Destination: Delaware Valley
A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

AUGUST 2024

dvrpc
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REGIONAL
PLANNING COMMISSION

The Delaware Valley Regional Planning Commission (DVRPC) is the federally designated Metropolitan Planning Organization for the Greater Philadelphia region, established by an Interstate Compact between the Commonwealth of Pennsylvania and the State of New Jersey. Members include Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, plus the City of Chester, in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties, plus the cities of Camden and Trenton, in New Jersey.

DVRPC serves strictly as an advisory agency. Any planning or design concepts as prepared by DVRPC are conceptual and may require engineering design and feasibility analysis. Actual authority for carrying out any planning proposals rest solely with the governing bodies of the states, local governments or authorities that have the primary responsibility to own, manage or maintain any transportation facility.

DVRPC is funded through a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), the Pennsylvania and New Jersey departments of transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for the findings and conclusions herein, which may not represent the official views or policies of the funding agencies.

Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Bucks County, Pennsylvania

August 2024

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

Buxton is a software service that gathers location and demographic data from mobile phone users, and provides analytic tools to evaluate consumer behaviors and preferences. The Scout platform can trace visits made to any location back to the home block group of the visitor. The project team used the anonymized outputs for each of its selected tourist sites to create an in-region "visit shed" by mapping the count of visits from each block group within the nine DVRPC counties.

The resulting analysis provides fresh context for tourism and transportation planning at the local, county, and regional scale. Transportation officials can use the data to understand where visitors are traveling from today and identify opportunities to enhance transit and multi-modal access in the future. Local visitation trends might also reveal new submarkets in which tourism site operators or economic development planners could target future advertising campaigns. Alternatively, they may highlight known areas where existing marketing investments could be deepened. Organizers of the region's semiquincentennial celebration might notice overlooked assets that could deserve an elevated profile due to their ease of access by alternative travel modes.

The individual site analyses are compiled together by county and each receive a one-page profile highlighting their visit shed, transportation context, and other key data and information. Additional tourist destinations within each county are highlighted on their respective maps. Other sources consulted for these profiles include Replica and Walk Score.

More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Mercer Museum (Credit: DVRPC), Bottom: Sesame Place (Credit: CoStar)

SELECTED DESTINATIONS: BUCKS COUNTY, PA

DELAWARE VALLEY
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This map identifies selected tourist destinations in Bucks County. 2023 visitation data was gathered for the six destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.
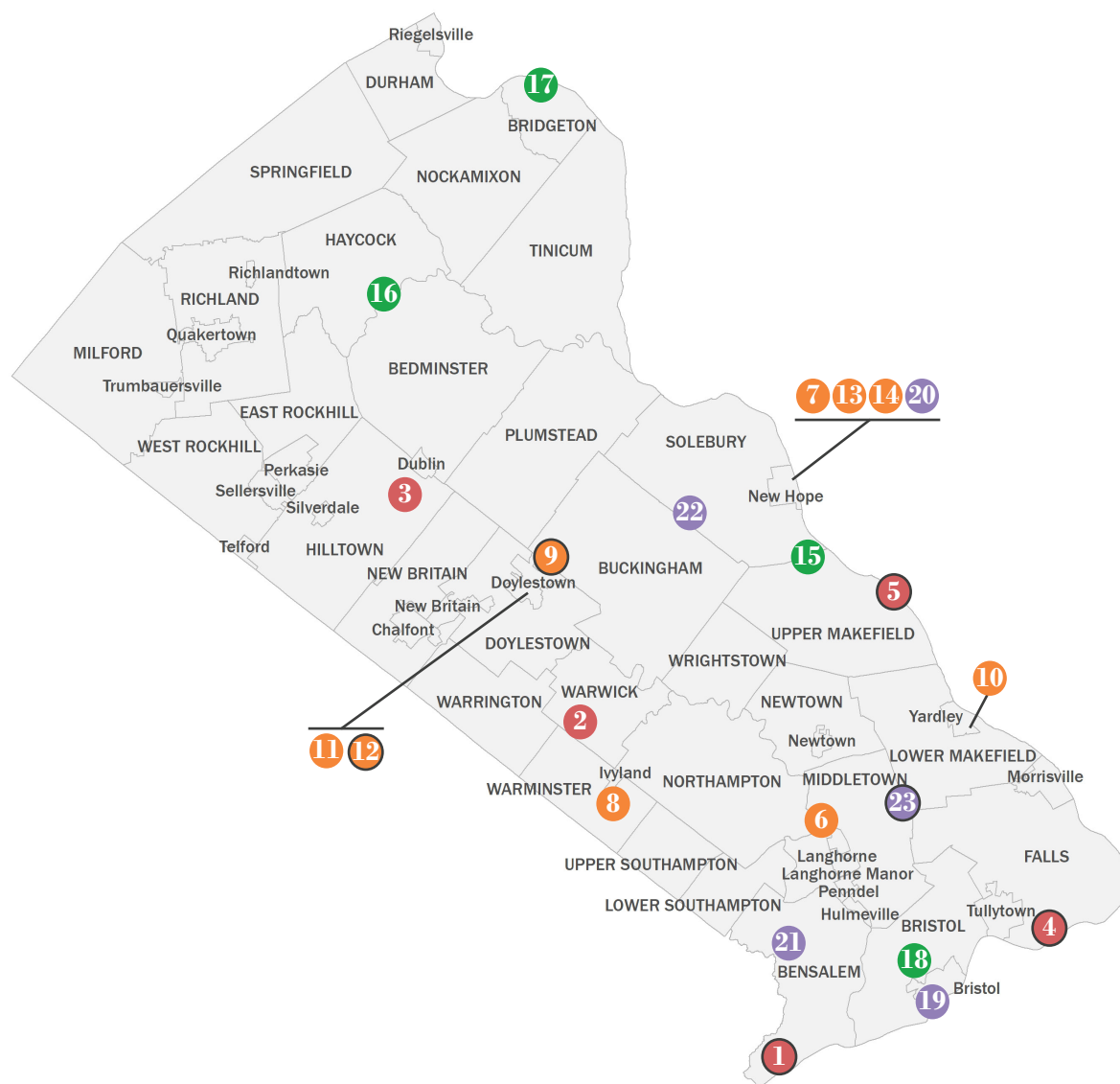
HISTORIC SITES / LANDMARKS

1. Andalusia Historic House, Gardens & Arboretum
2. Moland House
3. Pearl S. Buck National Historic Landmark
4. Pennsbury Manor
5. Washington Crossing Historic Park

MUSEUMS / EDUCATIONAL FACILITIES

6. African American Museum of Bucks County
7. Bucks County Children's Museum
8. Craven Hall/John Fitch Steamboat Museum
9. Fonthill Castle
10. Gather Place Museum
11. James A. Michener Art Museum
12. Mercer Museum
13. Parry Mansion Museum
14. The Locktender's House/Del. Canal State Park

OUTDOOR / NATURAL SITES

15. Bowman's Hill Tower
16. Nockamixon State Park
17. Ringing Rocks County Park
18. Silver Lake Nature Center

ENTERTAINMENT

19. Bristol Riverside Theatre
20. Bucks County Playhouse
21. Parx Casino
22. Peddler's Village
23. Sesame Place

Destination: Delaware Valley - *Regional Visit Shed Analysis*
ANDALUSIA HISTORIC HOUSE, GARDENS & ARBORETUM
Bensalem Township, Bucks County

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED ANALYSIS

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- 5.0% or greater
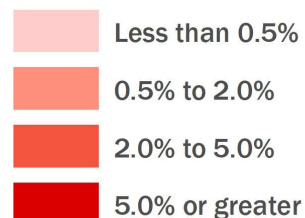
Top Five Municipalities by Visits

Bensalem Township	60.8%
Philadelphia	18.6%
Delanco Township	1.6%
Lower Makefield Township	1.6%
Falls Township	1.4%

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

ANDALUSIA

BURLINGTON

CAMDEN

GLOUCESTER
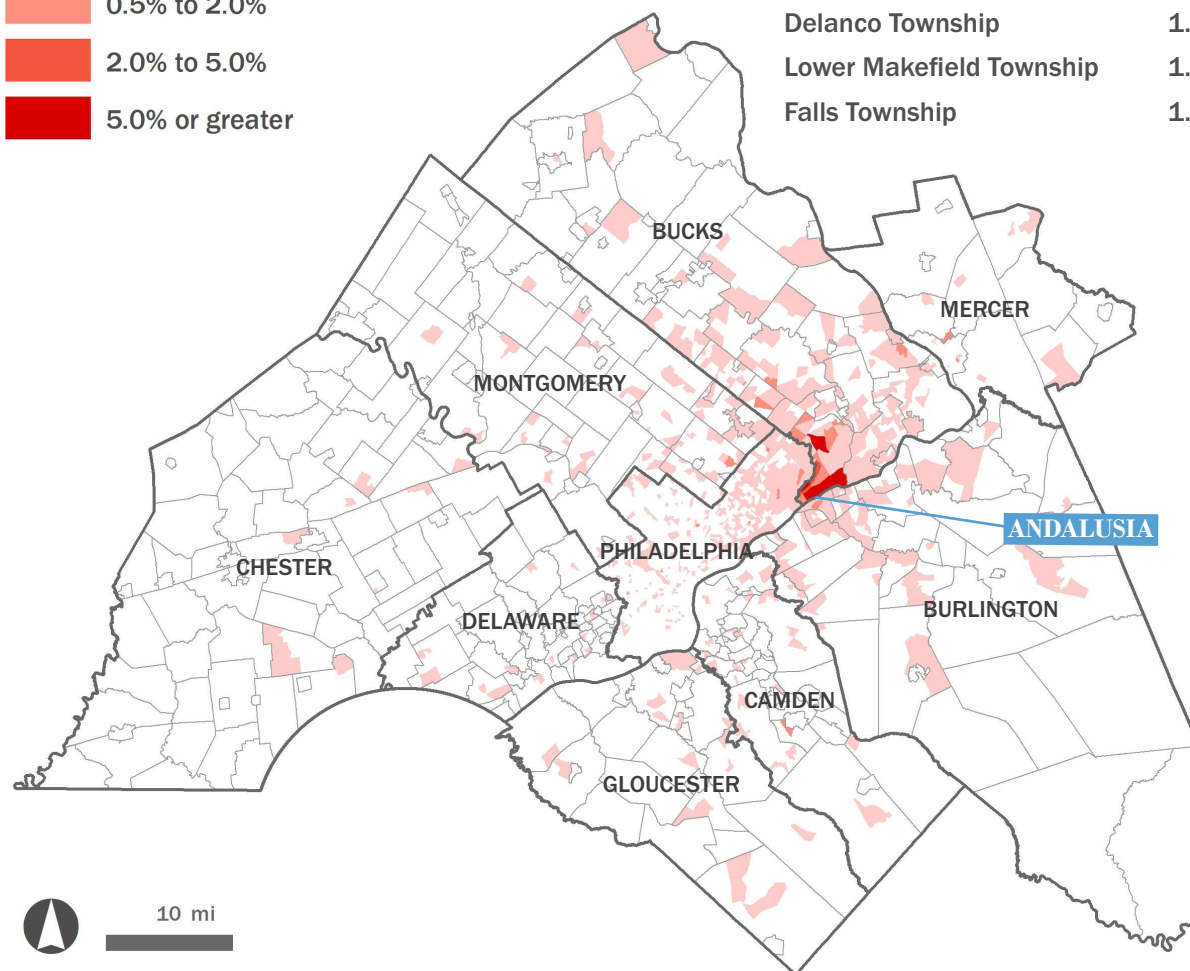
10 mi

IN-REGION VISITS COUNTED (2023): 16,393
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE**   ☐ **MUSEUM /EDU.**   ☑ **OUTDOOR /NATURE**   ☐ **ENTERTAIN-MENT**
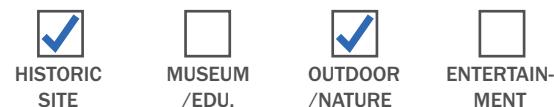
TRANSPORTATION CONTEXT

Nearest Rail Station: 0.9 mi
Cornwells Heights

Nearest Bus Stop: 0.7 mi
SEPTA Route 133

Walk Score: 20
Car-Dependent

Bike Score: 33
Somewhat Bikeable

Nearest Circuit Trail: 0.1 mi
East Coast Greenway (*planned*)

TRAVEL BEHAVIOR

8% of weekend trips ending in this tract were by transit, walking, or biking

5% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*

PENNSBURY MANOR
Falls Township, Bucks County

DELAWARE VALLEY
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PLANNING COMMISSION

REGIONAL VISIT SHED ANALYSIS

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Falls Township	23.7%
Bristol Township	21.5%
Philadelphia	14.7%
Lower Makefield Township	4.8%
Morrisville/Warminster (tie)	2.4%

BUCKS

MERCER

MONTGOMERY

PENNSBURY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
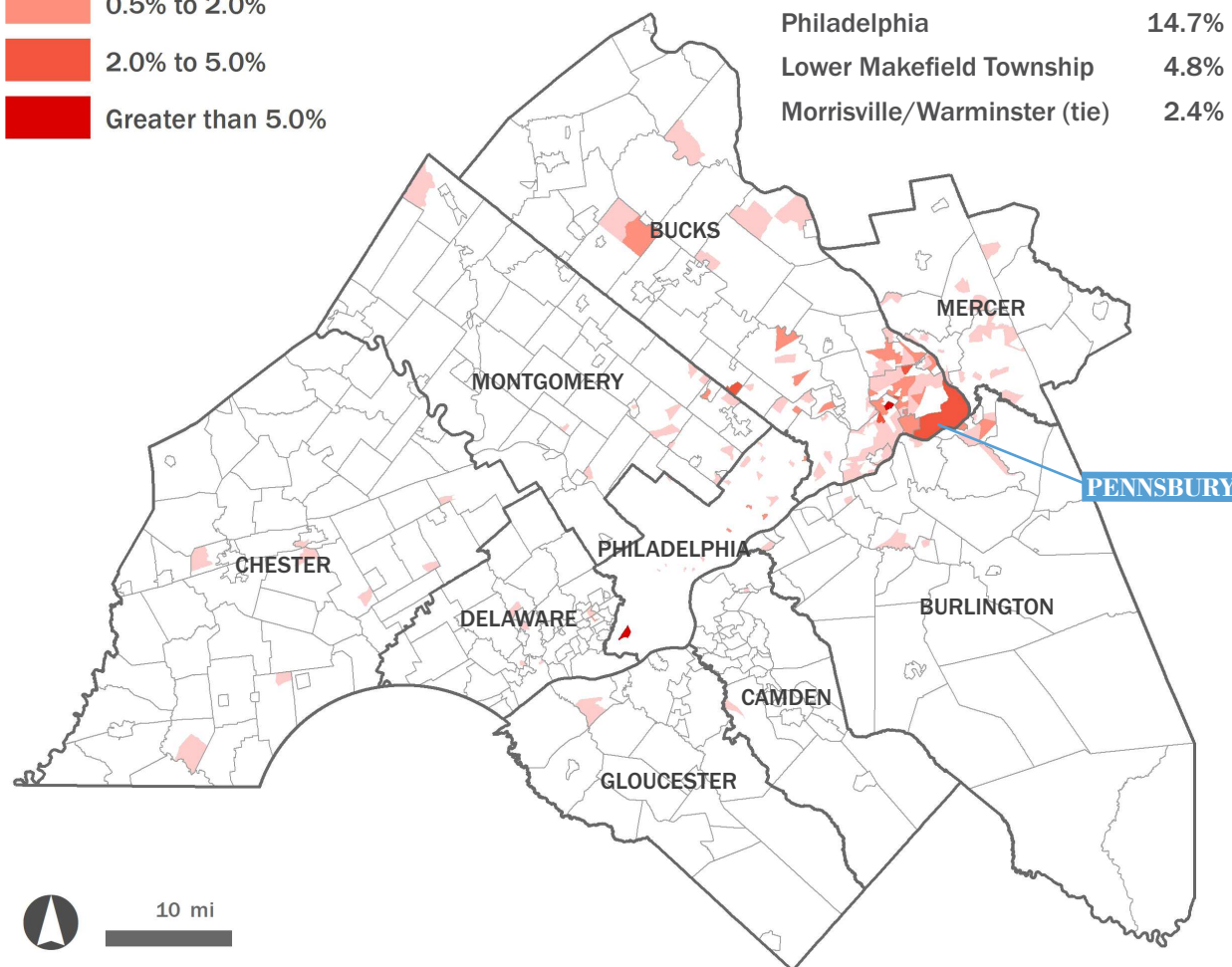
10 mi

IN-REGION VISITS COUNTED (2023): 414
SOURCE: BUXTON

DESTINATION TYPE

- ☑ **HISTORIC SITE**
- ☑ **MUSEUM /EDU.**
- ☑ **OUTDOOR /NATURE**
- ☐ **ENTERTAIN-MENT**

TRANSPORTATION CONTEXT

Nearest Rail Station: 4.1 mi
Levittown

Nearest Bus Stop: 4.1 mi
SEPTA Route 127/128

Walk Score: 3
Car-Dependent

Bike Score: 26
Somewhat Bikeable

Nearest Circuit Trail: 4.1 mi
D&L Trail

TRAVEL BEHAVIOR

1% of weekend trips ending in this tract were by transit, walking, or biking

7% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
WASHINGTON CROSSING HISTORIC PARK
Upper Makefield Township, Bucks County

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REGIONAL VISIT SHED ANALYSIS

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Upper Makefield Township	21.2%
Lawrence Township	5.3%
Philadelphia	5.4%
Lower Makefield Township	5.2%
Hopewell Township	4.6%

WASHINGTON CROSSING

BUCKS

MERCER

MONTGOMERY

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
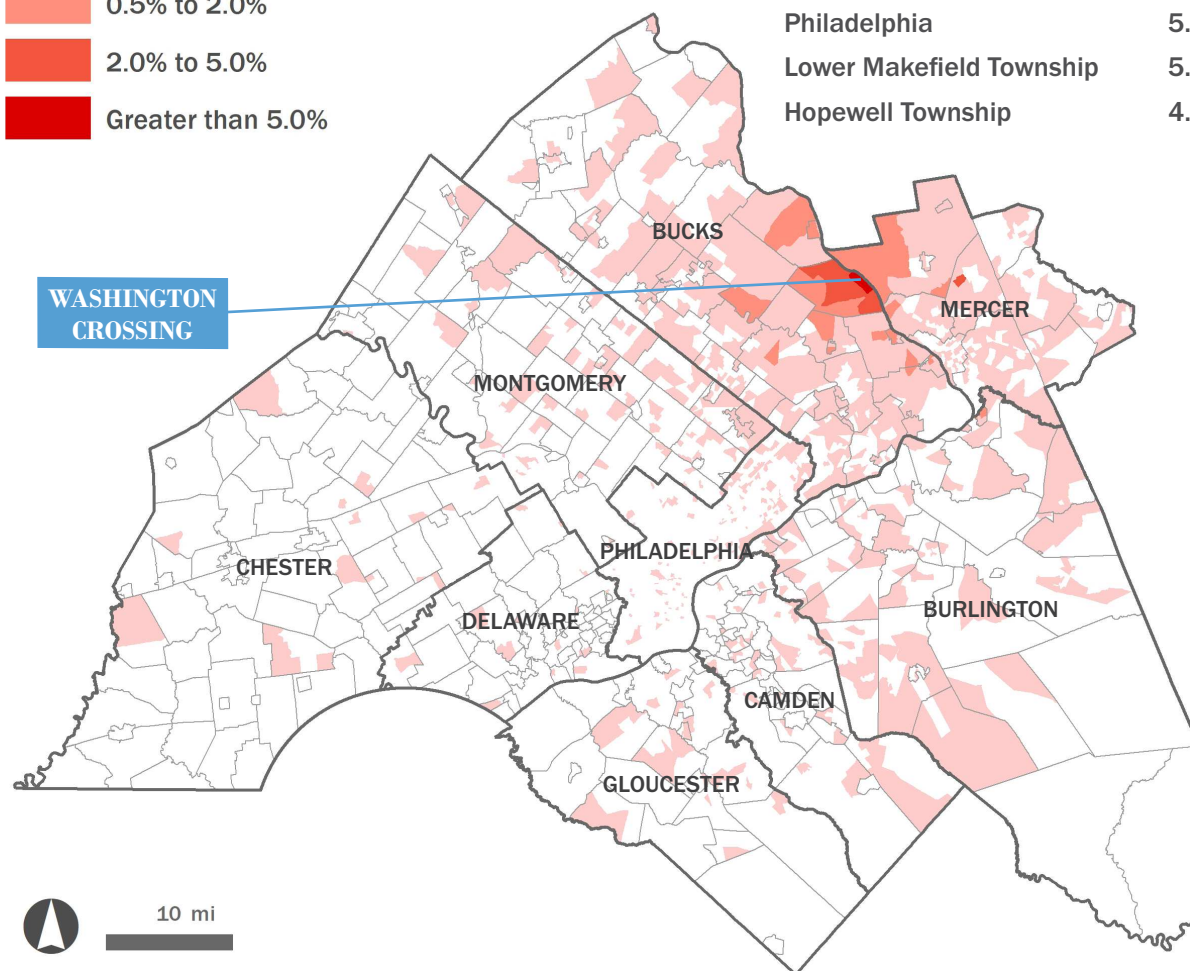
10 mi

IN-REGION VISITS COUNTED (2023): 3,023
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE** ☑ **MUSEUM /EDU.** ☑ **OUTDOOR /NATURE** ☐ **ENTERTAIN- MENT**

TRANSPORTATION CONTEXT

Nearest Rail Station: 5.0 mi
Yardley

Nearest Bus Stop: 4.6 mi
NJT Route 607/608

Walk Score: 34
Car-Dependent

Bike Score: 62
Bikeable

Nearest Circuit Trail: 0.4 mi
D&R Canal Towpath North

TRAVEL BEHAVIOR

10% of weekend trips ending in this tract were by transit, walking, or biking

1% of weekend trips ending in this tract were made by zero-vehicle households
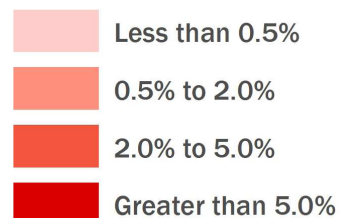
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

