









Travel USA Visitor Profile

2021

Length of Trip Planning

	Lehigh Valley	U.S. Norm
Did not plan anything in advance	25%	17%
More than 1 year in advance	2%	6%
6-12 months	8%	14%
3-5 months	12%	18%
2 months	13%	15%
1 month or less	40%	30%

Dining Types on Trip

	Lehigh Valley	U.S. Norm	
	Unique/local food	31%	34%
	Street food/food trucks	13%	17%
	Picnicking	11%	14%
	Fine/upscale dining	9%	15%
	Food delivery service (UberEATS, DoorDash, etc.)	6%	15%
	Gastropubs	5%	7%

Main Purpose of Trip



51%

Visiting friends/ relatives



8%

Outdoors



6%

Touring



6%

Special event



4%

City trip



3%

Theme park



3%

Casino



2%

Resort



2%

Conference/
Convention



6%

Other business trip



7%

Business-Leisure

State Origin Of Trip



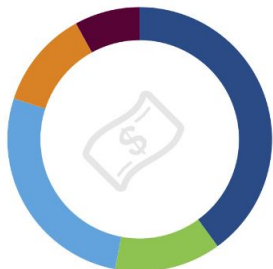
Season of Trip

Total 2021 Overnight Person-Trips

Domestic Overnight Expenditures - by Sector

Total Spending
\$ 565 Million

+47.4% vs. last year



Lodging	40%	\$225 Million
Transportation at Destination	13%	\$74 Million
Restaurant Food & Beverage	27%	\$151 Million
Retail Purchase	12%	\$69 Million
Recreation/Entertainment	8%	\$47 Million

vs. last year

+55.1%

+86.6%

+39.3%

+30.0%

+24.4%

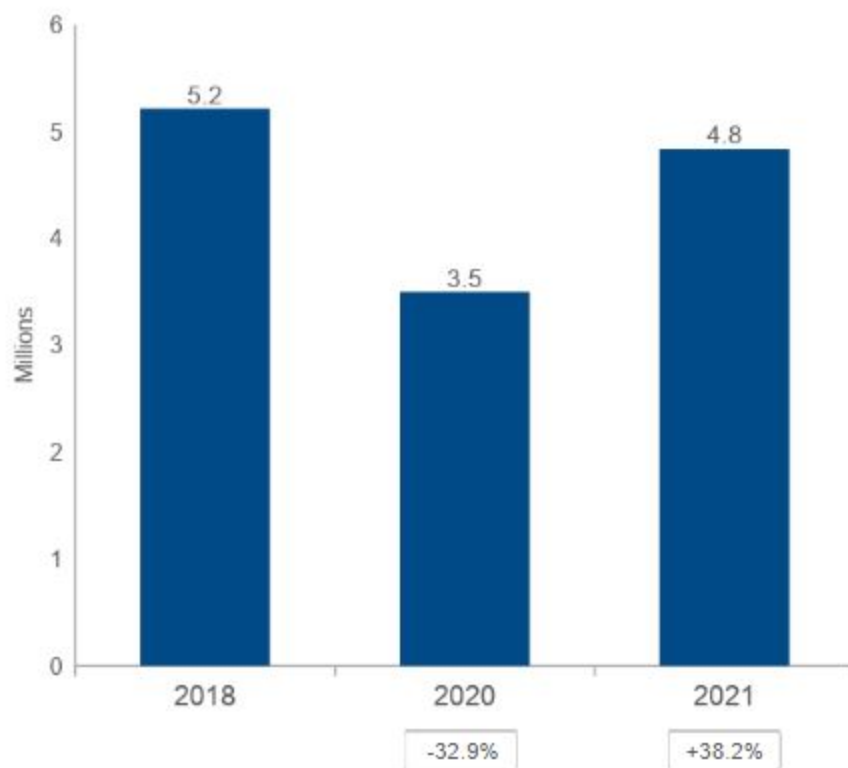
Average Per Person Expenditures on Domestic Overnight Trips - by Sector

Average Per Person: \$ 117

Last year: \$ 110



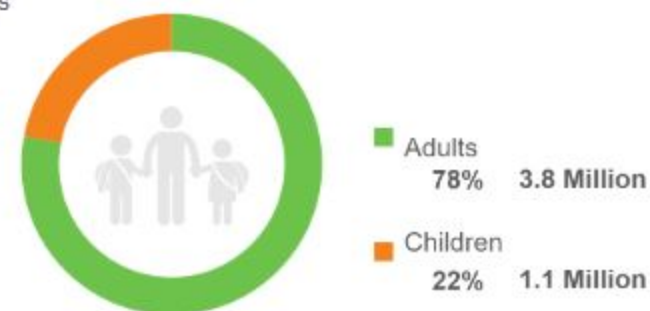
Overnight Trips to Lehigh Valley



Size of Lehigh Valley Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

4.8 Million



Past Visitation to Lehigh Valley

Base: 2020/2021 Overnight Person-Trips

81% of overnight travelers to Lehigh Valley are repeat visitors

57% of overnight travelers to Lehigh Valley had visited before in the past 12 months

