

# **2011 ANNUAL TRAVEL PROFILE**

## **Philadelphia & The Countryside 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)



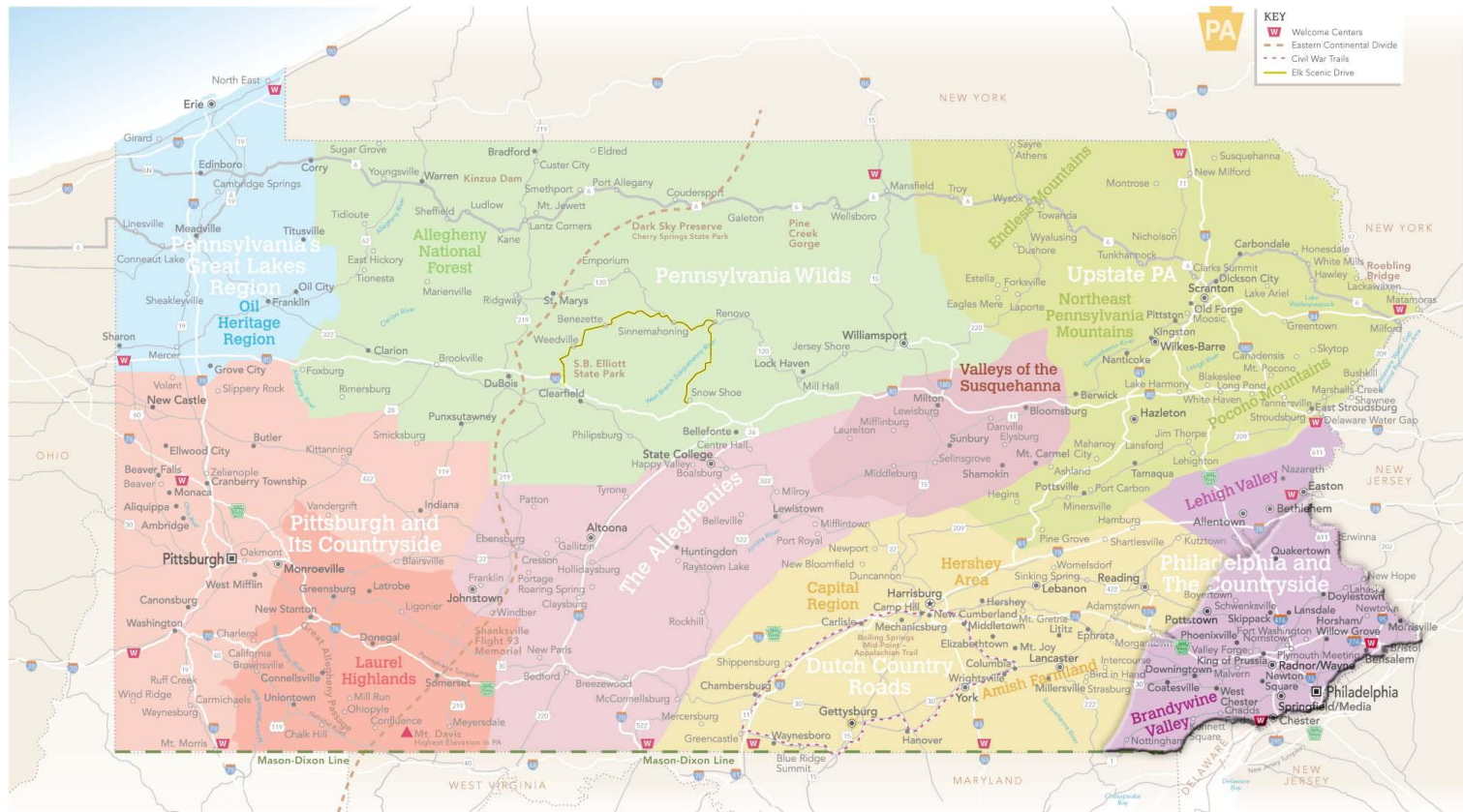
- ⦿ The **Travel USA**<sup>®</sup> program identified 5,790 survey respondents who visited Pennsylvania on an overnight trip and 4,530 on a day-trip in 2011.
- ⦿ A follow-up survey was sent to a representative sample of these visitors to augment the information from **Travel USA**<sup>®</sup>, providing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



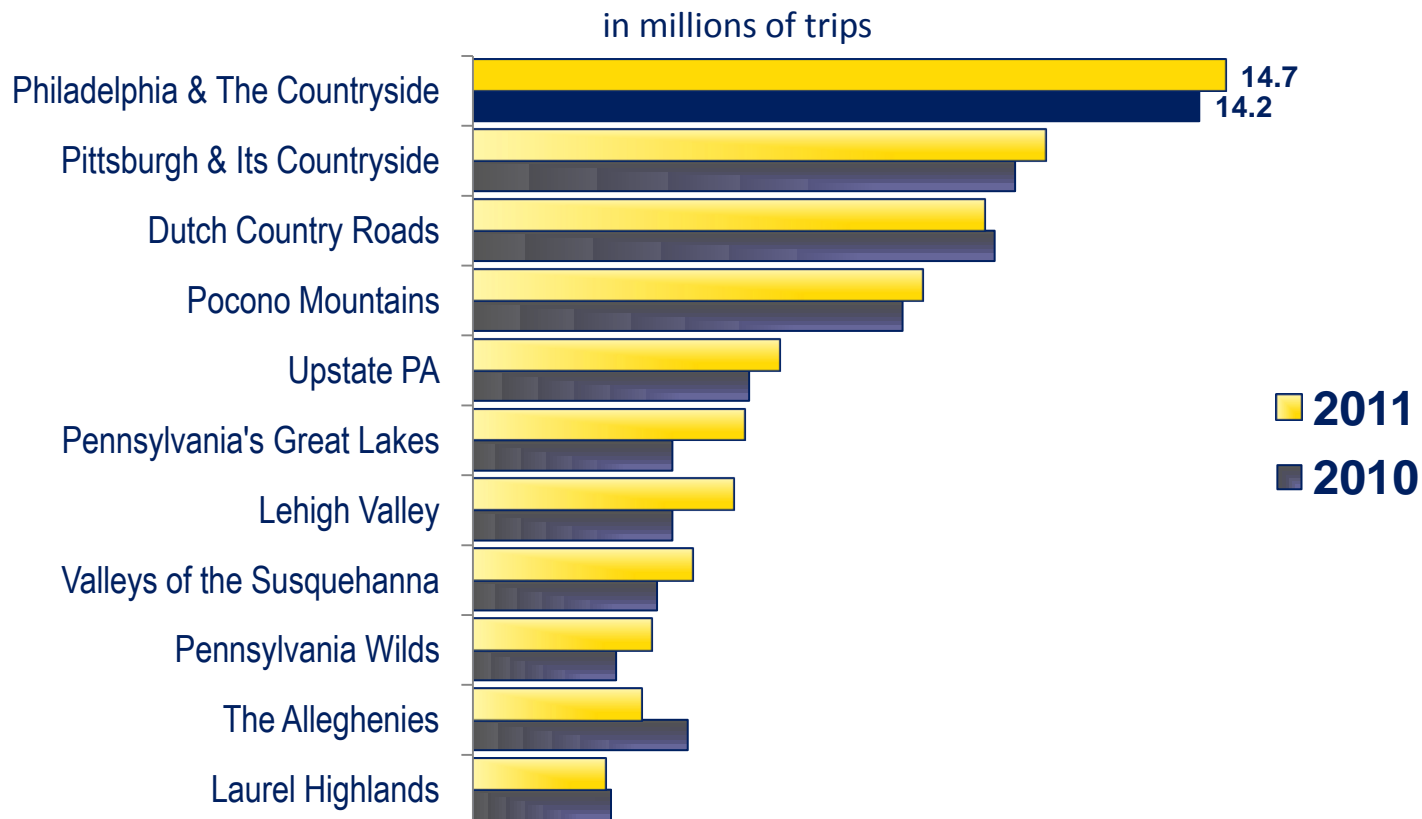
- ⦿ Estimates of Pennsylvania's overnight and day-trip travel volume are based on a number of sources including Travel USA®, the custom return-to-sample research discussed above, historic data from previous research conducted for the Pennsylvania Tourism Office, and consultations with Tourism Economics,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

