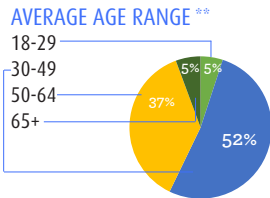


TOURISM MATTERS

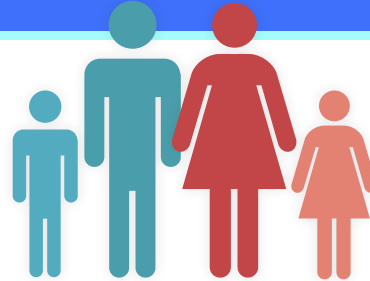
Laurel Highlands Visitor Profile & Economic Impact Data



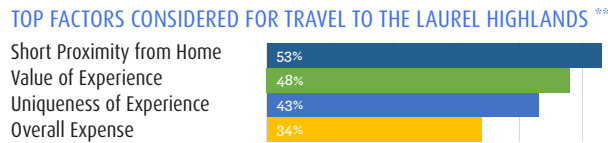
WESTMORELAND, FAYETTE & SOMERSET COUNTIES



72% INDICATED THEIR MARITAL STATUS AS **MARRIED ****



71% REPORT TRAVELING WITH THEIR SPOUSE OR **HOUSEHOLD FAMILY ****



REPORT AN EDUCATION LEVEL OF ASSOCIATE'S DEGREE OR HIGHER *



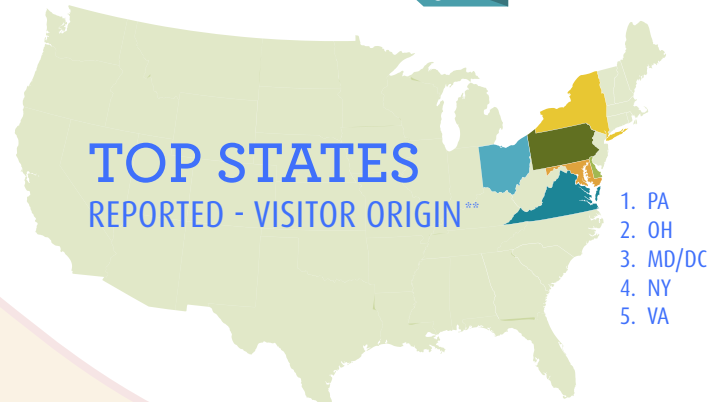
50% REPORTED AVERAGE HOUSEHOLD INCOME AS **\$75,000+ ***

76% REPORT THEIR AVERAGE LENGTH OF STAY PER LEISURE VISIT AS **1-5 NIGHTS ***



70% REPORT SPENDING **\$100-\$400** PER DAY ON AVERAGE *

TOP 5 MOST SOUGHT-AFTER EXPERIENCES **



\$1.8 BILLION
2013 VISITOR SPENDING

\$510
SAVED PER HOUSEHOLD IN THE REGION IN TAX PAYMENTS BECAUSE OF TOURISM

\$116 Million
FEDERAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

19,200 JOBS
TOURISM-RELATED JOBS IN 2013 REPRESENTING 7.5% OF TOTAL EMPLOYMENT IN THE REGION - 1 IN 13 JOBS IN THE REGION IS SUPPORTED BY TOURISM.

\$120 Million
STATE AND LOCAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

* Laurel Highlands Visitors Bureau Visitor Survey, September 2014 - 501 respondents
 ** Laurel Highlands Visitors Bureau Visitor Survey, August 2015 - 495 respondents
 † The Economic Impact of Tourism in Laurel Highlands Report, Tourism Economics - An Oxford Economics Company, 2015