



Travel USA Visitor Profile

Bluegrass, Blues & BBQ Region



2018/2019

Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- 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.
- This report provides an overview for Bluegrass, Blues, & BBQ's domestic tourism business in 2019.

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:

Selected to be representative of the U.S. adult population

For Bluegrass, Blues, & BBQ, the following sample was achieved in 2018 & 2019:

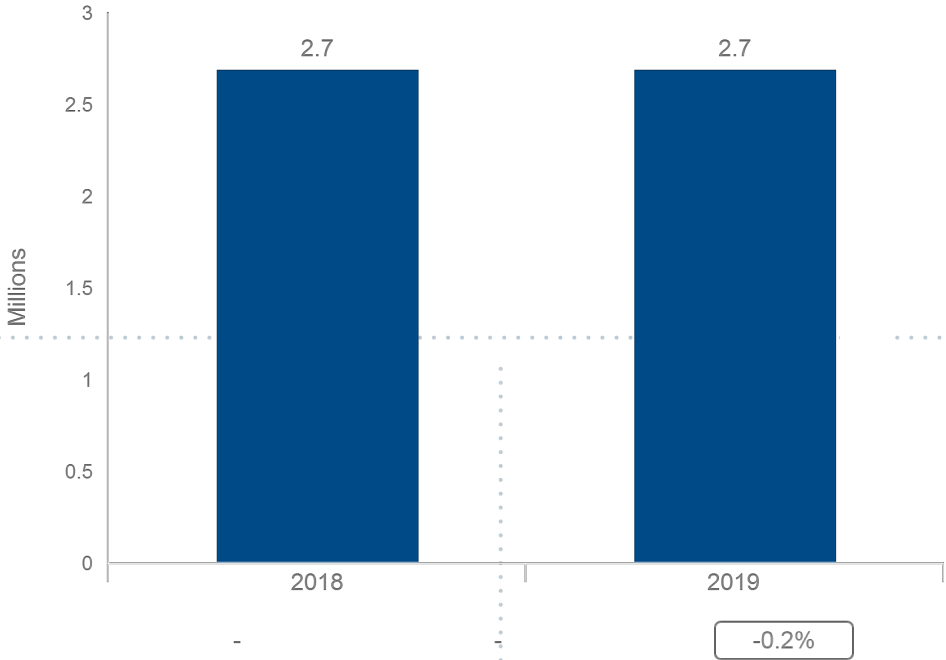


Overnight Base Size

416

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

Overnight Trips to Bluegrass, Blues, & BBQ



Total Size of Bluegrass, Blues, & BBQ Overnight Domestic Travel Market

Total Person-Trips

+1.7% vs. last year














Day	70%	6.1 Million
Overnight	30%	2.7 Million

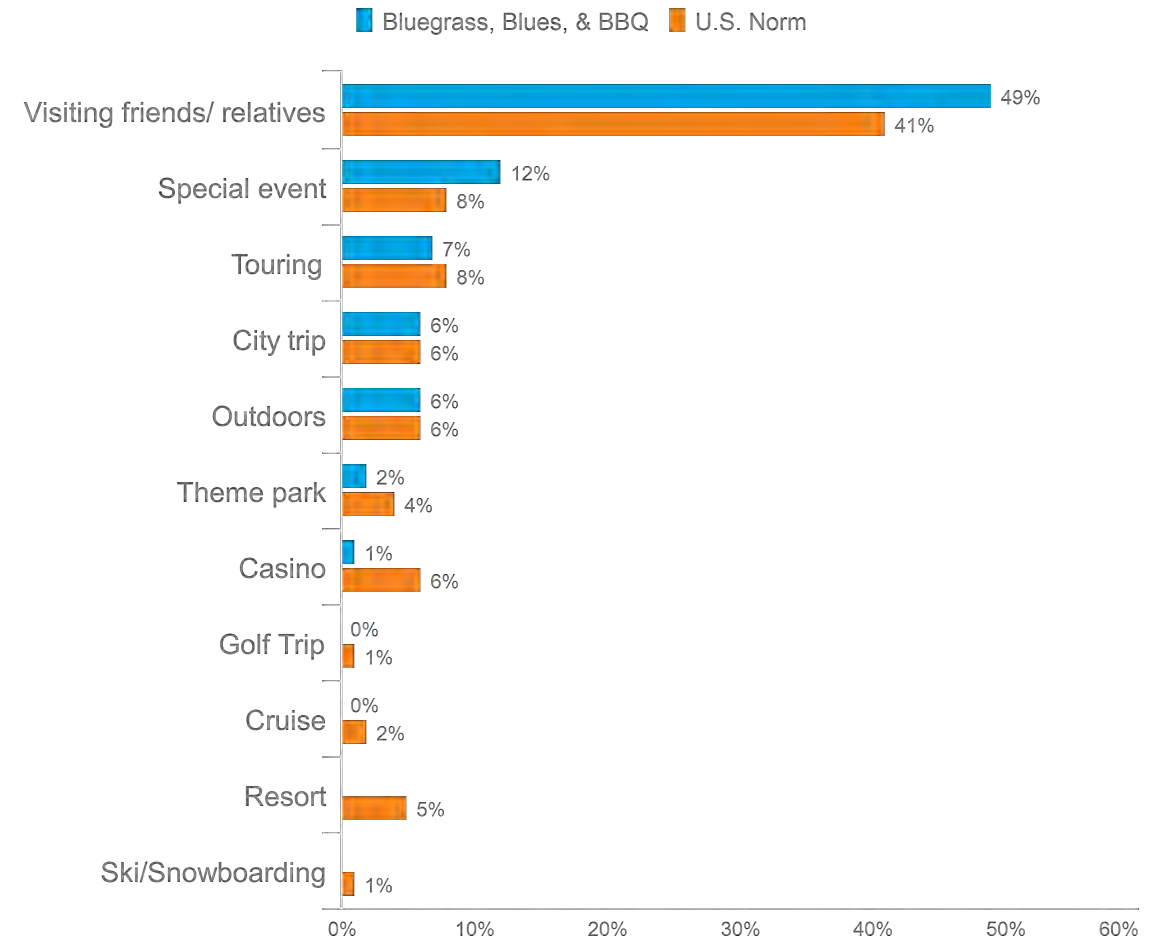
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: Overnight Person-Trips

Main Purpose of Trip

 49% Visiting friends/ relatives	
 12% Special event	 2% Conference/ Convention
 7% Touring	
 6% City trip	
 6% Outdoors	 7% Other business trip
 2% Theme park	
 1% Casino	 7% Business-Leisure
 0% Golf Trip	

