

The Economic Impact of Visitors to Bucks County 2022

To read the full report, check out Visit Bucks County's Research & Reports page on [VisitBucksCounty.com](https://www.visitbuckscounty.com).

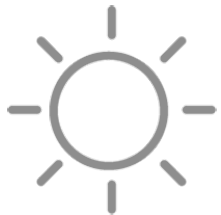
Domestic Visitation 2022

There were nearly 8 million trips by domestic visitors to Bucks County in 2022.



7.97 million

total visitors



4.88 million

day visitors



3.09 million

overnight visitors

20%

of the 40 million domestic visitors to the Philadelphia 5-county region visited Bucks County

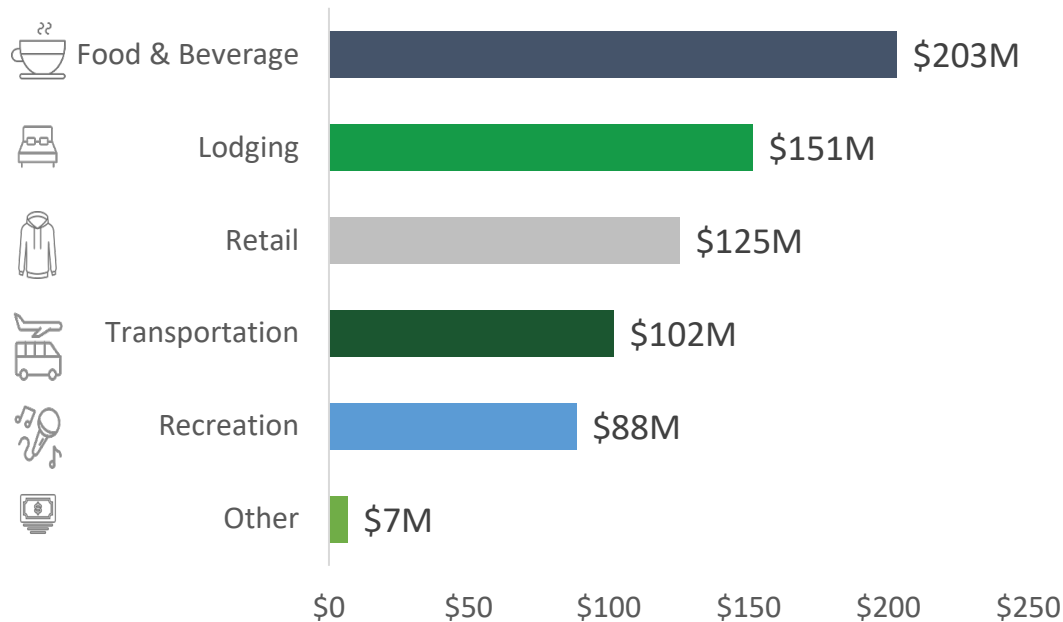


Day Trip= Journey outside of your community and routine of at least 50 miles
Overnight Trip = Journey outside of your normal routine where you spend one or more nights away from home

