



## Travel USA Visitor Profile



2022

## 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 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes, seasonality, and total expenditures represent 2022 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 2021/2022:



Overnight Base Size

287



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 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.

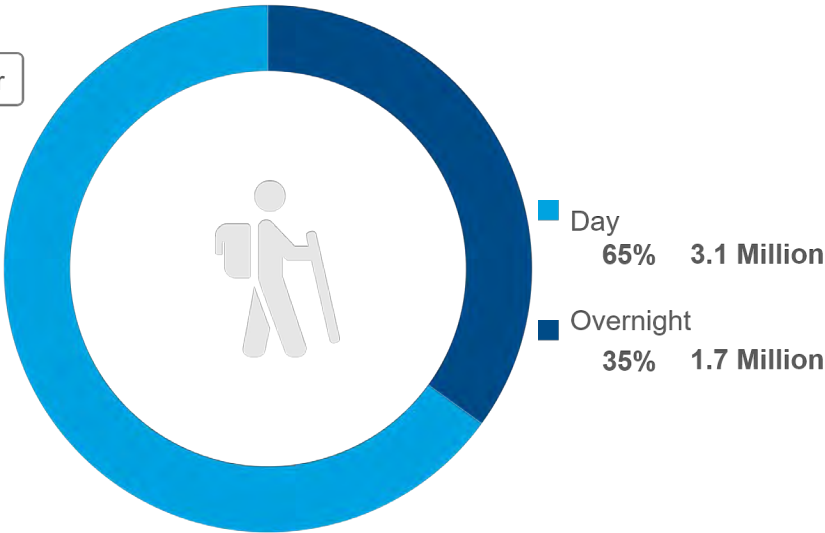
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of State College/Centre County 2022 Domestic Travel Market

Total Person-Trips

**4.8 Million**

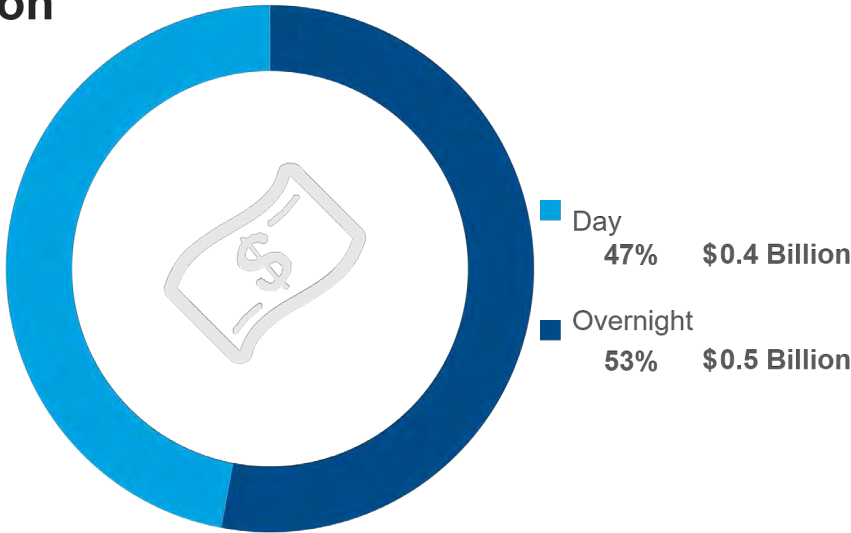
+10.1% vs. last year



## Total Expenditures for State College/Centre County 2022 Domestic Travel Market

Total Spending

**\$ 0.9 Billion**





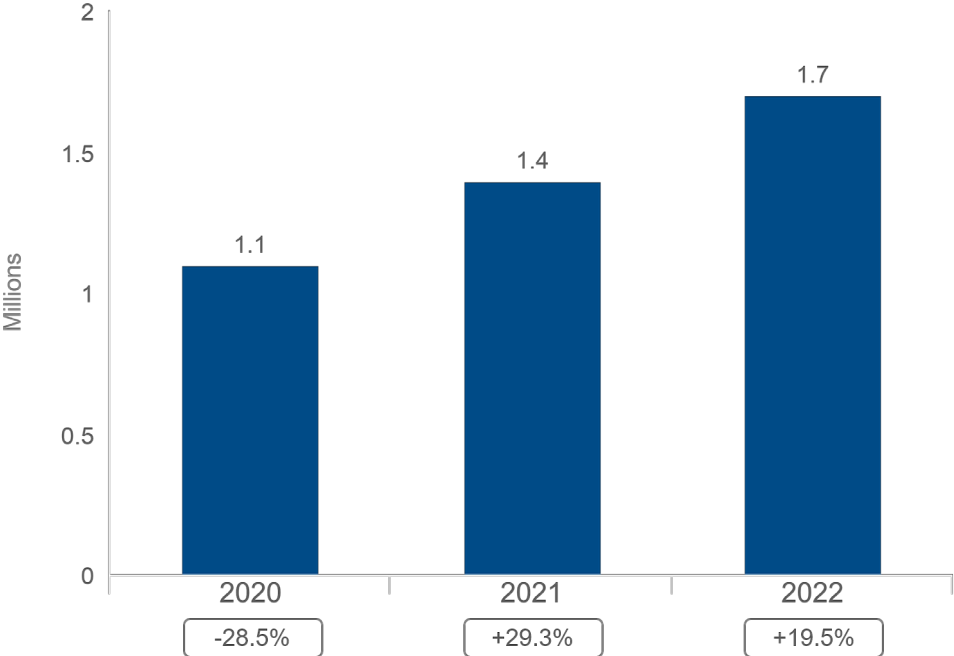
# Travel USA Visitor Profile

## Overnight Visitation



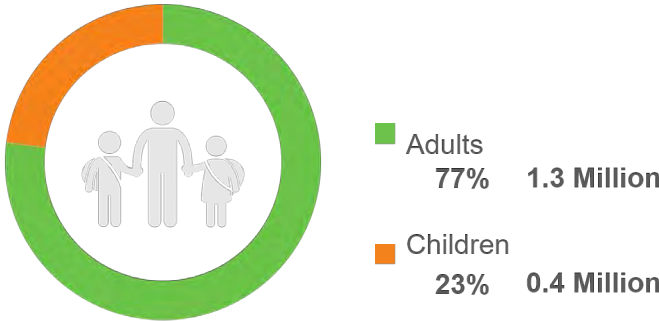
2021/2022

## Overnight Trips to State College/Centre County



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

Total Overnight Person-Trips  
**1.7 Million**



## Past Visitation to State College/Centre County

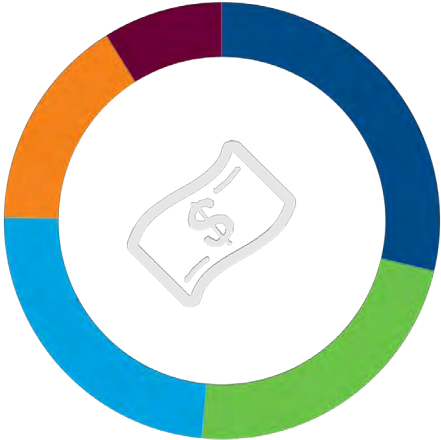
Base: 2021/2022 Overnight Person-Trips

**75%** of overnight travelers to State College/Centre County are repeat visitors

**51%** of overnight travelers to State College/Centre County had visited before in the past 12 months

## Domestic Overnight Expenditures - by Sector

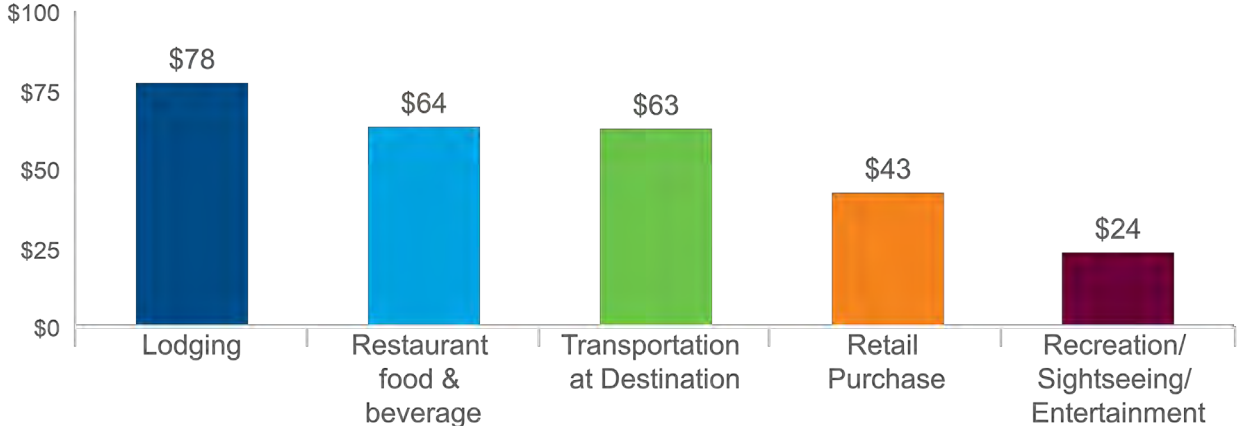
Total Spending  
**\$ 0.465 Billion**



Lodging	29%	\$ 133 Million
Transportation at Destination	23%	\$ 108 Million
Restaurant Food & Beverage	24%	\$ 109 Million
Retail Purchase	16%	\$ 73 Million
Recreation/Entertainment	9%	\$ 41 Million

