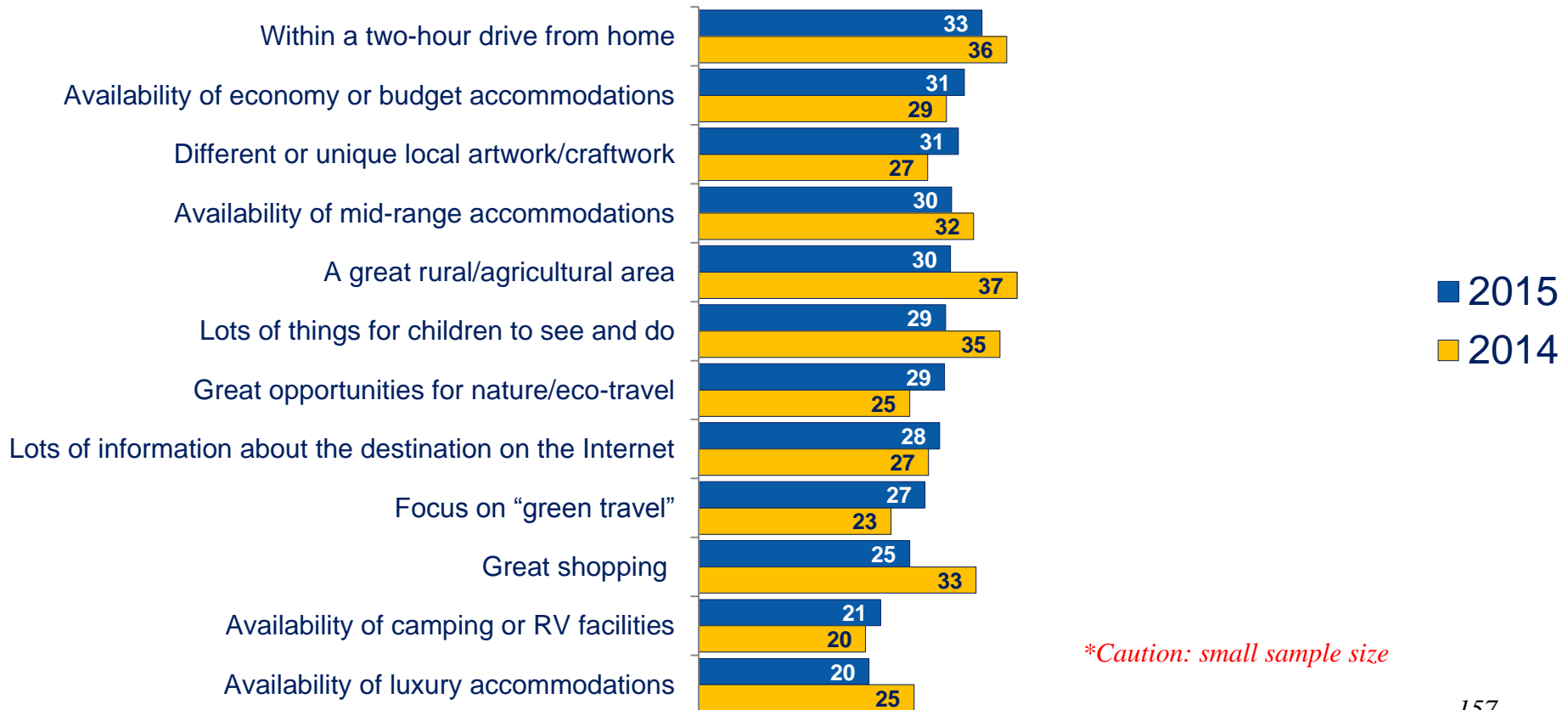
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Laurel Highlands Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



*\*Caution: small sample size*

\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Pennsylvania Wilds Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



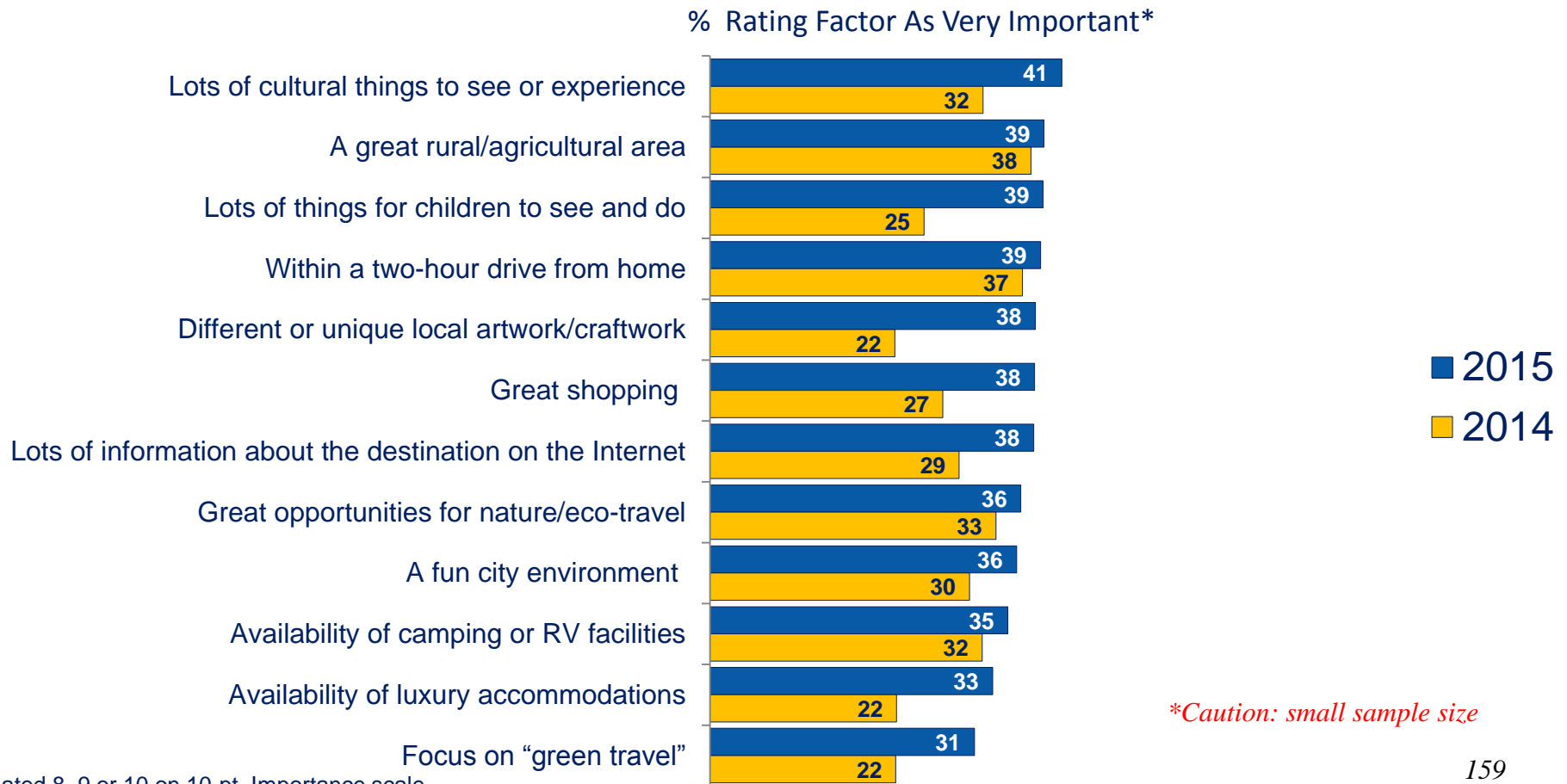
*\*Caution: small sample size*

\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Pennsylvania Wilds Region (cont'd)



Base: Total Overnight Trips



*\*Caution: small sample size*

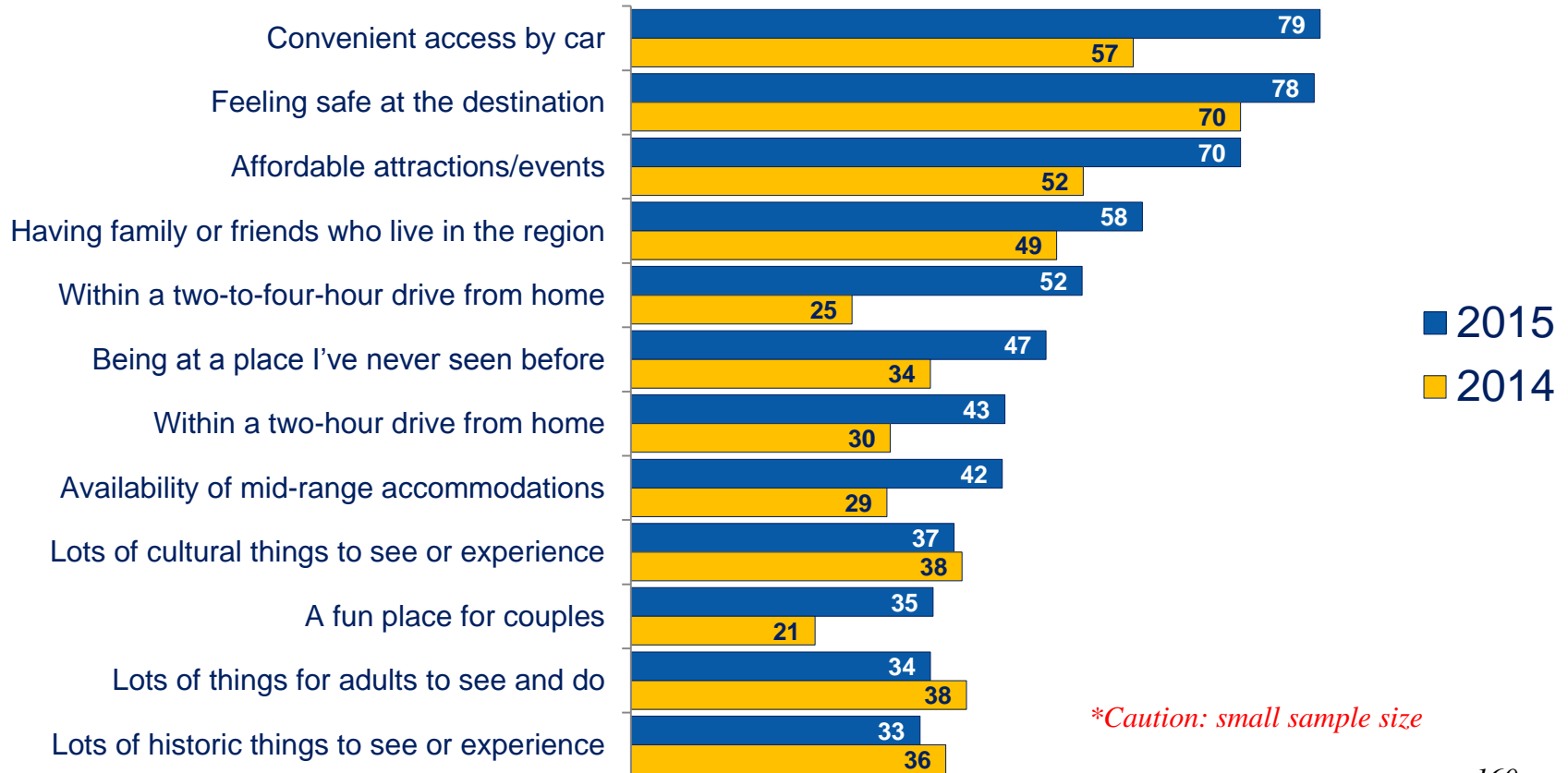
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Valleys of the Susquehanna Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



*\*Caution: small sample size*

\* Rated 8, 9 or 10 on 10-pt. Importance scale

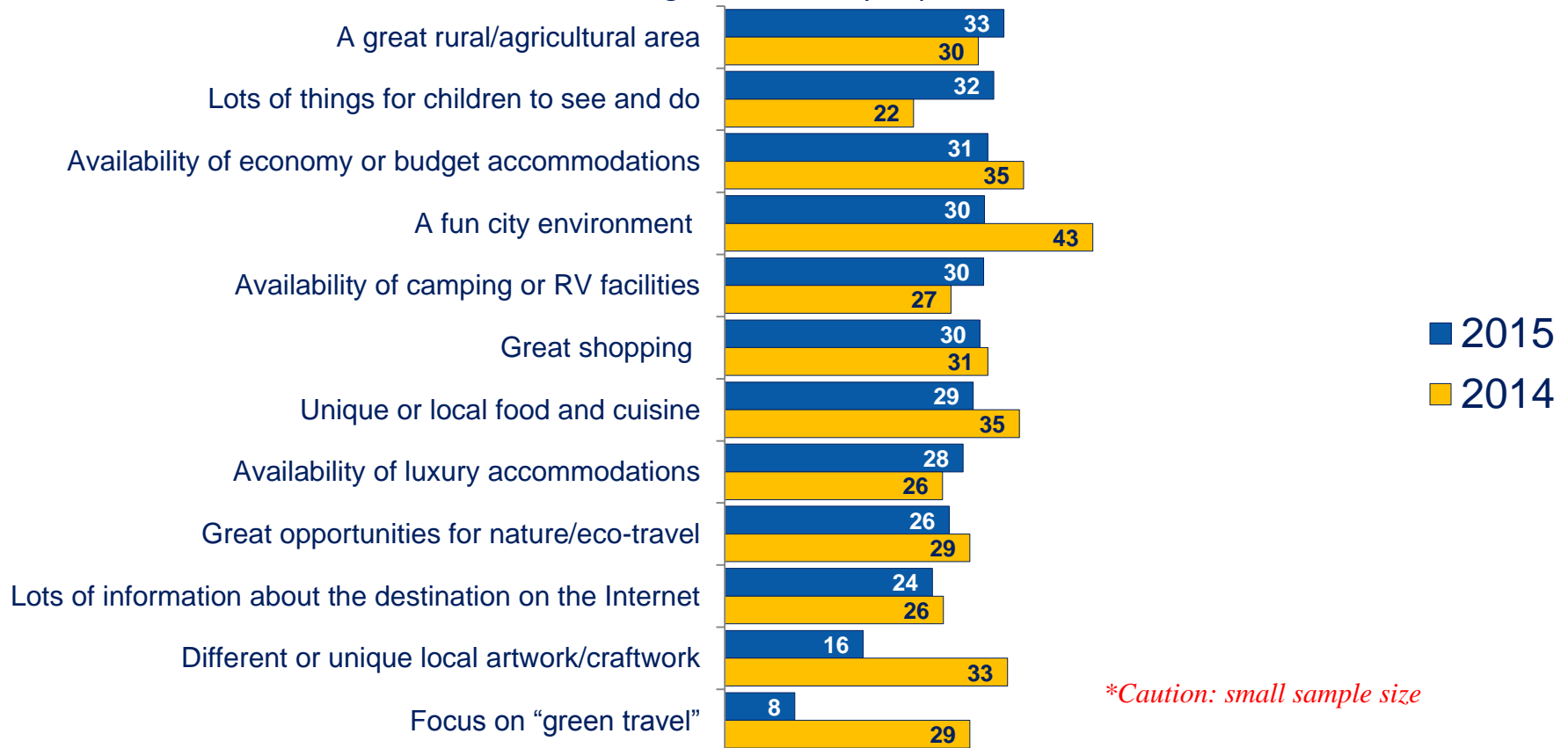


# Factors Influential In Choice of Valleys of the Susquehanna Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



*\*Caution: small sample size*

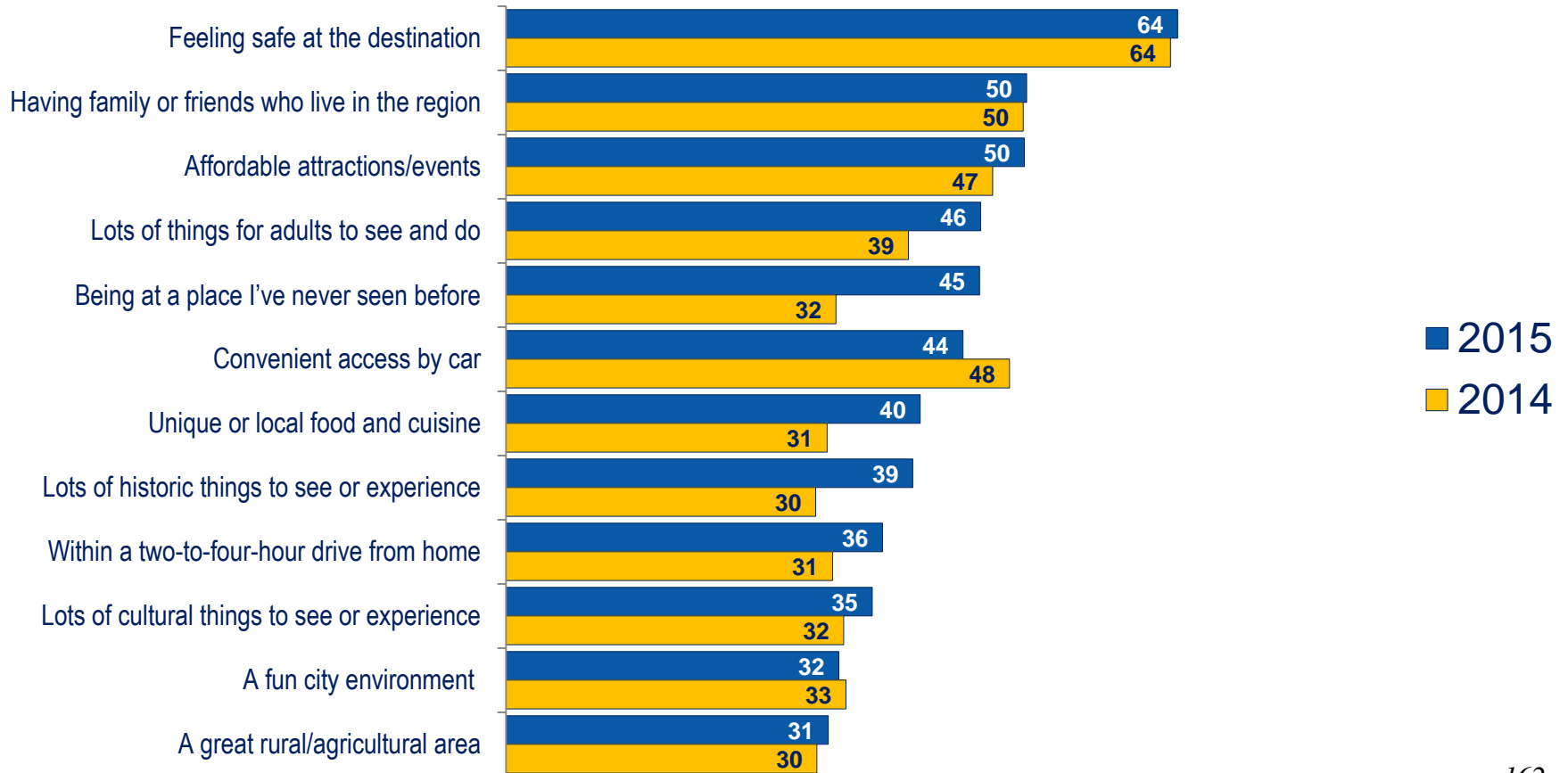
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of The Alleghenies Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



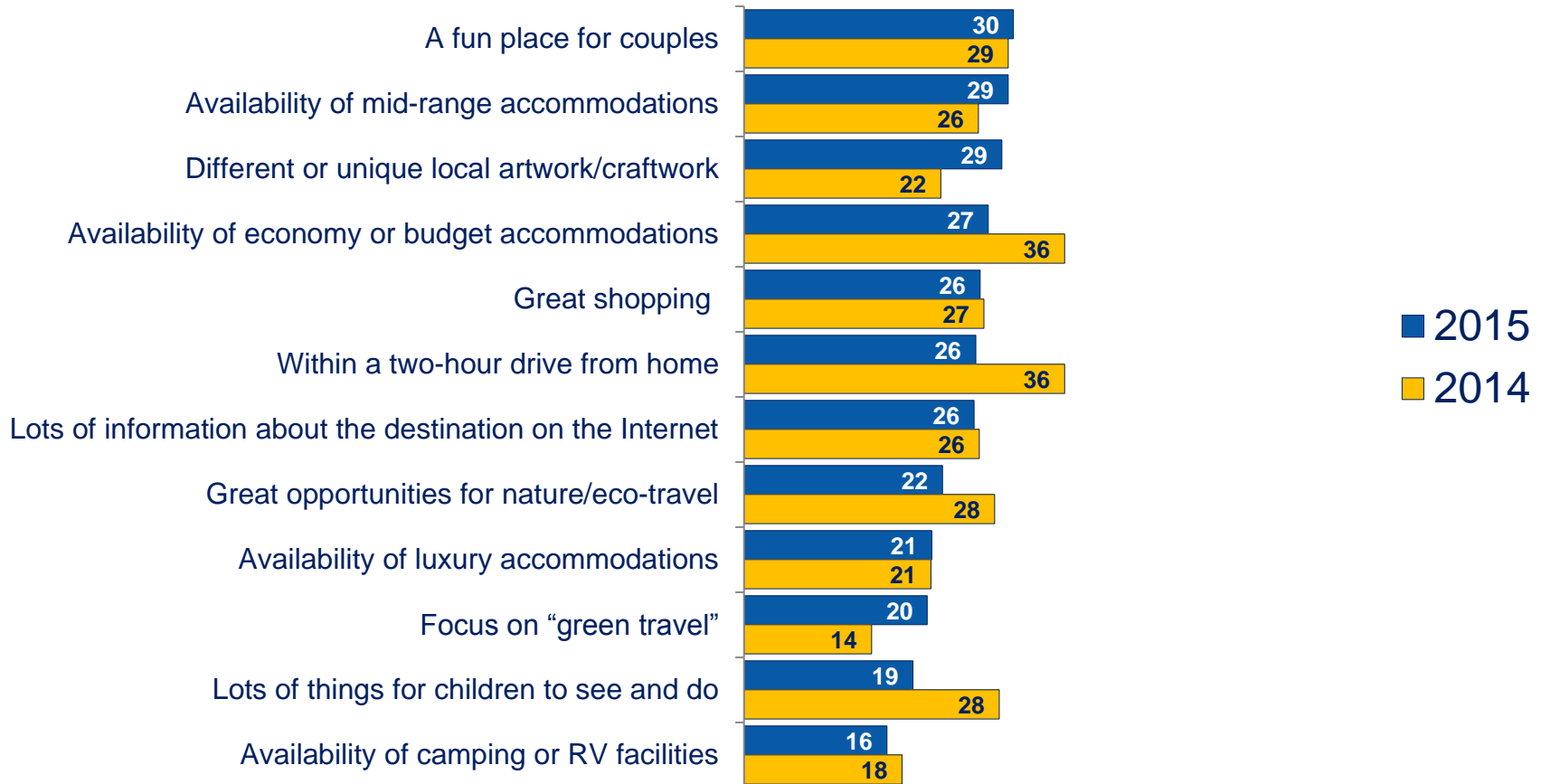
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of The Alleghenies Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



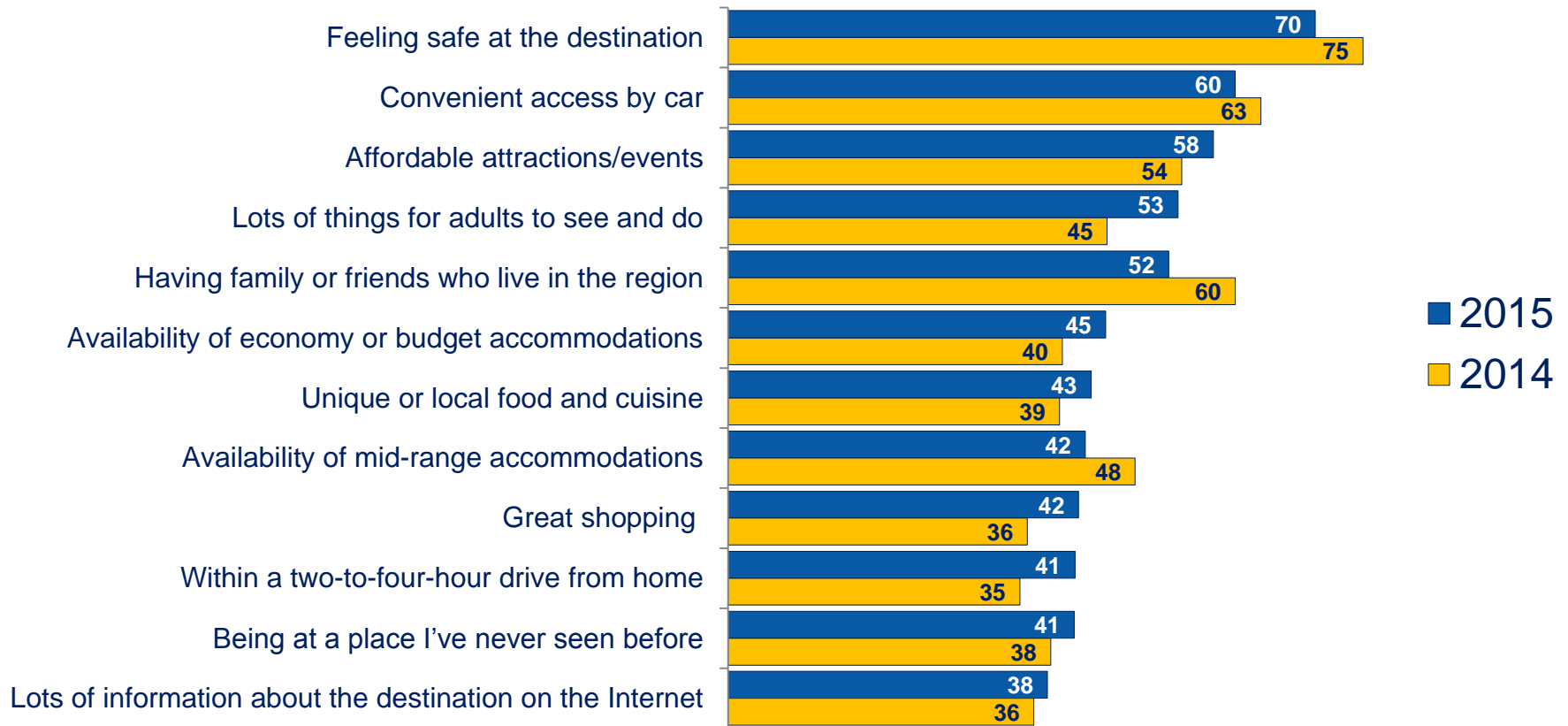
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Upstate PA Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



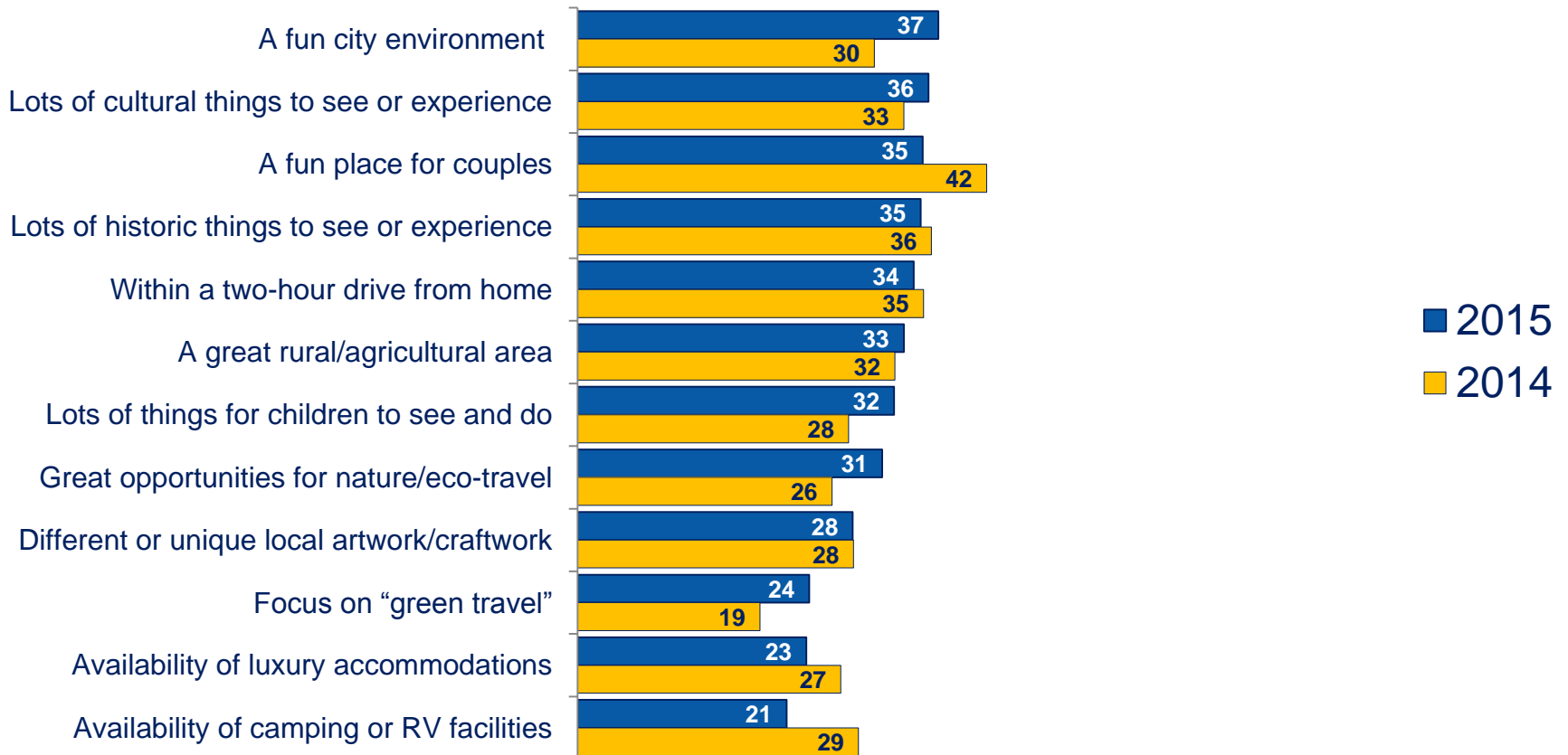
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Upstate PA Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



