

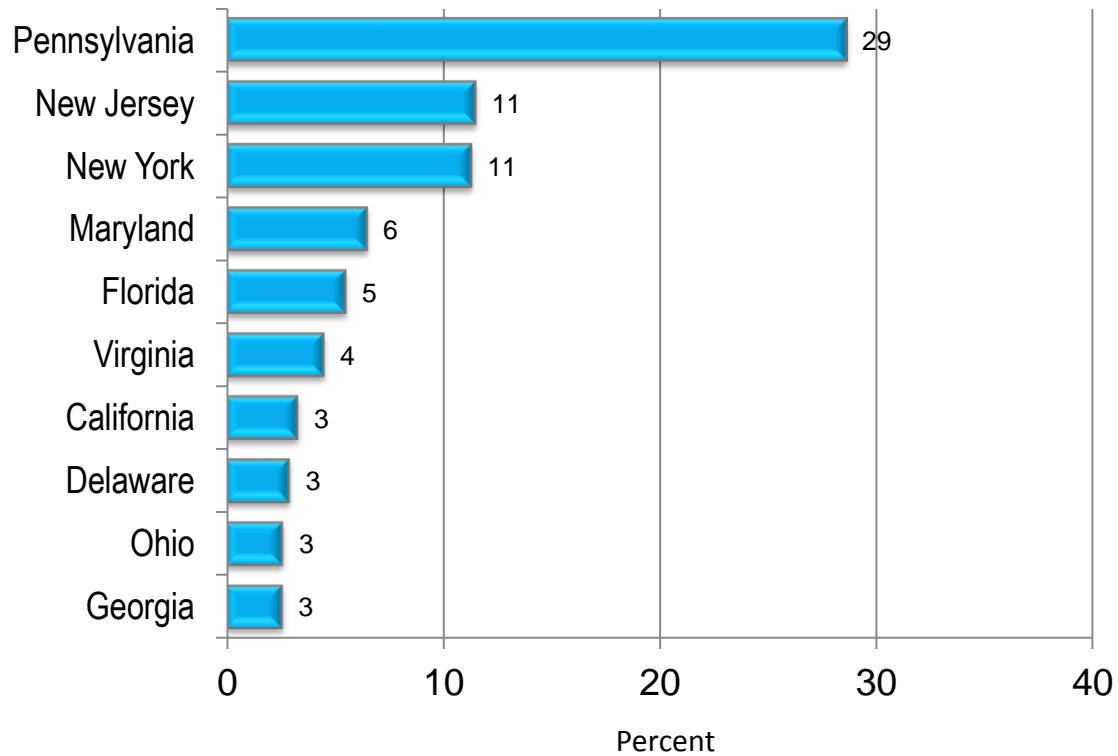
Philadelphia & The Countryside 2011 Visitor Report

Final Report
May 2012

State Origin Of Trip



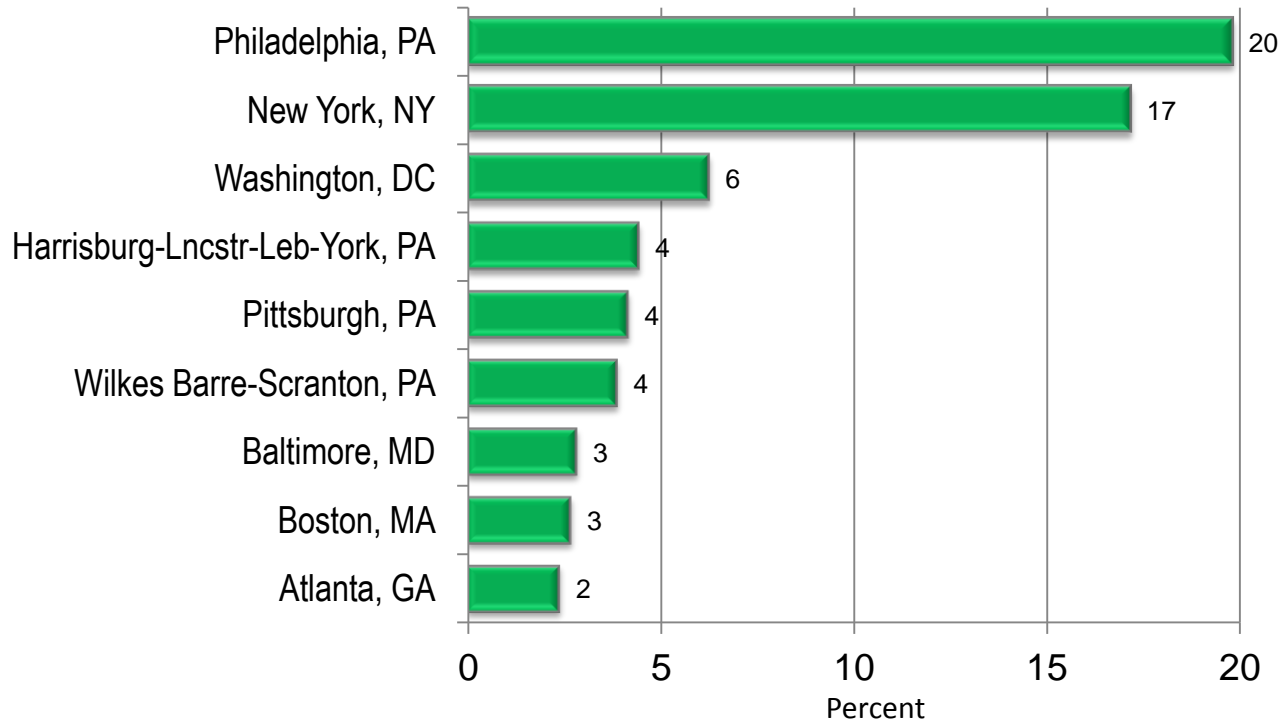
Base: Overnight Person-Trips to Philadelphia & The Countryside



