



Travel USA Visitor Profile

Overnight Visitation

2021

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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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away 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:



Overnight Base Size

2,760

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

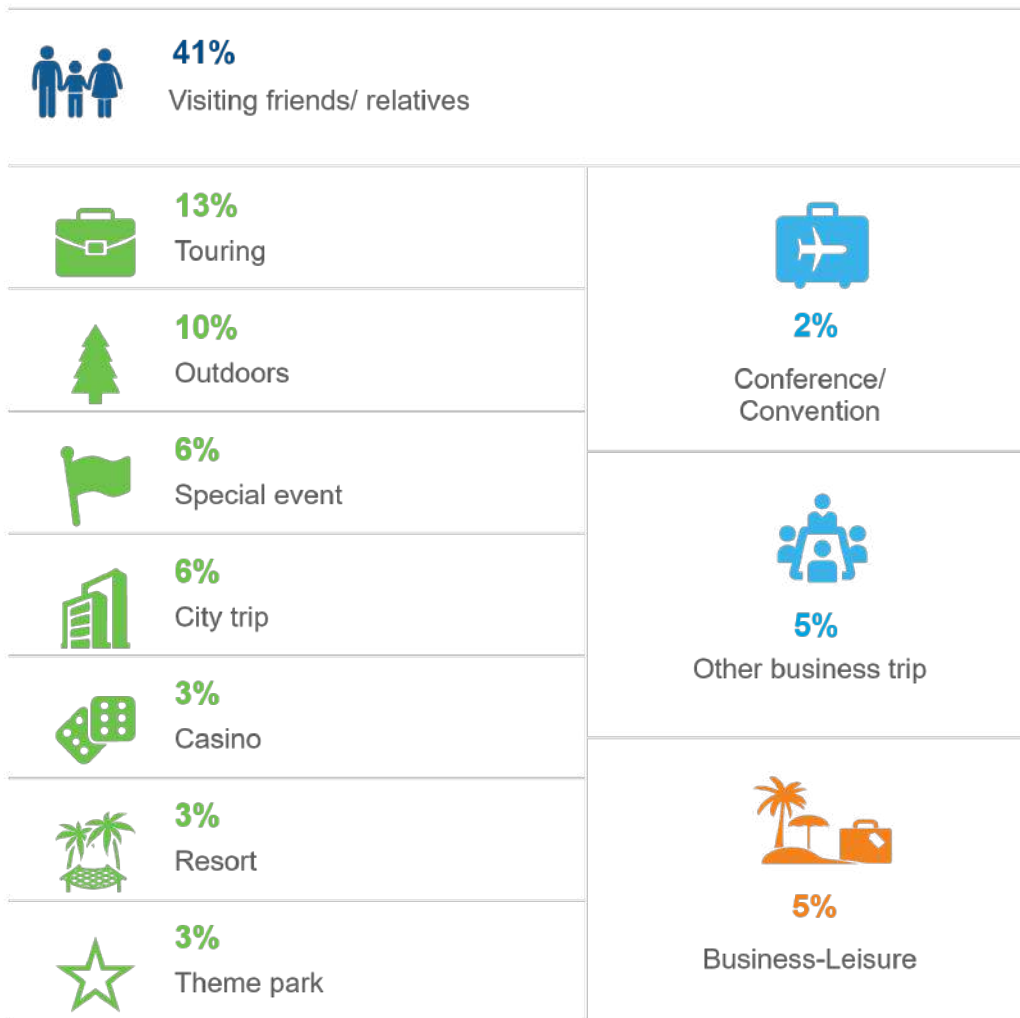
Overnight Visitation - Kentucky

2021

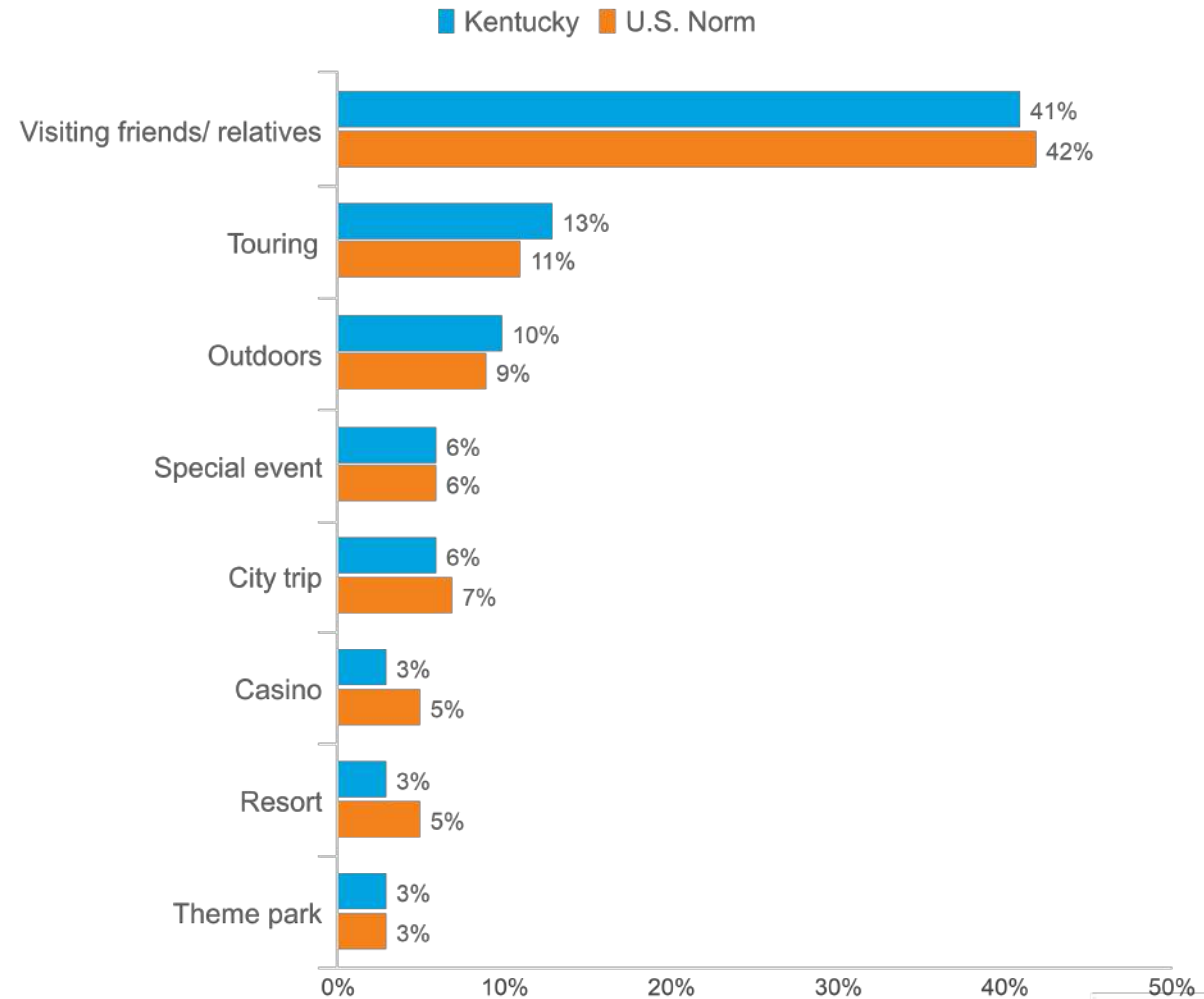
Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

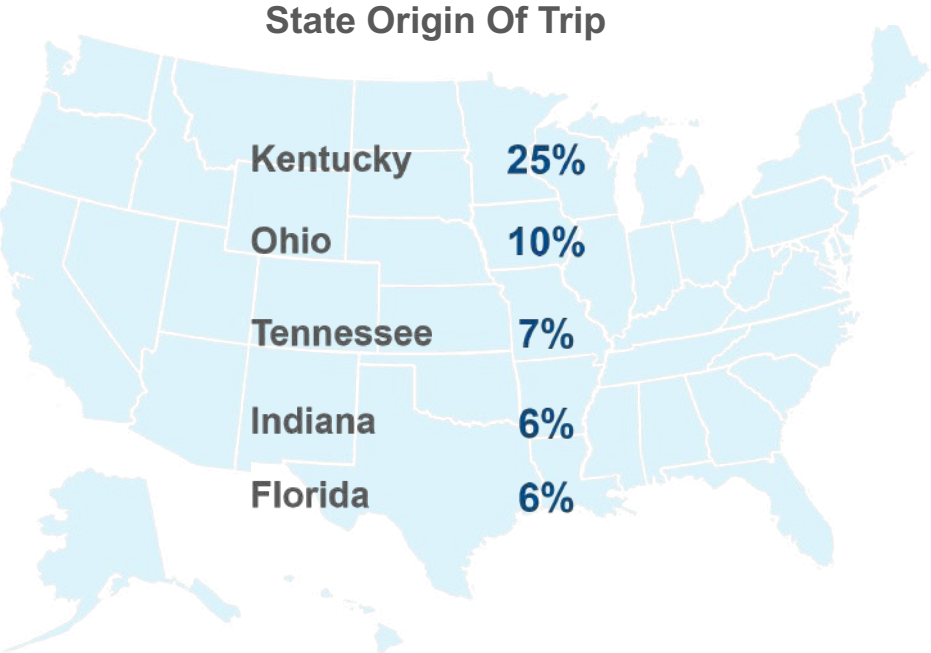
2021 Kentucky Overnight Trips



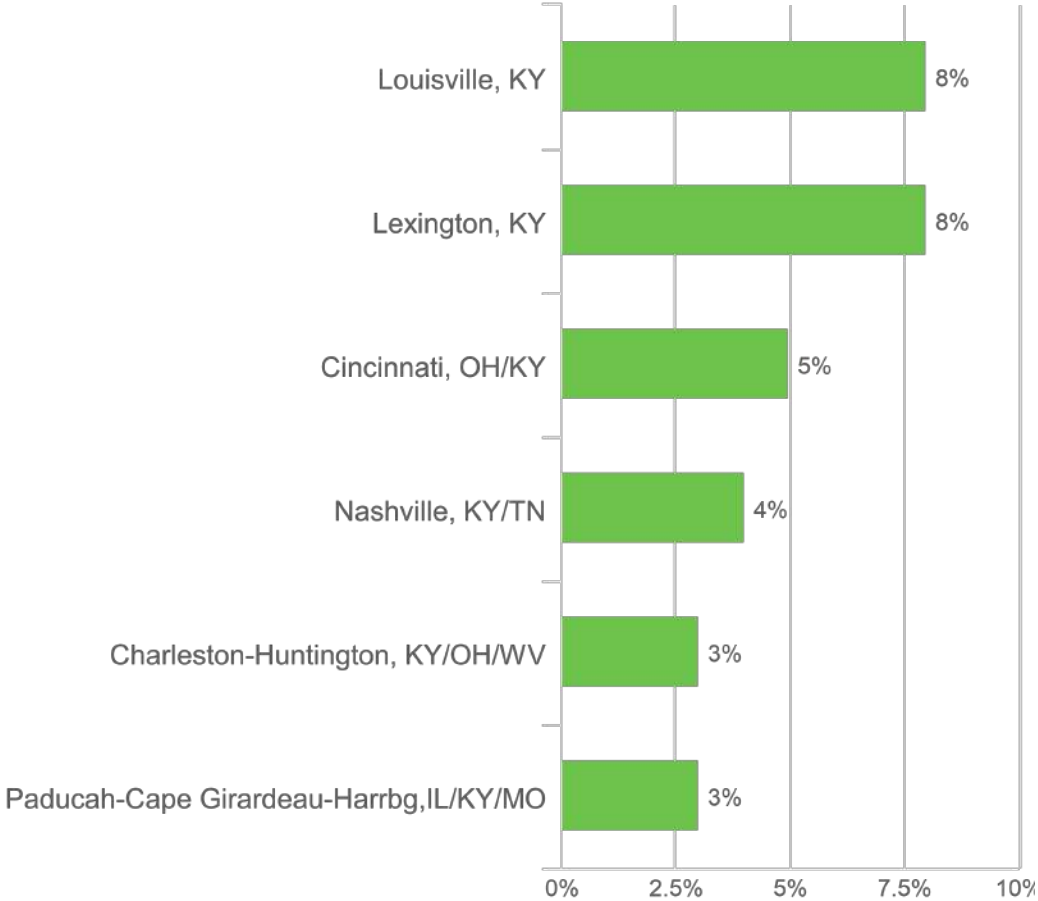
■ Visiting friends/relatives	41%
■ Marketable	47%
■ Business	7%
■ Business-leisure	5%

Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

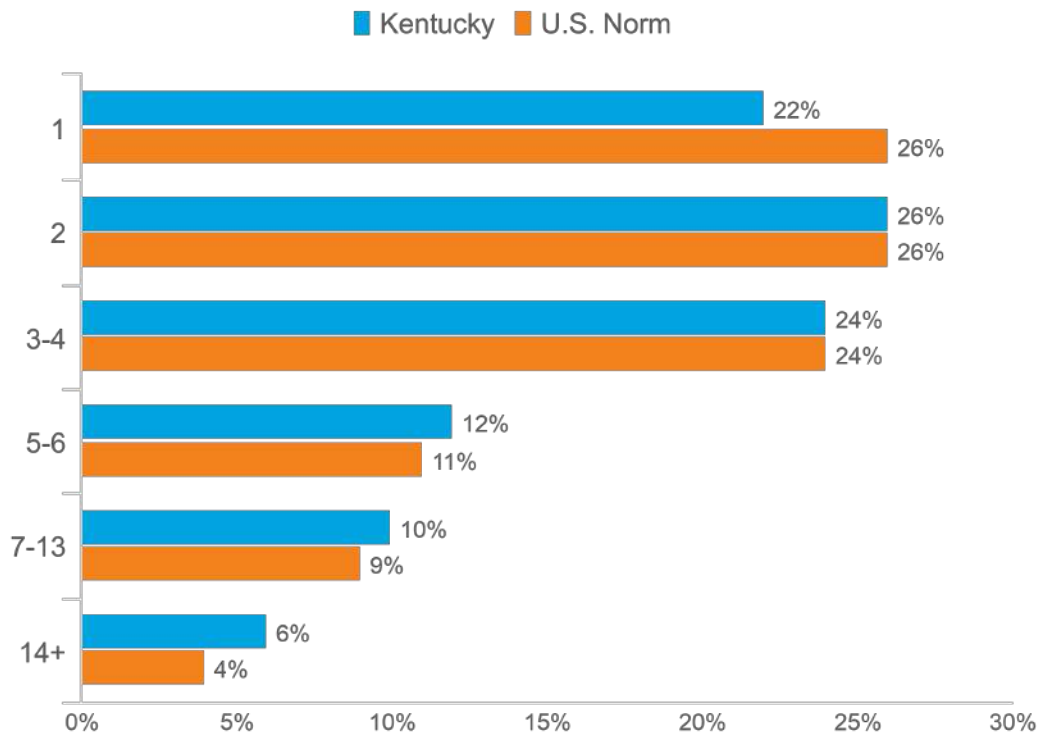


DMA Origin Of Trip



Season of Trip Total Overnight Person-Trips

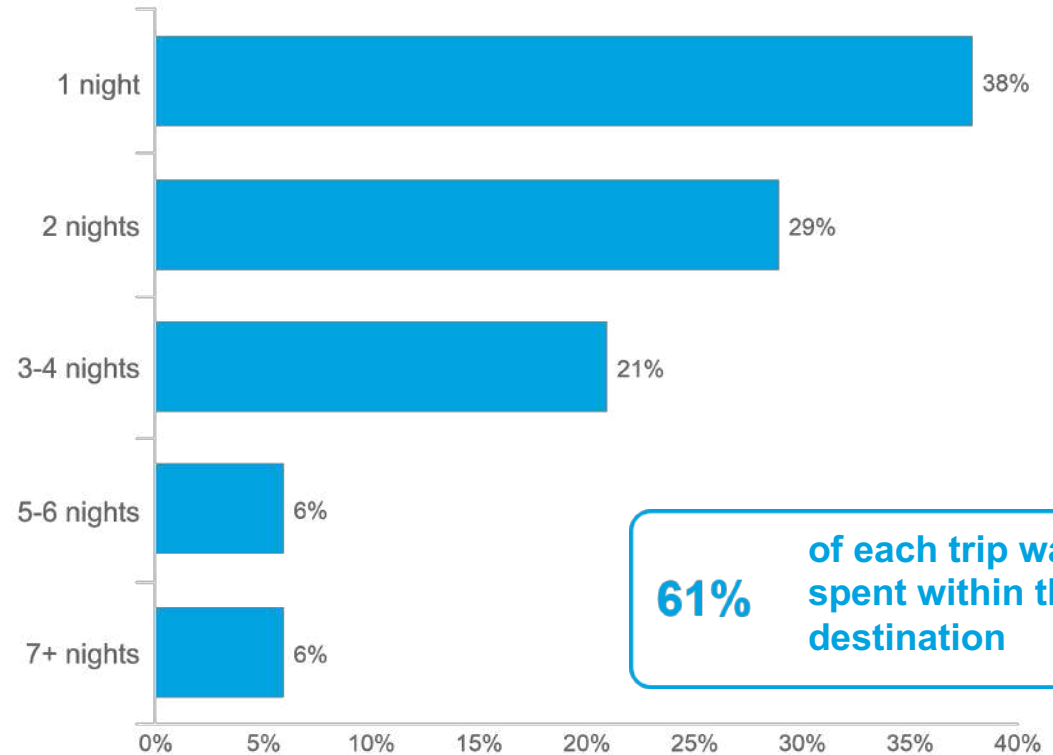
Total Nights Away on Trip



Kentucky
4.4
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Kentucky



61% of each trip was spent within the destination

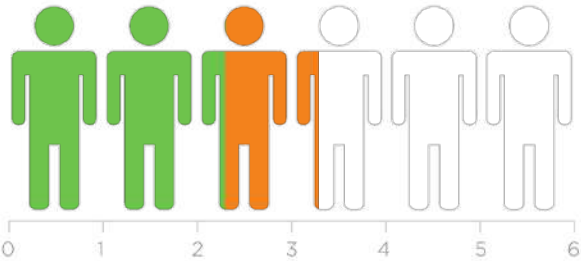
Average number of nights
2.7

Average last year
3.0

Size of Travel Party

■ Adults ■ Children

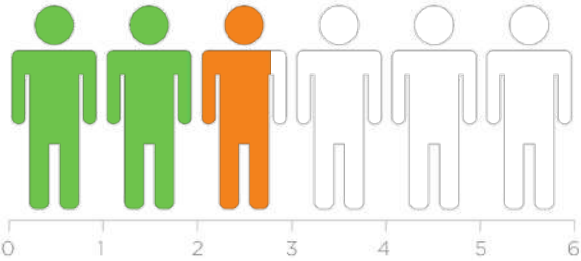
Kentucky



Total
3.3

Average number of people

U.S. Norm

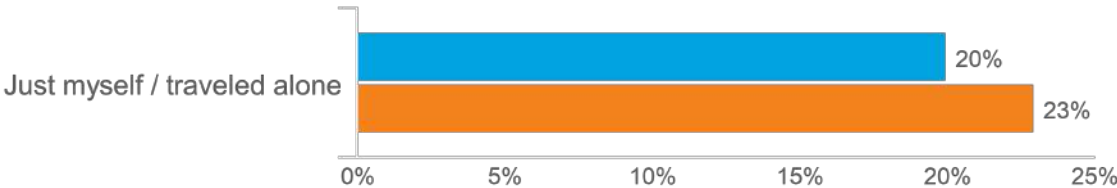


Total
2.9

Average number of people

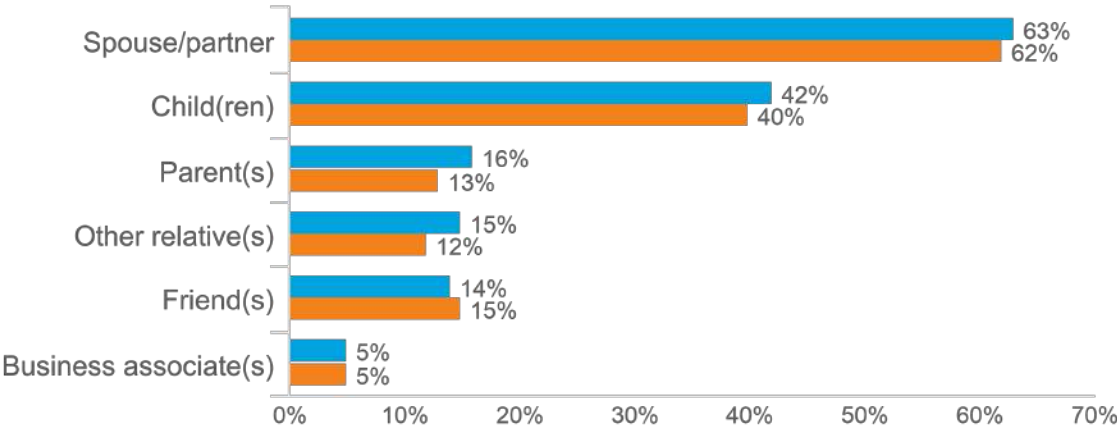
Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



Composition of Immediate Travel Party

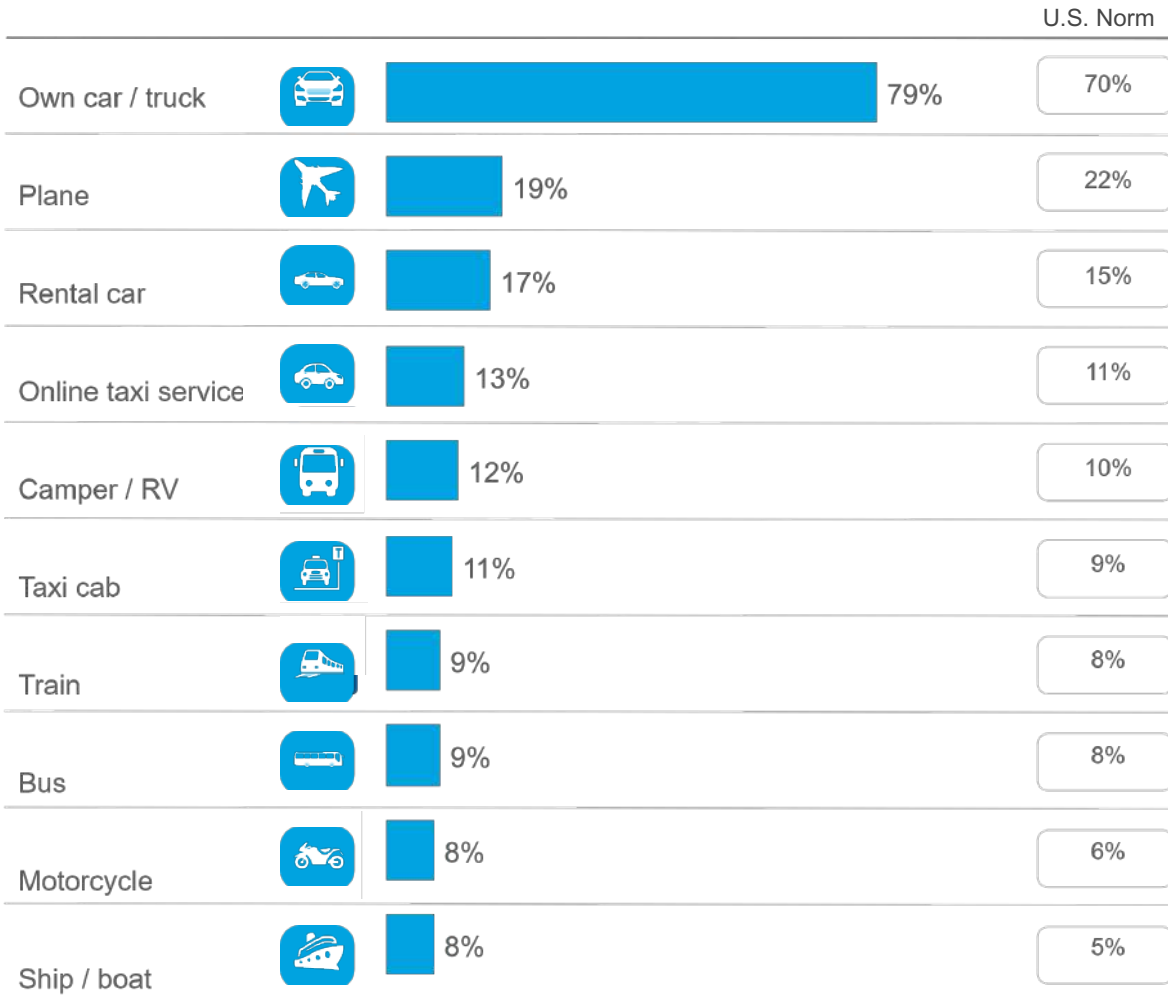
■ Kentucky ■ U.S. Norm



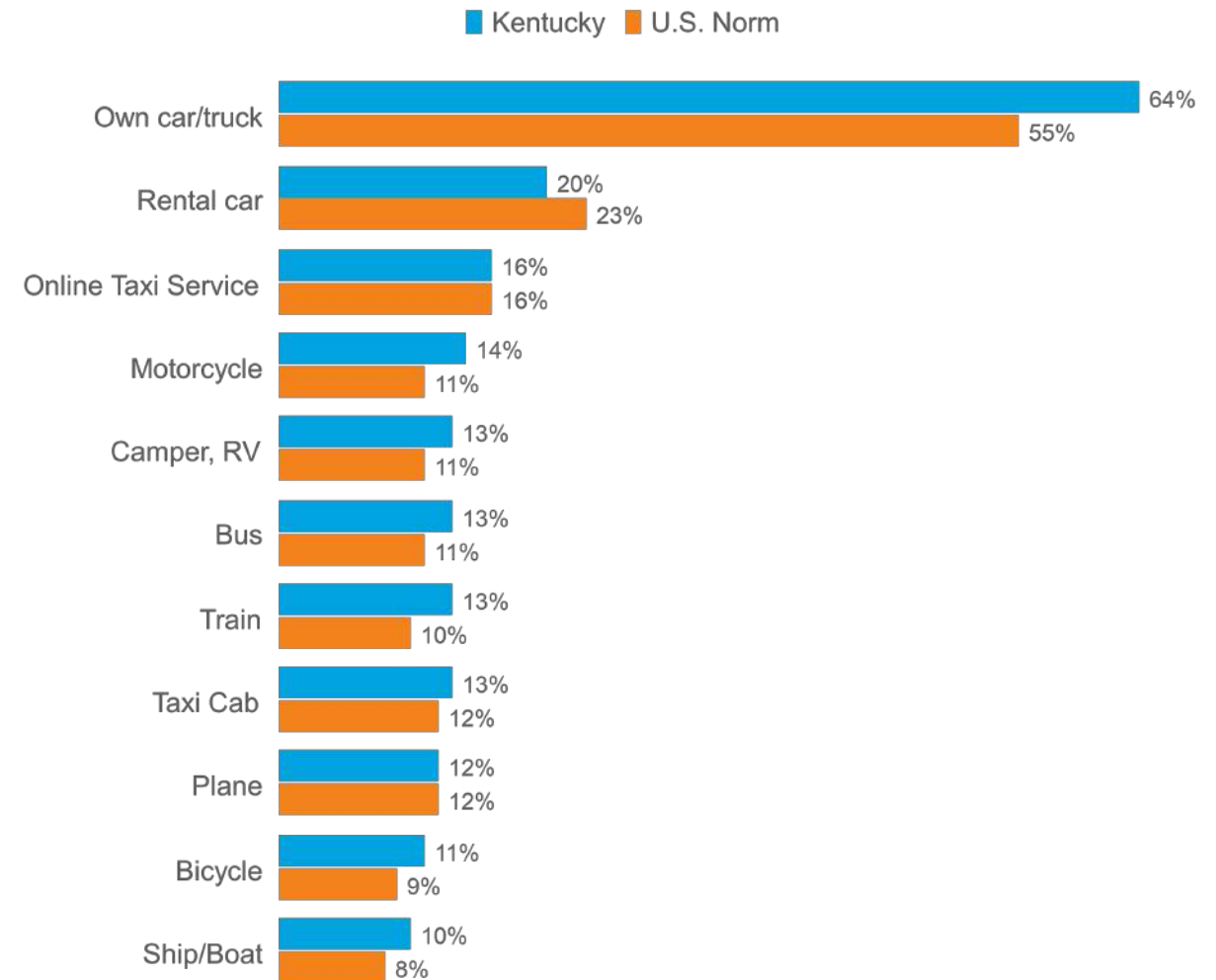
Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

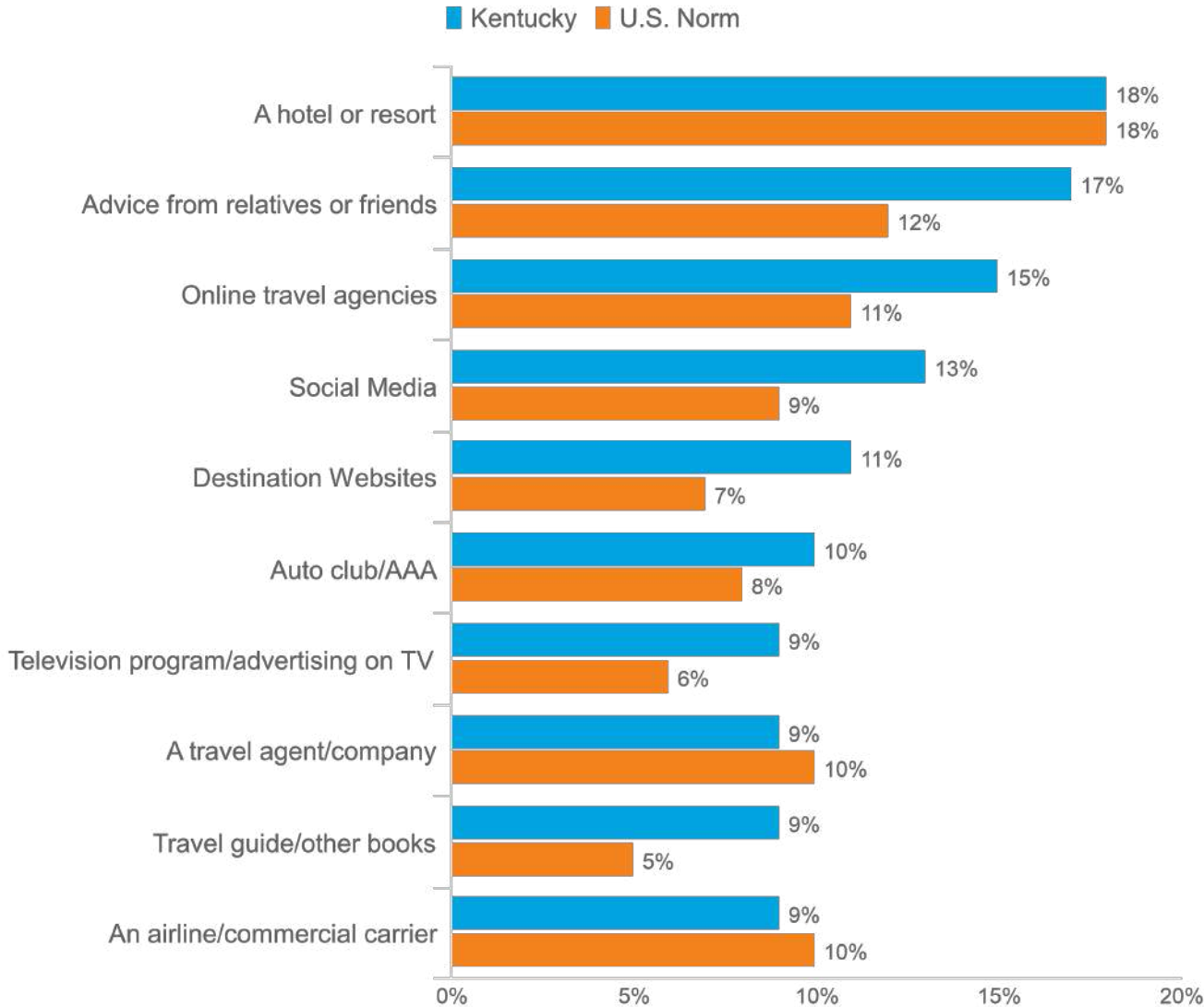
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



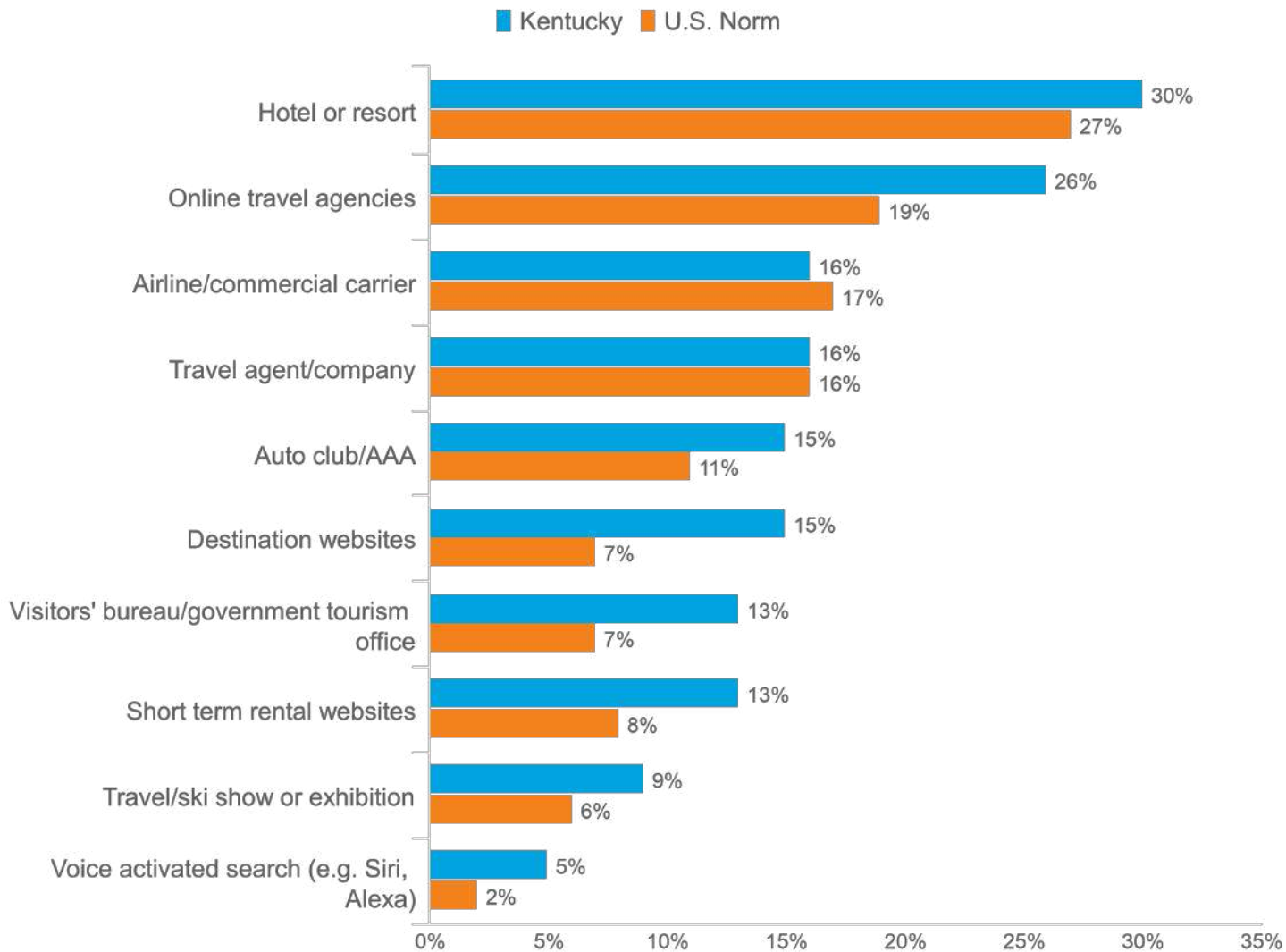
Length of Trip Planning

	Kentucky	U.S. Norm
1 month or less	29%	30%
2 months	15%	15%
3-5 months	18%	18%
6-12 months	13%	14%
More than 1 year in advance	4%	6%
Did not plan anything in advance	20%	17%








Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

	Kentucky	U.S. Norm
 Hotel	44%	38%
 Home of friends / relatives	21%	19%
 Motel	18%	13%
 Bed & breakfast	12%	8%
 Resort hotel	11%	12%
 Campground / RV park	10%	6%
 Rented home / condo / apartment	9%	6%

Activity Groupings

Outdoor Activities



51%

U.S. Norm: 48%

Entertainment Activities



58%

U.S. Norm: 55%

Cultural Activities



36%

U.S. Norm: 29%

Sporting Activities



28%

U.S. Norm: 24%





Business Activities









23%

U.S. Norm: 18%

Activities and Experiences (Top 10)







	Kentucky	U.S. Norm
 Shopping	24%	22%
 Sightseeing	20%	16%
 Attending celebration	18%	13%
 Landmark/historic site	16%	11%
 Museum	15%	10%
 Swimming	13%	12%
 Bar/nightclub	12%	11%
 Local parks/playgrounds	12%	9%
 Business meeting	12%	8%
 National/state park	11%	7%

Shopping Types on Trip

	Kentucky	U.S. Norm
 Convenience/grocery shopping	52%	42%
 Outlet/mall shopping	51%	47%
 Big box stores (Walmart, Costco)	40%	33%
 Souvenir shopping	39%	39%
 Boutique shopping	28%	28%
 Antiquing	22%	13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Kentucky	U.S. Norm
 Unique/local food	44%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	21%
 Street food/food trucks	23%	21%
 Fine/upscale dining	22%	22%
 Picnicking	19%	14%
 Gastropubs	11%	10%



72%
of overnight travelers were
very satisfied with their overall
trip experience

Past Visitation to Kentucky

82% of overnight travelers to
Kentucky are repeat visitors

58% of overnight travelers to Kentucky
had visited before in the past 12
months



Friendliness of people



Sightseeing/attractions



Quality of food



Quality of accommodations



Safety/security



Cleanliness



Music/nightlife/entertainment

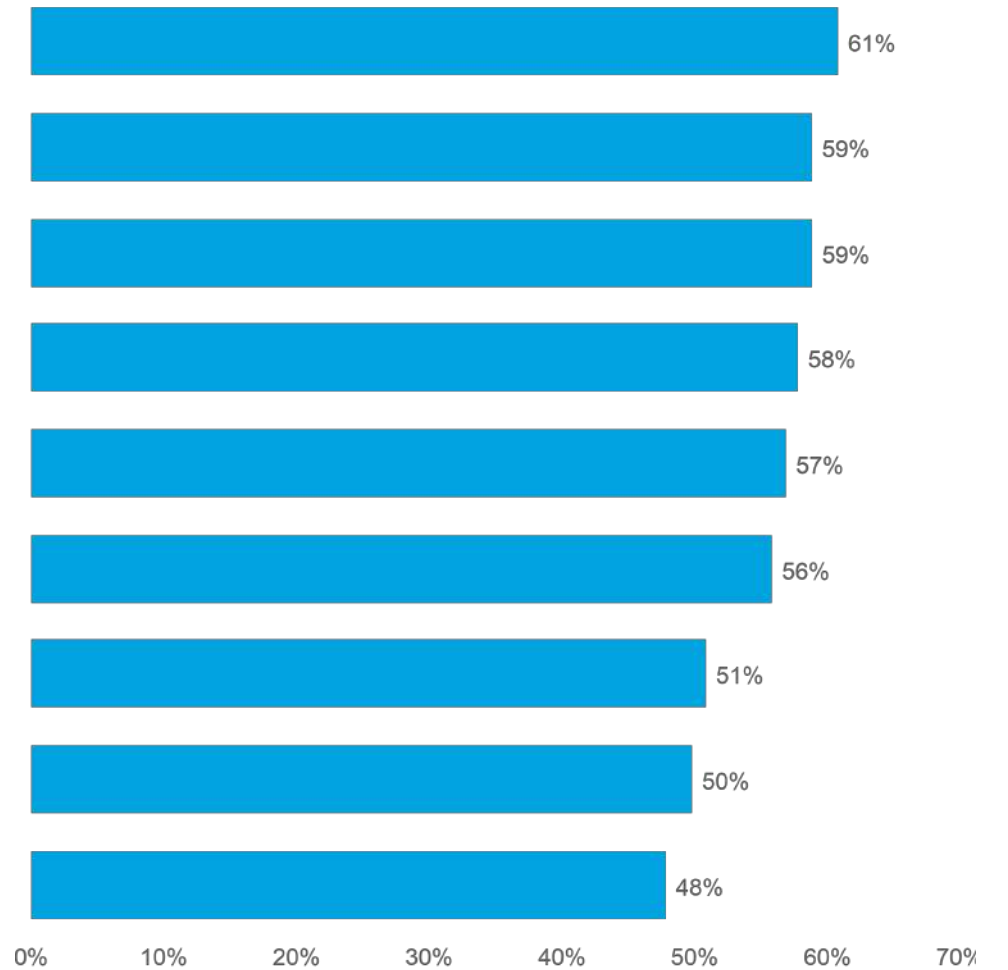


Value for money



Public transportation

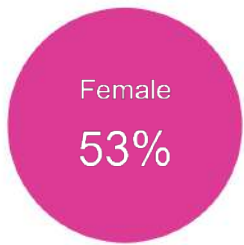
% Very Satisfied with Trip



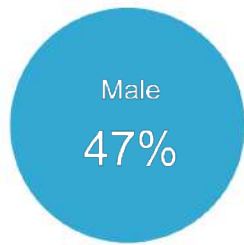
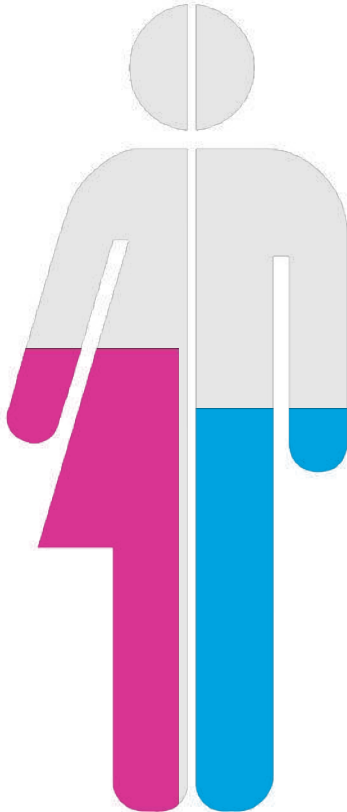
Demographic Profile of Overnight Kentucky Visitors

Base: 2021 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Kentucky



Average Age
42.8

U.S. Norm



Average Age
43.7

Marital Status

■ Kentucky ■ U.S. Norm



Married / with partner



Single / never married



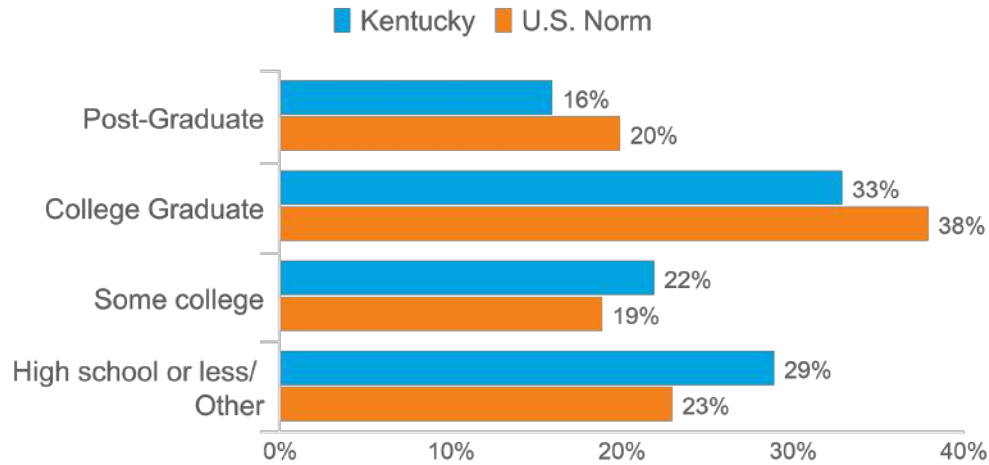
Divorced / widowed / separated



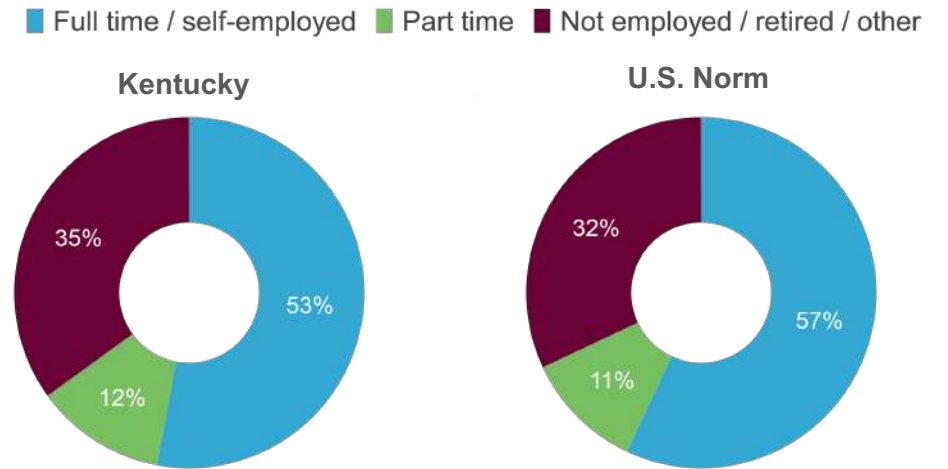
Demographic Profile of Overnight Kentucky Visitors

Base: 2021 Overnight Person-Trips

Education



Employment

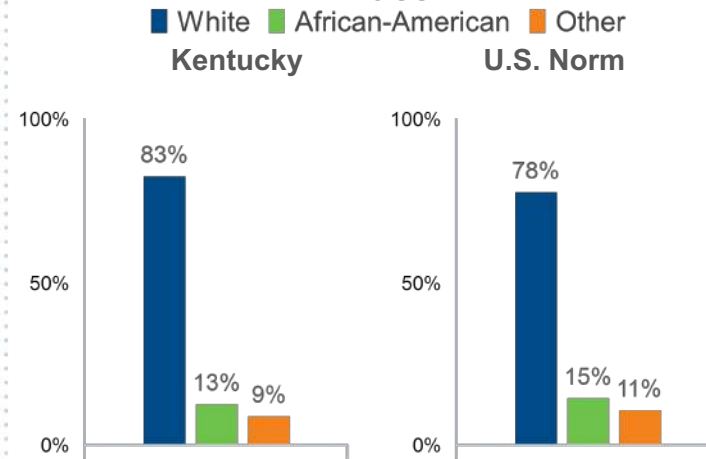


Household Income

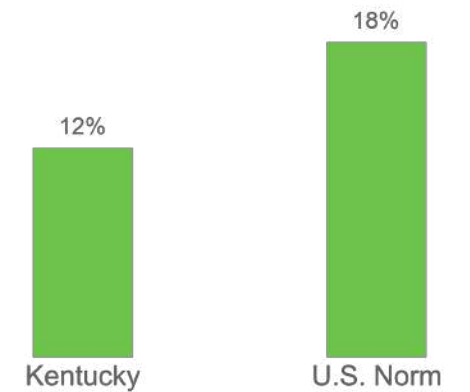


U.S. Norm: 41%, 20%, 15%, 17%, 8%

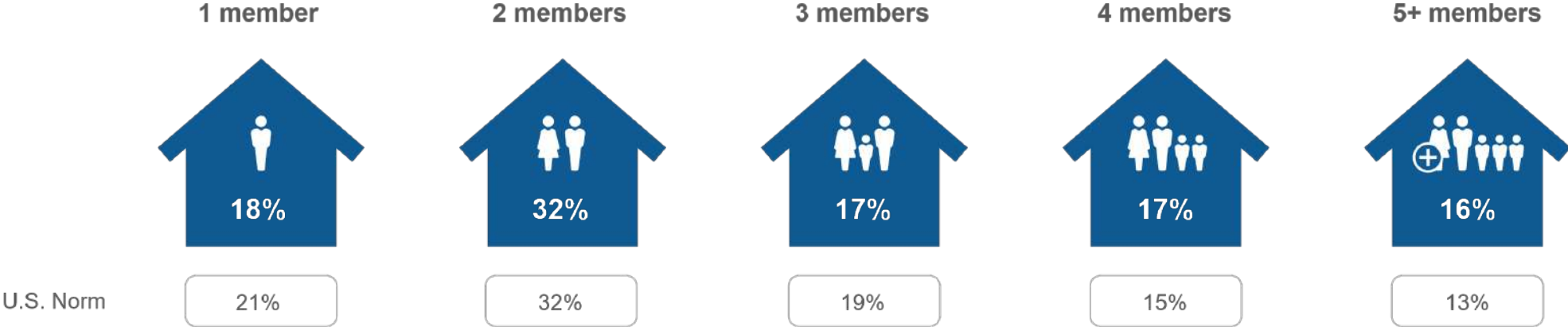
Race



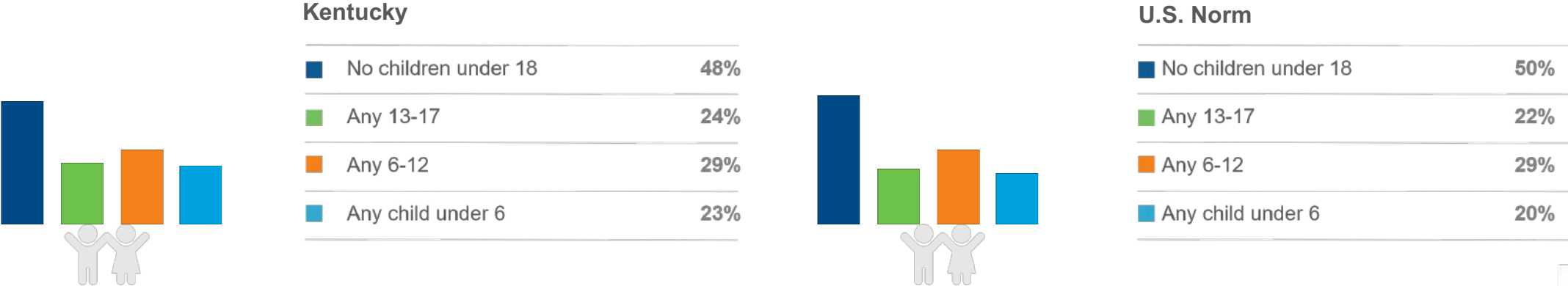
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Regions Map

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Northern Kentucky River Region'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 Northern Kentucky River Region, the following sample was achieved in 2021:



Overnight Base Size

368

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

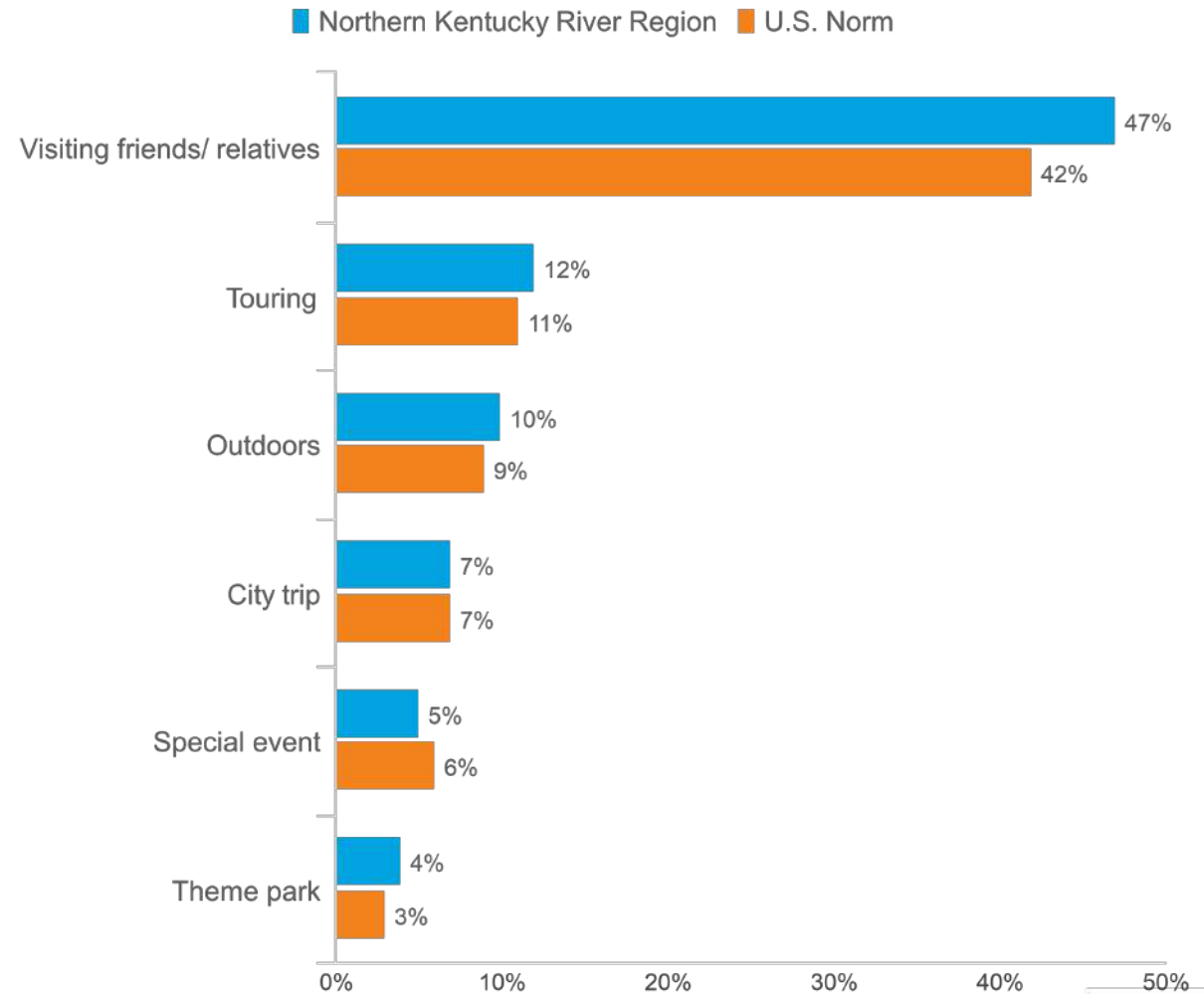
Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

