



Visitor Research

2018 Annual Travel Profile - DayTrip

Prepared for
Pennsylvania



Travel USA Visitor Profile

Day Visitation

2018

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 2018.

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 2018:



Overnight Base Size

6,872

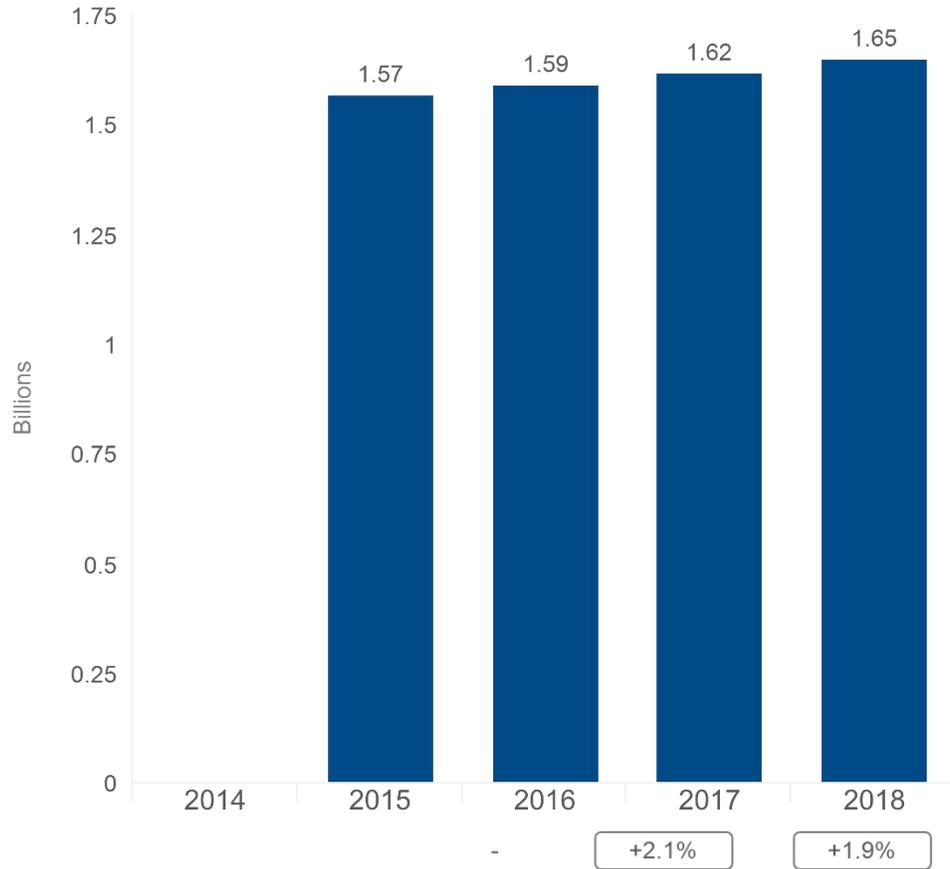


Day Base Size

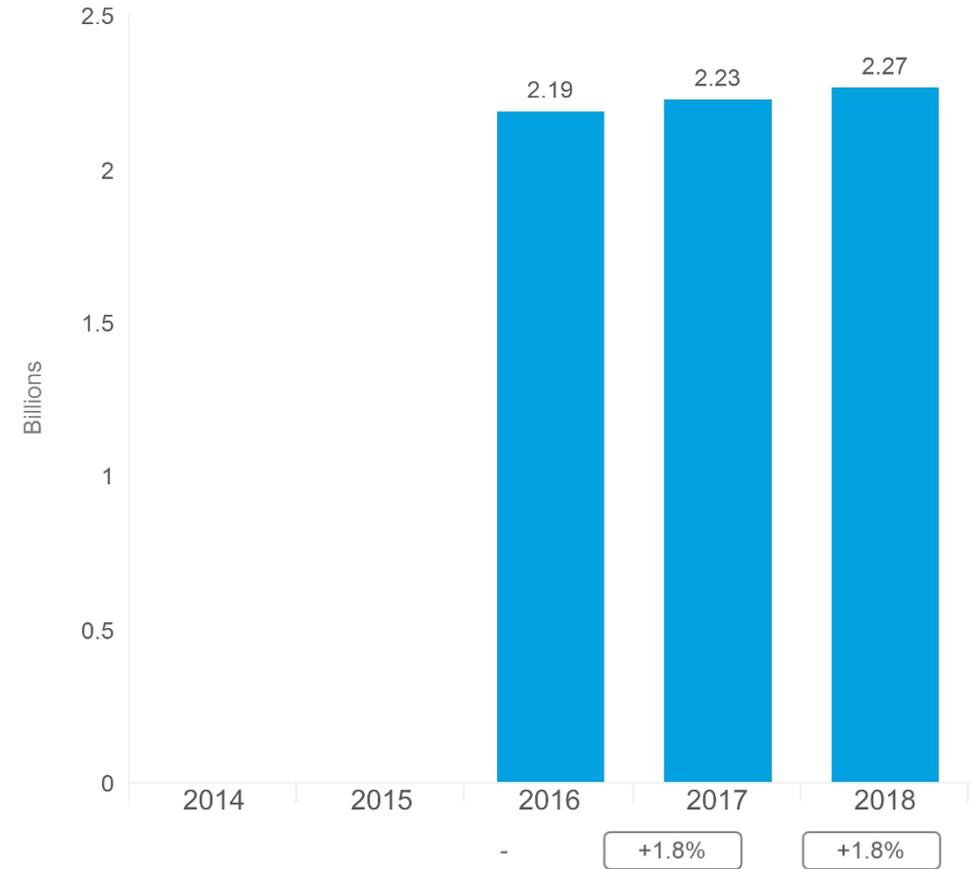
4,837

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

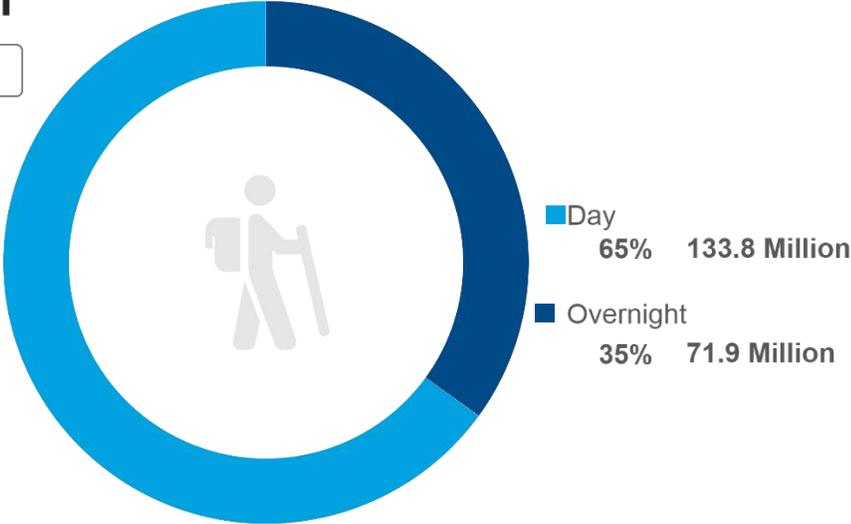


Total Size of Pennsylvania 2018 Domestic Travel Market

