# Bucks County 2025
# Custom Target Audience Profile

VISIT BUCKS COUNTY Pennsylvania

Longwoods INTERNATIONAL

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## ABOUT LONGWOODS INTERNATIONAL

**Established in 1978** as a market research consultancy, Longwoods International is a premier market research firm that is a respected leader within the travel and tourism industry. With offices in Toronto, Ohio, Indiana, Michigan, New York, North Carolina, Idaho, Illinois and Wisconsin, Longwoods **conducts strategic market research** for public- and private-sector clients throughout North America, Europe and the Pacific Rim.

**Longwoods is known for a multitude of destination marketing services, most notably:**

- **Overnight and day visitor profiles**, including visitor volumes and expenditures, through **Travel USA®**, the largest American domestic travel study, begun in 1990.
- **Destination advertising awareness**, **return-on-investment of advertising campaigns**, and **measuring the impact of advertising on a destination's image** across a wide range of leisure travel attributes.
- **"Halo Effect"** of tourism advertising on a destination's image for broader economic development objectives.
- **Resident sentiment research**, which investigates both practical and emerging concerns among residents in a destination regarding tourism, including topics such as economic development, perceived environmental impacts, overtourism, and residents' quality of life.
- **Custom qualitative and quantitative research**

Soundly grounded in scientific principles, our research methodologies have been **peer-reviewed**, intensely scrutinized by legislators and the media, and critically evaluated by academics and economists. Our **scientific integrity has been recognized** with numerous Best Practice awards, as well as invitations for speaking engagements across North America.

With the acquisition of Clarity of Place, Longwoods now also offers cutting-edge approaches to help destinations **evaluate the alignment of the needs of visitors with those of residents**, the community capacity for destination growth, the health of their brand, and their ability to remain competitive.

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# RESEARCH OVERVIEW: BUCKS COUNTY

## PROJECT OVERVIEW

Longwoods was engaged to conduct a program of research designed to understand domestic visitation to Bucks County.

As Visit Bucks County continues to focus their marketing and destination development to best appeal to potential travelers in their key feeder markets, it's essential to understand the perceptions of Bucks County as a place to visit.

This research answers the following questions:

- Who are the visitors to Bucks County?
- What do travelers in key feeder markets think of the county as a place to visit?
- What activities do travelers take part in while visiting Bucks County?
- Would past visitors return to Bucks County for a future trip?
- What do these travelers think about Bucks County's primary competitive destinations?

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# SURVEY METHODOLOGY

Survey fielded in **4 key markets** and received **400 qualified respondents.**

Qualified respondents are **adult travelers*** and members of major online consumer research panel.

Sample drawn to be **representative and proportionate to sample DMAs, age, and gender.**

Data were weighted on **key demographic variables** (geography, age, sex, household income, household size) prior to analysis to ensure that results are representative of and projectable to the traveler population in specific markets.

Fieldwork was conducted in April 2025. Median length of survey was 8 minutes. For a sample of this size, **the confidence level is + / –3, 19 times out of 20**

**Sample DMA Markets + Respondent Distribution**

New York (175)
Philadelphia (excluding Bucks County DMA) (100)
Harrisburg-Lancaster-Lebanon-York (35)
Washington, DC (Hagerstown) (90)

*Adults 18 years of age or older who have visited Bucks County within the past two years on a day or overnight trip

# KEY FINDINGS: VISITATION

## VISITATION

All survey respondents must have visited Bucks County on an overnight or day trip in the last two years.

Five in ten visited Bucks County on an overnight trip in 2023 and 2024.

Five in ten visited Bucks County on a day trip in 2023 and seven in ten visited in 2024.

Seven in ten respondents intend to visit Bucks County again during the next 12 months.

# KEY FINDINGS: OVERALL IMAGE

## OVERALL IMAGE

Six in ten respondents strongly agree that Bucks County is a place they would really enjoy visiting.

Six in ten visitors strongly agree that Bucks County is a great destination to explore in the fall, six in ten agree that Bucks County is a great destination to explore during the holidays, and five in ten agree that Bucks County is a family-friendly destination with activities for all ages.

Bucks County is very competitive with the two other destinations analyzed in the study. Bucks County is tied with Lake George, NY and Lancaster, PA in many leisure destination perceptions. Bucks County outperforms Lancaster, PA in a great destination to explore during the holidays. Bucks County falls behind Lake George, NY in a great destination for a romantic couple's getaway and falls behind Lancaster, PA in noted for its cultural offerings (e.g., museums, historical sites, art museums). Bucks County also falls behind both competitors in a family-friendly destination with activities for all ages.

# KEY FINDINGS: TRIP CHARACTERISTICS

## TRIP CHARACTERISTICS

The top main purpose of trip that respondents selected for their most recent trip to Bucks County were visiting friends/relatives, touring through a region to experience its scenic beauty, and outdoors trip to enjoy activities such as trails, camping, hunting, fishing, hiking, and boating.

The average party size was 3.0, made up of an average of 2 adults for every child under the age of 18.

The majority of overnight visitors to Bucks County stayed in paid accommodations, with half (50%) staying in a hotel and two in ten (21%) staying in a bed & breakfast, while two in ten (16%) stayed in their own condo/apartment/cabin/second home. Two in ten (16%) also stayed in the home of a friend or relative.

Nine in ten visitors did some type of planning before their trip to Bucks County. Two in ten visitors took two weeks or less to plan their trip, and one in ten took 6 months or longer to plan.

Three in ten social media users surveyed read online travel reviews of Bucks County that influenced their travel decisions.

# KEY FINDINGS: TRIP CHARACTERISTICS

## TRIP CHARACTERISTICS

The top activities visitors participated in during their trip to Bucks County were shopping, visiting New Hope, scenic and nature exploration/observation (leaf peeping, scenic driving, motorcycling, small aircraft), running/jogging/walking/hiking, and sightseeing.

Three in ten respondents said they shopped, and of those visitors, four in ten (43%) went shopping at locally owned businesses.

Six in ten visitors were very satisfied overall with their trip to Bucks County. The three categories with the highest levels of satisfaction were ease of accessibility, safety and security, and quality of accommodations.

Two in ten travel parties included someone who required accessibility services during their trip to Bucks County. Of those travel parties, six in ten (59%) were very satisfied with the ease of accessibility on their trip.

The majority of travel parties that took either overnight and/or day trips to Bucks County within the last 2 years spent $500 or more in total.

Lodging was the largest expense for visitors, with a 27% of travel parties spending $300 or more. The second largest spend categories were restaurants, food, and beverage, and retail with two in ten travel parties saying they spent $300 or more in each category.

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# DESTINATION VISITATION & INTEREST

VISIT BUCKS COUNTY Pennsylvania

# OVERNIGHT PAST VISITATION

All survey respondents have visited Bucks County at least once within the last 2 years. Five in ten visited Bucks County on an overnight trip in 2023 and 2024.

| | Percent Who Took a Trip in Year |
|---|---|
| 2023 | 48% |
| 2024 | 47% |
| 2025 | 25% |

*Among those who took an overnight trip in that year
Base: Residents of Bucks County's Markets

# DAY PAST VISITATION

All survey respondents have visited Bucks County at least once within the last 2 years. Five in ten visited Bucks County on a day trip in 2023 and seven in ten visited in 2024.

| | Percent Who Took a Trip in Year |
|---|---|
| 2023 | 50% |
| 2024 | 65% |
| 2025 | 36% |

*Among those who took a day trip in that year
Base: Residents of Bucks County's Markets

# INTENT TO VISIT IN NEXT 12 MONTHS

74% of respondents intend to visit Bucks County during the next 12 months.

| | Probably or Definitely Will Visit Destination in Next 12 Months* |
|---|---|
| Bucks County, PA | 74% |
| Lancaster, PA | 73% |
| Lake George, NY | 60% |

*On a day or overnight trip

Base: Residents of Bucks County's Markets

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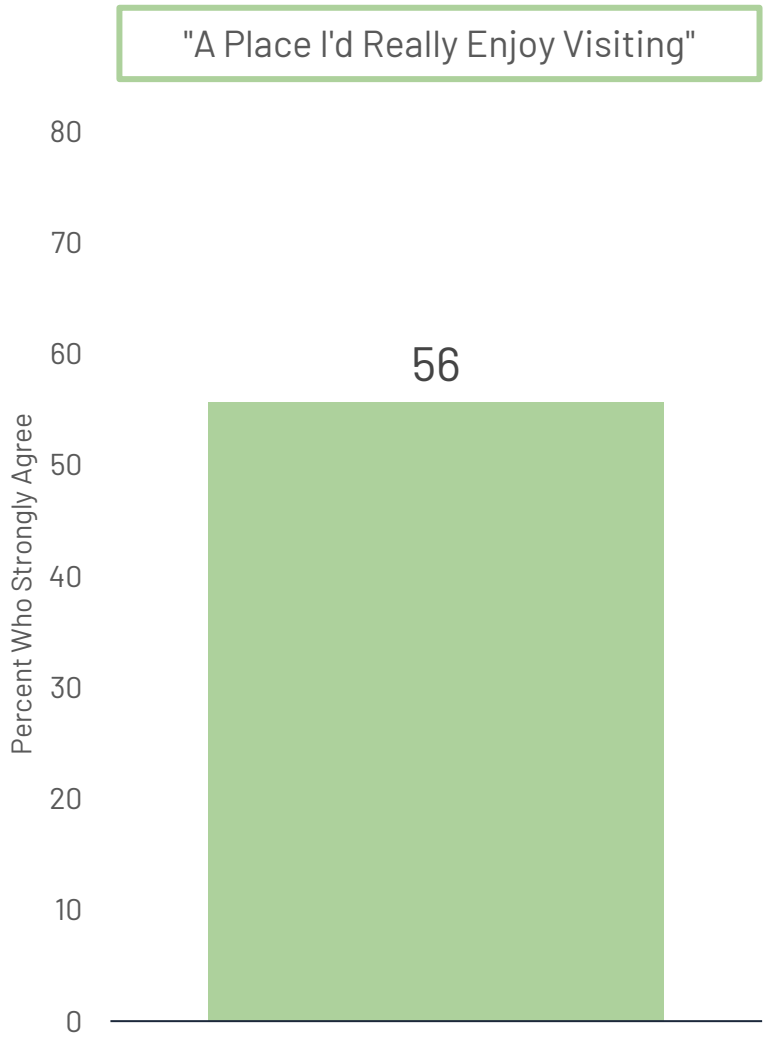
# IMAGE OVERVIEW

