



they came...they stayed...they spent...  
**they took a ride!**

## FACTS\* about Greater Reading, Berks County, Pennsylvania

Each year...

- Greater Reading receives more than 9.5 million visitors.
- Visitors spend almost \$624 million.
- Tourism results in more than \$60 million in State and Local taxes.
- Tourism is the second largest industry in the county.
- Direct wages paid to the 9,500 employed by tourism is \$242,000,000.

Visitors tell us...

- They like our great value, variety, scenic countryside and the contrast of our city and countryside.
- They come for our shopping (antiques, outlets, markets), our attractions, arts, heritage/culture museums, events, and our great festivals.



2525 N. 12th St, Suite 101, Reading PA 19605 • 610.375.4085 • 800.443.6610 • [www.readingberkspa.com](http://www.readingberkspa.com)

\* Based on 2004 statistics. Note: Figures are now collected by the State through Global Insights differently than in past reports.

