There were **15.55 million** overnight leisure visitors to the region in 2018, an increase of 3.2% over 2017.

### KEY FINDINGS ABOUT OVERNIGHT LEISURE VISITORS

- **The top feeder markets** for overnight leisure visitors to Greater Philadelphia are New York, Philadelphia and Washington, DC DMAs.
- Greater Philadelphia attracts overnight leisure visitors of all ages, but most are aged 55 and older. This represents a shift from 2017 when the greatest proportion of visitors fell between 35 and 54.
- Regional overnight leisure visitors tend to be more **highly educated** than the national average with a greater proportion holding graduate degrees. Additionally, visitors to the region have a higher average household income.
- More than 80% of visitors are **repeat visitors** and over half visited more than once in 2018.
- A third of visitors to Greater Philadelphia **travel with children**, slightly lower than the average US traveler.
- Over half of overnight leisure visitors to Greater Philadelphia **planned their trip just one month or less in advance, or visited spontaneously.**

### VISITOR DEMOGRAPHICS

**Greater Philadelphia (GP) vs. National (US)**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>GP</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>48</td>
<td>46</td>
</tr>
<tr>
<td>18-34</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>35-54</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>55+</td>
<td>38%</td>
<td>33%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$74K</td>
<td>$72K</td>
</tr>
<tr>
<td>Over $100K</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>$50-$99K</td>
<td>33%</td>
<td>38%</td>
</tr>
<tr>
<td>Under $50K</td>
<td>42%</td>
<td>40%</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>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Higher Education</td>
<td>68%</td>
<td>62%</td>
</tr>
<tr>
<td>Bachelor/Associates</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Graduate or higher</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-Time</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Part-Time</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Self-Employed</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Student</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Retired</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Marital Status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married/Living with a Partner</td>
<td>51%</td>
<td>61%</td>
</tr>
</tbody>
</table>

### WHERE OUR VISITORS COME FROM

<table>
<thead>
<tr>
<th>TOP DMAs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New York, NY: <strong>19.6%</strong></td>
<td></td>
</tr>
<tr>
<td>2. Philadelphia, PA: <strong>17.5%</strong></td>
<td></td>
</tr>
<tr>
<td>3. Washington, DC: <strong>5.8%</strong></td>
<td></td>
</tr>
<tr>
<td>4. Boston, MA: <strong>4.4%</strong></td>
<td></td>
</tr>
<tr>
<td>5. Harrisburg-Lancaster-Lebanon-York, PA: <strong>3.8%</strong></td>
<td></td>
</tr>
<tr>
<td>6. Wilkes-Barre-Scranton, PA: <strong>3.7%</strong></td>
<td></td>
</tr>
<tr>
<td>7. Pittsburgh, PA: <strong>3.0%</strong></td>
<td></td>
</tr>
<tr>
<td>8. Baltimore, MD: <strong>2.3%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Longwoods International 2018 Travel USA™ Survey; Econsult Solutions, Inc.
2019 GREATER PHILADELPHIA VISITOR PROFILE

Overnight Leisure

TRIP CHARACTERISTICS

Greater Philadelphia Specific Data
Average Length of Stay (Nights) 2.5
Repeat visits 81%
Visited in past 12 months 60%

Greater Philadelphia (GP) vs. National (US)
Trip Planning Window in Advance of Stay
1 Month or Less 38% 32%
1+ Month-2 Months 16% 16%
3 Months-5 Months 14% 18%
Over 5 Months 12% 20%
Did not plan in advance 19% 15%

Trip Type
Visit Family/Friends 58% 46%
Special Event 14% 9%
City Trip 9% 6%
Business-Leisure 6% 4%

Accommodations
Hotel/Motel/B&B 53% 60%
Family/Friends 36% 26%
Short-term Rental 4% 5%

Average Party Size 2.5 2.8
Travel with Children 30% 36%
Travel with Partner 67% 67%
Travel with Friend 15% 16%

Transport to Destination
Drive 82% 86%
Train 11% 4%
Bus 9% 5%
Fly 18% 22%
Rideshare 14% 12%

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
Greater Philadelphia: 34%
National: 32%

6. PERFORMANCE ART
Greater Philadelphia: 9%
National: 11%

2. MUSEUM/GALLERY
Greater Philadelphia: 21%
National: 13%

7. FESTIVAL/CONCERT
Greater Philadelphia: 8%
National: 7%

3. NIGHTLIFE
Greater Philadelphia: 19%
National: 15%

8. BREWERY/WINERY
Greater Philadelphia: 8%
National: 9%

4. HISTORIC SITE
Greater Philadelphia: 18%
National: 13%

9. CASINO
Greater Philadelphia: 6%
National: 13%

5. FINE/UPSCALE DINING
Greater Philadelphia: 16%
National: 13%

10. NATIONAL PARKS
Greater Philadelphia: 6%
National: 10%

OVERNIGHT VISITOR SPENDING

Overnight visitors to Greater Philadelphia (leisure and business) directly spent $5.5 billion in the region in 2018.

$5.5 Billion

Shopping/Retail $678 Million

Transportation $1 Billion

Food & Beverage $1.3 Billion

Lodging $1.9 Billion

$476 Million

Recreation

Other $74 Million

9%

12%

1%