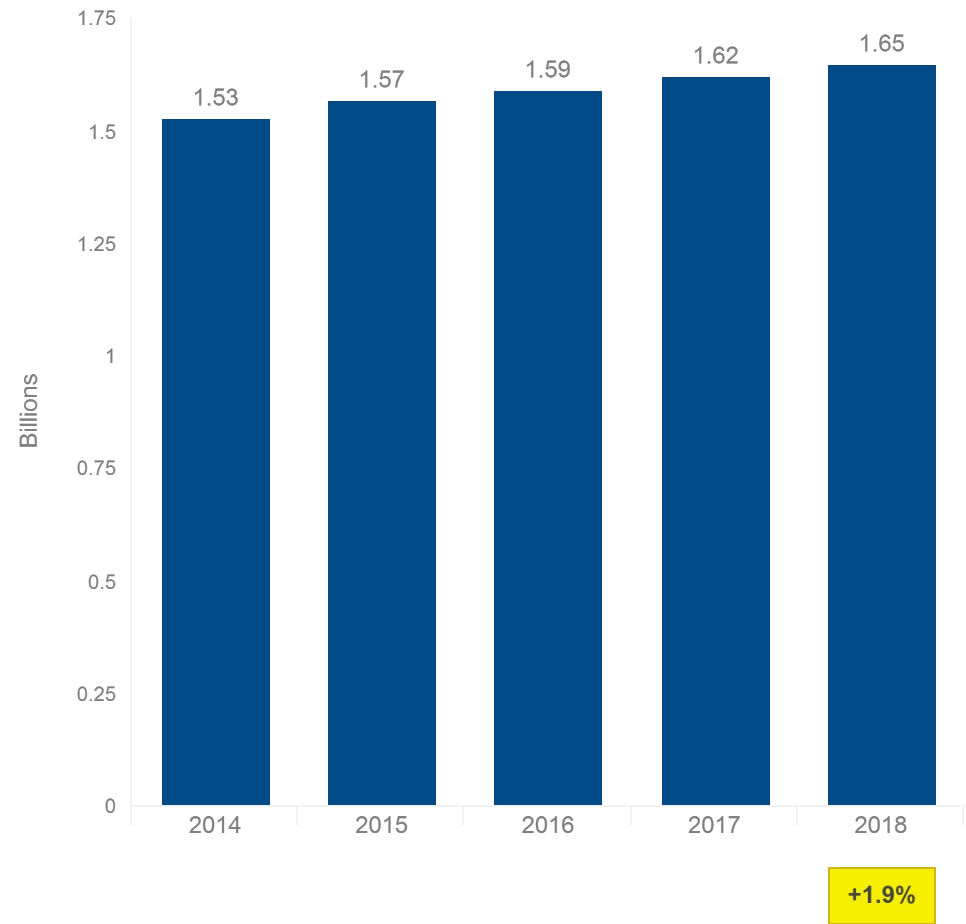
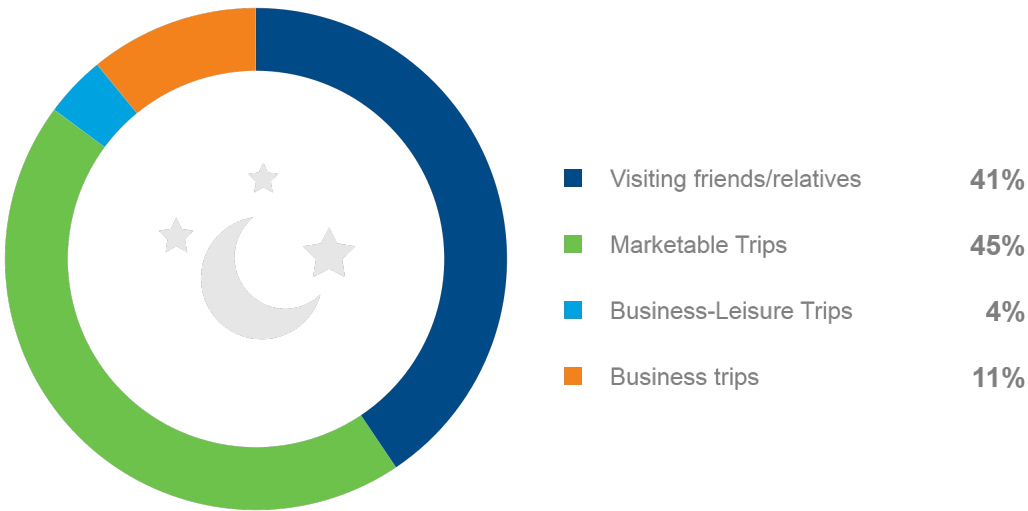


Total Size of U.S. Overnight Travel Market



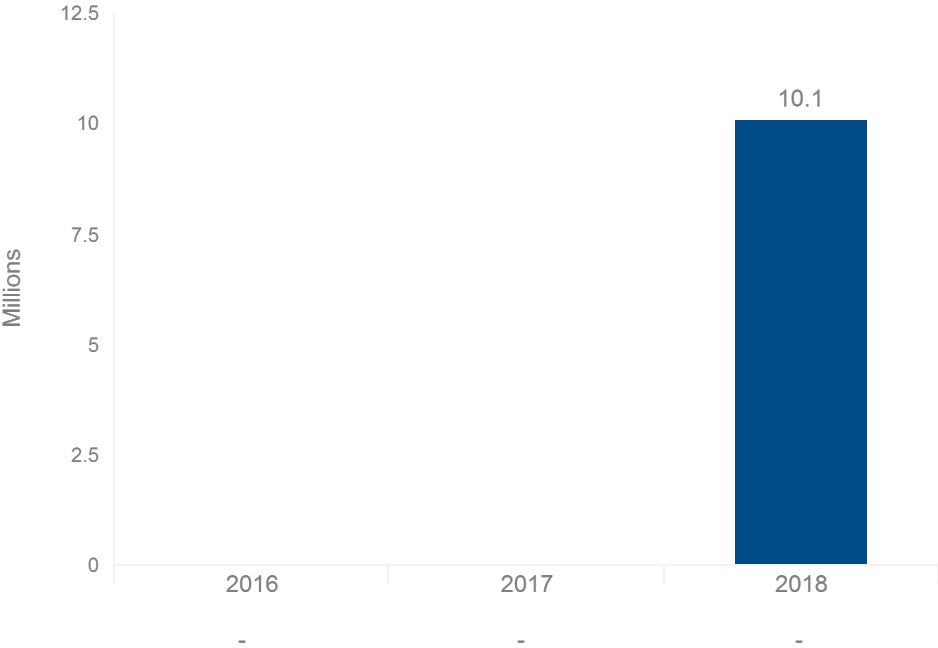
2018 Overnight Trips



Size and Structure of Pocono Mountains's Domestic Travel Market

Base: 2018 Overnight Person-Trips

Overnight Trips to Pocono Mountains



Total Size of Pocono Mountains 2018 Domestic Travel Market

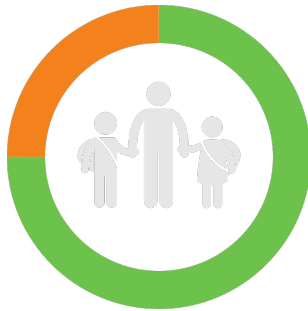
Total Person-Trips
27.8 Million
+3.7% vs. last year