Total Person-Trips

205.7 Million

+1.8% vs. last year

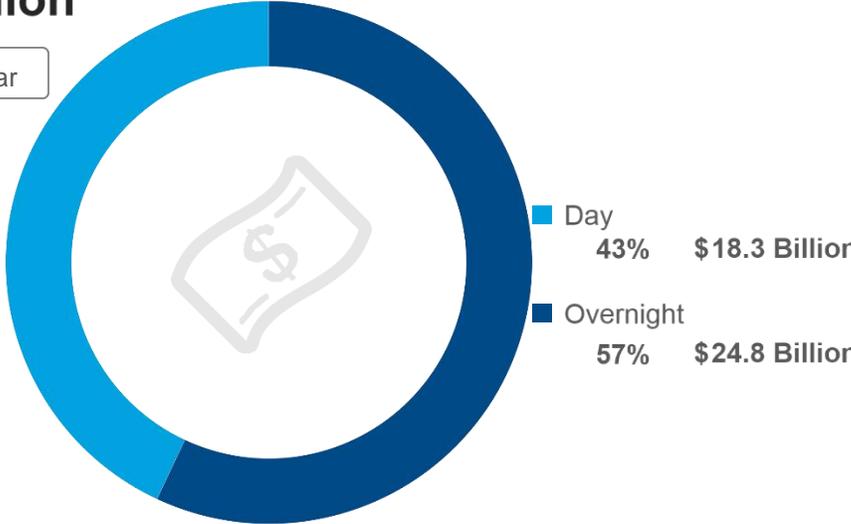


Total Expenditures for Pennsylvania 2018 Domestic Travel Market

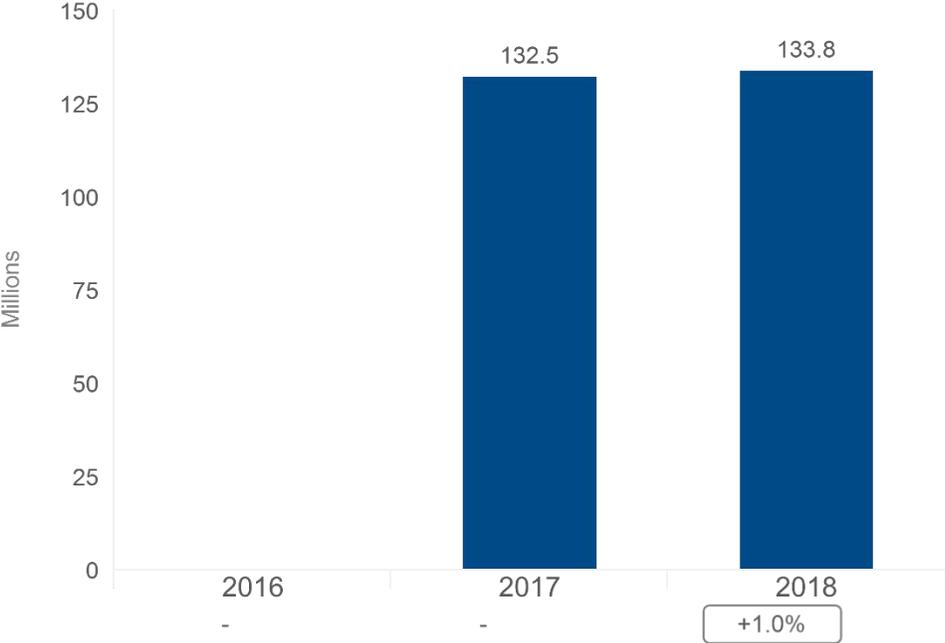
Total Spending

\$43.1 Billion

+4.9% vs. last year

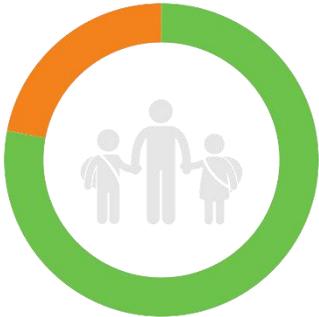


Day Trips to Pennsylvania



Size of Pennsylvania Day Travel Market - Adults vs. Children

Total Day Person-Trips
133.8 Million

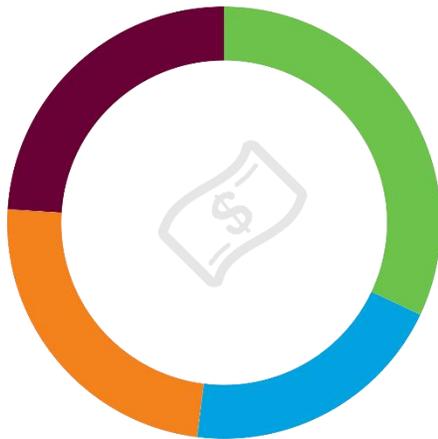


Adults	78%	104.2 Million
Children	22%	29.7 Million

Domestic Day Expenditures - by Sector

