



Visitor Research

2018 Annual Travel Profile - DayTrip

Prepared for
Pennsylvania



Travel USA Visitor Profile

Day Visitation

2018

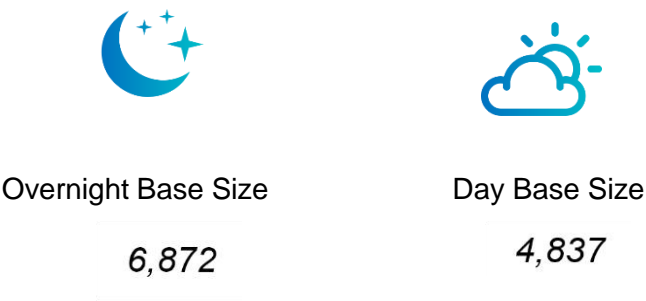
Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Pennsylvania’s domestic tourism business in 2018.

Methodology

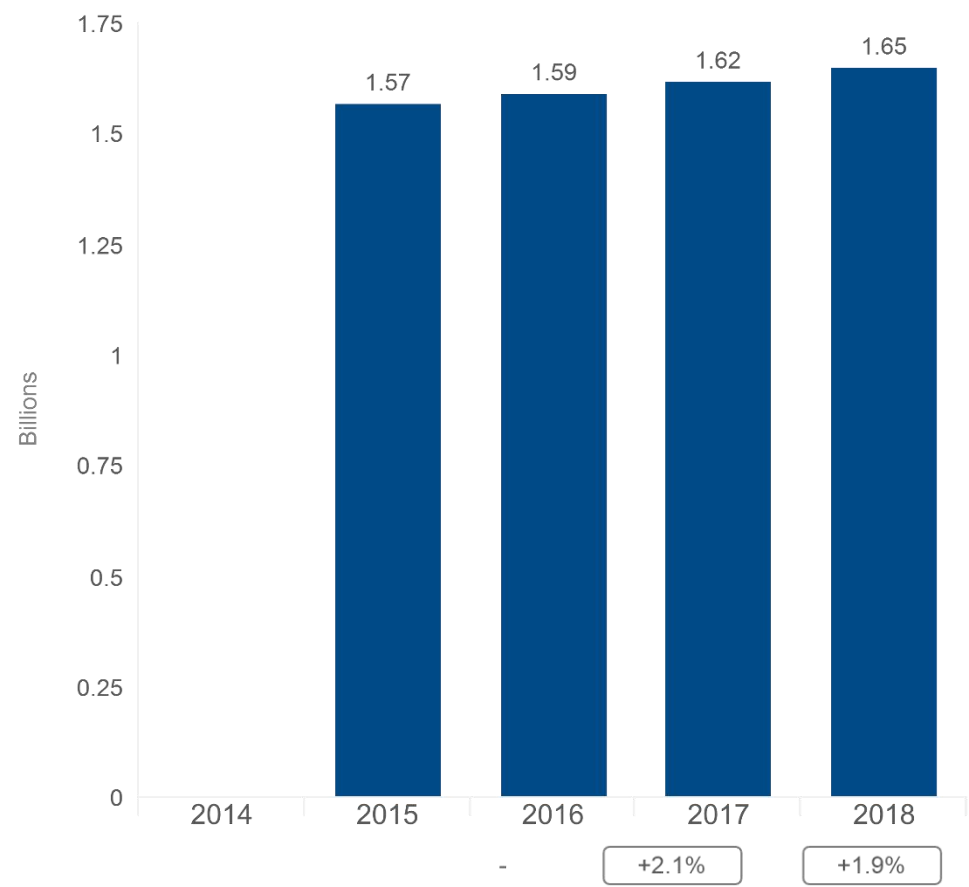
Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Pennsylvania, the following sample was achieved in 2018:

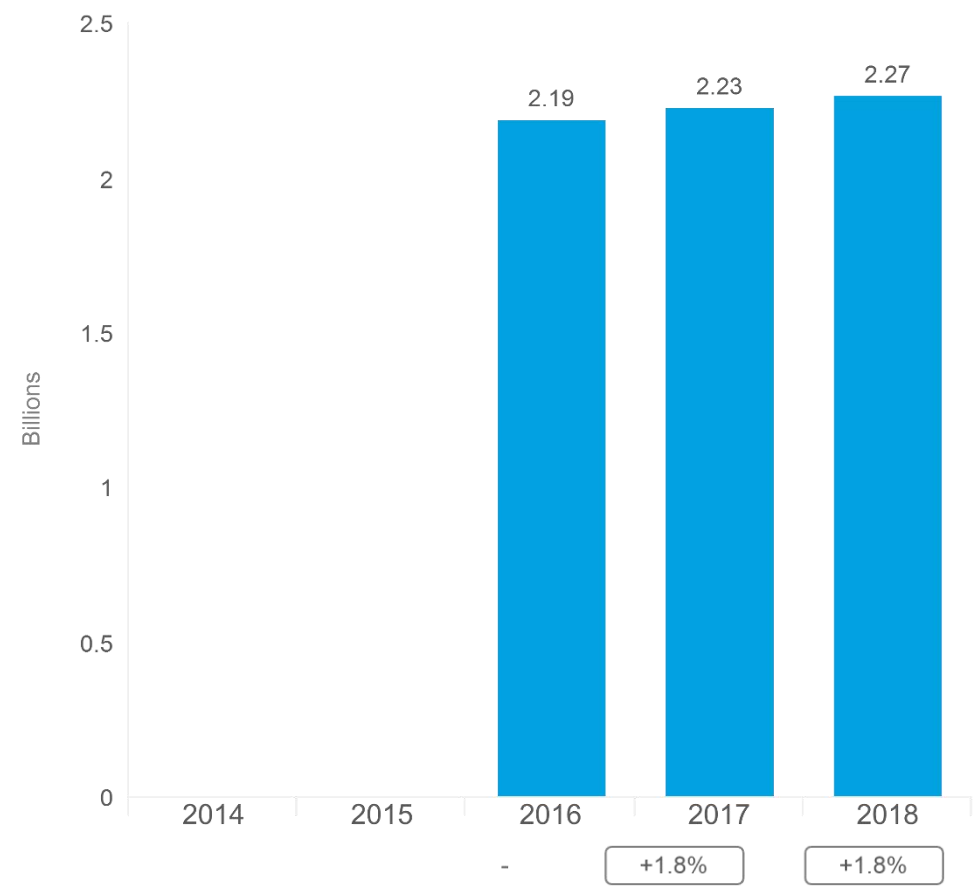


For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of U.S. Overnight Travel Market



