2011 ANNUAL TRAVEL PROFILE

Pennsylvania's Great Lakes Region

Research Methodology

The research for this report was conducted by Longwoods International.

The results consist of:

- *Estimates of the domestic volume of overnight travel on a nationwide level.*
- *Estimates of the volume of overnight and day travel to Pennsylvania and its tourism regions.*
- *Characteristics and profile of overnight and day trips to the state and the individual tourism regions.*

The results are based on results from the Travel USA® annual survey of US travelers. Each quarter, a random cross-section of approximately 1 million panel members is sent an e-mail invitation to participate in the survey, or over 5 million annually.

For the 2011 travel year, this yielded: 207,014 trips for analysis nationally – 138,771 overnight trips and 68,243 day trips.

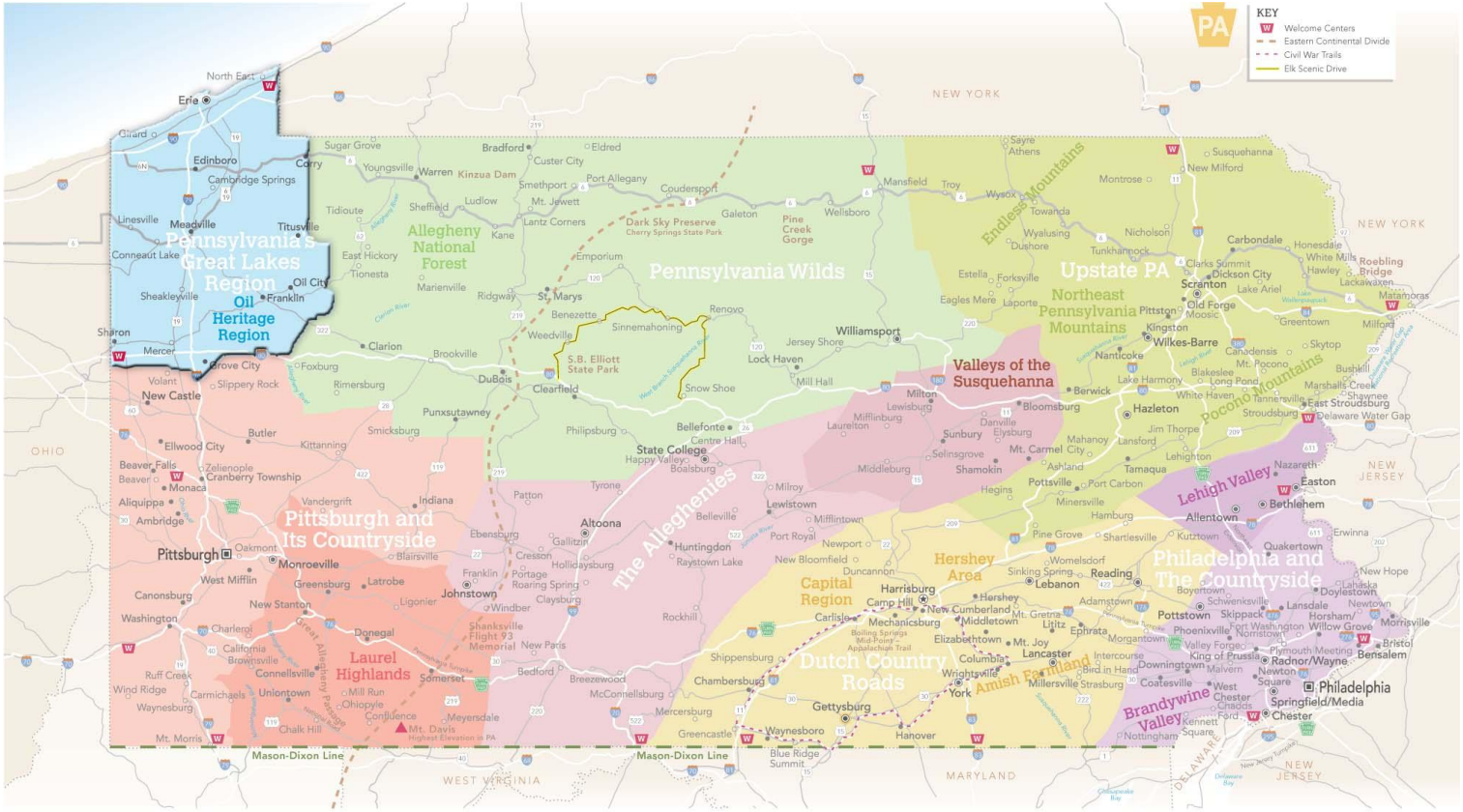
Research Methodology (cont'd)

- The ***Travel USA***® program identified 5,790 survey respondents who visited Pennsylvania on an overnight trip and 4,530 on a day-trip in 2011.
- A follow-up survey was sent to a representative sample of these visitors to augment the information from ***Travel USA***®, providing more in-depth information on visitor spending and visitor activity, as well as strategic data on trip characteristics, planning and booking, and visitor impressions of Pennsylvania's tourism product.
- There were 1,883 total responses for the overnight segment and 990 total responses for the day-trip segment from this return sample.
- Estimates of Pennsylvania's overnight and day-trip volume were based on a number of sources, including ***Travel USA***®, the customized return-to-sample research, and consultations with Tourism Economics.

Research Methodology (cont'd)

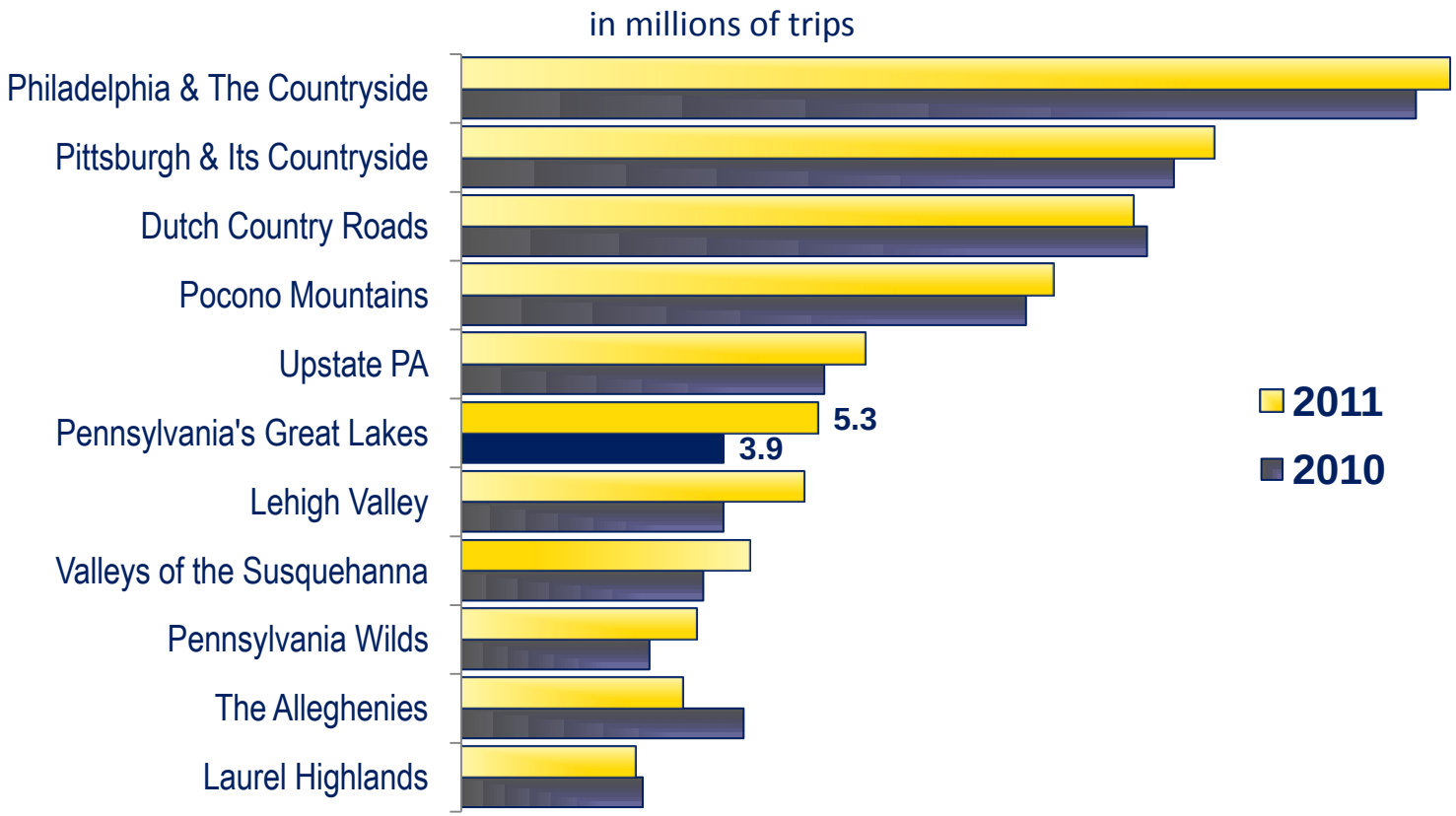
- Estimates of Pennsylvania's overnight and day-trip travel volume are based on a number of sources including Travel USA®, the custom return-to-sample research discussed above, historic data from previous research conducted for the Pennsylvania Tourism Office, and consultations with Tourism Economics, the contractor responsible for Pennsylvania's annual economic impact of travel and tourism estimates.

Pennsylvania's Great Lakes Region



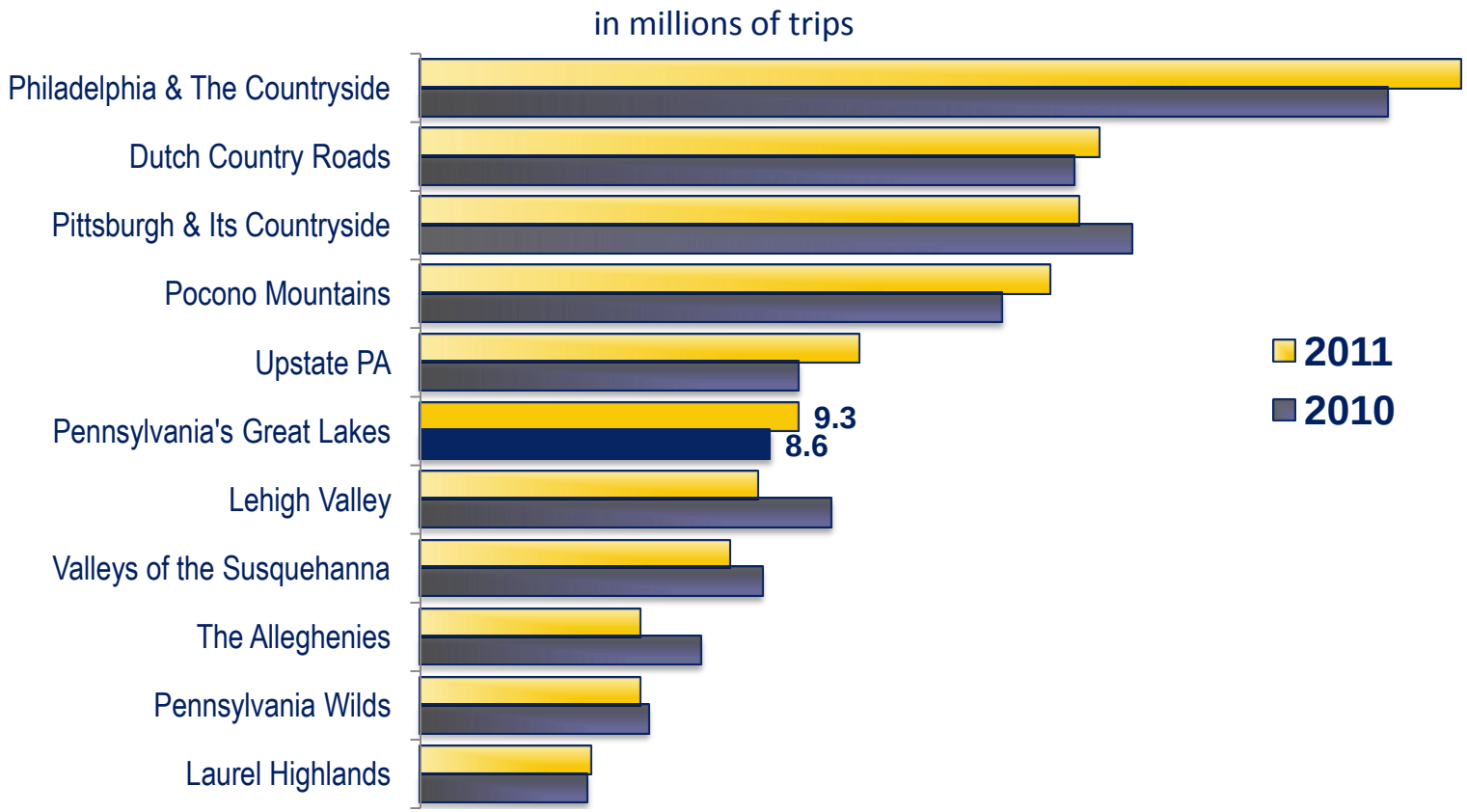
Pennsylvania's Great Lakes Region Visitor Volume