Total Spending
\$ 18.309 Billion

+3.6% vs. last year

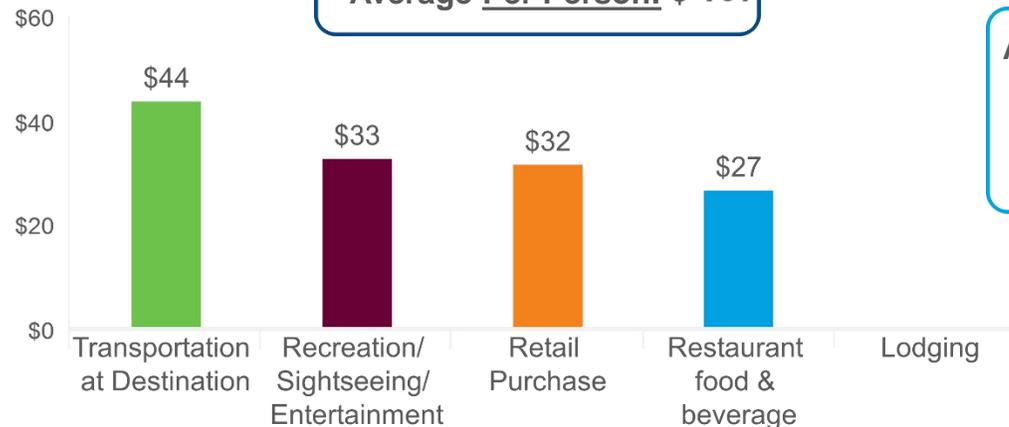


- Lodging
- \$-
- Transportation at Destination
32% \$5,950 Million
- Restaurant Food & Beverage
20% \$3,577 Million
- Retail Purchase
24% \$4,331 Million
- Recreation/Entertainment
24% \$4,452 Million



Average Per Person Expenditures on Domestic Day Trips - by Sector

Average Per Person: \$ 137



Average Per Person:

Leisure \$131

Business \$178

Average Per Party Expenditures on Domestic Day Trips - by Sector

Average Per Party: \$ 378



Average Per Party:

Leisure \$373

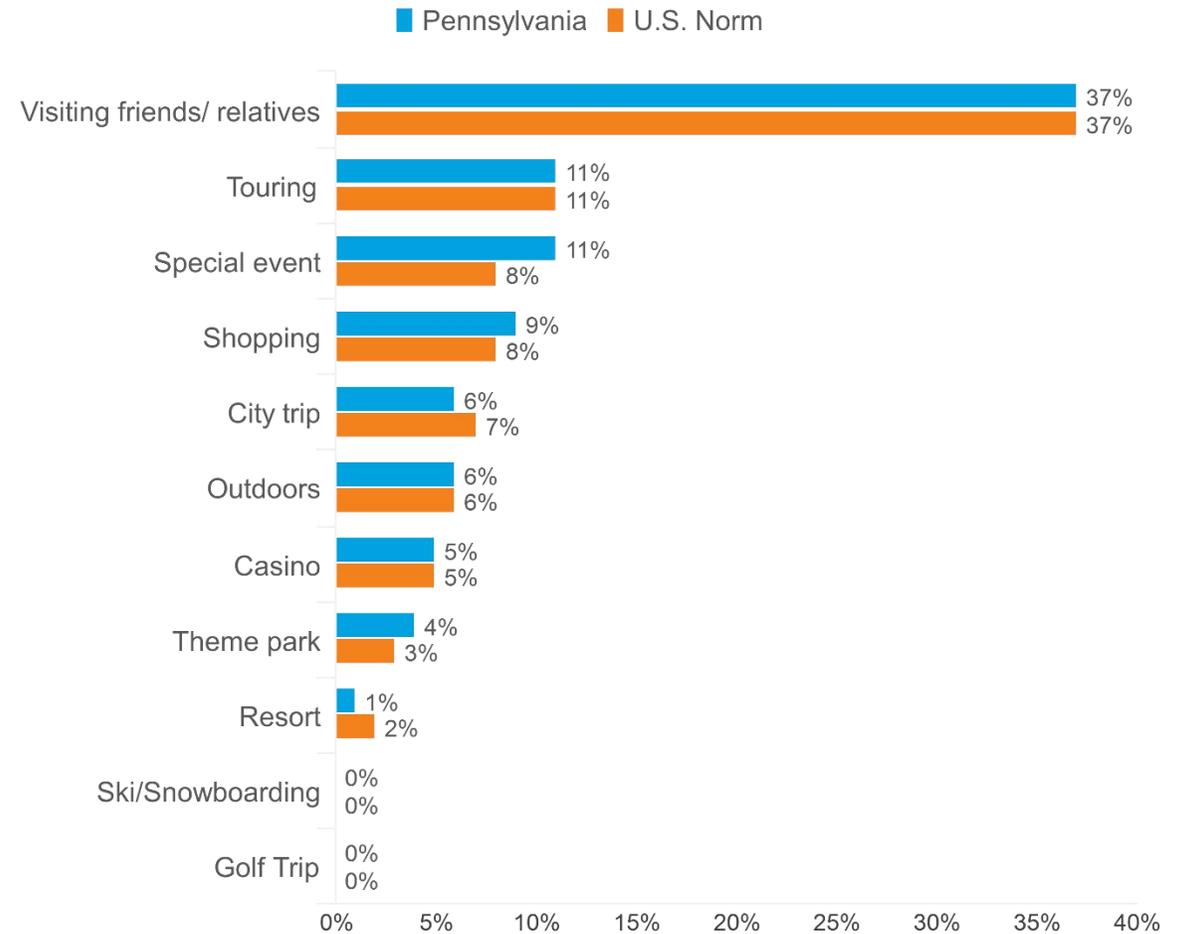
Business \$332



Main Purpose of Trip



Main Purpose of Leisure Trip



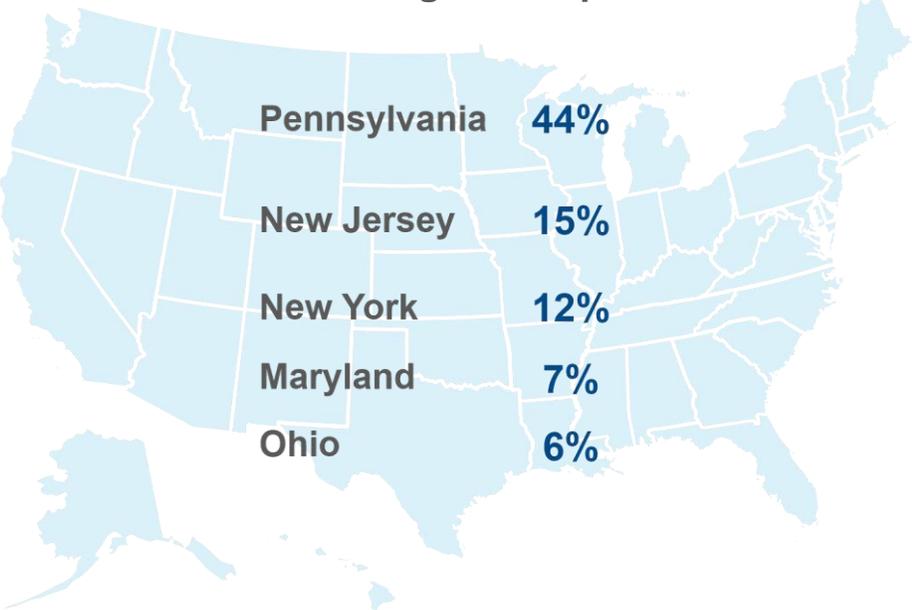
2018 U.S. Day Trips



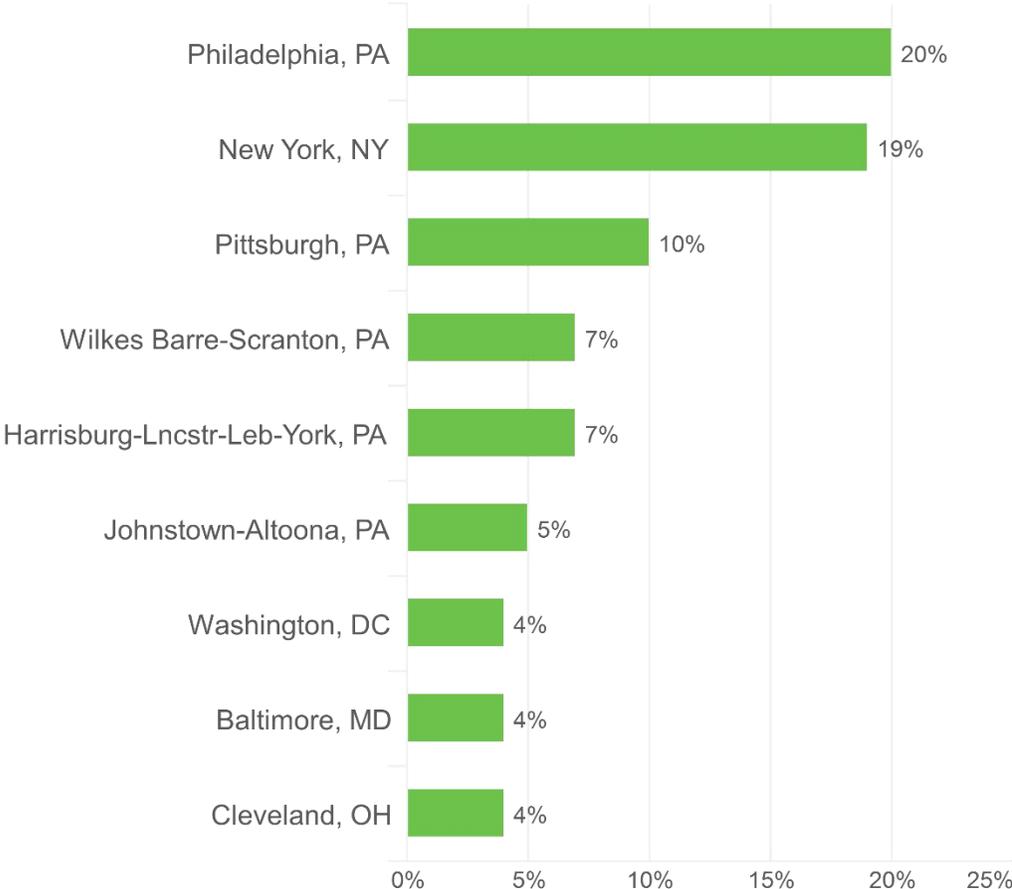
