

# Destination: Delaware Valley

*A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia*



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

# SELECTED DESTINATIONS: CHESTER COUNTY, PA

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

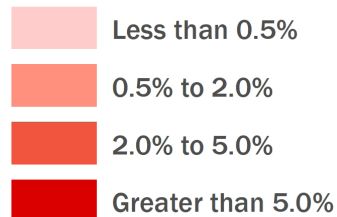
- 12 Devon Horse Show & Country Fair
- 13 Herr's Snack Factory Tours

# HISTORIC YELLOW SPRINGS

West Pikeland Township, Chester County

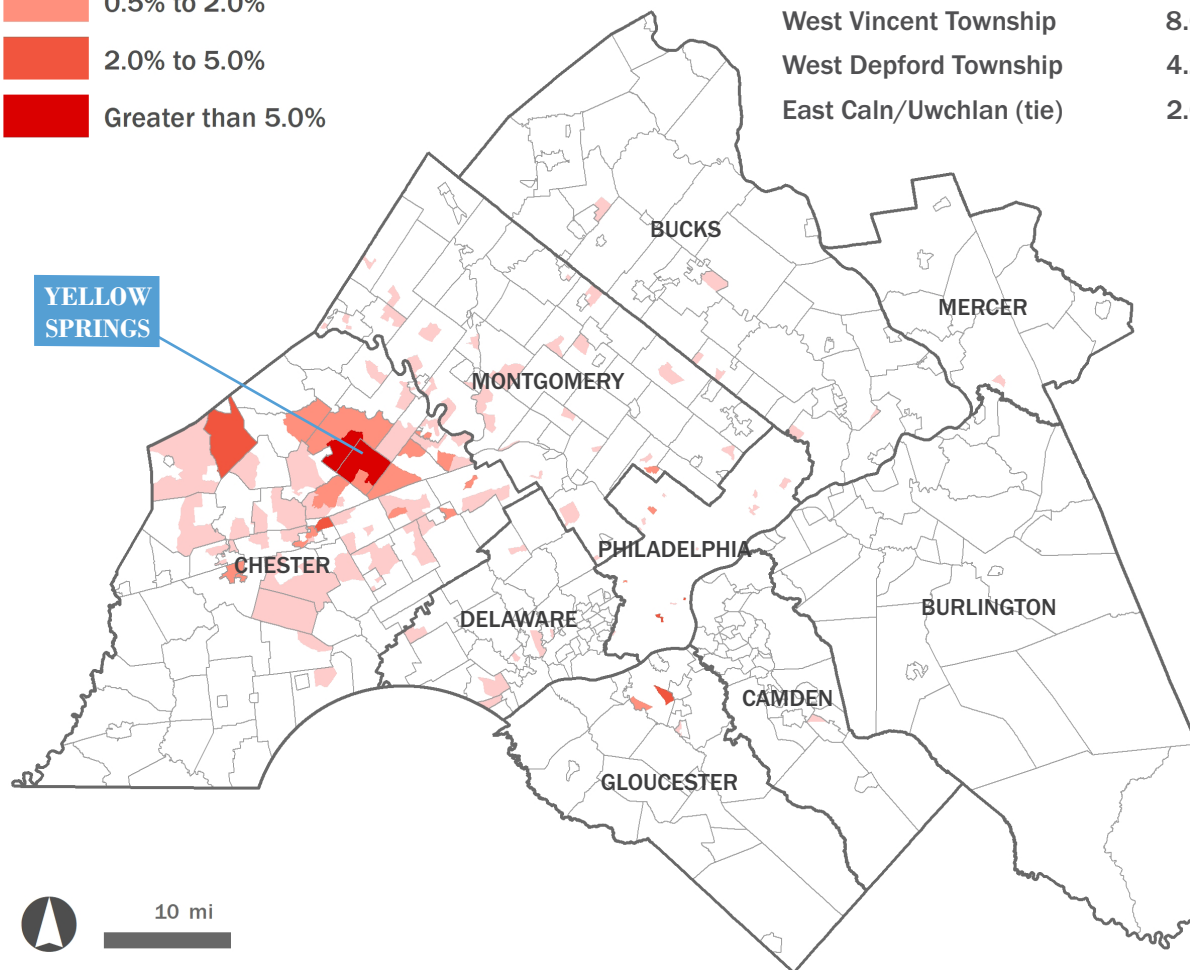
## REGIONAL VISIT SHED

### Share of 2023 Visits by Block Group



### 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%



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

