

GREATER PHILADELPHIA VISITOR PROFILE

☀️ Day Leisure 2016



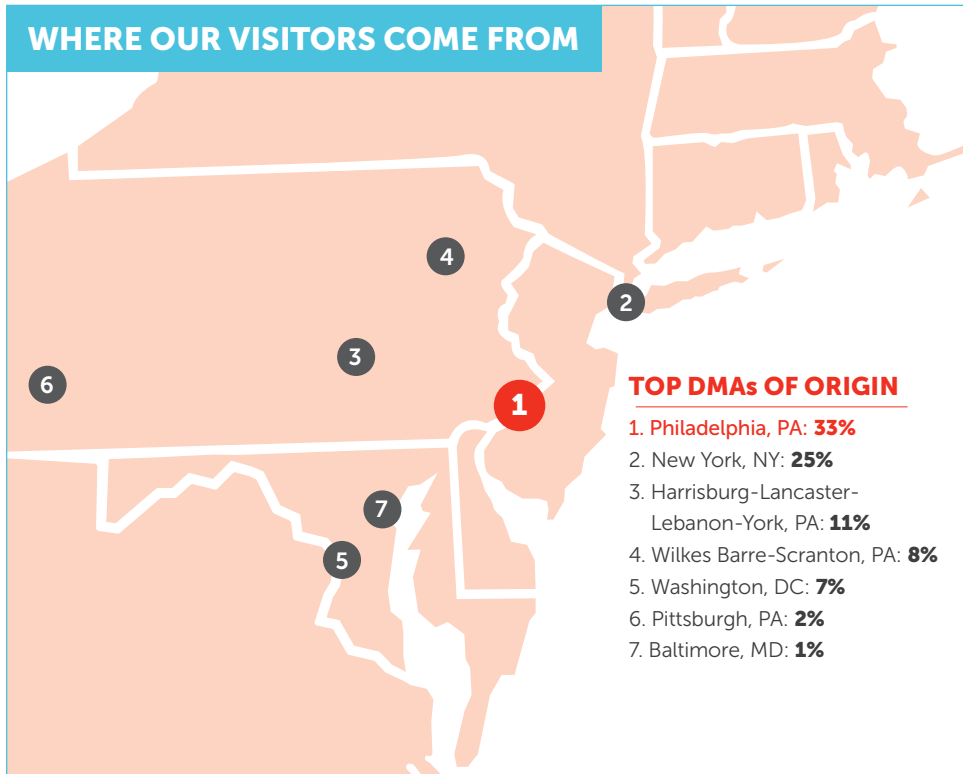
There were **22.4 million** day leisure visitors to Greater Philadelphia in 2016. Total day leisure visitation has grown every year for the past seven years.

KEY FINDINGS ABOUT DAY LEISURE VISITORS

- A third of Greater Philadelphia’s day leisure visitors come from the Philadelphia DMA, and a quarter come from the New York DMA.
- A greater proportion of day leisure visitors to Greater Philadelphia have graduate degrees and higher household incomes compared to the national average.
- More day leisure visitors come to Greater Philadelphia to visit family/friends, attend a special event or take a city trip compared to the U.S. average. Fewer visitors are married, and fewer travel with children.
- While here, day leisure visitors are more likely to visit museums and historic sites, enjoy the dining scene and attend a local festival or concert compared to the U.S. average.

VISITOR DEMOGRAPHICS

Greater Philadelphia vs. National	G.P.	U.S.
Average Age	46	45
18-34	31%	33%
35-54	37%	38%
55+	33%	29%
Average Household Income	\$67K	\$61K
Over \$100K	20%	17%
\$50-\$99K	38%	36%
Under \$50K	41%	47%
Ethnicity		
Caucasian	85%	85%
African-American	9%	6%
Asian	3%	4%
Hispanic	7%	8%
Education	67%	57%
College/Associates	42%	38%
Post-grad	25%	19%
Employment		
Full-time	42%	42%
Part-time	10%	11%
Self-employed	6%	7%
Student	7%	6%
Retired	19%	17%
Marital Status		
Married/Living with a Partner	55%	61%



TRIP CHARACTERISTICS

Greater Philadelphia vs. National	G.P.	U.S.
Trip Type		
Visit Family/Friends	45%	40%
Special Event	14%	9%
City Trip	12%	9%
Average Party Size	2.9	2.8
Travel with Children	28%	37%

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VISITOR ACTIVITIES

Visitors to Greater Philadelphia take advantage of the region's diverse offerings. Compared to the national average, a greater proportion of our visitors eat at fine dining restaurants, visit museums and historic sites and attend special events, such as festivals and concerts.