FONTHILL CASTLE

Doylestown Township, Bucks County

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REGIONAL VISIT SHED ANALYSIS

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Doylestown Borough	23.3%
Doylestown Township	6.5%
Plumstead Township	5.1%
Buckingham Township	4.9%
Philadelphia	4.6%

FONTHILL

BUCKS
MERCER
MONTGOMERY
CHESTER
PHILADELPHIA
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
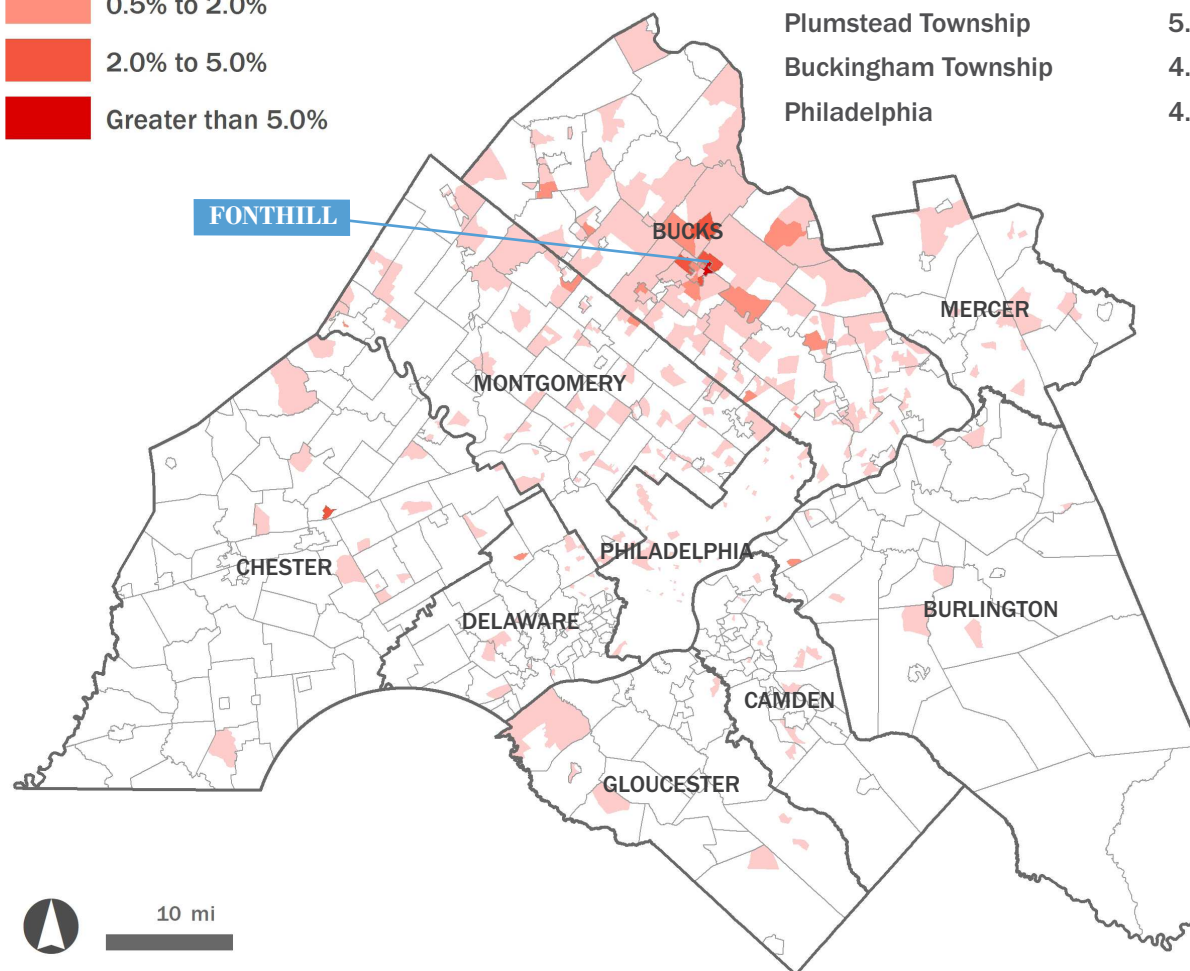
10 mi

IN-REGION VISITS COUNTED (2023): 879
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☐ OUTDOOR /NATURE
- ☐ ENTERTAIN- MENT
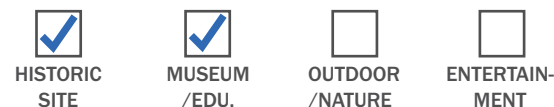
TRANSPORTATION CONTEXT

Nearest Rail Station: 1.2 mi
Doylestown

Nearest Bus Stop: 0.7 mi
SEPTA Route 55

Walk Score: 54
Somewhat Walkable

Bike Score: 37
Somewhat Bikeable

Nearest Circuit Trail: 1.2 mi
202 Trail

TRAVEL BEHAVIOR

11% of weekend trips ending in this tract were by transit, walking, or biking

2% of weekend trips ending in this tract were made by zero-vehicle households
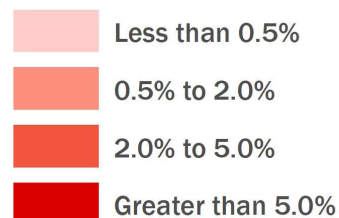
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
MERCER MUSEUM
Doylestown Borough, Bucks County

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REGIONAL VISIT SHED ANALYSIS

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Doylestown Borough	32.1%
Plumstead Township	12.2%
Buckingham Township	5.7%
Bedminster Township	4.8%
Phila./Doylestown Twp. (tie)	3.6%

MERCER MUSEUM

MONTGOMERY

BUCKS

MERCER

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
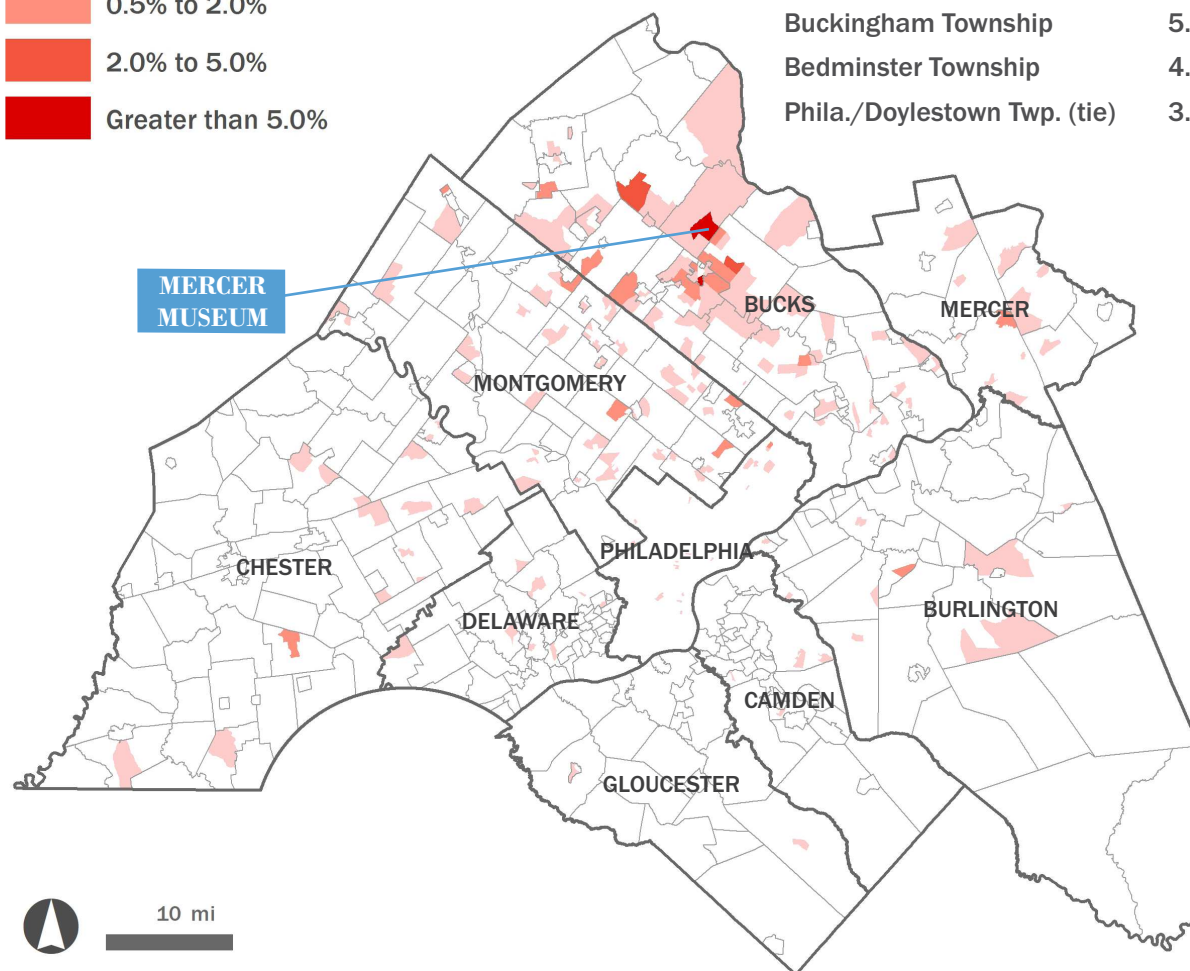
10 mi

IN-REGION VISITS COUNTED (2023): 714
SOURCE: BUXTON

DESTINATION TYPE

☑ HISTORIC SITE   ☑ MUSEUM /EDU.   ☐ OUTDOOR /NATURE   ☐ ENTERTAIN-MENT
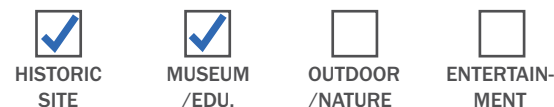
TRANSPORTATION CONTEXT

Nearest Rail Station: 0.3 mi
Doylestown

Nearest Bus Stop: 0.2 mi
SEPTA Route 55

Walk Score: 92
Walker's Paradise

Bike Score: 48
Somewhat Bikeable

Nearest Circuit Trail: 0.6 mi
202 Trail (*pipeline*)

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

2% of weekend trips ending in this tract were made by zero-vehicle households
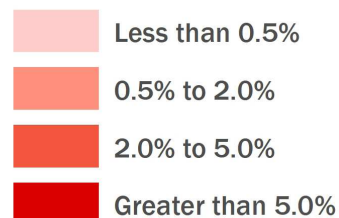
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
SESAME PLACE
Middletown Township, Bucks County

DELAWARE VALLEY
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PLANNING COMMISSION

REGIONAL VISIT SHED ANALYSIS

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Philadelphia	18.8%
Middletown Township	14.6%
Bristol Township	10.5%
Falls Township	9.4%
Lower Makefield Township	8.0%

BUCKS
MERCER
MONTGOMERY
SESAME PLACE
PHILADELPHIA
CHESTER
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
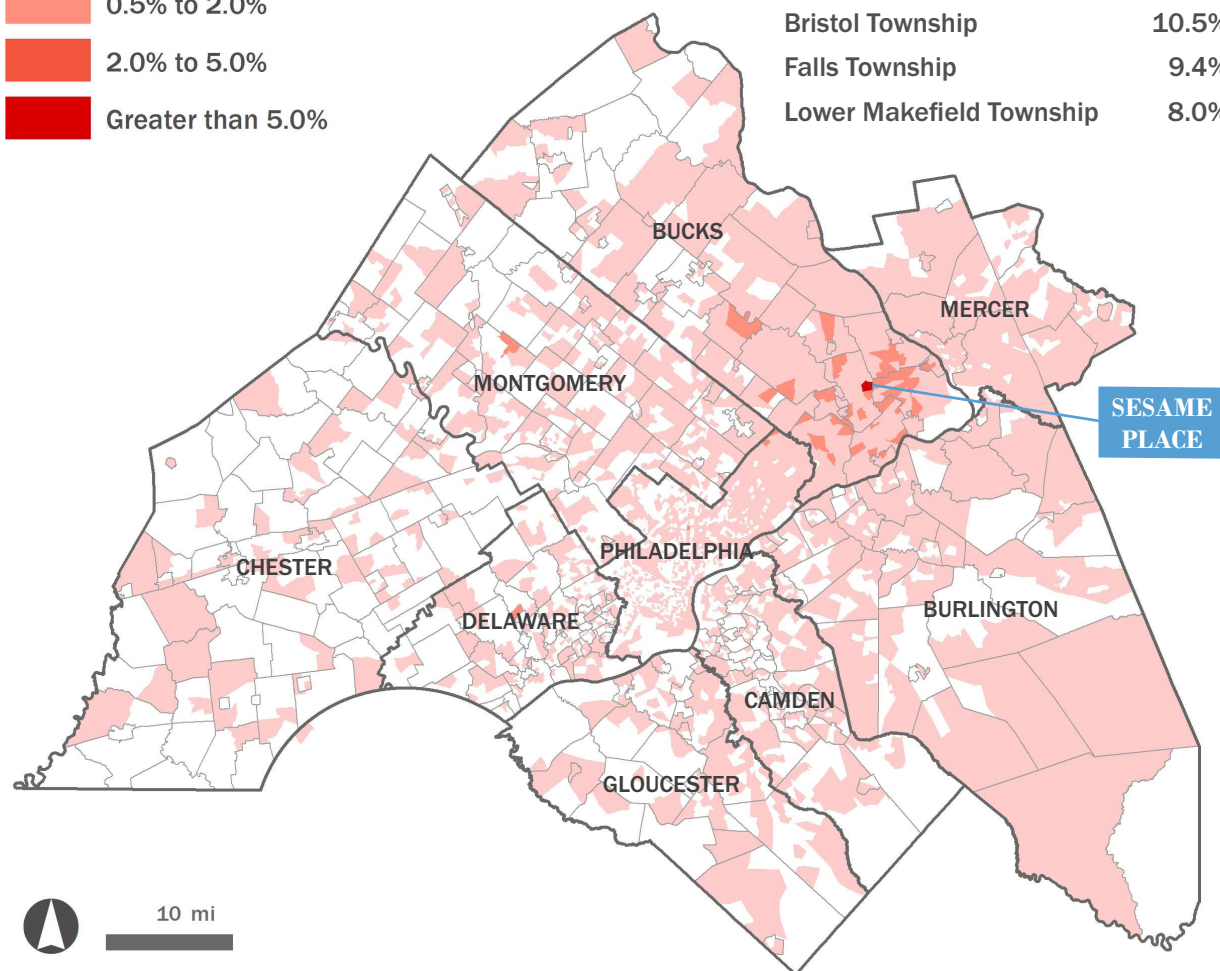
10 mi

IN-REGION VISITS COUNTED (2023): 28,744
SOURCE: BUXTON

DESTINATION TYPE

HISTORIC SITE	MUSEUM /EDU.	OUTDOOR /NATURE	ENTERTAIN-MENT ✔
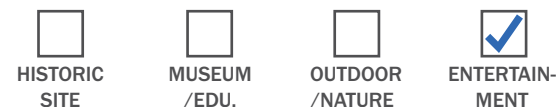
TRANSPORTATION CONTEXT

Nearest Rail Station: 1.6 mi
Woodbourne

Nearest Bus Stop: 0.0 mi
SEPTA Route 14/127

Walk Score: 48
Car-Dependent

Bike Score: 40
Somewhat Bikeable

Nearest Circuit Trail: 3.9 mi
Neshaminy Creek Trail (*planned*)

TRAVEL BEHAVIOR

7.5% of weekend trips ending in this tract were by transit, walking, or biking

4% of weekend trips ending in this tract were made by zero-vehicle households
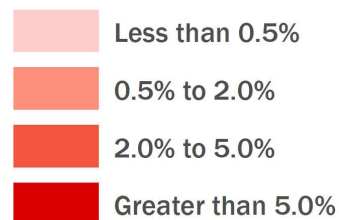
SOURCE: REPLICA

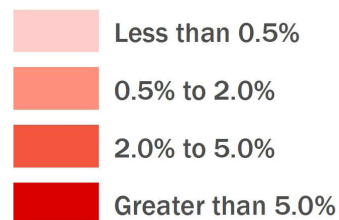*For more info, visit dvrpc.org/economic/tourism*

Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Burlington County, New Jersey

DELAWARE VALLEY
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REGIONAL
PLANNING COMMISSION

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

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More information can be found at:
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Top: Batsto Village (Credit: Secretgem526 via Wikimedia Commons), Bottom: Roebling Museum (Credit: DVRPC)

Destination: Delaware Valley - *Regional Visit Shed Analysis*

SELECTED DESTINATIONS: BURLINGTON COUNTY, NJ

DELAWARE VALLEY
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PLANNING COMMISSION

This map identifies selected tourist destinations in Burlington County. 2023 visitation data was gathered for the four destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.
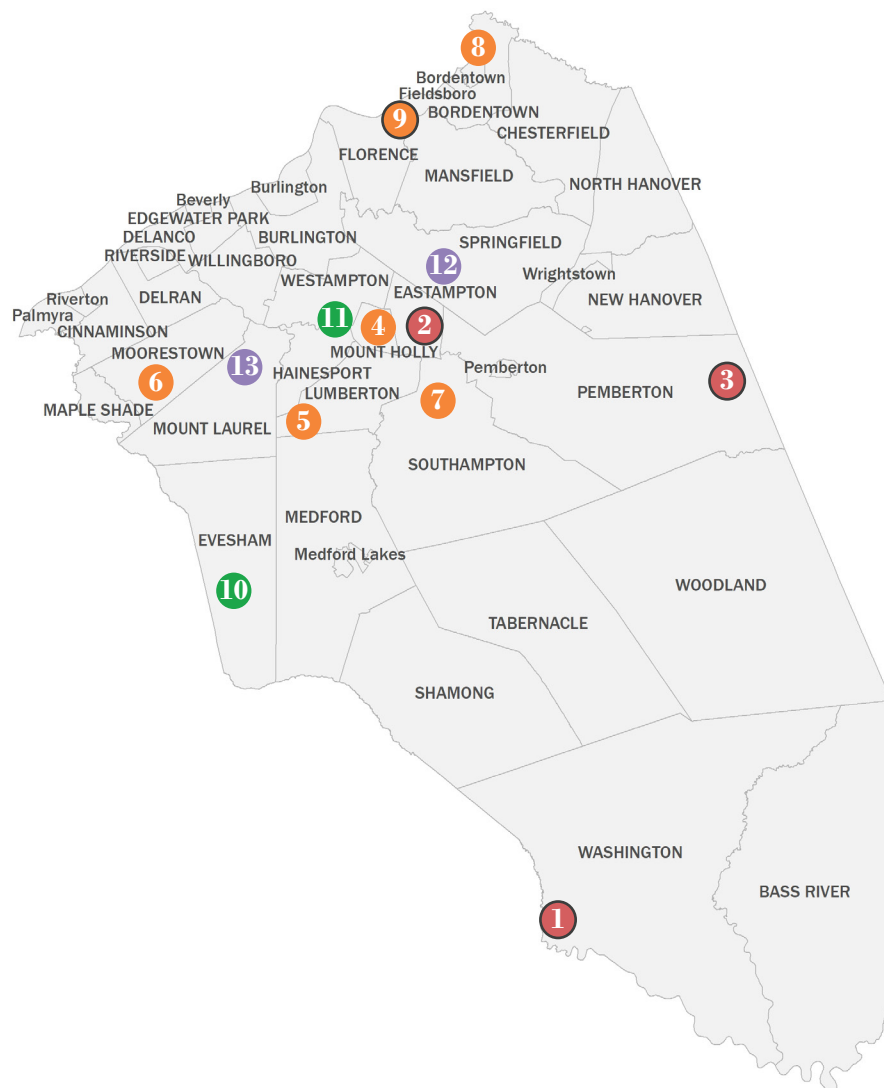
HISTORIC SITES / LANDMARKS

1. Batsto Village
2. Smithville Mansion
3. Whitesbog Historic Farm & Village

MUSEUMS / EDUCATIONAL FACILITIES

4. Burlington County Prison Museum
5. New Jersey Air Victory Museum
6. Perkins Center for the Arts
7. Pinelands Visitor Center
8. The Discovery Center at Point Breeze
9. Roebling Museum

OUTDOOR / NATURAL SITES

10. Black Run Preserve
11. Rancocas State Park

ENTERTAINMENT

12. Burlington County Fairgrounds
13. The Funplex

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits
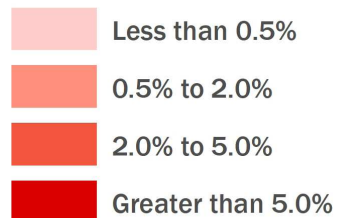
Municipality	Visits
Philadelphia	13.7%
Washington Township	10.9%
Evesham Township	8.7%
Medford Township	5.6%
Winslow Township	4.4%