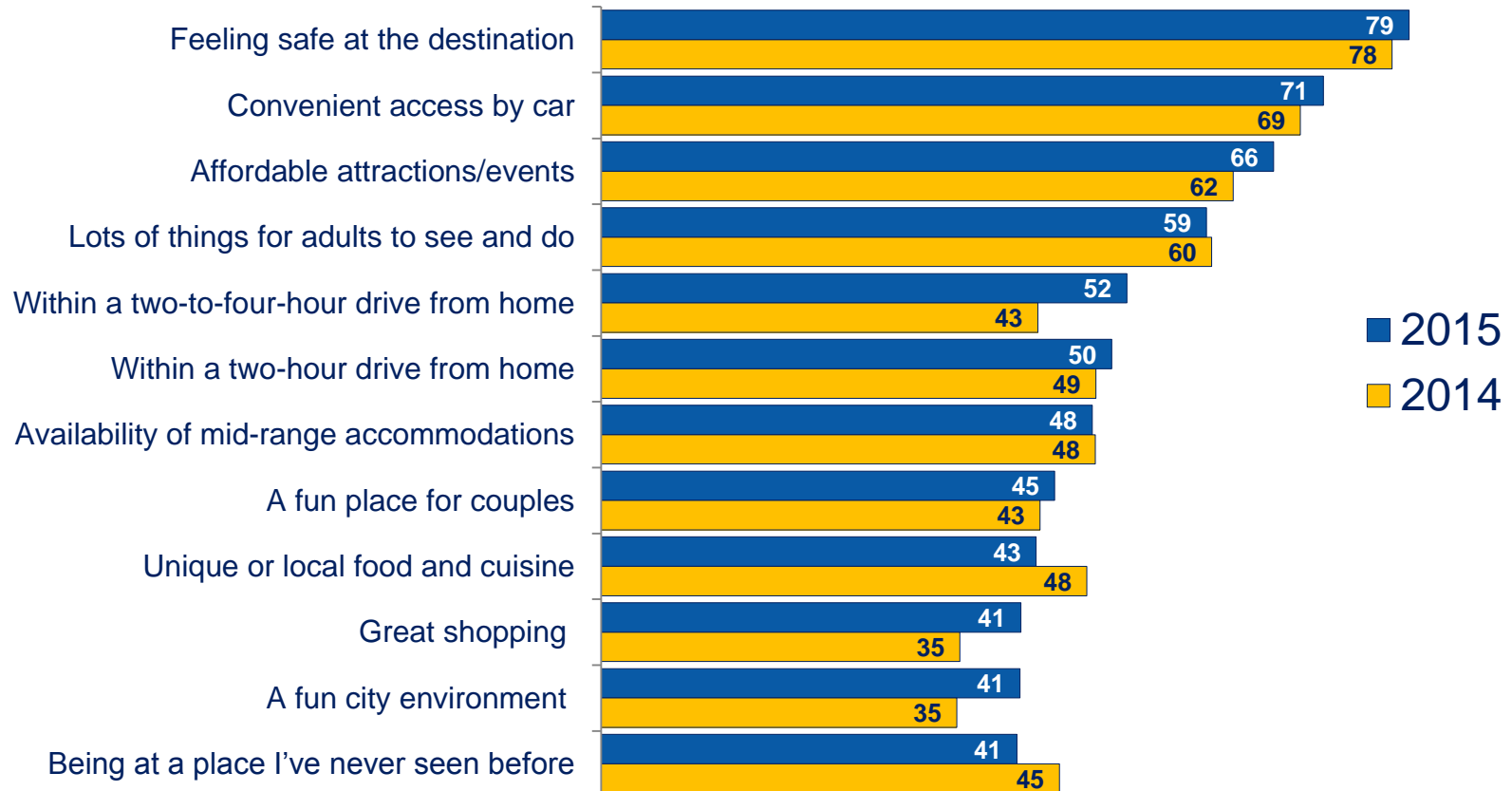
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Pocono Mountains Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



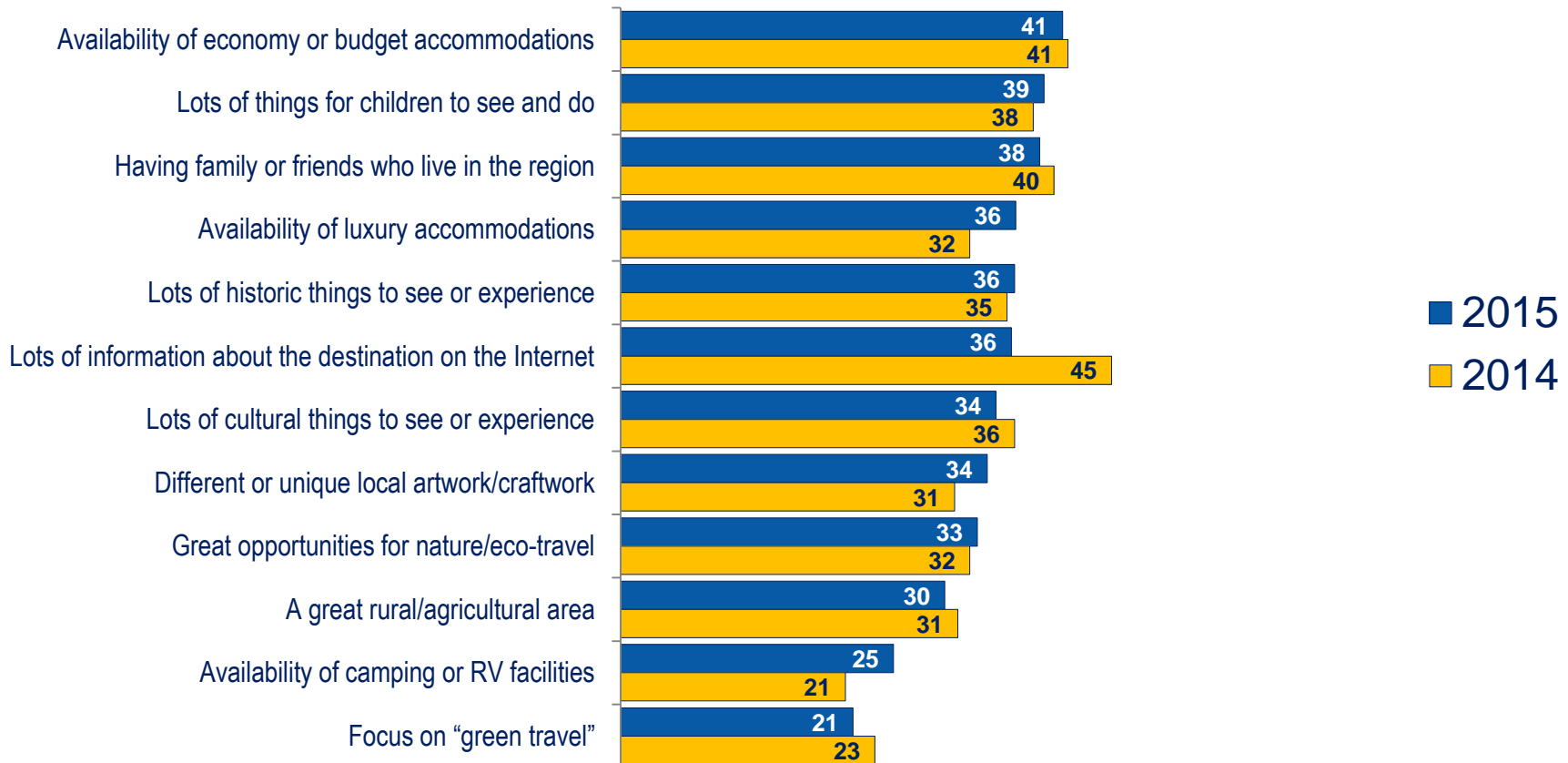
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Pocono Mountains Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



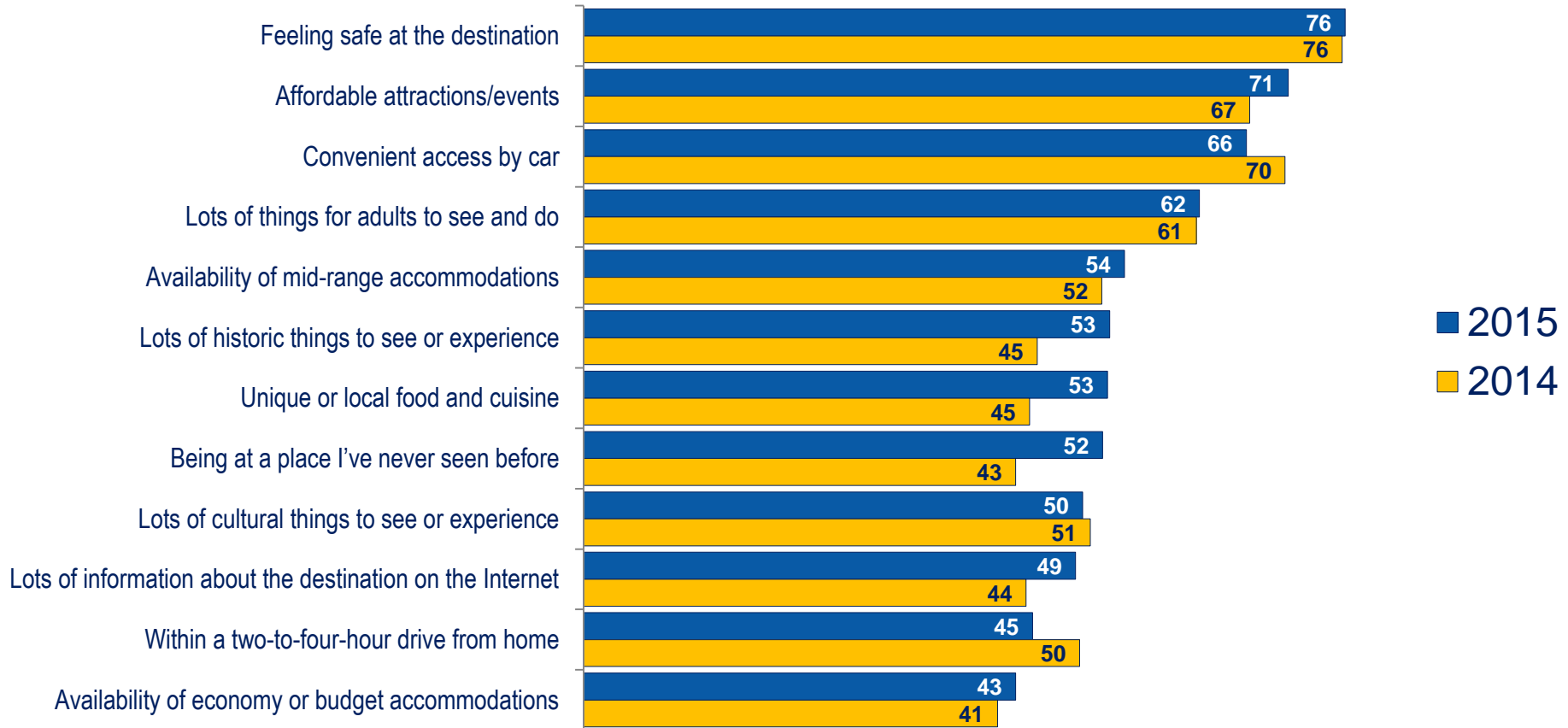
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Dutch Country Roads Region



Base: Marketable Overnight Trips

% Rating Factor As Very Important\*



\* Rated 8, 9 or 10 on 10-pt. Importance scale

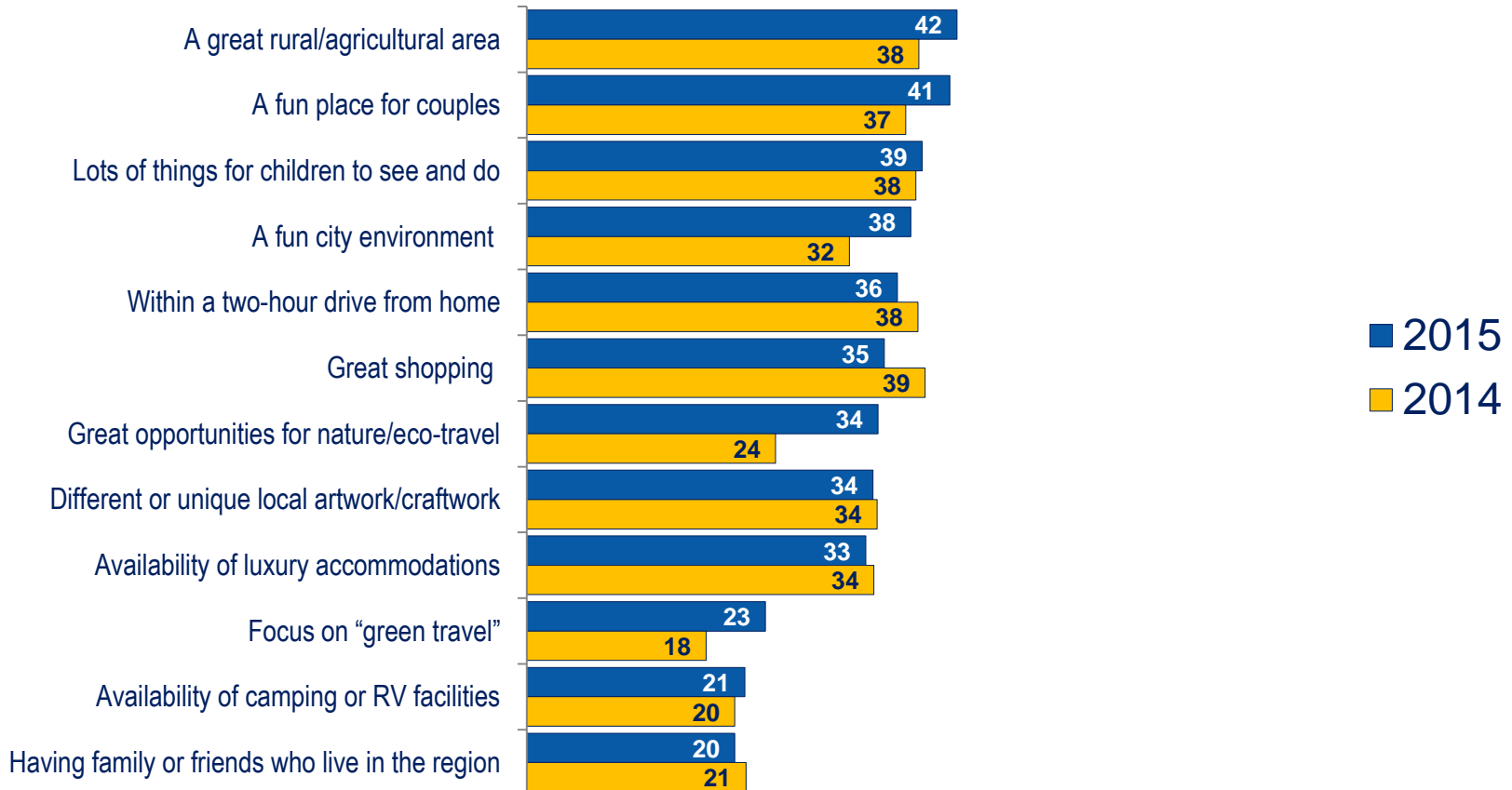


# Factors Influential In Choice of Dutch Country Roads Region (cont'd)



Base: Marketable Overnight Trips

% Rating Factor As Very Important\*



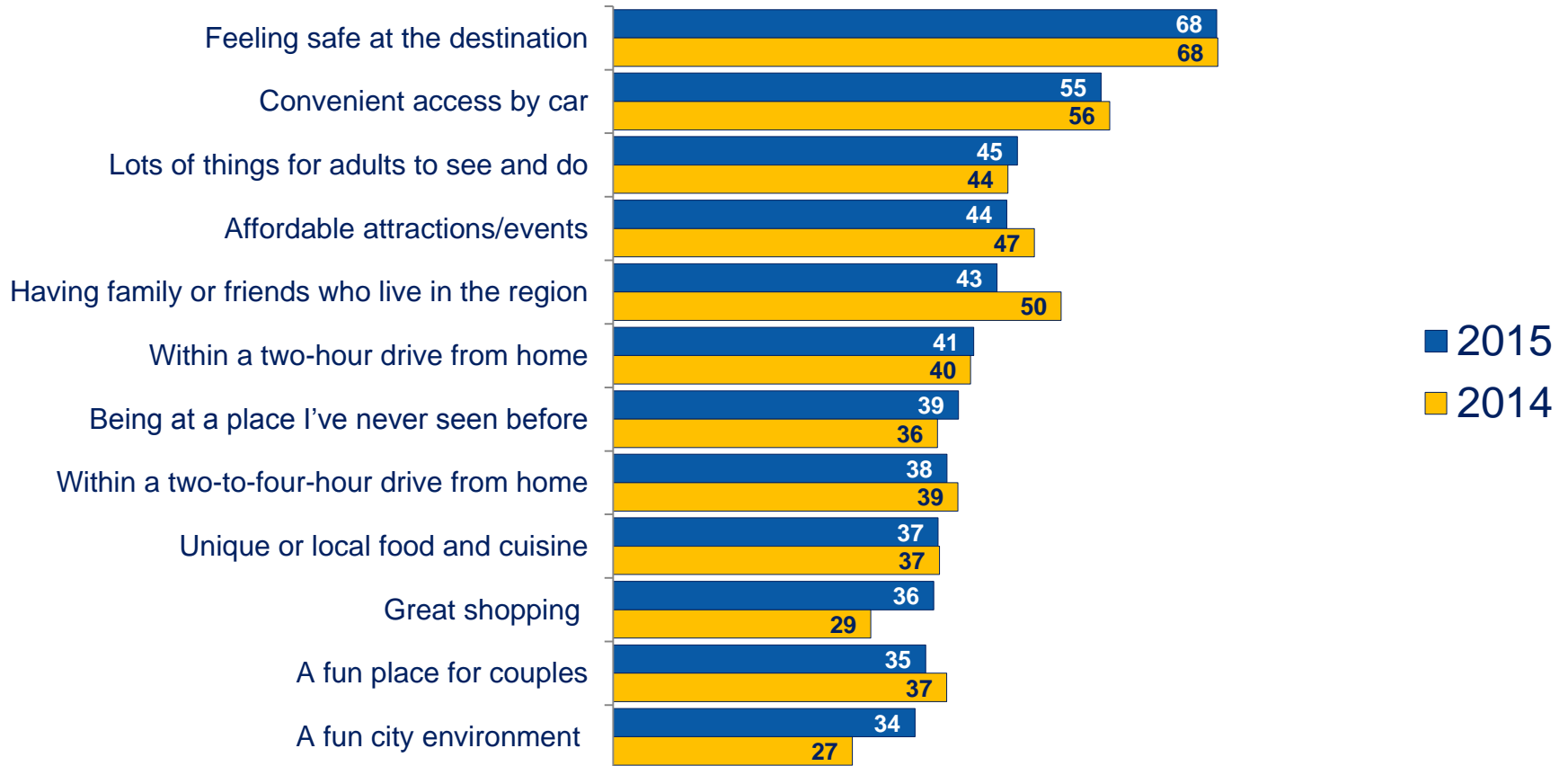
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Lehigh Valley Region



Base: Total Overnight Trips

% Rating Factor As Very Important\*



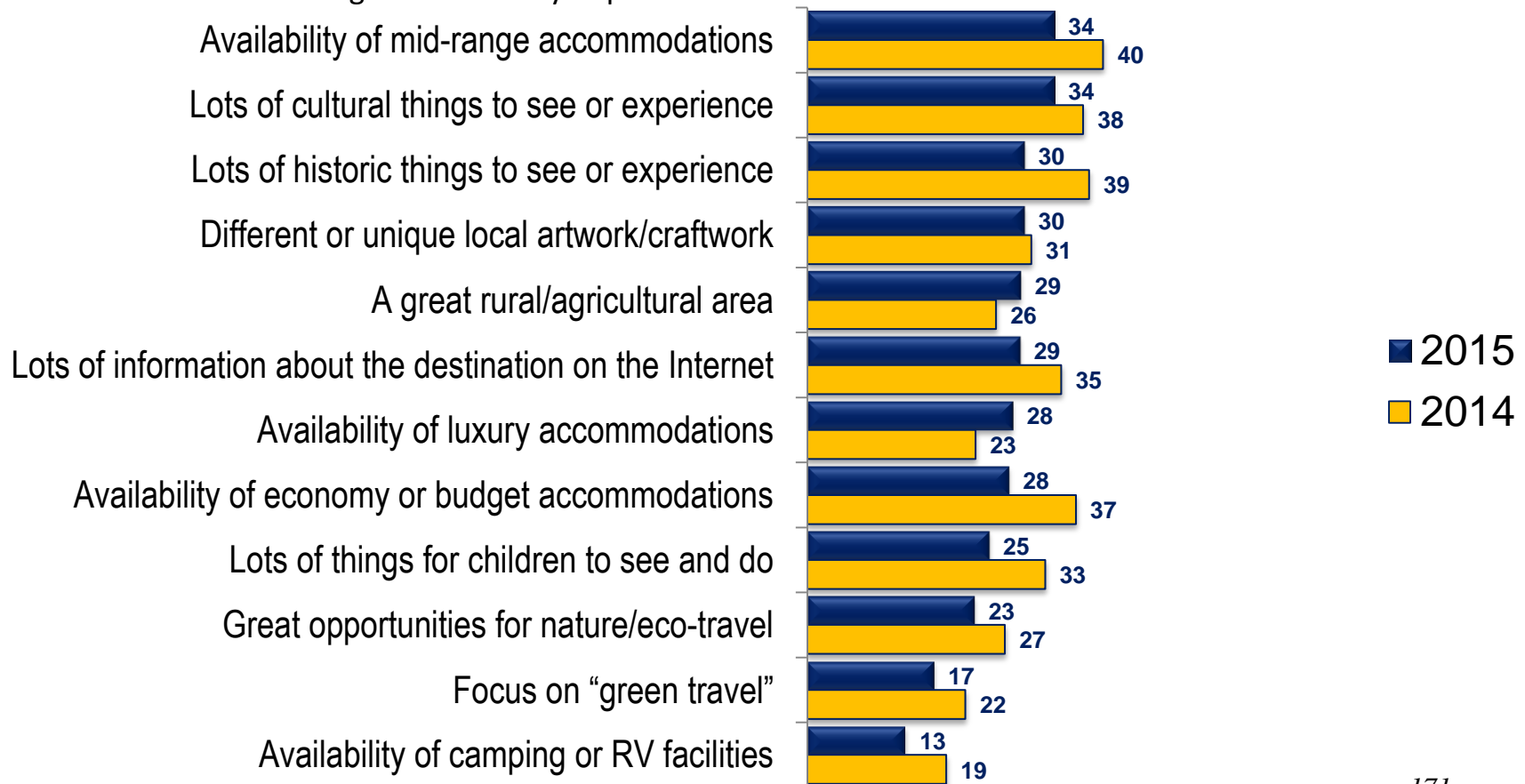
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Lehigh Valley Region (cont'd)



Base: Total Overnight Trips

% Rating Factor As Very Important\*



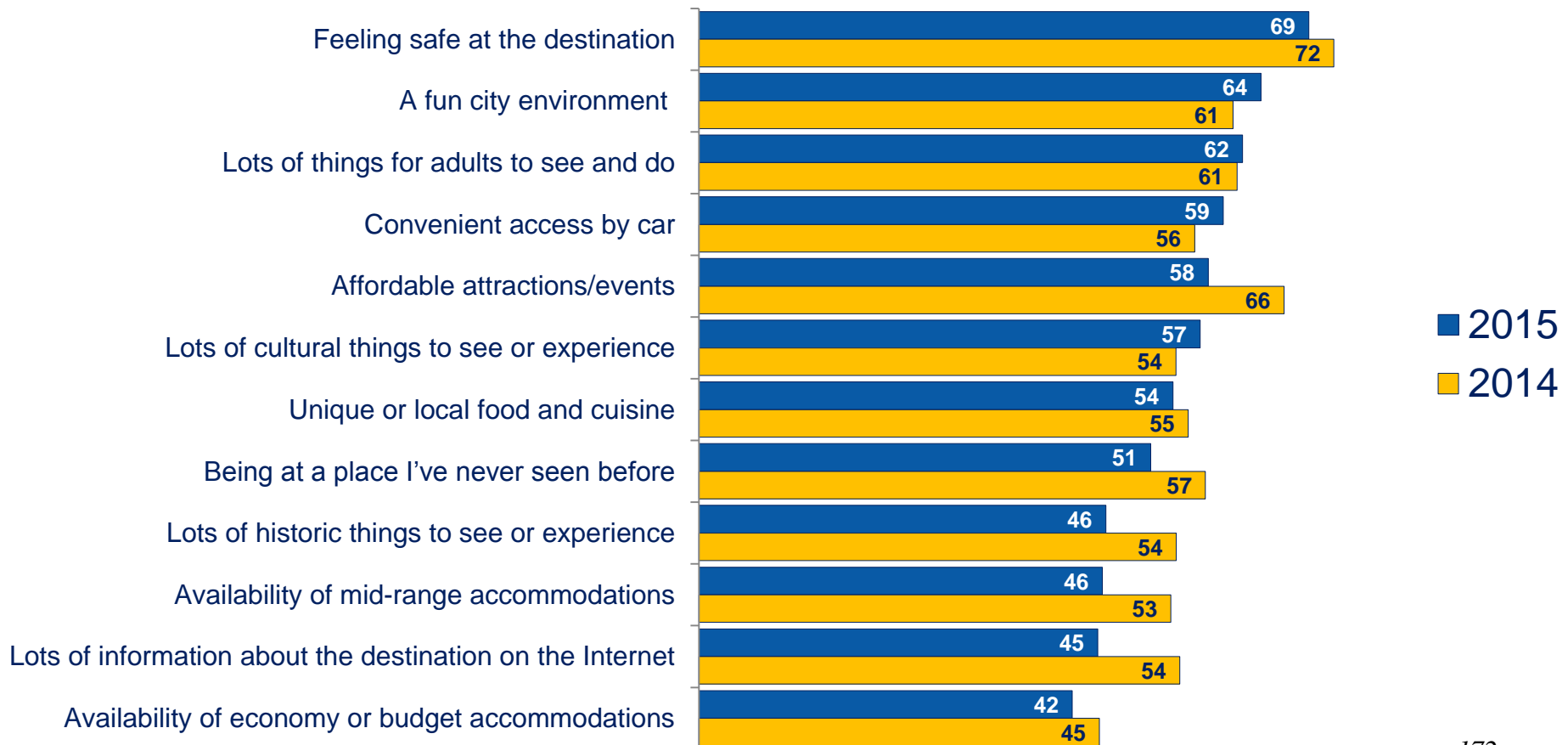
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Philadelphia & The Countryside Region



