



## Travel USA Visitor Profile



2024

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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2024 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

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 State College/Centre County, the following sample was achieved in 2023/2024:



Overnight Base Size  
274 \*



Day Base Size  
265

An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or 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.

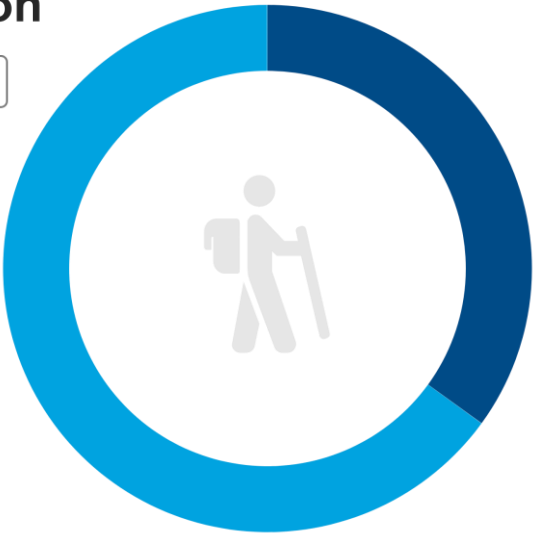
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of State College/Centre County 2024 Domestic Travel Market

Total Person-Trips

**5.1 Million**

+1.8% vs. last year

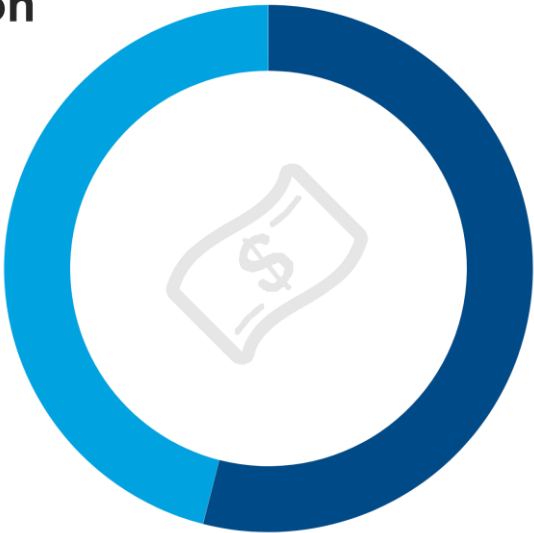


- Day  
65% 3.3 Million
- Overnight  
35% 1.8 Million

## Total Expenditures for State College/Centre County 2024 Domestic Travel Market

Total Spending

**\$ 1.0 Billion**



- Day  
46% \$0.5 Billion
- Overnight  
54% \$0.5 Billion



# Travel USA Visitor Profile

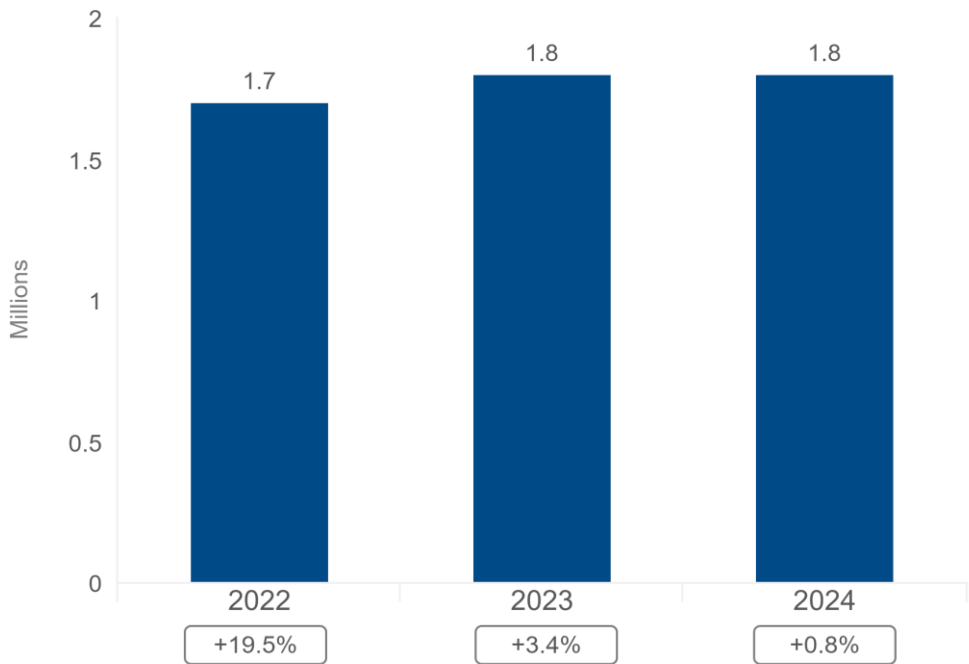
Overnight Visitation



2024



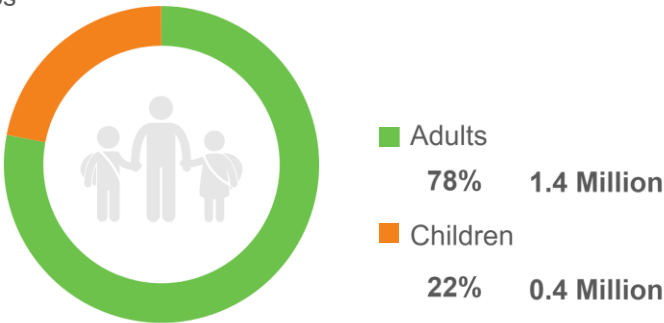
## Overnight Trips to State College/Centre County



## Size of State College/Centre County Overnight Travel Market – Adults vs. Children

Total Overnight Person-Trips

**1.8 Million**

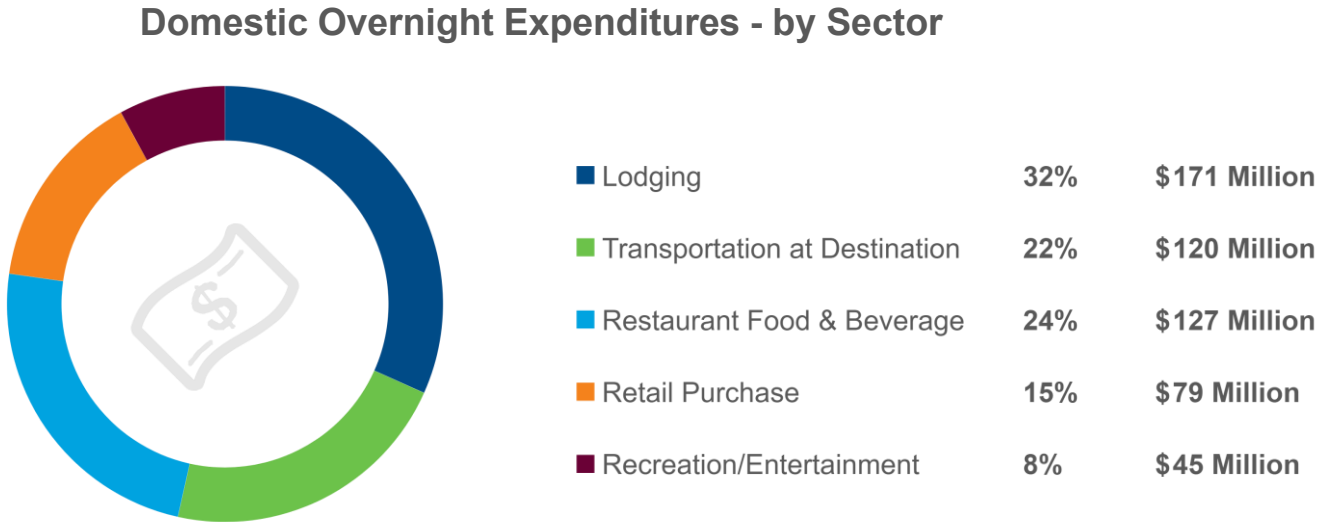


## Past Visitation to State College/Centre County

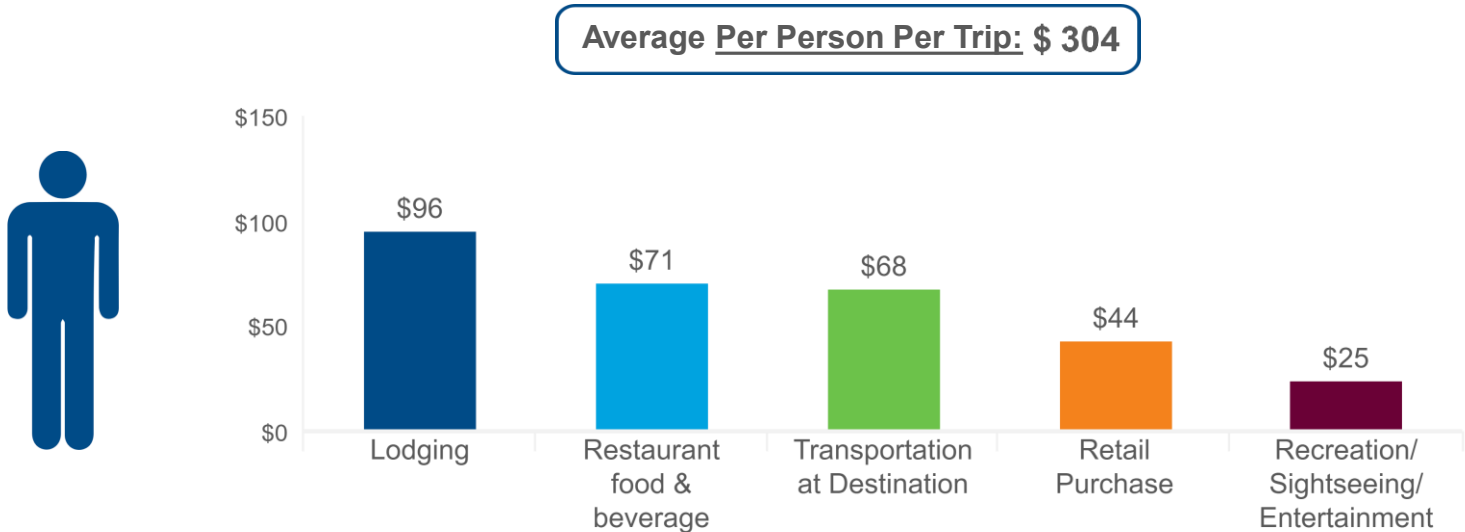
Base: 2023/2024 Overnight Person-Trips

- 78%** of overnight travelers to State College/Centre County are repeat visitors
- 64%** of overnight travelers to State College/Centre County had visited before in the past 12 months

Total Spending  
**\$ 0.542 Billion**



### Average Per Person Per Trip Expenditures on Domestic Overnight Trips - by Sector

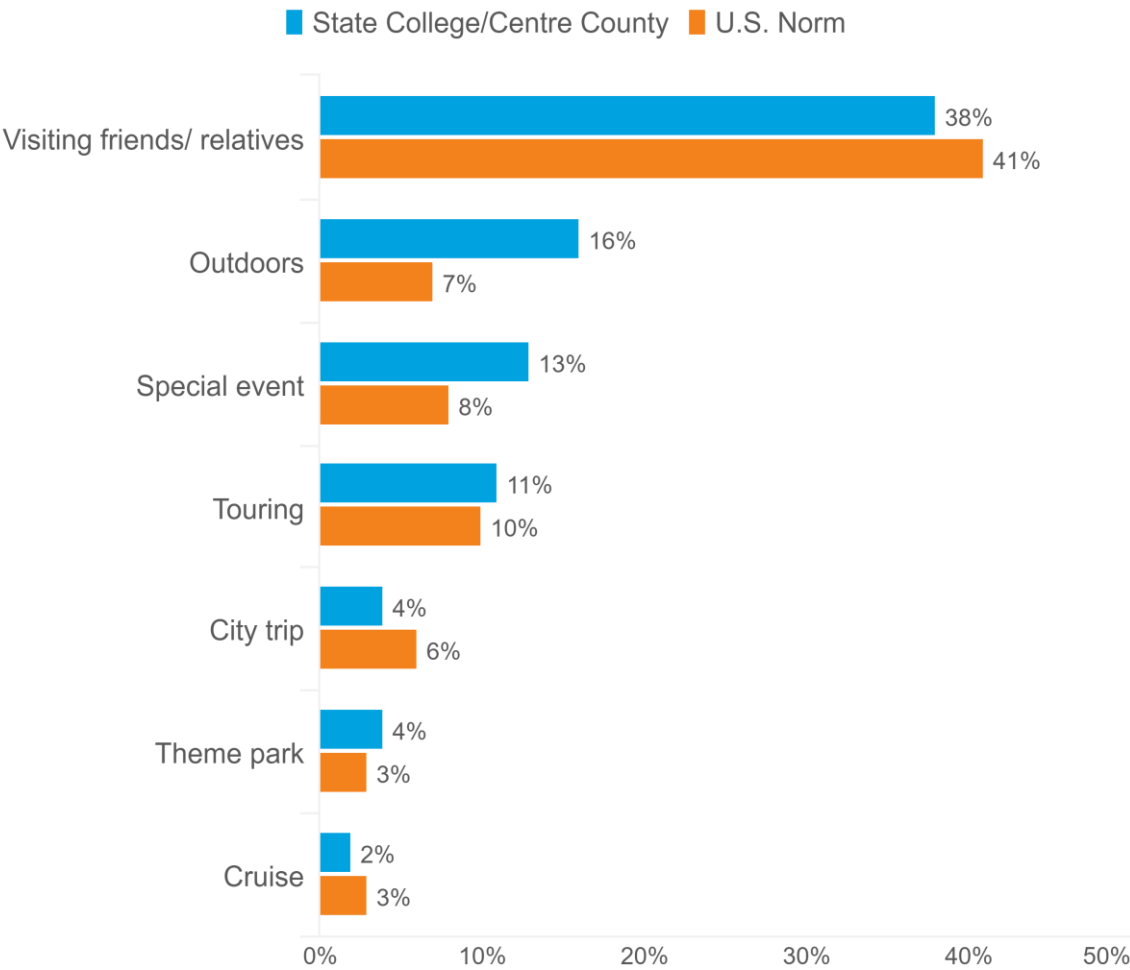


## Main Purpose of Trip

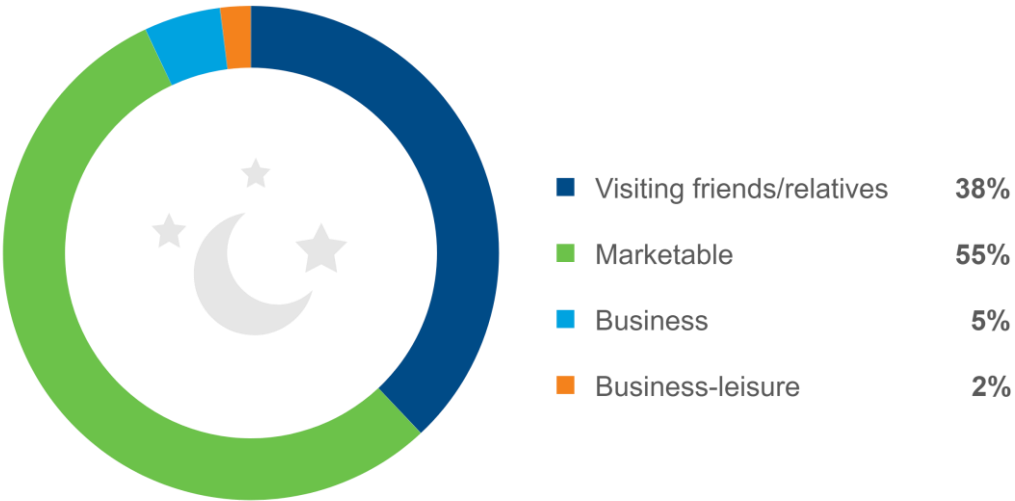
2023/2024

Visiting friends/ relatives	38%
Outdoors	16%
Special event	13%
Touring	11%
City trip	4%
Theme park	4%
Other business trip	4%
Cruise	2%
Casino	2%

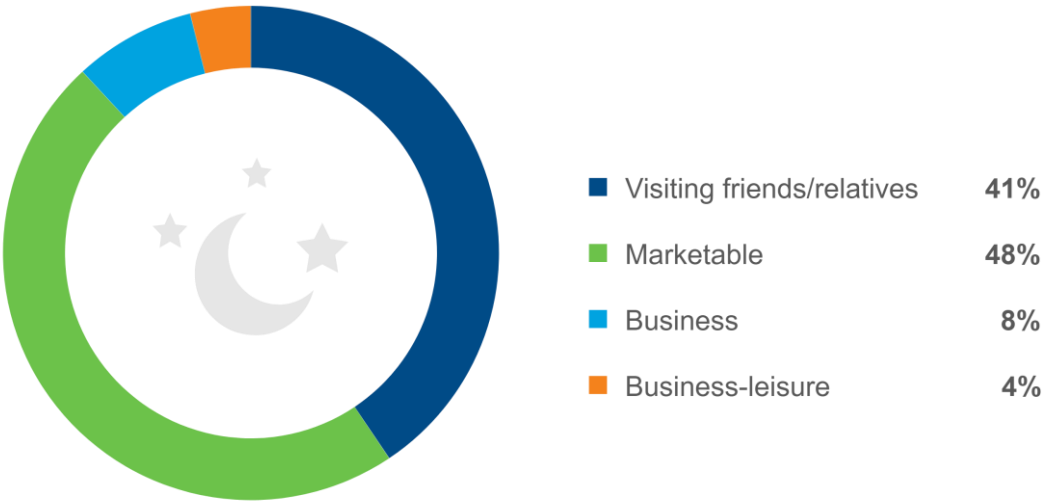
## Main Purpose of Leisure Trip (Top 7)