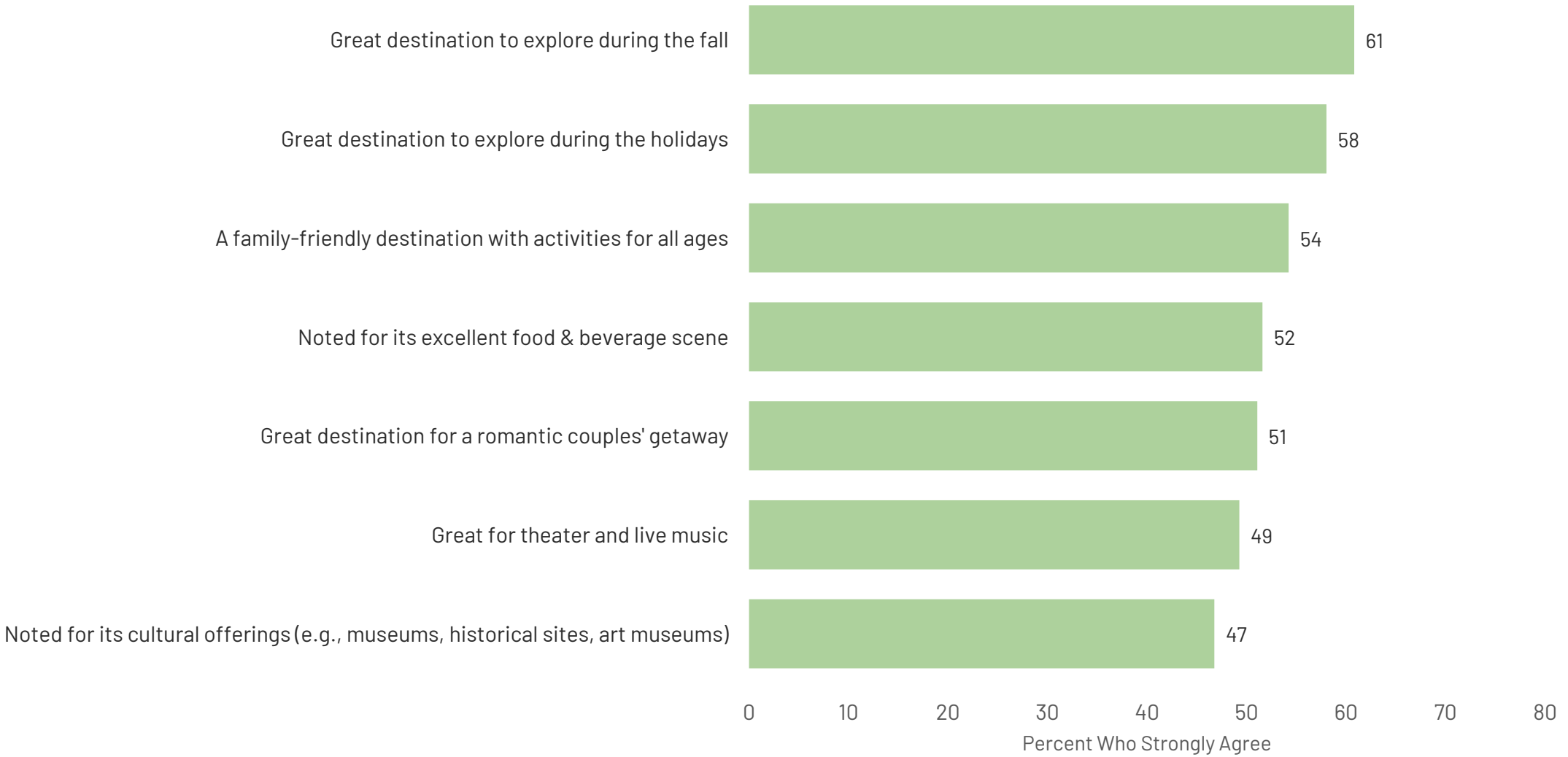
VISIT BUCKS COUNTY Pennsylvania

# BUCKS COUNTY'S OVERALL IMAGE




Base: Residents of Bucks County's Markets

# IMAGE ATTRIBUTES




Base: Residents of Bucks County's Markets

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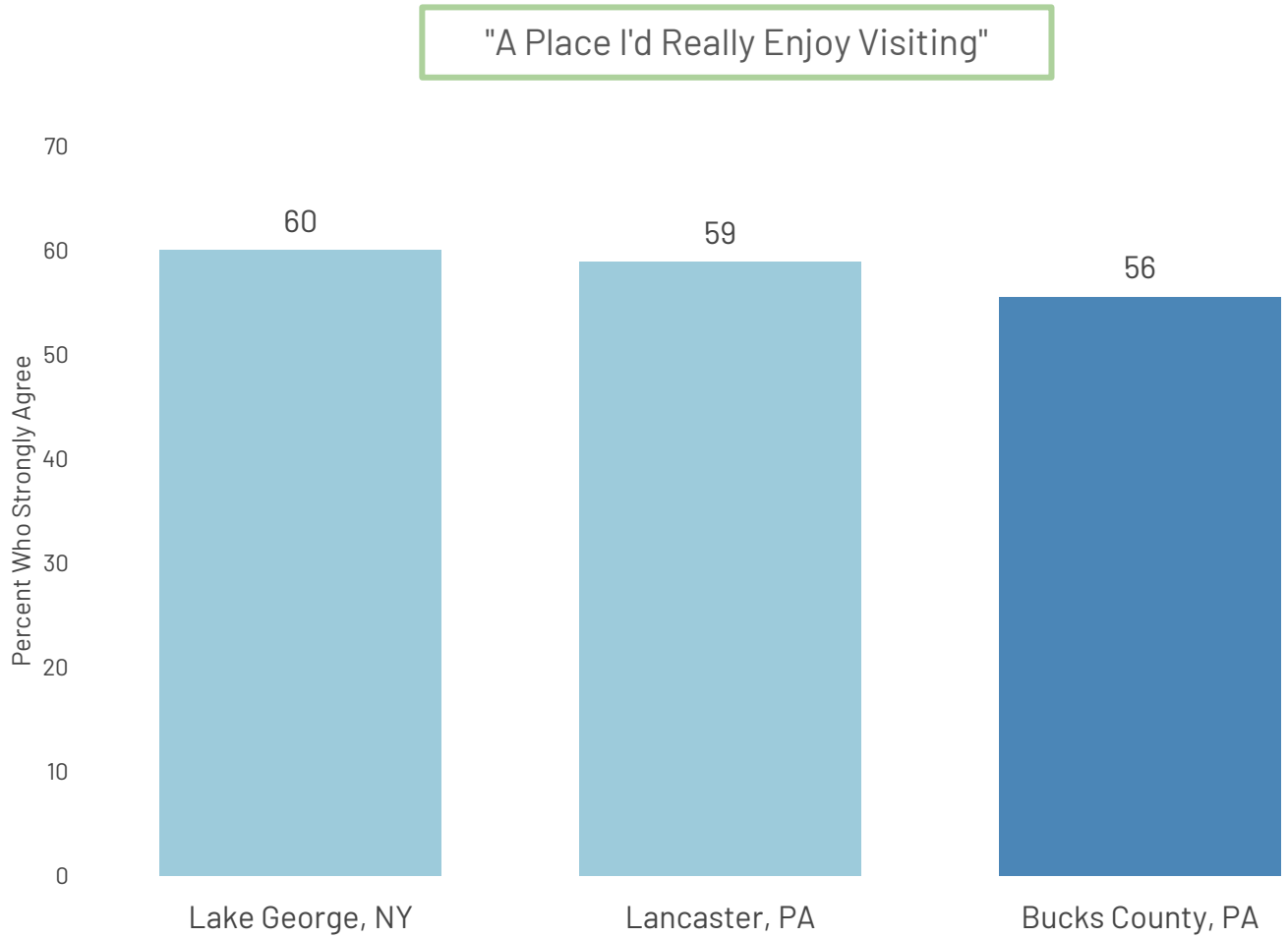
# IMAGE VS. THE COMPETITION

VISIT BUCKS COUNTY Pennsylvania

# OVERALL IMAGE VS. COMPETITION




Six in ten travelers (56%) strongly agree that Bucks County is a place they would really enjoy visiting.

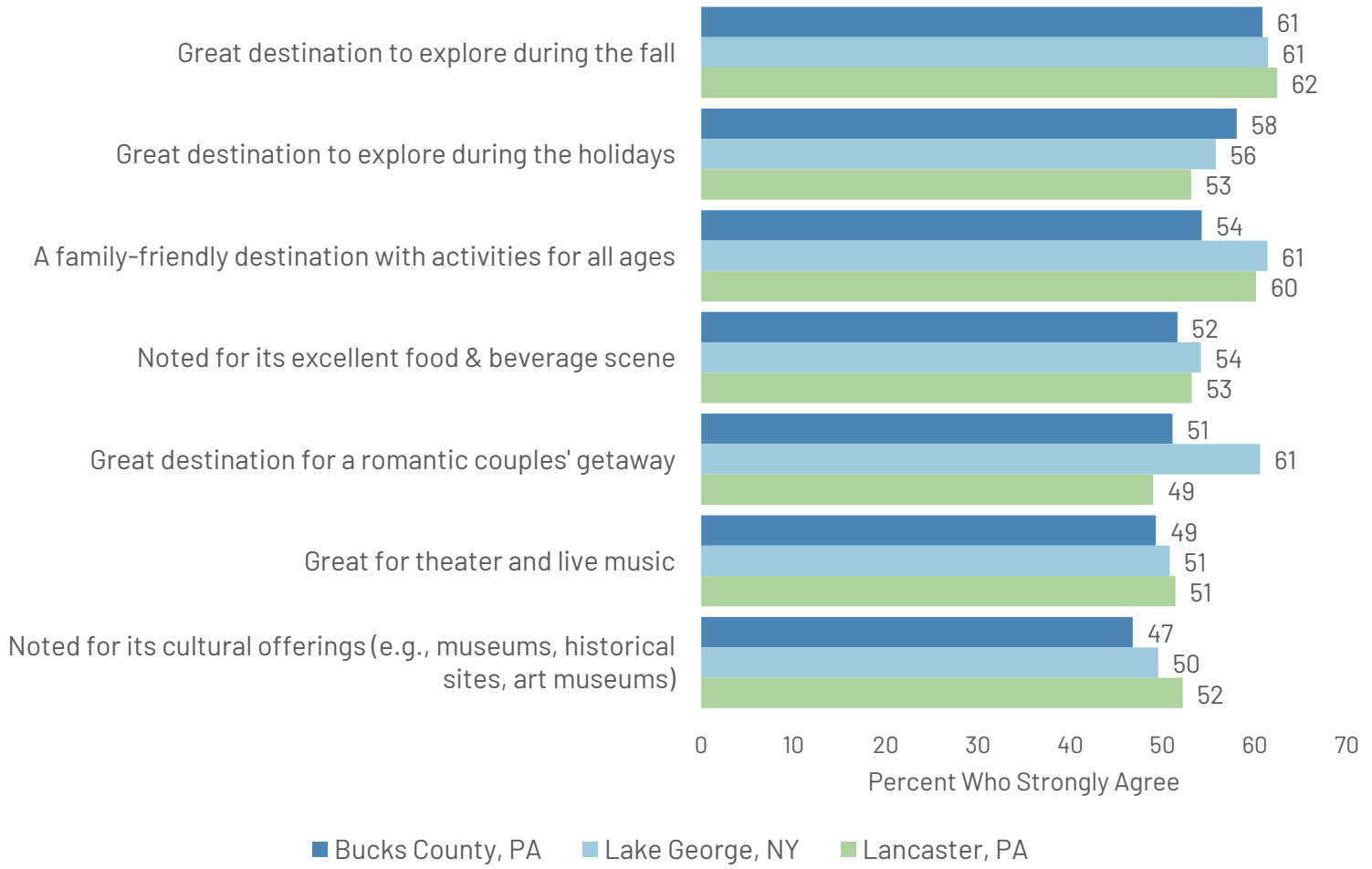
This is tied with Lancaster, PA (59%) and behind Lake George, NY (60%).

Base: Residents of Bucks County's Markets

# OVERALL IMAGE VS. COMPETITION

Bucks County is very competitive with the two other destinations analyzed in the study. Bucks County is tied with Lake George, NY and Lancaster, PA in many leisure destination perceptions.

Bucks County outperforms Lancaster, PA in a great destination to explore during the holidays. Bucks County falls behind Lake George, NY in a great destination for a romantic couple's getaway and falls behind Lancaster, PA in noted for its cultural offerings (e.g., museums, historical sites, art museums). Bucks County also falls behind both competitors in a family-friendly destination with activities for all ages.




Base: Residents of Bucks County's Markets

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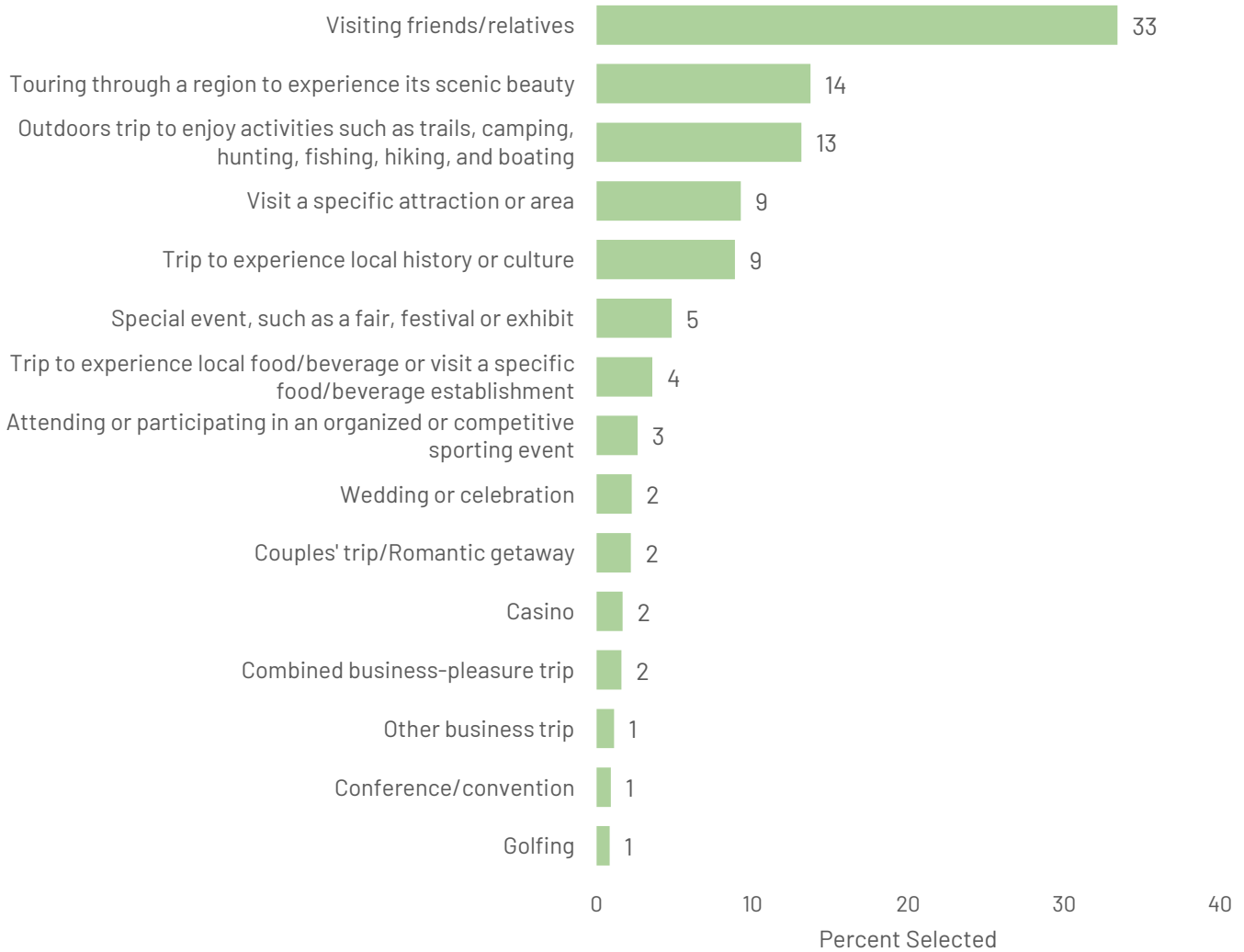
# TRIP CHARACTERISTICS

VISIT BUCKS COUNTY Pennsylvania

# MAIN PURPOSE OF TRIP

The main purpose of trip is the motivating factor as to why a visitor chose to travel to Bucks County, and respondents can only select one option.

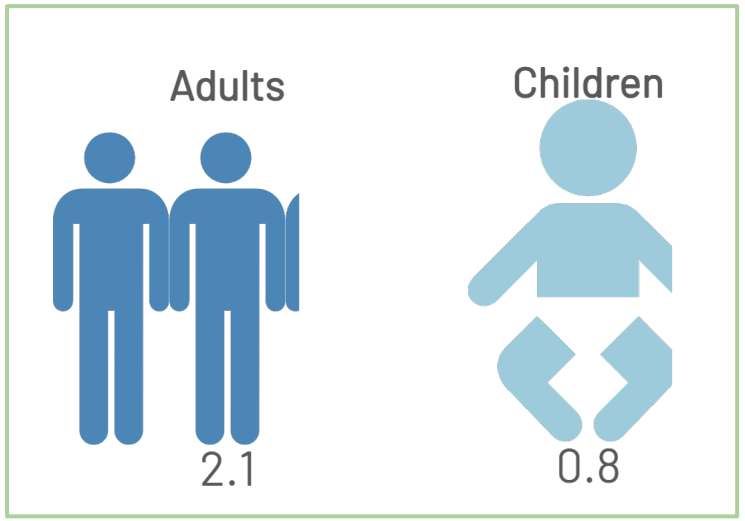
The top selections for main purpose of trip to Bucks County are Visiting friends/relatives, Touring through a region to experience its scenic beauty, and Outdoors trip to enjoy activities such as trails, camping, hunting, fishing, hiking, and boating.




