



Travel USA Visitor Profile

Pennsylvania
pursue your happiness®

2022

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 2022.

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 2022:



Overnight Base Size

5,230

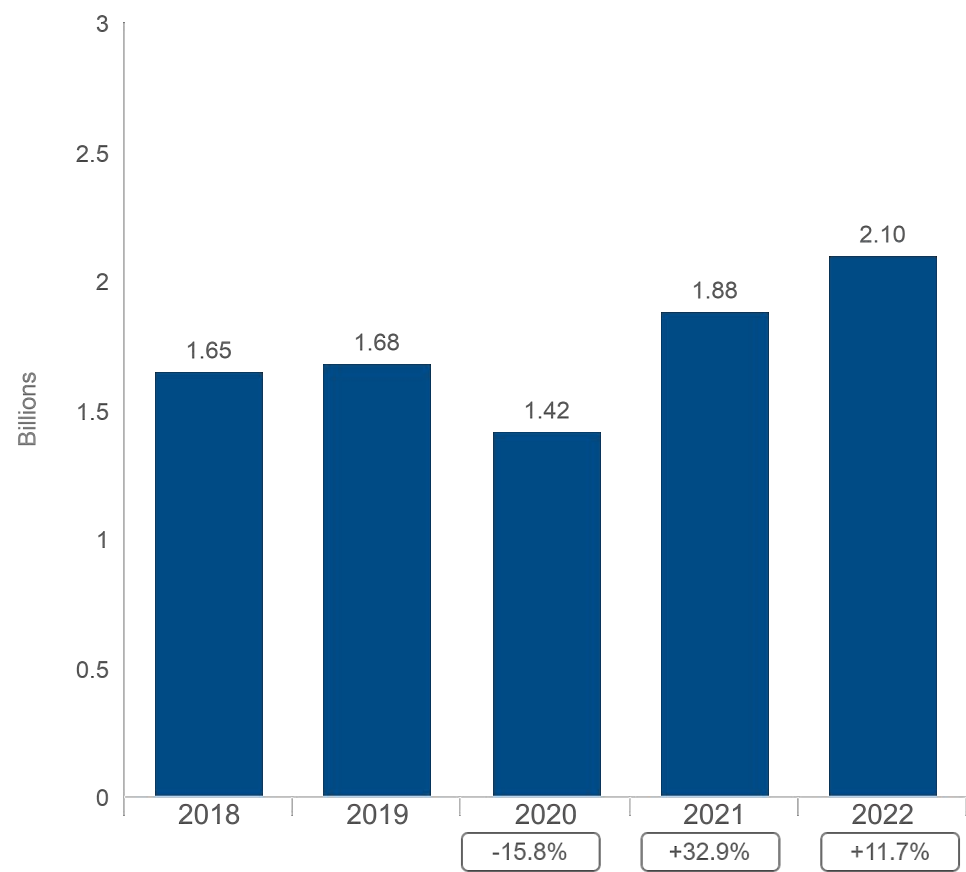


Day Base Size

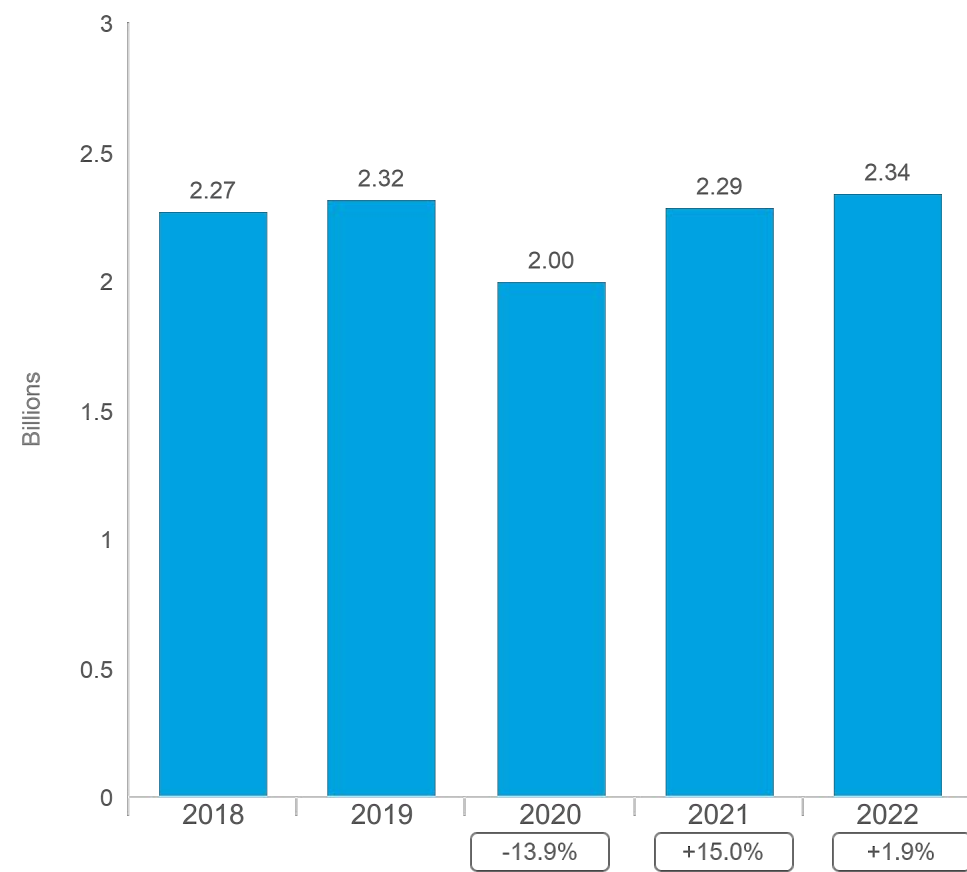
3,536

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

Total Size of U.S. Overnight Travel Market



Total Size of U.S. Day Travel Market

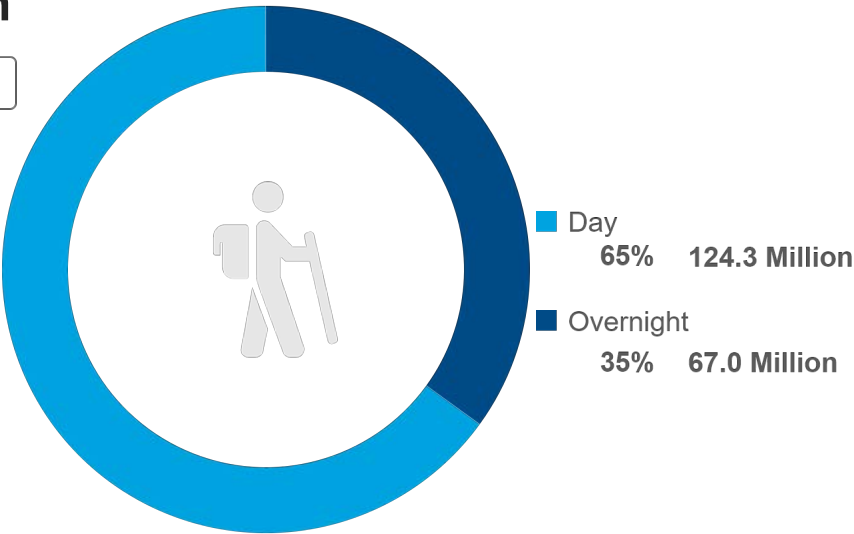


Total Size of Pennsylvania 2022 Domestic Travel Market

Total Person-Trips

191.3 Million

+6.4% vs. last year

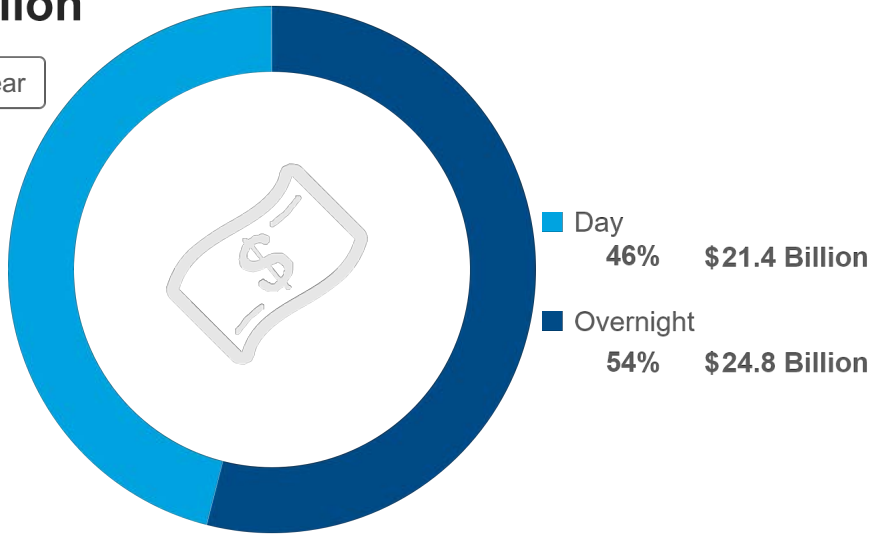


Total Expenditures for Pennsylvania 2022 Domestic Travel Market

Total Spending

\$ 46.2 Billion

+19.4% vs. last year





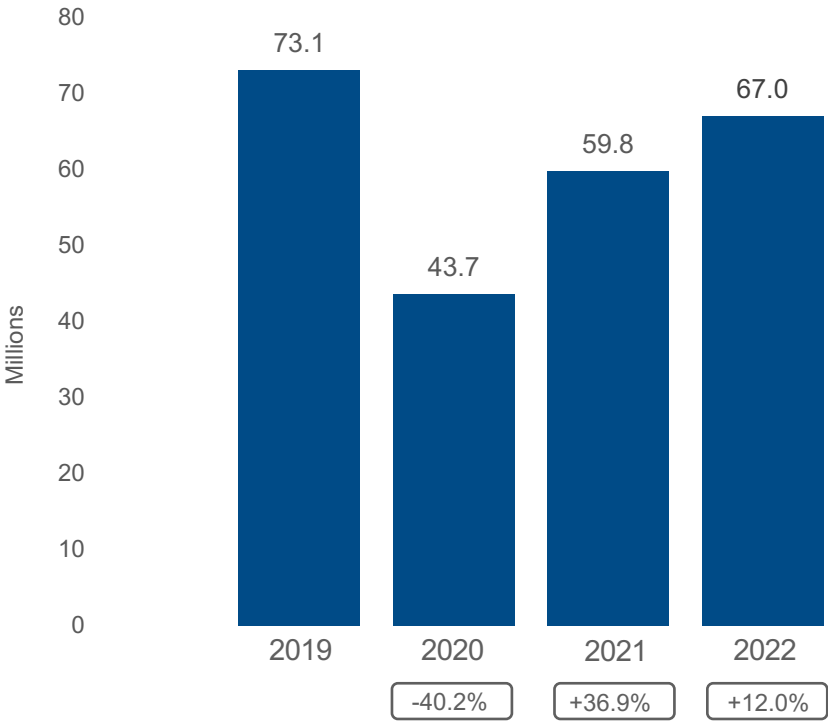
Travel USA Visitor Profile

Overnight Visitation

Pennsylvania
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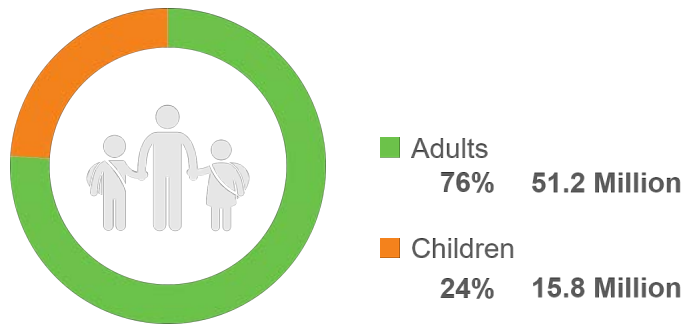
2022

Overnight Trips to Pennsylvania



Size of Pennsylvania Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
67.0 Million



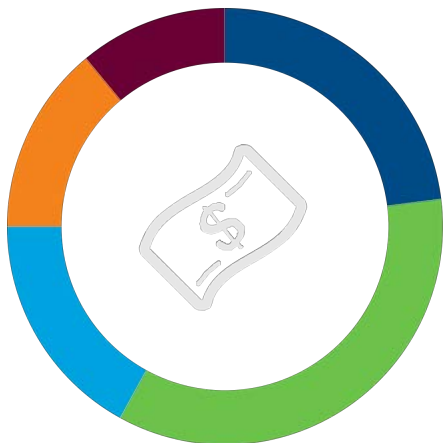
Past Visitation to Pennsylvania

89% of overnight travelers to Pennsylvania are repeat visitors

66% of overnight travelers to Pennsylvania had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending
\$ 24.775 Billion
+23.2% vs. last year



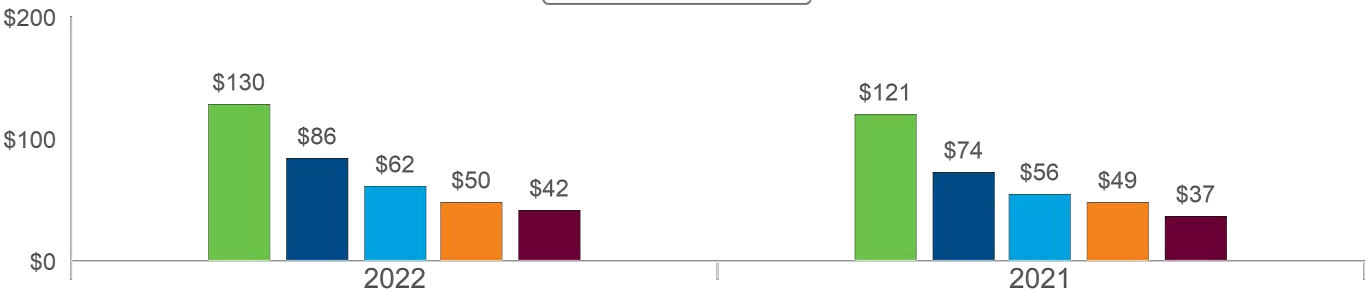
Lodging	23%	\$5,757 Million
Transportation at Destination	35%	\$8,680 Million
Restaurant Food & Beverage	17%	\$4,145 Million
Retail Purchase	14%	\$3,356 Million
Recreation/Entertainment	11%	\$2,837 Million

vs. last year
+30.3%
+20.2%
+24.1%
+15.3%
+28.2%

Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

Average Per Person Per Trip: \$375

Last year: \$336














Transportation at Destination Lodging Restaurant food & beverage Retail Purchase Recreation/ Sightseeing/ Entertainment

Average Per Person Per Trip:
Leisure \$331
Business \$633

Pennsylvania's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Main Purpose of Trip

