2011 ANNUAL TRAVEL PROFILE
Pittsburgh & Its 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.
Pittsburgh & its Countryside Region
Excluding Laurel Highlands Subregion
Pittsburgh & Its Countryside 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.
Pittsburgh & Its Countryside
Main Reason for Trip
The Pittsburgh & Its Countryside region had the second highest proportion of overnight travelers among the eleven travel regions visiting the region to visit friends/relatives in 2011.
The Pittsburgh & Its Countryside region had the fifth highest proportion of day-travelers visiting the region for marketable (i.e., non-VFR leisure) purposes in 2011.
Pittsburgh & Its Countryside Region
Main Origin Markets – Marketable Overnight Leisure Trips
### Main Origin States for Marketable Overnight Leisure Trips

**Base:** Total Marketable Overnight Leisure Trips

<table>
<thead>
<tr>
<th>State</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennsylvania</td>
<td>37%</td>
<td>39%</td>
</tr>
<tr>
<td>Ohio</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>New York</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Virginia</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Michigan</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Maryland</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Delaware</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Main Urban Markets for Marketable Overnight Leisure Trips

Base: Total Marketable Overnight Leisure Trips

In-State DMA’s
- Pittsburgh: 16% (2011), 20% (2010)
- Wilkes Barre-Scranton: 3% (2011), 3% (2010)

Out-of-State DMA’s
- Cleveland, OH: 7% (2011), 8% (2010)
- Elmira, NY: 3% (2011), 0% (2010)
- Detroit, MI: 3% (2011), 2% (2010)
- Columbus, OH: 2% (2011), 3% (2010)
- Boston, MA: 2% (2011), 4% (2010)
Pittsburgh & Its Countryside Region
Main Origin Markets – Marketable Leisure Day-Trips
Main Origin States for Marketable Leisure Day-Trips

Base: Total Marketable Leisure Day-Trips

- West Virginia: 6% (2011), 9% (2010)
- Maryland: 2% (2011), 1% (2010)
Main Urban Markets for Day-Trips

**In-State DMAs**
- Pittsburgh: 40% (2010), 43% (2011)
- Johnstown-Altoona: 11% (2010), 17% (2011)
- Erie: 3% (2010), 5% (2011)

**Out-of-State DMAs**
- Youngstown, OH: 9% (2010), 10% (2011)
- Cleveland, OH: 9% (2010), 10% (2011)
- Clarksburg-Weston, WV: 3% (2010), 1% (2011)
- Wheeling-Steubenville, OH/WV: 3% (2010), 5% (2011)
- Columbus, OH: 2% (2010), 3% (2011)

Base: Total Marketable Day-Trips

2010

2011
Pittsburgh & Its Countryside Region
Traveler Profile
Gender

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- **Male**
  - Pittsburgh & Its Countryside: 45%
  - Pennsylvania: 47%
  - US Average: 55%

- **Female**
  - Pittsburgh & Its Countryside: 53%
  - Pennsylvania: 53%
  - US Average: 53%

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- **Male**
  - Pittsburgh & Its Countryside: 38%
  - Pennsylvania: 44%
  - US Average: 62%

- **Female**
  - Pittsburgh & Its Countryside: 56%
  - Pennsylvania: 56%
  - US Average: 56%
**Age**

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- 18-24 years: 9% Pittsburgh Region, 11% Pennsylvania, 12% US
- 25-34 years: 20% Pittsburgh Region, 18% Pennsylvania, 18% US
- 35-44 years: 18% Pittsburgh Region, 21% Pennsylvania, 20% US
- 45-54 years: 30% Pittsburgh Region, 22% Pennsylvania, 20% US
- 55-64 years: 12% Pittsburgh Region, 14% Pennsylvania, 14% US
- 65+: 16% Pittsburgh Region, 14% Pennsylvania, 16% US

Median Age: 44.9

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- 18-24 years: 13% Pittsburgh Region, 11% Pennsylvania, 12% US
- 25-34 years: 19% Pittsburgh Region, 14% Pennsylvania, 17% US
- 35-44 years: 22% Pittsburgh Region, 20% Pennsylvania, 22% US
- 45-54 years: 16% Pittsburgh Region, 16% Pennsylvania, 20% US
- 55-64 years: 14% Pittsburgh Region, 15% Pennsylvania, 18% US
- 65+: 14% Pittsburgh Region, 16% Pennsylvania, 16% US

Median Age: 43.7

**OVERNIGHT**

Base: Total Marketable Overnight Trips

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Median Age: 44.9

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- 65+: 14% Pittsburgh Region, 16% Pennsylvania, 16% US

Median Age: 43.7
Marital Status

**OVERNIGHT**
Base: Total Marketable Overnight Trips

- Married/With partner: 75%
- Never married: 19%
- Divorced/Widowed/Separated: 5%

- Pittsburgh & Its Countryside: 77%
- Pennsylvania: 73%
- US Average: 70%

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

- Married/With partner: 62%
- Never married: 27%
- Divorced/Widowed/Separated: 11%

- Pittsburgh & Its Countryside: 69%
- Pennsylvania: 68%
- US Average: 68%
Children in Household

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- No children under 18: Pittsburgh & Its Countryside 59%, Pennsylvania 56%, US Average 59%
- Any child between 13-17: Pittsburgh & Its Countryside 15%, Pennsylvania 18%, US Average 16%
- Any child between 6-12: Pittsburgh & Its Countryside 21%, Pennsylvania 19%, US Average 18%
- Any child under 6: Pittsburgh & Its Countryside 18%, Pennsylvania 22%, US Average 21%

