

2011 ANNUAL TRAVEL PROFILE

Pennsylvania Wilds Region

Research Methodology



The research for this report was conducted by Longwoods International.

The results consist of:

- *Estimates of the domestic volume of overnight travel on a nationwide level.*
- *Estimates of the volume of overnight and day travel to Pennsylvania and its tourism regions.*
- *Characteristics and profile of overnight and day trips to the state and the individual tourism regions.*

The results are based on results from the Travel USA® annual survey of US travelers. Each quarter, a random cross-section of approximately 1 million panel members is sent an e-mail invitation to participate in the survey, or over 5 million annually.

For the 2011 travel year, this yielded: 207,014 trips for analysis nationally – 138,771 overnight trips and 68,243 day trips.

Research Methodology (cont'd)



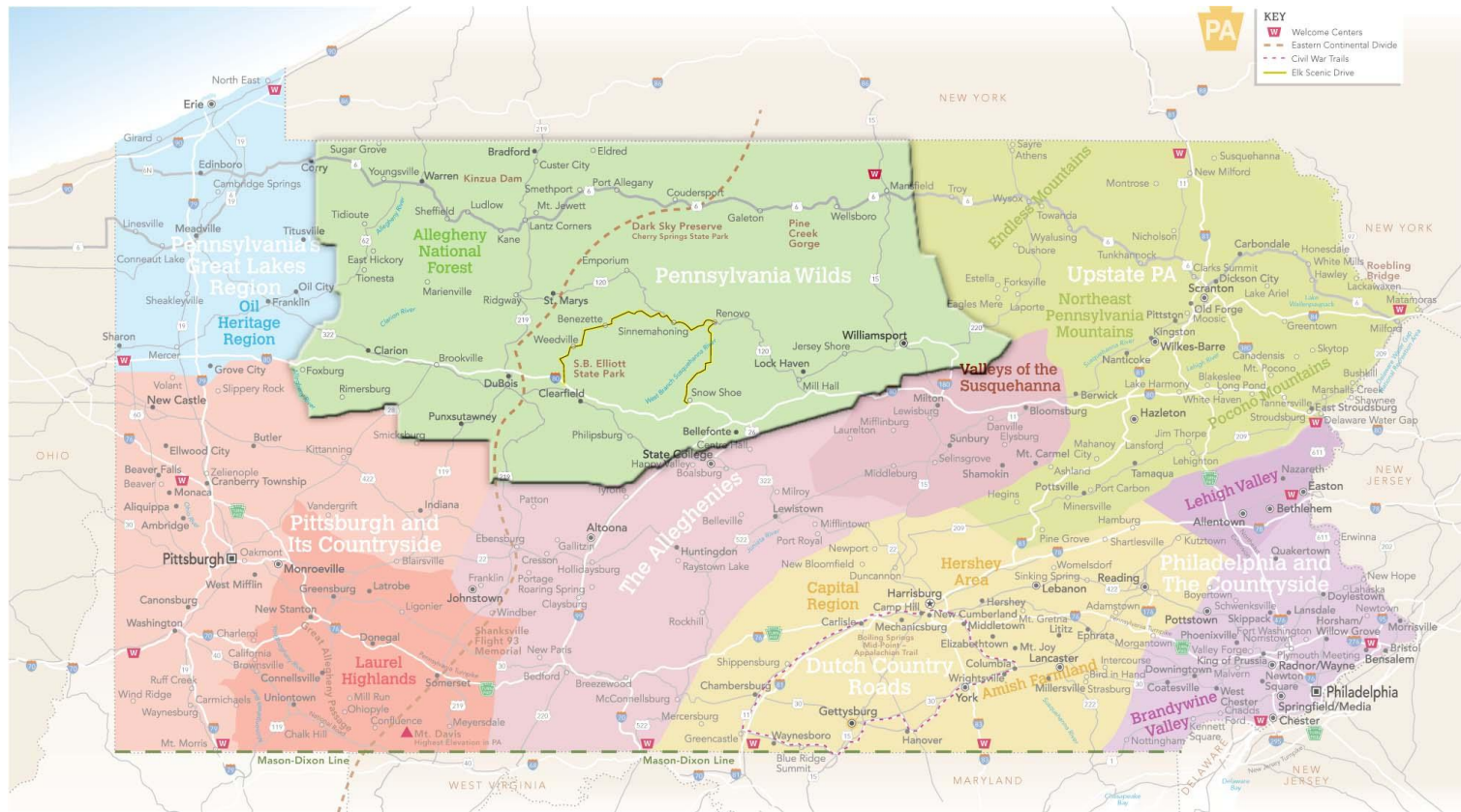
- ⦿ The **Travel USA**[®] program identified 5,790 survey respondents who visited Pennsylvania on an overnight trip and 4,530 on a day-trip in 2011.
- ⦿ A follow-up survey was sent to a representative sample of these visitors to augment the information from **Travel USA**[®], providing more in-depth information on visitor spending and visitor activity, as well as strategic data on trip characteristics, planning and booking, and visitor impressions of Pennsylvania's tourism product.
- ⦿ There were 1,883 total responses for the overnight segment and 990 total responses for the day-trip segment from this return sample.
- ⦿ Estimates of Pennsylvania's overnight and day-trip volume were based on a number of sources, including **Travel USA**[®], the customized return-to-sample research, and consultations with Tourism Economics.

Research Methodology (cont'd)



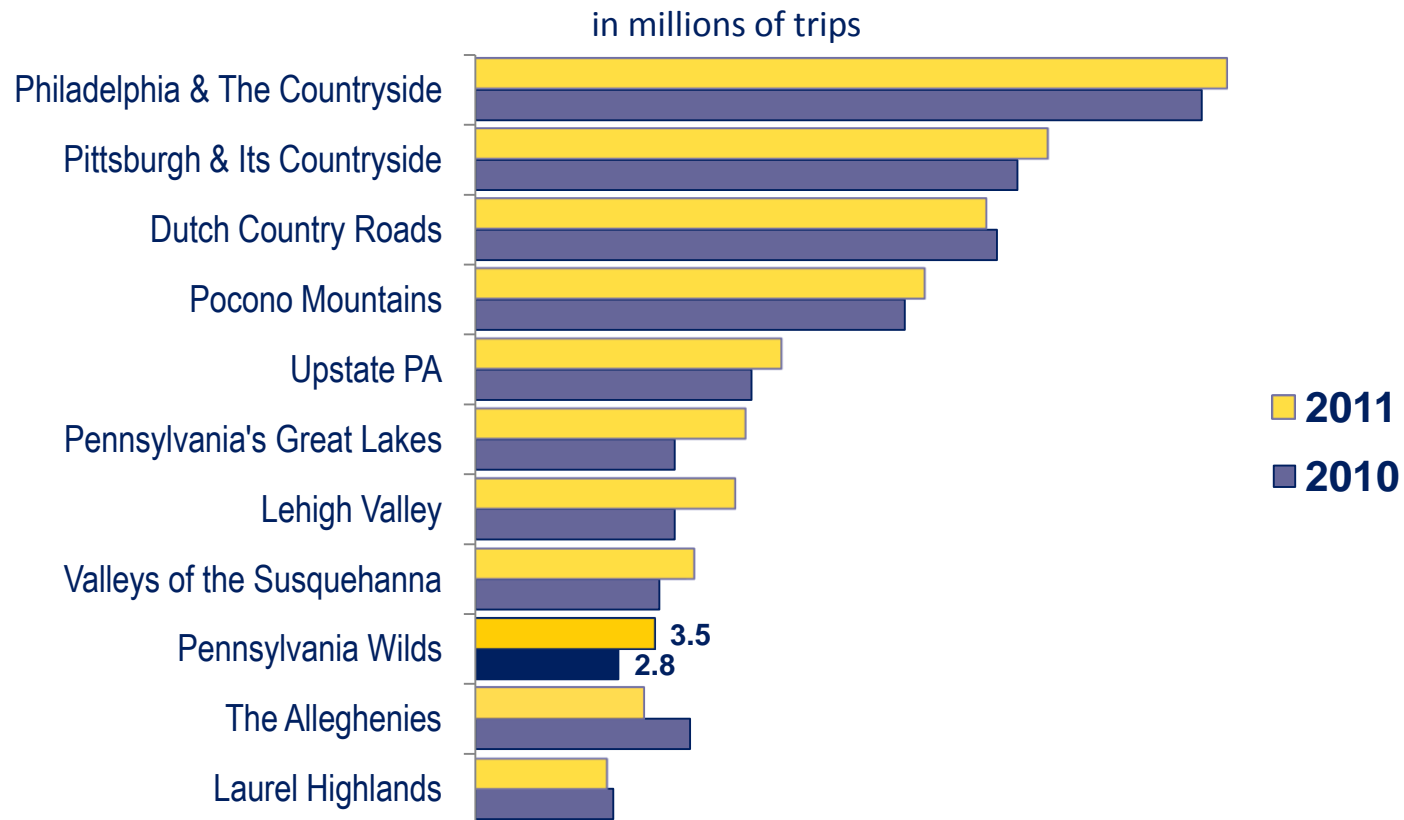
- ⦿ Estimates of Pennsylvania's overnight and day-trip travel volume are based on a number of sources including Travel USA®, the custom return-to-sample research discussed above, historic data from previous research conducted for the Pennsylvania Tourism Office, and consultations with Tourism Economics, the contractor responsible for Pennsylvania's annual economic impact of travel and tourism estimates.