2018 Pennsylvania Day Trips



State Origin Of Trip



DMA Origin Of Trip

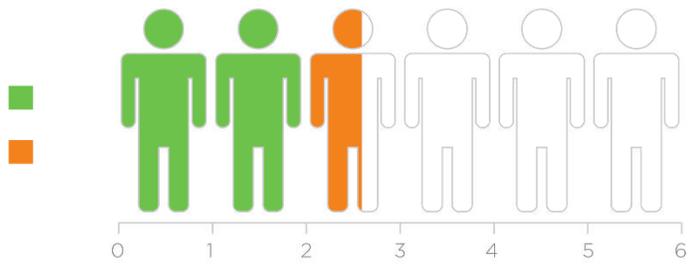


Season of Trip Total Day Person-Trips



Size of Travel Party

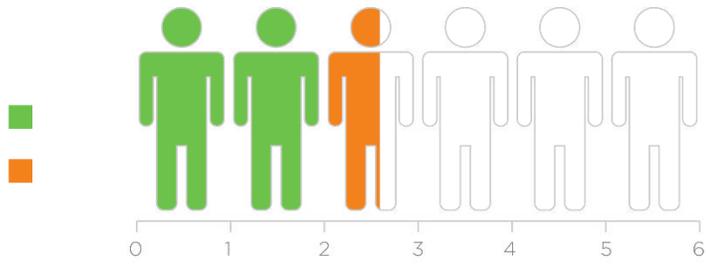
