



Travel USA Visitor Profile



2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Pennsylvania’s domestic tourism business in 2021.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Pennsylvania, the following sample was achieved in 2021:



Overnight Base Size

4,330



Day Base Size

3,548

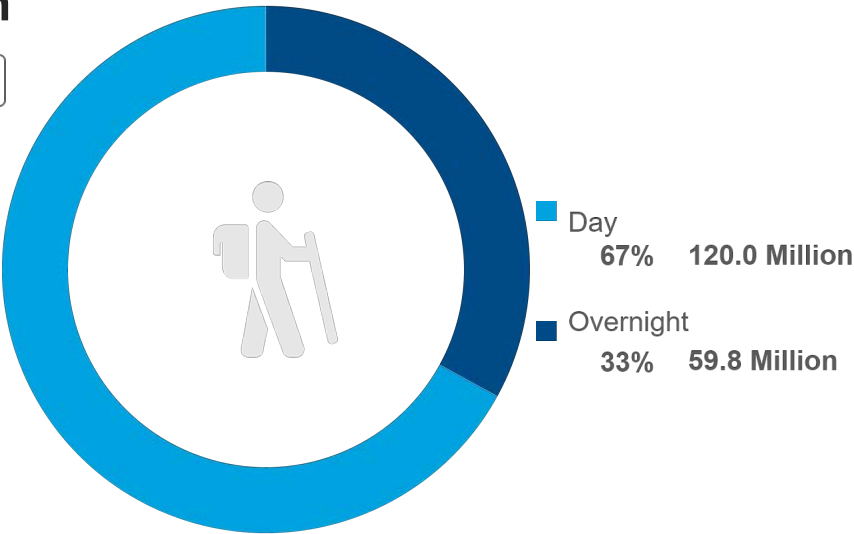
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Pennsylvania 2021 Domestic Travel Market

Total Person-Trips

179.8 Million

+19.0% vs. last year

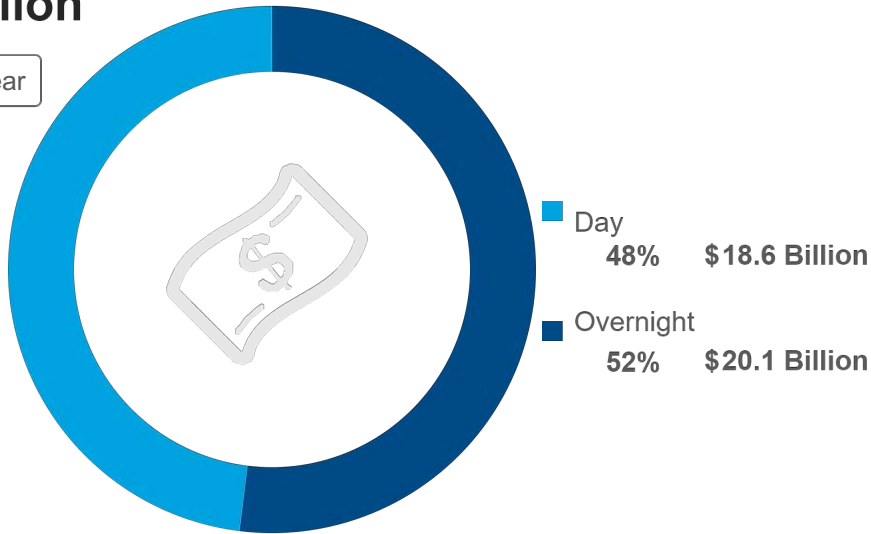


Total Expenditures for Pennsylvania 2021 Domestic Travel Market

Total Spending

\$ 38.7 Billion

+39.9% vs. last year





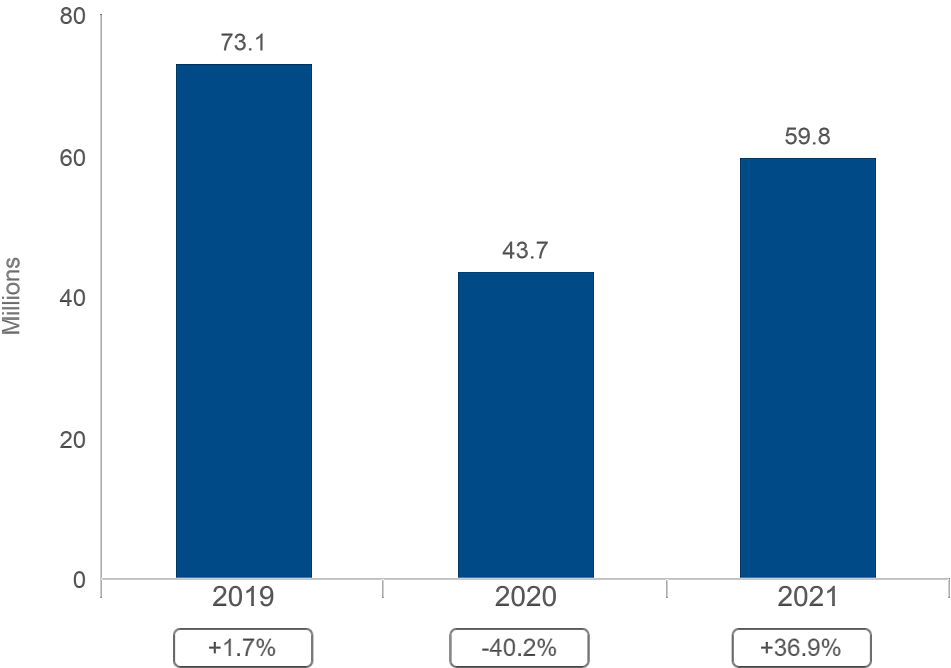
Travel USA Visitor Profile

Overnight Visitation



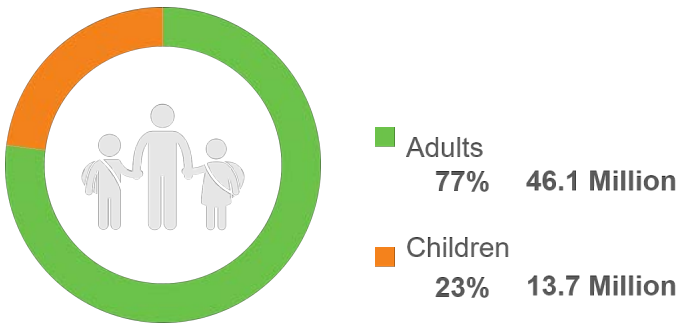
2021

Overnight Trips to Pennsylvania



Size of Pennsylvania Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
59.8 Million



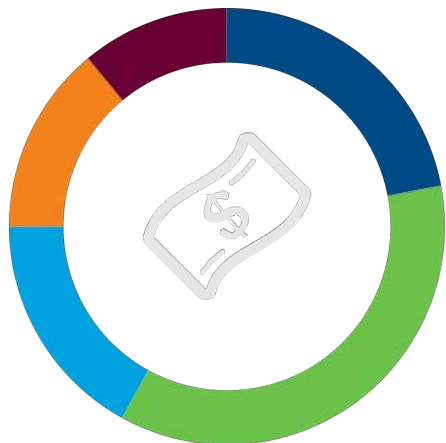
Past Visitation to Pennsylvania

88% of overnight travelers to Pennsylvania are repeat visitors

63% of overnight travelers to Pennsylvania had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

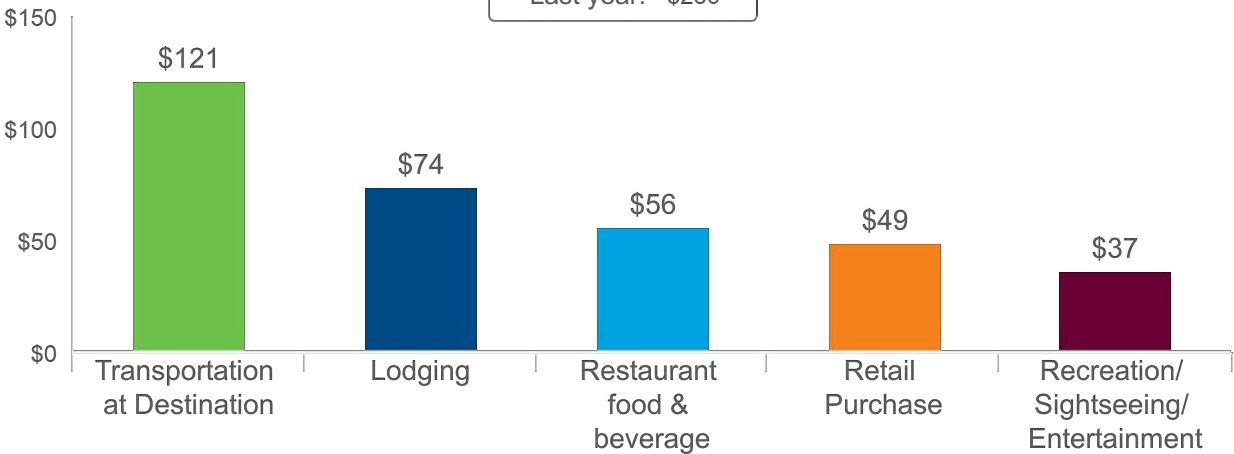
Total Spending
\$ 20.102 Billion
+53.3% vs. last year



Lodging	22%	\$4,419 Million
Transportation at Destination	36%	\$7,219 Million
Restaurant Food & Beverage	17%	\$3,339 Million
Retail Purchase	14%	\$2,912 Million
Recreation/Entertainment	11%	\$2,213 Million

vs. last year
+85.0%
+41.5%
+52.9%
+42.6%
+59.0%

Average Per Person Expenditures on Domestic Overnight Trips - by Sector



Average Per Person: \$ 336












Last year: \$286

Average Per Person:
Leisure \$311
Business \$394

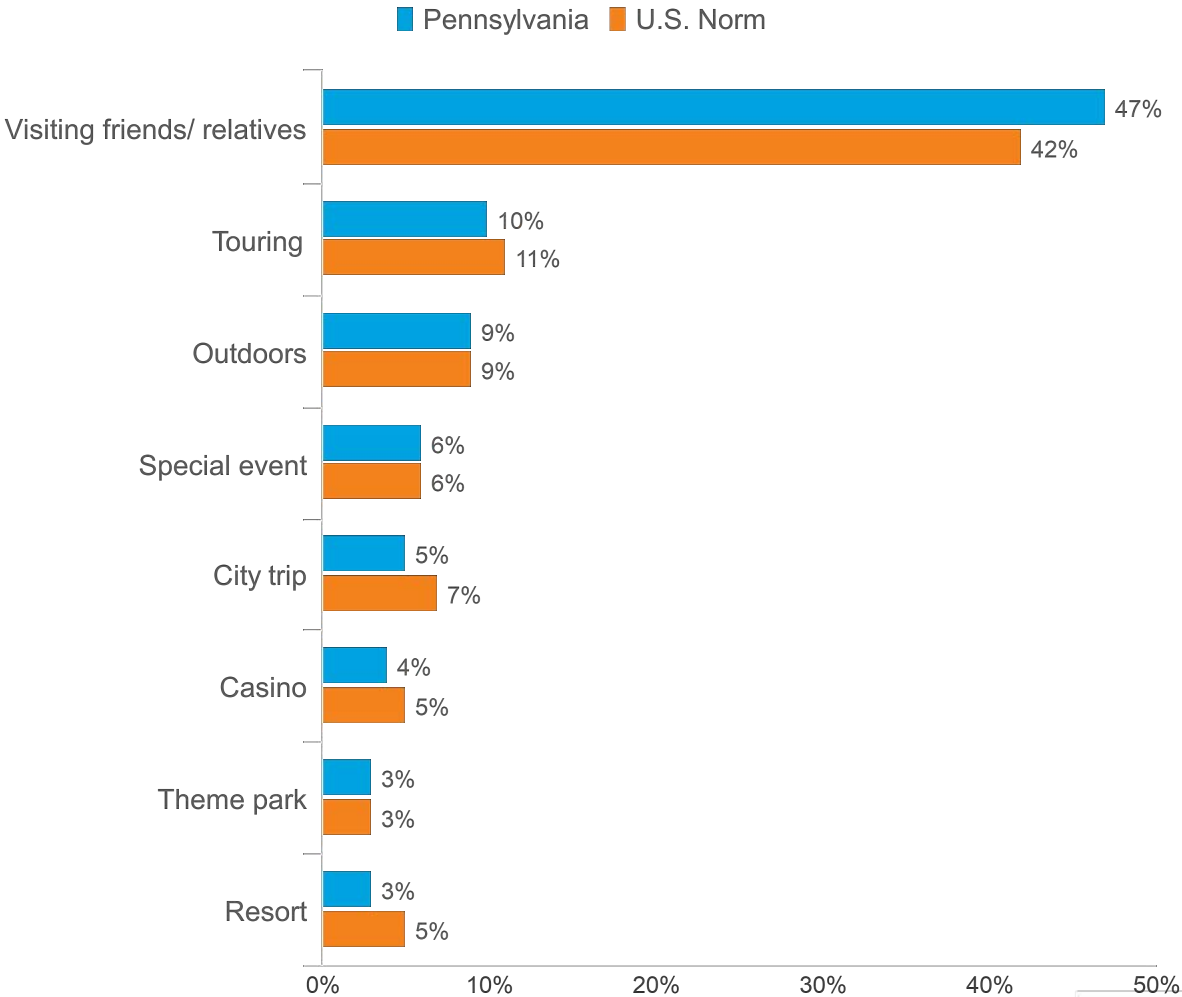
Pennsylvania's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip

 47% Visiting friends/ relatives	
 10% Touring	 2% Conference/ Convention
 9% Outdoors	
 6% Special event	
 5% City trip	 4% Other business trip
 4% Casino	
 3% Theme park	 4% Business-Leisure
 3% Resort	

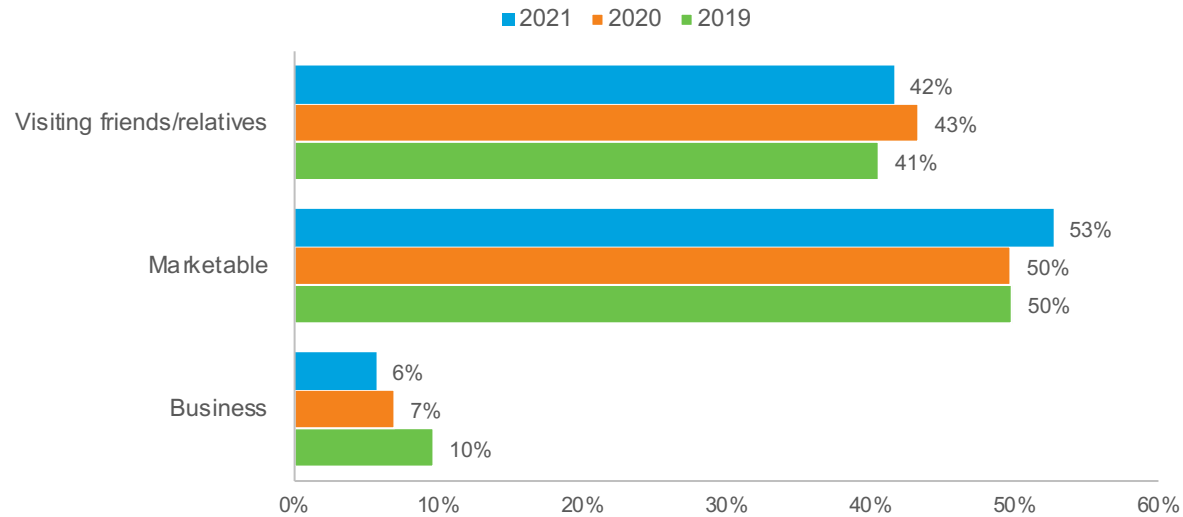
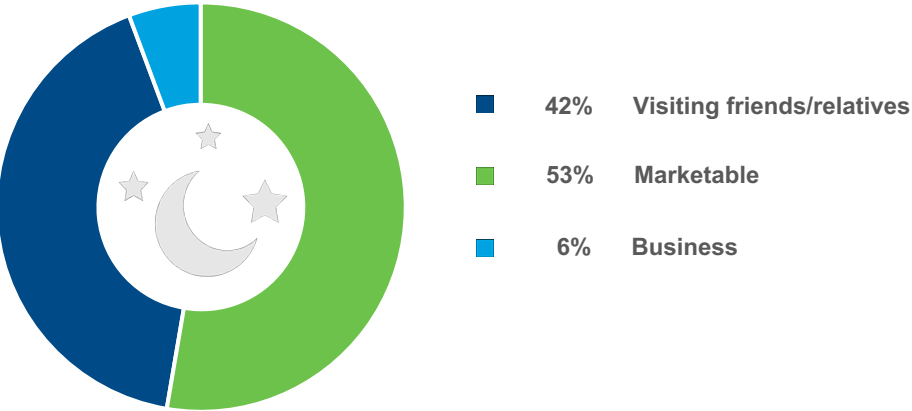
Main Purpose of Leisure Trip



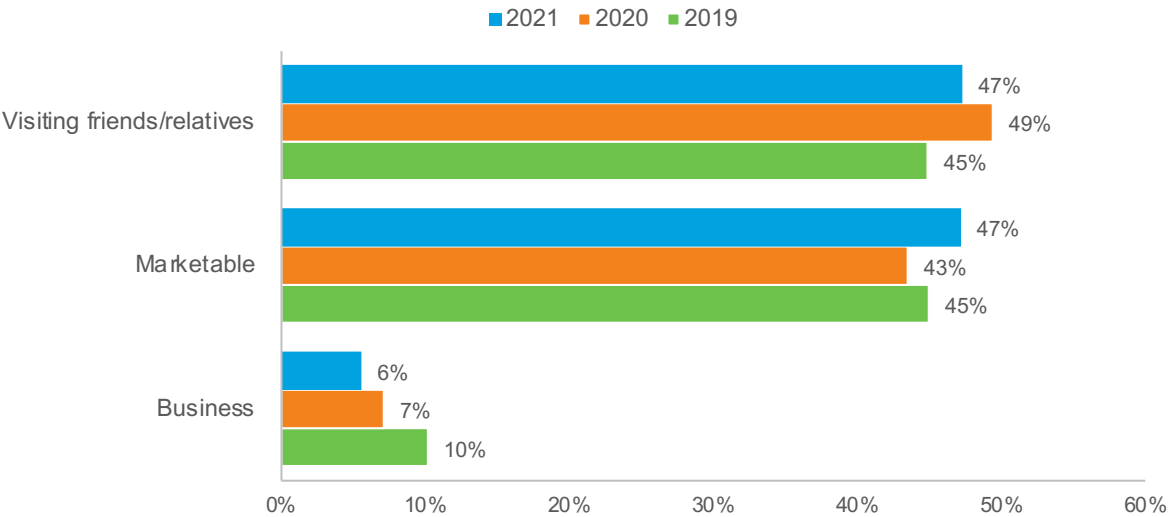
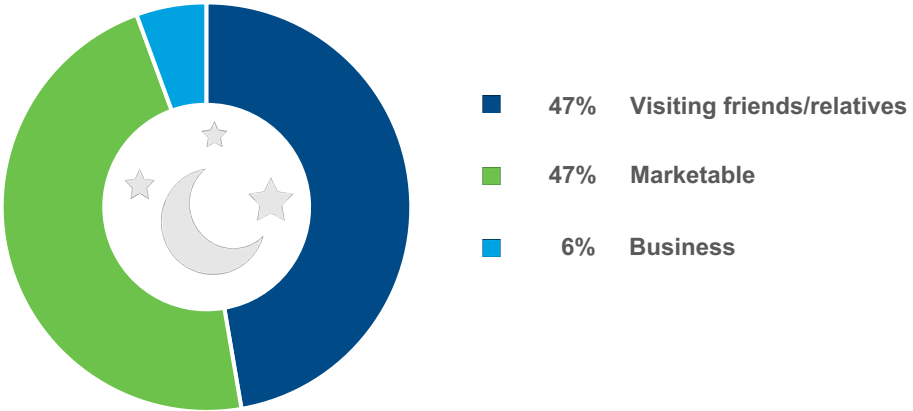
Structure of the U.S. and Pennsylvania Overnight Travel Market

