



Travel USA Visitor Profile

Daniel Boone Country



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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2019 and 2020 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2020 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.
- 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.

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:



Day Base Size

349

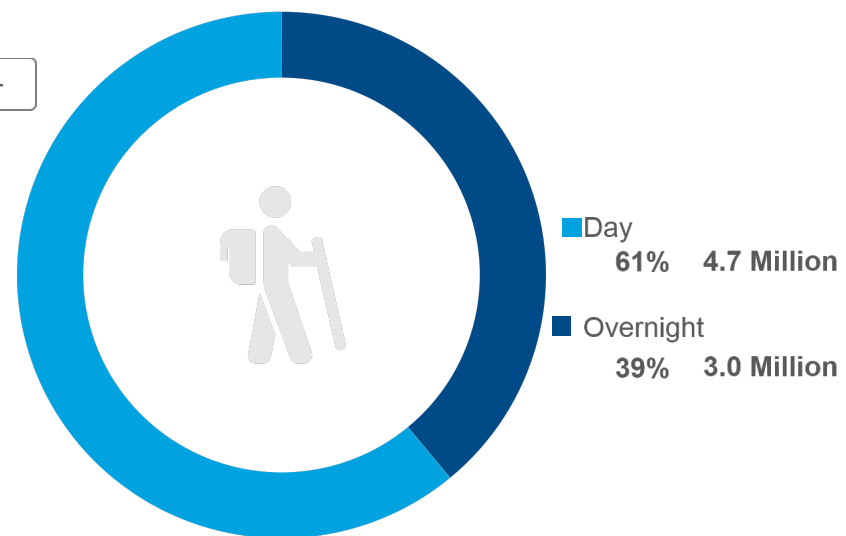
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Daniel Boone Country 2020 Domestic Travel Market