## DESTINATION TYPE



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

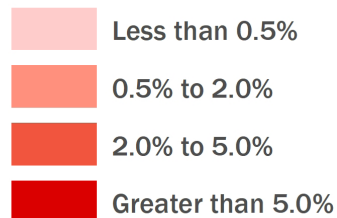


# PAOLI BATTLEFIELD

Malvern Borough, Chester County

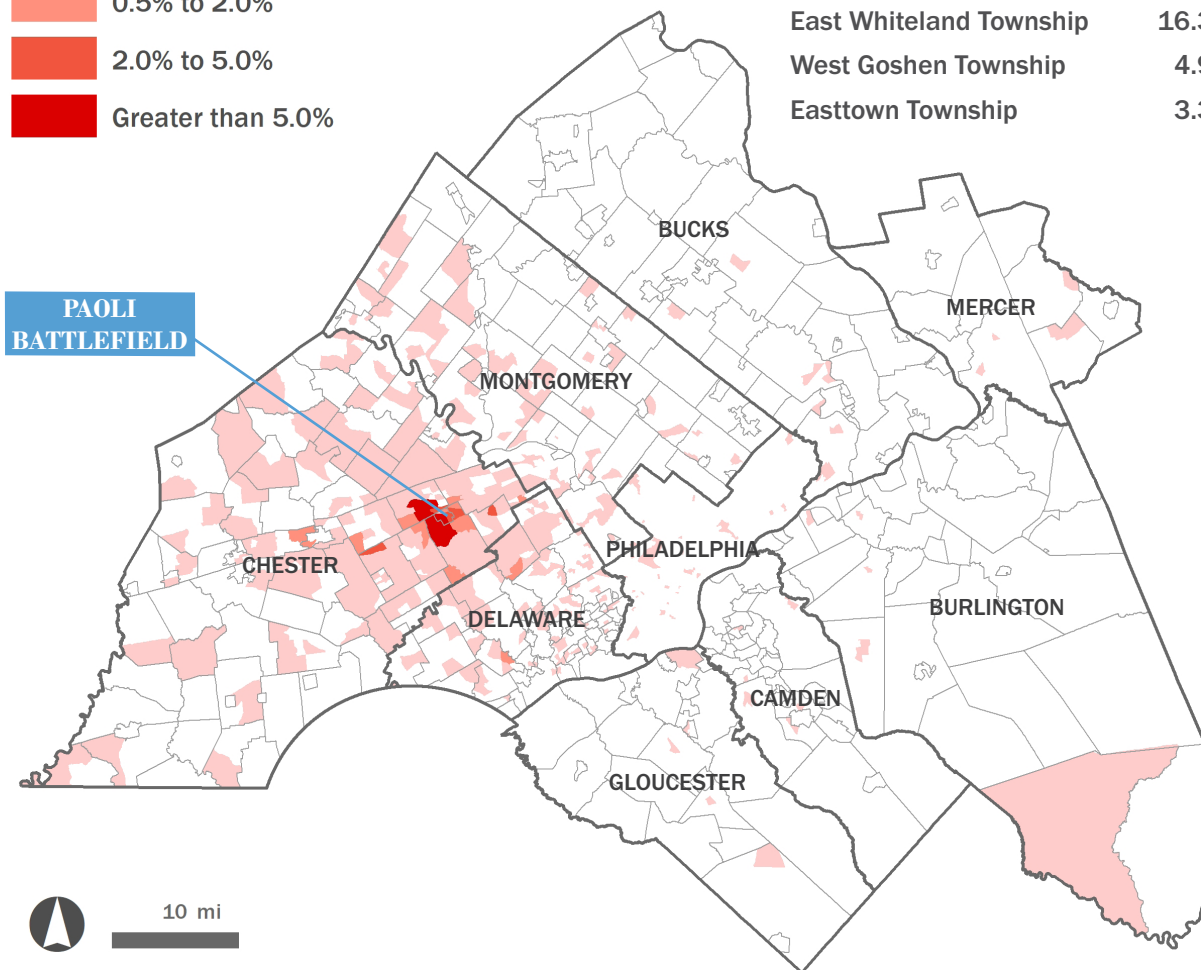
## REGIONAL VISIT SHED

### Share of 2023 Visits by Block Group



### 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%



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

## DESTINATION TYPE



## 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

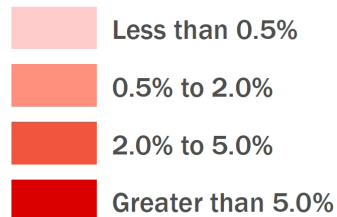
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# THE NATIONAL IRON & STEEL HERITAGE MUSEUM