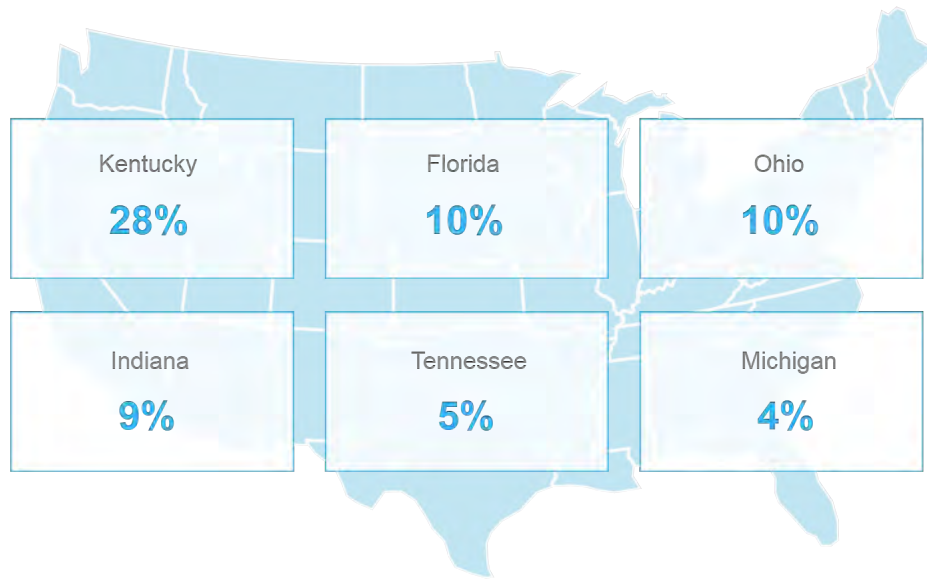
Main Purpose of Leisure Trip



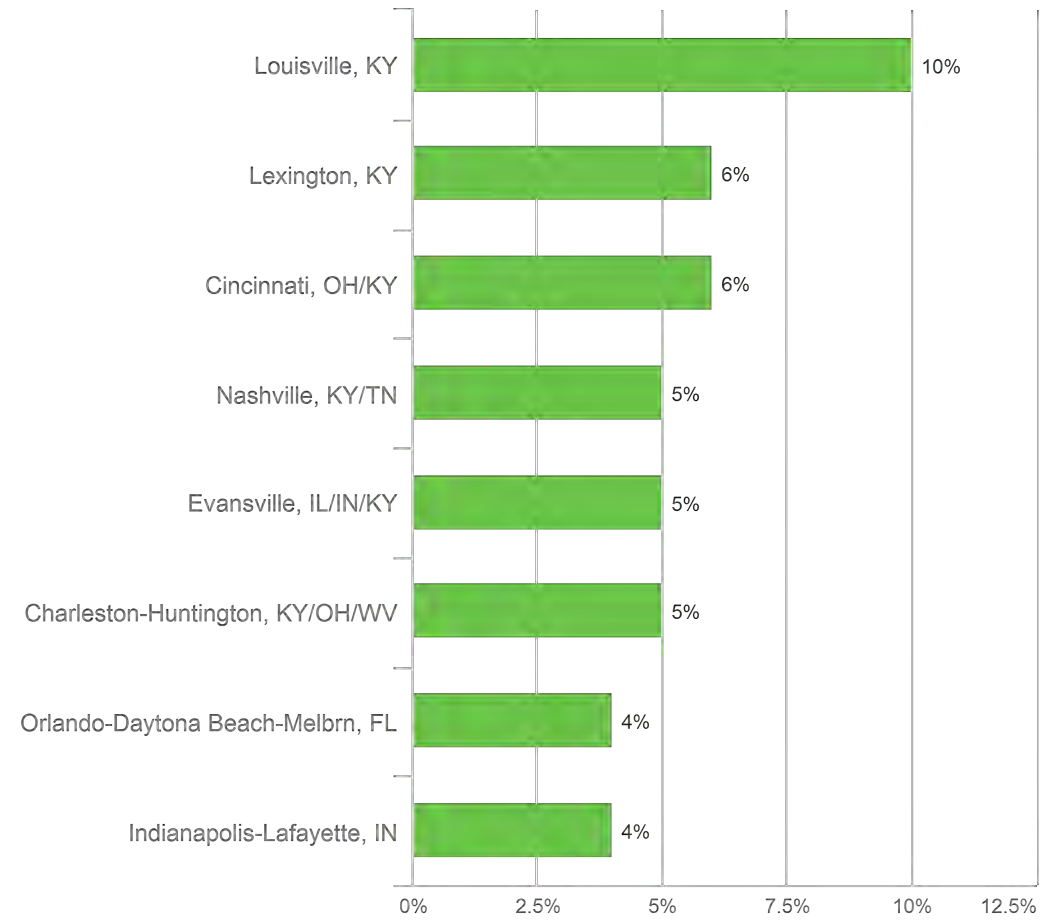
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: Overnight Person-Trips