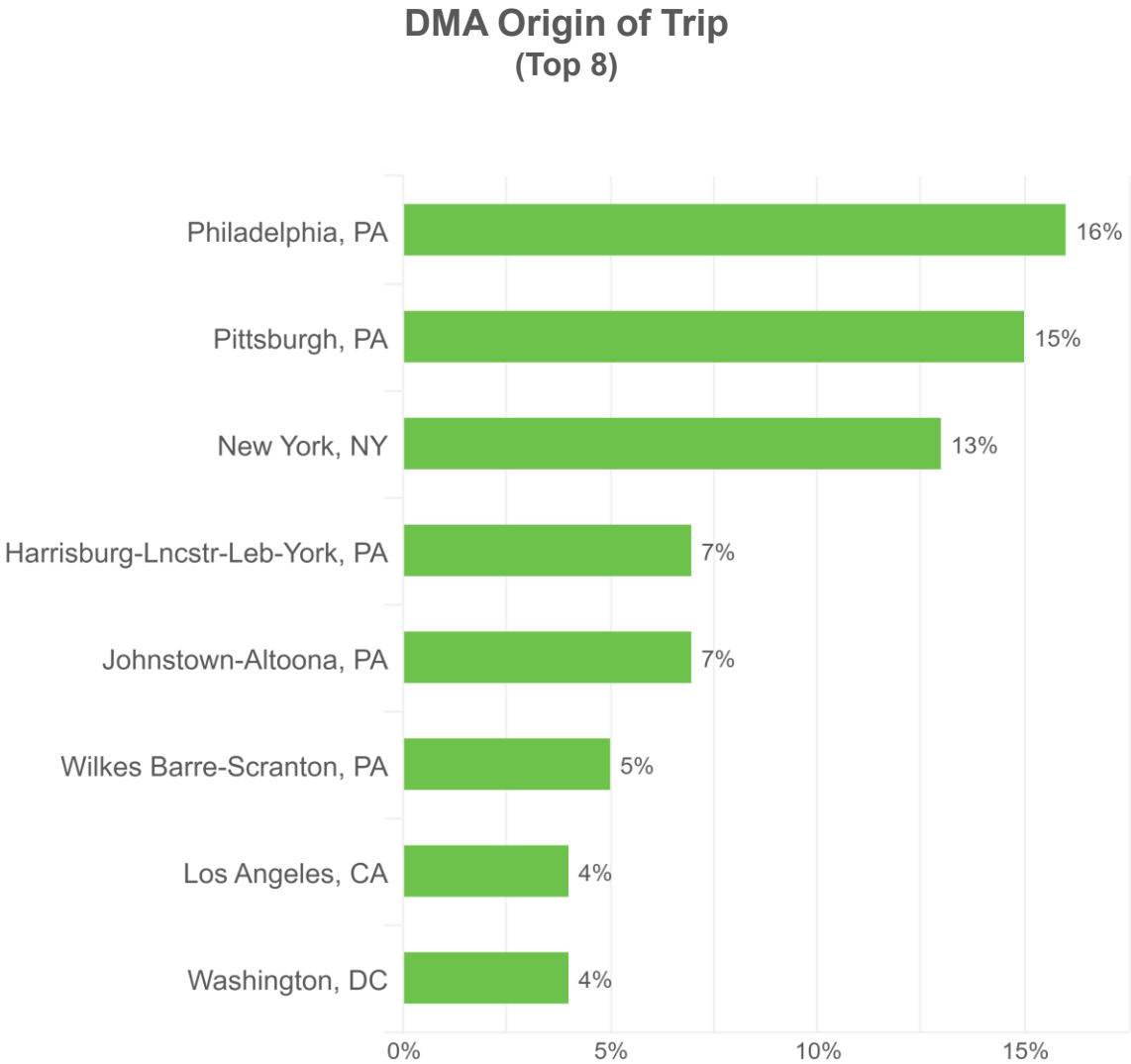
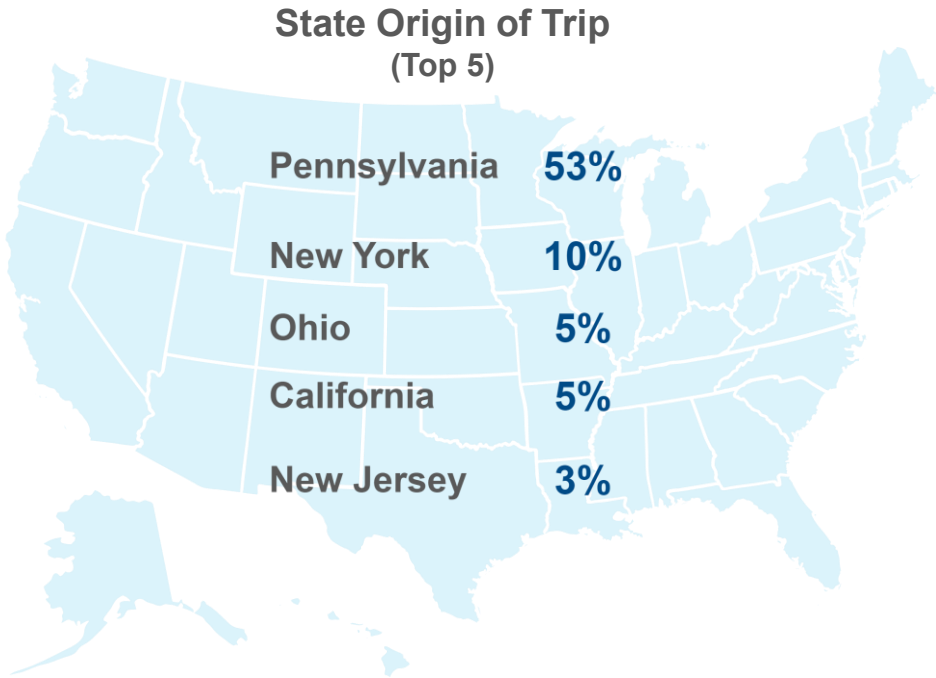
## State College/Centre County Overnight Trips



## 2024 U.S. Overnight Trips







**Season of Trip**  
**Total 2024 Overnight Person-Trips**

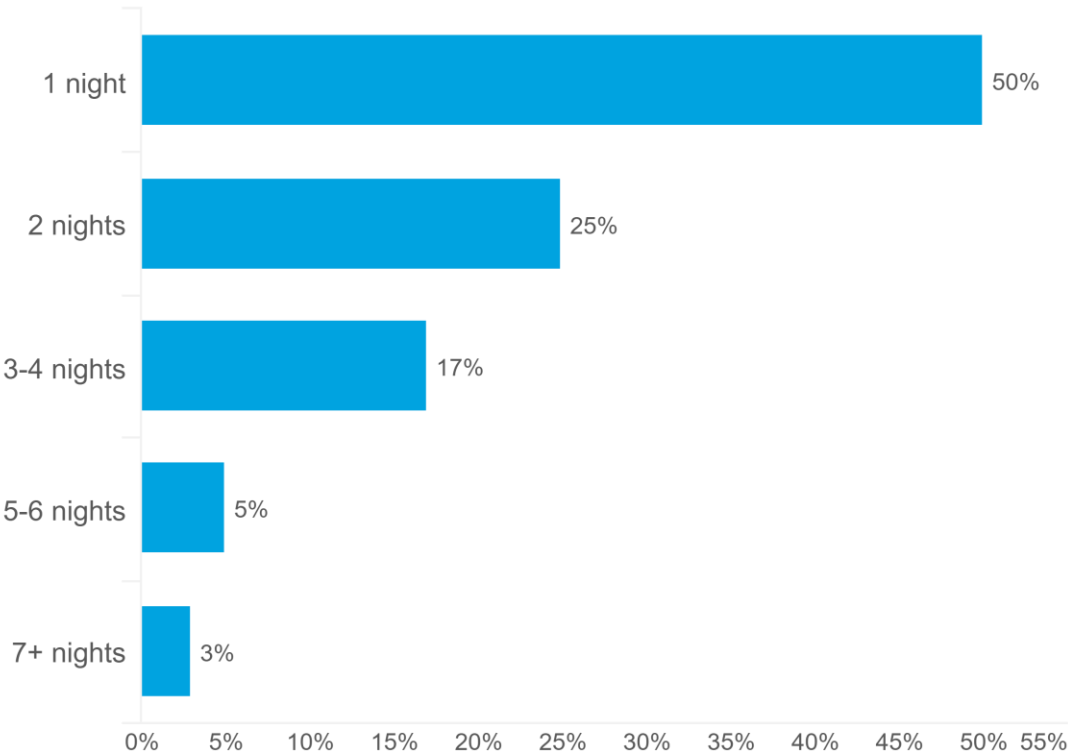
Total Nights Away on Trip



State College/Centre County  
**3.0**  
Average Nights

U.S. Norm  
**3.7**  
Average Nights

Nights Spent in State College/Centre County



Average number  
of nights  
**2.1**

## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### State College/Centre County



Total  
**2.7**

Average number of people

### U.S. Norm



Total  
**2.8**

Average number of people

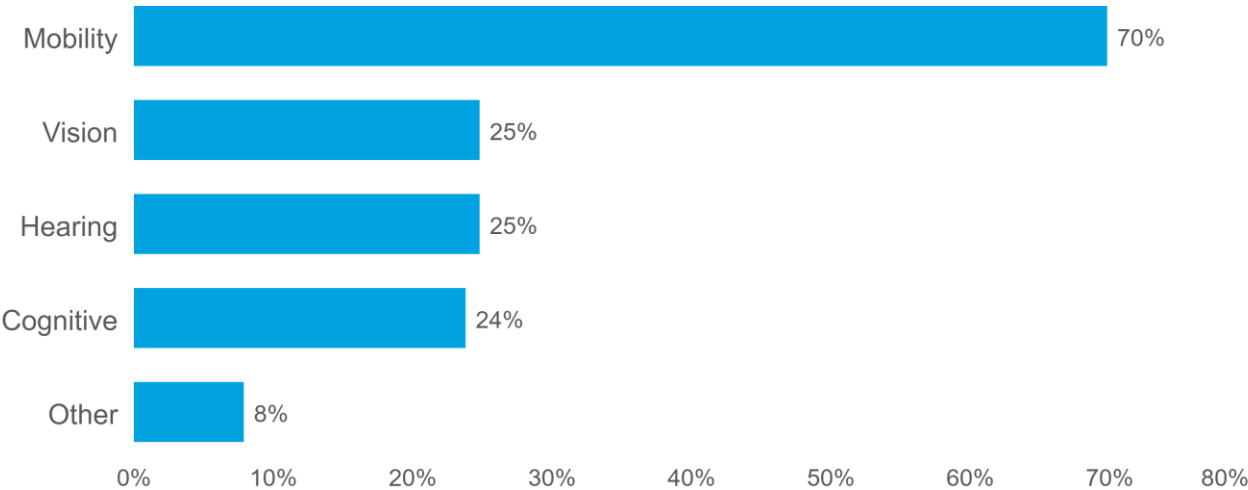


**20%** of travel parties had a travel party member that required accessibility services

U.S. Norm: **18%**

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only

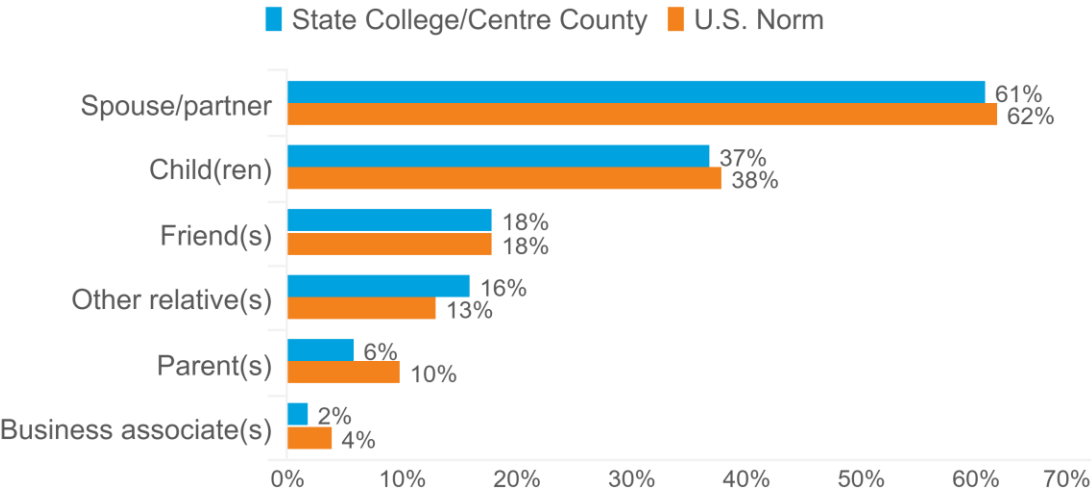


**27%** of trips only had one person in the travel party

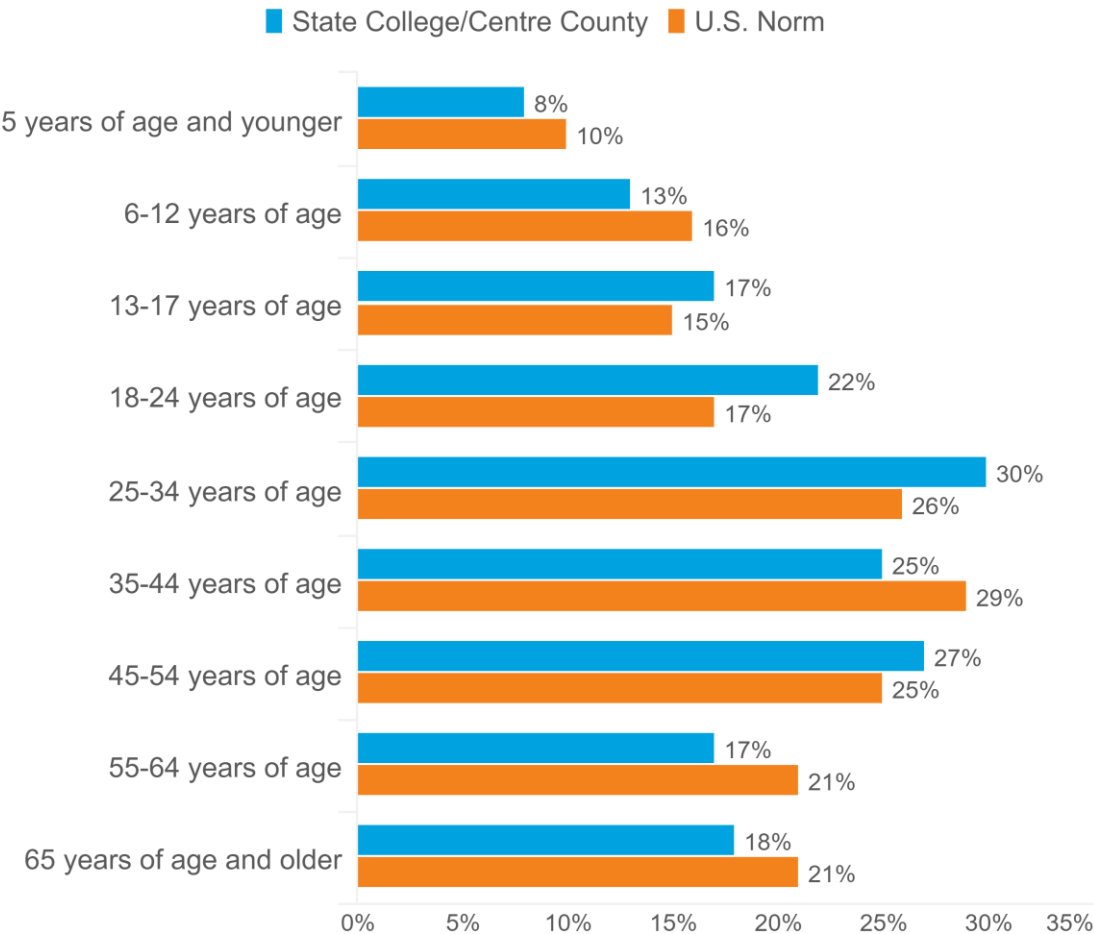
U.S. Norm: **26%**

## Composition of Immediate Travel Party

Base: 2023/2024 Overnight Person-Trips that included more than one person  
\*Child(ren) is based on the relationship to the respondent

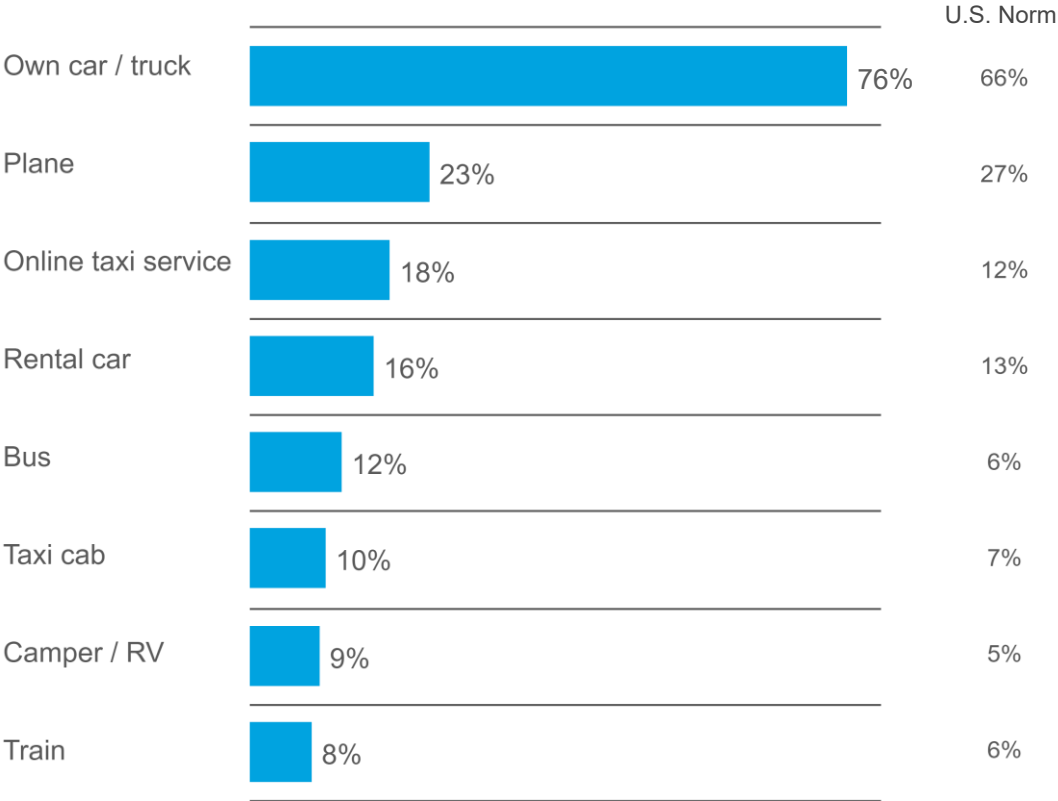


## Travel Party Age

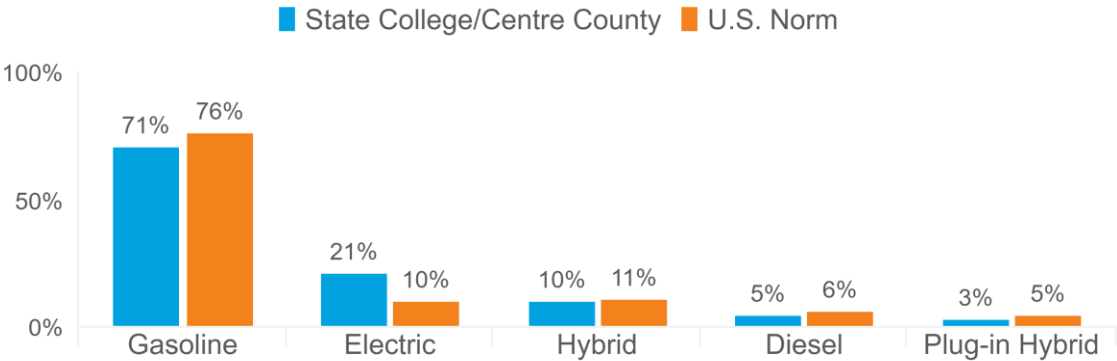




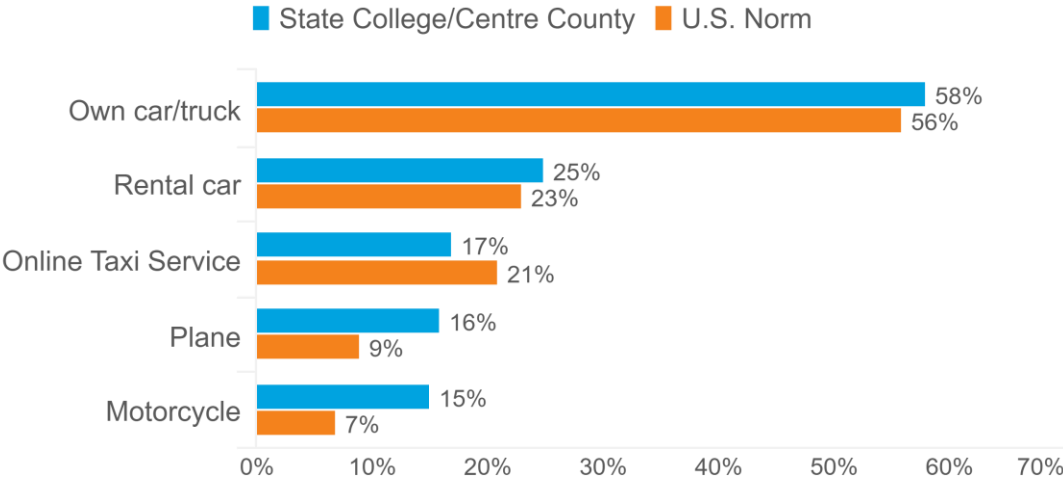
### Transportation Used to Get to Destination (Top 8)



