



Travel USA Visitor Profile



2021

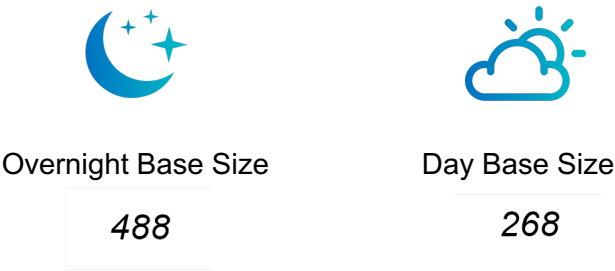
Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Pocono Mountains' domestic tourism business in 2021.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Pocono Mountains, the following sample was achieved in 2021:



For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



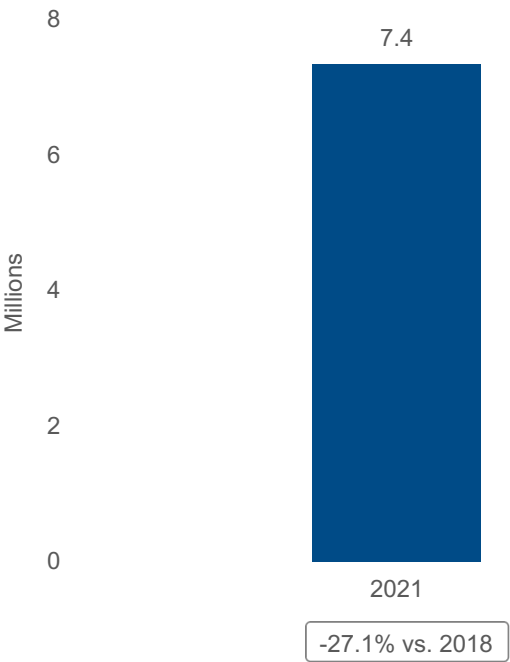
Travel USA Visitor Profile

Overnight Visitation



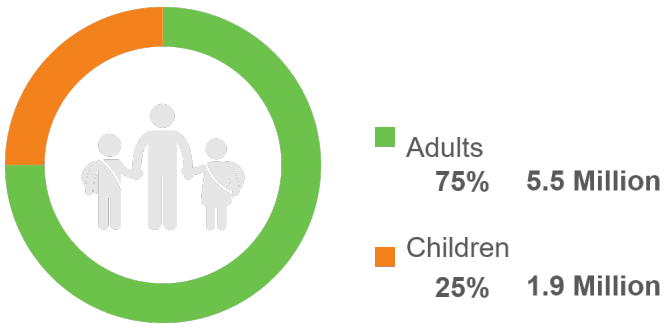
2021

Overnight Trips to Pocono Mountains



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

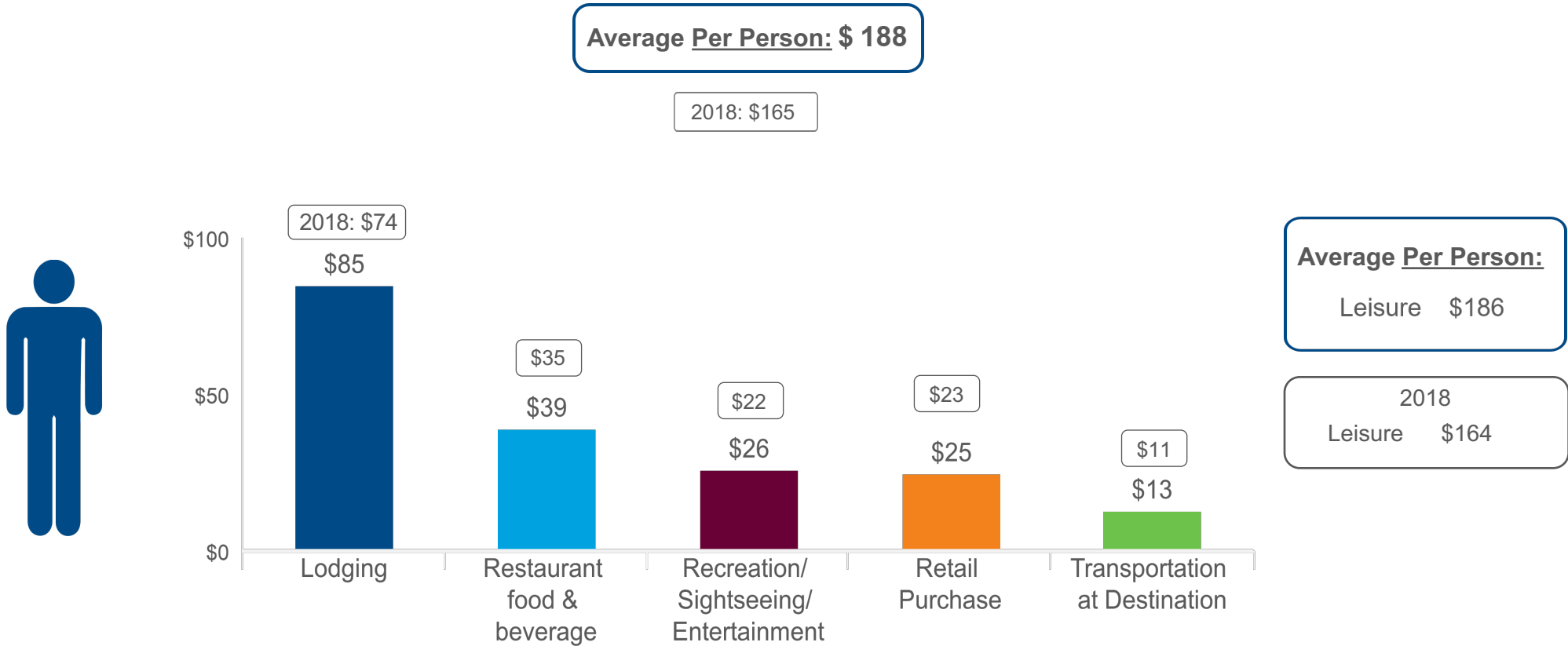
Total Overnight Person-Trips
7.4 Million



Past Visitation to Pocono Mountains

- 77%** of overnight travelers to Pocono Mountains are repeat visitors
- 49%** of overnight travelers to Pocono Mountains had visited before in the past 12 months

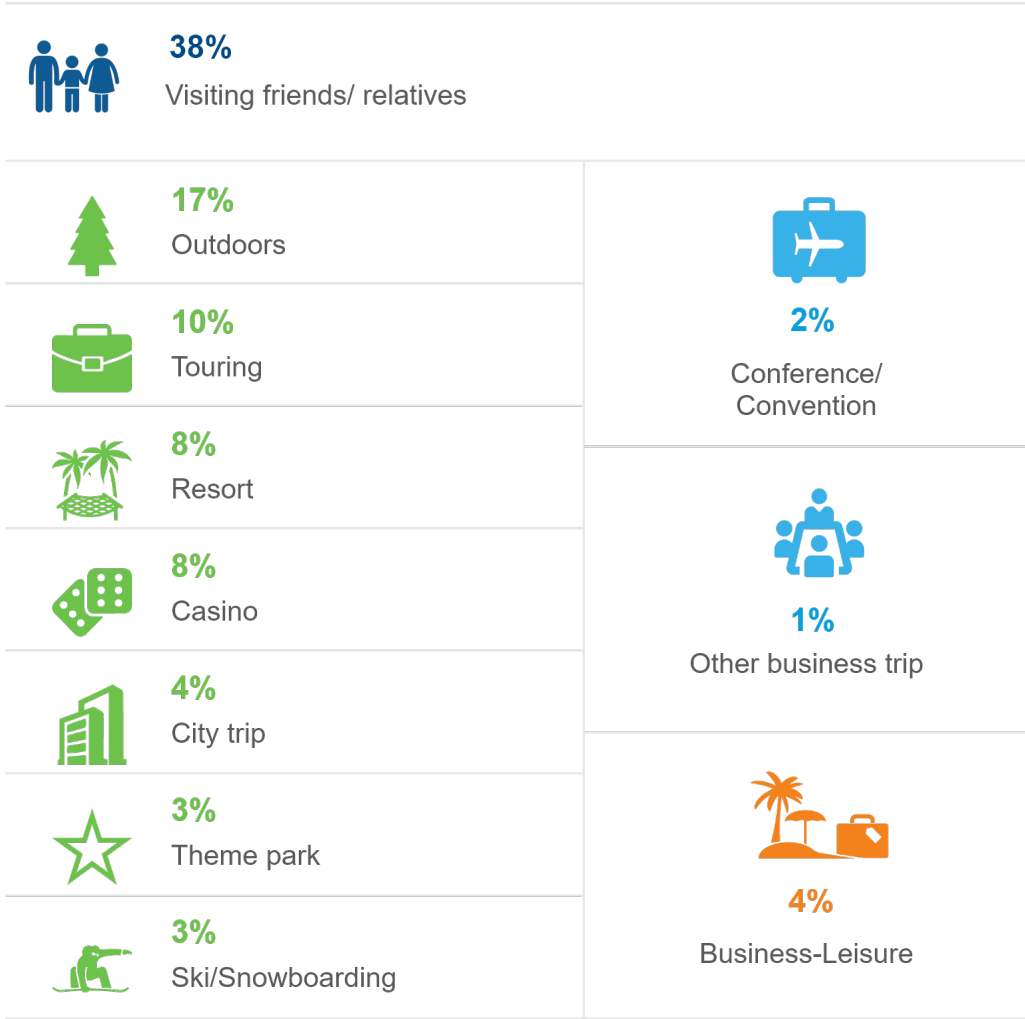
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



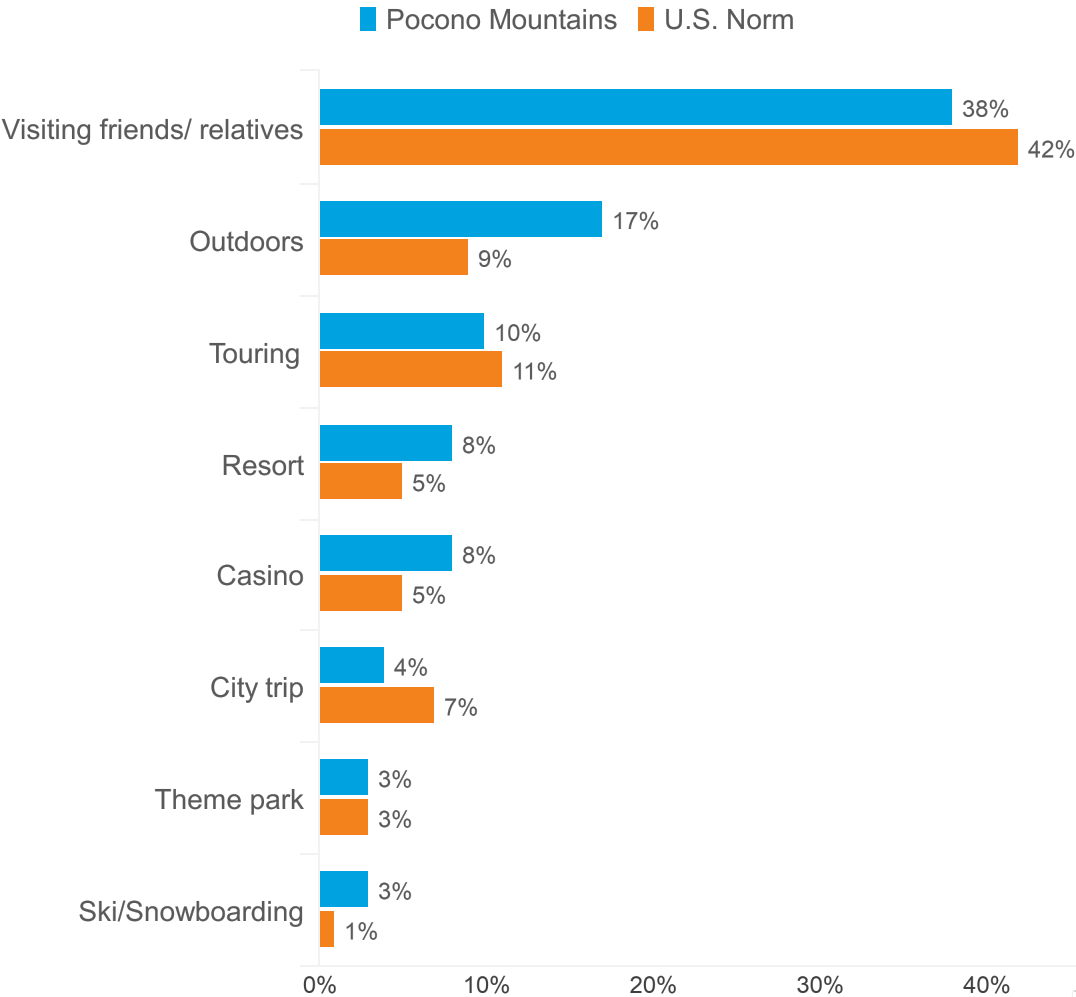
Pocono Mountains's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip



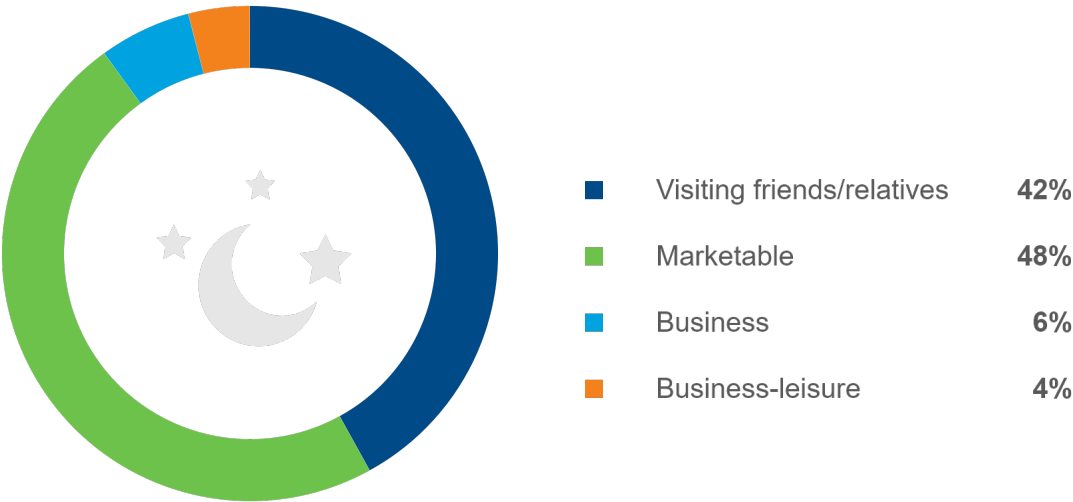
Main Purpose of Leisure Trip



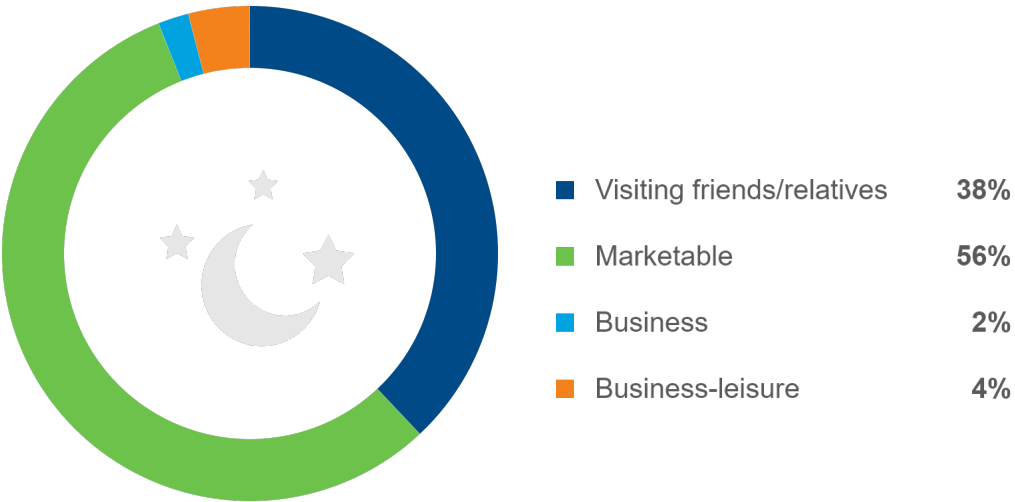
Structure of the U.S. and Pocono Mountains Overnight Travel Market

Base: 2021 Overnight Person-Trips

2021 U.S. Overnight Trips

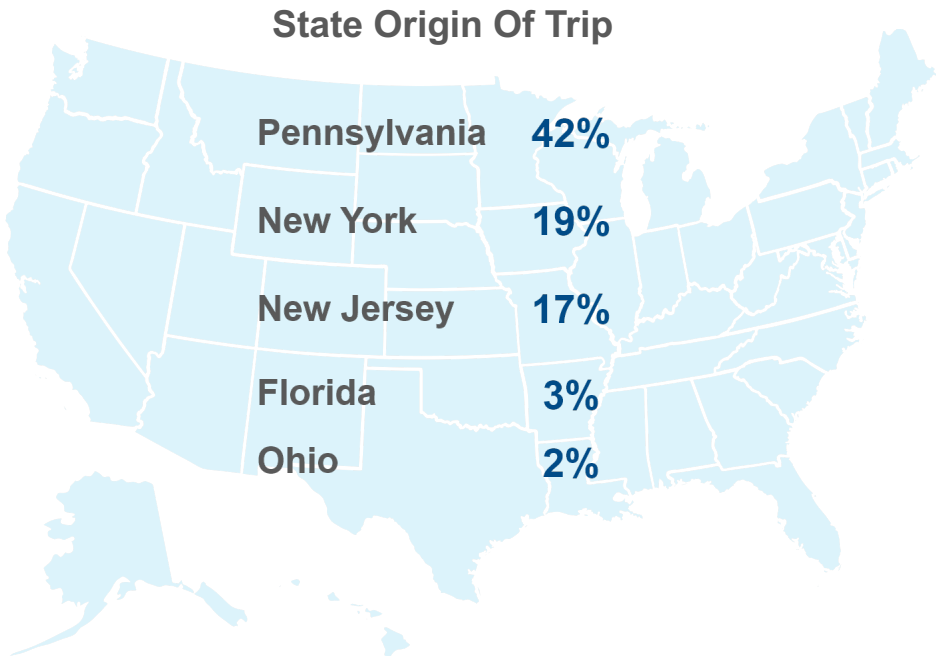


2021 Pocono Mountains Overnight Trips

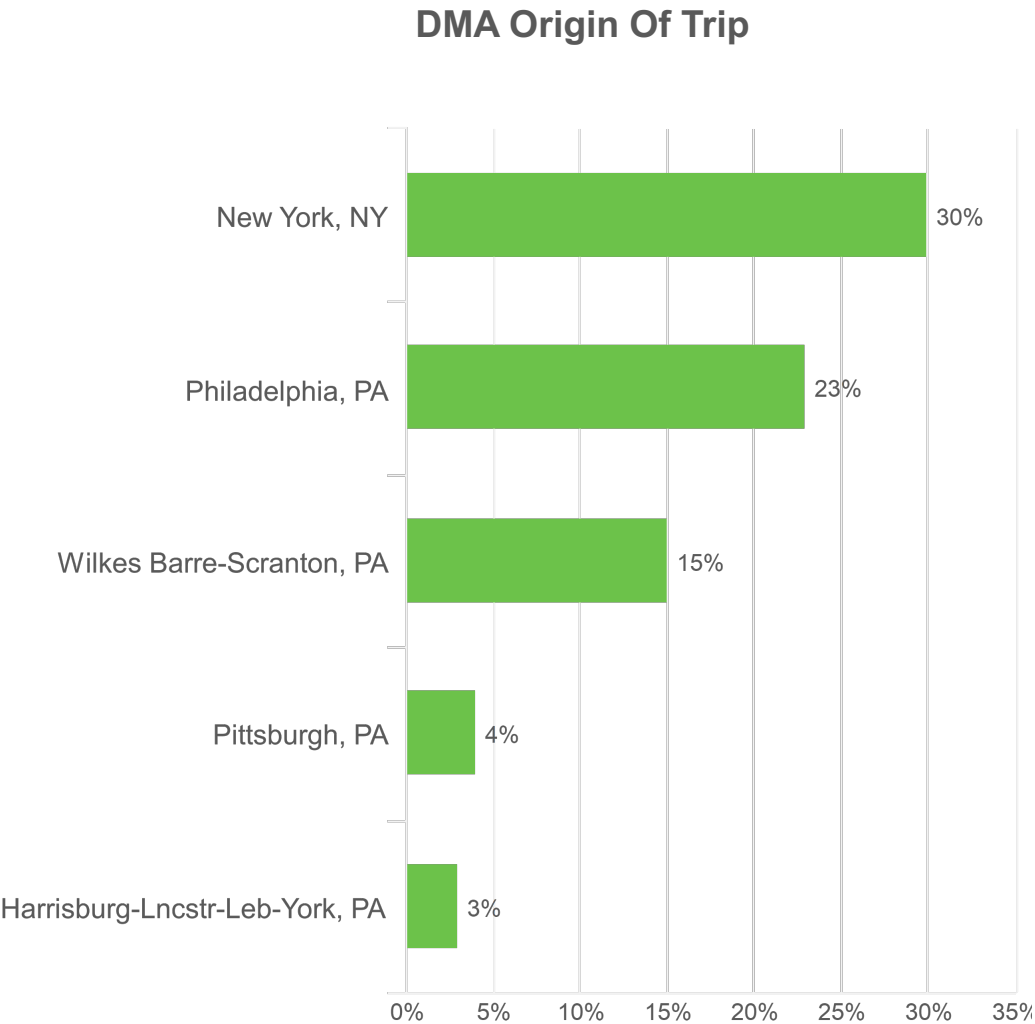


Pocono Mountains's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips



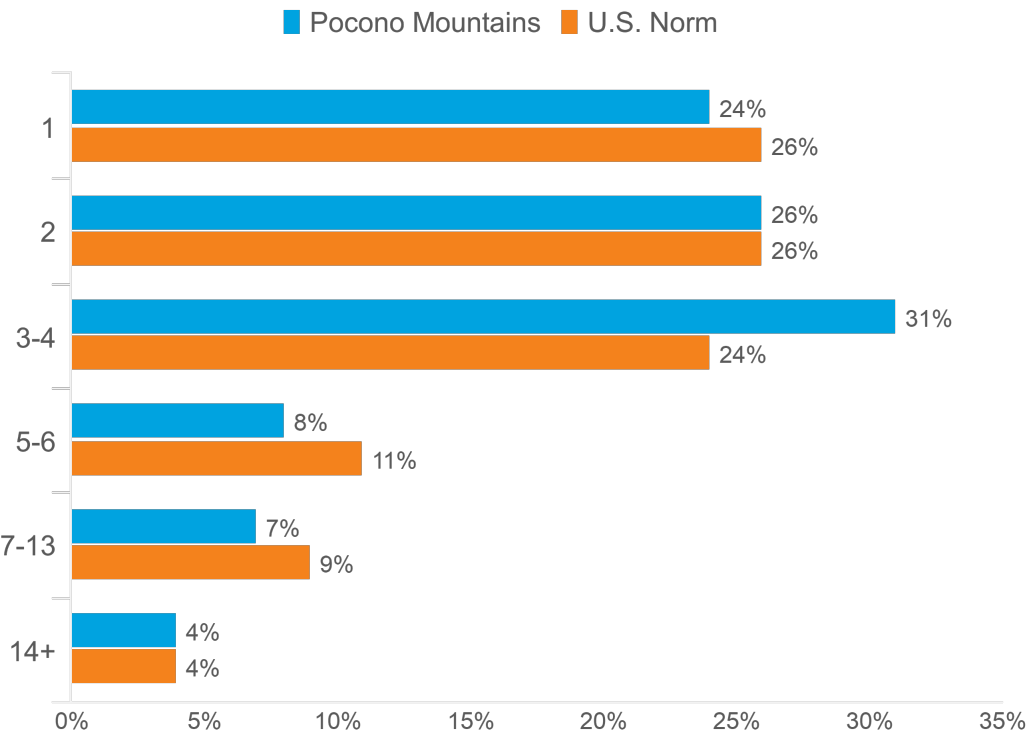
Season of Trip
Total Overnight Person-Trips



Pocono Mountains's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Total Nights Away on Trip



