

Economic Impact Study



Key Technical Applications

Economic Impacts Analysis

Market Analysis

The Economic Impact of Visitors to Bucks County

ESI was commissioned by Visit Bucks County (VBC) to quantify the volume and economic impact of annual visitation to Bucks County, and to review trends in the county's tourism economy. As the county's official tourism promotion agency, VBC's mission is to increase visitation in Bucks County by effectively marketing the region's attractions.

Bucks County is well-positioned as a visitor destination, offering a unique and accessible experience to residents of major population centers. The county, located between Philadelphia and New York, offers an experience that serves as a change of pace for residents and tourists of these dense metros. Bucks County features scenic countryside landscapes, arts venues, breweries, shops, and more that cater to various interests year-round.

In 2017, Bucks County welcomed 8.0 million domestic visitors, including 3.1 million overnight visitors and 4.9 million day visitors. ESI found that the totally economic impact of visitation on Bucks County in 2017 was \$995 million. \$617 million was generated by direct visitor spending and \$377 million generated by indirect and induced spending.

In addition to overall economic impact, ESI's report assesses the impacts of tourism employment, hotel supply and performance (including Airbnb), and key feeder markets and VBC marketing channels.

Project Information

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Client: Visit Bucks County
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