



# **Visitor Research**

## **2020 Annual Travel Profile - Overnight**

Prepared for  
Pennsylvania



# Travel USA Visitor Profile

## Overnight 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

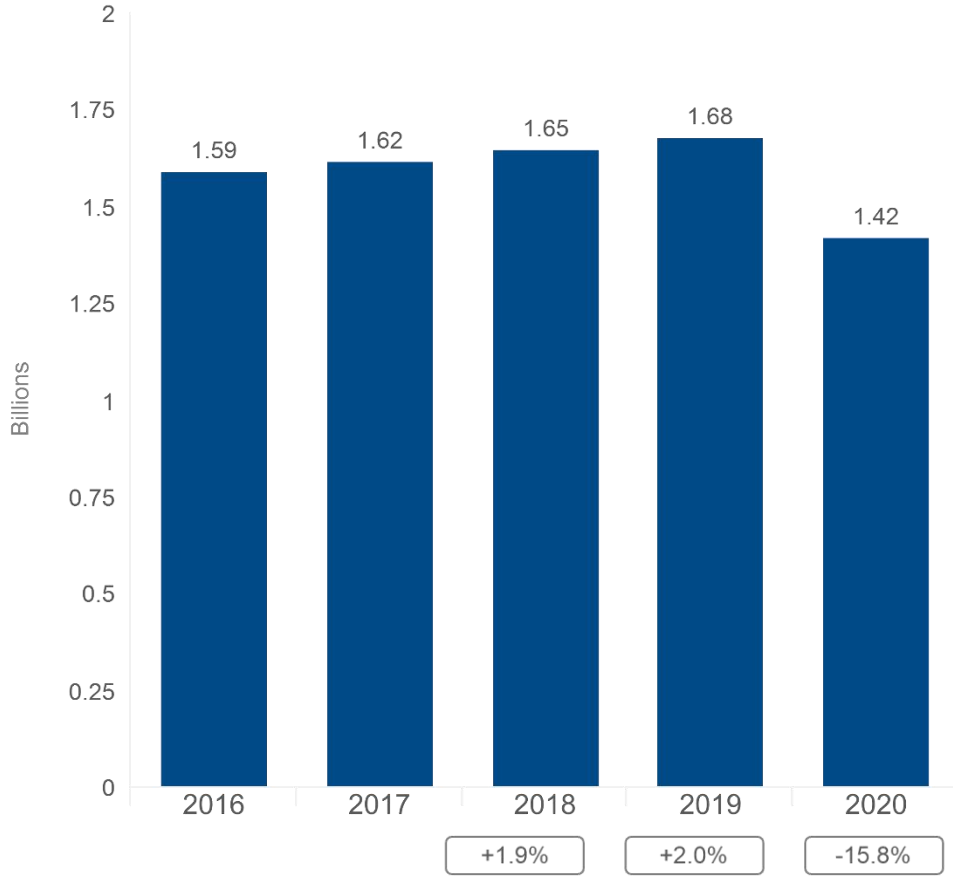


Day Base Size

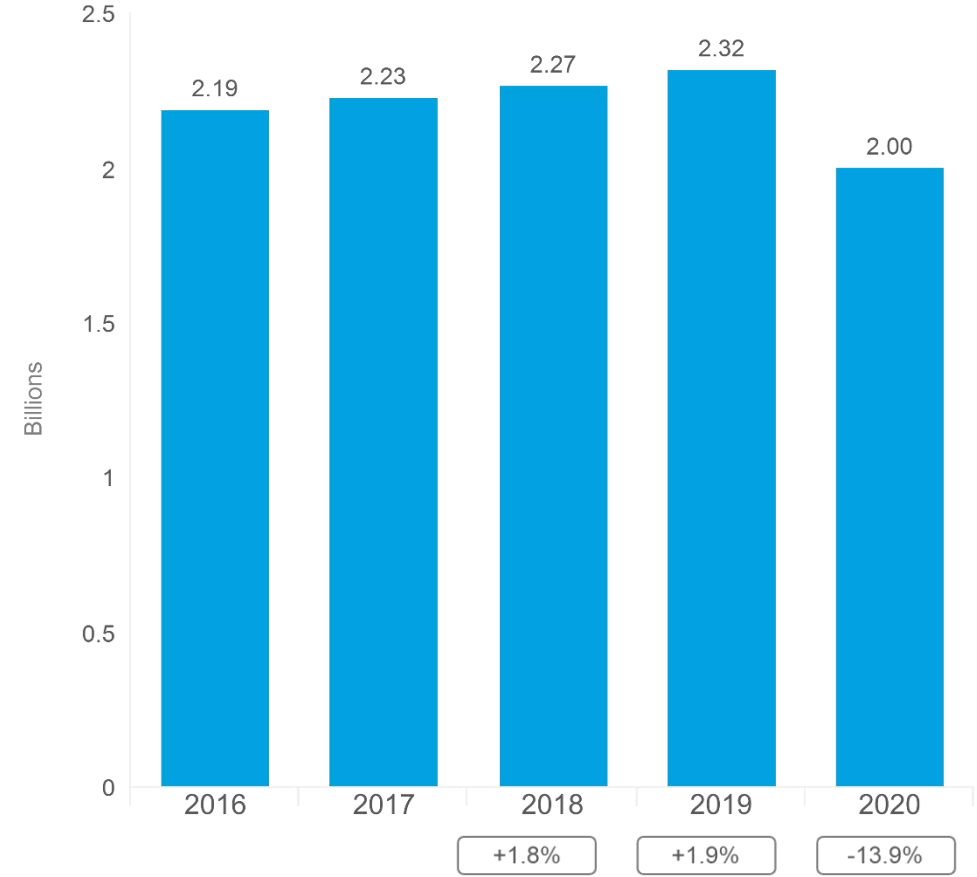
4,934

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

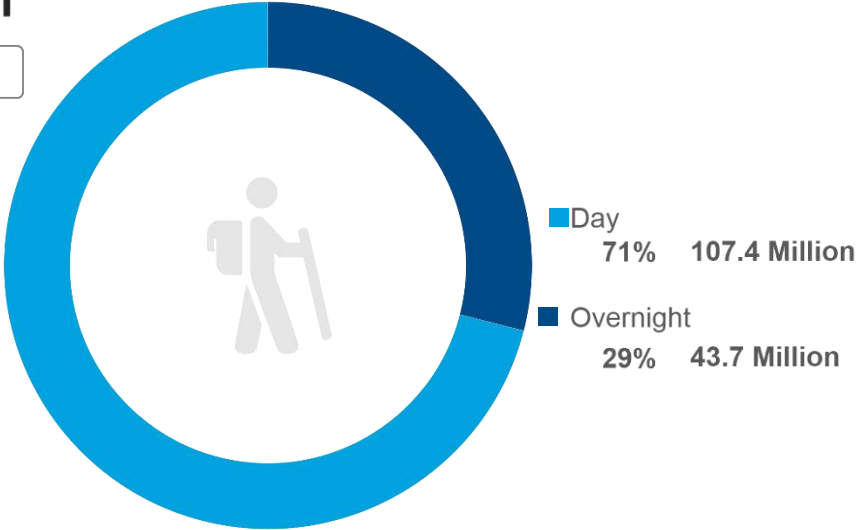


## Total Size of Pennsylvania 2020 Domestic Travel Market

Total Person-Trips

**151.0 Million**

-27.8% vs. last year

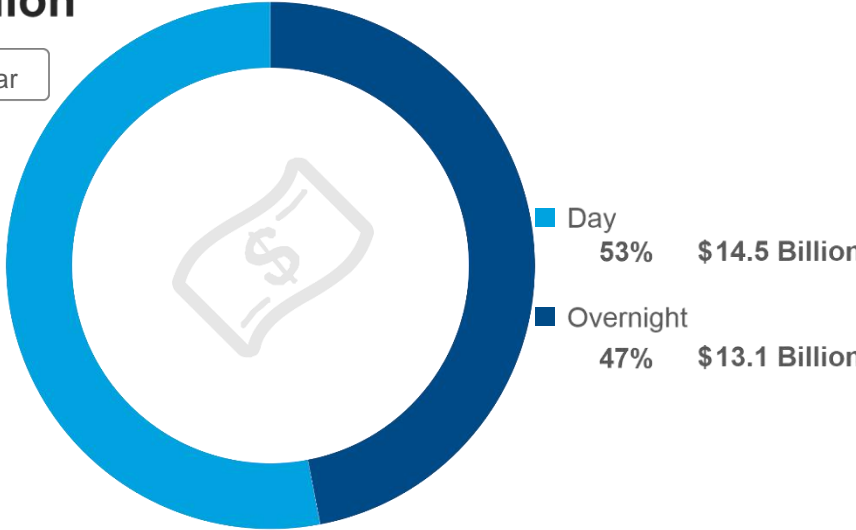


## Total Expenditures for Pennsylvania 2020 Domestic Travel Market

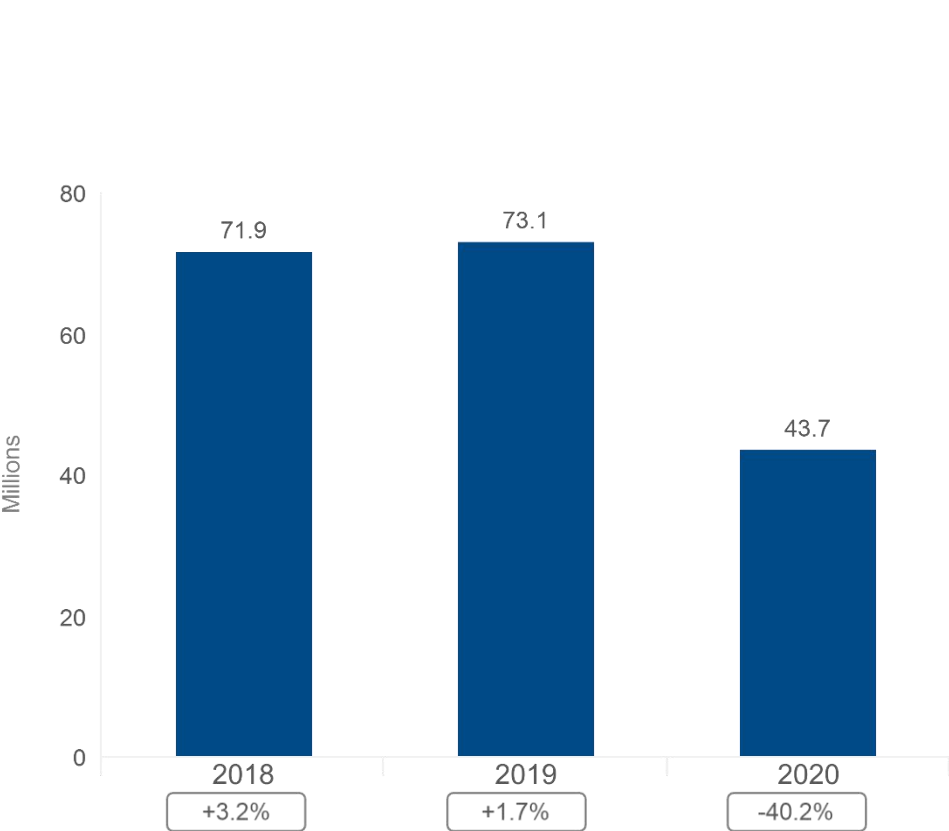
Total Spending

**\$ 27.6 Billion**

-38.4% vs. last year

