Tourism and Transportation: Evaluating Access to Tourist Attractions in Greater Philadelphia

DELAWARE VALLEY **dvrpc**
REGIONAL
PLANNING COMMISSION

The Delaware Valley Regional Planning Commission is the federally designated Metropolitan Planning Organization for a diverse nine-county region in two states: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey.

DVRPC's vision for the Greater Philadelphia Region is a prosperous, innovative, equitable, resilient, and sustainable region that increases mobility choices by investing in a safe and modern transportation system; that protects and preserves our natural resources while creating healthy communities; and that fosters greater opportunities for all.

DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

Table of Contents

Introduction

In accordance with the Fixing America's Surface Transportation Act (FAST Act) of 2015, the Delaware Valley Regional Planning Commission (DVRPC) incorporated an evaluation of the economic impact of tourism and the existing multimodal accessibility of tourist sites into the Fiscal Years 2017 and 2018 work programs. Staff conducted an information-collecting effort that included:

- the economic impact of tourism in the region;
- current trends in the tourism industry;
- interviews with Destination Marketing Organizations (DMOs);
- a survey of regional tourist attractions and website information;
- a trio of Roundtable meetings for regional stakeholders;
- a walkshed analysis of attractions in relation to the Circuit Trails network and transit; and
- a spatial analysis of the attractions to begin to determine equity of access and where tourism can drive economic growth using DVRPC's Indicators of Potential Disadvantage (IPD) tool.

Key Findings	
Tourism Economic Impact	Fifty-eight percent of the region's economic impact of tourism occurs in the City of Philadelphia, followed by Bucks and Montgomery counties.
Tourism Trends	Tourism Investment Districts are becoming increasingly popular for communities in transition.
Tourism Transportation Challenges	Deficiencies in transit and trail systems were identified, including signage; safety; aesthetics; and lack of technology, parking, and gaps in the trail system. Two of the region's most visited attractions (Longwood Gardens and Peddler's Village) are not served by transit.
Tourist Attraction Issues	Thirty-two percent of attractions have transportation challenges, eighteen percent of which are car related.
Tourism Stakeholders	There is interest in continuing a regional conversation about multimodal access to tourist destinations.

Short-term strategies are included in the Tourism Recommended Actions section, and DVRPC will continue to convene regional tourism stakeholders. Further analysis of ridership, visitor, and IPD data will allow staff to develop specific recommendations about increasing tourism and access options in the region.

Methodology

There are many agencies and stakeholders promoting Greater Philadelphia and its communities as great places to live, work, and play. DVRPC's focus in the tourism space is multimodal accessibility to tourist attractions. To determine the existing or perceived transportation issues, staff developed an information-collecting effort that included in-person interviews, a tourist attraction survey to obtain quantitative and qualitative information, a spatial analysis exercise that included a larger number of attractions in relation to the region's transit and Circuit Trails Network, and held events that brought stakeholders together to share ideas and concerns.

The primary purpose of the outreach was to first introduce DVRPC's new role in tourism to the region's tourism stakeholders and then find out what the transportation-related issues were from the user's and provider's perspective. Through internal brainstorming, an extensive list of potential stakeholders was developed. It included transportation providers (bus, transit, rail, air, jitney, etc.), tourism attractions, state and regional planning partners, tourism associations, economic development agencies, and DMOs. The full list of stakeholders is provided in Appendix E.

Once the stakeholder list was developed, staff put together a questionnaire for identified key tourism organizations to gauge their transportation issues and needs. The questionnaire is provided in Appendix A. Similarly, an online survey was developed for tourist attractions to find out about visitation patterns, transportation modes, and promotion. This survey is provided in Appendix B.

DVRPC staff conducted first-hand research of the websites and mobile sites of the top 32 tourist destinations to read how directions were provided to potential visitors using transit, personal vehicle, walking, and bicycle. It also looked at admission policies, parking information, Americans with Disabilities Act accessibility, and promotion on social media. The results are provided in the report, as well as examples of best practices.

Through the Roundtable meeting series, staff held three meetings centered on the tourism theme. These were held in June 2017, October 2018, and April 2018. Each meeting is discussed in detail in the report.

Finally, it is essential that multimodal access to tourism destinations is provided for all socio-demographic groups. A walkshed analysis was performed to gauge where gaps exist in the current transportation network. This was then analyzed using the IPD indicating areas of the region where tourist attractions may be used as an economic driver.

This white paper concludes with a list of funding sources for tourism stakeholders, tools and strategies to incorporate tourism in DVRPC's work program, and next steps.

Tourism Snapshot

What is tourism? In its most simple form, tourism means people traveling outside their usual environment for entertainment. Reasons for traveling can be for leisure, visiting friends or family, or job related. As an industry, tourism is considered anything that caters to visitors and benefits from that visitor. The tourism industry is often broken into four categories:

- Recreation, Entertainment, and Shopping: performing arts, museums, sporting events, casinos, and other visitor attractions;

- Accommodations: hotels, motels, resorts, campgrounds, etc.;

- Food Services: eating establishments;

- Transportation: air and ground travel, car rentals, fuel, parking, etc.

In 2017, DVRPC completed the *Data Snapshot 2.4: Regional Economics: Hospitality and Tourism*, which assessed the tourism industry cluster[1] in Greater Philadelphia. Over 43.3 million people visited the five-county southeastern Pennsylvania region in 2017, spending over $7.1 billion primarily on food, drinks, and lodging. The tourism industry supports over 96,000 jobs and generates approximately $634 million in tax revenue. Fifty-eight percent of the 5-county region's economic impact occurs in the City of Philadelphia, followed by Bucks County and then Montgomery County.

**2017 Southeastern Pennsylvania
Regional Tourism
Economic Impact by Category**

21%   27%

- Recreation, Entertainment, and Shopping

- Accommodations

- Food Services

27%   25%

- Transportation

Source: Visit Philadelphia 2018

---
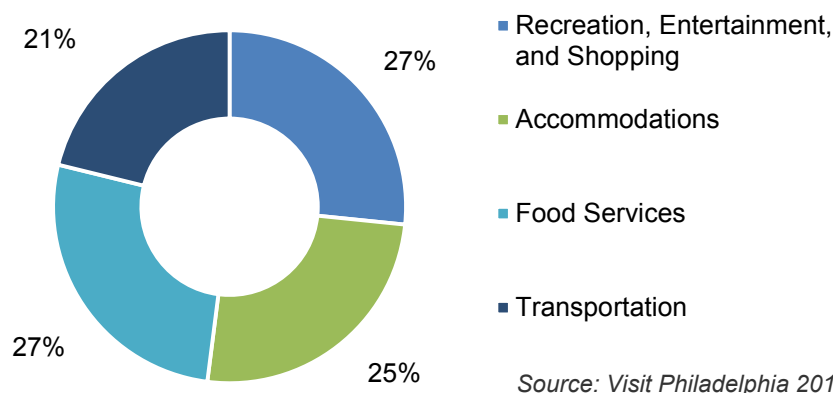
[1] Industry clusters are groups of businesses that share similar and complementary technologies, infrastructure, products, labor markets, and services. Industry cluster analysis is used to identify and locate clusters and gauge that industry's strengths and weaknesses compared to other regions and the national economy.

In New Jersey, the tourism industry is centered on travelers to the shore locations in Atlantic, Cape May, and Ocean counties. Camden County is home to two of the most-visited sites in our region: Camden Aquarium and Children's Garden; followed by Burlington County, which

2017 Southern New Jersey Regional Tourism Economic Impact by Category

22% 35%

- Recreation, Entertainment, and Shopping
- Accommodations
- Food Service
- Transportation

29% 14%
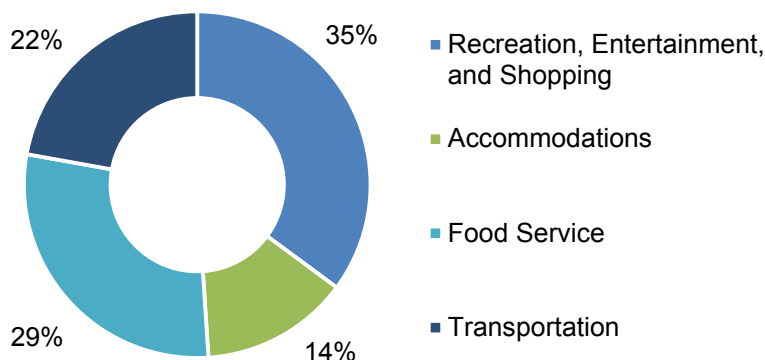
Source: Visit New Jersey 2017

ranks fifth out of 21 counties. Mercer and Gloucester counties experienced the highest percentage of growth in tourism since 2006 due to new craft beverage makers and wineries. Direct and indirect tourism-related jobs account for 9.6 percent of all jobs statewide, and over 73,000 people in the region's four New Jersey counties worked for hospitality-related businesses in 2017. The four categories generated $4.1 billion in direct sales in the region. (Visit New Jersey 2017).

Tourism Trends

Tourism is a growing and vital part of Greater Philadelphia's economy. While the City of Philadelphia experiences the largest economic impact, tourist destinations are sprinkled throughout the remaining eight counties and serve as existing or potential assets for many communities.

What tourists desire from a destination is continually evolving, and recent trends are led by persons aged 22-37. Travel is not just about leisure, but the desire for authenticity. It is seen as a way of learning new things about different cultures, or even "soul searching." Below are trends that are impacting the tourism economy.

"Young workers to the job market are searching for companies that allow the ability to travel to a conference or meeting for work in a destination of interest. '*Bleisure*' (leisure + business) can lure workers to a particular job or company. As companies evolve policies to help attract better and loyal workers, 'Bleisure' will continue to grow. Most employees traveling for work will often change their type of accommodation as the trip moves from work to leisure and seek additional activities" (Napier Burkhard 2016).

Adventure and Active Trips include activities such as "African safari, swimming with sharks or hiking the Swiss Alps." According to Virtuoso, a leading travel advisory company, women tend to desire unique experiences, especially in Africa (57 percent).

Food and Beverage Tourism includes restaurants, breweries, and wineries, as well as cooking classes, farm tours, and food experiences. Many travelers consider food and beverage travel to be a more intimate way to understand the culture of the destination.

Worldwide campaigns are in place to promote more sustainable forms of travel and tourism. More travelers are aware of the impact their experiences have on the planet and consider the environmental, economic, and social impact of visiting a particular destination.

Technology and social media is also changing the way people travel. Many sharing-based travel web platforms and mobile apps are available that are geared toward tourists who want to engage with locals for a more authentic experience. Well-known platforms are changing how travelers book travel and offer consumers more choices. For in-demand tourism destinations, these options are often more affordable and provide flexibility. Airbnb connects homeowners with travelers who need a place to stay. The CouchSurfing platform also provides places to stay but with no associated costs. EatWith allow users to have a home-cooked meal in someone's home. BlaBlaCar is a ridesharing platform for intercity travel and Showaround allows users to book unique experiences offered by local insiders (not professional tour guides).

Travelers are increasingly using social media apps to exchange up-to-the-minute information, resources, reviews, and recommendations. Apps can be used for trip planning and as a travel tool.

Focusing on tourism provides direct and indirect benefits to communities. Revenue that is collected by visitors can be reinvested into the community. Improvements in the quality of life for local residents as a result of a tourism investment can often make that community more attractive to other industries.

Tourism Investment Districts (TIDs)

TIDs are a type of business improvement district (BID). Similar to traditional BIDs, TIDs are formed through a partnership between the local government and the businesses in a defined district. Businesses agree to an assessment on their guests. This can be a percentage of room revenue (usually in the 1-3 percent range) or a fee per room night ($1 to $2.50 per room night range). Funds are used to raise awareness of the destination, sponsor special events that bring in overnight visitors, or build sales programs to attract group business. A nonprofit corporation, usually a DMO or convention and visitor bureau, manages the program of work.

The Greater Newark Convention and Visitor's Bureau (GNCVB) is the first DMO in New Jersey to become a TID. Through a city ordinance, the GNCVB can charge a 1.5 percent assessment on all overnight stays to Newark. The City of Newark collects the assessments from area hotels, which are turned over to the GNCVB on a quarterly basis. The resources collected provide the GNCVB with a more reliable funding source to promote the region as a premiere tourist destination.

These national tourism trends can be leveraged locally by:

- developing or promoting attractions that highlight the unique cultural aspects of a place. (e.g., authentic Amish farm experiences in Lancaster County);

- supporting the growth of the sharing economy to expand capacity and resources that will allow formal tourism infrastructure to then be built (e.g., built-out communities with no hotels can revise zoning codes to allow for homeowners to safely advertise their homes on Airbnb; zoning codes should regulate the negative impacts of increased visitors to an area, such as noise levels, trash pickups, and parking);

- using social media platforms to appeal to tech-savvy travelers who rely on mobile platforms to make decisions (e.g., DVRPC's *Classic Towns* marketing program uses social media and mobile apps to advertise the livability of various communities in the region, as well as highlighting events and programs happening in each community);

- increasing tourism by catering to foreign visitors (e.g., partner with regional chambers or the local office of the United Nations Educational, Scientific and Cultural Organization (UNESCO) to discuss the relevancy of historic sites in your community; DVRPC held a Roundtable with Global Philadelphia to talk about how communities can build on the importance of Independence Hall, the only UNESCO site in the region); and

- prioritizing tourism as an economic development tool by creating a TID.

Regional Tourism Planning Structure

Tourism planning involves many different agencies and has a top-down approach in New Jersey and Pennsylvania.

New Jersey

Tourism marketing and advocacy is led by the New Jersey Division of Travel and Tourism and the NJ Travel Industry Association. The statewide division of travel and tourism provides funding to DMOs through collected revenues and provides marketing grants. The DMO is responsible for promoting an area as an attractive travel destination. All 21 DMOs in New Jersey receive formula funding based on collected hotel taxes, membership dues, or other government resources that can fluctuate from year to year. Visit South Jersey (VSJ) is the DMO for Burlington, Camden, Gloucester and Salem counties, and markets the Outer Coastal Plain American Viticulture Area.[2] The Outer Coastal Plain covers portions of Camden, Gloucester, and Burlington counties. VSJ focuses on culinary and wine tourism, one of the greatest economic drivers in South Jersey, which includes vineyards, breweries, and distillery tasting rooms. The Princeton Regional Convention and Visitors Bureau is the DMO for Mercer County and is a program of the Princeton Regional Chamber of Commerce. Destination Trenton promotes the City of Trenton exclusively.

Pennsylvania

VisitPA is the official tourism website for the State of Pennsylvania and is led by the Department of Community & Economic Development (DCED). Pennsylvania has over 50 different DMOs that are funded through hotel occupancy taxes, membership dues, improvement districts, and other government resources. The City of Philadelphia has three DMOs, promoting different aspects of the tourism experience. The Greater Philadelphia Convention and Visitors Bureau (CVB) focuses on international and large convention travel, Visit Philadelphia focuses on "heads in beds" (hotels) for the region, and the Independence Visitor Center Corporation focuses on the historic sites around Independence Hall. Southeastern Pennsylvania is also home to four other DMOs: Visit Bucks County, Valley Forge and Montgomery County, Chester County Conference and Visitors Bureau, and Destination Delco Tourism Bureau. A full list of DMOs and transportation agencies are provided in Appendix E.

---

[2] The Outer Coastal Plain covers over 2.25 million acres in southeastern New Jersey and was established by the federal government in 2006.