Base: Residents of Bucks County's Markets

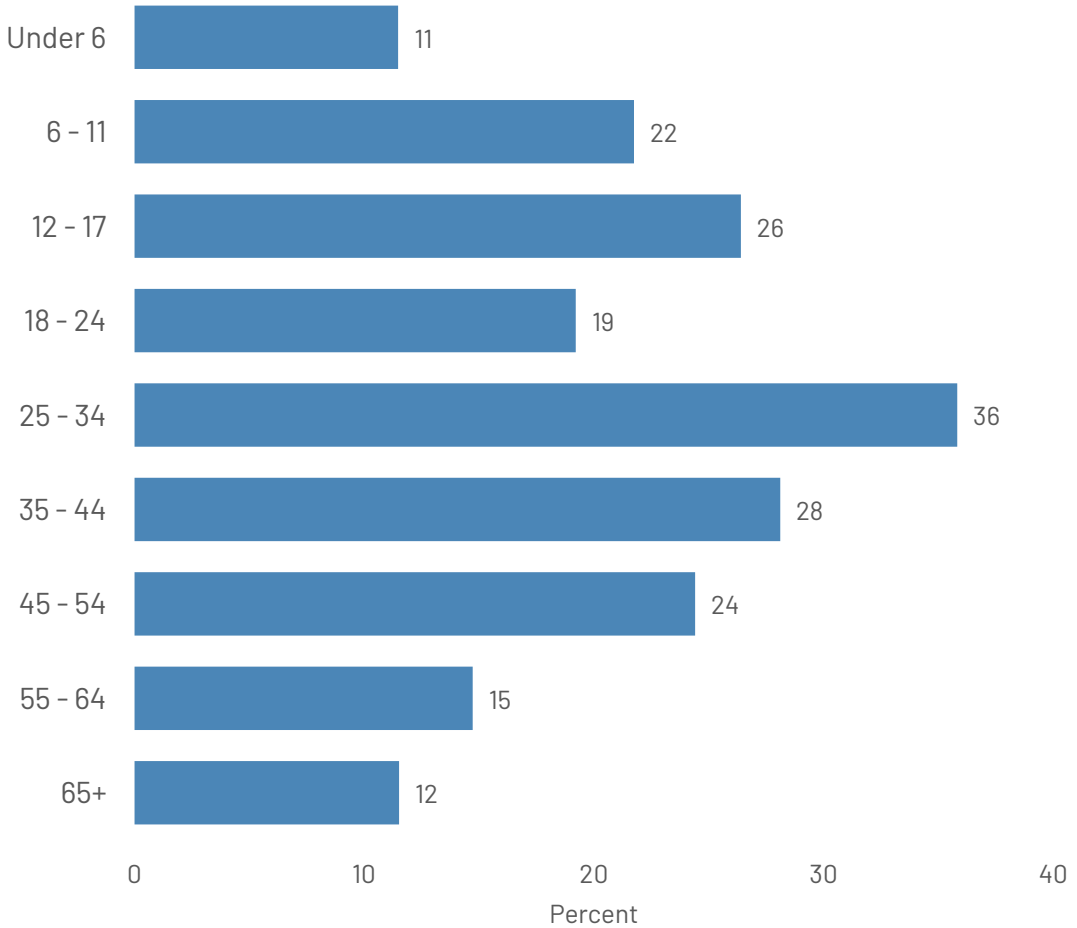
# TRAVEL PARTY CHARACTERISTICS

## Size of Travel Party




Average size of travel party: 3.0

## Age of Travel Party

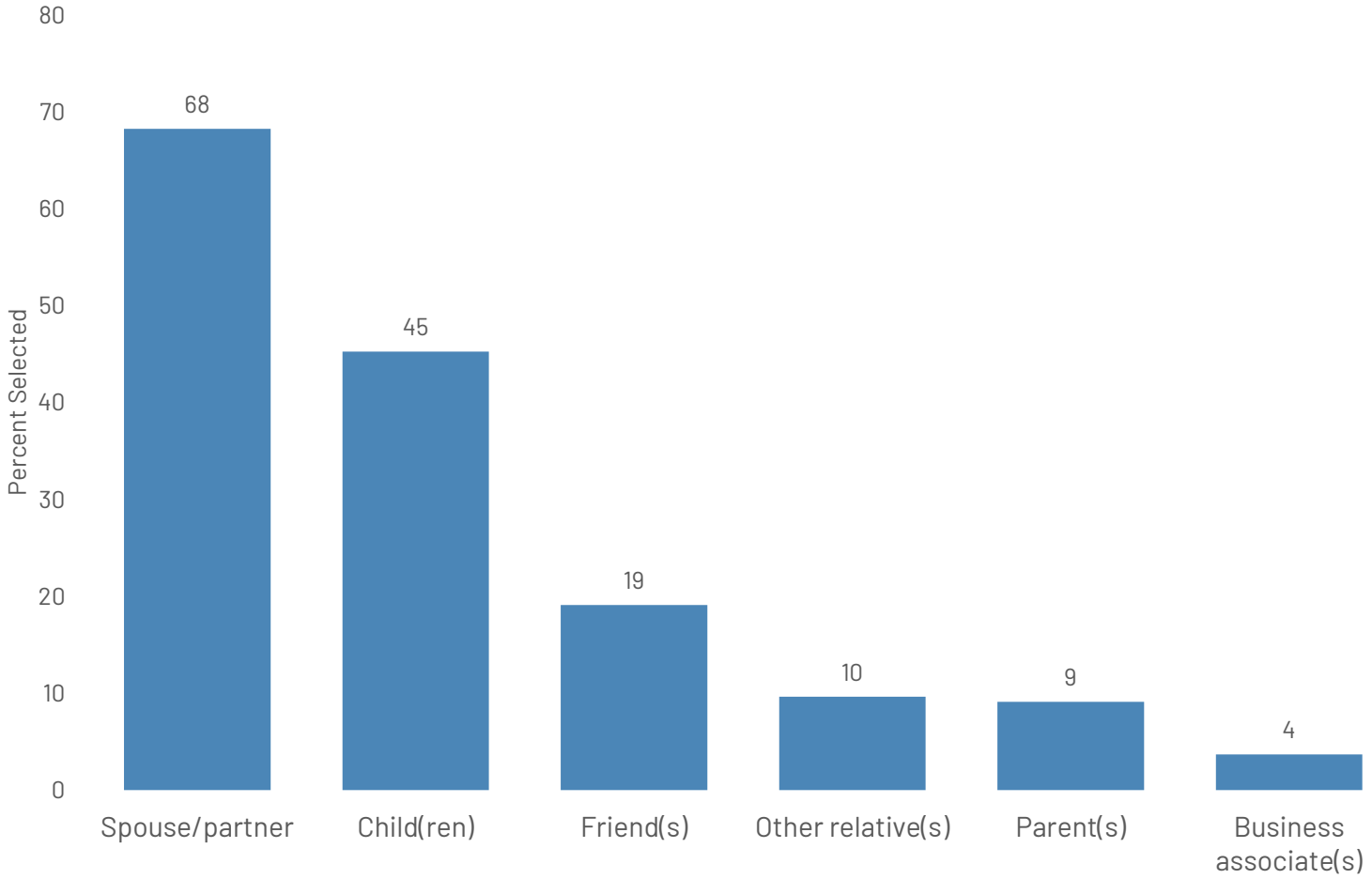



Base: Residents of Bucks County's Markets

# TRAVEL PARTY CHARACTERISTICS

## Composition of Immediate Travel Party

Base: Trips that included more than one person




8%

of trips were by people who traveled alone

24%

of travelers had a member in their travel party that required accessibility services

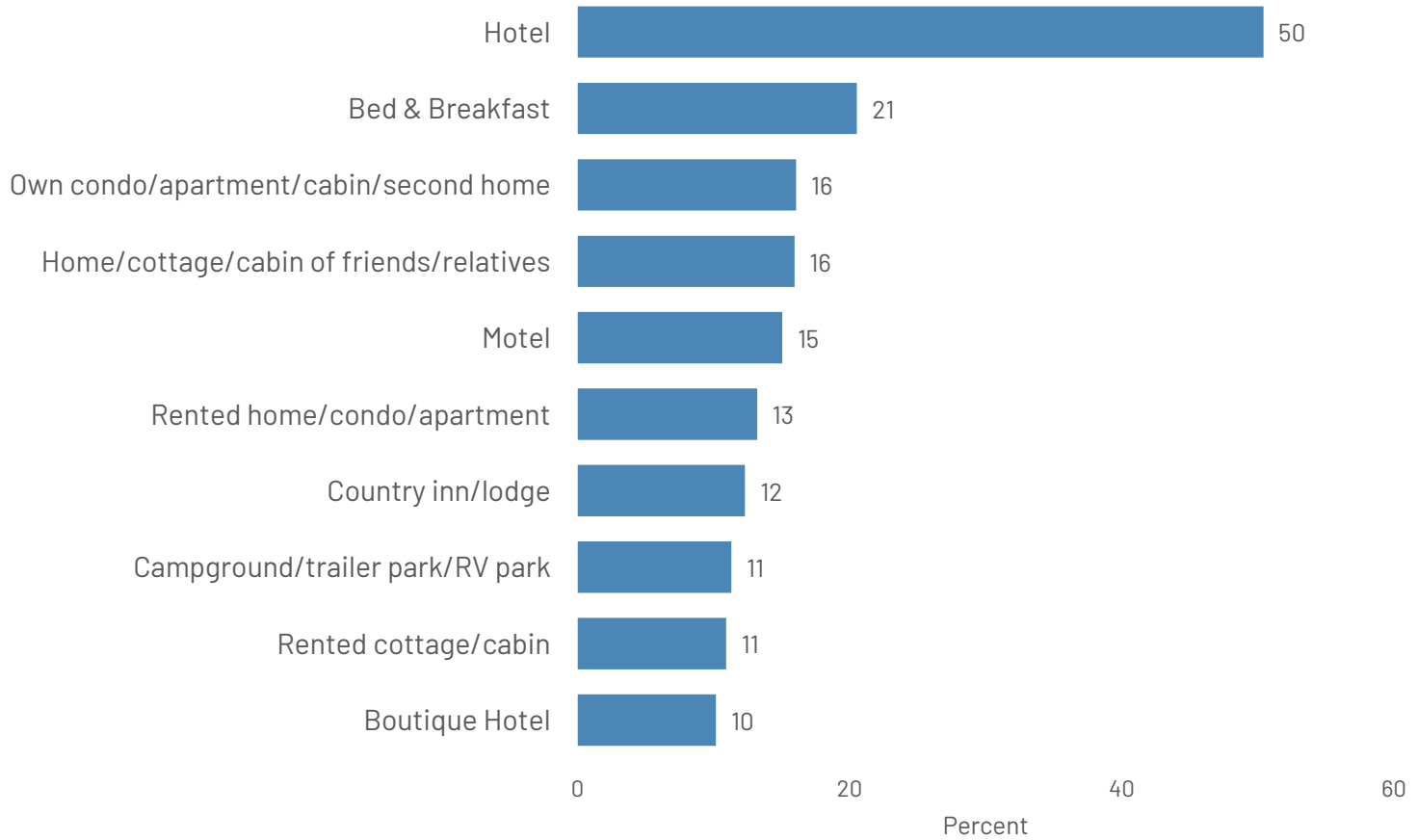
Base: Residents of Bucks County's Markets

# NIGHTS IN BUCKS COUNTY

**AVERAGE NUMBER OF NIGHTS AWAY**

3.2

## Accommodation Type



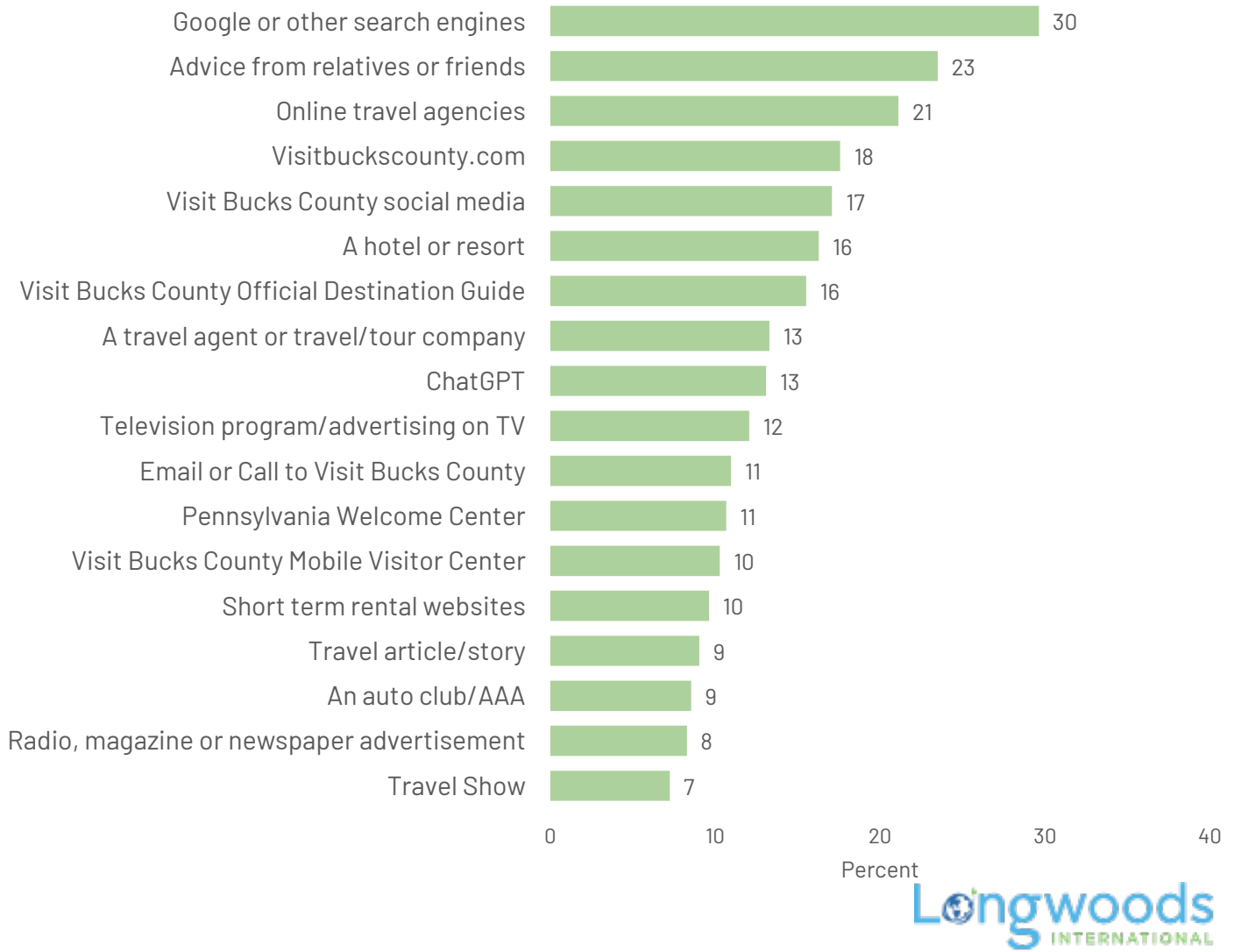

Base: Those who took an overnight trip

# TRIP PLANNING

## Length of Trip Planning

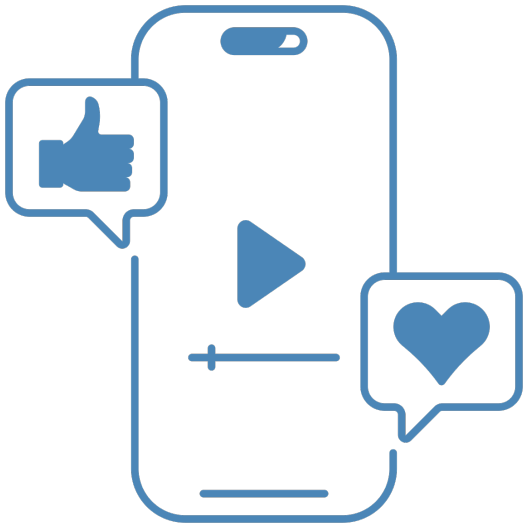
| | |
|---|---|
| More than 1 year in advance | 2% |
| 6 to 12 months | 12% |
| 3 to 5 months | 19% |
| 2 months | 18% |
| 1 month | 21% |
| 2 weeks or less | 22% |
| Did not plan anything in advance | 6% |

## Trip Planning Information Sources




Base: Residents of Bucks County's Markets

# SOCIAL MEDIA USAGE BEFORE OR DURING TRIP



20%

of people do not use social media

## Social Media Usage Before or During Trip

Base: Those who use social media

| | |
|---|---|
| Read online travel reviews of Bucks County that influenced my travel decisions | 29% |
| Followed Visted Bucks County on Instagram | 23% |
| Saw a Visit Bucks County YouTube video | 23% |
| Saw a video or photo on social media that inspired me to visit | 23% |
| Shared travel stories/photos/videos on social media | 21% |
| Followed a social media traveler influencer or travel account | 19% |
| Commented on a Visit Bucks County Facebook post | 18% |
| Followed Visit Bucks County on X | 18% |
| Saw a Visit Bucks County TikTok video | 18% |
| Followed Visit Bucks County on Facebook | 18% |
| Visit Bucks County Threads | 17% |
| Commented on a Visit Bucks County Instagram post | 17% |
| Sent a direct message to the destination on Instagram or Facebook | 16% |
| Followed Visit Bucks County on Pinterest | 11% |

Base: Residents of Bucks County's Markets

# HOW LIKELY ARE YOU TO RETURN TO BUCKS COUNTY?

## Likelihood of Returning to Bucks County on an Overnight or Day Leisure Trip

| | Percent Selected |
|---|---|
| Very Likely | 60% |
| Somewhat Likely | 28% |
| Neither Likely nor Unlikely | 10% |
| Somewhat Unlikely | 2% |
| Very Unlikely | <1% |

Base: Residents of Bucks County's Markets

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# ACTIVITES PARTICIPATED ON TRIP

