

Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia



Mercer 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:

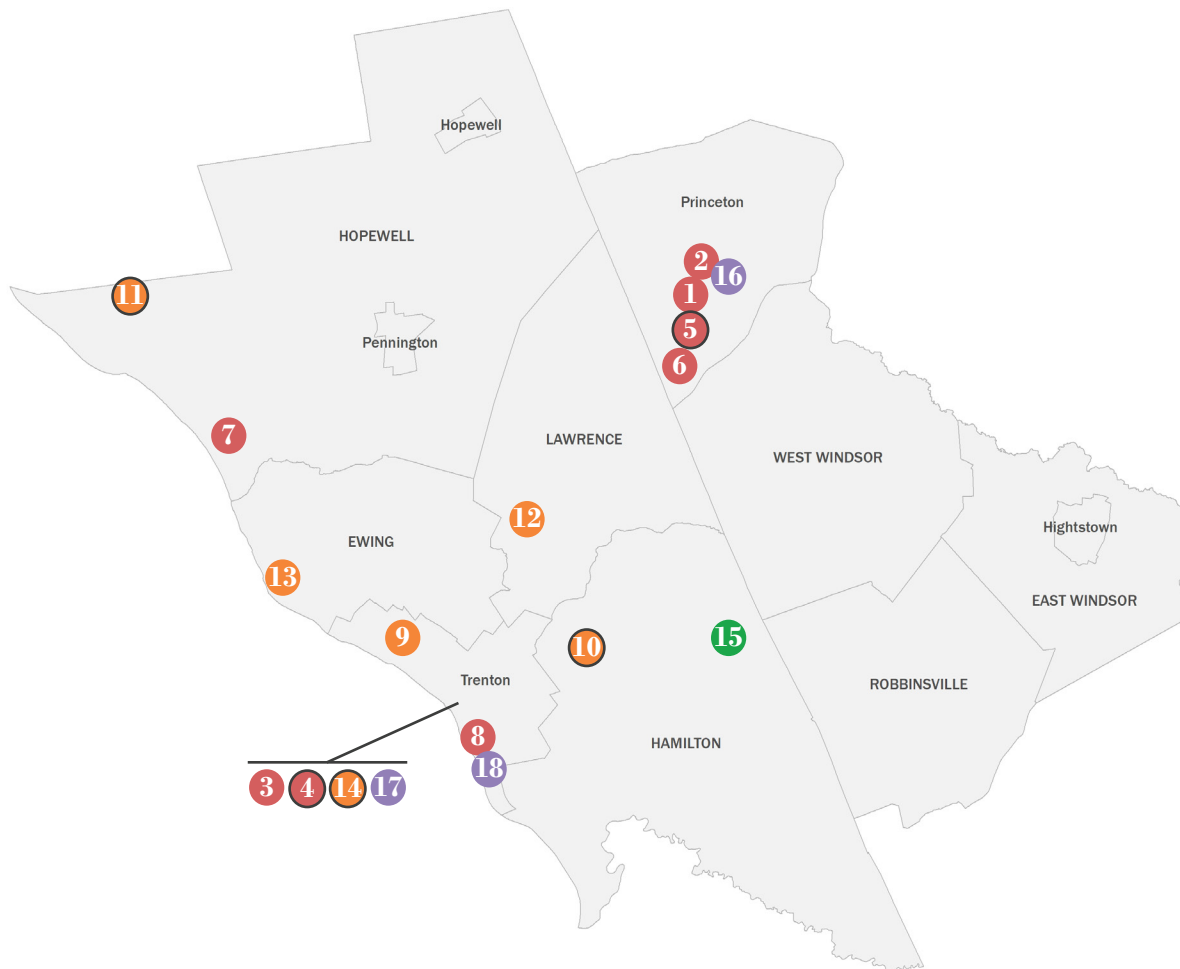
<http://www.dvrpc.org/economic/tourism>.