Base: Marketable Overnight Trips

% Rating Factor As Very Important\*



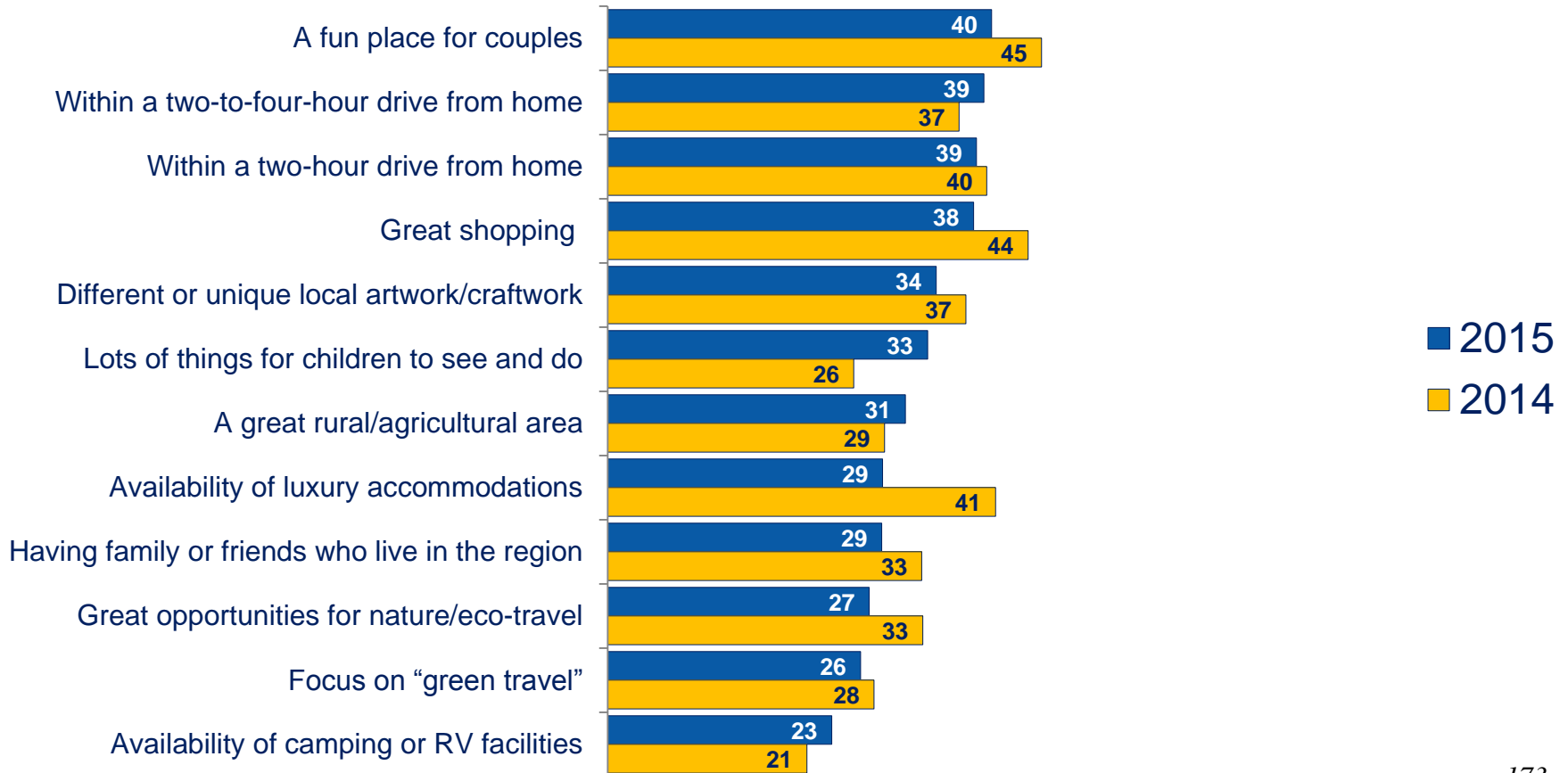
\* Rated 8, 9 or 10 on 10-pt. Importance scale

# Factors Influential In Choice of Philadelphia & The Countryside Region (cont'd)



Base: Marketable Overnight Trips

% Rating Factor As Very Important\*



\* Rated 8, 9 or 10 on 10-pt. Importance scale

# **Product Delivery — Marketable Overnight Trips**

# Traveler Priorities

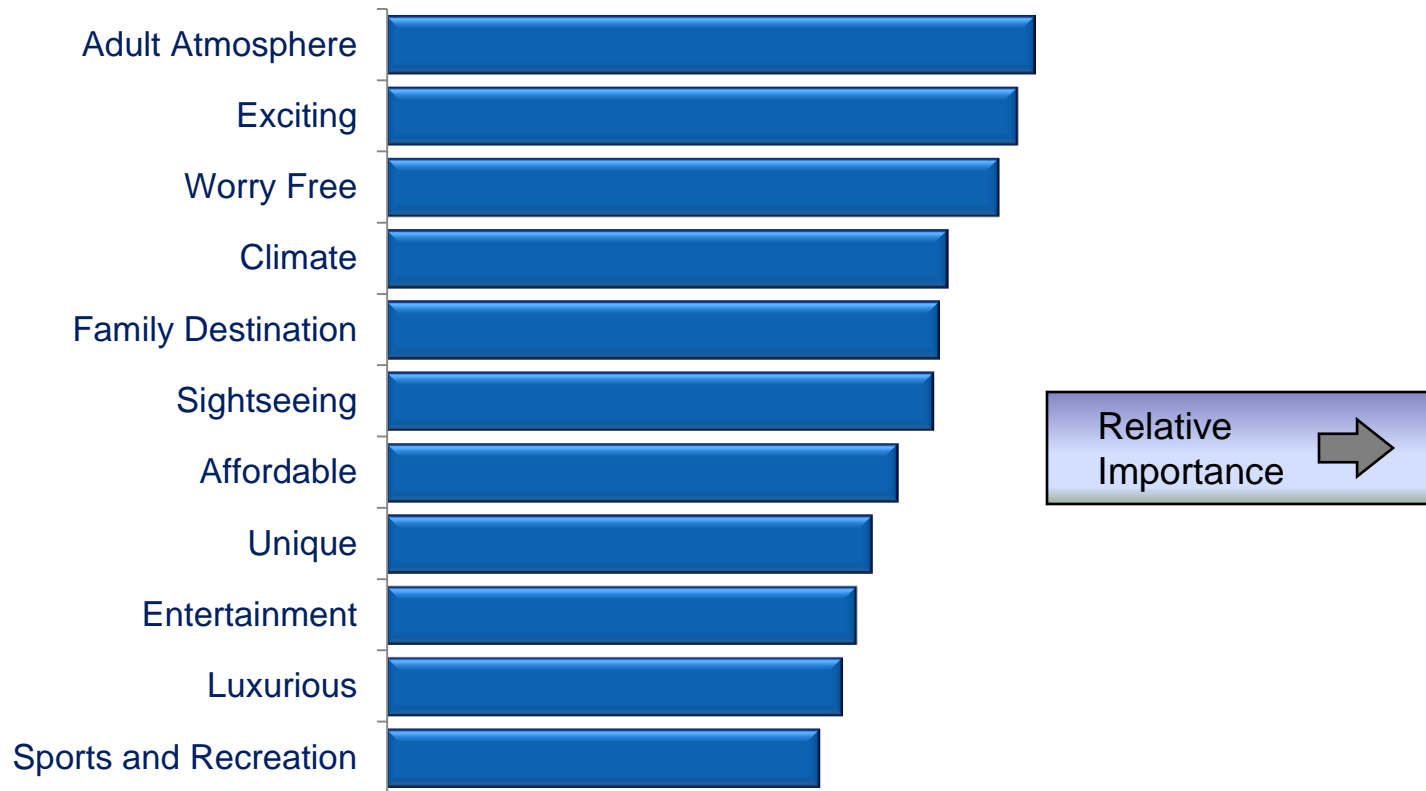


- ❖ Respondents were asked to rate Pennsylvania (on a scale of 1 to 10) on approximately 60 destination attributes.
- ❖ A factor analysis was undertaken to organize these attributes into 11 categories, or factors, in order to simplify discussion.
- ❖ The degree of association between each factor was then measured on whether Pennsylvania is a place “I would really enjoy visiting.”
- ❖ To motivate Pennsylvania visitors to return, it is important that the state be perceived as a destination that is exciting, attractive for an adult vacation, has a good climate, and while at the same time safe and worry-free and family friendly.

# Traveler Priorities



Base: Total Overnight Trips



A measure of the degree of association between each factor and whether a destination is a place “I would really enjoy visiting.”



# Hot Buttons



Base: Total Overnight Trips

\*A measure of the degree of association between each attribute and whether a destination is a place “I would really enjoy visiting.”

- |          |   |           |  |
|----------|---|-----------|--|
| <b>1</b> | <b>A fun place for a vacation/getaway</b> | <b>7</b>  | <b>A place I would feel welcome</b>            |
| <b>2</b> | <b>Lots to see and do</b>                 | <b>8</b>  | <b>Beautiful gardens &amp; parks</b>           |
| <b>3</b> | <b>Good place to get away and relax</b>   | <b>9</b>  | <b>Great place for walking/strolling about</b> |
| <b>4</b> | <b>A good place for couples to visit</b>  | <b>10</b> | <b>Safe place to travel in tourist areas</b>   |
| <b>5</b> | <b>Good for adult vacation/getaway</b>    | <b>11</b> | <b>Affordable accommodations</b>               |
| <b>6</b> | <b>Good place for families to visit</b>   | <b>12</b> | <b>Interesting festivals/fairs</b>             |

# Product Delivery



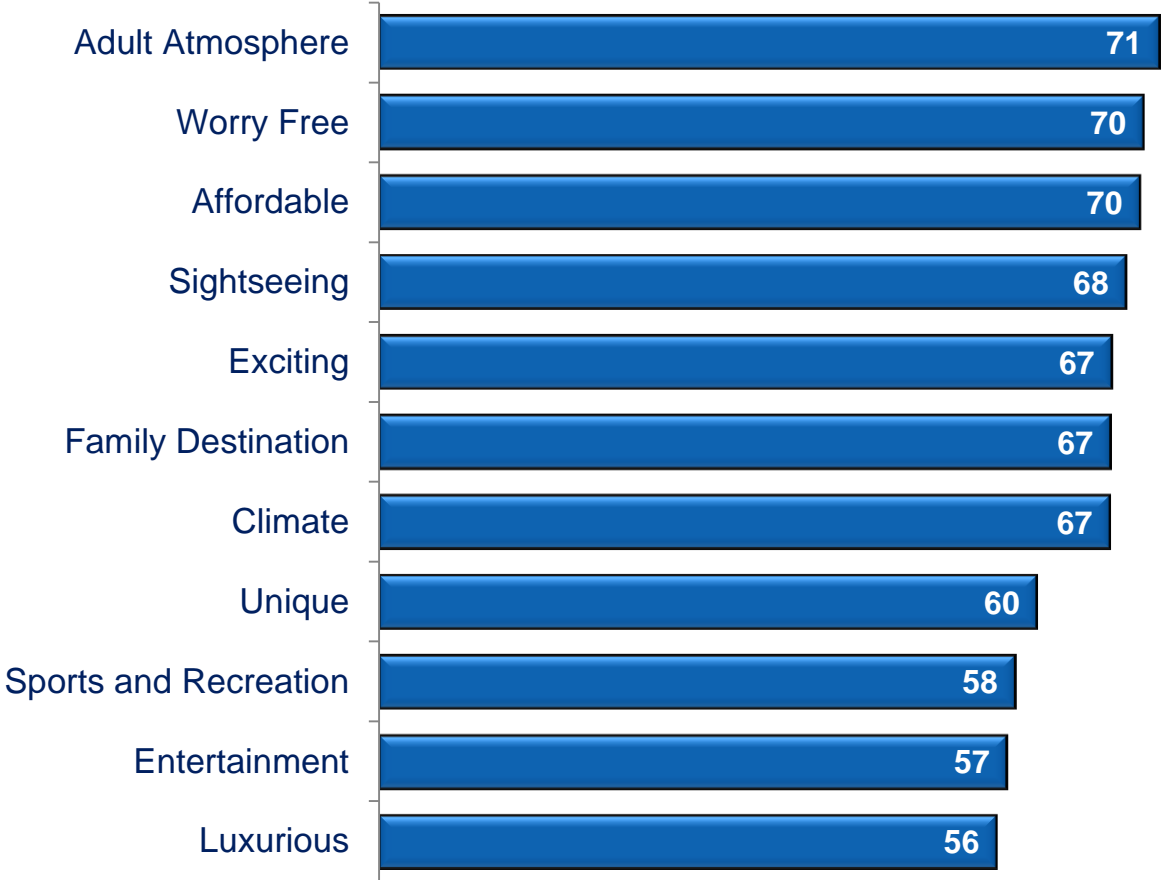
- ❖ Image ratings by recent visitors can be viewed as product ratings such that recent visitors are, presumably, rating Pennsylvania based their personal experience.
- ❖ Pennsylvania's image strengths among recent visitors include its history, beautiful scenery, access, proximity, a good place for adults to visit and it's well known landmarks. Pennsylvania is also seen as a safe, relaxing, fun, interesting, welcoming place with lots to see and do.