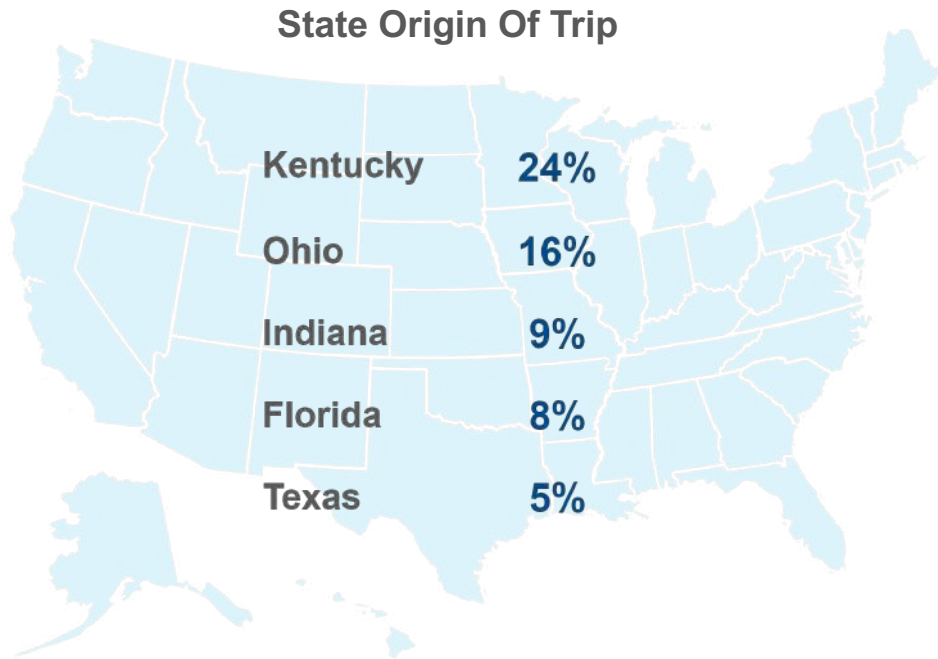
2021 Northern Kentucky River Region Overnight Trips



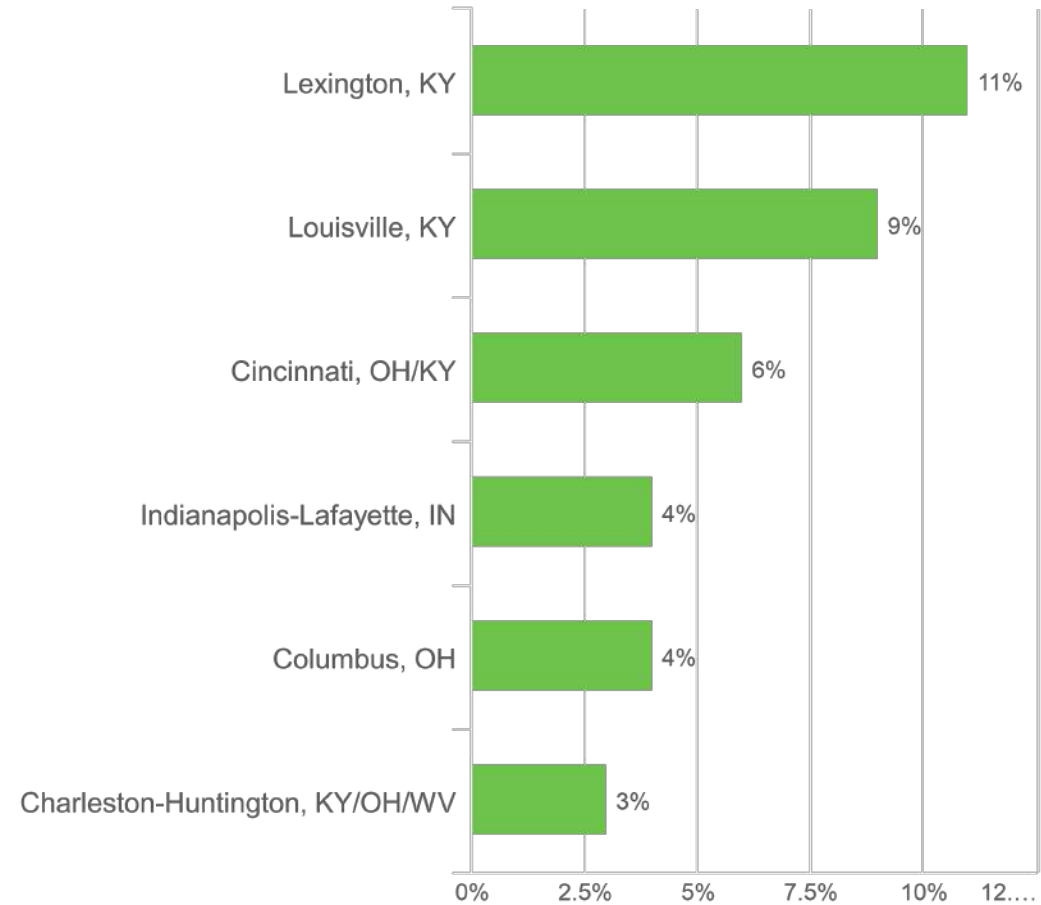
■ Visiting friends/relatives	47%
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Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips



DMA Origin Of Trip



Past Visitation to Northern Kentucky River Region

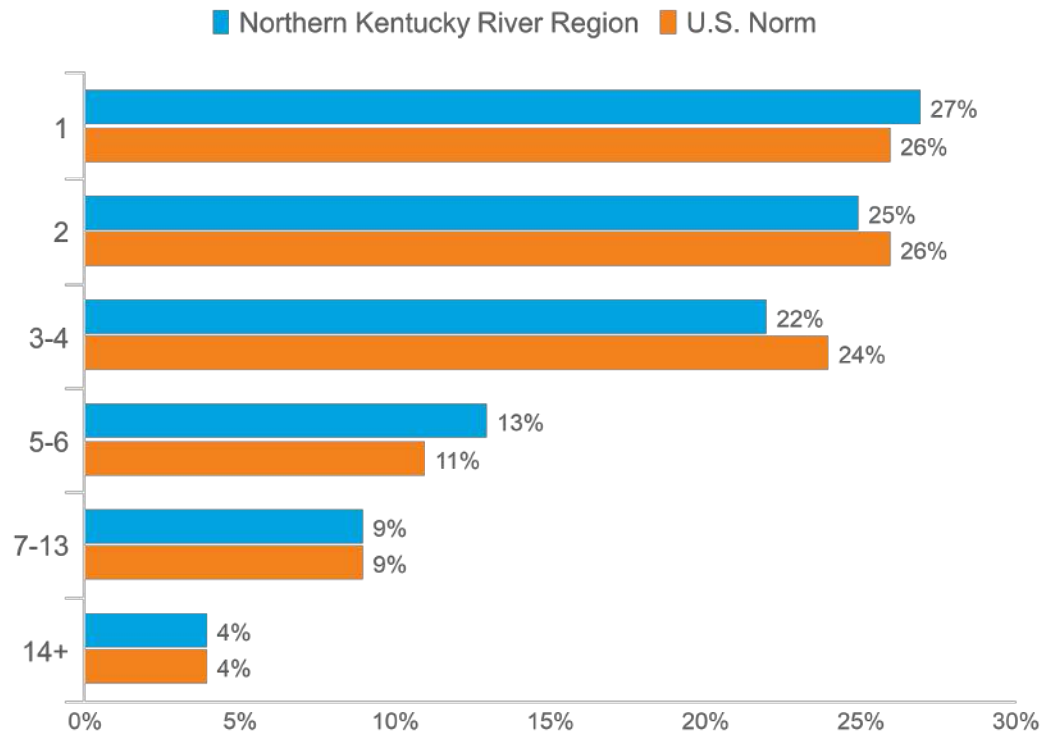
65% of overnight travelers to Northern Kentucky River Region are repeat visitors

45% of overnight travelers to Northern Kentucky River Region had visited before in the past 12 months

Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

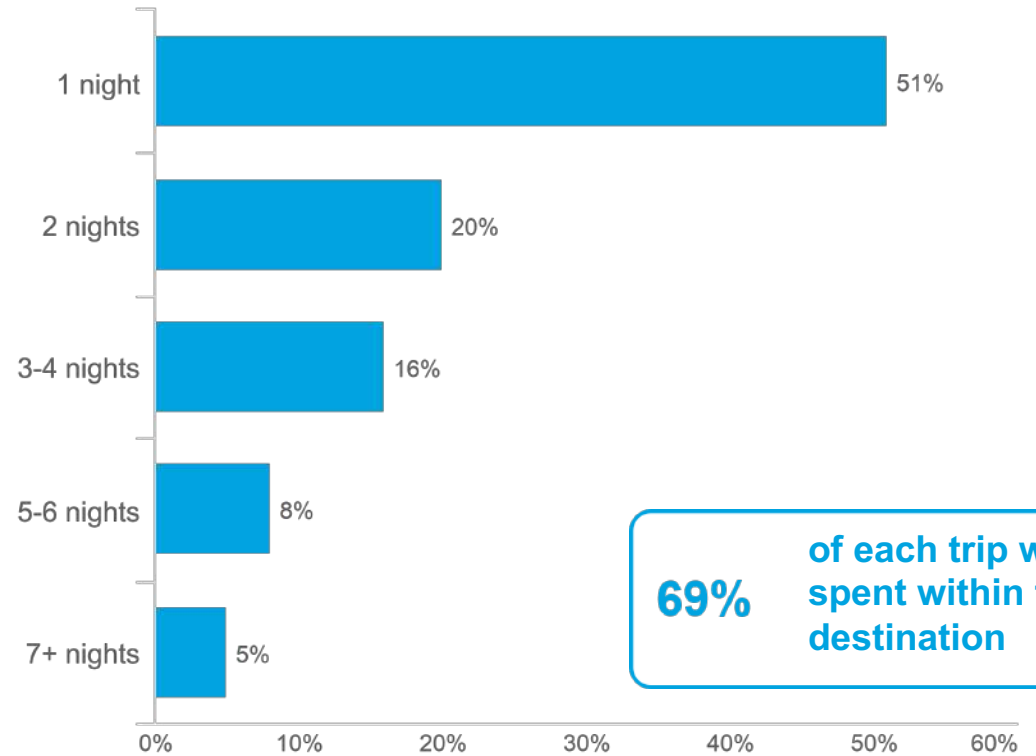
Total Nights Away on Trip



Northern Kentucky River Region
3.9
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Northern Kentucky River Region



69% of each trip was spent within the destination

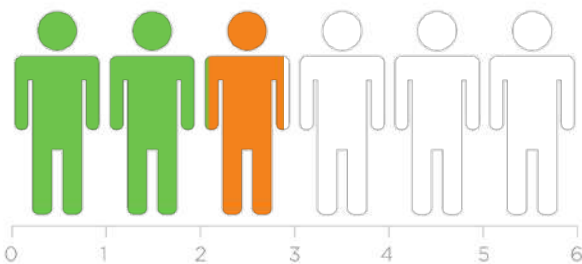
Average number of nights
2.7

Average last year
2.6

Size of Travel Party

■ Adults ■ Children

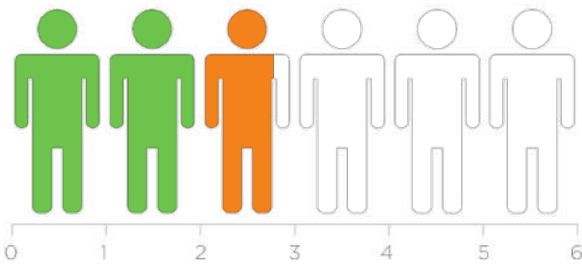
Northern Kentucky River Region



Average number of people

Total
3.0

U.S. Norm

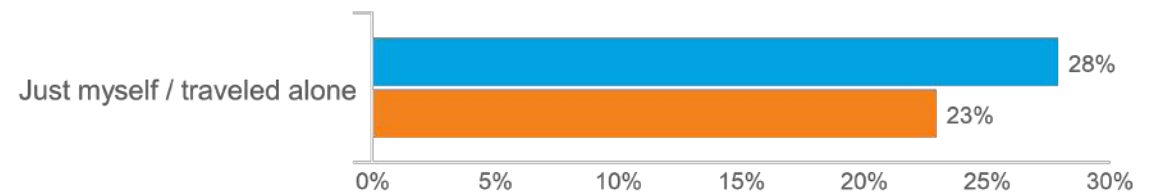


Average number of people

Total
2.9

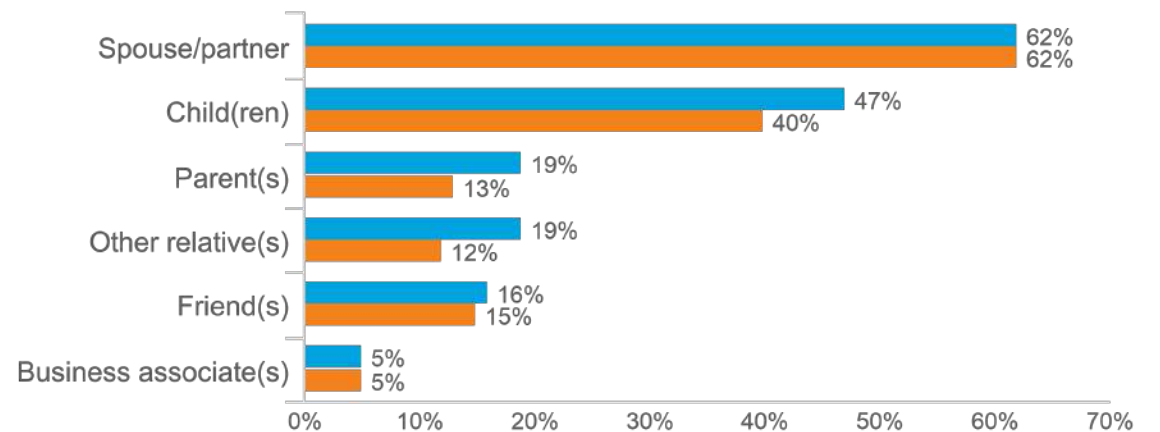
Percent Who Traveled Alone

■ Northern Kentucky River Region ■ U.S. Norm



Composition of Immediate Travel Party

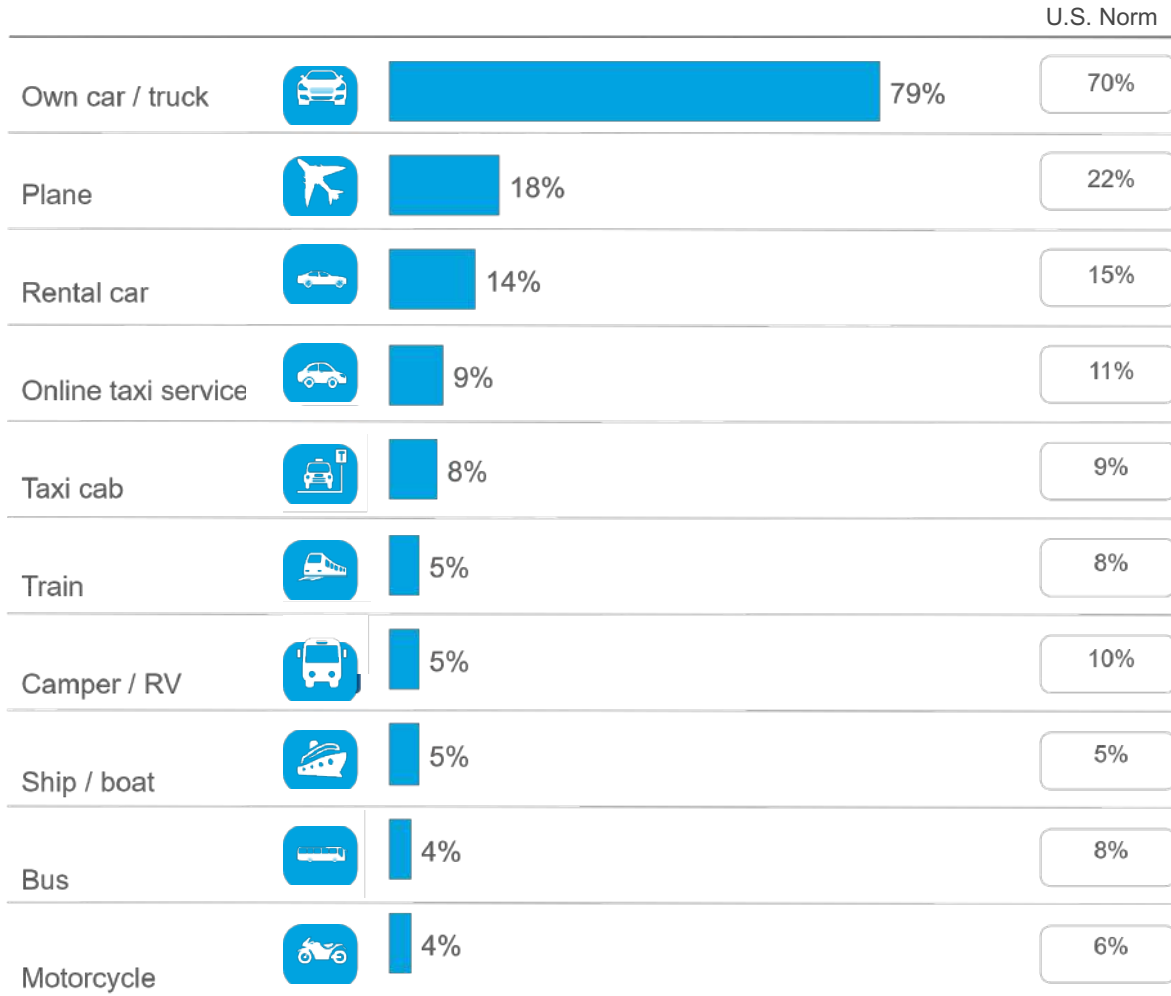
■ Northern Kentucky River Region ■ U.S. Norm



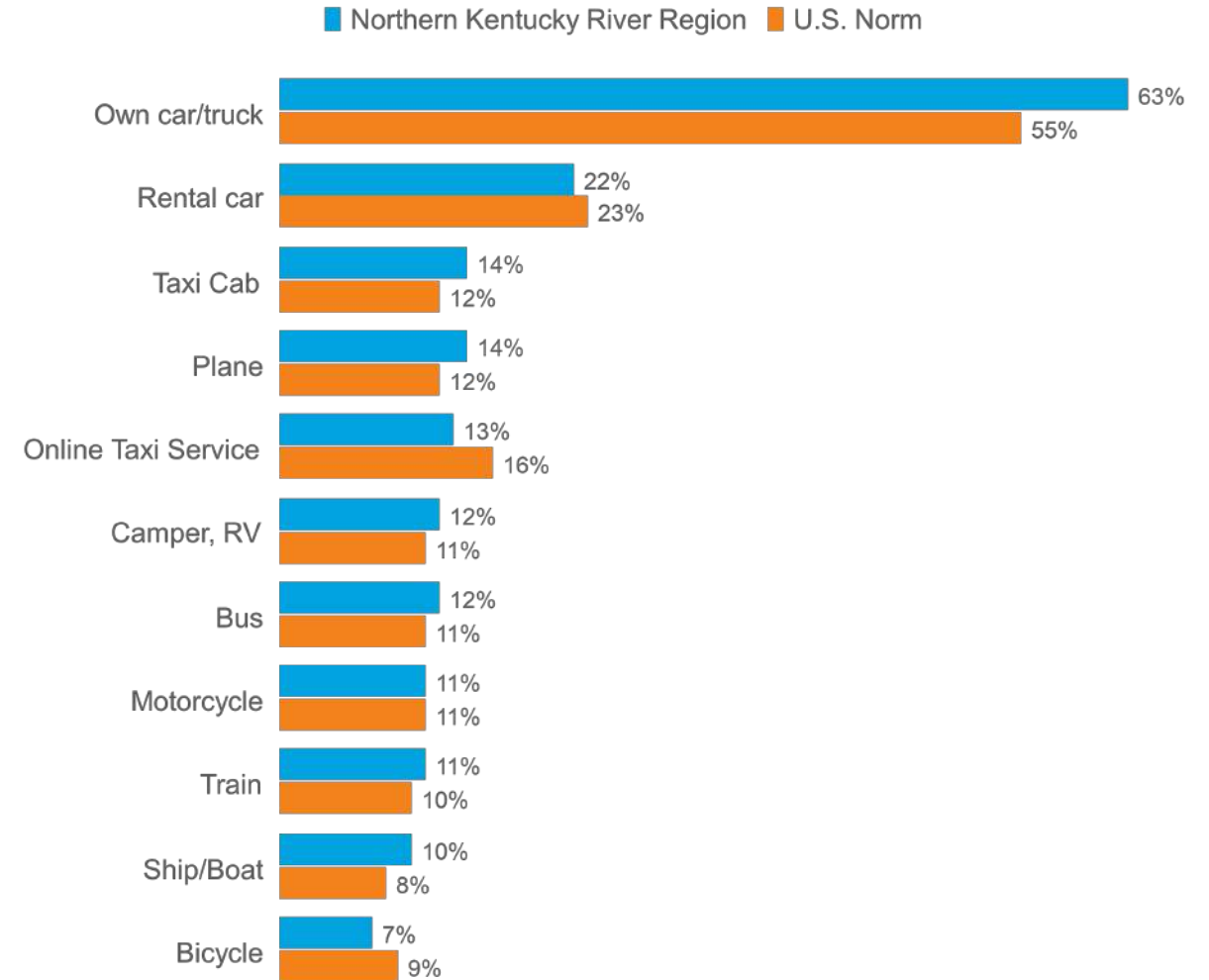
Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

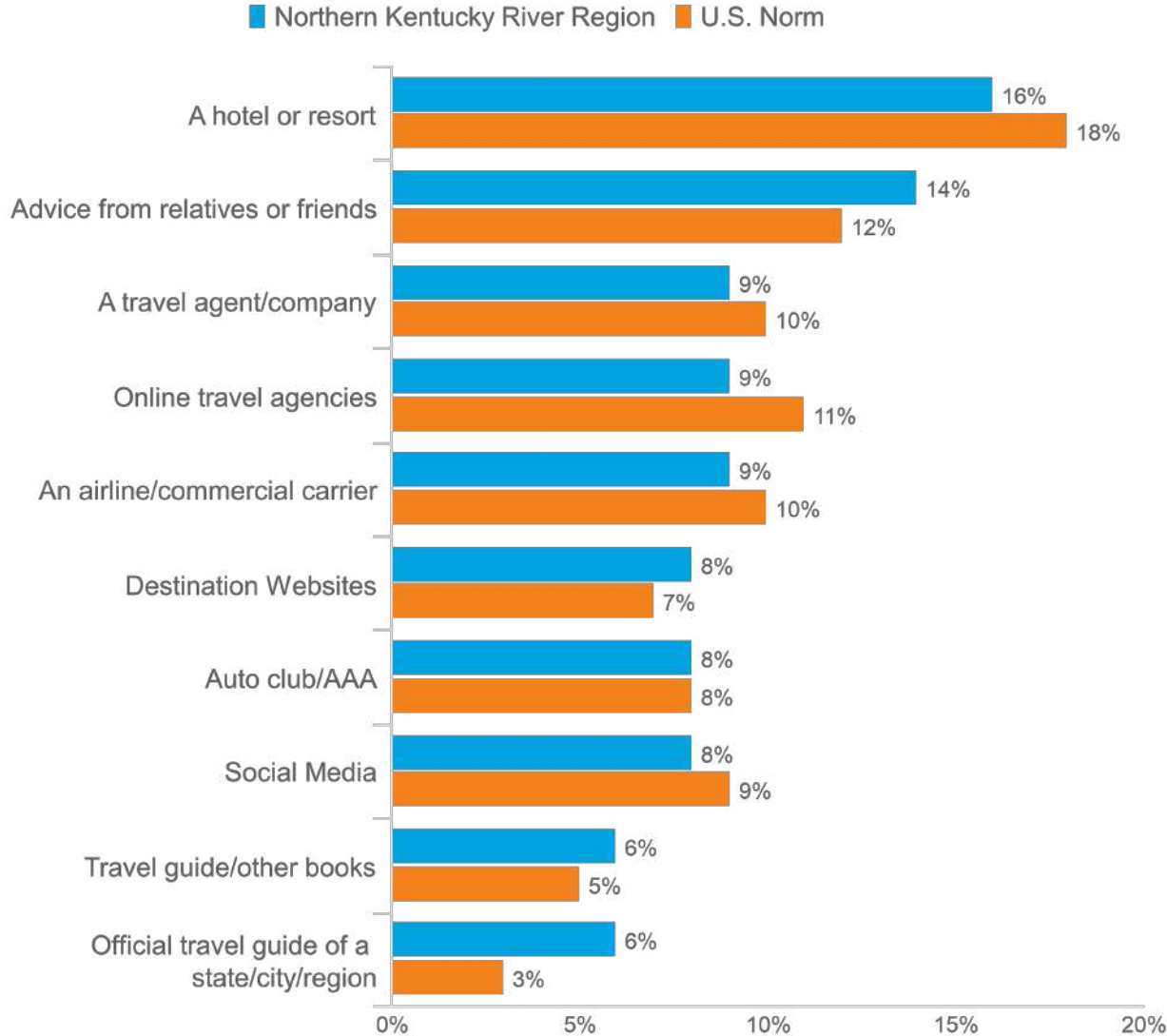
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

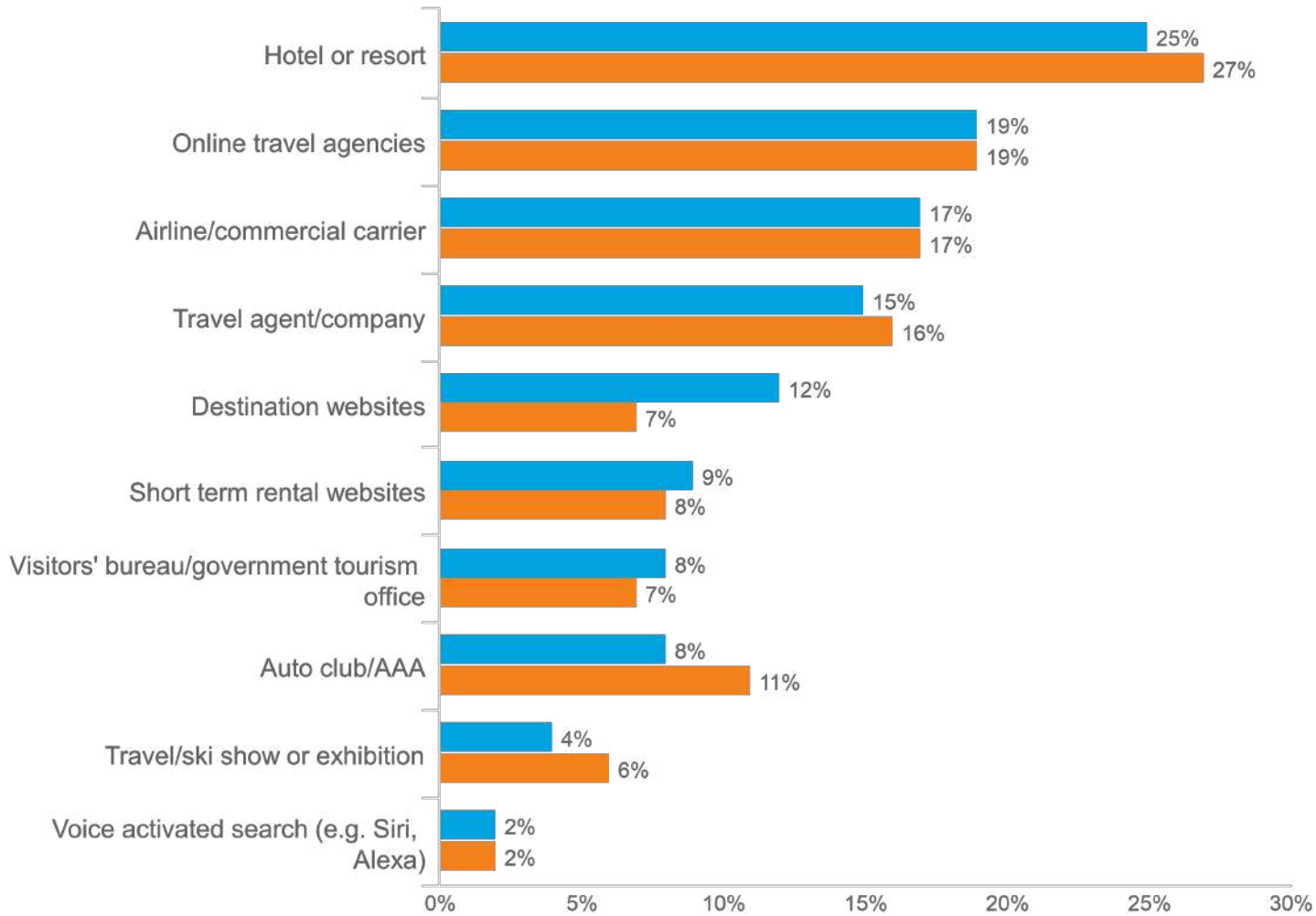
	Northern Kentucky River Region	U.S. Norm
1 month or less	32%	30%
2 months	16%	15%
3-5 months	13%	18%
6-12 months	10%	14%
More than 1 year in advance	4%	6%
Did not plan anything in advance	26%	17%

Northern Kentucky River Region's Overnight Trip Characteristics








Base: 2021 Overnight Person-Trips

Method of Booking

■ Northern Kentucky River Region ■ U.S. Norm



Accommodations

	Northern Kentucky River Region	U.S. Norm
 Hotel	44%	38%
 Home of friends / relatives	23%	19%
 Motel	14%	13%
 Bed & breakfast	8%	8%
 Resort hotel	8%	12%
 Campground / RV park	6%	6%
 Rented cottage / cabin	4%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	Northern Kentucky River Region	U.S. Norm
Shopping	25%	22%
Attending celebration	17%	13%
Museum	16%	10%
Sightseeing	15%	16%
Swimming	12%	12%
Business meeting	10%	8%
Landmark/historic site	10%	11%
Camping	10%	6%
Art gallery	10%	7%
Zoo	10%	7%

Shopping Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Outlet/mall shopping	42%	47%
 Convenience/grocery shopping	40%	42%
 Big box stores (Walmart, Costco)	35%	33%
 Souvenir shopping	34%	39%
 Boutique shopping	24%	28%
 Antiquing	15%	13%

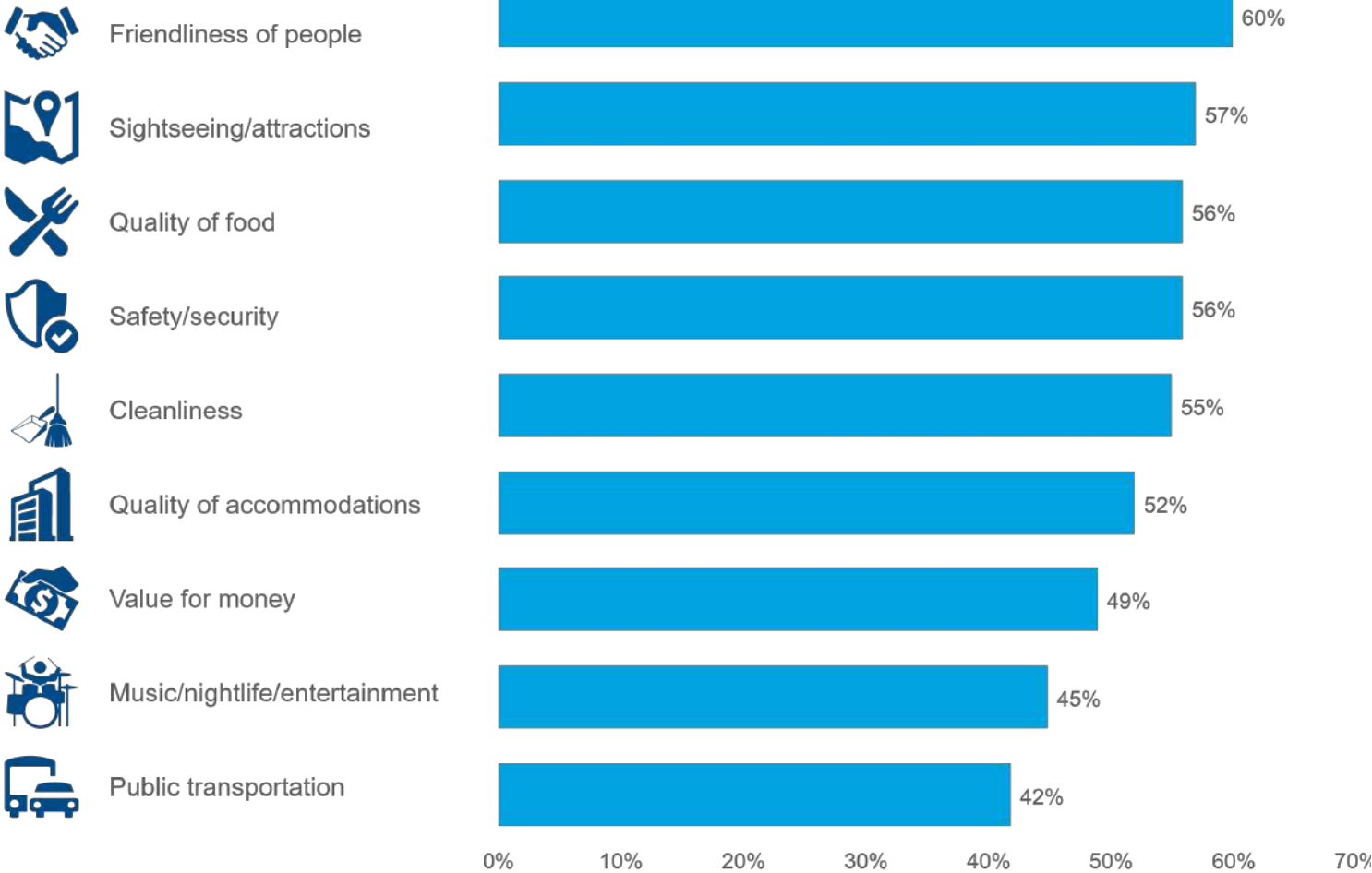
Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

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 Unique/local food	42%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	26%	21%
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 Picnicking	15%	14%
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 Gastropubs	11%	10%



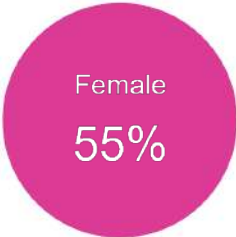
64%
of overnight travelers were
very satisfied with their overall
trip experience



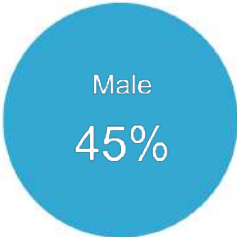
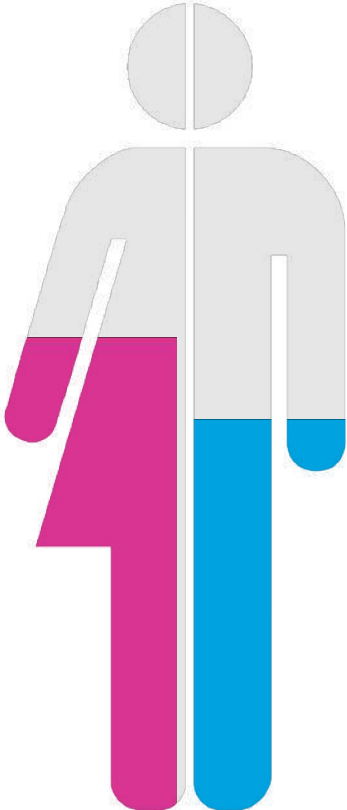
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2021 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Northern Kentucky River Region



Average Age
43.2

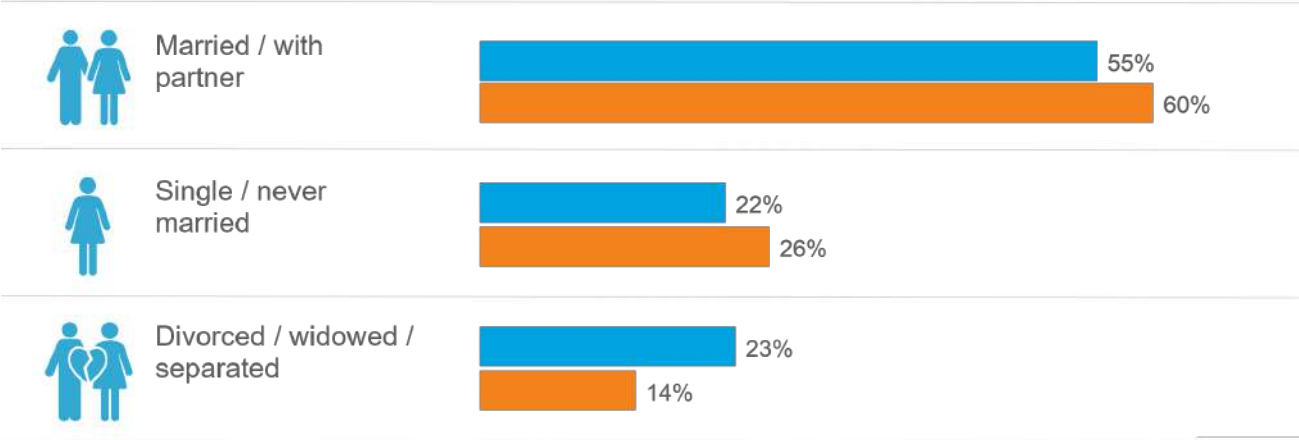
U.S. Norm



Average Age
43.7

Marital Status

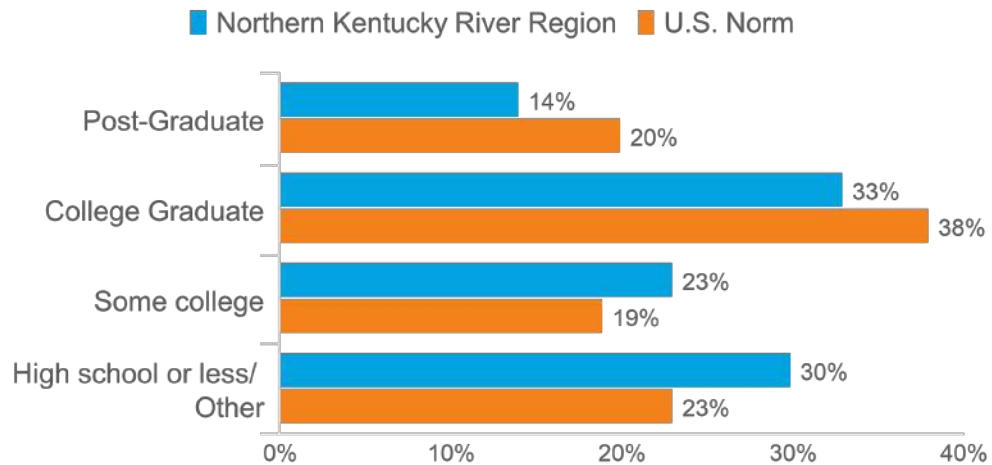
Northern Kentucky River Region U.S. Norm



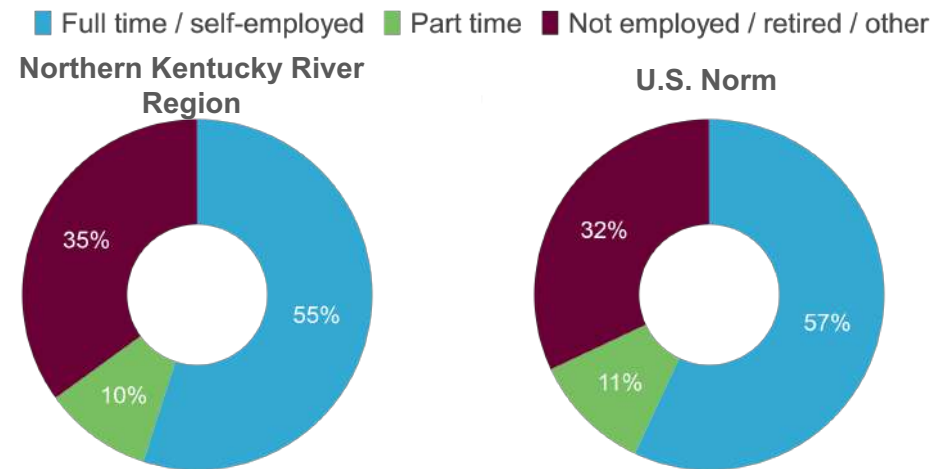
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2021 Overnight Person-Trips

Education



Employment

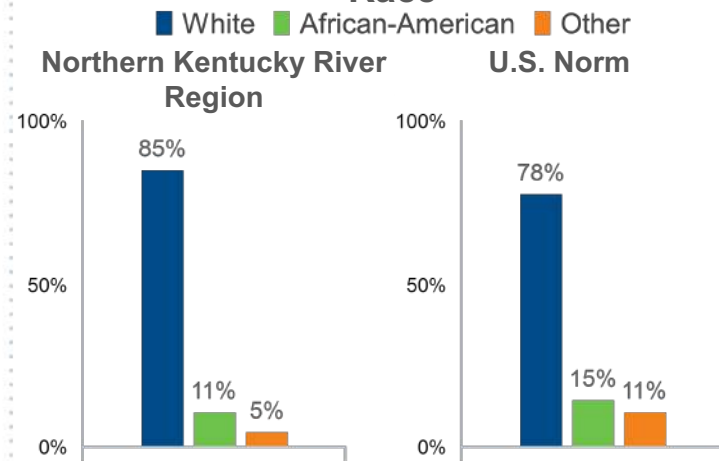


Household Income

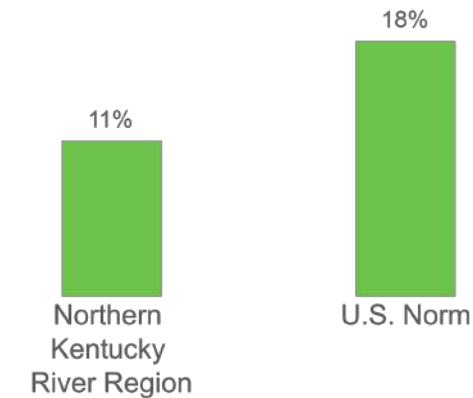


U.S. Norm: 41%, 20%, 15%, 17%, 8%

Race



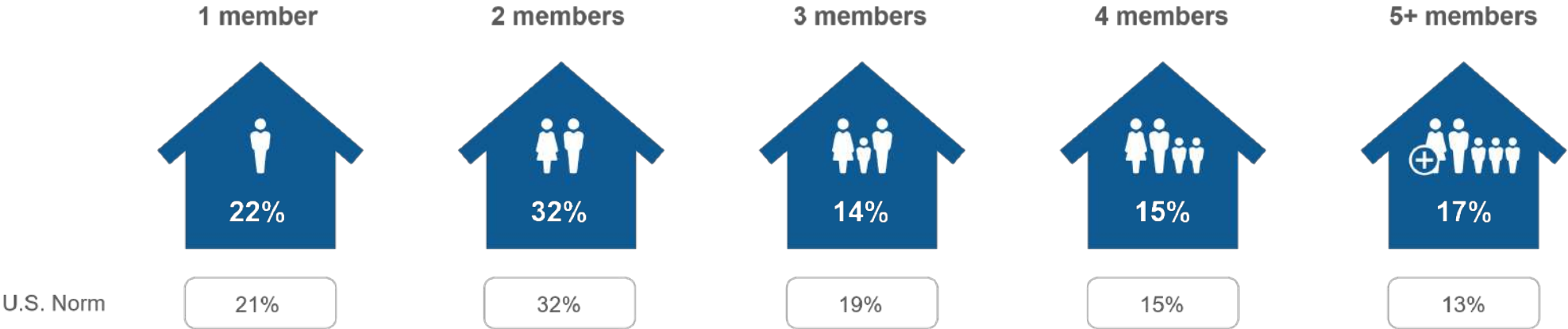
Hispanic Background



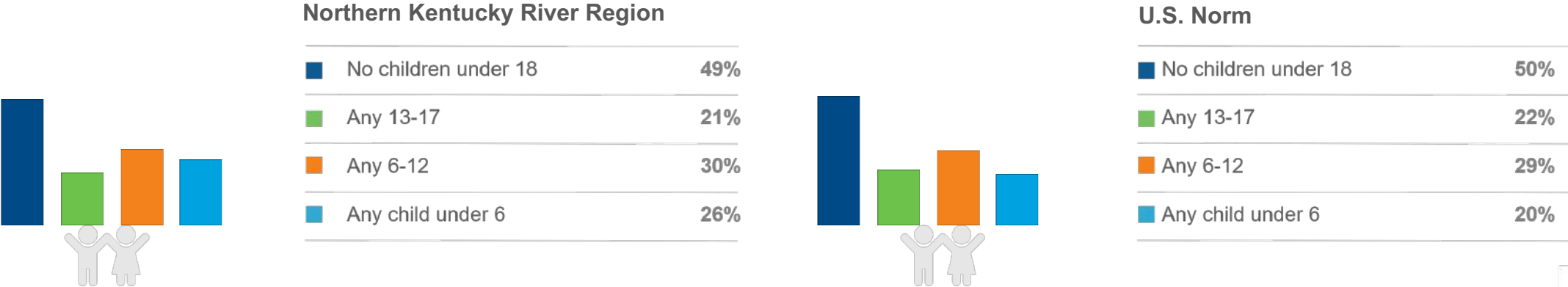
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2021 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Appalachians

2021

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Overnight Base Size

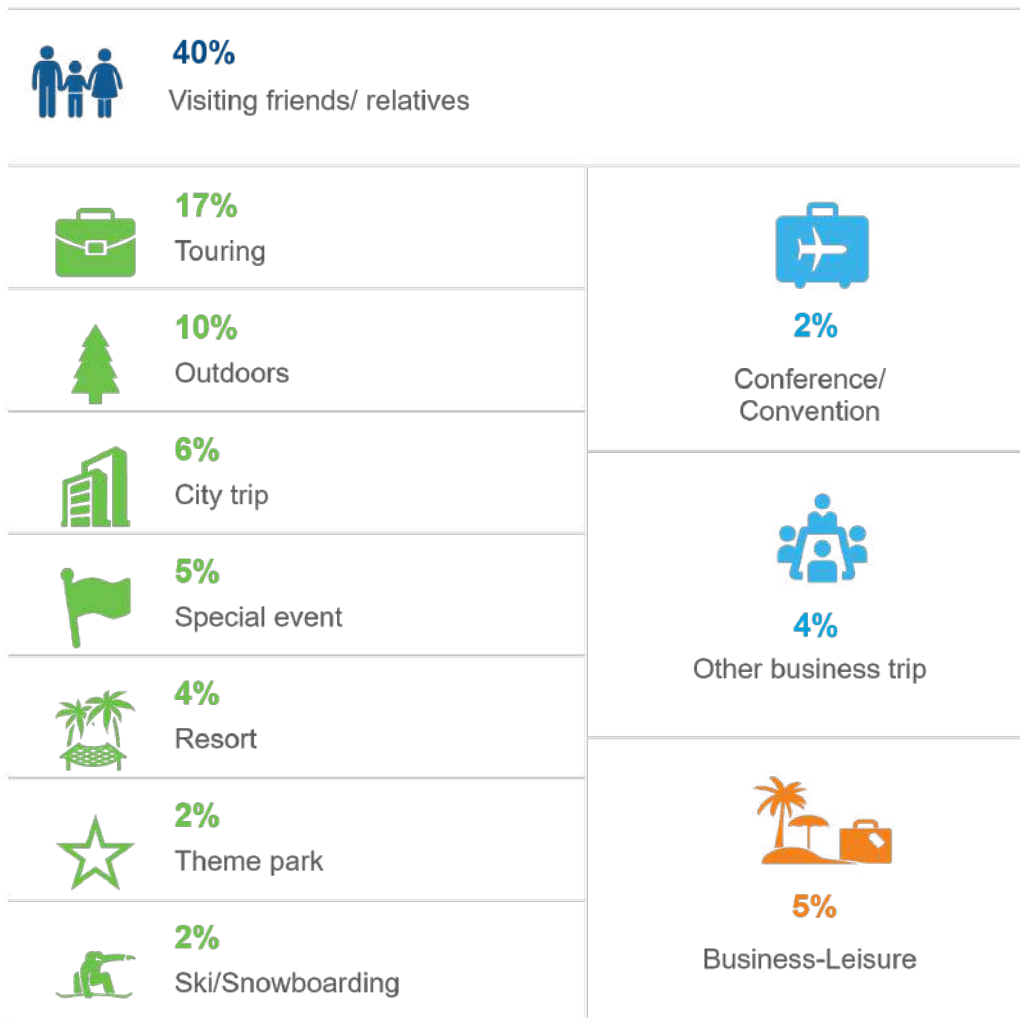
294

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

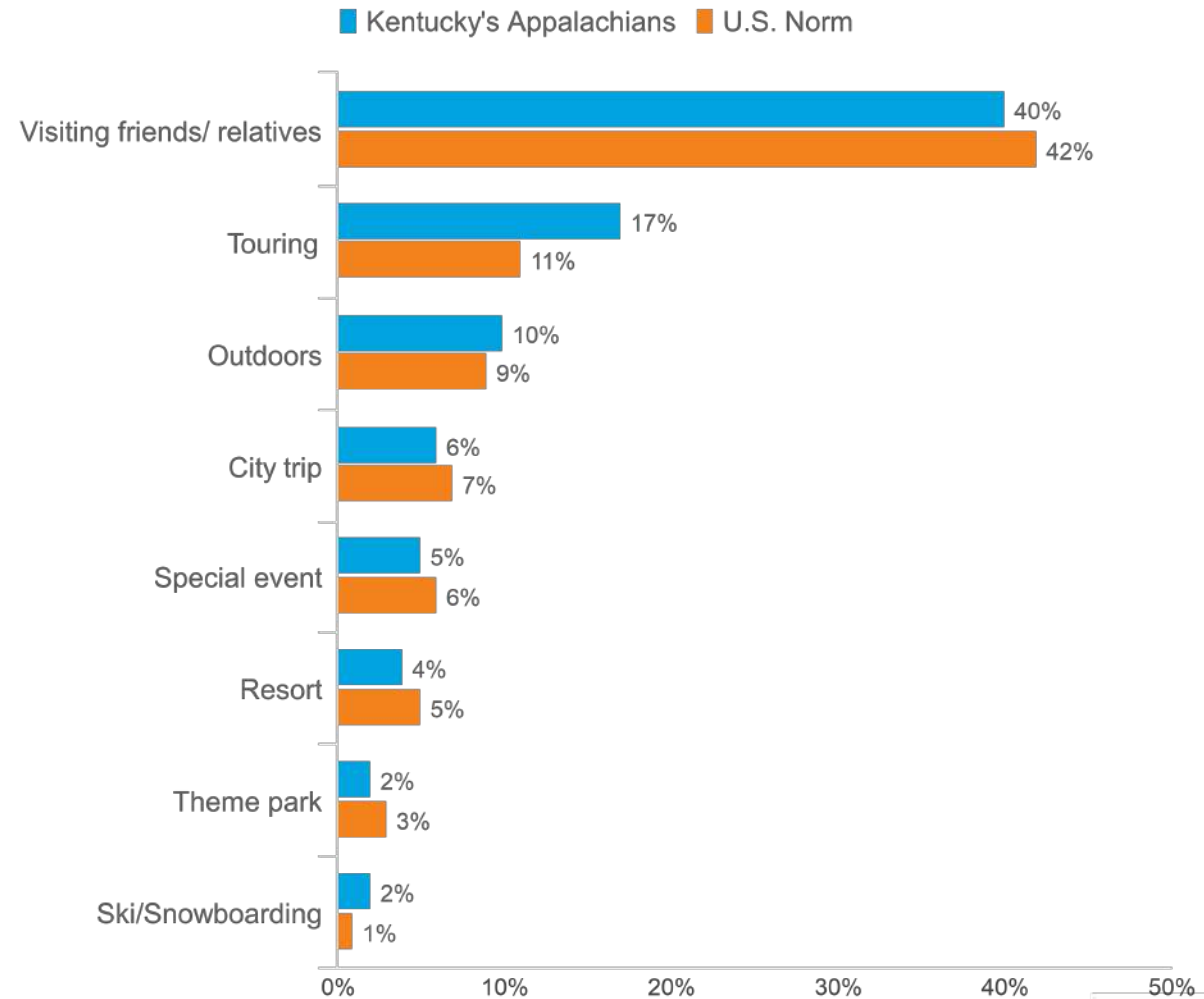
Kentucky's Appalachians's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



