



# Visitor Research

## 2019 Annual Travel Profile - Overnight

Prepared for  
Pennsylvania



# Travel USA Visitor Profile

## Overnight 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

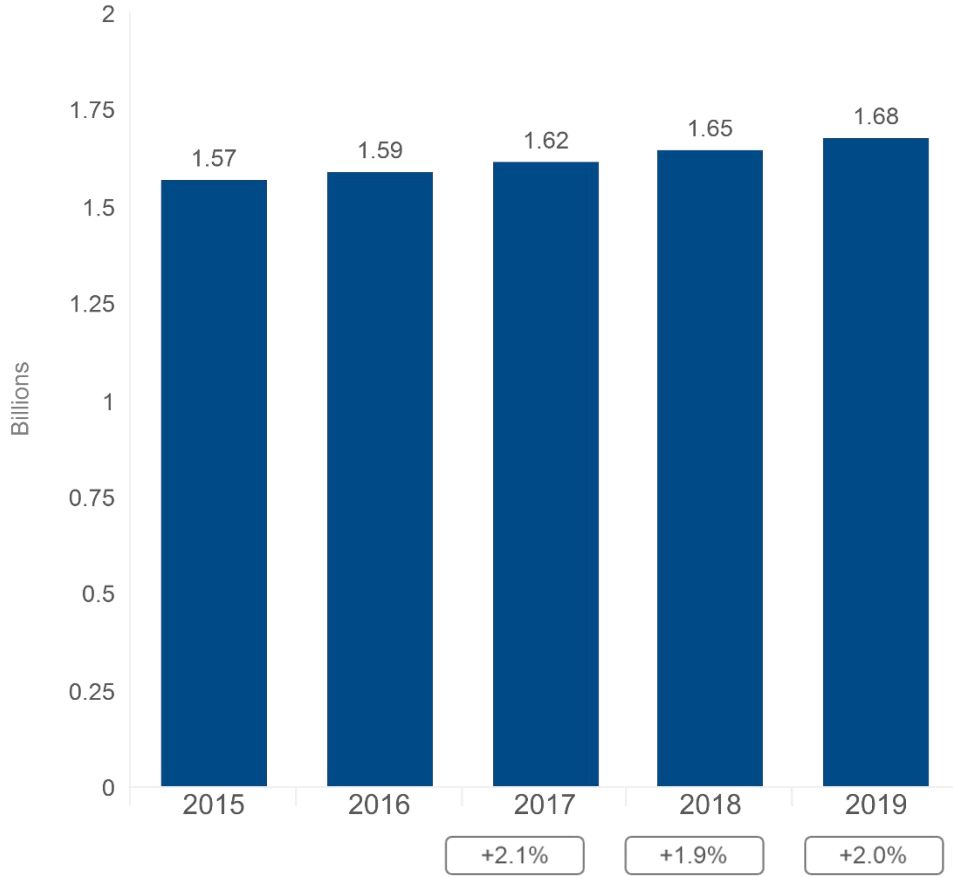


Day Base Size

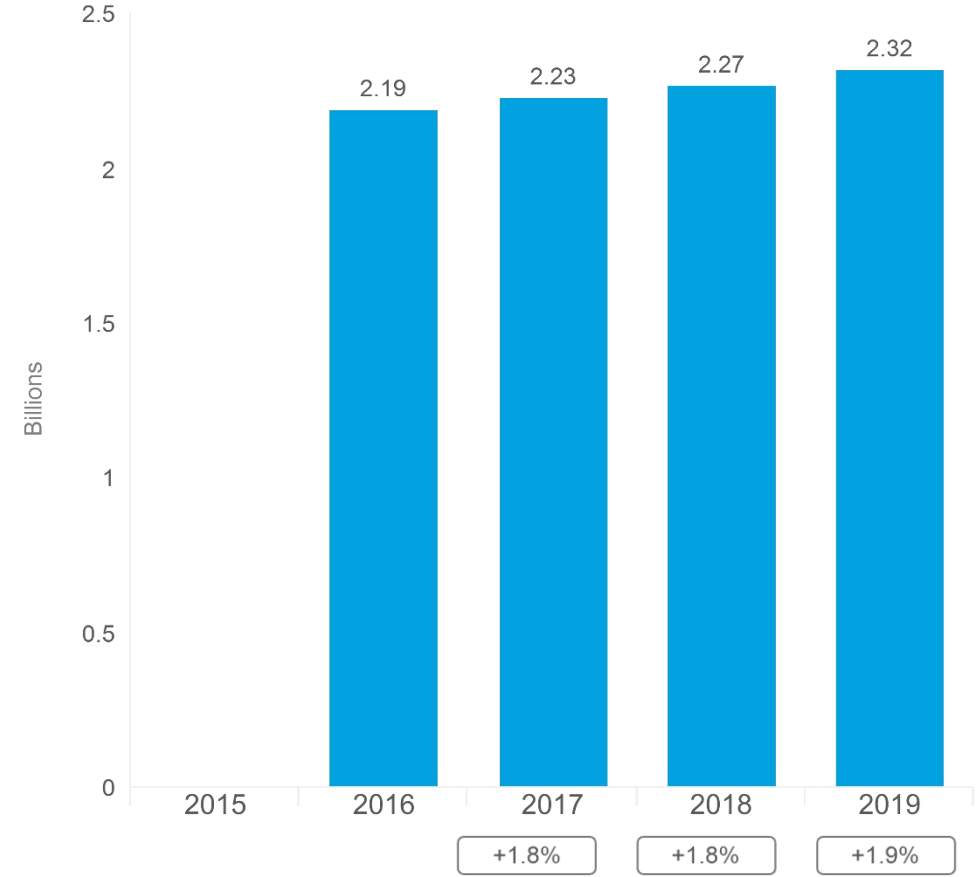
4,129

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

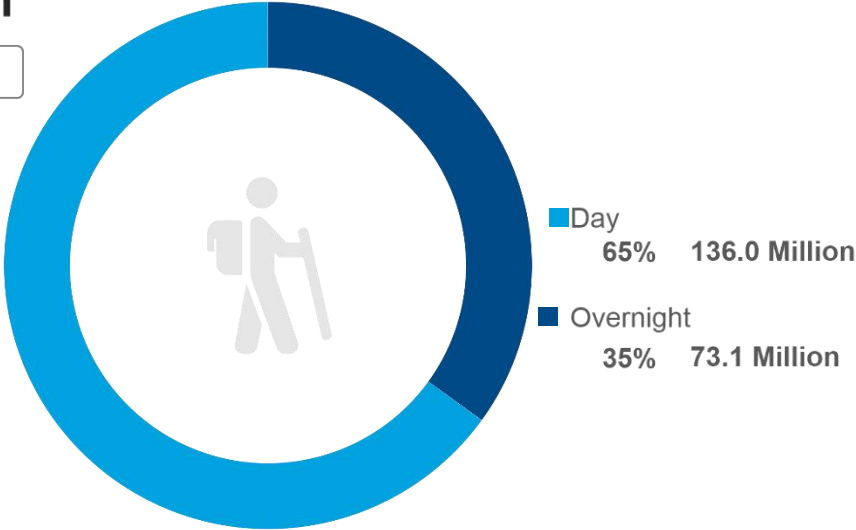


## Total Size of Pennsylvania 2019 Domestic Travel Market

Total Person-Trips

**209.1 Million**

+1.7% vs. last year

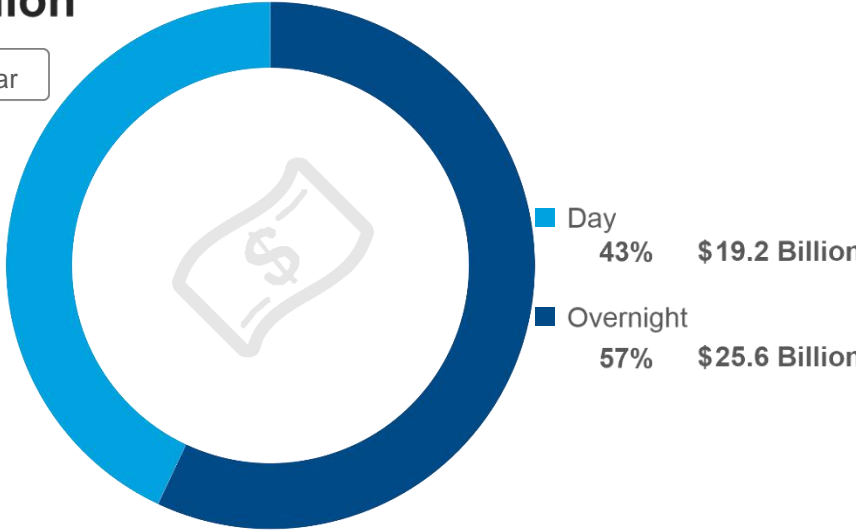


