

2025

Economic Impact of Visitors to Lancaster County



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Introduction

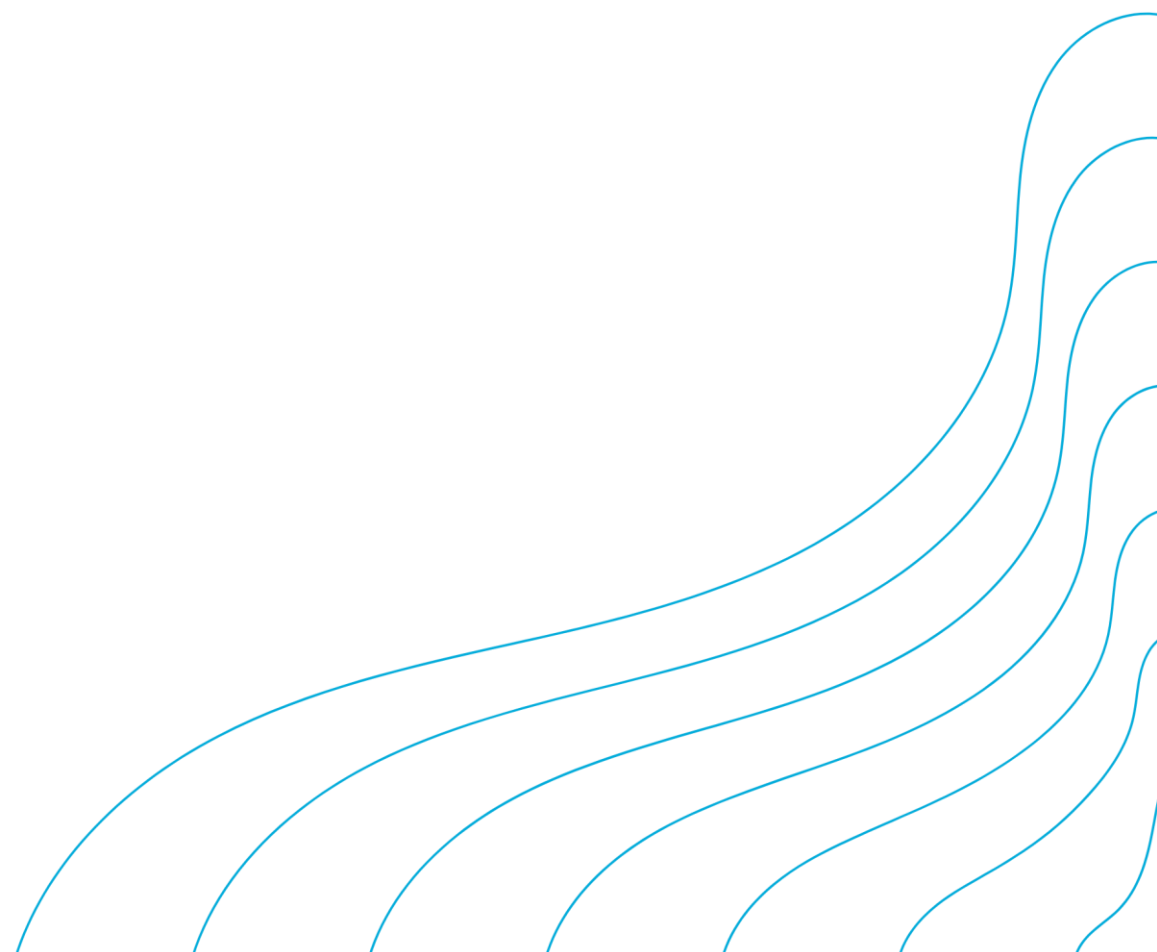
Visitors are integral to the Lancaster County economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of the Lancaster County visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

KEY FINDINGS



Key Findings

Visitors Generate Significant Economic Impact

In 2025, 10 million visitors spent \$2.7 billion in the Lancaster County economy, generating a total economic impact of \$3.6 billion.



10M VISITORS TO LANCASTER COUNTY



\$2.7B VISITOR SPENDING



\$3.6B TOTAL ECONOMIC IMPACT



\$1.2B TOTAL LABOR INCOME



26,436 TOTAL JOBS SUPPORTED



\$254.4M STATE AND LOCAL TAXES



Results in Context

The visitor economy is an economic pillar in the Lancaster County. In 2025, visitor spending supported one-in-13 jobs in the county and offset resident state and local taxes by approximately \$1,196 per household. In addition:



\$2.7B VISITOR SPENDING

Visitors spent \$7.5 million per day in Lancaster County, on average.



26,436 JOBS

The visitor economy sustained 7.8% of all jobs in Lancaster County in 2025.