### Type of Vehicle Used to Get to Destination



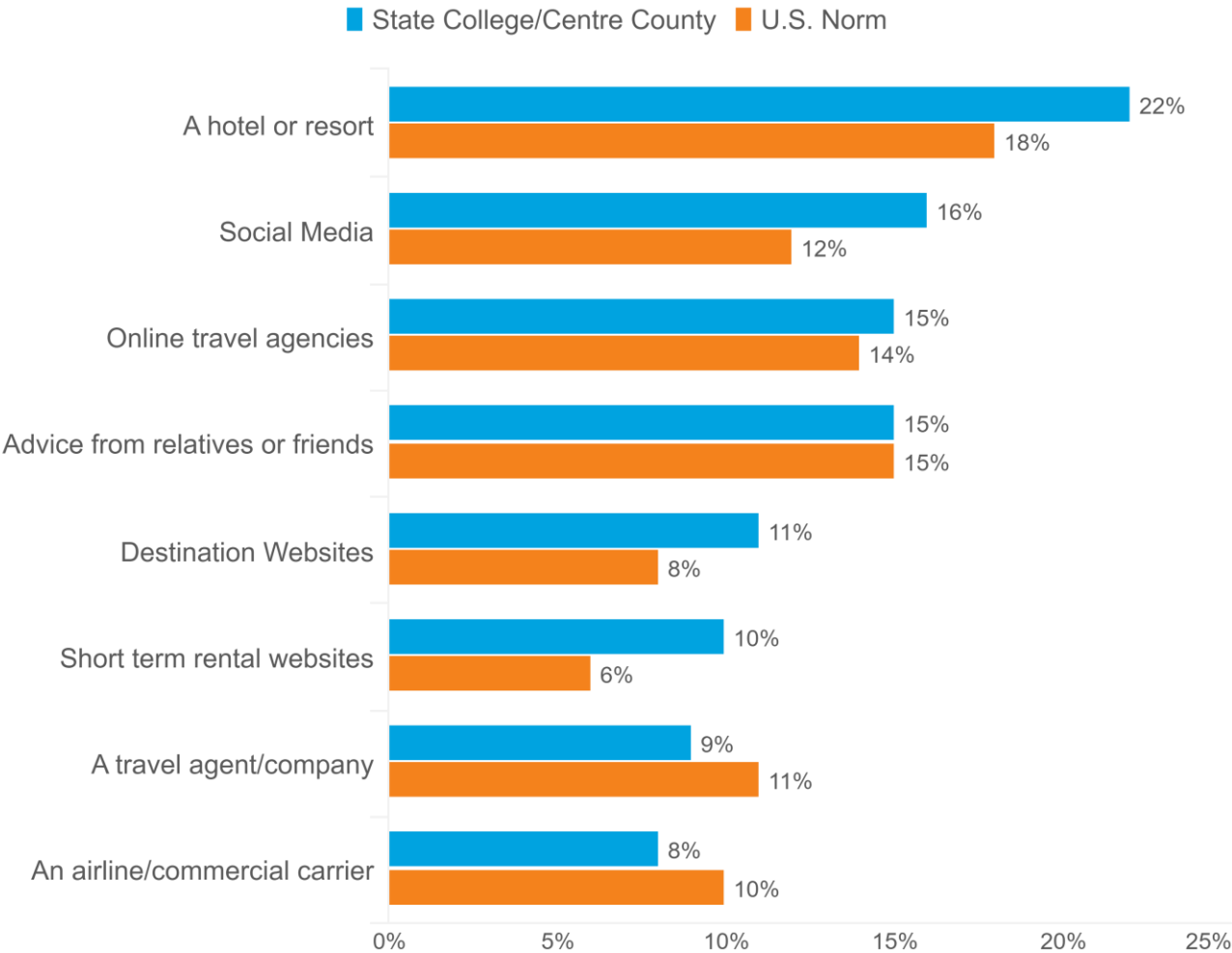
### Transportation Used Within Destination (Top 5)



Length of Trip Planning

	State College/Centre County	U.S. Norm
Did not plan anything in advance	12%	14%
More than 1 year in advance	5%	4%
6-12 months	13%	14%
3-5 months	18%	18%
2 months	20%	17%
1 month or less	32%	32%

Trip Planning Information Sources  
(Top 8)

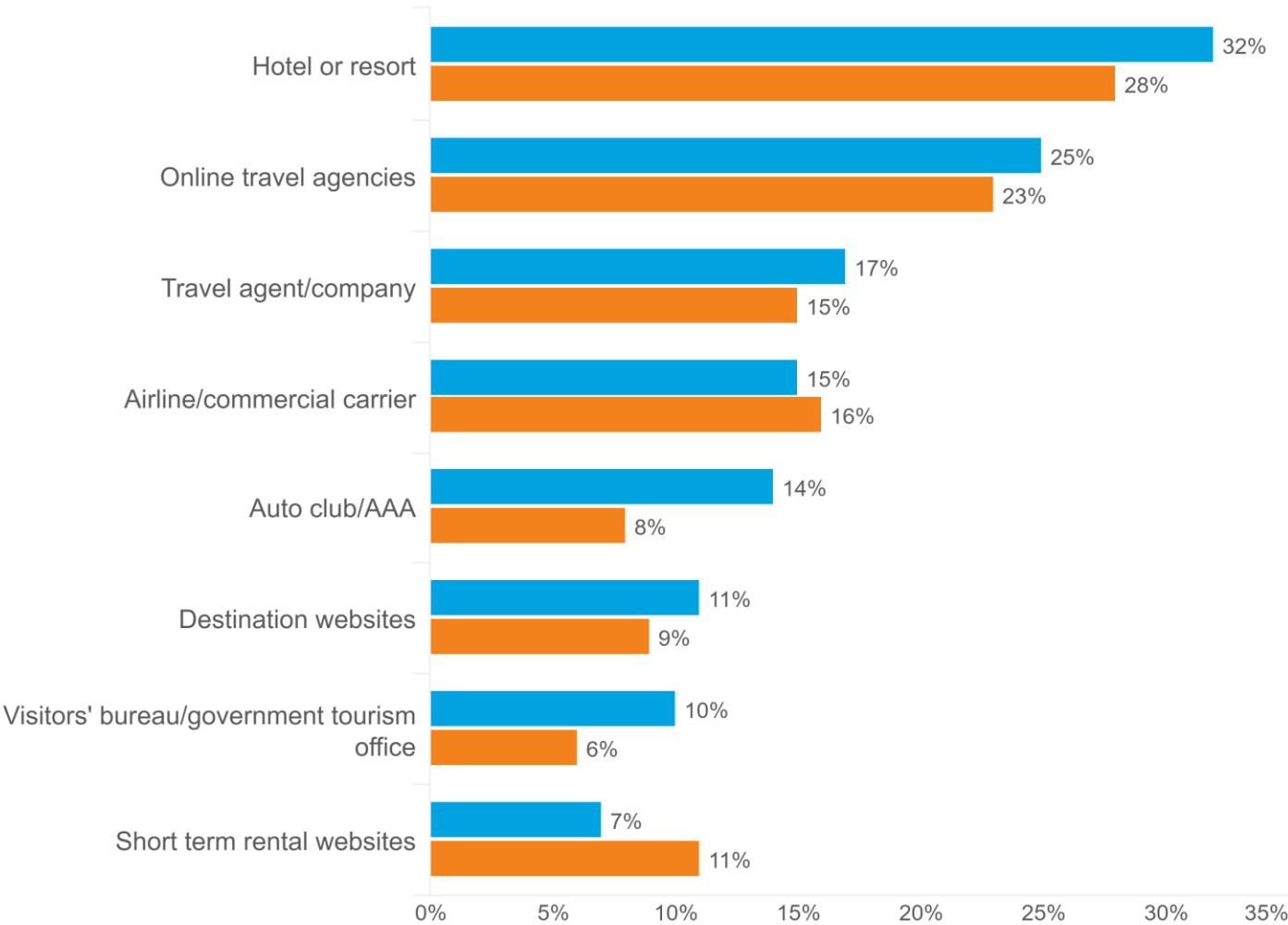


# State College/Centre County's Overnight Trip Characteristics








Base: 2023/2024 Overnight Person-Trips  
\*Low Sample - n < 400\*

## Method of Booking (Top 8)

State College/Centre County U.S. Norm



## Accommodations (Top 7)

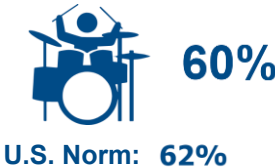
		State College/Centre County	U.S. Norm
	Hotel	43%	44%
	Home of friends / relatives	20%	20%
	Bed & breakfast	13%	7%
	Motel	12%	11%
	Resort hotel	10%	10%
	Own condo / apartment / cabin / second home	9%	4%
	Rented home / condo / apartment	8%	7%

Activity Groupings

Outdoor Activities



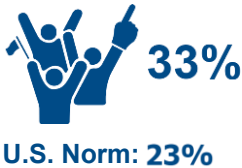
Entertainment Activities



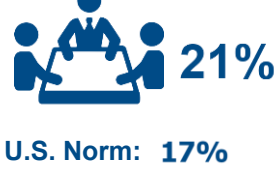
Cultural Activities



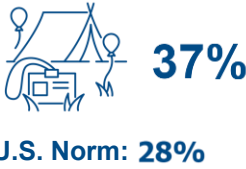
Sporting Activities













Business Activities



Other Activities



Activities and Experiences  
(Top 10)

	State College/Centre County	U.S. Norm
 Shopping	22%	26%
 Bar/nightclub	17%	16%
 Sightseeing	15%	20%
 Local parks/playgrounds	15%	10%
 Hiking/backpacking	14%	8%
 Swimming	14%	14%
 Museum	13%	12%
 Landmark/historic site	13%	13%
 Attending celebration	12%	14%
 Attended/participated in a sports event for teenagers	11%	6%



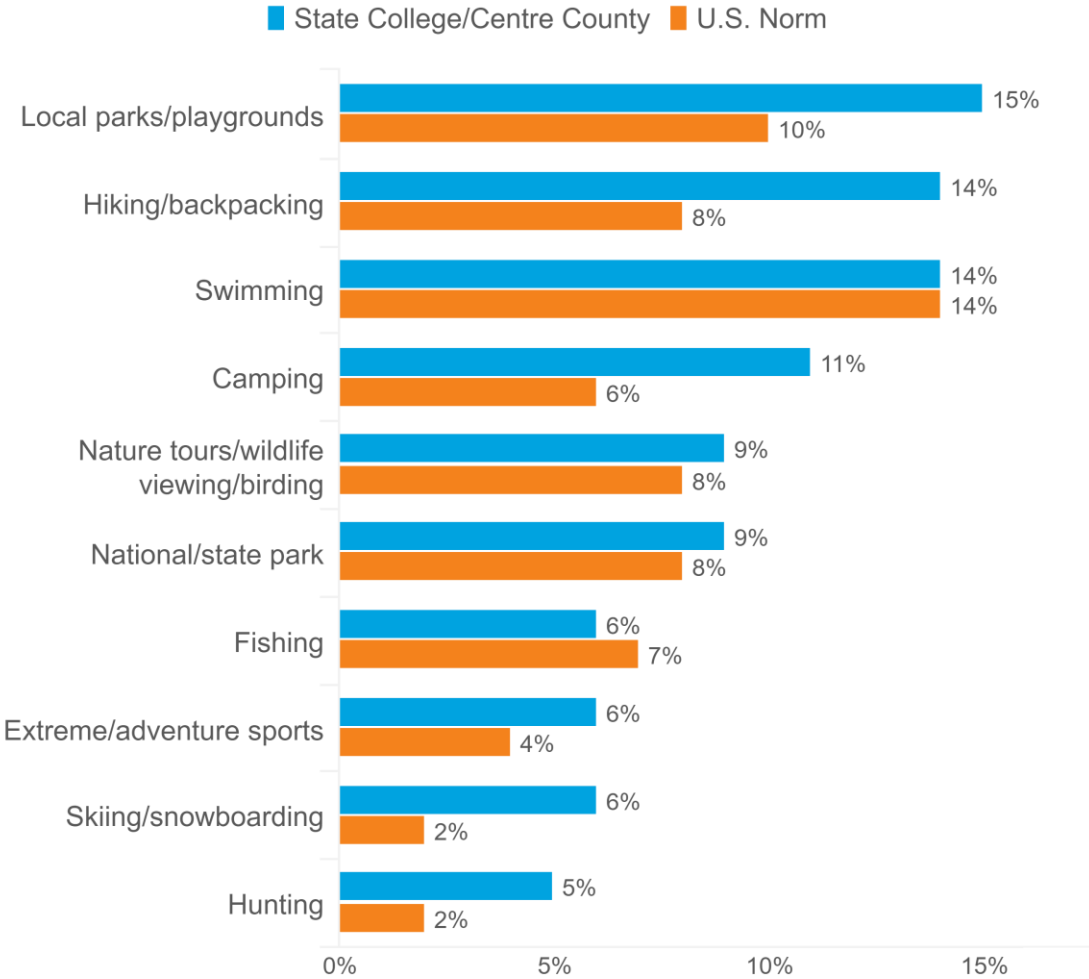


Outdoor Activities

State College/Centre  
County  
55%

U.S. Norm  
49%

Outdoor Activities  
(Top 10)



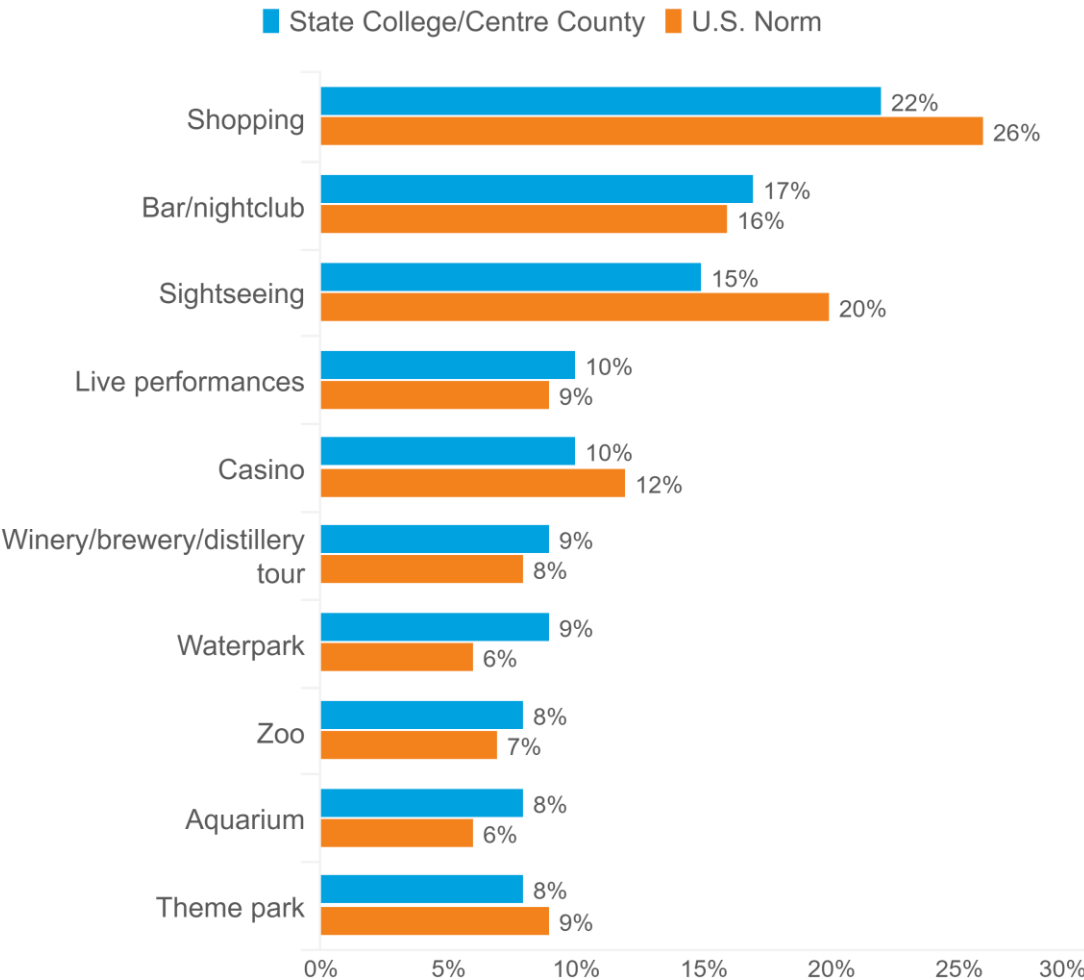


Entertainment Activities

State College/Centre  
County  
60%

U.S. Norm  
62%

Entertainment Activities  
(Top 10)



