



What's Happening in Bucks County

The hospitality industry continues to expand and Visit Bucks County is here to support its growth.

— OPENED IN 2022

— COMING IN 2023

- Ashlynn Distillery
- Be Well Bakery and Café
- Bucks County Joyrides
- L.L.Bean Outdoor Discovery Program
- Mamie Colette
- Nissley Vineyards Wine Shop & Tasting Room
- Panna Gelateria
- Pot Heads Coffee House
- Pretty Bird Smash Burgers
- Soul D'Lysh
- The Cloak and Wand
- The Forager
- The Inn at Centre Bridge
- The Red Fox Lounge
- Tranquility Brewing Company
- Van Lieus Brewing
- Wycombe House
- All-new water attraction, Bert & Ernie's Splashy Shores, opening at Sesame Place.
- Steam Coffee Company opening along the Newtown Rail Trail in the old Southampton Train Station.
- Terrain Gardens at Del Val opening in Doylestown.
- Preservation and restoration of 17 structures at Washington Crossing Park Station.
- Yardley Distillery opening in Morrisville.
- Several lodging properties are working with local municipalities to open in 2023.
- Aviator Vineyard and Winery opening at AGA Farms in Perkasio.
- Broad Street Brewing opening in Bristol.
- Durham Springs By Landmark will re-open as a wedding venue in Kintnersville.
- Inn at Fox Briar Farm, a new, eight-room inn and wedding venue in a restored farmhouse opening in Doylestown.
- Peddler's Village hosts "Stories in Sand," featuring six large sand sculptures depicting popular scenes from well-known storybooks.
- The Radcliffe, a new, nine-room, boutique hotel opening in Bristol.

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Visit Bucks County Team

Paul Bencivengo	Shannon Rinker
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Jenna Giuliani	Vanessa Shubert
Kelley Keeling	Louise Trucks
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Claudia Murtha	Heather Walter
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Destination Ambassadors

Tami Casey	Megan Rockey
Diane Danieluk	April Smart
Laurie Ann Moore	Ashley Snyder



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VisitBucksCounty.com

Promoting travel to Bucks County | 215-639-0300

@VisitBucksPA #StayinBucksCo #ExploreinBucksCo #EatInBucksCo #DrinkinBucksCo #WedInBucksCo #MeetInBucksCo

Photo Credits: Kevin Crawford Imagery, Jeff Fusco
 Sources: (Cover) ESI, 2021. (Inside) STR, Tourism Economics, ESI 2022.

VISIT BUCKS COUNTY
Pennsylvania

2022 ANNUAL REPORT



A Message From the President/COO Paul Bencivengo

Hospitality Partners, Local Officials, Stakeholders and Residents,

In 2022, fueled by demand for leisure travel, Bucks County's tourism industry continued recovering from the impacts of the pandemic. The year started off with lodging occupancy surpassing levels from 2019 and 2021. Economic uncertainties spurred by rising costs, coupled with a return to cruising and travel abroad, presented competition for Bucks County visitation in late summer and fall. Bucks County wrapped up the year proving, again, to be an ideal destination for the holidays with occupancy levels nearly reaching 2019 and 2021 levels. With an almost 1% increase in supply, occupancy was 64.5% for calendar year 2022.

Our organization continues to be an incredible wealth of travel information for visitors and locals. In addition to fielding thousands of phone calls, emails, chats and destination guide requests from potential visitors, VisitBucksCounty.com reached a significant milestone with more than 5 million page views. Our social media and video platforms garnered more than 123 million video views. In 2022, we launched a TikTok channel that quickly attracted 15,000 followers!

And our trails continue to drive visitors and locals throughout the region. The Bucks County Ale Trail and the Bucks County Wine & Art Trail have seen much success with people "checking in" with mobile passports.

Three new cinematic Bucks County commercials aired on streaming and broadcast in 2022. And look for our newest commercial, debuting later this year, to promote the 2023 holidays.

Visit Bucks County also works with the other economic development agencies to ensure the tourism and hospitality industry is supported with any local, state or federal grant and loan programs. We also continue to work with the Pennsylvania Restaurant & Lodging Association and U.S. Travel Association to advocate on behalf of the Bucks County tourism and hospitality industry.

This document highlights just a portion of the work done by the amazing team at Visit Bucks County dedicated to making our county a premier travel destination.

Through it all, the support from our hospitality partners and community is essential to the vitality of the travel industry. Together we will carry the momentum forward and advance the positive impact the hospitality industry has on our community's quality of life.

Thank you for your partnership and support of Bucks County tourism.

The 2022 Bucks County Grant Program, facilitated in partnership with the County of Bucks, distributed more than \$596,000 to 51 local organizations for tourism-related projects.

Industry Relations & Visitor Services

The VBC team supports the more than 1,500 tourism & hospitality businesses in Bucks County by connecting industry partners, hosting networking and educational events, and encouraging product development.

In 2023, our Destination Ambassadors are excited to meet the visitor where they are with our new Mobile Visitor Center, a Ford Transit. This will create a more impactful Bucks County presence at festivals, events and tradeshows locally and outside of the region.



Bucks County 2022 Key Lodging Performance Indicators


\$123.51
Hotel Average Daily Rate
(12.2% increase from 2021)


9.8%
Hotel Revenue Growth
as compared to 2021


4%
Lodging Revenue Growth
estimated for 2023

VISITORS SERVICED


19K
In-person Connections
(Visitor center walk-ins, festivals, events)

28K
Trip Planning Support
(Live chats on website, emails, phone calls, Destination Guide requests)


Marketing & Communications


Through digital and social marketing, as well as customized newsletters, VBC promotes the Bucks County visitor experience and engages with potential tourists across multiple digital mediums.





53K+
E-newsletter subscribers

Web Traffic


1.77M
Users


2.21M
Sessions


5.38M
Pageviews

Bucks County Ale and Wine & Art Trails

11K Check-Ins
4K Passport Redemptions
2K Completions

Television & Outdoor Advertising

VBC promotes the beauty of Bucks County with bold, outdoor photography showcasing the area. Television commercials, billboards and digital ads in Harrisburg, Lebanon, Lancaster, York, Lehigh Valley, New York, New Jersey, Philadelphia and Washington, D.C. to welcome visitors to stay overnight.



116M
Broadcast and streaming impressions in New York, New Jersey and Philadelphia.



2.5M
Digital impressions across social media retargeting, paid search, text ads, email and YouTube.