

Industry Relations & Visitor Services

The VBC team supports the more than 1,600 tourism & hospitality businesses in Bucks County by connecting and convening, encouraging product development and advocating for the tourism industry.

In 2023 the Industry Relations & Visitor Services Team:

- Introduced complimentary front-line staff training for Bucks County tourism and hospitality businesses.
- Connected with more than 12,500 visitors inside and outside the region at events and festivals.
- Unveiled the new Mobile Visitor Center.
- Promoted Bucks County to the wedding, group tour and meeting markets.



Visitor Services



700
Phone Calls



1,680
Live Chats



10,718 Online
Destination Guide Requests



Weddings, Groups and Meetings Market Outreach

14 Shows & Events

3,566 Attendees



Advocacy

VBC advocated for the tourism industry and hospitality industry, working closely with the Pennsylvania Restaurant and Lodging Association (PRLA), U.S. Travel Association and our local legislators and municipalities.



VISIT BUCKS COUNTY
Pennsylvania

VisitBucksCounty.com

Promoting travel to and within Bucks County

215-639-0300 | @VisitBucksPA

Sources: Tourism Economics. Published: May 2024.

VISIT BUCKS COUNTY
Pennsylvania

2023 ANNUAL REPORT



A Message From the President/COO Paul Bencivengo

Tourism & Hospitality Businesses, Local Officials, Stakeholders and Residents,

We are proud to present the Visit Bucks County Annual Report, an overview of the past year's achievements. In 2023, Visit Bucks County remained centered on promoting and marketing Bucks County as a **top travel destination**, creating **economic impact** as well as **supporting and advocating for the local tourism and hospitality industry**.

Visit Bucks County shared the stories of local hospitality businesses through **compelling content** that captured the attention of visitors and groups. The creation of **new marketing content** and continued optimization of Visit Bucks County's digital platforms led to rapid growth that reached **record levels of consumers**. Visit Bucks County also supported these potential visitors by **providing individual trip planning services** and resources to ensure a positive experience.

Last year, the landscape of travel became increasingly competitive. Bucks County's hospitality community adapted to **evolving economic conditions and new consumer trends**, ultimately resulting in solid visitation. Lodging performance in **2023 achieved 64% occupancy** just shy of the strong levels seen in 2022 while **hotel average daily rate exceeded 2022 levels at \$126.97**. Visitor volume analyzed in geolocation data from top markets exceeded 2022 levels.

Visit Bucks County continues to welcome new businesses and inspire new development to shape the future of Bucks County tourism. At the center of our efforts are **partnerships and aligned strategies** with Bucks County's economic development agencies and a shared goal of ensuring Bucks County is an attractive place to live, work and visit.

We look forward to new and exciting experiences in 2024. Thank you for your support of Visit Bucks County and the Bucks County tourism and hospitality industry.



What's Ahead in 2024!



Target Markets



COMMERCIALS

REELS



BILLBOARDS

Marketing & Communications

Visit Bucks County's marketing campaigns included social media, digital, out-of-home, streaming video and broadcast television in target markets including, New York, Northern New Jersey, Philadelphia, Washington, D.C., Lehigh Valley and the Harrisburg area.

Bucks County Commissioners

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Gene DiGirolamo, Secretary

Visit Bucks County Board of Directors

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Emily Harris	Christine Triantos
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Carrie Nork Minelli	Albert Giagnacova,
Moses Reidenbach	Emeritus

Visit Bucks County Team

Paul Bencivengo	Shannon Rinker
Megan Connelly	Jenna Scull
Jenna Giuliani	Vanessa Shubert
Kelley Keeling	Louise Trucks
Rachel Macauley	Joanne Trusdell
Claudia Murtha	Heather Walter
Lisa Paglaicetti	

Destination Ambassadors

Tami Casey	Megan Rockey
Laurie Ann Moore	Ashley Snyder



105M Impressions



14.5M Impressions



12M Video Views



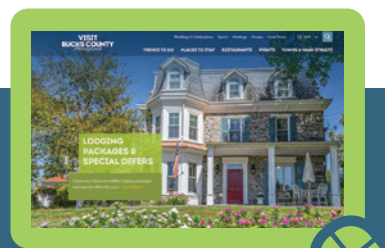
193K Impressions



73K Impressions



9.8M Video Views



Web Traffic

2M Users

5M Pageviews

GRANT PROGRAM

The 2023 Bucks County Tourism Grant Program, facilitated in partnership with the County of Bucks, distributed **\$574,650** to **56 local organizations** for tourism-related projects.

Bucks County 2024 Lodging Revenue

2.6%

Growth estimated for 2024
Source: Tourism Economics



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