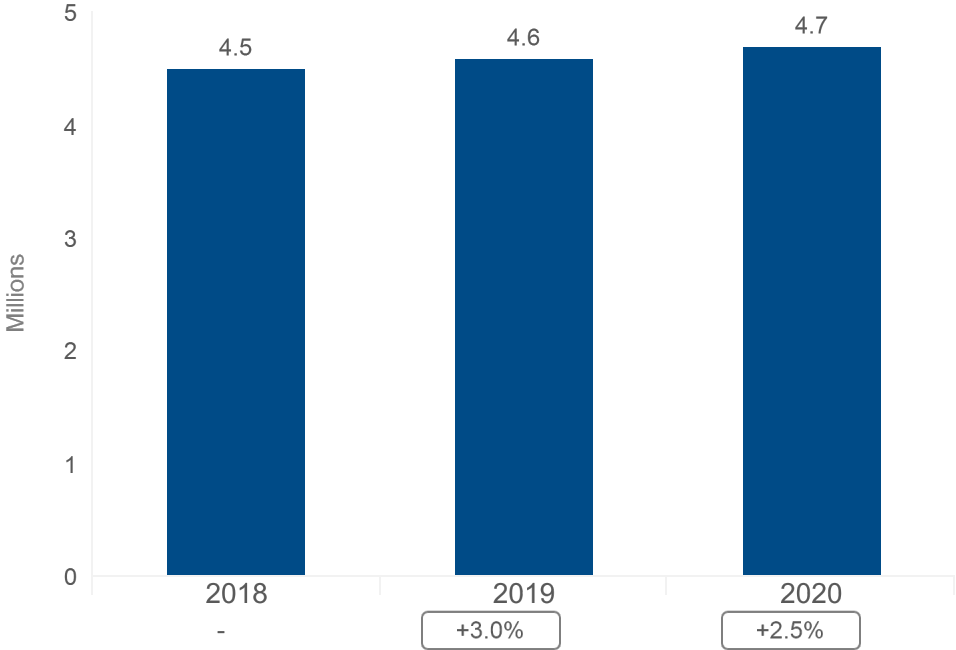
Total Person-Trips

7.7 Million

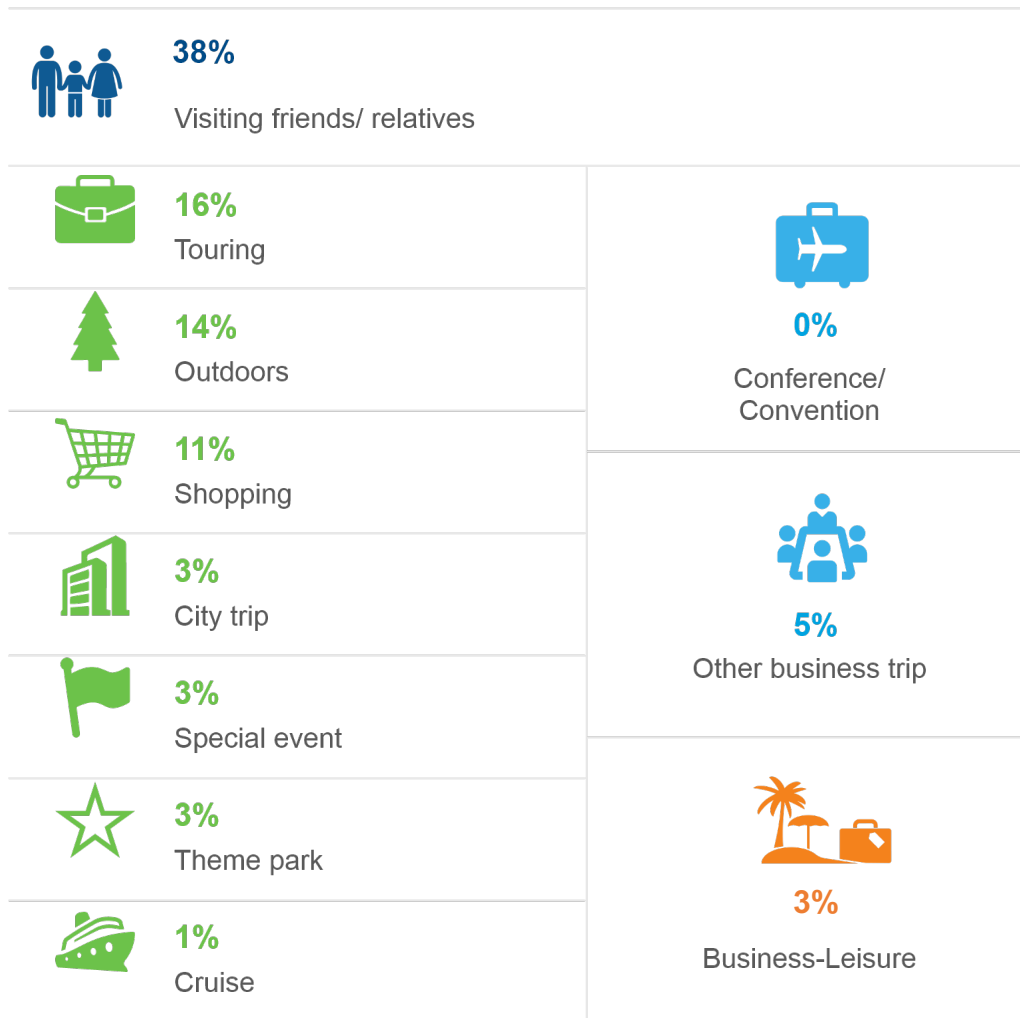
+9.9% vs. last year



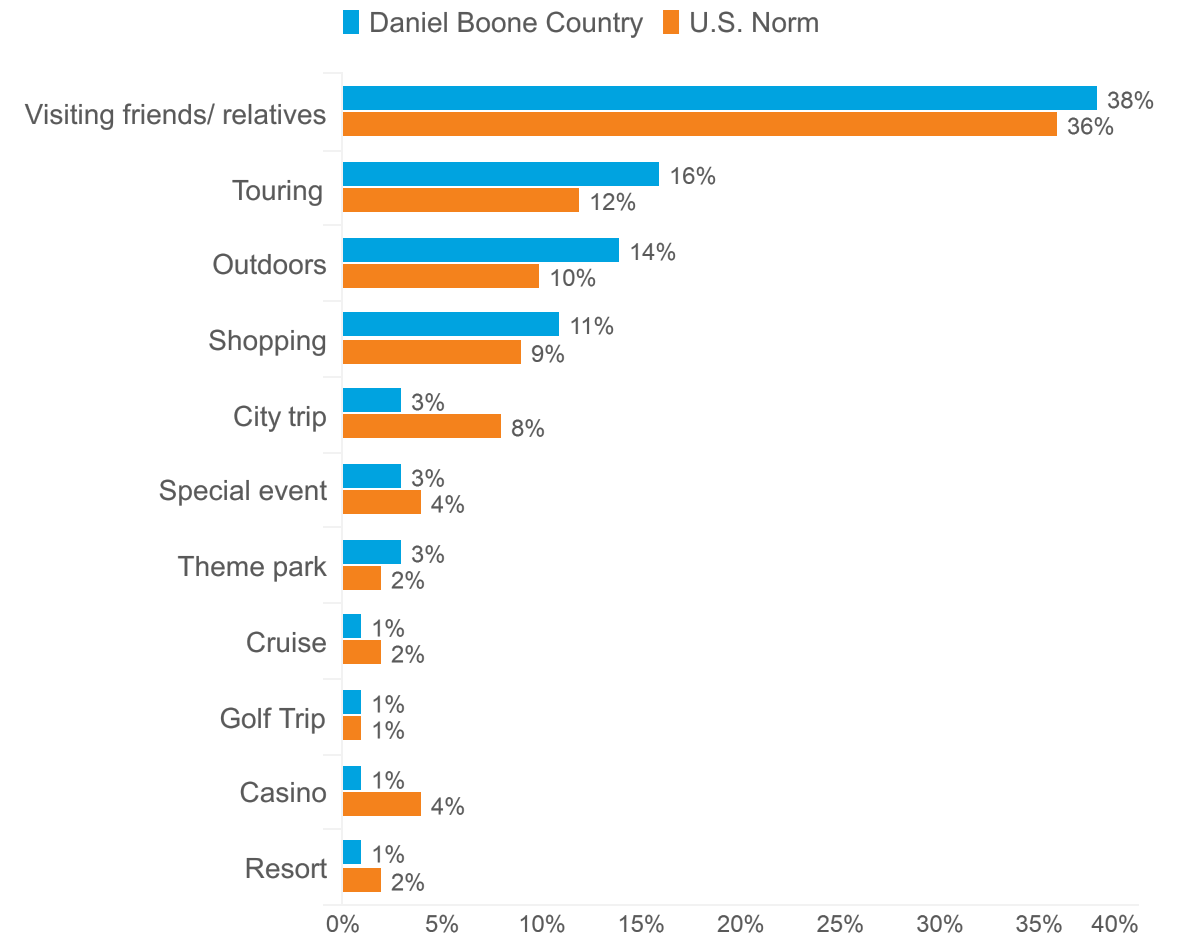
Day Trips to Daniel Boone Country



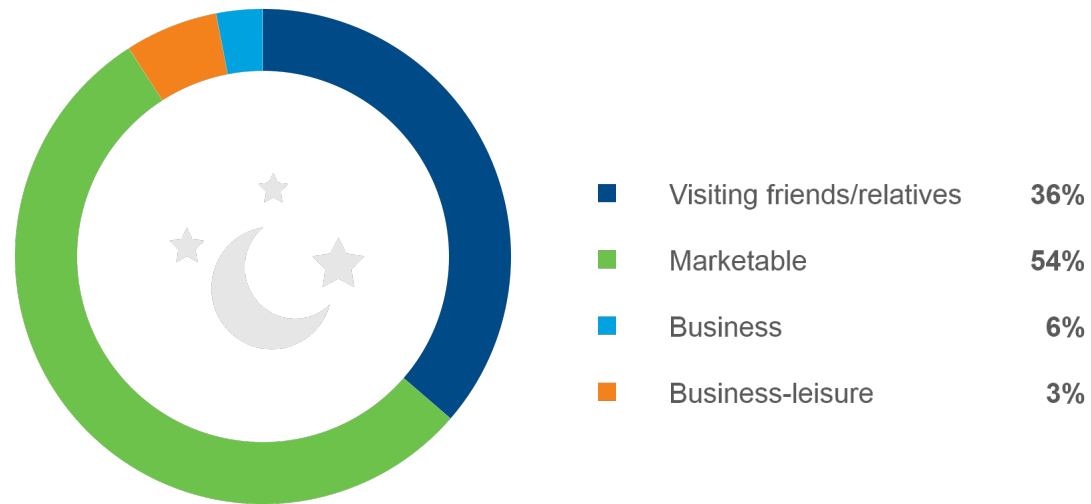
Main Purpose of Trip



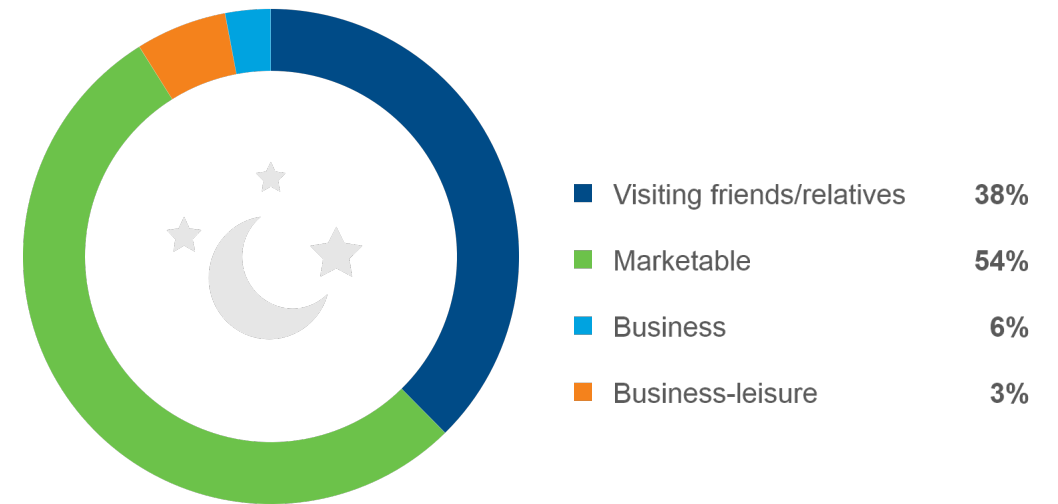
Main Purpose of Leisure Trip



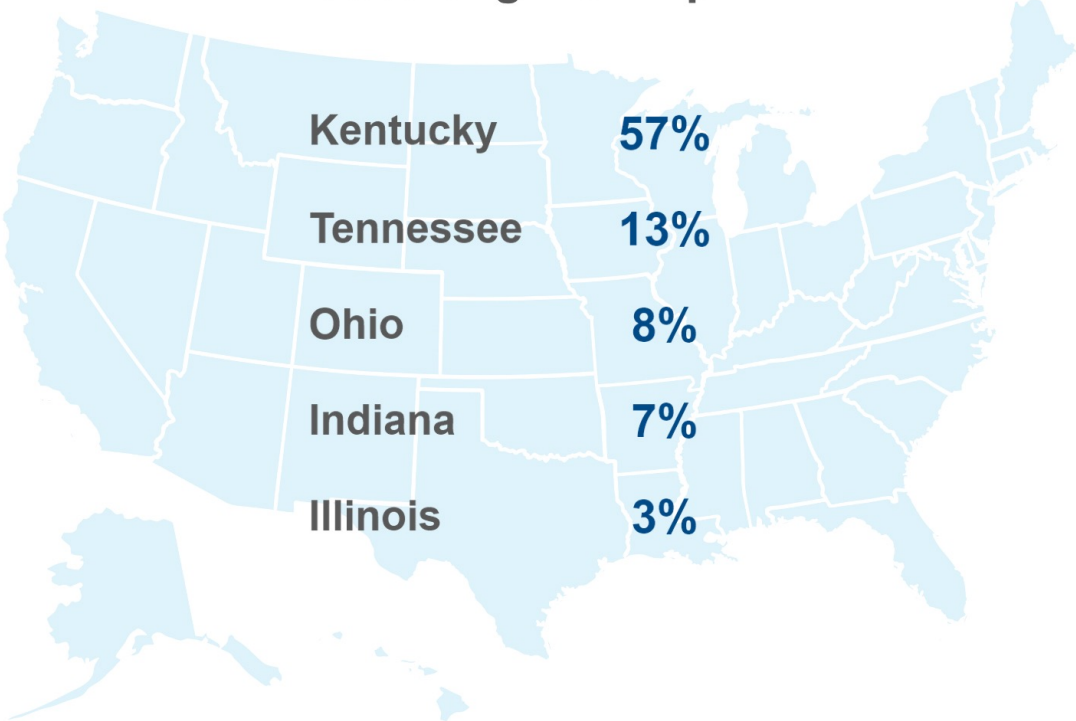