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

BATSTO
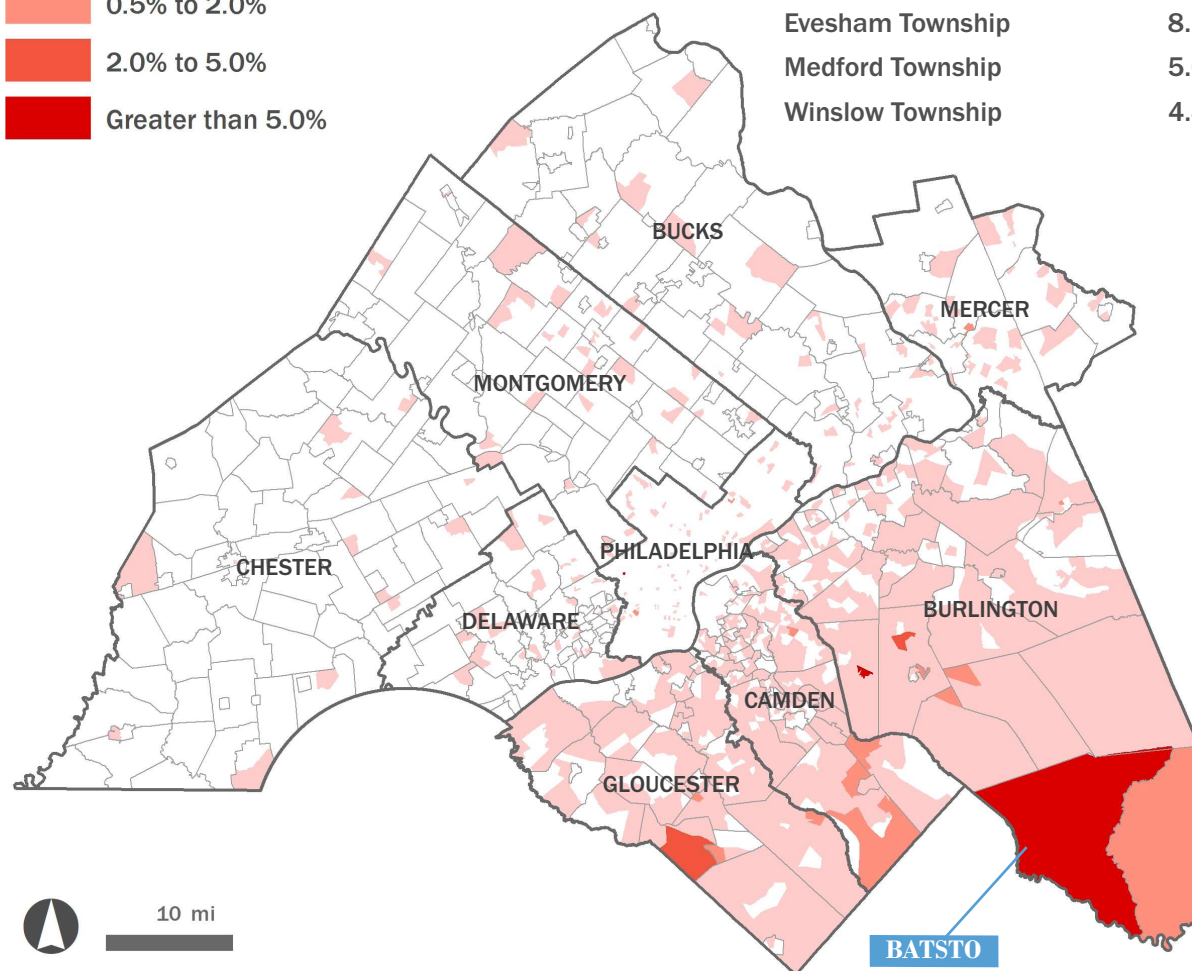
10 mi

IN-REGION VISITS COUNTED (2023): 4,133
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE** ☑ **MUSEUM /EDU.** ☑ **OUTDOOR /NATURE** ☐ **ENTERTAIN-MENT**
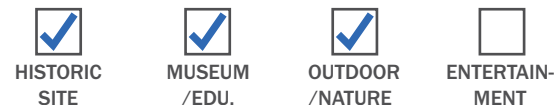
TRANSPORTATION CONTEXT

Nearest Rail Station: 9.2 mi
Hammonton

Nearest Bus Stop: 6.4 mi
NJT Route 554

Walk Score: 3
Car-Dependent

Bike Score: 35
Somewhat Bikeable

Nearest Circuit Trail: 14 mi
Camden County LINK Trail/Lower Great Egg Harbor River Greenway (*planned*)

TRAVEL BEHAVIOR

7% of weekend trips ending in this tract were by transit, walking, or biking

2% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
SMITHVILLE MANSION
Eastampton Township, Burlington County

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REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Eastampton Township	10.2%
Southampton Township	7.7%
Pemberton Township	6.6%
Lumberton Township	5.8%
Mount Holly Township	5.1%

BUCKS
MERCER
MONTGOMERY
SMITHVILLE MANSION
PHILADELPHIA
CHESTER
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
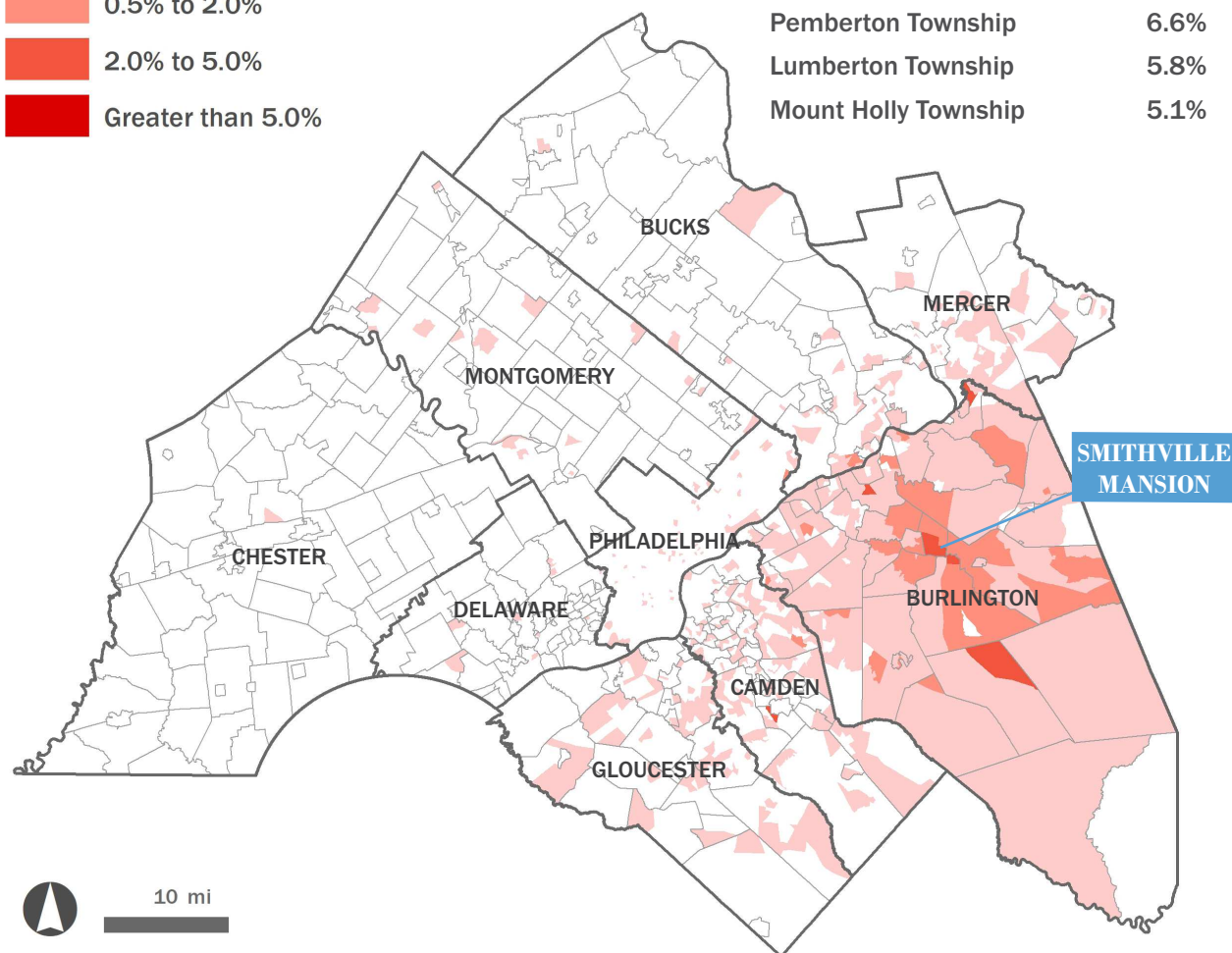
10 mi

IN-REGION VISITS COUNTED (2023): 4,257
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☐ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 10 mi
Burlington Towne Center

Nearest Bus Stop: 1 mi
NJT Route 317

Walk Score: 1
Car-Dependent

Bike Score: 30
Somewhat Bikeable

Nearest Circuit Trail: 3.9 mi
Rancocas Creek Greenway (*pipeline*)

TRAVEL BEHAVIOR

7% of weekend trips ending in this tract were by transit, walking, or biking

2% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*

WHITESBOG HISTORIC VILLAGE
Pemberton Township, Burlington County

DELAWARE VALLEY
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REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Municipality	%
Pemberton Township	68.3%
New Hanover Township	2.2%
Southampton Township	2.2%
Philadelphia	2.0%
Evesham Township	1.5%

BUCKS
MERCER
MONTGOMERY
WHITESBOG
PHILADELPHIA
CHESTER
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
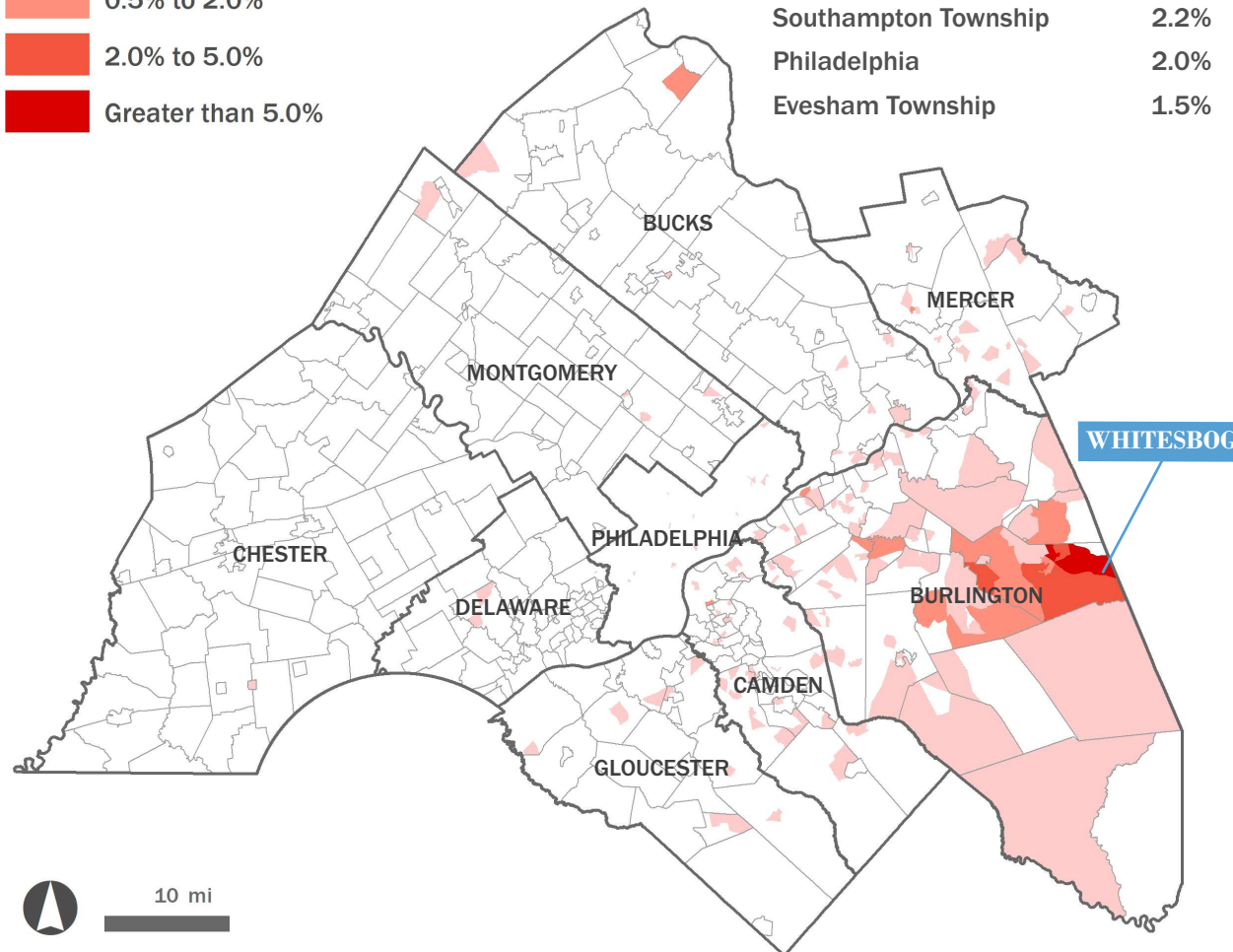
10 mi

IN-REGION VISITS COUNTED (2023): 1,270
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☑ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 21 mi
Bordentown

Nearest Bus Stop: 5 mi
NJT Route 317

Walk Score: 6
Car-Dependent

Bike Score: 26
Somewhat Bikeable

Nearest Circuit Trail: 2 mi
Rancocas Creek Greenway (*planned*)

TRAVEL BEHAVIOR

8% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households
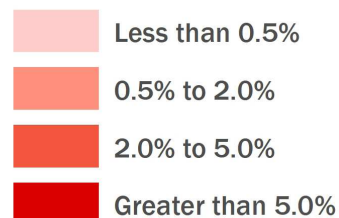
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

ROEBLING MUSEUM
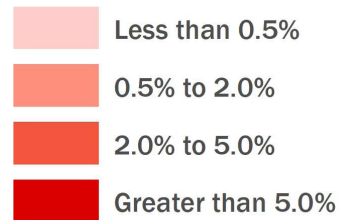*Florence Township, Burlington County*

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Florence Township	60.5%
Gloucester Township	5.3%
Mount Holly Township	4.8%
Pemberton Township	3.3%
Cherry Hill Township	3.3%

BUCKS
MERCER
MONTGOMERY
ROEBLING MUSEUM
PHILADELPHIA
CHESTER
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
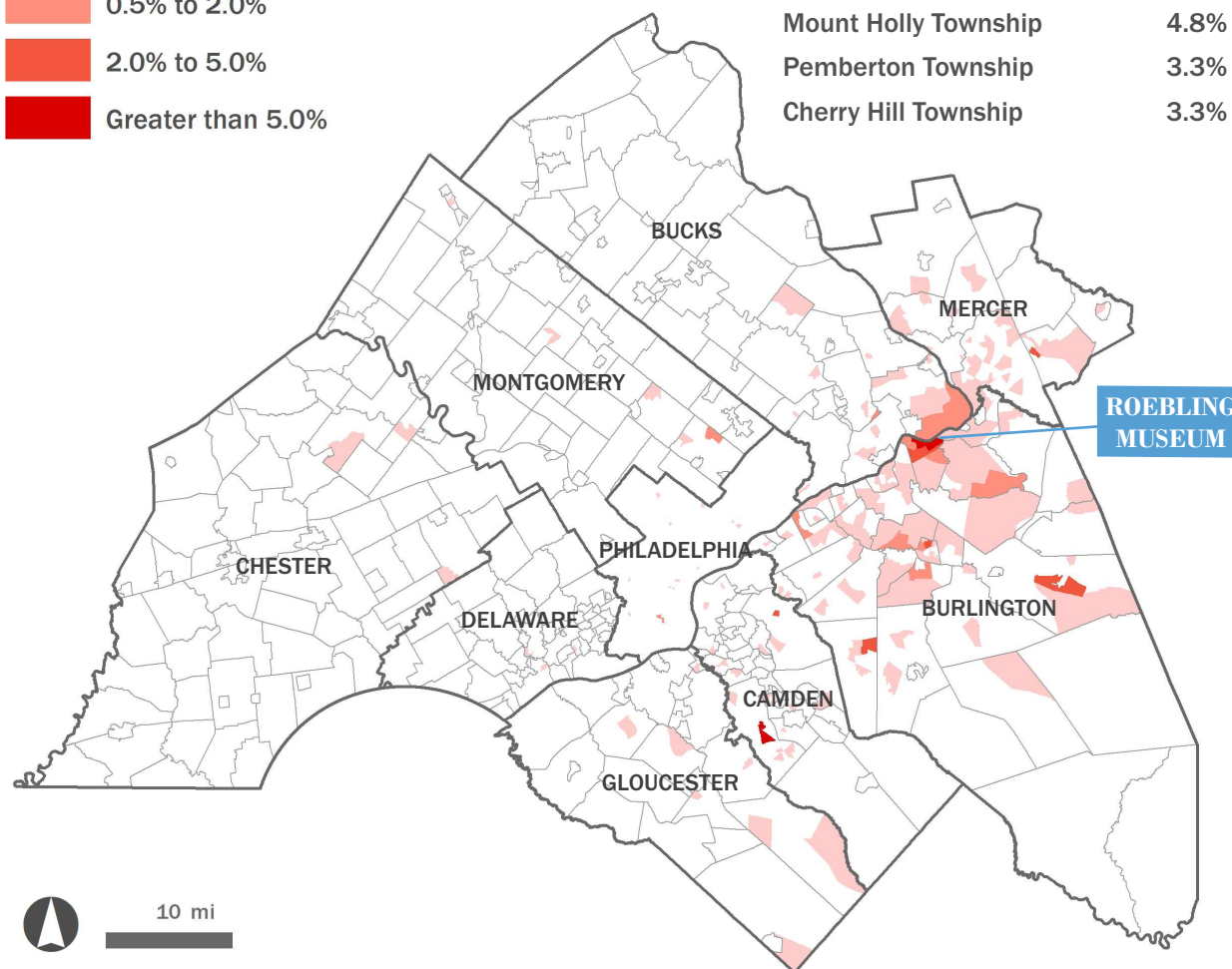
10 mi

IN-REGION VISITS COUNTED (2023): 3,887
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☐ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT
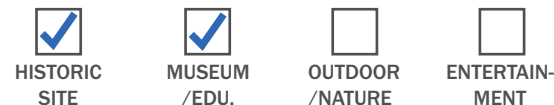
TRANSPORTATION CONTEXT

Nearest Rail Station: 0.3 mi
Roebling

Nearest Bus Stop: 0.2 mi
NJT Route 409

Walk Score: 47
Car-Dependent

Bike Score: 43
Somewhat Bikeable

Nearest Circuit Trail: 0.2 mi
Delaware River Heritage Trail

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households
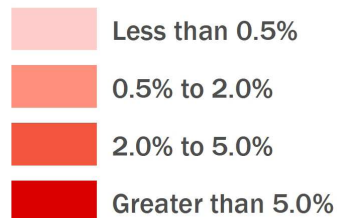
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley
A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Camden County, New Jersey

August 2024

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

Buxton is a software service that gathers location and demographic data from mobile phone users, and provides analytic tools to evaluate consumer behaviors and preferences. The Scout platform can trace visits made to any location back to the home block group of the visitor. The project team used the anonymized outputs for each of its selected tourist sites to create an in-region "visit shed" by mapping the count of visits from each block group within the nine DVRPC counties.

The resulting analysis provides fresh context for tourism and transportation planning at the local, county, and regional scale. Transportation officials can use the data to understand where visitors are traveling from today and identify opportunities to enhance transit and multi-modal access in the future. Local visitation trends might also reveal new submarkets in which tourism site operators or economic development planners could target future advertising campaigns. Alternatively, they may highlight known areas where existing marketing investments could be deepened. Organizers of the region's semiquincentennial celebration might notice overlooked assets that could deserve an elevated profile due to their ease of access by alternative travel modes.

The individual site analyses are compiled together by county and each receive a one-page profile highlighting their visit shed, transportation context, and other key data and information. Additional tourist destinations within each county are highlighted on their respective maps. Other sources consulted for these profiles include Replica and Walk Score.

