



# Travel USA Visitor Profile

Daniel Boone Country 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 Daniel Boone Country'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 Daniel Boone Country, the following sample was achieved in 2018 & 2019:

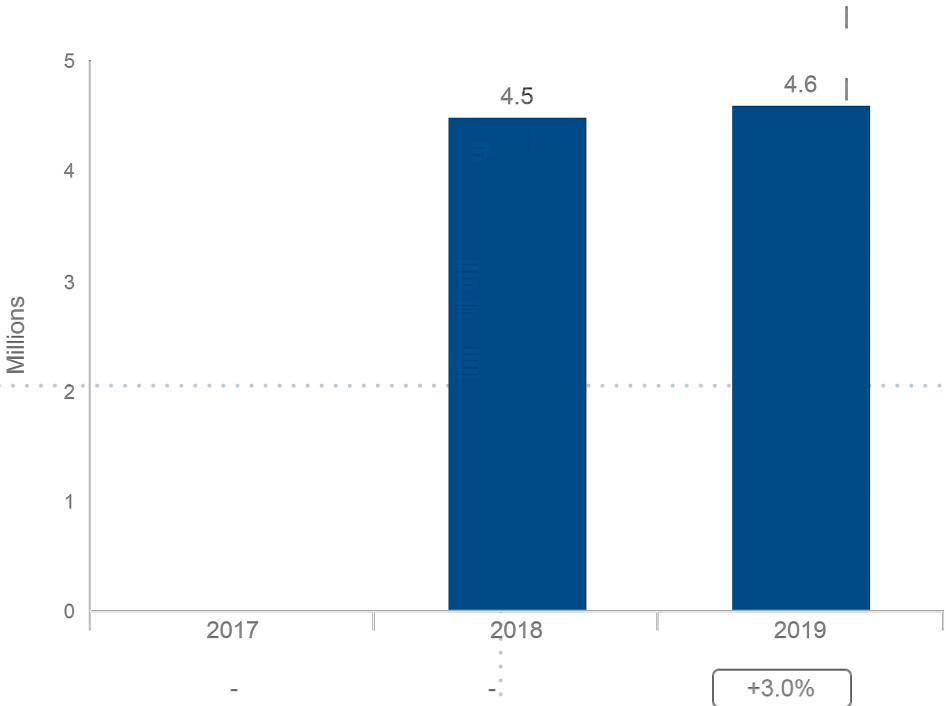


Day Base Size

280

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

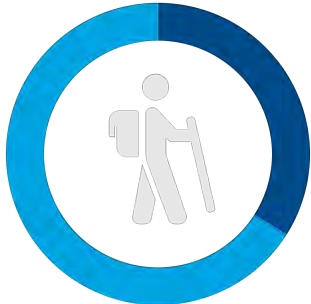
## Day Trips to Daniel Boone Country



## Total Size of Daniel Boone Country Day Domestic Travel Market

Total Person-Trips