Regions Visited on Overnight Trips*



*Spent time in region
Sum of regions will exceed State total as a number of travelers visited more than one region.

Regions Visited on Day Trips*

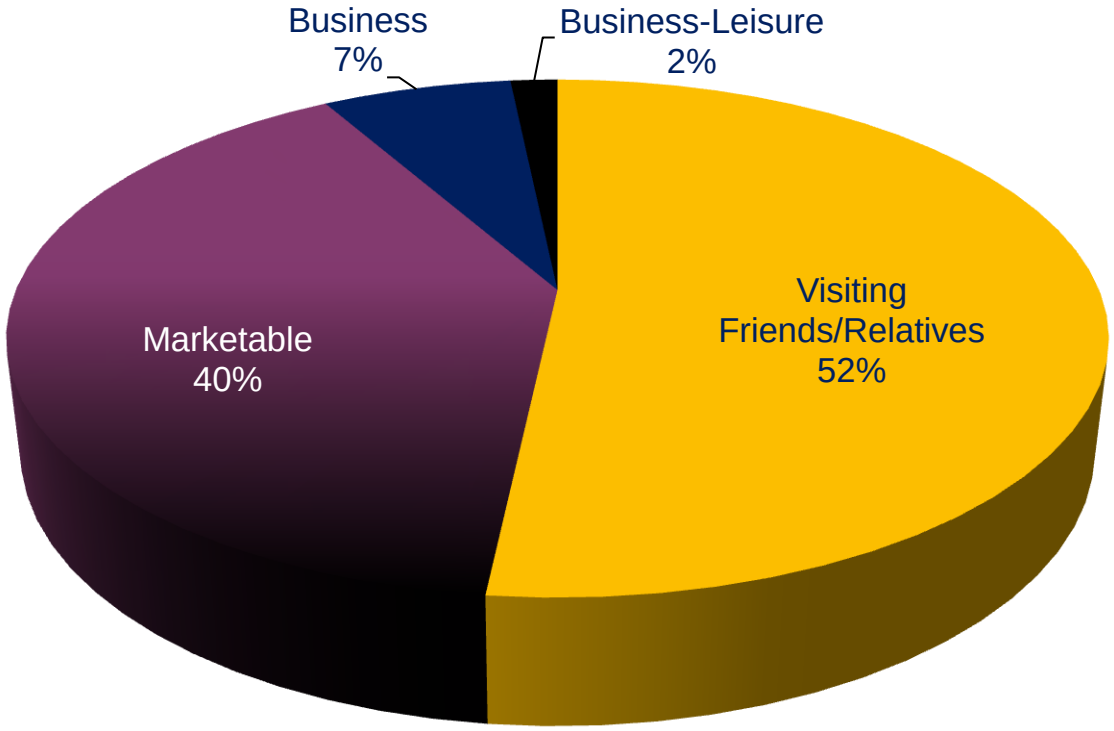


*Spent time in region
Sum of regions will exceed State total as a number of travelers visited more than one region.

Pennsylvania's Great Lakes Region
Main Reason for Trip

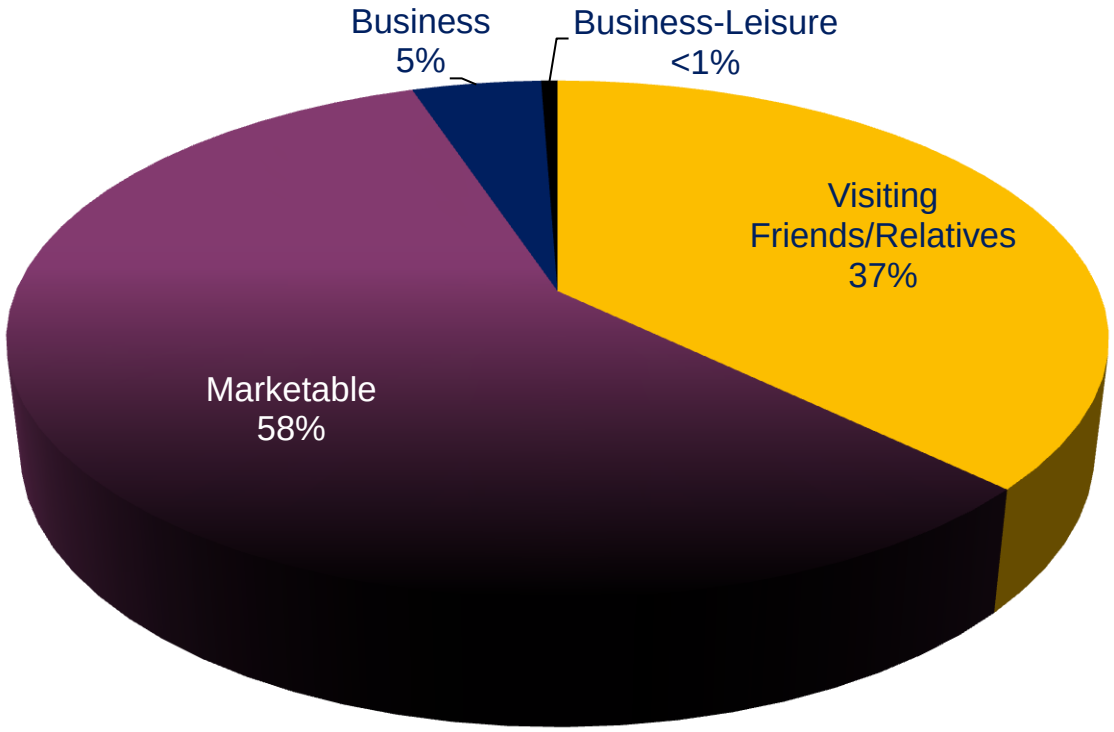
Main Reason for Overnight Trip

Pennsylvania's Great Lakes Region had the fourth highest proportion of overnight travelers visiting the region for marketable (i.e., non-VFR leisure) purposes among the state's eleven tourism regions in 2011.



Main Reason for Day-Trip

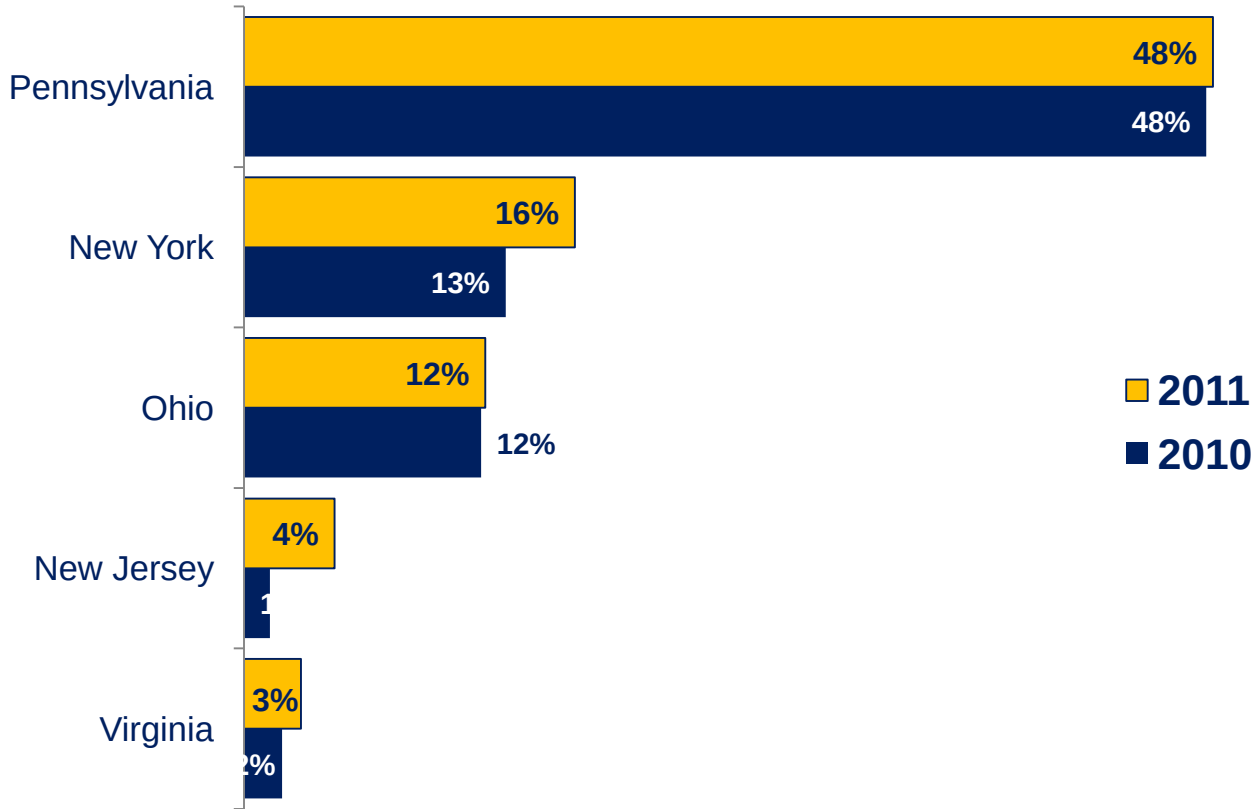
Pennsylvania's Great Lakes Region also had the fourth highest proportion of day-trip travelers visiting the region for marketable (i.e., non-VFR leisure) purposes in 2011.