2020 U.S. Day Trips



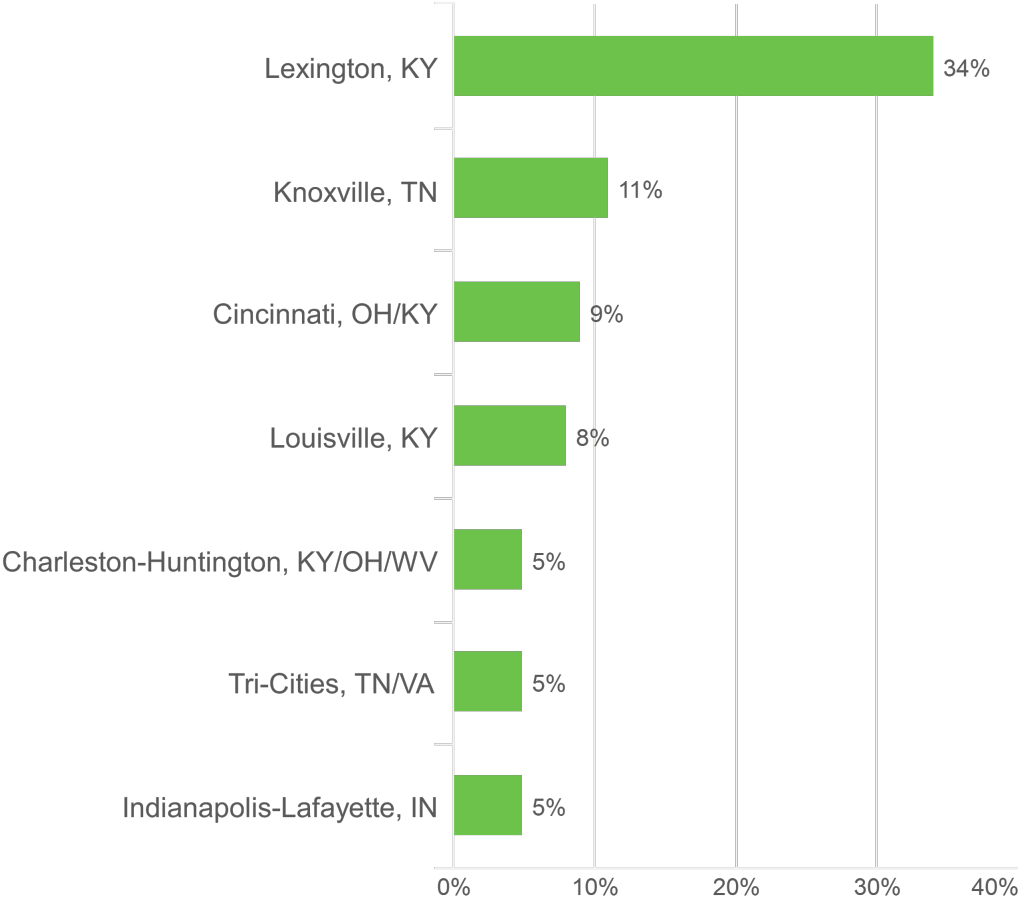
Daniel Boone Country Day Trips



State Origin Of Trip

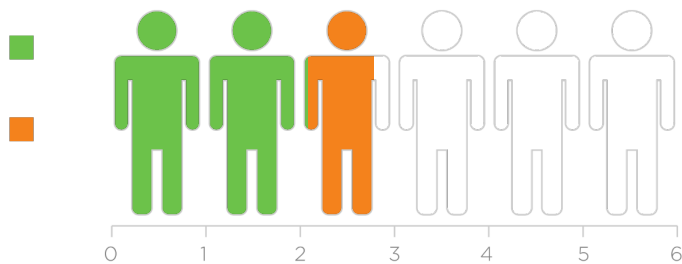


DMA Origin Of Trip



Size of Travel Party

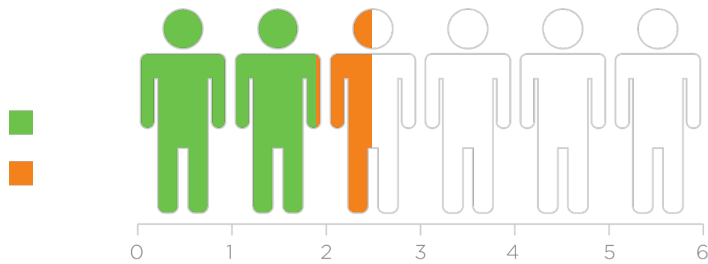
Daniel Boone Country



Total
2.9

Average number of people

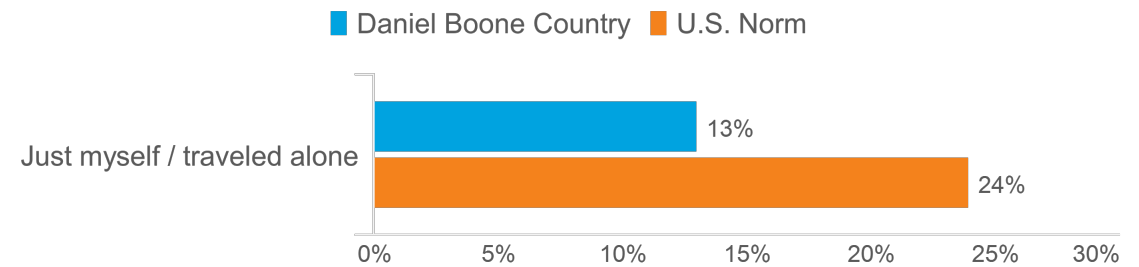
U.S. Norm