DMA Origin Of Trip



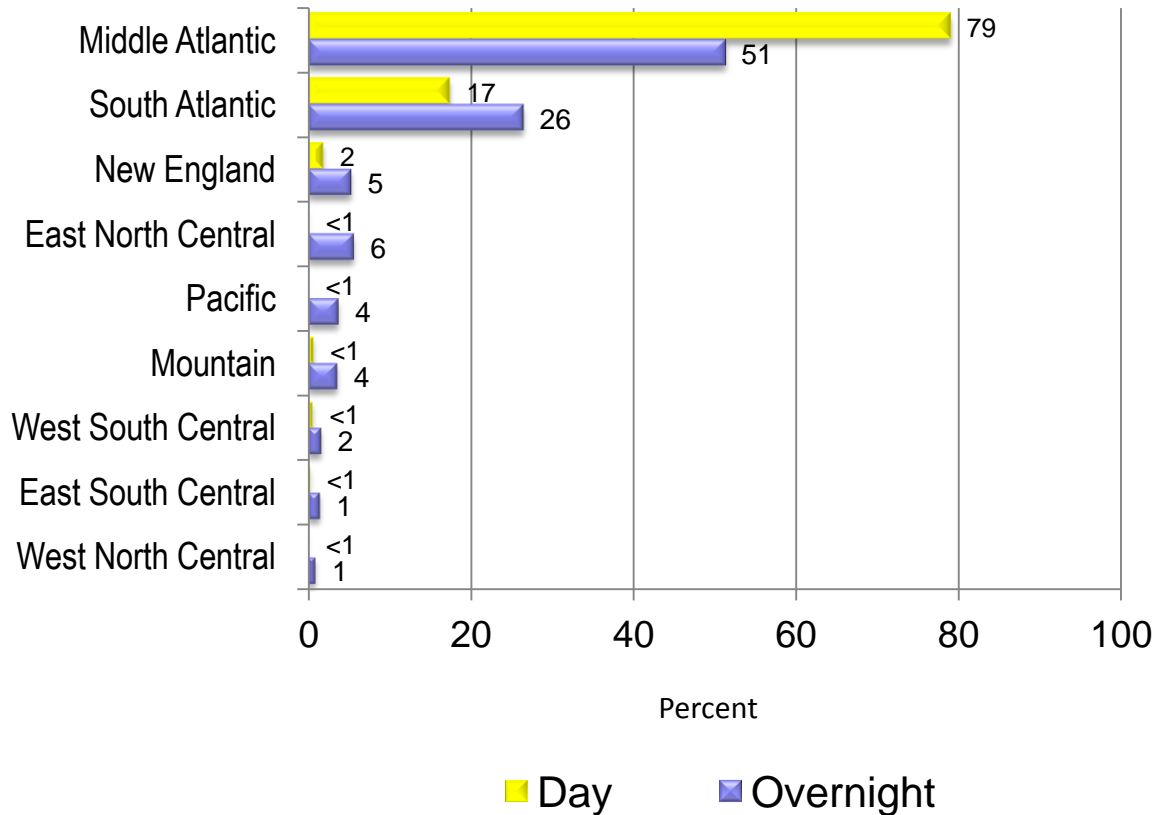
Base: Overnight Person-Trips to Philadelphia & The Countryside



Region of Residence



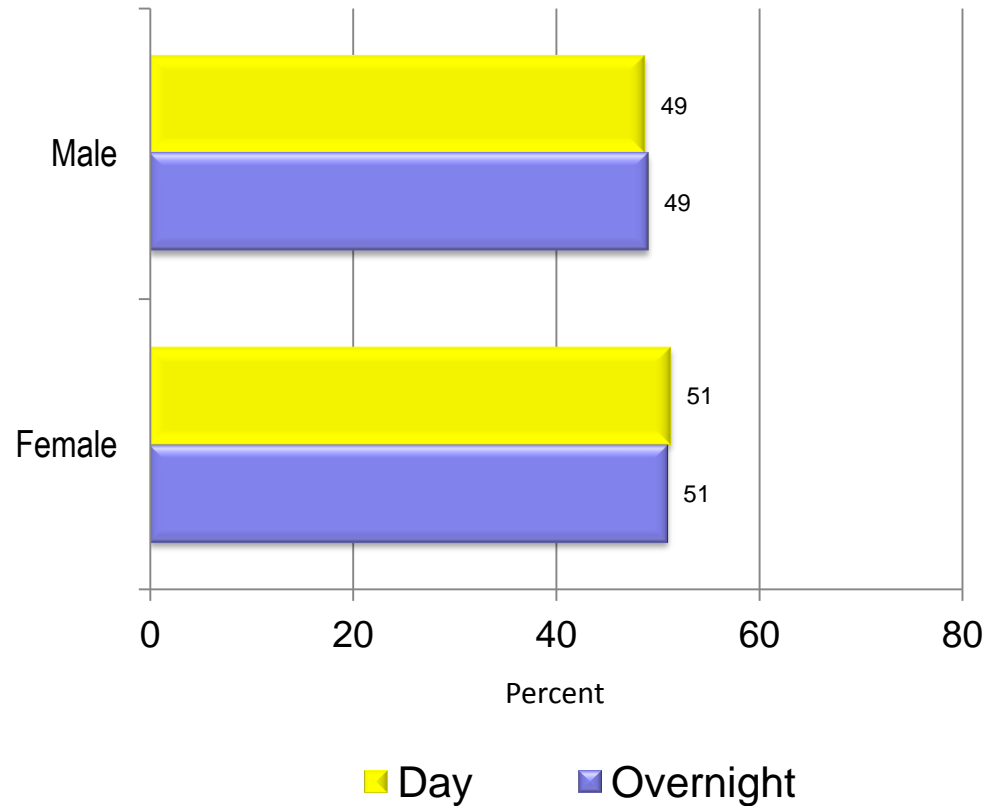
Base: Total Person-Trips to Philadelphia & The Countryside