## Total Expenditures for Pennsylvania 2019 Domestic Travel Market

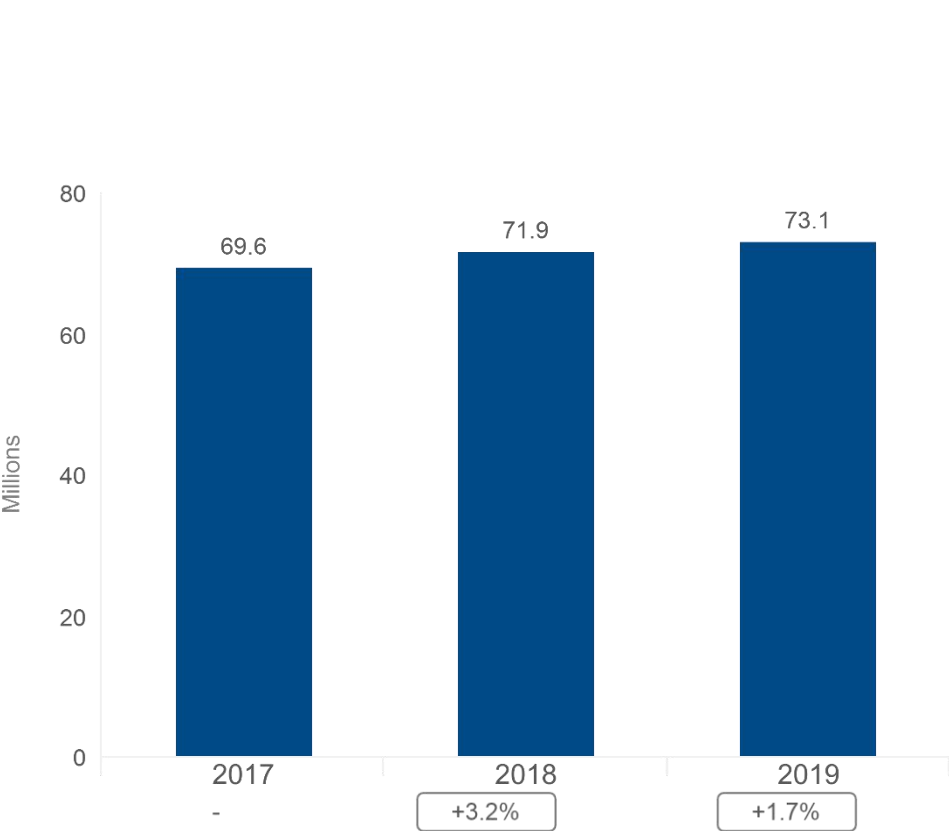
Total Spending

**\$ 44.8 Billion**

+4.1% vs. last year

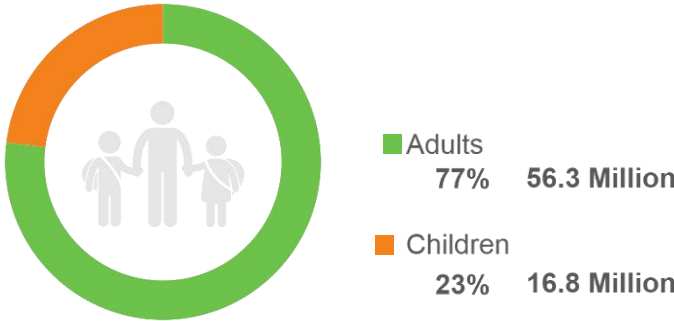


## Overnight Trips to Pennsylvania



## Size of Pennsylvania Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips  
**73.1 Million**



## Past Visitation to Pennsylvania

**89%** of overnight travelers to Pennsylvania are repeat visitors

**69%** of overnight travelers to Pennsylvania had visited before in the past 12 months

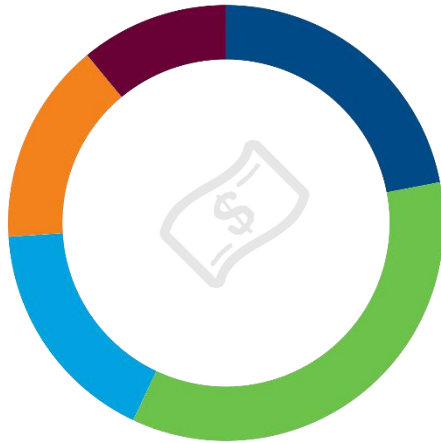
# Pennsylvania's Overnight Trip Expenditures

