COMPASS

Longwoods INTERNATIONAL

Travel USA Visitor Profile

Caves, Lakes, and Corvettes

Kentucky UNBRIDLED SPIRIT™

2020

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 Caves, Lakes, & Corvettes's domestic tourism business in 2020.

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

Day Base Size

272

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

Size of the Caves, Lakes, & Corvettes Day Travel Market

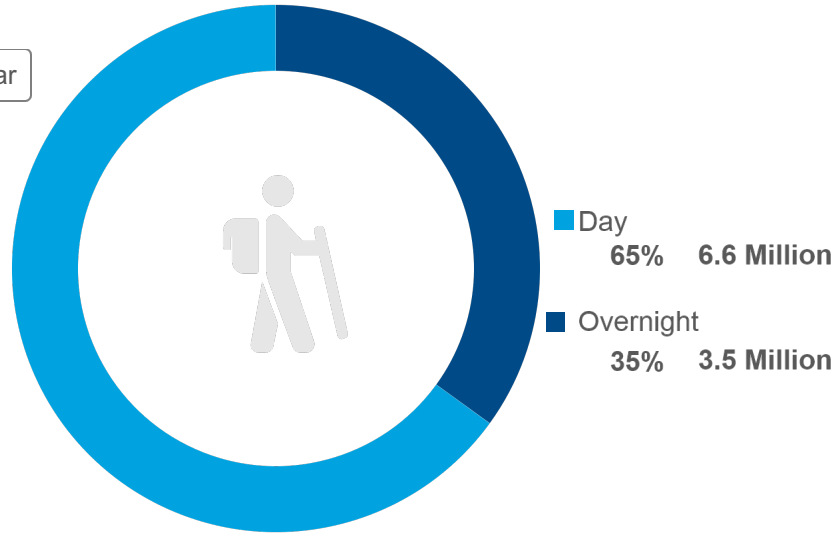
Base: 2020 Day Person-Trips

Total Size of Caves, Lakes, & Corvettes 2020 Domestic Travel Market

