

Bucks County Tourism 2022 Visitation and Impact Metrics

August 8, 2023



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Executive Summary

Tourism, cultural and hospitality assets and visitor spending play an important role in the economy, employment base and quality of life in Bucks County. Tourism activity serves as a key “export” in the modern economy, attracting dollars from outside of the county to support local businesses and jobs.

This report quantifies the level of visitation and visitor spending in Bucks County for calendar year 2022, and the economic impact of that activity. It further explores trends and data for the Bucks County tourism market to provide a fuller picture of the industry.

Tourism activity took a significant hit from the COVID-19 pandemic and the attendant travel restrictions and economic fallout. Recovery in the industry has been uneven, however leisure activity has returned to near-normal conditions. In comparison, other segments continue to lag and confront new ways of working and communicating. Key visitation and impact metrics for Bucks County stabilized in 2021 and showed year over year growth in 2022, with visitor spending and economic impact exceeding 2019 levels in nominal terms. This spending growth was impacted by the inflationary economic conditions, with economic impact remaining below the 2019 benchmark in real terms.

Key visitation and impact metrics for Bucks County for 2022 are as follows:

- **Domestic visitation totaled 7.97 million in 2022.** This represented a 5% increase from 7.58 million person-trips in 2021 but remained 4% below 8.29 million visitors in 2019.
- **Direct visitor spending within the region totaled \$677 million in 2022.** This represented a 20% increase from \$563 million in 2021 and a 2% increase from the \$666 million in spending in 2019 in nominal terms.
- **Economic impact from visitor activity totaled \$1.20 billion in 2022.** This represented a 21% increase from \$986 million in 2021 and an 11% increase from the \$1.08 billion in economic impact in 2019 in nominal terms.

Figure ES.1: Bucks County Key Tourism Metrics, 2019-2022

Metrics	2022	2021	2020	2019	2022 vs. 2021	2022 vs. 2019
Domestic Person Trips (M)	7.97 M	7.58 M	6.36 M	8.29 M	+5%	-4%
Visitor Spending (\$M)	\$677 M	\$563 M	\$449 M	\$666 M	+20%	+2%
Economic Impact (\$M)	\$1,197 M	\$986 M	\$787 M	\$1,075 M	+21%	+11%

Source: ESI Modeling using IMPLAN

In addition to economic impact measures, key tracking metrics for the industry include employment in the leisure and hospitality industry and hotel performance measures.

- **Leisure and hospitality is the fourth largest sector of the Bucks County economy**, accounting for 27,800 jobs in 2022, or 12% of private sector employment in Bucks County.
- **The leisure and hospitality sector added 2,500 jobs in 2022**, but remains 1,400 jobs (or about 5%) below 2019 levels.
- **Prior to the pandemic, the leisure and hospitality industry added 5,400 jobs from 2009-2019**, the second fastest growth of any sector over this time period (behind only education and health).

Figure ES.2: Bucks County Private Sector Employment by Industry, 2009-2022

Sector	2022	2021	2019	2009	Chg 2019-2022	Chg 2009-2019
Education and Health	56,700	53,800	58,500	42,700	-1,800	+15,800
Trade and Transport	55,100	53,800	55,800	55,700	-700	+100
Professional Services	31,200	30,400	32,000	33,500	-800	-1,500
Leisure and Hospitality	27,800	25,300	29,200	23,800	-1,400	+5,400
Manufacturing	27,700	26,400	27,600	27,200	+100	+400
Construction	16,800	16,400	16,400	14,600	+400	+1,800
Financial Activities	11,600	11,300	11,100	11,400	+500	-300
Other Sectors	14,300	13,500	15,500	15,600	-1,200	-100
Private Sector Total	241,200	230,900	246,100	224,500	-4,900	+21,500

Source: Bureau of Labor Statistics

Bucks County hotels experienced increases in average rates and revenue per available room in 2022, but a decline in occupancy levels, which remain below the 2019 benchmark, as certain travel segments continued to lag pre-COVID levels.

- **Hotel Occupancy totaled 64.5% in 2022**. This represented a 6% decrease from 66.1% occupancy in 2021 and a 4% decrease from 68.5% occupancy in 2019.
- **Average Daily Rate (ADR) totaled \$123.5 in 2022**. This represented a 12% increase from \$110.2 in 2021 and a 17% increase from \$105.4 in 2019.
- **Revenue per Available Room (RevPAR) totaled \$79.7 in 2022**. This represented a 9% increase from \$72.9 in 2021 and a 10% increase from \$72.2 in 2019.

Figure ES.3: Bucks County Hospitality Sector Metrics, 2019-2022

Bucks County	2022	2021	2020	2019	2022 vs. 2021	2022 vs. 2019
Hotel Occupancy	64.5%	66.1%	50.2%	68.5%	-6%	-4%
Average Daily Rate (ADR)	\$123.5	\$110.2	\$89.6	\$105.4	+12%	+17%
Revenue per Avail Room (RevPAR)	\$79.7	\$72.9	\$45.0	\$72.2	+9%	+10%

Source: Smith Travel Research

1. Visitation and Economic Impact

1.1. Domestic Visitation

Visitation tracks the number of visitors to Bucks County and the region each year, including domestic overnight and day visitation measured in “person-trips,” which are defined as one trip taken by one visitor. A travel party with multiple people represents multiple person-trips, and the same visitor can account for multiple person-trips within a year if they visit Bucks County on multiple separate occasions.

Figure 1.1 shows visitation trends for Bucks County and the 5-County Greater Philadelphia region (defined as Bucks, Chester, Delaware, Montgomery, and Philadelphia counties) from 2019 through 2022.

- Visitation to Bucks County is estimated at 7.97 million for 2022, with 4.88 million day visits and 3.09 million overnight visits. This represents an increase of 5 percent compared to 7.58 million visitors in 2021 but remains 4 percent below 2019 visitation level of 8.28 million.
- COVID-related impacts on travel to Bucks County continue to appear less severe than for the region as a whole, with a stronger recovery relative to 2019 benchmarks for Bucks County in overnight, day and total domestic visitation relative to the 5-County region.

Figure 1.1: Domestic Visitation to Bucks County and Greater Philadelphia, 2019-2022 (Millions)

Year	Bucks County			Five-County Region*		
	Overnight Visitors	Day Visitors	Total Domestic Visitors	Overnight Visitors	Day Visitors	Total Domestic Visitors
2022	3.09	4.88	7.97	16.46	23.37	39.82
2021	3.05	4.53	7.58	14.63	21.57	36.20
2020	2.30	4.06	6.36	10.70	19.27	29.96
2019	3.28	5.00	8.28	18.08	26.35	44.43
2022 vs. 2019	-6%	-2%	-4%	-9%	-11%	-10%
2022 vs. 2021	1%	8%	5%	12%	8%	10%

*5 County: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

Figure 1.2 shows the share of regional travelers who visited Bucks County.¹

- Bucks County captured 20 percent of visitors to the five-county region, and 40 percent of visitors to the suburban counties in the region in 2022.
- Bucks County’s share of regional visitation increased significantly in 2020 and 2021, as travel to the City of Philadelphia suffered greater losses during the pandemic than travel to the surrounding counties. In 2022, Bucks County’s share of the regional travel market returned closer to, but remains above, 2019 benchmarks.

