Destination: Delaware Valley
A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

Burlington County, New Jersey

August 2024

As a part of its ongoing commitment to enhance travel and tourism, in FY24, DVRPC investigated regional visitation trends for select tourist destinations throughout the Greater Philadelphia area. Staff used the Buxton Scout platform to gather visitation data, focusing on sites in the region's eight suburban counties. Most of the selected sites are historical in nature, in an effort to highlight transportation access trends and needs at attractions that may solicit increased interest during the 2026 celebration of the nation's semiquincentennial, or the 250th anniversary of the 1776 signing of the United States Declaration of Independence in Philadelphia.

Buxton is a software service that gathers location and demographic data from mobile phone users, and provides analytic tools to evaluate consumer behaviors and preferences. The Scout platform can trace visits made to any location back to the home block group of the visitor. The project team used the anonymized outputs for each of its selected tourist sites to create an in-region "visit shed" by mapping the count of visits from each block group within the nine DVRPC counties.

The resulting analysis provides fresh context for tourism and transportation planning at the local, county, and regional scale. Transportation officials can use the data to understand where visitors are traveling from today and identify opportunities to enhance transit and multi-modal access in the future. Local visitation trends might also reveal new submarkets in which tourism site operators or economic development planners could target future advertising campaigns. Alternatively, they may highlight known areas where existing marketing investments could be deepened. Organizers of the region's semiquincentennial celebration might notice overlooked assets that could deserve an elevated profile due to their ease of access by alternative travel modes.

The individual site analyses are compiled together by county and each receive a one-page profile highlighting their visit shed, transportation context, and other key data and information. Additional tourist destinations within each county are highlighted on their respective maps. Other sources consulted for these profiles include Replica and Walk Score.

More information can be found at:
http://www.dvrpc.org/economic/tourism.

Top: Batsto Village (Credit: Secretgem526 via Wikimedia Commons), Bottom: Roebling Museum (Credit: DVRPC)

This map identifies selected tourist destinations in Burlington County. 2023 visitation data was gathered for the four destinations that feature a dark gray outline. The pages that follow highlight detailed visitation data and other transportation trends for each site.
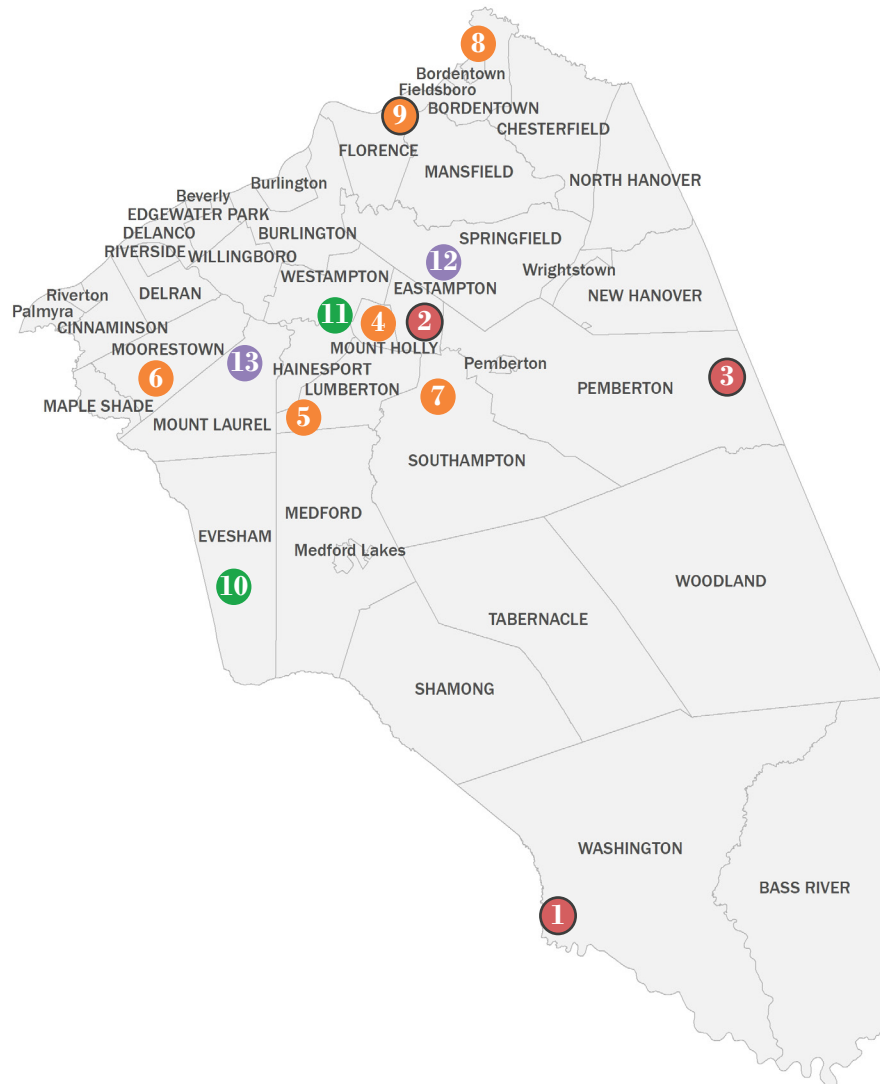
HISTORIC SITES / LANDMARKS