Total Person-Trips

10.1 Million

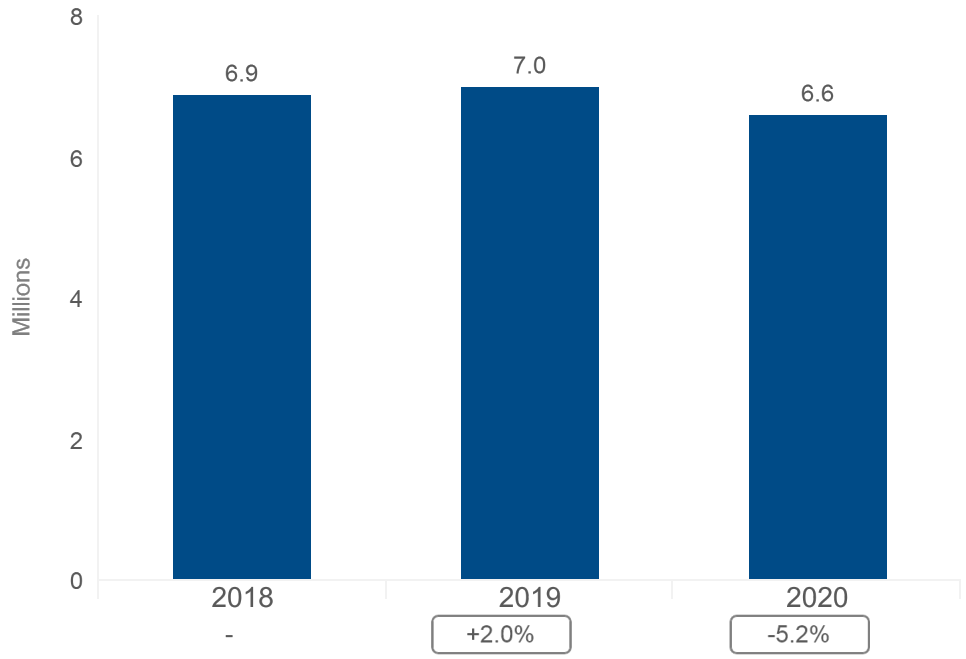
+1.9% vs. last year



Size and Structure of Caves, Lakes, & Corvettes's Domestic Travel Market

Base: 2020 Day Person-Trips

Day Trips to Caves, Lakes, & Corvettes



Caves, Lakes, & Corvettes's Day Trip Characteristics

Base: 2020 Day Person-Trips

Main Purpose of Trip

37%
Visiting friends/ relatives

14%
Shopping

13%
Touring

10%
Outdoors

9%
City trip

4%
Casino

2%
Cruise

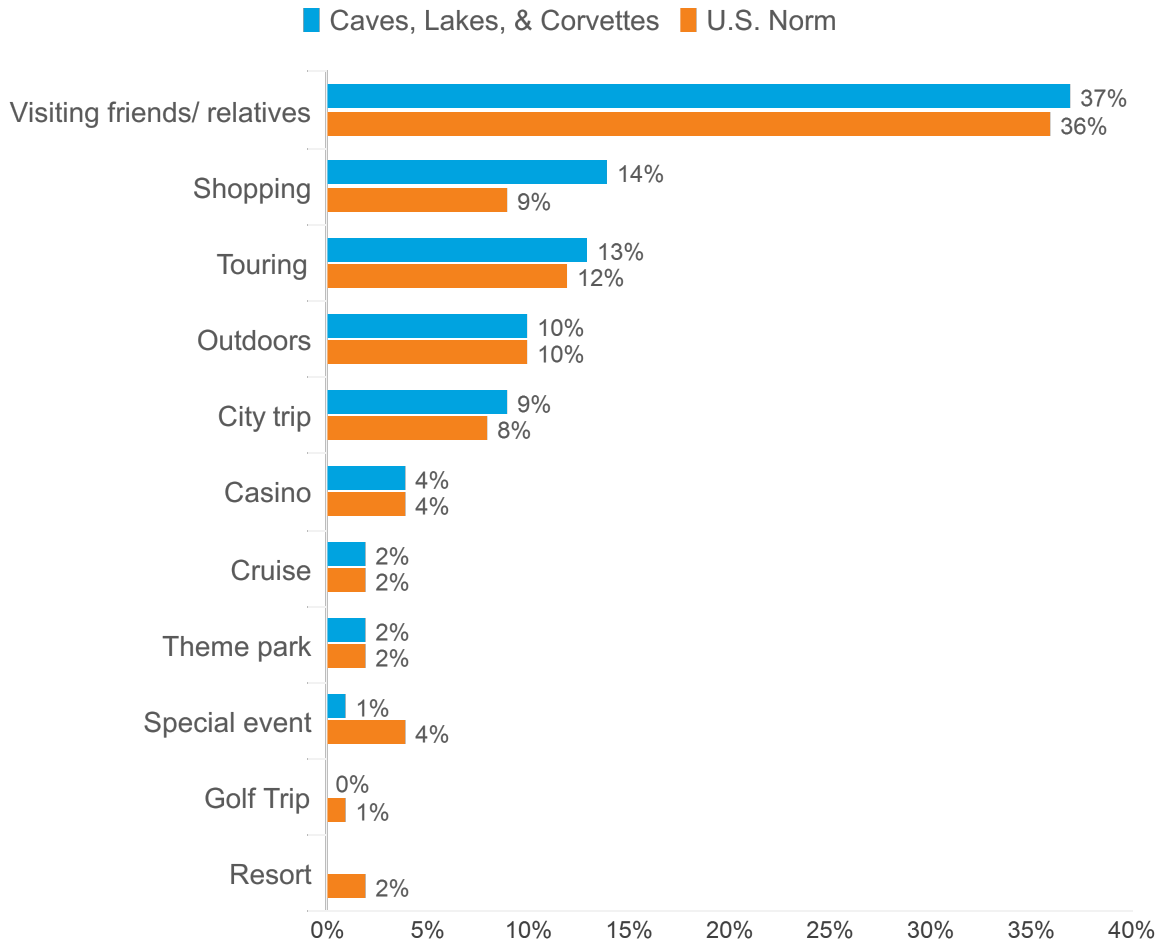
2%
Theme park

1%
Conference/ Convention

5%