¹ A traveler who visits multiple counties on the same trip is counted only once in the regional total but is included in the totals of each county they visit. Therefore, the sum of visits to the county is greater than the unique total of visits to the region.

Figure 1.2: Bucks County Share of Regional Visitation, 2019-2022 (in Millions)

	Bucks County Visitation	5-County Visitation*	Bucks County % of 5-County	Suburban Counties Visitation	Bucks County % of Suburban Counties
2022					
Overnight Visitors	3.09	16.46	19%	8.89	35%
Day Visitors	4.88	23.37	21%	11.02	44%
Total Domestic Visitors	7.97	39.82	20%	19.91	40%
2021					
Overnight Visitors	3.05	14.63	21%	7.95	38%
Day Visitors	4.53	21.57	21%	10.58	43%
Total Domestic Visitors	7.58	36.20	21%	18.53	41%
2020					
Overnight Visitors	2.30	10.70	22%	5.82	40%
Day Visitors	4.06	19.27	21%	9.33	44%
Total Domestic Visitors	6.36	29.96	21%	15.15	42%
2019					
Overnight Visitors	3.28	18.09	18%	9.60	34%
Day Visitors	5.01	26.34	19%	12.16	41%
Total Domestic Visitors	8.29	44.43	19%	21.76	38%

*5 County: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. The "Suburban counties" group excludes Philadelphia.

National Context

The U.S. Travel Association publishes annual estimates of travel volumes in the United States. This information provides a benchmark for shifts observed for Bucks County and for the Philadelphia region over the period from 2019 through 2022.

Figure 1.3 shows national trip volumes for domestic visitors by trip purpose (leisure and business).

- Domestic travel in 2022 was 3 percent down from 2019 levels, similar to the recovery level in Bucks County (down 4 percent). Regional recovery levels (down 10 percent) trail the national benchmark.
- Domestic travel in 2022 increased 5 percent from 2021 levels, as pent-up demand from the pandemic helped to drive recovery.
- Significant differentials are evident by visitor type. Nationally, business travel remains 20 percent below 2019 levels, while leisure travel is up by 2 percent.

Figure 1.3: National Travel Volumes, 2019-2022

Visitor Type	2022 Visitation	2021 Visitation	2019 Visitation	2022 vs. 2019	2022 vs. 2021
Domestic	2.3 billion	2.0 billion	2.3 billion	-3%	+13%
Leisure	1.9 billion	1.8 billion	1.8 billion	+2%	+6%
Business	0.4 billion	0.3 billion	0.5 billion	-20%	+48%
International	50.0 million	21.0 million	79.0 million	-37%	+127%
Overseas	23.0 million	10.0 million	40.0 million	-44%	+148%
Canada	14.0 million	3.0 million	21.0 million	-33%	+456%
Mexico	14.0 million	9.0 million	18.0 million	-26%	+31%

Source: U.S. Travel Association (Fall 2022 Travel Forecast)

1.2. Visitor Spending

The economic impact of visitor spending is defined as the sum of direct, indirect and induced effects. Direct visitor spending refers to point of sale purchases by visitors (such as the purchase of a meal in a restaurant). Indirect impacts flow from the re-circulation of this direct spending across the local supply chain (for example, the restaurant sourcing its food from a local supplier). Induced effects derive from the re-circulation of income earned from the direct activity as household spending (for example, a waiter using their earnings to purchase groceries). This section focuses on direct visitor spending, while Section 1.3 below details total economic impacts from direct, indirect and induced activity.

Traveler spending brings new dollars from outside the local area into the local economy, which are concentrated primarily in tourist-serving sectors. Figure 1.4 shows direct visitor spending in Bucks County for 2022 by sector.

- Direct visitor spending in Bucks County is estimated at \$677 million for 2022, representing a 20 percent increase from the 2021 total of \$563 million. Visitor spending in 2022 also exceeded the 2019 benchmark of \$666 million by 2 percent.
- Increases in visitor spending relative to 2021 are seen across all sectors, with the strongest increases in the lodging and retail sectors.
- Relative to 2019, increases are seen in the transportation and retail sectors, while food and beverage, lodging and recreation spending remain at or slightly below 2019 levels.

Figure 1.4: Bucks County Direct Visitor Spend by Sector, 2019-2022 (\$ Millions)

Sector	2022	2021	2020	2019	2022 vs. 2019	2022 vs. 2021
Food & Beverage (restaurants, bars, groceries, etc.)	\$203	\$171	\$135	\$203	0%	19%
Lodging (hotels, home rentals, etc.)	\$151	\$121	\$97	\$155	-2%	25%
Retail (clothing, home goods, souvenirs, etc.)	\$125	\$102	\$81	\$121	4%	23%
Transportation (gasoline, car rentals, etc.)	\$102	\$86	\$68	\$90	13%	19%
Recreation (parks, entertainment events, etc.)	\$88	\$78	\$65	\$91	-3%	13%
Other	\$7	\$5	\$3	\$7	-5%	33%
Total	\$677	\$563	\$449	\$666	+2%	+20%

Visitor spending estimates are reported in nominal dollars, meaning that they are influenced by the changing purchasing power of each dollar over time. This is particularly relevant for 2022, which inflation levels had not been achieved in recent decades. As a result, a material share of the growth in visitor spending in 2022 (relative to both 2019 and 2021 benchmarks) is attributable to inflationary effects.²

² See Appendix Figure A.1 for additional information on inflationary effects on visitor spending.

Using the most commonly cited Consumer Price Index from the Bureau of Labor Statistics, nationwide inflation in 2022 averaged 8.0 percent relative to 2021, and 14.5 percent relative to 2019. Inflationary effects also vary by sector. For instance, inflationary effects were larger than average in the transportation sectors, which is reliant in part on changes in fuel prices. Further discussion of inflationary effects on visitor spending is included in the National Context discussion below.

Figure 1.5 shows the share of visitor spending by sector in Bucks County in 2022.

- Visitor spending is primarily concentrated in five sectors of the economy, with food and beverage and lodging accounting for more than half of total spending (52 percent) between them.