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81% of overnight travelers to Lehigh Valley are repeat visitors

57% of overnight travelers to Lehigh Valley had visited before in the past 12 months



65%

of overnight travelers were very satisfied with their overall trip experience



Safety/security



Quality of accommodations



Friendliness of people



Cleanliness



Quality of food



Sightseeing/attractions



Value for money

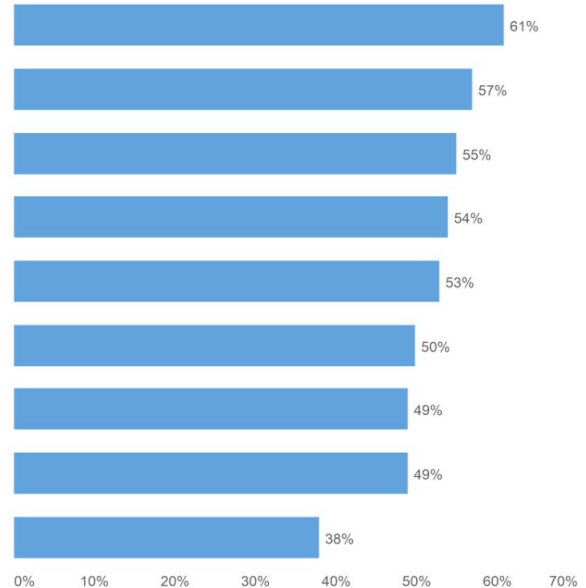


Music/nightlife/entertainment



Public transportation

% Very Satisfied with Trip

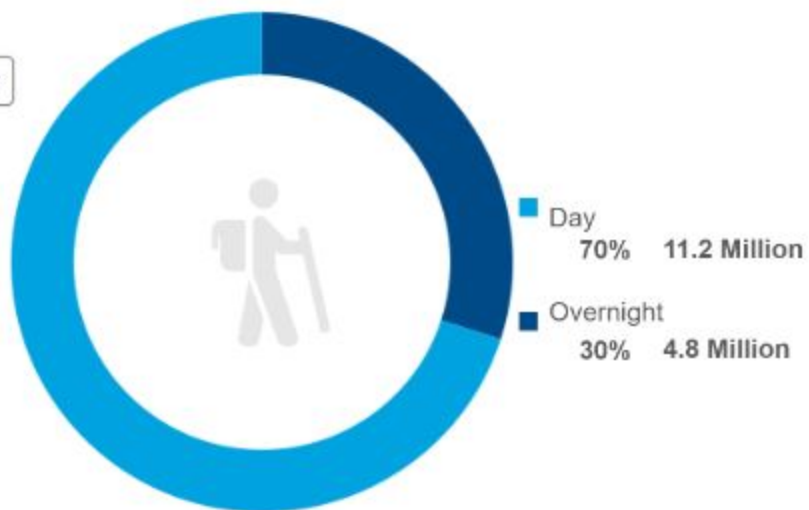


Total Size of Lehigh Valley 2021 Domestic Travel Market

Total Person-Trips

16.1 Million

+28.6% vs. last year

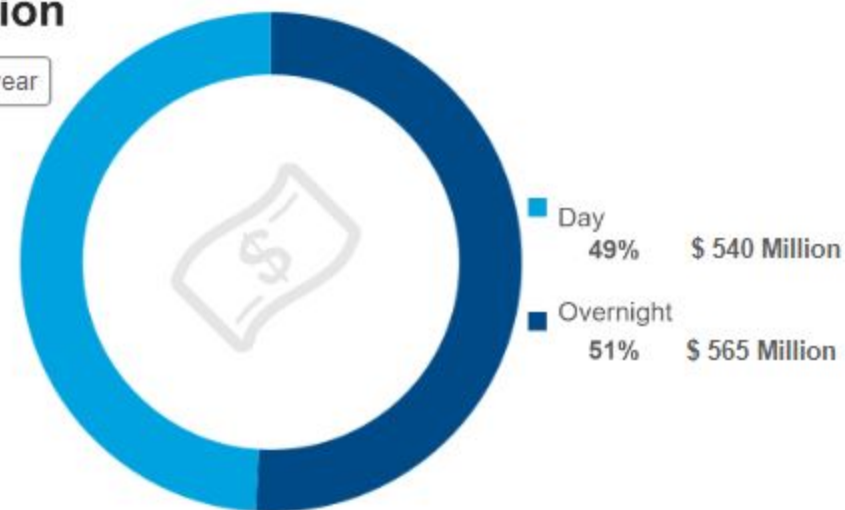


Total Expenditures for Lehigh Valley 2021 Domestic Travel Market

Total Spending

\$ 1.1 Billion

+39.5% vs. last year



Trip Planning Information Sources

■ Lehigh Valley ■ U.S. Norm