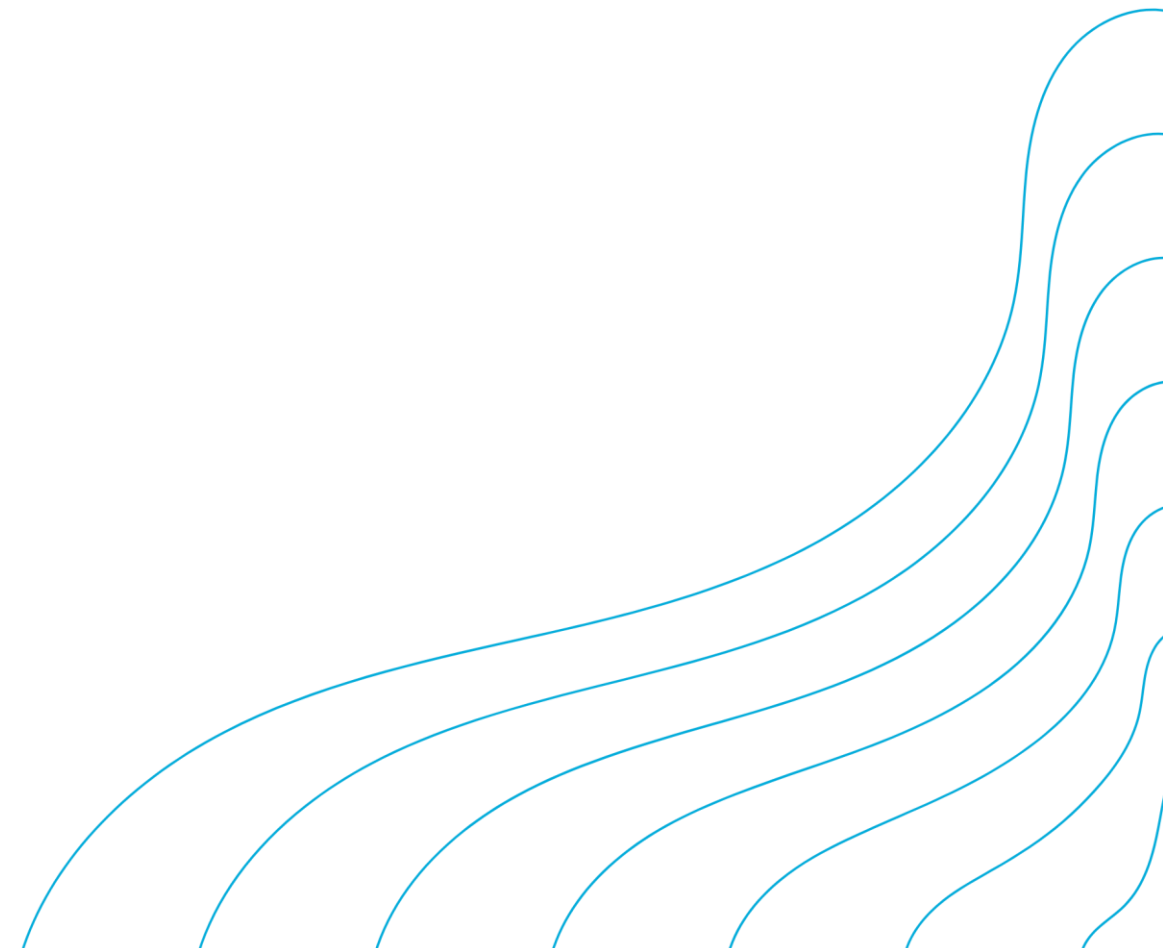


\$254.4M STATE & LOCAL TAXES

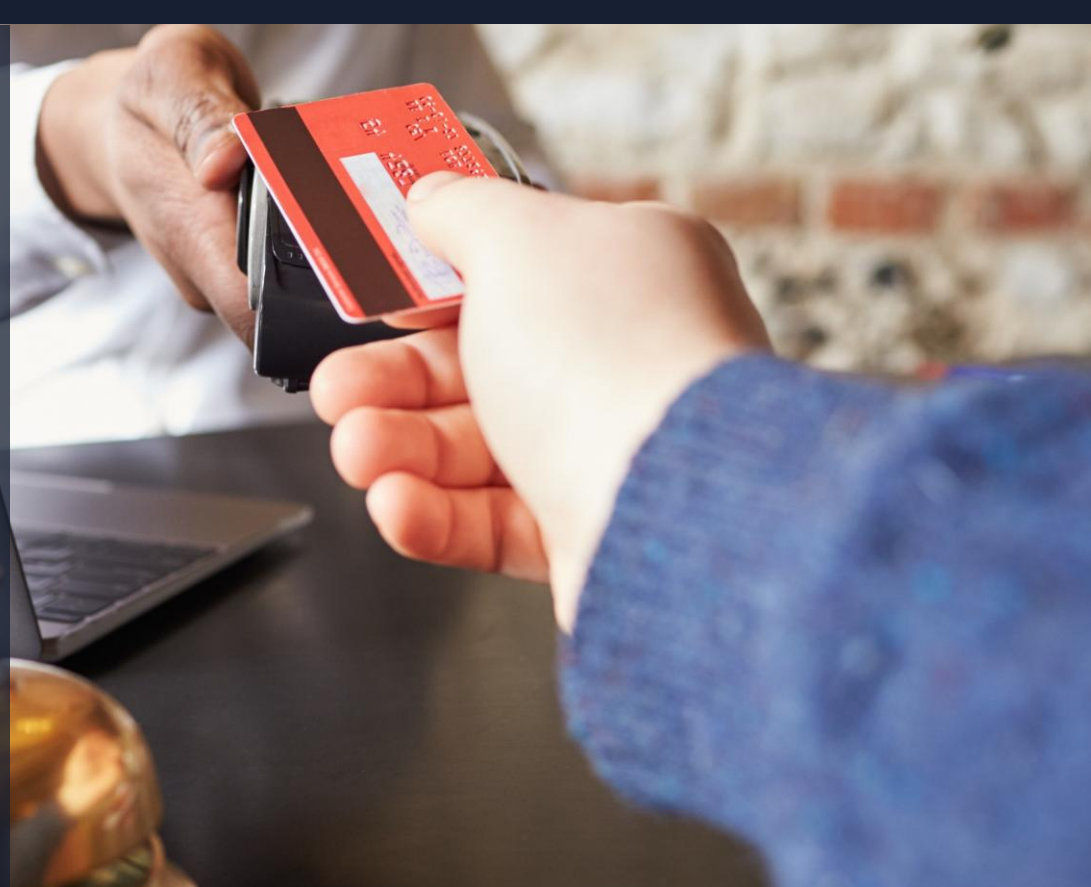
State and local taxes generated by the visitor economy offset resident taxes by \$1,196 per household.



