



cumberland valley
P E N N S Y L V A N I A

VISITOR RESEARCH
JANUARY 2024



RELIC

OI

Background and Research Methods



RESEARCH OBJECTIVES



1

Identify tourist and visitor awareness and perceptions of Cumberland Valley

- a. *Business versus pleasure audiences*
- b. *Identify whether visitors understand CAEDC does tourism*

2

Identify destination touch-points

Identify where we can make the most improvement to perceptions and an understanding of the destination

3

Develop insights into destination narrative

Determine key messaging and legacy brand traits

Express unique features
and value traits

RESEARCH METHOD

An online survey was sent to past visitors of Cumberland Valley acquired through Dynata, a sample provider. The survey was programmed in Qualtrics.

Survey launch



December 2023

All tests of significance were evaluated at a 95% Confidence Level



02

Executive Summary

EXECUTIVE SUMMARY

Cumberland visitors generally have roots in the area.



Family or friends who live there or who have recommended the area.

Visitors are often visiting the area to visit those friends and family.



*Overall satisfaction with Cumberland Valley is very high, with a **92%** top 2 box.*



Cumberland Valley's net promoter score is high at

41

The natural beauty and scenery are visitor's favorite thing about Cumberland.

Historic sites and friendliness of locals is also favored.



Visitors feel Cumberland is friendly, historic, has a local feel, and is charming.



The primary trip resource used by visitors is “recommendations from family and friends.”

31%



of respondents remember seeing an ad for Cumberland



with

69%

remembering seeing the ad on social media.



Camp Hill



Mechanicsburg



Carlisle

are the most visited areas in Cumberland Valley.



Pennsylvania residents make up nearly

50% of all visitors,

with New York and New Jersey accounting for

40% of the rest.



76%

of visitors are repeat visitors.



Nearly

70%

of visitors intend to return to Cumberland in the future.