1. Batsto Village
2. Smithville Mansion
3. Whitesbog Historic Farm & Village

MUSEUMS / EDUCATIONAL FACILITIES

4. Burlington County Prison Museum
5. New Jersey Air Victory Museum
6. Perkins Center for the Arts
7. Pinelands Visitor Center
8. The Discovery Center at Point Breeze
9. Roebling Museum

OUTDOOR / NATURAL SITES

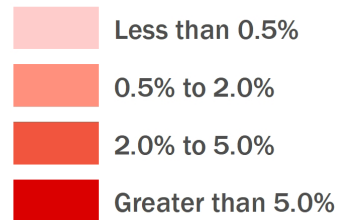10. Black Run Preserve
11. Rancocas State Park

ENTERTAINMENT

12. Burlington County Fairgrounds
13. The Funplex

Destination: Delaware Valley - *Regional Visit Shed Analysis*
BATSTO VILLAGE
Washington Township, Burlington County

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DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Philadelphia	13.7%
Washington Township	10.9%
Evesham Township	8.7%
Medford Township	5.6%
Winslow Township	4.4%

BUCKS

MERCER

MONTGOMERY

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

BATSTO
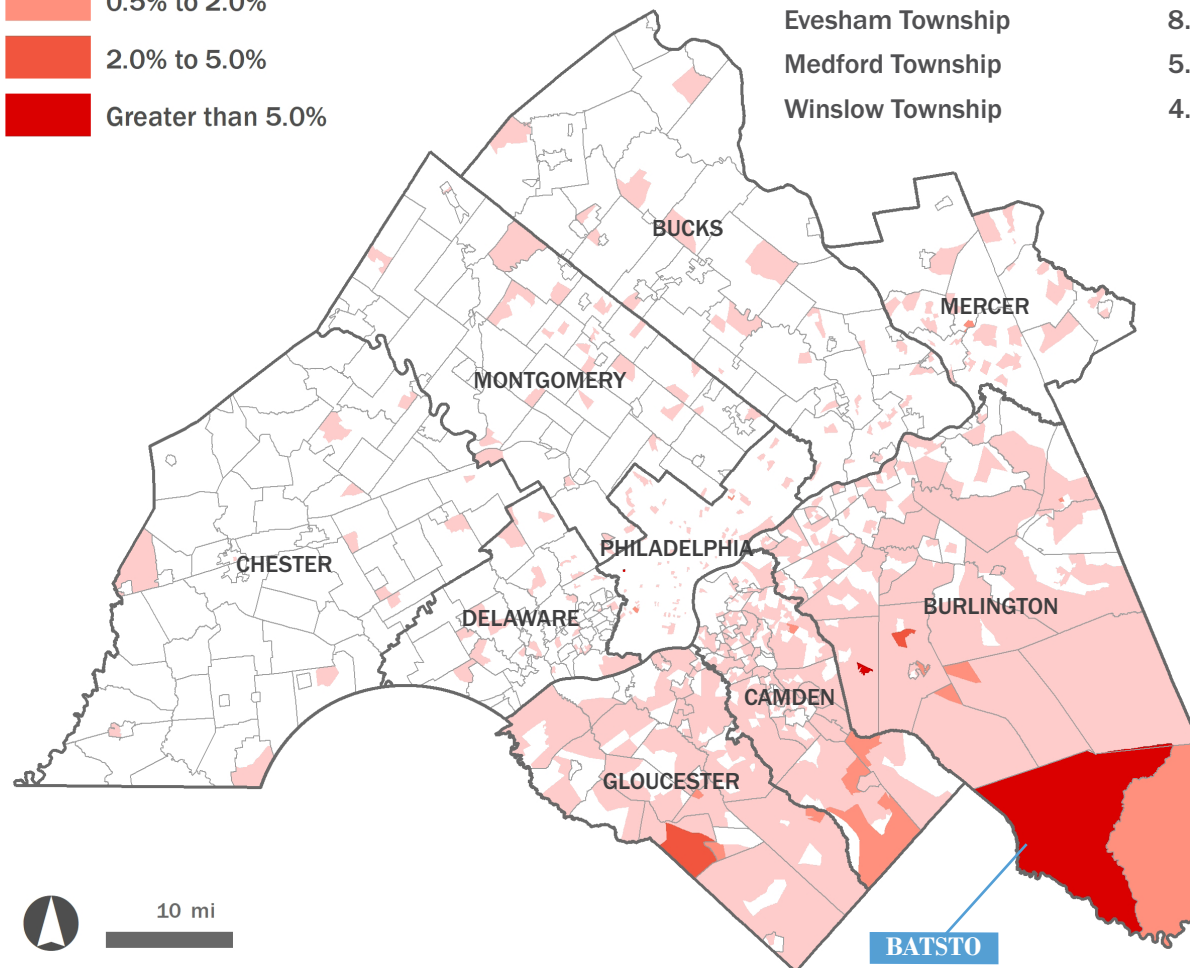
10 mi

IN-REGION VISITS COUNTED (2023): 4,133
SOURCE: BUXTON