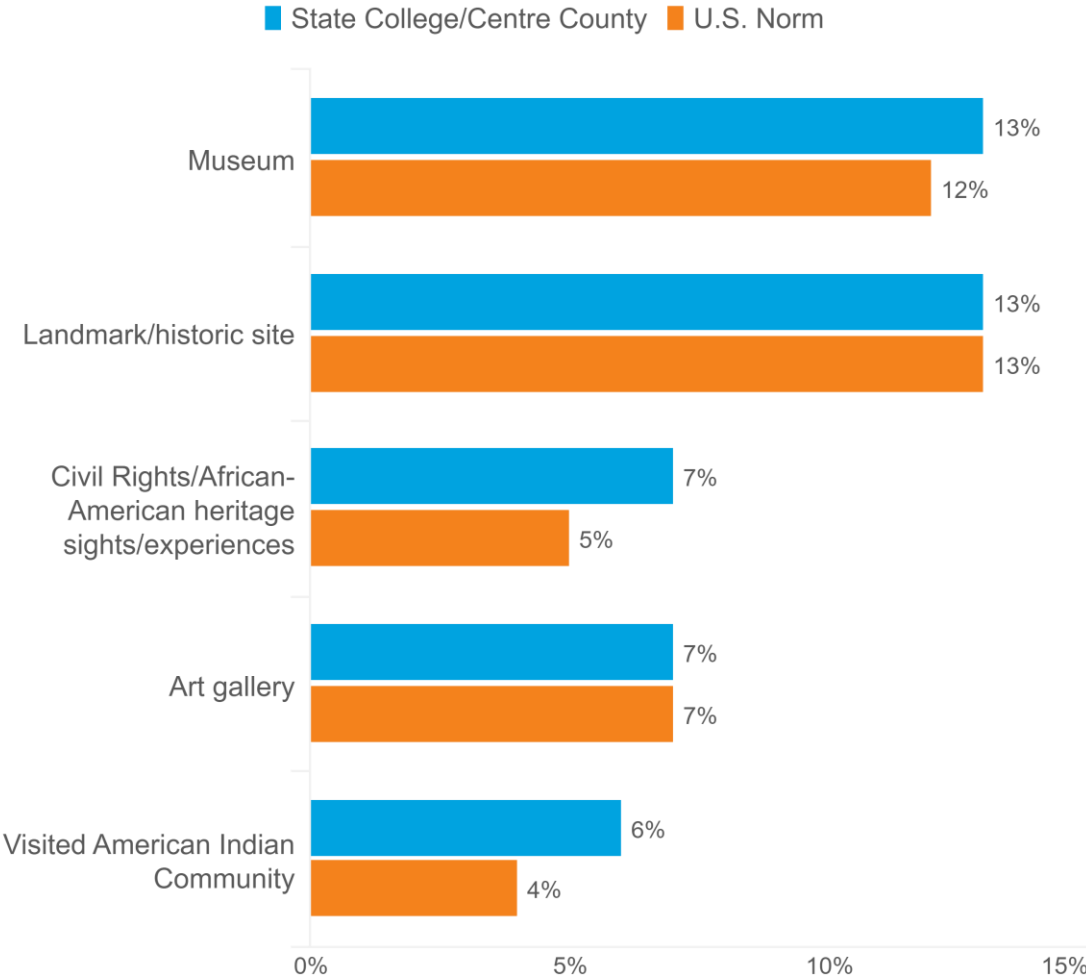


Cultural Activities

State College/Centre  
County  
37%

U.S. Norm  
31%

Cultural Activities



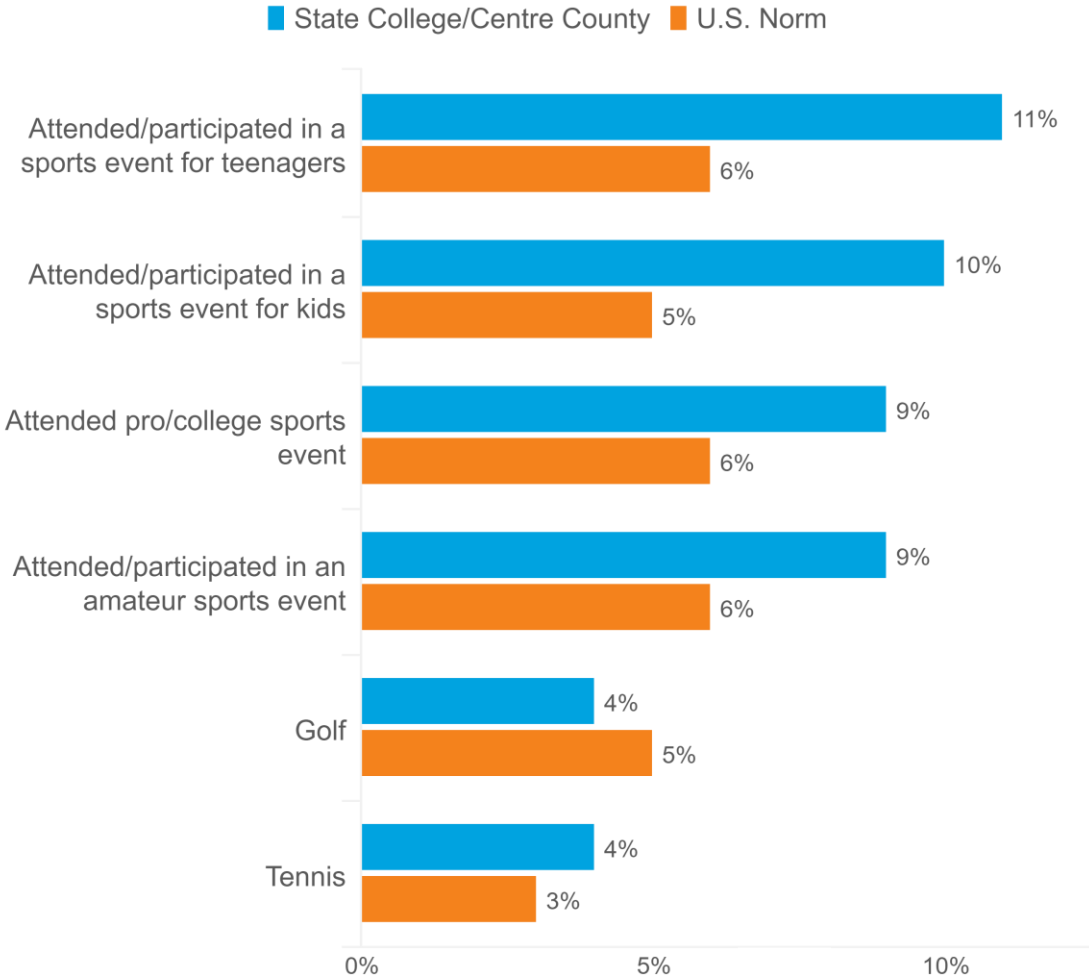


Sporting Activities

State College/Centre  
County  
33%

U.S. Norm  
23%

Sporting Activities



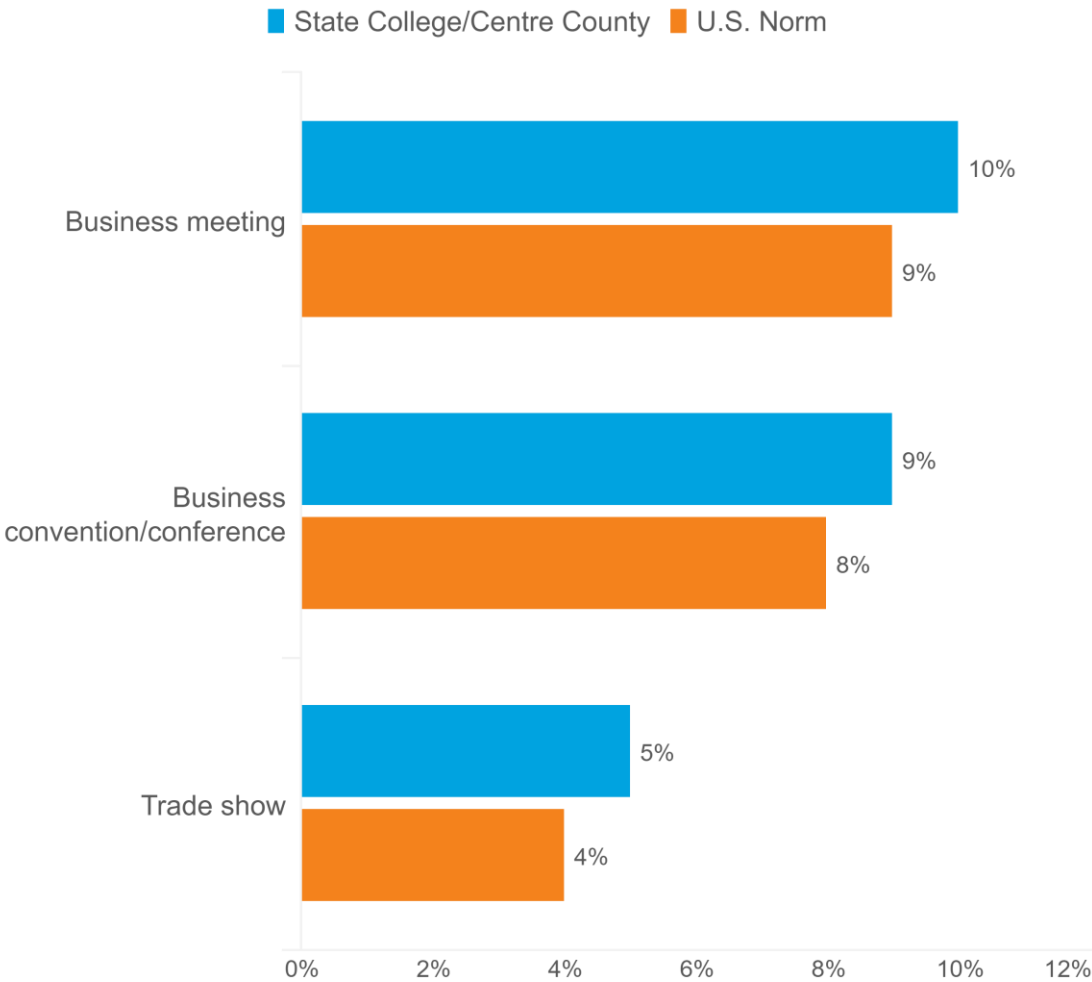


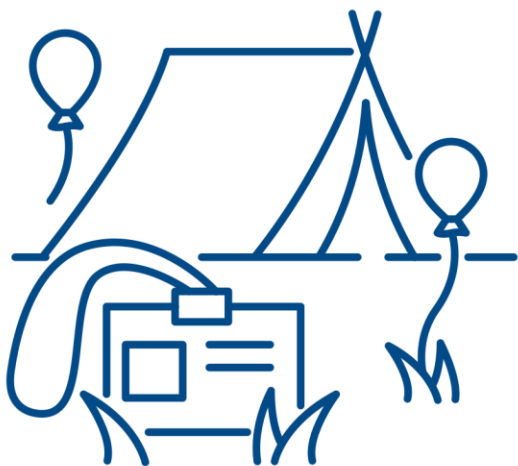
Business Activities

State College/Centre  
County  
21%

U.S. Norm  
17%

Business Activities



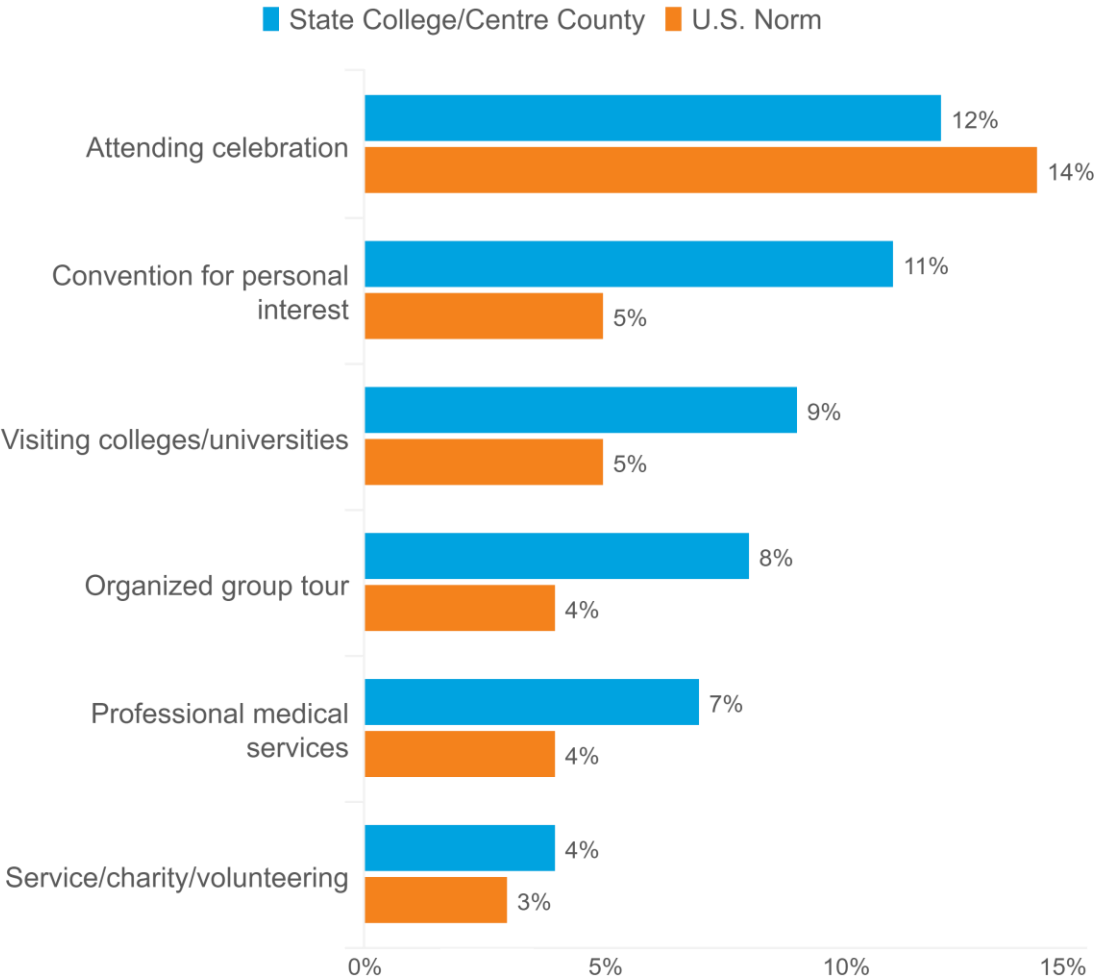


Other Activities

State College/Centre  
County  
37%

U.S. Norm  
28%

Other Activities









Shopping Types on Trip


Base: 2023/2024 Overnight Person-Trips that included Shopping

		State College/Centre County	U.S. Norm
	Shopping at locally owned businesses	64%	48%
	Convenience/grocery shopping	62%	43%
	Big box stores (Walmart, Costco)	32%	30%
	Souvenir shopping	31%	37%
	Outlet/mall shopping	30%	45%
	Antiquing	27%	12%
	Farmers market	21%	17%

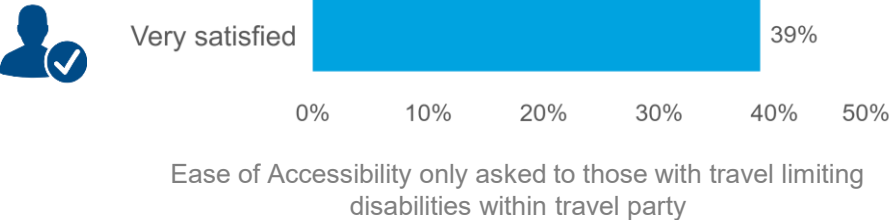
Dining Types on Trip

		State College/Centre County	U.S. Norm
	Casual dining	48%	57%
	Fast food	41%	45%
	Unique/local food	33%	32%
	Carry-out/food delivery service	29%	24%
	Fine/upscale dining	19%	20%
	Picnicking	13%	10%



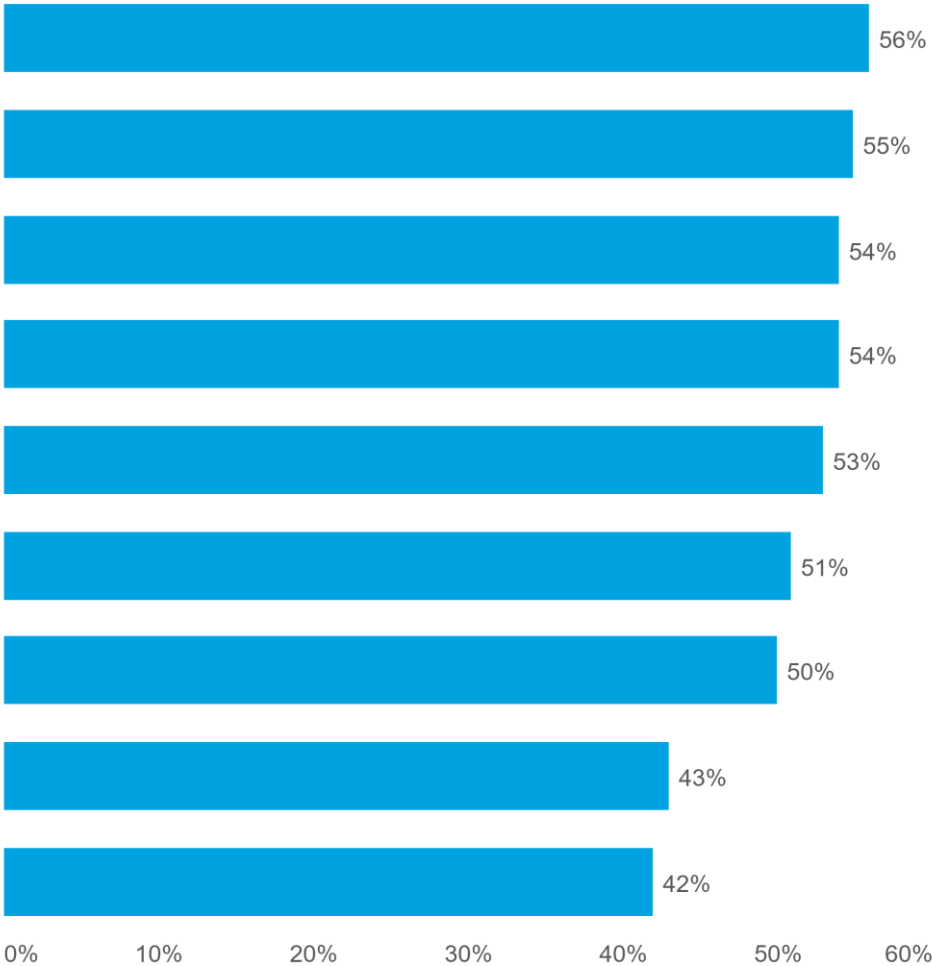
 **68%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

Satisfaction with Ease of Accessibility



-  Safety/security
-  Quality of food
-  Friendliness of people
-  Cleanliness
-  Quality of accommodations
-  Sightseeing/attractions
-  Value for money
-  Public transportation
-  Music/nightlife/entertainment

% Very Satisfied with Trip

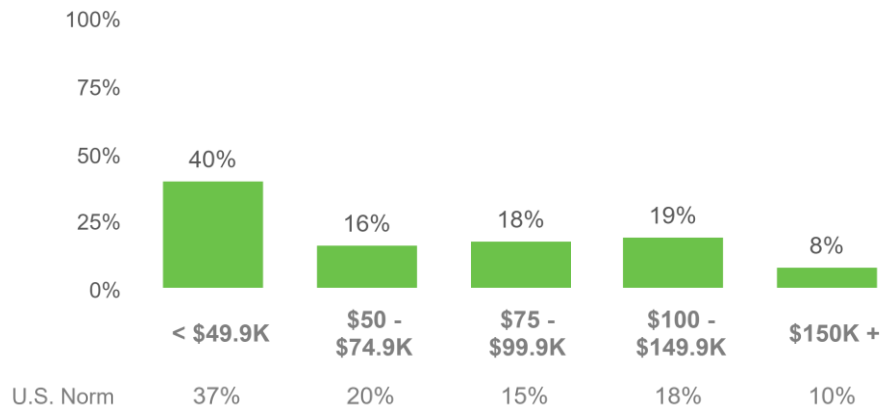


\*Very Satisfied = selected top box on a five-point scale

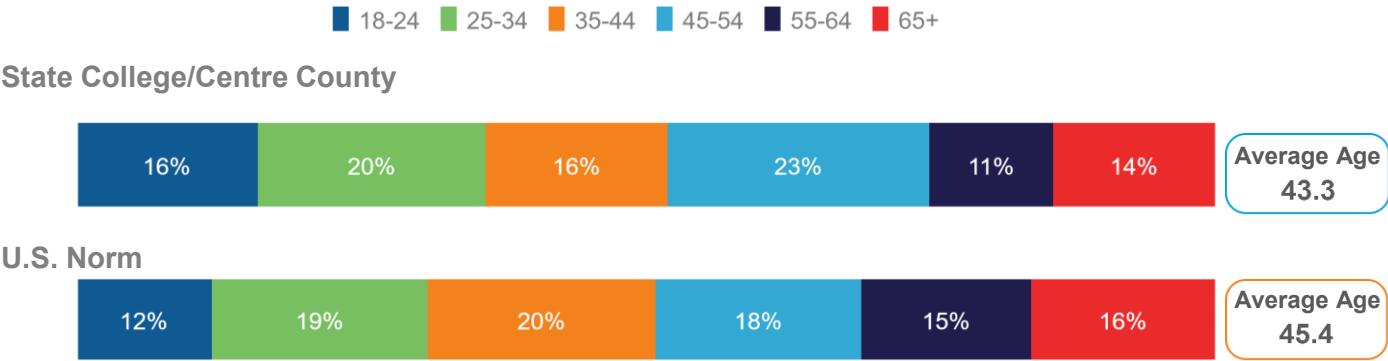
# Demographic Profile of Overnight State College/Centre County Visitors

