2019 GREATER PHILADELPHIA VISITOR PROFILE

C Overnight Leisure



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)	GP	US
Average Age	48	46
18-34	27%	32%
35-54	35%	34%
55+	38%	33%
Average Household Income	\$74K	\$72K
Over \$100K	25%	22%
\$50-\$99K	33%	38%
Under \$50K	42%	40%
Ethnicity		
Caucasian	76%	80%
African-American	10%	7%
Asian	5%	4%
Hispanic	8%	8%
Higher Education	68%	62%
Bachelor/Associates	43%	39%
Graduate or higher	26%	23%
Employment		
Full-Time	44%	44%
Part-Time	8%	9%
Self-Employed	7%	7%
Student	5%	6%
Retired	22%	21%
Marital Status		
Married/Living with a Partner	51%	61%

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TRIP CHARACTERISTICS

Greater Philadelphia Specific Data			
Average Length of Stay (Nights) Repeat visits Visited in past 12 months	2.5 81% 60%		
Greater Philadelphia (GP) vs. National (US)	GP	US	
Trip Planning Window in Advance of Stay			
1 Month or Less 1+ Month-2 Months 3 Months-5 Months Over 5 Months Did not plan in advance	38% 16% 14% 12% 19%	32% 16% 18% 20% 15%	
Trip Type			
Visit Family/Friends Special Event City Trip Business-Leisure	58% 14% 9% 6%	46% 9% 6% 4%	
Accommodations			
Hotel/Motel/B&B Family/Friends Short-term Rental	53% 36% 4%	60% 26% 5%	
Average Party Size	2.5	2.8	
Travel with Children Travel with Partner Travel with Friend	30% 67% 15%	36% 67% 16%	
Transport to Destination			
Drive Train Bus Fly Rideshare	82% 11% 9% 18% 14%	86% 4% 5% 22% 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

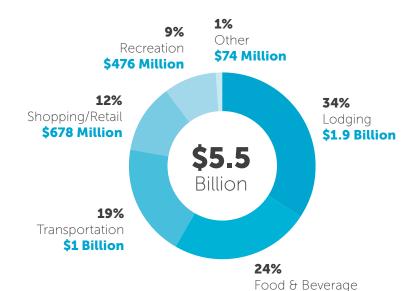
Greater Philadelphia: 16%

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.

\$1.3 Billion