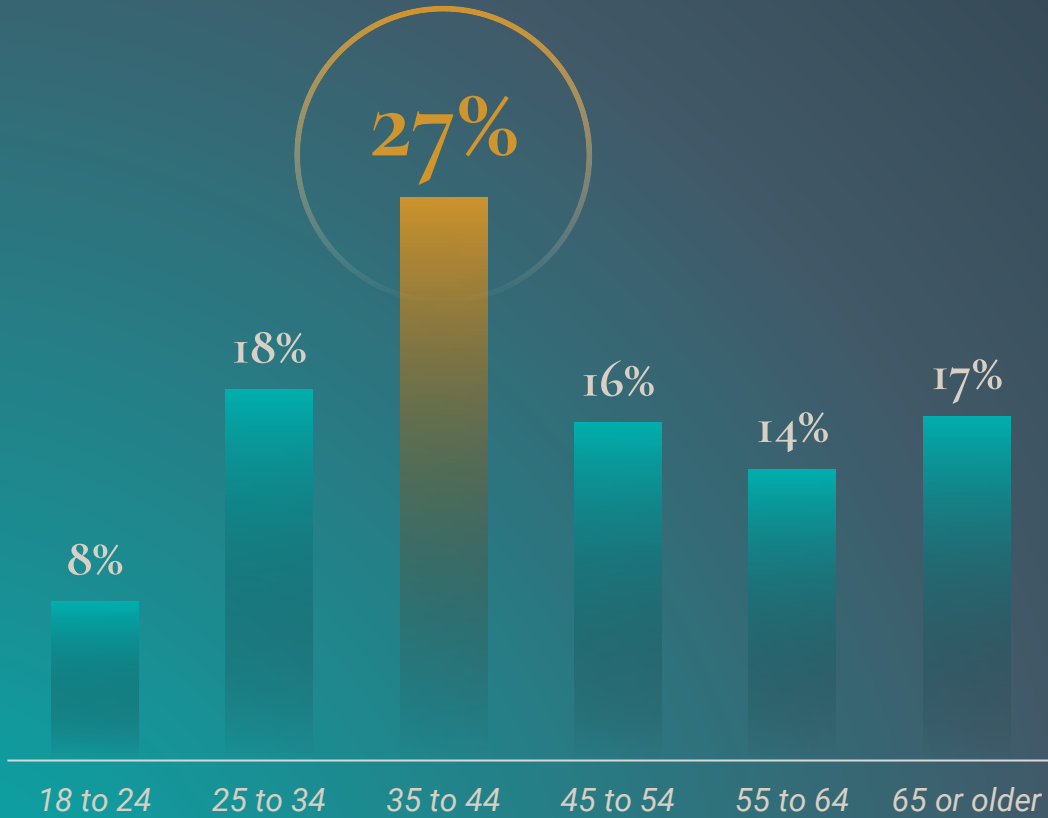
03

Respondent Profile

DEMOGRAPHICS



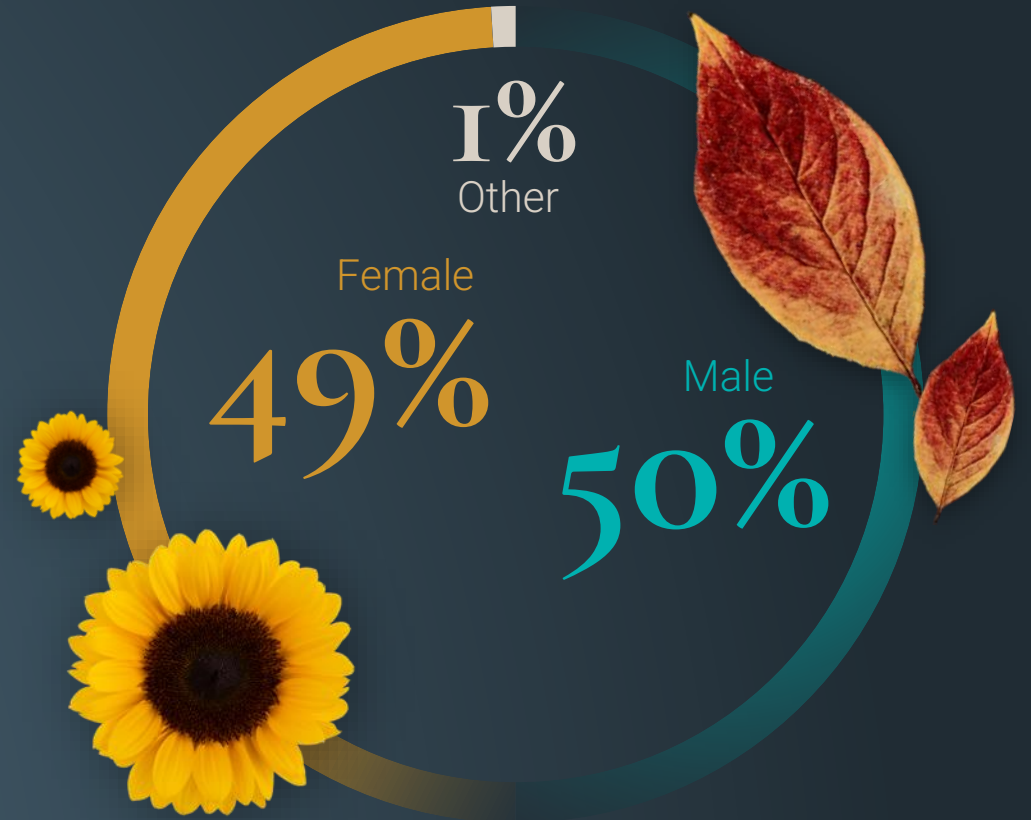
Age



Q4: What is your age group? (n = 312)



Gender

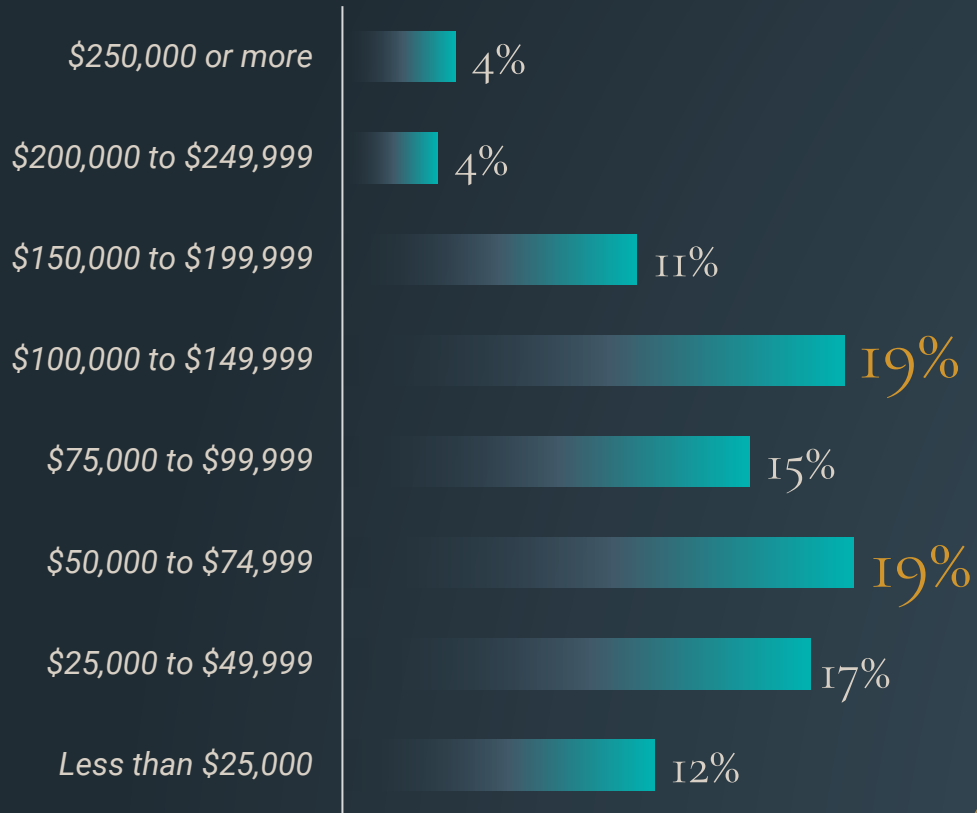


Q34: What is your gender? (n = 312)

DEMOGRAPHICS



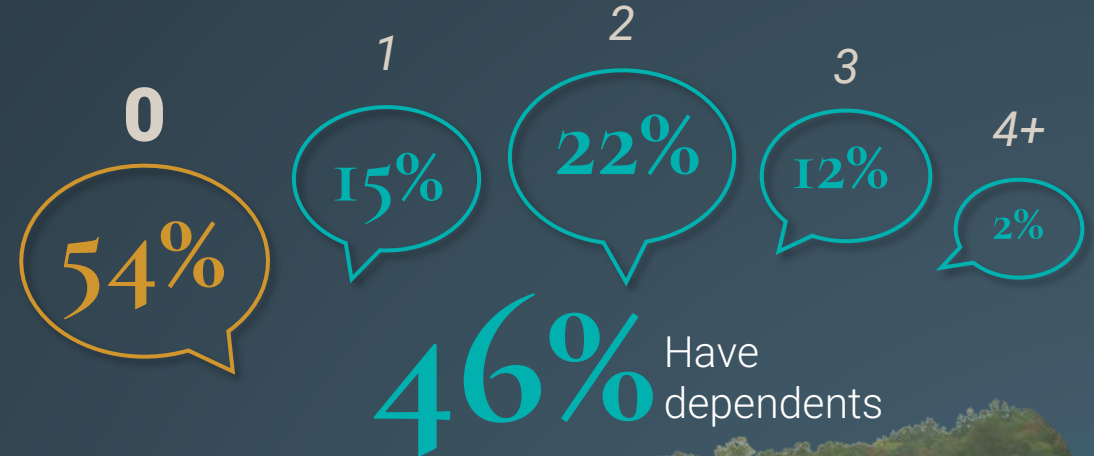
Income



Q35: What is your annual household income before taxes? (n = 312)



Dependents

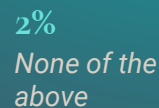
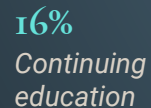
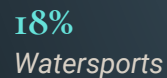
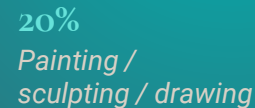
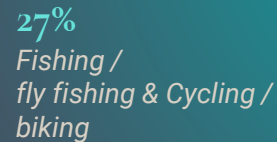
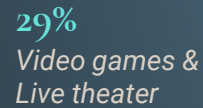
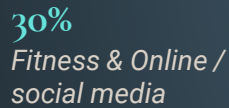
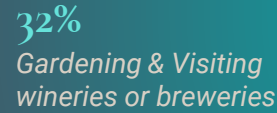
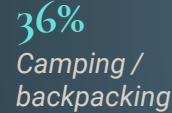
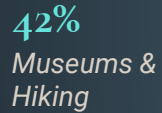
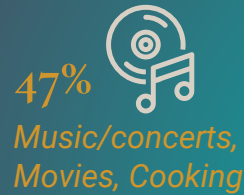
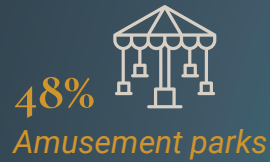


