Pennsylvania Heritage Tourism Study

Prepared for:
The Pennsylvania Department of Conservation and Natural Resources in Partnership with the Pennsylvania Department of Community and Economic Development, the Pennsylvania Historical and Museum Commission, Preservation Pennsylvania, and the Federation of Museums & Historical Organizations

D.K. Shifflet & Associates, Ltd.
McLean, Virginia
May 1999

Table of Contents

Pennsylvania Heritage Tourism Study

Introduction

The Pennsylvania Department of Conservation and Natural Resources (DNCR) is dedicated to advancing and promoting Pennsylvania's Heritage Regions. As part of this ongoing commitment, DCNR, in conjunction with the State Heritage Park Interagency Task Force (comprised of the departments of Transportation, Community and Economic Development, and Education; the Pennsylvania Historical and Museum Commission; and the Pennsylvania Council on the Arts) established the Pennsylvania Heritage Parks Program to protect and promote the state's special Heritage areas in the interests of supporting long-term economic development and spurring regional visitation.

To help assess marketing needs, DCNR retained D.K. Shifflet and Associates (DKS&A) to provide the Department with market intelligence on Pennsylvania's Heritage Tourism industry. To this end, DKS&A conducted a study of over 1,700 U.S. Leisure travelers. The objectives of this quantitative study were to:

1) Define Heritage Tourism for Pennsylvania
2) Estimate the Size and Impact of Heritage Tourism in Pennsylvania and compare to statewide travel estimates
3) Assess how Pennsylvania's Heritage Tourism marketplace compares to other regional states
4) Identify the top motivations and barriers to Heritage travel in Pennsylvania among both Visitors and Non-Visitors
5) Identify the top information resources used by Pennsylvania Heritage travelers for planning their trip and assess the helpfulness of each
6) Measure travelers' perceptions of Pennsylvania's Heritage Tourism product
7) Profile Pennsylvania's Heritage Travelers focusing particularly on the state's Core Heritage traveler and provide comparisons to key market segments
8) Measure Pennsylvania's Heritage Travelers' participation in Outdoor activities and highlight comparisons of the two types of niche travel markets
9) Measure and understand respondents' awareness, participation, and interest in Pennsylvania's Heritage attractions and activities and determine satisfaction levels with each
10) Determine the awareness, interest, visitation, and relative importance of Pennsylvania's national, state and local historic sites among the state's Heritage travelers
11) Identify the relative importance, use, and satisfaction of various amenities among Heritage travelers
12) Determine the awareness, visitation and satisfaction of Pennsylvania's Heritage Tourism Regions and highlight the top activities of each region

Pennsylvania Heritage Tourism Study
Executive Summary

- Heritage Tourism for Pennsylvania is a broadly defined travel market that encapsulates a wide variety of historic, cultural and outdoor activities. The most popular attractions listed by travelers that best describe this market are the state's historic towns/districts, Philadelphia's Liberty Bell, Gettysburg's battlefields, Amish country, and various attractions and museums found throughout the state.
- For Pennsylvania, Heritage Tourism represents a sizable portion of the state's total Leisure visitors and dollars generated. In 1997, Heritage Tourism by dedicated or Core Heritage travelers (i.e. visitors whose primary purpose for traveling to Pennsylvania was for Heritage Tourism), accounted for 12% of all Pennsylvania Leisure Person-Trips or 10.3 million Visitors and noteworthy 25% of all tourism spending by U.S. Leisure travelers or $2.99 billion. In addition, this market segment helped support over 55,000 jobs, was responsible for generating $1.0 billion in earnings for Pennsylvania residents, and generated $497.1 million in tax collections for Pennsylvania (direct and indirect impacts).
- Heritage Tourism is becoming an increasingly important component of Pennsylvania's tourism. From 1996 to 1997, Heritage Tourism visitation by Core Heritage travelers grew an impressive 23% and spending rose 15%. In comparison, the total domestic Leisure visitation grew 8% and travelers' direct spending increased 6% from 1996 to 1997.
- On a regional scale, Pennsylvania's top competitors for Heritage Tourism include Washington DC, Virginia, New York and Maryland. Among these states, Pennsylvania is well positioned in the Heritage Tourism marketplace, as the state received the highest Heritage Tourism visitation percentages and scored the second highest satisfaction ratings among travelers.
- Among Visitors and Non-Visitors, Pennsylvania's Heritage product is best described by travelers as "educational", "scenic", and "fun". Combining these attributes with Pennsylvania's competitive strengths (e.g. wide variety of activities available, more beautiful landscape/scenery and family activities available) should provide Pennsylvania marketers with a strong positioning campaign for marketing Heritage Tourism.
- Lack of awareness was the major barrier for Non-Visitors who had not traveled to Pennsylvania for Heritage Tourism in the last several years. In addition, "no family connections to area," and "have already seen everything" were also key obstacles to travel.
- The top information resource used by Pennsylvania's Core Heritage Travelers to help plan their heritage trips was brochures. In addition, travelers were also likely to consult with friends/relatives, AAA, local Visitors Bureaus, and the State Tourism Office. The most helpful of these top resources according to travelers were AAA, and brochures.

- On average, Pennsylvania's Core Heritage travelers are married, middle aged, middle-income, white-collar professionals who travel with their children or in groups of multiple adults. They typically travel in the fall, stay about 3.3 days, spend $102 per person per day, and come from surrounding states (if not Pennsylvania residents). Compared to the average Pennsylvania Leisure visitor, they usually are slightly older and more affluent, and travel more often as families or in groups. In addition, they tend to stay more than a day longer in the state and spend 40% more money per person per day than the average Pennsylvania Leisure visitor.

- There is considerable crossover between Core Heritage and Outdoor Recreation travelers in Pennsylvania -- two key market segments DCNR is responsible for overseeing. While there were many similar characteristics among these two traveler groups, there were some notable differences, which may warrant marketers to create separate marketing campaigns. Key differences were that Core Heritage travelers tended to be slightly older than visitors who traveled to the state for the purposes of Outdoor Recreation, they more often traveled as families or in groups of multiple adults and frequented the state mostly in the fall rather than the summer. Each campaign, however, should cross-promote activities in the other market segment to capitalize on the high crossover.

- The attractions in Pennsylvania that Core Heritage travelers were most aware of, participated most often in, and had the highest interest in for future travel included historic towns/districts, battlefields/forts, zoos/gardens/arboreta, art galleries/museums, and house museums. For the most part, travelers were also very satisfied with these activities. In comparison, Non-Visitors expressed the most interest in the state's festivals, zoos/gardens/arboreta, and excursion railroads, which could present growth opportunities for Pennsylvania's Heritage travel market.

- In general, awareness levels of Pennsylvania's national, state, and locally run historic sites was high. This was especially true among the state's Core Heritage travelers. Of the three types of historic sites, the more renowned national historic sites received the highest ratings (participation, satisfaction and interest in future participation).

- Of all the amenities examined, maps and guides were found to be the most critical to Pennsylvania's Core Heritage Tourists: they had the highest usage and were rated the most important to travelers in trip planning. In addition, directional signs, bathrooms, parking, and food/ drink facilities were also fundamentally important amenities. Two other *value-added* amenities that were important to Core Heritage Tourists were family activities and educational classes, which if marketed effectively, could increase Pennsylvania's competitive positioning in the Heritage Tourism industry.

- For all but the Lancaster/Dutch Region, awareness of Pennsylvania's newly instituted Heritage Regions was low. This in turn, translated into low "known" visitation to each of the Regions. However, for those who had visited at least one of the Regions, satisfaction ratings were extremely high, which suggests that travelers like the product/activities offered and the experience they have at each. With this mind, marketers should consider developing effective advertising campaigns designed to boost awareness of the Heritage Regions and to communicate to travelers the breadth of the product available in each. Special emphasis should be placed on travelers' most popular activities for each Region.

1

Defining Heritage Tourism in Pennsylvania

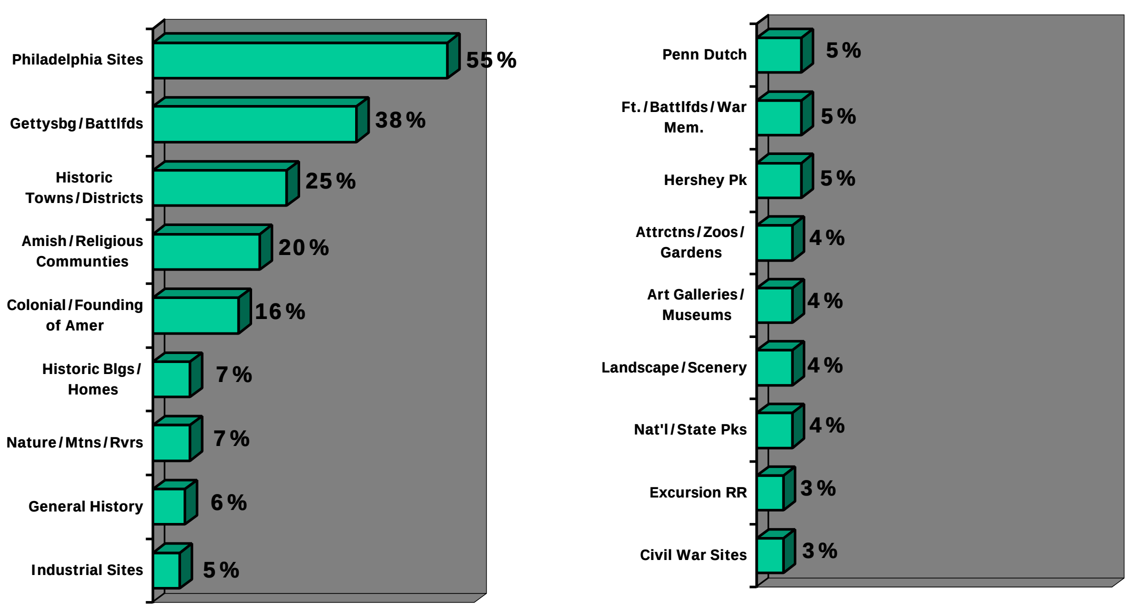
1.1 Key Terms that Best Describe Heritage Tourism for Pennsylvania

While there have been numerous studies on Heritage Tourism by major research companies in recent years, none have been able to conclusively develop an acceptable definition of the term "Heritage Tourism." Some studies, for example, have shown that this type of travel only includes travel to visit historic sites, whereas others have found it to encompass a wide variety of activities such as antiquing, visiting older theme parks, or going to industrial museums. Thus, with the term meaning so many different things to different people in various areas of the country, we believed the first logical step for conducting an analysis of Heritage Tourism in Pennsylvania would be to find out from travelers what they think Heritage Tourism is in Pennsylvania. To this end, we posed the question:

"When you think of Heritage Tourism in Pennsylvania, what comes to mind?"

The results of this analysis[1] are illustrated below. Note, all responses were grouped into categories based on theme similarities.

Definitions of Heritage Tourism in Pennsylvania (Categorized Survey Responses[2])



---

[1] Percentages sum to greater than 100% due to multiple responses.
[2] Appendix C contains the complete listing of all survey responses.

Of all the individual responses provided, the most prevalent ones are listed below:

Key Terms that Best Describe Heritage Tourism in Pennsylvania

Individual Responses	% of Total Respondents
Gettysburg	37%
Philadelphia	31%
Liberty Bell	17%
Valley Forge	11%
Amish	9%
Amish Area/Country	9%
Lancaster	8%
Independence Hall	6%
Hershey	3%
Pittsburgh	3%
Harrisburg	3%
Pennsylvania Dutch Country	3%
Civil War	2%
History	2%
Poconos/Pocono mountains	2%
Pennsylvania Dutch	2%
Battlefields	2%
Lancaster Co./Area	2%
Frank Lloyd Wright/Falling Water	2%
Railroads	2%
Scenery	1%
Museums	1%
Coal Mines	1%
Gettysburg Battlefield	1%
Historic Places/Sites	1%

1.2 Analysis

- Heritage Tourism in Pennsylvania is a broadly defined travel market segment that encapsulates a wide-variety of activities. The most popular responses listed by respondents when asked to describe Heritage Tourism in Pennsylvania were the state's historic towns/districts, Philadelphia's Liberty Bell, Gettysburg's battlefields, Amish country, and various attractions and museums located throughout the state.

- Overwhelmingly, the dominant response for what best described Heritage Tourism in Pennsylvania was the city of Philadelphia or its top historical attraction, the Liberty Bell. In fact, over half (55%) of the respondents listed a response of this nature as the first words to come to mind when thinking of Heritage Tourism in Pennsylvania.

- The second most popular response was Gettysburg's battlefields and parks. While respondents listed a multitude of separate battlefields, forts, and civil war sites found throughout the commonwealth, the mention of Gettysburg was so prevalent (accounting for 38% of all respondents), that it warranted its own category.

- Historic towns/districts (e.g. Lancaster, Pittsburgh, Harrisburg), Amish/Religious Communities, and items related to the Colonial/Founding of America (e.g. Valley Forge, Declaration of Independence) were also popular themes.

- Interestingly, only 6% of all respondents cited they didn't know or weren't sure what Heritage Tourism was. This high awareness of the term is extremely encouraging news to Pennsylvania marketers as future marketing or advertising campaigns developed to promote this type of travel should not warrant further explanation of the term. Thus, more time can be allocated to promoting individual attractions or Heritage Regions.

2

Market Sizing and Economic Impact

As illustrated in the previous chapter, Heritage Tourism for Pennsylvania encompasses a vast array of different activities such as visiting the battlefields in Gettysburg to touring the industrial regions in Pittsburgh to visiting the Liberty Bell in Philadelphia. Thus, with the definition of Heritage Tourism being so inclusive for the commonwealth, the challenge for Pennsylvania marketers and state officials who want to determine the size and impact of this segment on Pennsylvania's travel industry and economy is to determine the appropriate parameters by which to measure the market.

To this end, we posed the following question to survey respondents who indicated that they had visited in Pennsylvania in the last several years and had engaged in Heritage Tourism activities:

"On your most recent Heritage Tourism trip to Pennsylvania, rate how important Heritage Tourism was in your choice to visit Pennsylvania as a vacation destination?"

Importance ratings were based on a seven-point scale where "1" was not at all important and "7" was very important. The distribution of the responses to this "importance measure" enabled us to distinguish the core Heritage Tourists from the travelers who presumably visited the state for other primary reasons (e.g. visited friends and relatives, attended special event). Listed below are the three different levels of Pennsylvania Heritage Tourists that were identified.

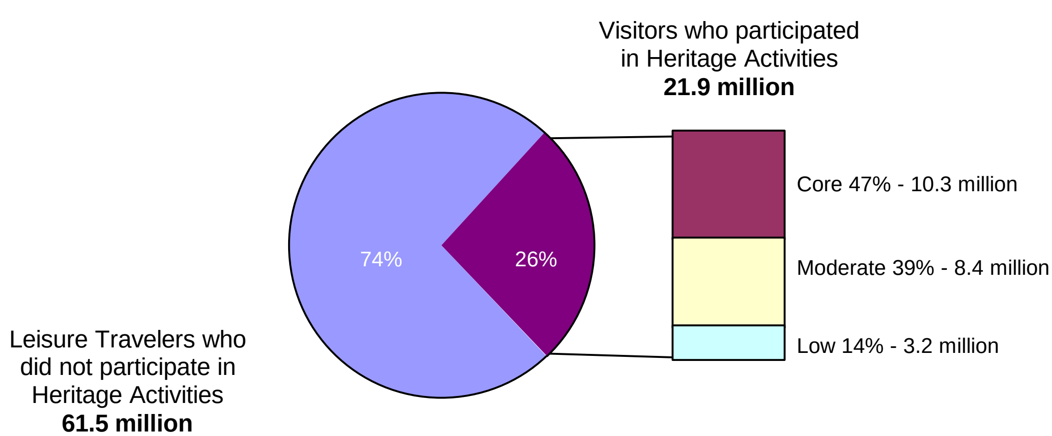
1. **Core Heritage travelers**: Represent Pennsylvania's most dedicated Heritage traveler group. These travelers marked a "6" or a "7" on the importance measure (i.e. Heritage Tourism was a very important factor in their decision to visit Pennsylvania on their most recent trip).
2. **Moderate Heritage travelers**: Represent Pennsylvania's next most viable traveler segment to become "true" Heritage travelers. These travelers marked a "3", "4", or "5" on the importance measure (i.e. Heritage Tourism was a moderately important factor in their decision to visit Pennsylvania). Unlike the Core Heritage travelers who presumably traveled to the state chiefly to engage in Heritage Tourism activities, Moderate Heritage travelers may have come for other reasons but still considered Heritage Tourism an important factor in their decision to visit.
3. **Low Heritage travelers**: Represent visitors who most likely traveled to Pennsylvania for other purposes such as visiting friends and relatives, general vacation, etc. These travelers marked a "1" or "2" on the importance measure (i.e. Heritage Tourism was not an important factor in their decision to visit Pennsylvania). Results of the analysis revealed the characteristics of these travelers most closely resembled Non-Pennsylvania Heritage visitors.