# Pennsylvania's Product Delivery



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*

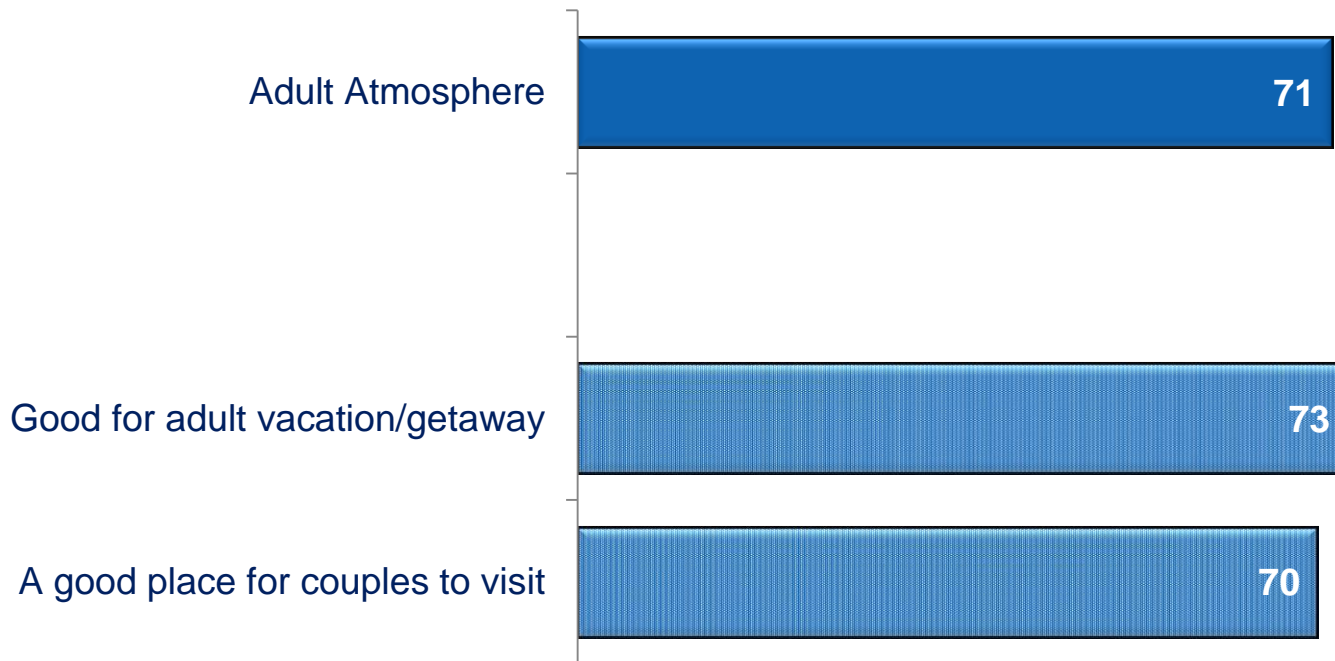


# Pennsylvania's Product Delivery — Adult Atmosphere



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*

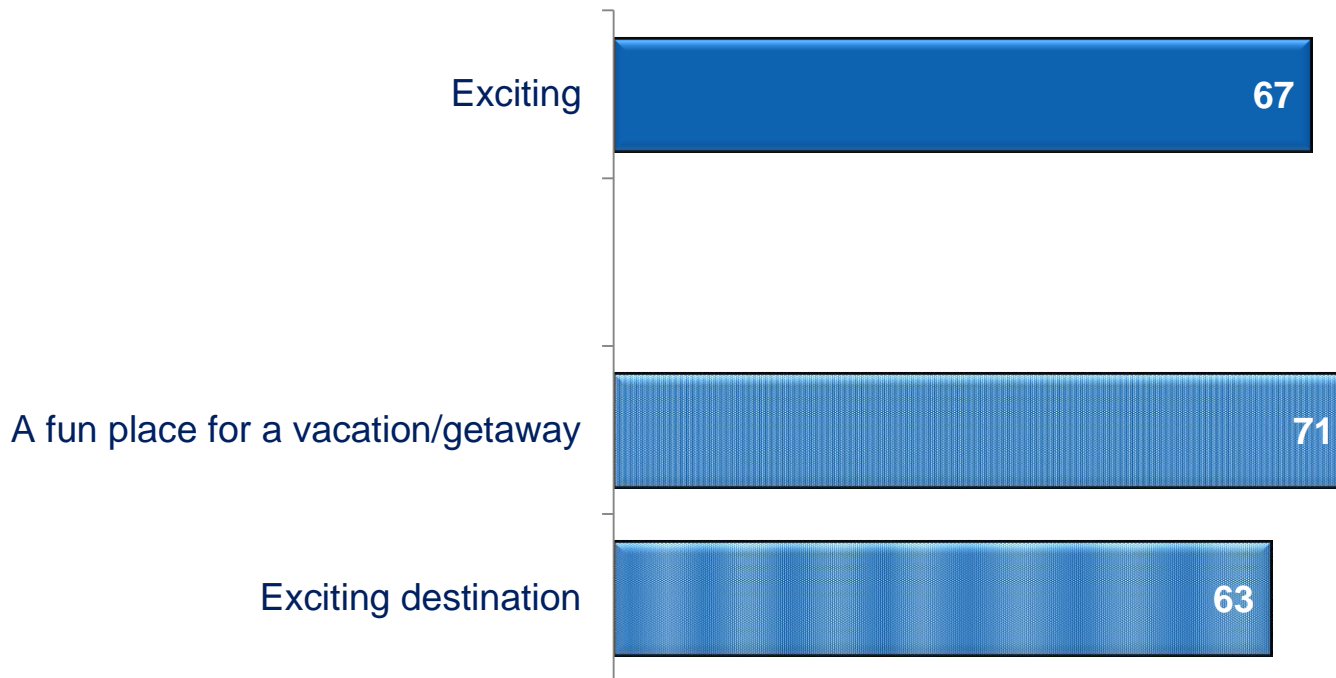


# Pennsylvania's Product Delivery — Exciting



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*

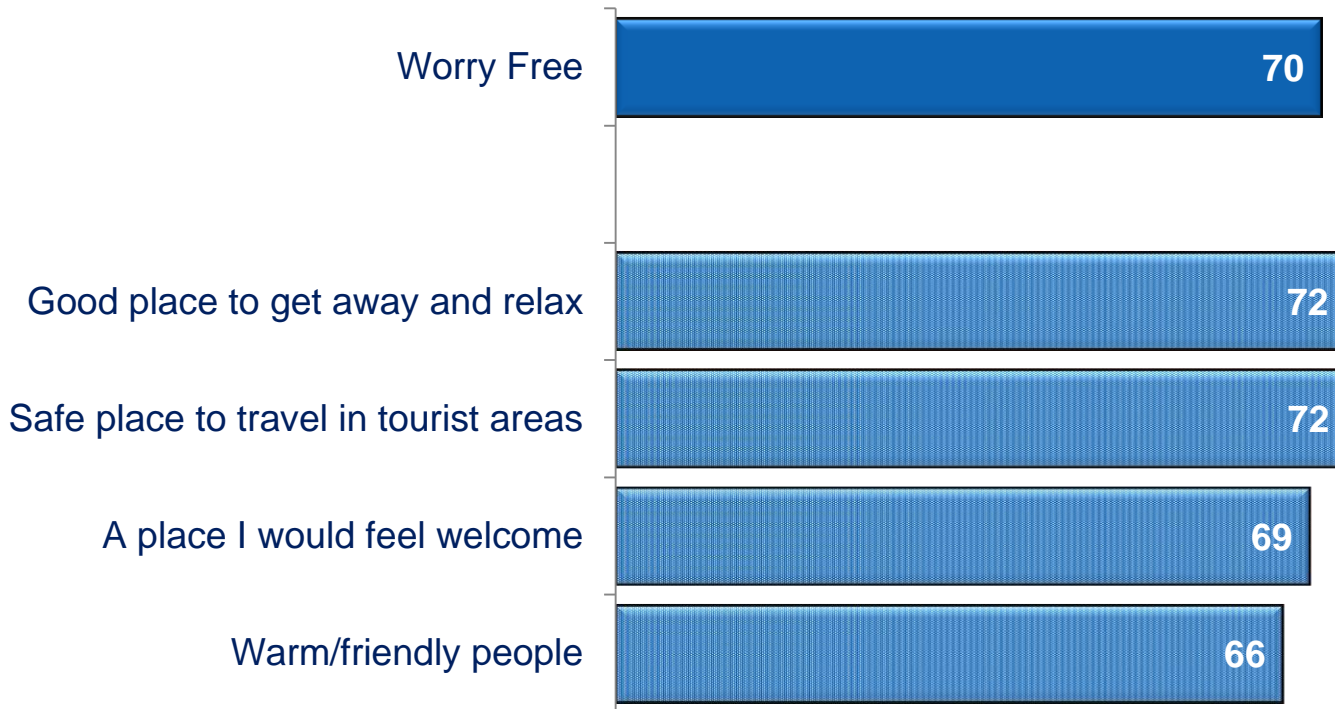


# Pennsylvania's Product Delivery — Worry Free



Base: Marketable Overnight Trips

## *Percent Who Strongly Agree*

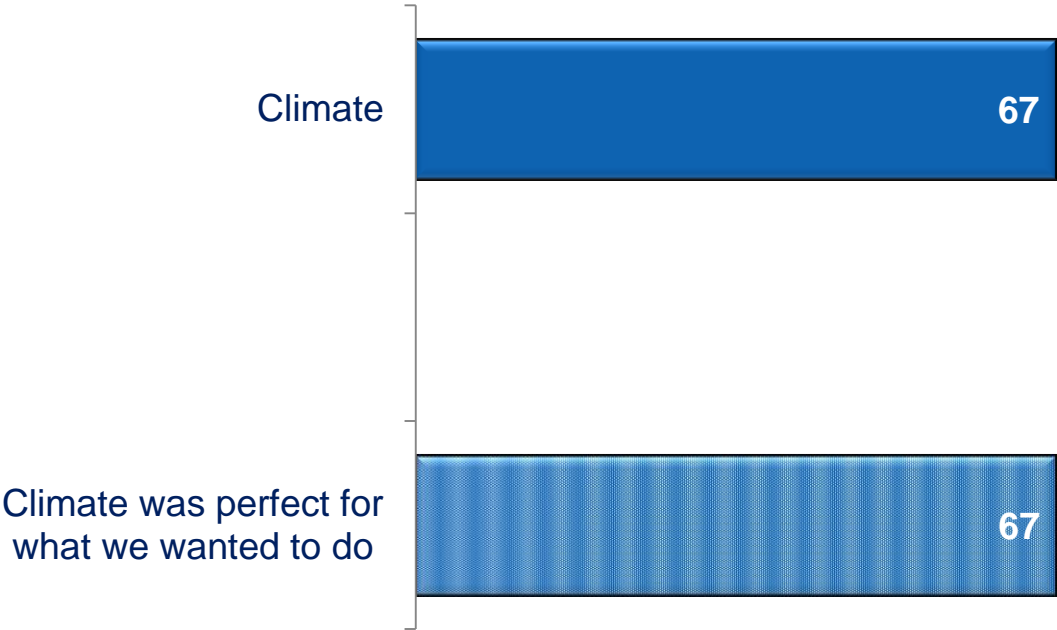


# Pennsylvania's Product Delivery — Climate



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*

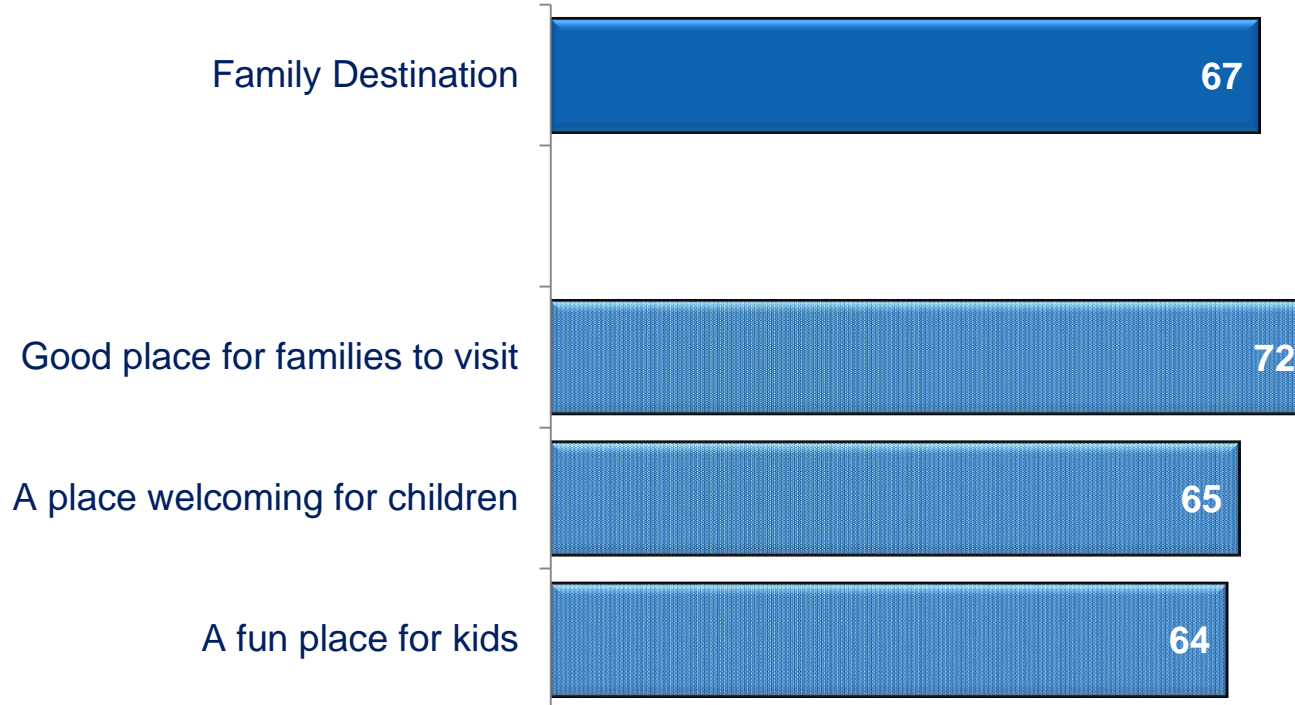


# Pennsylvania's Product Delivery — Family Destination



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*



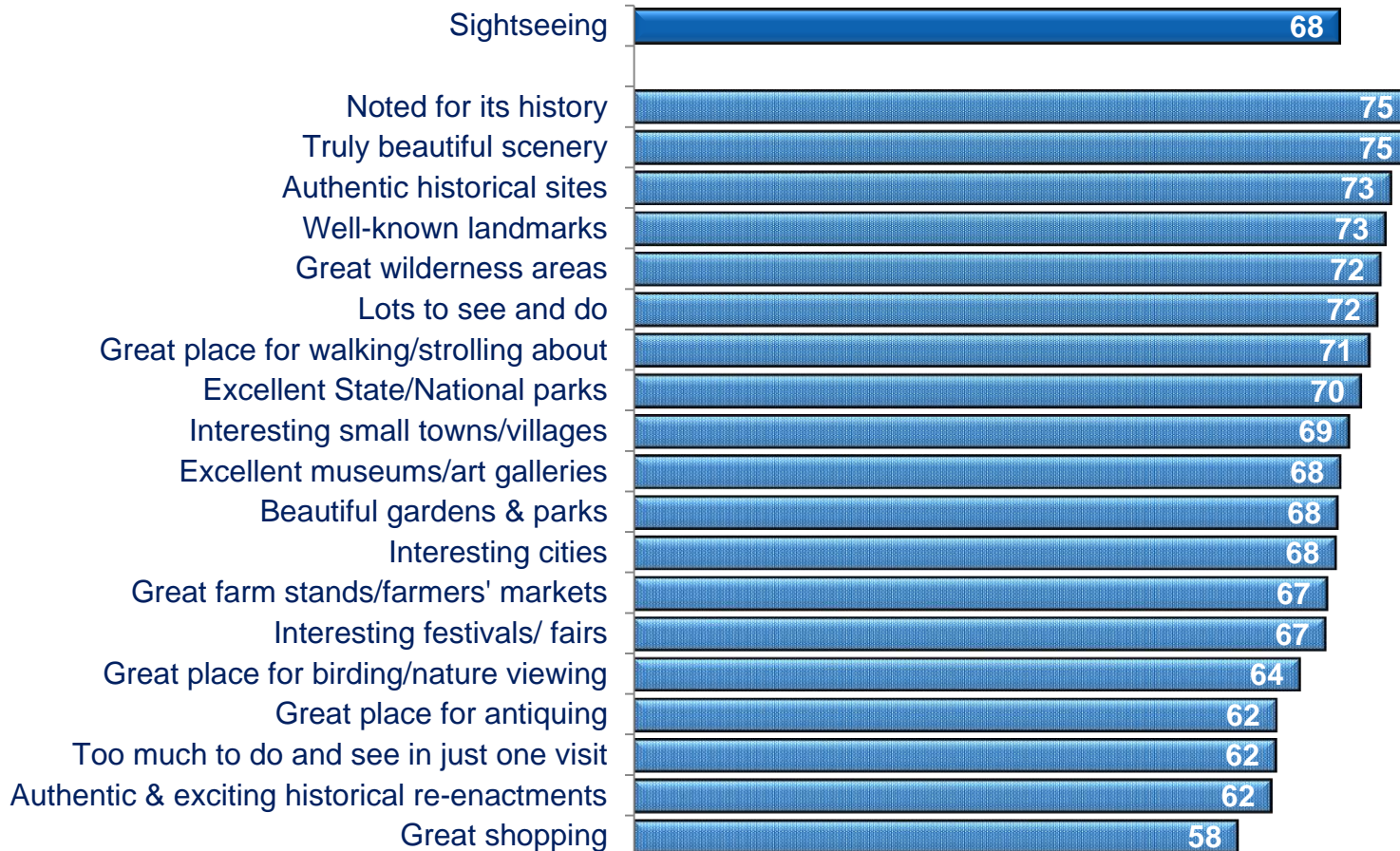


# Pennsylvania's Product Delivery — Sightseeing



Base: Marketable Overnight Trips

## *Percent Who Strongly Agree*



# Pennsylvania's Product Delivery — Affordable



Base: Marketable Overnight Trips

## *Percent Who Strongly Agree*

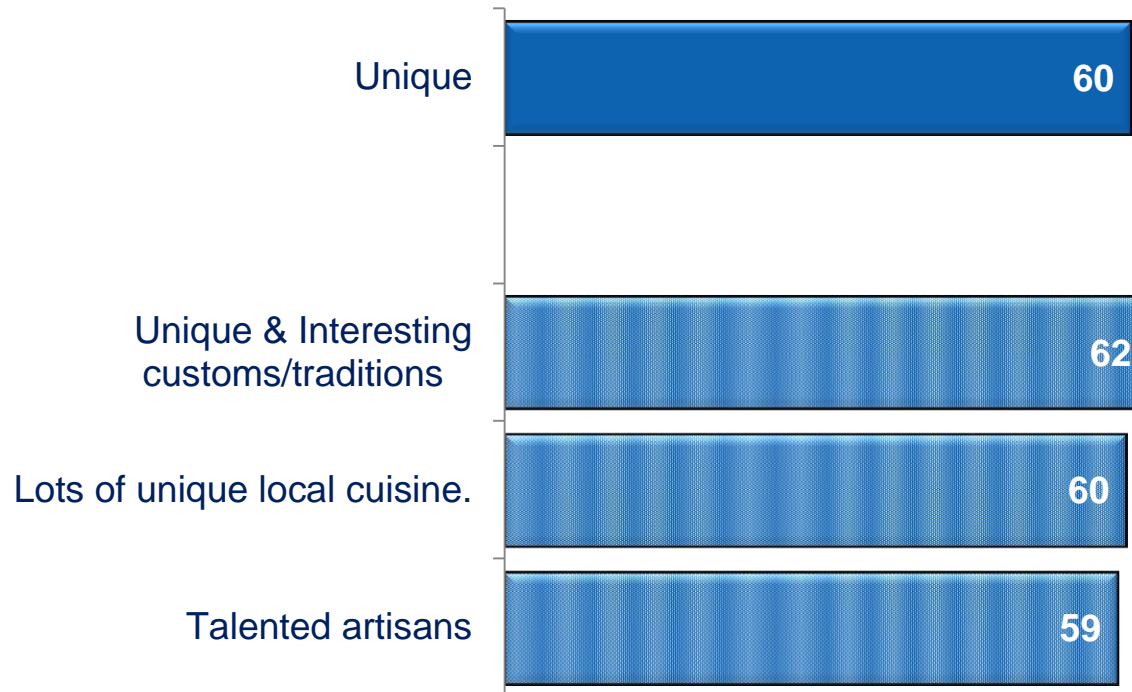


# Pennsylvania's Product Delivery — Unique



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*

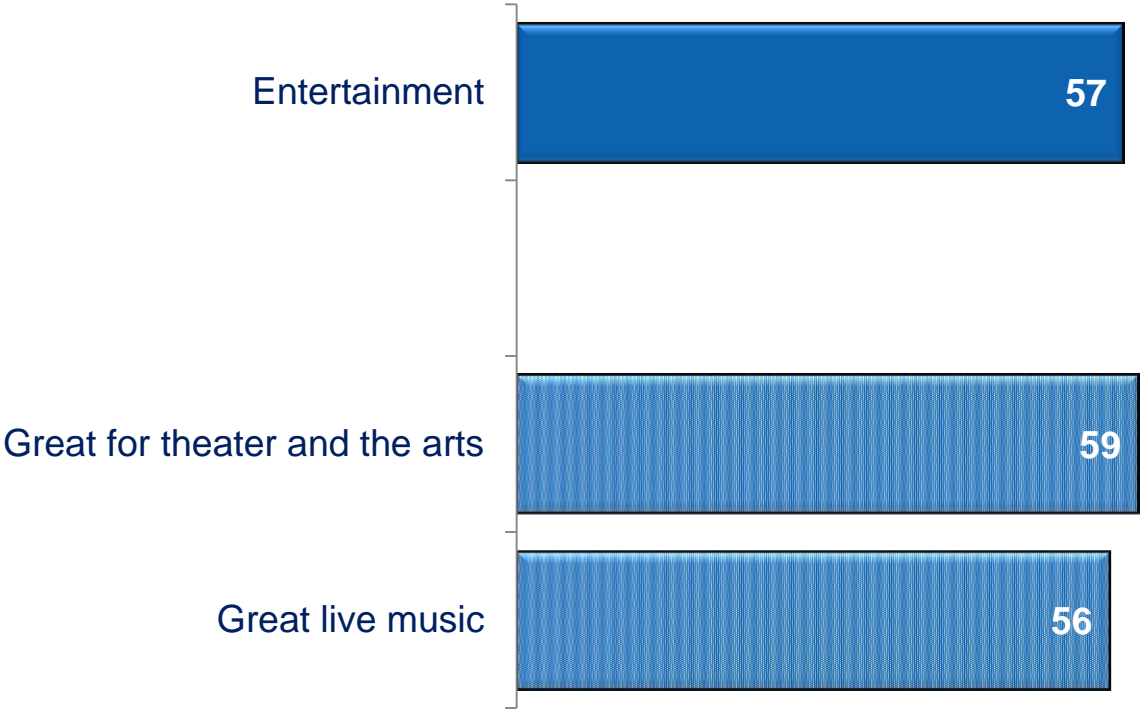


# Pennsylvania's Product Delivery — Entertainment



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*



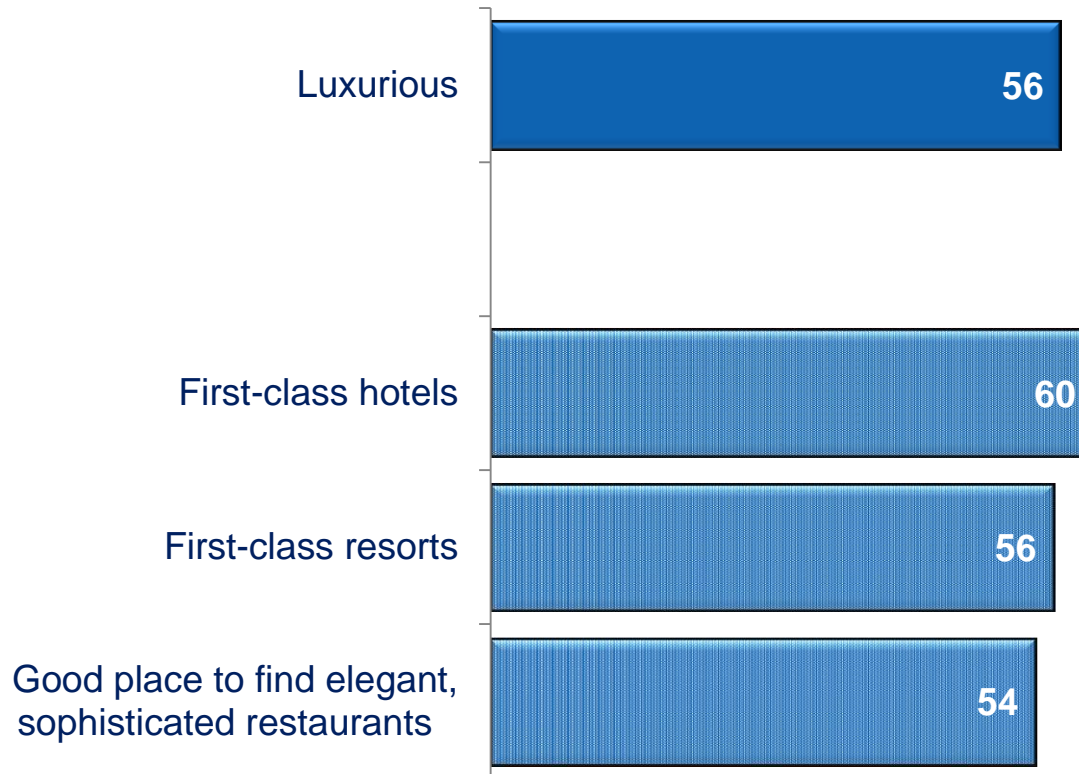


