

# **2011 ANNUAL TRAVEL PROFILE**

## **Laurel Highlands Region**

# Research Methodology



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.

# Research Methodology (cont'd)



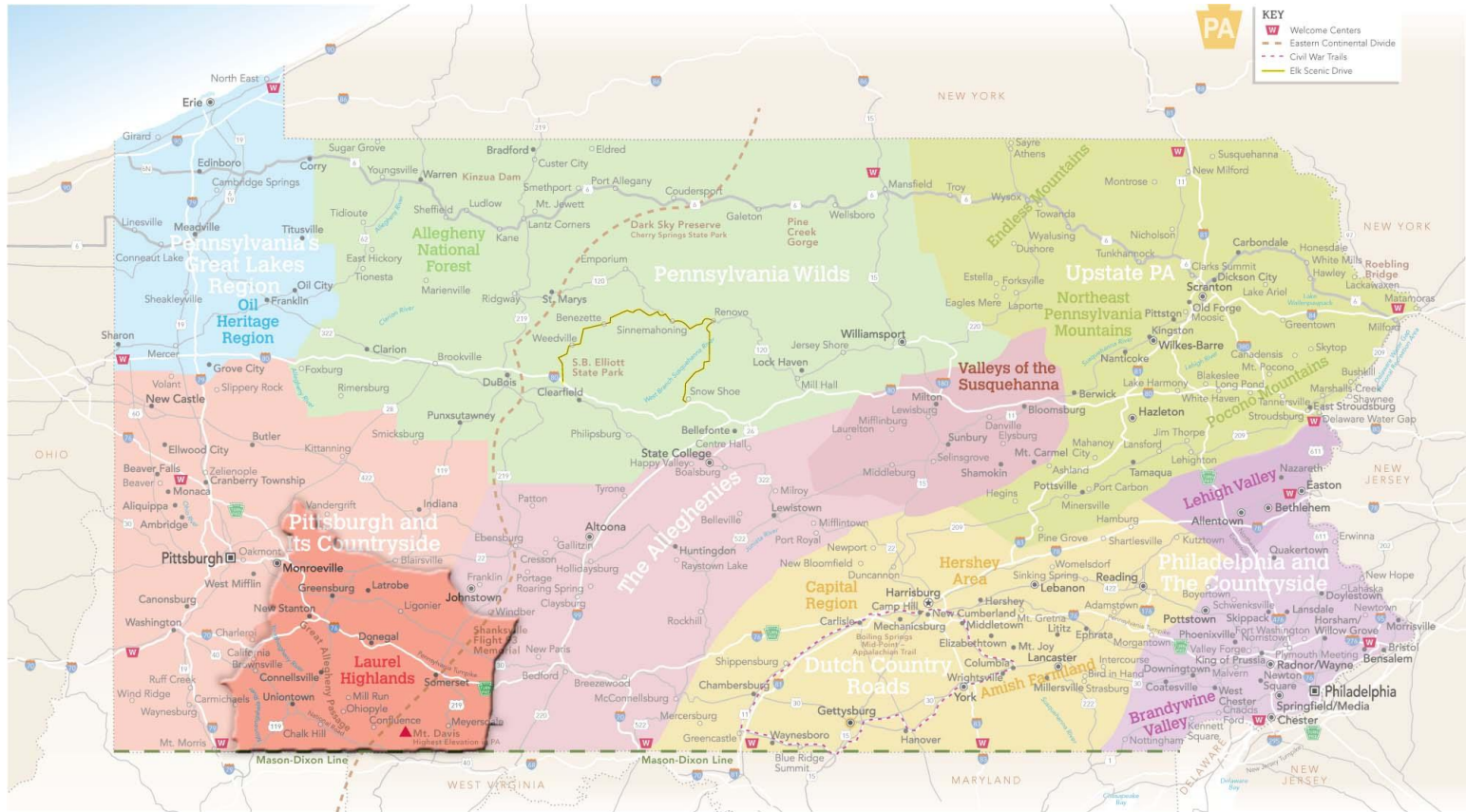
- ⦿ The **Travel USA**<sup>®</sup> program identified 5,790 survey respondents who visited Pennsylvania on an overnight trip and 4,530 on a day-trip in 2011.
- ⦿ A follow-up survey was sent to a representative sample of these visitors to augment the information from **Travel USA**<sup>®</sup>, providing 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**<sup>®</sup>, the customized return-to-sample research, and consultations with Tourism Economics.

# Research Methodology (cont'd)



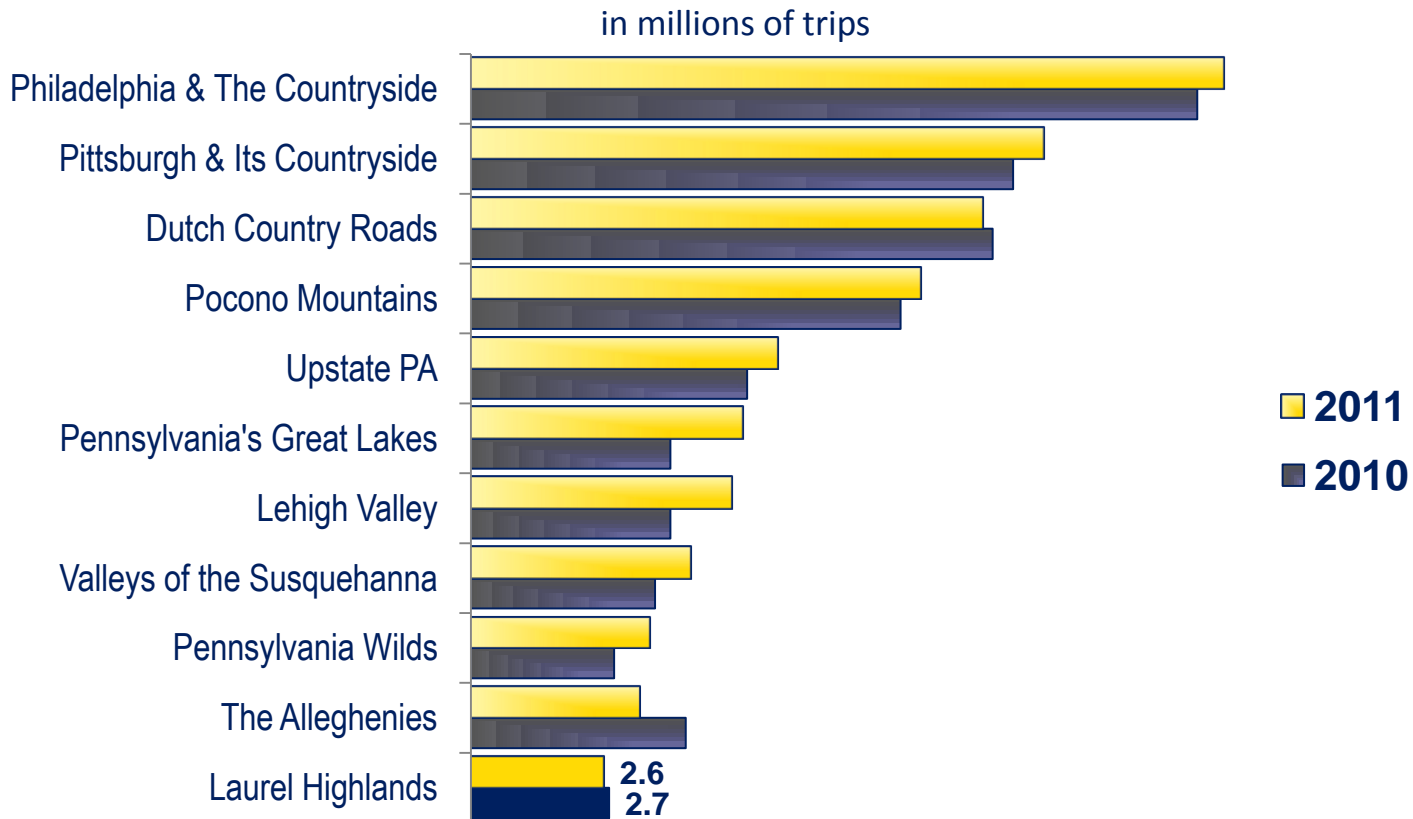
- Estimates of Pennsylvania's overnight and day-trip travel volume are based on a number of sources including Travel USA®, the custom return-to-sample research discussed above, historic data from previous research conducted for the Pennsylvania Tourism Office, and consultations with Tourism Economics, the contractor responsible for Pennsylvania's annual economic impact of travel and tourism estimates.

