

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.

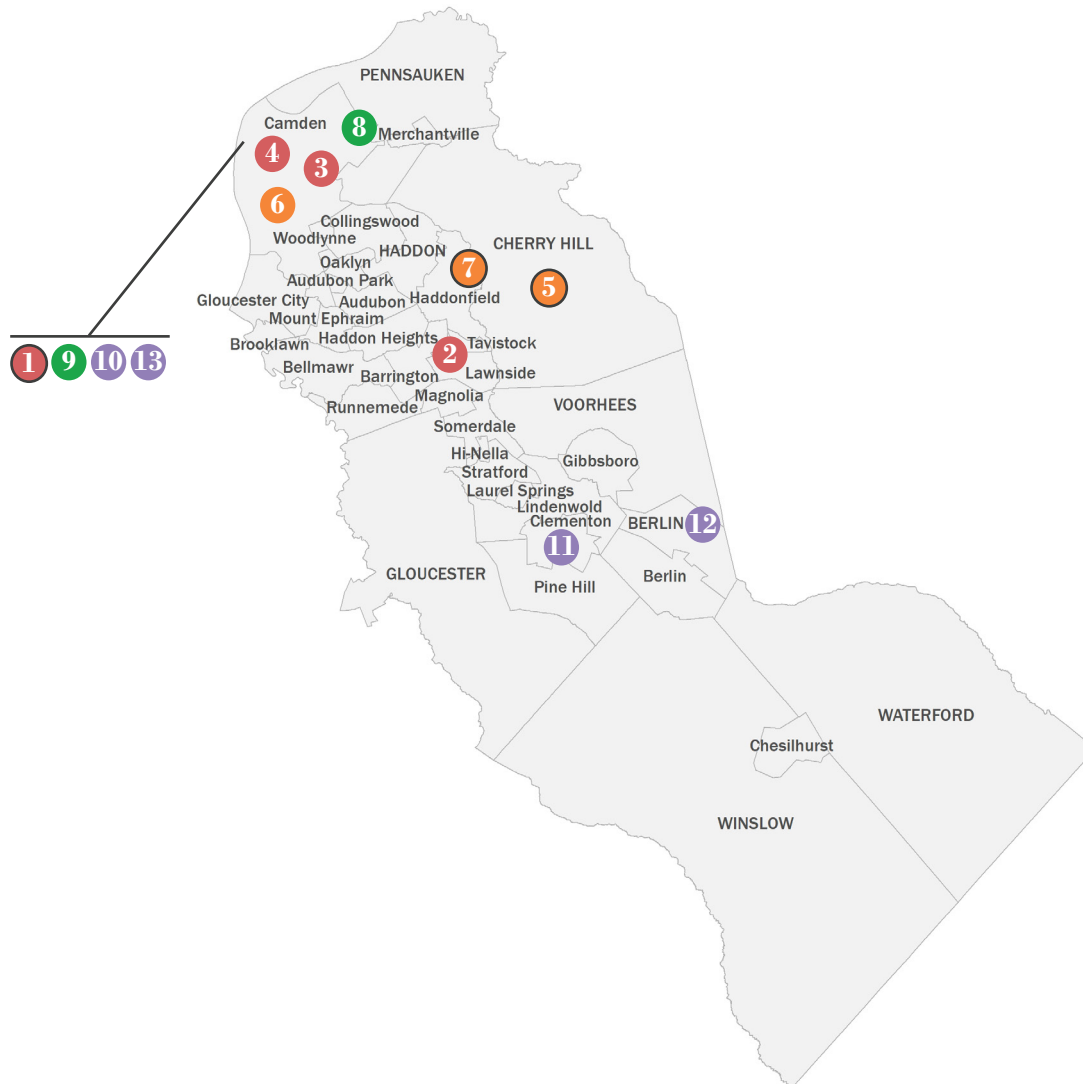
More information can be found at:
<http://www.dvrpc.org/economic/tourism>.



