

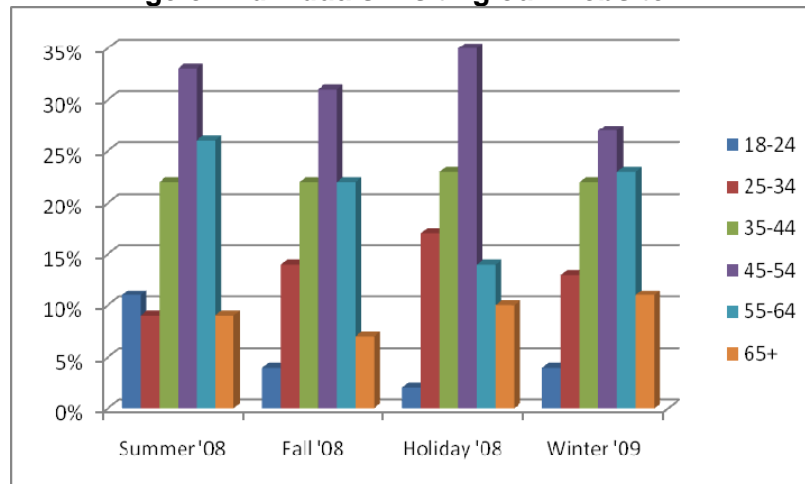
## Travel Planning Survey Analysis

The charts in this document reflect the results of our Travel Planning Survey, conducted online of visitors to [www.PaDutchCountry.com](http://www.PaDutchCountry.com). From the introduction of the survey in mid-July 2008 through March 31, 2009, 2,676 individuals completed the survey. Surveys were analyzed seasonally, as follows:

Summer 2008	July 14 – August 31
Fall 2008	September 1 – October 31
Holiday 2008	November 1 – December 31
Winter 2009	January 1 – March 31

Eighty-three percent of respondents indicated they'd visited Lancaster County previously. Eighty-eight percent indicated they plan to visit this year, while 11% were unsure.

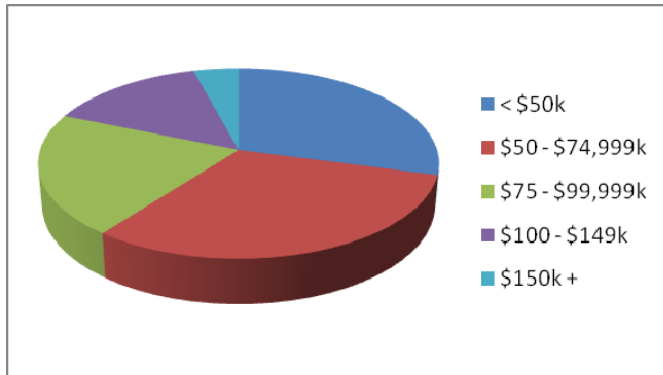
**Age of Individuals Visiting our Website**



	Summer '08	Fall '08	Holiday '08	Winter '09
18-24	11%	4%	2%	4%
25-34	9%	14%	17%	13%
35-44	22%	22%	23%	22%
45-54	<b>33%</b>	<b>31%</b>	<b>35%</b>	<b>27%</b>
55-64	26%	22%	14%	23%
65+	9%	7%	10%	11%

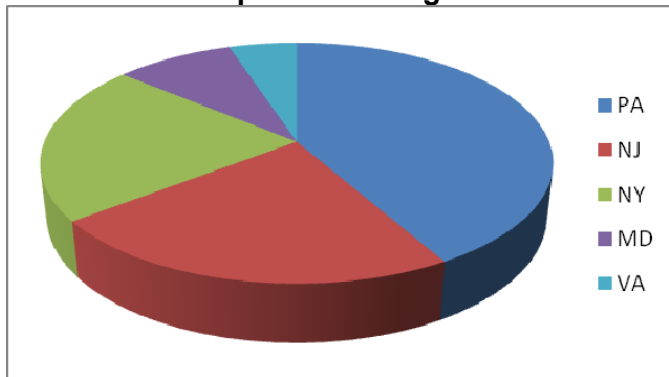


**Household Income**



< \$50k	28%
\$50 - \$74,999k	<b>30%</b>
\$75 - \$99,999k	20%
\$100 - \$149k	14%
\$150k +	4%