DESTINATION TYPE

☑ HISTORIC SITE ☑ MUSEUM /EDU. ☑ OUTDOOR /NATURE ☐ ENTERTAIN-MENT
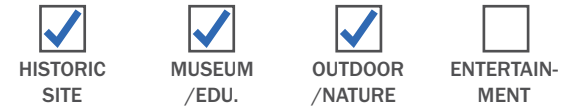
TRANSPORTATION CONTEXT

Nearest Rail Station: 9.2 mi
Hammonton

Nearest Bus Stop: 6.4 mi
NJT Route 554

Walk Score: 3
Car-Dependent

Bike Score: 35
Somewhat Bikeable

Nearest Circuit Trail: 14 mi
Camden County LINK Trail/Lower Great
Egg Harbor River Greenway (*planned*)

TRAVEL BEHAVIOR

7% of weekend trips ending in this tract were by transit, walking, or biking

2% of weekend trips ending in this tract were made by zero-vehicle households
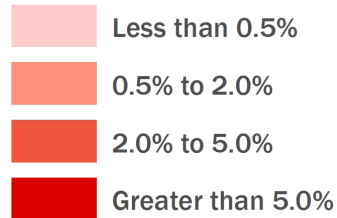
SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
SMITHVILLE MANSION
Eastampton Township, Burlington County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

	Less than 0.5%
	0.5% to 2.0%
	2.0% to 5.0%
	Greater than 5.0%

Top Five Municipalities by Visits

Eastampton Township	10.2%
Southampton Township	7.7%
Pemberton Township	6.6%
Lumberton Township	5.8%
Mount Holly Township	5.1%