More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Battleship New Jersey (Credit: DVRPC), Bottom: Barclay Farmstead Museum (Credit: Cceshle via Wikimedia Commons)

SELECTED DESTINATIONS: CAMDEN COUNTY, NJ

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

This map identifies selected tourist destinations in Camden County. 2023 visitation data was gathered for the three destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.
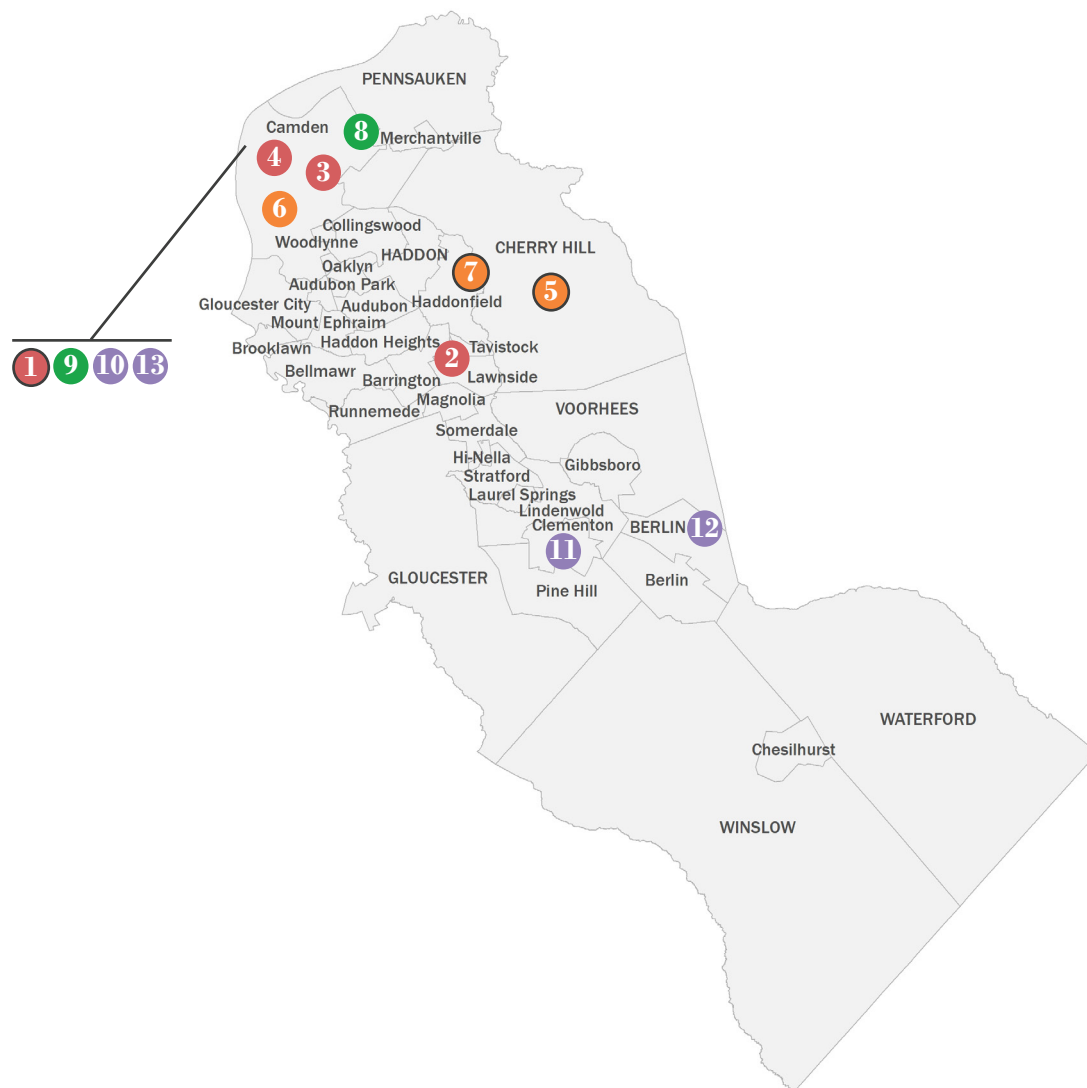
HISTORIC SITES / LANDMARKS

1 Battleship New Jersey

2 Peter Mott House Underground Railroad Museum

3 Pomona Hall

4 Walt Whitman House

MUSEUMS / EDUCATIONAL FACILITIES

5 Barclay Farmstead Museum

6 Camden Shipyard & Maritime Museum

7 Indian King Tavern Museum

OUTDOOR / NATURAL SITES

8 Cooper River Park

9 Wiggins Waterfront Park

ENTERTAINMENT

10 Adventure Aquarium

11 Clementon Park & Splash World

12 Diggerland USA

13 Freedom Mortgage Pavilion

BATTLESHIP NEW JERSEY
Camden City, Camden County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%
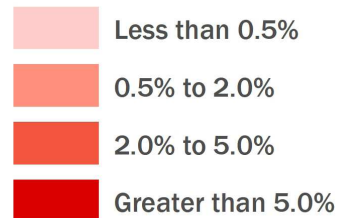
Top Five Municipalities by Visits

Philadelphia	14.7%
Camden City	14.2%
Shamong Township	8.5%
Cherry Hill Township	7.6%
Evesham Township	5.2%
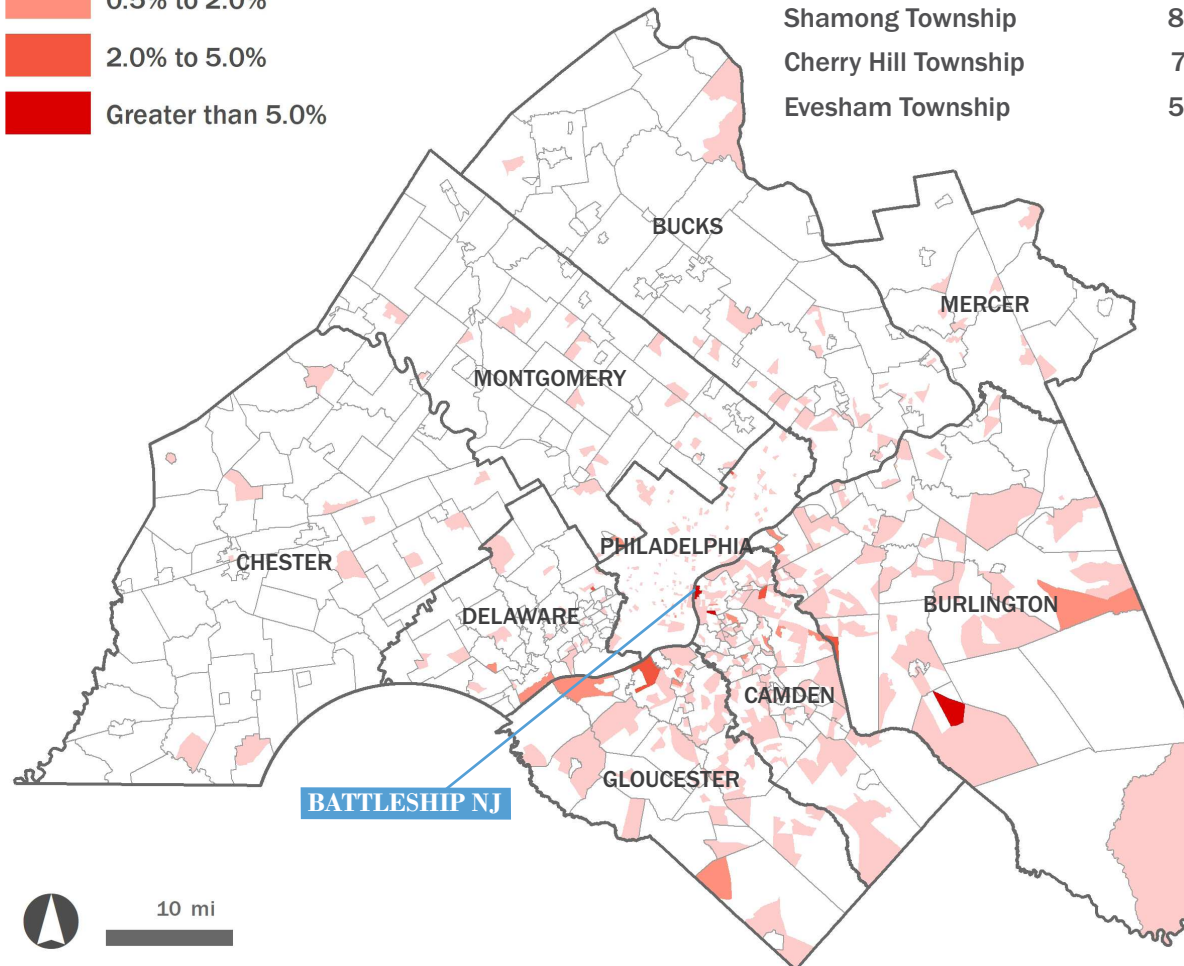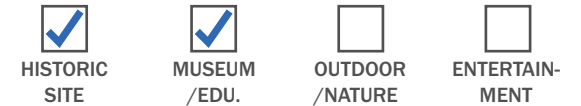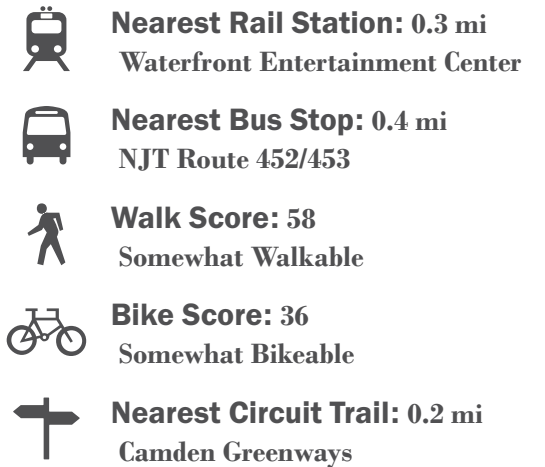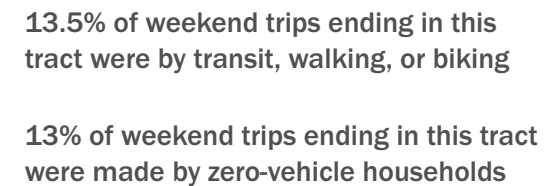
BUCKS
MERCER
MONTGOMERY
CHESTER
PHILADELPHIA
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER

BATTLESHIP NJ

10 mi

IN-REGION VISITS COUNTED (2023): 1,488
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☐ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 0.3 mi
Waterfront Entertainment Center

Nearest Bus Stop: 0.4 mi
NJT Route 452/453

Walk Score: 58
Somewhat Walkable

Bike Score: 36
Somewhat Bikeable

Nearest Circuit Trail: 0.2 mi
Camden Greenways

TRAVEL BEHAVIOR

13.5% of weekend trips ending in this tract were by transit, walking, or biking

13% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
BARCLAY FARMSTEAD MUSEUM
Cherry Hill Township, Camden County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits
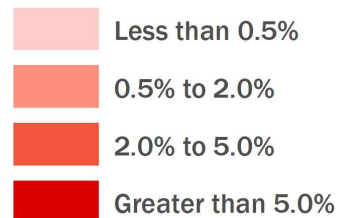
Municipality	Visits
Cherry Hill Township	64.0%
Philadelphia	3.9%
Lawrence Township	3.1%
Evesham Township	2.4%
Mount Laurel Township	2.4%

BUCKS

MERCER

MONTGOMERY

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

BARCLAY FARMSTEAD
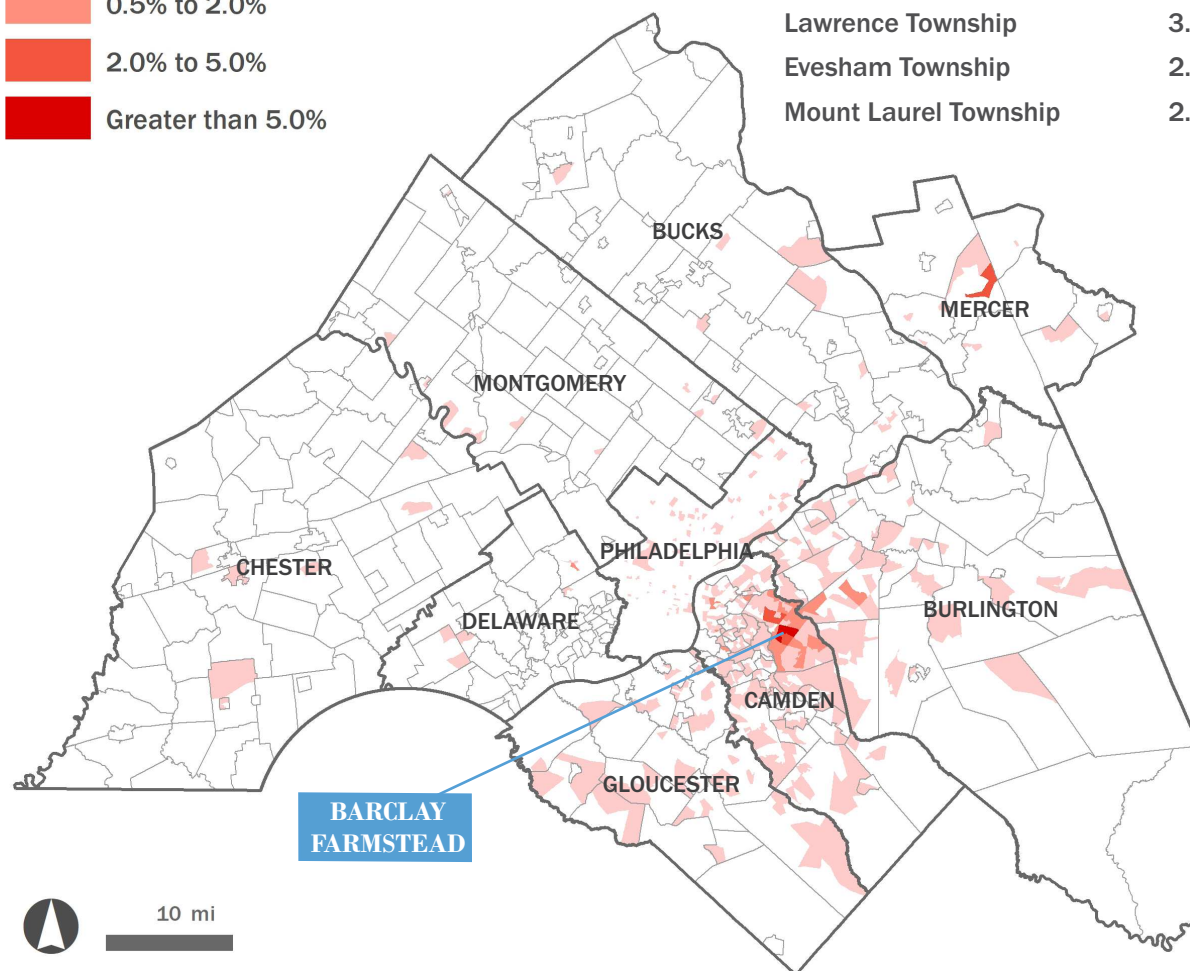
10 mi

IN-REGION VISITS COUNTED (2023): 3,255
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☑ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT
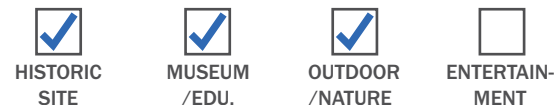
TRANSPORTATION CONTEXT

Nearest Rail Station: 2 mi
Haddonfield

Nearest Bus Stop: 0.2 mi
NJT Route 406

Walk Score: 32
Car-Dependent

Bike Score: 40
Somewhat Bikeable

Nearest Circuit Trail: 2 mi
Cooper River Trail

TRAVEL BEHAVIOR

7.5% of weekend trips ending in this tract were by transit, walking, or biking

2.5% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
INDIAN KING TAVERN MUSEUM
Haddonfield Borough, Camden County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Municipality	%
Haddonfield Borough	31.1%
Burlington Township	12.6%
Cherry Hill Township	11.8%
Camden	10.0%
Philadelphia	6.7%

BUCKS

MERCER

MONTGOMERY

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

INDIAN KING TAVERN
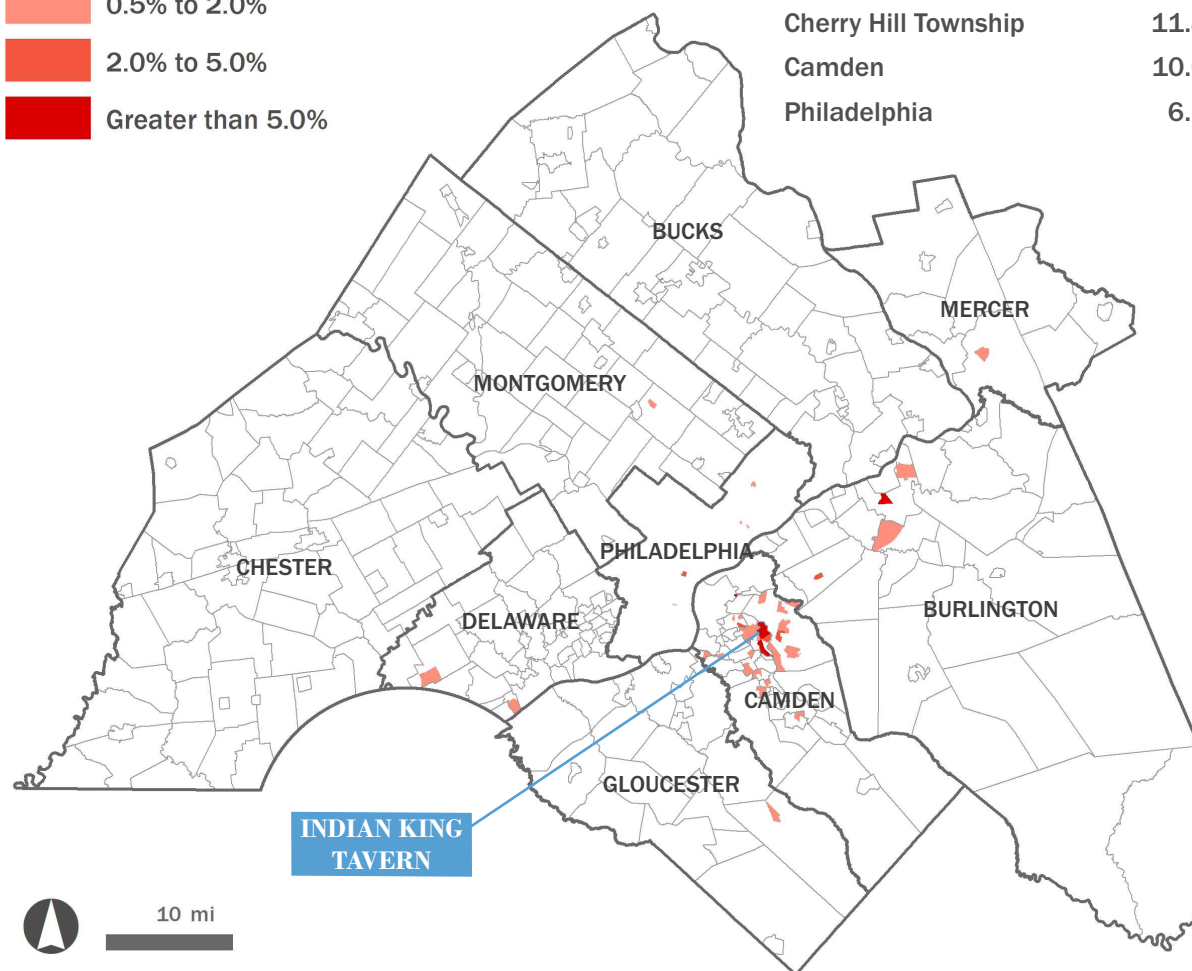
10 mi

IN-REGION VISITS COUNTED (2023): 119
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☐ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT
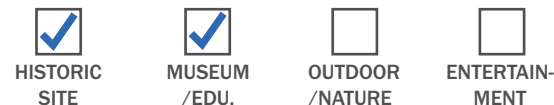
TRANSPORTATION CONTEXT

Nearest Rail Station: 0.5 mi
Haddonfield

Nearest Bus Stop: 0 mi
NJT Route 455/457

Walk Score: 90
Walker's Paradise

Bike Score: 54
Bikeable

Nearest Circuit Trail: 0.5 mi
Cooper River Trail

TRAVEL BEHAVIOR

12% of weekend trips ending in this tract were by transit, walking, or biking

4.5% of weekend trips ending in this tract were made by zero-vehicle households
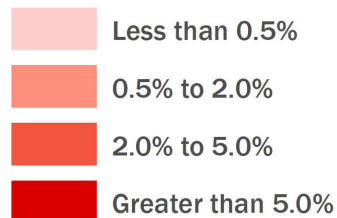
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

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More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Longwood Gardens (Credit: P. Hughes via Wikimedia Commons), Bottom: National Iron and Steel Heritage Museum (Credit: CoStar)

Destination: Delaware Valley - *Regional Visit Shed Analysis*

SELECTED DESTINATIONS: CHESTER COUNTY, PA

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

This map identifies selected tourist destinations in Chester County. 2023 visitation data was gathered for the four destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.

HISTORIC SITES / LANDMARKS
1. Historic Yellow Springs
2. Paoli Battlefield
3. West Chester Railroad

MUSEUMS / EDUCATIONAL FACILITIES
4. Wharton Esherick Museum
5. American Helicopter Museum
6. Chester County History Center
7. Historical Society of the Phoenixville Area
8. National Iron & Steel Heritage Museum

OUTDOOR / NATURAL SITES
9. Jenkins Arboretum & Gardens
10. Longwood Gardens
11. Marsh Creek State Park

ENTERTAINMENT
12. Devon Horse Show & Country Fair
13. Herr's Snack Factory Tours

Destination: Delaware Valley - *Regional Visit Shed Analysis*
HISTORIC YELLOW SPRINGS
West Pikeland Township, Chester County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%
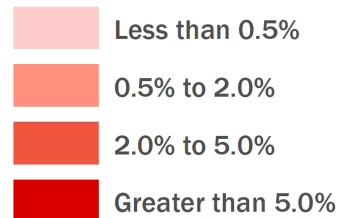
Top Five Municipalities by Visits

West Pikeland Township	37.8%
Philadelphia	10.4%
West Vincent Township	8.6%
West Depford Township	4.2%
East Caln/Uwchlan (tie)	2.6%

YELLOW SPRINGS

BUCKS
MERCER
MONTGOMERY
CHESTER
PHILADELPHIA
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
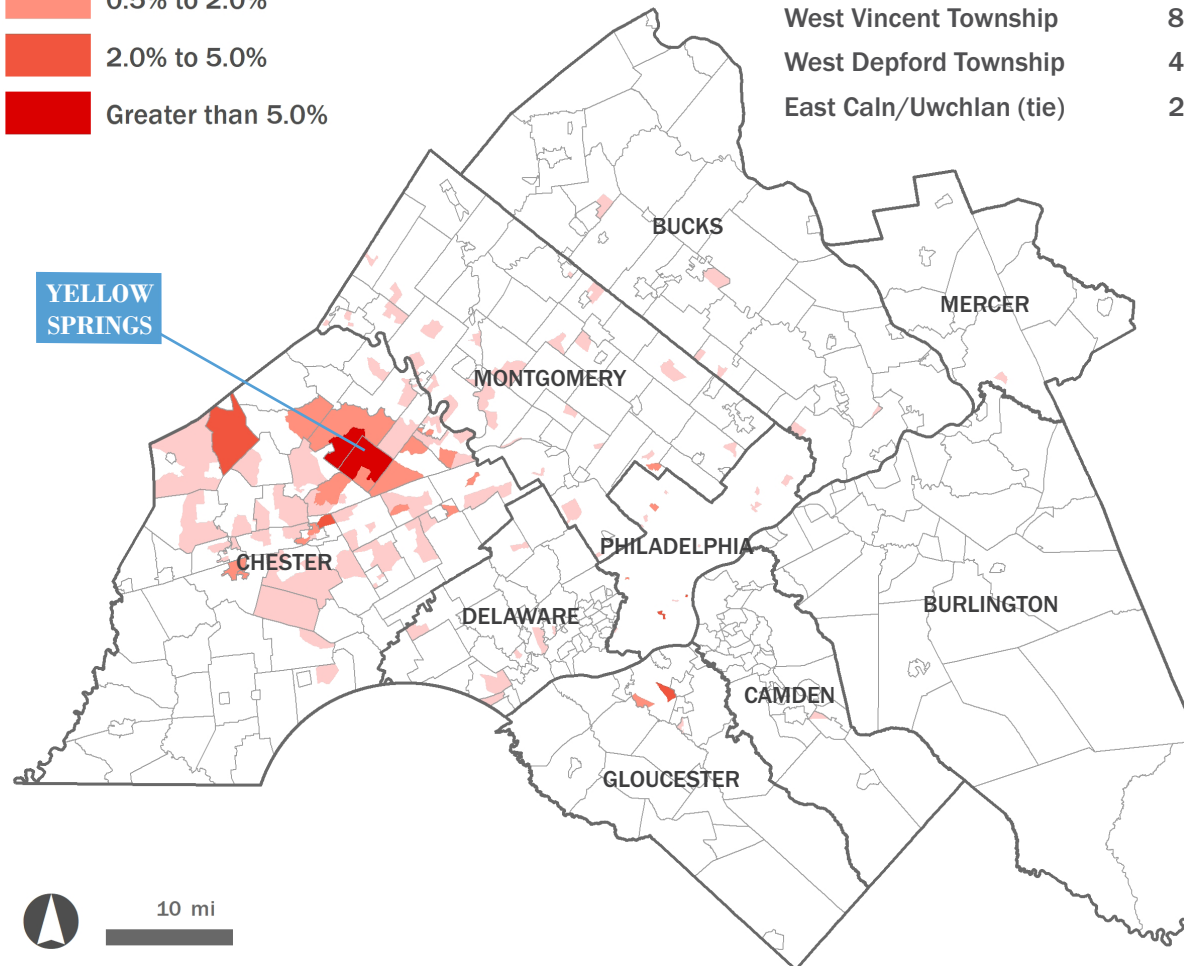
10 mi

