

# Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia



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

# SELECTED DESTINATIONS: GLOUCESTER COUNTY, NJ

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

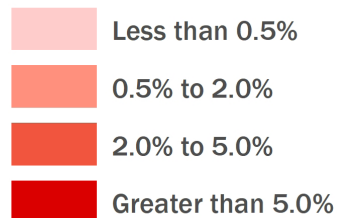
- 5 Bridgeport Speedway
- 6 Broadway Theater of Pitman

# RED BANK BATTLEFIELD & WHITALL HOUSE MUSEUM

National Park Borough, Gloucester County

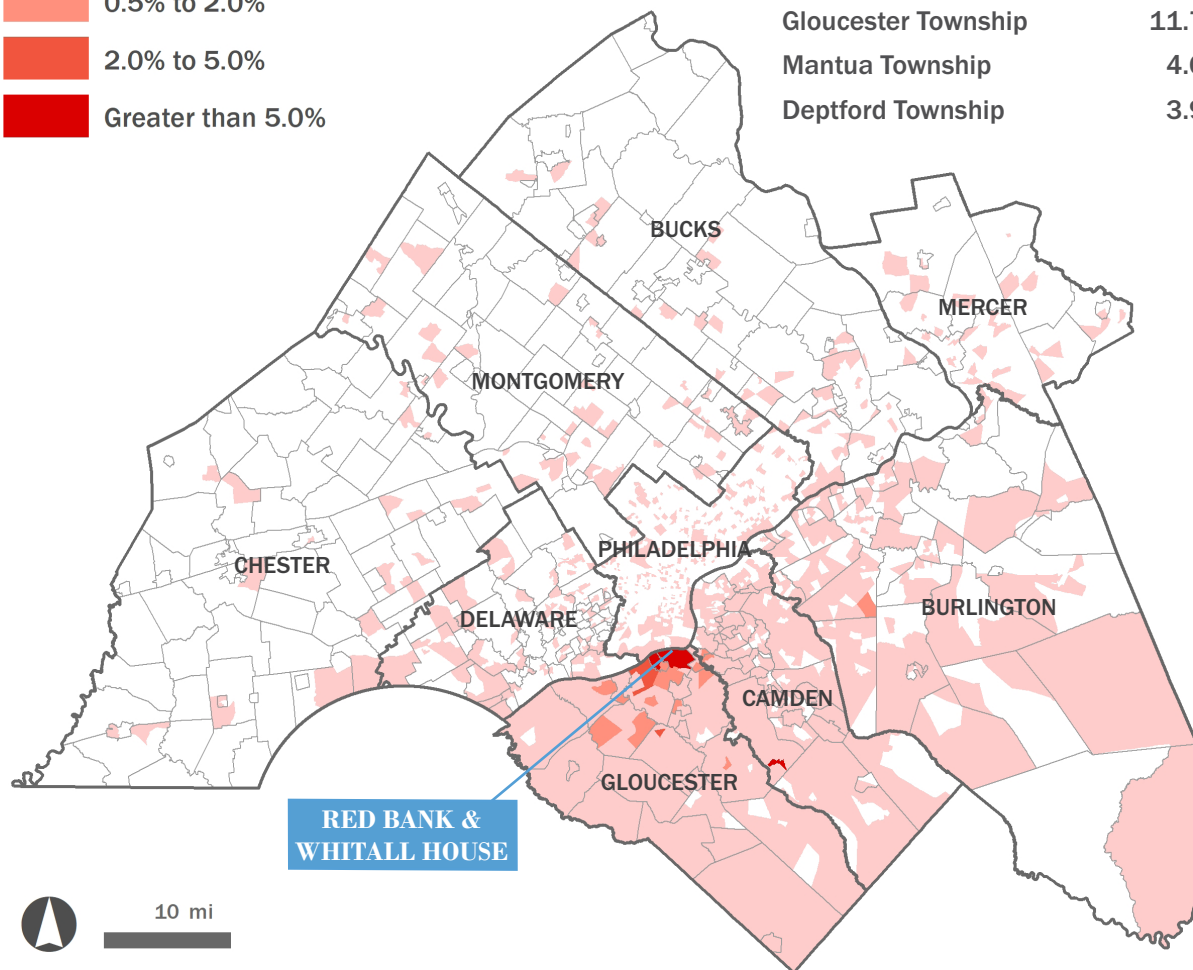
## REGIONAL VISIT SHED

### Share of 2023 Visits by Block Group



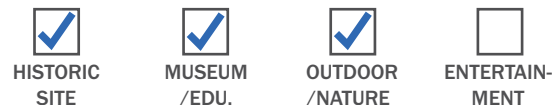
### Top Five Municipalities by Visits

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



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

## DESTINATION TYPE



## 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

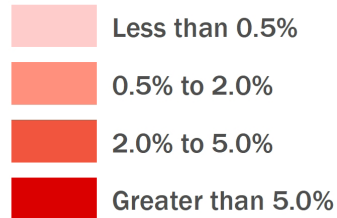
For more info, visit [dvrpc.org/economic/tourism](http://dvrpc.org/economic/tourism)