Pocono Mountains

3.6

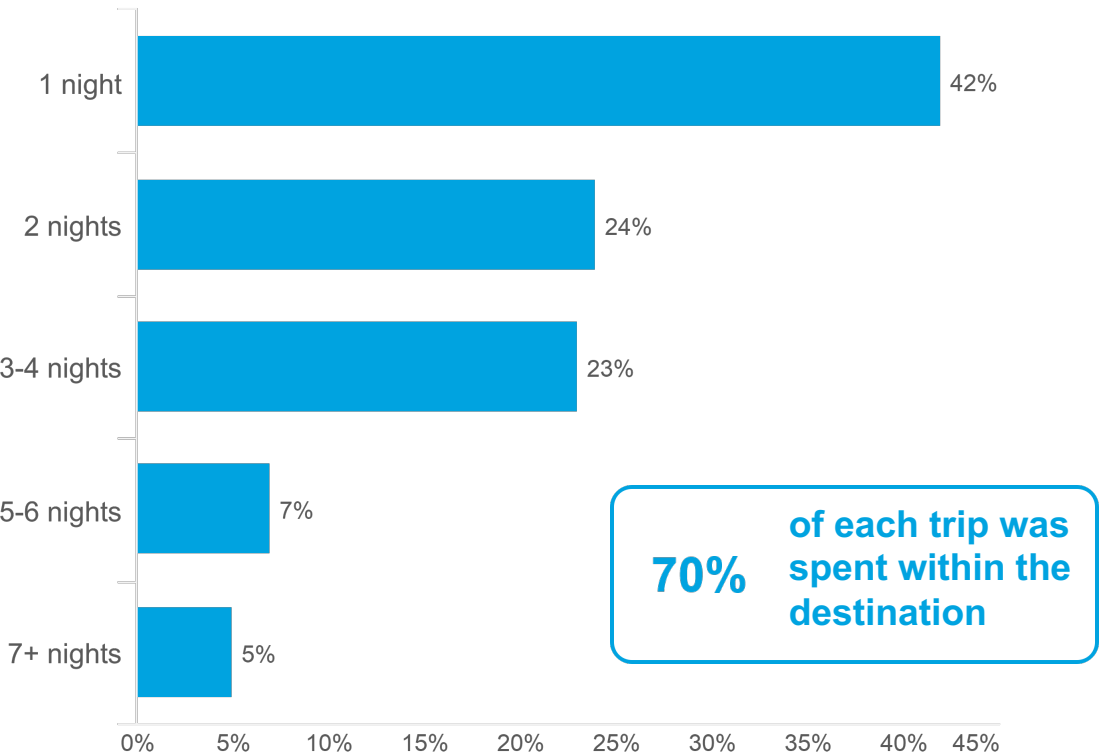
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Pocono Mountains



Average number of nights

2.5

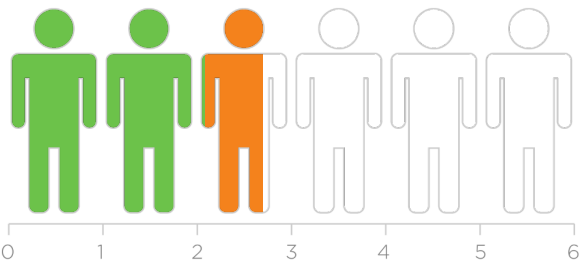
Pocono Mountains's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Size of Travel Party

■ Adults ■ Children

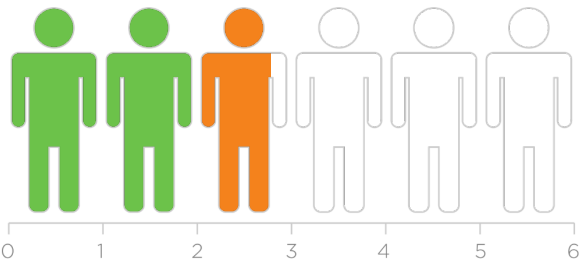
Pocono Mountains



Average number of people

Total
2.8

U.S. Norm

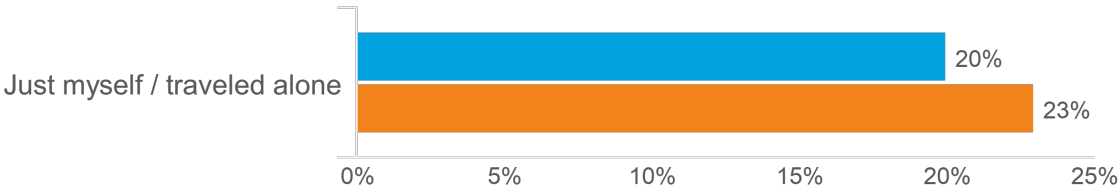


Average number of people

Total
2.9

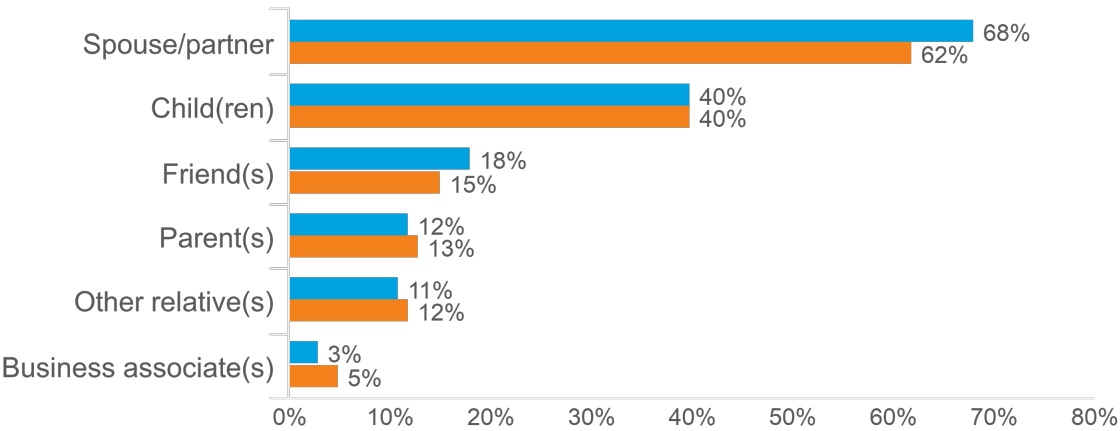
Percent Who Traveled Alone

■ Pocono Mountains ■ U.S. Norm



Composition of Immediate Travel Party

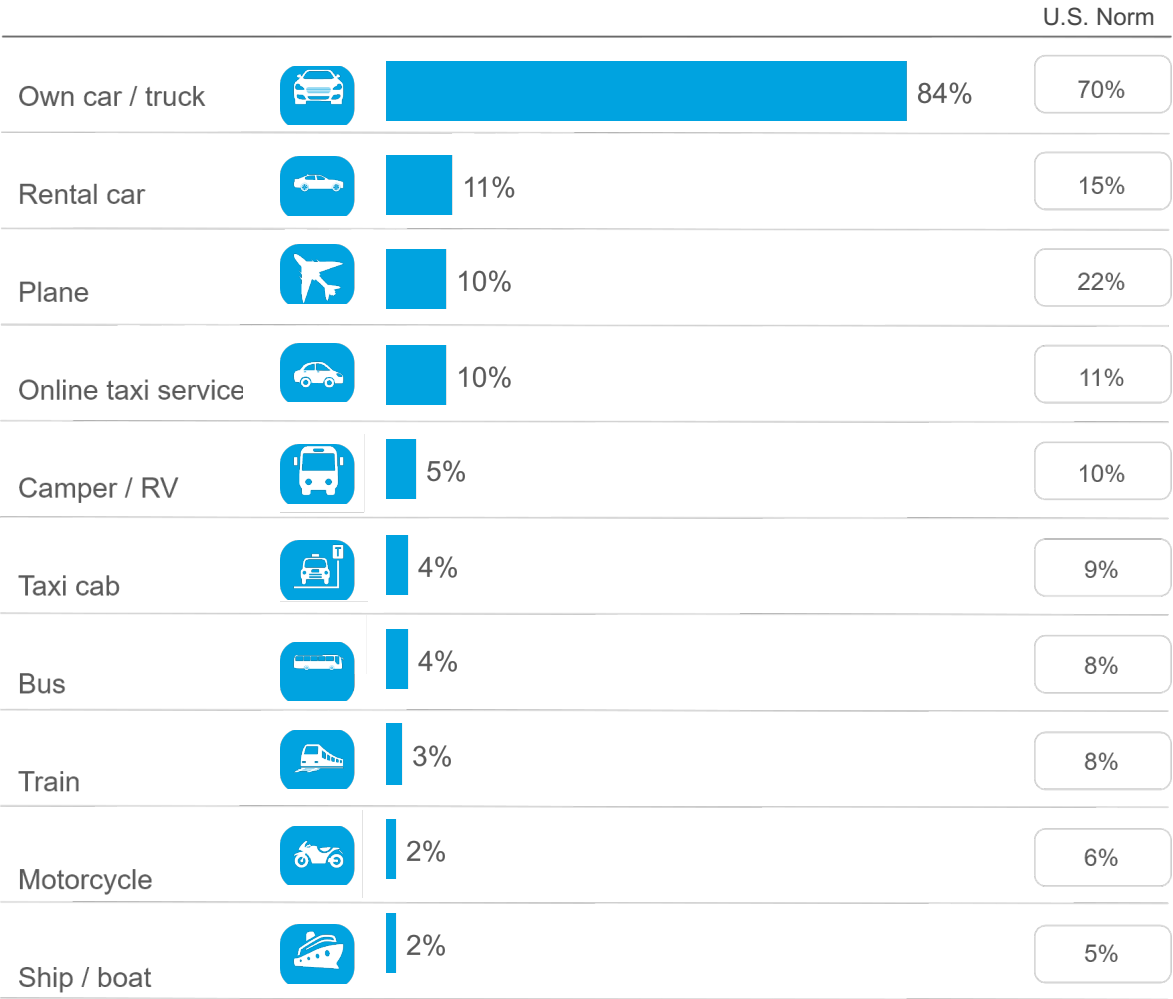
■ Pocono Mountains ■ U.S. Norm



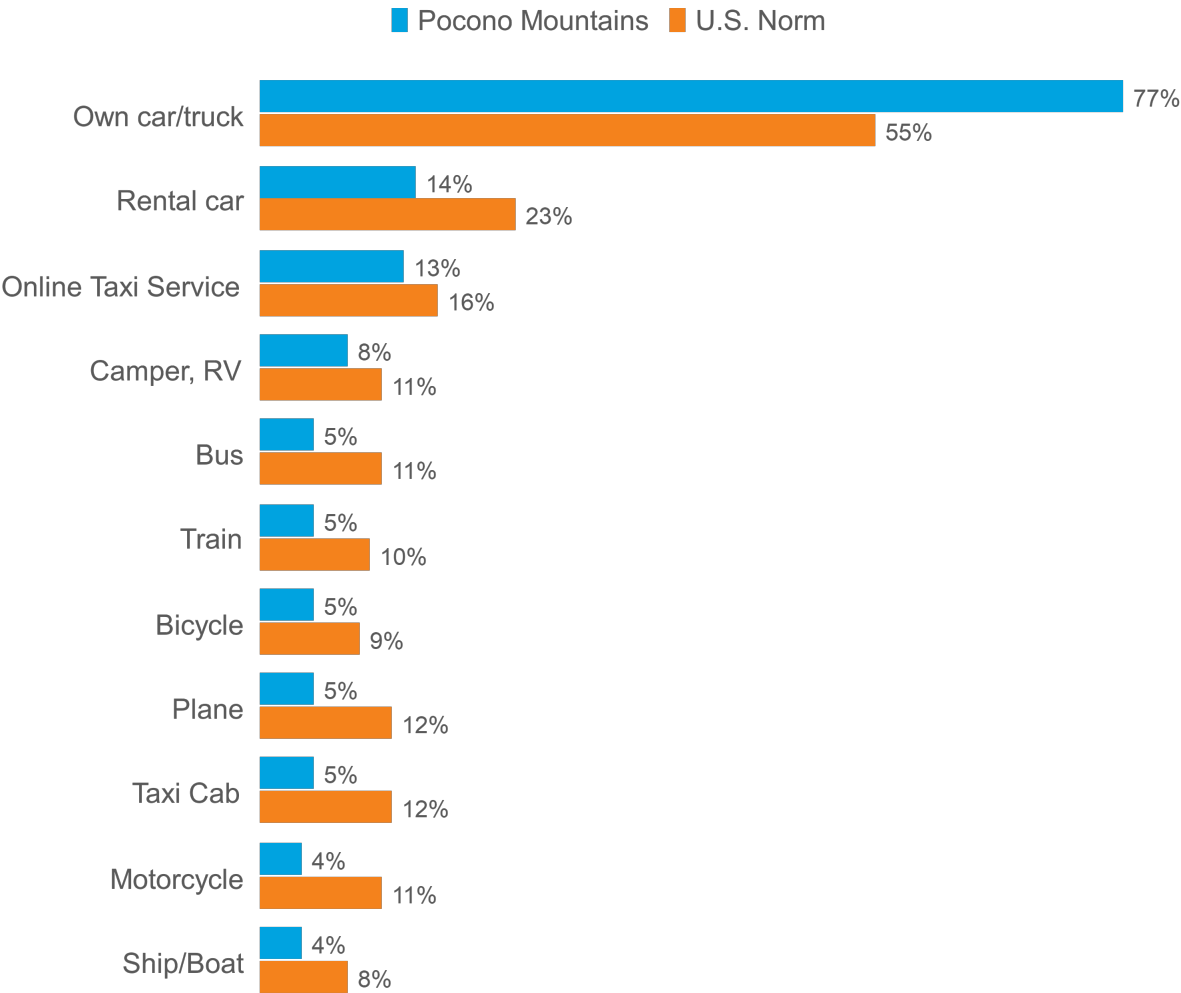
Pocono Mountains's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