+3.8% vs. last year



Day  
66% 4.6 Million

Overnight  
34% 2.4 Million

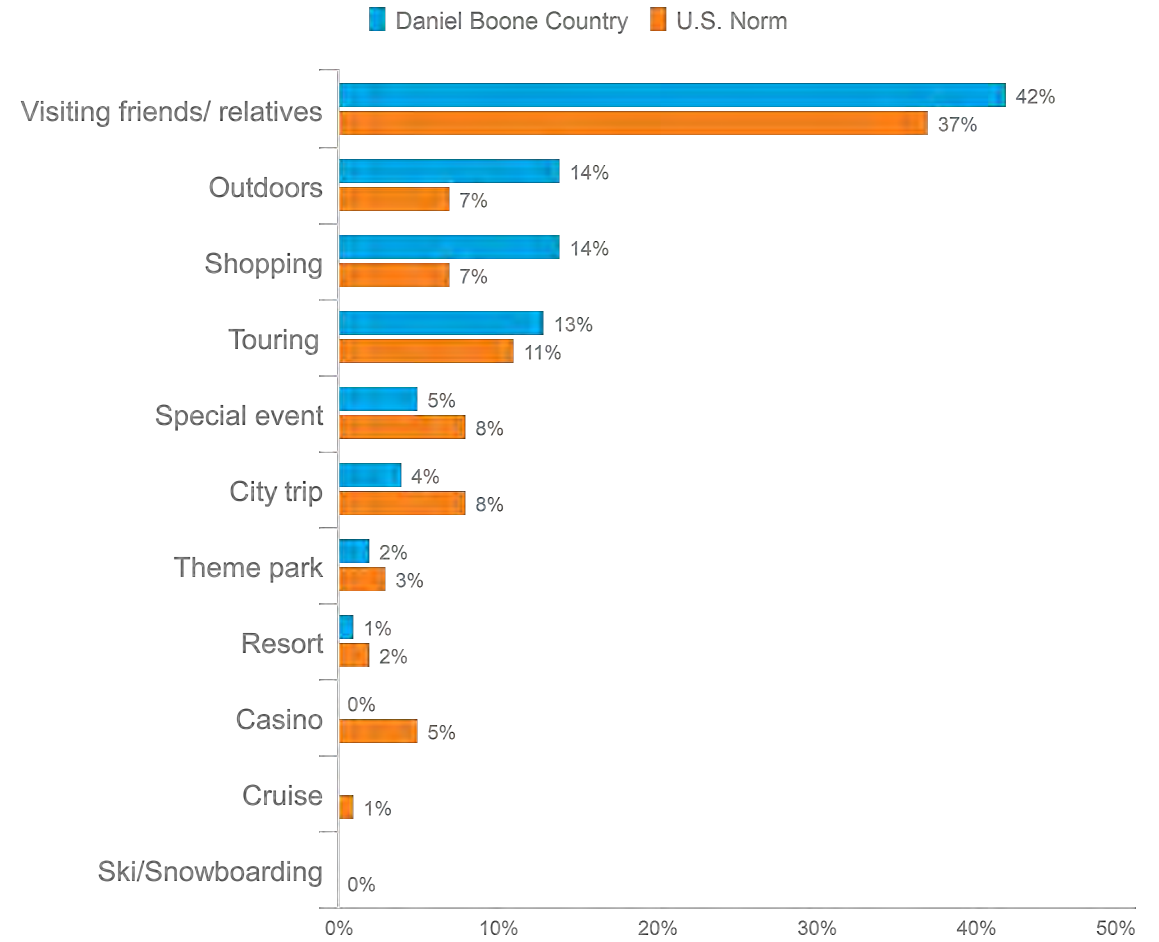
# Daniel Boone Country's Day Trip Characteristics

Base: Day Person-Trips

## Main Purpose of Trip

 <b>42%</b> Visiting friends/ relatives	
 <b>14%</b> Outdoors	 <b>1%</b> Conference/ Convention
 <b>14%</b> Shopping	
 <b>13%</b> Touring	 <b>3%</b> Other business trip
 <b>5%</b> Special event	
 <b>4%</b> City trip	
 <b>2%</b> Theme park	 <b>1%</b> Business-Leisure
 <b>1%</b> Resort	