IN-REGION VISITS COUNTED (2023): 759
SOURCE: BUXTON

DESTINATION TYPE

✓	✓	✓	☐
HISTORIC SITE	MUSEUM /EDU.	OUTDOOR /NATURE	ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 7.1 mi
Exton

Nearest Bus Stop: 3.8 mi
SEPTA Route 204

Walk Score: 25
Car-Dependent

Bike Score: 4
Somewhat Bikeable

Nearest Circuit Trail: 3.8 mi
Uwchlan Trail

TRAVEL BEHAVIOR

8% of weekend trips ending in this tract were by transit, walking, or biking

1% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

PAOLI BATTLEFIELD
Malvern Borough, Chester County

dvrpc DELAWARE VALLEY REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Malvern Borough	28.3%
Willistown Township	21.6%
East Whiteland Township	16.3%
West Goshen Township	4.9%
Easttown Township	3.3%

PAOLI BATTLEFIELD

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
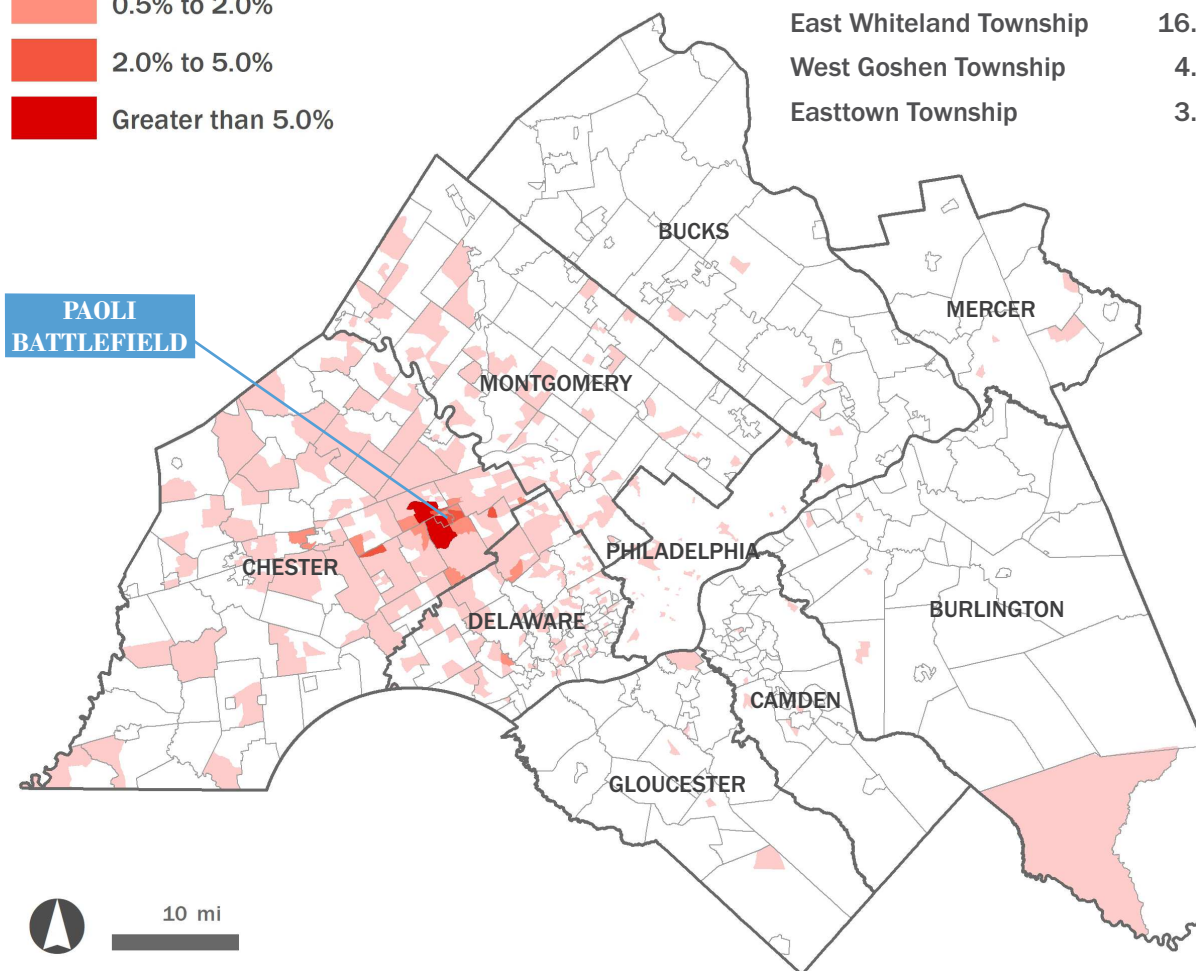
10 mi

IN-REGION VISITS COUNTED (2023): 5,366
SOURCE: BUXTON

DESTINATION TYPE

- [✓] HISTORIC SITE
- [ ] MUSEUM /EDU.
- [✓] OUTDOOR /NATURE
- [ ] ENTERTAIN-MENT
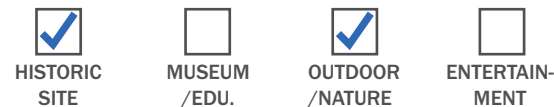
TRANSPORTATION CONTEXT

Nearest Rail Station: 0.5 mi
Malvern

Nearest Bus Stop: 0.4 mi
SEPTA Route 92

Walk Score: 52
Somewhat Walkable

Bike Score: 40
Somewhat Bikeable

Nearest Circuit Trail: 1.8 mi
Chester Valley Trail

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households
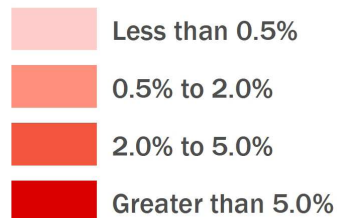
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
THE NATIONAL IRON & STEEL HERITAGE MUSEUM
Coatesville, Chester County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Coatesville	28.9%
East Fallowfield Township	16.4%
Honey Brook Township	10.9%
Valley Township	7.8%
Caln Township	5.5%

STEEL MUSEUM

BUCKS

MERCER

MONTGOMERY

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
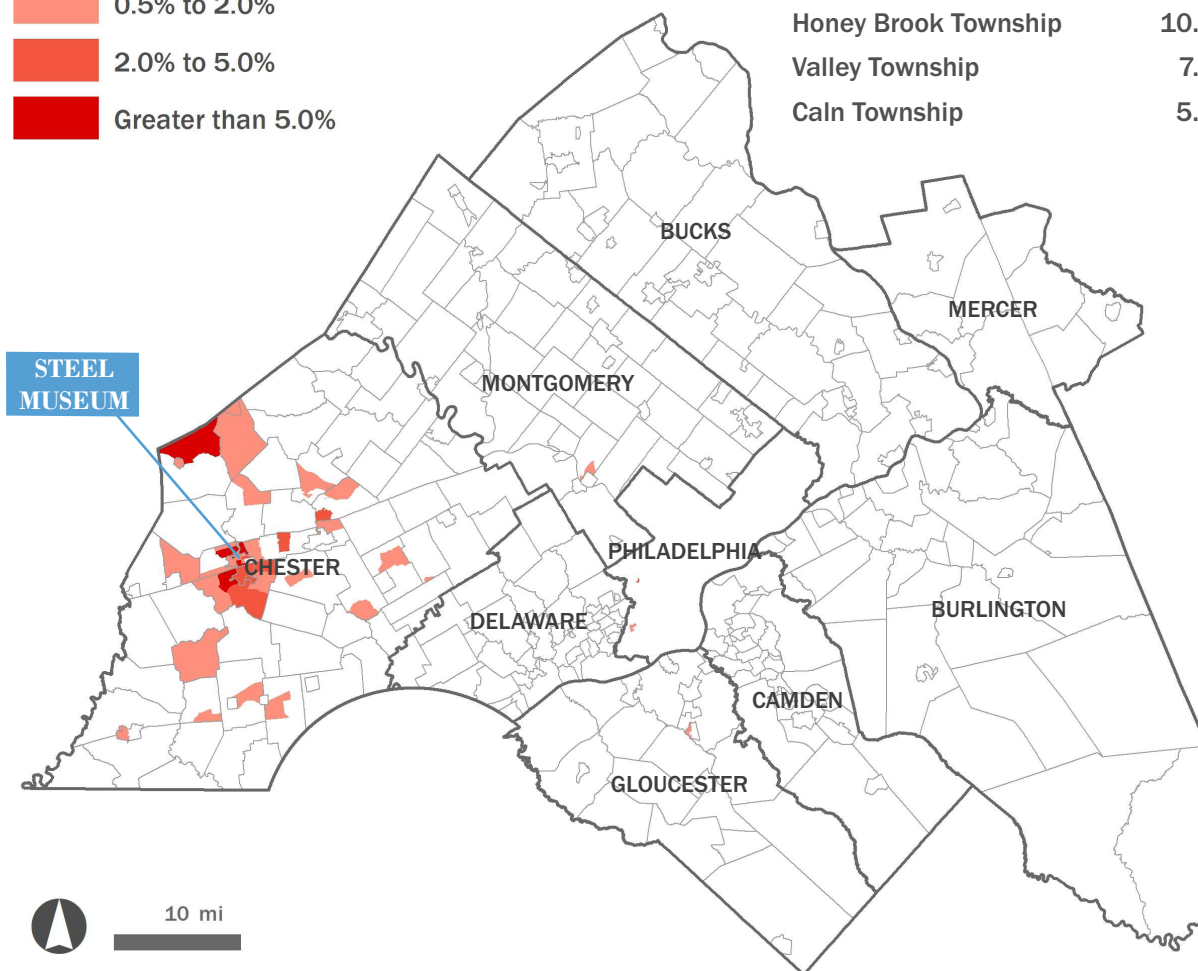
10 mi

IN-REGION VISITS COUNTED (2023): 128
SOURCE: BUXTON

DESTINATION TYPE

- [ ] HISTORIC SITE
- [✓] MUSEUM /EDU.
- [ ] OUTDOOR /NATURE
- [ ] ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 0.4 mi
Coatesville

Nearest Bus Stop: 0.4 mi
SEPTA Route 135

Walk Score: 61
Somewhat Walkable

Bike Score: 48
Somewhat Bikeable

Nearest Circuit Trail: 0.2 mi
Chester Valley Trail (*pipeline*)

TRAVEL BEHAVIOR

14.5% of weekend trips ending in this tract were by transit, walking, or biking

6% of weekend trips ending in this tract were made by zero-vehicle households
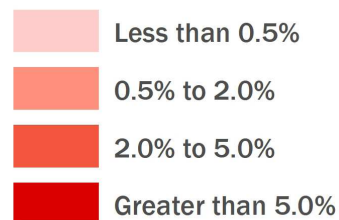
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*

LONGWOOD GARDENS
East Marlborough Township, Chester County

dvrpc
DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

Less than 0.5%
0.5% to 2.0%
2.0% to 5.0%
Greater than 5.0%

Top Five Municipalities by Visits

Philadelphia	9.0%
East Marlborough Township	8.4%
Kennett Township	4.2%
Aston Township	2.3%
West Goshen Township	2.1%

LONGWOOD GARDENS

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

10 mi

IN-REGION VISITS COUNTED (2023): 36,925
SOURCE: BUXTON

DESTINATION TYPE

☑ HISTORIC SITE   ☑ MUSEUM /EDU.   ☑ OUTDOOR /NATURE   ☐ ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 12.4 mi
Wilmington

Nearest Bus Stop: 7.6 mi
SEPTA Route 111

Walk Score: 11
Car-Dependent

Bike Score: 23
Somewhat Bikeable

Nearest Circuit Trail: 0.2 mi
Brandywine Creek Trail (*planned*)

TRAVEL BEHAVIOR

9% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households
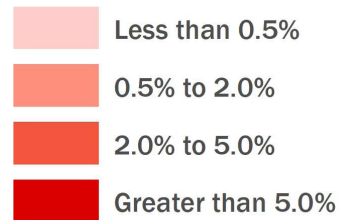
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Delaware County, Pennsylvania

August 2024

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

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More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Chanticleer Garden (Credit: Derek Ramsey via Wikimedia Commons), Bottom: Brandywine Battlefield Park (Credit: Sdwelch1031 via Wikimedia Commons)

Destination: Delaware Valley - *Regional Visit Shed Analysis*

SELECTED DESTINATIONS: DELAWARE COUNTY, PA

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

This map identifies selected tourist destinations in Delaware County. 2023 visitation data was gathered for the two destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.

HISTORIC SITES / LANDMARKS
1 Brandywine Battlefield Park

MUSEUMS / EDUCATIONAL FACILITIES
2 Brandywine Museum of Art
3 Pennsylvania Veterans Museum

OUTDOOR / NATURAL SITES
4 Chanticleer Garden
5 John Heinz National Wildlife Refuge
6 Linvilla Orchards
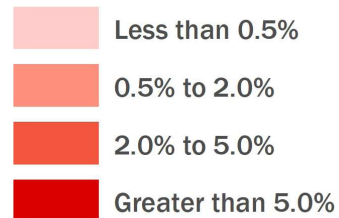7 Ridley Creek State Park
8 Tyler Arboretum

ENTERTAINMENT
9 Harrah's Casino & Racetrack
10 Tower Theater
11 Subaru Park

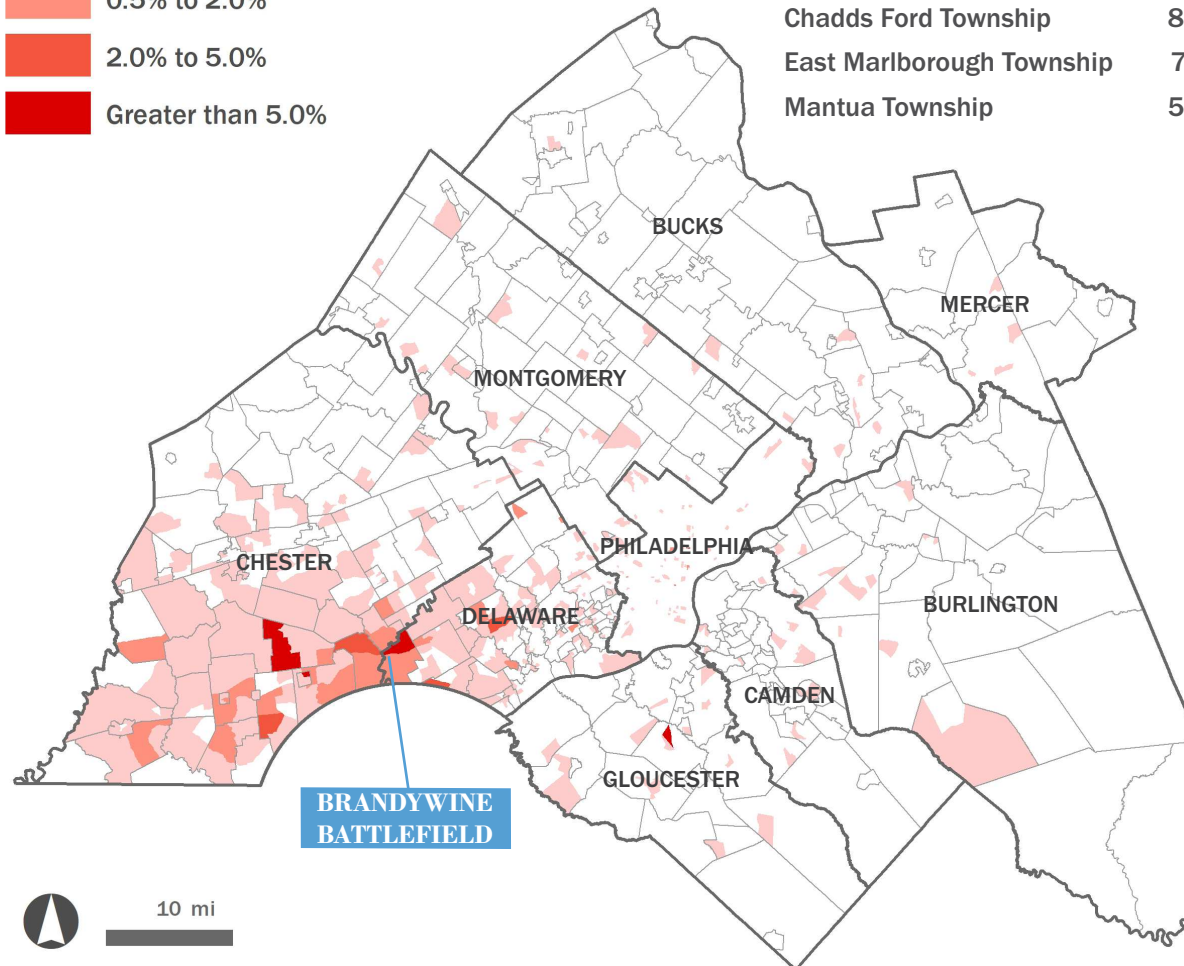# BRANDYWINE BATTLEFIELD PARK
Chadds Ford Township, Delaware County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Philadelphia	10.0%
Kennett Square Borough	8.9%
Chadds Ford Township	8.8%
East Marlborough Township	7.4%
Mantua Township	5.1%
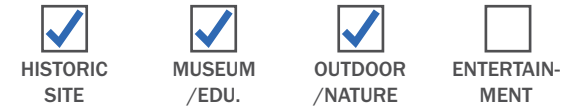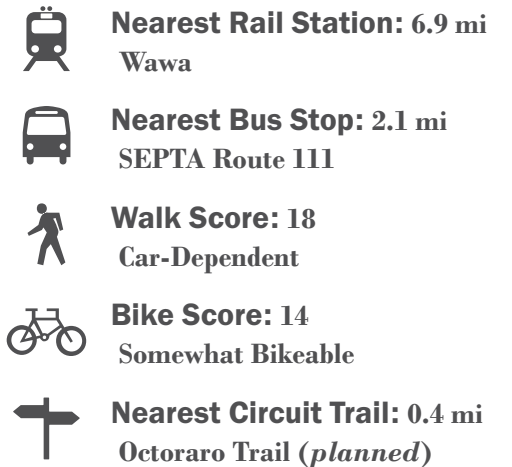
BRANDYWINE BATTLEFIELD

10 mi

IN-REGION VISITS COUNTED (2023): 2,066
SOURCE: BUXTON

DESTINATION TYPE

☑	☑	☑	☐
HISTORIC SITE	MUSEUM /EDU.	OUTDOOR /NATURE	ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 6.9 mi
Wawa

Nearest Bus Stop: 2.1 mi
SEPTA Route 111

Walk Score: 18
Car-Dependent

Bike Score: 14
Somewhat Bikeable

Nearest Circuit Trail: 0.4 mi
Octoraro Trail (*planned*)

TRAVEL BEHAVIOR

7.5% of weekend trips ending in this tract were by transit, walking, or biking

4% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
CHANTICLEER GARDEN
Radnor Township, Delaware County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

Less than 0.5%

0.5% to 2.0%

2.0% to 5.0%

Greater than 5.0%

Top Five Municipalities by Visits

Radnor Township	12.8%
Lower Merion Township	11.2%
Upper Moreland Township	9.0%
Philadelphia	7.0%
Uwchlan Township	6.9%