Understanding these different levels of Heritage Tourists is an essential and fundamental first step for marketers who want to assess the size and impact of this travel market segment on Pennsylvania's total tourism industry. While volume and economic impact measures are provided for all travelers who visited Pennsylvania and participated in Heritage activities, the most accurate estimates of Heritage Tourism impacts are based on the spending of those travelers whose primary motivation for visiting Pennsylvania was to participate in Heritage Tourism. In addition, we realize that it is also important to take into account Moderate and Low Heritage Visitors' impact on the state as these travelers did participate in Heritage activities on their trip. However, because these groups considered Heritage Tourism a secondary influence or motivating factor for traveling to Pennsylvania, we segmented these visitors from the Core Heritage travelers. Consequently, the size and impact of Heritage Tourism in this report is based on the state's Core Heritage travelers and, thus, can be considered conservative estimates.

2.1 Volume of Heritage Tourism in Pennsylvania

Based on Pennsylvania's 1997 Domestic Travel Report it is estimated that the commonwealth hosted 112.4 million domestic visitors[3] in 1997 of which 83.4 million were Leisure travelers. Of all the Leisure travelers who visited Pennsylvania, approximately one in four participated in Heritage Tourism activities at some point on their trip, or 21.9 million visitors or Person-Trips.

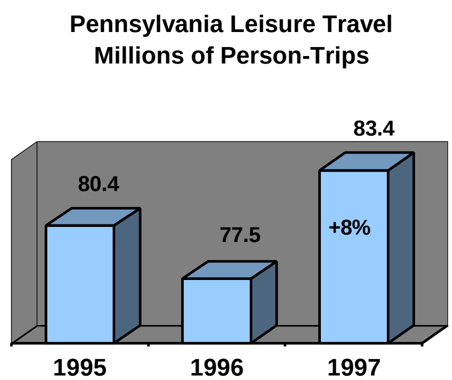
1997 Volume of Pennsylvania Leisure Heritage Tourism: Person-Trips

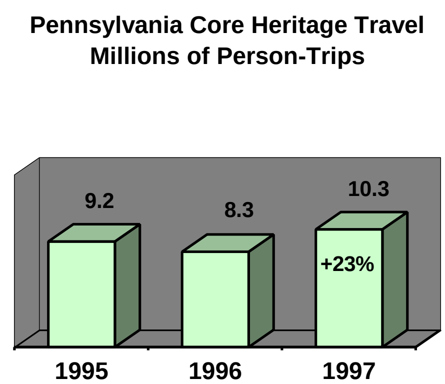


[3] Volume figures are measured in Person-Trips, which is a standard measure in the industry that accounts for one person on one trip irrespective of trip length. For the most part, Person-Trips equates to Visitors. Pennsylvania's 112.4 million total visitors include both Business and Leisure travelers, and Pennsylvania resident and non-resident travelers. Appendix D provides an Overview of Pennsylvania's Heritage Traveler Volume.

This total volume figure of 21.9 million Person-Trips, however, accounts for all travelers who participated in Heritage activities, including those travelers whose primary purpose was not Heritage Tourism or those who stated it was of little influence in their decision to visit the state. Thus, using the Importance parameters previously noted, we estimate the actual number of Core Heritage Tourists to be 10.3 million Person-Trips or 12% of all of Pennsylvania's 1997 total Leisure travelers. Among all Pennsylvania Visitors who participated in some form of Heritage activities on their trip, dedicated Heritage travelers represented close to half (47%) of the segment.

In addition to examining travel to Pennsylvania for 1997, we also examined prior years travel in order to identify market changes. As the graph below illustrates, there was a significant increase (up 23%) from 1996 to 1997 in the number of Core Heritage Travelers who traveled to or within Pennsylvania. Specifically, the market grew from 8.3 million Person-Trips to 10.3 million Person-Trips. Comparatively, this increase was more than three times the growth rate of total Pennsylvania Leisure tourists, which increased 8%.





Volume of Heritage Tourism
(Millions of Person-Trips)

	PA Leisure	All Heritage travelers	Core Heritage	Moderate Heritage	Low Heritage
1997	83.4	21.9	**10.3**	8.4	3.2
1996	77.5	18.7	**8.3**	8.0	2.4
1995	80.4	19.7	**9.2**	7.7	2.8

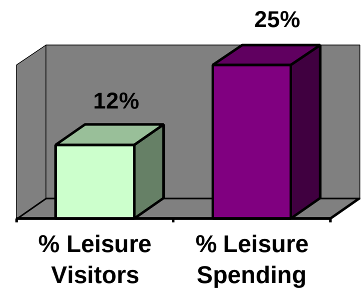
Moderate Heritage travelers (Pennsylvania's best potential growth market for Heritage Tourists) accounted for the next largest Heritage travel group with 8.4 million Person-Trips, followed distantly by Low Heritage Travelers which accounted for 3.2 million visitors.

2.2 Economic Impact of Heritage Tourism

2.2.1 Travel Expenditures of Pennsylvania Heritage Travelers

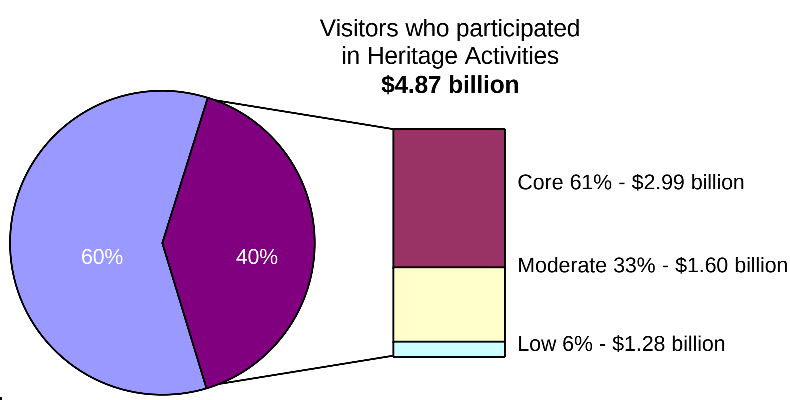
An economic analysis revealed that while the total number of Core Heritage Pennsylvania Visitors accounted for 12% of all Leisure Pennsylvania Visitors in 1997, they disproportionately accounted for 25% of all tourism expenditures of Leisure travelers. The total amount attributable to Core Heritage travelers in 1997 was $2.99 billion. This figure includes spending on travel-related goods and services including transportation, lodging, food & beverages, recreation & entertainment, shopping and other spending.

Pennsylvania Core Heritage Travel



On a larger scale, the total amount of domestic Leisure traveler spending in Pennsylvania that was attributable to visitors who at some point on their trip engaged in Heritage Tourism activities was $4.87 billion or 40% of all 1997 Pennsylvania Leisure travelers direct tourism expenditures ($12.09 billion) [4].

1997 Spending of Pennsylvania Leisure Heritage Travelers (Billions of Dollars)

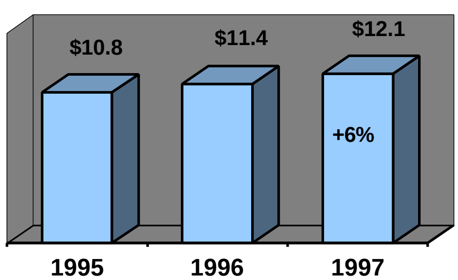


[4] Of the total spending by domestic Pennsylvania travelers in 1997, Core Heritage travelers accounted for a 27% of the total $17.88 billion.

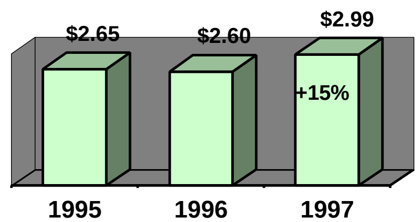
If we also take into account travelers who stated Heritage Tourism was a Moderately Important factor in their decision to visit Pennsylvania, the total spending figure of Heritage Tourists increases to $4.59 billion. Adding this group's expenditures to the Core Heritage traveler's expenditures, however, may overstate the impact of these travelers since some of the Moderate Importance Heritage travelers may have traveled to the state for other reasons besides Heritage Tourism.

Compared to the spending estimates of Pennsylvania's Core Heritage travelers in 1996, Heritage travelers' spending in 1997 soared 15%, growing from $2.60 billion to $2.99 billion. This increase was more than two times the growth rate of total Pennsylvania Leisure tourism spending, which increased 6%. The charts below illustrate Pennsylvania's growth in traveler spending for Pennsylvania's Leisure and Heritage Tourism markets from years 1995 to 1997.

Expenditures of Pennsylvania Total Leisure Travelers (Billions)



Expenditures of Pennsylvania Core Heritage Travelers (Billions)



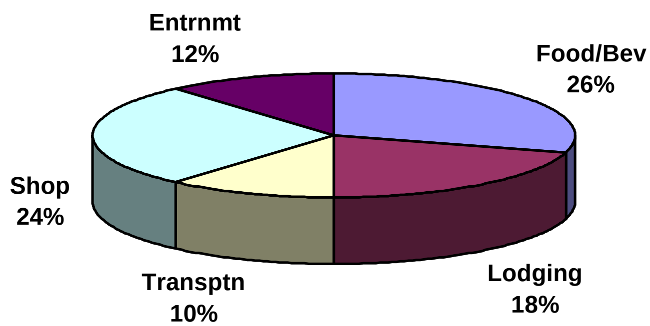
Expenditures of Pennsylvania Travelers (Billions)

	PA Total[5]	PA Leisure	All Heritage travelers	Core Heritage	Moderate Heritage
1997	$17.88	$12.09	$4.87	**$2.99**	$1.60
1996	$17.88	$11.36	$4.45	**$2.60**	$1.63
1995	$15.84	$10.76	$4.34	**$2.65**	$1.44

[5] Represents the total spending of both Business and Leisure Pennsylvania travelers.

Further analysis into Pennsylvania's Core Heritage travelers spending habits revealed that the greatest percentages of their expenditures were for food/ beverage (26%) and shopping (24%). In 1997, these travelers spent a total of $768 million on meals and beverages in restaurants and bars as well as food and beverages in grocery, liquor and other retail food outlets and another $712 million on retail purchases. Spending on lodging in hotels, motels, inns, campgrounds and other lodging facilities was the third largest expense accounting for $545 million, followed by entertainment and recreation spending ($295 million) and transportation spending ($295 million). An additional $281 million was also spent by Heritage travelers on other miscellaneous items.

Allocation of Core Heritage Travelers' 1997 Tourism Expenditures



1997 Expenditures of Pennsylvania Travelers (Millions)

Spending Categories	PA Total[6]	All Heritage travelers	Core Heritage	Moderate Heritage
Food/drink	$3,821	$1,249	**$768**	$419
Retail	$3,684	$1,179	**$712**	$401
Lodging	$3,127	$870	**$545**	$267
Entrnmt & Rec	$2,006	$608	**$384**	$199
Transportation	$4,317	$502	**$295**	$167
Other	$927	$466	**$281**	$151
Total	**$17,883**	**$4,873**	**$2,986**	**$1,604**

[6] Represents the total spending of both Business and Leisure Pennsylvania travelers.

2.2.2 Economic Impact of Core Heritage Travelers' Spending in Pennsylvania

Direct and Indirect Impacts of Core Heritage travelers

Beyond the front-line impacts of tourism spending, there are also a certain level of spin-off benefits attributable to spending that result from all intermediate rounds of production in the supply of goods and services to industry sectors (e.g. the supply and production of bed sheets for a hotel). These additional impacts are called indirect impacts and are typically recommended by economists to be the best measure of resulting economic activity. For Pennsylvania in 1997, the total direct and indirect impact on economic activity of Core Heritage Travelers direct expenditures was $3.90 billion.

Thus, with the addition of the dollars generated by the indirect impacts, a better measure of Pennsylvania residents' earnings (wages & salaries) and jobs supported by Pennsylvania tourism expenditures was $1.00 billion and employment totaled 55,092 jobs. Also, a major by-product of this increased spending was tax collections, which totaled $497.1 million.

Direct and Indirect Economic Effects of Core Heritage Travelers' Expenditures in Pennsylvania (1997)

	Impact
Direct Travel Expenditures	*$2.99 billion*
Direct & Indirect Economic Activity	$3.90 billion
Total Jobs for Pennsylvania Residents	55,092
Earnings for Pennsylvania Residents (wages & salaries)	$1.00 billion
Total Tax Revenues Generated	$497.1 million

Direct, Indirect, and Induced Impacts of Core Heritage travelers

In addition to the direct and indirect spending impacts, there are induced economic impacts. These are generated as a result of spending by employees (in the form of consumer spending) who benefit either directly or indirectly from the initial expenditures under analysis (e.g. impacts generated by hotel employees on typical consumer items such as groceries, shoes, cameras, etc.).

In 1997, the total (direct, indirect and induced) impact of tourism spending by Core Heritage travelers in Pennsylvania was $5.35 billion. The corresponding impact on Pennsylvania residents' earnings was $1.34 billion, which supported a total of 69,752 jobs. An additional $617.0 million was also generated by total tax collections.

Direct, Indirect & Induced Economic Effects of Core Heritage Travelers' Expenditures in Pennsylvania (1997)

	Impact
Direct Travel Expenditures	*$2.99 billion*
Direct, Indirect & Induced Economic Activity	$5.35 billion
Total Jobs for Pennsylvania Residents	69,752
Earnings for Pennsylvania Residents (wages & salaries)	$1.34 billion
Total Tax Revenues Generated	$617.0 million

In addition to the information provided in the report, Appendix D provides a breakdown of the Economic Impact of Heritage Travel by year for 1995, 1996, and 1997 and the accompanying Detailed Report Economic Impacts provides a comprehensive review of the impacts.

2.3 Analysis

- As a segment of the travel market, Heritage Tourism is a critically important component for Pennsylvania in terms of visitors and total dollars generated. In 1997, 10.3 million Core Heritage visitors traveled to or within the state and spent an estimated $2.99 billion. While this group is relatively small in numbers, Core Heritage travelers represent a substantial amount (25%) of the state's total dollars generated by Leisure tourism, thus making it a valuable segment for Pennsylvania marketers. With this in mind, Pennsylvania Tourism marketers should consider devoting marketing efforts to grow this segment, as the economic benefits generated by this traveler group are disproportionately large.

- From 1996 to 1997 Heritage Tourism in Pennsylvania grew significantly. Total volume of true Heritage travelers increased 23% and total spending by these travelers increased 15%. In comparison, total Leisure travel to and within Pennsylvania grew 8% and spending grew 6%. Thus with these strong growth rates and travelers' renewed interest in this type of travel nationwide, continued investment in this market segment is warranted to help further boost Pennsylvania's tourism visitation and economic well-being.

- From the total $2.99 billion that Core Heritage travelers spent in Pennsylvania in 1997, an additional $0.91 billion was generated by the spin-off benefits attributable to this segment which totaled $3.90 billion. This figure represents the Direct and Indirect measure of Economic Impact of these travelers. In addition, the resulting economic activity supported a total of $1.00 billion in earnings (wages & salaries) and over 55,000 jobs for Pennsylvania residents. Also, $497.1 million was collected from associated taxes.

3

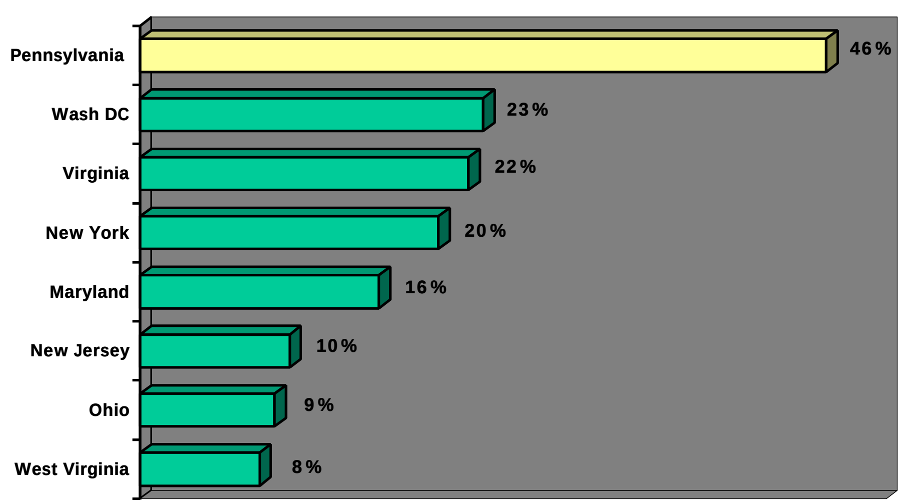
Competitive Assessment

In consultation with DCNR officials, DKS&A identified seven regional states to compare to Pennsylvania in terms of Heritage Tourism travel. These included New York, Maryland, Virginia, New Jersey, Washington DC, Ohio, and West Virginia. This section compares Pennsylvania's share of Heritage travel, visitors' ratings of importance of Heritage Tourism in their trip planning and its' traveler satisfaction ratings of Heritage Tourism to each of the competing states.