Total Size of U.S. Day Travel Market

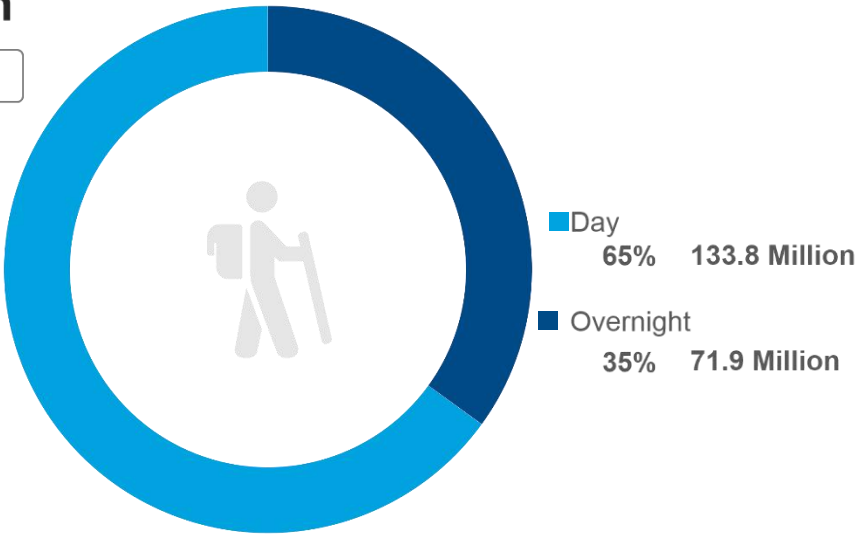


Total Size of Pennsylvania 2018 Domestic Travel Market

Total Person-Trips

205.7 Million

+1.8%vs. last year

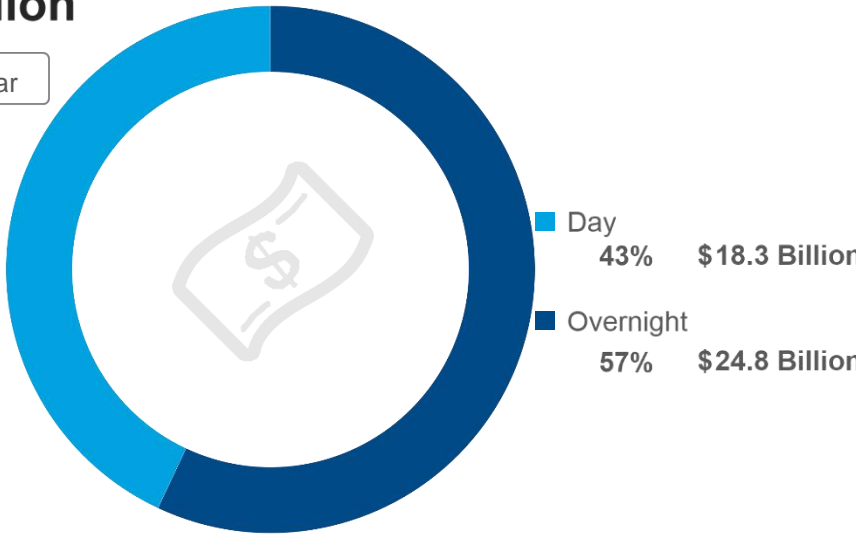


Total Expenditures for Pennsylvania 2018 Domestic Travel Market

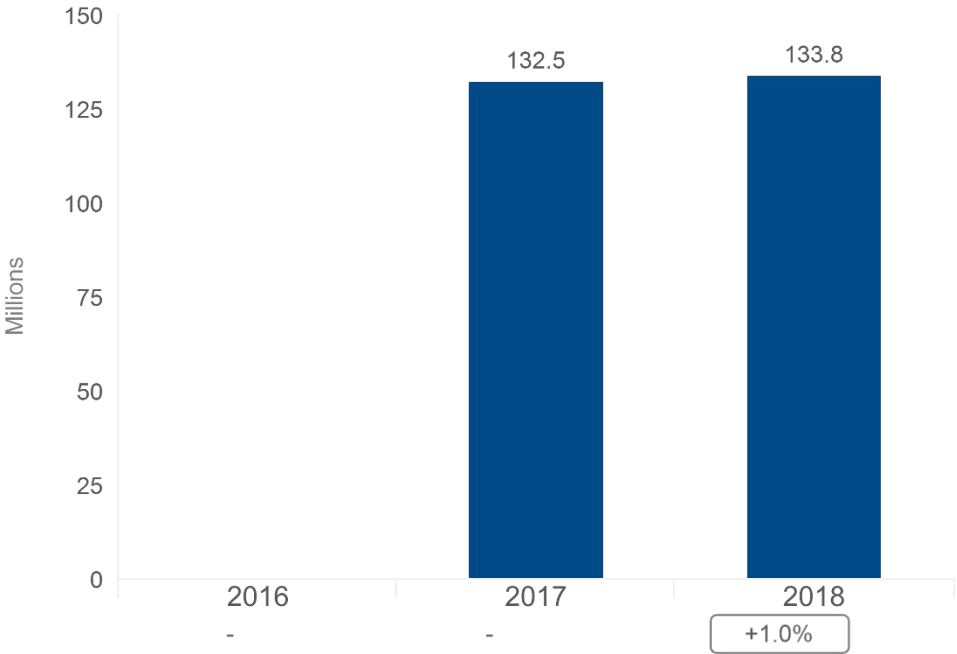
Total Spending

\$ 43.1 Billion

+4.9% vs. last year

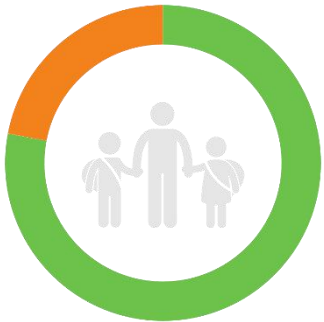


Day Trips to Pennsylvania



Size of Pennsylvania Day Travel Market - Adults vs. Children

Total Day Person-Trips
133.8 Million

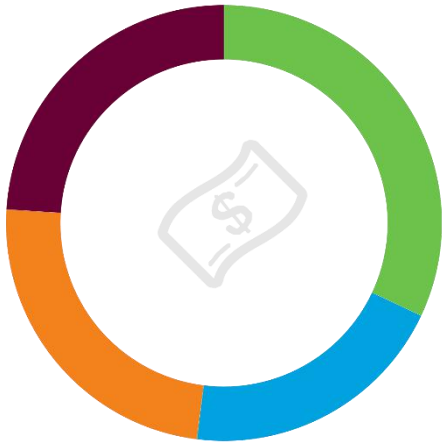


■ Adults	78%	104.2 Million
■ Children	22%	29.7 Million

