

GREATER PHILADELPHIA VISITOR PROFILE

☀ Day Leisure 2017



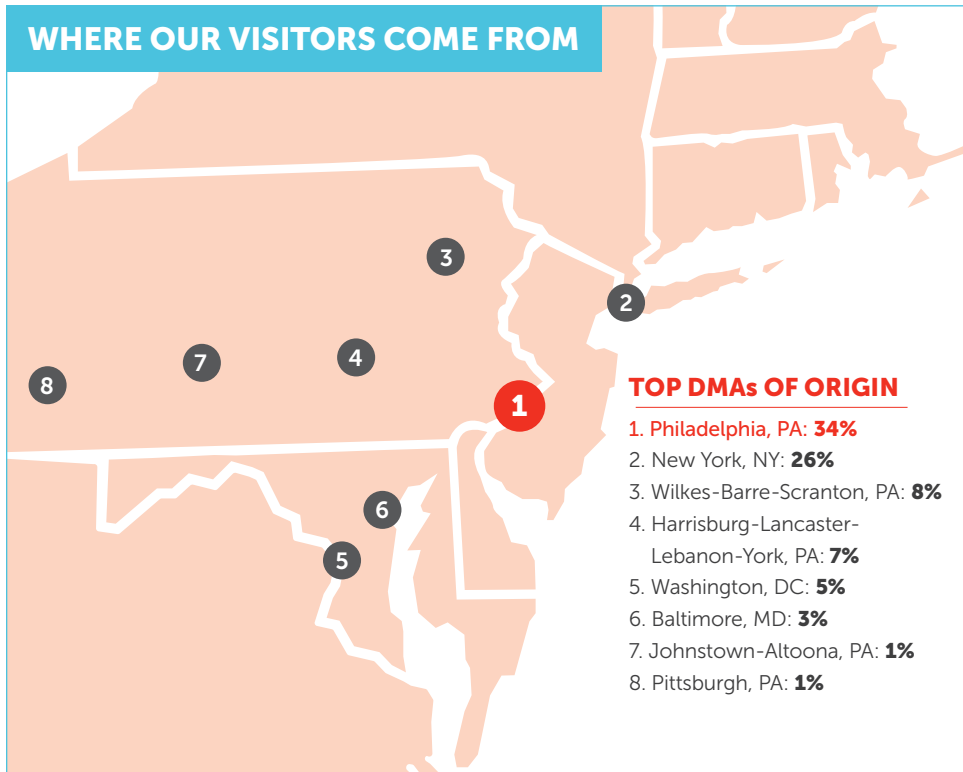
There were **23.1 million** day leisure visitors to the region in 2017. This is an increase of 3.3%, or 740,000 more visitors, from 2016.

KEY FINDINGS ABOUT DAY LEISURE VISITORS

- One third of day leisure visitors to Greater Philadelphia come from the Philadelphia DMA; one quarter come from the New York DMA.
- Greater Philadelphia attracts day leisure visitors of all ages, with the greatest proportion (40%) aged 35 to 54.
- A greater proportion of day leisure visitors to Greater Philadelphia have graduate degrees and higher household incomes compared to the national average.
- Almost half of day leisure visitors come to Greater Philadelphia to visit family or friends. The other top reasons to visit are for a city trip, for a special event and for a tour.
- While here, the top trip activities for day leisure travelers are shopping, dining out and visiting museums, galleries and historic sites.
- Fewer day leisure visitors to Greater Philadelphia travel with children (29%) compared to the national average (34%).
- Day leisure visitors to Greater Philadelphia visit year-round, with slightly more visiting in summer months from June through September.

VISITOR DEMOGRAPHICS

Greater Philadelphia vs. National	G.P.	U.S.
Average Age	46	45
18-34	30%	32%
35-54	40%	38%
55+	30%	30%
Average Household Income	\$67K	\$60K
Over \$100K	22%	16%
\$50-\$99K	36%	36%
Under \$50K	42%	48%
Ethnicity		
Caucasian	80%	83%
African-American	8%	7%
Asian	7%	5%
Hispanic	6%	9%
Education	69%	58%
College/Associates	44%	39%
Post-Grad	25%	19%
Employment		
Full-Time	46%	41%
Part-Time	10%	10%
Self-Employed	7%	8%
Student	8%	7%
Retired	17%	18%
Marital Status		
Married/Living with a Partner	51%	58%



TRIP CHARACTERISTICS

Greater Philadelphia vs. National	G.P.	U.S.
Trip Type		
Visit Family/Friends	44%	41%
Special Event	10%	9%
City Trip	14%	8%
Average Party Size	2.6	2.7
Travel with Children	29%	34%

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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 and visit art galleries/museums and historic sites.



1. SHOPPING

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



2. MUSEUM/GALLERY

Greater Philadelphia: **23%**
National: **10%**



3. HISTORIC SITE

Greater Philadelphia: **14%**
National: **8%**



4. FINE DINING

Greater Philadelphia: **13%**
National: **11%**



5. FESTIVAL/CONCERT

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



6. BAR/DISCO/NIGHTCLUB

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



7. BREWERY/WINERY

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



8. NATIONAL/STATE PARK

Greater Philadelphia: **6%**
National: **7%**



9. PERFORMING ART

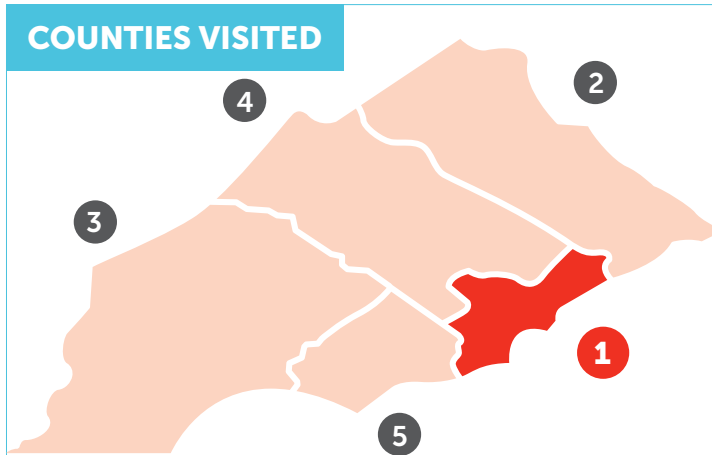
Greater Philadelphia: **5%**
National: **6%**



10. ZOO

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

COUNTIES VISITED



1. Philadelphia 62%

2. Bucks County: **18%**

3. Montgomery County: **13%**

4. Chester County: **13%**

5. Delaware County: **9%**

2017 VISITOR SPENDING

Day & Overnight Visitors

Visitors to Greater Philadelphia (day and overnight, leisure and business) directly spent **\$7.1 billion** in the region in 2017.

