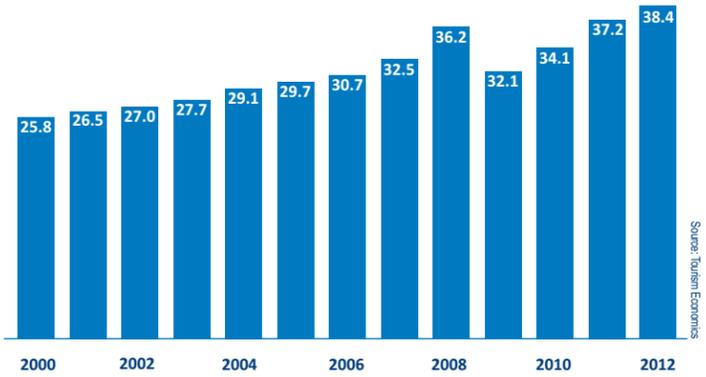
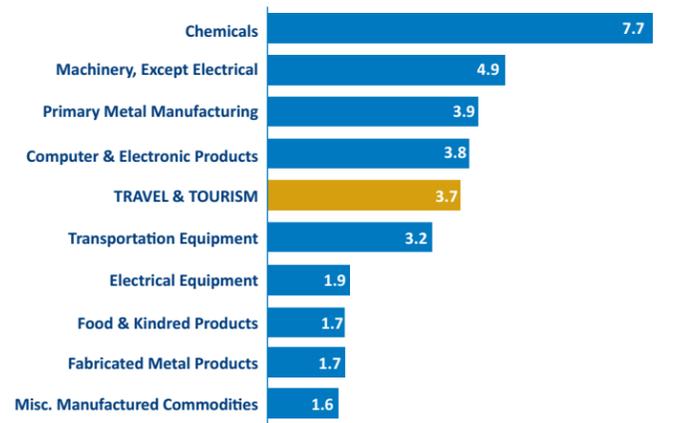


TOTAL PA TRAVELER SPENDING
(in \$billions)



Source: Tourism Economics

PA 2012 EXPORTS
(in \$billions)



Source: WISERTrade & Tourism Economics (Travel Industry)

— PENNSYLVANIA. BUILT TO ADVANCE. —

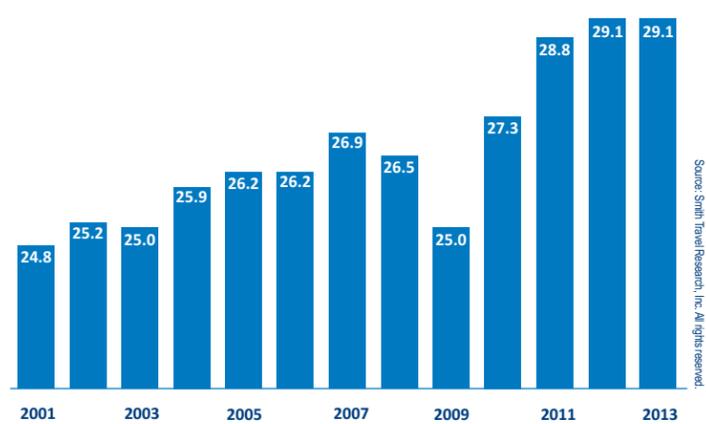
Pennsylvania Travel & Tourism Industry *An Economic Driver*



Pennsylvania Office
of Travel, Tourism & Film

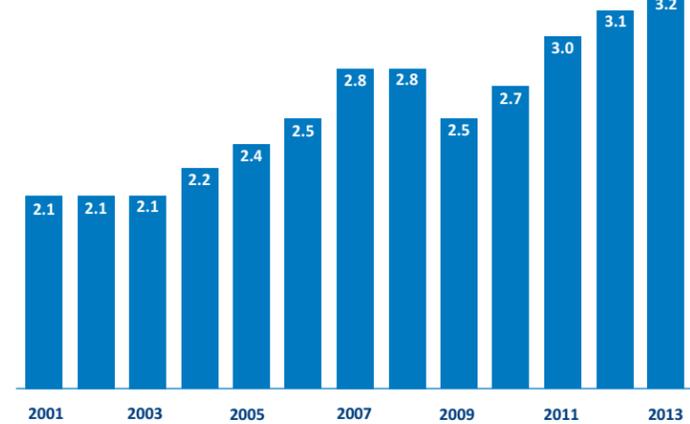
April 2014

TOTAL PA HOTEL ROOMS SOLD
(in millions)



Source: Smith Travel Research, Inc. All rights reserved.

