



Visitor Research

2020 Annual Travel Profile – DayTrip

Prepared for
Pennsylvania



Travel USA Visitor Profile

Day Visitation

2020

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 2020.

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 2020:



Overnight Base Size

5,302

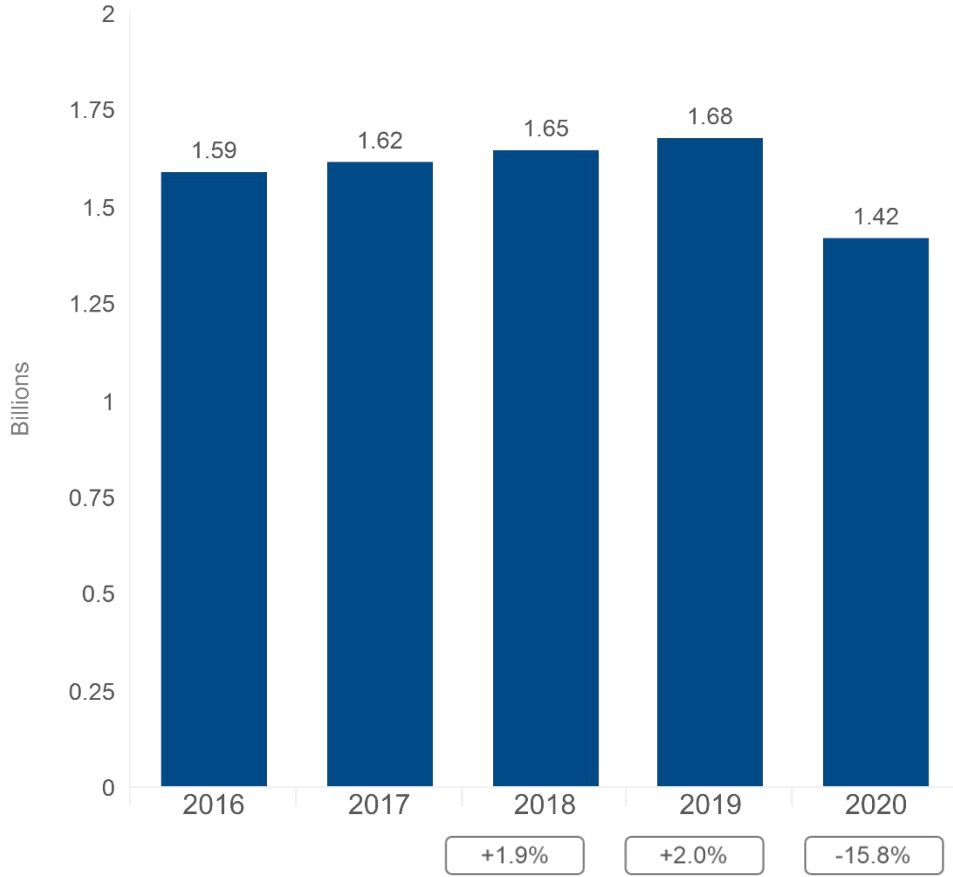


Day Base Size

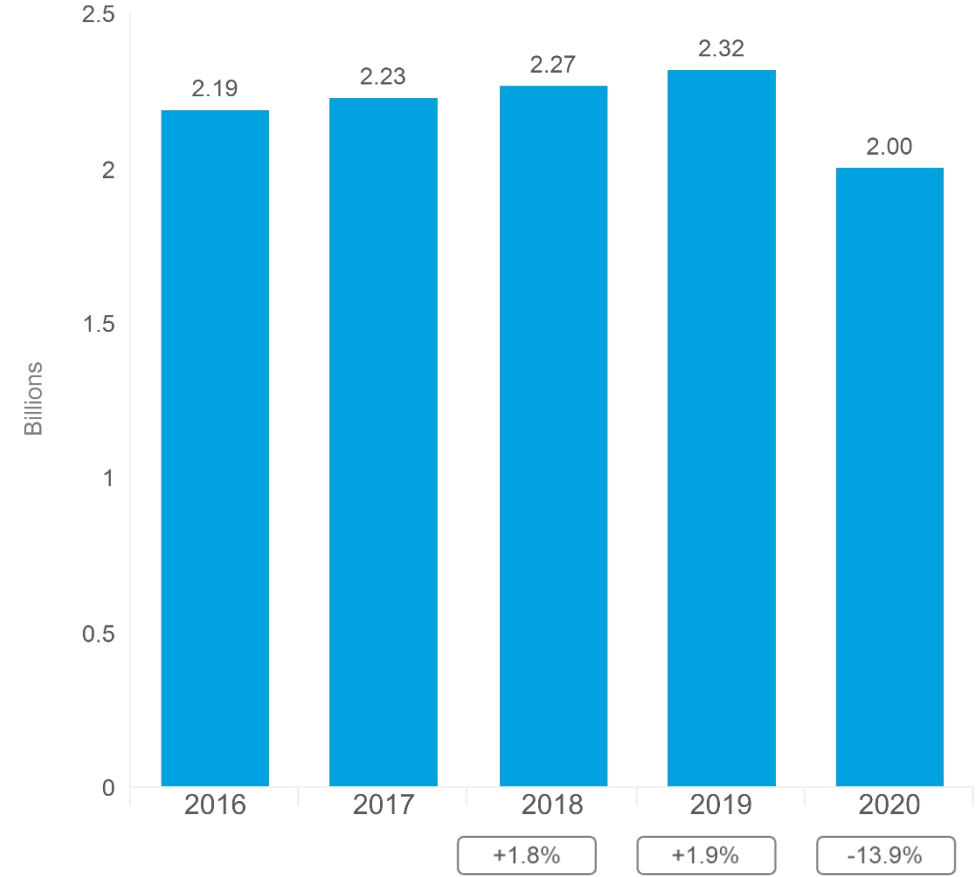
4,934

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

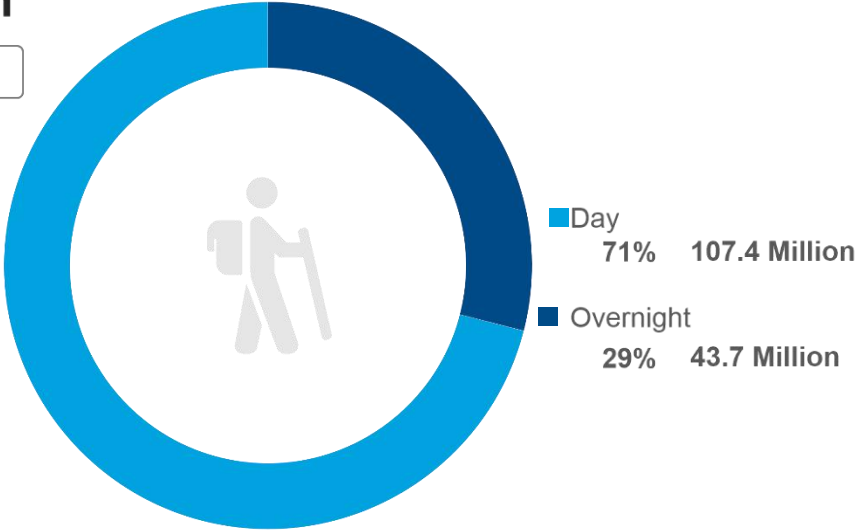


Total Size of Pennsylvania 2020 Domestic Travel Market