	45% Visiting friends/ relatives	
	10% Special event	
	9% Touring	
	8% Outdoors	
	5% City trip	
	3% Theme park	
	3% Casino	
	2% Resort	
		3% Business-Leisure

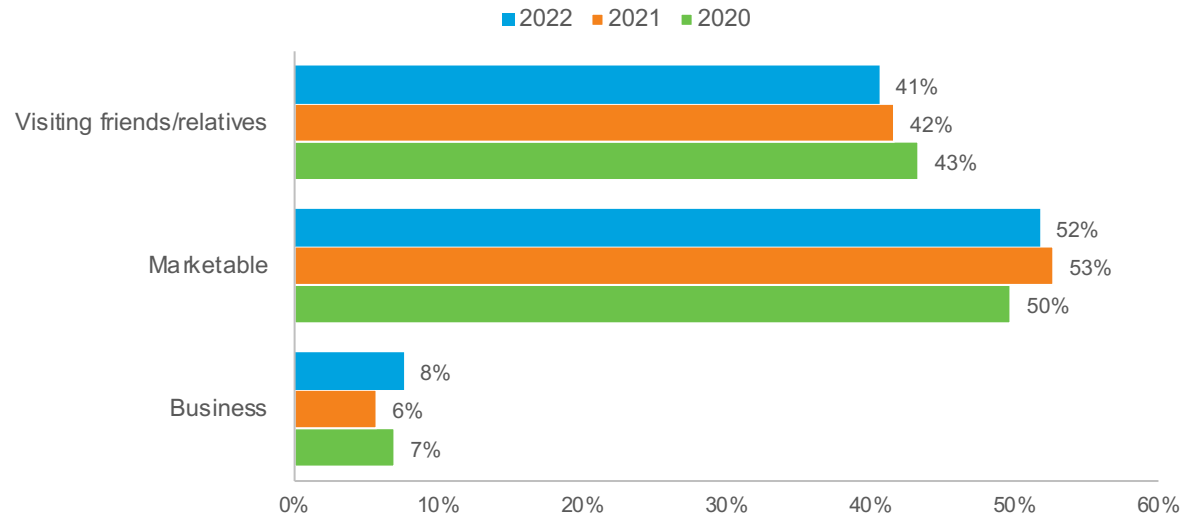
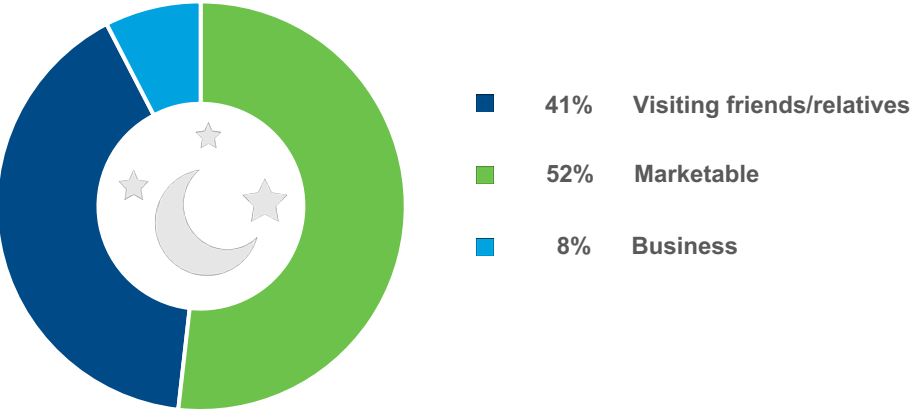
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	45%	47%
Special event	10%	6%
Touring	9%	10%
Outdoors	8%	9%
City trip	5%	5%
Theme park	3%	3%
Casino	3%	4%
Resort	2%	3%

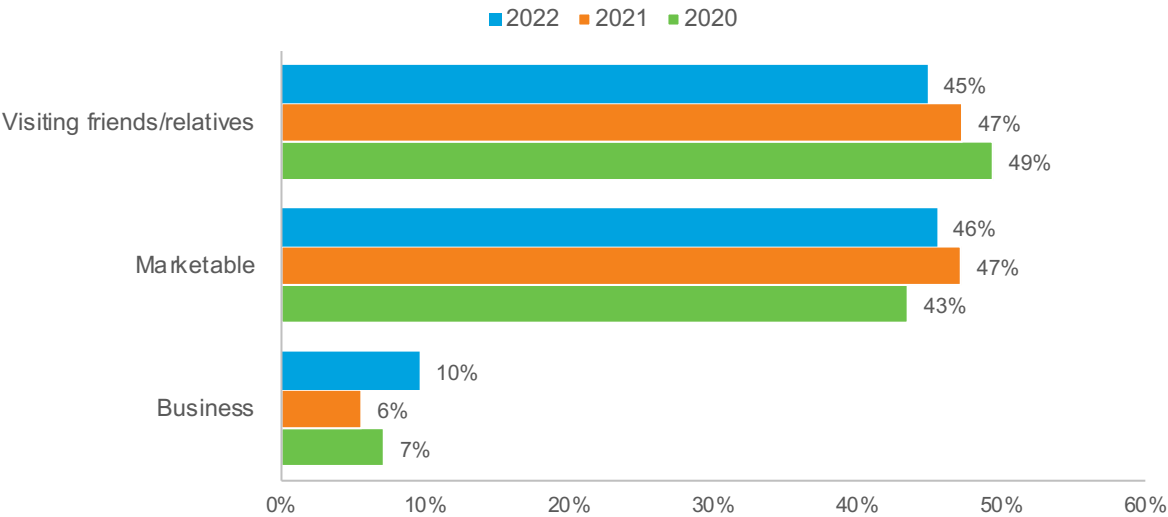
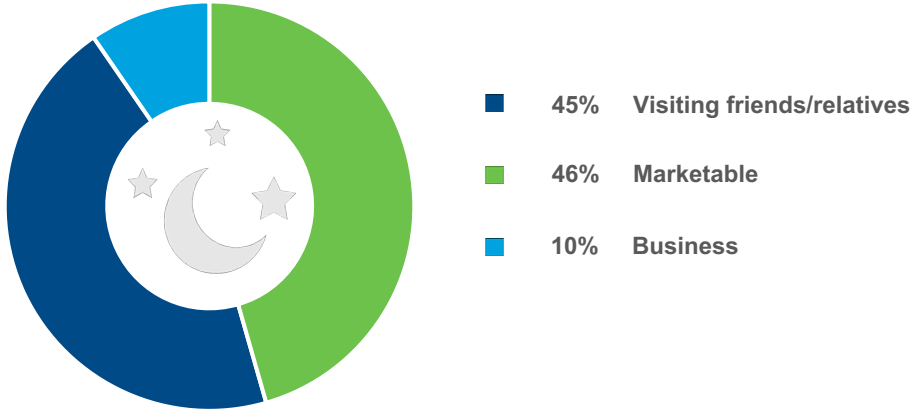
Structure of the U.S. and Pennsylvania Overnight Travel Market

Base: 2022 Overnight Person-Trips

2022 U.S. Overnight Trips



2022 Pennsylvania Overnight Trips

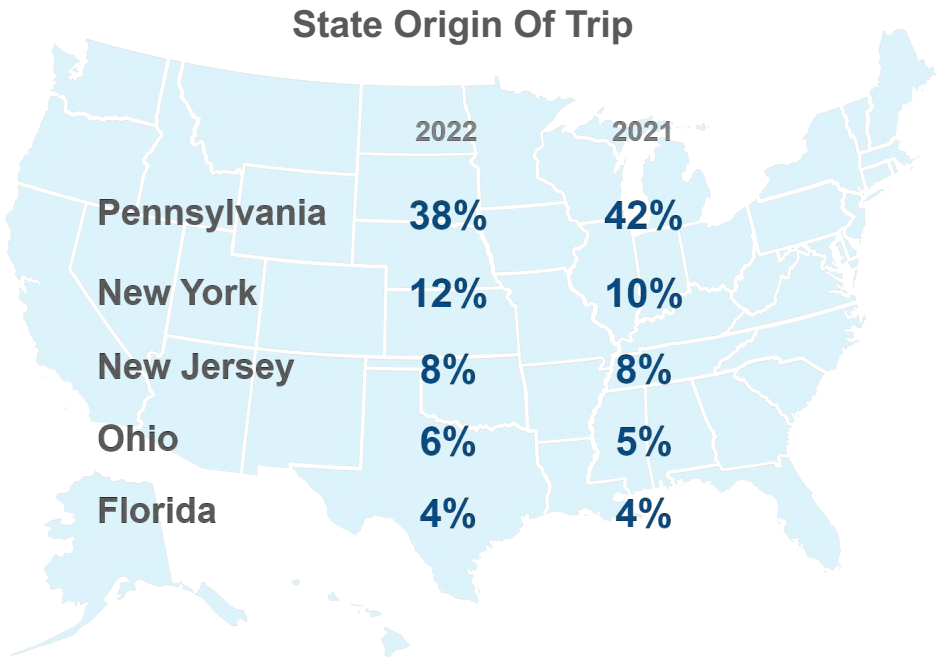


Marketable includes Business-Leisure on this slide



Pennsylvania's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



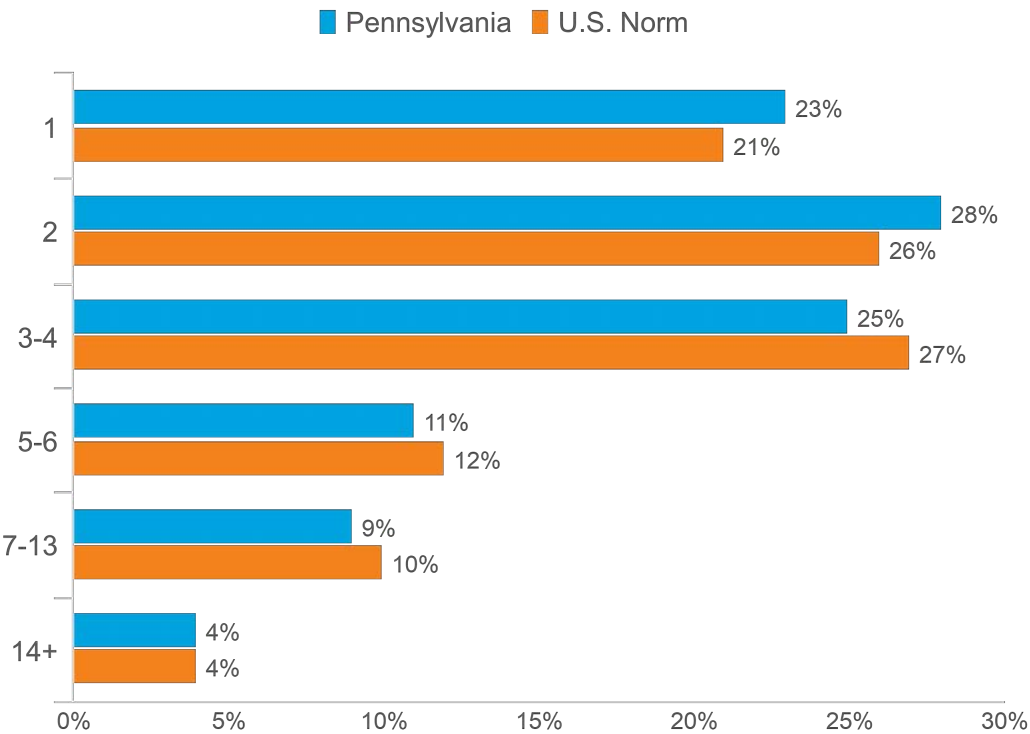
Season of Trip
Total Overnight Person-Trips

DMA Origin Of Trip	2022	2021
Philadelphia, PA	15%	19%
New York, NY	13%	11%
Pittsburgh, PA	9%	9%
Wilkes Barre-Scranton, PA	6%	7%
Harrisburg-Lncstr-Leb-York, PA	5%	7%
Washington, DC	4%	3%
Johnstown-Altoona, PA	3%	2%

Pennsylvania's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

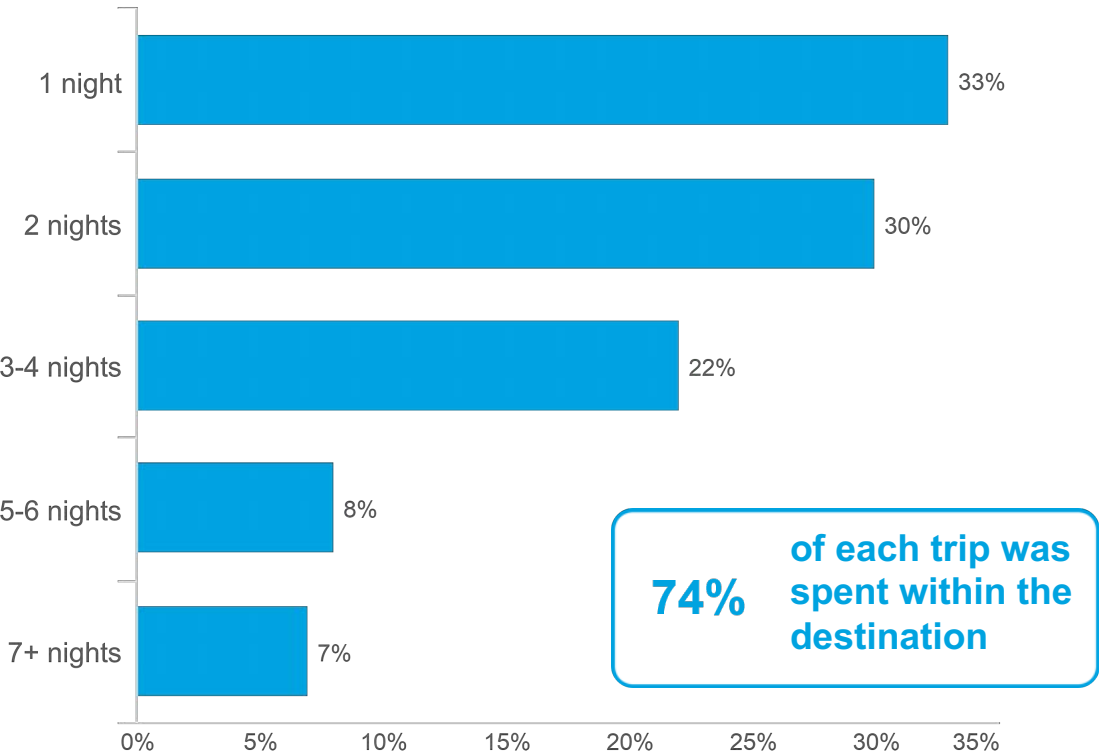
Total Nights Away on Trip



Pennsylvania
3.8
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Pennsylvania



