



Visitor Research

2019 Annual Travel Profile - DayTrip

Prepared for
Pennsylvania



Travel USA Visitor Profile

Day Visitation

2019

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 2019.

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 2019:



Overnight Base Size

5,720

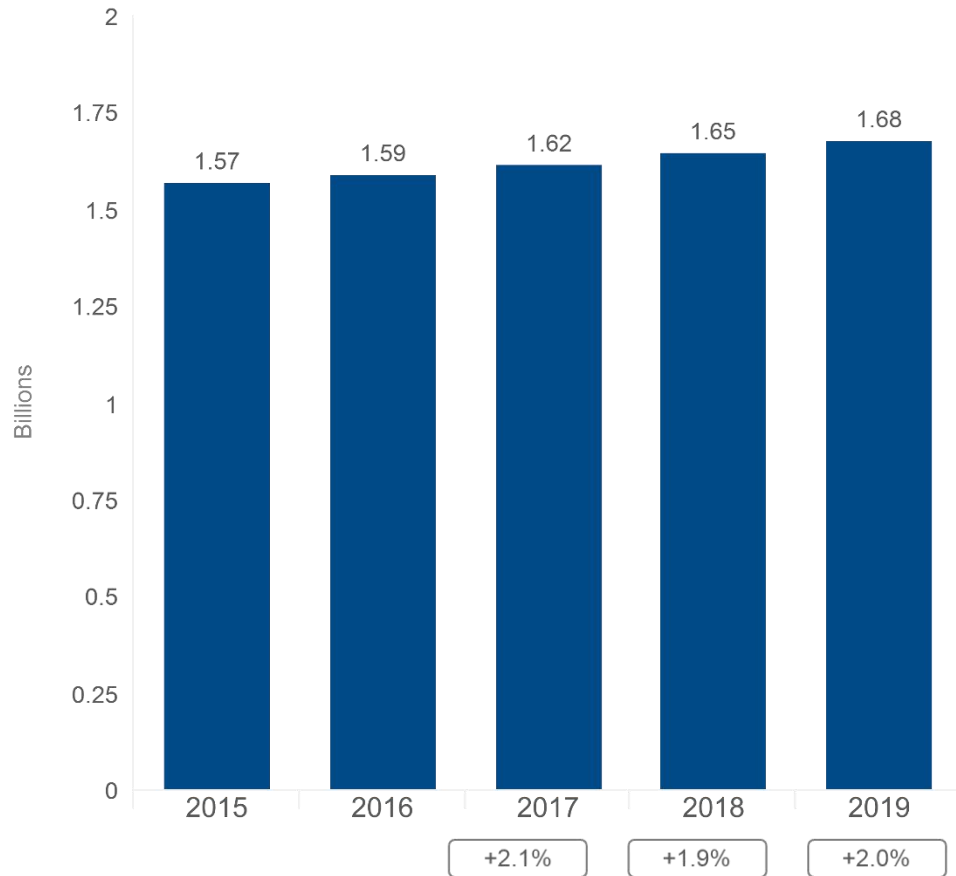


Day Base Size

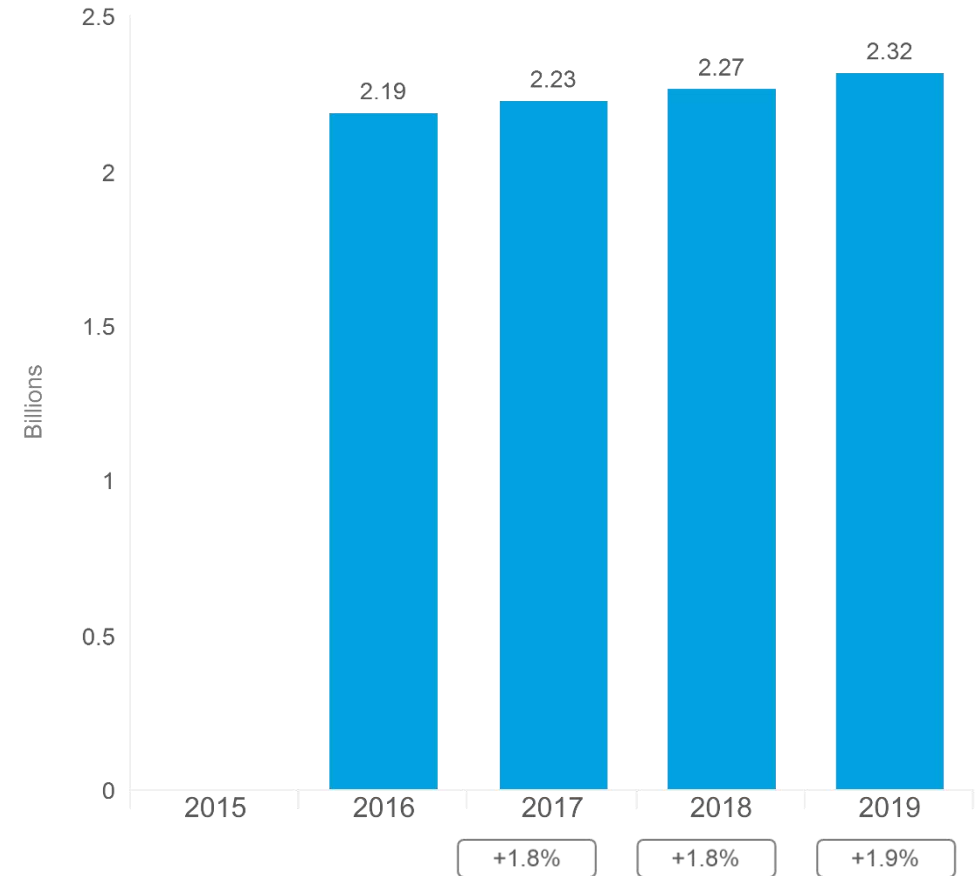
4,129

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

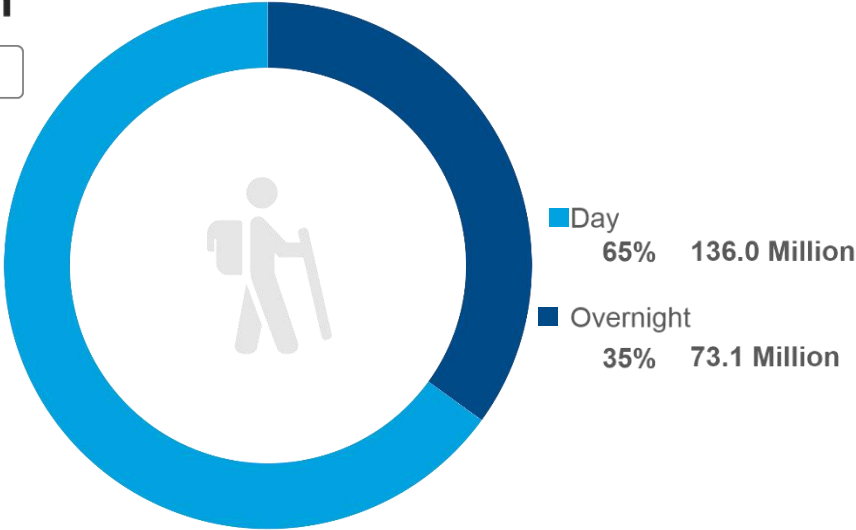


Total Size of Pennsylvania 2019 Domestic Travel Market

Total Person-Trips