BUCKS
MERCER
MONTGOMERY
SMITHVILLE MANSION
PHILADELPHIA
CHESTER
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
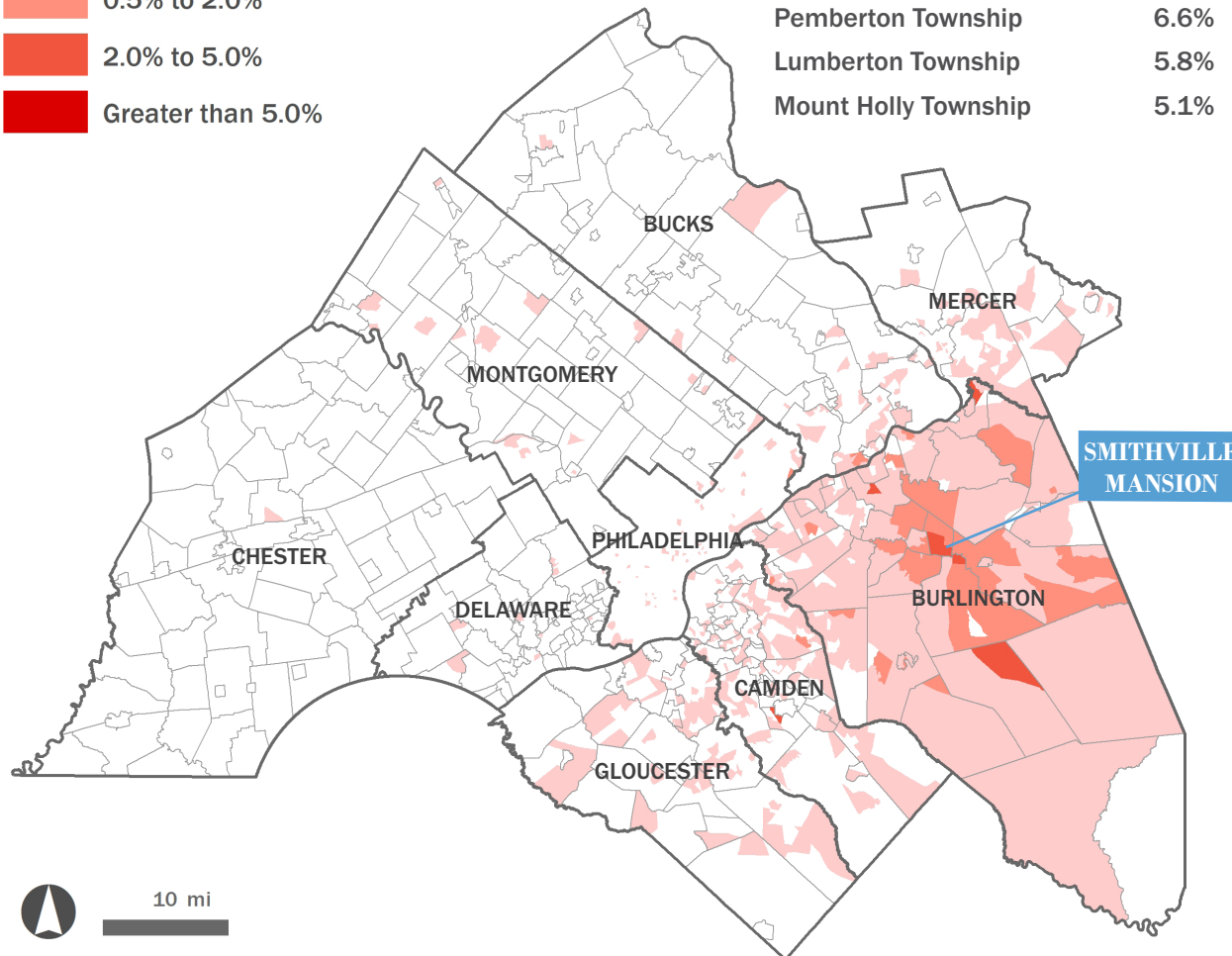
10 mi