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

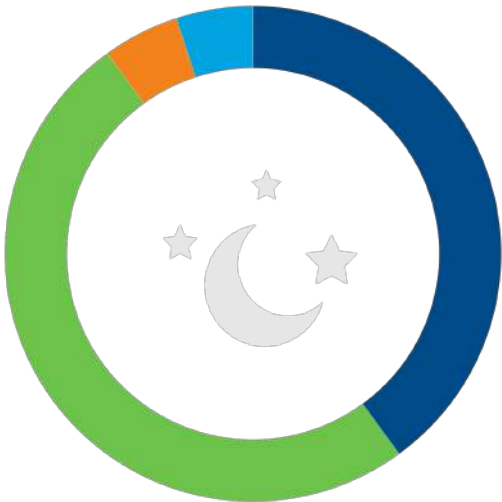
Base: 2021 Overnight Person-Trips

2021 U.S. Overnight Trips

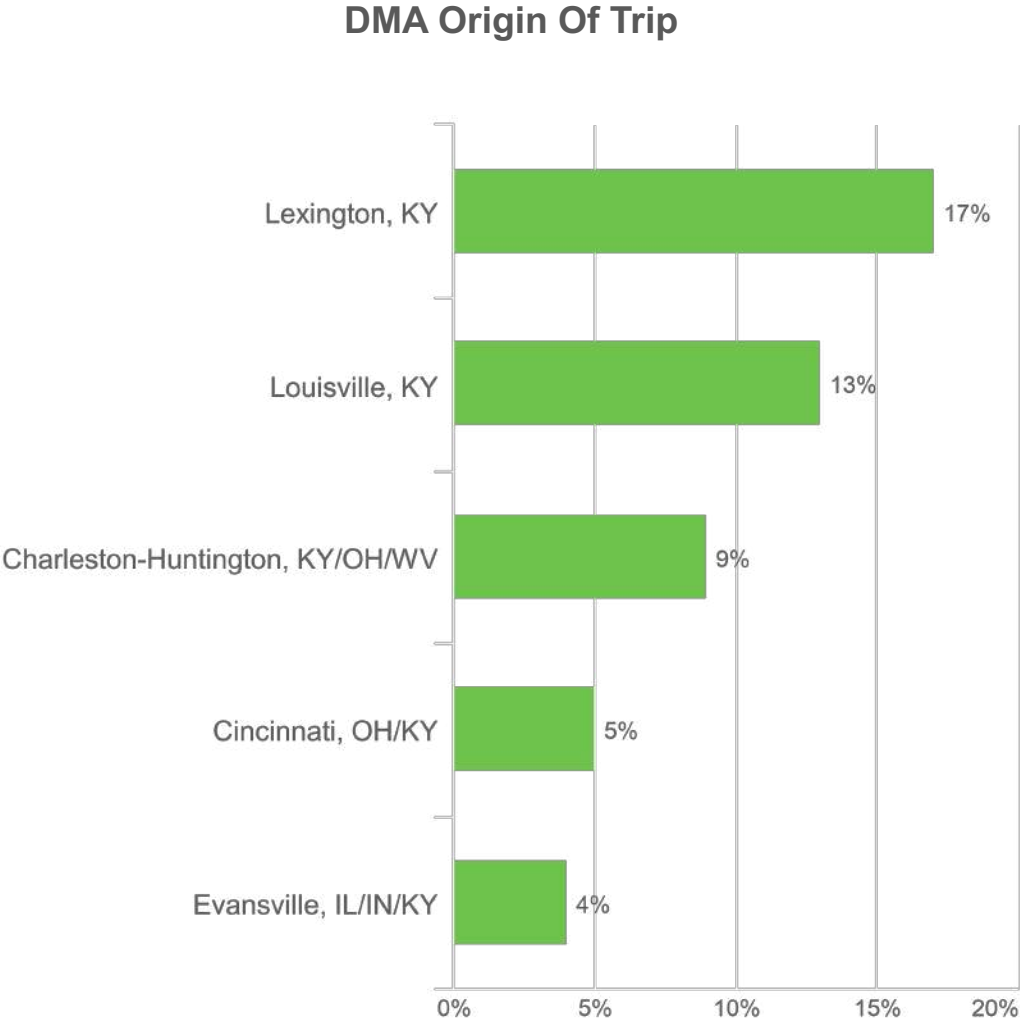
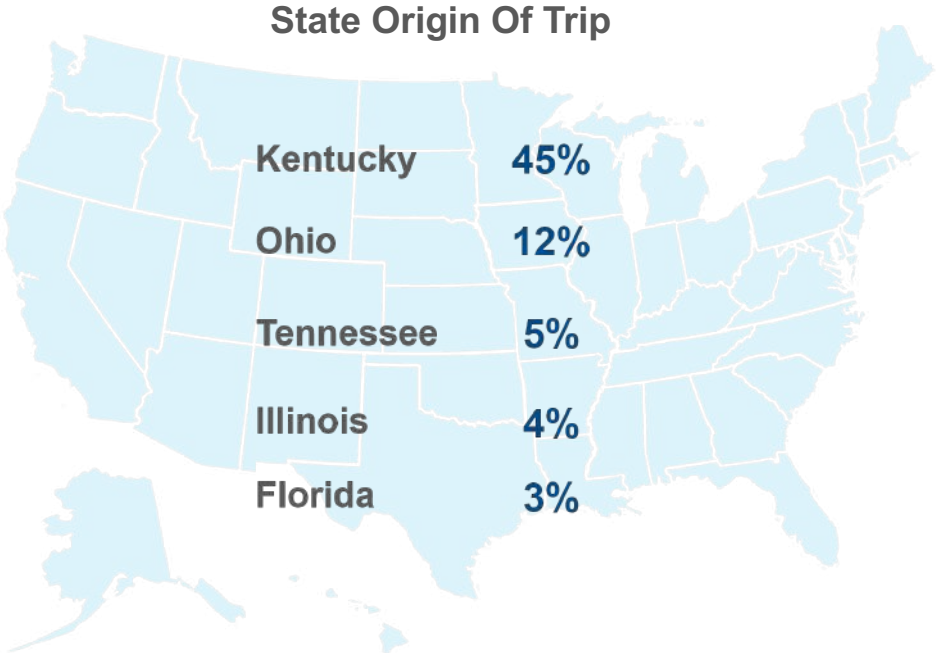


■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

2021 Kentucky's Appalachians Overnight Trips



■ Visiting friends/relatives	40%
■ Marketable	50%
■ Business	5%
■ Business-leisure	5%

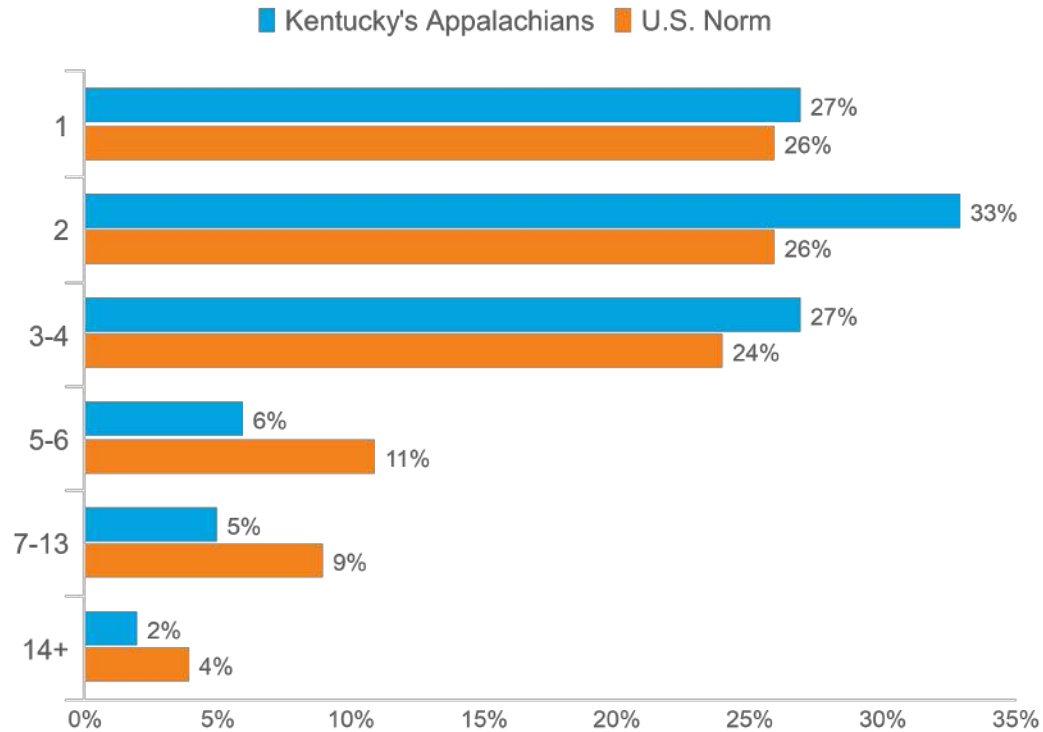


Past Visitation to Kentucky's Appalachians

71% of overnight travelers to Kentucky's Appalachians are repeat visitors

52% of overnight travelers to Kentucky's Appalachians had visited before in the past 12 months

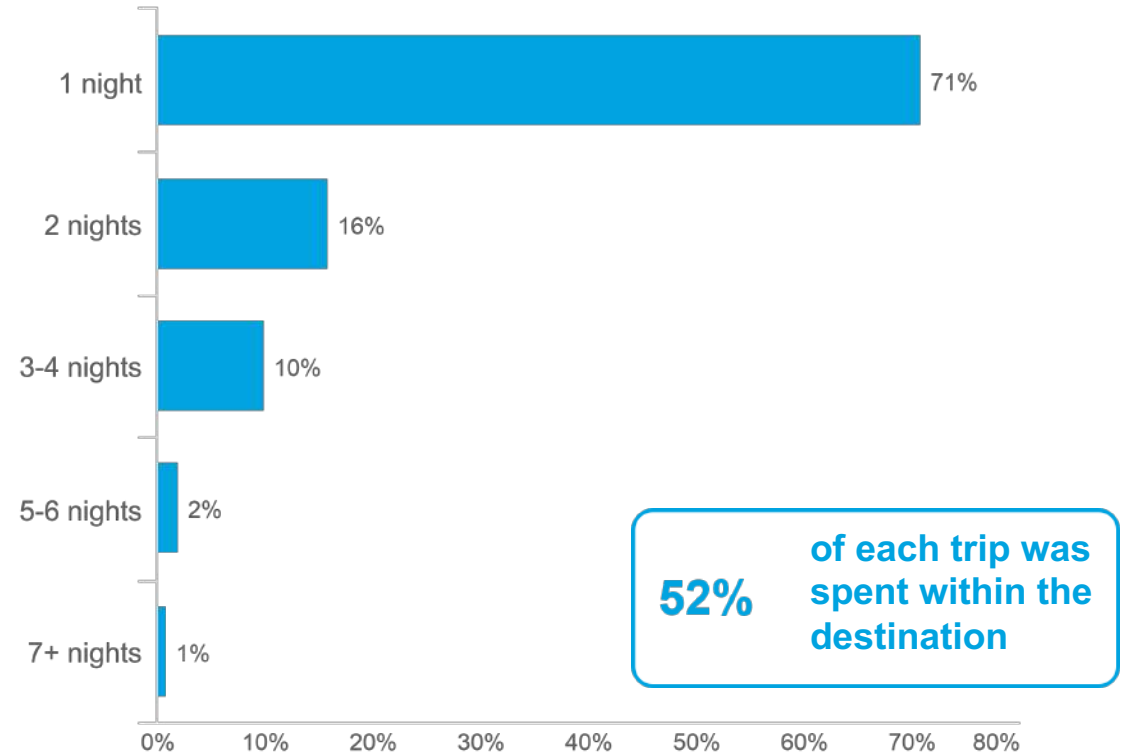
Total Nights Away on Trip



Kentucky's Appalachians
3.1
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Kentucky's Appalachians



52% of each trip was spent within the destination

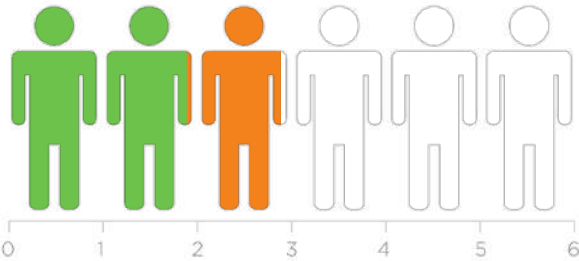
Average number of nights
1.6

Average last year
2.7

Size of Travel Party

■ Adults ■ Children

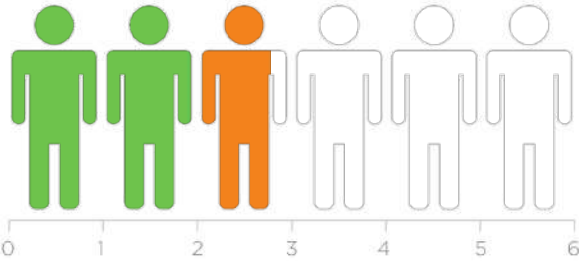
Kentucky's Appalachians



Total
3.0

Average number of people

U.S. Norm

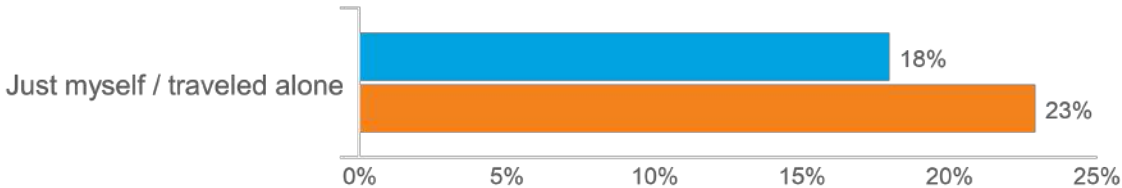


Total
2.9

Average number of people

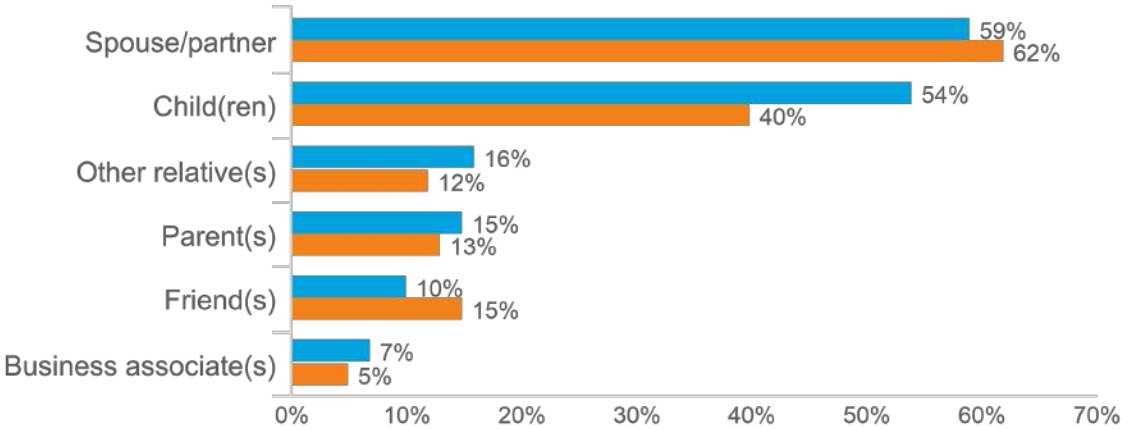
Percent Who Traveled Alone

■ Kentucky's Appalachians ■ U.S. Norm



Composition of Immediate Travel Party

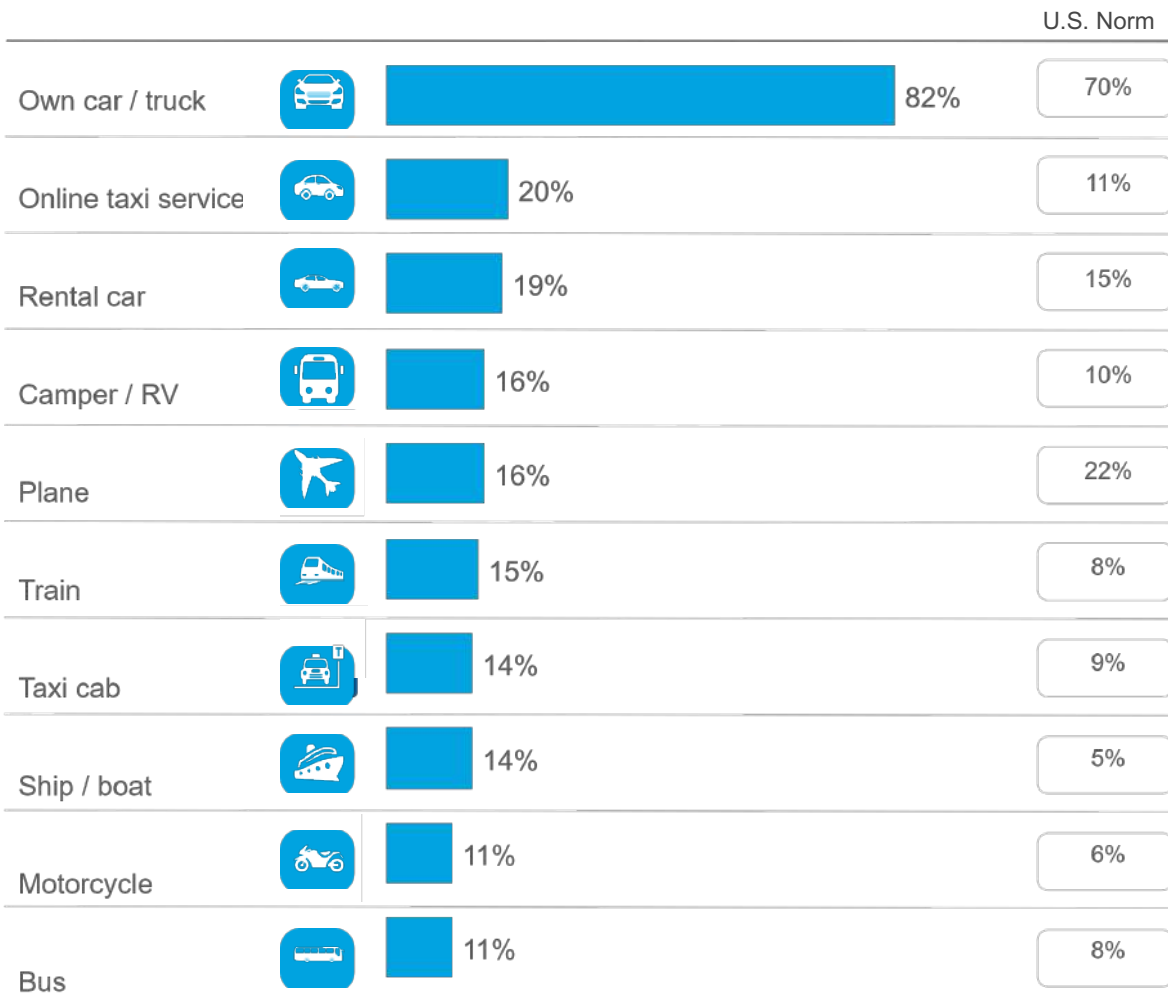
■ Kentucky's Appalachians ■ U.S. Norm



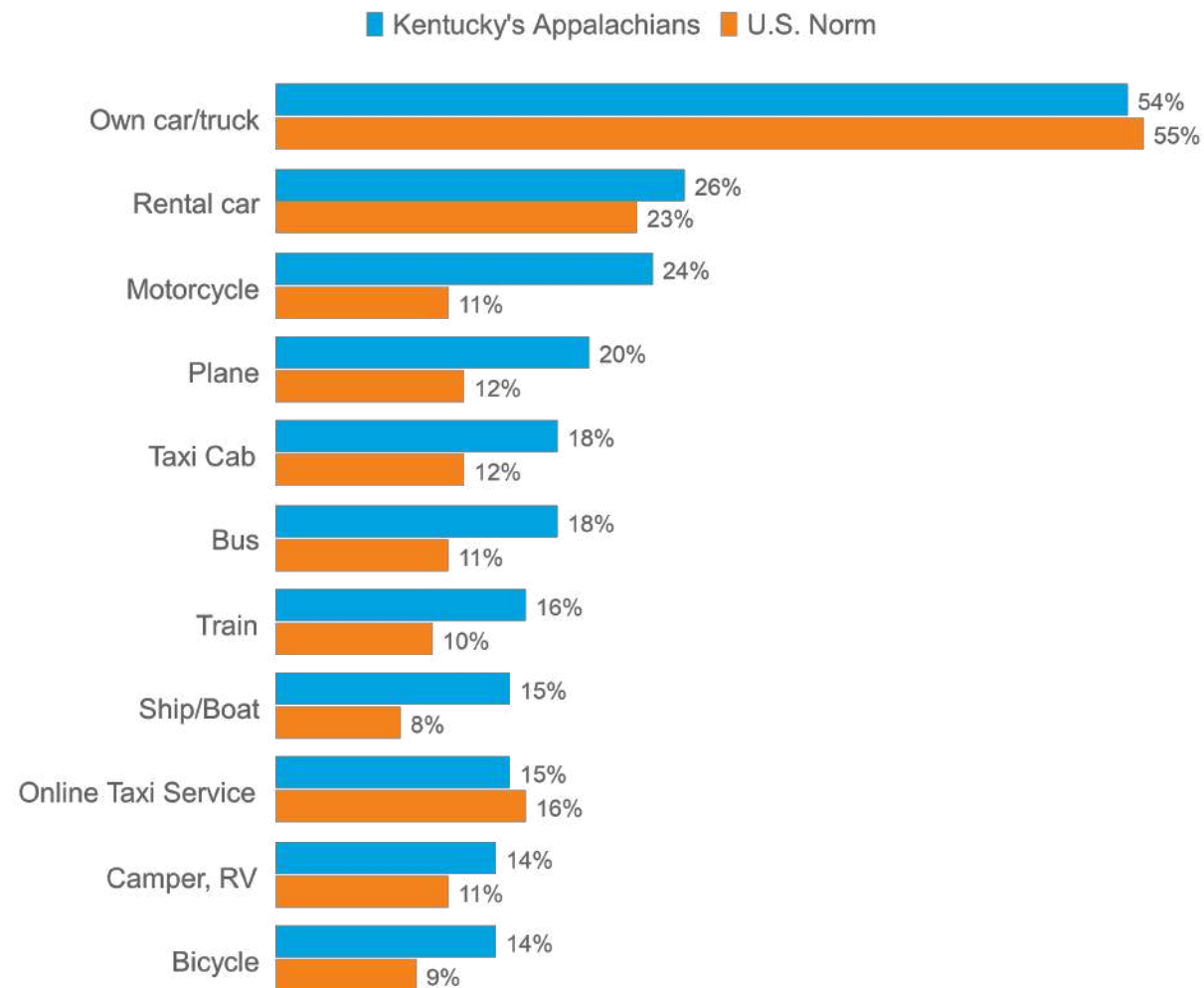
Kentucky's Appalachians's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Transportation Used to get to Destination

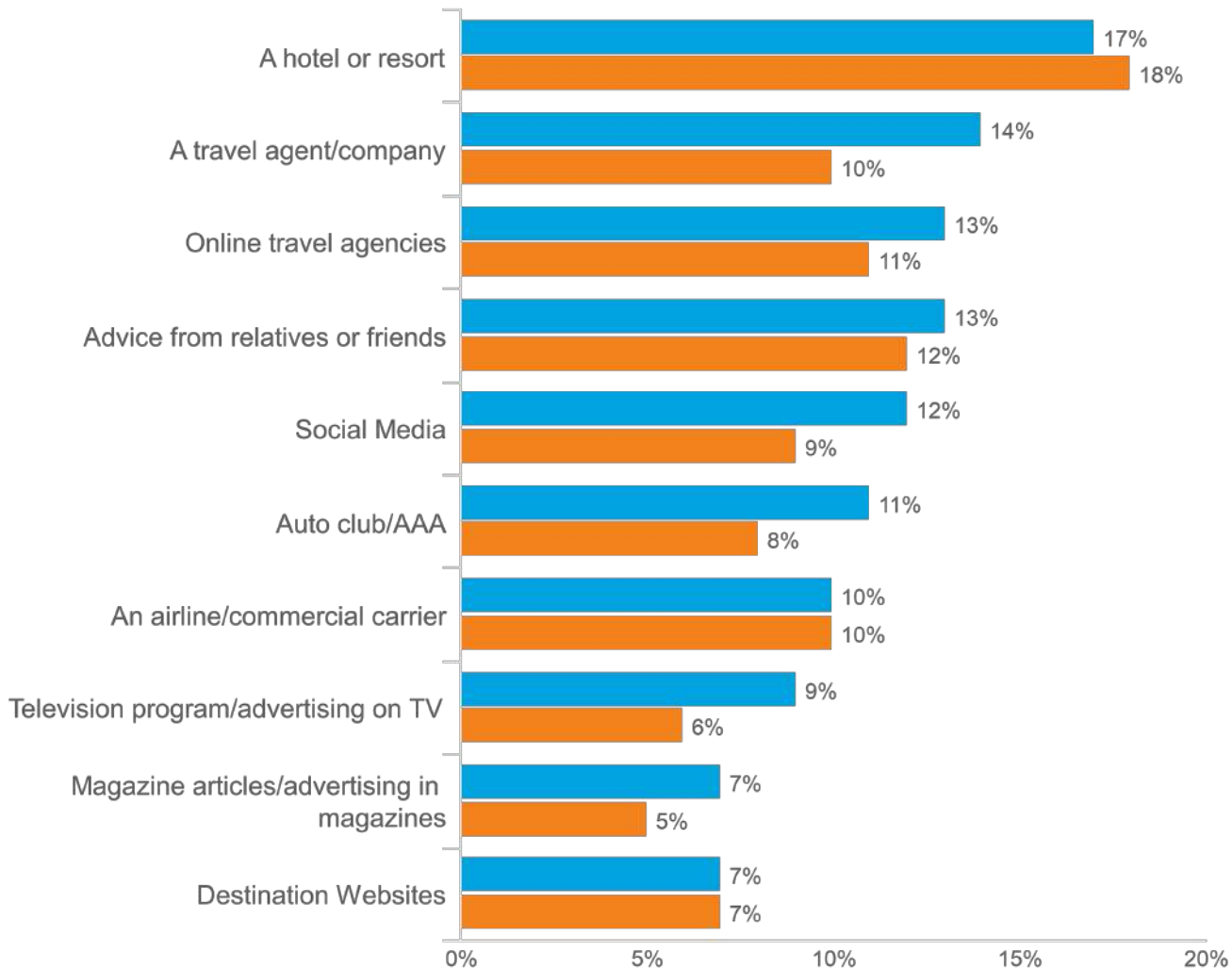


Transportation Used within Destination



Trip Planning Information Sources

■ Kentucky's Appalachians ■ U.S. Norm



Length of Trip Planning

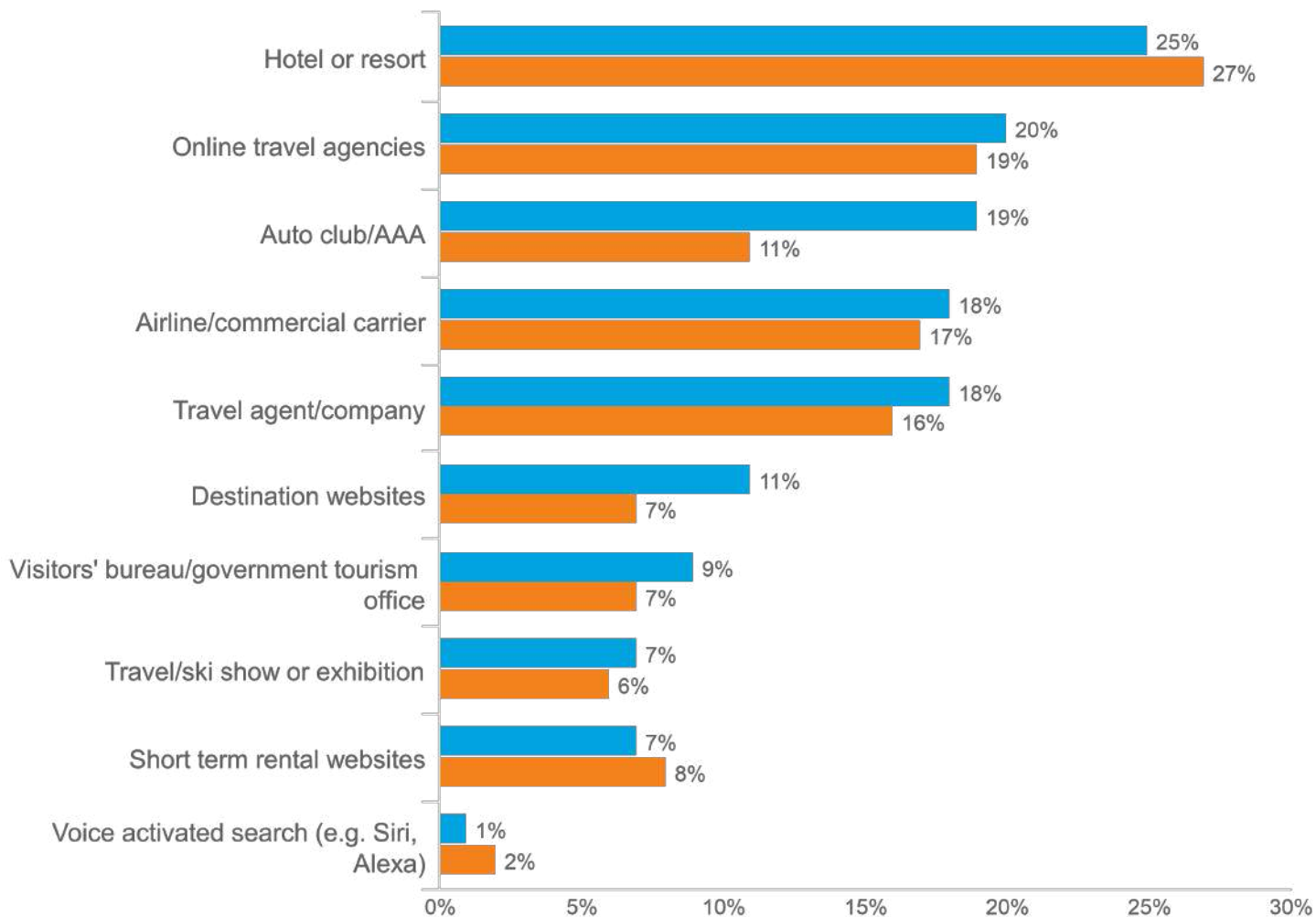
	Kentucky's Appalachians	U.S. Norm
1 month or less	29%	30%
2 months	13%	15%
3-5 months	18%	18%
6-12 months	20%	14%
More than 1 year in advance	5%	6%
Did not plan anything in advance	15%	17%

Kentucky's Appalachians's Overnight Trip Characteristics








Base: 2021 Overnight Person-Trips

Method of Booking

■ Kentucky's Appalachians ■ U.S. Norm



Accommodations

	Kentucky's Appalachians	U.S. Norm
 Hotel	43%	38%
 Motel	20%	13%
 Bed & breakfast	13%	8%
 Home of friends / relatives	13%	19%
 Campground / RV park	8%	6%
 Country inn / lodge	6%	5%
 Time share	6%	5%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities




U.S. Norm: 18%

Activities and Experiences (Top 10)







	Kentucky's Appalachians	U.S. Norm
Shopping	20%	22%
Attending celebration	18%	13%
Sightseeing	15%	16%
Fishing	14%	7%
Attended/participated in a sports event for teenagers	13%	6%
Attended/participated in an amateur sports event	12%	6%
Swimming	12%	12%
Business convention/conference	10%	8%
Local parks/playgrounds	10%	9%
Business meeting	10%	8%

Shopping Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Outlet/mall shopping	53%	47%
 Convenience/grocery shopping	53%	42%
 Big box stores (Walmart, Costco)	47%	33%
 Antiquing	30%	13%
 Souvenir shopping	21%	39%
 Boutique shopping	19%	28%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Unique/local food	39%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	25%	21%
 Fine/upscale dining	21%	22%
 Street food/food trucks	20%	21%
 Picnicking	20%	14%
 Gastropubs	8%	10%



65%

of overnight travelers were very satisfied with their overall trip experience



Cleanliness

55%



Quality of accommodations

52%



Sightseeing/attractions

51%



Quality of food

49%



Friendliness of people

48%



Safety/security

47%



Value for money

46%



Public transportation

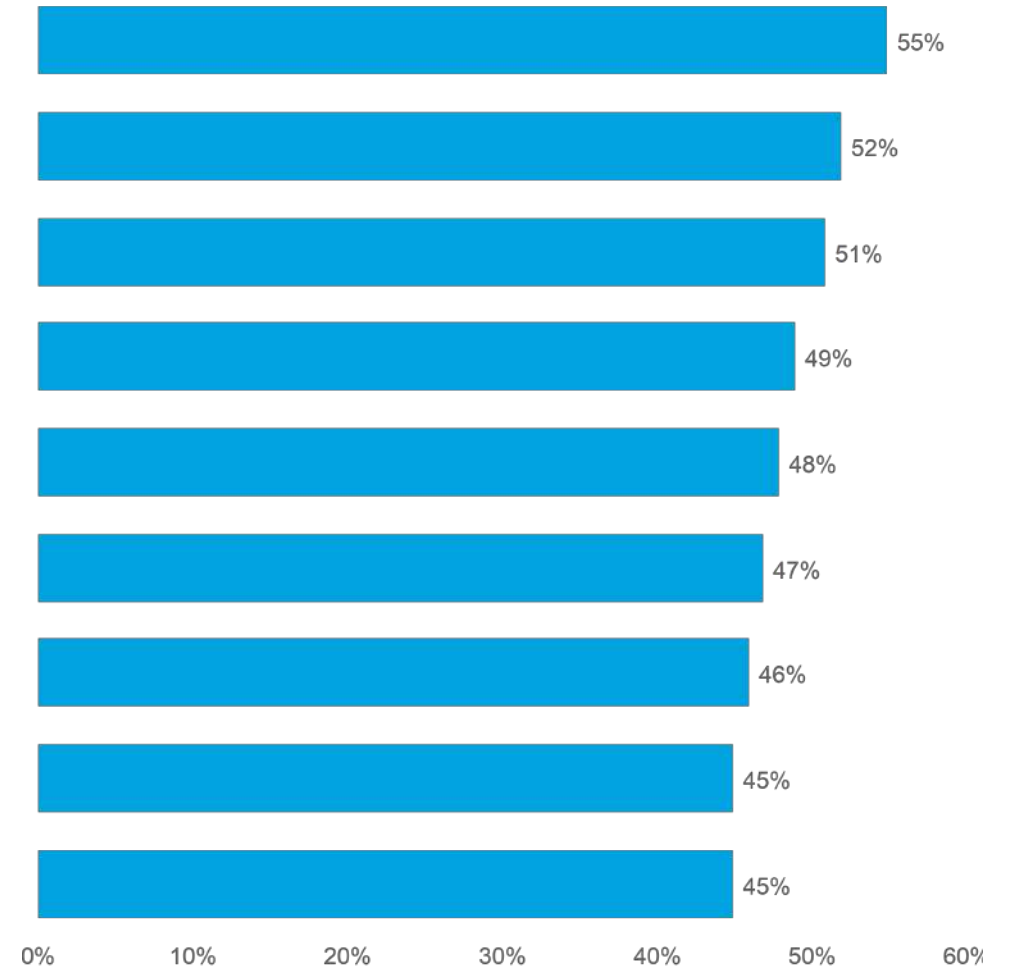
45%



Music/nightlife/entertainment

45%

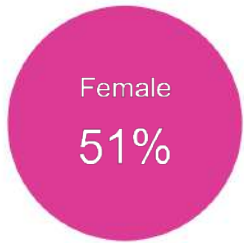
% Very Satisfied with Trip



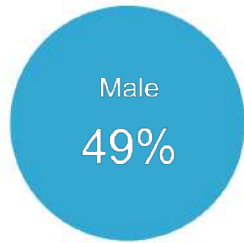
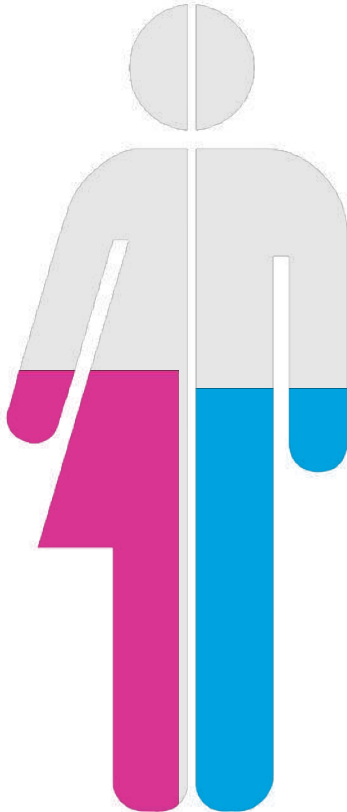
Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2021 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Kentucky's Appalachians



Average Age
38.3

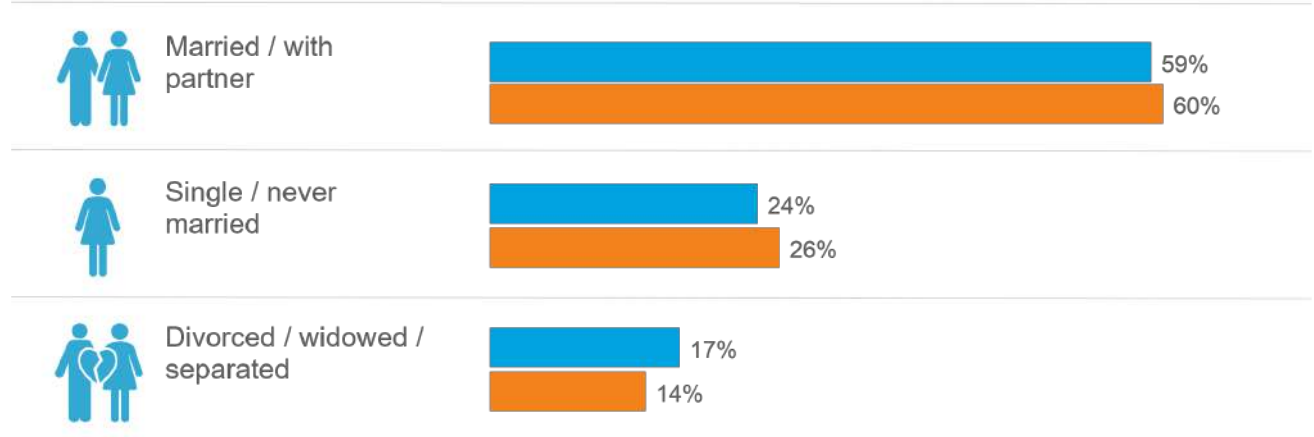
U.S. Norm



Average Age
43.7

Marital Status

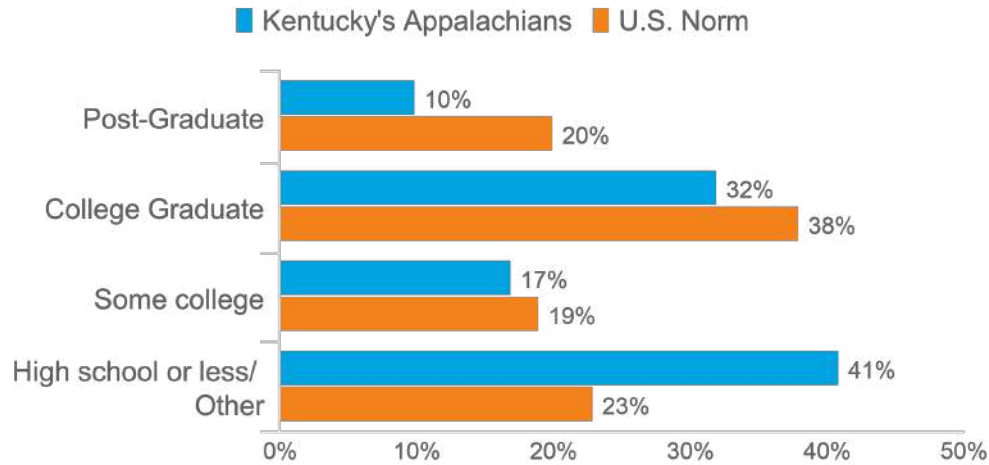
■ Kentucky's Appalachians ■ U.S. Norm



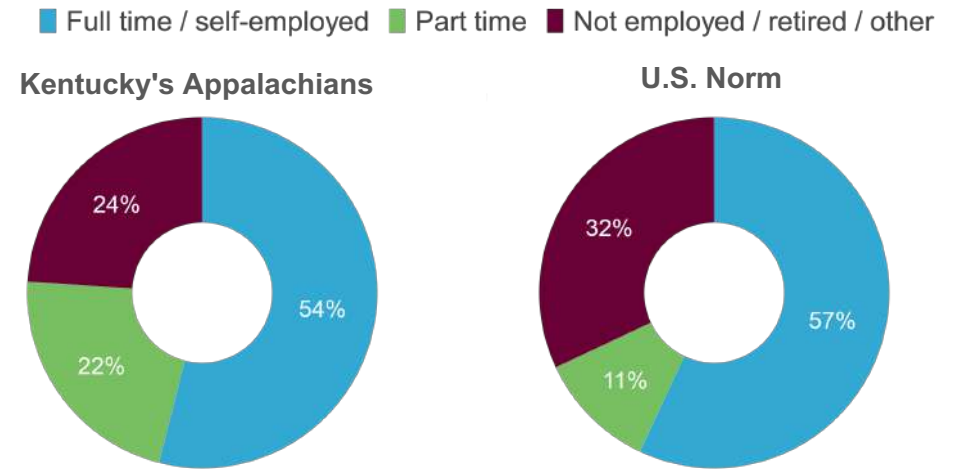
Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2021 Overnight Person-Trips

Education



Employment

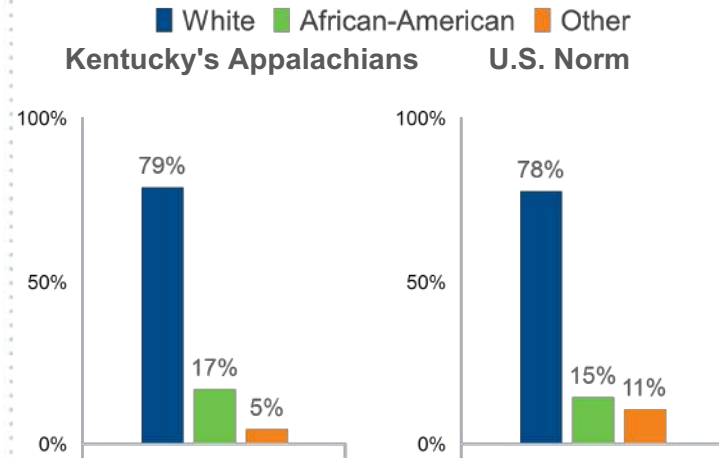


Household Income

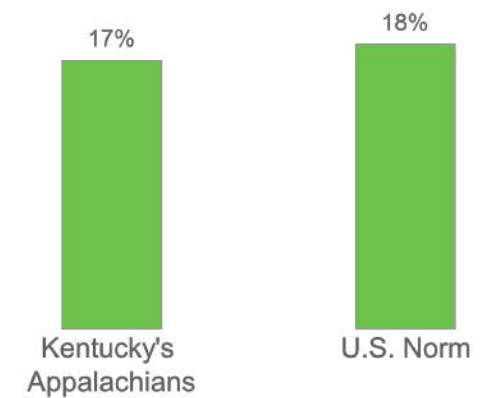


U.S. Norm: 41%, 20%, 15%, 17%, 8%

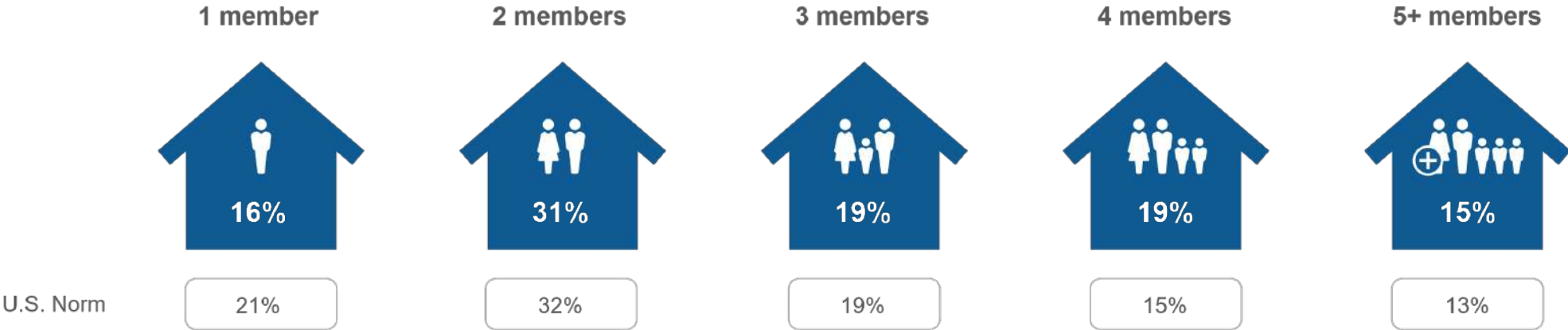
Race



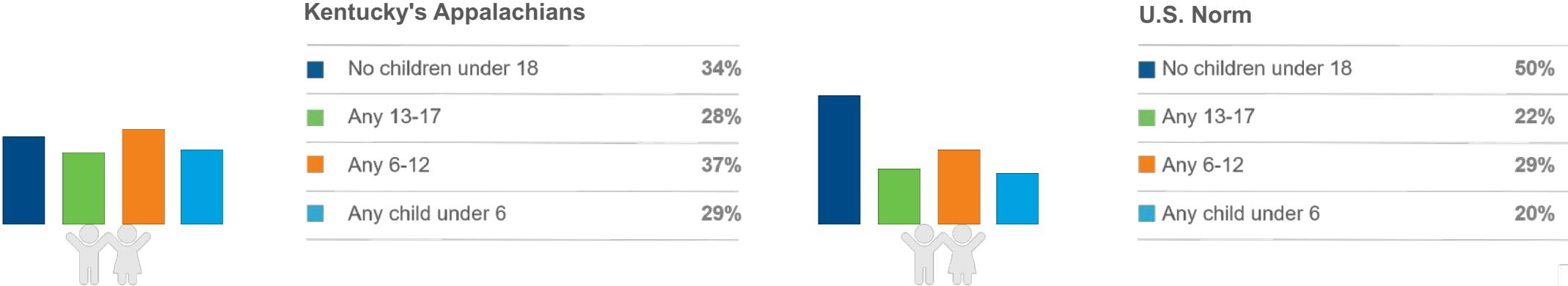
Hispanic Background



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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Daniel Boone Country'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 Daniel Boone Country, the following sample was achieved in 2021:



Overnight Base Size

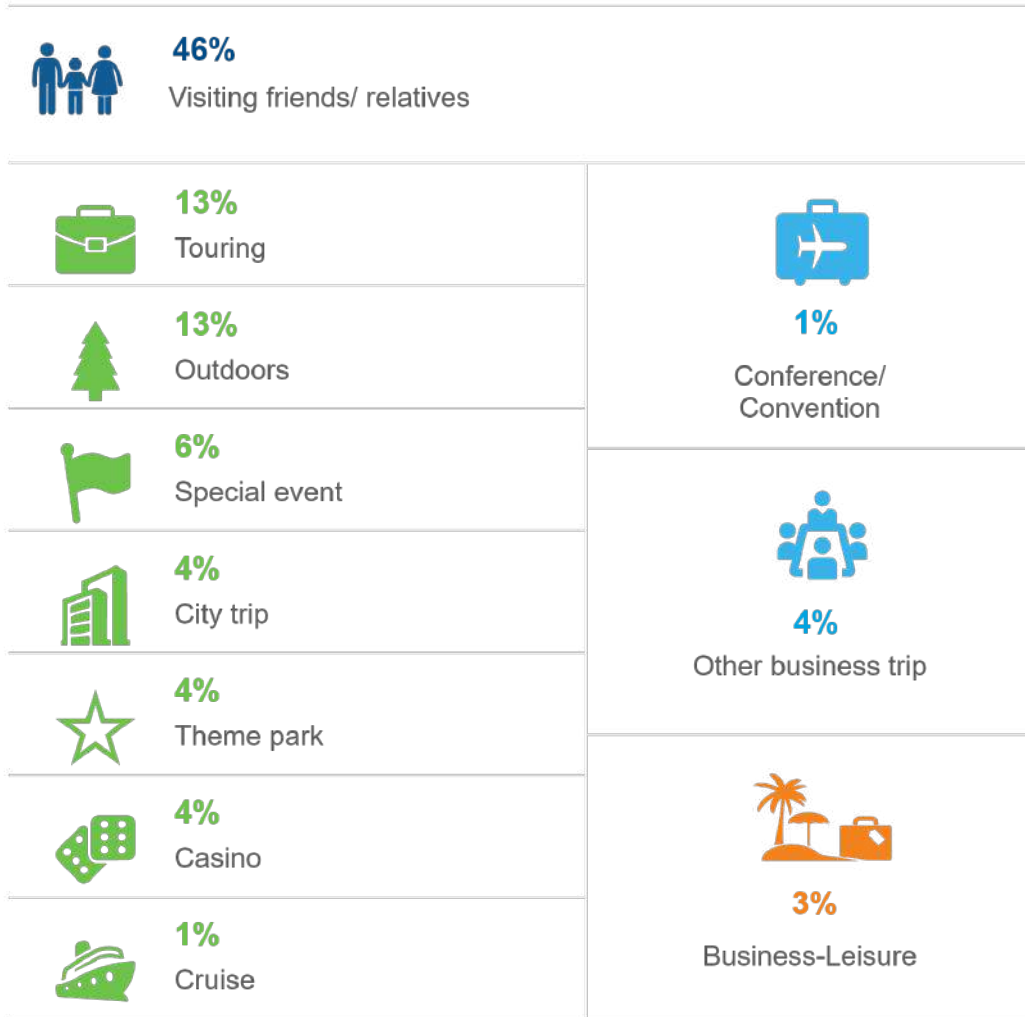
264

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

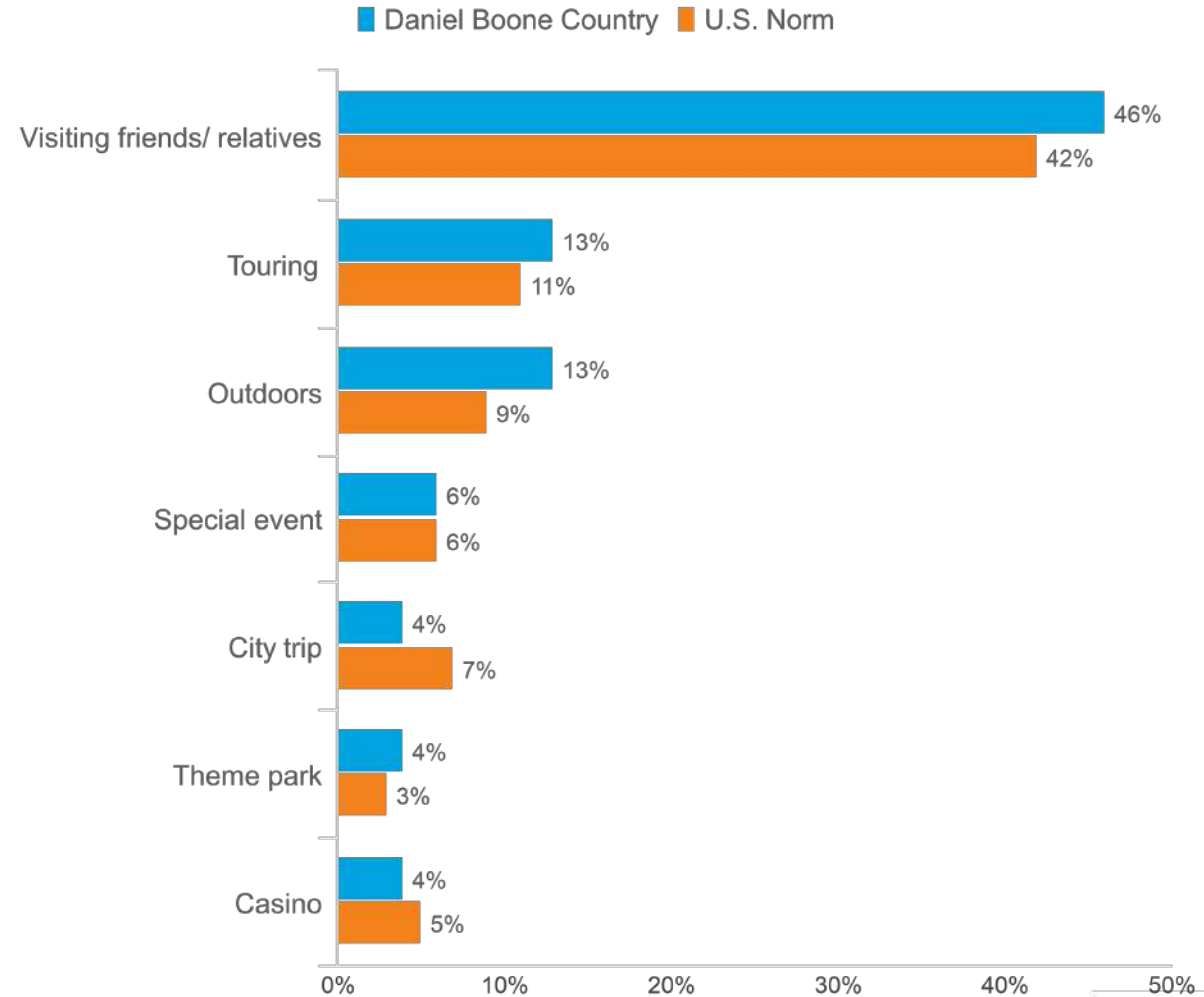
Daniel Boone Country's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