Domestic Day Expenditures - by Sector

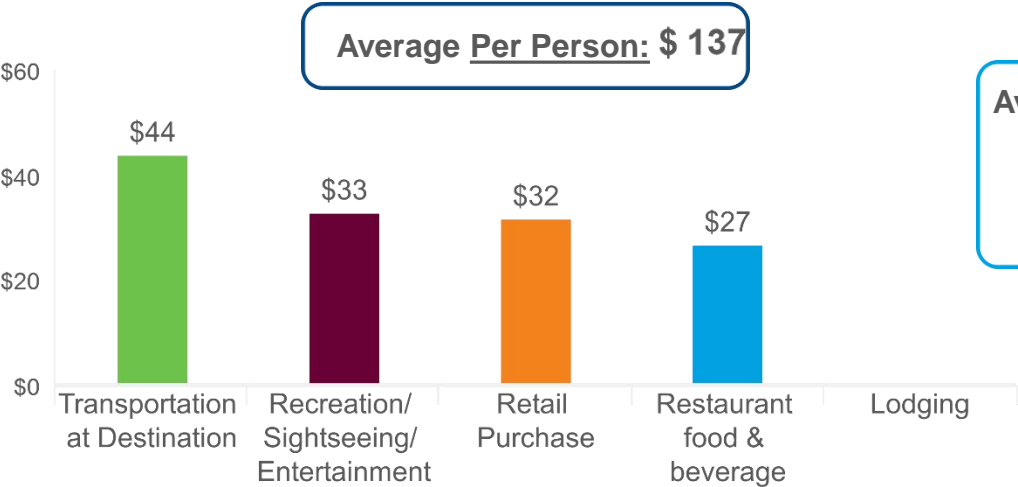
Total Spending
\$ 18.309 Billion

+3.6% vs. last year



- Lodging
- \$-
- Transportation at Destination
32% \$5,950 Million
- Restaurant Food & Beverage
20% \$3,577 Million
- Retail Purchase
24% \$4,331 Million
- Recreation/Entertainment
24% \$4,452 Million

Average Per Person Expenditures on Domestic Day Trips - by Sector



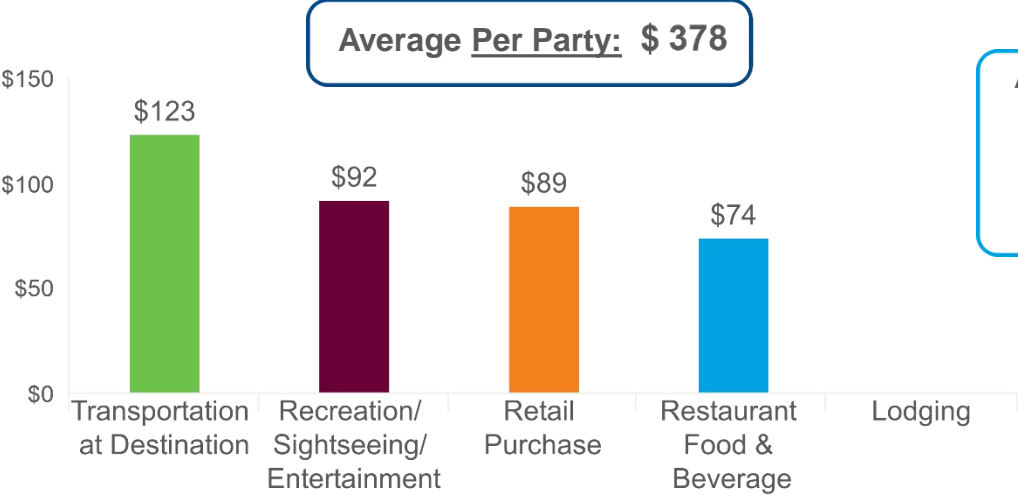
Average Per Person: \$ 137

Average Per Person:

Leisure \$131

Business \$178

Average Per Party Expenditures on Domestic Day Trips - by Sector



Average Per Party: \$ 378

Average Per Party:

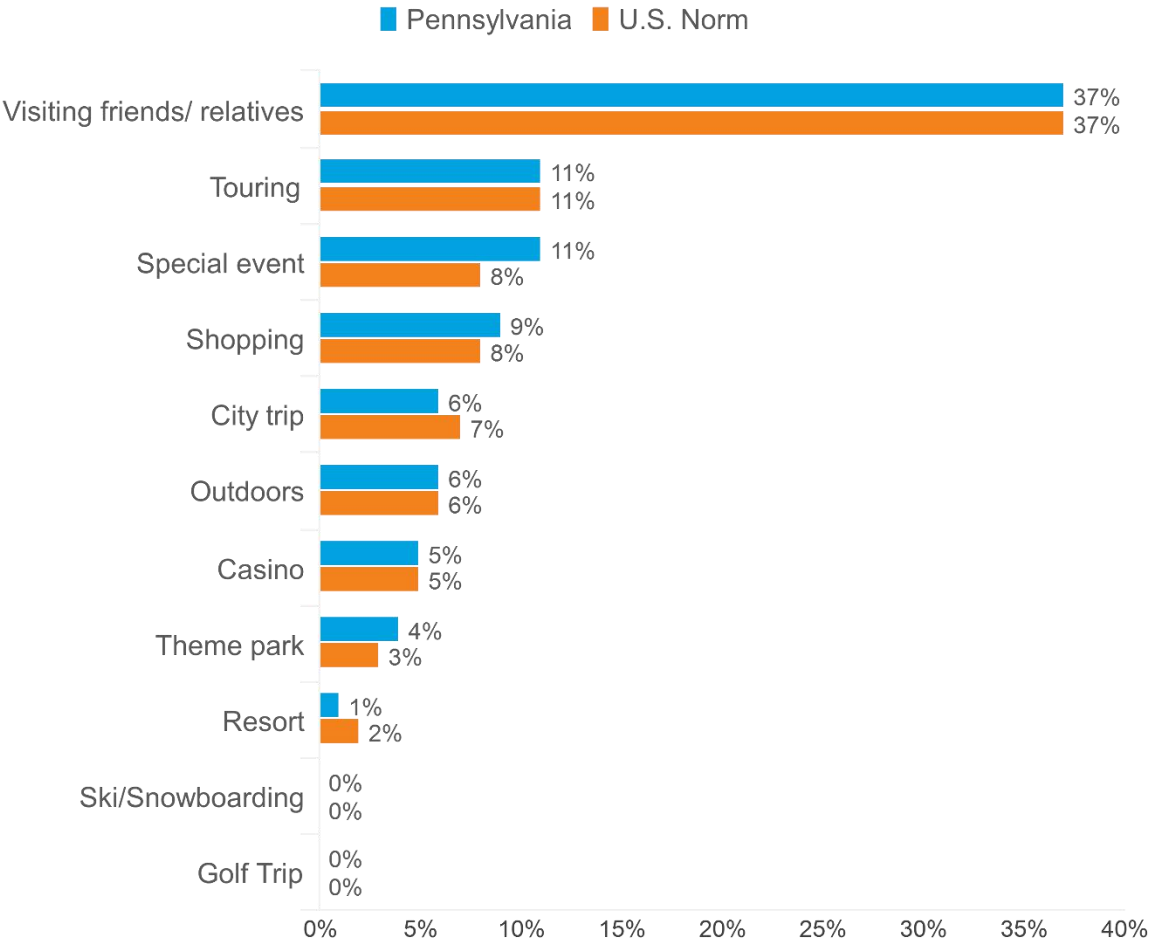
Leisure \$373

Business \$332

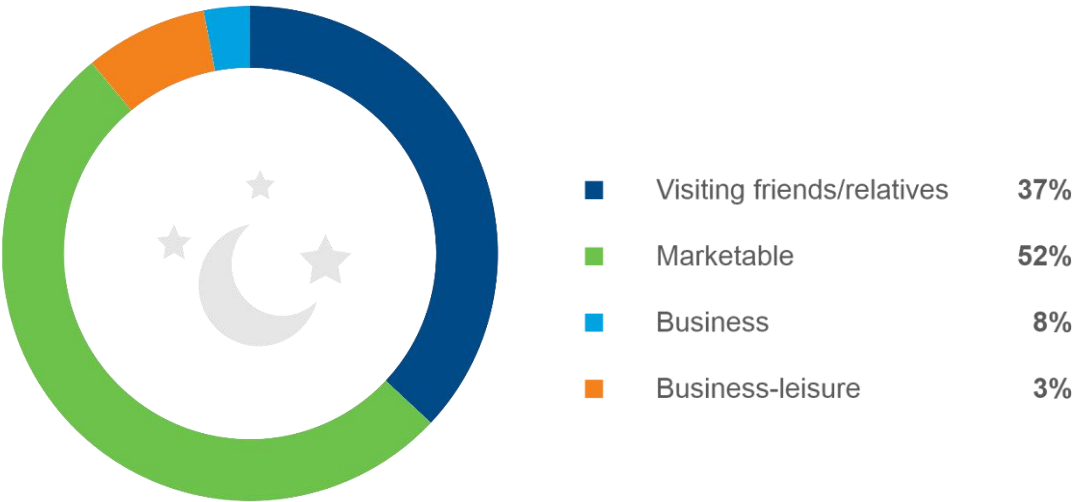
Main Purpose of Trip



Main Purpose of Leisure Trip



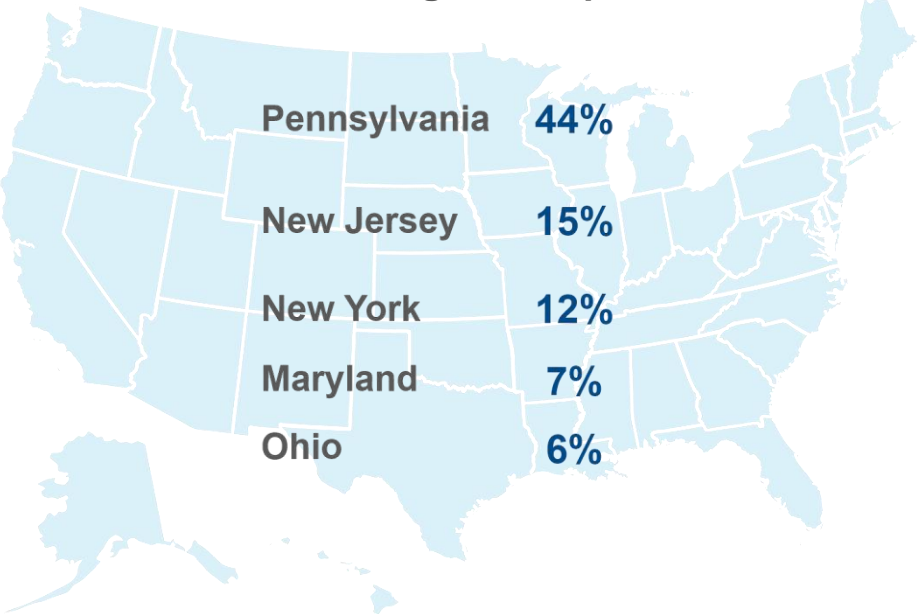