# Pennsylvania's Product Delivery — Luxurious



Base: Marketable Overnight Trips

*Percent Who Strongly Agree*



# Pennsylvania's Product Delivery — Sports & Recreation



Base: Marketable Overnight Trips

## *Percent Who Strongly Agree*



# Pennsylvania's Top 20 Image Attributes



Base: Marketable Overnight Trips

## *Percent Who Strongly Agree*



# Pennsylvania's Top 20 Image Attributes (cont'd)



Base: Marketable Overnight Trips

## *Percent Who Strongly Agree*





# Pennsylvania's Top 20 Image Attributes: PA Residents vs. Non-Residents



Base: Marketable Overnight Trips

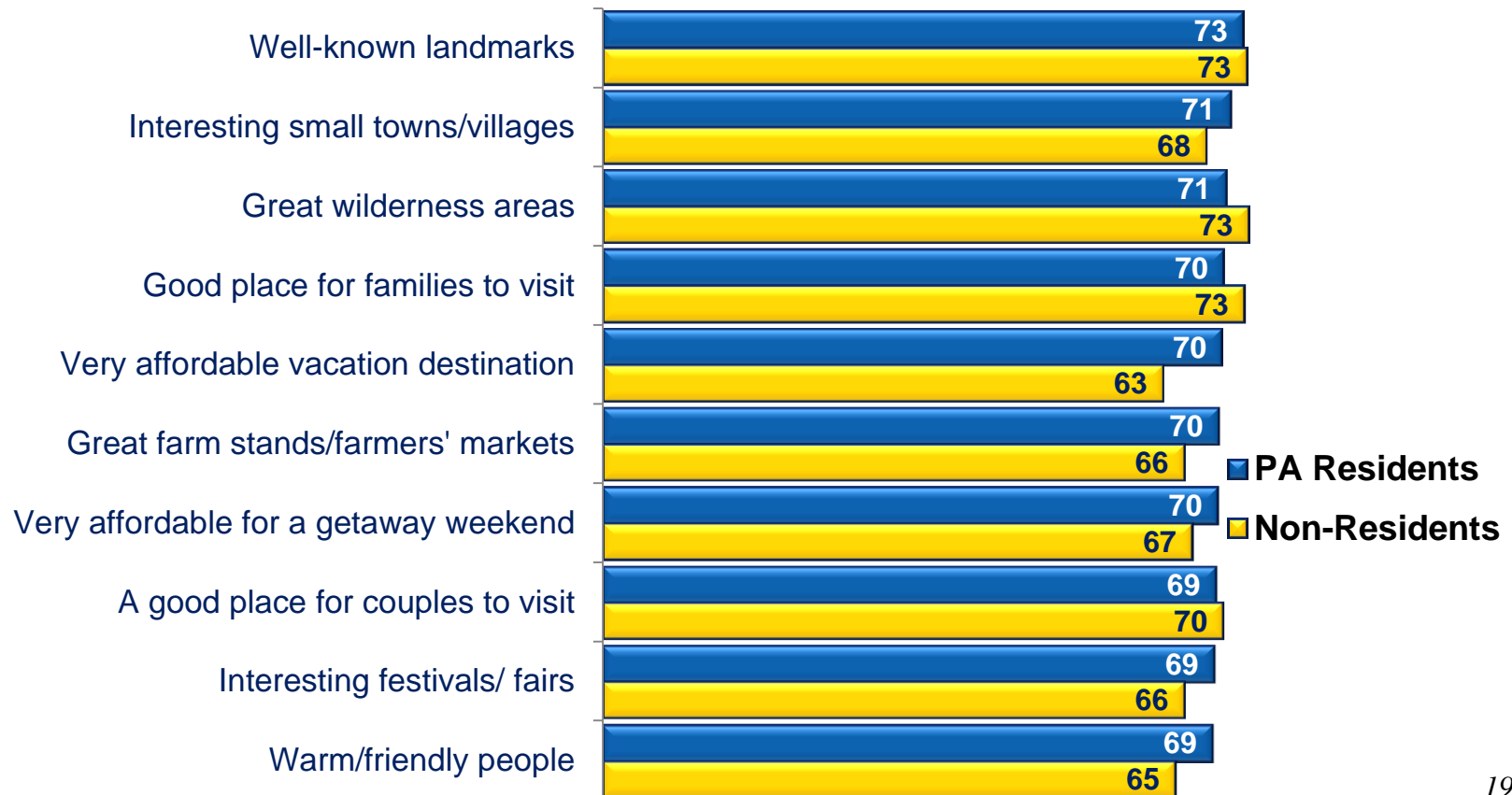


# Pennsylvania's Top 20 Image Attributes: PA Residents vs. Non-Residents (cont'd)



Base: Marketable Overnight Trips

*Percent who strongly agree*

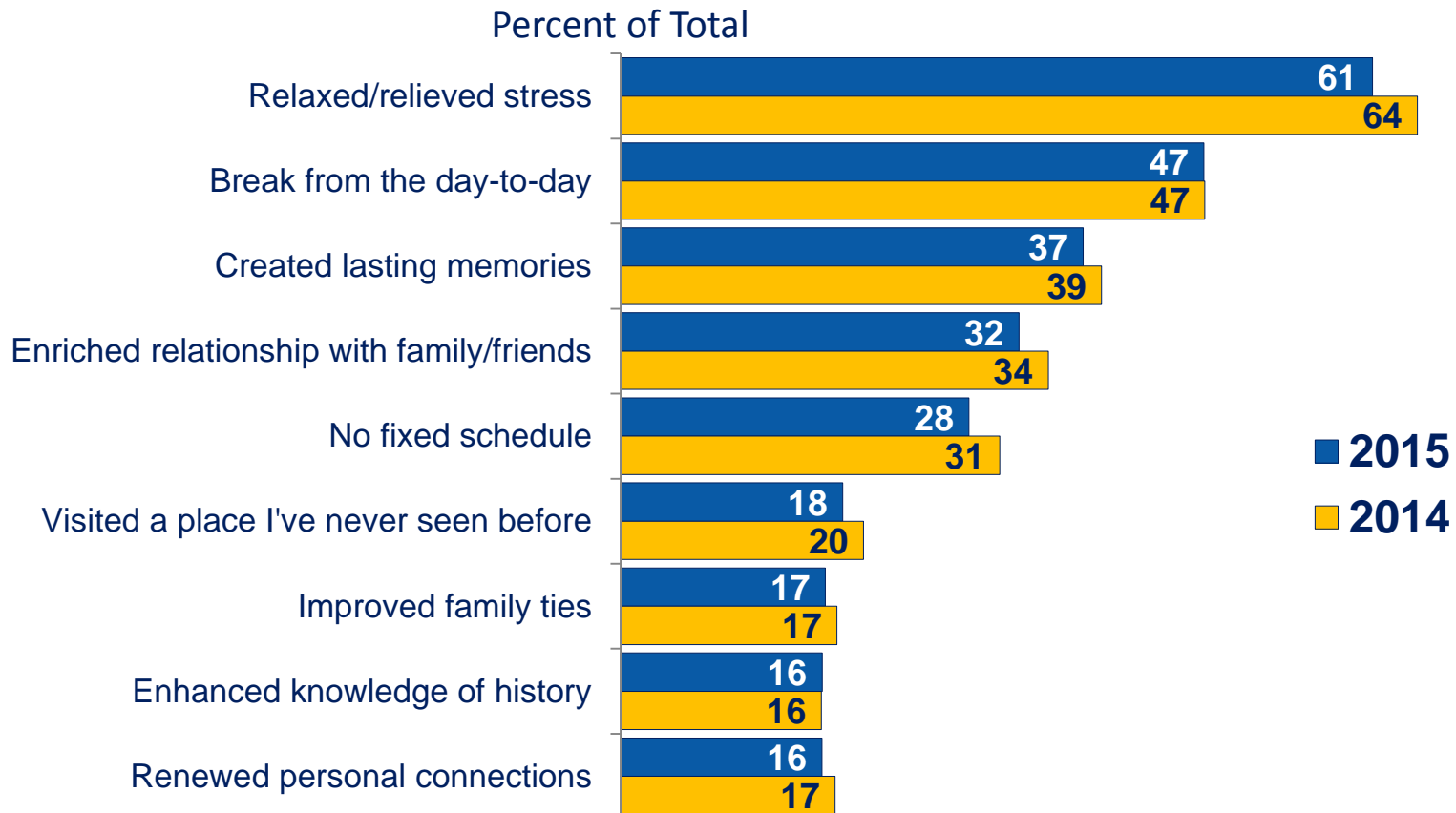


# **Trip Benefits — Marketable Overnight Trips**

# Benefits From Pennsylvania Overnight Trip



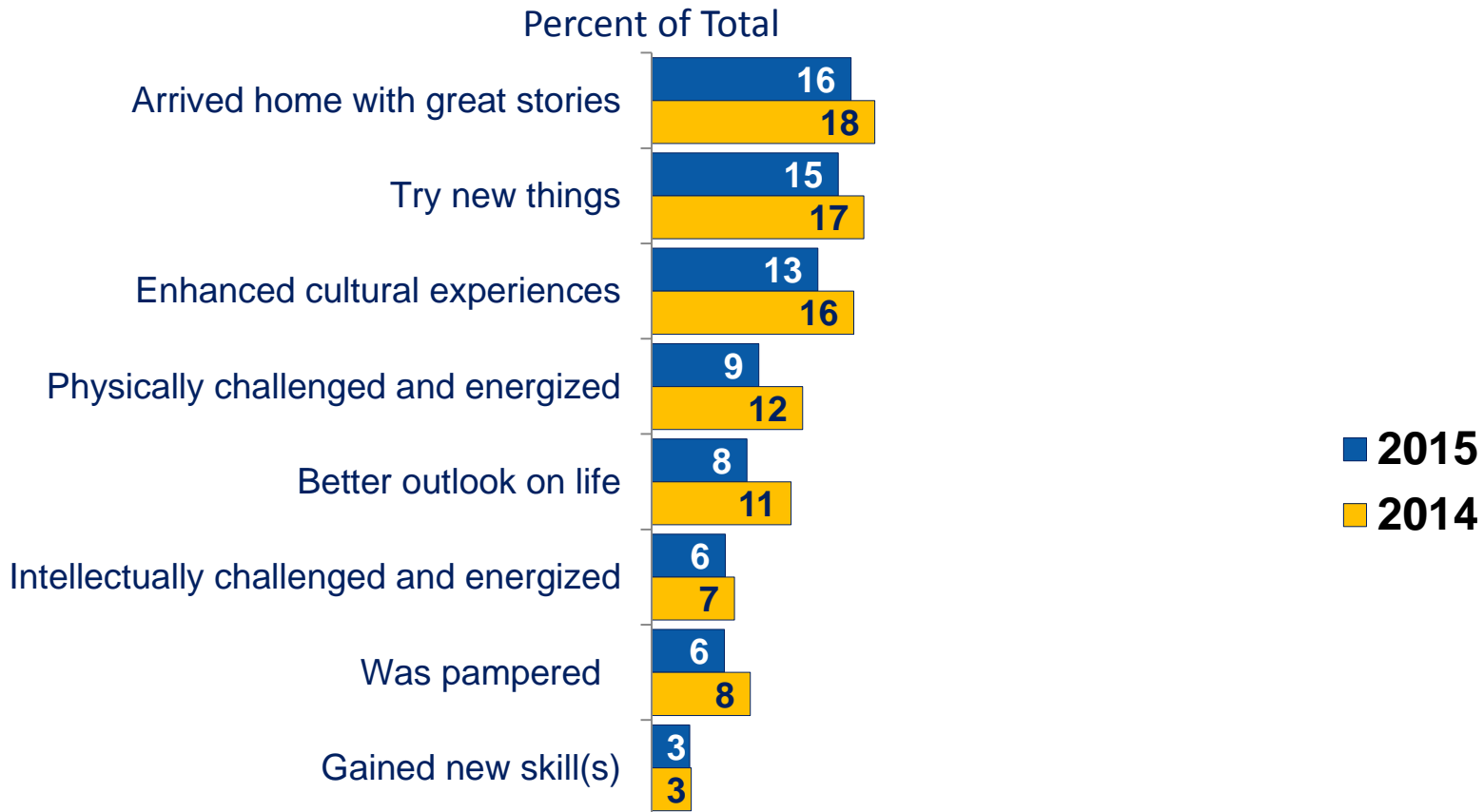
Base: Marketable Overnight Trips



# Benefits From Pennsylvania Overnight Trip (cont'd)



Base: Marketable Overnight Trips



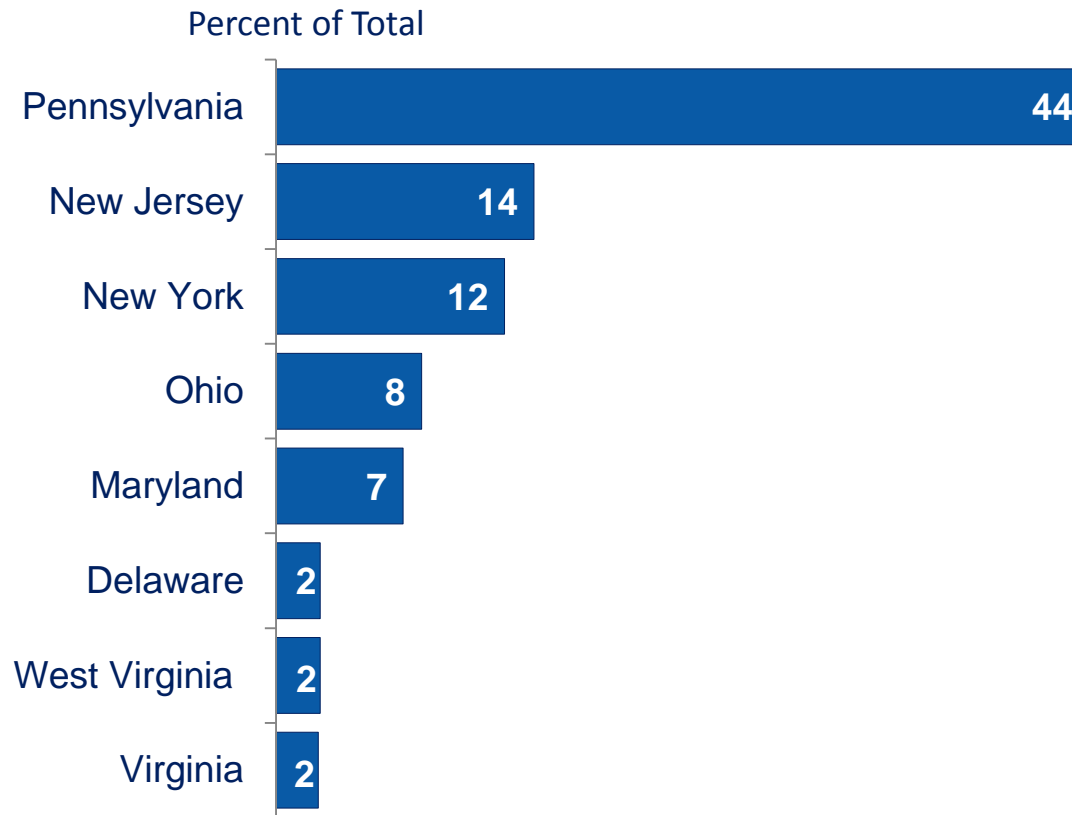
# **Pennsylvania Day-Trips**

# **Origin Markets — Pennsylvania Day-Trips**

# State Origin Markets for Pennsylvania Marketable Day-Trip Travelers



Base: Marketable Day-Trips

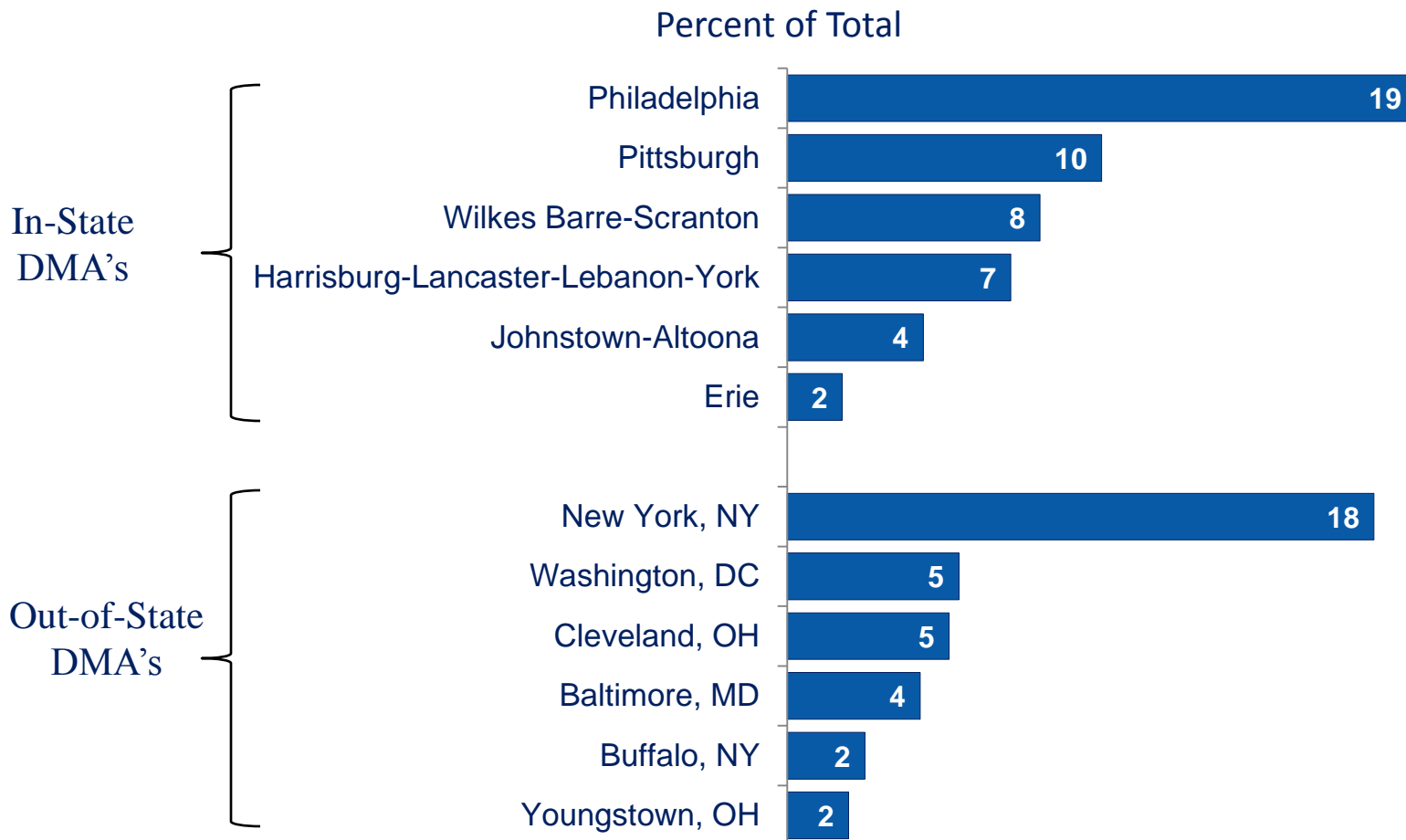




# Urban Origin Markets for Pennsylvania Marketable Day-Trip Travelers



Base: Marketable Day-Trips

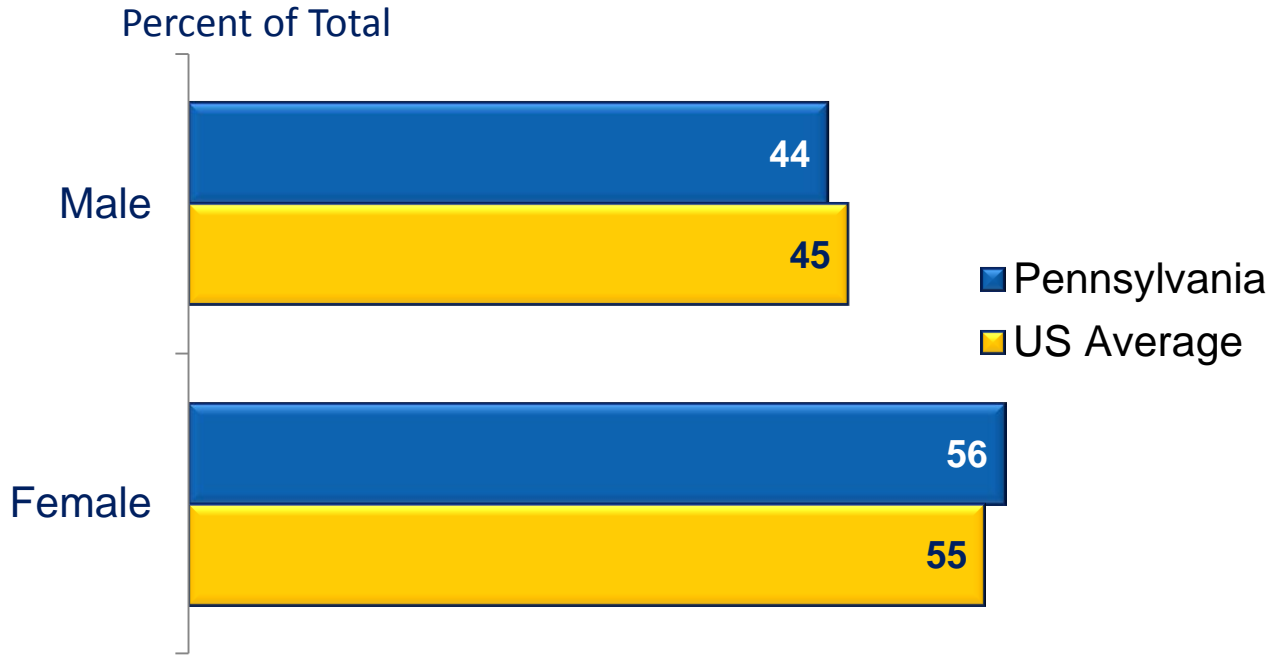