74% of each trip was spent within the destination

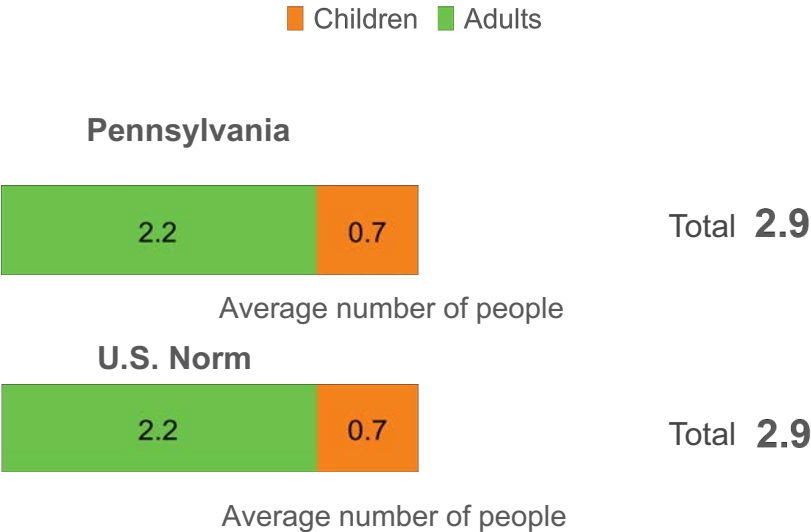
Average number of nights
2.9

Average last year
3.0

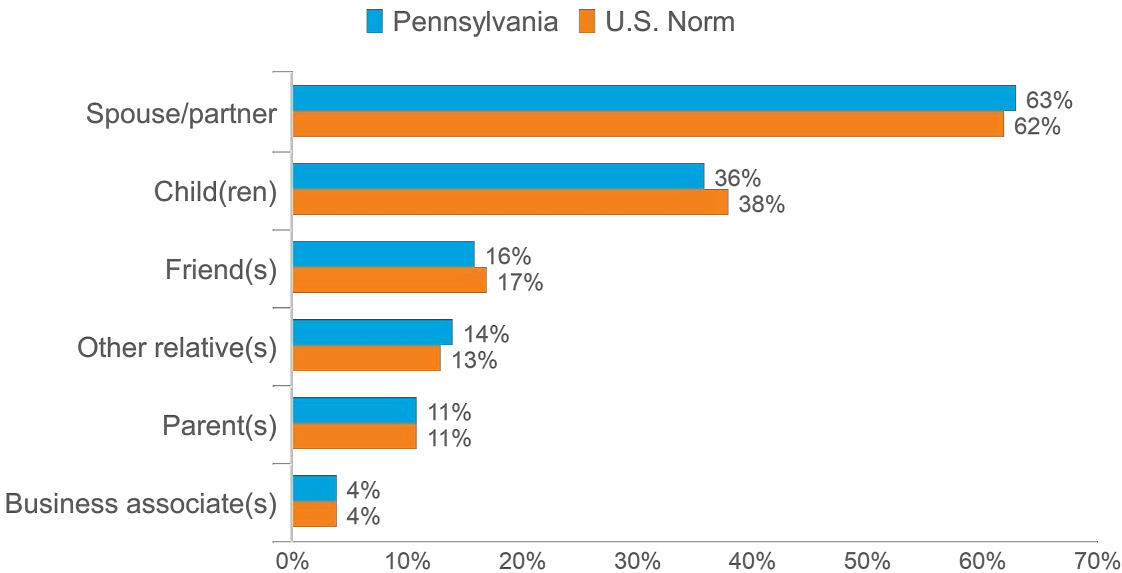
Pennsylvania's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

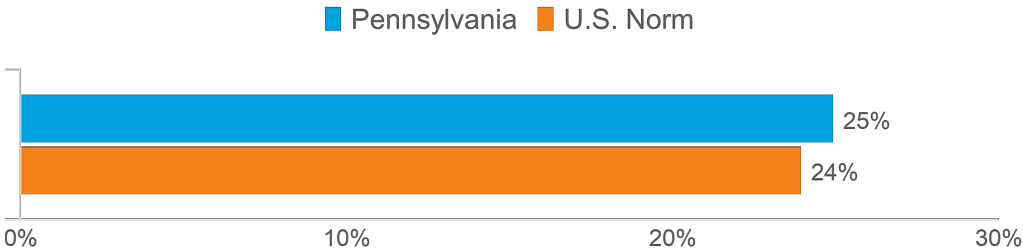


Composition of Immediate Travel Party

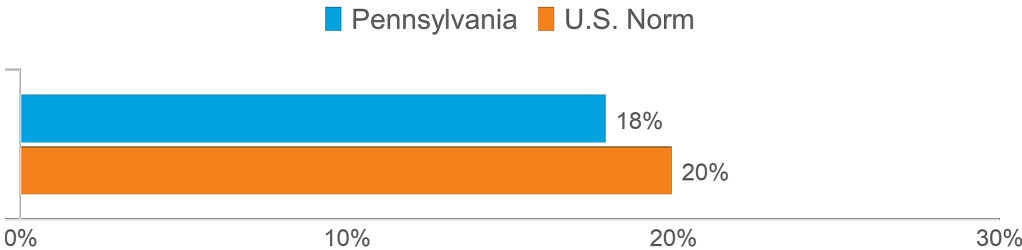


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



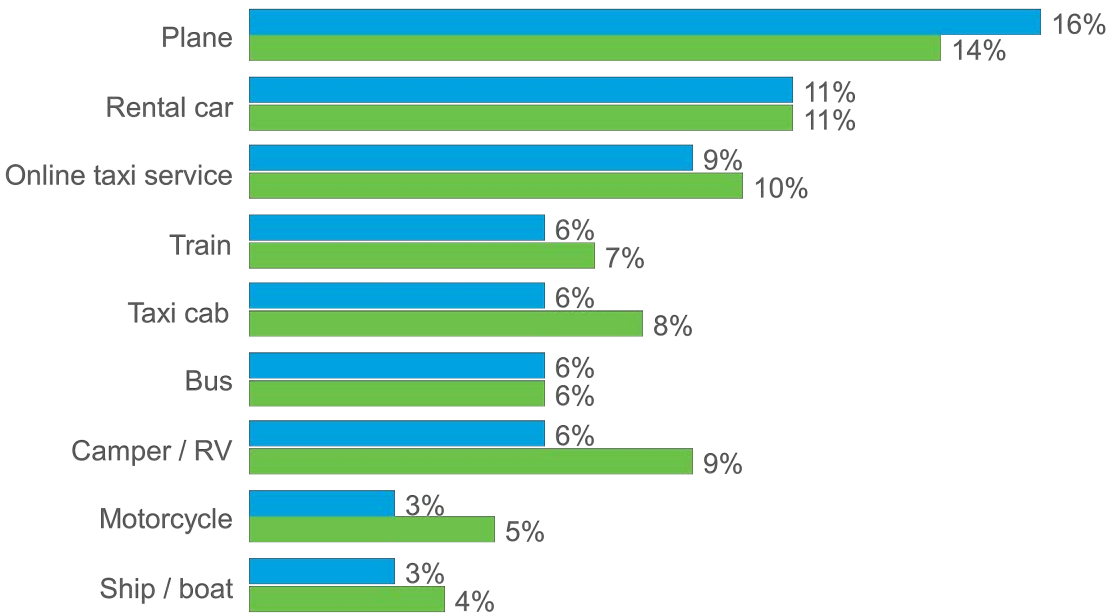
Transportation Used to get to Destination