3.1 Heritage Tourism Participation

To estimate Heritage Tourism participation of Pennsylvania and surrounding states, we asked respondents to indicate if they had a) visited the state and b) if they had included Heritage Tourism as a part of their trip. The results revealed that Pennsylvania's Heritage Tourism participation level[7] by Leisure travelers was significantly higher than any other state examined. In fact, its participation rate of 46% was more than twice that of the next most popular market, Washington DC, which had a 23% participation rate. Virginia and New York had participation rates similar to Washington DC with 22% to 20% respectively.

Heritage Tourism Participation
Percentage of All Leisure Travel to the State



Thus, based on travelers' Heritage Tourism participation, Pennsylvania's top competitors for Heritage Tourism are Washington DC, Virginia and New York. These results were additionally supported by examining where Pennsylvania Heritage visitors travel when not visiting Pennsylvania. For Pennsylvania's Core Heritage travelers, the markets they visited were Virginia, Washington DC, New York, and Maryland.

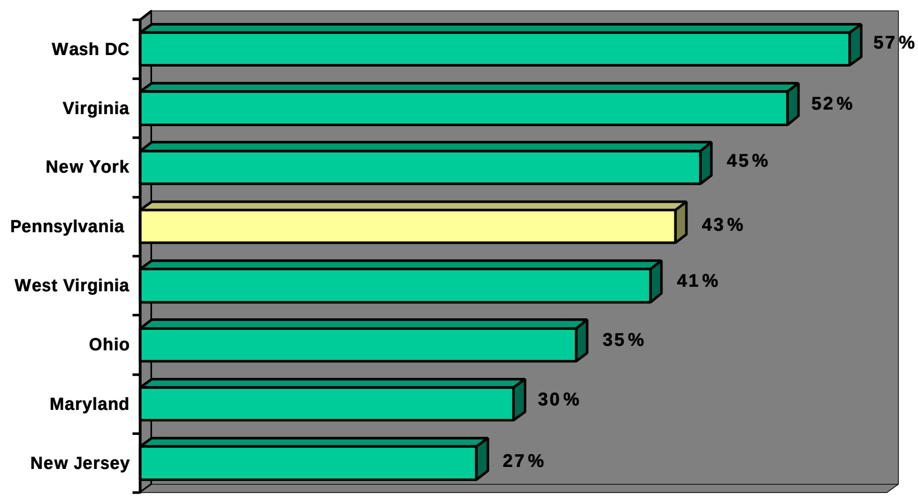
[7] Percent participation since January 1995.

3.2 Heritage Tourism Importance

In addition to measuring participation, respondents were asked to rate how important the availability of Heritage Tourism was in their trip planning. Interestingly, although Pennsylvania had the highest traveler participation in Heritage Tourism, its importance in travelers' trip planning was lower than its three top competing states: Washington DC, Virginia, and New York.

The chart below displays the percentages of respondents who cited that Heritage Tourism was a very important or influential factor in their trip planning (i.e. they marked a "6" or "7" on the importance scale where "1" was not at all important and "7" was highly important).

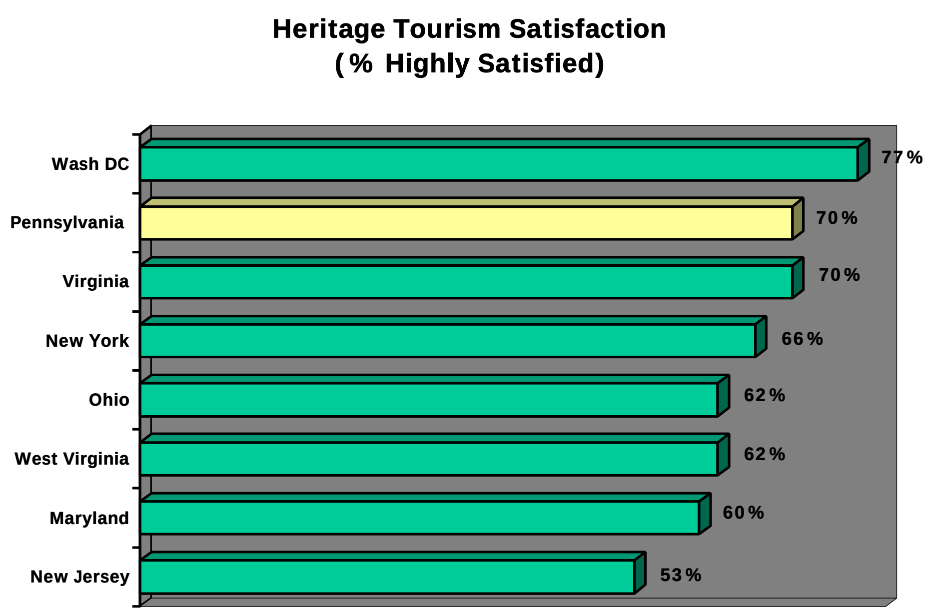
Heritage Tourism Influence in Trip Planning
(% Strongly Influenced)



- With Washington DC, Virginia, and New York each showing higher percentages, there exists an opportunity to grow the importance of Heritage Tourism in Pennsylvania as a reason for visitors to travel to the state.

3.3 Heritage Tourism Satisfaction

Examining travelers' satisfaction with their Heritage Tourism experience in each of the selected states revealed that for the most part, these travelers tend to be highly satisfied. This was especially true of Washington DC's Heritage Visitors where 77% of all respondents cited they were very satisfied with their Heritage Tourism experience. Pennsylvania and Virginia's Heritage travelers were also highly satisfied with their travel experience (70% each).



3.4 Analysis

- A comprehensive regional analysis of the Heritage Tourism marketplace revealed that Pennsylvania's top competitors for these travelers are Washington DC, Virginia, New York, and Maryland. Comparatively, Pennsylvania draws a higher percentage of its Leisure travel from this market segment than any of the other states. In fact, close to half of all Leisure travelers who had visited Pennsylvania from 1995 to 1997 indicated they had participated in Heritage Tourism activities. This percentage was more than double all other states' percentages, reflecting Pennsylvania's competitive strength in this market.

- While Pennsylvania topped the other states in Heritage Tourism participation, Washington DC, Virginia and New York received higher importance ratings by travelers in regards to trip planning. To this end, Pennsylvania marketers could work to improve the relative importance of Heritage Tourism in Pennsylvania travelers' minds with effective marketing and advertising campaigns that promote Pennsylvania's rich Heritage Tourism product as a reason to visit the state.

- Pennsylvania's dominant position in this market segment was further supported by an analysis of travelers' satisfaction with their overall Heritage Tourism experience. Of all Pennsylvania Heritage travelers who had visited in recent years, over 70% were highly satisfied with their travel experience. This percentage was second only to Washington DC travelers' satisfaction ratings. With this in mind, Pennsylvania marketers should continue to work to market to this segment as a satisfying travel experience. Positioning Pennsylvania in this light should positively affect repeat and first time Heritage Tourism visitation in the future.

4

Other Highlights

Having identified the competitive nature of Heritage Tourism for Pennsylvania, this chapter provides additional insight to the state's competitive strengths and weaknesses and examines travelers' perception of Heritage Tourism activities among key traveler segments. This chapter also examines the top information resources used by Heritage Tourists, which presumably helped form and influence their perceptions of the state.

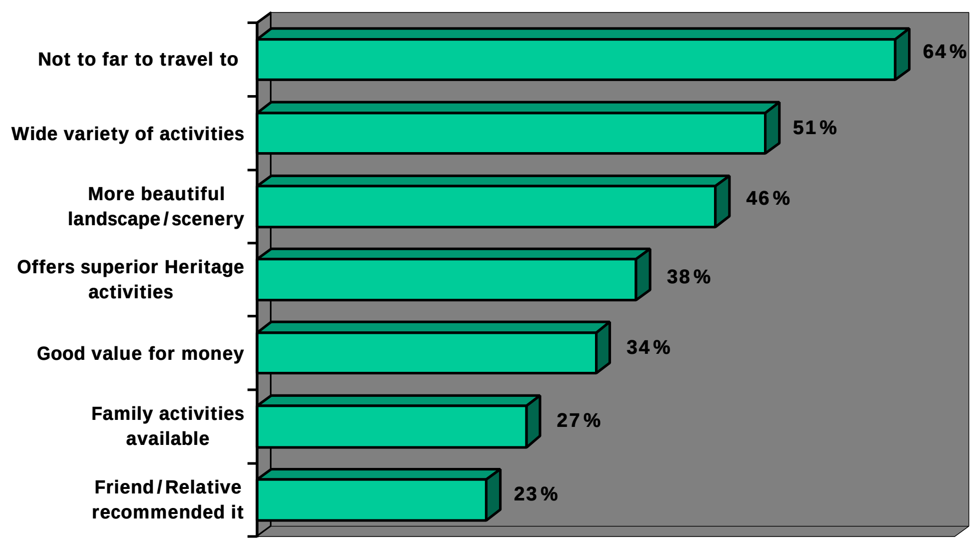
4.1 Motivations and Barriers to Travel

Visitor Motivations

Overwhelmingly, the top motivator for traveling to Pennsylvania over other destinations was "not to far to travel to" , with nearly two-thirds citing this as a top reason. Additionally, the state's "wide variety of activities", "more beautiful landscape/scenery", and "offers superior Heritage activities" were also mentioned as top motivators.

- Not surprisingly, Pennsylvania's Core Heritage visitors were more inclined to list the state's "more beautiful landscape" and "superior Heritage activities" as top reasons to visit than its Low Heritage travelers. Consistent with Pennsylvania's Low Heritage travelers' strong reliance on friends and relatives for obtaining information for trip planning (noted in the next section), these visitors more often cited "friend/relative recommended it" and "traditionally vacation" there as the second and third top motivators to traveling to Pennsylvania.

Top Reasons Core Heritage Travelers visited PA



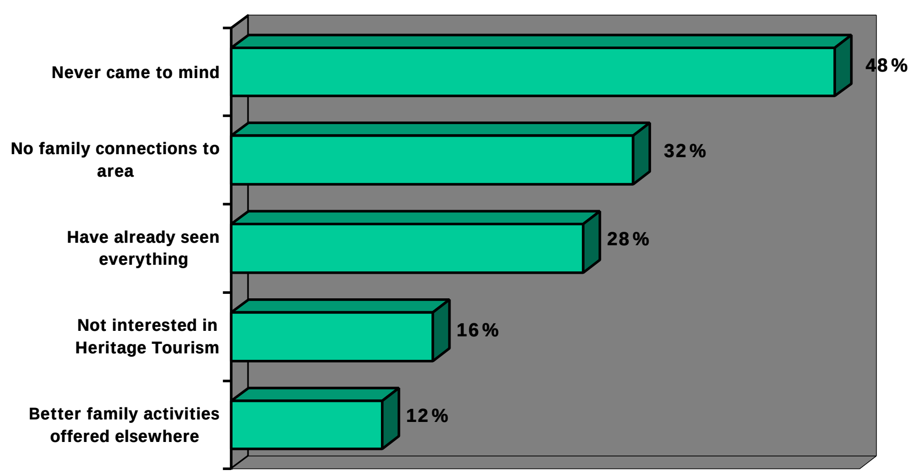
Non-Visitor Barriers

Accounting for nearly half of the responses (48%), the major barrier cited by Non-Pennsylvania Heritage Visitors (i.e. visitors who did not visit Pennsylvania for Heritage Tourism but did visit another destination for Heritage travel) for not traveling to Pennsylvania for Heritage Tourism was that it just "*never came to mind".* Increased promotion and advertising that constantly reminds travelers about all the available Heritage Tourism activities available in the state should help address this awareness problem.

- Another major barrier was that travelers believed they had *already "seen everything"*. To tackle this barrier, Pennsylvania marketers should create a sense of mystery or excitement that something new or different is waiting to be seen at the commonwealth's Heritage sites. For example, marketers could encourage travelers to revisit previously seen sites in order to attend a festival, a special event, or a reenactment or could encourage travelers to visit some of the lesser known historic sites or Heritage Regions.

- *Better family activities offered elsewhere* was another frequently listed barrier to traveling to Pennsylvania for Heritage Tourism. To address this problem, marketers should consider reexamining Pennsylvania's available product designed for family travelers and possibly expand its communications efforts to increase awareness and ultimately participation in Pennsylvania Heritage attractions by families.

Top Barriers Not to Visit PA for Heritage Tourism



4.2 Information Sources Used

Among Pennsylvania's Heritage travelers, the top information resources used to help plan their Heritage trips were brochures, friends/relatives, AAA, local Visitors Bureaus and State Tourism Offices. This held true for all three categories of Heritage travelers (Core, Moderate and Low). Within these top resources, there were some notable differences in levels of usage and helpfulness ratings of each, especially between Pennsylvania's Core and Low Heritage travelers.

- The most frequent source of information used by Pennsylvania's Core and Moderate Heritage visitors was brochures, whereas the Pennsylvania's Low Heritage travelers were more likely to rely on advice from friends or relatives. Mirroring this usage pattern, the helpfulness of the information obtained from brochures was considerably higher among the state's Core and Moderate Heritage travelers than Low Heritage travelers, while the reverse held true for the helpfulness of friends and relatives.

- AAA was also relied on quite heavily by Core and Moderate Heritage travelers and had extremely high Satisfaction ratings. In fact, AAA's Satisfaction ratings were second only to travel agents. Interestingly, travel agents had the lowest usage among all the information resources.

- Pennsylvania's Heritage travelers were also prone to contact local Visitors Bureaus or the State Tourism Office for information to assist with trip planning. Of all the groups, Pennsylvania's Core Heritage travelers used these sources most often and found each especially helpful in providing information to help plan their trip.

- One in five (20%) of Pennsylvania's Core Heritage Visitors used the internet to gather information, compared to only 7% of the Low Heritage travelers. As this medium's acceptability and usage continues to grow, proper positioning of Pennsylvania's Heritage tourism products will become increasingly important. Additionally, proper maintenance of the website and keeping the information up-to-date will also be critical.

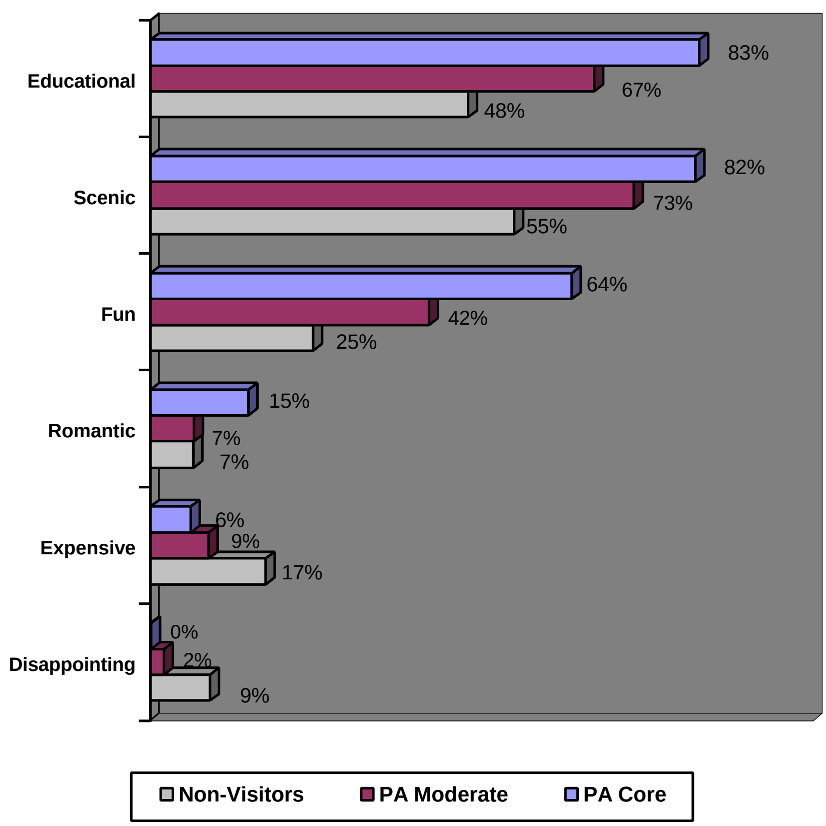
Usage of Information Resources (% Usage as Top Source)			
	Core Heritage	Moderate Heritage	Low Heritage
Brochures	74	76	48
Friends/Relatives	61	60	63
AAA	52	51	27
Local Visitors Bureau	39	37	15
State Tourism Office	31	21	15
1-800 #	24	16	6
Newspr/Edit/Stories	23	10	20
Magazine Articles	21	13	7
Internet/Website	19	22	7
TV/Print/Radio Ads	17	7	--
Travel Agent	5	2	3

Helpfulness of Information Resources (%Very Helpful)			
	Core Heritage	Moderate Heritage	Low Heritage
Brochures	77	51	42
Friends/Relatives	73	64	88
AAA	81	60	29
Local Visitors Bureau	73	51	--
State Tourism Office	73	42	29
1-800 #	70	25	--
Newspr/Edit/Stories	73	37	7
Magazine Articles	66	36	80
Internet/Websit	68	38	--
TV/Print/Radio Ads	64	30	--
Travel Agent	90	40	29

4.3 Images of Pennsylvania

Pennsylvania's Heritage Tourism activities were considered simultaneously educational and scenic by over 80% of the state's Core Heritage Visitors. Fun was also rated high as an attribute of Pennsylvania Heritage Tourism. Among all the visitor segments, there was general agreement regarding the attributes that best describe the Pennsylvania Heritage Tourism experience (educational, scenic, fun) regardless of their degree of involvement with Heritage Tourism.

