

Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia



Delaware County, Pennsylvania

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: Chanticleer Garden (Credit: Derek Ramsey via Wikimedia Commons), Bottom: Brandywine Battlefield Park (Credit: Sdwelch1031 via Wikimedia Commons)

SELECTED DESTINATIONS: DELAWARE COUNTY, PA

This map identifies selected tourist destinations in Delaware County. 2023 visitation data was gathered for the two 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 Brandywine Battlefield Park

MUSEUMS / EDUCATIONAL FACILITIES

- 2 Brandywine Museum of Art
- 3 Pennsylvania Veterans Museum

OUTDOOR / NATURAL SITES

- 4 Chanticleer Garden
- 5 John Heinz National Wildlife Refuge
- 6 Linvilla Orchards
- 7 Ridley Creek State Park
- 8 Tyler Arboretum

ENTERTAINMENT

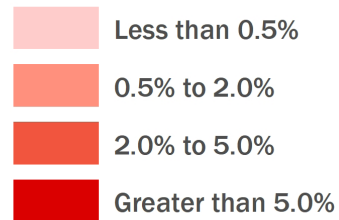
- 9 Harrah's Casino & Racetrack
- 10 Tower Theater
- 11 Subaru Park

BRANDYWINE BATTLEFIELD PARK

Chadds Ford Township, Delaware County

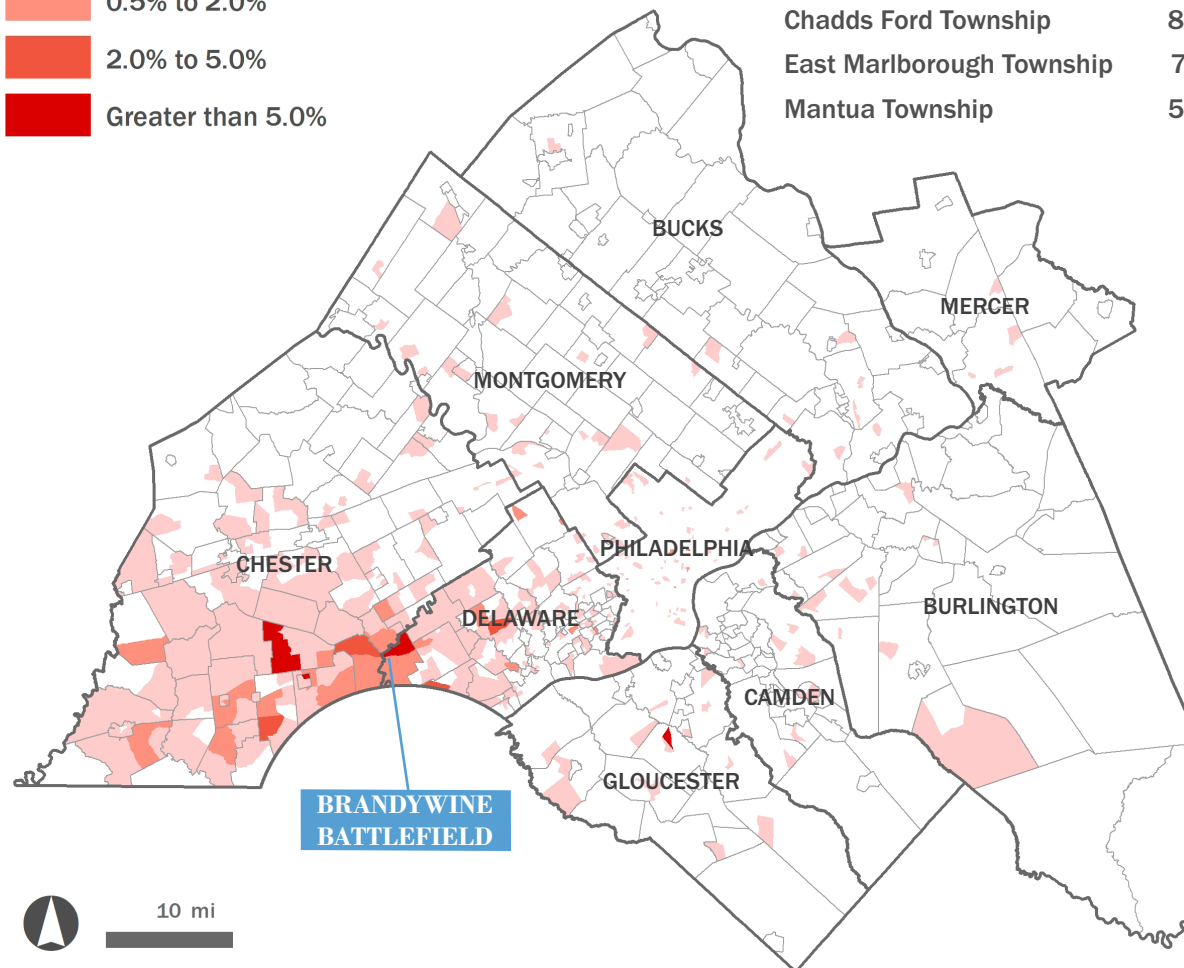
REGIONAL VISIT SHED

Share of 2023 Visits by Block Group



Top Five Municipalities by Visits

Philadelphia	10.0%
Kennett Square Borough	8.9%
Chadds Ford Township	8.8%
East Marlborough Township	7.4%
Mantua Township	5.1%