VISIT BUCKS COUNTY Pennsylvania

# TOP 10 ACTIVITIES PARTICIPATED

## Activity Groupings

**Entertainment Activities**

77%

**Towns & Main Streets**

74%

**Outdoor Activities**

72%

**Cultural Activities**

63%

**Sporting Activities**

44%

**Business Activities**

34%

**Other Activities**

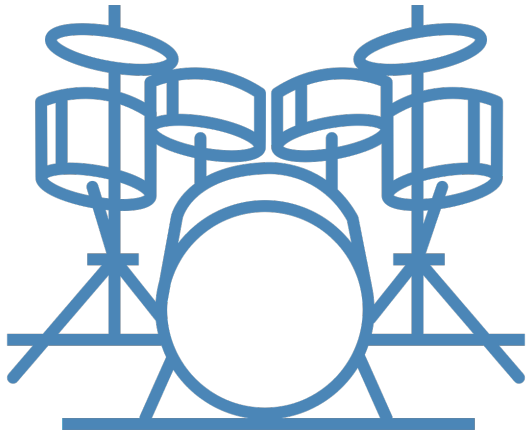
42%

## Top 10 Activities and Experiences

| | |
|---|---|
| Shopping | 32% |
| New Hope | 24% |
| Scenic and nature exploration/observation (leaf peeping, scenic driving, motorcycling, small aircraft) | 21% |
| Running / jogging / walking / hiking | 20% |
| Sightseeing | 19% |
| Bar/nightclub | 18% |
| Visiting parks and trails | 18% |
| Landmark/historic site | 16% |
| Business convention, conference | 16% |
| Live Performances | 16% |

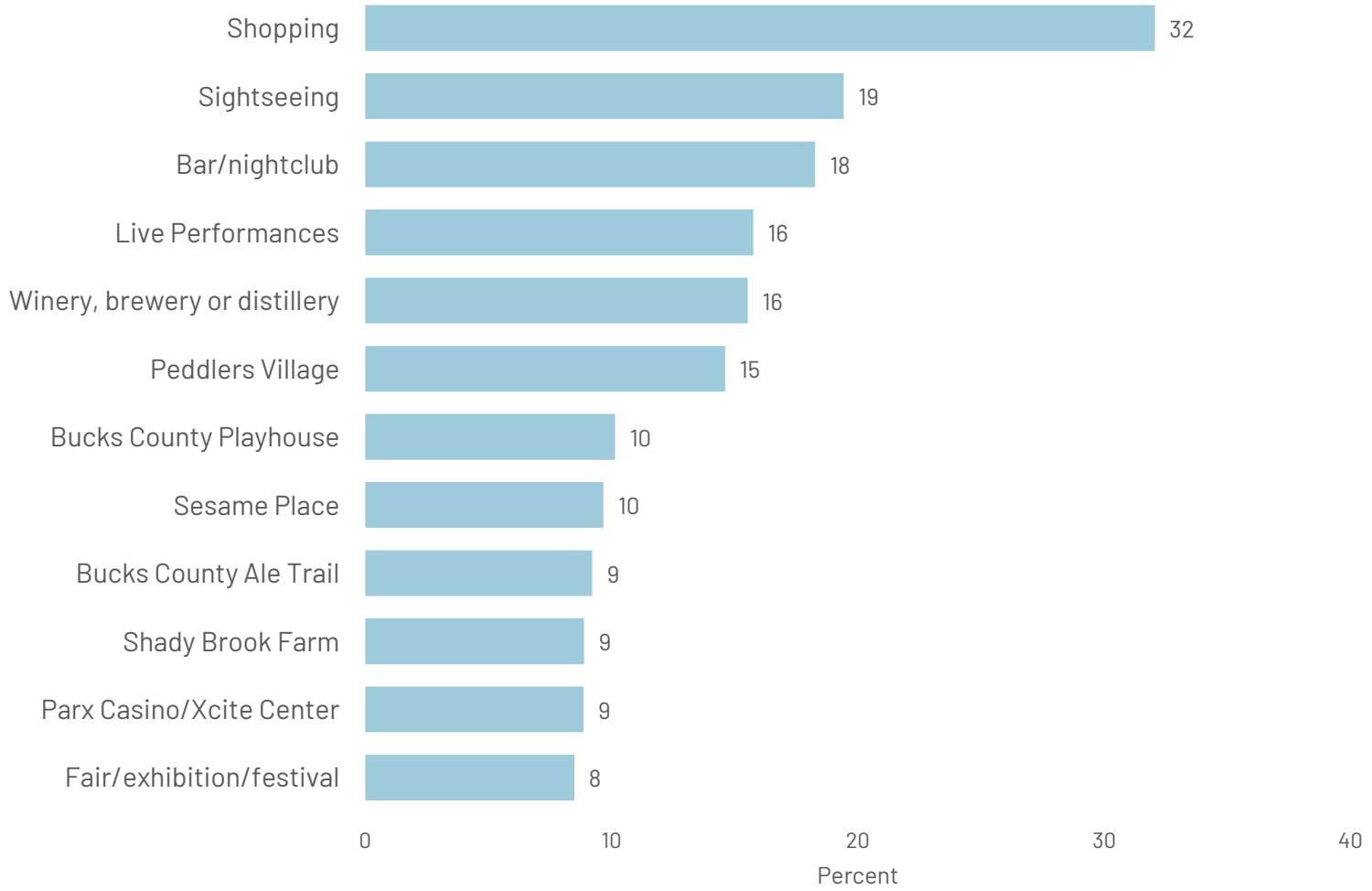
Base: Residents of Bucks County's Markets