Figure 1.5: Bucks County Visitor Spending by Sector, 2022

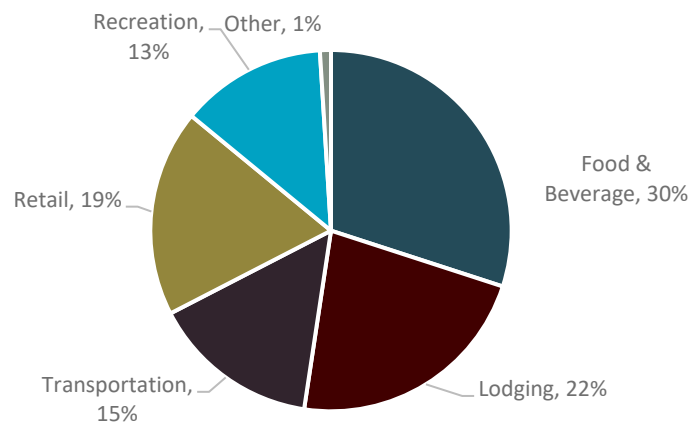


Figure 1.6 shows the share of regional visitor spending in each sector taking place in Bucks County.³

- Nearly 10 percent (9.6 percent) of regional spending took place in Bucks County in 2022, and about 22 percent (21.8 percent) of spending in the suburban counties.
- This share of spending captured by Bucks County declined from heightened levels in 2020-21 (which were driven by larger drops in Philadelphia) but remain above 2019 benchmarks.
- Compared to the region, visitors in Bucks County allocate a larger share of their spending to the food and beverage, retail and recreation (which includes attractions like museums and historical sites, performances, amusement parks, sports, and outdoor activities) categories, and a smaller share of spending to lodging and transportation.

³ Note that while visitors may travel to multiple counties in the region in the course of their trip, their spending occurs uniquely in one county. As a result, county level results sum to match the regional total.

Figure 1.6: Bucks County Share of Regional Visitor Spending (in Millions), 2019-2022

2022	Bucks County Spending	5-County Spending*	Bucks County % of 5-County	Suburban Counties Spending*	Bucks County % of Suburban Counties
Food & Beverage	\$203	\$1,851	11%	\$833	24%
Lodging	\$151	\$1,695	9%	\$746	20%
Retail	\$125	\$1,093	11%	\$502	25%
Transportation	\$102	\$1,580	6%	\$645	16%
Recreation	\$88	\$763	12%	\$344	26%
Other	\$7	\$64	10%	\$28	24%
Total	\$677	\$7,046	9.6%	\$3,098	21.8%
2021	Bucks County Spending	5-County Spending*	Bucks County % of 5-County	Suburban Counties Spending*	Bucks County % of Suburban Counties
Food & Beverage	\$171	\$1,366	13%	\$688	25%
Lodging	\$121	\$1,210	10%	\$584	21%
Retail	\$102	\$800	13%	\$399	26%
Transportation	\$86	\$1,178	7%	\$523	16%
Recreation	\$78	\$607	13%	\$298	26%
Other	\$5	\$44	11%	\$21	24%
Total	\$563	\$5,204	10.8%	\$2,513	22.4%
2020	Bucks County Spending	5-County Spending*	Bucks County % of 5-County	Suburban Counties Spending*	Bucks County % of Suburban Counties
Food & Beverage	\$135	\$1,097	12%	\$543	25%
Lodging	\$97	\$929	10%	\$469	21%
Retail	\$81	\$649	13%	\$318	25%
Transportation	\$68	\$906	8%	\$411	17%
Recreation	\$65	\$521	13%	\$250	26%
Other	\$3	\$28	11%	\$13	24%
Total	\$449	\$4,130	10.9%	\$2,003	22.4%
2019	Bucks County Spending	5-County Spending*	Bucks County % of 5-County	Suburban Counties Spending*	Bucks County % of Suburban Counties
Food & Beverage	\$203	\$2,025	10%	\$881	23%
Lodging	\$155	\$1,915	8%	\$812	19%
Retail	\$121	\$1,154	11%	\$513	24%
Transportation	\$90	\$1,611	6%	\$623	14%
Recreation	\$91	\$860	11%	\$376	24%
Other	\$7	\$77	9%	\$32	22%
Total	\$666	\$7,641	8.7%	\$3,328	20.0%

*5 County: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. The "Suburban counties" group excludes Philadelphia.

National Context

The U.S. Travel Association publishes annual estimates of spending by domestic travelers and international visitors to the United States (see Figure 1.7). As noted above, nominal dollars are influenced by the changing purchasing power of each dollar over time without any correction for these effects (while “real” dollars have been adjusted for inflation)

- In nominal terms, traveler spending is estimated to have grown 29 percent year over year in 2022, and to have rebounded to 2019 levels. Bucks County’s recovery pace slightly exceeds the national, with an increase of 2 percent relative to 2019 levels in nominal terms.
- When accounting for inflation, traveler spending in 2022 increased by only 14 percent year over year and remains about 15 percent below 2019 levels in real terms.
- The domestic leisure segment has nearly recovered to 2019 levels in real terms (-2 percent), while the domestic business (-27 percent) and international (-49 percent) segments continue to lag.

Figure 1.7: National Traveler Spending, 2019-2022 (in Nominal and Real Terms)

NOMINAL	2022 Spending	2021 Spending	2019 Spending	2022 vs. 2019	2022 vs. 2021
Domestic	\$1,065 B	\$868 B	\$992 B	7%	23%
Leisure	\$833 B	\$749 B	\$722 B	15%	11%
Business	\$232 B	\$118 B	\$270 B	-14%	97%
International*	\$110 B	\$42 B	\$181 B	-39%	162%
Nominal Total	\$1,174 B	\$910 B	\$1,173 B	0%	29%
REAL (INFLATION ADJUSTED)	2022 Spending	2021 Spending	2019 Spending	2022 vs. 2019	2022 vs. 2021
Domestic	\$907 B	\$838 B	\$992 B	-9%	8%
Leisure	\$710 B	\$702 B	\$722 B	-2%	1%
Business	\$197 B	\$115 B	\$270 B	-27%	71%
International*	\$93 B	\$40 B	\$181 B	-49%	133%
Real Total (\$2019)	\$1,000 B	\$878 B	\$1,173 B	-15%	14%

Source: U.S. Travel Association (Fall 2022 Travel Forecast). International includes traveler spending + passenger fares

1.3. Economic Impact

The economic impact of visitor spending in Bucks County is the total of the direct spending by tourists plus the effects that those dollars have on the Bucks County economy, which include indirect and induced effects. These impacts include the total economic activity attributable to visitor spending as well as the employment and earnings that this activity supports.

Figures 1.8 through 1.10 show the economic, employment, and earnings impact of direct and spillover activity attributable to visitor spending in Bucks County and the Greater Philadelphia region.⁴

- The economic impact of visitor spending within Bucks County (including direct spending within Bucks County as well as the spillover effects from visitor spending elsewhere in the region) is estimated at \$1.20 billion in 2022.
- This represents an increase of 21 percent (or \$211 million) from \$986 million in 2021 and an 11 percent increase from the 2019 benchmark of \$1.075 billion.

Figure 1.8: Bucks County and Regional Tourism Economic Impact, 2019-2022 (Millions)

Year	Bucks County			Five-County Region*		
	Direct Impact	Indirect & Induced Impact	Total Economic Impact	Direct Impact	Indirect & Induced Impact	Total Economic Impact
2022	\$677	\$521	\$1,197	\$7,046	\$4,560	\$11,607
2021	\$563	\$423	\$986	\$5,204	\$3,404	\$8,608
2020	\$449	\$338	\$787	\$4,130	\$2,676	\$6,806
2019	\$666	\$409	\$1,075	\$7,641	\$4,691	\$12,331
2022 vs. 2019			+11%			-6%
2022 vs. 2021			+21%			+35%

*5 County: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties.