Pennsylvania's Great Lakes Region Origin Markets – Overnight Leisure

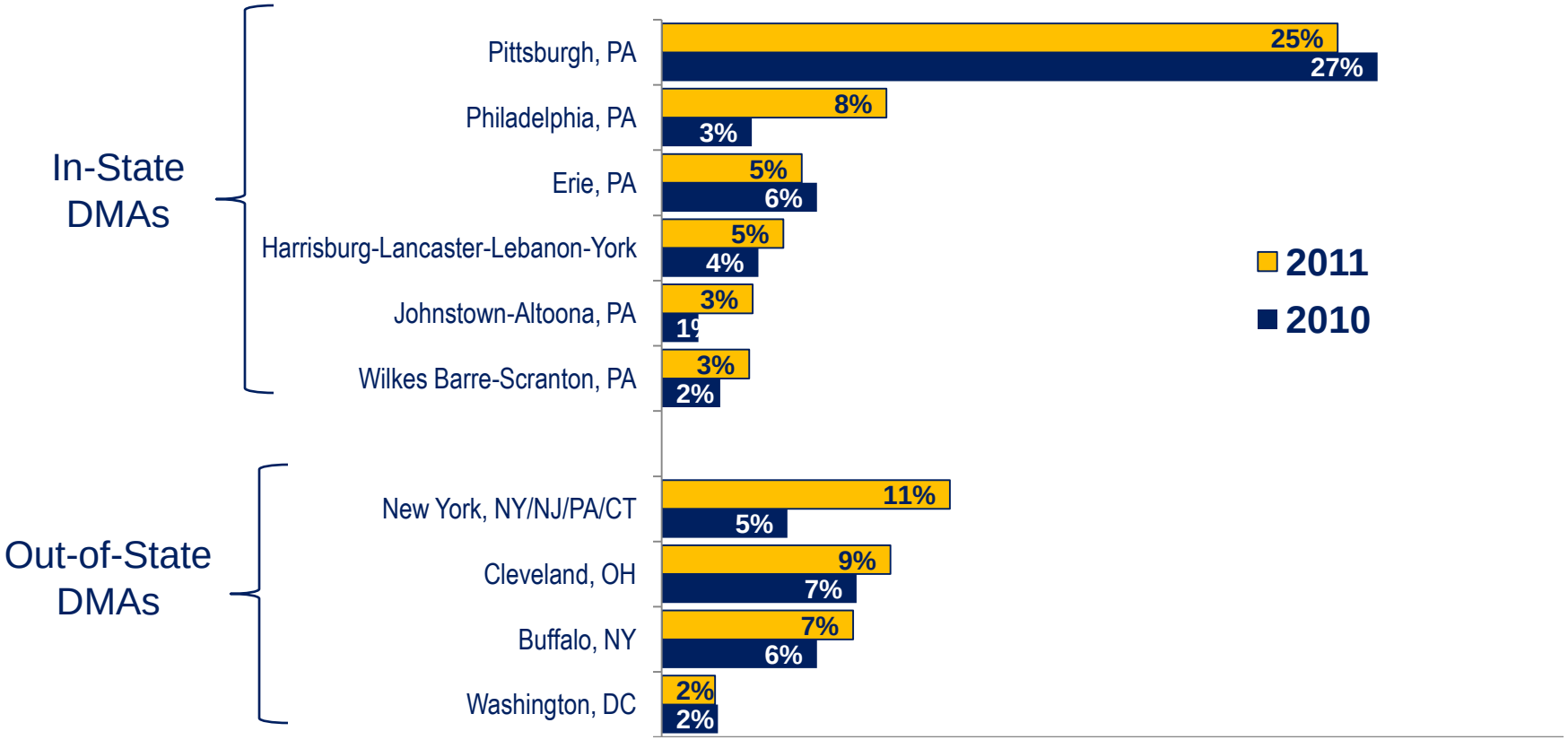
Main Origin States for Overnight Leisure Trips

Base: Total Overnight Leisure Trips



Main Origin Markets for Overnight Leisure Trips

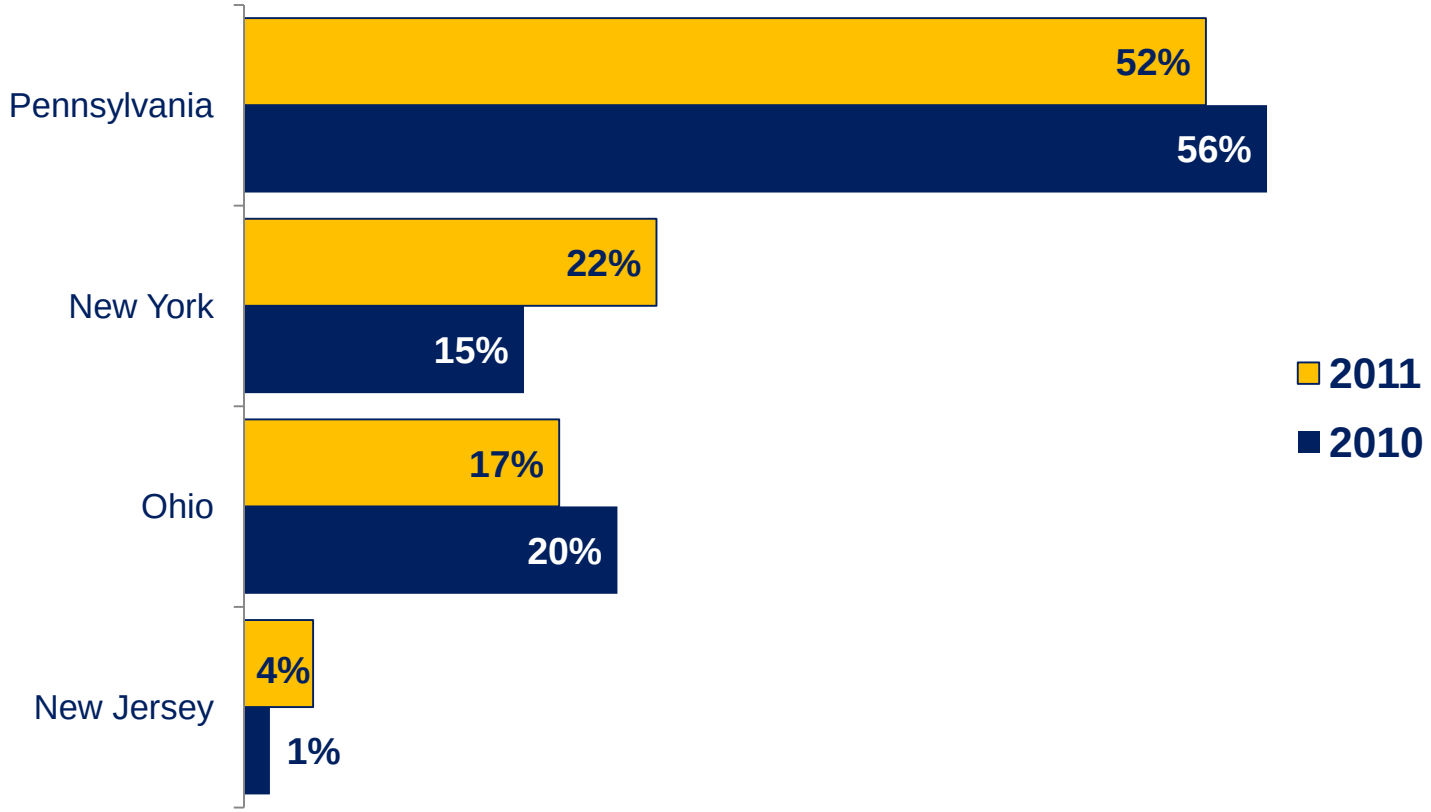
Base: Total Overnight Leisure Trips



Pennsylvania's Great Lakes Region Origin Markets – Leisure Day-Trips

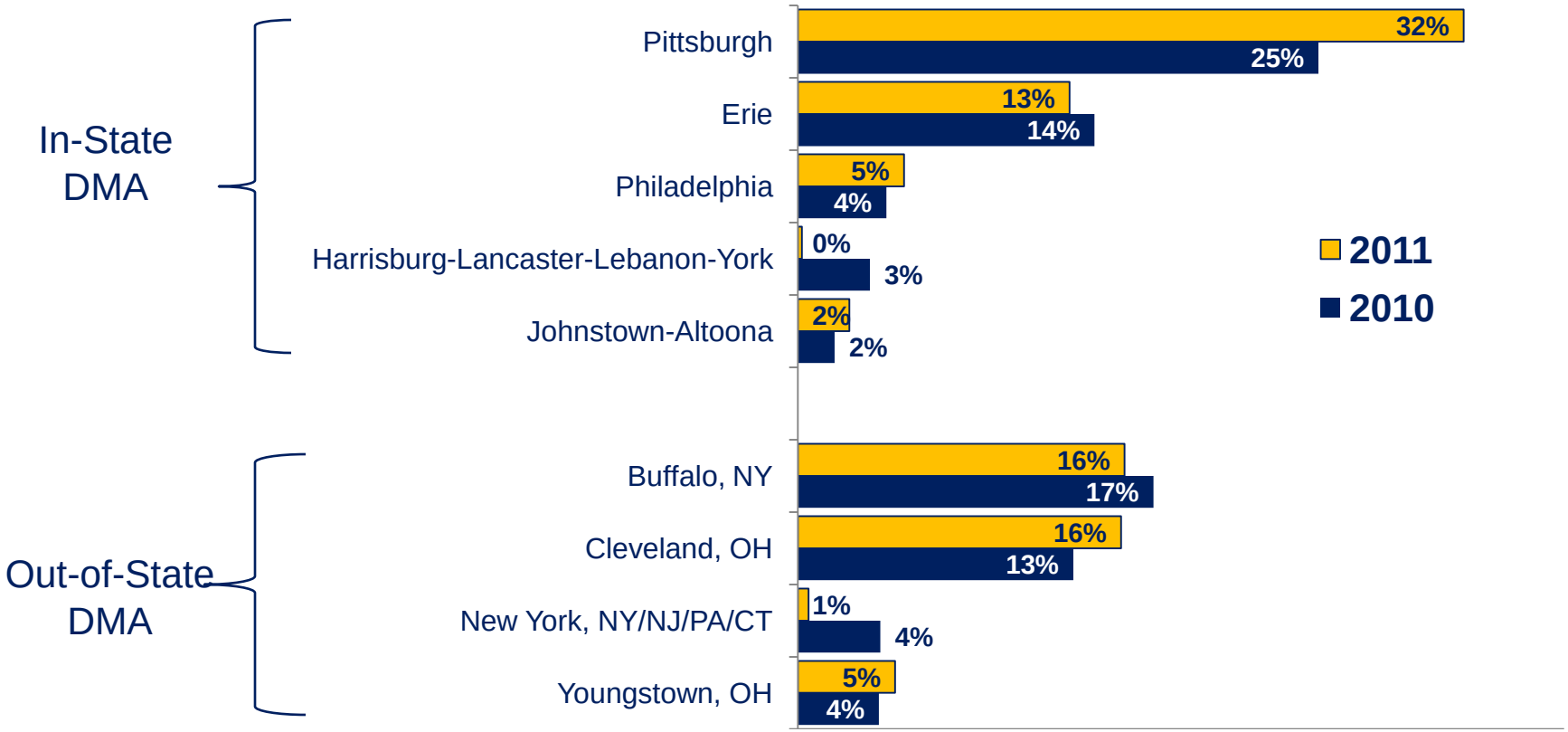
Main Origin States for Leisure Day-Trips

