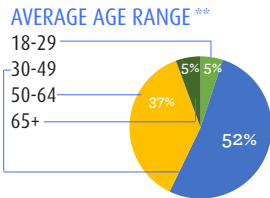


TOURISM MATTERS

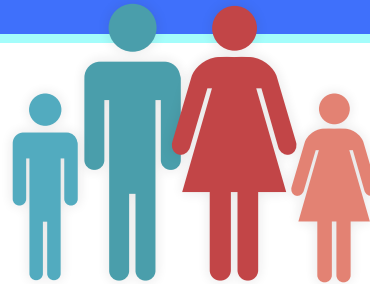
Laurel Highlands Visitor Profile & Economic Impact Data



WESTMORELAND, FAYETTE & SOMERSET COUNTIES

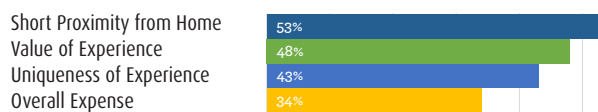


72% INDICATED THEIR MARITAL STATUS AS **MARRIED** **



71% REPORT TRAVELING WITH THEIR SPOUSE OR **HOUSEHOLD FAMILY** **

TOP FACTORS CONSIDERED FOR TRAVEL TO THE LAUREL HIGHLANDS **



REPORT AN EDUCATION LEVEL OF ASSOCIATE'S DEGREE OR HIGHER *



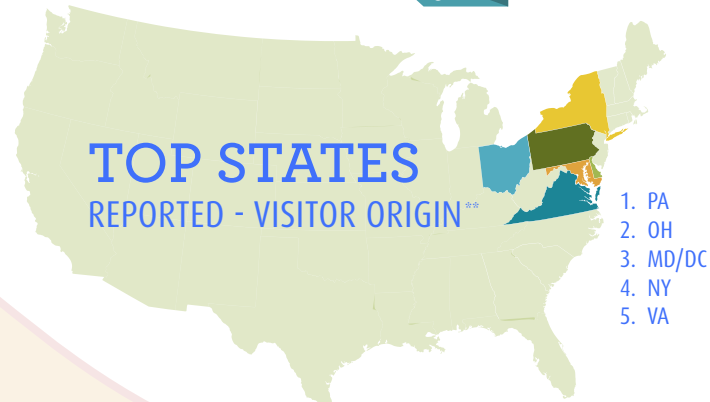
50% REPORTED AVERAGE HOUSEHOLD INCOME AS **\$75,000+** *

76% REPORT THEIR AVERAGE LENGTH OF STAY PER LEISURE VISIT AS **1-5 NIGHTS** *



70% REPORT SPENDING **\$100-\$400** PER DAY ON AVERAGE *

TOP 5 MOST SOUGHT-AFTER EXPERIENCES **



\$1.8 BILLION
2015 VISITOR SPENDING

\$510
SAVED PER HOUSEHOLD IN THE REGION IN TAX PAYMENTS BECAUSE OF TOURISM

\$270.5 Million
FEDERAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2015.

14,800 JOBS
TOURISM JOBS IN 2015 REPRESENTING 11.6% OF THE REGION'S TOTAL JOB COUNT.

\$273.8 Million
STATE AND LOCAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2015.

* Laurel Highlands Visitors Bureau Visitor Survey, September 2014 - 501 respondents
 ** Laurel Highlands Visitors Bureau Visitor Survey, August 2015 - 495 respondents
 † The Economic Impact of Tourism in Laurel Highlands Report, Tourism Economics - An Oxford Economics Company, 2015
 †† The Economic Impact of Travel in Pennsylvania, Tourism Economics - An Oxford Economics Company, 2015