Percentage of Respondants Who Strongly Believed the Attribute Described Pennsylvania's Heritage Tourism Activities



Among the negative attributes examined, only a relatively small percentage of Pennsylvania's Core and Moderate Heritage travelers strongly believed that the attributes were descriptive of the state's Heritage activities. Of concern, however, were the ratings of the Non-Visitors or Non-Pennsylvania Heritage travelers – a total of 17% of the Non-Visitors strongly believed the activities available were expensive and another 9% perceived the activities to be disappointing. Although these are relatively small percentages, Pennsylvania marketers may want to develop a special campaign designed to address these areas of concern in future marketing initiatives.

4.4 Analysis

- Above all others, the primary reason cited by travelers who chose to visit Pennsylvania over other destinations for Heritage Tourism was "proximity to home". This was followed by the state's "wide variety of activities", "more beautiful landscape/scenery", and the "family activities" that are available. These primary motivators are presumably the commonwealth's greatest competitive strengths, and, as such, should be incorporated in future marketing and promotional initiatives.

- In addition, Pennsylvania Heritage Tourism should be promoted as especially "educational", "scenic" and "fun" in advertising creatives or promotional materials since both Pennsylvania's Heritage Visitors and Non-Visitors strongly believed these attributes best described the state's Heritage Tourism product.

- "Lack of awareness" was the major barrier among Non-Visitors, followed by "no family connections to the area" and "already seen everything". While it may be difficult to overcome the no family connections to area, effective promotional campaigns designed to increase awareness of Pennsylvania's mainstream and lesser known Heritage Tourism product (e.g. excursion railroads, historical organizations, science centers) and Heritage Regions may help overcome the other primary barriers.

- Heritage travelers who visit Pennsylvania report using a wide-range of information sources in planning their trips. Among the top ones were brochures, friends/relatives and AAA. These sources also were rated the most helpful among travelers. With brochures being the most valuable source for information among travelers, Pennsylvania marketers should ensure that their quality is kept high and that they are readily accessible to travelers who are planning trips to Pennsylvania and to residents who are supporting the state's critical VFR travel market (i.e. travelers visiting friends and relatives).

- In addition, local Visitors Bureaus and State Tourism Offices were frequently used by travelers for obtaining trip-planning information. As the need for more immediate information becomes increasingly important to travelers, these centers should ensure that its staffers are well-trained to provide the necessary information; and that its web-sites are properly maintained, contain up-to-date information, and have the capability to sell travel packages to consumers visiting the site.

5

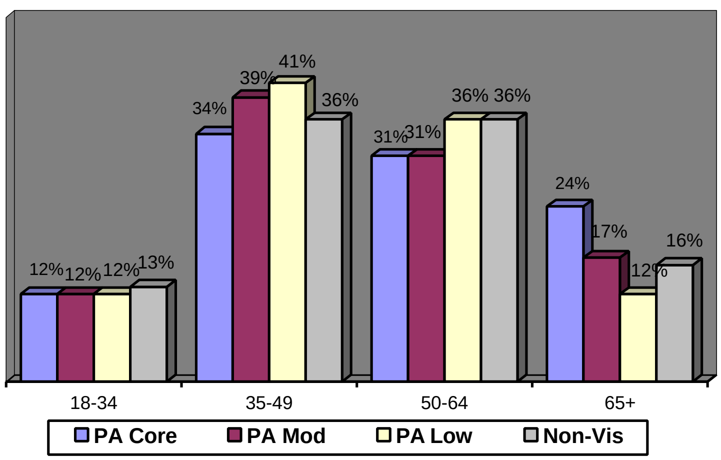
Visitor Profiles

5.1 Demographic Highlights[8]

Age

As the graph below illustrates, the most significant share of Pennsylvania's Heritage travel was by Baby Boomers aged 35 to 49 years and Older Adults aged to 64 years. Among the state's Core Heritage travelers' Senior travelers aged 65 or older comprised a significant portion of the travel (24%) -- the highest of all the segments. Correspondingly, the average age of Core travelers (51.2 years) was higher than all other Heritage travel groups and particularly higher than the state's average for all Leisure travelers (43.2 years)[9].

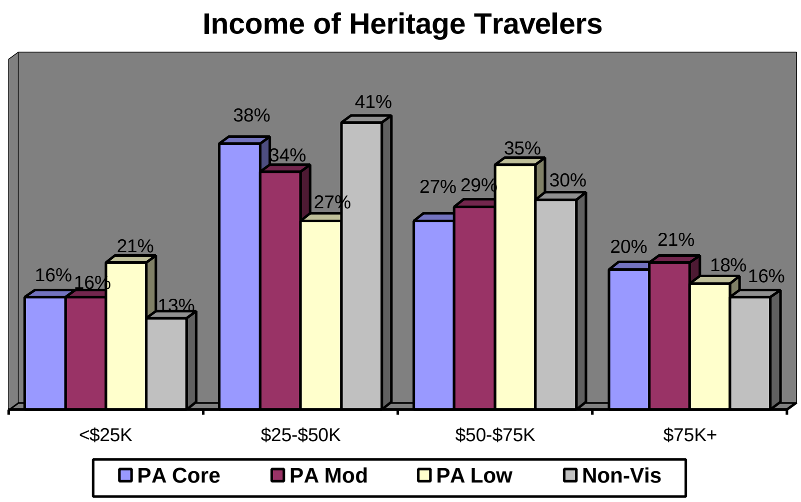
Age of PA Heritage Travelers



Income

For the most part, Heritage travelers including both Pennsylvania and Non-Pennsylvania Heritage Visitors came from middle-income households generating between $25,000 and $75,000 per year. Pennsylvania's Core and Moderate Heritage travelers had the highest average annual household income of all the groups examined ($55,500 and $54,400 respectively), while the Non-Pennsylvania Heritage travelers (i.e. Non-Visitors) had the lowest ($52,200).

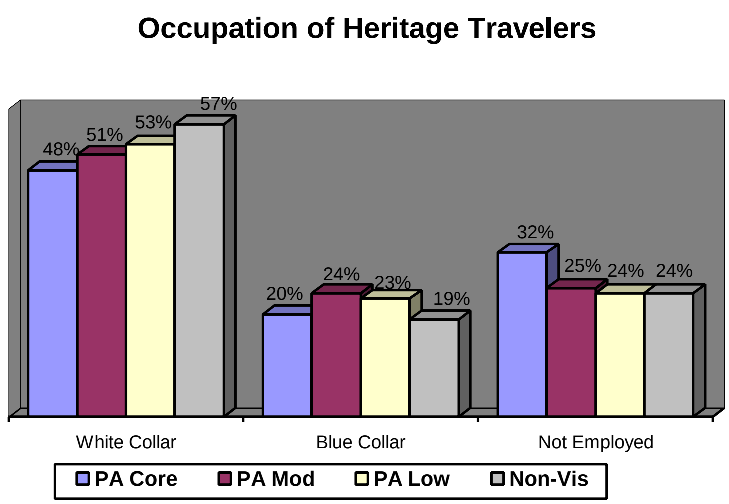
[8] Levels of Importance of Pennsylvania's Heritage travelers in this section applies to travelers' importance ratings of their most recent Heritage trip experience.
[9] Source for all comparisons to the average Pennsylvania Leisure traveler: 1997 Pennsylvania Domestic Travel Report.



Occupations

Similar to the other groups examined, the greatest percentage (48%) of Pennsylvania's Core Heritage travelers were employed in white-collar occupations such as professional or managerial positions. Interestingly, this percentage was slightly lower than the percentage of the Moderate and Low Heritage traveler groups employed in white-collar occupations and was particularly lower than the Non-Pennsylvania Heritage travelers.

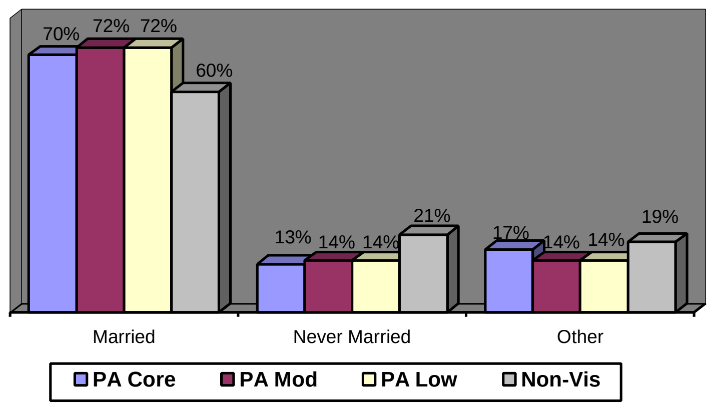
- Reflecting the relatively high percentage of Senior and retired travelers among Pennsylvania's Core Heritage travelers, a proportionally higher percentage of this group cited they were not employed.



Marital Status

Similar to state's total Leisure traveler market, the majority of Pennsylvania's Heritage travelers were married. This held true for all segments of Heritage travelers. In comparison to Pennsylvania's Heritage travelers, however, Non-Pennsylvania Heritage travelers (i.e. Non-Visitors) were more likely to be single or never married or divorced, which could potentially be a small but viable niche market to target for Heritage Tourism in Pennsylvania.

Marital Status of Heritage Travelers



Origin Markets

Reflecting the regional nature of Pennsylvania's Heritage Tourism, the top feeder states for Pennsylvania's Heritage tourists were the state itself (Resident travelers), New York, New Jersey, Ohio, Maryland, and Virginia. Combined, these five states accounted for 72% of all the Core Heritage travelers.

Top Origin States
For Heritage Tourism Travelers

Heritage Tourism	PA Core	PA Moderate	PA Low	Non-PA Heritage
Pennsylvania	39%	35%	35%	27%
New York	13%	13%	8%	14%
New Jersey	10%	8%	10%	11%
Maryland	5%	8%	5%	5%
Ohio	5%	5%	5%	8%
Virginia	4%	5%	4%	5%
Michigan	3%	1%	5%	5%
Florida	1%	1%	--	6%
Washington DC	--	1%	--	3%

For the most part, these states were also the top origin markets for the other key Heritage traveler segments examined. However, some interesting differences were present:

- Of all the segments, Pennsylvania's Core and Moderate Heritage travelers came from the most similar market areas. This is encouraging news for Pennsylvania marketers as marketing and advertising campaigns designed to reach the state's best targets (Core Heritage travelers), may also reach its next best potential visitor targets (Moderate Heritage travelers).

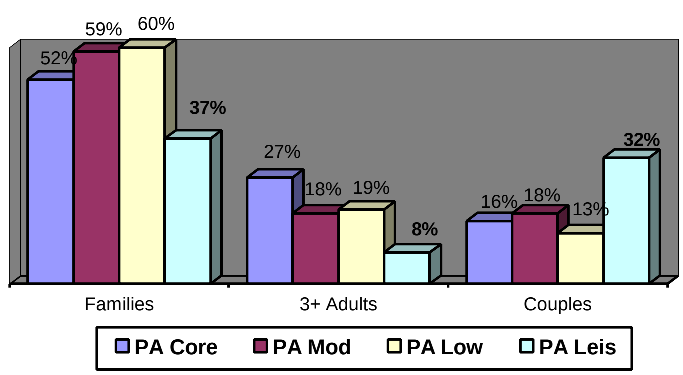
- Not surprisingly, a lower percentage of Non-Pennsylvania Heritage travelers came from within Pennsylvania compared to Pennsylvania's Core Heritage travelers (27% vs. 39% respectively). Although the difference was less pronounced, a higher percentage of Non-Pennsylvania Heritage travelers lived in Ohio, Michigan, Florida, and Washington DC compared Pennsylvania's Heritage travelers. Thus, these could be opportunistic market areas Pennsylvania marketers could tap for prospective Pennsylvania Heritage travelers.

5.2 Travel Behavior Highlights

Party Composition

As pictured in the graph below, the dominant party type of Pennsylvania Heritage travelers was families (adults traveling with children), which accounted for just over half (52%) of all Core Heritage travel parties. Three plus Adult travel parties also accounted for a sizable portion (27%) of all Core Heritage travel parties. Thus, with these two groups comprising over three-quarters of all travel parties, it is obvious that Heritage Tourism in Pennsylvania is a "shared" experience either between parents and children or by groups of adults.

Primary Party Types of Pennsylvania Heritage Travelers



- While lower than the percentage of family travel within the Moderate and Low Heritage traveler segments, Pennsylvania's Core Heritage travelers' percentage of family travel was significantly higher than the state's average for all Leisure travel (52% vs. 37%). Reflecting this higher mix of family travel parties, the average size of a typical Heritage travel party in Pennsylvania was significantly larger than the average for Leisure travelers who visited the state (3.9 persons vs. 2.7 persons).

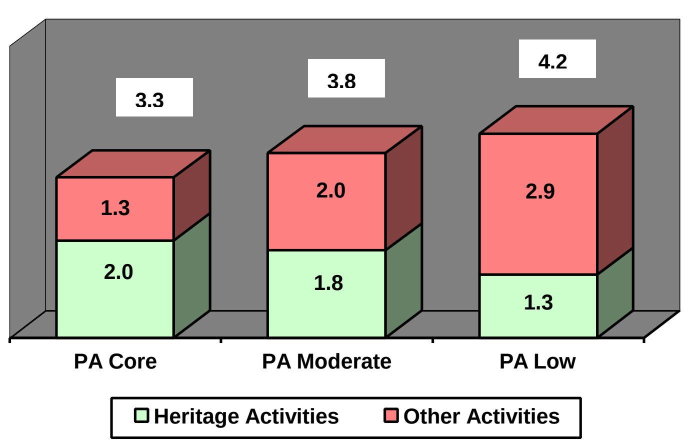
- Also important to highlight is Pennsylvania Core Heritage travelers' higher percentage of travel by 3^+ adult travel parties (27%). With only 8% of Pennsylvania's total Leisure travel being by 3+ adult travel parties, these types of parties would likely be promising targets for marketing Heritage packaged or planned tours.

Length of Stay

When visiting Pennsylvania, Core Heritage travelers typically stayed about 3.3 days, which was comparatively shorter than the average stay lengths of Pennsylvania's Moderate and Low Heritage travelers. However, reflecting the relative degrees of Importance of Heritage Tourism in travelers' decision to travel to the state, the number of days actually spent participating in Heritage Tourism activities was greater.

- While shorter than the Moderate and Low Heritage travelers' average length of stay, Pennsylvania's Core Heritage travelers' average length of stay was significantly longer than the average stay length of a typical Pennsylvania Leisure traveler (2.0 days).

