2011 ANNUAL TRAVEL PROFILE
Pennsylvania Wilds Region
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.
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.
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 Wilds Region Visitor Volume
Regions Visited on Overnight Trips*

*Spent time in region
Sum or 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 Wilds Region
Main Reason for Trip
The Pennsylvania Wilds region had the third highest proportion of overnight travelers visiting a region for marketable leisure purposes in 2011 among the state’s tourism regions.
Main Reason for Day-Trip

The Pennsylvania Wilds region had the second highest proportion of day-trip travelers visiting a region for strictly business purposes in 2011 among the state’s tourism regions.
Pennsylvania Wilds Region
Origin Markets – Overnight Leisure
Main Origin States for Overnight Leisure Trips

Base: Total Overnight Leisure Trips

Pennsylvania: 57% (2011) 52% (2010)
New York: 9% (2011) 5% (2010)
New Jersey: 8% (2011) 3% (2010)
Ohio: 5% (2011) 11% (2010)
Maryland: 3% (2011) 5% (2010)
Virginia: 5% (2011) 3% (2010)
New Mexico: 2% (2011) 0% (2010)
North Carolina: 2% (2011) 3% (2010)
Main Urban Markets for Overnight Leisure Trips

Base: Total Overnight Leisure Trips

In-State DMAs
- Pittsburgh: 20% (2011), 14% (2010)
- Philadelphia: 18% (2011), 16% (2010)
- Wilkes Barre-Scranton: 8% (2011), 7% (2010)
- Johnstown-Altoona: 3% (2011), 4% (2010)
- Erie: 2% (2011), 4% (2010)

Out-of-State DMAs
- Youngstown, OH: 3% (2011), 4% (2010)
Pennsylvania Wilds Region
Origin Markets – Leisure Day-Trips
Main Origin States for Leisure Day-Trips

Base: Total Leisure Day-Trips

- Pennsylvania: 72% (2011), 82% (2010)
- Ohio: 5% (2011), 1% (2010)
- Maryland: 4% (2011), 2% (2010)
- New Jersey: 4% (2011), 1% (2010)
Main Urban Markets for Leisure Day-Trips

In-State DMAs

- Pittsburgh: 21% (2011), 17% (2010)
- Erie: 8% (2011), 3% (2010)

Out-of-State DMAs

Pennsylvania Wilds Region
Traveler Profile
Gender

OVERNIGHT
Base: Total Overnight Leisure Trips

<table>
<thead>
<tr>
<th></th>
<th>Pennsylvania Wilds</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>40%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>60%</td>
<td>55%</td>
<td>55%</td>
</tr>
</tbody>
</table>

DAY-TRIPS
Base: Total Leisure Day-Trips

<table>
<thead>
<tr>
<th></th>
<th>Pennsylvania Wilds</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46%</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Female</td>
<td>54%</td>
<td>57%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Marital Status

**OVERNIGHT**
Base: Total Overnight Leisure Trips

- **Married/With partner**: 65%
- **Never married**: 29%
- **Divorced/Widowed/Separated**: 6%

**DAY-TRIPS**
Base: Total Leisure Day-Trips

- **Married/With partner**: 66%
- **Never married**: 23%
- **Divorced/Widowed/Separated**: 11%

Breakdown by Pennsylvania Wilds, PA, and US.
Education

OVERNIGHT

Base: Total Overnight Leisure Trips

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Pennsylvania Wilds</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>17%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>College graduate</td>
<td>32%</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Some college</td>
<td>22%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>High school or less</td>
<td>18%</td>
<td>15%</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

DAY-TRIPS

Base: Total Leisure Day-Trips

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Pennsylvania Wilds</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-graduate</td>
<td>7%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>College graduate</td>
<td>41%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>Some college</td>
<td>25%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>High school or less</td>
<td>24%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

College graduate includes both bachelor’s and associate’s degree holders.
Employment

OVERNIGHT

Base: Total Overnight Leisure Trips

- Full time/Self-employed: Pennsylvania Wilds 39%, Pennsylvania 48%, US Average 45%
- Part time: Pennsylvania Wilds 15%, Pennsylvania 10%, US Average 10%
- Retired: Pennsylvania Wilds 16%, Pennsylvania 18%, US Average 19%
- Not employed/Student/Homemaker: Pennsylvania Wilds 30%, Pennsylvania 22%, US Average 24%

DAY-TRIPS

Base: Total Leisure Day-Trips

- Full time/Self-employed: Pennsylvania Wilds 44%, Pennsylvania 46%, US Average 44%
- Part time: Pennsylvania Wilds 10%, Pennsylvania 10%, US Average 10%
- Retired: Pennsylvania Wilds 23%, Pennsylvania 19%, US Average 19%
- Not employed/Student/Homemaker: Pennsylvania Wilds 23%, Pennsylvania 23%, US Average 26%
# Income