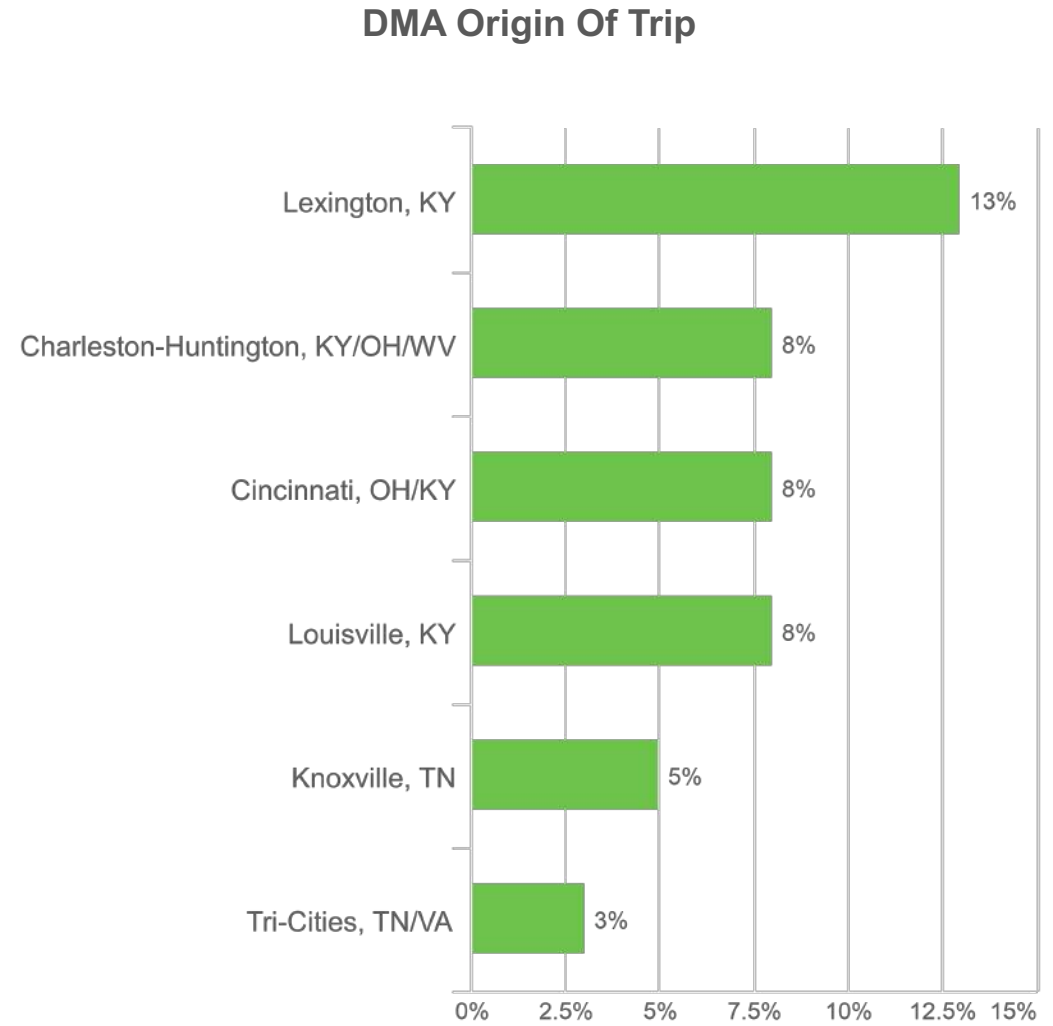
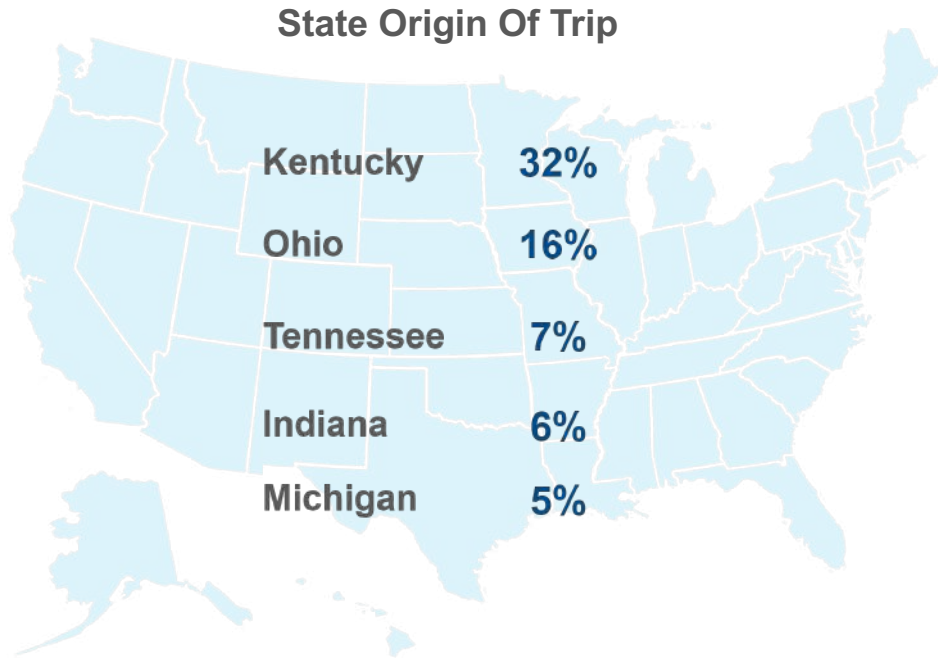
2021 Daniel Boone Country Overnight Trips



■ Visiting friends/relatives	46%
■ Marketable	46%
■ Business	5%
■ Business-leisure	3%

Daniel Boone Country's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips



Past Visitation to Daniel Boone Country

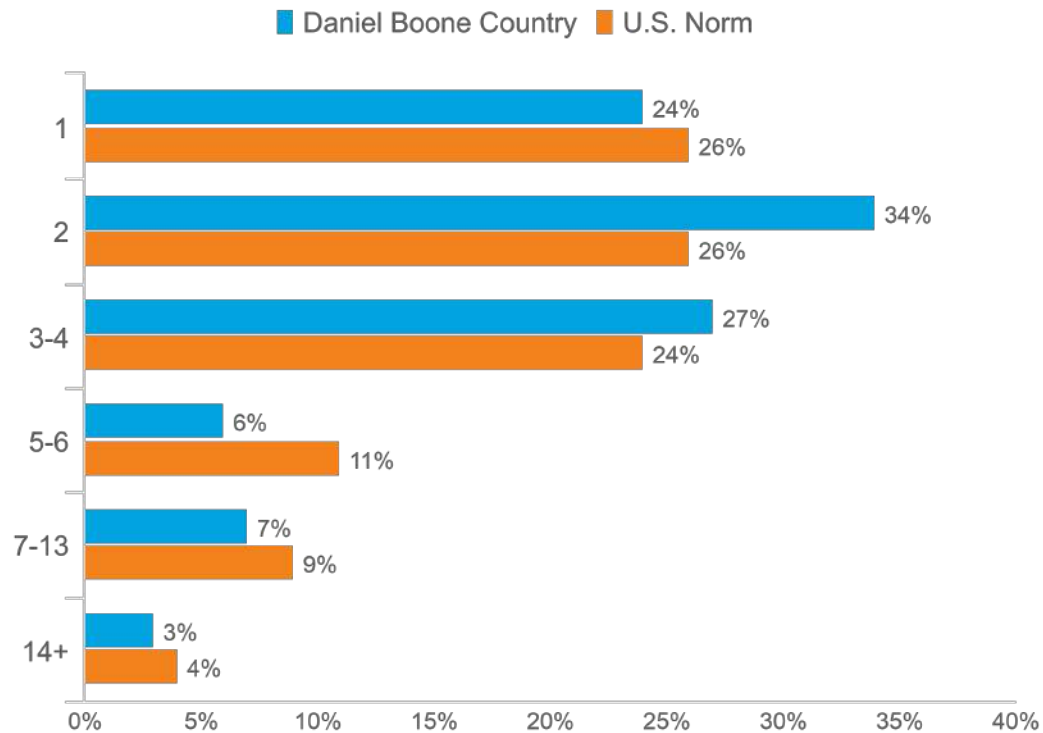
68% of overnight travelers to Daniel Boone Country are repeat visitors

51% of overnight travelers to Daniel Boone Country had visited before in the past 12 months

Daniel Boone Country's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Total Nights Away on Trip



Daniel Boone Country

3.4

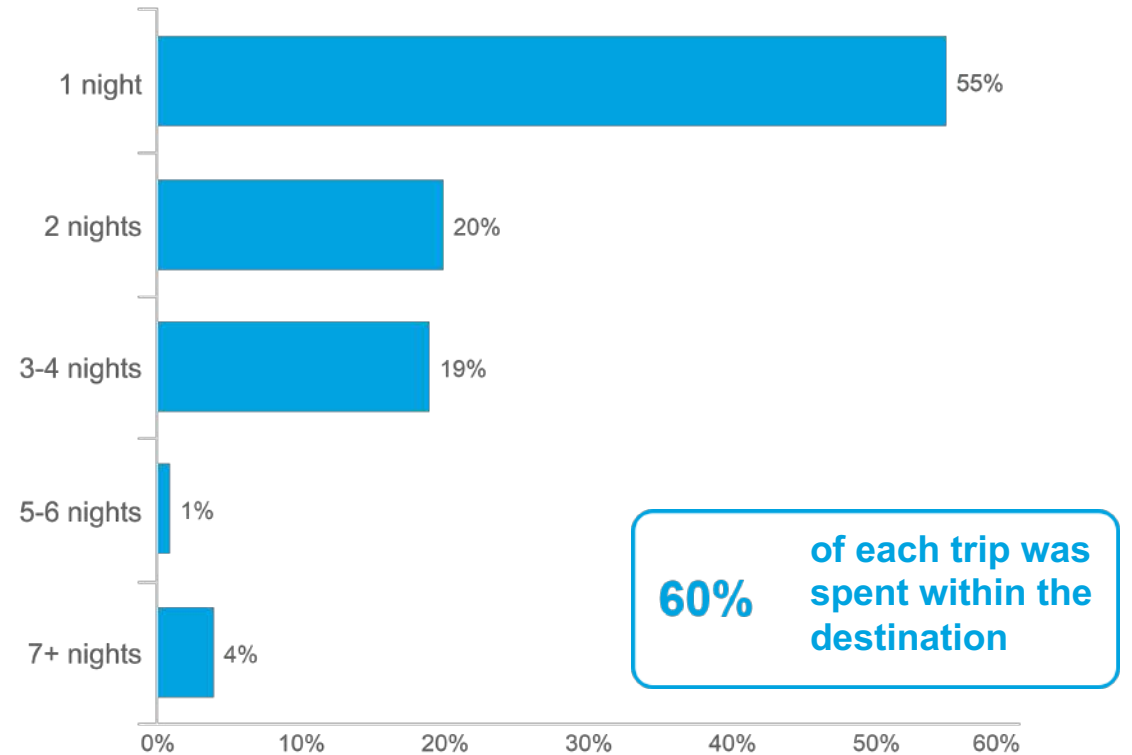
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Daniel Boone Country



60%

of each trip was
spent within the
destination

Average number
of nights

2.0

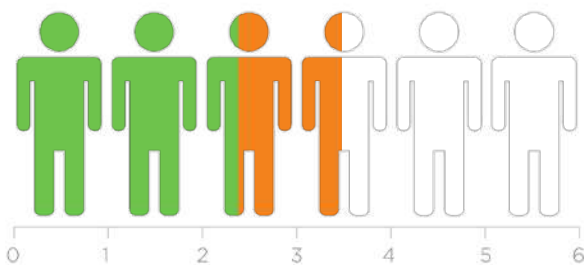
Average last
year

2.1

Size of Travel Party

■ Adults ■ Children

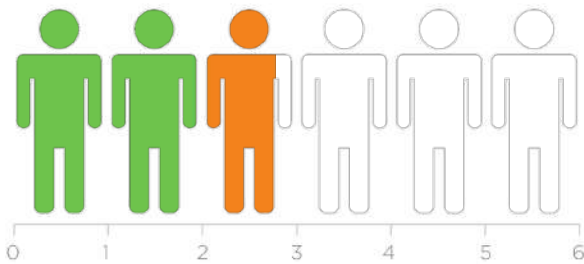
Daniel Boone Country



Total
3.6

Average number of people

U.S. Norm

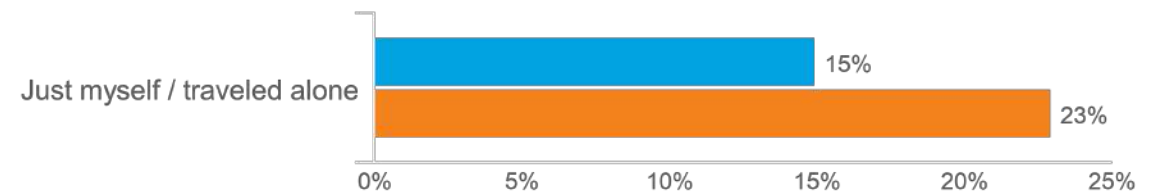


Total
2.9

Average number of people

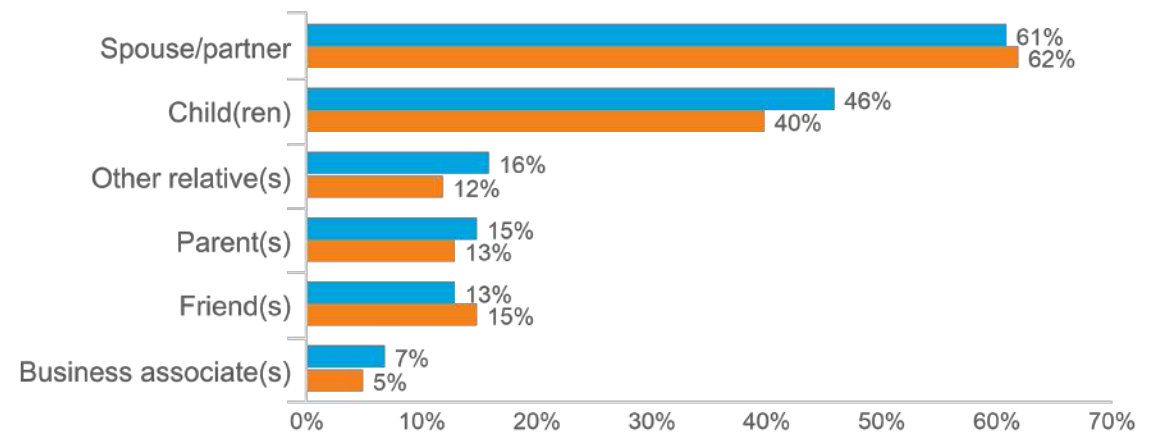
Percent Who Traveled Alone

■ Daniel Boone Country ■ U.S. Norm



Composition of Immediate Travel Party

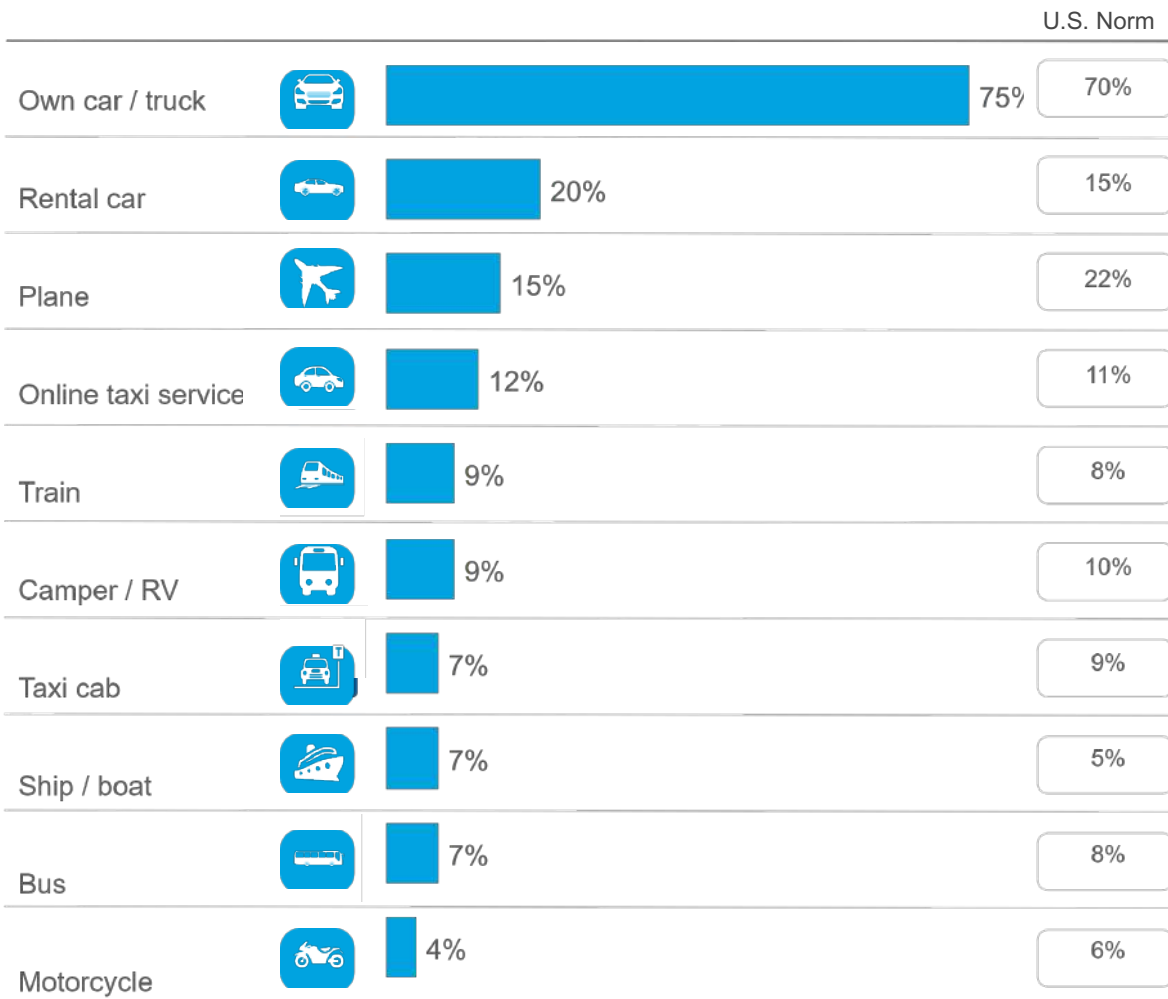
■ Daniel Boone Country ■ U.S. Norm



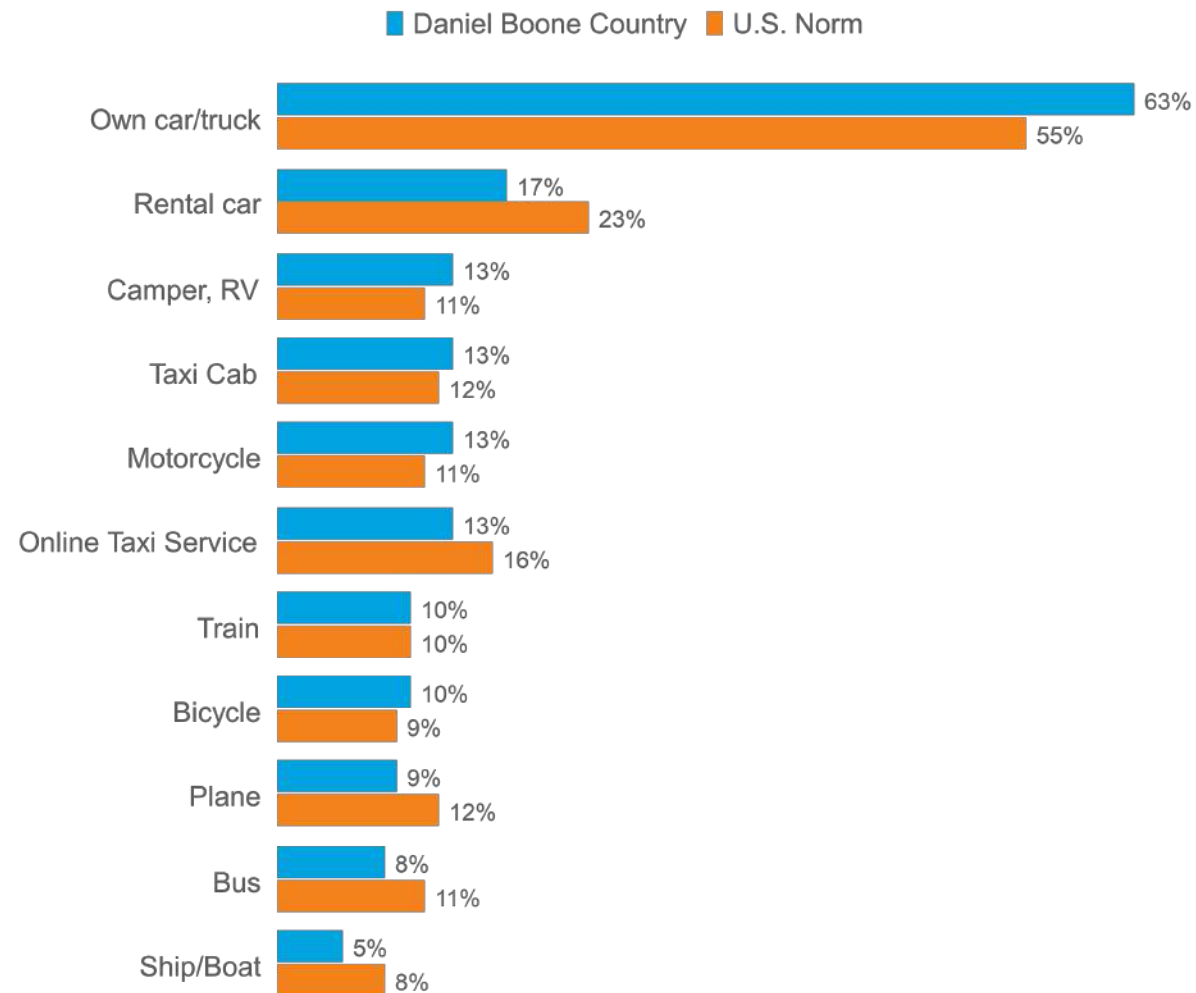
Daniel Boone Country's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Transportation Used to get to Destination

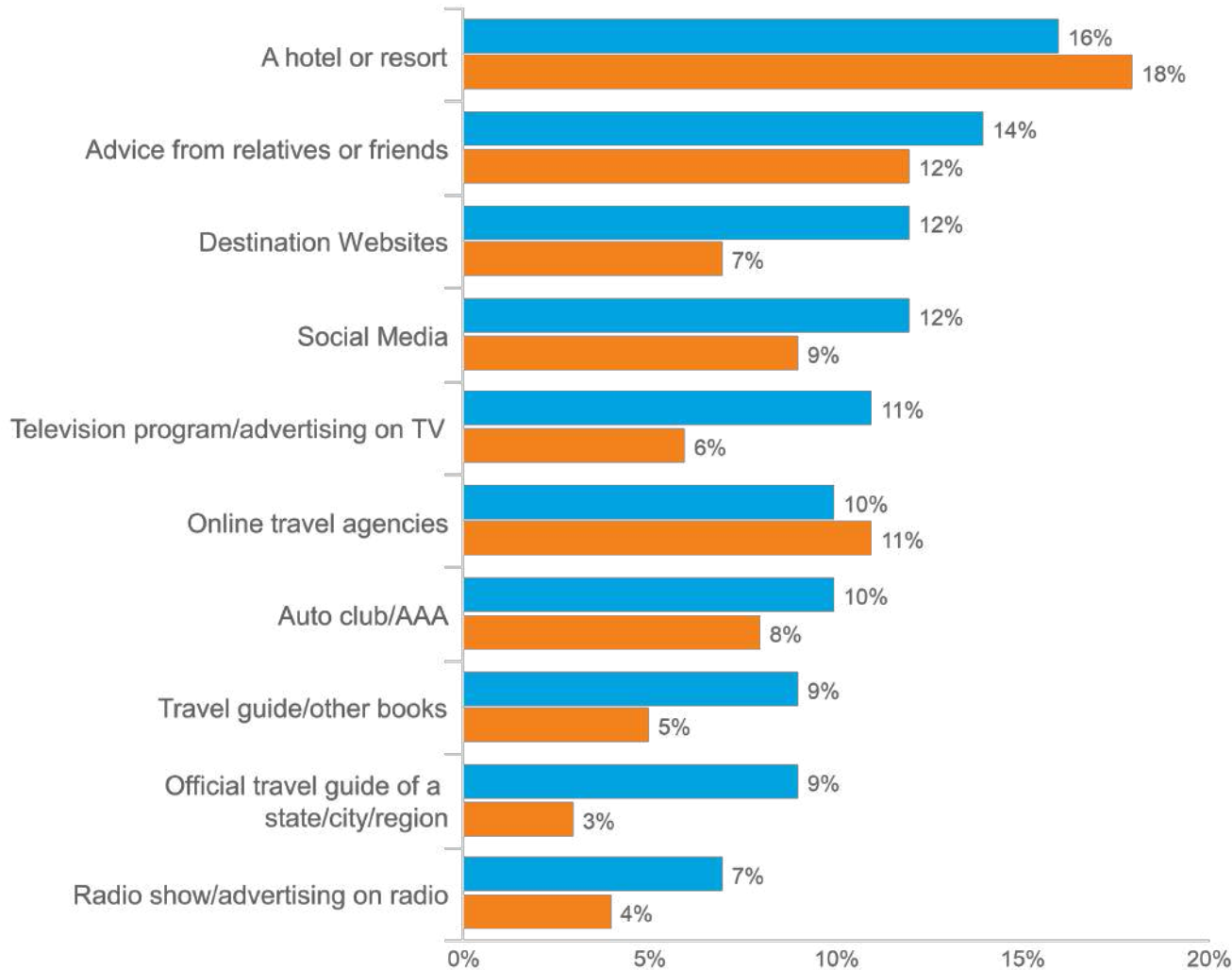


Transportation Used within Destination



Trip Planning Information Sources

■ Daniel Boone Country ■ U.S. Norm



Length of Trip Planning

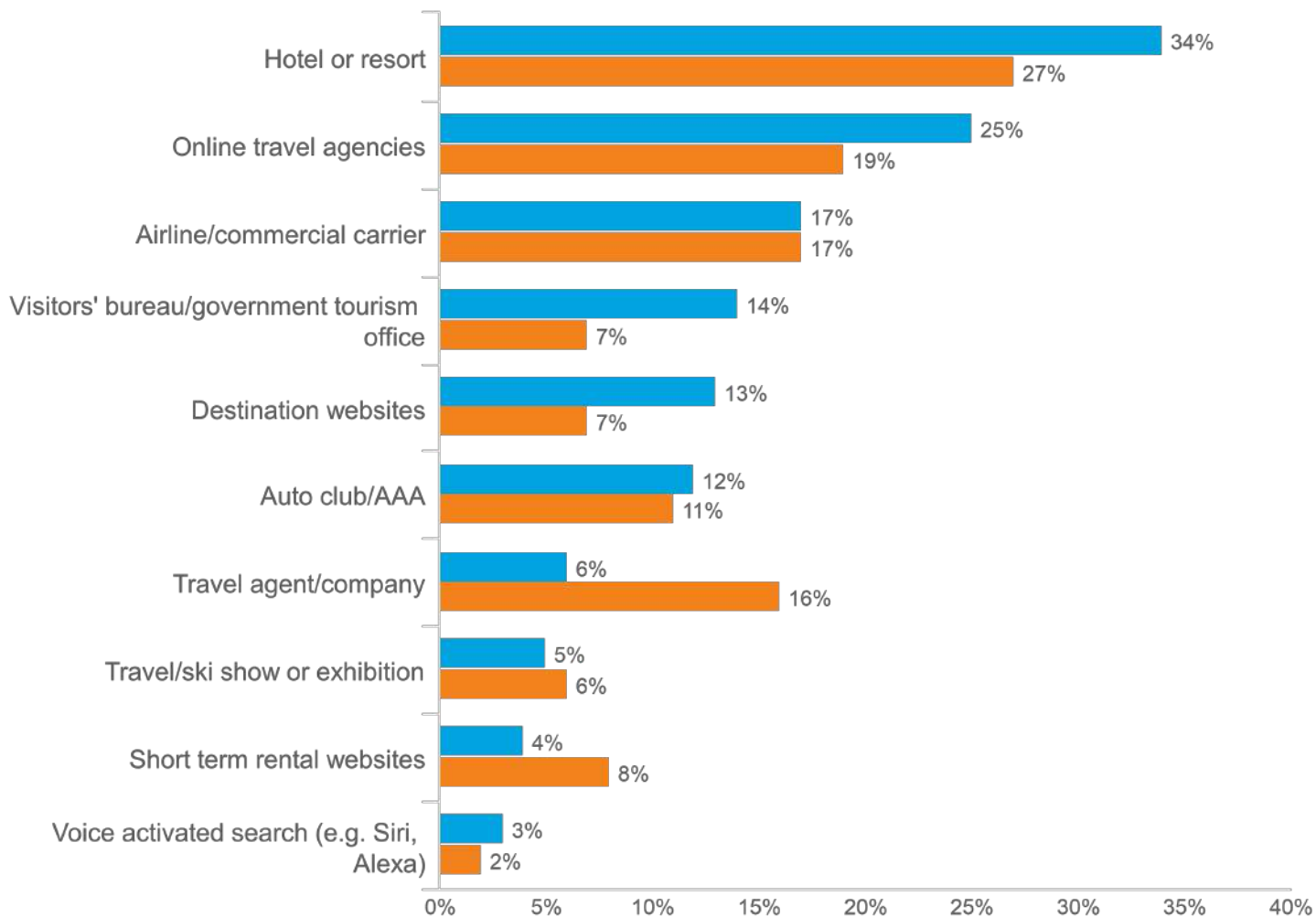
	Daniel Boone Country	U.S. Norm
1 month or less	29%	30%
2 months	19%	15%
3-5 months	17%	18%
6-12 months	11%	14%
More than 1 year in advance	3%	6%
Did not plan anything in advance	20%	17%

Daniel Boone Country's Overnight Trip Characteristics








Base: 2021 Overnight Person-Trips

Method of Booking

■ Daniel Boone Country ■ U.S. Norm



Accommodations

	Daniel Boone Country	U.S. Norm
 Hotel	40%	38%
 Motel	18%	13%
 Home of friends / relatives	17%	19%
 Campground / RV park	9%	6%
 Rented cottage / cabin	7%	4%
 Country inn / lodge	7%	5%
 Bed & breakfast	6%	8%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities



U.S. Norm: 18%

Activities and Experiences (Top 10)







	Daniel Boone Country	U.S. Norm
Shopping	21%	22%
Sightseeing	17%	16%
National/state park	14%	7%
Attending celebration	14%	13%
Landmark/historic site	14%	11%
Hiking/backpacking	14%	7%
Swimming	13%	12%
Business meeting	12%	8%
Casino	12%	10%
Museum	11%	10%

Shopping Types on Trip

	Daniel Boone Country	U.S. Norm
 Outlet/mall shopping	66%	47%
 Big box stores (Walmart, Costco)	39%	33%
 Convenience/grocery shopping	38%	42%
 Souvenir shopping	23%	39%
 Antiquing	18%	13%
 Boutique shopping	11%	28%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Daniel Boone Country	U.S. Norm
 Unique/local food	40%	40%
 Street food/food trucks	25%	21%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	21%
 Fine/upscale dining	18%	22%
 Picnicking	16%	14%
 Gastropubs	9%	10%



63%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people

54%



Quality of food

51%



Safety/security

49%



Cleanliness

48%



Sightseeing/attractions

46%



Value for money

45%



Quality of accommodations

42%



Music/nightlife/entertainment

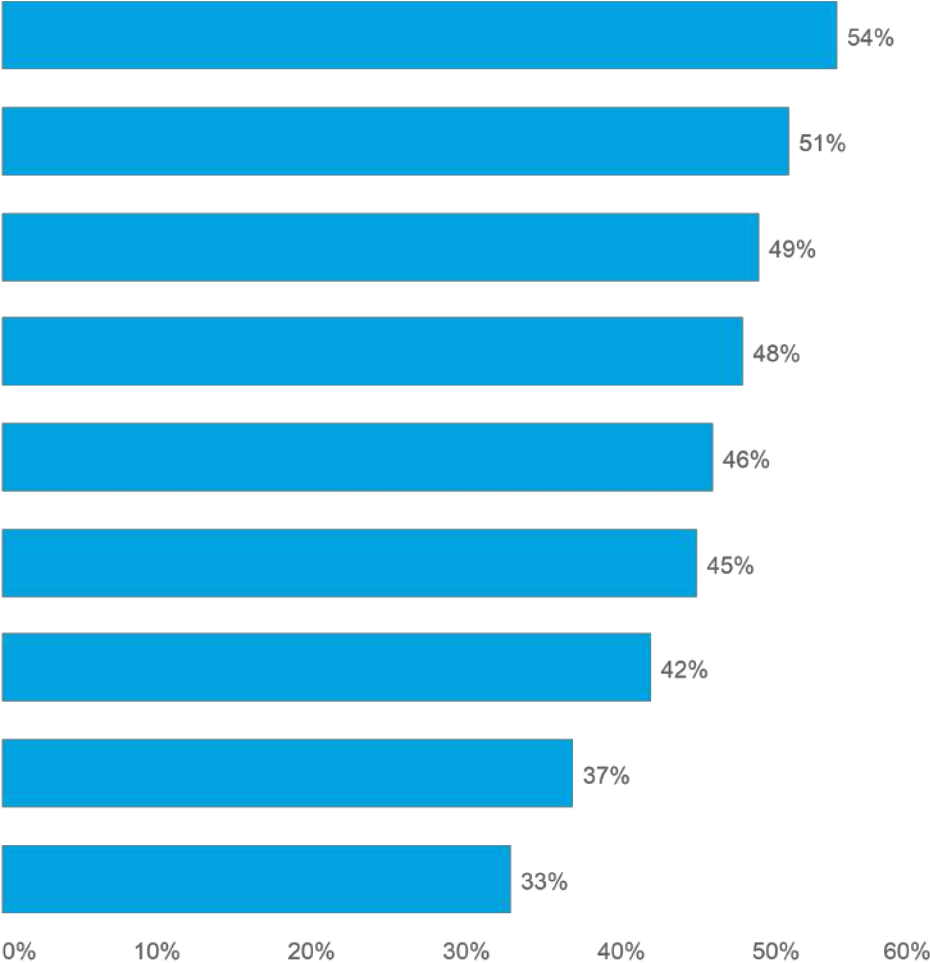
37%



Public transportation

33%

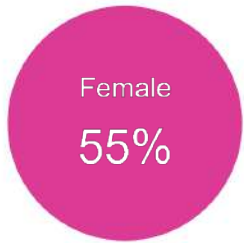
% Very Satisfied with Trip



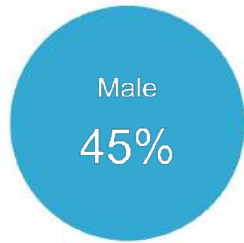
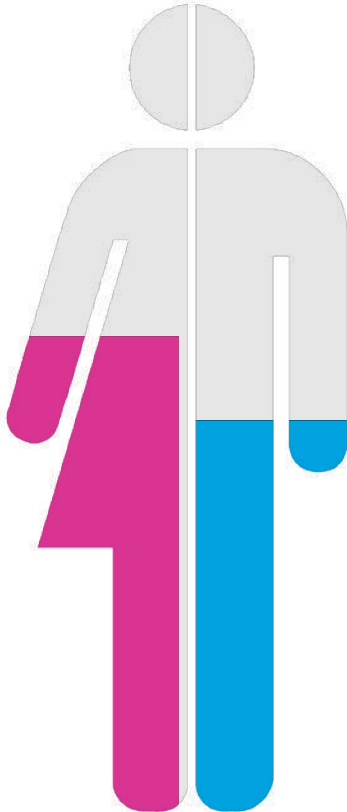
Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2021 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Daniel Boone Country



Average Age
40.9

U.S. Norm



Average Age
43.7

Marital Status

■ Daniel Boone Country ■ U.S. Norm



Married / with partner



Single / never married



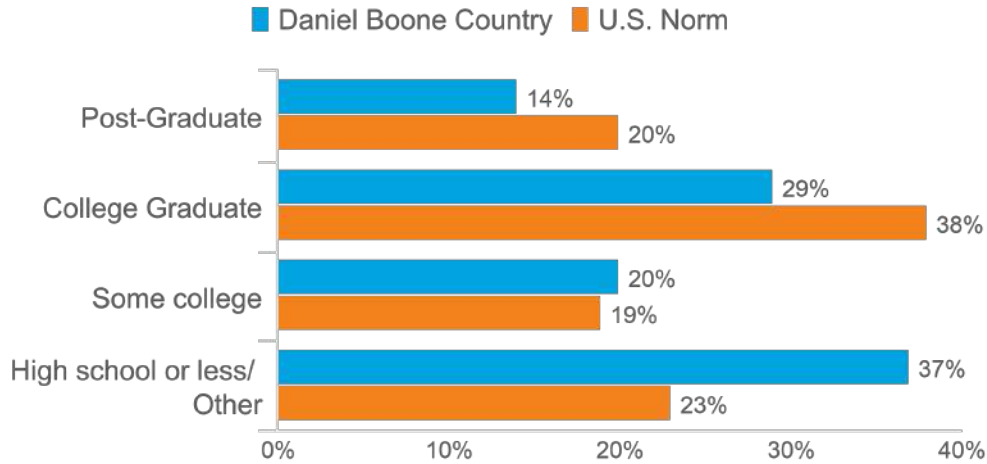
Divorced / widowed / separated



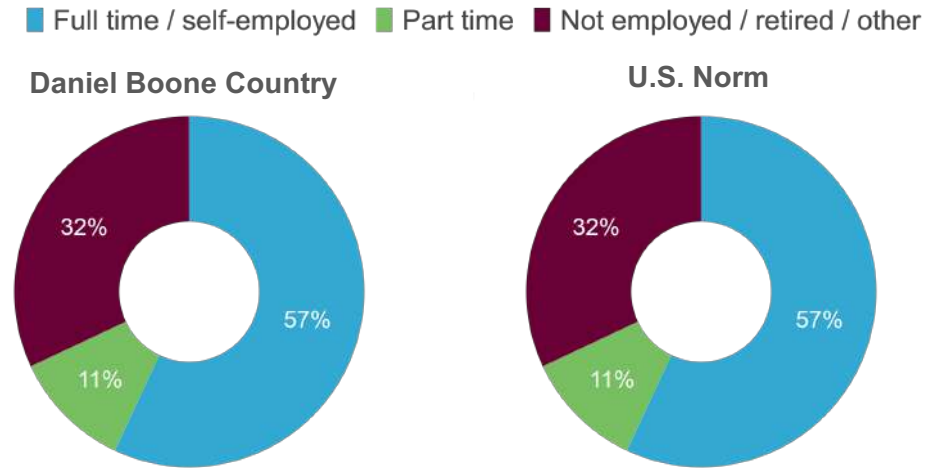
Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2021 Overnight Person-Trips

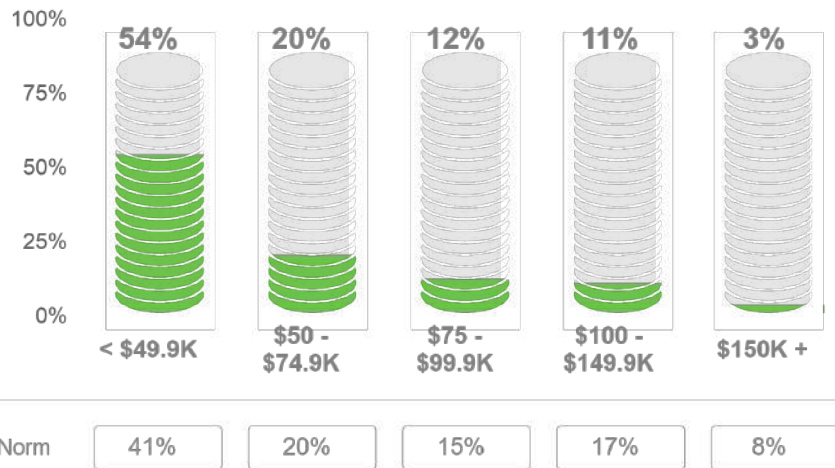
Education



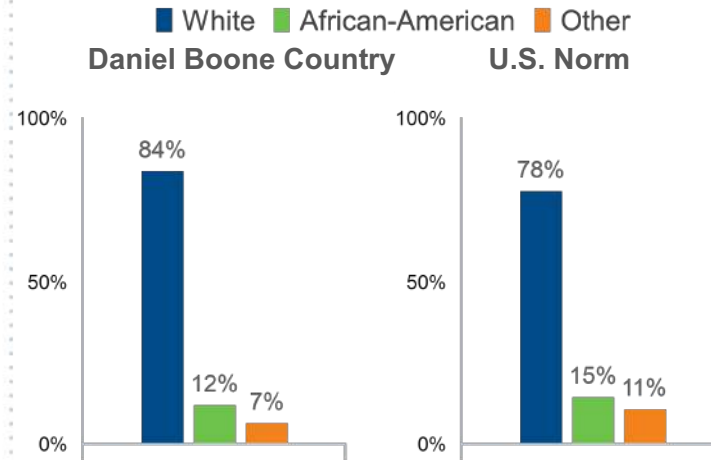
Employment



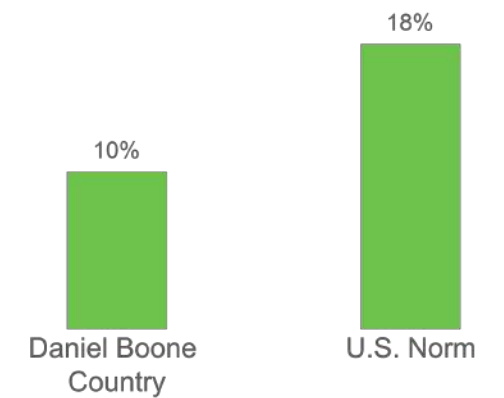
Household Income



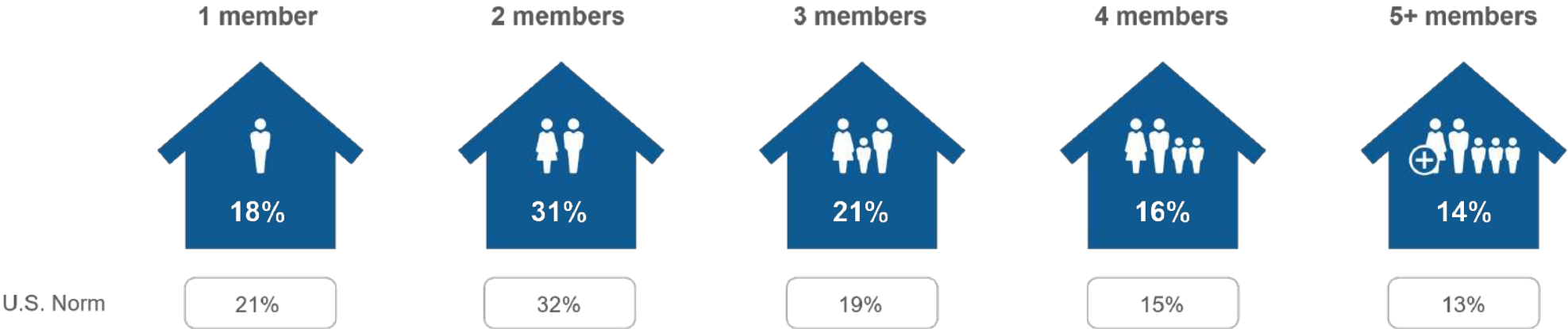
Race



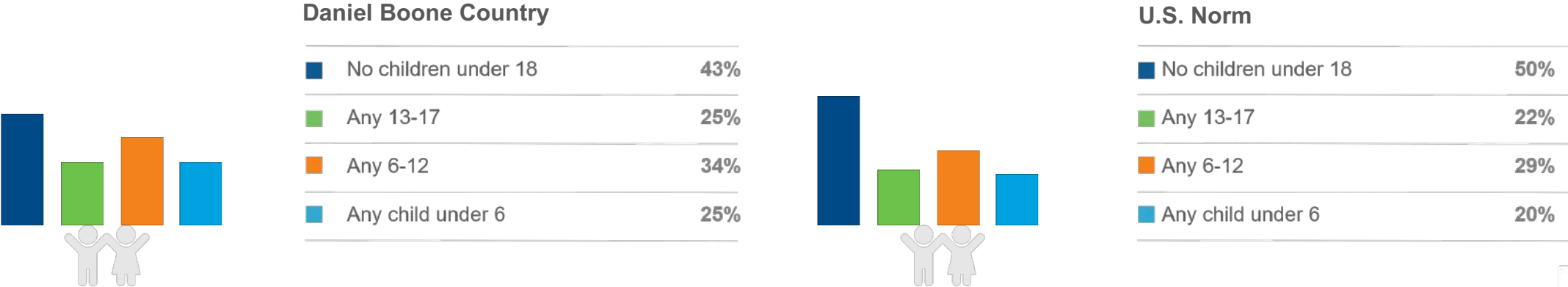
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Southern Shorelines

2021

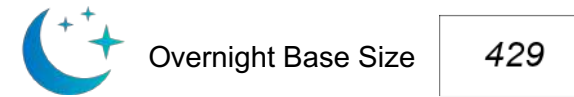
Introduction

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



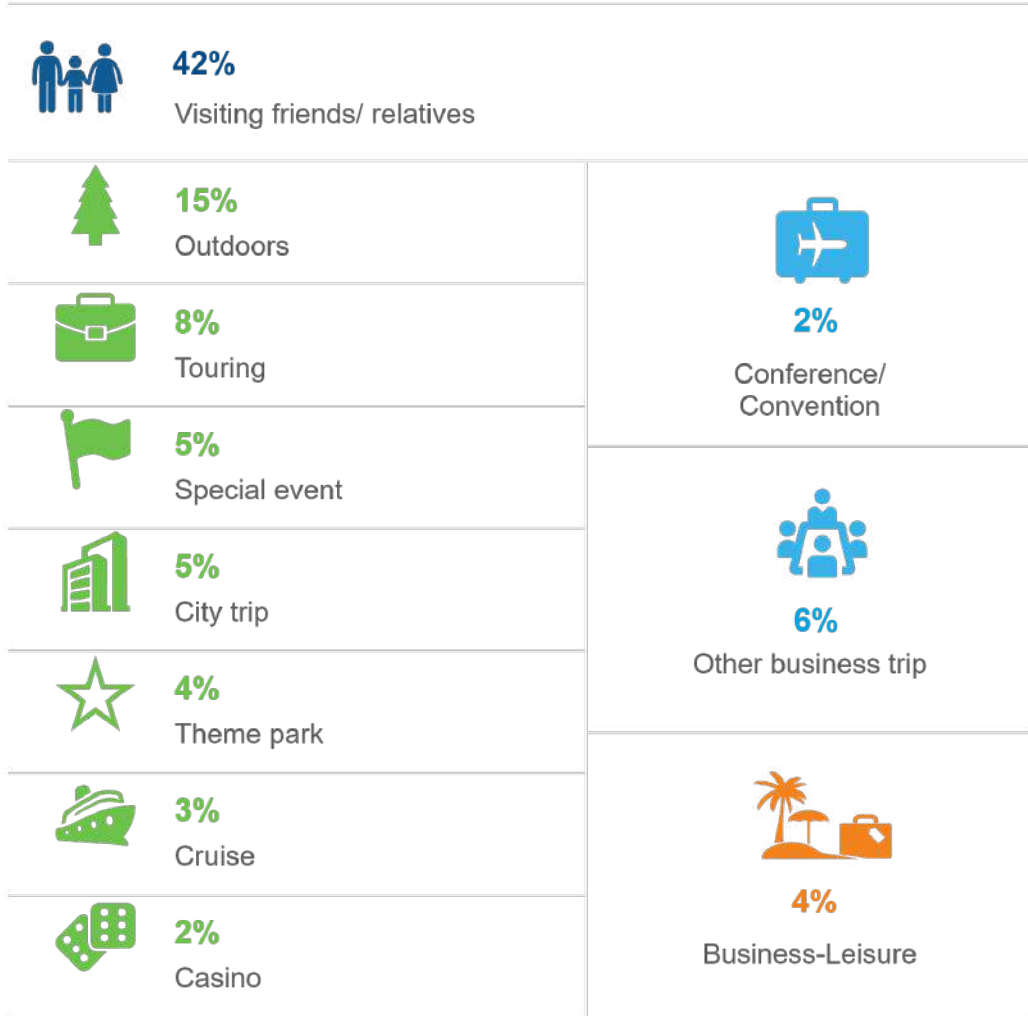
An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

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

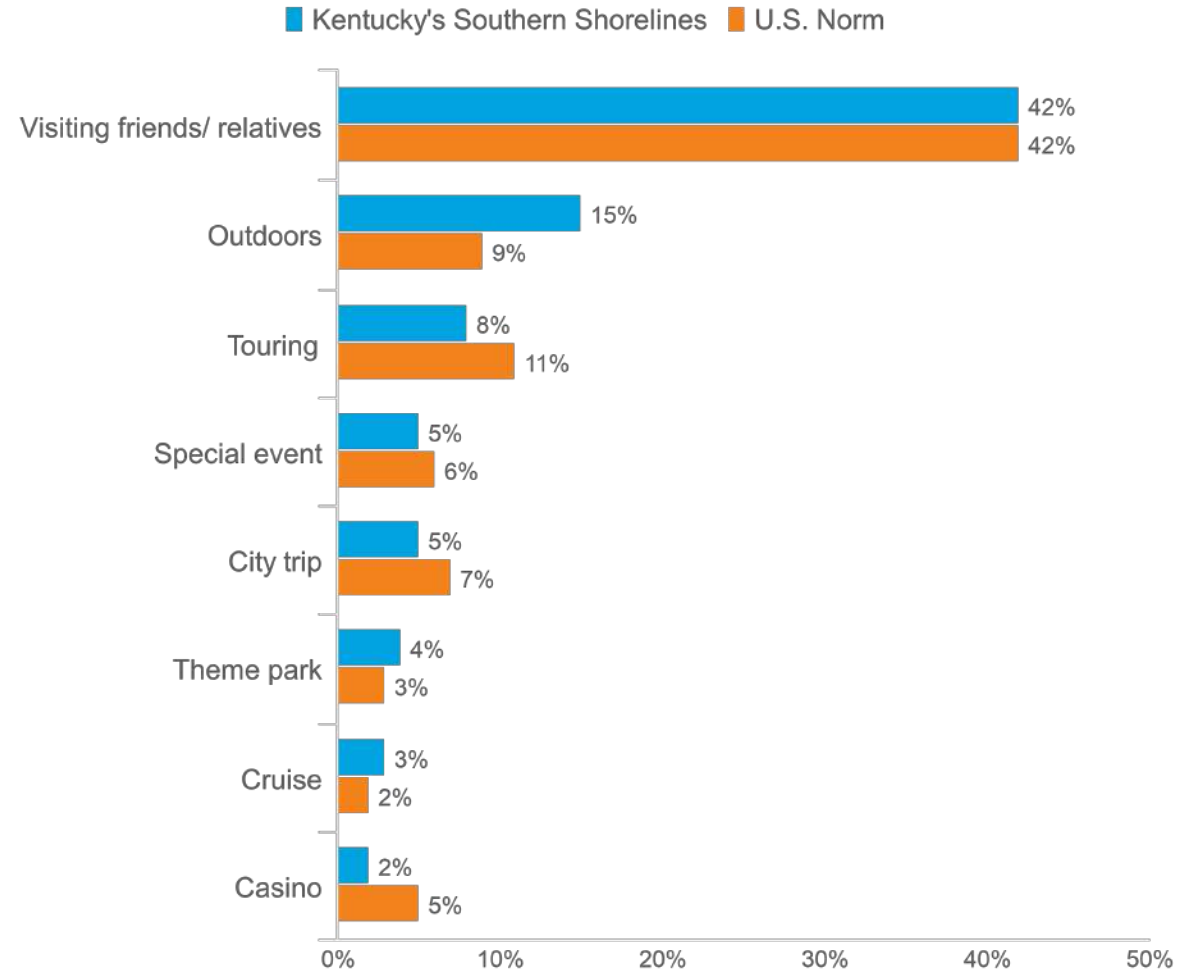
Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