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

SELECTED DESTINATIONS: CAMDEN COUNTY, NJ

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

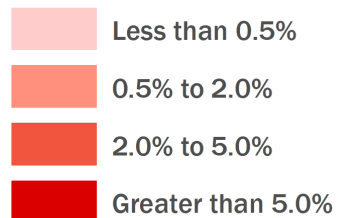
- 10 Adventure Aquarium
- 11 Clementon Park & Splash World
- 12 Diggerland USA
- 13 Freedom Mortgage Pavilion

BATTLESHIP NEW JERSEY

Camden City, Camden County

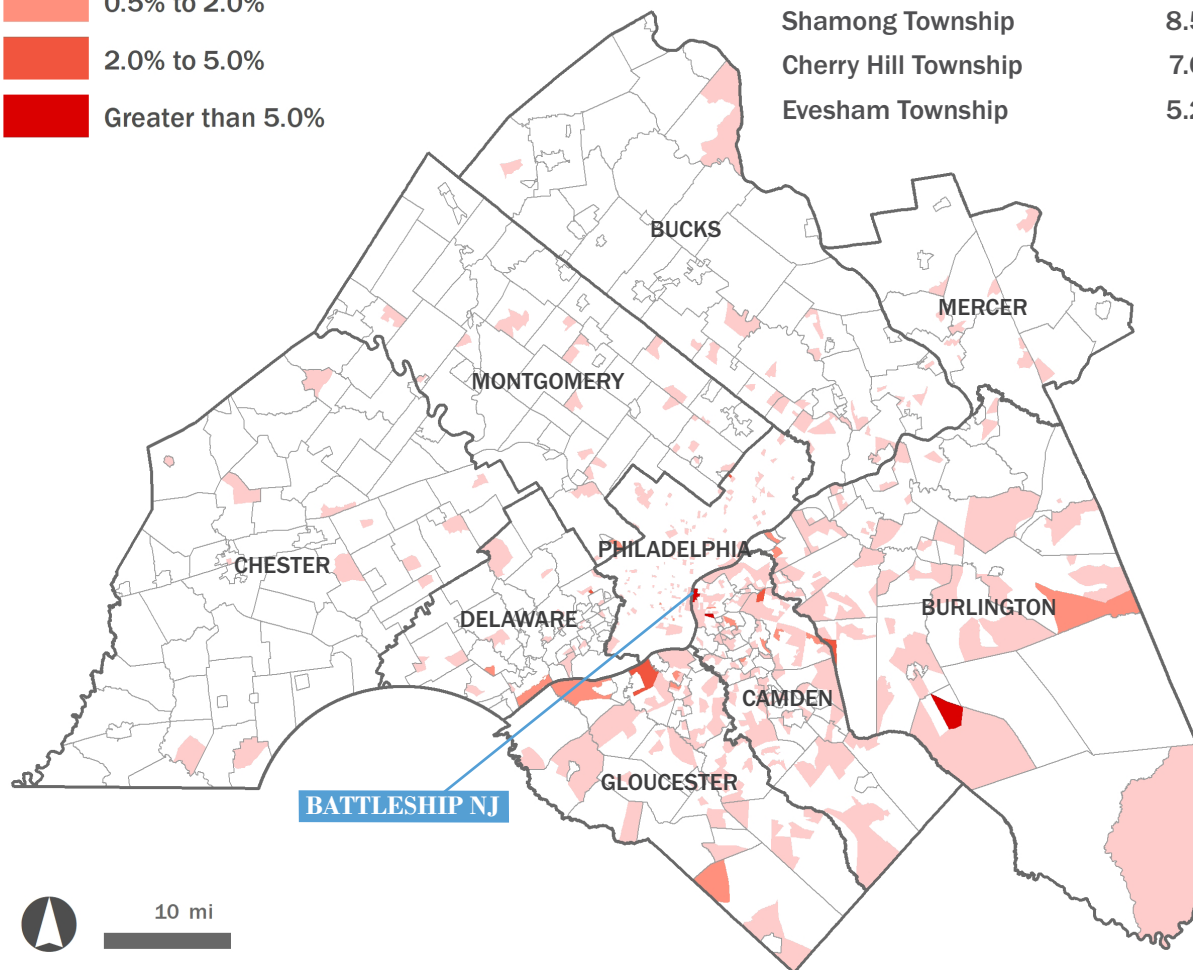
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



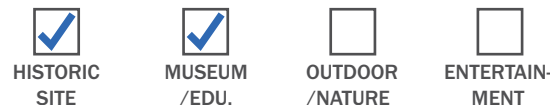
Top Five Municipalities by Visits

Philadelphia	14.7%
Camden City	14.2%
Shamong Township	8.5%
Cherry Hill Township	7.6%
Evesham Township	5.2%