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- No children under 18: Pittsburgh & Its Countryside 56%, Pennsylvania 63%, US Average 60%
- Any child between 13-17: Pittsburgh & Its Countryside 15%, Pennsylvania 15%, US Average 15%
- Any child between 6-12: Pittsburgh & Its Countryside 20%, Pennsylvania 19%, US Average 19%
- Any child under 6: Pittsburgh & Its Countryside 27%, Pennsylvania 19%, US Average 20%
Education

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- **Post-graduate**: 18%
- **College graduate**: 39%
- **Some college**: 20%
- **High school or less**: 9%
- **Other**: 1%

**Pittsburgh & Its Countryside**
- College graduate: 18%
- Post-graduate: 18%
- College graduate: 39%
- Some college: 24%
- High school or less: 18%
- Other: 1%

**Pennsylvania**
- College graduate: 18%
- Post-graduate: 18%
- College graduate: 39%
- Some college: 24%
- High school or less: 18%
- Other: 1%

**US Average**
- College graduate: 18%
- Post-graduate: 18%
- College graduate: 39%
- Some college: 24%
- High school or less: 18%
- Other: 1%

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- **Post-graduate**: 13%
- **College graduate**: 36%
- **Some college**: 24%
- **High school or less**: 9%
- **Other**: 1%

**Pittsburgh & Its Countryside**
- College graduate: 13%
- Post-graduate: 17%
- College graduate: 36%
- Some college: 24%
- High school or less: 23%
- Other: 2%

**Pennsylvania**
- College graduate: 13%
- Post-graduate: 17%
- College graduate: 36%
- Some college: 24%
- High school or less: 23%
- Other: 2%

**US Average**
- College graduate: 13%
- Post-graduate: 17%
- College graduate: 36%
- Some college: 24%
- High school or less: 23%
- Other: 2%

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

OVERNIGHT

Base: Total Marketable Overnight Trips

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Pittsburgh Region</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100K+</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>$75K-$99.9K</td>
<td>17%</td>
<td>16%</td>
<td>16%</td>
</tr>
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<td>$50K-$74.9K</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>$25K-$49.9K</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Under $25K</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Median: $74,200

DAY-TRIPS

Base: Total Marketable Day-Trips

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<td>29%</td>
</tr>
<tr>
<td>Under $25K</td>
<td>18%</td>
<td>26%</td>
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Median: $54,590

*Pittsburgh Region*, *PA*, *US*
Pittsburgh & Its Countryside Region

Attractions Visited
— Overnight Marketable Trips
Attractions/Events Visited
Pittsburgh & Its Countryside Region*

Base: Overnight Marketable Trips

City of Pittsburgh: 28%
Professional Sports Game (Pittsburgh): 25%
Pittsbu...
Attractions/Events Visited
Pittsburgh & Its Countryside Region*

Base: Overnight Marketable Trips

- Zelienople: 10%
- Golf course: 6%
- Amish Farms/Countryside: 5%
- Historic House/Museum: 5%
- Winery/Vineyard: 4%
- Old Economy Village: 3%
- A Covered Bridge: 3%
- Slippery Rock: 3%
- Yellow Creek State Park: 2%
- Jimmy Stewart Museum: 2%
- The Meadows Casino: 1%
- McConnell's Mill State Park: 1%
- Crooked Creek State Park/Environmental Learning Center: 1%

*Remainder of region
Pittsburgh & Its Countryside Region

Importance of Factors In Choosing to Visit the Region
Importance of Factors In Choosing to Visit Pittsburgh & Its Countryside Region

Base: Total Overnight Trips

% Rating Factor As Very Important*

- Feeling safe at the destination: 59% (2011), 58% (2010)
- Convenient access by car: 52% (2011), 63% (2010)
- Having family or friends who live in the region: 49% (2011), 42% (2010)
- Affordable attractions/events: 42% (2011), 55% (2010)
- Lots of things for adults to see and do: 37% (2011), 37% (2010)
- Unique or local food and cuisine: 32% (2011), 19% (2010)
- A fun city environment: 30% (2011), 42% (2010)
- Great shopping: 28% (2011), 14% (2010)
- Availability of mid-range accommodations: 28% (2011), 28% (2010)
- Availability of economy or budget accommodations: 24% (2011), 24% (2010)
- Within a two-to-four-hour drive from home: 24% (2011), 21% (2010)
Importance of Factors In Choosing to Visit Pittsburgh & Its Countryside Region (cont’d)

Base: Overnight Marketable Trips

% Rating Factor As Very Important*

- Lots of cultural things to see or experience: 29% (2011), 23% (2010)
- Being at a place I’ve never seen before: 23% (2011), 21% (2010)
- Lots of historic things to see or experience: 23% (2011), 23% (2010)
- Lots of things for children to see and do: 21% (2011), 20% (2010)
- Within a two-hour drive from home: 20% (2011), 20% (2010)
- Lots of information about the destination on the…: 28% (2011), 20% (2010)
- Availability of luxury accommodations: 20% (2011), 17% (2010)
- Different or unique local artwork/craftwork: 16% (2011), 9% (2010)
- A great rural/agricultural area: 24% (2011), 14% (2010)
- Great opportunities for nature/eco-travel: 24% (2011), 12% (2010)
- Focus on “green travel”: 8% (2011), 6% (2010)
- Availability of camping or RV facilities: 22% (2011), 7% (2010)