Employment and Earnings

The direct and spillover economic activity from visitor spending supports jobs (see Figure 1.9) and earnings (see Figure 1.10) within the Bucks County economy.

- Tourism spending directly and indirectly supported more than 10,100 jobs in Bucks County in 2022, out of a regional total of nearly 90,000.⁵ These jobs supported a total of \$348 million in earnings in Bucks County, and \$3.72 billion across the region.

⁴ Note that under the regional estimation approach, direct impacts for Bucks County represent point of sale visitor purchases in the county, while the indirect and induced impacts in Bucks County emerge from direct visitor spending taking place anywhere in the 5-County region.

⁵ This employment metric is derived from the direct and indirect effects of visitor spending, which extend beyond the hospitality industry. It is distinct from leisure and hospitality industry employment (discussed in Section 2), which is supported by a mix of visitor and local spending.

- Employment supported in Bucks County increased by only 1 percent in 2022, while earnings increased by 21 percent, illustrating the impacts of both inflation and real wage growth in visitor-supported jobs in 2022. Visitor supported employment in Bucks County remains 8 percent below 2019 levels, but earnings for these jobs exceed 2019 levels by 8 percent (in nominal terms).
- Bucks County’s recovery of visitor-supported employment and earnings relative to 2019 exceeds the region; however, the five-county region continues to lag behind 2019 in terms of employment (down 15 percent from 2019) and overall earnings (down 4 percent from 2019).

Figure 1.9: Bucks County and Regional Visitor-Supported Employment, 2019-2022 (Jobs)

Year	Bucks County			Five-County Region*		
	Direct Employment	Indirect & Induced Employment	Total Employment	Direct Employment	Indirect & Induced Employment	Total Employment
2022	7,320	2,810	10,120	67,430	22,060	89,480
2021	7,390	2,620	10,010	58,750	17,950	76,700
2020	5,420	1,980	7,400	43,250	12,270	56,520
2019	8,030	3,020	11,050	77,820	27,640	105,460
2022 vs. 2019			-8%			-15%
2022 vs. 2021			+1%			+17%

*5 County: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

Figure 1.10: Bucks County and Regional Visitor-Supported Earnings, 2019-2022 (Millions)

Year	Bucks County			Five-County Region*		
	Direct Earnings	Indirect & Induced Earnings	Total Earnings	Direct Earnings	Indirect & Induced Earnings	Total Earnings
2022	\$189	\$159	\$348	\$2,110	\$1,480	\$3,590
2021	\$158	\$129	\$288	\$1,602	\$1,067	\$2,668
2020	\$144	\$106	\$250	\$1,423	\$852	\$2,275
2019	\$193	\$129	\$322	\$2,228	\$1,493	\$3,721
2022 vs. 2019			+8%			-4%
2022 vs. 2021			+21%			+35%

*5 County: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

Figure 1.11 shows key tourism metrics for Bucks County as a share of both the five-county region as well as the regional group of suburban counties (Bucks, Chester, Delaware, and Montgomery counties).

- As with visitation and spending, Bucks County saw an increase in its share of regional impact metrics in 2020 and 2021, as the Bucks County tourism economy experienced less severe impacts from the pandemic than the City of Philadelphia and surrounding counties.
- Bucks County regional impact shares returned closer to but remain above 2019 benchmarks in 2022. Bucks County captures about 10 percent of regional economic impact from the visitor economy.

Figure 1.11: Bucks County Share of Regional Economic Impact, 2019-2022

2022	Bucks County	5-County*	Bucks County % of 5-County	Suburban Counties*	Bucks County % of Suburban Counties
Economic Impact (\$M)	\$1,197	\$11,607	10.3%	\$5,592	21.4%
Supported Employment	10,120	89,480	11.3%	43,230	23.4%
Supported Earnings (\$M)	\$348	\$3,590	9.7%	\$1,733	20.1%
2021	Bucks County	5-County*	Bucks County % of 5-County	Suburban Counties*	Bucks County % of Suburban Counties
Economic Impact (\$M)	\$986	\$8,608	11.5%	\$4,456	22.1%
Supported Employment	10,010	76,700	13.1%	41,180	24.3%
Supported Earnings (\$M)	\$288	\$2,668	10.8%	\$1,367	21.1%
2020	Bucks County	5-County*	Bucks County % of 5-County	Suburban Counties*	Bucks County % of Suburban Counties
Economic Impact (\$M)	\$787	\$6,806	11.6%	\$3,553	22.2%
Supported Employment	7,400	56,520	13.1%	30,420	24.3%
Supported Earnings (\$M)	\$250	\$2,275	11.0%	\$1,184	21.1%
2019	Bucks County	5-County*	Bucks County % of 5-County	Suburban Counties*	Bucks County % of Suburban Counties
Economic Impact (\$M)	\$1,075	\$12,331	8.7%	\$5,226	20.6%
Supported Employment	11,050	105,460	10.5%	49,350	22.4%
Supported Earnings (\$M)	\$322	\$3,721	8.7%	\$1,668	19.3%

*5 County: Bucks, Chester, Delaware, Montgomery and Philadelphia Counties. The "Suburban counties" group excludes Philadelphia.

2. Visitor and Industry Indicators

In addition to economic impact data reviewed in Section 1, additional indicators provide valuable insight into trends in the Bucks County tourism industry. Data sources on employment, hospitality performance, and visitor characteristics provide additional lenses to better understand the industry, and enable comparisons of patterns in Bucks County with regional and national trends.

2.1. Leisure and Hospitality Employment

Employment estimates in Section 1 reflect jobs supported directly or indirectly by visitor spending. Industry employment impacts can also be measured through estimates from the Bureau of Labor Statistics of jobs counts in the Leisure and Hospitality industry (comprised of the Accommodation & Food Services and Arts, Entertainment, & Recreation sectors). These industry jobs are supported by a mix of spending by visitors and spending by local residents and businesses.

Figure 2.1 shows private sector employment trends in Bucks County by industry.⁶

- Leisure and hospitality is the fourth largest sector of the Bucks County economy, accounting for 27,800 jobs in 2022.
- Leisure and hospitality gained 2,500 jobs in 2022. However, it remains one of the hardest hit sectors from the pandemic, with employment still 1,400 jobs (or about 5%) below 2019 levels.
- Prior to the pandemic, the leisure and hospitality industry added 5,400 jobs from 2009-2019, the second fastest growth of any sector over this time period (behind only education and health).