Average Length of Stay (Days) & Duration of Activity Participation

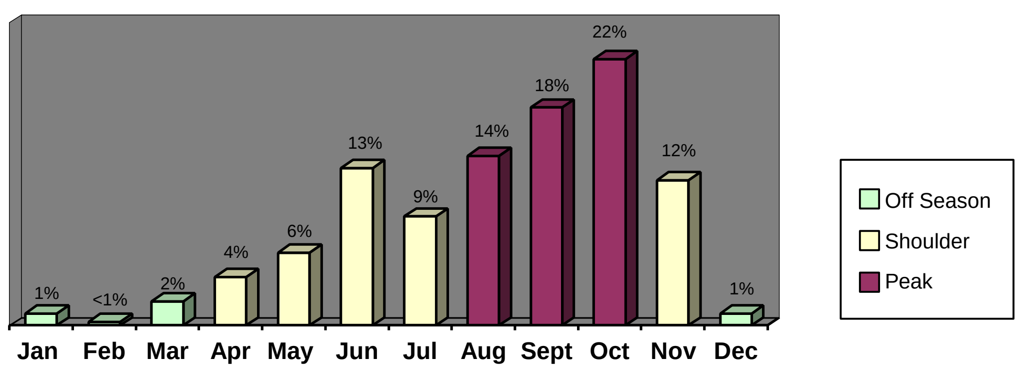


Trip Timing

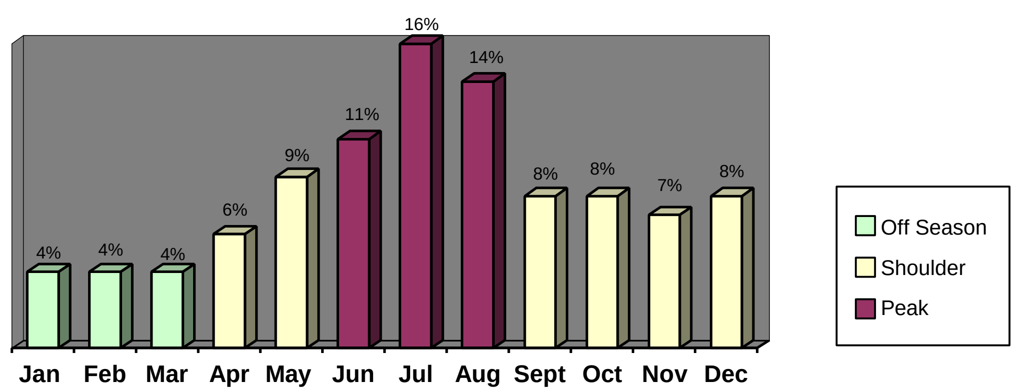
In contrast to Pennsylvania's total Leisure travel market, which typically reaches its peak in the summer months, the busiest travel time for Pennsylvania's Core Heritage travelers is during the fall. The first month when the season generally begins is April and lasts through November before dramatically dropping off in December and the winter months. Interestingly, during the summer, June appears to be a more popular travel month for Heritage Tourism than July.

- In contrast to the Core Heritage travelers, the travel season of the state's Moderate Heritage travelers most closely resembles Pennsylvania's total Leisure travel market (bottom graph), peaking in the summer months and tapering off in the fall.

Trip Timing of Pennsylvania's Core Heritage Travelers

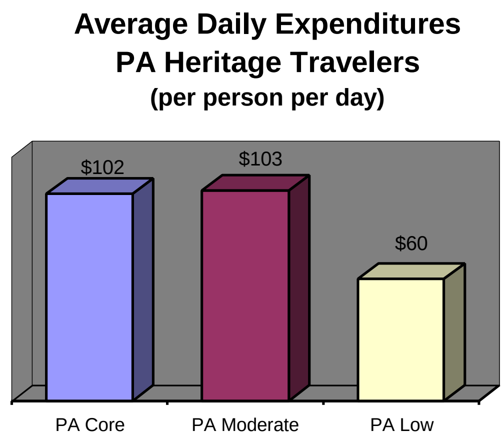


Trip Timing of All Pennsylvania Leisure Travelers



Trip Expenditures

On average, Pennsylvania's Core and Moderate Heritage travelers had the highest spending levels of all the traveler groups examined ($102 and $103 per person per day). Comparatively, the spending averages of these groups were significantly higher than the state's Low Heritage travelers ($60) and for that matter, all Pennsylvania Leisure travelers who averaged $73 per person per day.



As illustrated in the chart below, Pennsylvania's Core and Moderate Heritage travelers' higher spending averages were primarily due to higher accommodation, shopping and entertainment expenditures. The fact that Pennsylvania's Moderate Heritage travelers' spending was similar to the state's Core Heritage travelers' spending is particularly encouraging news for Pennsylvania marketers. With these travelers being the state's strongest potential converts to Core Heritage travelers, the real challenge for this market segment is making Heritage Tourism the primary reason to visit (i.e. similar profiles, spending levels, interests).

Allocation of Expenditures

Pennsylvania Spending Categories	All PA Leisure	Core Heritage	Moderate Heritage	Low Heritage
Food/Drink	$16.5	$29.6	$30.1	$20.0
Shopping	$18.0	$28.2	$31.7	$17.9
Accommodations	$9.0	$21.6	$18.2	$13.4
Entertainment	$10.2	$15.6	$13.8	$6.4
Transportation	$14.6	$13.5	$11.3	$12.1
Miscellaneous	$4.2	$11.2	$10.9	$8.3
Total	**$73.0**	**$101.9**	**$103.5**	**$60.0**

For additional insight to other key demographic and travel behavior characteristic differences between the various segments, please see the detailed cross-tabulations that accompany this report.

5.3 Analysis

- Albeit slightly older, Pennsylvania's Heritage travelers were similar to the average Leisure traveler in many ways – most are middle-income baby boomers or older couples who are married and are employed in white collar occupations. The one notable distinction was that there was a higher proportion of Pennsylvania's Heritage travelers who were 65 years or older. This broad appeal of Heritage Tourism translates into large opportunities for the state, as Pennsylvania's tourism product appears to be a popular draw for an extensive base of travelers and thereby can be included in general Pennsylvania Leisure ads.

- In terms of origin markets, the top feeder states for Core Heritage Tourists (PA, NY, NJ, MD, OH, VA) did not vary substantially from those observed for Moderate Heritage Tourists or for the state's average Leisure traveler. Interestingly, these states also appear to be Pennsylvania's top competitors for Heritage Tourists. Thus, with similar market areas, DCNR Heritage marketers and the State Tourism Office could presumably dovetail their marketing and advertising efforts and promote Pennsylvania as a great place to visit for Leisure travel and especially Heritage Tourism.

- Reflecting the predominance of family and multiple adult travel parties among Pennsylvania's Heritage travelers, this type of travel is considered a "shared experience". Given the current trends towards more "back to basics" travel by families and the growing Empty Nester segments' renewed interest in "packaged travel", there exists a valuable opportunity for Pennsylvania. Targeted campaigns aimed at families or group parties could potentially lead to increased visitation and heightened repeat visitation, as these travelers appear to appreciate Heritage Tourism in Pennsylvania.

- While the most popular season for Pennsylvania Heritage Tourism is the fall, the peak season for total Pennsylvania Leisure travel is the summer. Pennsylvania marketers should capitalize on this large summer travel base which consists mostly of families by developing attractive marketing packages designed to promote Heritage activities that appeal to families (e.g. battlefields/forts, reenactments, educational classes).

6

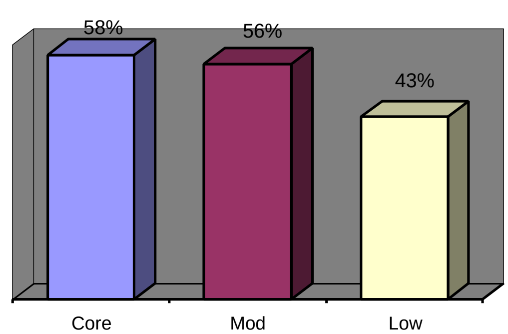
Heritage vs. Outdoor Recreation Travelers

In addition to promoting Heritage Tourism in the state, DCNR is also responsible for promoting Outdoor Recreation travel in Pennsylvania. To this end, Pennsylvania marketers wanted to be able to better understand how these two market segments related to each other and determine the degree of crossover between each. This chapter highlights key comparisons on the state's Core Heritage Outdoor Recreation[10] travelers.

6.1 Crossover Visitation

Knowing how these two traveler segments compare to each other is especially important as results of the survey revealed that there was a great deal of crossover between Heritage and Outdoor Recreation Tourism. In fact, well over half (56%) of the state's Moderate Heritage travelers, and an even higher percentage (58%) of state's Core Heritage Travelers indicated that they also participated in Outdoor Recreational activities on their most recent Heritage trip to Pennsylvania. With this high degree of crossover participation, Pennsylvania marketers could develop campaigns that incorporate both Heritage and Outdoor Recreation activities in order to boost awareness and ultimately, participation for both travel sectors.

Participation in Outdoor Activities on Most Recent Heritage Trip



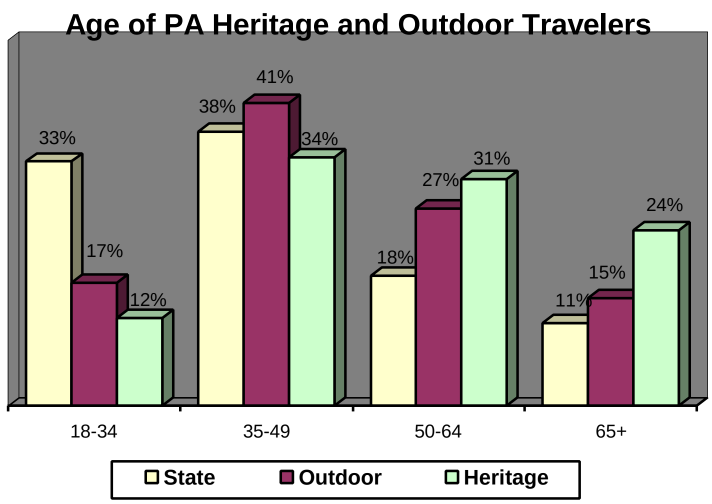
[10] Source for Outdoor Recreation traveler data: 1997 DCNR Pennsylvania Outdoor Traveler Profile and Activity Analysis. The report examines Pennsylvania's Outdoor Tourism market where travelers' primary purpose was to participate in outdoor activities (e.g. nature sightseeing, hiking, fishing, biking, hunting, and skiing).

6.2 Demographic Comparisons

Age

On average, Pennsylvania's Core Heritage traveler was considerably older than the typical Outdoor Recreation travelers who visited the state (51.2 years vs. 47.5 years), as well as the average Leisure visitor (43.2 years)[11] who traveled to or within the state in 1997. Pennsylvania's Heritage travelers' elevated average was due to a prevalence of older adults aged 50 to 64 and Seniors aged 65 and older, whereas younger Baby Boomers aged 35 to 49 dominated the Outdoor traveler segment.

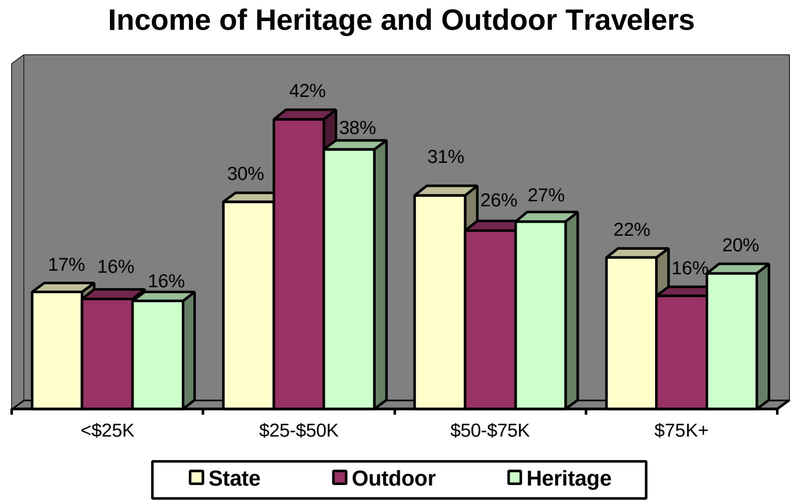
- Travelers aged 18 to 34 represented the smallest segment of travel by Heritage travelers, while Seniors represented the smallest segment of Outdoor travel markets.



Income

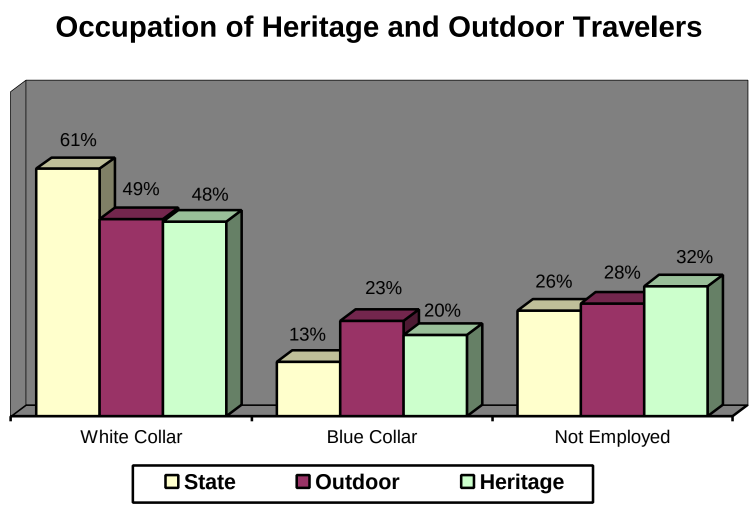
The average household income of Pennsylvania's Heritage travelers ($54.4K) was notably higher than the annual income of the state's Outdoor visitors ($51.5K). Interestingly, Pennsylvania's Heritage travelers' average income was just slightly below the state's average for all Leisure travelers, which is most likely due to the high percentage of Senior Heritage travelers whose incomes may be limited or fixed.

[11] Source for Pennsylvania Leisure traveler data: 1997 Pennsylvania Domestic Travel Report.



Occupations

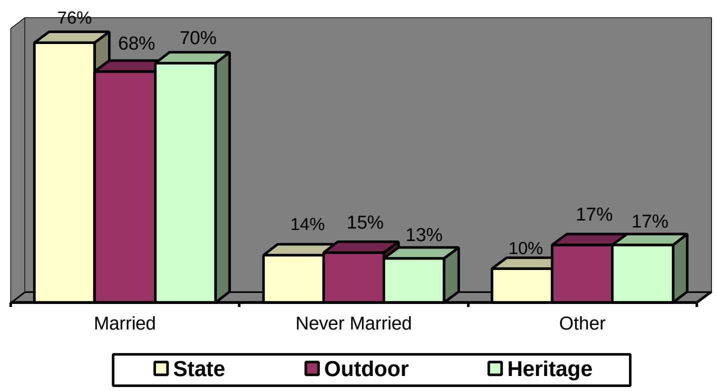
White-collar professionals were prominent within both Heritage and Outdoor traveler markets. Within the Heritage traveler segment, however, there was a relatively high percentage (32%) of travelers who stated they were not employed, which presumably links back to the group's higher percentage of Senior travelers who may be retired.



Marital Status

Albeit not as prevalent at the average domestic Pennsylvania Leisure traveler, the majority of Pennsylvania's Heritage and Outdoor travelers were married. Of particular note is the higher proportion of Heritage and Outdoor travel travelers who were divorced, separated, or widowed (other category).

Marital Status of Heritage and Outdoor Travelers



Origin Markets

Of all the travel segments, the Outdoor traveler market had the greatest mix of resident travel, with almost half of the Outdoor Recreation visitors originating from within the state of Pennsylvania. Regardless of purpose, however, out-of-state Pennsylvania visitors, tended to come from similar regional feeder markets, including New York, New Jersey, Maryland, Ohio, and Virginia.

Top Origin States
For Heritage Tourism Travelers

Heritage Tourism	Total PA Leisure	Core Heritage	Outdoor Recreation
Pennsylvania	36%	39%	46%
New York	13%	13%	14%
New Jersey	14%	10%	9%
Maryland	8%	5%	5%
Ohio	6%	5%	5%
Virginia	6%	4%	5%
Michigan	1%	3%	2%
Florida	2%	1%	2%

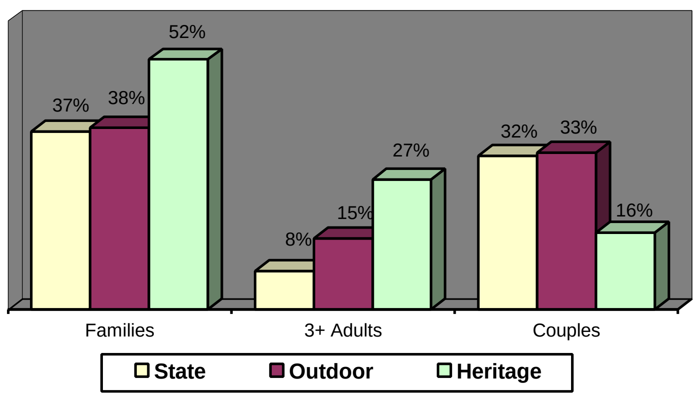
6.3 Travel Behavior Comparisons

Party Composition

The average party size of Pennsylvania's Core Heritage travelers (5.2 persons) was considerably larger than the party size of its Outdoor Recreation travelers (3.6 persons) and larger than the average Pennsylvania Leisure travel party (2.7 persons). Greater proportions of travel by families and three or more adults were the driving forces behind Heritage travelers' relatively large party size.