Base: 2023/2024 Overnight Person-Trips  
\*Low Sample - n < 400\*

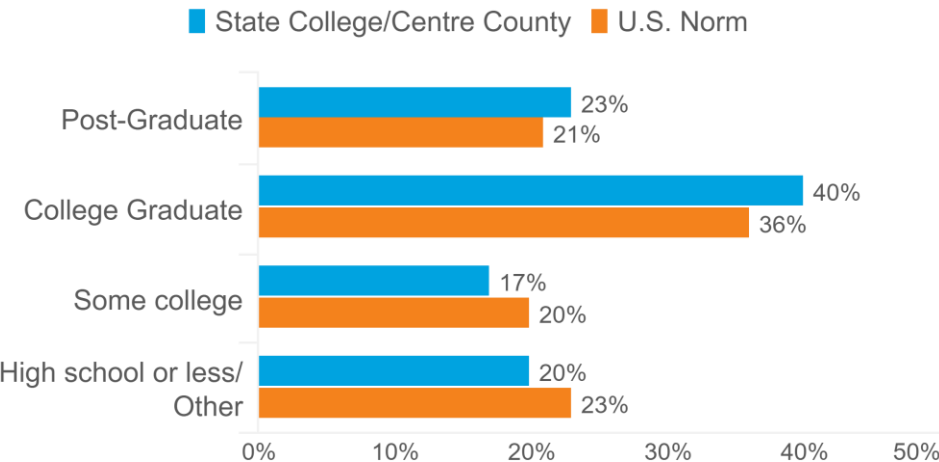
## Household Income



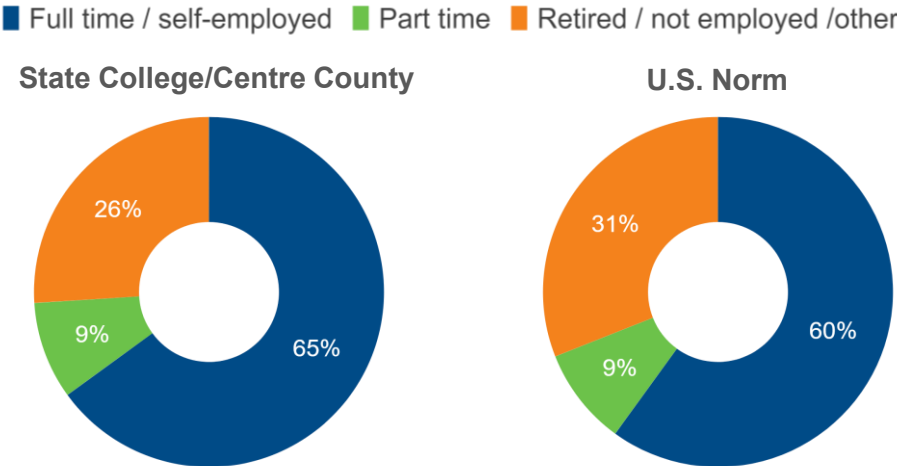
## Age



## Educational Attainment



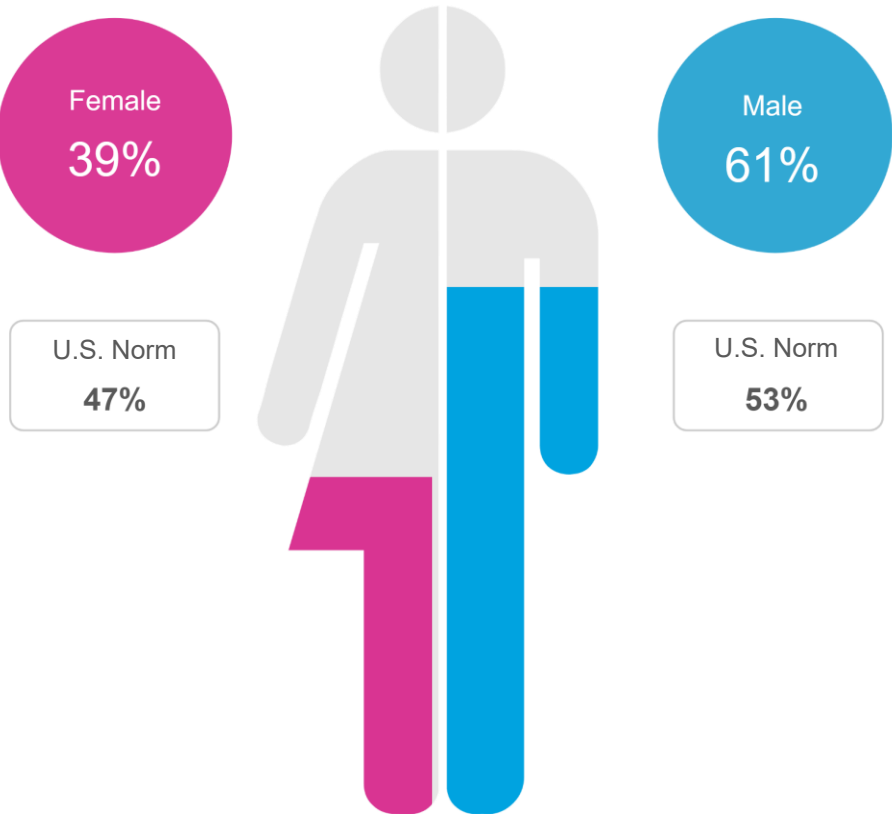
## Employment



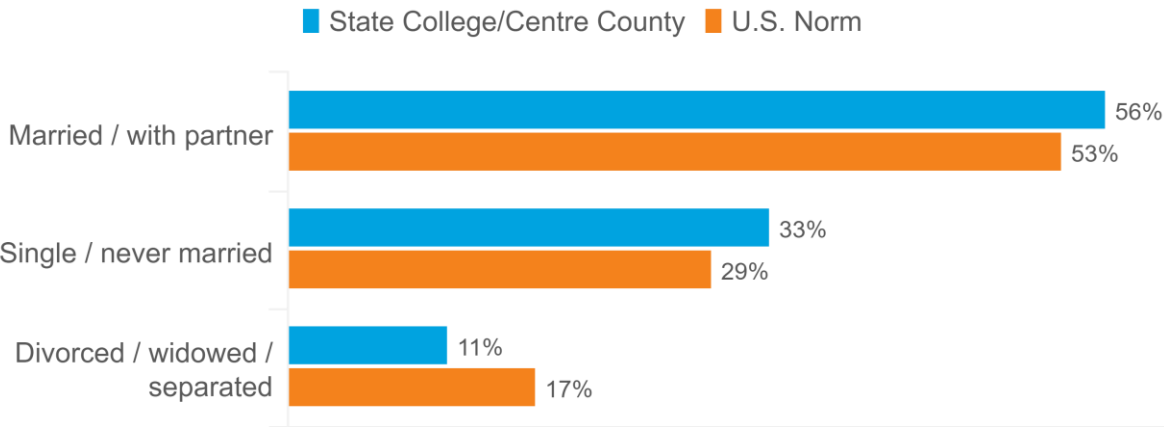
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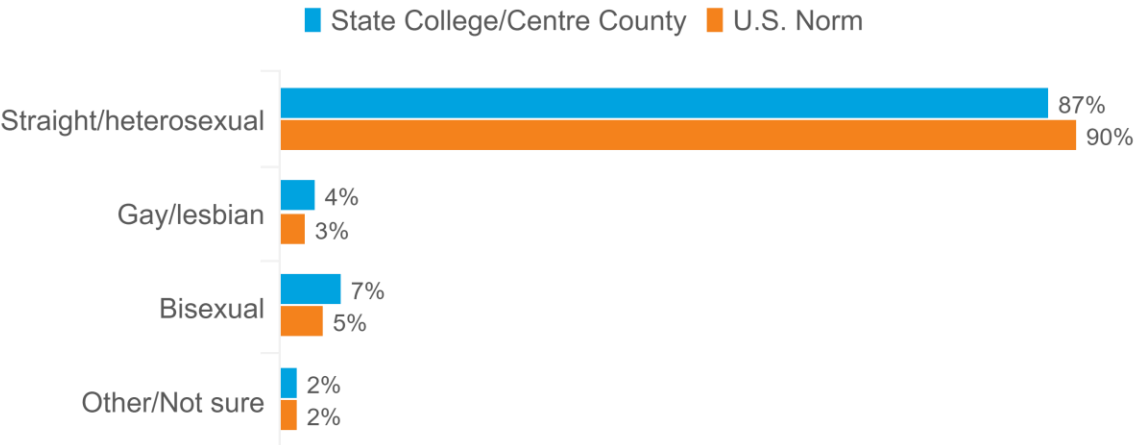
## Gender



## Marital Status



## Sexual Orientation



# Demographic Profile of Overnight State College/Centre County Visitors

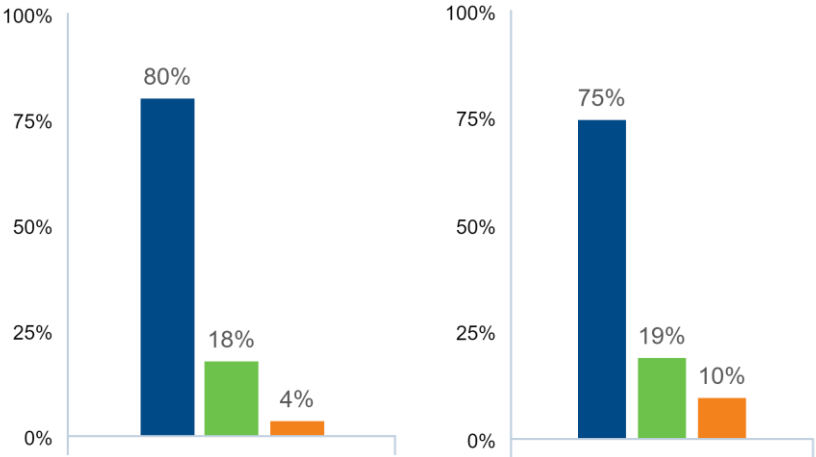
Base: 2023/2024 Overnight Person-Trips  
\*Low Sample - n < 400\*

## Race

White African-American Other

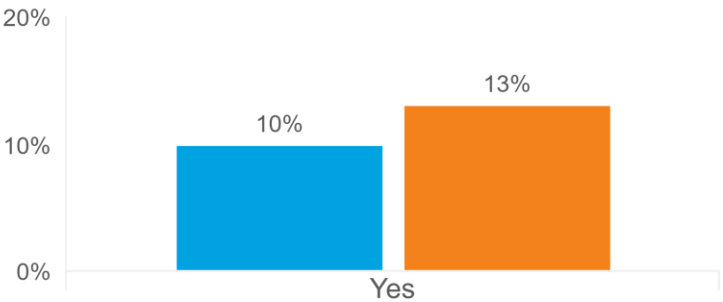
State College/Centre County

U.S. Norm



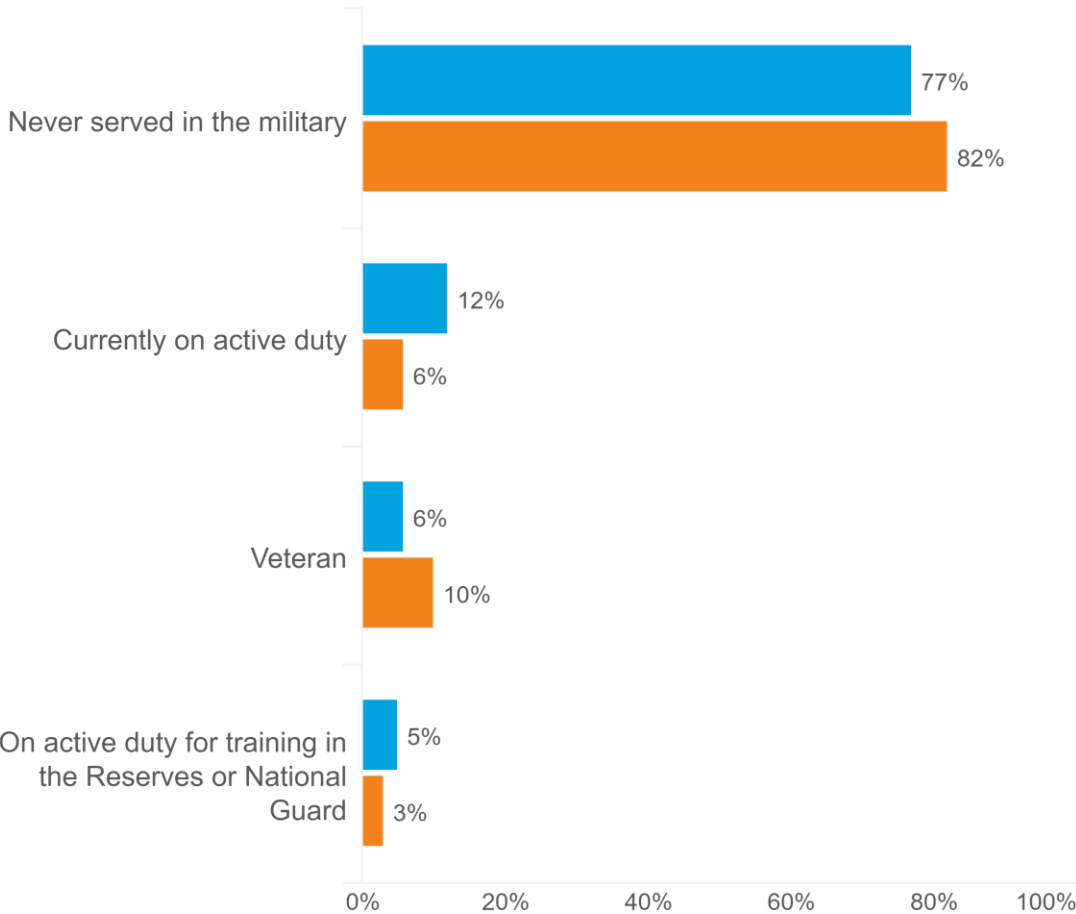
## Hispanic Background

State College/Centre County U.S. Norm



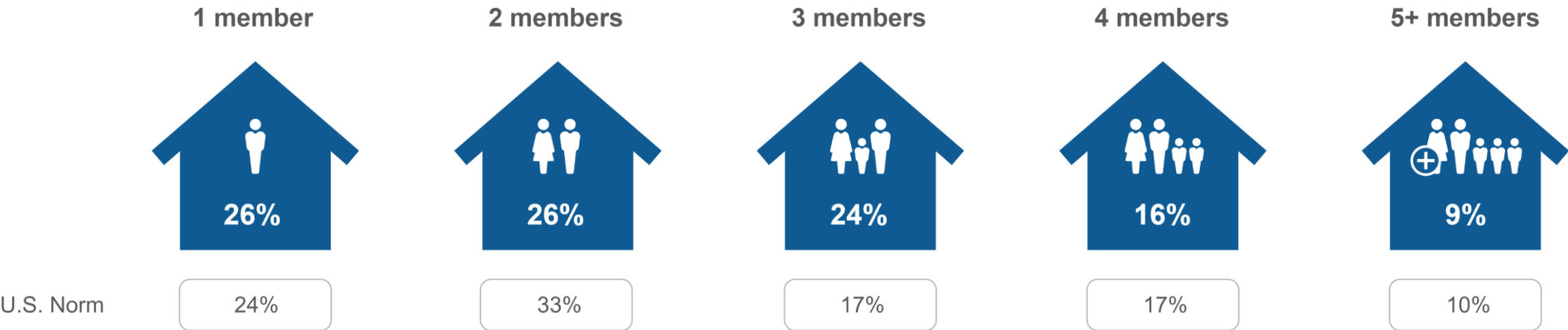
## Military Status

State College/Centre County U.S. Norm

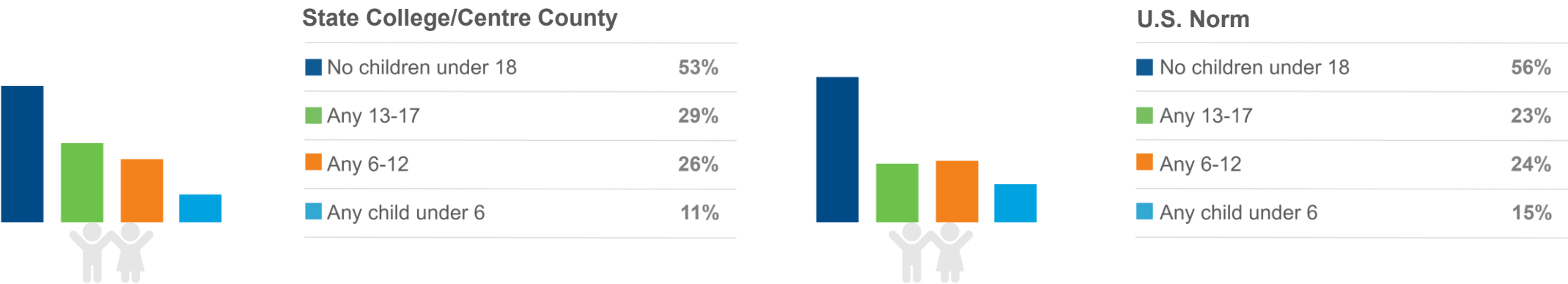


Question added in 2024, data is for 2024 only

## Household Size



## Children in Household







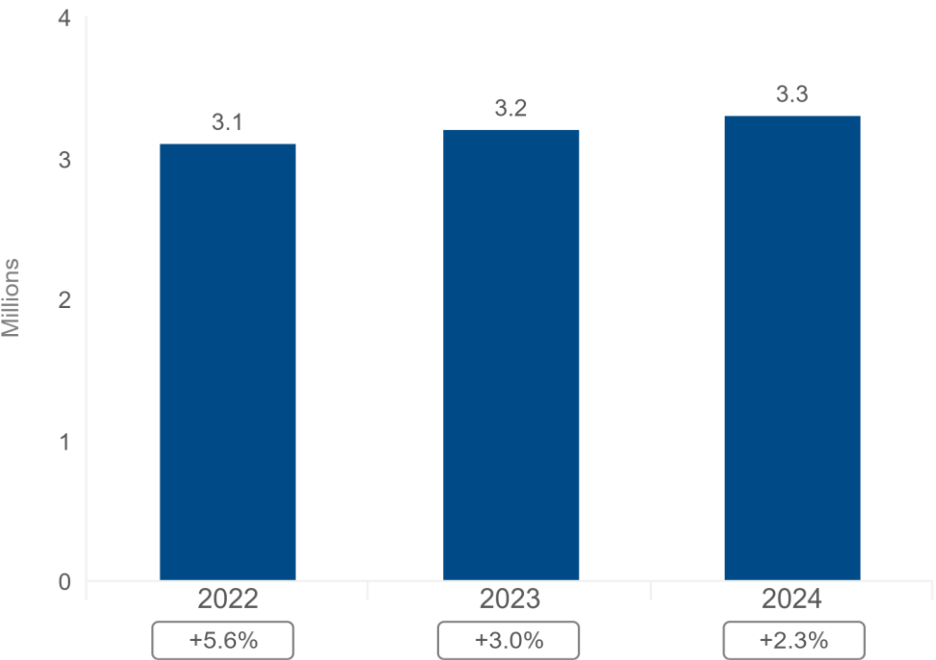
# Travel USA Visitor Profile

## Day Visitation



2024

Day Trips to State College/Centre County



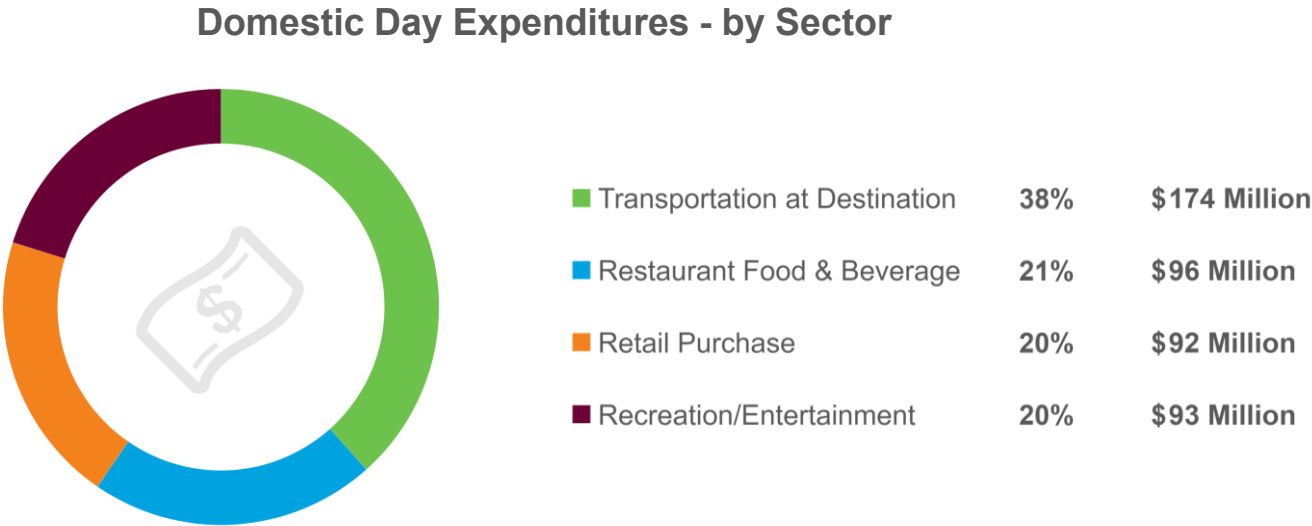
Size of State College/Centre County Day Travel Market – Adults vs. Children