2018 U.S. Day Trips



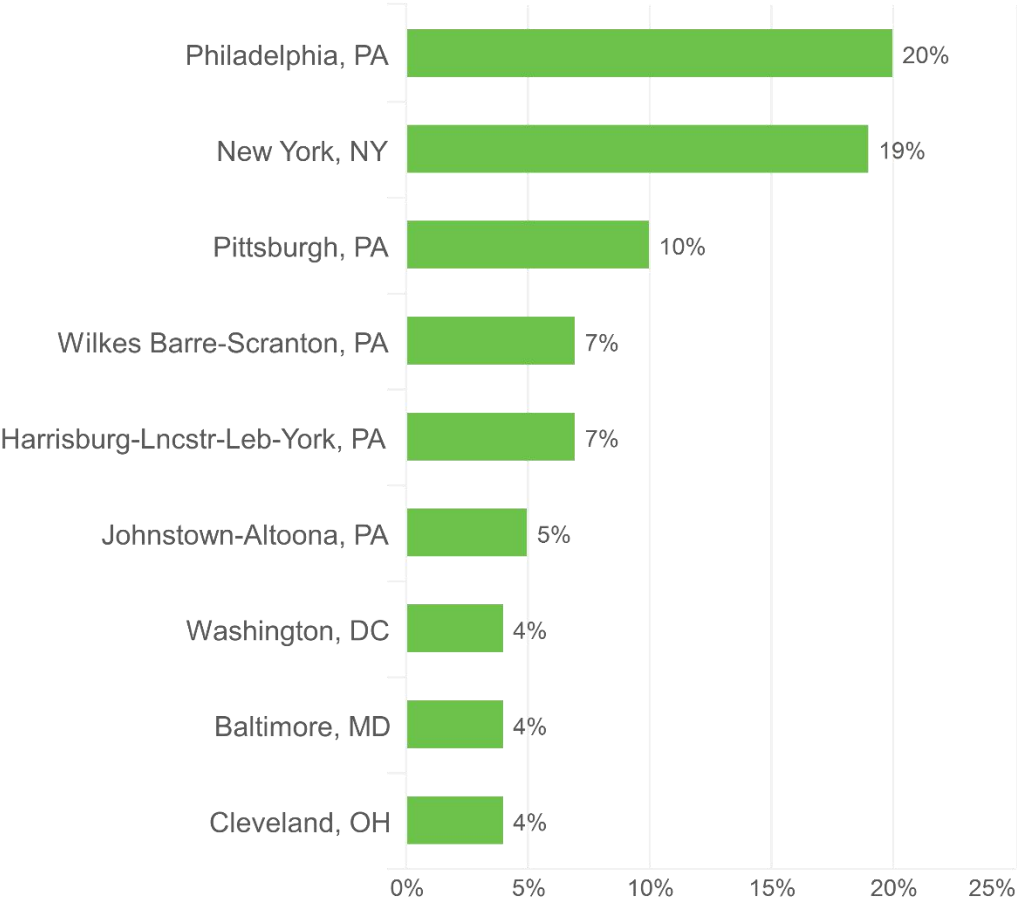
2018 Pennsylvania Day Trips



State Origin Of Trip



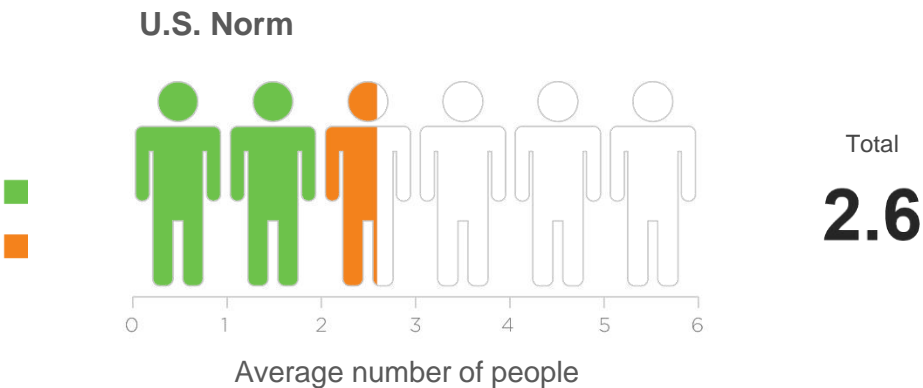
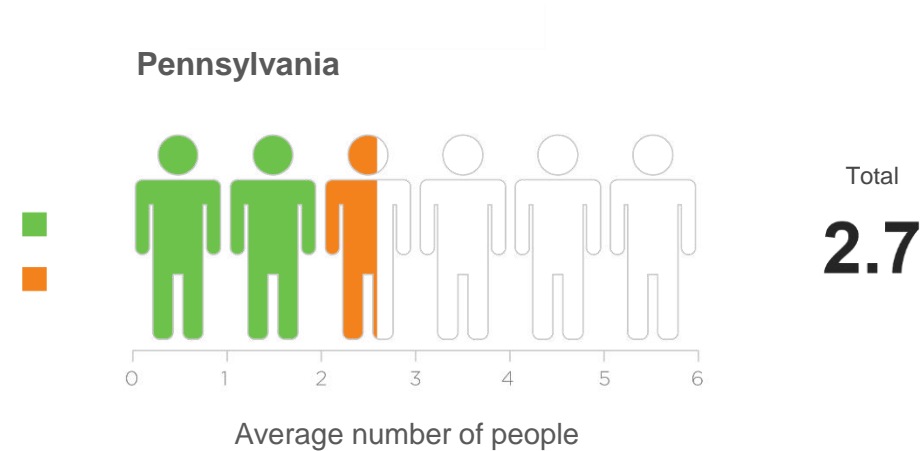
DMA Origin Of Trip



