Destination: Delaware Valley

A Regional Visit Shed Analysis for Tourist Destinations in Greater Philadelphia

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Montgomery 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: Glencairn Museum (Credit: Dlamb302 via Wikimedia Commons), Bottom: Valley Forge (Credit: Acroterion via Wikimedia Commons)

Destination: Delaware Valley - *Regional Visit Shed Analysis*

SELECTED DESTINATIONS: MONTGOMERY COUNTY, PA

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This map identifies selected tourist destinations in Montgomery 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 Harriton House
2 Pennypacker Mills
3 Peter Wentz Farmstead
4 Pottsgrove Manor
5 Valley Forge National Historical Park

MUSEUMS / EDUCATIONAL FACILITIES

6 Abington Art Center
7 American Treasure Tour Museum
8 Glencairn Museum
9 Harold F. Pitcairn Wings of Freedom Aviation Museum

OUTDOOR / NATURAL SITES

10 Barnes Arboretum
11 Curtis Arboretum
12 Evansburg State Park
13 Fort Washington State Park
14 John James Audubon Center

ENTERTAINMENT

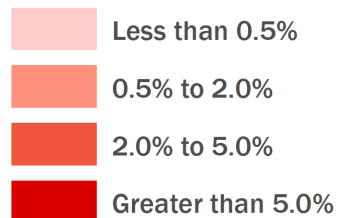15 Act II Playhouse
16 Elmwood Park Zoo
17 Keswick Theatre
18 King of Prussia Mall
19 Legoland Discovery Center
20 Spring Mountain Adventures
21 Valley Forge Casino Resort

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

Upper Merion Township	20.4%
Philadelphia	13.3%
Tredyffrin Township	6.4%
Upper Providence Township	3.1%
Lower Providence Township	2.8%

VALLEY FORGE

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

DELAWARE

BURLINGTON

CAMDEN

GLOUCESTER

10 mi
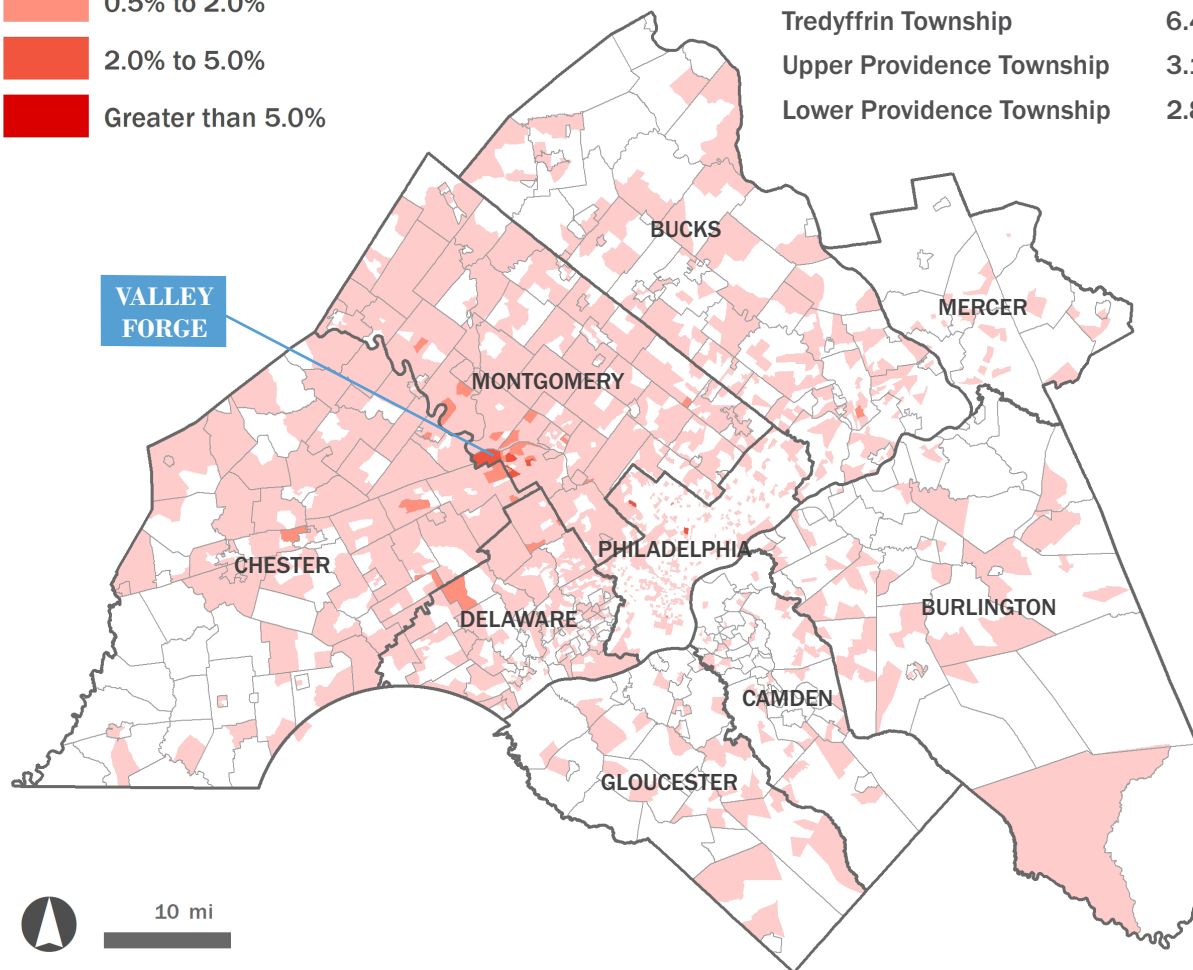
IN-REGION VISITS COUNTED (2023): 10,370
SOURCE: BUXTON

