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.
Valleys of the Susquehanna Region
Valleys of the Susquehanna 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.
Valleys of the Susquehanna Region
Main Reason for Trip
The Valleys of the Susquehanna region had the 3rd highest proportion of overnight travelers visiting the region to visit friends/relatives and the 2nd highest proportion for business purposes in 2011 among the state’s 11 tourism regions.
Although business-leisure travel represents the smallest number of travelers, the Valleys of the Susquehanna region had the highest proportion of travelers visiting the region for business-leisure purposes among the state’s 11 tourism regions in 2011.
Valleys of the Susquehanna Region
Main Origin Markets – Overnight Trips
Main Origin States for Overnight Leisure Trips

Base: Total Overnight Leisure Trips

- Pennsylvania: 42% (2011), 38% (2010)
- New Jersey: 12% (2011), 12% (2010)
- Maryland: 8% (2011), 4% (2010)
- Virginia: 7% (2011), 7% (2010)
- New York: 5% (2011), 9% (2010)
- Georgia: 4% (2011), 3% (2010)
- South Carolina: 2% (2011), 5% (2010)
- Florida: 2% (2011), 4% (2010)
Main Urban Markets for Overnight Leisure Trips

Base: Total Overnight Leisure Trips

In-State DMAs
- Philadelphia 19% (2011), 16% (2010)
- Wilkes Barre-Scranton, PA 9% (2011), 8% (2010)
- Pittsburgh, PA 8% (2011), 3% (2010)

Out-of-State DMAs
- Washington, DC 9% (2011), 5% (2010)
- Roanoke-Lynchburg, VA 3% (2011), 1% (2010)
- Baltimore, MD 3% (2011), 2% (2010)
- Atlanta, GA 2% (2011), 3% (2010)
Valleys of the Susquehanna Region
Main Origin Markets – Day-Trips
Main Origin States for Leisure Day-Trips

Base: Total Leisure Day-Trips

- Pennsylvania: 82% (2011), 72% (2010)
- New Jersey: 8% (2011), 4% (2010)
- Maryland: 5% (2011), 9% (2010)
- Virginia: 2% (2011), 3% (2010)
- New York: 2% (2011), 4% (2010)
Main Urban Markets for Leisure Day-Trips

In-State DMAs
- Wilkes Barre-Scranton: 26% (2010), 28% (2011)
- Philadelphia: 12% (2010), 14% (2011)
- Johnstown-Altoona: 5% (2010), 1% (2011)
- Pittsburgh: 3% (2010), 2% (2011)

Out-of-State DMAs
- Washington, DC: 10% (2010), 7% (2011)
- New York, NY/NJ/PA/CT: 4% (2010), 6% (2011)
- Elmira, NY: 2% (2010), 3% (2011)
Valleys of the Susquehanna Region Traveler Profile
### Gender

#### OVERNIGHT

**Base: Total Overnight Leisure Trips**

- **Male**
  - **Valleys of the Susquehanna**: 38%
  - **Pennsylvania**: 45%
  - **US Average**: 55%

- **Female**
  - **Valleys of the Susquehanna**: 55%
  - **Pennsylvania**: 55%
  - **US Average**: 55%

#### DAY-TRIPS

**Base: Total Leisure Day-Trips**

- **Male**
  - **Valleys of the Susquehanna**: 39%
  - **Pennsylvania**: 43%
  - **US Average**: 57%

- **Female**
  - **Valleys of the Susquehanna**: 61%
  - **Pennsylvania**: 56%
  - **US Average**: 56%
Marital Status

OVERNIGHT

Base: Total Overnight Leisure Trips

- Married/With partner: 64%
- Never married: 30%
- Divorced/Widowed/Separated: 6%

Valleys of the Susquehanna: 65%
Pennsylvania: 65%
US Average: 25%

DAY-TRIPS

Base: Total Leisure Day-Trips

- Married/With partner: 70%
- Never married: 23%
- Divorced/Widowed/Separated: 7%