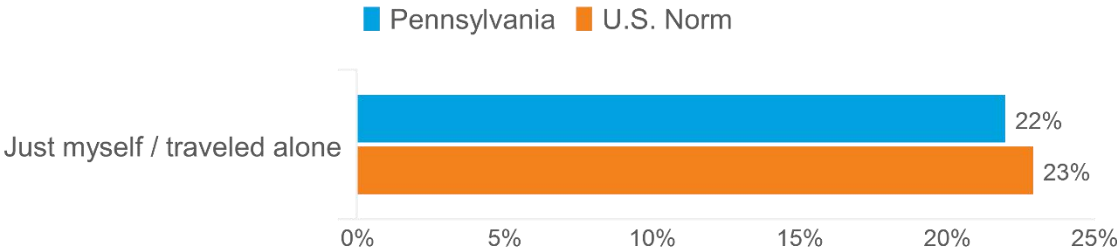
Season of Trip
Total Day Person-Trips



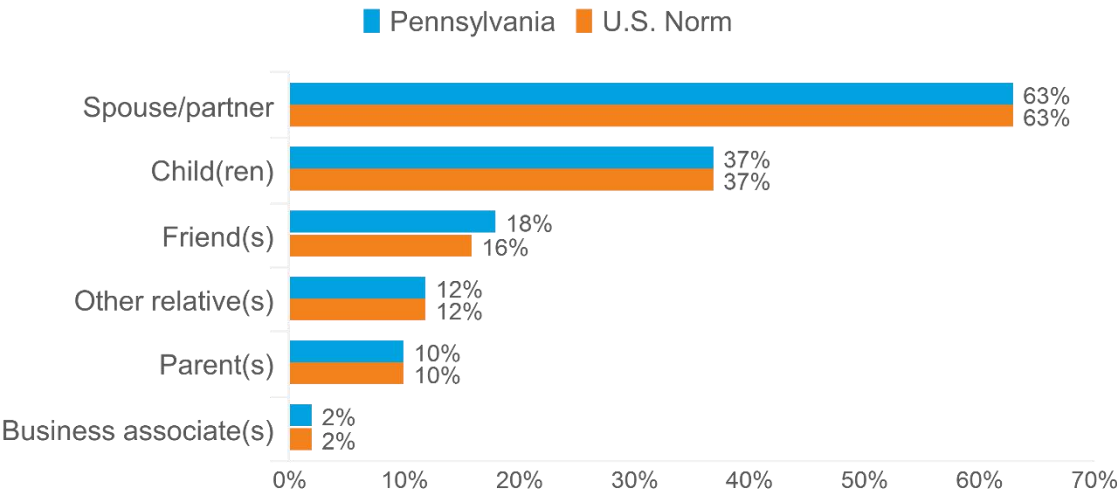
Size of Travel Party



Percent Who Traveled Alone



Composition of Immediate Travel Party

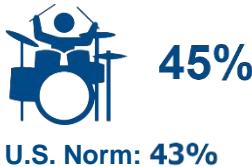


Activity Groupings

Outdoor Activities



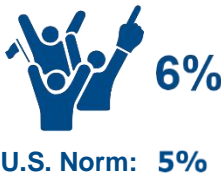
Entertainment Activities



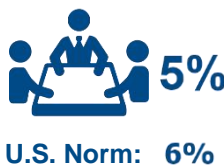
Cultural Activities



Sporting Activities



Business Activities



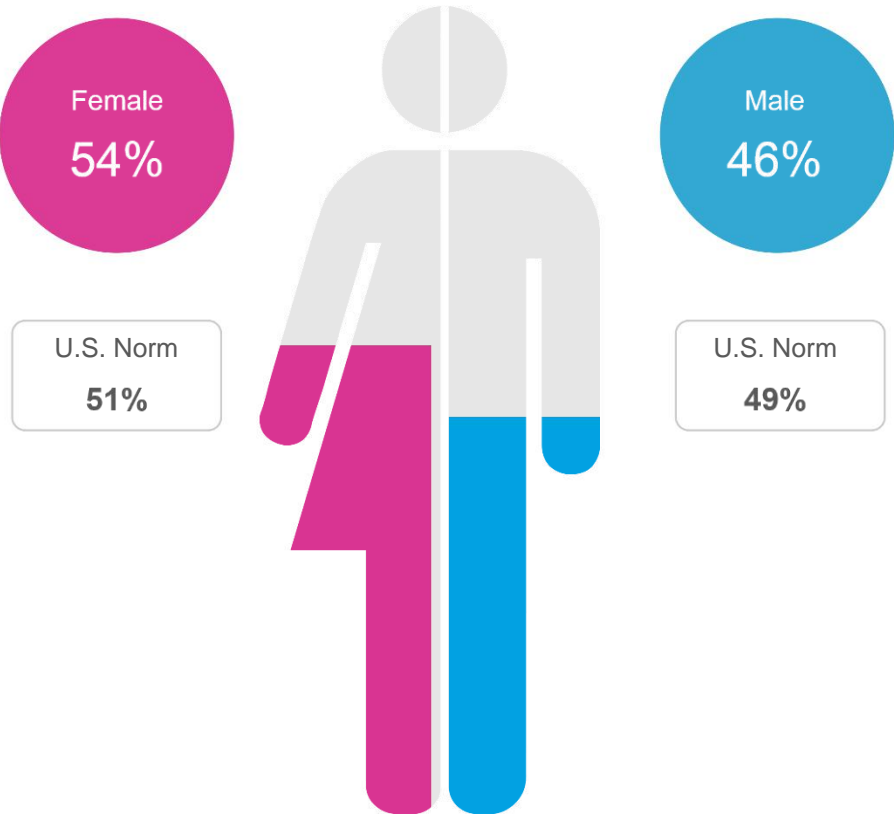
Activities and Experiences (Top 10)