Q36: How many dependents under age 18 do you have living at your home? (n = 312)

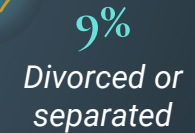
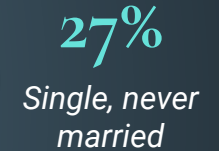
DEMOGRAPHICS



Hobbies



Marital Status



Q33: Which of following activities do you enjoy? (Select all that apply) (n = 312)

Q37: What is your marital status? (n = 312)

TOP 5 WEEKLY MEDIA USED



72%
Facebook



67%
YouTube



57%
Netflix



57%
Instagram



54%
Amazon
Video Prime

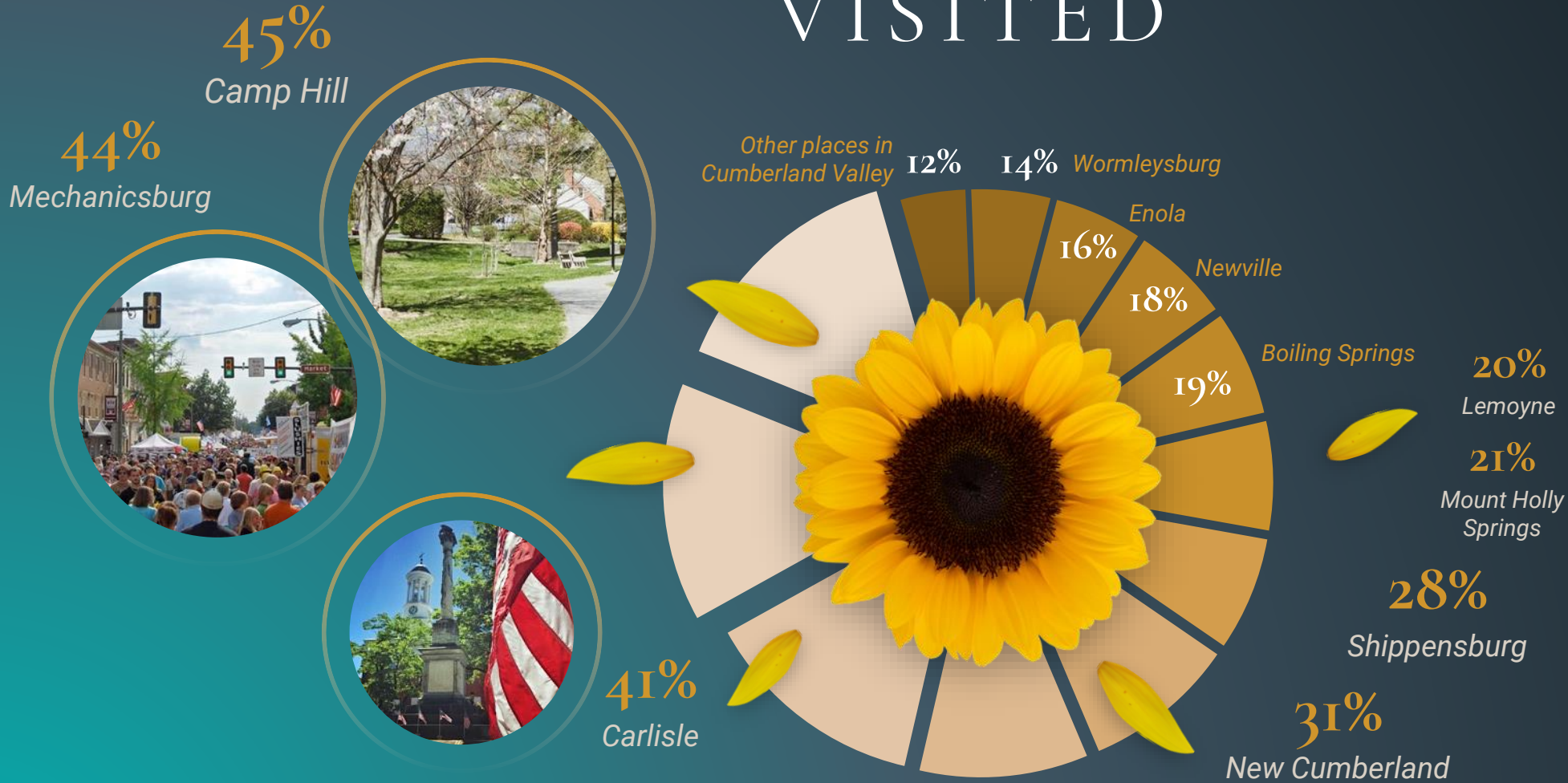
Q38: Which of the following media, social media, and / or communication platforms do you use at least once weekly? (Select all that apply) (n = 312)

04

Cumberland Travel Behaviors



CUMBERLAND CITIES VISITED



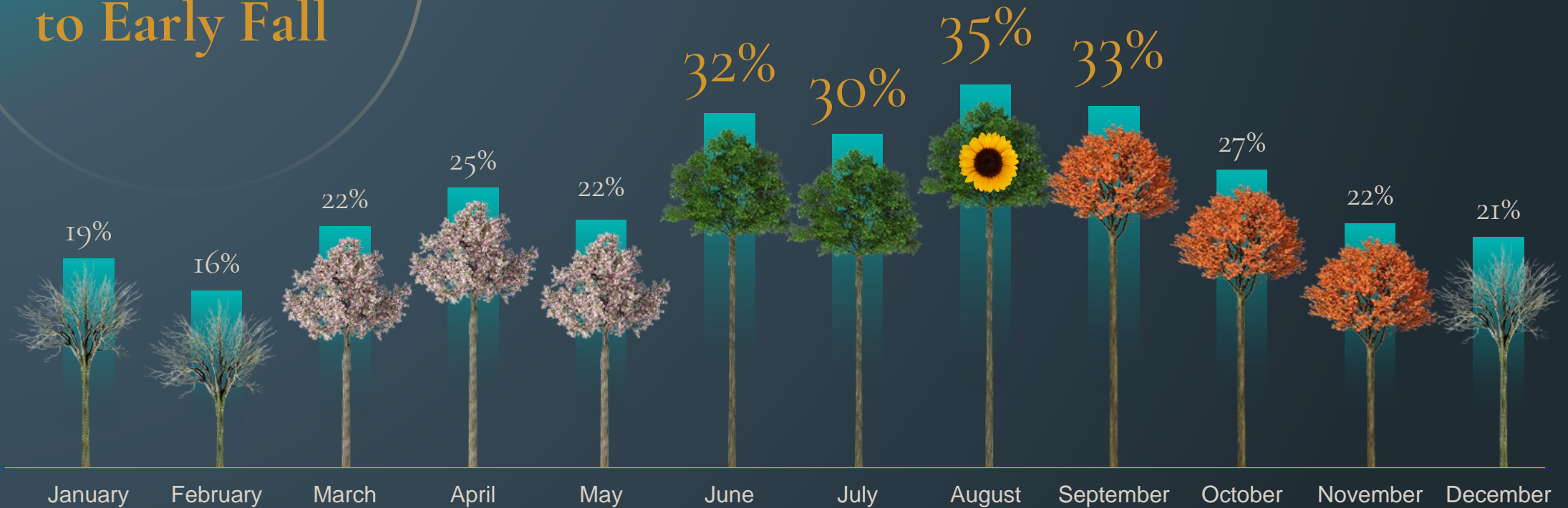
Q2: Have you visited any of the following cities in Cumberland Valley or in Pennsylvania in the past 3 years? (Select all that apply) (n = 312)