State Origin Of Trip



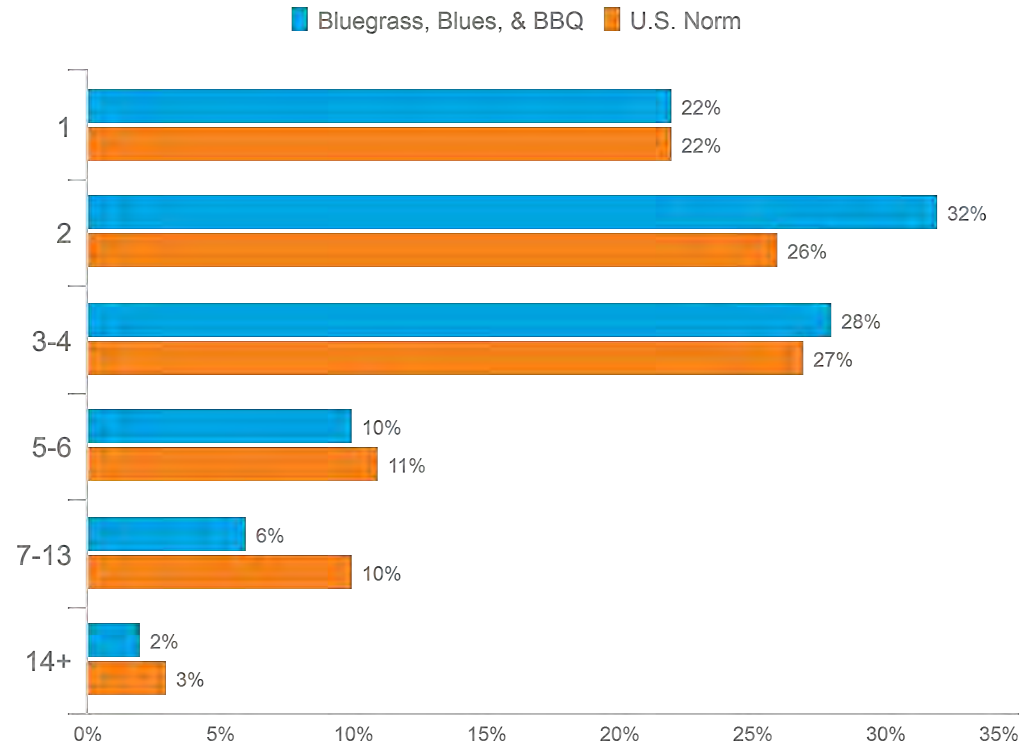
DMA Origin Of Trip



Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: Overnight Person-Trips

Total Nights Away on Trip



Bluegrass, Blues, & BBQ

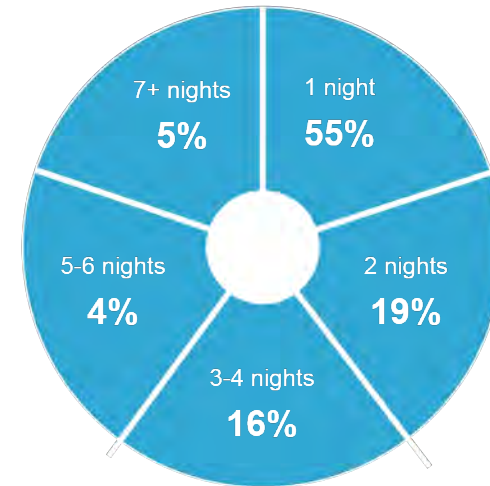
3.2

Average Nights

U.S. Norm

3.8

Average Nights



Nights Spent in Bluegrass, Blues, & BBQ

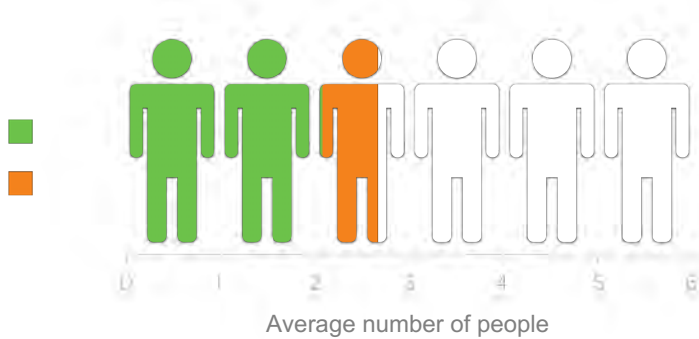
Average number of nights

2.3

Size of Travel Party

■ Adults ■ Children

Bluegrass, Blues, & BBQ

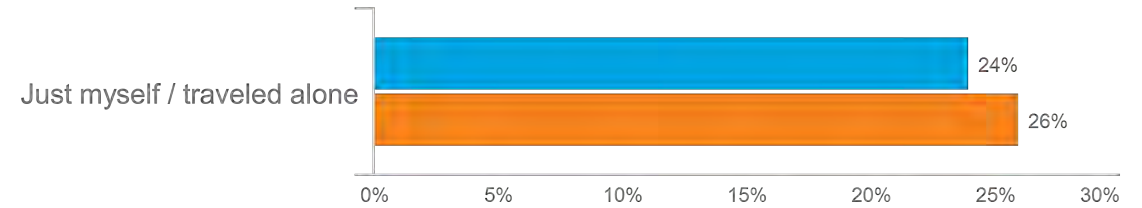


U.S. Norm



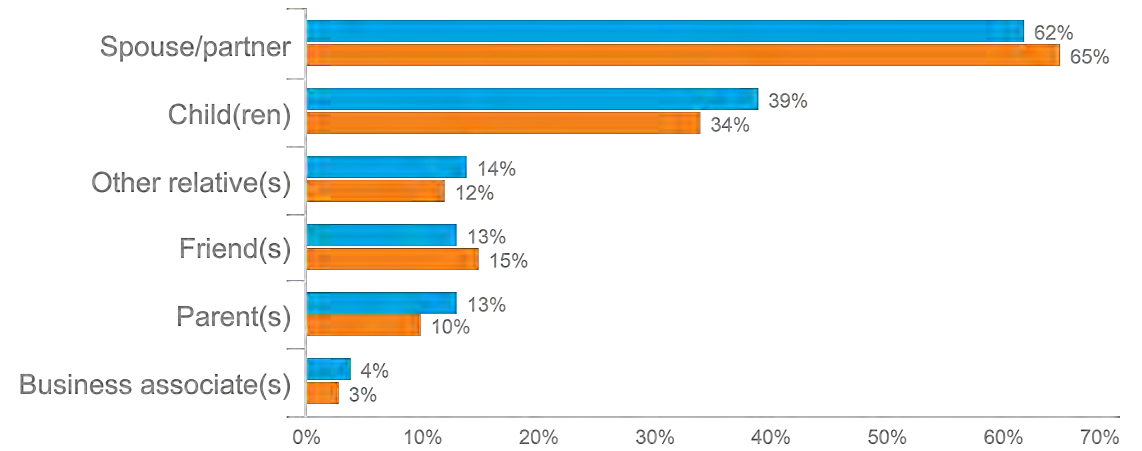
Percent Who Traveled Alone

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Composition of Immediate Travel Party