# Philadelphia & the Countryside Region



# **Philadelphia & The Countryside Visitor Volume**

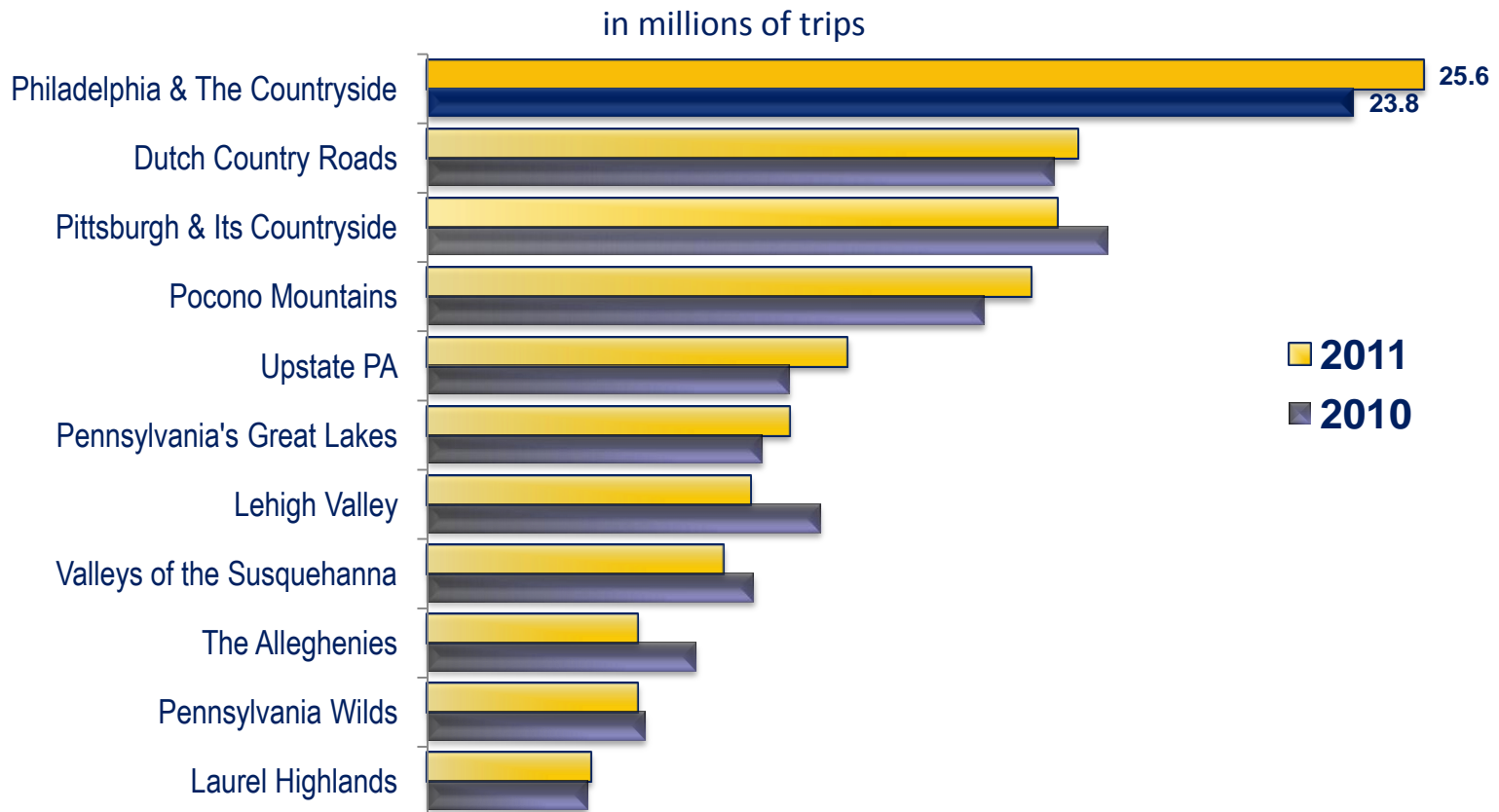
# Regions Visited on Overnight Trips\*



\*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.



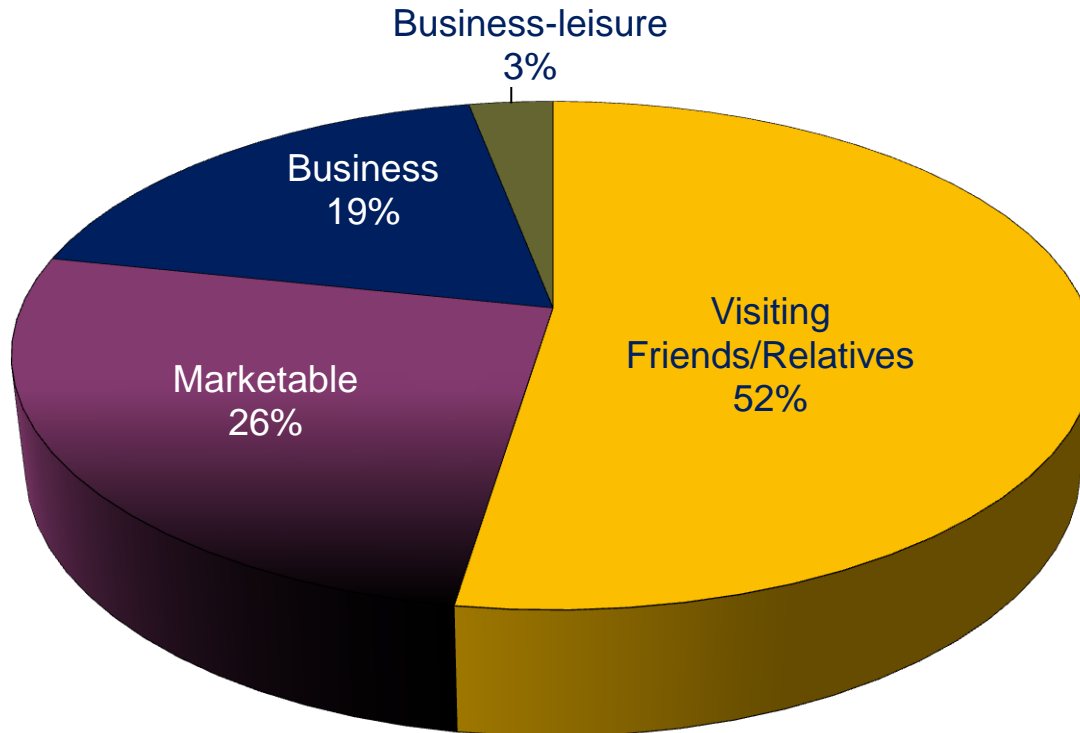
# **Philadelphia & The Countryside Main Reason for Trip**

# Main Reason for Overnight Trip



Base: Total Overnight Trips

*The Philadelphia & The Countryside region had the highest proportion of overnight travelers visiting the region for business purposes in 2011.*

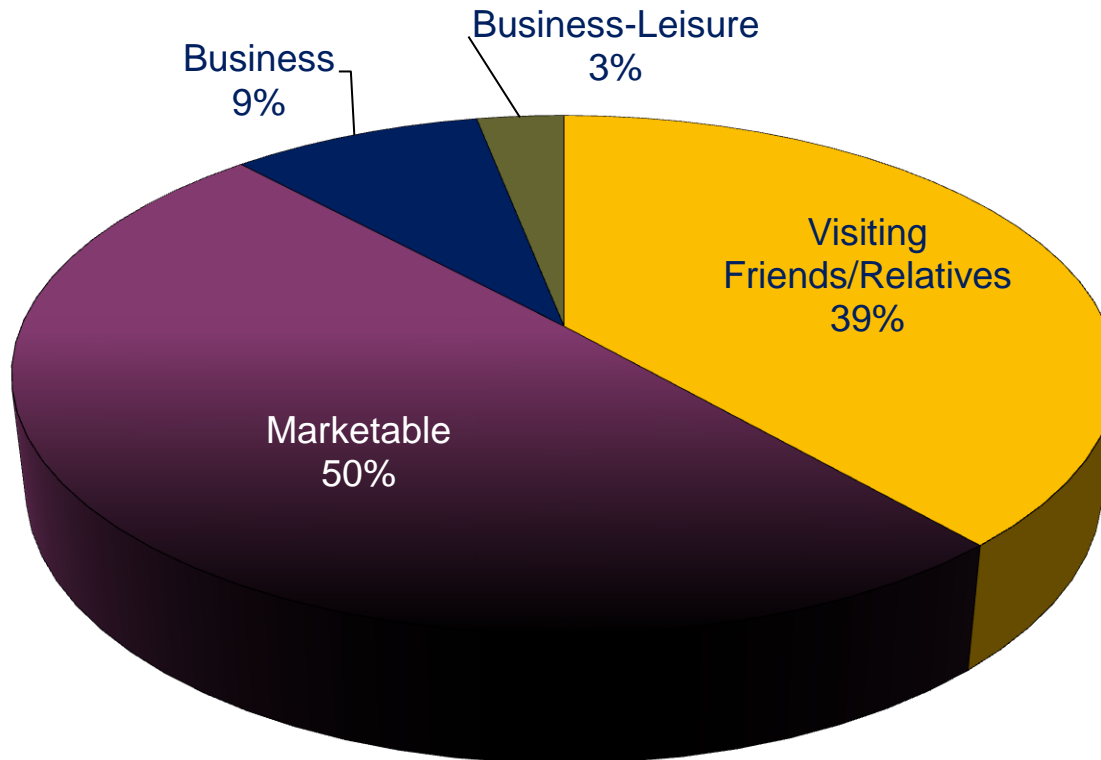


# Main Reason for Day-Trip



Base: Total Day Trips

*The Philadelphia & The Countryside region had the third highest proportion of day-travelers visiting the region to visit friends/relatives in 2011.*