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

DESTINATION TYPE



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

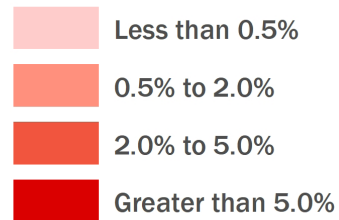
For more info, visit dvrpc.org/economic/tourism

BARCLAY FARMSTEAD MUSEUM

Cherry Hill Township, Camden County

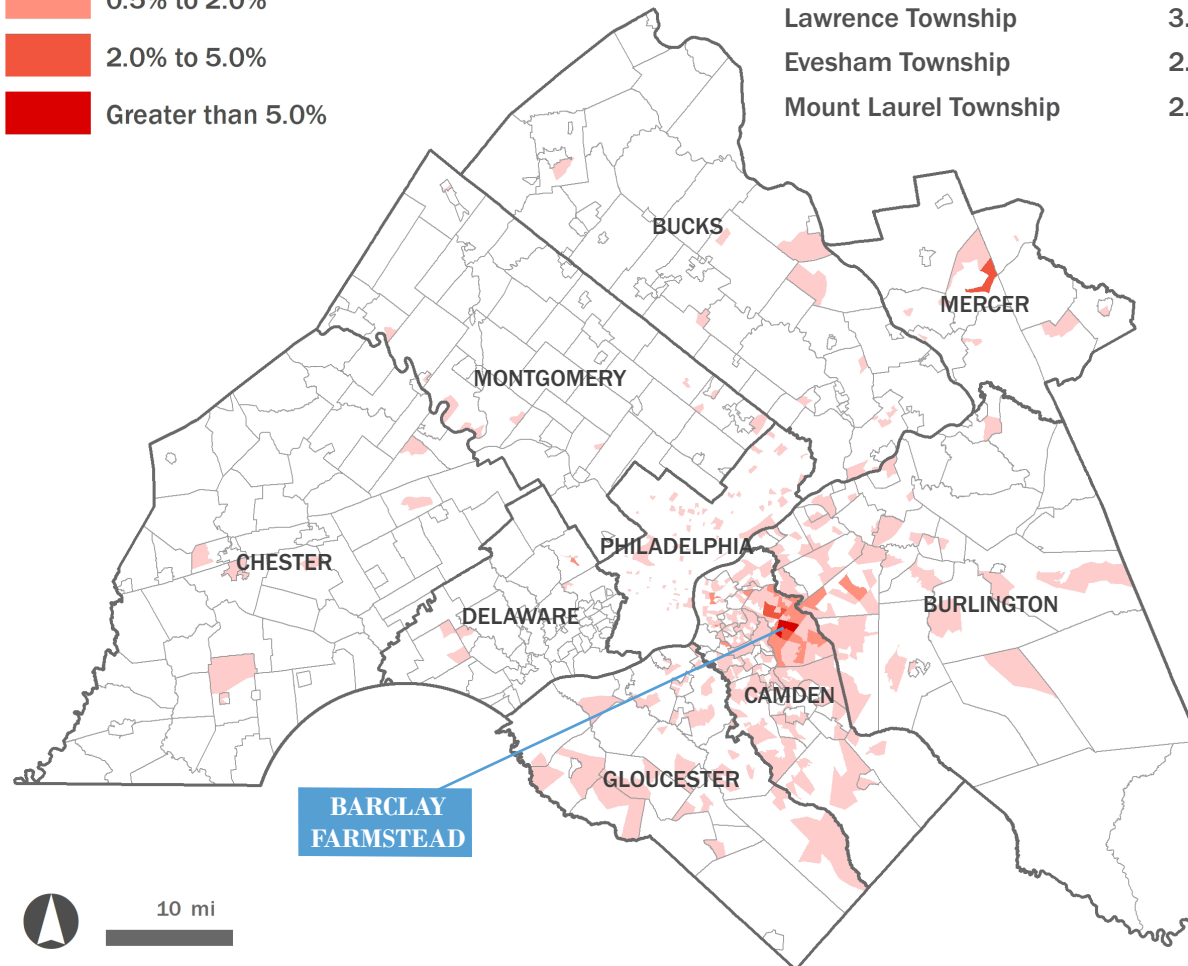
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



Top Five Municipalities by Visits

Cherry Hill Township	64.0%
Philadelphia	3.9%
Lawrence Township	3.1%
Evesham Township	2.4%
Mount Laurel Township	2.4%