Other business trip

3%
Business-Leisure

Main Purpose of Leisure Trip



Structure of the U.S. and Day Travel Market

Base: 2020 Day Person-Trips

2020 U.S. Day Trips

Visiting friends/relatives	36%
Marketable	54%
Business	6%
Business-leisure	3%

2020 Caves, Lakes, & Corvettes Day Trips

Visiting friends/relatives	37%
Marketable	55%
Business	5%
Business-leisure	3%

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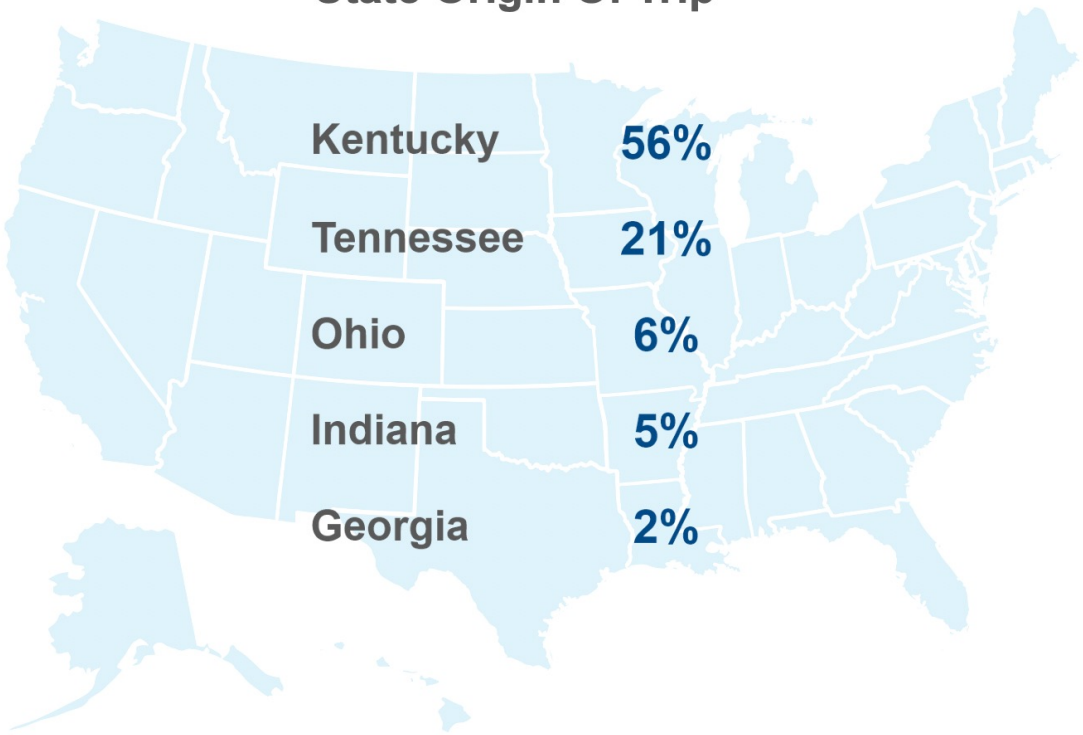
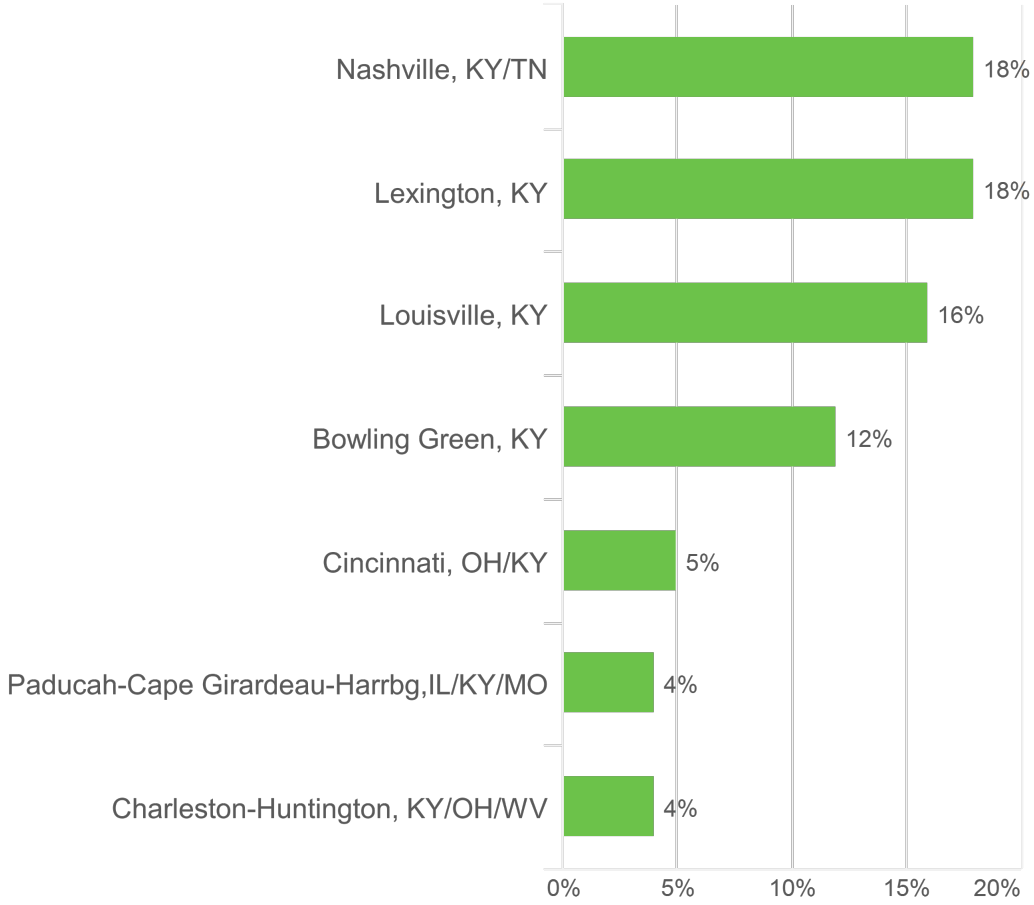
Caves, Lakes, & Corvettes's Day Trip Characteristics