First-Person Interviews and Questionnaire

Based on first-hand knowledge and past tourism planning efforts (DVRPC 1997 Tourism Report), a list of stakeholders representing regional transportation agencies and tourist attractions was compiled. Staff then identified key partners and developed a set of interview questions which was submitted either by email or during a phone call. The following agencies were contacted in winter/spring 2017 for an in-person interview: Camden County Regional Chamber of Commerce; Gloucester County Regional Chamber of Commerce; Chester County Conference and Visitors Bureau (Brandywine Valley); Destination Delco/Delaware County Transportation Management Association (DelCo TMA); Greater Philadelphia CVB; Princeton Regional Convention and Visitors Bureau; Valley Forge and Montgomery County, Pennsylvania; Visit Bucks County; VSJ, and New Jersey Division of Travel and Tourism. The Greater Philadelphia CVB filled out the questionnaire in its entirety, and a phone call interview was held with a representative from Chester County Conference and Visitors Bureau (Brandywine Valley). A second round of outreach was conducted in January 2018. This resulted in a phone call with DelCo TMA. Interest in participating was acknowledged by VSJ and the New Jersey Division of Travel and Tourism, but the interview was not officially conducted. No additional stakeholders responded to the interview request, but they did participate in follow-up events at DVRPC.

Outlined below are responses to the first-person survey that identified issues with the current transportation system considered to be barriers to tourism. The responses are qualitative opinions and reflect a small sample size. The question numbers refer directly to the questionnaire, provided in Appendix A.

Q21.   What is the biggest *transportation* challenge facing your agency and/or industry?

Gaps in Transit System: "SEPTA [Southeastern Pennsylvania Transportation Authority] trains are often late, and the rail system does not keep up with new and growing population in other areas"; "bringing public transit to SE corner of Chester County"; "easy access to and from PHL [Philadelphia International] Airport and train station into the city"; "easy access via public transportation to major points of interest in the Philadelphia region (King of Prussia Mall, Philadelphia Premium Outlets, Lancaster, Longwood Gardens, etc.)".

Signage: "parking rules and signs hard to understand"; "tourists arrive by bus or car. Wayfinding is important"; "signage in foreign languages aiding them in wayfinding throughout the city and its public transportation options."

Unsafe feeling: "homeless and panhandlers at transit stations fuel the perception [that] they are not safe"; "bus station is not welcoming and seems unsafe"; "violence on public transportation."

Challenges for International Visitors: "information desks with courteous staff equipped to assist them (in a foreign language) with wayfinding"; "ability to purchase transportation tickets via foreign credit card online or at station kiosks (equipped with multilingual interface)."

Aesthetics: "SEPTA station[s] are old and dirty"; "safe, timely, and clean transportation options."

Lack of Technology: "transportation staff are not friendly or helpful to visitors"; "transportation is slow to change and adapt new technology to how people travel from location to location."

Parking Regulations: "parking in the city is perceived as expensive."

Confusing Transit System: "Hard to explain the trolley, Regional Rail, and El train, etc., and when to take which one."

Gaps in Trail System: "filling in the trail gaps."

Terrorism: "the tourism and hospitality industry faces many challenges, but one that has risen to the top in recent years is the level of vulnerability within the safety and security space. Safety issues like terrorist attacks, regardless of their location (whether local or national), can have a negative impact on travel overall. No other industry is as susceptible to disruption as tourism is with regards to security."

Q24.   What types of experiences are visitors looking for? (Note: this question was asked to gauge the regional tourism trends versus national tourism trends)

"Visitors are looking to get a feel for the city through the locals' eyes (food neighborhoods, green spaces, etc.). This would involve finding the hidden gems that all cities offer"; "Visitors also like to be able to explore on foot and also bikes. Philadelphia has recently joined the bike share movement, and ridership is up more than expected, both from city residents and also leisure guests"; "While most international visitors are coming to Philadelphia primarily for leisure travel, between 25 percent and 30 percent of convention attendees in Philadelphia are also international visitors. International visitors enjoy exploring Philadelphia on foot, as Philadelphia offers a well-designed grid system downtown that has one of the highest walkability scores in the nation."

"Recent study found those tourists are looking for three experiences: urban, history, and outdoor and active. Brandywine is focusing on the outdoor activities to lure visitors."

"Traveling for food experiences and festivals/large events"

Tourist Attraction Survey

The tourist attraction survey was sent to 103 tourist attractions via email through Survey Monkey. Contacts were largely executive directors and site managers. The text of the survey is provided in Appendix B. The survey was deployed in January 2018, and a total of three weekly follow-up emails were sent to those contacts that had yet to respond. A total of 37 responses were received for a response rate of 36 percent. A full list of survey recipients and respondents is provided in Appendix C.

Highlights from the survey responses are detailed below. The question numbers refer directly to the survey.

Charter Bus Concerns

Travel by private charter and school bus was the third most popular mode used to reach tourist attractions, according to respondents to the survey. Approximately 11 percent cited parking concerns.

"Within Center City Philadelphia bus mobility is limited. Bus parking is prohibited on city streets, and there are two designated parking areas, the Campus Park & Ride in Gray's Ferry and the Callowhill Bus Center off of Delaware Avenue."

"Rider pickup and dropoff is only permitted at the Independence Transportation Center adjacent to the National Constitution Center and at specific locations on the Benjamin Franklin Parkway and within the Historic District."

Visit Philadelphia responded that 6 percent of overnight visitors came to southeastern Pennsylvania by bus in 2017. Bus travel accounts for 2 percent of overall visitors to New Jersey (Schultz 2018).

Q5: What is the biggest overall challenge facing your attraction?

Thirty-four of 37 respondents answered Question 5. Thirteen of the responses indicated that the biggest overall challenge was transportation related. Seven of those 13 were transit or non-motorized transportation challenges.

"Transportation. The closest stop for several bus routes is a quarter-mile away. SEPTA bus #3 does adjust its route on Saturdays and Sundays—which is great—but we wish that happened every day."—*Smith Memorial Playground, Philadelphia, Pennsylvania*

"Poor signage from major highways (Turnpike and PA 422) to our attraction."—*Hopewell Furnace National Historic Site, Elverson, Pennsylvania*

"Getting tourists to Trenton."—*Old Barracks Museum, Trenton, New Jersey*

"Access across CSX Railroad is problematic."—*Schuylkill Banks, Philadelphia, Pennsylvania*

"Relatively far from the bus stop"—*Morris Arboretum of the University of Pennsylvania, Philadelphia, Pennsylvania*

"In general there is perceived difficulty and confusion in getting to the Museum by car and where to find parking. Additionally a major challenge is access during major events on the Parkway, Kelly Drive, and East Fairmount Park is a problem in and of itself." —*Philadelphia Museum of Art & Rodin Museum, Philadelphia, Pennsylvania*

Q6:   What is the biggest transportation challenge facing your attraction?

Thirty-two of 37 attractions reported having a transportation challenge. Eighteen were wholly or partially car related. Twenty-five were wholly or partially related to transit or non motorized transportation. Four responses were related to tour/school/charter bus parking.

"Poor road access and community connections for local pedestrian traffic, as well as poor signage on adjacent highways. We are excited about the new trail connections to Schuylkill Banks but do not know the full impact of regional visitation on the Garden."—*Bartram's Garden, Philadelphia, Pennsylvania*

"We are near subway and bus routes. The buses are closest, but the schedule is not dependable. Parking is a huge problem for people who drive here, including our staff."—*Wagner Free Institute of Science, Philadelphia, Pennsylvania*

"The train station is about a mile away from the museum. There is no designated parking lot for the museum."—*Old Barracks Museum, Trenton, New Jersey*

"Limited onsite parking and bus routes to the attractions."—*Blue Cross RiverRink & Spruce Street Harbor Park, Philadelphia, Pennsylvania*

"There is only regular public transit access into East Fairmount Park on the weekends. It should be daily."—*The Discovery Center, Philadelphia, Pennsylvania*

"Having people find us—small roads and the postal street numbers are not in numerical order."—*Welkinweir, Pottstown, Pennsylvania*

"Better recognition of the historic district with in-transit vehicle signage and public announcement at nearby stops."—*Philadelphia History Museum at Atwater Kent, Philadelphia, Pennsylvania*

"Signage from major highways and city streets, traffic and nearby bus parking. Access to the Museum from Regional Rail and 30th Street Station. Pedestrian access between the three Museum buildings."—*Philadelphia Museum of Art & Rodin Museum, Philadelphia, Pennsylvania*

"Trail connections."—*Valley Forge National Historical Park, King of Prussia, Pennsylvania*

Q9:   Does your attraction offer parking for bicycles?

Twenty-three of 37 respondents reported offering some form of bicycle parking at their attraction. Two attractions reported that they would like more bike parking: the Shofuso Japanese House & Garden, which currently has a single rack; and the Philadelphia Magic Gardens, which is adjacent to an Indego station but lacks parking for personal bicycles. Only one attraction reported advertising bike parking on their website or in promotional materials. The King of Prussia Mall, the most heavily visited survey respondent, reported having a single bike rack.

Does Your Attraction Offer Parking for Bicycles?

36%

64%

■ Yes
■ No

Source: DVRPC 2018
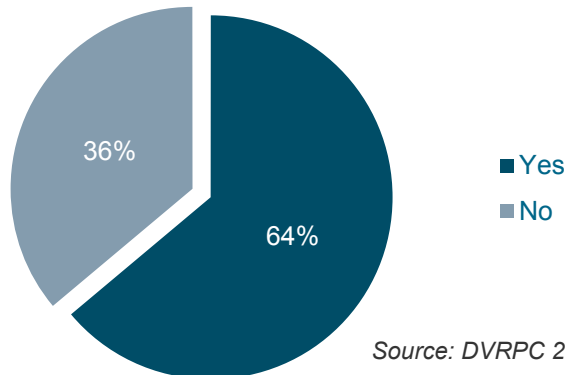
Q12:   Do you include any of the following directions to your attraction on your website?

Twenty-five of 37 respondents reported including transit directions on their website; nine included bicycling information, and 14 included walking directions. One pair of attractions, the Blue Cross RiverRink and the Spruce Street Harbor Park, noted that they offer ferry directions from Camden.

Q13:   Are there any transportation-related tourism questions you wish that someone would research?

Several respondents provided areas for further inquiry, some with multiple questions. Nine of the responses were related to transit or non-motorized transportation, two were related to charter/school bus parking, two were related to increased transportation access to East Fairmount Park, and four were requests for technical assistance.

"Water taxi"—*Battleship New Jersey, Camden, New Jersey*

"Improvement of access to East Fairmount Park, including Smith Playground and the Historic Houses"—*The Discovery Center, Philadelphia, Pennsylvania*

"Would be good to know origin-destination of users"—*Schuylkill Banks, Philadelphia, Pennsylvania*

"Yes, how can we estimate the potential usage to open a new pedestrian entrance on Germantown Avenue at Hillcrest Avenue, accessible to the bus stop?"—*Morris Arboretum, Philadelphia, Pennsylvania*

"I would definitely look into strengthening the relationship between public transit and Germantown. Our site isn't a Germantown site, but the Germantown historic district is very rich and I think its visitation would be much more significant with proper transit support."—*Carpenter's Hall, Philadelphia, Pennsylvania*

"Shared school/tour bus parking for attractions in the historic area"—*Museum of the American Revolution, Philadelphia, Pennsylvania*

"We would love to know the usage of Uber/Lyft by visiting tourists"—*Franklin Institute, Philadelphia, Pennsylvania*

"Not sure if it counts as tourism, but Philadelphia banned bus parking in the city except at a designated bus parking depot. This depot is over 20 blocks away which is difficult for school groups."—*Mütter Museum, Philadelphia, Pennsylvania*

"How can we get a dedicated Philly PHLASH stop?"—*Shofuso Japanese House & Garden, Philadelphia, Pennsylvania*

"There are many attractions within East Fairmount Park that must face the same transportation challenges we do—we're a bit off the beaten path. West Fairmount Park seems to be well served by the PHLASH. How can we collaborate to make East Fairmount Park more easily accessible?"—*Smith Memorial Playground, Philadelphia, Pennsylvania*

"How much [does] transportation [affect] the decision to visit sites that are not in downtown Philadelphia?"—*Wagner Free Institute of Science, Philadelphia, Pennsylvania*

"We would like help with making Indego available to the SW Philadelphia community, including at Bartram's Garden so that residents could use the bikes for commuting to Center City and other destinations when the swing bridge at Gray's Ferry Avenue is open to the public."—*Bartram's Garden, Philadelphia, Pennsylvania*

Website Analysis

An analysis was conducted of the 32 most-visited tourist destinations' websites to understand how potential visitors are directed to access the facility. The analysis was performed under the assumption that an attraction's website is the most common source for information gathering by prospective tourists. The data set was based on the *Philadelphia Business Journal's* (*PBJ*) 2016 Top Tourist Attractions. *PBJ*'s self-reported list consists of the top 25 tourist attractions ranked by visitor attendance (Appendix D). The list was modified to remove any attractions located outside the DVRPC region and to include attractions listed on Visit Philadelphia's list of top tourist destinations in Philadelphia that were not included in the regional list, such as Reading Terminal Market. Key elements analyzed included transportation directions and information, transit and other programmatic discounts offered, parking information, accessibility information, and the social media utilized by the destination.

Transportation Directions and Information

Transit information was provided by 27 destinations. Twenty-three identified the nearest transit route, and 15 identified the nearest transit stops.

Information about active transportation (bicycling, walking) was less readily available from the attractions. Two attractions provided walking directions, and none mentioned connections to either the East Coast Greenway or the Circuit Trails network. Biking directions were included by four destinations, bike parking options were given by two sites, and three provided information about Indego, Philadelphia's bikesharing program.

Websites Analyzed

Academy of Natural Sciences
Battleship New Jersey Museum & Memorial
Betsy Ross House
Brandywine River Museum of Art
Christ Church & Burial Ground
Citizens Bank Park
Eastern State Penitentiary
Elmwood Park Zoo
Franklin Square
Hopewell Furnace National Historic Site
Independence National Historic Park (Liberty Bell Center & Independence Hall)
Independence Seaport Museum
Independence Visitors Center
Longwood Gardens
Morris Arboretum
Museum of the American Revolution
Mütter Museum
National Constitution Center
National Iron & Steel Heritage Museum
Once Upon a Nation Historic Philadelphia
Peddler's Village
Penn Museum
Philadelphia Museum of Art
Philadelphia Zoo
Please Touch Museum
Reading Terminal Market
SugarHouse Casino
The Barnes Foundation
The Franklin Institute
Valley Forge National Historic Park

Only nine attractions listed walking, biking, or transit information above driving directions. If transit, walking, and biking destinations are listed above driving directions, it might encourage prospective patrons to consider an alternative mode to arrive at their destination. All of the attractions offered some form of driving directions on their websites. Detailed, written directions were provided by twenty-five attractions while seven linked to Google Maps.

Admission and Purchase Discounts Offered by Transit

SEPTA's Pass Perks program allows attractions and businesses to advertise discounts on admission or purchases on the ISEPTAPhilly website for no charge. This markets the tourist destinations to existing transit users, who might be more likely to take transit to a tourist destination. Seven attractions and individual booths within the Reading Terminal Market participate in the program. The Port Authority Transit Corporation's (PATCO's) Freedom to Save program has a similar structure to SEPTA's Pass Perks and has one participating attraction.

The Barnes Foundation currently partners with Indego as part of its Passholder Perks program offering free admission to customers and $5 off admission for up to four accompanying guests. This discount is highlighted on selected bike's back wheel panels wrapped with paintings from the collection.

Three attractions offered a discount on admission through NJ Transit Deals. NJ Transit's program differs from its regional counterparts by having a fee structure for different levels of program participation. Promotion on NJ Transit's Deals & Discounts web page for 12 months costs $2,500, and social media packages start at $1,000 for one post on both Facebook & Twitter.

