Tourism Matters

VISITOR PROFILE & ECONOMIC DATA
PENNSYLVANIA'S LAUREL HIGHLANDS

LAUREL HIGHLANDS PENNSYLVANIA

Our 2025 Visitors

TOP CITIES OF ORIGIN

1. Pittsburgh PA
2. Washington DC – Hagerstown MD
3. Johnstown-Altoona PA
4. Philadelphia PA
5. New York NY
6. Harrisburg-Lancaster-Lebanon-York PA
7. Baltimore MD
8. Cleveland-Akron-Canton OH
9. Columbus OH
10. Youngstown OH

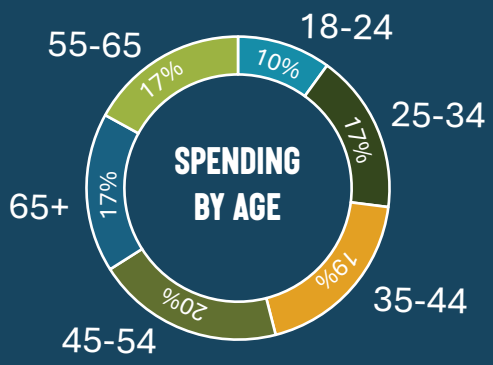
69% are from out-of-state

52% have household income over $101K

39% of spend comes from ages 35 - 54

21% of spend is towards local businesses

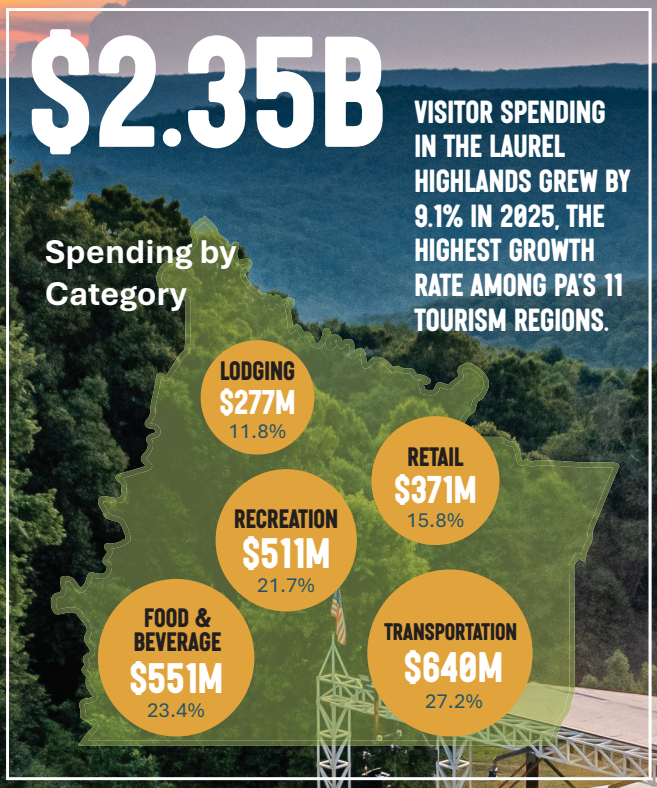
45% have children in the household



$2.35B

VISITOR SPENDING IN THE LAUREL HIGHLANDS GREW BY 9.1% IN 2025, THE HIGHEST GROWTH RATE AMONG PA'S 11 TOURISM REGIONS.

Spending by Category



24,098

VISITOR SUPPORTED EMPLOYMENT

in the Laurel Highlands in 2025 representing 12.3% of all jobs in the region

(a 3.5% increase over 2024)

POUR TOUR 2025

$3.9 MILLION

ECONOMIC IMPACT

(30% increase over previous year)

The 2025 Laurel Highlands tourism industry generated:

$240 MILLION

FEDERAL TAXES

(7.8% increase over previous year)

$222 MILLION

IN STATE AND LOCAL TAXES

(8.2% increase over previous year)

Data obtained from Zartico analytics; Laurel Highlands Tourism Google Analytics; Economic Impact of Travel and Tourism in Pennsylvania - 2025, Tourism Economics; Pour Tour 2025 app check-ins and sticker distribution