IN-REGION VISITS COUNTED (2023): 4,257
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE**   ☑ **MUSEUM /EDU.**   ☐ **OUTDOOR /NATURE**   ☐ **ENTERTAIN-MENT**

TRANSPORTATION CONTEXT

Nearest Rail Station: 10 mi
Burlington Towne Center

Nearest Bus Stop: 1 mi
NJT Route 317

Walk Score: 1
Car-Dependent

Bike Score: 30
Somewhat Bikeable

Nearest Circuit Trail: 3.9 mi
Rancocas Creek Greenway (*pipeline*)

TRAVEL BEHAVIOR

7% of weekend trips ending in this tract were by transit, walking, or biking

2% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

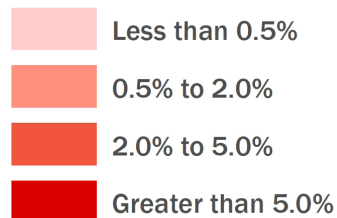Destination: Delaware Valley - *Regional Visit Shed Analysis*
WHITESBOG HISTORIC VILLAGE
Pemberton Township, Burlington County

DELAWARE VALLEY
dvrpc
REGIONAL PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Pemberton Township	68.3%
New Hanover Township	2.2%
Southampton Township	2.2%
Philadelphia	2.0%
Evesham Township	1.5%

BUCKS
MERCER
MONTGOMERY
WHITESBOG
PHILADELPHIA
CHESTER
BURLINGTON
DELAWARE
CAMDEN
GLOUCESTER

10 mi
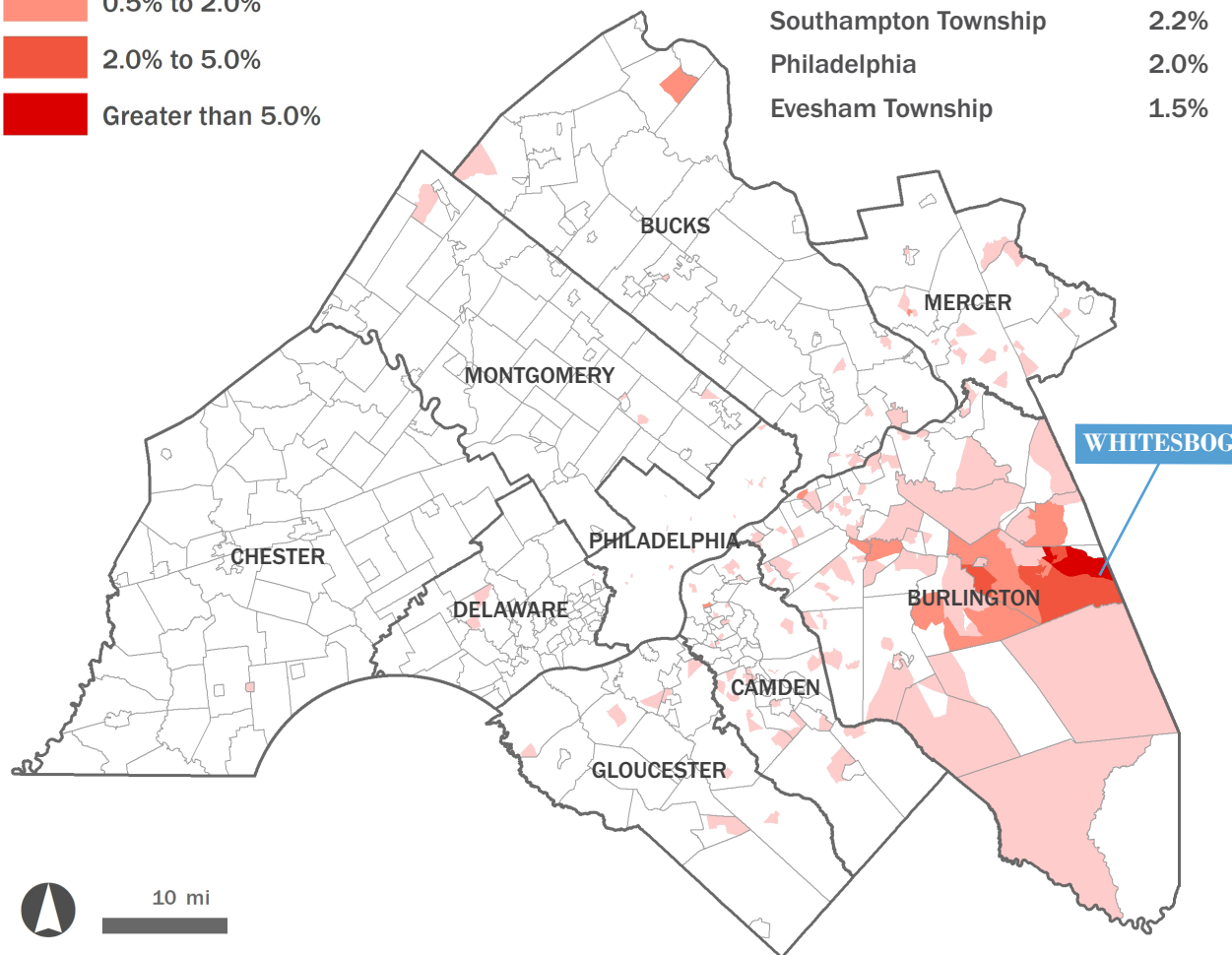
IN-REGION VISITS COUNTED (2023): 1,270
SOURCE: BUXTON