TOTAL PA HOTEL ROOMS REVENUE
(in \$billions)



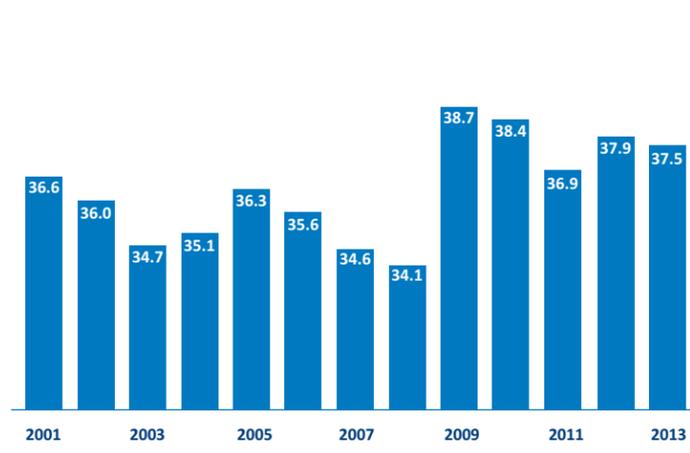
Source: Smith Travel Research, Inc. All rights reserved.

TOTAL PA NON-FARM AND LEISURE AND HOSPITALITY JOBS
(in thousands)

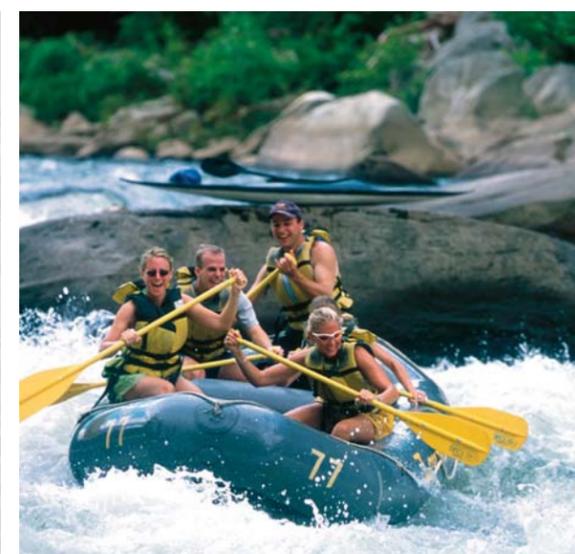
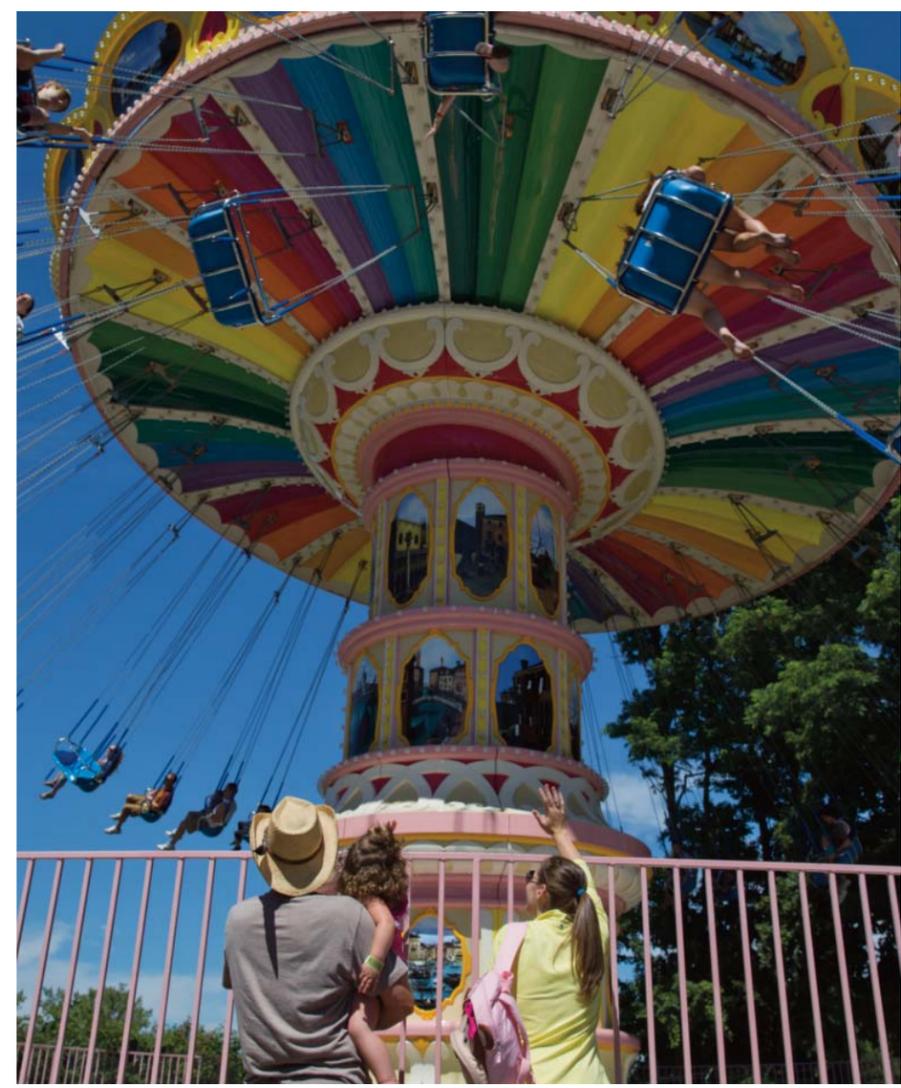