- Day
64% | 17.7 Million
- Overnight
36% | 10.1 Million

Size of Pocono Mountains Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
10.1 Million



- Adults
75% | 7.6 Million
- Children
25% | 2.5 Million

Pocono Mountains's Overnight Trip Expenditures

Base: 2018 Overnight Person-Trips

Domestic Overnight Expenditures - by Sector

Total Spending

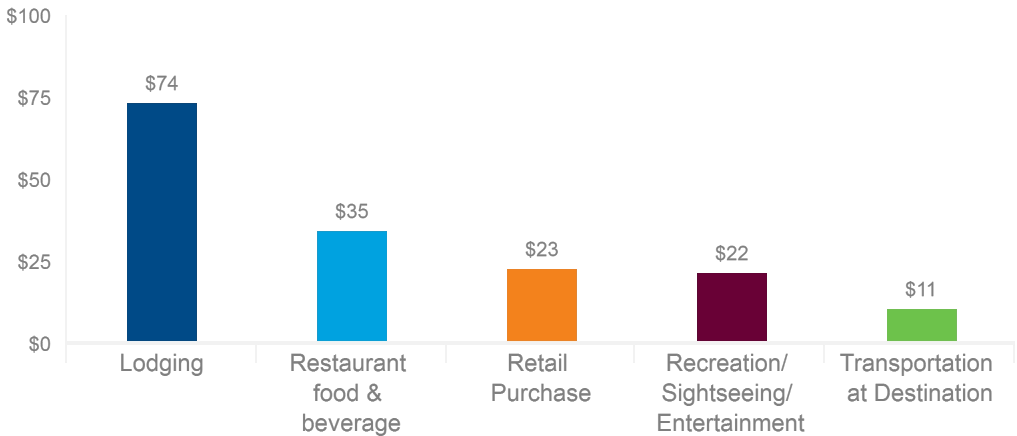
\$ 1.667 Billion

- vs. last year

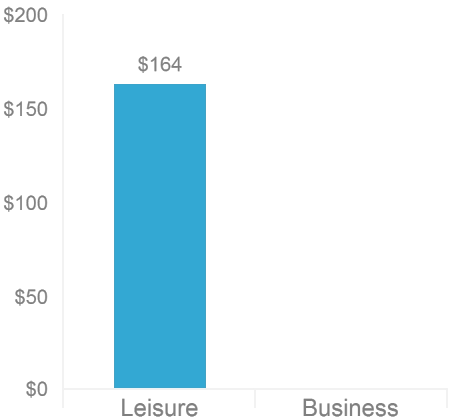


- Lodging
45% | \$747 Million
- Transportation at Destination
7% | \$113 Million
- Restaurant Food & Beverage
21% | \$349 Million
- Retail Purchase
14% | \$236 Million
- Recreation/Entertainment
13% | \$222 Million

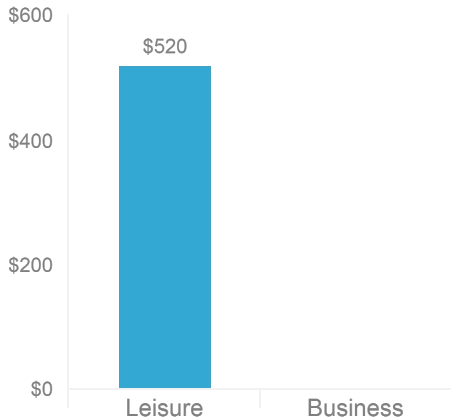
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



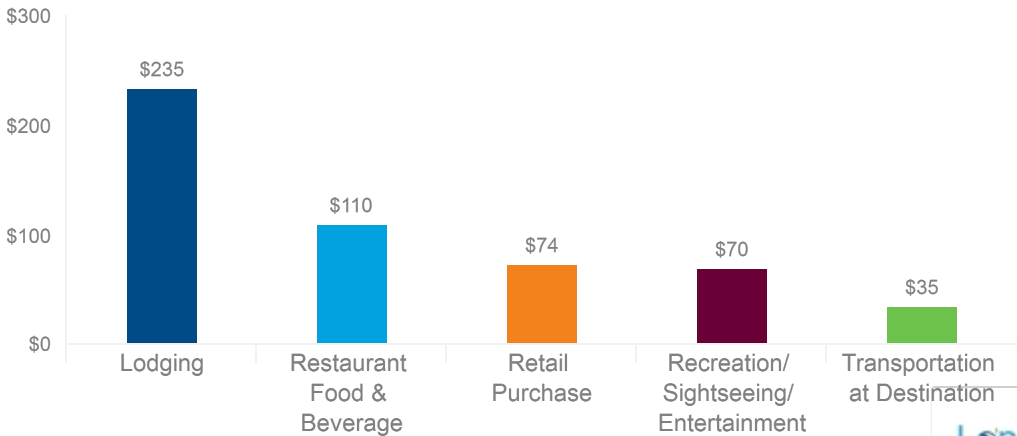
Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose



Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose



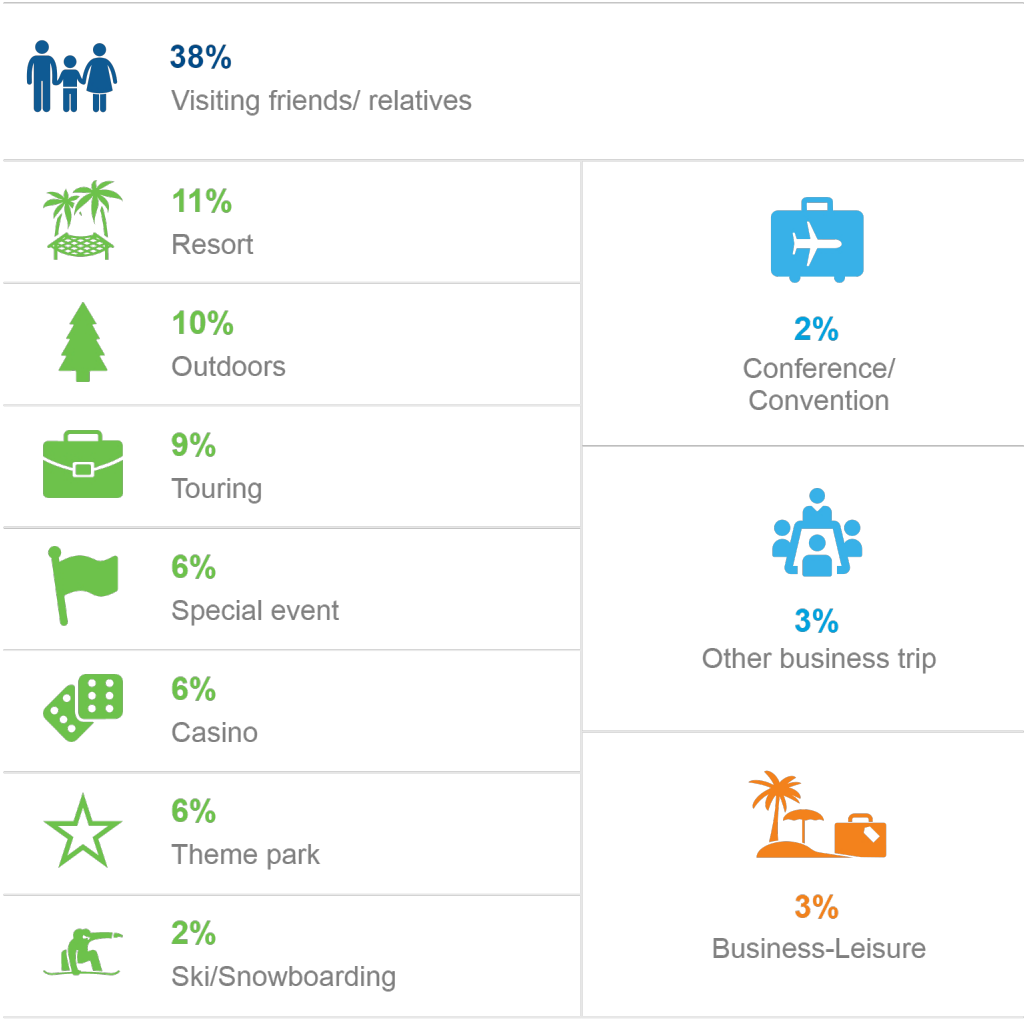
Average Per Party Expenditures on Domestic Overnight Trips - by Sector