# **Traveler Profile — Marketable Day-Trips**

# Gender



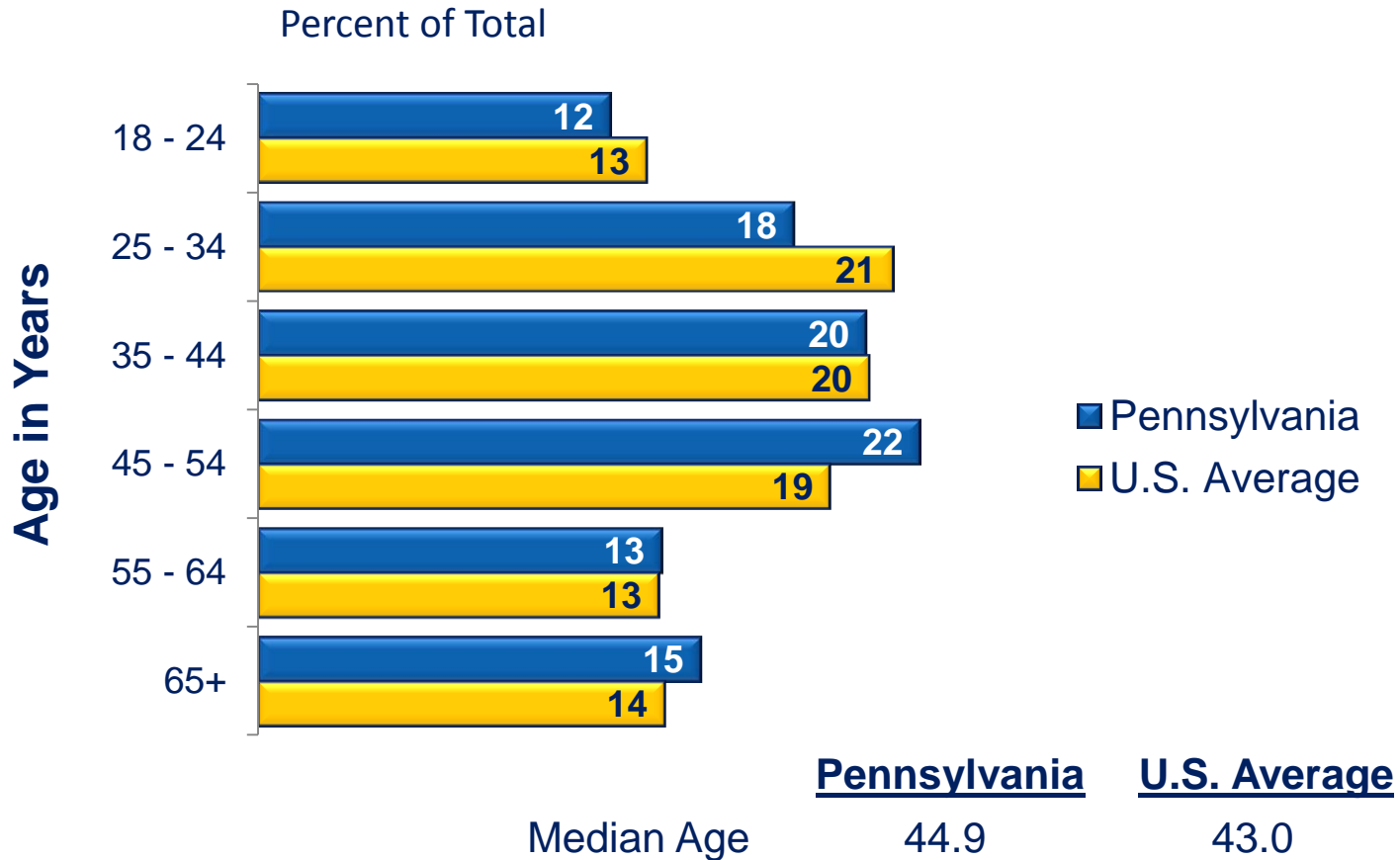
Base: Marketable Day-Trips



# Age



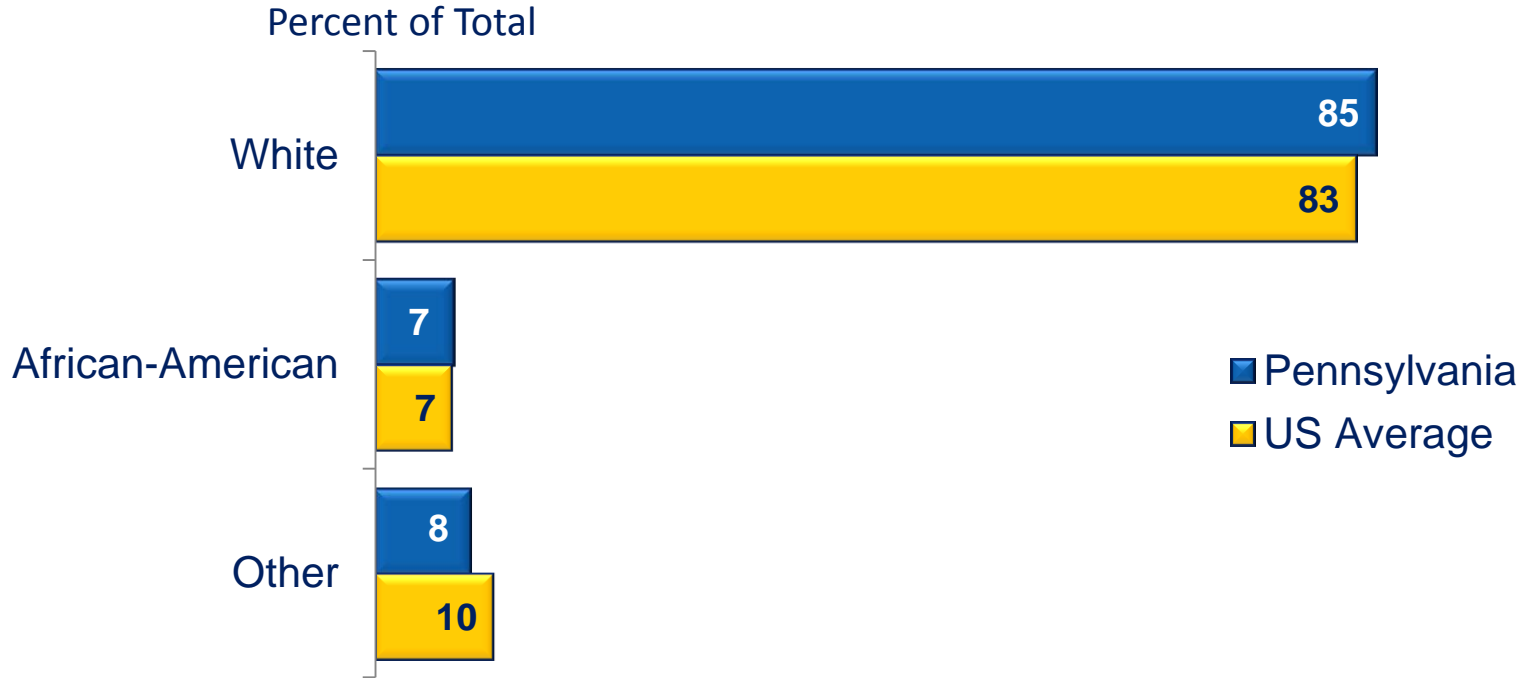
Base: Marketable Day-Trips



# Race



Base: Marketable Day-Trips



# Hispanic Background



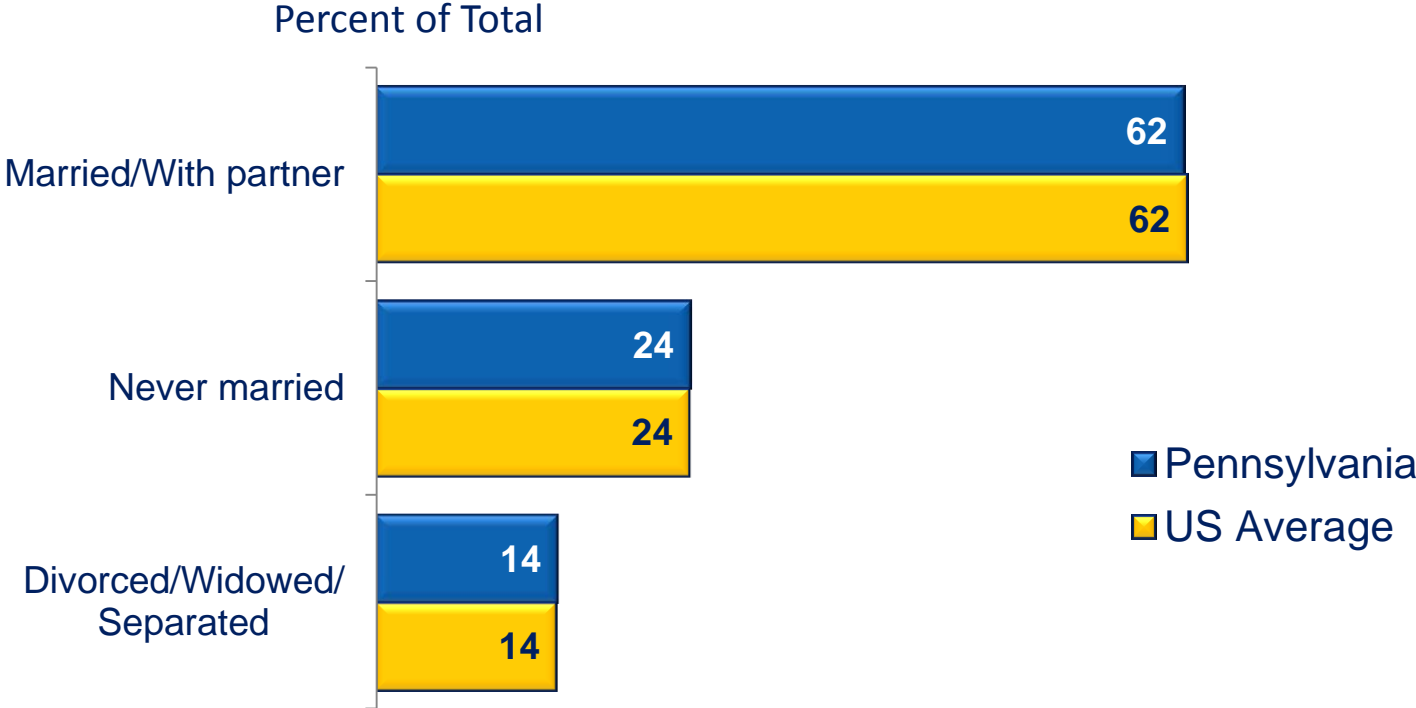
Base: Marketable Day-Trips



# Marital Status



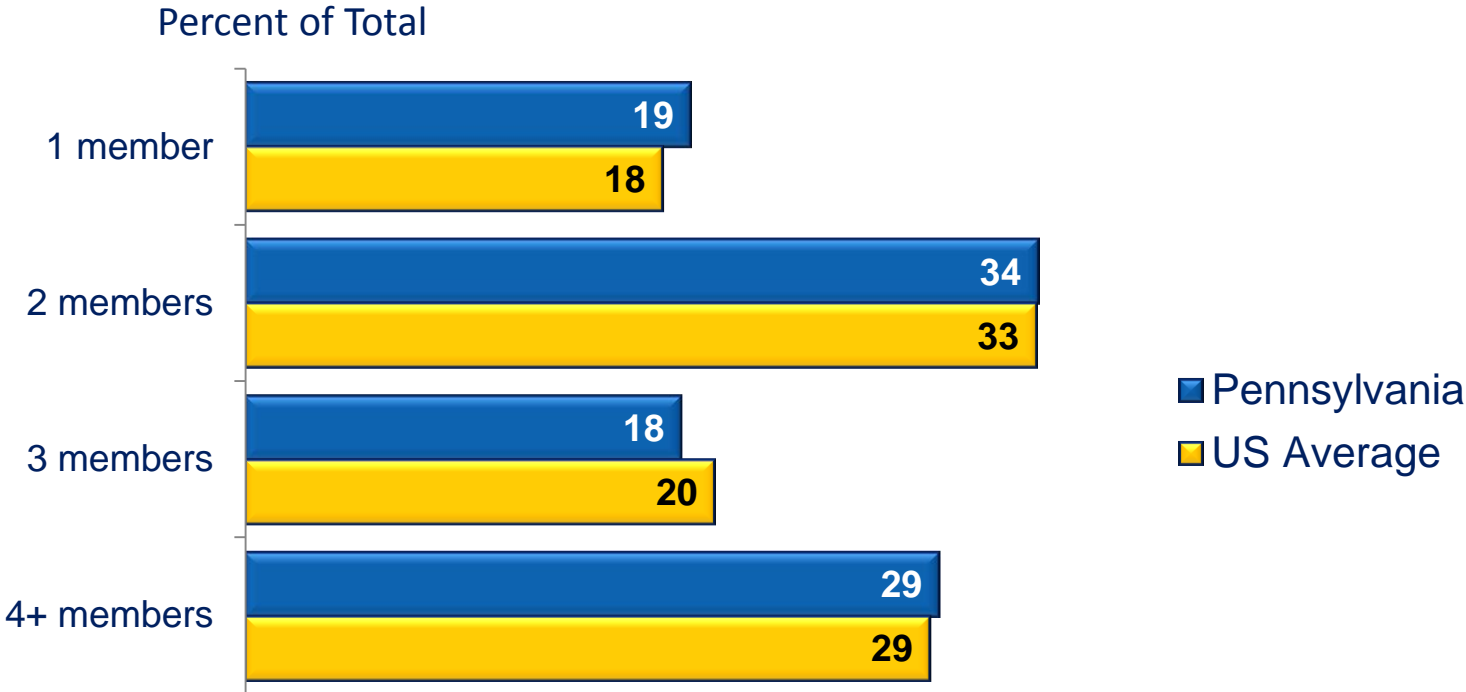
Base: Marketable Day-Trips



# Household Size



Base: Marketable Day-Trips



Average Household Size: Pennsylvania 2.8

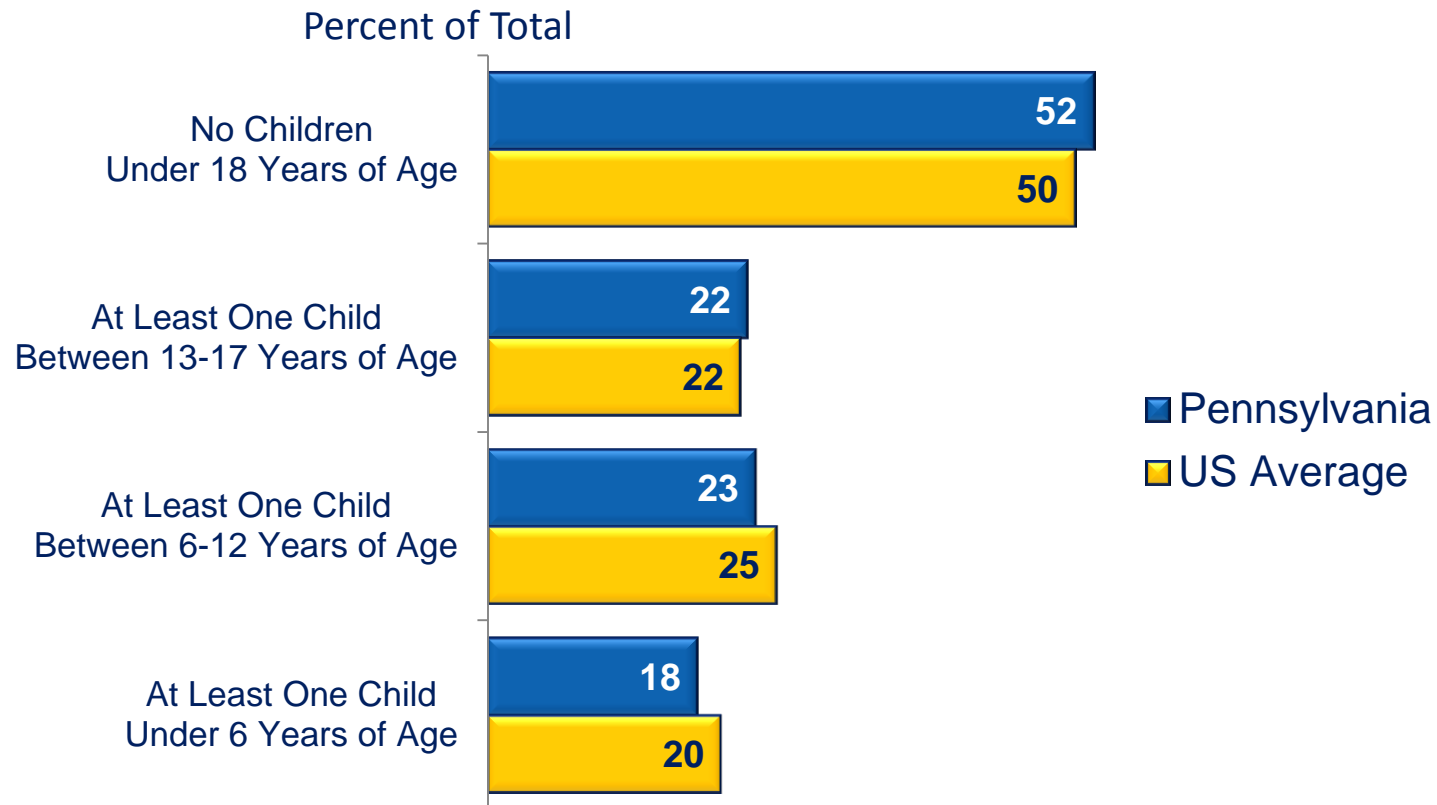
U.S. Average 2.8



# Children in Household



Base: Marketable Day-Trips

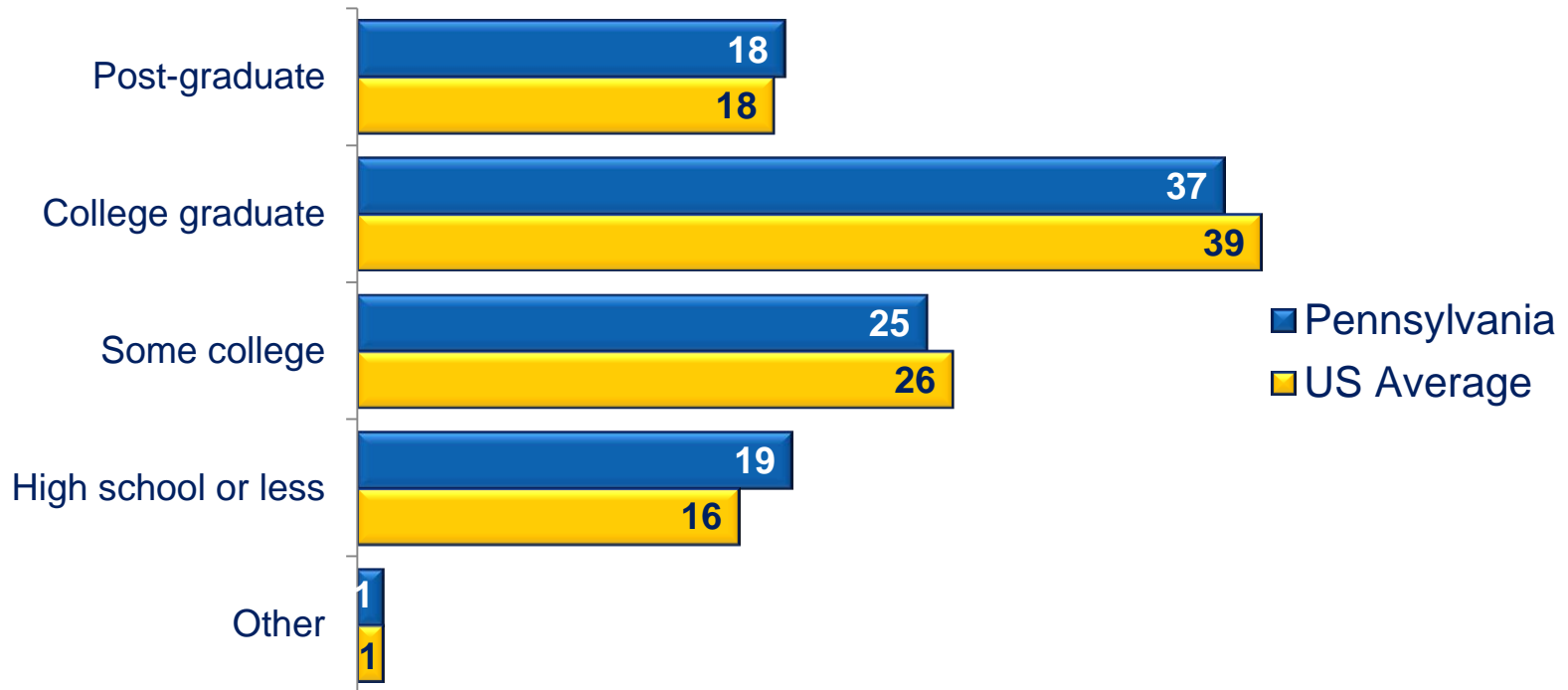


# Education



Base: Marketable Day-Trips

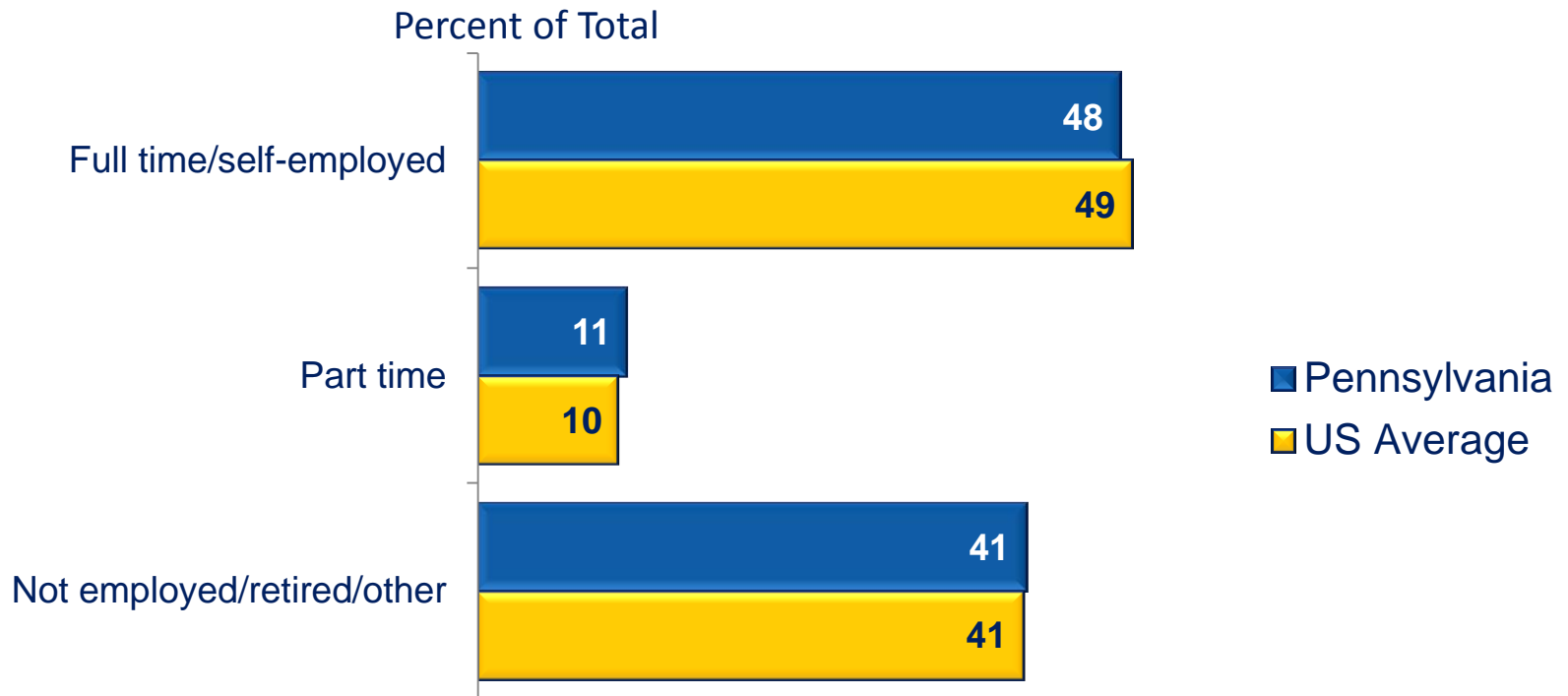
Percent of Total



# Employment



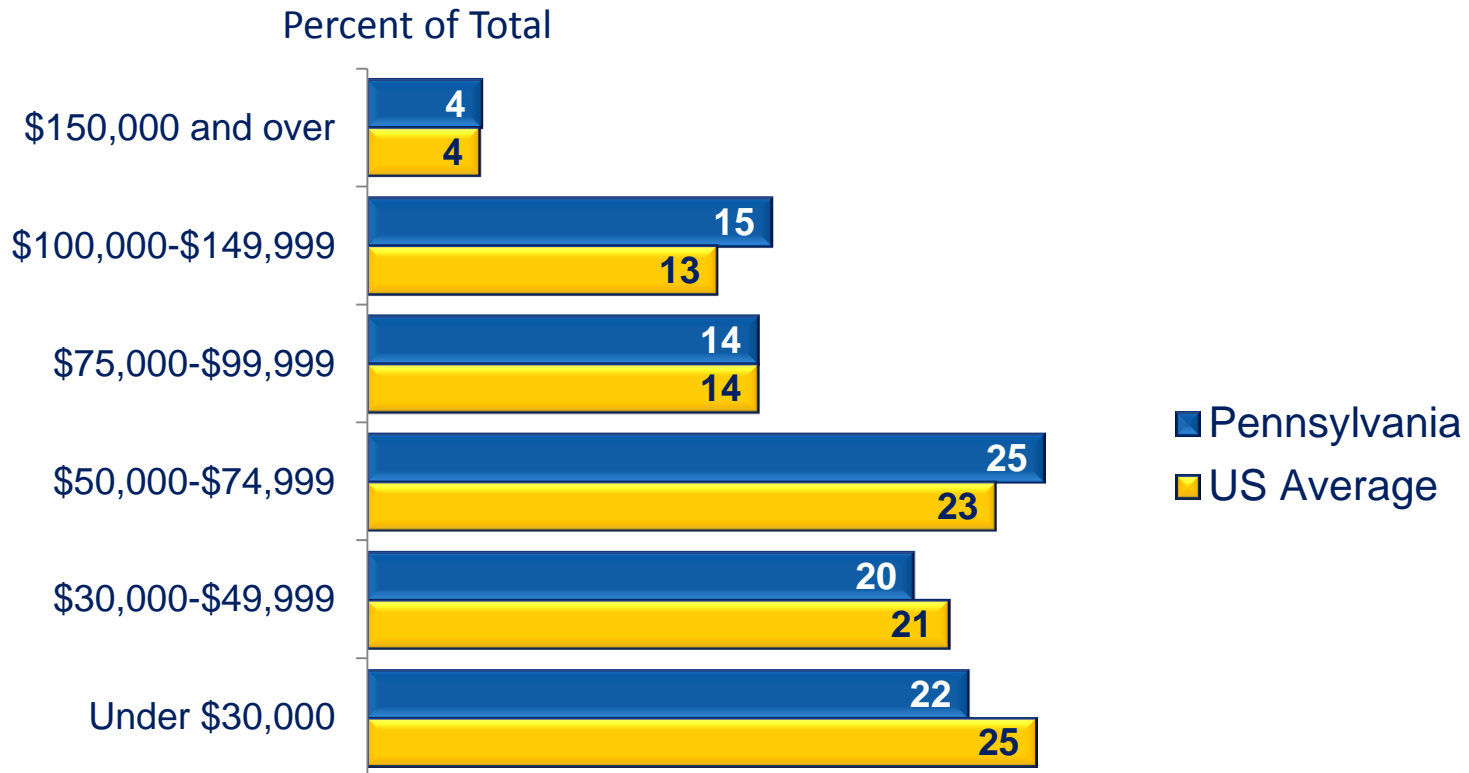
Base: Marketable Day-Trips



# Income



Base: Marketable Day-Trips

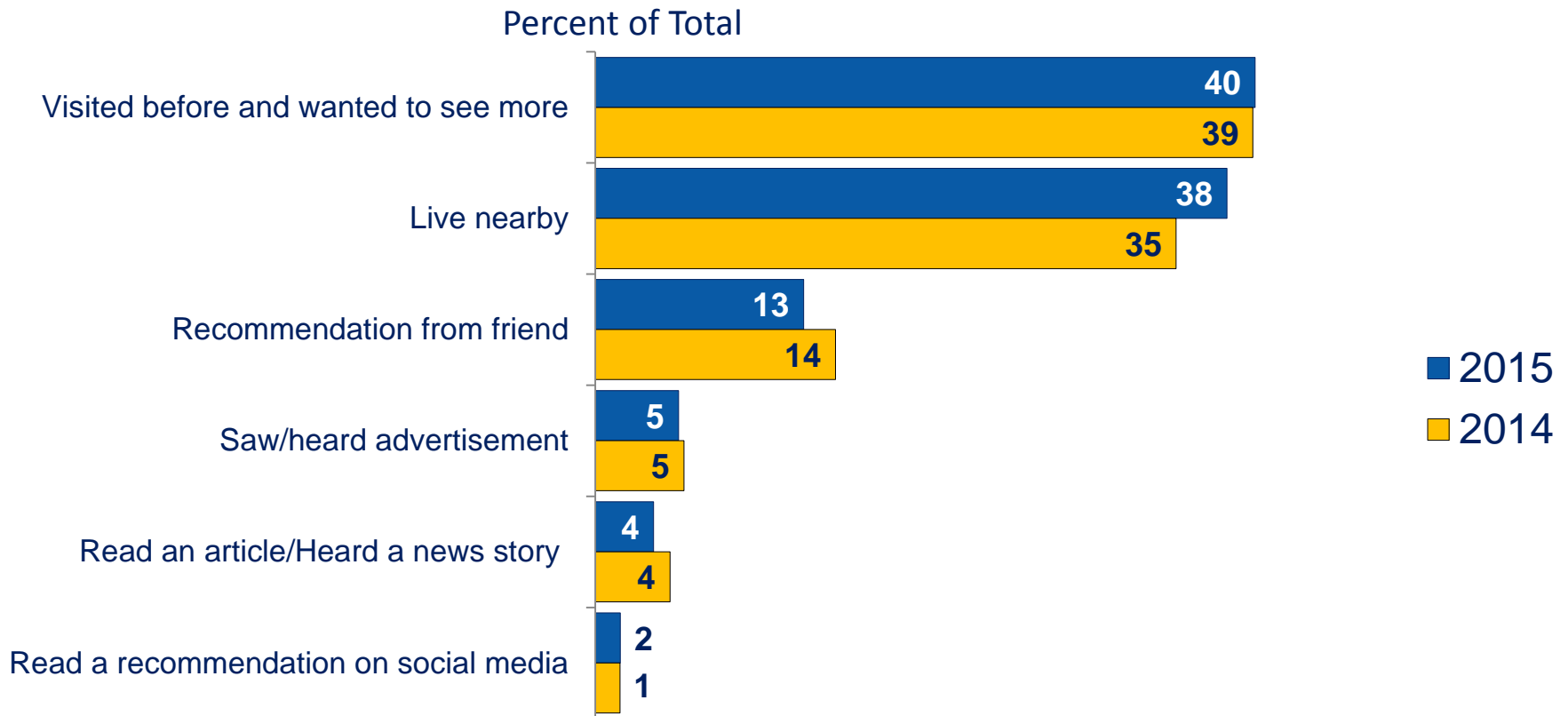


# **Trip Planning & Booking — Marketable Day-Trips**

# Main Reason for Choosing Pennsylvania



Base: Marketable Day-Trips

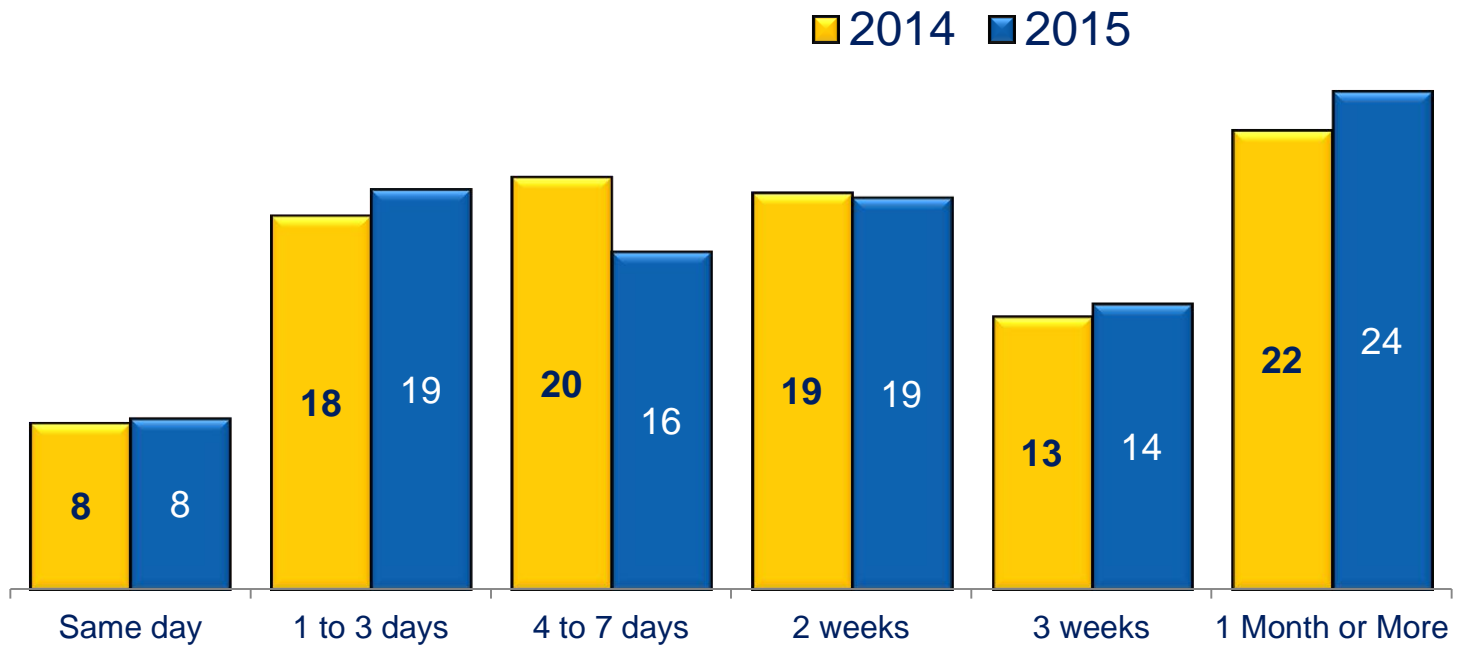


# Planning Cycle



Base: Marketable Day-Trips

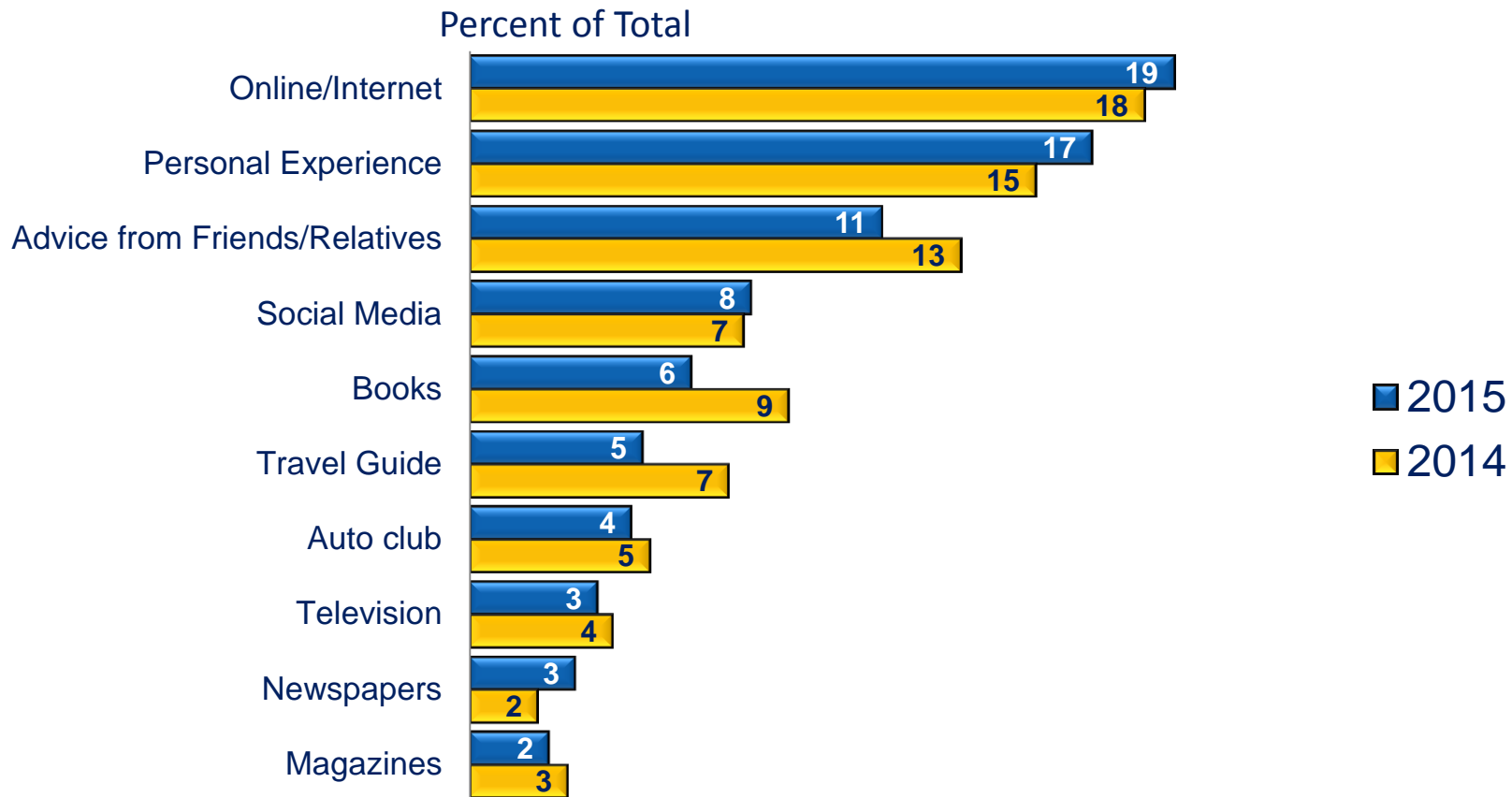
Percent of Total



# Information Sources Used for Planning



Base: Marketable Day-Trips

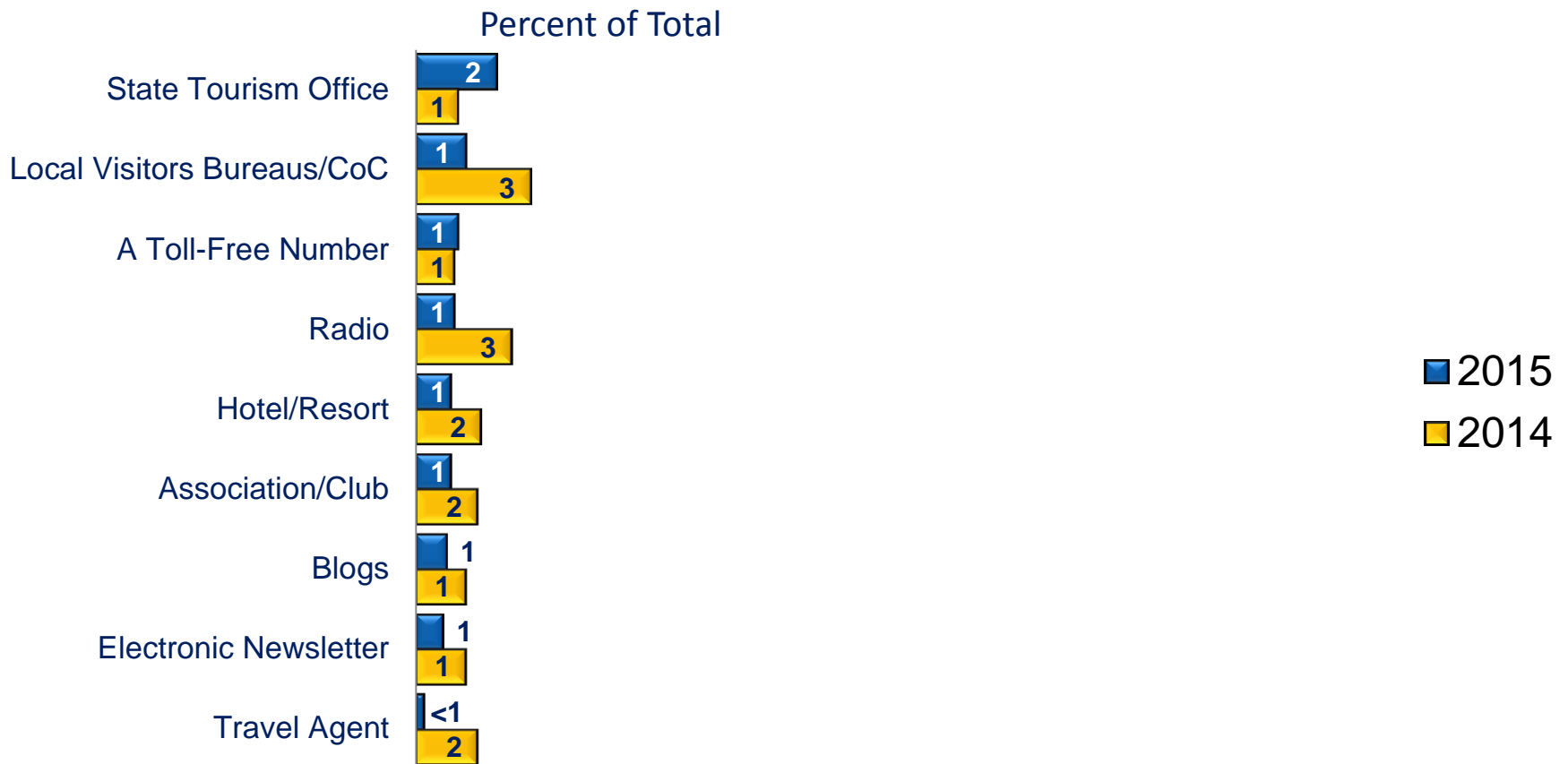




# Information Sources Used for Planning (cont'd)



Base: Marketable Day-Trips

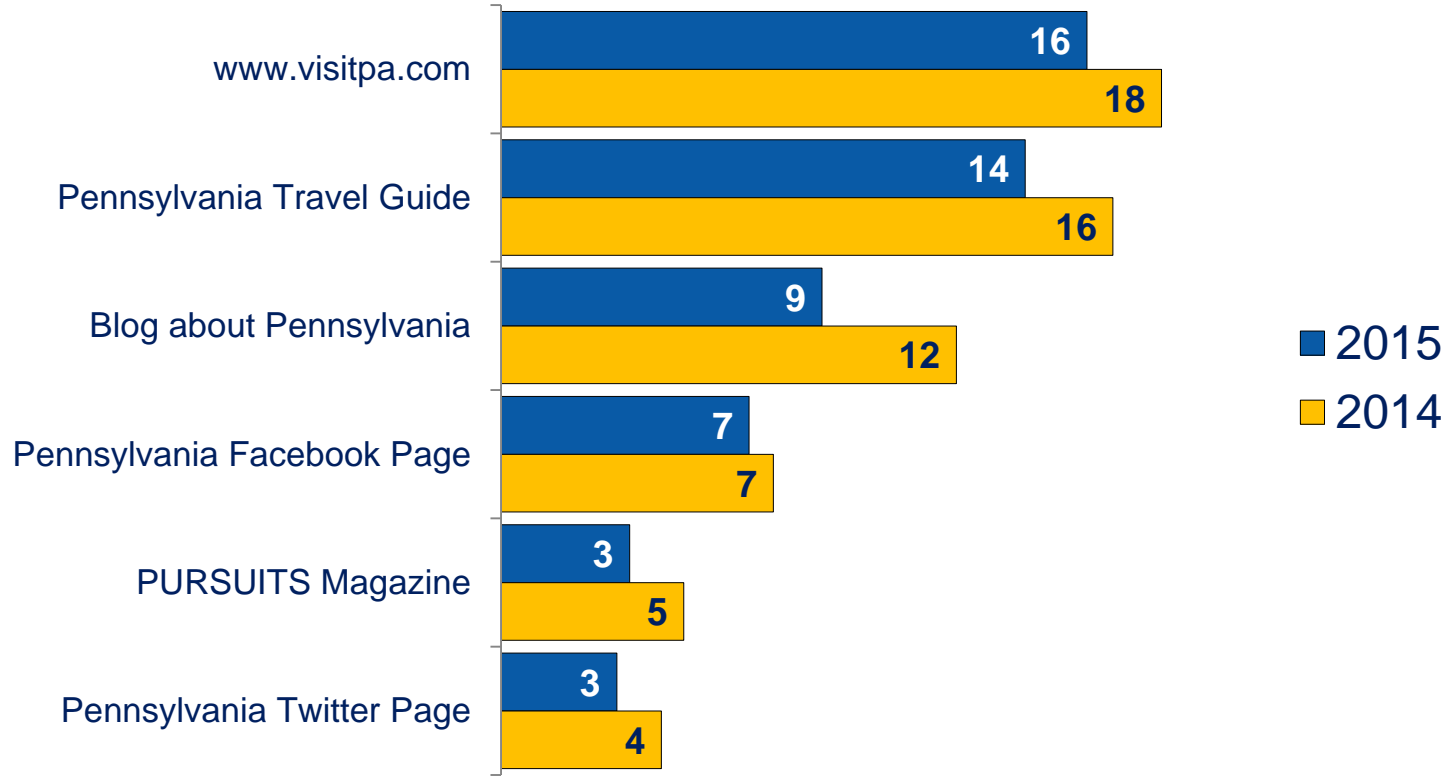