Total Day Person-Trips  
**3.3 Million**

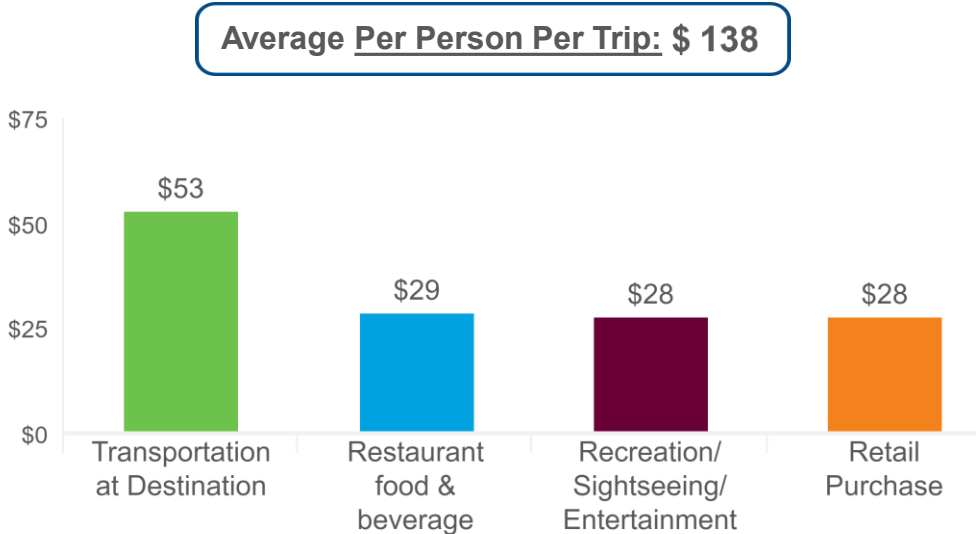


- Adults  
75% 2.5 Million
- Children  
25% 0.8 Million

Total Spending  
**\$ 0.454 Billion**



## Average Per Person Per Trip Expenditures on Domestic Day Trips - by Sector



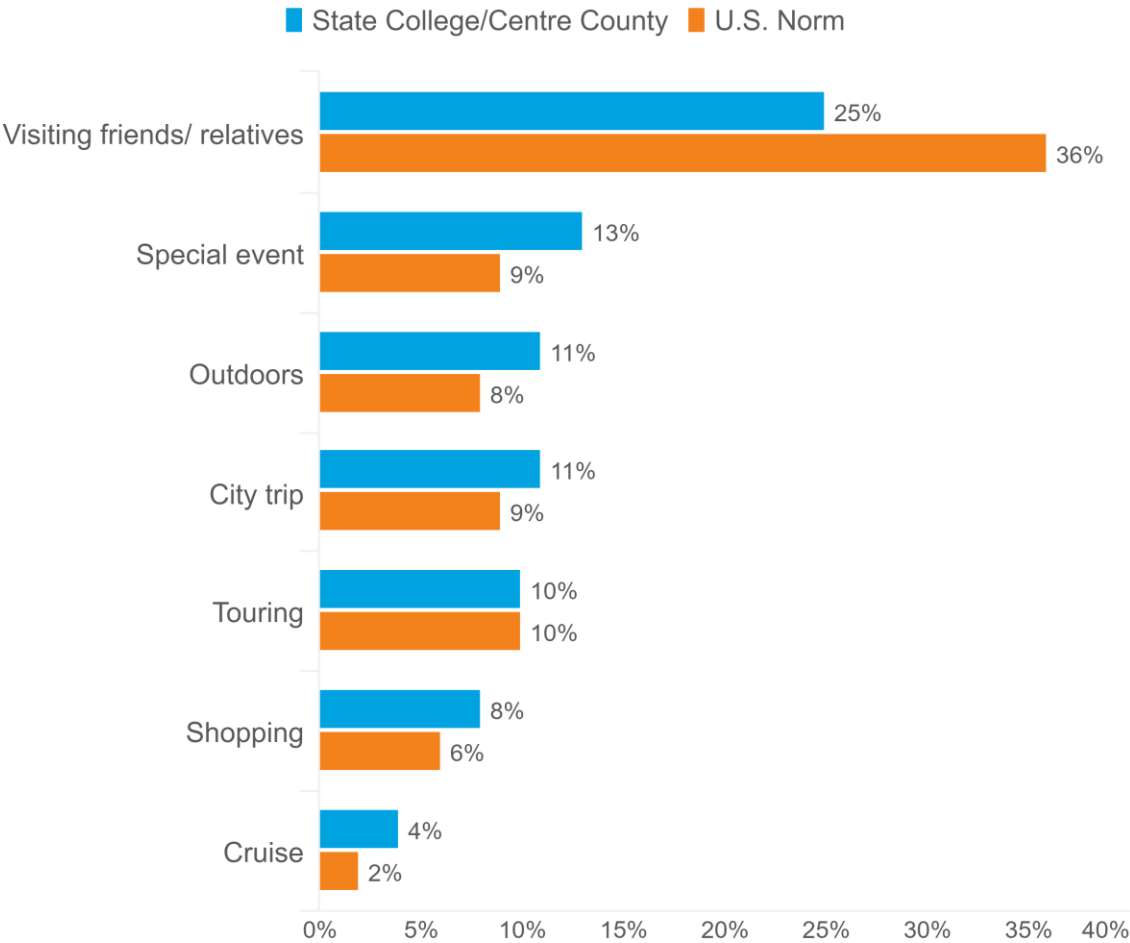


Main Purpose of Trip

2023/2024

Visiting friends/ relatives	25%
Special event	13%
Outdoors	11%
City trip	11%
Touring	10%
Shopping	8%
Cruise	4%
Theme park	4%
Other business trip	3%
Resort	3%
Casino	3%
Conference/ Convention	3%
Business-Leisure	2%

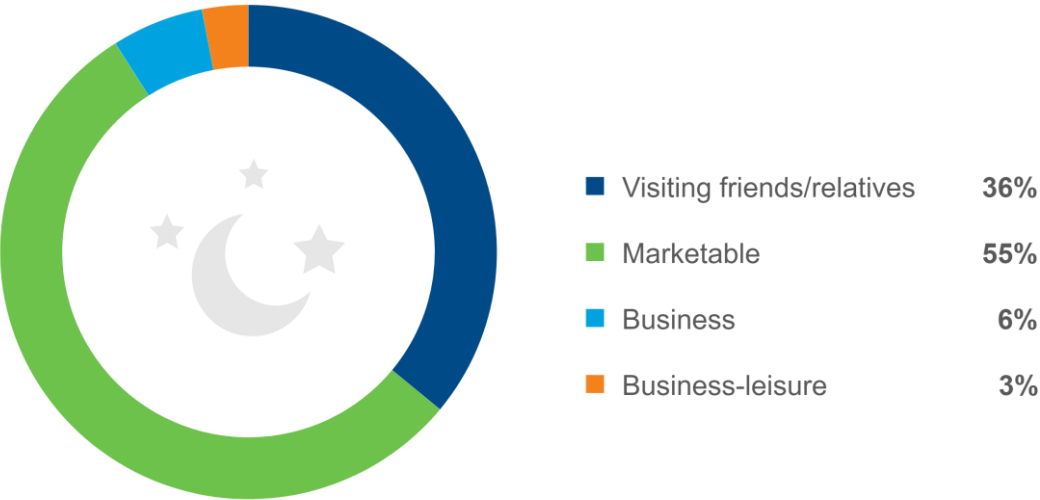
Main Purpose of Leisure Trip  
(Top 7)



## State College/Centre County Day Trips

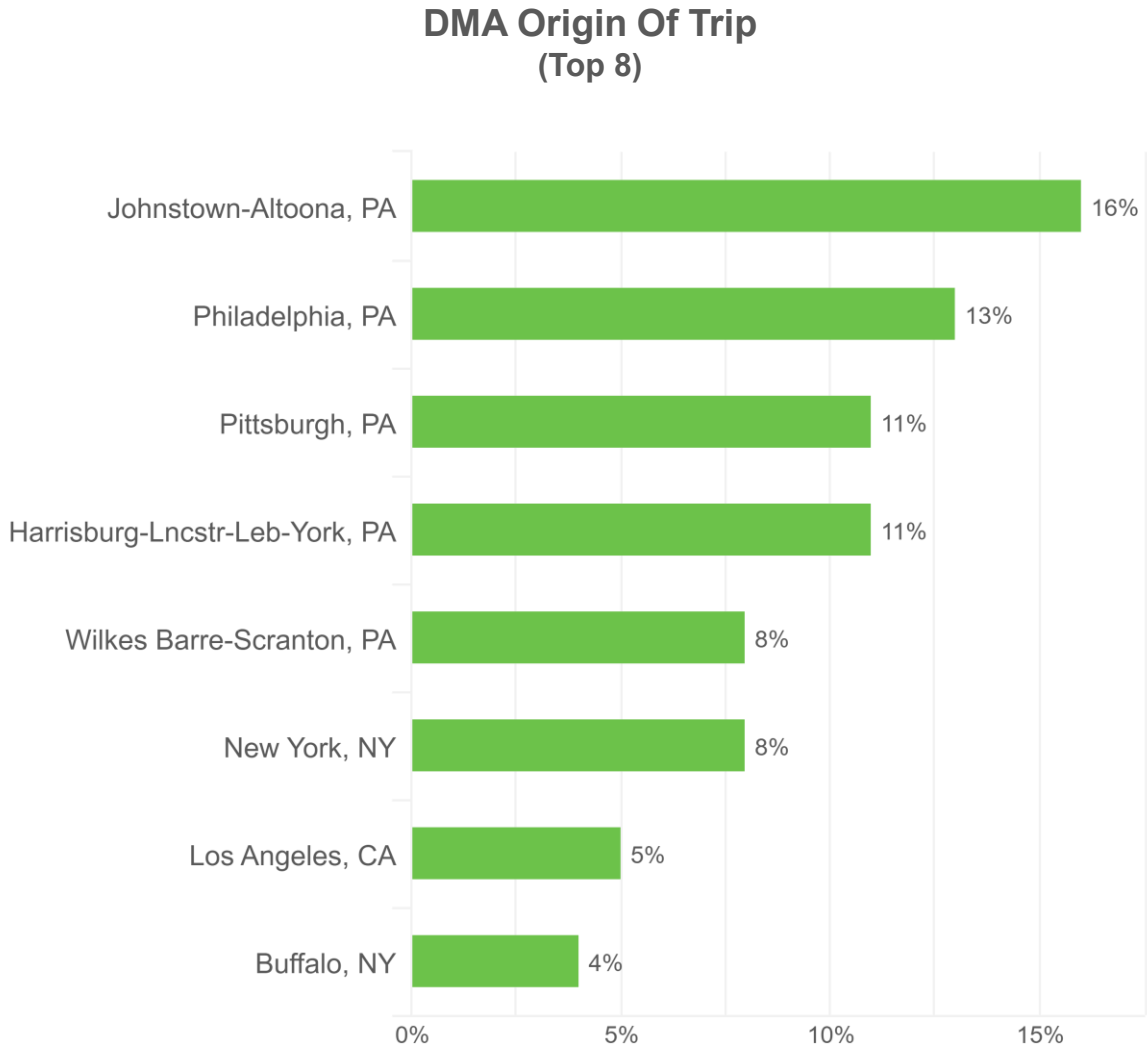
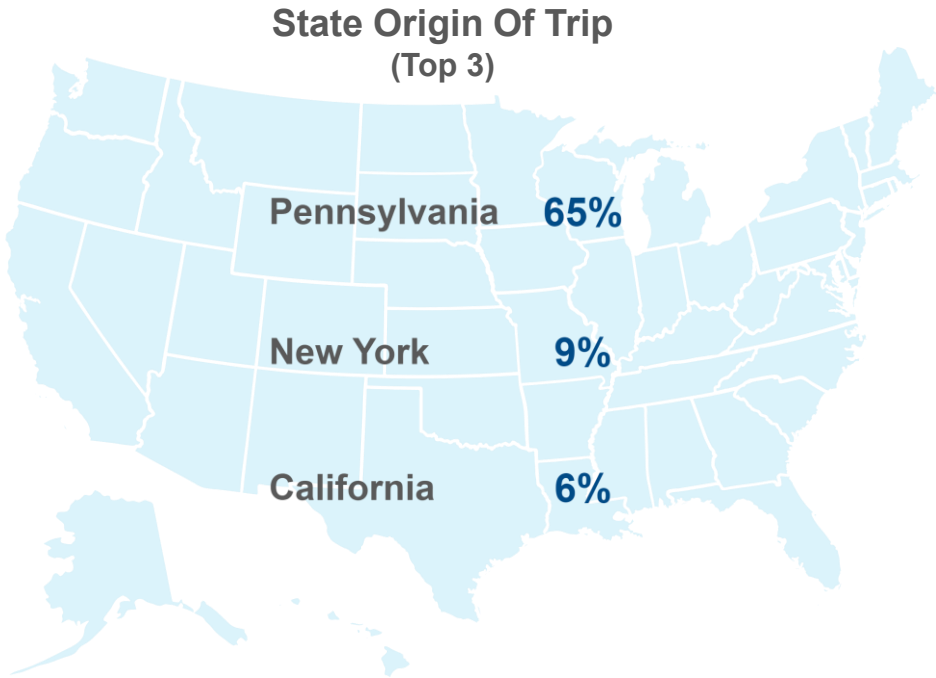


## 2024 U.S. Day Trips



# State College/Centre County's Day Trip Characteristics

Base: 2023/2024 Day Person-Trips



Season of Trip  
Total 2024 Day Person-Trips

## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

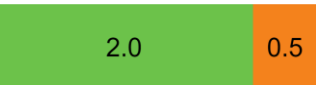
### State College/Centre County



Average number of people

Total  
**2.4**

### U.S. Norm



Average number of people

Total  
**2.5**

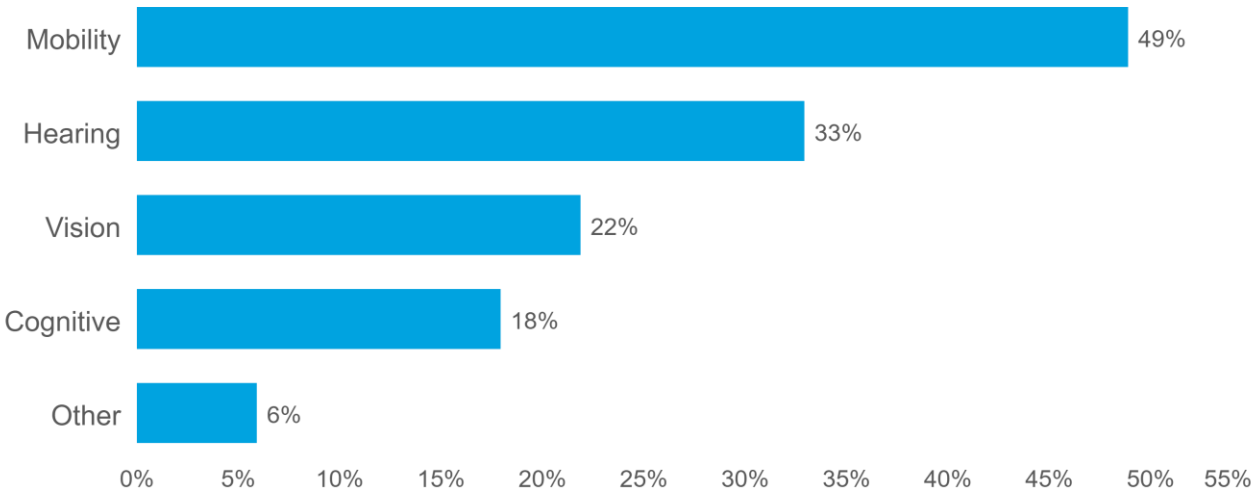


**22%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only

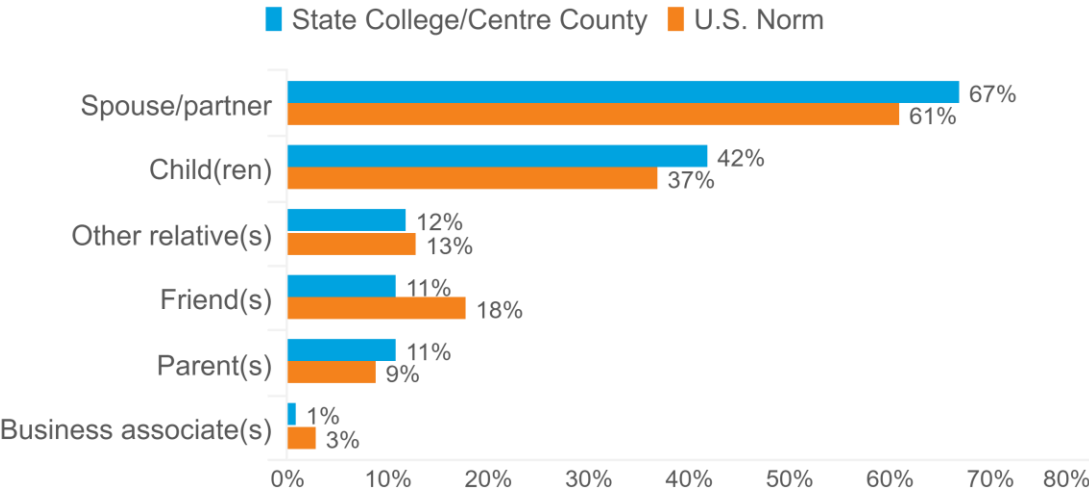


**28%** of trips only had one person in the travel party

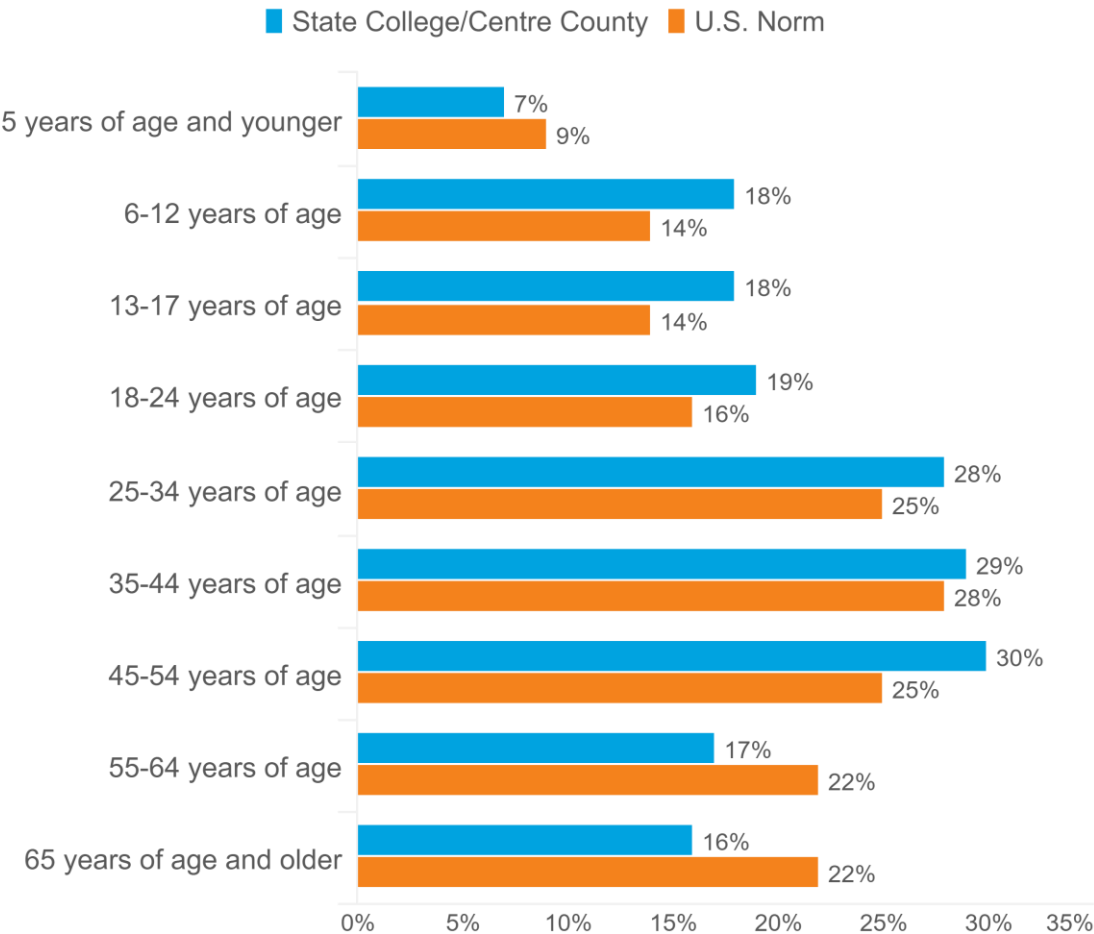
U.S. Norm: 27%

## Composition of Immediate Travel Party

Base: 2023/2024 Day Person-Trips that included more than one person  
\*Child(ren) is based on the relationship to the respondent



## Travel Party Age

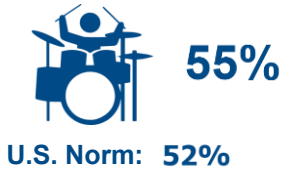


Activity Groupings

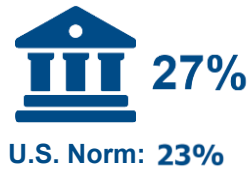
Outdoor Activities



Entertainment Activities



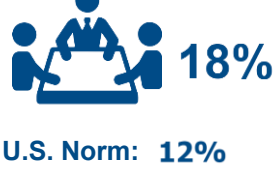
Cultural Activities



Sporting Activities



Business Activities













Other Activities



Activities and Experiences

(Top 10)

		State College/Centre County	U.S. Norm
	Shopping	24%	21%
	Sightseeing	12%	13%
	Landmark/historic site	11%	9%
	Hiking/backpacking	11%	5%
	Business meeting	11%	6%
	Attending celebration	10%	10%
	National/state park	10%	5%
	Nature tours/wildlife viewing/birding	10%	5%
	Attended/participated in a sports event for teenagers	9%	4%
	Museum	9%	8%

