

LEHIGH VALLEY TOURISM BY THE NUMBERS

We're seeing more visitors, selling more rooms, hosting more events, and having a bigger economic impact than ever before. Here's the current state of Lehigh Valley tourism told through numbers.

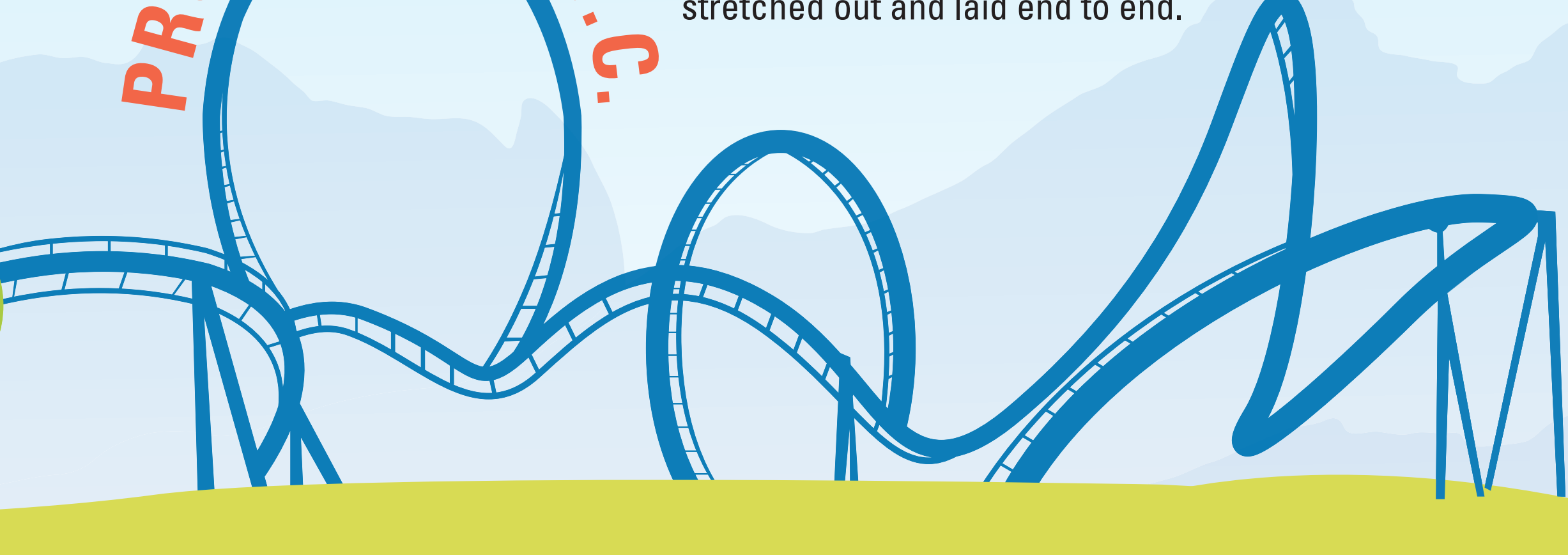
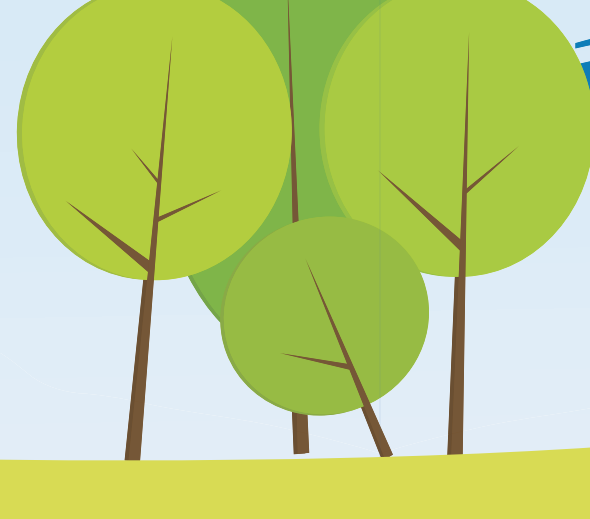
PROXIMITY D.C.

We're **175 miles** from Washington, D.C. or the height of **607** Hawk Mountains.