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

**Average Per Person Per Trip: \$ 272**



## Main Purpose of Trip



35%

Visiting friends/ relatives



14%

Outdoors



11%

Touring



9%

Special event



5%

City trip



2%

Conference/  
Convention



7%

Other business trip



<1%

Business-Leisure

## Main Purpose of Leisure Trip

■ State College/Centre County ■ U.S. Norm

Visiting friends/ relatives



Outdoors



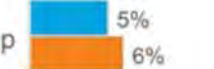
Touring



Special event

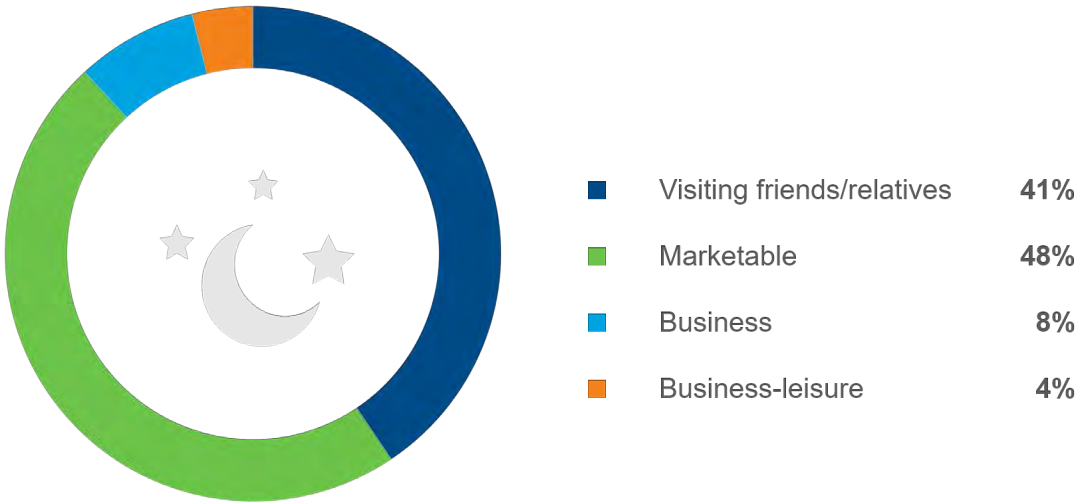


City trip

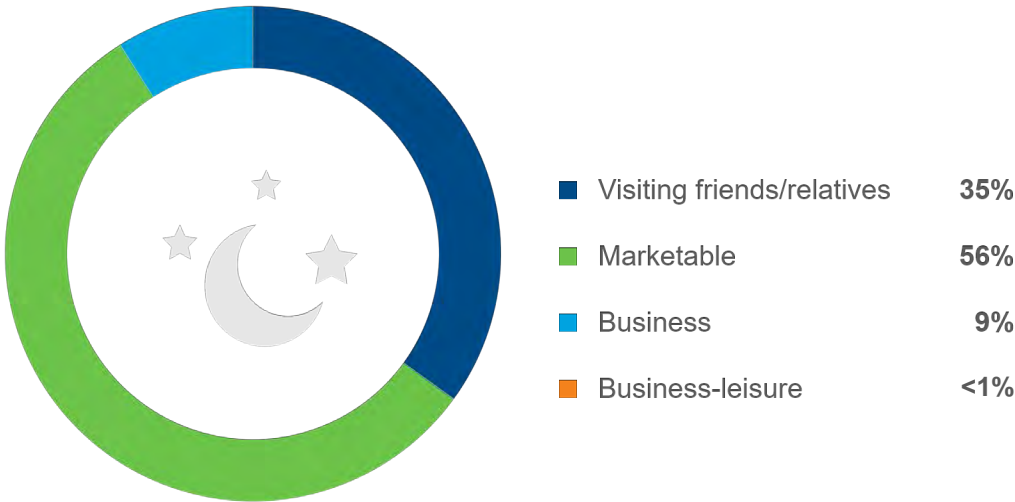


0% 10% 20% 30% 40% 50%

### 2022 U.S. Overnight Trips



### State College/Centre County Overnight Trips

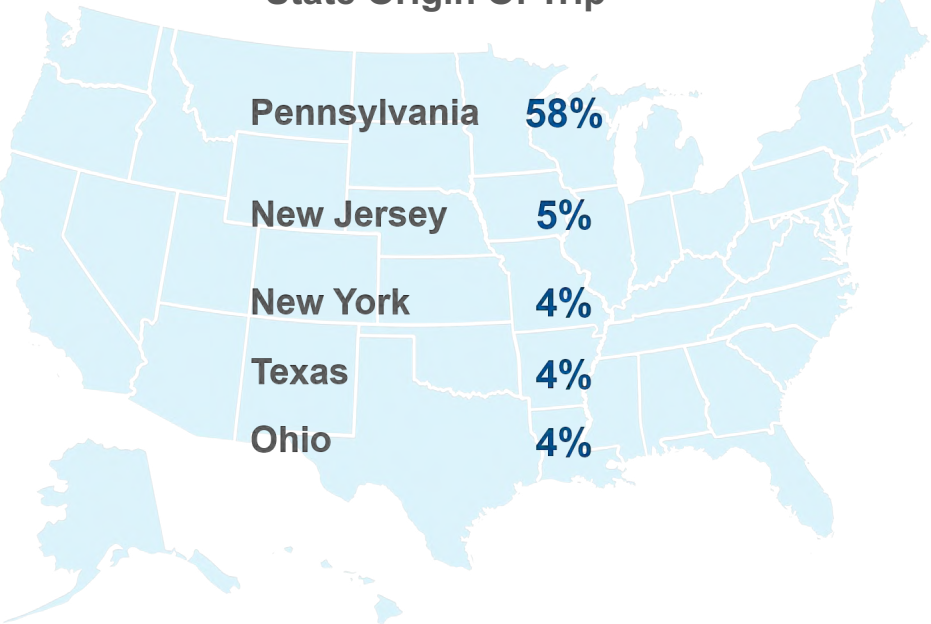




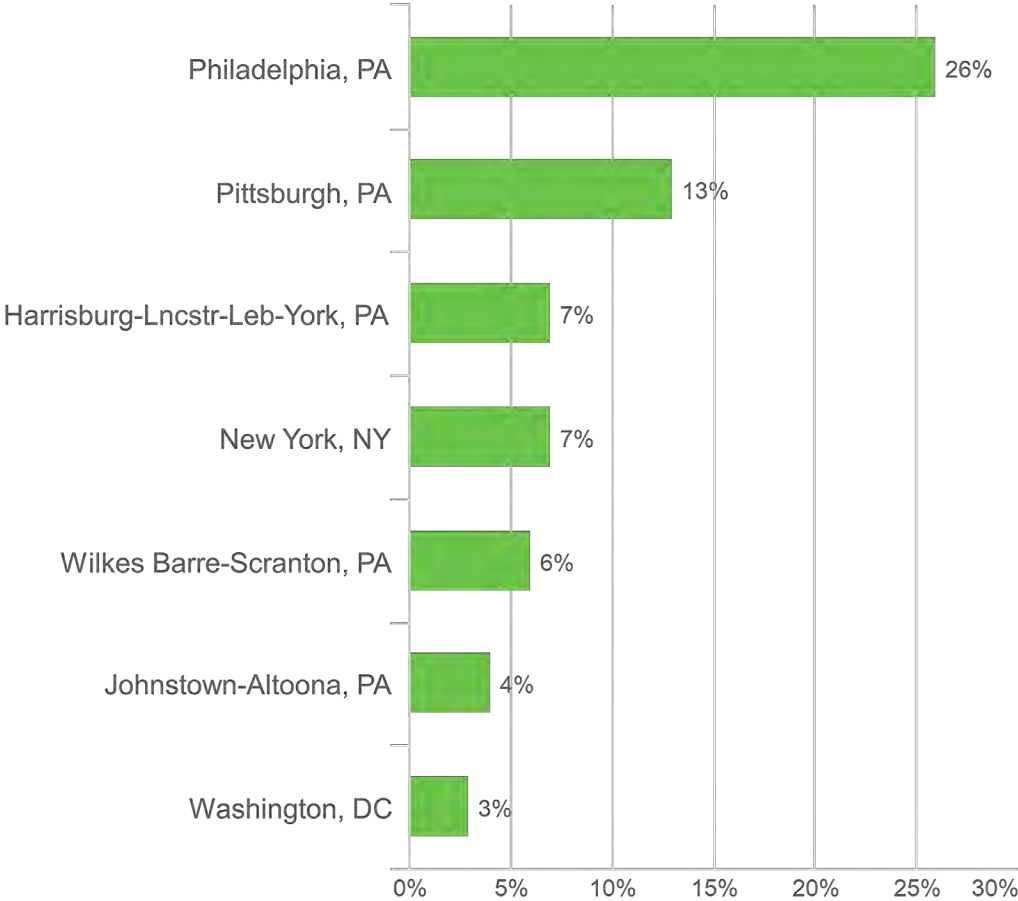
# State College/Centre County's Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips

## State Origin Of Trip



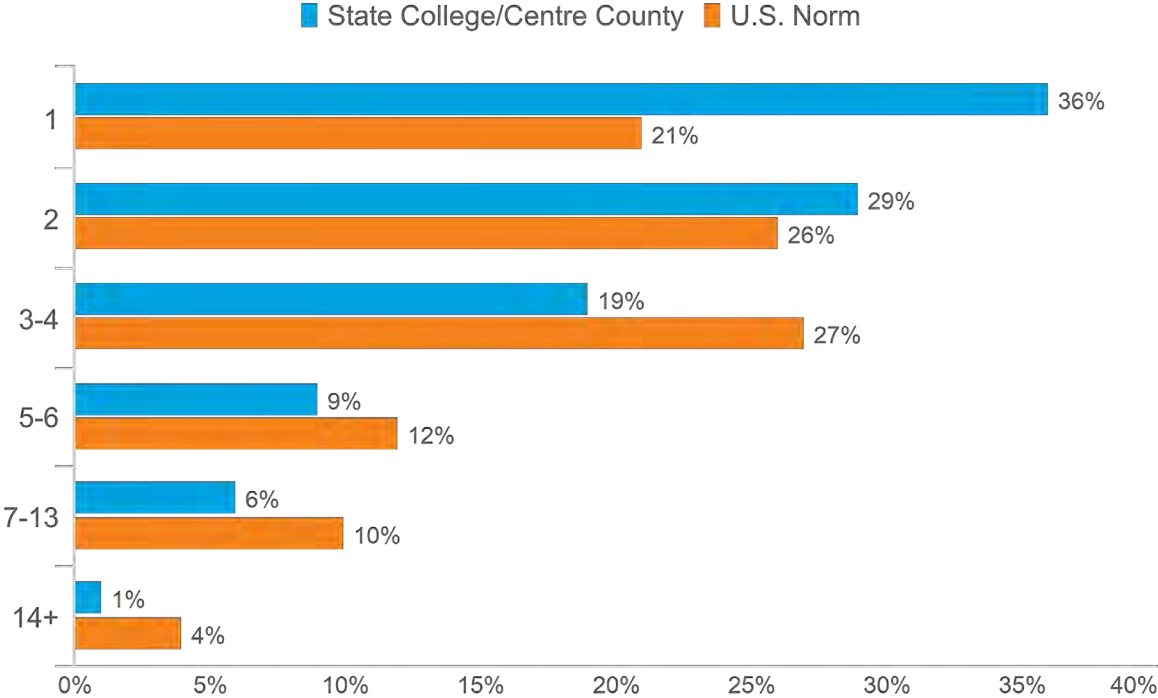
## DMA Origin Of Trip



## Season of Trip Total 2022 Overnight Person-Trips



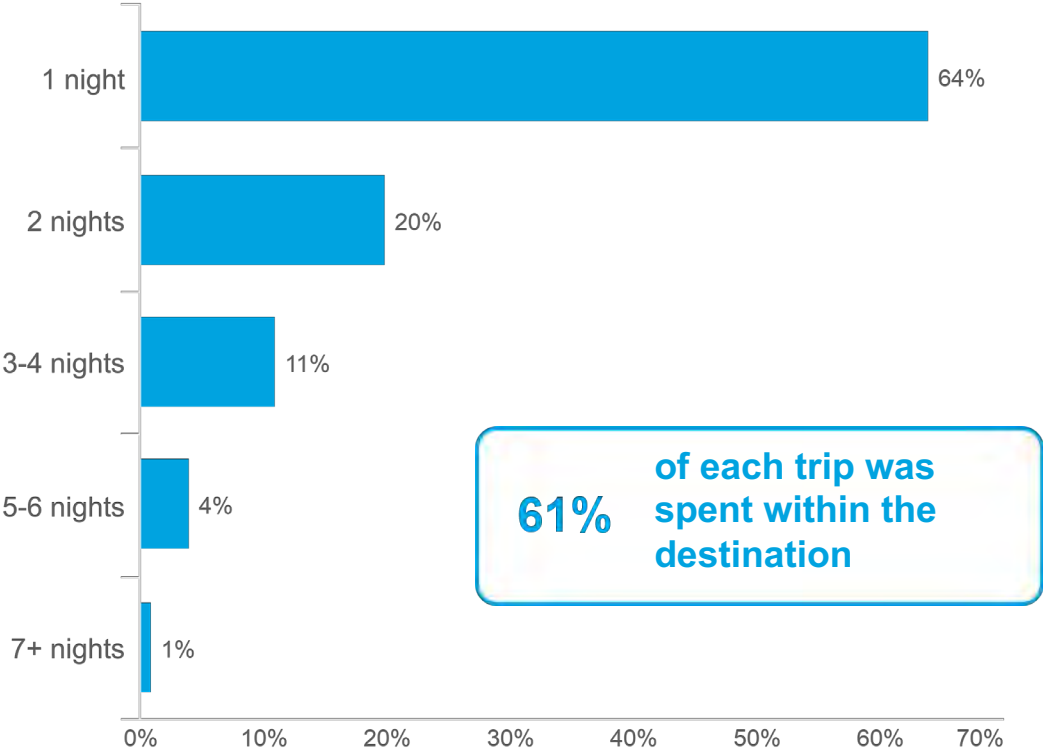
## Total Nights Away on Trip



State College/Centre County  
**2.9**  
Average Nights

U.S. Norm  
**3.9**  
Average Nights

## Nights Spent in State College/Centre County



**61%** of each trip was spent within the destination

Average number of nights  
**1.7**

## Size of Travel Party

■ Adults ■ Children

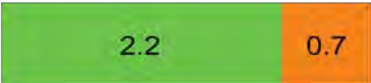
### State College/Centre County



Average number of people

Total  
**3.0**

### U.S. Norm

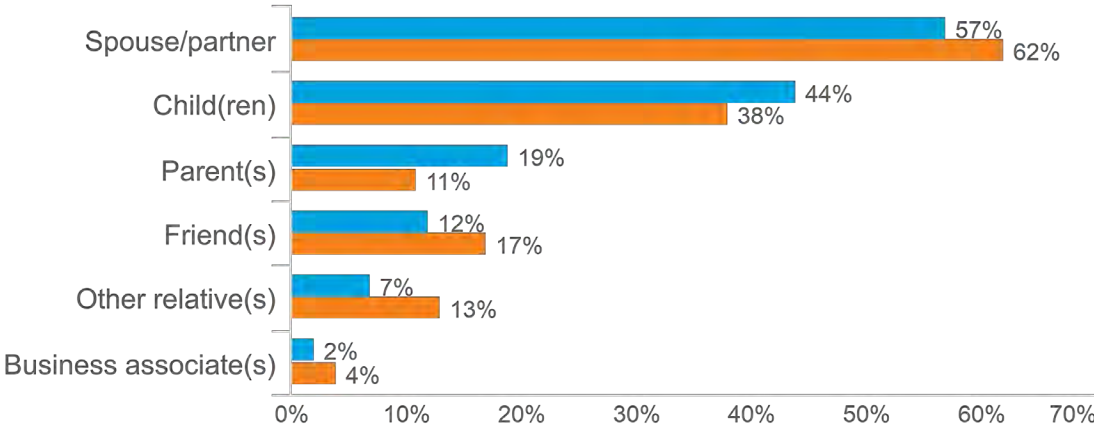


Average number of people

Total  
**2.9**

## Composition of Immediate Travel Party

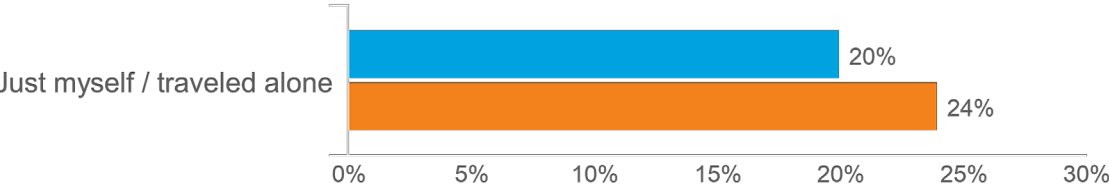
■ State College/Centre County ■ U.S. Norm



