Upstate PA Region – Excluding Pocono Mountains Subregion
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.
Upstate PA 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.

- 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

in millions of trips

2011

2010
Regions Visited on Day Trips*

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

*Spent time in region
Sum of regions will exceed State total as a number of travelers visited more than one region.
Upstate PA Region
Main Reason for Trip
The Upstate PA region had the 5th highest proportion of overnight travelers visiting the region for business purposes and to visit friends/relatives in 2011 among the state’s 11 tourism regions.
The Upstate PA region had the highest proportion of travelers visiting the region to visit friends/relatives and the 4th highest proportion for business purposes among the state’s 11 tourism regions in 2011.
Upstate PA Region
Main Origin Markets – Overnight Trips
Main Urban Markets for Overnight Leisure Trips

Base: Total Overnight Leisure Trips

In-State DMAs
- Pittsburgh: 9% (2011), 9% (2010)
- Wilkes Barre-Scranton: 9% (2011), 13% (2010)

Out-of-State DMAs
- Baltimore, MD: 5% (2011), 4% (2010)
Upstate PA Region
Main Origin Markets – Day-Trips
Main Origin States for Leisure Day-Trips

Base: Total Leisure Day-Trips

- Pennsylvania: 67% (2010), 69% (2011)
- New York: 12% (2010), 13% (2011)
- New Jersey: 9% (2010), 6% (2011)
- Delaware: 1% (2010)
- Maryland: 5% (2010)
Upstate PA Region Traveler Profile
Gender

**OVERNIGHT**

<table>
<thead>
<tr>
<th></th>
<th>Upstate PA</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>38%</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>Female</td>
<td>55%</td>
<td>55%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Base: Total Overnight Leisure Trips

**DAY-TRIPS**

<table>
<thead>
<tr>
<th></th>
<th>Upstate PA</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>43%</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Female</td>
<td>57%</td>
<td>57%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Base: Total Leisure Day-Trips
**Overnight Trips**

Base: Total Overnight Leisure Trips

- **18-24 years**: 11% Upstate PA, 13% PA, 14% US
- **25-34 years**: 17% Upstate PA, 19% PA, 19% US
- **35-44 years**: 27% Upstate PA, 19% PA, 19% US
- **45-54 years**: 12% Upstate PA, 15% PA, 15% US
- **55-64 years**: 15% Upstate PA, 15% PA, 15% US
- **65+**: 15% Upstate PA, 16% PA, 16% US

Median Age: 44.1

**Day-Trips**

Base: Total Leisure Day-Trips

- **18-24 years**: 13% Upstate PA, 11% PA, 13% US
- **25-34 years**: 17% Upstate PA, 15% PA, 17% US
- **35-44 years**: 17% Upstate PA, 18% PA, 19% US
- **45-54 years**: 23% Upstate PA, 19% PA, 20% US
- **55-64 years**: 15% Upstate PA, 15% PA, 18% US
- **65+**: 15% Upstate PA, 16% PA, 16% US

Median Age: 46.1
### Marital Status

**OVERNIGHT**

Base: Total Overnight Leisure Trips

- **Married/With partner**
  - Upstate PA: 63%
  - Pennsylvania: 65%
  - US Average: 65%

- **Never married**
  - Upstate PA: 24%
  - Pennsylvania: 25%
  - US Average: 25%

- **Divorced/Widowed/ Separated**
  - Upstate PA: 12%
  - Pennsylvania: 9%
  - US Average: 9%

**DAY-TRIPS**

Base: Total Leisure Day-Trips

- **Married/With partner**
  - Upstate PA: 67%
  - Pennsylvania: 69%
  - US Average: 67%

- **Never married**
  - Upstate PA: 20%
  - Pennsylvania: 22%
  - US Average: 23%

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

OVERNIGHT

Base: Total Overnight Leisure Trips

1 member
- Upstate PA: 11%
- PA: 12%
- US: 12%

2 members
- Upstate PA: 31%
- PA: 38%
- US: 38%

3 members
- Upstate PA: 16%
- PA: 17%
- US: 18%

4 members
- Upstate PA: 20%
- PA: 19%
- US: 19%

DAY-TRIPS

Base: Total Leisure Day-Trips

1 member
- Upstate PA: 10%
- PA: 10%
- US: 10%

2 members
- Upstate PA: 37%
- PA: 38%
- US: 37%

3 members
- Upstate PA: 20%
- PA: 20%
- US: 20%

4 members
- Upstate PA: 11%
- PA: 19%
- US: 20%
Children in Household

OVERNIGHT

Base: Total Overnight Leisure Trips

- No children under 18: Upstate PA: 54%, Pennsylvania: 62%, US Average: 61%
- Any child between 13-17: Upstate PA: 17%, Pennsylvania: 14%, US Average: 14%
- Any child between 6-12: Upstate PA: 20%, Pennsylvania: 16%, US Average: 17%

DAY-TRIPS

Base: Total Leisure Day-Trips

- No children under 18: Upstate PA: 62%, Pennsylvania: 63%, US Average: 60%
- Any child between 13-17: Upstate PA: 17%, Pennsylvania: 14%, US Average: 15%
- Any child between 6-12: Upstate PA: 15%, Pennsylvania: 15%, US Average: 18%
- Any child under 6: Upstate PA: 17%, Pennsylvania: 19%, US Average: 20%
**Education**