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

SELECTED DESTINATIONS: MERCER COUNTY, NJ

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

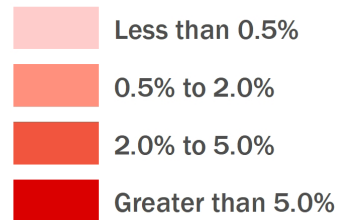
- 16 McCarter Theatre
- 17 Patriots Theater
- 18 Trenton Thunder Ballpark

OLD BARRACKS MUSEUM

Trenton, Mercer County

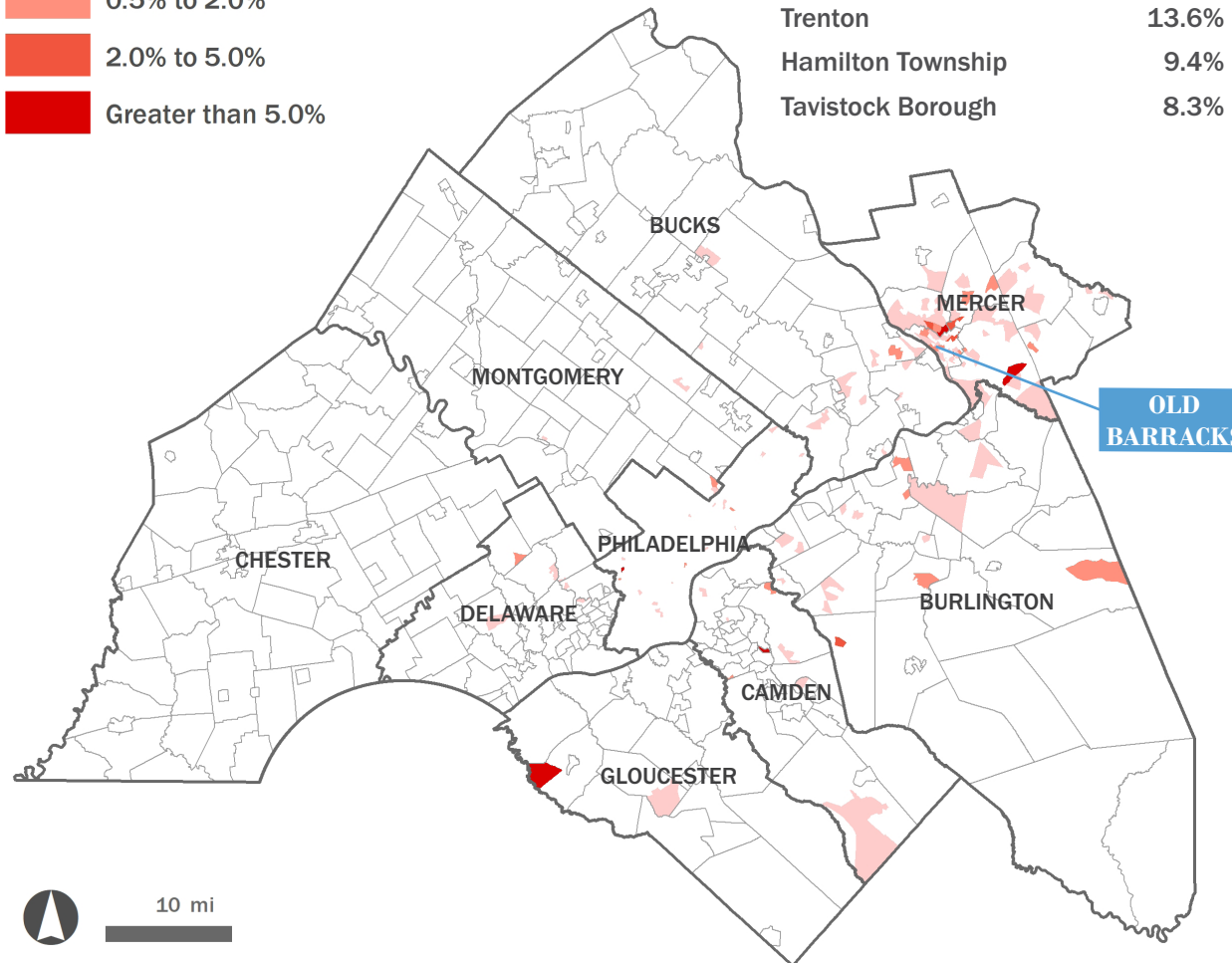
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



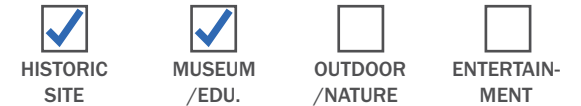
Top Five Municipalities by Visits

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



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

DESTINATION TYPE



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

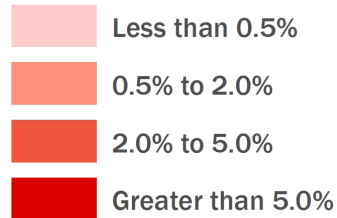
For more info, visit dvrpc.org/economic/tourism