Gender



Base: Total Person-Trips to Philadelphia & The Countryside



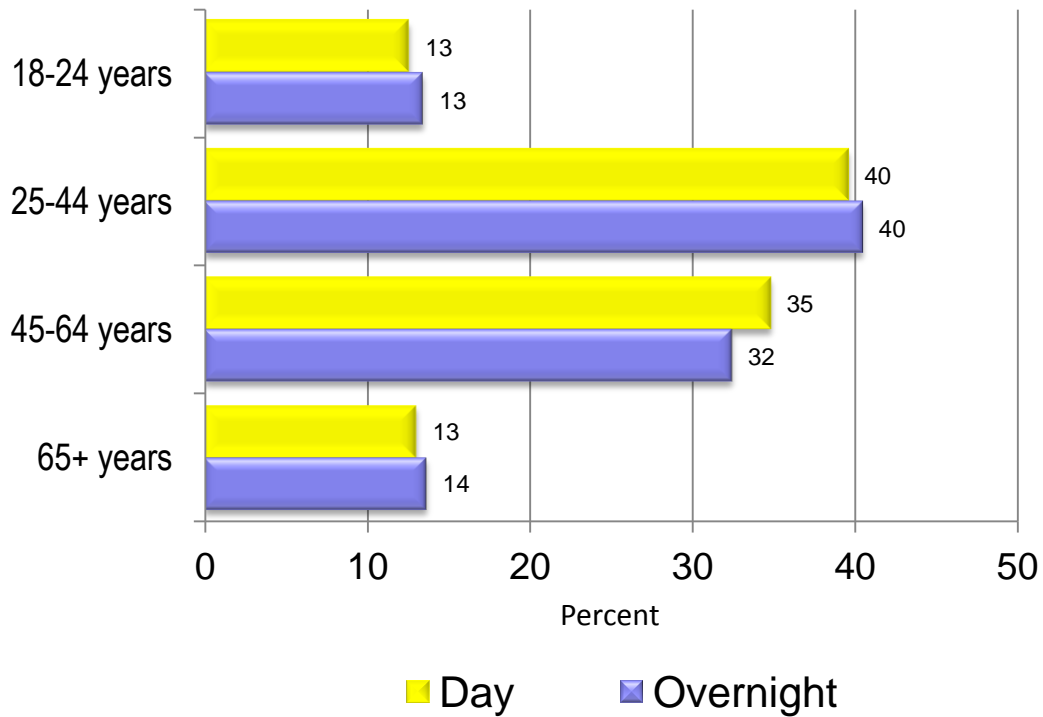
Age



Base: Total Person-Trips to Philadelphia & The Countryside

Average Day = 44.5

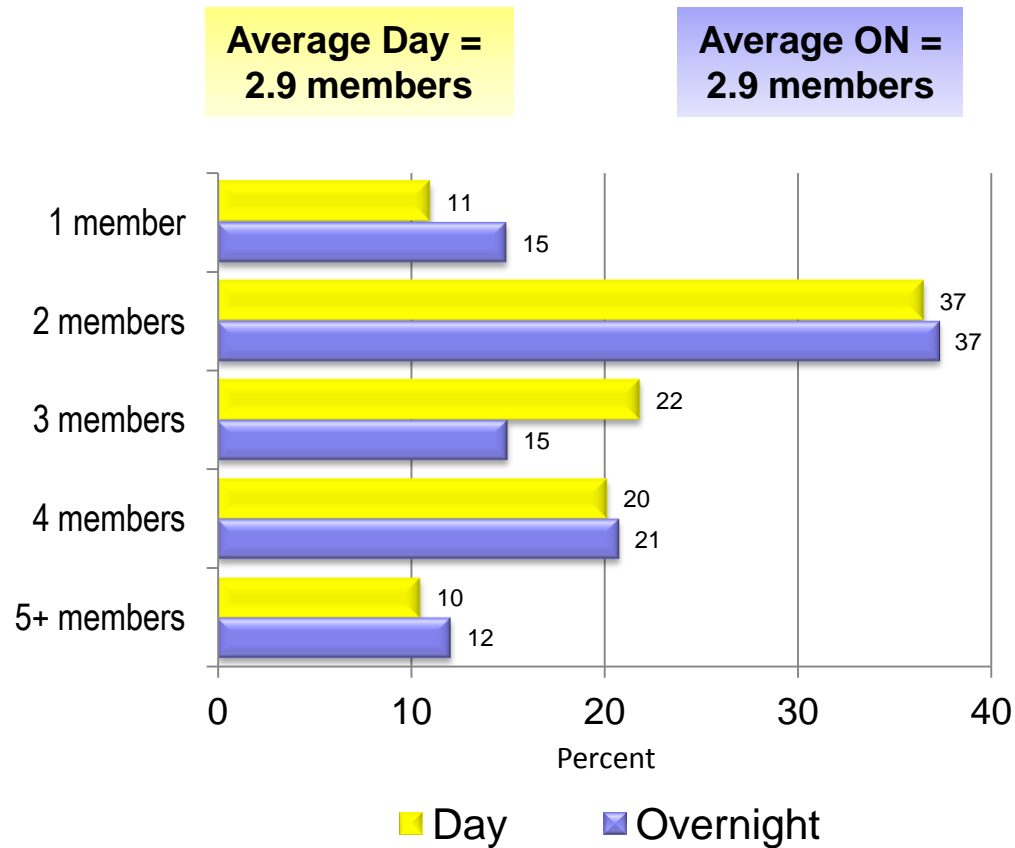
Average ON = 44.4



Household Size



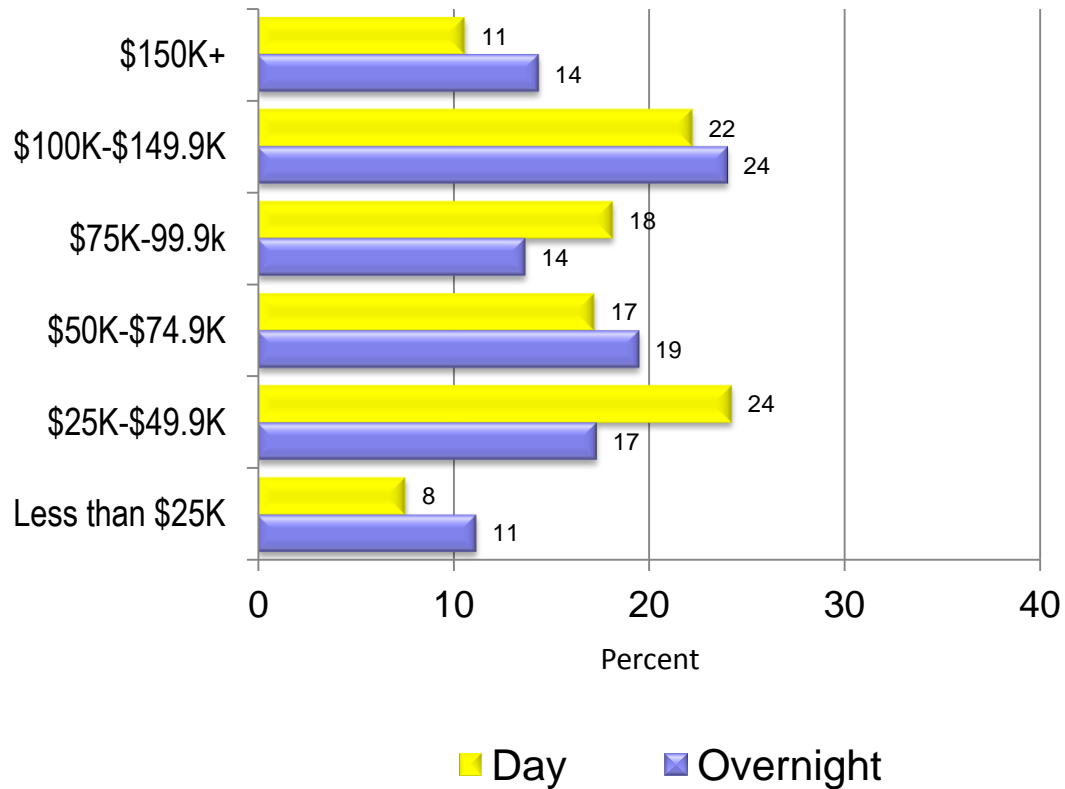
Base: Total Person-Trips to Philadelphia & The Countryside