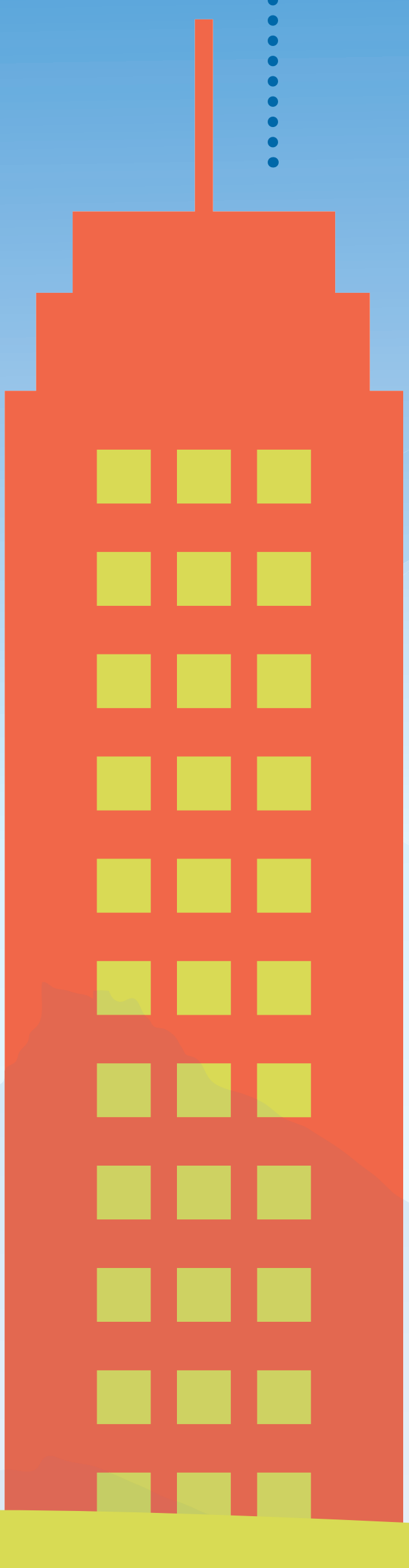
PROXIMITY N.Y.C.

We're **90 miles** from New York City or the length of **85** of Dorney Park & Wildwater Kingdom's Steel Force roller coaster stretched out and laid end to end.



DOLLARS GENERATED

In 2012, travel and tourism generated almost **\$1.9 billion**. You could buy **172,727,272** bottles of Sir Walters Red Wine from Franklin Hills Vineyards with that kind of money.



PROXIMITY PHILLY.

We're **55 miles** from Philadelphia or **902** PPL Towers laid end to end.

SPENDING THE NIGHT

4.6 million people stayed overnight in Lehigh Valley. Enough people to fill PPL Center **438** times.