Base: 2021/2022 Overnight Person-Trips that included more than one person

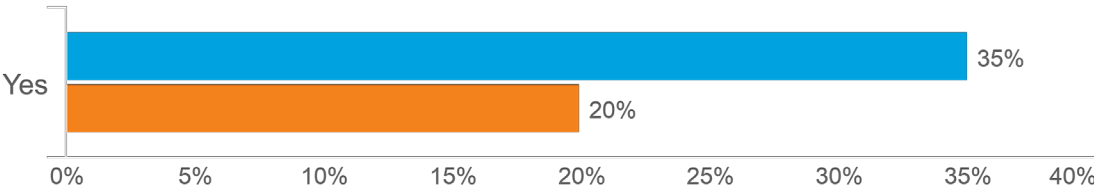
## Percent Who Traveled Alone

■ State College/Centre County ■ U.S. Norm



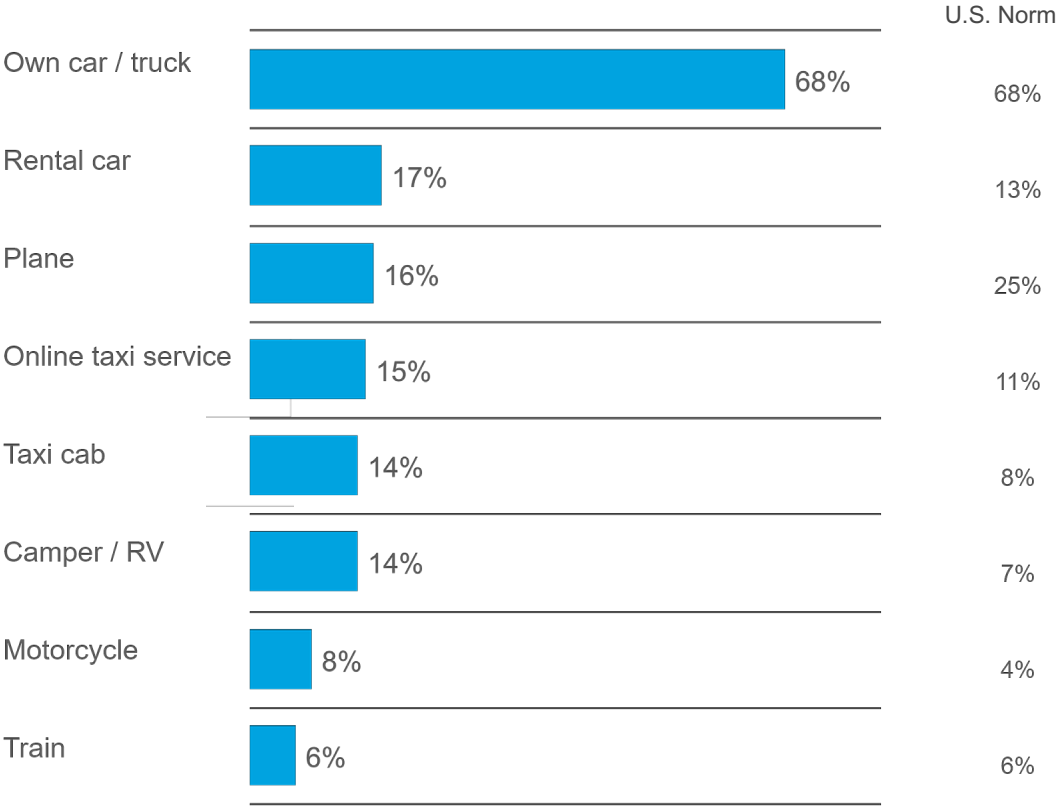
## Percent Who Had Travel Party Member with Disabilities

■ State College/Centre County ■ U.S. Norm

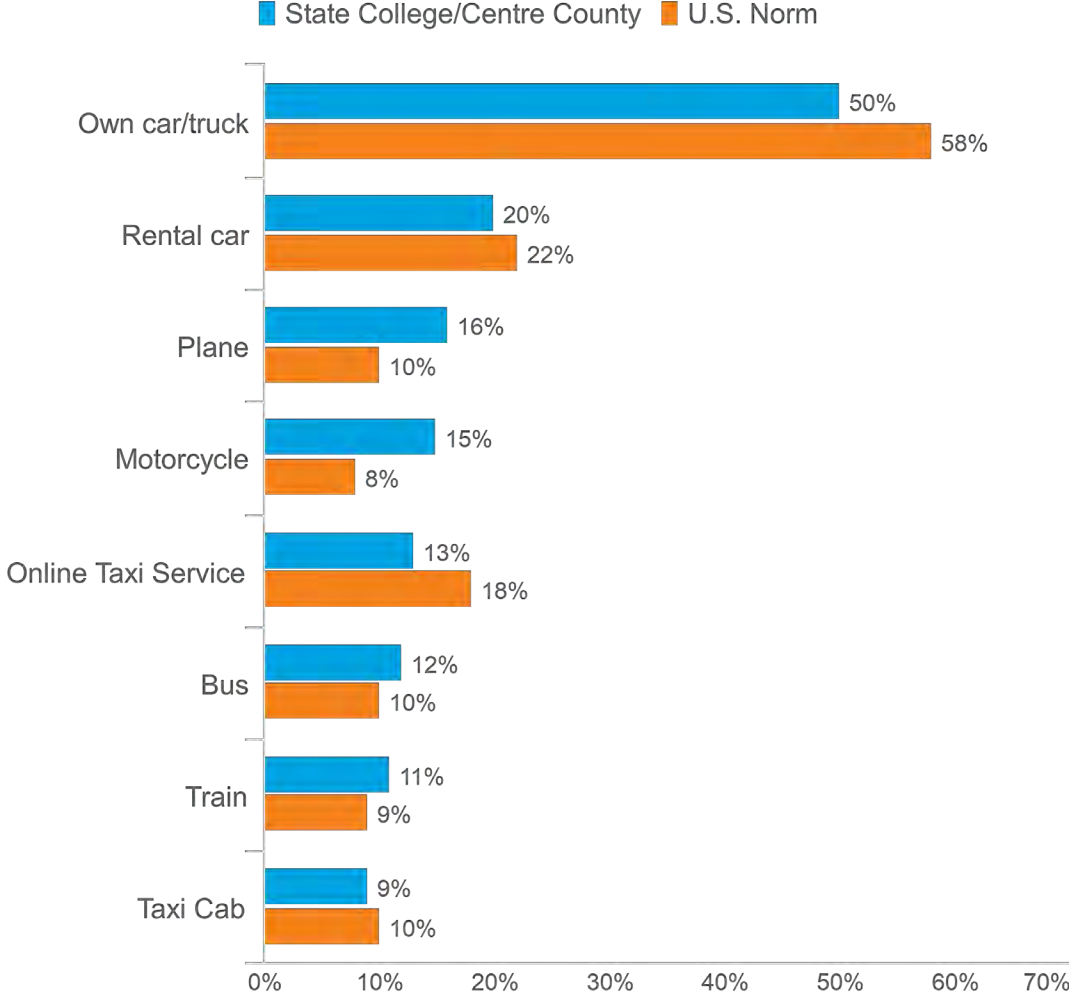


Question added in 2022, data is for 2022 only

## Transportation Used to get to Destination



## Transportation Used within Destination

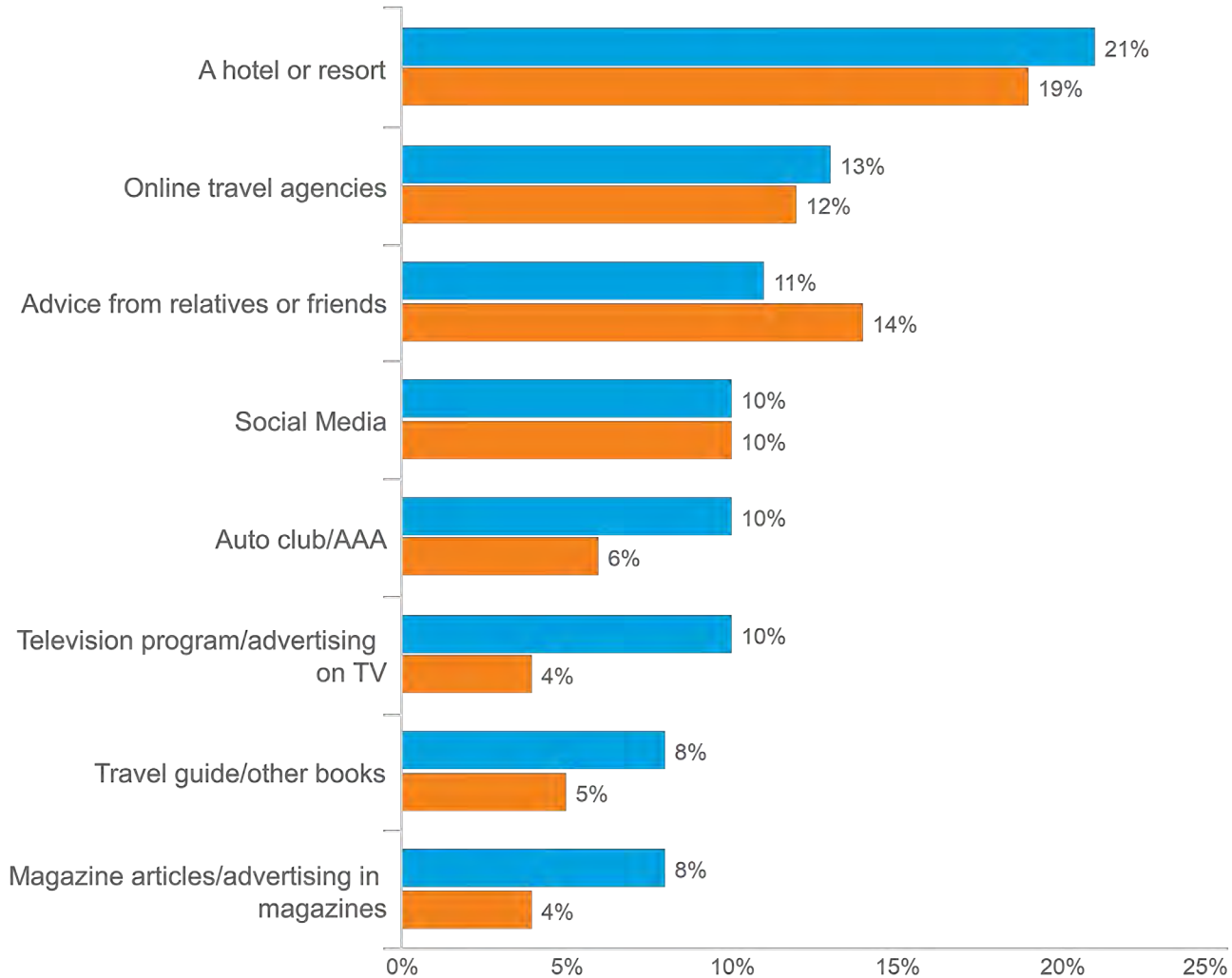


Question updated in 2020



## Trip Planning Information Sources

■ State College/Centre County ■ U.S. Norm



## Length of Trip Planning

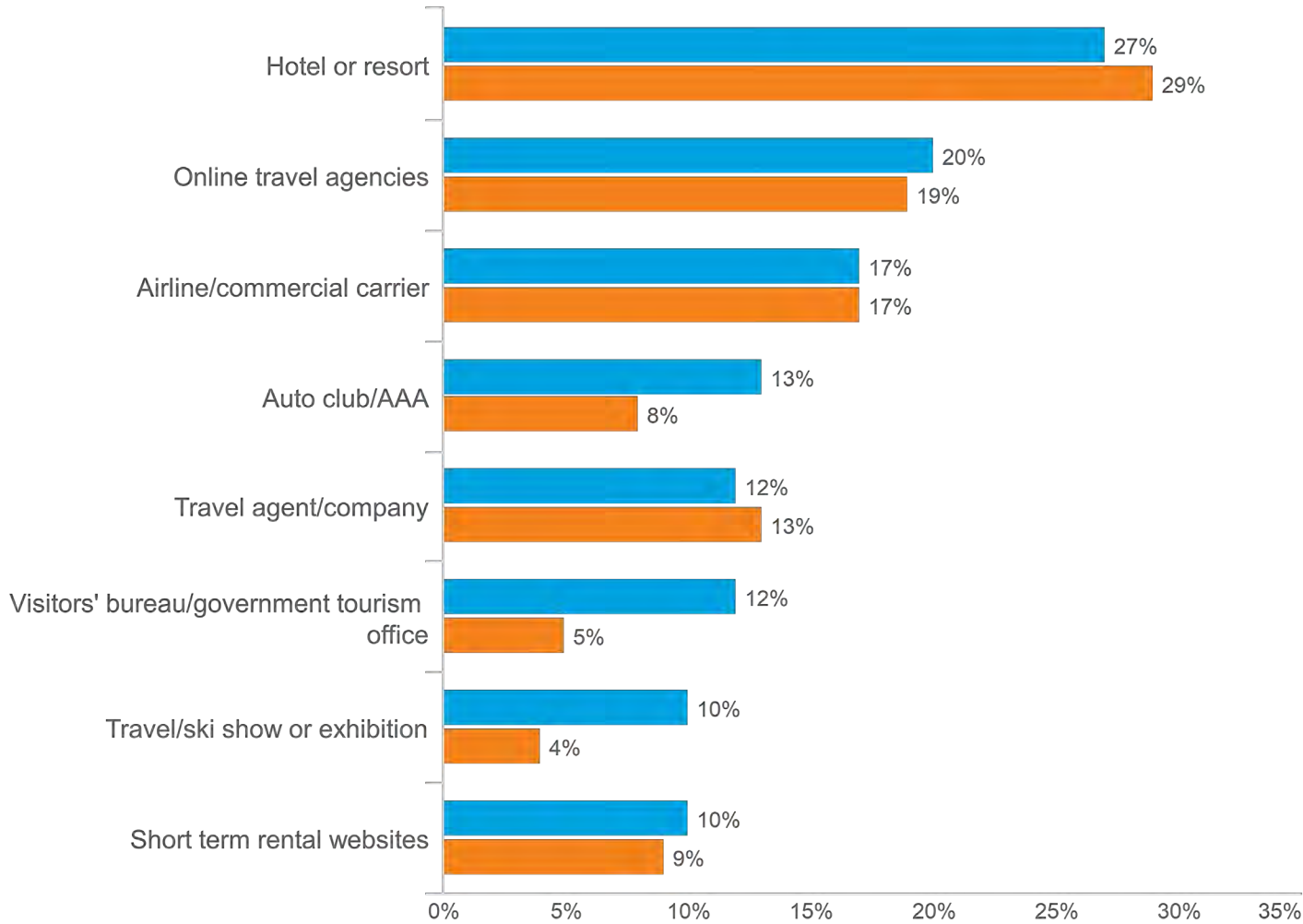
	State College/Centre County	U.S. Norm
Did not plan anything in advance	10%	16%
More than 1 year in advance	7%	5%
6-12 months	22%	14%
3-5 months	25%	18%
2 months	10%	16%
1 month or less	25%	31%