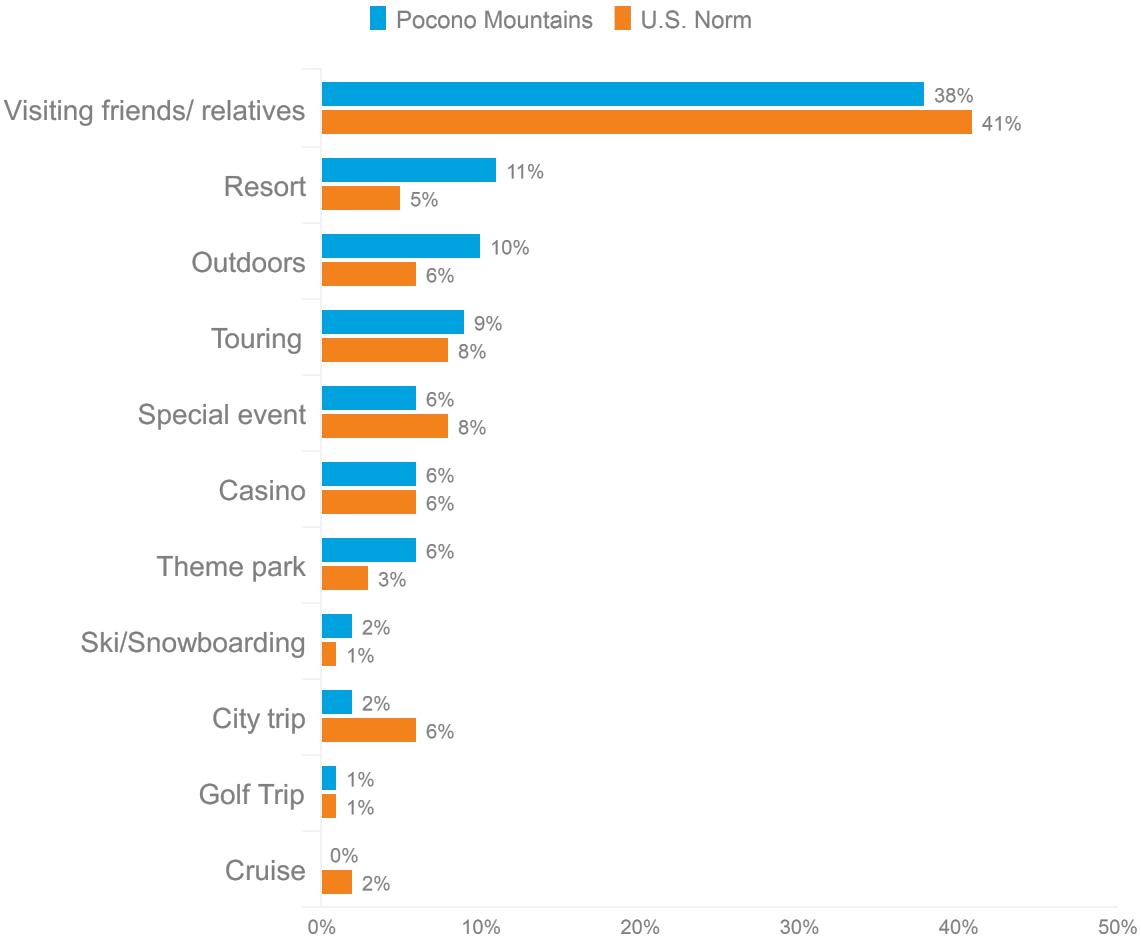
Pocono Mountains's Overnight Trip Characteristics