Base: 2020 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip

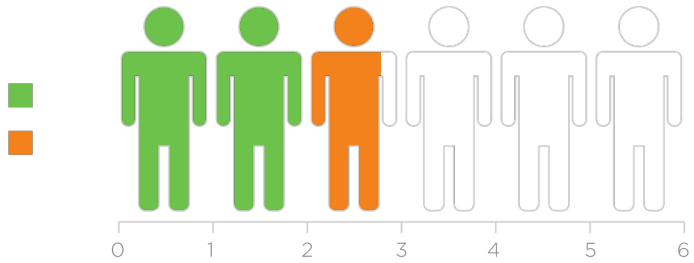


Caves, Lakes, & Corvettes's Day Trip Characteristics

Base: 2020 Day Person-Trips

Size of Travel Party

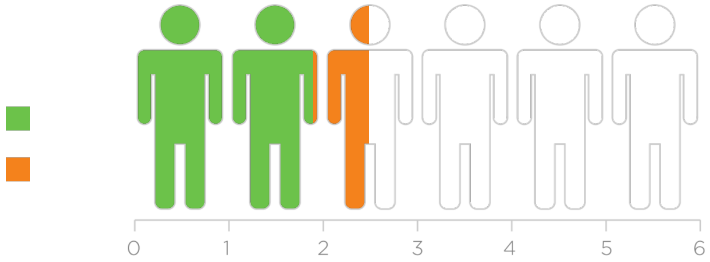
Caves, Lakes, & Corvettes



Total

2.9

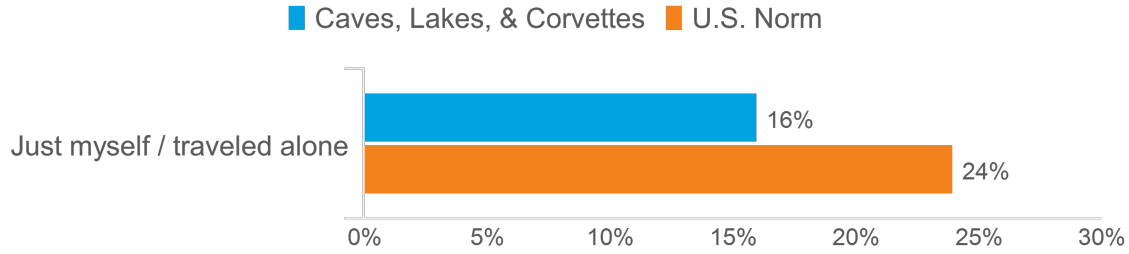
U.S. Norm



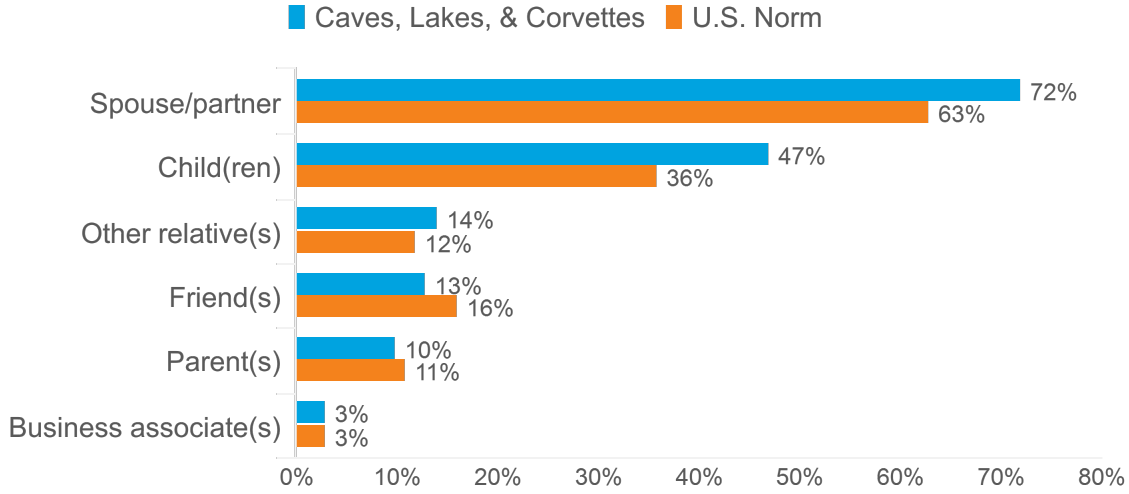
Total

2.6

Percent Who Traveled Alone



Composition of Immediate Travel Party



Caves, Lakes, & Corvettes: During Trip

Base: 2020 Day Person-Trips

Activity Groupings

Outdoor Activities

41%

U.S. Norm: 36%

Entertainment Activities

49%

U.S. Norm: 45%

Cultural Activities

20%

U.S. Norm: 17%

Sporting Activities

5%

U.S. Norm: 8%

Business Activities

6%

U.S. Norm: 10%

Activities and Experiences (Top 10)

	Caves, Lakes, & Corvettes	U.S. Norm
Shopping	26%	20%
Sightseeing	16%	13%
Landmark/historic site	12%	8%
Local parks/playgrounds	11%	6%
Hiking/backpacking	10%	7%
Nature tours/wildlife viewing/birding	10%	5%
Attending celebration	10%	9%
Camping	9%	3%
Museum	8%	5%
Fishing	7%	5%