10 mi

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

DESTINATION TYPE



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

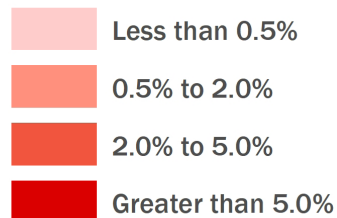
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INDIAN KING TAVERN MUSEUM

Haddonfield Borough, Camden County

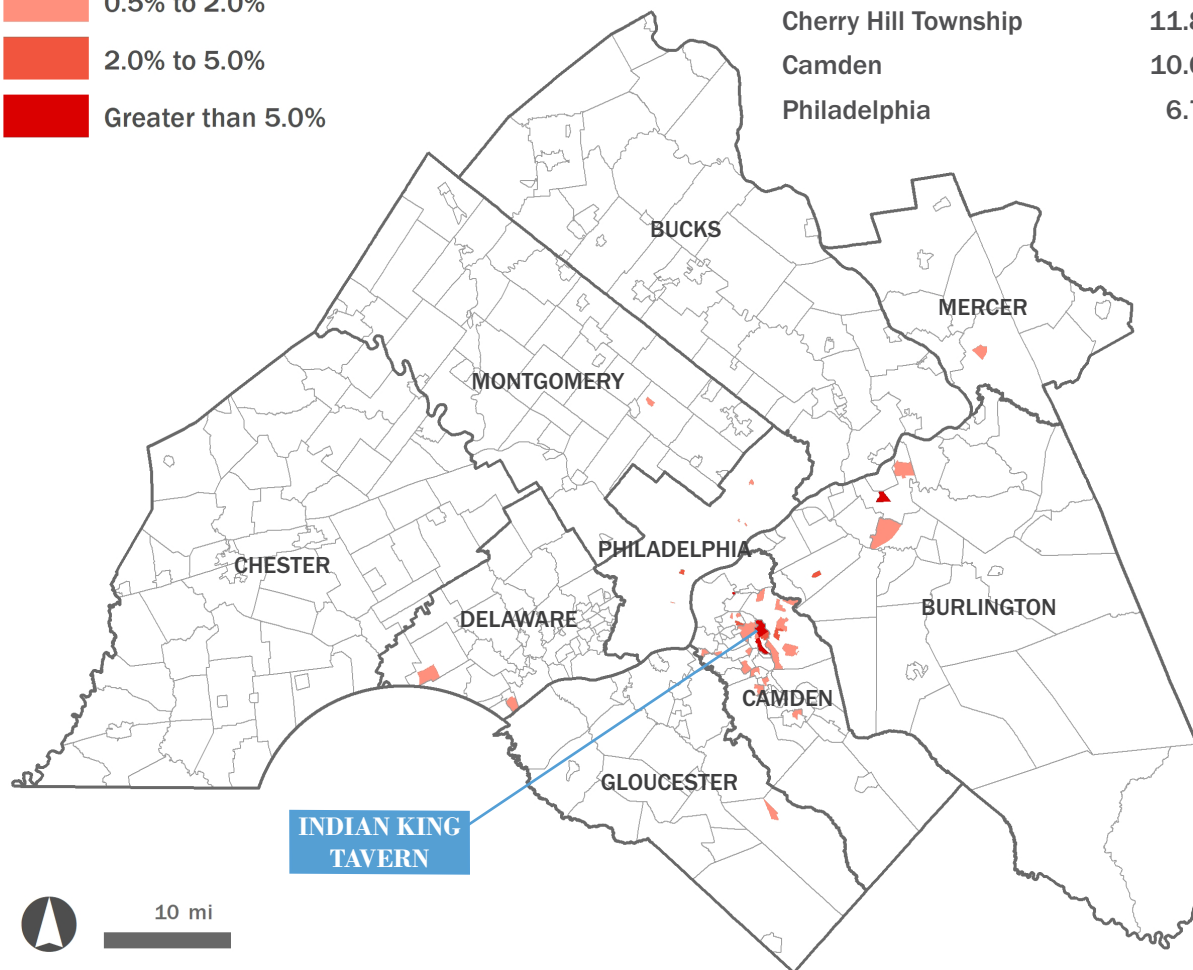
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



Top Five Municipalities by Visits

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



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

DESTINATION TYPE



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