

# 2019 GREATER PHILADELPHIA VISITOR PROFILE

## ☀ Day Leisure



There were **23.28 million** day-leisure visitors to the region in 2018, an increase of 0.8%, over 2017.

### KEY FINDINGS: DAY LEISURE VISITORS

- The **top feeder markets** for day-leisure visitors to Greater Philadelphia are the Philadelphia, New York and the Harrisburg-Lancaster-Lebanon-York DMAs.
- Greater Philadelphia **attracts day leisure visitors of all ages**, but most are between 35 to 54.
- More day-leisure visitors to Greater Philadelphia **have graduate degrees and higher household incomes** than the national average.
- Almost half of day leisure visitors come to Greater Philadelphia to **visit family or friends**. The other top reasons to visit are for **a city trip, for a special event** and for a **tour**.
- Over a third day-leisure visitors to Greater Philadelphia travel with children. They also are more likely to be traveling **with a friend** than the national average.
- While here, the **top trip activities** for day-leisure visitors are shopping, dining out, and visiting museums, galleries and historic sites.
- While in the region, over 60% of day visitors travel specifically to Philadelphia county, with Bucks and Montgomery counties being the next most popular.

### VISITOR DEMOGRAPHICS

Greater Philadelphia (GP) vs. National (US)	GP	US
<b>Average Age</b>	<b>47</b>	<b>46</b>
18-34	28%	32%
35-54	38%	36%
55+	34%	32%
<b>Average Household Income</b>	<b>\$74K</b>	<b>\$66K</b>
Over \$100K	23%	18%
\$50-\$99K	38%	36%
Under \$50K	39%	45%
<b>Ethnicity</b>		
Caucasian	79%	81%
African-American	8%	7%
Asian	7%	4%
Hispanic	7%	8%
<b>Higher Education</b>	<b>65%</b>	<b>59%</b>
Bachelor/Associates	39%	39%
Graduate or Higher	25%	20%
<b>Employment</b>		
Full-Time	40%	42%
Part-Time	11%	10%
Self-Employed	8%	7%
Student	6%	6%
Retired	21%	20%
<b>Marital Status</b>		
Married/Living with a Partner	56%	59%



### TRIP CHARACTERISTICS

Greater Philadelphia (GP) vs. National (US)	GP	US
<b>Trip Type</b>		
Visit Family/Friends	43%	40%
City Trip	15%	8%
Special Event	14%	9%
Touring	10%	12%
<b>Average Party Size</b>	<b>2.6</b>	<b>2.7</b>
Travel with Children	36%	37%
Travel with Partner	60%	64%
Travel with Friend	21%	16%

# 2019 GREATER PHILADELPHIA VISITOR PROFILE

## ☀️ Day Leisure

### VISITOR ACTIVITIES

Visitors to Greater Philadelphia take advantage of the region's diverse offerings. Compared to the national average, a greater proportion of our visitors eat at fine dining restaurants, visit art galleries/museums and historic sites.



#### 1. SHOPPING

Greater Philadelphia: **25%**  
National: **26%**



#### 2. MUSEUM/GALLERY

Greater Philadelphia: **17%**  
National: **9%**



#### 3. HISTORIC SITE

Greater Philadelphia: **13%**  
National: **7%**



#### 4. FINE/UPSCALE DINING

Greater Philadelphia: **10%**  
National: **6%**



#### 5. FESTIVAL/CONCERT

Greater Philadelphia: **8%**  
National: **6%**



#### 6. ZOO

Greater Philadelphia: **6%**  
National: **4%**



#### 7. NIGHTLIFE

Greater Philadelphia: **6%**  
National: **6%**



#### 8. BREWERY/WINERY

Greater Philadelphia: **5%**  
National: **6%**



#### 9. CASINO

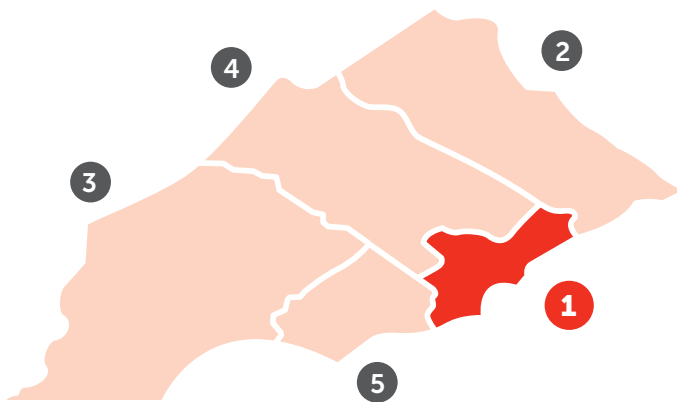
Greater Philadelphia: **5%**  
National: **8%**



#### 10. SPORTS EVENT

Greater Philadelphia: **4%**  
National: **2%**

### COUNTIES VISITED



#### 1. Philadelphia: 62%

- 2. Bucks County: **19%**
- 3. Chester County: **13%**
- 4. Montgomery County: **11%**
- 5. Delaware County: **11%**

### DAY VISITOR SPENDING

Visitors to Greater Philadelphia, (leisure and business) directly spent **\$2.1 billion** in the region in 2018.