Caves, Lakes, & Corvettes: During Trip

Base: 2020 Day Person-Trips

Shopping Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
Outlet/mall shopping	**51%**	**49%**
Big box stores (Walmart, Costco)	**35%**	**31%**
Convenience/grocery shopping	**23%**	**28%**
Antiquing	**19%**	**12%**
Boutique shopping	**16%**	**21%**
Souvenir shopping	**16%**	**20%**

Base is the 26% of travelers who shopped on their trip.

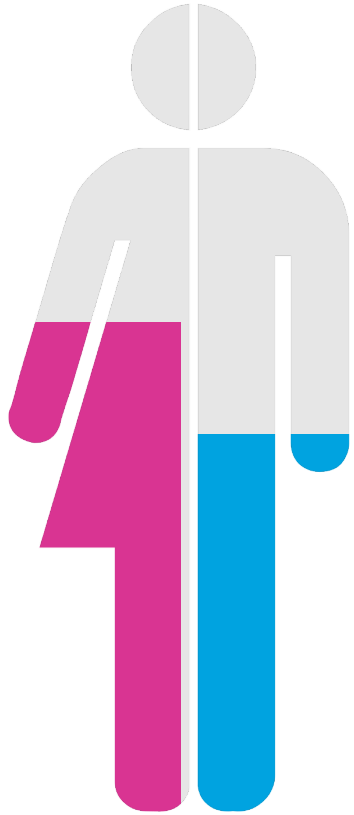
Dining Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
Unique/local food	**41%**	**34%**
Picnicking	**18%**	**14%**
Food delivery service (UberEATS, DoorDash, etc.)	**13%**	**12%**
Street food/food trucks	**9%**	**15%**
Fine/upscale dining	**9%**	**12%**
Gastropubs	**4%**	**5%**

Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2020 Day Person-Trips

Gender



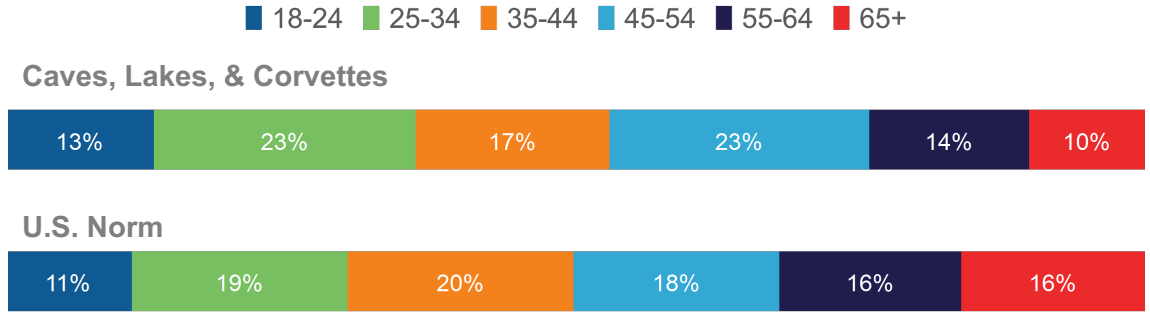
Female
56%

U.S. Norm
49%

Male
44%

U.S. Norm
51%

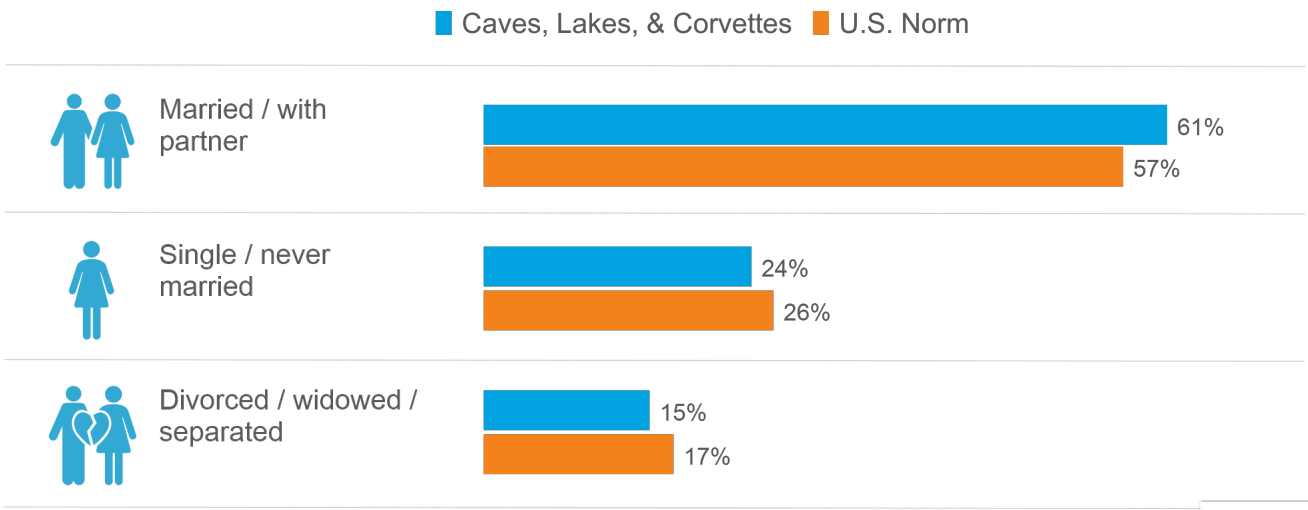
Age



Average Age
43.2