Base: 2021 Overnight Person-Trips

2021 U.S. Overnight Trips



2021 Pennsylvania Overnight Trips

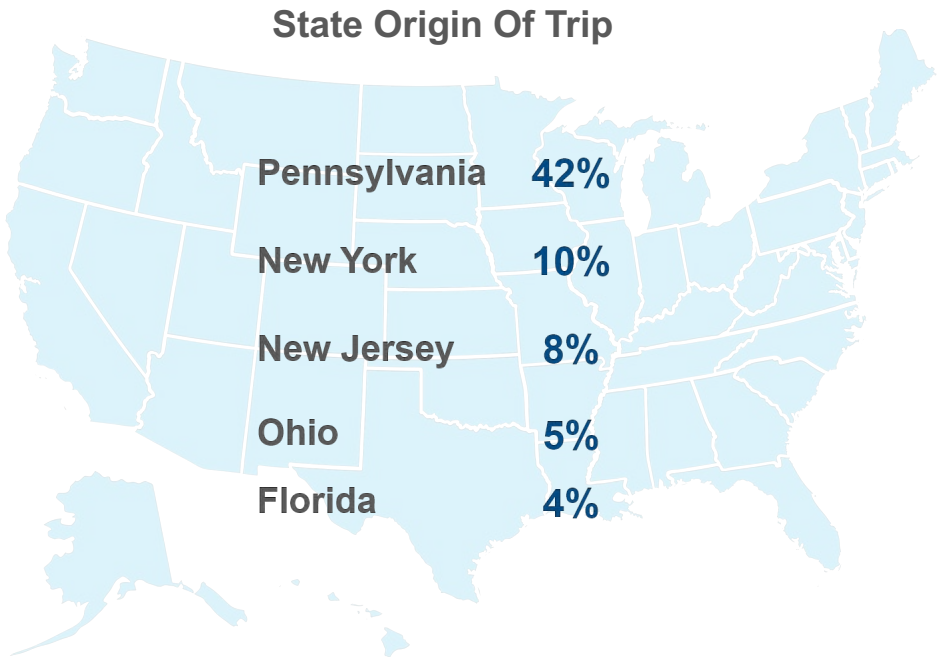


Marketable includes Business-Leisure on this slide

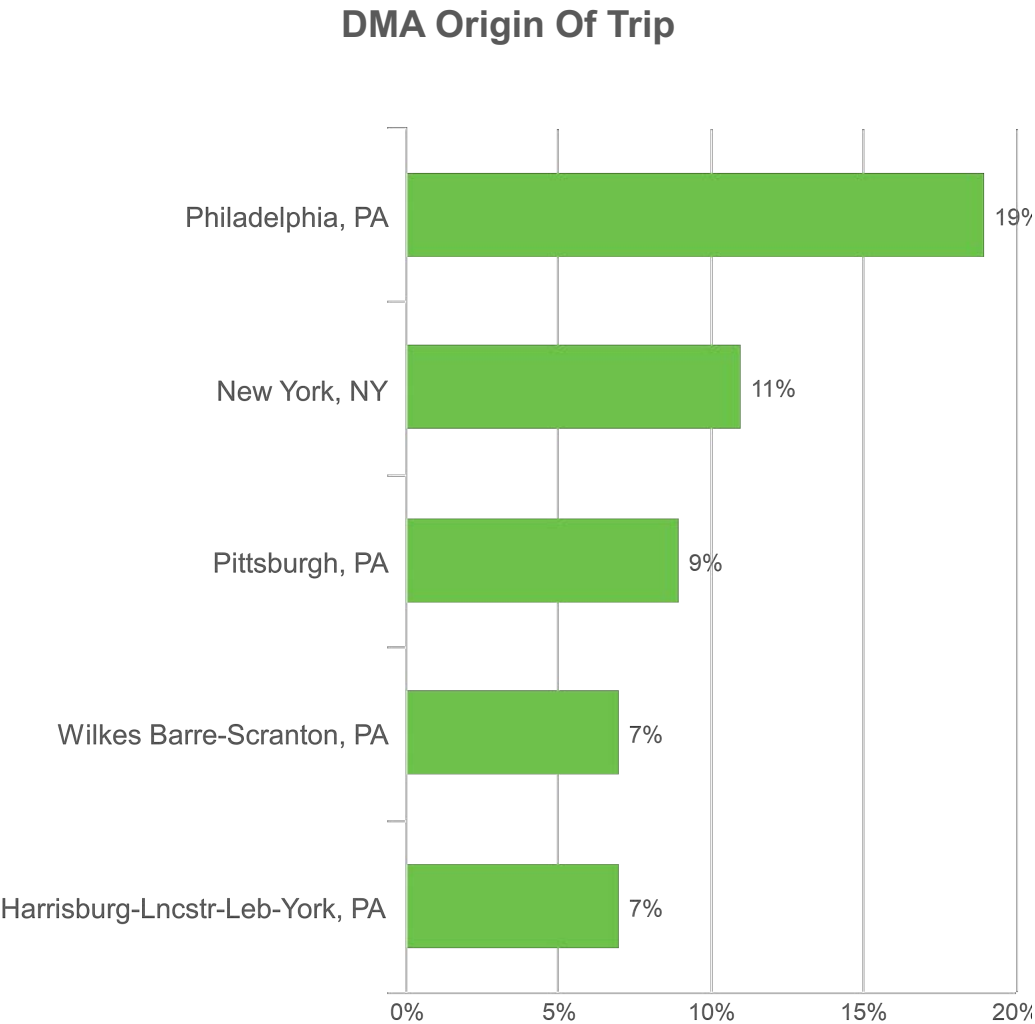


Pennsylvania's Overnight Trip Characteristics

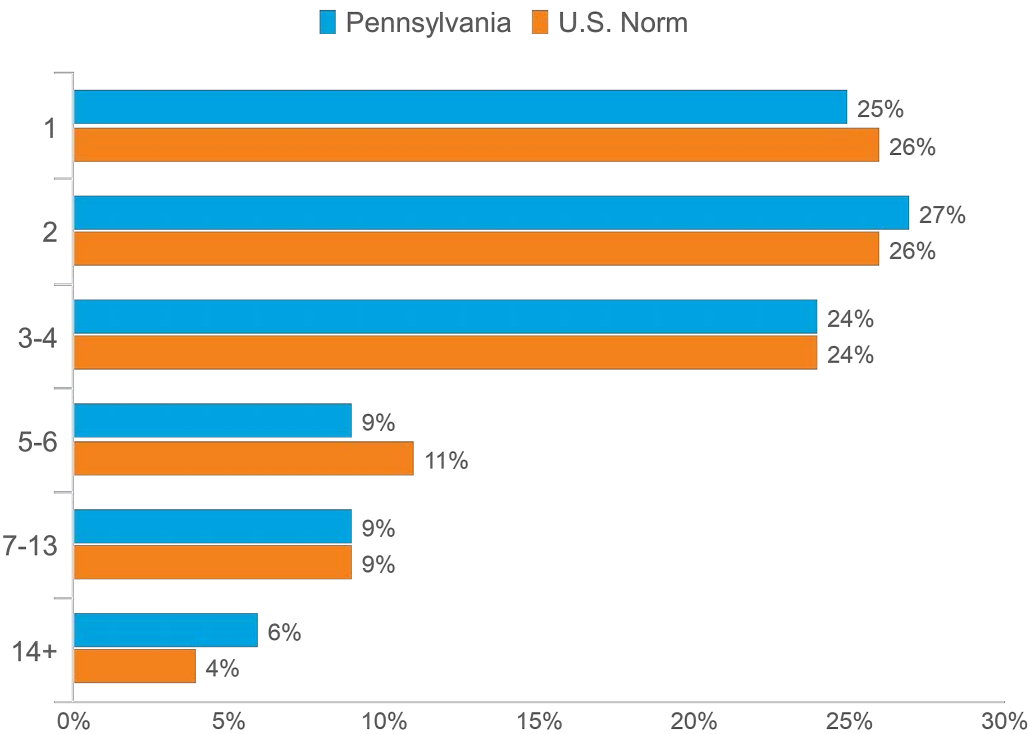
Base: 2021 Overnight Person-Trips



Season of Trip
Total Overnight Person-Trips



Total Nights Away on Trip



Pennsylvania

4.1

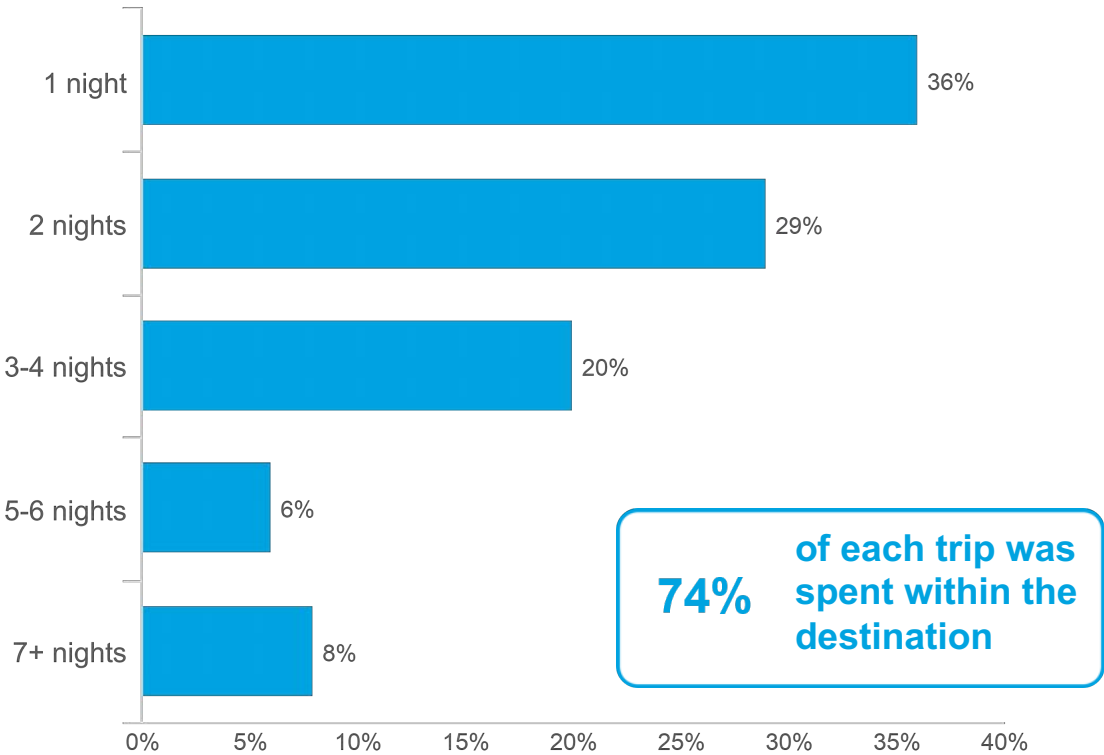
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Pennsylvania



Average number of nights

3.0

Average last year

3.0

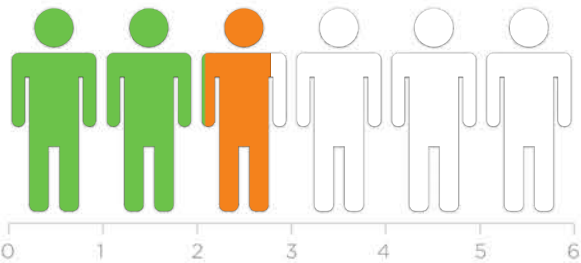
Pennsylvania's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Size of Travel Party

■ Adults ■ Children

Pennsylvania

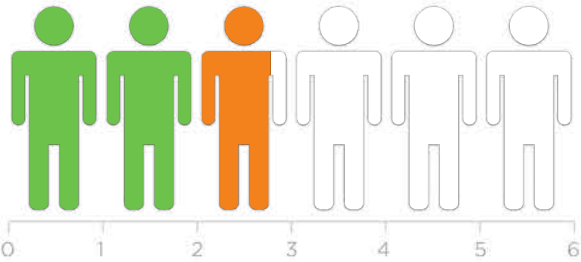


Average number of people

Total

2.9

U.S. Norm



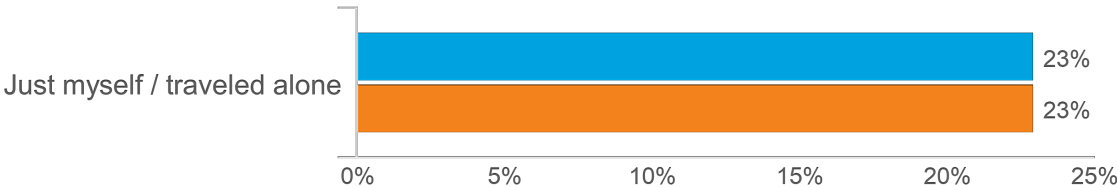
Average number of people

Total

2.9

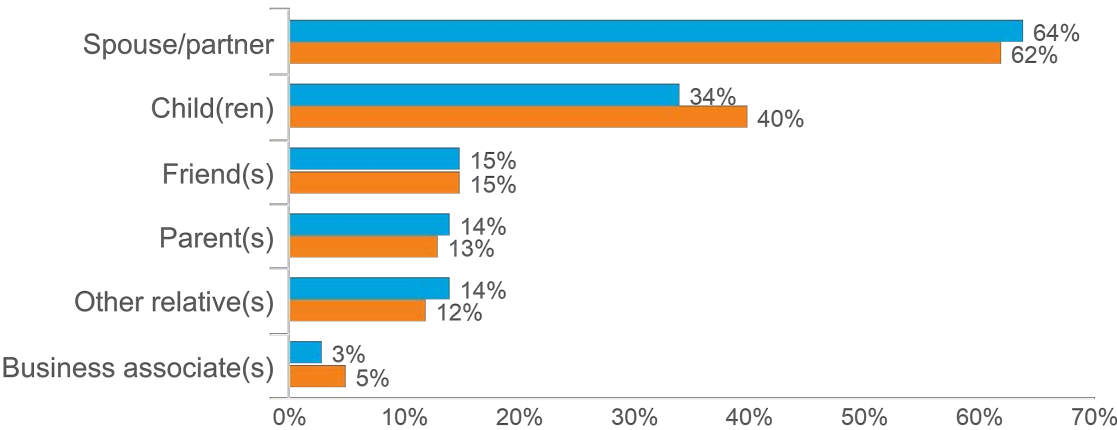
Percent Who Traveled Alone

■ Pennsylvania ■ U.S. Norm



Composition of Immediate Travel Party

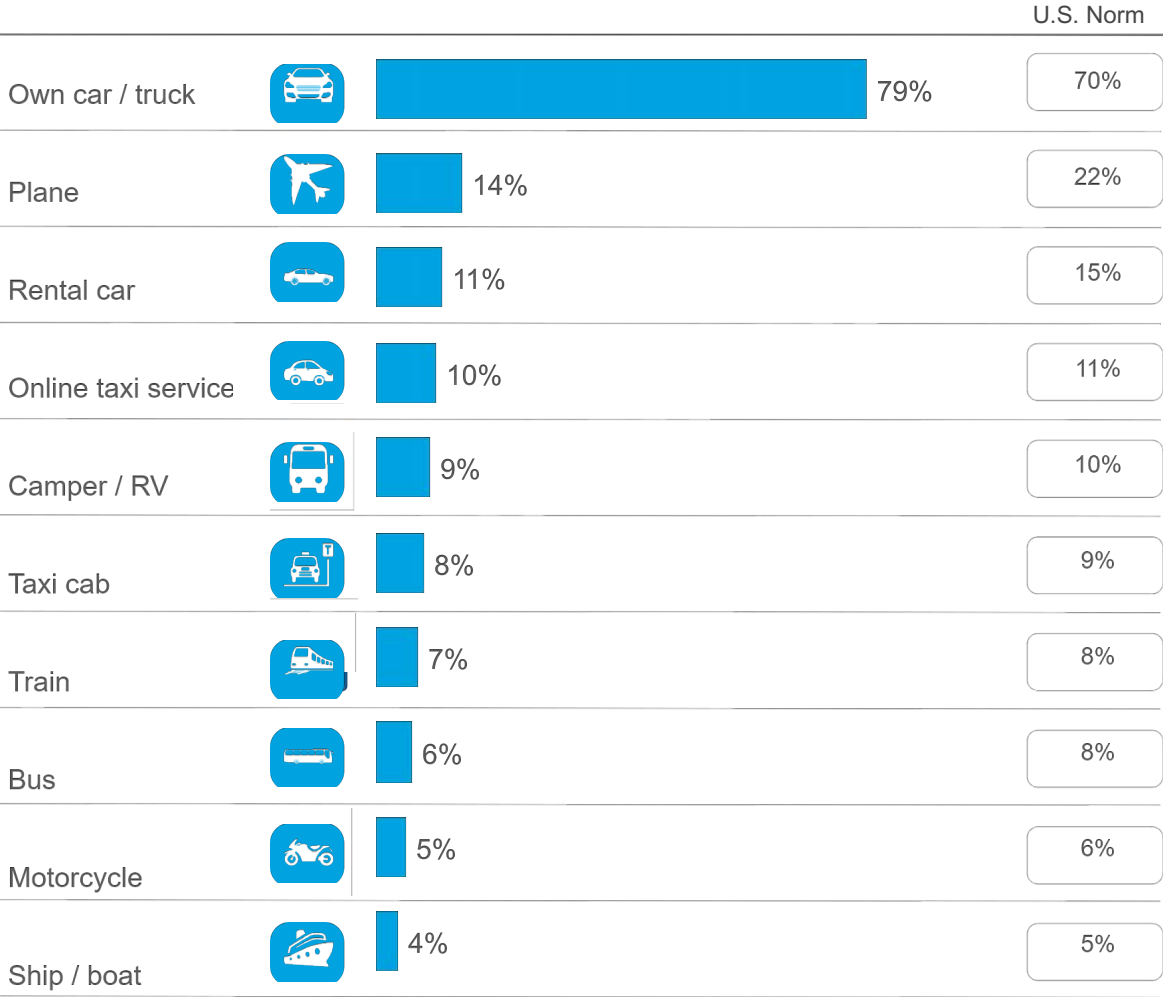
■ Pennsylvania ■ U.S. Norm



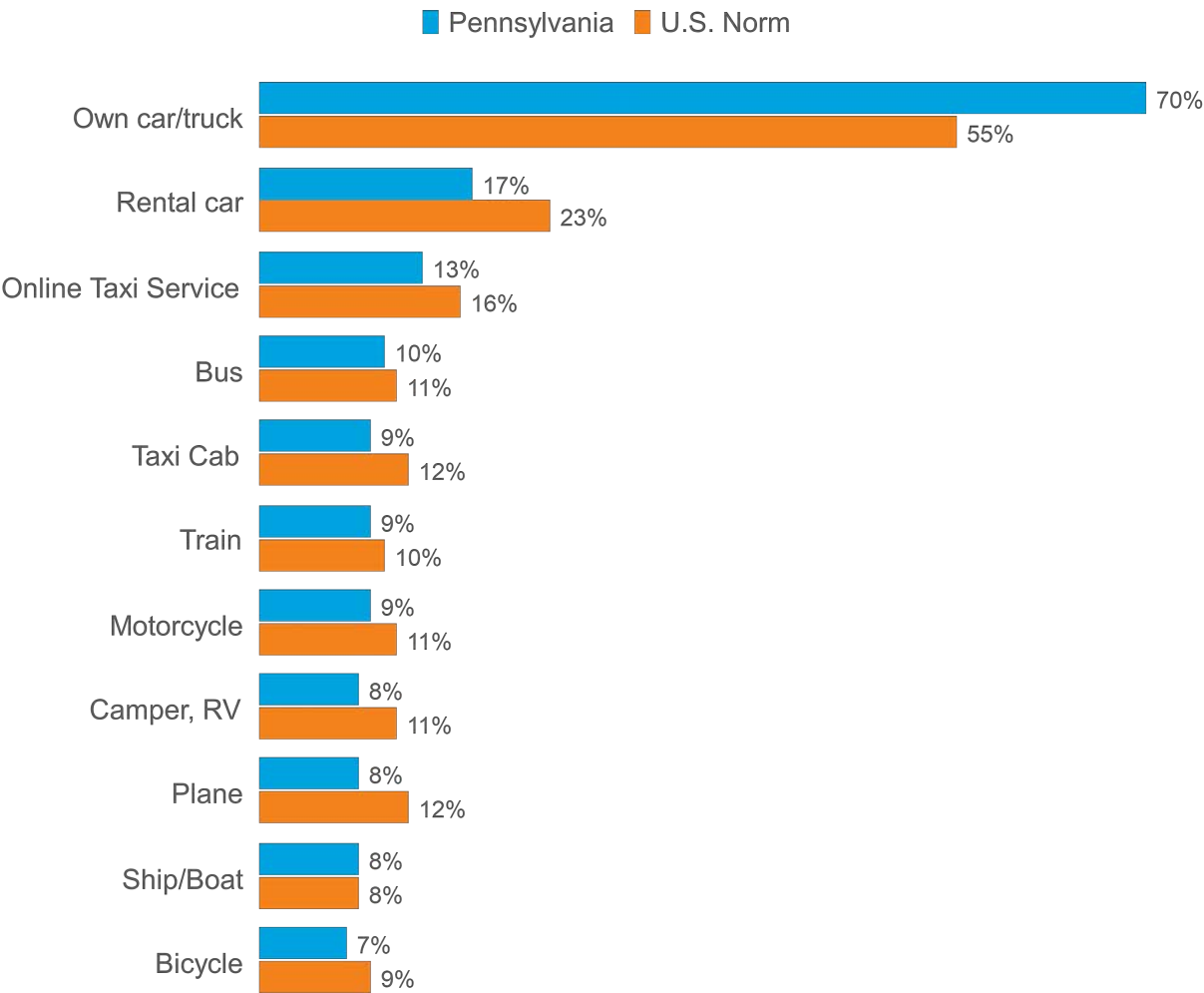
Pennsylvania's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