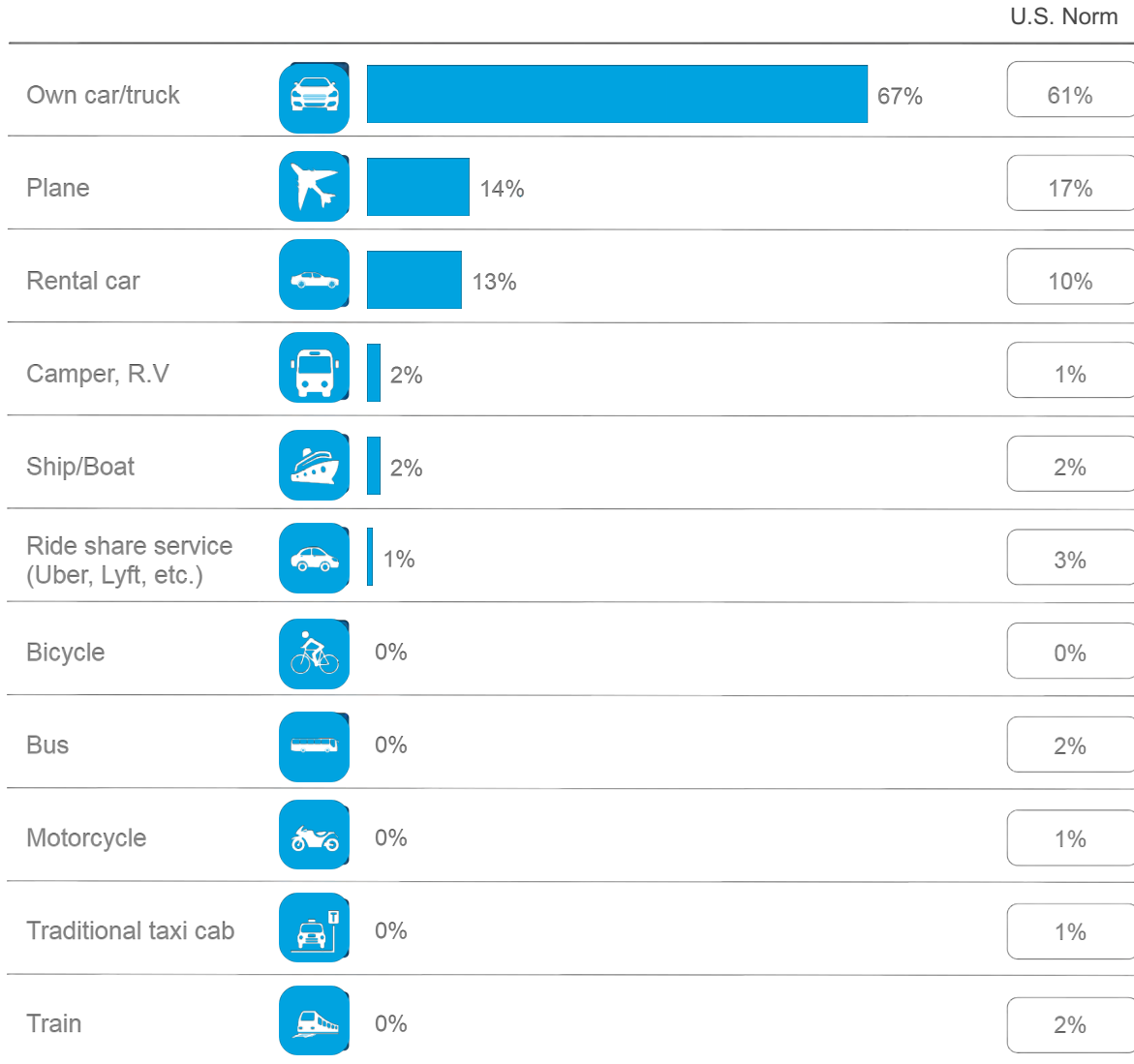
■ Bluegrass, Blues, & BBQ ■ U.S. Norm



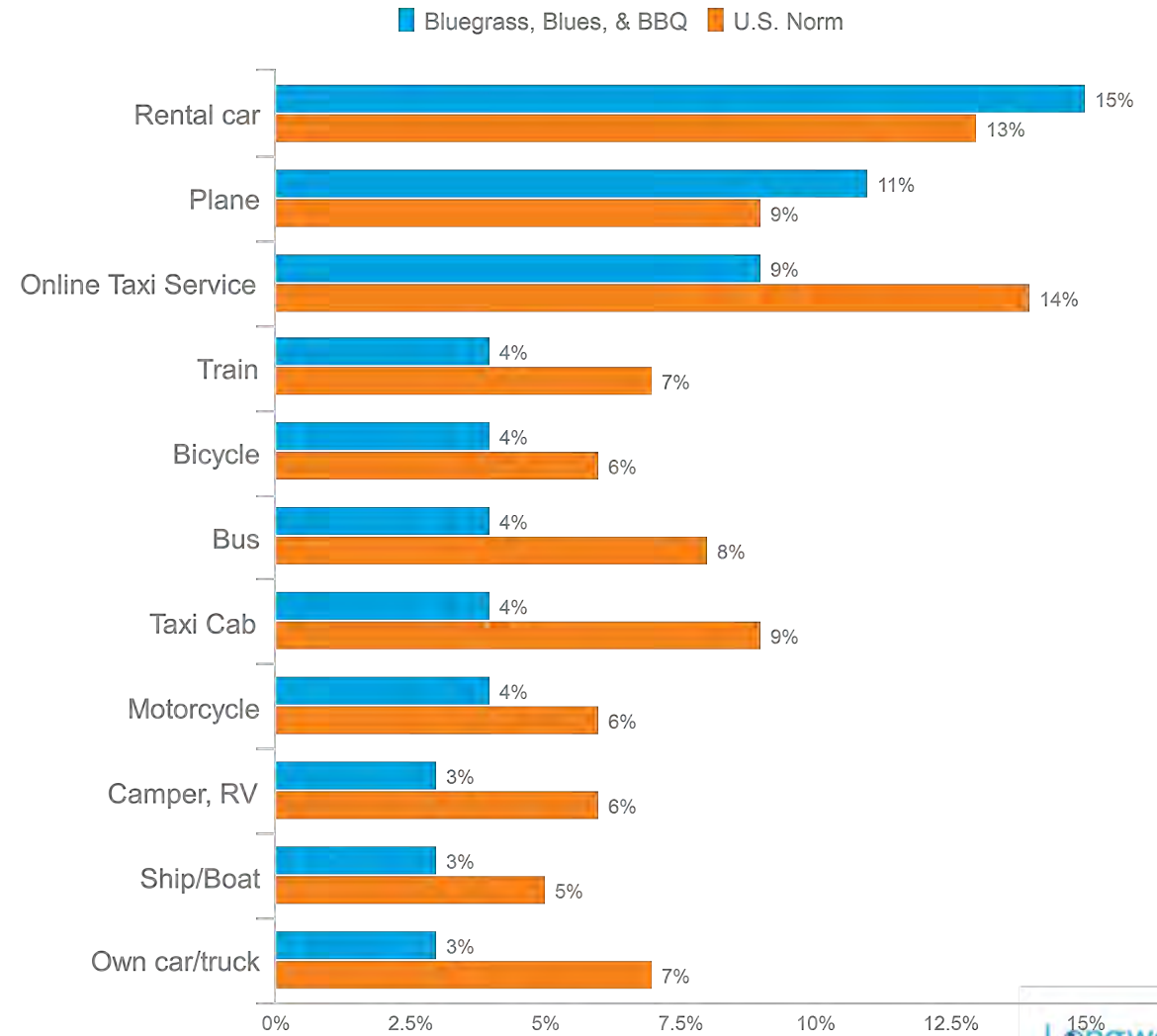
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