Source: U.S. Bureau of Labor Statistics

TOTAL VISITORS TO PA STATE PARKS
(in millions)



Source: PA Department of Natural Resources



For more information, contact | Pennsylvania Department of Community and Economic Development
Commonwealth Keystone Building | 400 North St., 4th FL | Harrisburg, PA 17120-0225
866.466.3972 | newPA.com

PA pennsylvania
DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT
Tom Corbett, Governor



The role of Pennsylvania's travel and tourism industry in the state's economy is broad-based and far-reaching. The industry is a major employer, a growing export industry and a key economic development tool. Governor Corbett recognizes the economic impact of Pennsylvania tourism and the hundreds of thousands of Pennsylvanians that work in the industry. That is why the governor has personally traveled throughout Pennsylvania to promote the outdoor aura of Penn's Woods and the hundreds of small businesses that make up the tourism industry. Gov. Corbett was also joined by First Lady Susan Corbett in France and Germany in March 2012, and in Brazil and Chile in 2013, to promote Pennsylvania as a world-class cultural destination for international visitors.

Businesses throughout Pennsylvania benefit from travel and tourism for job creation, revenue generation and growth. These include the thousands of businesses — both large and small — that directly interact with the traveling public (e.g. attractions, restaurants, gas stations and lodging facilities), as well as businesses that are the industry's supply chain. As a result, and in line with the governor's efforts and vision, travel and tourism industry sales rose 3.8 percent to \$38.4 billion in 2012, and the more than 192 million domestic and international travelers visiting Pennsylvania represented the highest growth rate since the recession.

\$38.4 billion
injected annually
by travelers into
PA's economy

\$4.0 billion
state and local
tax revenues
generated
annually by PA's
travel and
tourism industry

298,200
PA jobs directly attributable
to travel and tourism



\$15.40
average hourly wage of
individuals employed
directly by travel industry

27%
leisure and hospitality
industry's share of total jobs
created in PA since 2009



\$27.77
average hourly wage of
individuals derived indirectly
from travel industry

470,950
PA jobs in total supported by
the travel and tourism industry



19%
the percent of individuals
whose first job was in travel

29.1 million
hotel rooms sold
in PA in 2013
generating
\$3.2 billion
in hotel room
revenues

\$810
additional state and
local taxes every PA
household would
owe annually to
replace the tax
revenues generated
by the state's travel
and tourism industry

\$1.5 billion
invested in
machinery and
equipment and
construction projects
in PA annually

Economic Benefits

When people travel, they spend money regardless of whether the trip is a once-in-a-lifetime vacation, a child's out-of-town sporting event (think "travel team"), a visit to friends and family, a weekend getaway with friends, a special occasion, an industry's annual convention or a sales call to a business's customers. There are countless reasons why people travel, and each trip away from home results in spending — on transportation and, for many, on lodging, restaurant meals, souvenirs and various other goods and services.