DESTINATION TYPE

☑ HISTORIC SITE ☑ MUSEUM /EDU. ☑ OUTDOOR /NATURE ☐ ENTERTAIN-MENT
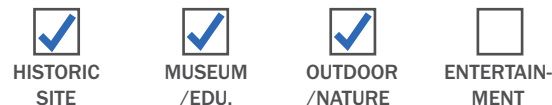
TRANSPORTATION CONTEXT

Nearest Rail Station: 21 mi
Bordentown

Nearest Bus Stop: 5 mi
NJT Route 317

Walk Score: 6
Car-Dependent

Bike Score: 26
Somewhat Bikeable

Nearest Circuit Trail: 2 mi
Rancocas Creek Greenway (*planned*)

TRAVEL BEHAVIOR

8% of weekend trips ending in this tract were by transit, walking, or biking

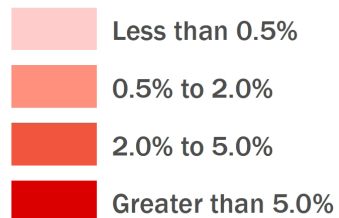3% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
ROEBLING MUSEUM
Florence Township, Burlington County

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

REGIONAL VISIT SHED

Share of 2023 Visits by Block Group

- Less than 0.5%
- 0.5% to 2.0%
- 2.0% to 5.0%
- Greater than 5.0%

Top Five Municipalities by Visits

Florence Township	60.5%
Gloucester Township	5.3%
Mount Holly Township	4.8%
Pemberton Township	3.3%
Cherry Hill Township	3.3%