- Similar to the Outdoor travel market, families, groups of three or more adults, and couples were the dominant travel party types among the state's Heritage visitors. Multiple adult travel parties, however, were more prevalent among Heritage travelers than among Outdoor travelers, while Couples (one male and one female) represented a higher proportion of travel among the Outdoor traveler market.

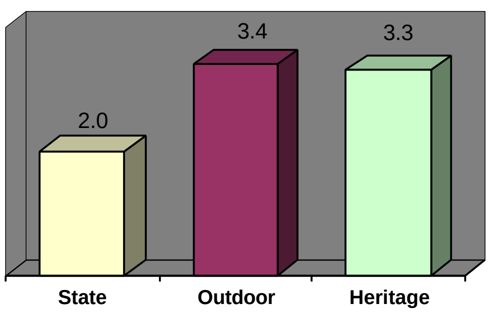
Primary Party Types of Travel Segments



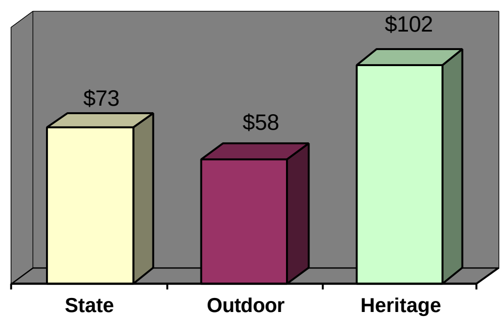
Length of Stay and Trip Expenditures

In comparison to the average Pennsylvania domestic Leisure traveler, Core Heritage travelers tend to stay longer and spend more money per trip[12] when visiting the commonwealth. This was also true of the state's Outdoor Recreation travelers, although their per trip spending was not as high. In fact, Pennsylvania Core Heritage travelers' average per person per day expenditures were dramatically higher than either group examined at $102 per person per day.

Average Length of Stay Days
(Total Days in Pennsylvania)



Average Daily Expenditures
PA Heritage and Outdoor Travelers
(per person per day)



- Upon closer examination, it is clear that Heritage traveler's high expenditure average was due to higher spending in almost all categories excluding transportation – The average Pennsylvania Leisure travelers spent slightly more on transportation costs than any other segment examined.
- Reflecting their lower spending average but longer length of stay, the Outdoor travel market reported considerably lower spending than the average Pennsylvania Leisure traveler in each category listed below with the exception of lodging expenditures, which were considerably higher.

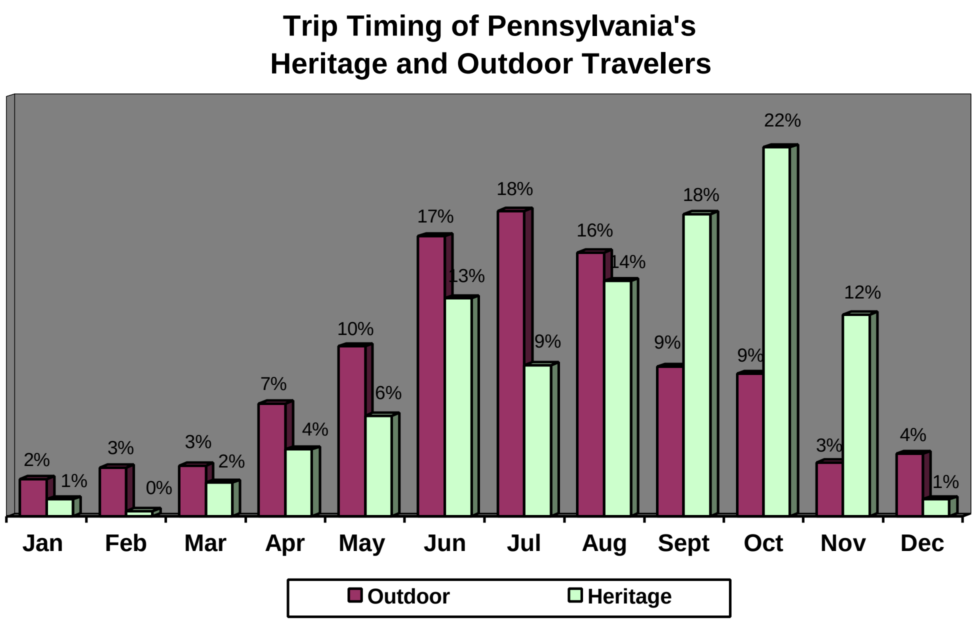
Allocation of Expenditures

Spending Categories	Total PA Leisure	Core Heritage	Outdoor Recreation
Food/Drink	$16.5	$29.6	$15.8
Shopping	$18.0	$28.2	$12.3
Accommodations	$9.0	$21.6	$14.5
Entertainment	$10.2	$15.6	$5.4
Transportation	$14.6	$13.5	$6.2
Miscellaneous	$4.2	$11.2	$3.8
Total	**$72.6**	**$101.9**	**$58.1**

[12] Per trip expenditures = average length of stay x per person per day expenditures

Trip Timing

In contrast to the Outdoor traveler market, whose peak travel time is during the summer, the most popular time for Heritage travelers to visit Pennsylvania is during the fall. Specifically, the months of June through August were the peak travel months of Outdoor Recreation visitors while August through November were the most popular months for Heritage Tourists. Interestingly, the state's Outdoor Recreation travel season most closely resembled that of Pennsylvania's total Leisure travel season, which typically begins in May, lasts through October, then increases again in December.



6.4 Analysis

- The crossover visitation between Pennsylvania's Heritage travelers and its Outdoor Recreation travelers is considerably high. This was particularly true of the Core and Moderate Heritage travelers. A high crossover participation rate, however, does not mean that travelers in these segments (i.e. Core Heritage travelers and Core Outdoor Recreation travelers) are likely to be the same travelers; but instead, means that the travelers are just likely to engage in both types of these activities while on their trip. With this in mind, DCNR officials must consider the potential overlap between these two segments when discussing volume and economic impact of each segment on the state's total tourism industry.

- While there were many similar characteristics between Heritage and Outdoor Recreation travelers (e.g. white collar employed, married, similar stay lengths) there were also some key differences worth highlighting. The most notable differences were that Heritage travelers tended to be slightly older and more affluent. In addition, Heritage travelers more often traveled as families or in groups of 3 or more adults, tended to spend more money, and more often visited Pennsylvania during the fall rather than summer months.

- The top origin markets of both market segments were similar, although Core Heritage travelers more often came from market areas outside of the state. None-the-less, similar feeder markets will afford marketers the opportunity to target both Heritage and Outdoor travelers within the same regional area.

- With these differences in mind, Pennsylvania marketers may want to consider developing separate marketing and advertising campaigns for Heritage and Outdoor travel but show an element of the other experience in each campaign. This strategy should prove to be quite effective as crossover participation is high and both involve scenic, outdoor, and "shared" activities.

7

Heritage Attractions, Activities and Site Assessment

7.1 Attraction/Activity Awareness

While both Pennsylvania's Heritage Visitors and Non-Visitors[13] have a strong awareness of the more popular Heritage activities offered throughout the commonwealth (e.g. historic towns/districts and battlefields), a Non-Visitor information gap does exist for the less mainstream activities such as natural history or science centers, excursion railroads, and walking/biking/driving tours. Although less pronounced, there is also a similar awareness gap in the state's Heritage offerings known to Pennsylvania's Core Heritage travelers and its Low Heritage travelers.

- Of all the activities, motorcoach group tours, walking/biking/driving tours and historical organizations had the lowest awareness levels among both Visitors and Non-Visitors. Interestingly, these activities also had low participation as well as low interest in future travel participation among both Visitors and Non-Visitors. With this in mind, marketers may want to reexamine these activities to determine where improvements could be made.

Awareness of Pennsylvania Attractions Among Core Heritage Visitors and Non-Visitors

Activities	Core %	Non-Vis %
Historic towns/districts	96	86
Battlefields/forts	93	87
Art galleries/museums	81	60
Zoos, gardens, arboreta	76	56
House museums	79	54
Natural histry/scienc ctr.	74	49
Festivals	67	51
Excursion Railroads	65	46
Antiquing	65	52
Walk/bike/drive Tours	64	43
Historical Organizations	59	46
Motorcoach group Tours	58	44

[13] Non-Visitors are also referenced as Non-PA Heritage travelers throughout the report (i.e. they are travelers who did not visit Pennsylvania for Heritage Tourism but did engage in Heritage Tourism in another state).

7.2 Activity/Attraction Participation and Interest

Similar to the findings of the awareness assessment, the activities that were most popular among Pennsylvania's Heritage travelers and received the highest interest ratings for future participation were the more mainstream activities such as historic sites/districts and battlefields/forts, whereas packaged tours (walk/bike or motorcoach group) and historical organizations were the least popular.

- Not surprisingly, Pennsylvania's Core Heritage travelers had higher participation percentages and interest levels in all of the activities than the Moderate Heritage travelers. This same pattern was evident among the Moderate and Low Heritage travelers.

- Interestingly, there was a strong correlation between actual participation and interest in future participation among Core Heritage travelers. This was especially true of the most popular activities. Two exceptions, however, were art galleries and house museums, which each ranked high on participation but had lower interest among travelers.

- While well over half of the state's Core Heritage travelers were aware of the state's available antiquing activities, historical organizations and motorcoach group tours, less than one-third of the travelers actually participated in the these activities.

Activity Analysis of Core Heritage Travelers

Activities	Awareness %	Participation %	Interest in Future Participation %
Historic towns/districts	96	92	68
Battlefields/forts	93	69	60
Zoos, gardens, arboreta	76	62	53
Art galleries/museums	81	57	37
House museums	79	57	41
Natural hstry/science ctrs	74	54	43
Festivals	67	51	40
Excursion railroads	65	45	38
Walking/biking tours	64	42	36
Antiquing	65	32	25
Historical Organizations	59	28	19
Motorcoach/group tour	58	23	19

Moderate Heritage Travelers

Activities	Awareness %	Participation %	Interest in Future Participation %
Historic towns/districts	94	87	41
Battlefields/forts	94	57	40
Zoos, gardens, arboreta	78	51	41
Art galleries/museums	79	55	29
House museums	72	45	24
Natural hstry/science ctrs	73	43	35
Festivals	68	46	31
Excursion railroads	65	38	35
Walking/biking tours	66	37	27
Antiquing	66	26	18
Historical Organizations	56	22	12
Motorcoach/group tour	57	15	11

For future marketing opportunities, we also examined Non-Visitors top activity interests. The results, displayed in the chart below revealed that, for the most part, the activities that were of most interest to Pennsylvania's Visitors were also the ones of most interest to state's Non-Visitors (i.e. travelers who did not visit Pennsylvania for Heritage Tourism but did visit another destination). The main differences were in the degree of interest and the order of the top activities.

- For Non-Visitors, the activities they expressed the most interest in were festivals, zoos/gardens/arboreta and excursion railroads, whereas, Pennsylvania's Core Heritage travelers expressed the most interest in the state's historic towns/districts and battlefields. Even so, Non-Visitors' interest in these activities was extremely low, which may make it difficult for marketers to persuade them to come to Pennsylvania for Heritage Tourism. For these activities alone, however, promoting these activities to the Non-Visitors as "something to do while you are here" may encourage the travelers to add on extra days to their trip in order to participate in the activities.

Interest in Future Participation in Heritage Activities
(% Strong Interest)

PA Heritage Visitors Top Activities	Core %	Mod %
Historic towns/districts	68	41
Battlefields/forts	60	40
Zoos/gardens/arboreta	53	41
Natural histry/science ctr	43	35
Festivals	40	31
Excursion railroads	38	35
Art galleries/museums	37	29

Non-Visitors Top Activities	%
Festivals	30
Zoos/gardens/arboreta	29
Excursion railroads	26
Natural histry/science ctr	26
Historic towns/districts	23
House museums	21
Battlefields/forts	20

7.3 Activity/Attraction Satisfaction

We asked travelers who participated in Heritage Tourism in Pennsylvania to indicate how satisfied they were the activities or attractions using a seven point scale where "1" was not at all satisfied and "7" was very satisfied. Results of this analysis will give marketers a better understanding of which activities/attractions travelers are meeting expectations and which ones may need improvement. The table below lists the percentage of travelers who indicated they were highly satisfied (%6-7) with the activity and the activities' participation percentage. Note, participation percentages are provided to identify the relative size of the market.

Heritage Travelers' Satisfaction with Activities
Ranked by Core Heritage Travelers' Participation
(%Participated and %Highly Satisfied)

	Core Heritage		Moderate Heritage	
Attractions	**Participate%**	**Sat%**	**Participate%**	**Sat%**
Historic towns/districts	92	74	87	63
Battlefields/forts	69	81	57	68
Zoos, gardens, arboreta	62	81	51	58
Art galleries/museums	57	59	55	50
House Museums	57	62	45	58
Natural history/science centers	54	76	43	58
Festivals	51	70	46	66
Excursion railroads	45	77	38	73
Walking/biking tours	42	71	37	52
Antiquing	32	70	26	45
Historical organizations	28	56	22	69
Motorcoach/group tour	23	86	15	40

- For the most part, activity-based satisfaction ratings were extremely positive among both Pennsylvania's Core and Moderate travelers. In fact, mean ratings were five or higher across the board for Core Heritage travelers.

- Among the Core Heritage travelers, motorcoach groups tours received the highest satisfaction ratings (86%), which suggests an opportunity for Pennsylvania motorcoach marketers. Another important note for this activity is the considerably lower satisfaction ratings of motorcoach group tours among the Moderate Heritage travelers' (40%). With a satisfaction gap this sizable, Pennsylvania marketers should examine the state's group tours currently available to assess if change or improvement is warranted in order to improve the ratings of the Moderate Heritage travelers.

- Pennsylvania Heritage travelers were also very satisfied with battlefields/forts and zoos/gardens, particularly Core Heritage Visitors. Coupling these high ratings with travelers' high interest for these activities, marketers should easily be able to grow these activities with the right promotions.

7.4 Activity/Attraction Importance

Measuring the importance of activities in travelers' trip planning provides marketers further insight into how to best promote Pennsylvania's Tourism product. The results of this analysis revealed that the activities which received the highest ratings among participants (i.e. travelers said the activity was highly important in their trip planning) were the ones that tended to be scheduled or pre-planned events such as motorcoach group tours, walking/biking/driving tours, and excursion railroads. With this in mind, marketers may consider developing targeted partnerships with the private sector in order to promote segment-specific visitation through packaging and special pricing.

Importance Ratings of Activities
(%Highly Important)

Attractions	**Core Heritage %**	**Moderate Heritage %**
Motorcoach/group tour	76	38
Walking/biking tours	67	34
Battlefields/forts	66	39
Zoos, gardens, arboreta	65	29
Natural history/science centers	64	38
Historic towns/districts	63	32
Festivals	58	31
Excursion railroads	58	42

7.5 Analysis

- A product awareness analysis suggests that a communication gap may be present for Non-Visitors. Although it is often the case that Non-Visitors are less informed than Visitors about a destination, the gaps observed here are quite large. To bridge this gap, Pennsylvania marketers should develop effective advertising/marketing campaigns that highlight Pennsylvania's wide variety of Heritage attractions and place the ads in markets where Non-Visitors are mostly likely to live.

- Increasing Visitor and Non-Visitors' awareness of the state's less well known attractions may encourage Visitors to extend their stays in Pennsylvania or may peak Non-Visitors' interest in visiting. Alternately, Visitors who feel that they have seen everything Pennsylvania has to offer and who may be considering going to alternate destinations may be attracted back to the state for future vacations once educated about the breadth of Pennsylvania' tourism product.

- Attractions/activities that have the high satisfaction ratings and the greatest interest in future participation among Pennsylvania's Heritage travelers represent the most lucrative options for future development. For Pennsylvania's Core Heritage travelers, these include historic towns/districts, battlefields/forts, zoos/gardens/ arboreta, natural history science centers, excursion railroads, and festivals. Interestingly, many of these activities were rated the highest in interest in future participation among the state's Non-Visitors.

- Given the increasing importance and interest in Pennsylvania's Heritage Tourism activities among the state's Core Heritage travelers, the greatest potential for growth appears to be in cross-selling to the existing Core. Travel packages that encourage repeat visitation to the most popular sites and first time visitation to the lesser well known sites and ones that allow travelers to incorporate outdoor recreation activities in their trip would presumably be the more opportunistic for Pennsylvania travel marketers.