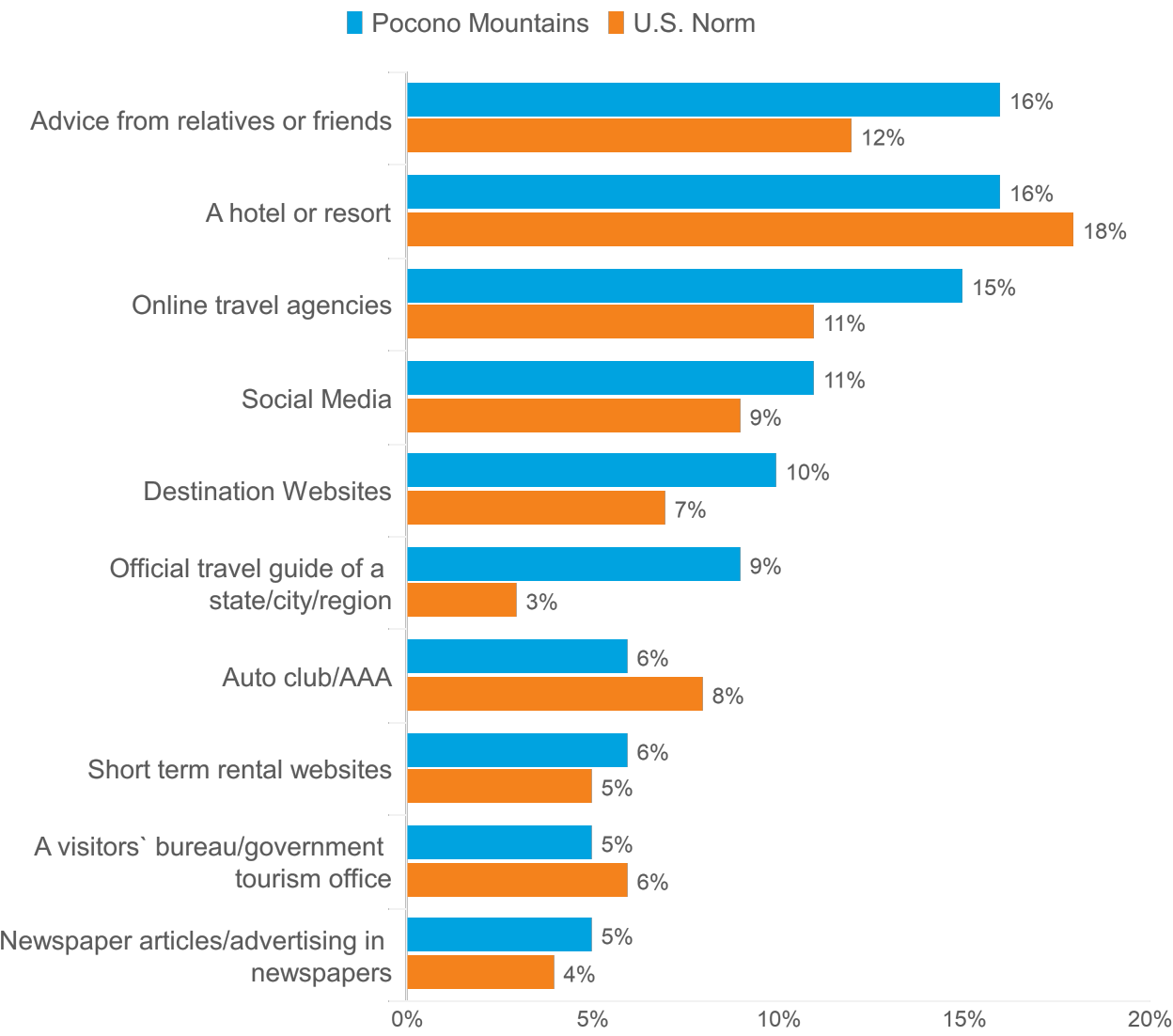
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



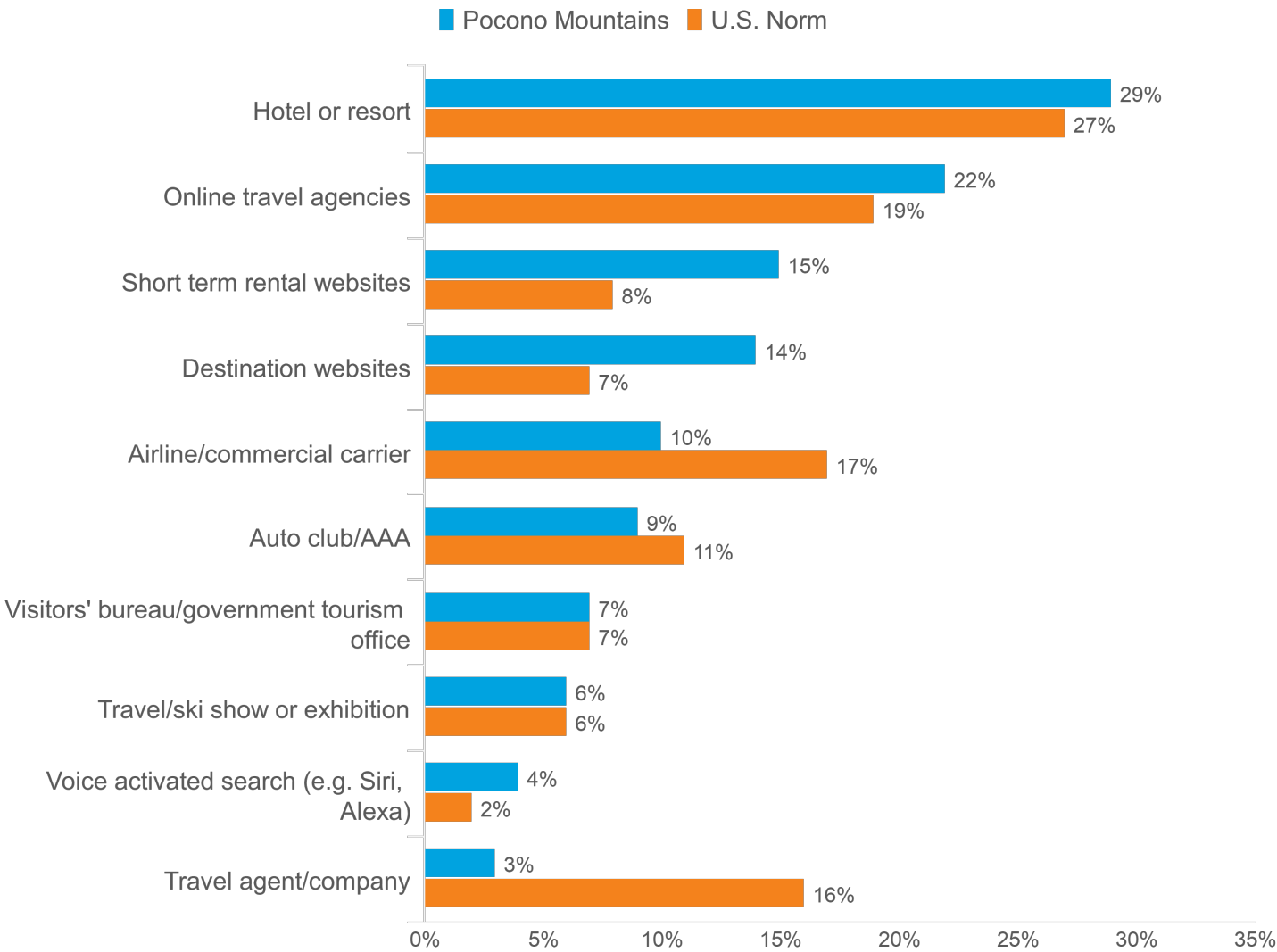
Length of Trip Planning

	Pocono Mountains	U.S. Norm
1 month or less	33%	30%
2 months	14%	15%
3-5 months	17%	18%
6-12 months	12%	14%
More than 1 year in advance	2%	6%
Did not plan anything in advance	22%	17%









Pocono Mountains's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

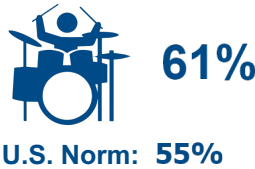
		Pocono Mountains	U.S. Norm
	Hotel	30%	38%
	Home of friends / relatives	22%	19%
	Resort hotel	16%	12%
	Own condo / apartment / cabin / second home	12%	4%
	Motel	10%	13%
	Bed & breakfast	8%	8%
	Rented cottage / cabin	7%	4%
	Rented home / condo / apartment	7%	6%

Activity Groupings

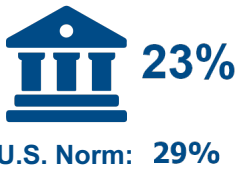
Outdoor Activities



Entertainment Activities



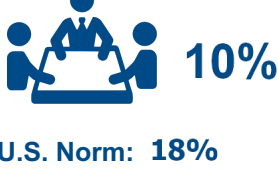
Cultural Activities













Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Pocono Mountains	U.S. Norm
	Shopping	28%
	Casino	19%
	Sightseeing	18%
	Hiking/backpacking	16%
	Swimming	16%
	Bar/nightclub	15%
	Landmark/historic site	14%
	Attending celebration	13%
	Fishing	13%
	Waterpark	11%

Shopping Types on Trip

	Pocono Mountains	U.S. Norm
	Outlet/mall shopping	51%47%
	Convenience/grocery shopping	37%42%
	Souvenir shopping	36%39%
	Big box stores (Walmart, Costco)	33%33%
	Boutique shopping	17%28%
	Antiquing	16%13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Pocono Mountains	U.S. Norm
	Unique/local food	42%40%
	Fine/upscale dining	23%22%
	Street food/food trucks	22%21%
	Food delivery service (UberEATS, DoorDash, etc.)	17%21%
	Picnicking	15%14%
	Gastropubs	7%10%



73%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people

61%



Quality of accommodations

60%



Safety/security

60%



Cleanliness

59%



Sightseeing/attractions

58%



Quality of food

55%



Value for money

47%



Music/nightlife/entertainment

43%



Public transportation

38%

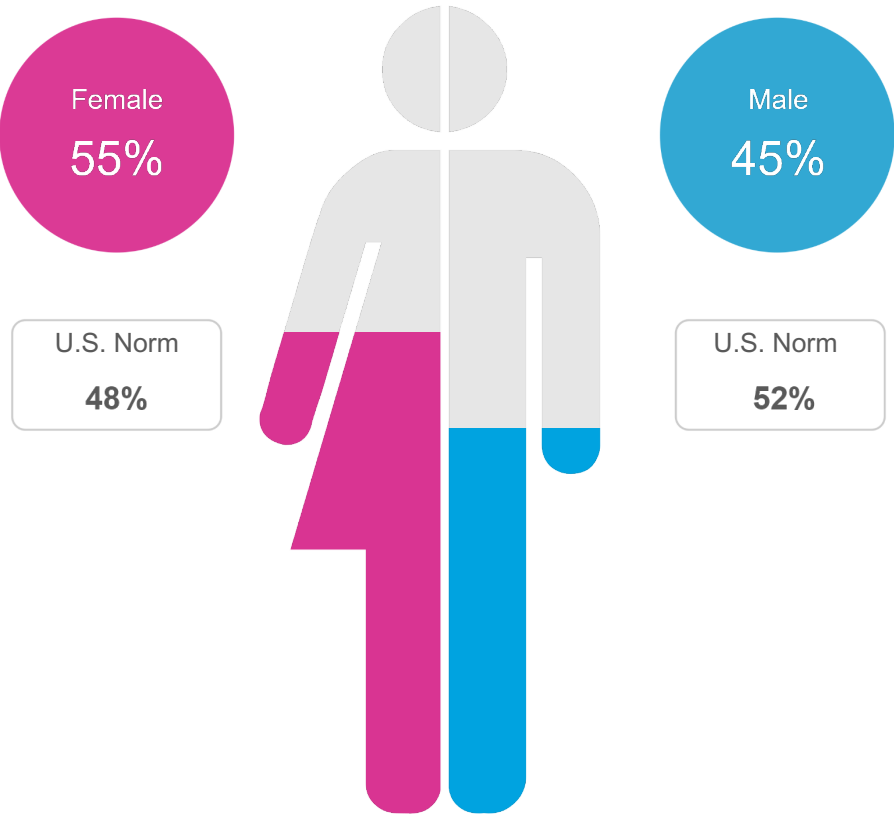
% Very Satisfied with Trip

0% 10% 20% 30% 40% 50% 60% 70%

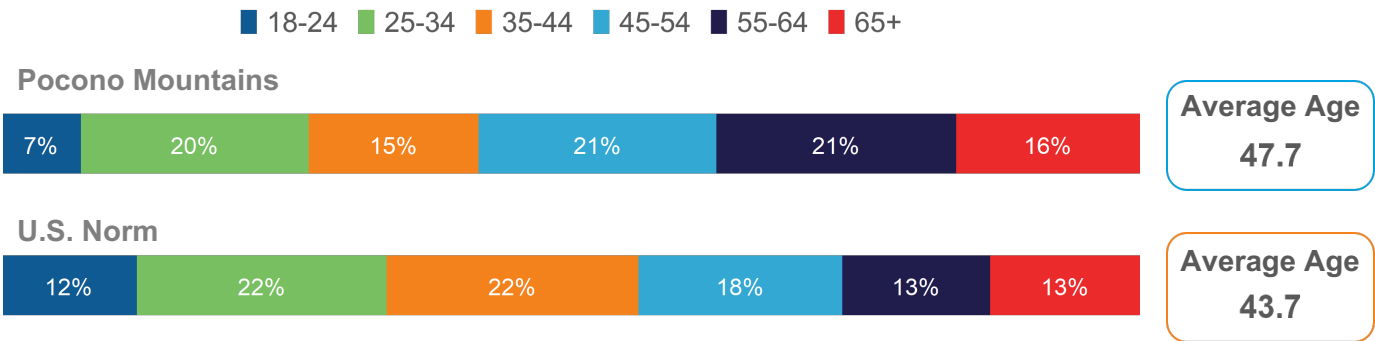
Demographic Profile of Overnight Pocono Mountains Visitors