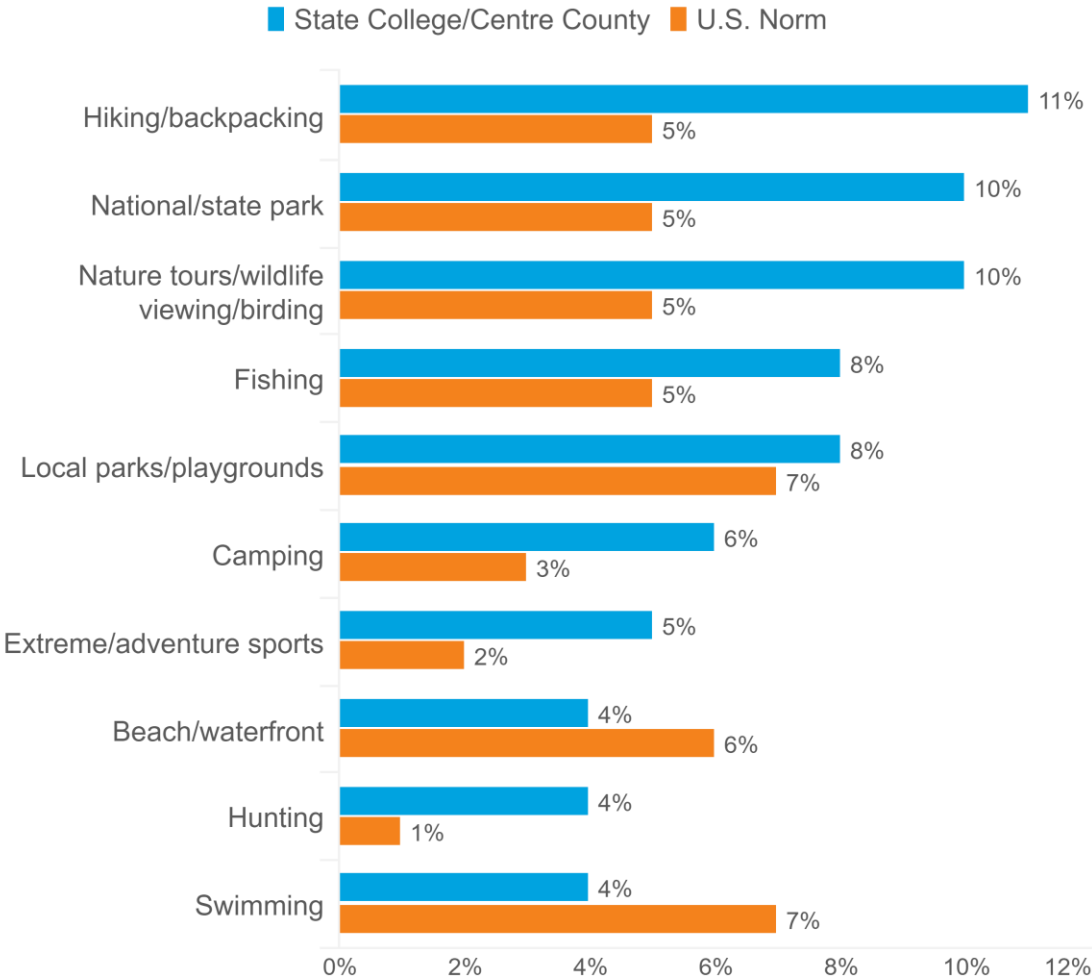


Outdoor Activities

State College/Centre  
County  
42%

U.S. Norm  
35%

Outdoor Activities  
(Top 10)



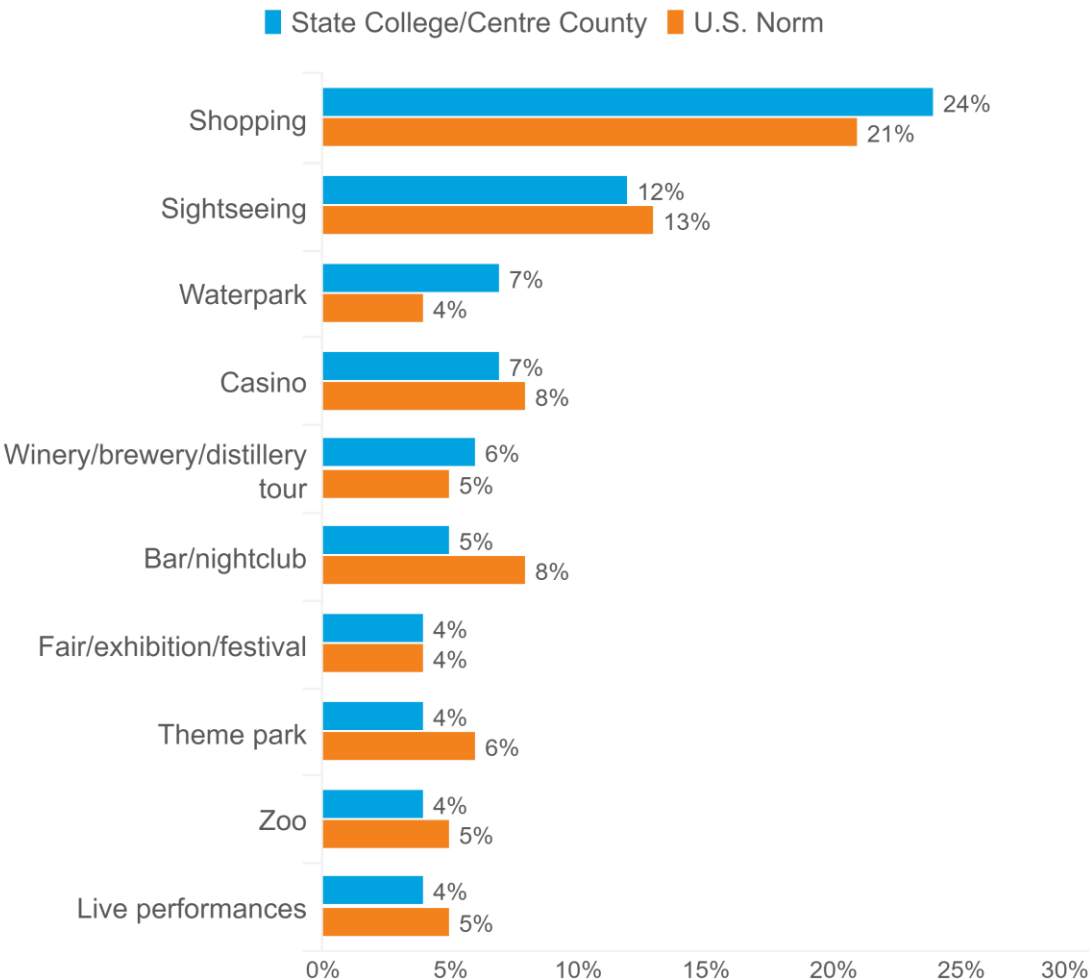


Entertainment Activities

State College/Centre  
County  
55%

U.S. Norm  
52%

Entertainment Activities  
(Top 10)





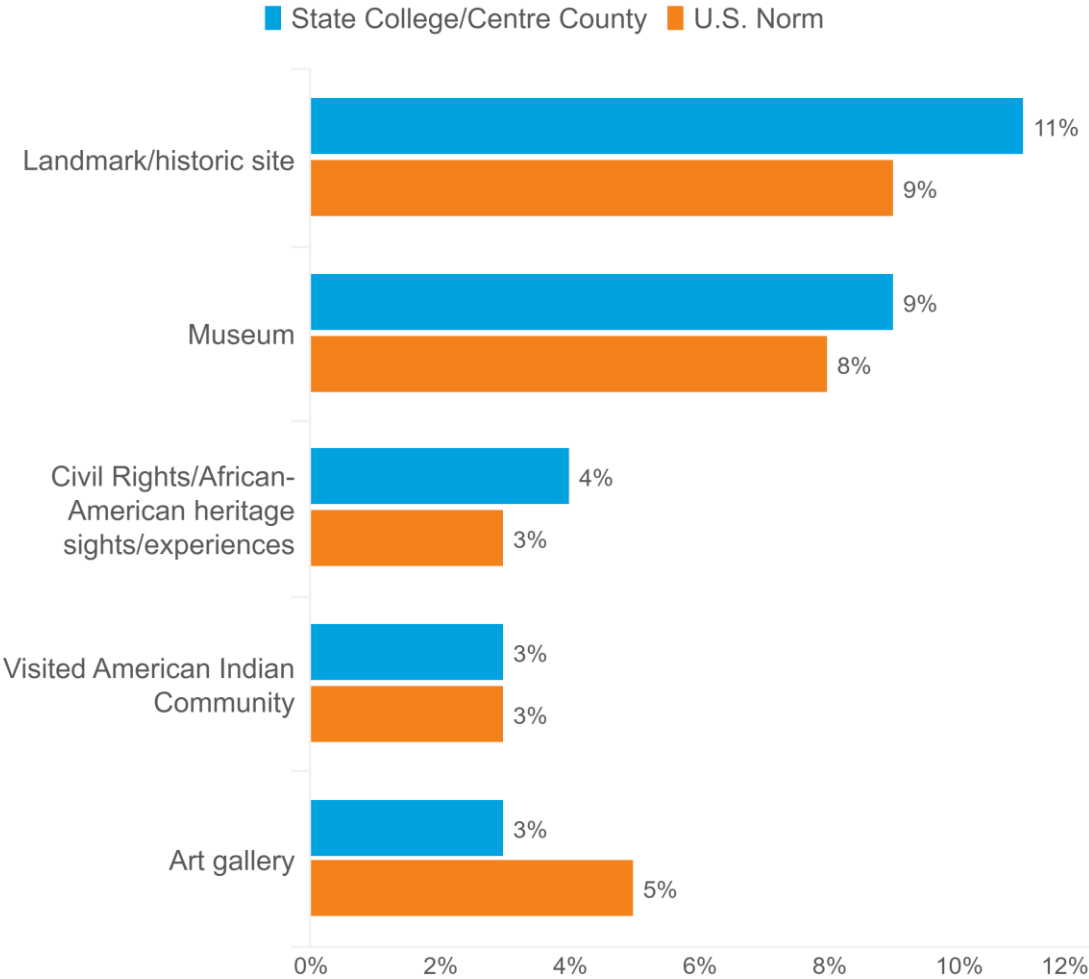


Cultural Activities

State College/Centre  
County  
27%

U.S. Norm  
23%

Cultural Activities



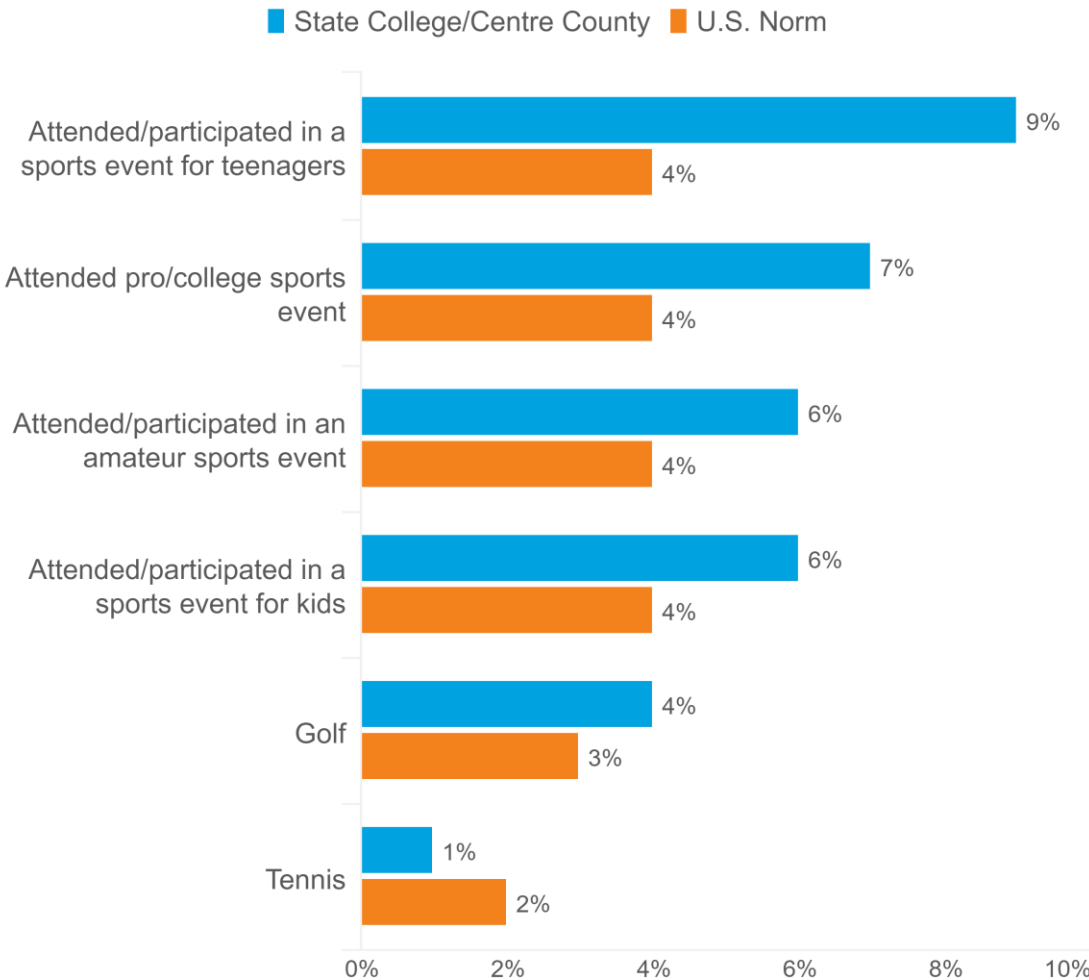


Sporting Activities

State College/Centre  
County  
25%

U.S. Norm  
16%

Sporting Activities



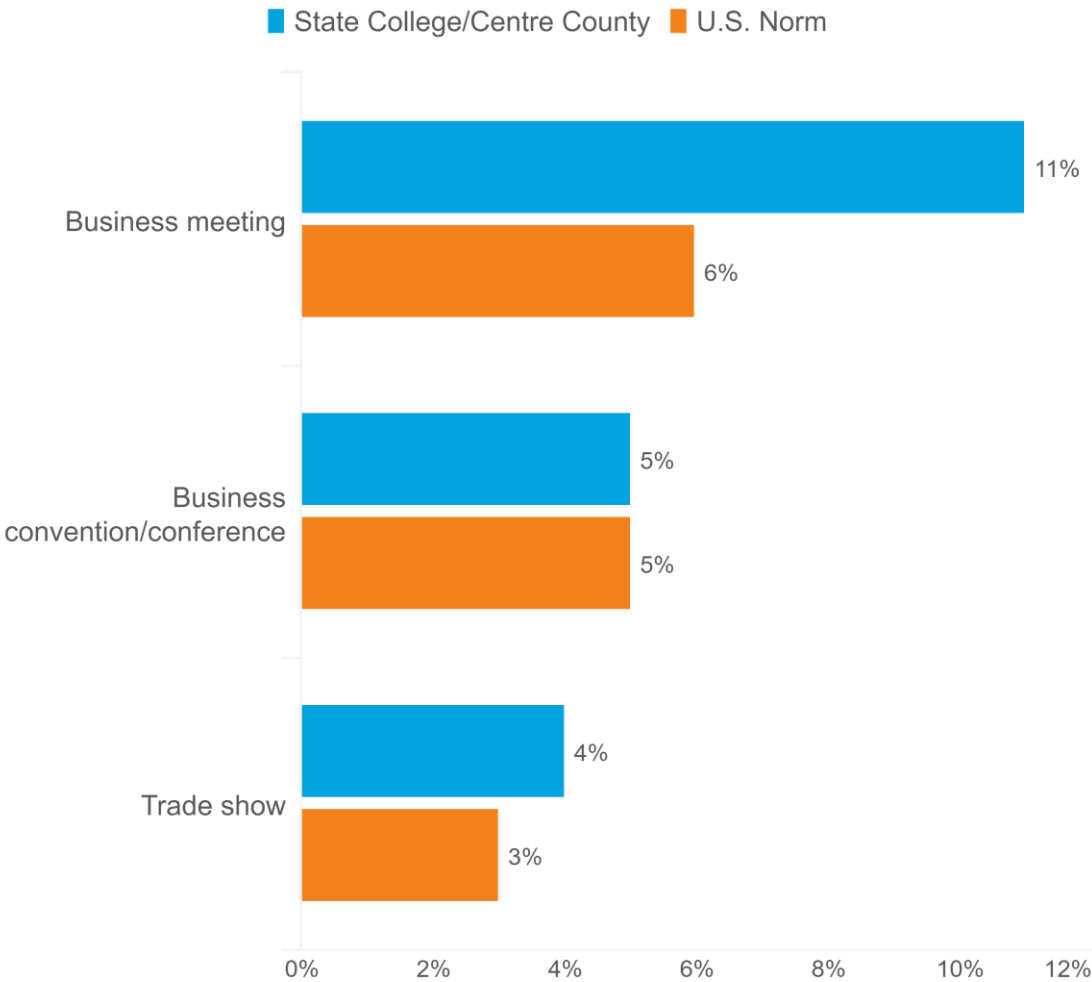


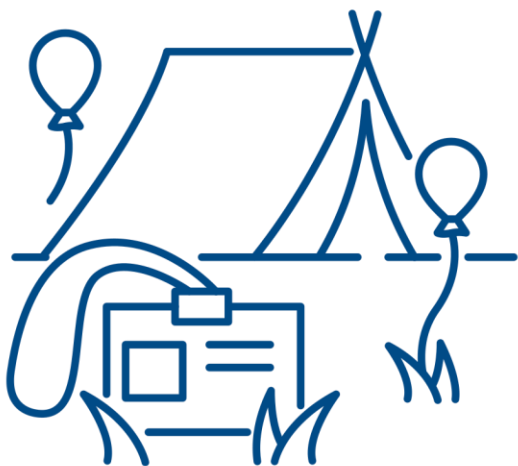
Business Activities

State College/Centre  
County  
18%

U.S. Norm  
12%

Business Activities



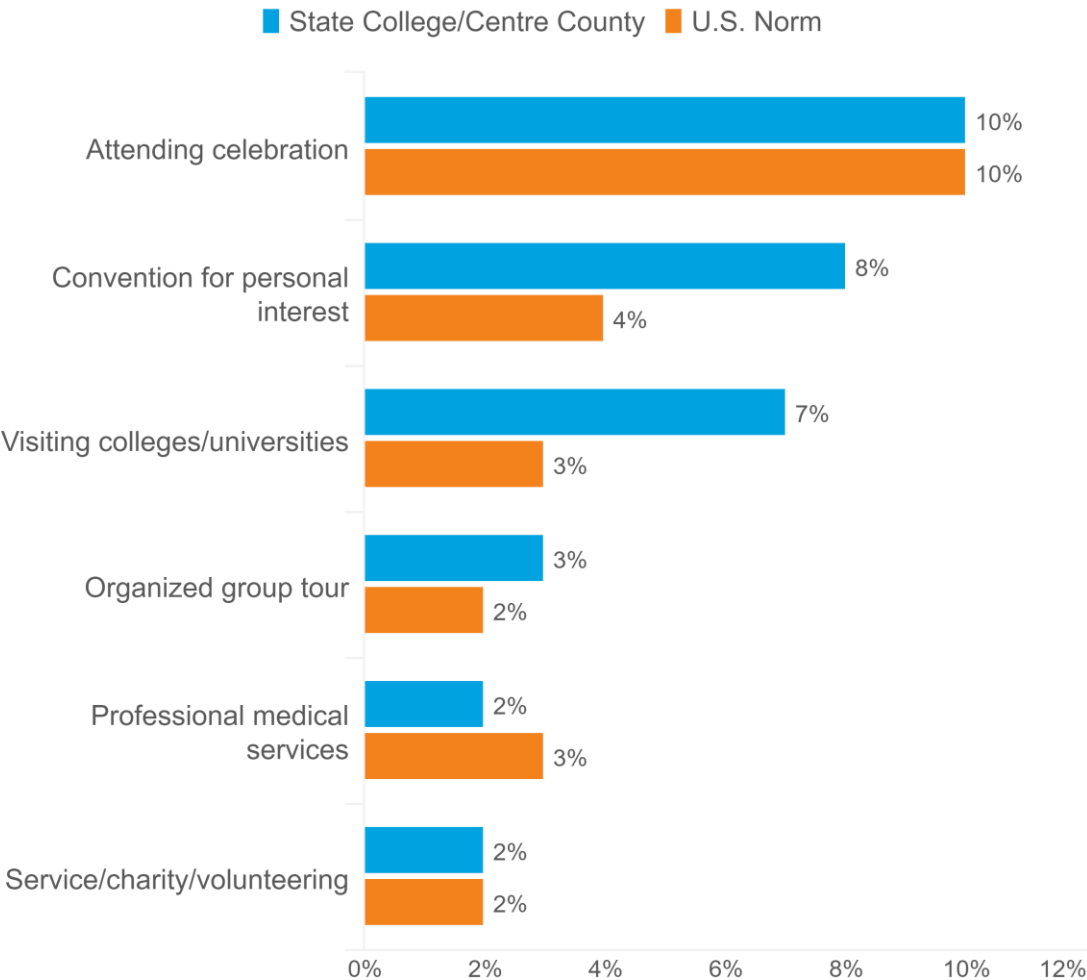


Other Activities

State College/Centre  
County  
29%

U.S. Norm  
21%

Other Activities









Shopping Types on Trip

Base: 2023/2024 Day Person-Trips that included Shopping

		State College/Centre County	U.S. Norm
	Shopping at locally owned businesses	42%	42%
	Outlet/mall shopping	40%	45%
	Convenience/grocery shopping	37%	28%
	Big box stores (Walmart, Costco)	28%	26%
	Farmers market	27%	15%
	Souvenir shopping	17%	25%
	Antiquing	13%	12%