77% of overnight travelers use own car/truck to get to their destination

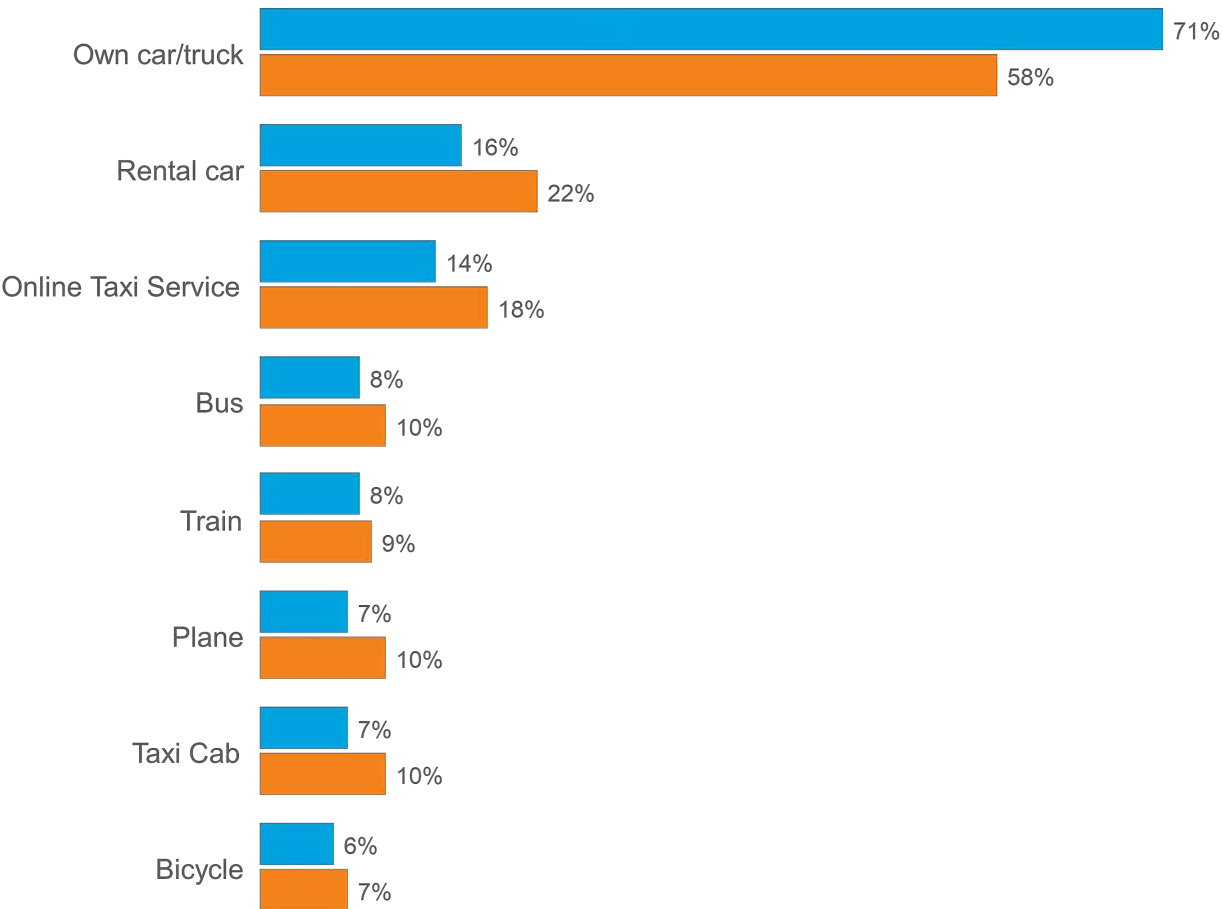
Previous year: 79%

■ 2022 ■ 2021

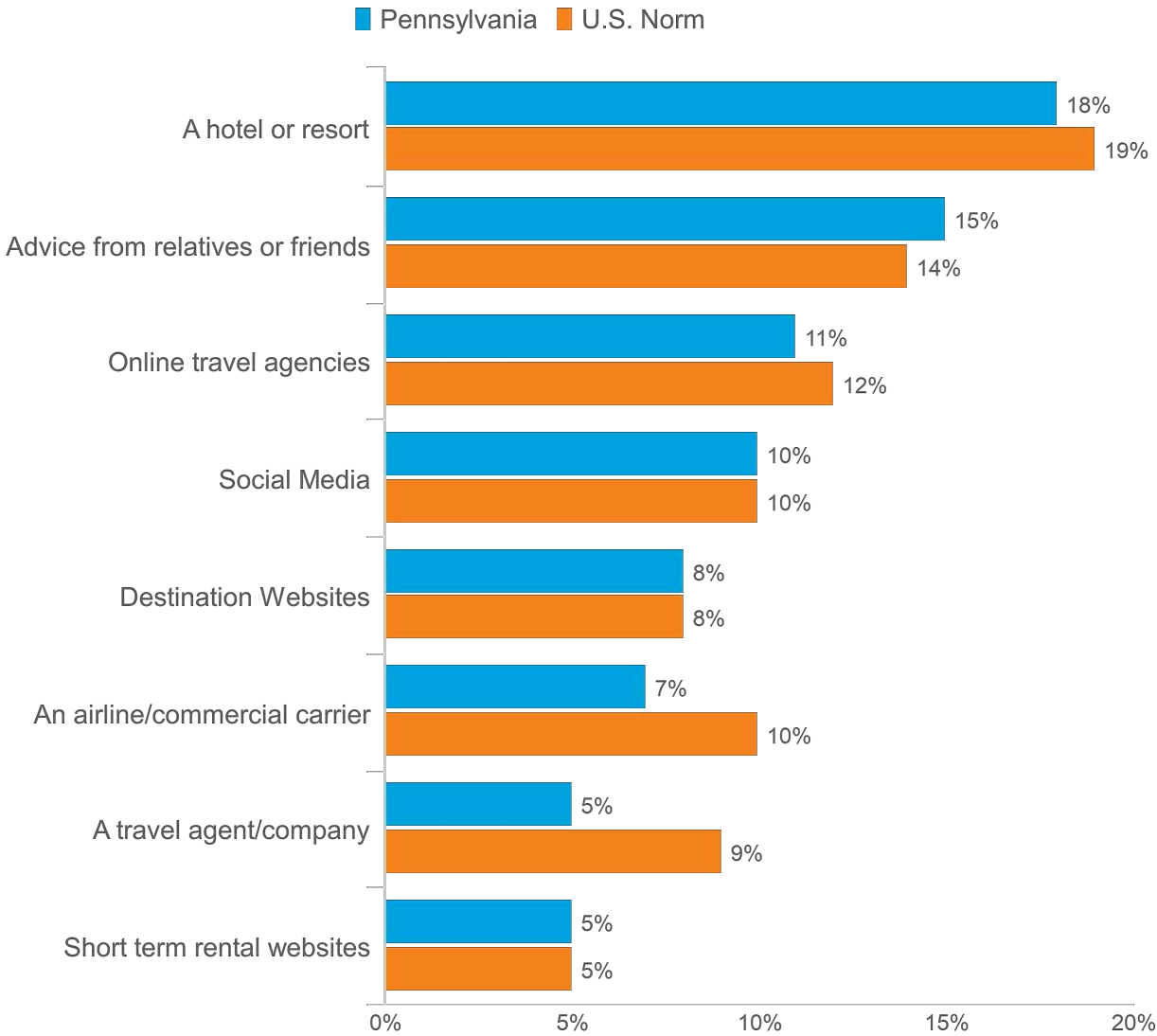


Transportation Used within Destination

■ Pennsylvania ■ U.S. Norm



Trip Planning Information Sources

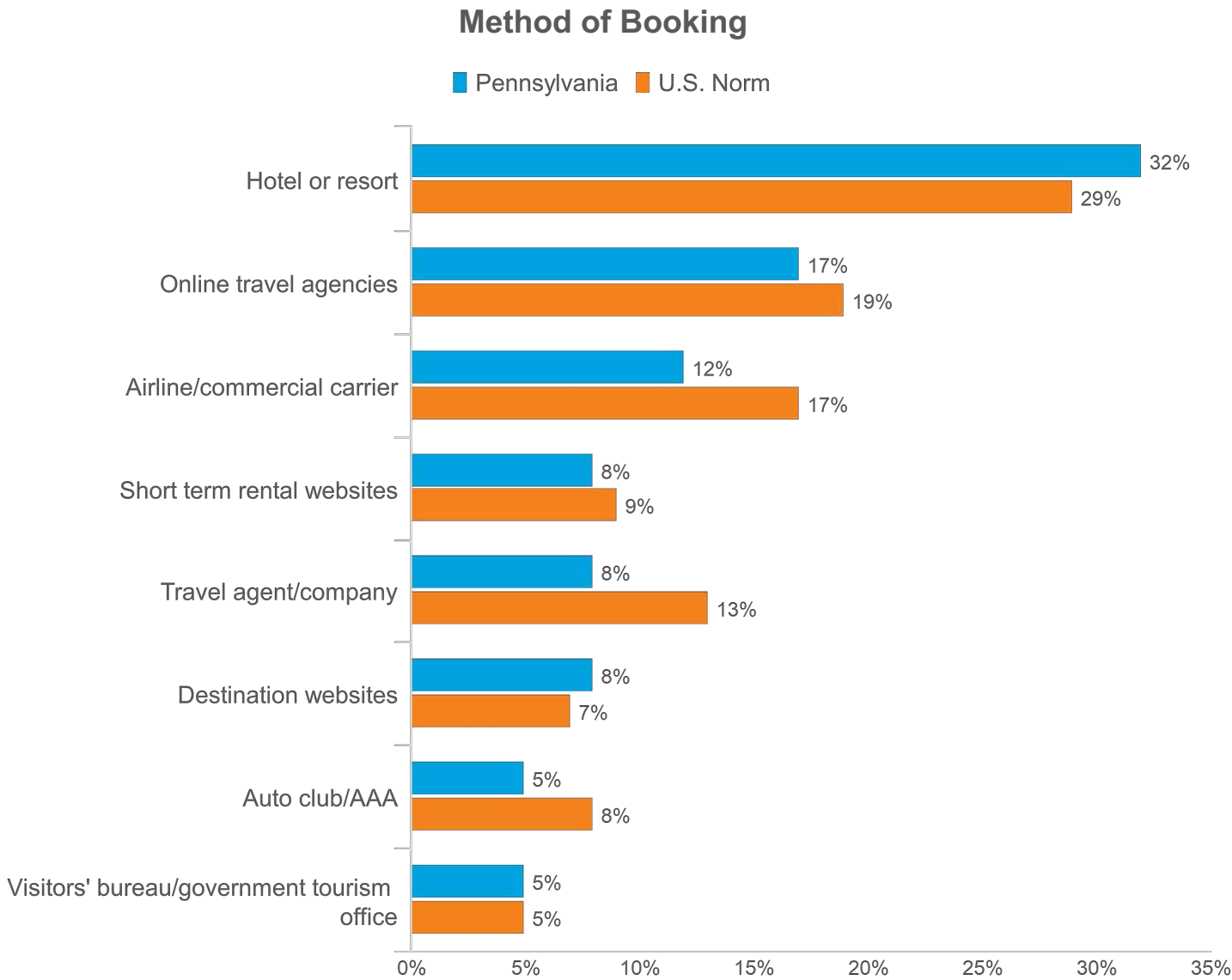









Length of Trip Planning

	Pennsylvania	U.S. Norm
1 month or less	33%	31%
2 months	16%	16%
3-5 months	17%	18%
6-12 months	12%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	18%	16%

Pennsylvania's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



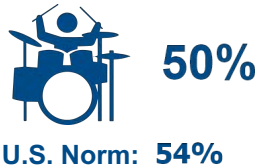
		2022	2021
	Hotel	43%	39%
	Home of friends / relatives	27%	27%
	Motel	12%	14%
	Resort hotel	7%	9%
	Bed & breakfast	6%	8%
	Campground / RV park	6%	7%
	Rented home / condo / apartment	5%	6%

Activity Groupings

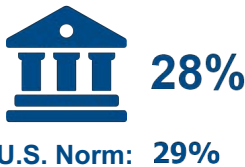
Outdoor Activities



Entertainment Activities



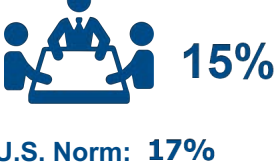
Cultural Activities



Sporting Activities




Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	24%	23%
Sightseeing	20%	18%
Attending celebration	16%	15%
Landmark/historic site	15%	14%
Bar/nightclub	13%	12%
Museum	13%	10%
Swimming	11%	9%
Local parks/playgrounds	11%	10%
National/state park	9%	9%
Hiking/backpacking	9%	10%

Shopping Types on Trip

		Pennsylvania	U.S. Norm
	Outlet/mall shopping	54%	48%
	Convenience/grocery shopping	47%	44%
	Souvenir shopping	36%	41%
	Big box stores (Walmart, Costco)	33%	33%
	Boutique shopping	24%	29%
	Antiquing	15%	12%

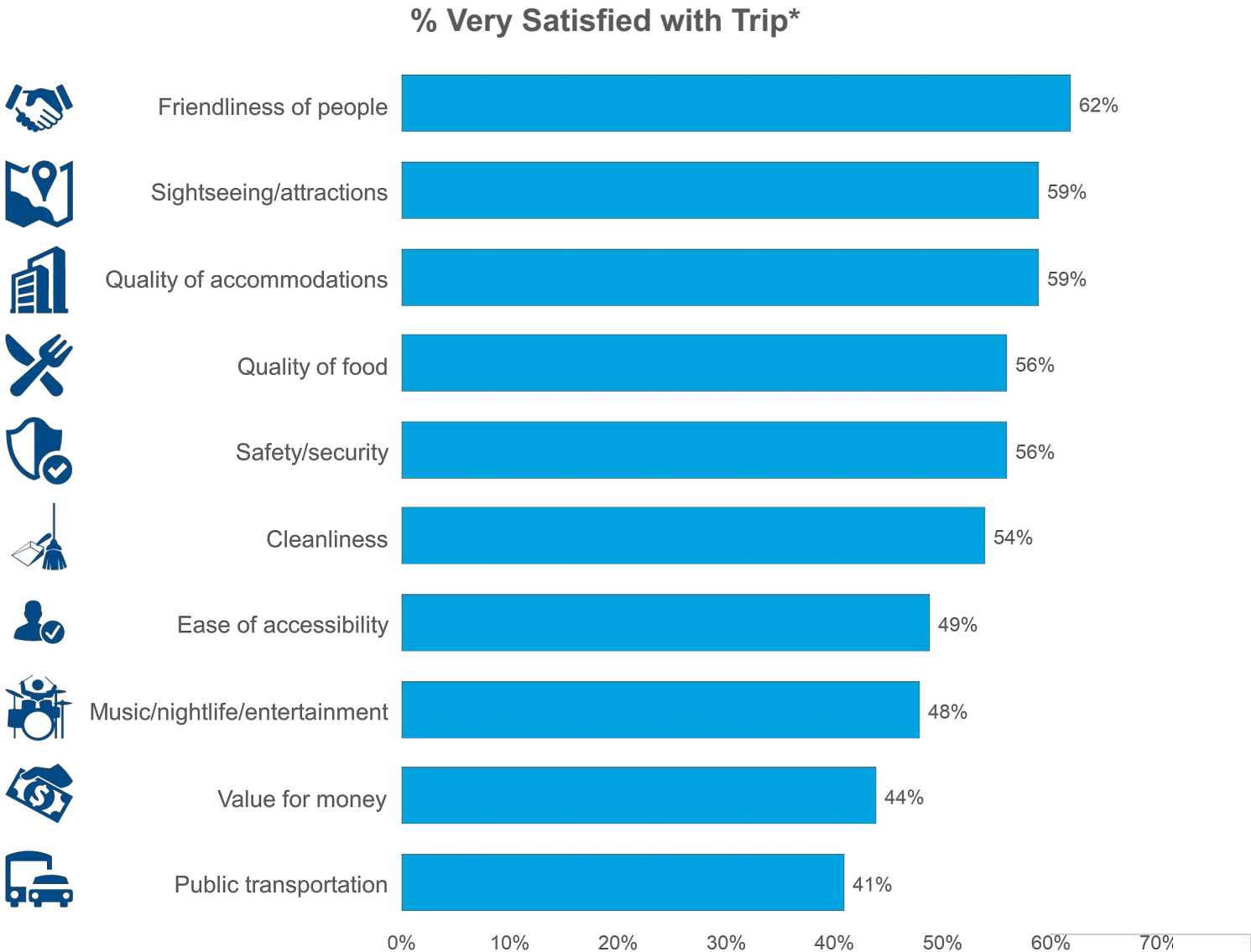
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Pennsylvania	U.S. Norm
	Unique/local food	48%	47%
	Fine/upscale dining	20%	25%
	Street food/food trucks	19%	23%
	Food delivery service (UberEATS, DoorDash, etc.)	18%	21%
	Picnicking	12%	13%
	Gastropubs	9%	10%



71%
of overnight travelers were
very satisfied with their overall
trip experience

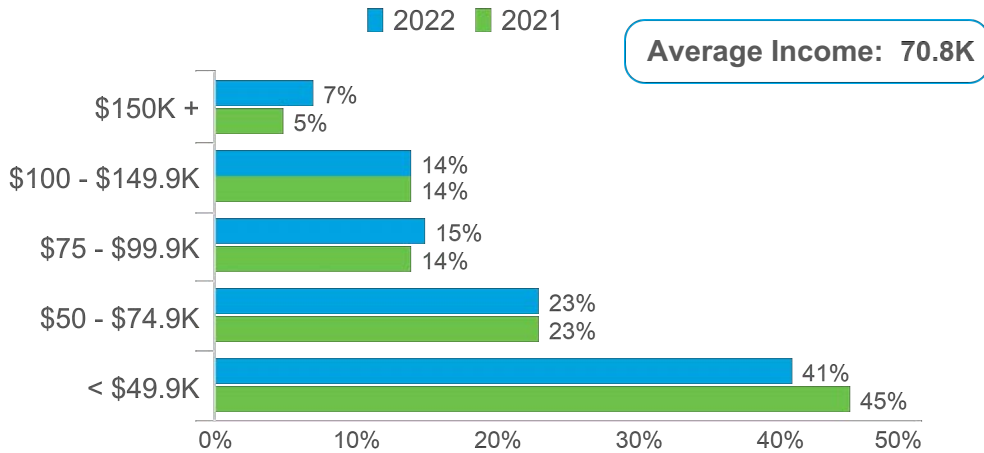


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

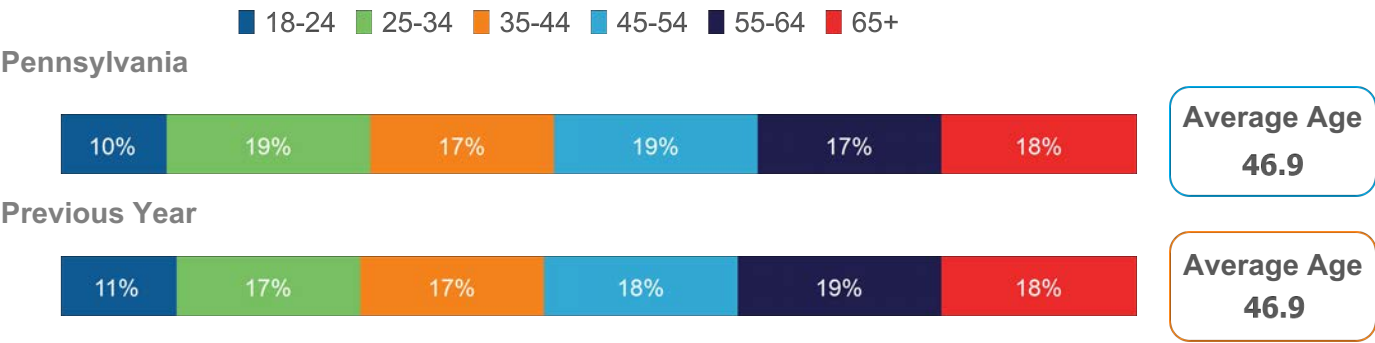
Demographic Profile of Overnight Pennsylvania Visitors