DESTINATION TYPE

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

TRANSPORTATION CONTEXT

Nearest Rail Station: 4.5 mi
DeKalb Street (Bridgeport)

Nearest Bus Stop: 0 mi
SEPTA Route 139

Walk Score: 4
Car-Dependent

Bike Score: 39
Somewhat Bikeable

Nearest Circuit Trail: 0 mi
Valley Forge Trails

TRAVEL BEHAVIOR

6% 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
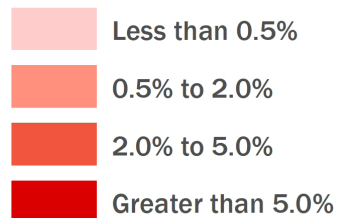
For more info, visit dvrpc.org/economic/tourism

Destination: Delaware Valley - *Regional Visit Shed Analysis*
GLENCAIRN MUSEUM
Bryn Athyn, Montgomery County

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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

Bryn Athyn	43.9%
Philadelphia	17.2%
Northampton Township	9.5%
Upper Moreland Township	9.1%
Lower Moreland Township	3.2%

BUCKS

MERCER

MONTGOMERY

GLENCAIRN

PHILADELPHIA

CHESTER

BURLINGTON

DELAWARE

CAMDEN

GLOUCESTER

10 mi
