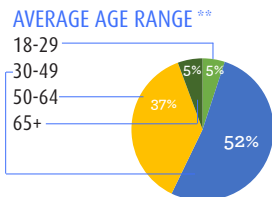


Tourism Matters

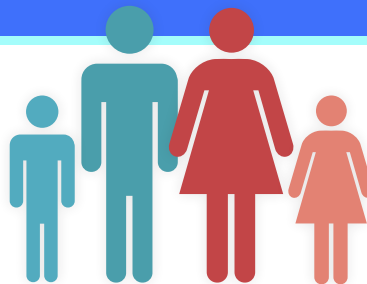
LAUREL HIGHLANDS VISITOR PROFILE & ECONOMIC IMPACT DATA



WESTMORELAND, FAYETTE & SOMERSET COUNTIES

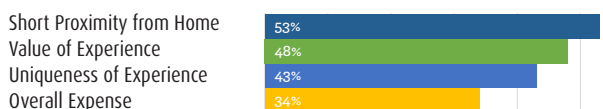


72% INDICATED THEIR MARITAL STATUS AS **MARRIED ****



71% REPORT TRAVELING WITH THEIR SPOUSE OR **HOUSEHOLD FAMILY ****

TOP FACTORS CONSIDERED FOR TRAVEL TO THE LAUREL HIGHLANDS **



REPORT AN EDUCATION LEVEL OF ASSOCIATE'S DEGREE OR HIGHER *



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

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

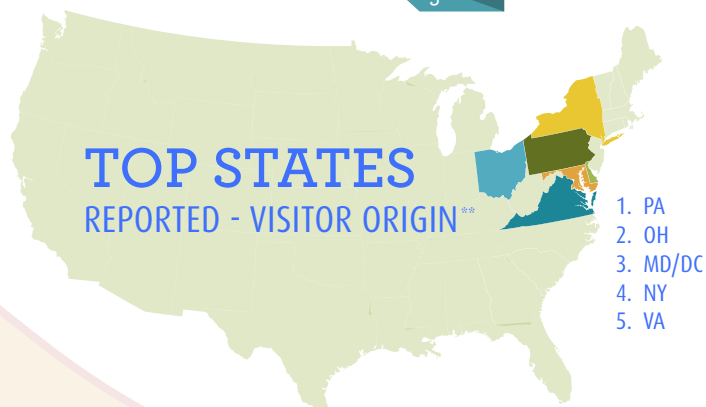


70% REPORT SPENDING **\$100-\$400** PER DAY ON AVERAGE *

TOP 5 MOST SOUGHT-AFTER EXPERIENCES **



TOP STATES REPORTED - VISITOR ORIGIN **



\$1.82 BILLION
2017 VISITOR SPENDING

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

\$91.5 Million
FEDERAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2017.

14,878 JOBS
TOURISM JOBS IN 2017 REPRESENTING 11.6% OF THE REGION'S TOTAL JOB COUNT.

\$99.6 Million
STATE AND LOCAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2017.

* Laurel Highlands Visitors Bureau Visitor Survey, September 2014 - 501 respondents
 ** Laurel Highlands Visitors Bureau Visitor Survey, August 2015 - 495 respondents
 † The Economic Impact of Travel in Pennsylvania, Tourism Economics - An Oxford Economics Company, 2017