Pennsylvania Wilds Region



Pennsylvania Wilds Region Visitor Volume

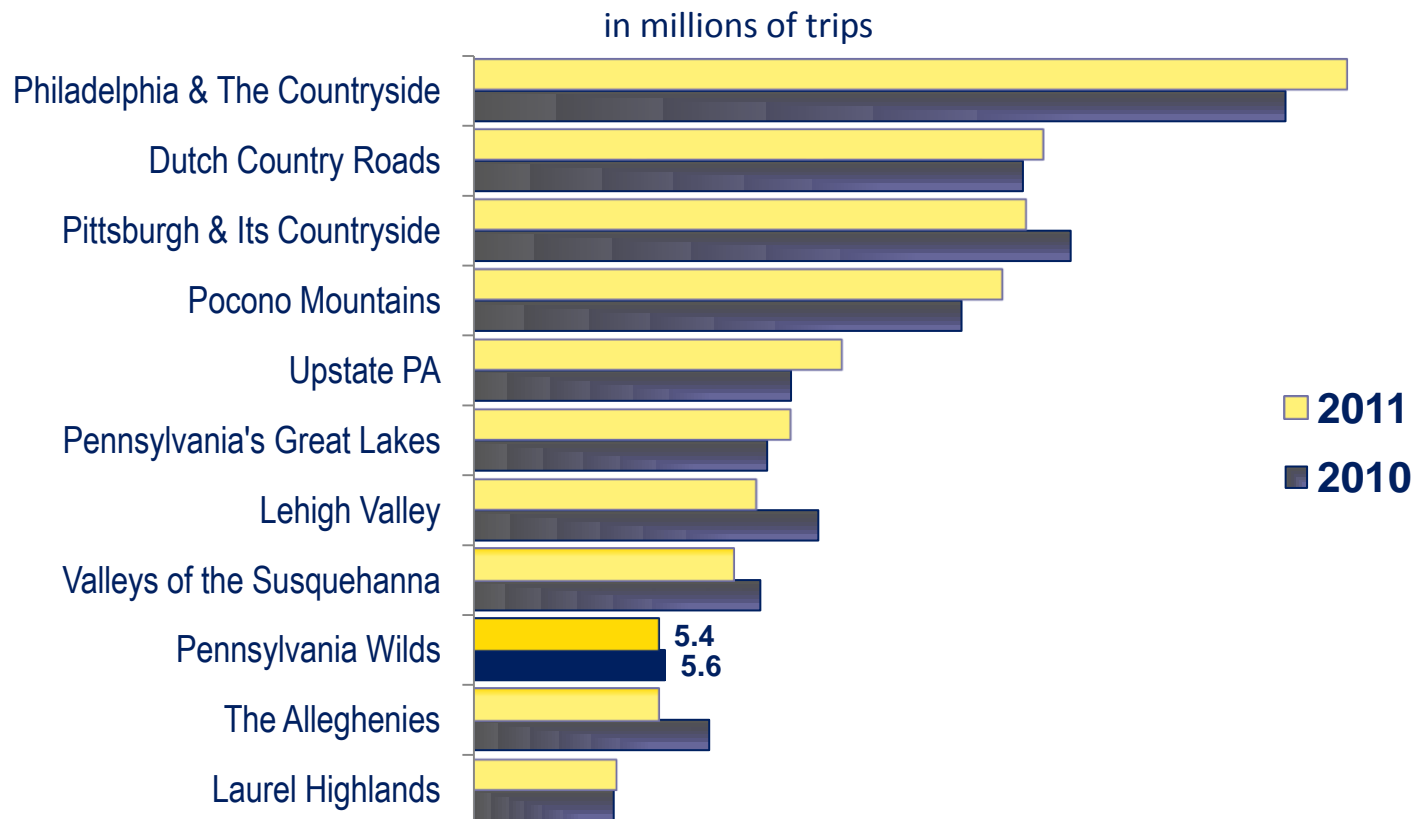
Regions Visited on Overnight Trips*



*Spent time in region

Sum of regions will exceed State total as a number of travelers visited more than one region.

Regions Visited on Day Trips*



*Spent time in region
Sum of regions will exceed State total as a number of travelers visited more than one region.

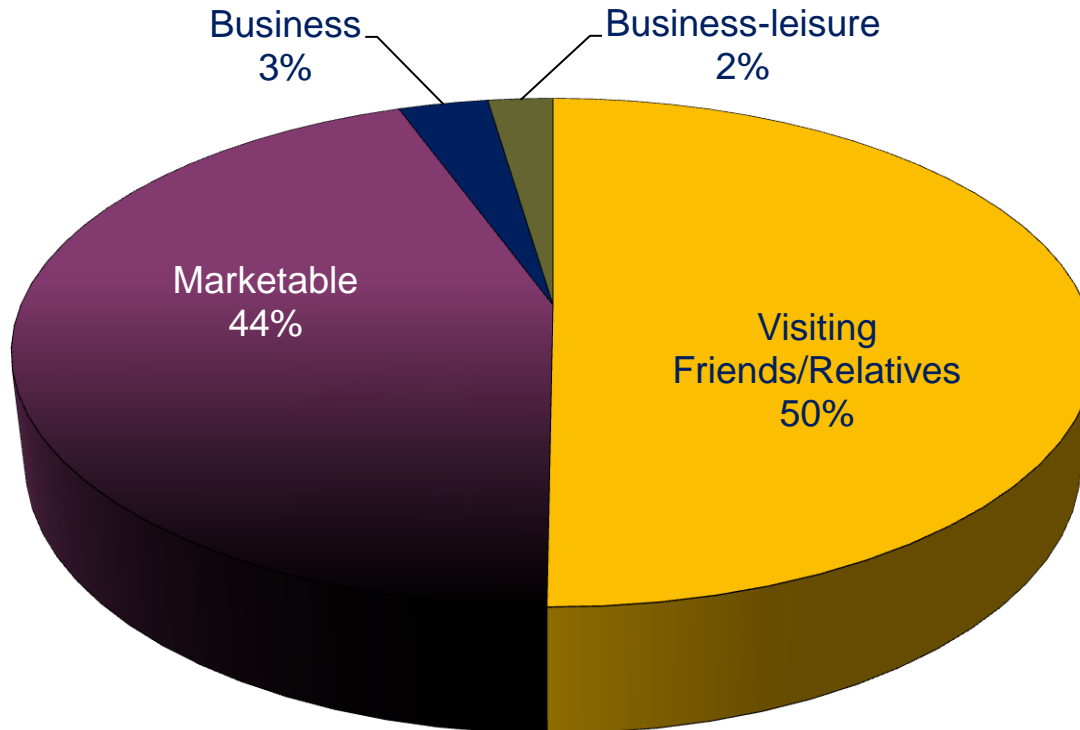
Pennsylvania Wilds Region Main Reason for Trip

Main Reason for Overnight Trip



Base: Total Overnight Trips

The Pennsylvania Wilds region had the third highest proportion of overnight travelers visiting a region for marketable leisure purposes in 2011 among the state's tourism regions.

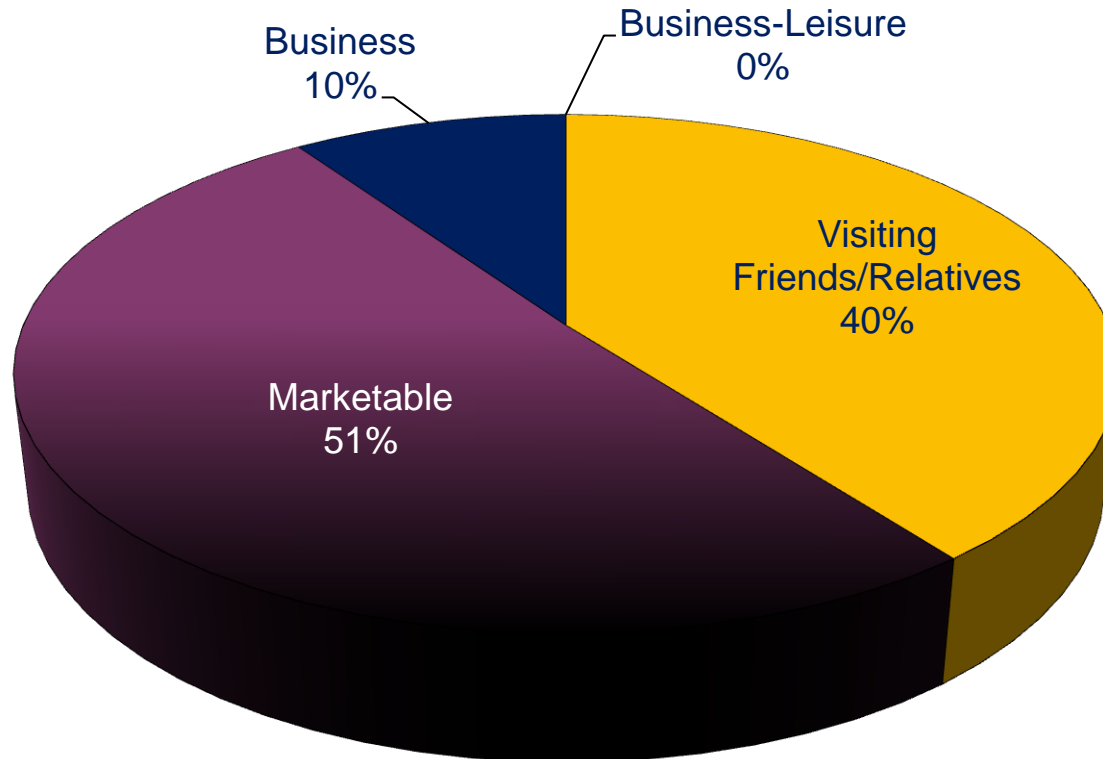


Main Reason for Day-Trip



Base: Total Day-Trips

The Pennsylvania Wilds region had the second highest proportion of day-trip travelers visiting a region for strictly business purposes in 2011 among the state's tourism regions.