■	Visiting friends/relatives	42%
■	Marketable	48%
■	Business	6%
■	Business-leisure	4%

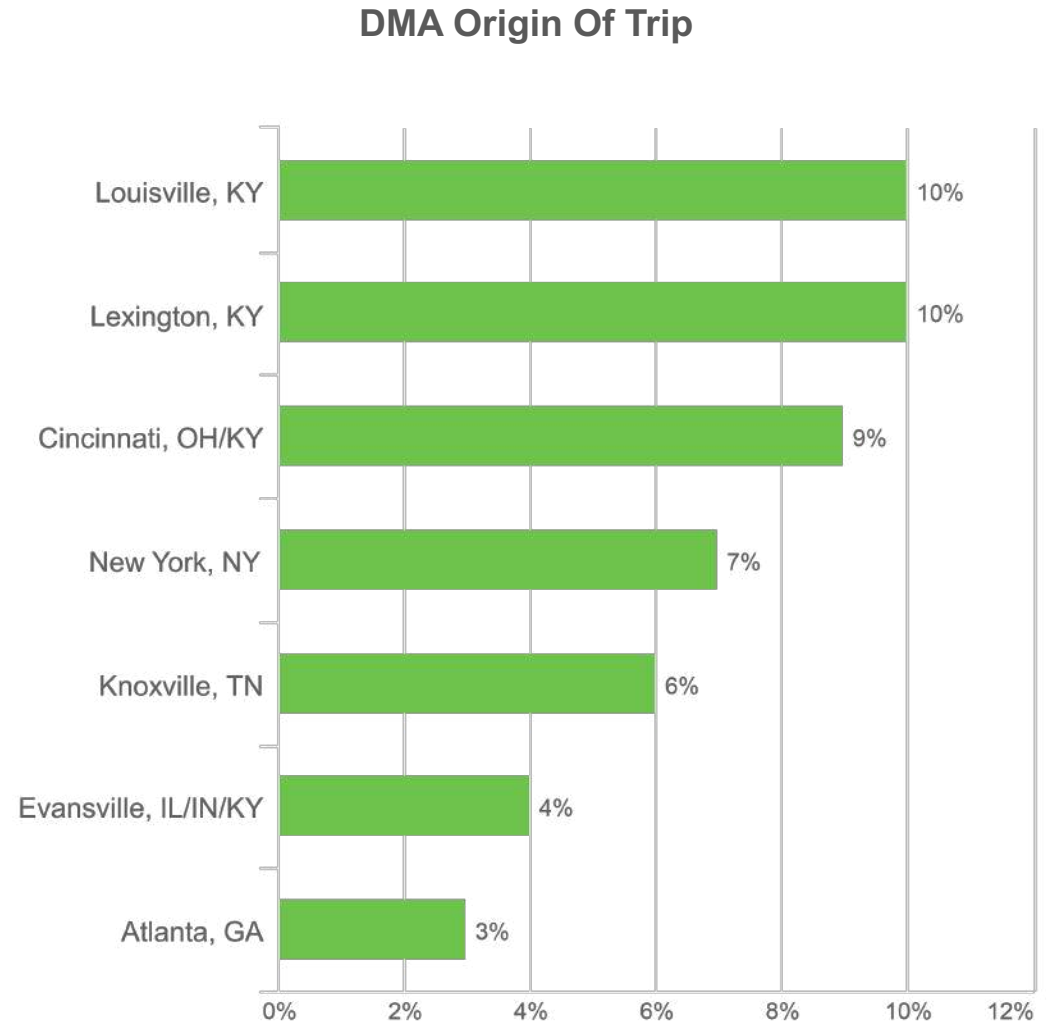
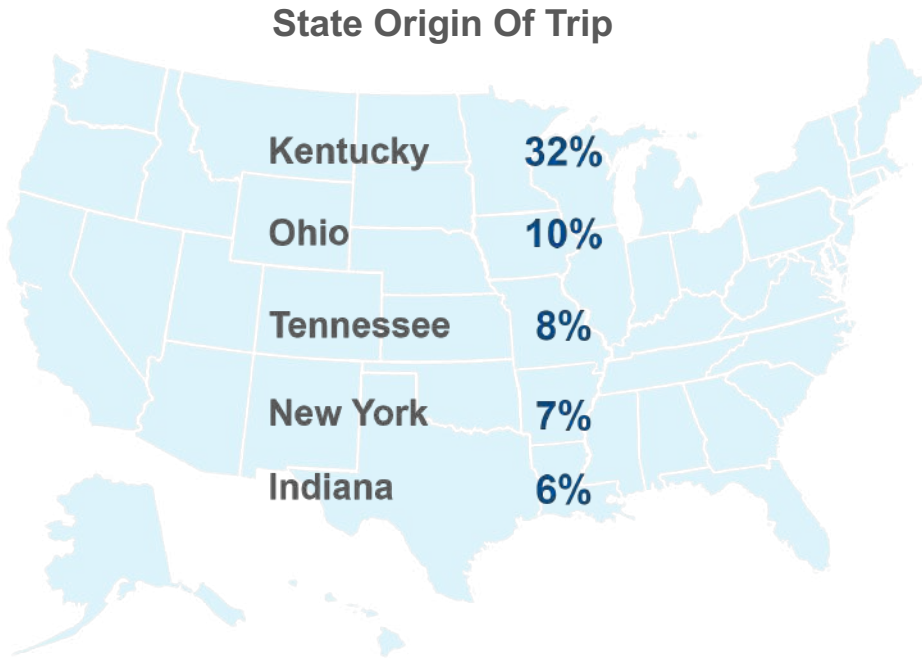
Kentucky's Southern Shorelines Overnight Trips



■	Visiting friends/relatives	42%
■	Marketable	46%
■	Business	8%
■	Business-leisure	4%

Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

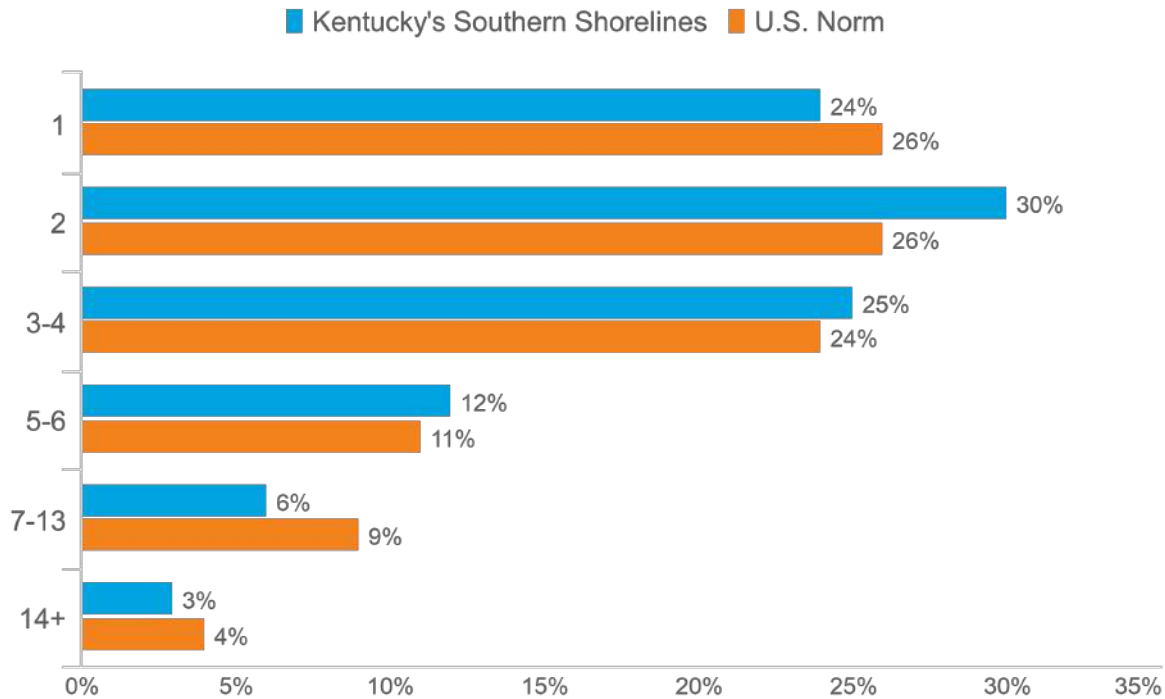


Past Visitation to Kentucky's Southern Shorelines

62% of overnight travelers to Kentucky's Southern Shorelines are repeat visitors

47% of overnight travelers to Kentucky's Southern Shorelines had visited before in the past 12 months

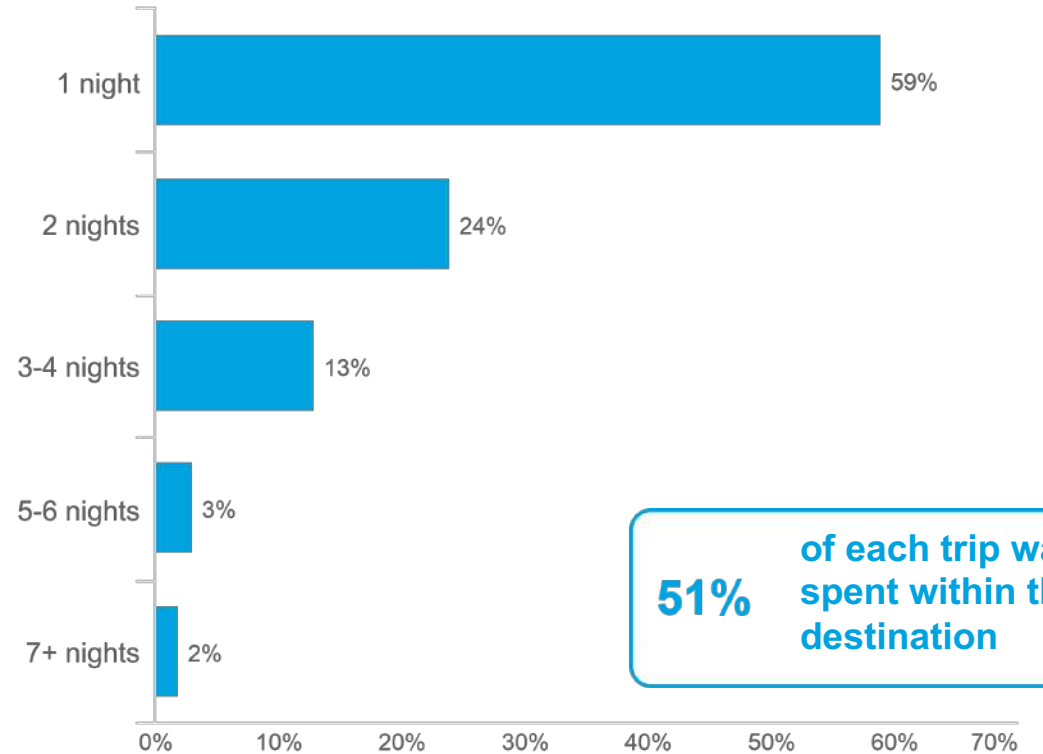
Total Nights Away on Trip



Kentucky's Southern Shorelines
3.5
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Kentucky's Southern Shorelines



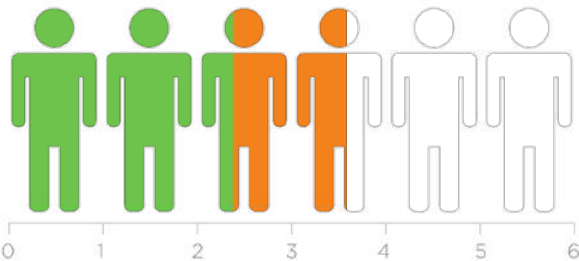
51% of each trip was spent within the destination

Average number of nights
1.8

Size of Travel Party

■ Adults ■ Children

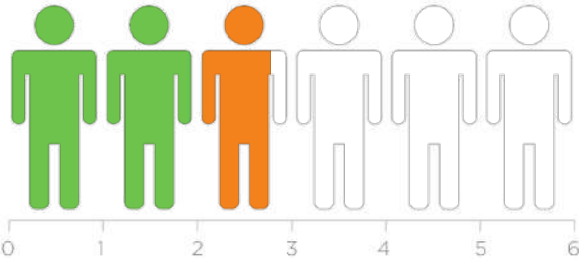
Kentucky's Southern Shorelines



Total
3.7

Average number of people

U.S. Norm

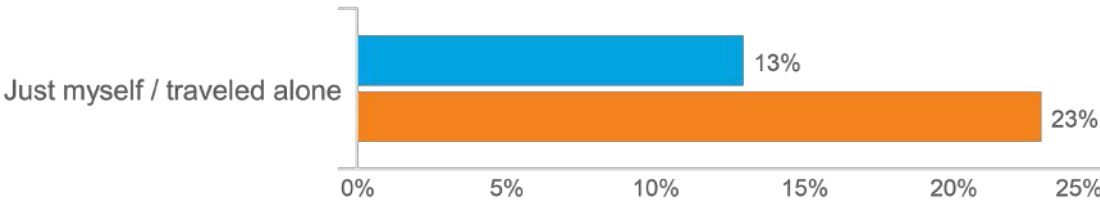


Total
2.9

Average number of people

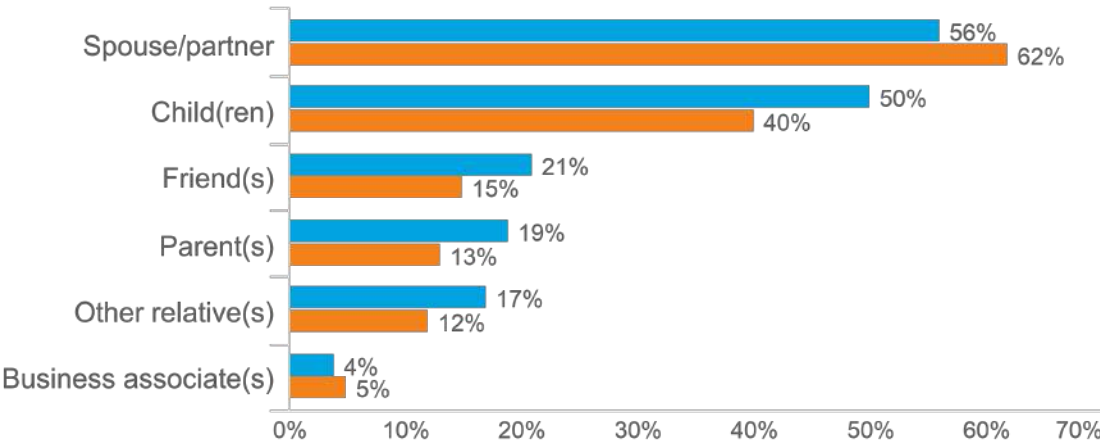
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

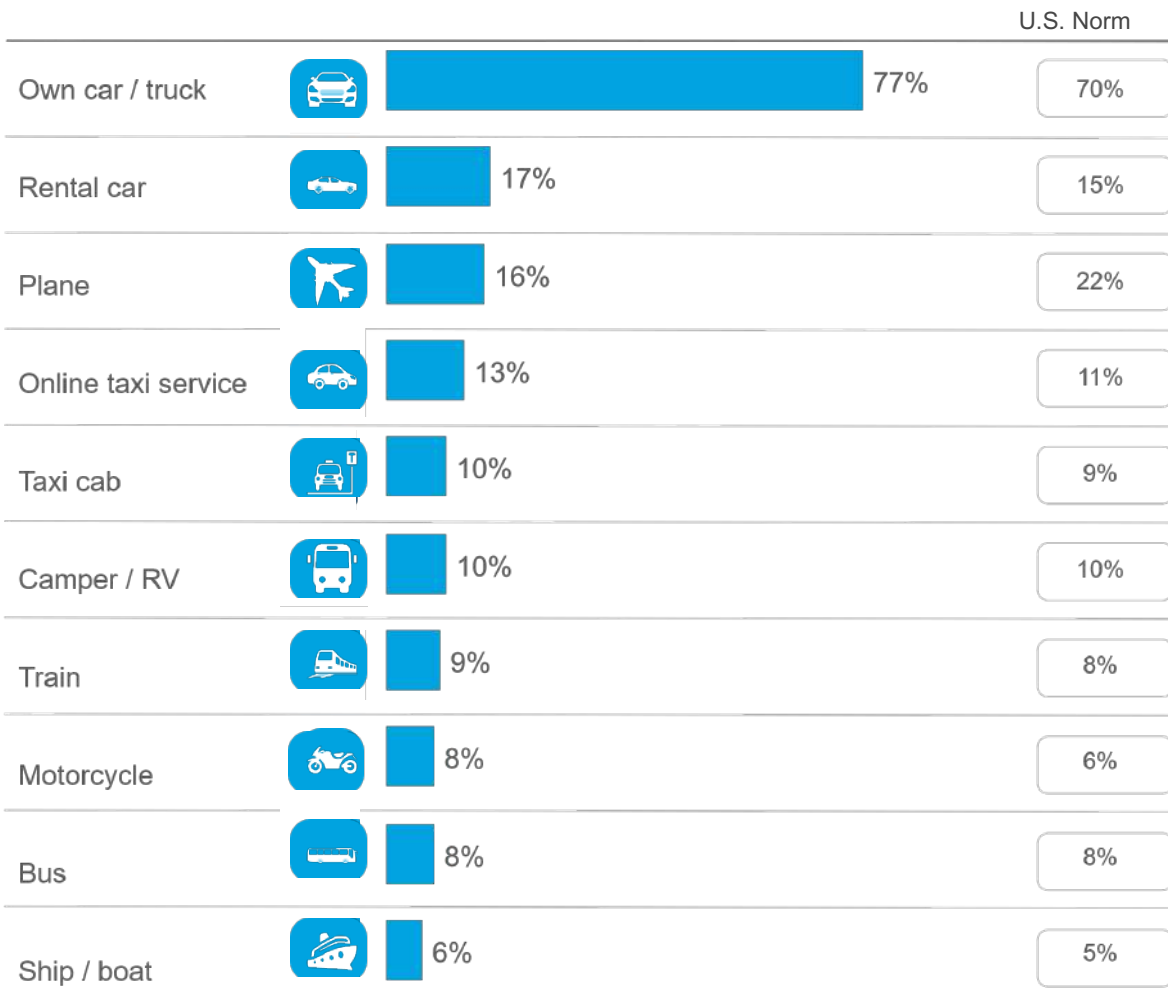
■ Kentucky's Southern Shorelines ■ U.S. Norm



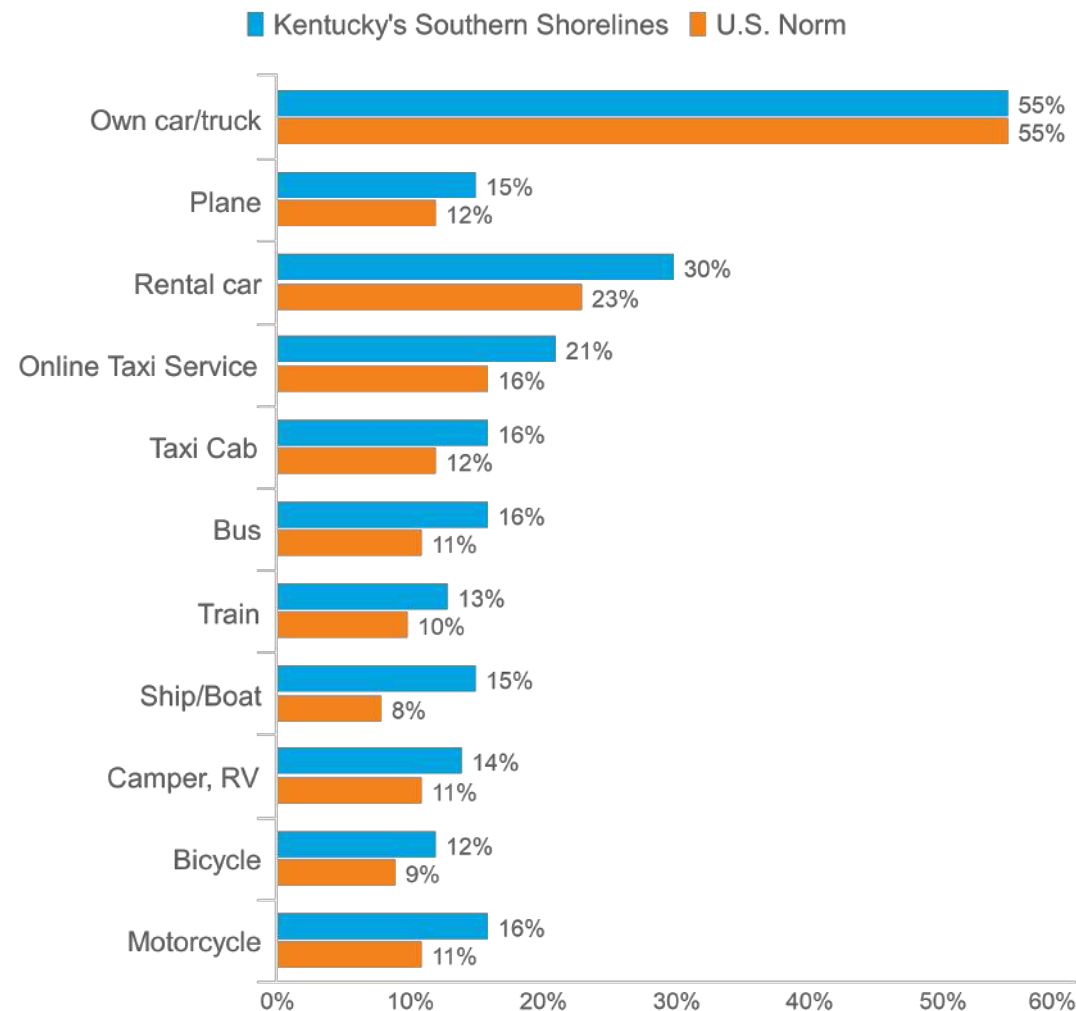
Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

Transportation Used to get to Destination

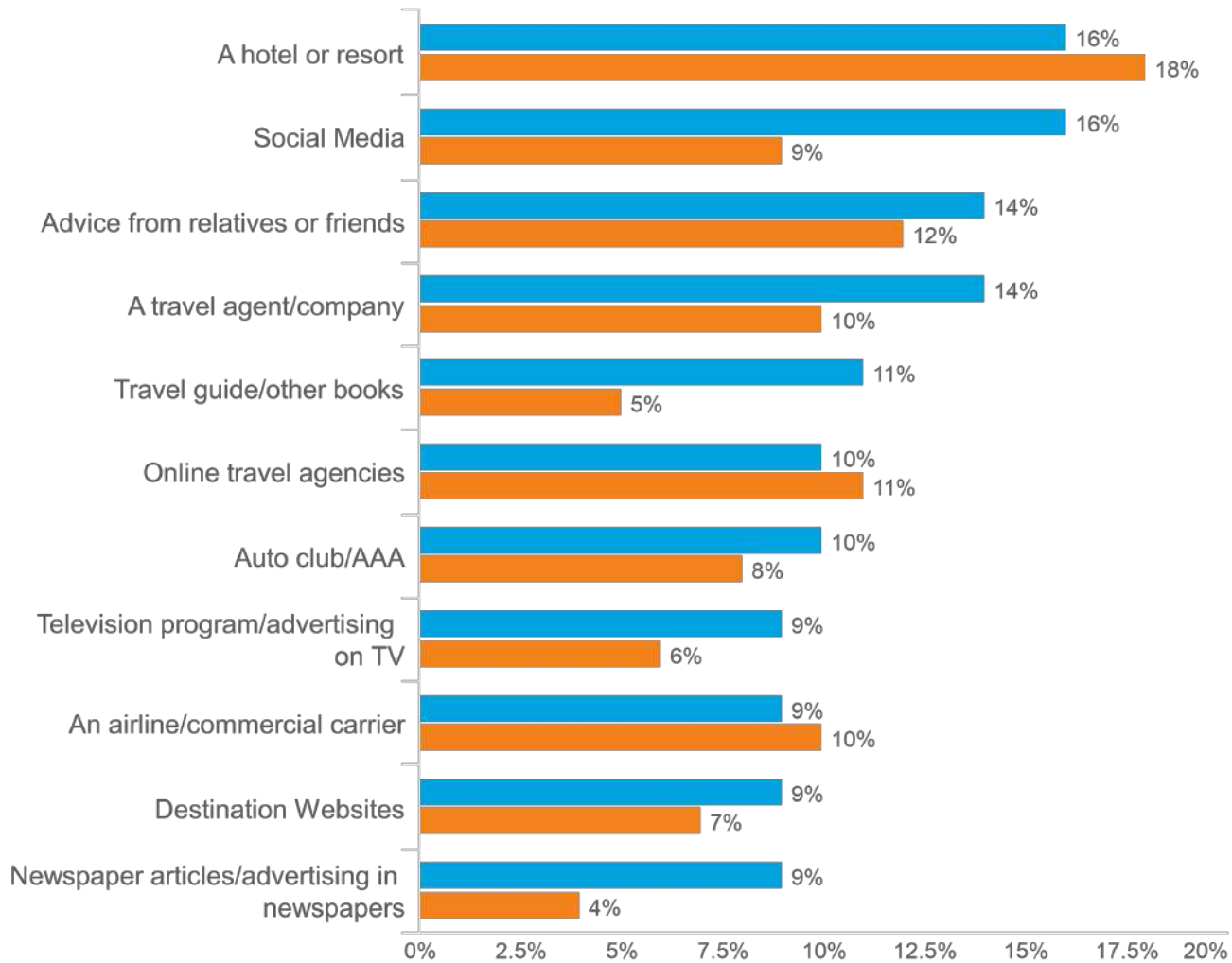


Transportation Used within Destination



Trip Planning Information Sources

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



Length of Trip Planning

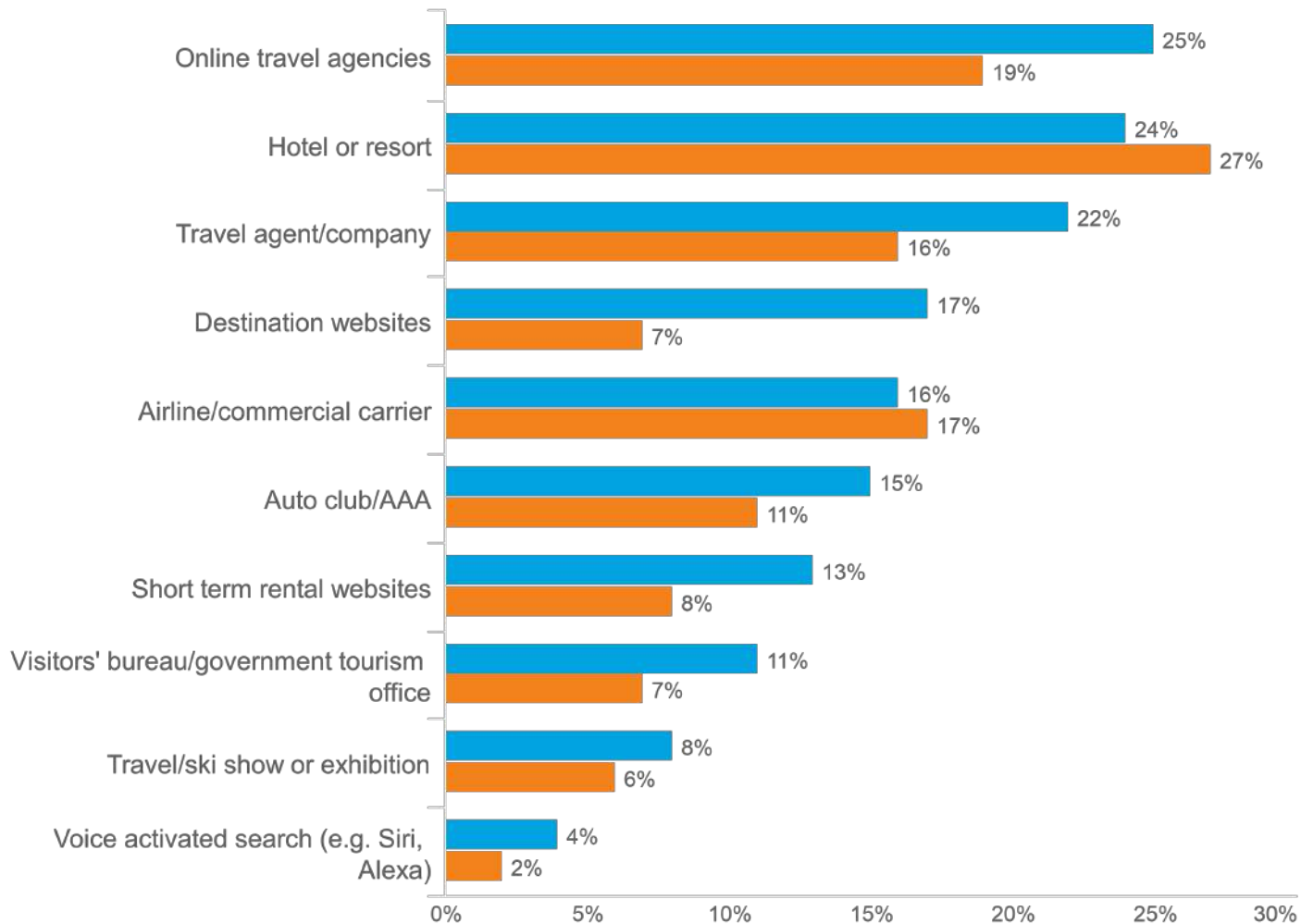
	Kentucky's Southern Shorelines	U.S. Norm
Did not plan anything in advance	19%	17%
More than 1 year in advance	6%	6%
6-12 months	13%	14%
3-5 months	18%	18%
2 months	14%	15%
1 month or less	29%	30%

Kentucky's Southern Shorelines's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

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



Accommodations

		Kentucky's Southern Shorelines	U.S. Norm
	Hotel	43%	38%
	Home of friends / relatives	17%	19%
	Motel	16%	13%
	Bed & breakfast	15%	8%
	Campground / RV park	10%	6%
	Rented home / condo / apartment	8%	6%
	Resort hotel	8%	12%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities



U.S. Norm: 18%

Activities and Experiences (Top 10)







	Kentucky's Southern Shorelines	U.S. Norm
Shopping	21%	22%
Swimming	18%	12%
Attending celebration	17%	13%
Fishing	16%	7%
Sightseeing	16%	16%
Business meeting	14%	8%
Business convention/conference	14%	8%
Hiking/backpacking	13%	7%
Attended/participated in a sports event for kids	13%	6%
Convention for personal interest	13%	6%

Shopping Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Convenience/grocery shopping	47%	42%
 Outlet/mall shopping	43%	47%
 Big box stores (Walmart, Costco)	38%	33%
 Souvenir shopping	30%	39%
 Boutique shopping	25%	28%
 Antiquing	23%	13%

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

Dining Types on Trip

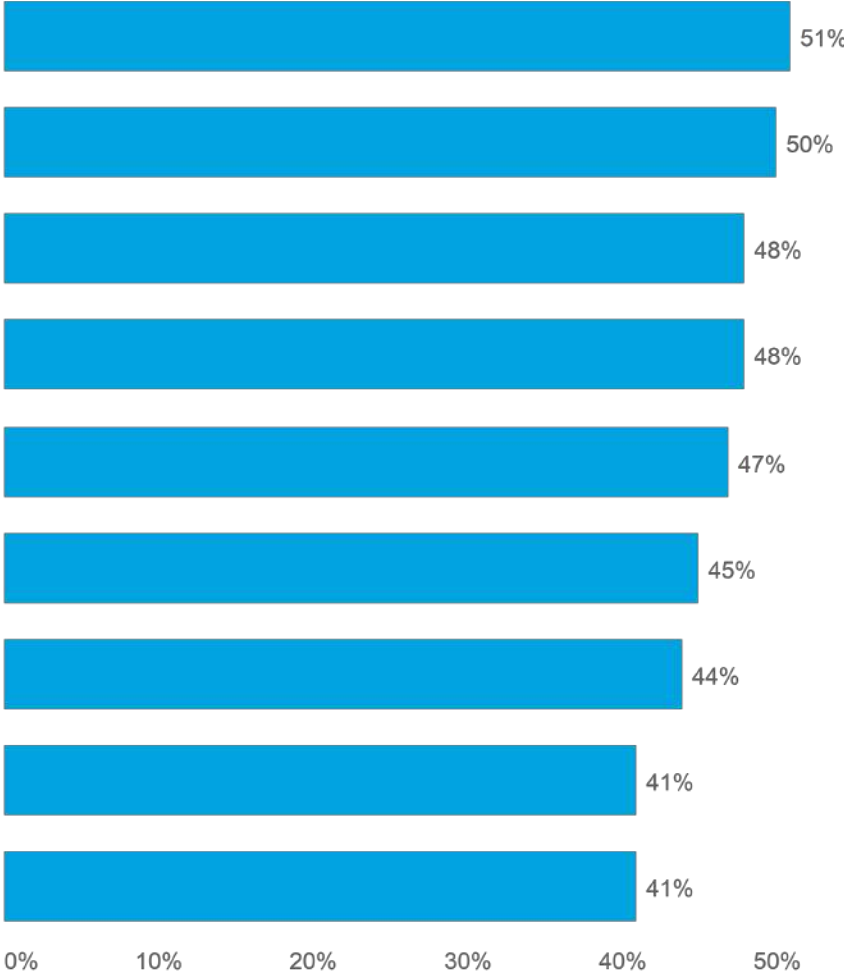
	Kentucky's Southern Shorelines	U.S. Norm
 Unique/local food	41%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	27%	21%
 Picnicking	24%	14%
 Street food/food trucks	21%	21%
 Fine/upscale dining	20%	22%
 Gastropubs	10%	10%



56%
of overnight travelers were
very satisfied with their overall
trip experience

-  Safety/security
-  Sightseeing/attractions
-  Cleanliness
-  Friendliness of people
-  Quality of food
-  Value for money
-  Music/nightlife/entertainment
-  Quality of accommodations
-  Public transportation

% Very Satisfied with Trip

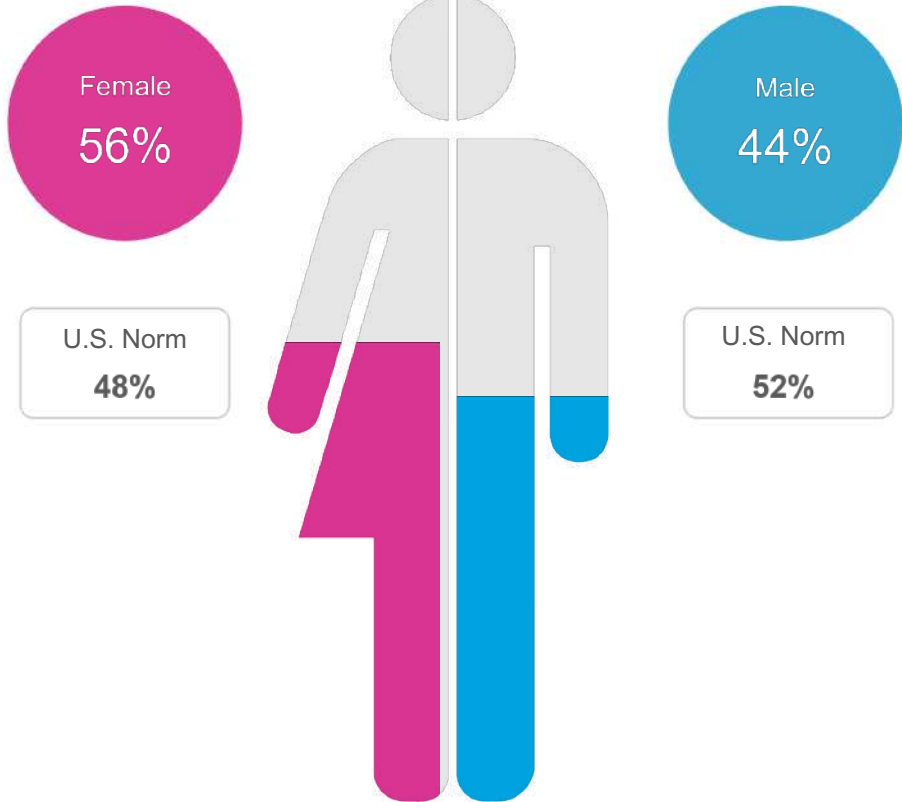


Question updated in 2020

Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

Base: 2020/2021 Overnight Person-Trips

Gender



Age

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

Kentucky's Southern Shorelines

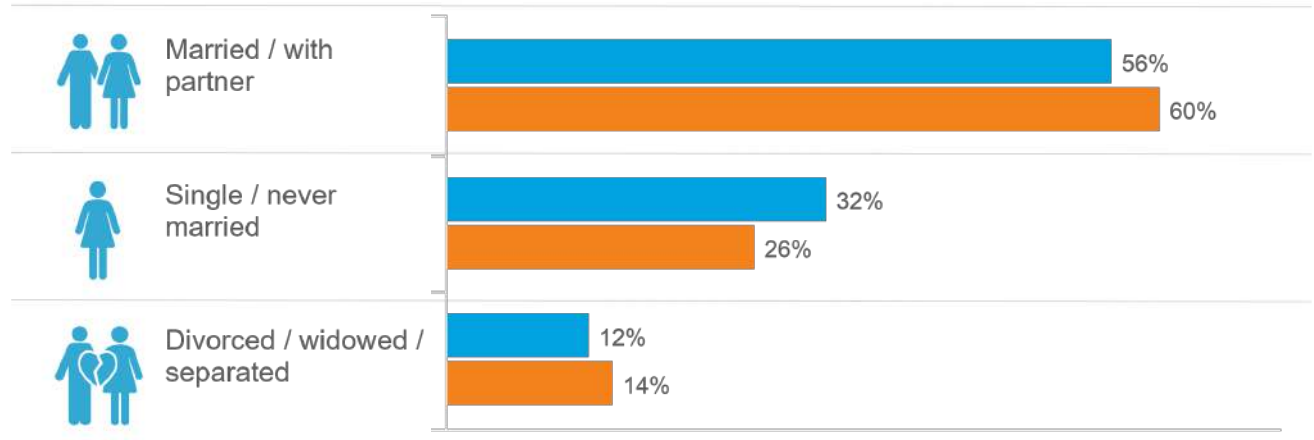


U.S. Norm



Marital Status

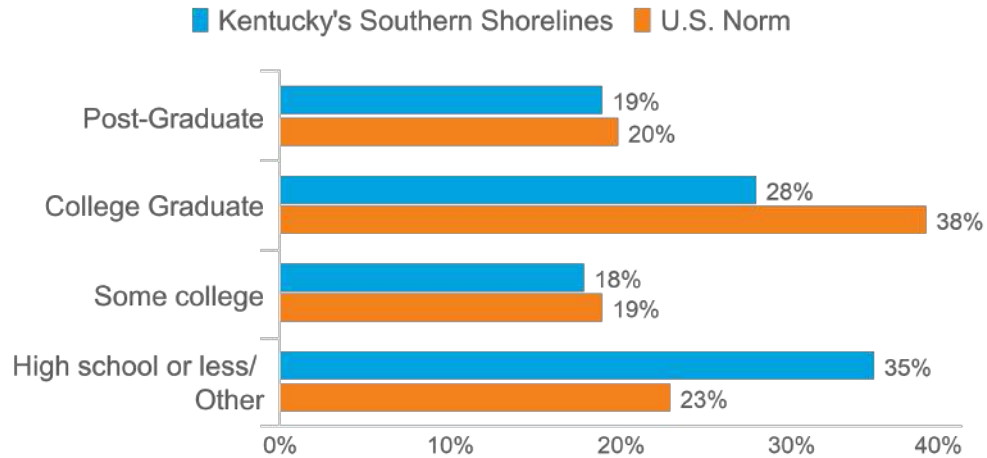
Kentucky's Southern Shorelines U.S. Norm



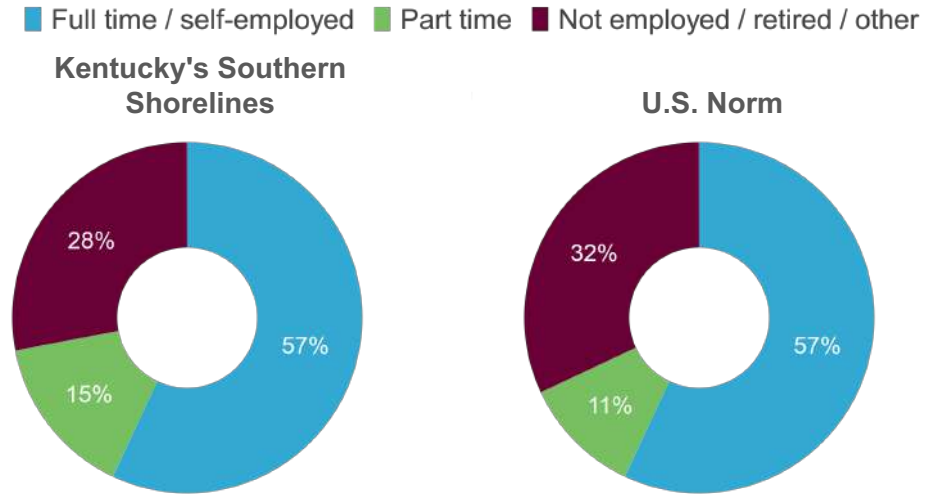
Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

Base: 2020/2021 Overnight Person-Trips

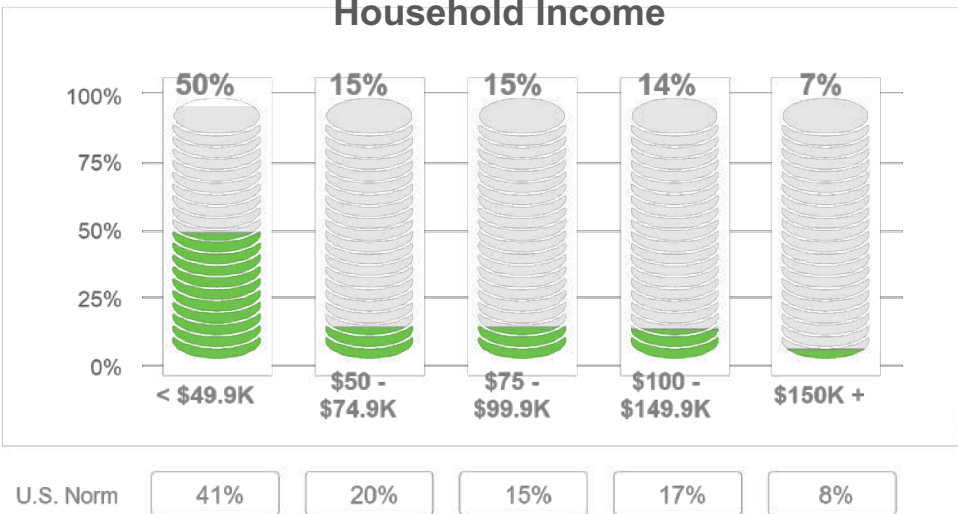
Education



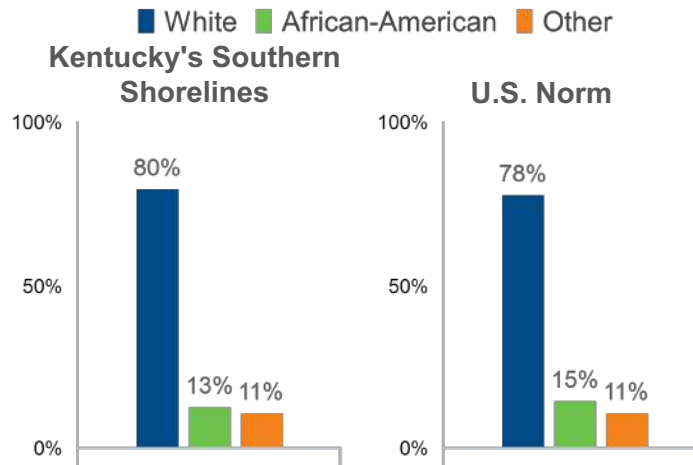
Employment



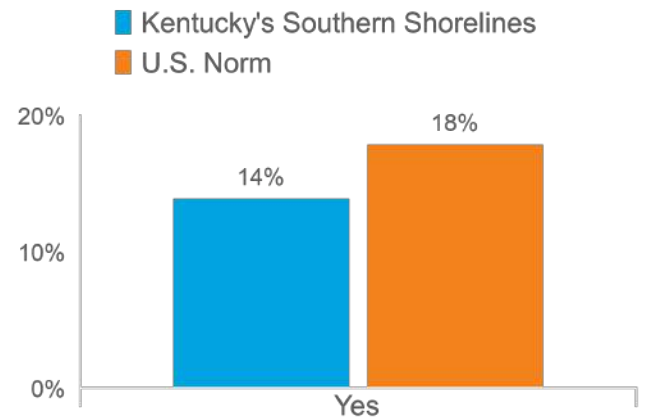
Household Income



Race

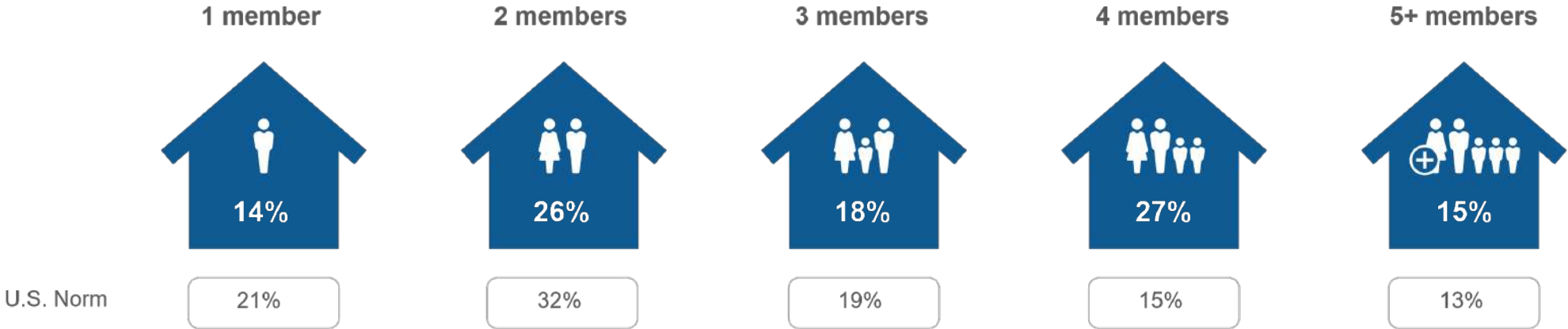


Hispanic Background

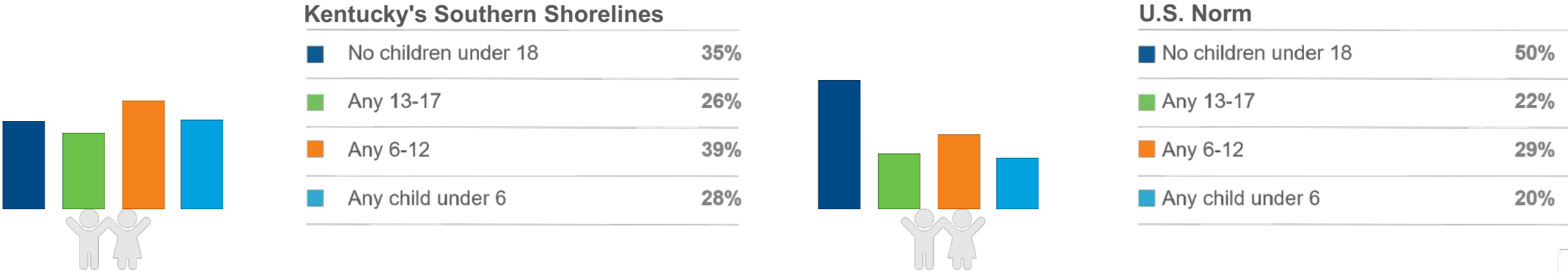


Question updated in 2020

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.
- 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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Caves, Lakes, & Corvettes' 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 Caves, Lakes, & Corvettes, the following sample was achieved in 2021:

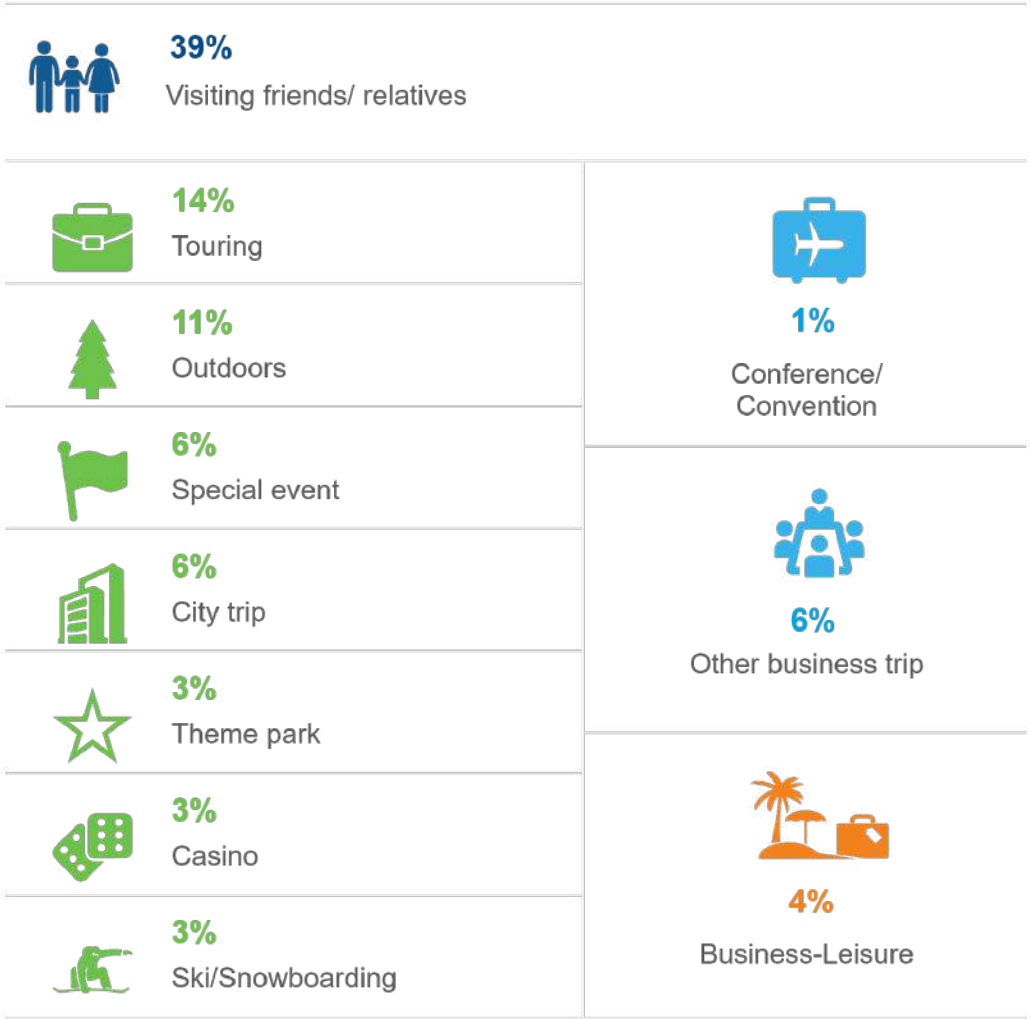


Overnight Base Size

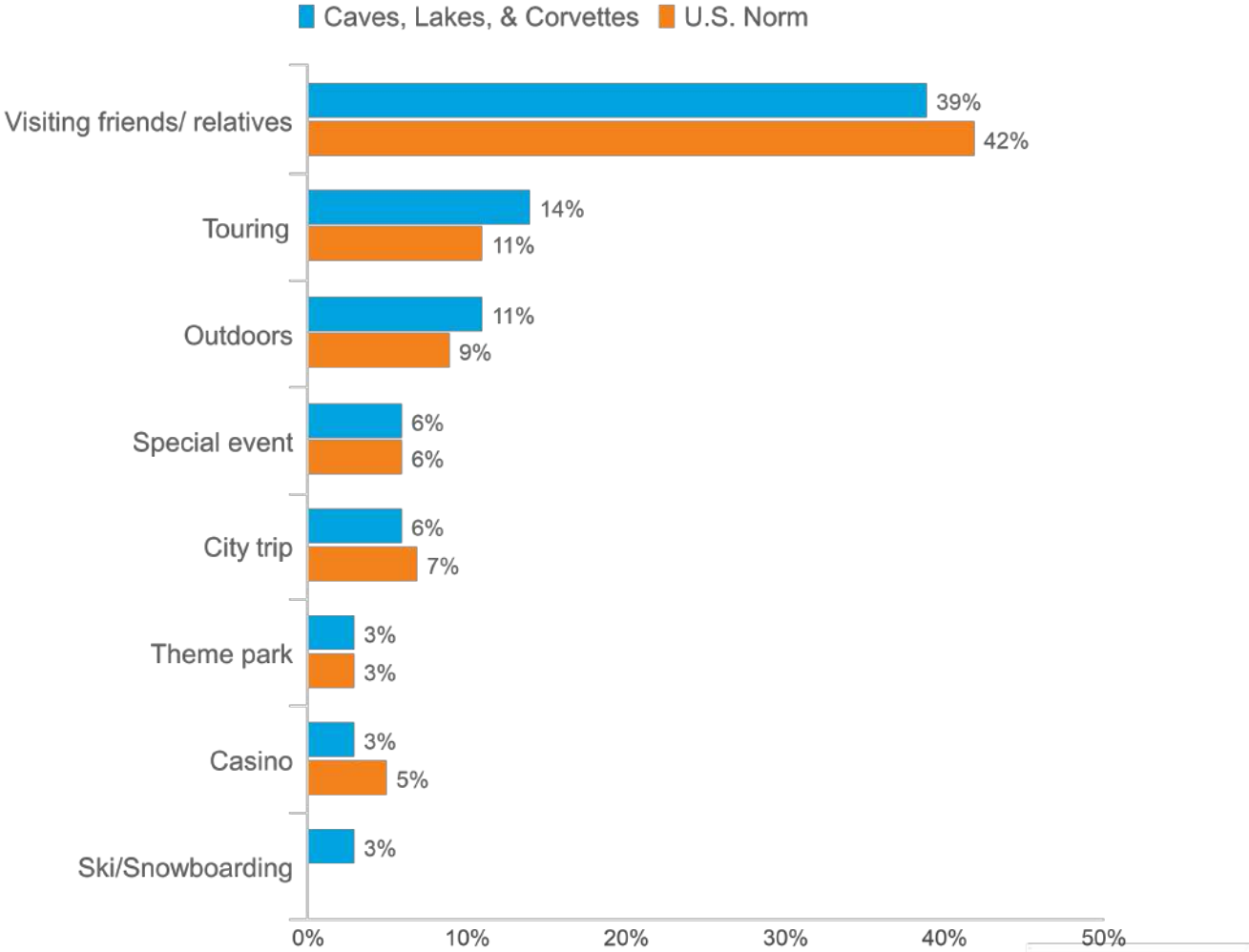
285

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

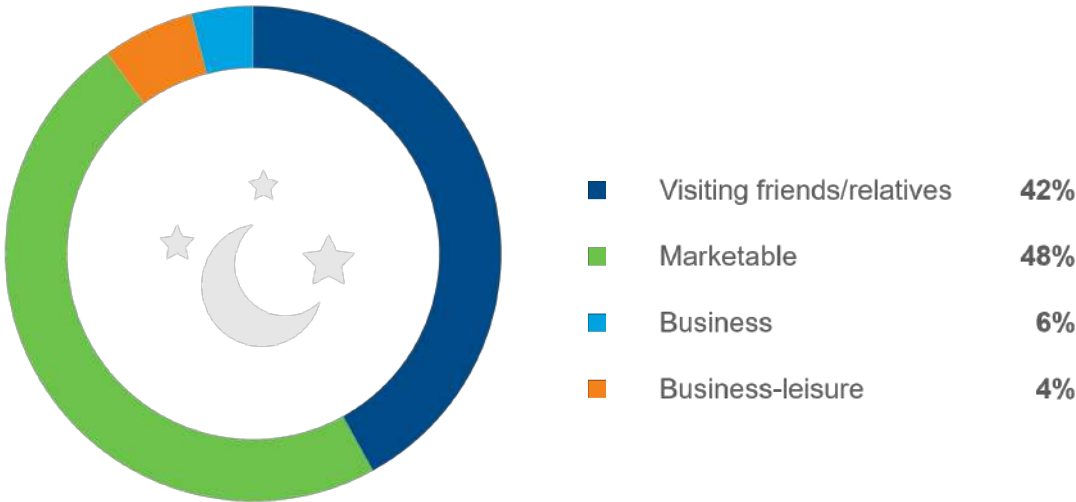
Main Purpose of Trip



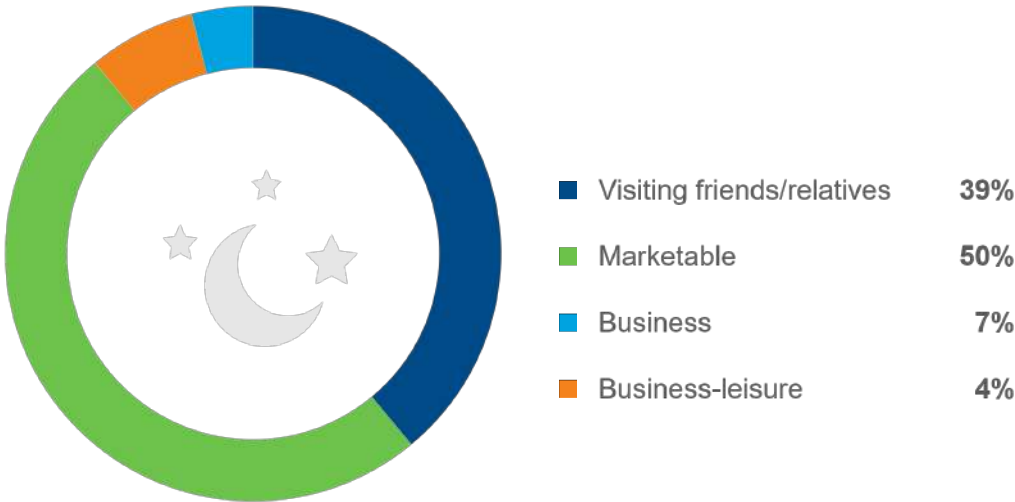
Main Purpose of Leisure Trip

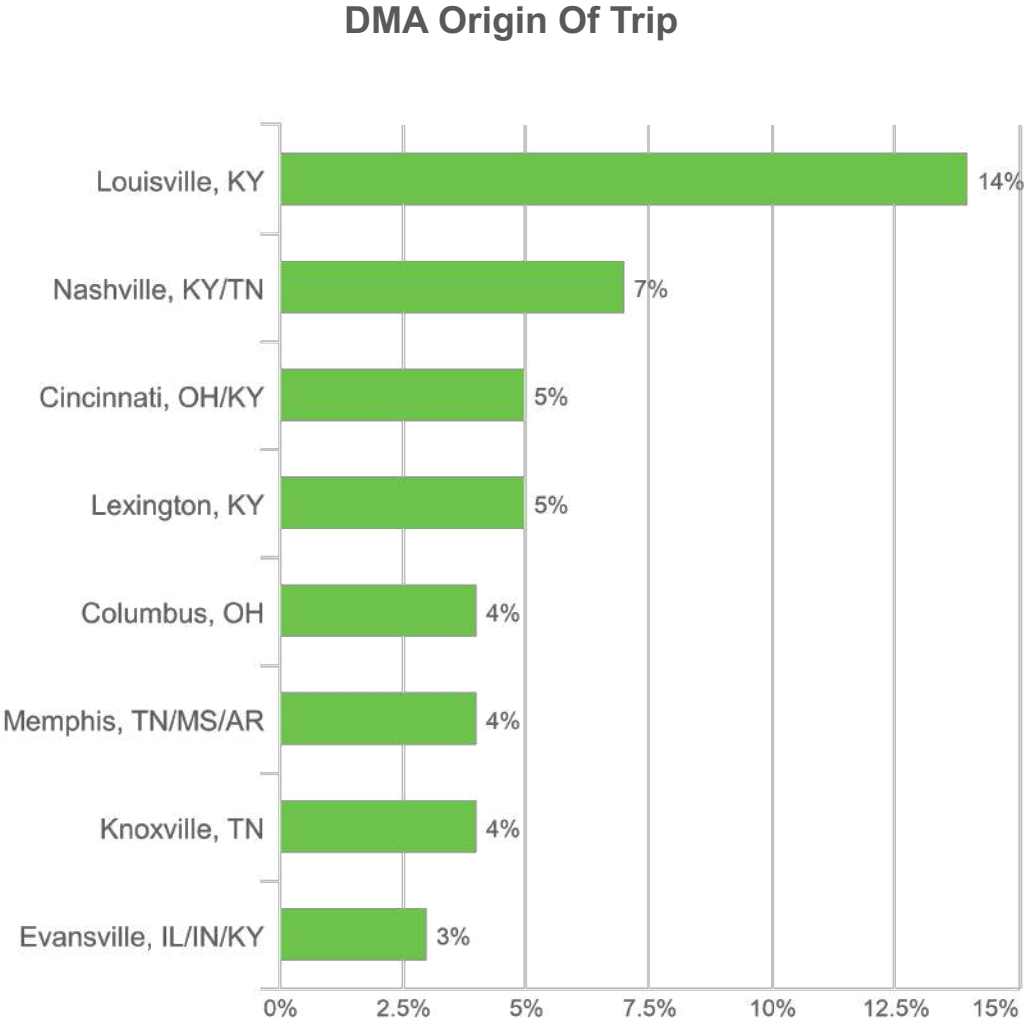
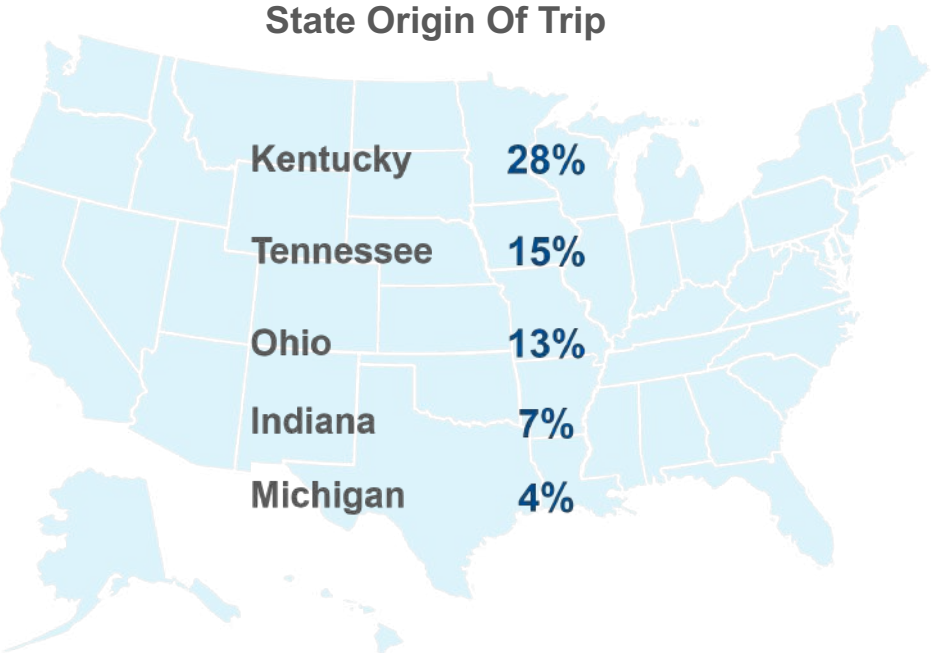


2021 U.S. Overnight Trips



2021 Caves, Lakes, & Corvettes Overnight Trips



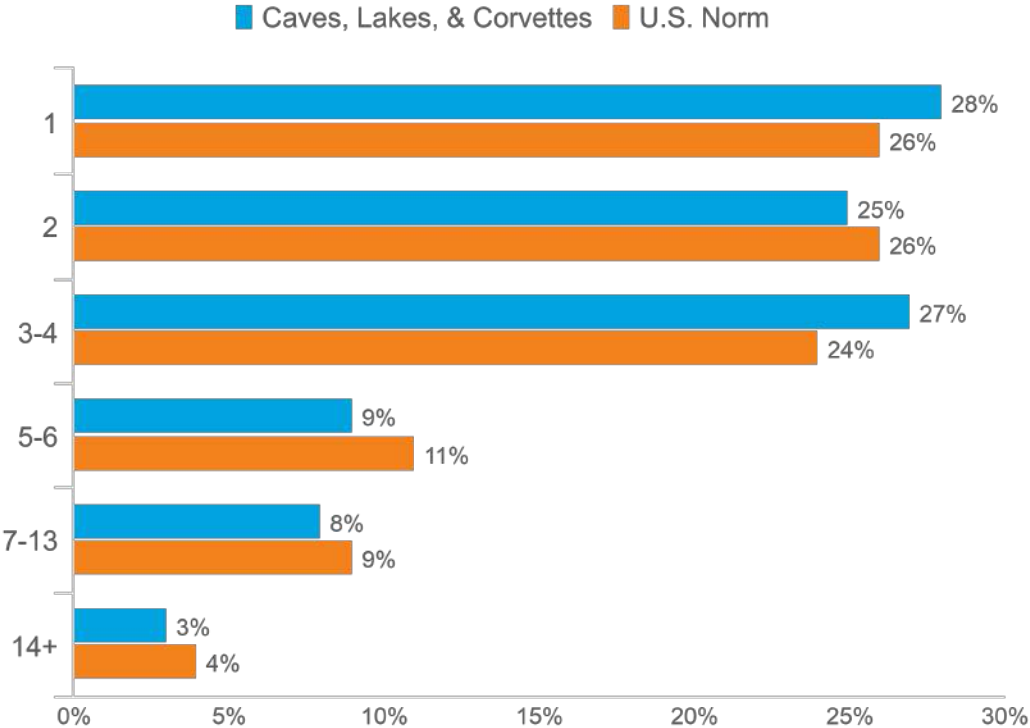


Past Visitation to Caves, Lakes, & Corvettes

56% of overnight travelers to Caves, Lakes, & Corvettes are repeat visitors

40% of overnight travelers to Caves, Lakes, & Corvettes had visited before in the past 12 months

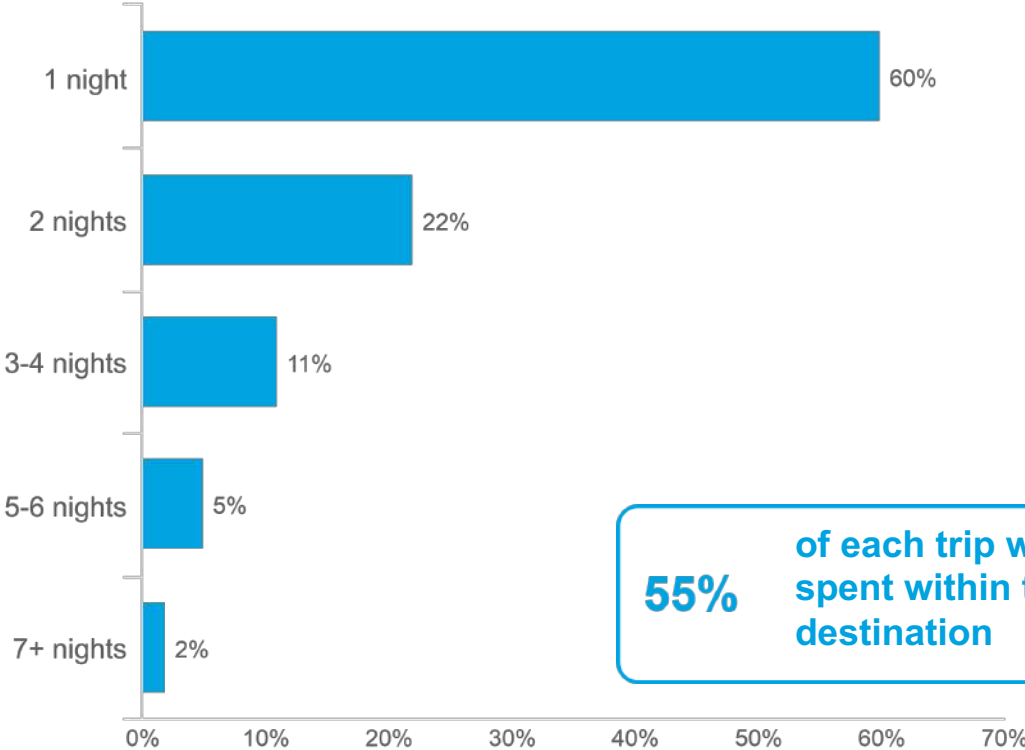
Total Nights Away on Trip



Caves, Lakes, & Corvettes
3.5
 Average Nights

U.S. Norm
3.9
 Average Nights

Nights Spent in Caves, Lakes, & Corvettes



55% of each trip was spent within the destination

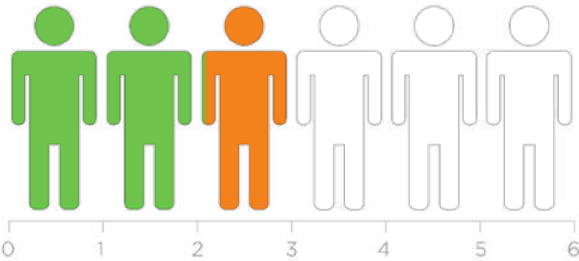
Average number of nights
2.0

Average last year
2.1

Size of Travel Party

■ Adults ■ Children

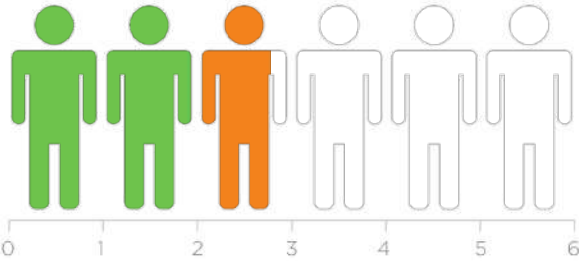
Caves, Lakes, & Corvettes



Total
3.1

Average number of people

U.S. Norm

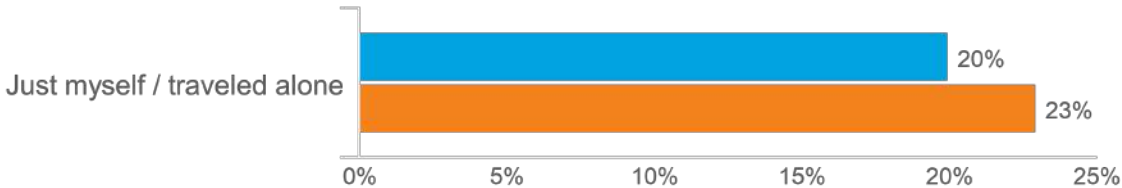


Total
2.9

Average number of people

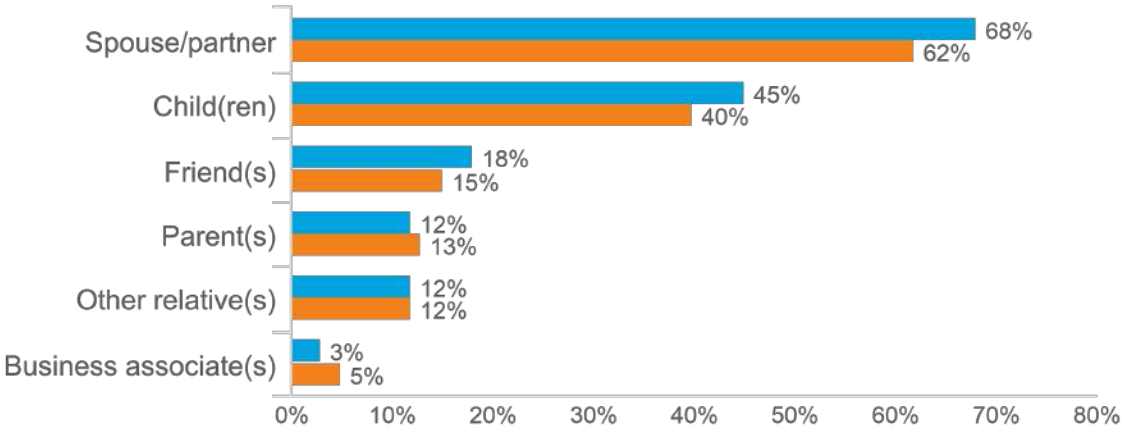
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

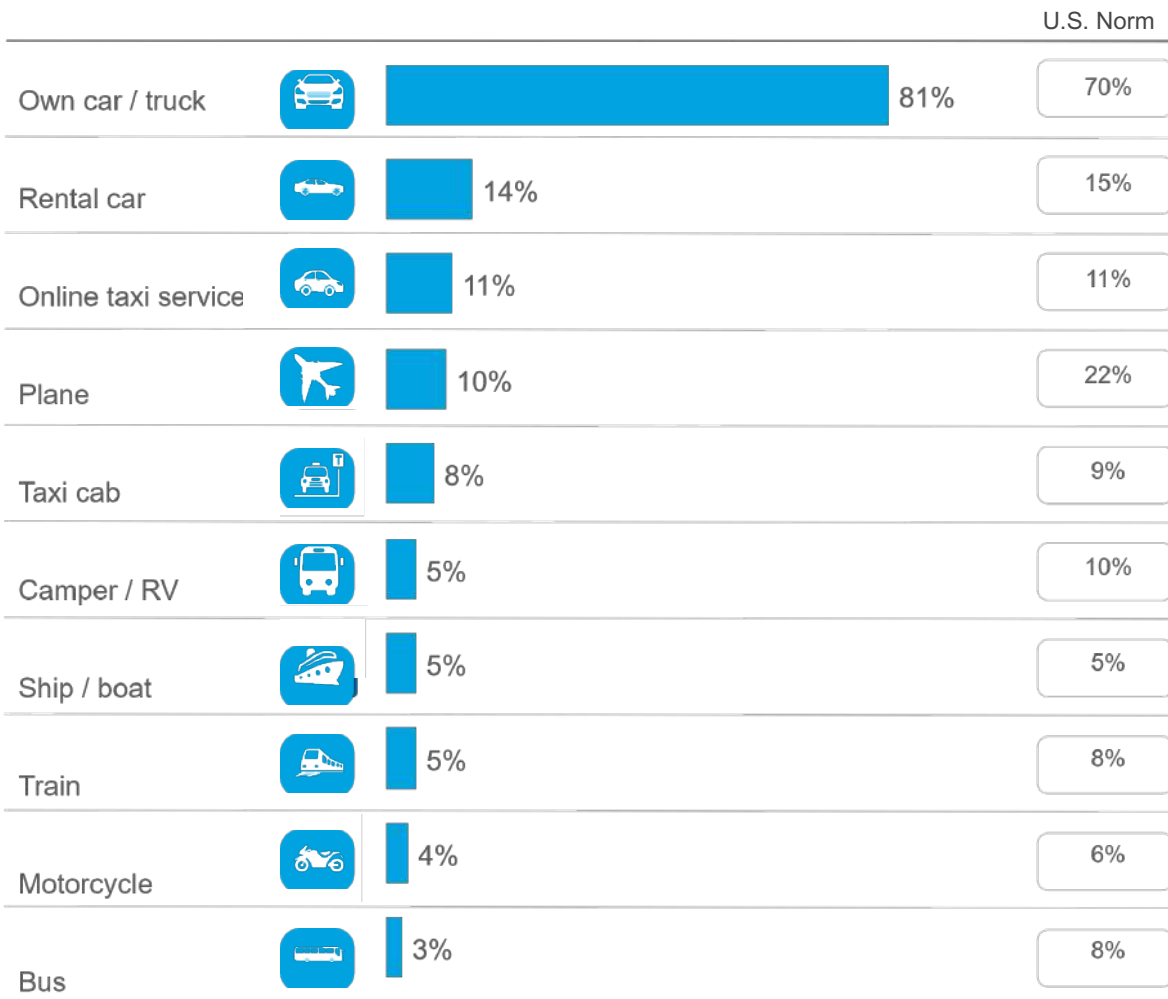
■ Caves, Lakes, & Corvettes ■ U.S. Norm



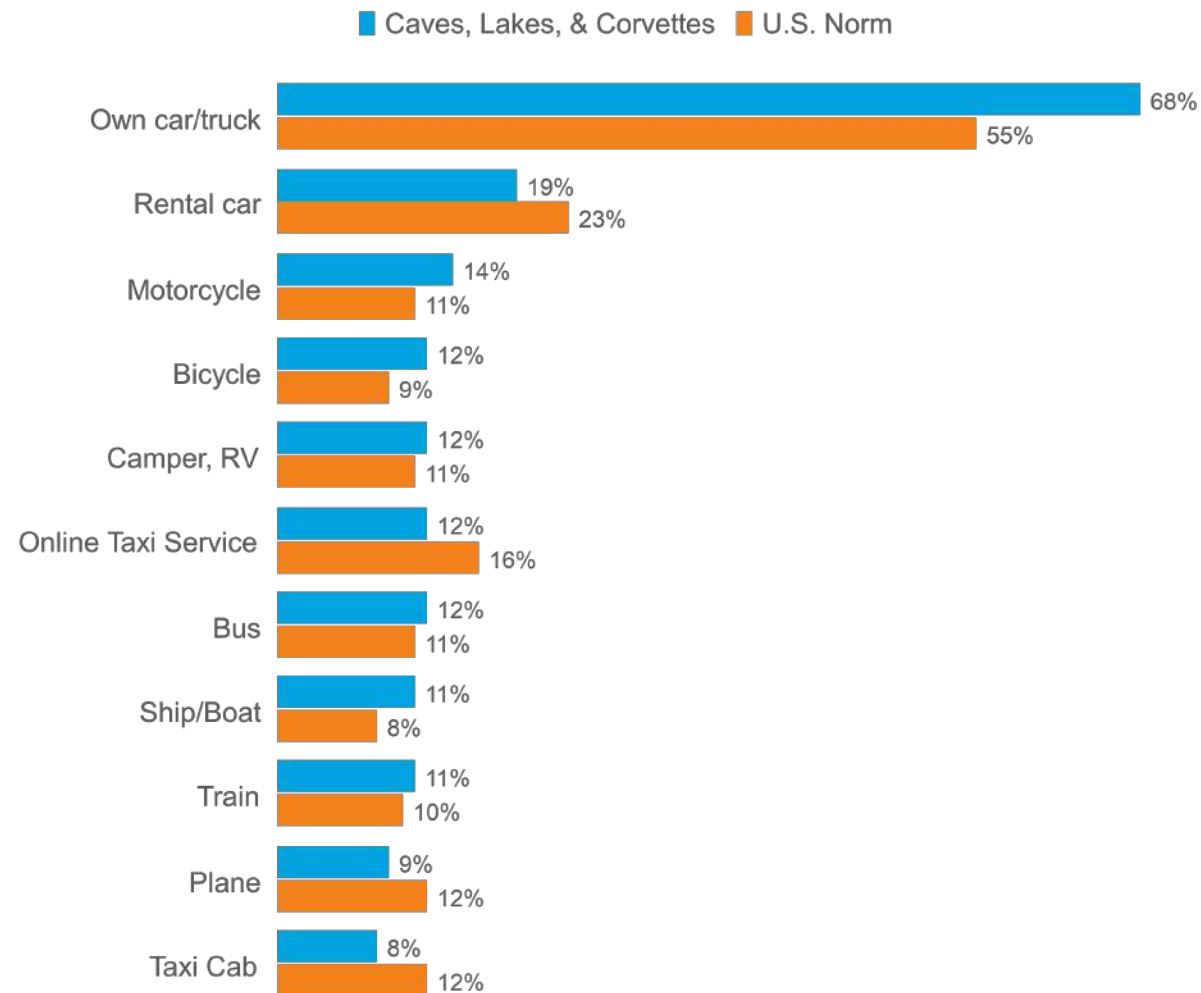
Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

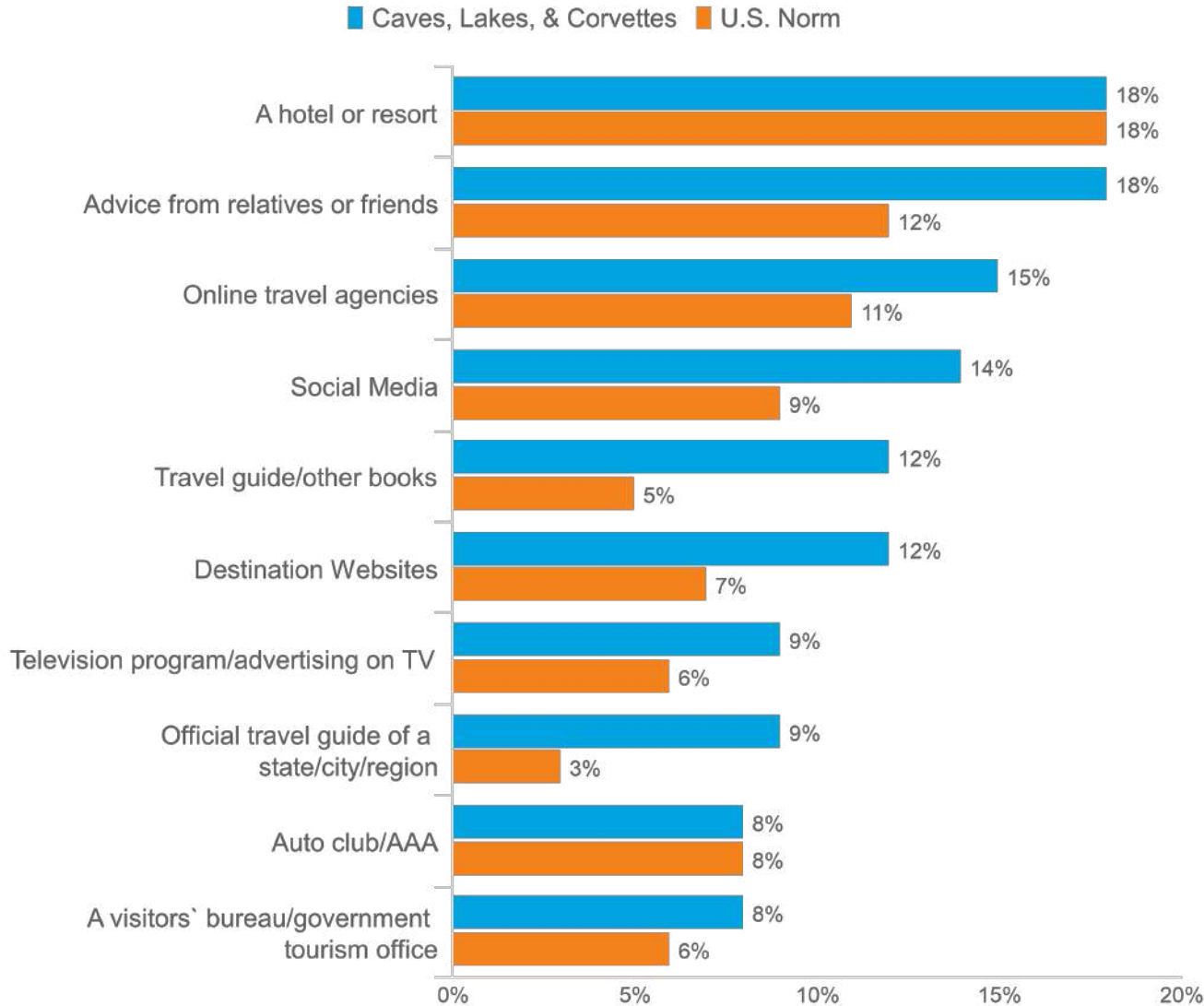
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

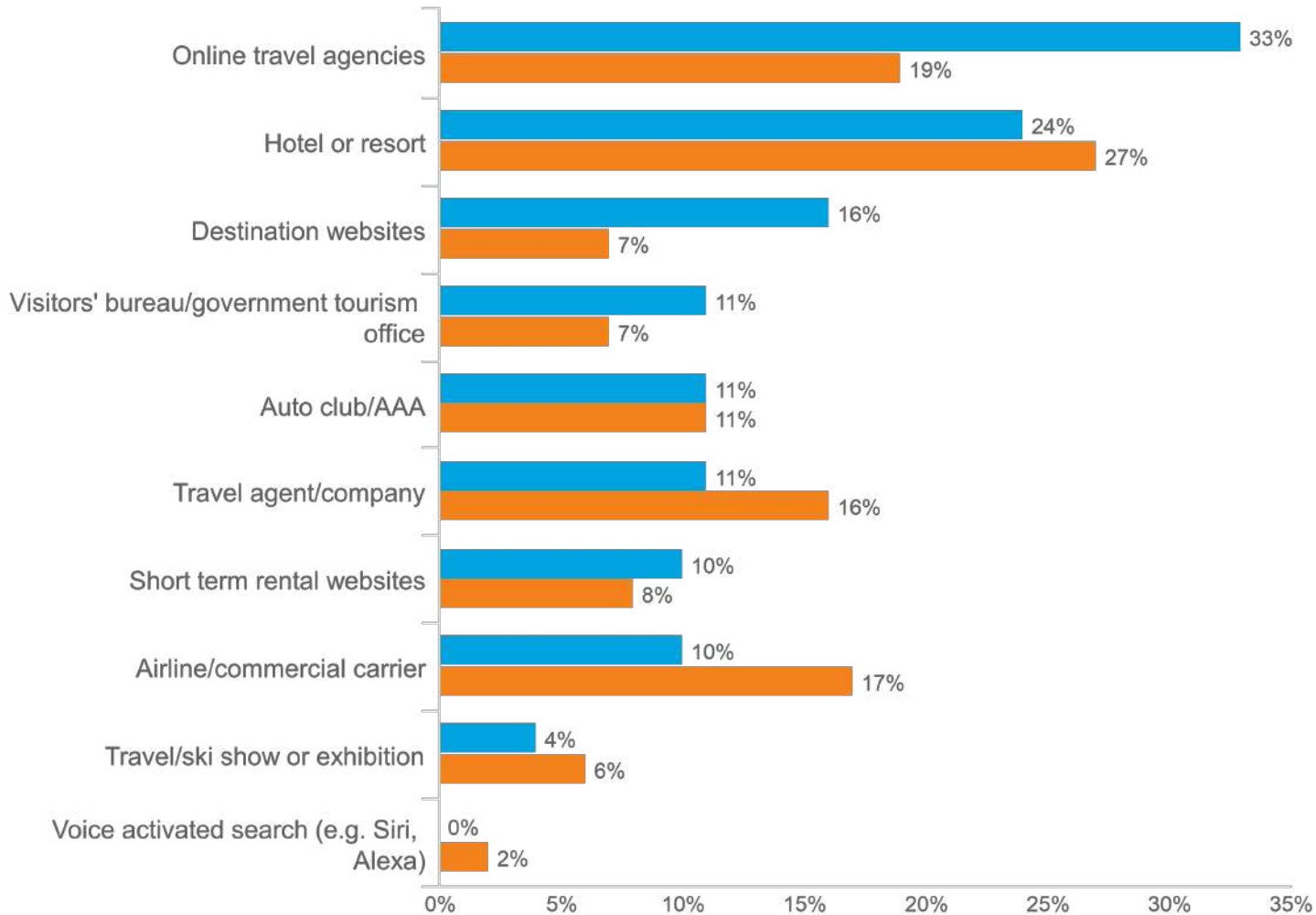
	Caves, Lakes, & Corvettes	U.S. Norm
1 month or less	36%	30%
2 months	16%	15%
3-5 months	14%	18%
6-12 months	11%	14%
More than 1 year in advance	5%	6%
Did not plan anything in advance	19%	17%

Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking

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



Accommodations

Caves, Lakes, & Corvettes U.S. Norm



Hotel

34%

38%



Home of friends / relatives

24%

19%



Motel

21%

13%



Bed & breakfast

8%

8%



Resort hotel

8%

12%



Campground / RV park

8%

6%



Rented cottage / cabin

8%

4%

Activity Groupings

Outdoor Activities



61%

U.S. Norm: 48%

Entertainment Activities



59%

U.S. Norm: 55%

Cultural Activities



40%

U.S. Norm: 29%

Sporting Activities



25%

U.S. Norm: 24%

Business Activities



18%

U.S. Norm: 18%

Activities and Experiences (Top 10)







	Caves, Lakes, & Corvettes	U.S. Norm
 Shopping	25%	22%
 Sightseeing	20%	16%
 Landmark/historic site	18%	11%
 Attending celebration	17%	13%
 Local parks/playgrounds	17%	9%
 Swimming	17%	12%
 Museum	16%	10%
 National/state park	16%	7%
 Hiking/backpacking	13%	7%
 Nature tours/wildlife viewing/birding	12%	7%

Shopping Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Outlet/mall shopping	49%	47%
 Convenience/grocery shopping	45%	42%
 Big box stores (Walmart, Costco)	41%	33%
 Souvenir shopping	39%	39%
 Boutique shopping	25%	28%
 Antiquing	20%	13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Unique/local food	49%	40%
 Street food/food trucks	25%	21%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	21%
 Picnicking	20%	14%
 Fine/upscale dining	17%	22%
 Gastropubs	6%	10%



67%
of overnight travelers were
very satisfied with their overall
trip experience



Sightseeing/attractions

64%



Friendliness of people

57%



Safety/security

55%



Cleanliness

51%



Quality of food

51%



Quality of accommodations

50%



Value for money

44%



Public transportation

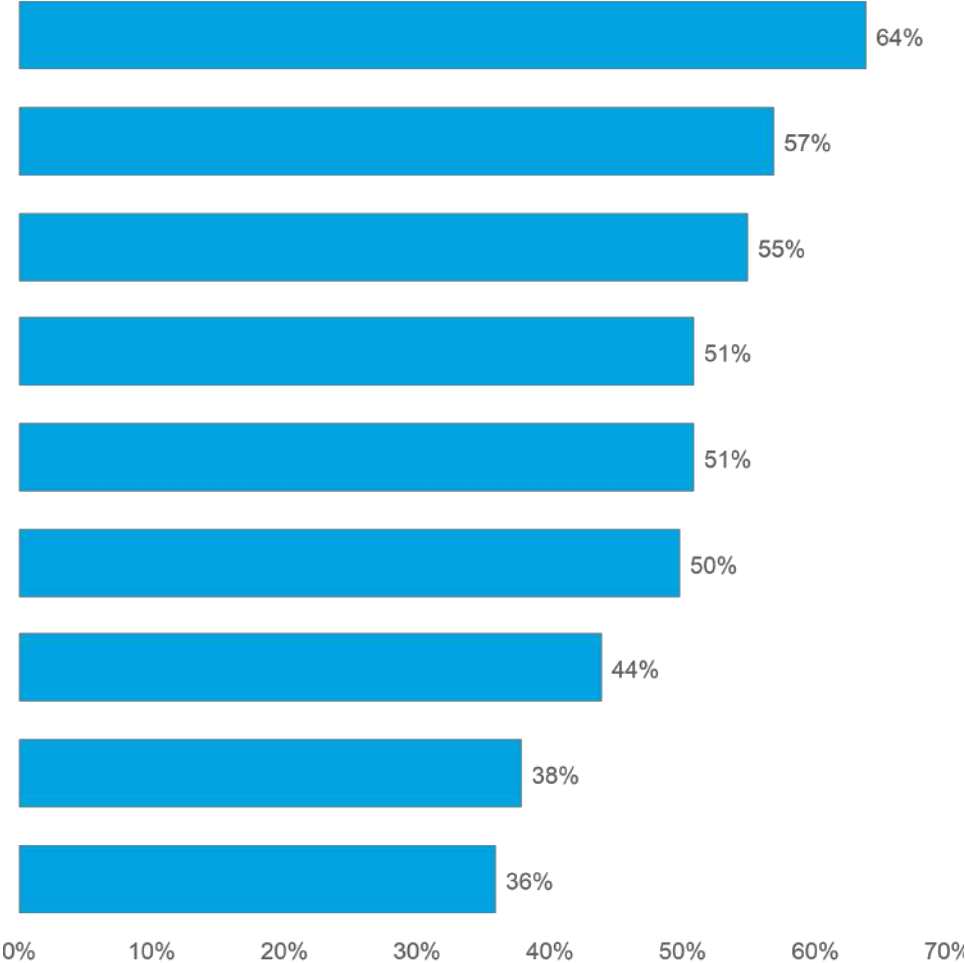
38%



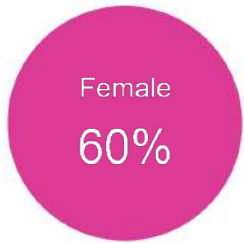
Music/nightlife/entertainment

36%

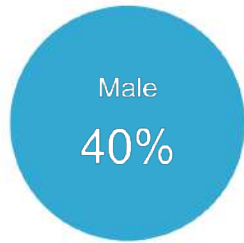
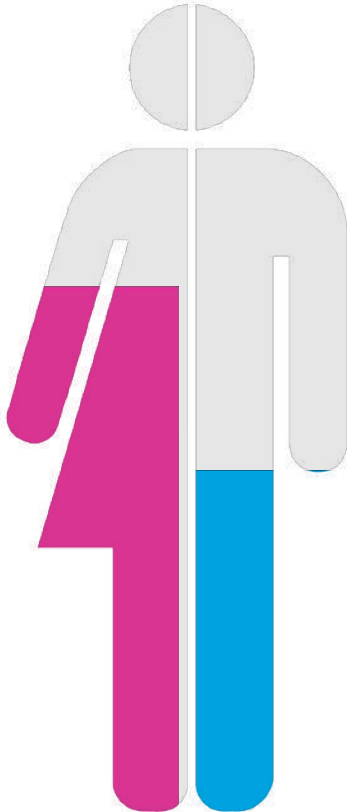
% Very Satisfied with Trip



Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Caves, Lakes, & Corvettes



Average Age
43.8

U.S. Norm



Average Age
43.7

Marital Status

Caves, Lakes, & Corvettes U.S. Norm



Married / with partner



Single / never married

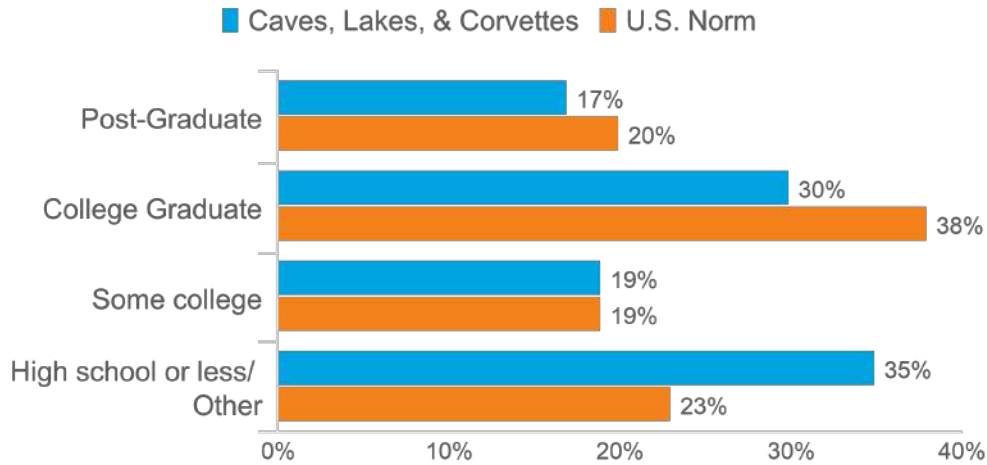


Divorced / widowed / separated

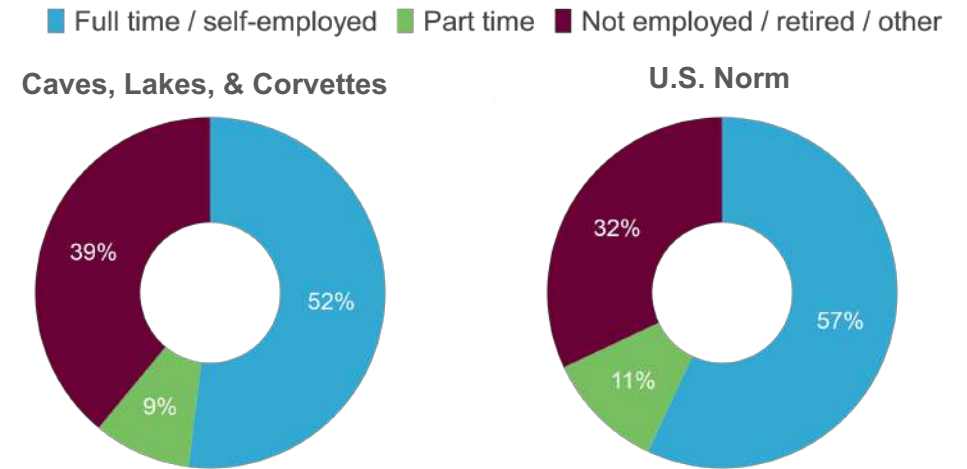
Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: 2021 Overnight Person-Trips

Education



Employment

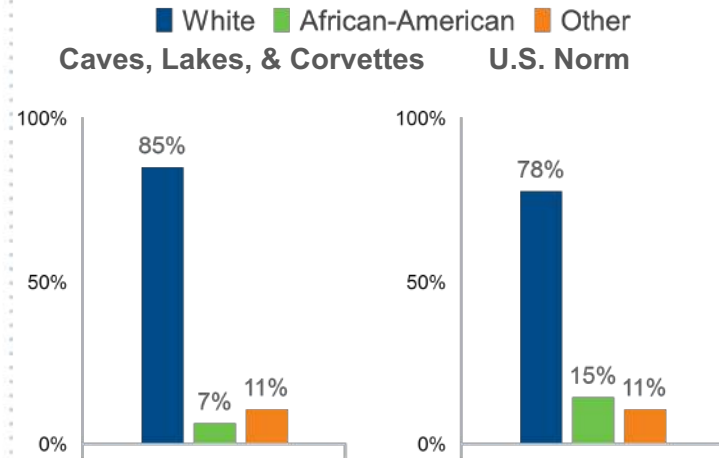


Household Income

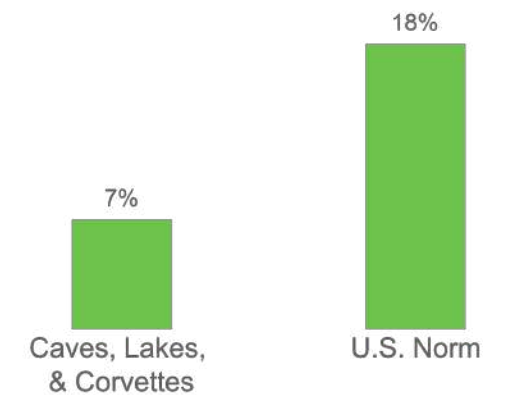


U.S. Norm: 41% | 20% | 15% | 17% | 8%

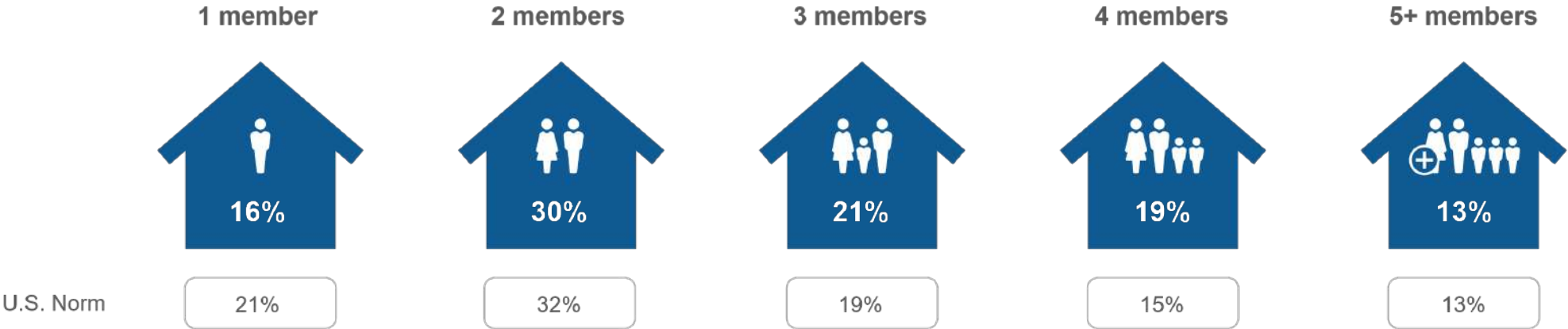
Race



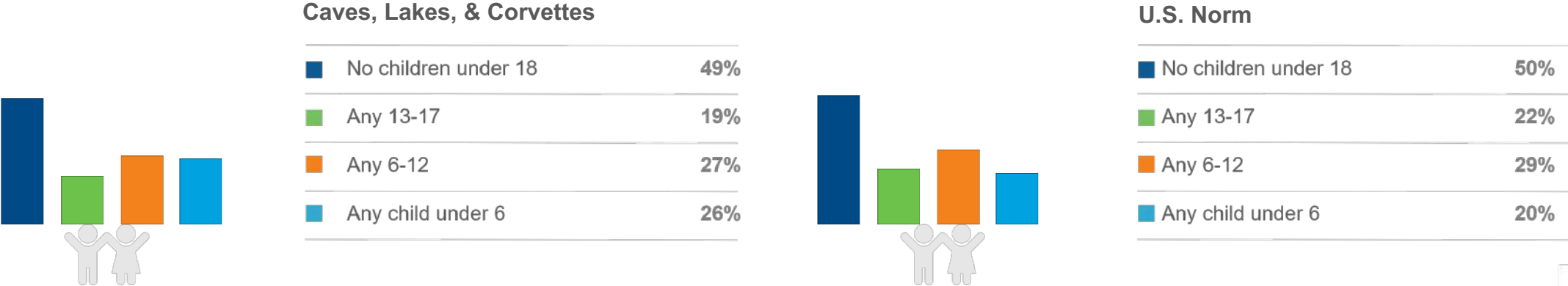
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Western Waterlands

2021

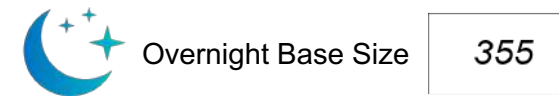
Introduction

- 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

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



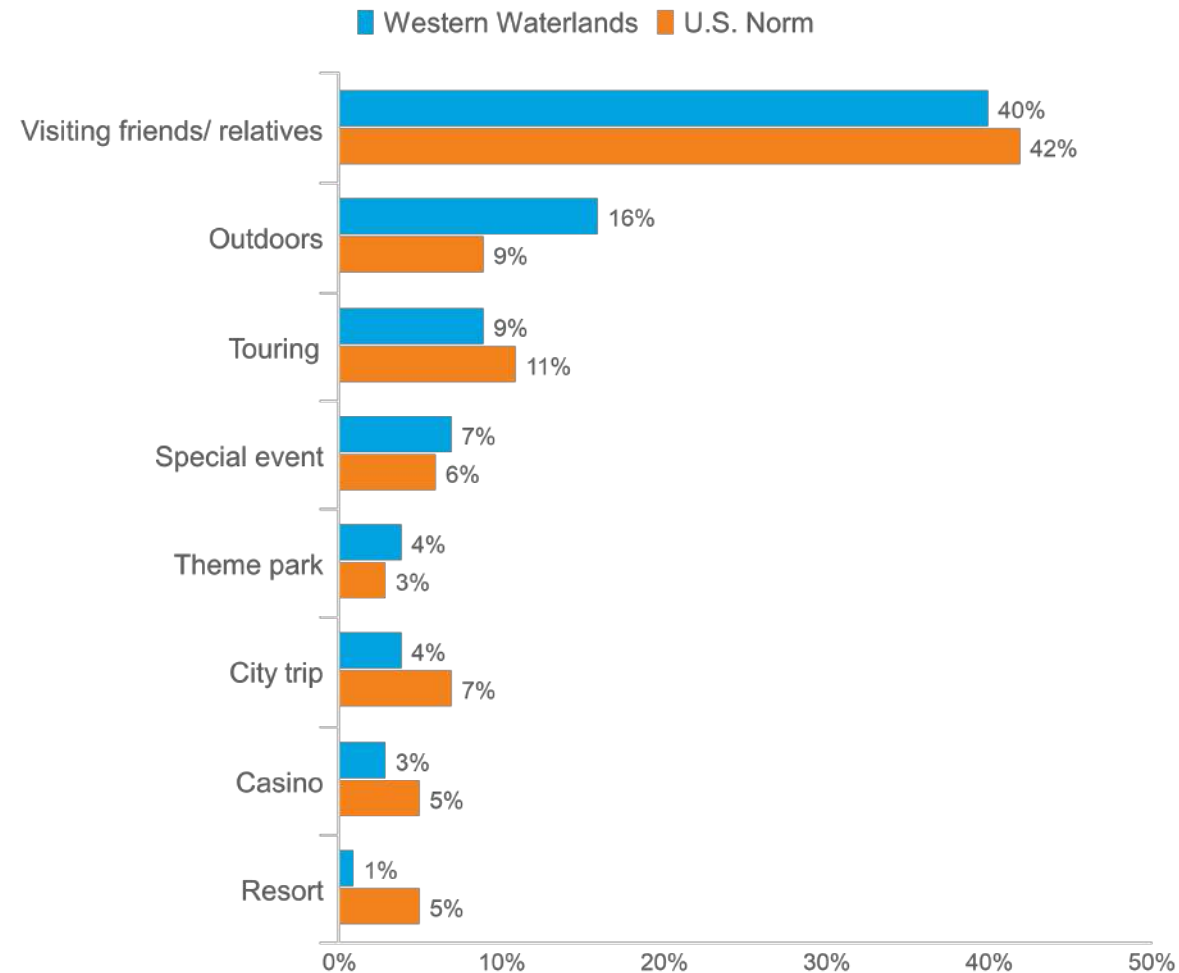
An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

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. Overnight Trips



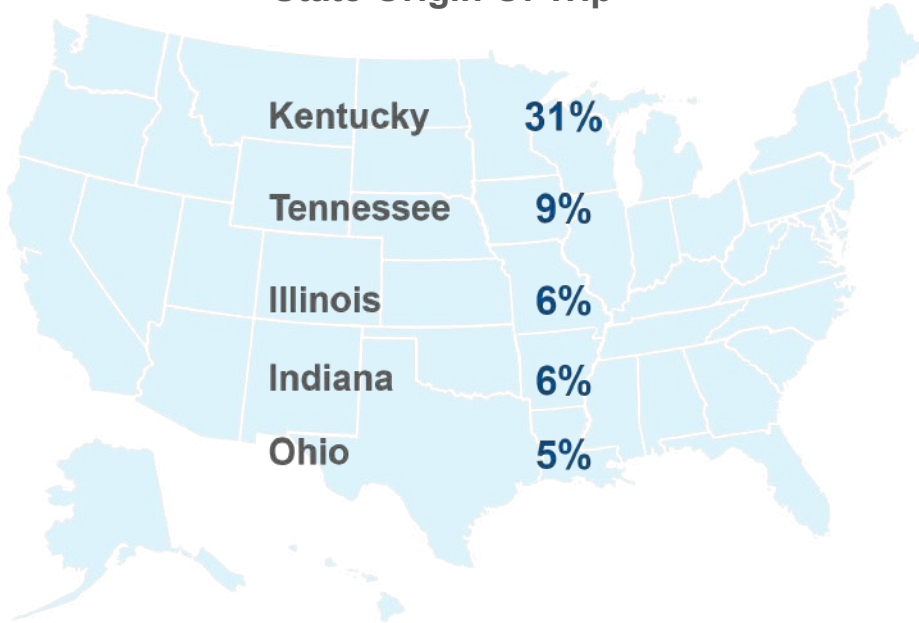
■	Visiting friends/relatives	42%
■	Marketable	48%
■	Business	6%
■	Business-leisure	4%

Western Waterlands Overnight Trips

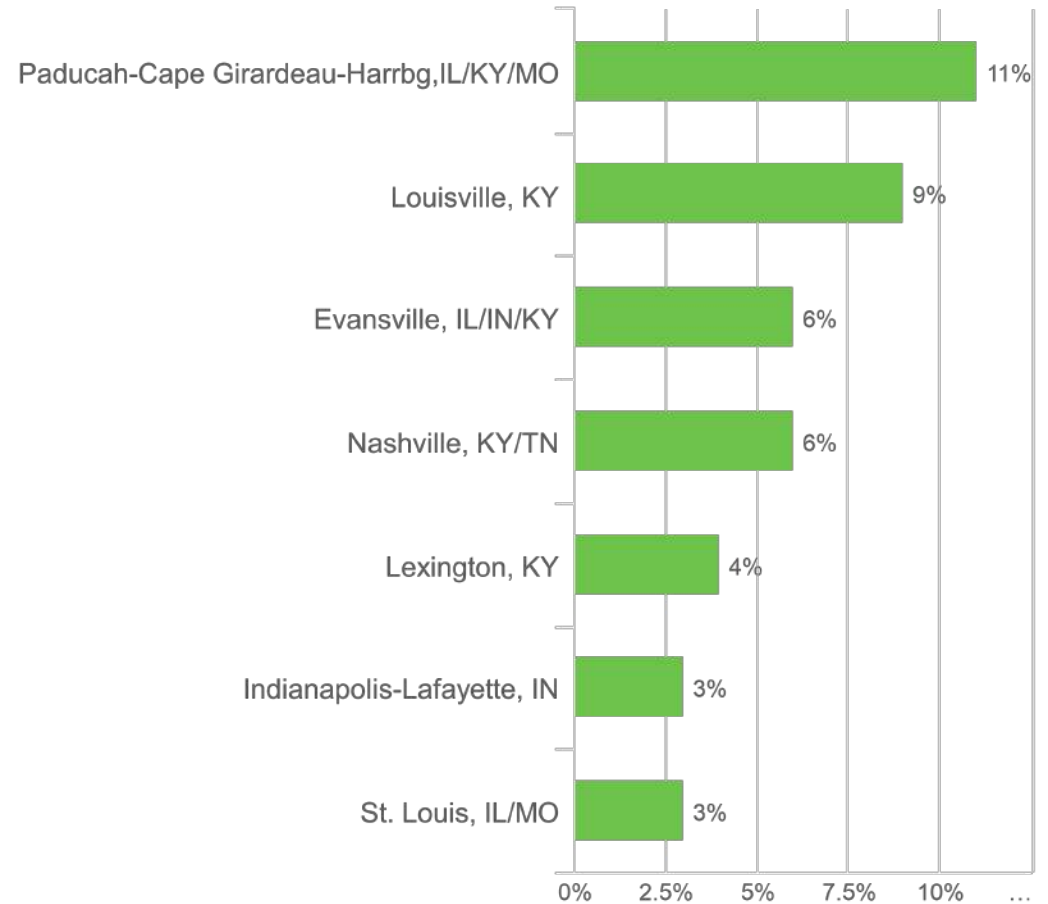


■	Visiting friends/relatives	40%
■	Marketable	45%
■	Business	8%
■	Business-leisure	6%

State Origin Of Trip



DMA Origin Of Trip

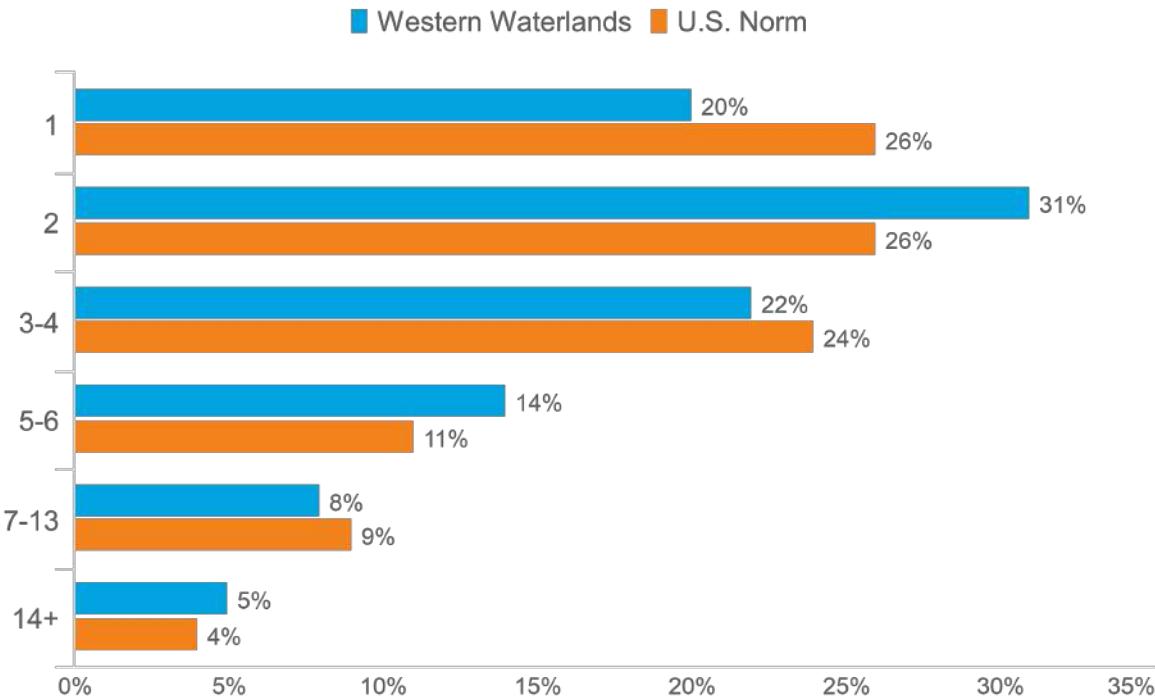


Past Visitation to Western Waterlands

70% of overnight travelers to Western Waterlands are repeat visitors

49% of overnight travelers to Western Waterlands had visited before in the past 12 months

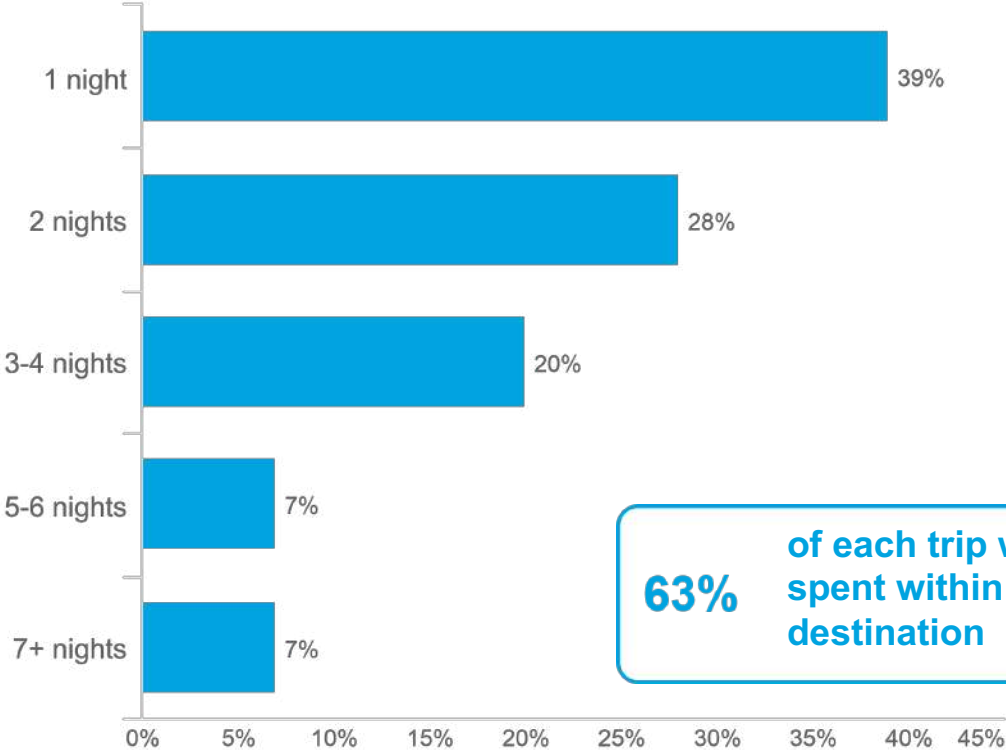
Total Nights Away on Trip



Western Waterlands
4.3
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Western Waterlands



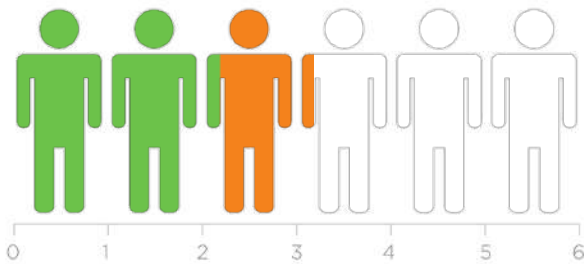
63% of each trip was spent within the destination

Average number of nights
2.7

Size of Travel Party

■ Adults ■ Children

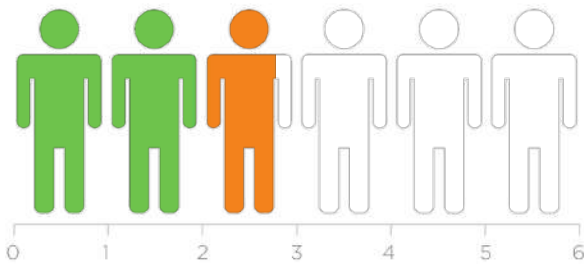
Western Waterlands



Average number of people

Total
3.4

U.S. Norm

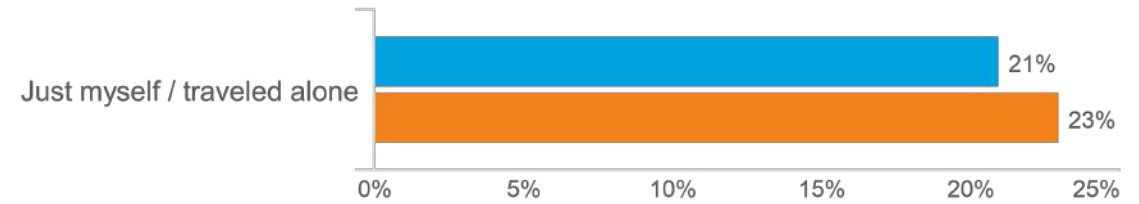


Average number of people

Total
2.9

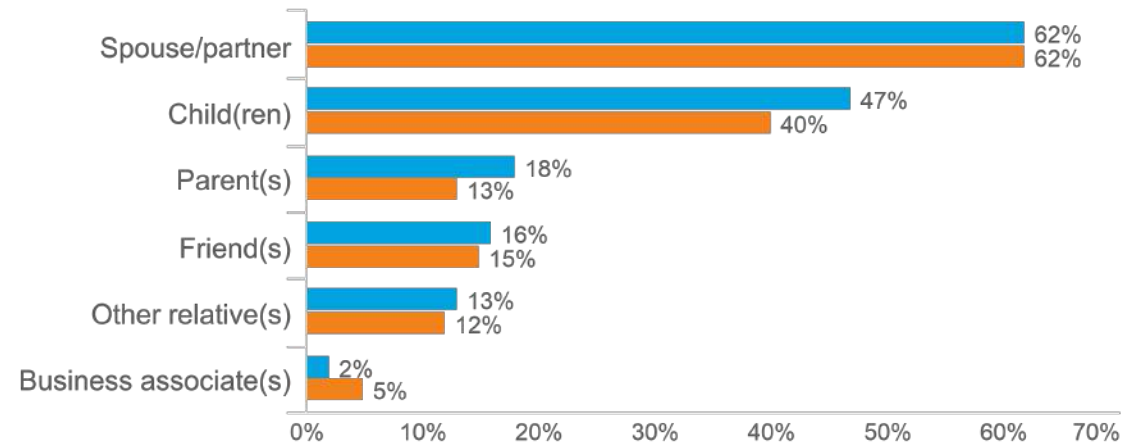
Percent Who Traveled Alone

■ Western Waterlands ■ U.S. Norm



Composition of Immediate Travel Party

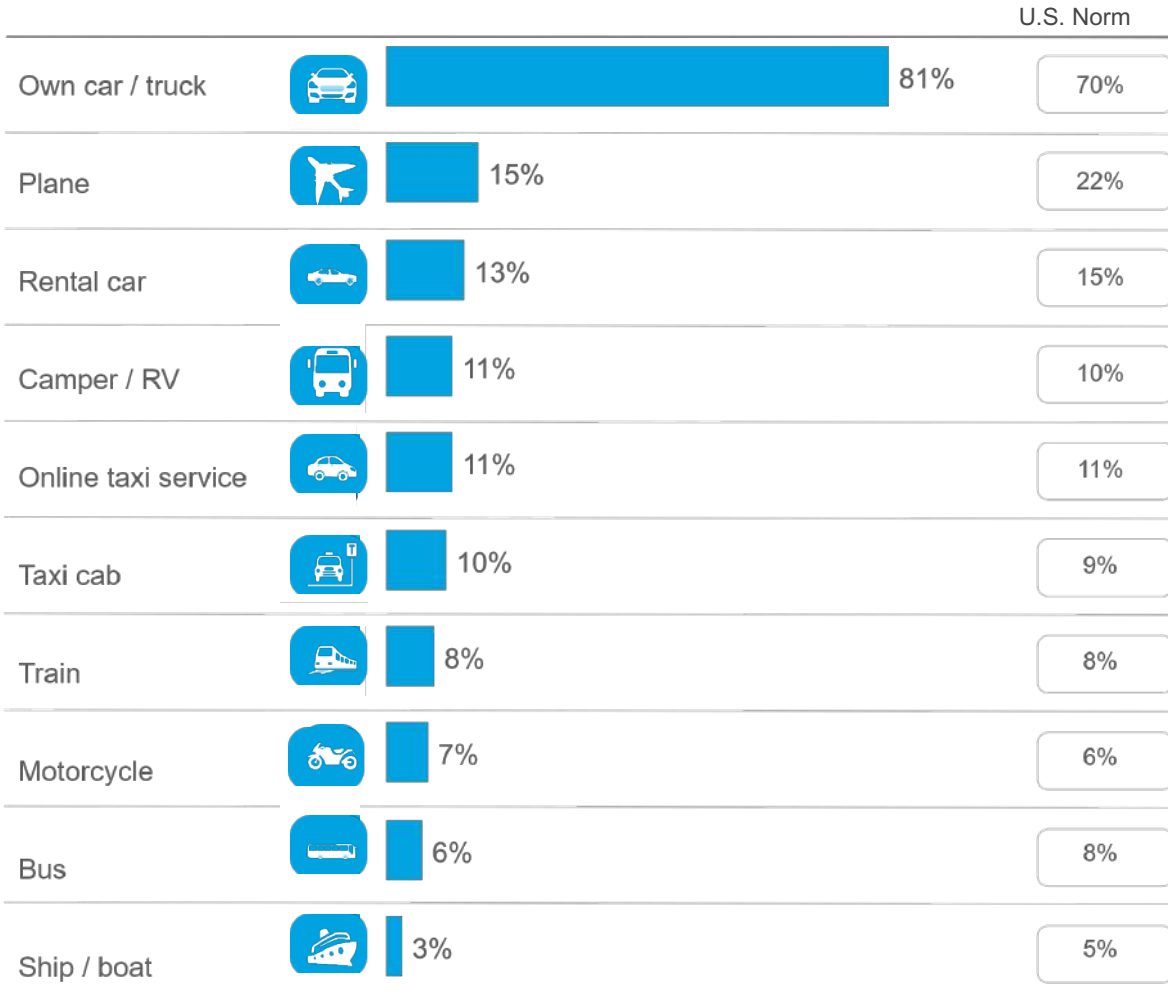
■ Western Waterlands ■ U.S. Norm



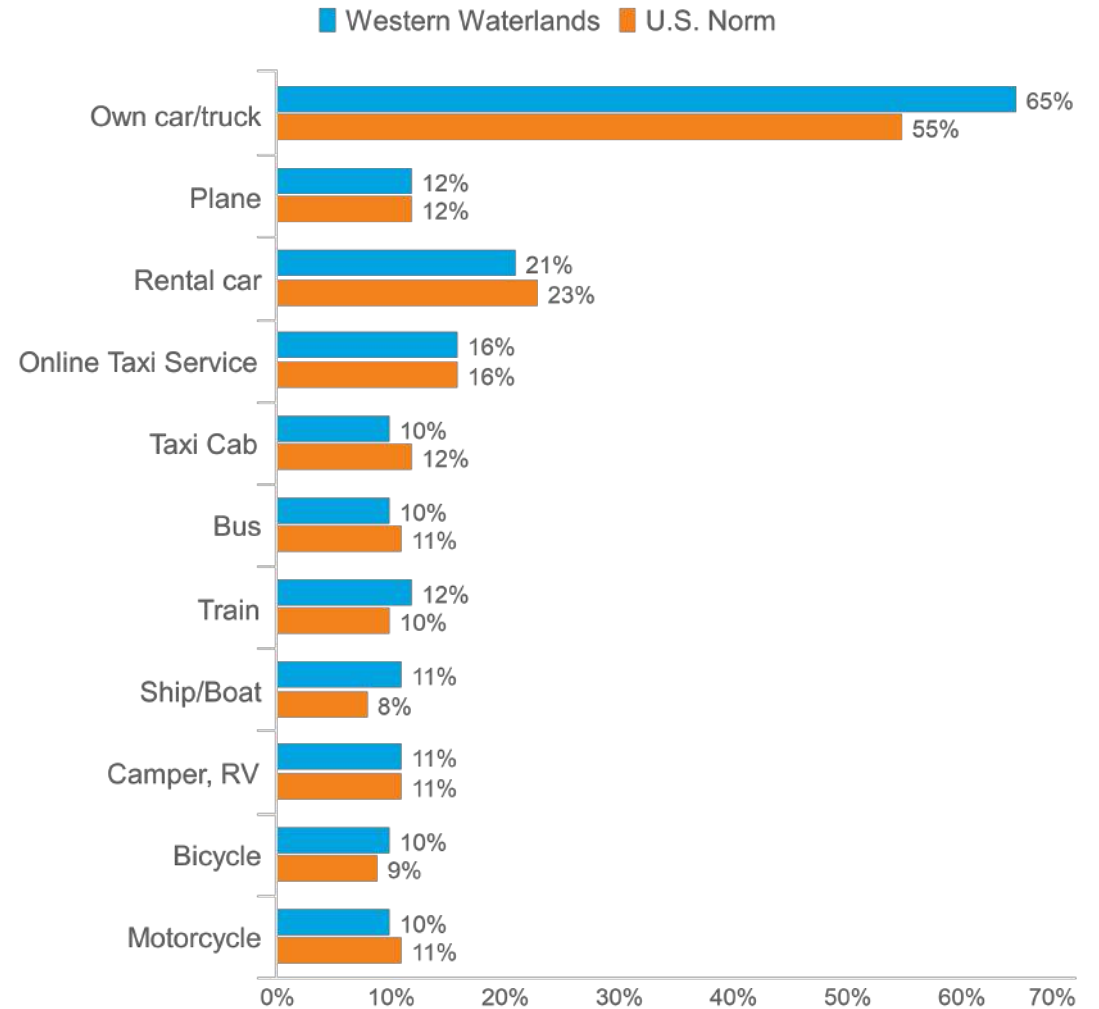
Western Waterlands's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

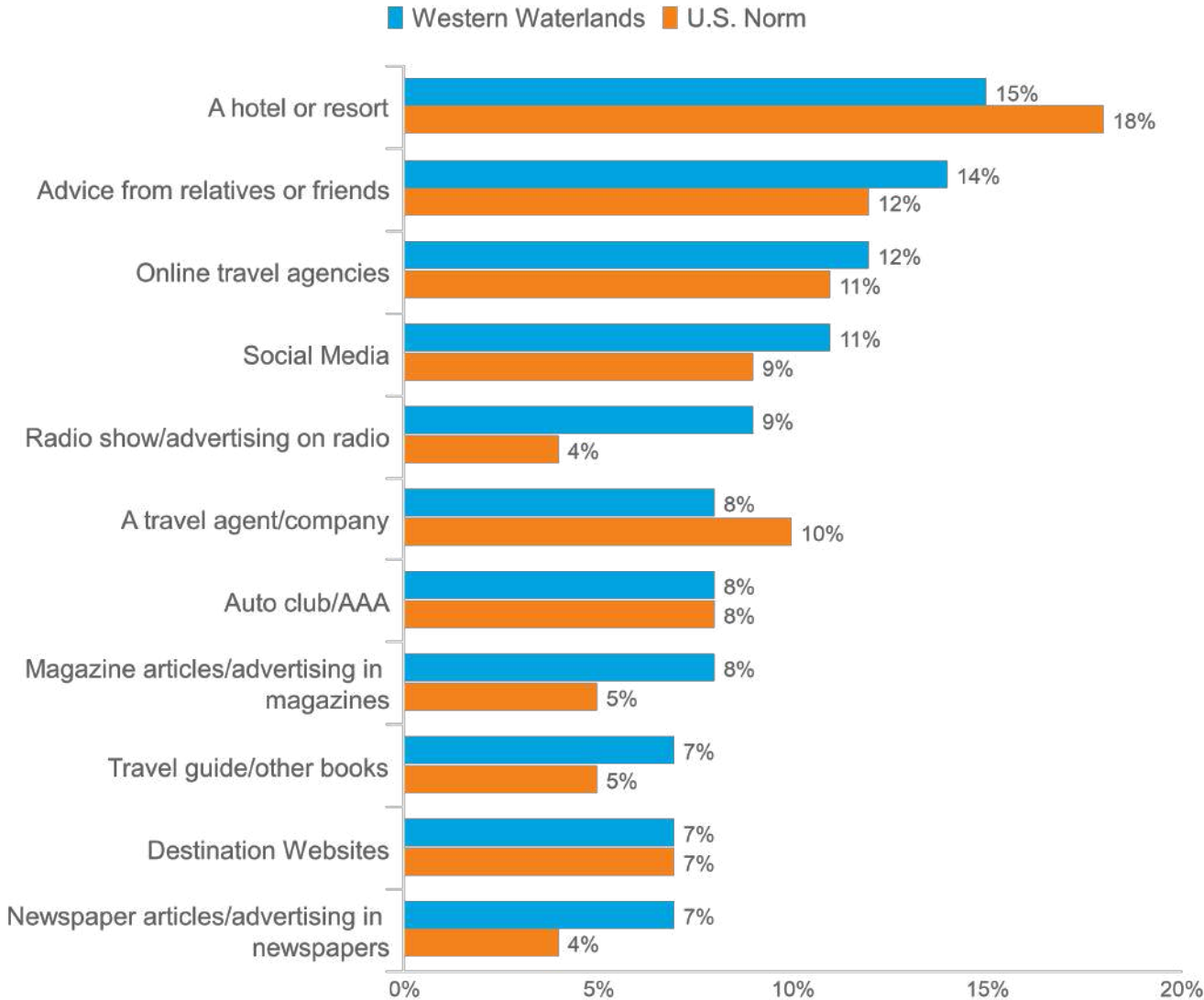
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

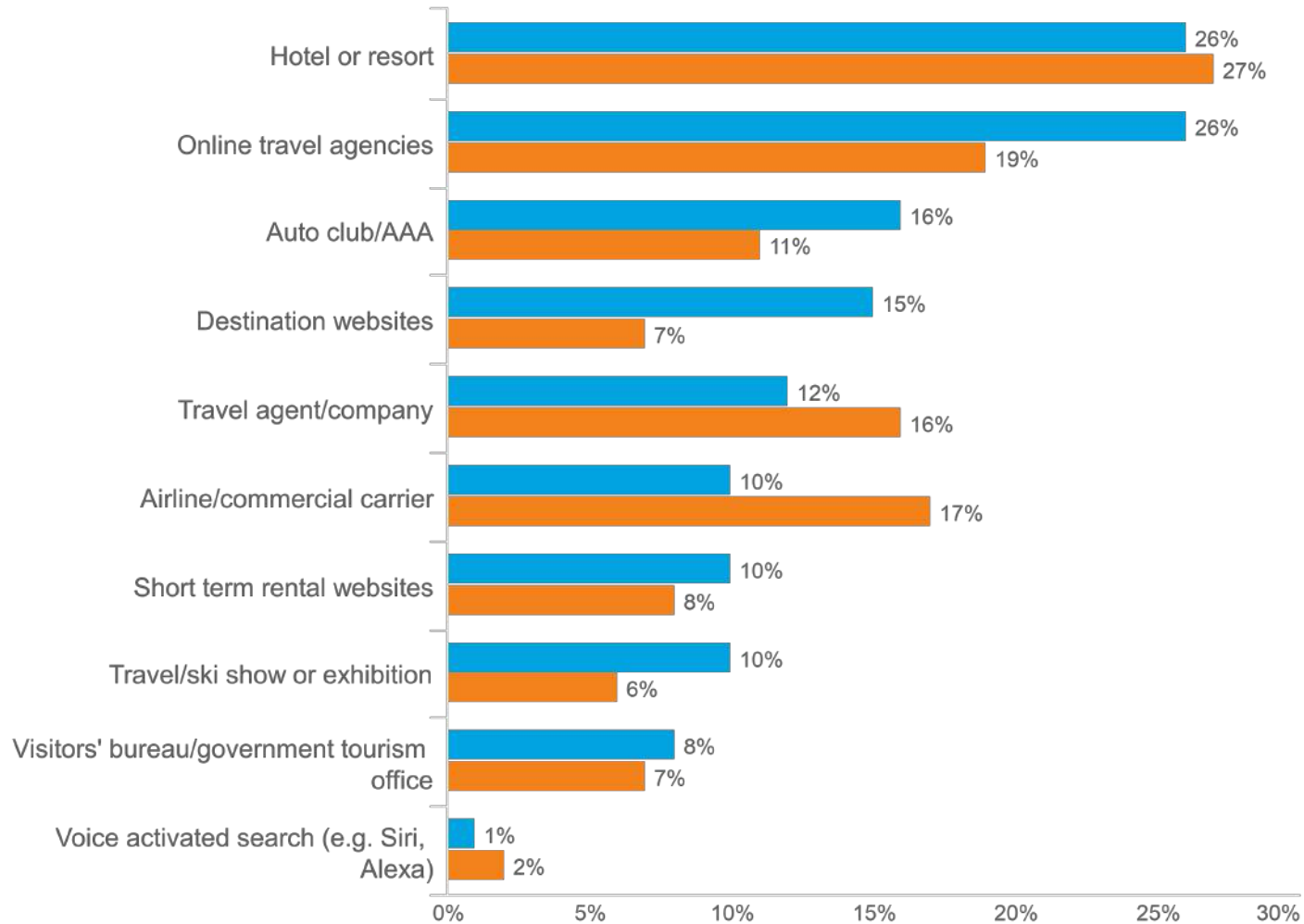
	Western Waterlands	U.S. Norm
Did not plan anything in advance	22%	17%
More than 1 year in advance	6%	6%
6-12 months	10%	14%
3-5 months	13%	18%
2 months	16%	15%
1 month or less	34%	30%

Western Waterlands's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

Western Waterlands U.S. Norm



Accommodations

		Western Waterlands	U.S. Norm
	Hotel	40%	38%
	Home of friends / relatives	21%	19%
	Motel	14%	13%
	Campground / RV park	14%	6%
	Bed & breakfast	12%	8%
	Resort hotel	8%	12%
	Rented home / condo / apartment	7%	6%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	Western Waterlands	U.S. Norm
Shopping	23%	22%
Sightseeing	17%	16%
Attending celebration	16%	13%
Business meeting	15%	8%
Museum	14%	10%
Swimming	13%	12%
Local parks/playgrounds	13%	9%
Attended/participated in a sports event for kids	11%	6%
Landmark/historic site	11%	11%
Camping	11%	6%

Shopping Types on Trip

	Western Waterlands	U.S. Norm
 Outlet/mall shopping	55%	47%
 Convenience/grocery shopping	41%	42%
 Big box stores (Walmart, Costco)	38%	33%
 Boutique shopping	34%	28%
 Antiquing	22%	13%
 Souvenir shopping	21%	39%

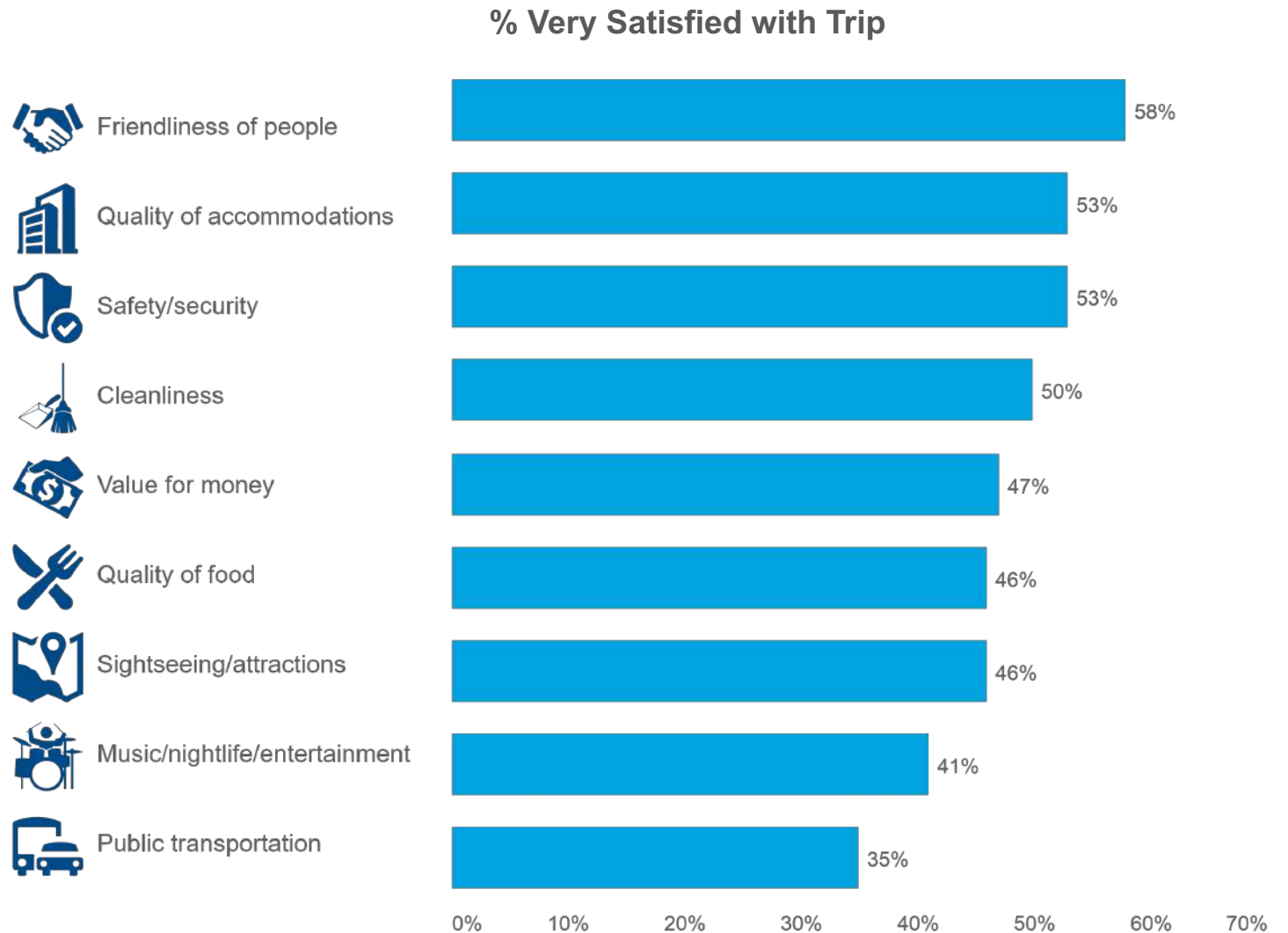
Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Western Waterlands	U.S. Norm
 Unique/local food	46%	40%
 Fine/upscale dining	22%	22%
 Street food/food trucks	21%	21%
 Food delivery service (UberEATS, DoorDash, etc.)	21%	21%
 Picnicking	18%	14%
 Gastropubs	10%	10%



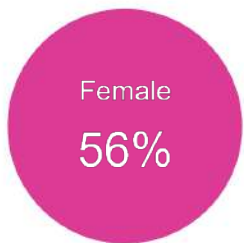
64%
of overnight travelers were
very satisfied with their overall
trip experience



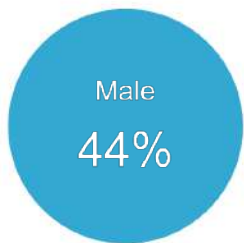
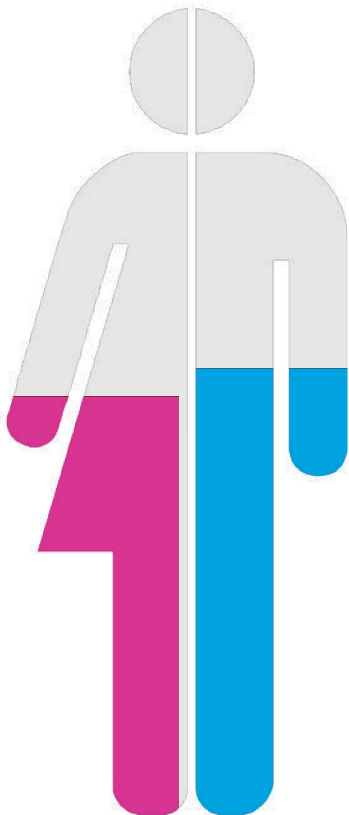
Demographic Profile of Overnight Western Waterlands Visitors

Base: 2020/2021 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Western Waterlands

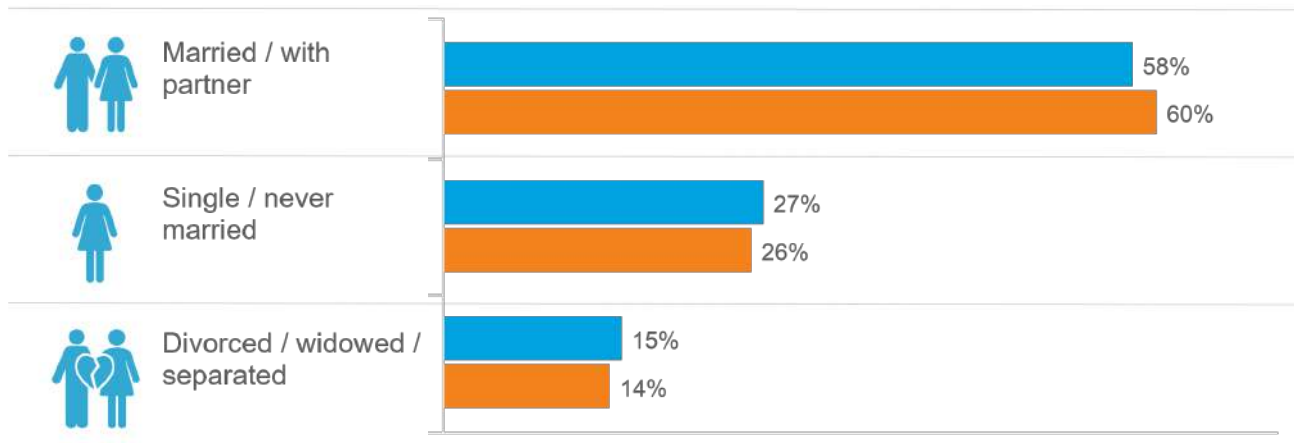


U.S. Norm



Marital Status

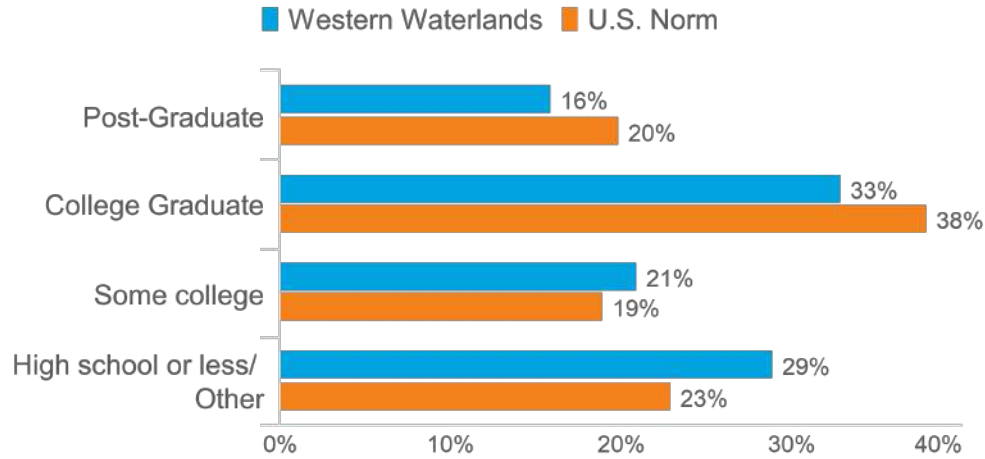
Western Waterlands U.S. Norm



Demographic Profile of Overnight Western Waterlands Visitors

Base: 2020/2021 Overnight Person-Trips

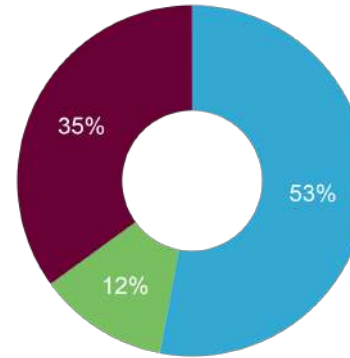
Education



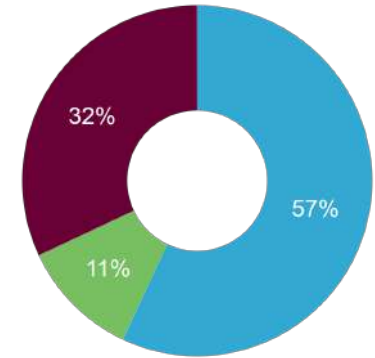
Employment

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

Western Waterlands



U.S. Norm



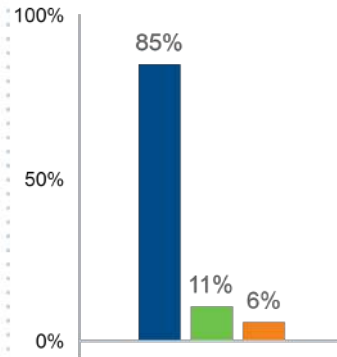
Household Income



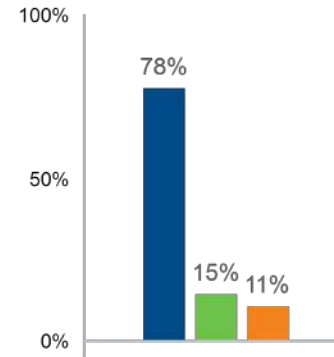
Race

■ White ■ African-American ■ Other

Western Waterlands

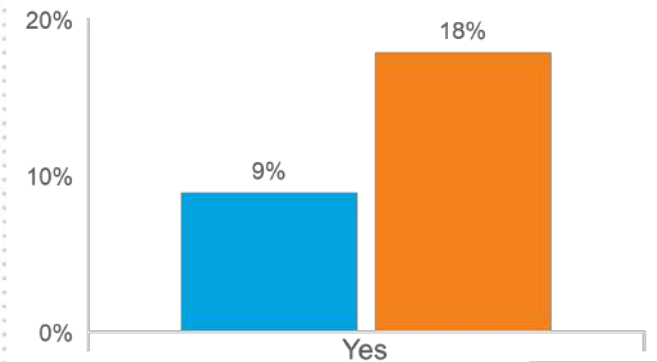


U.S. Norm



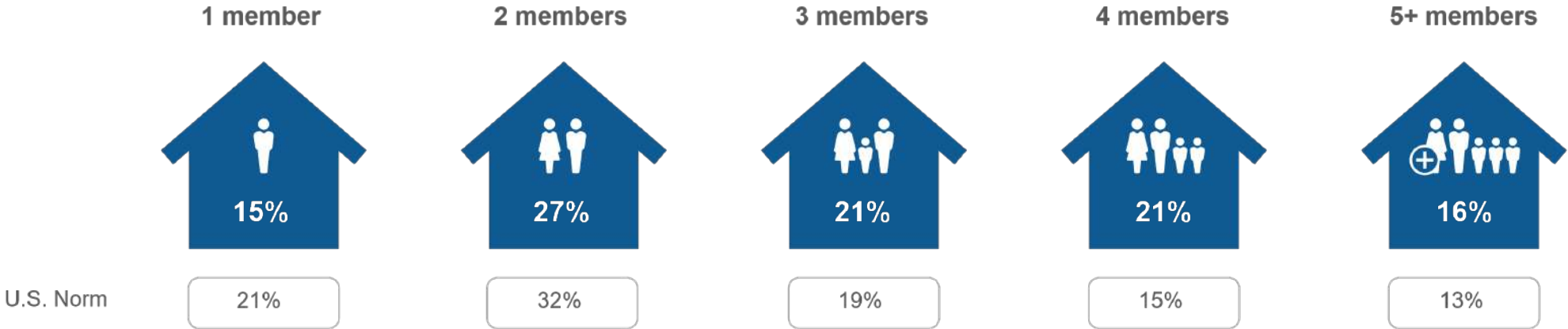
Hispanic Background

■ Western Waterlands ■ U.S. Norm

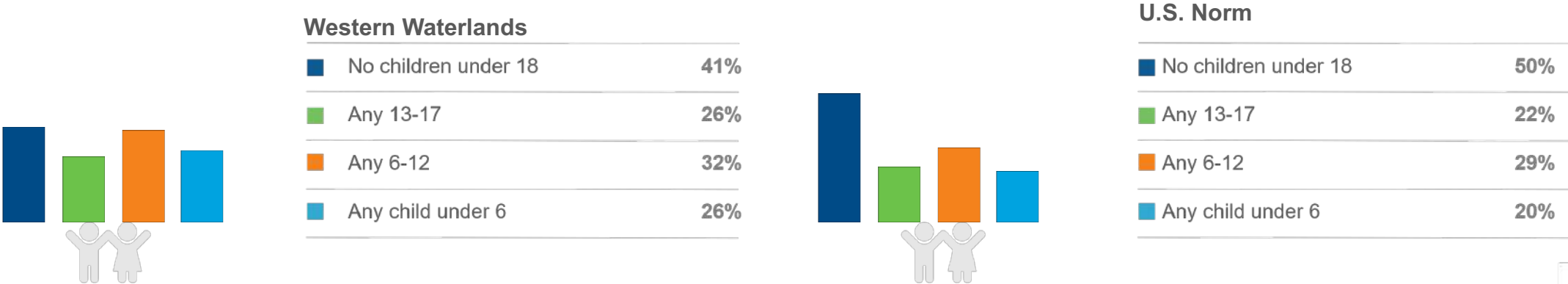


Question updated in 2020

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.
- 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, Blues, & BBQ, the following sample was achieved in 2020/2021:



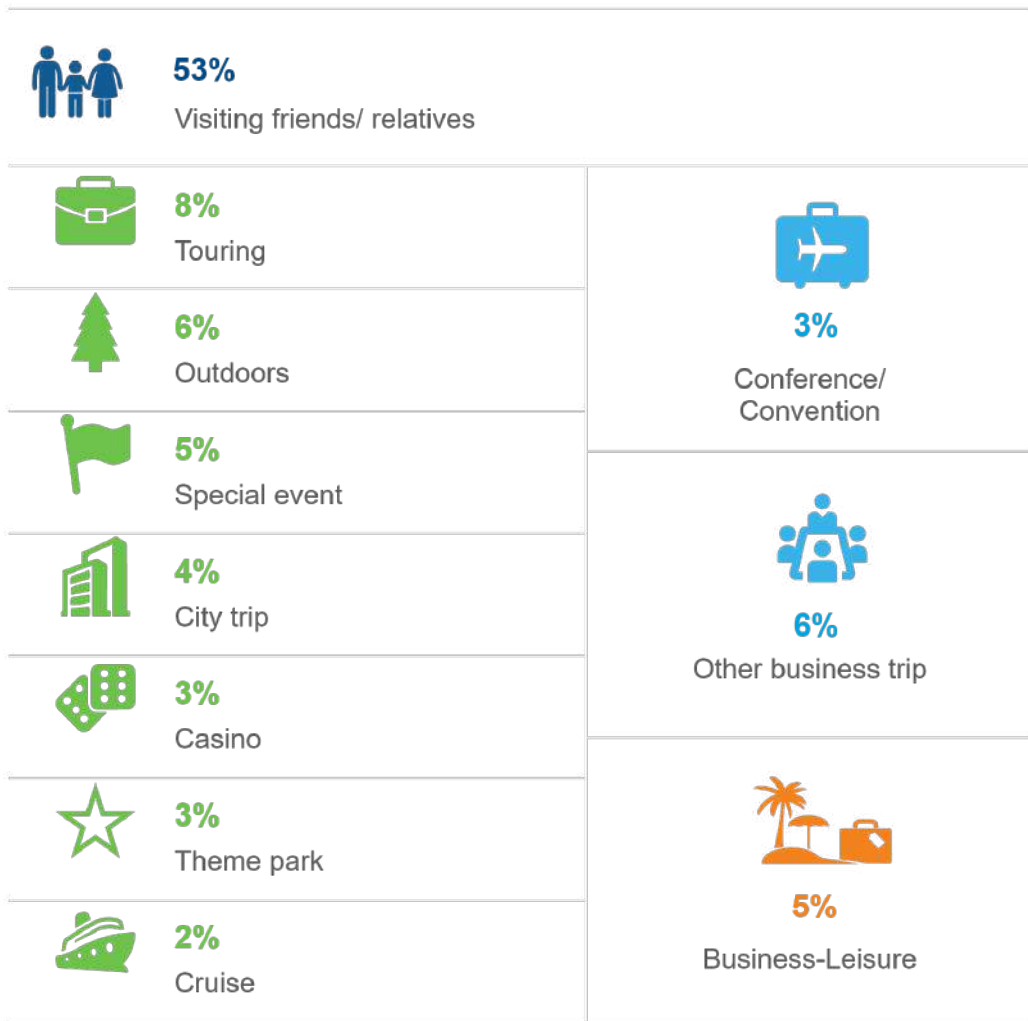
Overnight Base Size

482

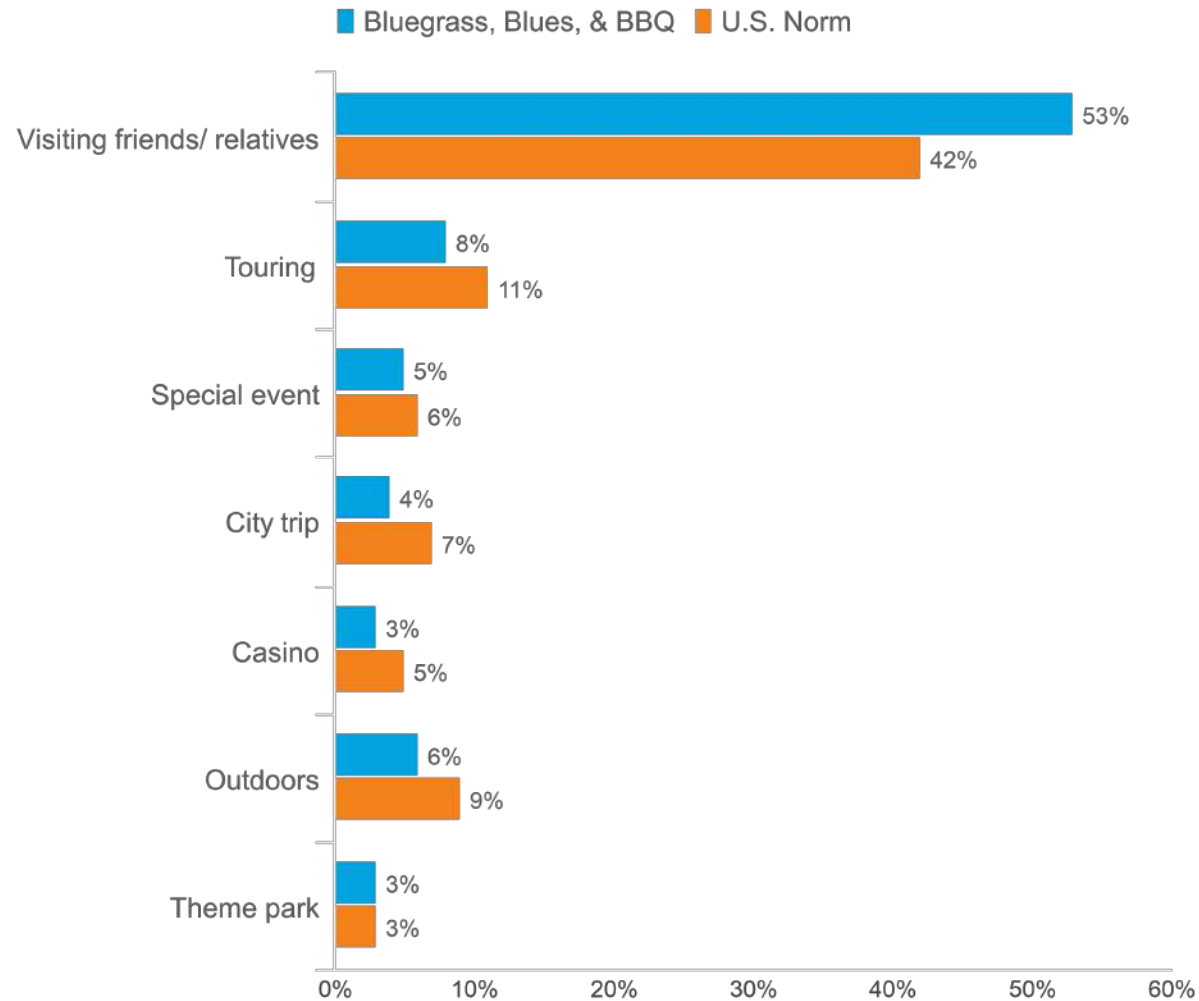
An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