This spending directly translates into sales for Pennsylvania businesses, jobs for Pennsylvania residents and much-needed tax revenues for Pennsylvania's state and local governments.

The economic contributions of the travel and tourism industry are substantial, as is the number of travelers who come to Pennsylvania each year. In 2012, Pennsylvania hosted a record 189 million U.S. domestic travelers, nearly two million travelers from Canada and close to one million travelers from overseas markets. Together, they injected an estimated \$38.4 billion directly into Pennsylvania's economy.

The impact of travel and tourism is not confined to the sales made to the traveling public. The industry invests well over a billion dollars each year in capital projects with investments made in travel-related construction, and machinery and equipment projects. In 2012 alone, these investments totaled \$1.5 billion.

Jobs

One of the key economic benefits provided by the travel and tourism industry is the industry's ability to create jobs — especially during periods when most other sectors of the economy are struggling. The recent "Great Recession" provides a clear example of the industry's resilience during difficult economic times. While travel and tourism was not unscathed and initially suffered job losses, the industry rebounded stronger and faster than most other industries.

When the recession first hit, Pennsylvania's leisure and hospitality shed jobs at a rate well below that of the state's economy as a whole and has recovered jobs at a rate more than three times that of PA's overall economy. (Note: the leisure and hospitality industry is a surrogate for travel and tourism, which does not have its own separate and distinct NAICS code but comprises most components of leisure and hospitality.)

The underlying reason for the industry's strength is that even in difficult economic times, people still travel. They might cut back on how long or how far they are willing to travel, but travel they will. As a result, while many industries are still struggling to reach their pre-recession levels, the travel industry has reached record levels of employment. One out of every 16 workers in Pennsylvania owes his or her job in some way to travel and tourism.

A common criticism of jobs in travel and tourism is that they are low-wage jobs requiring few job skills and little education. As in most other industries, travel and tourism employs business professionals and computer and financial analysts, and offers a host of other high-skilled, well-paying positions. Well over half of all those employed in travel and tourism earn a middle-class salary or higher, according to a study by the U.S. Travel Association. The average hourly wage of persons working in a PA business directly serving the traveling public was \$15.40 in 2012, and \$27.77 for those who work in supplier or other indirect businesses.

The industry also serves as a valuable gateway into the workforce for those who have never held a job — including many of the nation's youth — as well as a virtual lifeline for individuals with few job skills or who lack a college degree. (i.e., the groups most likely to be unemployed and who face unemployment rates twice the rate of those with a college degree).

A Key Export Industry

When travelers from other countries purchase goods or services in Pennsylvania, the dollars they spend are counted as U.S. exports in the same manner as when they purchase goods or services from the U.S. in their home countries.

The \$3.7 billion spent by travelers from international markets makes travel and tourism the state's fifth leading export industry.

Opportunity

The world travel and tourism industry is projected to experience phenomenal growth over the next two decades. According to the UN's World Tourism Organization (UNWTO), countries across the globe welcomed nearly 1.1 billion international travelers in 2013 — a figure projected to nearly double to more than 1.8 billion by the year 2030. These travelers are responsible for an estimated \$1 trillion in spending annually, as well as much-needed tax revenues that support a wide variety of critical government functions such as education and fire and police protection.

Pennsylvania currently hosts close to one million visitors annually from overseas markets and an additional two million day-trip and overnight visitors from Canada. These travelers, especially those from overseas markets, typically stay longer and spend far more — close to 10 times more on a per trip basis based on the spending patterns of overseas travelers to the U.S. — than U.S. domestic travelers.

With its strong base of tourism assets and strategic location, Pennsylvania is well positioned to capitalize on the projected growth in international travel as well as from the expected growth in domestic travel. To fully take advantage of this opportunity, the state and industry must continue making the necessary investments in tourism marketing, tourism assets, and infrastructure, and support traveler-friendly policies and strategies.

\$3.7 billion
spent by visitors
from international
markets in PA

~1 million
visitors annually to
PA from overseas
markets

189 million
travelers from
throughout the
U.S. visit PA
each year