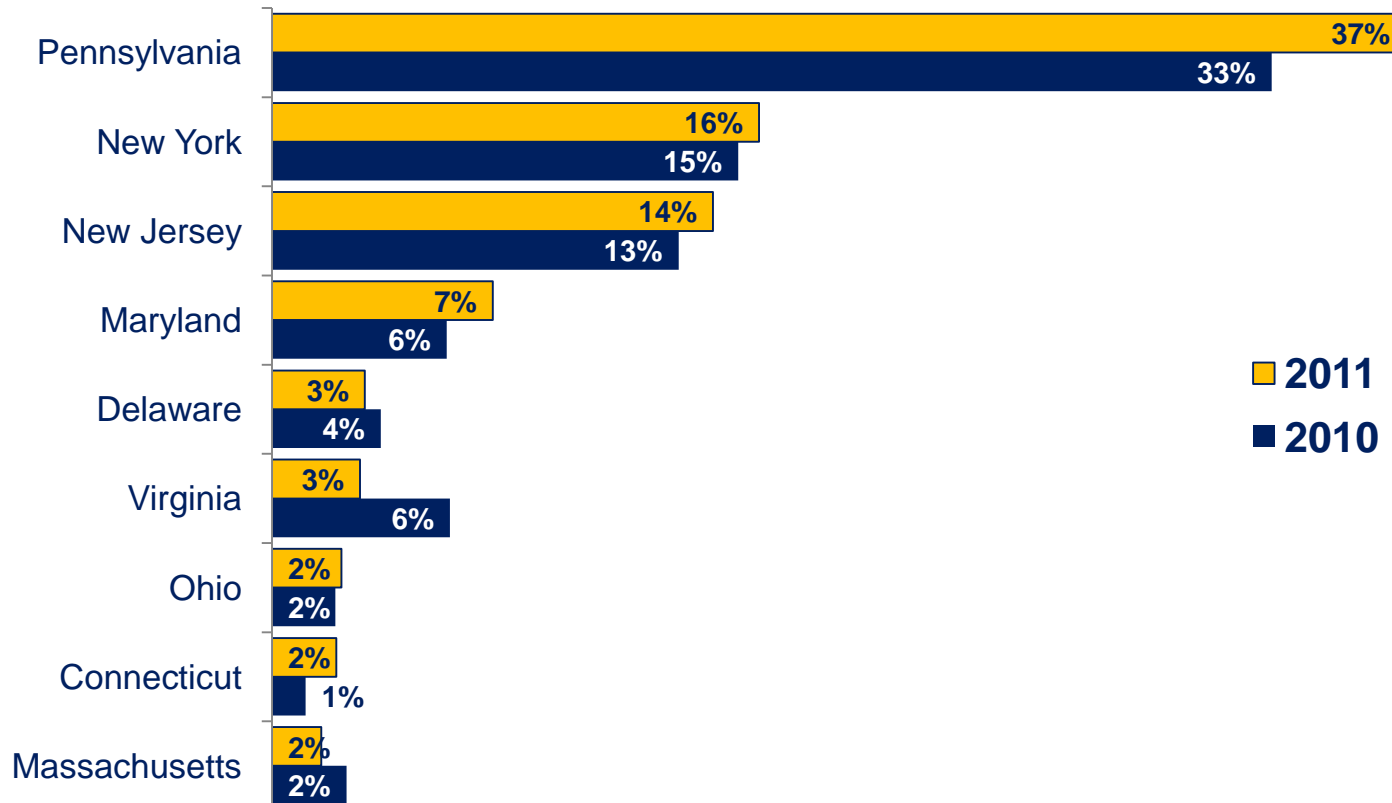


**Philadelphia & The Countryside  
Main Origin Markets – Marketable  
Overnight Leisure Trips**

# Main Origin States for Marketable Overnight Leisure Trips



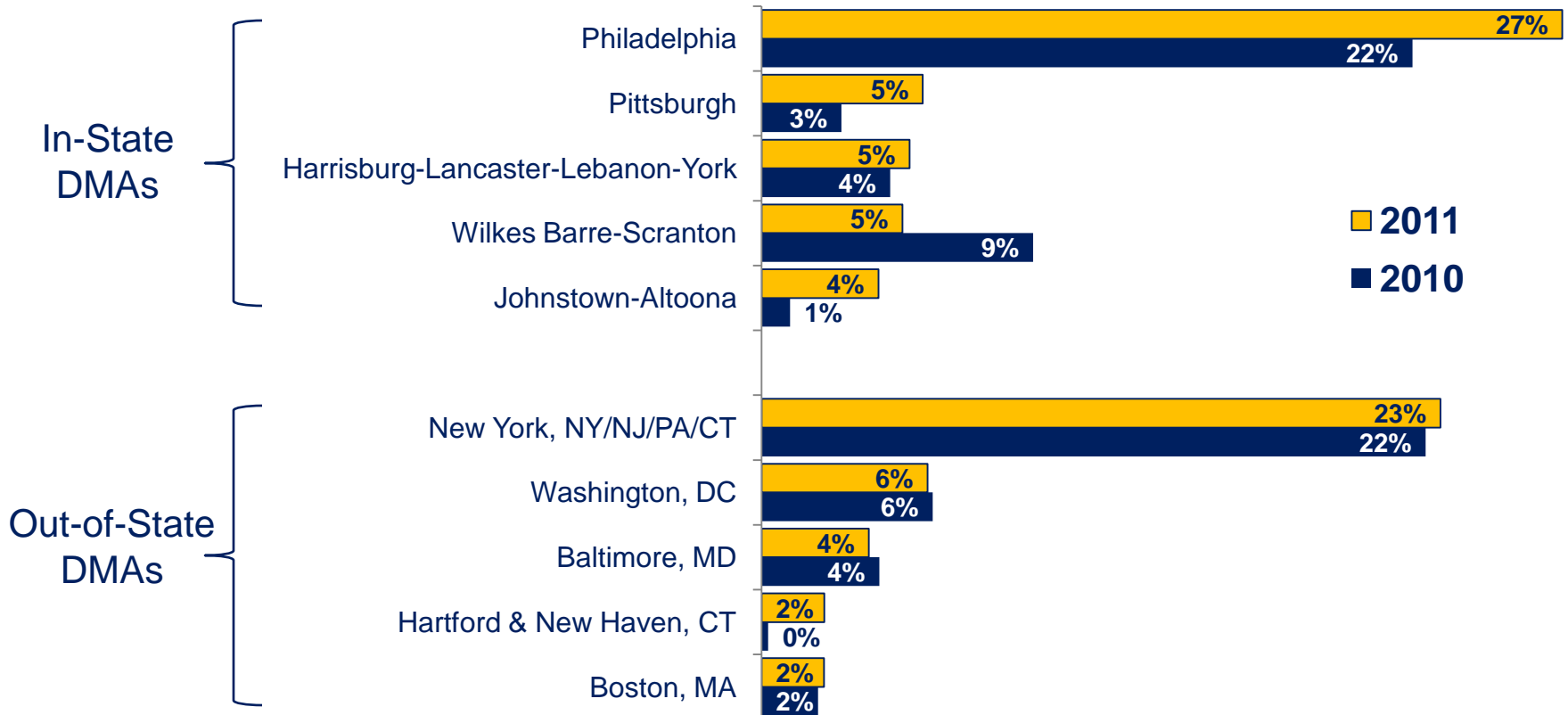
Base: Total Marketable Overnight Leisure Trips