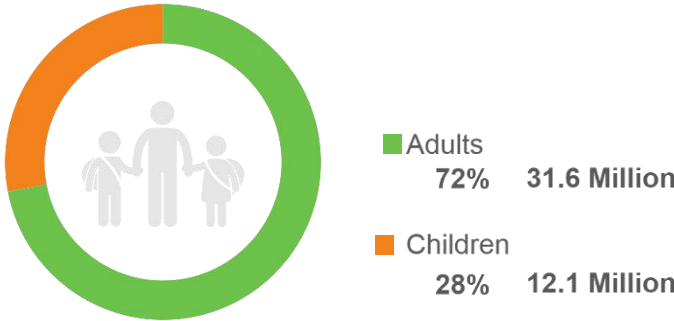


## Overnight Trips to Pennsylvania



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

Total Overnight Person-Trips  
**43.7 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

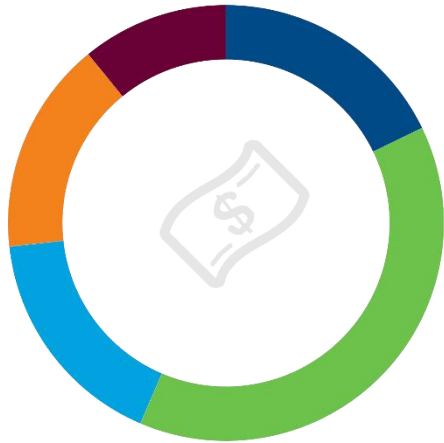
# Pennsylvania's Overnight Trip Expenditures

Base: 2020 Overnight Person-Trips

## Domestic Overnight Expenditures - by Sector

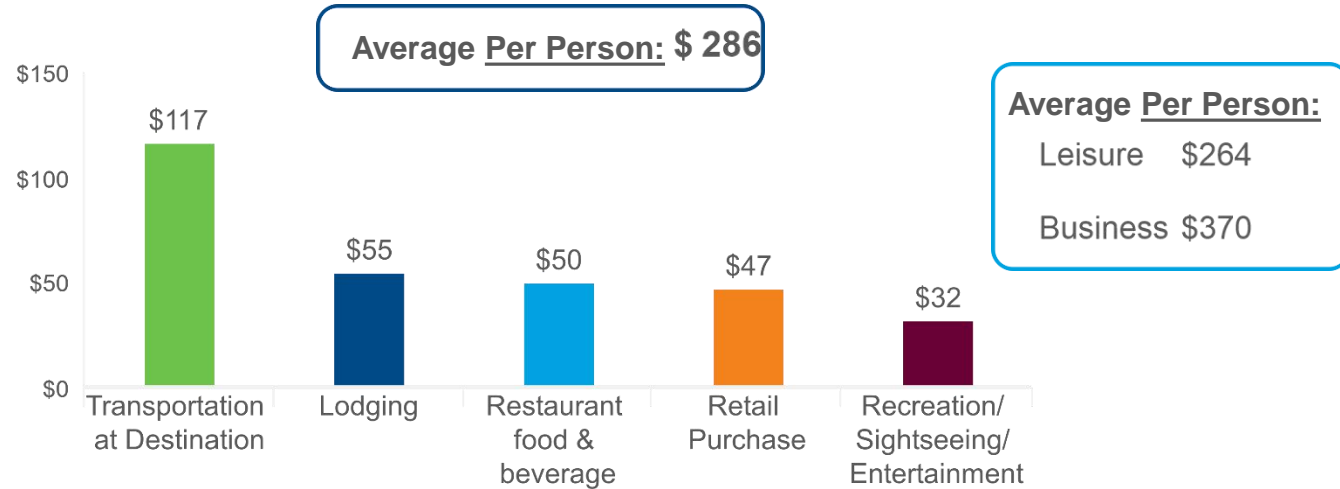
Total Spending  
**\$ 13.110 Billion**

-48.9% vs. last year

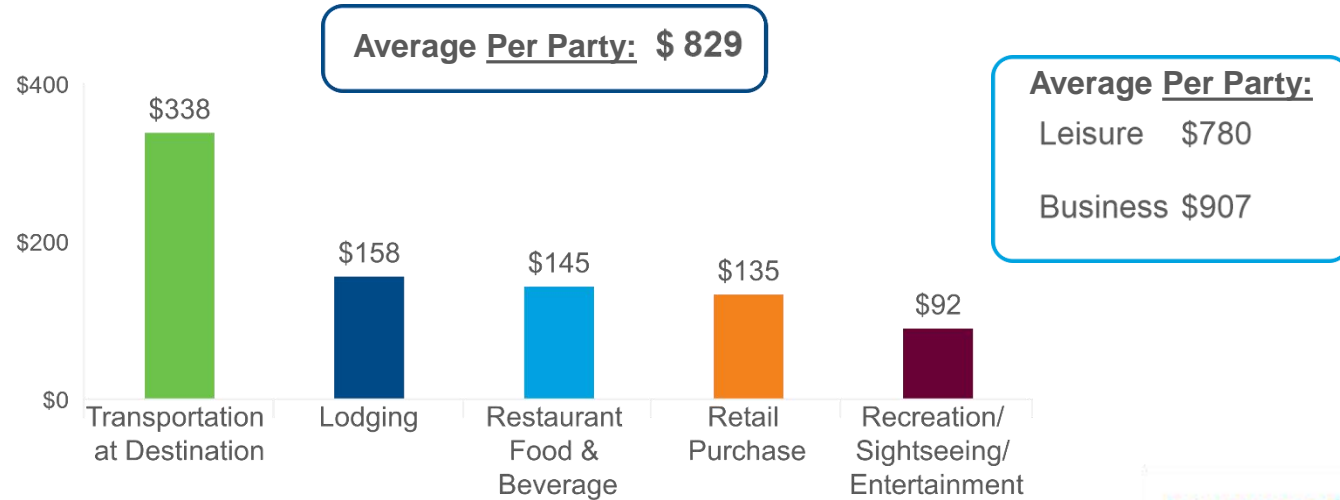


- Lodging  
18% \$2,388 Million
- Transportation at Destination  
39% \$5,102 Million
- Restaurant Food & Beverage  
17% \$2,184 Million
- Retail Purchase  
16% \$2,043 Million
- Recreation/Entertainment  
11% \$1,392 Million