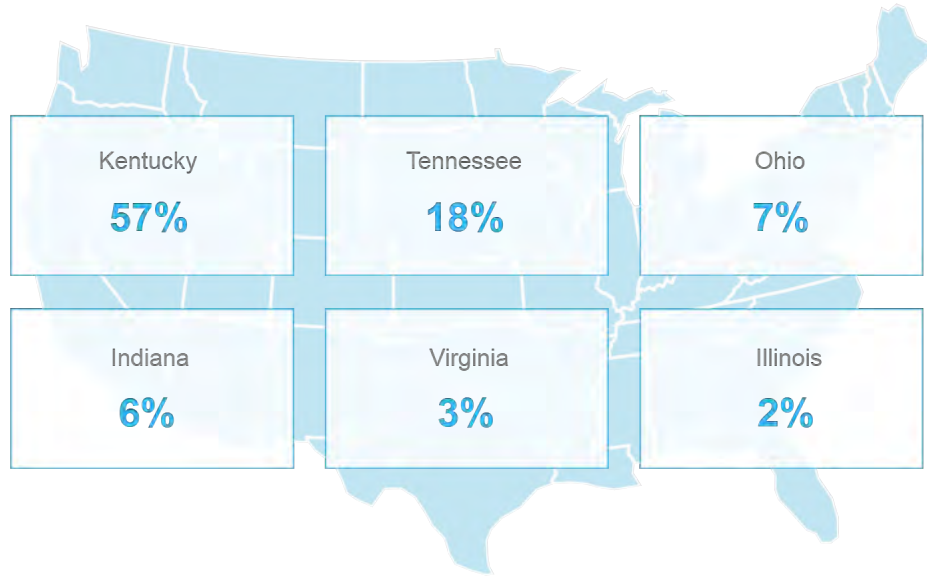
## Main Purpose of Leisure Trip



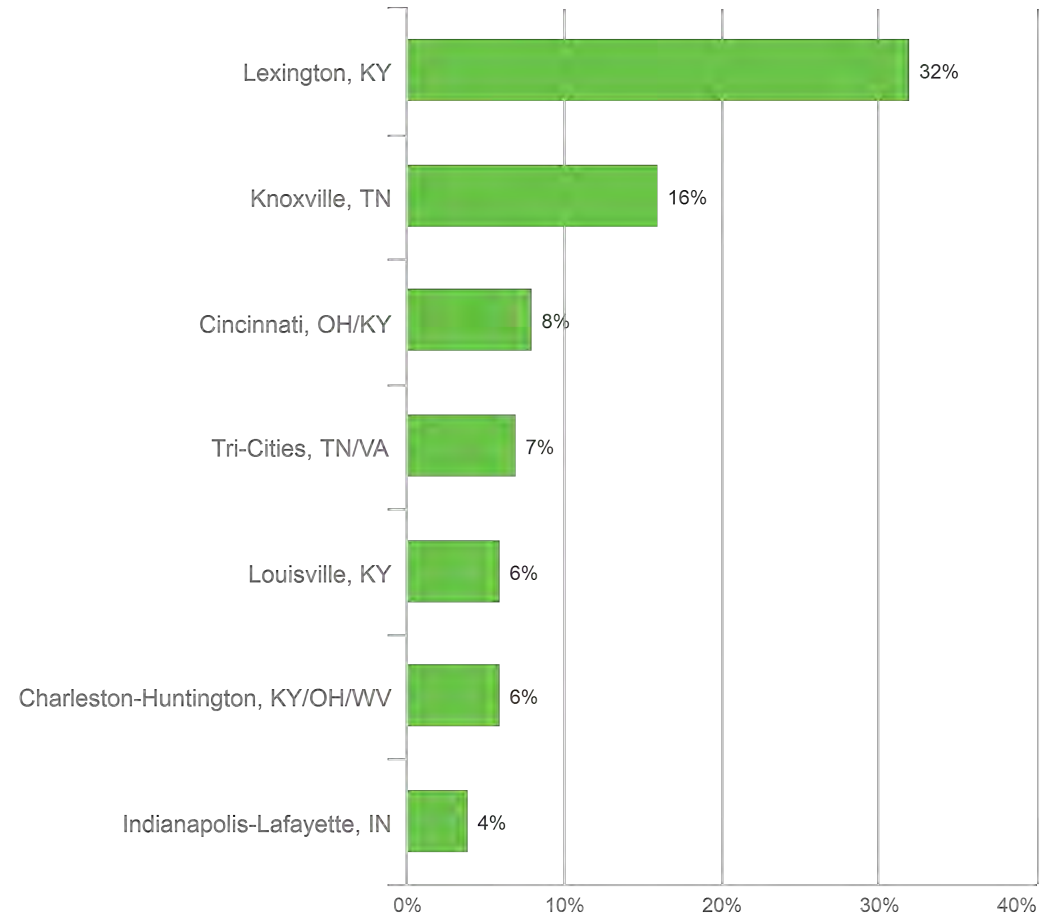
# Daniel Boone Country's Day Trip Characteristics