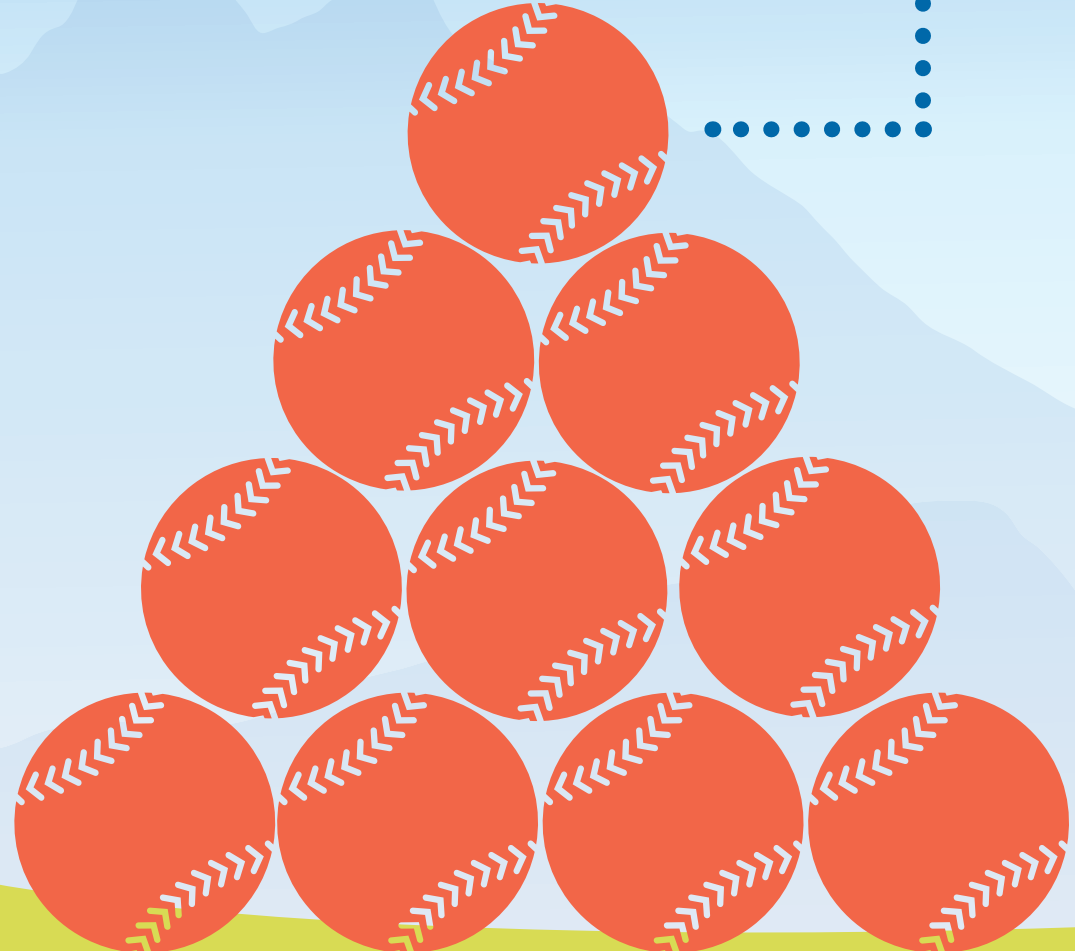
DESIGNATED MARKET AREA SIZE

Lehigh Valley is Pennsylvania's third largest Designated Market Area (DMA) with more than **825,000 people**. That's enough people to fill Musikfest's Main Stage **115** times.



DAYTRIPPERS

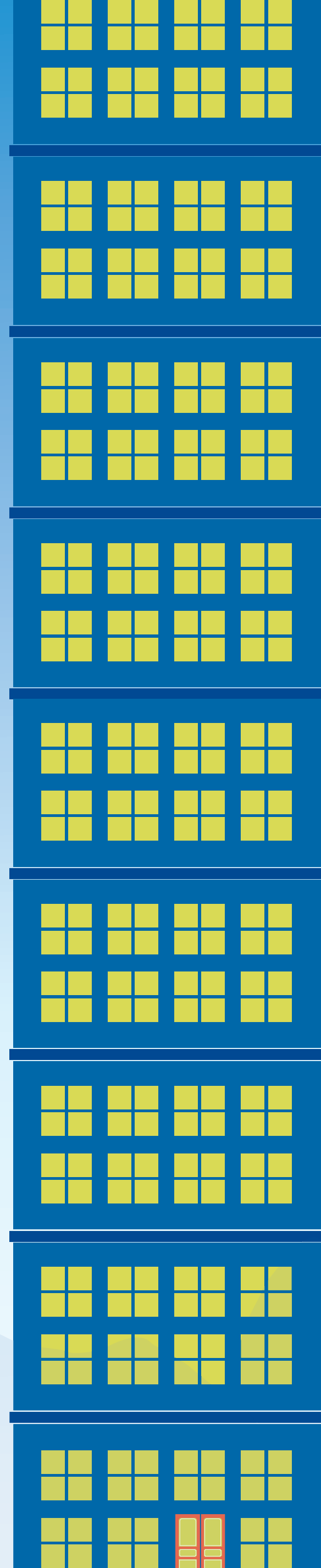
10.6 million people took day trips to Lehigh Valley. That's like filling Coca-Cola Park in Allentown **1,049** times.



HOTEL

ROOMS

Visitors occupy **3,600** hotel rooms nightly. That's the equivalent of filling the State Theatre Center for the Arts **2.5** times every night.



JOB

Tourism is responsible for **22,500 jobs** annually or enough people to fill both Frank Banko Alehouse Cinemas at the ArtsQuest™ Center at SteelStacks™ **75** times.



JOB EARNINGS

Travel and tourism jobs provided nearly **\$817 million** in earnings, or enough money to buy **27,242,414** annual passes to the Crayola Experience.™

TAX IMPACT

Travel and tourism generated **\$373 million** in tax revenue for federal, state, and local governments annually. That's enough to buy **37,304** John Mayer Signature C.F. Martin guitars.