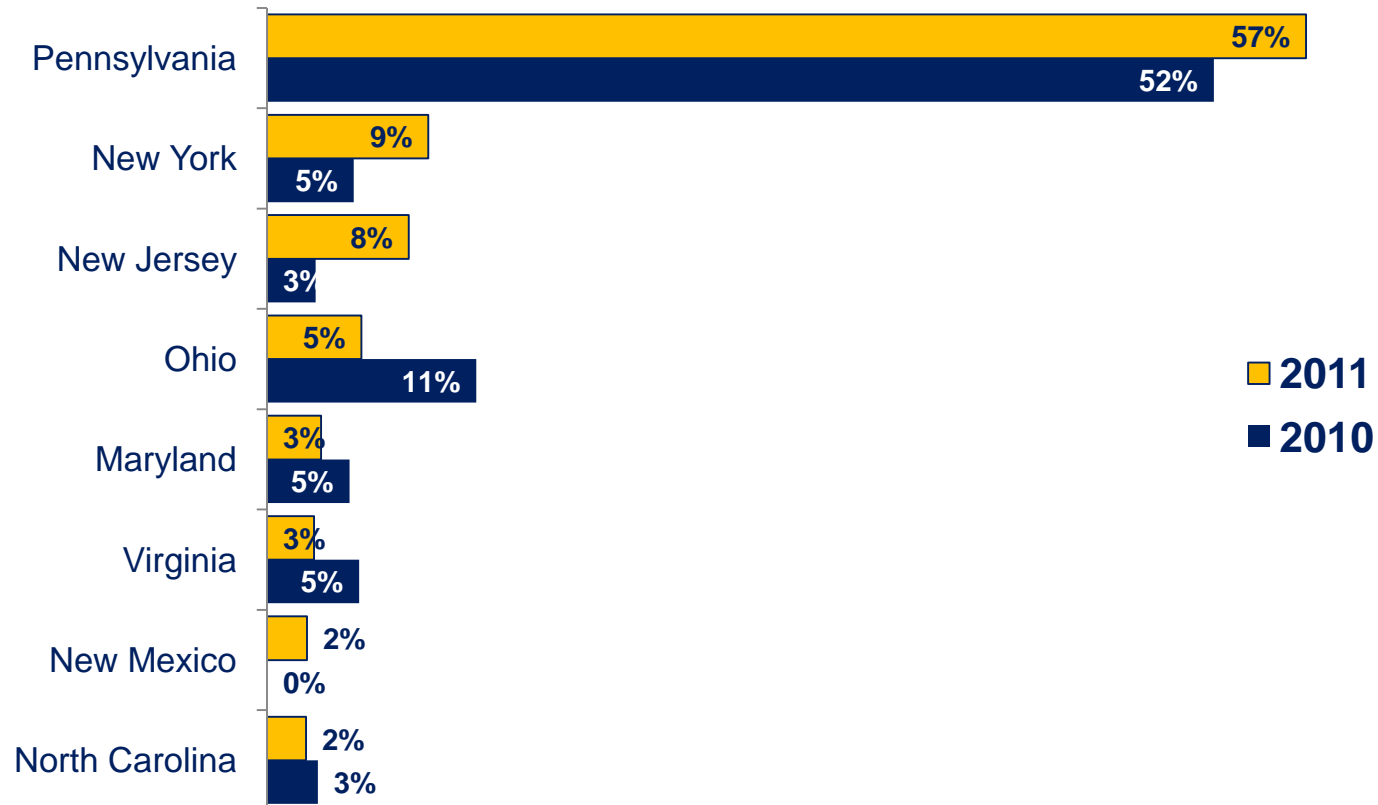


**Pennsylvania Wilds Region
Origin Markets – Overnight Leisure**

Main Origin States for Overnight Leisure Trips



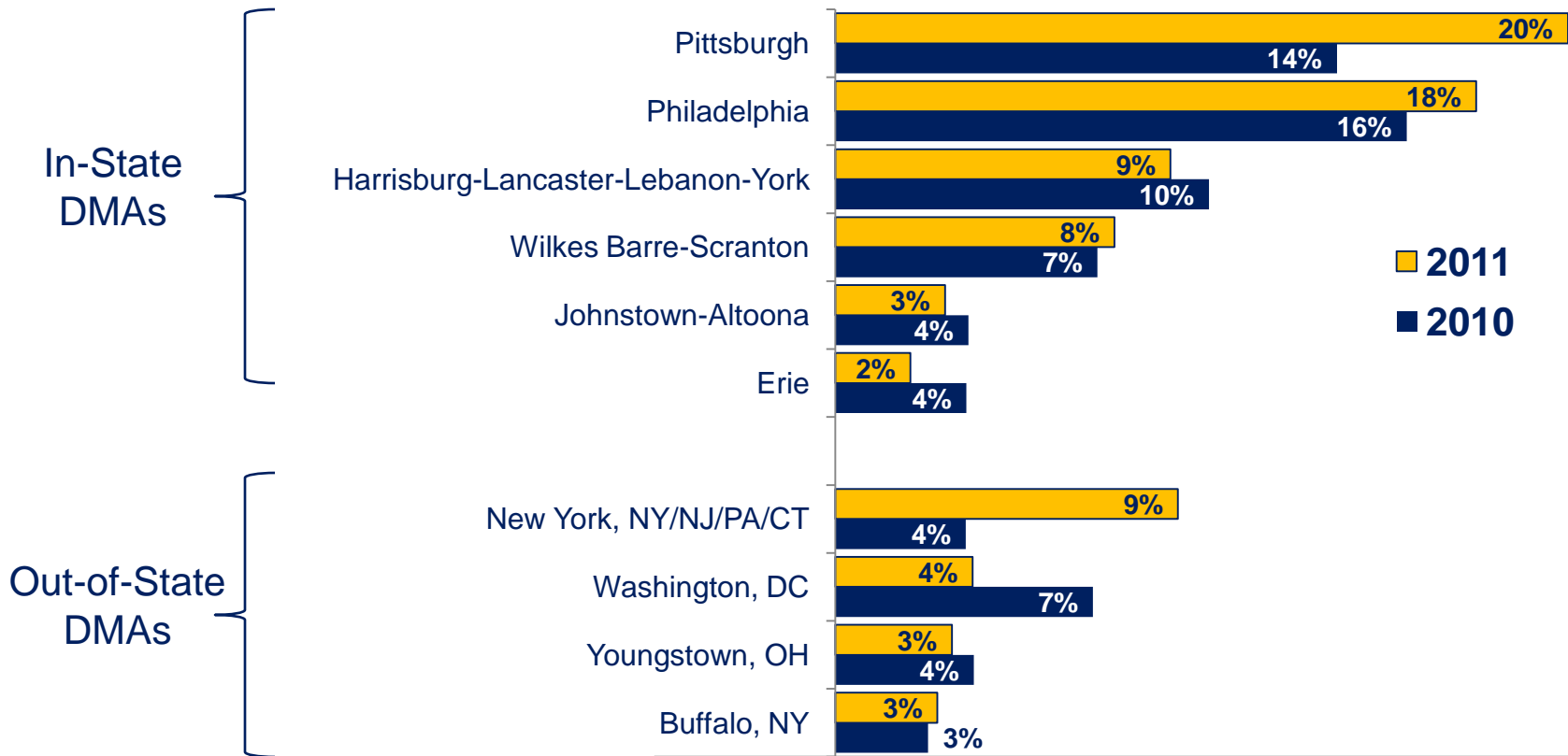
Base: Total Overnight Leisure Trips



Main Urban Markets for Overnight Leisure Trips



Base: Total Overnight Leisure Trips

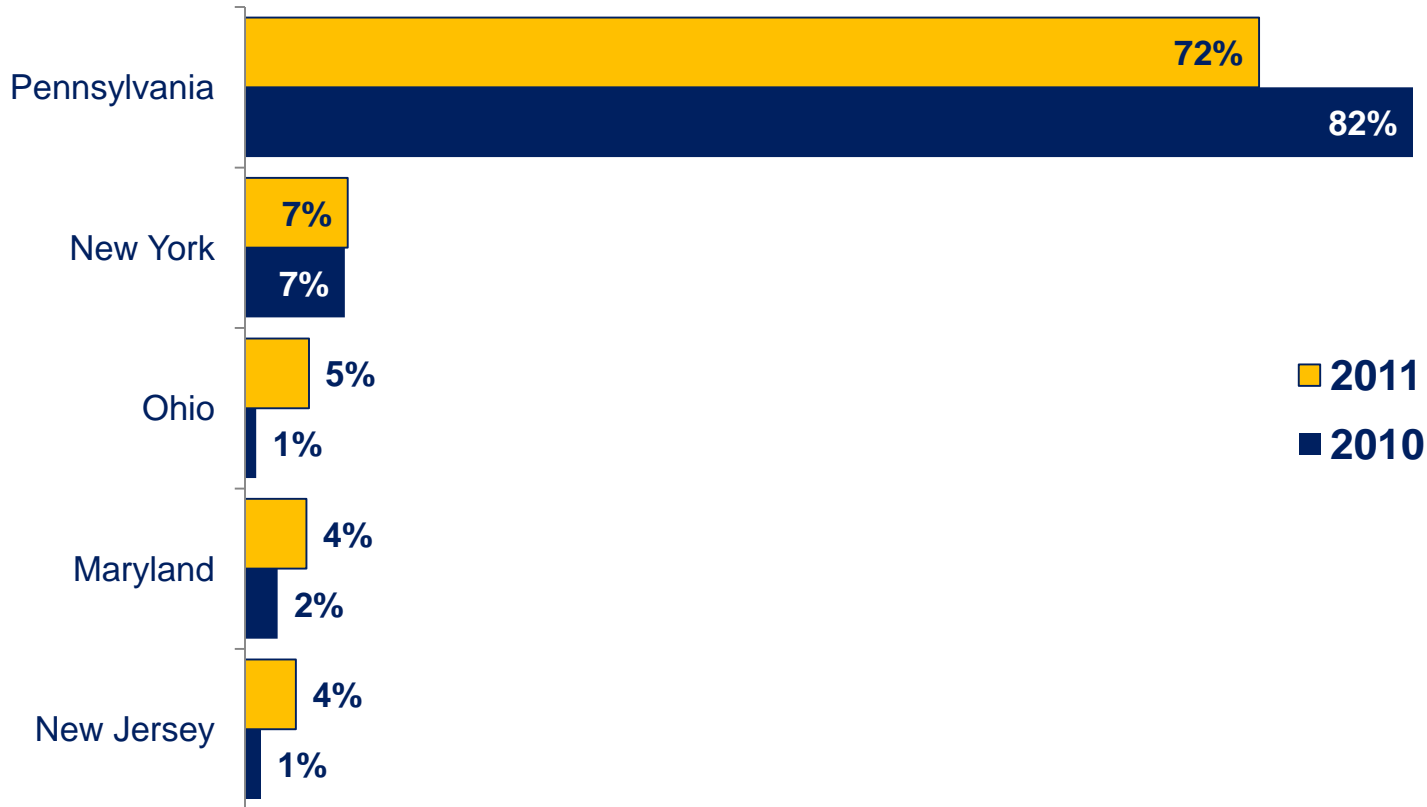