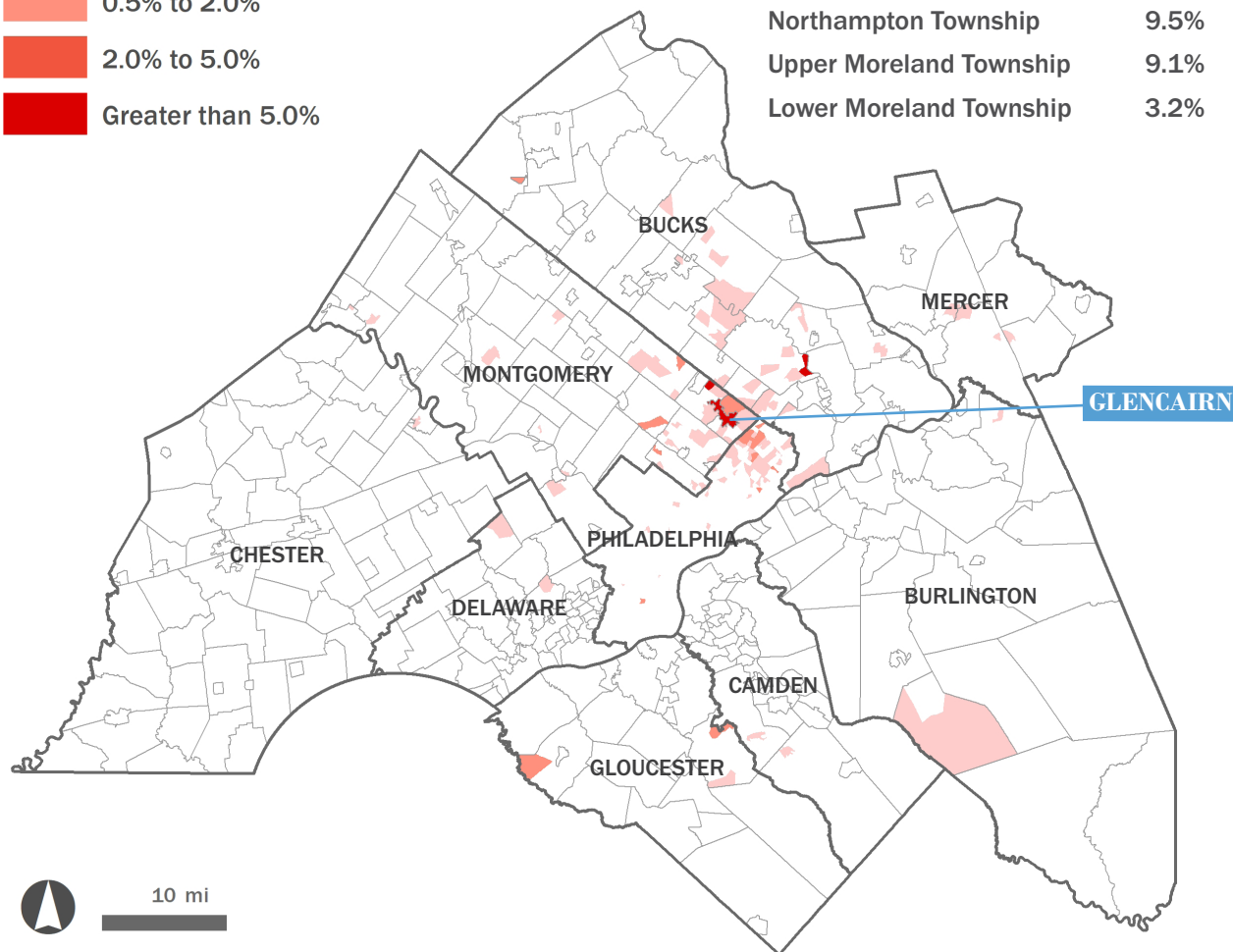
IN-REGION VISITS COUNTED (2023): 494
SOURCE: BUXTON

DESTINATION TYPE

☑ **HISTORIC SITE**

☑ **MUSEUM /EDU.**

☐ **OUTDOOR /NATURE**

☐ **ENTERTAIN- MENT**
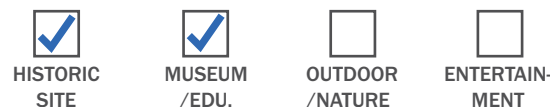
TRANSPORTATION CONTEXT

Nearest Rail Station: 1.7 mi
Bethayres

Nearest Bus Stop: 0 mi
SEPTA Route 24

Walk Score: 27
Car-Dependent

Bike Score: 20
Somewhat Bikeable

Nearest Circuit Trail: 0.8 mi
Pennypack Trail

TRAVEL BEHAVIOR

11% 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

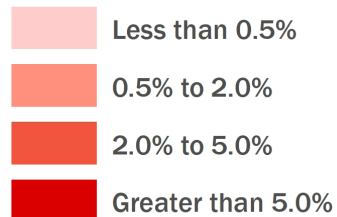Destination: Delaware Valley - *Regional Visit Shed Analysis*
JOHN JAMES AUDUBON CENTER
Lower Providence Township, Montgomery County

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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

Lower Providence Township	22.7%
Swarthmore Borough	14.0%
Limerick Township	8.2%
Philadelphia	6.3%
Darby Township	6.3%

