



Baltimore

Baltimore Visitor Volume and Spending

In 2005, Baltimore hosted an estimated 12 million visitors from beyond 50 miles, **A SEVEN-YEAR HIGH.**

- Leisure visitors 8.01 million (67%)
- Business visitors 3.99 million (33%)

Of the same 12 million visitors,

- 8.08 million travelers (67%) were day-trip travelers
- 3.92 million travelers (33%) were overnight travelers

Of these overnight travelers,

- 2.20 million were leisure travelers
- 1.72 million were business travelers

Total Visitor Spending = \$2.964 billion, AN ALL-TIME HIGH.

Day-trip visits from within 50 miles of Baltimore found an additional 5.7 million people annually visiting Baltimore. Adding these day-trips to the 12 million visitors, the total visitation reaches 17.7 million.

Baltimore Overnight Leisure Traveler Profile 2003-2004

Looking at Baltimore's overnight leisure visitors from 50+ miles and comparing the travel behaviors and characteristics of the national trends and competing cities, some noteworthy trends emerged.

Age Distribution

- Median Age 41
- 38% 18-34 years; 39% 35-54 years; 24% 55+. This reflects a shift from the younger demo of 18-34 to the more affluent and higher spending level 55+ age group.

Income

- Median Annual Household Income of \$74,600 is very similar to the competitive set.

Purpose of Stay

- Visit Friends and Relatives (VFR) was the dominant reason to stay (44%), followed by Special Event (23%), Getaway Weekend (15%), General Vacation (11%) and Other Personal (8%).

Party Composition

- Adults Traveling Alone (37%), Couples (33%), Families (21%), 3+ Adults (5%) and Two Males or Two Females (5%). This party composition was very similar to the competitive set.

Stay Length

- Average length of stay of 2.63 nights, a shorter length of stay than in each of its competing cities. Baltimore also has a significantly higher share of one-night stays (43%) versus the competitive set and the U.S. average. The highest spenders are those who stayed three nights as opposed to staying longer in the market. However, travel parties contribute about the same share of trip dollars regardless of whether they stayed for one, two, three or four to seven nights.

Spending Per Person

- \$107 per person, per day, higher than Philadelphia and Pittsburgh. Baltimore's overnight leisure travelers spent the most on transportation, followed by food, entertainment, shopping and accommodations.

Activity Participation

- Dining (40%), Sightseeing (30%), Entertainment (30%), Shopping (21%), Watch Sports (13%), Museum/Art Exhibit (13%), Visit Historic Sites (12%)
- Relative to competing cities, Baltimore had a stronger market for watching sporting events and beach/waterfront activities.

Transportation

- 74% traveled by auto, 22% by air, 4% by other mode.

Trip Timing

- 31% April-June, 29% July-September, 21% October-December, 20% January-March.

Accommodation Type

- 47% hotel/motel and 46% private home. Baltimore visitors were about as likely as visitors to NYC, Boston and Philadelphia to stay in paid hotel/motel accommodations. The private home share is higher than in the U.S. and competitive set.

Top Origin Markets

- New York City (15.3%), Washington, D.C. (14.7%), Philadelphia (9.3%), Raleigh-Durham (5.5%) and Pittsburgh (5.3%).
- Top states included Virginia (15.5%), New York (12.0%), New Jersey (10.2%), Pennsylvania (10.2%), Maryland (7.4%) and North Carolina (6.1%).