# Use of Pennsylvania Trip Planning Tools



Base: Marketable Day-Trips

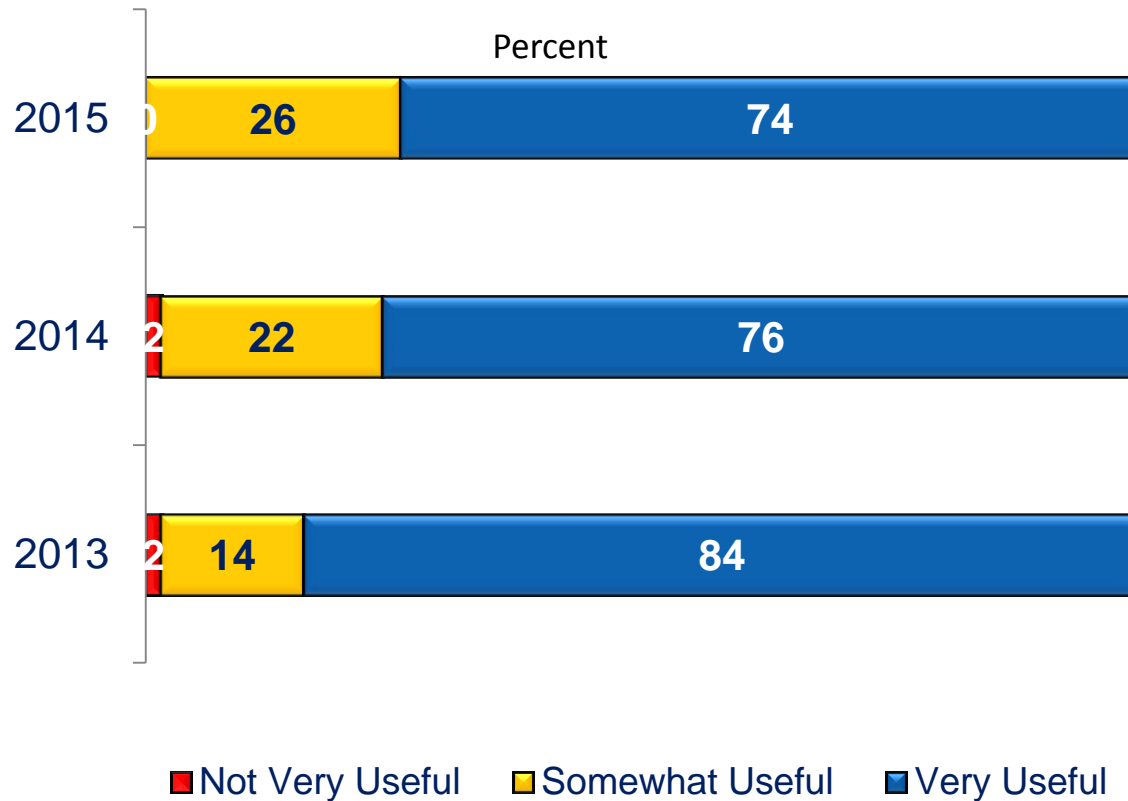
Percent of Total



# www.visitpa.com Usefulness



Base: Marketable Day-Trips

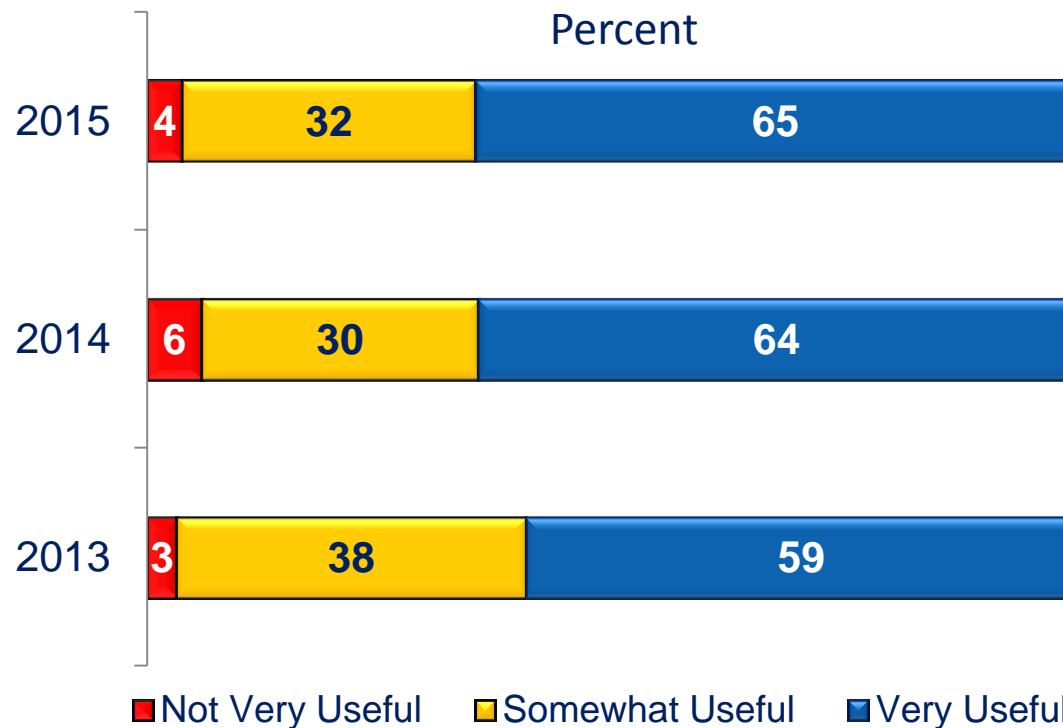


*\*Caution: small sample size*

# Travel Guide Usefulness



Base: Marketable Day-Trips



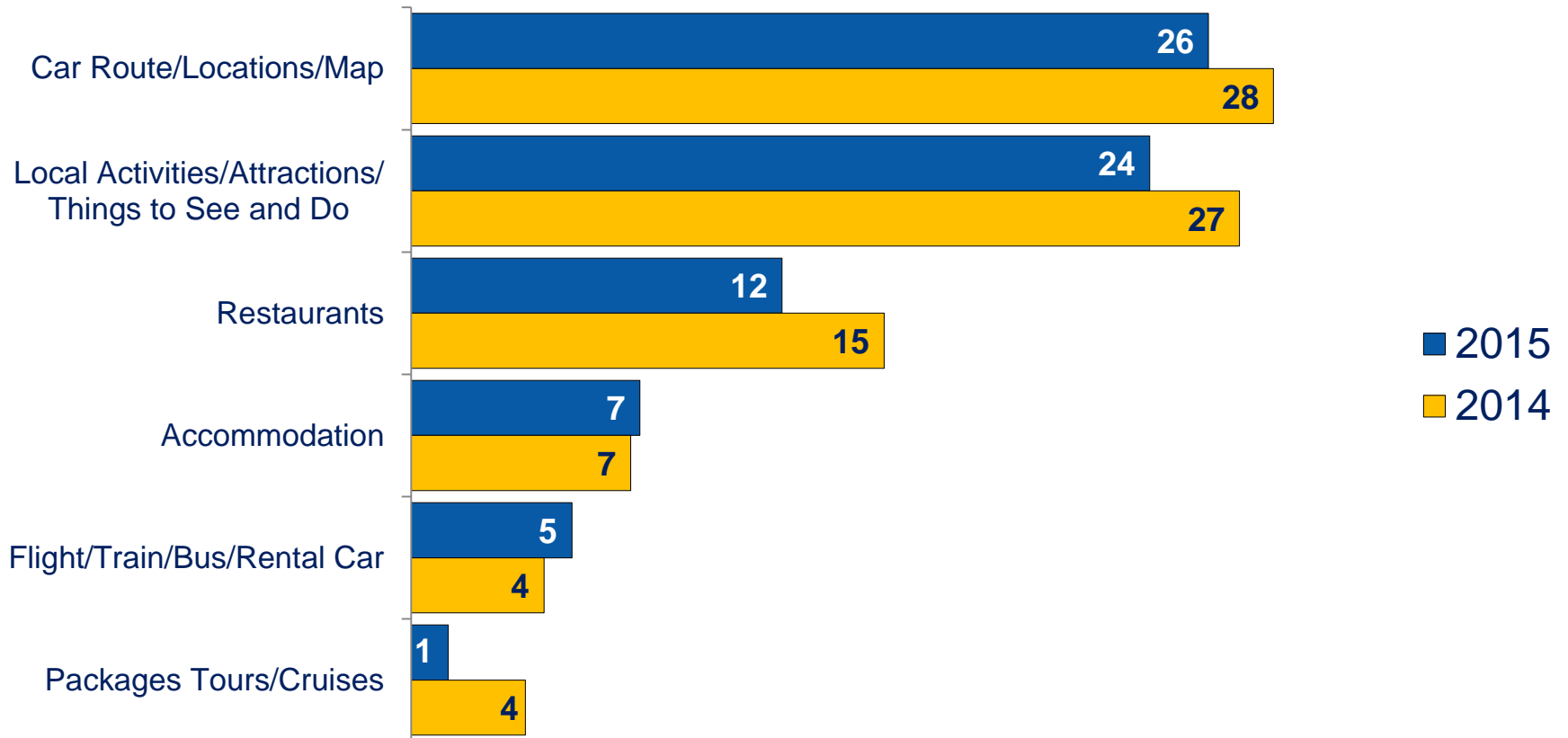
*\*Caution: small sample size*

# Trip Elements Planned Using Internet



Base: Marketable Day-Trips

Percent of Total

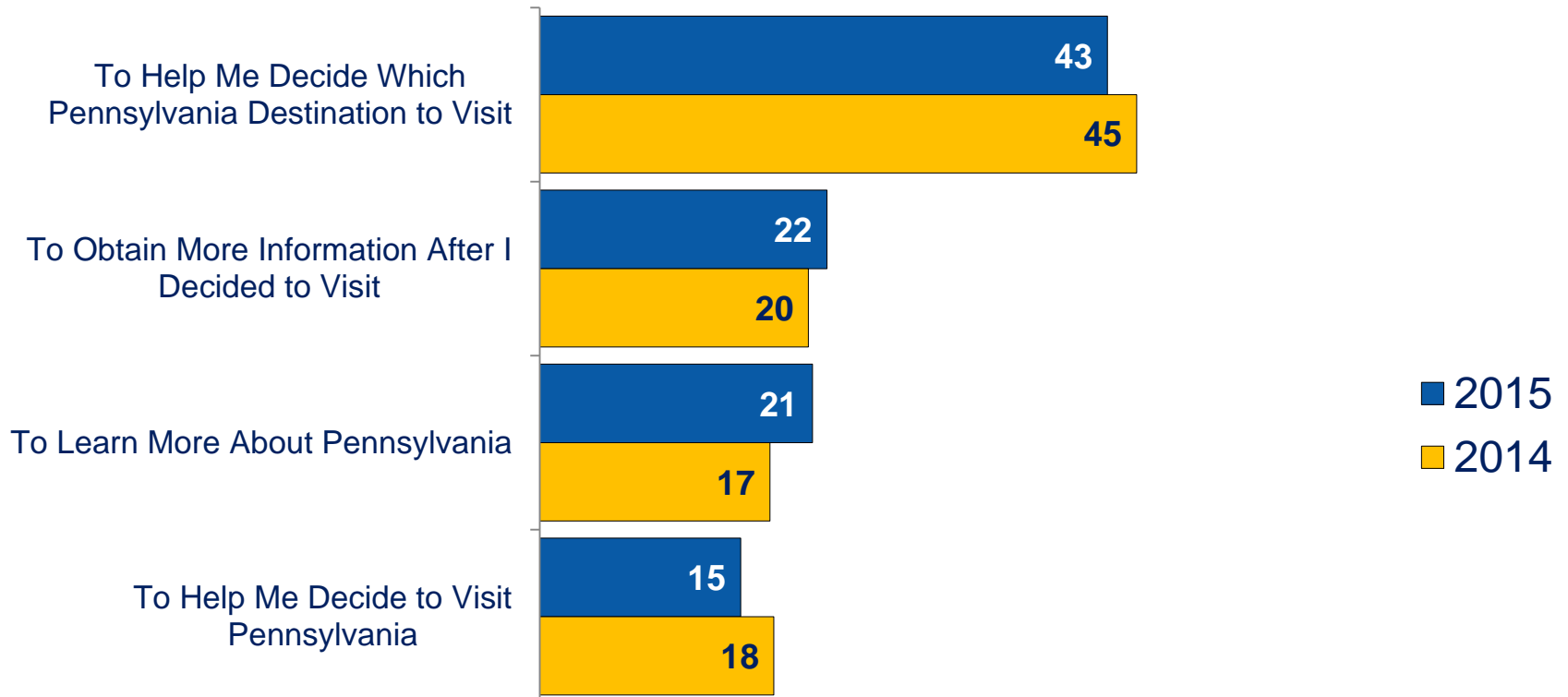


# Reasons for Visiting [www.visitpa.com](http://www.visitpa.com)



Base: Marketable Day-Trips

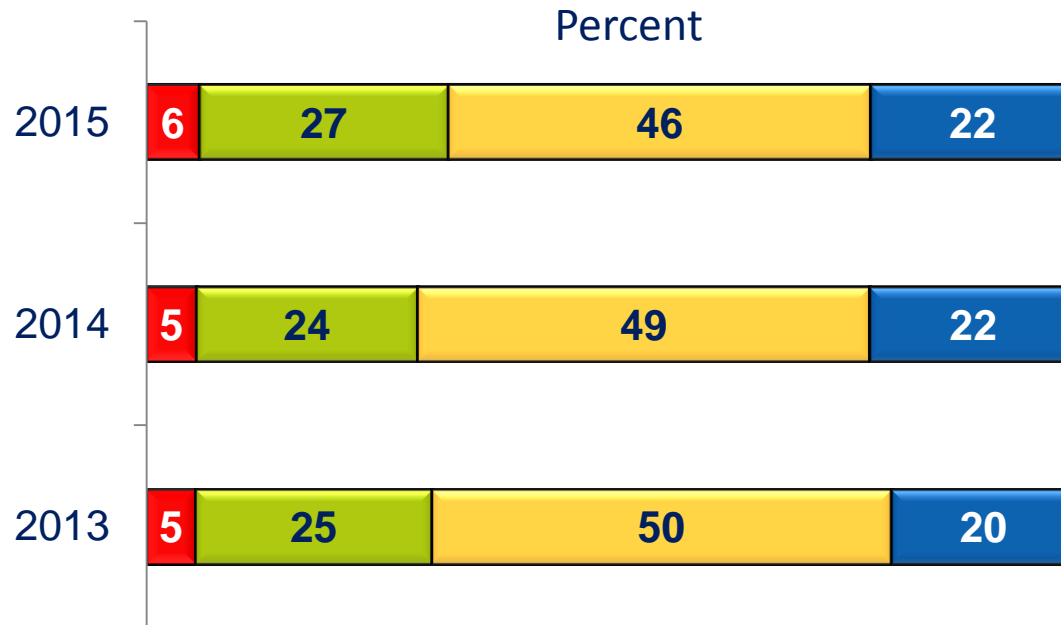
Percent of Total



# [www.visitpa.com](http://www.visitpa.com) Influence on Planning



Base: Marketable Day-Trips

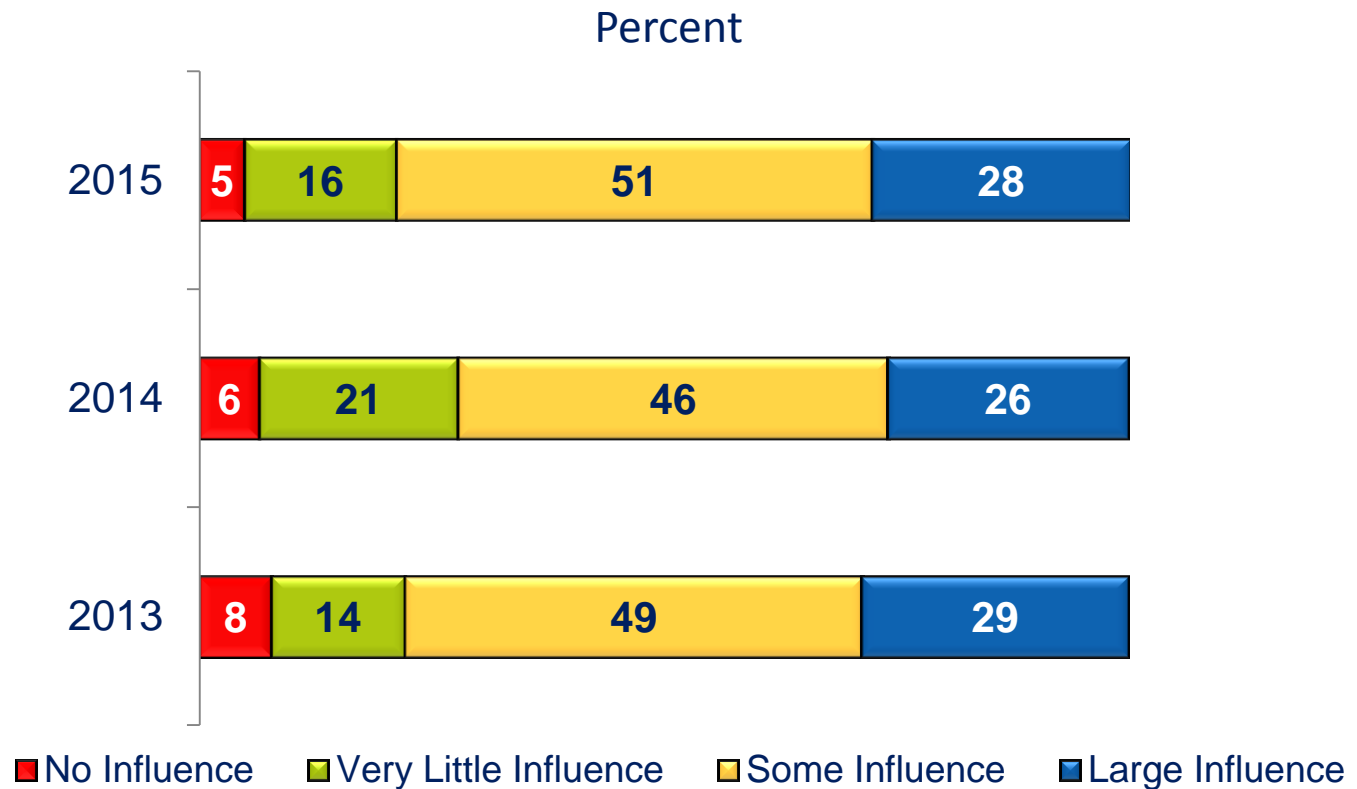


■ No Influence   ■ Very Little Influence   ■ Some Influence   ■ Large Influence

# [www.visitpa.com](http://www.visitpa.com) Influence on Visitation



Base: Marketable Day-Trips

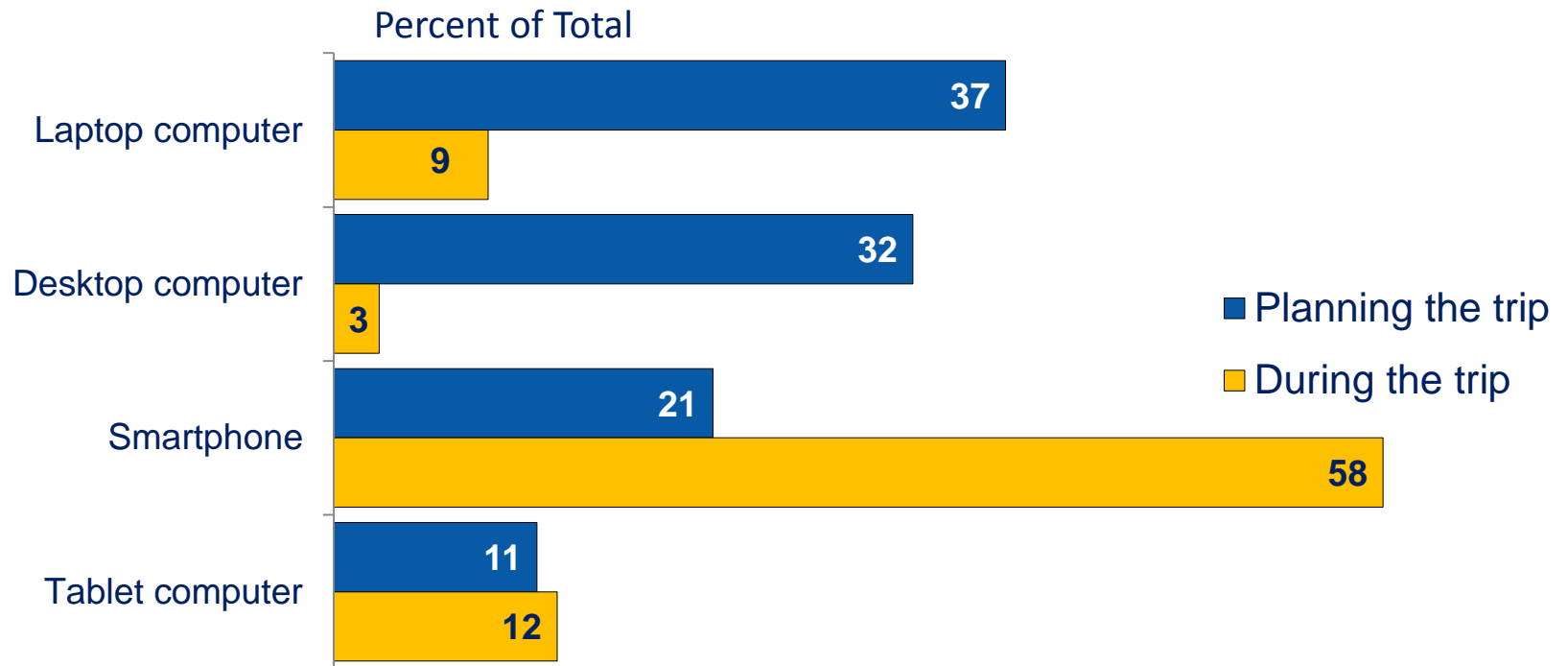




# Technology Used by Travelers



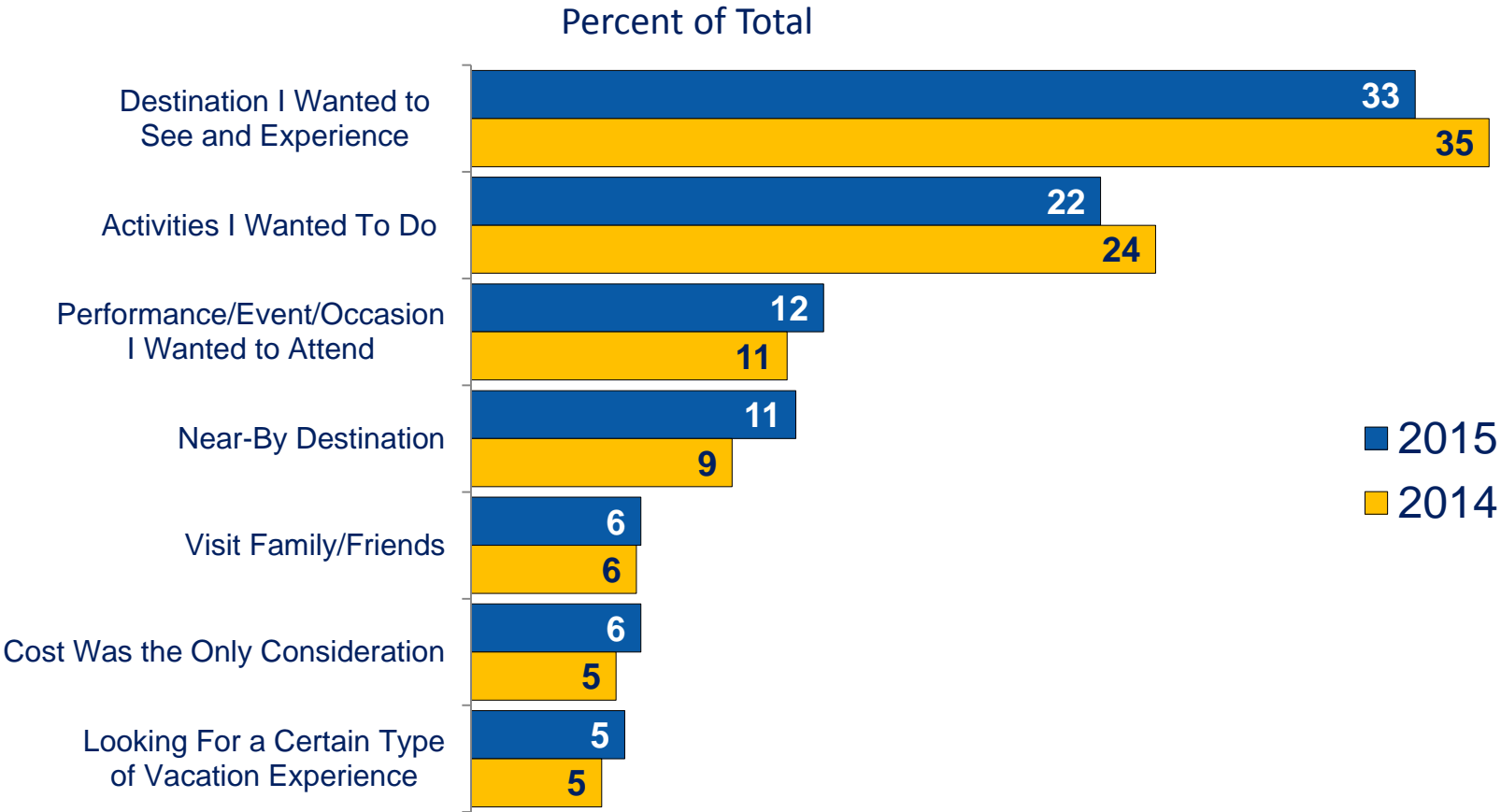
Base: Marketable Day-Trips



# Planning Considerations Beyond Cost



Base: Marketable Day-Trips

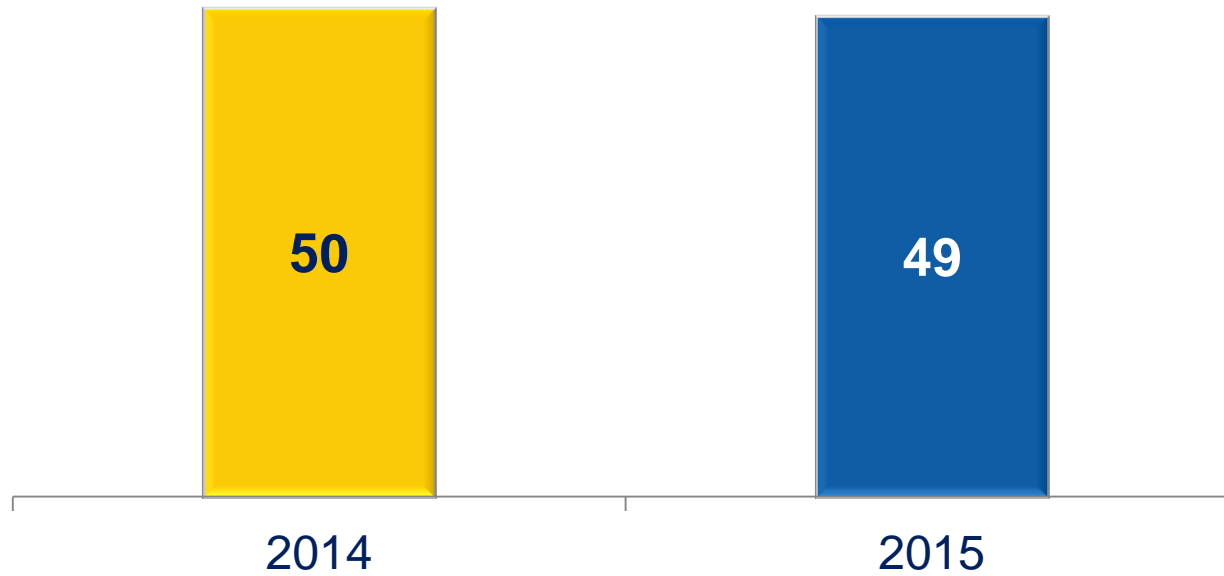


# Percent Who Booked In Advance



Base: Marketable Day-Trips

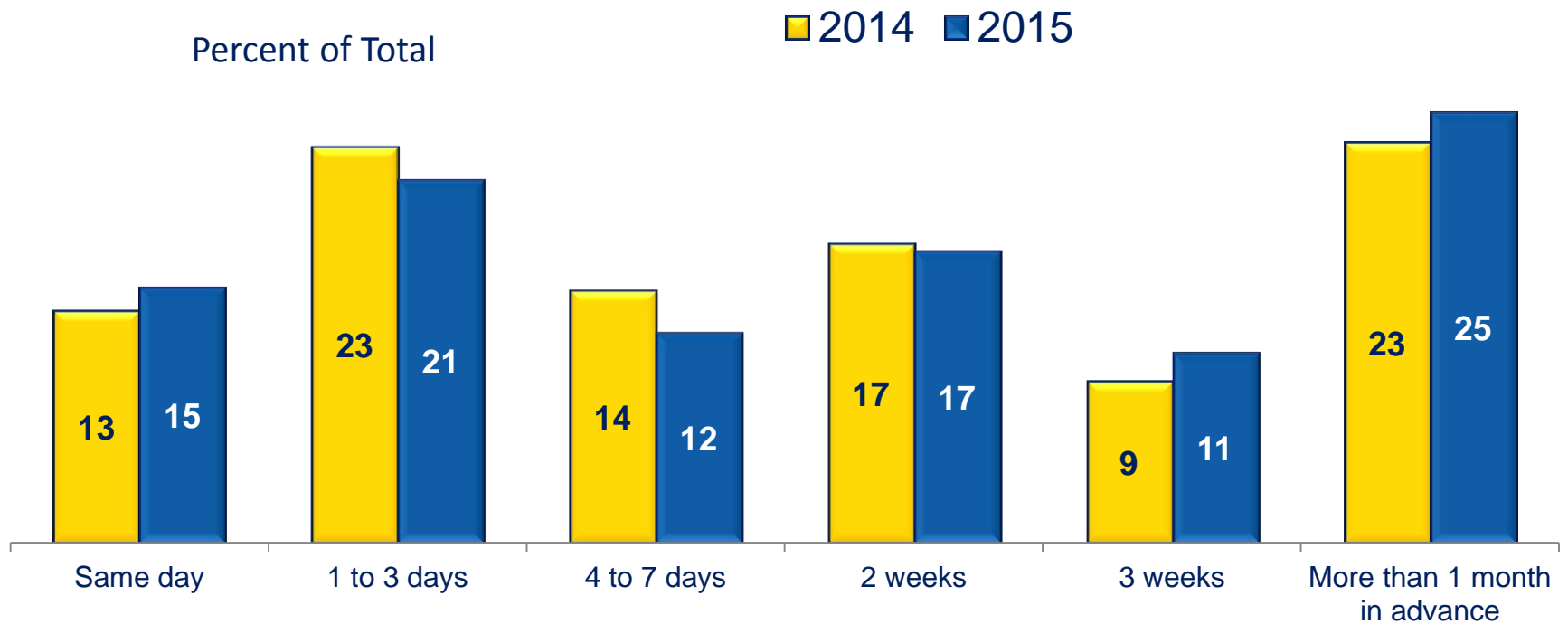
Percent of Total



# Booking Cycle



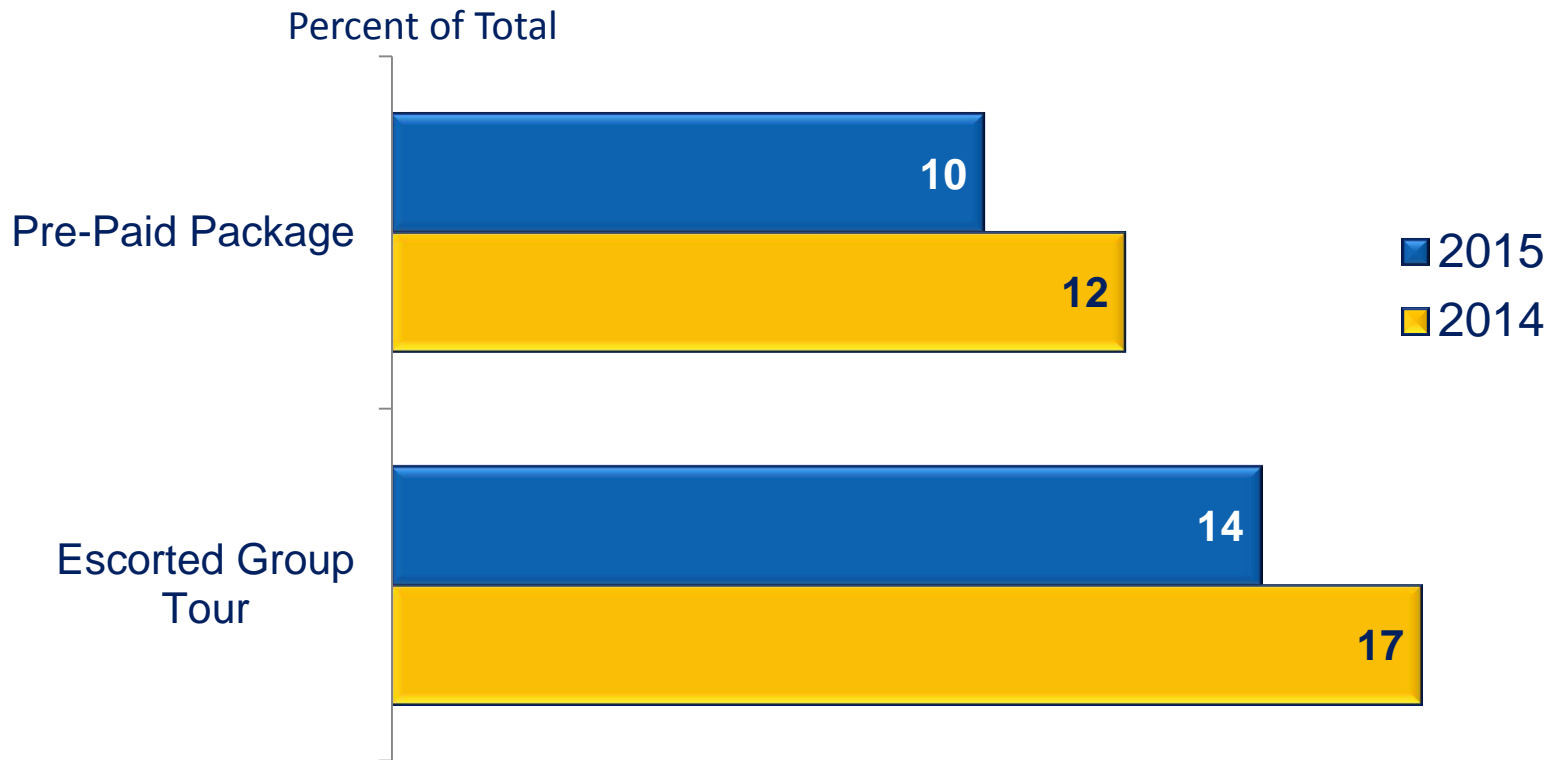
Base: Marketable Day-Trips Booked in Advance



