2019 GREATER PHILADELPHIA VISITOR PROFILE
& Overnight Leisure Accommodations

There were 15.55 million overnight leisure visitors to Greater Philadelphia in 2018. Almost 60% stayed in paid accommodations (hotel, motel, bed and breakfast or short-term rental); the rest stayed with friends and relatives. A comparison between the two segments provides notable distinctions.

### KEY FINDINGS: OVERNIGHT LEISURE VISITORS

- Overnight leisure visitors staying in paid accommodations skew older and have a higher average income than visitors staying with friends & relatives.
- Paid accommodation visitors are more likely to be married or living with a partner. Visitors staying with friends & relatives are more likely to be single and never married.
- Visitors staying in paid accommodations had a longer trip-planning window on average than those staying with friends & relatives.
- For all overnight leisure visitors, driving is the most common form of transportation but those staying with friends & relatives are much more likely to fly than those staying in paid accommodations.
- Visitors staying with friends & relatives have a higher average length of stay than visitors staying in paid accommodations.

### VISITOR DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Paid Accommodation vs. Stayed with Friends &amp; Relatives</th>
<th>Paid</th>
<th>F&amp;R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>50</td>
<td>46</td>
</tr>
<tr>
<td>18-34</td>
<td>20%</td>
<td>36%</td>
</tr>
<tr>
<td>35-54</td>
<td>39%</td>
<td>30%</td>
</tr>
<tr>
<td>55+</td>
<td>41%</td>
<td>34%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$78K</td>
<td>$70K</td>
</tr>
<tr>
<td>Oover $100K</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>$50-$99K</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>Under $50K</td>
<td>37%</td>
<td>45%</td>
</tr>
<tr>
<td>Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caucasian</td>
<td>76%</td>
<td>80%</td>
</tr>
<tr>
<td>African-American</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Higher Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor/Associates</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>Graduate or Higher</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Time</td>
<td>46%</td>
<td>41%</td>
</tr>
<tr>
<td>Part-Time</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>Self-Employed</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Student</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Retired</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married/Living with a Partner</td>
<td>59%</td>
<td>44%</td>
</tr>
</tbody>
</table>

### WHERE OUR VISITORS COME FROM

**PAID DMA OF ORIGIN**
1. New York, NY: 24.2%
2. Philadelphia, PA: 14.6%
3. Washington, DC: 5.3%
4. Harrisburg-Lancaster-Lebanon-York, PA: 4.5%
5. Wilkes-Barre-Scranton, PA: 3.2%
6. Boston, MA: 2.8%

**F&R DMA OF ORIGIN**
1. Philadelphia, PA: 17%
2. New York, NY: 13.3%
3. Washington, DC: 7.4%
4. Boston, MA: 6.9%
5. Wilkes-Barre-Scranton, PA: 4%
6. Pittsburgh, PA: 3.2%

Sources: Longwoods International 2018 Travel USA™ Survey; Econsult Solutions, Inc.
Numbers may not sum due to rounding.
### 2019 GREATER PHILADELPHIA VISITOR PROFILE

#### Overnight Leisure Accommodations

### TOP 10 OVERNIGHT VISITOR ACTIVITIES

Overnight leisure visitors to Greater Philadelphia partake in the region’s celebrated dining, shopping, history, and arts and culture offerings. Visitors also enjoy the many festivals and special events that occur throughout the year, as well as the active nightlife.

1. **SHOPPING**
   - Paid: 36%
   - F&R: 37%

2. **MUSEUM/GALLERY**
   - Paid: 27%
   - F&R: 18%

3. **HISTORIC SITE**
   - Paid: 24%
   - F&R: 14%

4. **NIGHTLIFE**
   - Paid: 20%
   - F&R: 19%

5. **FINE/UPSACLE DINING**
   - Paid: 20%
   - F&R: 15%

6. **PERFORMANCE ART**
   - Paid: 10%
   - F&R: 9%

7. **FESTIVAL/CONCERT**
   - Paid: 10%
   - F&R: 5%

8. **BREWERY/WINERY**
   - Paid: 8%
   - F&R: 10%

9. **NATIONAL PARKS**
   - Paid: 8%
   - F&R: 4%

10. **CASINO**
    - Paid: 7%
    - F&R: 6%