Total Person-Trips

151.0 Million

-27.8% vs. last year

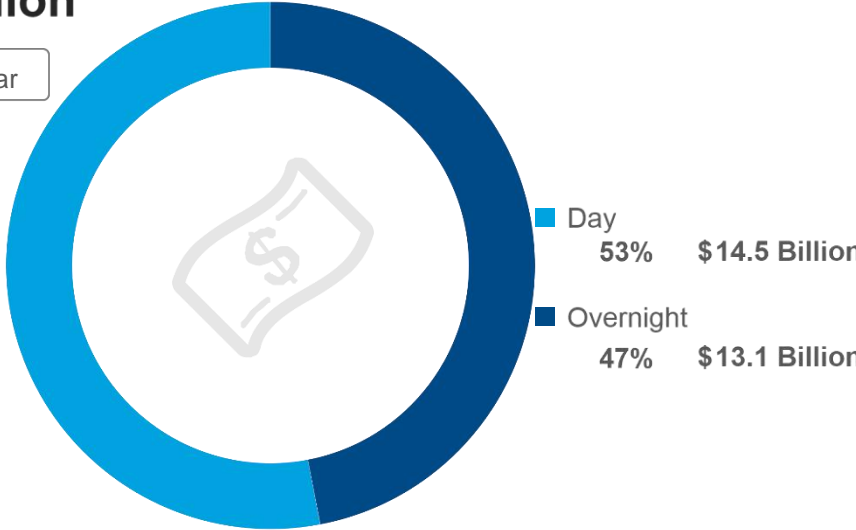


Total Expenditures for Pennsylvania 2020 Domestic Travel Market

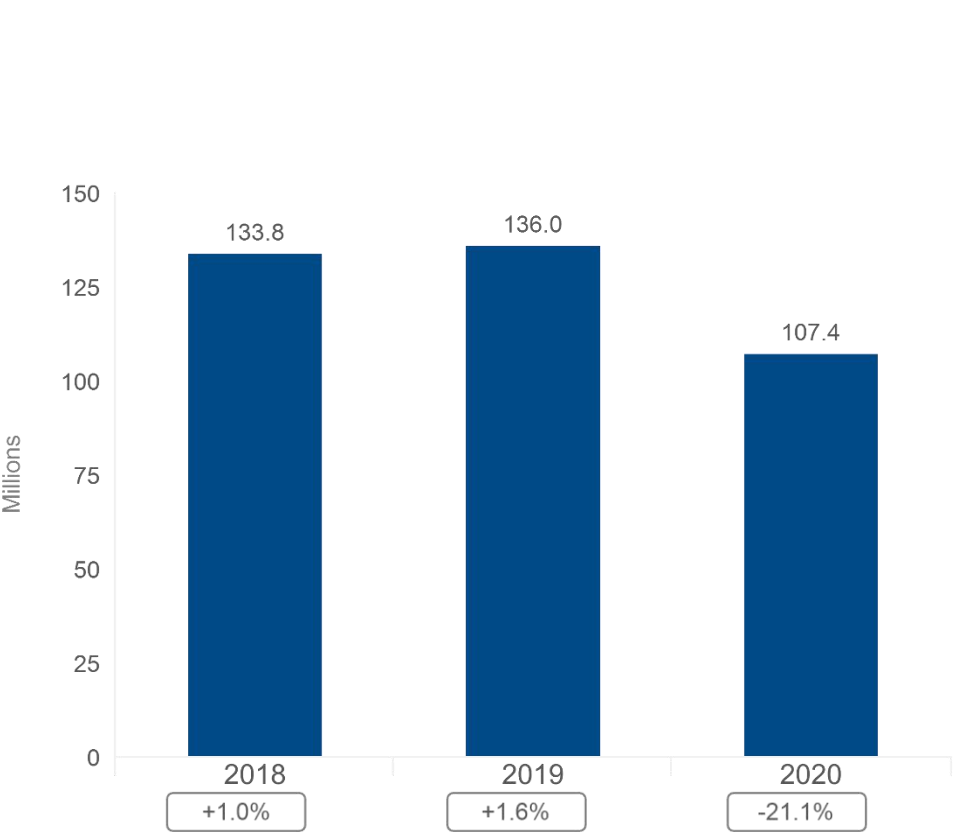
Total Spending

\$ 27.6 Billion

-38.4% vs. last year

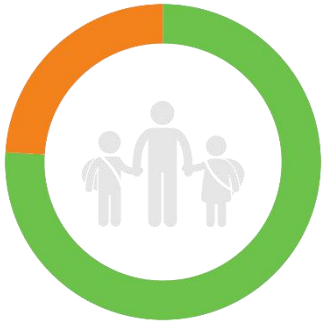


Day Trips to Pennsylvania



Size of Pennsylvania Day Travel Market - Adults vs. Children

Total Day Person-Trips
107.4 Million

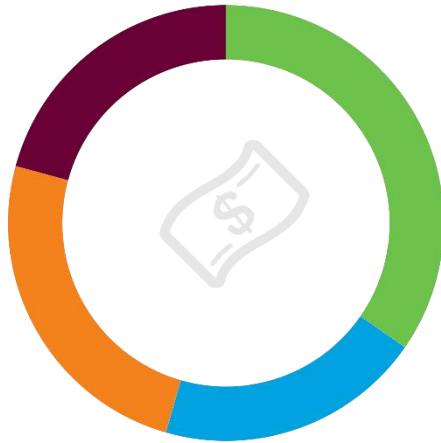


- Adults
76% 81.8 Million
- Children
24% 25.5 Million

Domestic Day Expenditures - by Sector

Total Spending
\$ 14.524 Billion

-24.4% vs. last year



- Lodging
- \$-
- Transportation at Destination
35% \$5,059 Million
- Restaurant Food & Beverage
20% \$2,872 Million
- Retail Purchase
25% \$3,577 Million
- Recreation/Entertainment
21% \$3,017 Million



Average Per Person Expenditures on Domestic Day Trips - by Sector

Average Per Person: \$ 135



Average Per Person:

Leisure \$129

Business \$163

Average Per Party Expenditures on Domestic Day Trips - by Sector

Average Per Party: \$ 369



Average Per Party:

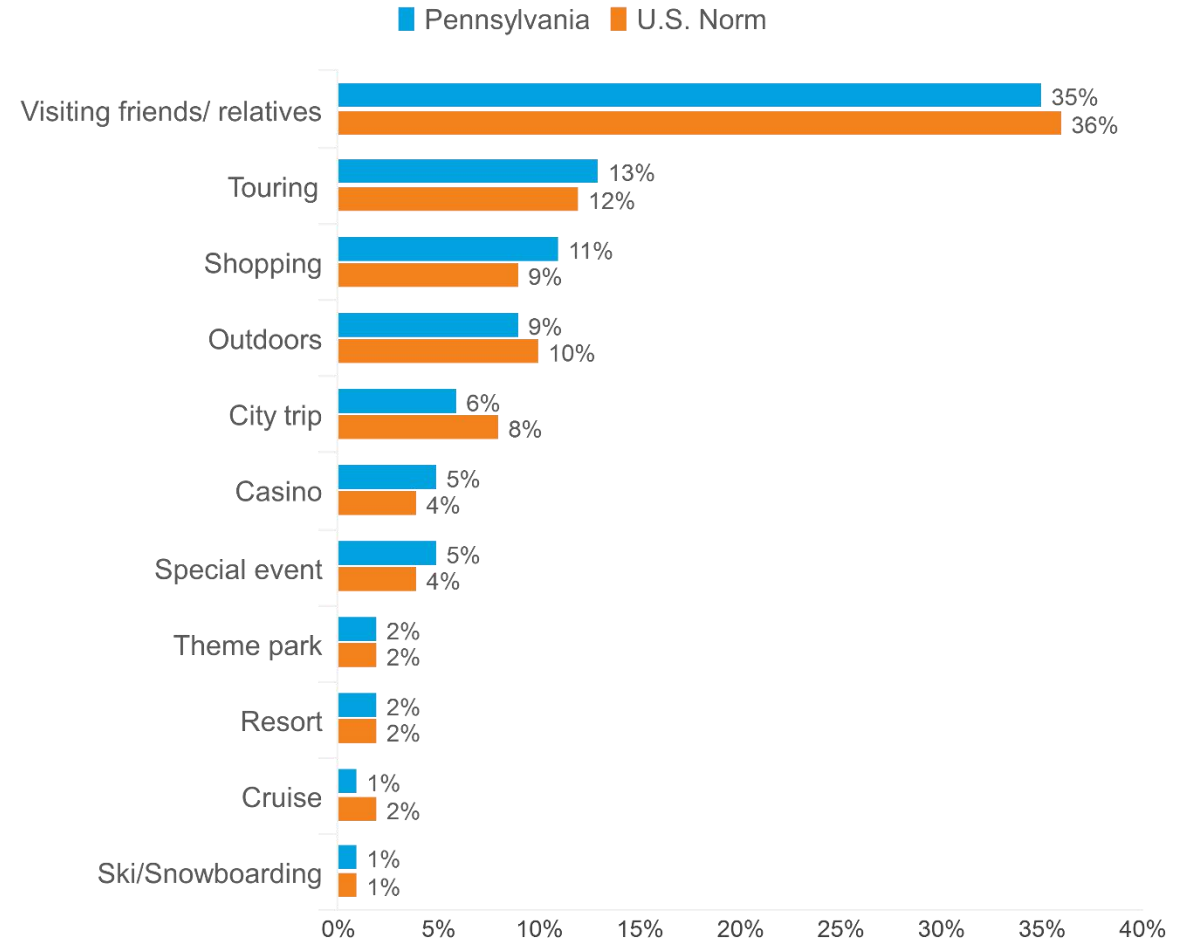
Leisure \$359

Business \$348

Main Purpose of Trip



Main Purpose of Leisure Trip



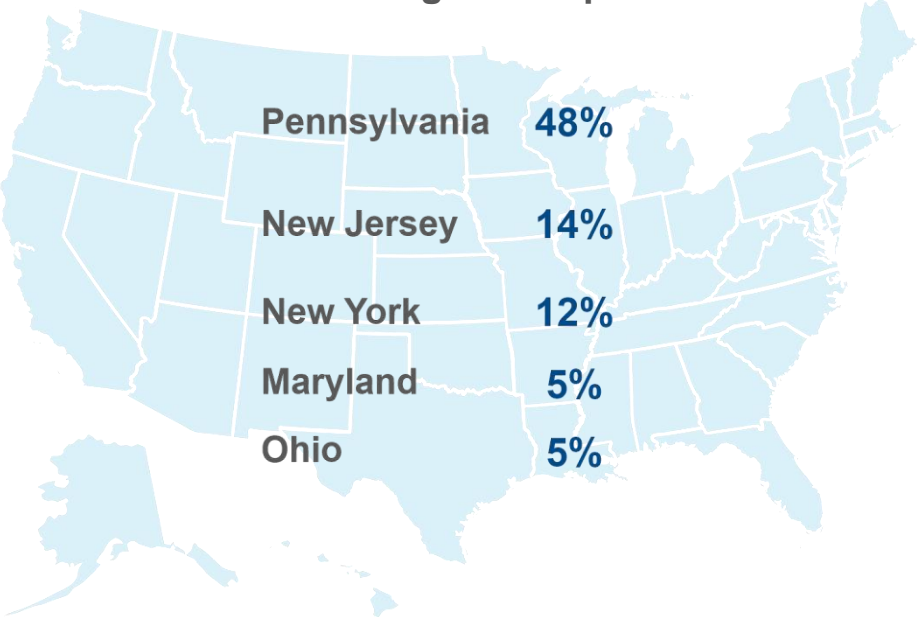
2020 U.S. Day Trips



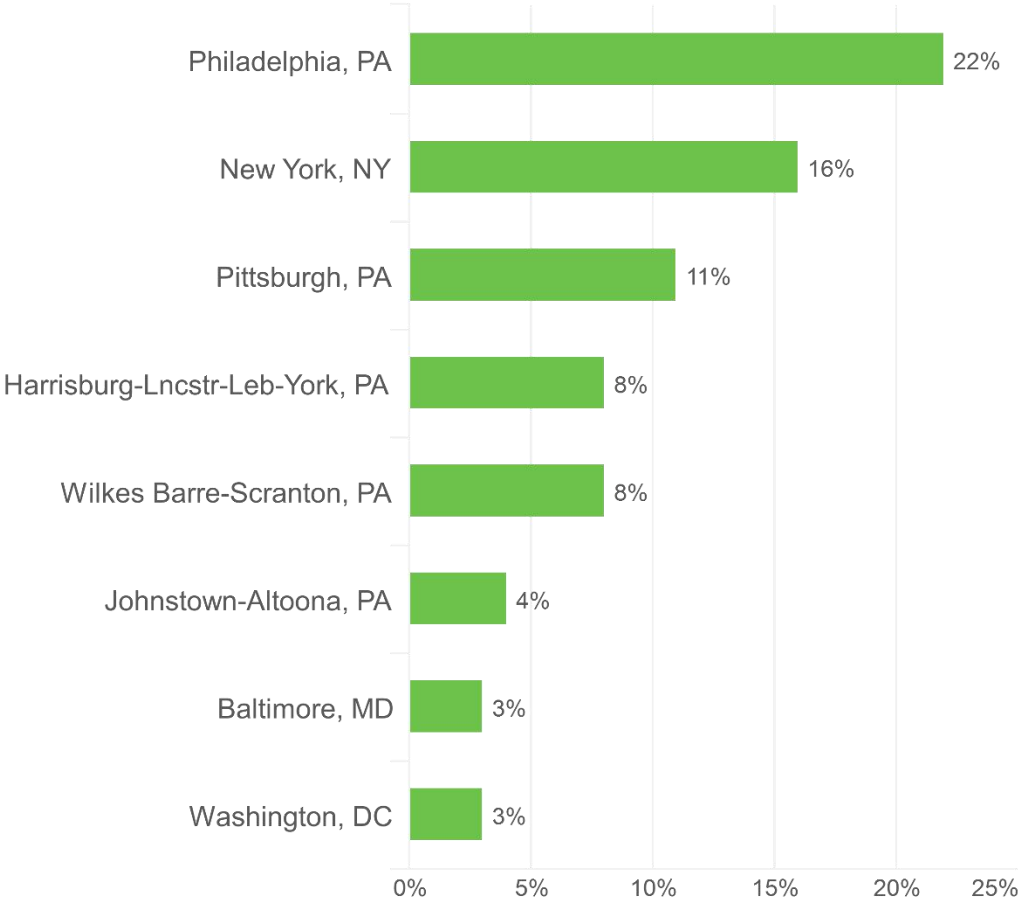
2020 Pennsylvania Day Trips



State Origin Of Trip



DMA Origin Of Trip

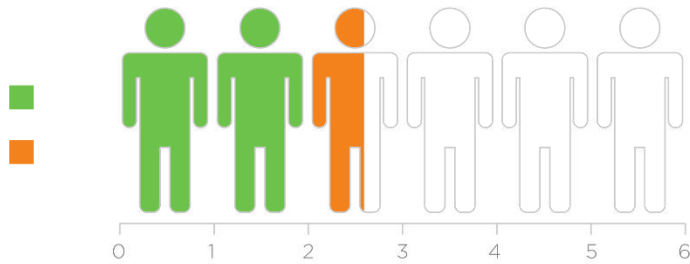


Season of Trip Total Day Person-Trips



Size of Travel Party

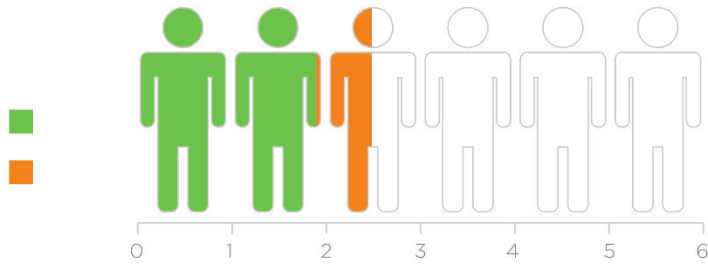
Pennsylvania



Total
2.7

Average number of people

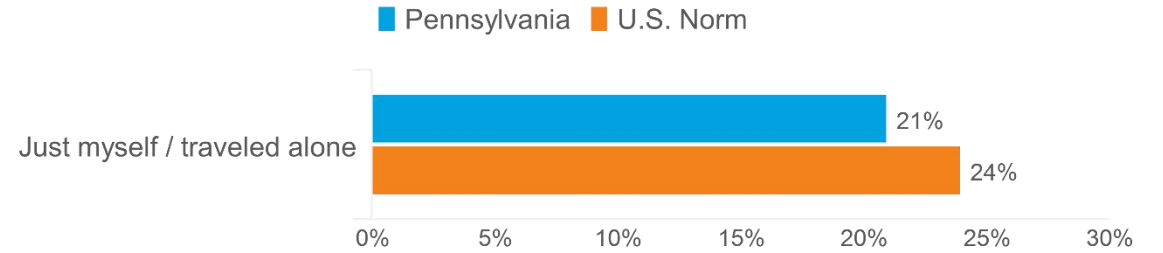