Figure 2.1: Bucks County Private Sector Employment by Industry

Sector	2022	2021	2019	2009	Chg 2019-2022	Chg 2009-2019
Education and Health	56,700	53,800	58,500	42,700	-1,800	+15,800
Trade and Transport	55,100	53,800	55,800	55,700	-700	+100
Professional Services	31,200	30,400	32,000	33,500	-800	-1,500
Leisure and Hospitality	27,800	25,300	29,200	23,800	-1,400	+5,400
Manufacturing	27,700	26,400	27,600	27,200	+100	+400
Construction	16,800	16,400	16,400	14,600	+400	+1,800
Financial Activities	11,600	11,300	11,100	11,400	+500	-300
Other Sectors	14,300	13,500	15,500	15,600	-1,200	-100
Private Sector Total	241,200	230,900	246,100	224,500	-4,900	+21,500

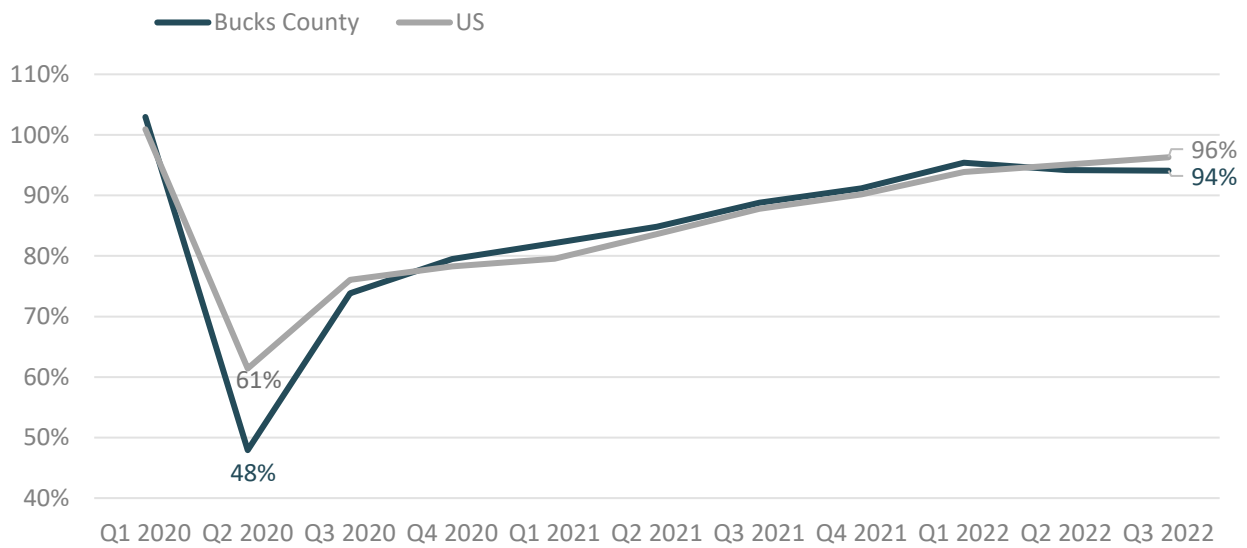
Source: Bureau of Labor Statistics Quarterly Census of Employment and Wages (BLS QCEW)

⁶ Industry employment data is currently only available through Q3 2022. The numbers displayed in Figure 2.1 incorporated a projected estimate for Q4 based on seasonal trends derived from prior years.

Figure 2.2 shows the quarterly decline and subsequent rebound in leisure and hospitality employment from 2020 through Q3 of 2022 in Bucks County as well as nationally. Industry employment is shown as a share of the employment count for same quarter in 2019 (which represents 100 percent).

- Nationally, leisure and hospitality employment fell in April 2020 by about 6.5 million, a loss of nearly 40 percent of jobs. Initial industry job losses in Bucks County (and elsewhere in the Philadelphia region) were even greater with more than 50 percent of jobs lost.
- Subsequently, the employment recovery in Bucks County has tracked very closely with the national trend over the course of 2021 and 2022.

Figure 2.2: Leisure and Hospitality Employment (2020-2022), Indexed to 2019



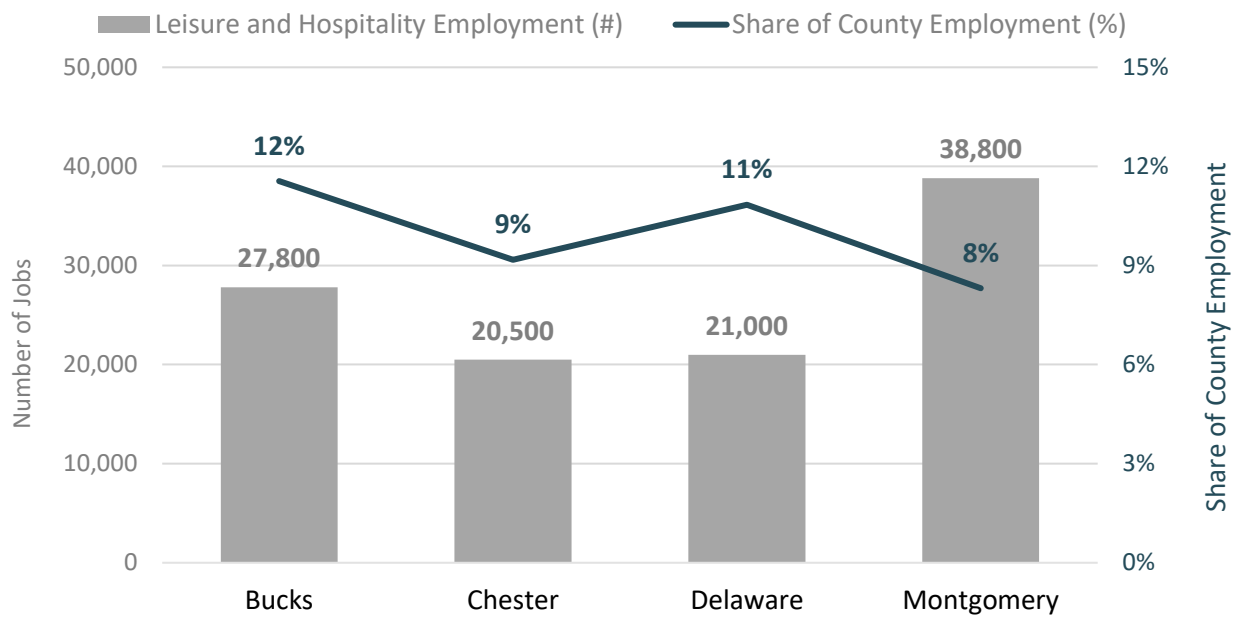
Source: Bureau of Labor Statistics Quarterly Census of Employment and Wages (BLS QCEW)

Share of Private Sector Employment

Figure 2.3 compares leisure and hospitality employment in Bucks County to its neighboring suburban counties (Chester, Delaware, and Montgomery).

- Bucks County has the second largest leisure and hospitality employment among these counties, trailing only Montgomery County.
- Leisure and hospitality represents 12% of private sector employment in Bucks County, the highest share among this group of counties.