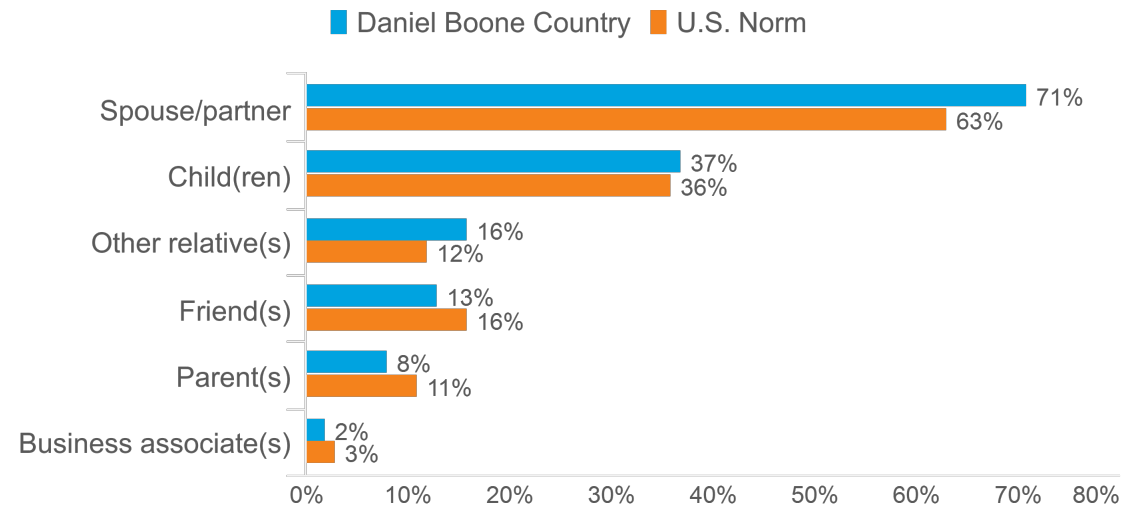
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities









U.S. Norm: 10%

Activities and Experiences (Top 10)







	Daniel Boone Country	U.S. Norm
Sightseeing	23%	13%
Landmark/historic site	19%	8%
Hiking/backpacking	19%	7%
Shopping	16%	20%
National/state park	15%	6%
Nature tours/wildlife viewing/birding	10%	5%
Camping	10%	3%