# Main Urban Markets for Marketable Overnight Leisure Trips



Base: Total Marketable Overnight Leisure Trips

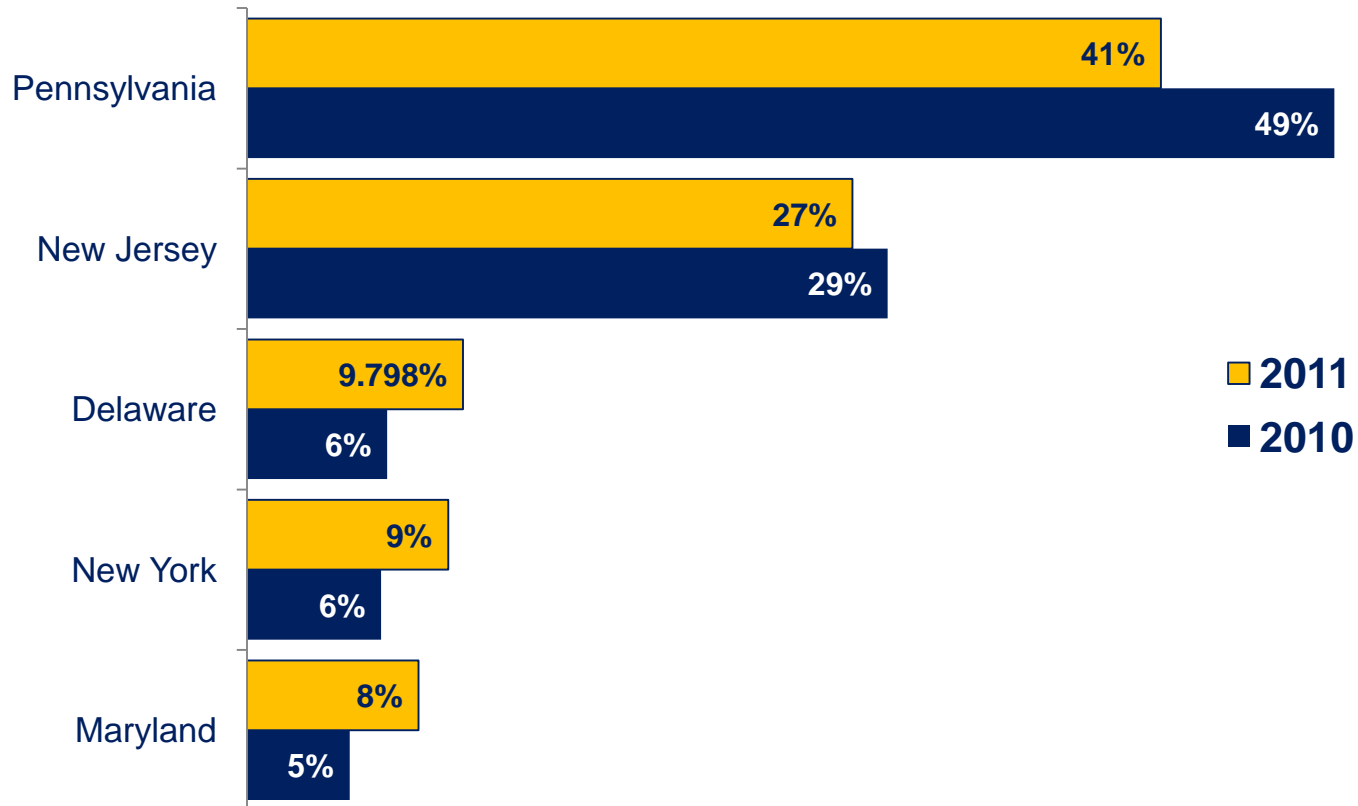


**Philadelphia & The Countryside  
Main Origin Markets – Marketable  
Leisure Day-Trips**

# Main Origin States for Marketable Leisure Day-Trips



Base: Total Marketable Leisure Day-Trips

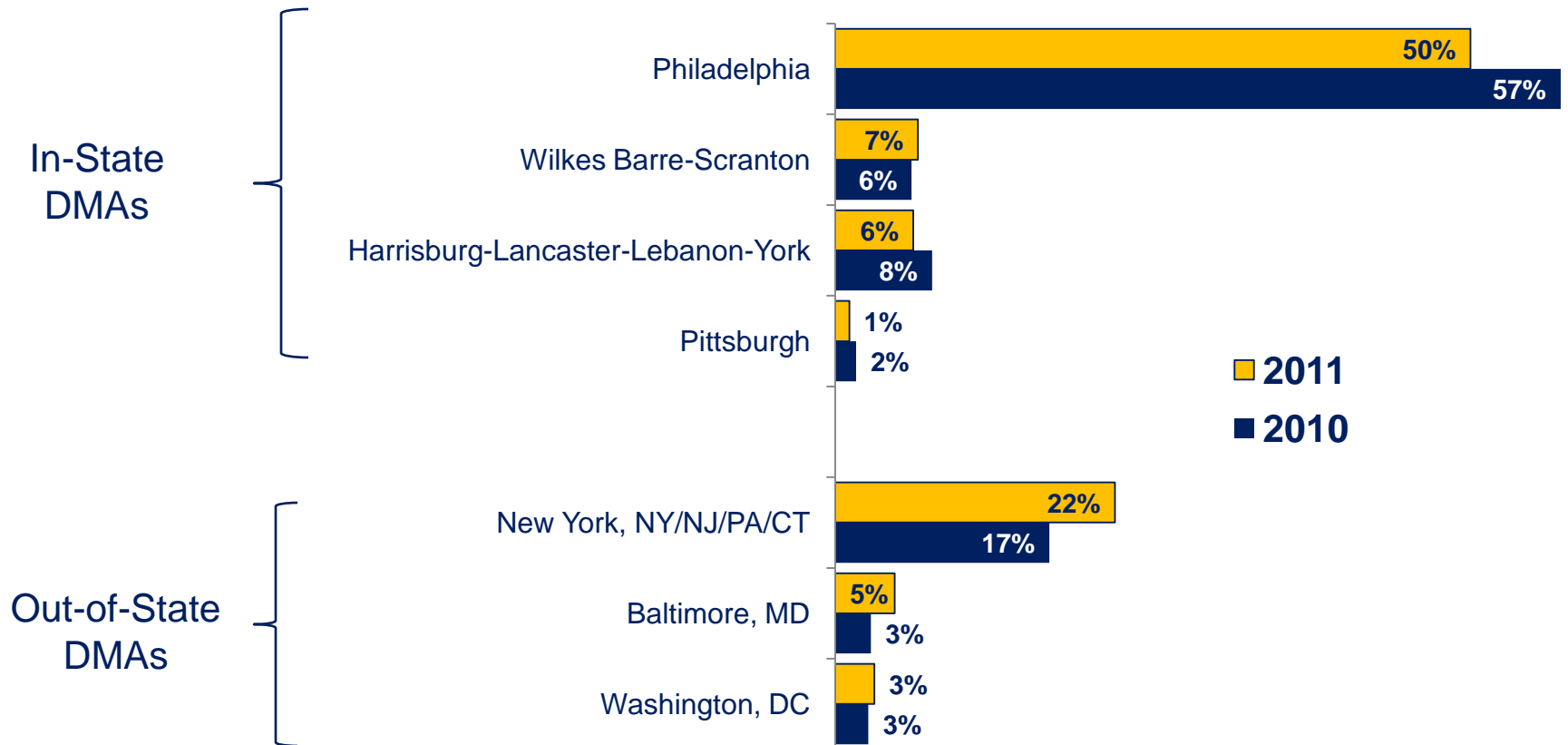




# Main Urban Markets for Day-Trips



Base: Total Marketable Leisure Day-Trips



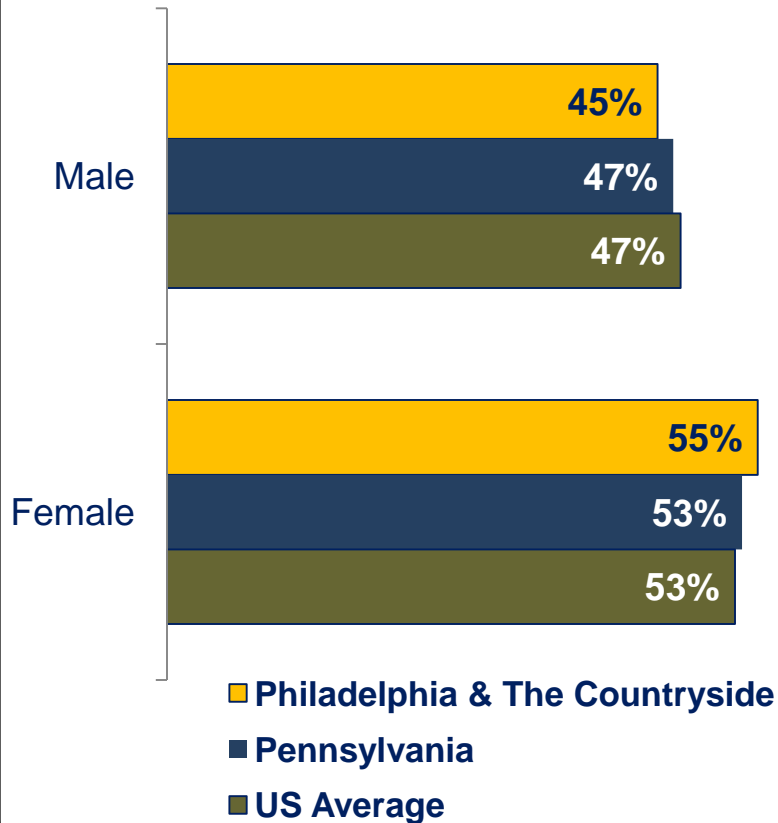
# **Philadelphia & The Countryside Traveler Profile**

# Gender



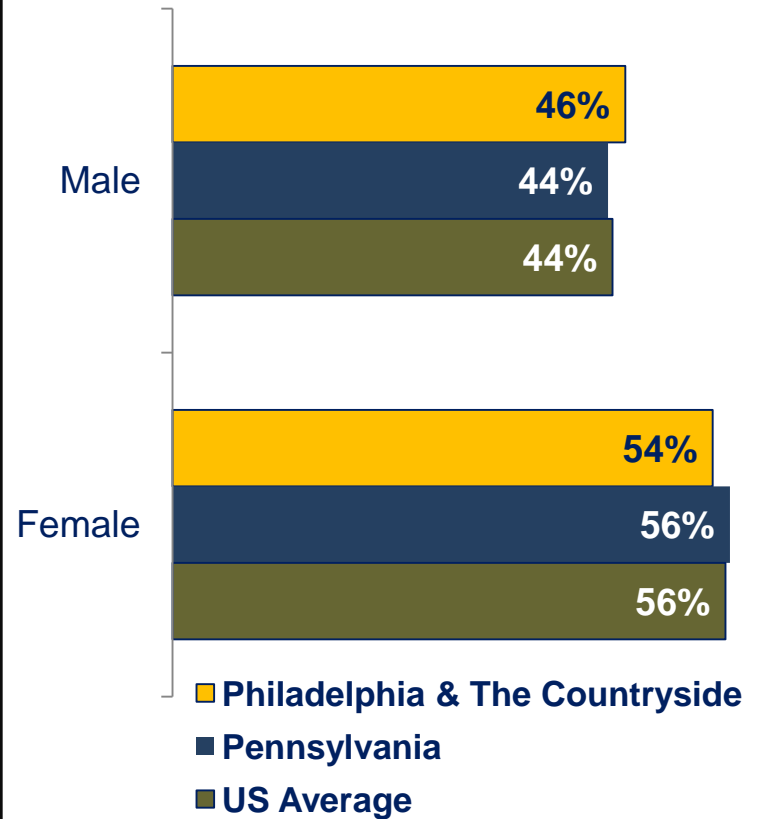
## OVERNIGHT

Base: Total Marketable Overnight Trips



## DAY-TRIPS

Base: Total Marketable Day-Trips

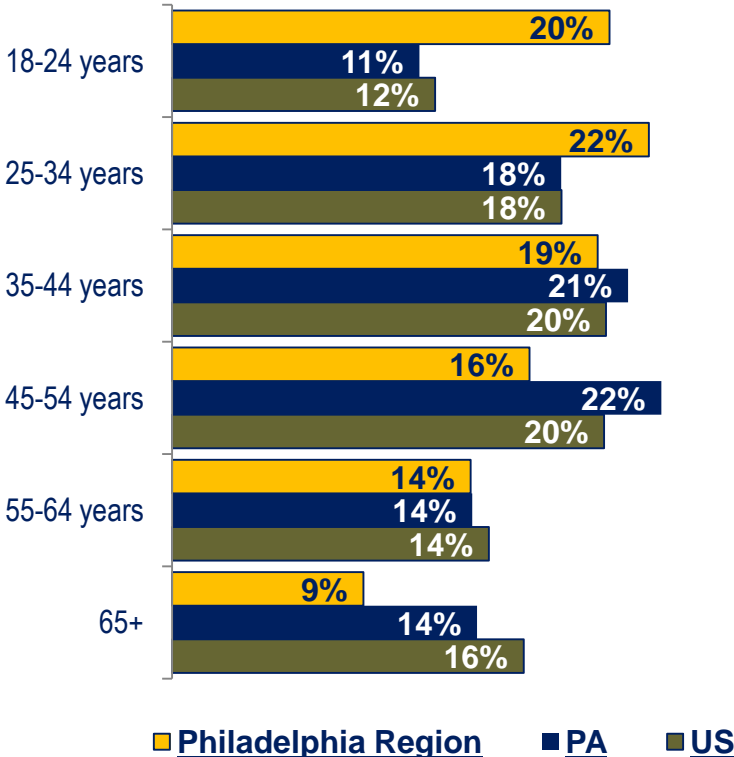


# Age



## OVERNIGHT

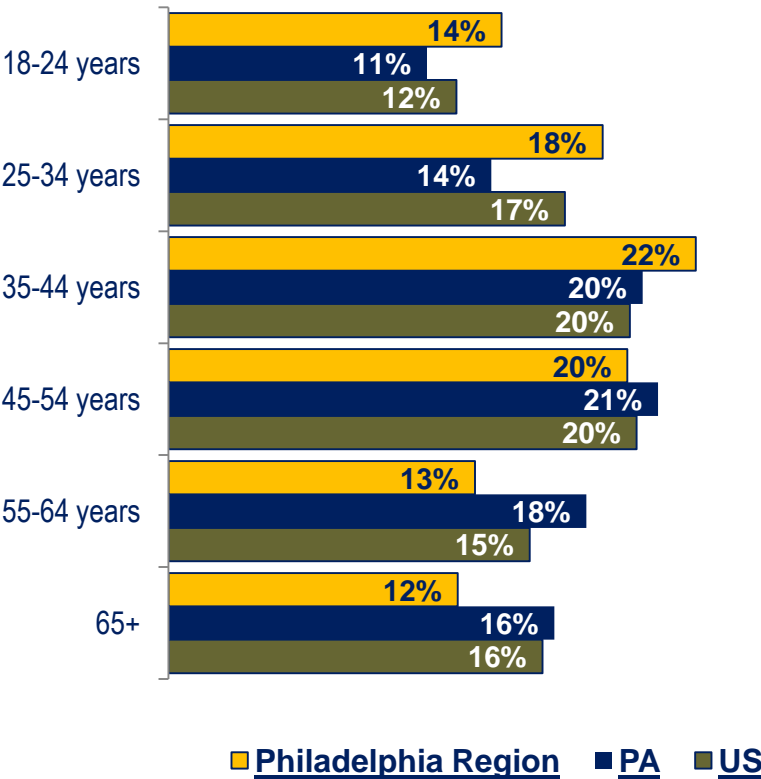
Base: Total Marketable Overnight Trips



Median Age:                      39.3                      44.9                      44.9