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



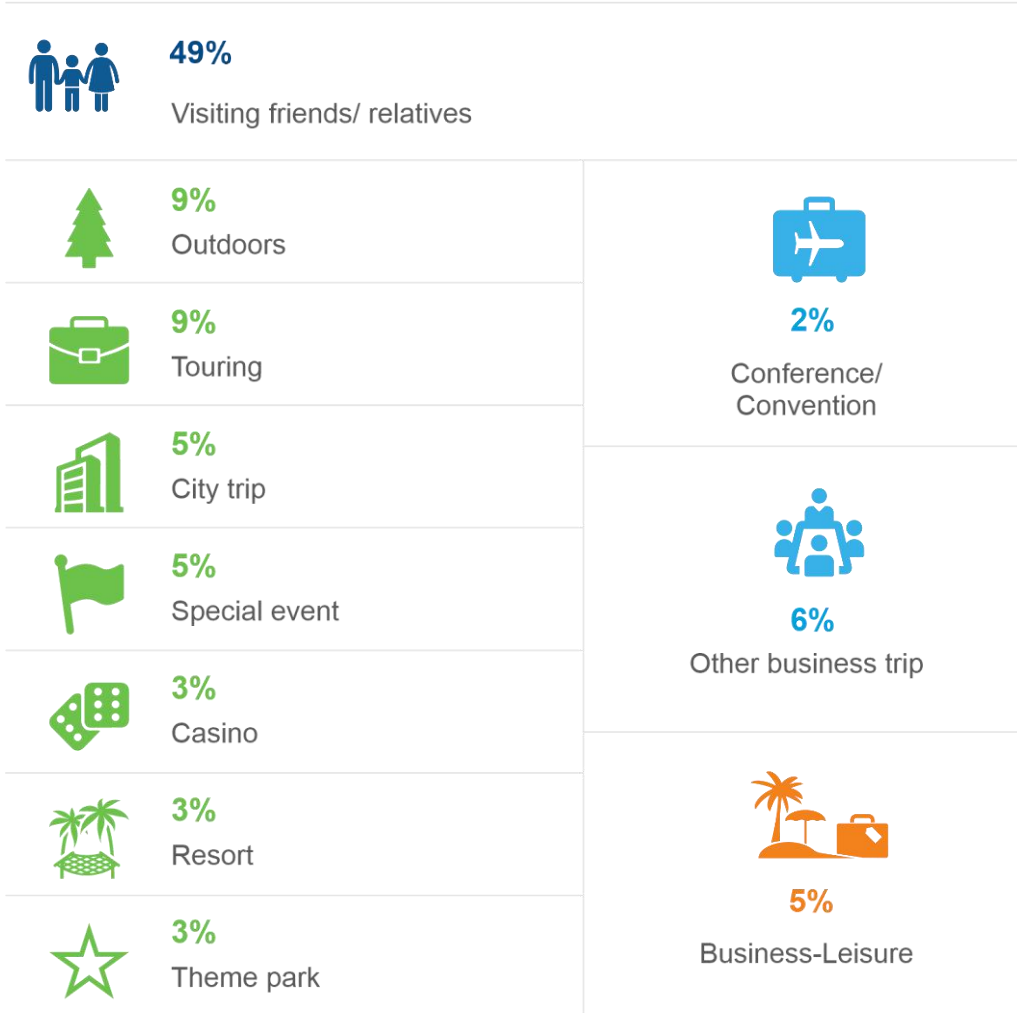
## Average Per Party Expenditures on Domestic Overnight Trips - by Sector



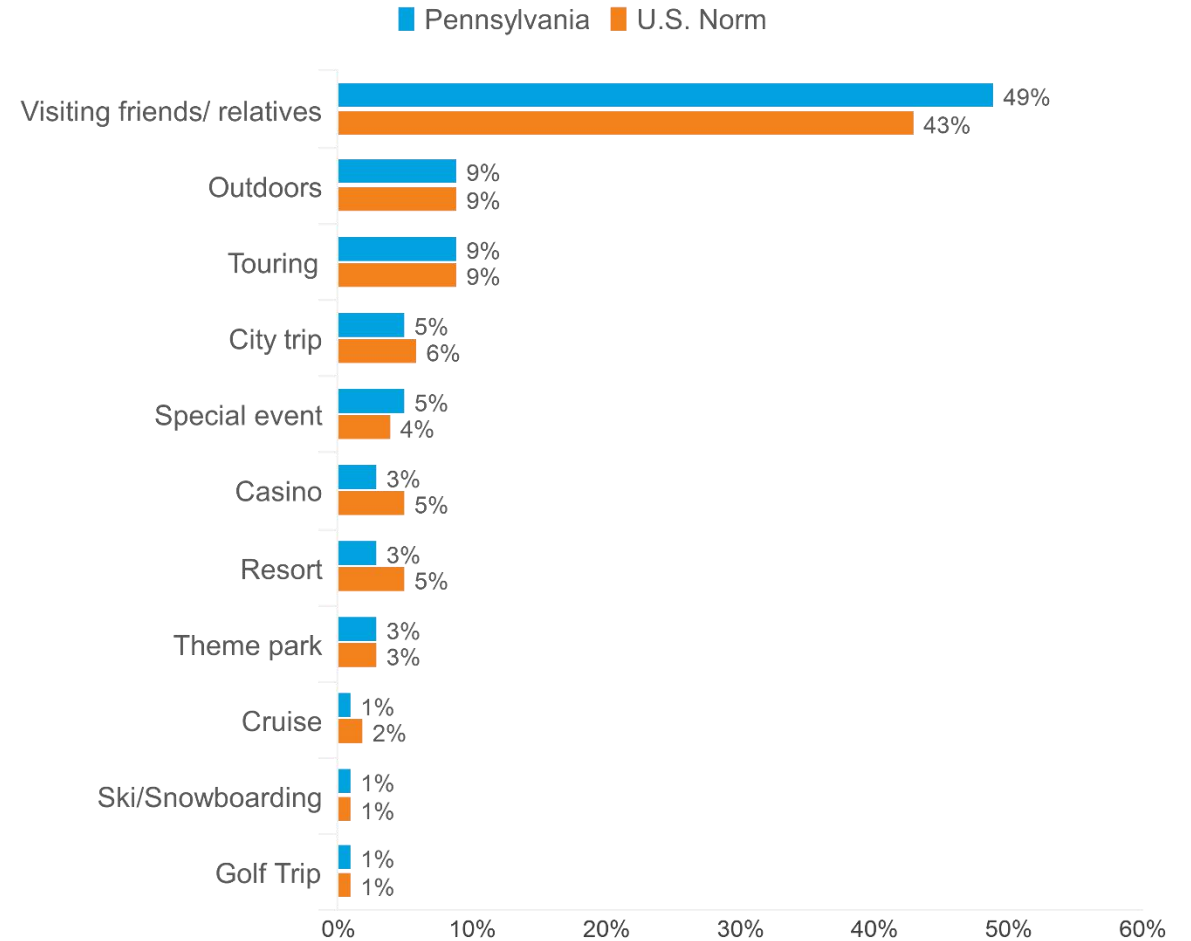
# Pennsylvania's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Main Purpose of Trip