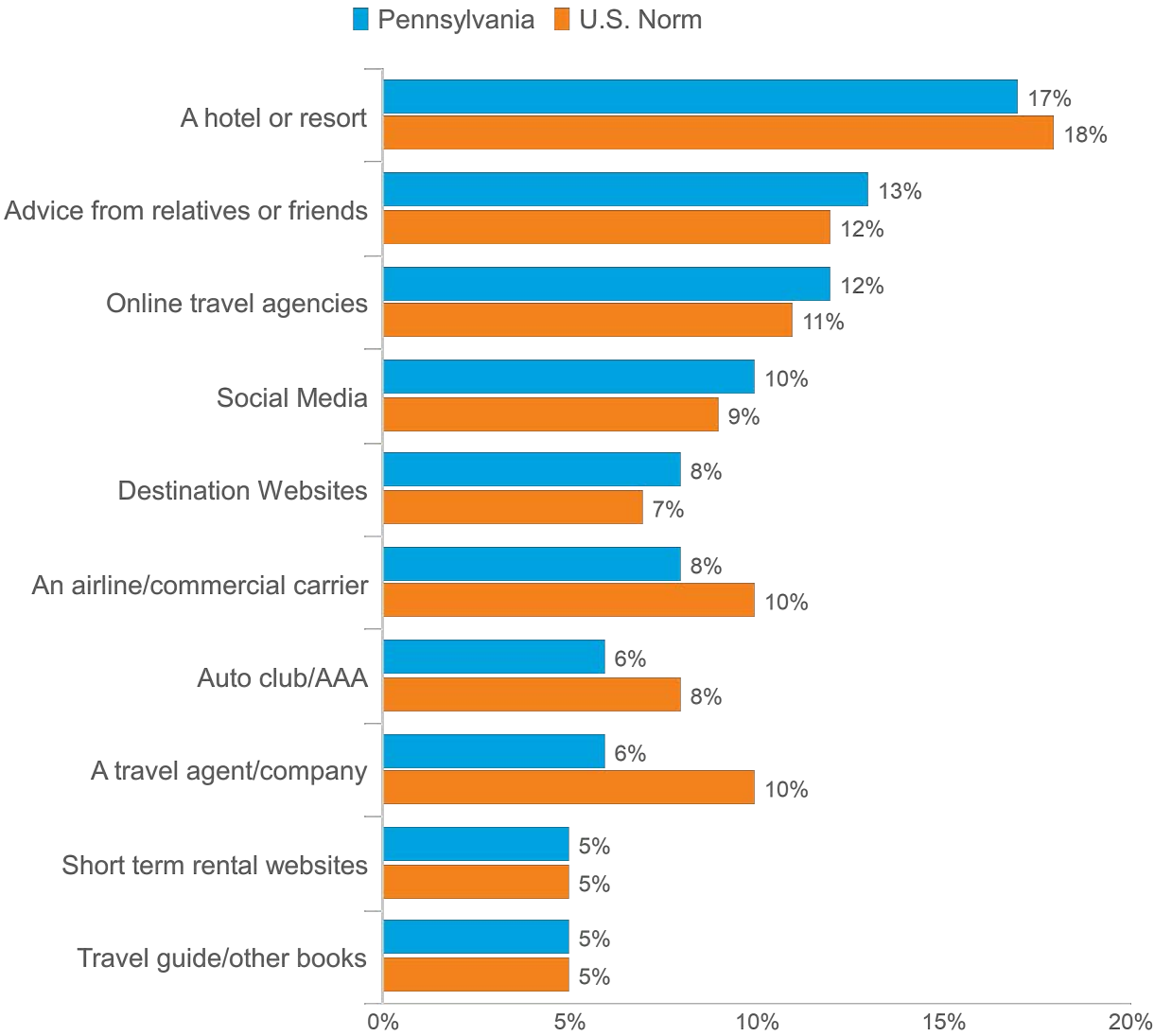
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



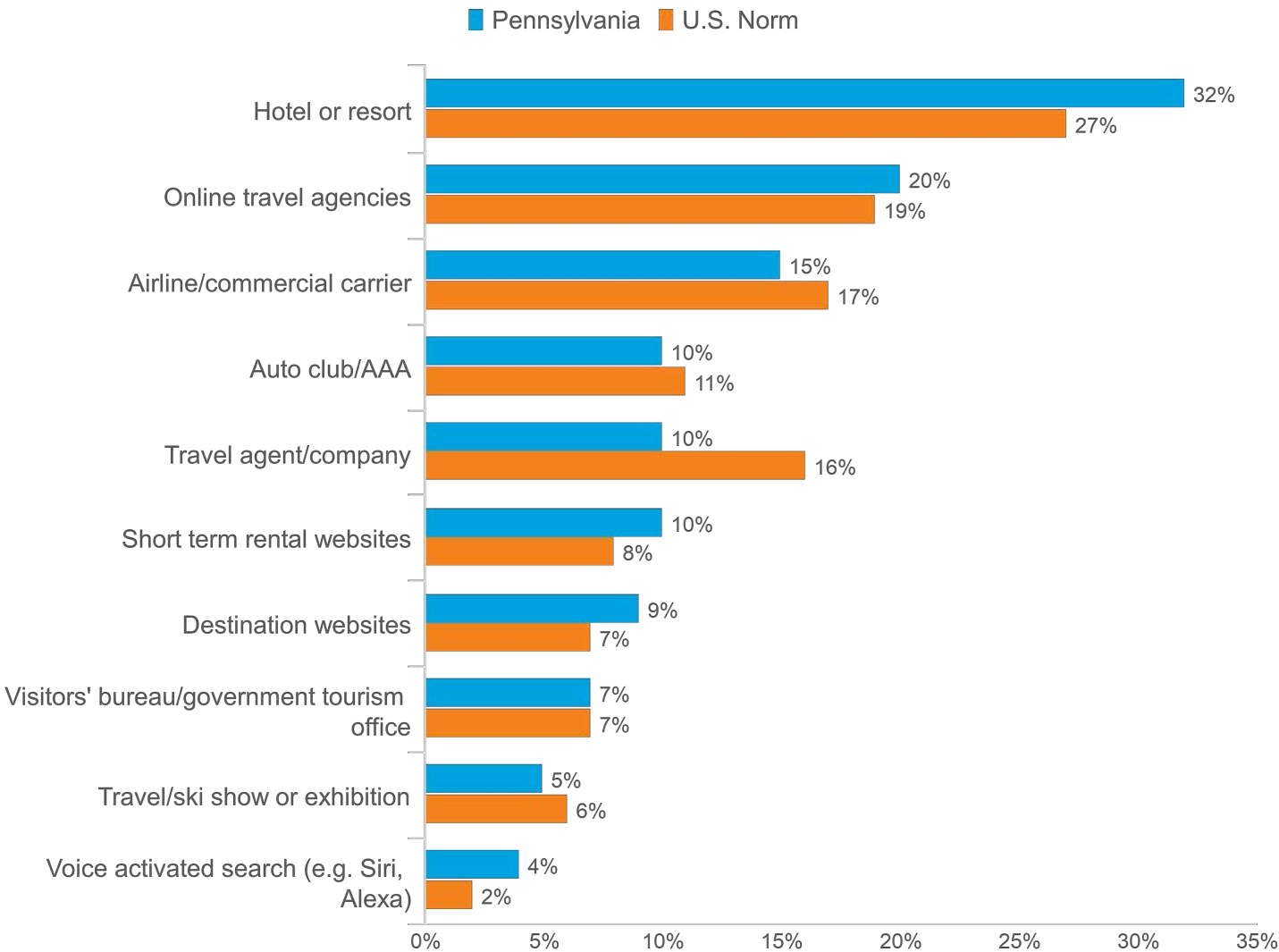
Length of Trip Planning

	Pennsylvania	U.S. Norm
1 month or less	34%	30%
2 months	15%	15%
3-5 months	16%	18%
6-12 months	12%	14%
More than 1 year in advance	4%	6%
Did not plan anything in advance	20%	17%








Pennsylvania's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

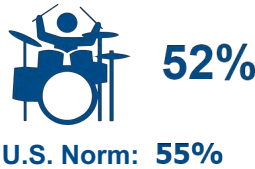
		Pennsylvania	U.S. Norm
	Hotel	39%	38%
	Home of friends / relatives	27%	19%
	Motel	14%	13%
	Resort hotel	9%	12%
	Bed & breakfast	8%	8%
	Campground / RV park	7%	6%
	Rented home / condo / apartment	6%	6%

Activity Groupings

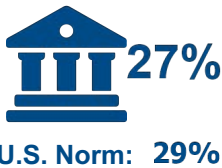
Outdoor Activities



Entertainment Activities



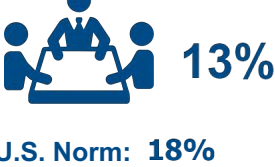
Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)







	Pennsylvania	U.S. Norm
	Shopping	23%
	Sightseeing	18%
	Attending celebration	15%
	Landmark/historic site	14%
	Bar/nightclub	12%
	Casino	10%
	Museum	10%
	Hiking/backpacking	10%
	Local parks/playgrounds	10%
	Swimming	9%
		12%

Shopping Types on Trip

		Pennsylvania	U.S. Norm
	Outlet/mall shopping	51%	47%
	Convenience/grocery shopping	44%	42%
	Souvenir shopping	35%	39%
	Big box stores (Walmart, Costco)	34%	33%
	Boutique shopping	25%	28%
	Antiquing	20%	13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Pennsylvania	U.S. Norm
	Unique/local food	43%	40%
	Fine/upscale dining	20%	22%
	Food delivery service (UberEATS, DoorDash, etc.)	19%	21%
	Street food/food trucks	18%	21%
	Picnicking	13%	14%
	Gastropubs	9%	10%



72%
of overnight travelers were
very satisfied with their overall
trip experience