209.1 Million

+1.7% vs. last year

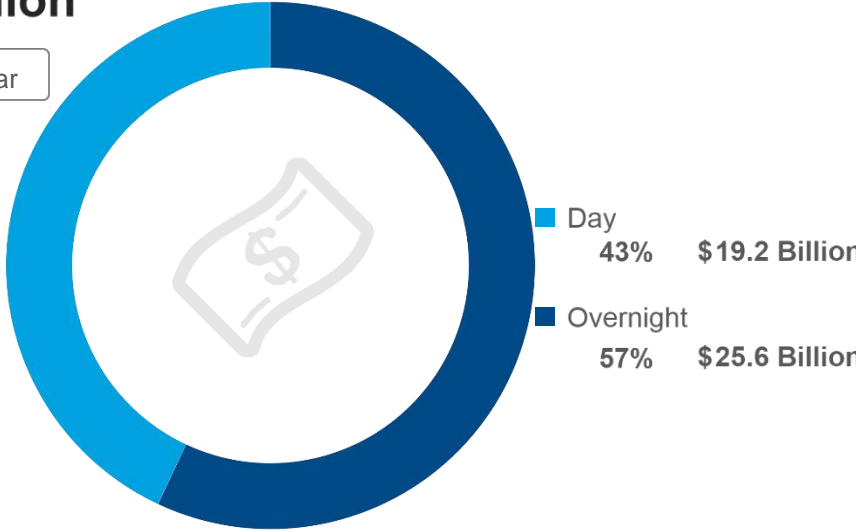


Total Expenditures for Pennsylvania 2019 Domestic Travel Market

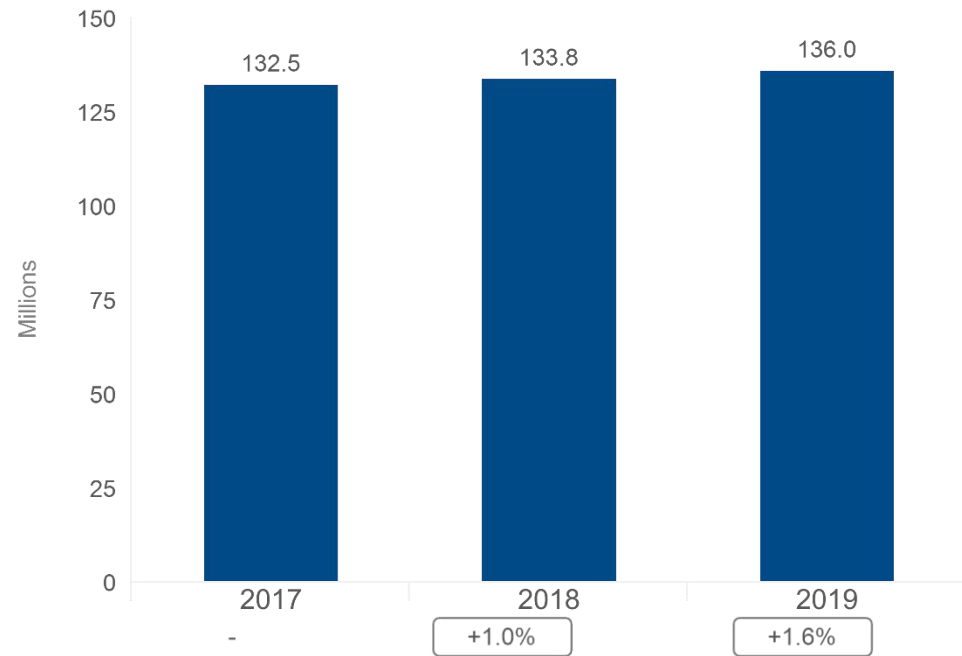
Total Spending

\$ 44.8 Billion

+4.1% vs. last year



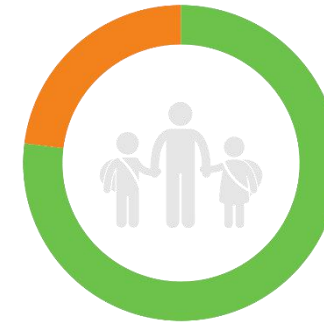
Day Trips to Pennsylvania



Size of Pennsylvania Day Travel Market - Adults vs. Children

Total Day Person-Trips

136.0 Million

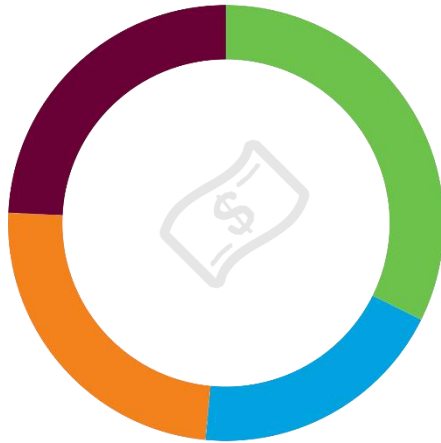


Adults	77%	105.4 Million
Children	23%	30.7 Million

Domestic Day Expenditures - by Sector