Coatesville, Chester County

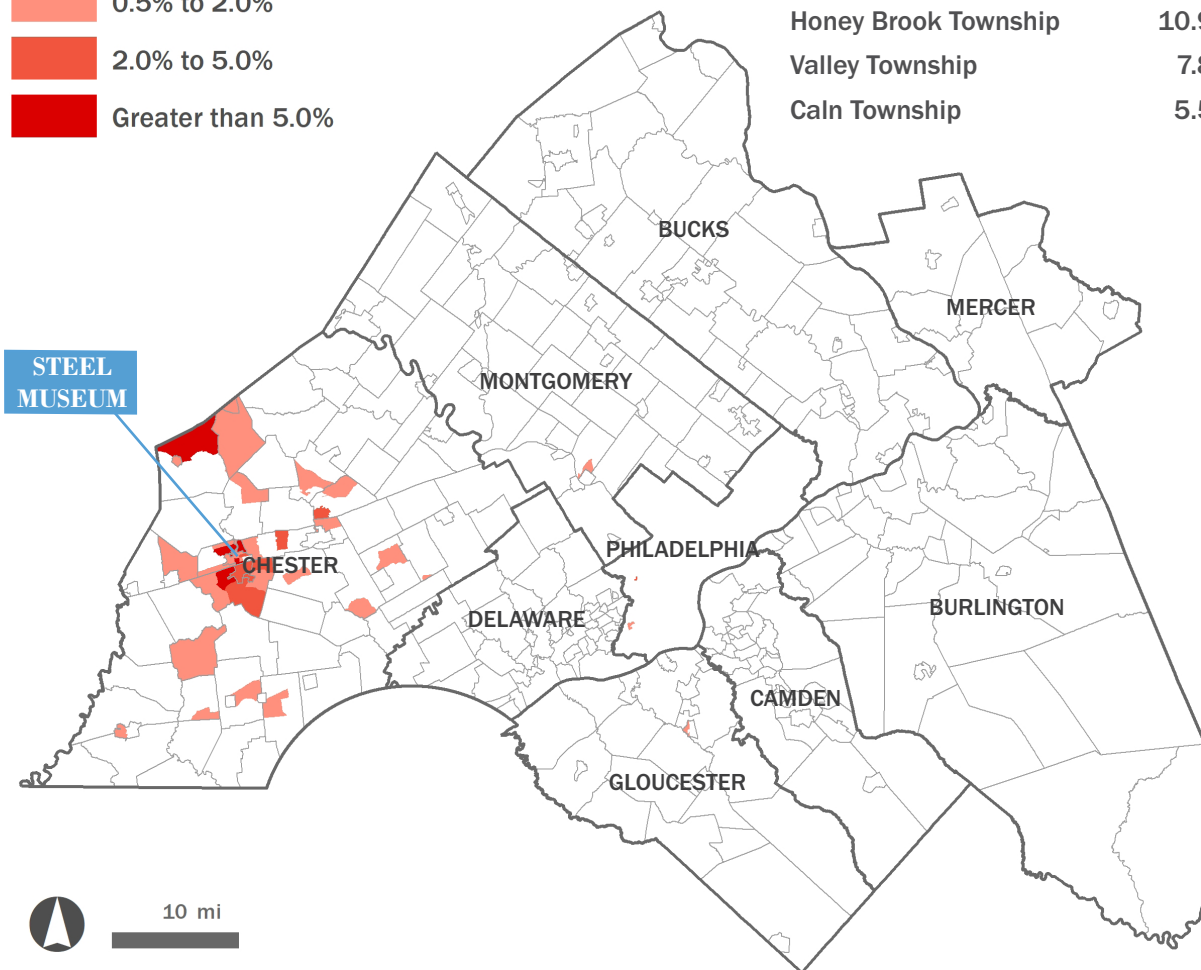
## REGIONAL VISIT SHED

### Share of 2023 Visits by Block Group



### Top Five Municipalities by Visits

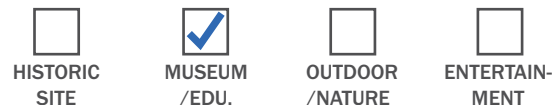
Coatesville	28.9%
East Fallowfield Township	16.4%
Honey Brook Township	10.9%
Valley Township	7.8%
Caln Township	5.5%