Base: Day Person-Trips

## State Origin Of Trip



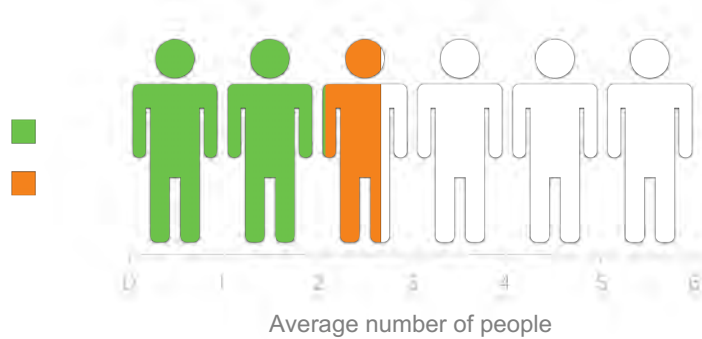
## DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

### Daniel Boone Country

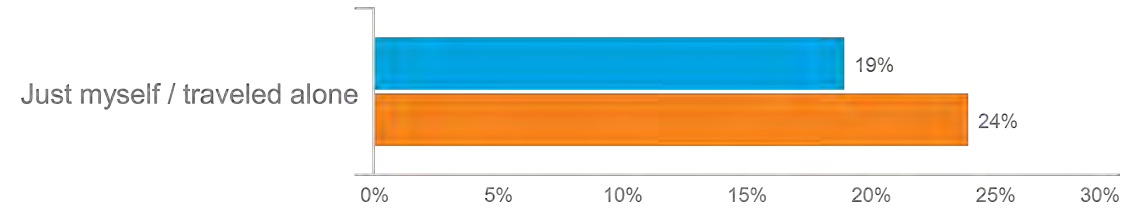


### U.S. Norm



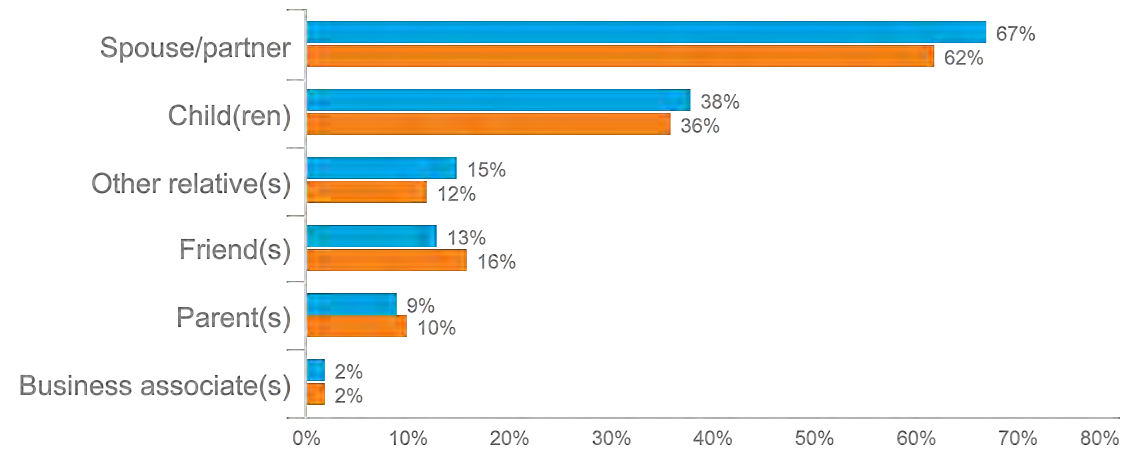
## Percent Who Traveled Alone

■ Daniel Boone Country ■ U.S. Norm



## Composition of Immediate Travel Party

■ Daniel Boone Country ■ U.S. Norm



## Activities and Experiences (Top 10)

Shopping



**30%**

U.S. Norm  
24%

Hiking/backpacking



**20%**

U.S. Norm  
5%

Landmark/historic site



**16%**

U.S. Norm  
7%

National/state park



**14%**

U.S. Norm  
6%

Museum



**7%**

U.S. Norm  
7%

Swimming



**7%**

U.S. Norm  
5%

Camping



**6%**

U.S. Norm  
2%

Fair/exhibition/festival



**5%**

U.S. Norm  
4%

Brewery



**4%**

U.S. Norm  
3%

Off-Roading (ATV/OHV)



**4%**

U.S. Norm  
1%