# Laurel Highlands Region



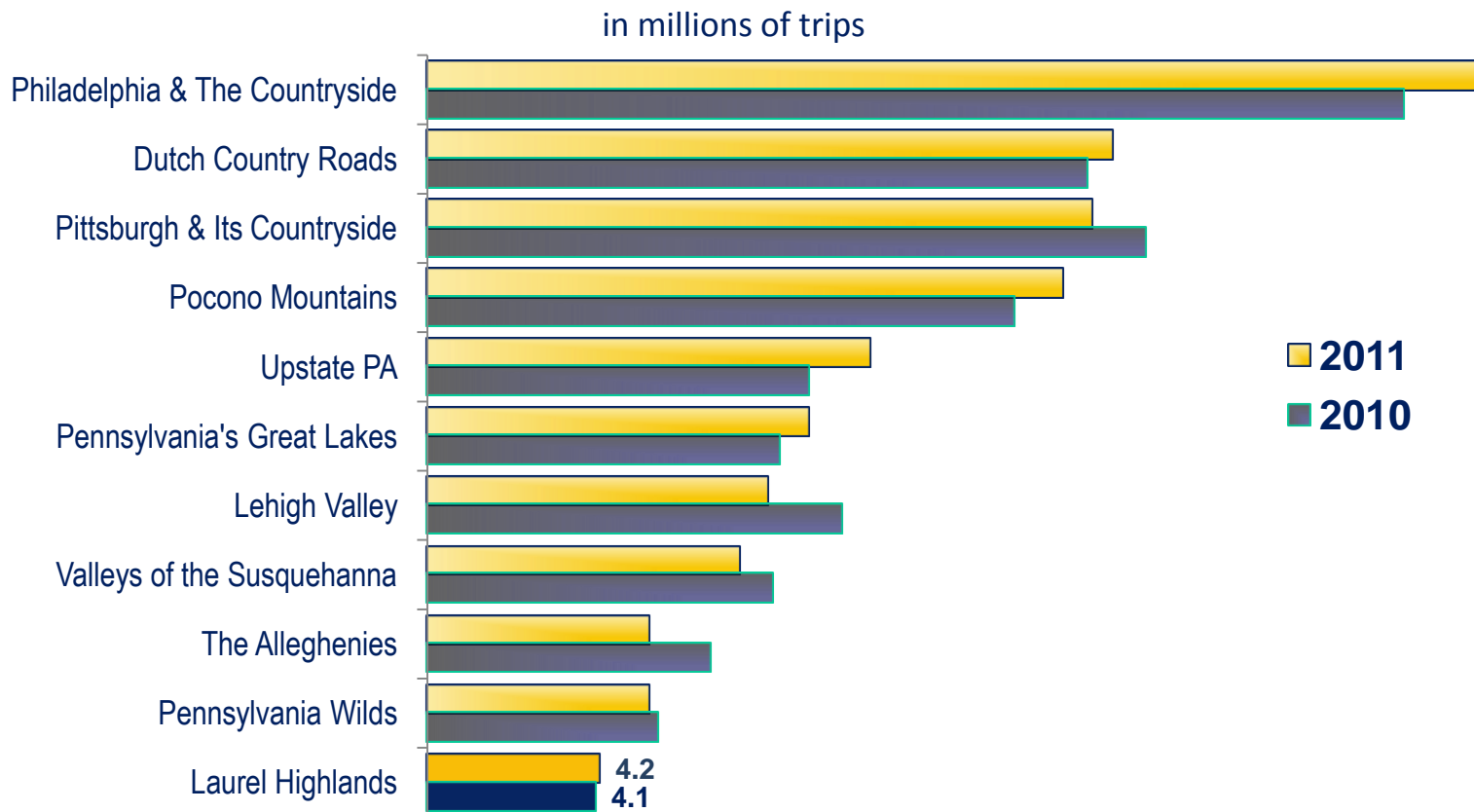
# **Laurel Highlands Region Visitor Volume**

# Regions Visited on Overnight Trips\*



\*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.



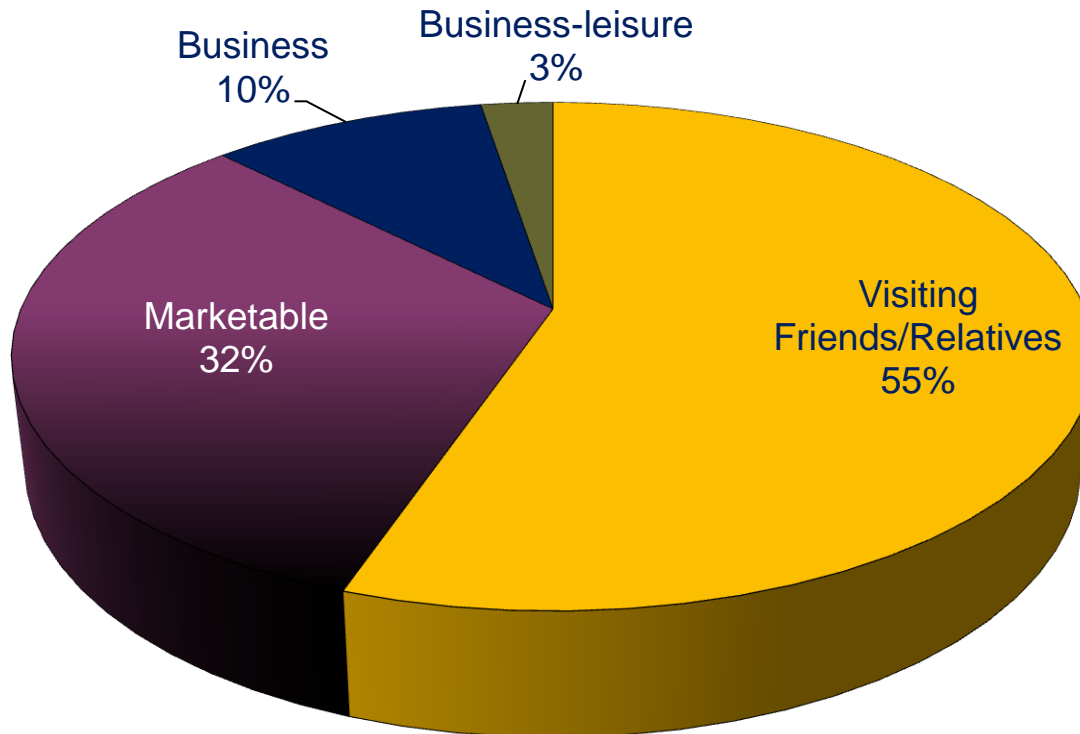
# **Laurel Highlands Region Main Reason for Trip**

# Main Reason for Overnight Trip



Base: Total Overnight Trips

*The proportion of overnight travelers visiting the Laurel Highlands region for marketable overnight leisure purposes in 2011 was slightly below the statewide average of 35%.*

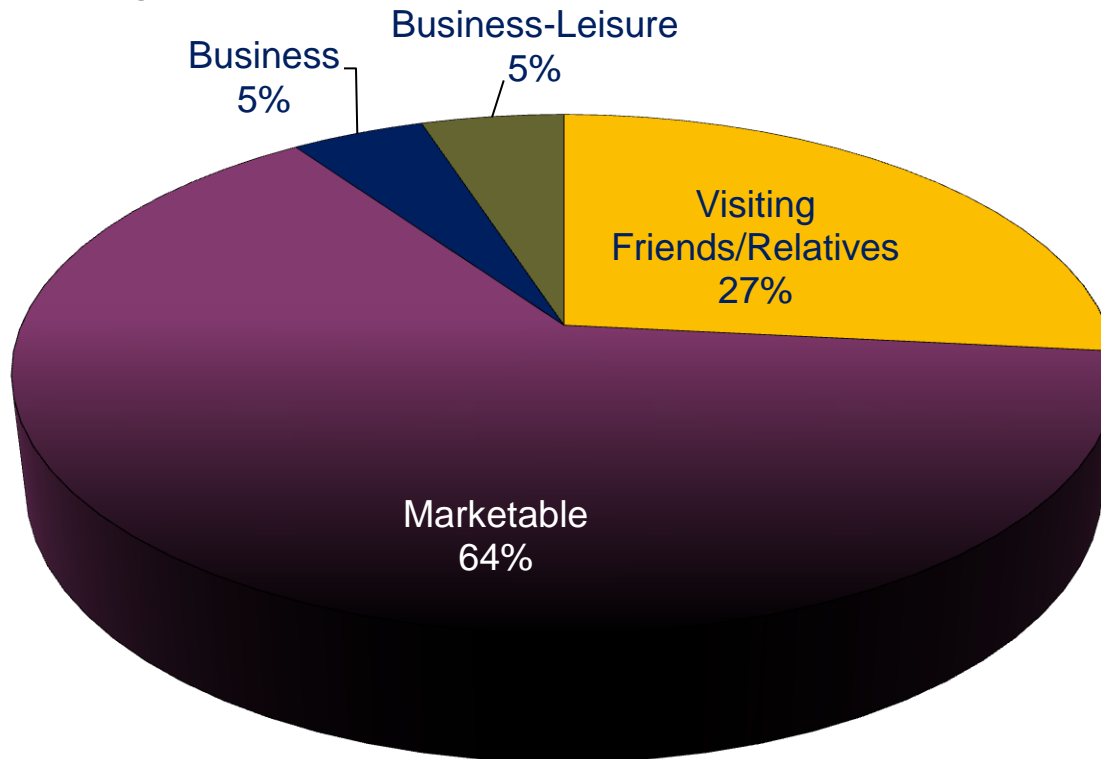


# Main Reason for Day-Trip



Base: Total Day-Trips

*The Laurel Highlands region had the second highest proportion of day-trip travelers visiting the region for marketable (i.e., non-VFR leisure) purposes in 2011 and well above the 55% statewide average.*