Transit Modes Listed on Tourist Attraction Websites

Mode	Count
Regional Rail	16
Trolley	10
Subway	15
Transit Bus	20
High Speedline	4
Amtrak	13
Airport	9
Ferry	1
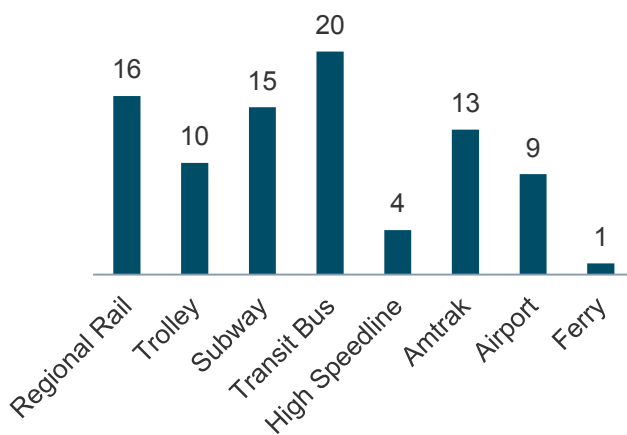
Source: DVRPC 2018

Transit Providers Listed on Tourist Attraction Websites

Provider	Count
SEPTA	26
PATCO	11
NJ Transit (All Modes)	6
Amtrak	13
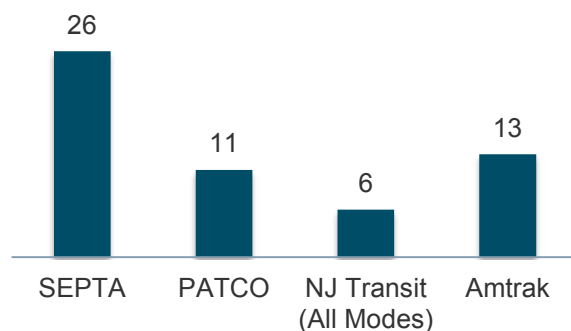
Source: DVRPC 2018

Indego Bike displays the Barnes Foundation discount.
Source: *Kate Frangos*

Amtrak was an outlier in the type of transit discounts available, with the discount applied to train fare rather than to admission to the site. As the official transportation partner of the Museum of the American Revolution, visitors to the museum could get 30 percent off a companion fare on travel to Philadelphia. Although not listed as an official partnership, the Brandywine River Art Museum offered the same discount on Amtrak fares terminating in Wilmington, Delaware, the closest station to the site. The National Constitution Center promoted travel packages through PA Trips by Train, a partnership between Amtrak and the Pennsylvania Department of Transportation (PennDOT) offering 40%-50% off companion fares.

Twenty-two of the attractions analyzed charged an admission fee. Note that there was no further analysis of the admission fee structure at each attraction and that none of the attractions offered transit-related discounts on any other purchases (e.g., concessions, IMAX, gift shop, special events, etc.).

Parking Information

Vehicle parking information was included on 29 of the 32 websites. The three attractions that did not include parking information were Peddler's Village, the Elmwood Park Zoo, and the National Iron & Steel Heritage Museum. Eight attractions offered free parking, while 17 mentioned specific paid, private lots or garages.

Accessibility Information

Advancing equity and fostering diversity is one of the five core principles of *Connections 2045*, DVRPC's long-range plan. Twenty-five attractions provided information on accessibility for those visitors with limited mobility, sensory issues, hearing loss, or low vision.

Eleven attractions offered discounted admission to PA Access Cardholders. These attractions participate in Art-Reach's Access Admission program, which has 36 partner destinations in the Greater Philadelphia region. Admission is reduced to $2 per person for up to four people. Staff did not find an equivalent program for NJ Families First Cardholders.

Social Media

All of the tourist attractions maintain a social media presence and include links to their respective accounts on each attraction's homepage. Social media accounts were analyzed as potential channels for disseminating information about transportation options to visitors.

Social Media Usage by Tourist Attractions

Facebook 32, Twitter 30, Instagram 23, YouTube 21, Pinterest 8, Google+ 6, Tumblr 4, TripAdvisor 4, Vimeo 3, Yelp 2, Flickr 2, itunes 2
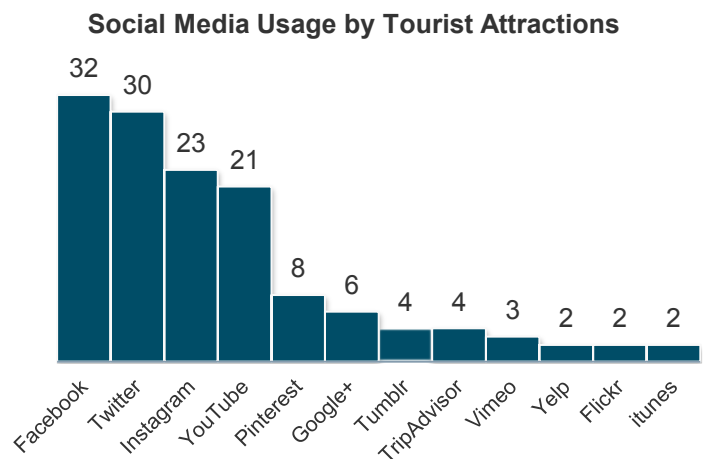
Source: DVRPC 2018

Best Practices of Tourist Attraction Websites

Transportation Directions

Penn Museum

Public transportation directions are listed above parking information on the Penn Museum's website. Information is broken down by mode, and both lines and stops are listed. Links to individual line information on SEPTA's website are included for those visitors who seek more detail.

PUBLIC TRANSPORTATION

🚇 Subway 🚌 Buses 🚆 Regional Rail

The Airport Line

Manayunk / Norristown Line

Media / Elwyn Line

Warminster Line

West Trenton Line

Wilmington / Newark

These Regional Rail Lines stop at the University City Station located across Convention Avenue from the Penn Museum.

30th Street Station services all regional rail lines and is a short walk to the Penn Museum.

Center City to University City combined train schedule Weekday / Weekend

PUBLIC TRANSPORTATION

🚇 Subway 🚌 Buses 🚆 Regional Rail

21   (stops at 33rd and Walnut/Chestnut Streets)

30   (stops at 33rd and Spruce Streets)

42   (stops at 33rd and Spruce Streets)

40   (stops at South Street and Convention Ave - right in front of the Museum!)

Source: Penn Museum
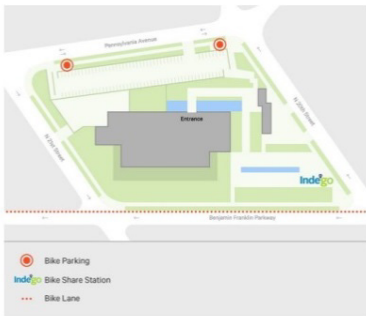
Barnes Foundation

The Barnes Foundation's graphical approach shows where racks for personal bikes are located and the location of the nearest Indego station (2025 Benjamin Franklin Pkwy). A map of the closest SEPTA and PHLASH stops includes route numbers and walking directions to the entrance.
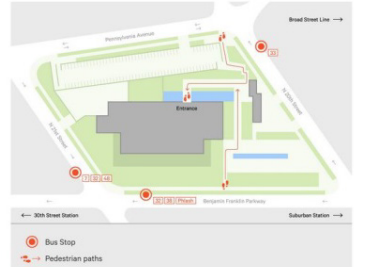
Source: Barnes Foundation

Accessibility

Academy of Natural Sciences of Drexel University

Source: Academy of Natural Sciences of Drexel University

The hands-on exhibits are noted as being of potential interest for visitors with low vision. As part of the Changing Attitudes towards Autism Access initiative, Museum Stories provide a developmentally appropriate preview of the visitor experience to prepare for a day at the museum.

Philadelphia Zoo

Source: Kate Frangos

KidZooU, the children's zoo at the Philadelphia Zoo, has designated quiet areas, multisensory exhibits, universal design principles integrated into its hands-on educational activities, and is completely wheelchair accessible. Interpretive signage includes Braille, American Sign Language, Pictures, and QR Codes for foreign language interpretation.

Brandywine River Museum of Art

Source: Brandywine River Museum of Art

Sensory-Friendly Museum Packs are available at the admission desk for those visitors on the autism spectrum or with sensory processing disorders. These bags contain noise-cancelling headphones, fidgets, suggested activities, and social stories. Interested members of the public can join the museum's Sensory-Friendly Programming Advisory Committee through their website.

Social Media

Source: Adam Wallacavage via muralarts.org

Social media is integral to expanding the audience for smaller, non-traditional tourist attractions in the region. *A Love Letter for You* is an installation of 50 murals spanning rooftops from 45th to 63rd Streets in West Philadelphia and is designed to be best seen from the Market-Frankford El. Mural Arts runs a ticketed train tour of the piece and describes it as one of its most popular projects. Philadelphia Magic Gardens has seen their attendance skyrocket from around 15,000 annual visitors in 2008 to surpassing 100,000 in 2015 to a reported 155,000 last year. They cite Instagram geotagging and hashtags boosting awareness of the site as driving traffic to their door (Dent 2017; Mural Arts 2018).

Social media campaigns can also appeal to what is most important to workers: vacation time! According to Visit Bucks County, if Americans used their vacation time it would mean nearly $236 billion to the economy. Nationally, American workers are using on average 16.8 days off, compared to pre-2000 levels of 20.3 days. The Visit Bucks County campaign encourages people to stay and spend locally, rather than just advertise shopping locally.

Admission Discounts Offered by Transit

SEPTA's Pass Perks program is the most extensive transit perks program in the DVRPC region. Discounted admission is offered for SEPTA Pass & Key holders at destinations, including the Adventure Aquarium, LEGOLAND Discovery Center, the Keswick Theatre, and the Blue Cross RiverRink. During the 2018 season, the Philadelphia Union offered $8 off tickets purchased with a Pass Perks discount code. Mural Arts also offers a $2 discount on their ticketed train tour of *A Love Letter for You*.

Source: Philadelphia Union

DVRPC Roundtable Meetings

DVRPC used the Strategies for Older Suburbs (SOS) Roundtable series to host and facilitate three forums on tourism planning. They are outlined below.

Economic Impact of Tourism—On June 30, 2017, DVRPC facilitated a joint SOS Roundtable and Regional Community and Economic Development Forum (RCEDF) addressing the economics related to the tourism and hospitality industry. This forum highlighted DVRPC's recently published *Data Snapshot 2.4: Regional Economics: Hospitality and Tourism. S*peakers included Jake Buganski, CDME, Acting Director of the NJ Division of Travel and Tourism; Paul Bencivengo, Vice President, Visit Bucks County, the official county tourism promotion agency; and Devon Perry, Executive Director of Visit South Jersey, the official DMO for Burlington, Camden, Gloucester, Mercer, and Salem counties, which also markets the Outer Coastal Plain American Viticulture Area as a destination.

Philadelphia's World Heritage City status: What does it mean for tourism in your neighborhood or community?—On October 5, 2017, DVRPC and Global Philadelphia convened another Roundtable highlighting the impact of tourism on the local economy. In 2015, Philadelphia was accepted as a member of the Organization of World Heritage Cities; it is the first city in the United States to attain this status, which is held by over 270 cities around the world. The City of Philadelphia obtained this status because of its World Heritage site, Independence Hall, which has outstanding universal value, along with the city's historic structures, world-class neighborhoods, and a high degree of livability. Ms. Zabeth Teelucksingh from Global Philadelphia discussed what the World Heritage City designation means and UNESCO's efforts to educate young people about culture from all corners of the world. Fritz Smith, from Visit Philadelphia spoke next, followed by Paul Steinke from the Preservation Alliance for Greater Philadelphia, highlighting recent adaptive reuse projects in the city and providing statistics on how Philadelphia compared nationally to other historic cities. Susan Glassman from The Wagner Free Institute of Science of Philadelphia presented on the mission of the museum and how they market themselves as "the museum of museums." She highlighted how transportation was an issue for their museum. Because they are located in North Philadelphia, it is often difficult to get tourists to visit. While they are close to a SEPTA Broad Street Line station, they are not easily accessible from regional rail.

Transportation and Tourism—On April 20, 2018, DVRPC held the third forum to examine the impact transportation accessibility has on tourism. Many older communities and neighborhoods have tourist destinations, but visiting these sites—whether by car, bus, transit, foot, or bicycle—can often present challenges. Maud Lyon, president of the Greater Philadelphia Cultural Alliance, highlighted how arts and culture can be used to bring people to their destination or act as the destination. Mark Cassel, AICP, director of the Suburban Service Planning and Schedules, SEPTA, outlined how SEPTA works and outlined the correct process for requesting route changes for municipalities and tourist destinations. Cassel encouraged municipal officials to engage SEPTA when major land development proposals are presented, particularly when they involve economic development job access. Shelley Bernstein of the Barnes Foundation highlighted the Barnes' desire to curate the audience experience and the #BiketoBarnes program.

University Extensions Tourism Conference—DVRPC staff attended one day of the 2017 National Extension Tourism (NET) Conference, which was held August 12—14, 2017, in Princeton, New Jersey. The mission of the NET Design Team is to enhance sustainable tourism development nationally by providing relevant research; training; resources; and networking opportunities in tourism and recreation marketing, management, and development for Extension and tourism professionals. NET was originally created in 1994 as one of four national Extension focuses under the Communities in Economic Transition Initiative. The conference included sessions on agritourism; environmental, social, and economic impacts of tourism; cultural-heritage and nature-based tourism; placemaking; and education. Additional information about the program is available at: blogs.oregonstate.edu/extensiontourismnetwork/net2017program/.

Regional Visitor Spatial Analysis: Attractions and Walksheds

The attractions for this part of the analysis were derived from those used to create the *Data Snapshot 2.4: Regional Economics: Hospitality and Tourism.* Shown in the Regional Visitor Attractions Map (page 25) are 286 attractions, excluding golf courses, meeting spaces, and other selected types. The evaluation of the accessibility of the sites to alternative forms of transportation found that 168 attractions were located within the quarter-mile bus walkshed (59 percent), 123 within the half-mile rail walkshed (43 percent), and 74 within the quarter-mile walkshed of an existing or planned Circuit Trail (26 percent). This analysis did not include transportation management association (TMA)-run bus routes intended for local employment (e.g., the Transportation Management Association of Chester County's Coatesville Link and SCCOOT lines).

Lookup: Tourism in Coatesville

Chester County's City of Coatesville is home to the National Iron & Steel Heritage Museum, within walking distance (a half-mile) of the Coatesville Amtrak station. Although the route from the station to the museum is walkable and has sidewalks, the museum's website does not mention arriving by train as an option. While there is train service, the historic train station has been boarded up for decades, and the station has the lowest ridership on Amtrak's Keystone Line. There is limited parking, and the stop is not currently accessible to those with limited mobility. New economic development projects focused on the station are underway to boost downtown Coatesville. A streetscaping project along 3rd Avenue from the train station to Lincoln Highway was just completed, and a new mixed-use transit-oriented development centered on the train station is currently in the design phase (Plan the Keystone 2018). This reinvestment provides an opportunity for the city and the museum to increase tourism and the city's economic base. The census tract in which the museum is located scores above average on DVRPC's IPD, with well-above-average levels of youth and above-average levels of women, racial minorities, ethnic minorities, and low-income people.