Pennsylvania Wilds Region Origin Markets – Leisure Day-Trips

Main Origin States for Leisure Day-Trips



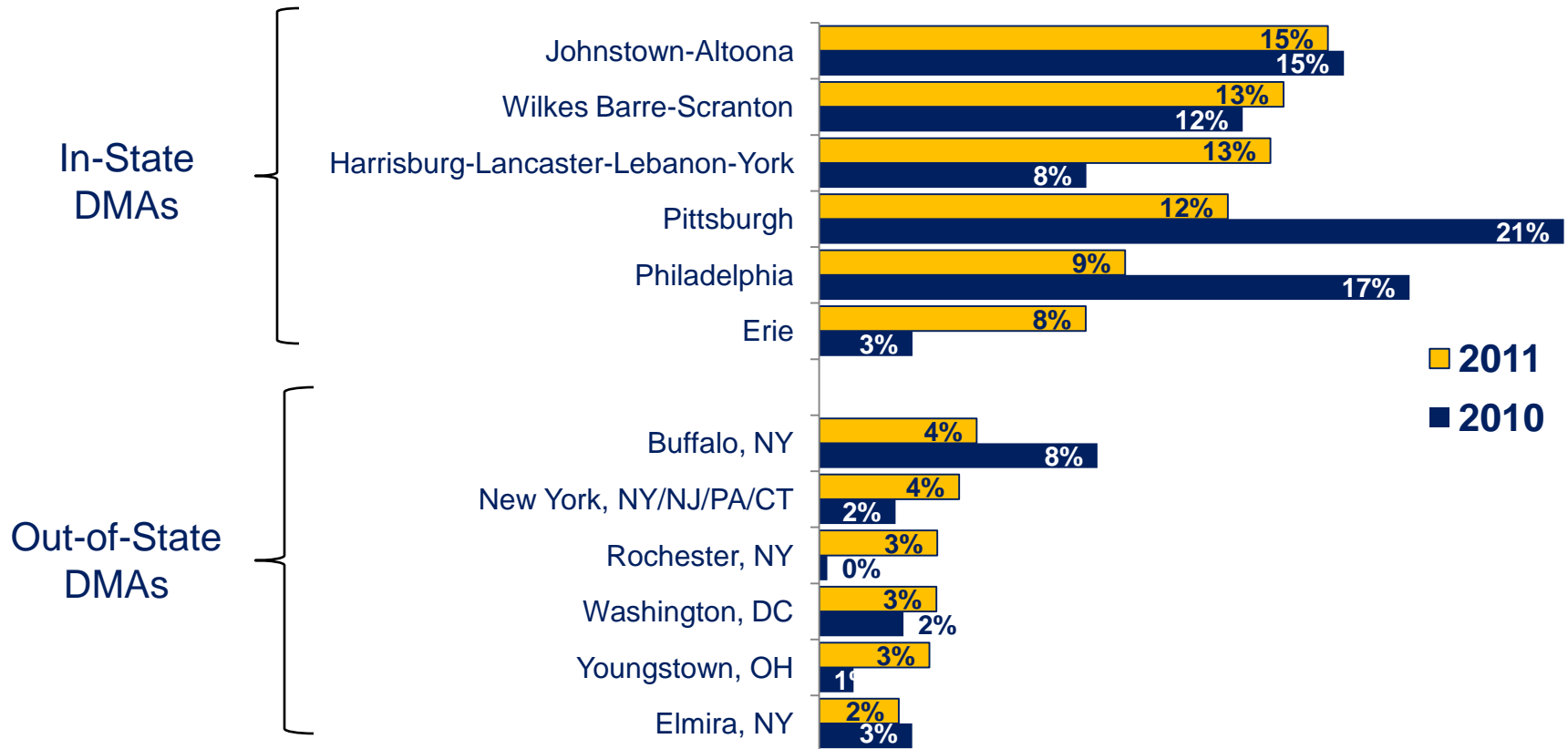
Base: Total Leisure Day-Trips



Main Urban Markets for Leisure Day-Trips



Base: Total Leisure Day-Trips



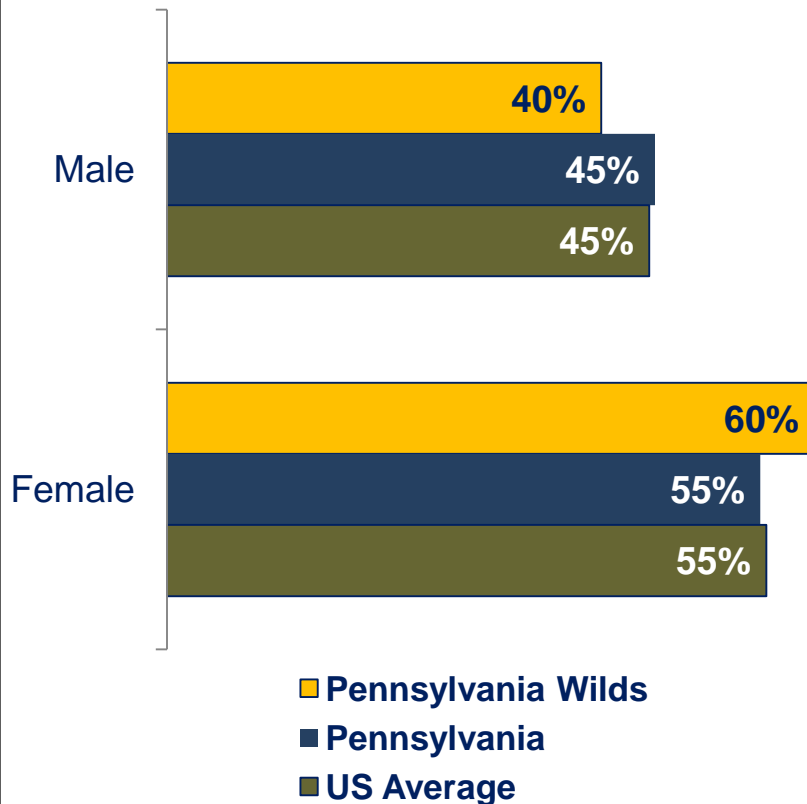
Pennsylvania Wilds Region Traveler Profile