Fishing	10%	5%
Local parks/playgrounds	9%	6%
Attending celebration	8%	9%

Shopping Types on Trip

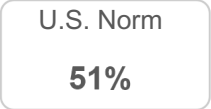
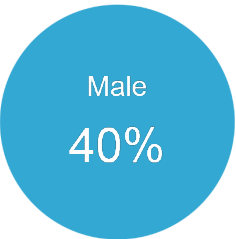
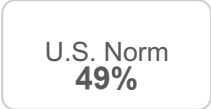
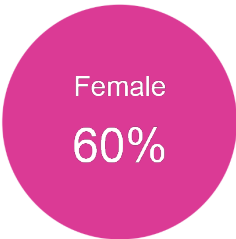
	Daniel Boone Country	U.S. Norm
 Big box stores (Walmart, Costco)	48%	31%
 Convenience/grocery shopping	39%	28%
 Outlet/mall shopping	37%	49%
 Boutique shopping	18%	21%
 Souvenir shopping	16%	20%
 Antiquing	14%	12%

Base is the 16% of travelers who shopped on their trip.

Dining Types on Trip

	Daniel Boone Country	U.S. Norm
 Unique/local food	36%	34%
 Picnicking	23%	14%
 Street food/food trucks	9%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	8%	12%
 Fine/upscale dining	5%	12%
 Gastropubs	2%	5%