Regional Visitor Attractions

**Visitor Attraction
Number of Employees**

- · 5 - 100
- ● 101 - 500
- ⬤ Greater than 500

Bucks

Montgomery

Mercer

Delaware

Chester

Philadelphia

Camden

Burlington

Gloucester

0   5   10
Miles

dvrpc

Source: National Establishment Time Series (NETS) Database, 2013
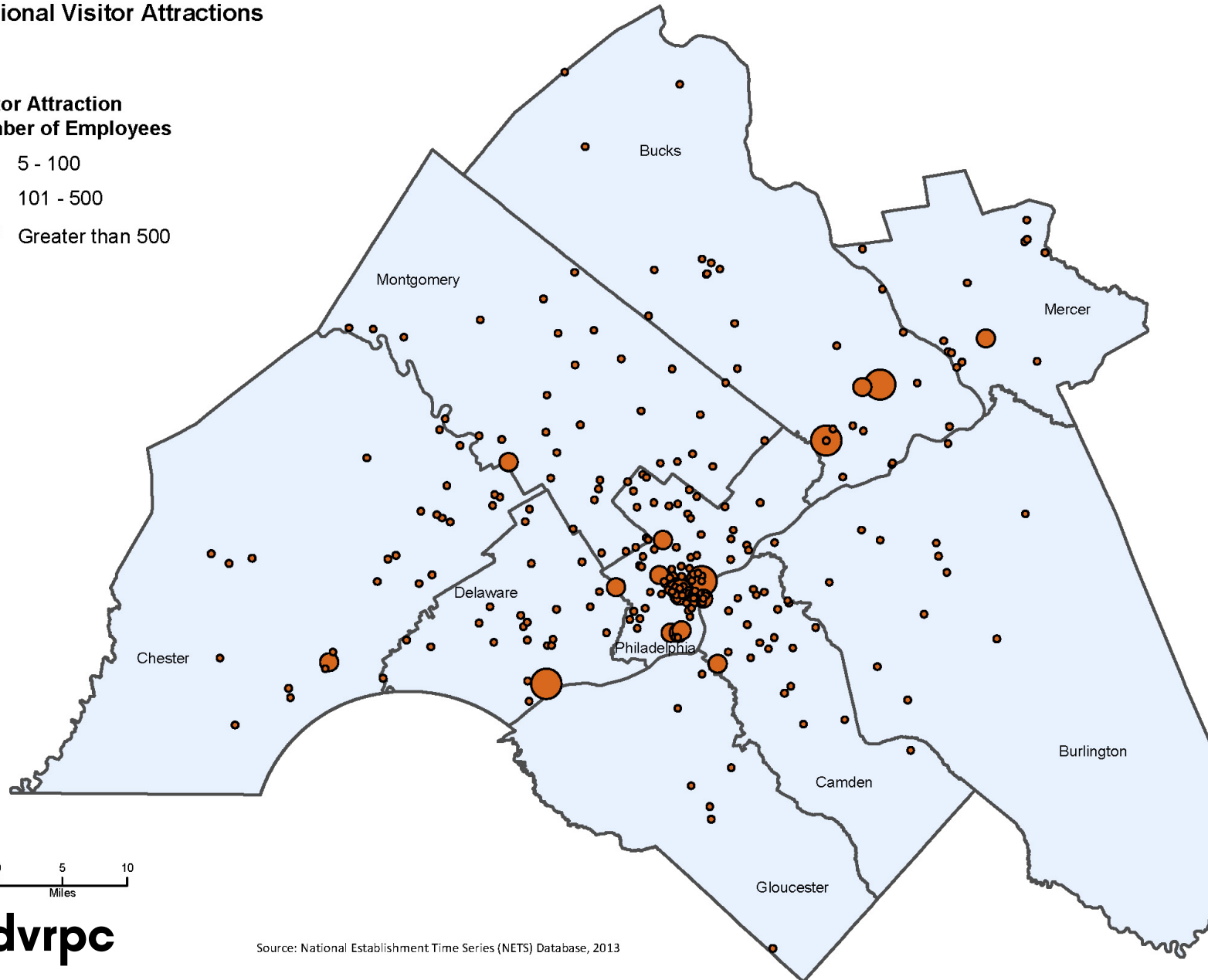
Regional Visitor Attractions

County	Number of Attractions	Highlights
Bucks	27	Sesame Place, Michener Art Museum
Burlington	13	Smithville Mansion
Camden	28	Battleship New Jersey, Camden City Children's Garden
Chester	27	Longwood Gardens, American Helicopter Museum
Delaware	25	Harrah's Casino, Talen Energy Stadium
Gloucester	7	Rowan University Musical Theater Company
Mercer	13	Grounds for Sculpture, NJ State Museum
Montgomery	38	Barnes Arboretum, Keswick Theatre
Philadelphia	108	Museum of the American Revolution, Please Touch Museum

The 286 attractions include heavily visited destinations like the Philadelphia Museum of Art, Parx Casino, and Lincoln Financial Field, as well as small, main-street galleries and cultural destinations.

**Regional Visitor Attractions
Located within a Bus Walkshed (1/4 mile)**

Visitor Attraction

Number of Employees

· 5 - 100

● 101 - 500

● 501 - 1300

— Bus Route

Bucks

Montgomery

Mercer

Delaware

Chester

Philadelphia

Burlington

Camden

Gloucester

0   5   10
Miles

Source: National Establishment Time Series (NETS) Database, 2013

dvrpc

Regional Visitor Attractions Located within a Bus Walkshed

County	Number of Attractions	Examples	Attractions Near a Bus Stop
Bucks	9	Mercer Museum, Michener Art Museum	33%
Burlington	4	Smithville Mansion, Historical Society of Moorestown	30%
Camden	17	Bauhaus Gallery, Haddonfield Historical Society	61%
Chester	6	Historical Society of Phoenixville, Chester County Historical Society	22%
Delaware	11	Talen Energy Stadium, Harrah's Casino	44%
Gloucester	3	Rowan University Musical Theater Company	43%
Mercer	6	Old Barracks, NJ State Museum	46%
Montgomery	15	Abington Arts Center, Keswick Theater	39%
Philadelphia	94	Lincoln Financial Field, Penn Museum	87%

The walkshed was defined as a quarter-mile walk from the bus stop, and 168 of 286 attractions (59 percent) met the criteria. Bus service providers included SEPTA and NJ Transit, while other bus services were not mapped (charter, intercity coach service, etc.).

**Regional Visitor Attractions
Located within a Rail Walkshed (1/2 mile)**

Visitor Attraction

Number of Employees

- 5 - 100
- 101 - 500
- 501 - 1300
— Passenger Rail
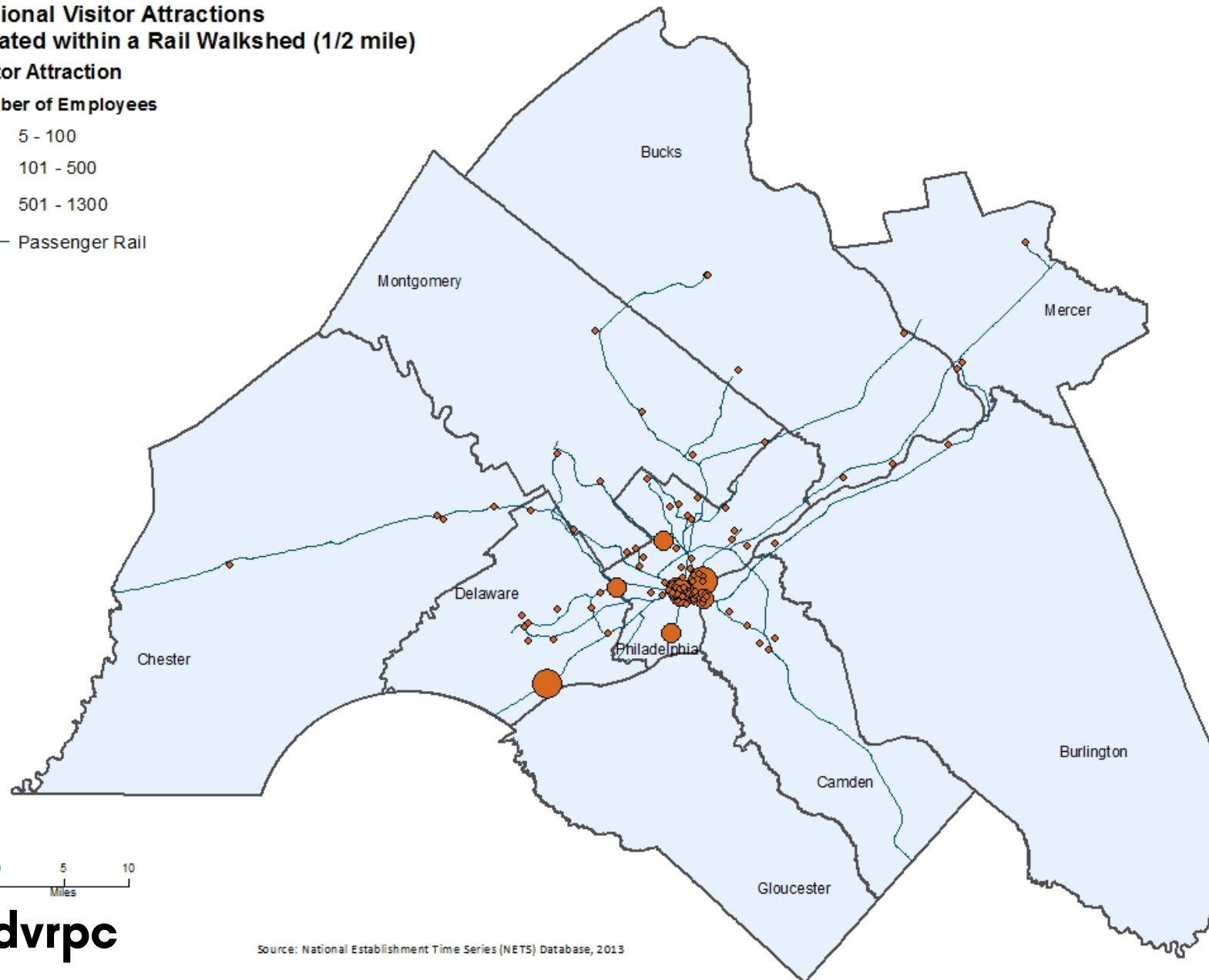
Bucks

Montgomery

Mercer

Delaware

Chester

Philadelphia

Burlington

Camden

Gloucester

0 5 10
Miles

dvrpc

Source: National Establishment Time Series (NETS) Database, 2013

TRANSPORTATION AND TOURISM

Regional Visitor Attractions Located within a Rail Walkshed

County	Number of Attractions	Examples	Attractions Near a Rail Station
Bucks	6	Mercer Museum, Michener Art Museum	22%
Burlington	2	Roebling Historical Society	15%
Camden	10	Battleship New Jersey, Camden City Children's Garden	36%
Chester	4	National Iron & Steel Heritage Museum, Paoli Battlefield	15%
Delaware	12	Taller Dominicano, The Hedgerow Theatre	48%
Gloucester	0	N/A	N/A
Mercer	2	McCarter Theatre, Trenton Thunder	15%
Montgomery	9	Act II Playhouse, Keswick Theatre	24%
Philadelphia	71	Cliveden, The Mann Center	66%

The walkshed was defined as a half-mile walk from the rail station with 123 of 286 attractions (43 percent) meeting the criteria. Rail service providers included Amtrak, SEPTA, NJ Transit, and PATCO.

**Regional Visitor Attractions
Located within a Planned or Completed
Circuit Trails Walkshed (1/4 mile)**

Visitor Attraction

Number of Employees

- 5 - 100
- 101 - 500
- 501 - 1300

— Circuit Trail
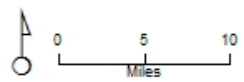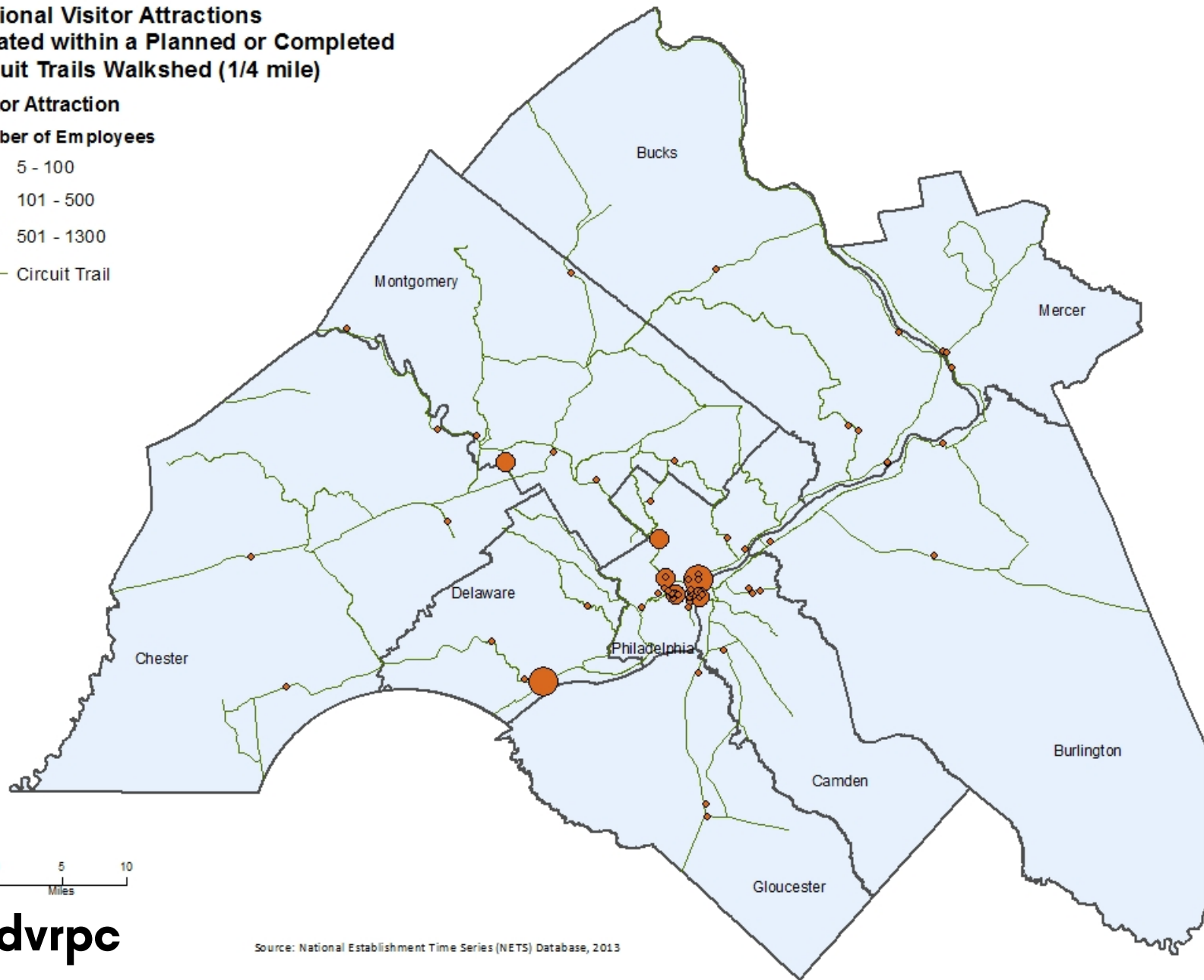
Bucks

Montgomery

Mercer

Delaware

Chester

Philadelphia

Camden

Burlington

Gloucester

0   5   10
Miles

ⵔdvrpc

TRANSPORTATION AND TOURISM

Regional Visitor Attractions Located within a Circuit Trail Walkshed

County	Number of Attractions	Highlights	Attractions Near a Circuit Trail*
Bucks	6	Bristol Cultural Historic Foundation, Bristol Riverside Theatre	22%
Burlington	3	Roebling Historical Society, HomeFineArt	23%
Camden	8	Camden City Children's Garden, Adventure Aquarium	29%
Chester	4	Historical Society of Phoenixville	15%
Delaware	4	Harrah's Casino, Caleb Pusey House	16%
Gloucester	3	Rowan University Musical Theater Company	43%
Mercer	3	Old Barracks, NJ State Museum	23%
Montgomery	8	Indian Valley Arts Foundation, Pottstown Symphony Orchestra	21%
Philadelphia	35	Bartram's Garden, Arden Theatre	33%

The walkshed was defined as a quarter-mile walk from an existing or planned trail on the Circuit and 74 of 286 attractions (26 percent) met the criteria.

Equity Analysis

In addition to the website analysis of the attraction's accessibility to those with access or functional needs and low-income visitors, staff analyzed the location of each attraction using DVRPC's IPD tool. The nine populations of interest (indicators) are: Youth, Older Adult, Female, Racial Minority, Ethnic Minority, Foreign Born, Low English Proficiency, Disabled, and Low Income. Further information about IPD can be found at www.dvrpc.org/webmaps/IPD/#home.