Pennsylvania



Total
2.7

Average number of people

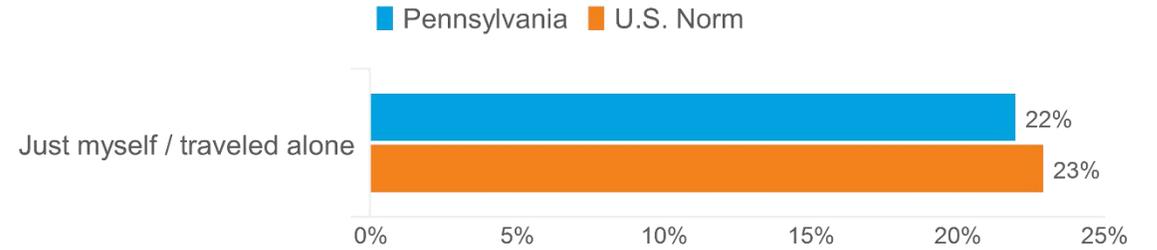
U.S. Norm



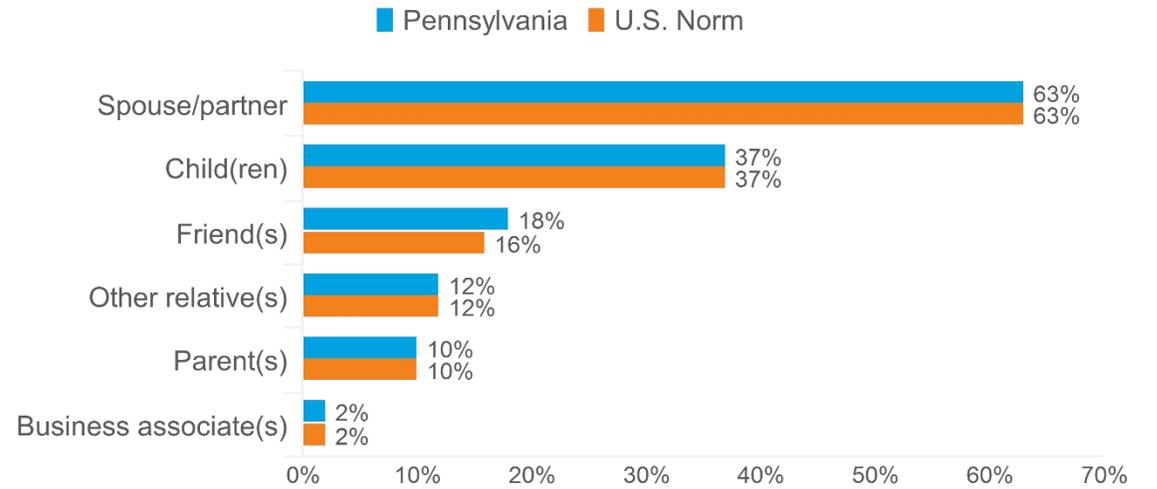
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 25%