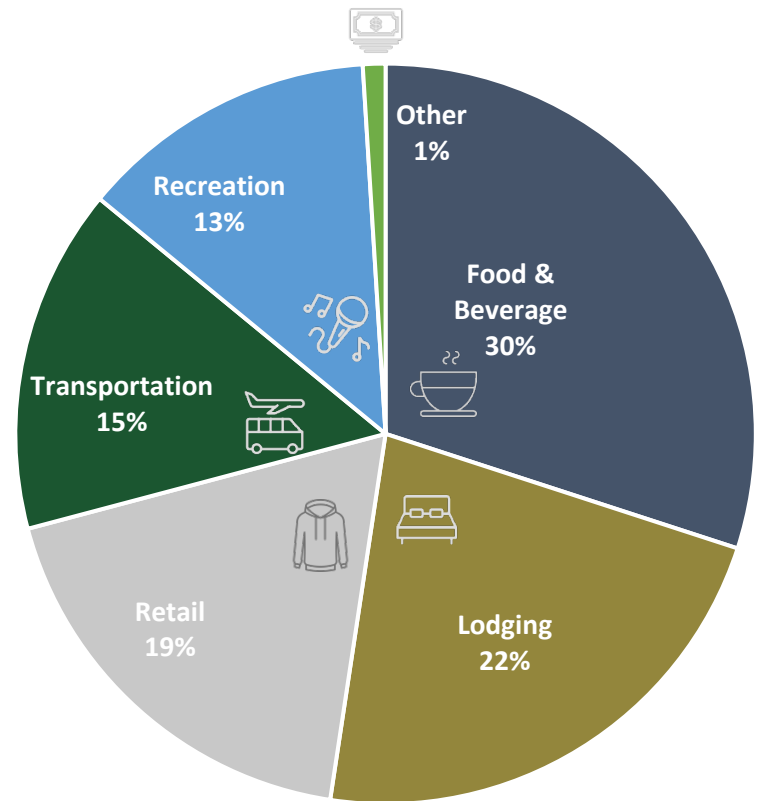
Direct Visitor Spending 2022

Visitors directly spent a total of \$677 million while in Bucks County in 2022.

More than half of visitor spending is in the Food & Beverage and Lodging categories. These are followed by Transportation, Retail, and Recreation spending.



\$677 million
direct visitor spending



Economic Impact 2022

Tourism accounted for nearly \$1.2 billion in direct and spillover economic activity in Bucks County in 2022.



\$1.197 billion

total economic impact



\$677 million

direct spending



\$521 million

indirect and induced
spending

*Indirect Effects:
Supply Chain /
Support Services*






*Induced Effects:
Labor Income*



Bucks County Tourism Impact: 2019-2022

Bucks County tourism activity and economic impact have largely recovered from pandemic-driven declines (but remain below 2019 levels in inflation-adjusted terms).

Bucks County Tourism Impact, 2019-2022

	2022	2021	2020	2019	% Chg 2021-2022	% Chg vs. 2019-2022
 Domestic Visitation	7.97 M	7.58 M	6.36 M	8.28 M	+5%	-4%
 Direct Visitor Spending	\$677 M	\$563 M	\$449 M	\$666 M	+20%	+2%
 Tourism Economic Impact	\$1,197 M	\$986 M	\$787 M	\$1,075 M	+21%	+11%

Visitor spending and economic impact results are in nominal dollars and were significantly impacted by inflation in 2022.

The Consumer Price Index shows an average inflation level in 2022 of 8.0% compared to 2021 and 14.5% compared to 2019.

Leisure and Hospitality Employment 2022

Bucks County had 27,800 jobs in the leisure and hospitality industry in 2022, representing 12% of private sector employment.