VISITOR VOLUME & SPENDING



Lancaster County welcomed **10 million** visitors who spent **\$2.7 billion** in 2025.



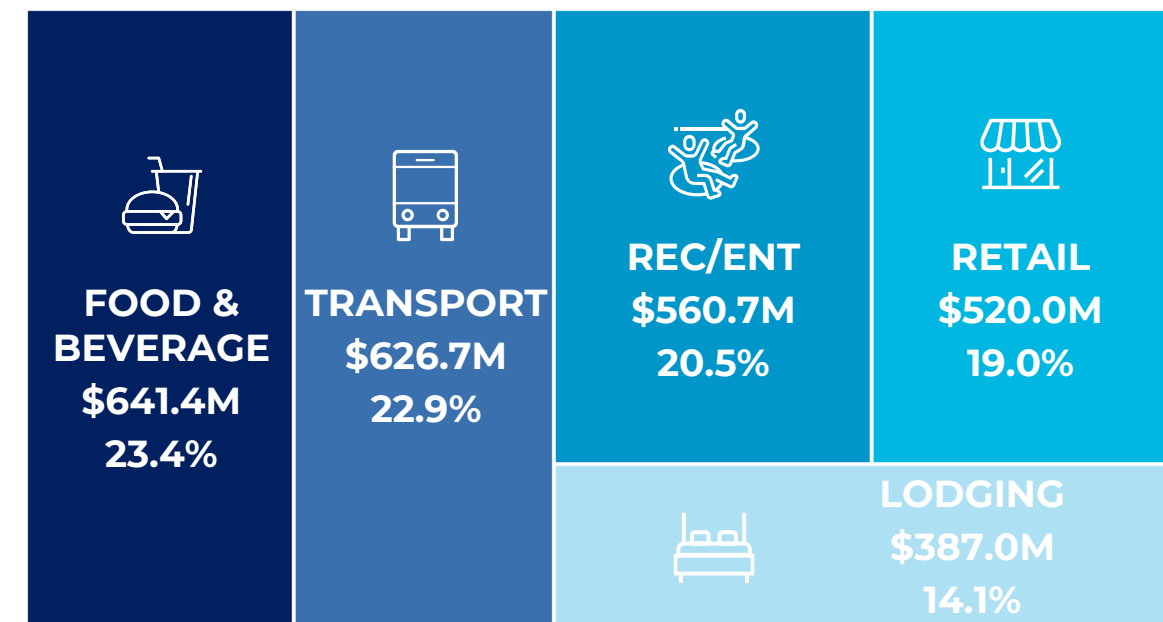
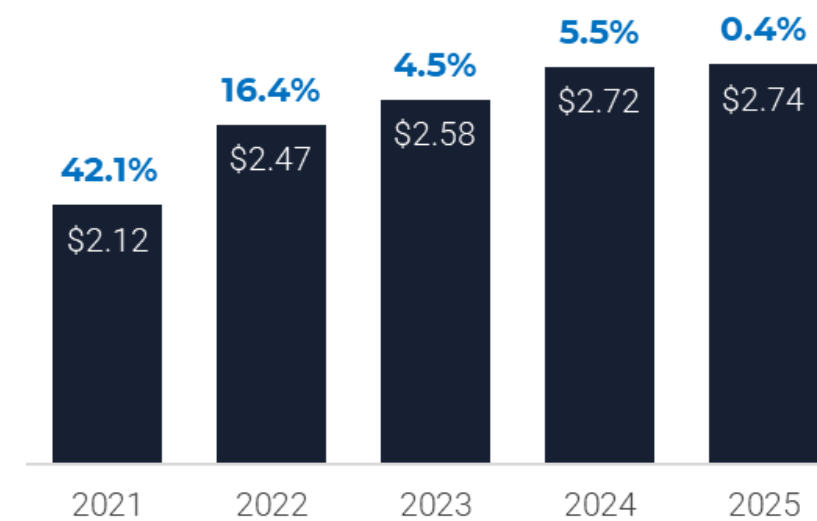
Visitor Spending

Visitor spending increased 0.4% in 2025, totaling \$2.7 billion.