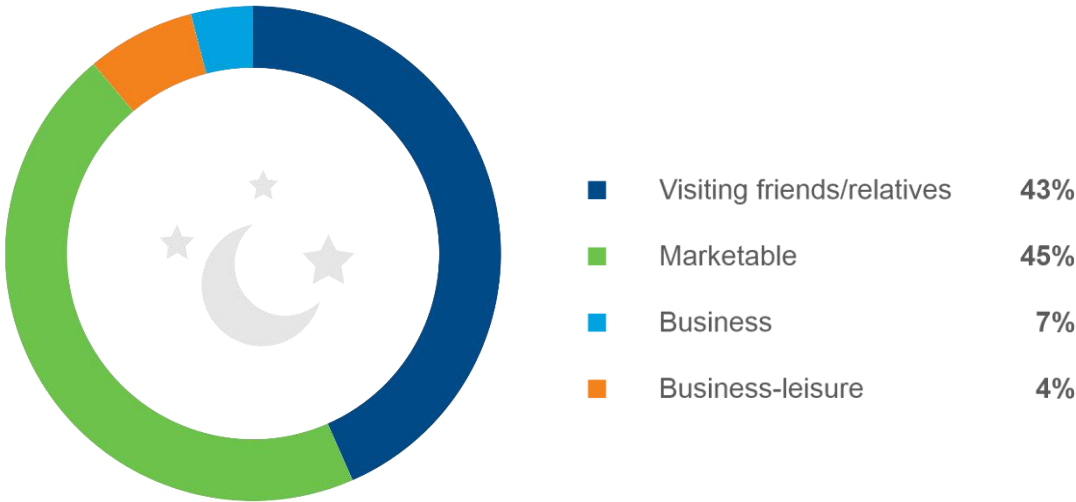


## Main Purpose of Leisure Trip

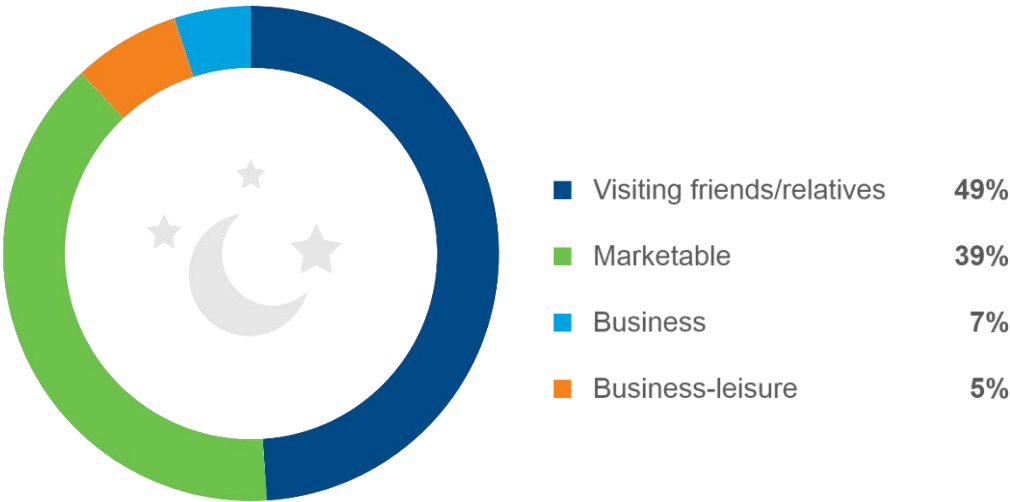




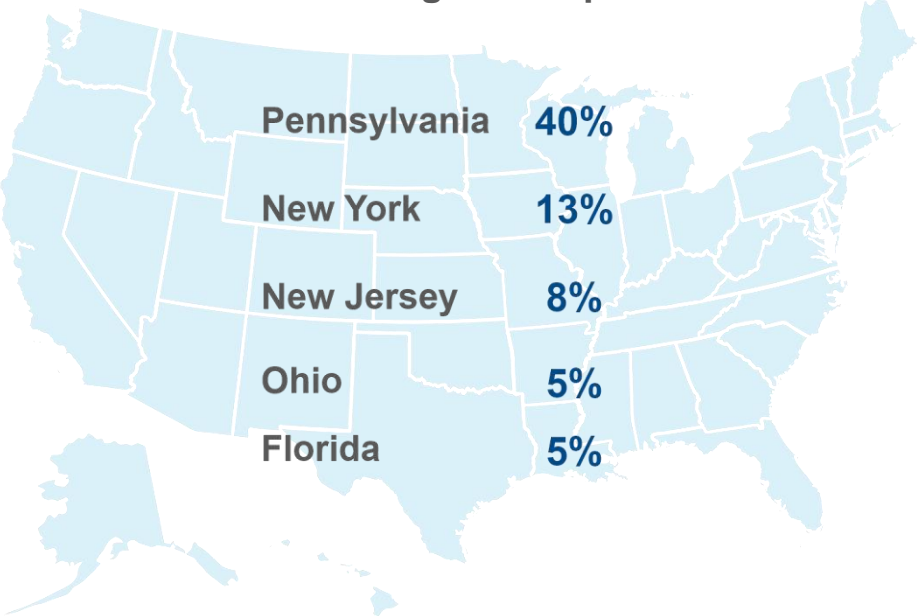
### 2020 U.S. Overnight Trips



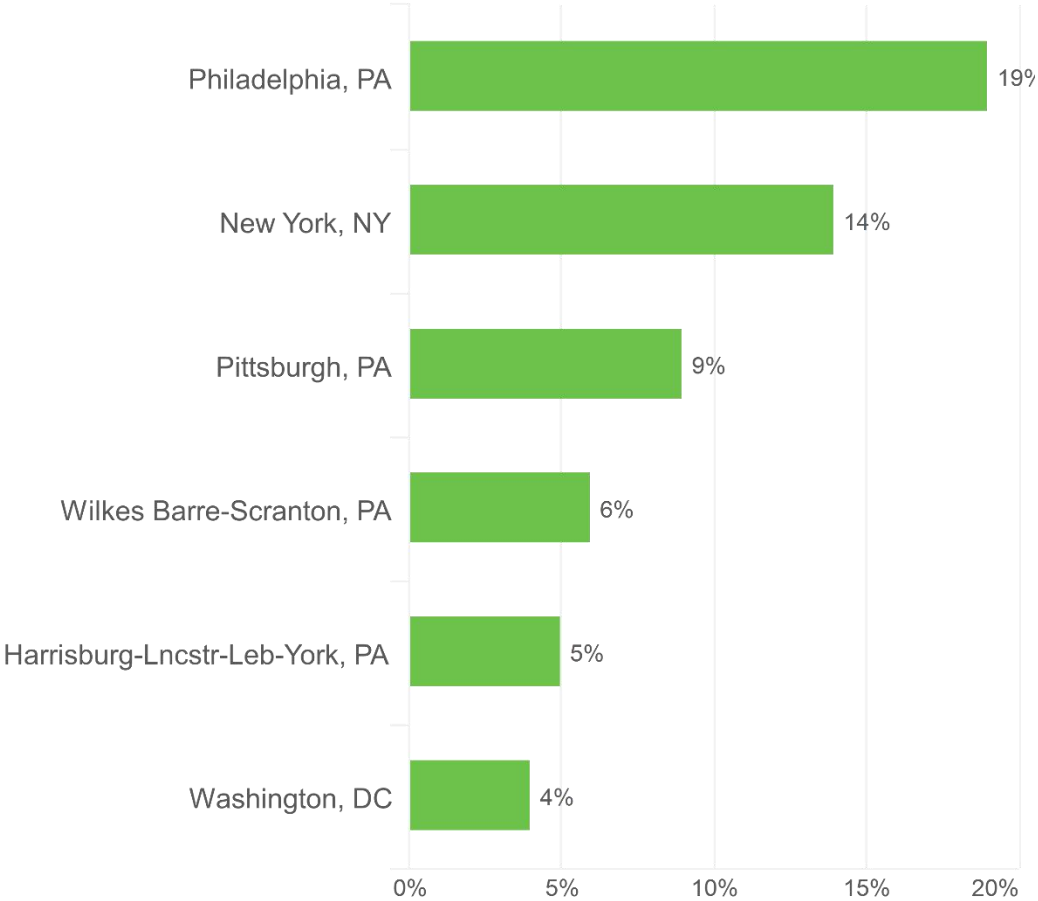
### 2020 Pennsylvania Overnight Trips



### State Origin Of Trip



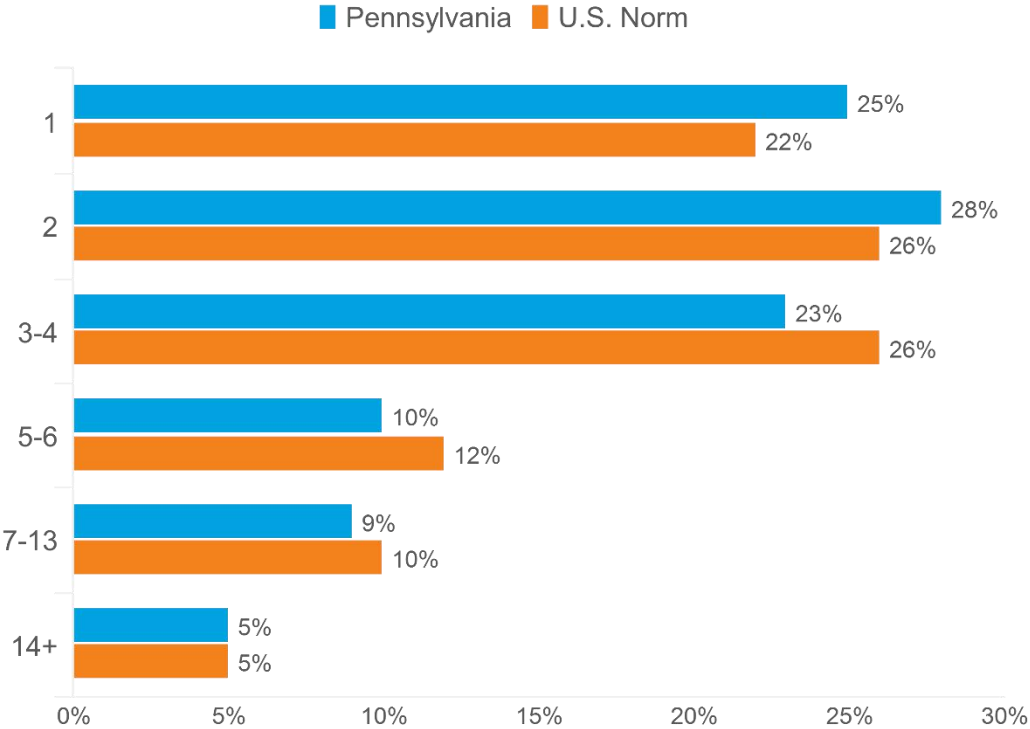
### DMA Origin Of Trip



### Season of Trip Total Overnight Person-Trips



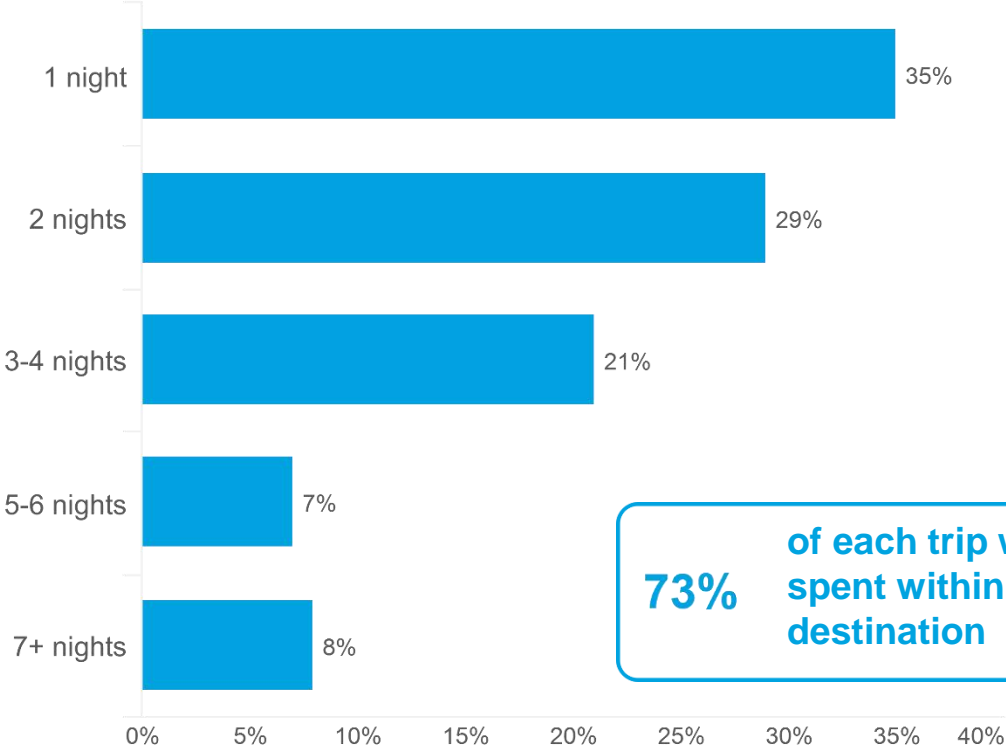
## Total Nights Away on Trip



Pennsylvania  
**4.1**  
Average Nights

U.S. Norm  
**4.1**  
Average Nights

