





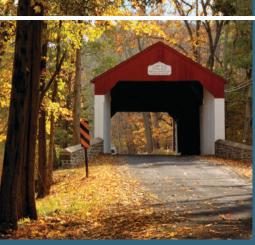


Million dollars generated in Economic Impact













2021 ANNUAL REPORT



A Message From the President/COO

Hospitality Partners, Local Officials, Stakeholders and Residents,

We are all well aware of the toll 2020 took on the hospitality industry. Bucks County saw a 23% decrease in visitation. And that translated to a 27% decrease in economic impact.

However, Bucks County saw a rebound in 2021. **An incredible rebound**. The County's location between two major metropolitans, our consistent and innovative marketing, and the resiliency of the tourism and hospitality industry continued to drive visitation to the entire County throughout 2021... every season!

The 2021 calendar year hotel occupancy was 66.1%. This was a rebound of more than 30% from 2020 and with more rooms available than ever before. Bucks County also saw record hotel key performance indicators nearly every month. The **data** shows visitors came. And they came educated as VisitBucksCounty.com saw record traffic with nearly 3.5 million pageviews and 1.5 million users. Our audiences continue to grow as our social following now exceeds more than 143,000 and our rapidly growing email list has almost reached 50,000 subscribers.

Our goal is to **meet the consumer where they are** and to **continue to deliver excellent service** that will keep clients and visitors coming back year after year.

The entire **Visit Bucks County team is here to work with you**. Whatever your needs may be: product development, marketing, research, advocacy... any support.

Together, we continue to shape Bucks County as the ideal place to live, work and play!

Thank you, **Paul Bencivengo**

Paul By

What's **NEW** in Bucks County

Despite the pandemic, many businesses opened and were supported by Visit Bucks County. The hospitality industry continues to expand and Visit Bucks County is here to support its growth.

- 1675 At The Ridges
- Aristaeus Craft Brewing Co.
- Bake Ability
- Bitchin' Kitten Brewery
- Ferment on Market Street
- Great Barn Taphouse
- Logan Inn

OPENED IN 2021

- Metro Esports
- Janet L. Mintzer Center at Pearl
- S. Buck House & Historic Site

- Neshaminy Creek
 Brewing Co. Dublin
- Oldestone
- Relic on State
- Rise and Grind Café
- River's Edge at Pen Ryn Estate
- The Boiler Room by
- Crossing Vineyards
- Vino by Zzino
- Wax N Scent Studio



Hotel Visitation

Key hotel indicators from STR showed Bucks County overnight visitation rebounded – either matching or surpassing record months.

> **66.1%** Occupancy for 2021 (36.6% increase from 2020)





2.6%

Hotel Room Demand estimated to grow in 2022 (Source: Tourism Economics)

Digital & Social Marketing

in

42,682

1.650

Followers

JVISHbuck

Impressions

1.580.447

Engagements

f

Through customized e-newsletters, creative contests, engaging articles, itineraries and captivating photos and videos, VBC promotes the Bucks County visitor experience and engages with potential tourists across multiple digital mediums.





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



What's **NEXT** in Bucks County

In 2022, visitors to Bucks County can expect continued growth at leisure attractions, dining establishments, event venues and more.

- 1870 Wedgwood Inn B&B of New Hope celebrates 40th anniversary
- Big Bird's Tour Bus opens at Sesame Place® Philadelphia
- Newtown Theatre completes renovation project
- Pride events return to New Hope, Doylestown and Perkasie
- Peddler's Village celebrates 60th anniversary and hosts Bucks County Beach Days: Sand Sculptures in the Village

- Perkasie Borough opens new amphitheater in Lenape Park
- Trolley Barn Public Market in Quakertown opens three new venue spaces
- Tree Trails Adventures opens in Trevose
- \cdot Visit Bucks County and the Arts δ Cultural Council of Bucks County launch the Bucks County Wine & Art Trail

For the full list, go to VisitBucksCounty.com/WhatsAhead

Industry Relations & Visitor Services

The VBC team supports the more than 1,400 tourism & hospitality businesses in Bucks County through product development, networking and educational events, and an annual grant program.

New in 2021 was the creation of the Destination Ambassador program. This enthusiastic team of event coordinators represent Visit Bucks County at festivals, events and tradeshows inside and outside the region.



69.500+ **VISITORS SERVICED**



Live chats on website



Phone calls

Mailings of VBC and partner collateral

Bucks County Commissioners

Robert J. Harvie, Jr., Chair Diane M. Ellis-Marseglia, LCSW, Vice Chair Gene DiGirolamo, Secretary

Visit Bucks County Board of Directors

Sharon Rossi, Chairperson Ron Gilbert, First Chair Bob McGowan, Second Chair Doug Miller, Secretary Paul Licitra, Treasurer William F. Haas, Immediate Past Chair

Paul Boger Bob Caruso Albert A. Giagnacova Mycle Gorman James Humphreys Moses Reidenbach

Jennifer Ruane Linda Salley Jonathan Snipes Christine Hensel Triantos Dr. Charles Tweedy

Visit Bucks County Team

Carol Bandanburg Paul Bencivengo Rosalie Flemke Jenna Giuliani Sandra Herman Alexa Johnson Kelley Keeling

Rachel Macauley Lisa Paglaiccetti Jenna Scull Louise Trucks Meredith Walker Heather Walter

VisitBucksCounty.com

Promoting travel to Bucks County | 3207 Street Road, Bensalem, PA 19020 | 215-639-0300

@VisitBucksPA

#StavinBucksCo

#ExploreinBucksCo #EatinBucksCo #DrinkinBucksCo

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