Valleys of the Susquehanna: 69%
Pennsylvania: 67%
US Average: 22%
Household Size

OVERNIGHT

Base: Total Overnight Leisure Trips

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Valleys of the Susquehanna</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>9%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>2 members</td>
<td>34%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>3 members</td>
<td>24%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>4+ members</td>
<td>19%</td>
<td>19%</td>
<td>20%</td>
</tr>
</tbody>
</table>

DAY-TRIPS

Base: Total Leisure Day-Trips

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Valleys of the Susquehanna</th>
<th>PA</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>2 members</td>
<td>43%</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>3 members</td>
<td>14%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>4 members</td>
<td>14%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>
## Children in Household

### OVERNIGHT

<table>
<thead>
<tr>
<th>Category</th>
<th>Valleys of the Susquehanna</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children under 18</td>
<td>66%</td>
<td>62%</td>
<td>61%</td>
</tr>
<tr>
<td>Any child between 13-17</td>
<td>15%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Any child between 6-12</td>
<td>17%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Any child under 6</td>
<td>17%</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>

### DAY-TRIPS

<table>
<thead>
<tr>
<th>Category</th>
<th>Valleys of the Susquehanna</th>
<th>Pennsylvania</th>
<th>US Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>No children under 18</td>
<td>62%</td>
<td>63%</td>
<td>60%</td>
</tr>
<tr>
<td>Any child between 13-17</td>
<td>17%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Any child between 6-12</td>
<td>17%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Any child under 6</td>
<td>17%</td>
<td>19%</td>
<td>20%</td>
</tr>
</tbody>
</table>
**OVERNIGHT**

**Base: Total Overnight Leisure Trips**

- **Post-graduate**
  - 19% (Valleys of the Susquehanna)
  - 20% (Pennsylvania)
  - 17% (US Average)

- **College graduate**
  - 36% (Valleys of the Susquehanna)
  - 38% (Pennsylvania)
  - 39% (US Average)

- **Some college**
  - 21% (Valleys of the Susquehanna)
  - 24% (Pennsylvania)
  - 28% (US Average)

- **High school or less**
  - 23% (Valleys of the Susquehanna)
  - 18% (Pennsylvania)
  - 15% (US Average)

- **Other**
  - 2% (Valleys of the Susquehanna)
  - 1% (Pennsylvania)
  - 1% (US Average)

**DAY-TRIPS**

**Base: Total Leisure Day-Trips**

- **Post-graduate**
  - 14% (Valleys of the Susquehanna)
  - 17% (Pennsylvania)
  - 15% (US Average)

- **College graduate**
  - 36% (Valleys of the Susquehanna)
  - 38% (Pennsylvania)
  - 37% (US Average)

- **Some college**
  - 17% (Valleys of the Susquehanna)
  - 23% (Pennsylvania)
  - 29% (US Average)

- **High school or less**
  - 20% (Valleys of the Susquehanna)
  - 18% (Pennsylvania)
  - 30% (US Average)

- **Other**
  - 3% (Valleys of the Susquehanna)
  - 1% (Pennsylvania)
  - 1% (US Average)

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

OVERNIGHT

Base: Total Overnight Leisure Trips

- Full time/Self-employed
  - Valleys of the Susquehanna: 42%
  - PA: 48%
  - US: 45%
- Part time
  - Valleys of the Susquehanna: 7%
  - PA: 10%
  - US: 10%
- Retired
  - Valleys of the Susquehanna: 16%
  - PA: 18%
  - US: 19%
- Not employed/Student/Homemaker
  - Valleys of the Susquehanna: 35%
  - PA: 22%
  - US: 24%

DAY-TRIPS

Base: Total Leisure Day-Trips

- Full time/Self-employed
  - Valleys of the Susquehanna: 37%
  - PA: 46%
  - US: 44%
- Part time
  - Valleys of the Susquehanna: 10%
  - PA: 10%
  - US: 10%
- Retired
  - Valleys of the Susquehanna: 27%
  - PA: 19%
  - US: 19%
- Not employed/Student/Homemaker
  - Valleys of the Susquehanna: 25%
  - PA: 23%
  - US: 26%
### Income