Base: 2021 Overnight Person-Trips

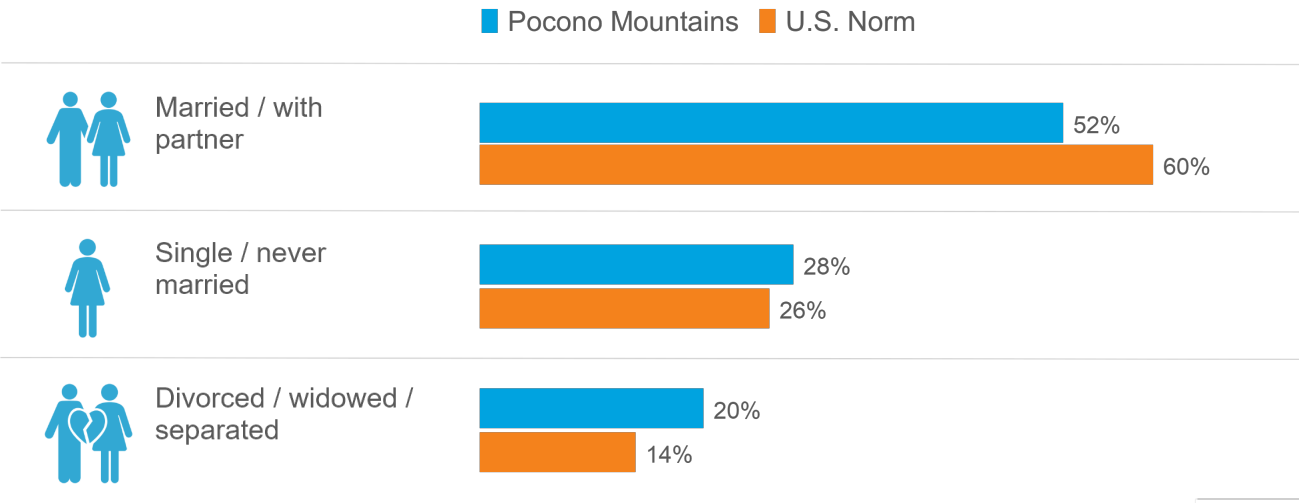
Gender



Age



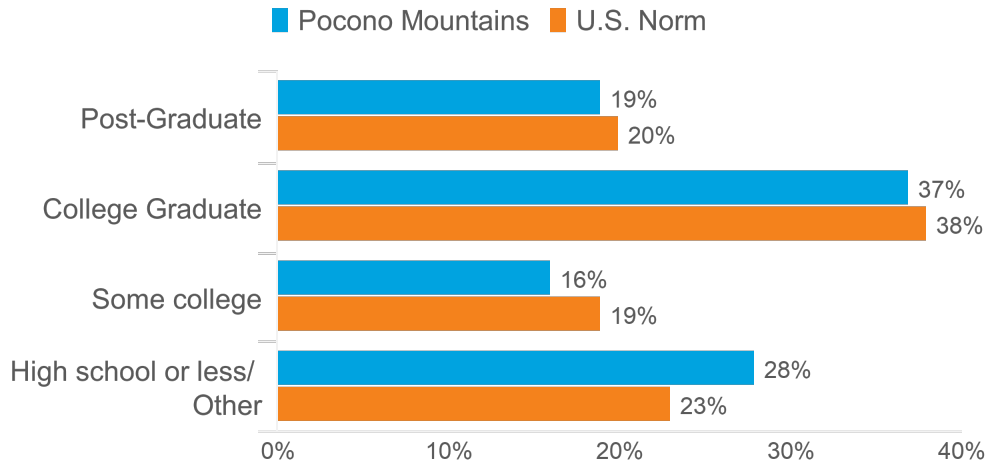
Marital Status



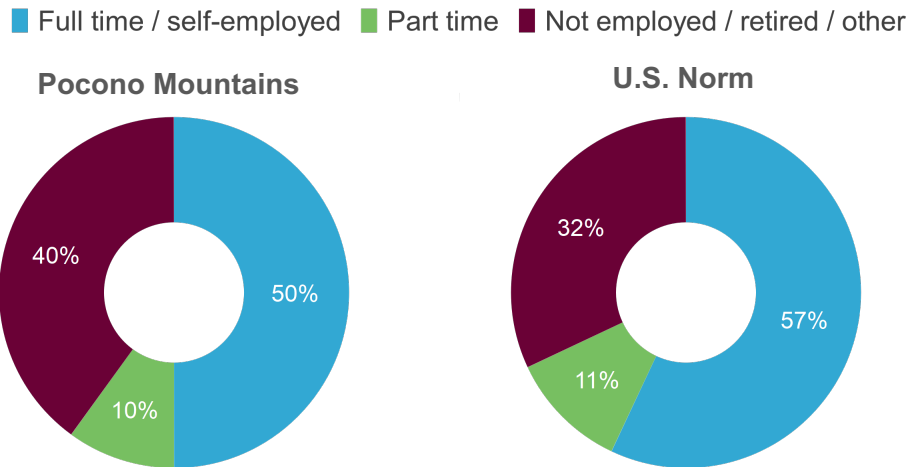
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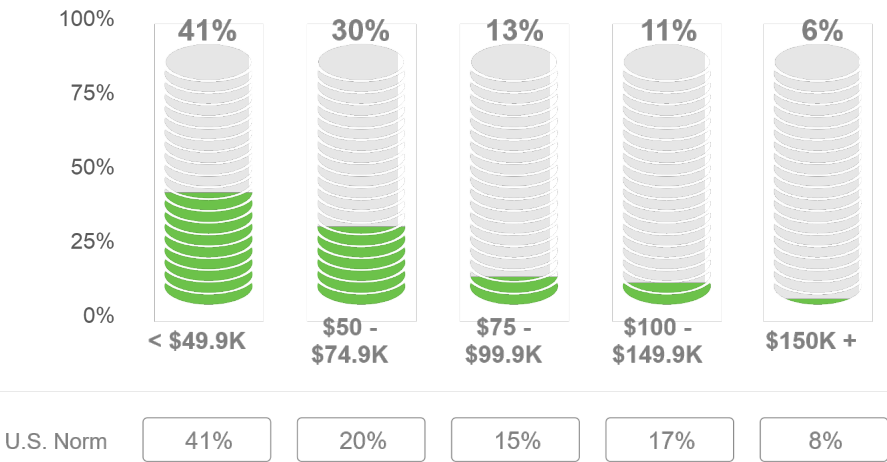
Education



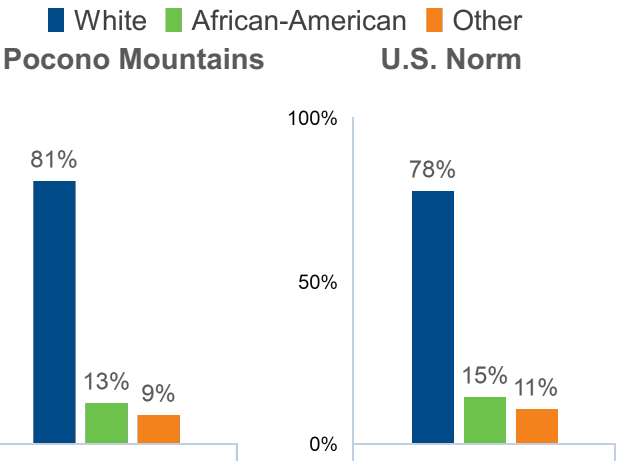
Employment



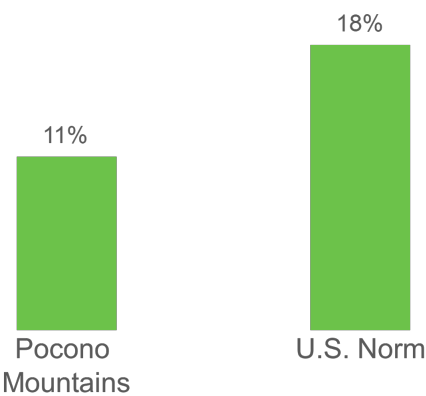
Household Income



Race



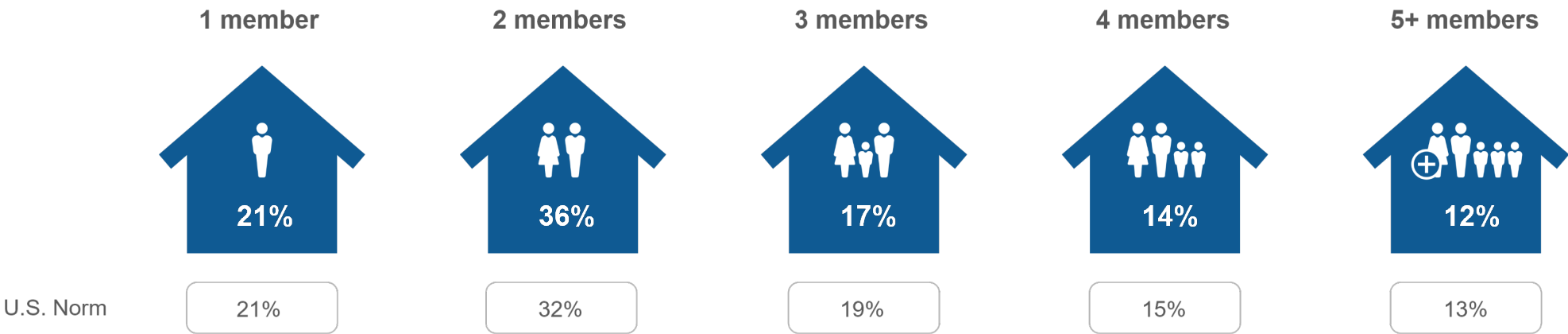
Hispanic Background



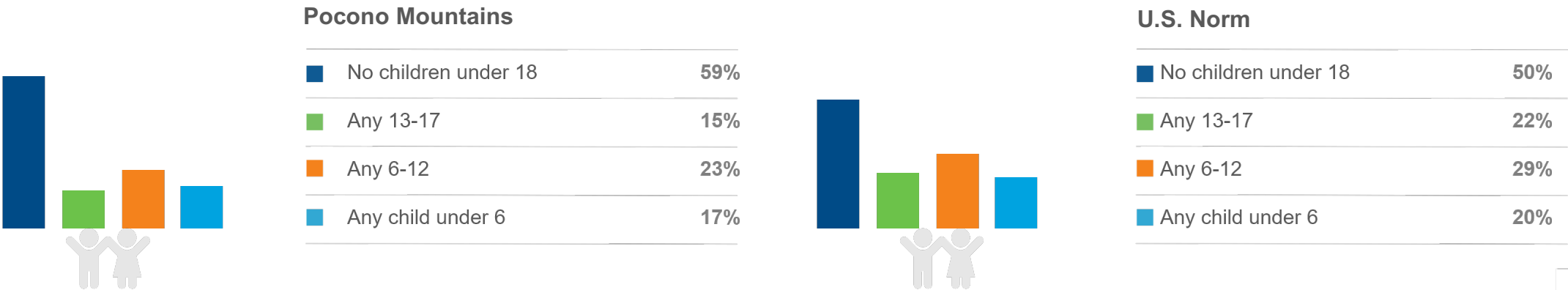
Demographic Profile of Overnight Pocono Mountains Visitors