27,800 jobs

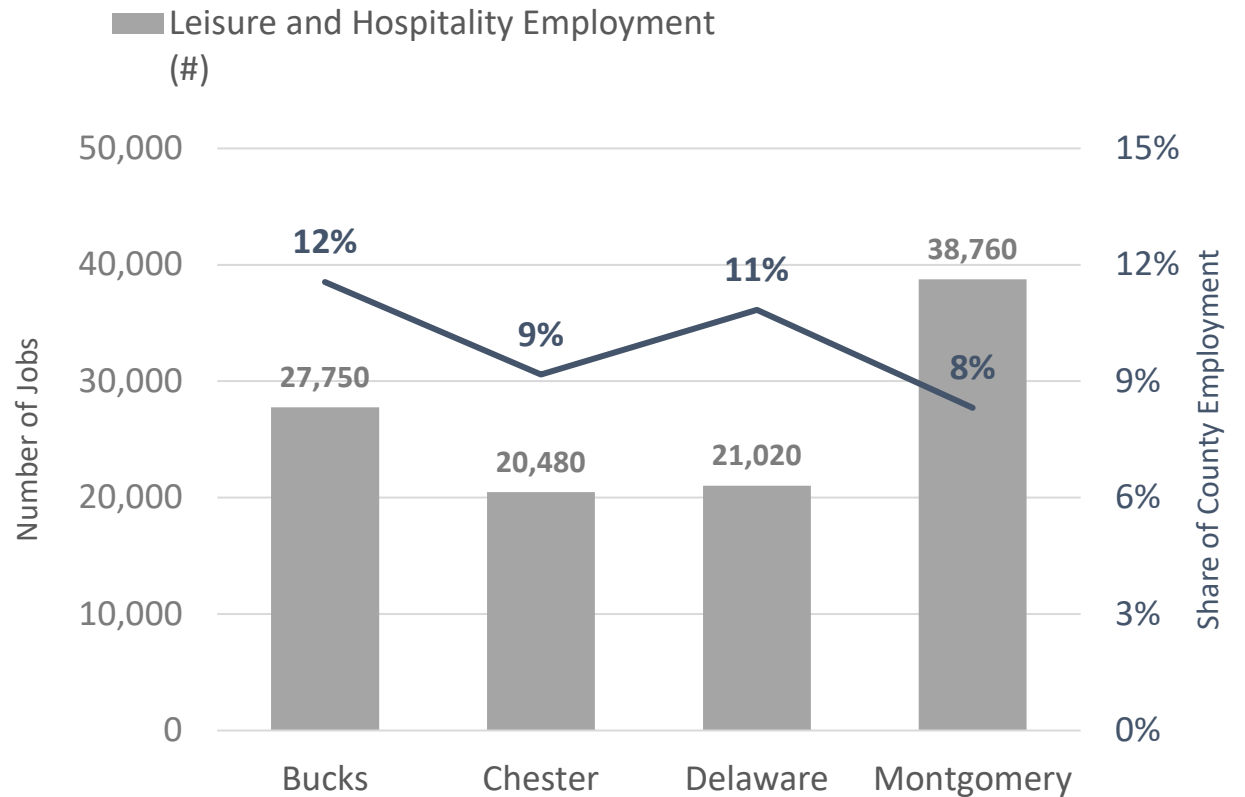
in the leisure and hospitality industry in Bucks County in 2022

12%

of all private sector employment in Bucks County was in the leisure and hospitality sector in 2022

The leisure and hospitality industry includes the Accommodation & Food Services and Arts, Entertainment, & Recreation sectors.

Leisure and Hospitality Share of Private Sector Employment



Source: Bureau of Labor Statistics

Bucks County Employment by Industry

Leisure and hospitality is the fourth largest sector of the Bucks County economy by employment count in 2022.

Bucks County Private Sector Employment by Sector, 2009-2022

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

Source: Bureau of Labor Statistics

Hotel Industry Metrics

Bucks County hotel occupancy was around 65% in 2022, with an average daily room rate of \$123.

Hotel Performance Measures, 2019-2022

		2022	2021	2020	2019	% Chg 2021-2022	% Chg 2019-2022
Bucks County	Hotel Occupancy	64.5%	66.1%	50.2%	68.5%	-2.8%	-6.2%
	Average Daily Rate (ADR)	\$123.5	\$110.2	\$89.6	\$105.4	+12.2%	+14.7%
	Revenue Per Available Room (RevPAR)	\$79.7	\$72.9	\$45.0	\$72.2	+9.1%	+9.4%
National	Hotel Occupancy	62.7%	57.6%	44.0%	64.8%	+8.9%	-3.2%
	Average Daily Rate (ADR)	\$148.8	\$124.7	\$103.3	\$130.9	+19.1%	+13.7%
	Revenue Per Available Room (RevPAR)	\$93.3	\$71.9	\$45.4	\$85.9	+29.8%	+8.6%

Occupancy = (Demand) / (Supply)

ADR = (Revenue) / (Demand)