	Pennsylvania	U.S. Norm
	Shopping	26%
	Landmark/historic site	9%
	Casino	7%
	Museum	7%
	National/state park	6%
	Fine/upscale dining	6%
	Bar/nightclub	5%
	Theme park	5%
	Beach/waterfront	7%
	Fair/exhibition/festival	3%

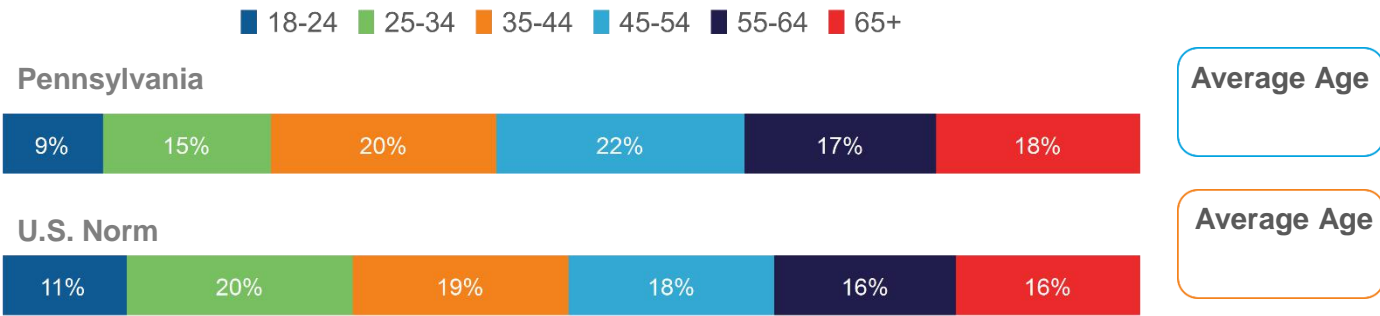
Demographic Profile of Day Pennsylvania Visitors