CHANTICLEER

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
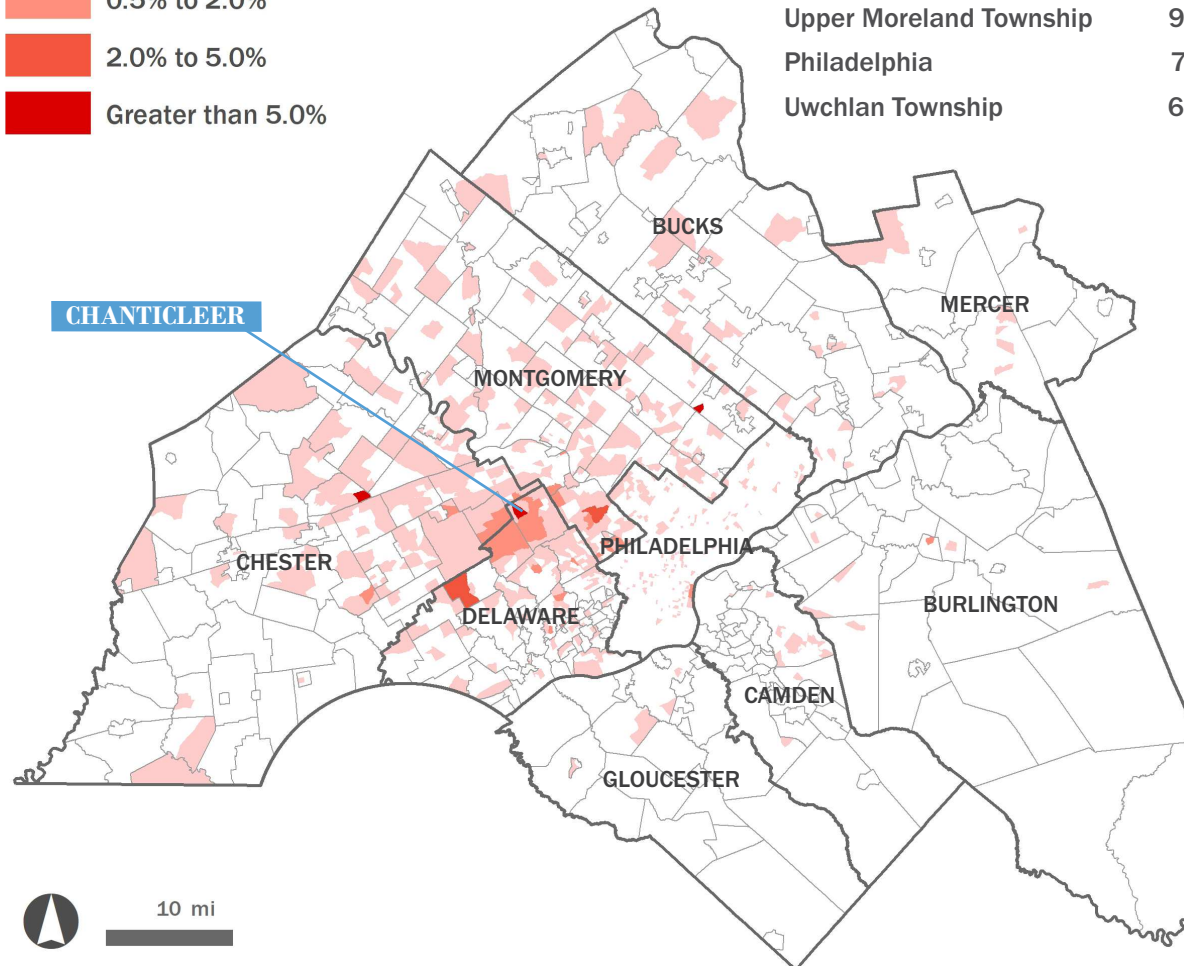
10 mi

IN-REGION VISITS COUNTED (2023): 3,098
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE**

☐ **MUSEUM /EDU.**

☑ **OUTDOOR /NATURE**

☐ **ENTERTAIN- MENT**

TRANSPORTATION CONTEXT

Nearest Rail Station: 1.4 mi
Wayne

Nearest Bus Stop: 1.2 mi
SEPTA Route 106

Walk Score: 14
Car-Dependent

Bike Score: 20
Somewhat Bikeable

Nearest Circuit Trail: 0.4 mi
Radnor Trail

TRAVEL BEHAVIOR

15% of weekend trips ending in this tract were by transit, walking, or biking

5% of weekend trips ending in this tract were made by zero-vehicle households

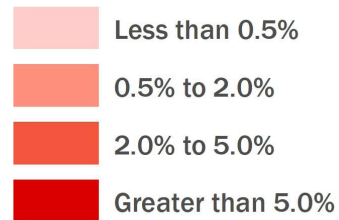*SOURCE: REPLICA*

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Gloucester County, New Jersey

August 2024

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

Buxton is a software service that gathers location and demographic data from mobile phone users, and provides analytic tools to evaluate consumer behaviors and preferences. The Scout platform can trace visits made to any location back to the home block group of the visitor. The project team used the anonymized outputs for each of its selected tourist sites to create an in-region "visit shed" by mapping the count of visits from each block group within the nine DVRPC counties.

The resulting analysis provides fresh context for tourism and transportation planning at the local, county, and regional scale. Transportation officials can use the data to understand where visitors are traveling from today and identify opportunities to enhance transit and multi-modal access in the future. Local visitation trends might also reveal new submarkets in which tourism site operators or economic development planners could target future advertising campaigns. Alternatively, they may highlight known areas where existing marketing investments could be deepened. Organizers of the region's semiquincentennial celebration might notice overlooked assets that could deserve an elevated profile due to their ease of access by alternative travel modes.

The individual site analyses are compiled together by county and each receive a one-page profile highlighting their visit shed, transportation context, and other key data and information. Additional tourist destinations within each county are highlighted on their respective maps. Other sources consulted for these profiles include Replica and Walk Score.

More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Heritage Glass Museum (Credit: Heritage Glass Museum), Bottom: Whitall House (Credit: Zeete via Wikimedia Commons)

Destination: Delaware Valley - *Regional Visit Shed Analysis*

SELECTED DESTINATIONS: GLOUCESTER COUNTY, NJ

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

This map identifies selected tourist destinations in Gloucester County. 2023 visitation data was gathered for the two destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.

HISTORIC SITES / LANDMARKS

1 Red Bank Battlefield and Whitall House

MUSEUMS / EDUCATIONAL FACILITIES

2 Edelman Fossil Park

3 Heritage Glass Museum

OUTDOOR / NATURAL SITES

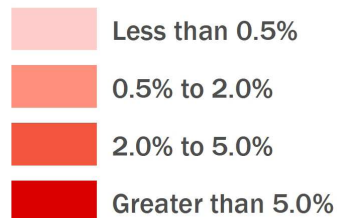4 Yogi Bear's Jellystone Park Camp Resort

ENTERTAINMENT

5 Bridgeport Speedway

6 Broadway Theater of Pitman

RED BANK BATTLEFIELD & WHITALL HOUSE MUSEUM

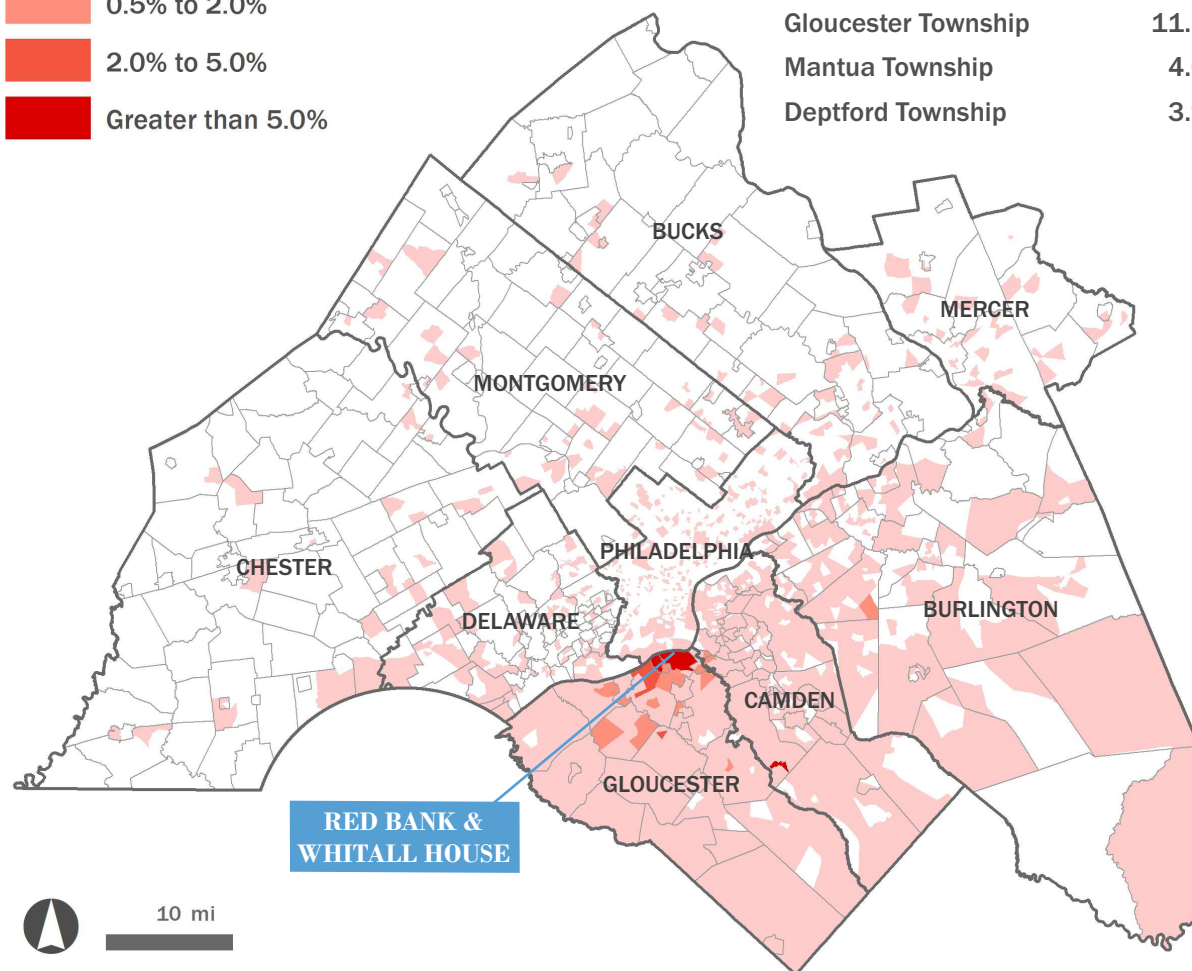*National Park Borough, Gloucester County*

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

	Less than 0.5%
	0.5% to 2.0%
	2.0% to 5.0%
	Greater than 5.0%

Top Five Municipalities by Visits

National Park Borough	30.6%
West Deptford Township	17.6%
Gloucester Township	11.7%
Mantua Township	4.0%
Deptford Township	3.9%

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

RED BANK & WHITALL HOUSE

10 mi

IN-REGION VISITS COUNTED (2023): 54,018
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE**   ☑ **MUSEUM /EDU.**   ☑ **OUTDOOR /NATURE**   ☐ **ENTERTAIN-MENT**
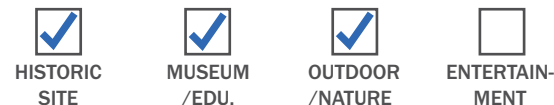
TRANSPORTATION CONTEXT

Nearest Rail Station: 8.4 mi
Ferry Avenue (Camden)

Nearest Bus Stop: 0.6 mi
NJT Route 455

Walk Score: 31
Car-Dependent

Bike Score: 22
Somewhat Bikeable

Nearest Circuit Trail: 2.8 mi
GCL Rail Trail (*planned*)

TRAVEL BEHAVIOR

8% of weekend trips ending in this tract were by transit, walking, or biking

2.5% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
HERITAGE GLASS MUSEUM
Glassboro Borough, Gloucester County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Winslow Township	30.0%
Glassboro Borough	23.0%
Clayton Borough	15.0%
Delran Township	11.0%
Monroe Township	6.0%

HERITAGE
GLASS MUSEUM

10 mi

IN-REGION VISITS COUNTED (2023): 100
SOURCE: BUXTON

DESTINATION TYPE

- [ ] HISTORIC SITE
- [✓] MUSEUM /EDU.
- [ ] OUTDOOR /NATURE
- [ ] ENTERTAIN- MENT
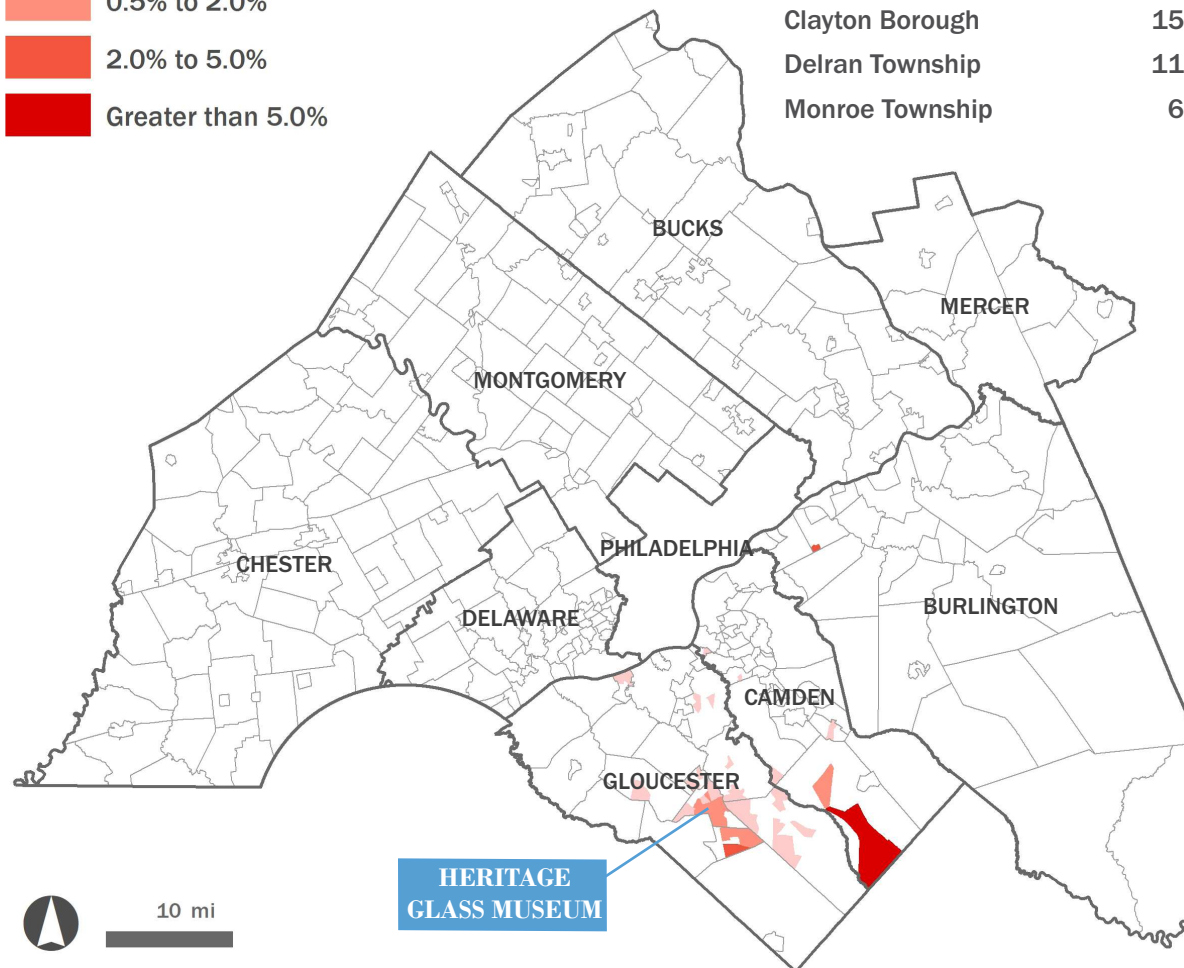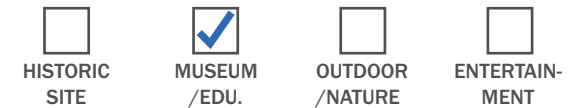
TRANSPORTATION CONTEXT

Nearest Rail Station: 13 mi
Lindenwold

Nearest Bus Stop: 0.1 mi
NJT Route 313/408

Walk Score: 81
Very Walkable

Bike Score: 55
Bikeable

Nearest Circuit Trail: 0.5 mi
Monroe Township Bike Path

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

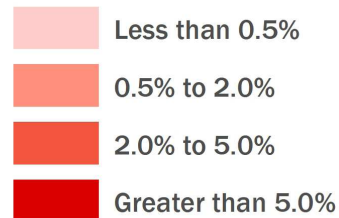5% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley
A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Mercer County, New Jersey

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

Buxton is a software service that gathers location and demographic data from mobile phone users, and provides analytic tools to evaluate consumer behaviors and preferences. The Scout platform can trace visits made to any location back to the home block group of the visitor. The project team used the anonymized outputs for each of its selected tourist sites to create an in-region "visit shed" by mapping the count of visits from each block group within the nine DVRPC counties.

The resulting analysis provides fresh context for tourism and transportation planning at the local, county, and regional scale. Transportation officials can use the data to understand where visitors are traveling from today and identify opportunities to enhance transit and multi-modal access in the future. Local visitation trends might also reveal new submarkets in which tourism site operators or economic development planners could target future advertising campaigns. Alternatively, they may highlight known areas where existing marketing investments could be deepened. Organizers of the region's semiquincentennial celebration might notice overlooked assets that could deserve an elevated profile due to their ease of access by alternative travel modes.

The individual site analyses are compiled together by county and each receive a one-page profile highlighting their visit shed, transportation context, and other key data and information. Additional tourist destinations within each county are highlighted on their respective maps. Other sources consulted for these profiles include Replica and Walk Score.

More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Grounds for Sculpture (Credit: DVRPC), Bottom: Old Barracks Museum (Credit: Mark Olsen via Wikimedia Commons)

This map identifies selected tourist destinations in Mercer County. 2023 visitation data was gathered for the five destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.
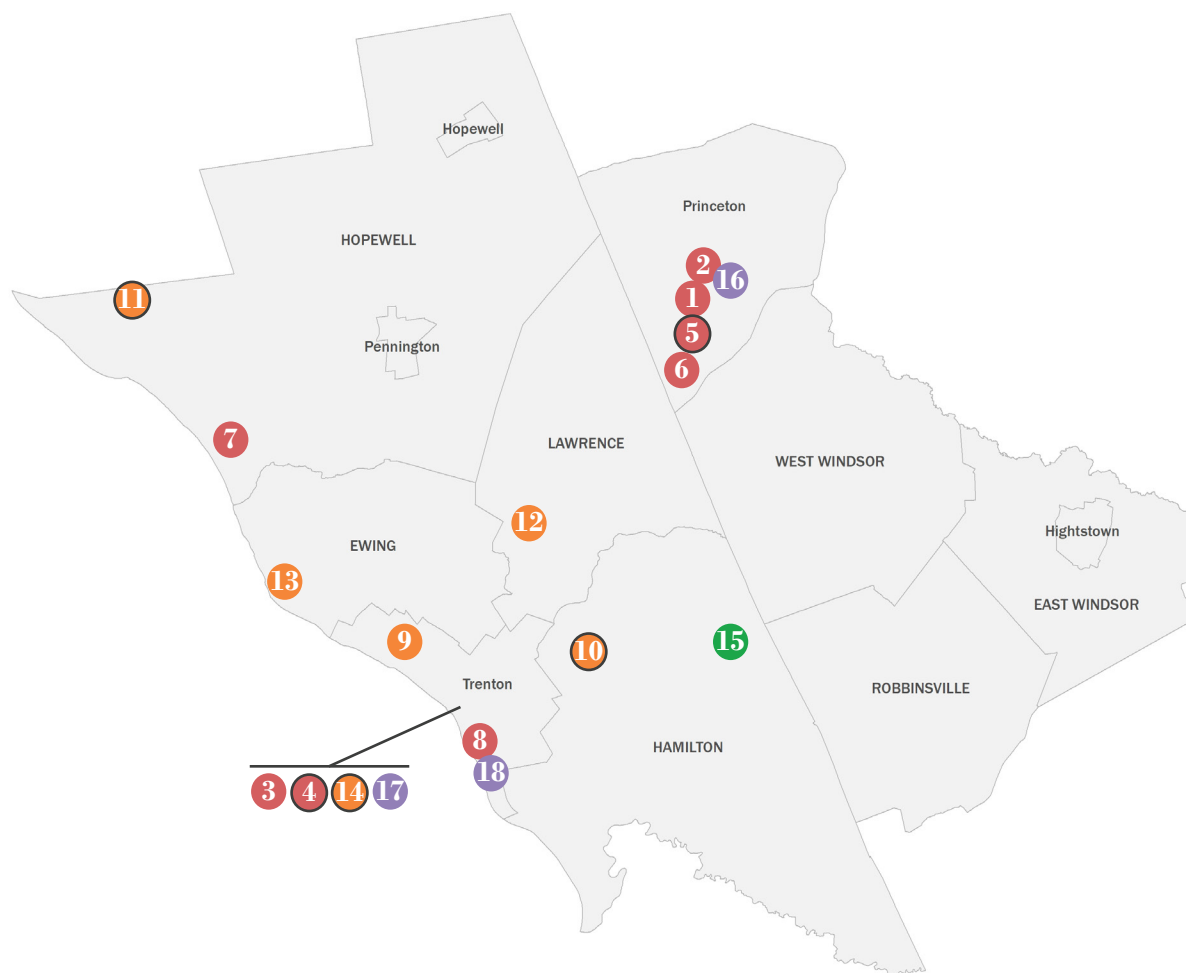
HISTORIC SITES / LANDMARKS

1. Drumthwacket Governor's Residence
2. Morven Museum & Garden
3. New Jersey State House
4. Old Barracks Museum
5. Princeton Battlefield State Park
6. Updike Farmstead
7. Washington Crossing State Park
8. William Trent House

MUSEUMS / EDUCATIONAL FACILITIES

9. Ellarslie Trenton City Museum
10. Grounds for Sculpture
11. Howell Living History Farm
12. National Guard Militia Museum of NJ
13. New Jersey State Police Museum
14. The New Jersey State Museum

OUTDOOR / NATURAL SITES
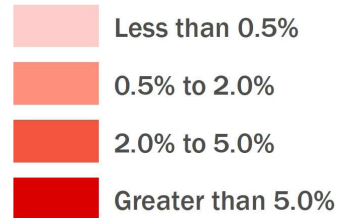
15. Sayen House & Gardens

ENTERTAINMENT

16. McCarter Theatre
17. Patriots Theater
18. Trenton Thunder Ballpark

Destination: Delaware Valley - *Regional Visit Shed Analysis*
OLD BARRACKS MUSEUM
Trenton, Mercer County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Ewing Township	18.8%
Philadelphia	17.6%
Trenton	13.6%
Hamilton Township	9.4%
Tavistock Borough	8.3%