Food and beverage purchases made up the largest share of that total, at \$641.4 million, or 23.4% of all visitor spending. Transportation accounted for 22.8% of spending, representing the second-largest category.

Lancaster County Visitor Spending

\$ billions



Source: Tourism Economics

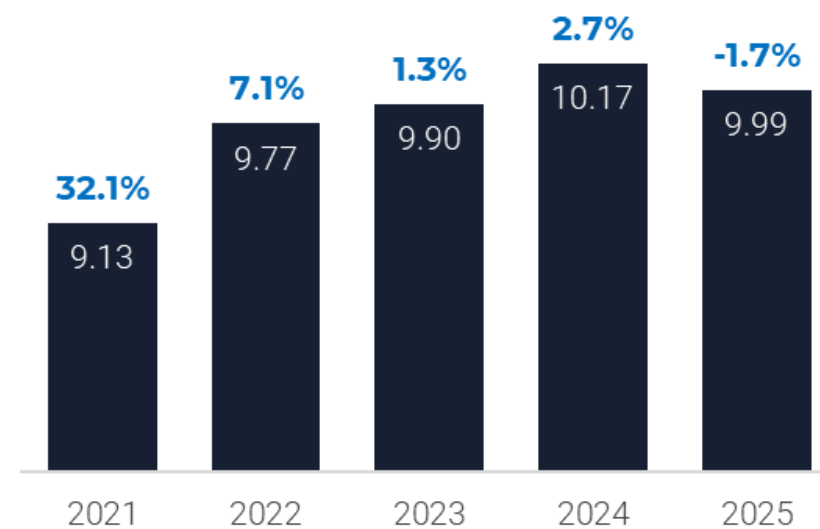
Note: Lodging includes all accommodation types.

Visitor Volume

In 2025, 10 million visitors traveled to Lancaster County, a modest decrease compared to the prior year (-1.7%). Overnight visitors were the primary driver of this decline, falling 2.0% year-over-year.

Lancaster County Visitor Volume

millions



Source: Tourism Economics

Visitor Volume and Spending Trends

Visitor spending grew 0.4% in 2025, an increase of more than \$12 million over the prior year.

Spending on food and beverages led gains in 2025, increasing 2.0% year-over-year, followed by lodging, which grew 1.7%. A decline in gas prices weighed on transportation spending, which fell 2.3% compared with the prior year.

Visitor volume fell 1.7% year-over-year in 2025. Both the day and overnight segments saw declines in volume, decreasing 1.4% and 2.0%, respectively.

Lancaster County Visitor Spending

\$ millions

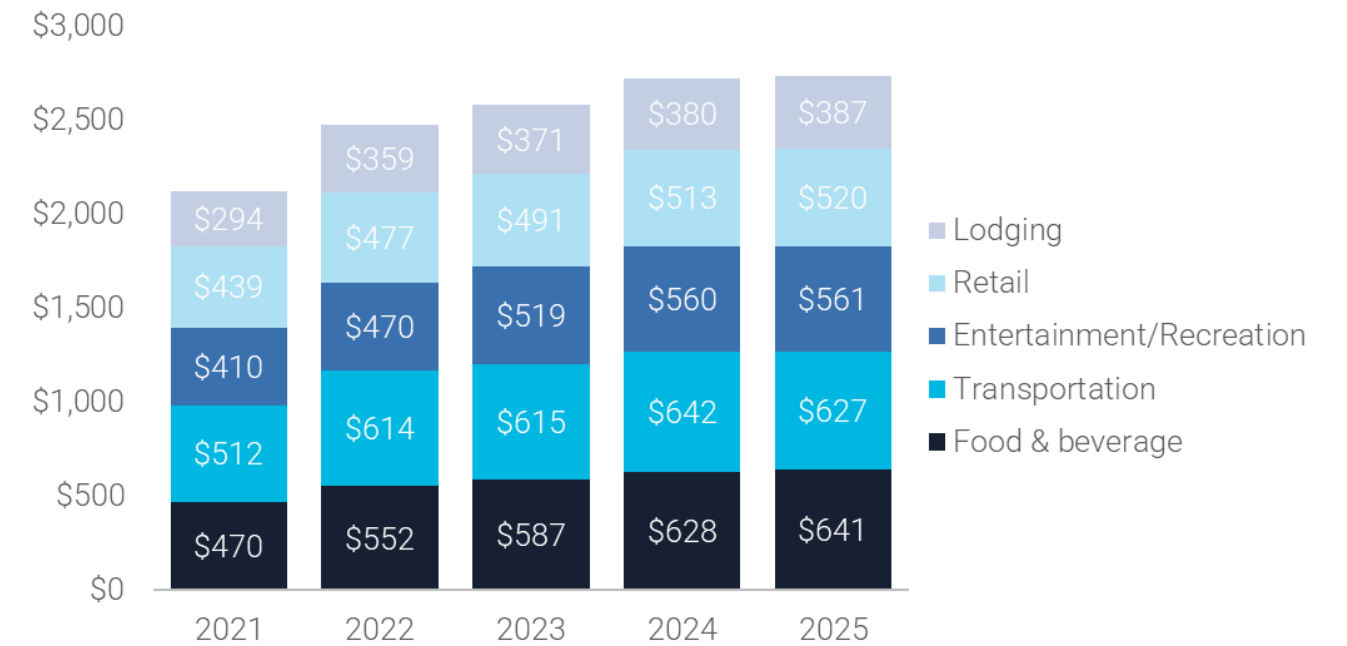
	2021	2022	2023	2024	2025	2025 Change
Total visitor spending	\$2,125	\$2,472	\$2,583	\$2,724	\$2,736	0.4%
Food & beverage	\$470	\$552	\$587	\$628	\$641	2.0%
Transportation	\$512	\$614	\$615	\$642	\$627	-2.3%
Entertainment/Recreation	\$410	\$470	\$519	\$560	\$561	0.1%
Retail	\$439	\$477	\$491	\$513	\$520	1.4%
Lodging	\$294	\$359	\$371	\$380	\$387	1.7%