Household Income



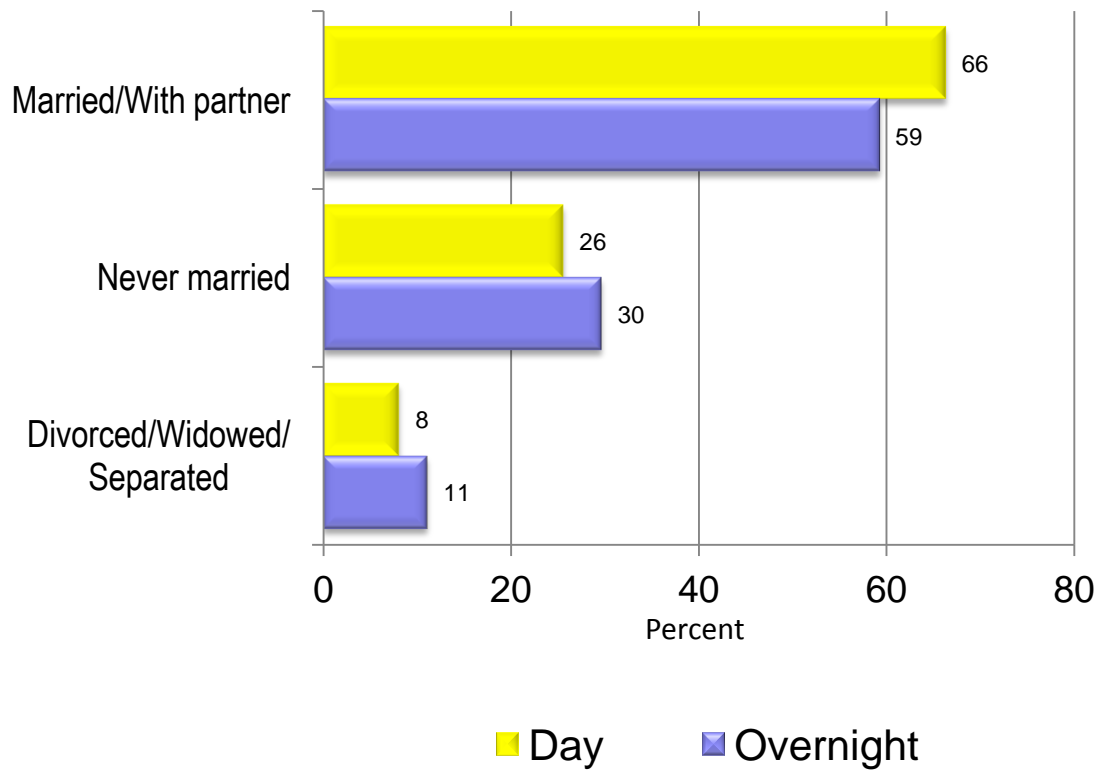
Base: Total Person-Trips to Philadelphia & The Countryside



Marital Status



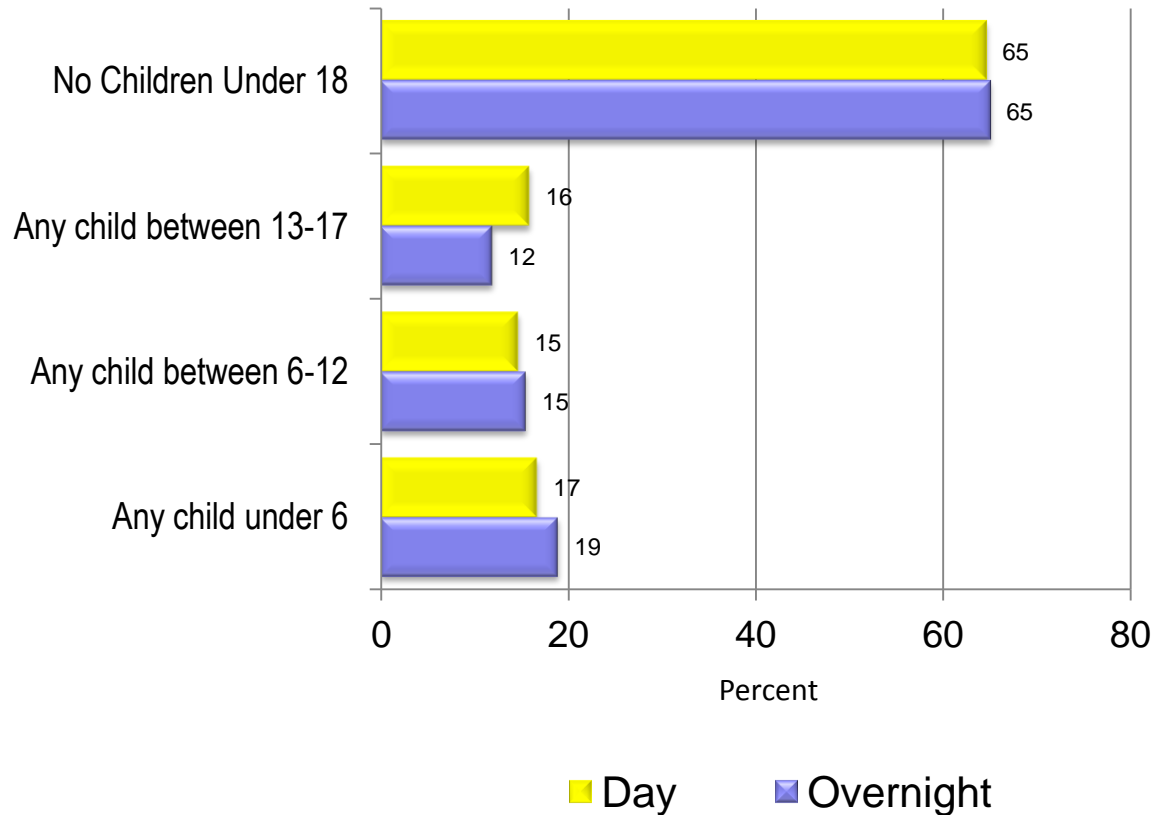
Base: Total Person-Trips to Philadelphia & The Countryside