AUDUBON CENTER

BUCKS

MERCER

MONTGOMERY

CHESTER

PHILADELPHIA

BURLINGTON

DELAWARE

CAMDEN

GLOUCESTER

10 mi
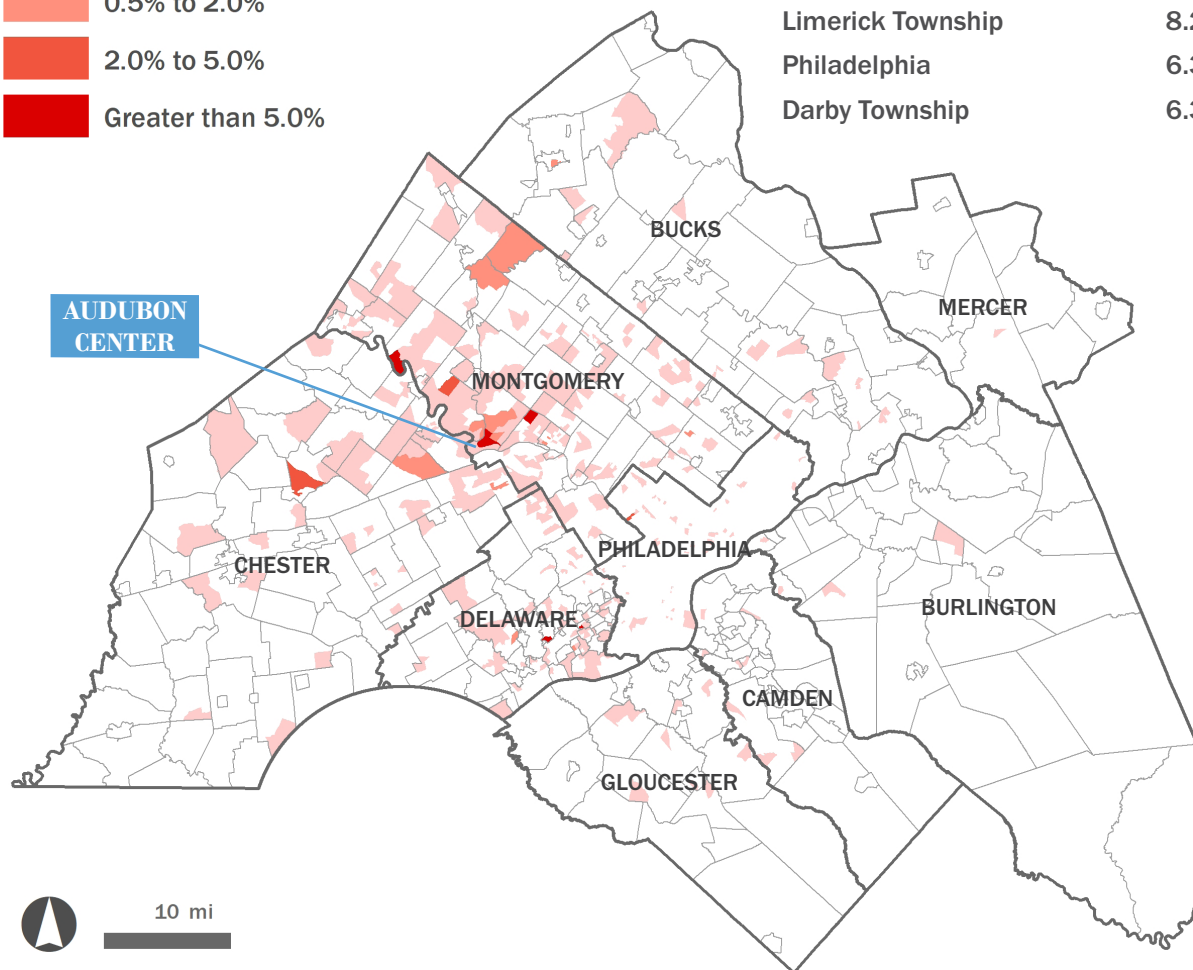
IN-REGION VISITS COUNTED (2023): 2,746
SOURCE: BUXTON

DESTINATION TYPE

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

TRANSPORTATION CONTEXT

Nearest Rail Station: 5.5 mi
Main Street (Norristown)

Nearest Bus Stop: 0.8 mi
SEPTA Route 99

Walk Score: 66
Somewhat Walkable

Bike Score: 36
Somewhat Bikeable

Nearest Circuit Trail: 0 mi
Audubon Loop Trail

TRAVEL BEHAVIOR

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

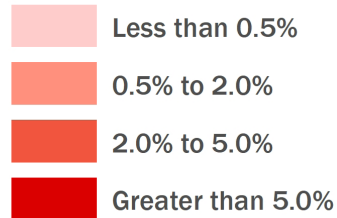3% of weekend trips ending in this tract were made by zero-vehicle households

SOURCE: REPLICA

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

Destination: Delaware Valley - *Regional Visit Shed Analysis*
ELMWOOD PARK ZOO
Norristown, Montgomery County

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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

Norristown	13.7%
Philadelphia	10.4%
East Norriton Township	5.7%
West Norriton Township	5.4%
Haverford Township	3.5%