## DAY-TRIPS

Base: Total Marketable Day-Trips



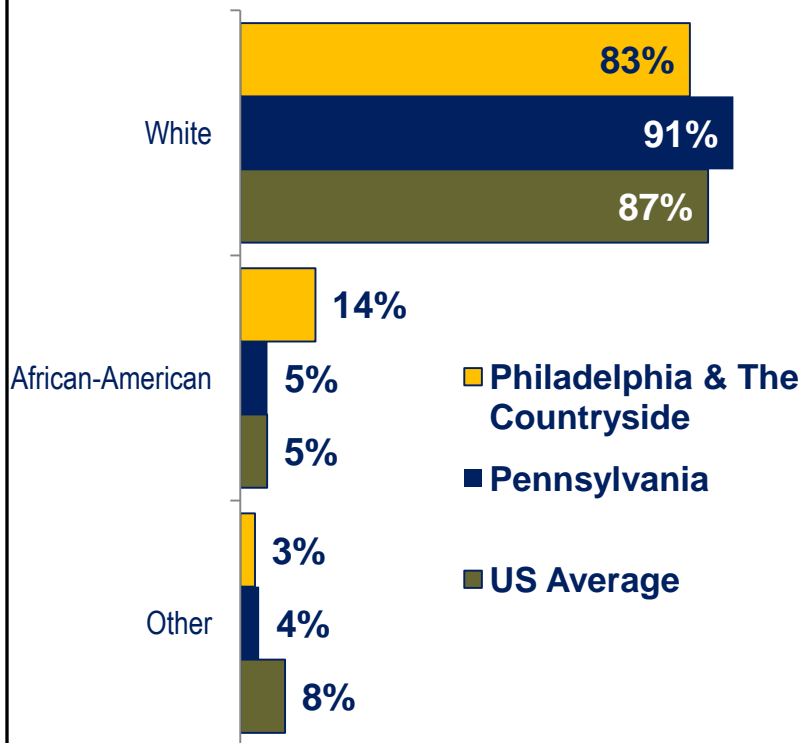
Median Age:                      42.9                      47.4                      45.6