Base: Total Leisure Day-Trips



Main Origin Markets for Leisure Day-Trips

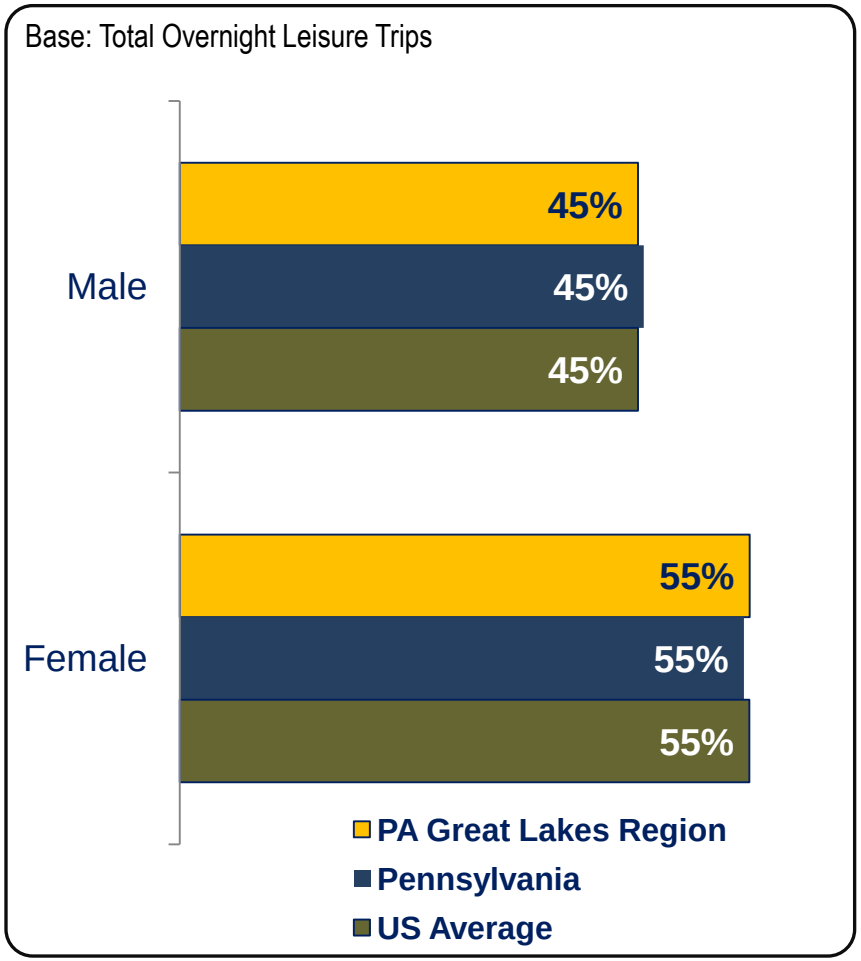
Base: Total Leisure Day-Trips



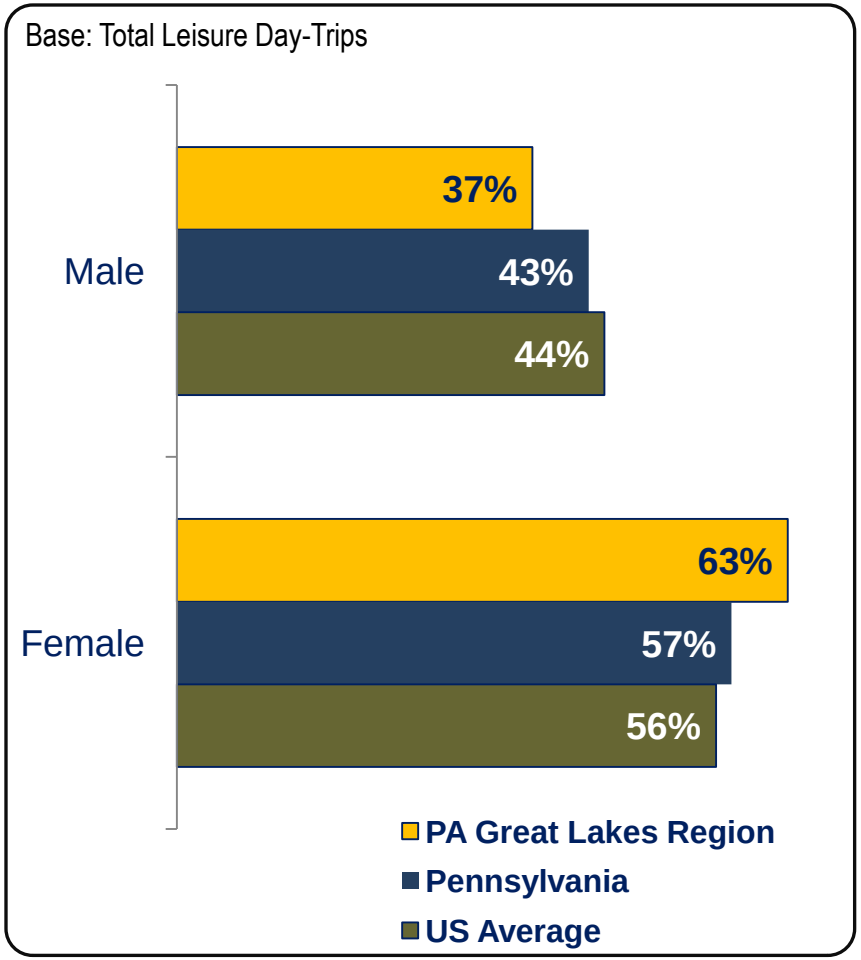
Pennsylvania's Great Lakes Region Traveler Profile