## Nights Spent in Pennsylvania



**73%** of each trip was spent within the destination

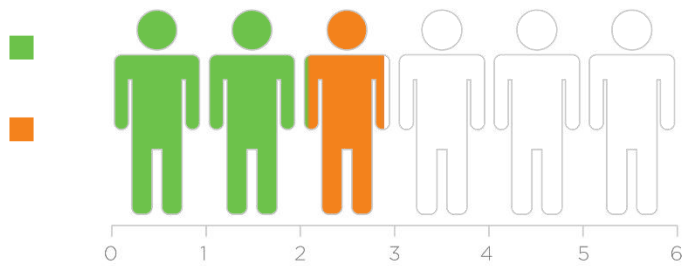
Average number of nights  
**3.0**

Average last year  
**2.8**

## Size of Travel Party

■ Adults ■ Children

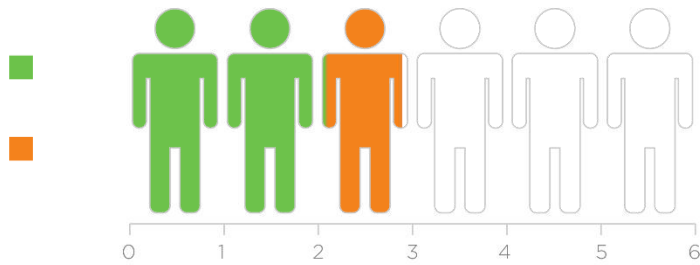
### Pennsylvania



Total  
**3.0**

Average number of people

### U.S. Norm

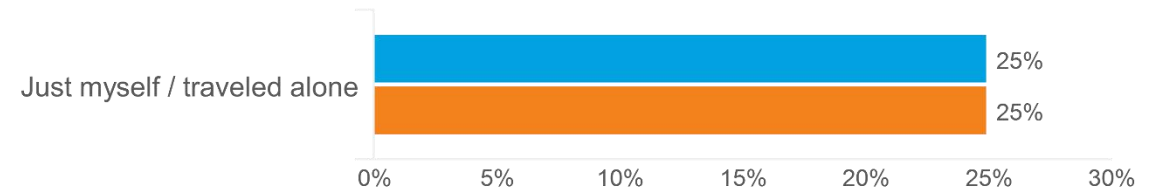


Total  
**3.0**

Average number of people

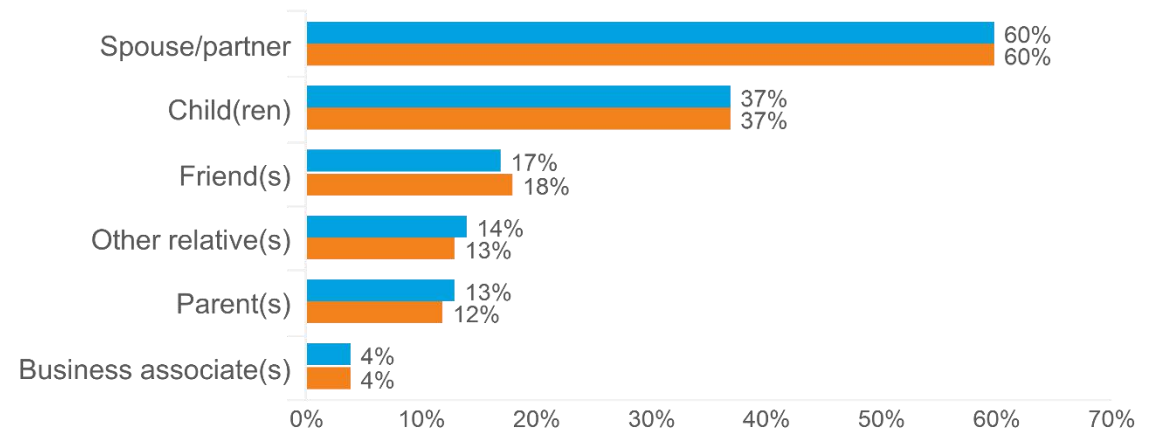
## Percent Who Traveled Alone

■ Pennsylvania ■ U.S. Norm



## Composition of Immediate Travel Party

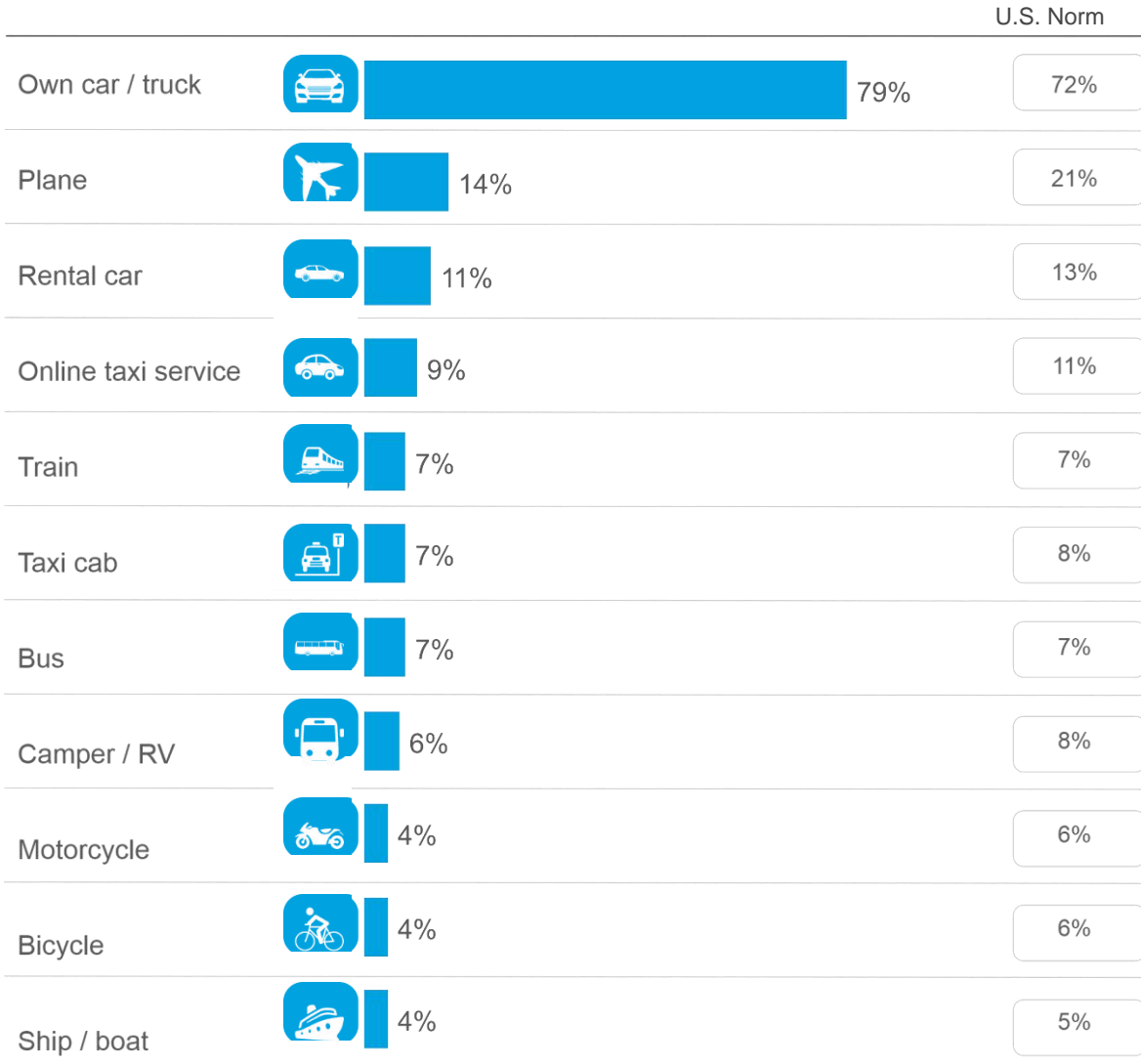