U.S. Norm



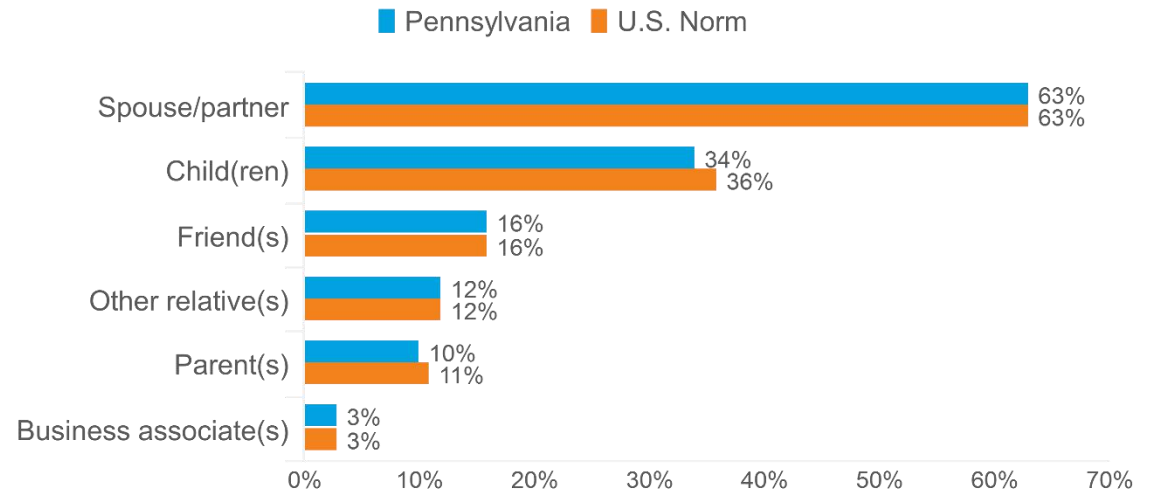
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities









U.S. Norm: 10%

Activities and Experiences (Top 10)







	Pennsylvania	U.S. Norm
Shopping	22%	20%
Sightseeing	15%	13%
Landmark/historic site	10%	8%
Attending celebration	10%	9%
Hiking/backpacking	8%	7%
Local parks/playgrounds	7%	6%
National/state park	6%	6%
Museum	6%	5%
Casino	6%	6%
Business meeting	5%	6%

Shopping Types on Trip

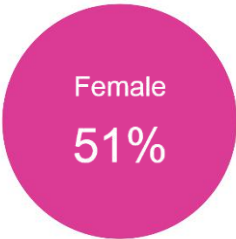
	Pennsylvania	U.S. Norm
 Outlet/mall shopping	52%	49%
 Convenience/grocery shopping	27%	28%
 Big box stores (Walmart, Costco)	24%	31%
 Boutique shopping	20%	21%
 Souvenir shopping	18%	20%
 Antiquing	12%	12%

Base: 2020 Day Person-Trips that included Shopping

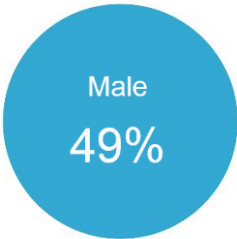
Dining Types on Trip

	Pennsylvania	U.S. Norm
 Unique/local food	33%	34%
 Street food/food trucks	14%	15%
 Picnicking	12%	14%
 Fine/upscale dining	11%	12%
 Food delivery service (UberEATS, DoorDash, etc.)	10%	12%
 Gastropubs	5%	5%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Pennsylvania