Base: 2018 Overnight Person-Trips

Main Purpose of Trip



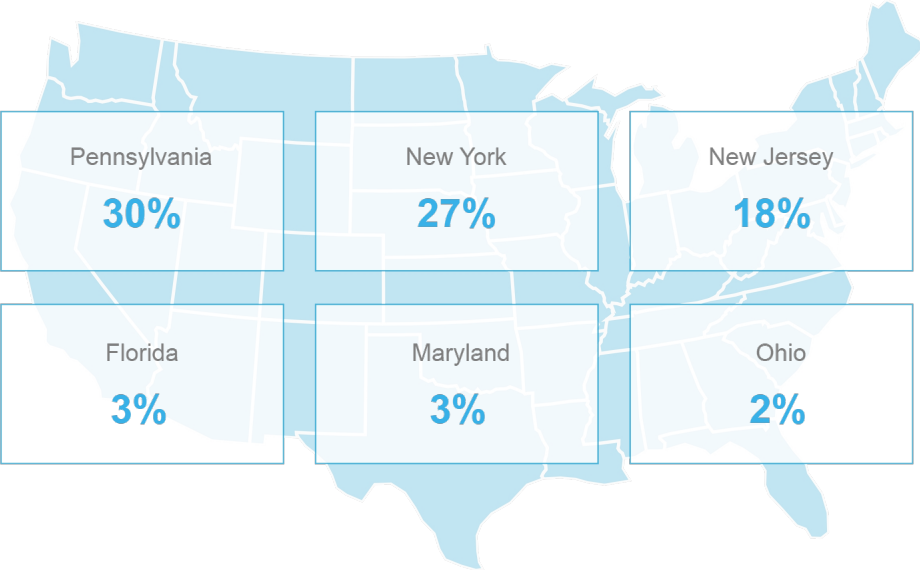
Main Purpose of Leisure Trip



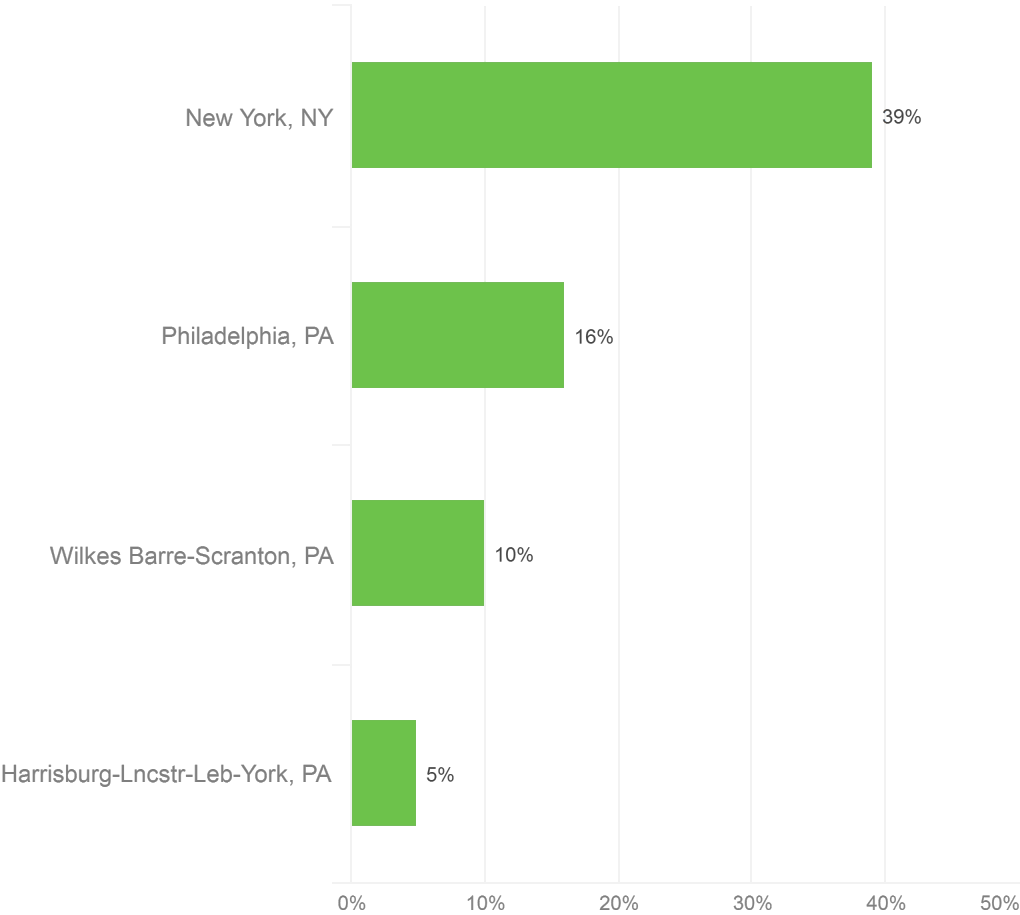
Pocono Mountains's Overnight Trip Characteristics

Base: 2018 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip

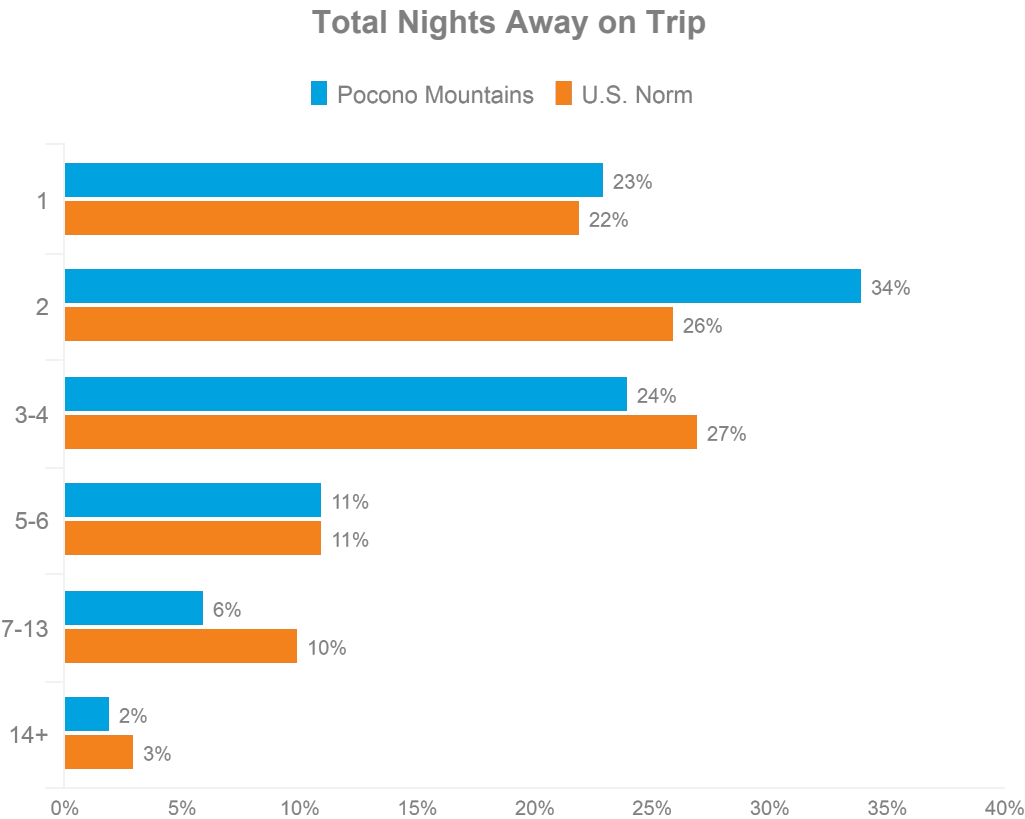


Season of Trip
Total Overnight Person-Trips



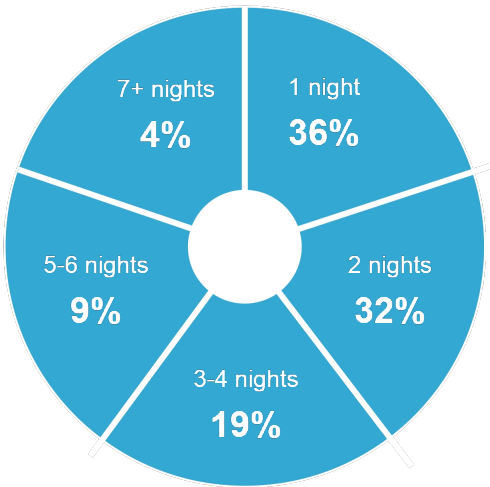
Pocono Mountains's Overnight Trip Characteristics