# Race



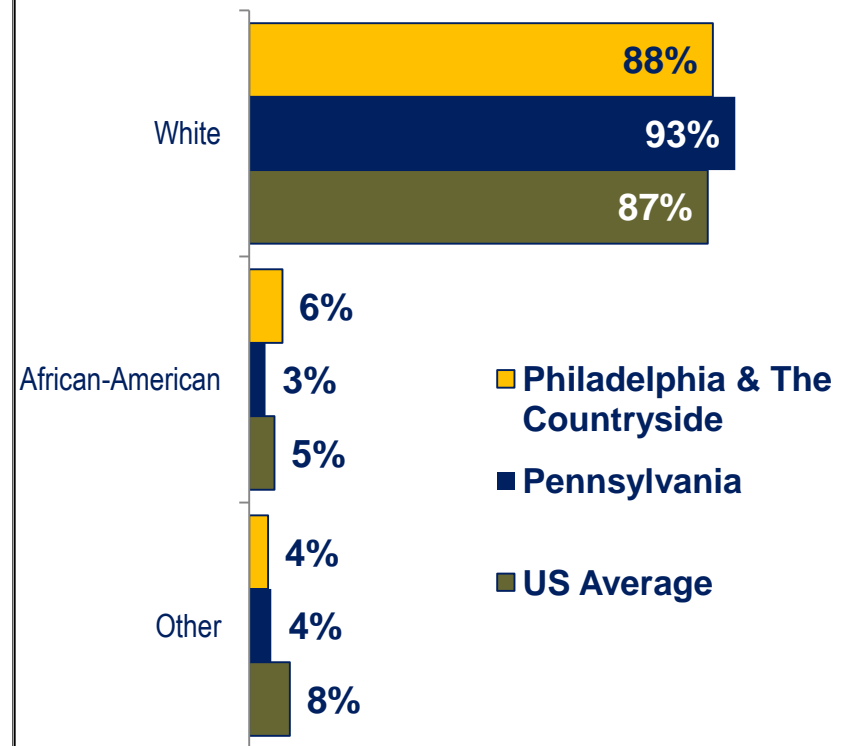
## OVERNIGHT

Base: Total Marketable Overnight Trips



## DAY-TRIPS

Base: Total Marketable Day-Trips

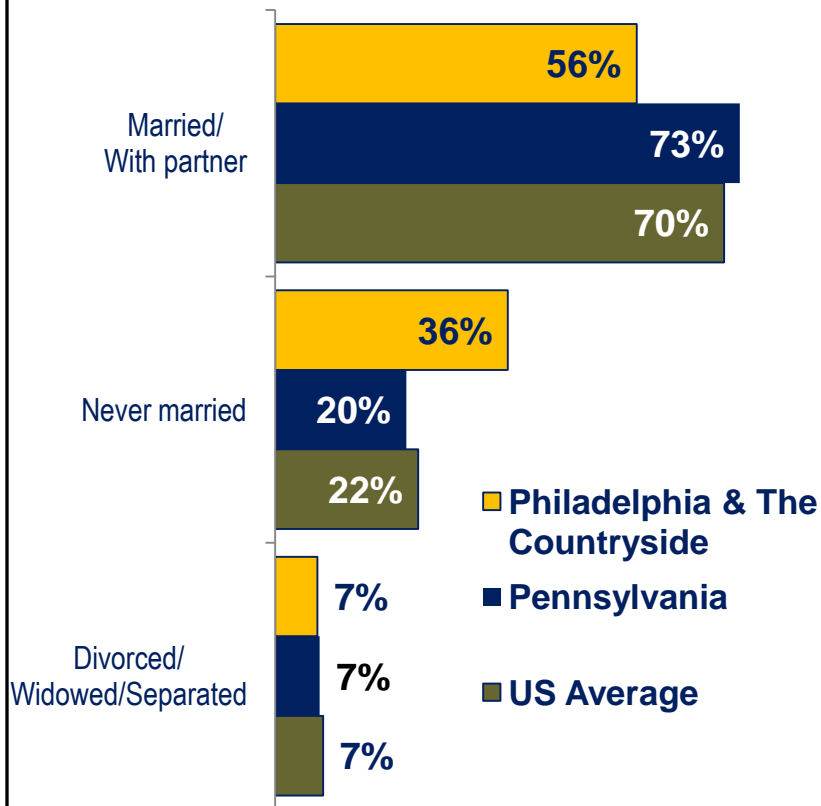


# Marital Status



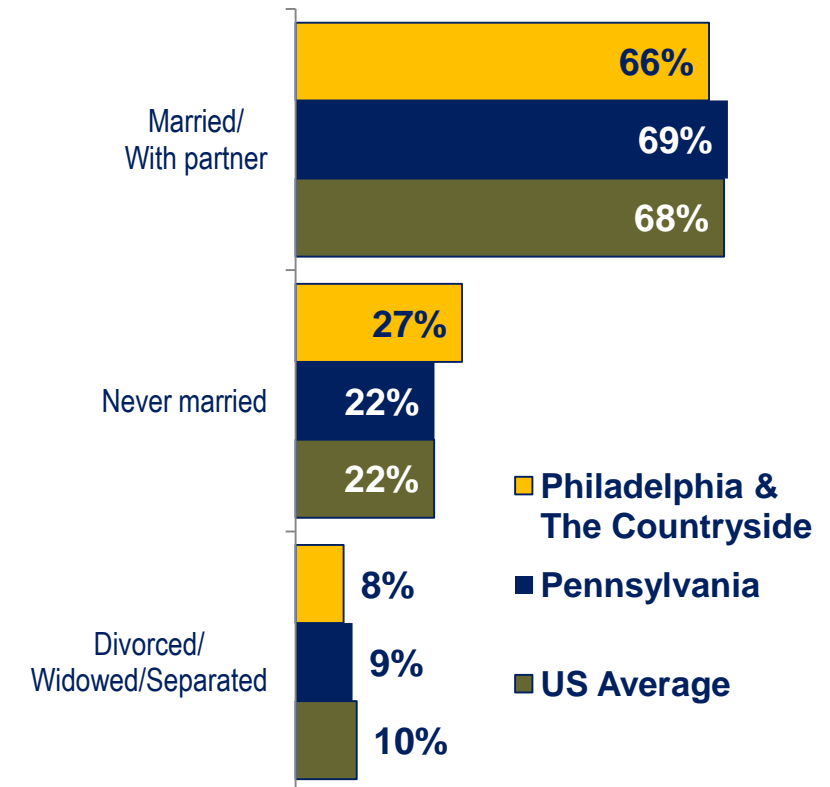
## OVERNIGHT

Base: Total Marketable Overnight Trips



## DAY-TRIPS

Base: Total Marketable Day-Trips

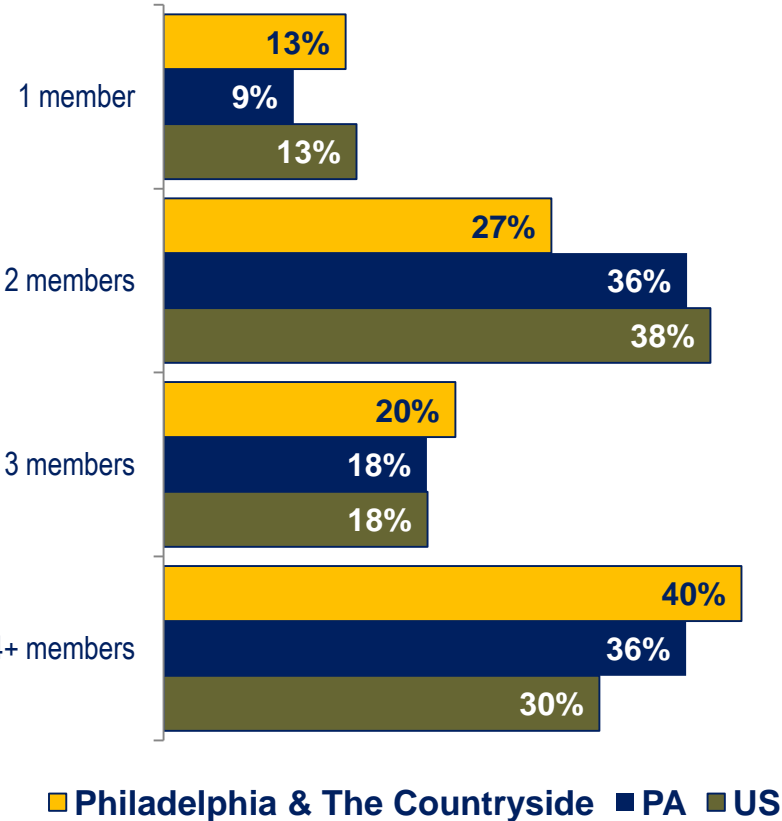


# Household Size



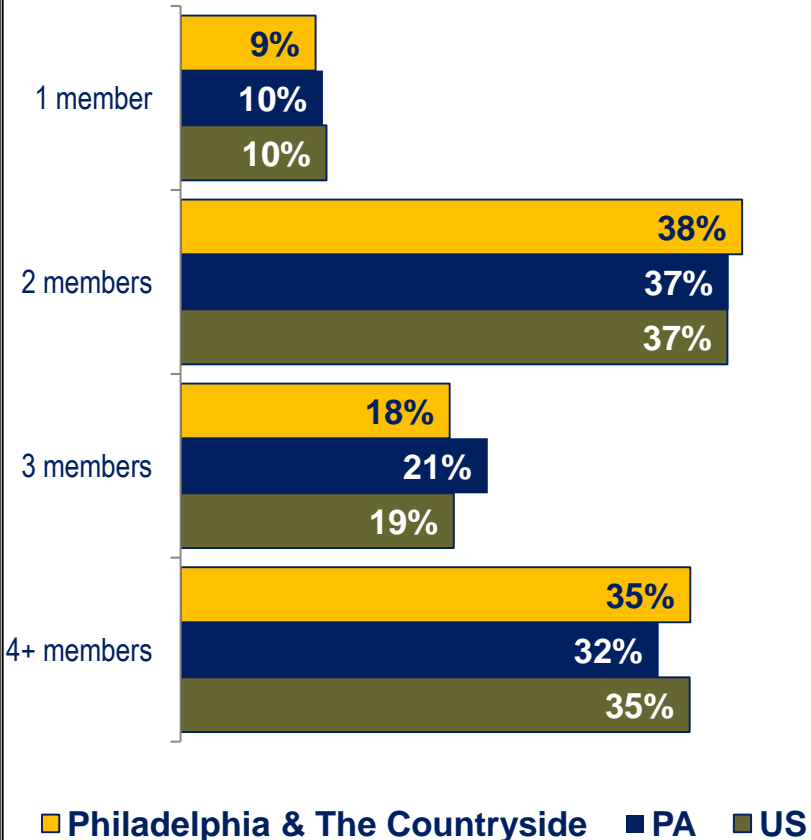
## OVERNIGHT

Base: Total Marketable Overnight Trips



## DAY-TRIPS

Base: Total Marketable Day-Trips

