TOURISM MATTERS
Laurel Highlands Visitor Profile & Economic Impact Data

AVERAGE AGE RANGE

- 18-29: 22%
- 30-49: 52%
- 50-64: 5%
- 65+: 5%

72% INDICATED THEIR MARITAL STATUS AS MARRIED

71% REPORT TRAVELING WITH THEIR SPOUSE OR HOUSEHOLD FAMILY

50% REPORTED AVERAGE HOUSEHOLD INCOME AS $75,000+

TOP FACTORS CONSIDERED FOR TRAVEL TO THE LAUREL HIGHLANDS

- Short Proximity from Home: 52%
- Value of Experience: 48%
- Uniqueness of Experience: 43%
- Overall Expense: 34%

REPORT AN EDUCATION LEVEL OF ASSOCIATE'S DEGREE OR HIGHER 68%

70% REPORT SPENDING $100-$400 PER DAY ON AVERAGE

76% REPORT THEIR AVERAGE LENGTH OF STAY PER LEISURE VISIT AS 1-5 NIGHTS

TOP STATES REPORTED - VISITOR ORIGIN

1. PA
2. OH
3. MD/DC
4. NY
5. VA

ECONOMIC IMPACT

$1.8 BILLION
2013 VISITOR SPENDING

$510 SAVED PER HOUSEHOLD IN THE REGION IN TAX PAYMENTS BECAUSE OF TOURISM

$116 Million
FEDERAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

19,200 JOBS
TOURISM-RELATED JOBS IN 2013 REPRESENTING 7.5% OF TOTAL EMPLOYMENT IN THE REGION – 1 IN 13 JOBS IN THE REGION IS SUPPORTED BY TOURISM.

$120 Million
STATE AND LOCAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

Laurel Highlands Visitors Bureau Visitor Survey, September 2014 - 501 respondents
Laurel Highlands Visitors Bureau Visitor Survey, August 2015 - 495 respondents

† Westmoreland, Fayette & Somerset Counties