Base: 2019 Overnight Person-Trips

## Domestic Overnight Expenditures - by Sector

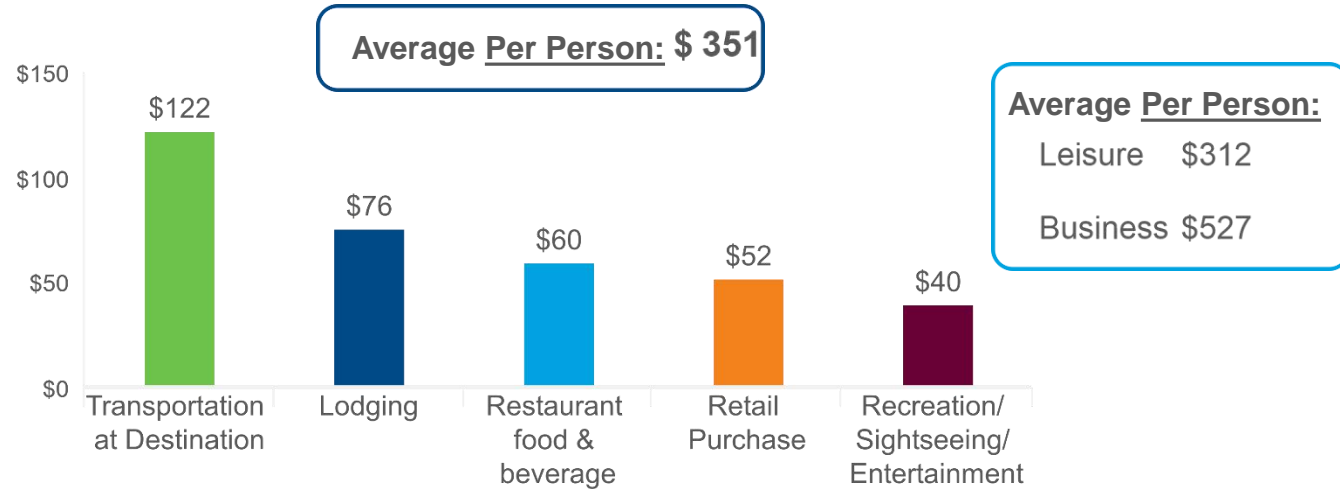
Total Spending  
**\$25.638 Billion**

+3.6% vs. last year

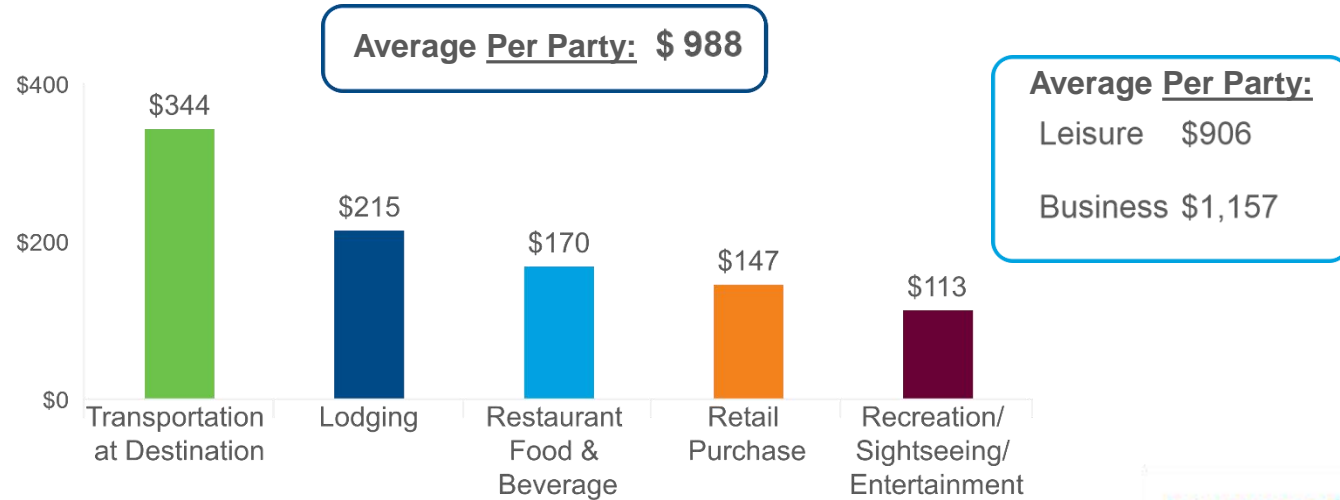


- Lodging  
22% \$5,573 Million
- Transportation at Destination  
35% \$8,918 Million
- Restaurant Food & Beverage  
17% \$4,410 Million
- Retail Purchase  
15% \$3,817 Million
- Recreation/Entertainment  
11% \$2,921 Million

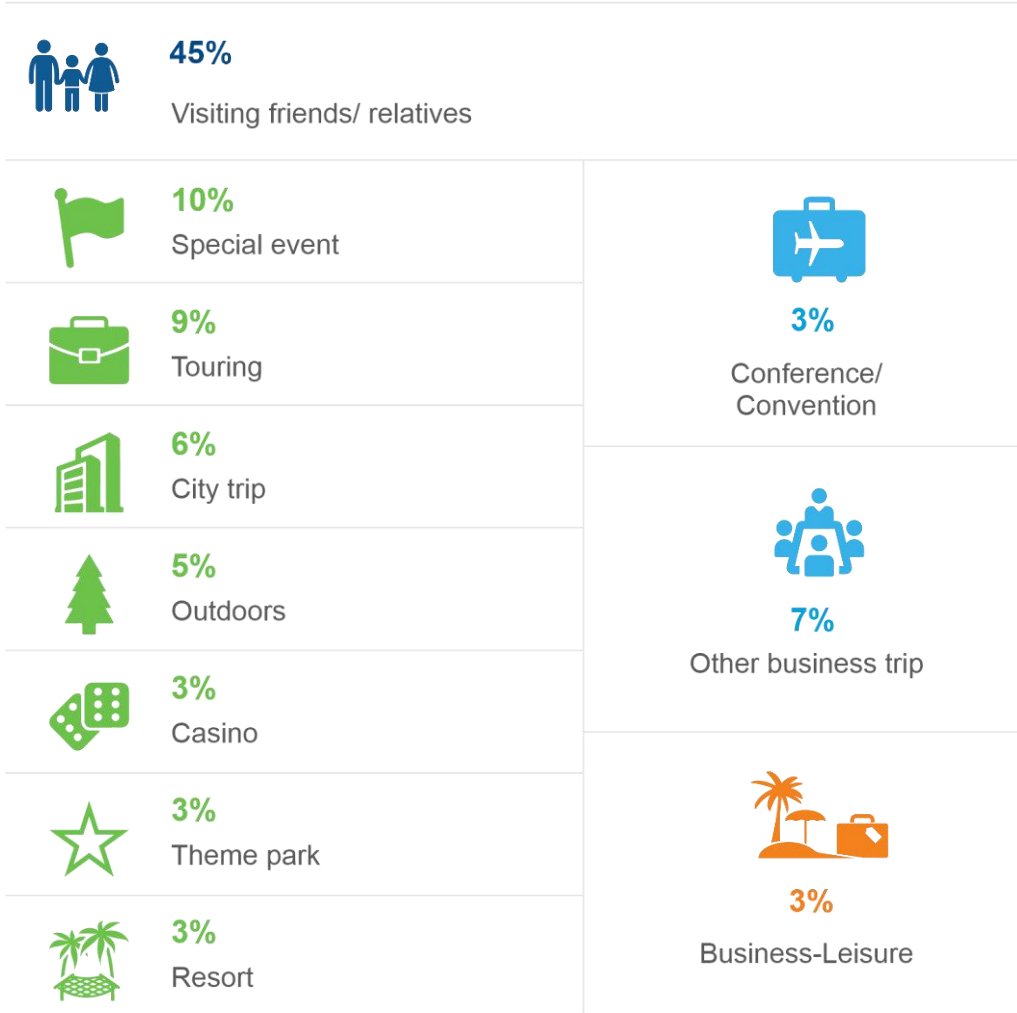
## Average Per Person Expenditures on Domestic Overnight Trips - by Sector



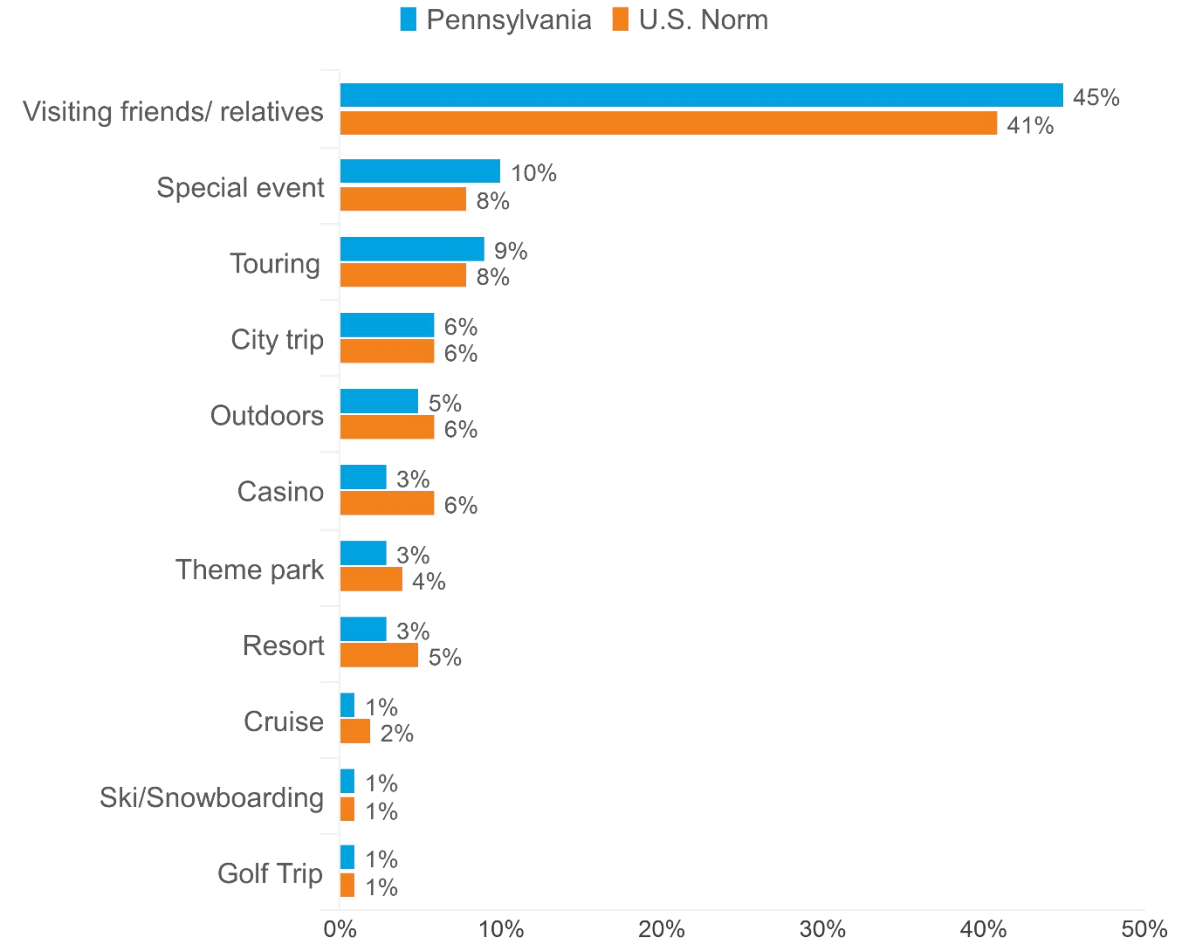
## Average Per Party Expenditures on Domestic Overnight Trips - by Sector