Gender



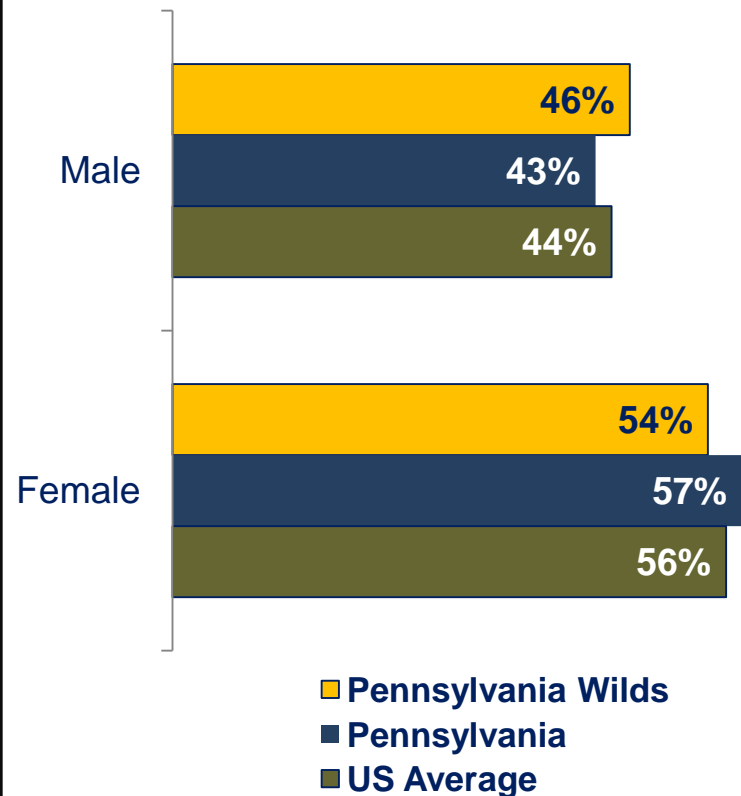
OVERNIGHT

Base: Total Overnight Leisure Trips



DAY-TRIPS

Base: Total Leisure Day-Trips

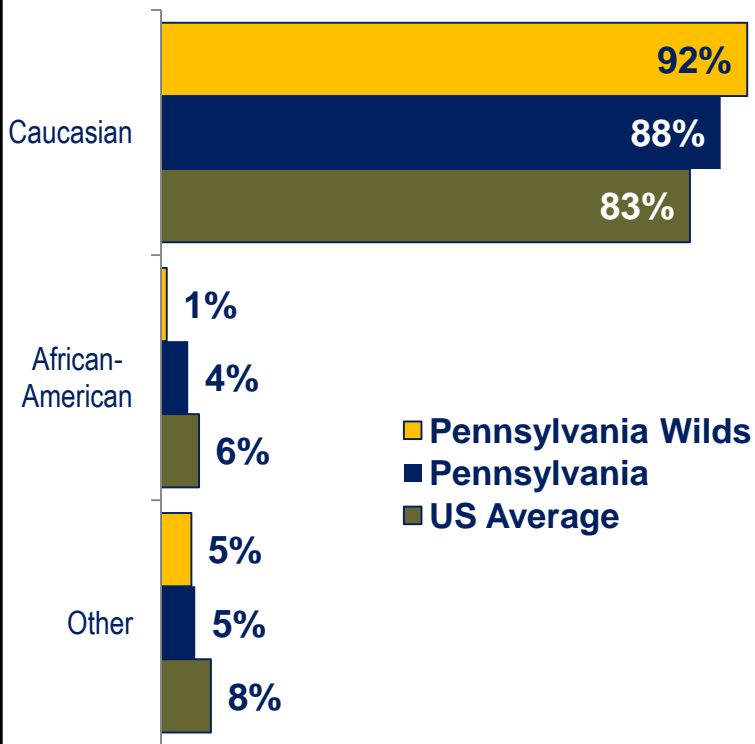


Race



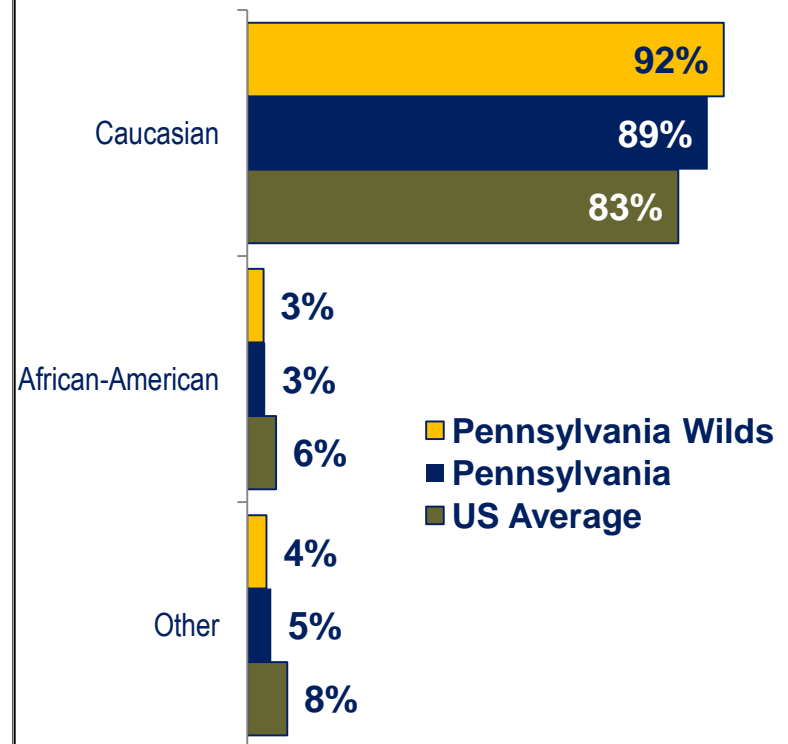
OVERNIGHT

Base: Total Overnight Leisure Trips



DAY-TRIPS

Base: Total Leisure Day-Trips

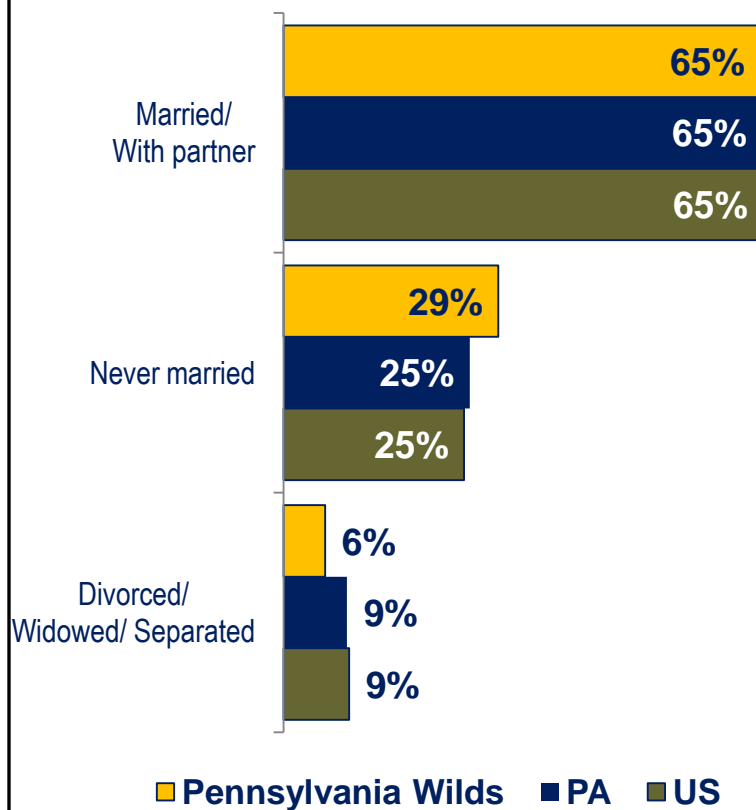


Marital Status



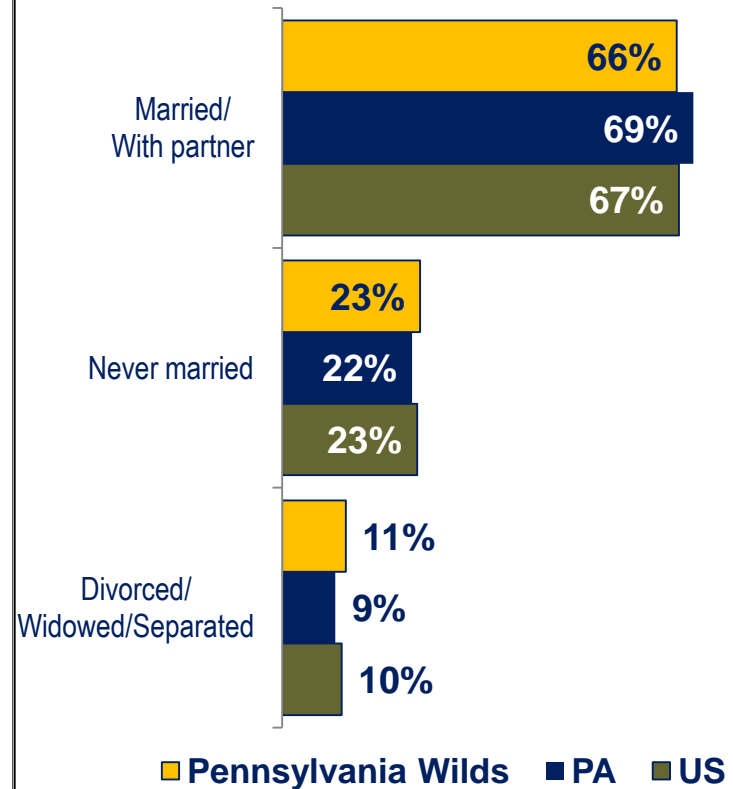
OVERNIGHT

Base: Total Overnight Leisure Trips



DAY-TRIPS

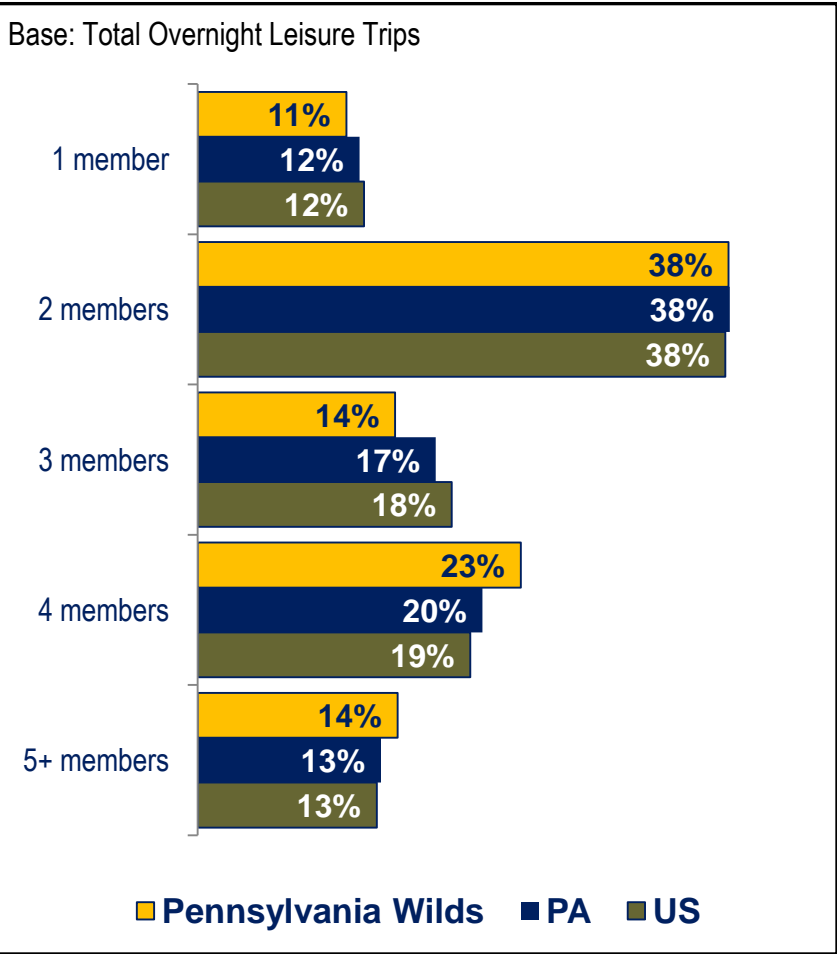
Base: Total Leisure Day-Trips



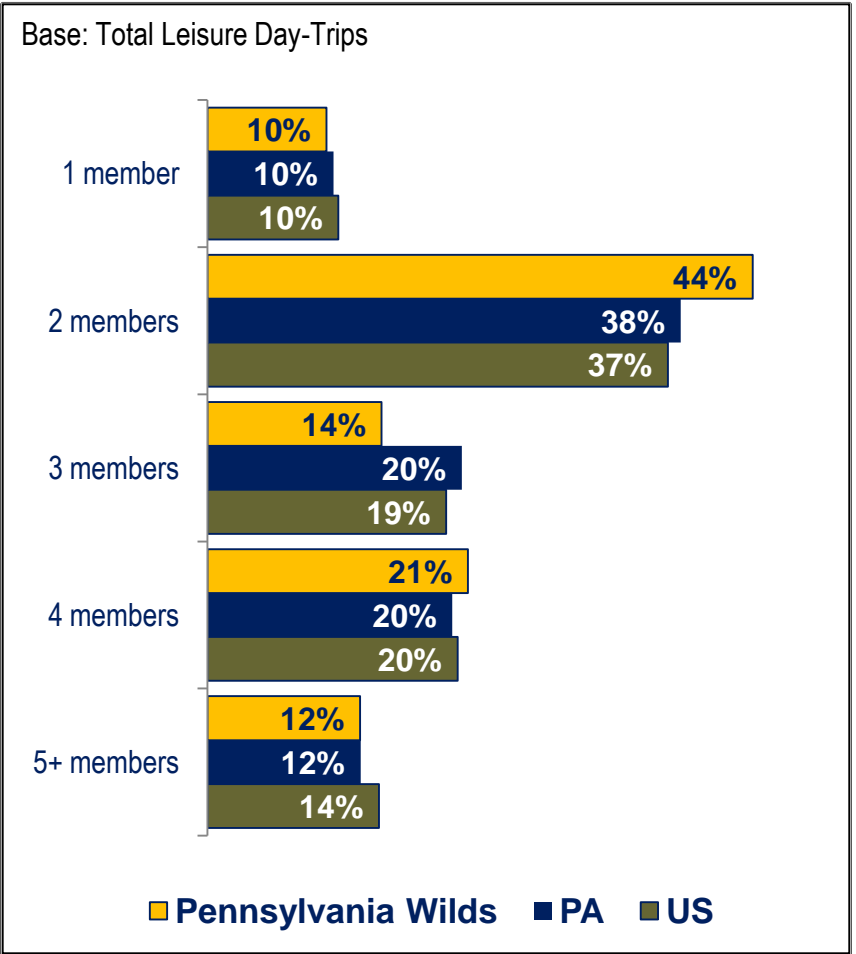
Household Size