# State College/Centre County's Overnight Trip Characteristics








Base: 2021/2022 Overnight Person-Trips

## Method of Booking

■ State College/Centre County ■ U.S. Norm



## Accommodations

	State College/Centre County	U.S. Norm
 Hotel	43%	41%
 Home of friends / relatives	19%	20%
 Bed & breakfast	16%	7%
 Motel	10%	12%
 Campground / RV park	10%	5%
 Country inn / lodge	8%	4%
 Time share	7%	4%

## Activity Groupings

### Outdoor Activities



U.S. Norm: 48%

### Entertainment Activities



U.S. Norm: 54%

### Cultural Activities



U.S. Norm: 29%

### Sporting Activities



U.S. Norm: 21%

### Business Activities


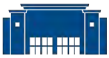






U.S. Norm: 17%

## Activities and Experiences (Top 10)







	State College/Centre County	U.S. Norm
Shopping	17%	26%
Sightseeing	14%	20%
Attended/participated in an amateur sports event	12%	6%
Local parks/playgrounds	12%	10%
Landmark/historic site	12%	13%
Winery/brewery/distillery tour	11%	7%
Attending celebration	11%	14%
Swimming	10%	14%
Art gallery	10%	7%
Civil Rights/African-American heritage sights/experiences	9%	5%

## Shopping Types on Trip

	State College/Centre County	U.S. Norm
 Souvenir shopping	<b>50%</b>	<b>41%</b>
 Big box stores (Walmart, Costco)	<b>46%</b>	<b>33%</b>
 Outlet/mall shopping	<b>44%</b>	<b>48%</b>
 Convenience/grocery shopping	<b>40%</b>	<b>44%</b>
 Boutique shopping	<b>20%</b>	<b>29%</b>
 Antiquing	<b>9%</b>	<b>12%</b>

Base: 2021/2022 Overnight Person-Trips that included Shopping

## Dining Types on Trip

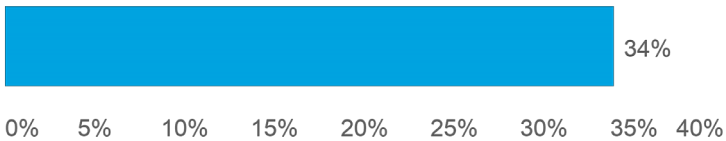
	State College/Centre County	U.S. Norm
 Unique/local food	<b>37%</b>	<b>47%</b>
 Street food/food trucks	<b>26%</b>	<b>23%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>21%</b>	<b>21%</b>
 Picnicking	<b>20%</b>	<b>13%</b>
 Fine/upscale dining	<b>20%</b>	<b>25%</b>
 Gastropubs	<b>13%</b>	<b>10%</b>





**63%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

## Satisfaction with Ease of Accessibility



Data is for 2022 only; Ease of Accessibility only asked to those with travel limiting disabilities within travel party



Sightseeing/attractions



Quality of accommodations



Friendliness of people



Safety/security



Quality of food



Cleanliness



Music/nightlife/entertainment

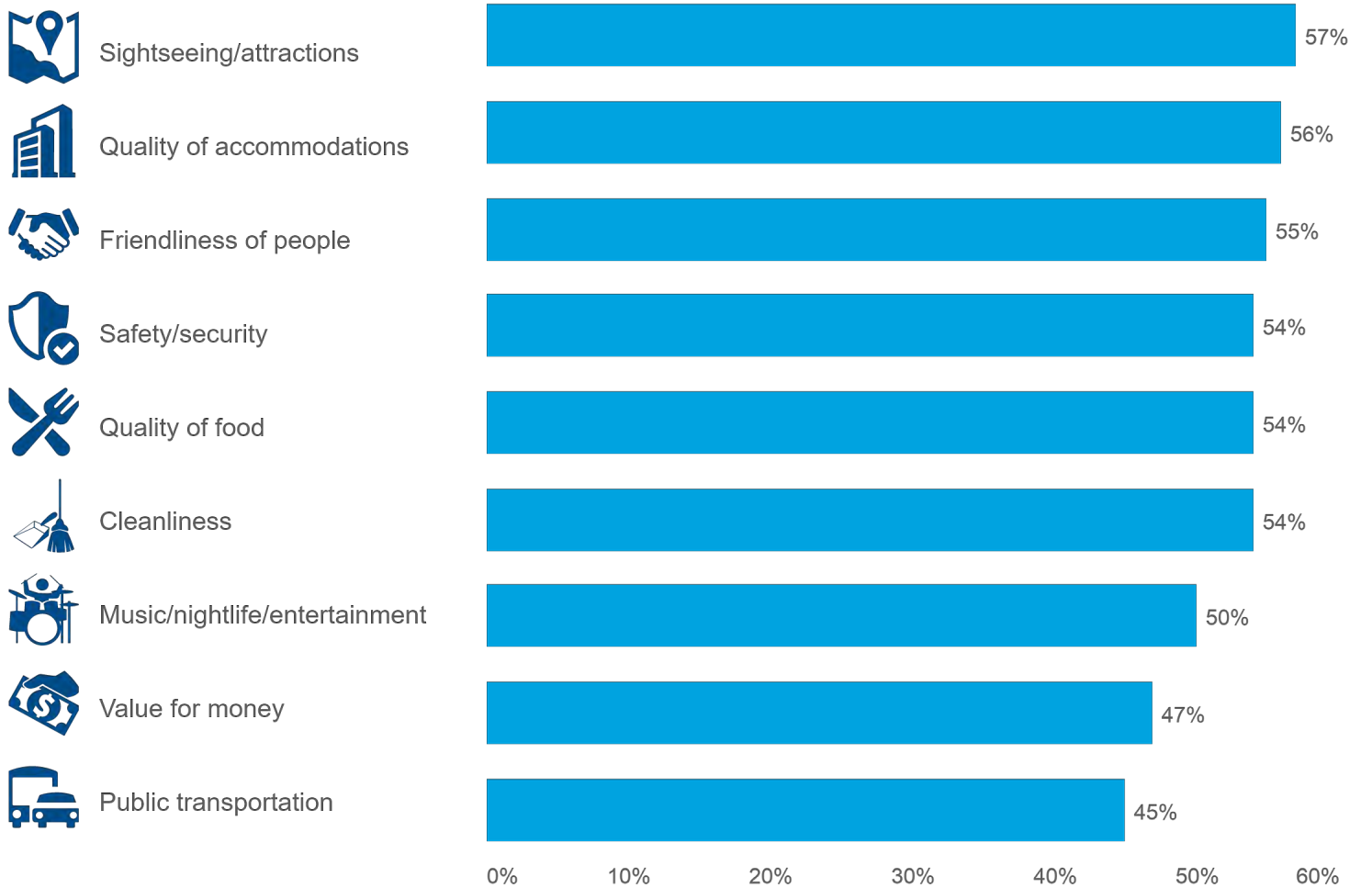


Value for money



Public transportation

## % Very Satisfied with Trip

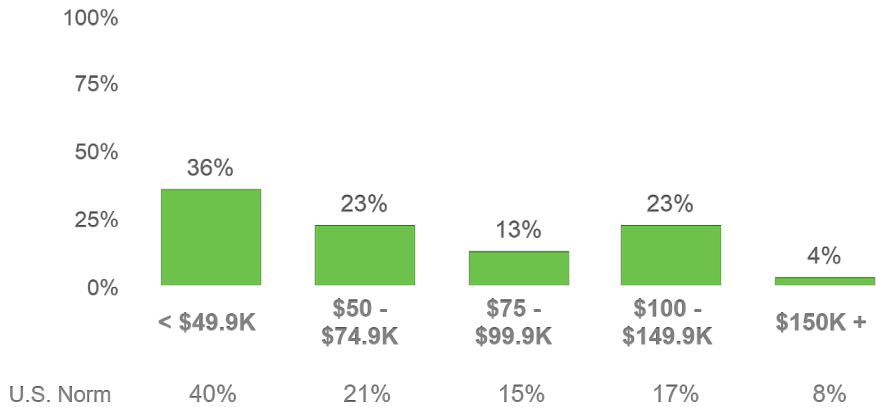


\*Very Satisfied = selected top box on a five point scale

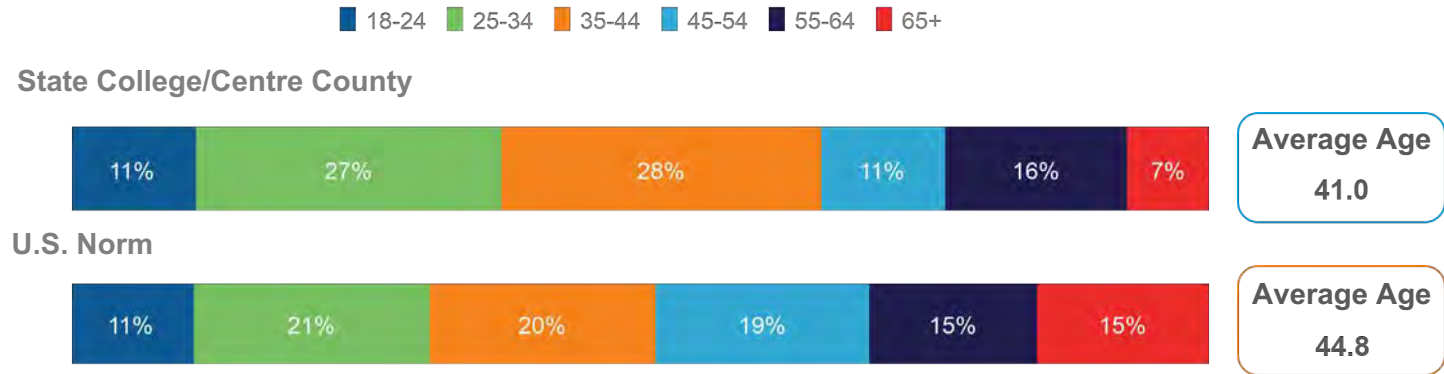
# Demographic Profile of Overnight State College/Centre County Visitors