Gender

OVERNIGHT

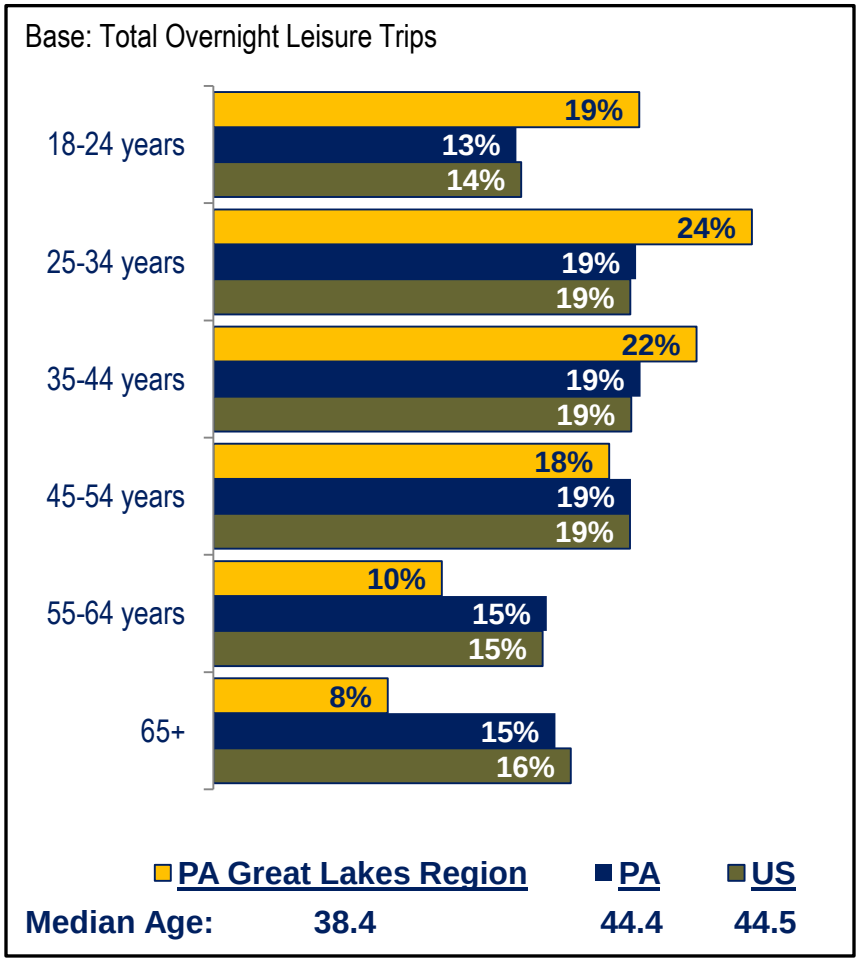


DAY-TRIPS

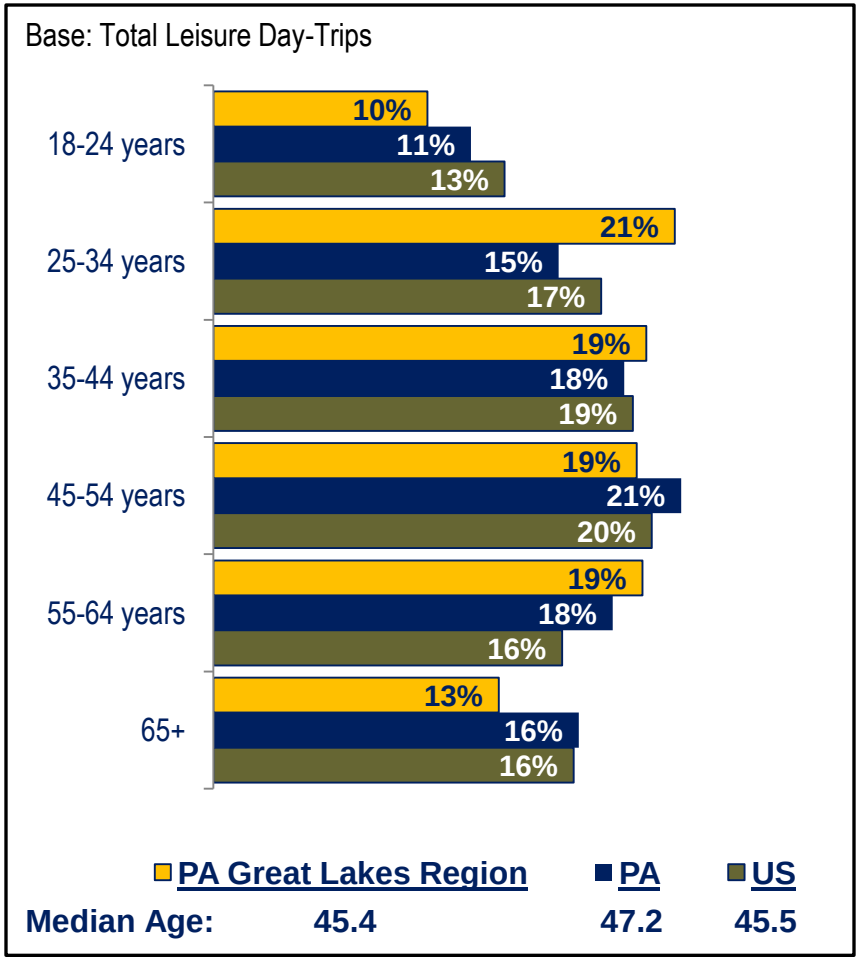


Age

OVERNIGHT

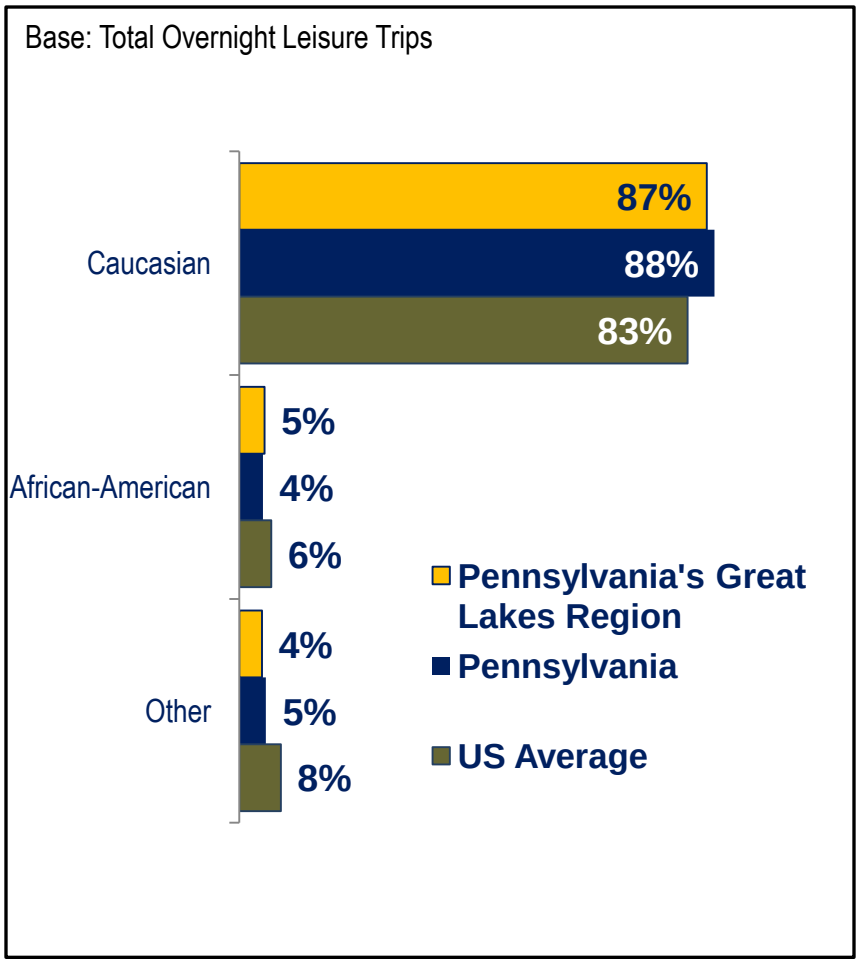


DAY-TRIPS

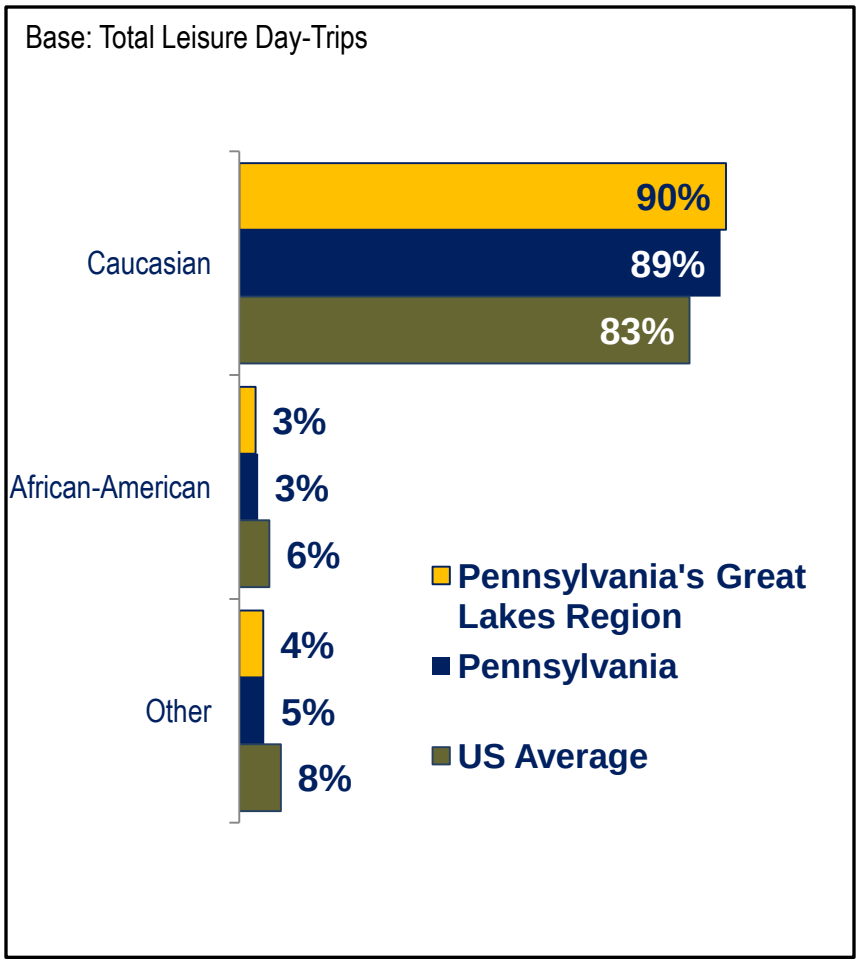


Race

OVERNIGHT

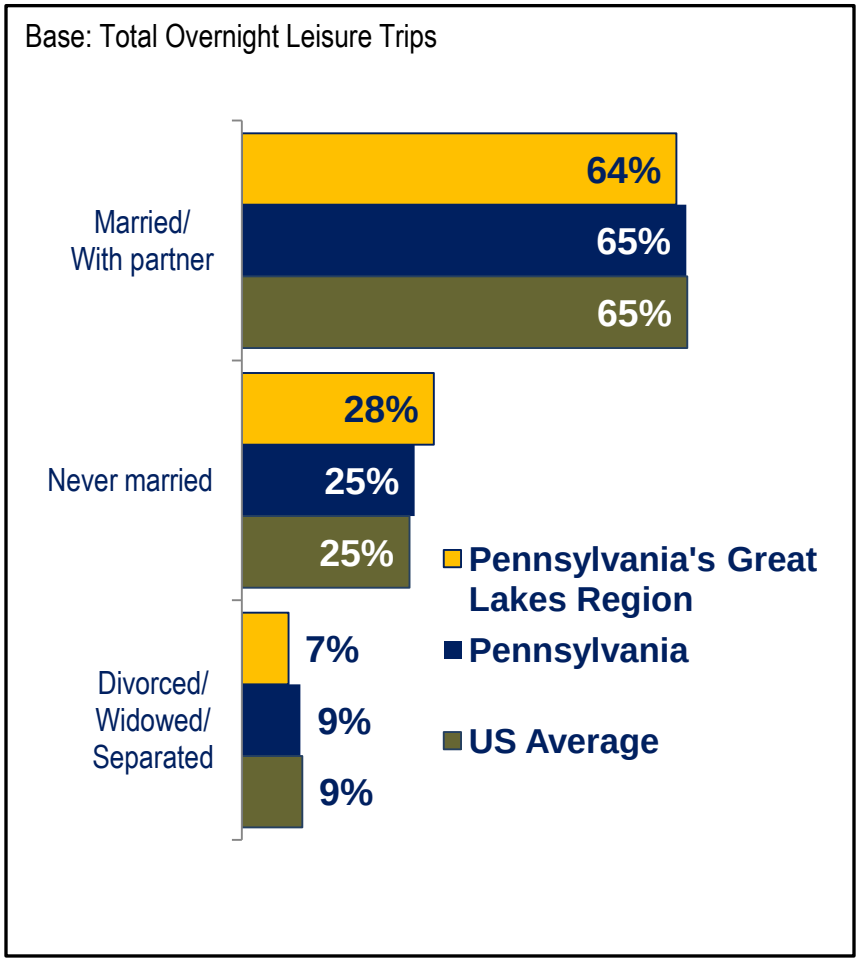


DAY-TRIPS

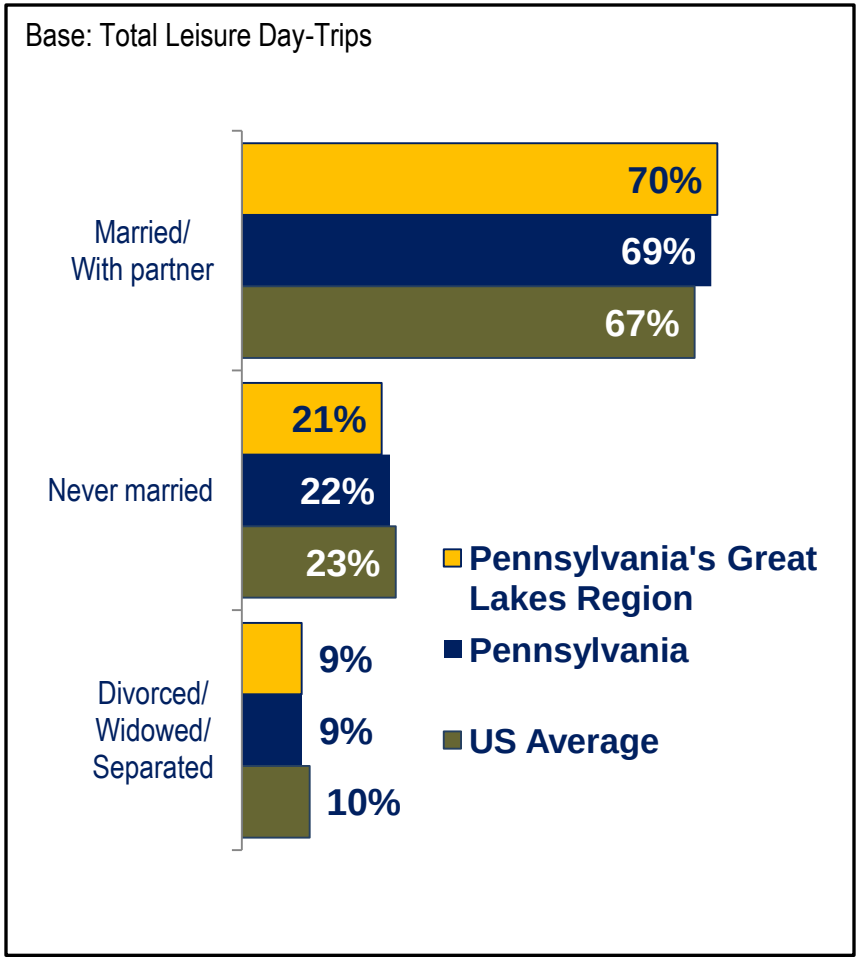


Marital Status

OVERNIGHT

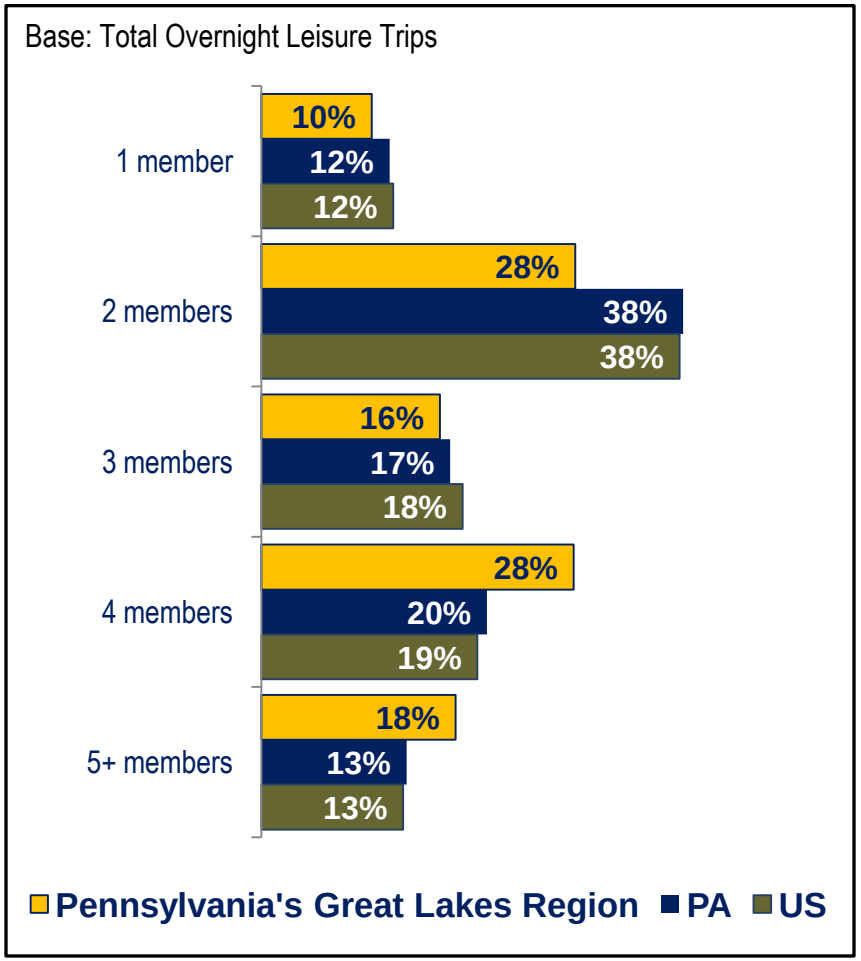


DAY-TRIPS