Quality of accommodations



Quality of food



Friendliness of people



Safety/security



Sightseeing/attractions



Cleanliness



Value for money

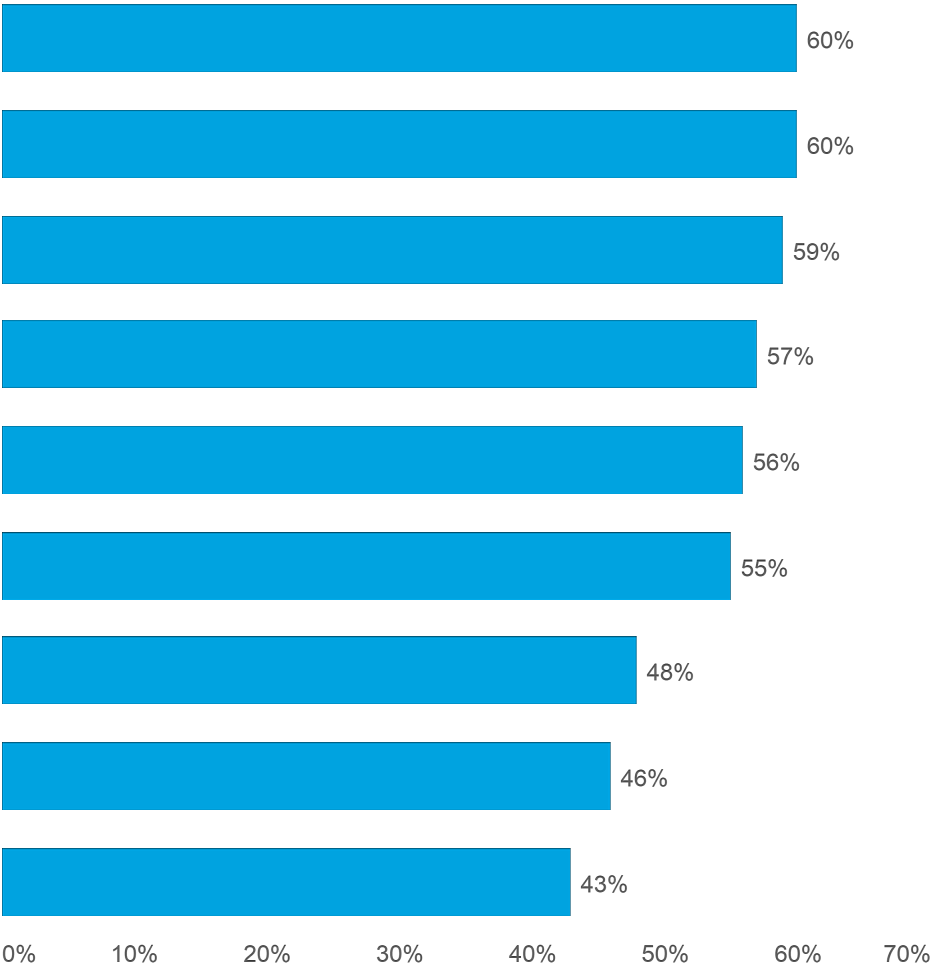


Music/nightlife/entertainment



Public transportation

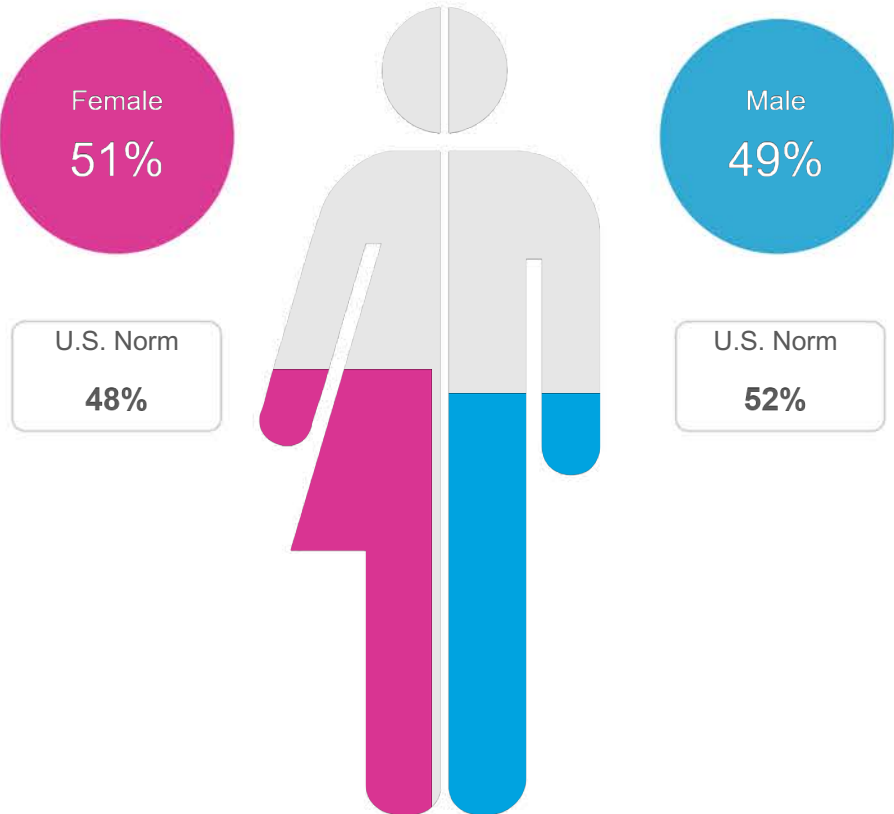
% Very Satisfied with Trip



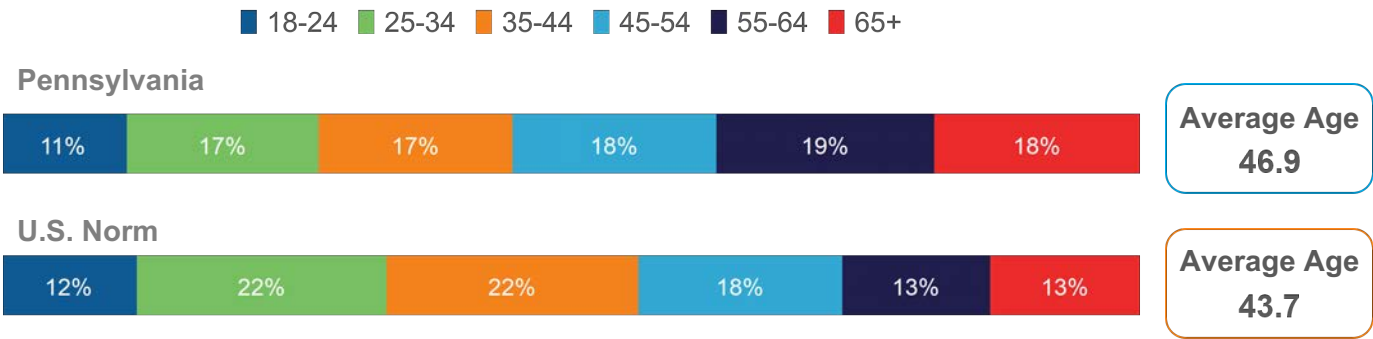
Demographic Profile of Overnight Pennsylvania Visitors

Base: 2021 Overnight Person-Trips

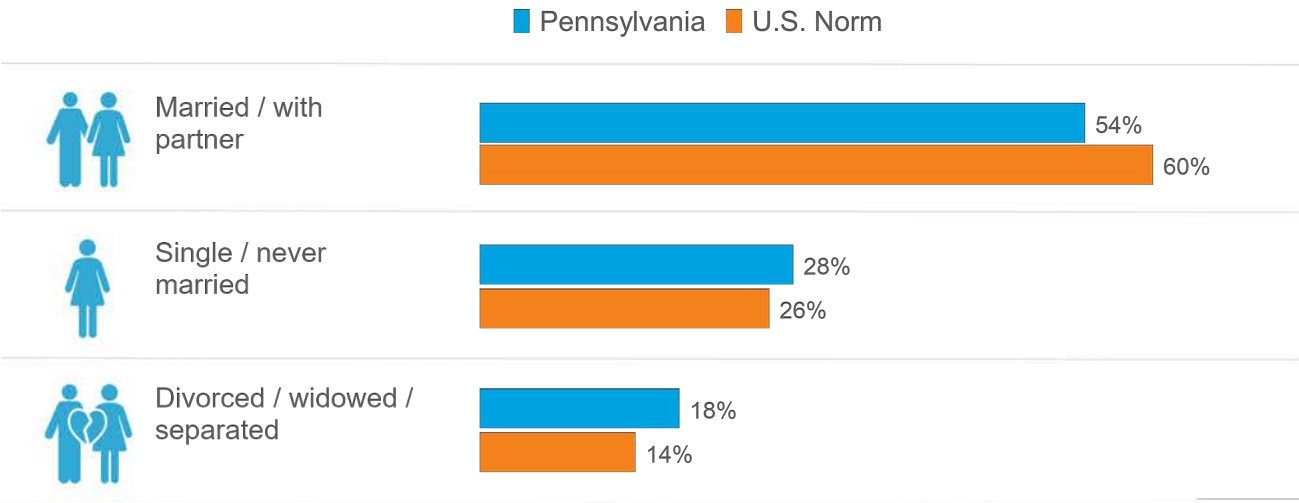
Gender



Age



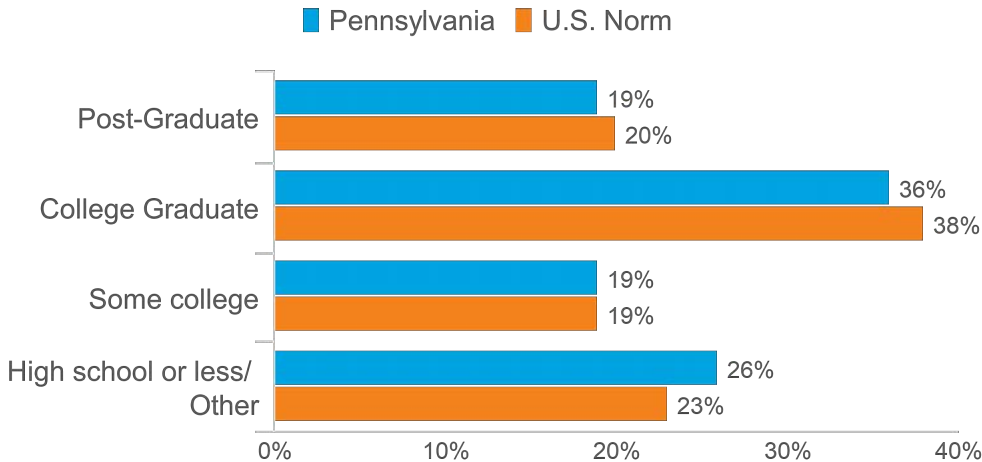
Marital Status



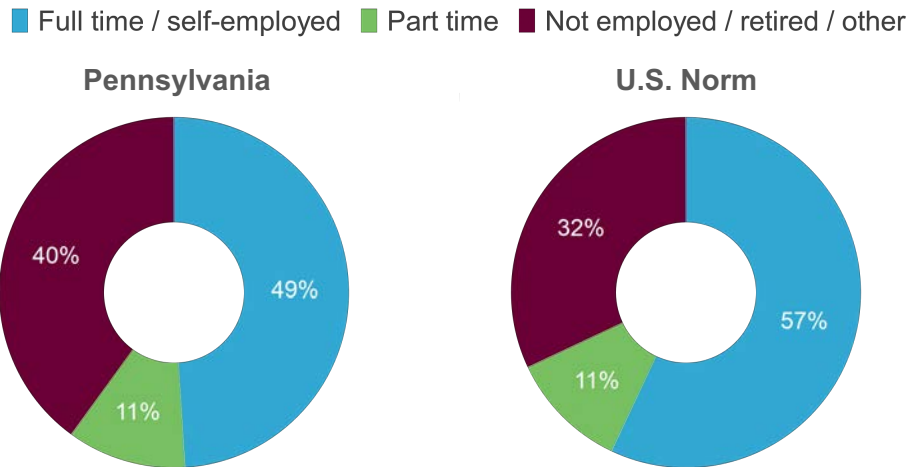
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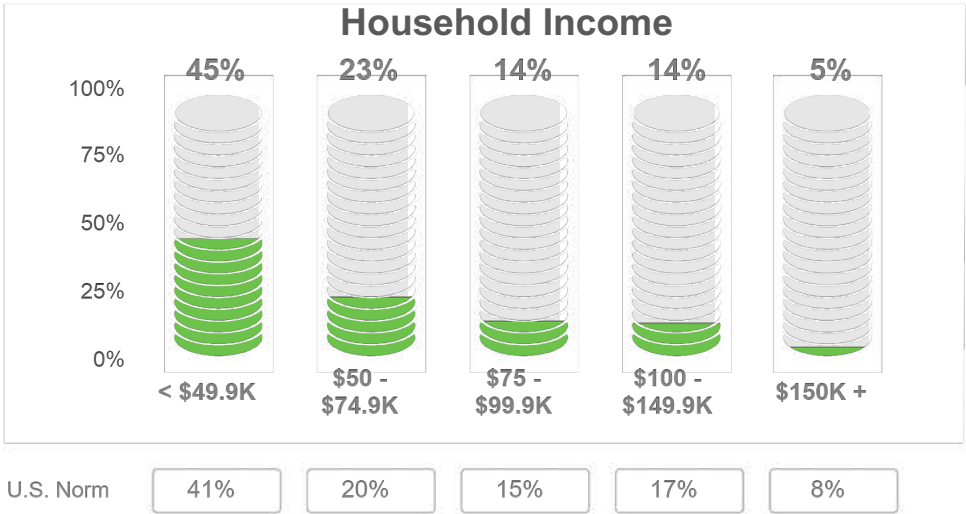
Education