Base: 2021/2022 Overnight Person-Trips

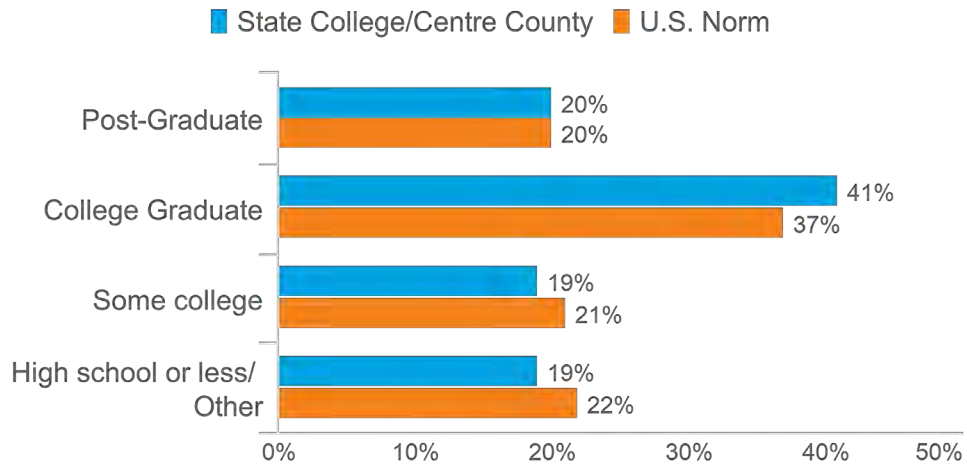
## Household Income



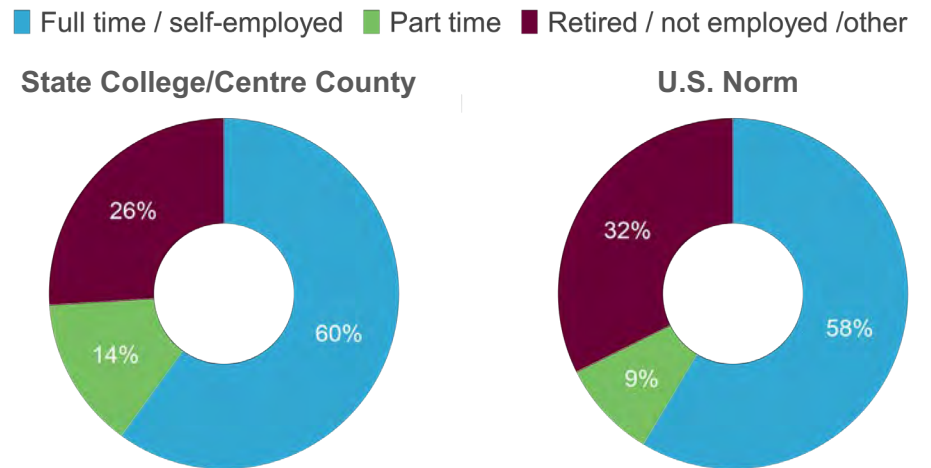
## Age



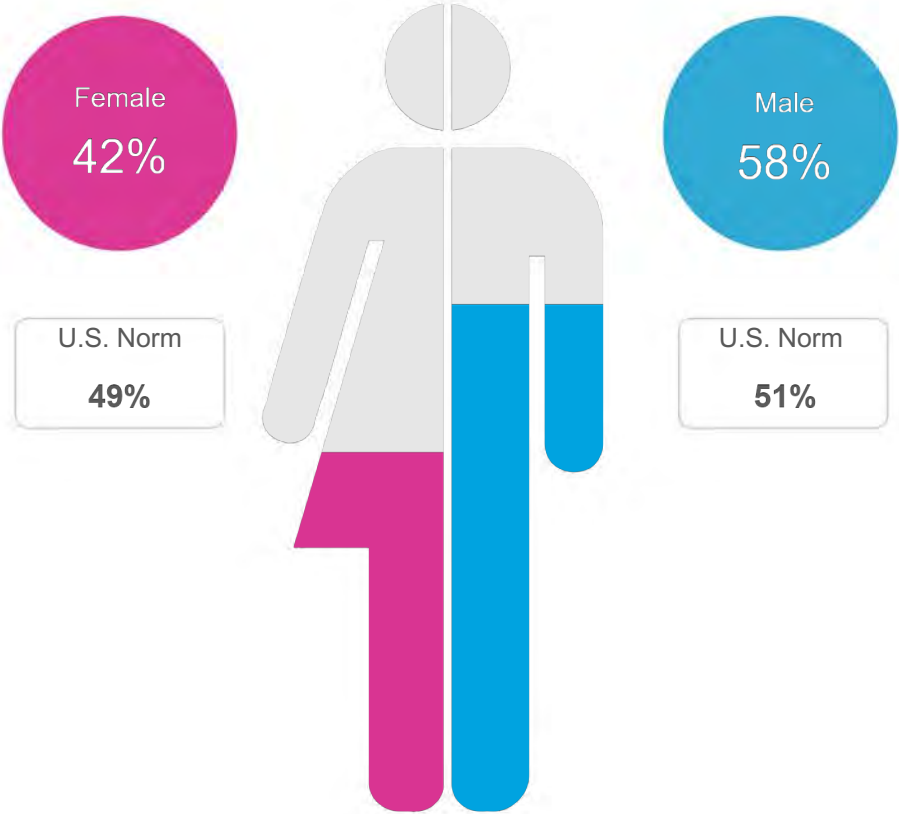
## Educational Attainment



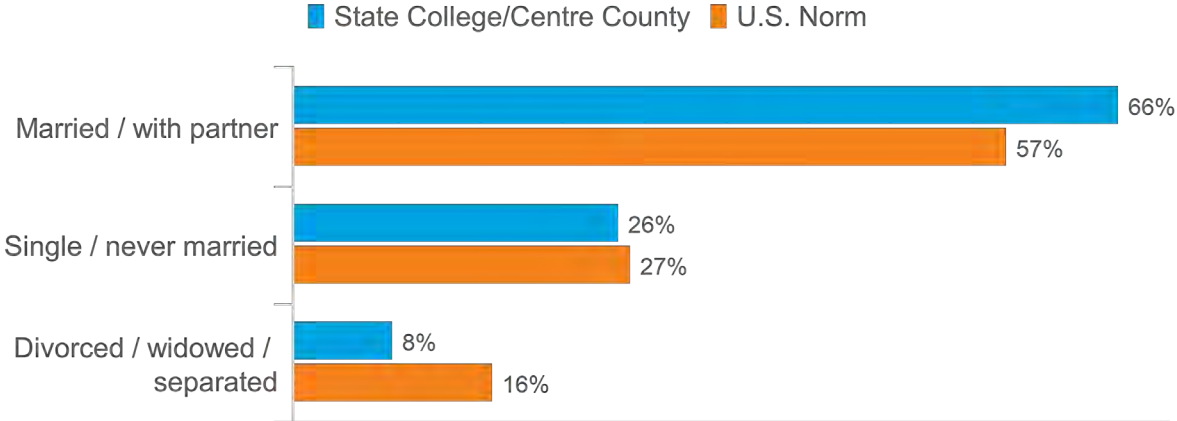
## Employment



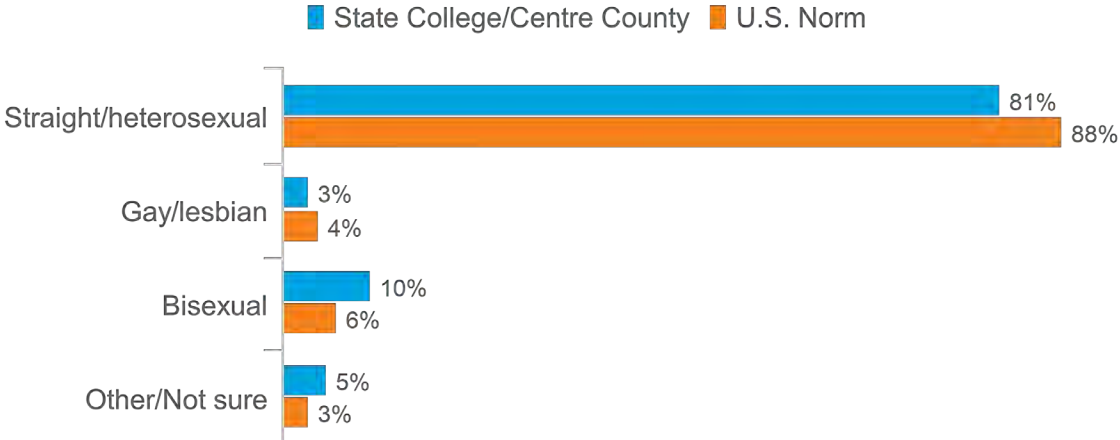
## Gender



## Marital Status



## Sexual Orientation

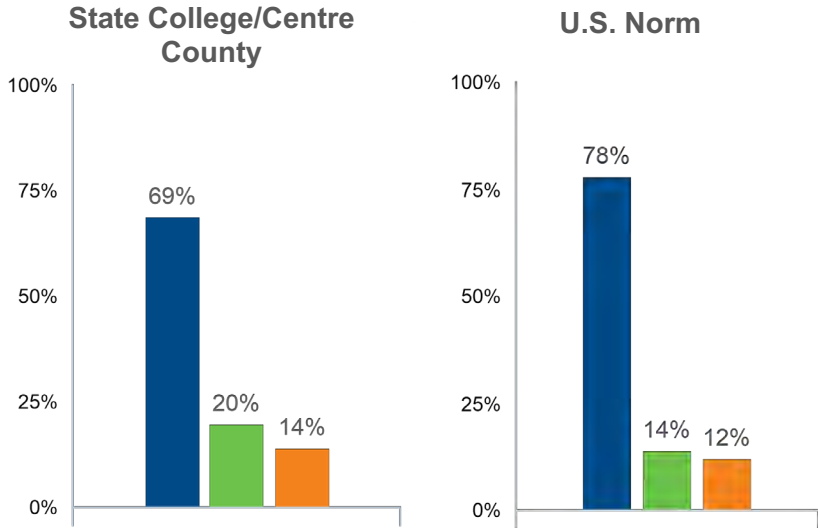


# Demographic Profile of Overnight State College/Centre County Visitors

Base: 2021/2022 Overnight Person-Trips

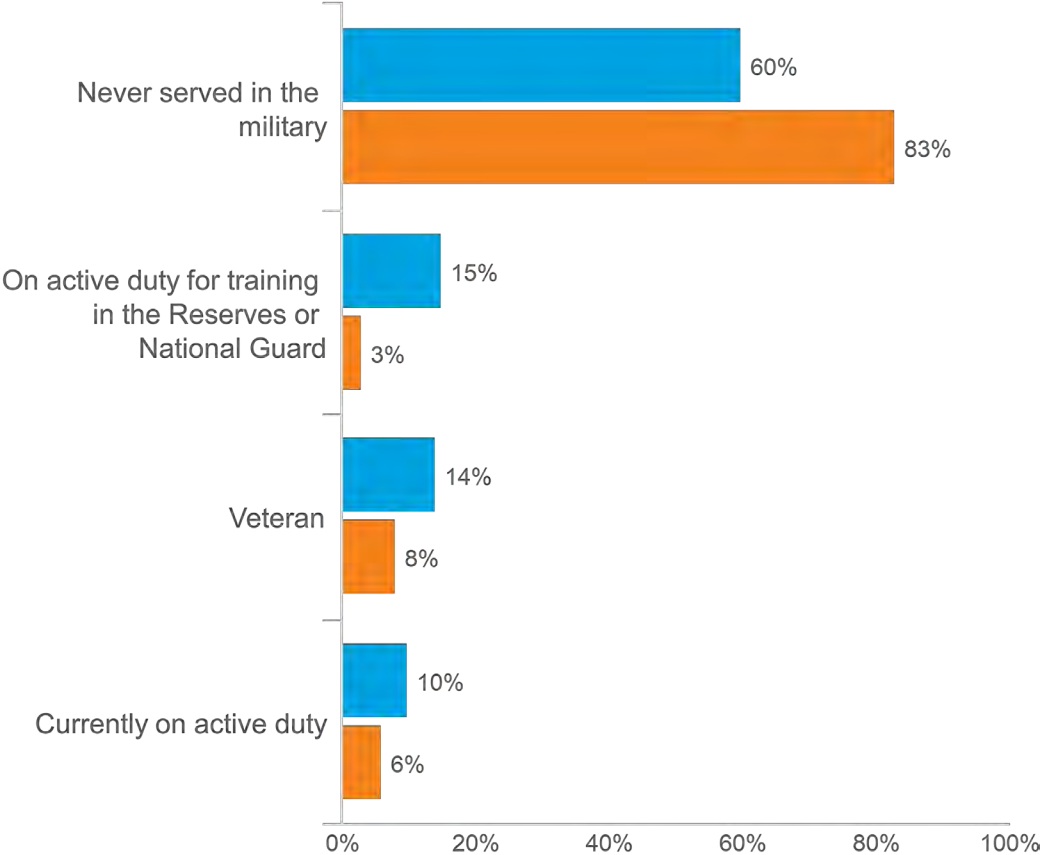
## Race

White African-American Other



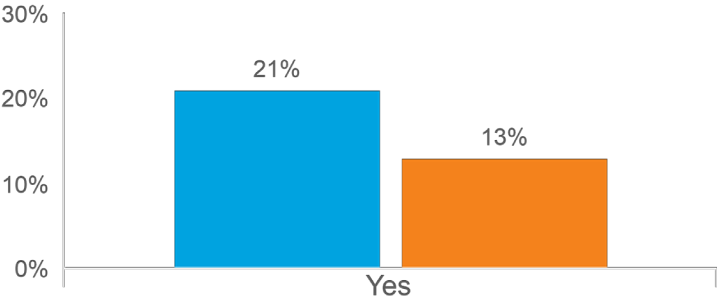
## Military Status

State College/Centre County U.S. Norm



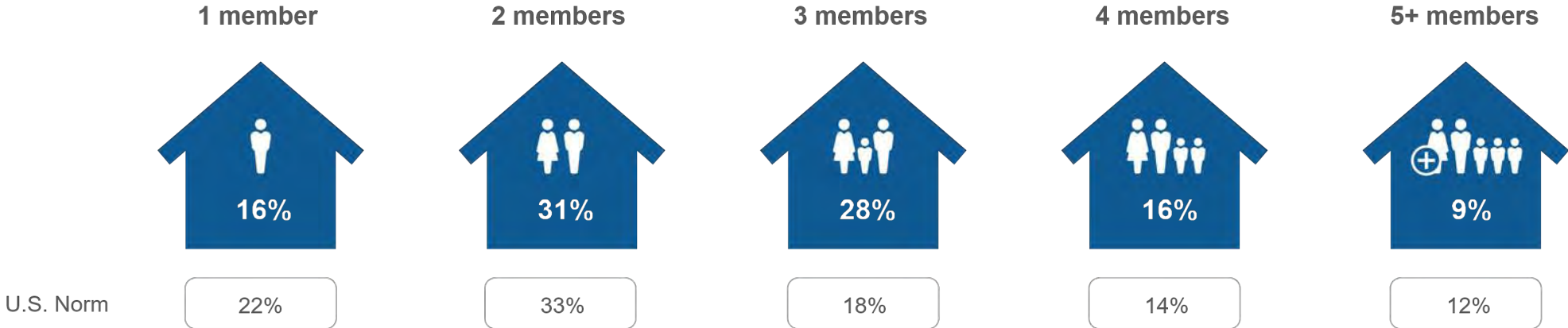
## Hispanic Background

State College/Centre County U.S. Norm

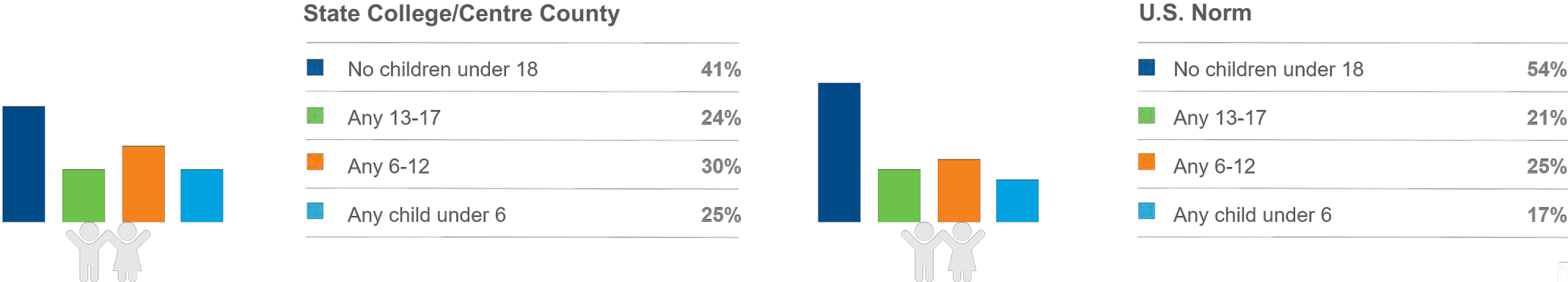


Question added in 2022, data is for 2022 only

## Household Size



## Children in Household





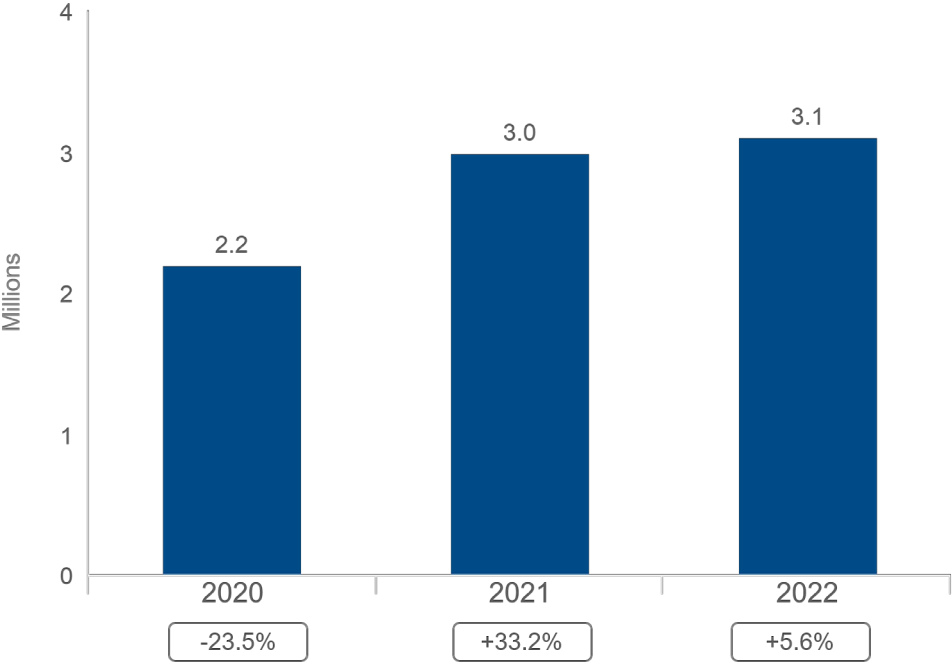
