

2019 GREATER PHILADELPHIA VISITOR PROFILE

Overnight Leisure Accommodations



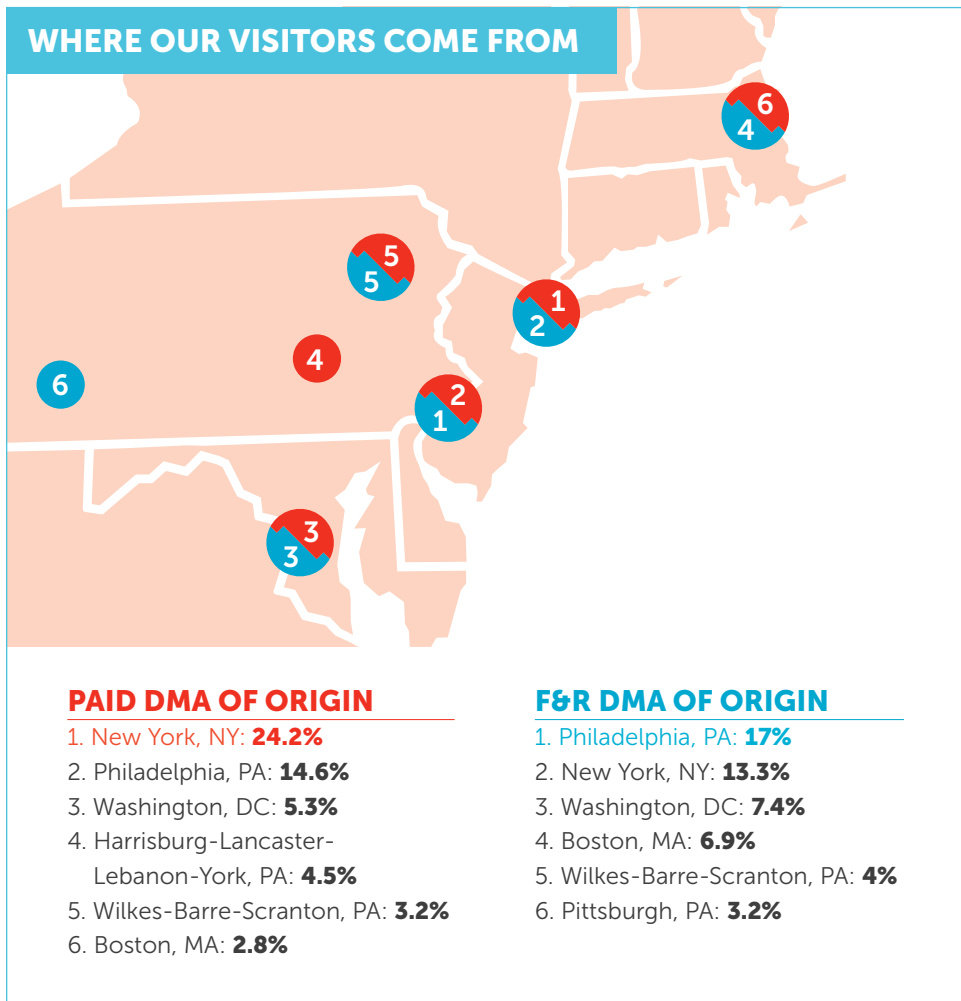
There were **15.55 million** overnight leisure visitors to Greater Philadelphia in 2018. Almost 60% stayed in **paid accommodations** (hotel, motel, bed and breakfast or short-term rental); the rest stayed with **friends and relatives**. A comparison between the two segments provides notable distinctions.

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

Paid Accommodation vs. Stayed with Friends & Relatives	Paid	F&R
Average Age	50	46
18-34	20%	36%
35-54	39%	30%
55+	41%	34%
Average Household Income	\$78K	\$70K
Over \$100K	27%	22%
\$50-\$99K	36%	32%
Under \$50K	37%	45%
Ethnicity		
Caucasian	76%	80%
African-American	8%	9%
Asian	5%	4%
Hispanic	8%	6%
Higher Education	71%	69%
Bachelor/Associates	45%	43%
Graduate or Higher	26%	26%
Employment		
Full-Time	46%	41%
Part-Time	7%	12%
Self-Employed	9%	7%
Student	3%	6%
Retired	23%	20%
Marital Status		
Married/Living with a Partner	59%	44%



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TRIP CHARACTERISTICS

Paid Accommodation vs. Stayed with Friends & Relatives	Paid	F&R
Average Length of Stay (Nights)	2.2	3.1
Repeat visits	74%	90%
Visited in past 12 months	50%	72%
Trip Planning Window in Advance of Stay		
1 Month or Less	37%	43%
1+ Month-2 Months	17%	13%
3 Months-5 Months	18%	11%
Over 5 Months	15%	11%
Trip Type		
Visit Family/Friends	39%	85%
Special Event	21%	6%
City Trip	14%	-
Business-Leisure	-	3%
Touring	10%	1%
Average Party Size		
Travel with Children	30%	33%
Travel with Partner	69%	63%
Travel with Friend	16%	15%
Transport to/within Destination		
Drive	85%	78%
Fly	16%	22%
Train	12%	11%
Bus	10%	6%
Rideshare	17%	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

Paid: **36%**
F&R: **37%**



6. PERFORMANCE ART

Paid: **10%**
F&R: **9%**



2. MUSEUM/GALLERY

Paid: **27%**
F&R: **18%**



7. FESTIVAL/CONCERT

Paid: **10%**
F&R: **5%**



3. HISTORIC SITE

Paid: **24%**
F&R: **14%**



8. BREWERY/WINERY

Paid: **8%**
F&R: **10%**



4. NIGHTLIFE

Paid: **20%**
F&R: **19%**



9. NATIONAL PARKS

Paid: **8%**
F&R: **4%**



5. FINE/UPSACLE DINING

Paid: **20%**
F&R: **15%**



10. CASINO

Paid: **7%**
F&R: **6%**