## Activities of Special Interest (Top 5)

Daniel Boone Country






Historic places	<b>30%</b>
Cultural activities/Attractions	<b>19%</b>
Brewery Tours/Beer Tasting	<b>8%</b>
Exceptional Culinary Experiences	<b>8%</b>
Winery Tours/Tasting	<b>7%</b>

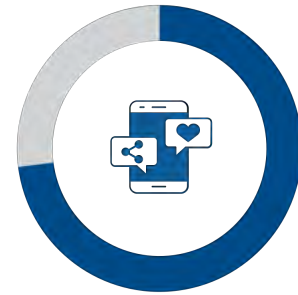
## Activities of Special Interest (Top 5)

U.S. Norm

Historic places	<b>17%</b>
Cultural activities/Attractions	<b>13%</b>
Exceptional Culinary Experiences	<b>7%</b>
Brewery Tours/Beer Tasting	<b>5%</b>
Winery Tours/Tasting	<b>5%</b>

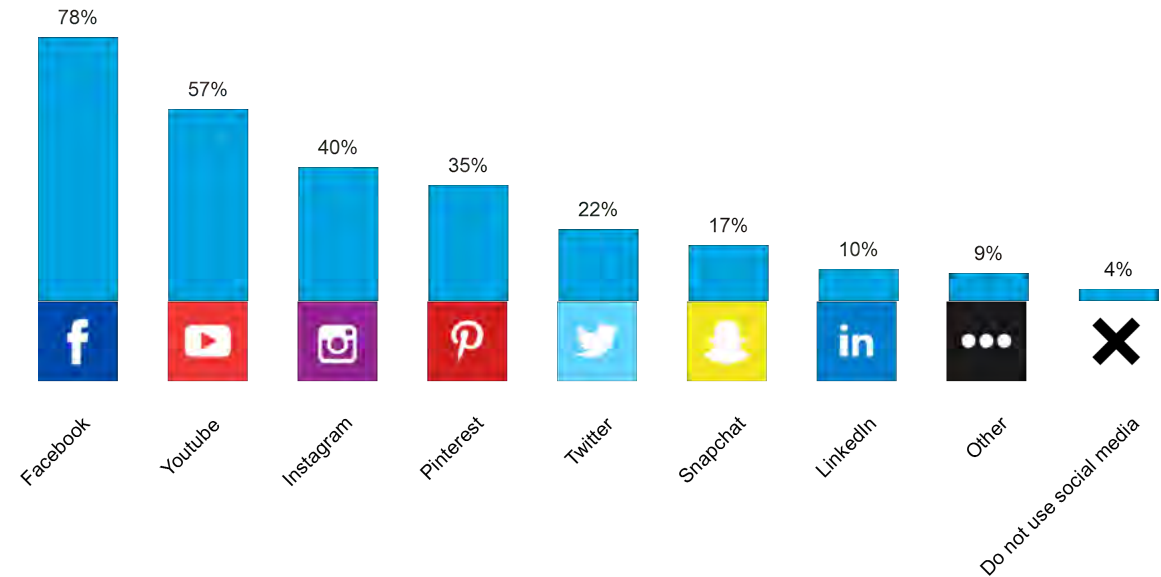
## Online Social Media Use by Travelers

	Daniel Boone Country	U.S. Norm
 Used any social media	65%	57%
 Read online travel reviews that influenced my travel decisions	27%	23%
 Saw a video or photo on social media that inspired me to visit	27%	16%
 Shared travel stories/photos/videos on social media	24%	24%
 Clicked through on a travel advertisement seen on social media	19%	15%