Source: Tourism Economics

Note: Lodging includes all accommodation types.

Lancaster County Visitor Spending, by Category

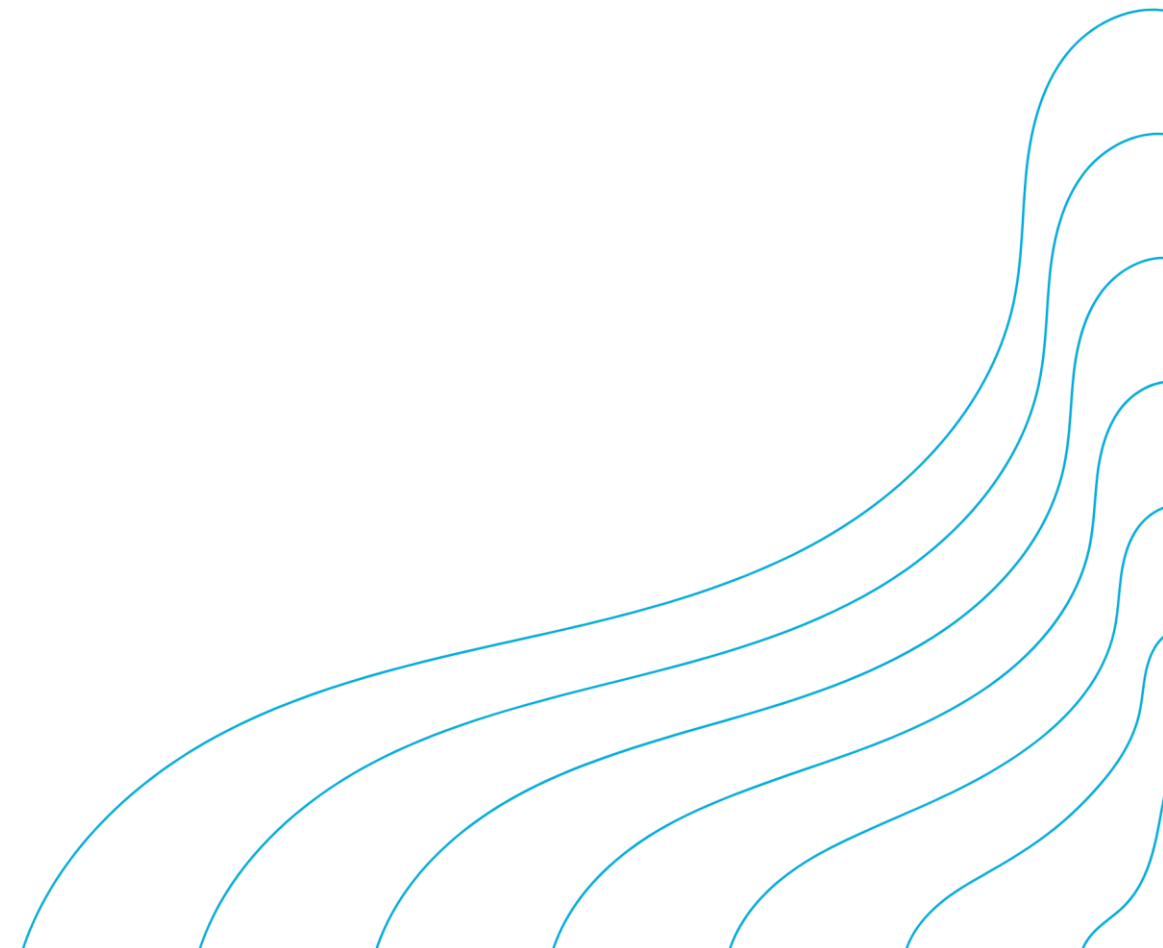
\$ millions



Source: Tourism Economics



ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

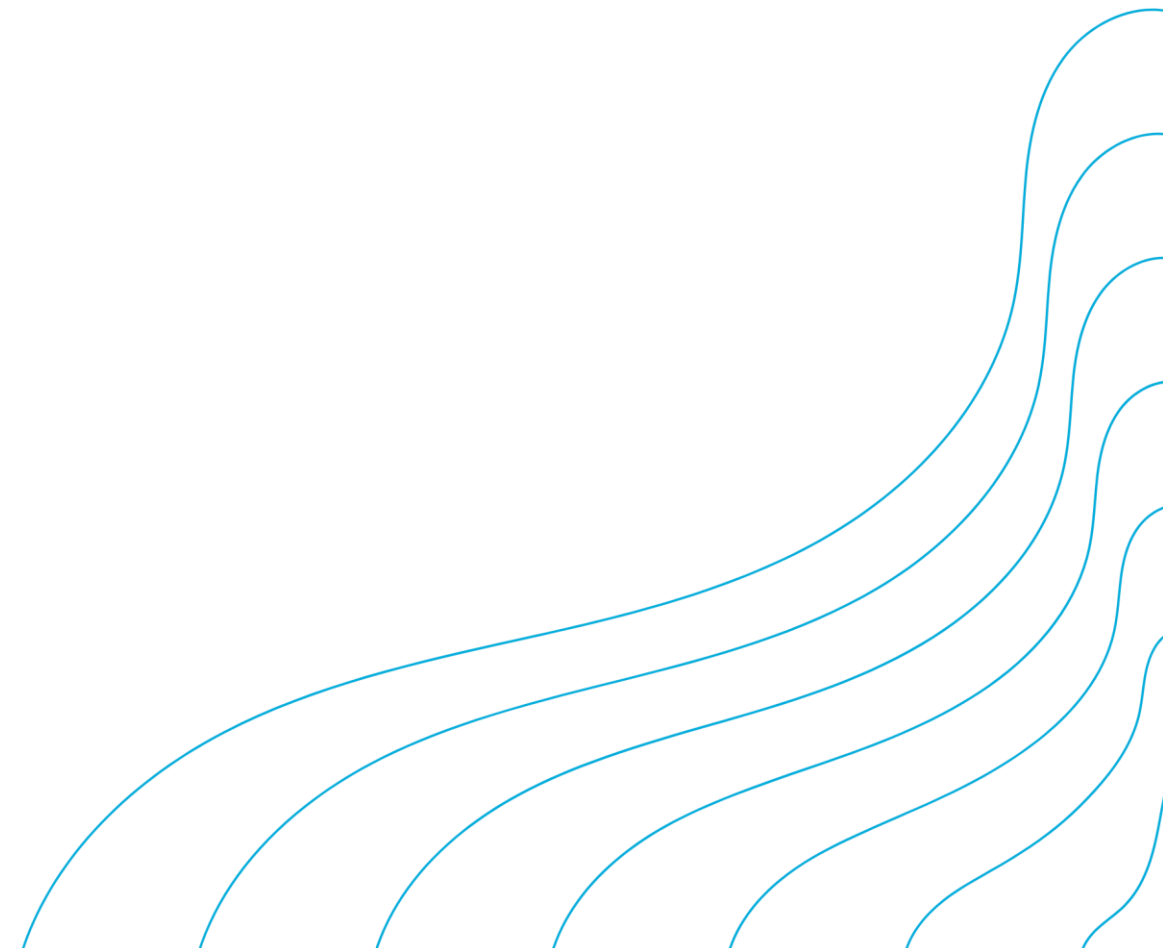
The model calculates these three levels of impact—direct, indirect, and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Model



ECONOMIC IMPACT



Economic Impact Findings and Trends

Direct visitor spending of \$2.7 billion generated a total economic impact of \$3.6 billion in Lancaster County in 2025, including indirect and induced effects, representing a 0.7% increase from 2024.

Visitor spending supported 26,436 jobs in the county, generating \$1.2 billion in wages and salaries. Employment grew 0.3% year-over-year, with the direct tourism industry accounting for approximately 17,400 of these jobs (at restaurants, hotels, attractions, etc.).

Each Lancaster County household would need to be taxed an additional \$1,196 per year to replace the \$254.4 million of state and local taxes supported by tourism.