Base: 2022 Overnight Person-Trips

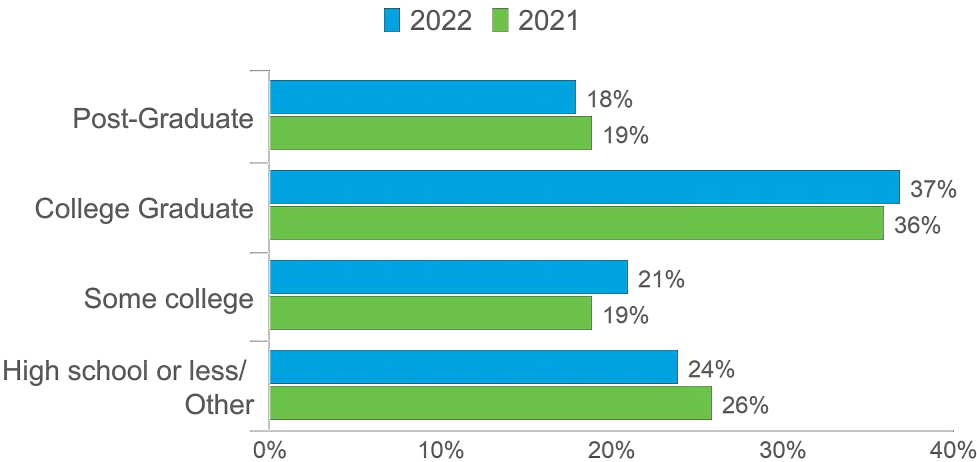
Household Income



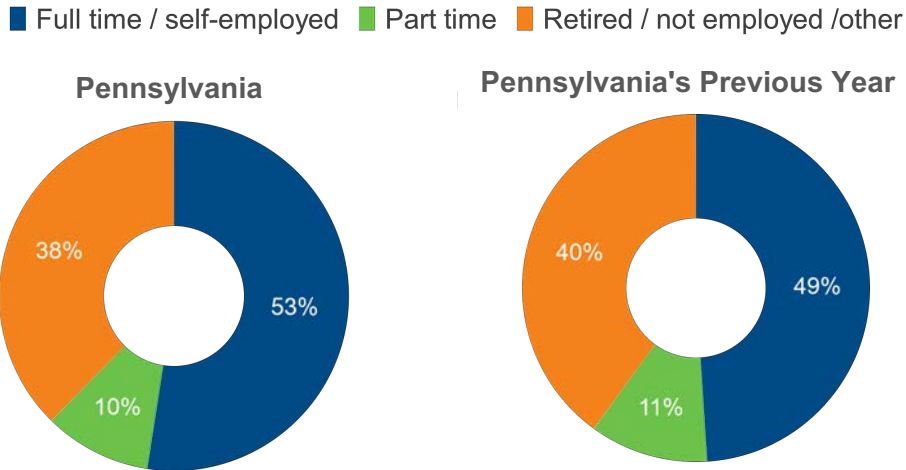
Age



Educational Attainment



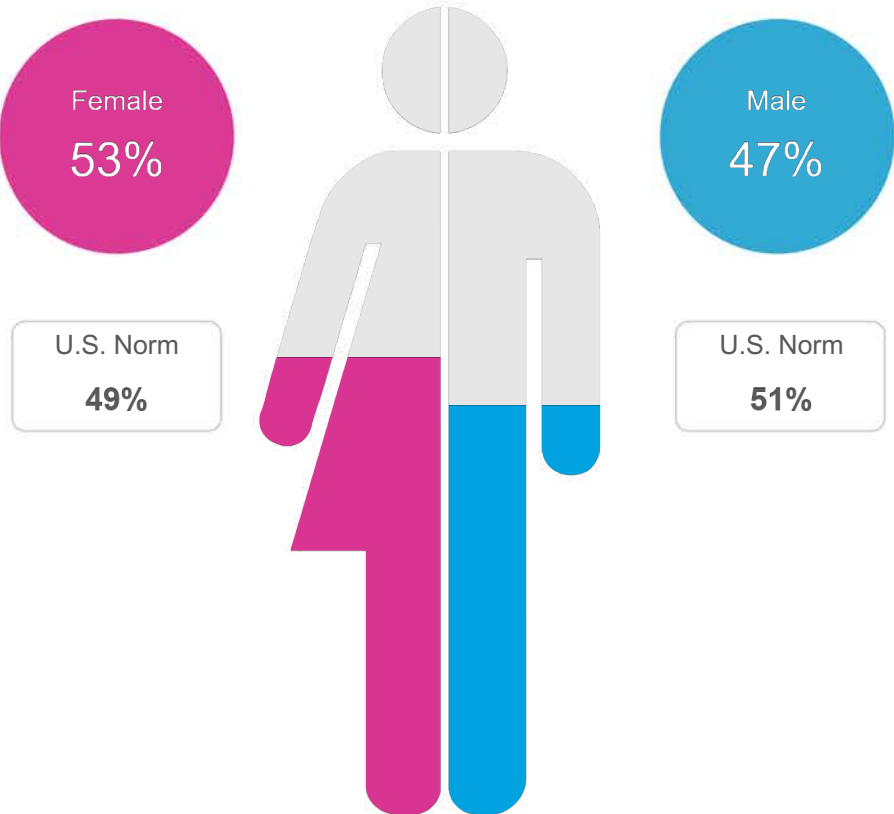
Employment



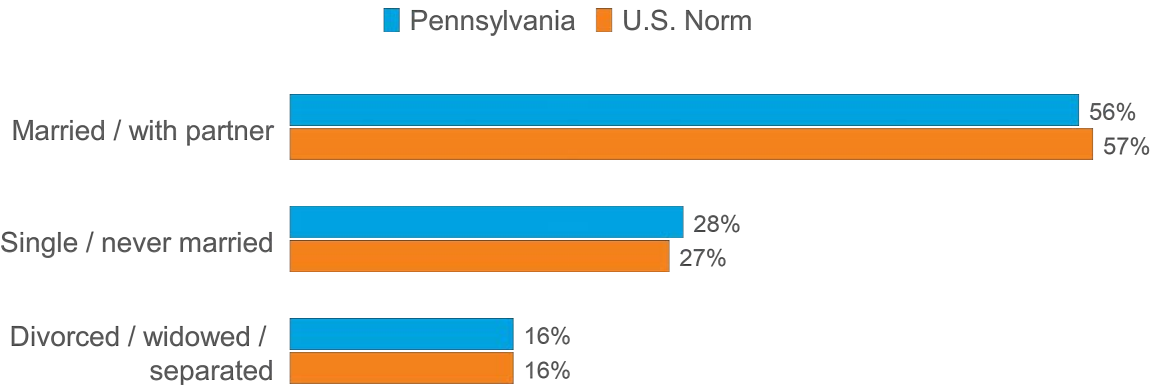
Demographic Profile of Overnight Pennsylvania Visitors

Base: 2022 Overnight Person-Trips

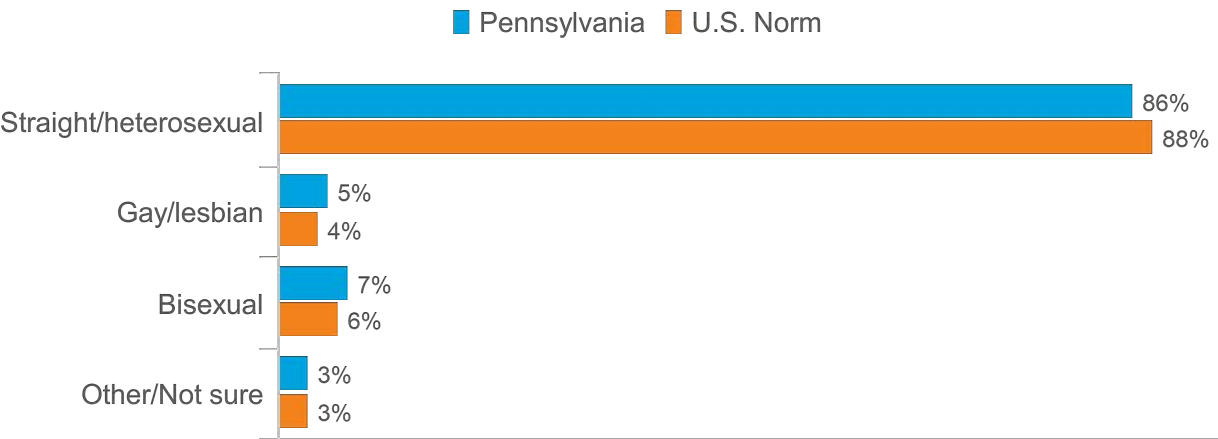
Gender



Marital Status



Sexual Orientation

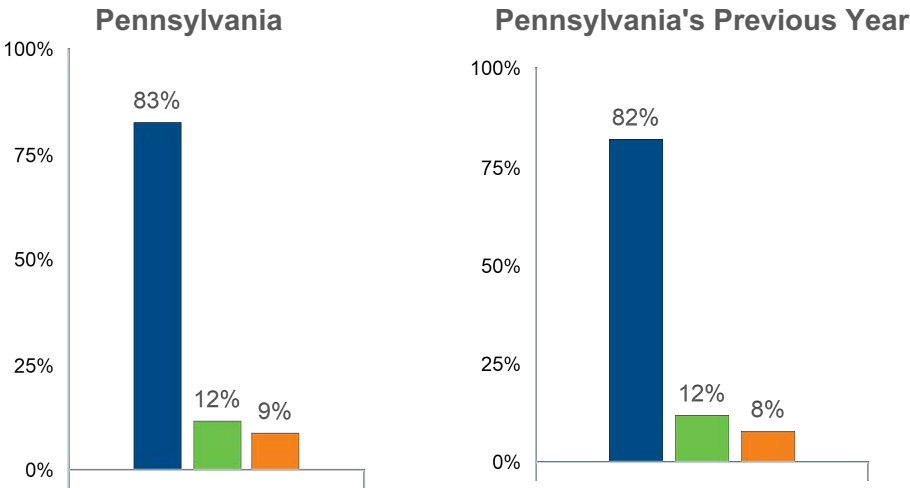


Demographic Profile of Overnight Pennsylvania Visitors

Base: 2022 Overnight Person-Trips

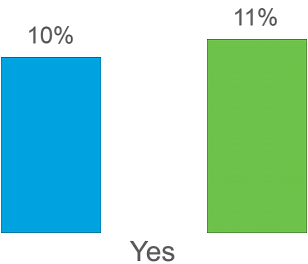
Race

White African-American Other



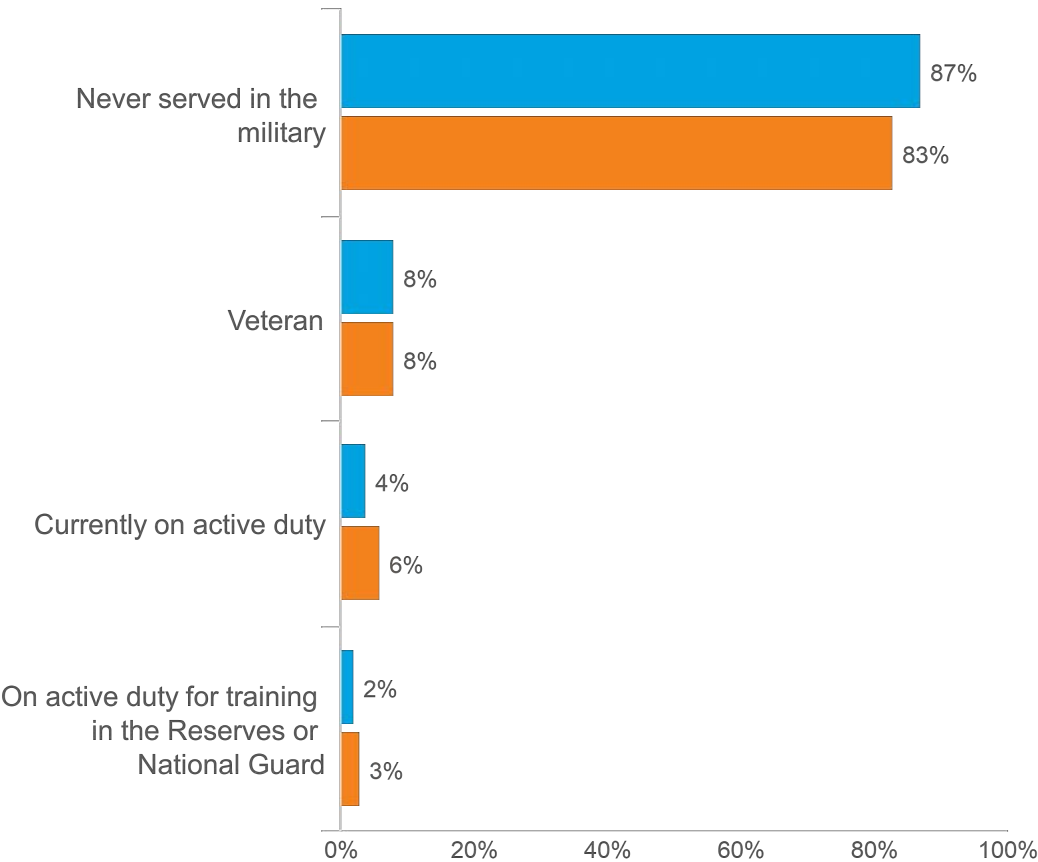
Hispanic Background

2022 2021



Military Status

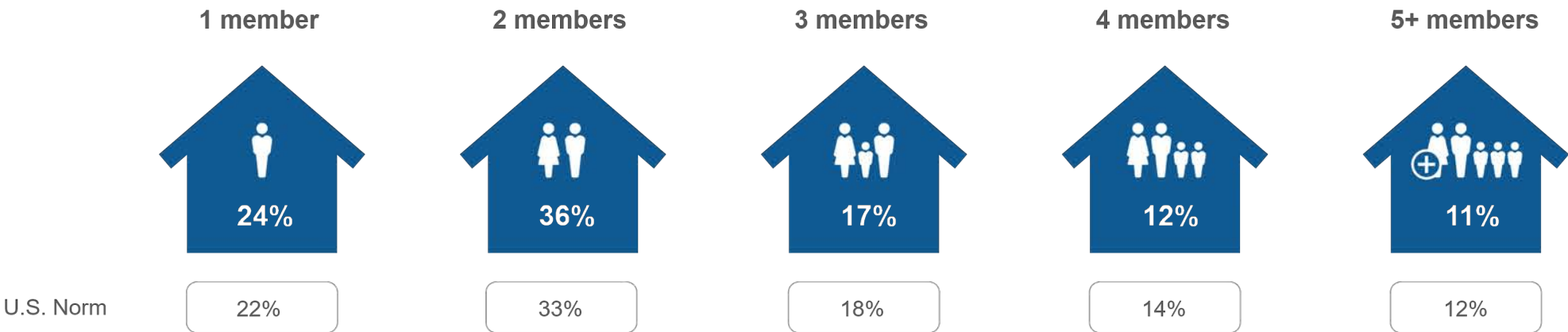
Pennsylvania U.S. Norm



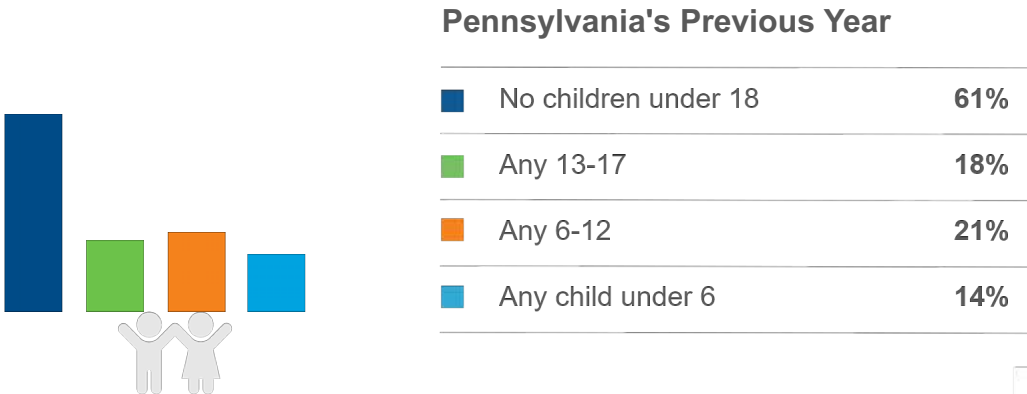
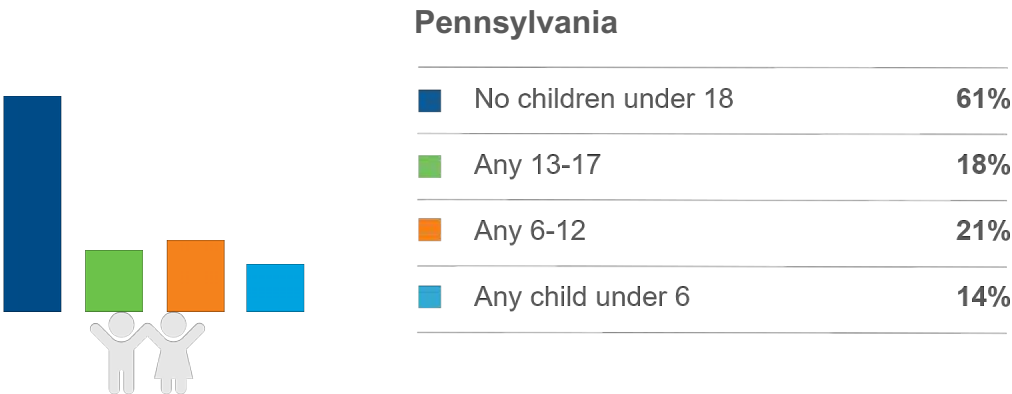
Demographic Profile of Overnight Pennsylvania Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Regions Maps & Overnight Visitor Volumes