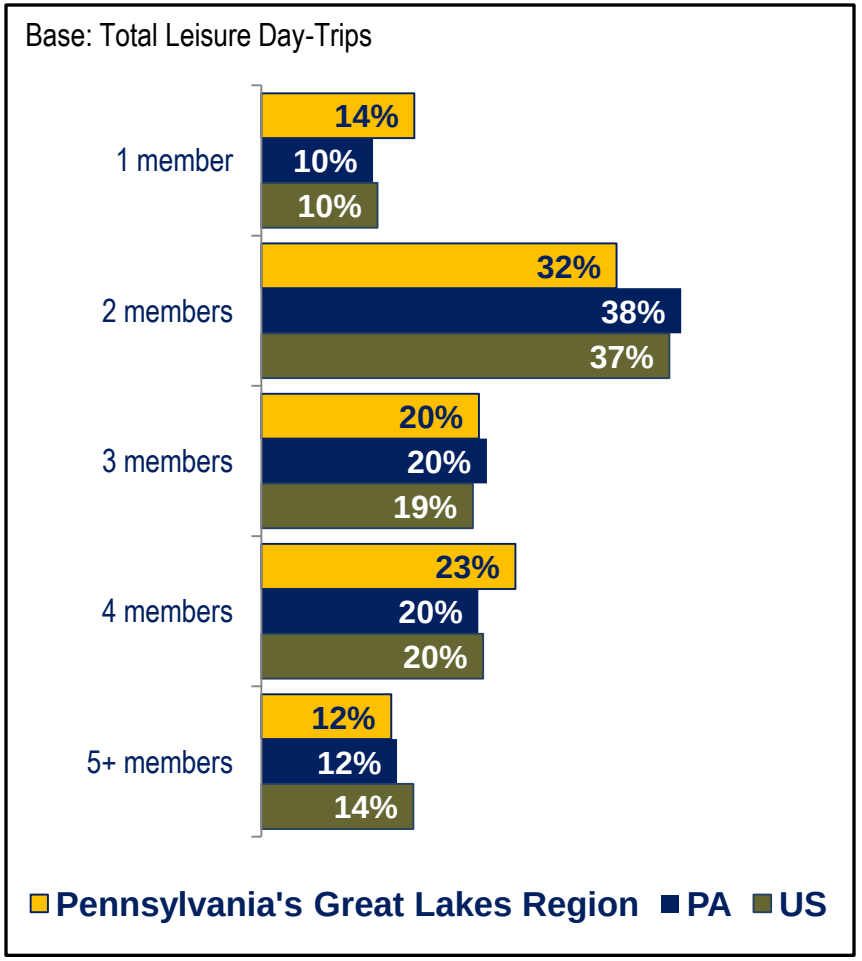


Household Size

OVERNIGHT

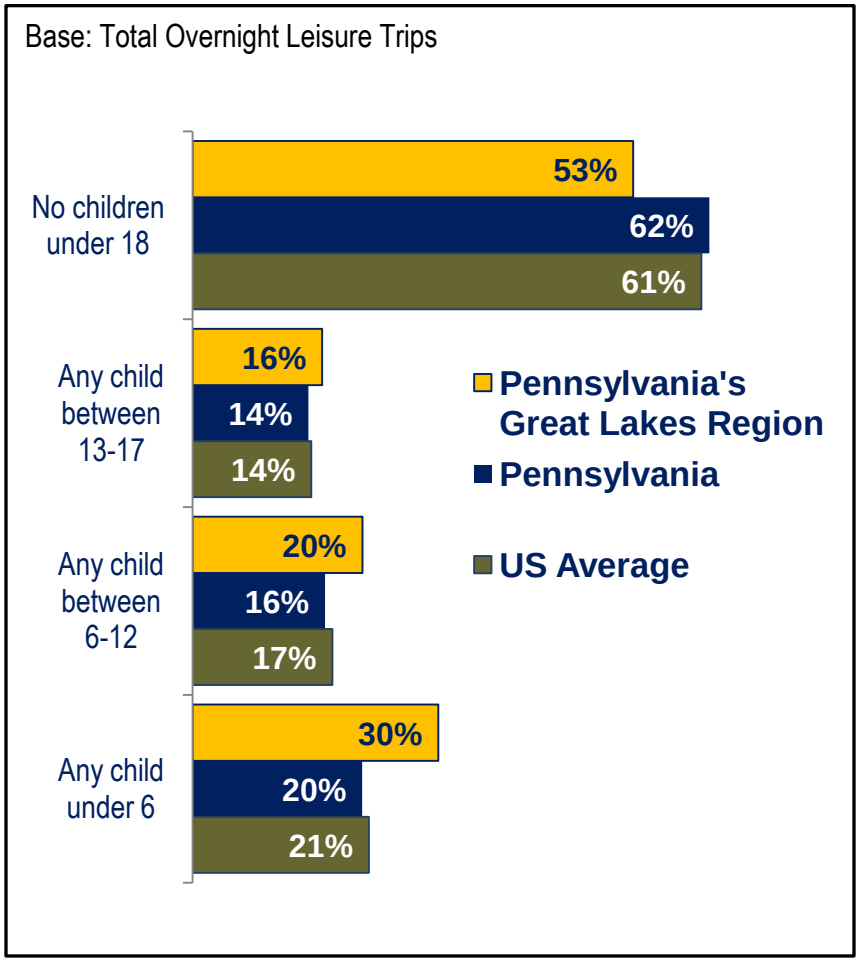


DAY-TRIPS

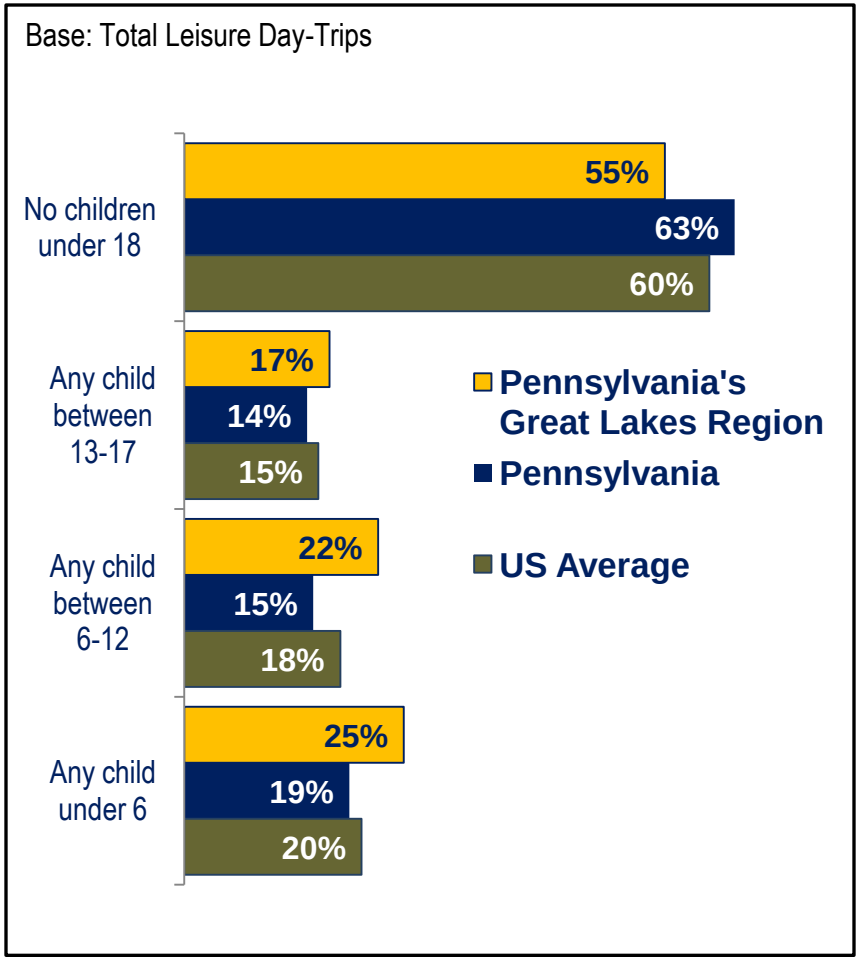


Children in Household

OVERNIGHT



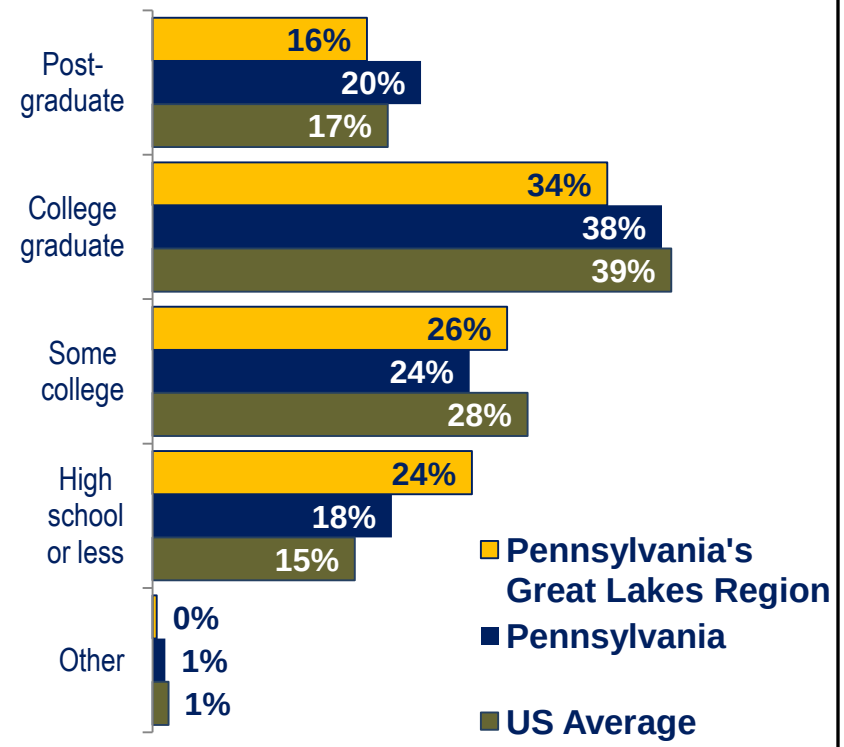
DAY-TRIPS



Education

OVERNIGHT

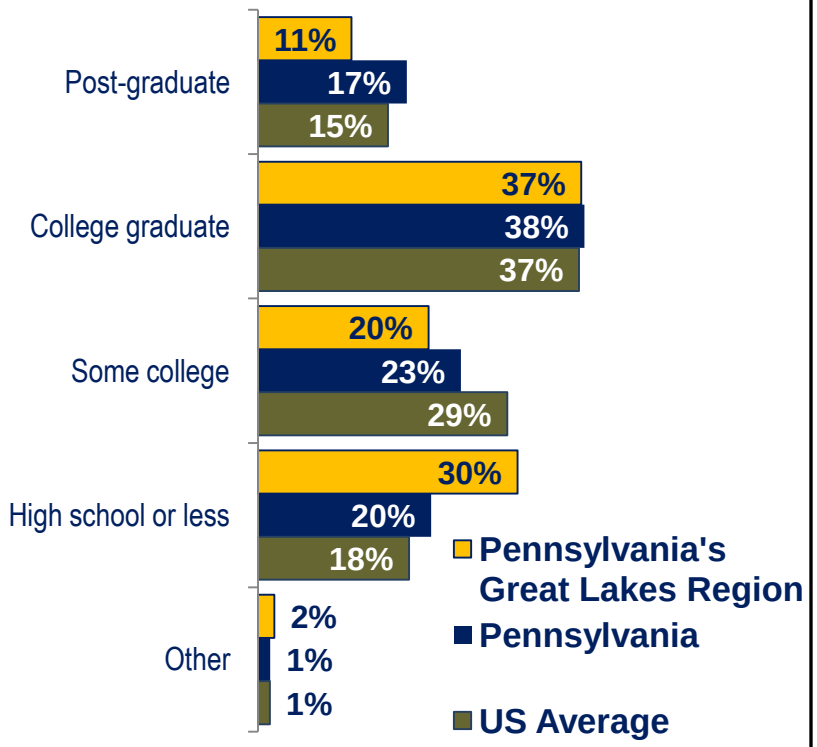
Base: Total Overnight Leisure Trips



College graduate includes both bachelor's and associate's degree holders.

