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.
UPSTATEPA Region - Pocono Mountains Subregion
Pocono Mountains Region Visitor Volume
Regions Visited on Overnight Trips*

- Philadelphia & The Countryside
- Pittsburgh & Its Countryside
- Dutch Country Roads
- Pocono Mountains
- Upstate PA
- Pennsylvania’s Great Lakes
- Lehigh Valley
- Valleys of the Susquehanna
- Pennsylvania Wilds
- The Alleghenies
- Laurel Highlands

*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.
Pocono Mountains Region
Main Reason for Trip
The Pocono Mountains region had the highest proportion of overnight travelers visiting a region for marketable purposes in 2011.
The Pocono Mountains region had the third highest proportion of day-travelers visiting a region for marketable (i.e., non-VFR leisure) purposes in 2011.
Pocono Mountains Region
Main Origin Markets – Marketable Overnight Leisure Trips
Main Origin States for Marketable Overnight Leisure Trips

Base: Total Marketable Overnight Leisure Trips

- New Jersey: 34% (2011), 27% (2010)
- Pennsylvania: 34% (2011), 28% (2010)
- Maryland: 5% (2011), 3% (2010)
- Massachusetts: 2% (2011), 1% (2010)
- Virginia: 1% (2011), 1% (2010)
Pocono Mountains Region
Main Origin Markets – Marketable Leisure Day-Trips
Main Origin States for Marketable Leisure Day-Trips

Base: Total Marketable Leisure Day-Trips

- New Jersey: 30% (2011), 30% (2010)
Main Urban Markets for Marketable Leisure Day-Trips

In-State DMAs

Out-of-State DMAs
- Syracuse, NY: 1% (2011), 0% (2010)
Pocono Mountains Region Traveler Profile
Age

**OVERNIGHT**

Base: Total Marketable Overnight Trips

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Pocono Mountains</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>13%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>18%</td>
<td>18%</td>
<td>23%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>21%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>18%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>13%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>65+</td>
<td>9%</td>
<td>14%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Median Age: 41.1 44.9 44.9

**DAY-TRIPS**

Base: Total Marketable Day-Trips

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Pocono Mountains</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>8%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>18%</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>20%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>15%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>17%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
<td>16%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Median Age: 47.7 47.4 45.6
Marital Status

**OVERNIGHT**

- **Married/With partner**
  - Pocono Mountains: 73%
  - Pennsylvania: 73%
  - US Average: 70%

- **Never married**
  - Pocono Mountains: 19%
  - Pennsylvania: 20%
  - US Average: 22%

- **Divorced/Widowed/Separated**
  - Pocono Mountains: 6%
  - Pennsylvania: 7%
  - US Average: 7%

**DAY-TRIPS**

- **Married/With partner**
  - Pocono Mountains: 66%
  - Pennsylvania: 69%
  - US Average: 68%

- **Never married**
  - Pocono Mountains: 23%
  - Pennsylvania: 22%
  - US Average: 22%

- **Divorced/Widowed/Separated**
  - Pocono Mountains: 11%
  - Pennsylvania: 9%
  - US Average: 10%
Household Size

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- 1 member: 6% Pocono Mountains, 9% PA, 13% US
- 2 members: 15% Pocono Mountains, 37% PA, 36% US
- 3 members: 18% Pocono Mountains, 18% PA, 30% US
- 4+ members: 42% Pocono Mountains, 36% PA, 30% US

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- 1 member: 9% Pocono Mountains, 10% PA, 10% US
- 2 members: 22% Pocono Mountains, 37% PA, 37% US
- 3 members: 22% Pocono Mountains, 21% PA, 19% US
- 4+ members: 27% Pocono Mountains, 32% PA, 35% US
Children in Household

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- No children under 18:
  - Pocono Mountains: 48%
  - Pennsylvania: 56%
  - US Average: 59%

- Any child between 13-17:
  - Pocono Mountains: 22%
  - Pennsylvania: 18%
  - US Average: 16%

- Any child between 6-12:
  - Pocono Mountains: 27%
  - Pennsylvania: 19%
  - US Average: 18%

- Any child under 6:
  - Pocono Mountains: 27%
  - Pennsylvania: 22%
  - US Average: 21%

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- No children under 18:
  - Pocono Mountains: 67%
  - Pennsylvania: 63%
  - US Average: 60%

- Any child between 13-17:
  - Pocono Mountains: 14%
  - Pennsylvania: 15%
  - US Average: 15%

- Any child between 6-12:
  - Pocono Mountains: 15%
  - Pennsylvania: 15%
  - US Average: 19%

- Any child under 6:
  - Pocono Mountains: 14%
  - Pennsylvania: 19%
  - US Average: 20%
Education

OVERNIGHT

Base: Total Marketable Overnight Trips

- **Post-graduate**
  - Pocono Mountains: 17%
  - Pennsylvania: 18%
  - US Average: 35%

- **College graduate**
  - Pocono Mountains: 18%
  - Pennsylvania: 39%
  - US Average: 40%

- **Some college**
  - Pocono Mountains: 25%
  - Pennsylvania: 24%
  - US Average: 26%

- **High school or less**
  - Pocono Mountains: 20%
  - Pennsylvania: 19%
  - US Average: 15%

- **Other**
  - Pocono Mountains: 1%
  - Pennsylvania: 1%
  - US Average: 1%

---

DAY-TRIPS

Base: Total Marketable Day-Trips

- **Post-graduate**
  - Pocono Mountains: 15%
  - Pennsylvania: 17%
  - US Average: 38%