Children in Household



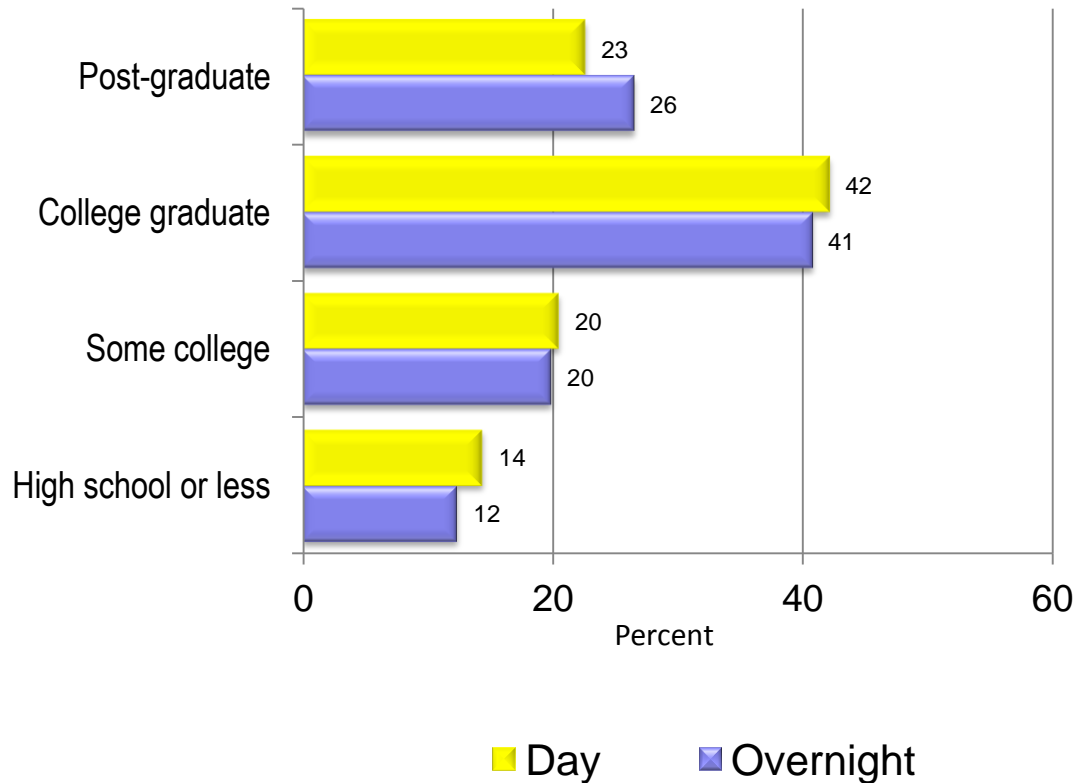
Base: Total Person-Trips to Philadelphia & The Countryside



Education



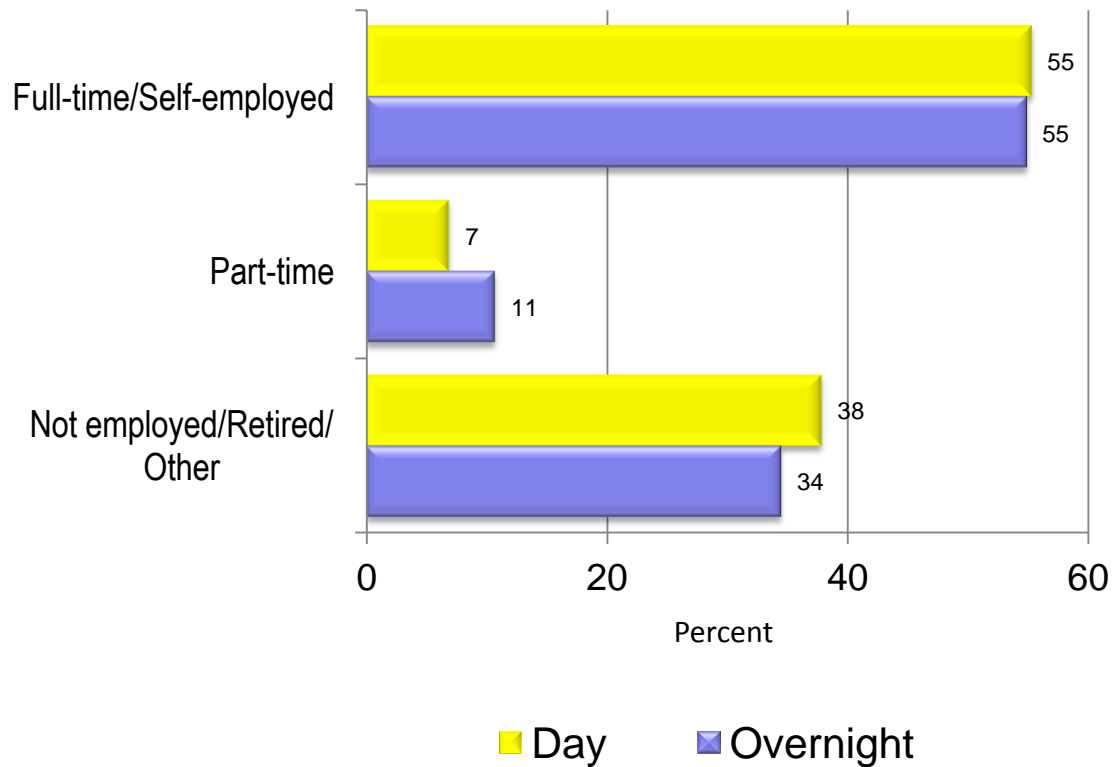
Base: Total Person-Trips to Philadelphia & The Countryside



Employment



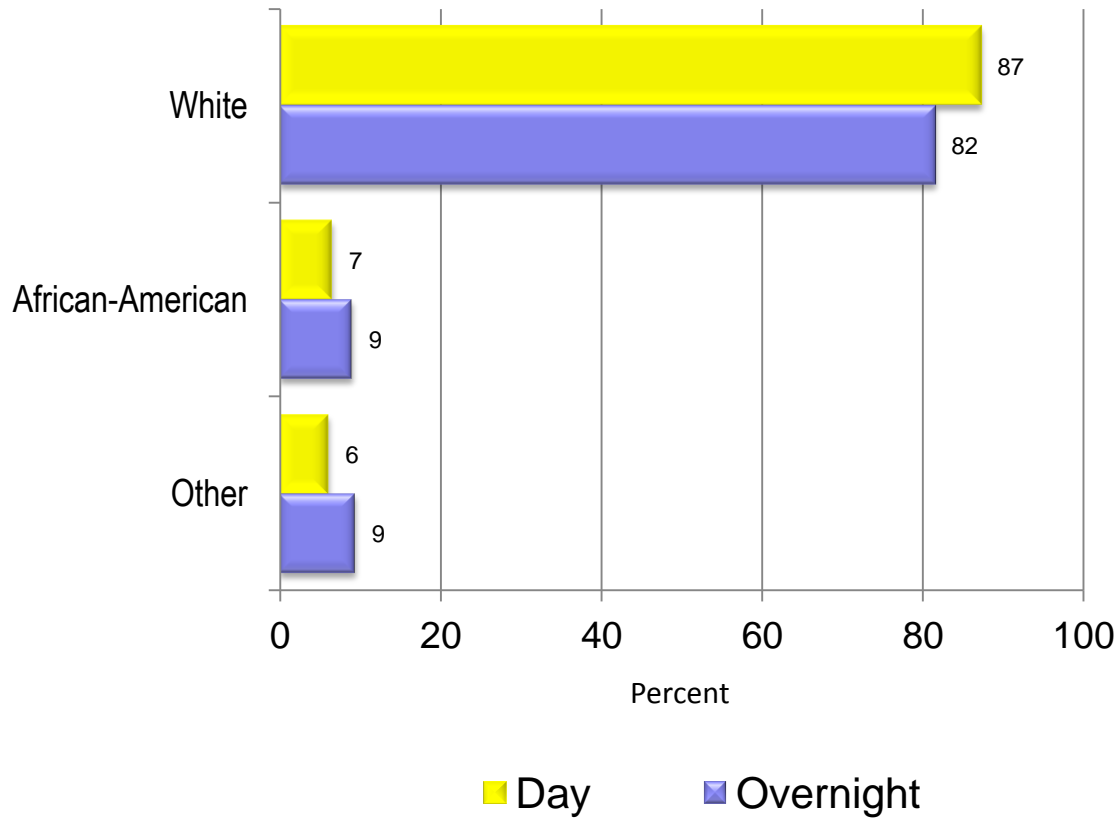
Base: Total Person-Trips to Philadelphia & The Countryside