ELMWOOD PARK ZOO

BUCKS
MERCER
MONTGOMERY
CHESTER
PHILADELPHIA
DELAWARE
BURLINGTON
CAMDEN
GLOUCESTER
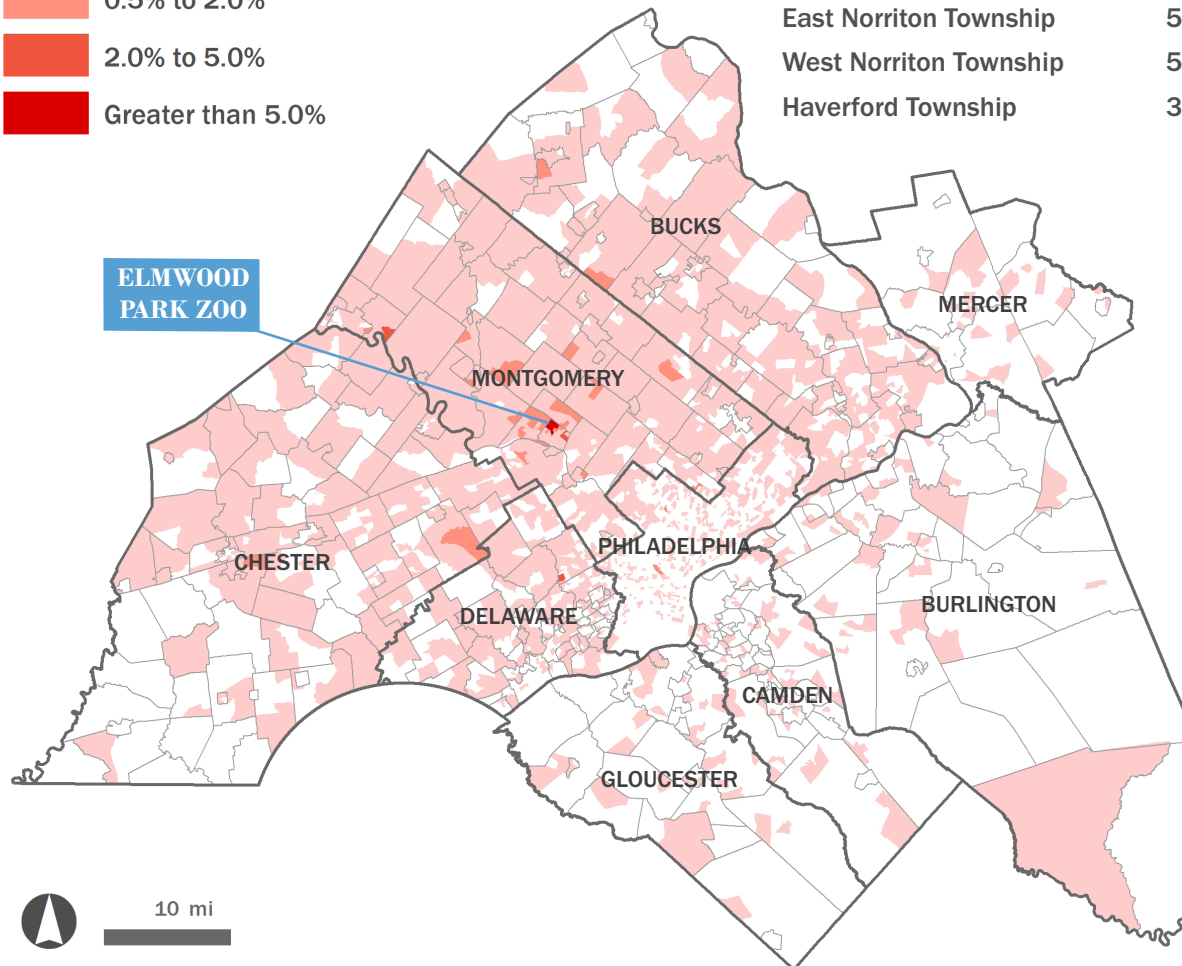
10 mi

IN-REGION VISITS COUNTED (2023): 15,934
SOURCE: BUXTON

DESTINATION TYPE

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

TRANSPORTATION CONTEXT

Nearest Rail Station: 1.2 mi
Elm Street

Nearest Bus Stop: 0.3 mi
SEPTA Route 90

Walk Score: 59
Somewhat Walkable

Bike Score: 44
Somewhat Bikeable

Nearest Circuit Trail: 0.5 mi
Liberty Bell Trail (*planned*)

TRAVEL BEHAVIOR

13% 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