#### OVERNIGHT

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Median (Valleys of Susq.)</th>
<th>Median (PA)</th>
<th>Median (US)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25K</td>
<td>$65,680</td>
<td>$69,250</td>
<td>$65,780</td>
</tr>
<tr>
<td>$25K-$49.9K</td>
<td>$69,250</td>
<td>$69,250</td>
<td>$69,250</td>
</tr>
<tr>
<td>$50K-$74.9K</td>
<td>$74,900</td>
<td>$74,900</td>
<td>$74,900</td>
</tr>
<tr>
<td>$75K-$99.9K</td>
<td>$80,600</td>
<td>$80,600</td>
<td>$80,600</td>
</tr>
<tr>
<td>$100K+</td>
<td>$86,400</td>
<td>$86,400</td>
<td>$86,400</td>
</tr>
</tbody>
</table>

#### DAY-TRIPS

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Median (Valleys of Susq.)</th>
<th>Median (PA)</th>
<th>Median (US)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25K</td>
<td>$58,100</td>
<td>$64,590</td>
<td>$59,420</td>
</tr>
<tr>
<td>$25K-$49.9K</td>
<td>$64,590</td>
<td>$64,590</td>
<td>$64,590</td>
</tr>
<tr>
<td>$50K-$74.9K</td>
<td>$70,400</td>
<td>$70,400</td>
<td>$70,400</td>
</tr>
<tr>
<td>$75K-$99.9K</td>
<td>$76,300</td>
<td>$76,300</td>
<td>$76,300</td>
</tr>
<tr>
<td>$100K+</td>
<td>$82,200</td>
<td>$82,200</td>
<td>$82,200</td>
</tr>
</tbody>
</table>
Valleys of the Susquehanna Region

Attractions Visited — Overnight Trips
Attractions/Events Visited
Valleys of the Susquehanna Region

Base: Total Overnight Trips

- Knoebels Amusement Park & Resort 15%
- Covered Bridges 10%
- Historic Home/Museum 9%
- Golf Course 7%
- Shikellamy State Park 6%
- Winery/Vineyard 5%
- Joseph Priestley House 3%
- Bloomsburg Fair 2%
- Ricketts Glen State Park 2%
- Underground Railroad 0%
Valleys of the Susquehanna Region

Importance of Factors
In Choosing to Visit the Region
Importance of Factors In Choosing to Visit Valleys of the Susquehanna Region

<table>
<thead>
<tr>
<th>Factor</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having family or friends who live in the region</td>
<td>40%</td>
<td>54%</td>
</tr>
<tr>
<td>Convenient access by car</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Feeling safe at the destination</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>Affordable attractions/events</td>
<td>34%</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of economy or budget accommodations</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Lots of historic things to see or experience</td>
<td>32%</td>
<td>20%</td>
</tr>
<tr>
<td>Within a two-hour drive from home</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>Unique or local food and cuisine</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Being at a place I’ve never seen before</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>Lots of things for adults to see and do</td>
<td>26%</td>
<td>34%</td>
</tr>
<tr>
<td>Lots of cultural things to see or experience</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>A great rural/agricultural area</td>
<td>25%</td>
<td>27%</td>
</tr>
</tbody>
</table>

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

% Rating Factor as Very Important*

- Availability of mid-range accommodations: 24% (2011) vs. 29% (2010)
- Lots of things for children to see and do: 24% (2011) vs. 29% (2010)
- Lots of information about the destination on the Internet: 21% (2011) vs. 33% (2010)
- Within a two-to-four-hour drive from home: 21% (2011) vs. 28% (2010)
- Availability of camping or RV facilities: 20% (2011) vs. 28% (2010)
- Great shopping: 18% (2011) vs. 31% (2010)
- Great opportunities for nature/eco-travel: 18% (2011) vs. 29% (2010)
- Different or unique local artwork/craftwork: 16% (2011) vs. 18% (2010)
- Availability of luxury accommodations: 16% (2011) vs. 21% (2010)
- A fun place for couples: 16% (2011) vs. 33% (2010)
- Focus on “green travel”: 15% (2011) vs. 22% (2010)
- A fun city environment: 12% (2011) vs. 26% (2010)

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