# HERITAGE GLASS MUSEUM

Glassboro Borough, Gloucester County

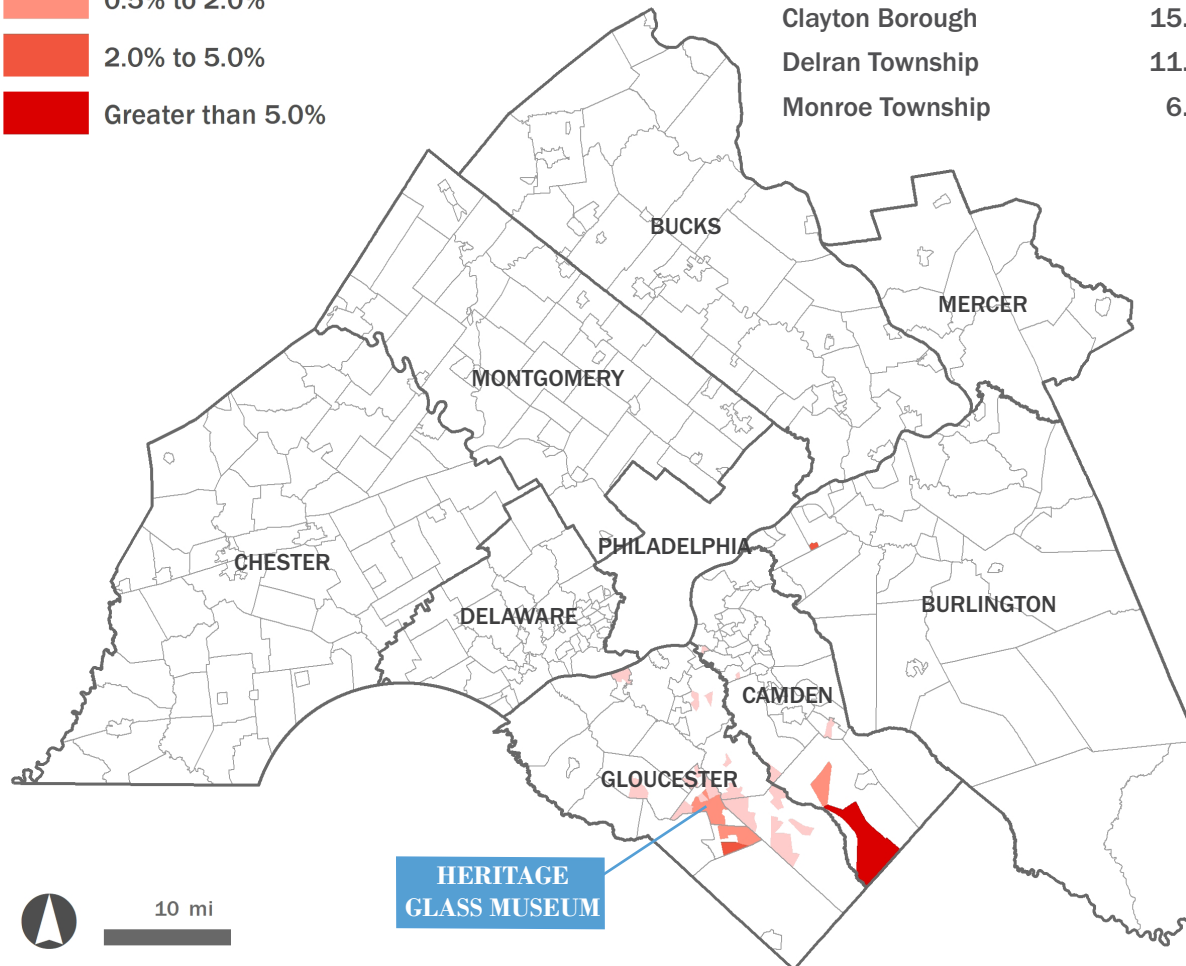
## REGIONAL VISIT SHED

### Share of 2023 Visits by Block Group



### 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



## 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](http://dvrpc.org/economic/tourism)