



AAA MEMBER TRAVEL TO PENNSYLVANIA, 2003

Source: D.K. Shifflet & Associates, Ltd. **DIRECTIONS** Performance/Index Survey

Note: All figures are based on overnight stays only (no day trips).

**AAA IS AN ASSOCIATION OF OVER 48 MILLION MEMBERS.
EACH YEAR, APPROXIMATELY 9 OUT OF 10 AAA MEMBERS TRAVEL.**

- In 2003, AAA members accounted for approximately 25.9 million* overnight trips to the state.
- Sixty-two percent (62%) of AAA members traveling to Pennsylvania stayed in a paid accommodation.
- In 2003, AAA members accounted for 45% of all room nights in the state.
- For those AAA members who traveled to Pennsylvania and stayed in a paid accommodation, 27% were business travelers and 73% were leisure travelers.
- The method of making reservations for AAA members traveling to Pennsylvania and staying in a paid accommodation varied: (see ** on next page)

No reservation	14%
800 phone number	22%
Direct to location	27%
Corporate travel department	5%
Travel agent	3%
Online	10%
Hotel chain web site	4%
Other web site	4%
Other	10%

- The age range of AAA members staying in Pennsylvania varied:

18-34 years old	24%
35-49 years old	43%
50-64 years old	24%
65 years and up	9%

- The average age of a AAA member staying in a paid accommodation in Pennsylvania was 45.3.
- The average room rate paid by a AAA member in Pennsylvania was \$88 per night.
- The average income of a AAA member visiting Pennsylvania was \$77,700.
- The average number of people on each trip in a AAA member party was 2.1.
- The average total daily expenditures by AAA members staying in paid accommodations in the state of Pennsylvania was \$116 per person.

*Count represents AAA members along with their travel companions. Data from 2002/2003 report.

- The top five activities of AAA members staying in paid accommodations in Pennsylvania were dining, touring/sightseeing, shopping, visiting a theme/amusement park, and visiting historic sites.
- The top ten origin states of AAA visitors who stay in paid accommodations in Pennsylvania were:
 1. Pennsylvania
 2. New York
 3. New Jersey
 4. Maryland
 5. Massachusetts
 6. Ohio
 7. Virginia
 8. Connecticut
 9. Florida
 10. North Carolina

**The response choices for this question were broken out from “Online” to “Hotel chain Web site” and “Other Web site” part way through the survey year 2003. This means that a total of 18% of members booked online – 4% on a hotel chain site, 4% on another type of site, and 10% on an unspecified site which may or may not have been a hotel site.

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