Economic Impact of Tourism in Lancaster County

\$ millions, number of jobs

	2021	2022	2023	2024	2025	2025 Change
Direct visitor economy						
Tourism direct sales (visitor spending)	\$2,125	\$2,472	\$2,583	\$2,724	\$2,736	0.4%
Employment	15,117	16,480	17,077	17,324	17,359	0.2%
Labor income	\$504	\$576	\$615	\$643	\$648	0.7%
Taxes	\$242	\$263	\$274	\$286	\$289	1.0%
State and local	\$115	\$126	\$130	\$136	\$136	0.4%
Federal	\$127	\$136	\$144	\$151	\$153	1.5%
Total visitor economy						
Business sales	\$2,877	\$3,277	\$3,405	\$3,582	\$3,608	0.7%
Employment	23,363	25,194	25,987	26,363	26,436	0.3%
Labor income	\$961	\$1,073	\$1,134	\$1,187	\$1,196	0.8%
Taxes	\$445	\$481	\$502	\$522	\$528	1.2%
State and local	\$216	\$237	\$243	\$253	\$254	0.6%
Federal	\$228	\$245	\$258	\$269	\$273	1.6%

Source: Tourism Economics



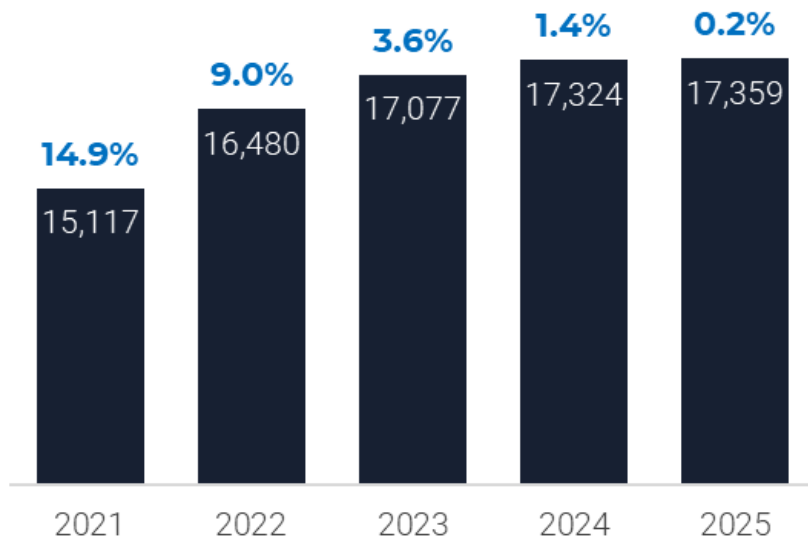
Direct Employment

Growth in employment directly supported by visitor activity slowed in 2025, rising 0.2% year-over-year to 17,359 jobs. Moderate gains in the food services sector were the primary driver of this increase.

The tourism industry is a key employer in Lancaster County. Visitor industry jobs span multiple sectors and, when aggregated, are comparable to traditional industries. In 2025, total direct visitor industry employment reached approximately 17,400 jobs, ranking as the ninth-largest sector in the county and accounting for one-in-nineteen non-agriculture private-sector jobs.

Visitor Supported Employment in Lancaster County

jobs



Source: Tourism Economics

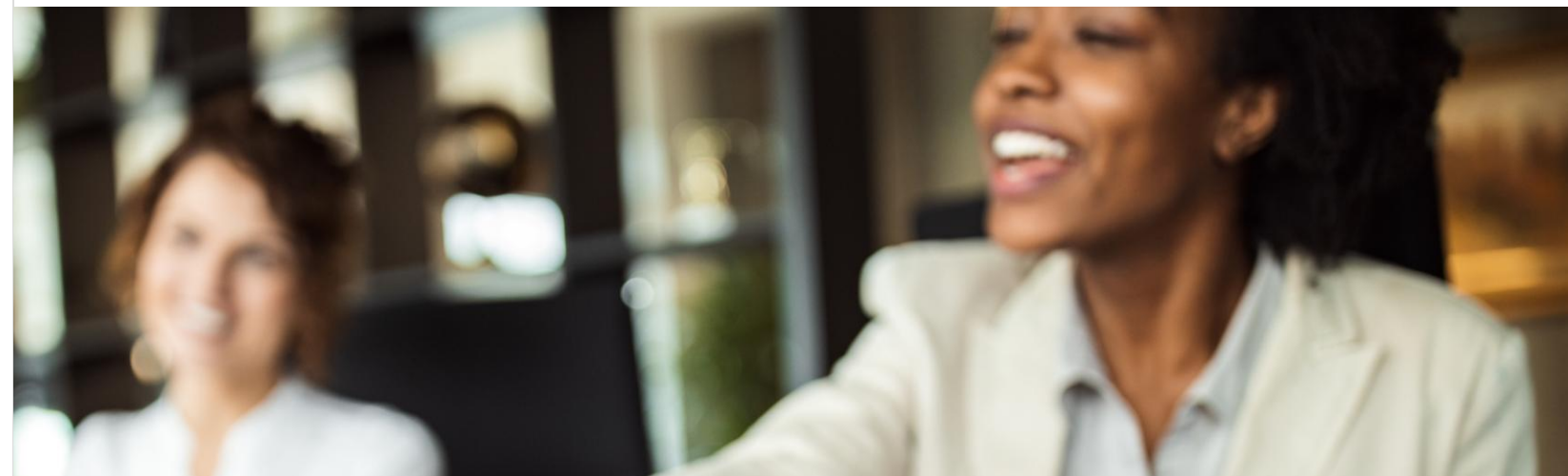
Employment in Lancaster County, by Major Industry (2025)