# Travel USA Visitor Profile

Day Visitation



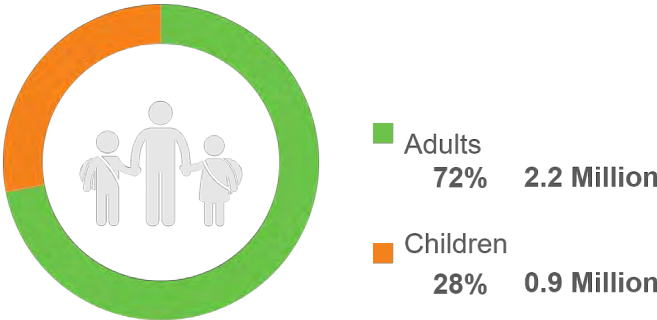
2021/2022

## Day Trips to State College/Centre County



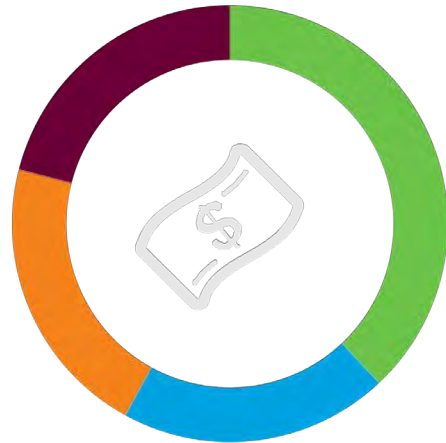
## Size of State College/Centre County Day Travel Market - Adults vs. Children

Total Day Person-Trips  
**3.1 Million**



## Domestic Day Expenditures - by Sector

Total Spending  
**\$ 0.404 Billion**



Transportation at Destination	38%	\$153 Million
Restaurant Food & Beverage	20%	\$81 Million
Retail Purchase	21%	\$84 Million
Recreation/Entertainment	21%	\$85 Million

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

**Average Per Person Per Trip: \$ 130**

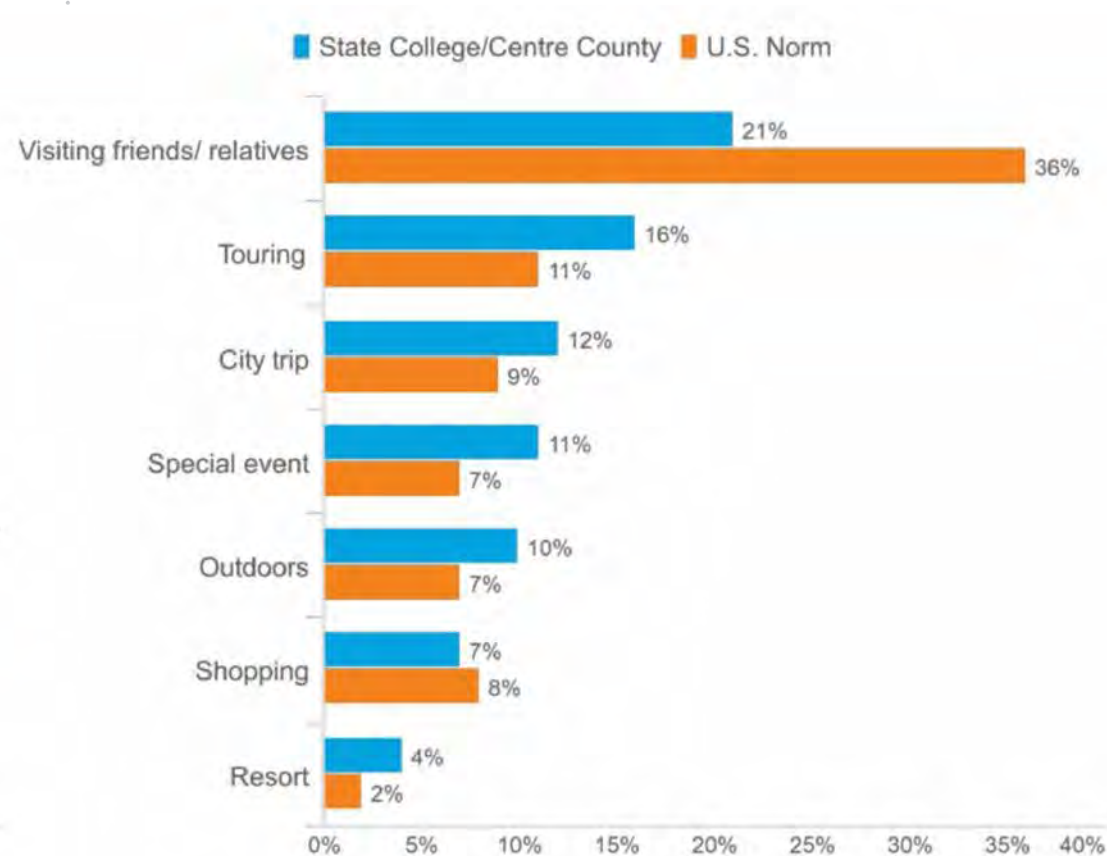




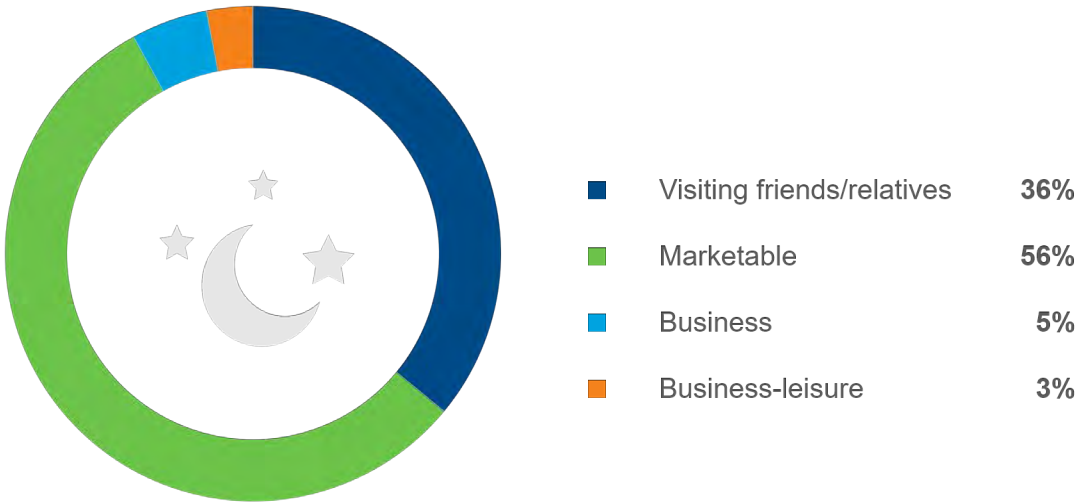
## Main Purpose of Trip



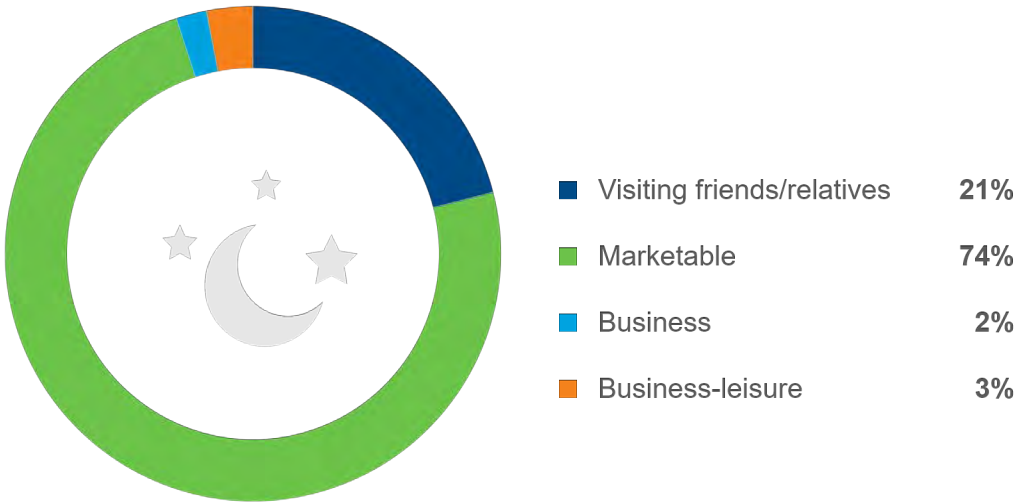
## Main Purpose of Leisure Trip



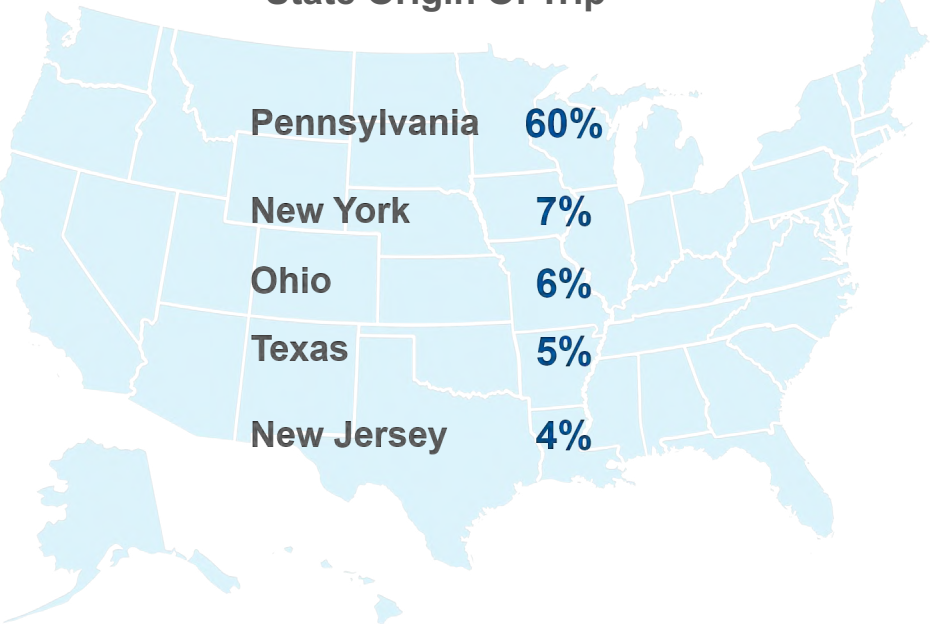
### 2022 U.S. Day Trips



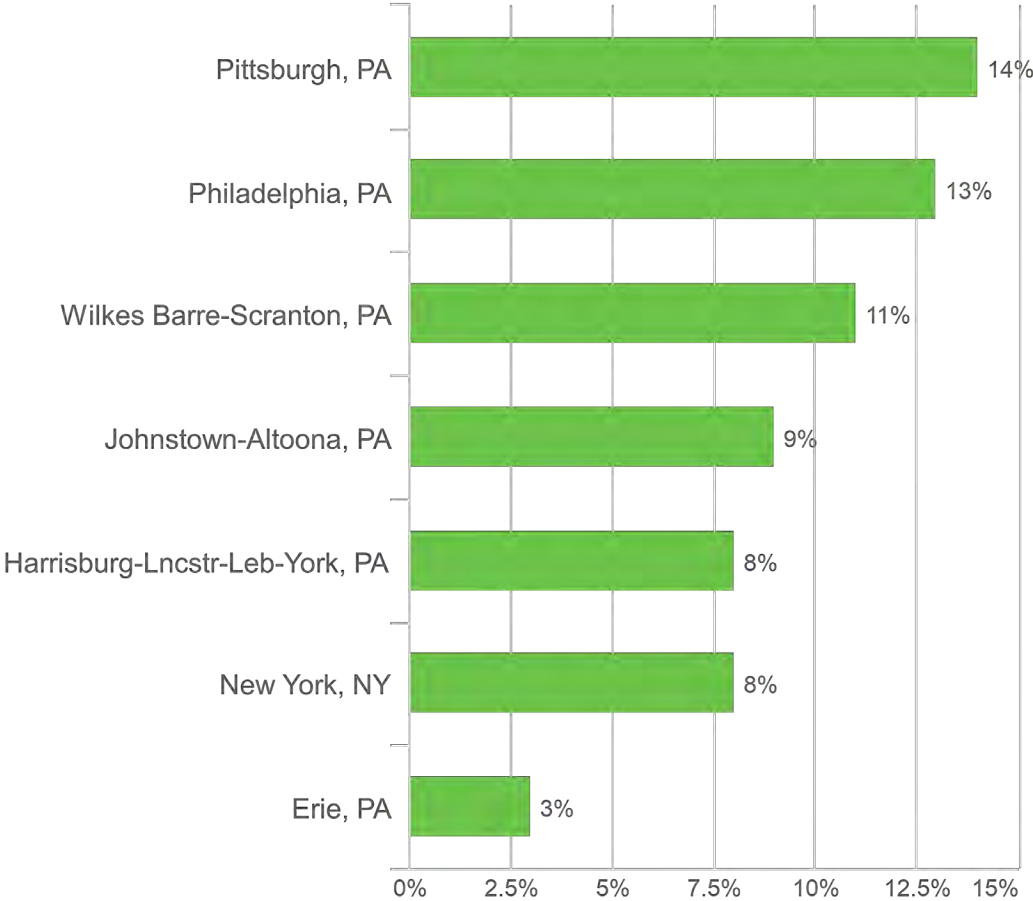
### State College/Centre County Day Trips