## Main Purpose of Trip

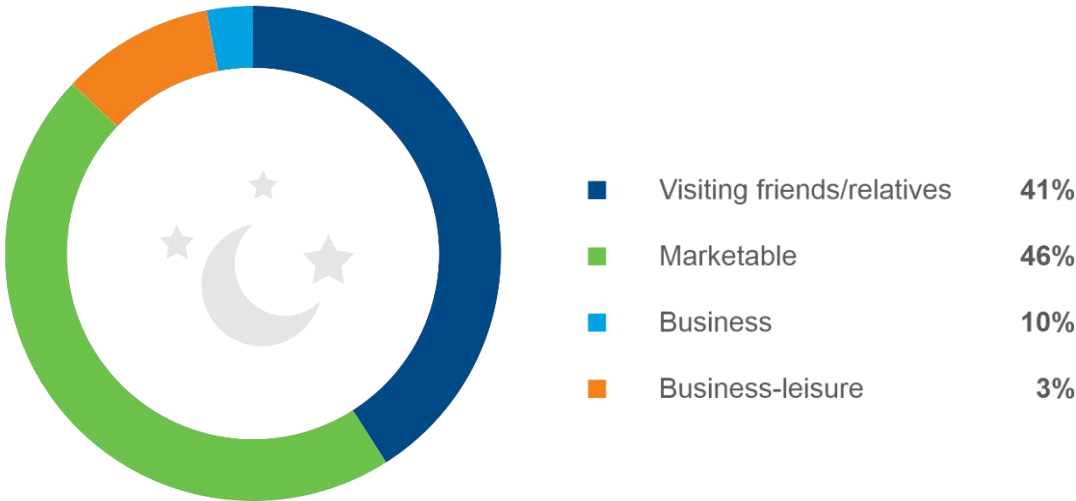


## Main Purpose of Leisure Trip

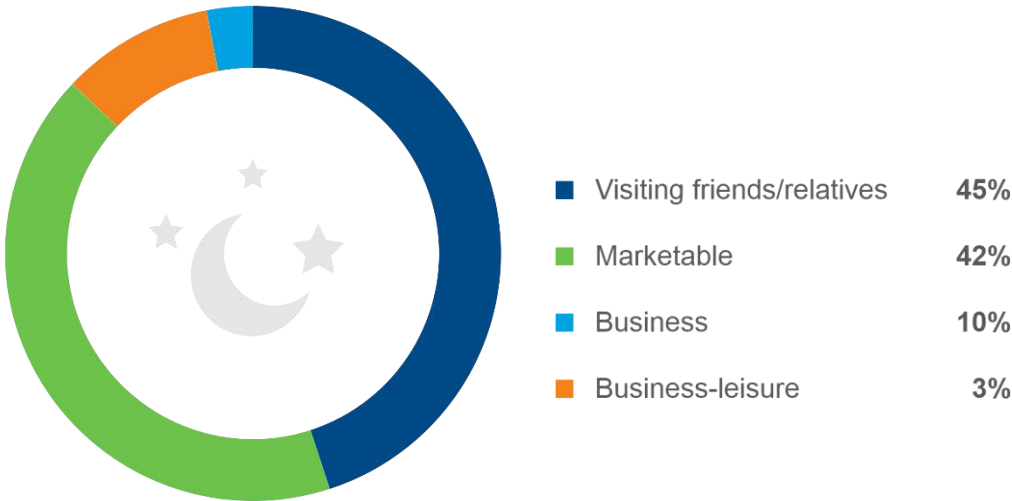




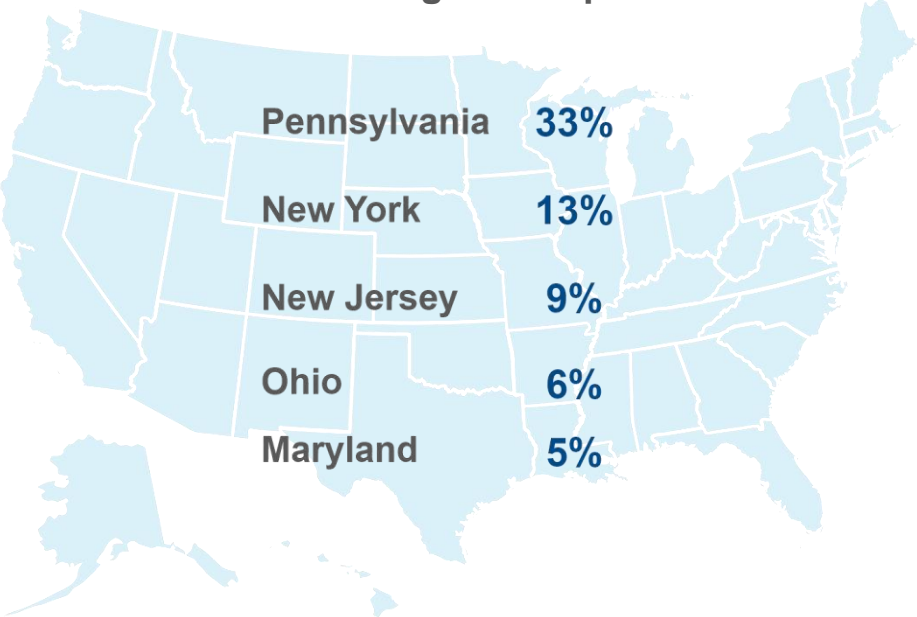
### 2019 U.S. Overnight Trips



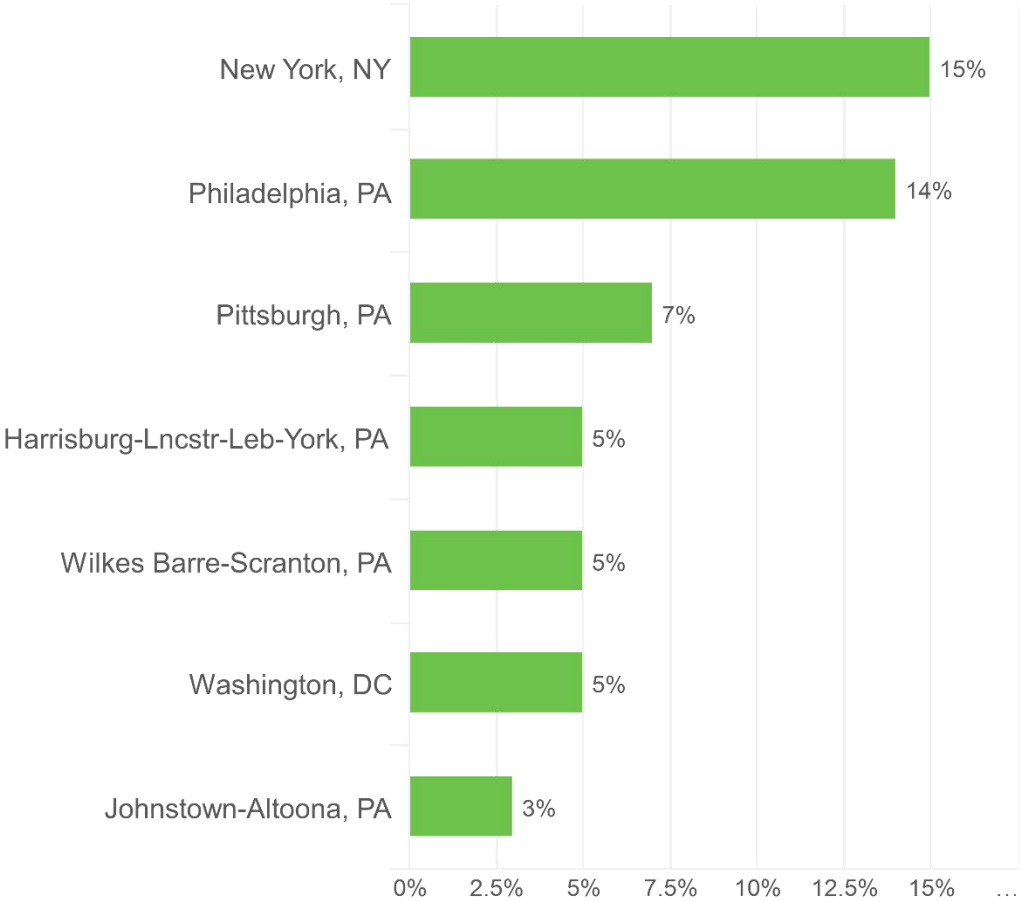
### 2019 Pennsylvania Overnight Trips



### State Origin Of Trip



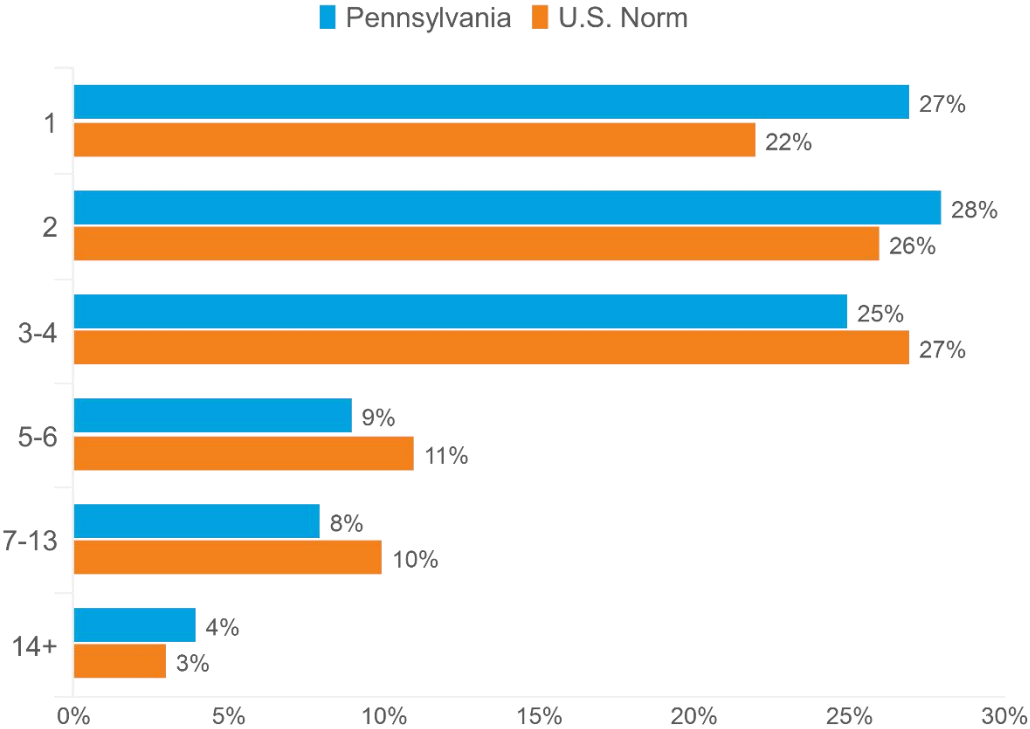
### DMA Origin Of Trip



### Season of Trip Total Overnight Person-Trips



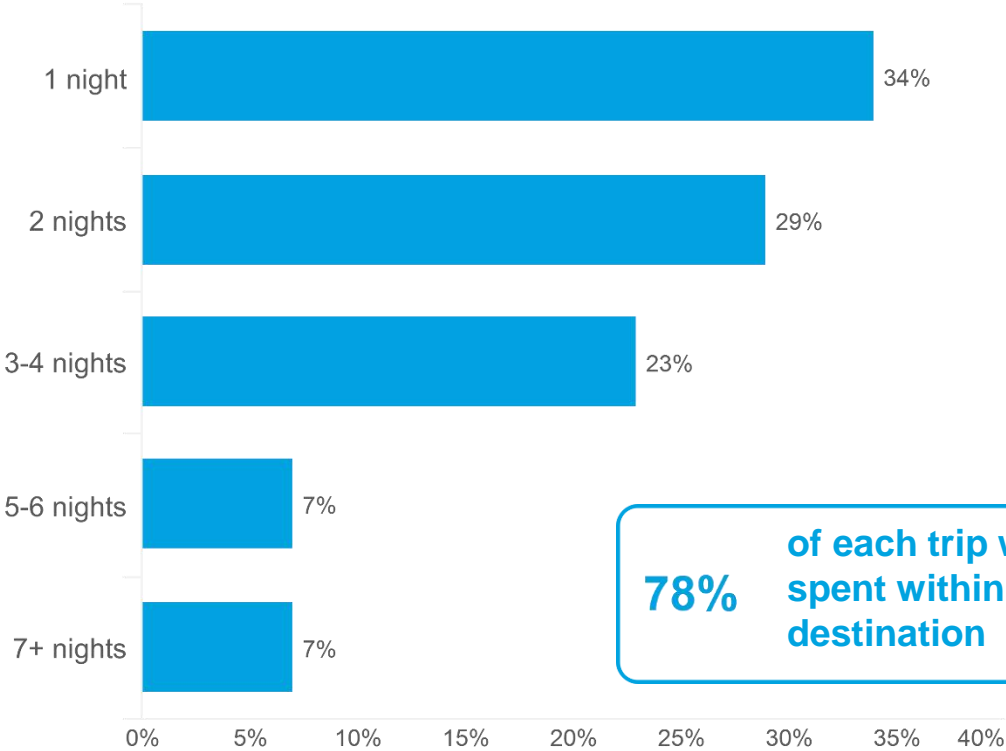
## Total Nights Away on Trip



Pennsylvania  
**3.6**  
Average Nights

U.S. Norm  
**3.8**  
Average Nights

## Nights Spent in Pennsylvania



**78%** of each trip was spent within the destination

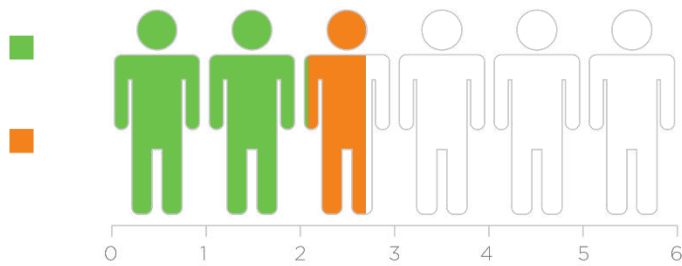