Total Spending
\$ 19.200 Billion

+4.9% vs. last year

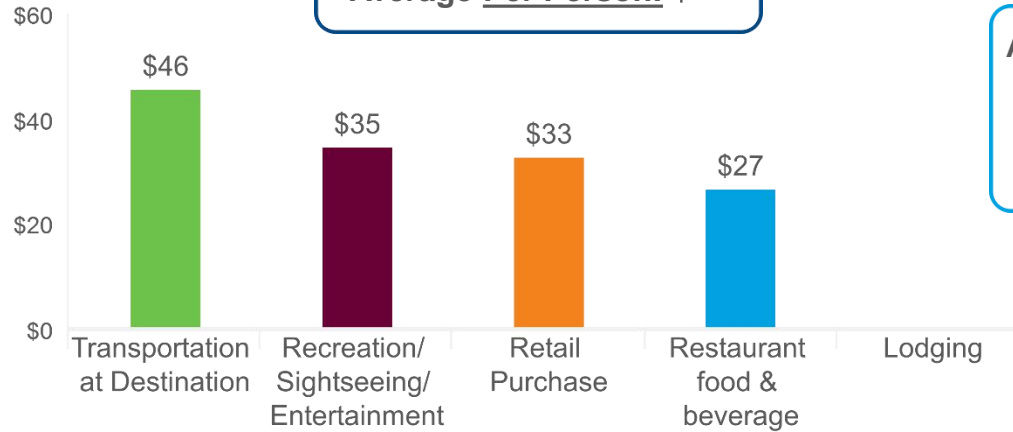


- Lodging
- \$-
- Transportation at Destination
32% \$6,224 Million
- Restaurant Food & Beverage
19% \$3,728 Million
- Retail Purchase
24% \$4,554 Million
- Recreation/Entertainment
24% \$4,694 Million



Average Per Person Expenditures on Domestic Day Trips - by Sector

Average Per Person: \$ 141



Average Per Person:

Leisure \$136

Business \$170

Average Per Party Expenditures on Domestic Day Trips - by Sector

Average Per Party: \$ 388



Average Per Party:

Leisure \$383

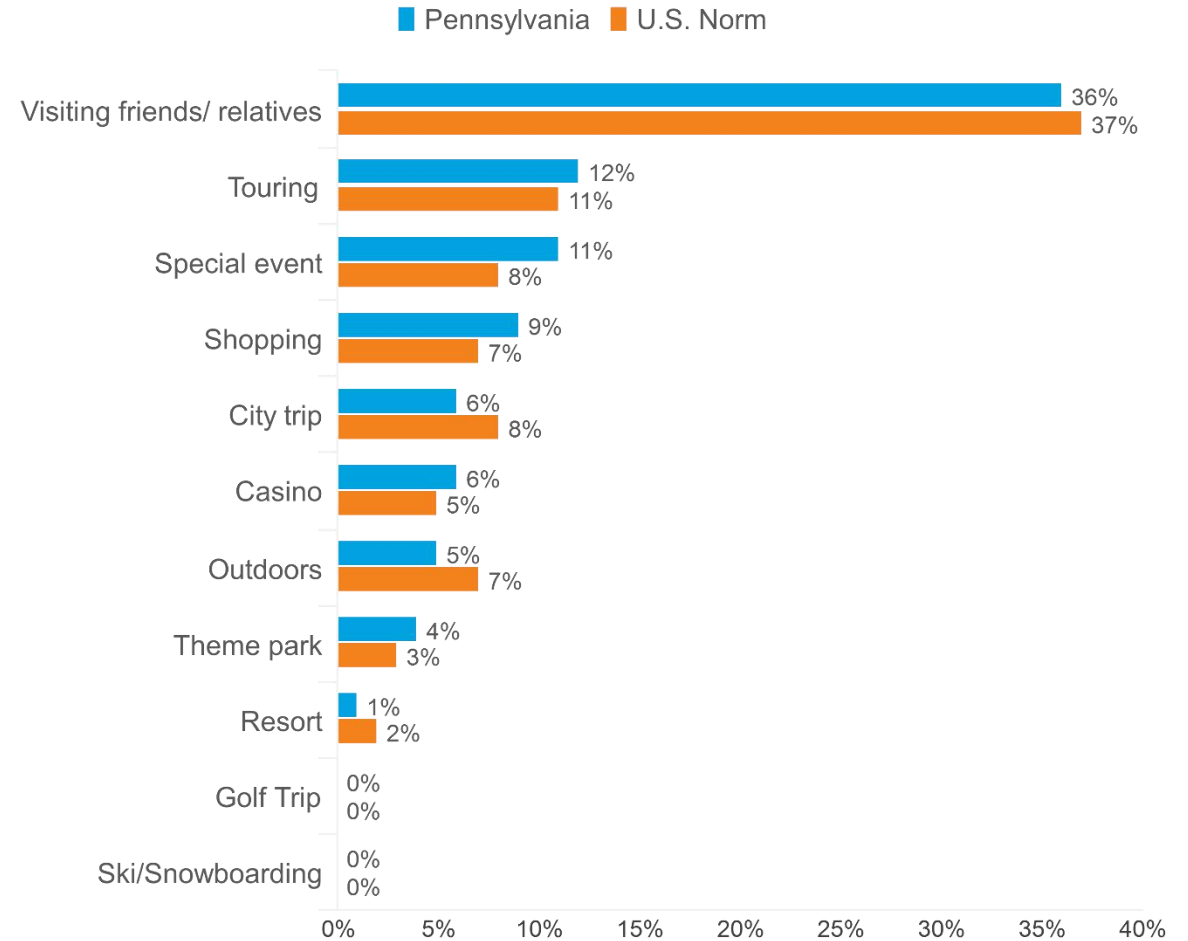
Business \$330



Main Purpose of Trip



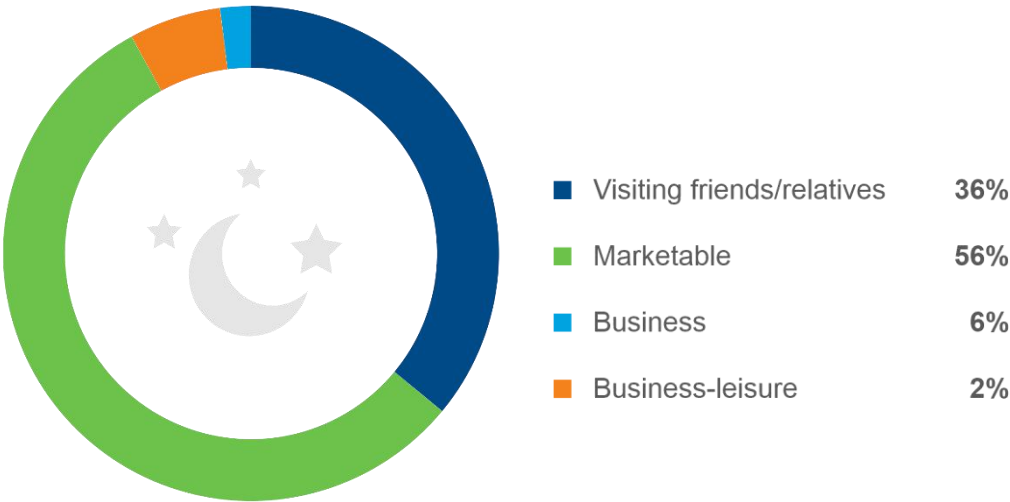
Main Purpose of Leisure Trip



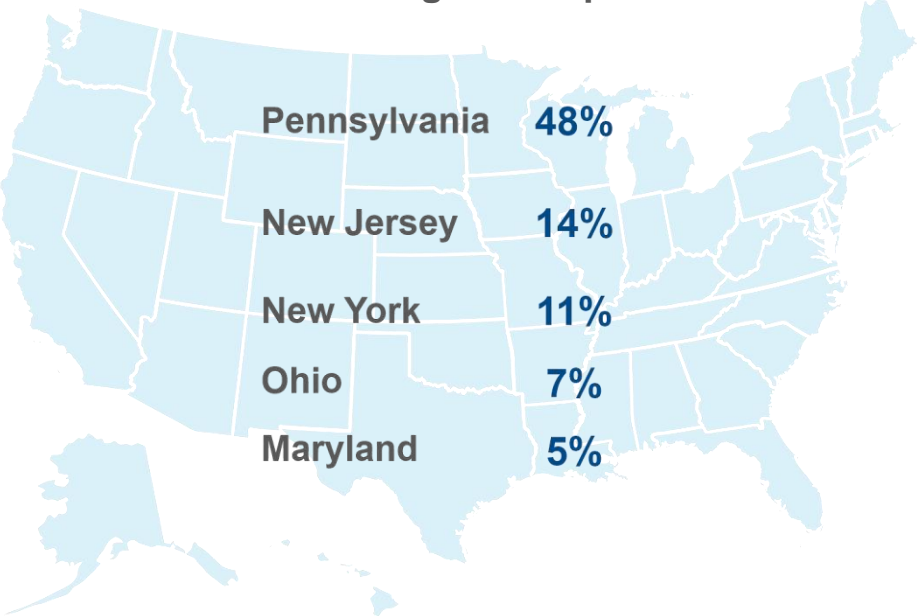
2019 U.S. Day Trips



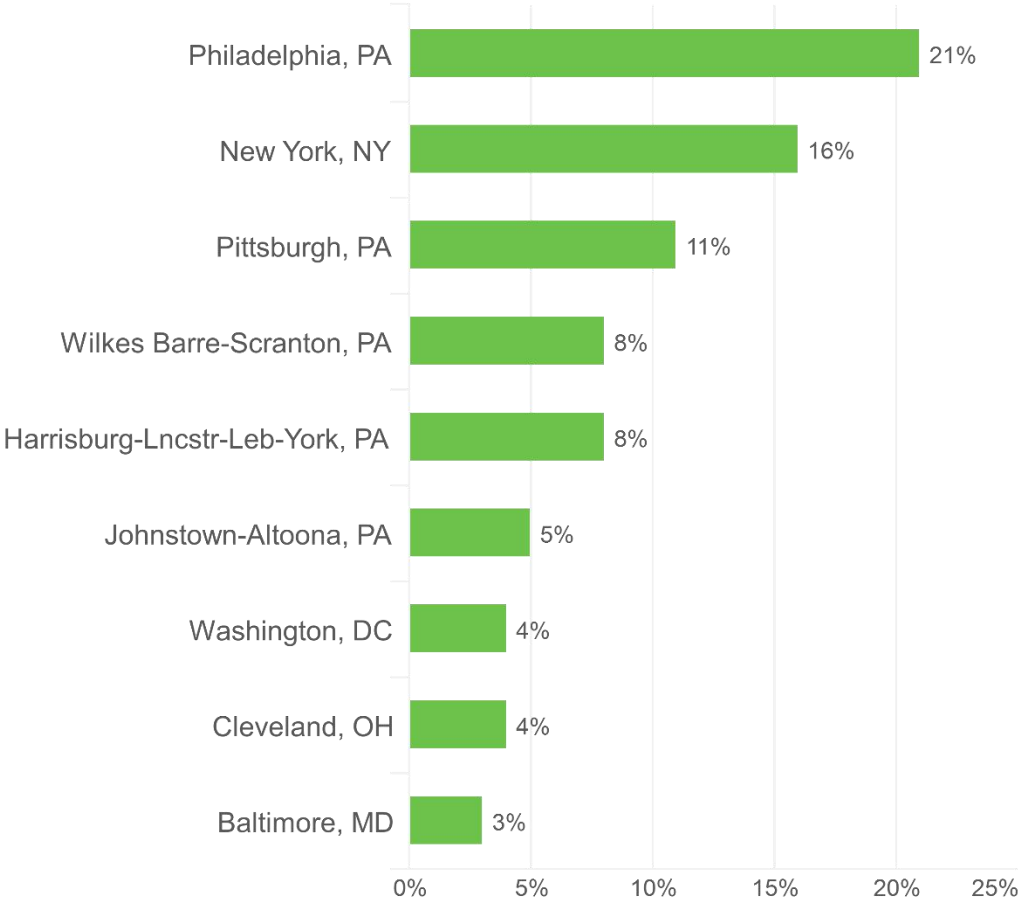
2019 Pennsylvania Day Trips



State Origin Of Trip



DMA Origin Of Trip

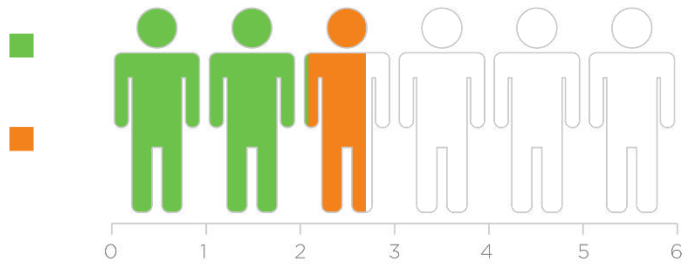