PRINCETON BATTLEFIELD

Princeton, Mercer County

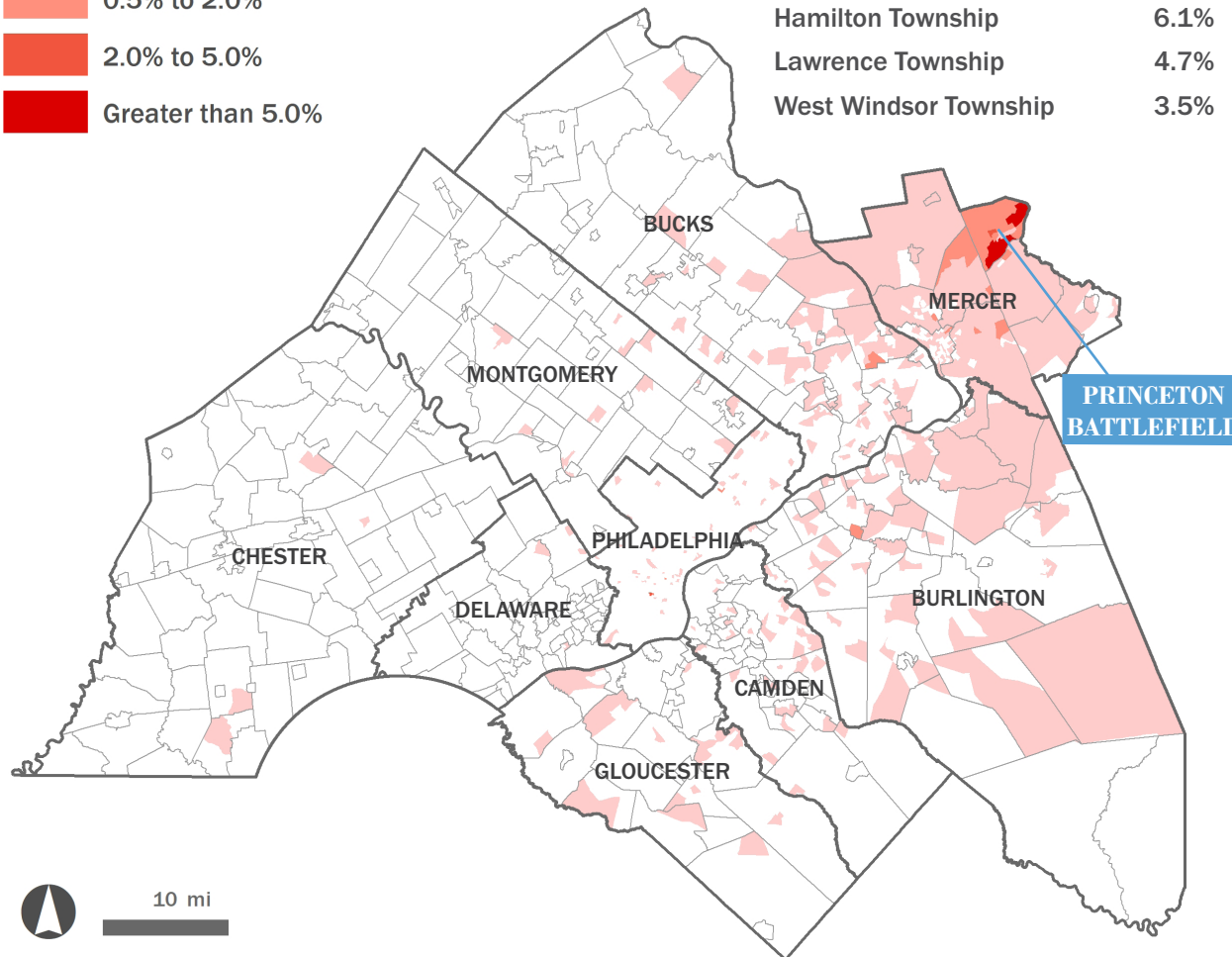
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



Top Five Municipalities by Visits

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



10 mi

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

DESTINATION TYPE



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

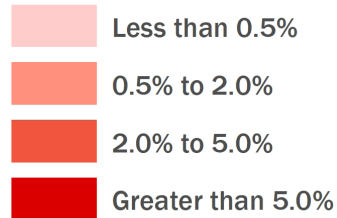
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GROUNDS FOR SCULPTURE