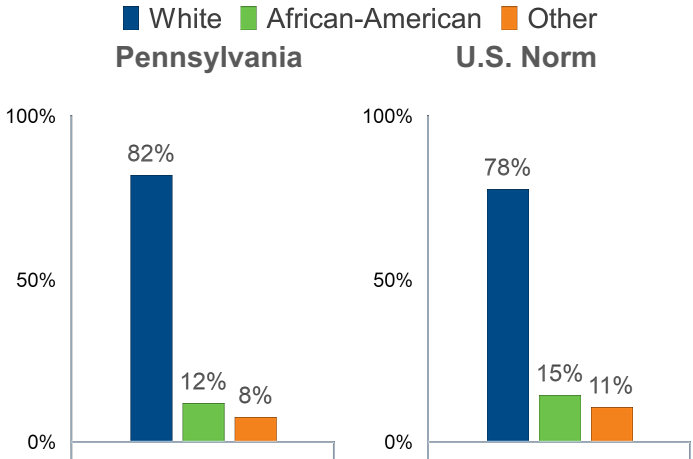
Employment



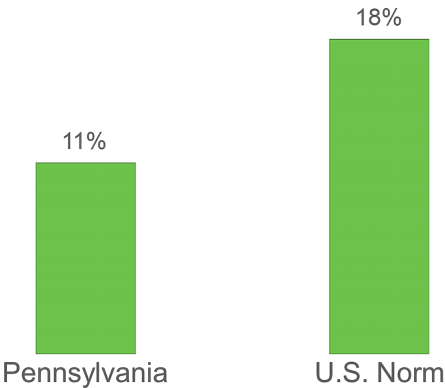
Household Income



Race



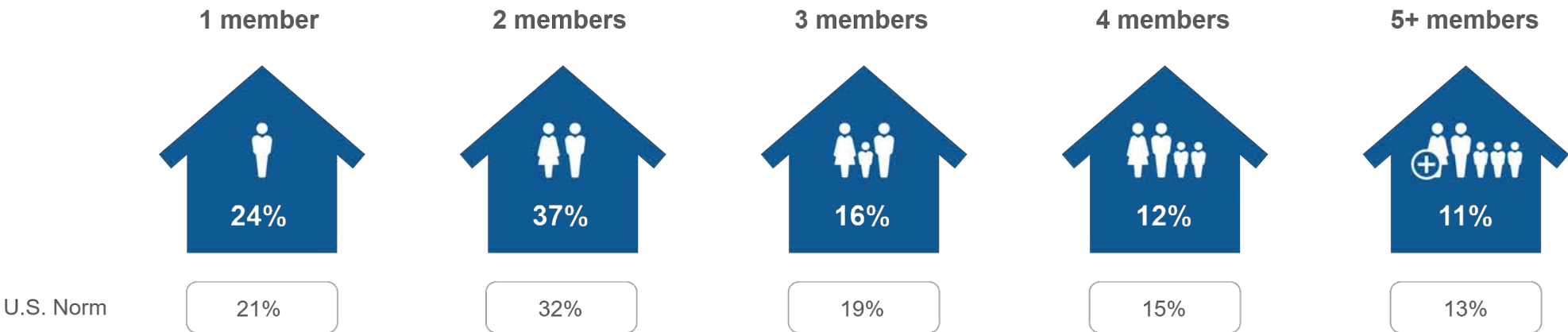
Hispanic Background



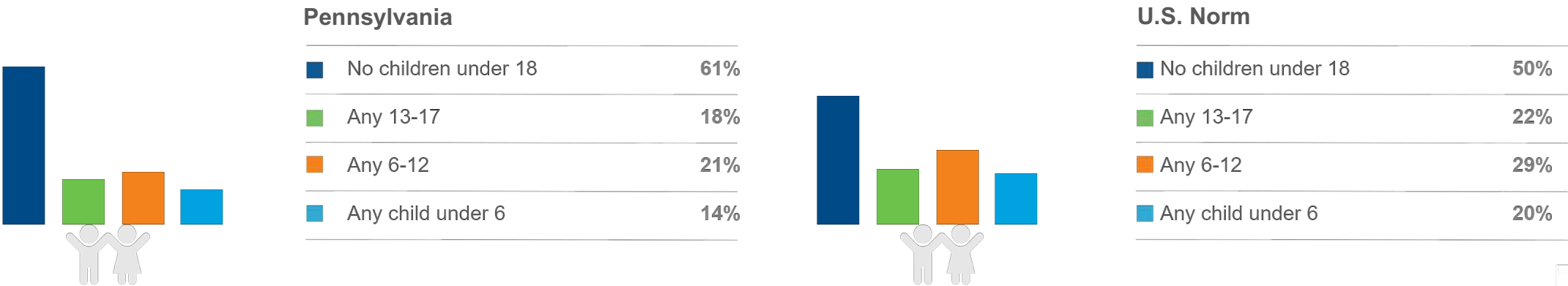
Demographic Profile of Overnight Pennsylvania Visitors

Base: 2021 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Regions Maps & Overnight Visitor Volumes

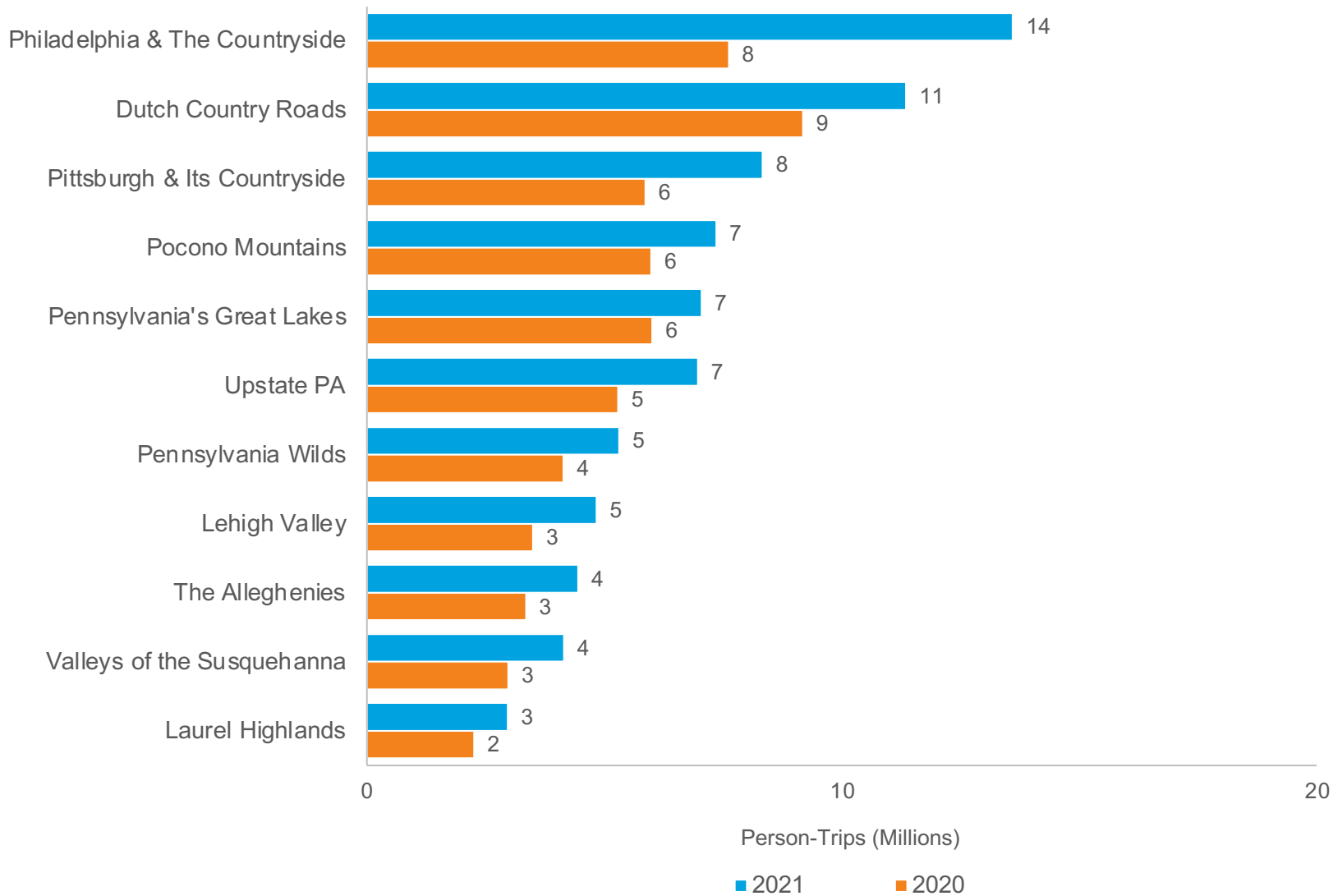


2021



Overnight Visitor Volume by Region

Base: Overnight Person-Trips





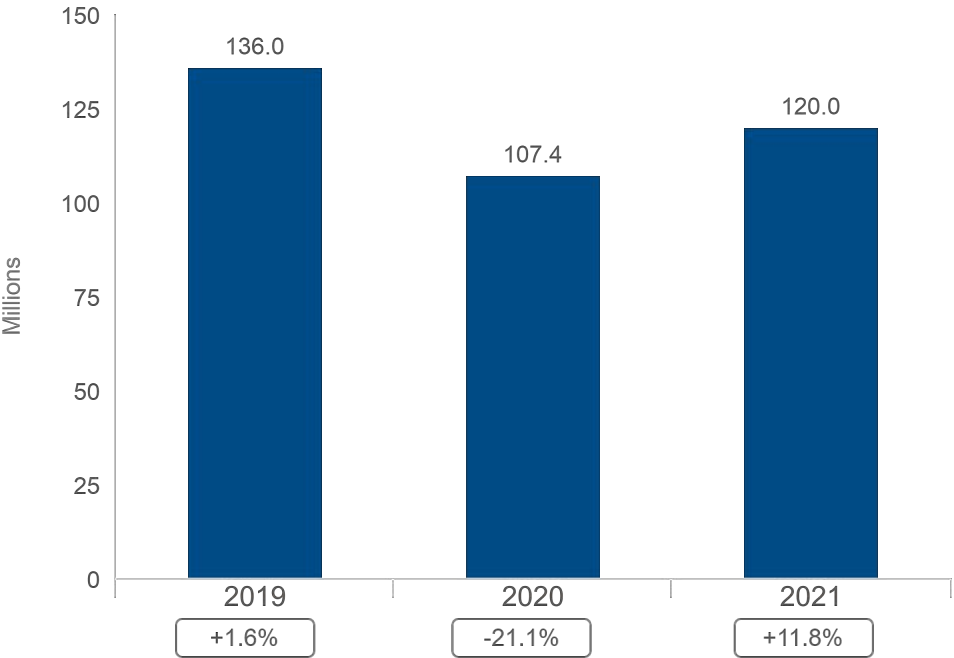
Travel USA Visitor Profile

Day Visitation

Pennsylvania
pursue your happiness

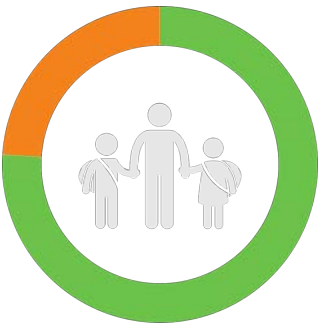
2021

Day Trips to Pennsylvania



Size of Pennsylvania Day Travel Market - Adults vs. Children

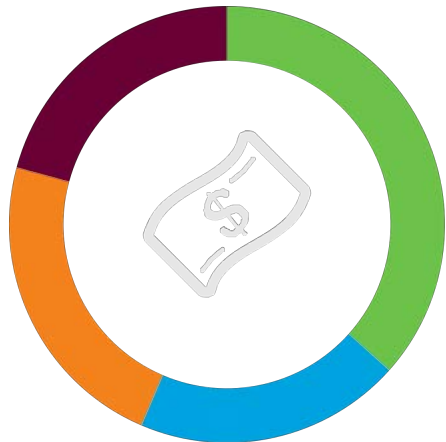
Total Day Person-Trips
120.0 Million



- Adults
76% 90.8 Million
- Children
24% 29.2 Million

Domestic Day Expenditures - by Sector

Total Spending
\$ 18.554 Billion
+27.7% vs. last year



Transportation at Destination	37%	\$6,781 Million
Restaurant Food & Beverage	20%	\$3,641 Million
Retail Purchase	23%	\$4,244 Million
Recreation/Entertainment	21%	\$3,888 Million

vs. last year
+34.1%
+26.8%
+18.7%
+28.9%

Average Per Person Expenditures on Domestic Day Trips - by Sector



Average Per Person: \$ 155

Last year: \$135













Average Per Person:

Leisure \$147

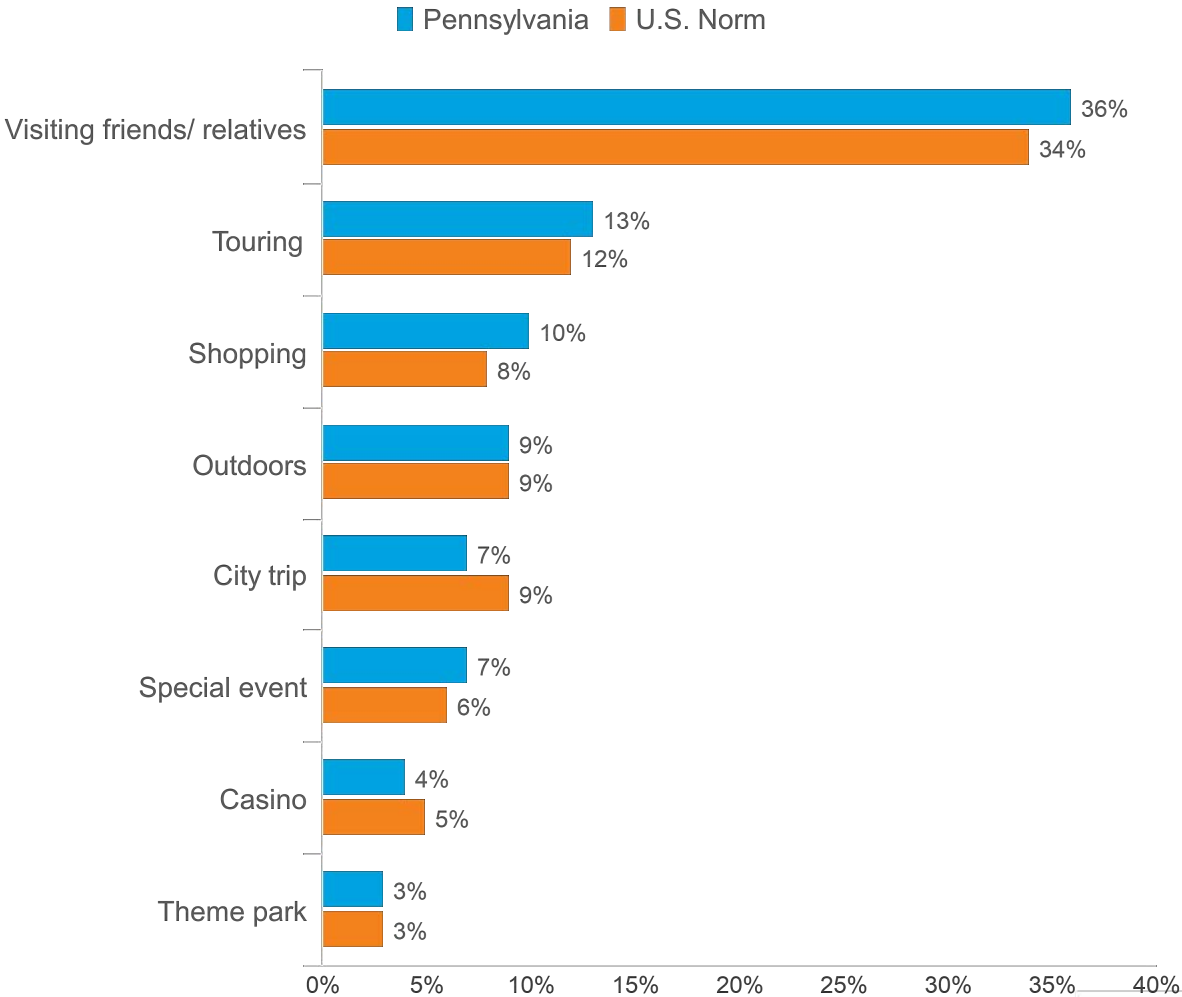
Pennsylvania's Day Trip Characteristics

Base: 2021 Day Person-Trips

Main Purpose of Trip

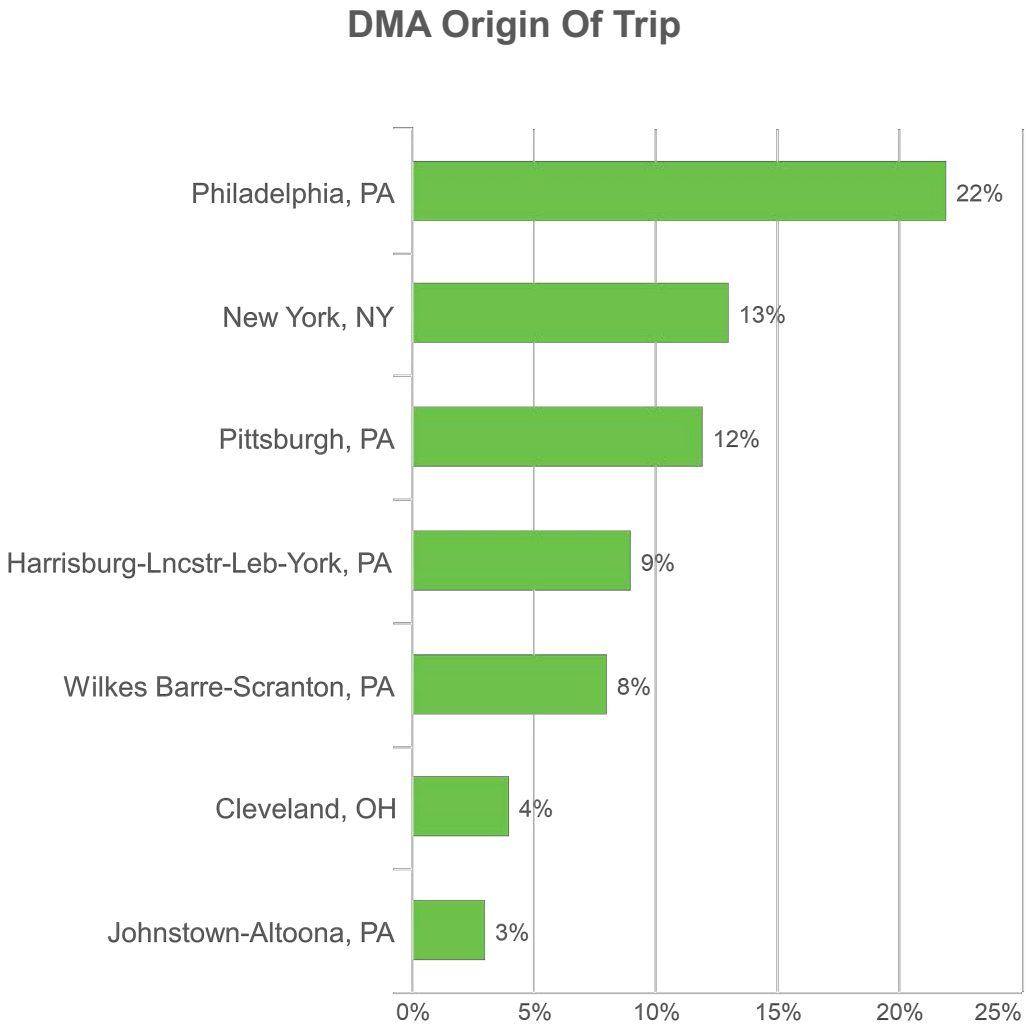
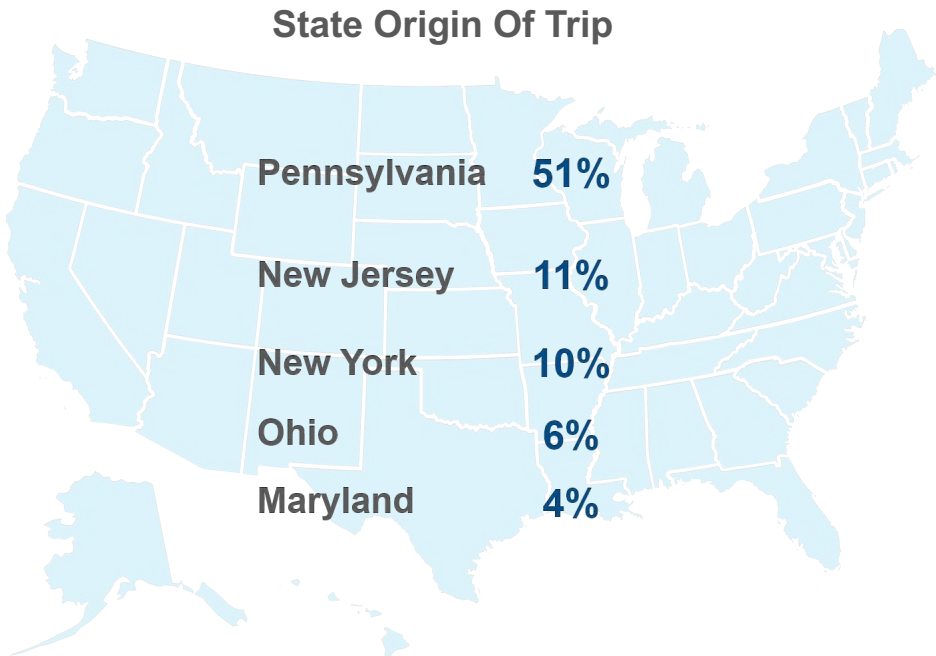
 36% Visiting friends/ relatives	
 13% Touring	 1% Conference/ Convention
 10% Shopping	
 9% Outdoors	
 7% City trip	 3% Other business trip
 7% Special event	
 4% Casino	 3% Business-Leisure
 3% Theme park	

Main Purpose of Leisure Trip



Pennsylvania's Day Trip Characteristics

Base: 2021 Day Person-Trips

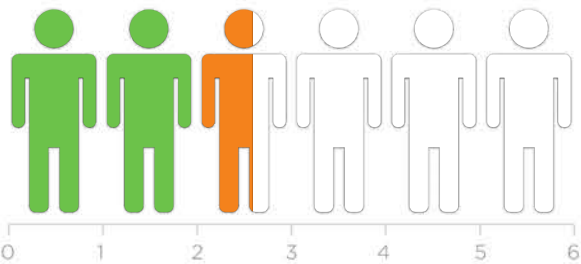


Season of Trip
Total Day Person-Trips

Size of Travel Party

■ Adults ■ Children

Pennsylvania

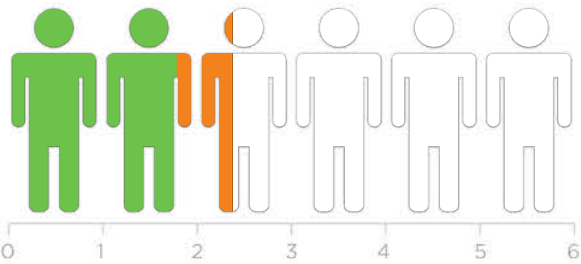


Average number of people

Total

2.6

U.S. Norm



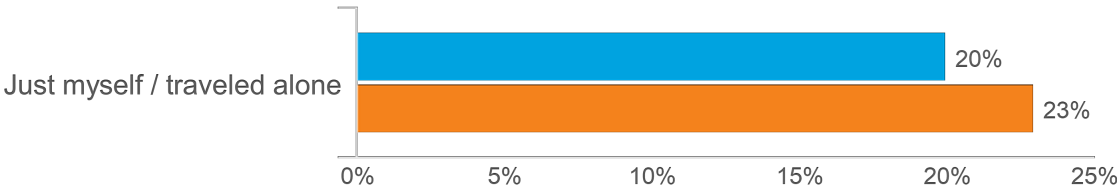
Average number of people

Total

2.6

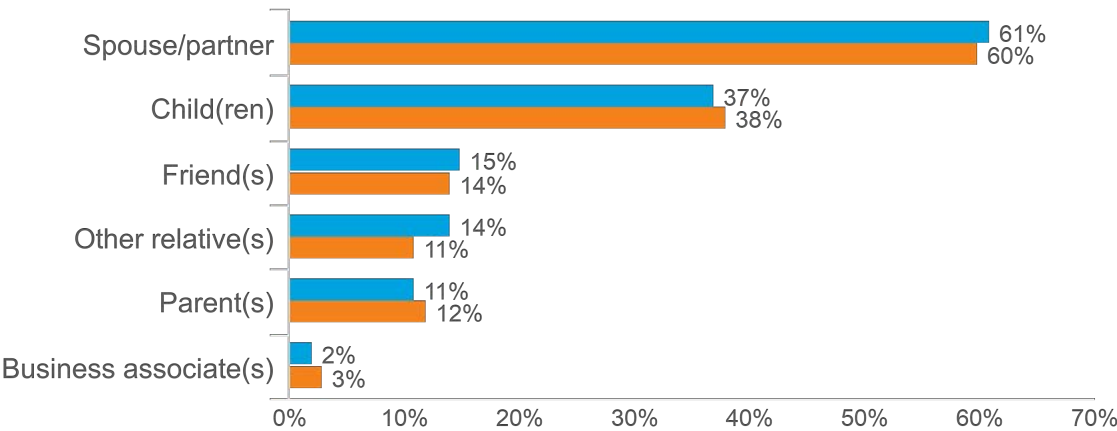
Percent Who Traveled Alone

■ Pennsylvania ■ U.S. Norm



Composition of Immediate Travel Party

■ Pennsylvania ■ U.S. Norm

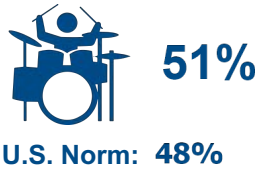


Activity Groupings

Outdoor Activities



Entertainment Activities



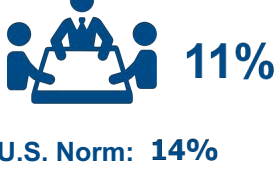
Cultural Activities













Sporting Activities



Business Activities



Activities and Experiences (Top 10)







	Pennsylvania	U.S. Norm
	Shopping	21%
	Sightseeing	14%
	Attending celebration	11%
	Landmark/historic site	9%
	Casino	7%
	Bar/nightclub	7%
	Hiking/backpacking	7%
	Local parks/playgrounds	7%
	Museum	6%
	National/state park	6%

Shopping Types on Trip

		Pennsylvania	U.S. Norm
	Outlet/mall shopping	49%	46%
	Convenience/grocery shopping	26%	26%
	Big box stores (Walmart, Costco)	23%	28%
	Boutique shopping	22%	22%
	Souvenir shopping	21%	24%
	Antiquing	15%	13%

Base: 2021 Day Person-Trips that included Shopping

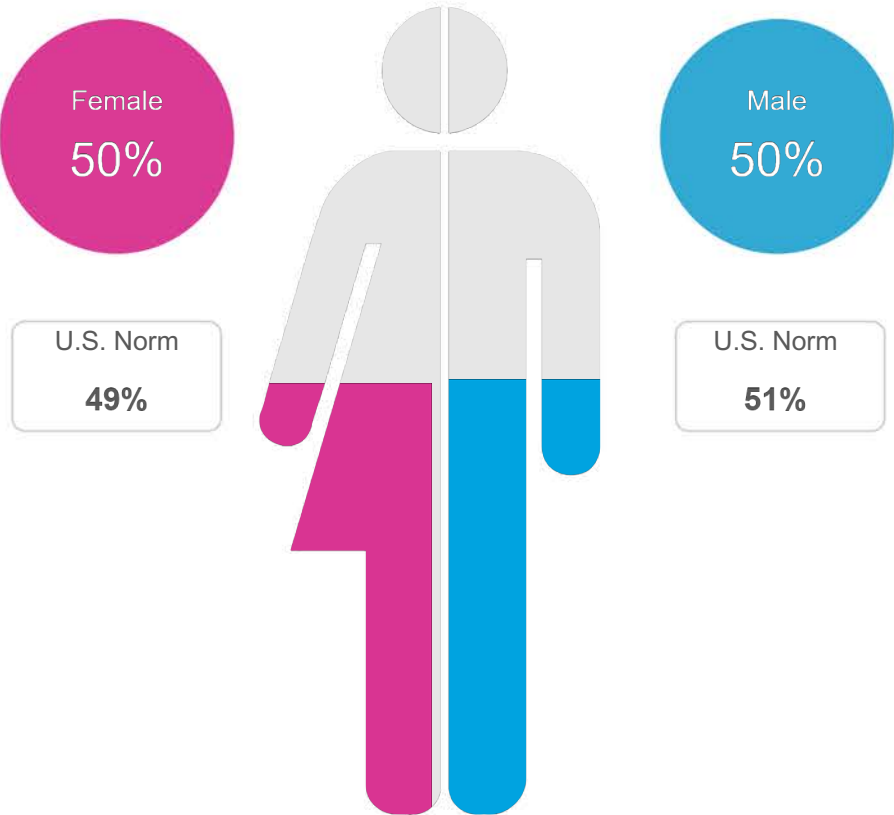
Dining Types on Trip

		Pennsylvania	U.S. Norm
	Unique/local food	35%	34%
	Street food/food trucks	16%	17%
	Fine/upscale dining	15%	15%
	Picnicking	14%	14%
	Food delivery service (UberEATS, DoorDash, etc.)	10%	15%
	Gastropubs	8%	7%