Average number of nights  
**2.8**

Average last year  
**2.8**

## Size of Travel Party

■ Adults ■ Children

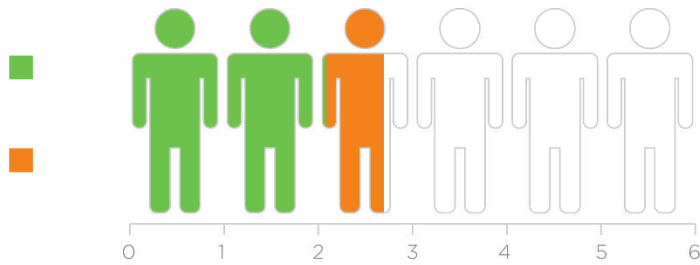
### Pennsylvania



Total  
**2.8**

Average number of people

### U.S. Norm

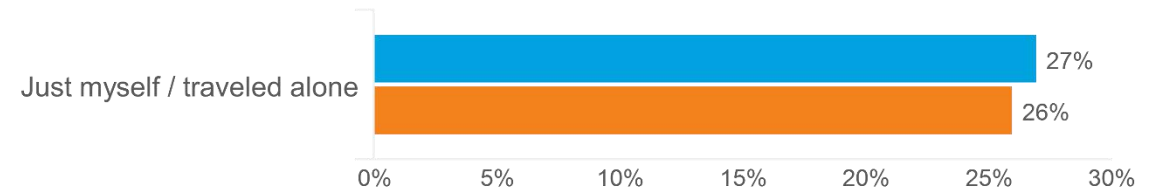


Total  
**2.7**

Average number of people

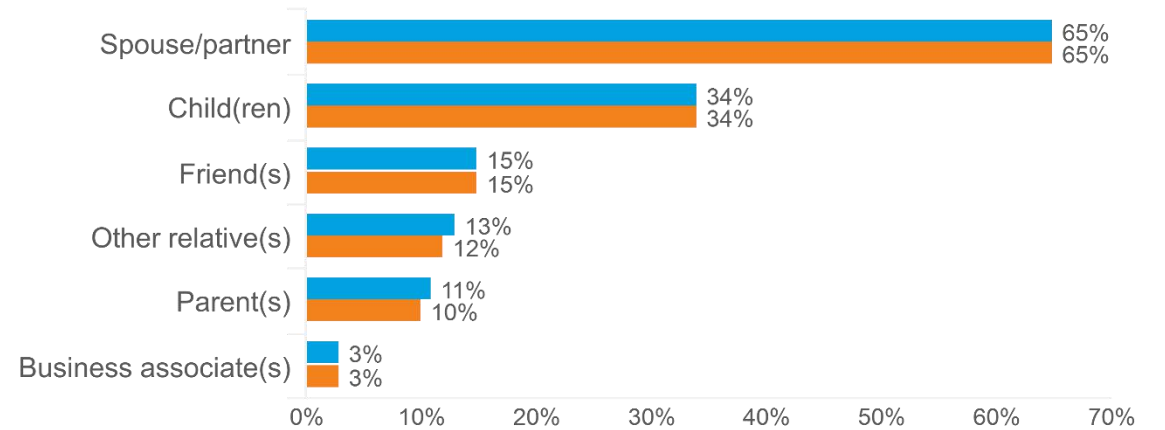
## Percent Who Traveled Alone

■ Pennsylvania ■ U.S. Norm

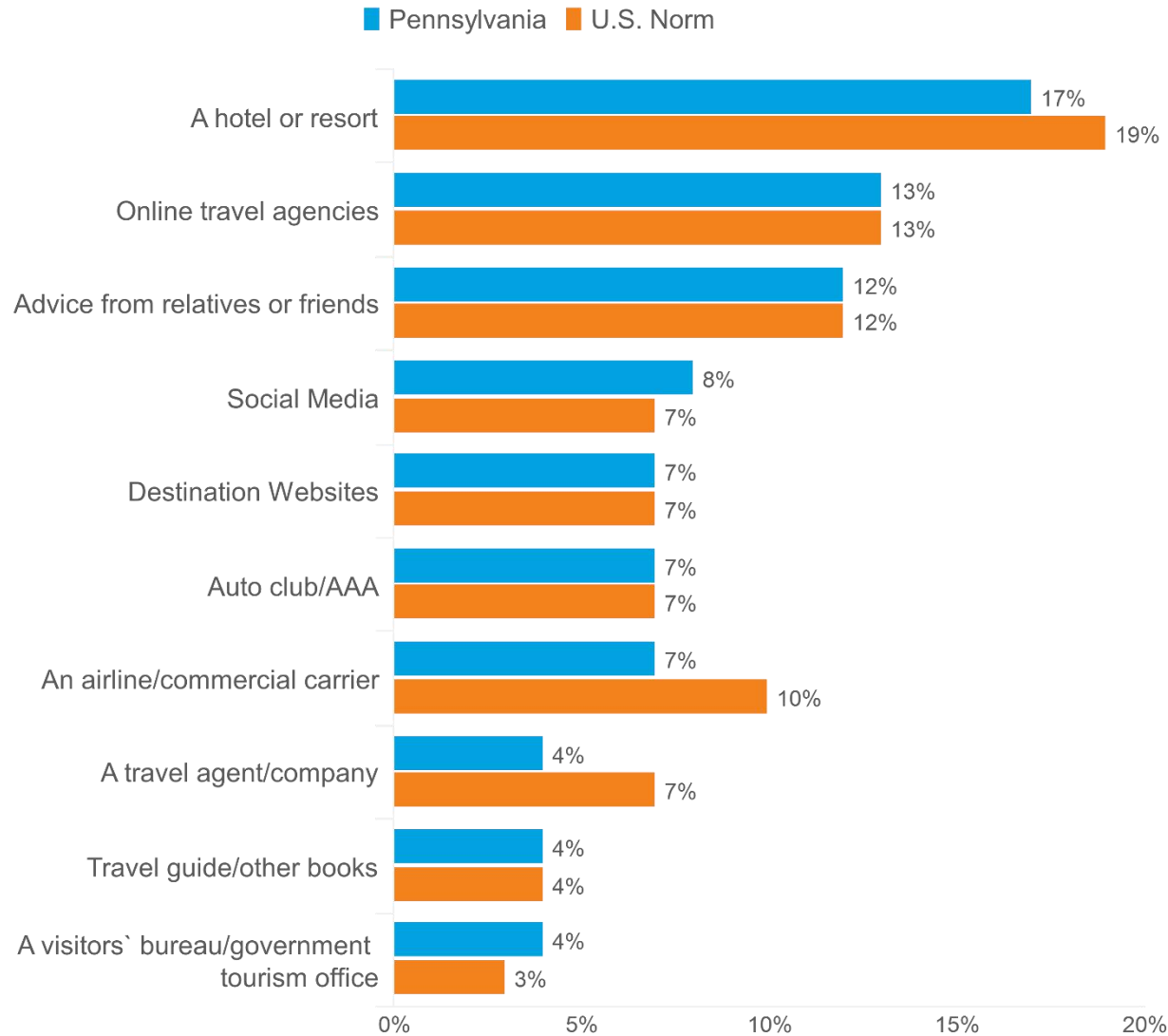


## Composition of Immediate Travel Party

■ Pennsylvania ■ U.S. Norm



## Trip Planning Information Sources



## Length of Trip Planning

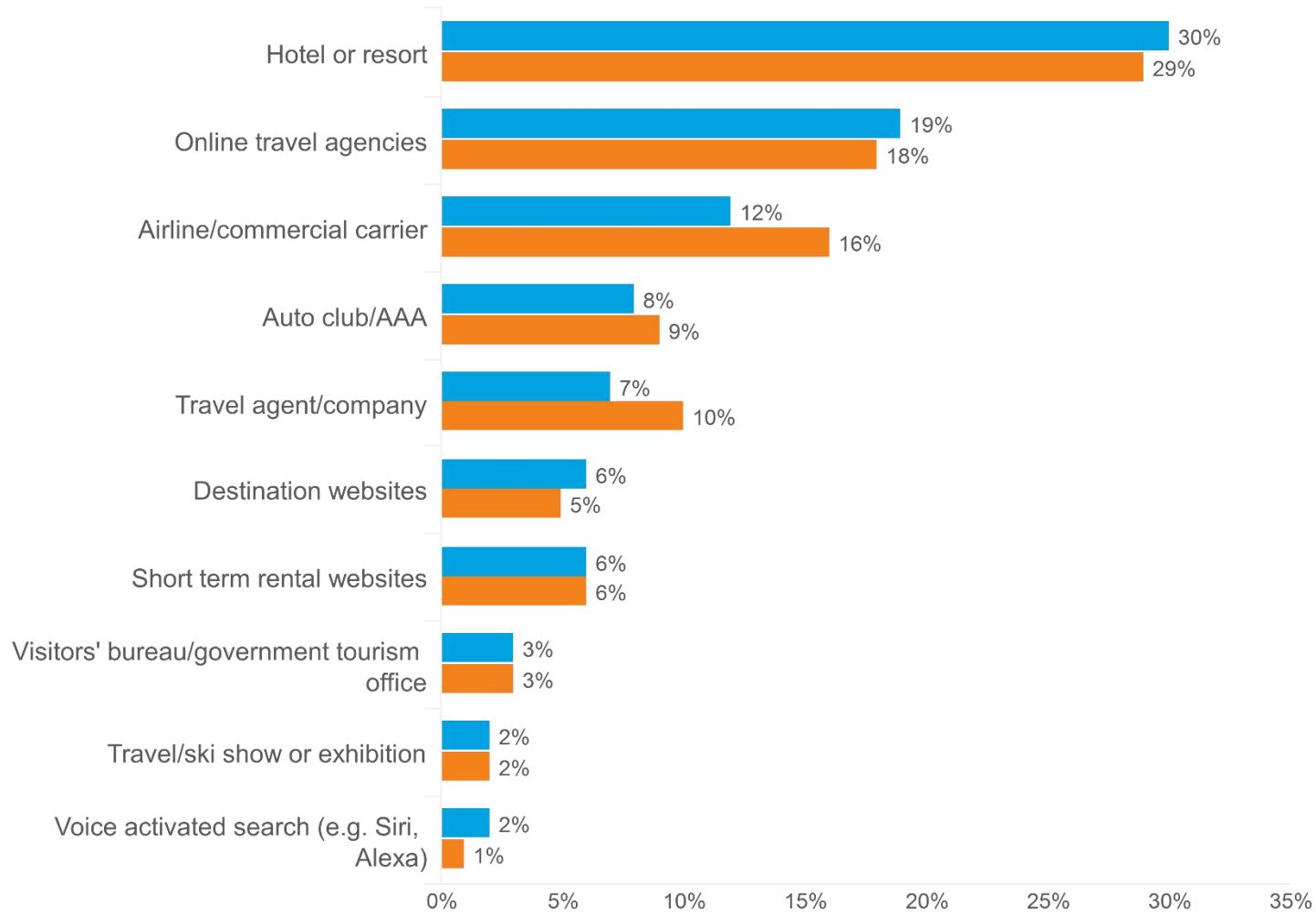