- To the extent that Moderate Heritage and Non-Pennsylvania Heritage Visitors expressed interest in currently available attractions and activities that received strong Visitor satisfaction ratings, Pennsylvania may be positioned strongly to convert significant numbers of these travelers to become Core Heritage travelers in the coming years.

8

Historic Sites Assessment

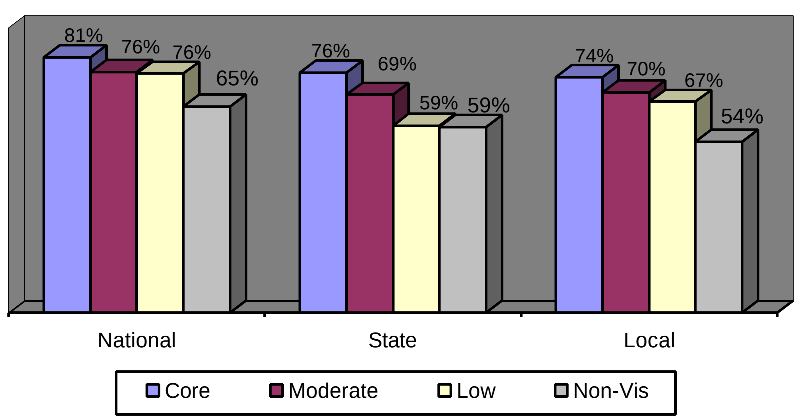
In addition to examining travelers' perceptions of Pennsylvania's Heritage activities/attractions in the broad sense, the survey also examined travelers' awareness, visitation, satisfaction, and interest in future travel to the state's historic sites at the national, state, and local level. Highlights of the analysis are listed below.

8.1 Awareness

For all levels of Pennsylvania Heritage travelers (Core, Moderate, and Low), awareness of the commonwealth's national, state, and locally run historic sites was extremely high. Not surprisingly, Core Heritage travelers were most aware of the historic sites in Pennsylvania, followed by Moderate Heritage travelers. Low Heritage travelers' awareness levels were most similar to the state's Non-Visitors.

- For the most part, Pennsylvania's Heritage Visitors and Non-Visitors (i.e. travelers who did not visit Pennsylvania for Heritage Tourism but did visit another destination for Heritage Tourism) were most aware of the state's nationally run historic sites, followed by those run by the state.

Awareness of Historic Sites

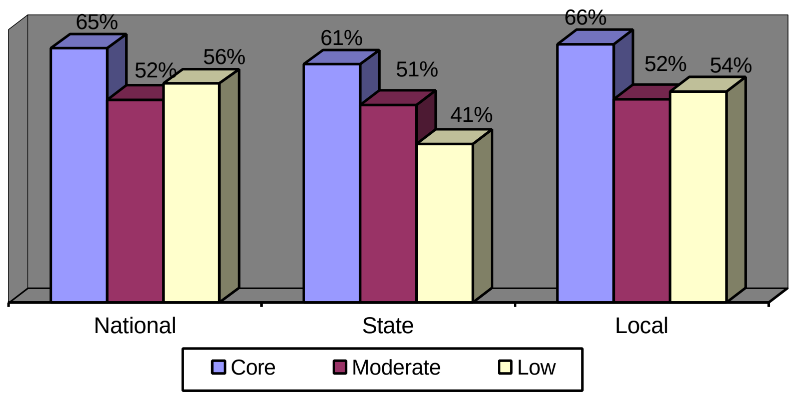


8.2 Visitation

As expected, a higher percentage of the state's Core Heritage travelers' have visited Pennsylvania's national, state and local historic sites.

- Across all travel groups, state operated historical sites had slightly lower visitation percentages than the national or local historic sites in Pennsylvania.

Historic Sites Visitation

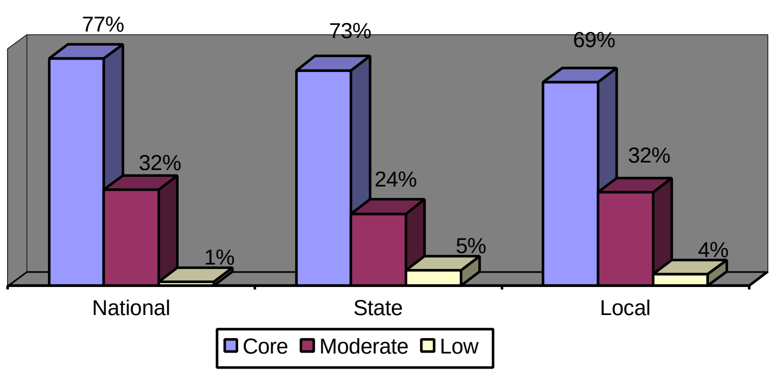


8.3 Importance

While there was some variance in the visitation percentages of Pennsylvania's Core versus Moderate and Low Heritage travelers, there were notable differences in the importance ratings[14] in regards to assistance with trip planning. Pennsylvania's Core Heritage travelers indicated that all national, state and local historic sites were very important factors in their trip planning, which is in sharp contrast to the Moderate and Low Heritage travelers.

- Of all the types of historic sites, the nationally run ones were most important to Pennsylvania's Core Heritage travelers, followed by the state run sites.

Historic Sites' Importance in Trip Planning (%Very Important)



[14] Figures presented for both the Importance and Satisfaction analyses represent the percentage of respondents who gave a "6" or "7" rating to the corresponding question, based on a seven point scale where "1" was *not at all* and "7" was *very*. Thus, the measures are somewhat conservative estimates as they include only the highest ratings.

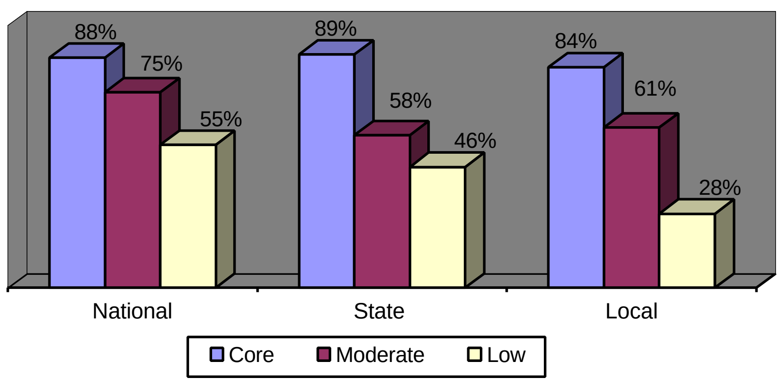
8.4 Satisfaction

A satisfaction analysis revealed that, for the most part, travelers were highly satisfied with their travel experiences at Pennsylvania's national, state and local historic sites. This was especially true of Pennsylvania's Core Heritage travelers as over 80% gave a rating of "6" or "7" indicating they were highly satisfied.

- While not as strong, the satisfaction ratings among the state's Moderate Importance travelers were also favorable with percentages ranging from 58% to 75%.

- Despite the high satisfaction ratings Core Heritage travelers gave to Pennsylvania's state-operated historic sites, visitation to these sites was relatively low. This suggests that the low satisfaction ratings are most likely attributable to the low awareness among travelers and not the quality of the sites.

Satisfaction with Historic Sites
(% Highly Satisfied)

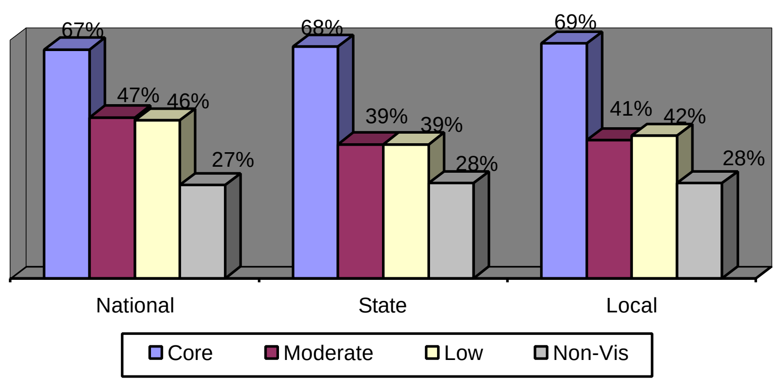


8.5 Interest

Interest levels in future visitation for national, state and locally operated historic sites were all exceptionally high, particularly among the state's Core Heritage travelers. In fact, the percentage of travelers who stated they were very interested in visiting the sites again was higher than the sites' actual visitation percentages, which ranged from 61% to 66%. Thus, with Core Heritage travelers' strong interest in visiting the sites again in the future, getting them to Pennsylvania's historic sites should not be a difficult task to Pennsylvania marketers.

- The challenge then lies in boosting the interest levels of the Moderate Heritage travelers, which reported interests levels similar to the Low Heritage travelers.
- Of all the sites, the more renowned national historic sites appear to be ones that would be the best to promote to Moderate Heritage travelers as they received the highest awareness, visitation, and satisfaction ratings.

Interest in Historic Site Visitation for Future Travel
(% Highly Interested)



8.6 Analysis

- Mirroring travelers' high awareness of Pennsylvania's most popular Heritage attractions (e.g. historic towns/districts, battlefields, art galleries), the awareness levels of Pennsylvania's historic sites was extremely high. This held true for all levels of historic sites including national, state and locally run sites.

- Not surprisingly, Pennsylvania's Core Heritage travelers' ratings were higher than the Moderate or Low Heritage travelers' ratings on awareness, visitation, satisfaction and interest in future travel to the commonwealth's historic sites. This finding lends further support to the main findings of study which identified the Core Heritage travelers as Pennsylvania's most valuable traveler group (i.e. they represented the largest group, spent the most money, and expressed the most interest in future visitation).

- While over 60% of the state's Core Heritage travelers indicated they had visited Pennsylvania's national, state and locally run historic sites, only about half of the Moderate Heritage travelers had visited these sites. This lower visitation may be due to slightly lower awareness levels or might be a result of these travelers lower satisfaction ratings. Thus, to boost visitation of the Moderate Heritage travelers, Pennsylvania marketers may wish to assess what specific historic sites or amenities (identified in the next chapter) travelers are the least satisfied with and work to improve them.

- Of all the types of historic sites, the more renowned national historic sites appear to be ones that would be the best to promote to Moderate Heritage travelers as they received the highest awareness, visitation, and satisfaction ratings.

- Given the relatively high participation in Pennsylvania's national, state and locally run historic sites, this area appears to be rich for cooperative marketing and cross-selling. The higher visitation of the local/city historic sites implies an opportunity exists to market the state and national historic sites to the local market area's visitors.

9

Heritage Travel Amenities Assessment

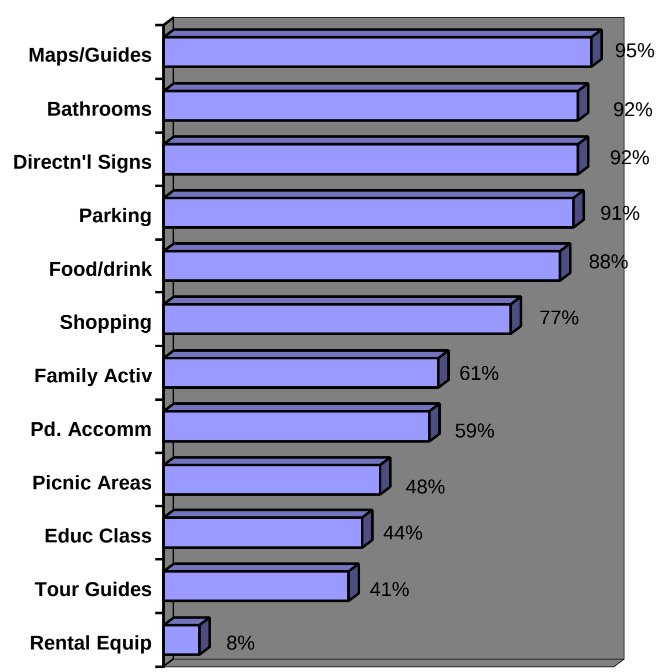
To add to our knowledge of travelers' usage and perceptions of Pennsylvania's Heritage Tourism product, this chapter examines the usage and perceptions of specific amenities of the state's attractions. Knowledge of what amenities are most important and most utilized by the state's Core travelers will help Pennsylvania's marketers more effectively allocate resources. Additionally, a satisfaction analysis of the amenities is also provided to afford tourism marketers insight as to Pennsylvania's strengths and problem areas.

9.1 Usage

With the state's diverse set of attractions and Heritage Tourism sites located throughout the commonwealth, it's not surprising that the most utilized amenities were maps/guides and directional signs. The essential travel amenities common to most types of travelers (e.g. bathrooms, food/drink, and parking facilities) were also frequently used by Pennsylvania's Heritage travelers.

Listed below are the percentages of Pennsylvania's Core Heritage travelers who indicated they had used the specific amenity on a trip that they took to or within Pennsylvania in the last several years.

Usage of Amenities Among Pennsylvania Core Importance Heritage Travelers



9.2 Importance and Satisfaction

While knowing which amenities are used most often by Pennsylvania's Heritage travelers is valuable information for marketers, knowing which ones are most important to visitors when planning their trip will help marketers identify which ones would be best to highlight in brochures and other promotional materials. In addition, travelers' satisfaction with each amenity is also included which will give marketers some insight as to which ones may need improvement.

Importance and Satisfaction Ratings of Pennsylvania's Amenities Among Core Heritage Travelers

Amenities	% Highly Important	% Highly Satisfied
Directional Signs	91	60
Maps/Guides	89	84
Bathrooms	88	57
Parking	86	63
Food/Drink	73	63
Family Activities	61	77
Paid Accommodations	42	70
Educational Classes	39	75
Shopping	37	61
Picnic Areas	33	64
Tour Guides/Escorts	27	94
Rental Equipment	3	52

9.3 Analysis

- Of all the amenities examined, maps and guides were the most critical to Pennsylvania's Heritage tourists – they were the most used amenity and were found to be the most important to travelers when planning their trips. In order to keep travelers' satisfaction ratings as high as they currently are, Pennsylvania marketers should ensure that its state maps and guides that are available to travelers continue to be of high quality, be informative, and be properly labeled.

- Directional signs, bathrooms, parking, and food/drink facilities were also fundamentally important amenities to the commonwealth's Heritage Tourists (i.e. they had high usage and importance ratings). However, compared to the state's maps and guides, travelers' satisfaction with these amenities in Pennsylvania was relatively low. Hence, Pennsylvania marketers should examine these amenities offered at its different Heritage Tourism sites and work to improve/enhance each one to boost satisfaction ratings.

- Interestingly, family activities, which received relatively high importance and usage ratings among Pennsylvania's Heritage travelers, also received notably high satisfaction ratings. With this in mind, Pennsylvania marketers could work to expand such programs through increased promotions and marketing initiatives. For instance, special family travel packages developed for summer travel may be successful as Pennsylvania's largest base of family travelers are most likely to visit when the children are out of school.

- Two amenities that had extremely high satisfaction ratings but had lower importance and usage were educational classes/tours and tour guides. While the market for classes and tours/tour guides may be more limited in scope than other types of Heritage amenities, there appears to be a growth opportunity present if effectively packaged and marketed to the right types of travelers who enjoy these "shared travel experiences (e.g. families, multiple adult travel parties).

10

Pennsylvania Heritage Travel by Region

To enhance and facilitate the marketing of Heritage Tourism in Pennsylvania, DCNR and other state tourism officials assessed the variety of historic sites and attractions offered throughout the commonwealth and created ten Heritage Parks or Regions that include the vast majority of the commonwealth's available sites/attractions. Each Region is designed to showcase the specific sites, people, traditions, and events special to the region.

Unlike most traditional parks, however, Pennsylvania's Heritage Regions do not have enclosed boundaries nor do they have defined gates for entering and exiting. Consequently, attendance in these Regions is difficult to track, especially since most visitors may not even be aware that they are in one of the Regions. Thus, coupled with the newness of the Heritage Region concept, DCNR officials hypothesized the awareness of the state's Heritage Regions to be quite low. To this end, this chapter attempts to measure travelers' awareness and percentage visitation to each of the Regions and assesses the top activities of Heritage travelers in each.

With an anticipated low awareness of the Heritage Regions, we provided the travelers the following definition of a Heritage Region and asked them to rate the concept on a number of different attributes.

Heritage Region*:* a large geographic area that offers visitors a variety of travel and vacation experiences focused around the industrial history and associated Heritage of Pennsylvania.