OVERNIGHT



DAY-TRIPS

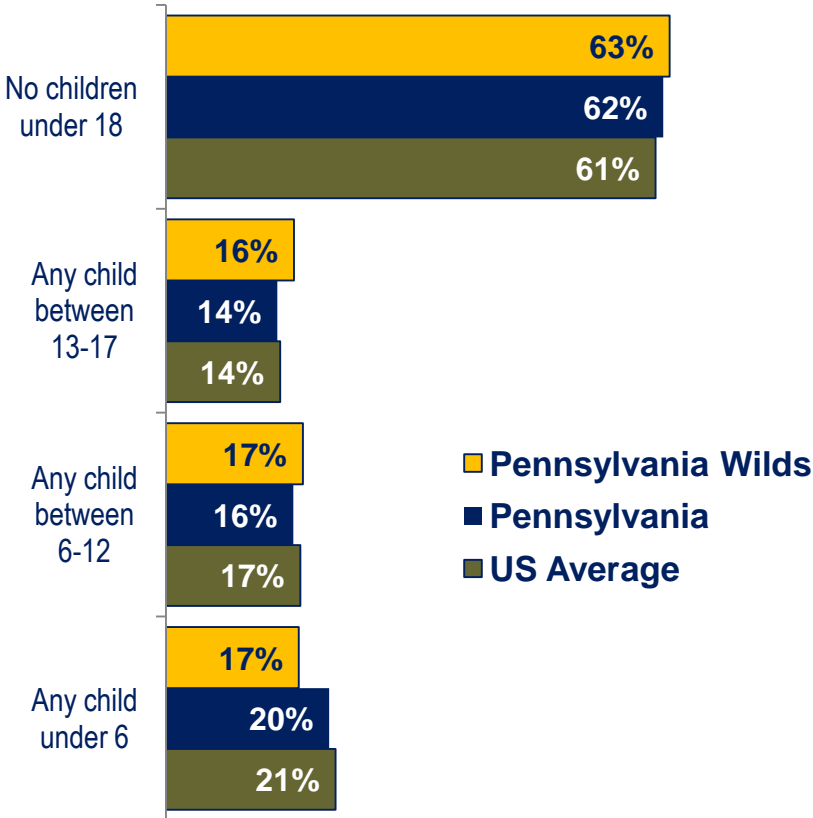


Children in Household



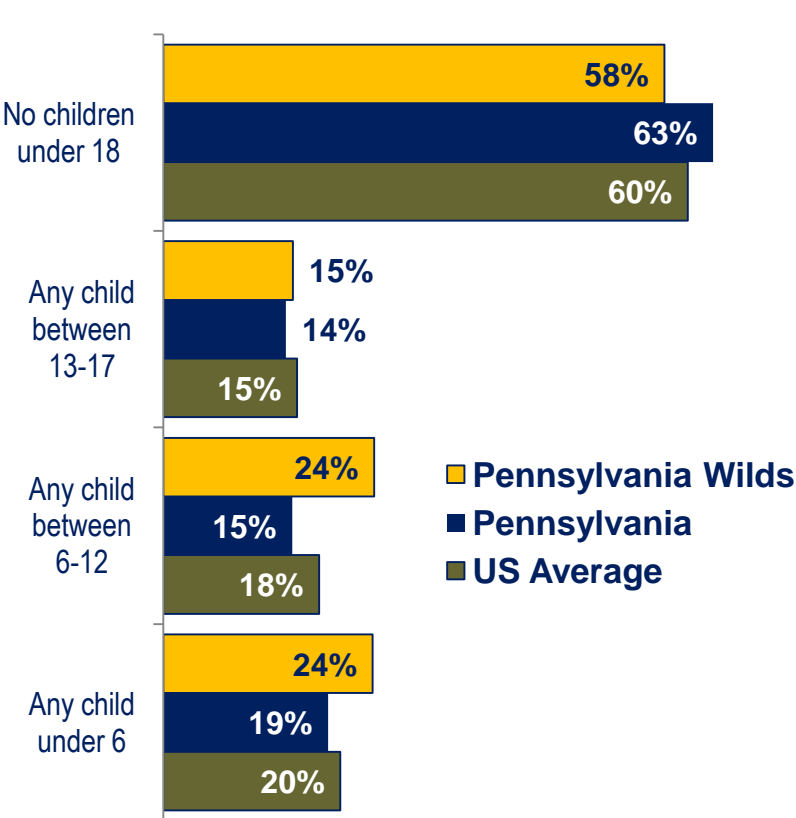
OVERNIGHT

Base: Total Overnight Leisure Trips



DAY-TRIPS

Base: Total Leisure Day-Trips

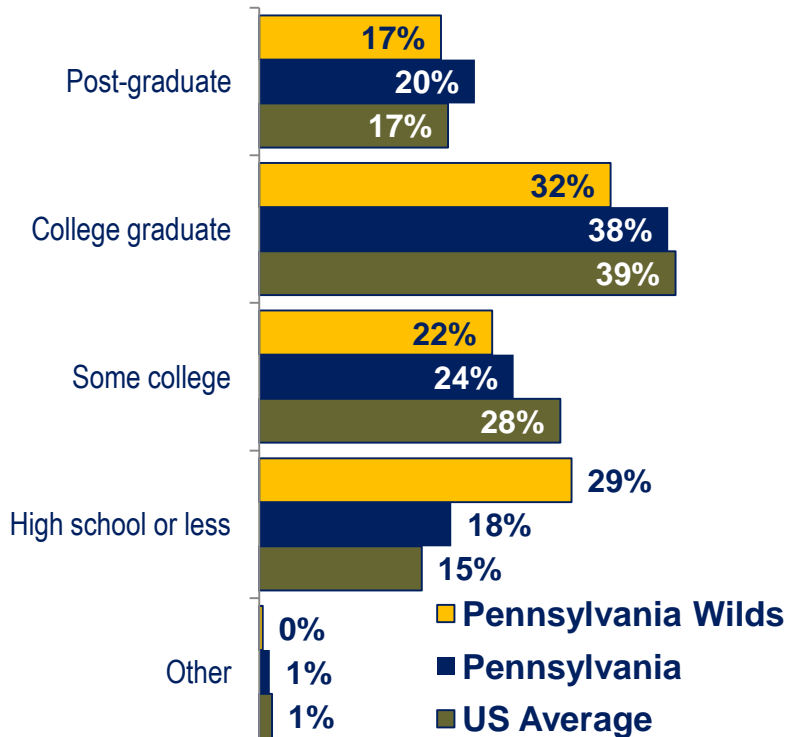


Education



OVERNIGHT

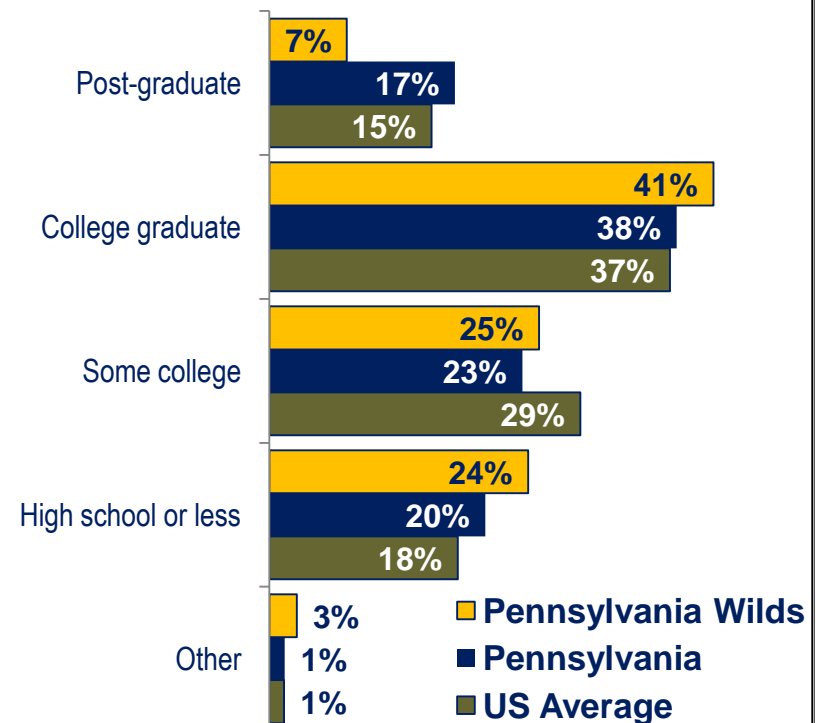
Base: Total Overnight Leisure Trips



College graduate includes both bachelor's and associate's degree holders.

DAY-TRIPS

Base: Total Leisure Day-Trips



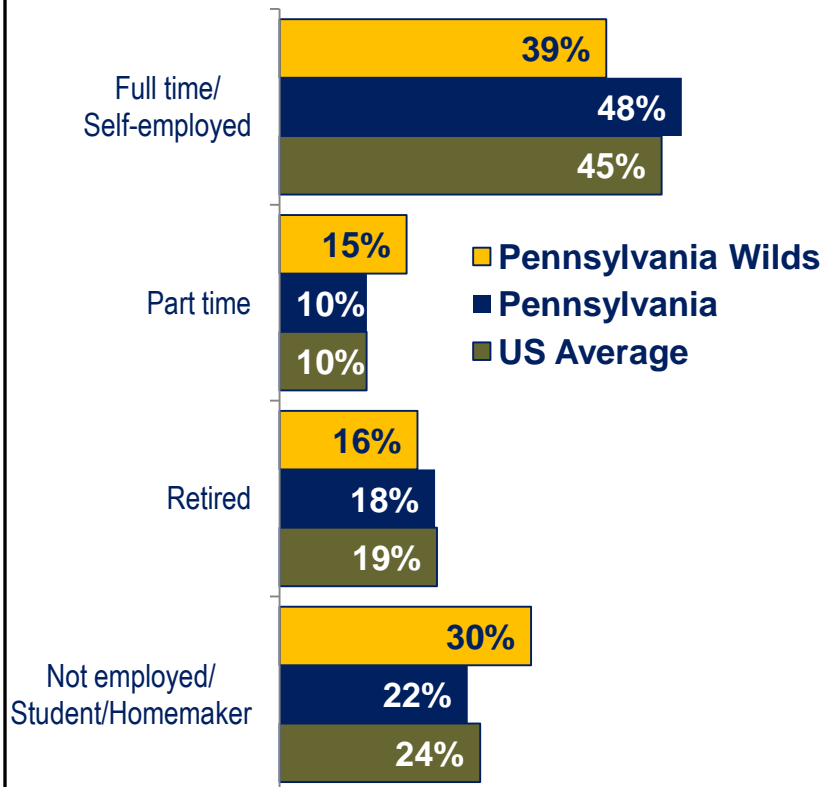
College graduate includes both bachelor's and associate's degree holders.