■ Pennsylvania ■ U.S. Norm



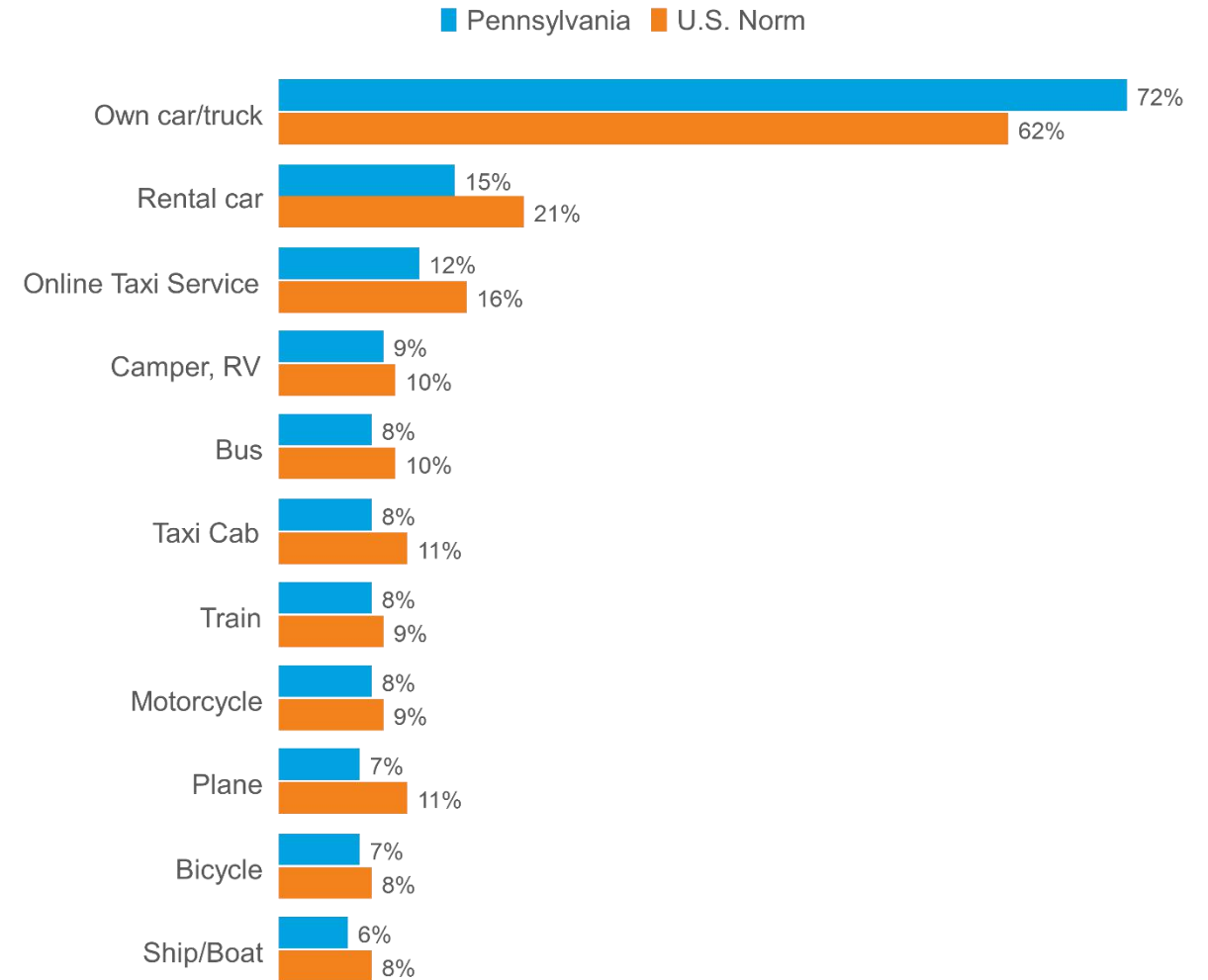
# Pennsylvania's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Transportation Used to get to Destination

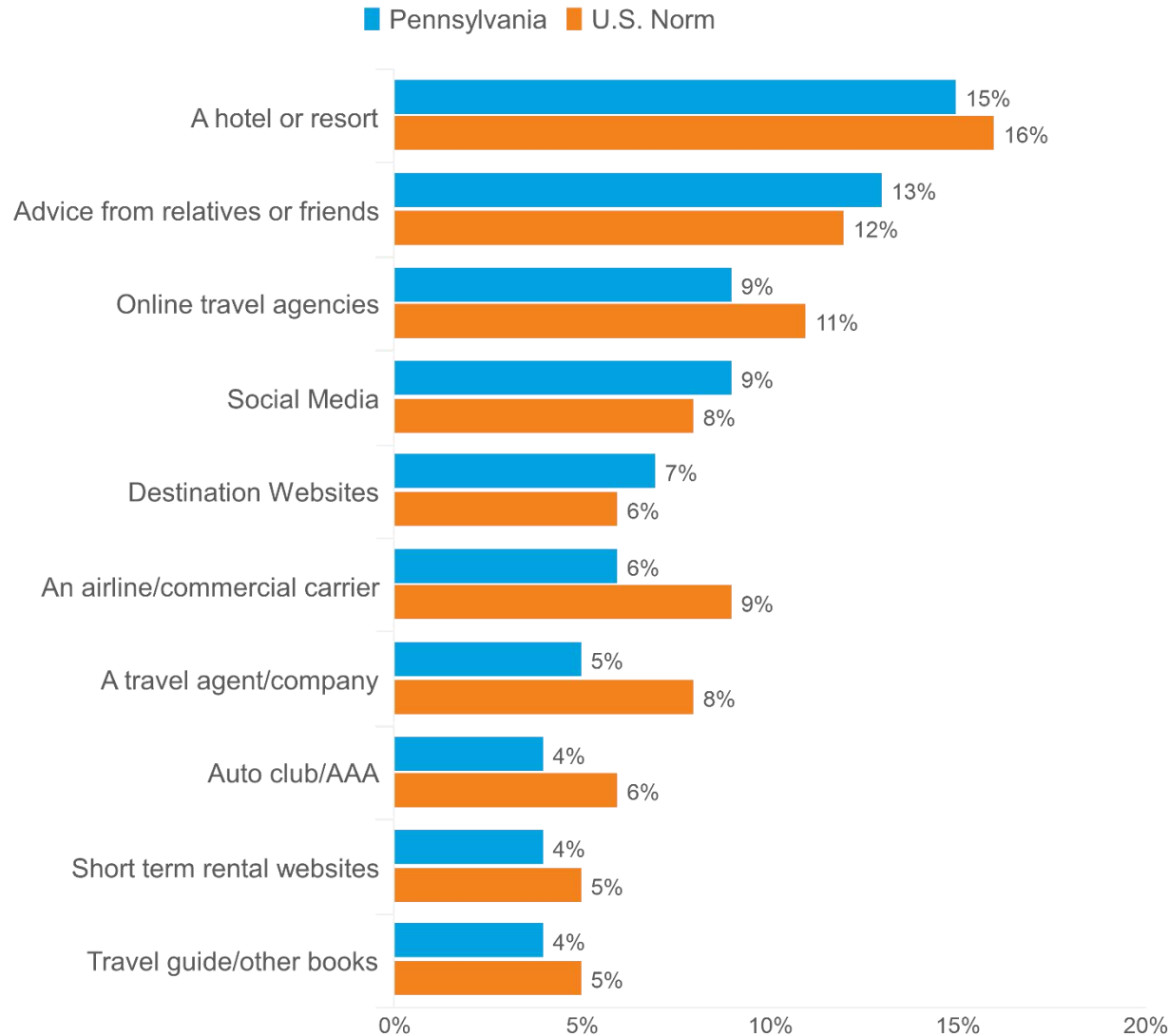


## Transportation Used within Destination



Question updated in 2020

## Trip Planning Information Sources



## Length of Trip Planning

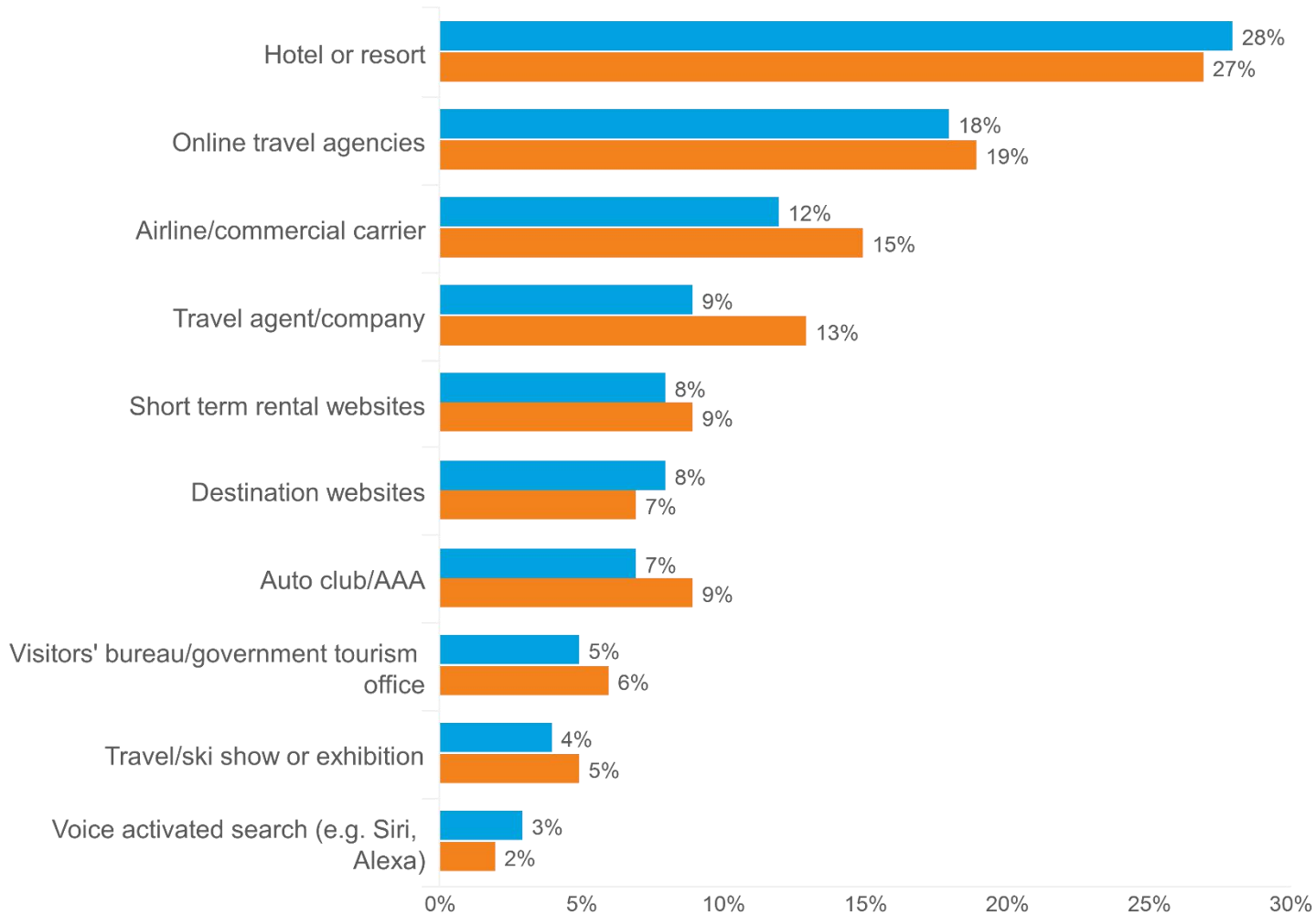
	Pennsylvania	U.S. Norm
1 month or less	37%	33%
2 months	14%	15%
3-5 months	13%	15%
6-12 months	9%	11%
More than 1 year in advance	4%	4%
Did not plan anything in advance	23%	21%