	Pennsylvania	U.S. Norm
1 month or less	38%	33%
2 months	17%	17%
3-5 months	16%	18%
6-12 months	12%	14%
More than 1 year in advance	3%	4%
Did not plan anything in advance	15%	14%

# Pennsylvania's Overnight Trip Characteristics








Base: 2019 Overnight Person-Trips

## Method of Booking

■ Pennsylvania ■ U.S. Norm



## Accommodations

		Pennsylvania	U.S. Norm
	Hotel	28%	22%
	Home of friends / relatives	27%	22%
	Motel	16%	16%
	Resort hotel	15%	23%
	Bed & breakfast	5%	5%
	Campground / RV park	5%	4%
	Rented home / condo / apartment	4%	5%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 38%

### Entertainment Activities



U.S. Norm: 52%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 8%

### Business Activities



U.S. Norm: 9%

## Activities and Experiences (Top 10)

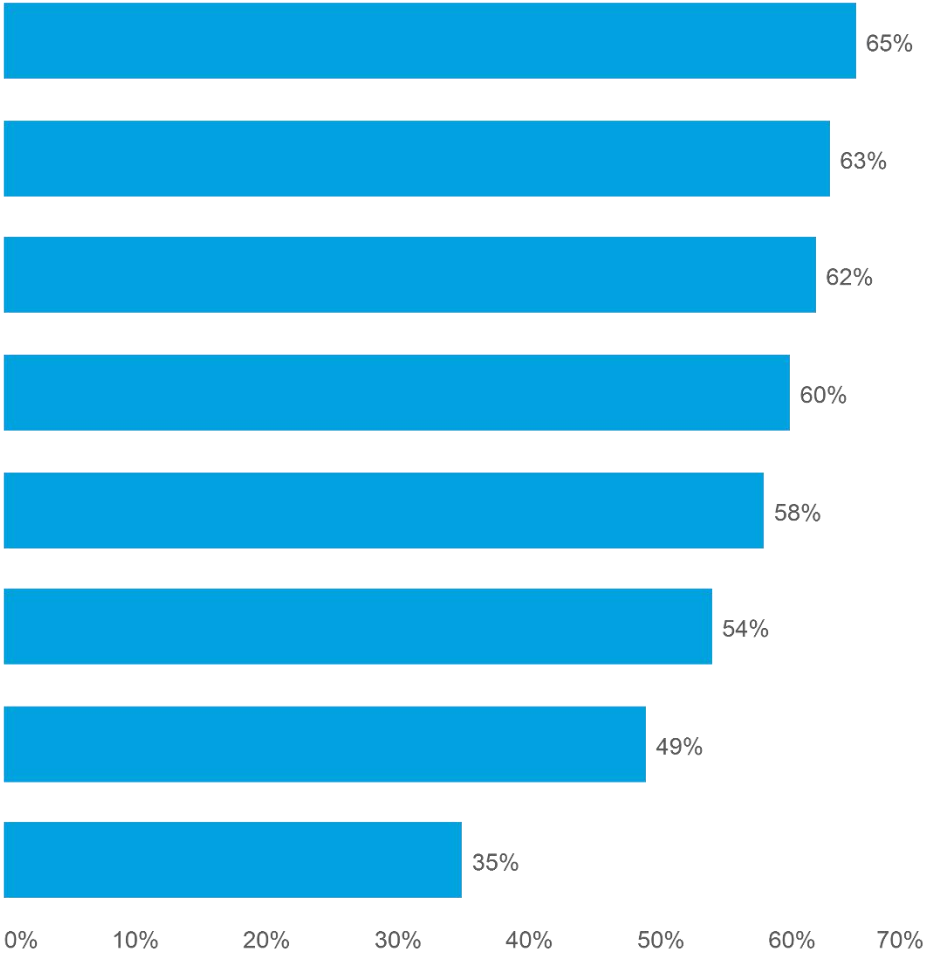
	Pennsylvania	U.S. Norm
Shopping	28%	29%
Landmark/historic site	13%	12%
Bar/nightclub	12%	14%
Museum	11%	10%
Fine/upscale dining	10%	12%
Swimming	10%	13%
National/state park	9%	9%
Casino	8%	12%
Hiking/backpacking	7%	7%
Theme park	6%	7%



**73%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

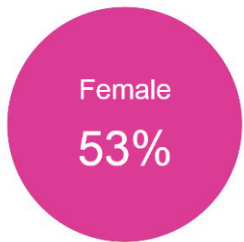
-  Quality of accommodations
-  Safety/security
-  Friendliness of people
-  Quality of food
-  ~~no data~~ Cleanliness
-  Sightseeing/attractions
-  Value for money
-  Music/nightlife/entertainment