To do this, the 286 attractions from the walkshed analysis were mapped with the IPD census tracts. Eight attractions are located in census tracts without a sufficient population to generate an IPD score and thus were excluded from the analysis.

The table included in Appendix F illustrates how each census tract rated by each of the nine indicators. Census tracts rated average, below average, or well below average for each indicator were identified in the table. This analysis may be the basis for further study in forthcoming fiscal years looking at specific tourism recommendations for communities of concern. The IPD tool could be used to further understand the economic and cultural impact of attractions on surrounding neighborhoods, particularly communities of concern, and identify the prevalence of missing transportation links or accessibility to cultural assets in communities of concern.

Tourism Recommended Actions

This list of actions is the result of the in-person interview process, tourist attraction survey, website analysis, and spatial and equity analysis to specifically target DVRPC work program areas.

Tourism Actions	Responsible Entity				
	DVRPC	Transit Agency	Tourist Attraction	Municipality	DMO
Reach out to DMOs to participate in conversations about access to tourist attractions and other DVRPC studies and committees.	x				x
Enhance DVRPC's *Municipal Funding Resource Guide* with tourism grants and other programs that support tourism infrastructure planning, design, and construction.	x				
Expand and allow municipalities to use DVRPC's Transportation and Community Development Initiative (TCDI) grant money for tourism planning, particularly around access to destinations.	x		x	x	x
Add tourist attractions as a consideration in DVRPC's Transportation Improvement Program (TIP) project prioritization process.	x	x			x
Work with the DMOs and wineries/distilleries to provide safe/designated driver/public transportation options for visitors.	x	x	x	x	x
Study the top three tourism trends in each county to provide recommendations for local municipalities.	x		x	x	x
Work with local community officials to identify potential sites of historic significance. Facilitate meetings with state historic preservation officers to explore Historic Register nominations.	x		x	x	x
Author DVRPC's Municipal Implementation Tools about how tourism can enhance community revitalization. Categories of tourism could include: agritourism, heritage tourism, arts-based tourism, outdoor recreation/trail-based tourism, and LGBTQ tourism.	x				x
Promote existing DMO grants to tourist attractions and member governments.	x		x	x	x
Nominate local destinations/people/events for statewide tourism awards, such as the Keystone Society for Tourism Awards.	x		x	x	x
Further study the use of charter buses to the region, where parking is provided, and the number of visitors via charters. Explore charter bus parking options for local attractions in the suburbs.	x		x	x	x
Plan for tourist infrastructure resilience in the face of climate change (e.g., the Jersey Shore after Sandy).	x	x	x	x	x
Work with local communities on their social media presence and outreach for potential visitors.	x		x	x	x
Develop model zoning regulations for local communities to benefit from and mitigate the impact of additional tourism, particularly Airbnb and CouchSurfing.	x			x	
Make a list of tourism best practices regarding transportation access for stakeholders and community officials.	x		x	x	x

Tourism Actions	Responsible Entity				
	DVRPC	Transit Agency	Tourist Attraction	Municipality	DMO
Work with communities that are in transition to consider tourism as an economic development tool.	x		x	x	
Use DVRPC's Classic Towns Marketing Program to promote National Tourism Week and the importance of tourism as a local economic development tool.	x	x	x	x	x
Educate local partners about TIDs and how they can be used to generate funding to support tourism infrastructure.	x		x		
Further study the prevalence of missing transportation links to cultural assets in communities of concern.	x	x			
Work with community colleges on workforce development needs for tourist attractions. Promote college programs for tourism and hospitality.	x				x
Encourage highway and transit operators, tourist attractions, and airport officials to add universal signage (icons) that do not require being able to read English.		x	x	x	x
Conduct a wayfinding study to assess sign clutter at major regional entry points.	x			x	x
Co-sponsor a workshop with the Bicycle Coalition and the Circuit Coalition to promote tourist attractions as bicycle friendly.	x		x		
Add signage about major arts and cultural destinations or events in nearby transit stations, rail stations, and along the Circuit Trails Network.	x	x		x	
Conduct a study that analyzes the number of bikeshare programs/stations within a half-mile of tourist attractions.	x		x	x	x
Work with municipal officials to promote arts and culture at existing rail stops and bike share programs as an incentive to using transit.	x	x	x	x	
Prioritize trail connections between tourist attractions and the Circuit Trails Network.	x		x	x	x
Convene a task force of regional transit providers to make their communications for tourists easier to understand and streamlined.	x	x	x	x	
Offer trainings for public transit providers so that they can offer tourists helpful advice and information.		x	x		
Work with tourist attractions that are not served by transit (e.g., Longwood Gardens and Peddler's Village) on transportation investments to increase multimodal access to their destinations.	x	x	x	x	x
Promote better information sharing about tourist destinations to transit providers to plan for better service.		x	x	x	
Evaluate the walkability of attractions based on the outcomes of DVRPC's Regional Sidewalk Inventory and prioritize construction of sidewalks to connect highly visited tourist attractions and transit.	x	x	x	x	

Funding Resources

Communities interested in pursuing tourism planning or activities can access the programs listed below. Grant programs are listed by state then provider.

Regional

DVRPC

> **Transportation and Community Development Initiative** is a planning grant that focuses on linking land use and transportation planning by enhancing the existing transportation infrastructure capacity and reinforcing smart growth policies that implement the goals of *Connections 2045*.
> www.dvrpc.org/TCDI/

> **Regional Trails Program** provides planning assistance and financial support to trail developers, counties, municipalities and nonprofit organizations to complete the Circuit, Greater Philadelphia's 750-mile network of multi-use trails.
> www.dvrpc.org/Trails/RegionalTrailsProgram/

Pennsylvania

DCED

> **Marketing to Attract Tourists Program** provides funding to develop programs that support international tourism, sports marketing, outdoor recreation, and cultural attractions.
> www.dced.pa.gov/programs/marketing-to-attract-tourists/

> **Multimodal Transportation Fund** is intended to provide financial assistance to municipalities, councils of governments, businesses, economic development organizations, public transportation agencies, and rail and freight ports to improve transportation assets that enhance communities, pedestrian safety, and transit revitalization.
> www.dced.pa.gov/programs/multimodal-transportation-fund/#.WFLm4Fzl-S8

> **Keystone Communities Program** is a flexible tool for use in community and economic development for a variety of uses, including planning activities, façade grant programs, accessible housing programs, and development grants.
> www.dced.pa.gov/programs/keystone-communities-program-kcp/#.V7S7BDWE0wc

> **Greenways, Trails and Recreation Program** provides funding for the planning, acquisition, development, rehabilitation and repair of greenways, recreational trails, open space, parks, and beautification projects.
> www.dced.pa.gov/programs/greenways-trails-and-recreation-program-gtrp/#.V7S4mTWE0wc

Department of Conservation & Natural Resources (DCNR)

Community Parks and Recreation Grants provide funding and technical assistance support for local recreation and park improvement projects.
www.dcnr.pa.gov/Communities/Grants/CommunityParks%20andRecreationGrants/Pages/default.aspx

Land Conservation, Acquisition, and Stewardship provides grant funding for the acquisition of trail corridors, recreation areas, greenways, critical habitat, and other open space by local government or nonprofit organizations. Programs vary.
www.dcnr.pa.gov/Communities/Grants/LandAcquisitionGrants/Pages/default.aspx

DCNR's Bureau of Recreation and Conservation

Trail Grants provide grants to enhance and expand nonmotorized and motorized trails to meet the goal of having a trail within 15 minutes of every Pennsylvania citizen.
www.dcnr.pa.gov/Communities/Grants/TrailGrants/Pages/default.aspx

Partnerships Grants fund partnerships projects that help build local, county, regional, and statewide capacity to better develop and manage resources through the creation and implementation of public planning processes.
www.dcnr.pa.gov/Communities/Grants/PartnershipGrants/Pages/default.aspx

Pennsylvania Historical and Museum Commission

Keystone Historic Preservation Planning Grants identify, preserve, promote, and protect historic and archaeological resources of Pennsylvania for both the benefit of the public and the revitalization of communities.
www.phmc.pa.gov/Preservation/Grants-Funding/Pages/Planning-Projects.aspx

Keystone Historic Preservation Construction Grants fund nonprofit organizations and local governments for small construction projects for publicly accessible historic resources.
www.phmc.pa.gov/Preservation/Grants-Funding/Pages/Construction-Projects.aspx

Certified Local Government Grants are available to Certified Local Governments for a variety of historic preservation activities.
www.phmc.pa.gov/Preservation/Grants-Funding/Pages/Certified-Local-Government.aspx

New Jersey

Division of Travel and Tourism

Cooperative Marketing Grants provide funding for market–specific tourism opportunities in New Jersey.
www.visitnj.org/grant-opportunities

DMO Grants provide the opportunity to pay for administrative needs through grant funding, which will add significantly to the stability and long-term viability of funded DMOs.
www.visitnj.org/grant-opportunities

New Jersey Historic Trust

1772 Foundation, in cooperation with the New Jersey Historic Trust, offers Capital Preservation Grants, up to $15,000, to nonprofit organizations for repair and restoration projects.
www.njht.org/dca/njht/programs/1772/index.html

Preserve New Jersey Historic Preservation Fund provides two types of historic preservation grants: Historic Site Management grants and Capital Preservation grants.
www.njht.org/dca/njht/programs/preservenj/index.html

Emergency Grant and Loan Fund provides assistance for emergency work to preserve endangered historic properties.
www.njht.org/dca/njht/programs/egl/index.html

Historic Preservation Revolving Loan Fund provides financing for the preservation, improvement, restoration, rehabilitation, and acquisition of historic properties.
www.njht.org/dca/njht/programs/rlf/index.html

New Jersey Cultural Trust

Cultural Trust Grants support capital projects; endowments; and institutional and financial stabilization of arts, history, and humanities organizations in New Jersey.
www.nj.gov/state/culturaltrust/dos_ct_grant_opportunities.html

New Jersey Department of Environmental Protection

The **Green Acres** program provides funding to protect outdoor recreational facilities and open space.
www.nj.gov/dep/greenacres/

Next Steps

To encourage potential visitors to use alternative modes of transportation to access tourist attractions, the option needs to be easy to use, provide a time and cost savings, and have incentives.

As a result of the interest from tourism stakeholders about convening regular meetings, DVRPC will continue to bring together interested tourism stakeholders to discuss improving access and related issues. This group may become part of DVRPC's RCEDF, as tourism is an important sector of the region's economy.

Staff is working internally to elevate tourism as an economic driver as it pertains to the TIP, *Connections 2045*, the regional Comprehensive Economic Development Strategy, the Classic Towns Marketing Program, and the Is Your Downtown Revitalization on Track? tool. In addition, revisions to the www.dvrpc.org/economic web page will be developed to incorporate tourism strategies for communities in transition.

Staff may continue to analyze multimodal access by taking a deeper dive into ridership numbers for various transit routes, assessing tourist attraction visitation data, and further interpreting the IPD analysis. Staff could develop specific recommendations about increasing tourism and access options in the region's cities, suburbs, rural areas, and communities of concern.

References

Dent, Mark. "How Social Media Creates New Philly Tourist Hotspots." Billy Penn. October 9, 2017. billypenn.com/2017/10/09/do-it-for-the-gram-how-social-media-createsnew-philly-tourist-hotspots/

Mural Arts. "A Love Letter for You, Brick Valentines on the Philly Skyline." 2018. www.muralarts.org/artworks/a-love-letter-for-you/

Napier Burkhard, Sara. "7 Travel Trends for 2017 That Will Drive the Global Tourism Industry." Trekk Soft. December 5, 2016. www.trekksoft.com/en/blog/7-travel-trends-for-2017-thatwill-drive-the-global-tourism-industry

Philadelphia Business Journal. "Largest Tourist Attractions in the Philadelphia Region." May 26, 2017. www.bizjournals.com/philadelphia/subscriberonly/2017/05/26/tourist-attractions.html

Plan the Keystone. "Coatesville Station." 2018. www.planthekeystone.com/Pages/Coatesville-Station-Page.aspx

Schultz, Cheryl. Personal communication. August 6, 2018.

Visit New Jersey. "Economic Impact of Tourism in New Jersey." 2017. www.visitnj.org/sites/default/files/2017-nj-economic-impact.pdf

Visit Philadelphia. "Annual Report." 2018. files.visitphilly.com/Visit-Philadelphia-Annual-Report-2018.pdf

Appendix A

Interview Questionnaire

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

Appendix A: Interview Questionnaire

Partners

1. How do you work with the following agencies?
   a. SEPTA
   b. PATCO
   c. NJ Transit
   d. Amtrak
   e. Philadelphia Airport (and other regional airports)
   f. PennDOT
   g. Indego Bike Share
   h. Transportation Management Associations (TMAs)
   i. Other transportation organizations in the Greater Philadelphia region
2. Whom do you speak with most frequently at these agencies?
3. How often do you work with the State Tourism department?
4. How have you interacted with bus companies like Bolt Bus, Megabus, and/or charter bus companies?

Transportation Issues and Opportunities

5. How regularly do you speak with regional attractions to discuss parking, public transit, or other transportation issues?

6. Do you (or the attractions) have data about what percentage of people arrive at each attraction by car/carpool/bike/bus/rail/foot/taxi/carshare/Transportation Network Companies (like Uber and Lyft) etc., and where they are coming from? If you don't have data, do you have any anecdotal impressions of how people get to destinations or where they are coming from?

7. Describe your thoughts on the connections to the region's airports.

8. To whom do you turn to when you have a transportation-related question?

9. What are some transportation-related questions you wish someone would research related to tourism?

10. Do you have a relationship with transit providers to provide passes for conference attendees?

11. How do you deal with transportation logistics for major national events in the Greater Philadelphia region (e.g., Pope visit, Democratic National Convention, etc.)?

12. Is there a map or other resource about bus parking in the region? Is there sufficient bus parking in the region? Who manages these lots? (we are only speaking to bus parking in the city)

About Your Organization

13. How is your agency funded?

14. How often do you advocate for transportation dollars at the state level (e.g., extended PHLASH service included in Pennsylvania State Transportation bill)?

15. How often do you work with other tourism marketing/destination marketing organizations/visitor centers in the Greater Philadelphia region?

16. Do you view each other as competitors or do you have a good working relationship?

17. Do you meet on a regular basis?

18. Where do your "economic impact/regional jobs supported by visitor spending" numbers come from? Is the analysis conducted internally or by an outside agency?

19. What metrics do you use to measure success (e.g., # of visitors, length of stay, hotel beds filled, etc.)?

Industry Trends

20. What is the biggest *overall challenge* facing your agency and/or industry?

21. What is the biggest *transportation* challenge facing your agency and/or industry?

22. What are some trends in the tourism industry?

23. What new groups of visitors are you targeting?

24. What types of experiences are visitors looking for?

Non-motorized transportation (Walking, Biking, etc.)

25. Have you ever surveyed major attractions to see how many of them include walking, biking, and/or public transit directions on their websites?

26. Have you ever surveyed attractions to see how many offer bike parking?

27. Do you know about the Circuit, the Greater Philadelphia's regional trail system? Do you promote it in any way?

28. Do you make any special efforts to target visitors/residents interested in hiking, biking, or other non-motorized forms of transportation?

Overnight Stays

29. Have you had conversations with Airbnb, VRBO, Home Away, Couch Surfing, or other similar businesses? Have you seen any impact on hotel stays as these services grow?

30. Do attraction/hotel deals that advertise "free parking" get more or the same amount of click-thru's as other attraction/hotel deals?

31. Do you invite journalists from other cities to visit the Greater Philadelphia area?

32. What sorts of transportation directions/passes do you provide to visiting journalists?

Appendix B

Tourist Attraction Survey

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

Appendix B: Tourist Attraction Survey

Background

DVRPC, the metropolitan planning organization (MPO) for the nine-county, bi-state, Greater Philadelphia area, is required to develop recommendations surrounding the accessibility of intermodal transportation with respect to travel and tourism activities, as identified in the federal transportation legislation, Fixing America's Surface Transportation Act (FAST Act) of 2015. The FAST Act requires MPOs work with the appropriate transportation and tourism stakeholders to develop strategies to improve access to tourist destinations, identity best practices for improving transportation performance for travelers and tourists, and identify strategies to improve multimodal connectivity between tourist destinations.