# Pennsylvania's Overnight Trip Characteristics








Base: 2020 Overnight Person-Trips

## Method of Booking

■ Pennsylvania ■ U.S. Norm



## Accommodations

		Pennsylvania	U.S. Norm
	Hotel	36%	36%
	Home of friends / relatives	29%	22%
	Motel	12%	12%
	Resort hotel	7%	10%
	Campground / RV park	7%	6%
	Bed & breakfast	6%	7%
	Own condo / apartment / cabin / second home	6%	5%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 48%

### Entertainment Activities



U.S. Norm: 53%

### Cultural Activities



U.S. Norm: 26%

### Sporting Activities



U.S. Norm: 15%

### Business Activities



U.S. Norm: 17%

## Activities and Experiences (Top 10)

	Pennsylvania	U.S. Norm
Shopping	21%	22%
Sightseeing	16%	16%
Attending celebration	14%	13%
Landmark/historic site	12%	11%
Hiking/backpacking	10%	9%
Local parks/playgrounds	10%	9%
Bar/nightclub	10%	11%
Swimming	10%	12%
Museum	9%	9%
National/state park	9%	8%










## Shopping Types on Trip

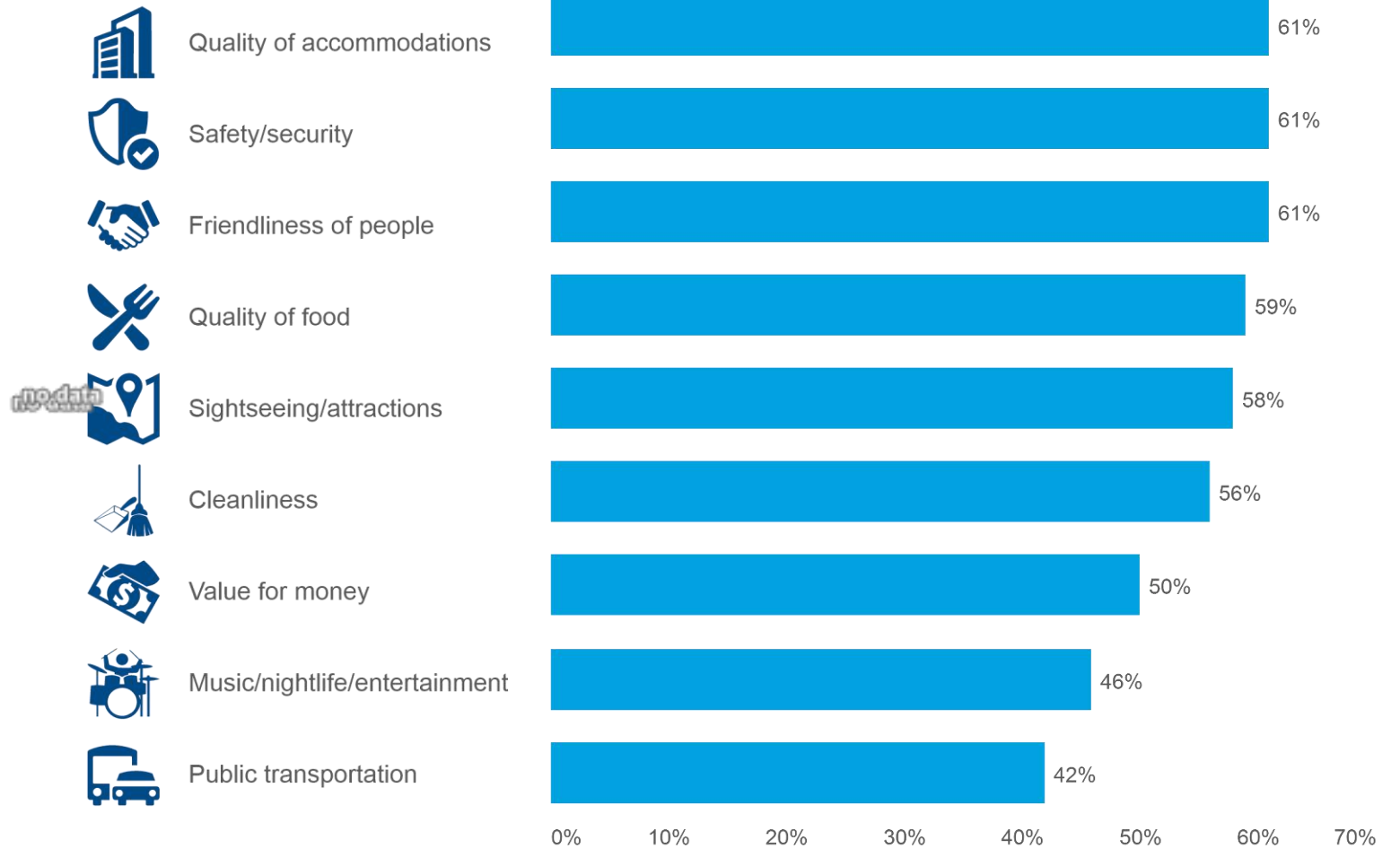
	Pennsylvania	U.S. Norm
 Outlet/mall shopping	54%	49%
 Convenience/grocery shopping	42%	43%
 Big box stores (Walmart, Costco)	36%	36%
 Souvenir shopping	33%	37%
 Boutique shopping	24%	26%
 Antiquing	16%	12%

Base: 2020 Overnight Person-Trips that included Shopping

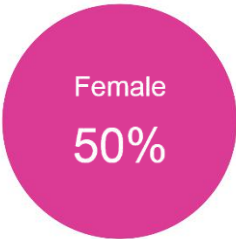
## Dining Types on Trip

	Pennsylvania	U.S. Norm
 Unique/local food	40%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	18%	20%
 Fine/upscale dining	16%	20%
 Street food/food trucks	16%	19%
 Picnicking	12%	13%
 Gastropubs	9%	8%

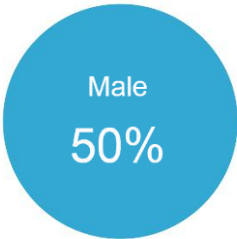
 **72%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