**73%**  
Followed Influencer

## Social media platforms used in general

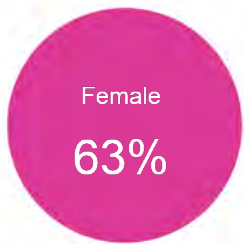




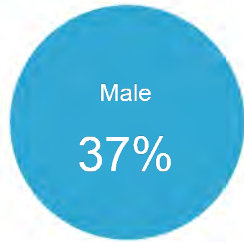
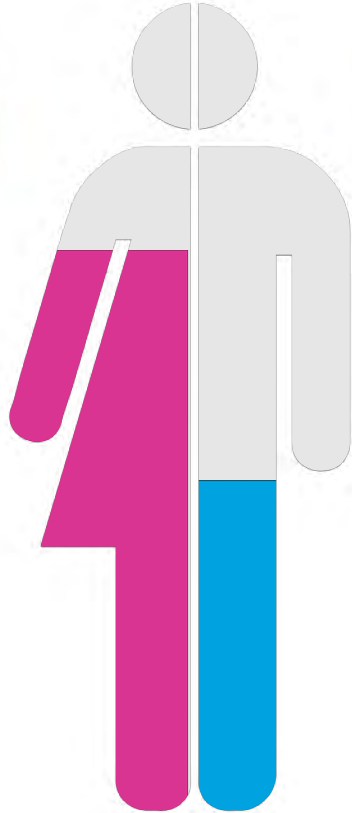
# Demographic Profile of Day Daniel Boone Country Visitors

