



6.36

Million
visitors welcomed



\$787

Million dollars generated
in Economic Impact



22,000

Jobs supported
in the leisure and
hospitality industry

VISIT BUCKS COUNTY
Pennsylvania

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 metropolises, 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

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.

— OPENED IN 2021

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



\$110.21

Average daily hotel rate
(23% increase from 2020)



2.6%

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

Digital & Social Marketing

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.

WATCH OUR VIDEOS



Web Traffic

VisitBucksCounty.com saw the most traffic ever in calendar year 2021.

1,480,444
Users



1,864,752
Sessions

3,468,288
Pageviews



3 New TV commercials filmed



10 Podcasts produced



47,000 E-newsletter subscribers



4.2 Million Video views on YouTube

Brand Advertising

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



70,875,597

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



101,200,000

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

in

42,682
Impressions

1,650
Followers

952,100
Impressions
1,030
Mentions



451 Stories
25,250,018
Impressions
118,257
Engagements



65,426,198
Impressions
1,580,447
Engagements



Social Media
in 2021





69,500+

VISITORS SERVICED

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 Trevoze
- Visit Bucks County and the Arts & 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.



**Visitor Center
walk-ins**



**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	Jennifer Ruane
Bob Caruso	Linda Salley
Albert A. Giagnacova	Jonathan Snipes
Mycele Gorman	Christine Hensel Triantos
James Humphreys	Dr. Charles Tweedy
Moses Reidenbach	

Visit Bucks County Team

Carol Bandanburg	Rachel Macauley
Paul Bencivengo	Lisa Paglaicetti
Rosalie Flemke	Jenna Scull
Jenna Giuliani	Louise Trucks
Sandra Herman	Meredith Walker
Alexa Johnson	Heather Walter
Kelley Keeling	

VisitBucksCounty.com

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

[@VisitBucksPA](https://www.instagram.com/VisitBucksPA) [#StayinBucksCo](https://www.instagram.com/StayinBucksCo) [#ExploreinBucksCo](https://www.instagram.com/ExploreinBucksCo) [#EatinBucksCo](https://www.instagram.com/EatinBucksCo) [#DrinkinBucksCo](https://www.instagram.com/DrinkinBucksCo)

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Sources: (cover) ESI, 2020. (Inside & back cover) STR and Tourism Economics, 2021.