Figure 2.3: Leisure and Hospitality Share of Private Sector Employment by County



Source: Bureau of Labor Statistics Quarterly Census of Employment and Wages (BLS QCEW)

2.2. Hotel Indicators

Hotel market data provides another measure to benchmark trends for Bucks County against regional and national trends using a comparable data source and methodology. Hotel data provider Smith Travel Research (STR) provides regular reports on hotel industry performance, based on anonymized data reported by lodging properties. This enables a comparison on performance across time and geographies on key metrics like Hotel Occupancy (the share of available rooms that are occupied), Average Daily Rate (cost per occupied room) and Revenue per Available Room (cost per available room).⁷

Figure 2.4 below shows key hotel performance measures for Bucks County, nearby suburban counties (Chester, Delaware, and Montgomery Counties), and the national market for the 2019-2022 period.

- Bucks County’s hotel occupancy in 2022 was 64.5%, down slightly from 2021 levels. The market saw growth in 2022 in both average daily rate (\$124) and revenue per available room (\$80).

Figure 2.4: Annual Hotel Performance Indicators, 2019-2022

Bucks County	2022	2021	2020	2019
Hotel Occupancy	64.5%	66.1%	50.2%	68.5%
Average Daily Rate (ADR)	\$123.5	\$110.2	\$89.6	\$105.4
Revenue per Avail Room (RevPAR)	\$79.7	\$72.9	\$45.0	\$72.2
Suburban Counties*	2022	2021	2020	2019
Hotel Occupancy	59.1%	57.2%	43.6%	66.7%
Average Daily Rate (ADR)	\$125.5	\$109.4	\$91.7	\$116.3
Revenue per Avail Room (RevPAR)	\$74.2	\$62.6	\$40.0	\$77.6
United States	2022	2021	2020	2019
Hotel Occupancy	62.7%	57.6%	44.0%	64.8%
Average Daily Rate (ADR)	\$148.8	\$124.7	\$103.3	\$130.9
Revenue per Avail Room (RevPAR)	\$93.3	\$71.9	\$45.4	\$85.9

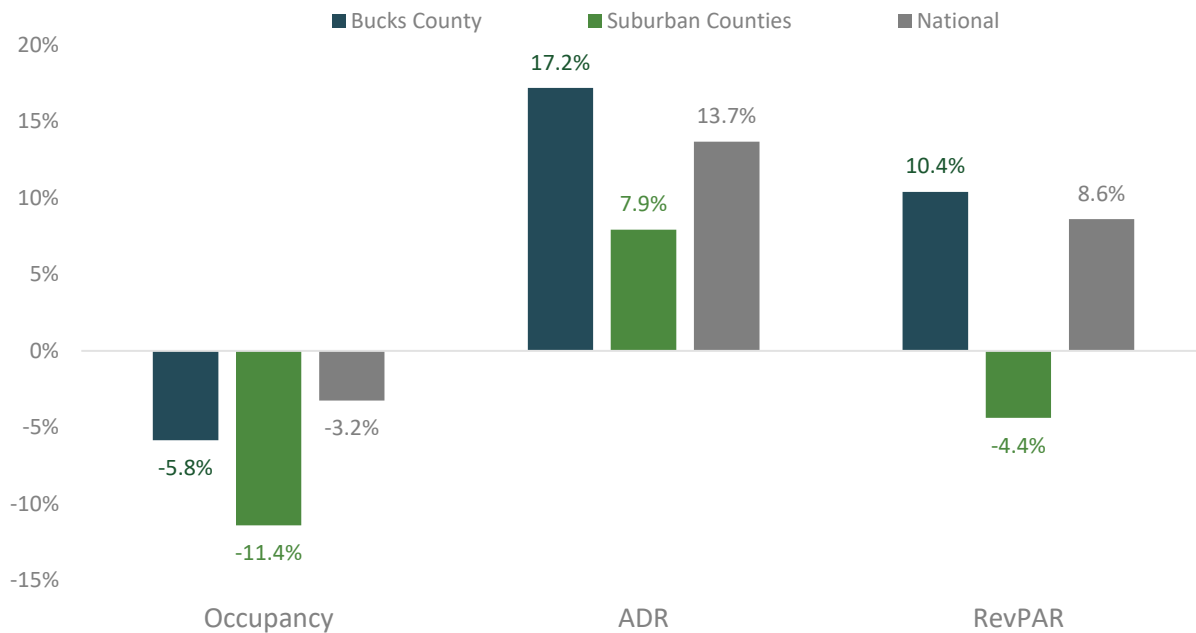
Source: Smith Travel Research, Suburban Counties: Chester, Delaware, and Montgomery

⁷ This measure does not include other lodging options available in Bucks County: some bed & breakfasts, guest cottages, and bookings through home sharing sites like Airbnb are excluded.

Figure 2.5 benchmarks 2022 performance for each of the hotel metrics to 2019 (pre-COVID) levels.

- Relative to the 2019 benchmark, Bucks County occupancy continues to lag, while average daily rate has increased by about 15%, leading to growth of 9% in revenue per available room.
- However, this growth in rates is largely accounted for by inflation, which was approximately 15 percent over the 2019-2022 period.⁸ Therefore in real terms, Bucks County hotel rates have effectively recovered, and revenue per available room remains slightly lagging due to the decrease in occupancy.
- Bucks County’s hotel recovery largely tracks with the national market, which similarly shows a decline in occupancy and inflationary growth in hotel rates.
- Bucks County’s recovery outpaces the other suburban counties in the region, which remain below 2019 levels in revenue per available room.

Figure 2.5: Hotel Performance Indicators - % Chg 2022 vs. 2019



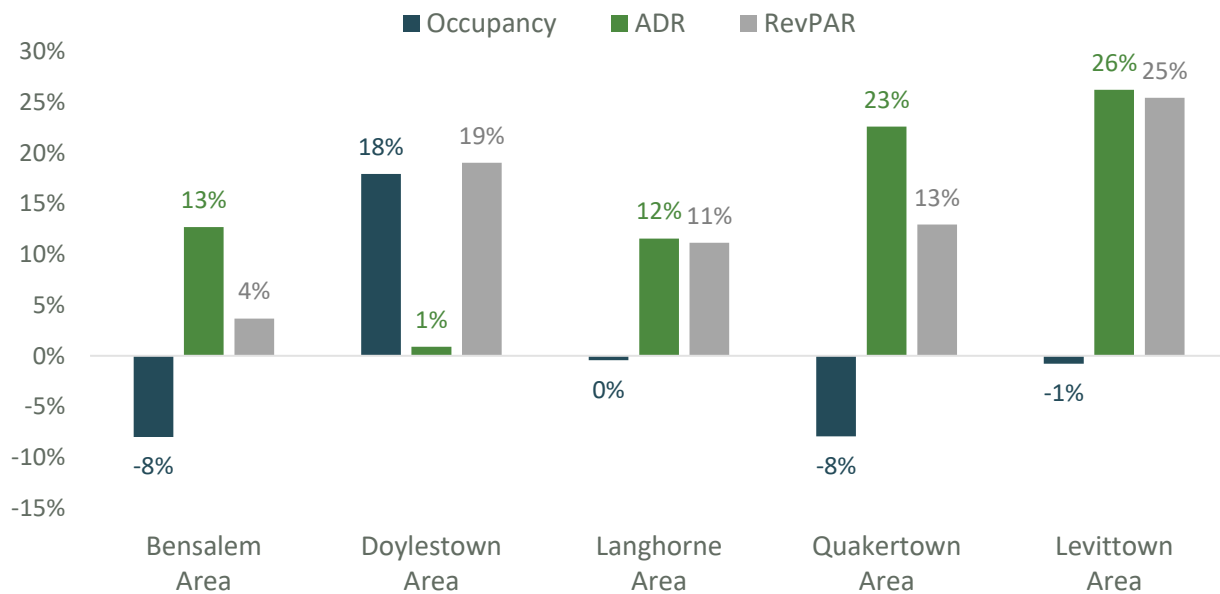
Source: Smith Travel Research, Suburban Counties: Chester, Delaware, and Montgomery