BUCKS

MERCER

MONTGOMERY

OLD BARRACKS

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
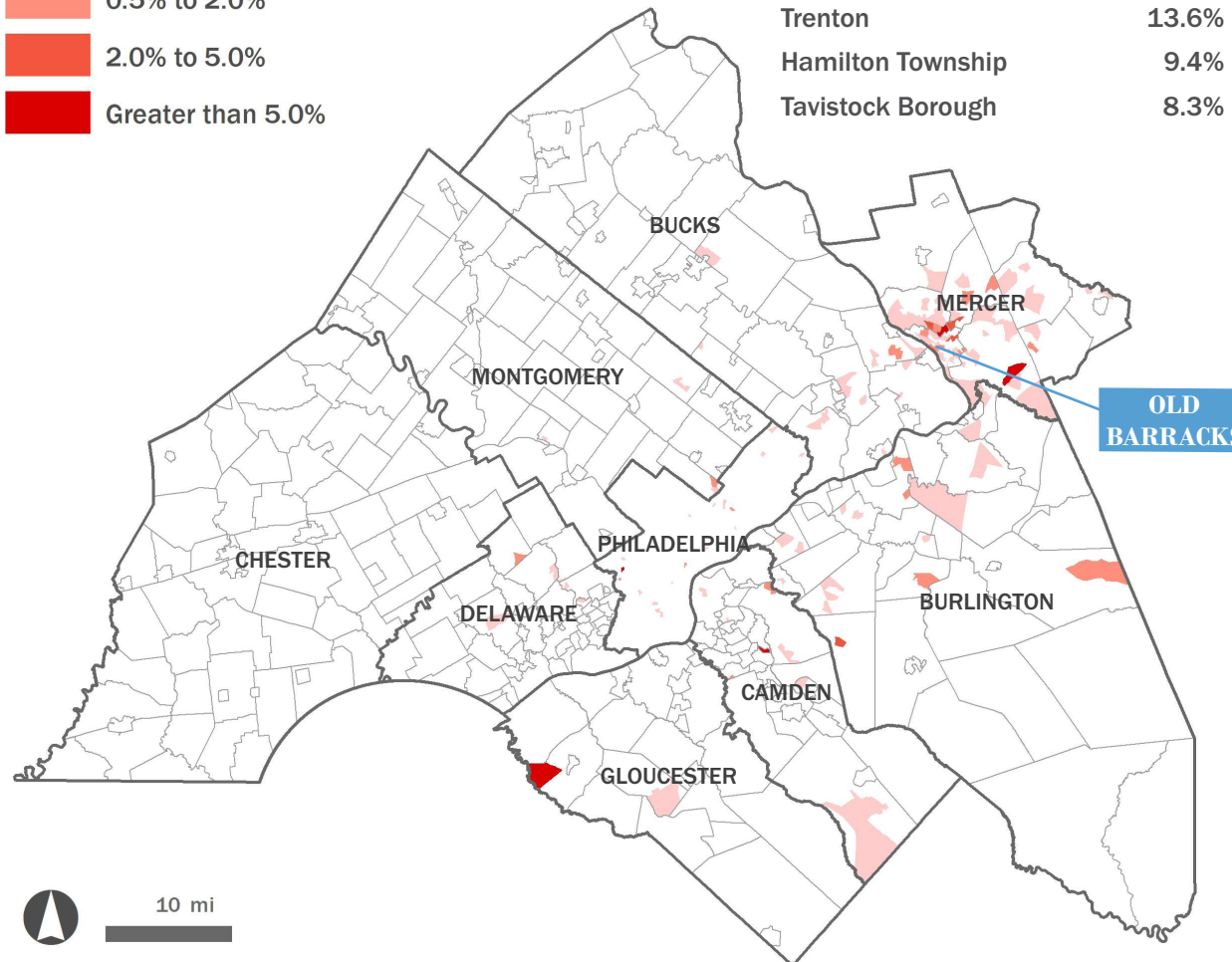
10 mi

IN-REGION VISITS COUNTED (2023): 987
SOURCE: BUXTON

DESTINATION TYPE

- ☑ **HISTORIC SITE**
- ☑ **MUSEUM /EDU.**
- ☐ **OUTDOOR /NATURE**
- ☐ **ENTERTAIN-MENT**

TRANSPORTATION CONTEXT

Nearest Rail Station: 0.8 mi
Trenton Transit Center

Nearest Bus Stop: 0.1 mi
NJT Route 601/606/608/609/611/619

Walk Score: 87
Very Walkable

Bike Score: 62
Bikeable

Nearest Circuit Trail: 0.1 mi
Delaware River Heritage Trail

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

6% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
PRINCETON BATTLEFIELD
Princeton, Mercer County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Princeton	61.7%
Philadelphia	7.0%
Hamilton Township	6.1%
Lawrence Township	4.7%
West Windsor Township	3.5%

BUCKS
MERCER
MONTGOMERY
PRINCETON BATTLEFIELD
PHILADELPHIA
CHESTER
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
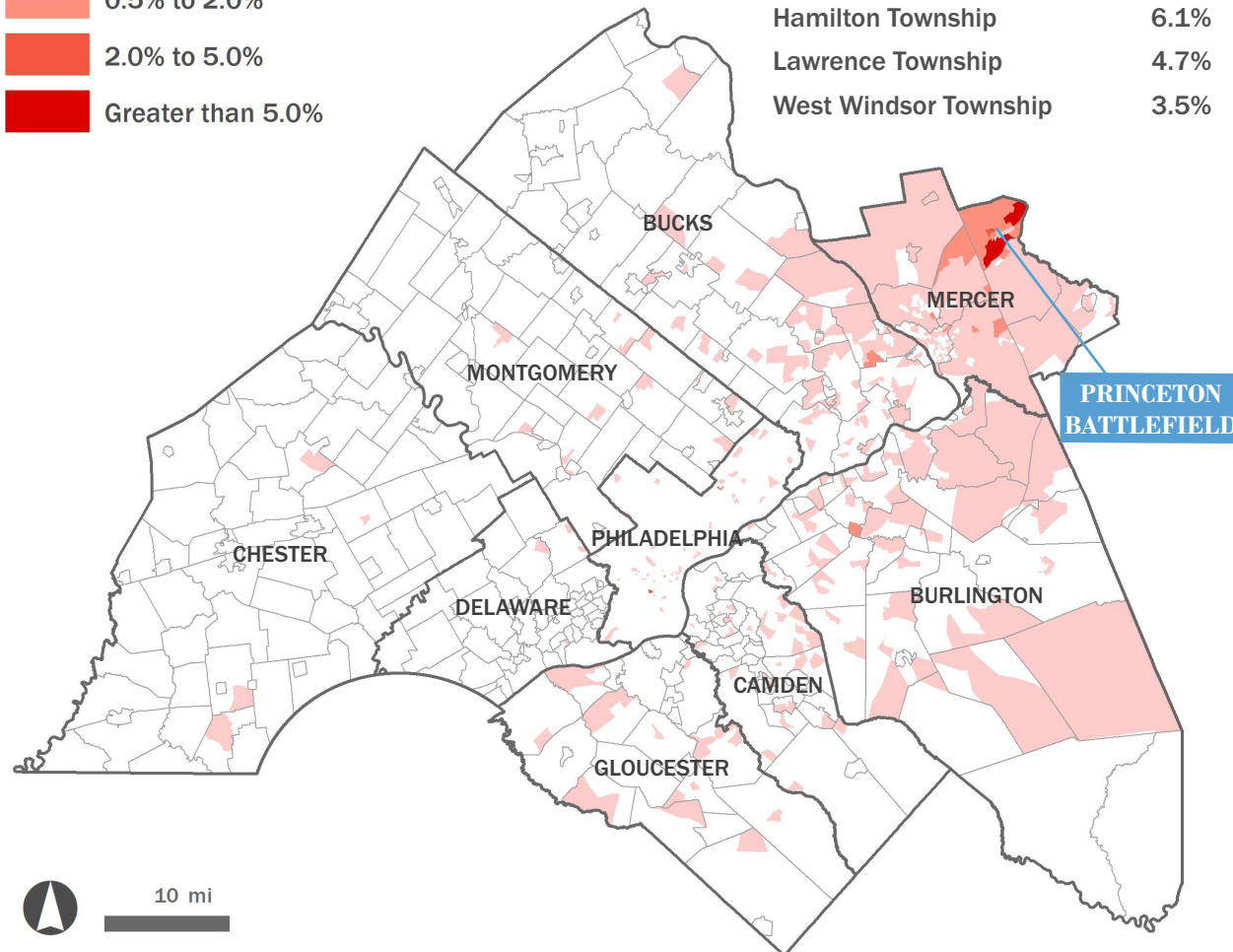
10 mi

IN-REGION VISITS COUNTED (2023): 6,400
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☑ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 1.6 mi
Princeton

Nearest Bus Stop: 0.7 mi
NJT Route 606

Walk Score: 13
Car-Dependent

Bike Score: 53
Bikeable

Nearest Circuit Trail: 1.9 mi
Lawrence-Hopewell Trail

TRAVEL BEHAVIOR

30% of weekend trips ending in this tract were by transit, walking, or biking

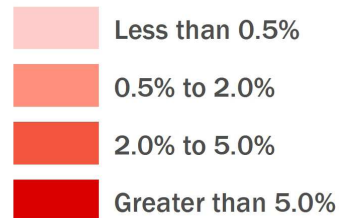8.5% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
GROUNDS FOR SCULPTURE
Hamilton Township, Mercer County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Hamilton Township	34.8%
Trenton	9.4%
Ewing Township	6.0%
Robbinsville Township	5.3%
Philadelphia	4.6%

BUCKS
MONTGOMERY
MERCER
GROUNDS FOR SCULPTURE
CHESTER
PHILADELPHIA
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
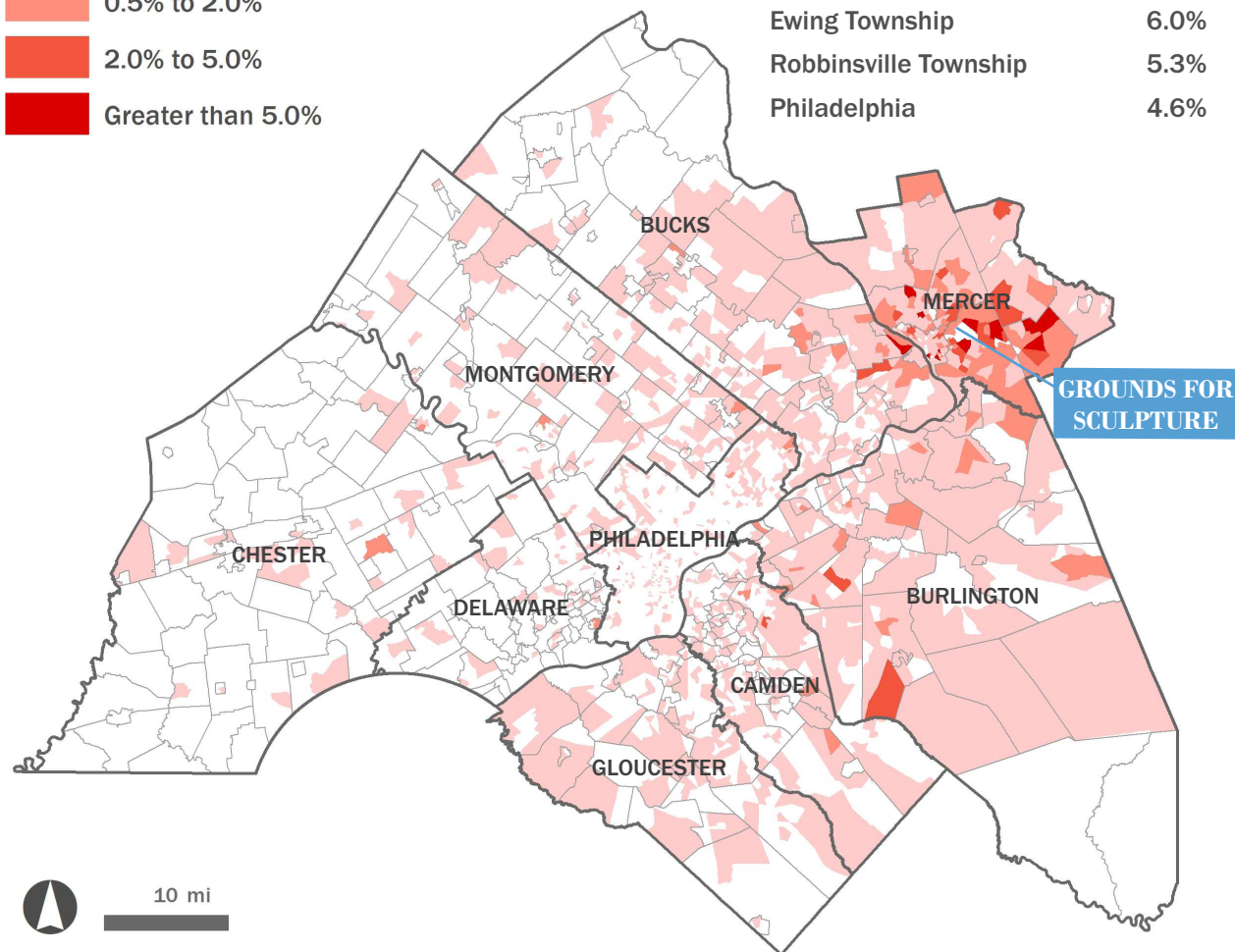
10 mi

IN-REGION VISITS COUNTED (2023): 14,349
SOURCE: BUXTON

DESTINATION TYPE

- [ ] HISTORIC SITE
- [x] MUSEUM /EDU.
- [x] OUTDOOR /NATURE
- [ ] ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 1.9 mi
Hamilton

Nearest Bus Stop: 0.2 mi
NJT Route 608

Walk Score: 52
Somewhat Walkable

Bike Score: 41
Somewhat Bikeable

Nearest Circuit Trail: 1.8 mi
D&R Canal Trail

TRAVEL BEHAVIOR

10% of weekend trips ending in this tract were by transit, walking, or biking

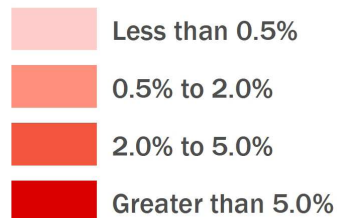4% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

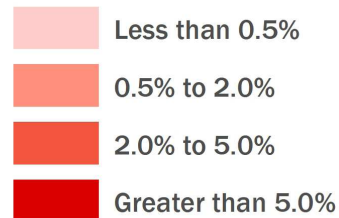*For more info, visit dvrpc.org/economic/tourism*

Destination: Delaware Valley - *Regional Visit Shed Analysis*
HOWELL LIVING HISTORY FARM
Hopewell Township, Mercer County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Hopewell Township	37.7%
Lawrence Township	10.0%
Hamilton Township	6.7%
Ewing Township	5.8%
Trenton	3.3%

HOWELL FARM

BUCKS

MONTGOMERY

MERCER

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
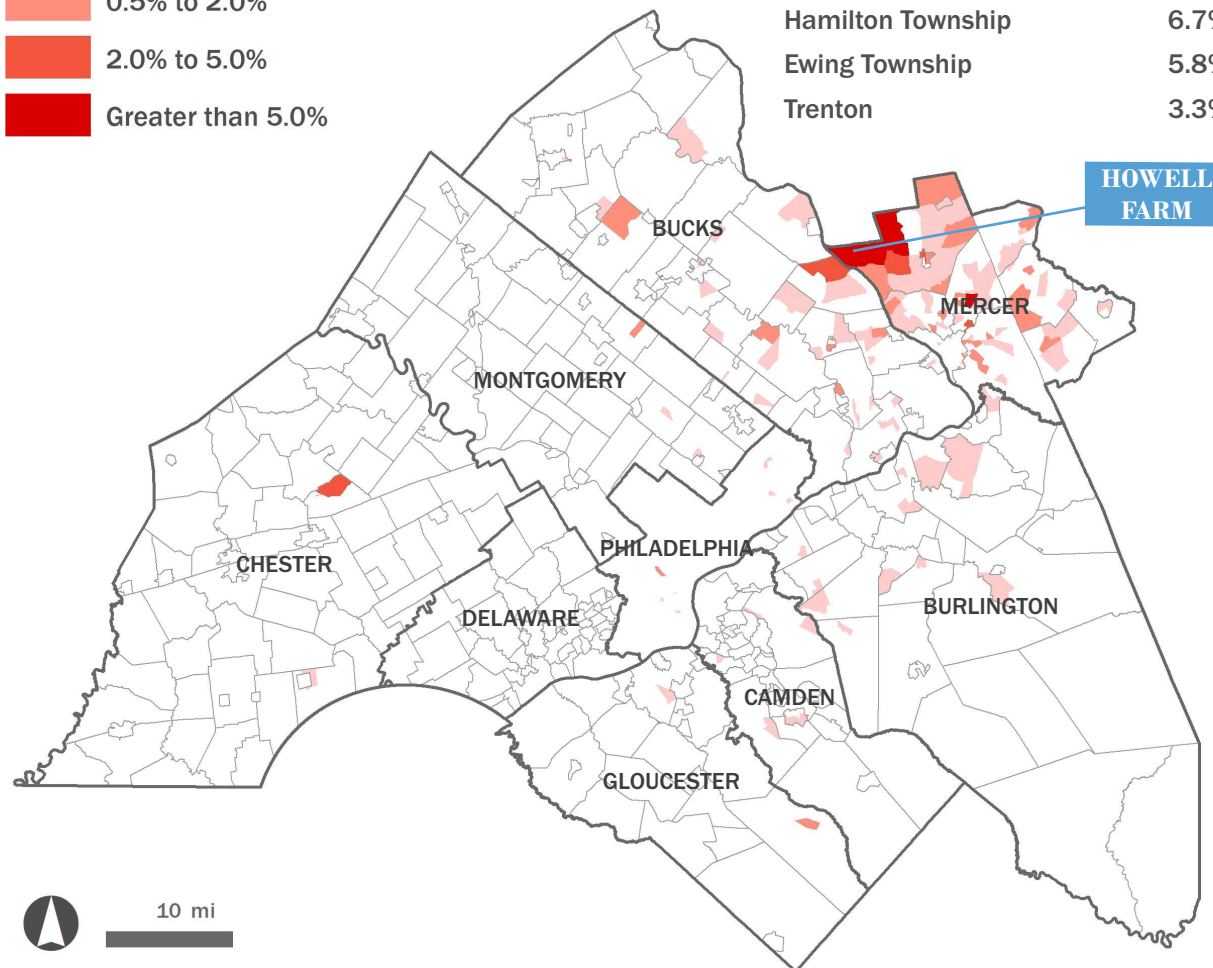
10 mi

IN-REGION VISITS COUNTED (2023): 480
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE** ☑ **MUSEUM /EDU.** ☑ **OUTDOOR /NATURE** ☐ **ENTERTAINMENT**

TRANSPORTATION CONTEXT

🚆 **Nearest Rail Station: 9.7 mi**
West Trenton

🚌 **Nearest Bus Stop: 6.6 mi**
NJT Route 624

🚶 **Walk Score: 0**
Car-Dependent

🚲 **Bike Score: 23**
Somewhat Bikeable

🪧 **Nearest Circuit Trail: 2.4 mi**
D&R Canal Towpath North

TRAVEL BEHAVIOR

7% of weekend trips ending in this tract were by transit, walking, or biking

1% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

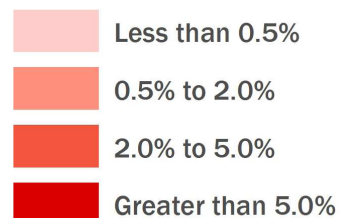*For more info, visit dvrpc.org/economic/tourism*

Destination: Delaware Valley - *Regional Visit Shed Analysis*
THE NEW JERSEY STATE MUSEUM
Trenton, Mercer County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Trenton	55.8%
Mount Holly Township	7.5%
Hamilton Township	6.8%
Lower Makefield Township	5.8%
Bensalem Township	4.1%

BUCKS

MONTGOMERY

MERCER

NJ STATE MUSEUM

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
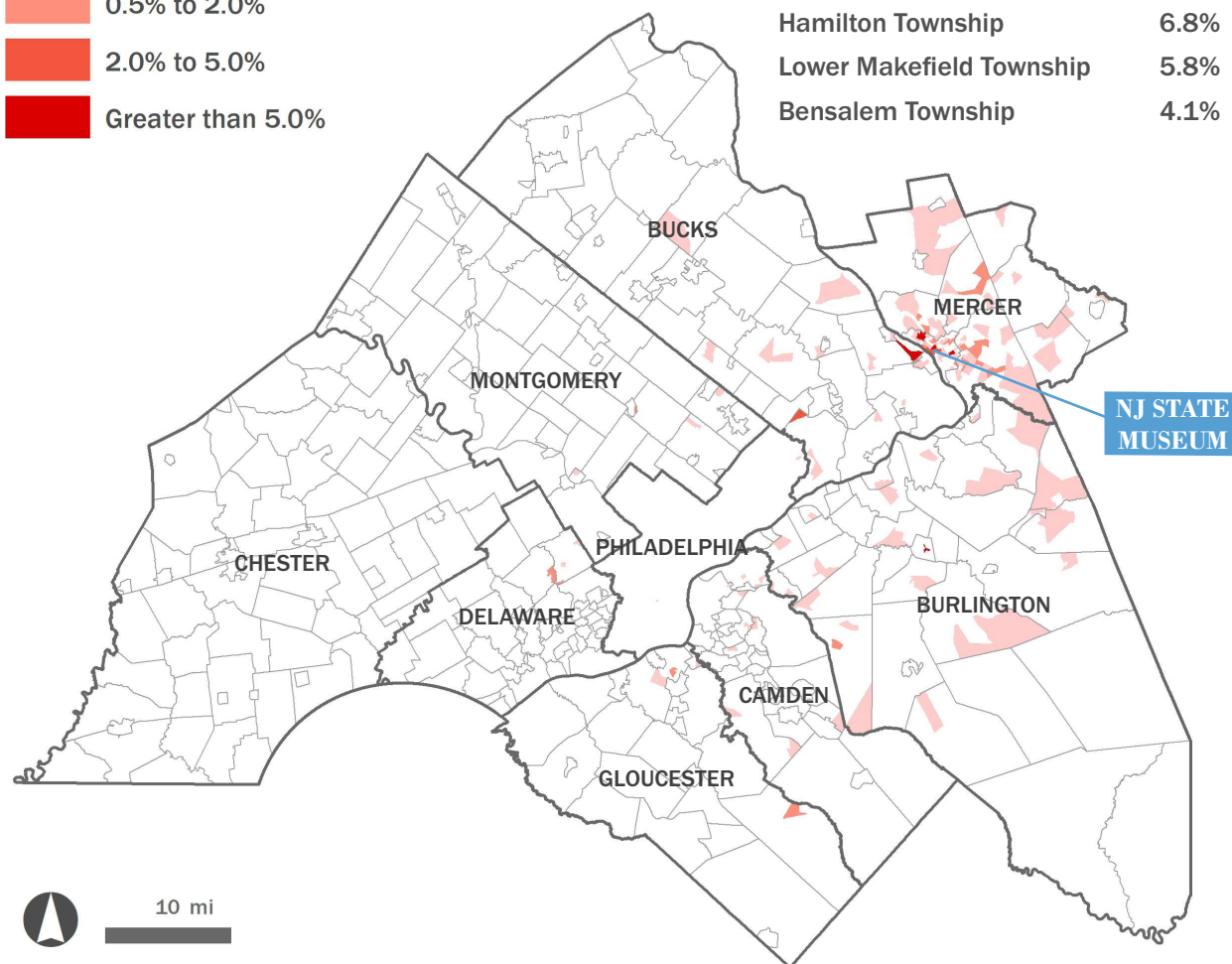
10 mi

IN-REGION VISITS COUNTED (2023): 790
SOURCE: BUXTON

DESTINATION TYPE

HISTORIC SITE	MUSEUM /EDU. ✓	OUTDOOR /NATURE	ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 1.2 mi
Trenton Transit Center

Nearest Bus Stop: 0 mi
NJT Route 418/601/606/608/609/619

Walk Score: 76
Very Walkable

Bike Score: 56
Bikeable

Nearest Circuit Trail: 0.3 mi
D&R Canal Trail

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

6% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Montgomery County, Pennsylvania

August 2024

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

Buxton is a software service that gathers location and demographic data from mobile phone users, and provides analytic tools to evaluate consumer behaviors and preferences. The Scout platform can trace visits made to any location back to the home block group of the visitor. The project team used the anonymized outputs for each of its selected tourist sites to create an in-region "visit shed" by mapping the count of visits from each block group within the nine DVRPC counties.