Base: 2021 Overnight Person-Trips

Household Size



Children in Household





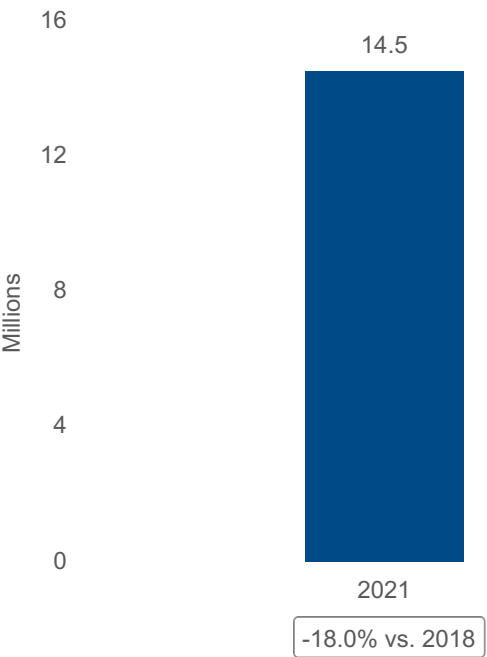
Travel USA Visitor Profile

Day Visitation



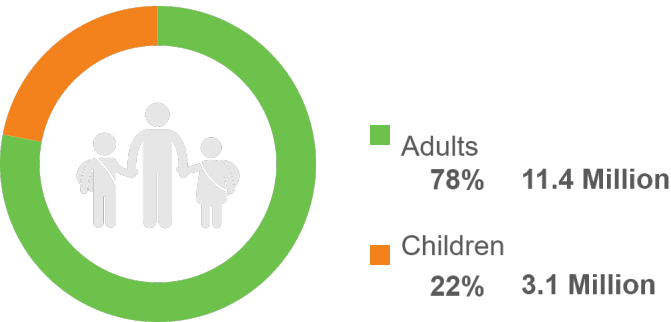
2021

Day Trips to Pocono Mountains

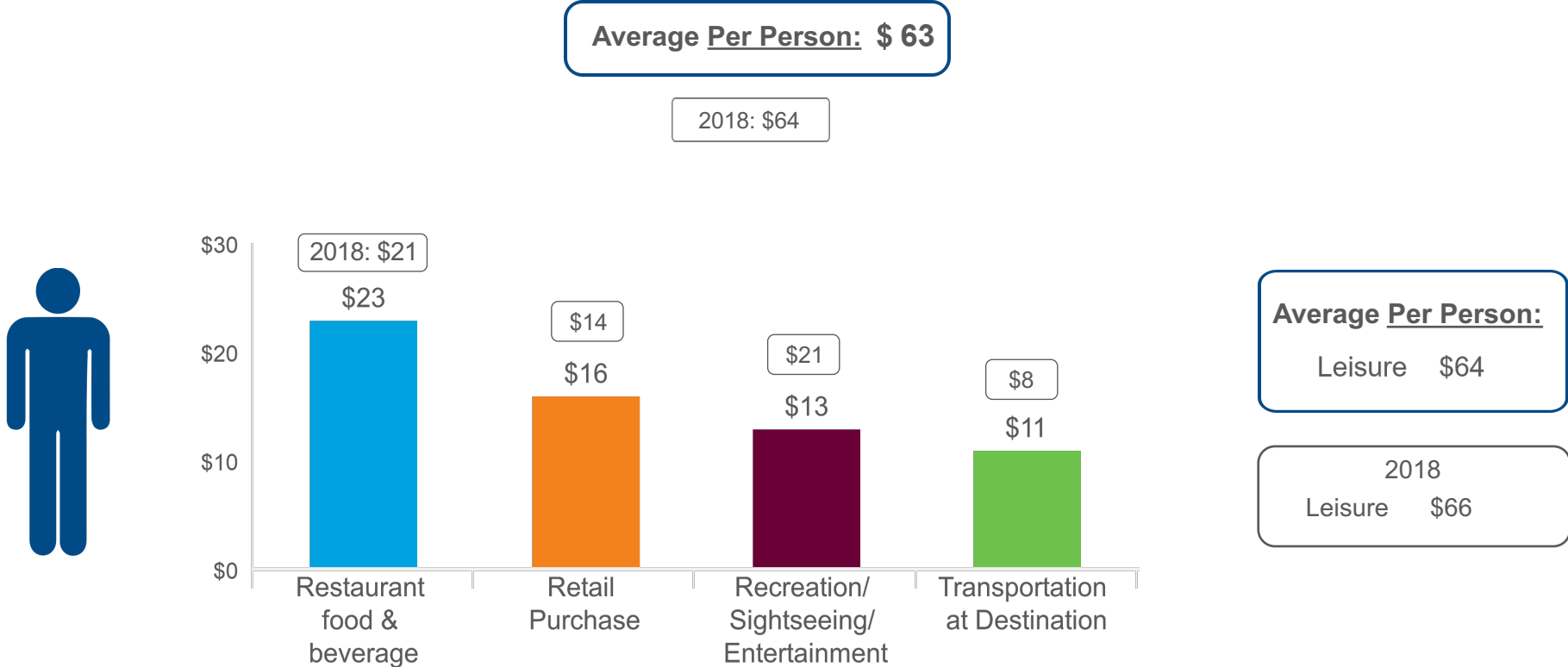


Size of Pocono Mountains Day Travel Market - Adults vs. Children

Total Day Person-Trips
14.5 Million



Average Per Person Expenditures on Domestic Day Trips - by Sector



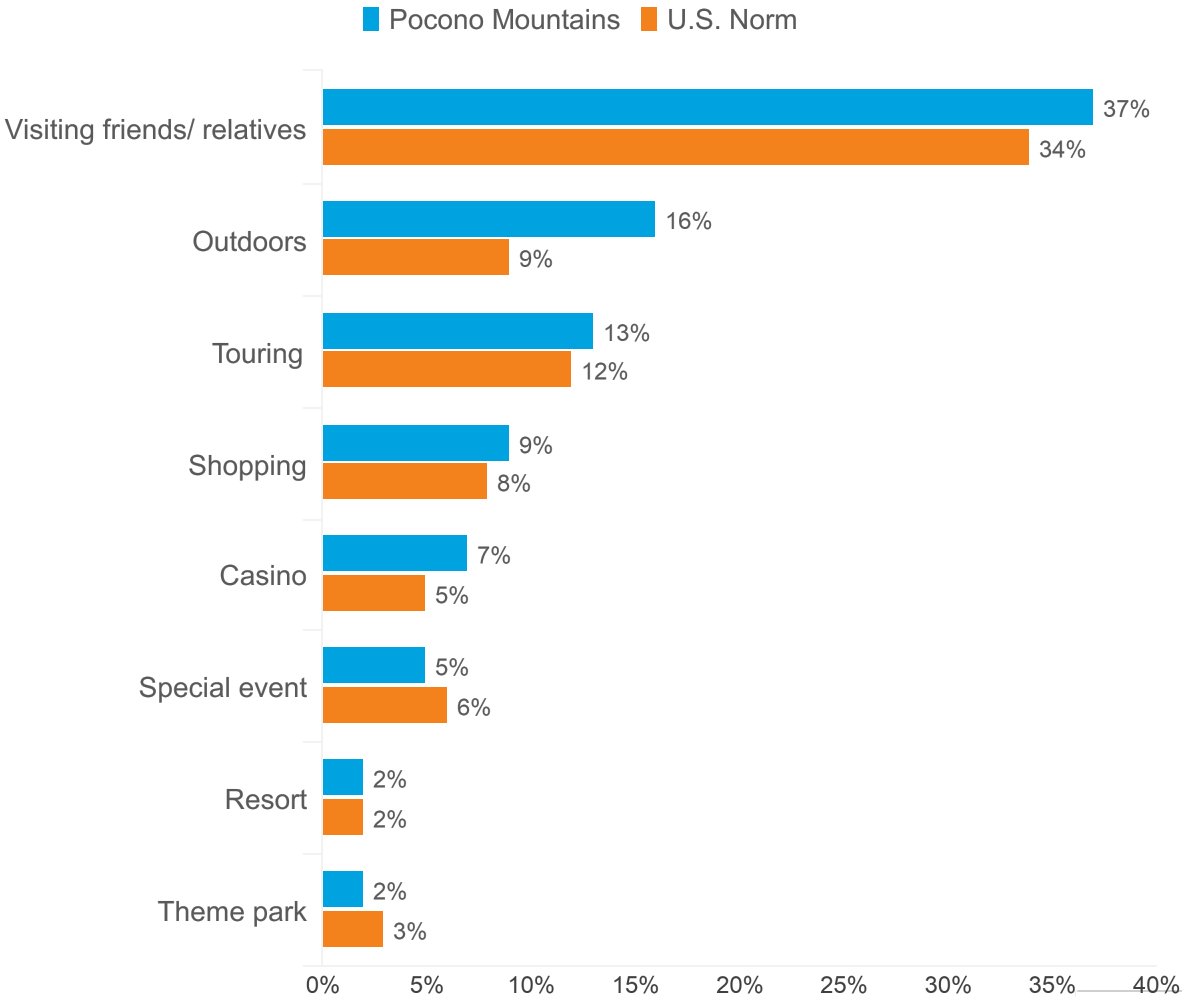
Pocono Mountains's Day Trip Characteristics

Base: 2021 Day Person-Trips

Main Purpose of Trip

	37% Visiting friends/ relatives	
	16% Outdoors	 <1% Conference/ Convention
	13% Touring	
	9% Shopping	
	7% Casino	 2% Other business trip
	5% Special event	
	2% Resort	
	2% Theme park	 1% Business-Leisure

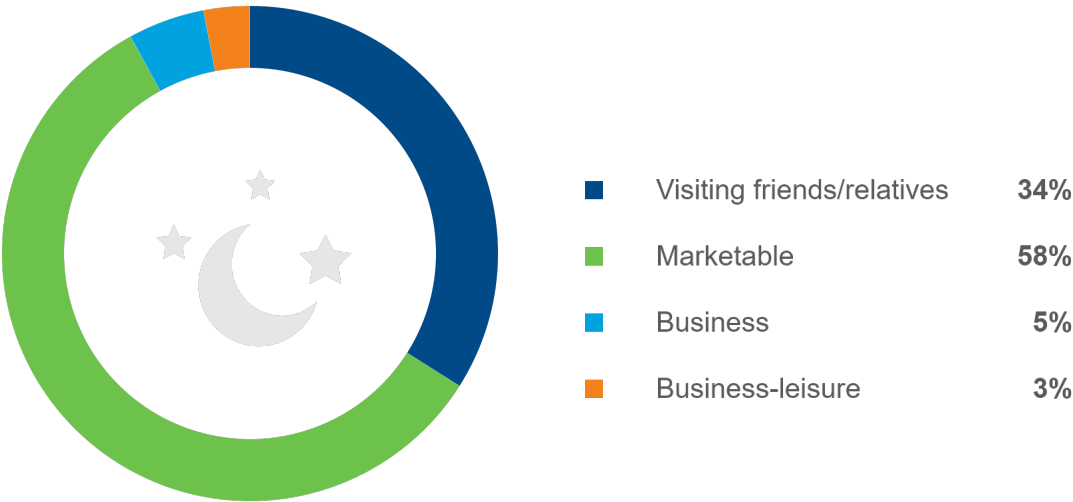
Main Purpose of Leisure Trip



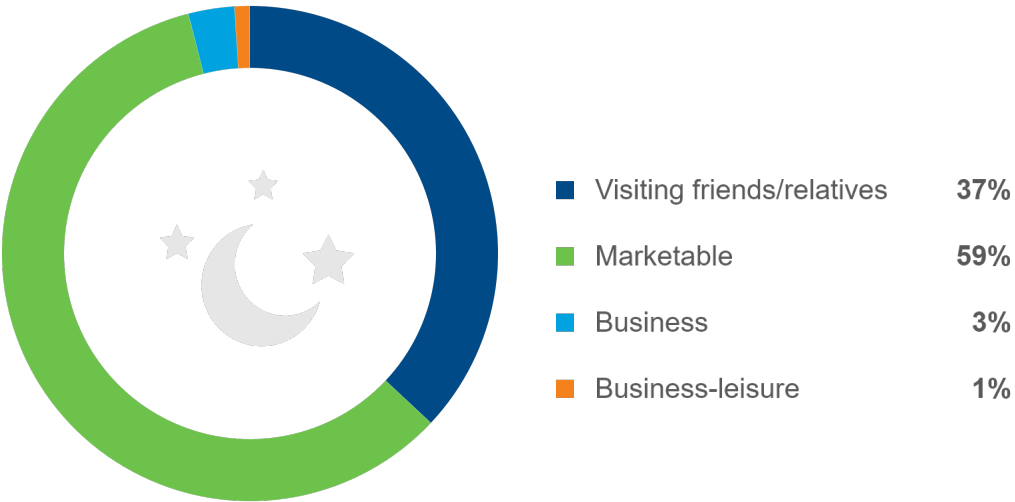
Structure of the U.S. and Pocono Mountains Day Travel Market