⁸ U.S. Bureau of Labor Statistics, Consumer Price Index for All Urban Consumers: All Items in U.S. City Average [CPIAUCSL], retrieved from FRED, Federal Reserve Bank of St. Louis

Figure 2.6 benchmarks 2022 hotel metrics against 2019 levels for each sub-market within Bucks County.

- Relative to 2019, occupancy has grown materially in the Doylestown area, recovered in the Langhorne and Levittown areas, and continues to lag in the Bensalem and Quakertown areas.
- The largest ADR gains relative to 2019 are seen in the Quakertown and Levittown areas, while rates growth in other areas lags inflation.
- The largest RevPAR gains relative to 2019 are seen in the Langhorne area (driven by growing ADR) and the Doylestown area (driven by growing occupancy). Growth has been slowest in the Bensalem area.

Figure 2.6: Key Hotel Performance Indicators for Bucks County Sub-Markets



Source: Smith Travel Research

Figure 2.7 below shows the key hotel performance indicators for Bucks County and each of its sub-markets during each year between 2019 and 2022.

- Year over year hotel occupancy grew in the Doylestown and Langhorne areas in 2022, while falling in each of the other regions.
- Average daily rate grew year over year in 2022 in each sub-market, with the largest jumps in the Levittown and Langhorne areas.
- Revenue per Available Room increased in all Bucks County submarkets between 2021 and 2022, with the largest increase occurring in the Langhorne area.

Figure 2.7: Key Hotel Performance Indicators for Bucks County Sub-Markets

Bensalem/Bristol+	2022	2021	2020	2019
Hotel Occupancy	68.9%	72.5%	54.2%	74.9%
Average Daily Rate (ADR)	\$114.6	\$103.7	\$88.9	\$101.7
Revenue per Avail Room (RevPAR)	\$79.0	\$75.2	\$48.1	\$76.2
Doylestown/Warminster/Warrington+	2022	2021	2020	2019
Hotel Occupancy	73.0%	71.4%	40.6%	61.9%
Average Daily Rate (ADR)	\$134.6	\$120.7	\$113.2	\$133.4
Revenue per Avail Room (RevPAR)	\$98.2	\$86.1	\$46.1	\$82.5
Langhorne+	2022	2021	2020	2019
Hotel Occupancy	71.1%	66.5%	49.0%	71.4%
Average Daily Rate (ADR)	\$133.2	\$115.2	\$95.5	\$119.4
Revenue per Avail Room (RevPAR)	\$94.7	\$76.6	\$46.8	\$85.2
Quakertown+	2022	2021	2020	2019
Hotel Occupancy	66.0%	66.6%	47.1%	71.7%
Average Daily Rate (ADR)	\$129.7	\$116.9	\$97.7	\$105.8
Revenue per Avail Room (RevPAR)	\$85.6	\$77.9	\$46.1	\$75.8
Levittown/Morrisville/Yardley/Newtown+	2022	2021	2020	2019
Hotel Occupancy	63.6%	64.1%	48.0%	64.1%
Average Daily Rate (ADR)	\$132.4	\$112.0	\$83.2	\$104.9
Revenue per Avail Room (RevPAR)	\$84.3	\$71.8	\$39.9	\$67.2

Source: Smith Travel Research

Short-Term Rental Data

Short-term rentals reserved through sites like Airbnb and VRBO have become an increasingly important part of the lodging mix, a trend that accelerated during the pandemic. Short-term rentals refer to accommodations that are rented out for relatively short periods, typically on a nightly or weekly basis. They offer lodging alternatives to traditional hotels and can include nontraditional travel accommodations including houses, condominiums, cottages, and villas.

Figure 2.8 shows performance indicators for 2020-2022 for short-term rentals in Bucks County, competitive Pennsylvania counties, and nationally based on data from the Key Data Dashboard.

- Short-term rental performance in Bucks County grew materially in 2022 (after growing in 2021), with increases in both occupancy and average daily rate, aligning with national trends.
- Performance was more mixed in nearby suburban counties, with occupancy growing but average daily rate falling in 2022. Revenue per available room was significantly stronger in Bucks County (\$87) than in nearby counties (\$56) in 2022.

Figure 2.8: Short-Term Rental Performance Indicators

Bucks County	2022	2021	2020
Short-Term Rental Occupancy	37.6%	32.7%	28.7%
Average Daily Rate (ADR)	\$231	\$217	\$197
Revenue per Avail Room (RevPAR)	\$87	\$71	\$56
Suburban Counties*	2022	2021	2020
Short-Term Rental Occupancy	34.2%	27.4%	21.0%
Average Daily Rate (ADR)	\$165	\$199	\$140
Revenue per Avail Room (RevPAR)	\$56	\$55	\$30
United States	2022	2021	2020
Short-Term Rental Occupancy	38.4%	34.3%	28.2%
Average Daily Rate (ADR)	\$243	\$224	\$202
Revenue per Avail Room (RevPAR)	\$93	\$77	\$57

Source: Key Data Dashboard

*Suburban Counties: Chester, Delaware and Montgomery

2.3. Visitor Characteristics

Mobile data provides a useful tool to better understand the characteristics of visitors to Bucks County as well as the kind of economic activity they engage in. The mobile data analyzed in this section was collected and analyzed by Zartico, a data analytics company specializing in providing insights and solutions for the travel industry. These data include information on visitors’ origin markets, destinations, trip characteristics, and spending habits.

The sample size for this analysis consisted of 153,501 mobile phones for 2022. In this analysis, a visitor is defined as someone who has arrived from a distance greater than 50 miles, stayed for over 2 hours within the destination, and visited at least one place of impact.

Figure 2.9 below displays the top origin markets for visitors to Bucks County, with percentages of total visitors and overnight visitors indicated for each market (defined by Designated Market Areas, or DMAs).