Instructions

DVRPC is now identifying pertinent transportation and tourism agencies in the region as key stakeholders in this new planning process to gauge their transportation needs. You are receiving this survey because you have been identified as a key tourist destination. To help us with our mandated planning role, we ask that you answer the questions in this short survey. It should only take 5-10 minutes of your time.

_____

1. What is the name of your attraction?

2. Where is your attraction located?

3. On average, how many visitors do welcome each year?

4. Do you offer any of the following transit-related deals or discounts?

    a. SEPTA Pass Perks

    b. NJ Transit Deals

    c. PATCO Freedom to Save

    d. Amtrak Discounts

    e. N/A

    f. Other (please specify)

5. What is the biggest overall challenge facing your attraction?

6. What is the biggest transportation challenge facing your attraction?

7. Rank the most popular modes of transportation used to reach your attraction

     a. Car

     b. Bicycle

     c. Foot

     d. Bus (public transit)

     e. Bus (private tour bus)

     f. Rail (subway, trolley, regional rail, or Amtrak)

     g. Taxi

     h. Car share

     i. Transportation Network Companies (i.e. Uber, Lyft, etc.)

8. How often do you coordinate with the following transportation agencies (daily, weekly, monthly, quarterly, annually, N/A)?

     a. SEPTA

     b. PATCO

     c. NJ Transit

     d. Amtrak

     e. State Department of Transportation

     f. Indego or other bike share program

     g. Philadelphia PHLASH

     h. Philadelphia International Airport (and other regional airports)

     i. Transportation Management Associations (TMAs)

     j. Private Tour Bus Companies

     k. Transportation Network Companies (i.e. Uber, Lyft, etc.)

     l. Other Transportation Organizations in the Greater Philadelphia Region

9. Does your attraction offer parking for bicycles?

10. If yes, how many racks? Are they well used? Do you advertise this on your website or in promotional materials?

11. What parking options are available at your attraction (flat fee, hourly fee, free, n/a)?

       a. On-site surface lot

       b. On-site garage

       c. Off-site surface lot

       d. Off-site garage

       e. Street parking

       f. Bus (Tour)

       g. How many spots are dedicated to your attraction?

12. Do you include any of the following directions to your attraction on your website?

       a. Public Transit

       b. Bicycling

       c. Walking

       d. Other Alternative Transportation

       e. Do you offer a visitor shuttle?

13. Are there any transportation-related tourism questions you wish someone would research?

14. Are you willing to participate in the Tourism Committee? The group will provide guidance on the recommendations. We estimate meeting 2-3 times per year.

Appendix C

Tourist Attraction Survey Recipients and Respondents

Appendix C: Tourist Attraction Survey Recipients and Respondents*

Attraction	County
Academy of Natural Sciences of Drexel University	Philadelphia
The Adventure Aquarium	Camden
African American Museum	**Philadelphia**
American Swedish Historical Museum	**Philadelphia**
Athenaeum	Philadelphia
The Barnes Arboretum	**Montgomery**
Barnes Foundation	Philadelphia
Bartram's Garden	**Philadelphia**
Bass River State Forest	Burlington (and Ocean)
Batsto Historic Village	Burlington
Battleship New Jersey	**Camden**
Betsy Ross House	Philadelphia
Blue Cross RiverRink	**Philadelphia**
Boathouse Row	Philadelphia
Bowman's Hill Wildflower Preserve	Bucks
Brandywine Conservancy & Museum of Art	Delaware
Camden Children's Garden	Camden
Carpenters' Hall	**Philadelphia**
Chanticleer	Delaware
Chemical Heritage Foundation Museum	Philadelphia
Christ Church and Christ Church Burial Ground	Philadelphia
Citizens Bank Park	Philadelphia
City Hall & Tower	Philadelphia
Colonial Germantown Historic District	Philadelphia
The Discovery Center	**Philadelphia**

*Respondents are indicated in bold.

Attraction	County
Eastern State Penitentiary	Philadelphia
Elfreth's Alley	Philadelphia
Elmwood Park Zoo	Montgomery
Fabric Workshop & Museum	Philadelphia
Fairmount Park	**Philadelphia**
Federal Reserve of Philadelphia	Philadelphia
Fonthill Castle & Museum	**Bucks**
Fort Mifflin	Philadelphia
Franklin Institute	**Philadelphia**
Franklin Square	Philadelphia
Free Library of Philadelphia—Parkway Central	Philadelphia
Garden State Discovery Museum	Camden
Grounds For Sculpture	Mercer
Hill-Keith-Physick House	Philadelphia
Historic Strawberry Mansion	Philadelphia
Hopewell Furnace National Historic Site	**Chester (and Berks)**
Independence National Historic Park	**Philadelphia**
Independence Seaport Museum	Philadelphia
Independence Visitors Center	Philadelphia
Institute of Contemporary Art	**Philadelphia**
James A. Michener Art Museum	Bucks
John Heinz National Wildlife Refuge	Delaware & Philadelphia
Johnson House	Philadelphia
Kimmel Center	**Philadelphia**
King of Prussia Mall	**Montgomery**
Laurel Hill Cemetery	Philadelphia
Laurel Hill Mansion	**Philadelphia**

Attraction	County
Lemon Hill Mansion	Philadelphia
Lincoln Financial Field	Philadelphia
Linvilla Orchards	Delaware
Longwood Gardens	Chester
Love Park	Philadelphia
Morris Arboretum	**Philadelphia**
Museum of the American Revolution	**Philadelphia**
Mütter Museum	**Philadelphia**
National Constitution Center	Philadelphia
National Iron & Steel Heritage Museum	**Chester**
National Liberty Museum	Philadelphia
National Museum of American Jewish History	Philadelphia
New Jersey State Museum	Mercer
Old Barracks Museum	**Mercer**
Once Upon a Nation/Historic Philadelphia	Philadelphia
One Liberty Observation Deck	Philadelphia
Parx Casino	Bucks
Peddler's Village	Bucks
Penn Museum	Philadelphia
Pennsylvania Academy of Fine Arts Museum	Philadelphia
Philadelphia Convention Center	Philadelphia
Philadelphia History Museum at Atwater Kent	**Philadelphia**
Philadelphia Mint	Philadelphia
Philadelphia Museum of Art	**Philadelphia**
Philadelphia Zoo	Philadelphia
Philadelphia's Magic Gardens	**Philadelphia**
Please Touch Museum	Philadelphia

Attraction	County
Princeton and the Battlefield State Park	**Mercer**
Princeton University Art Museum	Mercer
QVC Studio Park	Chester
Reading Terminal Market	Philadelphia
Rittenhousetown Historic District	Philadelphia
Rodin Museum	**Philadelphia**
The Rosenbach	**Philadelphia**
Schuylkill River Trail & Boardwalk	**Philadelphia**
Sesame Place	Bucks
Shofuso Japanese House and Garden	**Philadelphia**
Sister Cities Park	Philadelphia
Smith Memorial Playground	**Philadelphia**
Spruce Street Harbor Park	**Philadelphia**
Sugarhouse Casino	Philadelphia
Talen Energy Stadium	Delaware
Tyler Arboretum	Delaware
Valley Forge Casino	Montgomery
Valley Forge Historic Park	**Montgomery and Chester**
Wagner Free Institute of Science	**Philadelphia**
Welkinweir	**Chester**
Wells Fargo Center	Philadelphia
Woodmere Art Museum	**Philadelphia**
Wyck	**Philadelphia**

Appendix D

Philadelphia Business Journal's Largest Tourist Attractions in the Philadelphia Region Ranked by 2016 Visitors

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

Appendix D: *Philadelphia Business Journal's* Largest Tourist Attractions in the Philadelphia Region Ranked by Number of 2016 Visitors*

Rank	Name	2016 Visitors
1	**Independence National Historical Park** Philadelphia, Pennsylvania	5,067,510
2	**SugarHouse Casino** Philadelphia, Pennsylvania	3,600,000
3	**Valley Forge National Historical Park** King of Prussia, Pennsylvania	2,428,724
4	**Peddler's Village** Lahaska, Pennsylvania	2,000,000
5	**Longwood Gardens** Kennett Square, Pennsylvania	1,350,000
6	**Philadelphia Zoo** Philadelphia, Pennsylvania	1,200,000
7	**Franklin Square** Philadelphia, Pennsylvania	1,114,950
8	**Philadelphia Museum of Art** Philadelphia, Pennsylvania	775,024
9	**The Franklin Institute** Philadelphia, Pennsylvania	700,000
10	**Elmwood Park Zoo** Norristown, Pennsylvania	513,727
11	**Please Touch Museum** Philadelphia, Pennsylvania	480,000
12	**Eastern State Penitentiary Historic Site Inc.** Philadelphia, Pennsylvania	393,308
13	**National Constitution Center** Philadelphia, Pennsylvania	286,687
14	**McGillin's Olde Ale House** Philadelphia, Pennsylvania	278,250

* Note that the 2017 update for this list was published by the *Philadelphia Business Journal* in May of 2018.

Rank	Name	2016 Visitors
15	**The Barnes Foundation** Philadelphia, Pennsylvania	265,393
16	**Academy of Natural Sciences of Drexel University** Philadelphia, Pennsylvania	250,000
17	**Once Upon A Nation/Historic Philadelphia Inc.** Philadelphia, Pennsylvania	194,715
18	**Penn Museum (University of Pennsylvania Museum of Archaeology and Anthropology)** Philadelphia, Pennsylvania	187,124
19	**Morris Arboretum of the University of Pennsylvania** Philadelphia, Pennsylvania	139,000
20	**Independence Seaport Museum** Philadelphia, Pennsylvania	110,000
21	**Brandywine River Museum of Art** Chadds Ford, Pennsylvania	98,000
22	**Battleship New Jersey Museum and Memorial** Camden, New Jersey	88,000
23	**Hopewell Furnace National Historic Site** Elverson, Pennsylvania	54,167
24	**African American Heritage Museum of Southern New Jersey** Atlantic City, New Jersey	27,000
25	**National Iron & Steel Heritage Museum** Coatesville, Pennsylvania	4,000

Appendix E
Identified Tourism Stakeholders

dvrpc
DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

Appendix E: Identified Tourism Stakeholders

Amtrak

Bieber Transportation Group

Bolt Bus

Burlington County Regional Chamber of Commerce

Camden County Regional Chamber of Commerce

Cape May Chamber of Commerce

Casino Reinvestment Development Authority

Center for Greater Philadelphia

Central New Jersey Convention and Visitors Bureau

Central Philadelphia Transportation Management Association

Chester County's Brandywine Valley

Citizens Diplomacy International (formerly International Visitors Council)

David Thomas Trailways

Delaware River Port Authority

Destination DelCo/DelcoTMA

Destination Jersey City

Destination: Trenton

Discover Lancaster

Discover Lehigh Valley

Elite Coach

Executive Coach

Explore Warren

Foundation for Architecture

Go Greater Reading

Greater Newark Convention and Visitors Bureau

Gloucester County Chamber of Commerce

Greater Philadelphia Chamber of Commerce

Greater Philadelphia Convention and Visitors Bureau

Greater Philadelphia Cultural Alliance

Greater Wildwoods Tourism Improvement and Development Authority

Greyhound

Heritage PA

Hershey Harrisburg Regional Visitors Bureau

Hunterdon County Tourism

Indego

Independence Visitor Center Corporation

Klein Transportation

Lyft

Martz Trailways

MCI Coach

Meadowlands Liberty Convention

Meet Atlantic City

Megabus

Monmouth County Tourism

Morris County Tourism Bureau

New Hope & Ivyland Railroad

New Jersey Department of Transportation

New Jersey Division of Travel and Tourism

New Jersey Economic Development Authority

New Jersey's Heartland (includes Gloucester County)

NJTransit

Ocean County Business Development and Tourism

PATCO

PennDOT

Pennsylvania Amusement Parks Association

Pennsylvania Association of Bed and Breakfasts

Pennsylvania Bus Association

Pennsylvania Campground Association

Pennsylvania Federation of Museums & Historical Organizations

Pennsylvania Recreation and Park Society

Pennsylvania Restaurant & Lodging Association

Pennsylvania Ski Area Association

Pennsylvania Travel and Tourism

Pennsylvania Winery Association

Perkiomen Tours

Philadelphia International Airport

Philadelphia PHLASH

Princeton Regional Convention and Visitors Bureau

R & J Transportation

Select Greater Philadelphia

SEPTA

Somerset County Tourism

Southern Ocean County Chamber of Commerce

Southern Shore Regional DMO

South Jersey Wine Tours

South Jersey Development Council

South Jersey Wine Trails

STARR Tours

Susquehanna Trailways

Sussex County Chamber of Commerce

The Bicycle Coalition

The Circuit Coalition

Uber

Unique Limousine

University City District

U.S. Travel Association

Valley Forge and Montgomery County, Pennsylvania

Visit Bucks County

Visit Delaware

Visit Pennsylvania

Visit Philadelphia

Visit South Jersey

Werner Bus Lines

West Chester Railroad

Appendix F

Indicators of Potential Disadvantage
Analysis by Census Tract of Attraction

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
APA Music & Pictures	Bucks	Below Average	Average	Average	Average	Average	Above Average	Average	Average	Average
Edward T. Allard Inc.	Bucks	Average	Average	Average	Average	Average	Above Average	Average	Below Average	Below Average
Bristol Cultural Historical Foundation	Bucks	Average	Below Average	Above Average	Average	Above Average	Below Average	Average	Above Average	Above Average
Bristol Riverside Theatre	Bucks	Average	Below Average	Above Average	Average	Above Average	Below Average	Average	Above Average	Above Average
Mercer Museum	Bucks	Below Average	Well Above Average	Above Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Fonthill Museum	Bucks	Below Average	Well Above Average	Above Average	Below Average	Average	Average	Below Average	Well Above Average	Average
Bucks County Horse Park	Bucks	Below Average	Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average
Music & Voices	Bucks	Below Average	Well Above Average	Above Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Lomax	Bucks	Average	Average	Average	Below Average	Below Average	Average	Average	Average	Below Average
Four Wheel Drive Trailblazers	Bucks	Average	Above Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average
Parx Casino	Bucks	Average	Well Above Average	Above Average	Average	Average	Well Above Average	Well Above Average	Well Above Average	Above Average
Hellyer Performing Art Center	Bucks	Average	Average	Average	Below Average	Average	Average	Average	Average	Below Average
Heritage Conservancy	Bucks	Average	Above Average	Above Average	Below Average	Below Average	Below Average	Below Average	Average	Below Average
Historic Fallsington	Bucks	Below Average	Average	Average	Below Average	Average	Below Average	Below Average	Above Average	Average
Washington Crossing Historic Park	Bucks	Average	Above Average	Average	Below Average	Below Average	Average	Below Average	Below Average	Below Average

*Source: DVRPC, NETS database, 2013. NETS data includes industries within the Arts, Entertainment, and Recreation sector (Amusement Parks & Arcades; Museums, Historic Sites & Zoos; Performing Arts Companies; and Spectator Sports) and the Accommodation and Food Services sector (Gambling Establishments). Please note that the NETS database is based on business addresses, so an attraction may appear on this list more than once if it comprises more than one corporate entity. Similarly, an attraction may appear more than once if it is located in more than one census tract.