Base: 2018 Overnight Person-Trips



Pocono Mountains
3.2
Average Nights

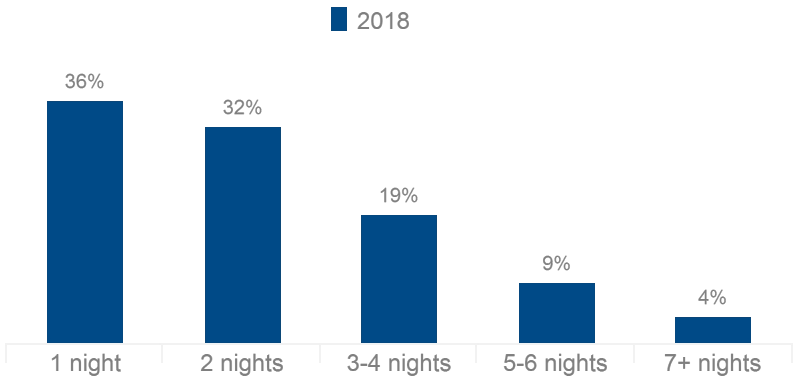
U.S. Norm
3.8
Average Nights



Nights Spent in Pocono Mountains

Average number of nights
2.5

Number of Nights Spent in Pocono Mountains - Trended



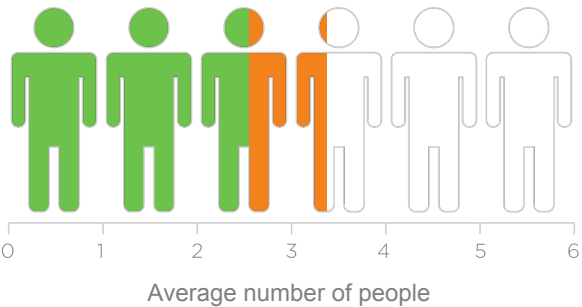
Average in 2018
2.5
Nights

Average last year
-
Nights

Size of Travel Party

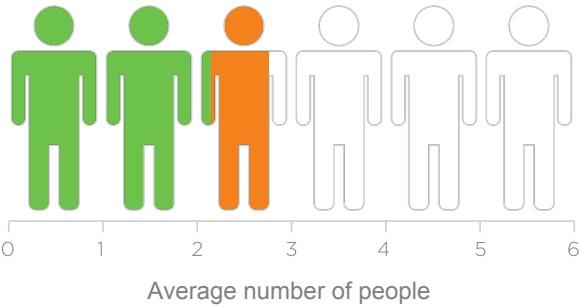
Adults Children

Pocono Mountains



Total
3.5

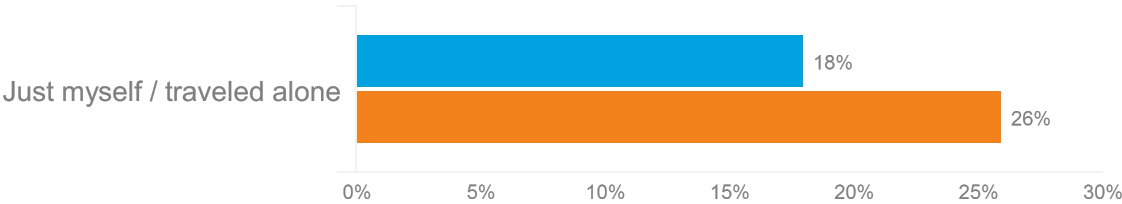
U.S. Norm



Total
2.8

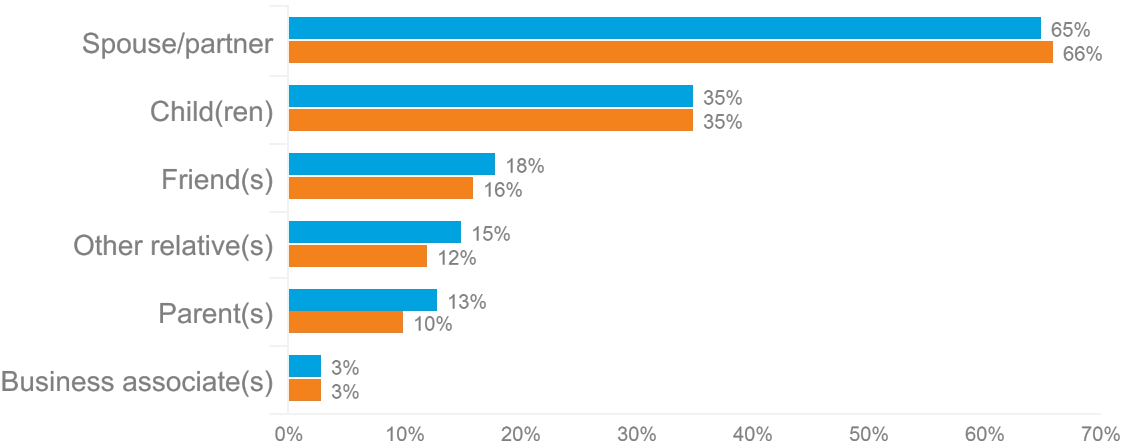
Percent Who Traveled Alone

Pocono Mountains U.S. Norm



Composition of Immediate Travel Party












Pocono Mountains U.S. Norm










Pocono Mountains's Overnight Trip Characteristics

Base: 2018 Overnight Person-Trips

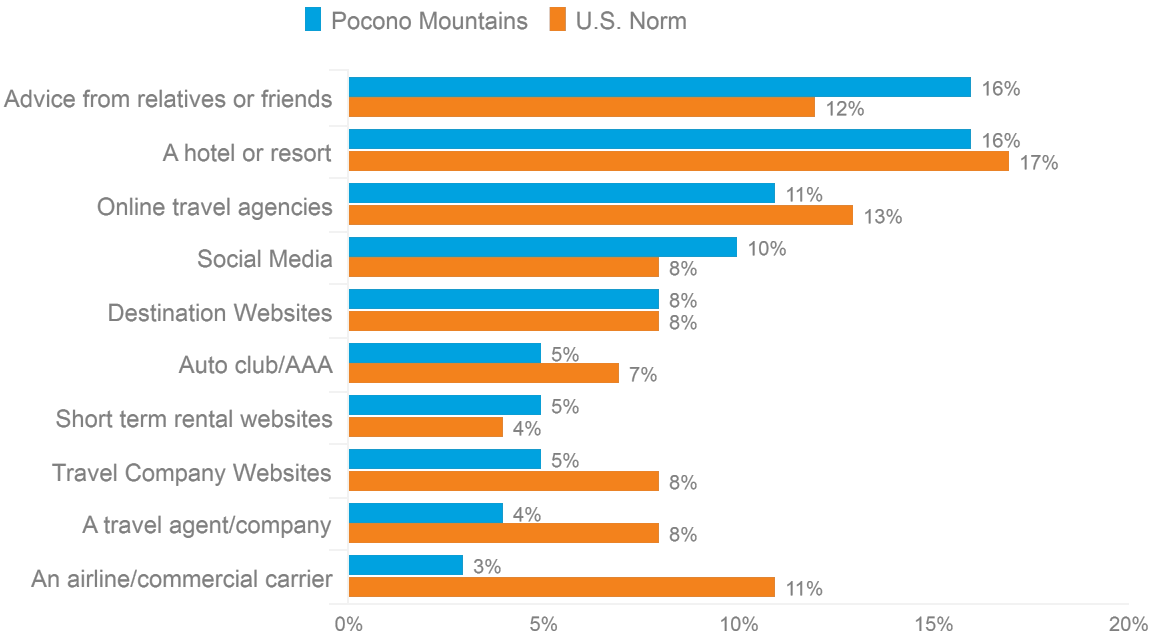
Transportation

			U.S. Norm
Own car/truck		<div><div></div></div> 87%	67%
Rental car		<div><div></div></div> 9%	18%
Plane		<div><div></div></div> 7%	23%
Online Taxi Service		<div><div></div></div> 5%	13%
Bus		<div><div></div></div> 3%	5%
Taxi Cab		<div><div></div></div> 3%	8%
Train		<div><div></div></div> 3%	5%
Camper, RV		<div><div></div></div> 2%	2%
Motorcycle		<div><div></div></div> 0%	1%
Ship/Boat		<div><div></div></div> 0%	2%
Bicycle		<div><div></div></div> 0%	1%






Accommodations

	Pocono Mountains	U.S. Norm
 Resort hotel	24%	24%
 Home of friends or relatives	23%	24%
 Other hotel	15%	22%
 Motel	11%	16%
 Campground / trailer park / RV park	7%	4%
 Time share	6%	3%
 Rented home / condo / apartment	5%	5%