Race



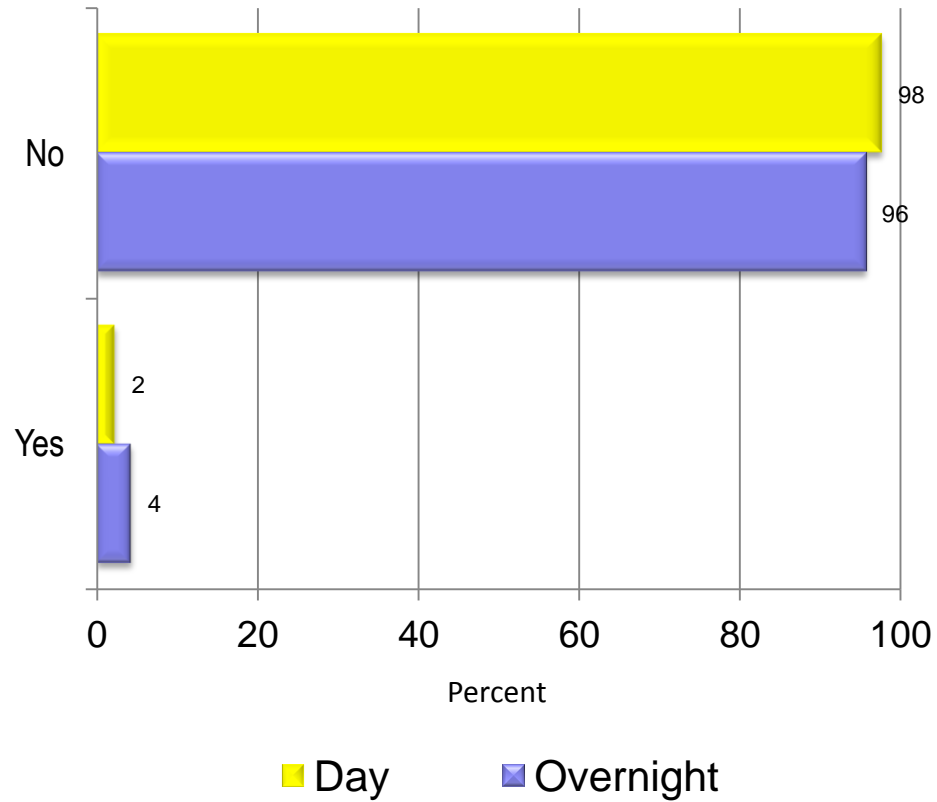
Base: Total Person-Trips to Philadelphia & The Countryside