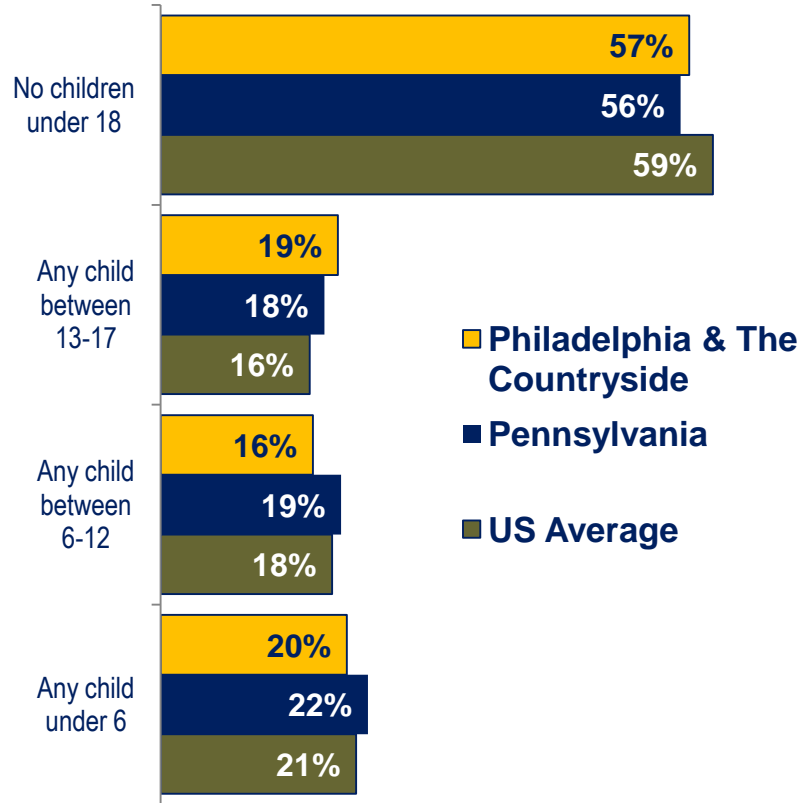


# Children in Household



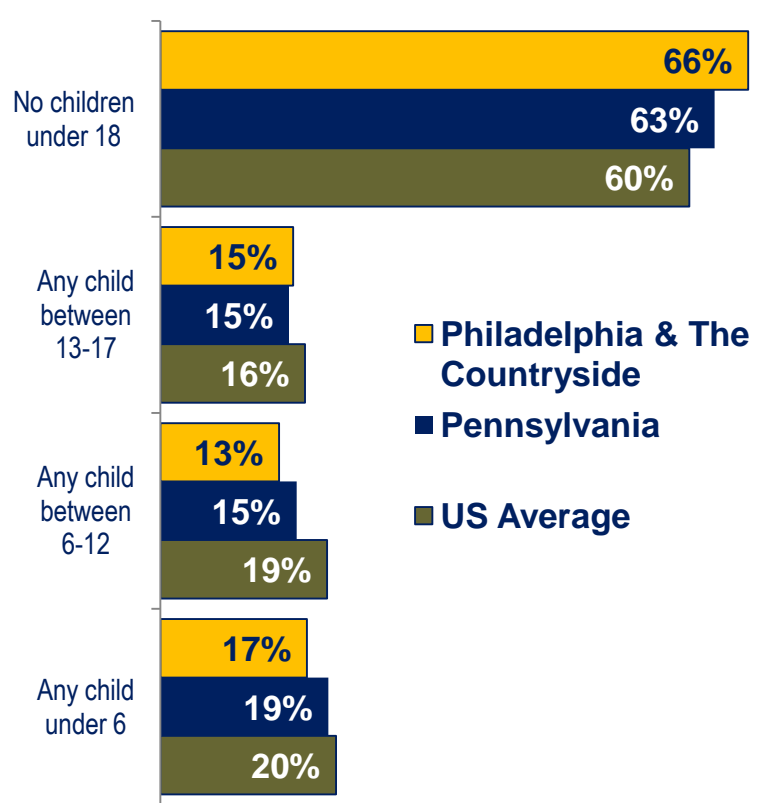
## OVERNIGHT

Base: Total Marketable Overnight Trips



## DAY-TRIPS

Base: Total Marketable Day-Trips



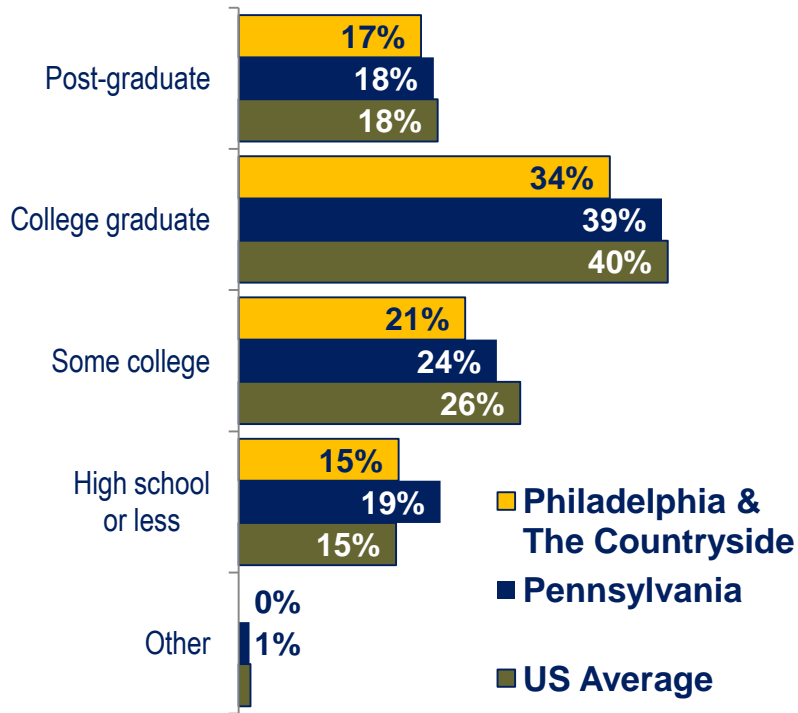


# Education



## OVERNIGHT

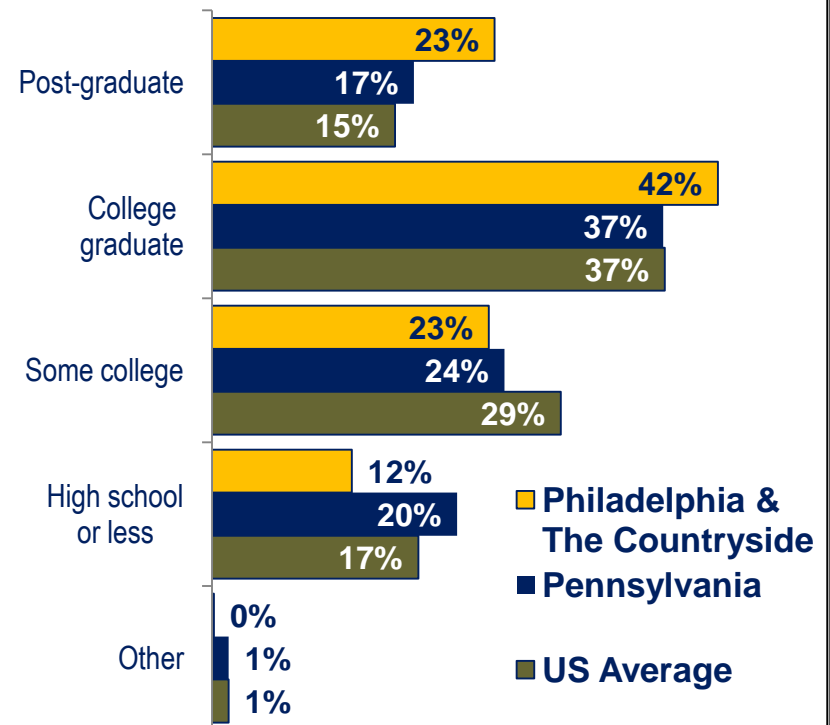
Base: Total Marketable Overnight Trips



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

## DAY-TRIPS

Base: Total Marketable Day-Trips



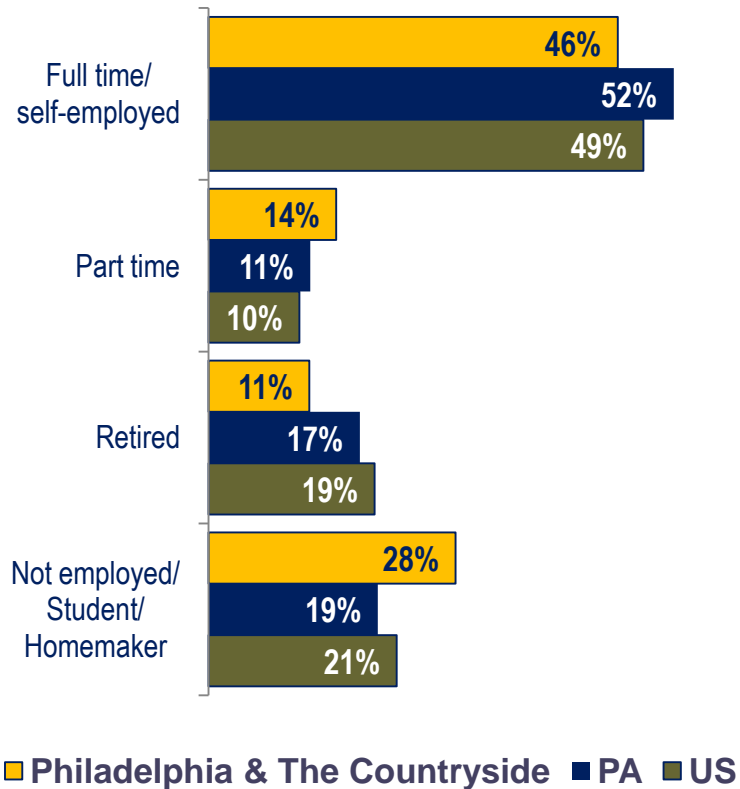
College graduate includes both bachelor's and associate's degree holders.