The resulting analysis provides fresh context for tourism and transportation planning at the local, county, and regional scale. Transportation officials can use the data to understand where visitors are traveling from today and identify opportunities to enhance transit and multi-modal access in the future. Local visitation trends might also reveal new submarkets in which tourism site operators or economic development planners could target future advertising campaigns. Alternatively, they may highlight known areas where existing marketing investments could be deepened. Organizers of the region's semiquincentennial celebration might notice overlooked assets that could deserve an elevated profile due to their ease of access by alternative travel modes.

The individual site analyses are compiled together by county and each receive a one-page profile highlighting their visit shed, transportation context, and other key data and information. Additional tourist destinations within each county are highlighted on their respective maps. Other sources consulted for these profiles include Replica and Walk Score.

More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Glencairn Museum (Credit: Dlamb302 via Wikimedia Commons), Bottom: Valley Forge (Credit: Acroterion via Wikimedia Commons)

Destination: Delaware Valley - *Regional Visit Shed Analysis*

SELECTED DESTINATIONS: MONTGOMERY COUNTY, PA

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

This map identifies selected tourist destinations in Montgomery County. 2023 visitation data was gathered for the four destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.

HISTORIC SITES / LANDMARKS

1. Harriton House
2. Pennypacker Mills
3. Peter Wentz Farmstead
4. Pottsgrove Manor
5. Valley Forge National Historical Park

MUSEUMS / EDUCATIONAL FACILITIES

6. Abington Art Center
7. American Treasure Tour Museum
8. Glencairn Museum
9. Harold F. Pitcairn Wings of Freedom Aviation Museum

OUTDOOR / NATURAL SITES

10. Barnes Arboretum
11. Curtis Arboretum
12. Evansburg State Park
13. Fort Washington State Park
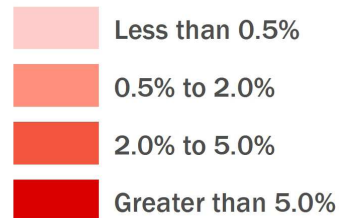14. John James Audubon Center

ENTERTAINMENT

15. Act II Playhouse
16. Elmwood Park Zoo
17. Keswick Theatre
18. King of Prussia Mall
19. Legoland Discovery Center
20. Spring Mountain Adventures
21. Valley Forge Casino Resort

Destination: Delaware Valley - *Regional Visit Shed Analysis*
VALLEY FORGE NATIONAL HISTORICAL PARK
Upper Merion Township, Montgomery County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Municipality	Percentage
Upper Merion Township	20.4%
Philadelphia	13.3%
Tredyffrin Township	6.4%
Upper Providence Township	3.1%
Lower Providence Township	2.8%

VALLEY FORGE

BUCKS
MERCER
MONTGOMERY
CHESTER
PHILADELPHIA
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER

10 mi

IN-REGION VISITS COUNTED (2023): 10,370
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☑ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 4.5 mi
DeKalb Street (Bridgeport)

Nearest Bus Stop: 0 mi
SEPTA Route 139

Walk Score: 4
Car-Dependent

Bike Score: 39
Somewhat Bikeable

Nearest Circuit Trail: 0 mi
Valley Forge Trails

TRAVEL BEHAVIOR

6% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households

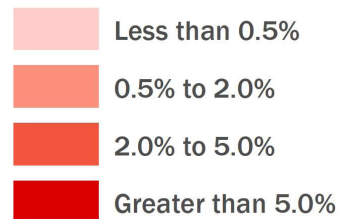*SOURCE: REPLICA*

For more info, visit dvrpc.org/economic/tourism

GLENCAIRN MUSEUM

Bryn Athyn, Montgomery County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Bryn Athyn	43.9%
Philadelphia	17.2%
Northampton Township	9.5%
Upper Moreland Township	9.1%
Lower Moreland Township	3.2%

BUCKS

MERCER

MONTGOMERY

GLENCAIRN

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
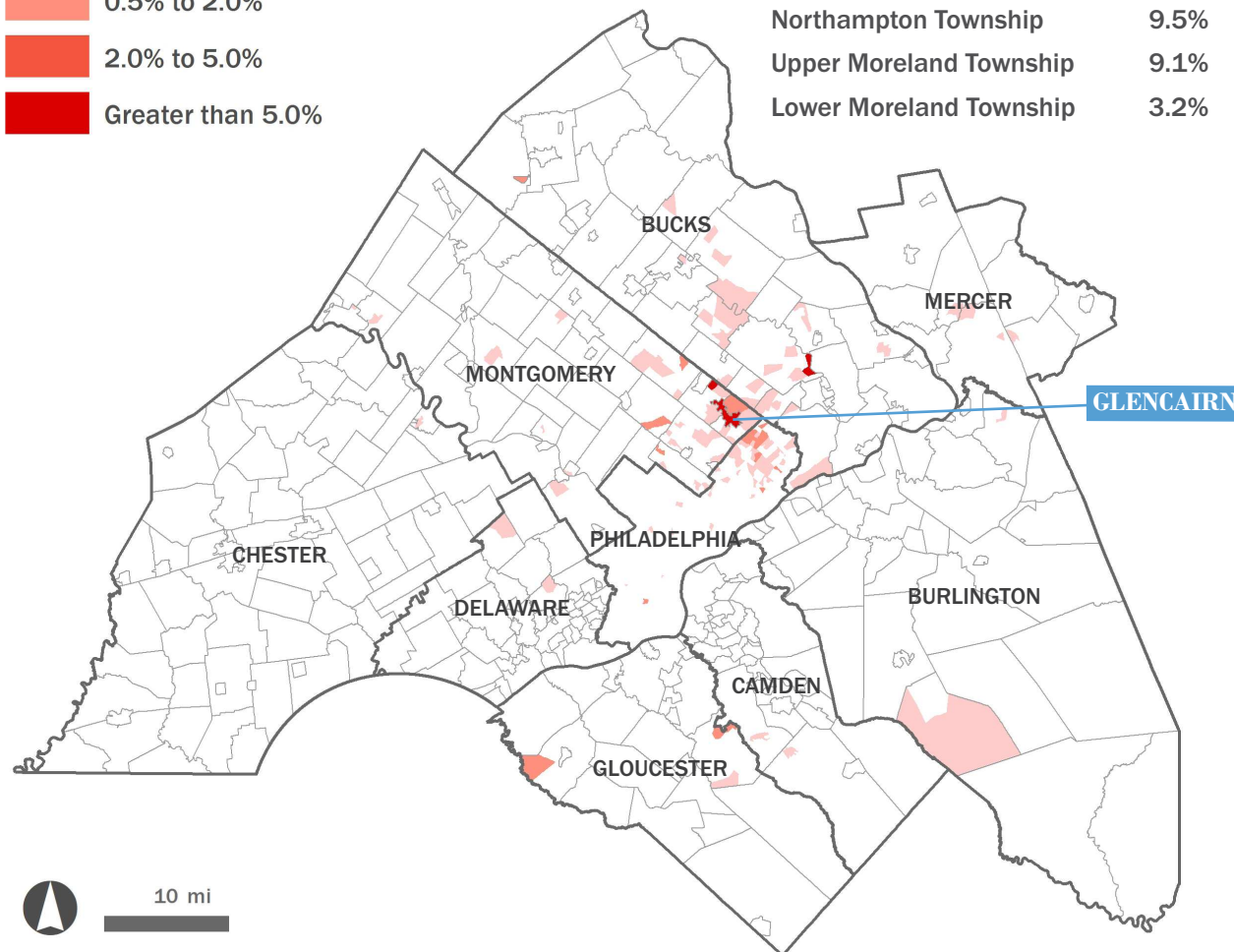
10 mi

IN-REGION VISITS COUNTED (2023): 494
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☐ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT
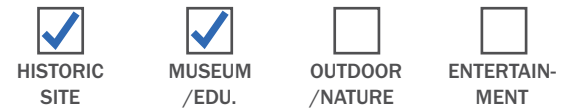
TRANSPORTATION CONTEXT

Nearest Rail Station: 1.7 mi
Bethayres

Nearest Bus Stop: 0 mi
SEPTA Route 24

Walk Score: 27
Car-Dependent

Bike Score: 20
Somewhat Bikeable

Nearest Circuit Trail: 0.8 mi
Pennypack Trail

TRAVEL BEHAVIOR

11% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households
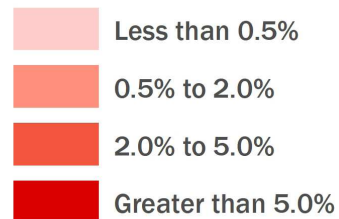
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Lower Providence Township	22.7%
Swarthmore Borough	14.0%
Limerick Township	8.2%
Philadelphia	6.3%
Darby Township	6.3%
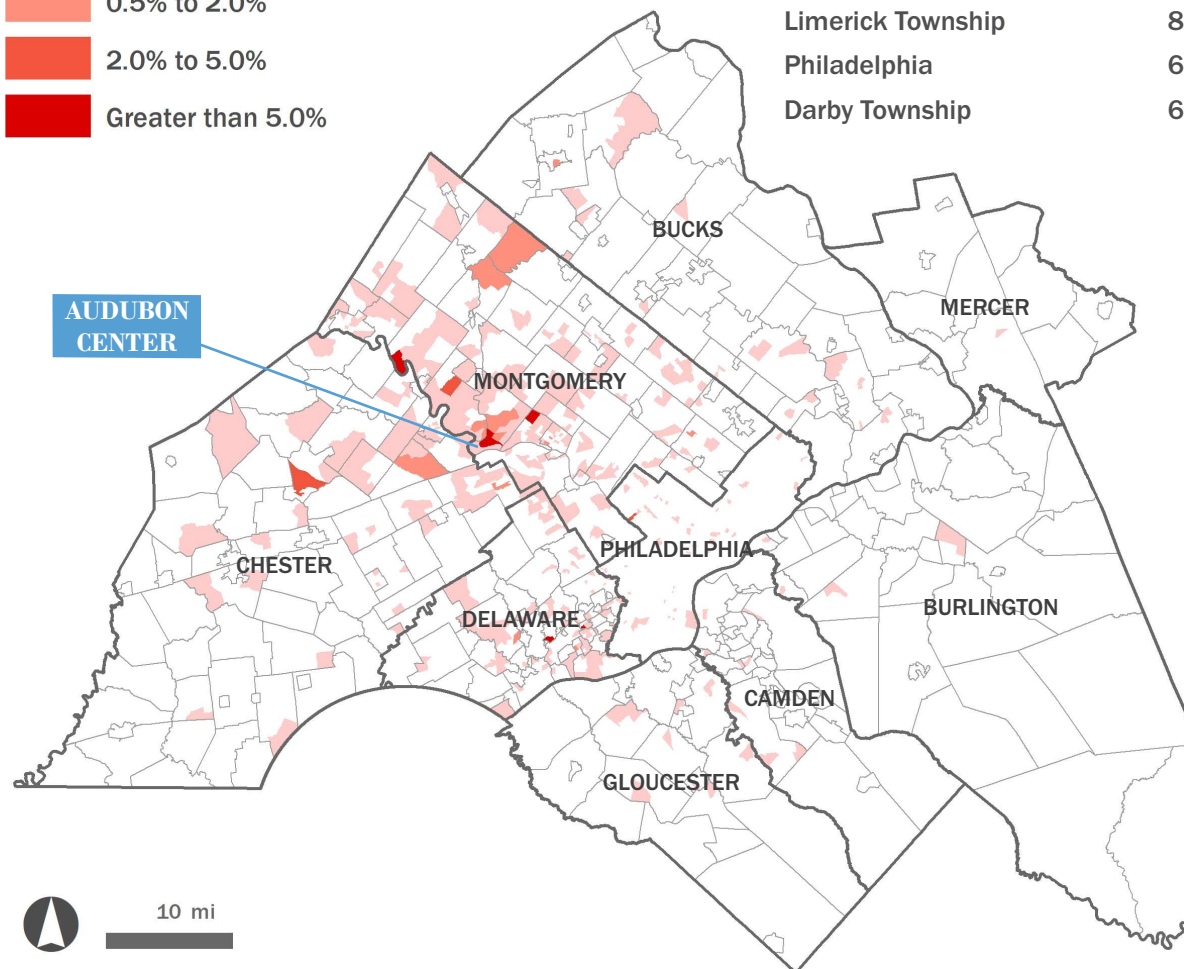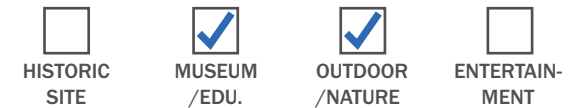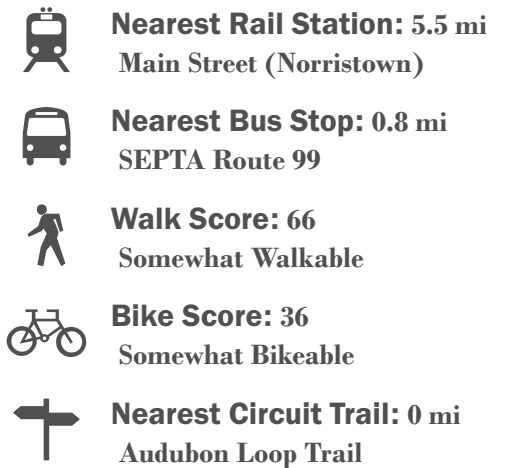
AUDUBON CENTER

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

10 mi

IN-REGION VISITS COUNTED (2023): 2,746
SOURCE: BUXTON

DESTINATION TYPE

HISTORIC SITE	☑ MUSEUM /EDU.	☑ OUTDOOR /NATURE	ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 5.5 mi
Main Street (Norristown)

Nearest Bus Stop: 0.8 mi
SEPTA Route 99

Walk Score: 66
Somewhat Walkable

Bike Score: 36
Somewhat Bikeable

Nearest Circuit Trail: 0 mi
Audubon Loop Trail

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism
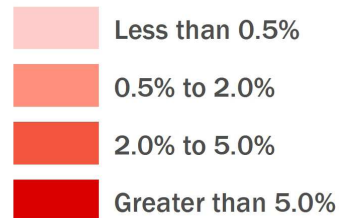
Destination: Delaware Valley - *Regional Visit Shed Analysis*
ELMWOOD PARK ZOO
Norristown, Montgomery County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

Less than 0.5%
0.5% to 2.0%
2.0% to 5.0%
Greater than 5.0%

Top Five Municipalities by Visits

Norristown	13.7%
Philadelphia	10.4%
East Norriton Township	5.7%
West Norriton Township	5.4%
Haverford Township	3.5%

ELMWOOD PARK ZOO

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER
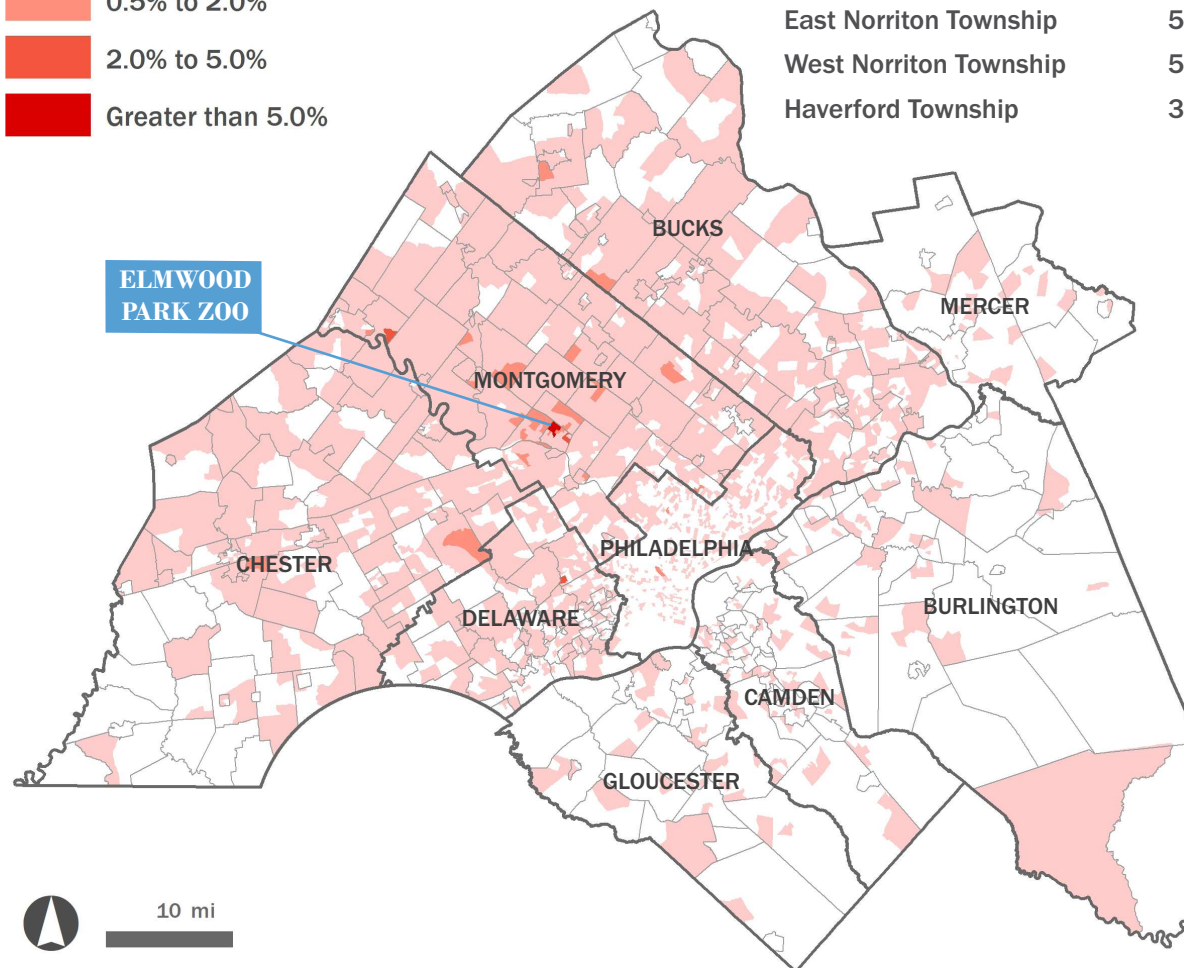
10 mi

IN-REGION VISITS COUNTED (2023): 15,934
SOURCE: BUXTON

DESTINATION TYPE

☐ HISTORIC SITE ☑ MUSEUM /EDU. ☑ OUTDOOR /NATURE ☑ ENTERTAIN-MENT
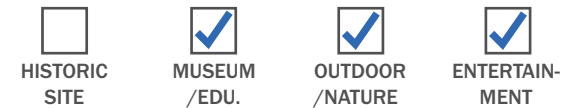
TRANSPORTATION CONTEXT

Nearest Rail Station: 1.2 mi
Elm Street

Nearest Bus Stop: 0.3 mi
SEPTA Route 90

Walk Score: 59
Somewhat Walkable

Bike Score: 44
Somewhat Bikeable

Nearest Circuit Trail: 0.5 mi
Liberty Bell Trail (*planned*)

TRAVEL BEHAVIOR

13% of weekend trips ending in this tract were by transit, walking, or biking

4% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Vision

A Greater Philadelphia region that provides:

- A safe, modern, multimodal **transportation** network for all
- An innovative and connected **economy** with opportunity and shared prosperity
- Integrated, healthy, and walkable **communities**
- A preserved and restored natural **environment** and healthy ecological systems
- Clean, reliable, and affordable **infrastructure and utility services** resilient to the effects of extreme weather

Mission

As the Metropolitan Planning Organization (MPO) for Greater Philadelphia, the Delaware Valley Regional Planning Commission (DVRPC) builds consensus for a shared regional vision; enables data-based, community-centered solutions; and helps put plans into action.

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER