

GREATER PHILADELPHIA VISITOR PROFILE

Overnight Leisure 2015



There were **14.3 million** overnight leisure visitors to the region in 2015. This is an increase of 8%, or 1 million visitors, since 2012.

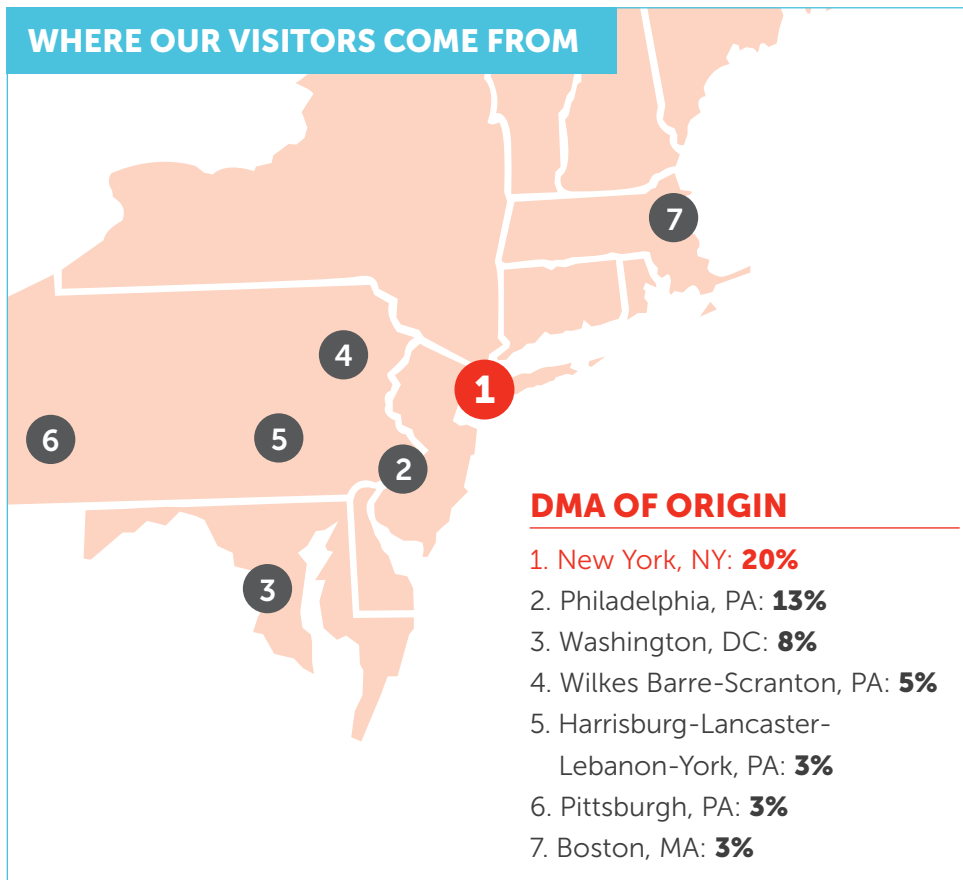
KEY FINDINGS ABOUT OVERNIGHT VISITORS

- The greatest proportion of overnight leisure visitors to Greater Philadelphia come from the New York DMA, followed by the Philadelphia DMA and then the Washington DC DMA.
- Overnight visitors to Greater Philadelphia are more likely to travel by train and less by plane compared to the national average.
- Compared to the national average, a greater proportion of overnight leisure visitors to Greater Philadelphia have graduate degrees. On average, visitors to this region also have a higher household income.
- Overnight leisure visitors to Greater Philadelphia are more likely to visit art galleries/museums, historic sites, attend a festival or concert and attend spectator sport events compared to the U.S. overall.
- Less than a third (29%) of visitors to Greater Philadelphia travel with children. Comparatively, slightly more than a third (34%) of all U.S. travelers travel with children.

VISITOR DEMOGRAPHICS

Greater Philadelphia vs. National	G.P.	U.S.
Average Age	47	46
18-34	31%	34%
35-54	34%	33%
55+	35%	33%
Average HH Income*	\$73K	\$66K
over \$100K	20%	17%
\$50-\$99K	31%	31%
Under \$50K	27%	35%
Ethnicity		
Caucasian	77%	80%
African-American	11%	8%
Asian	5%	5%
Hispanic	6%	9%
Education, College or more	66%	60%
College/Associates	38%	39%
Post-grad	28%	21%
Employment		
Full-time	40%	40%
Part-time	9%	10%
Self-employed	9%	8%
Student	8%	7%
Retired	21%	20%
Marital Status		
Married/Living with a Partner	57%	61%

*Income brackets do not cumulate to 100% because some respondents chose "prefer not to answer"



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TRIP CHARACTERISTICS

Greater Philadelphia vs. National	G.P.	U.S.
Average Length of Stay (nights)	2.6	3.5
Trip Type		
Visit Family/Friends	60%	49%
Special Event	13%	8%
City Trip	8%	6%
Accommodations		
Hotel/Motel/B&B/Home Rental	55%	59%
Family/Friends	41%	30%
Average Party Size		
1 Person	23%	20%
2 People	43%	39%
3-4 People	23%	27%
Travel With Children	29%	34%
Transport to Destination		
Drive	80%	87%
Train	14%	5%
Fly	18%	24%

*Includes short-term rentals such as Airbnb and HomeAway

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 and the active nightlife.



1. SHOPPING

Greater Philadelphia: **36%**
National: **37%**



2. MUSEUM/GALLERY

Greater Philadelphia: **25%**
National: **17%**



3. FINE DINING

Greater Philadelphia: **25%**
National: **23%**



4. HISTORIC SITE

Greater Philadelphia: **19%**
National: **15%**



5. FESTIVAL/CONCERT

Greater Philadelphia: **10%**
National: **8%**



6. PERFORMANCE ART

Greater Philadelphia: **10%**
National: **14%**



7. NIGHTLIFE

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



8. BREWERY/WINERY

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



9. SPORTING EVENT SPECTATOR

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



10. NATIONAL/STATE PARK

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

VISITOR SPENDING

Day & Overnight Visitors

Visitors to Greater Philadelphia (day and overnight, leisure and business) directly spent **\$6.7 billion** in the region in 2015.