TRAVEL BEHAVIORS

The highest number of visits occurs during the **Early Summer to Early Fall**



Months Visited

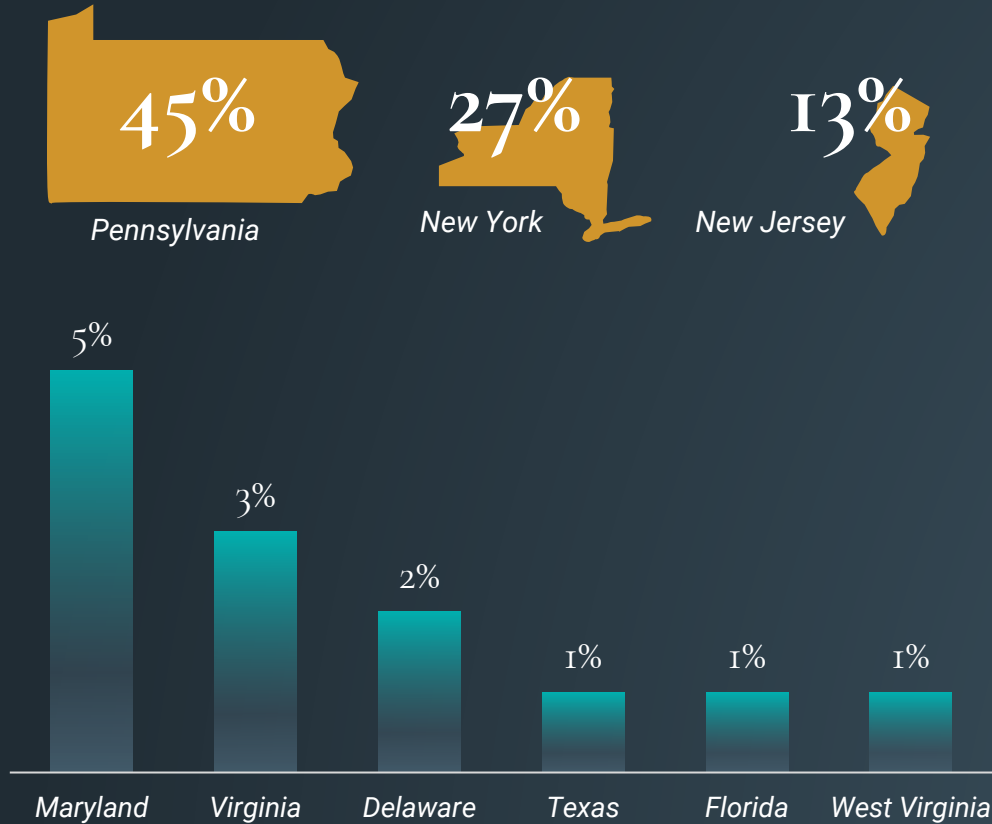


Q8: What month(s) have you visited Cumberland Valley? (Select all that apply) (n = 312)

TRAVEL BEHAVIORS



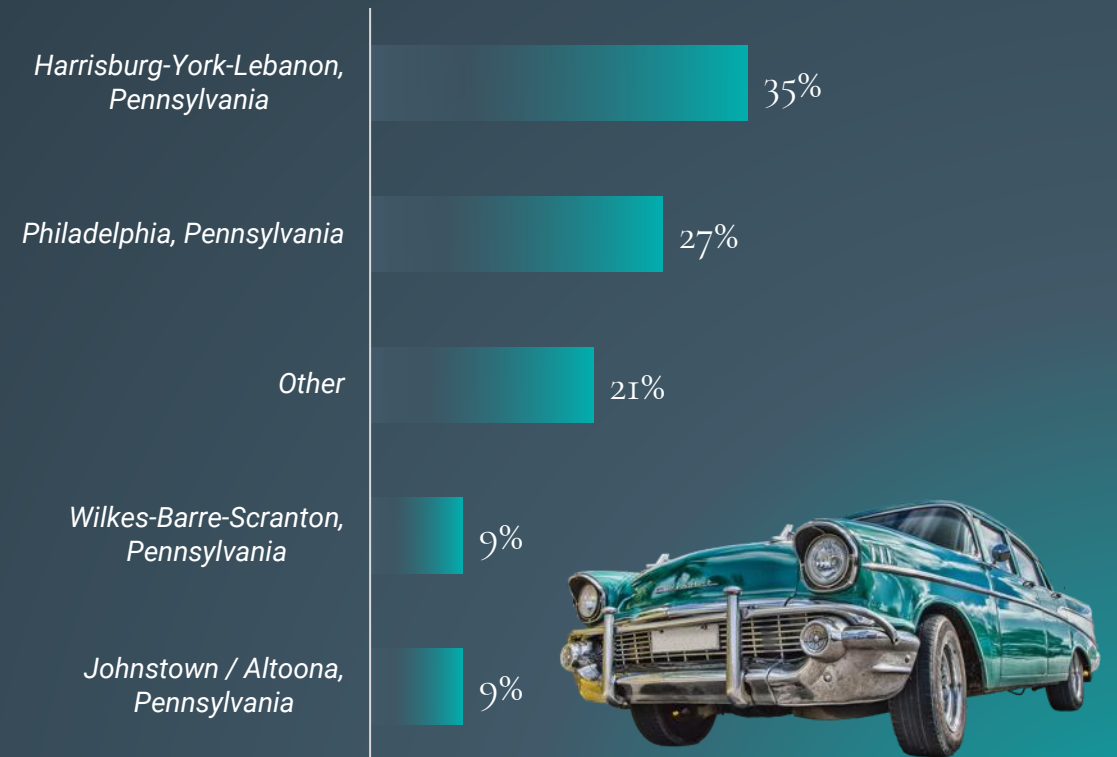
Travel Origin



Q6: Where do you generally travel from (where do you live)? (n = 312)