# Employment



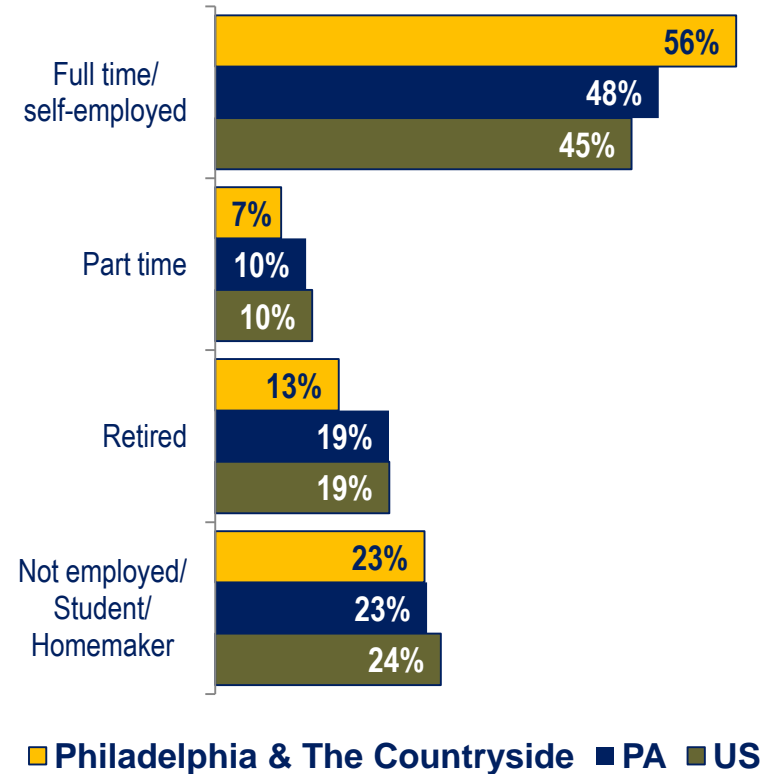
## OVERNIGHT

Base: Total Marketable Overnight Trips



## DAY-TRIPS

Base: Total Marketable Day-Trips

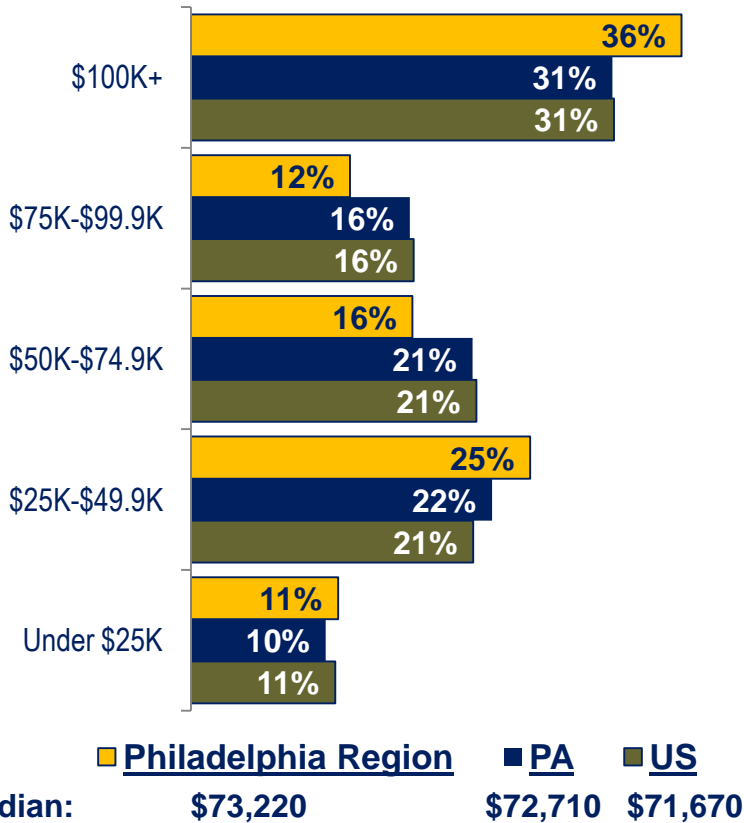


# Income



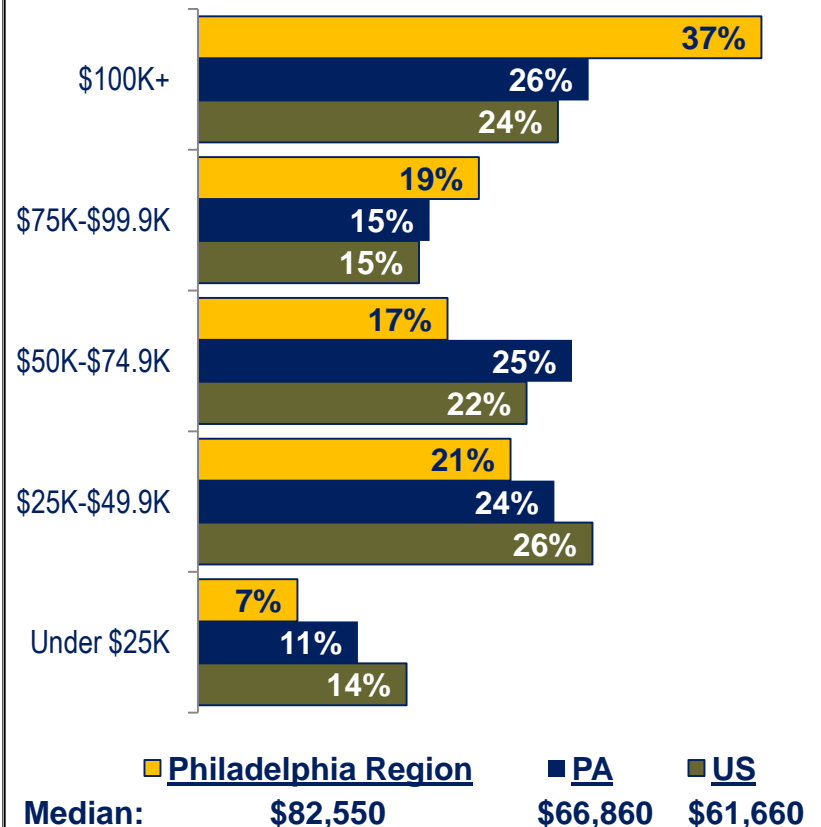
## OVERNIGHT

Base: Total Marketable Overnight Trips



## DAY-TRIPS

Base: Total Marketable Day-Trips



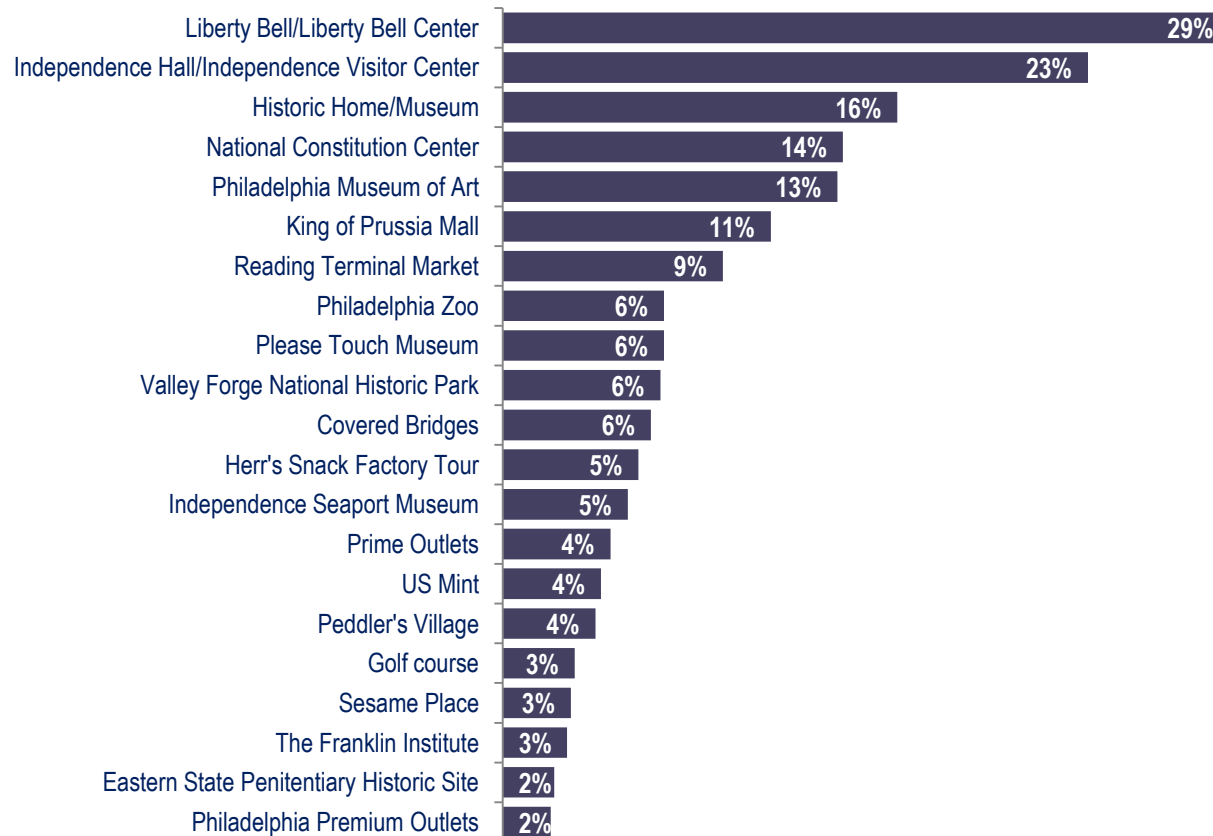
# **Philadelphia & The Countryside**

**Attractions Visited  
— Overnight Marketable Trips**

# Attractions/Events Visited Philadelphia & The Countryside Region



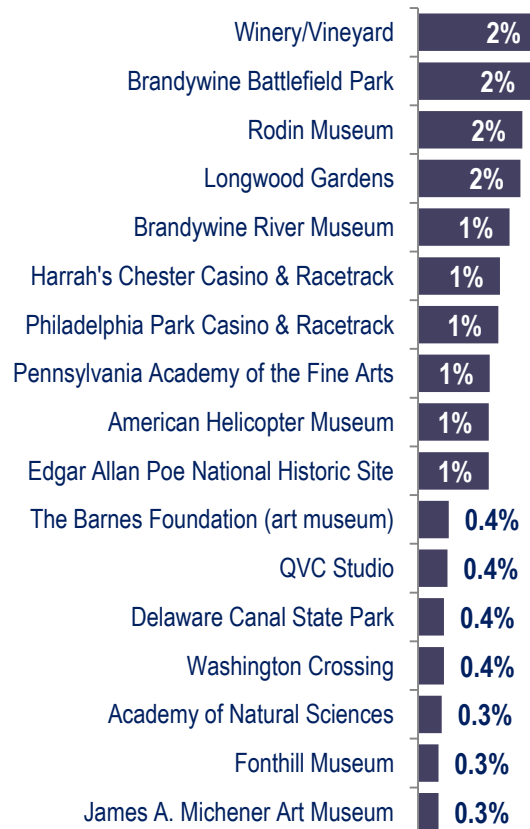
Base: Total Overnight Marketable Trips



# Attractions/Events Visited Philadelphia & The Countryside Region



Base: Total Overnight Marketable Trips



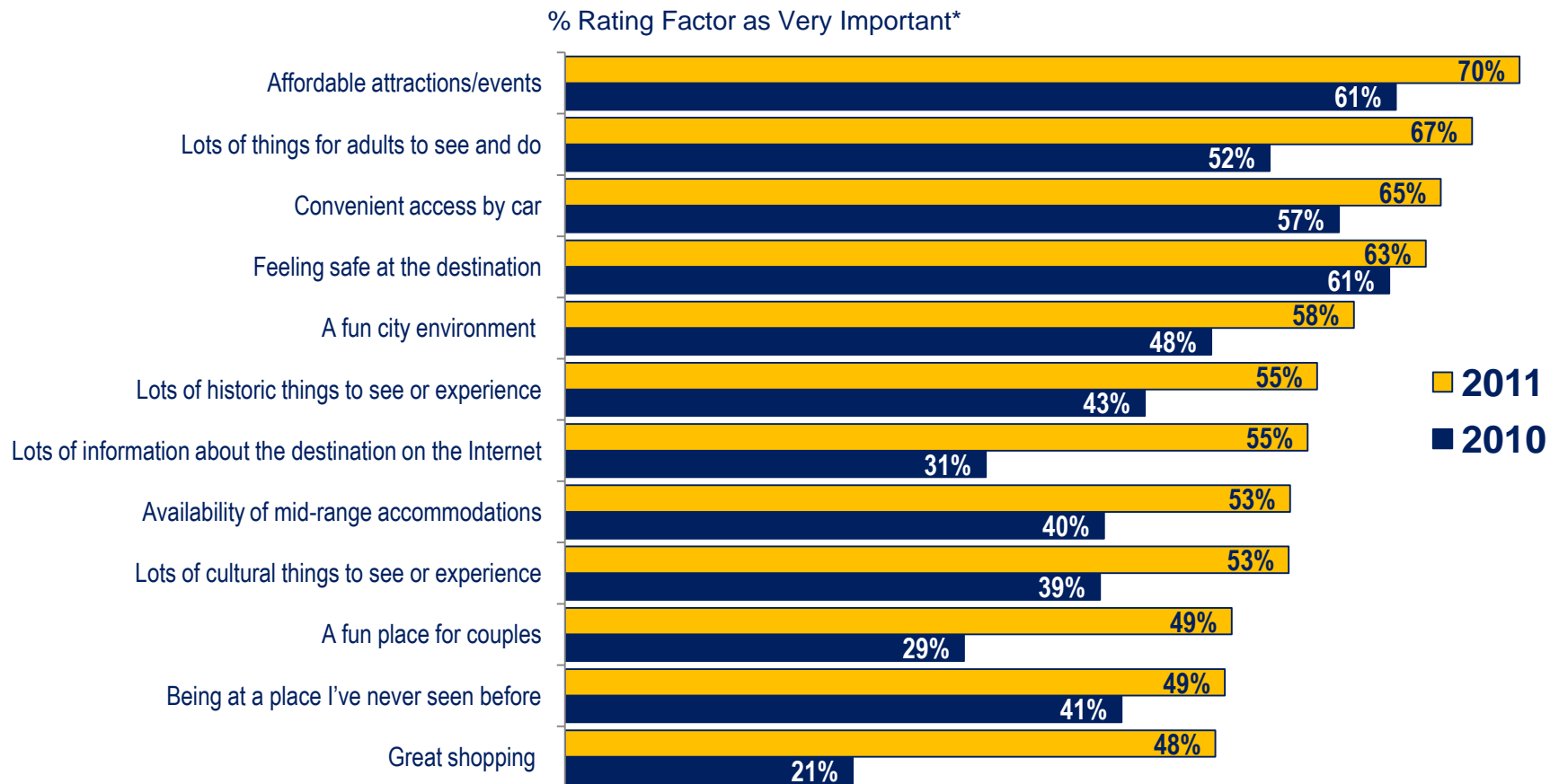
# **Philadelphia & The Countryside**

## **Importance of Factors In Choosing to Visit the Region**

# Importance of Factors In Choosing to Visit Philadelphia & The Countryside Region



Base: Overnight Marketable Trips



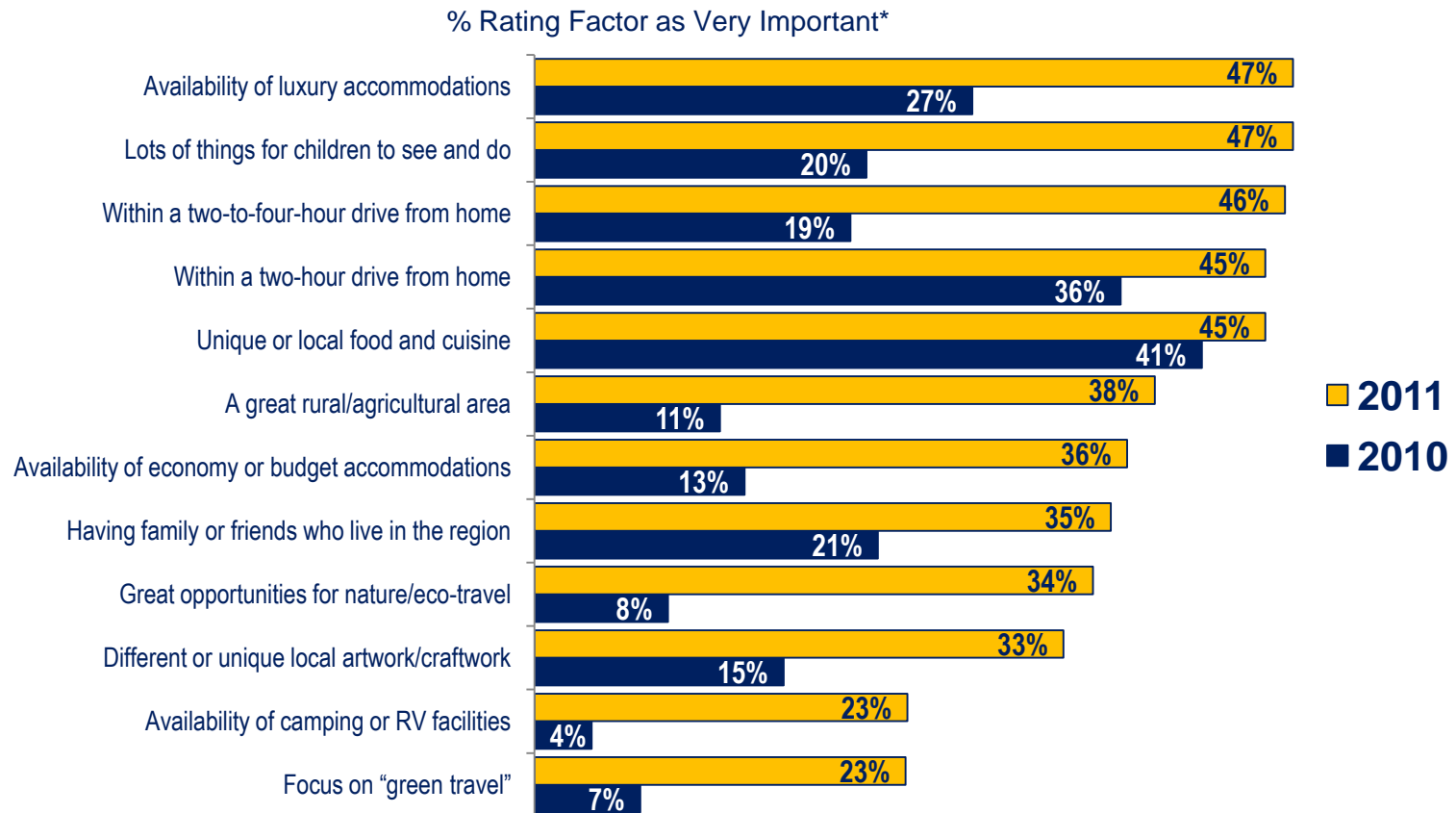
\* Rated 8, 9 or 10 on 10-pt. Importance scale



# Importance of Factors In Choosing to Visit Philadelphia & The Countryside (cont'd)



Base: Overnight Marketable Trips



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