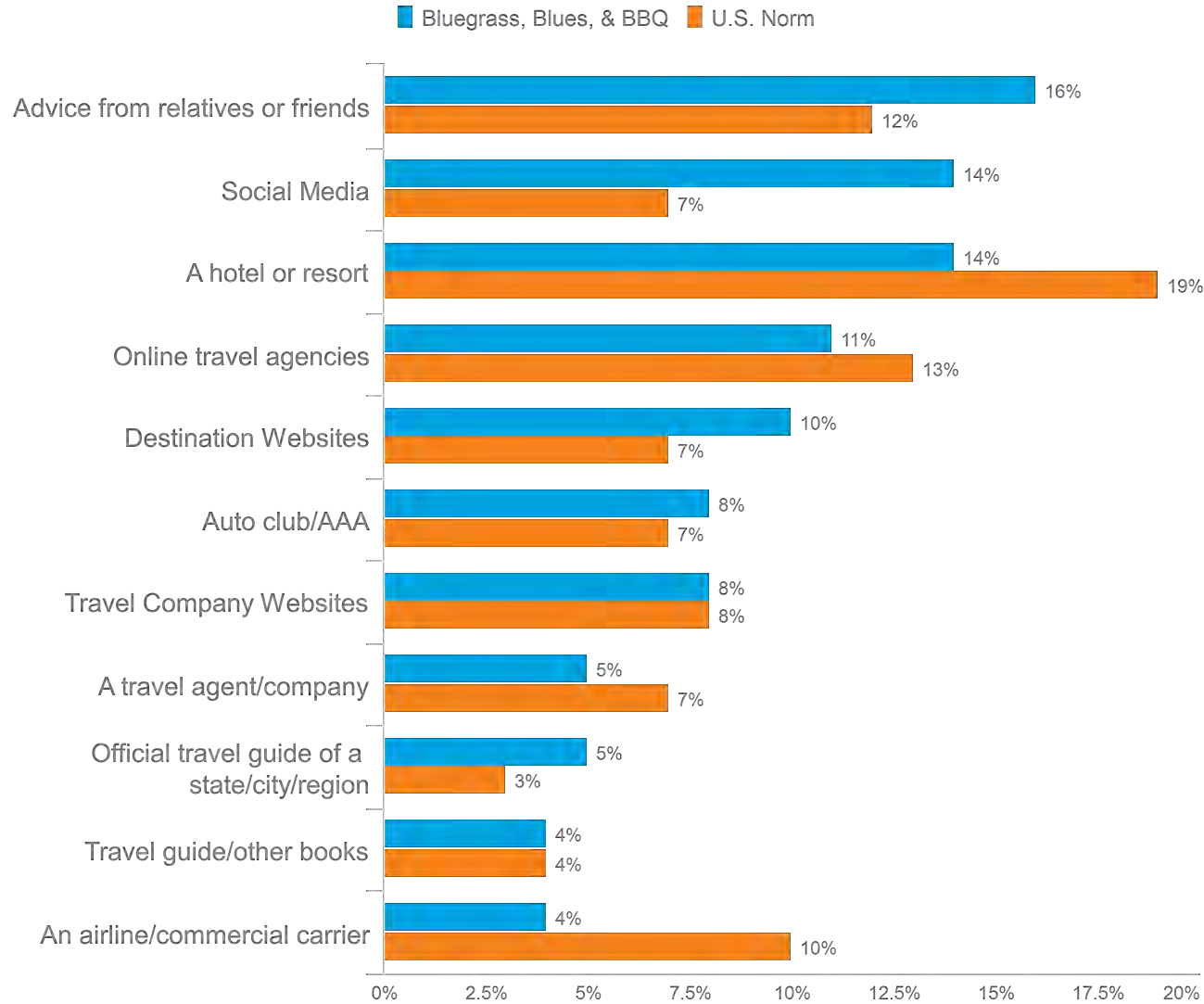
Primary Method of Transportation



Other Transportation



Trip Planning Information Sources



Length of Trip Planning

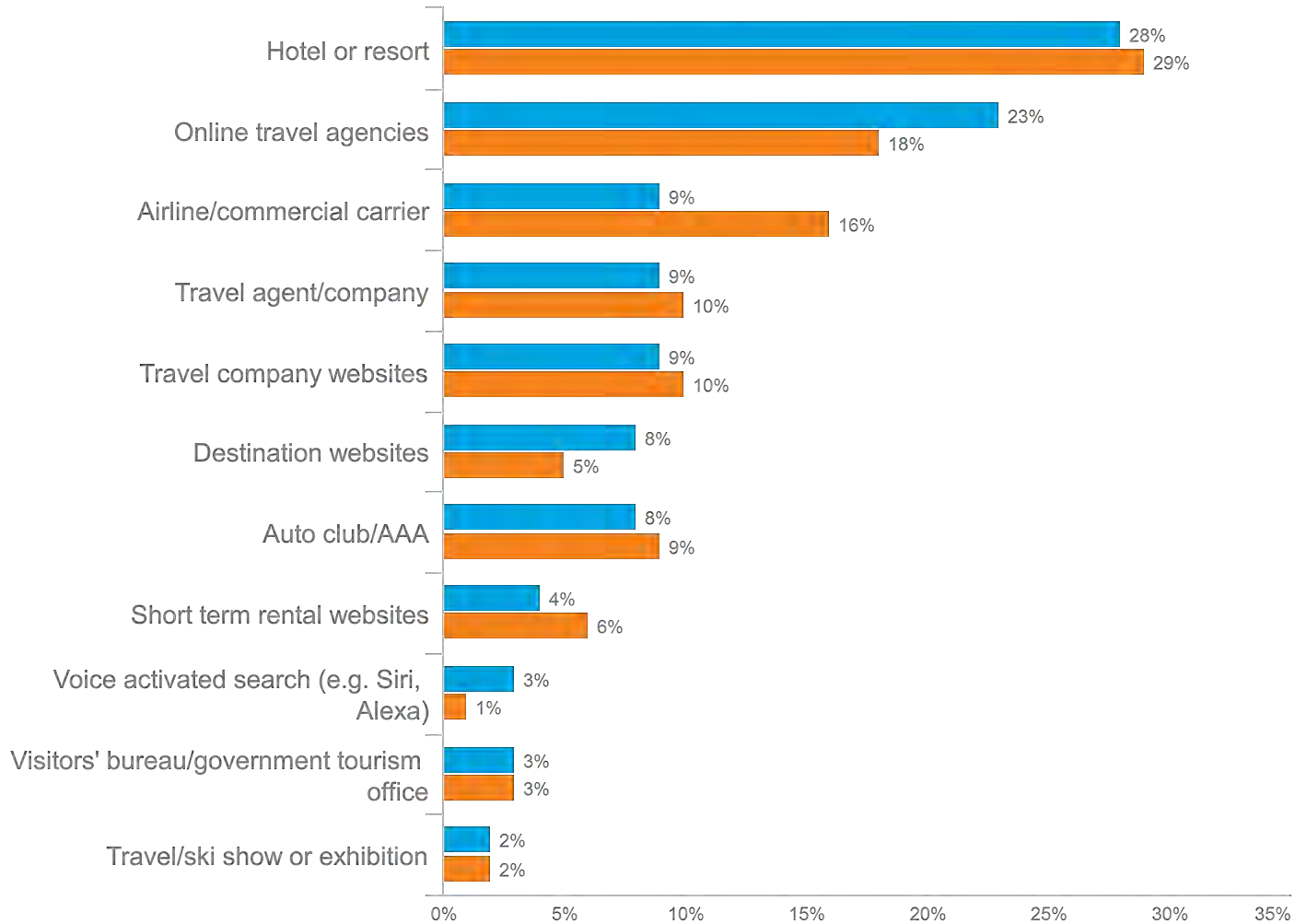
	Bluegrass, Blues, & BBQ	U.S. Norm
More than 1 year in advance	1%	4%
6-12 months	11%	14%
3-5 months	16%	18%
2 months	21%	17%
1 month or less	32%	33%
Did not plan anything in advance	20%	14%

Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: Overnight Person-Trips

Method of Booking

Bluegrass, Blues, & BBQ U.S. Norm



Accommodations

	Bluegrass, Blues, & BBQ	U.S. Norm
Other hotel	27%	22%
Home of friends or relatives	25%	22%
Motel	23%	16%
Resort hotel	12%	23%
Campground / trailer park / RV park	6%	4%
Own condo / apartment / cabin / second home	6%	3%
Other	5%	5%

Activities and Experiences (Top 10)

Shopping



32%

32%
29%

Museum



16%

16%
10%

Landmark/historic site



12%

12%
12%

Swimming



12%

12%
13%

National/state park



11%

11%
9%

Fine/upscale dining



10%

10%
12%

Bar/nightclub



10%

10%
14%

Theater



9%

9%
6%

Zoo



9%

9%
5%

Business Meeting



7%

7%
5%

Activities of Special Interest (Top 5)

Bluegrass, Blues, & BBQ

Historic places	25%
Cultural activities/Attractions	16%
Exceptional Culinary Experiences	9%
Wedding	8%
Brewery Tours/Beer Tasting	8%






Activities of Special Interest (Top 5)

U.S. Norm






Historic places	21%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	11%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%

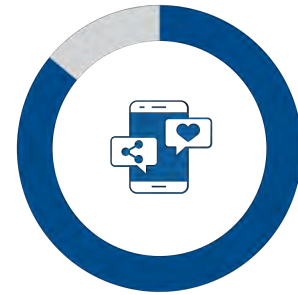
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Bluegrass, Blues, & BBQ	U.S. Norm	Bluegrass, Blues, & BBQ	U.S. Norm
	Used any device	83%	84%	85%	79%
	Laptop	37%	39%	33%	26%
	Smartphone	35%	30%	66%	63%
	Desktop/Home computer	33%	38%	0%	0%
	Tablet	15%	14%	26%	22%

Online Social Media Use by Travelers

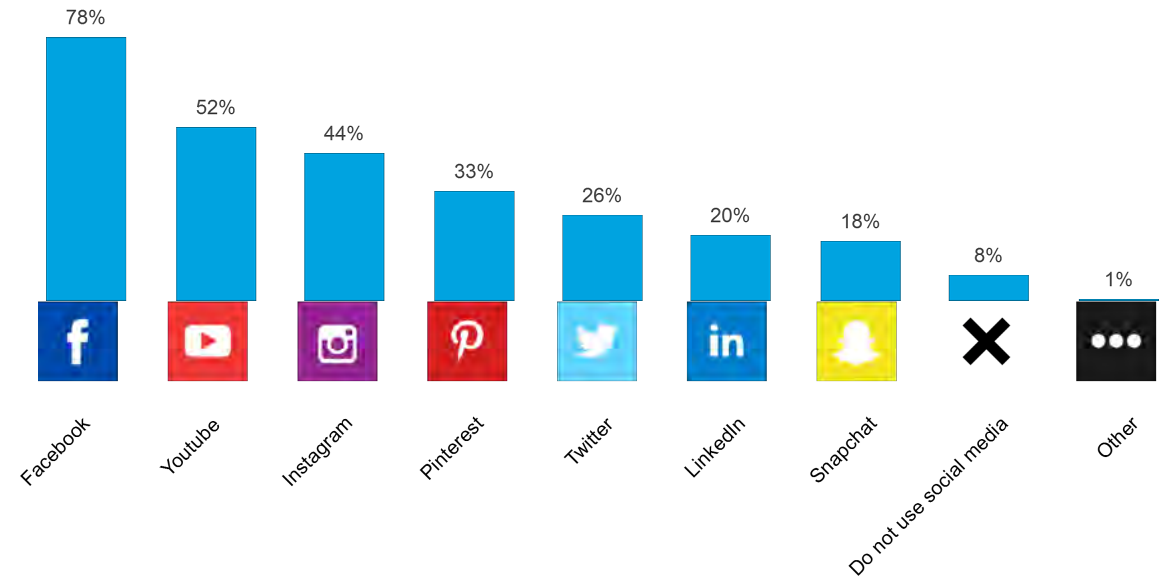
	Bluegrass, Blues, & BBQ	U.S. Norm
 Used any social media	63%	55%
 Shared travel stories/photos/videos on social media	25%	24%
 Read online travel reviews that influenced my travel decisions	25%	22%
 Followed a destination on social media	23%	12%
 Saw a video or photo on social media that inspired me to visit	18%	14%





















86%

Followed Influencer

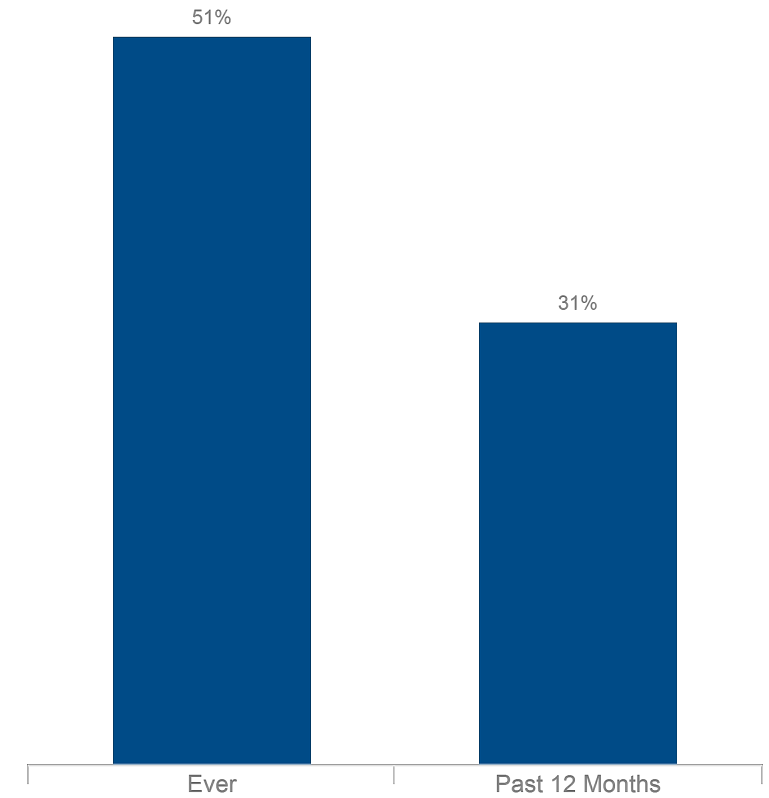
Social media platforms used in general



% Very Satisfied with Trip

	Overall trip experience		60%
	Friendliness of people		59%
	Quality of food		56%
	Safety and Security		52%
	Cleanliness		50%
	Quality of accommodations		47%
	Sightseeing and attractions		44%
	Value for money		44%
	Music/nightlife/entertainment		40%