DAY-TRIPS

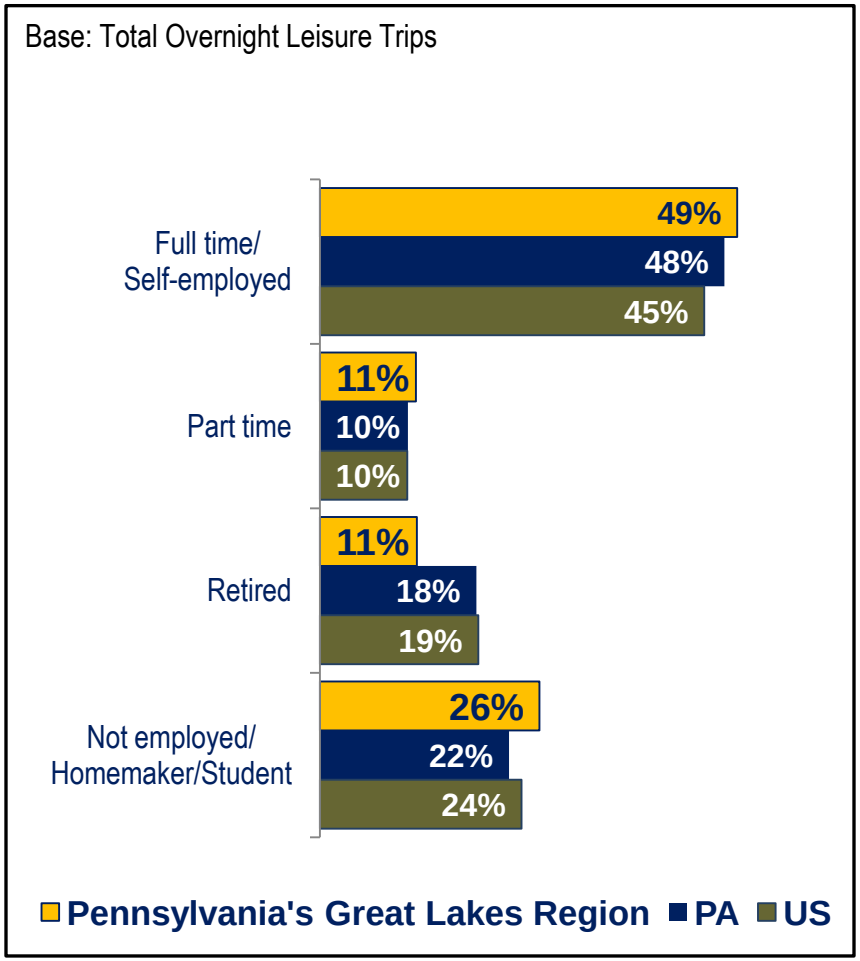
Base: Total Leisure Day-Trips



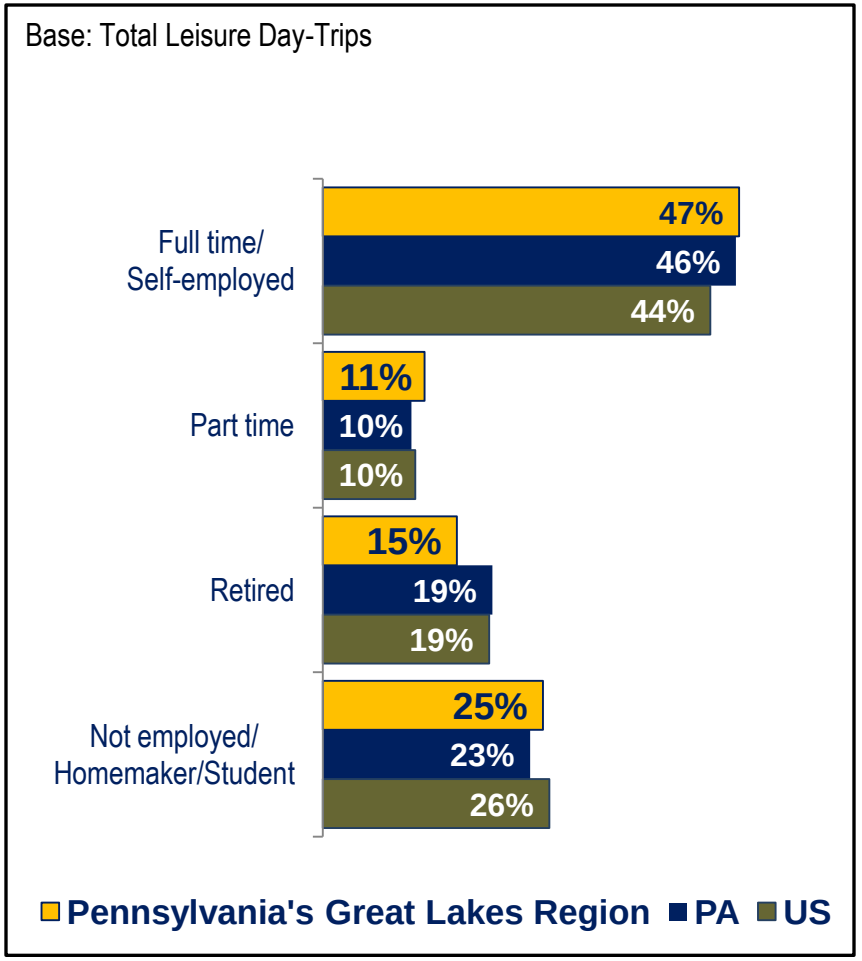
College graduate includes both bachelor's and associate's degree holders.

