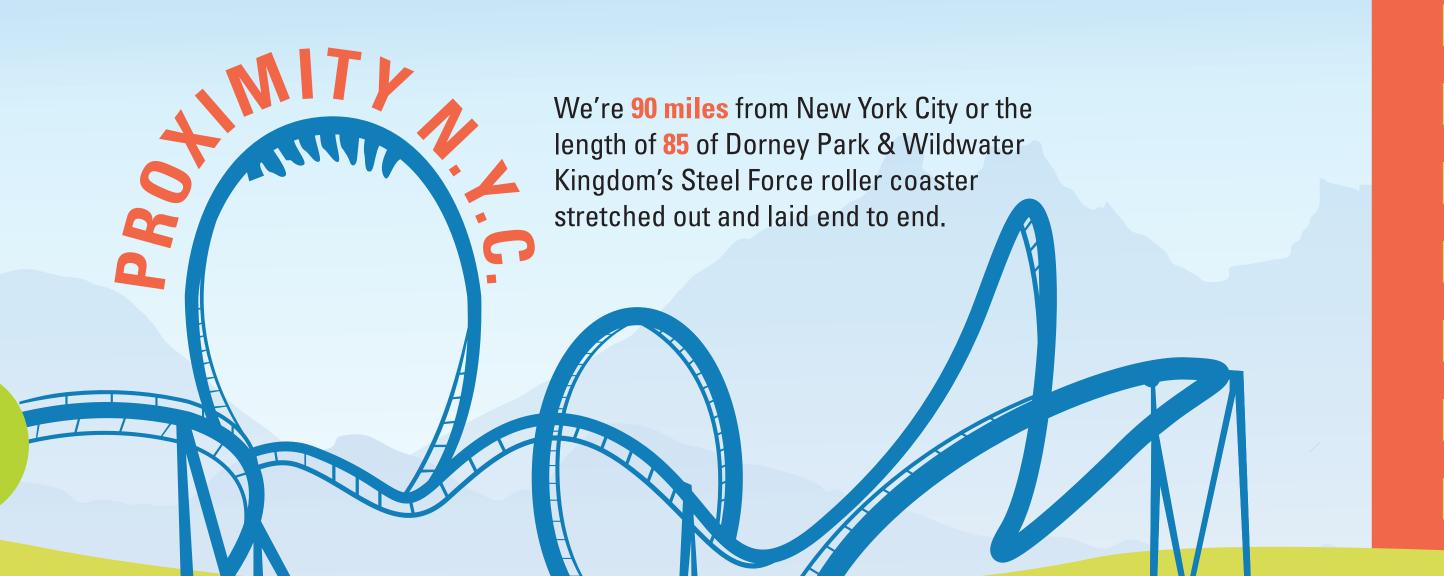


DOLLARS GENERATED

•••••

In 2012, travel and tourism You could buy **172,727,272** bottles of Sir Walters Red Wine from Franklin Hills Vineyards with that kind of money.







PROXIMITY PHILLY.

We're **55 miles** from Philadelphia or 902 PPL Towers laid end to end.

••••••



10.6 million people took day trips to Lehigh Valley. That's like filling Coca-



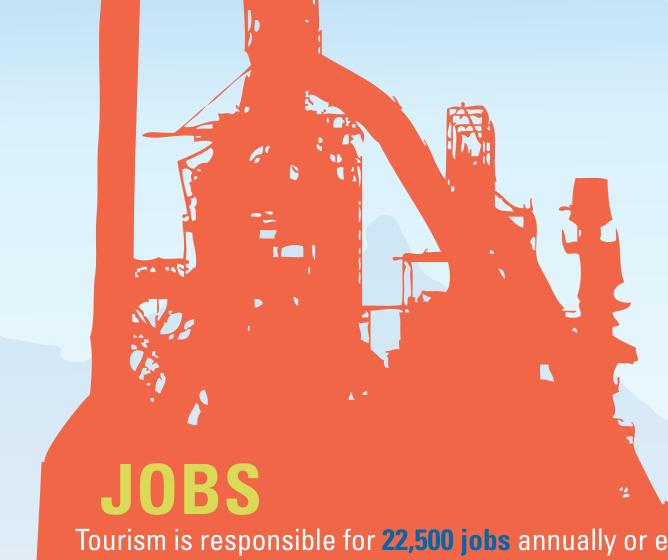
Musikfest's Main Stage 115 times.



Lehigh Valley is Pennsylvania's third largest Designated Market Area (DMA) with more than



825,000 people. That's enough people to fill







EARNINGS

Visitors occupy 3,600

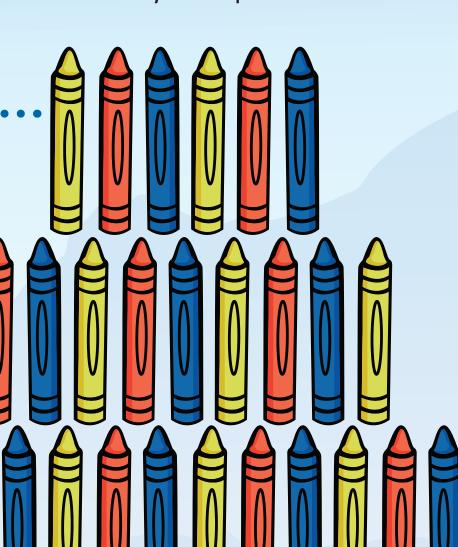
hotel rooms nightly.
That's the equivalent of

filling the State Theatre

Center for the Arts 2.5

times every night.

Travel and tourism jobs provided nearly \$817 million in earnings, or enough money to buy 27,242,414 annual passes to the Crayola Experience.TM



Travel and tourism generated **\$373** million in tax revenue for federal, state, and annually. That's John Mayer Signature
C.F. Martin guitars.





Source: PA Department of Community & Economic Development's (DCED) 2012 Annual Economic Report