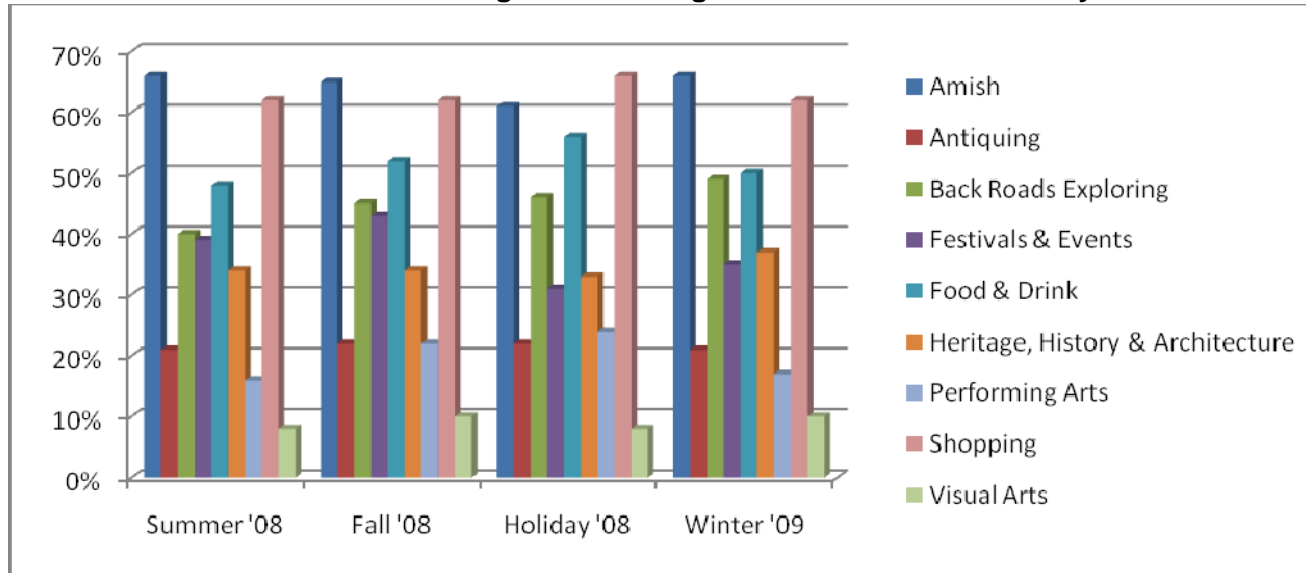
**Top Point of Origin**



PA	<b>33%</b>
NJ	18%
NY	17%
MD	7%
VA	4%



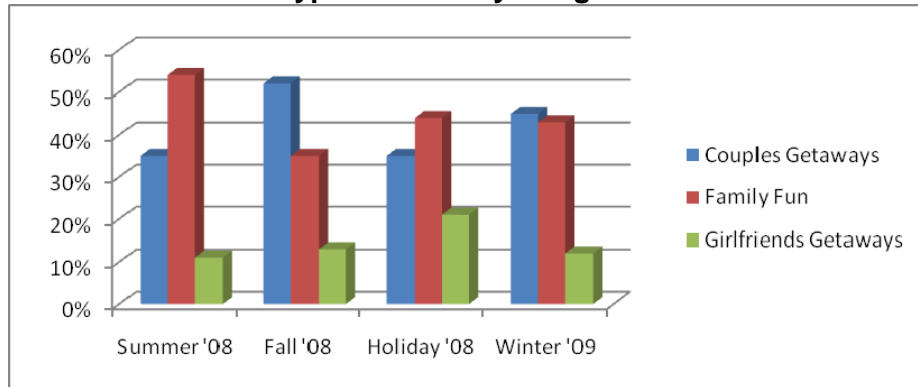
**Reasons for Planning / Considering a Visit to Lancaster County**



	Summer '08	Fall '08	Holiday '08	Winter '09
Amish	66%	65%	61%	66%
Antiquing	21%	22%	22%	21%
Back Roads Exploring	40%	45%	46%	49%
Festivals & Events	39%	43%	31%	35%
Food & Drink	48%	52%	56%	50%
Heritage, History & Architecture	34%	34%	33%	37%
Performing Arts	16%	22%	24%	17%
Shopping	62%	62%	66%	62%
Visual Arts	8%	10%	8%	10%

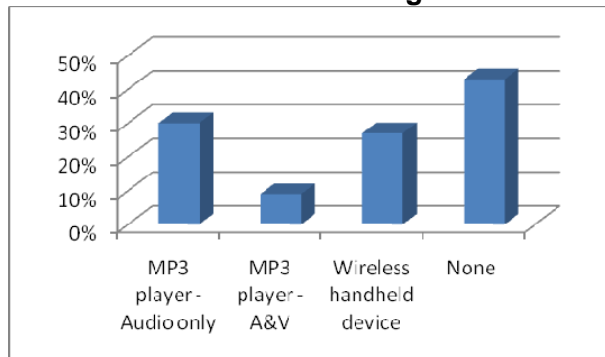


**Type of Getaway Sought**



	Summer '08	Fall '08	Holiday '08	Winter '09
Couples Getaways	35%	<b>52%</b>	35%	<b>45%</b>
Family Fun	<b>54%</b>	35%	<b>44%</b>	43%
Girlfriends Getaways	11%	13%	21%	12%