Employment

OVERNIGHT

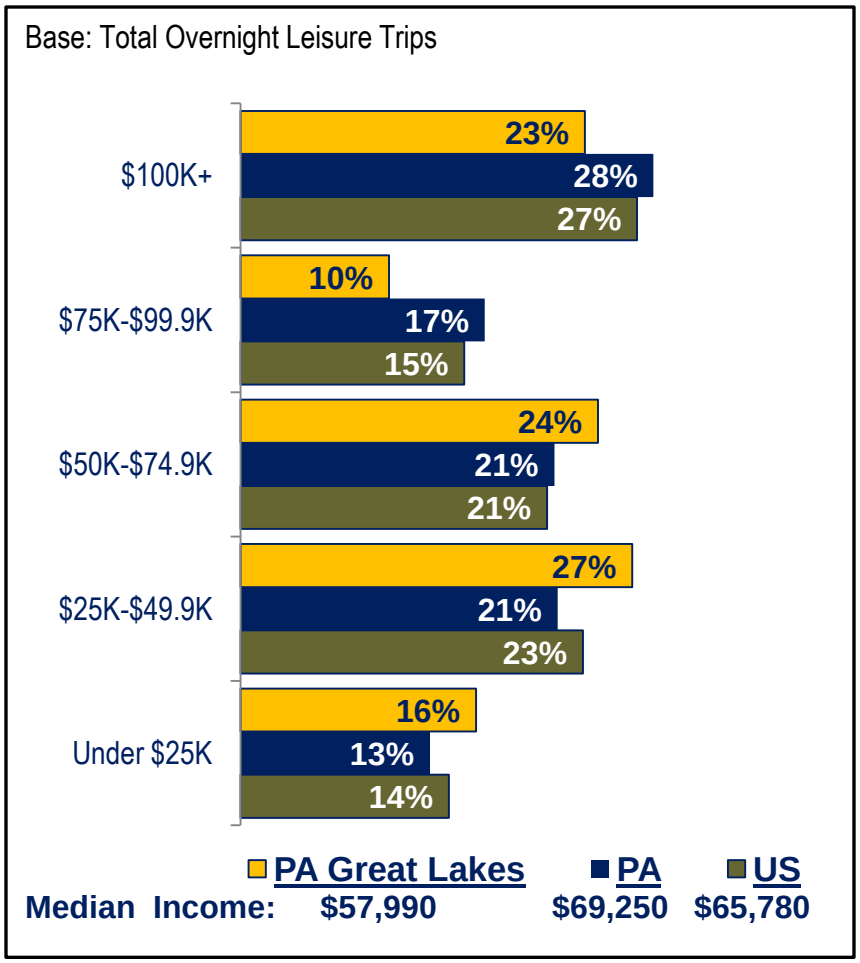


DAY-TRIPS

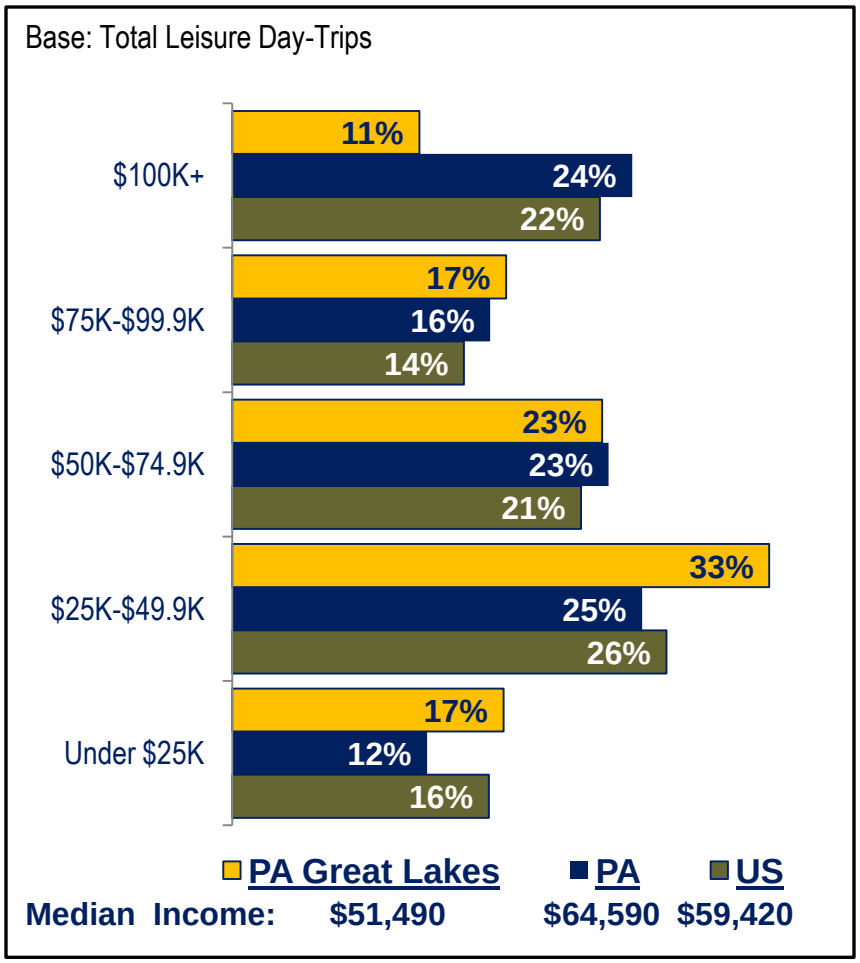


Household Income

OVERNIGHT



DAY-TRIPS

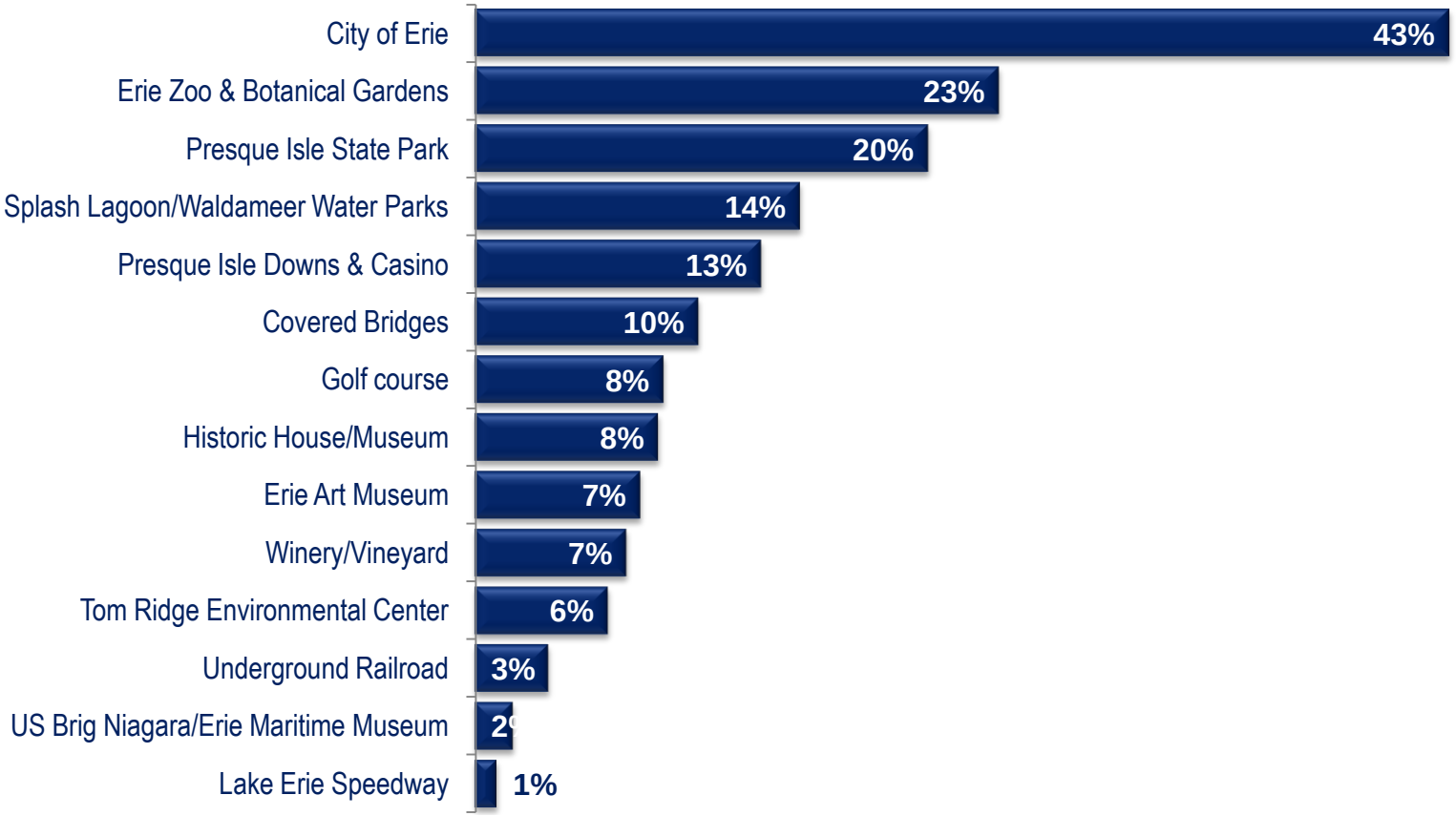


Pennsylvania's Great Lakes Region

Attractions Visited
— Overnight Marketable Trips

Attractions/Events Visited Pennsylvania's Great Lakes Region*

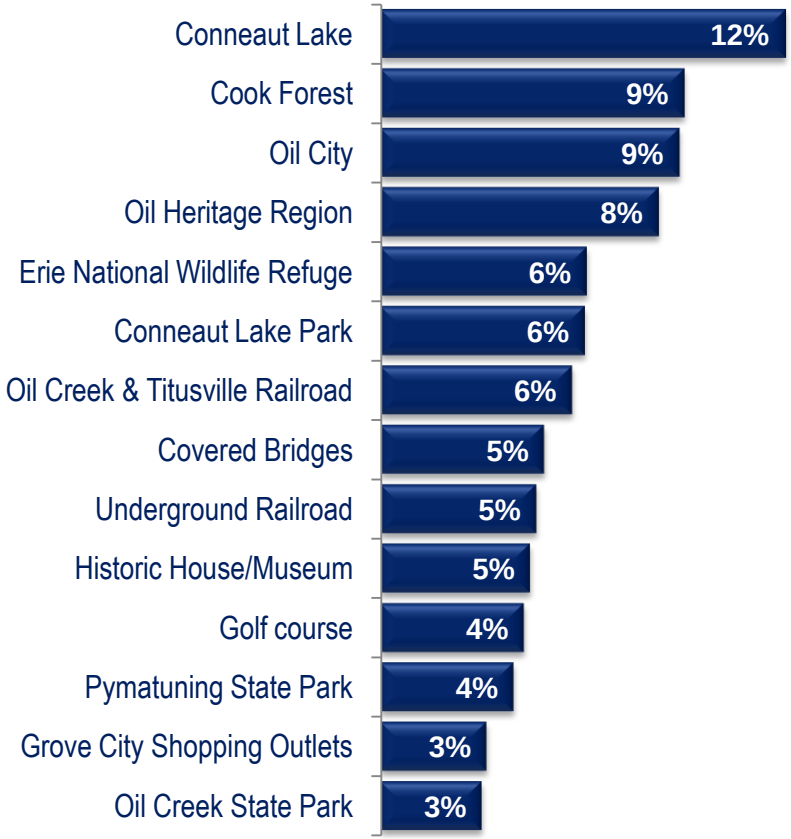
Base: Overnight Marketable Trips



*Erie County

Attractions/Events Visited Pennsylvania's Great Lakes Region*

Base: Overnight Marketable Trips



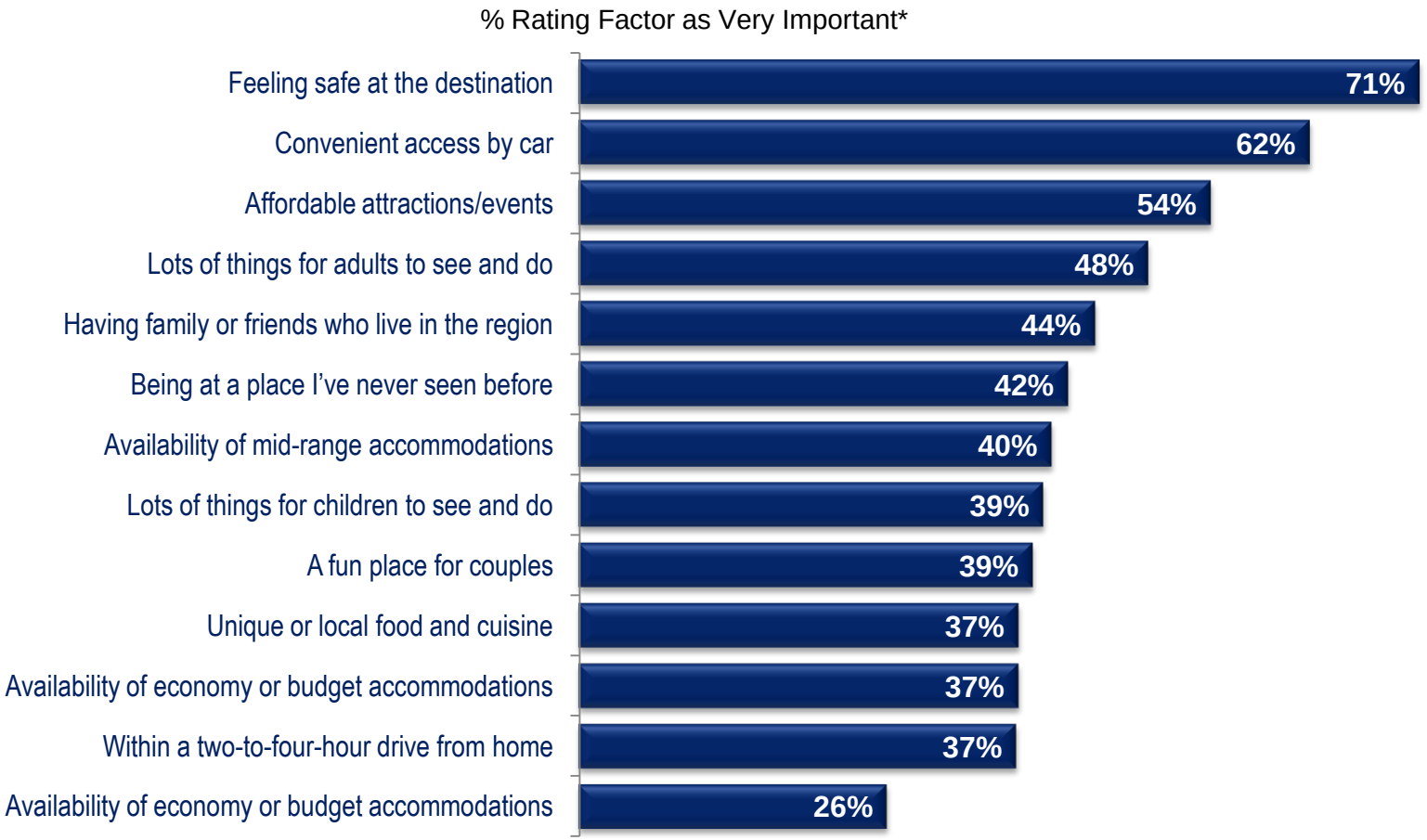
*Remainder of region

Pennsylvania's Great Lakes Region

Importance of Factors
In Choosing to Visit Region

Importance of Factors In Choosing to Visit Pennsylvania's Great Lakes Region

Base: Total Overnight Trips



* Rated 8, 9 or 10 on 10-pt. Importance scale

Importance of Factors In Choosing to Visit Pennsylvania's Great Lakes Region

Base: Total Overnight Trips

* Rated 8, 9 or 10 on 10-pt. Importance scale