- The Philadelphia and New York DMAs are the two largest origin markets, with 28.2% and 27.1% of total visitors respectively.
- Other significant DMAs include Wilkes Barre-Scranton (8.6%), Harrisburg-Lancaster-Lebanon-York (6.0%), and the Washington DC (2.2%) and Baltimore (1.6%) area.
- Origin markets’ share of overnight visitors generally aligns with their share of total visitors. However, New York is an exception as it generates a notably smaller proportion of overnight visitors compared to its overall visitor share.

Figure 2.9: Top Origin Markets (DMAs) of Bucks County Visitors, 2022

Top Origin Markets (DMAs)	% of Total Visitors	% of Overnight Visitors
Philadelphia	28.2%	27.4%
New York	27.1%	21.9%
Wilkes Barre-Scranton	8.6%	9.0%
Harrisburg-Lancaster-Lebanon-York	6.0%	6.3%
Washington DC (Hagerstown)	2.2%	2.4%
Baltimore	1.6%	1.7%
Pittsburgh	1.5%	1.7%
Boston-Manchester	1.4%	1.6%
Johnstown-Altoona-State College	0.9%	1.1%
Hartford & New Haven	0.9%	1.1%

Source: Zartico

Figure 2.10 presents the percentage of total visitors to different locations in Bucks County.

- Bensalem Township has the highest percentage of visitors at 18.6%, followed by Warwick Township at 9.6%.
- Other locations with significant percentages include Middletown Township (9.5%), Bristol Township (9.1%), and Buckingham Township (8.6%).

Figure 2.10: Top Destinations within Bucks County, 2022

Visit Location	% of Total Visitors
Bensalem Township	18.6%
Warwick Township	9.6%
Middletown Township	9.5%
Bristol Township	9.1%
Buckingham Township	8.6%
Doylestown Township	7.2%
Northampton Township	6.3%
New Hope Borough	6.0%
New Britain Township	5.0%
Falls Township	4.6%

Source: Zartico

Based upon locations identified in Zartico’s mobile tracking, Bucks County visitors participated in various categories of activities in Bucks County. Outdoor recreation was the most popular category of activity, followed by in descending order: retail, accommodations, food, nightlife, transportation, medical, sports, arts and entertainment, colleges and universities, attractions, and events.

Appendix

Methodology Overview

Visitation, spending and economic impact results for Bucks County are derivative of regional visitation and impact estimates produced for Visit Philadelphia. These estimates encompass the five-county region of Bucks, Chester, Delaware, Montgomery and Philadelphia counties, and further segment activity between the City of Philadelphia and suburban region comprised of Bucks, Chester, Delaware and Montgomery counties. This analysis extends the methodology framework of the regional analysis to estimate the share of suburban activity in each category taking place in Bucks County. Results are consistent with the regional metrics presented in that analysis.

Visitor Volume

Visitation measures track the number of travelers to a given geography over a given time period. Visitation is measured in “person-trips,” which are defined as one trip taken by one visitor, inclusive of both day and overnight trips.

This analysis adopts the definition of a visit employed by Longwoods International in their Travel USA[®] panel survey, which defines overnight and day trips as follows:

- An overnight trip is any journey for business or pleasure outside your community and not part of your normal routine, where you spend one or more nights away from home.
- A day trip is any journey for business or pleasure, outside your community and not part of your normal routine that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

Regional domestic visitation has been estimated in prior years through an “index modeling” approach, which uses the historic relationship between industry inputs (hotel demand, attraction attendance, transportation metrics, industry employment) and travel to estimate visitation. Due to the unusual nature of travel activity in 2020 caused by COVID-19 related travel restrictions, these historic relationships are not directly applicable for travel years starting in 2022. As a result, domestic visitation and spending for travel years 2020-2022 are estimated by benchmarking trends for the Philadelphia to national estimates of year over year changes in travel activity.

Indicators of relative travel activity are then used to estimate the share of visitation occurring by county. Inputs include hotel demand and leisure and hospitality employment.

Visitor Spending

Direct visitor spending refers to point of sale purchases by visitors. Direct visitor spending occurs primarily in five sectors of the economy: food and beverage, lodging, transportation, recreation and retail.

Regional changes in visitor spending are a function of year over year changes in the level of visitation and changes in the average spending profile of visitors. Initial estimates of visitor spending derived from visitor-type modeling were reconciled to sector level estimates to produce overall spending estimates by category for the region.

Similarly, modeling of changes in spending patterns by county are based on the level and composition (day and overnight visitors) in the relative share of visitation for Bucks County among the regional suburban counties. Relative changes in the shares are matched to spending estimates by sector for 2019, to capture unique purchase patterns for visitors by county.

Visitor spending for 2022 is significantly impacted by the inflationary economic conditions in 2022. Inflationary effects are estimated for each sector uniquely, based on BLS or industry-specific data points, and applied to the visitor spending profiles. This approach makes it possible to evaluate spending growth in both nominal and inflation-adjusted terms. Figure A.1 below shows a comparison of visitor spending by segment changes from 2019 to 2022 in real terms (using constant \$2019) and in nominal terms.

Figure A.1: Bucks County Direct Visitor Spend by Sector, 2019-2022 (\$M)

Sector	2019	2022 (in \$2019)	2022 (in \$2022)	2022 vs. 2019 (real terms)	2022 vs. 2019 (nominal terms)
Food & Beverage	\$203	\$175	\$203	-14%	0%
Lodging	\$155	\$139	\$151	-11%	-2%
Retail	\$90	\$89	\$125	-1%	4%
Transportation	\$121	\$114	\$102	-6%	13%
Recreation	\$91	\$81	\$88	-10%	-3%
Other	\$7	\$6	\$7	-17%	-5%
Total	\$666	\$603	\$677	-10%	+2%

Economic Impact and Visitor-Supported Employment

Each direct dollar spent in the region has “spillover” impacts throughout the supply chain (indirect impacts) and as earnings are recirculated in the form of household spending (induced impacts). The total economic impact is calculated as the sum of these direct and spillover impacts.

Input-output modeling is used to estimate the spillover impacts of that direct spending within the regional economy, using the industry standard IMPLAN framework. This framework is also used to translate direct and spillover economic output into associated employment and labor earnings supported.

Modeling is undertaken by geography, with direct and spillover expenditures modeled in either Philadelphia County, or the suburban counties (Bucks, Chester, Delaware, Montgomery) as a group. Due to the economic linkages across the region, direct spending in Philadelphia has indirect and induced impacts both within Philadelphia and also within the suburban counties (and vice-versa). The indirect and induced spillover impacts for Bucks County itself (as compared to the suburban counties as a whole) are based on the size of each industry in Bucks County relative to the overall suburban region. The indirect and induced impacts generated by direct spending within Bucks County are distributed among the five-county region based on the relative share of the direct tourism spending in each industry that takes place within Bucks County. This share remaining in Bucks County is added to Bucks County's share of the spillover impacts from direct spending in other counties in the region, for the total indirect and induced impact.

Jobs and earnings associated with the total economic impact are allocated based on relative activity levels and earnings by county.



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