BUCKS

MERCER

MONTGOMERY

ROEBLING MUSEUM

PHILADELPHIA

CHESTER

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

10 mi
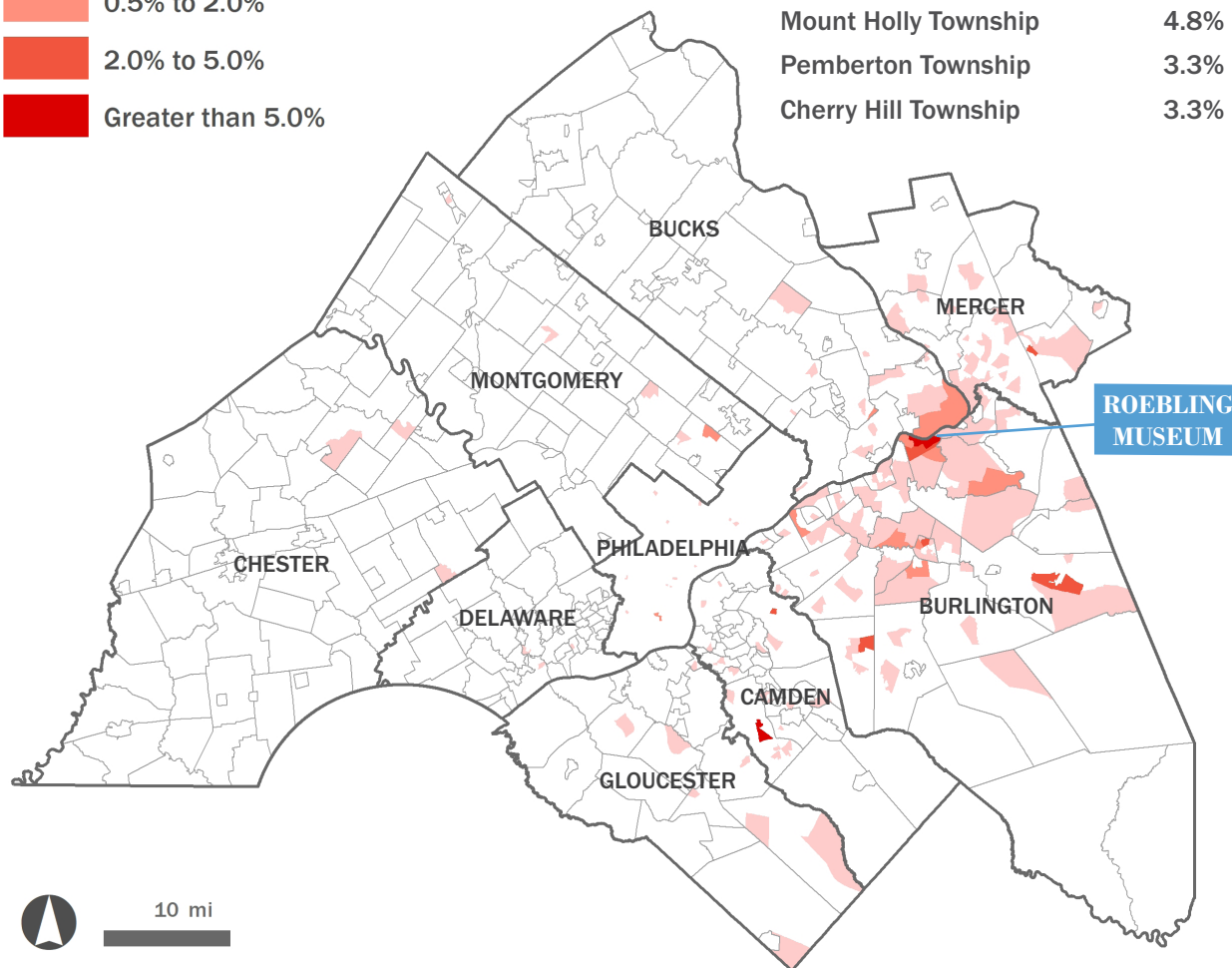
IN-REGION VISITS COUNTED (2023): 3,887
SOURCE: BUXTON

DESTINATION TYPE

- ☑ HISTORIC SITE
- ☑ MUSEUM /EDU.
- ☐ OUTDOOR /NATURE
- ☐ ENTERTAIN-MENT

TRANSPORTATION CONTEXT

Nearest Rail Station: 0.3 mi
Roebling

Nearest Bus Stop: 0.2 mi
NJT Route 409

Walk Score: 47
Car-Dependent

Bike Score: 43
Somewhat Bikeable

Nearest Circuit Trail: 0.2 mi
Delaware River Heritage Trail

TRAVEL BEHAVIOR

14% of weekend trips ending in this tract were by transit, walking, or biking

3% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

For more info, visit dvrpc.org/economic/tourism