Gender



Age

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

Daniel Boone Country

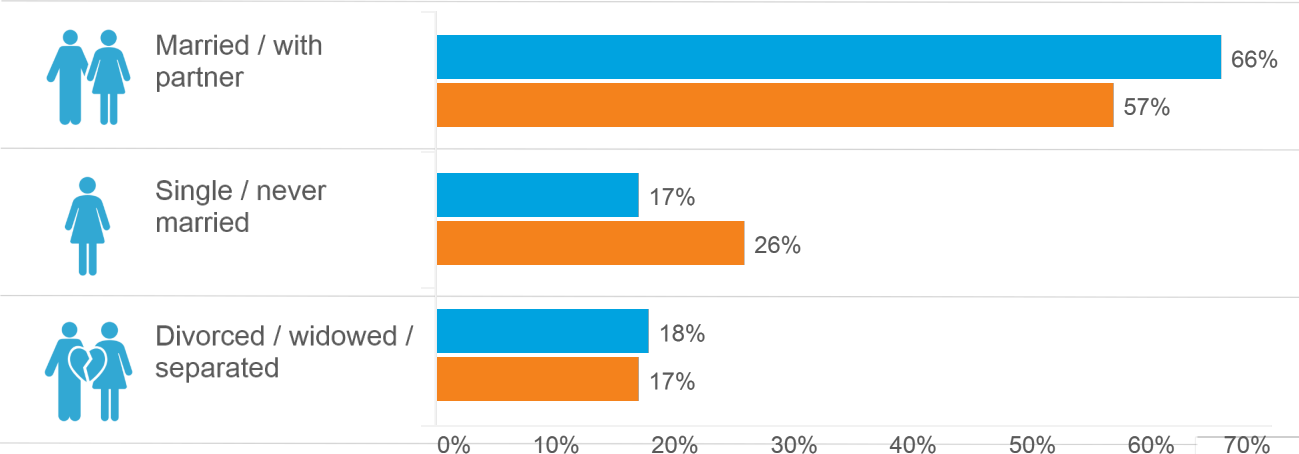


U.S. Norm



Marital Status

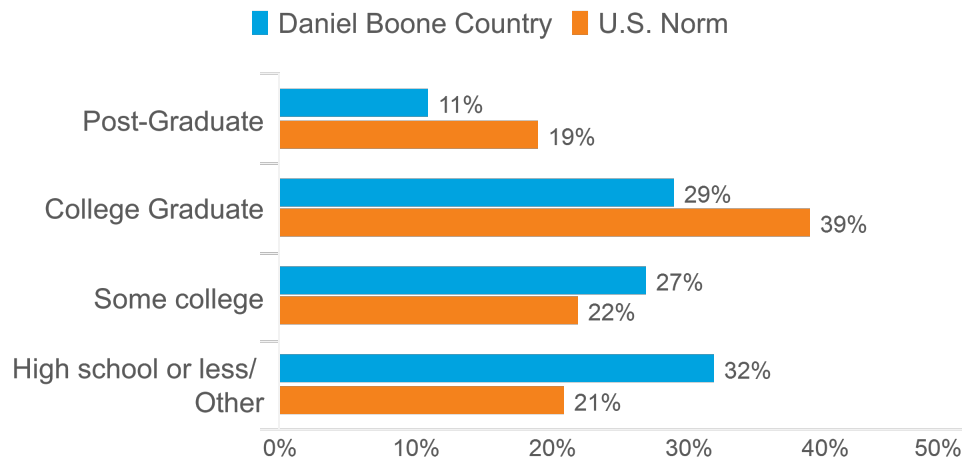
Daniel Boone Country U.S. Norm



Demographic Profile of Day Daniel Boone Country Visitors

Base: 2019/2020 Day Person-Trips

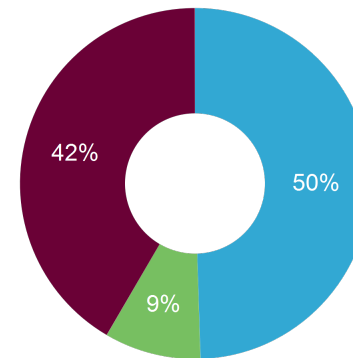
Education



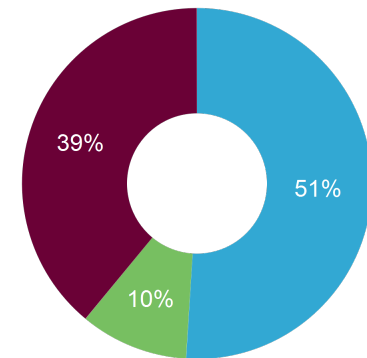
Employment

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