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Parx Casino	Bucks	Average	Well Above Average	Above Average	Average	Average	Well Above Average	Well Above Average	Well Above Average	Above Average
James A. Michener Art Museum	Bucks	Below Average	Well Above Average	Above Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
JCSM	Bucks	Below Average	Well Above Average	Above Average	Below Average	Average	Average	Average	Well Above Average	Below Average
Langhorne Enterprise Group	Bucks	Average	Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Vincent Lopez Orchestra	Bucks	Average	Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Average
MVP Sports Training Fitness	Bucks	Average	Average	Below Average	Below Average	Average	Average	Average	Average	Average
Newtown Historic Association	Bucks	Average	Above Average	Below Average	Below Average	Well Below Average	Below Average	Below Average	Below Average	Below Average
East Valley Park	Bucks	Average	Above Average	Average	Below Average	Below Average	Below Average	Below Average	Average	Below Average
Seaworld Parks & Entertainment	Bucks	Below Average	Well Above Average	Average	Below Average	Average	Average	Average	Well Above Average	Below Average
Sesame Place	Bucks	Below Average	Well Above Average	Average	Below Average	Average	Average	Average	Well Above Average	Below Average
Warwick Golf Farm	Bucks	Average	Above Average	Above Average	Below Average	Average	Average	Below Average	Below Average	Below Average
7 Deuce Sports	Burlington	Above Average	Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Bernie's Racing Stable	Burlington	Above Average	Average	Below Average	Below Average	Average	Below Average	Below Average	Average	Below Average
Philadelphia German Brass Bands	Burlington	Well Below Average	Well Above Average	Above Average	Below Average	Average	Below Average	Below Average	Well Above Average	Average
Smithville Mansion	Burlington	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average	Below Average
Holla Records	Burlington	Below Average	Above Average	Average	Well Above Average	Average	Average	Average	Well Above Average	Average
Historical Society Moorestown	Burlington	Average	Above Average	Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average
Home Fine Art	Burlington	Average	Below Average	Below Average	Average	Average	Average	Average	Average	Above Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Joe-Dan Farm	Burlington	Average	Above Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Made 2 Laff Entertainment	Burlington	Below Average	Well Above Average	Average	Well Above Average	Average	Average	Average	Average	Below Average
New Farm	Burlington	Average	Average	Above Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Out of Town Entertainment	Burlington	Well Below Average	Average	Above Average	Average	Average	Average	Average	Below Average	Below Average
Roebling Historical Society	Burlington	Average	Average	Above Average	Below Average	Average	Below Average	Below Average	Average	Average
Time Is Money	Burlington	Above Average	Below Average	Average	Average	Average	Average	Average	Average	Average
Atco Raceway	Camden	Below Average	Average	Average	Below Average	Below Average	Below Average	Below Average	Average	Below Average
Bauhaus Gallery	Camden	Below Average	Average	Above Average	Below Average	Average	Below Average	Below Average	Average	Below Average
Adventure Aquarium	Camden	Below Average	Average	Average	Above Average	Average	Average	Average	Above Average	Above Average
Camden River Sharks	Camden	Below Average	Average	Average	Above Average	Average	Average	Average	Above Average	Above Average
Camden City Children's Garden	Camden	Below Average	Average	Average	Above Average	Average	Average	Average	Above Average	Above Average
Camden County Historical Society	Camden	Above Average	Below Average	Average	Well Above Average	Above Average	Below Average	Average	Well Above Average	Above Average
Barclay Farmstead Museum	Camden	Average	Average	Above Average	Average	Average	Above Average	Above Average	Average	Average
Clementon Park	Camden	Average	Below Average	Average	Average	Average	Average	Average	Average	Average
Mozart Friends Opera Festival	Camden	Average	Below Average	Below Average	Average	Average	Average	Average	Average	Average
Garden State Discovery Museum	Camden	Above Average	Average	Average	Average	Below Average	Above Average	Average	Average	Below Average
Greater South Jersey Chorus	Camden	Above Average	Average	Average	Average	Average	Above Average	Above Average	Below Average	Below Average
Haddonfield Historical Society	Camden	Above Average	Above Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Battleship New Jersey	Camden	Below Average	Average	Average	Above Average	Average	Average	Average	Above Average	Above Average
International Sports Center	Camden	Below Average	Above Average	Average	Below Average	Average	Average	Average	Average	Below Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Jersey Sharks	Camden	Average	Average	Above Average	Below Average	Average	Below Average	Below Average	Average	Average
Marc Rose Music & Entertainment	Camden	Above Average	Average	Below Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Hard Rock Park	Camden	Average	Average	Average	Average	Average	Average	Average	Above Average	Average
PAPA	Camden	Average	Below Average	Below Average	Average	Average	Average	Average	Average	Average
Red Line Officials	Camden	Average	Average	Average	Below Average	Average	Average	Above Average	Average	Average
Clementon Amusement Park	Camden	Average	Below Average	Average	Average	Average	Average	Average	Average	Average
Soccer Man	Camden	Above Average	Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
South Jersey Lynx Football Club	Camden	Above Average	Below Average	Average	Well Above Average	Well Above Average	Well Above Average	Well Above Average	Average	Well Above Average
Jersey Championship Wrestling	Camden	Below Average	Average	Average	Average	Average	Average	Average	Average	Average
Stinger Mark Band	Camden	Average	Average	Average	Average	Above Average	Average	Average	Average	Average
Symphony In C	Camden	Below Average	Average	Average	Above Average	Average	Average	Average	Above Average	Above Average
TKM Hoops	Camden	Below Average	Above Average	Below Average	Average	Average	Well Above Average	Well Above Average	Above Average	Average
Upstage Right Productions	Camden	Above Average	Average	Average	Average	Average	Above Average	Above Average	Below Average	Below Average
Village Playbox	Camden	Average	Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
2uesdaynite Band	Chester	Average	Above Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
American Helicopter Museum	Chester	Above Average	Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average
Avon Grove Flag Football League	Chester	Above Average	Below Average	Average	Below Average	Well Above Average	Above Average	Above Average	Below Average	Average
BMH Records	Chester	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average	Average
Brandywine Ballet Company	Chester	Below Average	Below Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Chester County Historical Society	Chester	Below Average	Above Average	Average	Below Average	Below Average	Average	Below Average	Average	Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Deltec USA	Chester	Above Average	Below Average	Below Average	Below Average	Well Above Average	Well Above Average	Well Above Average	Below Average	Average
Fuller Martial Arts	Chester	Above Average	Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average	Below Average
National Iron & Steel Heritage Museum	Chester	Well Above Average	Below Average	Above Average	Above Average	Above Average	Average	Average	Average	Above Average
Historical Society of the Phoenixville Area	Chester	Below Average	Below Average	Below Average	Average	Above Average	Above Average	Above Average	Average	Average
Historic Yellow Springs	Chester	Above Average	Average	Average	Below Average	Below Average	Below Average	Below Average	Well Below Average	Below Average
Independence Hall Association	Chester	Above Average	Average	Average	Below Average	Average	Average	Below Average	Average	Below Average
Jenkins Arboretum	Chester	Average	Average	Average	Below Average	Below Average	Average	Below Average	Below Average	Below Average
Jenkins Competition	Chester	Above Average	Average	Above Average	Below Average	Average	Average	Below Average	Below Average	Average
Karen Myers & Co.	Chester	Above Average	Below Average	Average	Below Average	Well Above Average	Well Above Average	Well Above Average	Below Average	Average
Ku Titans Football	Chester	Average	Above Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Longwood Gardens	Chester	Average	Above Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Maria Butte Music	Chester	Above Average	Average	Average	Average	Average	Below Average	Average	Average	Average
Open Land Conservancy	Chester	Above Average	Average	Average	Below Average	Below Average	Average	Average	Below Average	Below Average
Paoli Battlefield	Chester	Above Average	Average	Above Average	Below Average	Average	Average	Below Average	Below Average	Average
Play a Round Golf America	Chester	Above Average	Below Average	Below Average	Average	Average	Above Average	Average	Below Average	Below Average
Primitive Hall Foundation	Chester	Average	Above Average	Below Average	Below Average	Average	Below Average	Average	Below Average	Below Average
Sanderson Museum	Chester	Average	Well Above Average	Above Average	Below Average	Below Average	Average	Below Average	Average	Below Average
Steel Bands	Chester	Average	Above Average	Above Average	Below Average	Average	Average	Average	Average	Average
Tennis Farm	Chester	Above Average	Average	Average	Below Average	Average	Average	Below Average	Average	Below Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Uncle Buck Country Band	Chester	Below Average	Well Above Average	Average	Below Average	Well Below Average	Below Average	Below Average	Average	Below Average
USTA Middle States	Chester	Above Average	Average	Below Average	Below Average	Average	Below Average	Below Average	Well Below Average	Below Average
William Brinton 1794 House	Delaware	Average	Above Average	Below Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Caleb Pusey House	Delaware	Above Average	Average	Below Average	Average	Average	Below Average	Below Average	Above Average	Above Average
Chanticleer Foundation	Delaware	Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Colonial Pennsylvania Plantation	Delaware	Average	Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Cheers Performances	Delaware	Average	Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Far Post	Delaware	Below Average	Well Above Average	Below Average	Below Average	Average	Below Average	Below Average	Average	Below Average
Friends of Swedish Cabin	Delaware	Average	Average	Average	Average	Average	Average	Average	Average	Average
Friends of The Caleb	Delaware	Above Average	Average	Below Average	Average	Average	Below Average	Below Average	Above Average	Above Average
Turf Club in Upper Darby	Delaware	Above Average	Below Average	Average	Well Above Average	Average	Well Above Average	Well Above Average	Average	Well Above Average
Harrah's Chester Casino Racetrack	Delaware	Average	Above Average	Well Above Average	Well Above Average	Average	Below Average	Average	Well Above Average	Well Above Average
Hedgerow Theatre	Delaware	Average	Average	Average	Below Average	Below Average	Average	Average	Average	Below Average
International Ballet Classique	Delaware	Average	Above Average	Average	Below Average	Average	Average	Below Average	Average	Below Average
John J. Tyler Arboretum	Delaware	Below Average	Well Above Average	Below Average	Below Average	Average	Below Average	Below Average	Average	Below Average
Philadelphia Union	Delaware	Average	Below Average	Well Below Average	Well Above Average	Average	Below Average	Average	Well Above Average	Well Above Average
Leiper Historic House	Delaware	Average	Above Average	Average	Below Average	Below Average	Average	Average	Average	Below Average
MN Leisure Services	Delaware	Below Average	Well Above Average	Average	Below Average	Below Average	Average	Average	Average	Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Mum Puppettheatre	Delaware	Average	Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Oasis Family Fun Center	Delaware	Below Average	Average	Well Below Average	Average	Below Average	Below Average	Below Average	Below Average	Below Average
Peppers Ghost	Delaware	Average	Average	Below Average	Below Average	Below Average	Average	Average	Below Average	Below Average
Philadelphia Triathlon	Delaware	Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Players Club of Swarthmore	Delaware	Average	Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Prendie Soccer	Delaware	Average	Below Average	Average	Above Average	Average	Well Above Average	Well Above Average	Below Average	Above Average
Media Theater	Delaware	Below Average	Average	Above Average	Below Average	Average	Average	Below Average	Average	Average
Blue Chips Girls Basketball	Delaware	Average	Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Taller Dominicano	Delaware	Average	Below Average	Average	Above Average	Well Below Average	Average	Below Average	Average	Average
Coiled	Gloucester	Average	Average	Average	Below Average	Below Average	Below Average	Below Average	Average	Below Average
Devils Quill Promotions	Gloucester	Average	Average	Above Average	Below Average	Average	Below Average	Average	Above Average	Average
Kill Radiocom	Gloucester	Average	Average	Average	Below Average	Average	Below Average	Below Average	Average	Average
Original Hobo Band	Gloucester	Average	Average	Below Average	Below Average	Average	Below Average	Below Average	Below Average	Average
Orseno Joseph Jr. Racing	Gloucester	Average	Average	Average	Below Average	Below Average	Below Average	Below Average	Average	Below Average
Proof Productions	Gloucester	Below Average	Below Average	Average	Average	Average	Average	Average	Above Average	Above Average
Rowan University Musical Theatre Co.	Gloucester	Well Below Average	Well Below Average	Below Average	Average	Average	Below Average	Below Average	Below Average	Above Average
David Sarnoff Library	Mercer	Above Average	Below Average	Above Average	Above Average	Average	Well Above Average	Above Average	Below Average	Below Average
Hightstown Diner	Mercer	Average	Average	Average	Below Average	Average	Average	Below Average	Average	Below Average
Trenton Thunder Baseball Club	Mercer	Average	Below Average	Average	Average	Well Above Average	Above Average	Well Above Average	Above Average	Above Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Fabulous Greaseband	Mercer	Below Average	Above Average	Average	Below Average	Average	Above Average	Average	Below Average	Below Average
Grounds For Sculpture	Mercer	Average	Below Average	Average	Average	Above Average	Well Above Average	Above Average	Below Average	Average
NJ Center for Life Science	Mercer	Average	Below Average	Well Below Average	Average	Well Above Average	Well Above Average	Well Above Average	Average	Well Above Average
McCarter Theatre Co	Mercer	Well Below Average	Well Below Average	Below Average	Average	Average	Above Average	Average	Well Below Average	Below Average
Howell Living History Farm	Mercer	Average	Average	Below Average	Average	Average	Average	Average	Below Average	Below Average
Old Barracks Museum	Mercer	Average	Average	Average	Well Above Average	Average	Average	Average	Well Above Average	Above Average
Princeton Symphony Orchestra	Mercer	Above Average	Above Average	Below Average	Average	Average	Above Average	Average	Below Average	Below Average
Princeton Tigertones	Mercer	Well Below Average	Well Below Average	Below Average	Average	Average	Above Average	Average	Well Below Average	Below Average
New Jersey State Museum	Mercer	Average	Average	Average	Well Above Average	Average	Average	Average	Well Above Average	Above Average
Uptop Entertainment	Mercer	Above Average	Average	Well Above Average	Well Above Average	Average	Average	Average	Average	Above Average
28th Pennsylvania Regimen	Montgomery	Average	Average	Below Average	Average	Average	Average	Average	Below Average	Average
A Sharp Production	Montgomery	Average	Above Average	Below Average	Average	Below Average	Above Average	Average	Below Average	Below Average
A+ Entertainment	Montgomery	Average	Below Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Abington Art Center	Montgomery	Below Average	Above Average	Average	Average	Average	Average	Average	Average	Below Average
ABK Music & Media Group	Montgomery	Below Average	Above Average	Average	Average	Average	Average	Average	Average	Average
Act II Playhouse	Montgomery	Average	Below Average	Average	Average	Average	Average	Average	Below Average	Average
Anthracite Railroads Historical Society	Montgomery	Above Average	Below Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Barnes Arboretum	Montgomery	Average	Average	Average	Below Average	Below Average	Average	Below Average	Below Average	Below Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Arnolds Go Carts	Montgomery	Above Average	Below Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Captain Nemo's Aquarium Superstore	Montgomery	Well Below Average	Well Above Average	Above Average	Average	Average	Average	Average	Well Above Average	Average
Country Club Editions	Montgomery	Below Average	Below Average	Below Average	Average	Average	Average	Average	Average	Average
David Zeidman Entertainment	Montgomery	Below Average	Average	Well Above Average	Average	Average	Average	Below Average	Below Average	Average
Roth Living Farm Museum	Montgomery	Average	Average	Average	Average	Below Average	Above Average	Average	Average	Below Average
Electric Factory Concert	Montgomery	Average	Well Above Average	Average	Average	Below Average	Above Average	Average	Average	Below Average
Henry Botanic Garden	Montgomery	Average	Well Above Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Larry Hyde Tennis Camp	Montgomery	Average	Well Above Average	Above Average	Average	Average	Below Average	Below Average	Average	Average
Indian Valley Arts Foundation	Montgomery	Average	Average	Average	Below Average	Average	Average	Average	Average	Average
Keswick Theatre	Montgomery	Above Average	Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Krinsky Julian Camps	Montgomery	Below Average	Below Average	Below Average	Average	Average	Well Above Average	Above Average	Below Average	Below Average
Legacy Performing Arts	Montgomery	Average	Average	Above Average	Average	Average	Below Average	Below Average	Above Average	Average
Arena Basketball League	Montgomery	Below Average	Above Average	Above Average	Average	Average	Well Above Average	Above Average	Average	Below Average
Los Manatees	Montgomery	Above Average	Below Average	Average	Below Average	Below Average	Average	Average	Below Average	Below Average
Peter Wentz Farmstead	Montgomery	Above Average	Average	Average	Average	Average	Average	Average	Below Average	Below Average
Pennypacker Mills	Montgomery	Above Average	Below Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Below Average
Pattonium	Montgomery	Above Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Peter Wentz Farmstead Society	Montgomery	Below Average	Above Average	Average	Below Average	Average	Average	Average	Average	Below Average
Pieces A Dream	Montgomery	Average	Above Average	Above Average	Average	Average	Above Average	Average	Average	Below Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Pottstown Symphony Orchestra	Montgomery	Above Average	Below Average	Below Average	Average	Above Average	Below Average	Average	Above Average	Well Above Average
Riverbend Environmental Education Center	Montgomery	Average	Well Above Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
SEFG Entertainment	Montgomery	Average	Well Above Average	Average	Average	Below Average	Above Average	Average	Average	Below Average
Special Blendz	Montgomery	Below Average	Well Above Average	Average	Below Average	Below Average	Below Average	Below Average	Well Above Average	Below Average
Spyder 51	Montgomery	Above Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Dewart & Associates	Montgomery	Below Average	Average	Average	Below Average	Below Average	Average	Average	Average	Below Average
UK Elite Soccer	Montgomery	Average	Well Above Average	Average	Average	Below Average	Above Average	Average	Average	Below Average
Radisson Valley Forge Hotel	Montgomery	Below Average	Above Average	Above Average	Average	Average	Well Above Average	Above Average	Average	Below Average
Willow Manor Players	Montgomery	Above Average	Above Average	Average	Below Average	Well Below Average	Average	Average	Below Average	Below Average
Zenescope Entertainment	Montgomery	Average	Below Average	Below Average	Below Average	Below Average	Average	Average	Below Average	Below Average
Zeo Brothers Productions	Montgomery	Average	Below Average	Average	Below Average	Average	Below Average	Below Average	Below Average	Average
1709 Walnut Street	Philadelphia	Well Below Average	Average	Average	Average	Average	Well Above Average	Average	Below Average	Average
Academy of Natural Sciences	Philadelphia	Well Below Average	Average	Average	Average	Average	Above Average	Average	Below Average	Average
Academy of Natural Sciences	Philadelphia	Well Below Average	Average	Average	Average	Average	Above Average	Average	Below Average	Average
African American Museum	Philadelphia	Below Average	Below Average	Below Average	Above Average	Average	Well Above Average	Well Above Average	Below Average	Above Average
Allens Lane Art Center	Philadelphia	Average	Above Average	Above Average	Below Average	Average	Average	Below Average	Below Average	Below Average
American Interfaith Institute	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
American Theatre Arts	Philadelphia	Well Below Average	Average	Average	Average	Average	Well Above Average	Average	Below Average	Average
Aramark Entertainment	Philadelphia	Well Below Average	Well Below Average	Below Average	Average	Average	Above Average	Average	Well Below Average	Above Average
Arden Theater Company	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Art Sanctuary	Philadelphia	Well Below Average	Below Average	Below Average	Average	Below Average	Average	Below Average	Average	Average
Asian Arts Initiative	Philadelphia	Well Below Average	Below Average	Well Below Average	Above Average	Average	Well Above Average	Well Above Average	Average	Above Average
AMLA	Philadelphia	Above Average	Below Average	Below Average	Above Average	Well Above Average	Average	Well Above Average	Well Above Average	Well Above Average
Astral Artists	Philadelphia	Well Below Average	Average	Average	Average	Average	Above Average	Average	Below Average	Average
Atwater Kent Museum	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Awbury Arboretum Association	Philadelphia	Below Average	Average	Above Average	Well Above Average	Below Average	Below Average	Average	Well Above Average	Above Average
Cerealart	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Chamber Orchestra of Philadelphia	Philadelphia	Well Below Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Cliveden of The National Trust	Philadelphia	Average	Average	Average	Well Above Average	Below Average	Below Average	Below Average	Above Average	Well Above Average
The Crossing	Philadelphia	Below Average	Above Average	Above Average	Average	Average	Average	Below Average	Below Average	Below Average
D & A Longlife	Philadelphia	Below Average	Average	Average	Below Average	Average	Below Average	Below Average	Above Average	Average
American Ballet Competition	Philadelphia	Average	Below Average	Below Average	Below Average	Average	Below Average	Below Average	Above Average	Average
Fabric Workshop And Museum	Philadelphia	Well Below Average	Well Below Average	Well Below Average	Above Average	Average	Average	Average	Average	Above Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Fabric Workshop Museum	Philadelphia	Well Below Average	Well Below Average	Well Below Average	Above Average	Average	Average	Average	Average	Above Average
Fralinger Stringband	Philadelphia	Below Average	Average	Average	Average	Average	Average	Above Average	Above Average	Above Average
Freeman Cultural Arts	Philadelphia	Well Below Average	Well Above Average	Well Above Average	Below Average	Below Average	Average	Average	Above Average	Below Average
Friends Chamounix Tennis Courts	Philadelphia	Well Below Average	Well Below Average	Above Average	Average	Average	Above Average	Average	Well Below Average	Average
Shofuso	Philadelphia	Average	Average	Well Above Average	Well Above Average	Below Average	Below Average	Below Average	Above Average	Well Above Average
Garden of Eden Productions	Philadelphia	Above Average	Below Average	Below Average	Well Above Average	Average	Above Average	Above Average	Above Average	Well Above Average
Celebrity	Philadelphia	Above Average	Below Average	Well Above Average	Well Above Average	Average	Average	Average	Above Average	Above Average
Green Legion	Philadelphia	Well Below Average	Below Average	Below Average	Average	Average	Average	Below Average	Below Average	Below Average
Philadelphia Park	Philadelphia	Well Below Average	Well Above Average	Well Above Average	Below Average	Below Average	Average	Average	Above Average	Below Average
Homeline Entertainment	Philadelphia	Above Average	Average	Above Average	Well Above Average	Average	Below Average	Below Average	Average	Above Average
SugarHouse	Philadelphia	Well Above Average	Average	Below Average	Well Above Average	Above Average	Below Average	Above Average	Well Above Average	Well Above Average
Illstyle & Peace Productions	Philadelphia	Well Below Average	Well Below Average	Below Average	Above Average	Average	Well Above Average	Above Average	Below Average	Above Average
Independence Seaport Museum	Philadelphia	Well Below Average	Average	Average	Average	Average	Average	Average	Below Average	Below Average
Inflowential	Philadelphia	Well Above Average	Below Average	Below Average	Well Above Average	Well Above Average	Well Above Average	Well Above Average	Average	Above Average
Interpretive Space	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Above Average	Average	Below Average	Average
Joseph A. Ferko String Band	Philadelphia	Average	Below Average	Below Average	Below Average	Average	Below Average	Below Average	Above Average	Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Latin Fiesta	Philadelphia	Below Average	Average	Above Average	Below Average	Below Average	Average	Below Average	Average	Average
Lenny & Soul Sender	Philadelphia	Well Above Average	Average	Well Above Average	Well Above Average	Below Average	Above Average	Above Average	Above Average	Well Above Average
Lest We Forget Black Holocaust	Philadelphia	Below Average	Average	Above Average	Below Average	Average	Above Average	Above Average	Above Average	Average
The Liberty Museum	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Lisa M. Reisman & Cie	Philadelphia	Well Below Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Man Full of Trouble Tavern Museum	Philadelphia	Below Average	Above Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
Mann Center	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Above Average	Average	Below Average	Average
Mann Center	Philadelphia	Average	Average	Average	Well Above Average	Below Average	Below Average	Below Average	Above Average	Above Average
Mummers Museum	Philadelphia	Below Average	Below Average	Above Average	Average	Average	Average	Average	Average	Average
Muse Foundation	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Museum of Nursing History	Philadelphia	Well Below Average	Below Average	Below Average	Above Average	Average	Below Average	Below Average	Average	Well Above Average
Musicology Arts & Cultural Center	Philadelphia	Above Average	Below Average	Above Average	Above Average	Above Average	Below Average	Average	Well Above Average	Well Above Average
Mystery Café	Philadelphia	Below Average	Above Average	Average	Below Average	Average	Average	Below Average	Below Average	Below Average
American Revolution Center	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
National Museum of American Jewish History	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
National Museum of Murals & Mosaics	Philadelphia	Below Average	Below Average	Below Average	Below Average	Average	Average	Below Average	Below Average	Below Average
New Paradise Labs Theatre	Philadelphia	Below Average	Below Average	Well Below Average	Average	Well Above Average	Average	Above Average	Average	Above Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Newman Galleries	Philadelphia	Well Below Average	Average	Average	Average	Average	Well Above Average	Average	Below Average	Average
Northeast Rockers	Philadelphia	Below Average	Well Above Average	Above Average	Average	Average	Average	Average	Well Above Average	Average
Old Academy Players	Philadelphia	Below Average	Below Average	Average	Average	Average	Below Average	Average	Below Average	Average
Opera Company of Philadelphia	Philadelphia	Well Below Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Orchestra 2001	Philadelphia	Well Below Average	Above Average	Average	Average	Average	Well Above Average	Above Average	Average	Average
Pennsylvania Academy of Fine Arts	Philadelphia	Well Below Average	Average	Average	Average	Average	Above Average	Average	Below Average	Average
PA Ballet	Philadelphia	Well Below Average	Well Above Average	Well Above Average	Below Average	Below Average	Average	Average	Above Average	Below Average
Pentimenti Galleries	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Philadelphia Art Alliance	Philadelphia	Well Below Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Philadelphia Chamber Music Society	Philadelphia	Well Below Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Betsy Ross House	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Philadelphia Symphony	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Above Average	Average	Below Average	Average
Grand Army of the Republic Museum	Philadelphia	Well Above Average	Below Average	Average	Above Average	Well Above Average	Average	Above Average	Well Above Average	Well Above Average
Philadelphia Legends of Jazz	Philadelphia	Above Average	Below Average	Average	Well Above Average	Average	Below Average	Average	Average	Well Above Average
Fleisher Art Memorial	Philadelphia	Below Average	Below Average	Average	Average	Average	Average	Average	Average	Below Average
Philadelphia Museum of Art	Philadelphia	Well Below Average	Well Below Average	Well Below Average	Above Average	Average	Average	Average	Average	Above Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
Philadelphia Museum of Art	Philadelphia	Well Below Average	Well Below Average	Above Average	Average	Average	Above Average	Average	Well Below Average	Average
Philadelphia Museum of Art	Philadelphia	Well Below Average	Average	Average	Average	Below Average	Average	Average	Below Average	Below Average
Philadelphia Orchestra Association	Philadelphia	Well Below Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Philadelphia Singers	Philadelphia	Well Below Average	Well Below Average	Well Below Average	Above Average	Average	Average	Average	Average	Above Average
Philadelphia Shakespeare Theatre	Philadelphia	Well Below Average	Average	Average	Average	Average	Well Above Average	Average	Below Average	Average
Pig Iron Theatre Company	Philadelphia	Below Average	Below Average	Well Below Average	Average	Well Above Average	Average	Above Average	Average	Above Average
Please Touch Museum	Philadelphia	Well Below Average	Well Below Average	Above Average	Average	Average	Above Average	Average	Well Below Average	Average
Philadelphia Shakespeare Festival	Philadelphia	Well Below Average	Average	Average	Average	Average	Well Above Average	Average	Below Average	Average
Regional Preforming Arts Center	Philadelphia	Well Below Average	Average	Average	Below Average	Average	Average	Average	Below Average	Below Average
Rennie Harris Pure Movement	Philadelphia	Well Below Average	Well Above Average	Well Above Average	Below Average	Below Average	Average	Average	Above Average	Below Average
Rose Metzger Fine Art Co.	Philadelphia	Well Below Average	Well Below Average	Below Average	Average	Average	Above Average	Average	Below Average	Well Above Average
Betsy Ross House	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Average	Below Average	Below Average	Average
Standing Room Only Productions	Philadelphia	Average	Above Average	Above Average	Well Above Average	Below Average	Average	Average	Above Average	Average
SugarHouse Casino	Philadelphia	Well Below Average	Well Below Average	Average	Average	Average	Average	Average	Well Below Average	Below Average
SugarHouse Casino	Philadelphia	Well Below Average	Well Below Average	Average	Average	Average	Average	Average	Well Below Average	Below Average