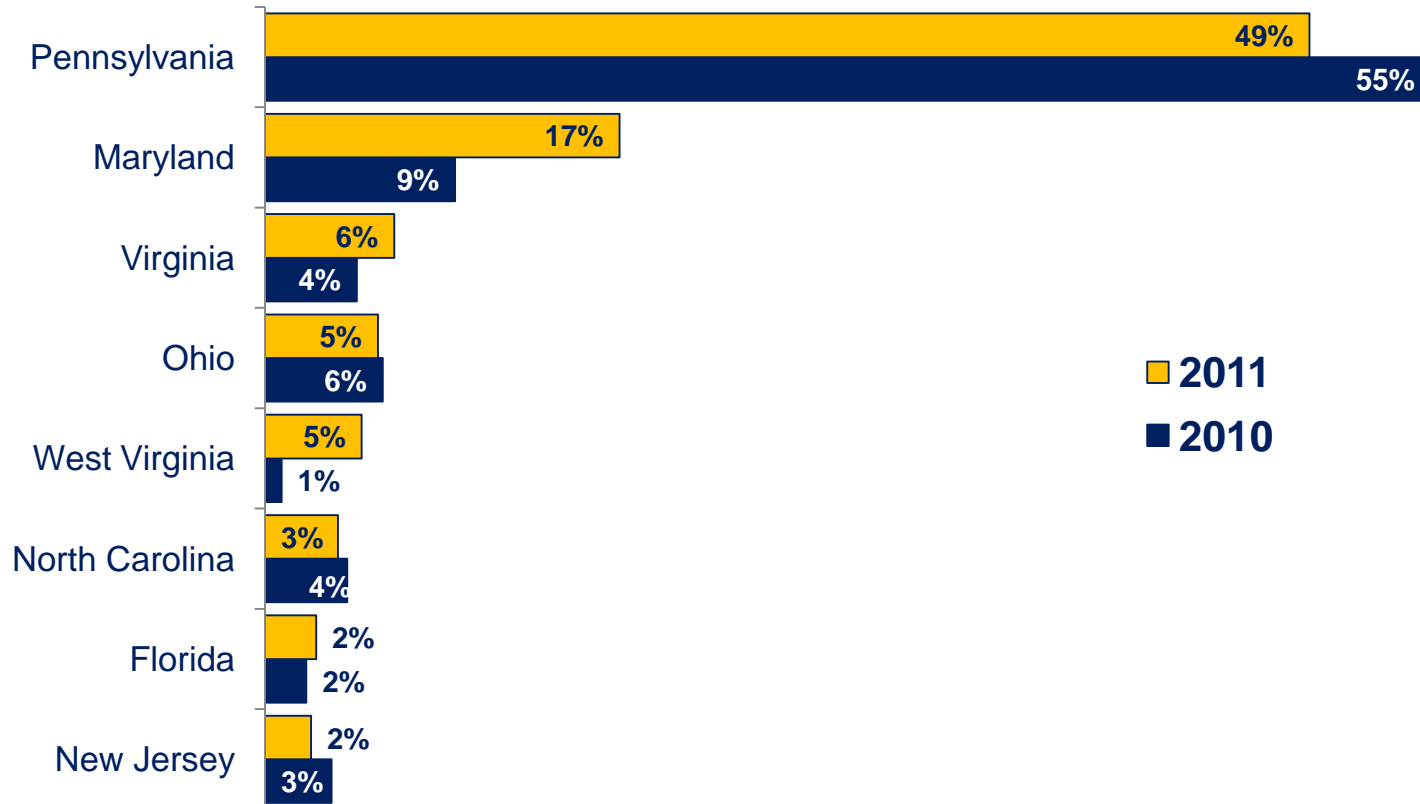


# **Laurel Highlands Region Origin Markets – Overnight**

# Main Origin States for Overnight Trips



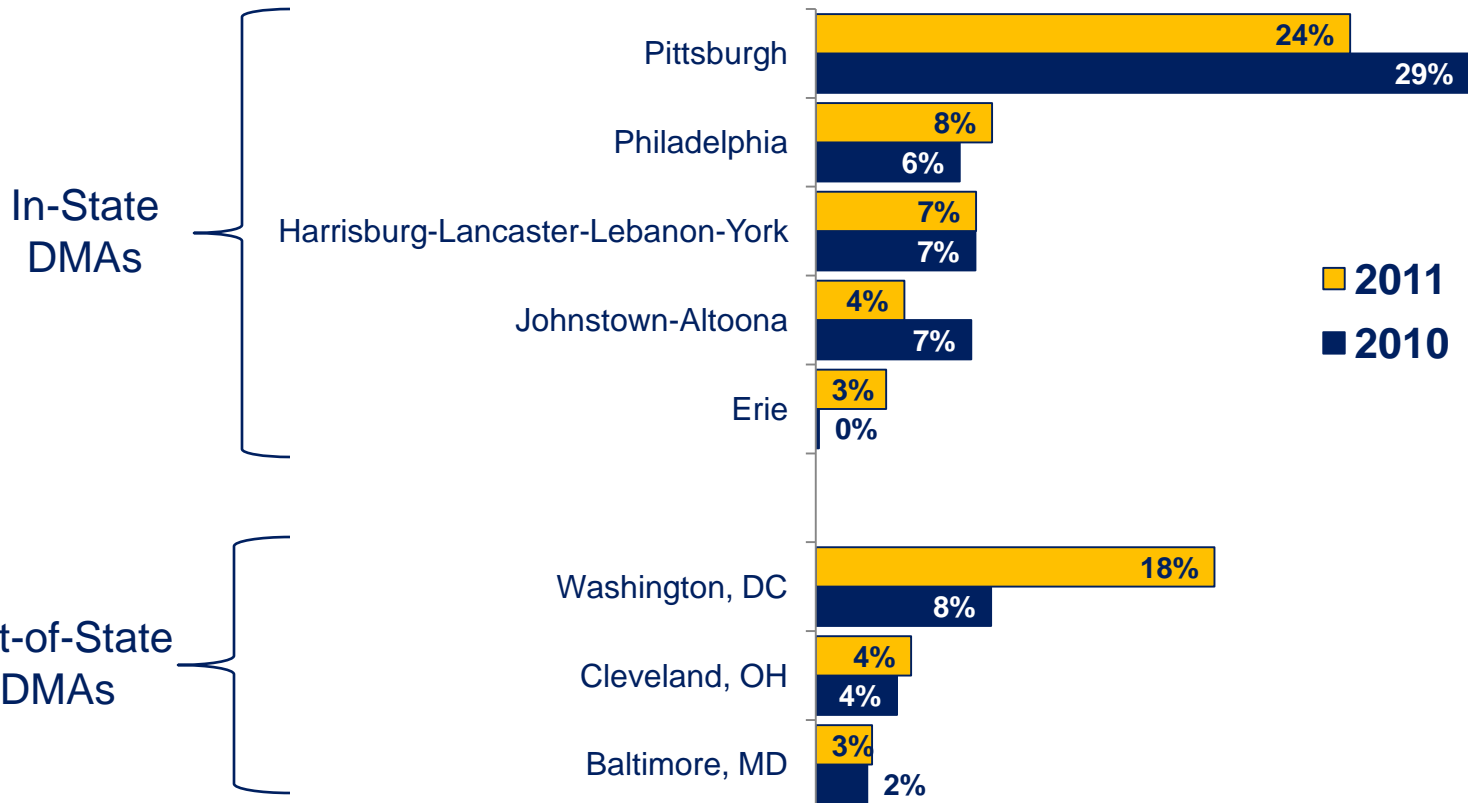
Base: Total Overnight Trips



# Main Urban Markets for Overnight Trips



Base: Total Overnight Trips

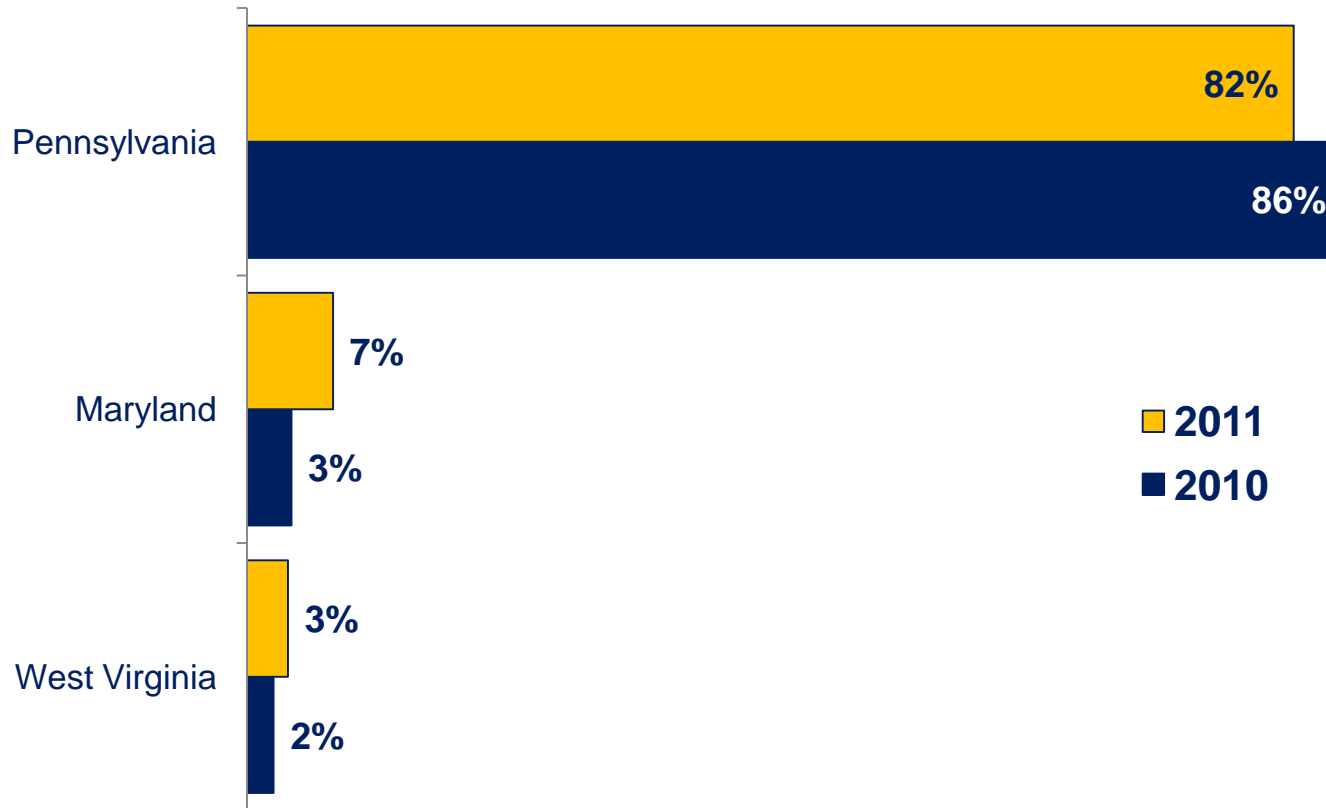


