

# Economic Impact of Visitors in Pennsylvania (2023)

The travel sector is an integral part of the Pennsylvania economy. Visitors generate significant benefits to households, businesses, and government alike and represent a critical driver of Pennsylvania's future. Gross output (total business sales) attributable to visitor spending in Pennsylvania registered \$80.8 billion in 2023.

## KEY FINDINGS



↑ **2.2%**

### Total visitation

to Pennsylvania increased 2.2%, registering 196.6 million visitors; 69.5 million overnight visitors, and 127.1 million day visitors.

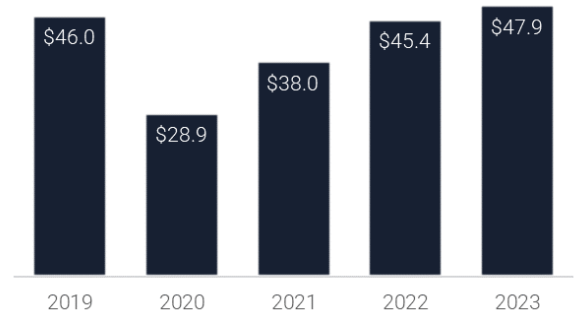


↑ **5.5%**

### VISITOR SPENDING

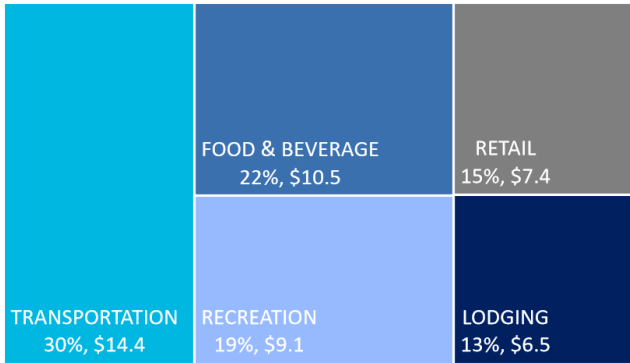
### Pennsylvania Total Visitor Spending

Amounts in \$ billions



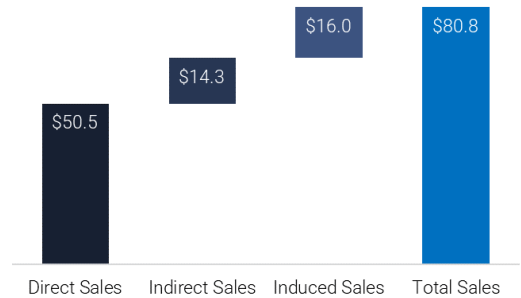
### VISITOR SPENDING

Amounts in \$ billions



### TOTAL ECONOMIC IMPACT

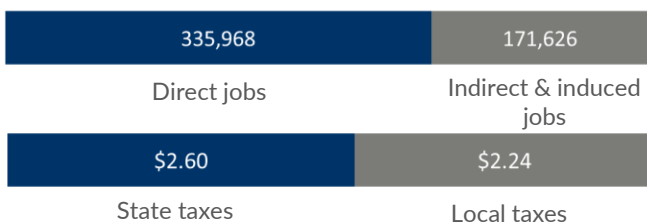
Direct tourism spending of **\$50.5 billion**, including visitor spending, capital investment and government support, resulted in a total economic impact of **\$80.8 billion**.



### IMPACTS

Amounts in number jobs, amounts in \$ billions

Direct visitor spending supported 335,968 jobs in Pennsylvania. Tourism supported a total of 507,594 jobs when indirect and induced impacts are included. Each household in Pennsylvania would need to be taxed an additional **\$903** per year to replace the taxes supported by visitors received by state and local governments in 2023.



### 2024 YEAR TO DATE

% change