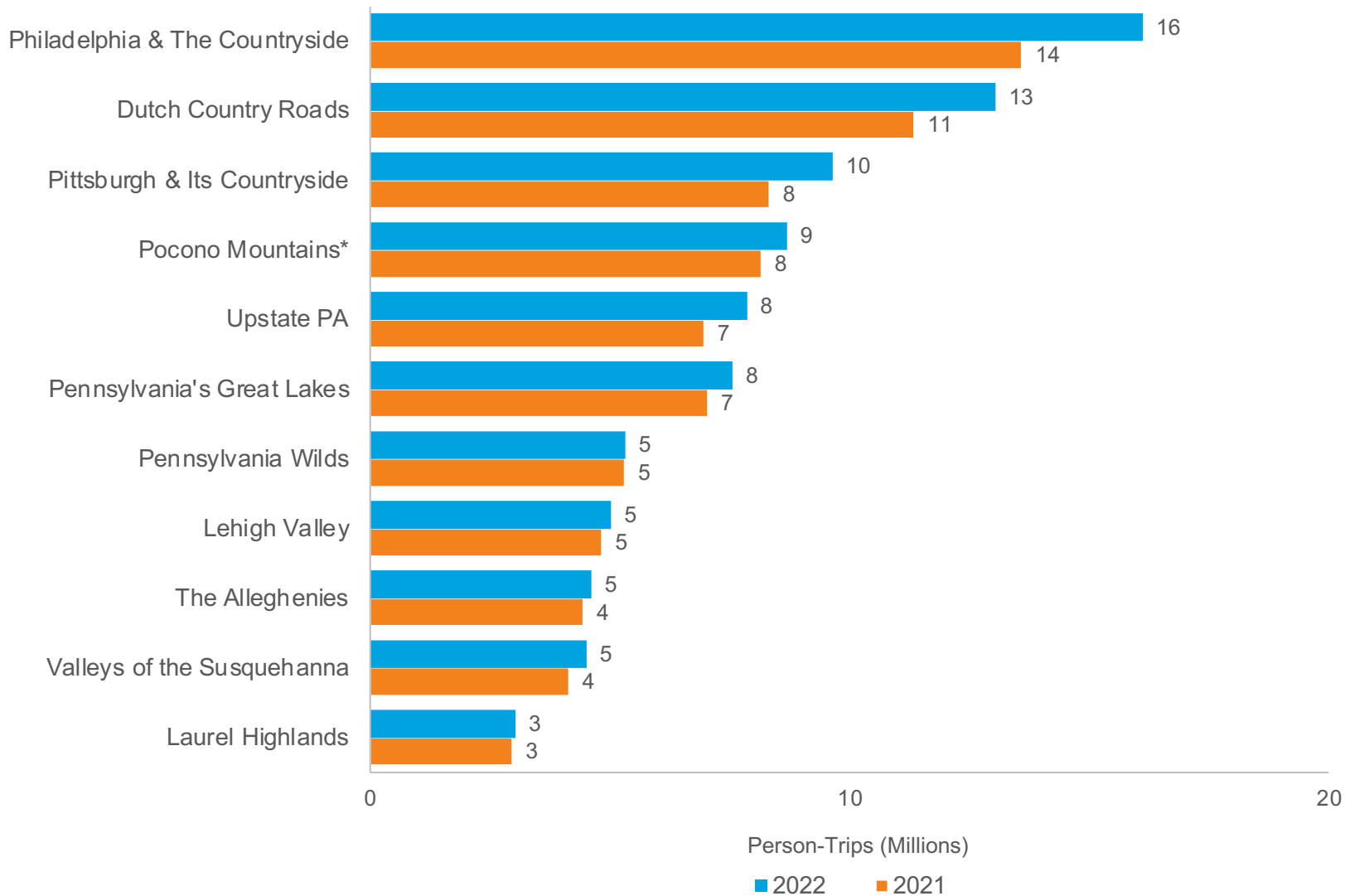
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2022



Overnight Visitor Volume by Region

Base: Overnight Person-Trips



*Pocono Mountains 2021 Overnight Volume was Revised in August 2023



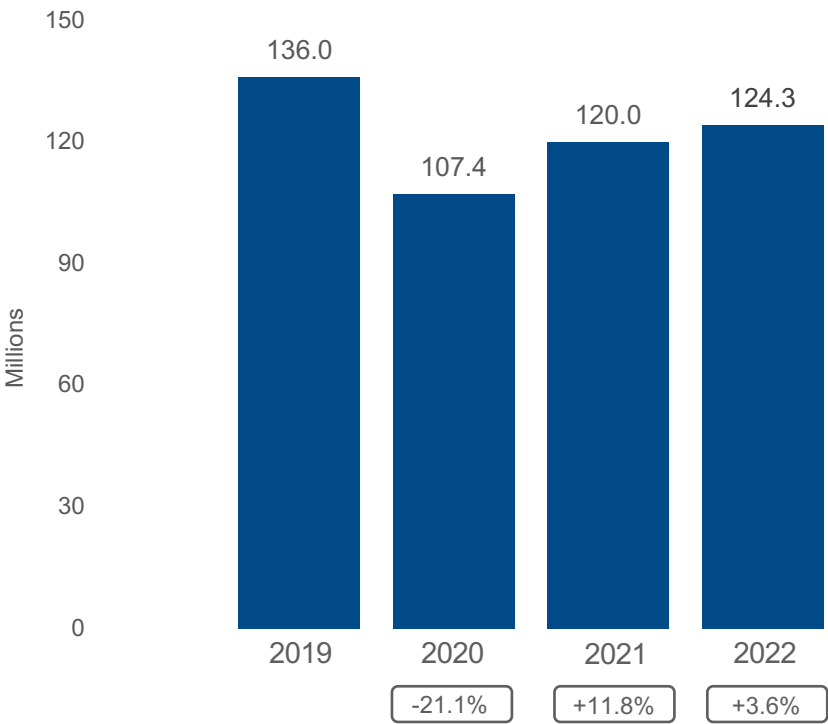
Travel USA Visitor Profile

Day Visitation



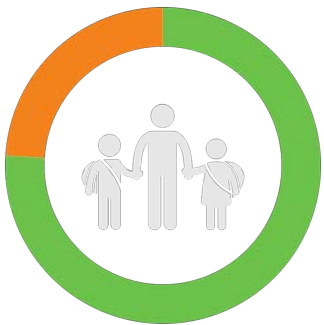
2022

Day Trips to Pennsylvania



Size of Pennsylvania Day Travel Market - Adults vs. Children

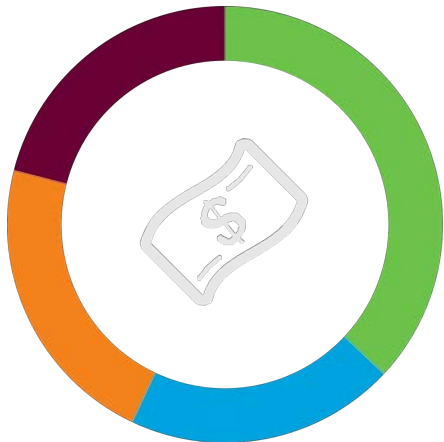
Total Day Person-Trips
124.3 Million



- Adults
76% 94.9 Million
- Children
24% 29.3 Million

Domestic Day Expenditures - by Sector

Total Spending
\$ 21.379 Billion
+15.2% vs. last year



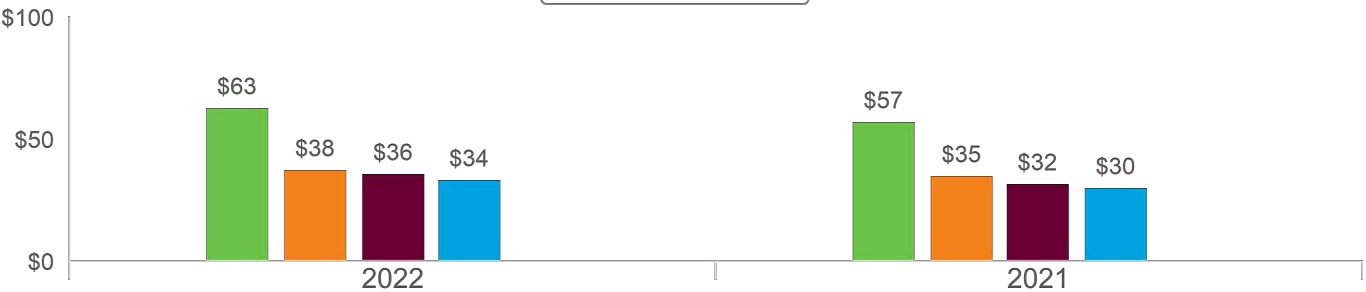
Transportation at Destination	37%	\$7,865 Million
Restaurant Food & Beverage	20%	\$4,224 Million
Retail Purchase	22%	\$4,776 Million
Recreation/Entertainment	21%	\$4,515 Million

vs. last year
+16.0%
+16.0%
+12.5%
+16.1%

Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector

Average Per Person Per Trip: \$172

Last year: \$155



Transportation at Destination Retail Purchase Recreation/ Sightseeing/ Entertainment
Restaurant food & beverage

Average Per Person
Per Trip:
Leisure \$161

Main Purpose of Trip

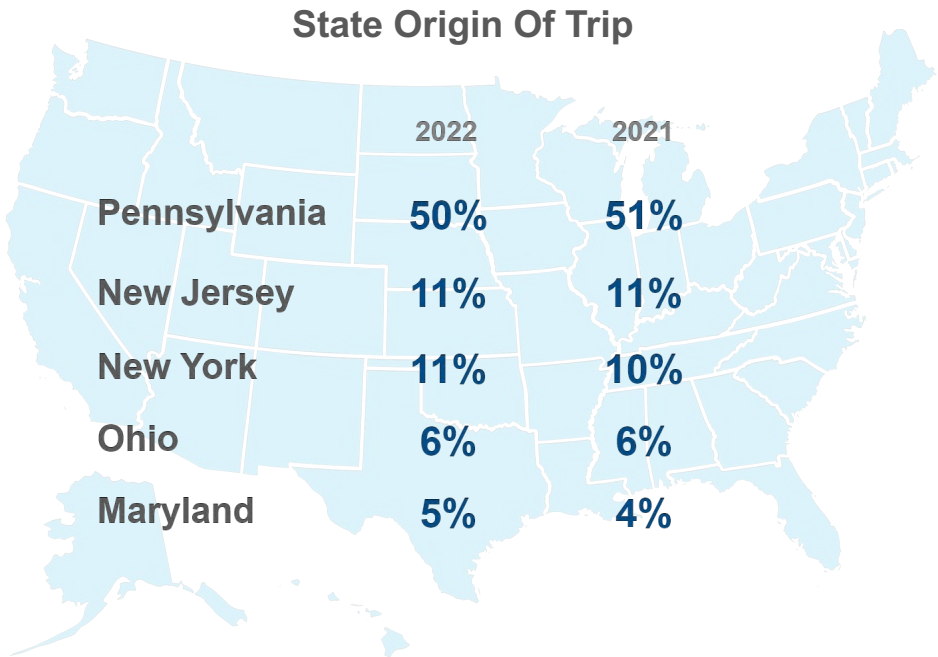
	37% Visiting friends/ relatives	
	12% Touring	
	10% Special event	
	10% Shopping	
	6% Outdoors	
	5% City trip	
	5% Casino	
	4% Theme park	
		3% Business-Leisure

Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	37%	36%
Touring	12%	13%
Special event	10%	7%
Shopping	10%	10%
Outdoors	6%	9%
City trip	5%	7%
Casino	5%	4%
Theme park	4%	3%

Pennsylvania's Day Trip Characteristics

Base: 2022 Day Person-Trips



DMA Origin Of Trip

	2022	2021
Philadelphia, PA	20%	22%
New York, NY	15%	13%
Pittsburgh, PA	12%	12%
Wilkes Barre-Scranton, PA	9%	8%
Harrisburg-Lncstr-Leb-York, PA	6%	9%
Johnstown-Altoona, PA	4%	3%
Baltimore, MD	3%	3%
Cleveland, OH	3%	4%