**Laurel Highlands Region  
Origin Markets – Day-Trips**

# Main Origin States for Total Day-Trips



Base: Total Day-Trips

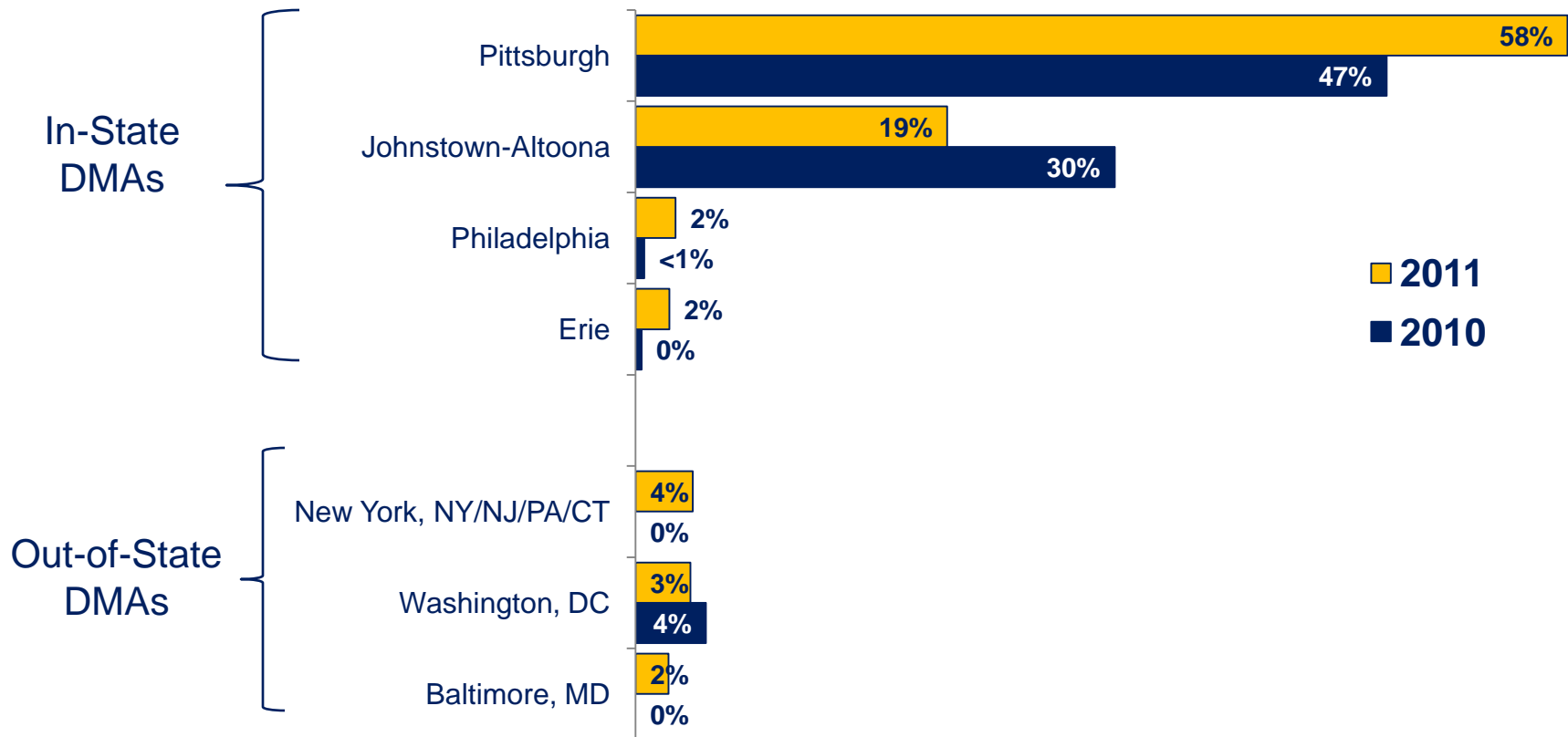




# Main Urban Markets for Total Day-Trips



Base: Total Day-Trips



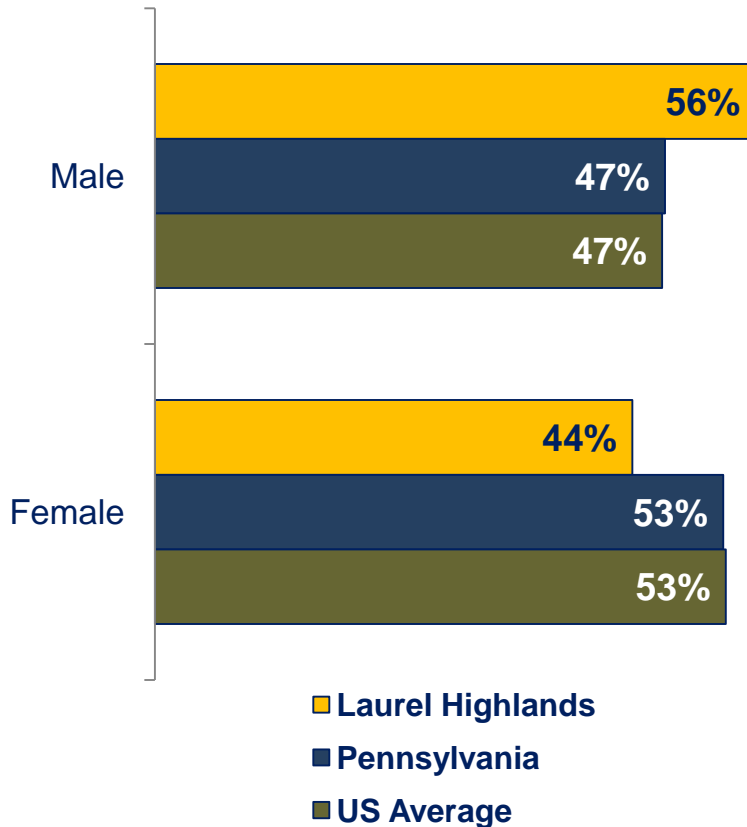
# Laurel Highlands Region Traveler Profile