Hamilton Township, Mercer County

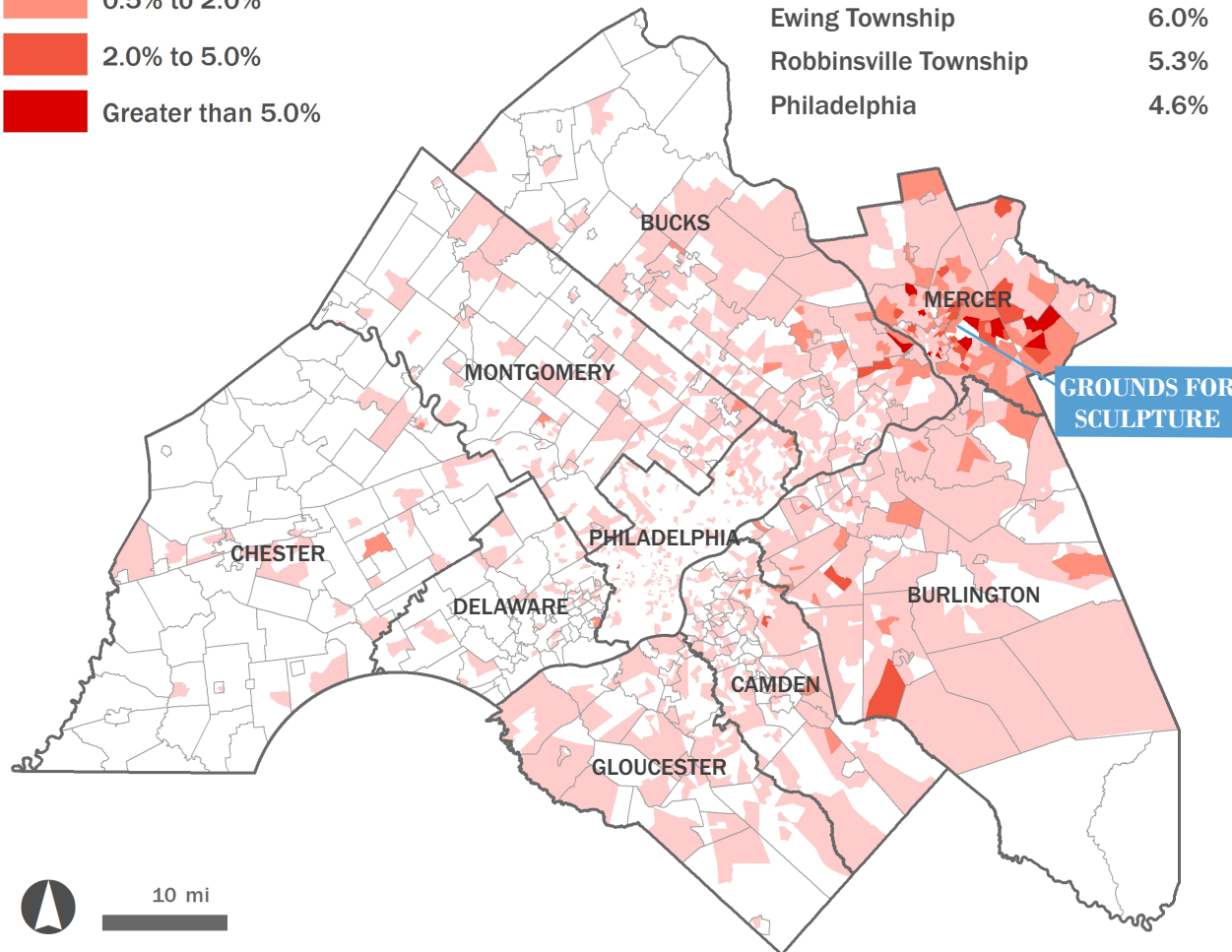
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



Top Five Municipalities by Visits

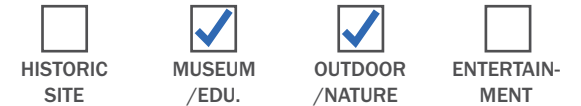
Hamilton Township	34.8%
Trenton	9.4%
Ewing Township	6.0%
Robbinsville Township	5.3%
Philadelphia	4.6%



