2011 ANNUAL TRAVEL PROFILE
Philadelphia & The Countryside 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.
Philadelphia & The Countryside 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.
Philadelphia & The Countryside
Main Reason for Trip
The Philadelphia & The Countryside region had the highest proportion of overnight travelers visiting the region for business purposes in 2011.
The Philadelphia & The Countryside region had the third highest proportion of day-travelers visiting the region to visit friends/relatives in 2011.
Philadelphia & The Countryside
Main Origin Markets – Marketable Overnight Leisure Trips
Main Origin States for Marketable Overnight Leisure Trips

Base: Total Marketable Overnight Leisure Trips

- Pennsylvania: 37% (2011) vs. 33% (2010)
- New York: 16% (2011) vs. 15% (2010)
- New Jersey: 14% (2011) vs. 13% (2010)
- Maryland: 7% (2011) vs. 6% (2010)
- Delaware: 3% (2011) vs. 4% (2010)
- Virginia: 3% (2011) vs. 6% (2010)
- Ohio: 2% (2011) vs. 2% (2010)
- Connecticut: 2% (2011) vs. 2% (2010)
- Massachusetts: 2% (2011) vs. 2% (2010)
Main Urban Markets for Marketable Overnight Leisure Trips

Base: Total Marketable Overnight Leisure Trips

In-State DMAs
- Philadelphia
- Pittsburgh
- Harrisburg-Lancaster-Lebanon-York
- Wilkes Barre-Scranton
- Johnstown-Altoona

Out-of-State DMAs
- New York, NY/NJ/PA/CT
- Washington, DC
- Baltimore, MD
- Hartford & New Haven, CT
- Boston, MA

2011
- Philadelphia: 27%
- Pittsburgh: 3%
- Harrisburg-Lancaster-Lebanon-York: 5%
- Wilkes Barre-Scranton: 5%
- Johnstown-Altoona: 1%
- New York, NY/NJ/PA/CT: 23%
- Washington, DC: 6%
- Baltimore, MD: 4%
- Hartford & New Haven, CT: 2%
- Boston, MA: 2%

2010
- Philadelphia: 22%
- Pittsburgh: 5%
- Harrisburg-Lancaster-Lebanon-York: 4%
- Wilkes Barre-Scranton: 9%
- Johnstown-Altoona: 4%
- New York, NY/NJ/PA/CT: 22%
- Washington, DC: 6%
- Baltimore, MD: 4%
- Hartford & New Haven, CT: 2%
- Boston, MA: 2%
Philadelphia & The Countryside
Main Origin Markets – Marketable Leisure Day-Trips
Main Origin States for Marketable Leisure Day-Trips

Base: Total Marketable Leisure Day-Trips

- Maryland: 8% (2011), 5% (2010)
Main Urban Markets for Day-Trips

Base: Total Marketable Leisure Day-Trips

**In-State DMAs**
- Philadelphia
  - 2011: 50%
  - 2010: 57%
- Wilkes Barre-Scranton
  - 2011: 7%
  - 2010: 6%
- Harrisburg-Lancaster-Lebanon-York
  - 2011: 6%
  - 2010: 8%
- Pittsburgh
  - 2011: 1%
  - 2010: 2%

**Out-of-State DMAs**
- New York, NY/NJ/PA/CT
  - 2011: 22%
  - 2010: 17%
- Baltimore, MD
  - 2011: 5%
  - 2010: 3%
- Washington, DC
  - 2011: 3%
  - 2010: 3%
Philadelphia & The Countryside
Traveler Profile
### OVERNIGHT

**Base:** Total Marketable Overnight Trips

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Philadelphia Region</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>11%</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>22%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>21%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>22%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>14%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
<td>16%</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Median Age: 39.3, 44.9, 44.9*

### DAY-TRIPS

**Base:** Total Marketable Day-Trips

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Philadelphia Region</th>
<th>PA</th>
<th>US</th>
</tr>
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<tbody>
<tr>
<td>18-24 years</td>
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</tr>
<tr>
<td>65+</td>
<td>16%</td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Median Age: 42.9, 47.4, 45.6*
Race

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- White: 83% (91% Philadelphia & The Countryside, 87% Pennsylvania, 8% US Average)
- African-American: 14% (5% Philadelphia & The Countryside, 5% Pennsylvania, 3% US Average)
- Other: 3% (4% Philadelphia & The Countryside, 4% Pennsylvania, 8% US Average)

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- White: 88% (93% Philadelphia & The Countryside, 87% Pennsylvania, 6% US Average)
- African-American: 6% (3% Philadelphia & The Countryside, 5% Pennsylvania, 4% US Average)
- Other: 4% (4% Philadelphia & The Countryside, 4% Pennsylvania, 8% US Average)
Children in Household