Average Age
45.8

Marital Status



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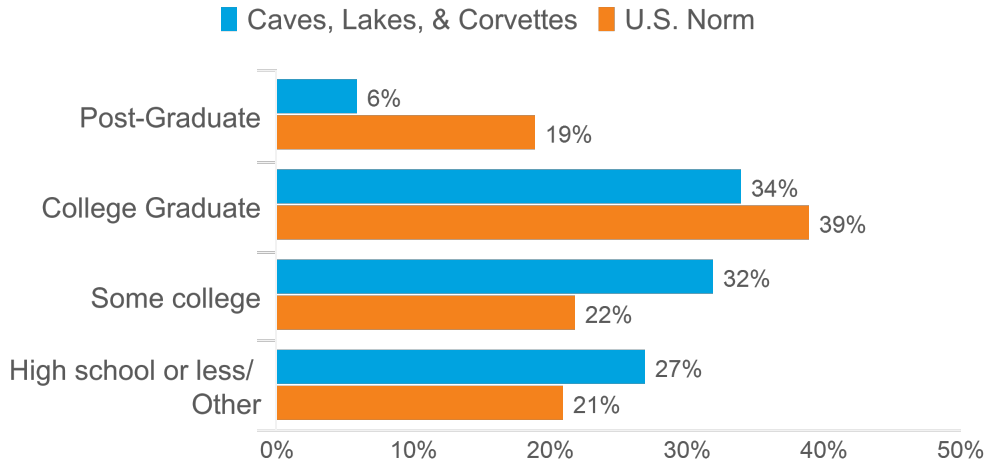
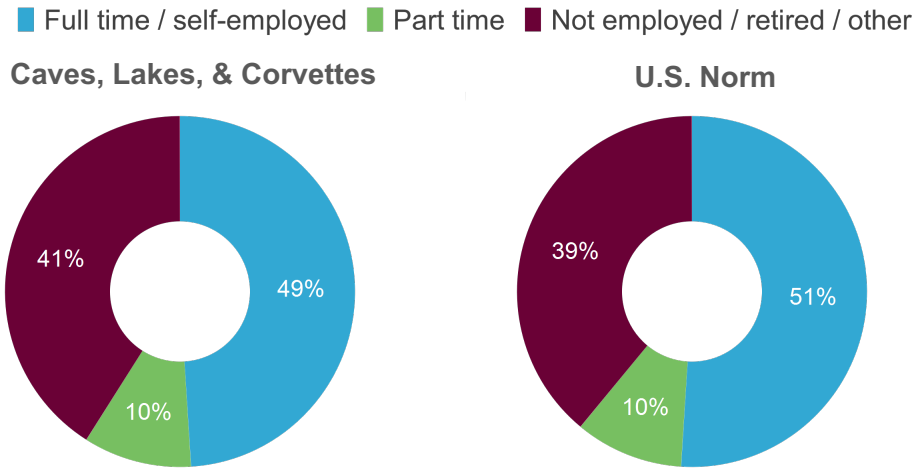
Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2020 Day Person-Trips