## Overnight

**Base:** Total Overnight Leisure Trips

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Pennsylvania Wilds</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100K+</td>
<td>12%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>$75K-$99.9K</td>
<td>14%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>$50K-$74.9K</td>
<td>25%</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>$25K-$49.9K</td>
<td>21%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Under $25K</td>
<td>13%</td>
<td>14%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Median:**

- Pennsylvania Wilds: $50,790
- PA: $69,250
- US: $65,780

## Day-Trips

**Base:** Total Leisure Day-Trips

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Pennsylvania Wilds</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100K+</td>
<td>18%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>$75K-$99.9K</td>
<td>14%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>$50K-$74.9K</td>
<td>22%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>$25K-$49.9K</td>
<td>25%</td>
<td>26%</td>
<td>31%</td>
</tr>
<tr>
<td>Under $25K</td>
<td>14%</td>
<td>12%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Median:**

- Pennsylvania Wilds: $55,850
- PA: $64,590
- US: $59,420
Pennsylvania Wilds Region

Attractions Visited — Overnight Marketable Trips
Attractions/Events Visited Pennsylvania Wilds Region*

Base: Total Overnight Trips

- Little Pine State Park: 15%
- Millionaires' Row (Historic Homes): 9%
- Historic House/Museum: 9%
- Little League World Series & Related Events: 6%
- Golf course: 6%
- Winery/Vineyard: 4%
- Peter J. McGovern Little League Museum: 3%
- Piper Aviation Museum: 3%
- Underground Railroad: 2%

*Williamsport/Lycoming County
Attractions/Events Visited
Pennsylvania Wilds Region*

Base: Total Overnight Trips

- Allegheny National Forest: 13%
- Cook Forest State Park: 12%
- Clarion River: 11%
- Pennsylvania’s Elk Herd/Elk State Park: 10%
- Kettle Creek State Park: 9%
- Pennsylvania Lumber Museum: 9%
- Pine Creek Gorge/Pennsylvania Grand Canyon: 7%
- Tionesta/Tionesta Lake: 6%
- Penn Brad Oil Museum: 5%
- Punxsutawney/Groundhog Phil: 4%
- Zippo/Case Museum: 4%
- Red Hill Fish Fossil Site: 4%
- Kinzua State Park/Kinzua Bridge/Kinzua Dam: 3%
- The Woolrich Store & Outlet: 3%
- Historic Curtin Village/Eagle Ironworks: 3%
- Winery/Vineyard: 2%
- Golf Course: 2%
- Cherry Springs/Dark Sky Preserve: 1%

*Remainder of region
Pennsylvania Wilds Region

Importance of Factors In Choosing to Visit the Region
## Importance of Factors In Choosing to Visit Pennsylvania Wilds Region

Base: Total Overnight Trips

<table>
<thead>
<tr>
<th>Factor</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feeling safe at the destination</td>
<td>62%</td>
<td>63%</td>
</tr>
<tr>
<td>Convenient access by car</td>
<td>50%</td>
<td>59%</td>
</tr>
<tr>
<td>Having family or friends who live in PWWR</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>Affordable attractions/events</td>
<td>39%</td>
<td>46%</td>
</tr>
<tr>
<td>Within a two-to-four-hour drive from home</td>
<td>38%</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of economy or budget</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Availability of mid-range</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Within a two-hour drive from home</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Lots of historic things to see or visit</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>Being at a place I’ve never seen</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Lots of things for children to see</td>
<td>26%</td>
<td>35%</td>
</tr>
<tr>
<td>Lots of things for adults to see and do</td>
<td>25%</td>
<td>39%</td>
</tr>
</tbody>
</table>

* Rated 8, 9 or 10 on 10-pt. Importance scale
Importance of Factors In Choosing to Visit Pennsylvania Wilds Region (cont’d)

<table>
<thead>
<tr>
<th>Factor</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>A great rural/agricultural area</td>
<td>22%</td>
<td>37%</td>
</tr>
<tr>
<td>Availability of camping or RV facilities</td>
<td>22%</td>
<td>32%</td>
</tr>
<tr>
<td>A fun place for couples</td>
<td>20%</td>
<td>36%</td>
</tr>
<tr>
<td>A fun city environment</td>
<td>20%</td>
<td>32%</td>
</tr>
<tr>
<td>Lots of cultural things to see or experience</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>Lots of information about the destination on the Internet</td>
<td>16%</td>
<td>30%</td>
</tr>
<tr>
<td>Great opportunities for nature/eco-travel</td>
<td>14%</td>
<td>23%</td>
</tr>
<tr>
<td>Availability of luxury accommodations</td>
<td>13%</td>
<td>31%</td>
</tr>
<tr>
<td>Great shopping</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Focus on “green travel”</td>
<td>13%</td>
<td>28%</td>
</tr>
<tr>
<td>Different or unique local artwork/craftwork</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Unique or local food and cuisine</td>
<td>10%</td>
<td>38%</td>
</tr>
</tbody>
</table>

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