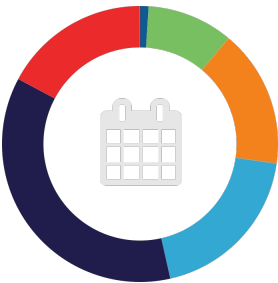
Trip Planning Information Sources



Devices Used for Trip Planning

	Pocono Mountains	U.S. Norm
 Any device	83%	84%
 Laptop	40%	43%
 Desktop/Home computer	39%	40%
 Smartphone	28%	33%
 Tablet	17%	17%

Length of Trip Planning



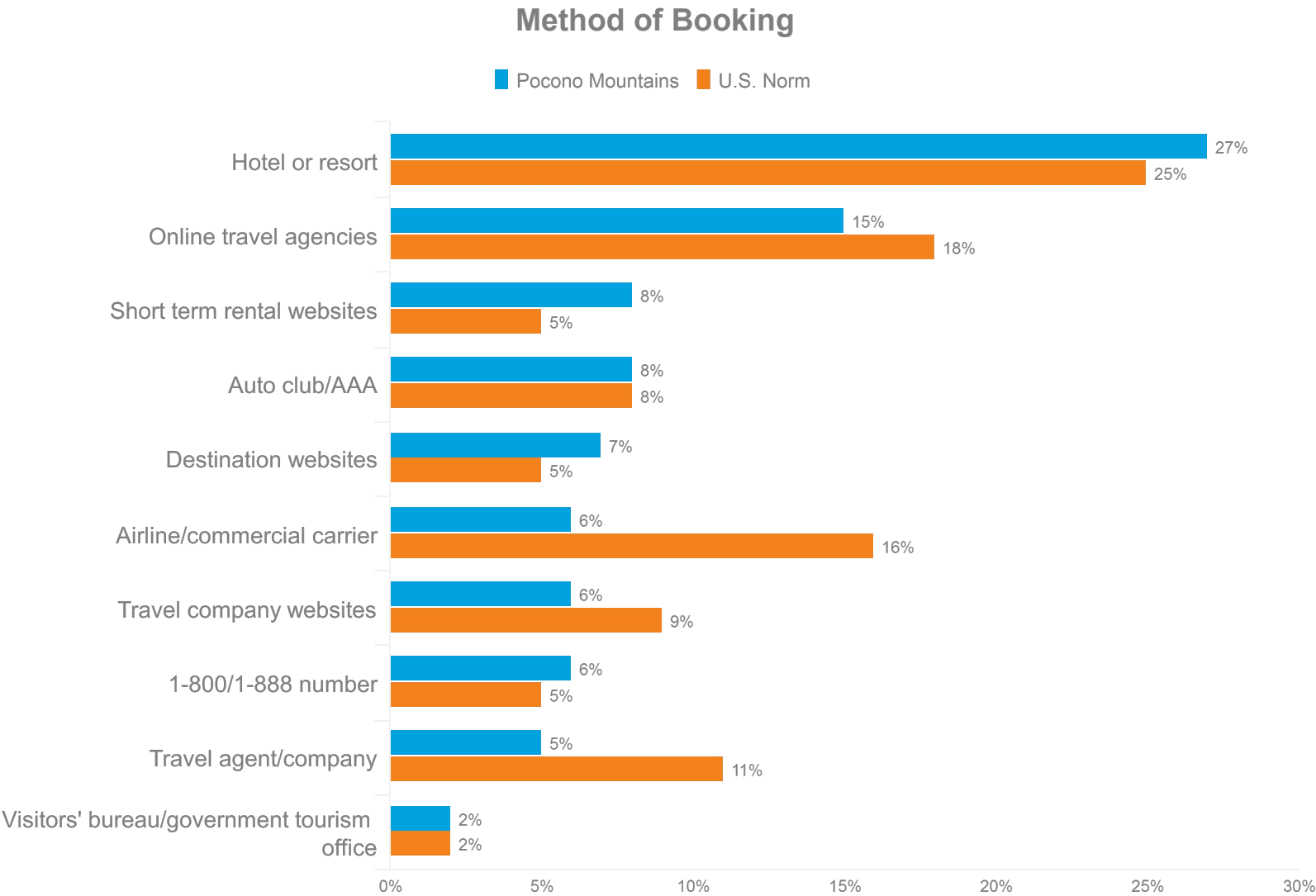
Pocono Mountains

 More than 1 year in advance	1%
 6-12 months	10%
 3-5 months	16%
 2 months	19%
 1 month or less	36%
 Did not plan anything in advance	17%



U.S. Norm

 More than 1 year in advance	4%
 6-12 months	14%
 3-5 months	17%
 2 months	16%
 1 month or less	33%
 Did not plan anything in advance	14%



Activities and Experiences (Top 10)

Shopping



30%

U.S. Norm
30%

Swimming



20%

U.S. Norm
14%

Bar/nightclub



16%

U.S. Norm
15%

Hiking/backpacking



15%

U.S. Norm
7%

Casino



14%

U.S. Norm
12%

Theme park



11%

U.S. Norm
7%

Waterpark



11%

U.S. Norm
4%

National/state park



9%

U.S. Norm
10%

Fine/upscale dining



9%

U.S. Norm
12%

Landmark/historic site



8%

U.S. Norm
12%

Activities of Special Interest (Top 5)

Pocono Mountains






Historic places	23%
Cultural activities/Attractions	14%
Exceptional Culinary Experiences	9%
Brewery Tours/Beer Tasting	8%
Winery Tours/Tasting	8%

Activities of Special Interest (Top 5)





U.S. Norm

Historic places	22%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	12%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%



















Online Social Media Use by Travelers

	Pocono Mountains	U.S. Norm
 Used any social media	64%	66%
 Posted travel photos or video online	29%	29%
 Read travel reviews	25%	26%
 Accessed travel deals, news, events, or promotions	23%	20%
 Looked at travel-related photos or video online	22%	23%

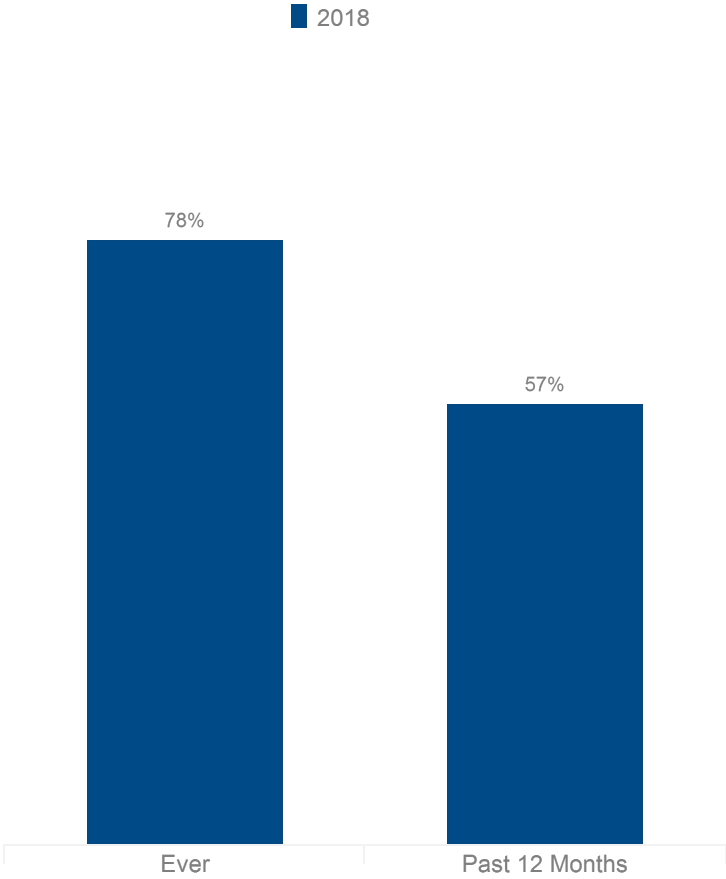
Devices Using During Trip

	Pocono Mountains	U.S. Norm
 Any device	80%	83%
 Smartphone	66%	68%
 Laptop	30%	31%
 Tablet	25%	26%