Day-Trip Origin

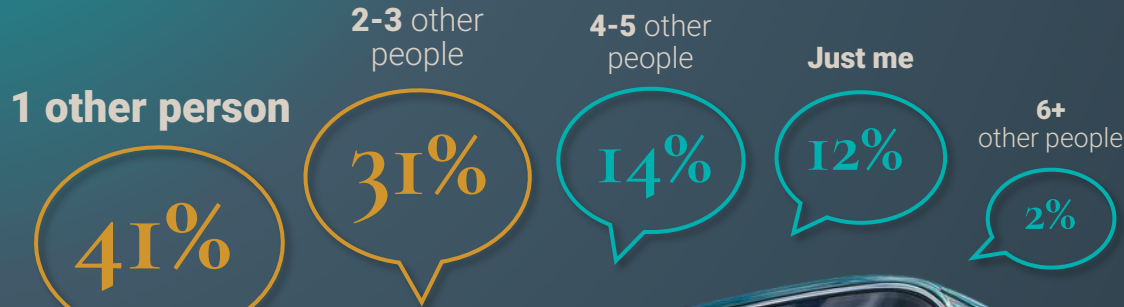


Q7: What part of Pennsylvania do you travel from? (n = 140)

TRAVEL BEHAVIORS



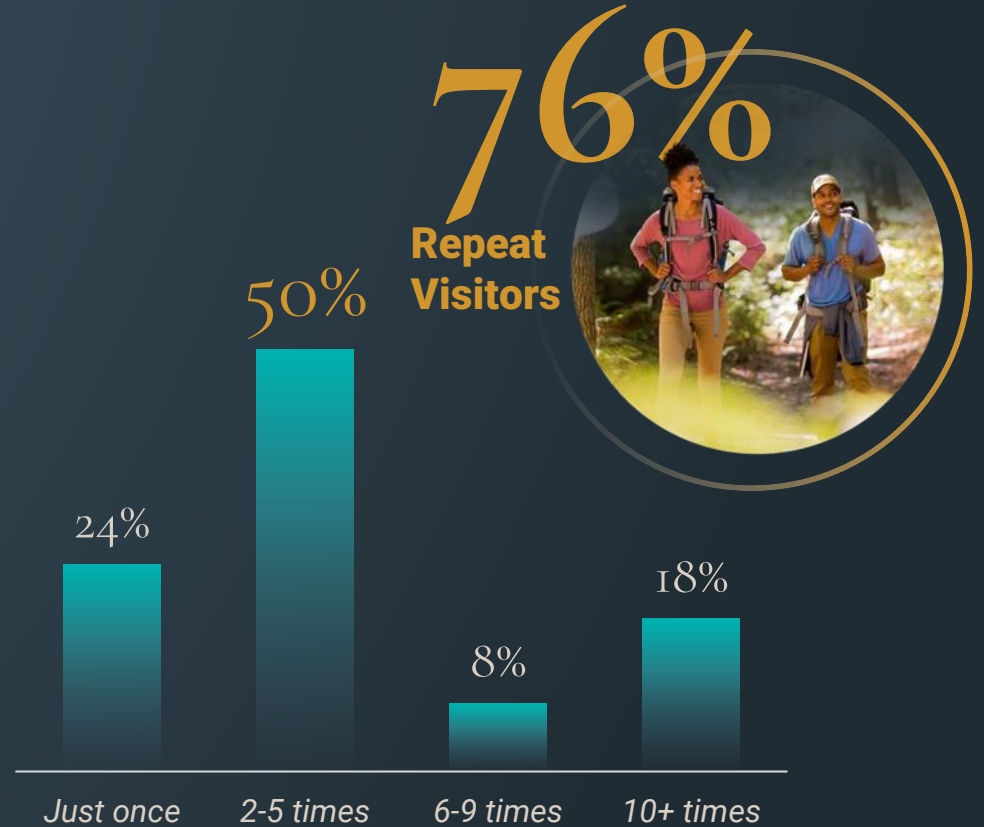
Number in Party



Q10: How many people do you normally travel with when you visit Cumberland Valley? (n = 312)



Times Visited



Q5: How many times have you visited Cumberland Valley? (n = 312)

TRAVEL BEHAVIORS



Time to Plan



Trip Spend



Q9: How far in advance did you plan your trip(s) to Cumberland Valley?
(n = 312)

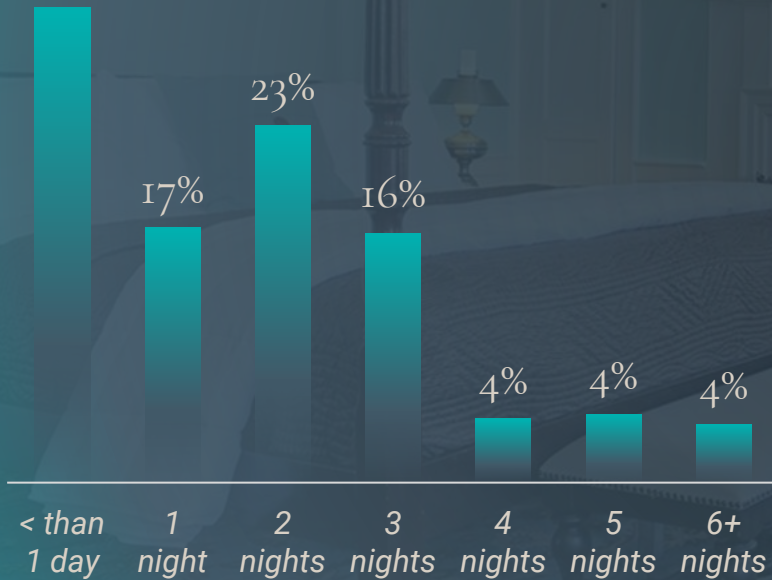
Q11: Please estimate how much money you and your party / family typically spend in the following categories when in Cumberland Valley. (n = 312)