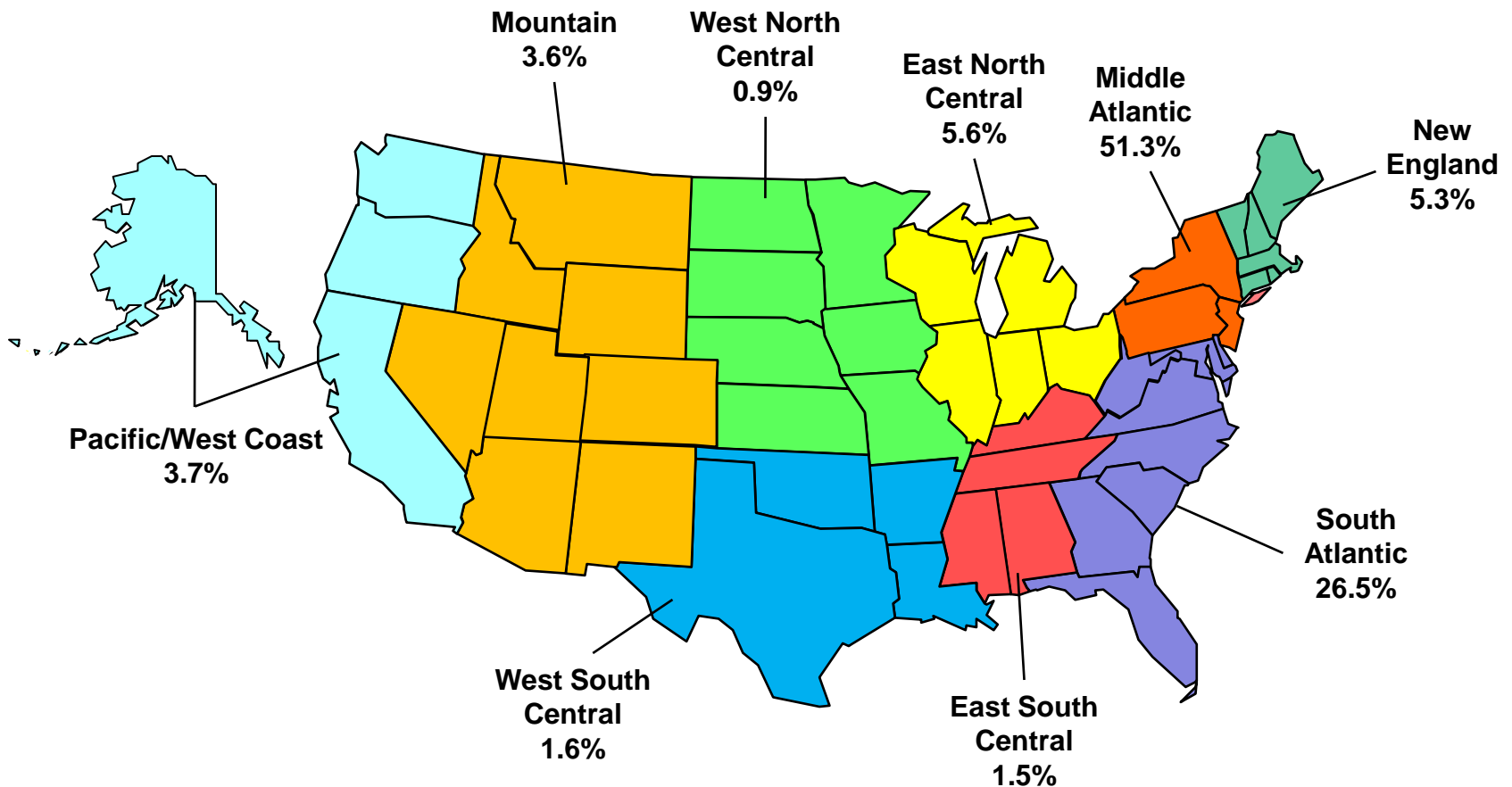
Hispanic Background



Base: Total Person-Trips to Philadelphia & The Countryside



Overnight Visitors to Philadelphia & Countryside by Region



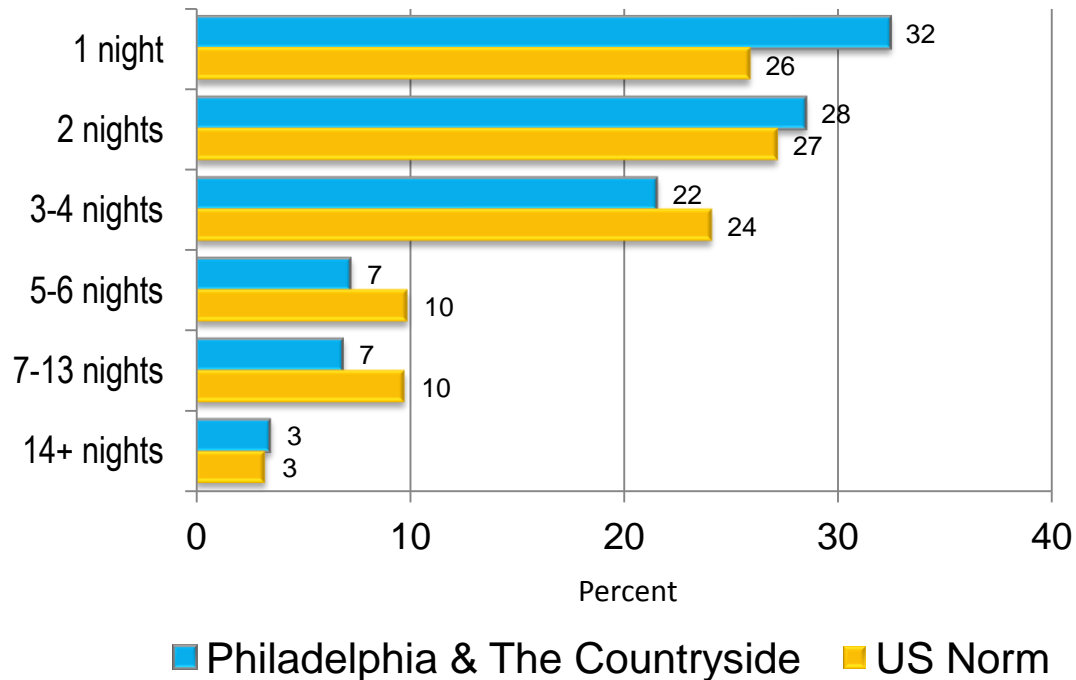
Total Nights Away on Trip



Base: Overnight Person-Trips

**Average
Philadelphia & The Countryside
= 3.3 Nights**

**Average
US Norm
= 3.6 Nights**

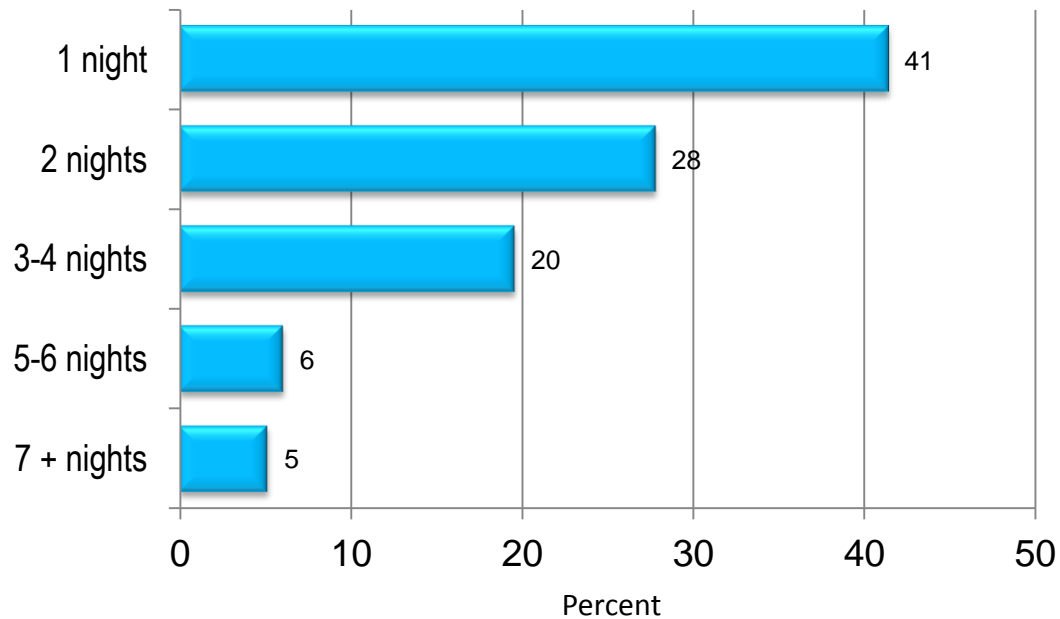


Number of Nights Spent in Philadelphia & The Countryside



Base: Overnight Person-Trips with 1+ Nights Spent In Philadelphia & The Countryside