% Very Satisfied with Trip

	Overall trip experience		75%
	Safety and Security		69%
	Friendliness of people		67%
	Cleanliness		64%
	Quality of accommodations		64%
	Quality of food		59%
	Sightseeing and attractions		56%
	Value for money		55%
	Music/nightlife/entertainment		40%

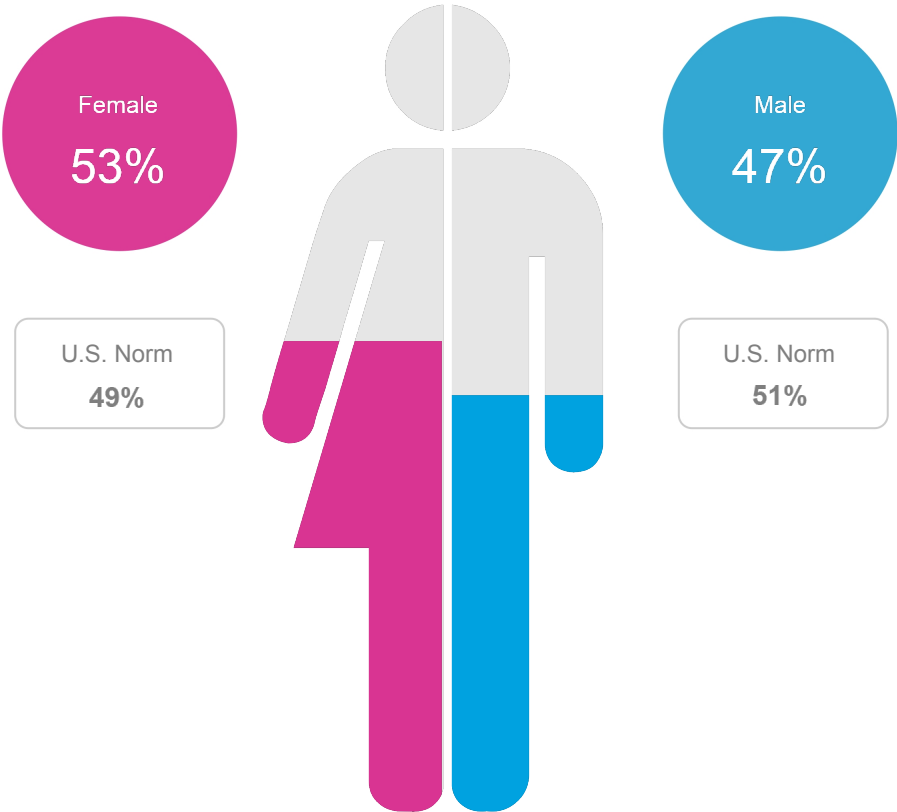
Past Visitation to Pocono Mountains



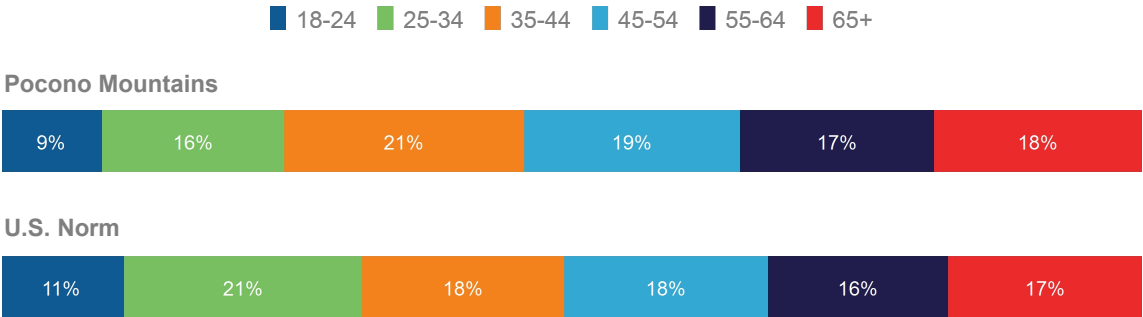
Demographic Profile of Overnight Pocono Mountains Visitors