TRAVEL BEHAVIORS



Length of Stay

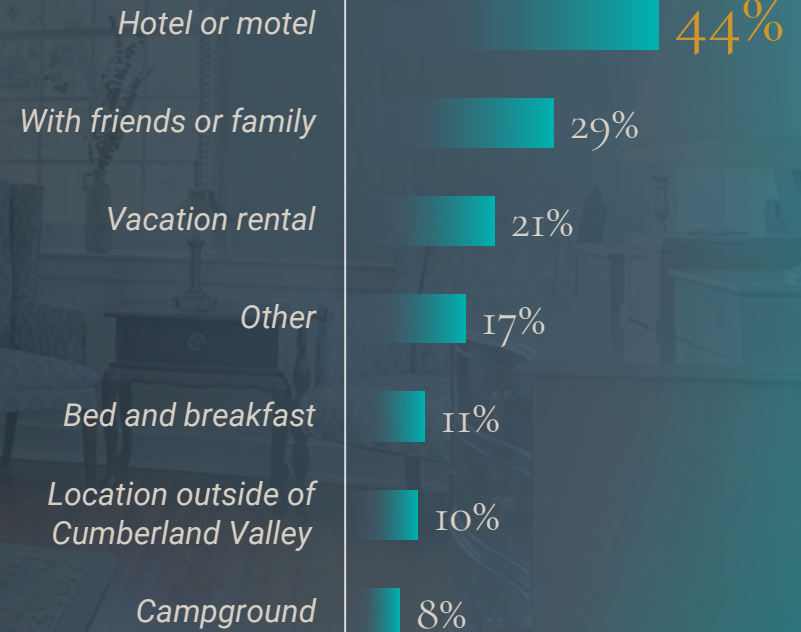
Day-trips
31%



Q12: How long do you generally stay in Cumberland Valley? (n = 312)



Lodging

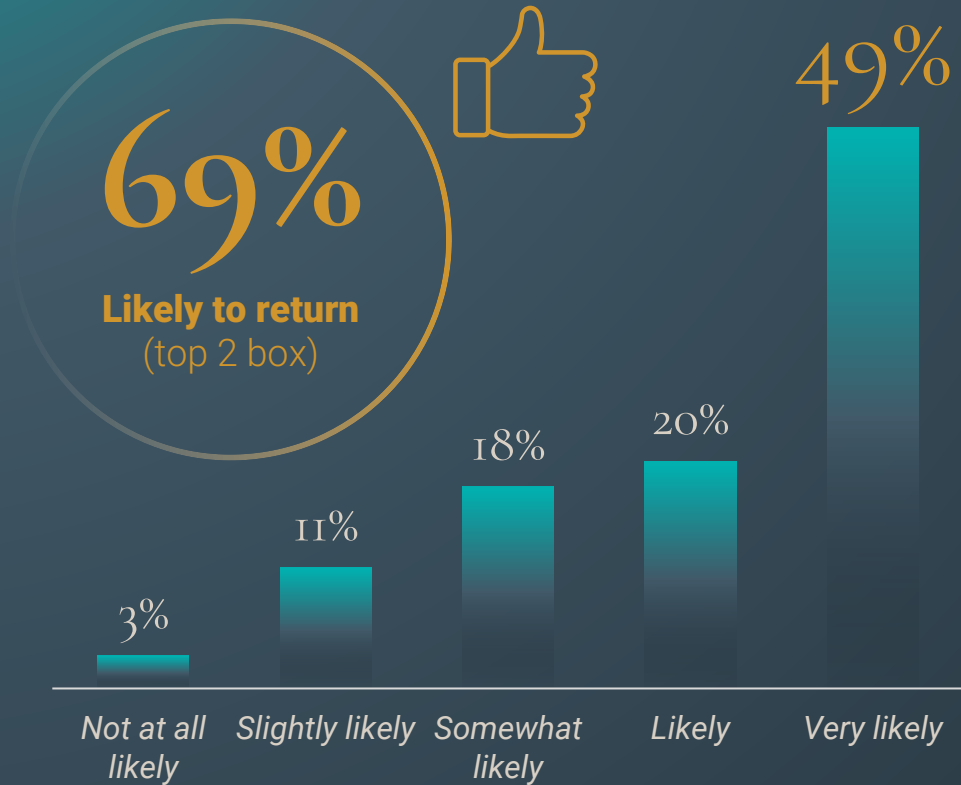


Q13: Where do you normally stay when you visit Cumberland Valley? (Select all that apply) (n = 312)

TRAVEL BEHAVIORS



Likelihood to Return



Q15: How likely are you to visit Cumberland Valley again? (n = 312)



Drivers of Likelihood to Return



36%
More festivals and events



30%
New experience trails, like the Beer trail, Ice Cream Trail, etc.



27%
If a friend or a family member recommend it



Q16: What would make you more likely to revisit Cumberland Valley in the future? (Select all that apply) (n = 312)

05

Visitor Awareness and Motivations

VISITOR AWARENESS AND MOTIVATIONS

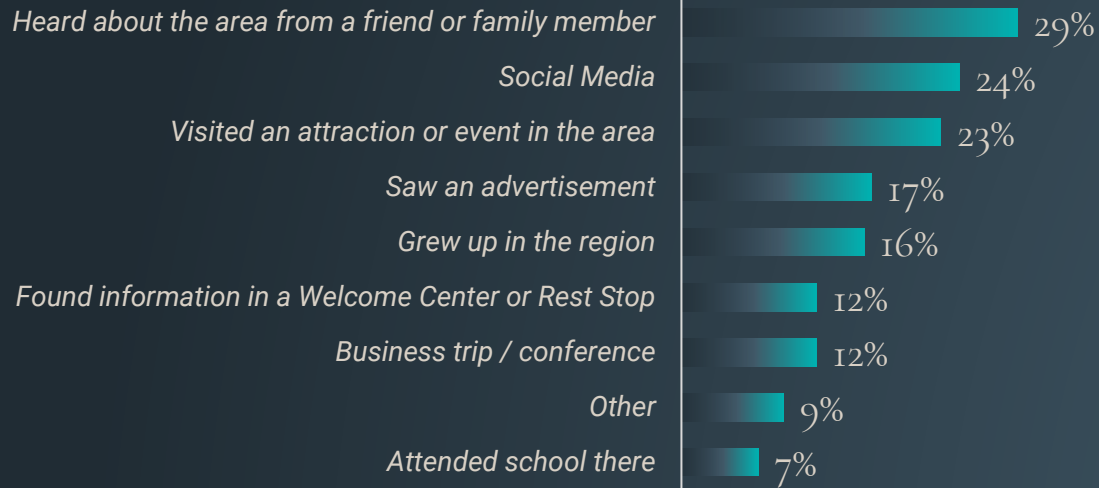


Cumberland Introduction



39%

Have family or friends who live there



Q17: How did you first learn about Cumberland Valley? (Select all that apply)
(n = 312)