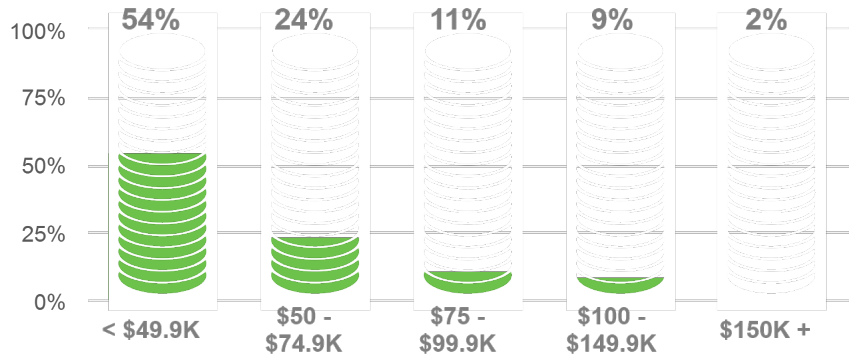
Education



Employment

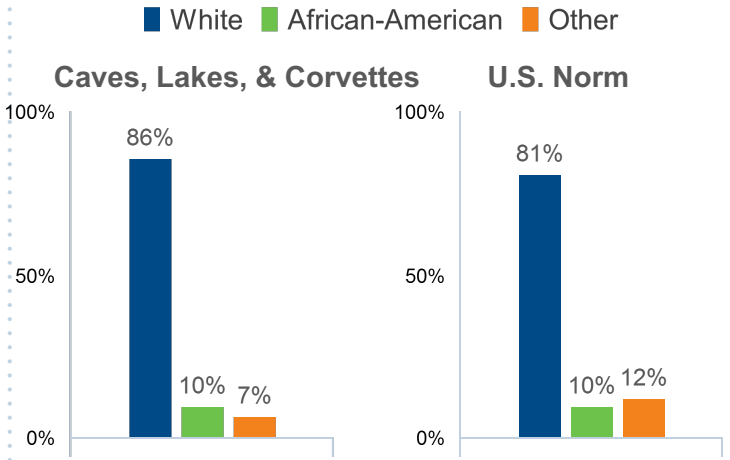


Household Income

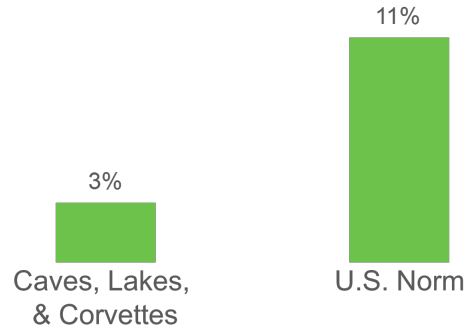


	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
U.S. Norm	44%	21%	14%	15%	6%

Race



Hispanic Background



Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2020 Day Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	15%	33%	19%	18%	15%
U.S. Norm	22%	34%	18%	14%	12%

Children in Household

Caves, Lakes, & Corvettes	
No children under 18	50%
Any 13-17	24%
Any 6-12	23%
Any child under 6	21%

U.S. Norm	
No children under 18	56%
Any 13-17	21%
Any 6-12	24%
Any child under 6	16%