



Travel USA Visitor Profile

Day Visitation

2021

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103	– Bluegrass, Horses, Bourbon & Boone

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Kentucky's domestic tourism business in 2021.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Kentucky, the following sample was achieved in 2021:



Day Base Size

1,542

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



Travel USA Visitor Profile

Day Visitation - Kentucky

2021

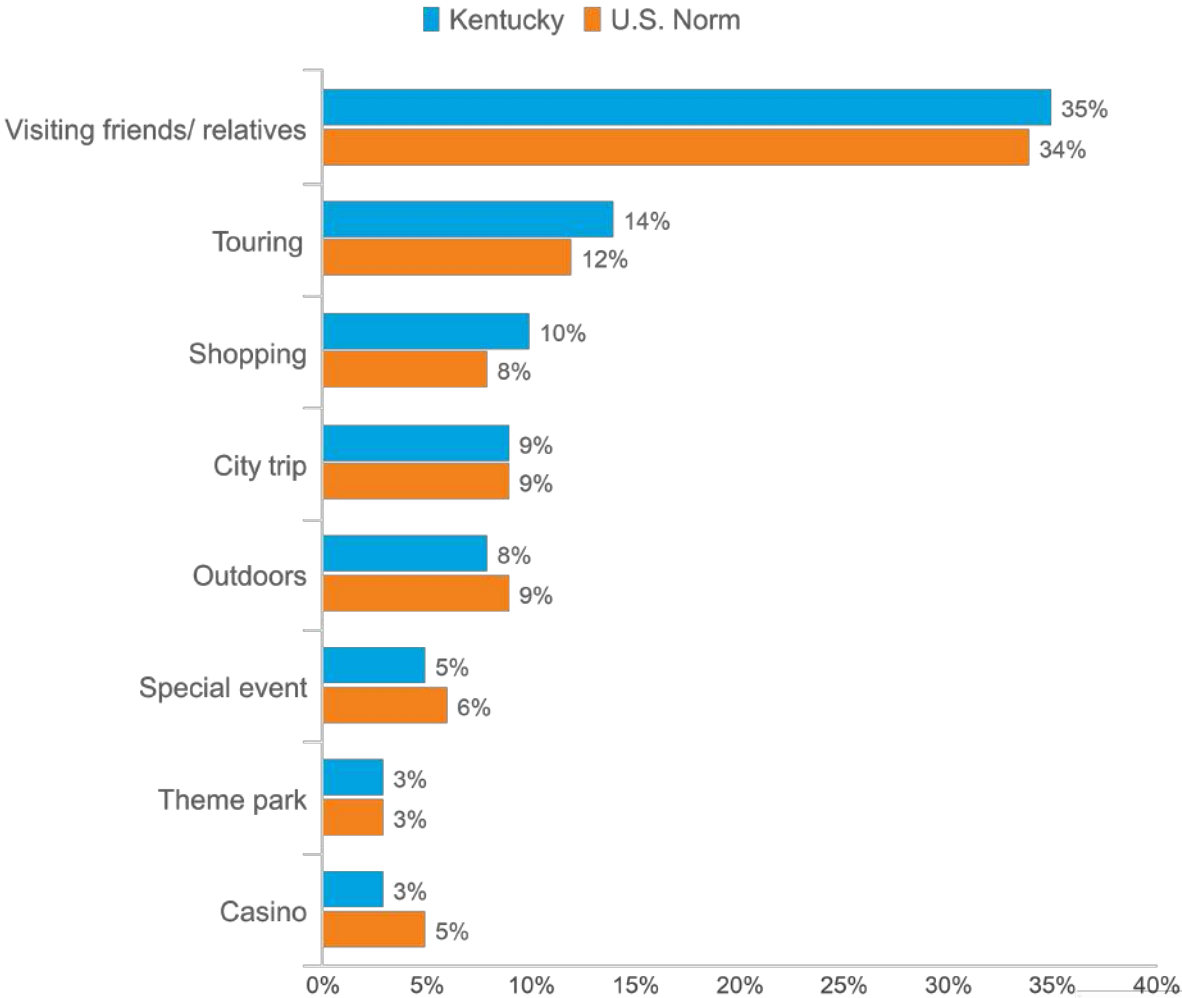
Kentucky's Day Trip Characteristics

Base: 2021 Day Person-Trips

Main Purpose of Trip



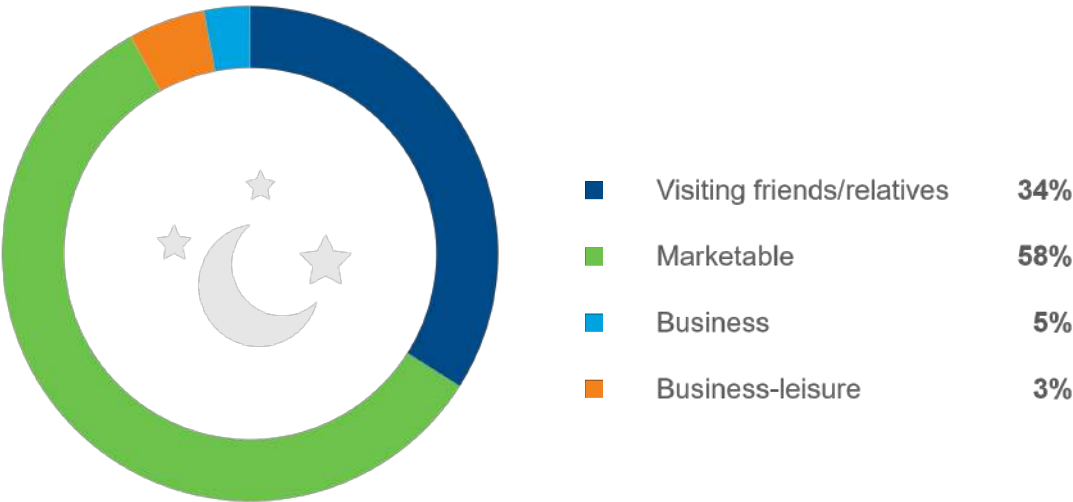
Main Purpose of Leisure Trip



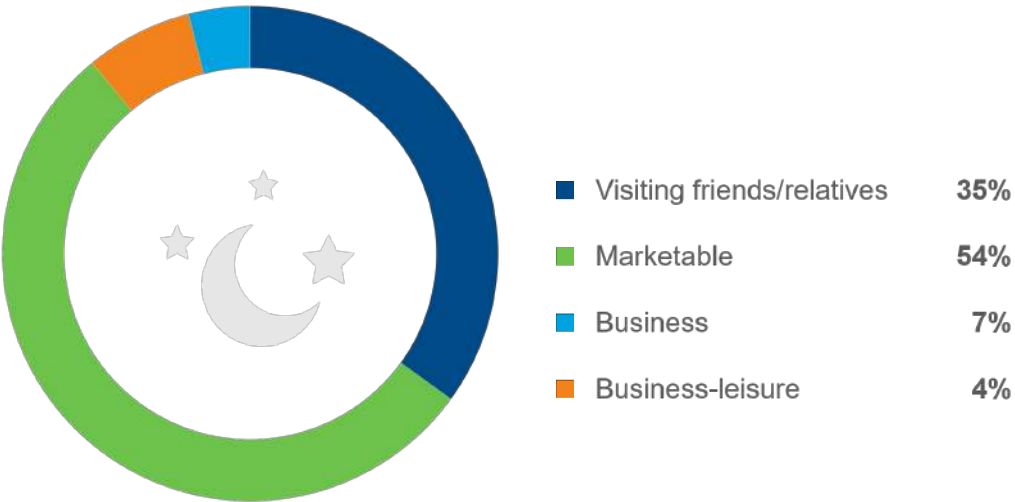
Structure of the U.S. and Kentucky Day Travel Market

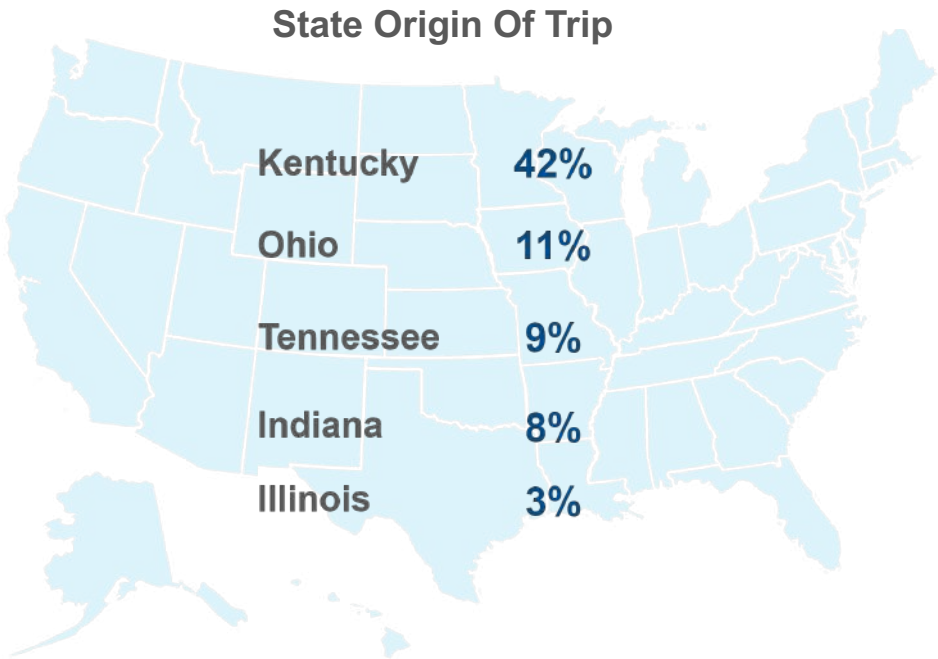
Base: 2021 Day Person-Trips

2021 U.S. Day Trips

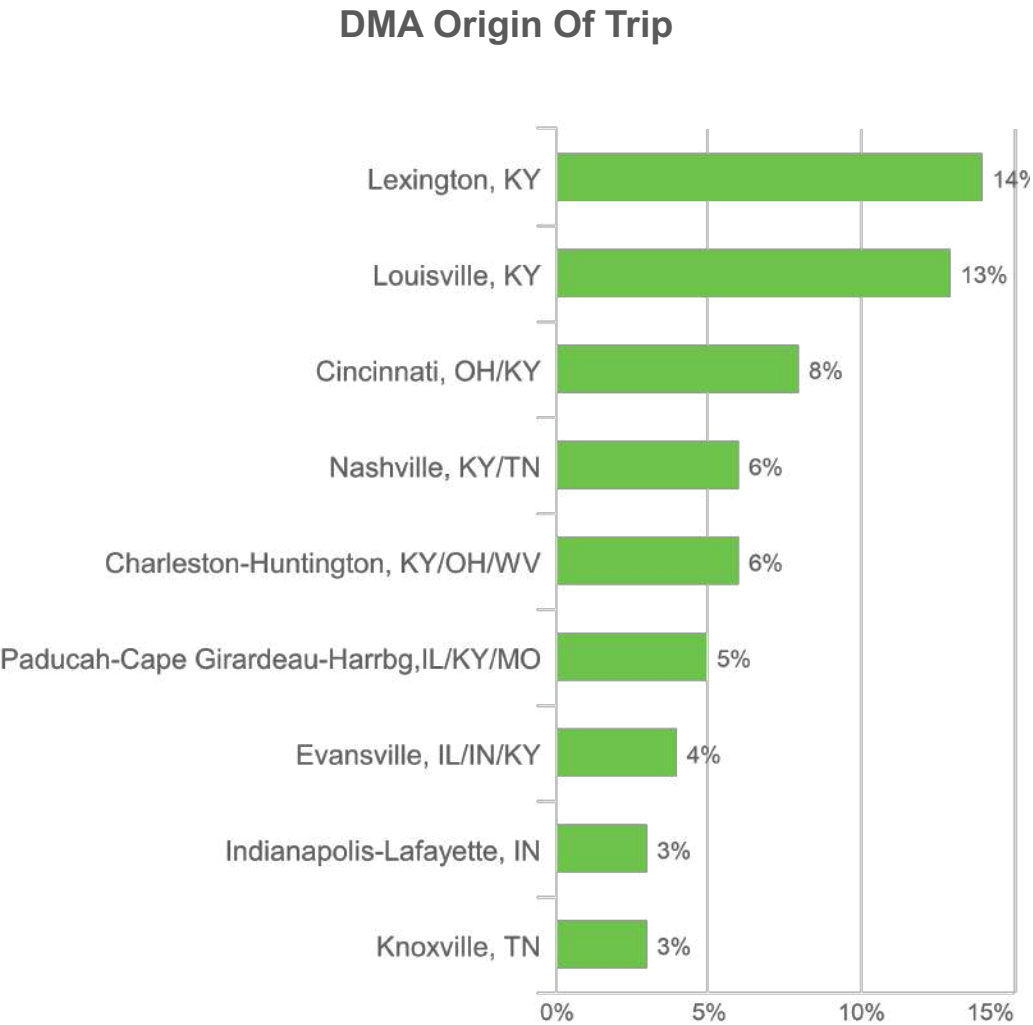


2021 Kentucky Day Trips





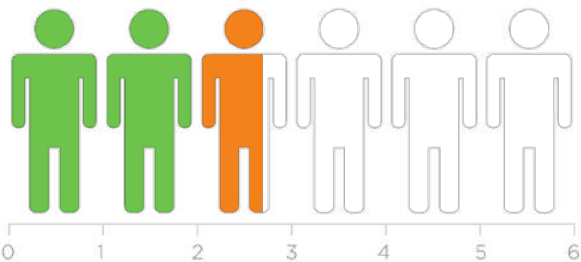
Season of Trip
Total Day Person-Trips



Size of Travel Party

■ Adults ■ Children

Kentucky

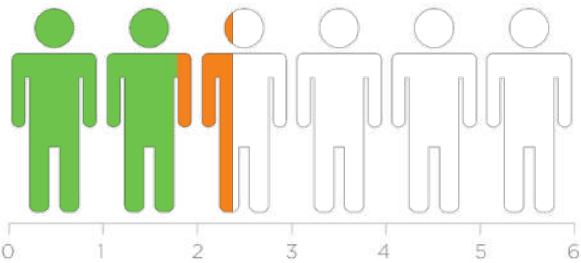


Total

2.8

Average number of people

U.S. Norm



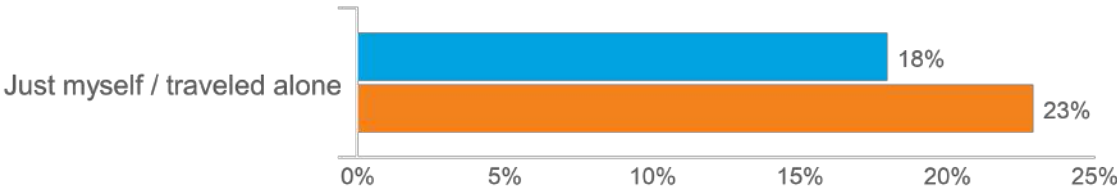
Total

2.6

Average number of people

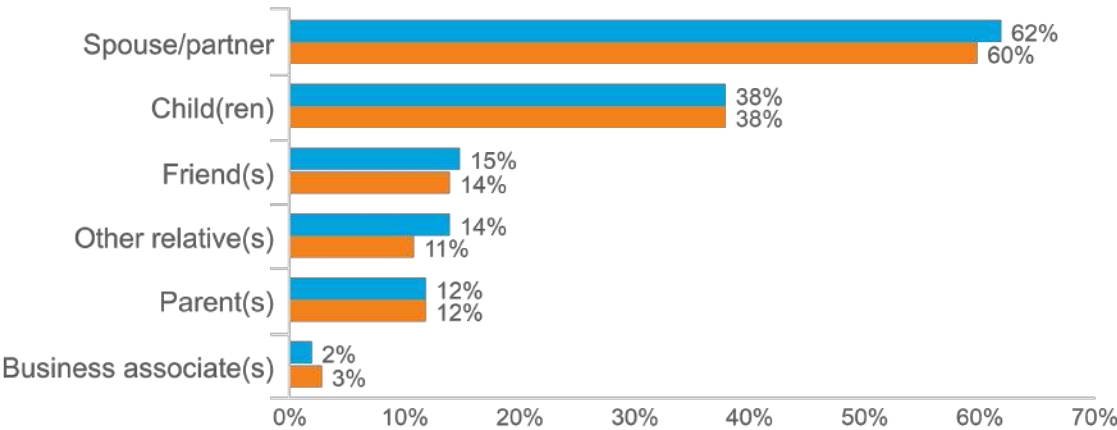
Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



Composition of Immediate Travel Party

■ Kentucky ■ U.S. Norm

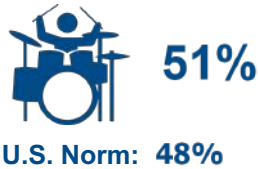


Activity Groupings

Outdoor Activities



Entertainment Activities



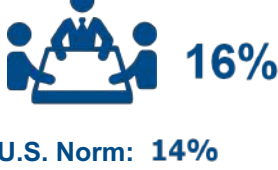
Cultural Activities













Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Kentucky	U.S. Norm
 Shopping	24%	19%
 Sightseeing	16%	11%
 Attending celebration	13%	10%
 Landmark/historic site	10%	8%
 Hiking/backpacking	9%	5%
 Museum	8%	7%
 Local parks/playgrounds	8%	6%
 Business meeting	8%	6%
 Fishing	8%	4%
 Nature tours/wildlife viewing/birding	8%	5%

Shopping Types on Trip

		Kentucky	U.S. Norm
	Outlet/mall shopping	49%	46%
	Big box stores (Walmart, Costco)	39%	28%
	Convenience/grocery shopping	33%	26%
	Souvenir shopping	25%	24%
	Boutique shopping	21%	22%
	Antiquing	19%	13%

Base: 2021 Day Person-Trips that included Shopping

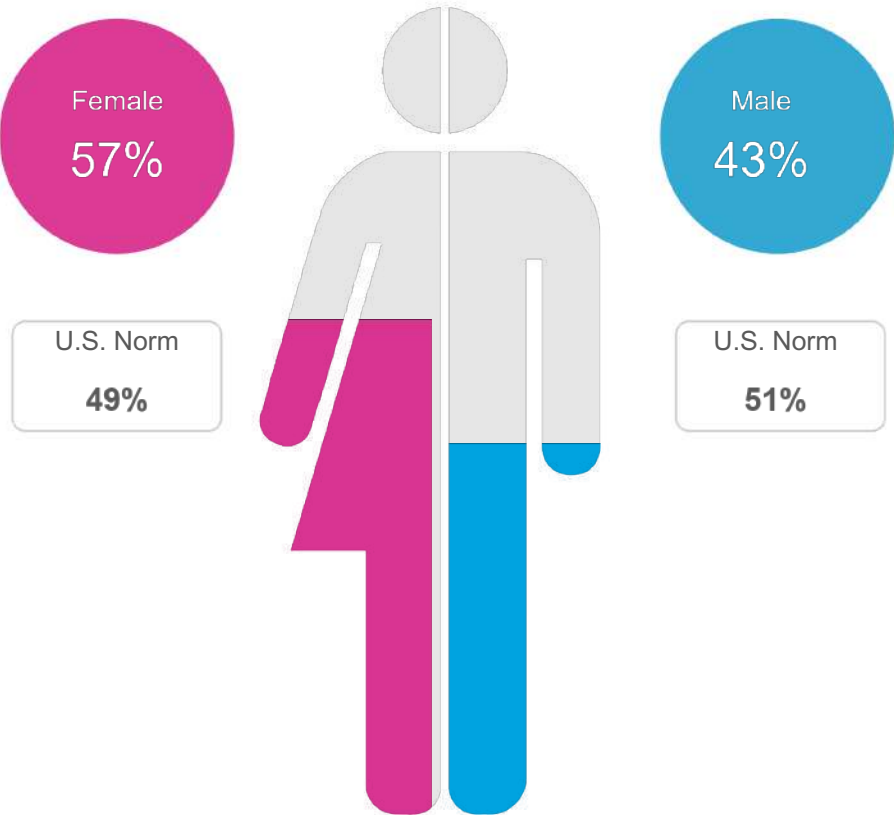
Dining Types on Trip

		Kentucky	U.S. Norm
	Unique/local food	36%	34%
	Picnicking	17%	14%
	Street food/food trucks	16%	17%
	Fine/upscale dining	15%	15%
	Food delivery service (UberEATS, DoorDash, etc.)	14%	15%
	Gastropubs	8%	7%

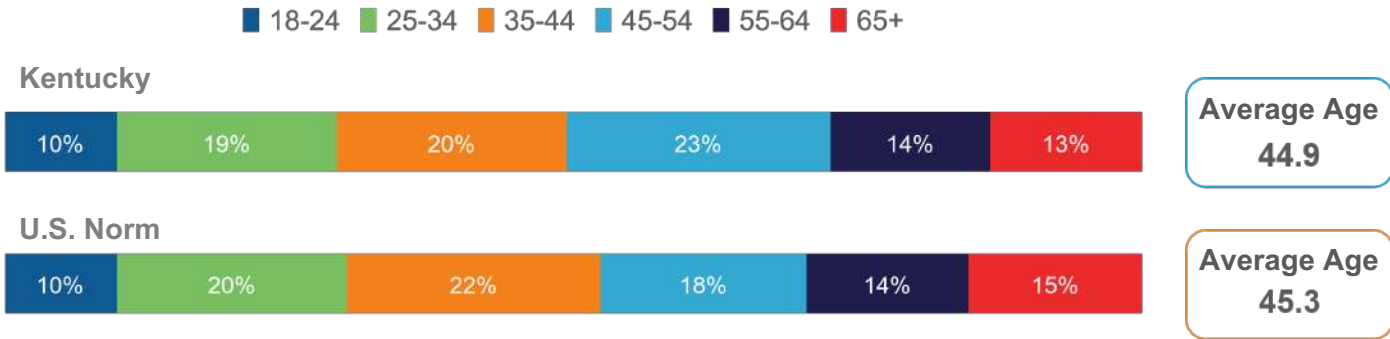
Demographic Profile of Day Kentucky Visitors

Base: 2021 Day Person-Trips

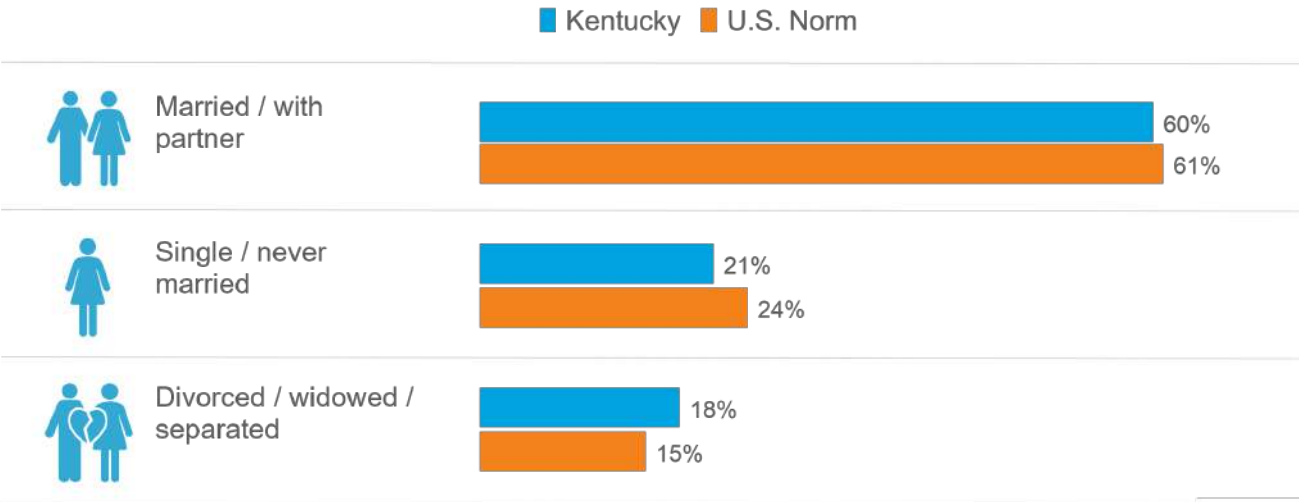
Gender



Age



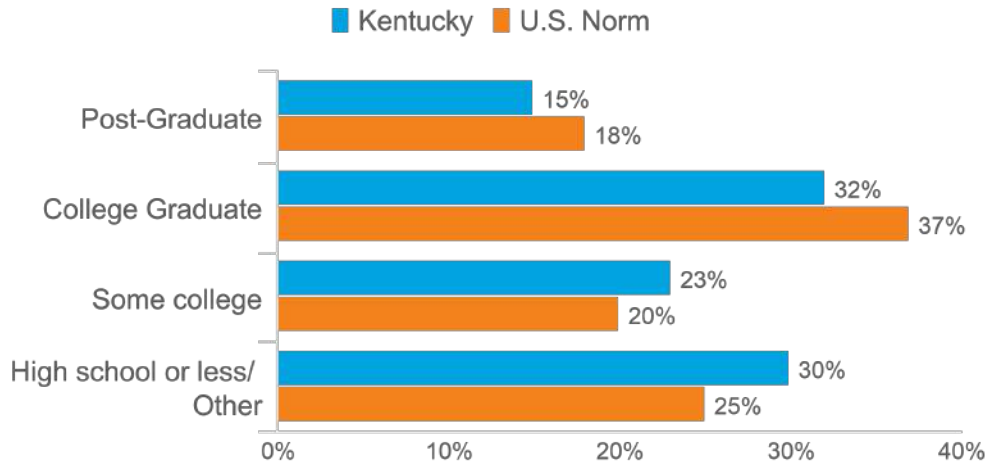
Marital Status



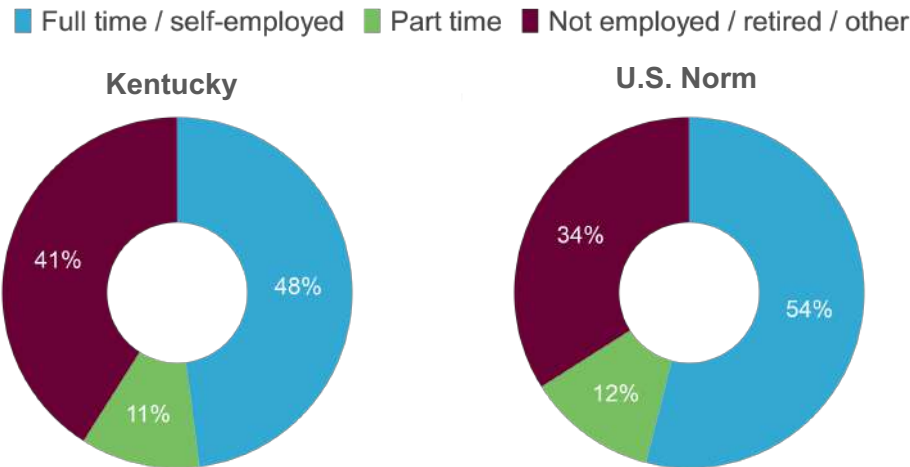
Demographic Profile of Day Kentucky Visitors

Base: 2021 Day Person-Trips

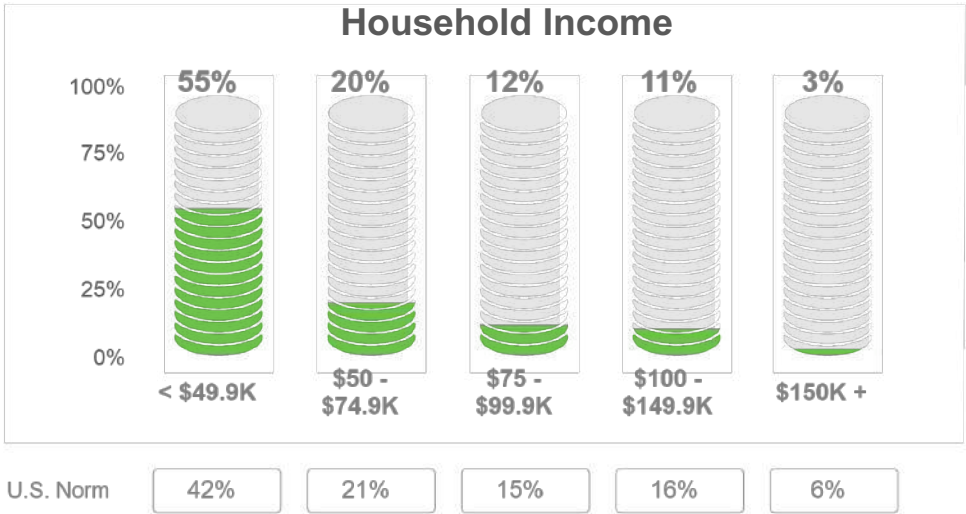
Education



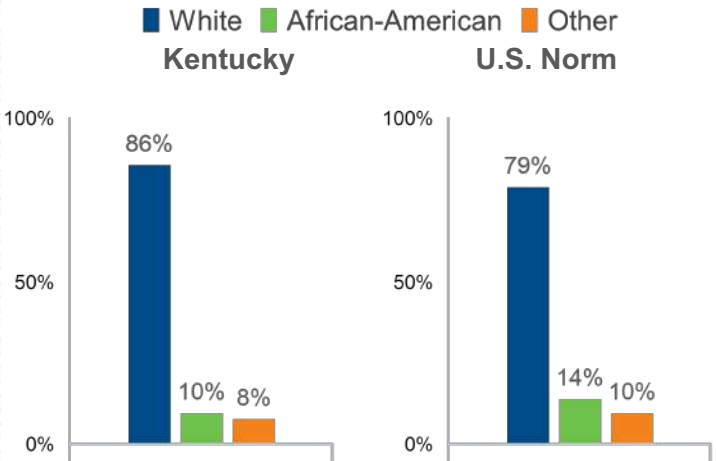
Employment



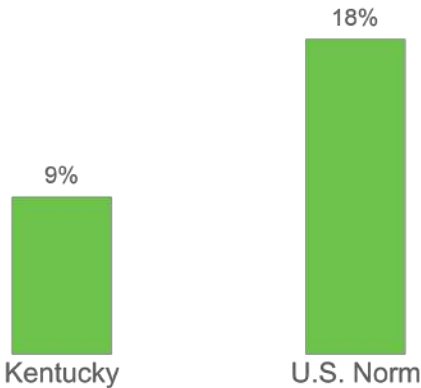
Household Income



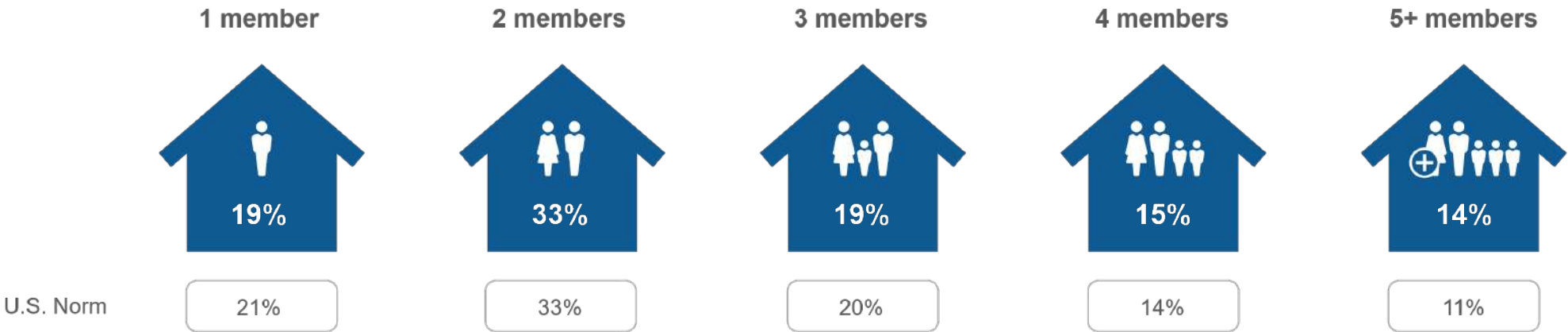
Race



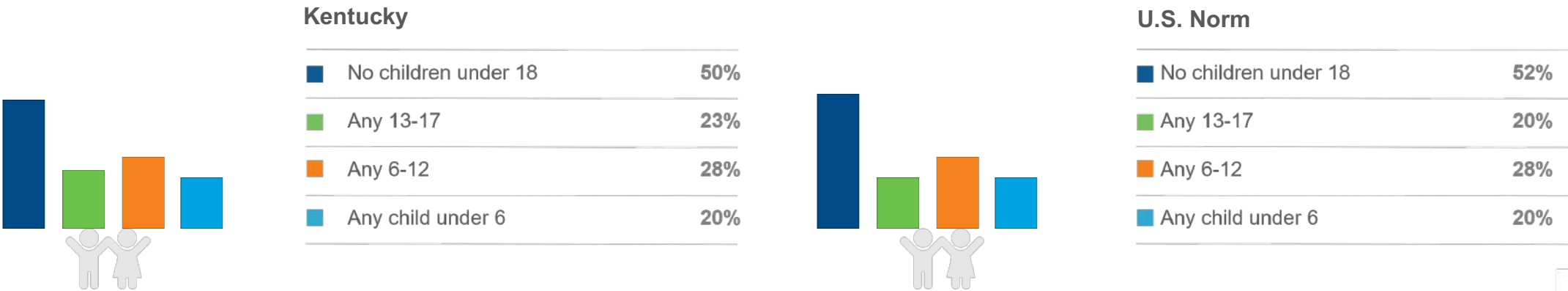
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Regions Maps

2021





Travel USA Visitor Profile

Northern Kentucky River

2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Northern Kentucky River Region, the following sample was achieved in 2020/2021:



Day Base Size

623

A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

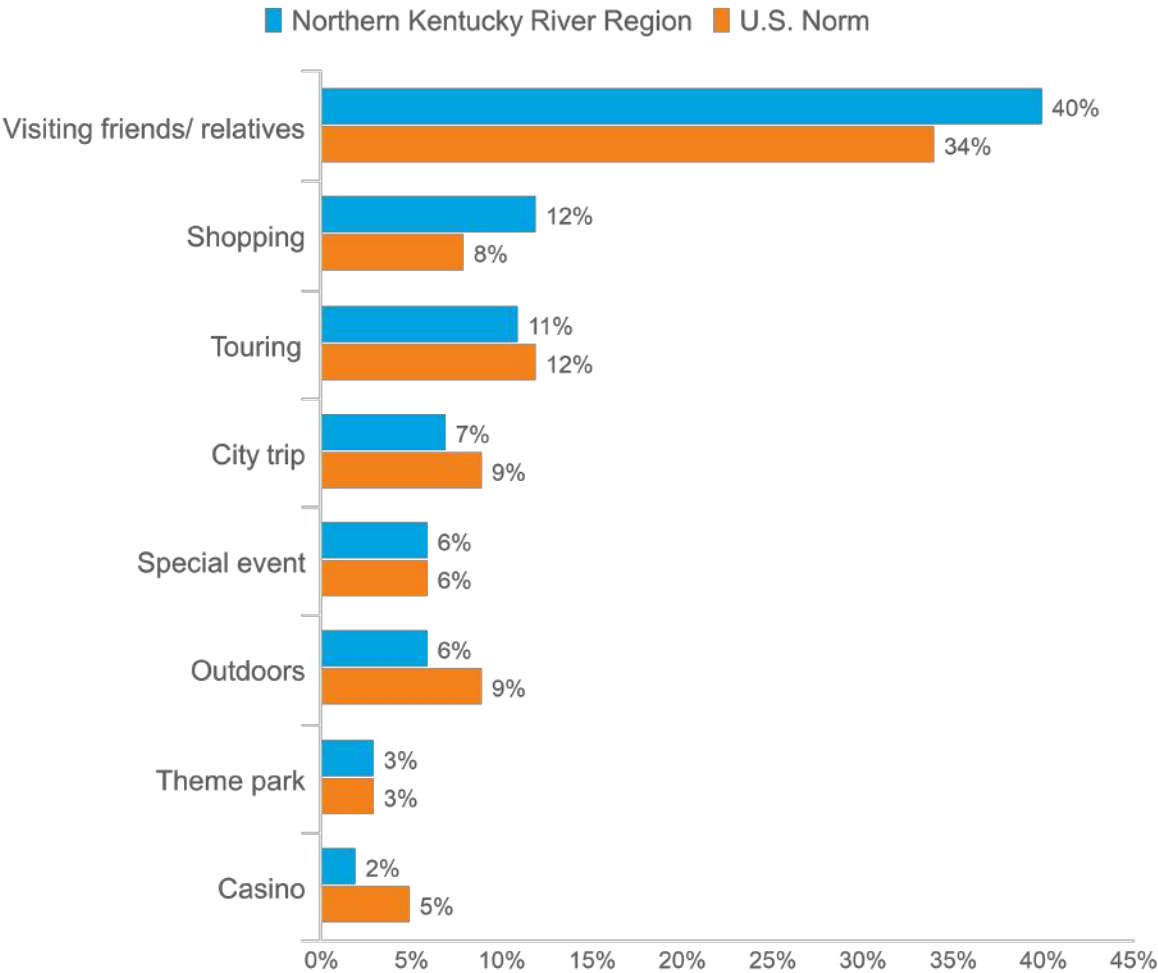
Northern Kentucky River Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip



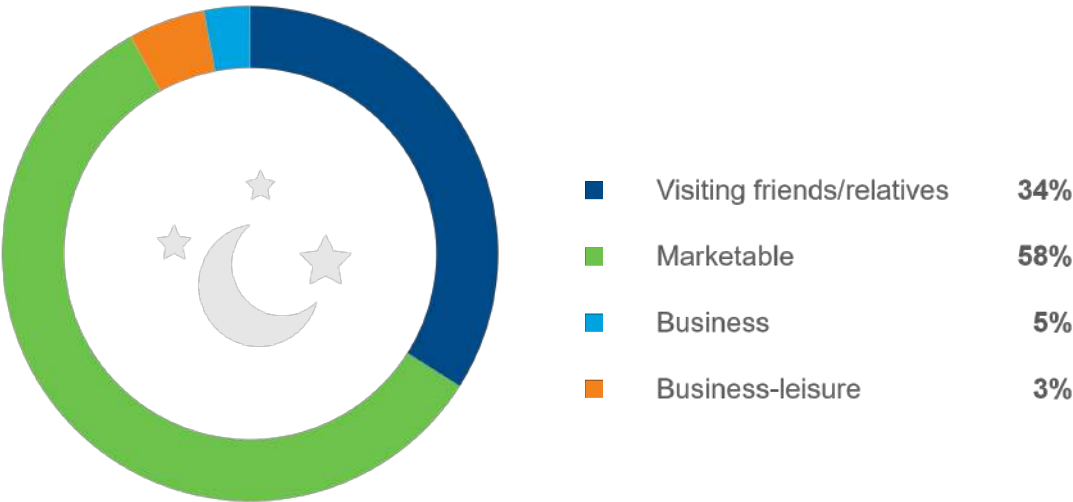
Main Purpose of Leisure Trip



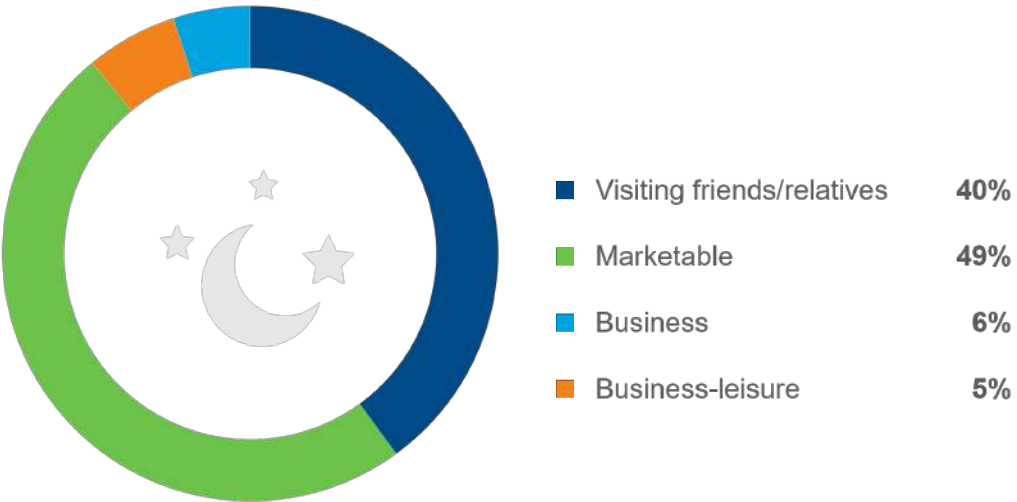
Structure of the U.S. and Northern Kentucky River Region Day Travel Market

Base: 2020/2021 Day Person-Trips

2021 U.S. Day Trips



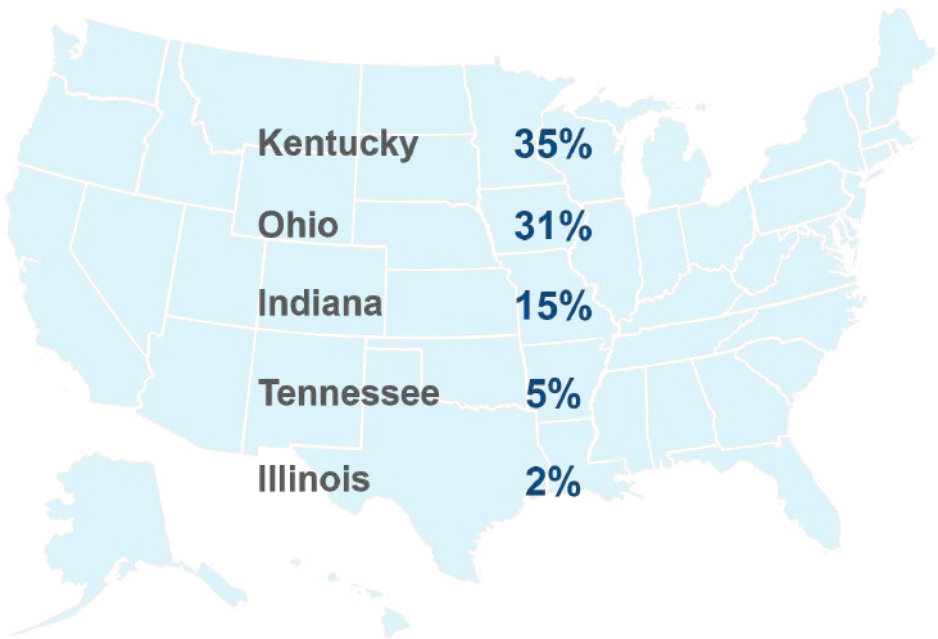
Northern Kentucky River Region Day Trips



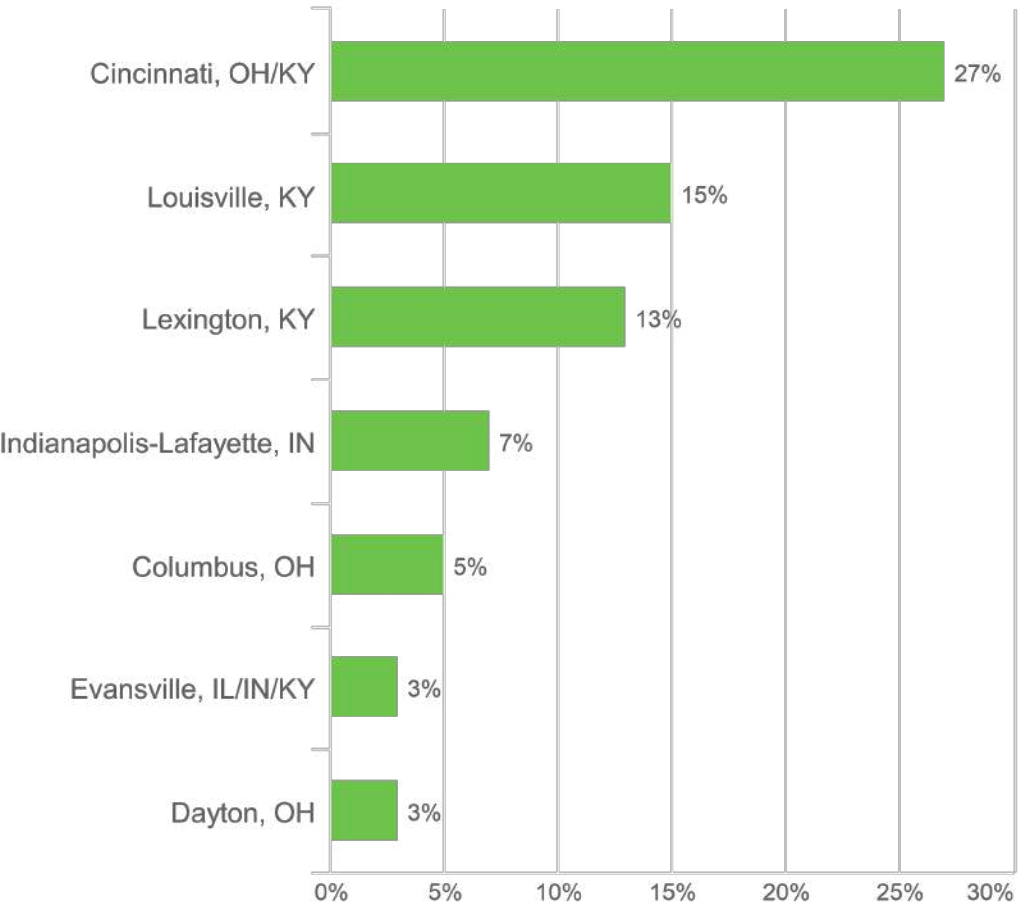
Northern Kentucky River Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

State Origin Of Trip



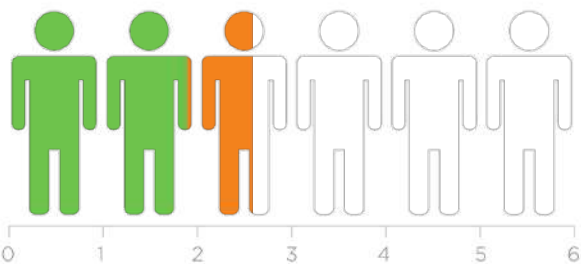
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Northern Kentucky River Region

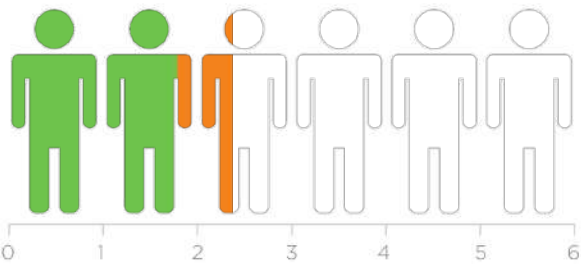


Average number of people

Total

2.7

U.S. Norm



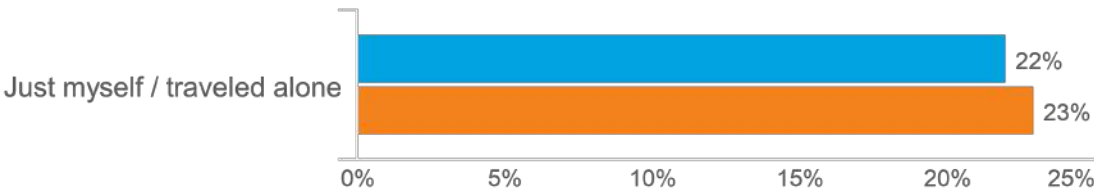
Average number of people

Total

2.6

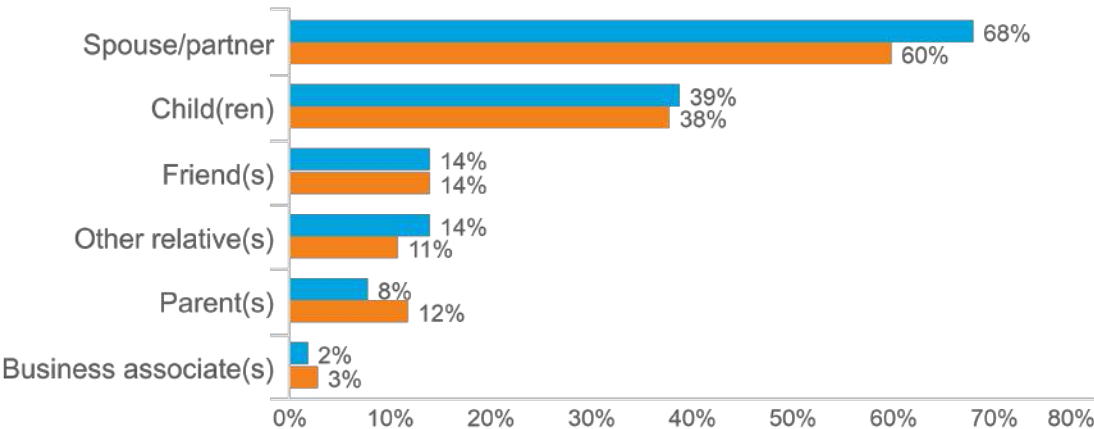
Percent Who Traveled Alone

■ Northern Kentucky River Region ■ U.S. Norm



Composition of Immediate Travel Party

■ Northern Kentucky River Region ■ U.S. Norm

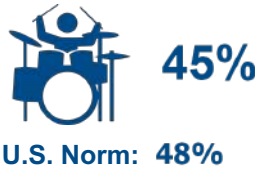


Activity Groupings

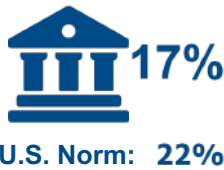
Outdoor Activities



Entertainment Activities



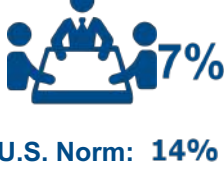
Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)







	Northern Kentucky River Region	U.S. Norm
Shopping	21%	19%
Sightseeing	14%	11%
Landmark/historic site	9%	8%
Attending celebration	8%	10%
Local parks/playgrounds	8%	6%
Museum	6%	7%
Hiking/backpacking	5%	5%
Aquarium	5%	3%
National/state park	5%	5%
Swimming	4%	6%

Shopping Types on Trip

		Northern Kentucky River Region	U.S. Norm
	Outlet/mall shopping	56%	46%
	Big box stores (Walmart, Costco)	32%	28%
	Convenience/grocery shopping	24%	26%
	Boutique shopping	22%	22%
	Antiquing	13%	13%
	Souvenir shopping	11%	24%

Base: 2020/2021 Day Person-Trips that included Shopping

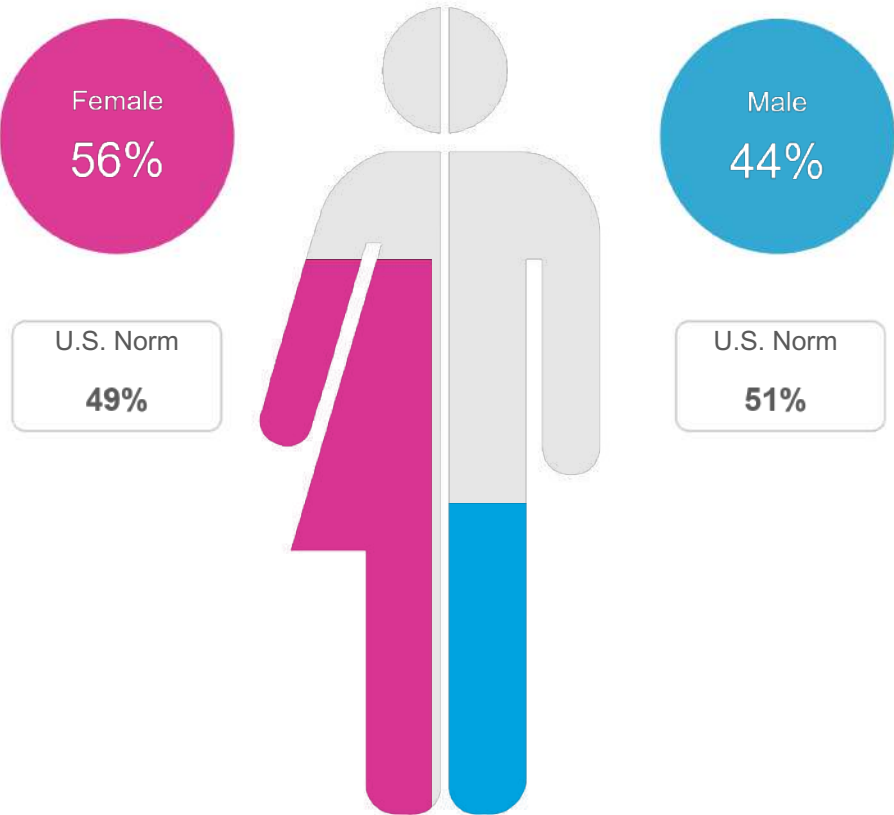
Dining Types on Trip

		Northern Kentucky River Region	U.S. Norm
	Unique/local food	32%	34%
	Street food/food trucks	14%	17%
	Picnicking	13%	14%
	Fine/upscale dining	9%	15%
	Food delivery service (UberEATS, DoorDash, etc.)	8%	15%
	Gastropubs	4%	7%

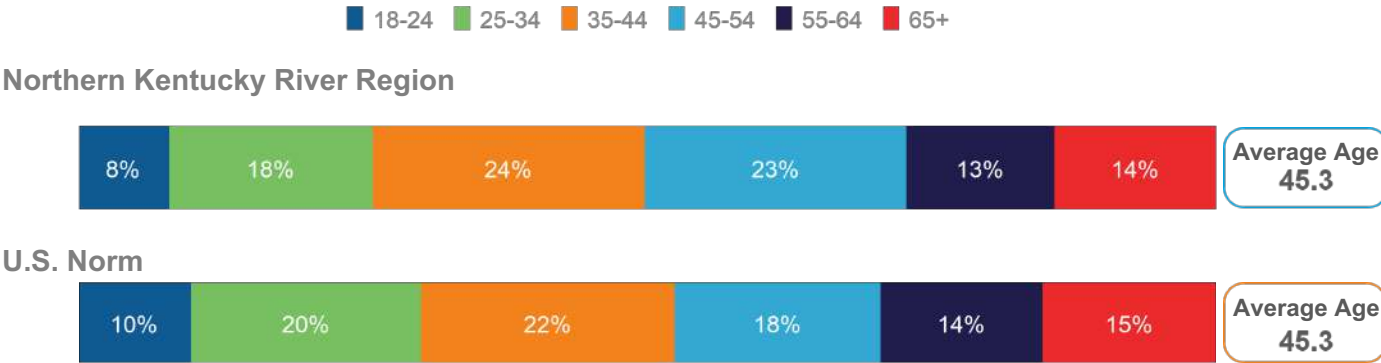
Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2020/2021 Day Person-Trips

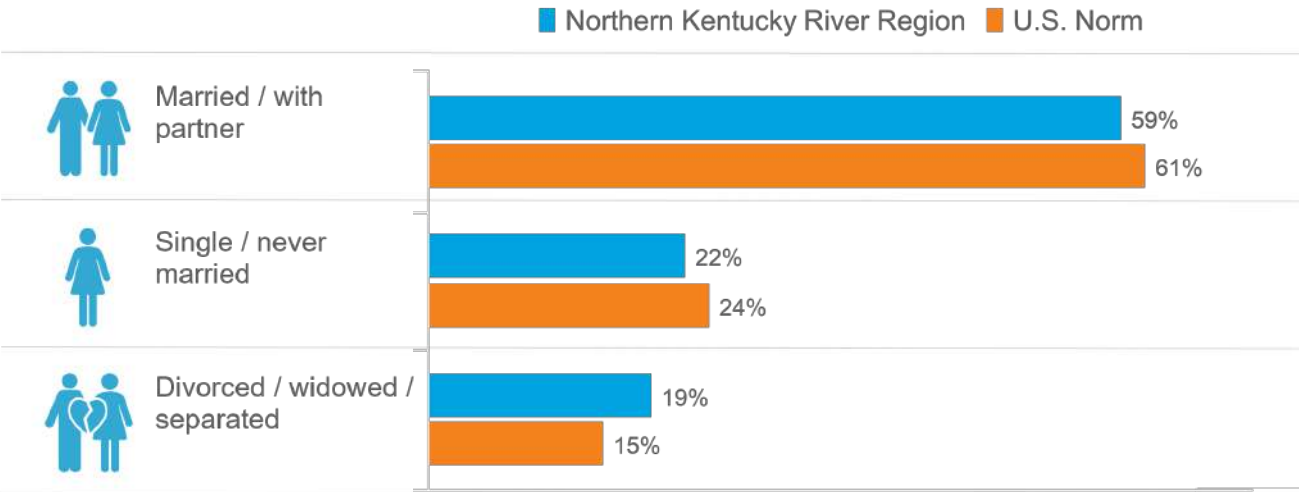
Gender



Age



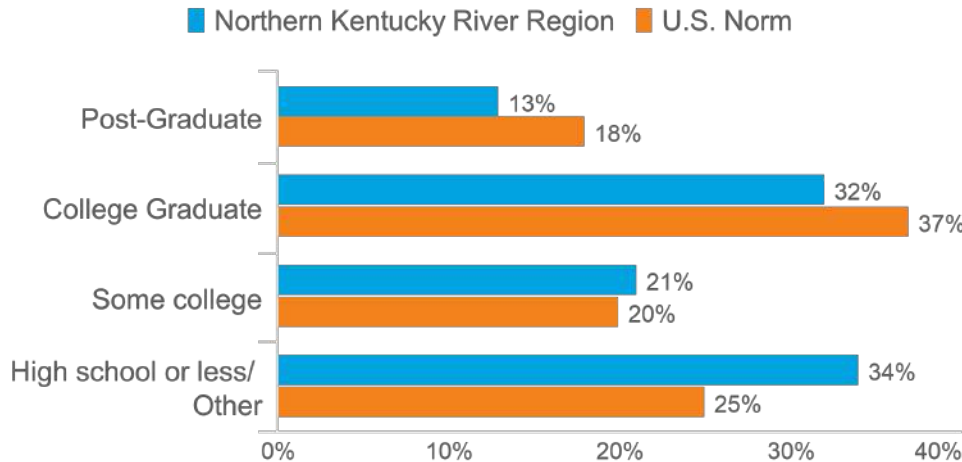
Marital Status



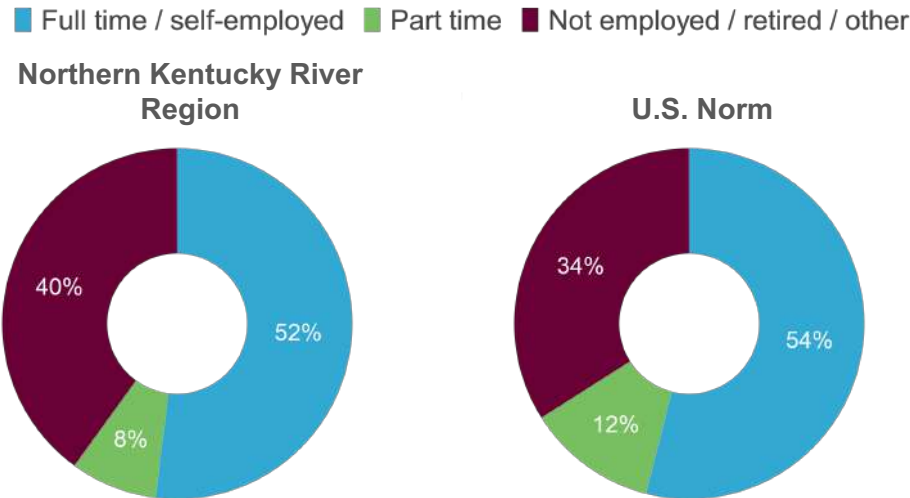
Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2020/2021 Day Person-Trips

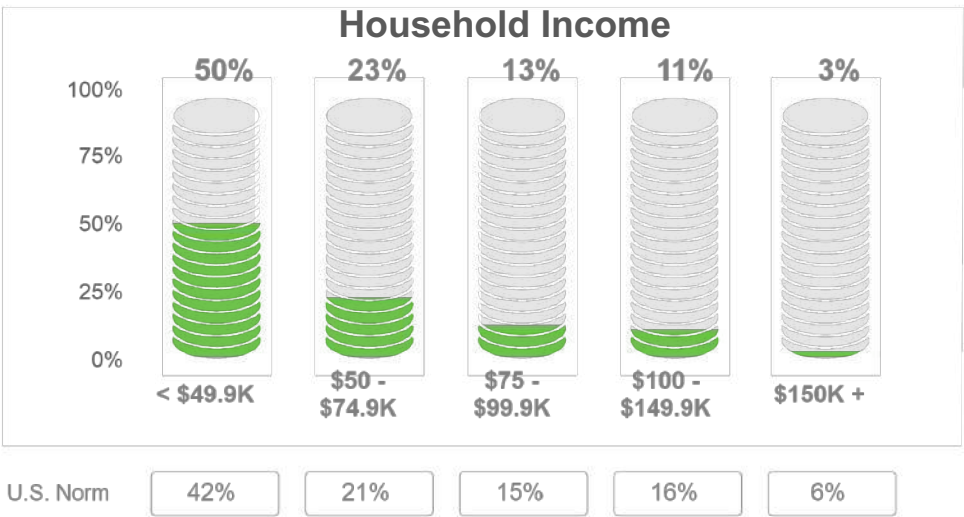
Education



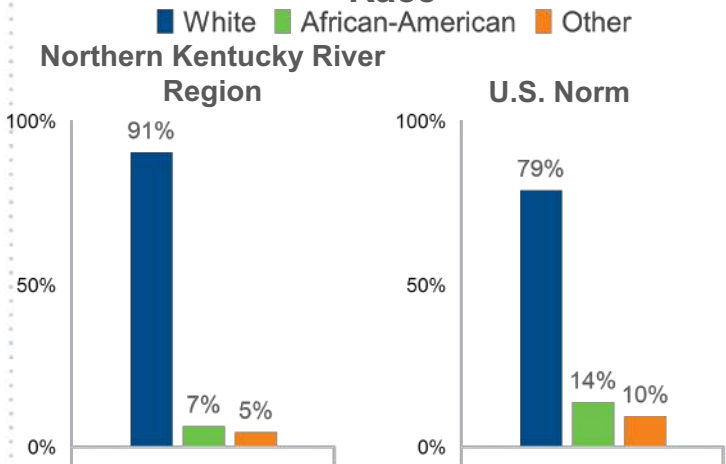
Employment



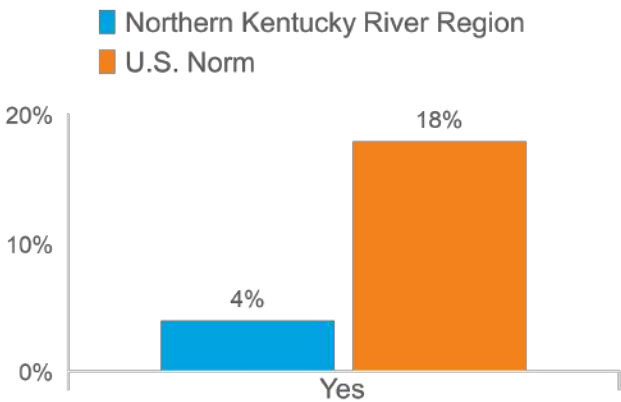
Household Income



Race



Hispanic Background



Question updated in 2020

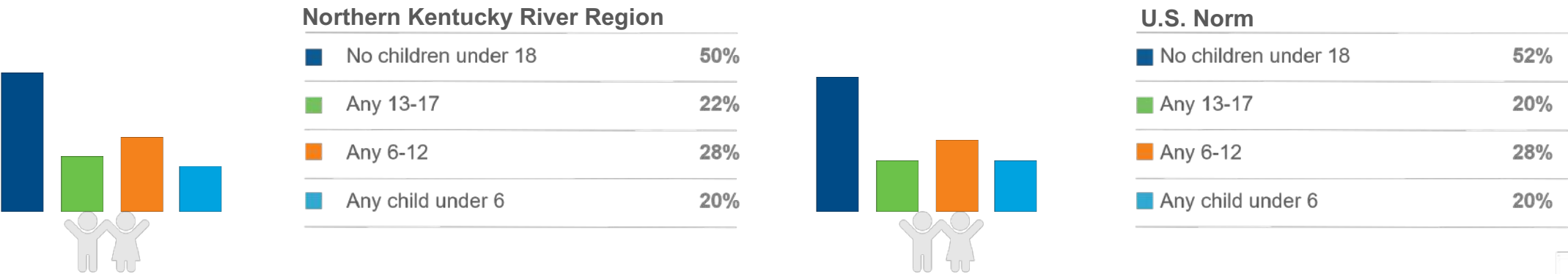
Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile




Kentucky's Appalachians

2021

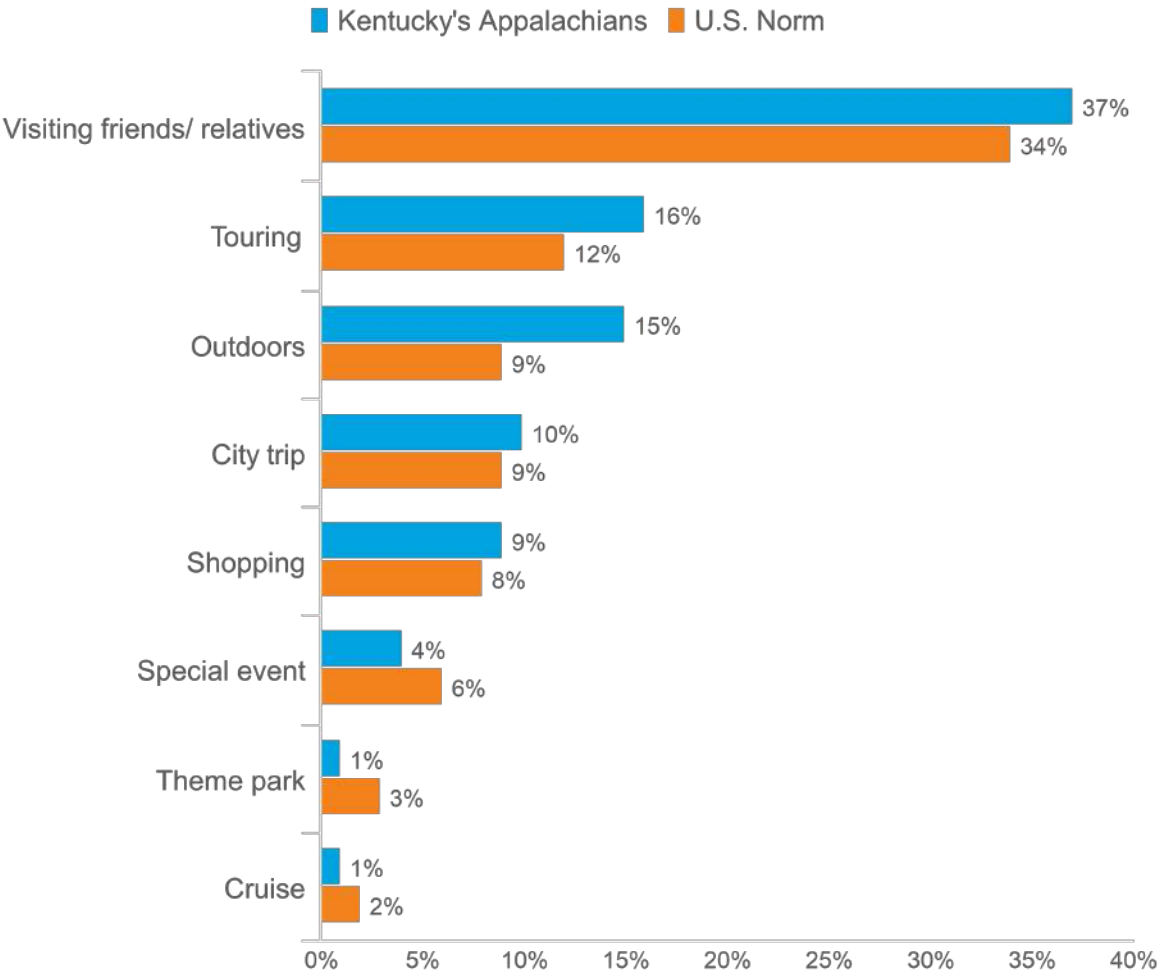
Kentucky's Appalachians's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip

	37% Visiting friends/ relatives		1% Conference/ Convention
	16% Touring		
	15% Outdoors		
	10% City trip		
	9% Shopping		4% Other business trip
	4% Special event		
	1% Theme park		2% Business-Leisure
	1% Cruise		

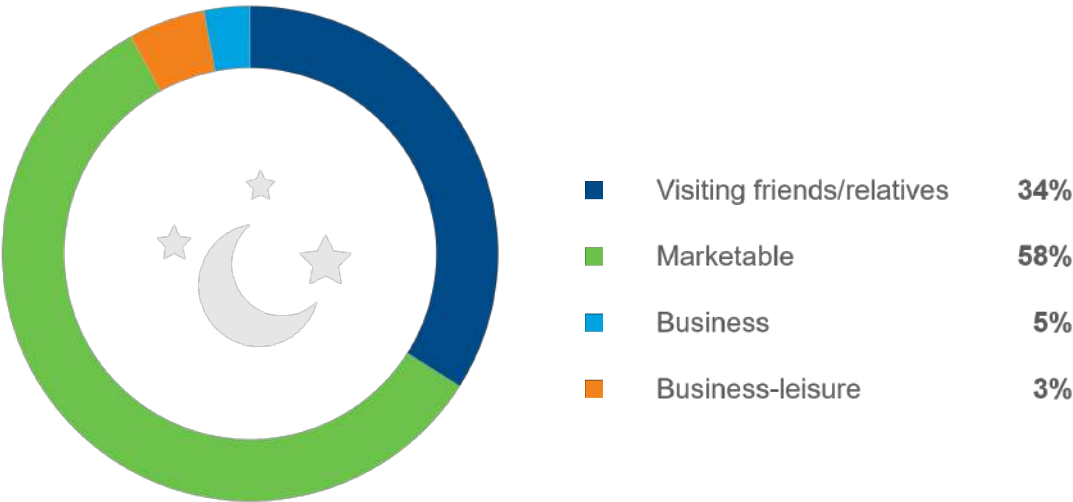
Main Purpose of Leisure Trip



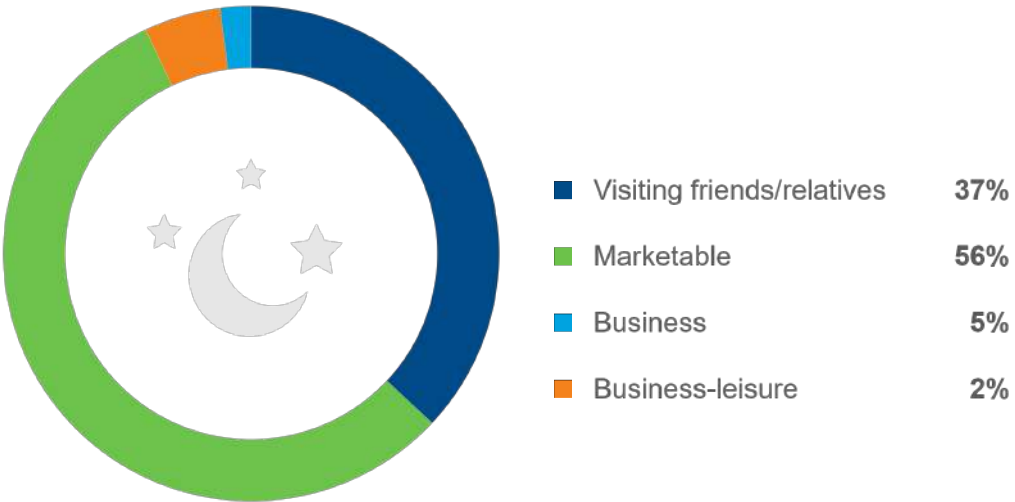
Structure of the U.S. and Kentucky's Appalachians Day Travel Market

Base: 2020/2021 Day Person-Trips

2021 U.S. Day Trips



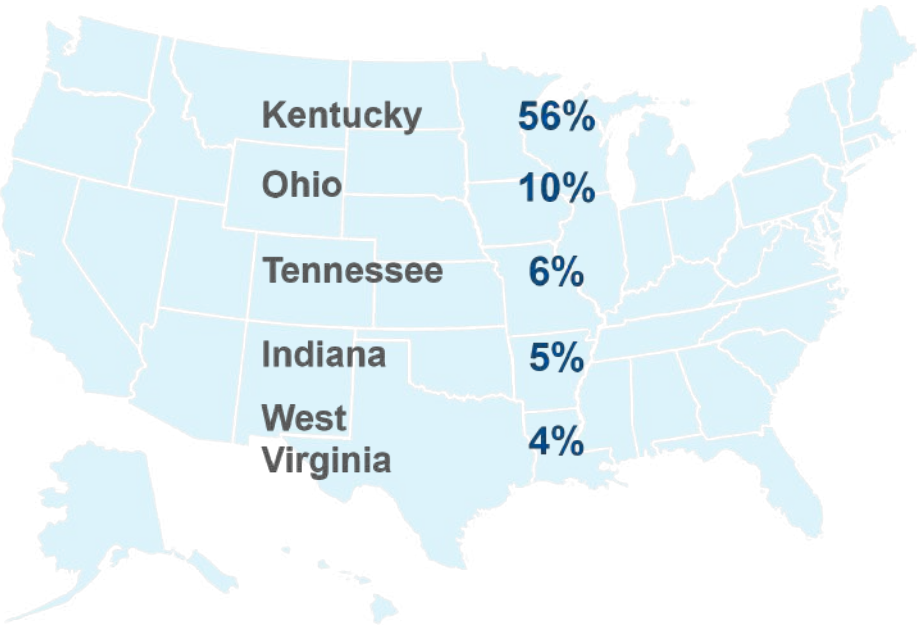
Kentucky's Appalachians Day Trips



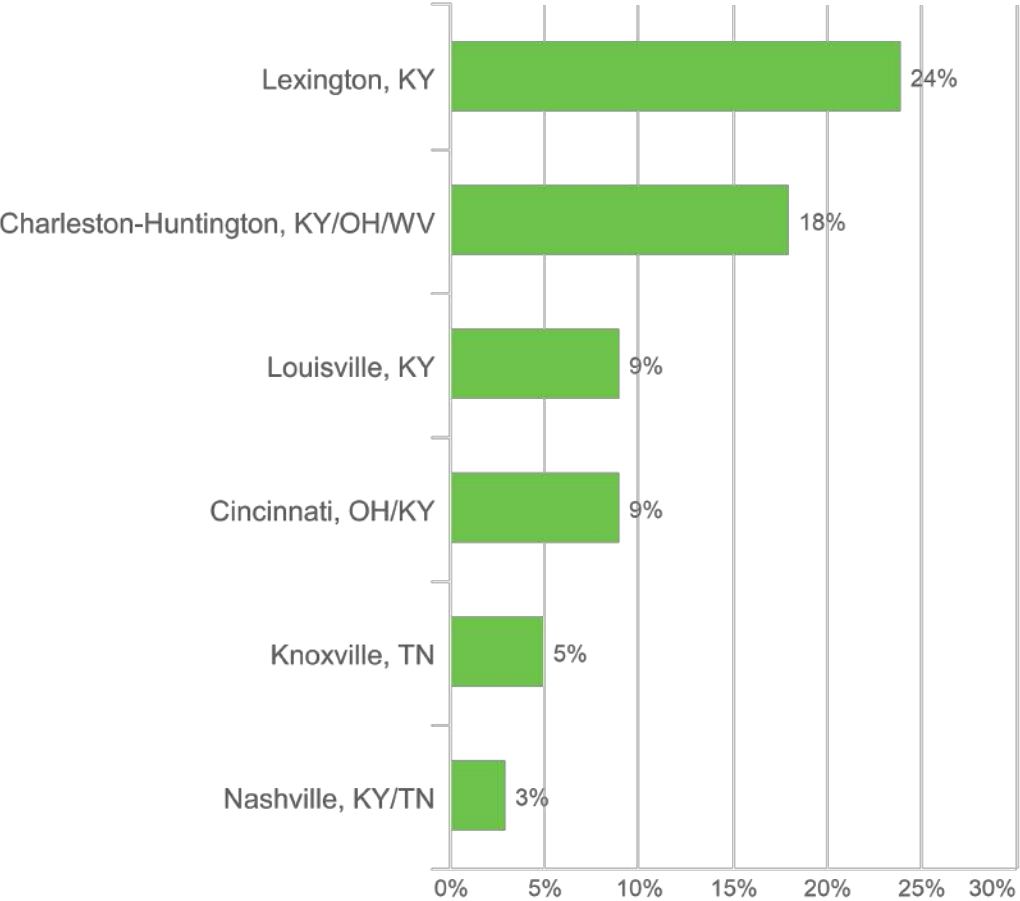
Kentucky's Appalachians's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip



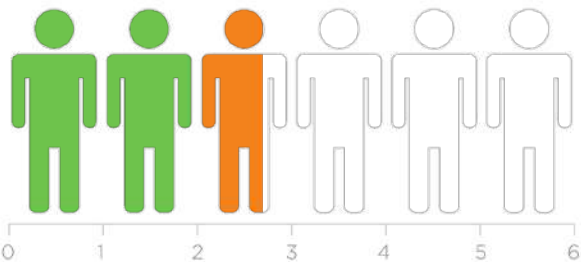
Kentucky's Appalachians's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Size of Travel Party

■ Adults ■ Children

Kentucky's Appalachians

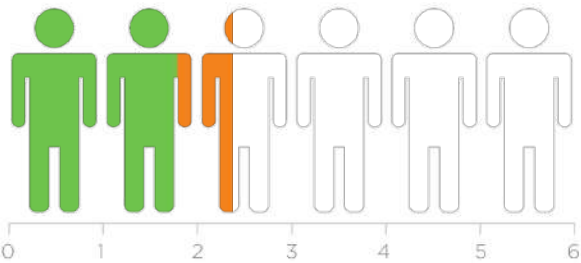


Average number of people

Total

2.8

U.S. Norm



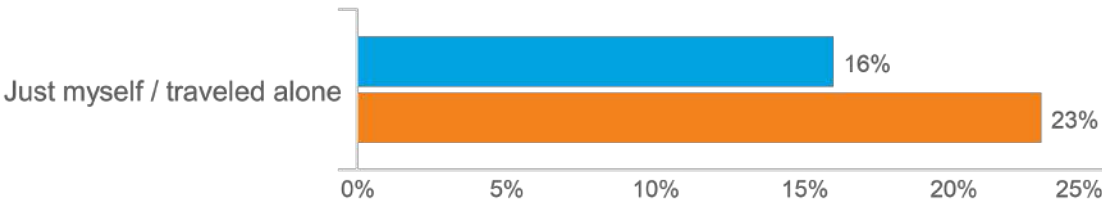
Average number of people

Total

2.6

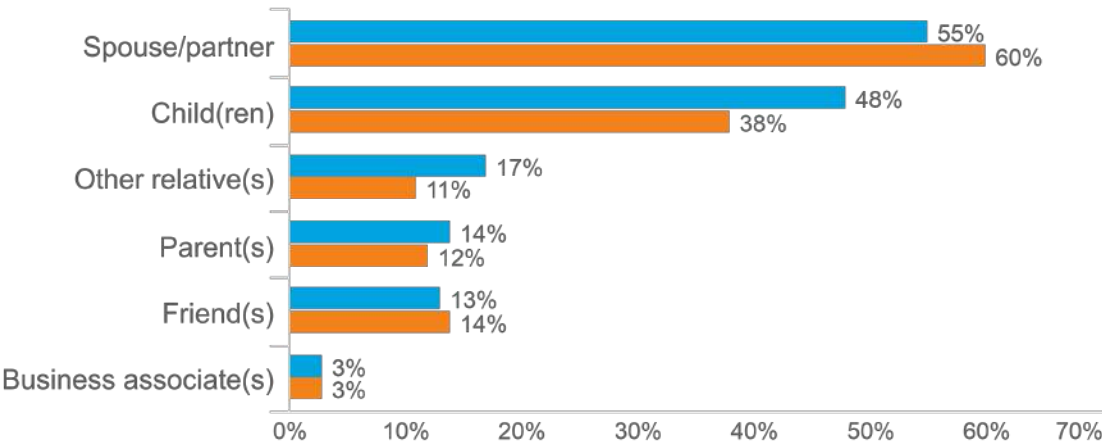
Percent Who Traveled Alone

■ Kentucky's Appalachians ■ U.S. Norm



Composition of Immediate Travel Party

■ Kentucky's Appalachians ■ U.S. Norm

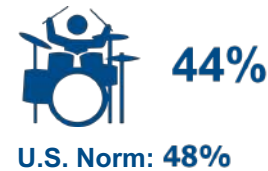


Activity Groupings

Outdoor Activities



Entertainment Activities



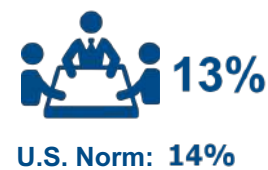
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Kentucky's Appalachians	U.S. Norm
Shopping	25%	19%
Sightseeing	13%	11%
Landmark/historic site	12%	8%
Hiking/backpacking	11%	5%
Local parks/playgrounds	11%	6%
Attending celebration	10%	10%
Fishing	10%	4%
Business convention/conference	8%	5%
National/state park	8%	5%
Nature tours/wildlife viewing/birding	7%	5%

Shopping Types on Trip

		Kentucky's Appalachians	U.S. Norm
	Outlet/mall shopping	43%	46%
	Big box stores (Walmart, Costco)	41%	28%
	Convenience/grocery shopping	38%	26%
	Souvenir shopping	15%	24%
	Boutique shopping	11%	22%
	Antiquing	11%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

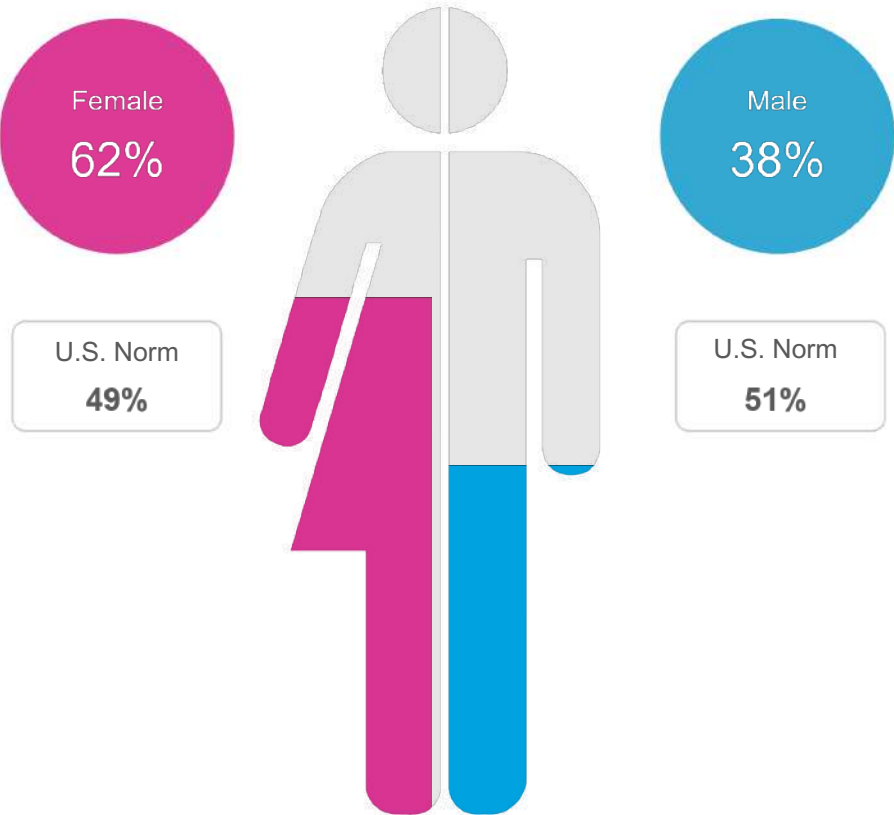
Dining Types on Trip

		Kentucky's Appalachians	U.S. Norm
	Unique/local food	32%	34%
	Picnicking	22%	14%
	Street food/food trucks	16%	17%
	Food delivery service (UberEATS, DoorDash, etc.)	14%	15%
	Fine/upscale dining	11%	15%
	Gastropubs	2%	7%

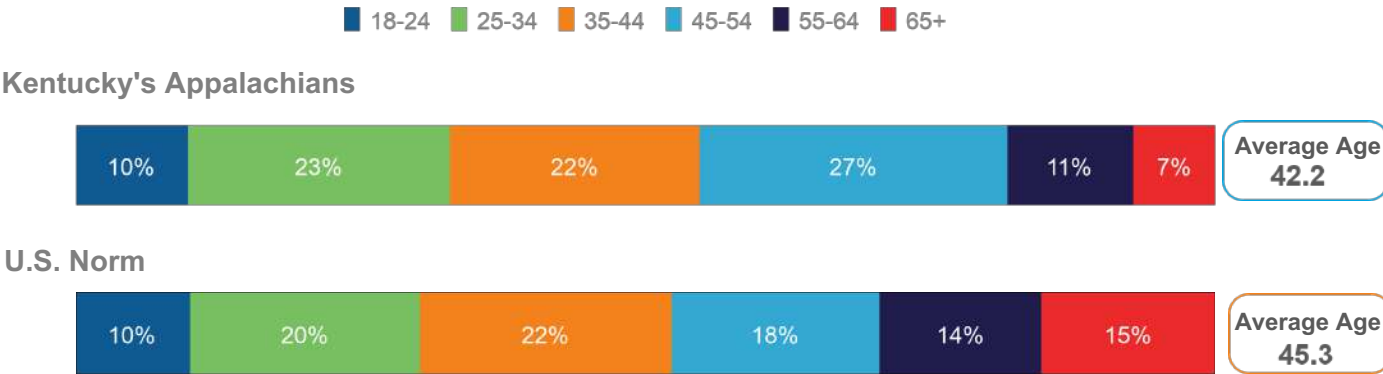
Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2020/2021 Day Person-Trips

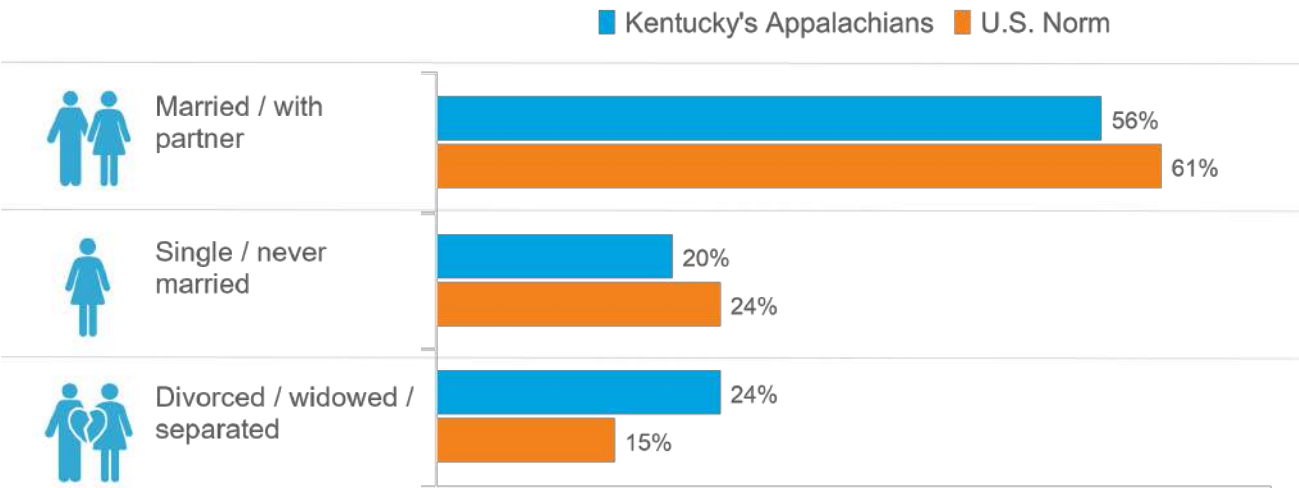
Gender



Age



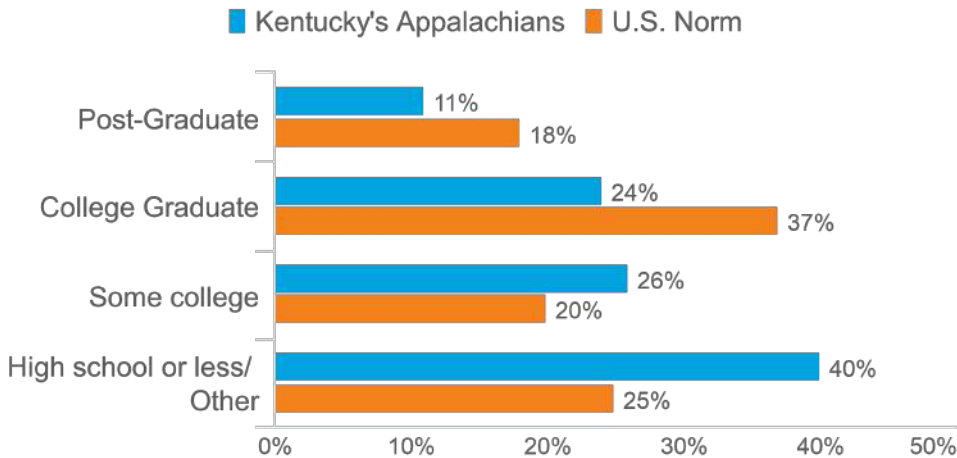
Marital Status



Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2020/2021 Day Person-Trips

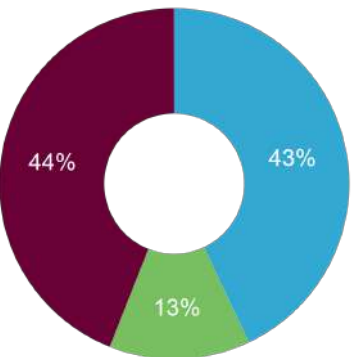
Education



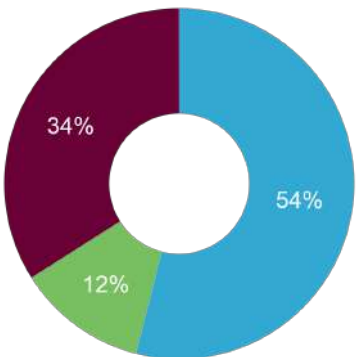
Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

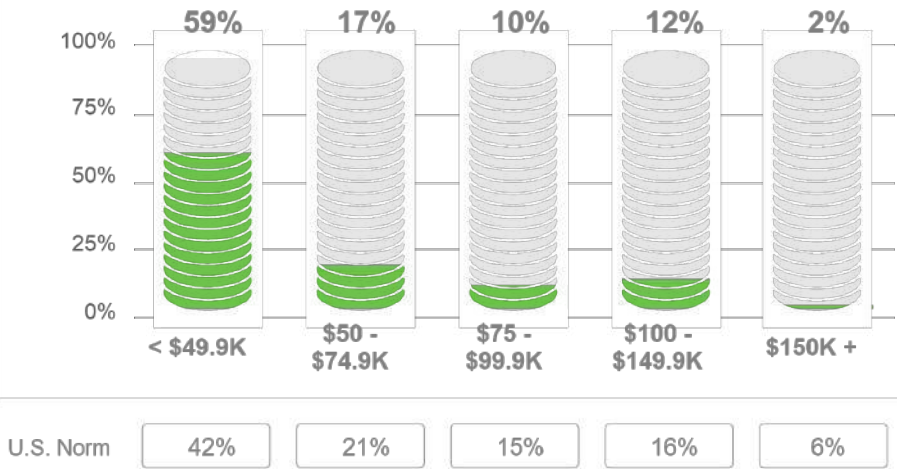
Kentucky's Appalachians



U.S. Norm



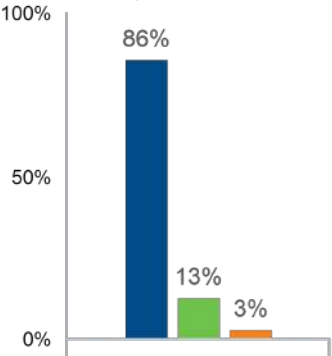
Household Income



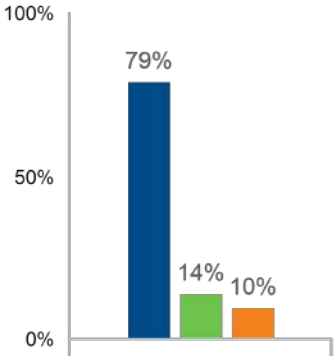
Race

■ White ■ African-American ■ Other

Kentucky's Appalachians



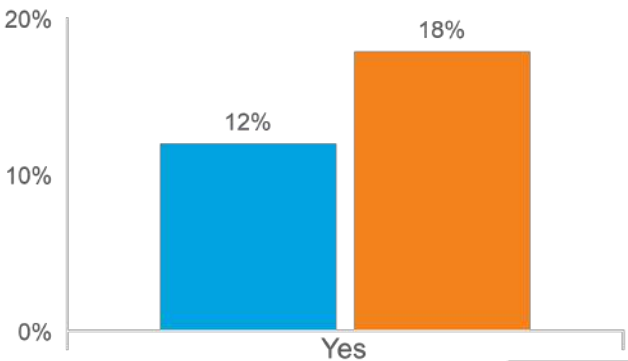
U.S. Norm



Question updated in 2020

Hispanic Background

■ Kentucky's Appalachians ■ U.S. Norm



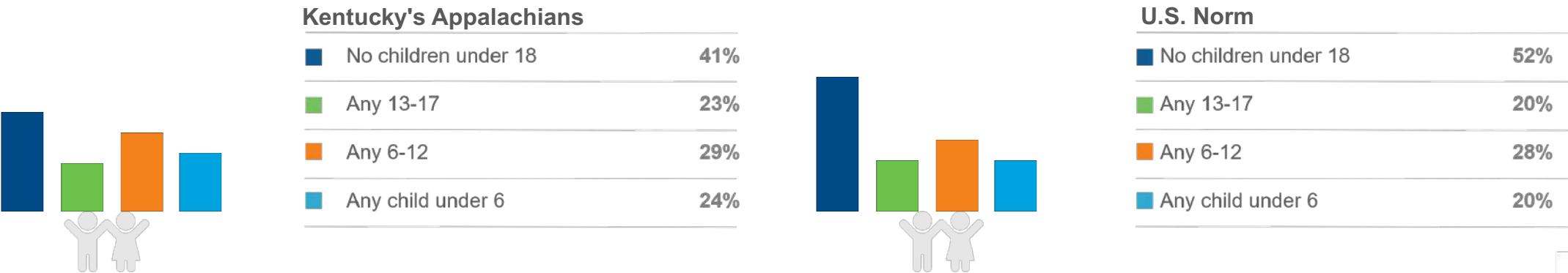
Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Daniel Boone Country

2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Daniel Boone Country, the following sample was achieved in 2020/2021:



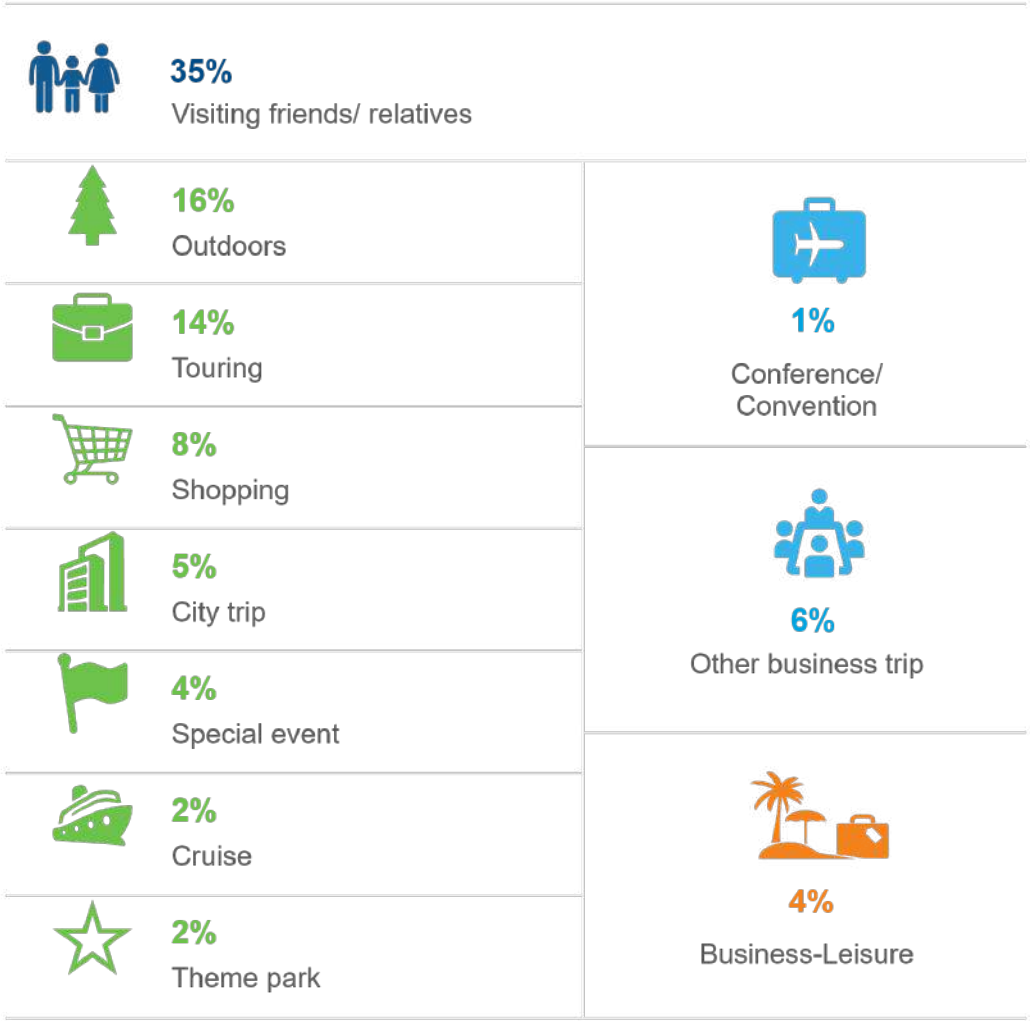
Day Base Size

394

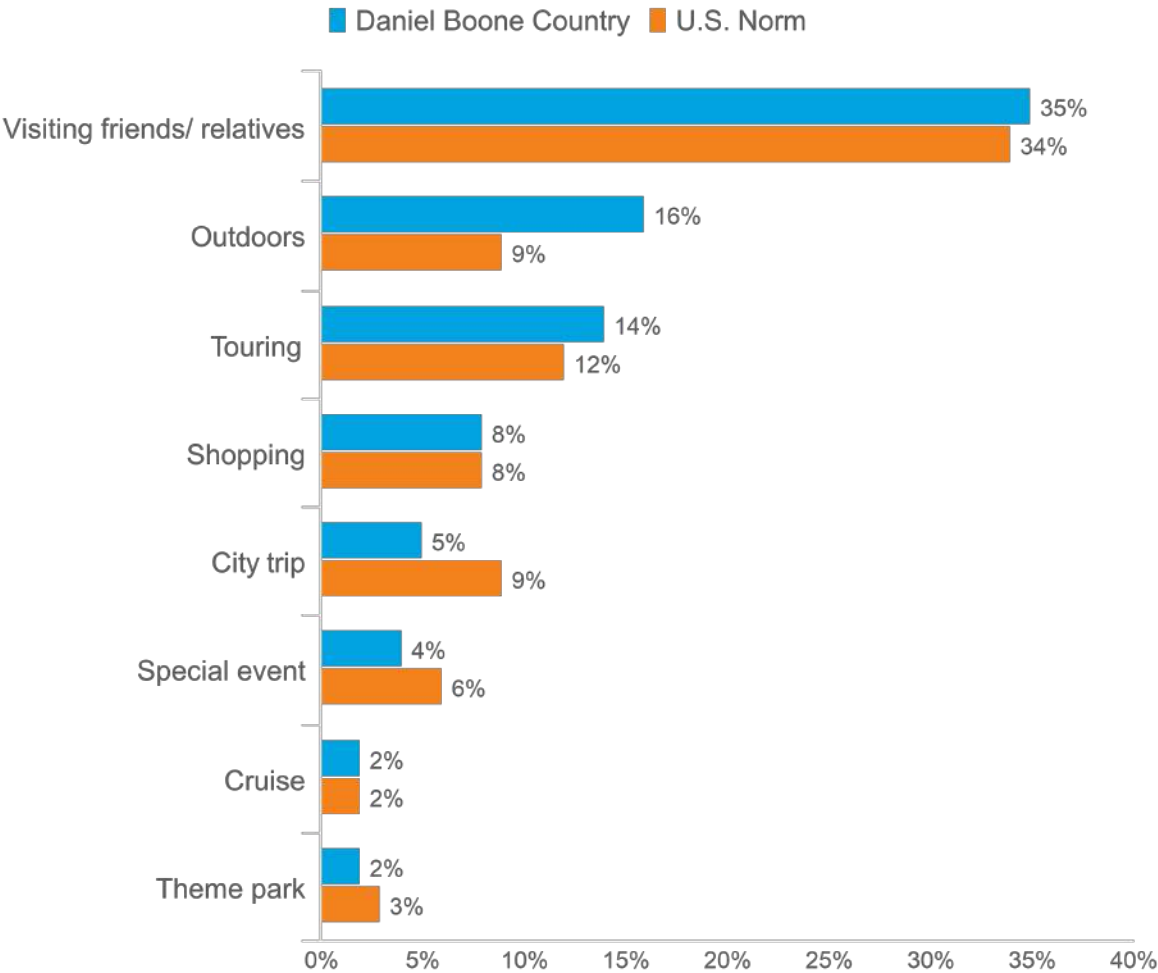
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Main Purpose of Trip



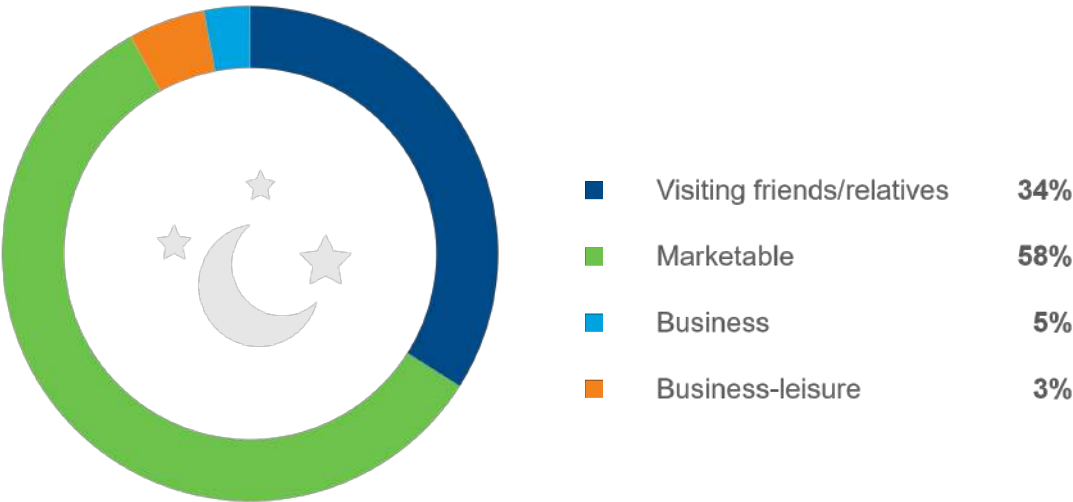
Main Purpose of Leisure Trip



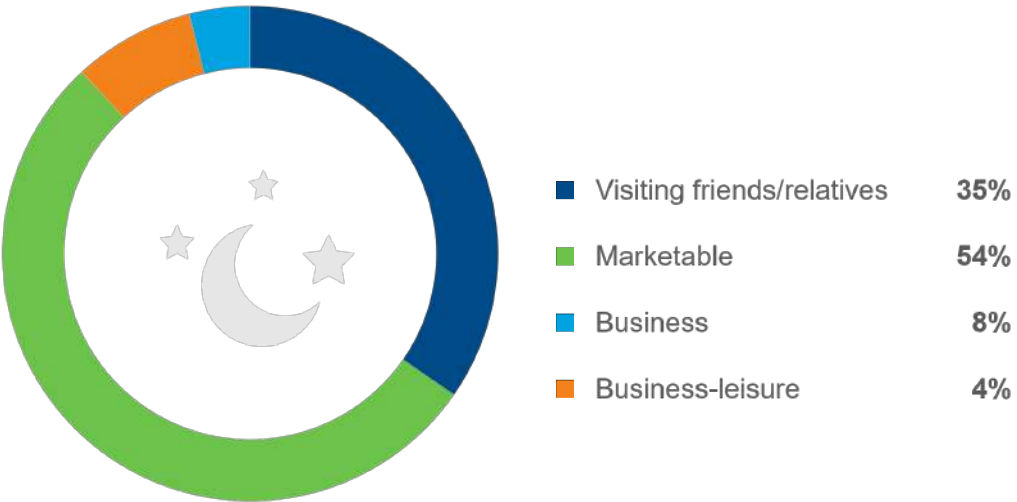
Structure of the U.S. and Daniel Boone Country Day Travel Market

Base: 2020/2021 Day Person-Trips

2021 U.S. Day Trips



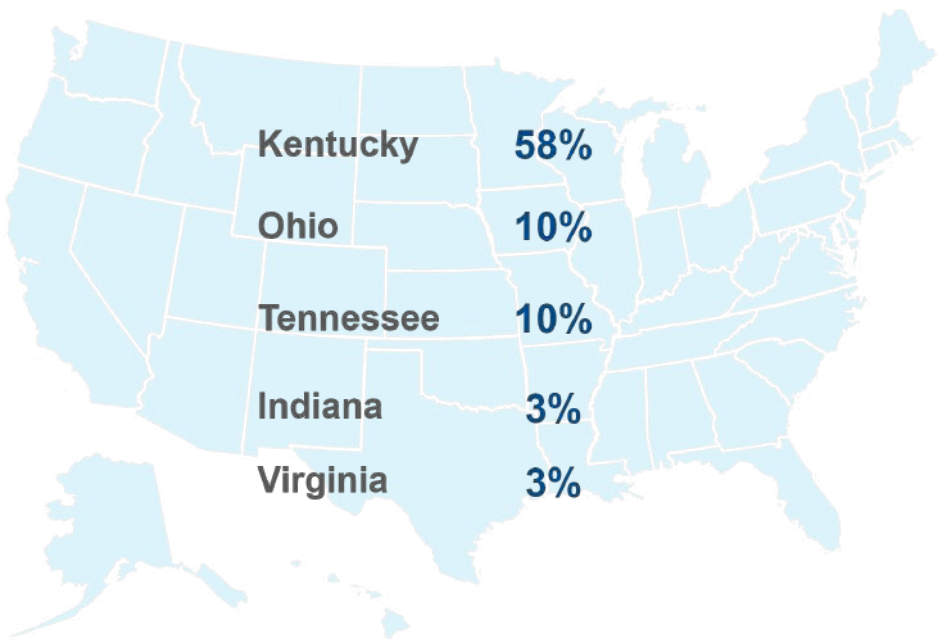
Daniel Boone Country Day Trips



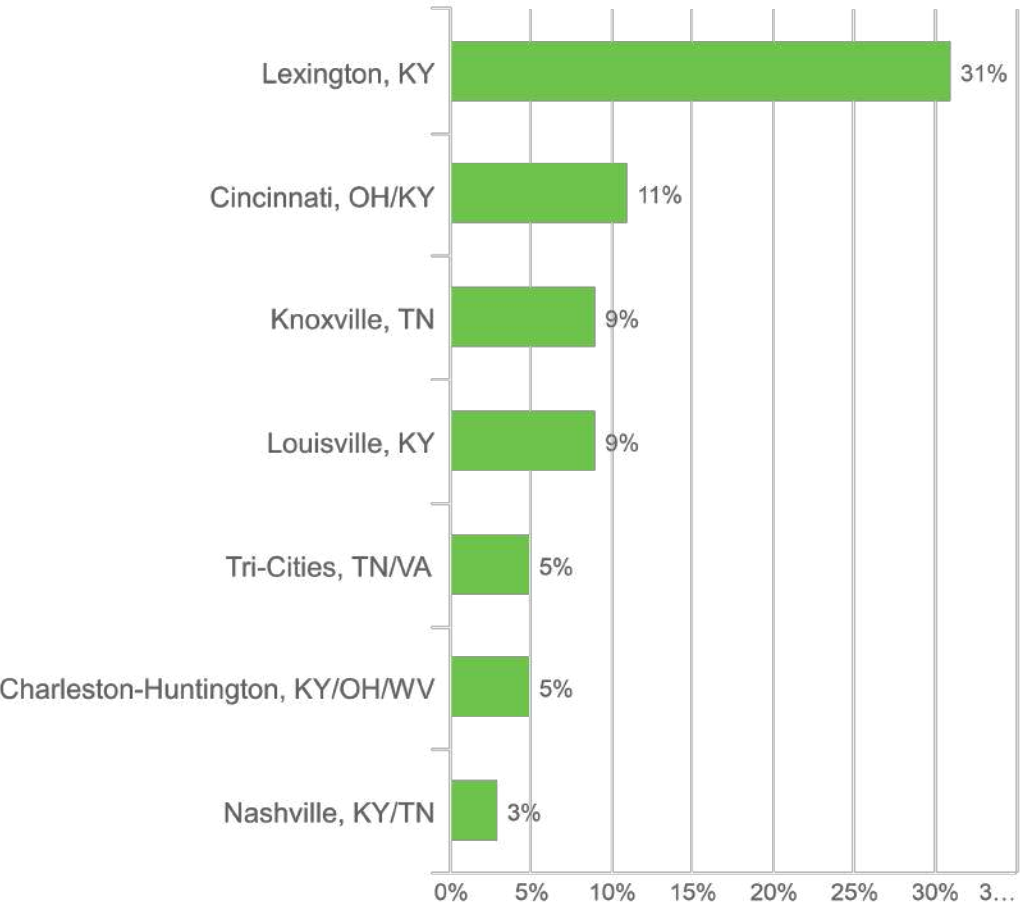
Daniel Boone Country's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

State Origin Of Trip



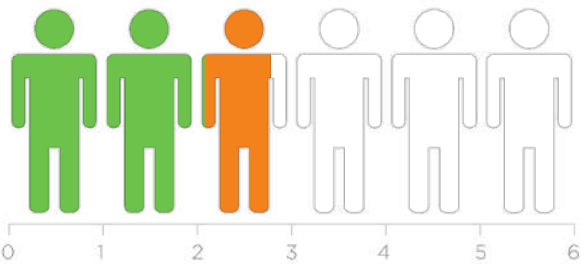
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Daniel Boone Country

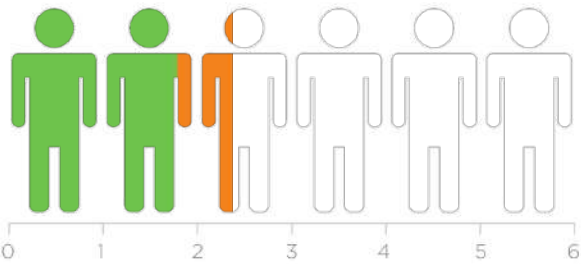


Average number of people

Total

2.9

U.S. Norm



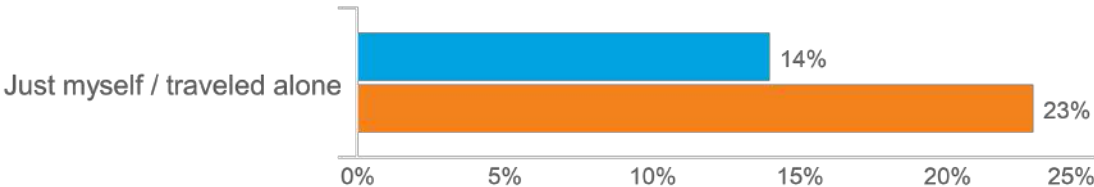
Average number of people

Total

2.6

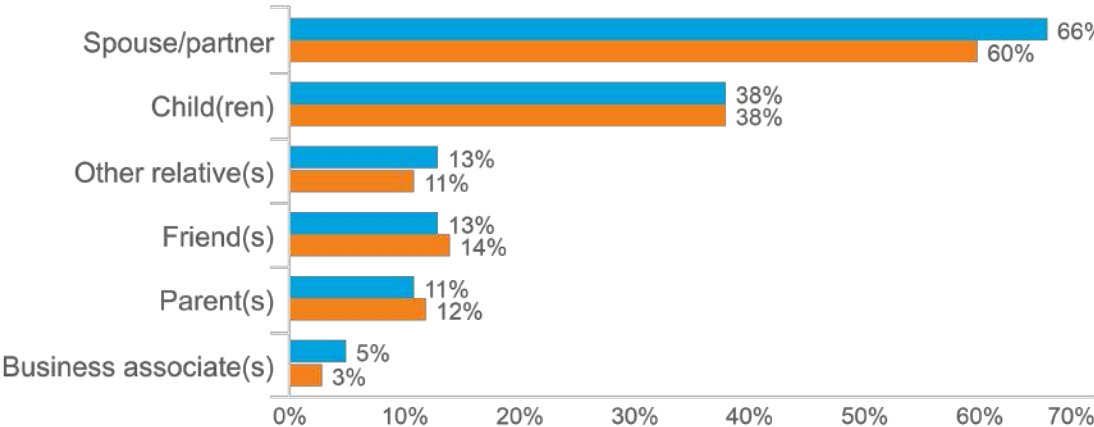
Percent Who Traveled Alone

■ Daniel Boone Country ■ U.S. Norm



Composition of Immediate Travel Party

■ Daniel Boone Country ■ U.S. Norm

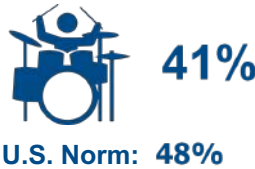


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Daniel Boone Country	U.S. Norm
Sightseeing	21%	11%
Hiking/backpacking	17%	5%
Shopping	16%	19%
Landmark/historic site	15%	8%
National/state park	13%	5%
Attending celebration	11%	10%
Nature tours/wildlife viewing/birding	8%	5%
Fishing	8%	4%
Museum	8%	7%
Camping	7%	3%

Shopping Types on Trip

		Daniel Boone Country	U.S. Norm
	Big box stores (Walmart, Costco)	45%	28%
	Outlet/mall shopping	37%	46%
	Convenience/grocery shopping	37%	26%
	Souvenir shopping	19%	24%
	Boutique shopping	19%	22%
	Antiquing	15%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

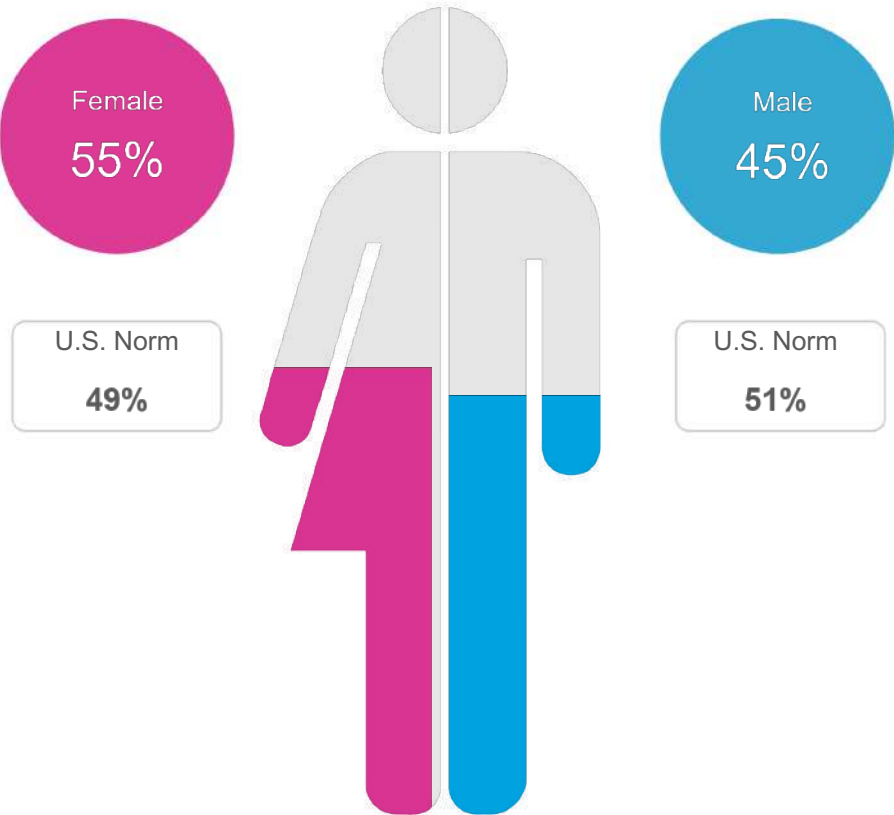
Dining Types on Trip

		Daniel Boone Country	U.S. Norm
	Unique/local food	34%	34%
	Picnicking	22%	14%
	Street food/food trucks	12%	17%
	Food delivery service (UberEATS, DoorDash, etc.)	10%	15%
	Fine/upscale dining	8%	15%
	Gastropubs	3%	7%

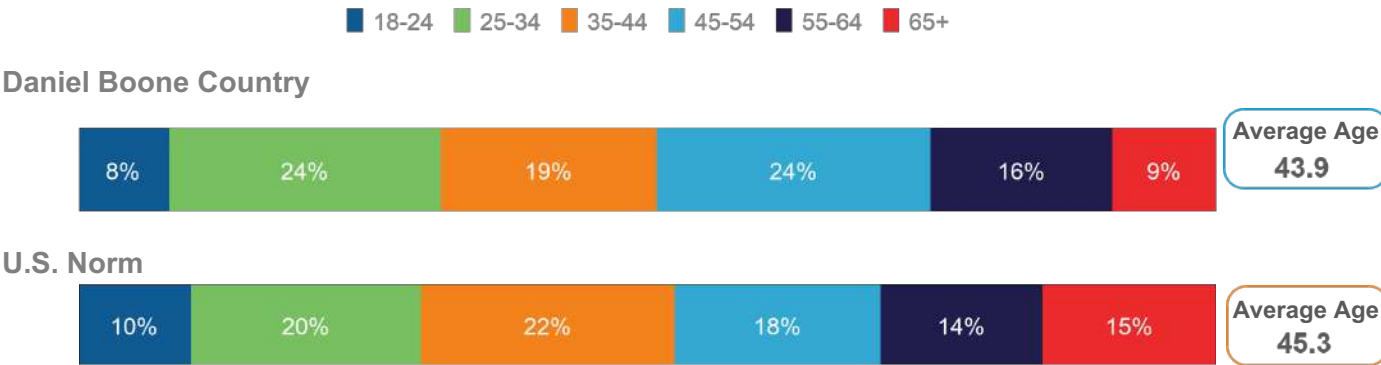
Demographic Profile of Day Daniel Boone Country Visitors

Base: 2020/2021 Day Person-Trips

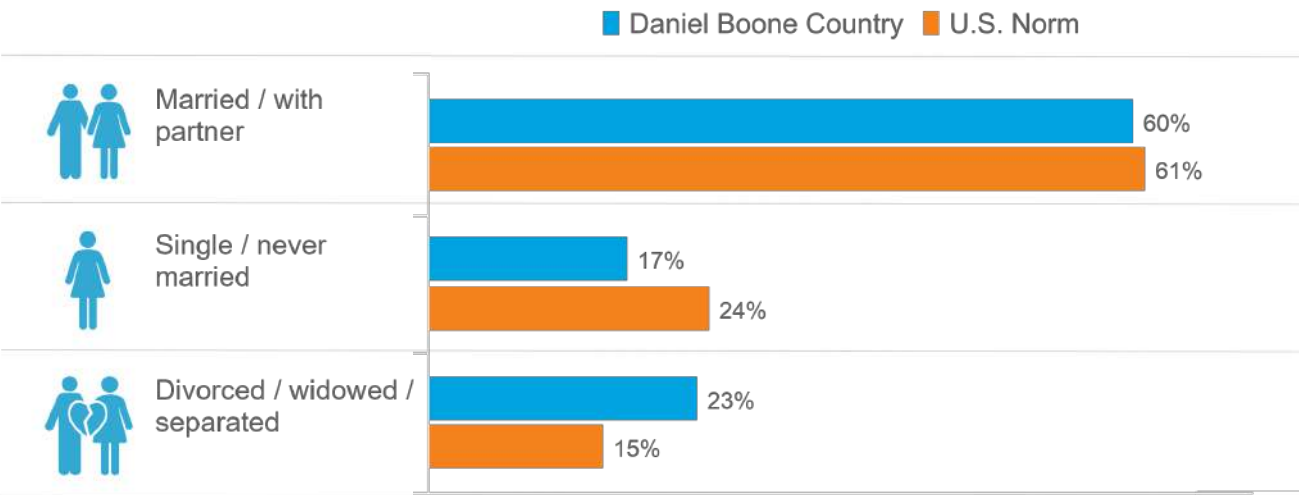
Gender



Age



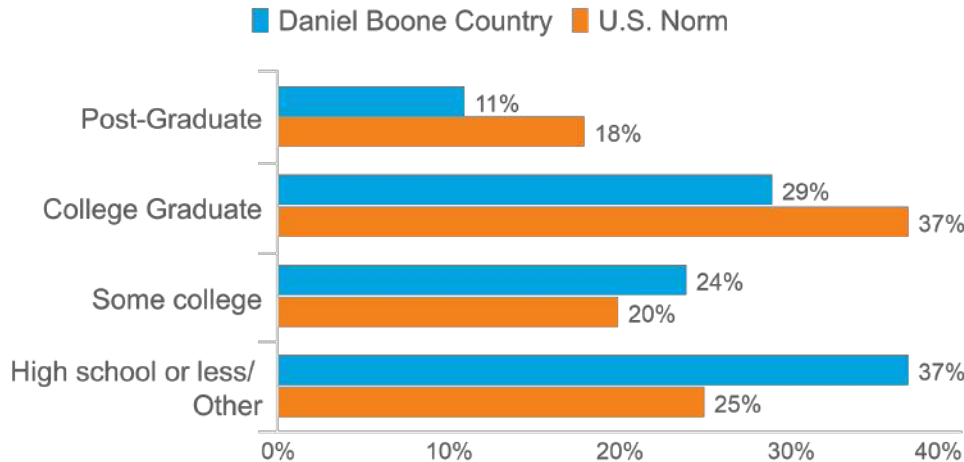
Marital Status



Demographic Profile of Day Daniel Boone Country Visitors

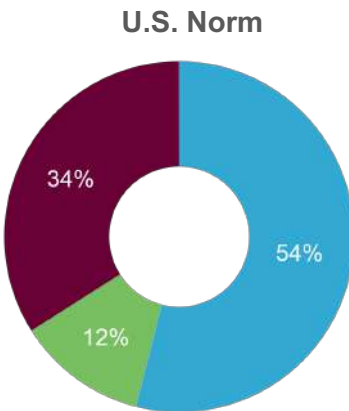
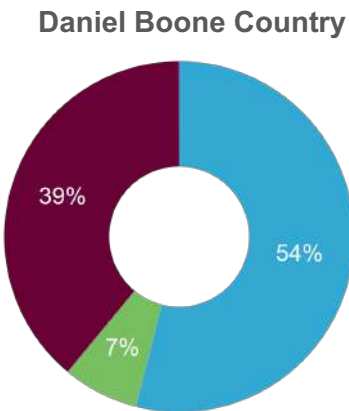
Base: 2020/2021 Day Person-Trips

Education

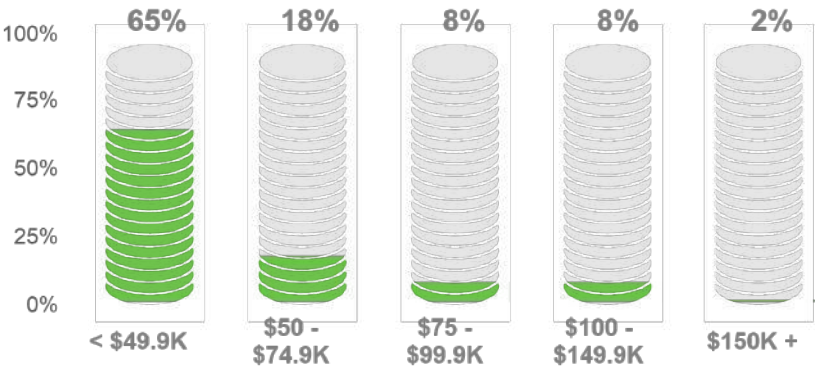


Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

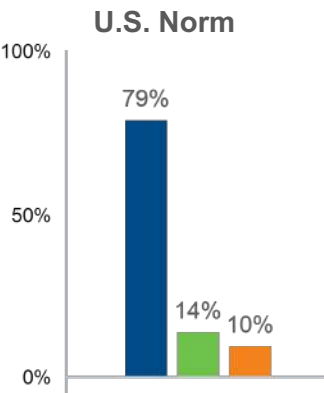
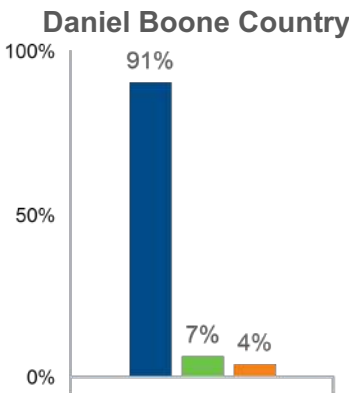


Household Income



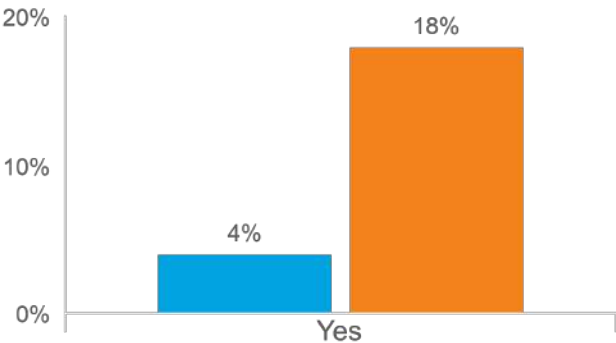
Race

■ White ■ African-American ■ Other



Hispanic Background

■ Daniel Boone Country ■ U.S. Norm

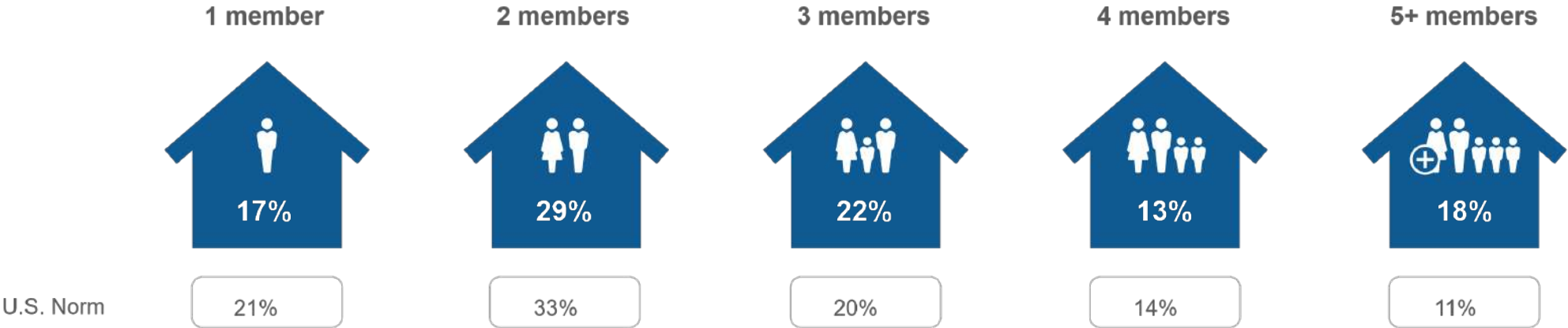


Question updated in 2020

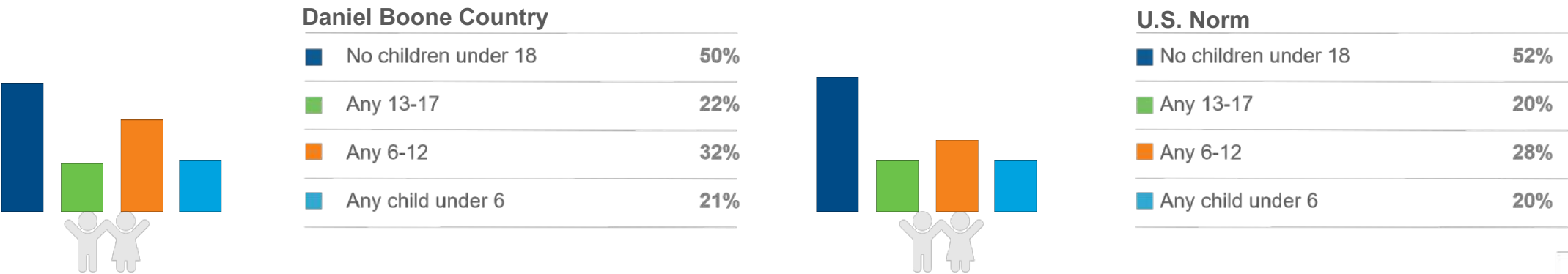
Demographic Profile of Day Daniel Boone Country Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Southern Shorelines

2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
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- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Kentucky's Southern Shorelines, the following sample was achieved in 2020/2021:



Day Base Size

270

A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

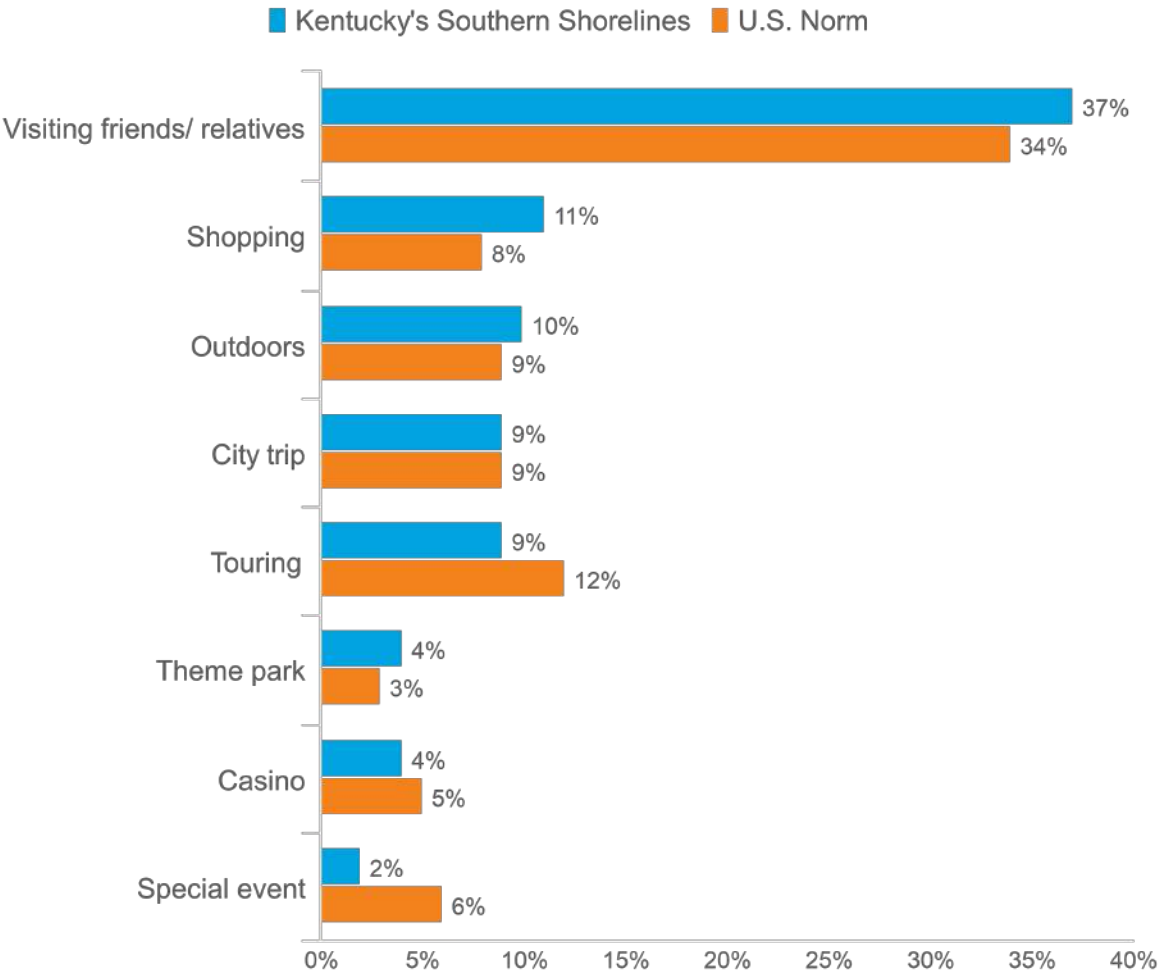
Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip



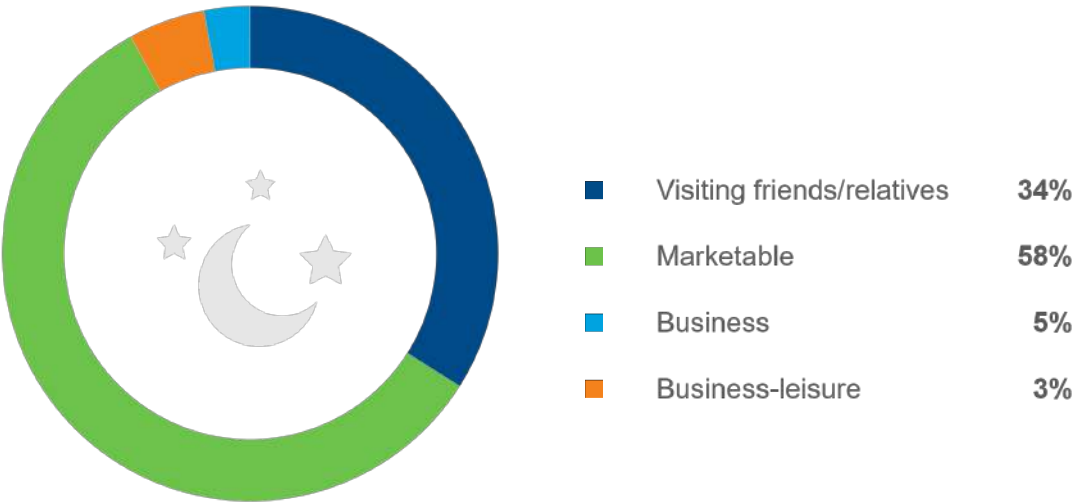
Main Purpose of Leisure Trip



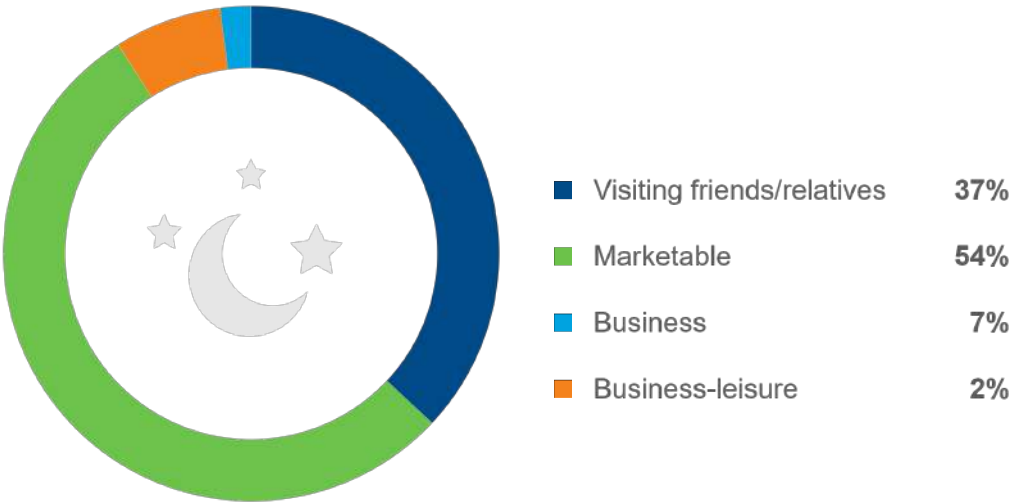
Structure of the U.S. and Kentucky's Southern Shorelines Day Travel Market

Base: 2020/2021 Day Person-Trips

2021 U.S. Day Trips



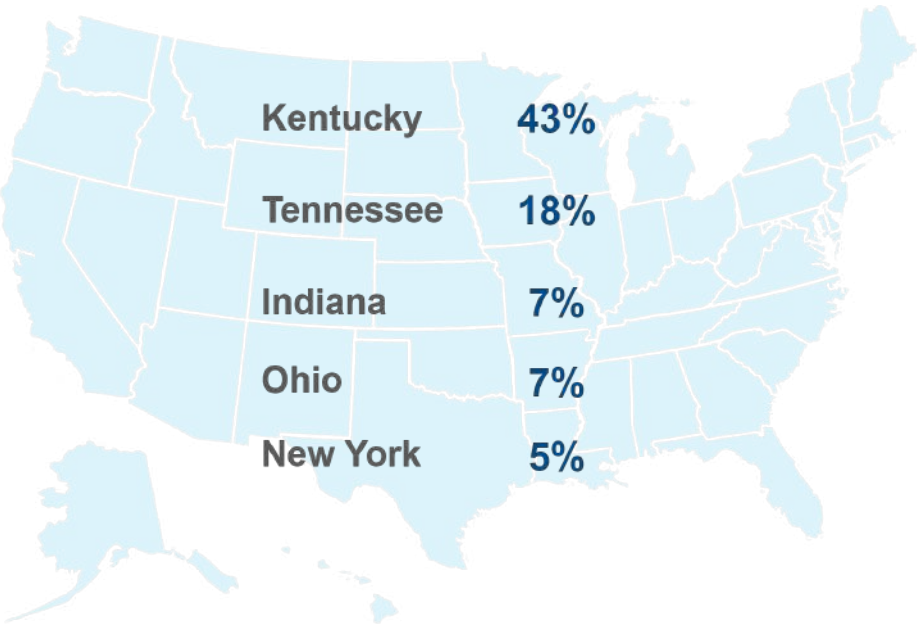
Kentucky's Southern Shorelines Day Trips



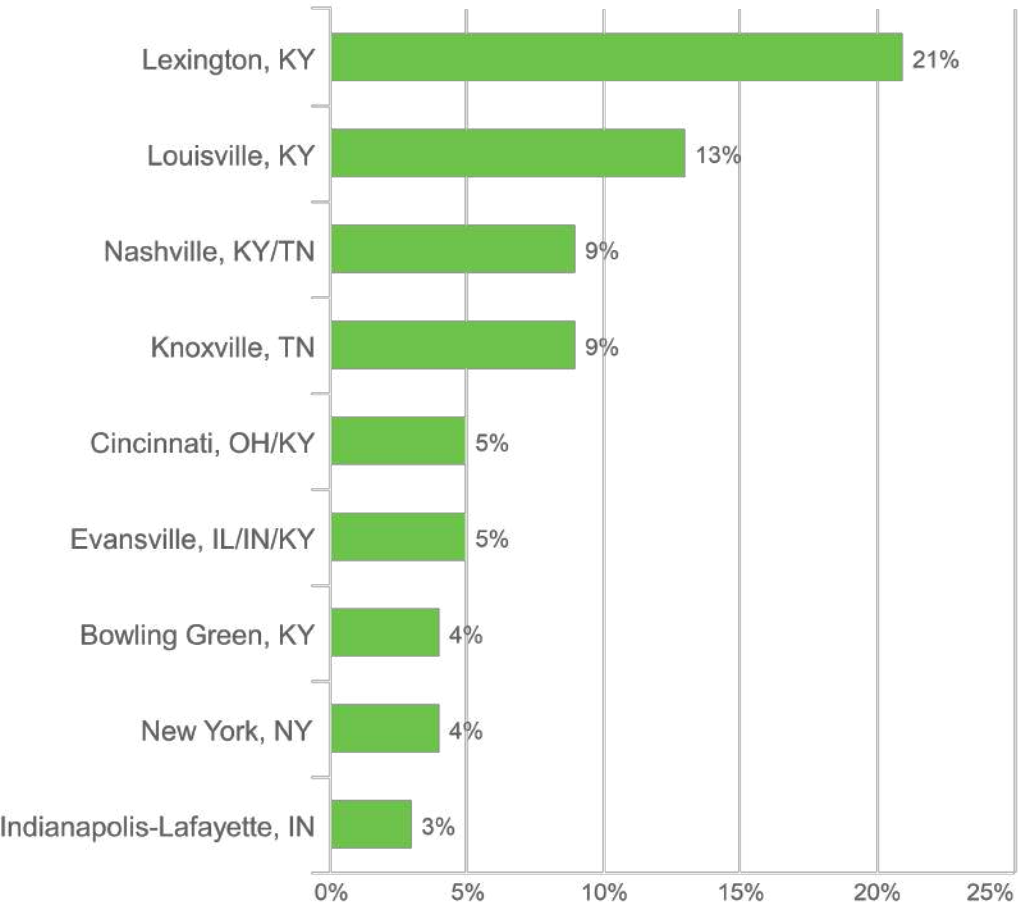
Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

State Origin Of Trip



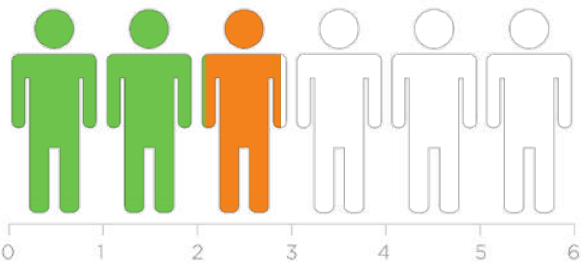
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Kentucky's Southern Shorelines

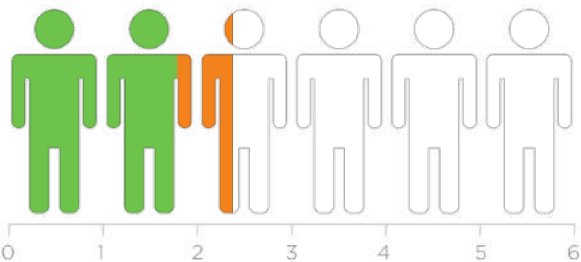


Total

3.0

Average number of people

U.S. Norm



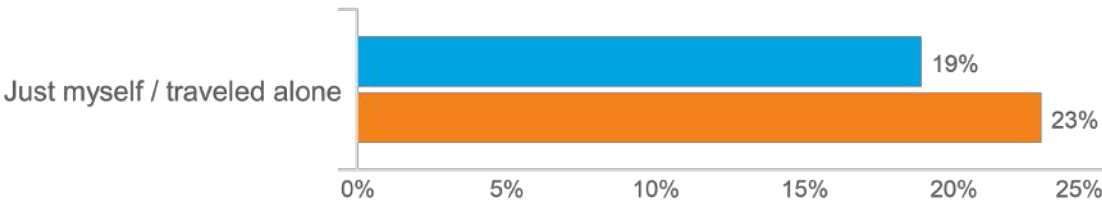
Total

2.6

Average number of people

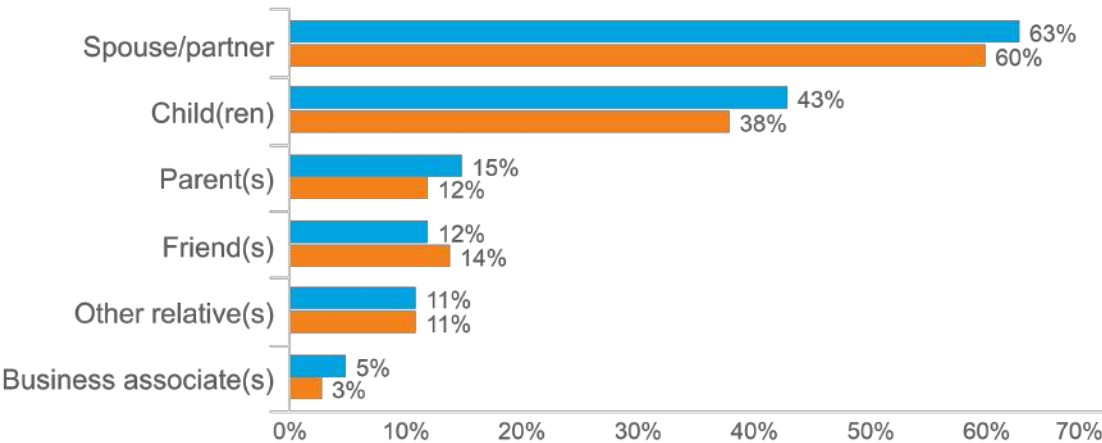
Percent Who Traveled Alone

■ Kentucky's Southern Shorelines ■ U.S. Norm



Composition of Immediate Travel Party

■ Kentucky's Southern Shorelines ■ U.S. Norm

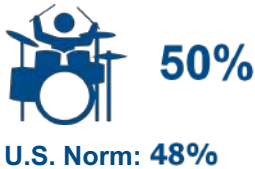


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Kentucky's Southern Shorelines	U.S. Norm
Shopping	21%	19%
Sightseeing	15%	11%
Attending celebration	14%	10%
Fishing	12%	4%
Landmark/historic site	12%	8%
Hiking/backpacking	10%	5%
Local parks/playgrounds	10%	6%
Business meeting	9%	6%
Swimming	8%	6%
Business convention/conference	8%	5%

Shopping Types on Trip

		Kentucky's Southern Shorelines	U.S. Norm
	Outlet/mall shopping	49%	46%
	Convenience/grocery shopping	38%	26%
	Souvenir shopping	33%	24%
	Big box stores (Walmart, Costco)	24%	28%
	Antiquing	17%	13%
	Boutique shopping	15%	22%

Base: 2020/2021 Day Person-Trips that included Shopping

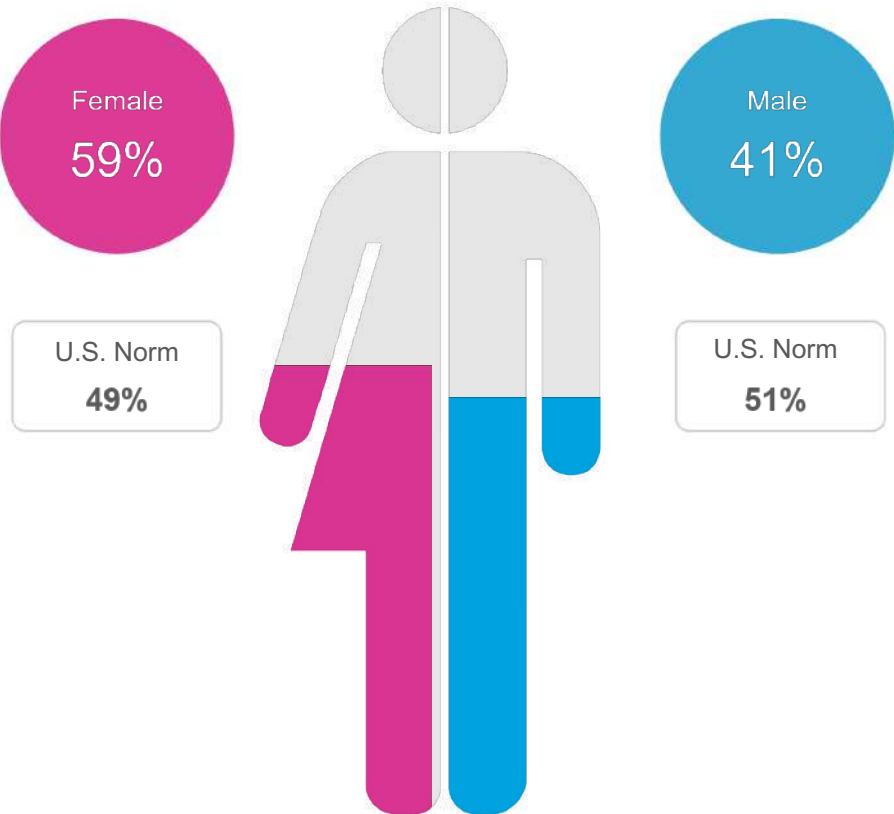
Dining Types on Trip

		Kentucky's Southern Shorelines	U.S. Norm
	Unique/local food	34%	34%
	Picnicking	18%	14%
	Food delivery service (UberEATS, DoorDash, etc.)	17%	15%
	Street food/food trucks	15%	17%
	Fine/upscale dining	15%	15%
	Gastropubs	6%	7%

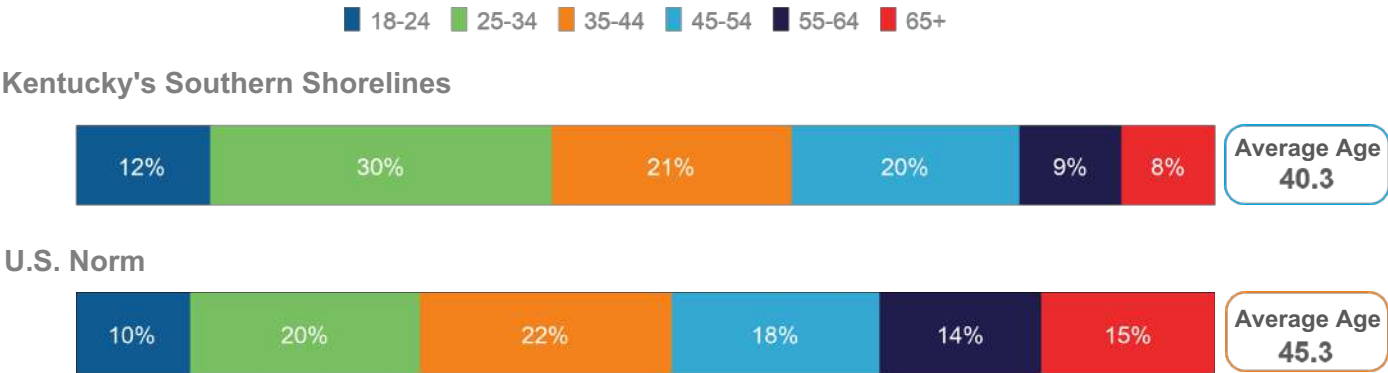
Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2020/2021 Day Person-Trips

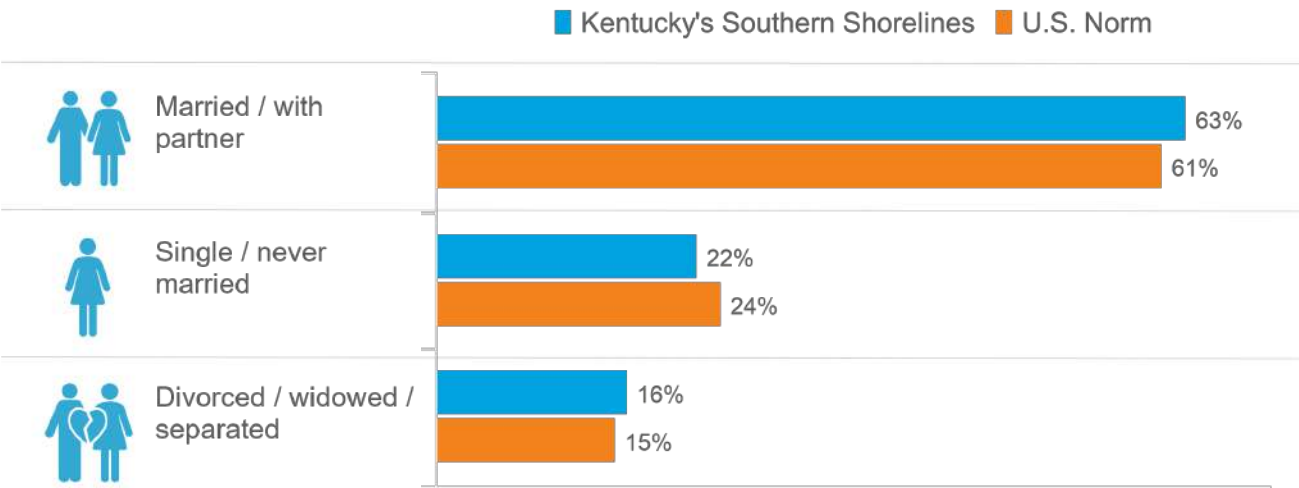
Gender



Age



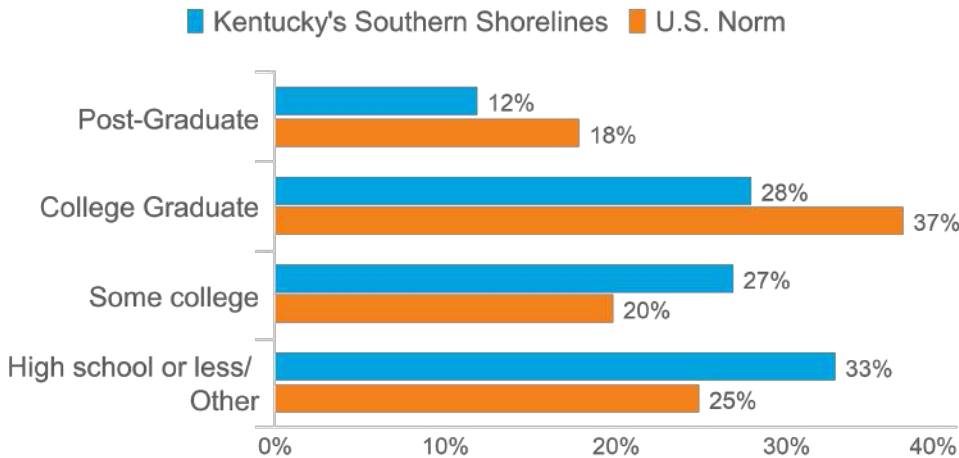
Marital Status



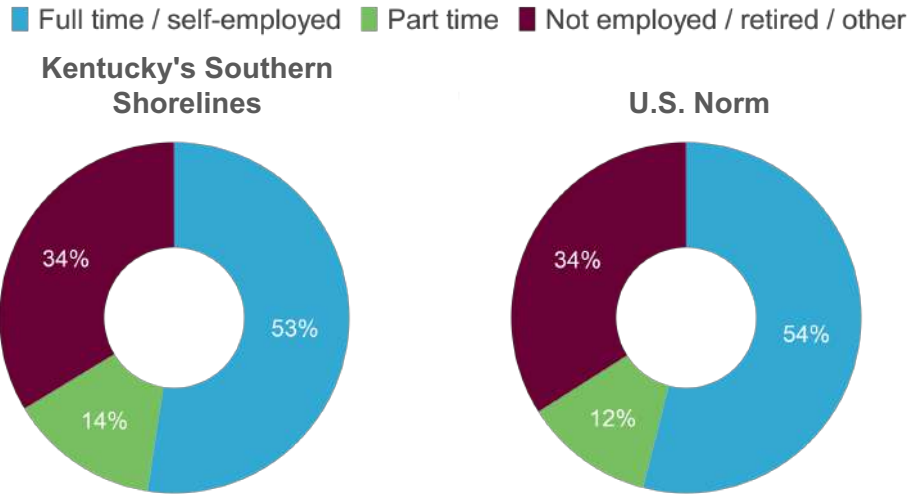
Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2020/2021 Day Person-Trips

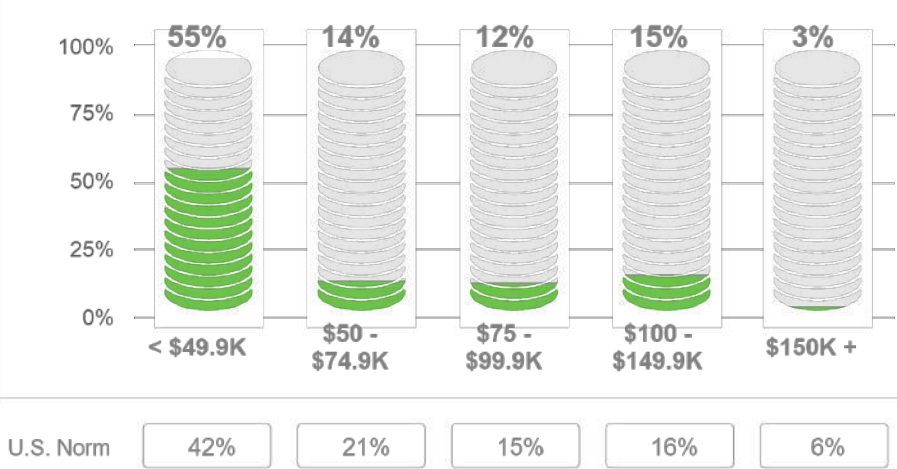
Education



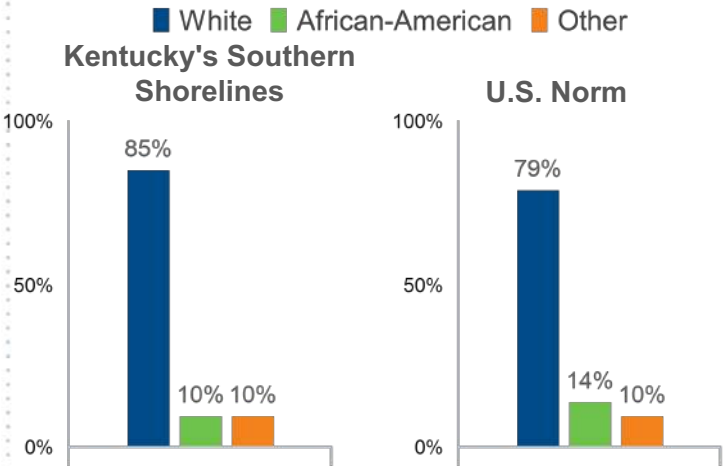
Employment



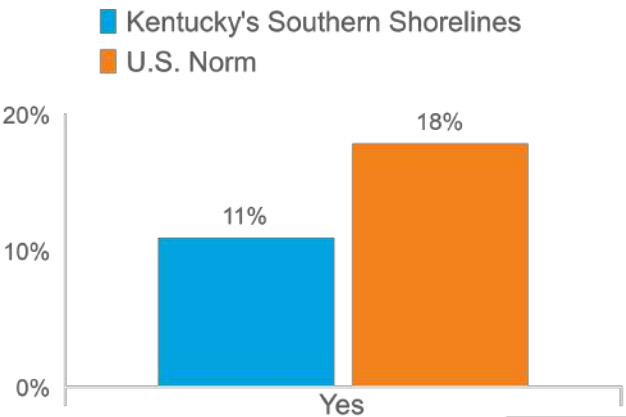
Household Income



Race



Hispanic Background



Question updated in 2020

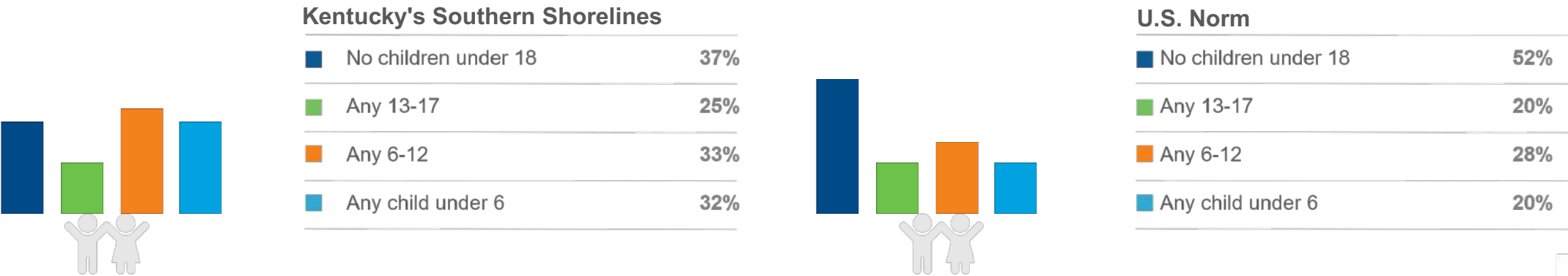
Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Caves, Lakes & Corvettes

2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
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- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

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For Caves, Lakes, & Corvettes, the following sample was achieved in 2020/2021:



Day Base Size **453**

A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

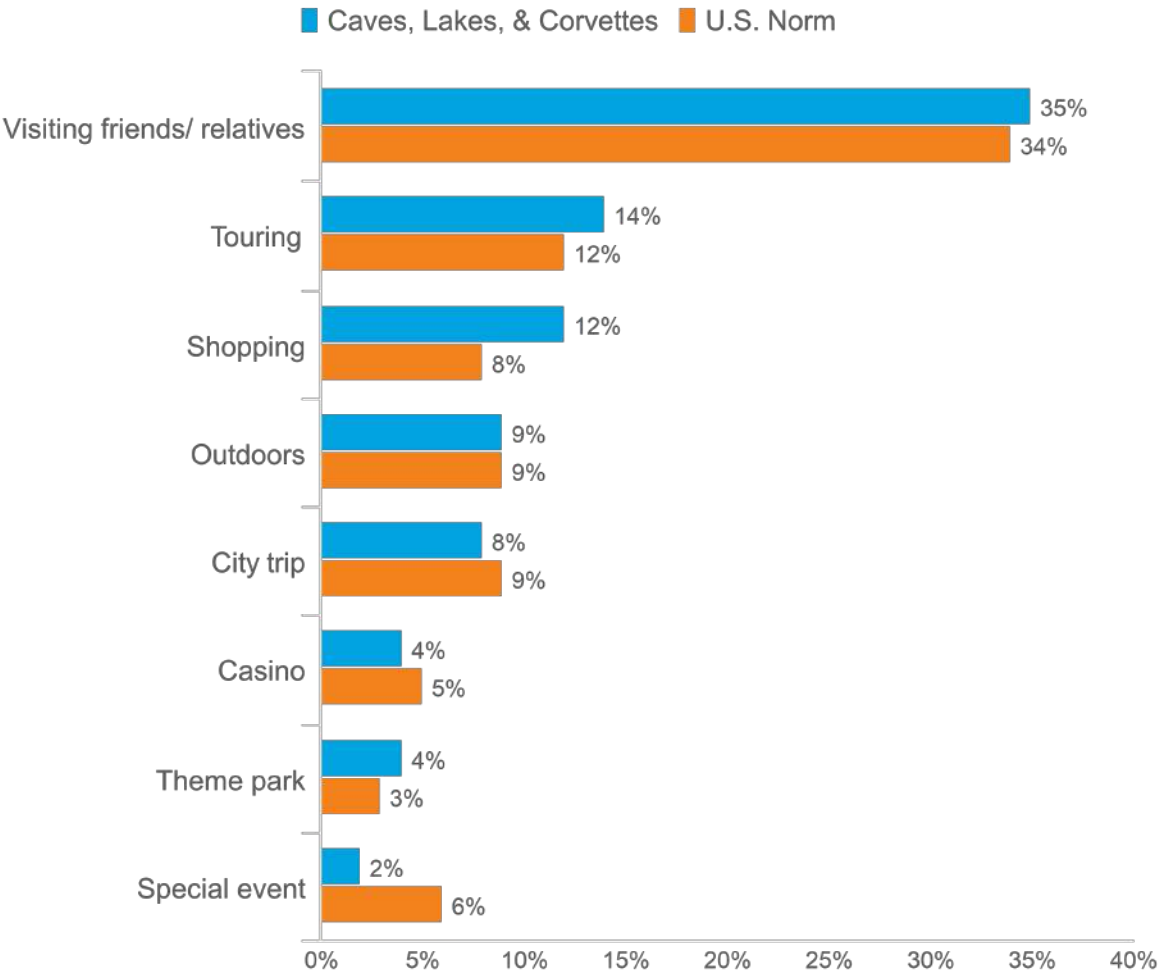
Caves, Lakes, & Corvettes's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip

	35% Visiting friends/ relatives		0% Conference/ Convention
	14% Touring		
	12% Shopping		
	9% Outdoors		
	8% City trip		5% Other business trip
	4% Casino		
	4% Theme park		5% Business-Leisure
	2% Special event		

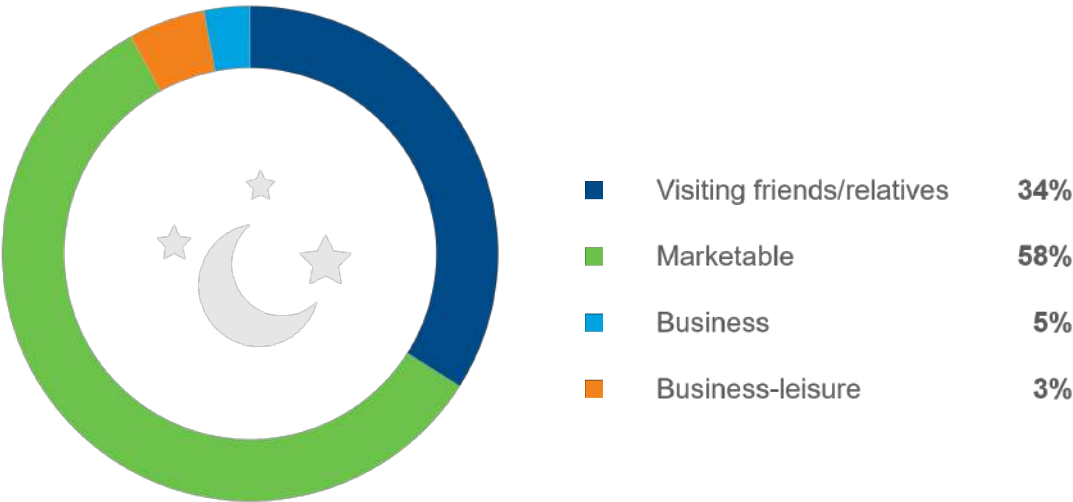
Main Purpose of Leisure Trip



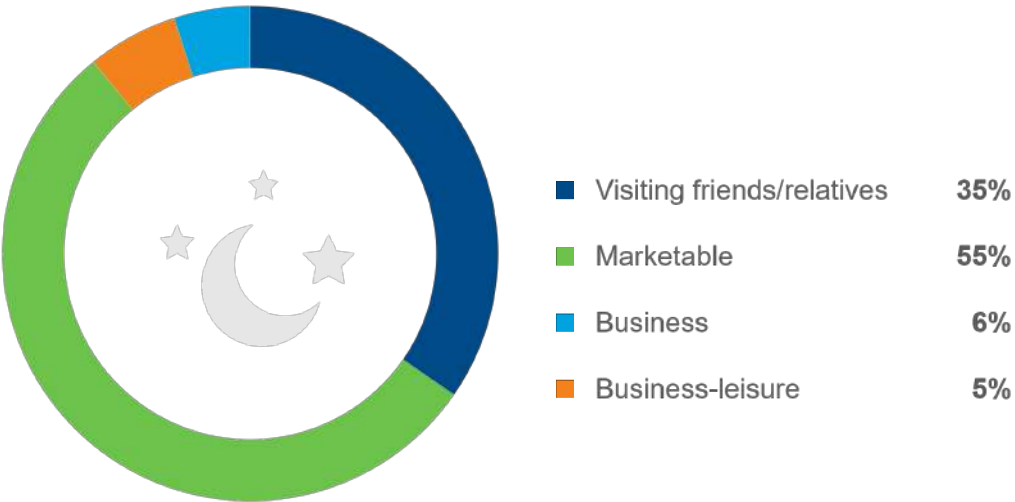
Structure of the U.S. and Caves, Lakes, & Corvettes Day Travel Market

Base: 2020/2021 Day Person-Trips

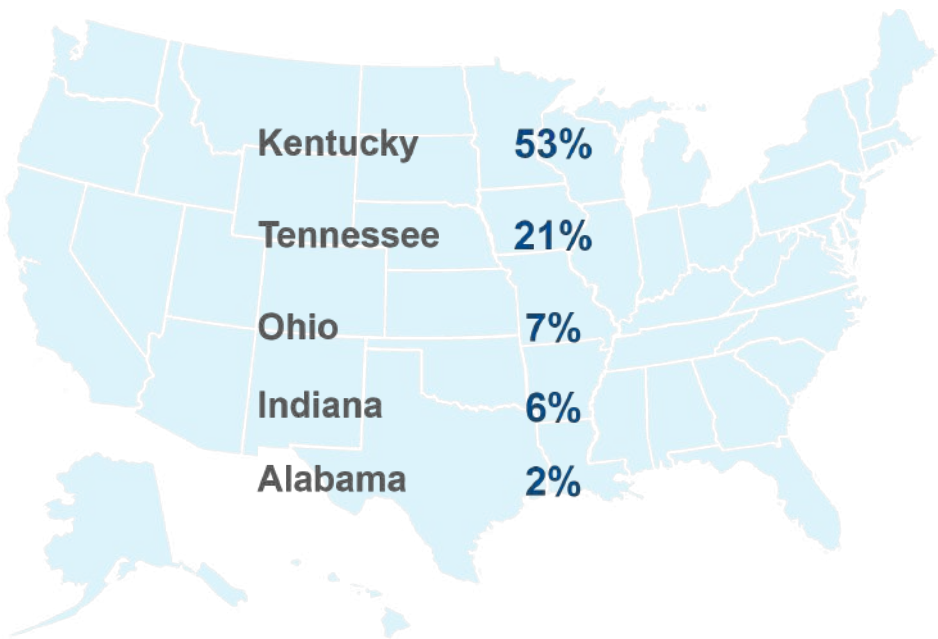
2021 U.S. Day Trips



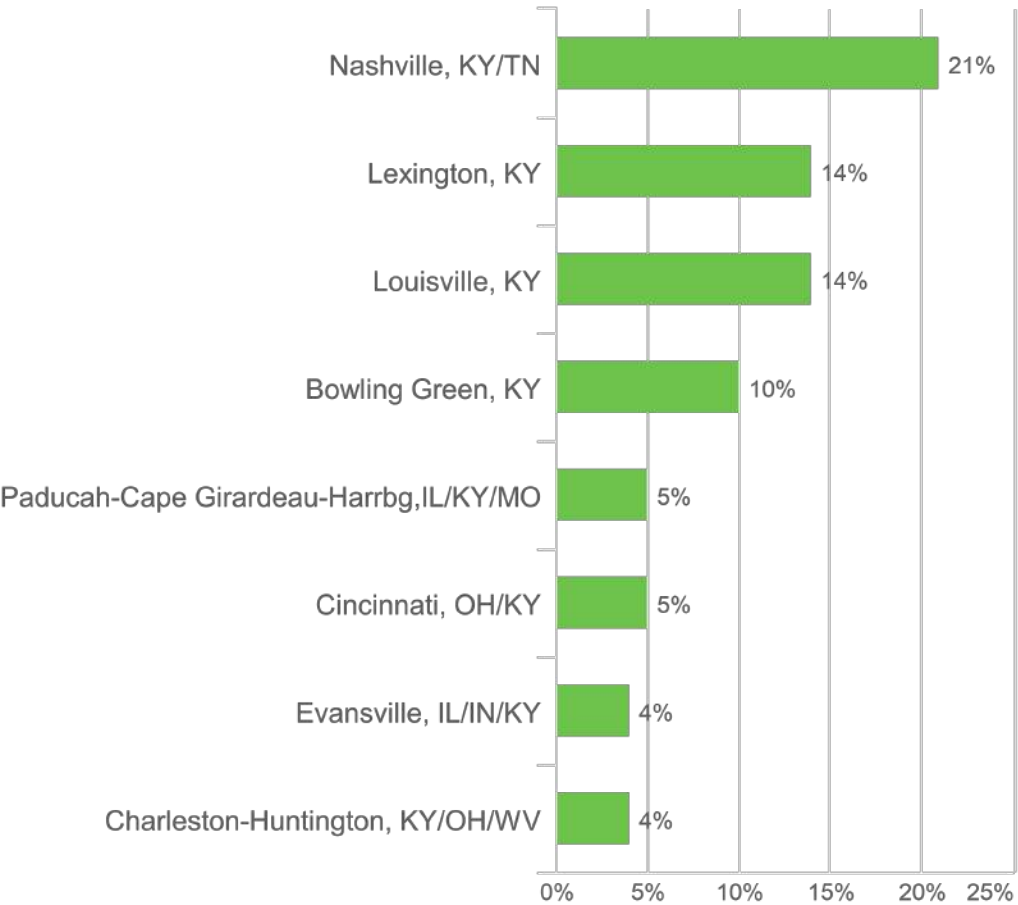
Caves, Lakes, & Corvettes Day Trips



State Origin Of Trip



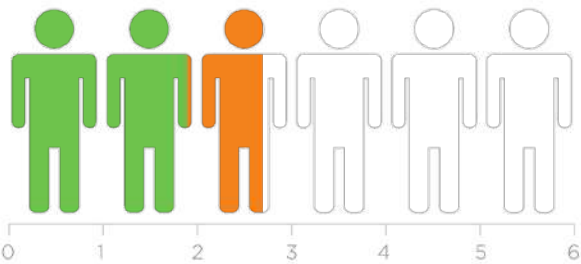
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Caves, Lakes, & Corvettes

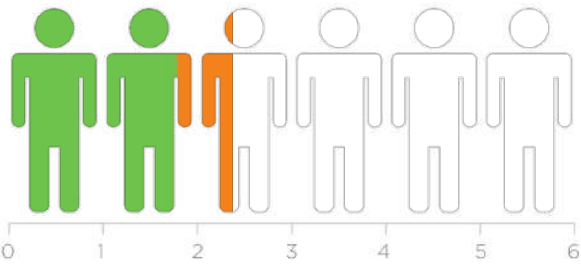


Average number of people

Total

2.9

U.S. Norm



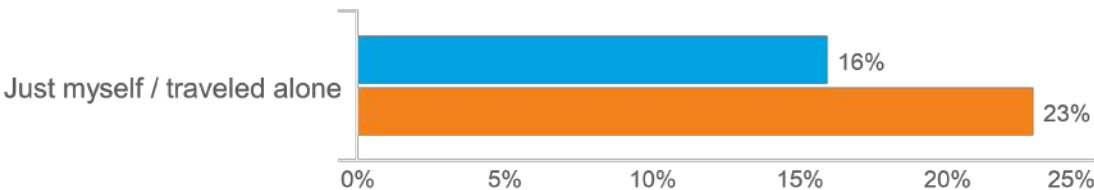
Average number of people

Total

2.6

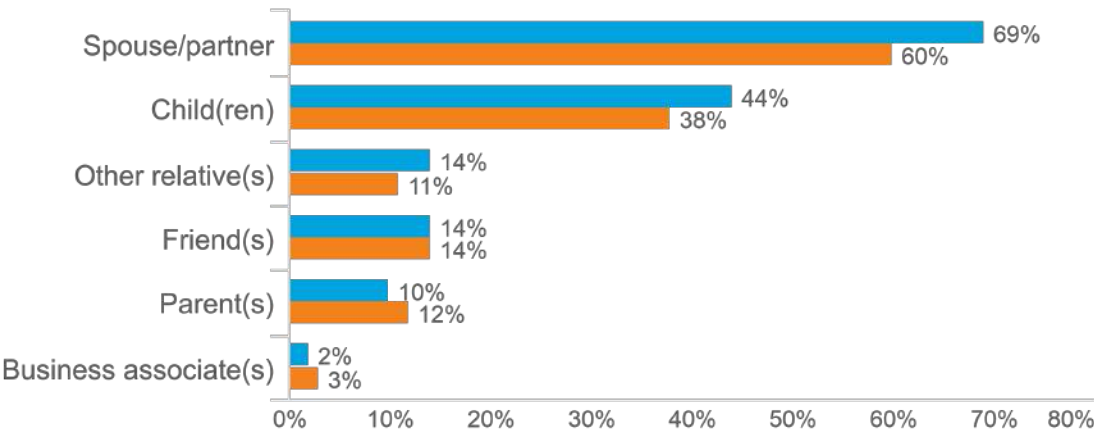
Percent Who Traveled Alone

■ Caves, Lakes, & Corvettes ■ U.S. Norm



Composition of Immediate Travel Party

■ Caves, Lakes, & Corvettes ■ U.S. Norm

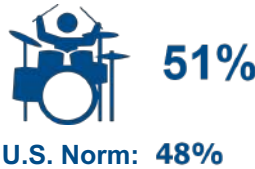


Activity Groupings

Outdoor Activities



Entertainment Activities



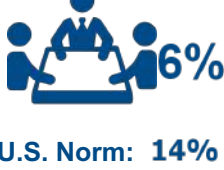
Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Caves, Lakes, & Corvettes	U.S. Norm
Shopping	27%	19%
Sightseeing	18%	11%
Landmark/historic site	12%	8%
Hiking/backpacking	10%	5%
Local parks/playgrounds	10%	6%
Nature tours/wildlife viewing/birding	10%	5%
Attending celebration	9%	10%
National/state park	9%	5%
Fishing	8%	4%
Museum	8%	7%

Shopping Types on Trip

		Caves, Lakes, & Corvettes	U.S. Norm
	Outlet/mall shopping	50%	46%
	Big box stores (Walmart, Costco)	33%	28%
	Convenience/grocery shopping	24%	26%
	Souvenir shopping	21%	24%
	Antiquing	16%	13%
	Boutique shopping	14%	22%

Base: 2020/2021 Day Person-Trips that included Shopping

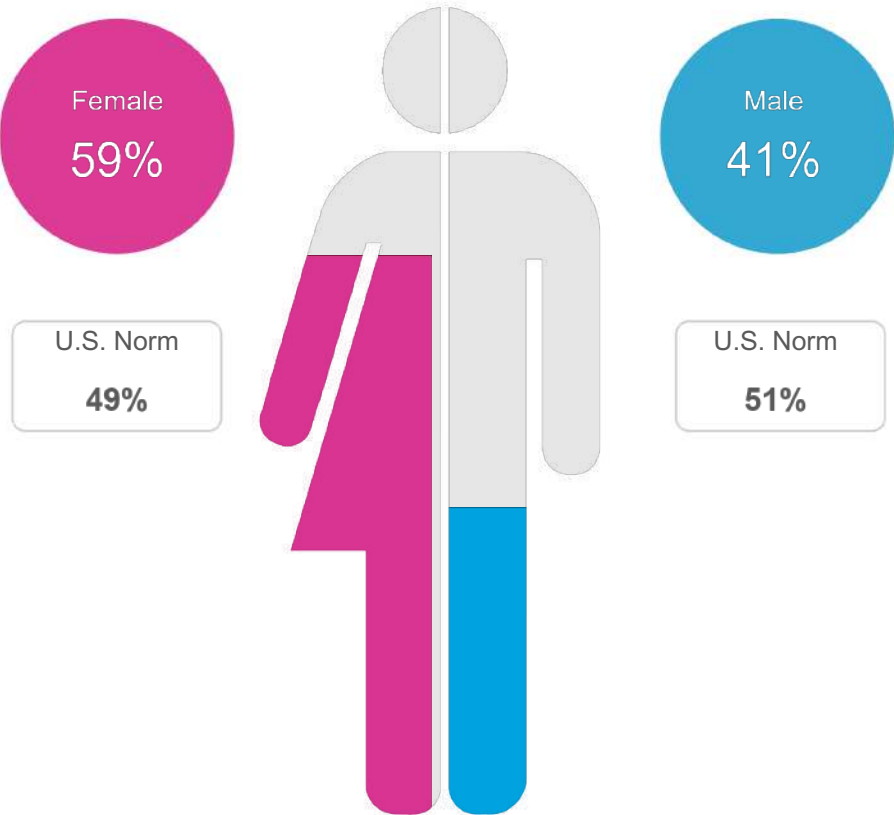
Dining Types on Trip

		Caves, Lakes, & Corvettes	U.S. Norm
	Unique/local food	38%	34%
	Picnicking	20%	14%
	Food delivery service (UberEATS, DoorDash, etc.)	12%	15%
	Fine/upscale dining	11%	15%
	Street food/food trucks	11%	17%
	Gastropubs	3%	7%

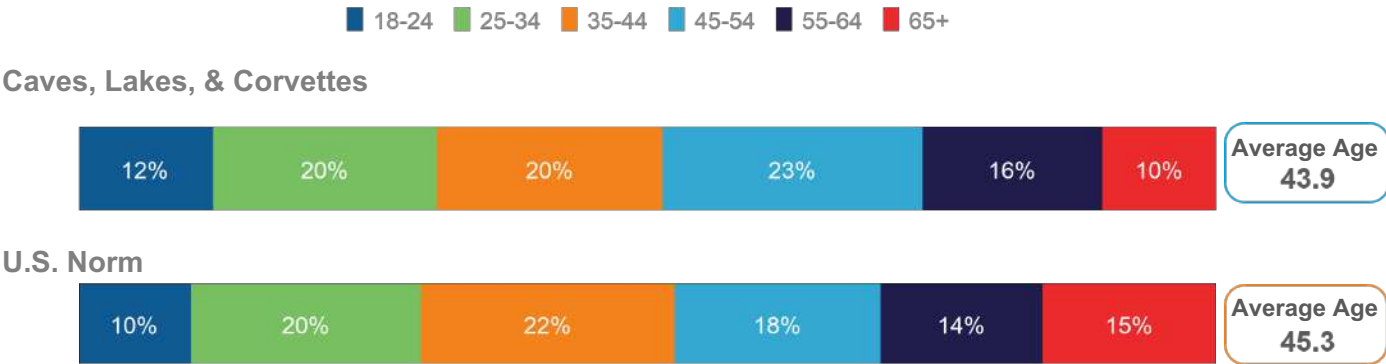
Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2020/2021 Day Person-Trips

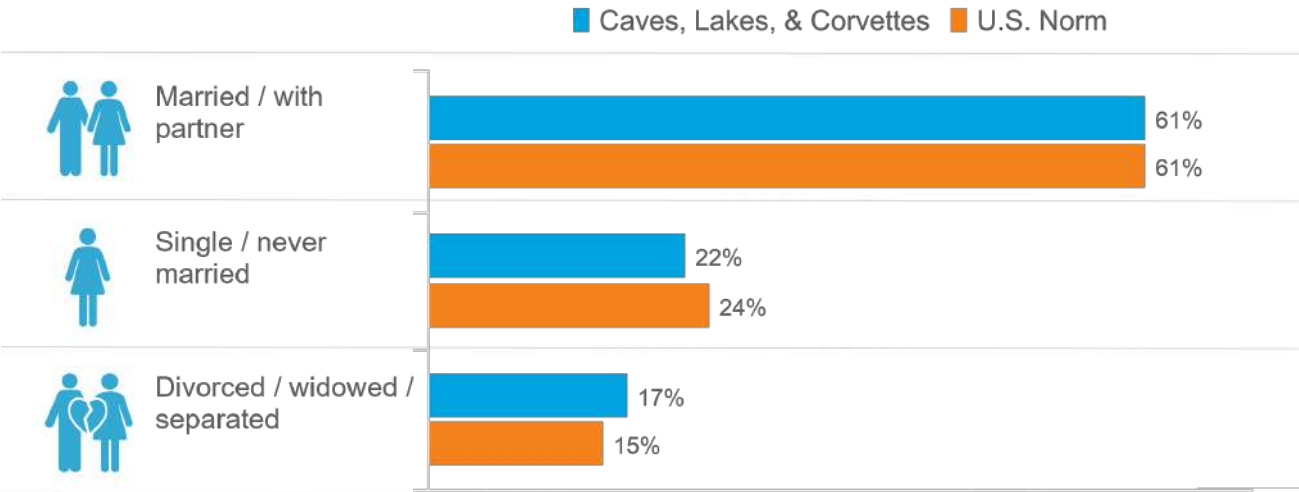
Gender



Age



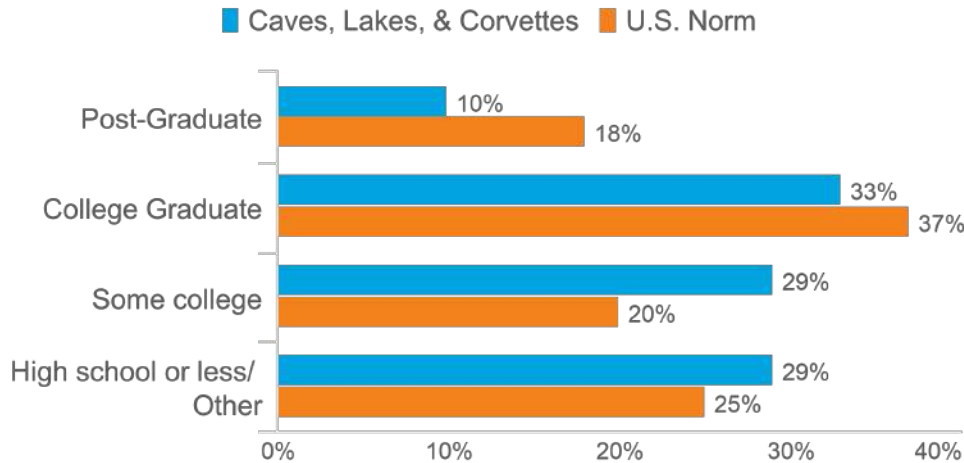
Marital Status



Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2020/2021 Day Person-Trips

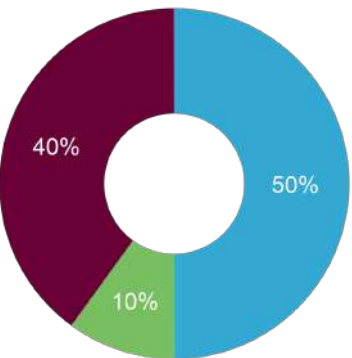
Education



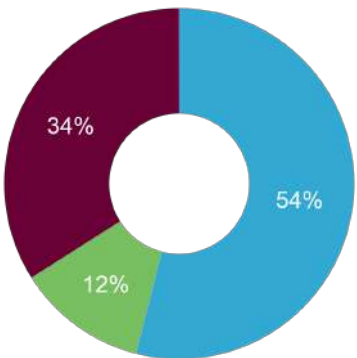
Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

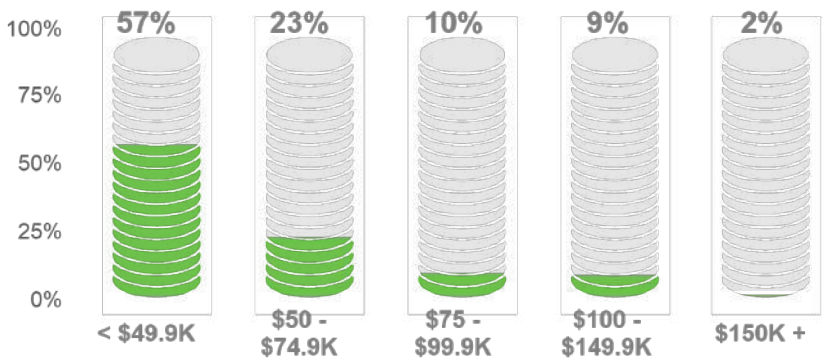
Caves, Lakes, & Corvettes



U.S. Norm



Household Income



U.S. Norm

42%

21%

15%

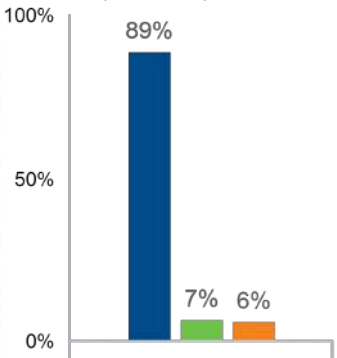
16%

6%

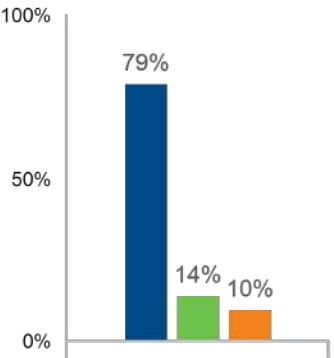
Race

■ White ■ African-American ■ Other

Caves, Lakes, & Corvettes



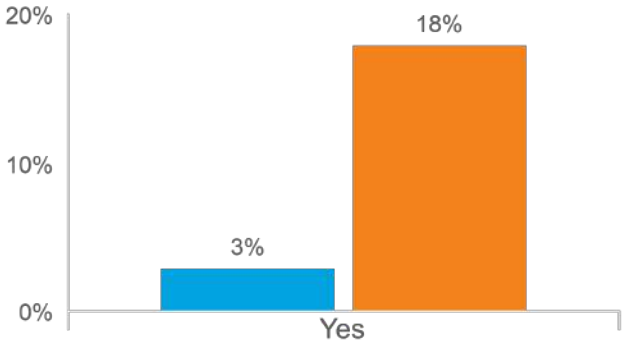
U.S. Norm



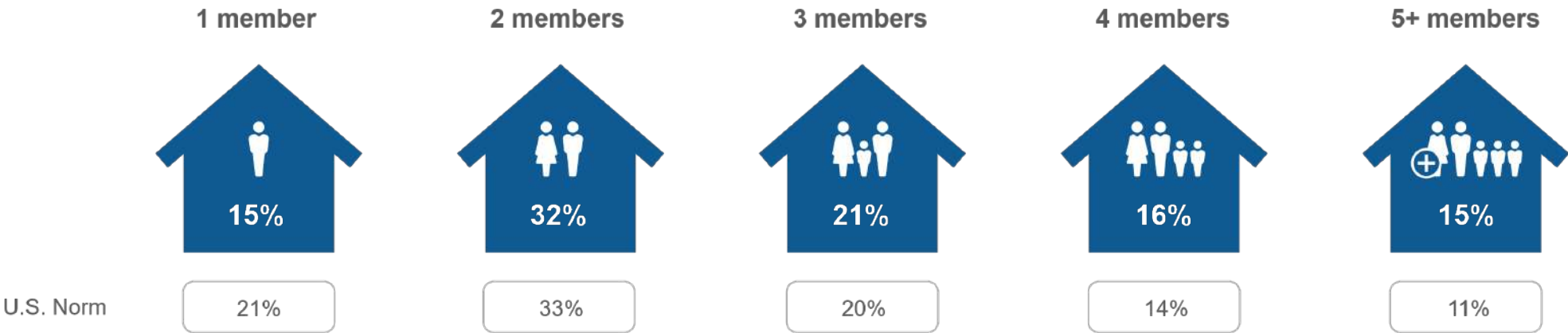
Question updated in 2020

Hispanic Background

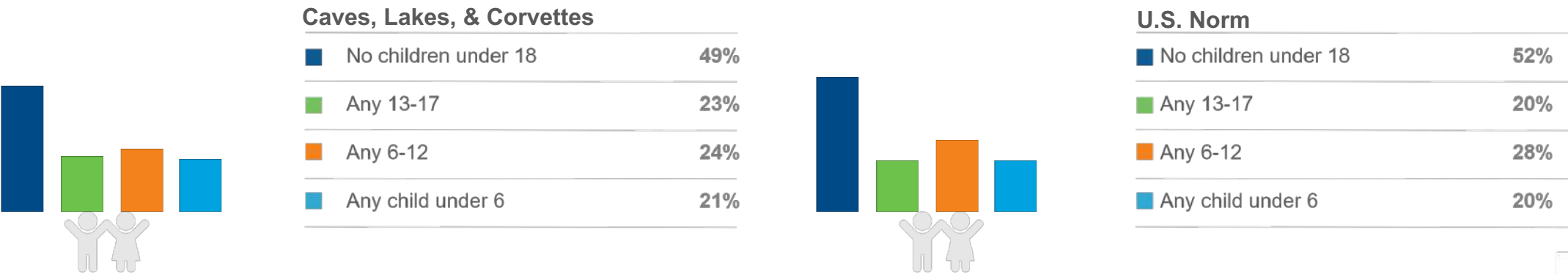
■ Caves, Lakes, & Corvettes ■ U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Western Waterlands

2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

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For Western Waterlands, the following sample was achieved in 2020/2021:



Day Base Size

241

A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

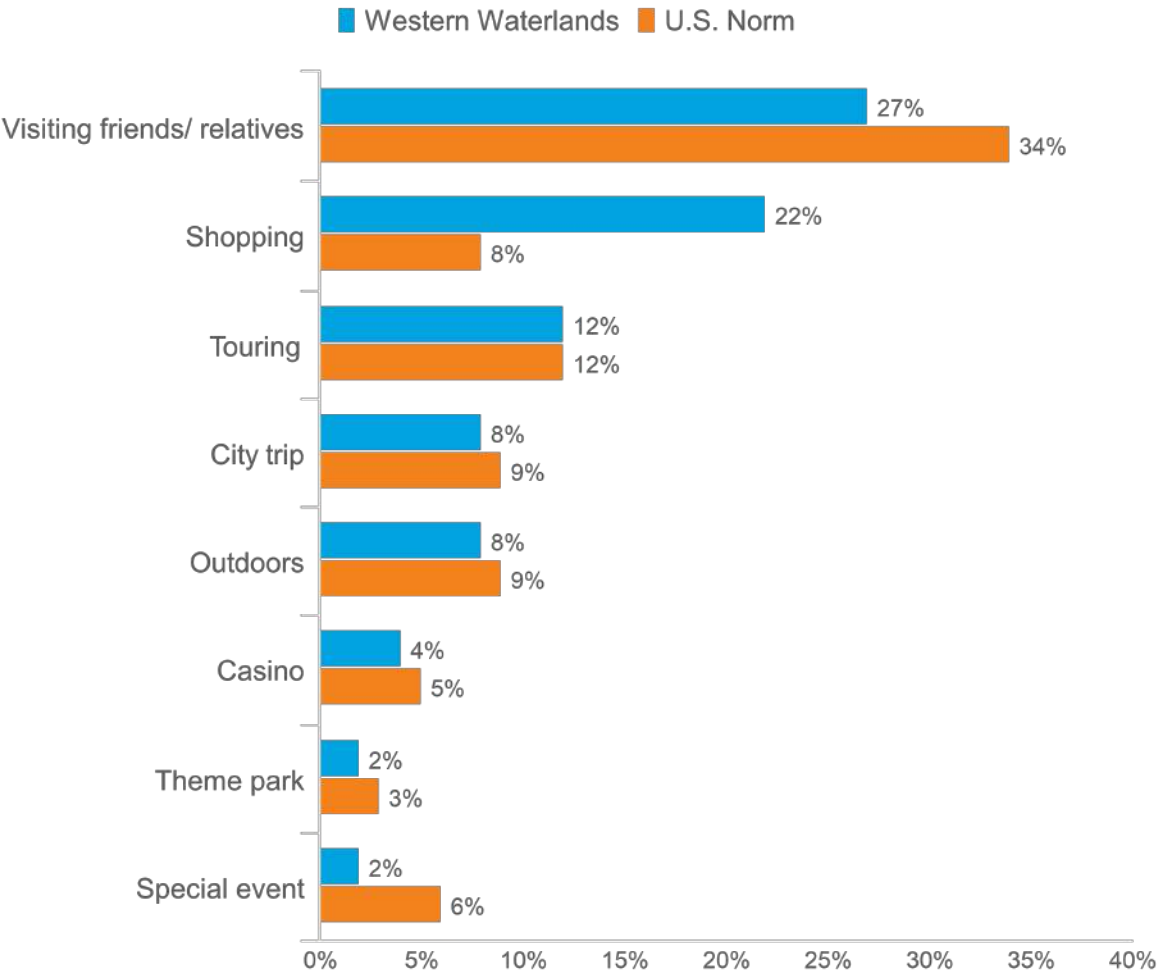
Western Waterlands's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip



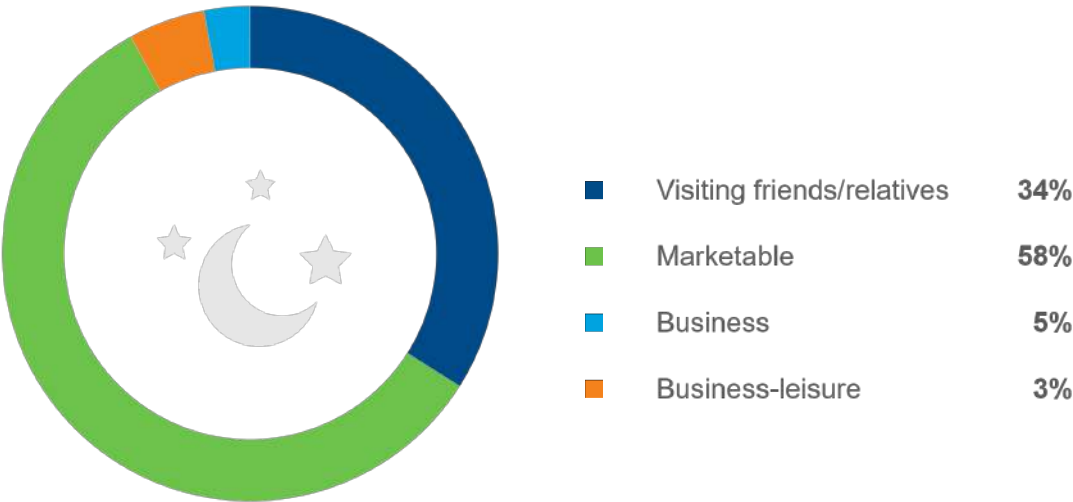
Main Purpose of Leisure Trip



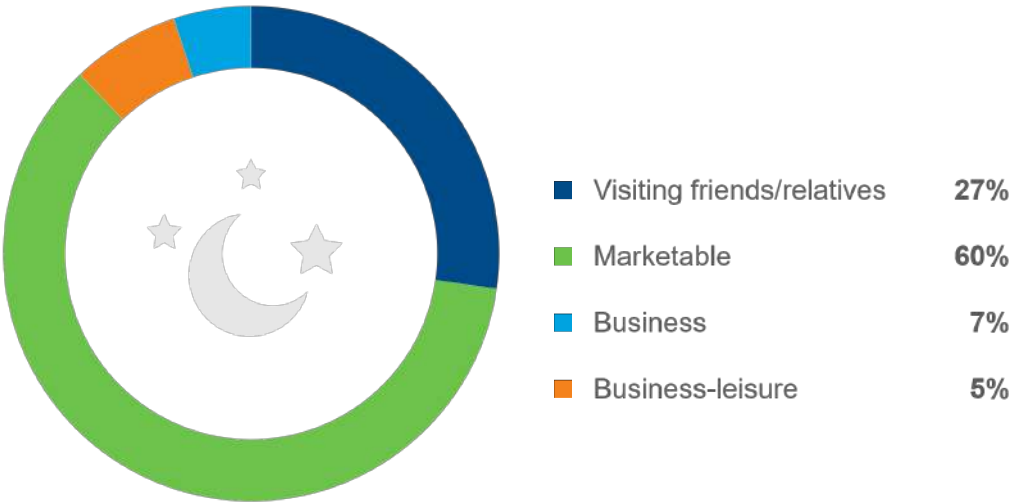
Structure of the U.S. and Western Waterlands Day Travel Market

Base: 2020/2021 Day Person-Trips

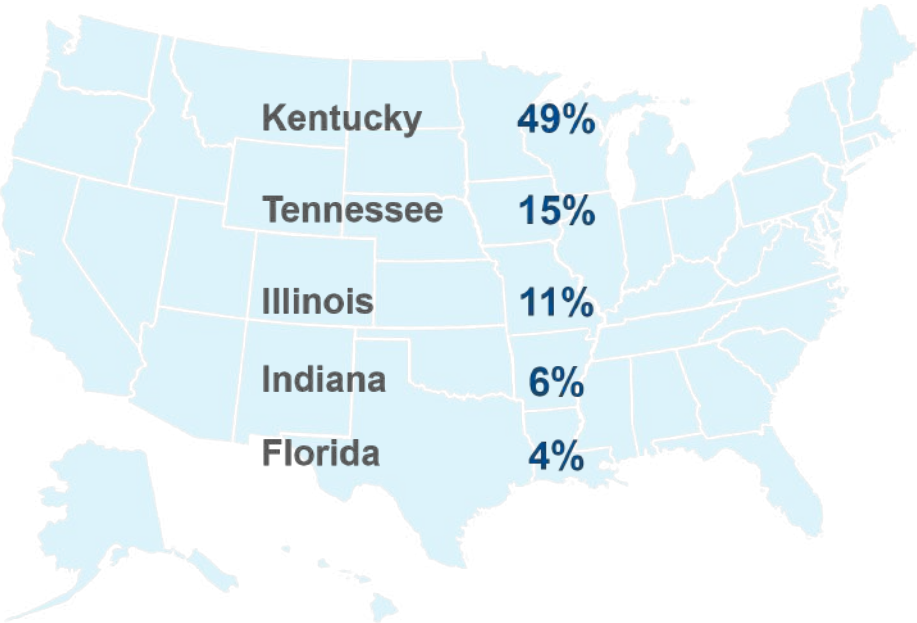
2021 U.S. Day Trips



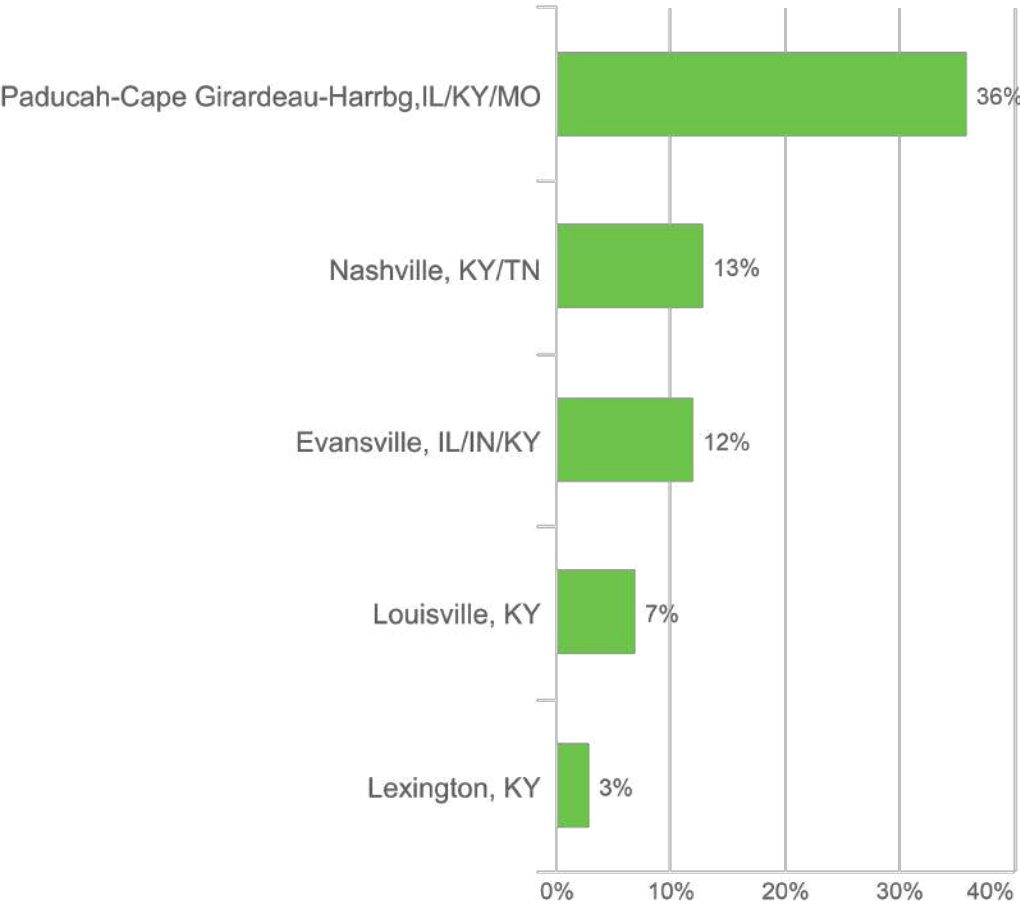
Western Waterlands Day Trips



State Origin Of Trip



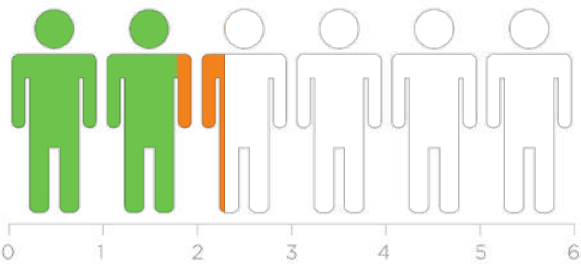
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Western Waterlands

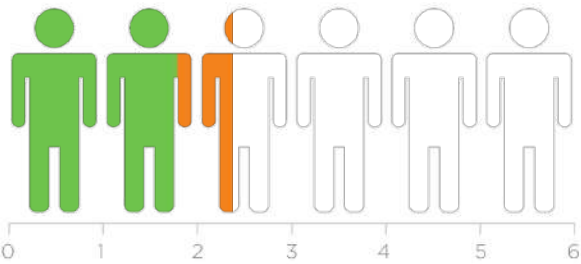


Average number of people

Total

2.5

U.S. Norm



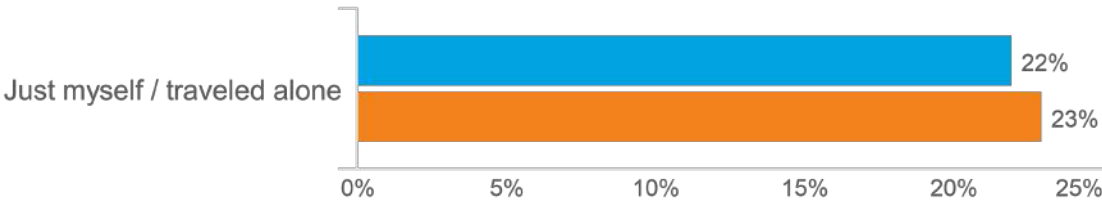
Average number of people

Total

2.6

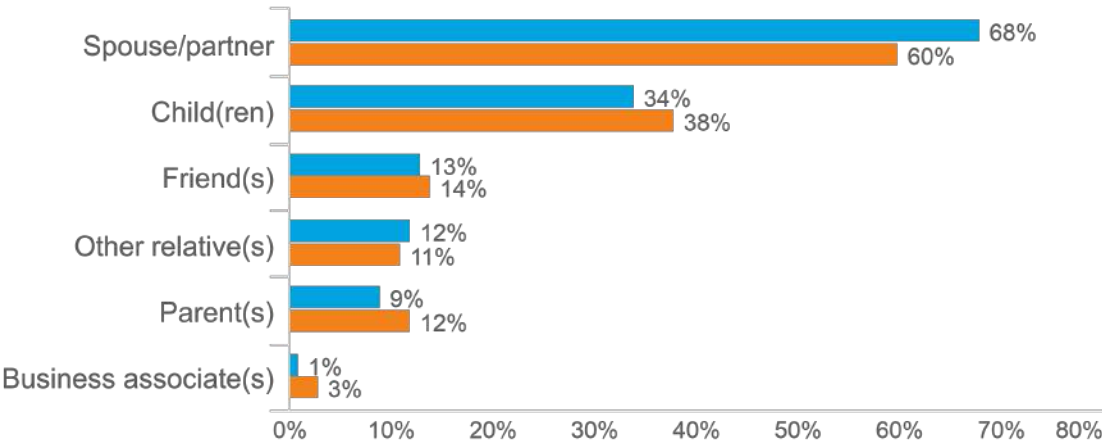
Percent Who Traveled Alone

■ Western Waterlands ■ U.S. Norm



Composition of Immediate Travel Party

■ Western Waterlands ■ U.S. Norm



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 48%

Cultural Activities



U.S. Norm: 22%

Sporting Activities













U.S. Norm: 17%

Business Activities






U.S. Norm: 14%

Activities and Experiences (Top 10)







	Western Waterlands	U.S. Norm
 Shopping	34%	19%
 Sightseeing	13%	11%
 Landmark/historic site	10%	8%
 Business meeting	9%	6%
 Professional medical services	9%	5%
 Fishing	8%	4%
 Nature tours/wildlife viewing/birding	8%	5%
 National/state park	7%	5%
 Casino	6%	7%
 Local parks/playgrounds	6%	6%

Shopping Types on Trip

		Western Waterlands	U.S. Norm
	Outlet/mall shopping	64%	46%
	Big box stores (Walmart, Costco)	37%	28%
	Convenience/grocery shopping	28%	26%
	Boutique shopping	22%	22%
	Antiquing	13%	13%
	Souvenir shopping	13%	24%

Base: 2020/2021 Day Person-Trips that included Shopping

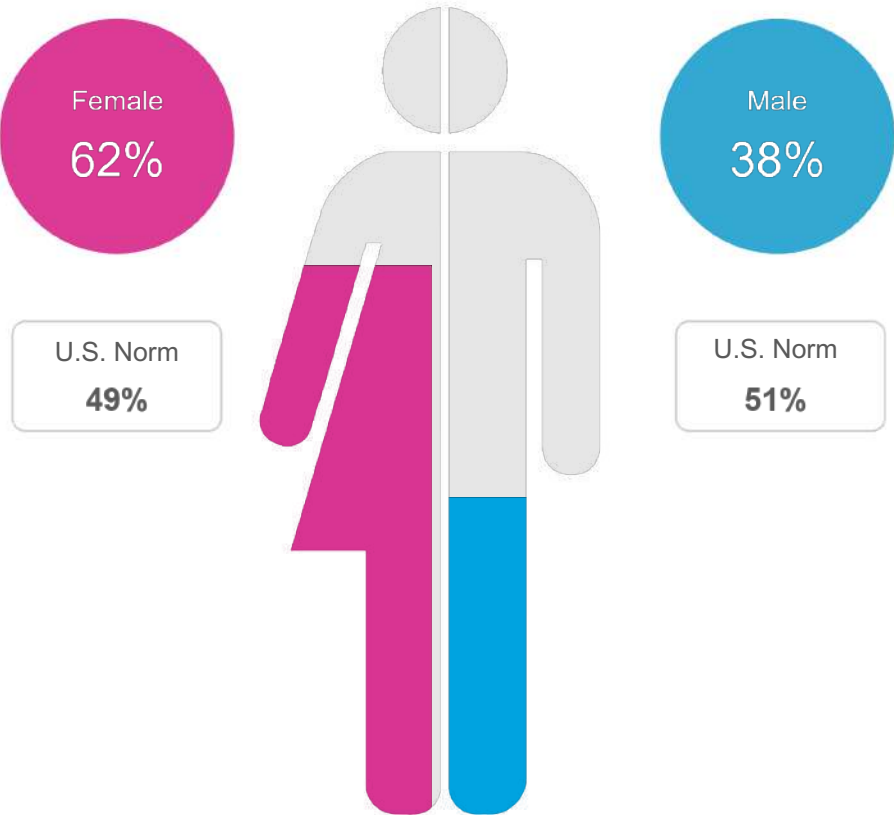
Dining Types on Trip

		Western Waterlands	U.S. Norm
	Unique/local food	33%	34%
	Picnicking	15%	14%
	Fine/upscale dining	14%	15%
	Food delivery service (UberEATS, DoorDash, etc.)	8%	15%
	Street food/food trucks	7%	17%
	Gastropubs	4%	7%

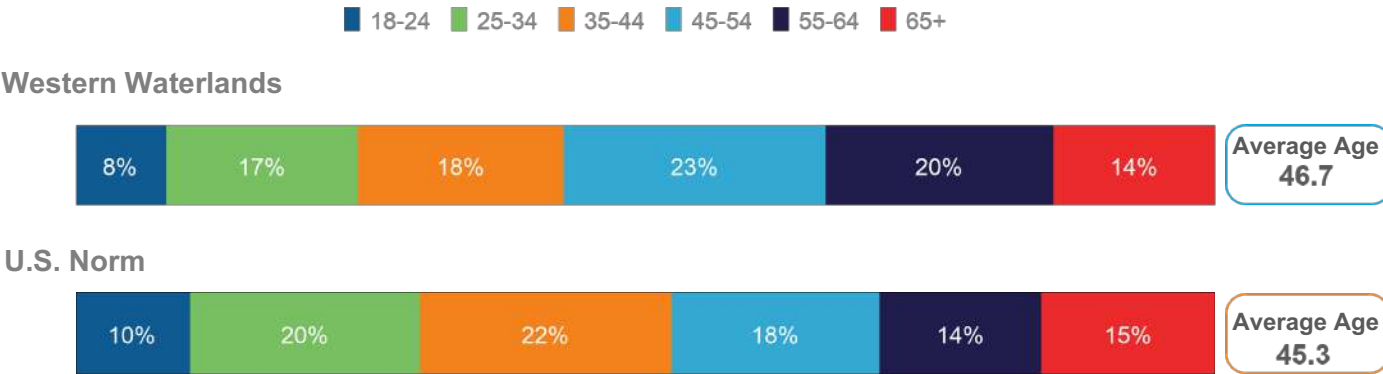
Demographic Profile of Day Western Waterlands Visitors

Base: 2020/2021 Day Person-Trips

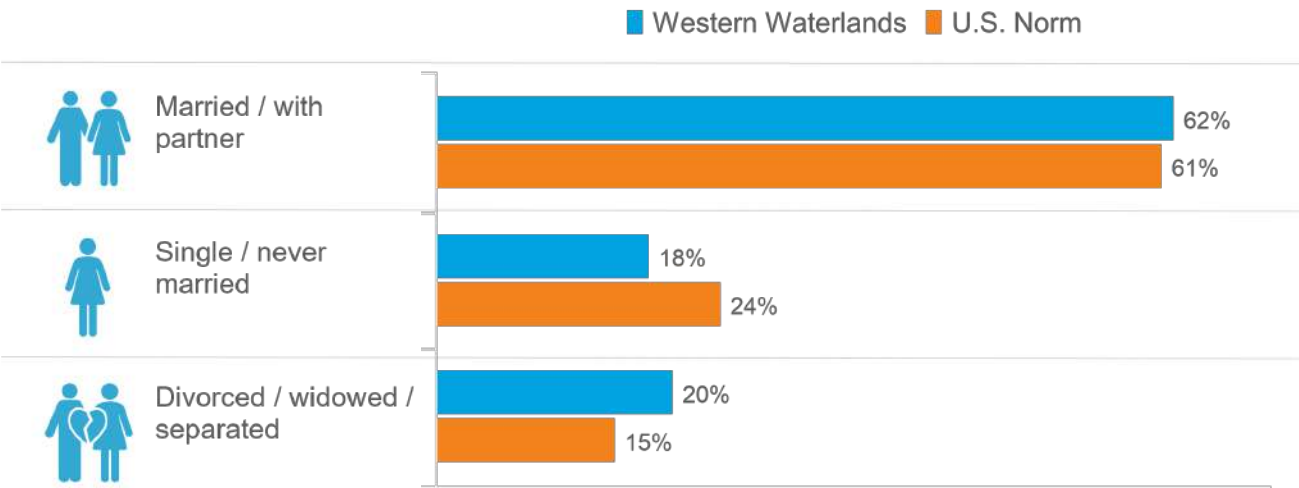
Gender



Age



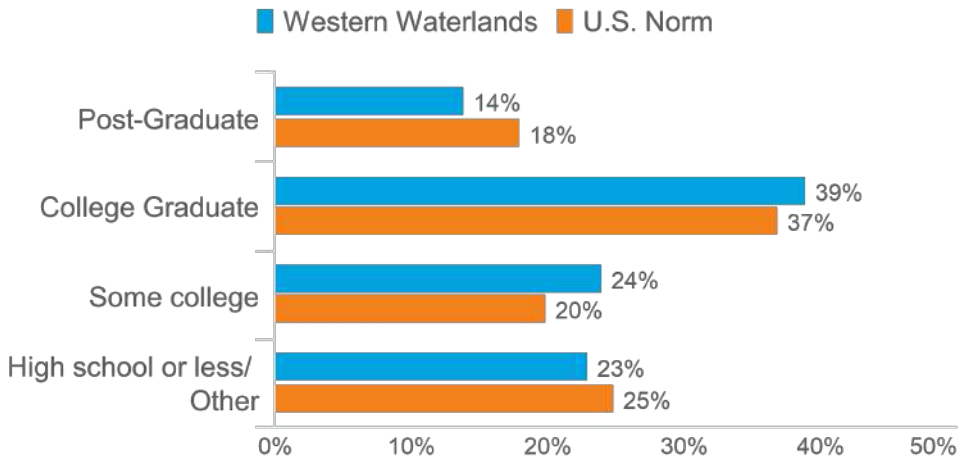
Marital Status



Demographic Profile of Day Western Waterlands Visitors

Base: 2020/2021 Day Person-Trips

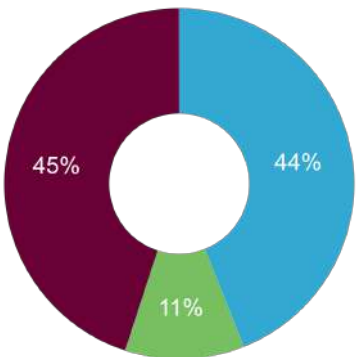
Education



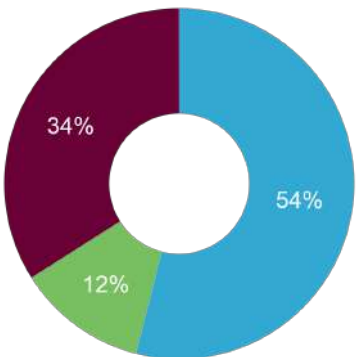
Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

Western Waterlands



U.S. Norm



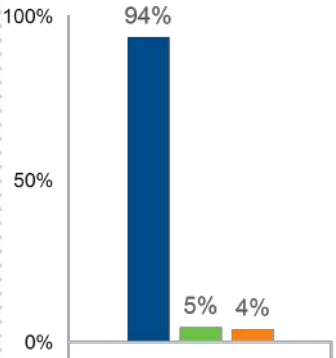
Household Income



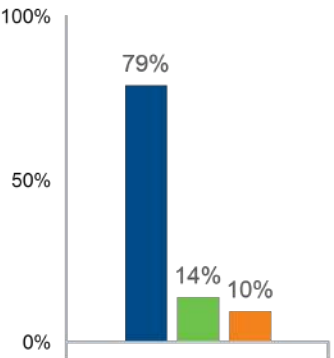
Race

■ White ■ African-American ■ Other

Western Waterlands



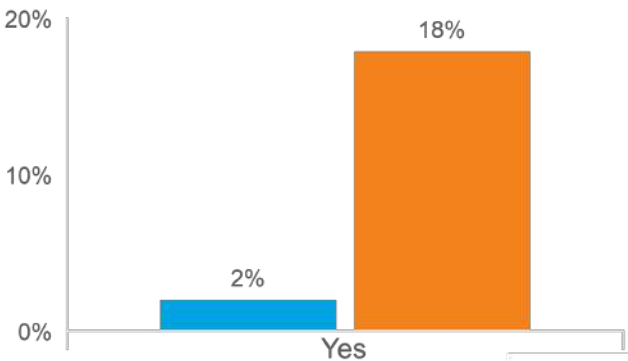
U.S. Norm



Question updated in 2020

Hispanic Background

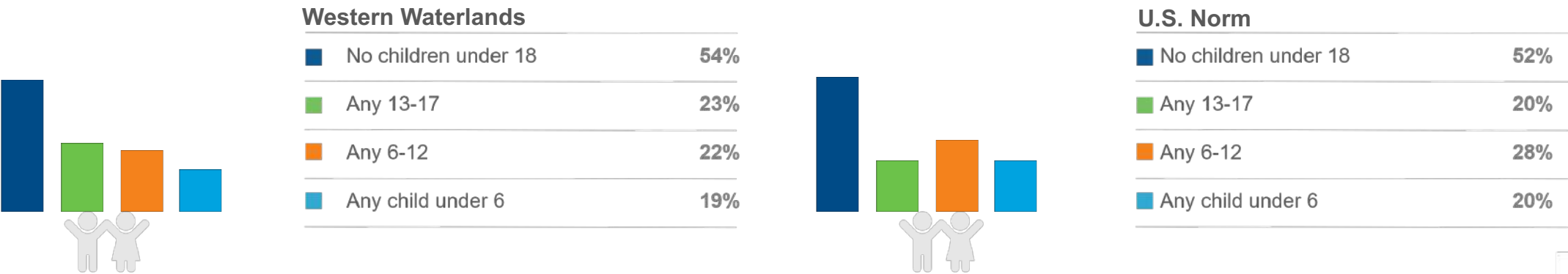
■ Western Waterlands ■ U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Blues & BBQ

2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
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- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Bluegrass, Blues, & BBQ, the following sample was achieved in 2020/2021:



Day Base Size | 320

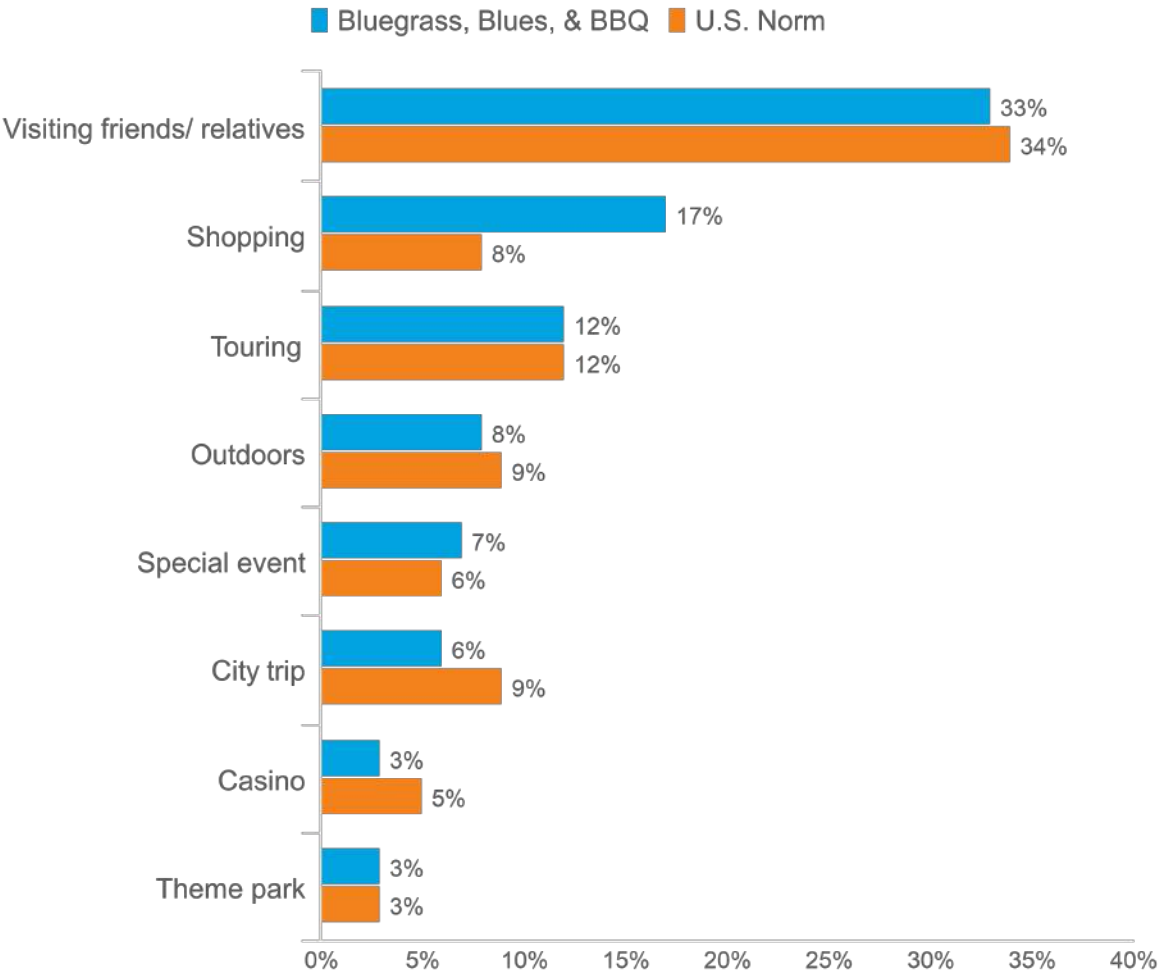
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

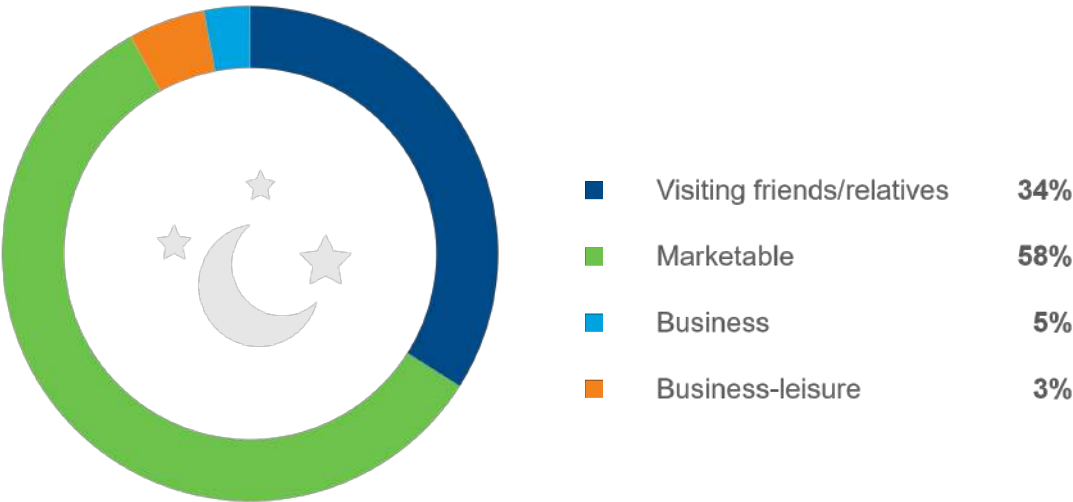
Main Purpose of Trip



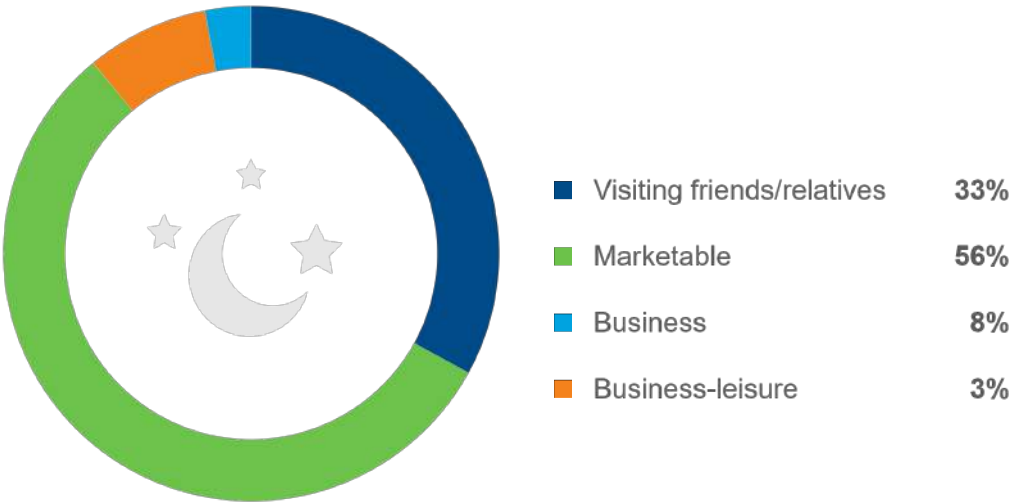
Main Purpose of Leisure Trip



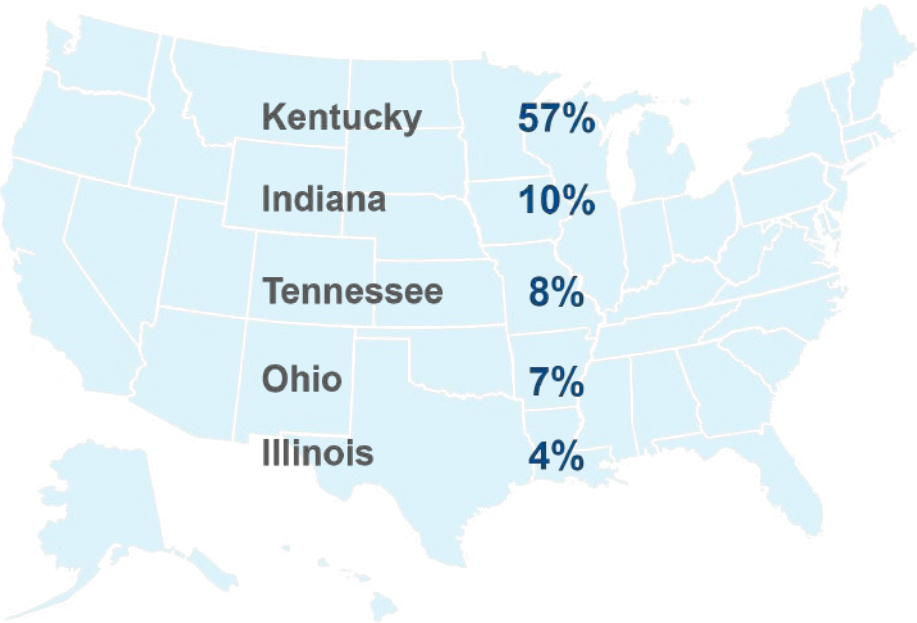
2021 U.S. Day Trips



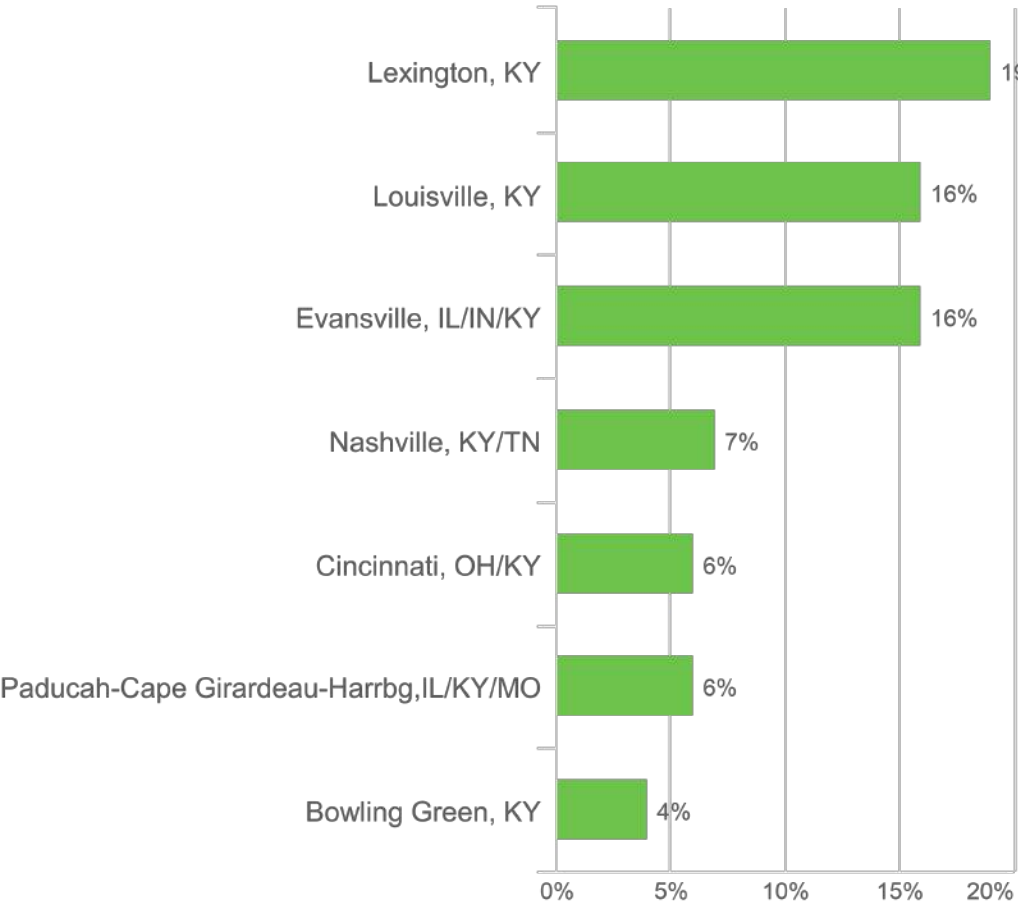
Bluegrass, Blues, & BBQ Day Trips



State Origin Of Trip



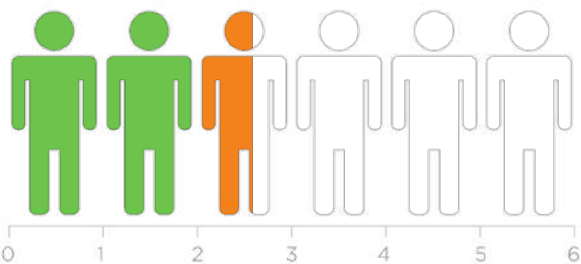
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Bluegrass, Blues, & BBQ

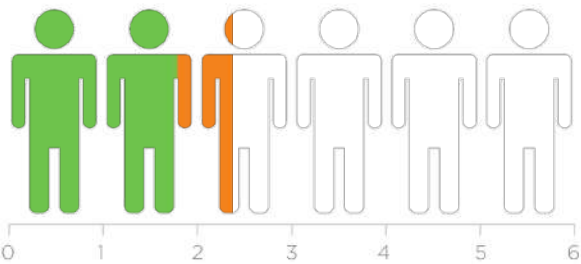


Average number of people

Total

2.7

U.S. Norm



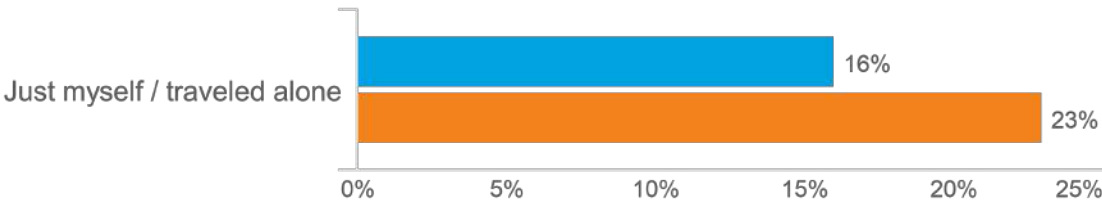
Average number of people

Total

2.6

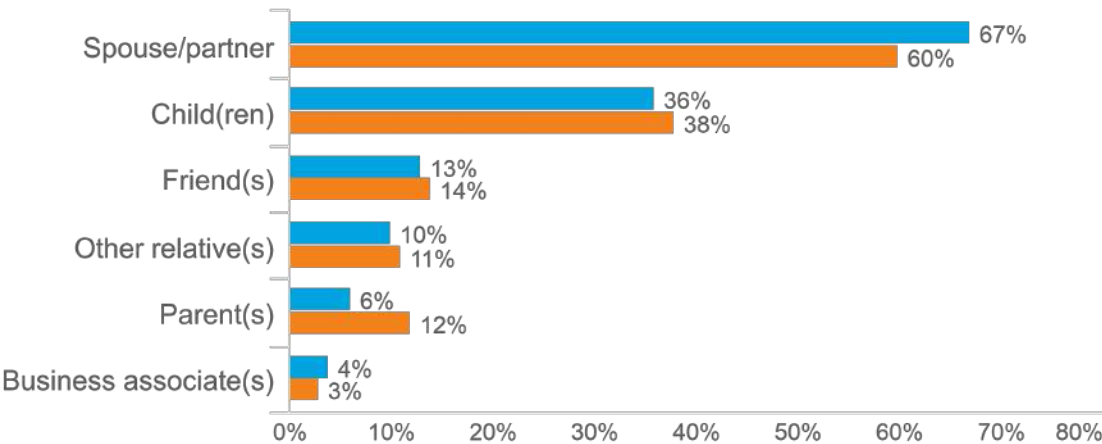
Percent Who Traveled Alone

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Composition of Immediate Travel Party

■ Bluegrass, Blues, & BBQ ■ U.S. Norm

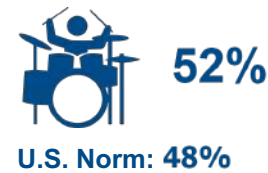


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	30%	19%
Sightseeing	15%	11%
Landmark/historic site	11%	8%
Local parks/playgrounds	11%	6%
Hiking/backpacking	10%	5%
Nature tours/wildlife viewing/birding	7%	5%
Attending celebration	7%	10%
Fishing	6%	4%
Camping	6%	3%
National/state park	6%	5%

Shopping Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Outlet/mall shopping	56%	46%
 Big box stores (Walmart, Costco)	43%	28%
 Convenience/grocery shopping	36%	26%
 Boutique shopping	19%	22%
 Antiquing	16%	13%
 Souvenir shopping	14%	24%

Base: 2020/2021 Day Person-Trips that included Shopping

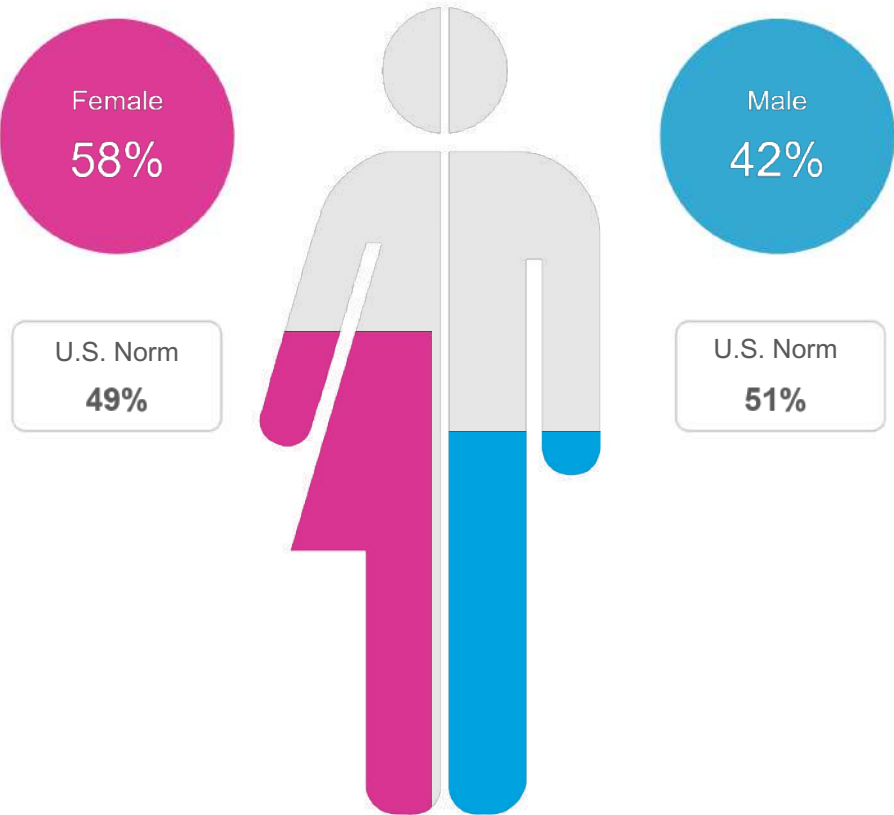
Dining Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	49%	34%
 Street food/food trucks	17%	17%
 Picnicking	12%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	12%	15%
 Fine/upscale dining	10%	15%
 Gastropubs	4%	7%

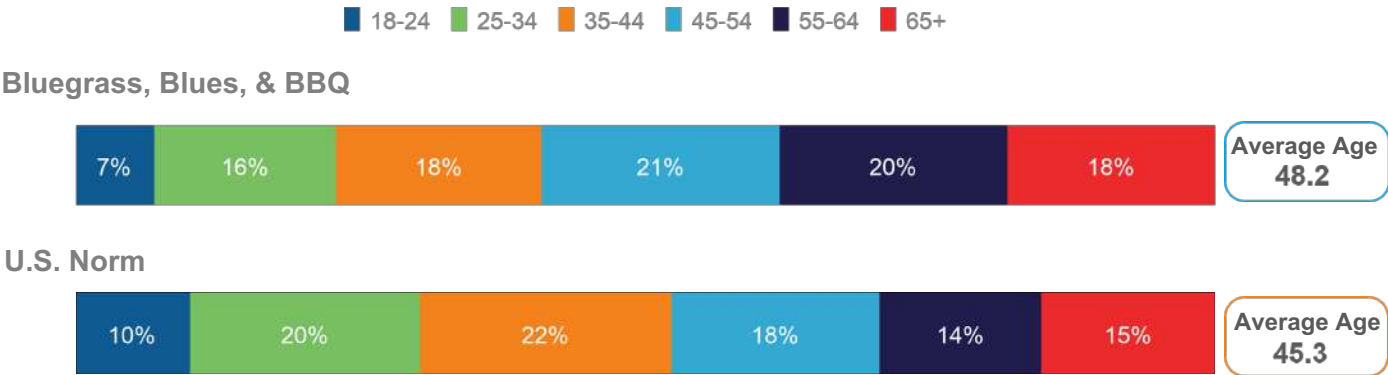
Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2020/2021 Day Person-Trips

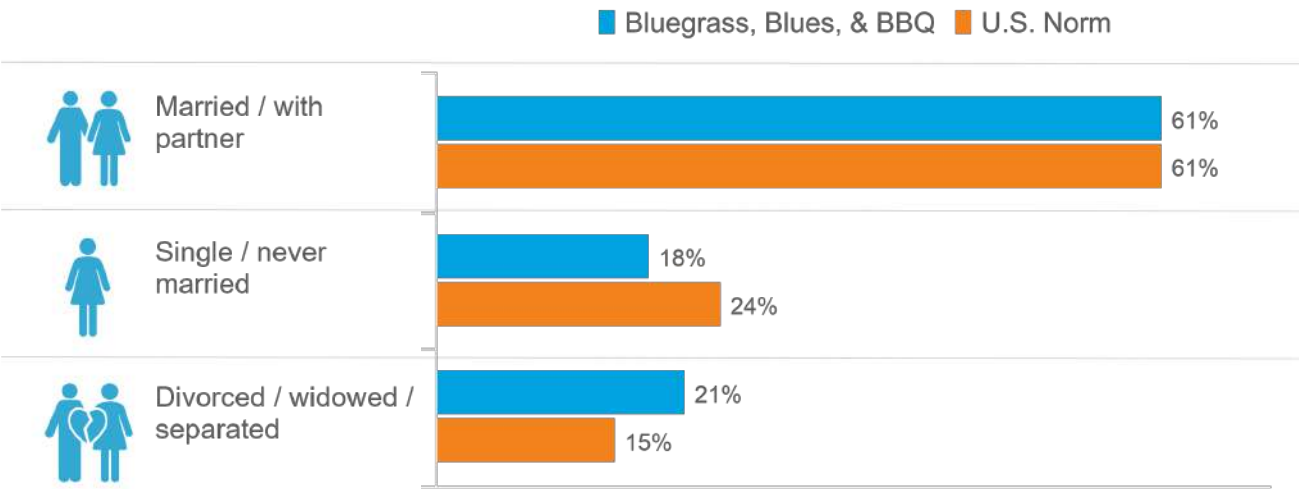
Gender



Age



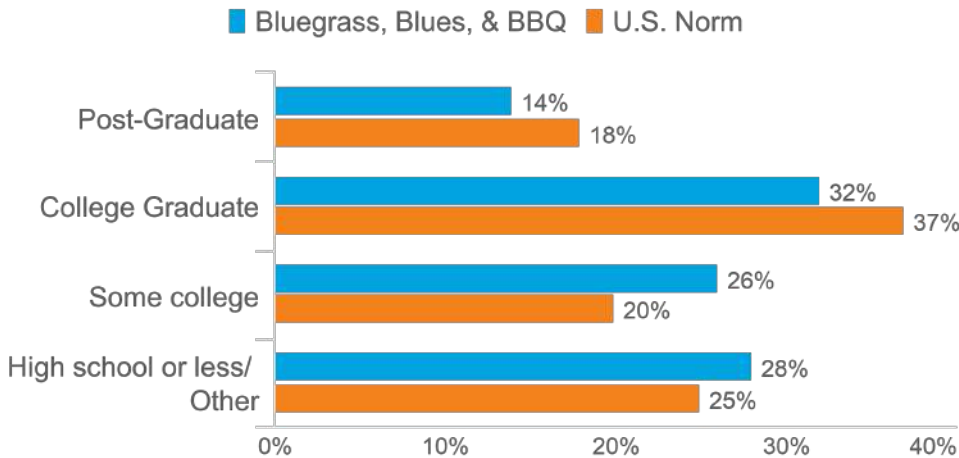
Marital Status



Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2020/2021 Day Person-Trips

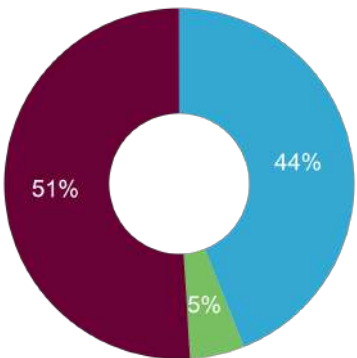
Education



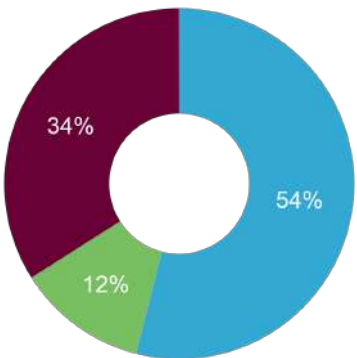
Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

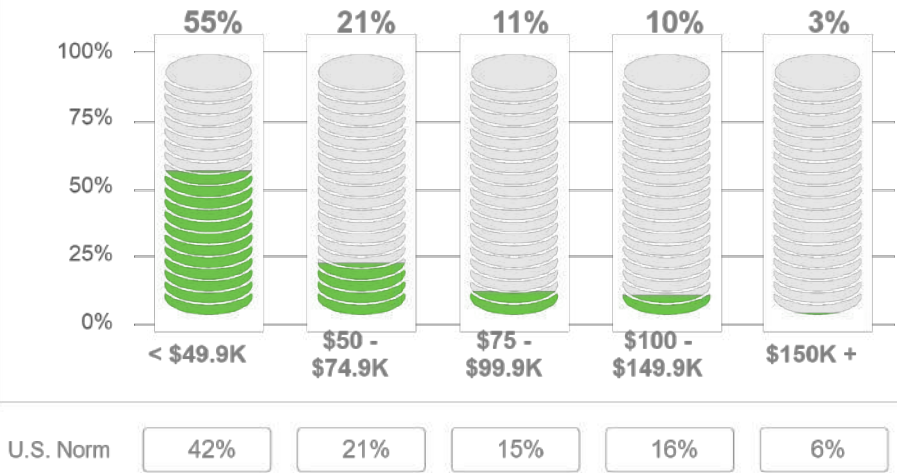
Bluegrass, Blues, & BBQ



U.S. Norm



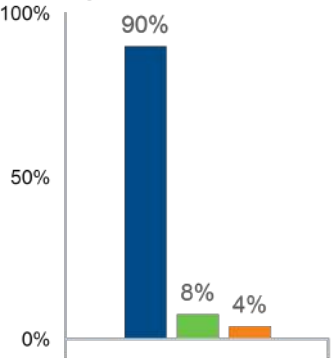
Household Income



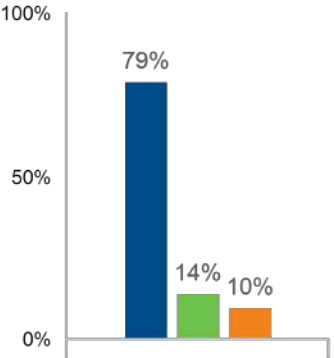
Race

■ White ■ African-American ■ Other

Bluegrass, Blues, & BBQ



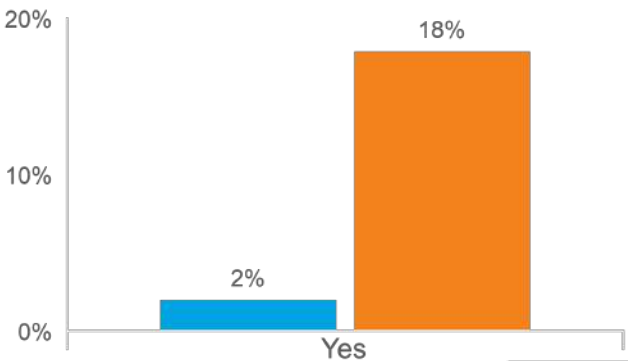
U.S. Norm



Question updated in 2020

Hispanic Background

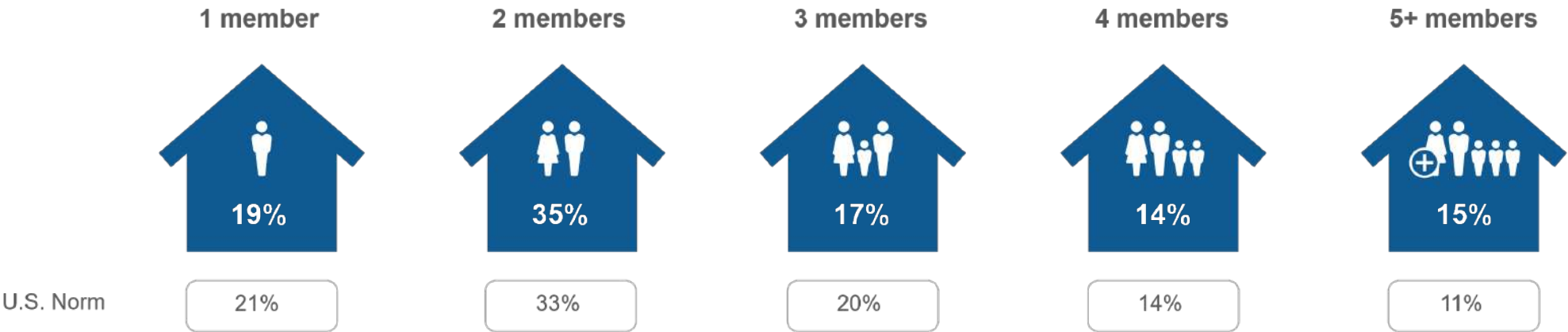
■ Bluegrass, Blues, & BBQ ■ U.S. Norm



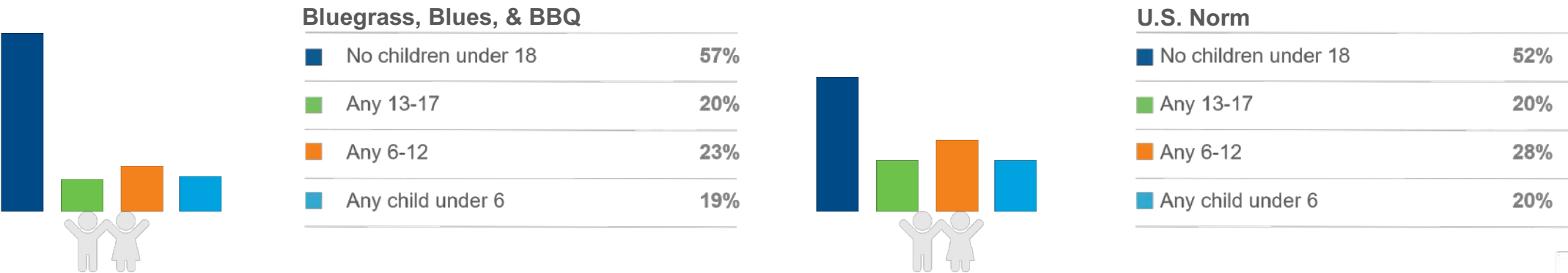
Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Bourbon, Horses & History

Introduction

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For Bourbon, Horses, & History, the following sample was achieved in 2020/2021:

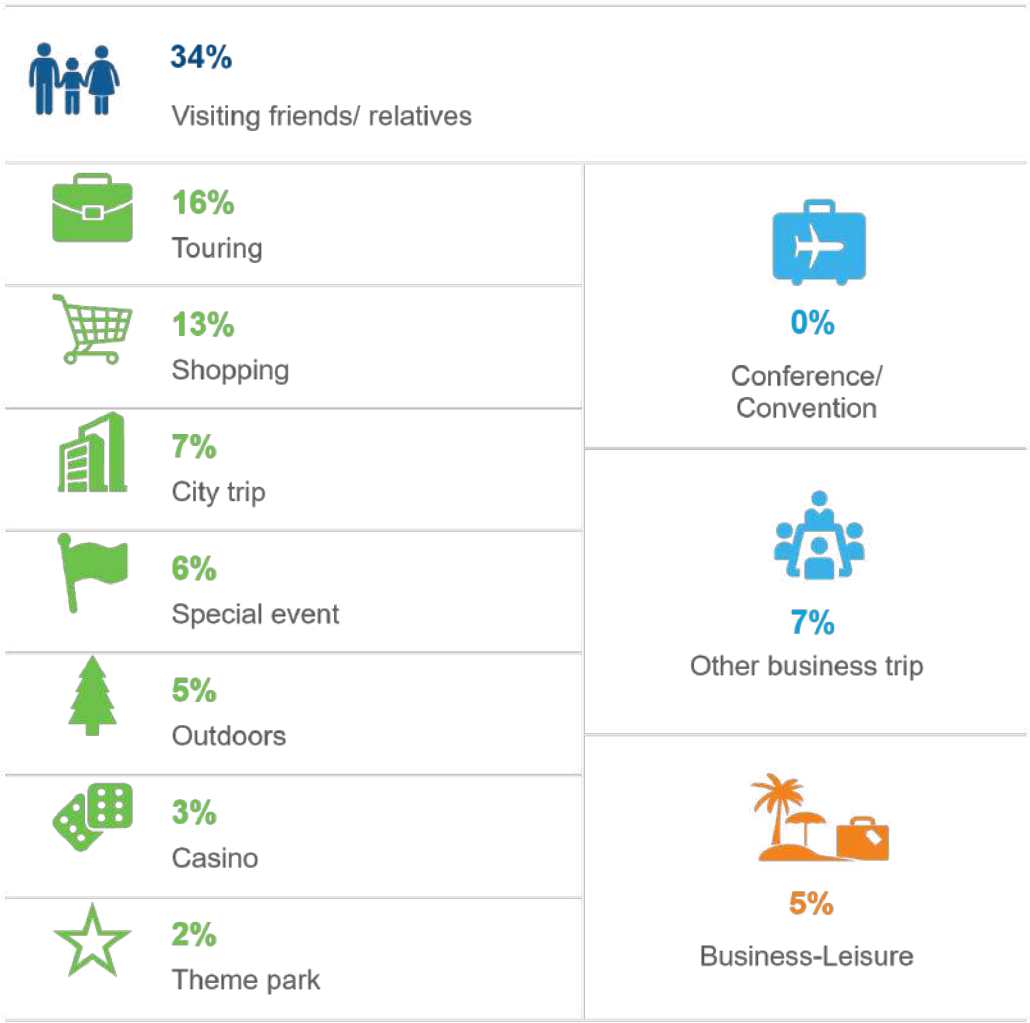


Day Base Size | 611

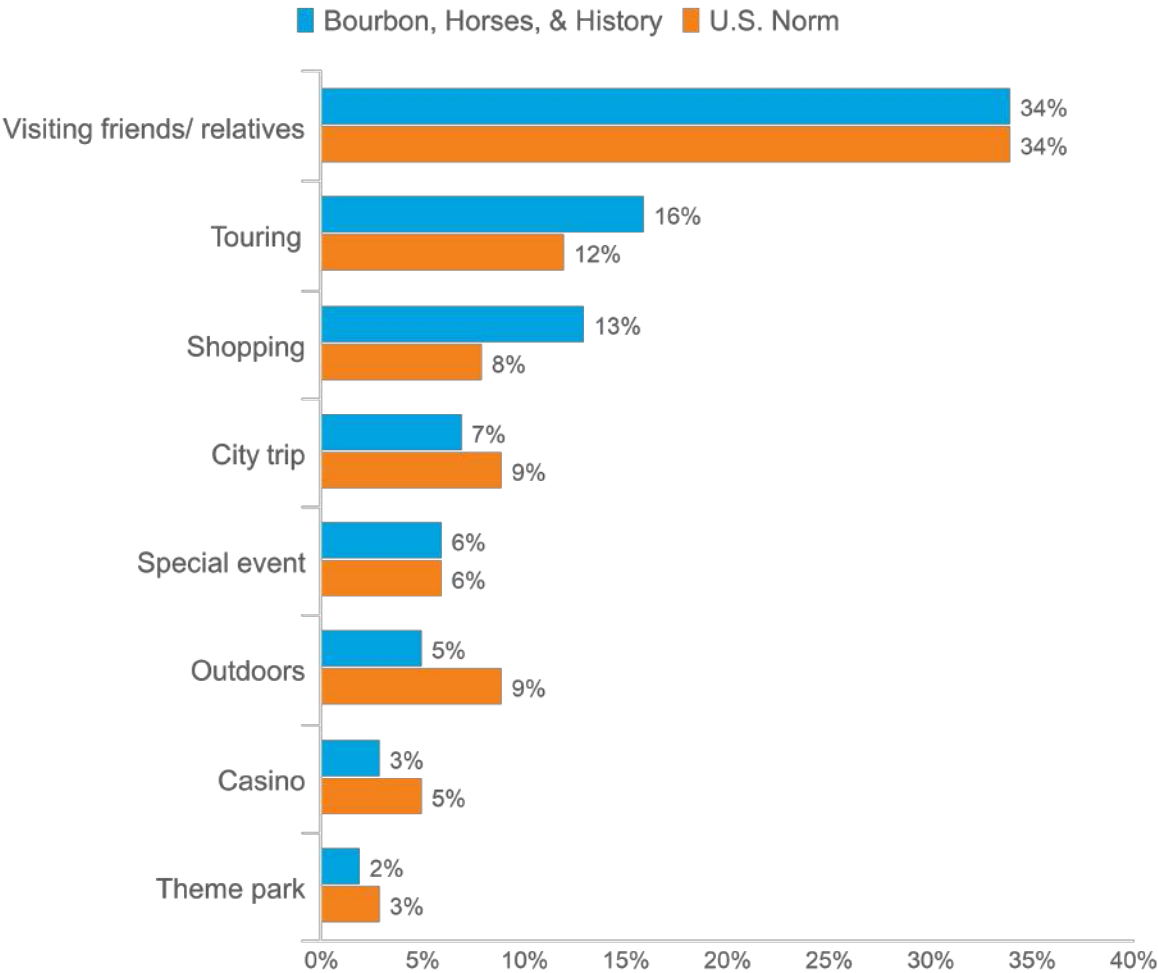
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Main Purpose of Trip



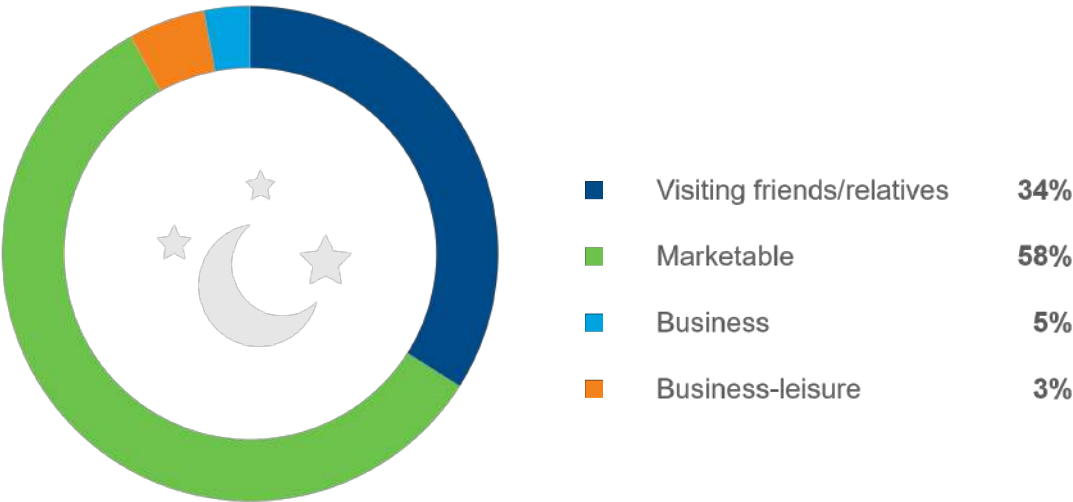
Main Purpose of Leisure Trip



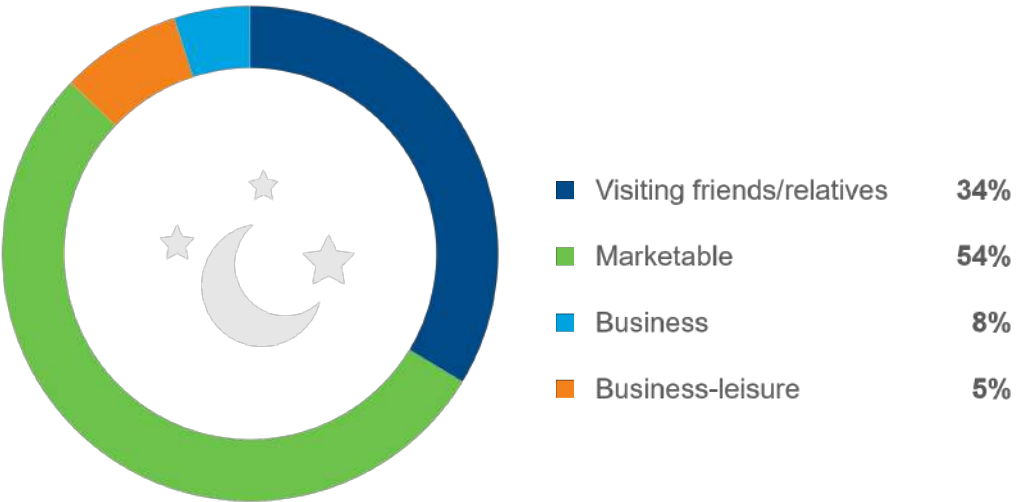
Structure of the U.S. and Bourbon, Horses, & History Day Travel Market

Base: 2020/2021 Day Person-Trips

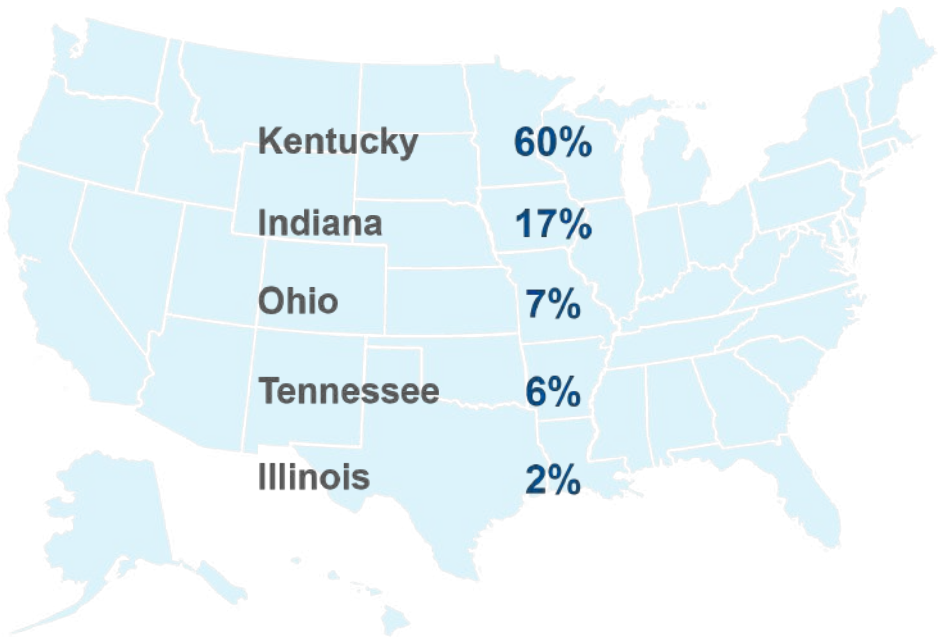
2021 U.S. Day Trips



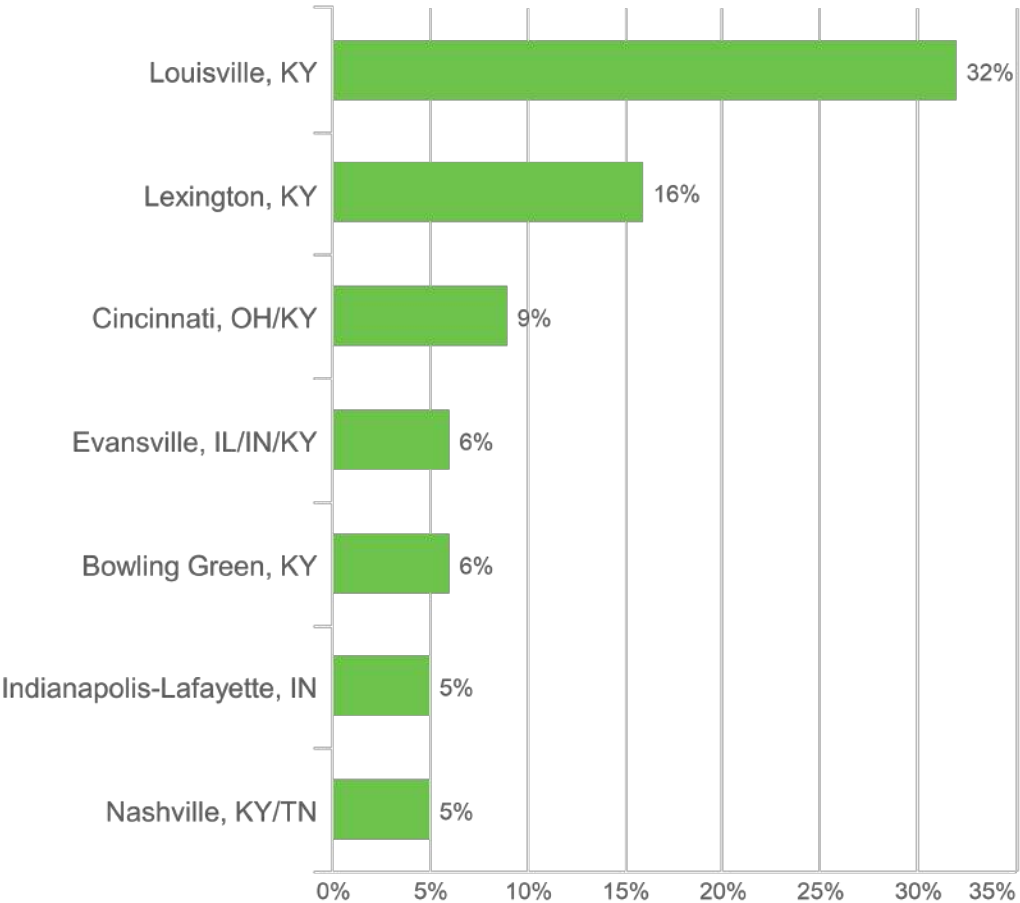
Bourbon, Horses, & History Day Trips



State Origin Of Trip



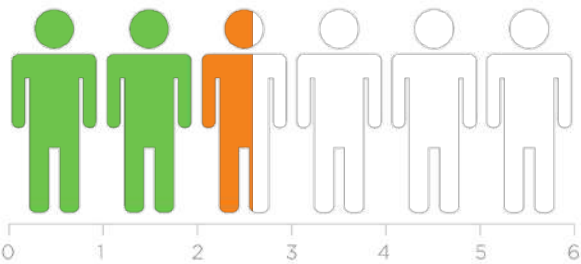
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Bourbon, Horses, & History

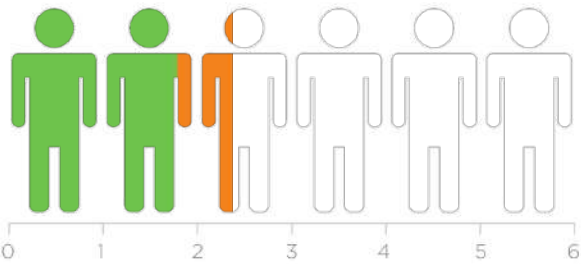


Average number of people

Total

2.7

U.S. Norm



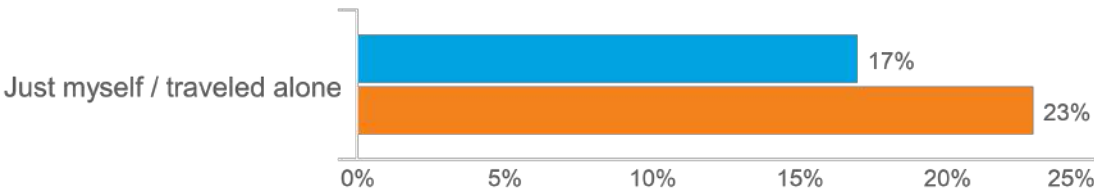
Average number of people

Total

2.6

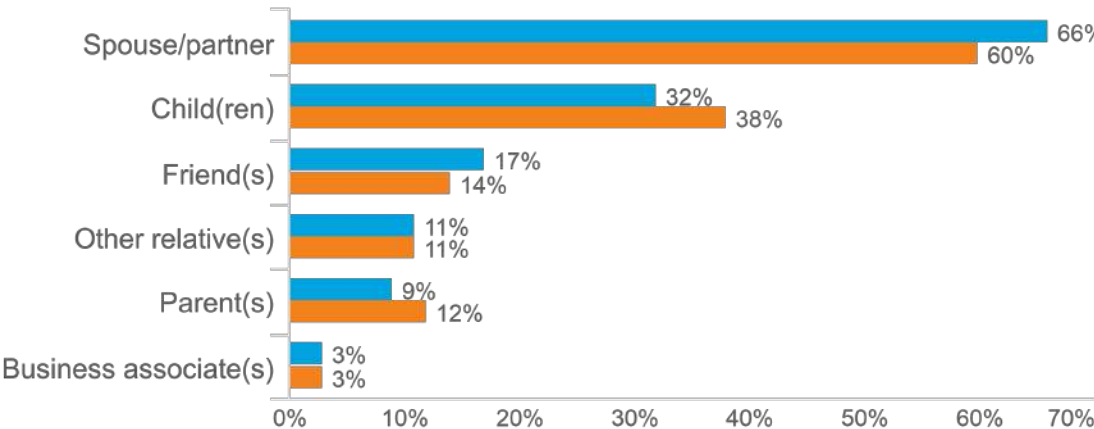
Percent Who Traveled Alone

■ Bourbon, Horses, & History ■ U.S. Norm



Composition of Immediate Travel Party

■ Bourbon, Horses, & History ■ U.S. Norm

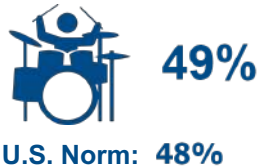


Activity Groupings

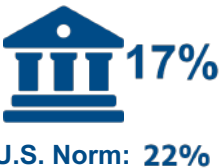
Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Bourbon, Horses, & History	U.S. Norm
Shopping	25%	19%
Sightseeing	14%	11%
Landmark/historic site	12%	8%
Winery/brewery/distillery tour	10%	4%
Attending celebration	10%	10%
Local parks/playgrounds	9%	6%
Nature tours/wildlife viewing/birding	6%	5%
Museum	6%	7%
Business meeting	6%	6%
National/state park	5%	5%

Shopping Types on Trip

		Bourbon, Horses, & History	U.S. Norm
	Outlet/mall shopping	51%	46%
	Big box stores (Walmart, Costco)	42%	28%
	Convenience/grocery shopping	29%	26%
	Boutique shopping	23%	22%
	Souvenir shopping	21%	24%
	Antiquing	21%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

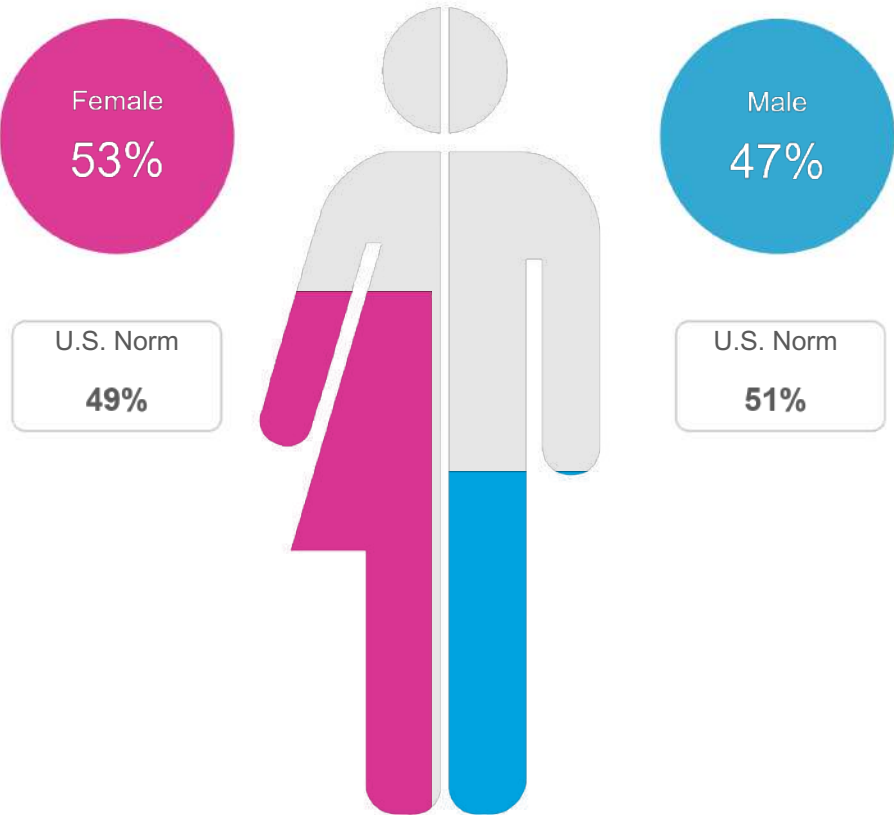
Dining Types on Trip

		Bourbon, Horses, & History	U.S. Norm
	Unique/local food	40%	34%
	Fine/upscale dining	11%	15%
	Street food/food trucks	11%	17%
	Food delivery service (UberEATS, DoorDash, etc.)	10%	15%
	Picnicking	9%	14%
	Gastropubs	4%	7%

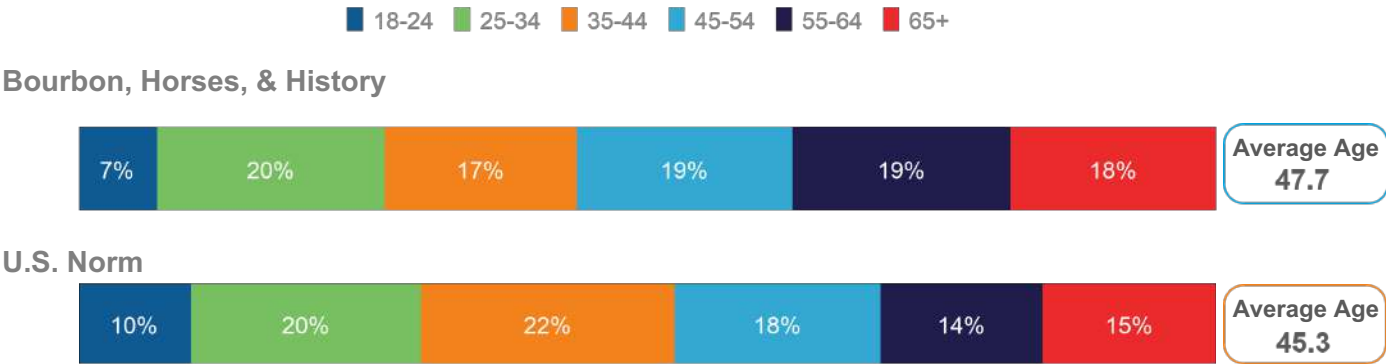
Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2020/2021 Day Person-Trips

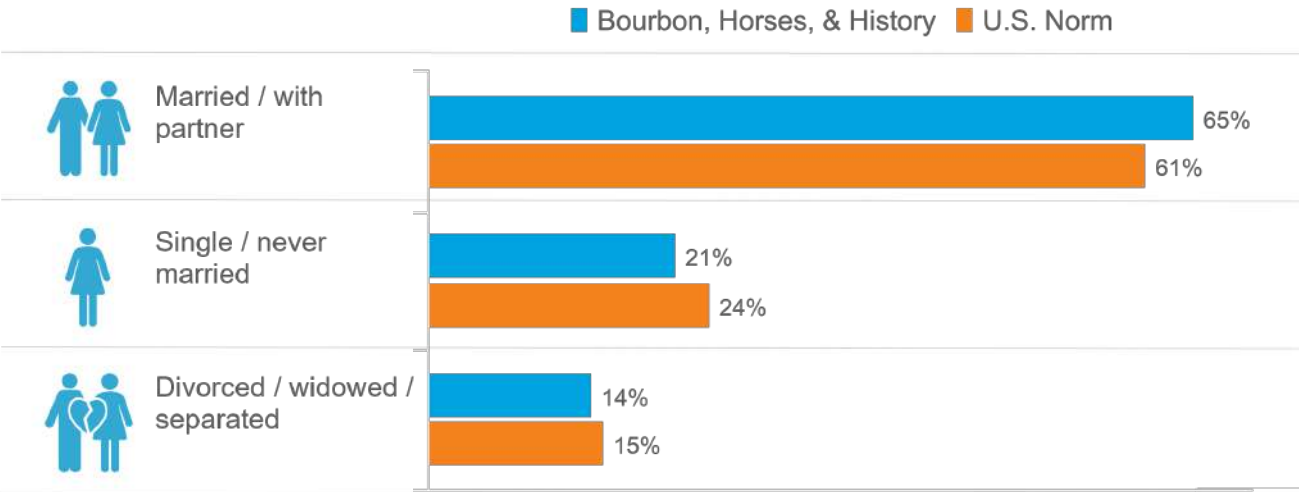
Gender



Age



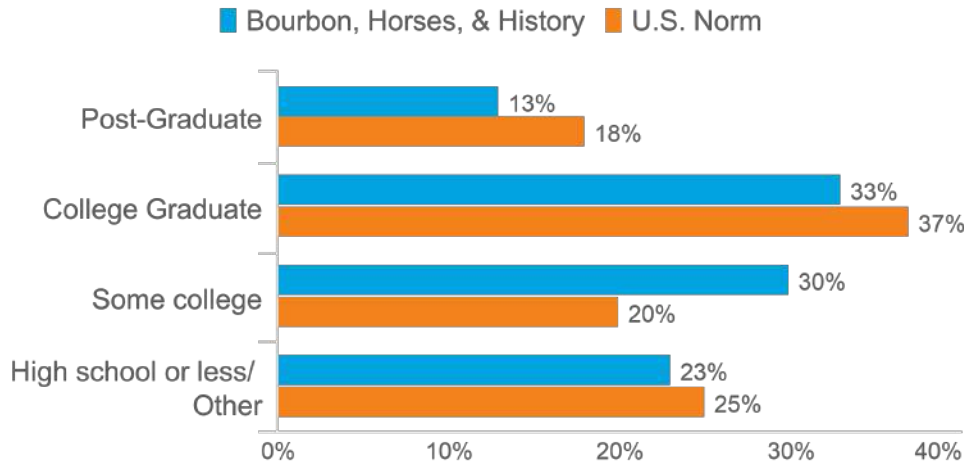
Marital Status



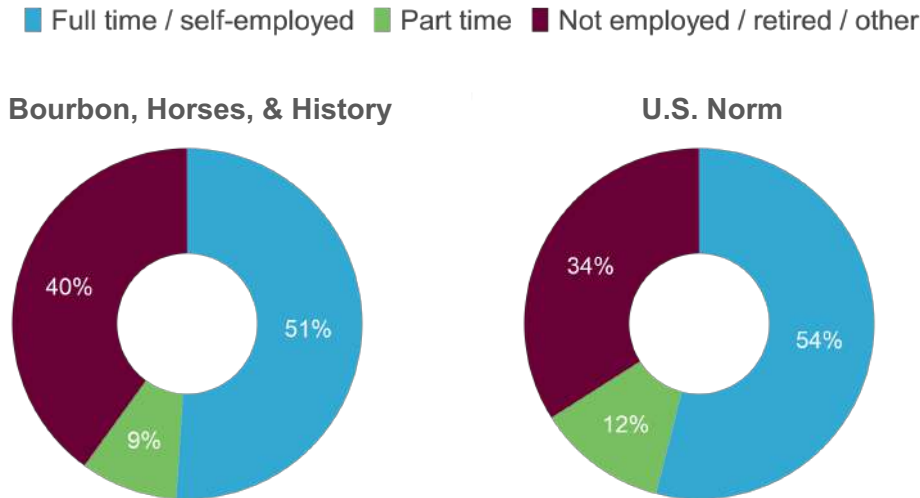
Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2020/2021 Day Person-Trips