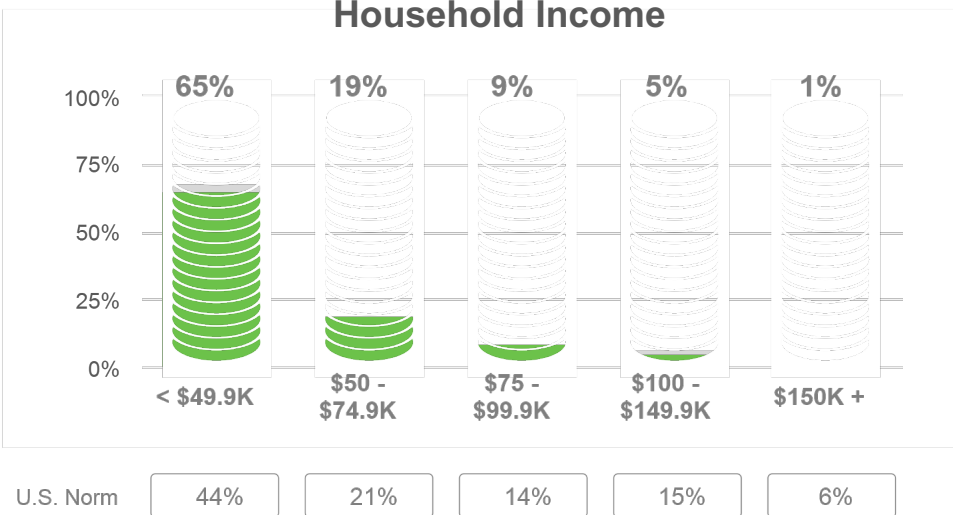
Daniel Boone Country



U.S. Norm



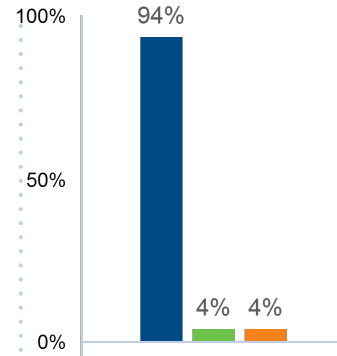
Household Income



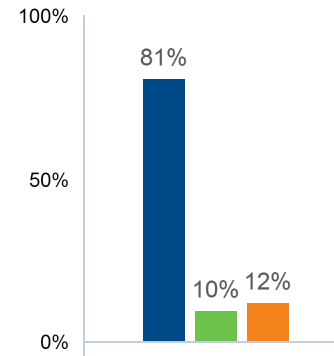
Race

■ White ■ African-American ■ Other

Daniel Boone Country



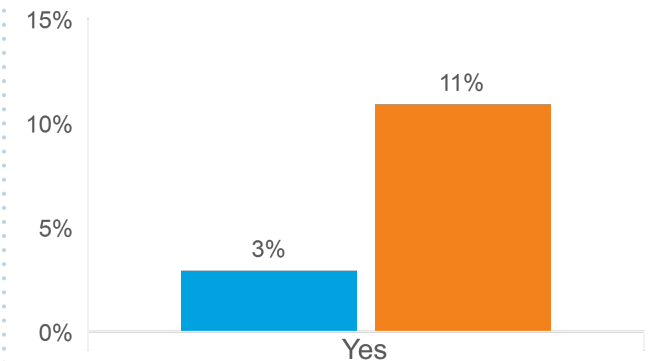
U.S. Norm



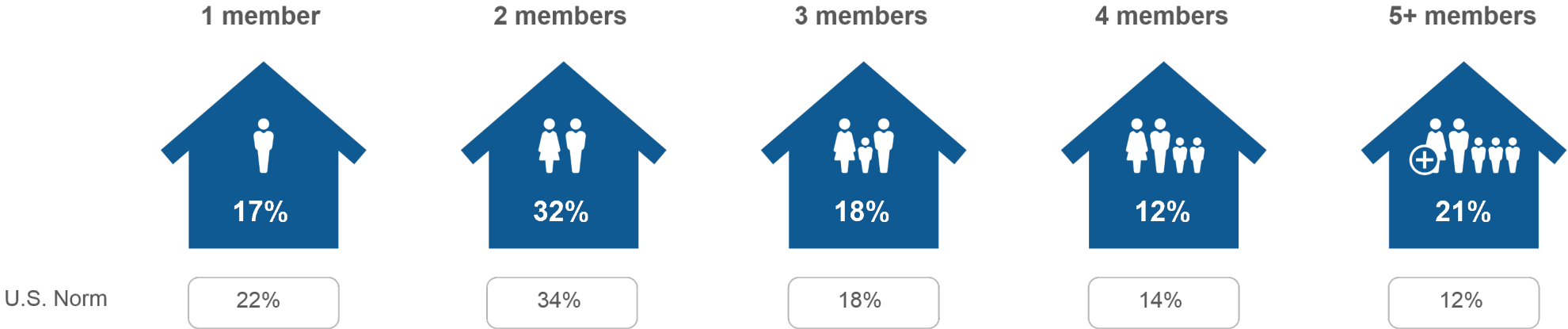
Question updated in 2020, 2020 data only

Hispanic Background

■ Daniel Boone Country ■ U.S. Norm



Household Size



Children in Household

