

GREATER PHILADELPHIA VISITOR PROFILE

Overnight Leisure 2017



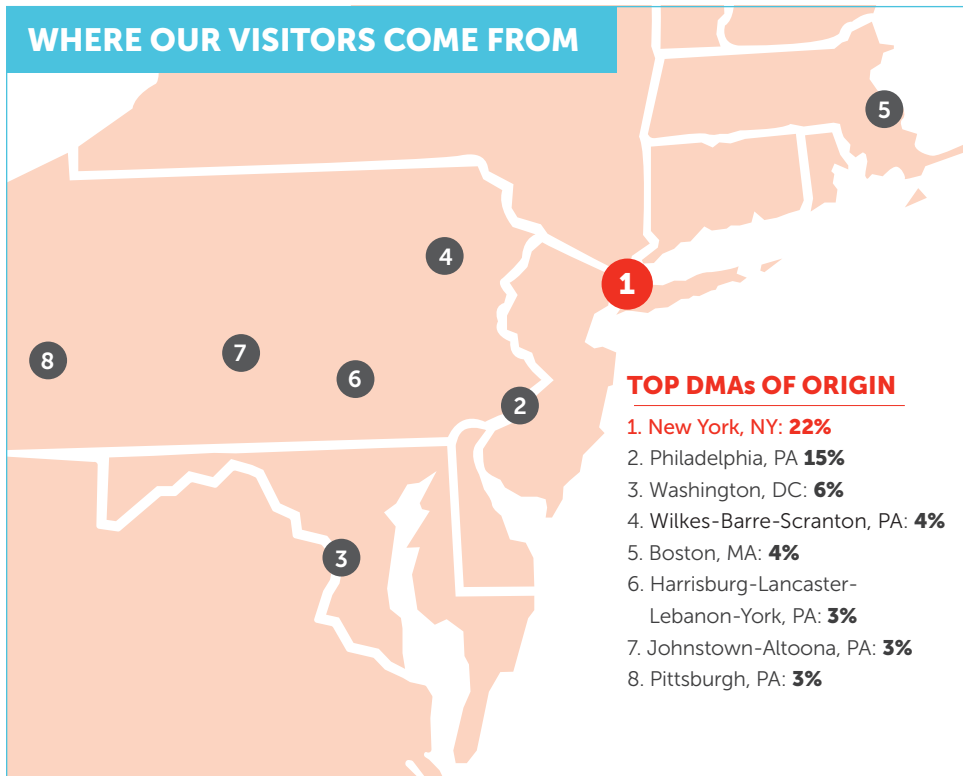
There were **15.1 million** overnight leisure visitors to the region in 2017. This is an increase of 2.9%, or 420,000 visitors, since 2016.

KEY FINDINGS ABOUT OVERNIGHT LEISURE VISITORS

- The top origin markets for overnight leisure visitors to Greater Philadelphia are the New York DMA, the Philadelphia DMA and the Washington, DC DMA.
- Greater Philadelphia attracts overnight leisure visitors of all ages, with the greatest proportion (38%) aged 35 to 54.
- Compared to the national average, a greater proportion of overnight leisure visitors to Greater Philadelphia have graduate degrees and higher household incomes.
- The top trip purposes for Greater Philadelphia's overnight leisure visitors are to visit family or friends, to attend a special event and to enjoy a city trip. A little over half stay in hotels; less than half stay with family or friends.
- The vast majority of overnight leisure visitors drive to Greater Philadelphia. More travel by train and by bus compared to the national average.
- Top trip activities for overnight leisure visitors to Greater Philadelphia are shopping, dining out, visiting museums/galleries and historic sites and enjoying the nightlife.
- A quarter of visitors to Greater Philadelphia travel with children, compared to a third for the national average.
- Close to half (40%) of overnight leisure visitors to Greater Philadelphia planned their trip just one month or less in advance, compared to one third for the national average.

VISITOR DEMOGRAPHICS

Greater Philadelphia vs. National	G.P.	U.S.
Average Age	45	45
18-34	33%	34%
35-54	38%	35%
55+	29%	31%
Average Household Income	\$69K	\$65K
Over \$100K	24%	20%
\$50-\$99K	36%	38%
Under \$50K	40%	42%
Ethnicity		
Caucasian	80%	82%
African-American	10%	8%
Asian	4%	5%
Hispanic	6%	5%
Education	67%	62%
College/Associates	41%	41%
Post-Grad	26%	21%
Employment		
Full-Time	45%	43%
Part-Time	10%	9%
Self-Employed	9%	8%
Student	8%	7%
Retired	16%	18%
Marital Status		
Married/Living with a Partner	53%	58%



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TRIP CHARACTERISTICS

Greater Philadelphia vs. National	G.P.	U.S.
Average Length of Stay (Nights)	2.7	3.8
Trip Planning Timeframe in Advance of Stay		
1 Month or Less	40%	34%
1+ Month-2 Months	19%	16%
3 Months-5 Months	16%	17%
Over 5 Months	10%	18%
Trip Type		
Visit Family/Friends	61%	48%
Special Event	12%	9%
City Trip	9%	6%
Accommodations		
Hotel/Motel/B&B	53%	57%
Family/Friends	40%	29%
Average Party Size	2.7	2.9
1 Person	27%	21%
2 People	41%	39%
3-4 People	22%	27%
Travel with Children	26%	32%
Transport to/within Destination		
Drive	84%	87%
Train	12%	4%
Bus	6%	5%
Fly	17%	22%

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: **30%**
National: **34%**



6. PERFORMANCE ART

Greater Philadelphia: **11%**
National: **12%**



2. MUSEUM/GALLERY

Greater Philadelphia: **23%**
National: **16%**



7. BREWERY/WINERY

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



3. FINE DINING

Greater Philadelphia: **23%**
National: **21%**



8. FESTIVAL/CONCERT

Greater Philadelphia: **9%**
National: **8%**



4. HISTORIC SITE

Greater Philadelphia: **19%**
National: **14%**



9. NATIONAL/STATE PARK

Greater Philadelphia: **7%**
National: **11%**



5. NIGHTLIFE

Greater Philadelphia: **17%**
National: **16%**



10. PROFESSIONAL AND AMATEUR SPORTING EVENT SPECTATOR

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

2017 VISITOR SPENDING

Day & Overnight Visitors

Visitors to Greater Philadelphia (day and overnight, leisure and business) directly spent **\$7.1 billion** in the region in 2017.