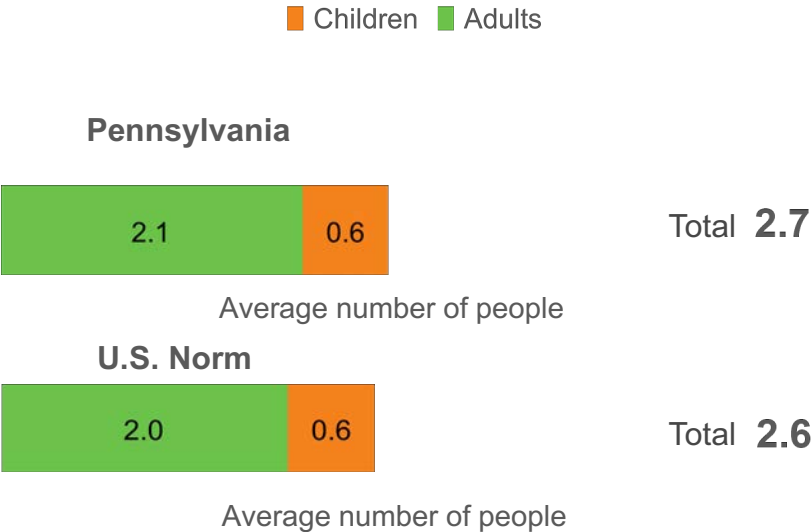


Season of Trip
Total Day Person-Trips

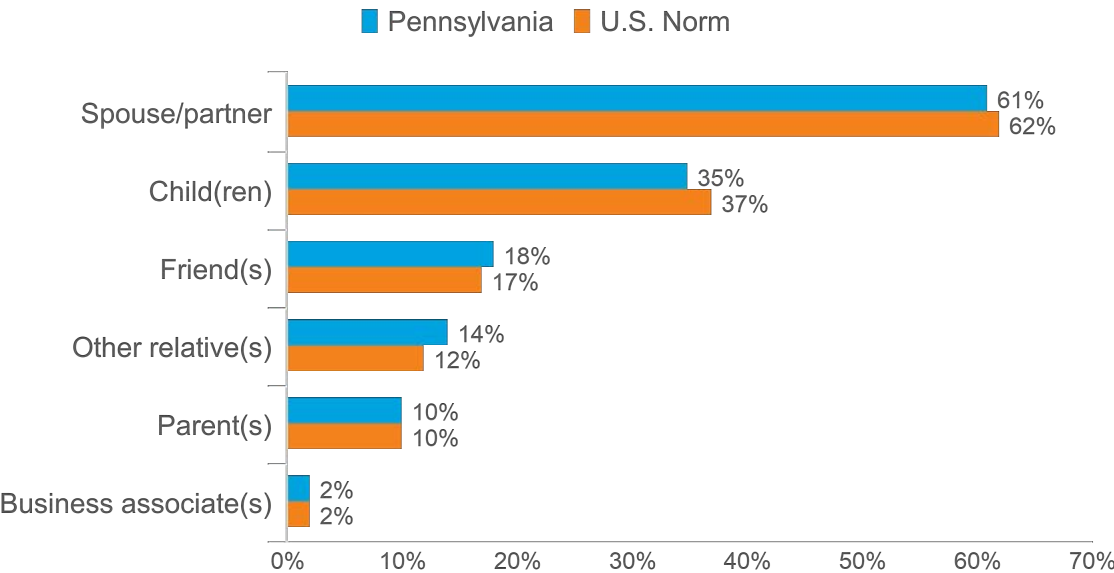
Pennsylvania's Day Trip Characteristics

Base: 2022 Day Person-Trips

Size of Travel Party

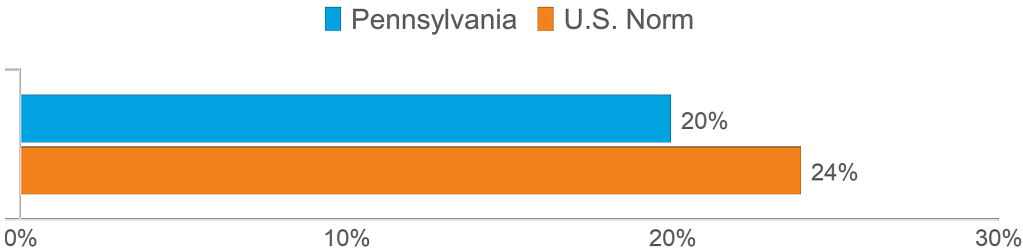


Composition of Immediate Travel Party

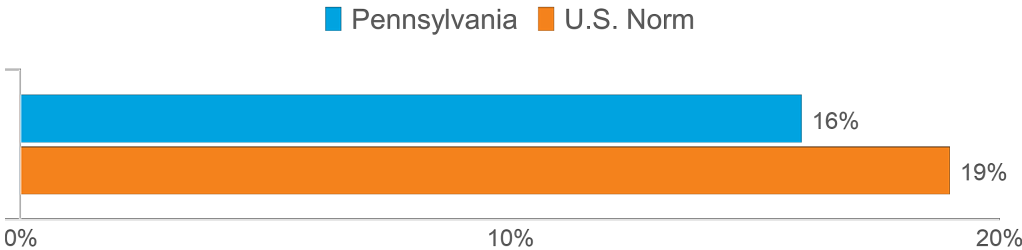


Base: 2022 Day Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities

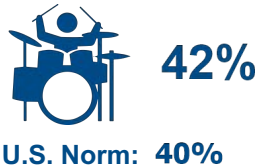


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities








Business Activities



Activities and Experiences (Top 10)







	2022	2021
Shopping	23%	21%
Sightseeing	14%	14%
Attending celebration	12%	11%
Landmark/historic site	9%	9%
Casino	8%	7%
Museum	7%	6%
Local parks/playgrounds	7%	7%
Bar/nightclub	6%	7%
Theme park	6%	6%
Nature tours/wildlife viewing/birding	6%	6%

Shopping Types on Trip

		Pennsylvania	U.S. Norm
	Outlet/mall shopping	55%	48%
	Convenience/grocery shopping	26%	28%
	Big box stores (Walmart, Costco)	23%	29%
	Souvenir shopping	23%	26%
	Boutique shopping	17%	23%
	Antiquing	16%	12%

Base: 2022 Day Person-Trips that included Shopping

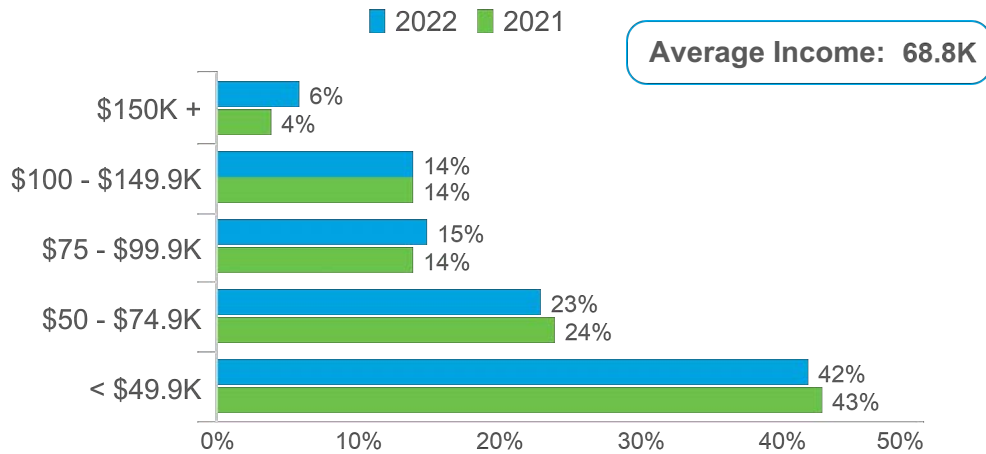
Dining Types on Trip

		Pennsylvania	U.S. Norm
	Unique/local food	38%	38%
	Street food/food trucks	17%	19%
	Fine/upscale dining	14%	15%
	Picnicking	11%	12%
	Food delivery service (UberEATS, DoorDash, etc.)	10%	13%
	Gastropubs	7%	7%

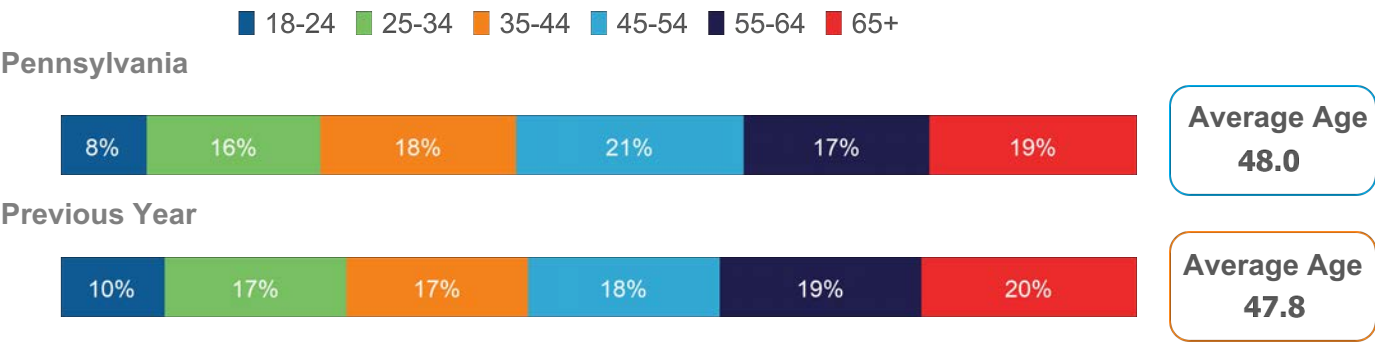
Demographic Profile of Day Pennsylvania Visitors

Base: 2022 Day Person-Trips

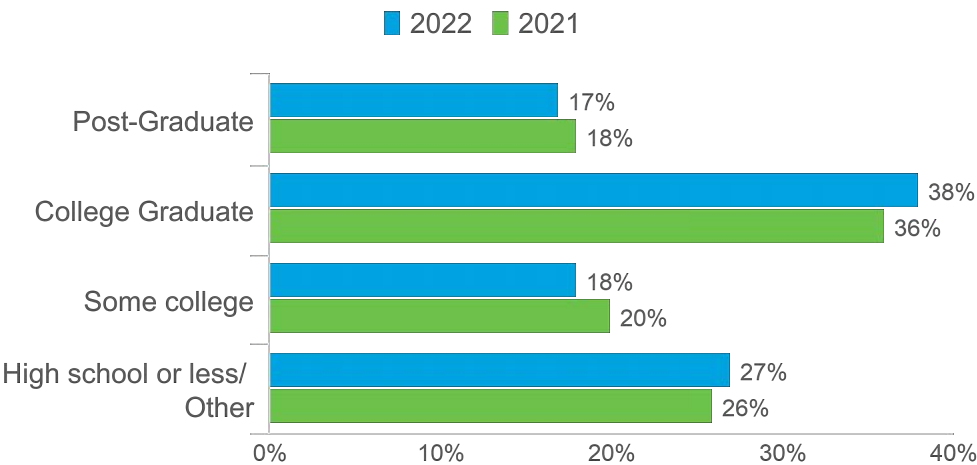
Household Income



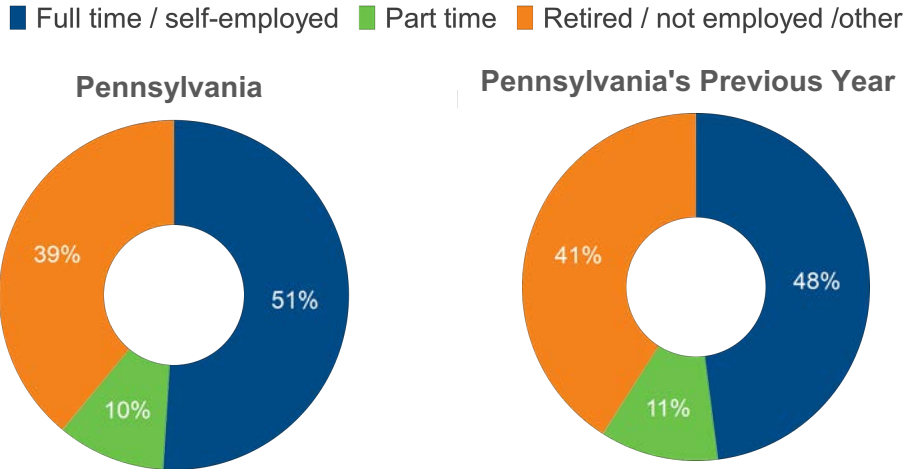
Age



Educational Attainment



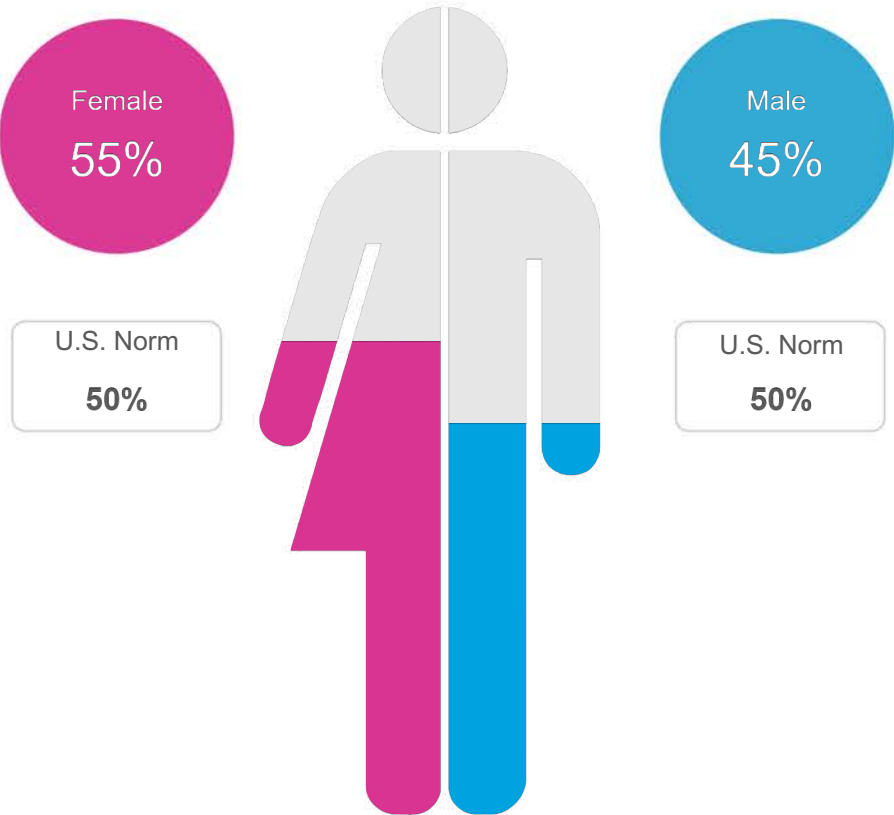
Employment



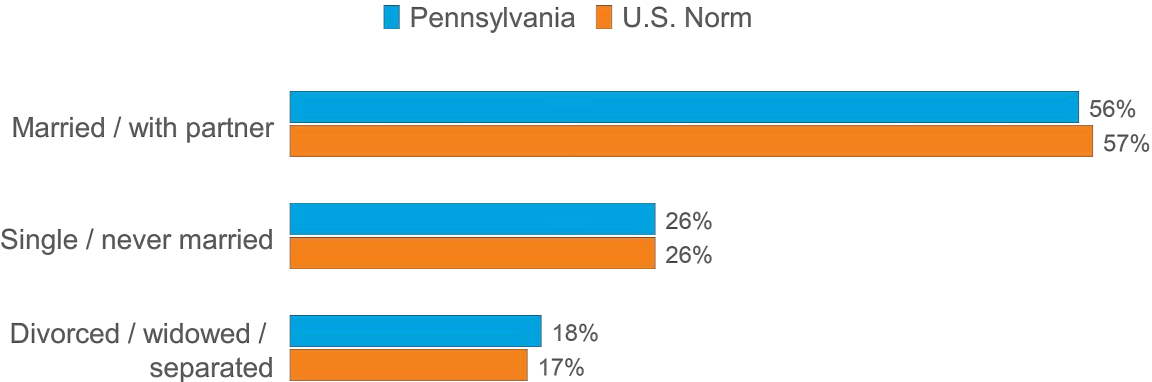
Demographic Profile of Day Pennsylvania Visitors