Base: 2018 Day Person-Trips

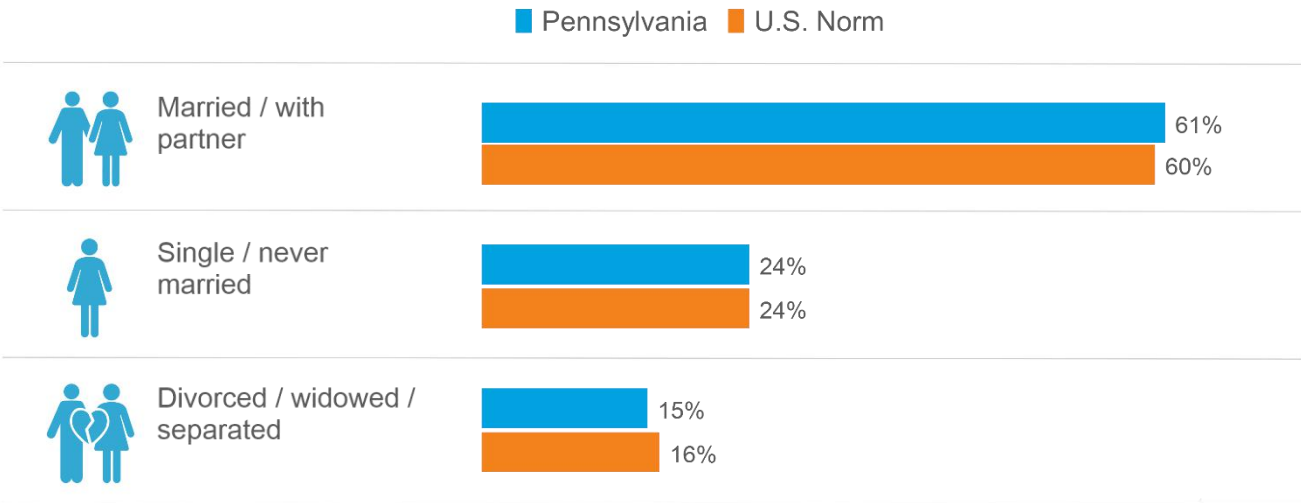
Gender



Age



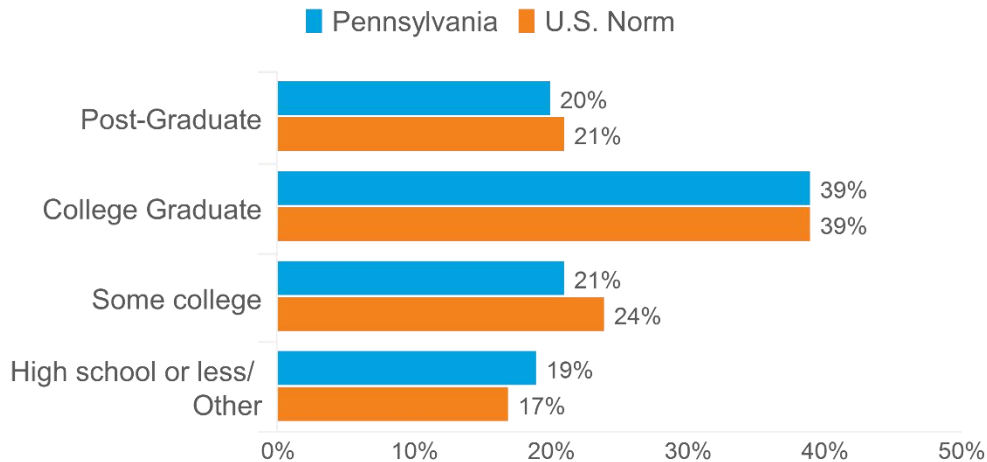
Marital Status



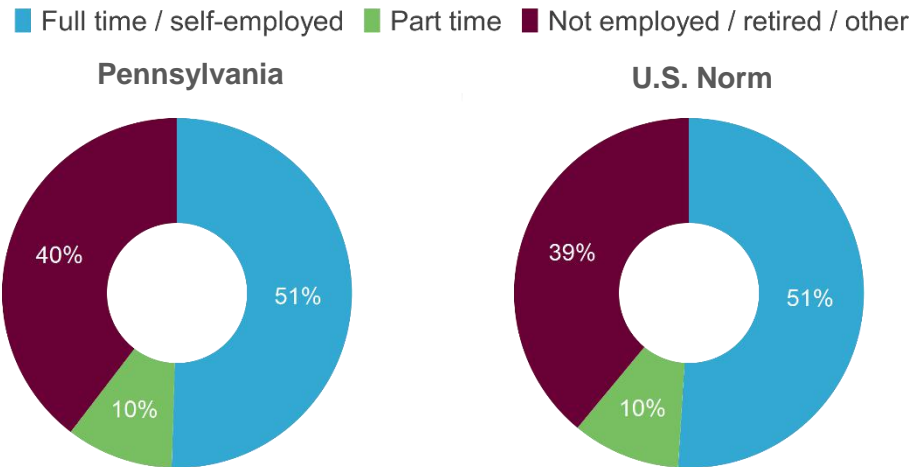
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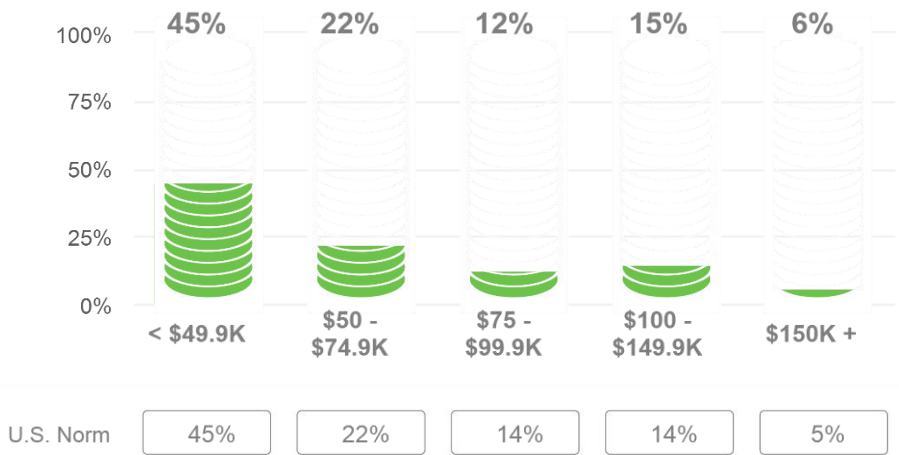
Education



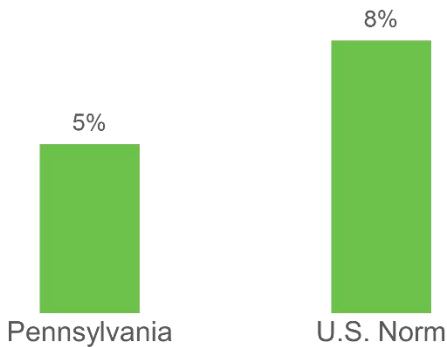
Employment



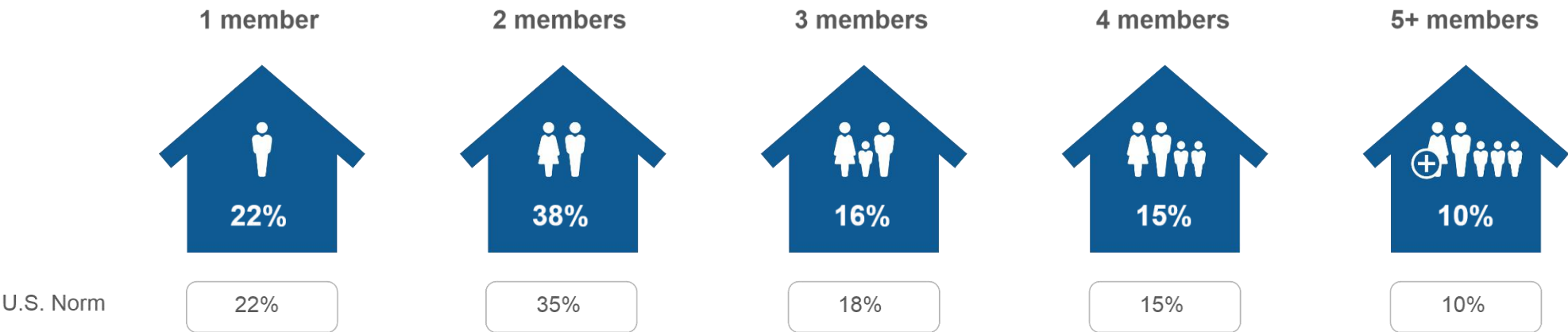
Household Income



Hispanic Background



Household Size



Children in Household