**OVERNIGHT**

Base: Total Overnight Leisure Trips

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

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

**DAY-TRIPS**

Base: Total Leisure Day-Trips

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

OVERNIGHT

Base: Total Overnight Leisure Trips

- Full time/self-employed: 42% Upstate PA, 48% PA, 45% US
- Part time: 11% Upstate PA, 10% PA, 10% US
- Retired: 19% Upstate PA, 18% PA, 19% US
- Not employed/Student/Homemaker: 26% Upstate PA, 22% PA, 24% US

DAY-TRIPS

Base: Total Leisure Day-Trips

- Full time/self-employed: 42% Upstate PA, 46% PA, 44% US
- Part time: 13% Upstate PA, 10% PA, 10% US
- Retired: 16% Upstate PA, 19% PA, 19% US
- Not employed/Student/Homemaker: 27% Upstate PA, 23% PA, 26% US
Income

OVERNIGHT

Base: Total Overnight Leisure Trips

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Median:</th>
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<tbody>
<tr>
<td>$100K+</td>
<td>$58,620</td>
</tr>
<tr>
<td>$75K-$99.9K</td>
<td>$69,250</td>
</tr>
<tr>
<td>$50K-$74.9K</td>
<td>$65,780</td>
</tr>
<tr>
<td>$25K-$49.9K</td>
<td>$51,980</td>
</tr>
<tr>
<td>Under $25K</td>
<td>$59,420</td>
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<table>
<thead>
<tr>
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<th>PA</th>
<th>US</th>
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</tr>
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Median: $58,620 $69,250 $65,780

DAY-TRIPS

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</tr>
<tr>
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Median: $51,980 $64,590 $59,420
Upstate PA Region

Attractions Visited — Overnight Trips
Attractions/Events Visited
Upstate PA Region*

Base: Overnight Trips

- Covered Bridges: 8%
- Historic Home/Museum: 8%
- Golf course: 5%
- Old Mill Village Museum: 5%
- Center For Anti-Slavery Studies: 4%
- Winery/Vineyard: 3%
- Pennsylvania Anthracite Coal Miners Memorial: 3%
- Eagle's Mere Historic Village: 2%
- Underground Railroad: 2%
- Ricketts Glen State Park: 2%
- The Downs at Carbondale: 2%
- Endless Mountains Nature Center: 1%
- Loyalsock State Forest: 1%

*Endless Mountains area
Attractions/Events Visited
Upstate PA Region*

Base: Overnight Trips

- Lackawanna Coal Mine Tour: 6%
- Winery/Vineyard: 5%
- Historic Home/Museum: 5%
- Covered Bridges: 4%
- Golf course: 4%
- Mohegan Sun at Pocono Downs: 3%
- Pioneer Tunnel Coal Mine: 3%
- Underground Railroad: 2%
- Steamtown National Historic Site: 2%
- Houdini Tour & Museum: 2%
- Lackawanna Electric Trolley Museum: 2%
- The Downs at Hazleton: 2%
- PA Anthracite Coal Museum: 2%
- Hickory Run State Park: 1%
- Ricketts Glen State Park: 1%

*Wilkes-Barre/Scranton area
Upstate PA Region

Importance of Factors In Choosing to Visit the Region
Importance of Factors In Choosing to Visit Upstate PA Region

Base: Overnight Trips

% Rating Factor as Very Important*

- Feeling safe at the destination: 76% (2011), 74% (2010)
- Convenient access by car: 57% (2011), 73% (2010)
- Affordable attractions/events: 51% (2011), 55% (2010)
- Having family or friends who live in the region: 23% (2011), 50% (2010)
- Lots of things for adults to see and do: 45% (2011), 44% (2010)
- Being at a place I’ve never seen before: 38% (2011), 33% (2010)
- Availability of economy or budget accommodations: 34% (2011), 58% (2010)
- Availability of mid-range accommodations: 34% (2011), 44% (2010)
- Lots of cultural things to see or experience: 24% (2011), 34% (2010)
- Within a two-to-four-hour drive from home: 32% (2011), 46% (2010)
- Lots of historic things to see or experience: 29% (2011), 36% (2010)
- A great rural/agricultural area: 28% (2011), 36% (2010)

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

% Rating Factor as Very Important*  

- Unique or local food and cuisine: 27% (2011), 25% (2010)  
- Great shopping: 25% (2011), 22% (2010)  
- Different or unique local artwork/craftwork: 17% (2011), 22% (2010)  
- Lots of information about the destination on the Internet: 20% (2011), 32% (2010)  
- Within a two-hour drive from home: 20% (2011), 45% (2010)  
- Availability of luxury accommodations: 19% (2011), 21% (2010)  
- Availability of camping or RV facilities: 18% (2011), 31% (2010)  
- Great opportunities for nature/eco-travel: 18% (2011), 18% (2010)  
- Lots of things for children to see and do: 18% (2011), 32% (2010)  
- Focus on "green travel": 9% (2011), 13% (2010)  

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