Base: 2022 Day Person-Trips

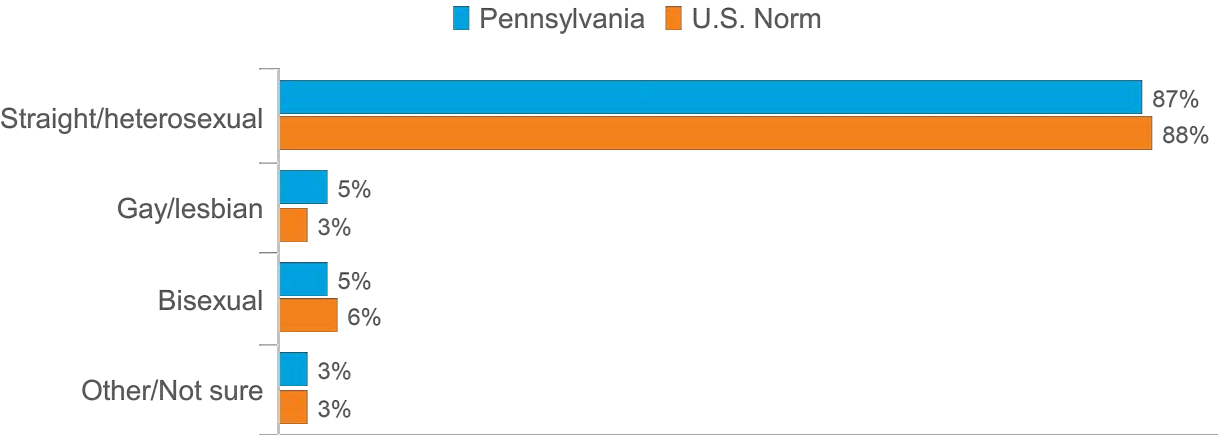
Gender



Marital Status



Sexual Orientation

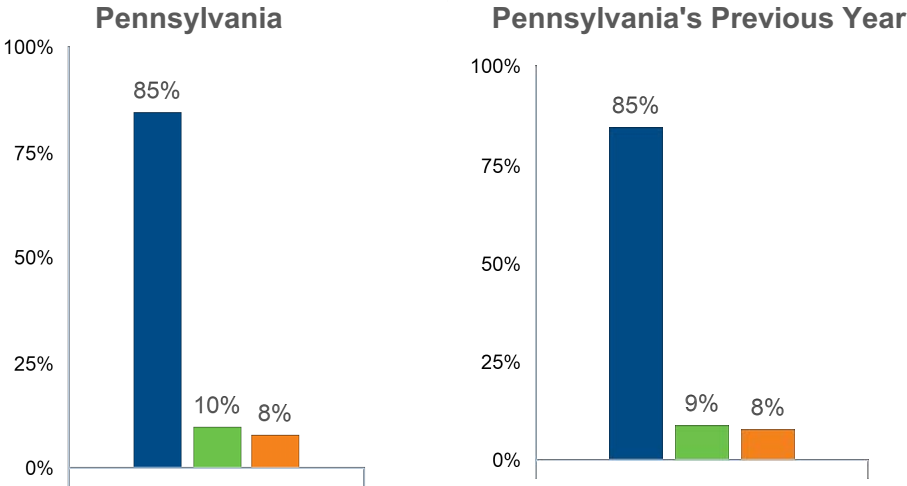


Demographic Profile of Day Pennsylvania Visitors

Base: 2022 Day Person-Trips

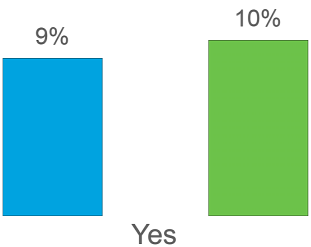
Race

White African-American Other



Hispanic Background

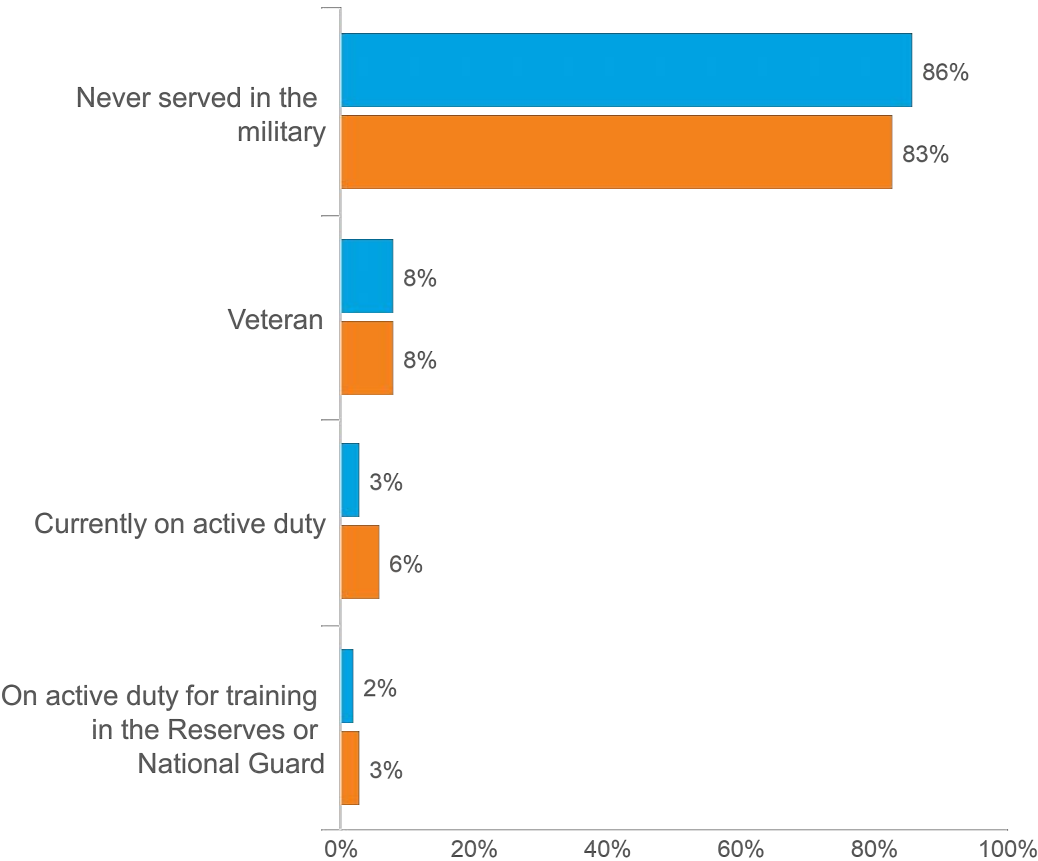
2022 2021



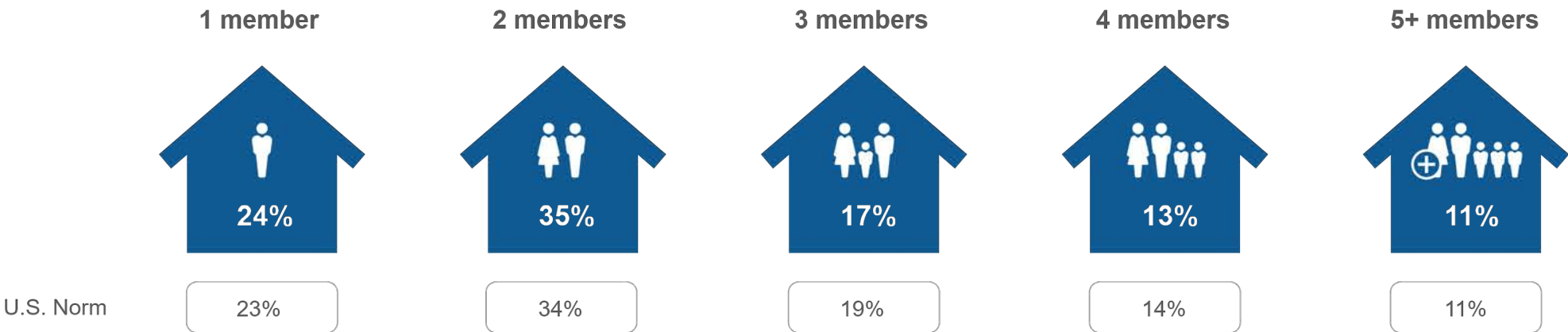
Yes

Military Status

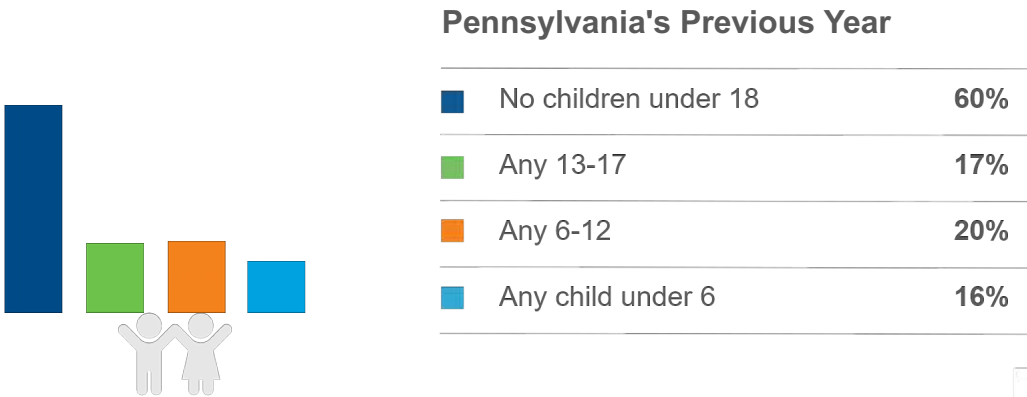
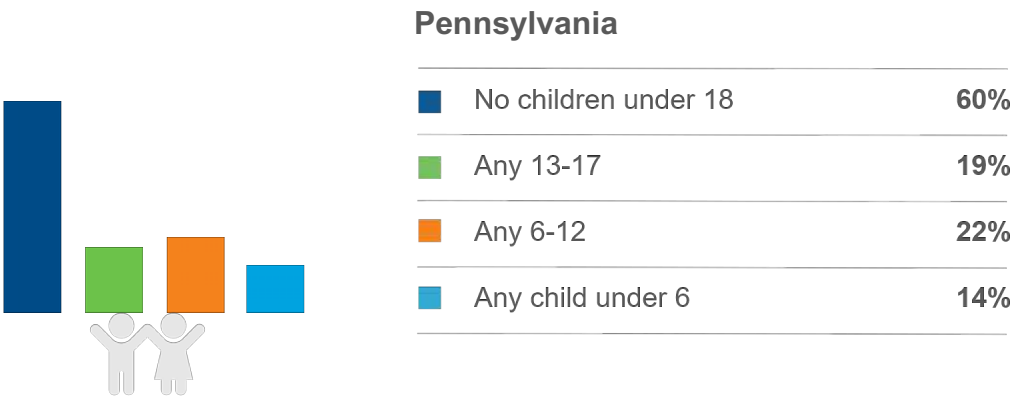
Pennsylvania U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Regions Maps & Day Visitor Volumes

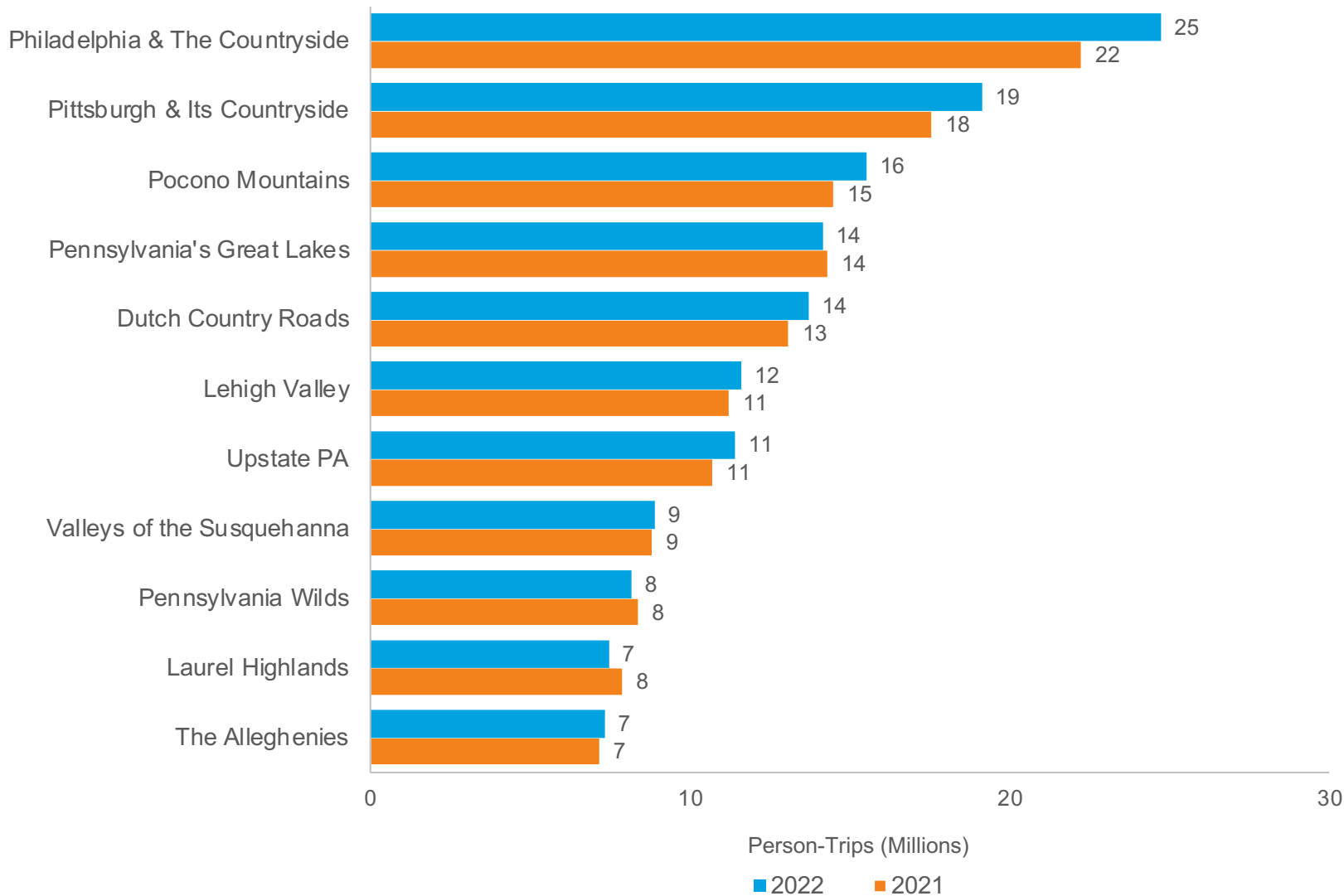
Pennsylvania
pursue your happiness

2022



Day Visitor Volume by Region

Base: Day Person-Trips





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