Employment



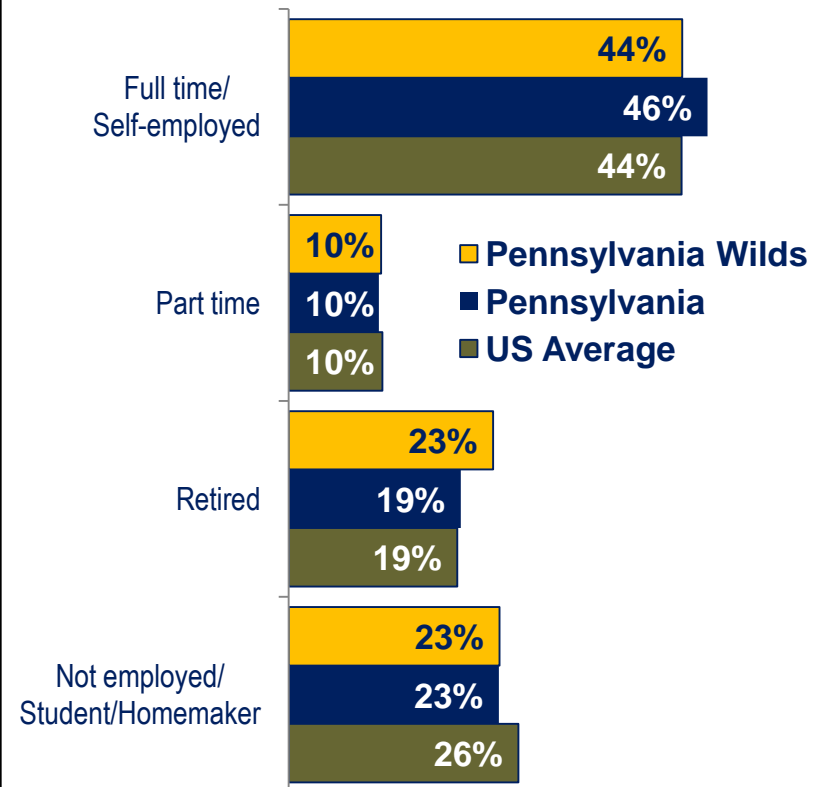
OVERNIGHT

Base: Total Overnight Leisure Trips



DAY-TRIPS

Base: Total Leisure Day-Trips

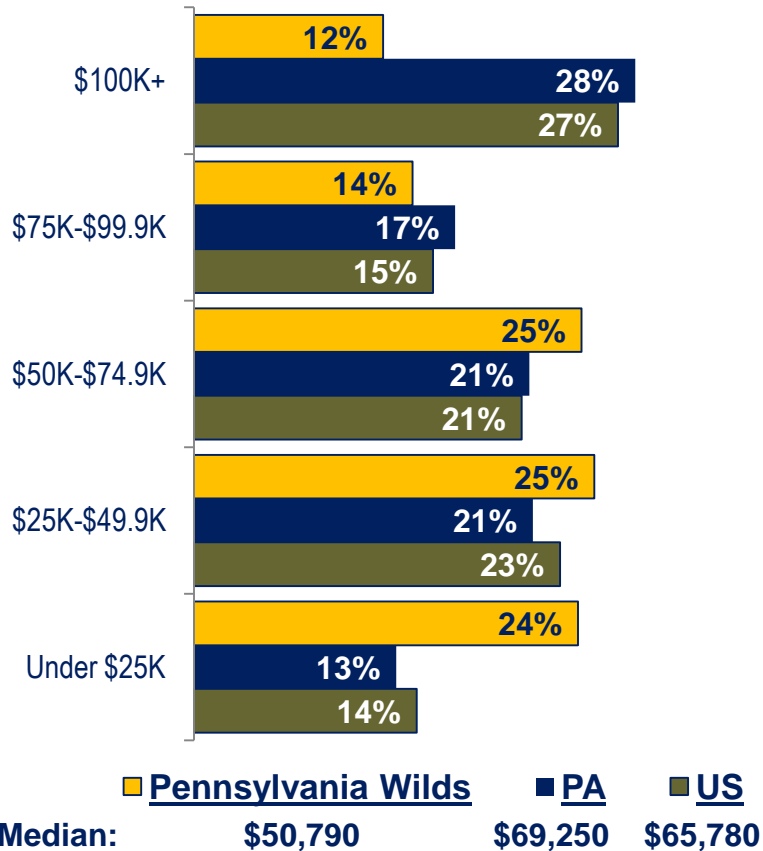


Income



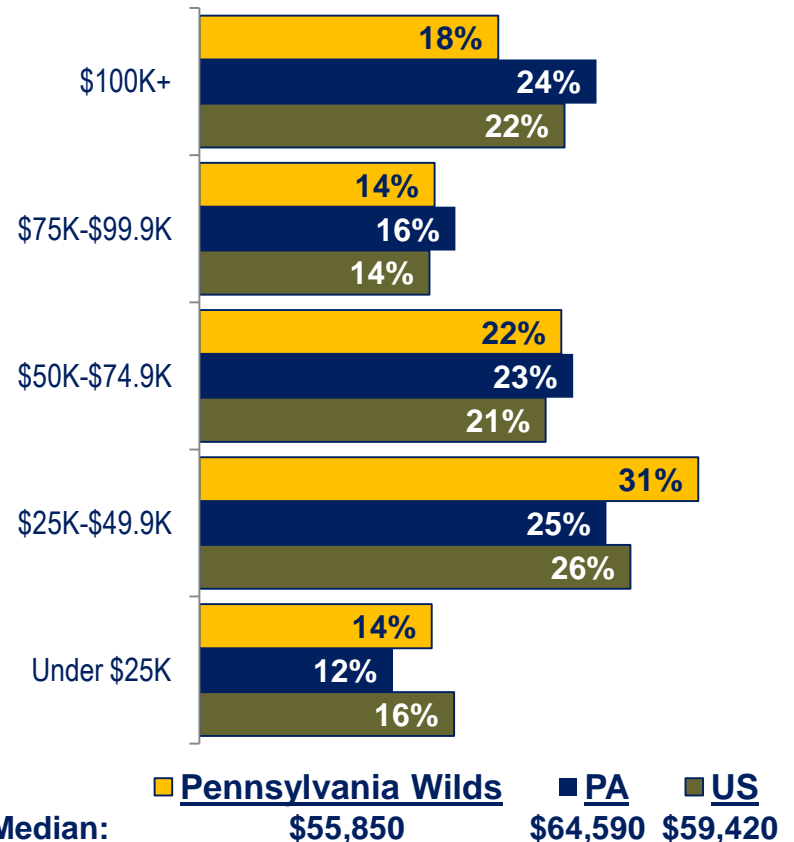
OVERNIGHT

Base: Total Overnight Leisure Trips



DAY-TRIPS

Base: Total Leisure Day-Trips



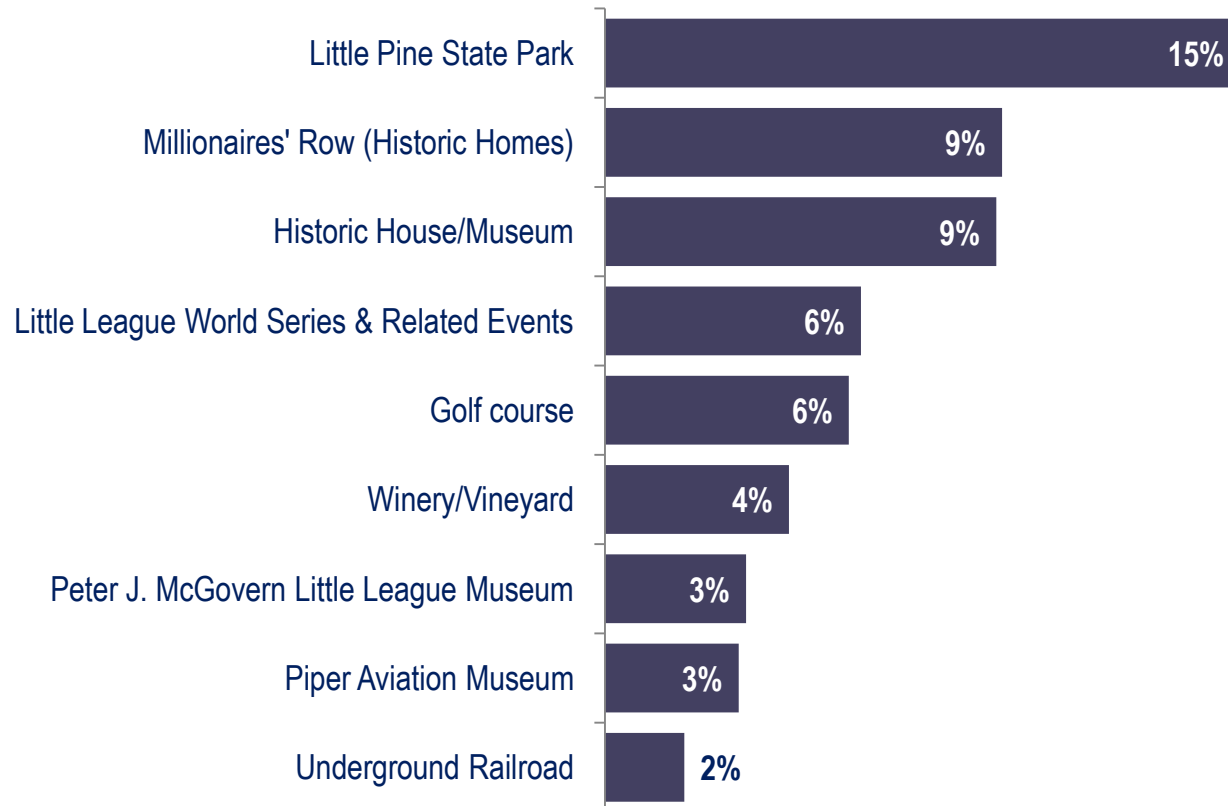
Pennsylvania Wilds Region

**Attractions Visited
— Overnight Marketable Trips**

Attractions/Events Visited Pennsylvania Wilds Region*



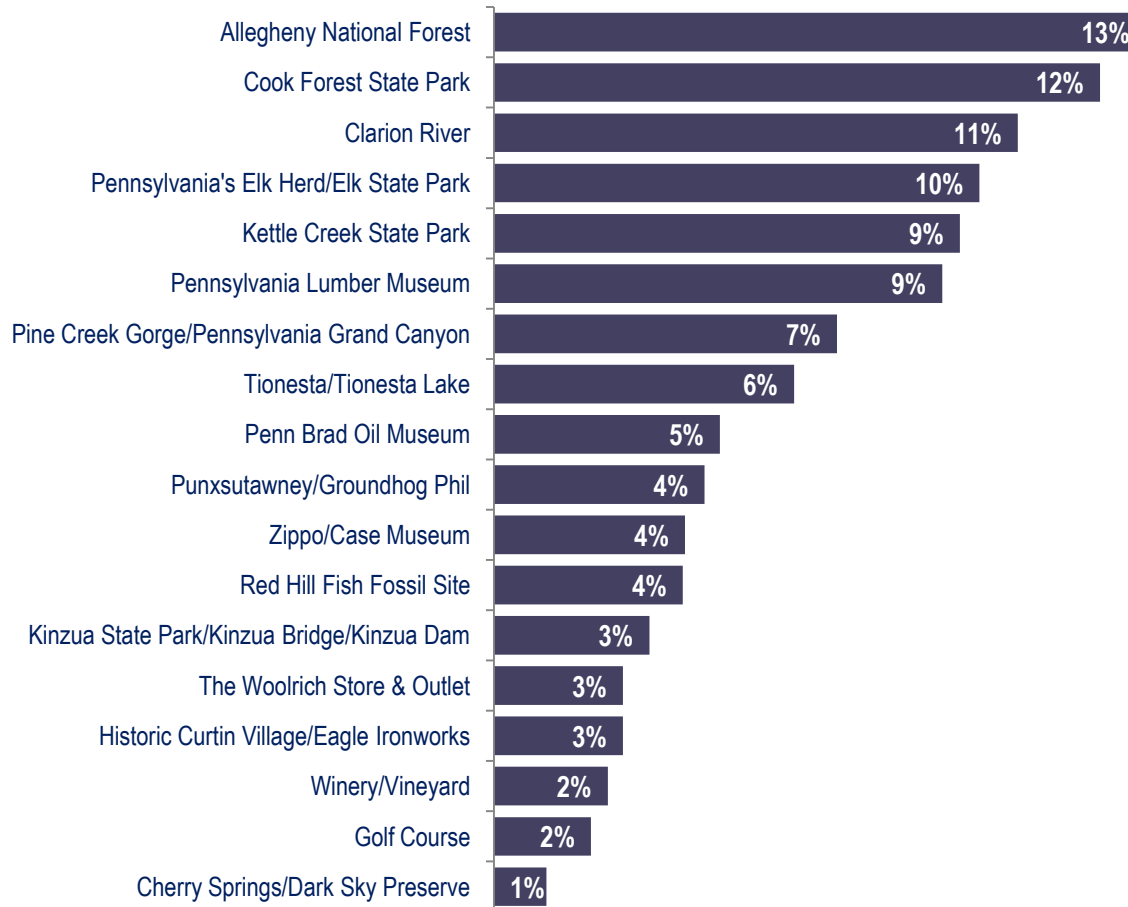
Base: Total Overnight Trips