Average Age
47.0

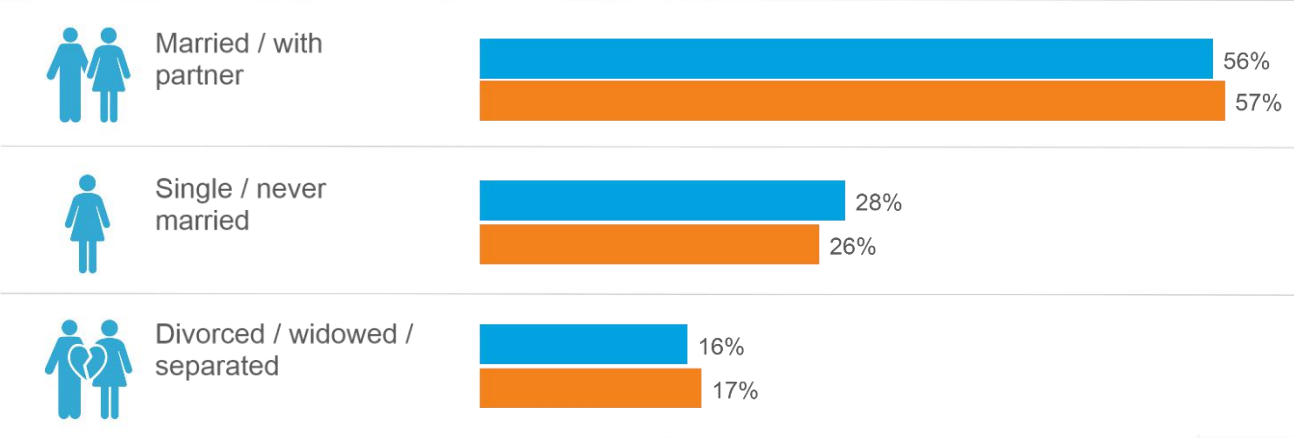
U.S. Norm



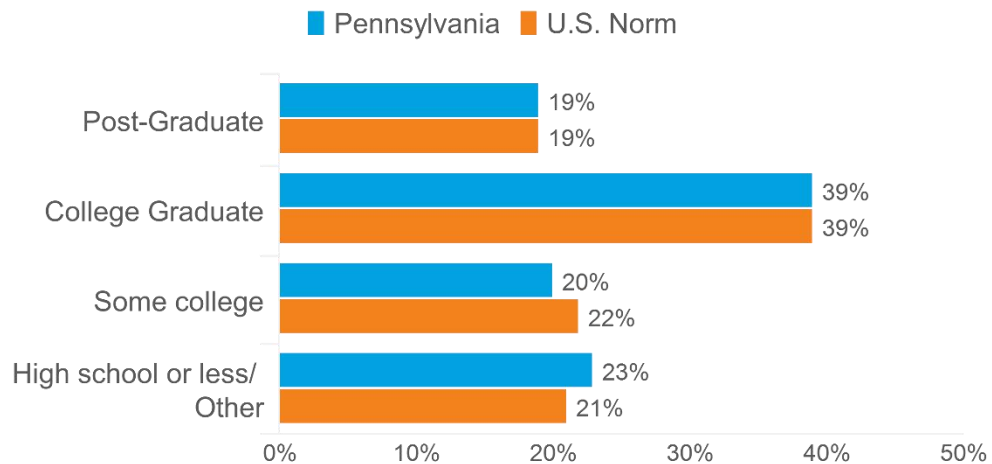
Average Age
45.8

Marital Status

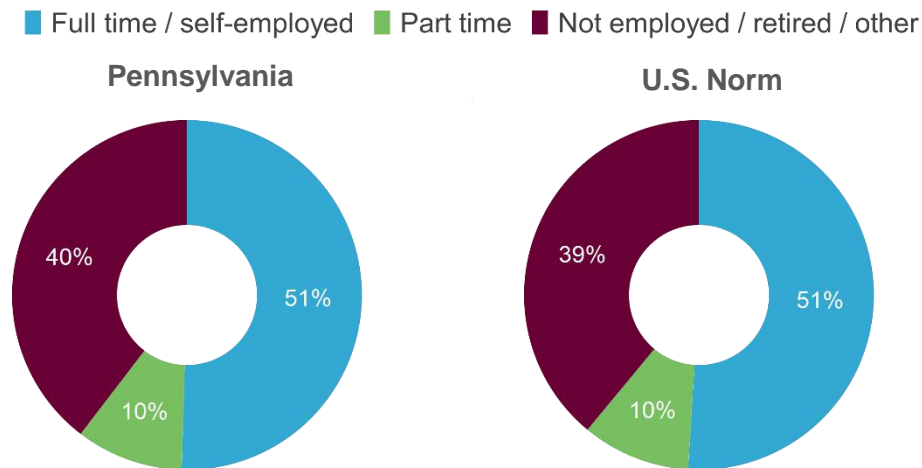
Pennsylvania U.S. Norm



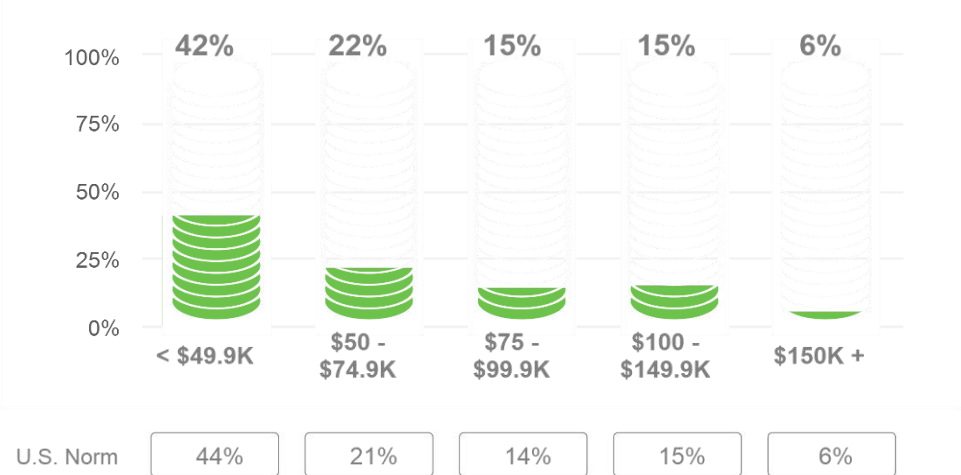
Education