Base: Day Person-Trips

## Gender



U.S. Norm  
53%



U.S. Norm  
47%

## Age

18-24 25-34 35-44 45-54 55-64 65+

### Daniel Boone Country

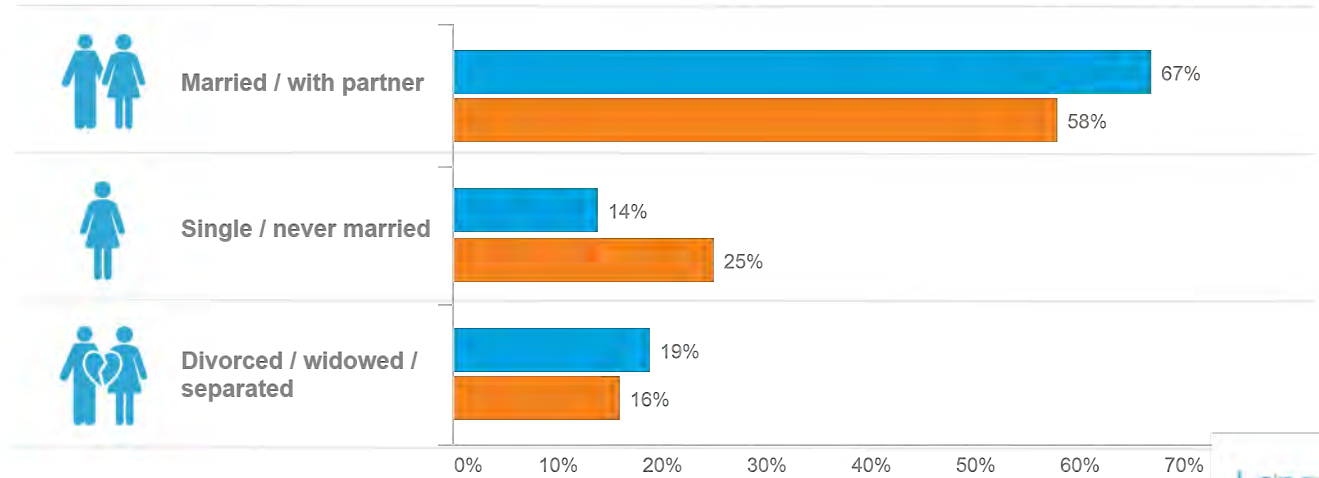


### U.S. Norm



## Marital Status

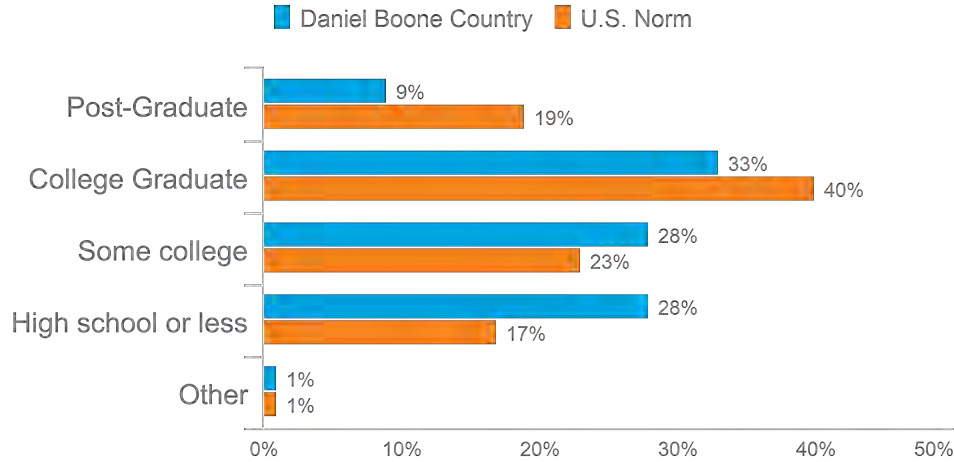
Daniel Boone Country U.S. Norm



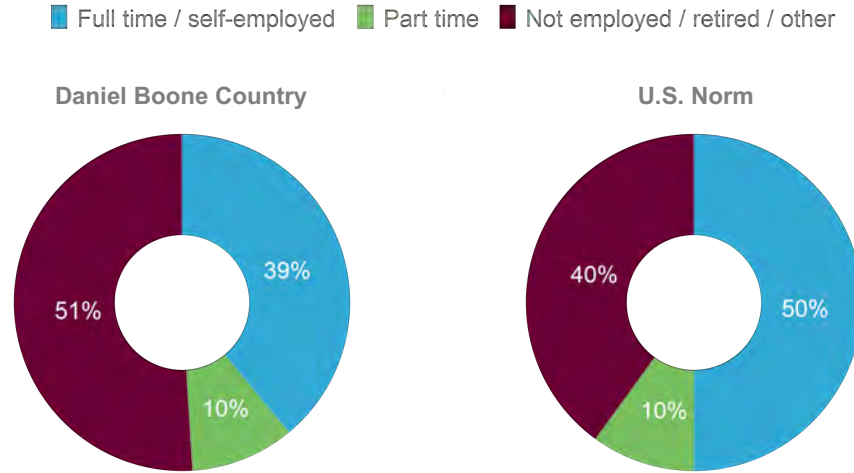
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Base: Day Person-Trips