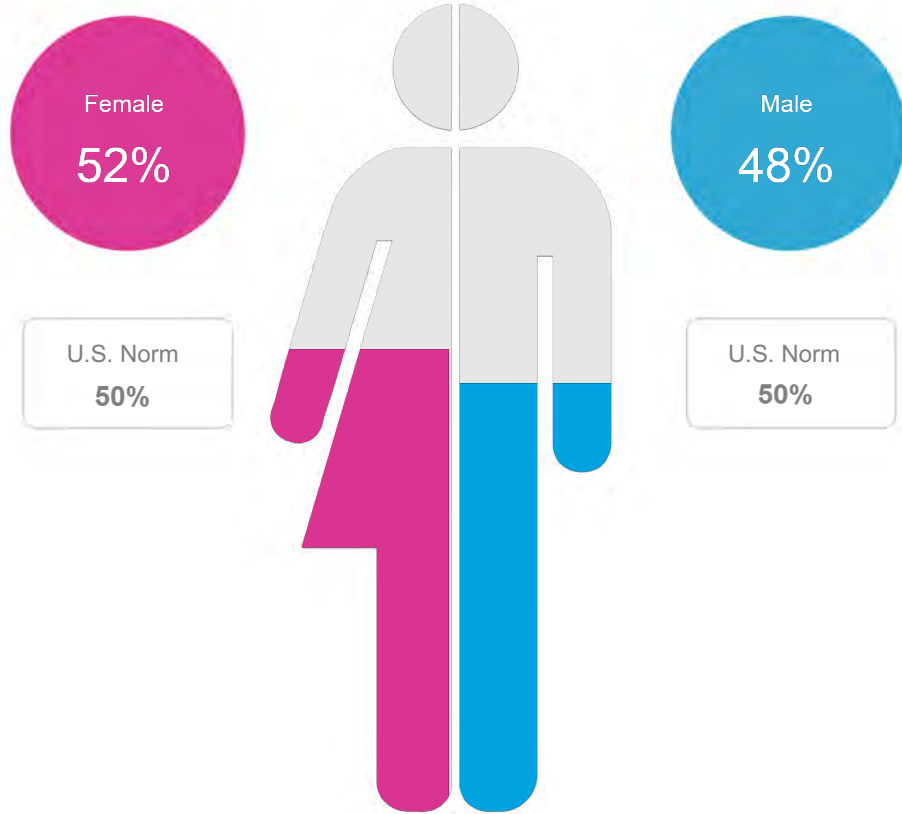
Past Visitation to Bluegrass, Blues, & BBQ



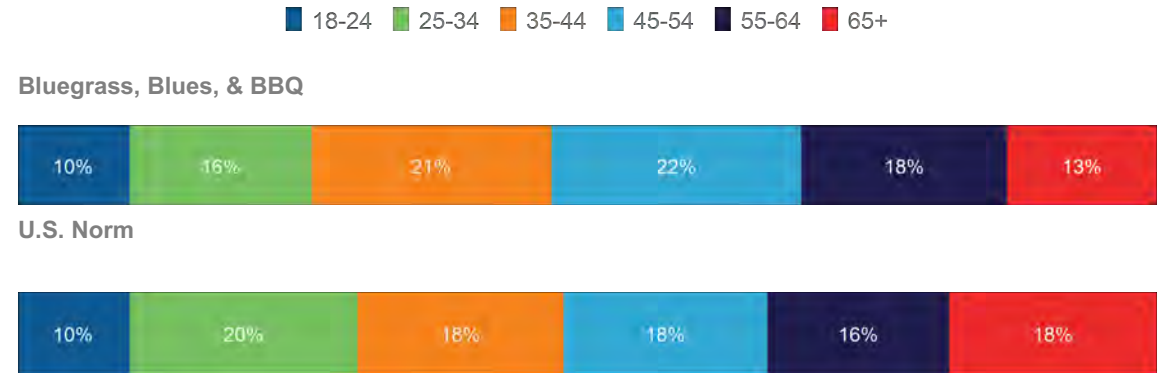
Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: Overnight Person-Trips