# ACTIVITIES PARTICIPATED ON TRIP - ENTERTAINMENT



**ENTERTAINMENT**

**77%**

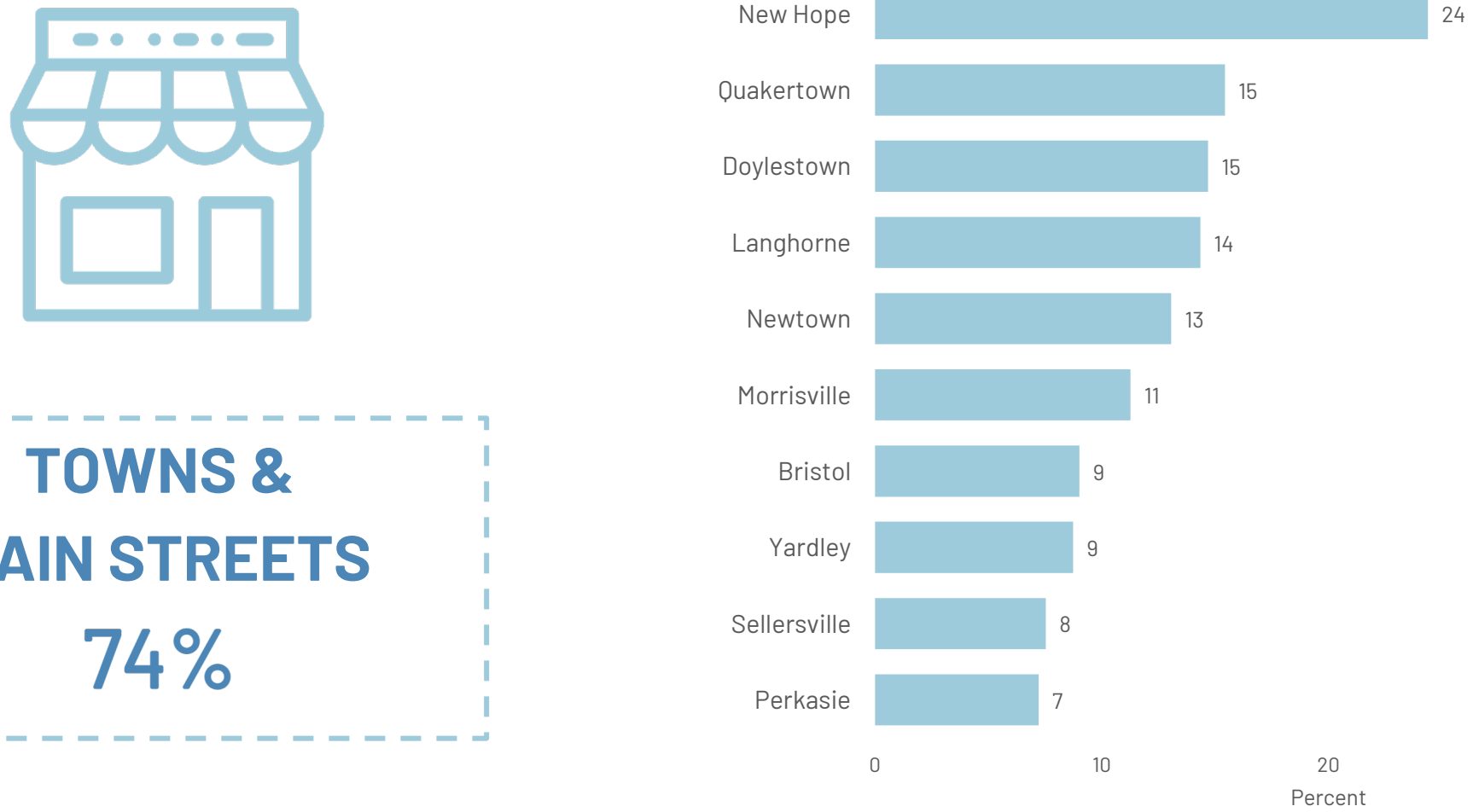



Base: Residents of Bucks County's Markets

# ACTIVITIES PARTICIPATED ON TRIP - TOWNS & MAIN STREETS

**TOWNS & MAIN STREETS**

**74%**

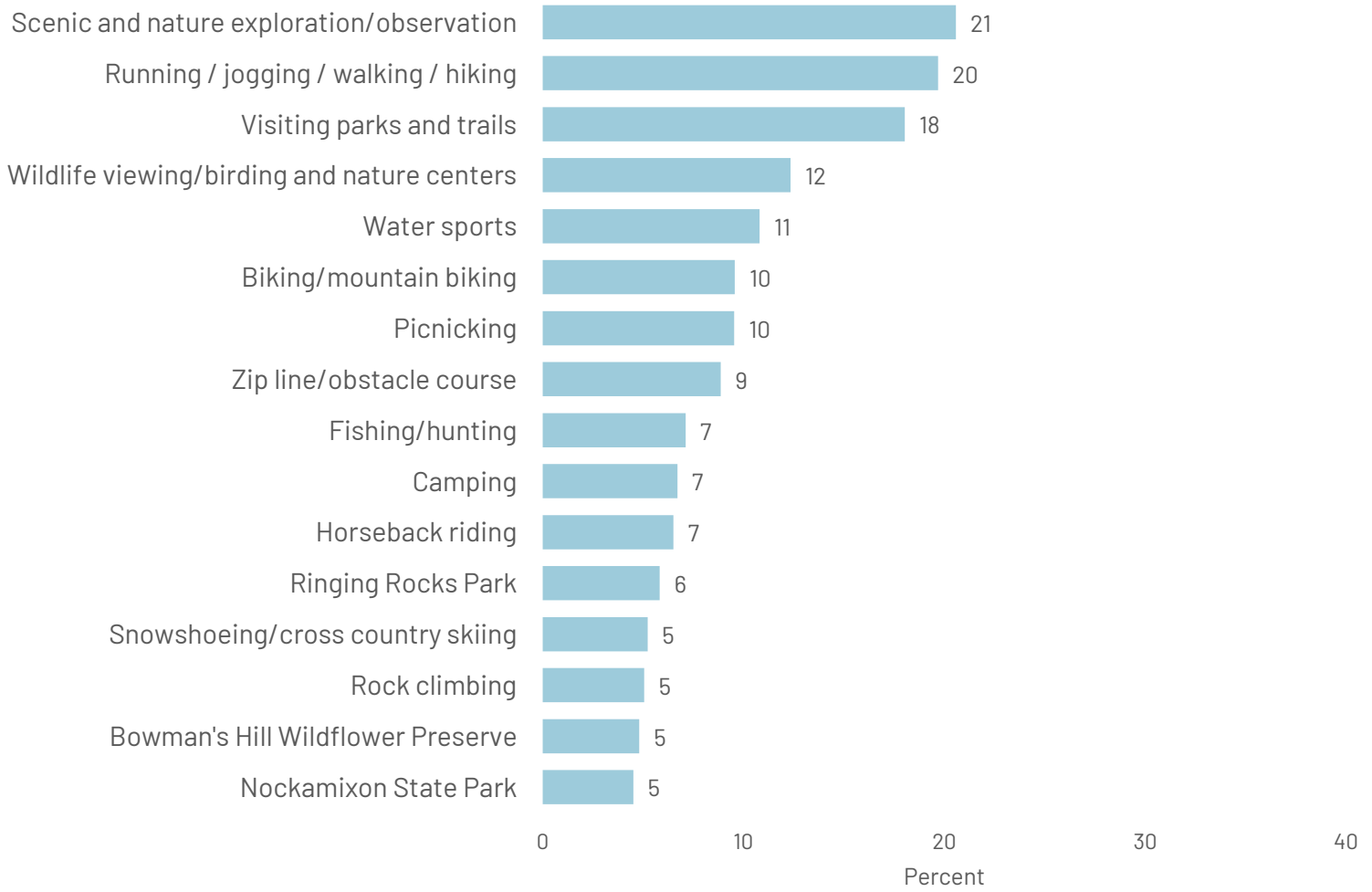



Base: Residents of Bucks County's Markets

# ACTIVITIES PARTICIPATED ON TRIP - OUTDOORS

**OUTDOORS**

**72%**

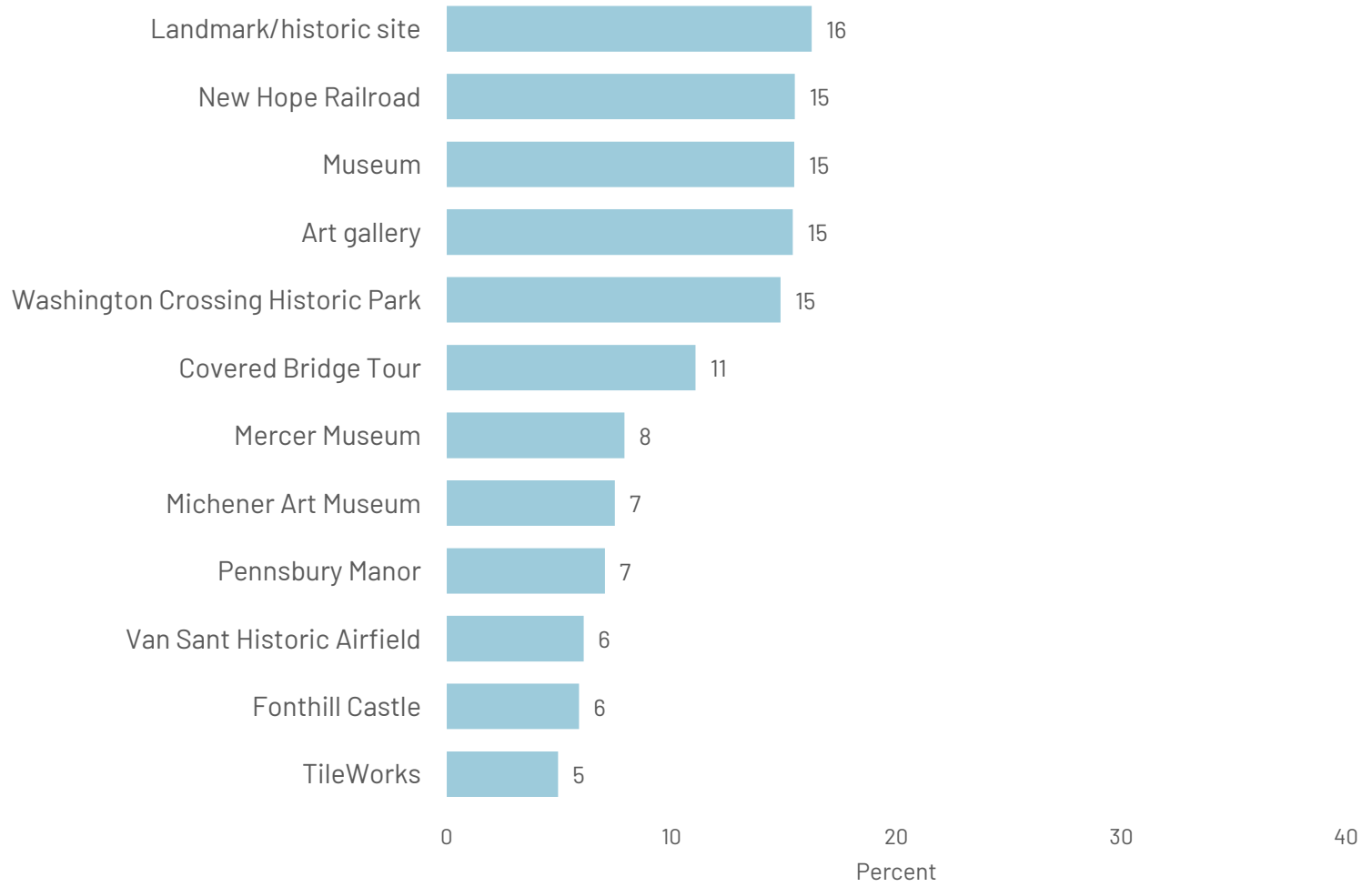



Base: Residents of Bucks County's Markets

# ACTIVITIES PARTICIPATED ON TRIP - CULTURAL

**CULTURAL**

**63%**

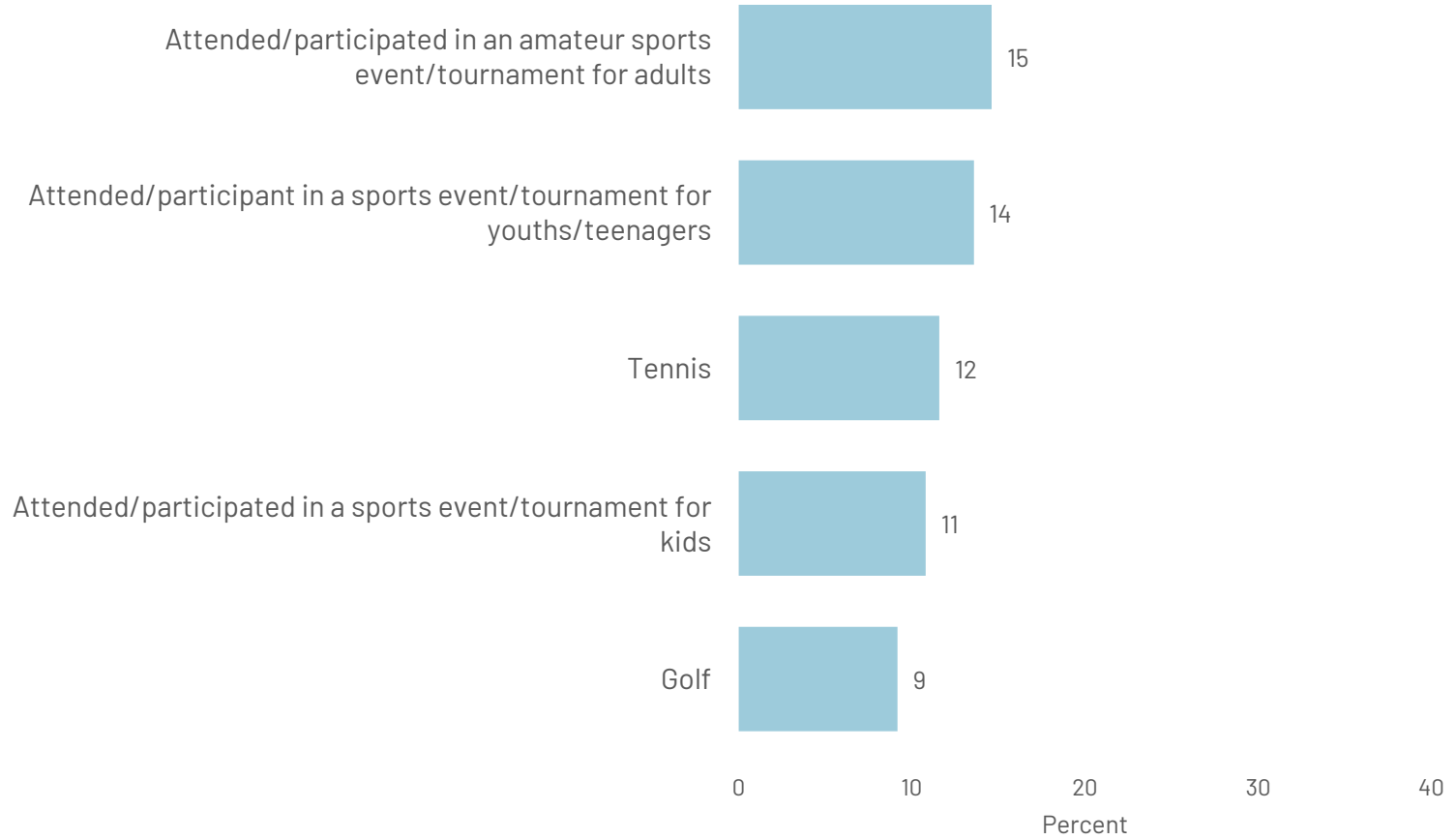



Base: Residents of Bucks County's Markets

# ACTIVITIES PARTICIPATED ON TRIP - SPORTING

**SPORTING**

**44%**

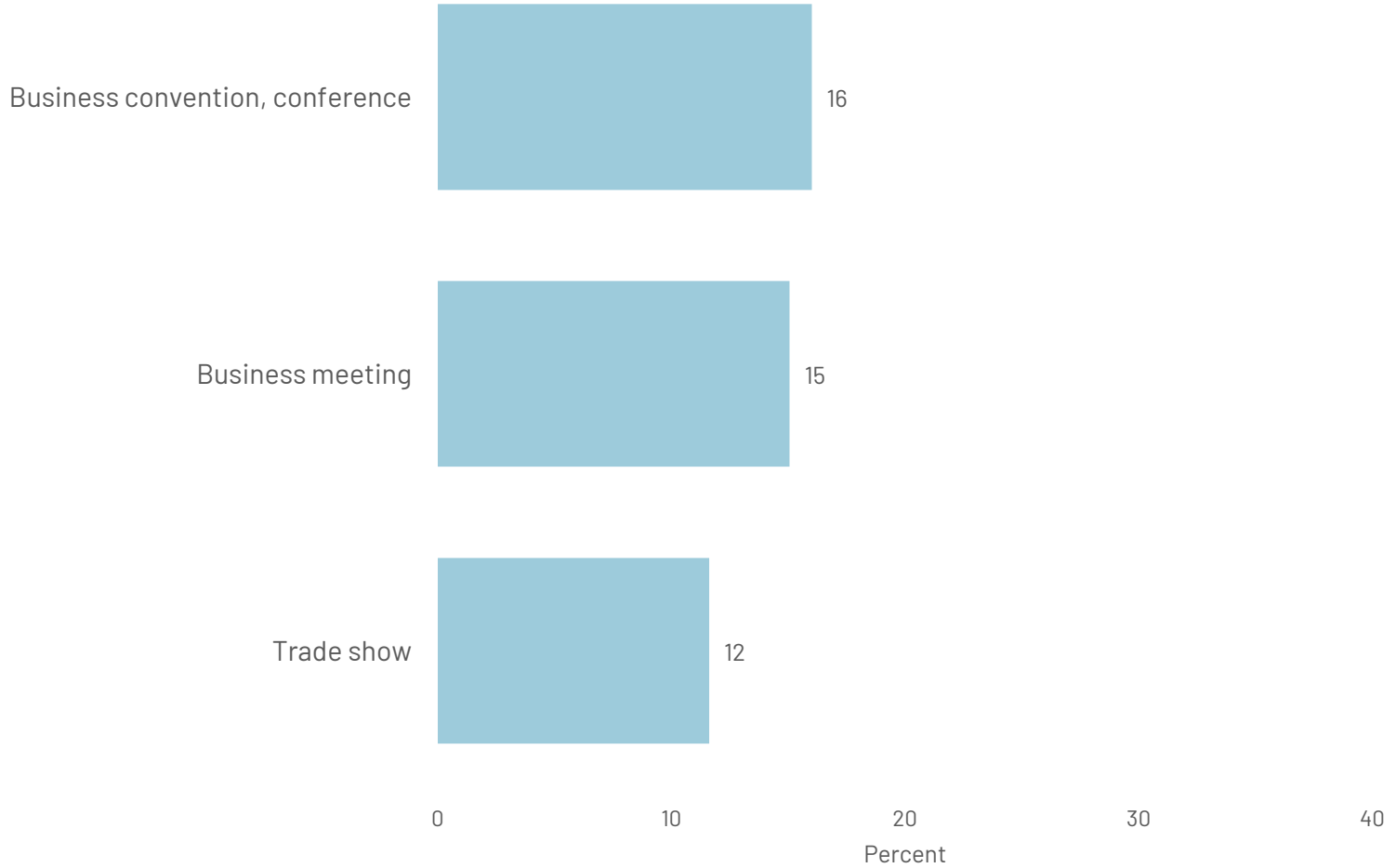



Base: Residents of Bucks County's Markets

# ACTIVITIES PARTICIPATED ON TRIP - BUSINESS

**BUSINESS**

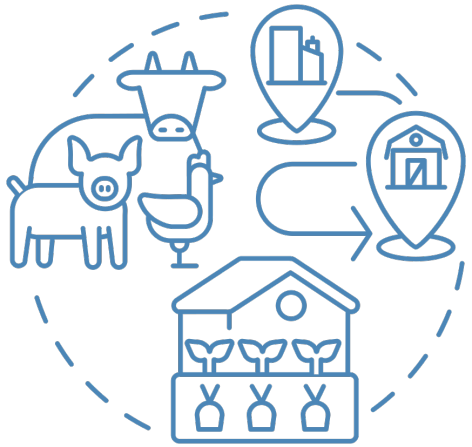
**34%**




*Percent who strongly agree

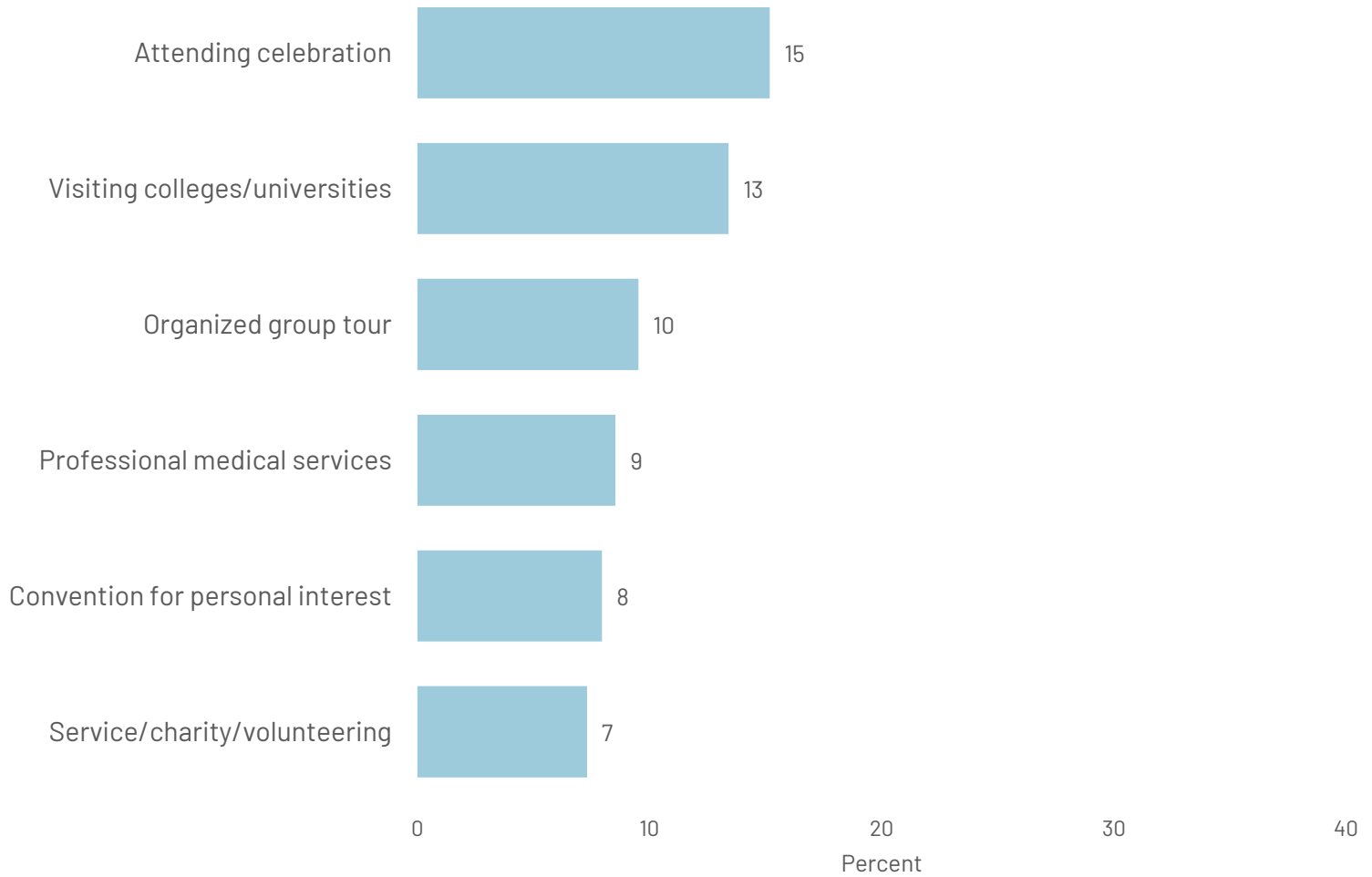
Base: Residents of Bucks County's Markets

# ACTIVITIES PARTICIPATED ON TRIP - OTHER



**OTHER**

**42%**




Base: Residents of Bucks County's Markets

# SHOPPING AND DINING ACTIVITES PARTICIPATED

## Shopping Types on Trip*

| | |
|---|---|
| Shopping at locally owned businesses | 43% |
| Mall shopping | 43% |
| Shopping village | 41% |
| Convenience/grocery shopping | 37% |
| Farmers market | 36% |
| Souvenir shopping | 34% |
| Big box stores (Walmart, Costco) | 23% |
| Antiquing | 16% |

## Dining Types on Trip

| | |
|---|---|
| Casual dining | 59% |
| Fast food | 42% |
| Unique/local food | 35% |
| Carry-out/food delivery service (UberEATS, DoorDash, etc.) | 23% |
| Fine/upscale dining | 22% |
| Picnicking | 17% |

*Among those that shopped on the trip. Caution: Low Sample
Base: Residents of Bucks County's Markets