10 mi

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

DESTINATION TYPE



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

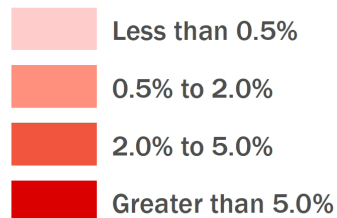
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HOWELL LIVING HISTORY FARM

Hopewell Township, Mercer County

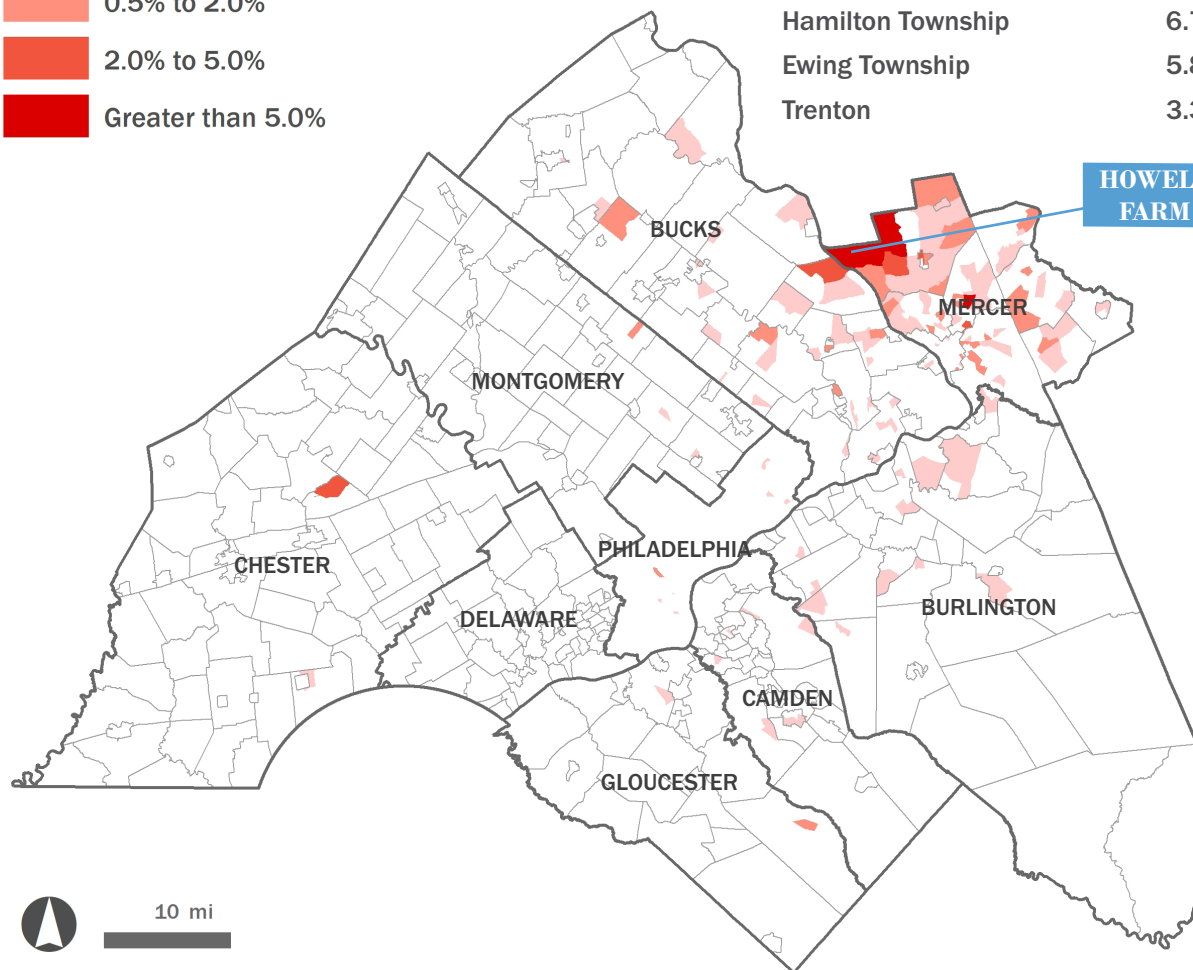
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