Attractions/Events Visited Pennsylvania Wilds Region*



Base: Total Overnight Trips



*Remainder of region

Pennsylvania Wilds Region

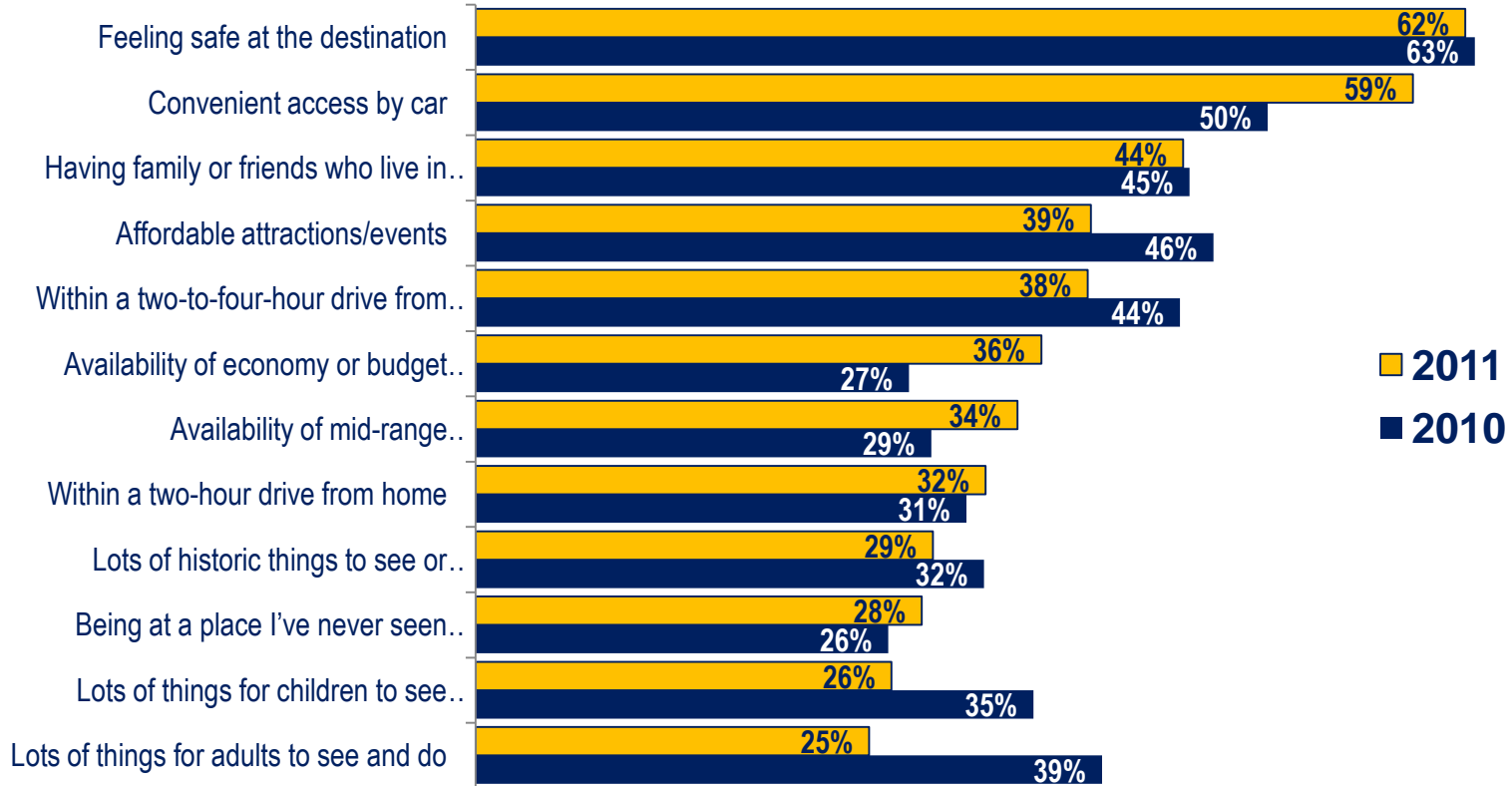
Importance of Factors In Choosing to Visit the Region

Importance of Factors In Choosing to Visit Pennsylvania Wilds Region



Base: Total Overnight Trips

% Rating Factor as Very Important*

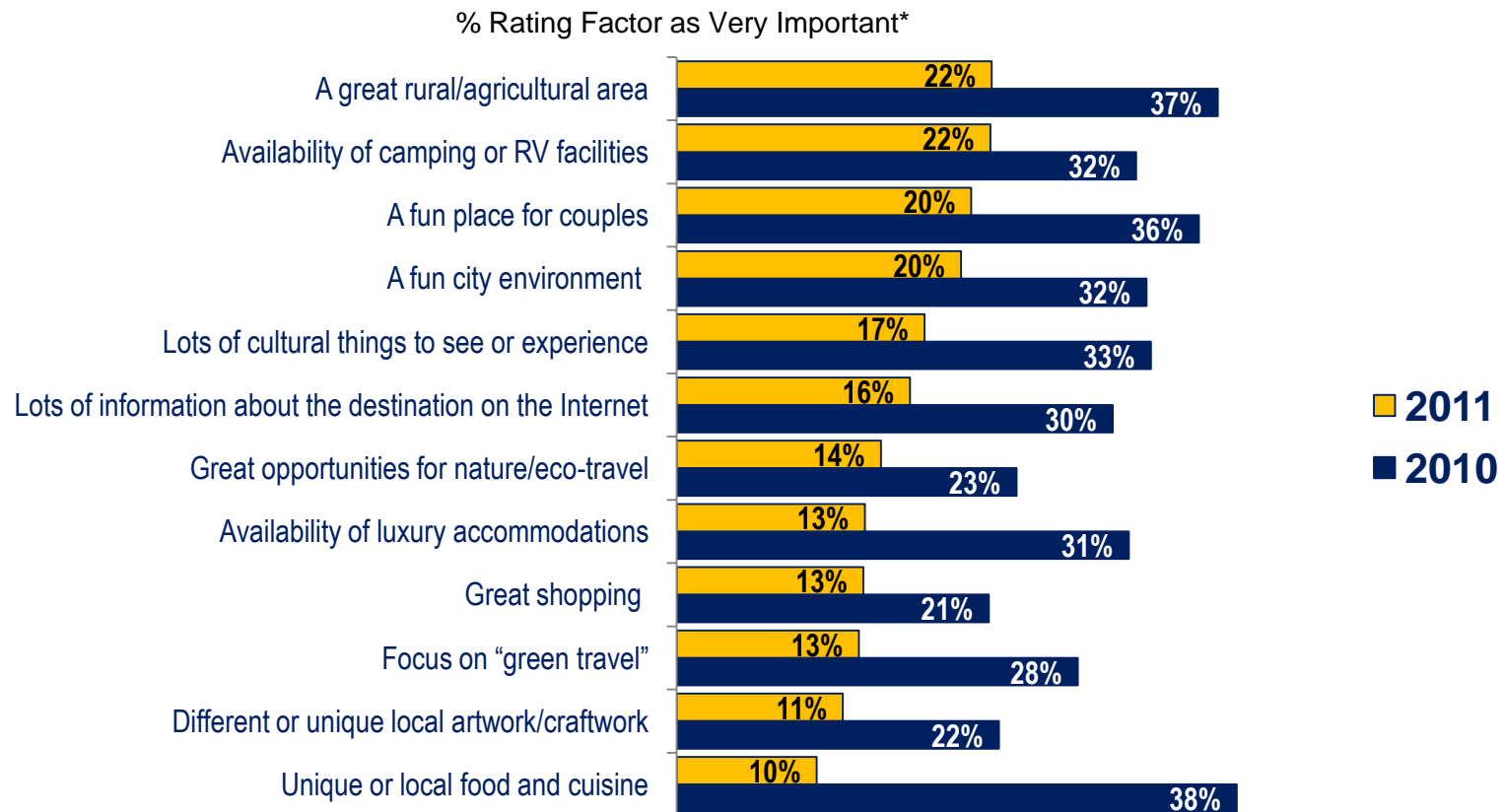


* Rated 8, 9 or 10 on 10-pt. Importance scale

Importance of Factors In Choosing to Visit Pennsylvania Wilds Region (cont'd)



Base: Total Overnight Trips



* Rated 8, 9 or 10 on 10-pt. Importance scale