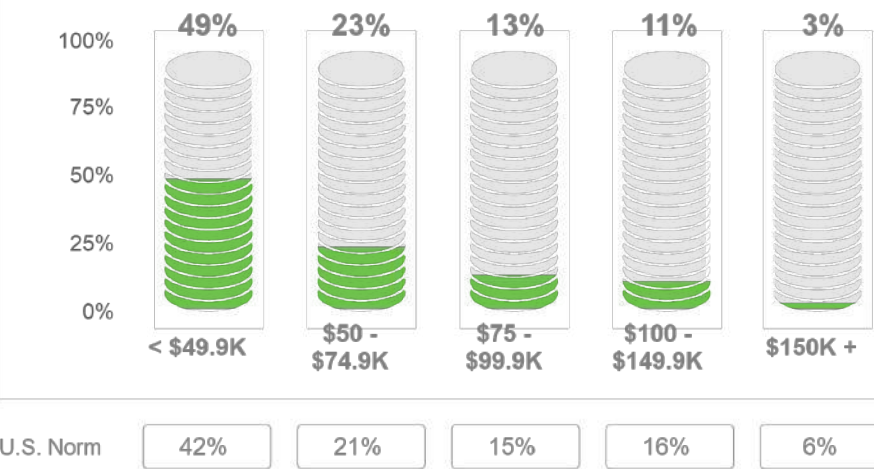
Education



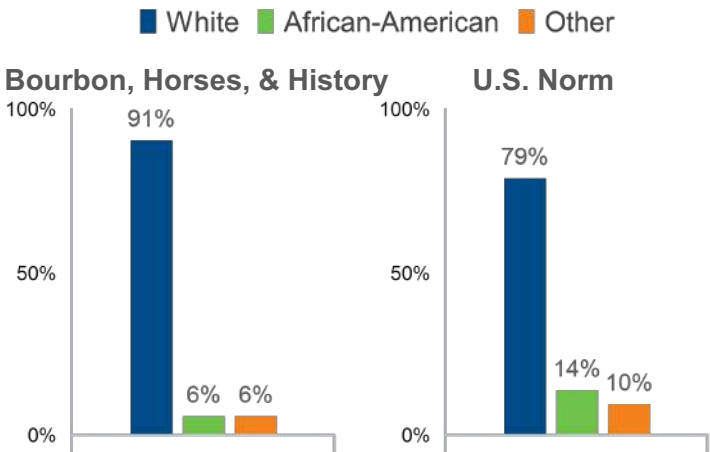
Employment



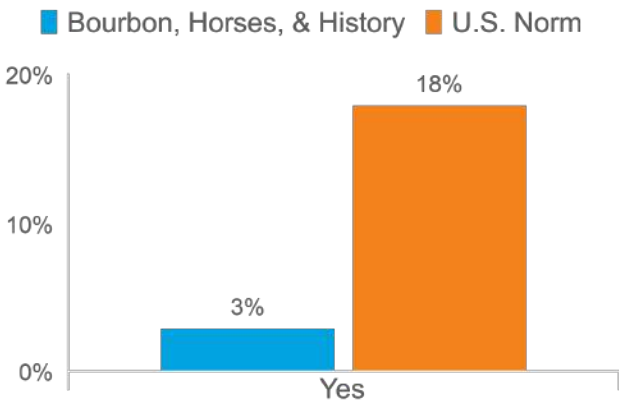
Household Income



Race



Hispanic Background

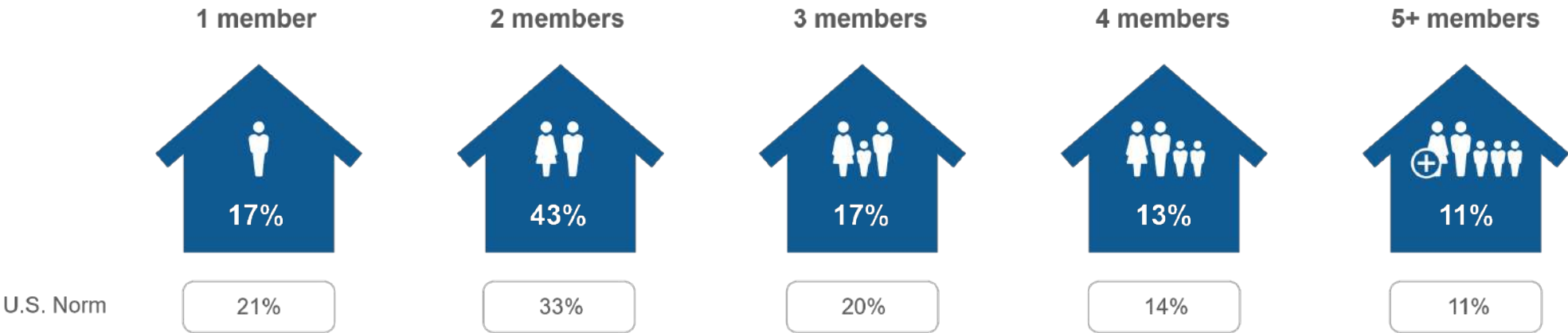


Question updated in 2020

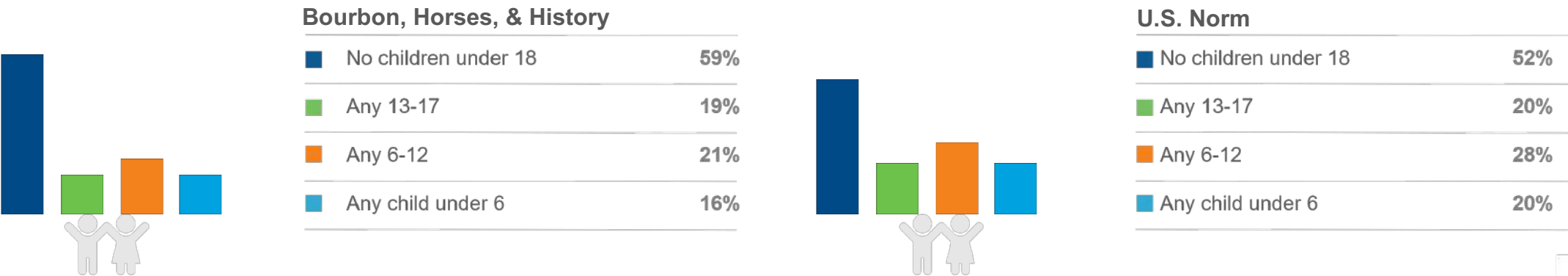
Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Horses, Bourbon & Boone

2021

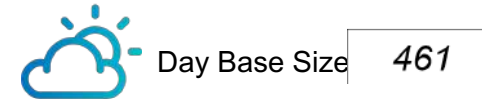
Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2020/2021:



A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

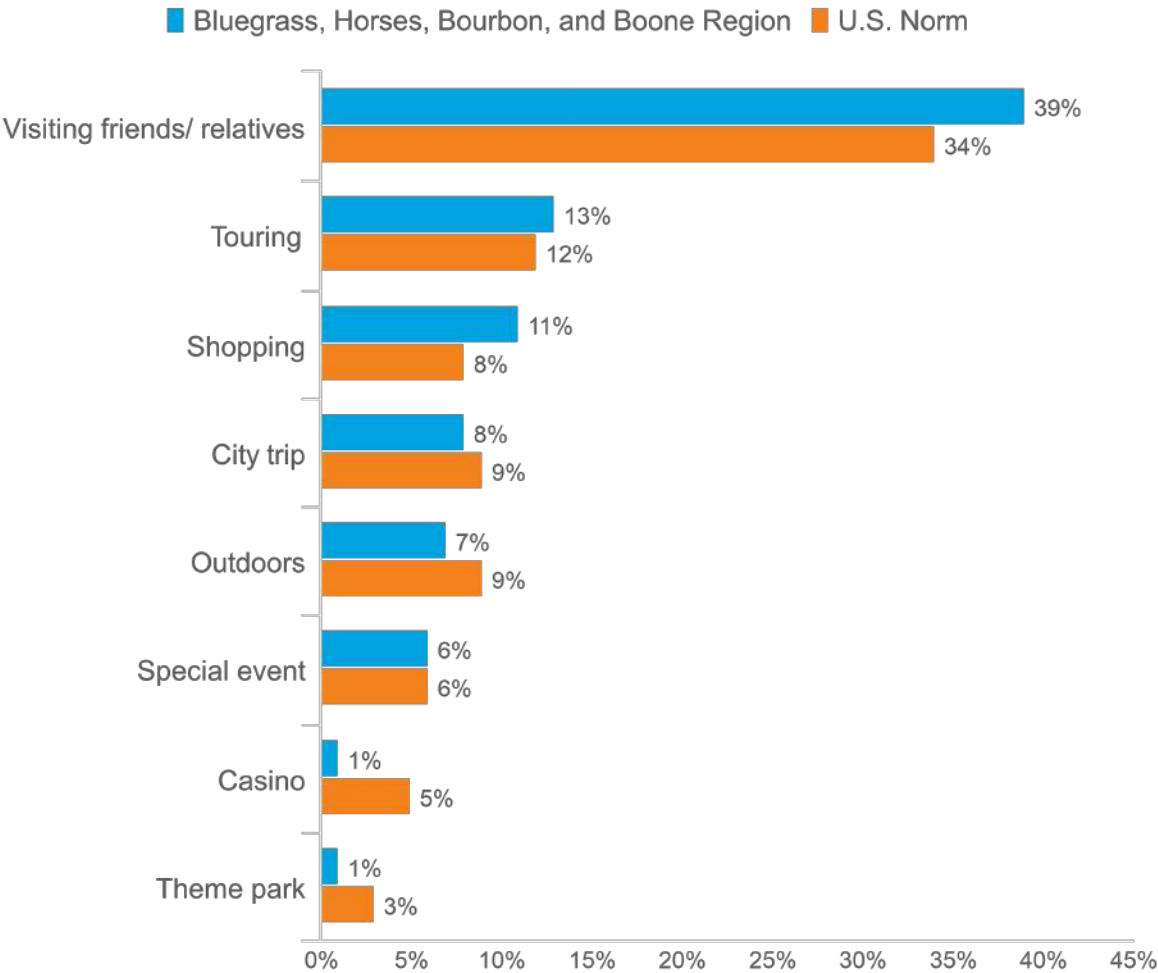
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip



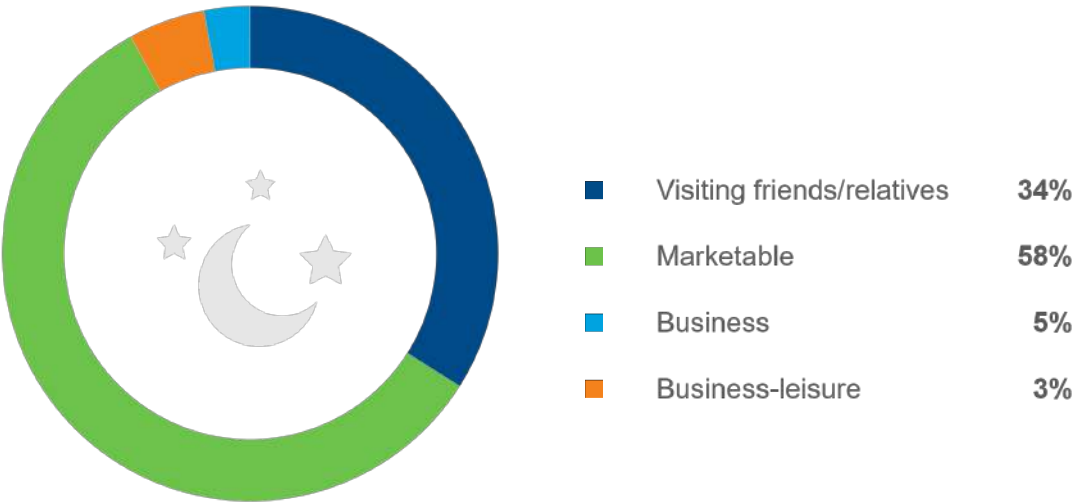
Main Purpose of Leisure Trip



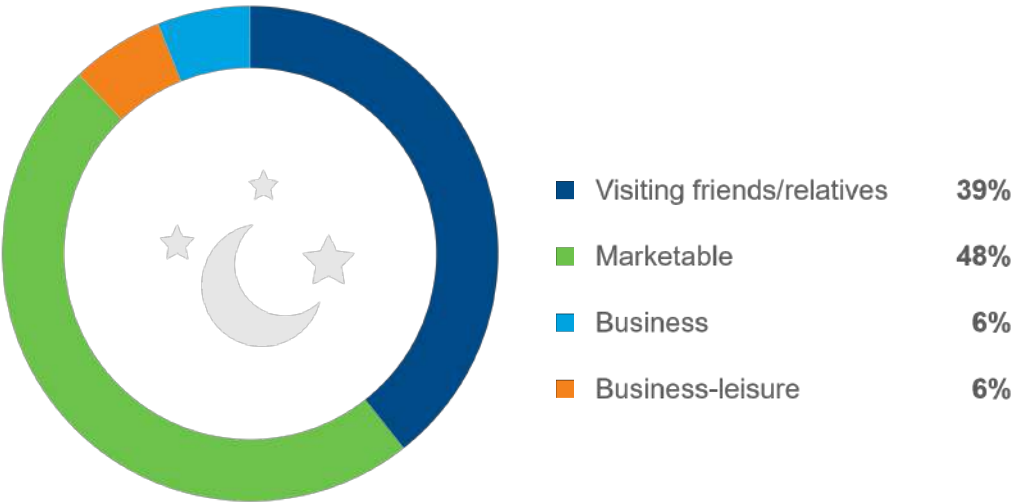
Structure of the U.S. and Bluegrass, Horses, Bourbon, and Boone Region Day Travel Market

Base: 2020/2021 Day Person-Trips

2021 U.S. Day Trips



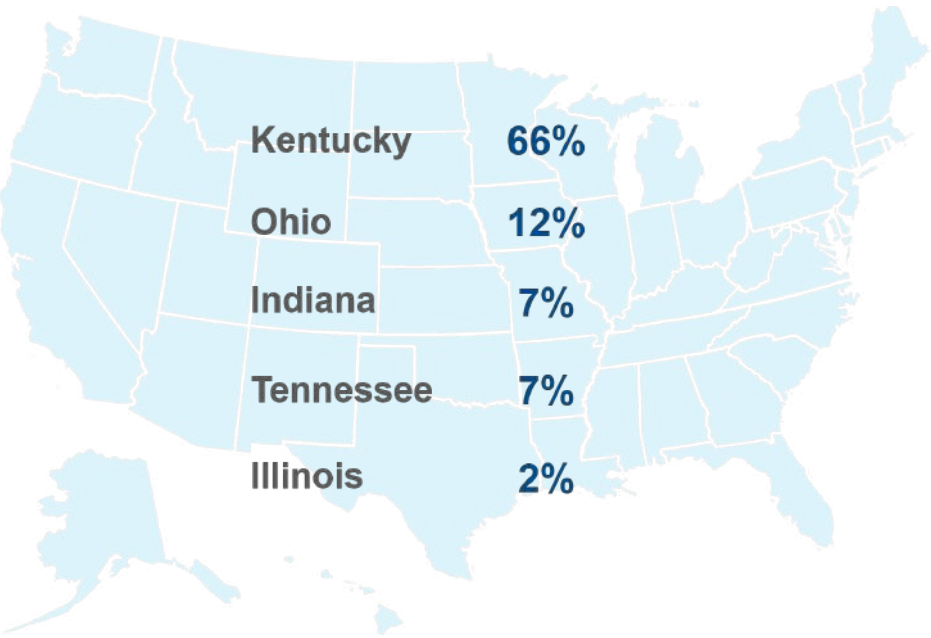
Bluegrass, Horses, Bourbon, and Boone Region Day Trips



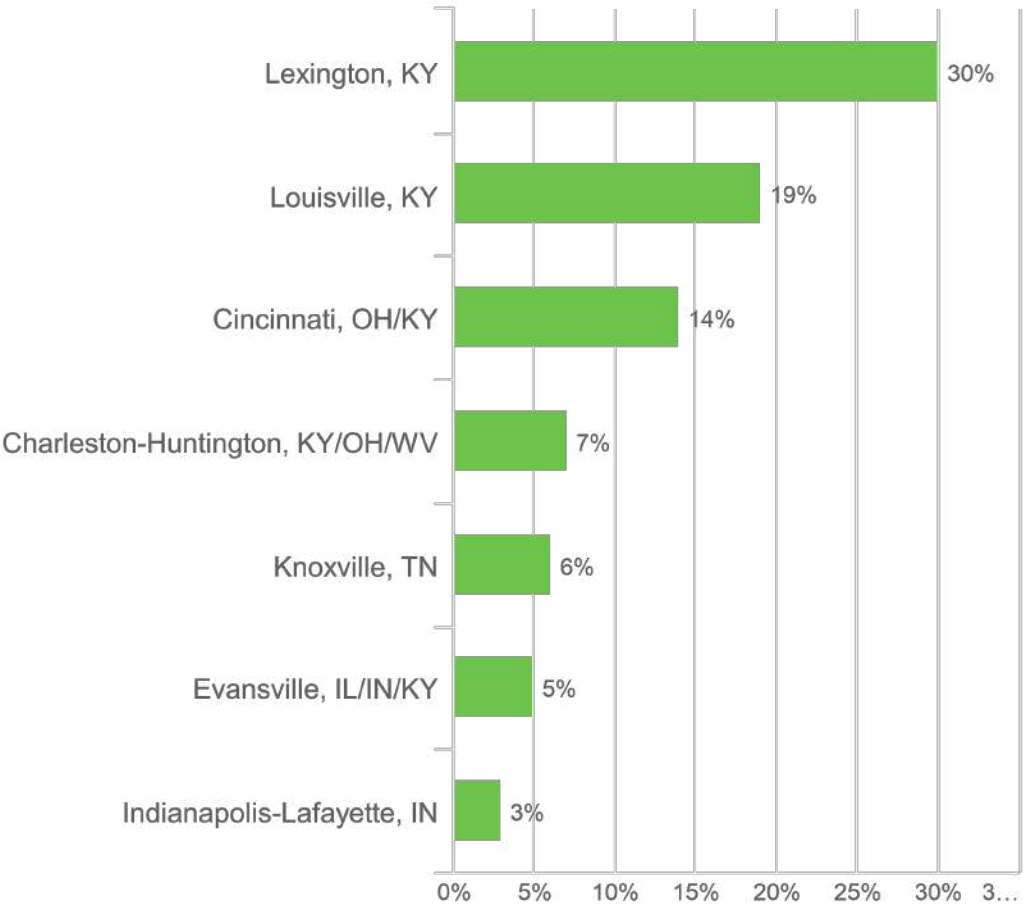
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip



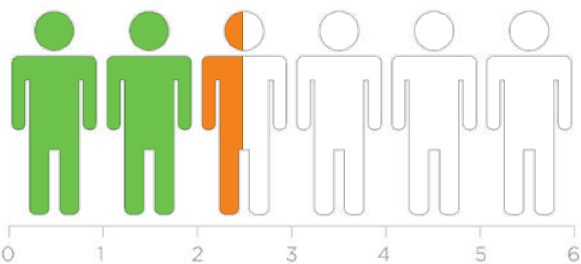
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Size of Travel Party

■ Adults ■ Children

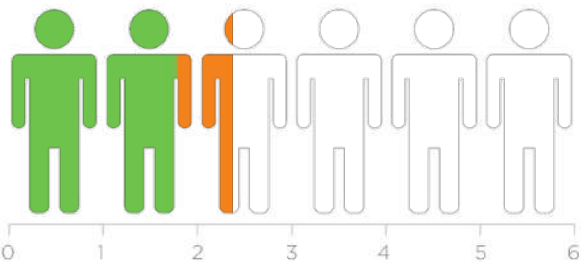
Bluegrass, Horses, Bourbon, and Boone Region



Average number of people

Total
2.5

U.S. Norm

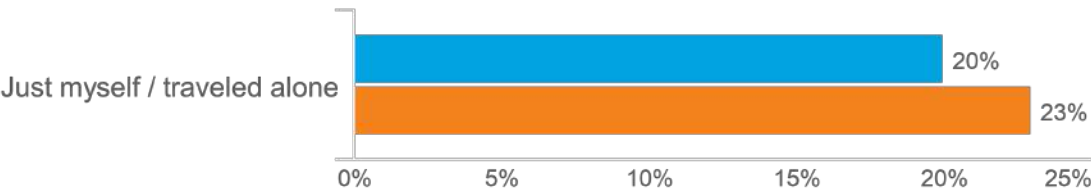


Average number of people

Total
2.6

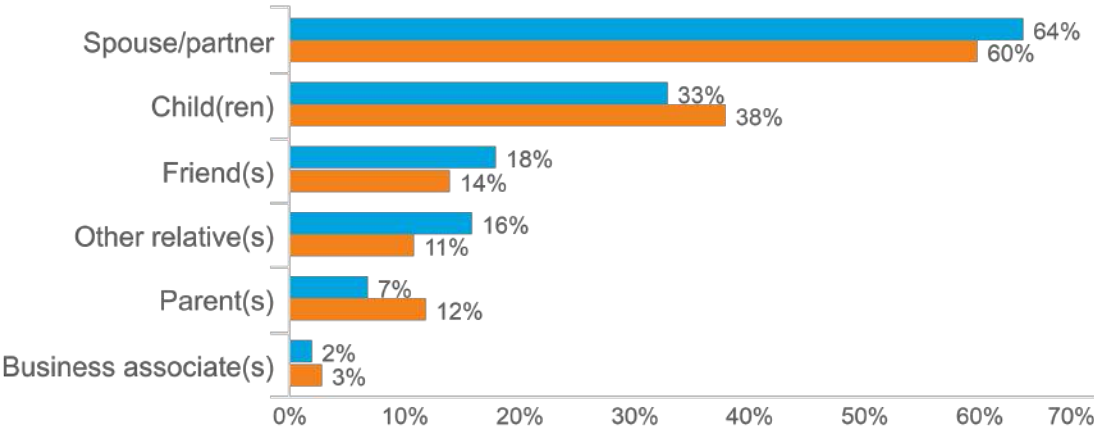
Percent Who Traveled Alone

■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



Composition of Immediate Travel Party

■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm

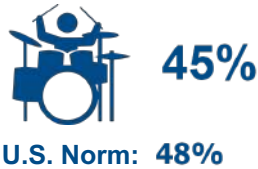


Activity Groupings

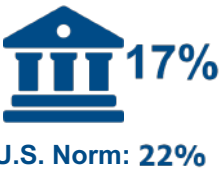
Outdoor Activities



Entertainment Activities



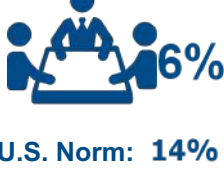
Cultural Activities



Sporting Activities



Business Activities



Activities and Experiences (Top 10)







	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
Shopping	27%	19%
Sightseeing	15%	11%
Landmark/historic site	12%	8%
Hiking/backpacking	9%	5%
Winery/brewery/distillery tour	8%	4%
Local parks/playgrounds	7%	6%
Nature tours/wildlife viewing/birding	7%	5%
National/state park	7%	5%
Attending celebration	6%	10%
Professional medical services	5%	5%

Shopping Types on Trip

		Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Outlet/mall shopping	51%	46%
	Big box stores (Walmart, Costco)	39%	28%
	Convenience/grocery shopping	33%	26%
	Boutique shopping	26%	22%
	Souvenir shopping	15%	24%
	Antiquing	9%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

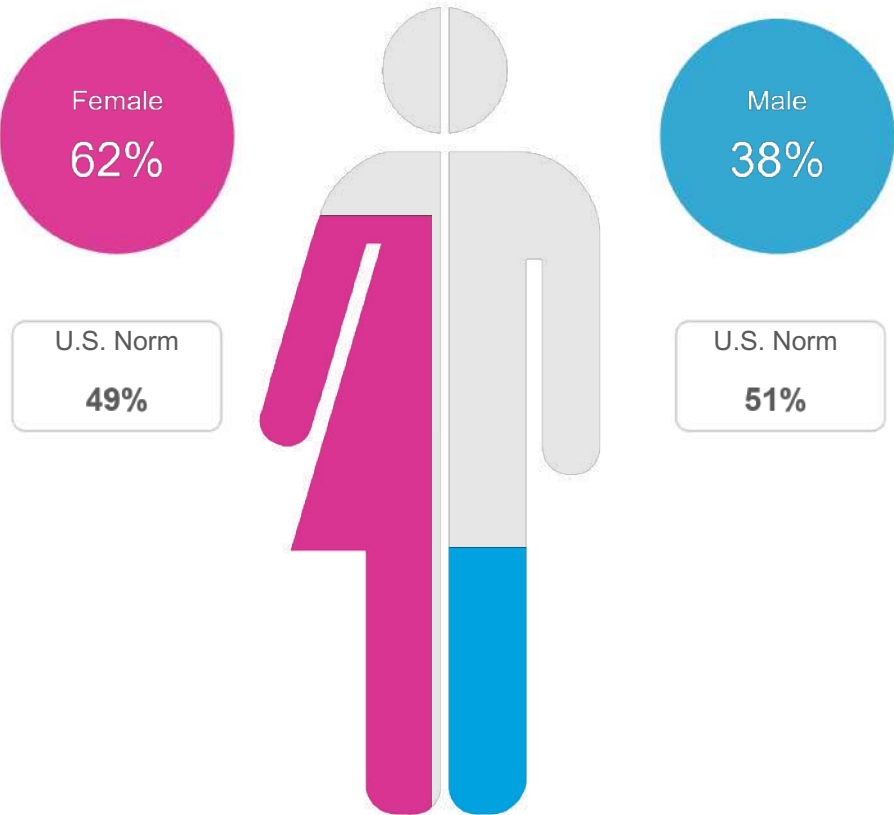
Dining Types on Trip

		Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Unique/local food	40%	34%
	Street food/food trucks	11%	17%
	Picnicking	11%	14%
	Food delivery service (UberEATS, DoorDash, etc.)	10%	15%
	Fine/upscale dining	9%	15%
	Gastropubs	3%	7%

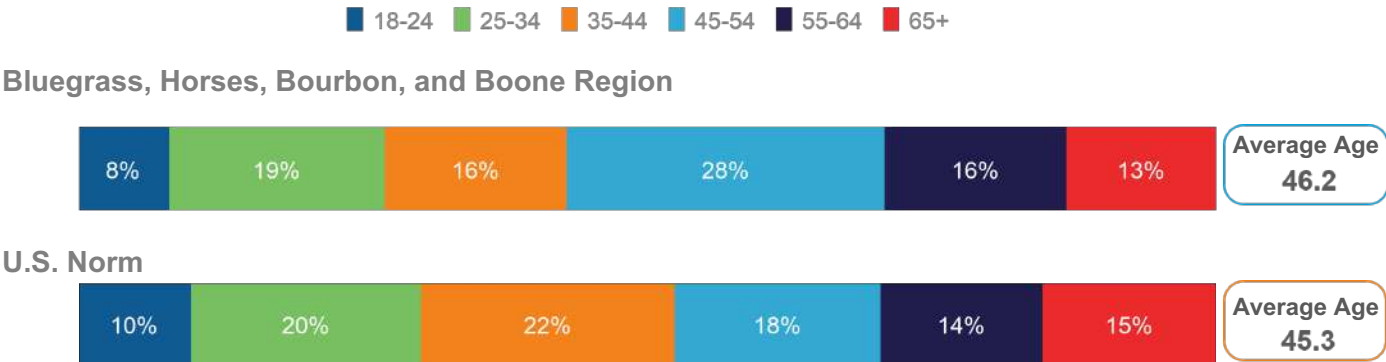
Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020/2021 Day Person-Trips

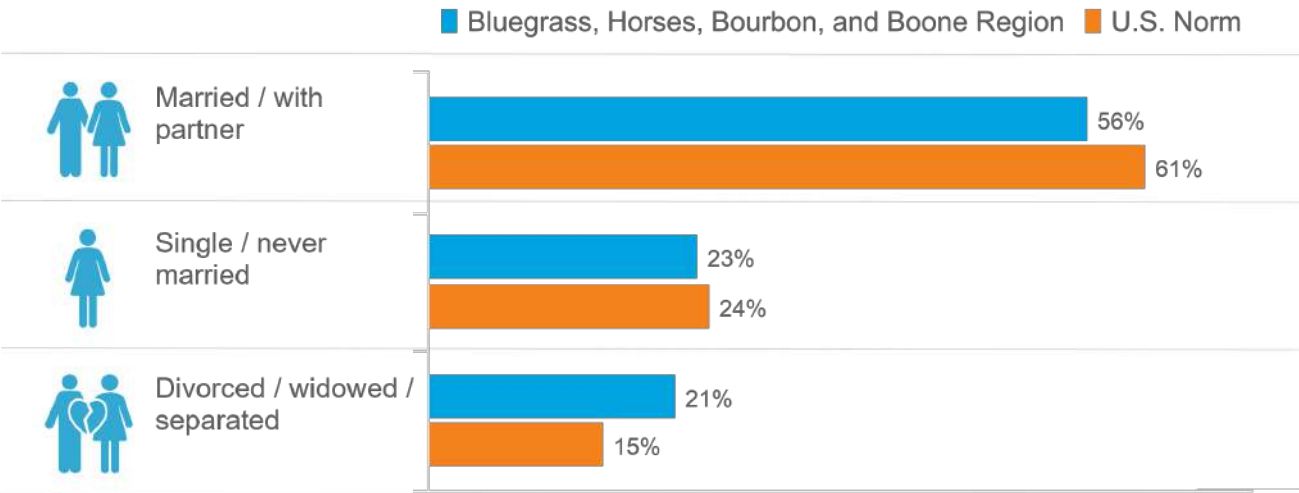
Gender



Age



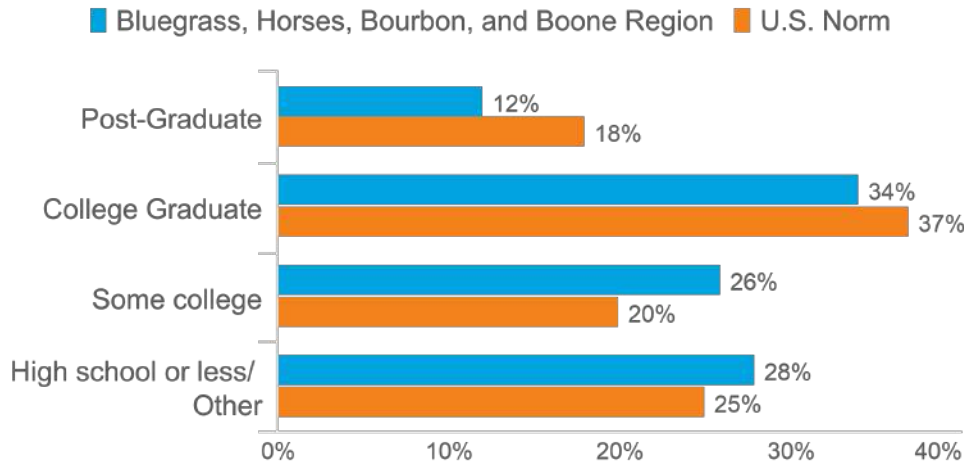
Marital Status



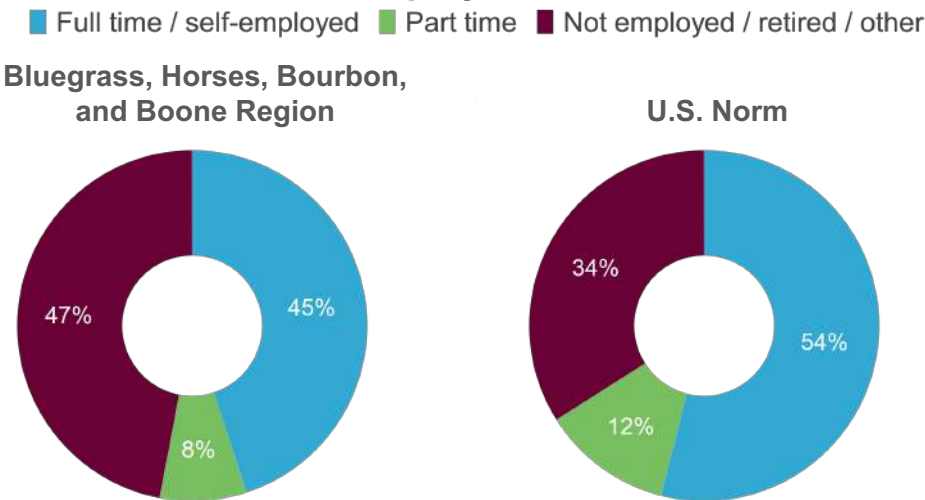
Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020/2021 Day Person-Trips

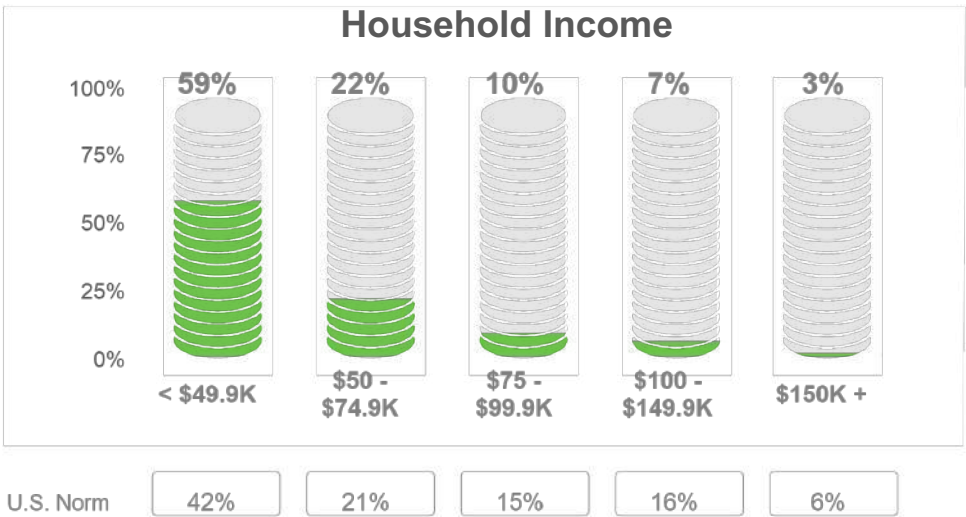
Education



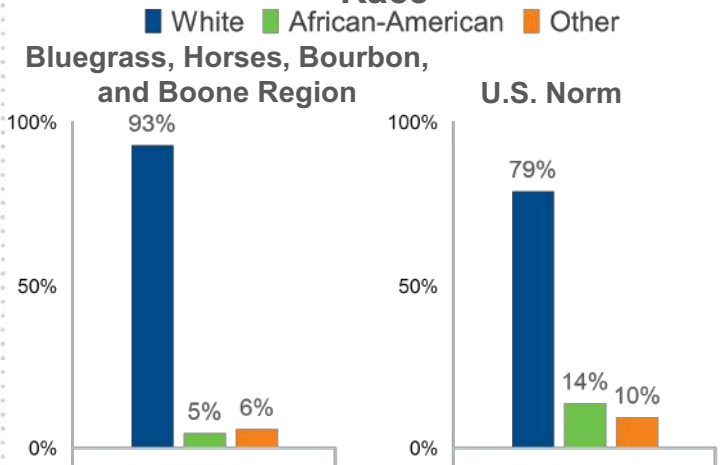
Employment



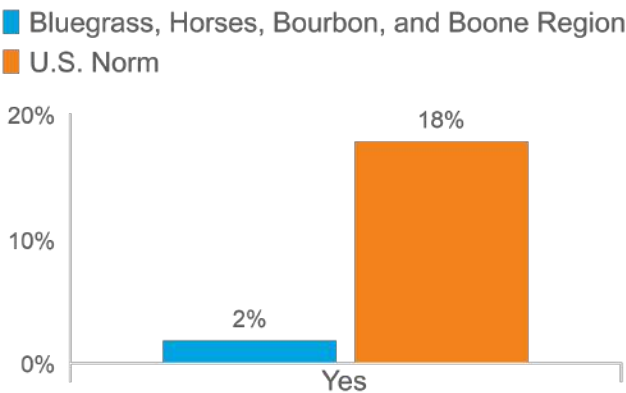
Household Income



Race



Hispanic Background

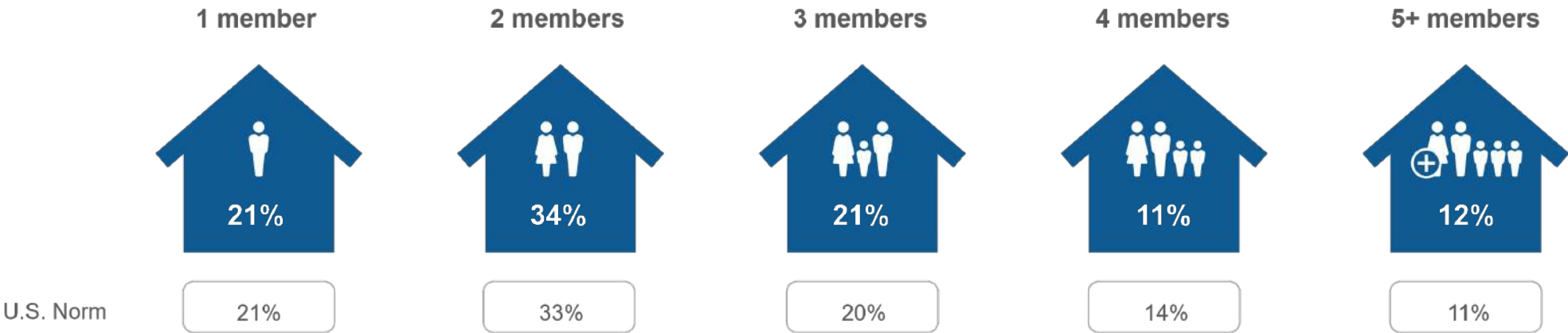


Question updated in 2020

Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household