### State Origin Of Trip



### DMA Origin Of Trip



### Season of Trip Total 2022 Day Person-Trips



## Size of Travel Party

■ Adults ■ Children

### State College/Centre County



Total  
**2.6**

Average number of people

### U.S. Norm

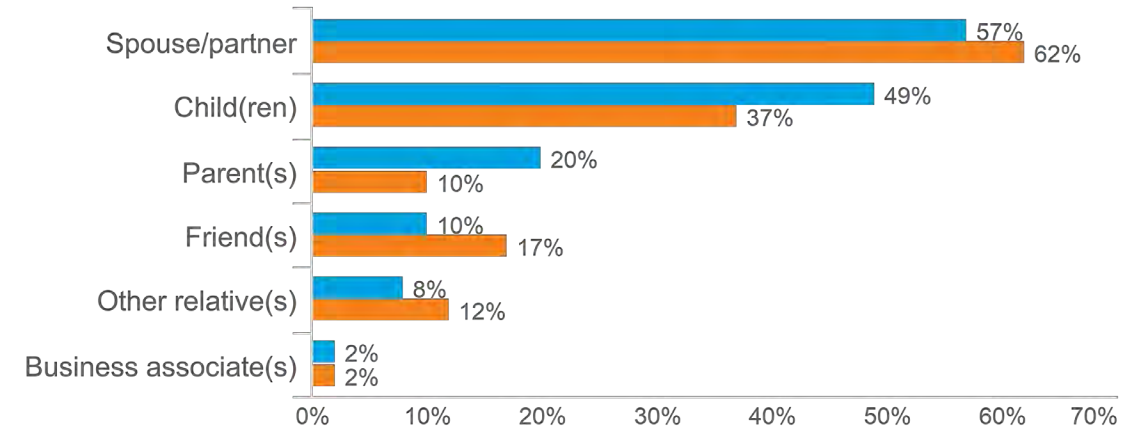


Total  
**2.6**

Average number of people

## Composition of Immediate Travel Party

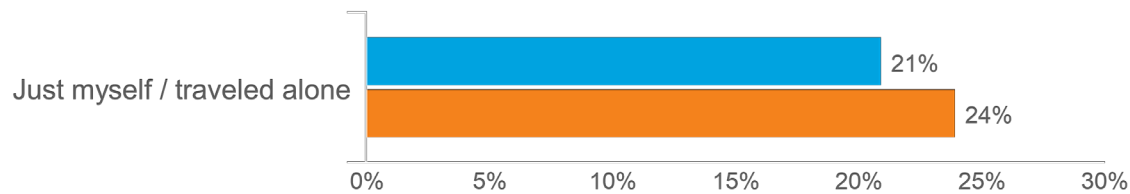
■ State College/Centre County ■ U.S. Norm



Base: 2021/2022 Overnight Person-Trips that included more than one person

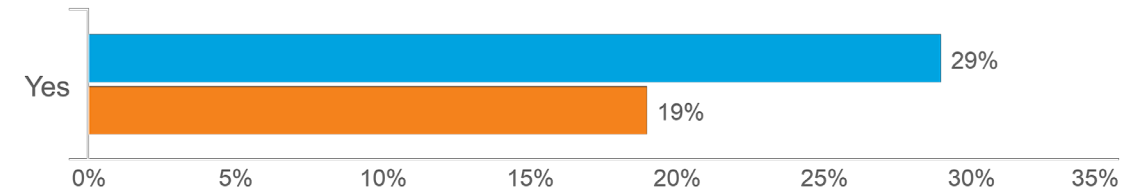
## Percent Who Traveled Alone

■ State College/Centre County ■ U.S. Norm



## Percent Who Had Travel Party Member with Disabilities

■ State College/Centre County ■ U.S. Norm



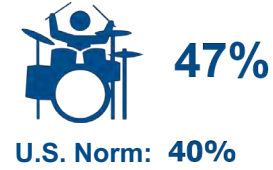
Question added in 2022, data is for 2022 only

## Activity Groupings

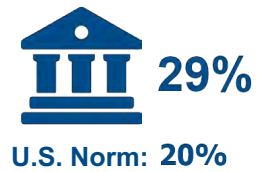
### Outdoor Activities



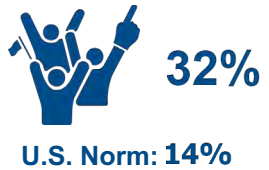
### Entertainment Activities



### Cultural Activities













### Sporting Activities




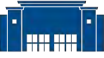




### Business Activities



## Activities and Experiences (Top 10)







	State College/Centre County	U.S. Norm
 Shopping	22%	21%
 Sightseeing	15%	13%
 Convention for personal interest	13%	3%
 Attended/participated in an amateur sports event	10%	3%
 Visiting colleges/universities	10%	3%
 Bar/nightclub	9%	6%
 Business meeting	8%	6%
 Attended/participated in a sports event for kids	8%	3%
 Theme park	8%	5%
 Attending celebration	8%	10%

## Shopping Types on Trip

	State College/Centre County	U.S. Norm
 Outlet/mall shopping	<b>43%</b>	<b>48%</b>
 Big box stores (Walmart, Costco)	<b>35%</b>	<b>29%</b>
 Souvenir shopping	<b>34%</b>	<b>26%</b>
 Boutique shopping	<b>27%</b>	<b>23%</b>
 Antiquing	<b>26%</b>	<b>12%</b>
 Convenience/grocery shopping	<b>26%</b>	<b>28%</b>

Base: 2021/2022 Day Person-Trips that included Shopping

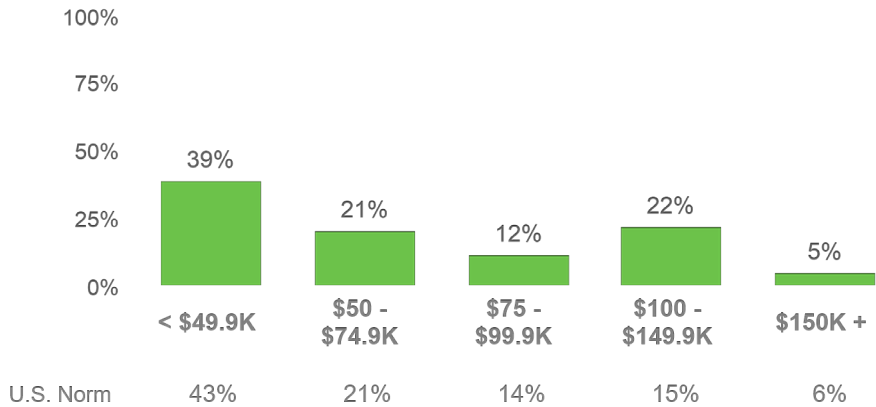
## Dining Types on Trip

	State College/Centre County	U.S. Norm
 Unique/local food	<b>32%</b>	<b>38%</b>
 Street food/food trucks	<b>23%</b>	<b>19%</b>
 Fine/upscale dining	<b>22%</b>	<b>15%</b>
 Picnicking	<b>21%</b>	<b>12%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>16%</b>	<b>13%</b>
 Gastropubs	<b>15%</b>	<b>7%</b>

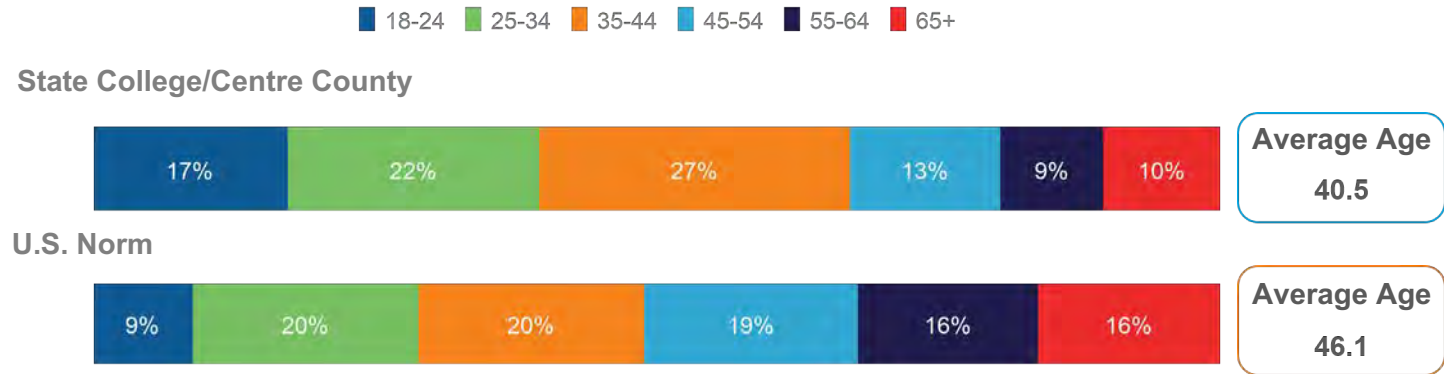
# Demographic Profile of Day State College/Centre County Visitors