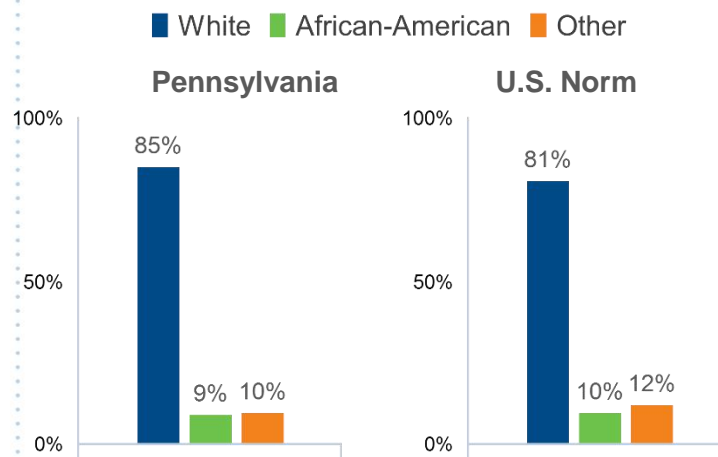
Employment



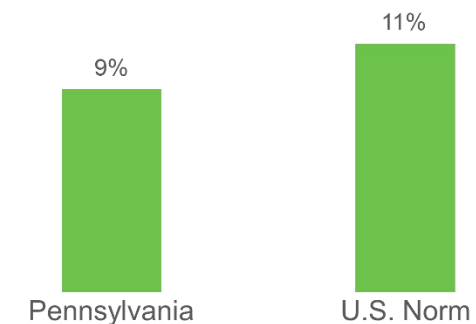
Household Income



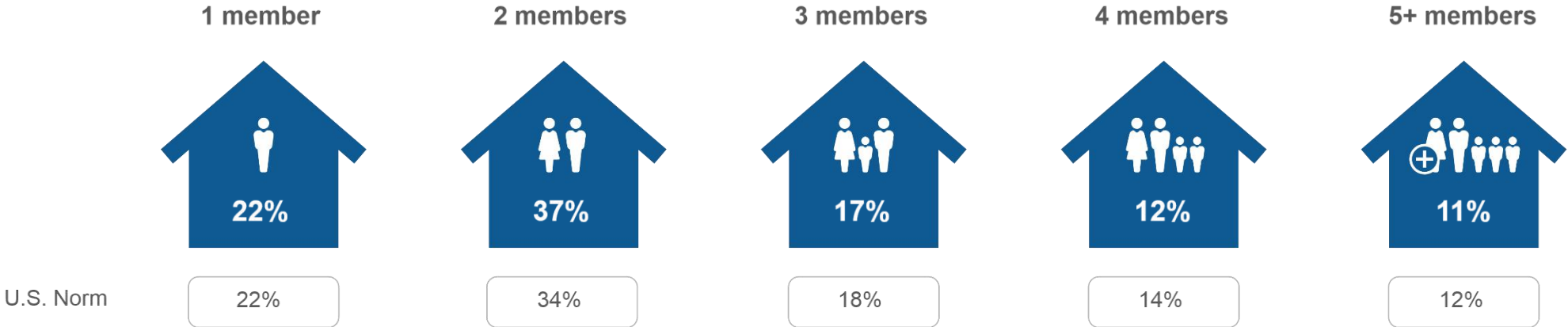
Race



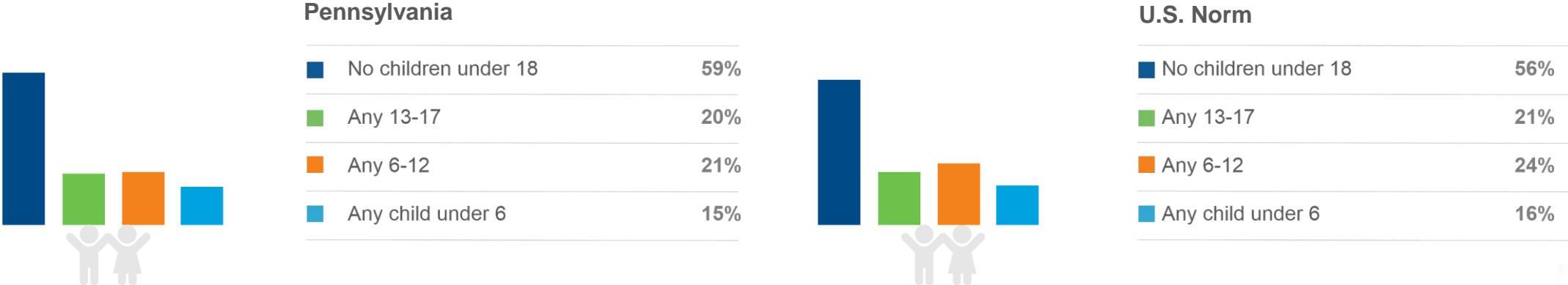
Hispanic Background



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.