# Use of Vacation Packages and Group Travel



Base: Marketable Day-Trips

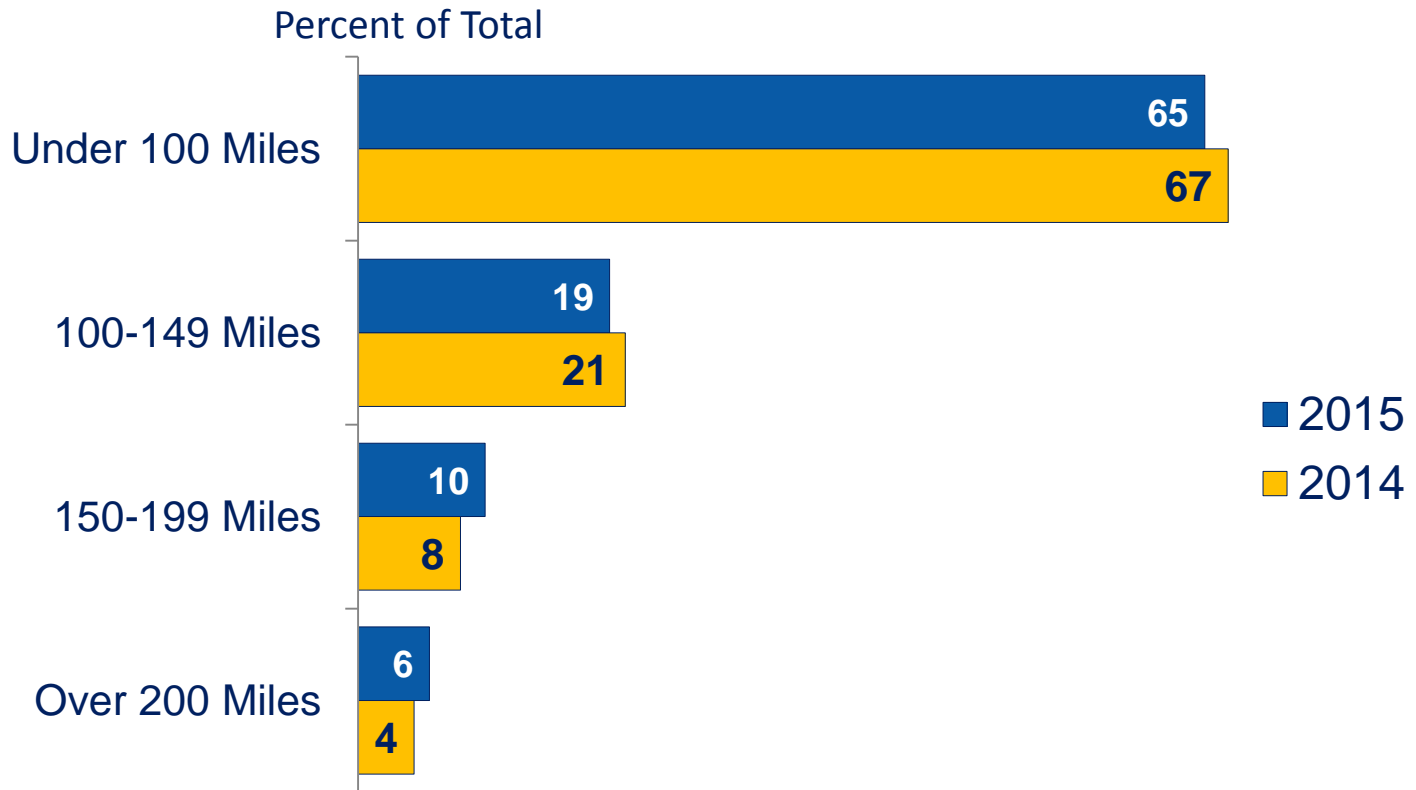


# Marketable Day-Trip Characteristics

# Distance Traveled for Pennsylvania Day-Trip



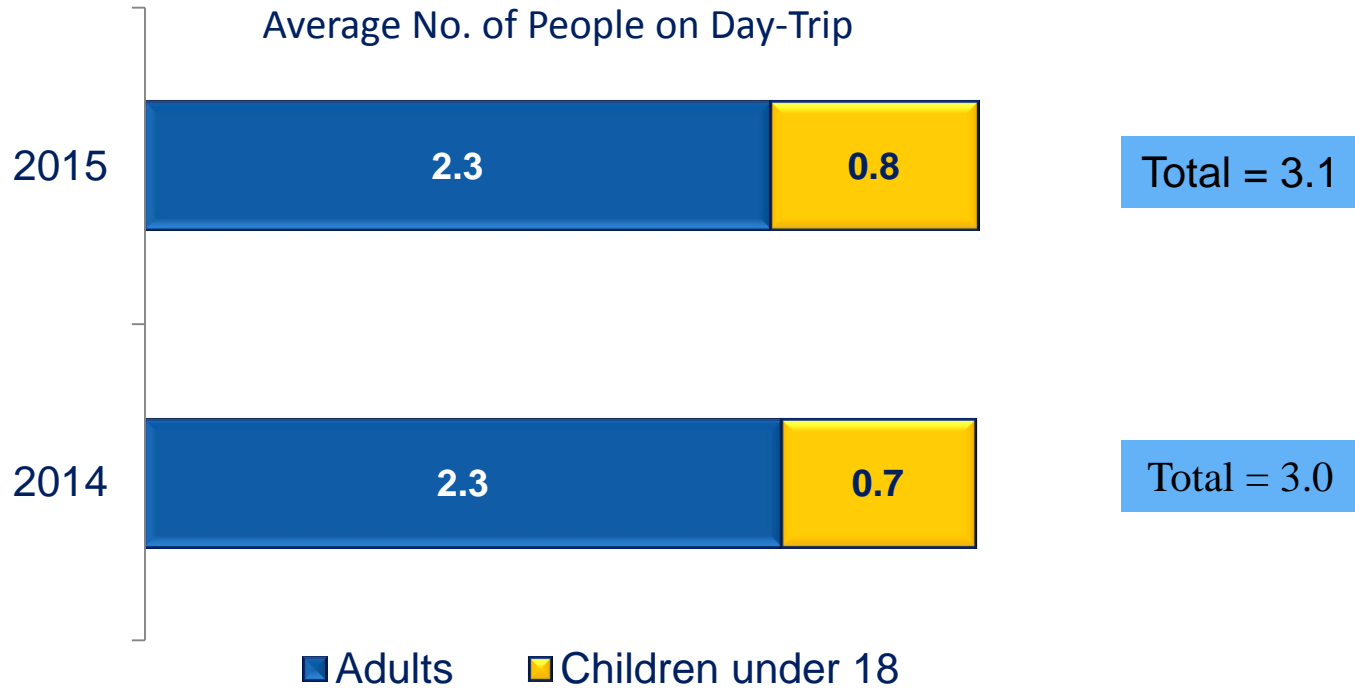
Base: Marketable Day-Trips



# Size of Travel Party



Base: Marketable Day-Trips

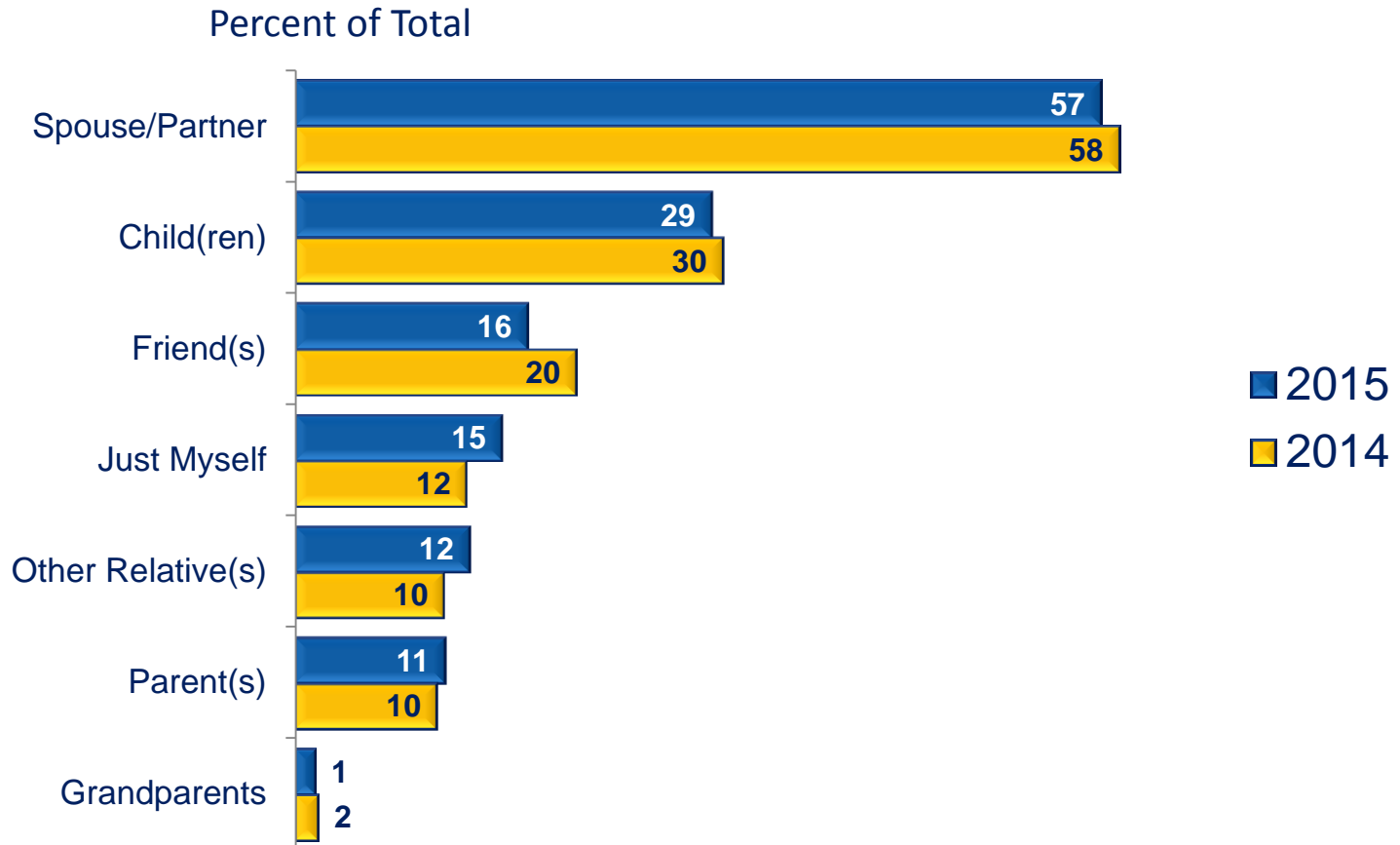




# Composition of Travel Party



Base: Marketable Day-Trips

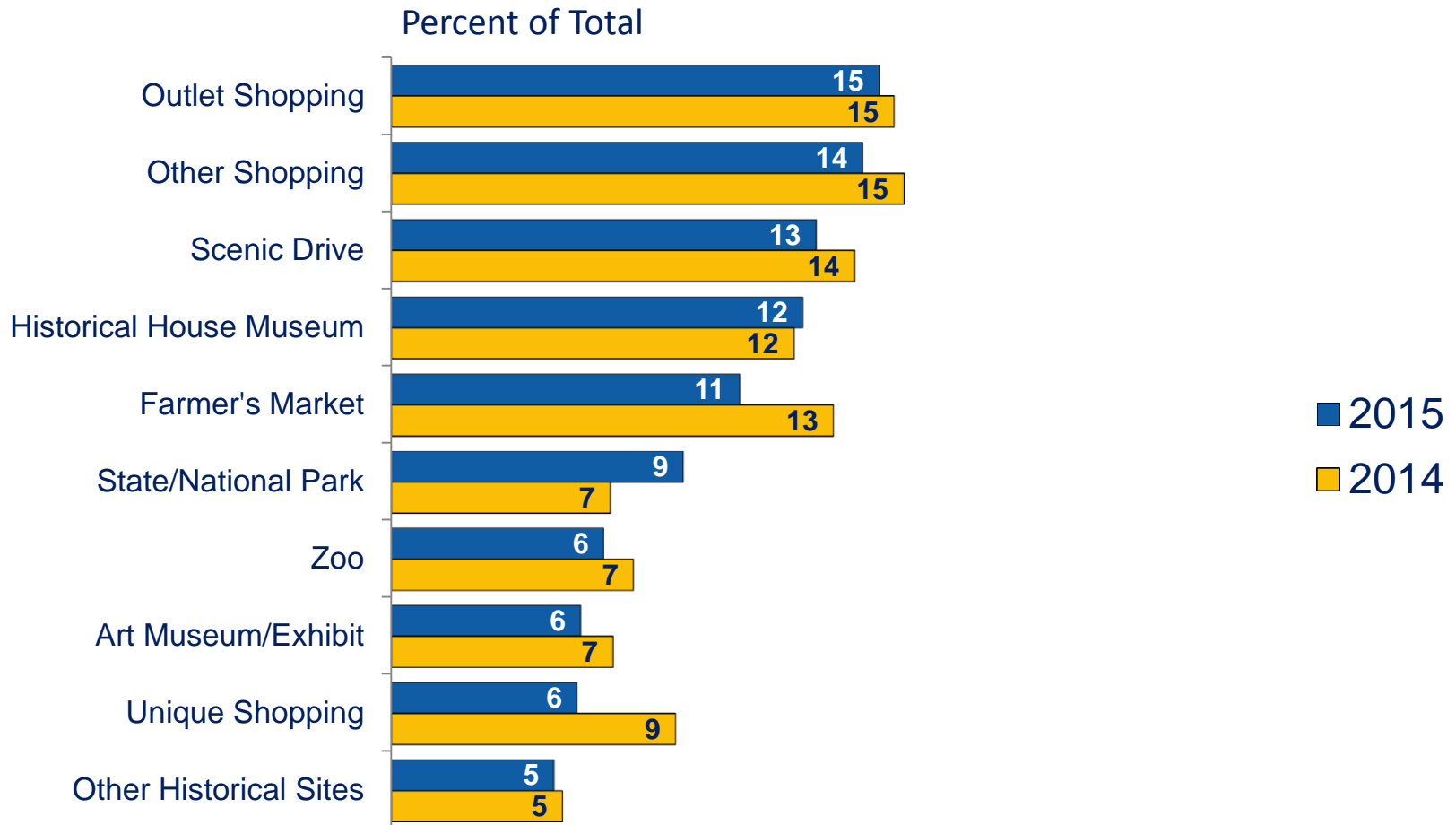


# **Trip Experiences — Marketable Day-Trips**

# Things Seen and Experienced on Pennsylvania Day-Trip



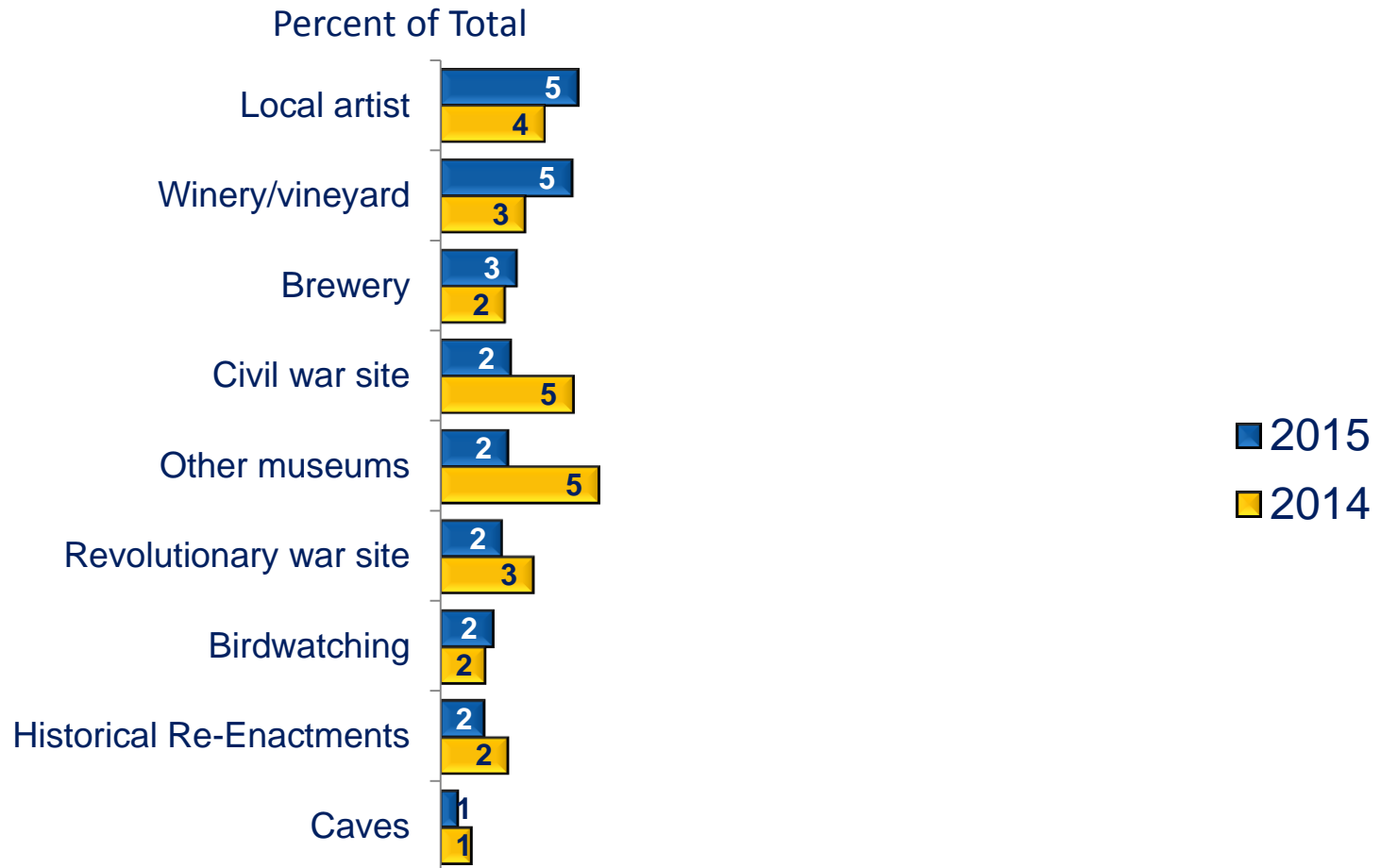
Base: Marketable Day-Trips



# Things Seen and Experienced on Pennsylvania Day-Trip (cont'd)



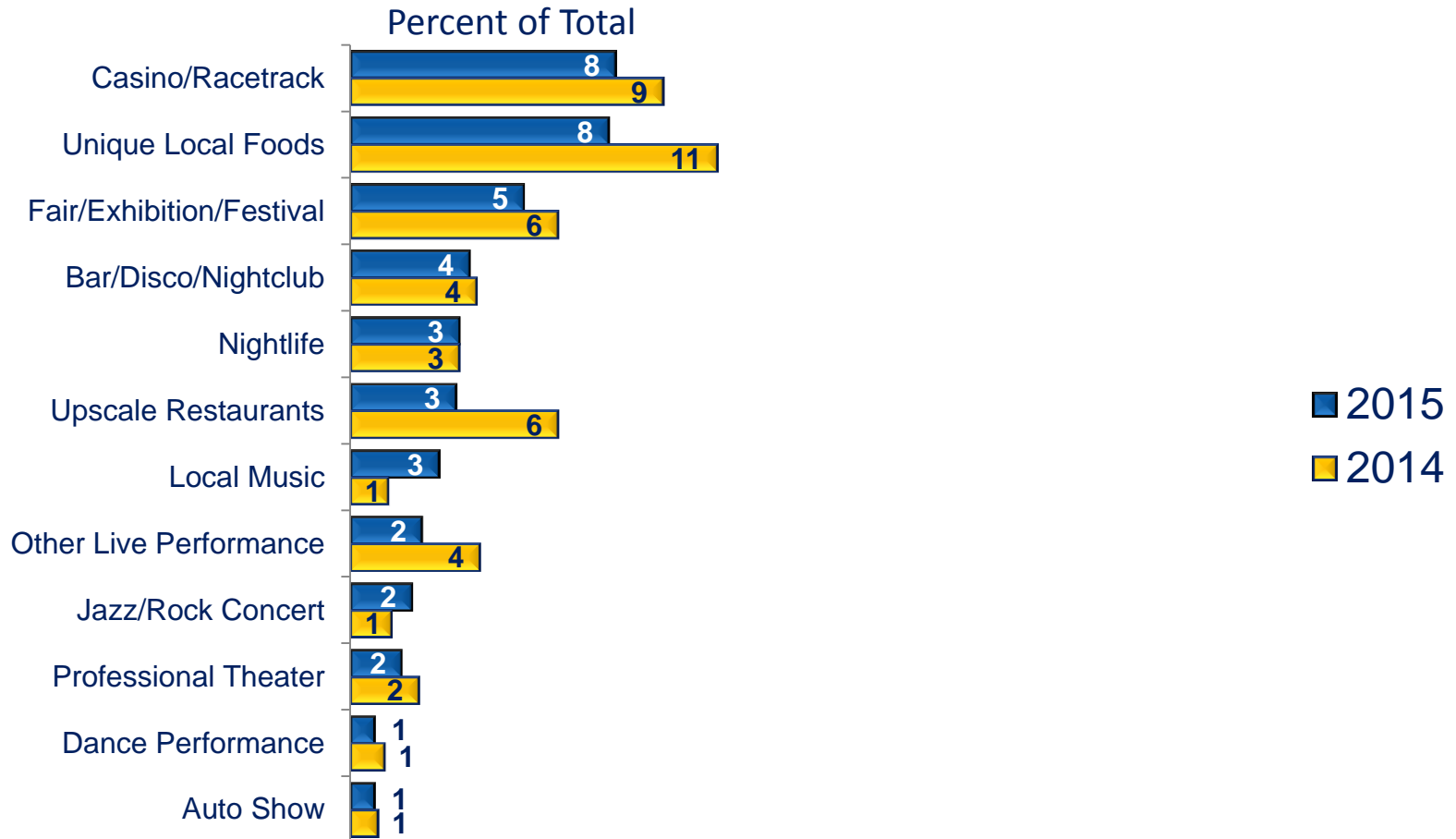
Base: Marketable Day-Trips



# Dining/Entertainment



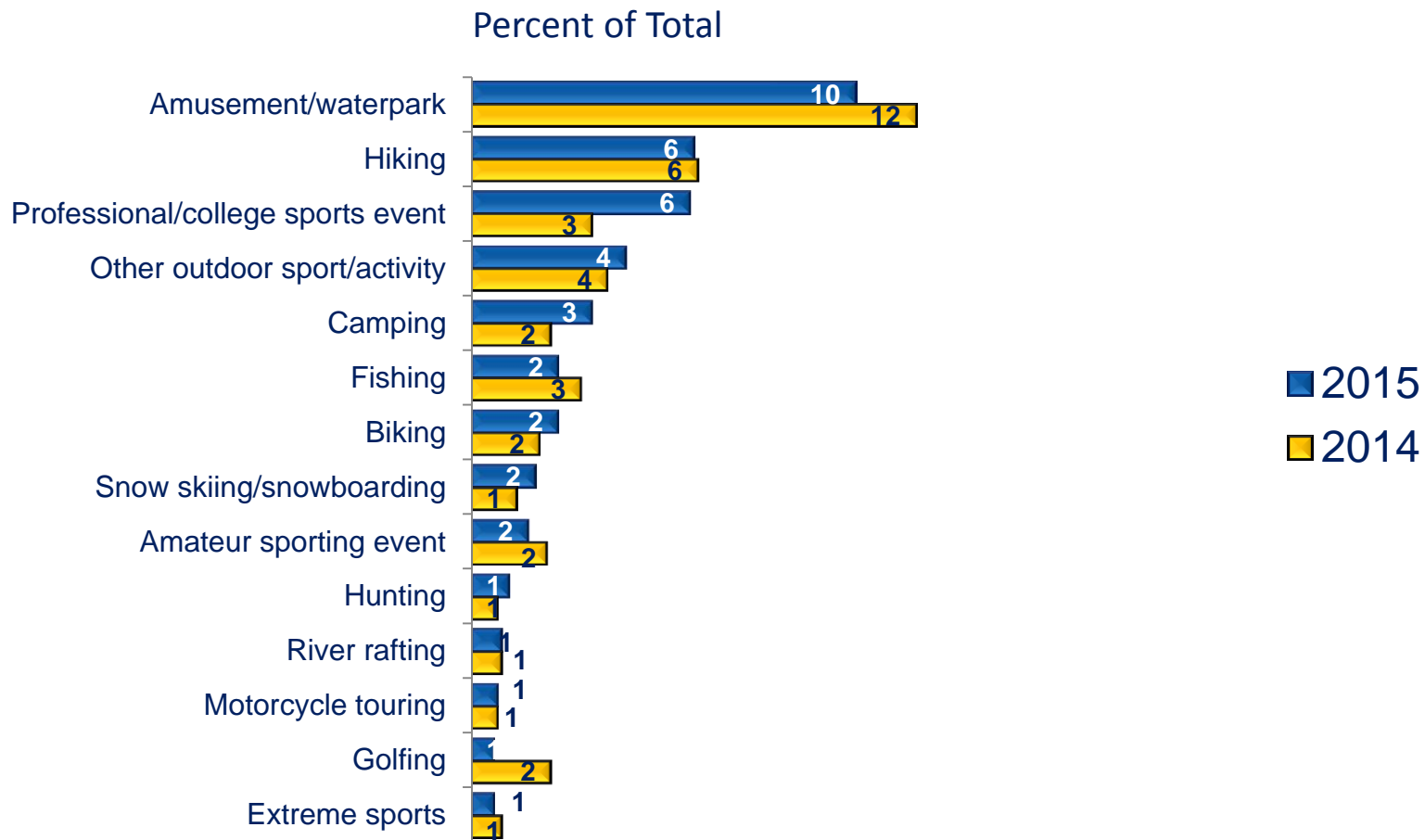
Base: Marketable Day-Trips



# Sports and Recreation



Base: Marketable Day-Trips

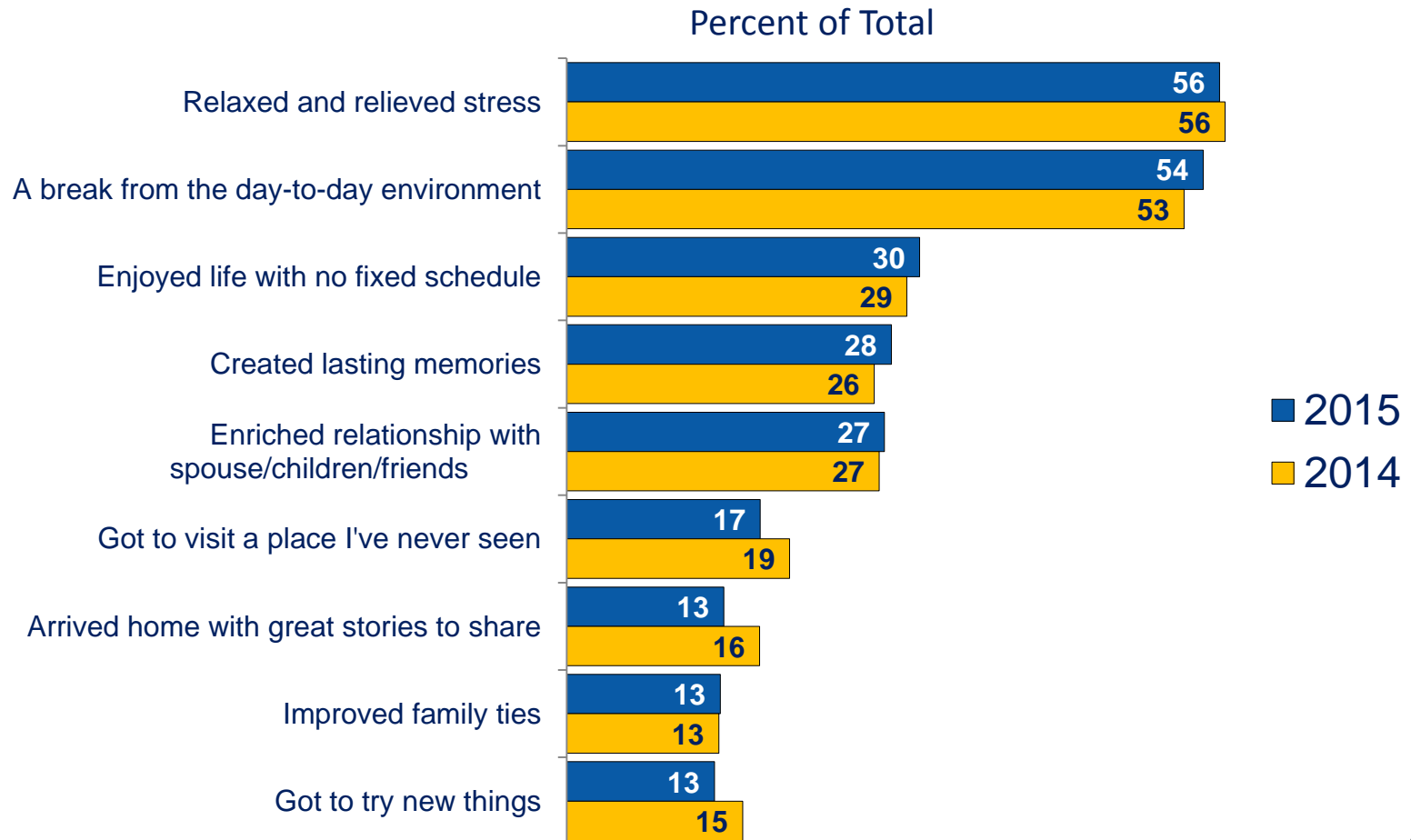


# **Trip Benefits — Marketable Day-Trips**

# Benefits From Pennsylvania Day-Trip



Base: Marketable Day-Trips





# Benefits From Pennsylvania Day-Trip (cont'd)



Base: Marketable Day-Trips