### % Very Satisfied with Trip

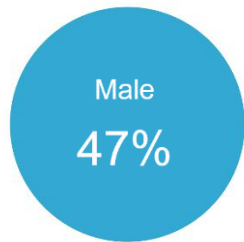




## Gender



U.S. Norm  
50%



U.S. Norm  
50%

## 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



Married / with partner



Single / never married



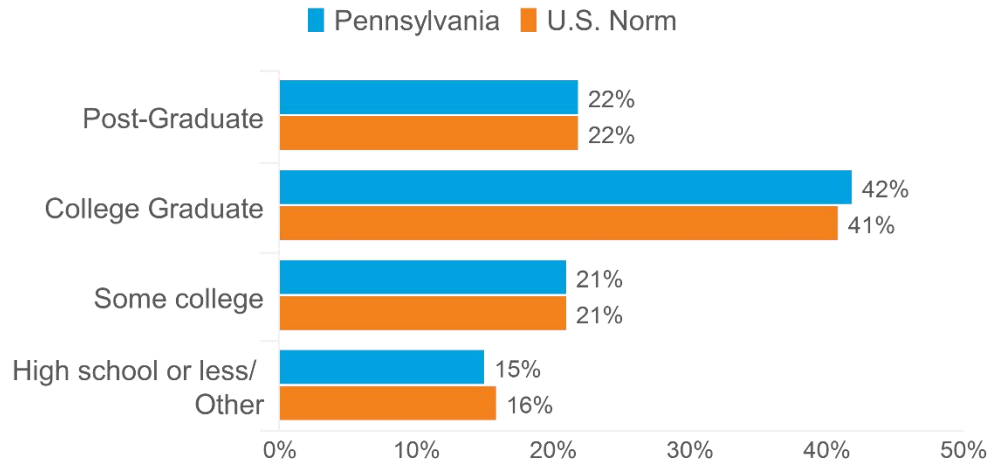
Divorced / widowed / separated



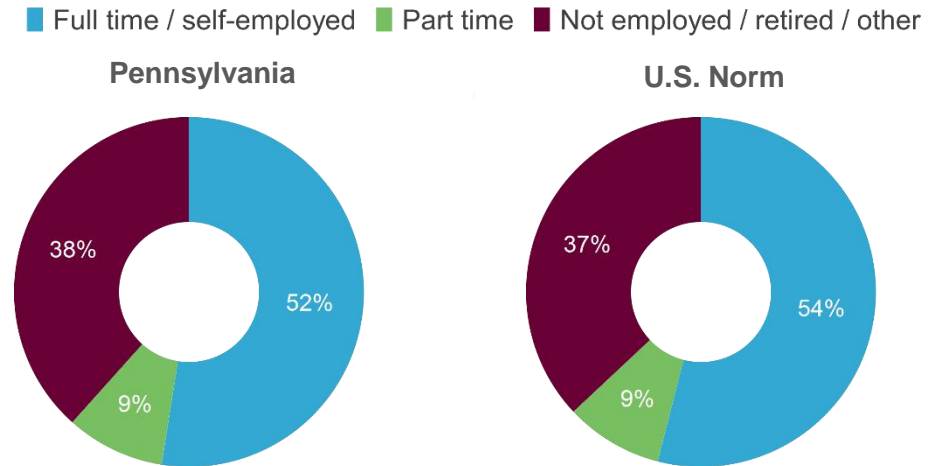
# Demographic Profile of Overnight Pennsylvania Visitors

Base: 2019 Overnight Person-Trips

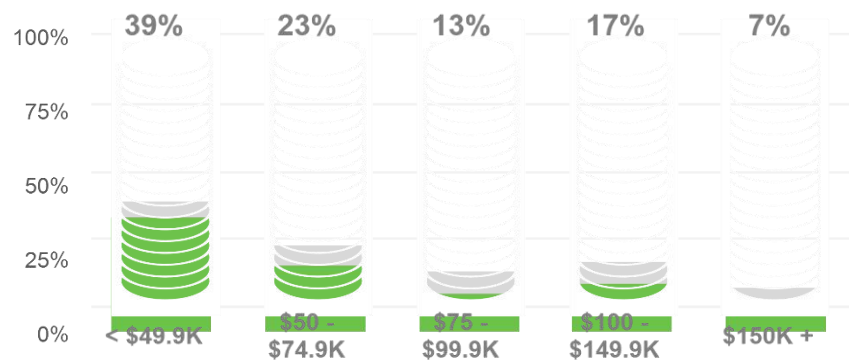
## Education



## Employment

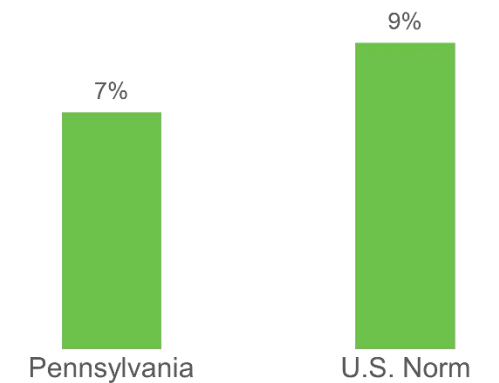


## Household Income

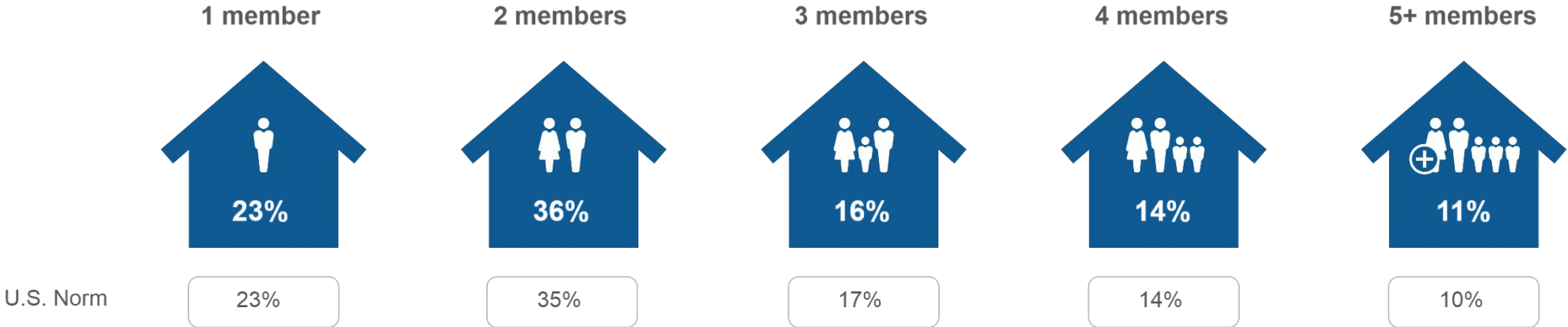


U.S. Norm: 39%, 21%, 15%, 17%, 8%

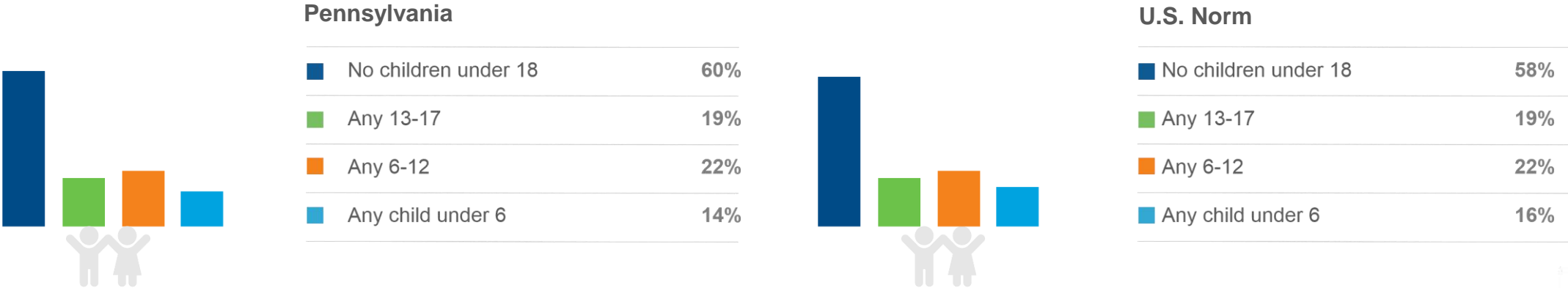
## Hispanic Background



## 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 area on the left and bottom, and a blue area on the top and right with a pattern of white dots and geometric shapes.