1. SHOPPING

Greater Philadelphia: **27%**
National: **30%**



2. MUSEUM/GALLERY

Greater Philadelphia: **22%**
National: **11%**



3. FINE DINING

Greater Philadelphia: **16%**
National: **12%**



4. HISTORIC SITE

Greater Philadelphia: **14%**
National: **9%**



5. FESTIVAL/CONCERT

Greater Philadelphia: **10%**
National: **7%**



6. SPORTING EVENT SPECTATOR

Greater Philadelphia: **6%**
National: **4%**



7. ZOO

Greater Philadelphia: **6%**
National: **6%**



8. CASINO

Greater Philadelphia: **6%**
National: **8%**



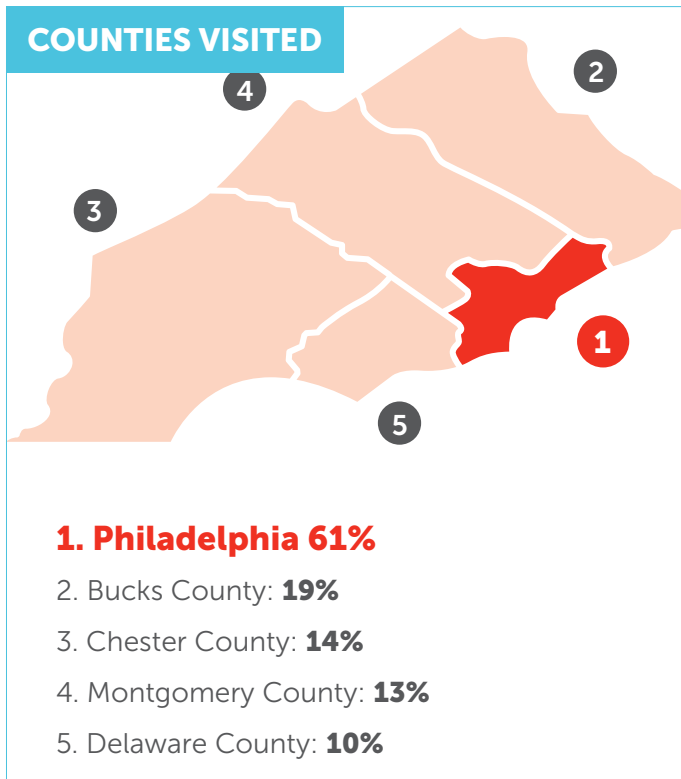
9. NATIONAL/STATE PARK

Greater Philadelphia: **5%**
National: **7%**



10. BAR/NIGHTCLUB

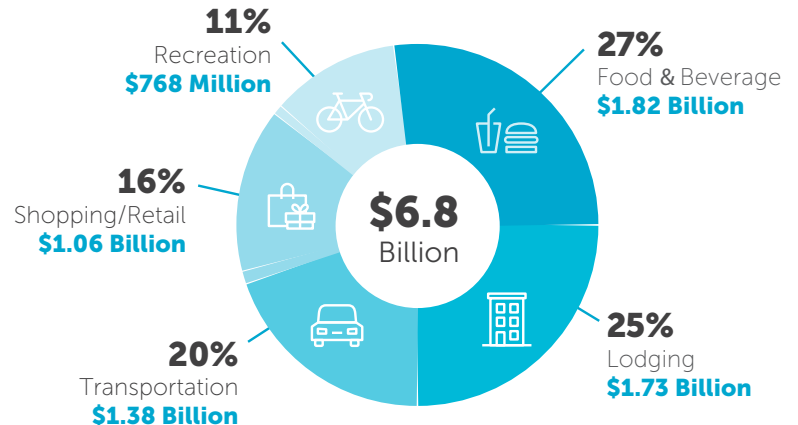
Greater Philadelphia: **4%**
National: **4%**



2016 VISITOR SPENDING

Day & Overnight Visitors

Visitors to Greater Philadelphia (day and overnight, leisure and business) directly spent **\$6.8 billion** in the region in 2016.



The above categories comprise 99% of total visitor spending. The remaining 1% falls into various categories and totals an estimated \$67 million in visitor spending.