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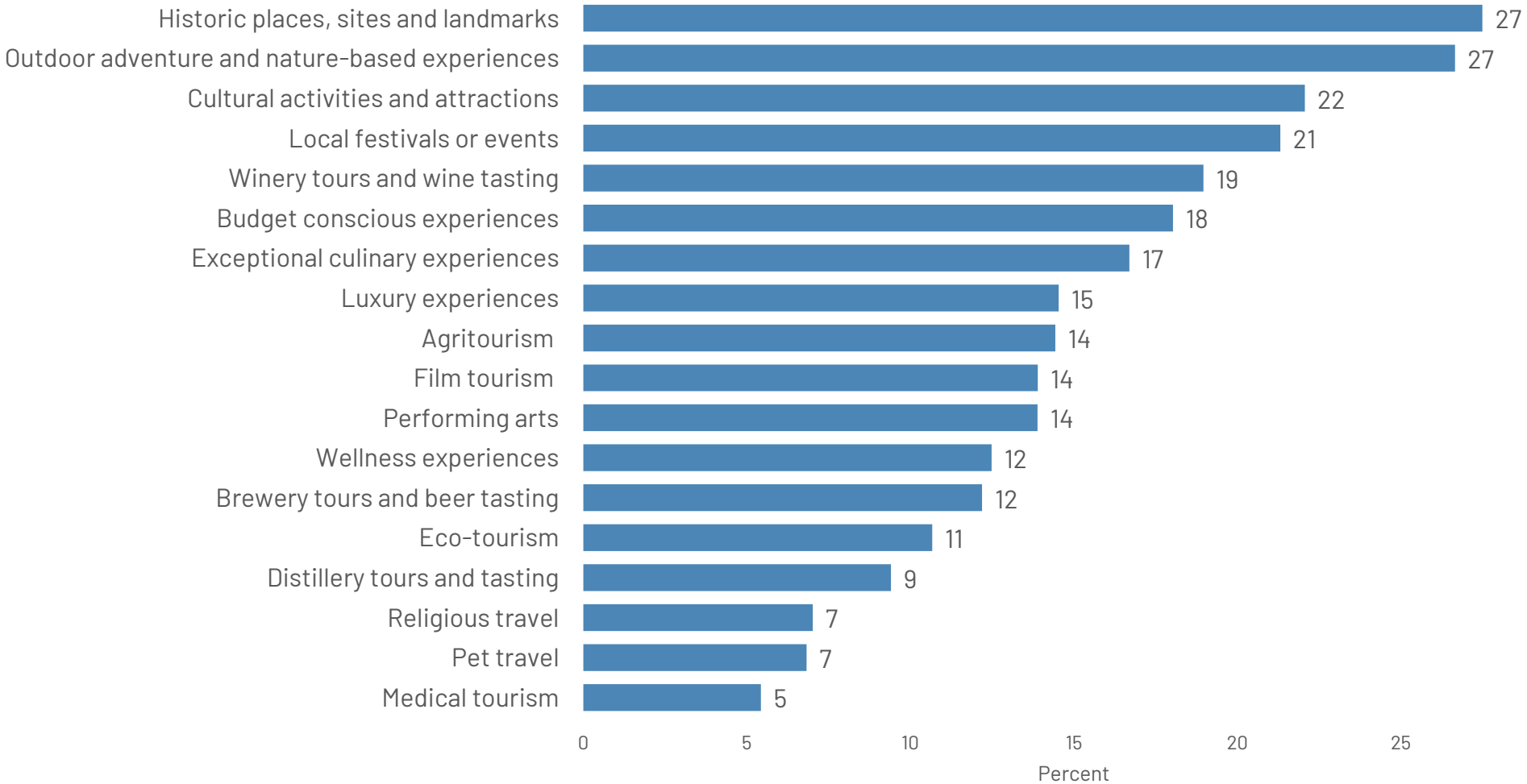
# SPECIAL INTEREST ACTIVITIES

## Activities of Special Interest




Base: Residents of Bucks County's Markets

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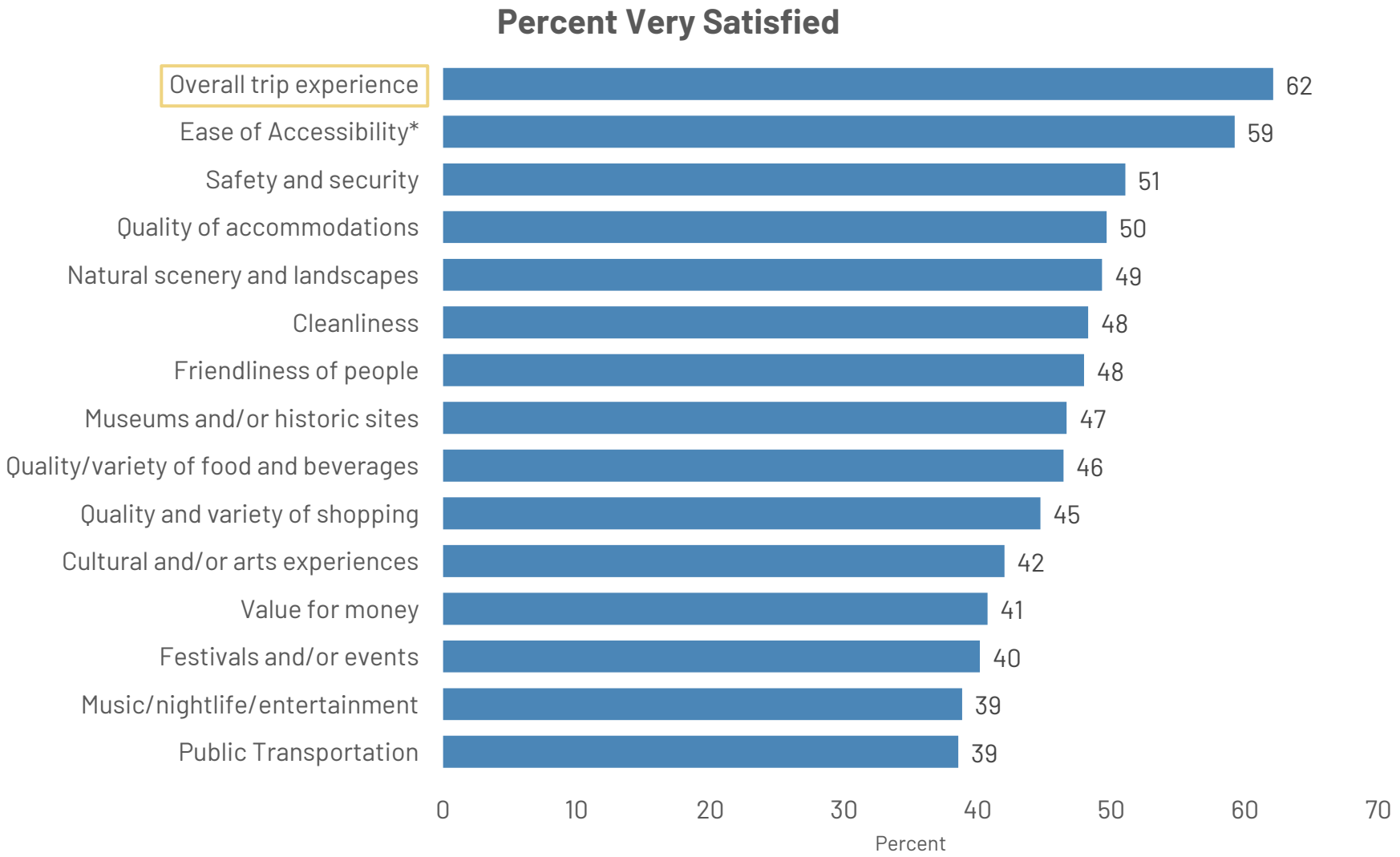
# TRIP SATISFACTION

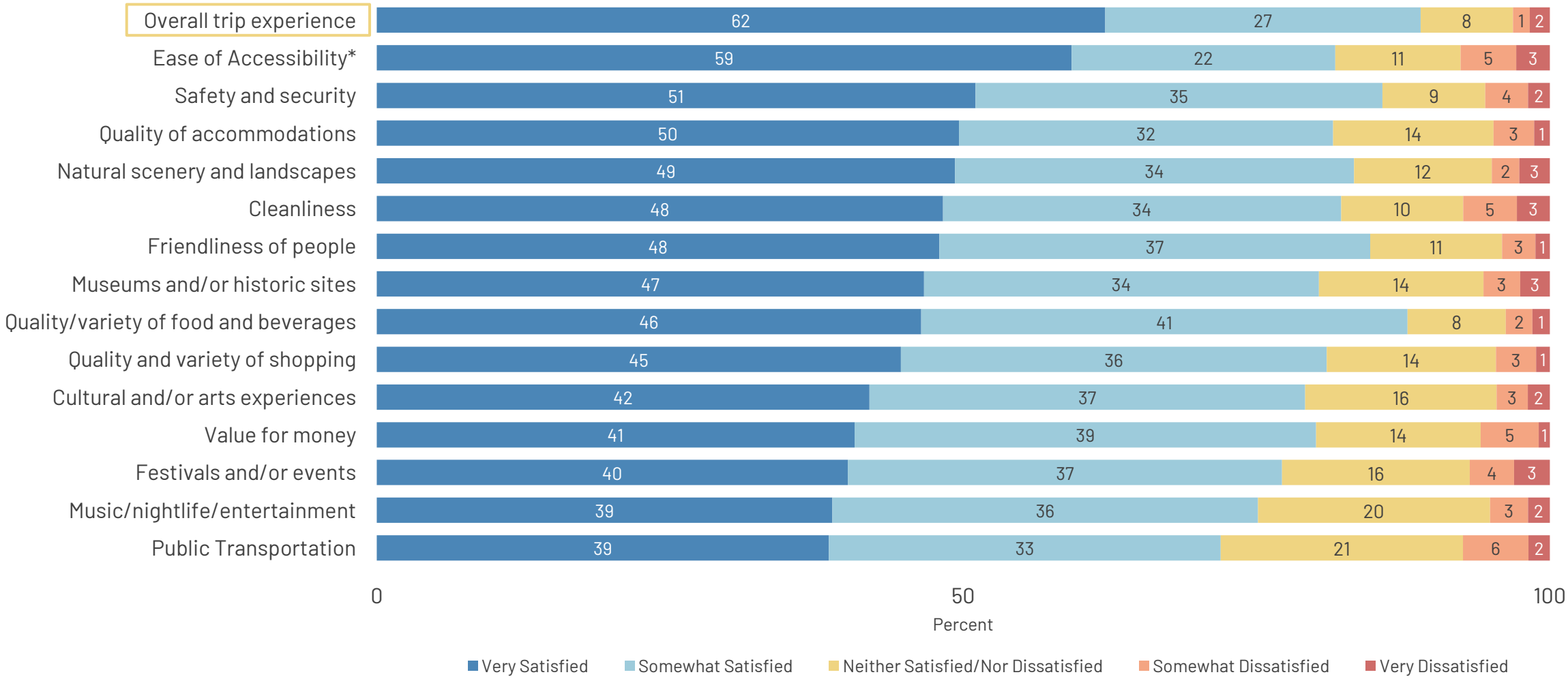
VISIT BUCKS COUNTY Pennsylvania

# TRIP SATISFACTION - VERY SATISFIED




*Only asked to those with travel limiting disabilities within travel party. Caution: Low Sample
Base: Residents of Bucks County's Markets

# TRIP SATISFACTION




*Only asked to those with travel limiting disabilities within travel party. Caution: Low Sample
Base: Residents of Bucks County's Markets

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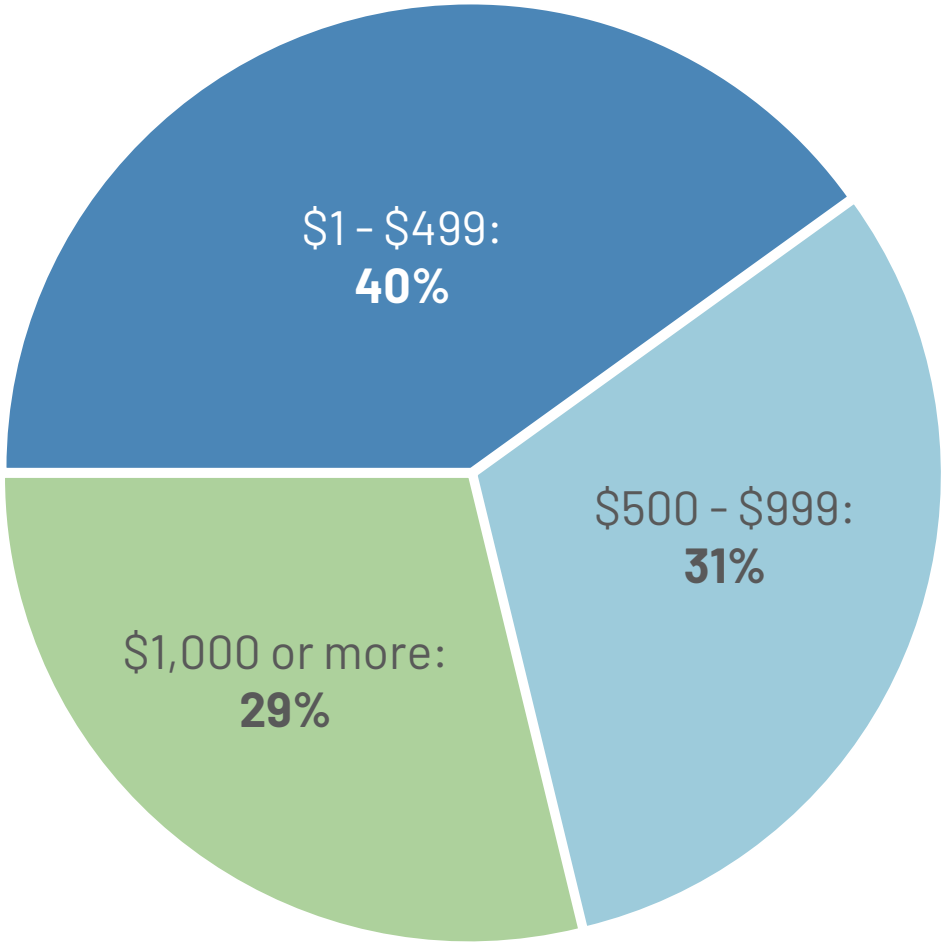
# TRIP SPENDING

VISIT BUCKS COUNTY Pennsylvania

# TRIP SPENDING - TOTAL TRIP

## Travel Party Spending for Total Trip

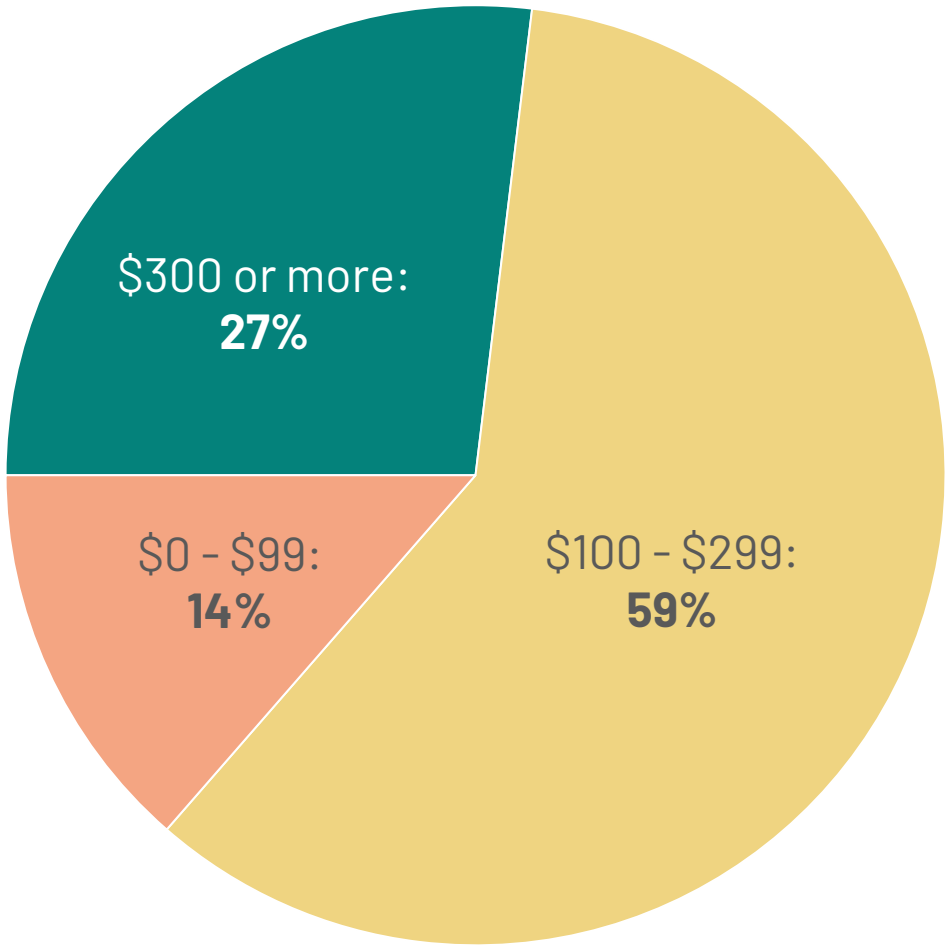



| | % |
|---|---|
| $1 - $49 | 1% |
| $50 - $99 | 5% |
| $100 - $149 | 7% |
| $150 - $199 | 5% |
| $200 - $299 | 8% |
| $300 - $499 | 14% |
| $500 - $599 | 10% |
| $600 - $699 | 7% |
| $700 - $799 | 4% |
| $800 - $899 | 4% |
| $900 - $999 | 5% |
| $1,000 - $1,099 | 11% |
| $1,100 - $1,199 | 3% |
| $1,200 - $1,299 | 3% |
| $1,300 - $1,399 | 4% |
| $1,400 - $1,499 | 3% |
| $1,500 or more | 5% |