Base: 2021 Day Person-Trips

2021 U.S. Day Trips

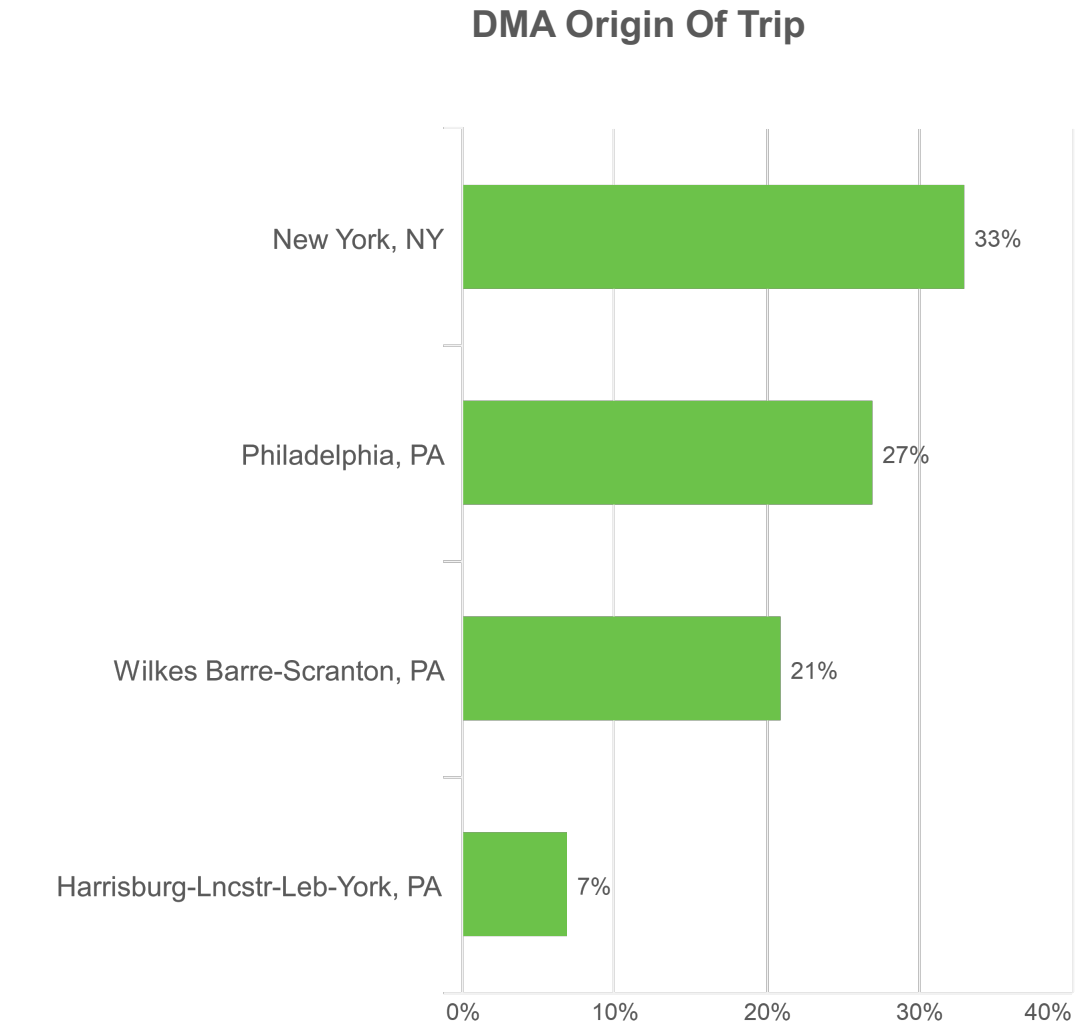
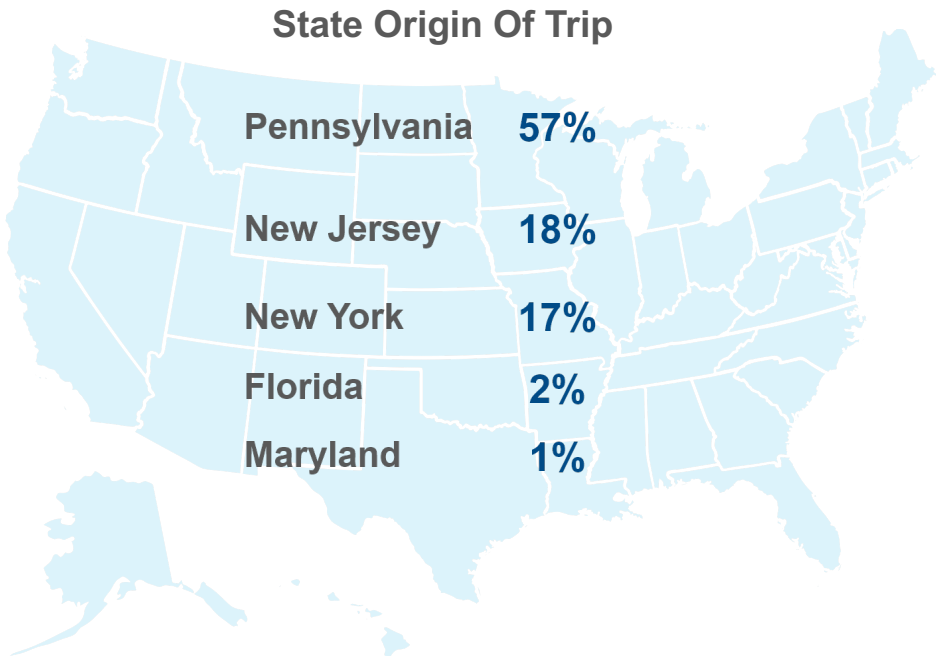


2021 Pocono Mountains Day Trips



Pocono Mountains's Day Trip Characteristics

Base: 2021 Day Person-Trips

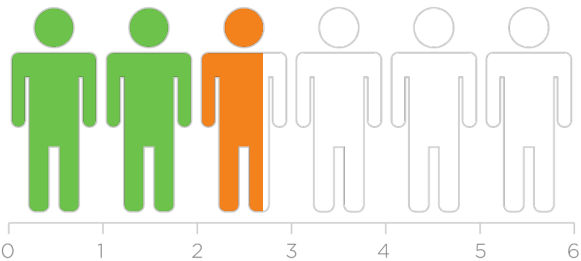


Season of Trip
Total Day Person-Trips

Size of Travel Party

■ Adults ■ Children

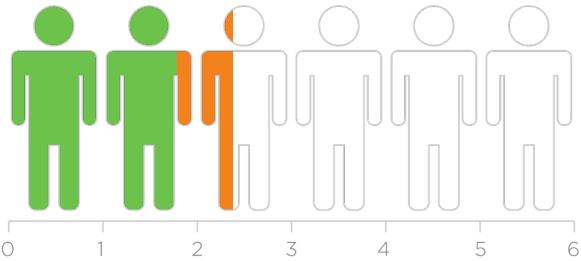
Pocono Mountains



Total
2.8

Average number of people

U.S. Norm

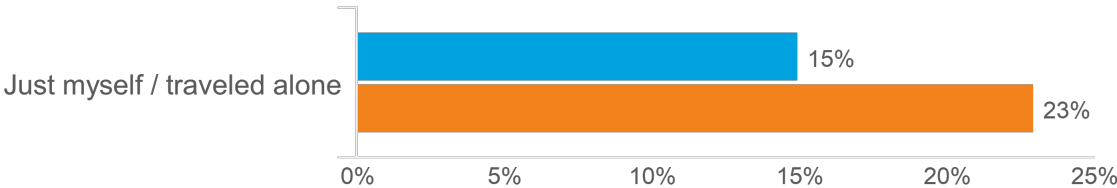


Total
2.6

Average number of people

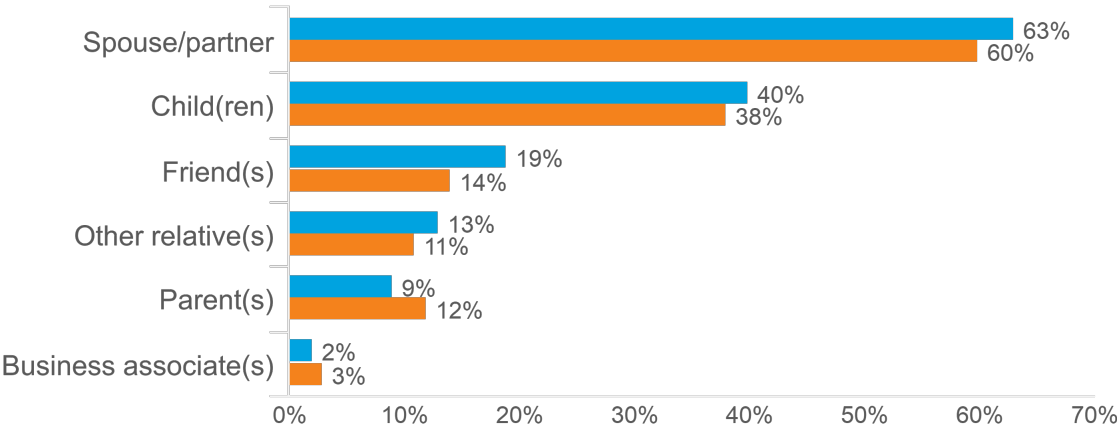
Percent Who Traveled Alone

■ Pocono Mountains ■ U.S. Norm



Composition of Immediate Travel Party

■ Pocono Mountains ■ U.S. Norm

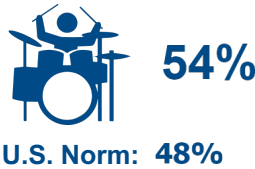


Activity Groupings

Outdoor Activities



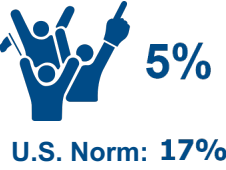
Entertainment Activities



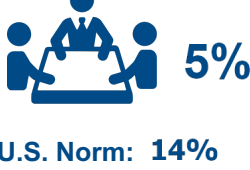
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Pocono Mountains	U.S. Norm
	Shopping	23%
	Sightseeing	21%
	Hiking/backpacking	15%
	National/state park	12%
	Local parks/playgrounds	10%
	Attending celebration	9%
	Nature tours/wildlife viewing/birding	9%
	Casino	9%
	Bar/nightclub	8%
	Landmark/historic site	8%

Shopping Types on Trip

	Pocono Mountains	U.S. Norm
	Outlet/mall shopping	54%46%
	Boutique shopping	32%22%
	Big box stores (Walmart, Costco)	27%28%
	Souvenir shopping	27%24%
	Convenience/grocery shopping	23%26%
	Antiquing	13%13%

Base: 2021 Day Person-Trips that included Shopping

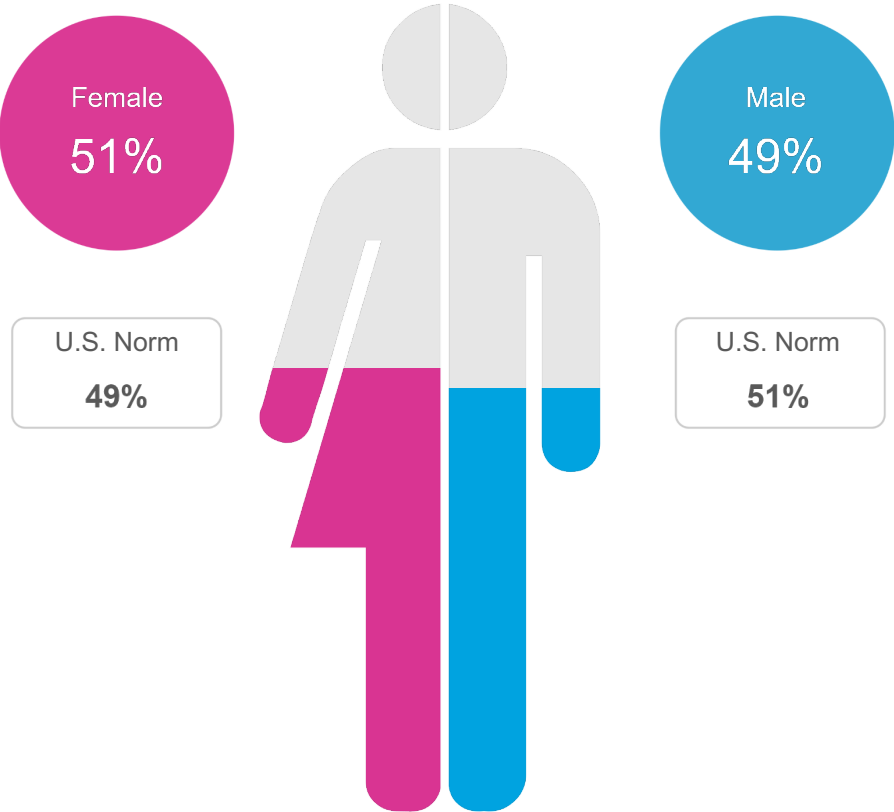
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	Picnicking	15%14%
	Fine/upscale dining	13%15%
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	Food delivery service (UberEATS, DoorDash, etc.)	8%15%
	Gastropubs	7%7%