# Gender



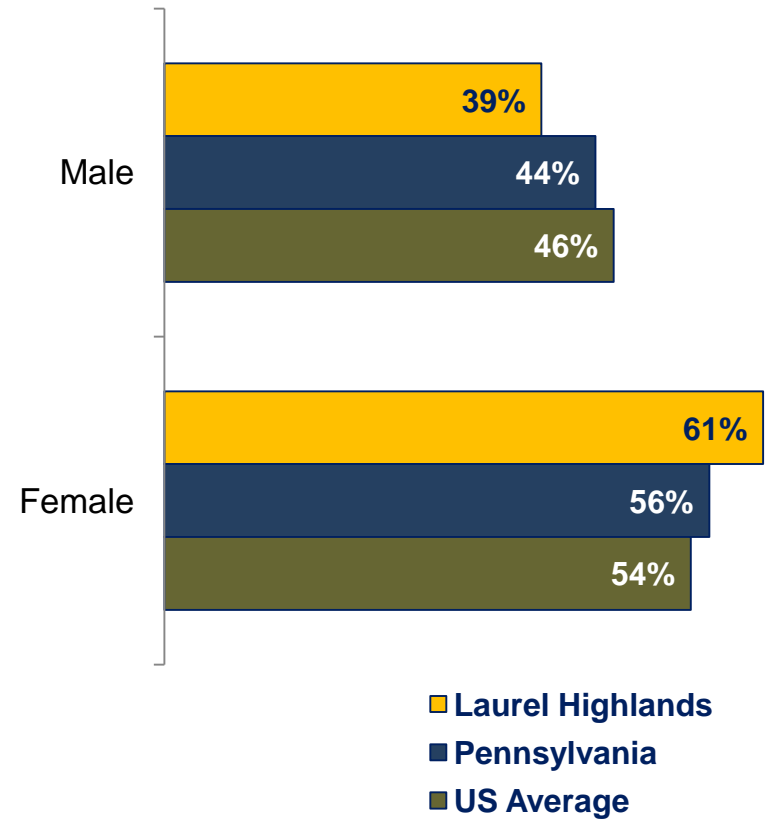
## OVERNIGHT

Base: Total Overnight Trips



## DAY-TRIPS

Base: Total Day-Trips

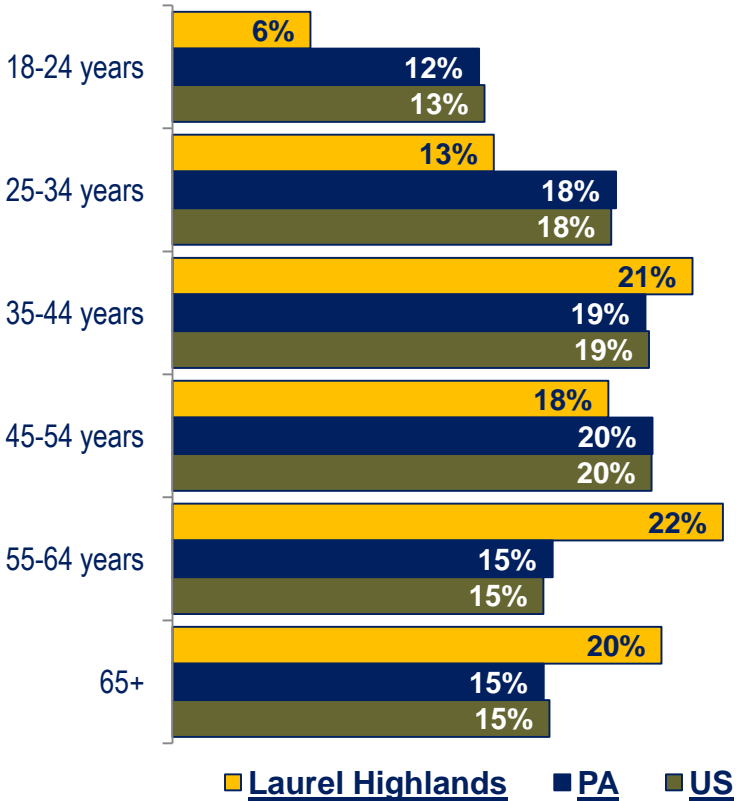


# Age



## OVERNIGHT

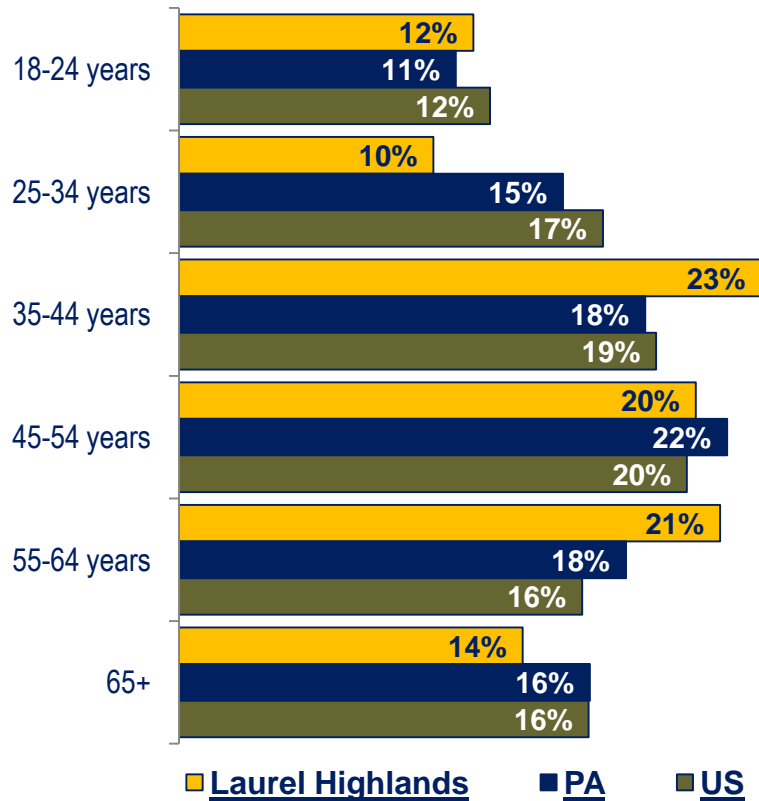
Base: Total Overnight Trips



Median Age:                      50.6                      45.1                      45.0

## DAY-TRIPS

Base: Total Day-Trips



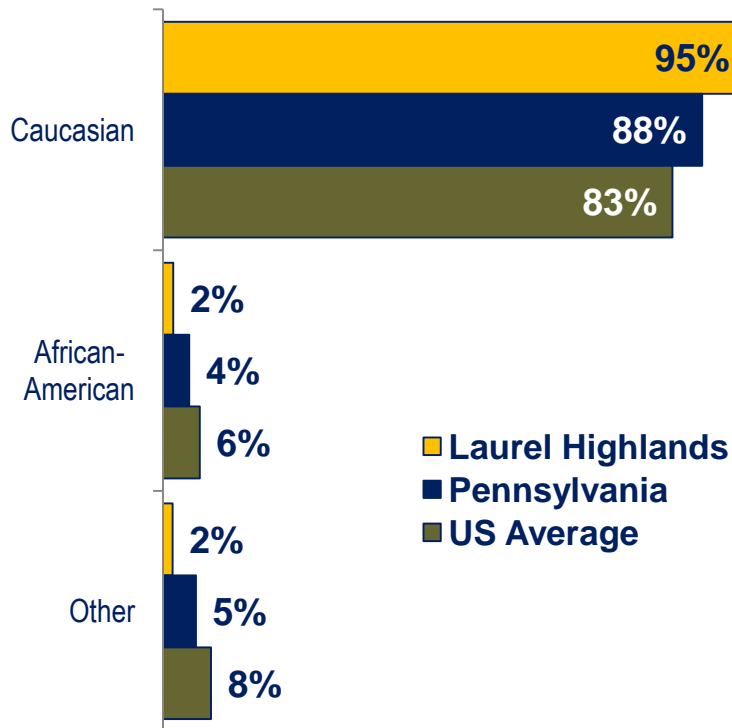
Median Age:                      47.8                      47.4                      46.0