Base: Residents of Bucks County's Markets

# TRIP SPENDING - ACCOMMODATIONS*

## Travel Party Spending on Lodging/Accommodations



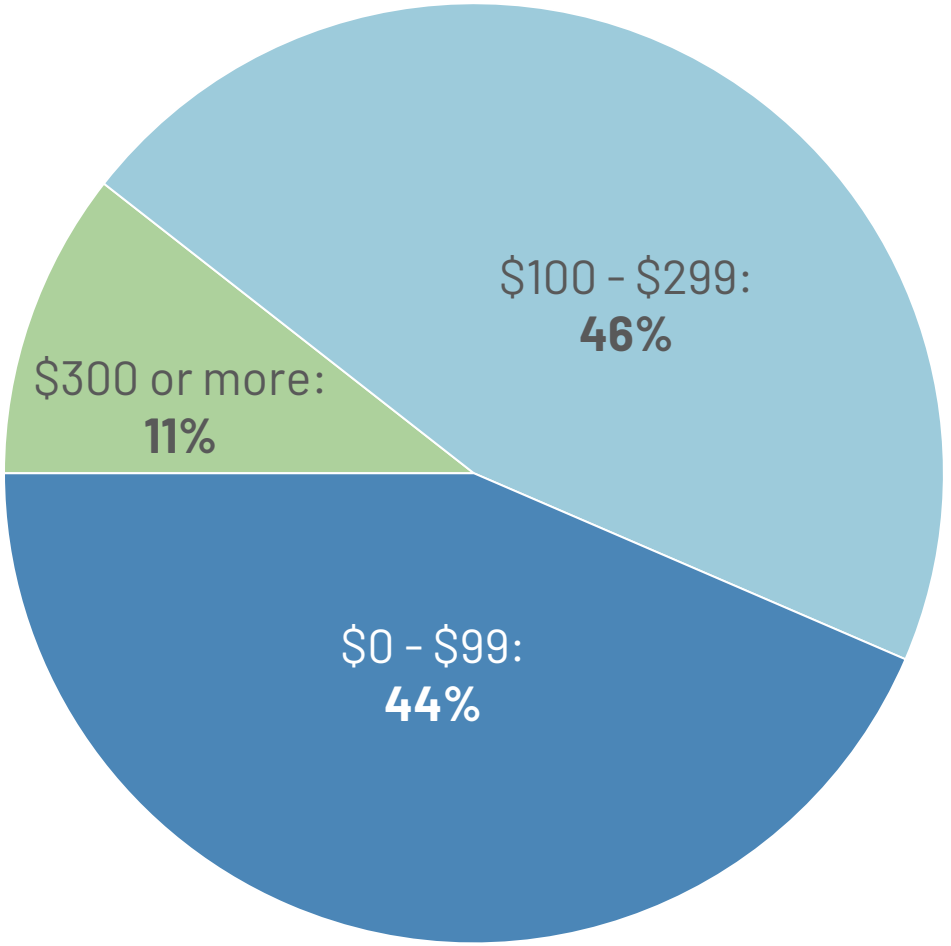

| | % |
|---|---|
| $0 | 4% |
| $1 - $49 | 2% |
| $50 - $99 | 8% |
| $100 - $149 | 16% |
| $150 - $199 | 18% |
| $200 - $299 | 26% |
| $300 - $499 | 18% |
| $500 or more | 9% |

*Among those who took an overnight trip
Base: Residents of Bucks County's Markets

# TRIP SPENDING - TRANSPORTATION

## Travel Party Spending on Transportation Within Bucks County

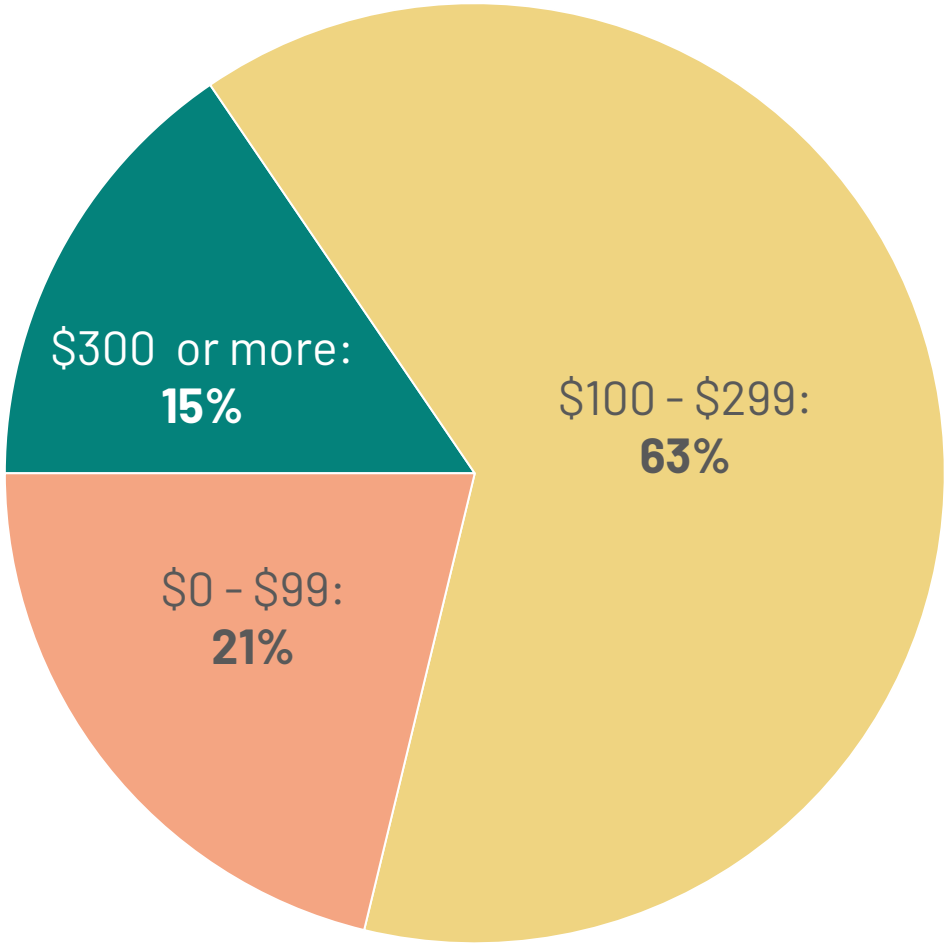
| | % |
|---|---|
| $0 | 7% |
| $1 - $49 | 16% |
| $50 - $99 | 21% |
| $100 - $149 | 15% |
| $150 - $199 | 16% |
| $200 - $299 | 15% |
| $300 - $499 | 6% |
| $500 or more | 4% |




Base: Residents of Bucks County's Markets

# TRIP SPENDING - RESTAURANT, FOOD, & BEVERAGES

## Travel Party Spending on Restaurant, Food, and Beverages



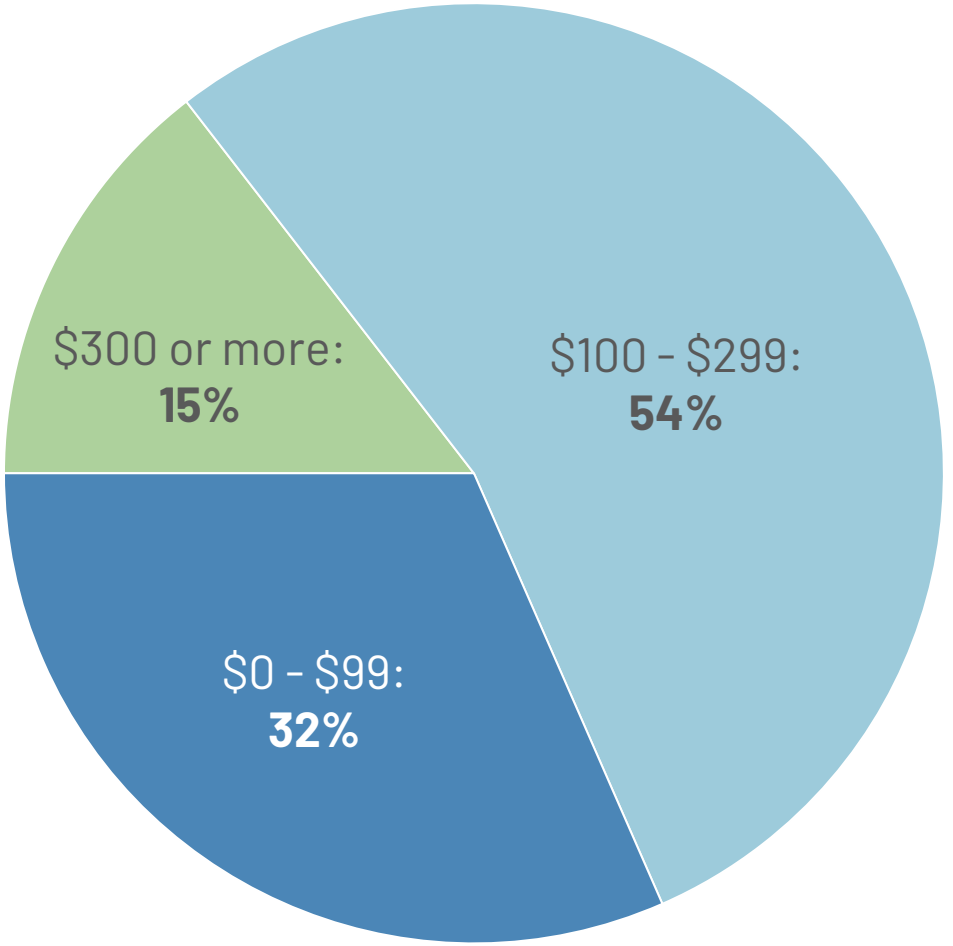

| | % |
|---|---|
| $0 | 1% |
| $1 - $49 | 7% |
| $50 - $99 | 13% |
| $100 - $149 | 21% |
| $150 - $199 | 26% |
| $200 - $299 | 17% |
| $300 - $499 | 10% |
| $500 or more | 6% |

Base: Residents of Bucks County's Markets

# TRIP SPENDING - RETAIL PURCHASES

## Travel Party Spending on Retail Purchases

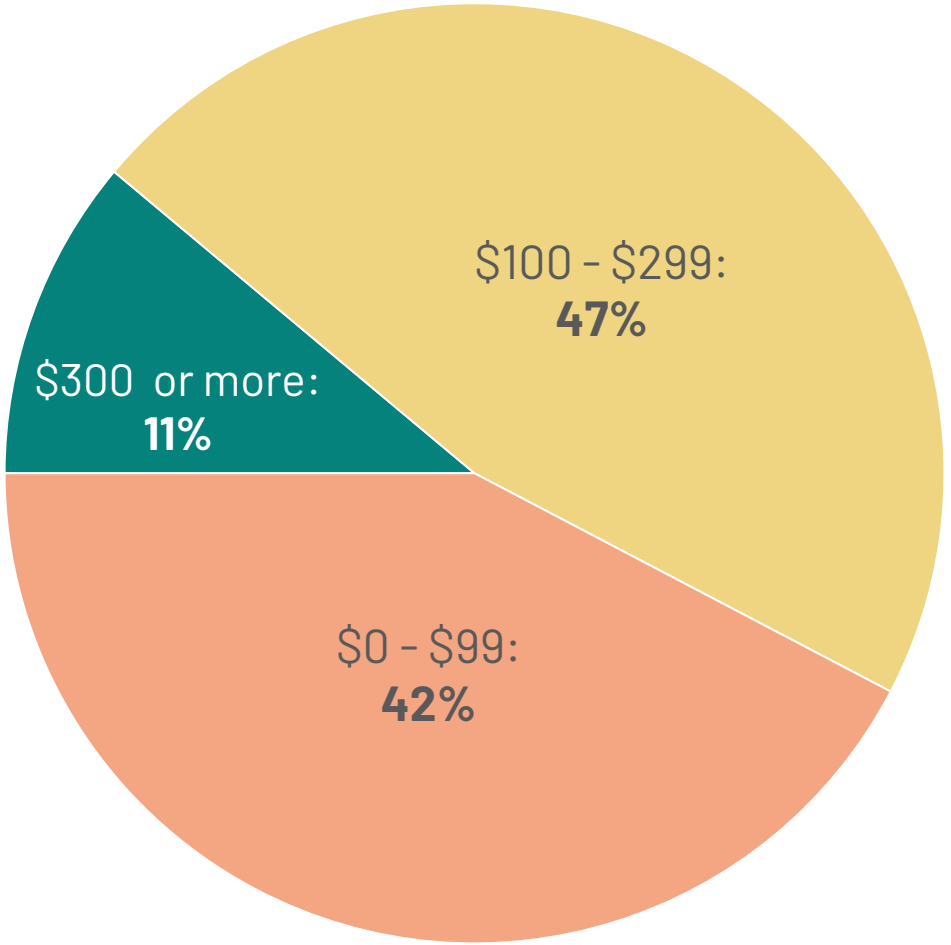
| | % |
|---|---|
| $0 | 7% |
| $1 - $49 | 8% |
| $50 - $99 | 16% |
| $100 - $149 | 20% |
| $150 - $199 | 18% |
| $200 - $299 | 16% |
| $300 - $499 | 9% |
| $500 or more | 6% |




Base: Residents of Bucks County's Markets

# TRIP SPENDING - RECREATION, SIGHTSEEING, AND ENTERTAINMENT

## Travel Party Spending on Recreation, Sightseeing, and/or Entertainment




| | % |
|---|---|
| $0 | 12% |
| $1 - $49 | 11% |
| $50 - $99 | 20% |
| $100 - $149 | 16% |
| $150 - $199 | 17% |
| $200 - $299 | 13% |
| $300 - $499 | 7% |
| $500 or more | 4% |