Entertainment Activities



U.S. Norm: 43%

Cultural Activities



U.S. Norm: 15%

Sporting Activities



U.S. Norm: 5%

Business Activities

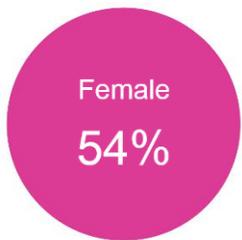


U.S. Norm: 6%

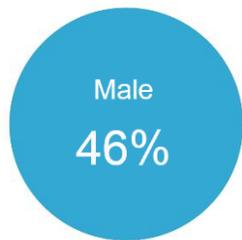
Activities and Experiences (Top 10)

	Pennsylvania	U.S. Norm
Shopping	26%	25%
Landmark/historic site	9%	7%
Casino	8%	7%
Museum	7%	7%
National/state park	6%	6%
Fine/upscale dining	6%	6%
Bar/nightclub	5%	5%
Theme park	5%	5%
Beach/waterfront	5%	7%
Fair/exhibition/festival	5%	3%

Gender



U.S. Norm
51%



U.S. Norm
49%

Age

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Pennsylvania



Average Age

U.S. Norm



Average Age

Marital Status

■ Pennsylvania ■ U.S. Norm



Married / with partner



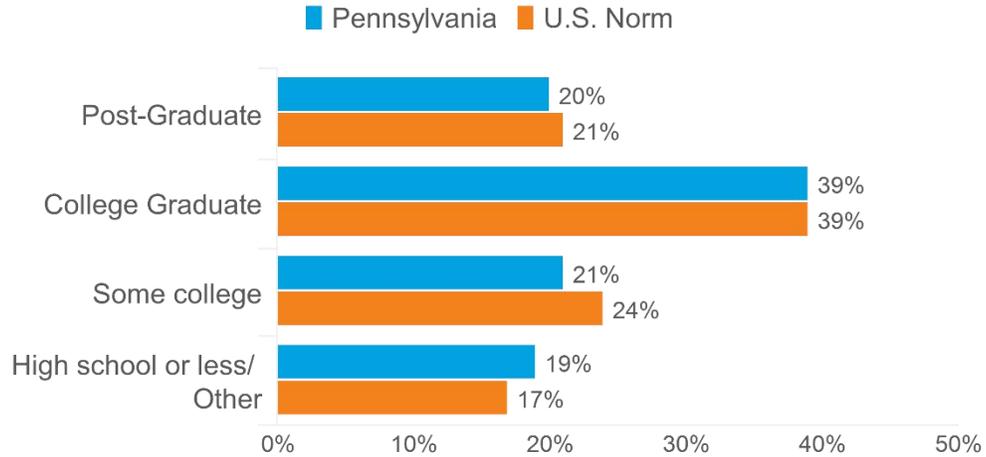
Single / never married



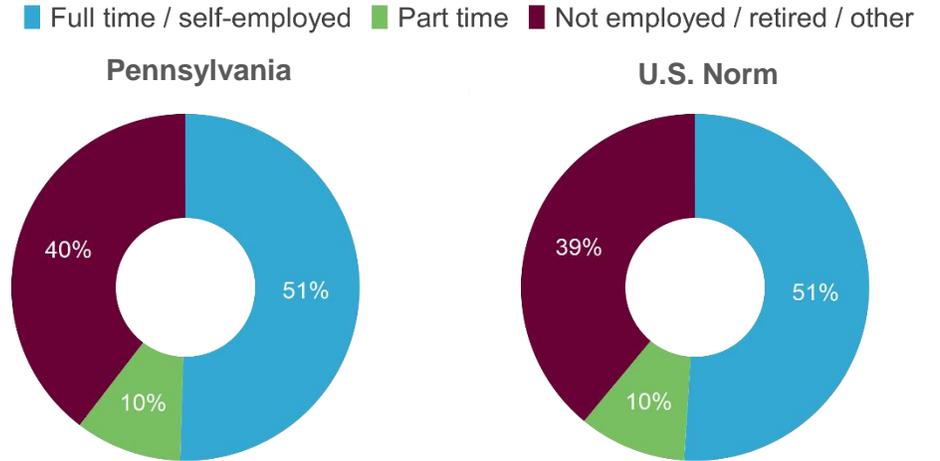
Divorced / widowed / separated