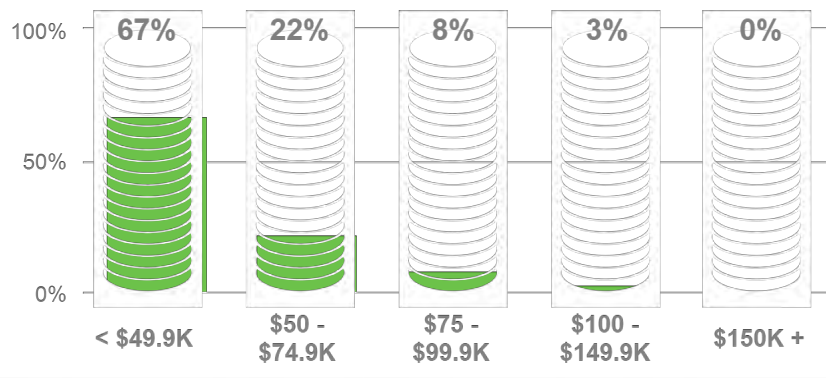
## Education



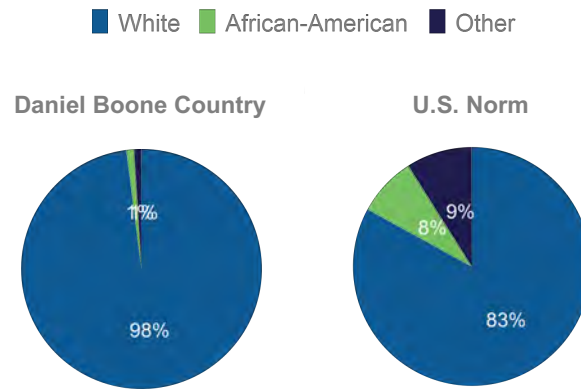
## Employment



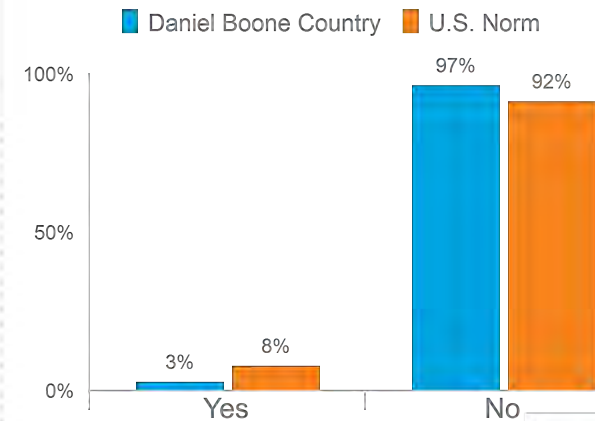
## Household Income



## Race



## Hispanic Background

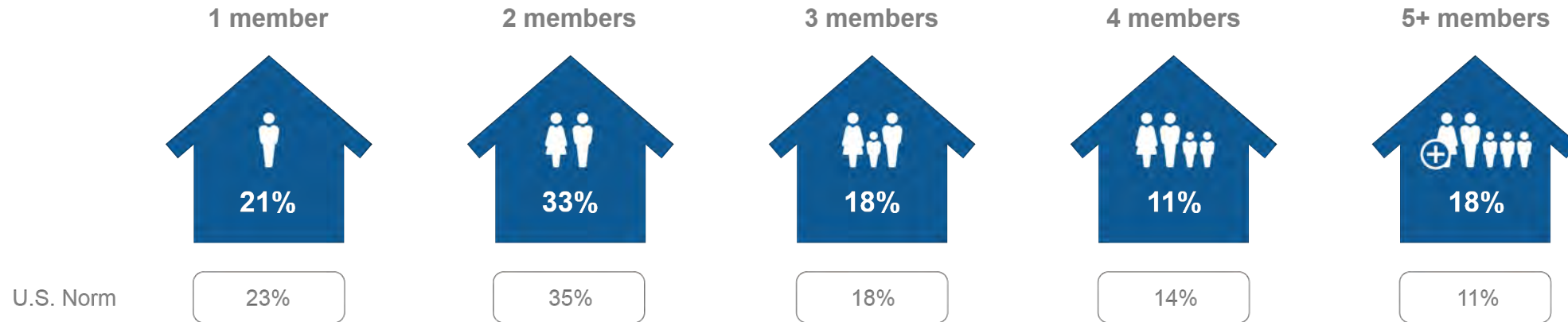


# Demographic Profile of Day Daniel Boone Country Visitors

Base: Day Person-Trips

\* n < 250

## Household Size



## Children in Household