10 mi

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

## DESTINATION TYPE



## 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

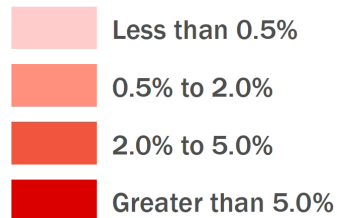
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# LONGWOOD GARDENS

East Marlborough Township, Chester County

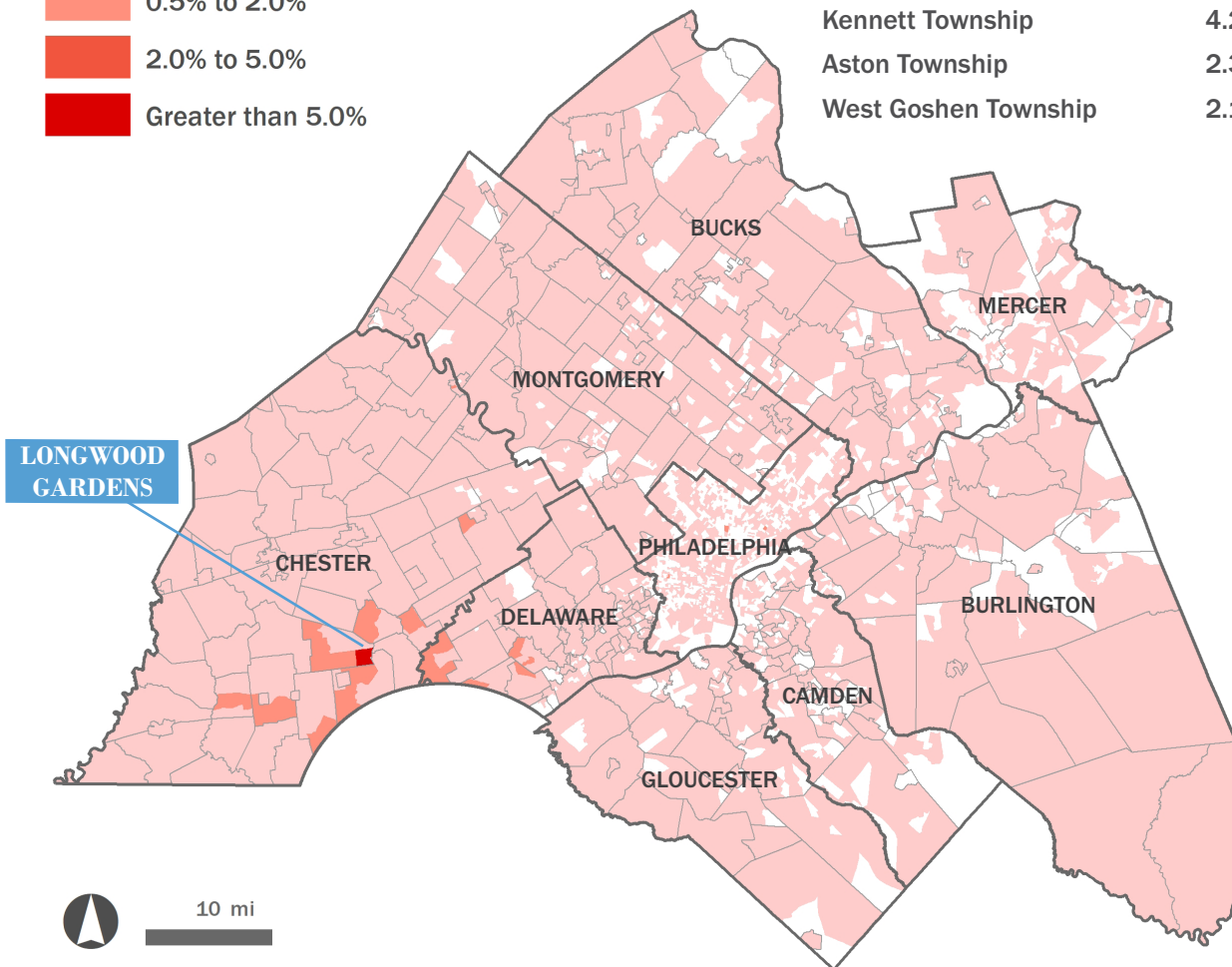
## REGIONAL VISIT SHED

### Share of 2023 Visits by Block Group



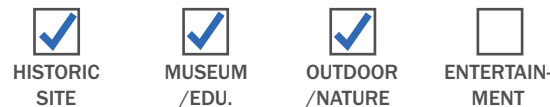
### Top Five Municipalities by Visits

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



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

## DESTINATION TYPE



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