Company	County	Youth	Older Adult	Female	Racial Minority	Ethnic Minority	Foreign Born	Low English Proficiency	Disabled	Low Income
SugarHouse Casino	Philadelphia	Well Below Average	Well Below Average	Average	Average	Average	Average	Average	Well Below Average	Below Average
Taller Puertorriqueno	Philadelphia	Well Above Average	Below Average	Below Average	Above Average	Well Above Average	Average	Well Above Average	Well Above Average	Well Above Average
Theatre Center Philadelphia	Philadelphia	Average	Below Average	Below Average	Average	Above Average	Well Above Average	Well Above Average	Average	Above Average
Penn Museum	Philadelphia	Well Below Average	Well Below Average	Below Average	Average	Average	Above Average	Average	Well Below Average	Above Average
Morris Arboretum	Philadelphia	Average	Above Average	Above Average	Below Average	Average	Below Average	Average	Average	Average
Twenty First Jr. Baseball	Philadelphia	Average	Above Average	Above Average	Below Average	Average	Below Average	Average	Average	Average
UFI	Philadelphia	Average	Average	Above Average	Well Above Average	Average	Average	Average	Average	Above Average
Village of Arts and Humanities	Philadelphia	Well Above Average	Below Average	Well Above Average	Well Above Average	Well Above Average	Below Average	Above Average	Well Above Average	Well Above Average
Wagner Free Institute Science	Philadelphia	Well Below Average	Well Below Average	Below Average	Above Average	Average	Average	Average	Below Average	Well Above Average
Walnut Street Theatre Corp.	Philadelphia	Well Below Average	Below Average	Average	Average	Average	Above Average	Average	Below Average	Average
Walter J. Orchestra	Philadelphia	Above Average	Below Average	Well Above Average	Well Above Average	Average	Well Above Average	Above Average	Average	Above Average
Woodmere Art Museum	Philadelphia	Below Average	Above Average	Above Average	Average	Average	Average	Below Average	Below Average	Below Average
The Arts Garage	Philadelphia	Below Average	Well Below Average	Below Average	Above Average	Average	Below Average	Average	Average	Above Average
Philadelphia Zoo	Philadelphia	Well Below Average	Well Below Average	Above Average	Average	Average	Above Average	Average	Well Below Average	Average

ABSTRACT

Title:

Tourism and Transportation: Evaluating Access to Tourist Attractions in Greater Philadelphia

Publication Number:

WP19004

Date Published:

February 2019

Geographic Area Covered:

Nine-county DVRPC region

Key Words:

Tourism, Transportation, Heritage, Community, Travel, Commuter, Airport, Transit, Sidewalks, Attractions, Historic, Economic, Employment, Pennsylvania, New Jersey, Wineries, National Parks, Museums, and Revitalization.

Abstract:

The Fixing America's Surface Transportation Act of 2015 included a new planning factor for metropolitan planning organizations to enhance multimodal access to tourism destinations. To comply with this new planning factor, the Delaware Valley Regional Planning Commission incorporated travel and tourism tasks into the Fiscal Years 2017 and 2018 work programs. The purpose of this effort was to understand the economic impact of tourism and trends, identify regional and county tourist attractions and stakeholders, understand issues that create barriers to travel and tourism, and identify existing gaps in multimodal accessibility to tourism sites.

Author:

Kate Frangos, Associate Planner, Office of Community & Economic Development

Staff Contact:

Karen Cilurso, Manager, Office of Community & Economic Development
Phone: 215.238.2876
Email: kpcilurso@dvrpc.org