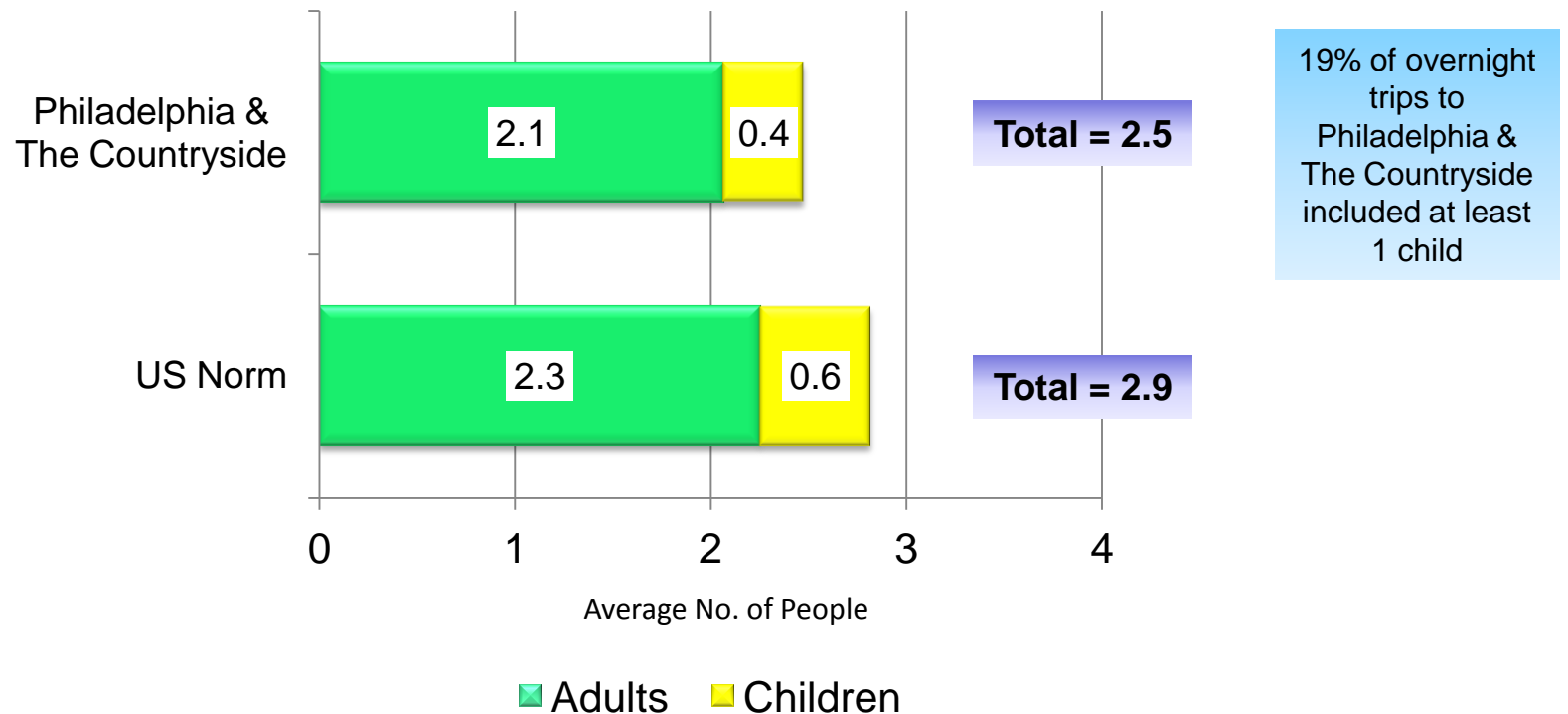
Average Nights Spent in Philadelphia & The Countryside = 2.6



Size of Travel Party – Overnight Trips



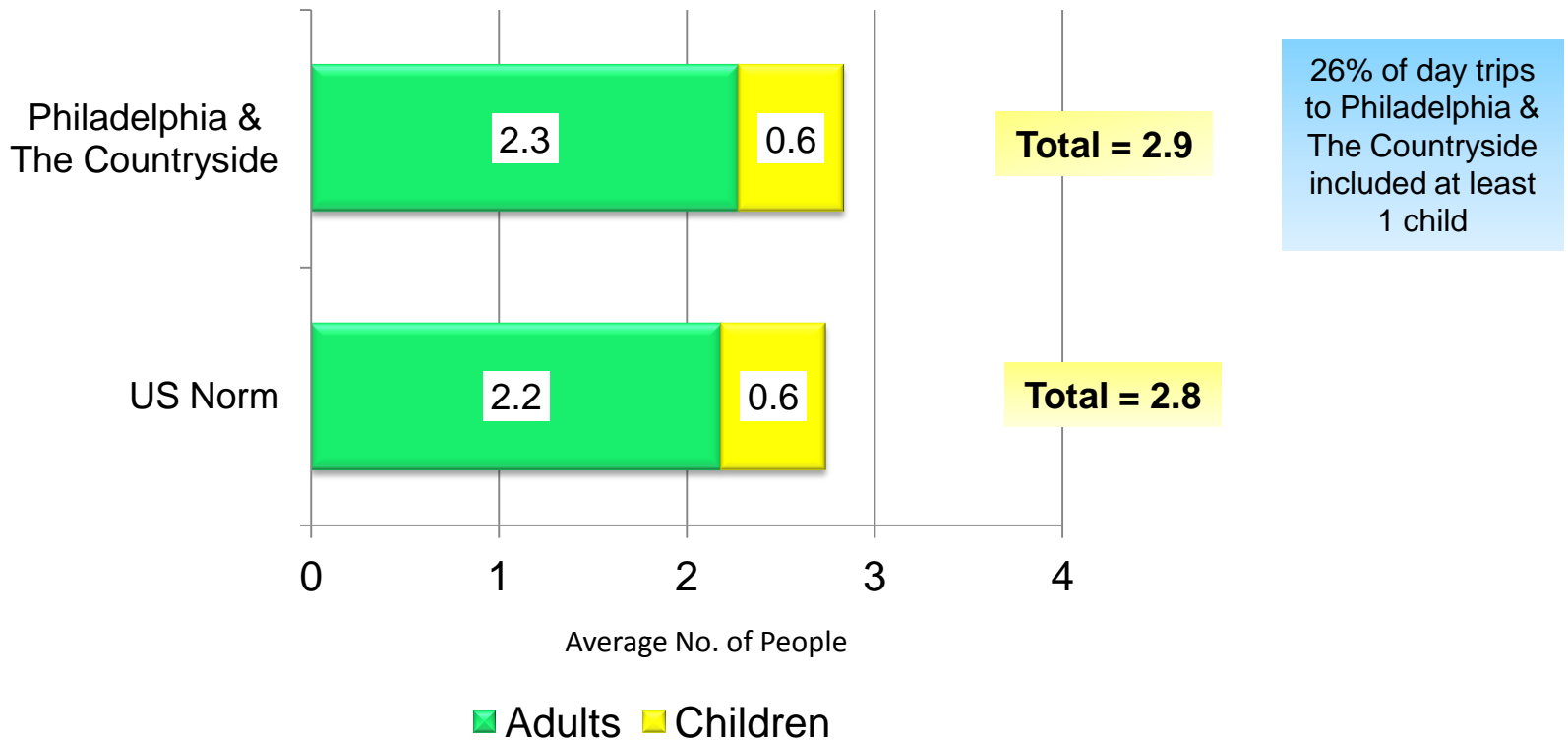
Base: Overnight Person-Trips



Size of Travel Party – Day Trips



Base: Day Person-Trips



Transportation Used



Base: Overnight Person-Trips to Philadelphia & The Countryside

