



## TOURISM FACT SHEET

### EMPLOYMENT

Travel and tourism is the nation's second largest employer, outpaced only by health services. It is the second leading business in Pennsylvania, and employs about 29,000 people in Lancaster County.

### VISITATION & SPENDING

More than 8.3 million visitors came to Lancaster County in 2001\*, and in 2003, consumers spent nearly \$1.2 billion. These dollars translated into about \$630 million in direct economic impact\*\* and \$260 million in indirect economic impact.\*\*\* Additionally, travel and tourism generated about \$325 million in tax revenues.

During 2004, the knowledgeable staff of travel consultants at the PA Dutch Country Visitor Information Center – 501 Greenfield Road, Route 30 east, Lancaster – offered assistance to approximately 160,000 visitors and nearly 45,000 callers to 1-800-PA-DUTCH.

### PUBLICATIONS & WEB PROMOTION

Each year, the Pennsylvania Dutch Convention & Visitors Bureau (PDCVB) prints more than 1 million copies of the *free Lancaster County Map & Vacation Guide* encouraging travelers to explore our destination. This publication is Lancaster County's most comprehensive guide for visitors.

The PDCVB web site, [www.padutchcountry.com](http://www.padutchcountry.com), is host to more than 2.5 million – and growing – visits annually, as travelers plan their next vacation to Pennsylvania Dutch Country.

### TO DO AND SEE

Although our scenic landscapes and Amish and Mennonite communities draw many first time visitors to Pennsylvania Dutch Country, our historic towns and villages, regional foods, outlet shopping, theatrical productions, cultural attractions, family fun, *and wonderful memories made*, keep them coming back for more!

\* Most recent data available.

\*\* Direct economic impact: value added (sum of wages, taxes, profit and capital depreciation) of those sectors that interact directly with the visitor.

\*\*\* Indirect economic impact: the benefit to suppliers to those direct sectors (i.e. food suppliers to a restaurant).