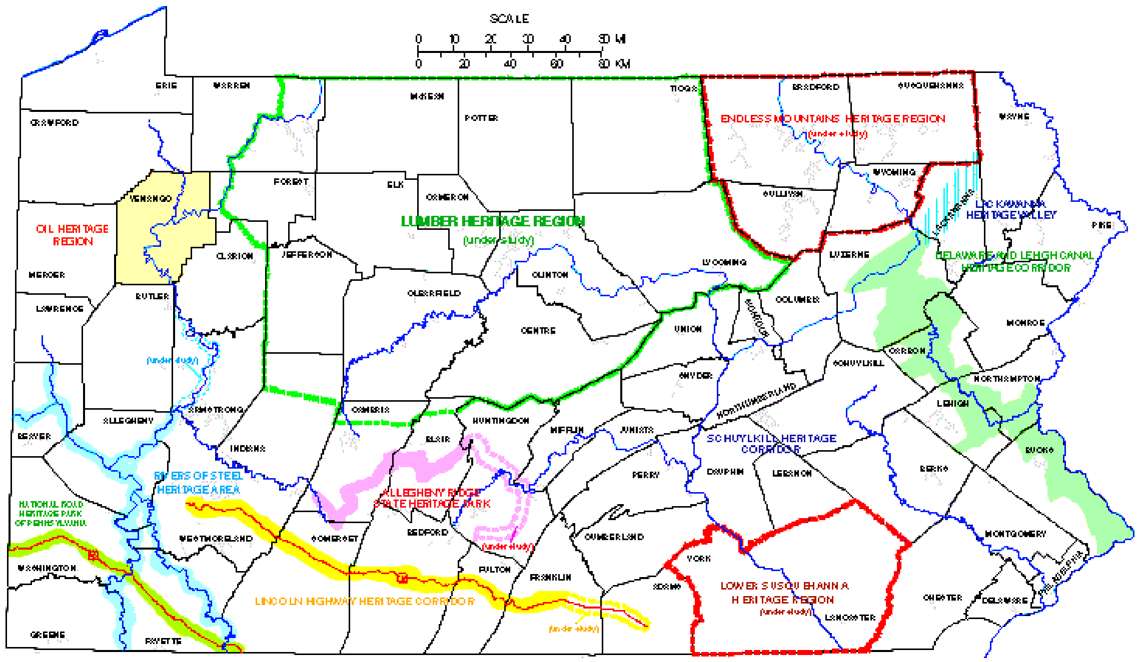
Concept Ratings

As illustrated in the adjacent table, the concept test ratings of Pennsylvania's Core Heritage travelers were extremely positive, with most attribute means at 5.0 or above on a 1 to 7 point scale. Similarly, the ratings of the state's Moderate Heritage travelers were also very positive, which is encouraging news to Pennsylvania marketers.

Concept Testing Means of Core Heritage Travelers
Based on 7 Point Scale where 1=Not at All and 7=Very

Attribute	Mean
Interesting	5.9
Informative	5.7
Appealing	5.7
Understandable	5.5
Unique	5.0
Confusing	2.7

Pennsylvania Heritage Regions



Pennsylvania Heritage Regions as of 5/99

Oil Heritage Region	Schuylkill Heritage Corridor
Rivers of Steel Heritage Area	Allegheny Ridge State Heritage Park
National Road Heritage Park	Lincoln Highway Heritage Corridor
Lackawanna Heritage Valley	Delaware & Lehigh Canal Heritage Corridor
Endless Mountains Heritage Region	Lancaster/Dutch Heritage Region*

* Represented by Lower Susquehanna Region on map

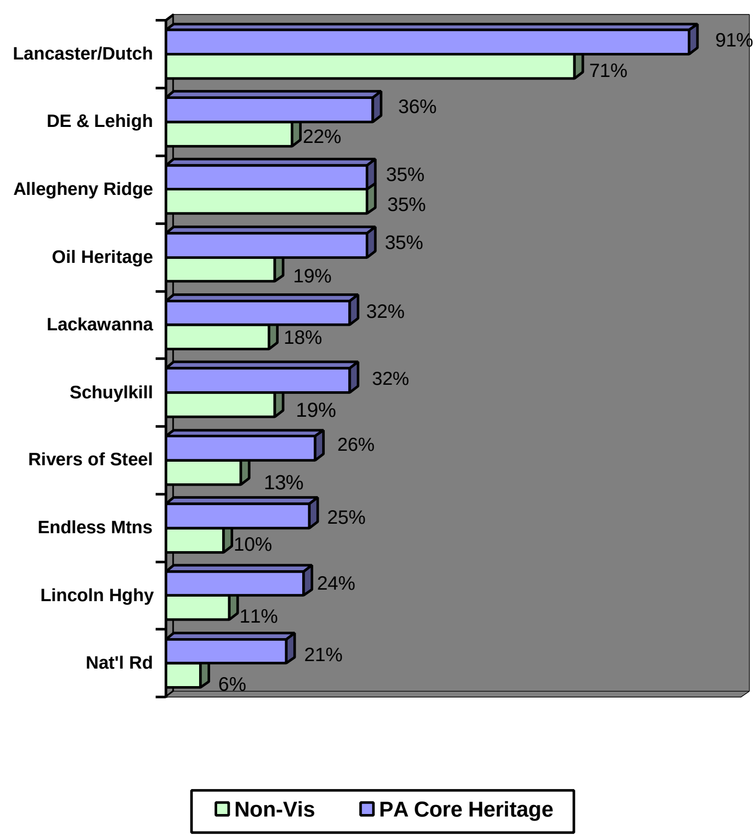
10.1 Awareness

Despite having a high awareness of Pennsylvania's historic sites and attractions, the awareness of the state's individual Heritage Regions was relatively low. This was true for all but the Lancaster/Dutch Region for which 91% of Pennsylvania's Core Heritage travelers and 71% of all Non-Visitors (i.e. visitors who did not visit Pennsylvania for Heritage travel by did visit another destination for Heritage) indicated awareness.

- Following the Lancaster/Dutch Region, travelers were most aware of the Delaware Lehigh Canal Heritage Corridor, the Rivers of Steel Heritage Park, the Oil Heritage Region and the Allegheny Ridge State Heritage Park Regions.

- Not surprisingly, the awareness of the commonwealth's Heritage Regions was higher among Pennsylvania's Heritage travelers than Non-Visitors. The only exception was the Allegheny Ridge State Heritage Park, which reported similar awareness percentages among both groups (35%).

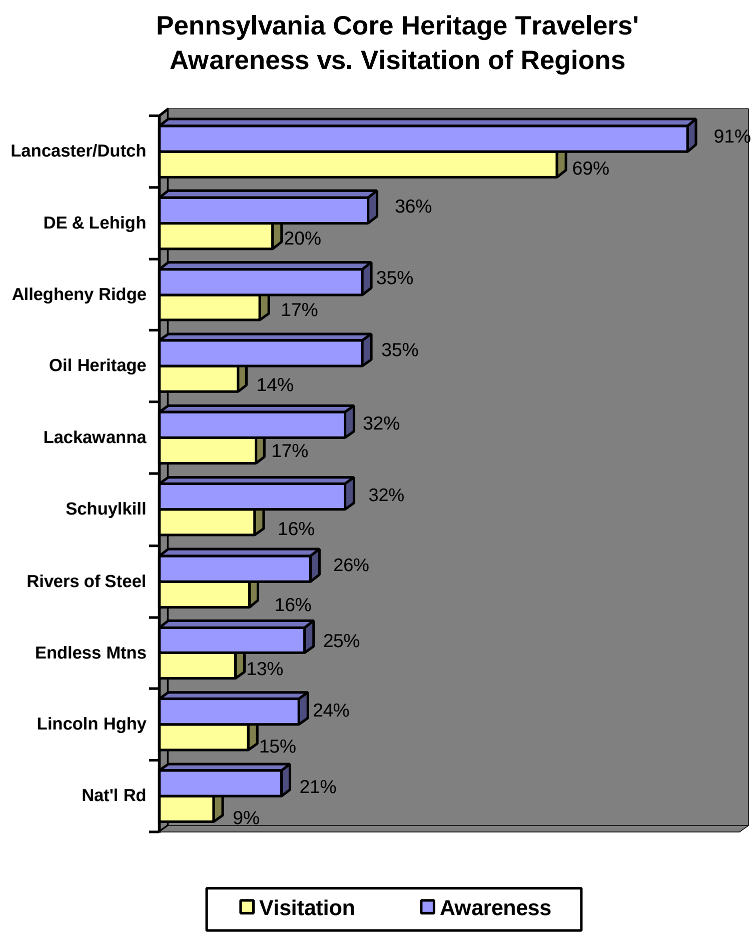
Percentage of Travelers Aware of Heritage Regions



10.2 Visitation

Paralleling the results of the awareness analysis, the most visited Heritage Region was the Lancaster/Dutch Heritage Region, which boasted a 69% visitation percentage.

- Visitation to all the other Regions was significantly lower than that reported for the Lancaster/Dutch Region with the next highest visitation coming in at 20% (Delaware & Lehigh Canal Heritage Corridor). This Region was followed by the Allegheny Ridge State Heritage Park and the Lackawanna Heritage Valley (17% each).

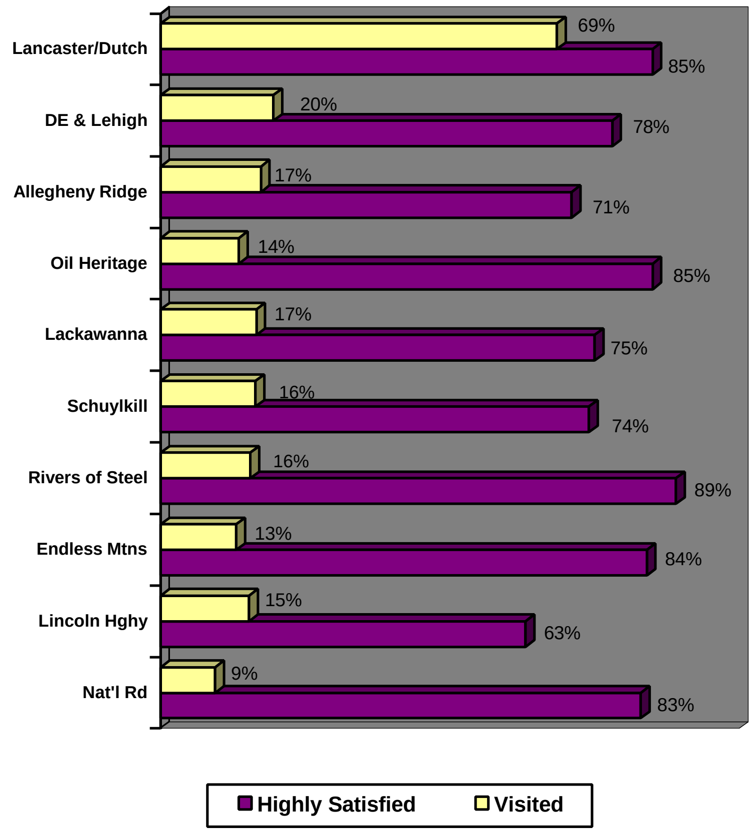


- Although not pictured here, the state's Moderate Heritage travelers reported lower visitation percentages for each of the Heritage Regions than the state's Core Heritage travelers. The only exception, however, was the Oil Heritage Region, which received comparable shares from each group (14%).

10.3 Satisfaction

When travelers were asked to rate their satisfaction with their Heritage travel experience in the Region, the results were extremely positive for all the Regions, with most indicating they were highly satisfied with their experience in every Region.

Core Heritage Travelers
%Visited Heritage Regions vs %Highly Satisfied



10.4 Activity Participation

To this point, we have assessed that while most of the Regions have relatively low visitation (excluding the Lancaster/Dutch Region), travelers' satisfaction of their Heritage trip experience in each Region is high, which indicates that the Heritage Region product is acceptable. With this in mind, marketers should be able to increase visitation in the Parks by effectively communicating the Regions to travelers most likely to be interested in Heritage Tourism. Furthermore, marketers should promote the activities that are most popular among Pennsylvania's Core Heritage travelers in each Region since these activities are presumably the ones that travelers engaged in which led to the high satisfaction ratings. A listing of each Region's top activities among the Pennsylvania's Core Heritage travelers is provided on the following page.

Heritage Regions' Top Activities

Lancaster/Dutch Region

1. historic towns/districts
2. house museums
3. walking, biking tours
4. excursion railroads
5. festivals

Delaware & Lehigh Canal

1. historic towns/districts
2. walking, biking tours
3. art galleries, museums
4. other
5. festivals

Allegheny Ridge

1. walking, biking tours
2. historic towns/districts
3. antiquing
4. excursion railroads
5. battlefields/forts

Oil Heritage

1. historic towns/districts
2. walking, biking tours
3. art galleries, museums
4. excursion railroads
5. antiquing

Lackawanna Heritage Valley

1. historic towns/districts
2. walking, biking tours
3. excursion railroads
4. art galleries, museums
5. zoos, gardens, arboreta

Schuylkill Heritage Corridor

1. zoos, gardens, arboreta
2. walking, biking tours
3. historic towns/districts
4. house museums
5. battlefields/forts

Rivers of Steel

1. historic towns/districts
2. zoos, gardens, arboreta
3. walking, biking tours
4. natural history/science cntrs.
5. festivals

Endless Mountains

1. walking, biking, driving tours
2. historic towns/districts
3. other
4. excursion railroads
5. natural history/science cntrs

Lincoln Highway

1. walking, biking, driving tours
2. historic towns/districts
3. festivals
4. house museums
5. battlefields/forts

National Road

1. historic towns/districts
2. walking, biking tours
3. house museums
4. art galleries, museums
5. natural history/science cntrs

10.5 Analysis

- Concept test ratings of Pennsylvania's Heritage Regions were extremely favorable, especially among the state's Core Heritage travelers. Although not tested with any creatives, the positive responses to the concept suggest that travelers are accepting of the idea of Heritage Regions and find it appealing.

- Of all ten Regions, the Lancaster/Dutch Heritage Region was the one travelers were most of aware of and it attracted the most visitors. Low visitation percentages to the other Regions, however, may not be an accurate assessment of each Region's actual visitation as the majority of travelers' indicated they were not aware of the Regions. Thus, to increase the Regions' visitation percentages, Pennsylvania marketers should first work to boost awareness of the individual Parks' names and locations, then work to promote the activities that are offered within each. Once travelers' are better educated about what activities are offered in the various Heritage Regions, one should expect visitation percentages to also noticeably rise.

- Among the travelers who cited they had been to at least one of the state's Heritage Regions, most reported extremely favorable satisfaction ratings. Assuming these satisfaction ratings are directly linked to the activities that travelers participated in within each Region, Pennsylvania marketers should examine the activity participation within each Heritage Region and promote the top ones to first time visitors and Non-Visitors.

11

General Conclusions

Heritage Tourism in Pennsylvania has become a critical component of Pennsylvania's Leisure travel industry as it accounts for a significant share of travel and an even greater portion of total spending. More importantly, the growth rates of Heritage Tourism in Pennsylvania are more than twice that of the state's total Leisure travel market, which is especially significant given the disproportionately high spending of Core Heritage tourists. While Heritage Tourism may mean different things to different people, most Pennsylvania visitors consider the state's historic towns/districts, Gettysburg's battlefields, the Amish country, and the more popular historical attractions (e.g. the Liberty Bell and Independence Hall) to be the major components of the commonwealth's Heritage product.

Regionally, Pennsylvania outperforms most of its competitors by offering a wide variety of quality Heritage activities that are appealing to a broad base of travelers. Pennsylvania Heritage Visitors and Non-Visitors alike view Pennsylvania's Heritage activities as fun, educational, and scenic. The product is especially appealing to families and groups of adults who enjoy participating in "shared" activities. Thus, when positioning the product in marketing and advertising campaigns, Pennsylvania marketers should consider showing groups of people learning, sharing and having fun in the scenic outdoors. Tie-ins with Outdoor Recreational activities should also be promoted when marketing Heritage Tourism as crossover between the two segments is high.

The marketers' greatest challenge for growing this segment is addressing Non-Visitors' low awareness of Pennsylvania's Heritage Tourism product. To effectively accomplish this, Pennsylvania marketers should develop advertising campaigns designed to promote the commonwealth's breadth of Heritage activities available to travelers (both the most popular attractions and the lesser known ones) matching the Heritage traveler profile. Moreover, these campaigns should be targeted to market areas where potential travelers are most likely to live. Analysis indicated that disseminating this information to travelers via brochures or local/state tourism offices should also be an effective means to communicate, and subsequently, grow this market.

Given the analysis of the current data and the trends in the industry overall, Heritage Tourism seems to hold promising opportunities for boosting Pennsylvania's visitation and economic well being. Continued analysis and tracking of Pennsylvania' product and communication strategies will ensure the ongoing growth and success of this industry.

12

Appendices

A. Study Methodology
B. Glossary of Terms
C. Survey Responses to Open-Ended Question
D. Overview of Heritage Travel Volume and Economic Impacts
E. Copy of Heritage Tourism Study Questionnaire