- **College graduate**
  - Pocono Mountains: 15%
  - Pennsylvania: 37%
  - US Average: 37%

- **Some college**
  - Pocono Mountains: 24%
  - Pennsylvania: 29%
  - US Average: 30%

- **High school or less**
  - Pocono Mountains: 17%
  - Pennsylvania: 20%
  - US Average: 17%

- **Other**
  - Pocono Mountains: 1%
  - Pennsylvania: 1%
  - US Average: 1%

---

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

**OVERNIGHT**

Base: Total Marketable Overnight Trips

- Full time/self-employed: Pocono Mountains 60%, PA 52%, US 49%
- Part time: Pocono Mountains 10%, PA 11%, US 10%
- Retired: Pocono Mountains 11%, PA 17%, US 19%
- Not employed/Homemaker/Student: Pocono Mountains 17%, PA 19%, US 21%

**DAY-TRIPS**

Base: Total Marketable Day-Trips

- Full time/Self-employed: Pocono Mountains 53%, PA 48%, US 45%
- Part time: Pocono Mountains 12%, PA 10%, US 10%
- Retired: Pocono Mountains 18%, PA 19%, US 19%
- Not employed/Homemaker/Student: Pocono Mountains 17%, PA 23%, US 24%

Pocono Mountains
PA
US
## Income

### OVERNIGHT

**Base: Total Marketable Overnight Trips**

- **$100K+**
  - Pocono Mountains: 39%
  - PA: 31%
  - US: 31%

- **$75K-$99.9K**
  - Pocono Mountains: 20%
  - PA: 16%
  - US: 16%

- **$50K-$74.9K**
  - Pocono Mountains: 20%
  - PA: 21%
  - US: 21%

- **$25K-$49.9K**
  - Pocono Mountains: 12%
  - PA: 22%
  - US: 22%

- **Under $25K**
  - Pocono Mountains: 8%
  - PA: 10%
  - US: 11%

**Median:**

- Pocono Mountains: $86,010
- PA: $72,710
- US: $71,670

### DAY-TRIPS

**Base: Total Marketable Day-Trips**

- **$100K+**
  - Pocono Mountains: 39%
  - PA: 26%
  - US: 24%

- **$75K-$99.9K**
  - Pocono Mountains: 14%
  - PA: 15%
  - US: 15%

- **$50K-$74.9K**
  - Pocono Mountains: 22%
  - PA: 25%
  - US: 25%

- **$25K-$49.9K**
  - Pocono Mountains: 21%
  - PA: 24%
  - US: 24%

- **Under $25K**
  - Pocono Mountains: 5%
  - PA: 11%
  - US: 14%

**Median:**

- Pocono Mountains: $81,100
- PA: $66,860
- US: $61,660
Pocono Mountains Region

Attractions Visited
— Overnight Marketable Trips
Attractions/Events Visited
Pocono Mountains

Base: Overnight Marketable Trips

Mount Airy Casino Resort: 22%
Bushkill Falls: 21%
The Crossings Premium Outlets: 18%
Delaware Water Gap: 12%
Camelback Waterpark: 9%
Jim Thorpe: 9%
Pocono Raceway: 7%
Carousel Water & Fun Park: 7%
Caesar’s Resort: 7%
Hickory Run State Park & Big Boulder Field: 5%
Golf course: 5%
Lake Wallenpaupack: 5%
Promised Land State Park: 4%
Great Wolf Lodge: 4%
The Downs at East Stroudsburg: 3%
Tobyhanna State Park: 3%
Pocono Indian Museum: 2%
Historic Home/Museum: 2%
Old Jail Museum: 2%
Gray Towers: 2%
Pocono Mountains Region

Importance of Factors In Choosing to Visit the Region
## Importance of Factors In Choosing to Visit Pocono Mountains 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>Convenient access by car</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>Feeling safe at the destination</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>Lots of things for adults to see and do</td>
<td>63%</td>
<td>44%</td>
</tr>
<tr>
<td>Affordable attractions/events</td>
<td>62%</td>
<td>55%</td>
</tr>
<tr>
<td>Availability of mid-range accommodations</td>
<td>54%</td>
<td>44%</td>
</tr>
<tr>
<td>Within a two-hour drive from home</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>Within a two-to-four-hour drive from home</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of economy or budget accommodations</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Being at a place I've never seen before</td>
<td>41%</td>
<td>33%</td>
</tr>
<tr>
<td>Lots of information about the destination on the Internet</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>Lots of historic things to see or experience</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>A great rural/agricultural area</td>
<td>28%</td>
<td>28%</td>
</tr>
</tbody>
</table>

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

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>A fun city environment</td>
<td>9%</td>
<td>38%</td>
</tr>
<tr>
<td>Lots of information about the destination on the Internet</td>
<td>9%</td>
<td>37%</td>
</tr>
<tr>
<td>Availability of luxury accommodations</td>
<td>21%</td>
<td>32%</td>
</tr>
<tr>
<td>Unique or local food and cuisine</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Lots of historic things to see or experience</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>Lots of cultural things to see or experience</td>
<td>24%</td>
<td>32%</td>
</tr>
<tr>
<td>Great opportunities for nature/eco-travel</td>
<td>18%</td>
<td>31%</td>
</tr>
<tr>
<td>A great rural/agricultural area</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>Availability of camping or RV facilities</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Different or unique local artwork/craftwork</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>Focus on “green travel”</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>Having family or friends who live in the region</td>
<td>16%</td>
<td>23%</td>
</tr>
</tbody>
</table>

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