Base: Residents of Bucks County's Markets

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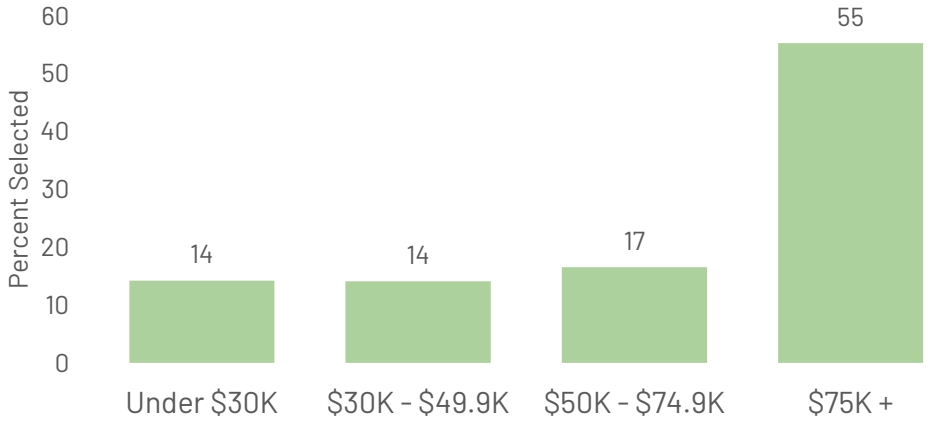
# DEMOGRAPHICS

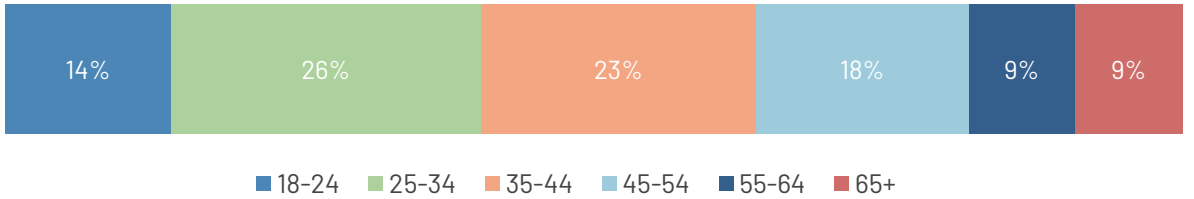
VISIT BUCKS COUNTY Pennsylvania

# DEMOGRAPHIC PROFILE

## Household Income

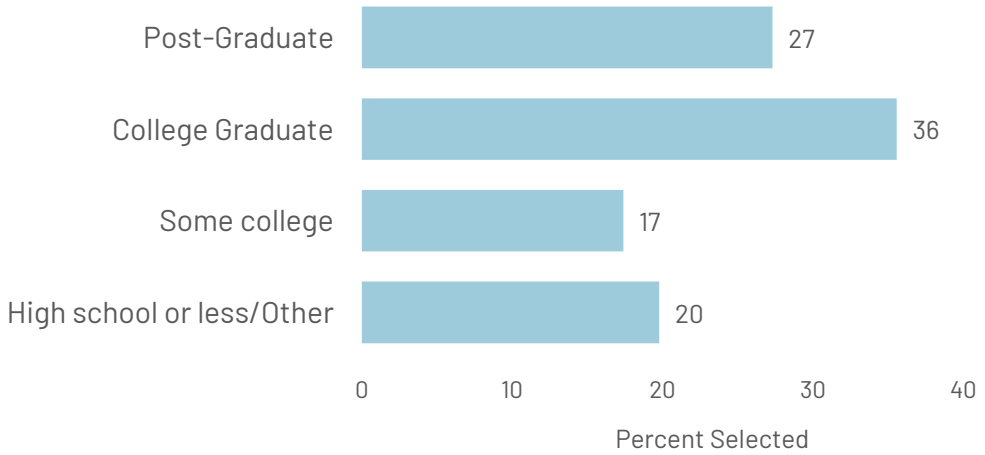



## Age

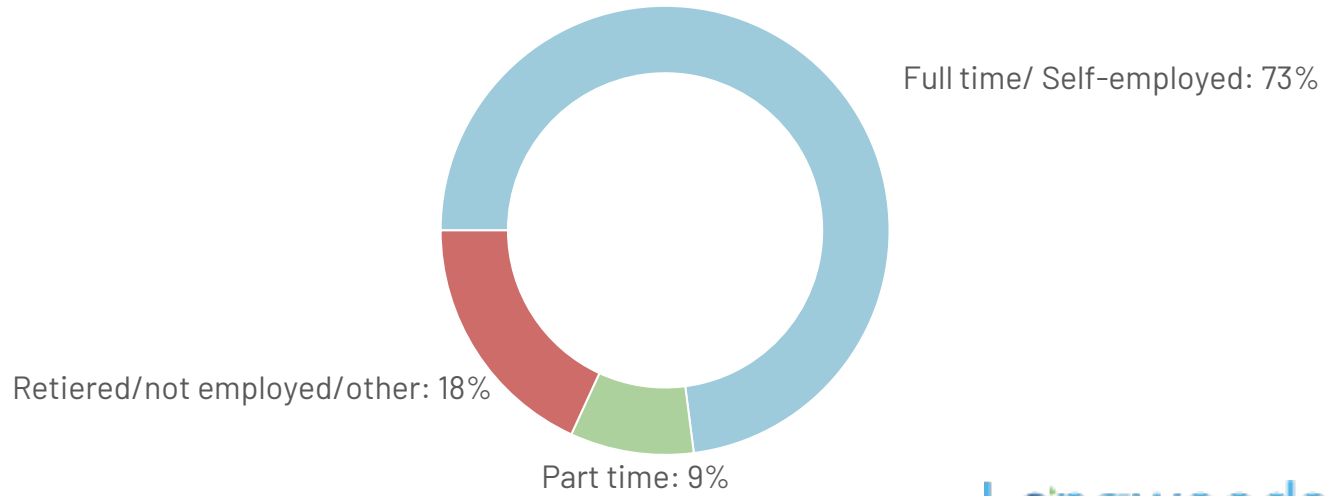



Average Age
40.7

## Educational Attainment



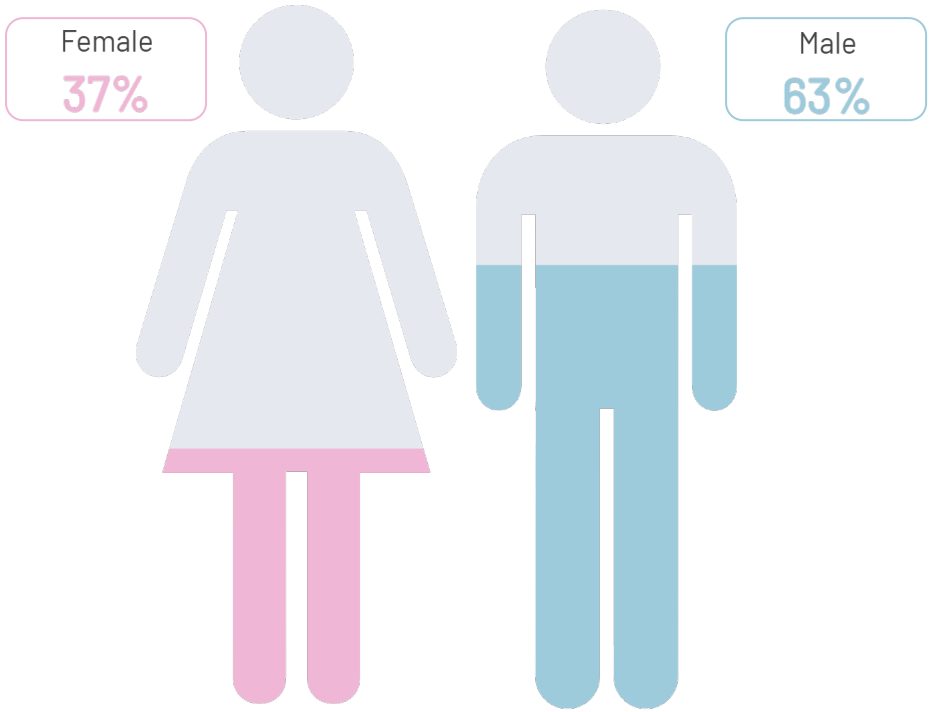

## Employment



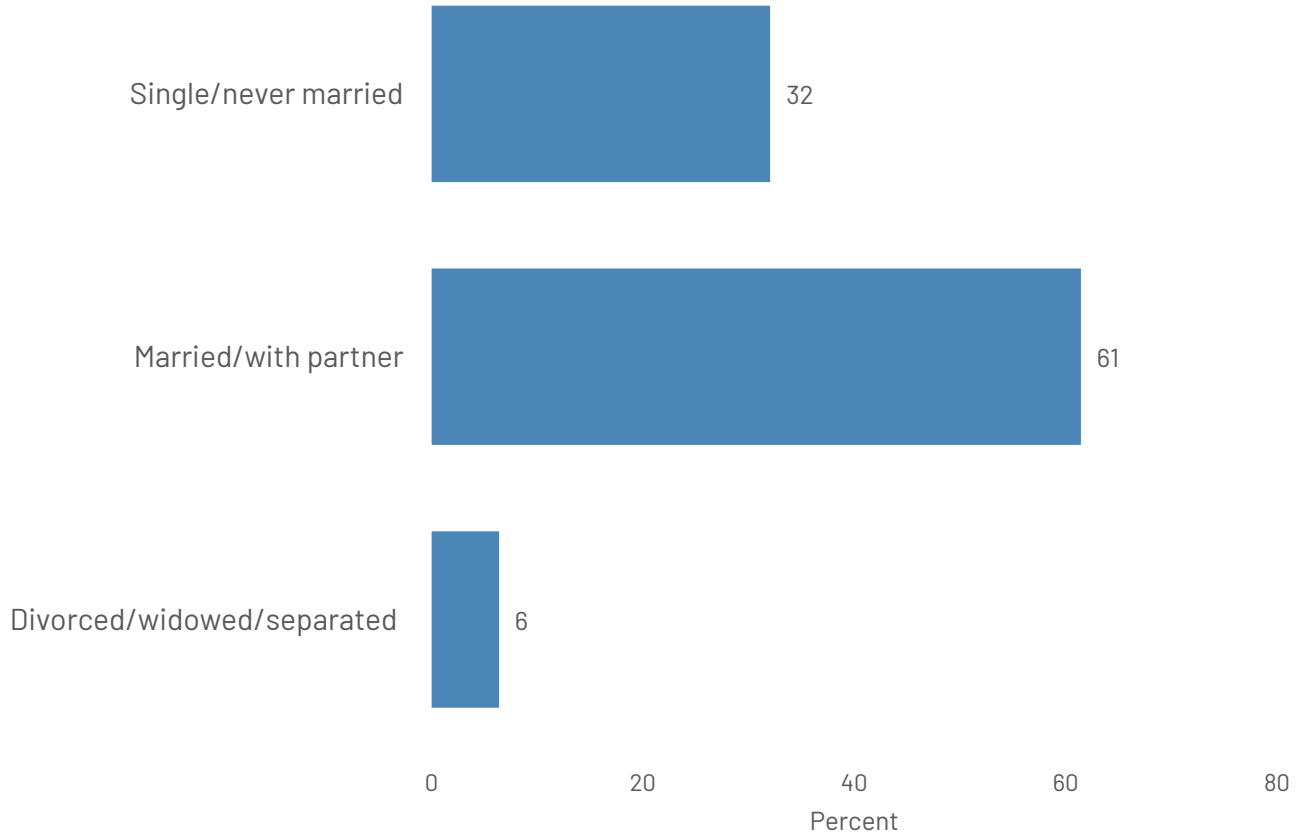

Base: Residents of Bucks County's Markets

# DEMOGRAPHIC PROFILE

## Gender



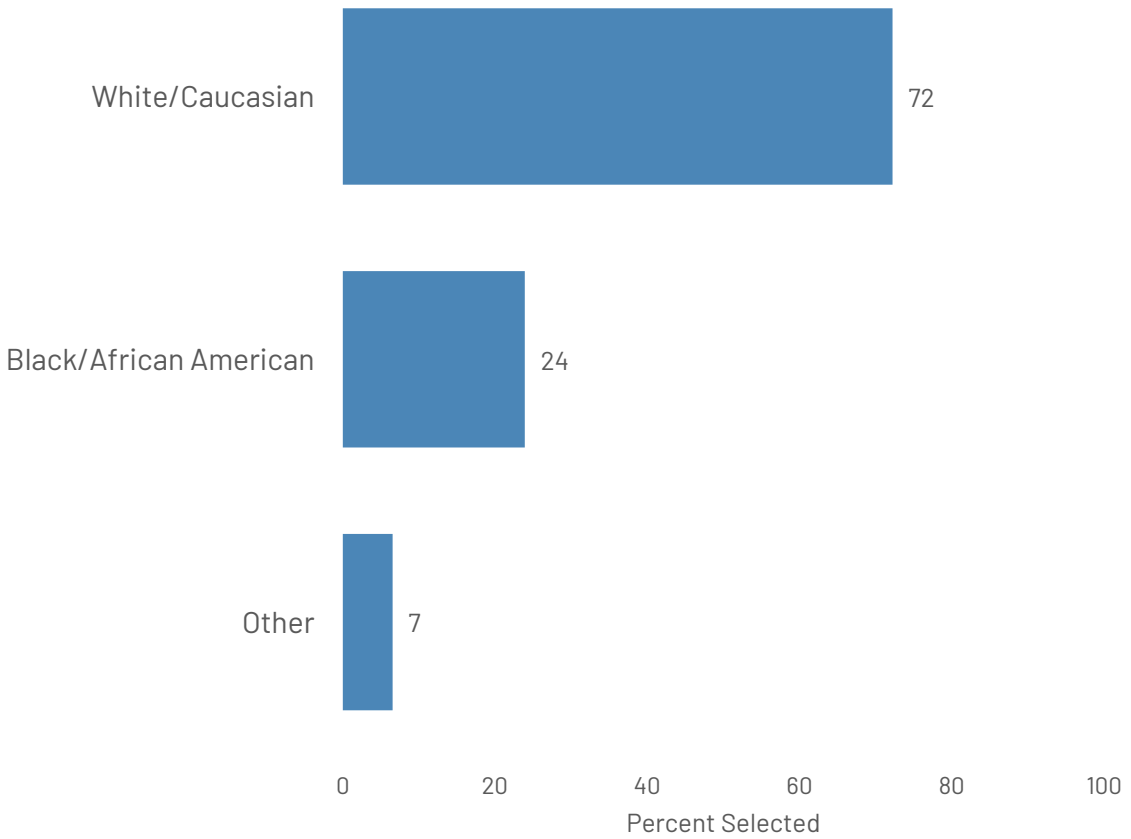

## Marital Status



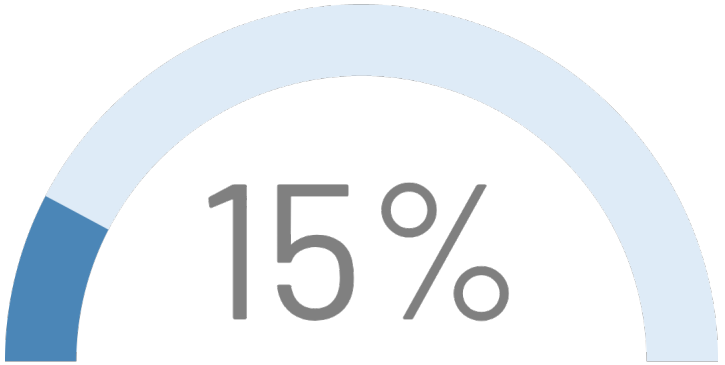

Base: Residents of Bucks County's Markets

# DEMOGRAPHIC PROFILE

## Race




## Hispanic Background




Base: Residents of Bucks County's Markets

# DEMOGRAPHIC PROFILE

## Children in Household

| | Percent Selected |
|---|---|
| 5 years of age and younger | 13% |
| 6-8 years of age | 17% |
| 9-12 years of age | 18% |
| 13-17 years of age | 26% |
| No Children in Household | 49% |

Base: Residents of Bucks County's Markets

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# CONCLUSION

VISIT BUCKS COUNTY Pennsylvania

VISIT BUCKS COUNTY Pennsylvania

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