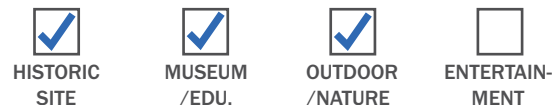
Top Five Municipalities by Visits

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



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

DESTINATION TYPE



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

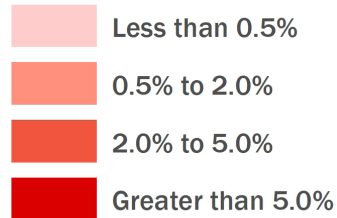
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THE NEW JERSEY STATE MUSEUM

Trenton, Mercer County

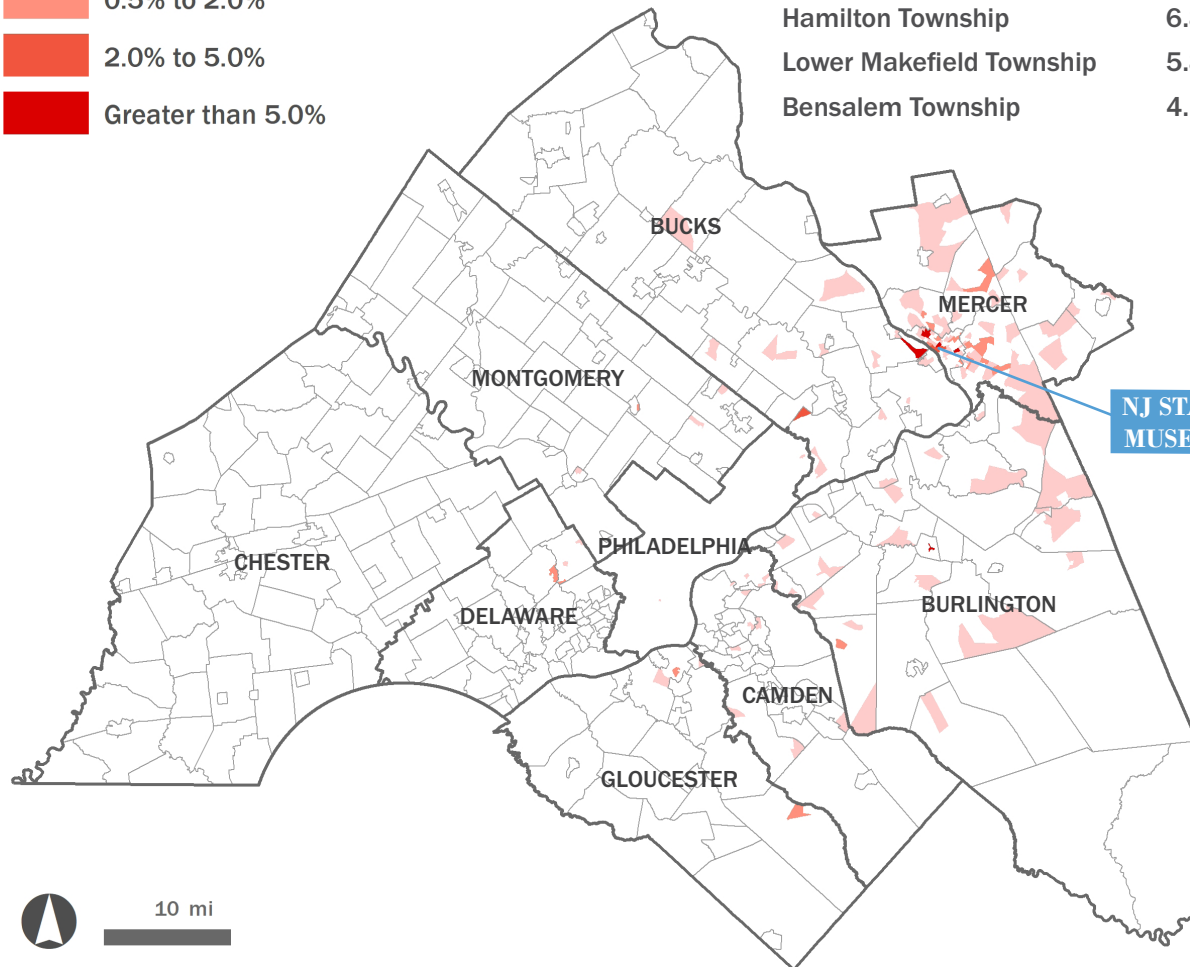
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



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%



10 mi

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

DESTINATION TYPE



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