Why Visit Cumberland



33%

Visit friends and/or family



26%

Experience the food and beverage scene

Q18: What made you choose to visit Cumberland Valley? (Select all that apply) (n = 312)

VISITOR AWARENESS AND MOTIVATIONS



Attended a Conference



Stayed Extra Time

Yes
29%



No
71%



Yes
55%



No
45%

Q20: Did you come for a conference / convention? (n = 31)

Q21: Did you stay additional time to experience the region? (n = 31)

06

Cumberland Perceptions and Experiences





CUMBERLAND VALLEY SENTIMENT

Q23: When you think of Cumberland Valley, what are a few words or sentences that immediately come to mind? (n = 312)

OVERALL SATISFACTION

67%
Very satisfied

25%
Somewhat satisfied

7%
Neither satisfied
or dissatisfied

0%
Somewhat
dissatisfied

1%
Very
dissatisfied

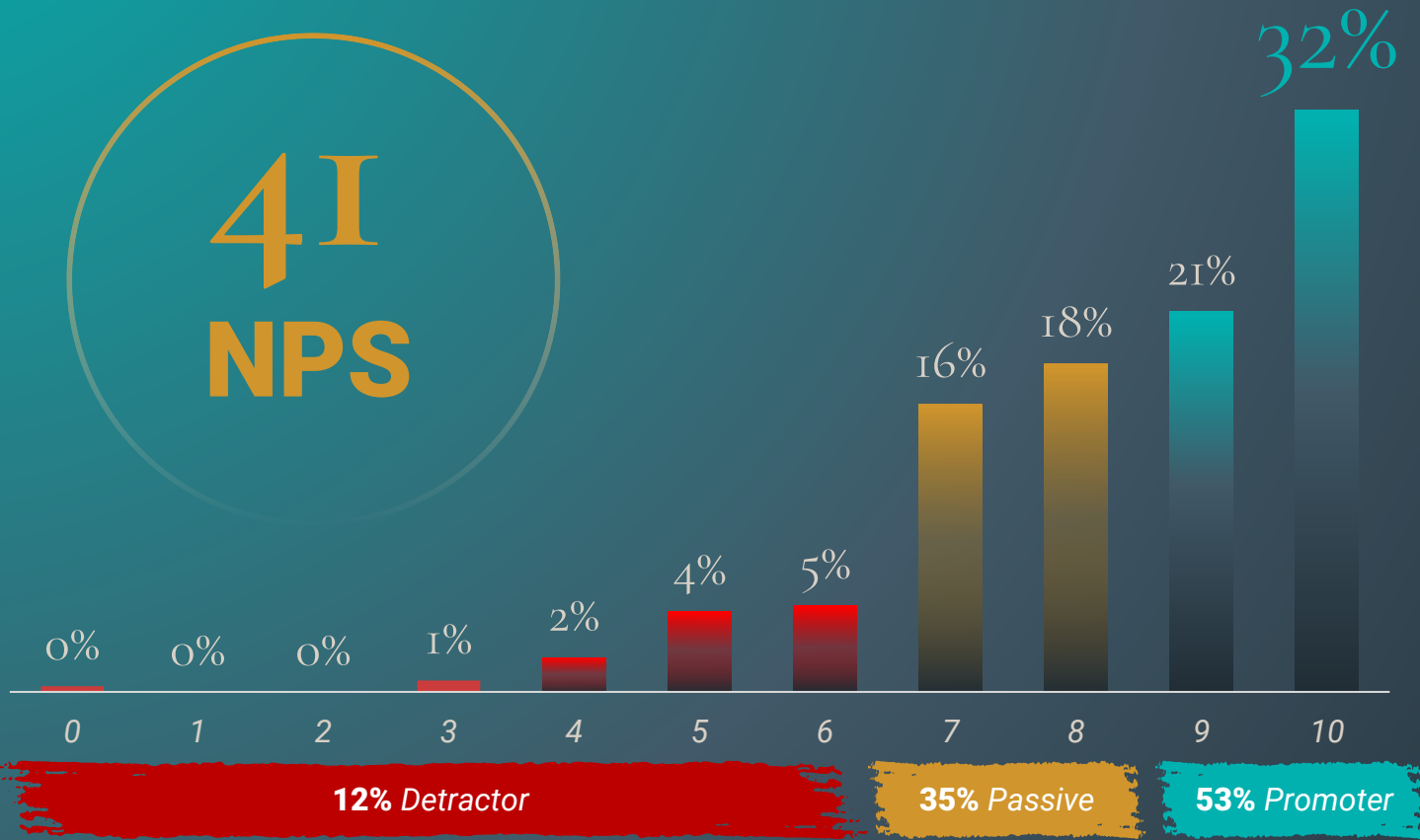
92%

Satisfaction
(top 2 box)



NET PROMOTER SCORE

41
NPS



Q28: How likely are you to recommend visiting Cumberland Valley to a friend or family member if someone asked you about places to visit? (n = 312)