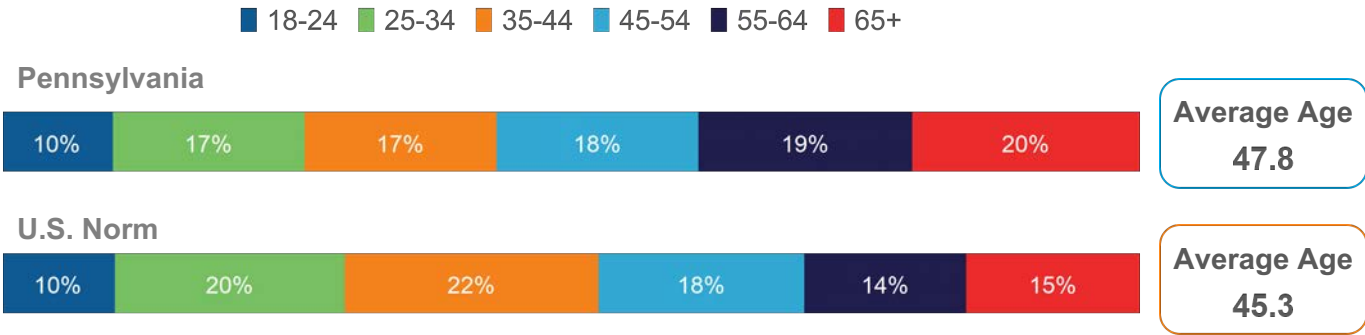
Demographic Profile of Day Pennsylvania Visitors

Base: 2021 Day Person-Trips

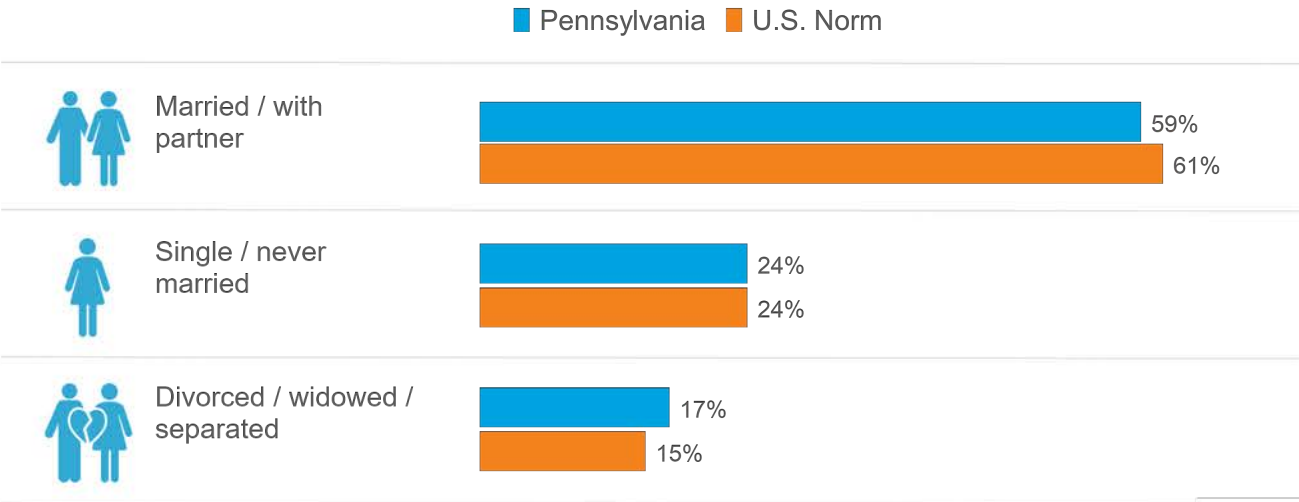
Gender



Age



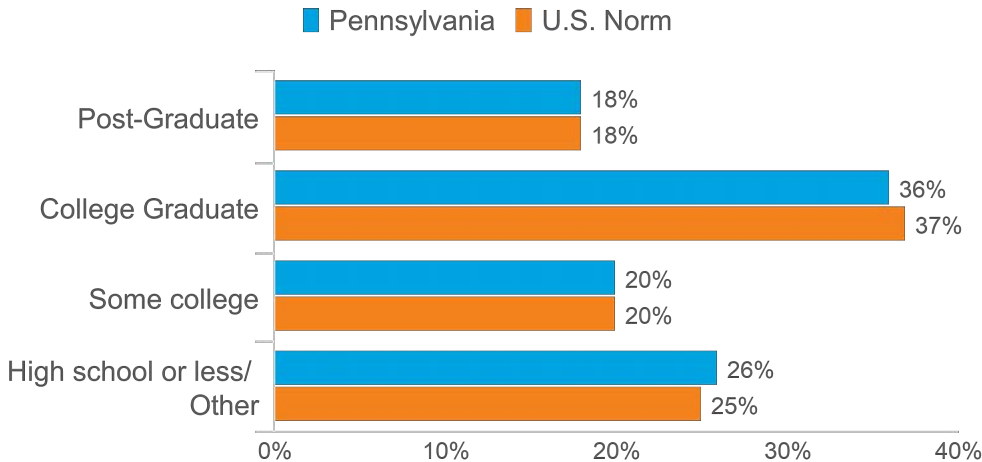
Marital Status



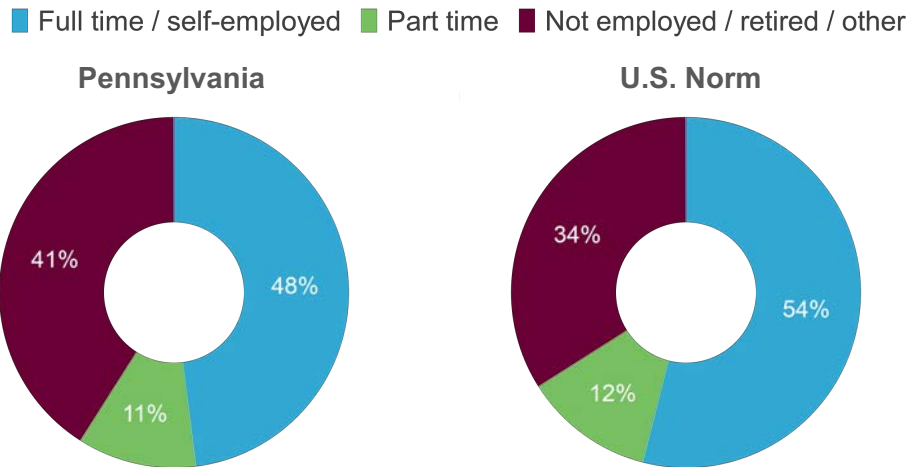
Demographic Profile of Day Pennsylvania Visitors

Base: 2021 Day Person-Trips

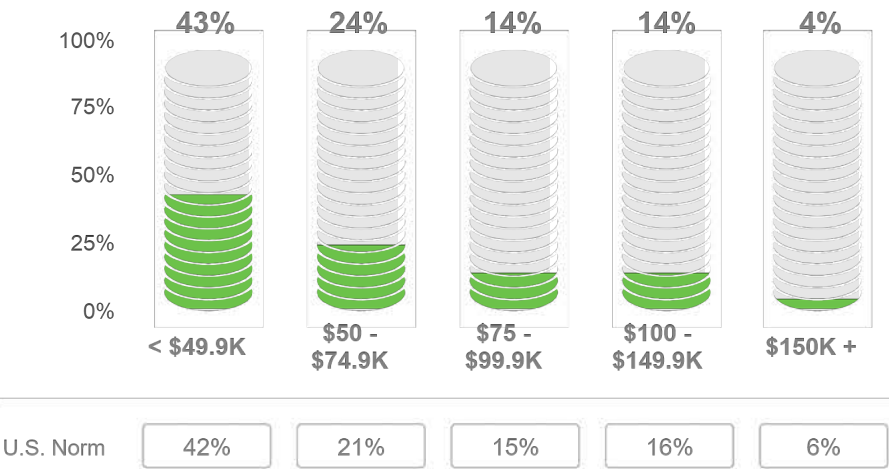
Education



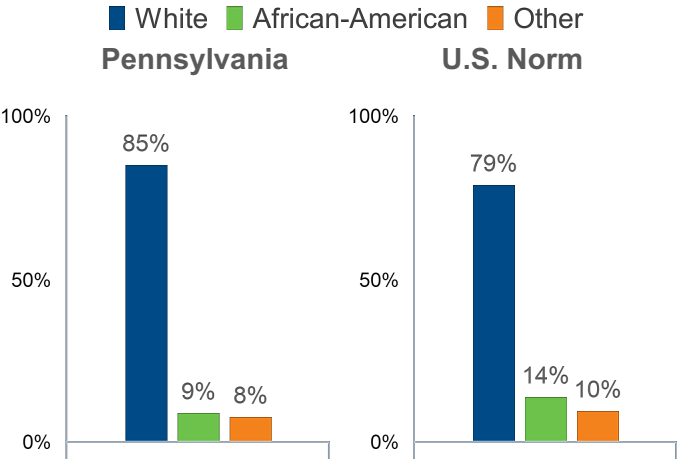
Employment



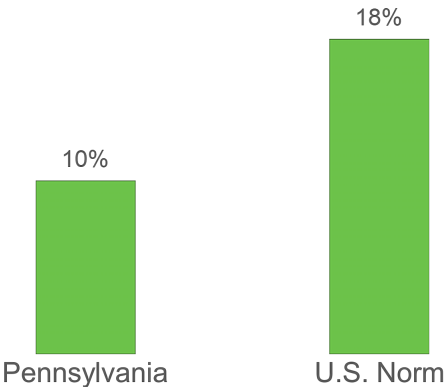
Household Income



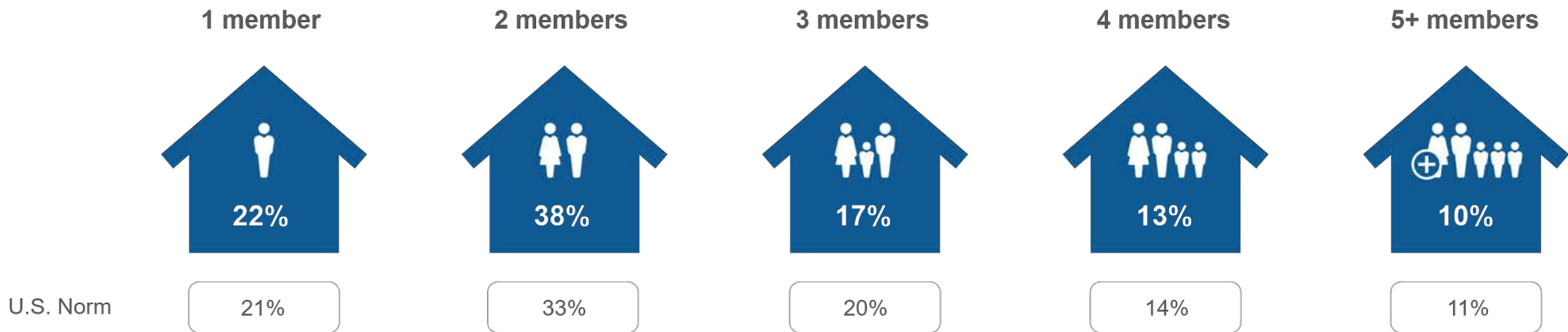
Race



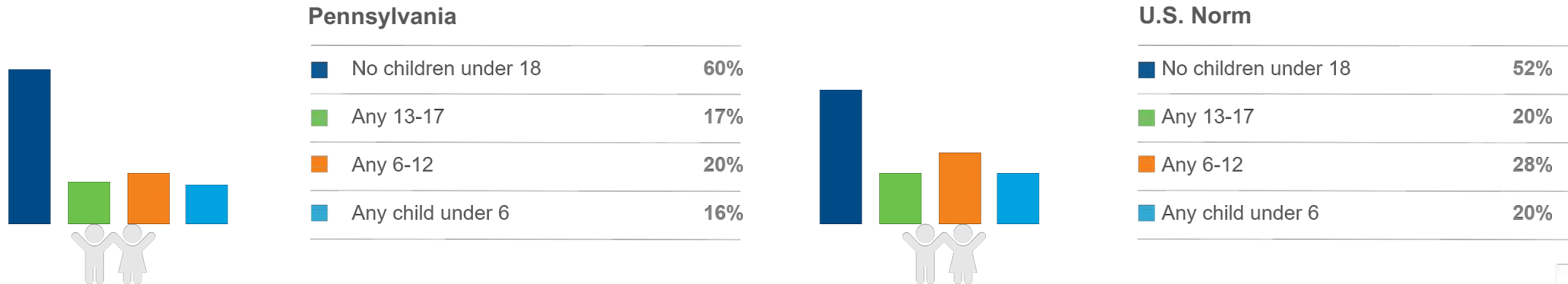
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Regions Maps & Day Visitor Volumes

Pennsylvania
pursue your happiness

2021



Day Visitor Volume by Region

Base: Day Person-Trips

