## Greater Philadelphia Visitor Profile

**OCTOBER**
- **Entertainment**: 54%
- **Outdoors**: 24%
- **Culture**: 21%

**FRIENDS**
In October, visitors mostly plan weekend trips to venture outdoors with friends.

**AVERAGE AGE**
- **50.5 Years Old**
  - Male: 45%
  - Female: 55%
- **46.6 Years Old**
  - Male: 46%
  - Female: 54%
- **47.5 Years Old**
  - Male: 66%
  - Female: 34%

**TRAVEL PARTY SIZE**
- **1.9 adults (mean)**
- **0.3 children (mean)**
- **1.8 adults (mean)**
- **0.1 children (mean)**
- **2.3 adults (mean)**
- **0.3 children (mean)**

**WHO DID YOU TRAVEL WITH?**
- **Single**: 29%
- **Spouse**: 38%
- **Children**: 16%
- **Friends**: 16%

**MAIN PURPOSE**
- **Visiting Friends & Relatives**: 61%
- **Special Event**: 13%
- **City Trip**: 7%

**TOP OVERNIGHT DMA'S**
- Philadelphia, PA: 32%
- New York, NY: 12%

**TRANSPORTATION**
- **Vehicle**: 59%
- **Plane**: 14%

**ACCOMMODATION**
- **Hotel**: 42%
- **Home of Friends/Relatives**: 52%

**AVERAGE SPENT PER TRIP**
- Philadelphia County: 2.9
- Greater Philadelphia: 3.7

---

**NOVEMBER**
- **Entertainment**: 45%
- **Shopping**: 29%
- **Outdoors**: 26%

**FRIENDS & FAMILY**
In November, visitors plan stays across multiple nights, mostly seeking similar activities.

**AVERAGE AGE**
- **50.5 Years Old**
  - Male: 45%
  - Female: 55%
- **46.6 Years Old**
  - Male: 46%
  - Female: 54%
- **47.5 Years Old**
  - Male: 66%
  - Female: 34%

**TRAVEL PARTY SIZE**
- **1.9 adults (mean)**
- **0.3 children (mean)**
- **1.8 adults (mean)**
- **0.1 children (mean)**
- **2.3 adults (mean)**
- **0.3 children (mean)**

**WHO DID YOU TRAVEL WITH?**
- **Single**: 45%
- **Spouse**: 39%
- **Children**: 15%
- **Friends**: 12%

**MAIN PURPOSE**
- **Visiting Friends & Relatives**: 61%
- **Special Event**: 13%
- **Casino**: 6%

**TOP OVERNIGHT DMA'S**
- Philadelphia, PA: 26%
- New York, NY: 10%

**TRANSPORTATION**
- **Vehicle**: 71%
- **Online Taxi Service**: 15%

**ACCOMMODATION**
- **Home of Friends/Relatives**: 52%
- **Hotel**: 8%

**AVERAGE SPENT PER TRIP**
- Philadelphia County: 4.3
- Greater Philadelphia: 4.7

---

**DECEMBER**
- **Entertainment**: 44%
- **Shopping**: 21%
- **Celebration**: 15%

**FAMILY**
In December, visitors are more family-oriented, and spend their time celebrating in the city.

**AVERAGE AGE**
- **50.5 Years Old**
  - Male: 45%
  - Female: 55%
- **46.6 Years Old**
  - Male: 46%
  - Female: 54%
- **47.5 Years Old**
  - Male: 66%
  - Female: 34%

**TRAVEL PARTY SIZE**
- **1.9 adults (mean)**
- **0.3 children (mean)**
- **1.8 adults (mean)**
- **0.1 children (mean)**
- **2.3 adults (mean)**
- **0.3 children (mean)**

**WHO DID YOU TRAVEL WITH?**
- **Single**: 25%
- **Spouse**: 44%
- **Children**: 15%
- **Other Relatives**: 15%

**MAIN PURPOSE**
- **Visiting Friends & Relatives**: 53%
- **Business/Leisure**: 9%
- **Conference/Convention**: 8%

**TOP OVERNIGHT DMA'S**
- Philadelphia, PA: 26%
- New York, NY: 10%

**TRANSPORTATION**
- **Vehicle**: 72%
- **Plane**: 26%

**ACCOMMODATION**
- **Home of Friends/Relatives**: 41%
- **Hotel**: 36%

**AVERAGE SPENT PER TRIP**
- Philadelphia County: 3.4
- Greater Philadelphia: 4.8

---

*Sources: Longwoods International 2021 Travel USA™ Survey; Econsult Solutions, Inc.*