Base: 2018 Overnight Person-Trips

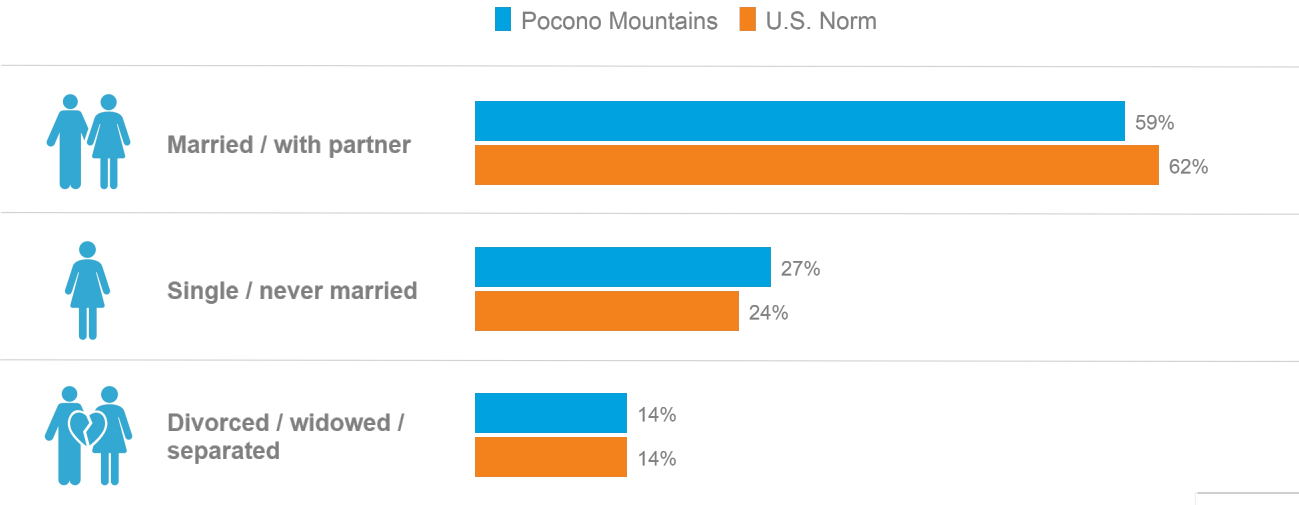
Gender



Age



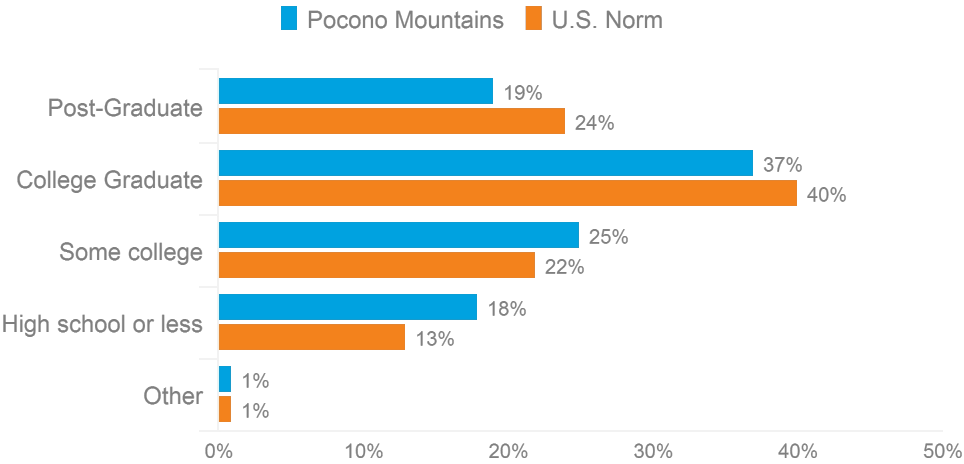
Marital Status



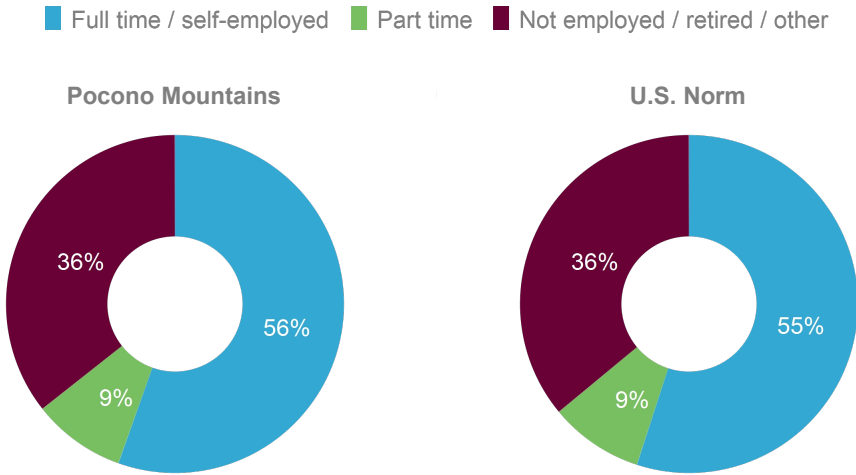
Demographic Profile of Overnight Pocono Mountains Visitors

Base: 2018 Overnight Person-Trips

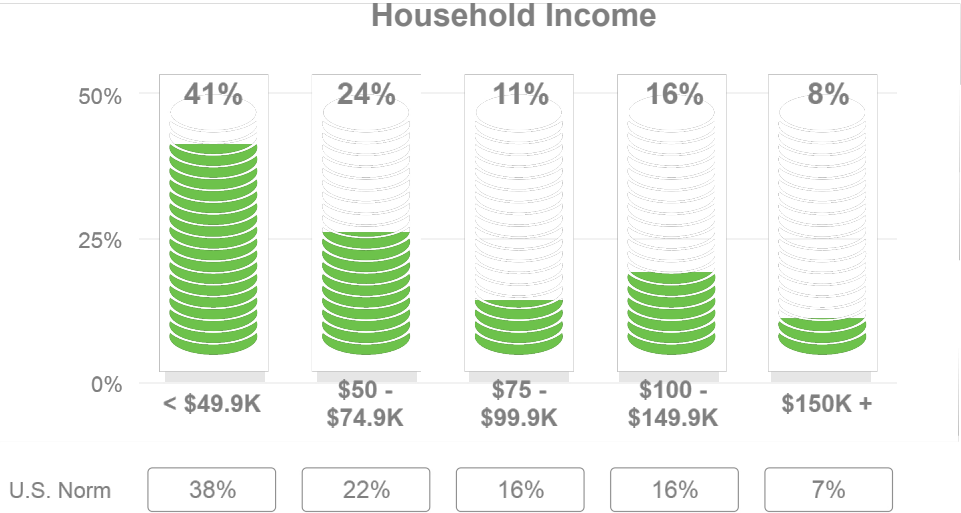
Education



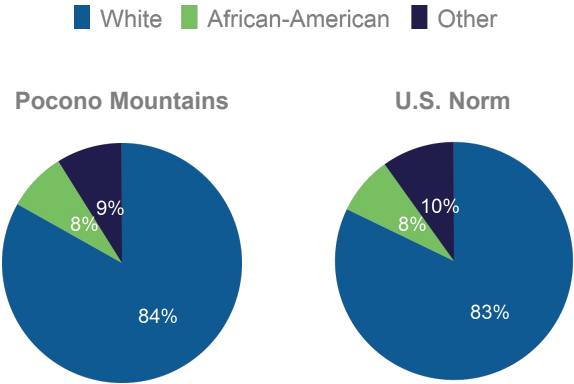
Employment



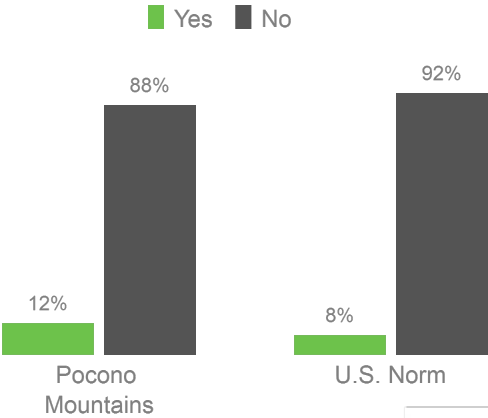
Household Income



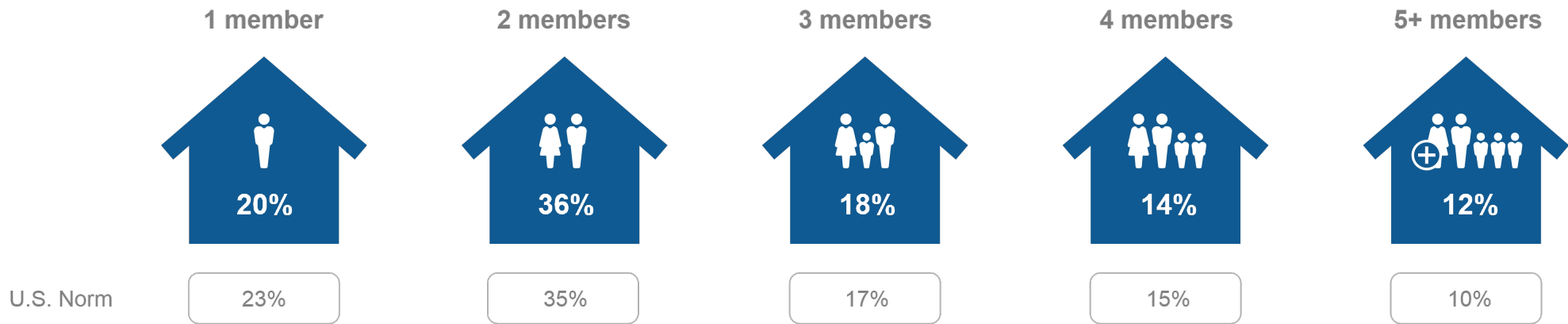
Race



Hispanic Background



Household Size



Children in Household