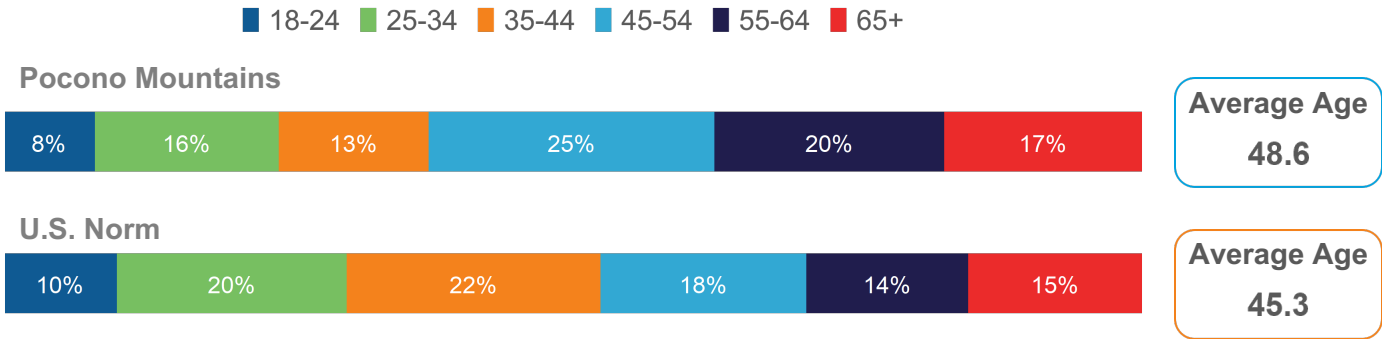
Demographic Profile of Day Pocono Mountains Visitors

Base: 2021 Day Person-Trips

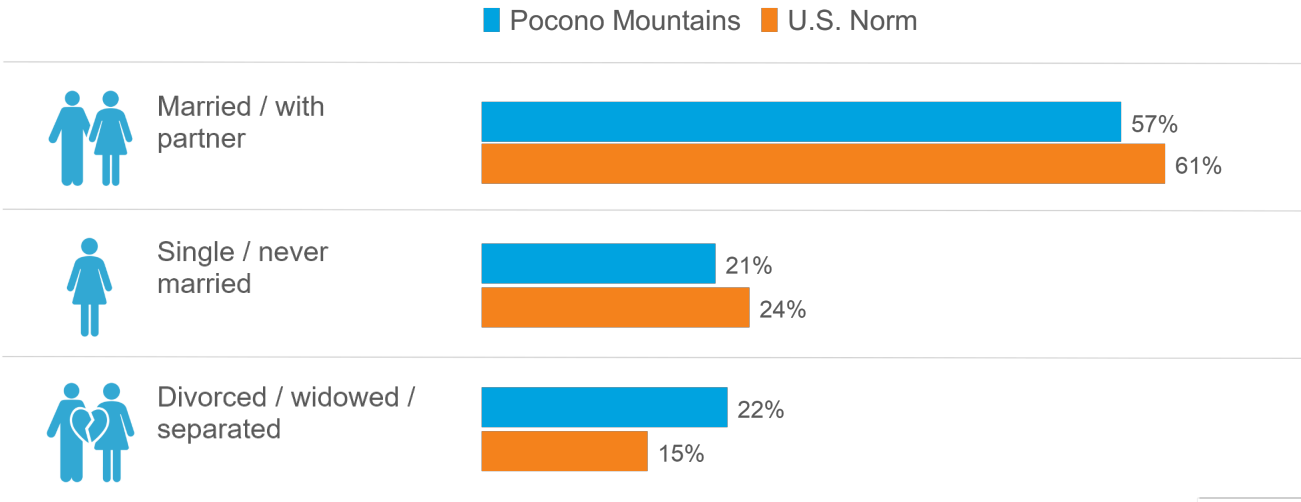
Gender



Age



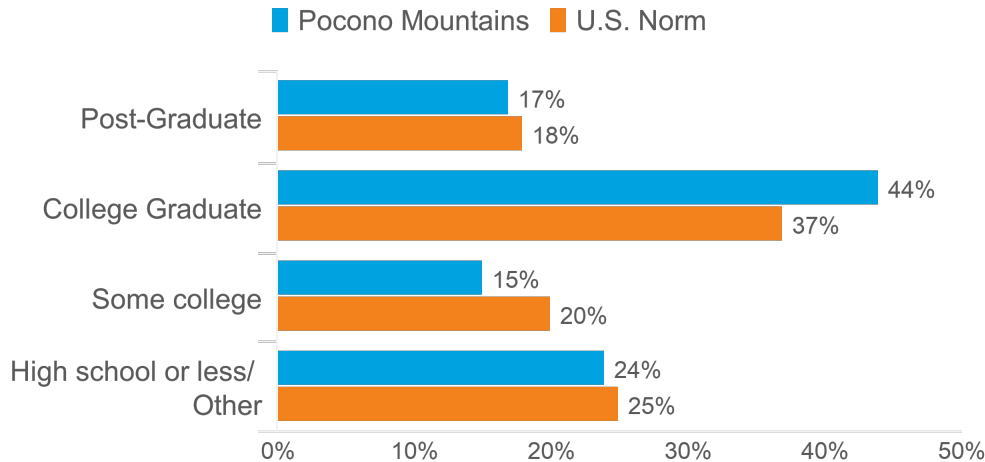
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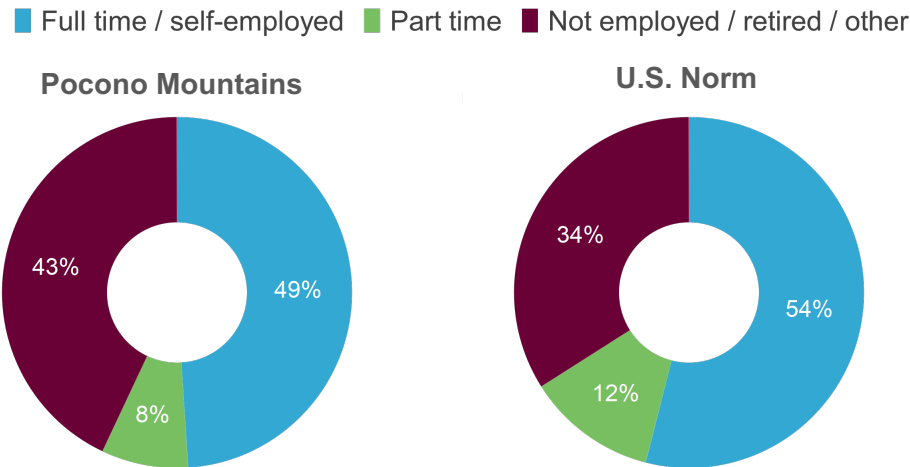
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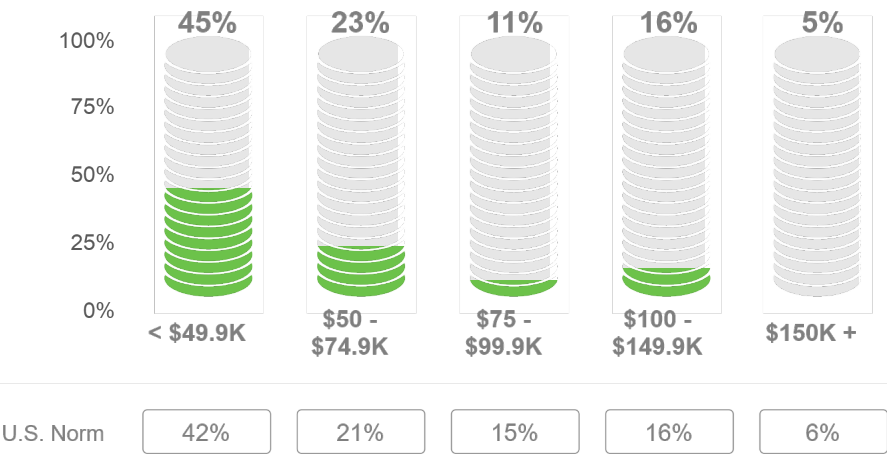
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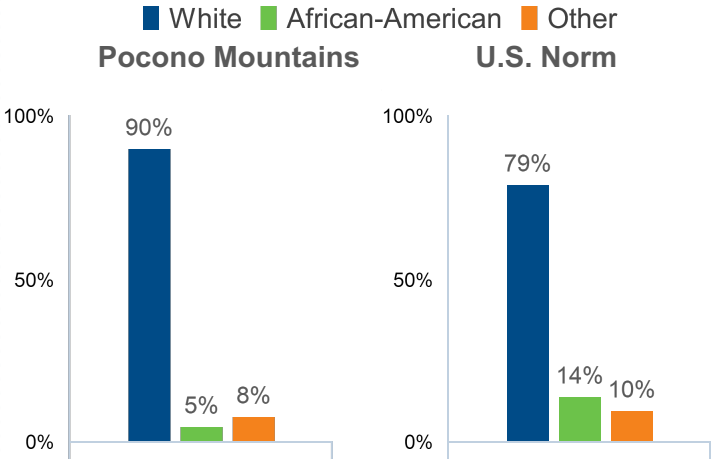
Employment



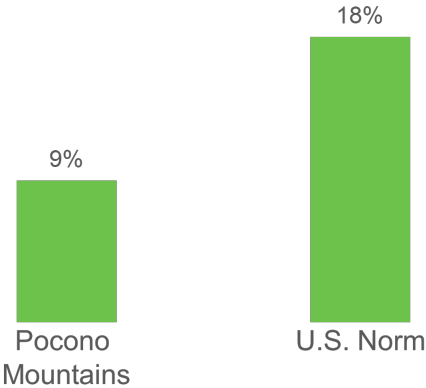
Household Income



Race



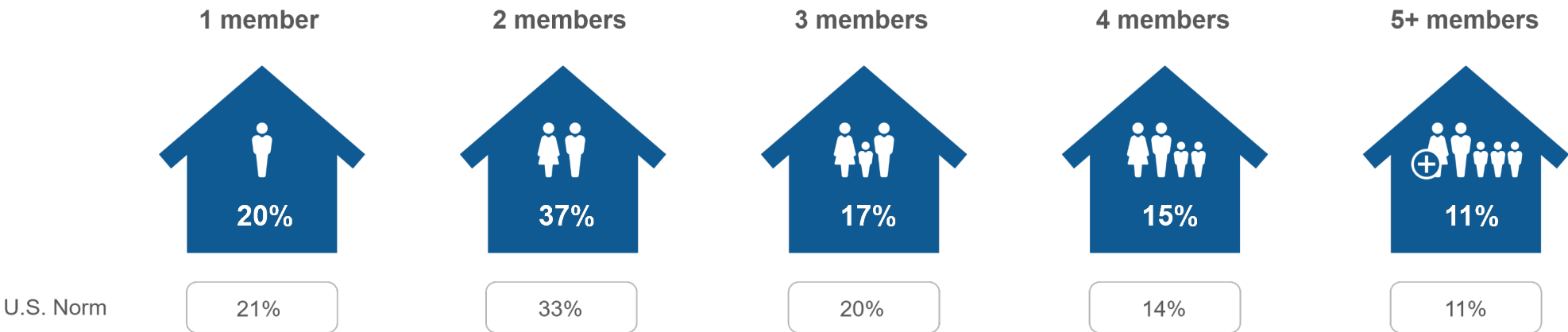
Hispanic Background



Demographic Profile of Day Pocono Mountains Visitors

Base: 2021 Day Person-Trips

Household Size



Children in Household