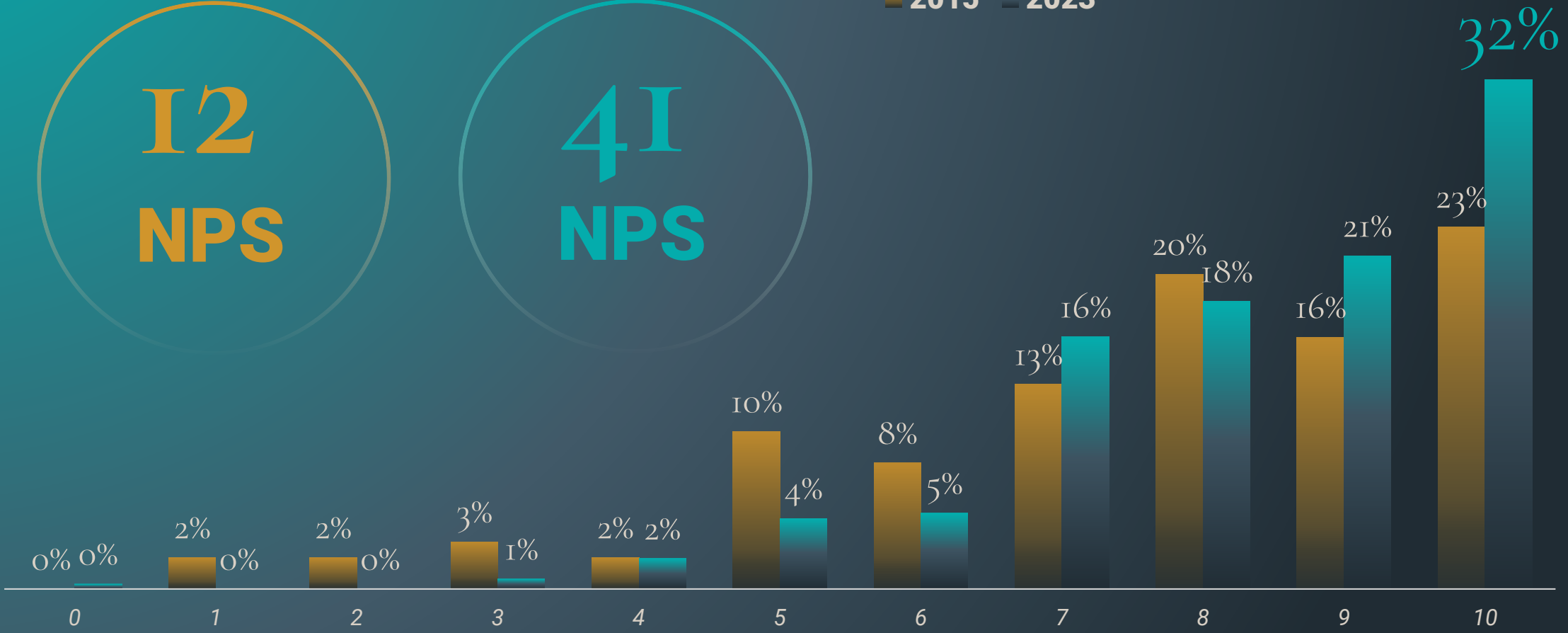


NET PROMOTER SCORE

2015 2023

12
NPS

41
NPS



Q28: How likely are you to recommend visiting Cumberland Valley to a friend or family member if someone asked you about places to visit? (n = 312)

FAVORITE THING ABOUT CUMBERLAND

31%

Natural beauty
(scenery)



14%

Historic sites



12%

Local activities



12%

Friendliness
of the **locals**



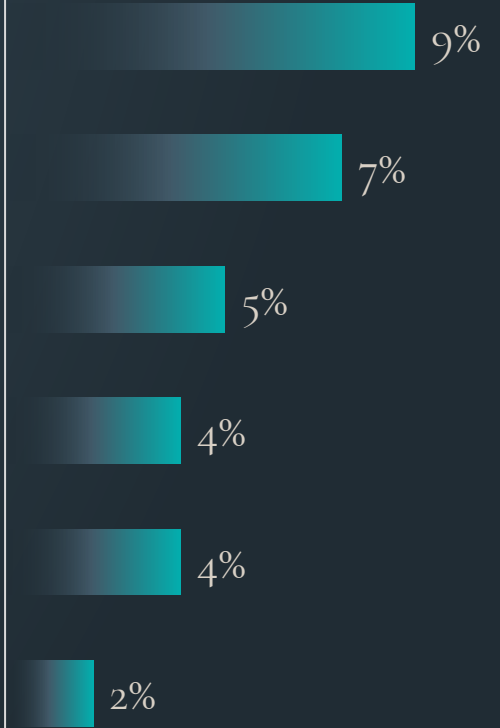
Not crowded
Proximity to day trips destinations

Cleanliness of the region

Weather

Walkability

Other



Q24: What do you like most about Cumberland Valley? (n = 312)

CUMBERLAND ATTRIBUTES



Friendly

59%



Historic

49%



Local feel

47%



Charming

46%



Adventurous

41%



Traditional

41%

Fun
38%

Authentic
35%

Wholesome
32%

Open
28%

Modern
22%

Passionate
17%

Kind
17%

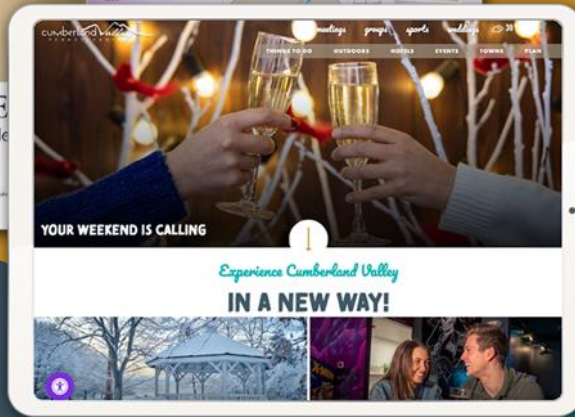
Enthusiastic
17%

Q31: Which of the following words do you feel reflect the Cumberland Valley? (Select all that apply) (n = 312)

TRIP RESOURCES



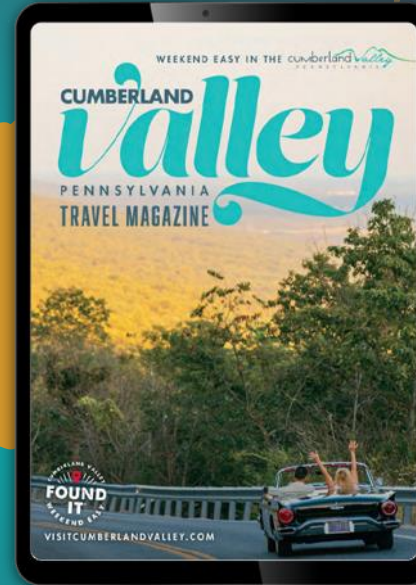
18%
Printed Visitor
Guide/Brochure



24%
CumberlandValley.com



25%
Cumberland Valley's
Social Media Pages



23%
Online Visitor
Guide/Brochure

42%

Recommendations
from family/friends

31%

None of these

2%
Others

Q32: Did you use any of the following resources to plan your trip to Cumberland Valley? (Select all that apply) (n = 312)



07

Conclusions

CONCLUSIONS



Primarily target leisure visitors, *not business.*



Perceptions of the area are strong, *but awareness and visitation needs improving.*

Key messaging



Place to spend time with family and friends



Great shopping, food and beverage scene, and social activities



Beautiful scenery and historic sites



Friendly locals



Attributes: Friendly, historic, local-feel, charming, adventurous, traditional

cumberland valley
P E N N S Y L V A N I A

THANK YOU

RELIC