

# 2019 GREATER PHILADELPHIA VISITOR PROFILE

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



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### TRIP CHARACTERISTICS

#### Greater Philadelphia Specific Data

Average Length of Stay (Nights)	<b>2.5</b>
Repeat visits	<b>81%</b>
Visited in past 12 months	<b>60%</b>

#### Greater Philadelphia (GP) vs. National (US)

##### Trip Planning Window in Advance of Stay

	GP	US
1 Month or Less	38%	32%
1+ Month-2 Months	16%	16%
3 Months-5 Months	14%	18%
Over 5 Months	12%	20%
Did not plan in advance	19%	15%

##### Trip Type

	GP	US
Visit Family/Friends	58%	46%
Special Event	14%	9%
City Trip	9%	6%
Business-Leisure	6%	4%

##### Accommodations

	GP	US
Hotel/Motel/B&B	53%	60%
Family/Friends	36%	26%
Short-term Rental	4%	5%

##### Average Party Size

	GP	US
Travel with Children	30%	36%
Travel with Partner	67%	67%
Travel with Friend	15%	16%

##### Transport to Destination

	GP	US
Drive	82%	86%
Train	11%	4%
Bus	9%	5%
Fly	18%	22%
Rideshare	14%	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.