Base: 2021/2022 Day Person-Trips

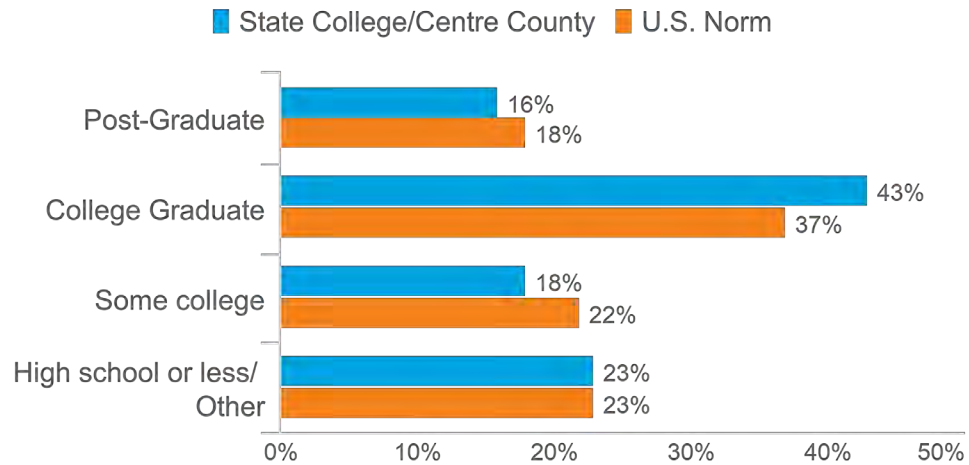
## Household Income



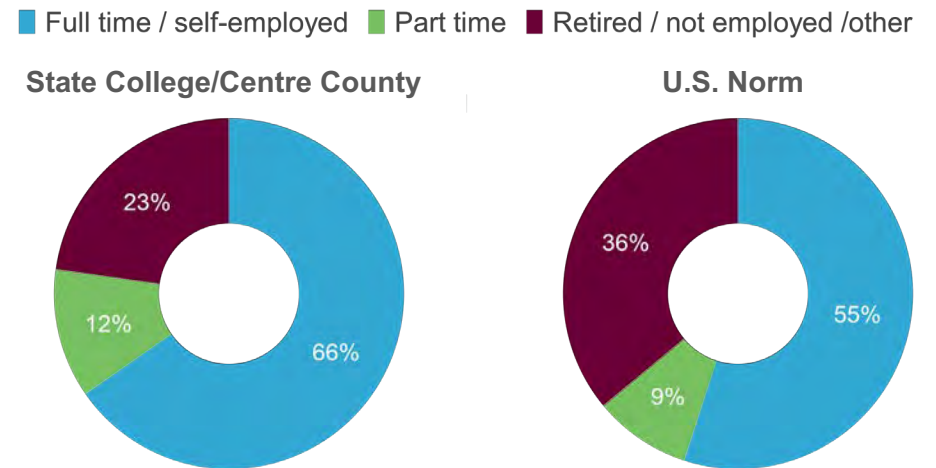
## Age



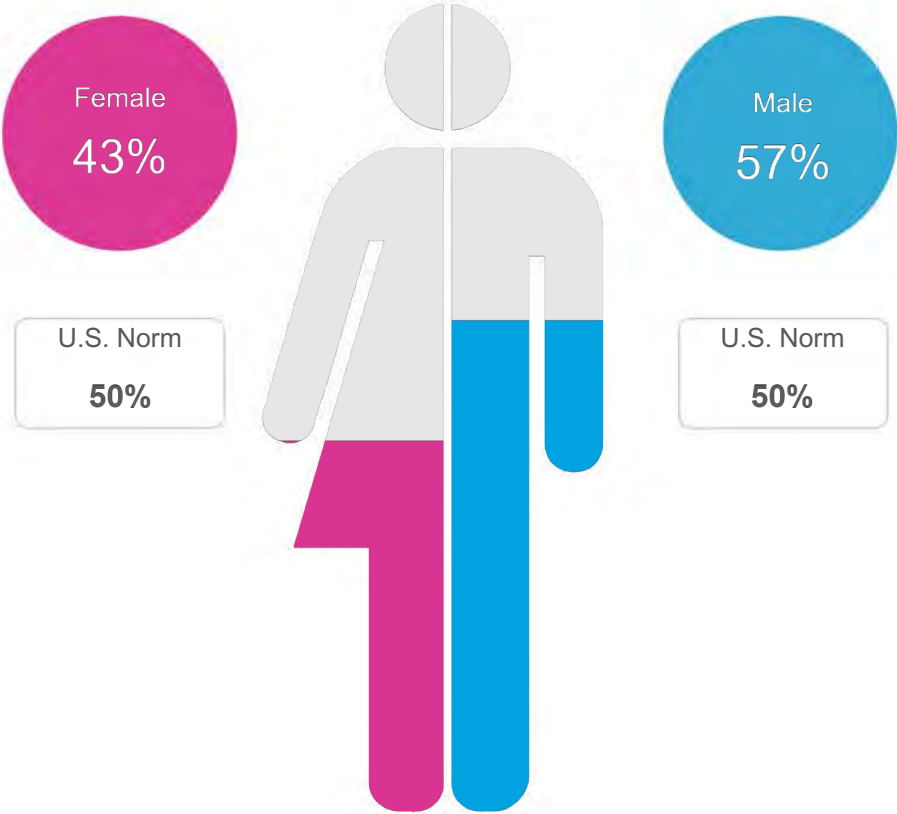
## Educational Attainment



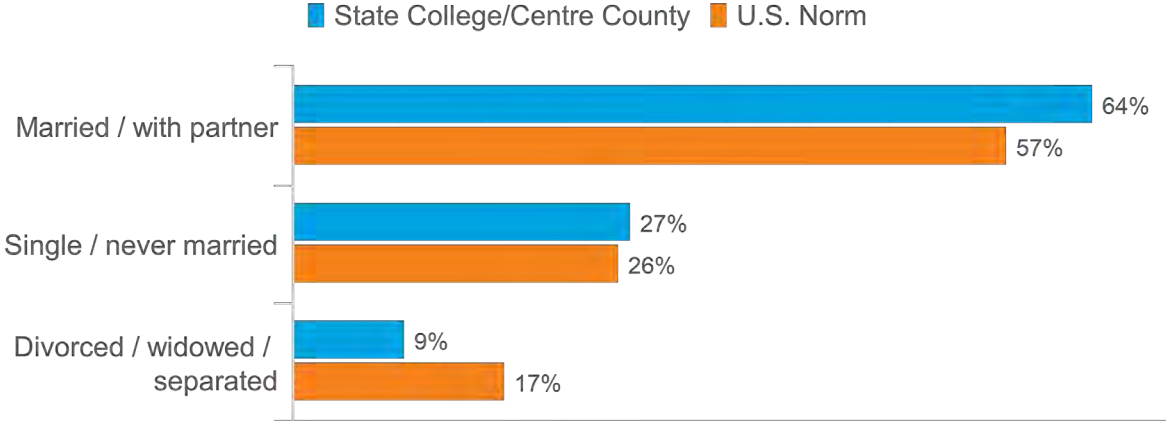
## Employment



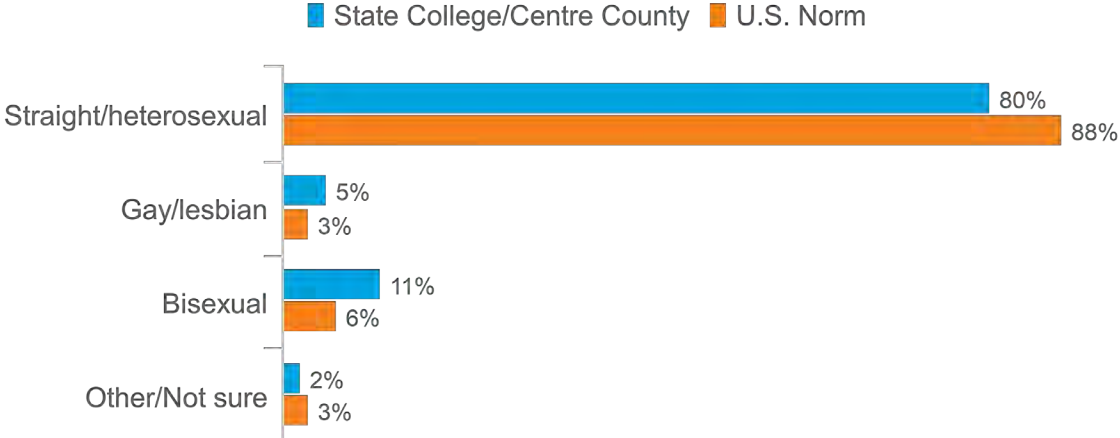
## Gender



## Marital Status



## Sexual Orientation



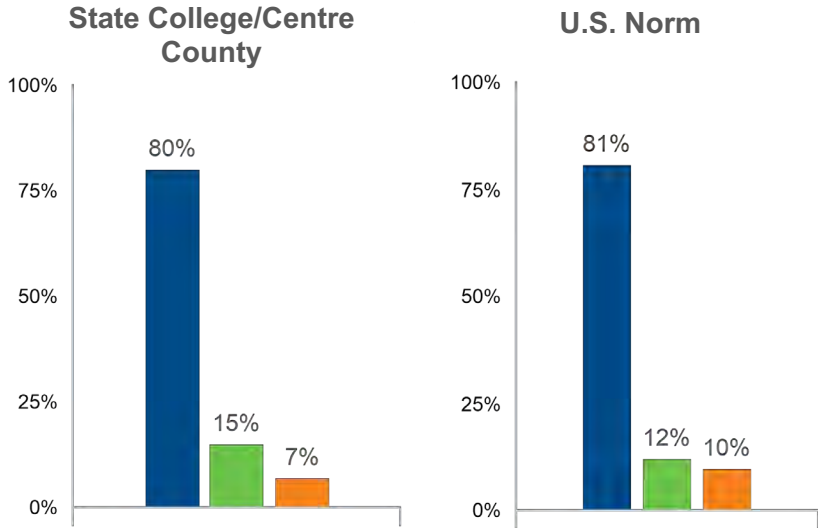


# Demographic Profile of Day State College/Centre County Visitors

Base: 2021/2022 Day Person-Trips

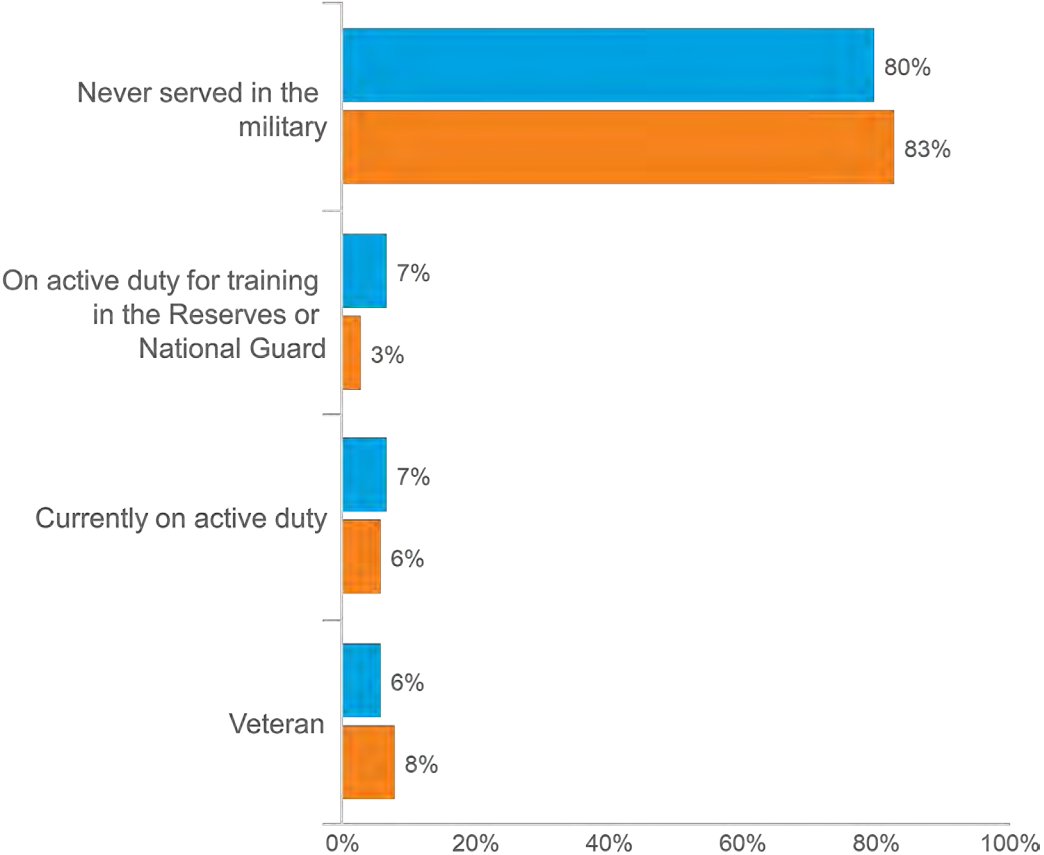
## Race

White African-American Other



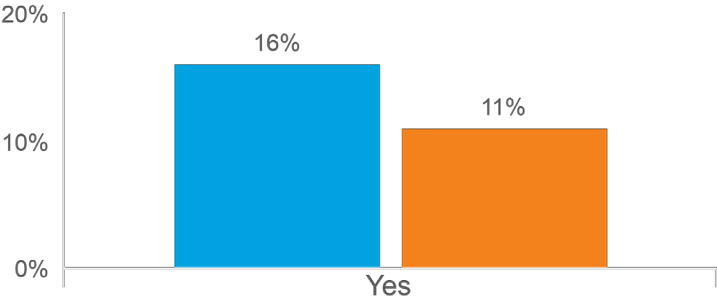
## Military Status

State College/Centre County U.S. Norm



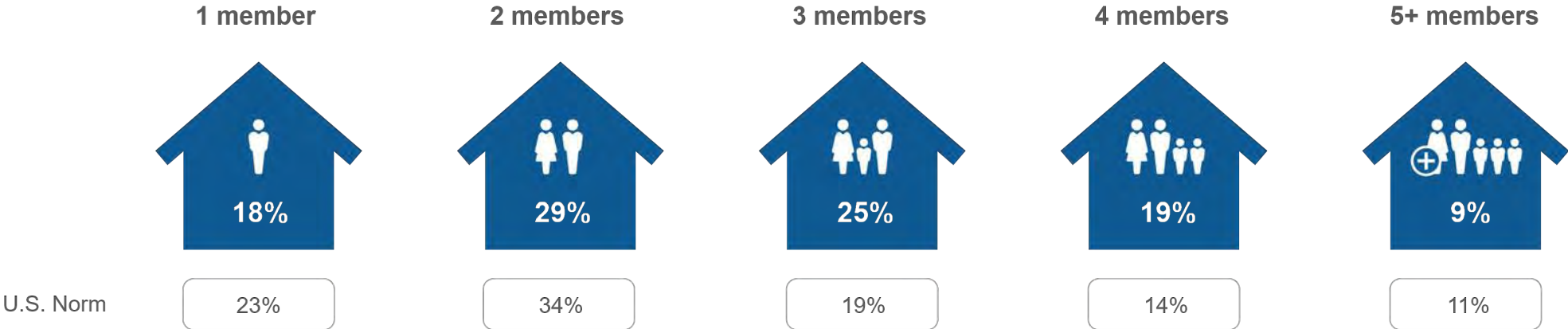
## Hispanic Background

State College/Centre County U.S. Norm

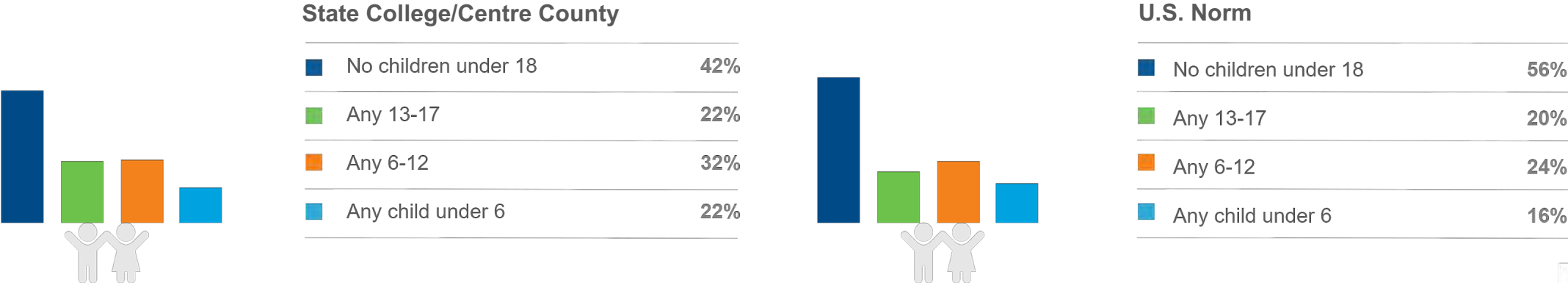


Question added in 2022, data is for 2022 only

## Household Size



## Children in Household



C  M P A S S

Longwoods  
INTERNATIONAL