IN-REGION VISITS COUNTED (2023): 2,066
SOURCE: BUXTON

DESTINATION TYPE



TRANSPORTATION CONTEXT

- Nearest Rail Station: 6.9 mi**
Wawa
- Nearest Bus Stop: 2.1 mi**
SEPTA Route 111
- Walk Score: 18**
Car-Dependent
- Bike Score: 14**
Somewhat Bikeable
- Nearest Circuit Trail: 0.4 mi**
Octoraro Trail (*planned*)

TRAVEL BEHAVIOR

7.5% of weekend trips ending in this tract were by transit, walking, or biking

4% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

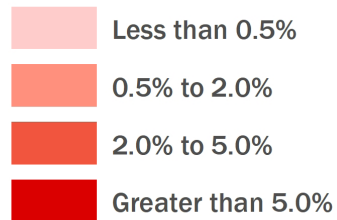
For more info, visit dvrpc.org/economic/tourism

CHANTICLEER GARDEN

Radnor Township, Delaware County

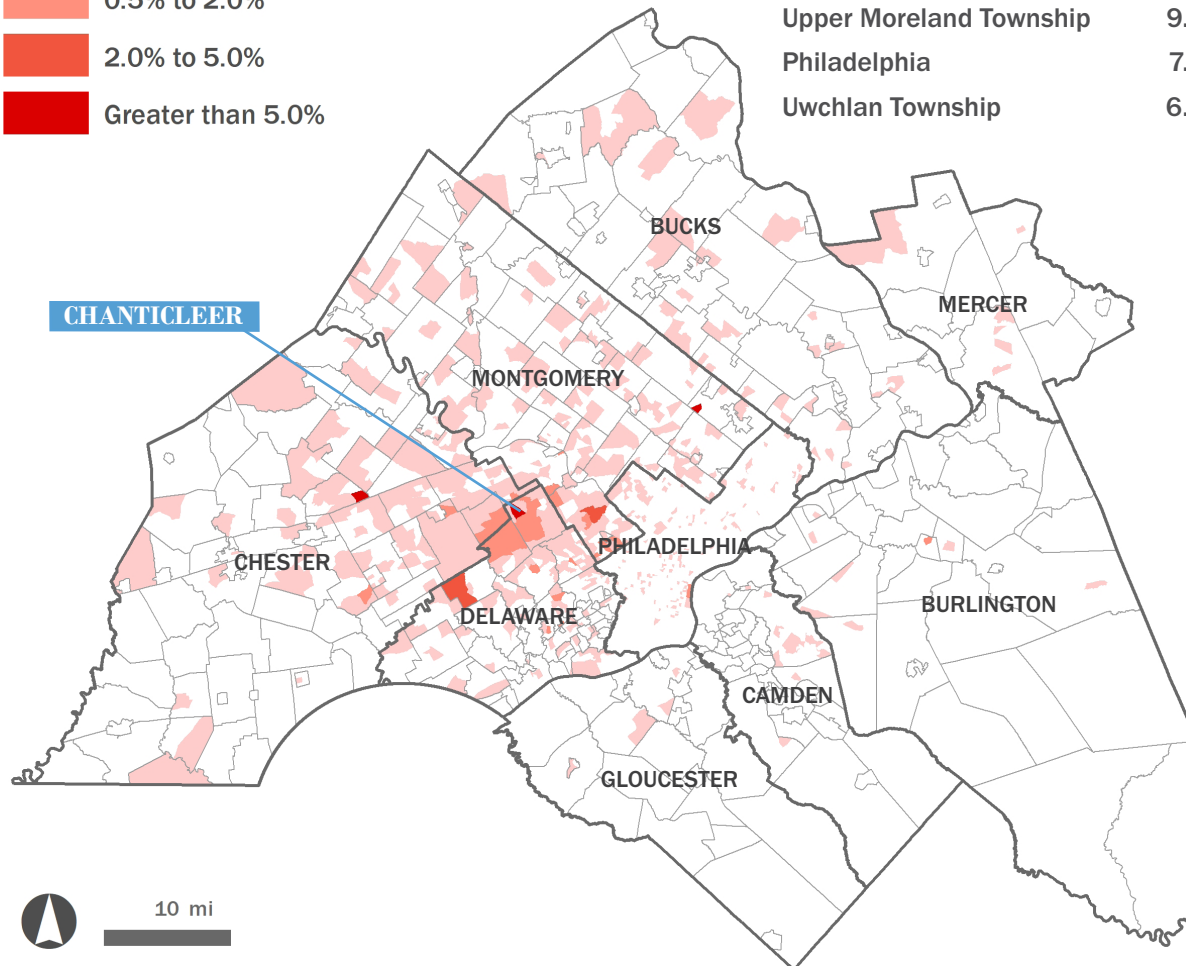
REGIONAL VISIT SHED

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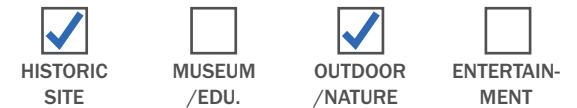
Top Five Municipalities by Visits

Radnor Township	12.8%
Lower Merion Township	11.2%
Upper Moreland Township	9.0%
Philadelphia	7.0%
Uwchlan Township	6.9%



IN-REGION VISITS COUNTED (2023): 3,098
SOURCE: BUXTON

DESTINATION TYPE



TRANSPORTATION CONTEXT

- Nearest Rail Station: 1.4 mi**
Wayne
- Nearest Bus Stop: 1.2 mi**
SEPTA Route 106
- Walk Score: 14**
Car-Dependent
- Bike Score: 20**
Somewhat Bikeable
- Nearest Circuit Trail: 0.4 mi**
Radnor Trail

TRAVEL BEHAVIOR

15% of weekend trips ending in this tract were by transit, walking, or biking

5% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

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