**OVERNIGHT**

<table>
<thead>
<tr>
<th>Category</th>
<th>Philadelphia &amp; The Countryside</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children under 18</td>
<td>57%</td>
<td>56%</td>
<td>59%</td>
</tr>
<tr>
<td>Any child between 13-17</td>
<td>19%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Any child between 6-12</td>
<td>16%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Any child under 6</td>
<td>20%</td>
<td>22%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Base: Total Marketable Overnight Trips

**DAY-TRIPS**

<table>
<thead>
<tr>
<th>Category</th>
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<th>Pennsylvania</th>
<th>US Average</th>
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<td>15%</td>
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<tr>
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<td>13%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Any child under 6</td>
<td>17%</td>
<td>19%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Base: Total Marketable Day-Trips
**Education**

**OVERTNIGHT**

Base: Total Marketable Overnight Trips

- **Post-graduate**: Philadelphia & The Countryside - 17%, Pennsylvania - 18%, US Average - 18%
- **College graduate**: Philadelphia & The Countryside - 34%, Pennsylvania - 39%, US Average - 40%
- **Some college**: Philadelphia & The Countryside - 21%, Pennsylvania - 24%, US Average - 26%
- **High school or less**: Philadelphia & The Countryside - 15%, Pennsylvania - 19%, US Average - 15%
- **Other**: Philadelphia & The Countryside - 0%, Pennsylvania - 1%, US Average - 1%

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

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- **Post-graduate**: Philadelphia & The Countryside - 23%, Pennsylvania - 17%, US Average - 15%
- **College graduate**: Philadelphia & The Countryside - 42%, Pennsylvania - 37%, US Average - 37%
- **Some college**: Philadelphia & The Countryside - 23%, Pennsylvania - 24%, US Average - 29%
- **High school or less**: Philadelphia & The Countryside - 12%, Pennsylvania - 20%, US Average - 17%
- **Other**: Philadelphia & The Countryside - 0%, Pennsylvania - 1%, US Average - 1%

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

**OVERNIGHT**

- Full time/self-employed: 46% (Philadelphia & The Countryside) / 52% (US)
- Part time: 14% (Philadelphia & The Countryside) / 11% (US)
- Retired: 11% (Philadelphia & The Countryside) / 17% (US)
- Not employed/Student/Homemaker: 28% (Philadelphia & The Countryside) / 21% (US)

**DAY-TRIPS**

- Full time/self-employed: 56% (Philadelphia & The Countryside) / 48% (US)
- Part time: 7% (Philadelphia & The Countryside) / 10% (US)
- Retired: 13% (Philadelphia & The Countryside) / 19% (US)
- Not employed/Student/Homemaker: 23% (Philadelphia & The Countryside) / 24% (US)
Income

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- **$100K+**
  - Philadelphia Region: 36%
  - PA: 31%
  - US: 31%

- **$75K-$99.9K**
  - Philadelphia Region: 12%
  - PA: 16%
  - US: 16%

- **$50K-$74.9K**
  - Philadelphia Region: 16%
  - PA: 21%
  - US: 21%

- **$25K-$49.9K**
  - Philadelphia Region: 25%
  - PA: 22%
  - US: 21%

- **Under $25K**
  - Philadelphia Region: 11%
  - PA: 10%
  - US: 11%

**Median:**
- Philadelphia Region: $73,220
- PA: $72,710
- US: $71,670

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- **$100K+**
  - Philadelphia Region: 37%
  - PA: 26%
  - US: 24%

- **$75K-$99.9K**
  - Philadelphia Region: 19%
  - PA: 15%
  - US: 15%

- **$50K-$74.9K**
  - Philadelphia Region: 17%
  - PA: 25%
  - US: 22%

- **$25K-$49.9K**
  - Philadelphia Region: 24%
  - PA: 21%
  - US: 26%

- **Under $25K**
  - Philadelphia Region: 7%
  - PA: 11%
  - US: 14%

**Median:**
- Philadelphia Region: $82,550
- PA: $66,860
- US: $61,660
Philadelphia & The Countryside

Attractions Visited — Overnight Marketable Trips
Attractions/Events Visited
Philadelphia & The Countryside Region