# Race



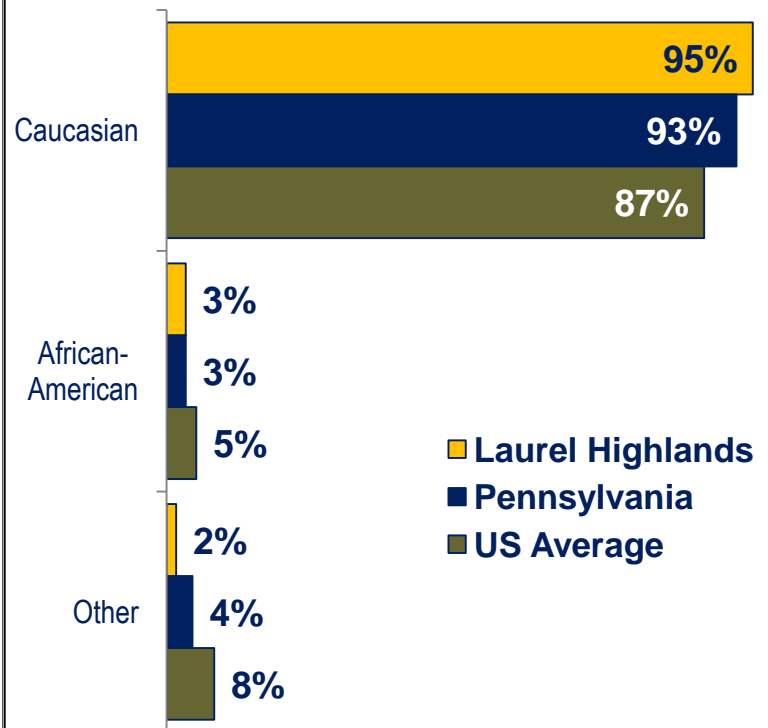
## OVERNIGHT

Base: Total Overnight Trips



## DAY-TRIPS

Base: Total Day-Trips

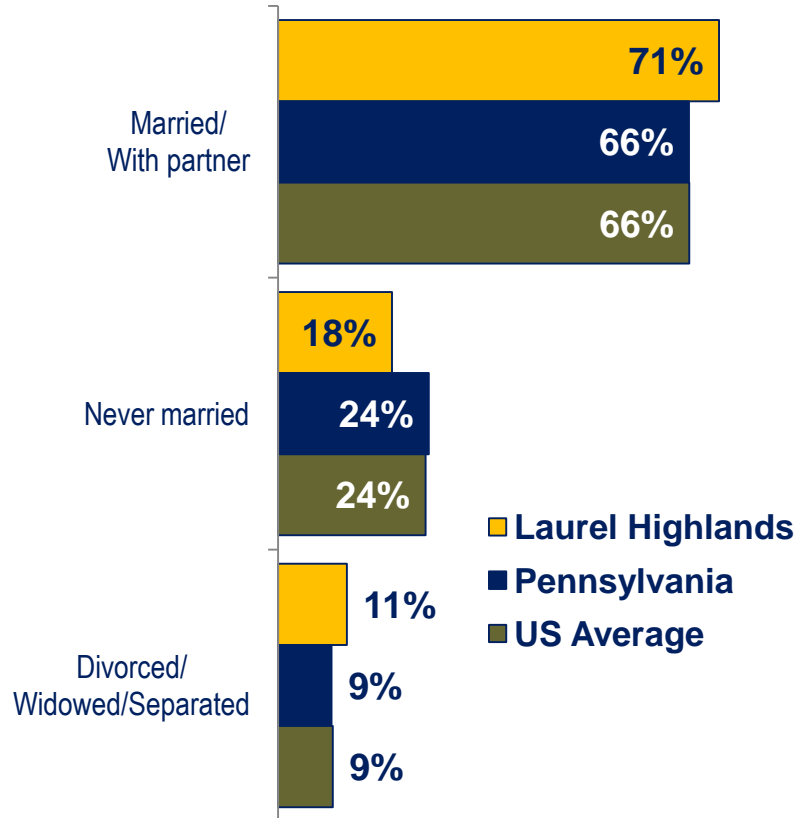


# Marital Status



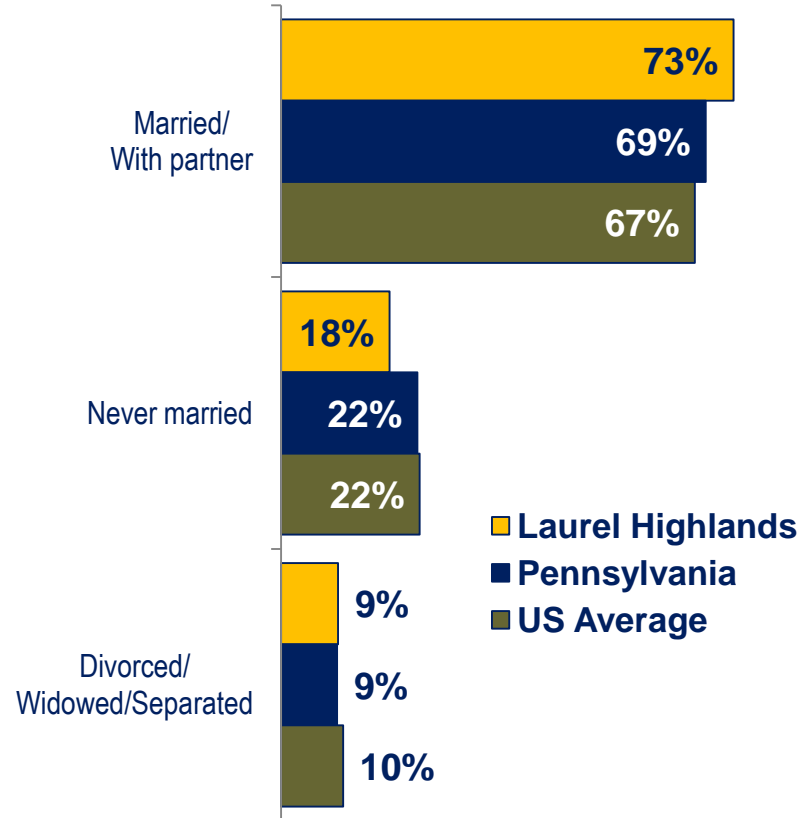
## OVERNIGHT

Base: Total Overnight Trips



## DAY-TRIPS

Base: Total Day-Trips

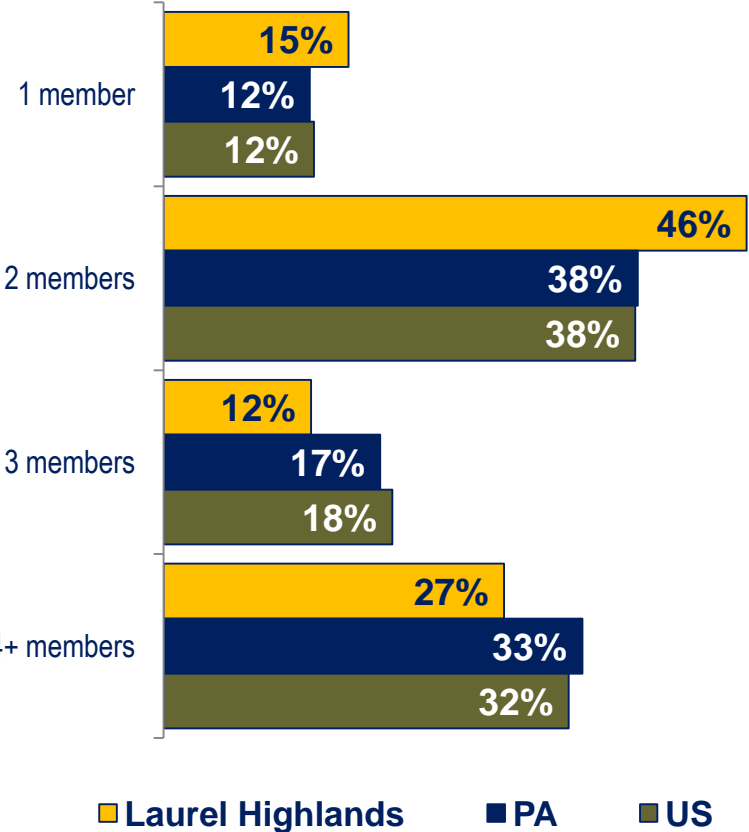


# Household Size



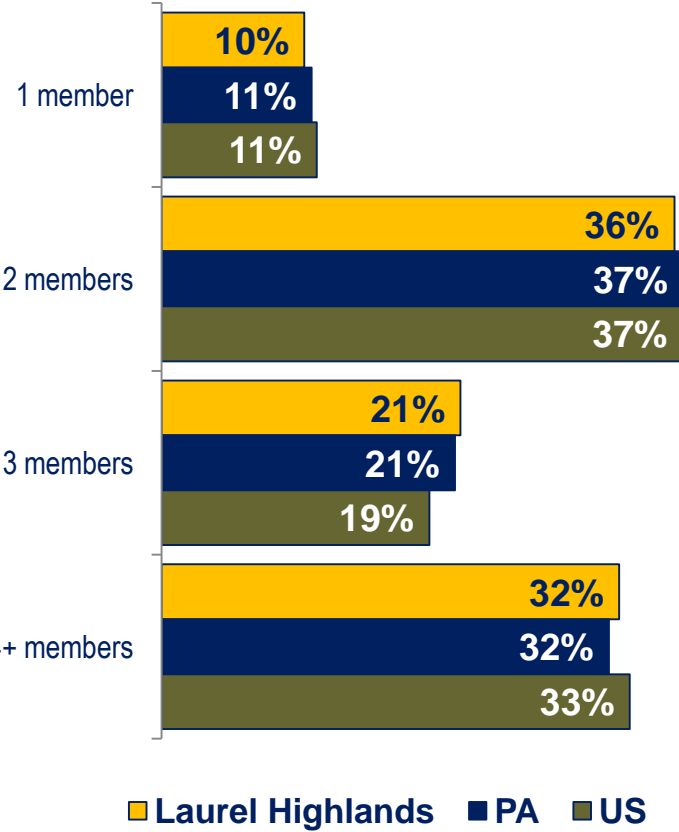
## OVERNIGHT

Base: Total Overnight Trips



## DAY-TRIPS

Base: Total Day-Trips

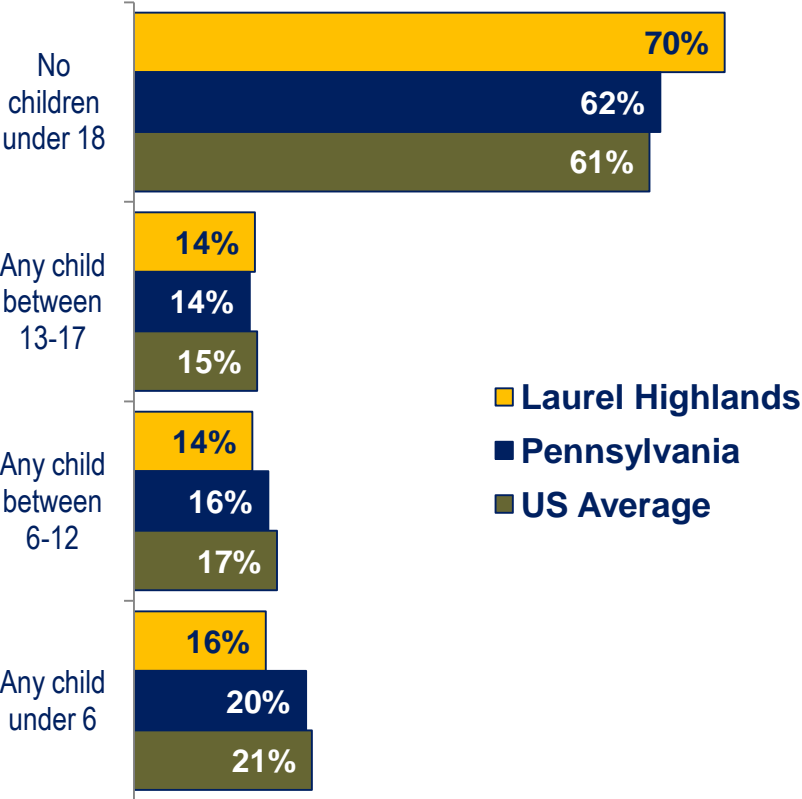