thousands of jobs



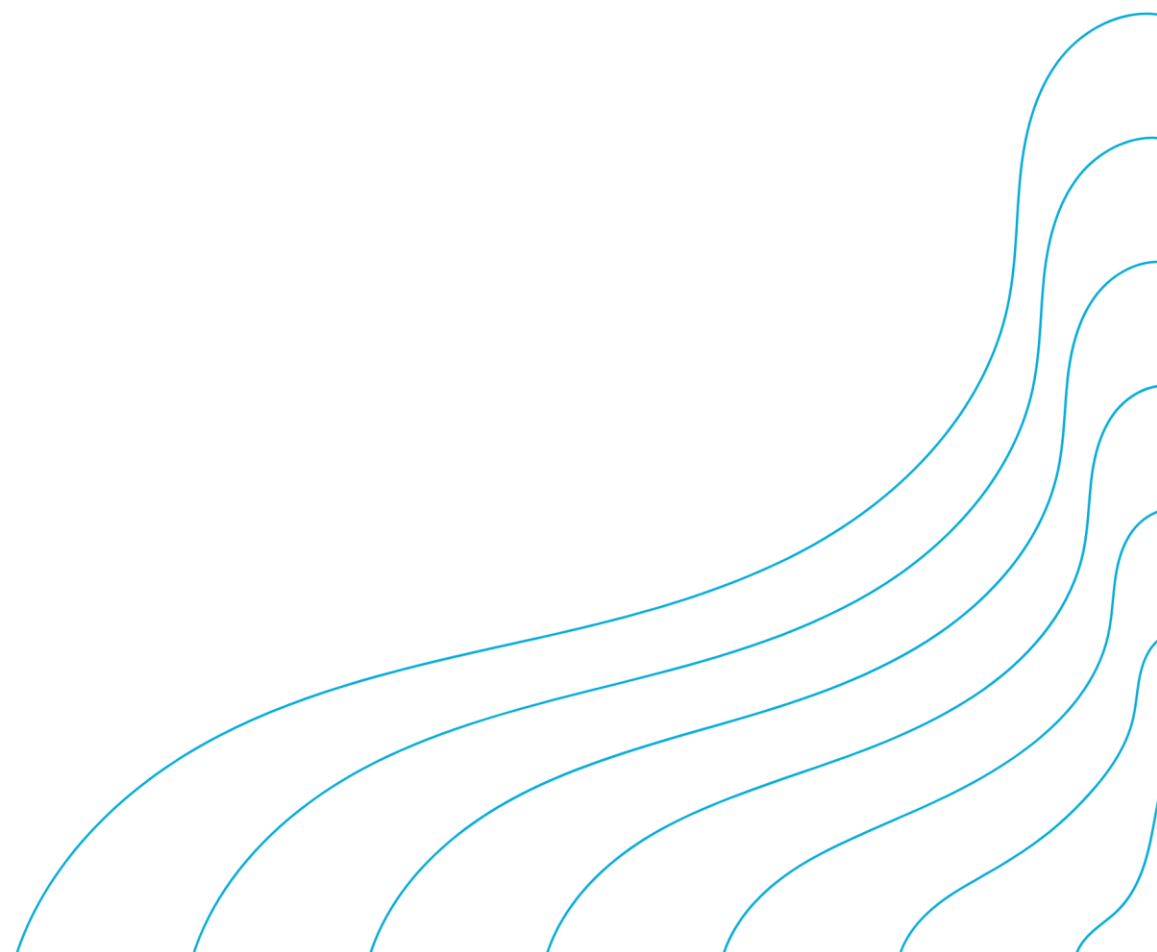
Source: Tourism Economics, BEA

* The direct tourism portion of employment in these sectors has been adjusted to be counted within the tourism industry for this comparison.



The visitor economy in **Lancaster County** directly supported nearly **17,400 local jobs.**

APPENDIX



Appendix

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The analysis of the Lancaster County visitor economy begins with direct visitor spending. These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including lodging taxes, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided below.

Data Sources

- **STR:** Lodging performance data, including room demand and revenue, for hotels
- **Lancaster County:** Lodging tax receipts
- **BEA/BLS:** Employment and wage data, by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to Pennsylvania

Glossary

SPENDING DEFINITIONS	LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
	FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
	RECREATION	Includes visitors spending within the arts, entertainment and recreation sector.
	RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
	LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
	AIR TRANSPORT	Where applicable, the local share of air transportation spending.
ECONOMIC IMPACT DEFINITIONS	SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.
	DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
	INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
	INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
	EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
	PERSONAL INCOME	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
	LOCAL TAXES	City and County taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.	

About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

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