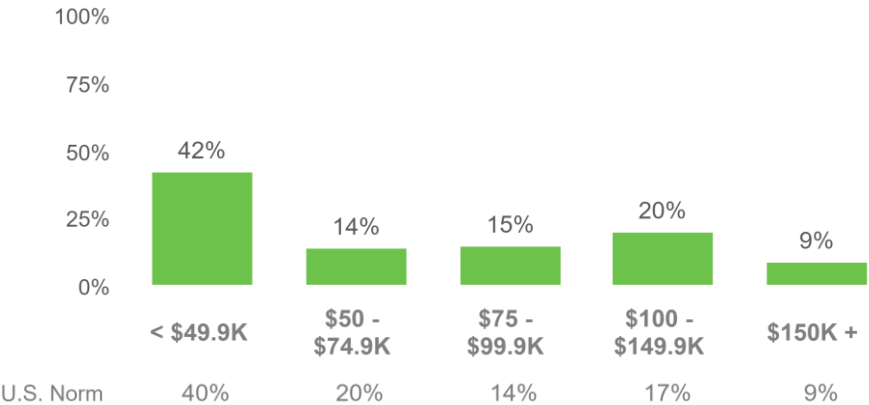
Dining Types on Trip

		State College/Centre County	U.S. Norm
	Fast food	46%	40%
	Casual dining	44%	45%
	Unique/local food	24%	23%
	Carry-out/food delivery service	14%	15%
	Picnicking	14%	9%
	Fine/upscale dining	12%	12%

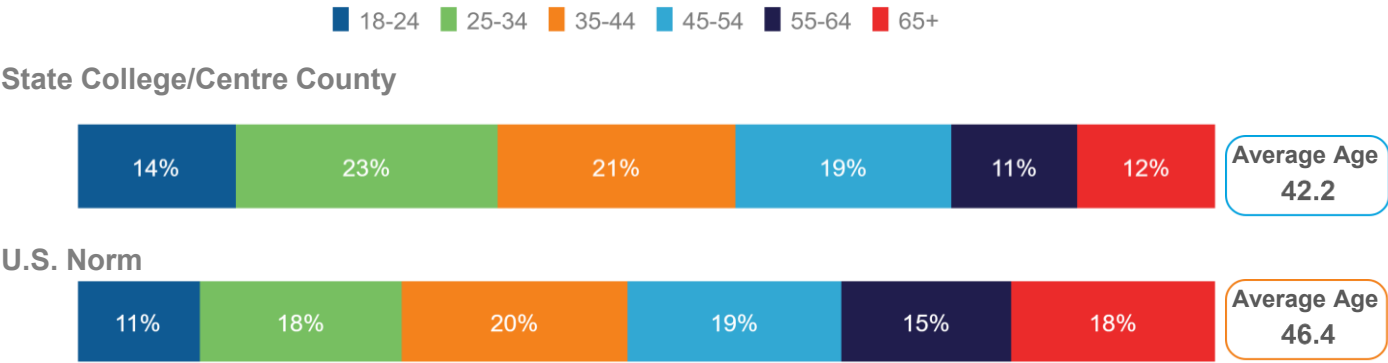
# Demographic Profile of Day State College/Centre County Visitors

Base: 2023/2024 Day Person-Trips

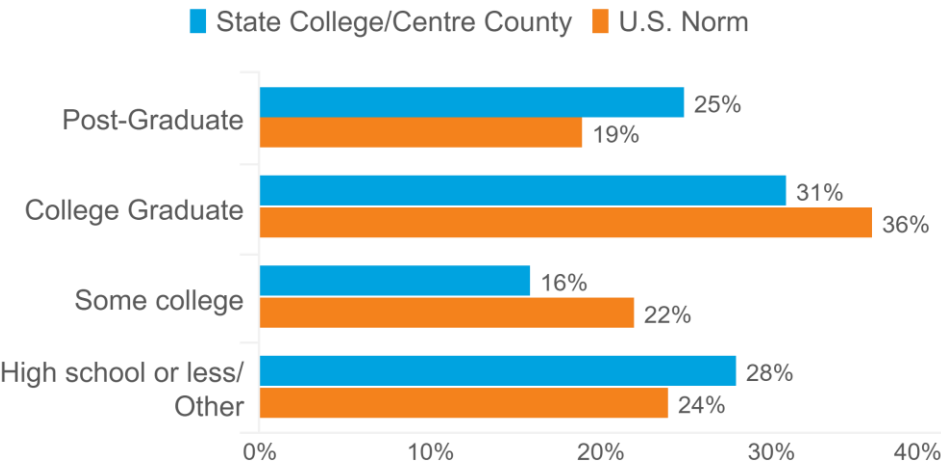
## Household Income



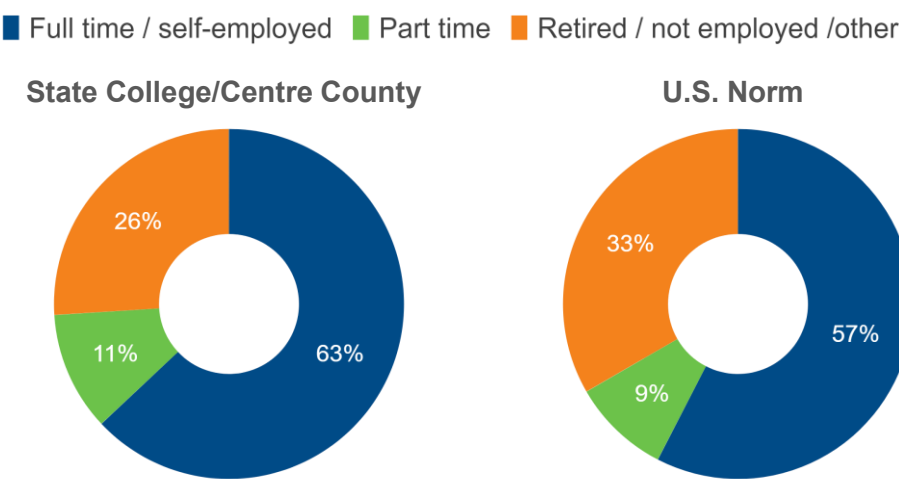
## Age



## Educational Attainment



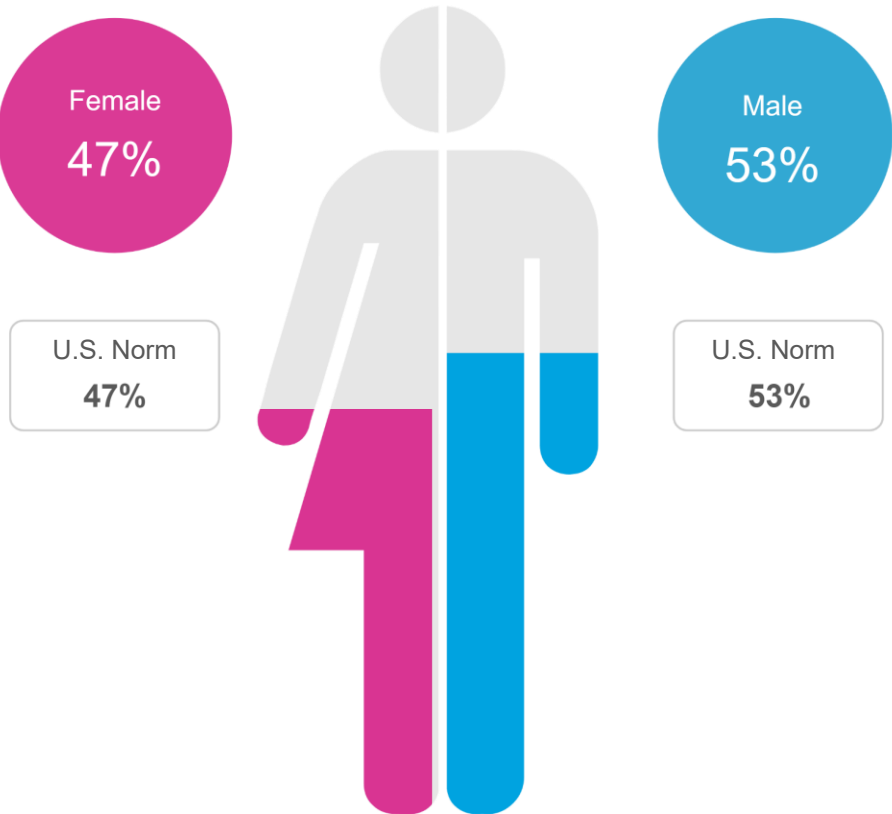
## Employment



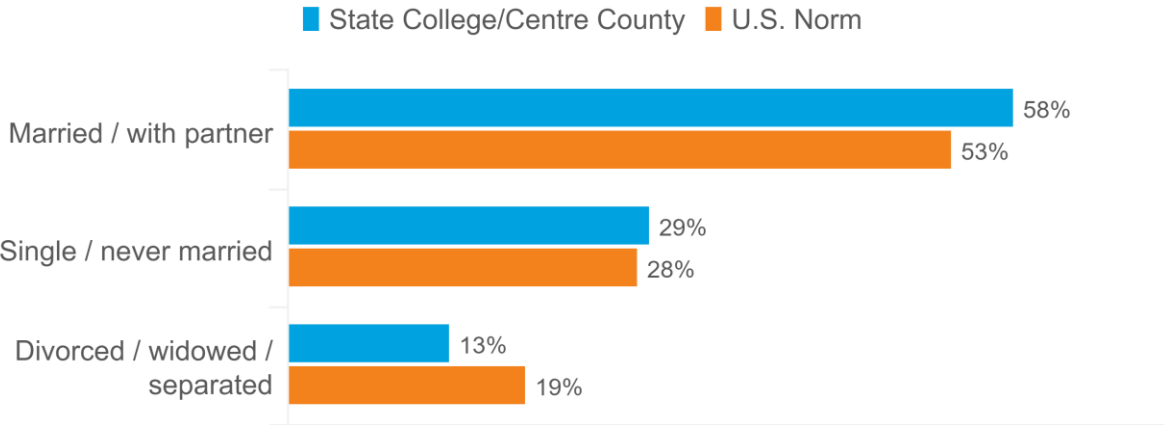
# Demographic Profile of Day State College/Centre County Visitors

Base: 2023/2024 Day Person-Trips

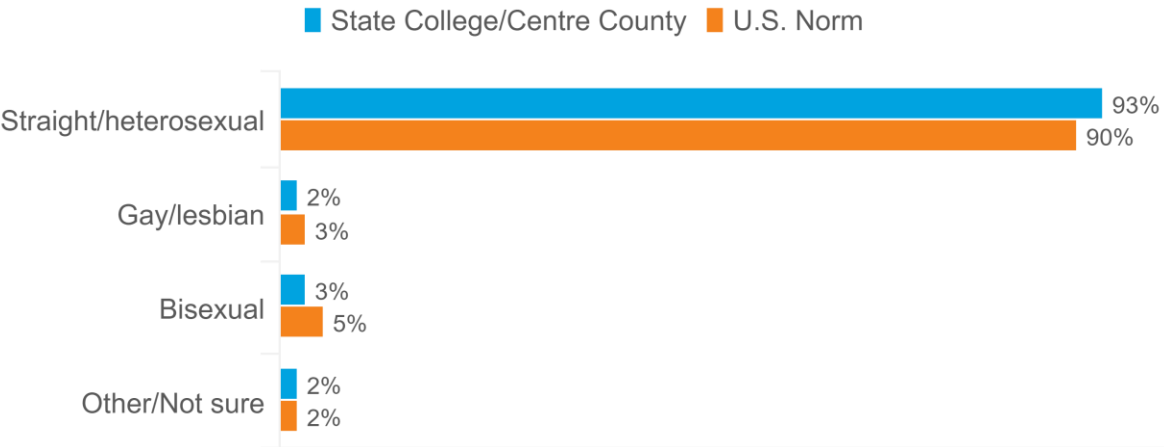
## Gender



## Marital Status



## Sexual Orientation

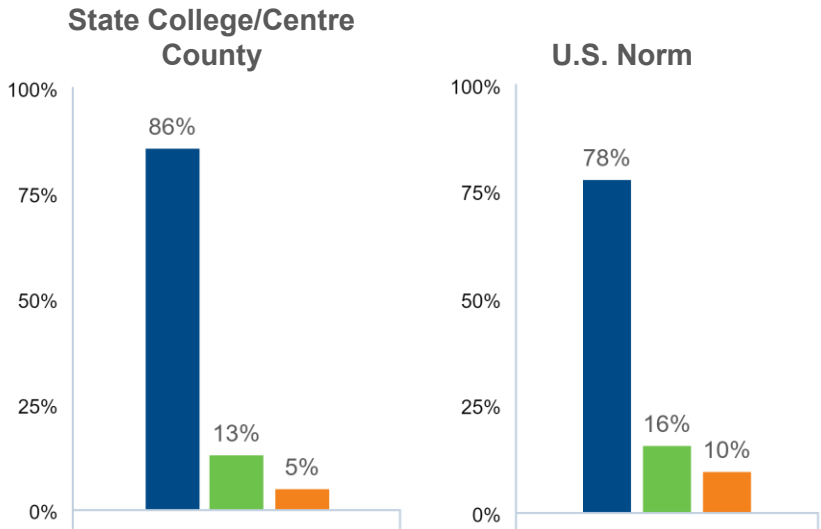


# Demographic Profile of Day State College/Centre County Visitors

Base: 2023/2024 Day Person-Trips

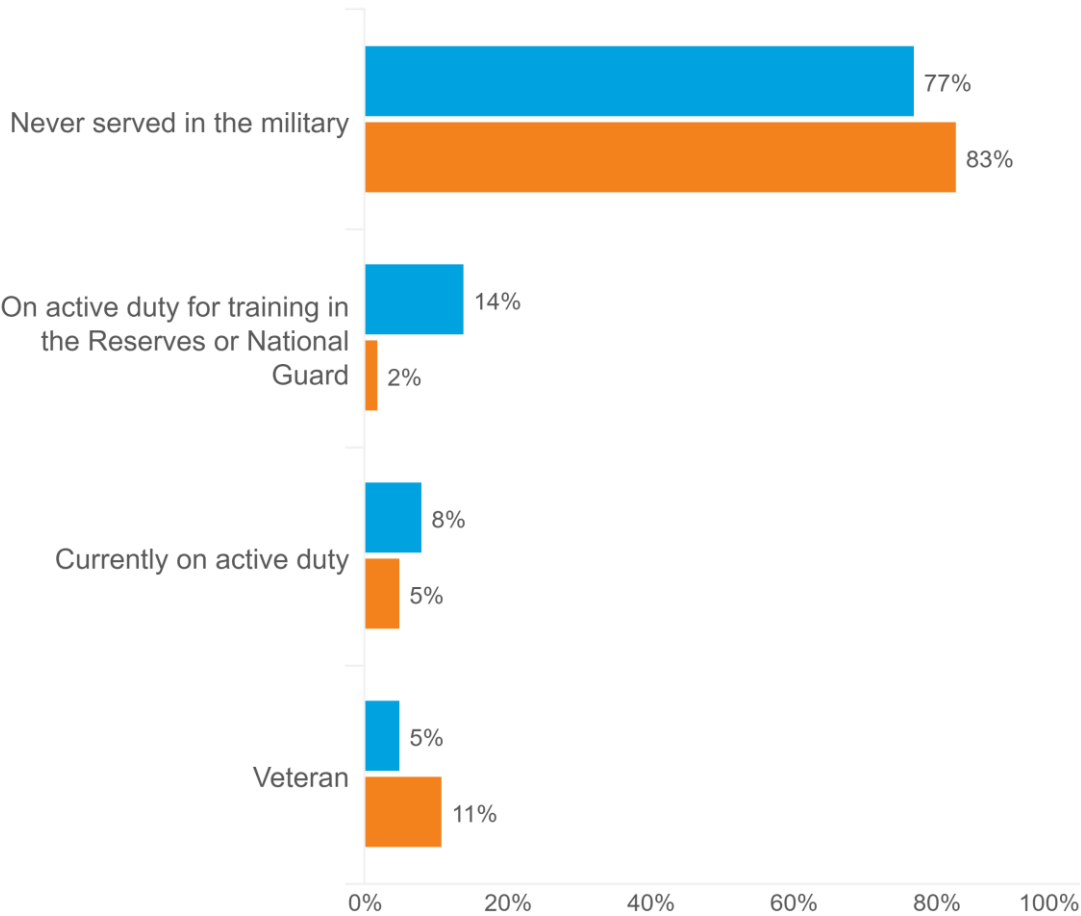
## Race

White African-American Other



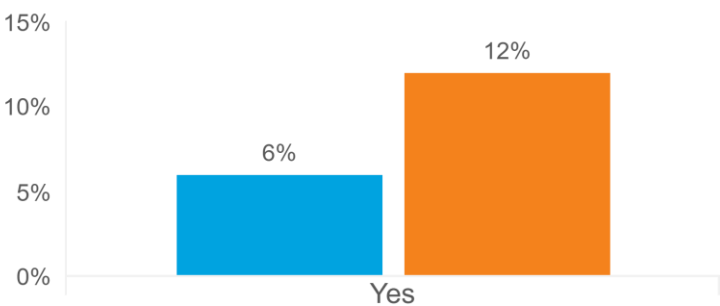
## Military Status

State College/Centre County U.S. Norm



## Hispanic Background

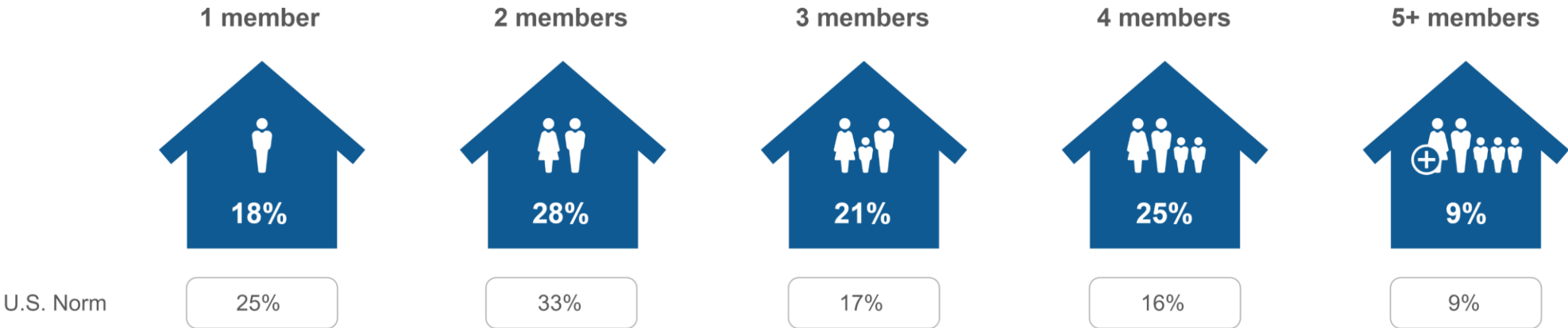
State College/Centre County U.S. Norm



Question added in 2024, data is for 2024 only



## Household Size



## Children in Household