Season of Trip Total Day Person-Trips



Size of Travel Party

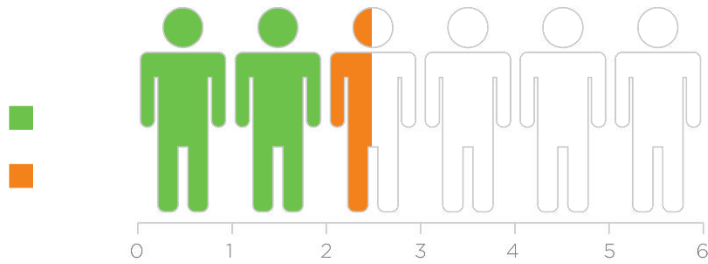
Pennsylvania



Total
2.8

Average number of people

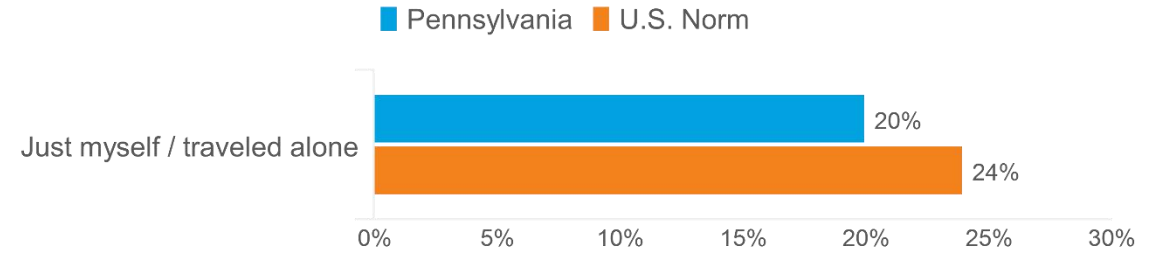
U.S. Norm



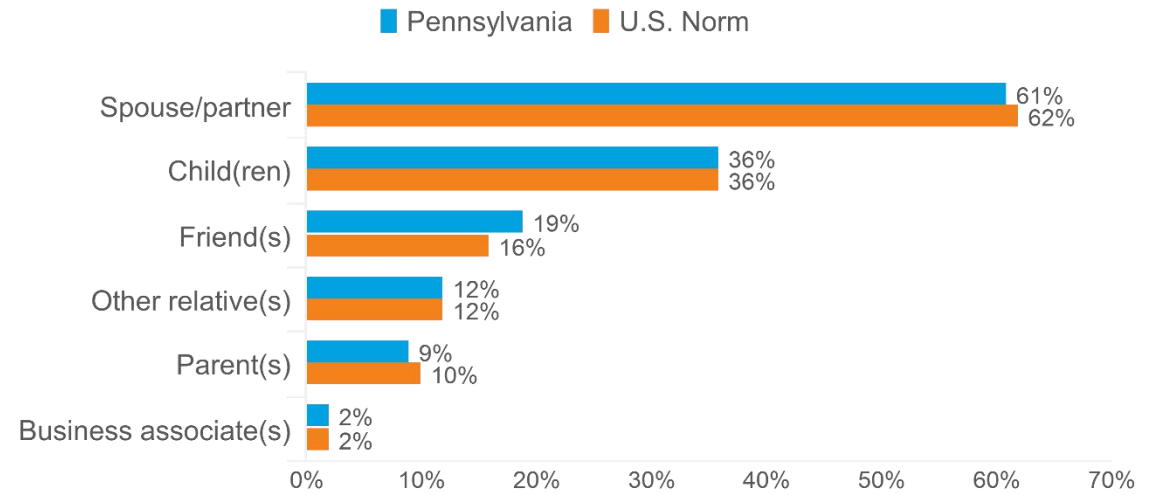
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 25%

Entertainment Activities



U.S. Norm: 43%

Cultural Activities



U.S. Norm: 15%

Sporting Activities



U.S. Norm: 5%

Business Activities

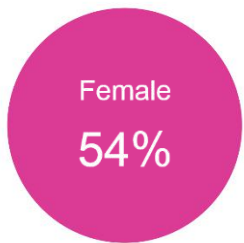


U.S. Norm: 6%

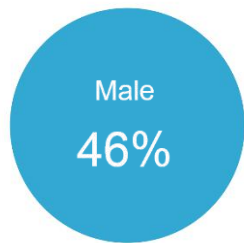
Activities and Experiences (Top 10)

	Pennsylvania	U.S. Norm
Shopping	25%	24%
Casino	9%	7%
Landmark/historic site	8%	7%
Museum	7%	7%
National/state park	6%	6%
Fine/upscale dining	6%	6%
Theme park	6%	5%
Beach/waterfront	5%	7%
Bar/nightclub	5%	5%
Swimming	4%	5%