Base: Total Overnight Marketable Trips

- Liberty Bell/Liberty Bell Center: 29%
- Independence Hall/Independence Visitor Center: 23%
- Historic Home/Museum: 16%
- National Constitution Center: 14%
- Philadelphia Museum of Art: 13%
- King of Prussia Mall: 11%
- Reading Terminal Market: 9%
- Philadelphia Zoo: 6%
- Please Touch Museum: 6%
- Valley Forge National Historic Park: 6%
- Covered Bridges: 6%
- Herr's Snack Factory Tour: 5%
- Independence Seaport Museum: 5%
- Prime Outlets: 4%
- US Mint: 4%
- Peddler's Village: 4%
- Golf course: 3%
- Sesame Place: 3%
- The Franklin Institute: 3%
- Eastern State Penitentiary Historic Site: 2%
- Philadelphia Premium Outlets: 2%
### Attractions/Events Visited

#### Philadelphia & The Countryside Region

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Visited %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winery/Vineyard</td>
<td>2%</td>
</tr>
<tr>
<td>Brandywine Battlefield Park</td>
<td>2%</td>
</tr>
<tr>
<td>Rodin Museum</td>
<td>2%</td>
</tr>
<tr>
<td>Longwood Gardens</td>
<td>2%</td>
</tr>
<tr>
<td>Brandywine River Museum</td>
<td>1%</td>
</tr>
<tr>
<td>Harrah's Chester Casino &amp; Racetrack</td>
<td>1%</td>
</tr>
<tr>
<td>Philadelphia Park Casino &amp; Racetrack</td>
<td>1%</td>
</tr>
<tr>
<td>Pennsylvania Academy of the Fine Arts</td>
<td>1%</td>
</tr>
<tr>
<td>American Helicopter Museum</td>
<td>1%</td>
</tr>
<tr>
<td>Edgar Allan Poe National Historic Site</td>
<td>1%</td>
</tr>
<tr>
<td>The Barnes Foundation (art museum)</td>
<td>0.4%</td>
</tr>
<tr>
<td>QVC Studio</td>
<td>0.4%</td>
</tr>
<tr>
<td>Delaware Canal State Park</td>
<td>0.4%</td>
</tr>
<tr>
<td>Washington Crossing</td>
<td>0.4%</td>
</tr>
<tr>
<td>Academy of Natural Sciences</td>
<td>0.3%</td>
</tr>
<tr>
<td>Fonthill Museum</td>
<td>0.3%</td>
</tr>
<tr>
<td>James A. Michener Art Museum</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

**Base:** Total Overnight Marketable Trips
Philadelphia & The Countryside

Importance of Factors In Choosing to Visit the Region
Importance of Factors In Choosing to Visit Philadelphia & The Countryside Region

Base: Overnight Marketable Trips

% Rating Factor as Very Important*

<table>
<thead>
<tr>
<th>Factor</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable attractions/events</td>
<td>67%</td>
<td>70%</td>
</tr>
<tr>
<td>Lots of things for adults to see and do</td>
<td>61%</td>
<td>67%</td>
</tr>
<tr>
<td>Convenient access by car</td>
<td>57%</td>
<td>65%</td>
</tr>
<tr>
<td>Feeling safe at the destination</td>
<td>61%</td>
<td>63%</td>
</tr>
<tr>
<td>A fun city environment</td>
<td>58%</td>
<td>61%</td>
</tr>
<tr>
<td>Lots of historic things to see or experience</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Lots of information about the destination on the Internet</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Availability of mid-range accommodations</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Lots of cultural things to see or experience</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>A fun place for couples</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Being at a place I’ve never seen before</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Great shopping</td>
<td>48%</td>
<td>48%</td>
</tr>
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<td>48%</td>
<td>48%</td>
</tr>
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</table>

* Rated 8, 9 or 10 on 10-pt. Importance scale
Importance of Factors In Choosing to Visit Philadelphia & The Countryside (cont’d)

Base: Overnight Marketable Trips

% Rating Factor as Very Important*

- Availability of luxury accommodations: 47% (2011), 33% (2010)
- Lots of things for children to see and do: 47% (2011), 36% (2010)
- Within a two-to-four-hour drive from home: 46% (2011), 38% (2010)
- Within a two-hour drive from home: 45% (2011), 36% (2010)
- Unique or local food and cuisine: 45% (2011), 36% (2010)
- A great rural/agricultural area: 38% (2011), 23% (2010)
- Availability of economy or budget accommodations: 36% (2011), 13% (2010)
- Having family or friends who live in the region: 35% (2011), 15% (2010)
- Great opportunities for nature/eco-travel: 34% (2011), 21% (2010)
- Different or unique local artwork/craftwork: 33% (2011), 14% (2010)
- Availability of camping or RV facilities: 23% (2011), 15% (2010)
- Focus on “green travel”: 23% (2011), 7% (2010)

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