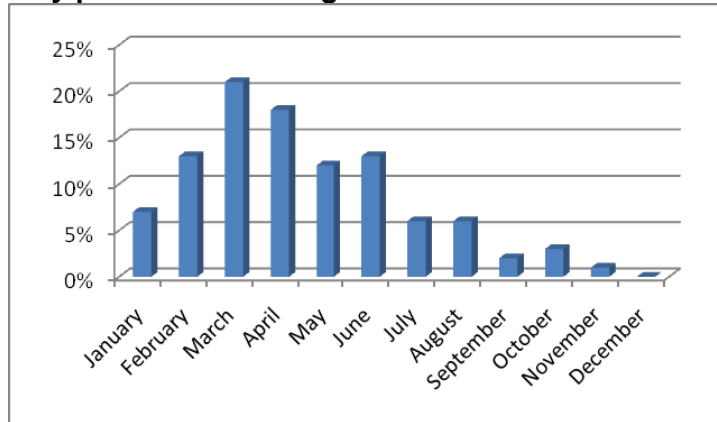
**Owns the Following**



MP3 player - Audio only	30%
MP3 player - A&V	9%
Wireless handheld device	27%
None	<b>43%</b>

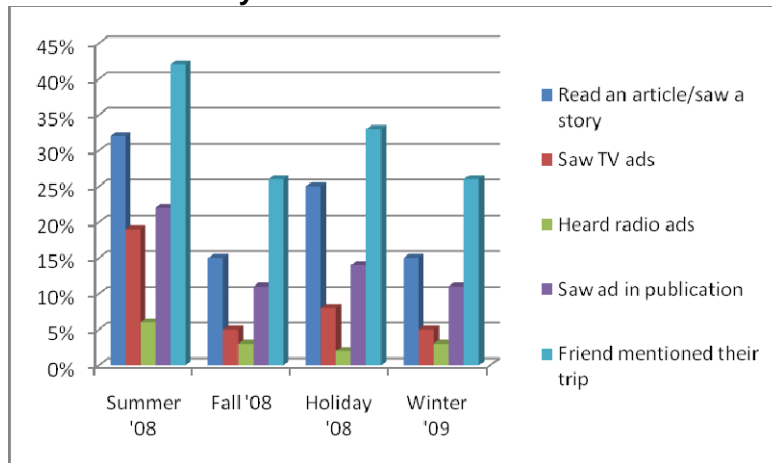


**Of those responding to the Winter '09 survey, they plan to visit during**



January	7%
February	13%
March	21%
April	18%
May	12%
June	13%
July	6%
August	6%
September	2%
October	3%
November	1%
December	0%

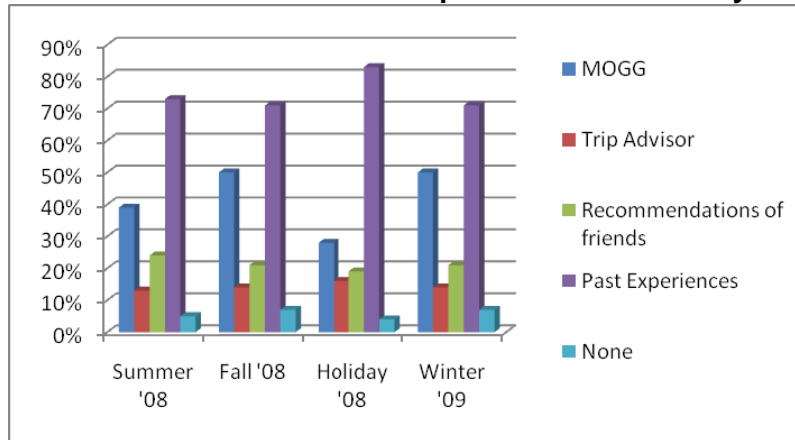
**They were prompted to consider a visit to Lancaster County because of:**



	Summer '08	Fall '08	Holiday '08	Winter '09
Read an article/saw a story	32%	15%	25%	15%
Saw TV ads	19%	5%	8%	5%
Heard radio ads	6%	3%	2%	3%
Saw ad in publication	22%	11%	14%	11%
Friend mentioned their trip	<b>42%</b>	<b>26%</b>	<b>33%</b>	<b>26%</b>



**Tools used to research a trip to Lancaster County**



	Summer '08	Fall '08	Holiday '08	Winter '09
MOGG	39%	50%	28%	50%
Trip Advisor	13%	14%	16%	14%
Recommendations of friends	24%	21%	19%	21%
Past Experiences	<b>73%</b>	<b>71%</b>	<b>83%</b>	<b>71%</b>
None	5%	7%	4%	7%