Gender



U.S. Norm
53%



U.S. Norm
47%

Age

18-24 25-34 35-44 45-54 55-64 65+

Pennsylvania



Average Age

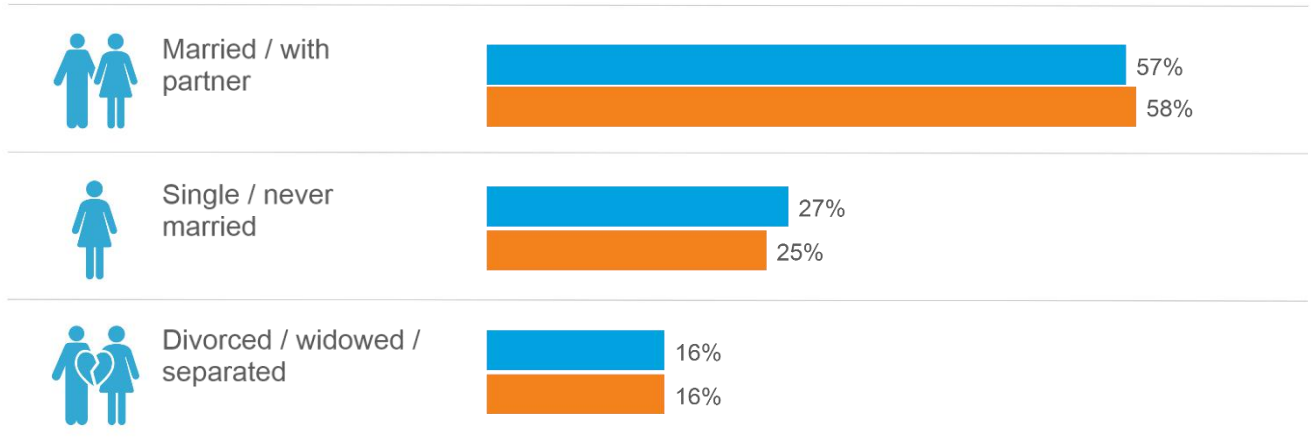
U.S. Norm



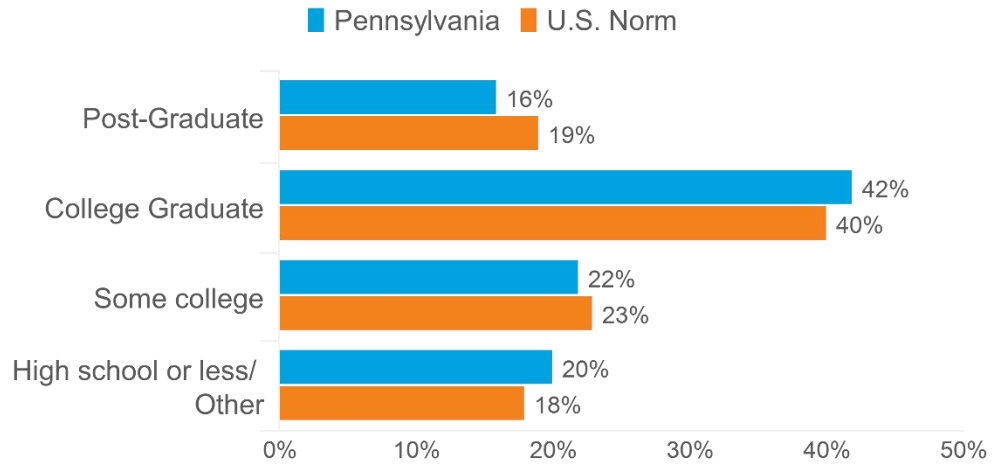
Average Age

Marital Status

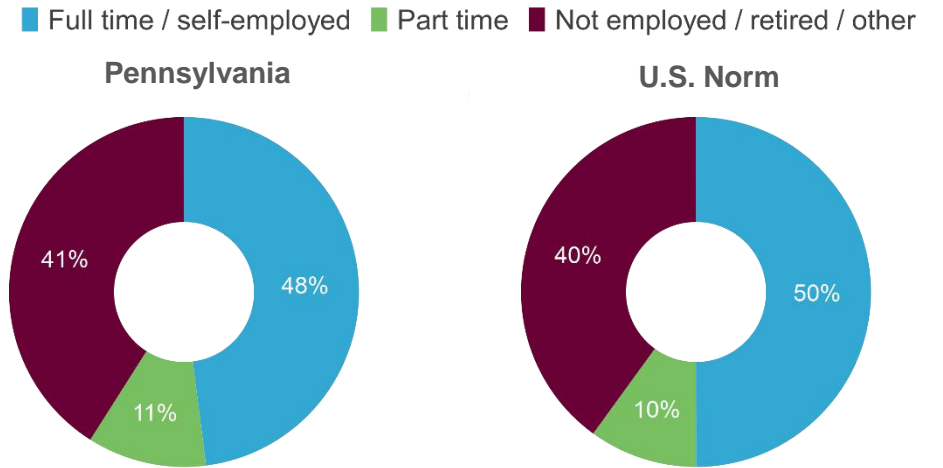
Pennsylvania U.S. Norm



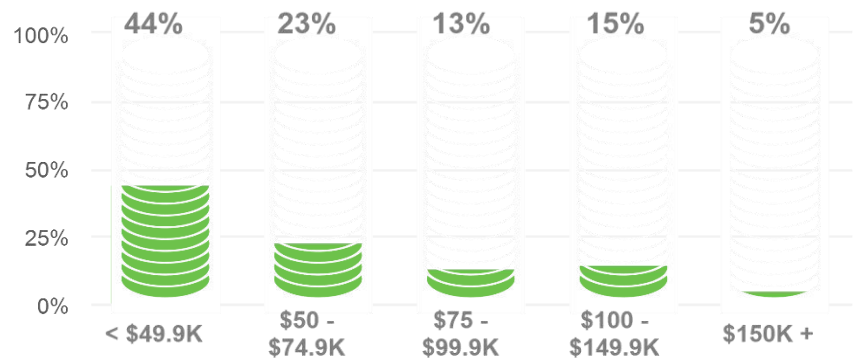
Education



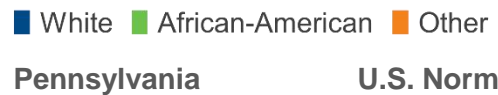
Employment



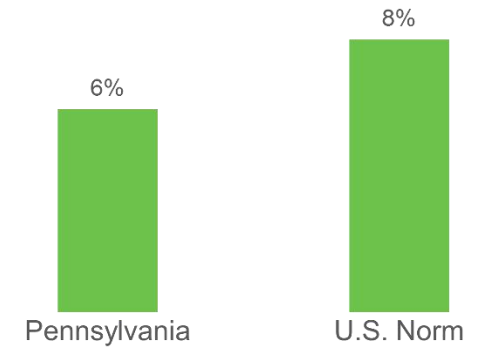
Household Income



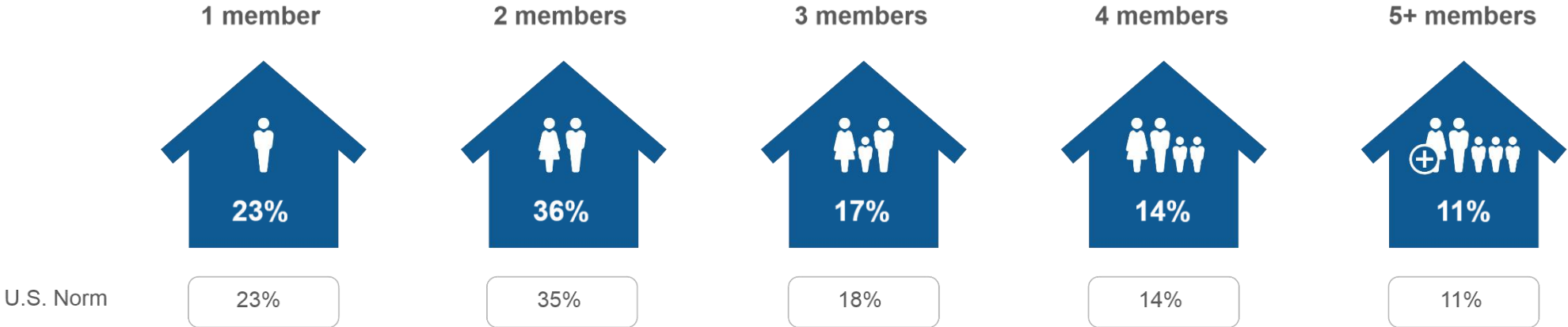
Race



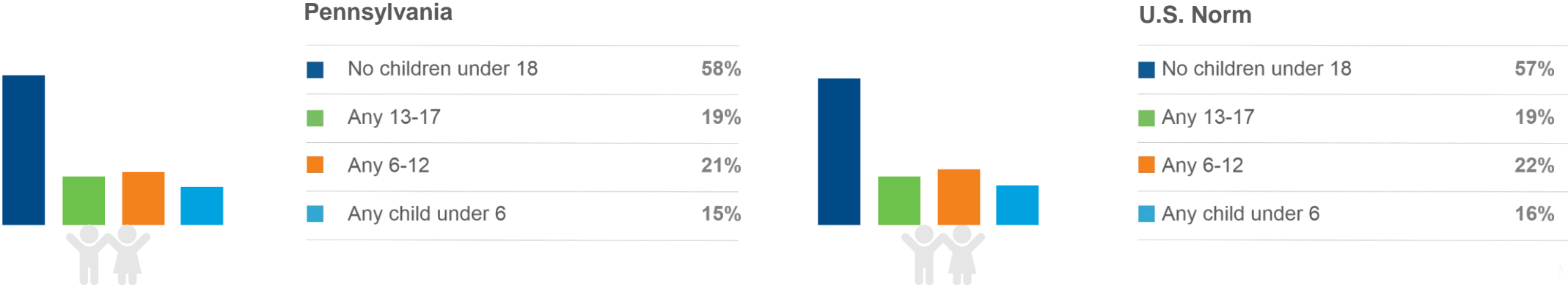
Hispanic Background



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL



Longwoods
INTERNATIONAL
40 YEARS TOGETHER

The logo features the word "Longwoods" in a blue sans-serif font, with a small globe icon integrated into the letter "o". Below it, the word "INTERNATIONAL" is written in a smaller, green, all-caps sans-serif font. A thin green horizontal line is positioned between "INTERNATIONAL" and "40 YEARS TOGETHER", which is also in a green, all-caps sans-serif font. The background consists of a white diagonal shape on the left and bottom, and a blue geometric pattern of overlapping shapes and polka dots on the top and right.