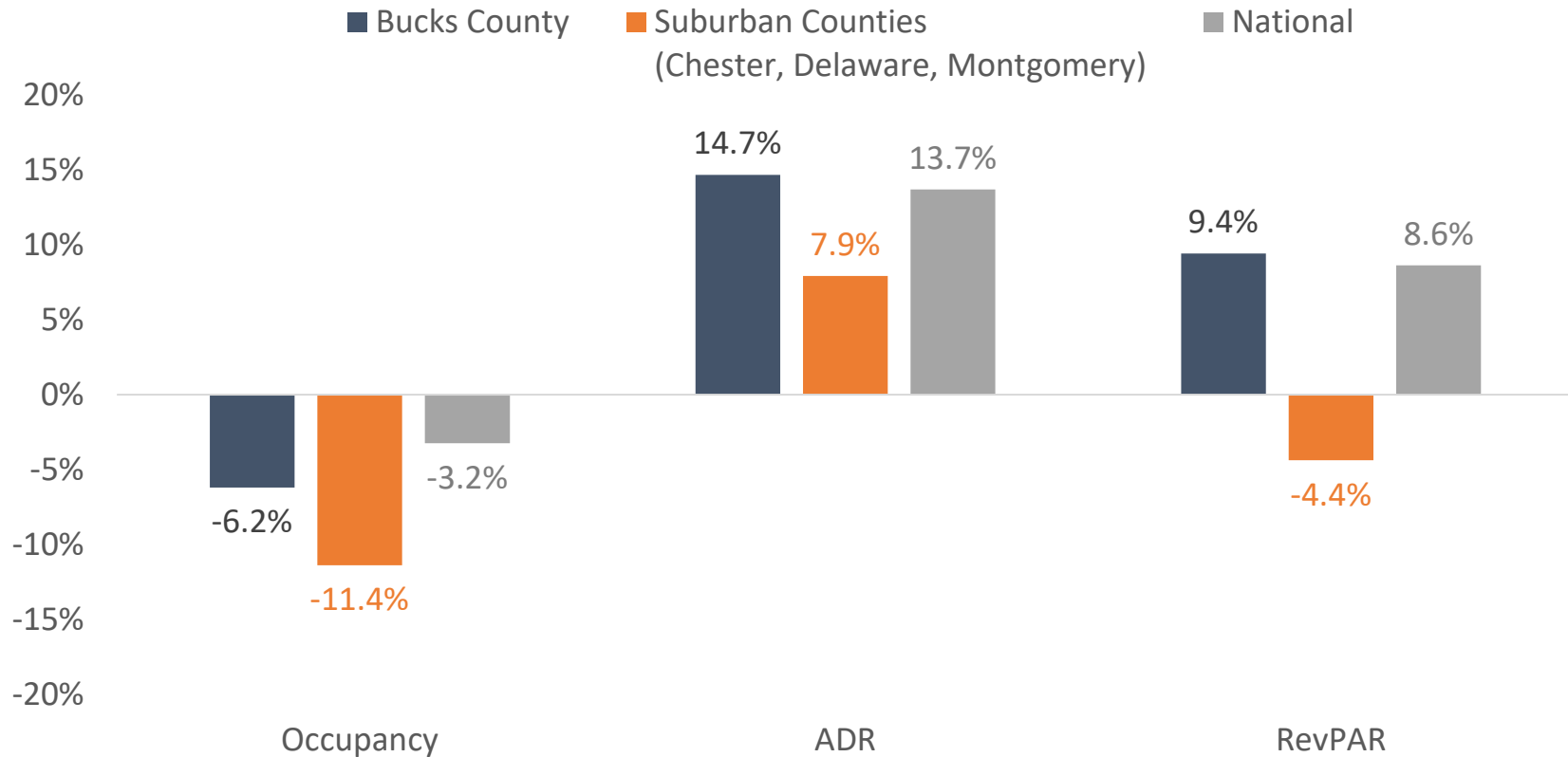
RevPAR = (Revenue) / (Supply)

Source: Smith Travel Research

Hotel Industry Recovery

Bucks County's hotel recovery relative to 2019 benchmarks aligns with national trends and exceeds recovery levels in neighboring suburban counties.

Hotel Performance Recovery Levels, 2022 vs. 2019



Source: Smith Travel Research