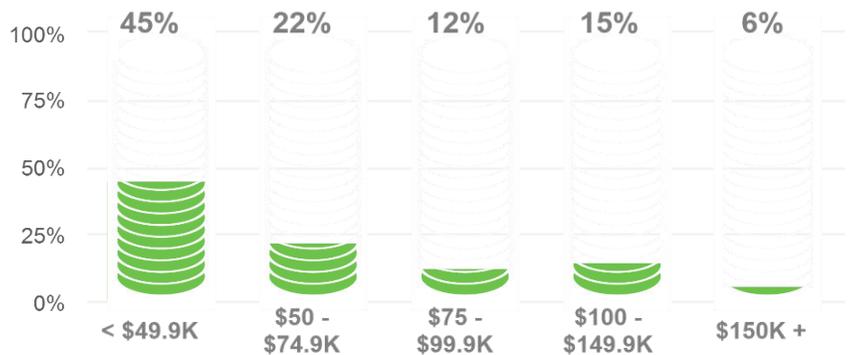
Education



Employment

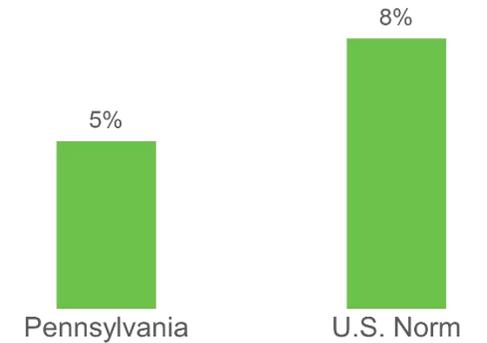


Household Income



U.S. Norm: 45%, 22%, 14%, 14%, 5%

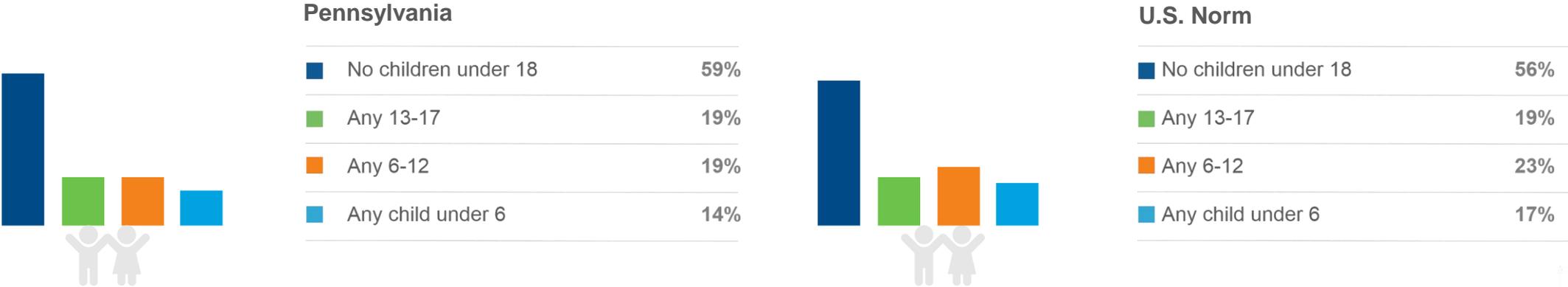
Hispanic Background



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL



Longwoods
INTERNATIONAL
40 YEARS TOGETHER

The logo features the word "Longwoods" in a blue sans-serif font, with a small globe icon integrated into the letter "o". Below it, the word "INTERNATIONAL" is written in a smaller, green, all-caps sans-serif font. A thin green horizontal line is positioned between "INTERNATIONAL" and the phrase "40 YEARS TOGETHER", which is also in a green, all-caps sans-serif font. The background consists of a white area on the left and bottom, and a blue area on the right and top, separated by a diagonal line. The blue area has a pattern of white dots and geometric shapes.