# Children in Household



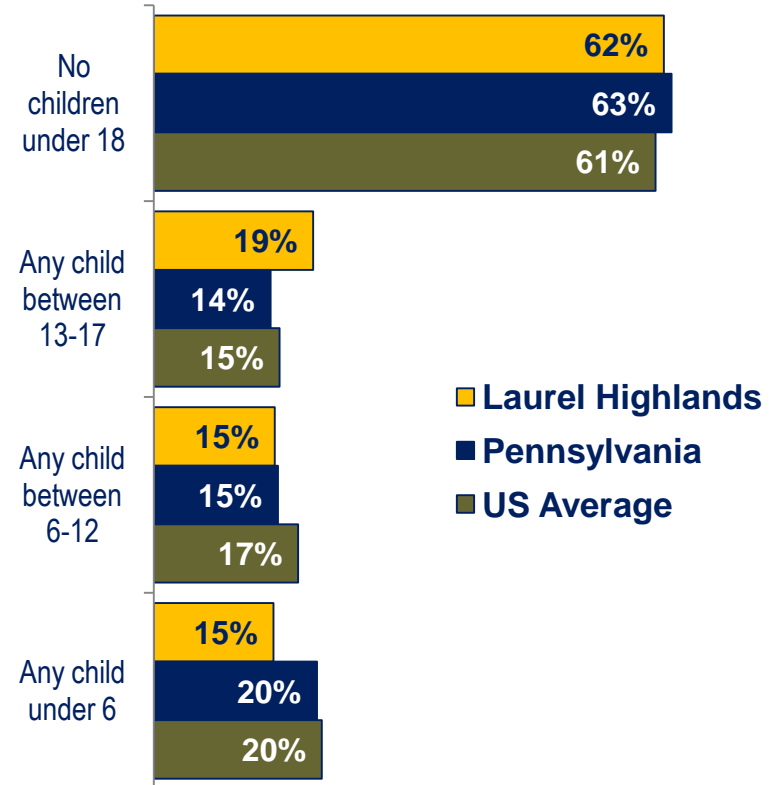
## OVERNIGHT

Base: Total Overnight Trips



## DAY-TRIPS

Base: Total Day-Trips



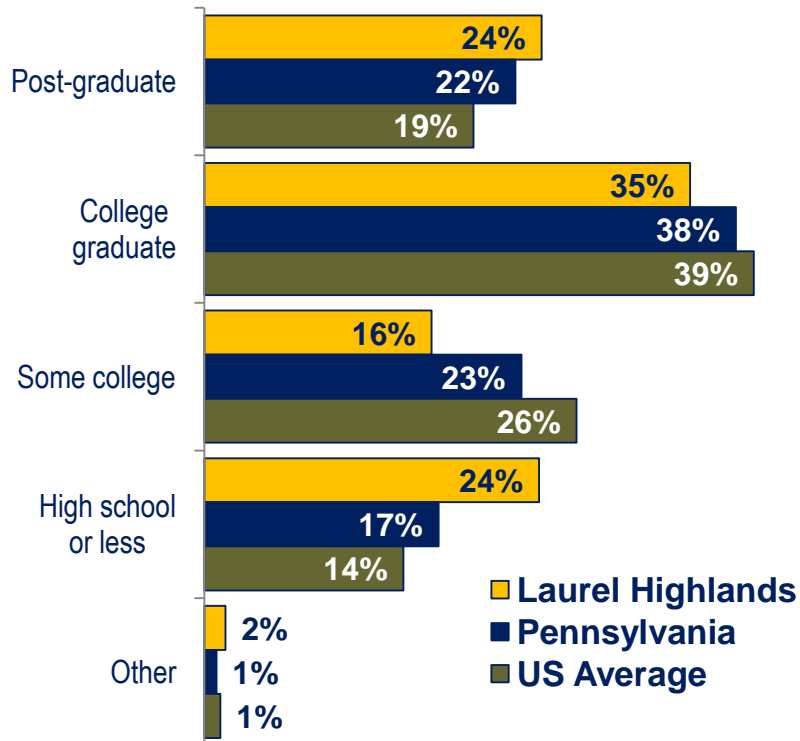


# Education



## OVERNIGHT

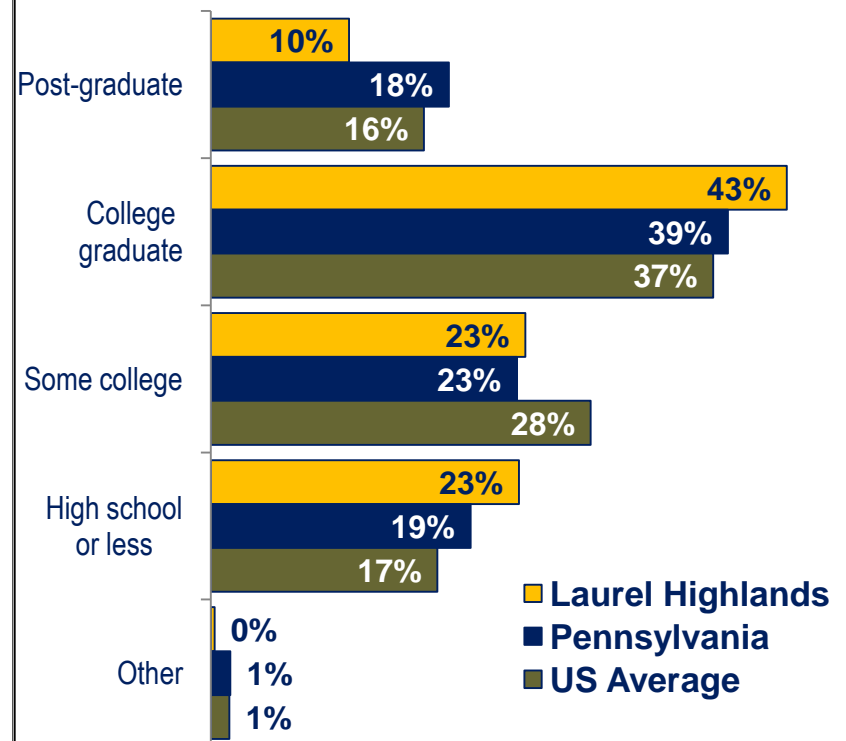
Base: Total Overnight Trips



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

## DAY-TRIPS

Base: Total Day-Trips



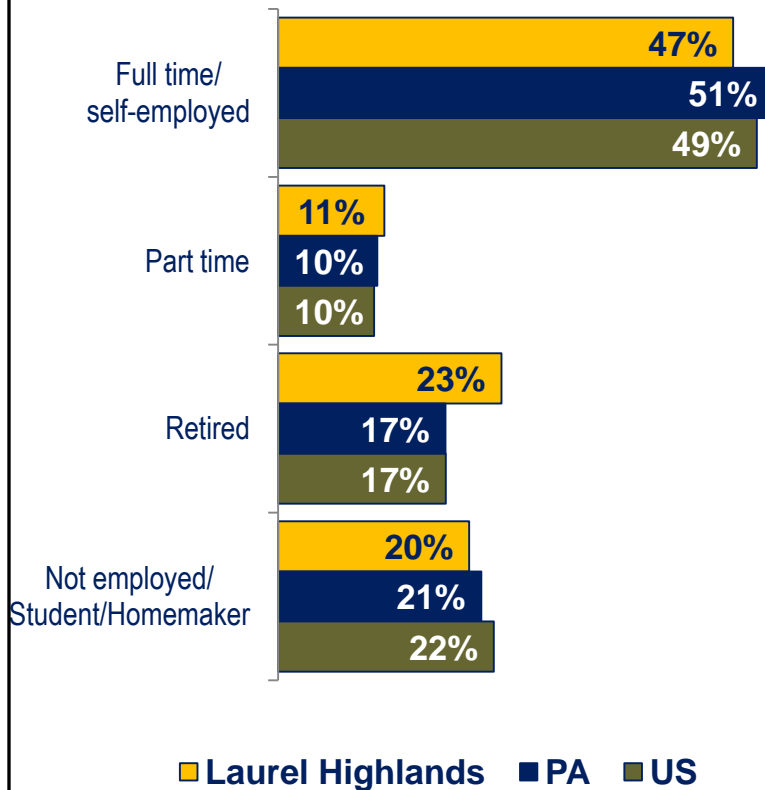
College graduate includes both bachelor's and associate's degree holders.