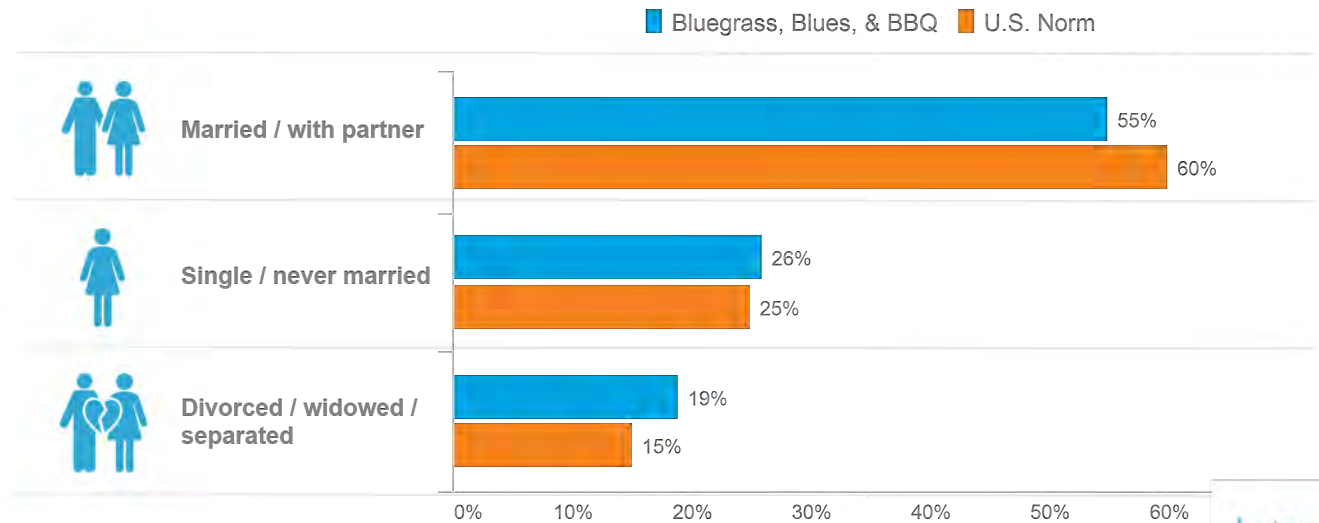
Gender



Age



Marital Status

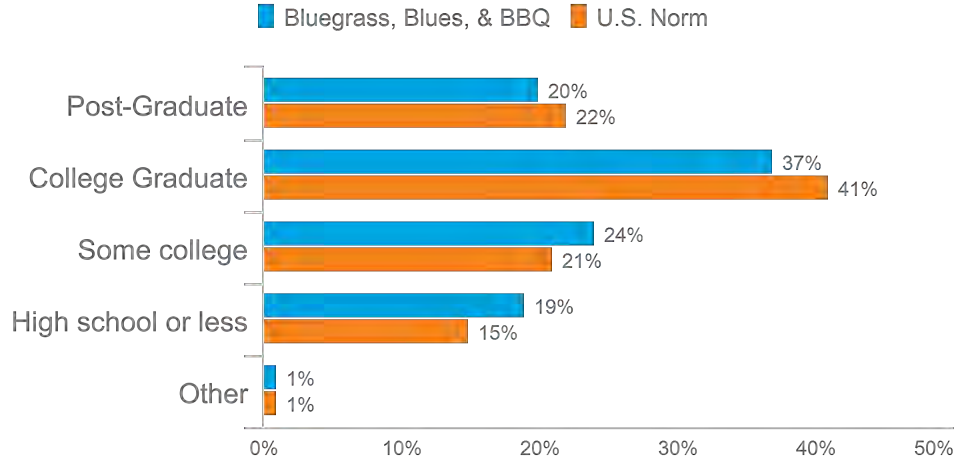


Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

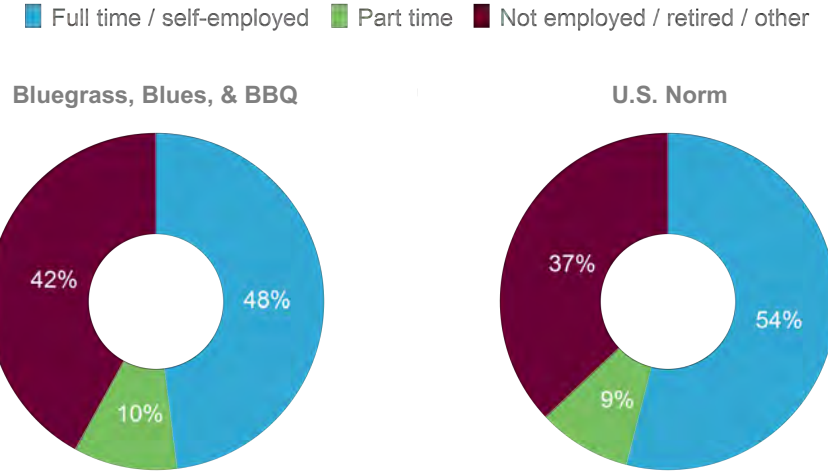
Base: Overnight Person-Trips

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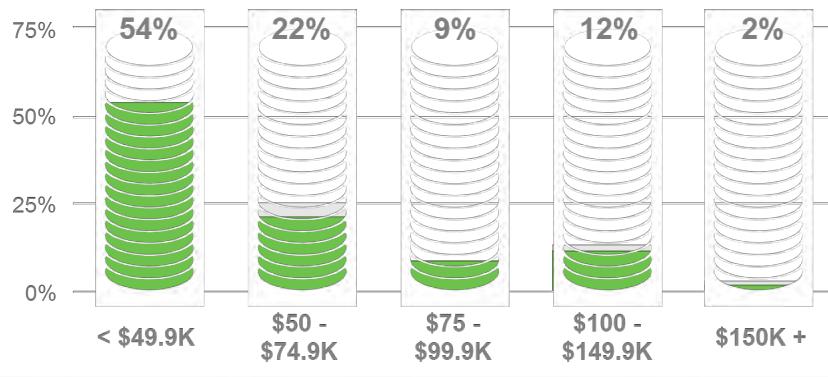
Education



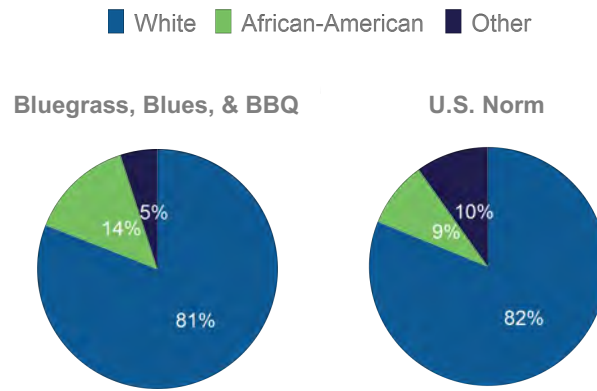
Employment



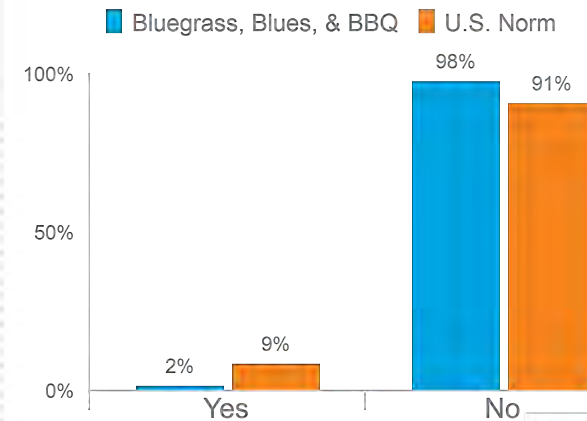
Household Income



Race



Hispanic Background



U.S. Norm

39%

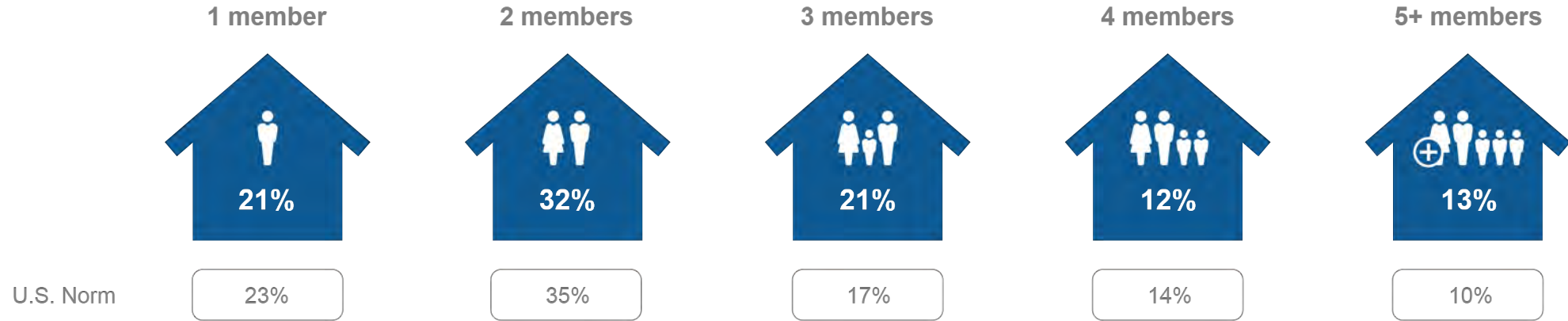
21%

15%

17%

8%

Household Size



Children in Household