## Gender



U.S. Norm  
48%



U.S. Norm  
52%

## Age

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

### Pennsylvania



Average Age  
44.8

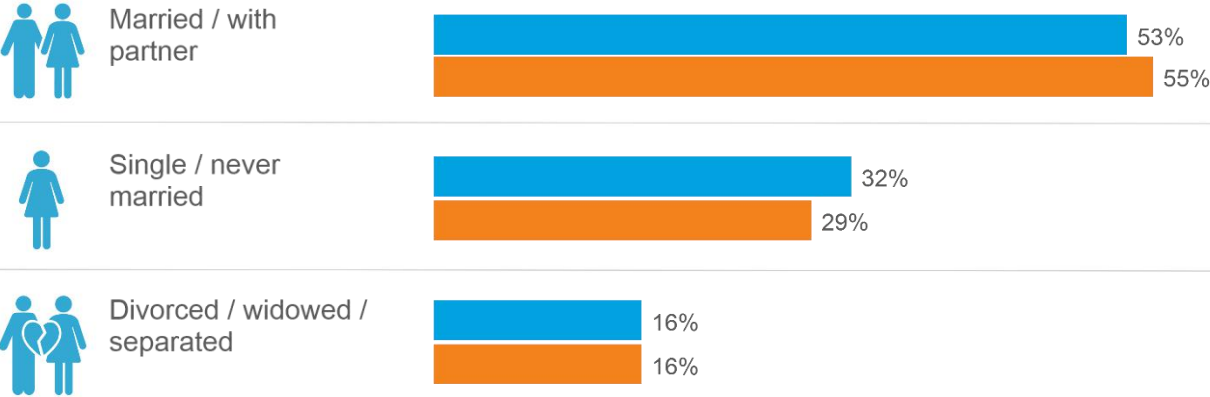
### U.S. Norm



Average Age  
43.1

## Marital Status

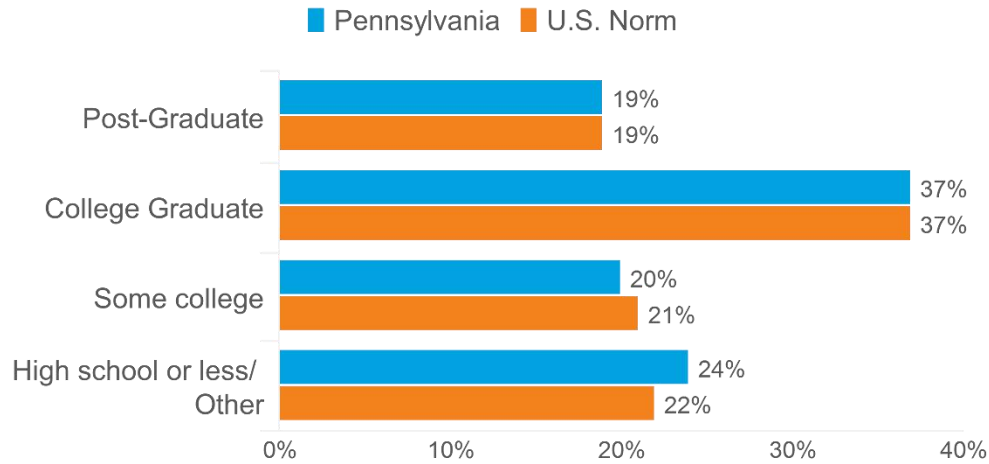
Pennsylvania U.S. Norm



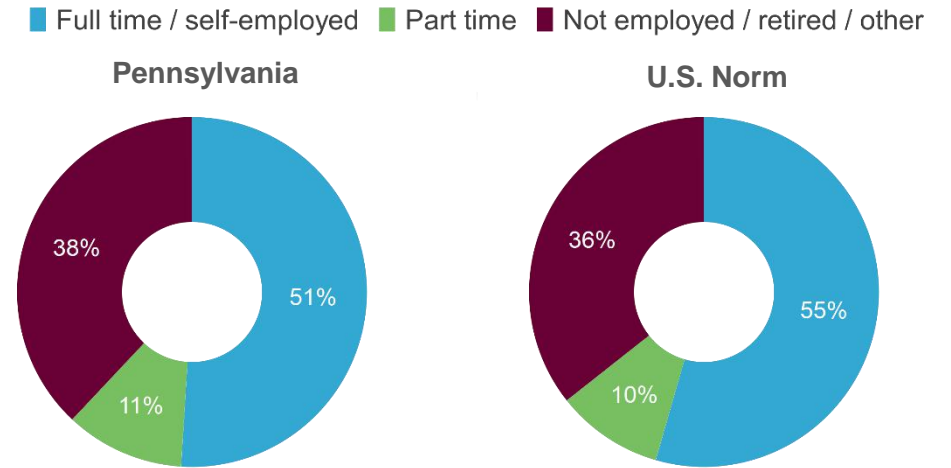
# Demographic Profile of Overnight Pennsylvania Visitors

Base: 2020 Overnight Person-Trips

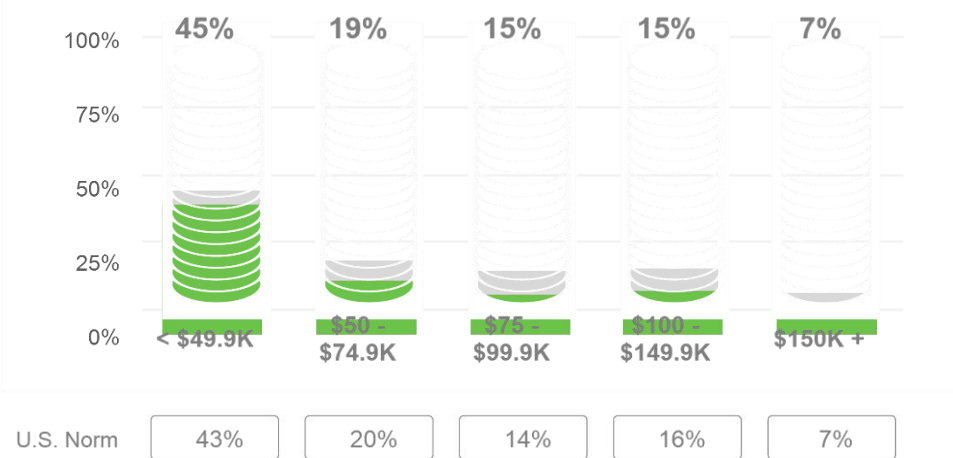
## Education



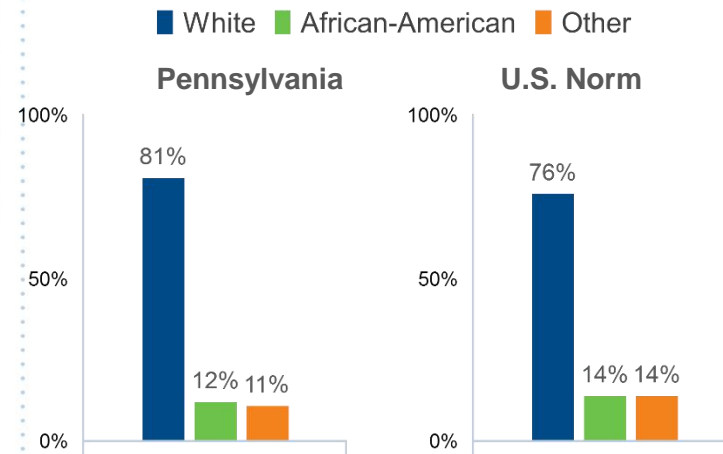
## Employment



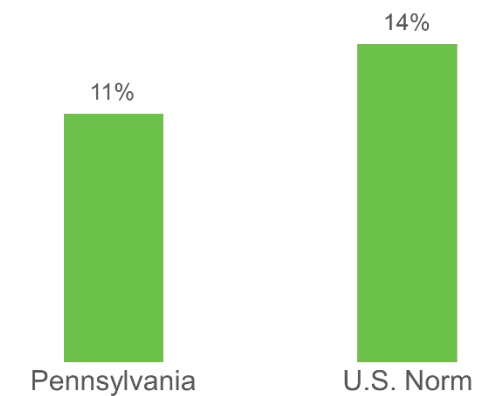
## Household Income



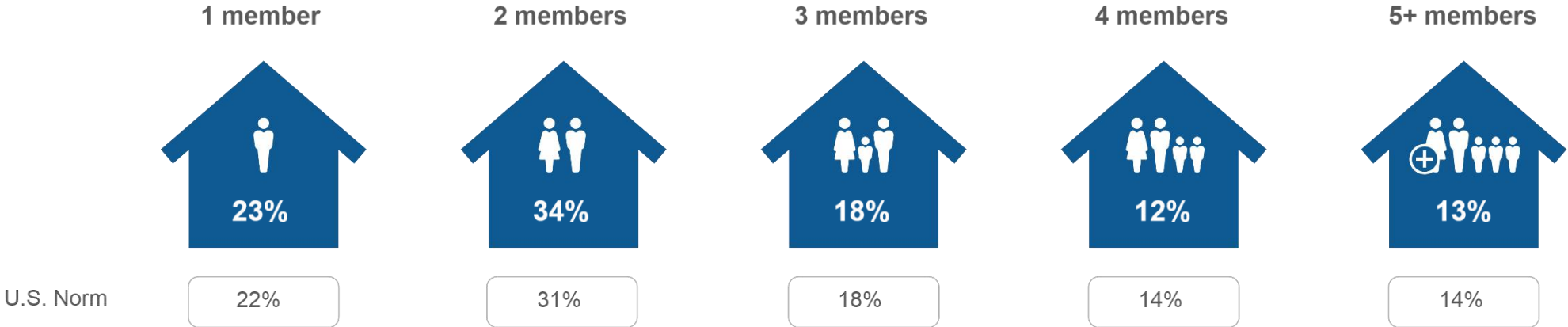
## Race



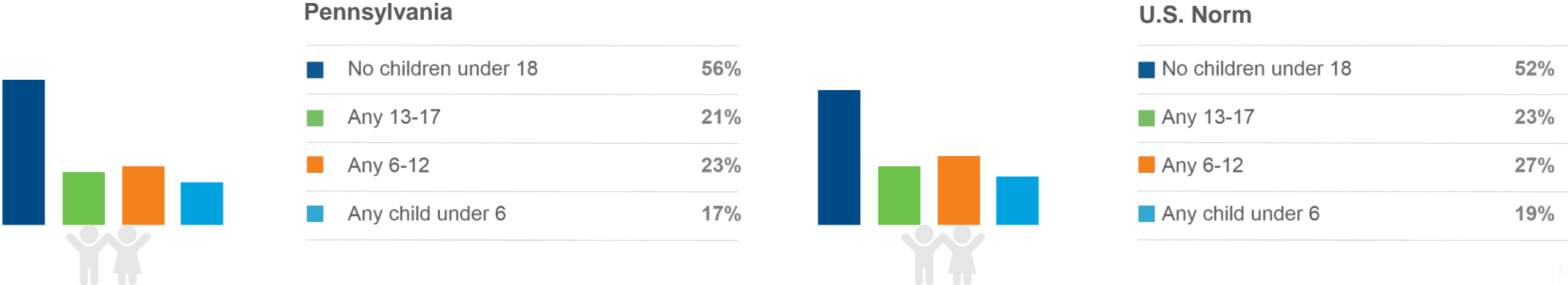
## Hispanic Background



## 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 various shades of blue geometric patterns (polka dots and solid colors) on the top and right.