# Employment



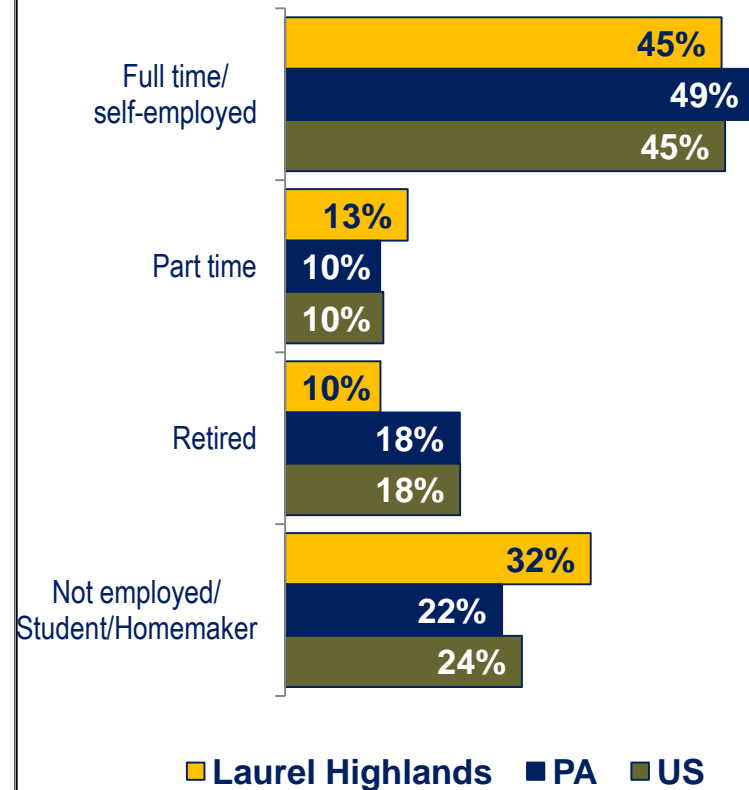
## OVERNIGHT

Base: Total Overnight Trips



## DAY-TRIPS

Base: Total Day-Trips

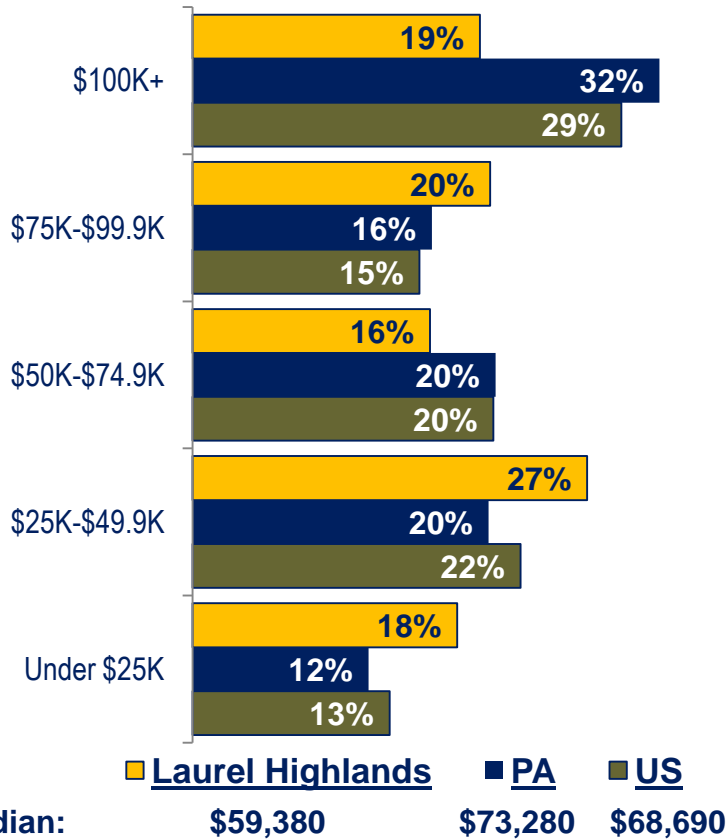


# Income



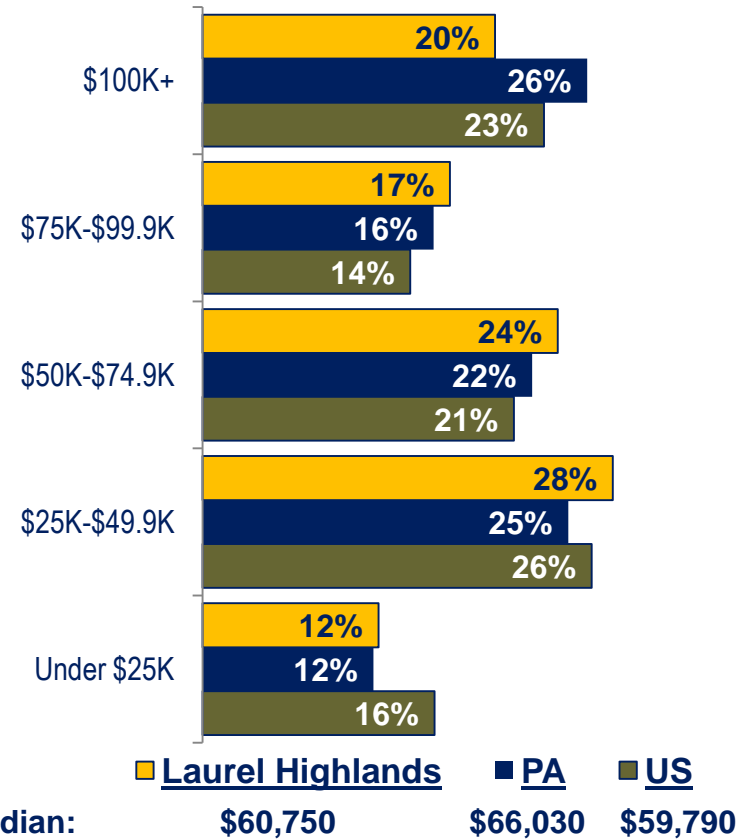
## OVERNIGHT

Base: Total Overnight Trips



## DAY-TRIPS

Base: Total Day-Trips



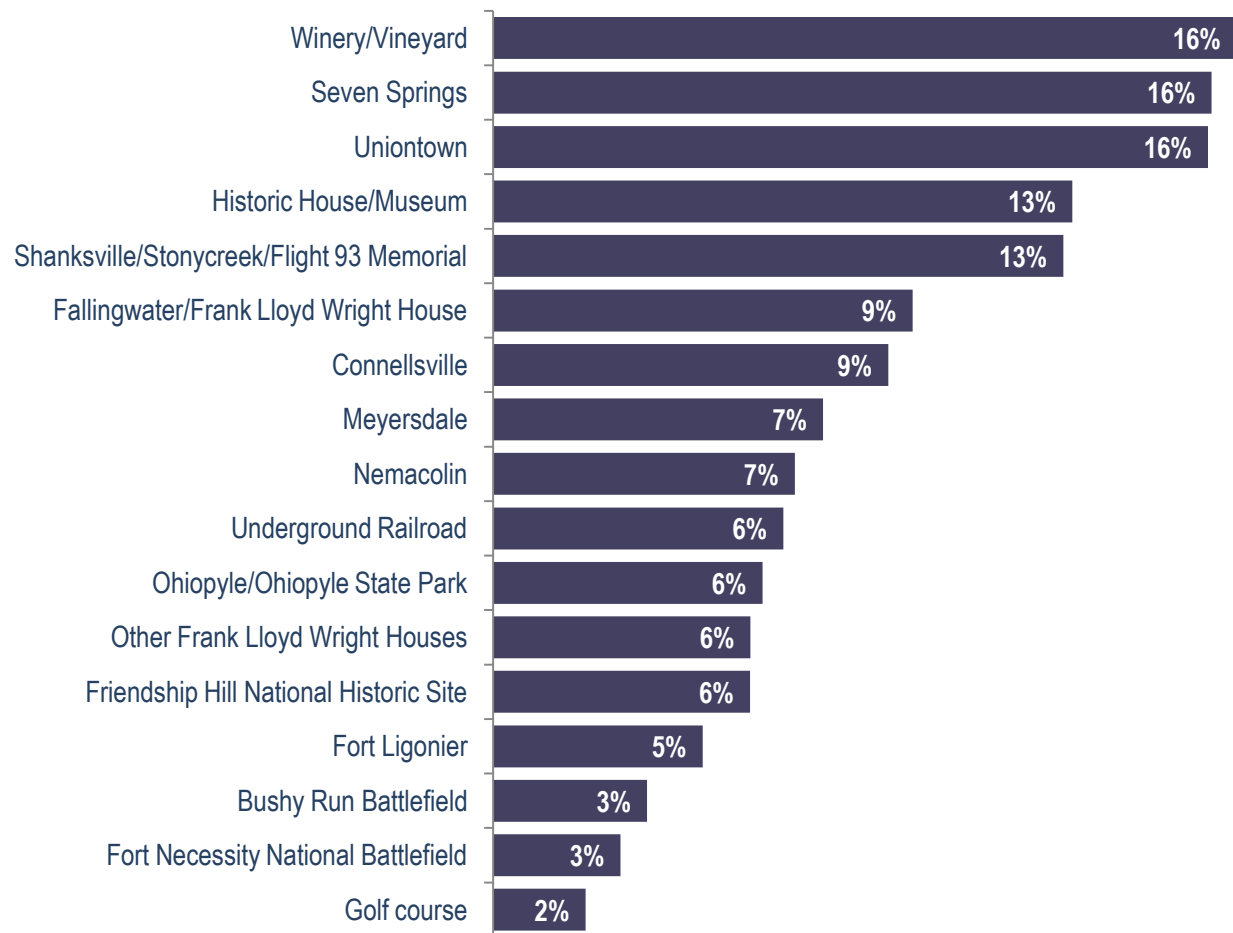
## **Laurel Highlands Region**

**Attractions Visited  
— Overnight and Day-Trips**

# Attractions/Events Visited Laurel Highlands Region



Base: Total Overnight Trips



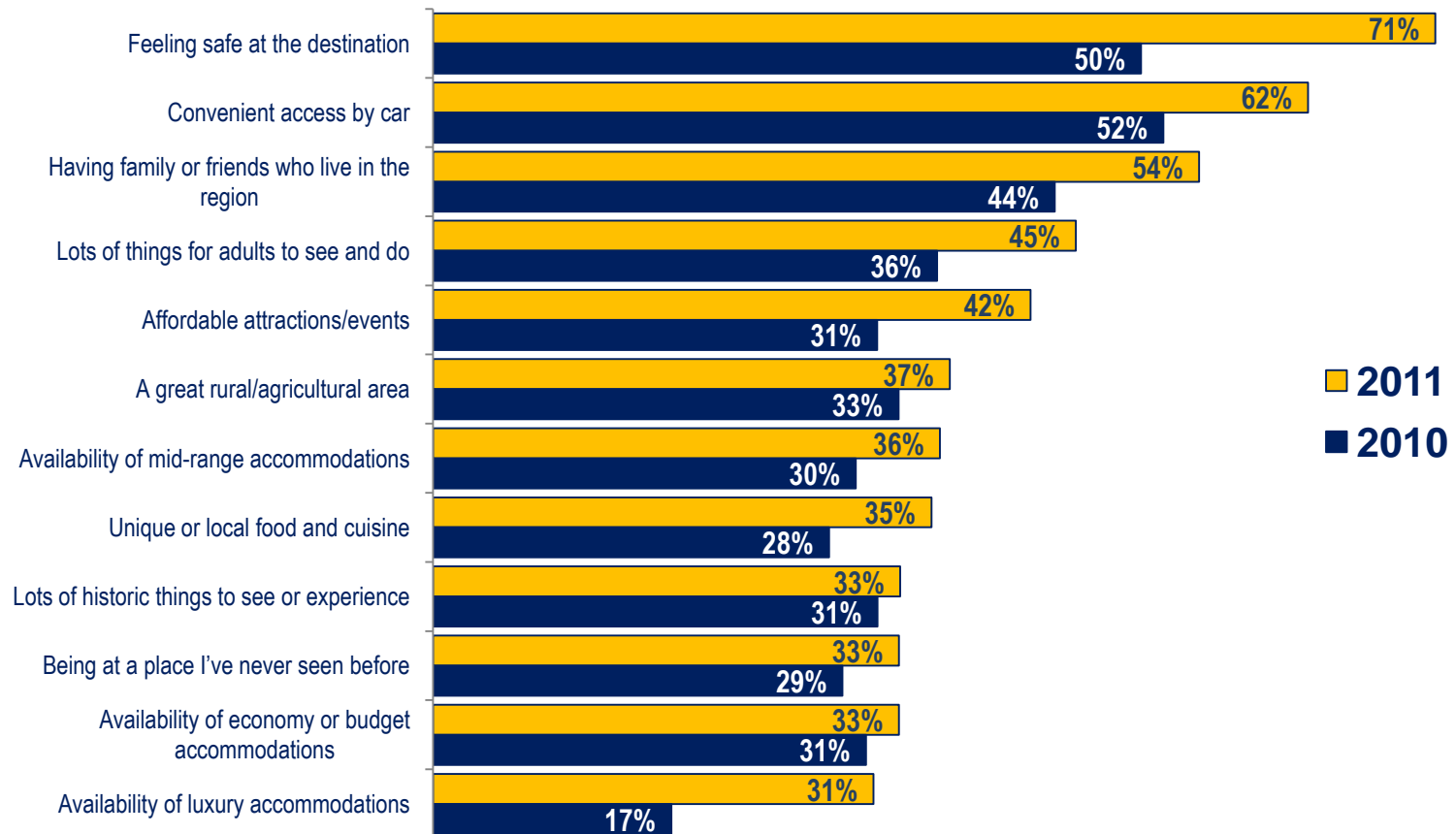
## **Laurel Highlands Region**

# **Importance of Factors in Choosing to Visit Region**

# Importance of Factors In Choosing to Visit Laurel Highlands Region



Base: Total Overnight Trips



# Importance of Factors In Choosing to Visit Laurel Highlands Region



Base: Total Trips (overnight and day-trip)