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

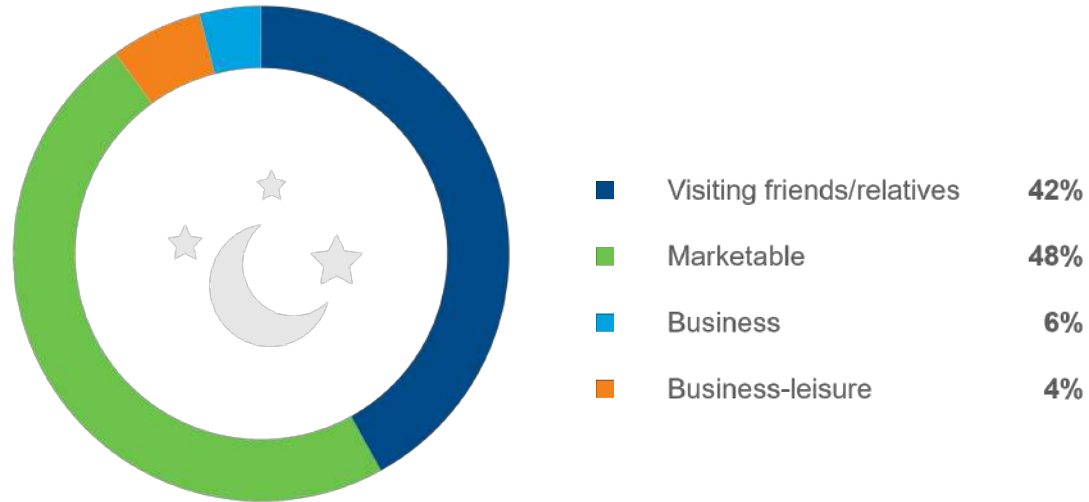
Main Purpose of Trip



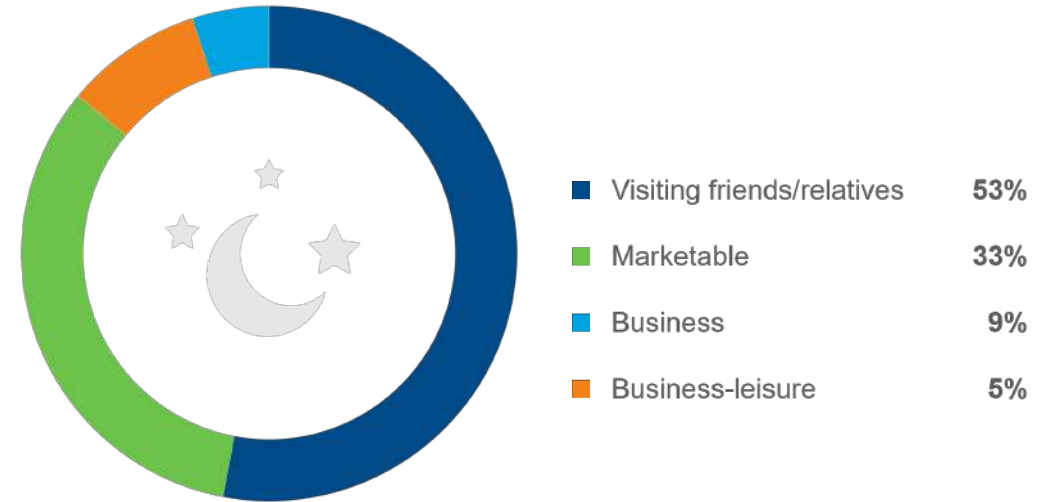
Main Purpose of Leisure Trip



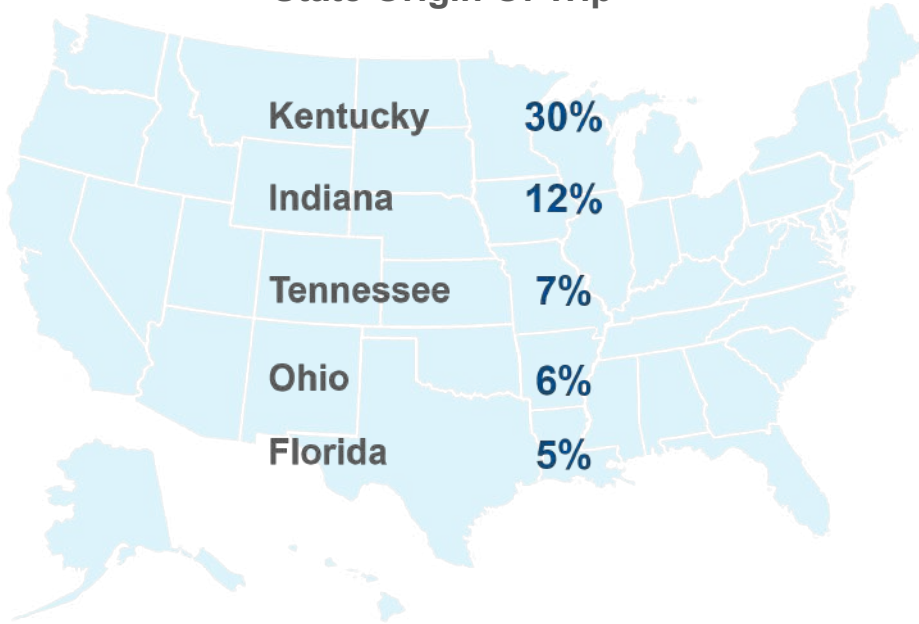
2021 U.S. Overnight Trips



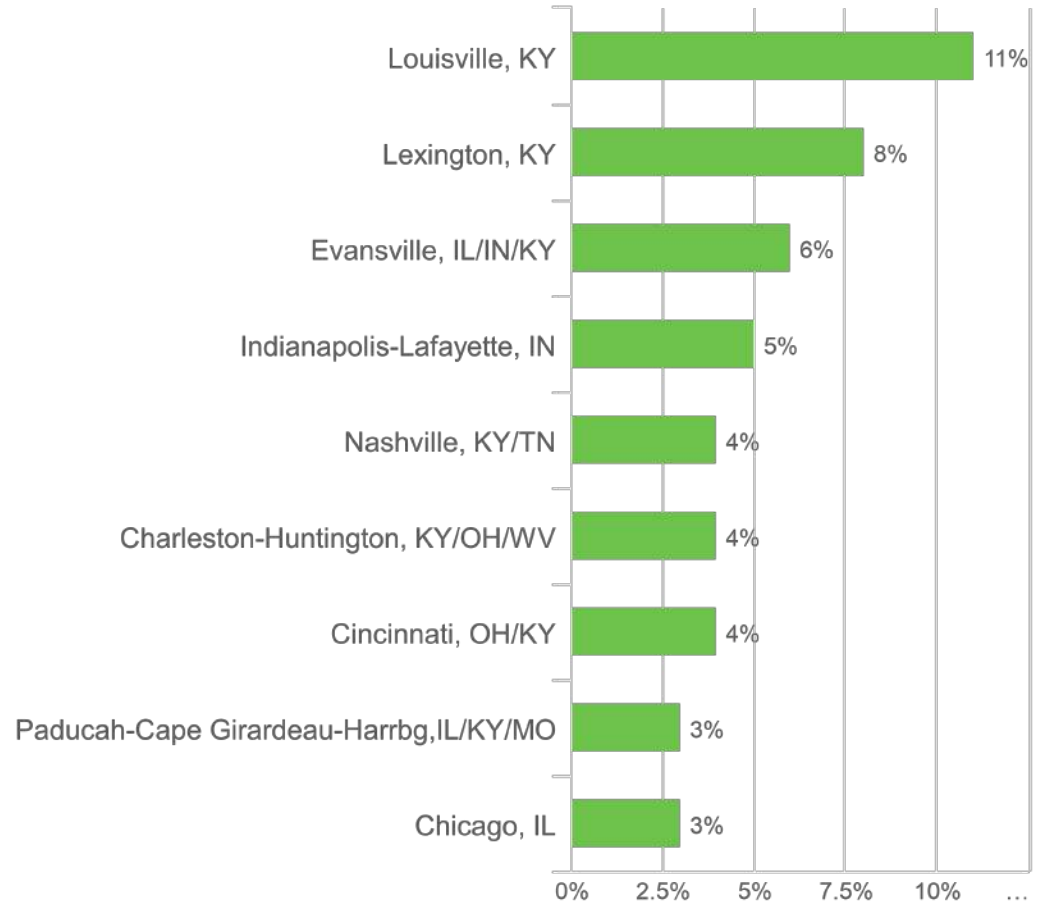
Bluegrass, Blues, & BBQ Overnight Trips



State Origin Of Trip



DMA Origin Of Trip

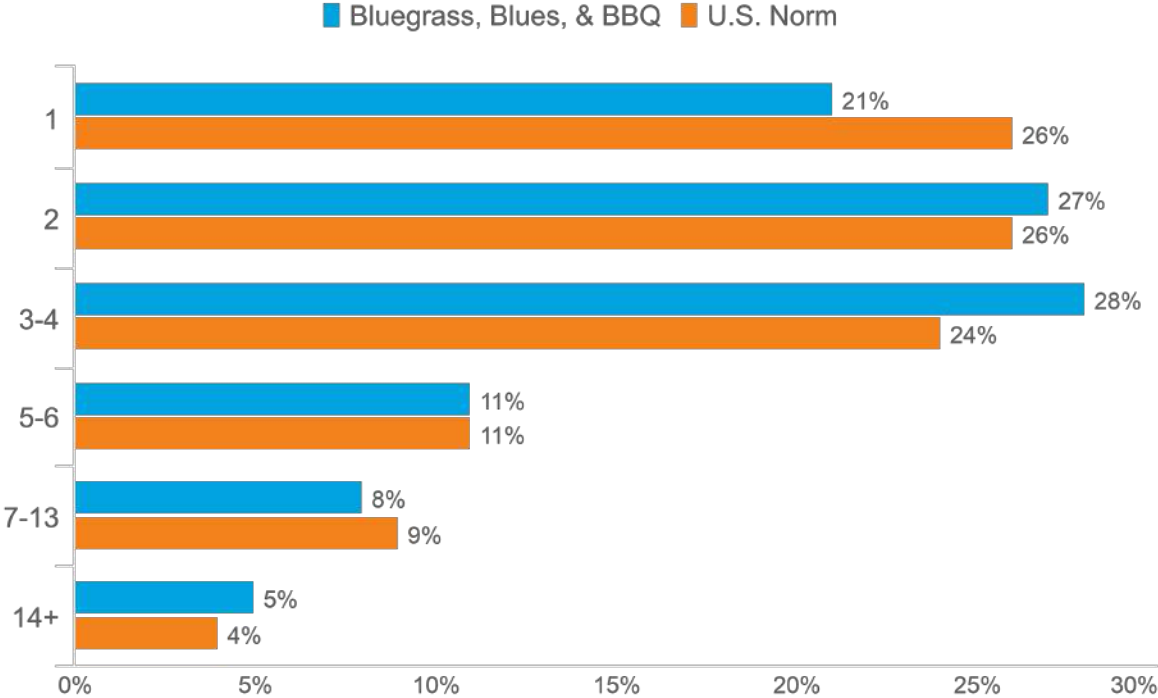


Past Visitation to Bluegrass, Blues, & BBQ

54% of overnight travelers to Bluegrass, Blues, & BBQ are repeat visitors

38% of overnight travelers to Bluegrass, Blues, & BBQ had visited before in the past 12 months

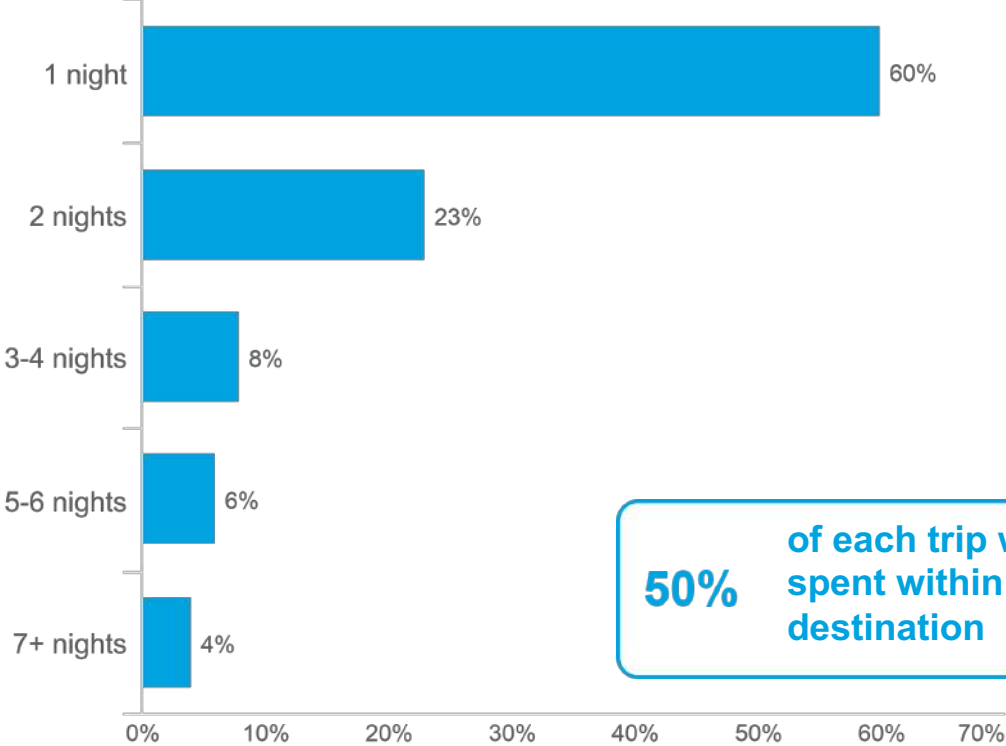
Total Nights Away on Trip



Bluegrass, Blues, & BBQ
4.0
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Bluegrass, Blues, & BBQ



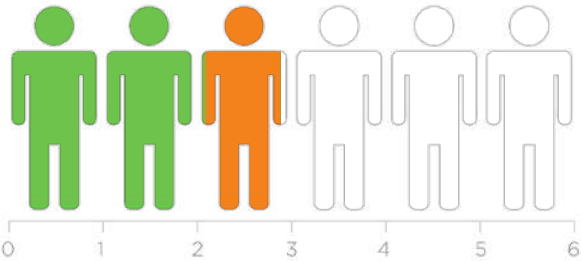
50% of each trip was spent within the destination

Average number of nights
2.0

Size of Travel Party

■ Adults ■ Children

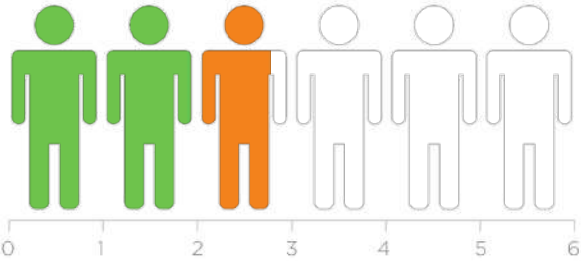
Bluegrass, Blues, & BBQ



Total
3.0

Average number of people

U.S. Norm

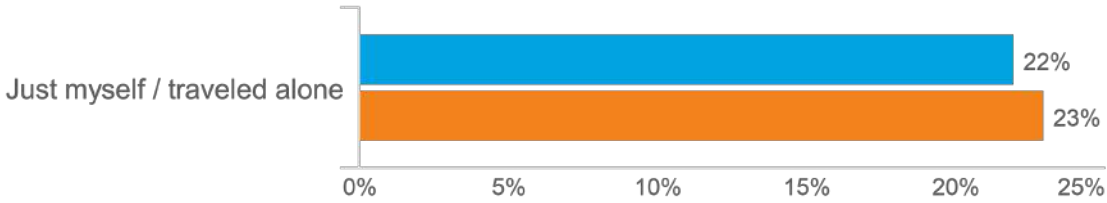


Total
2.9

Average number of people

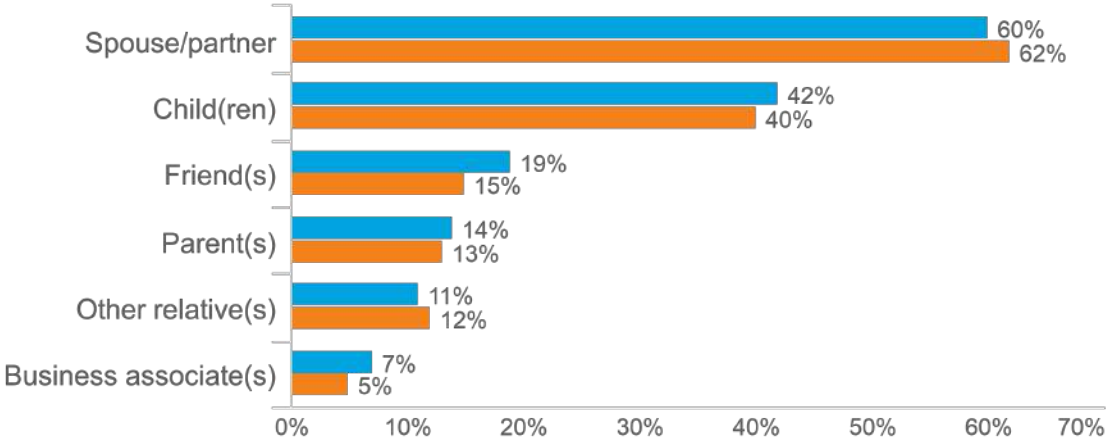
Percent Who Traveled Alone

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Composition of Immediate Travel Party

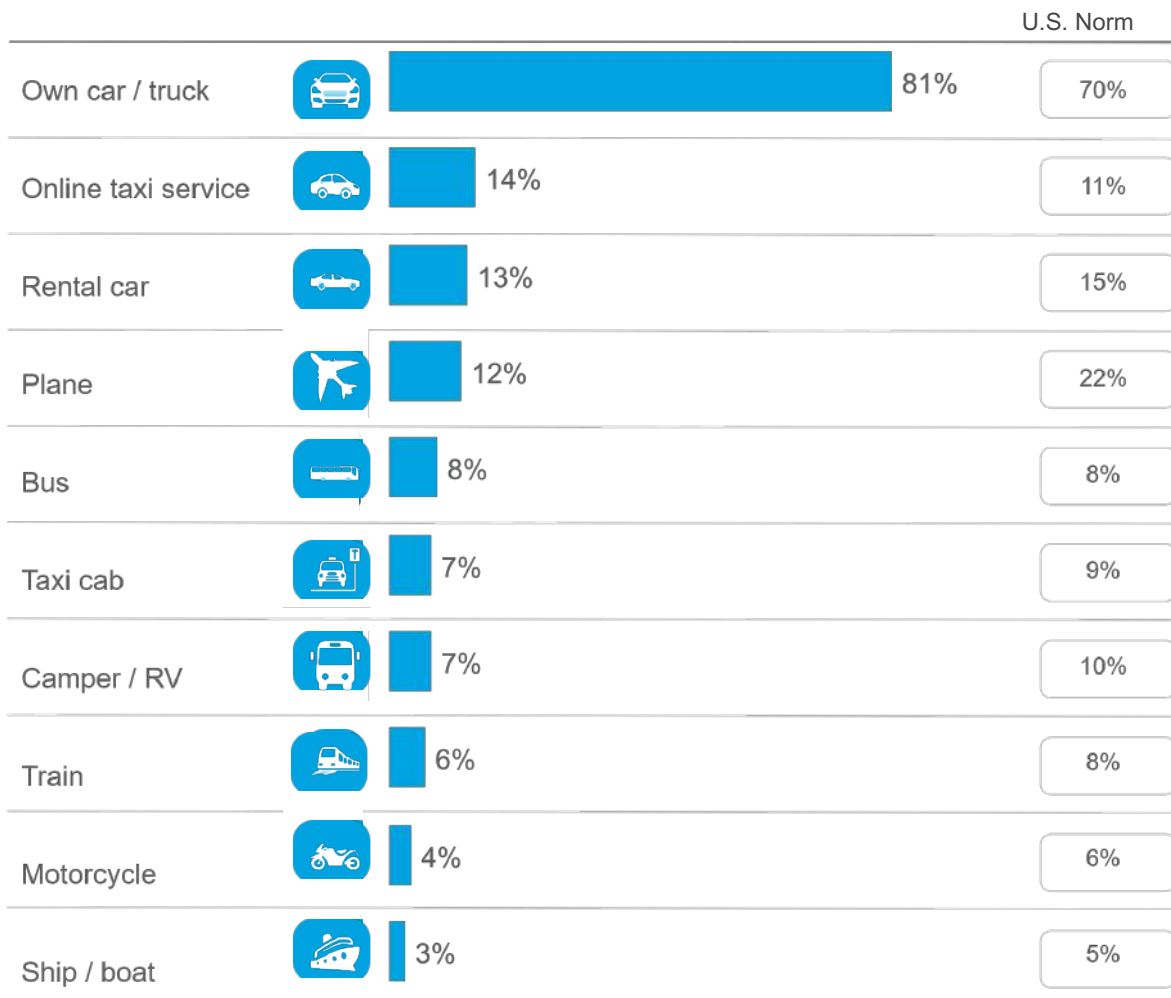
■ Bluegrass, Blues, & BBQ ■ U.S. Norm



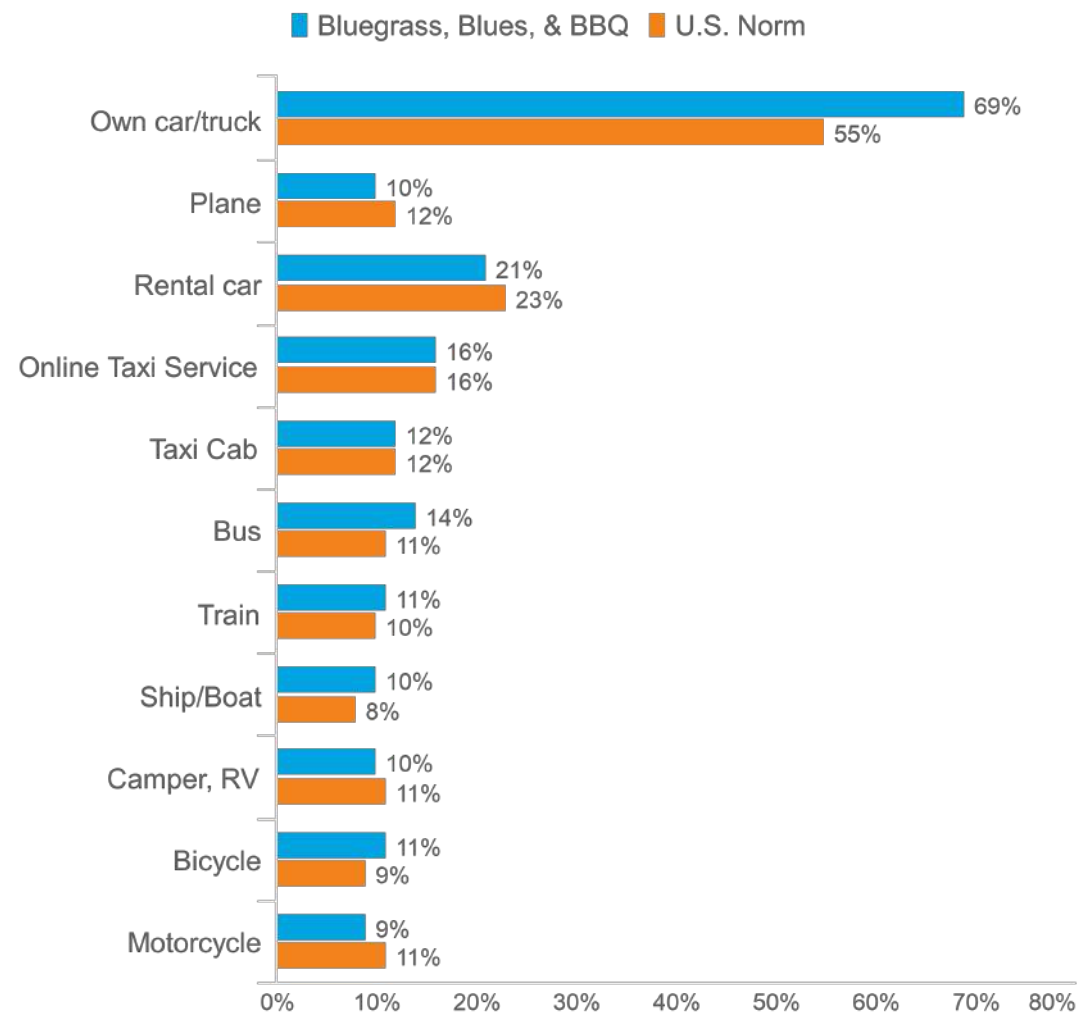
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

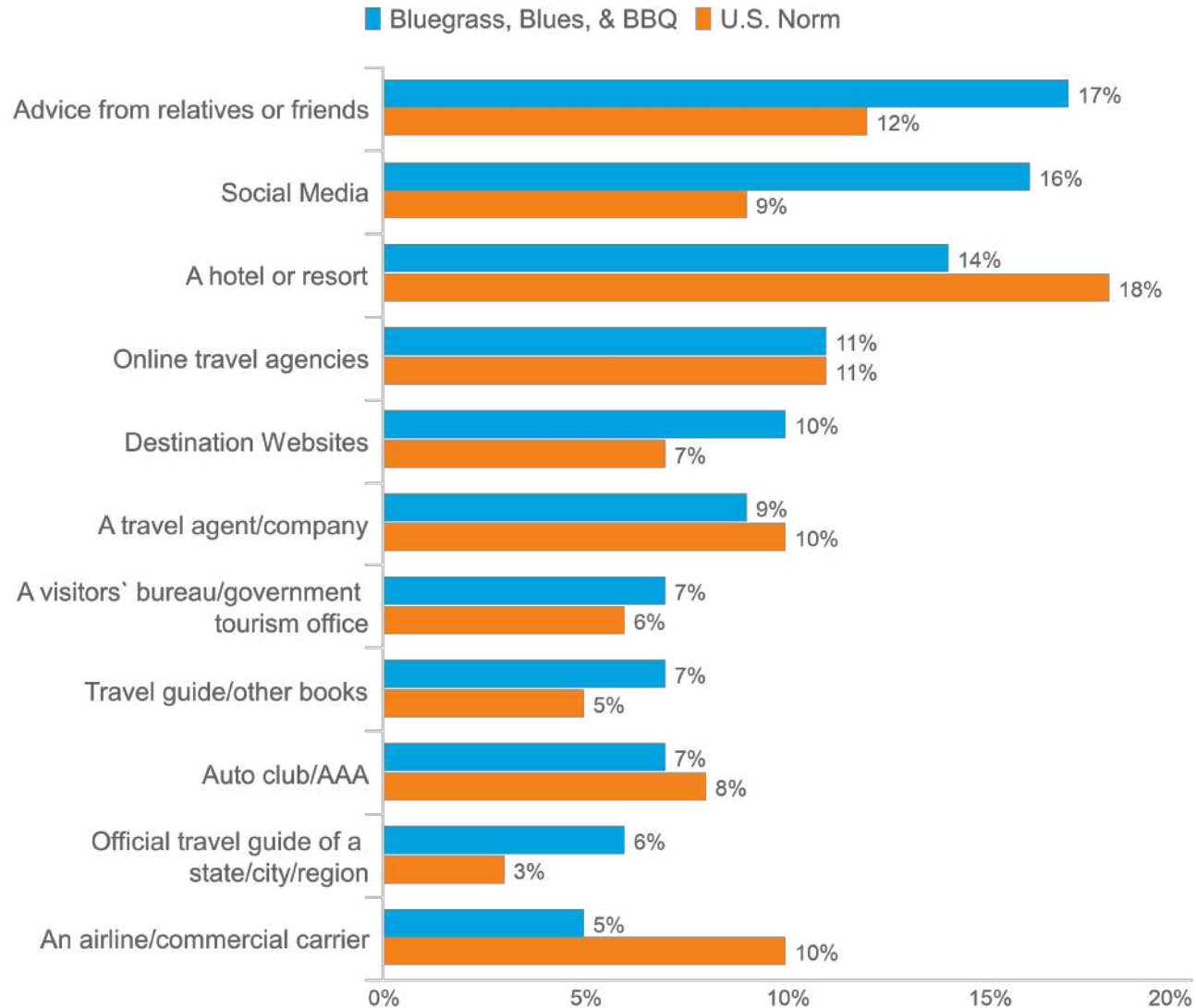
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

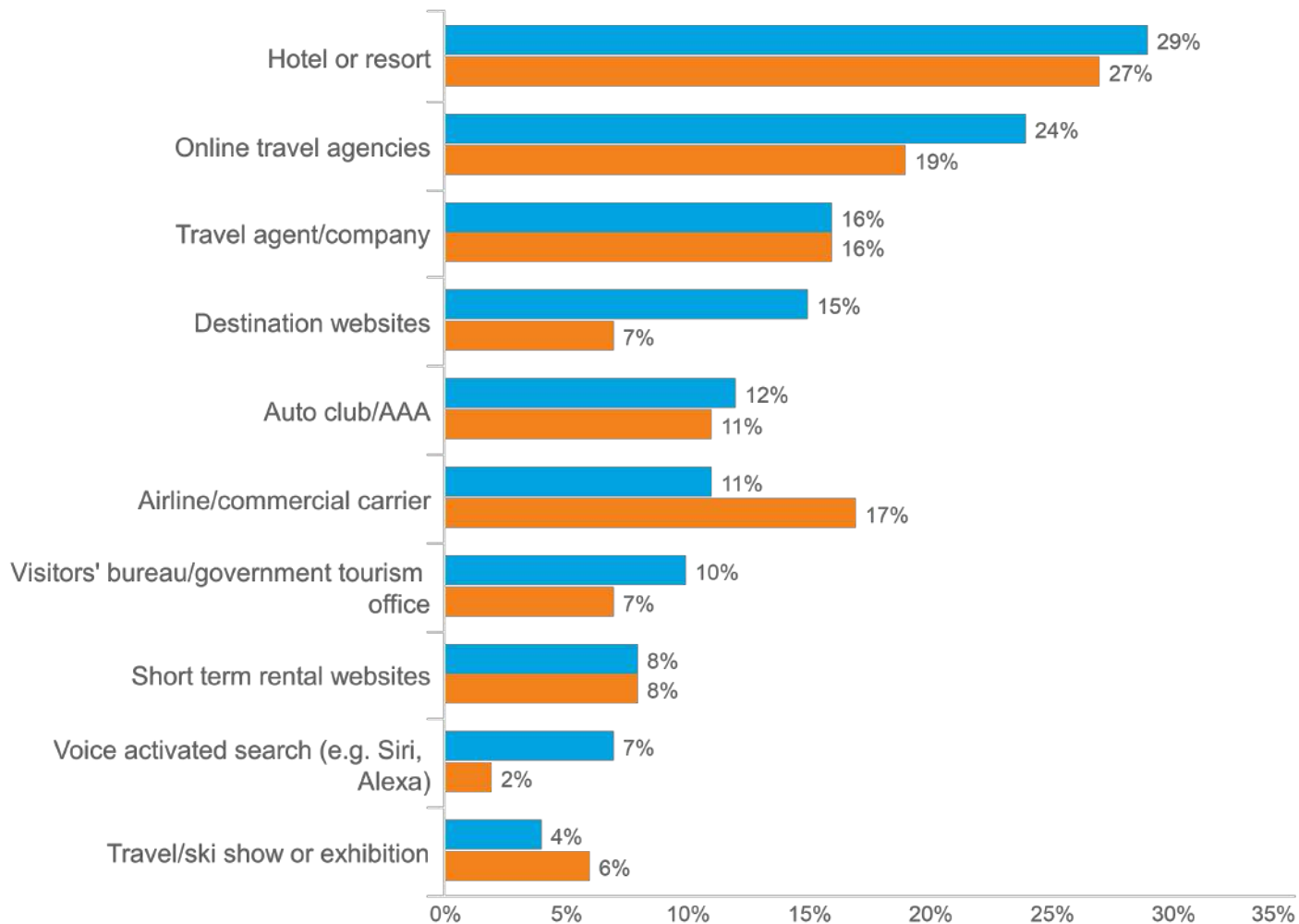
	Bluegrass, Blues, & BBQ	U.S. Norm
Did not plan anything in advance	22%	17%
More than 1 year in advance	5%	6%
6-12 months	9%	14%
3-5 months	16%	18%
2 months	17%	15%
1 month or less	31%	30%

Bluegrass, Blues, & BBQ's Overnight Trip Characteristics








Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Accommodations

	Bluegrass, Blues, & BBQ	U.S. Norm
 Hotel	40%	38%
 Home of friends / relatives	25%	19%
 Motel	18%	13%
 Bed & breakfast	9%	8%
 Campground / RV park	8%	6%
 Resort hotel	6%	12%
 Country inn / lodge	6%	5%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)







	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	25%	22%
Sightseeing	21%	16%
Attending celebration	21%	13%
Landmark/historic site	16%	11%
Fishing	14%	7%
Local parks/playgrounds	14%	9%
Swimming	14%	12%
Museum	13%	10%
Casino	13%	10%
National/state park	12%	7%

Shopping Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Outlet/mall shopping	62%	47%
 Convenience/grocery shopping	52%	42%
 Big box stores (Walmart, Costco)	46%	33%
 Souvenir shopping	38%	39%
 Antiquing	28%	13%
 Boutique shopping	22%	28%

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

Dining Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	51%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	25%	21%
 Street food/food trucks	24%	21%
 Fine/upscale dining	22%	22%
 Picnicking	20%	14%
 Gastropubs	8%	10%



62%
of overnight travelers were
very satisfied with their overall
trip experience



Quality of food



Friendliness of people



Safety/security



Cleanliness



Public transportation



Sightseeing/attractions



Quality of accommodations



Music/nightlife/entertainment

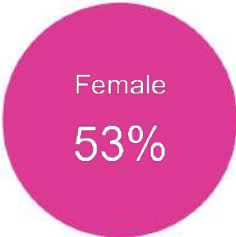


Value for money

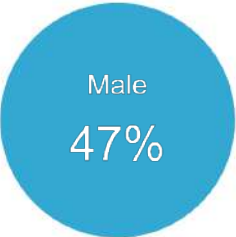
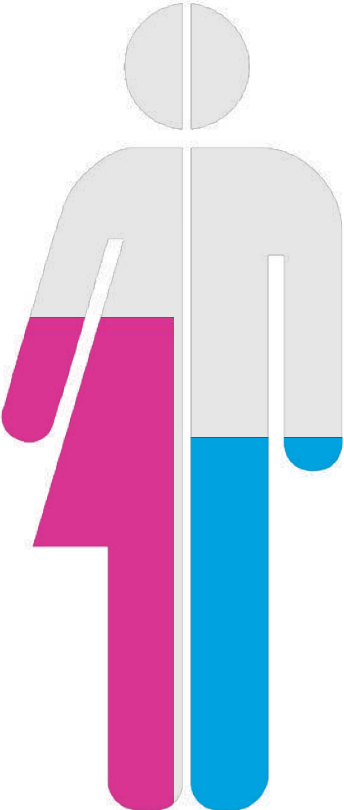


0% 10% 20% 30% 40% 50% 60% 70%

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Bluegrass, Blues, & BBQ



Average Age
40.9

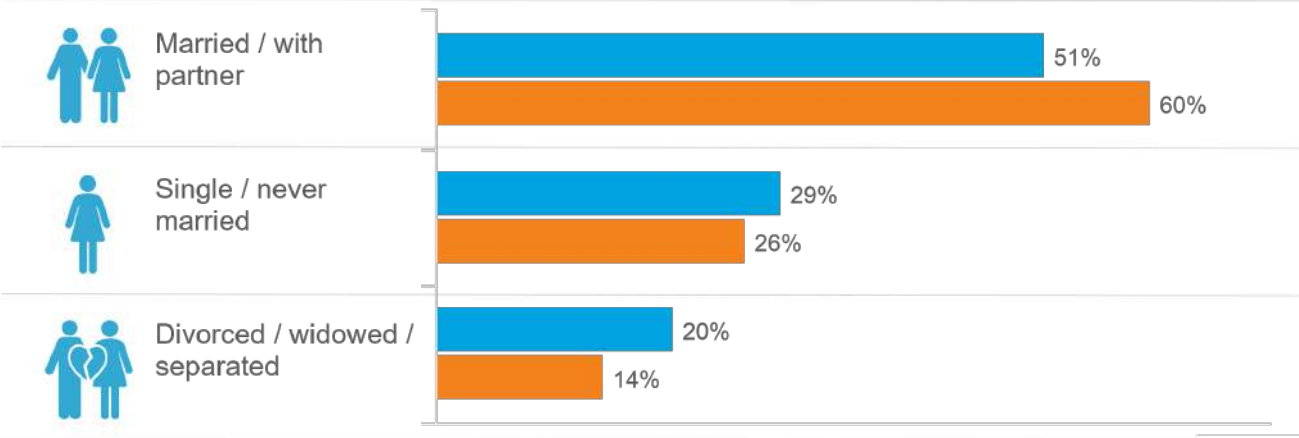
U.S. Norm



Average Age
43.7

Marital Status

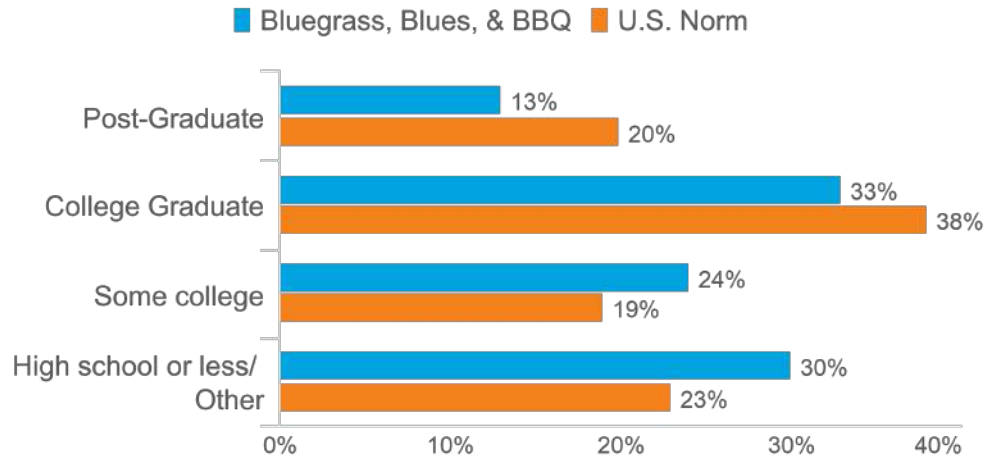
Bluegrass, Blues, & BBQ U.S. Norm



Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2020/2021 Overnight Person-Trips

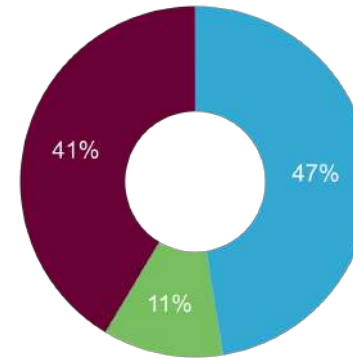
Education



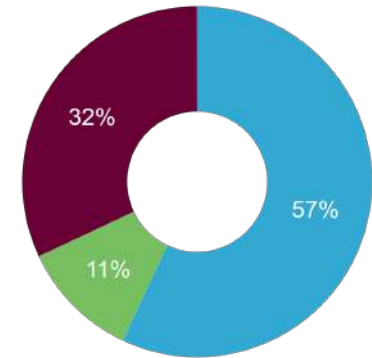
Employment

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

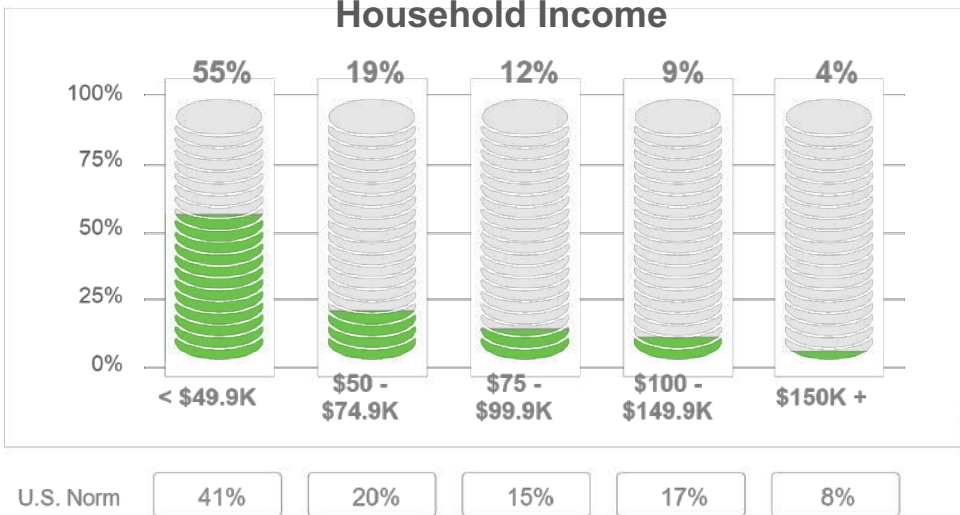
Bluegrass, Blues, & BBQ



U.S. Norm



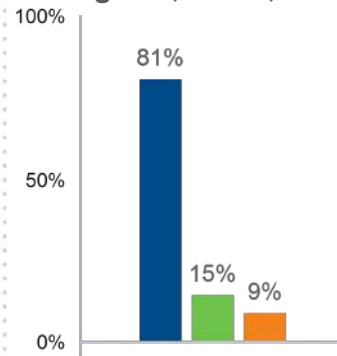
Household Income



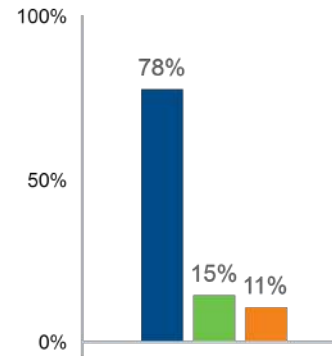
Race

■ White ■ African-American ■ Other

Bluegrass, Blues, & BBQ



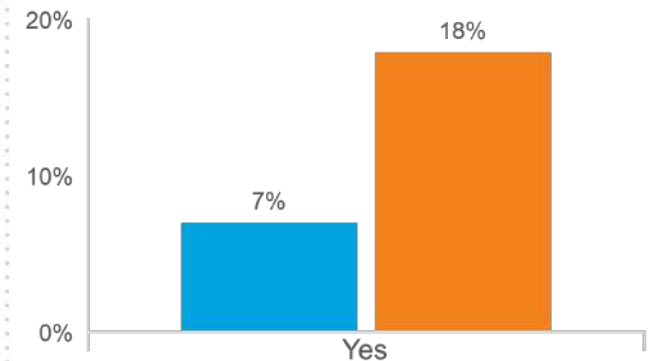
U.S. Norm



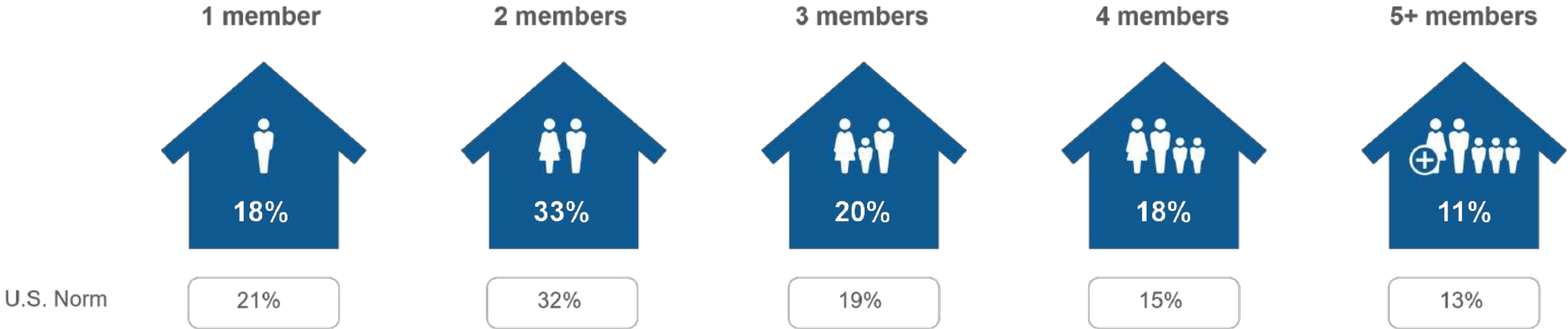
Question updated in 2020

Hispanic Background

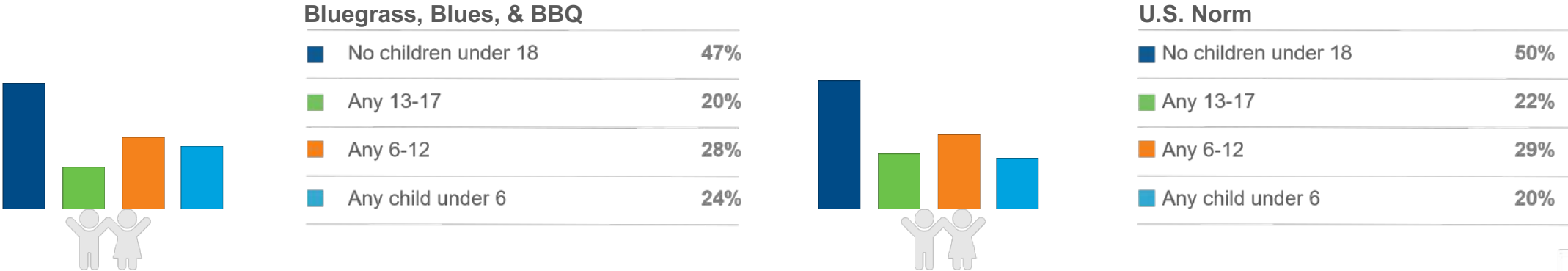
■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Bourbon, Horses & History

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Bourbon, Horses, & History'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 Bourbon, Horses, & History, the following sample was achieved in 2021:



Overnight Base Size

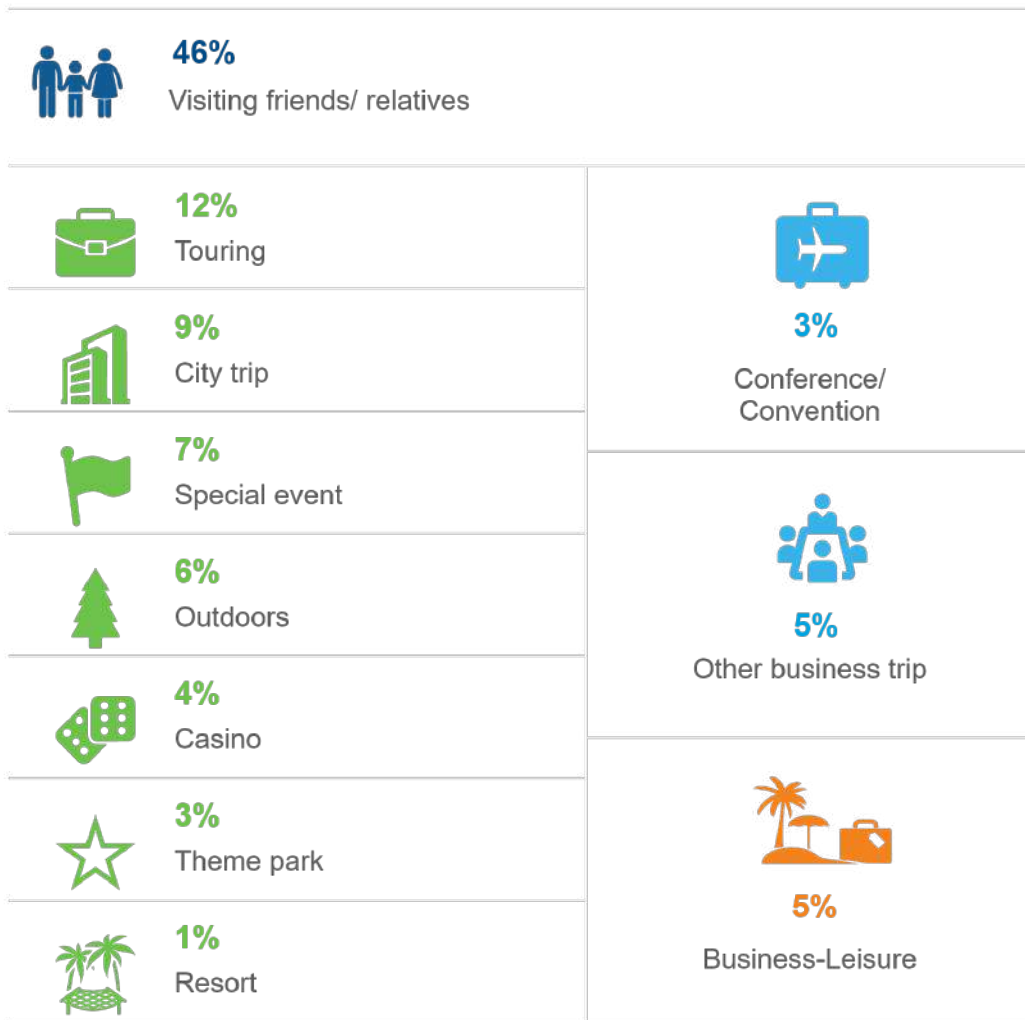
315

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

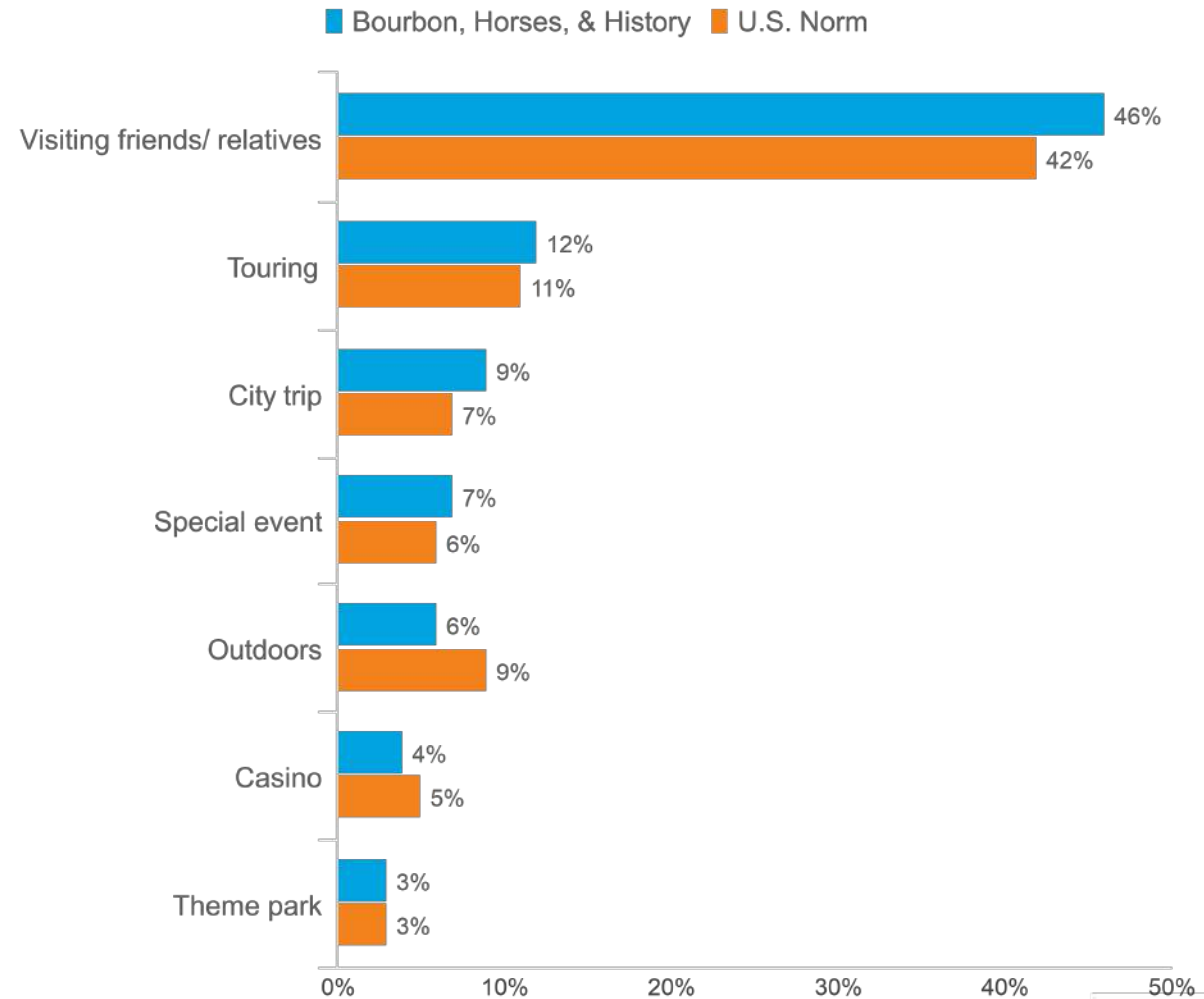
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

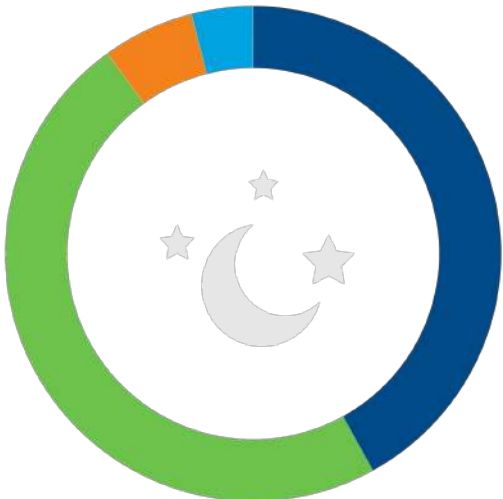
Main Purpose of Trip



Main Purpose of Leisure Trip

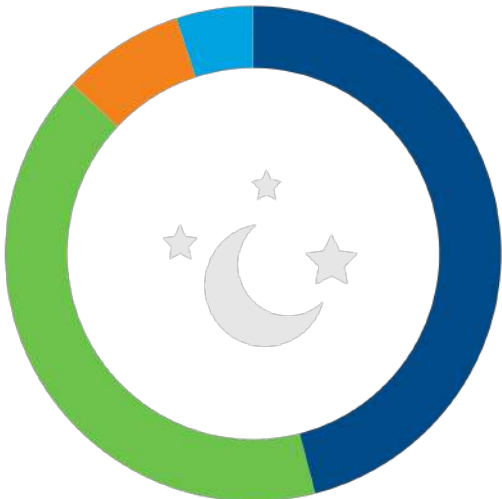


2021 U.S. Overnight Trips



■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

2021 Bourbon, Horses, & History Overnight Trips

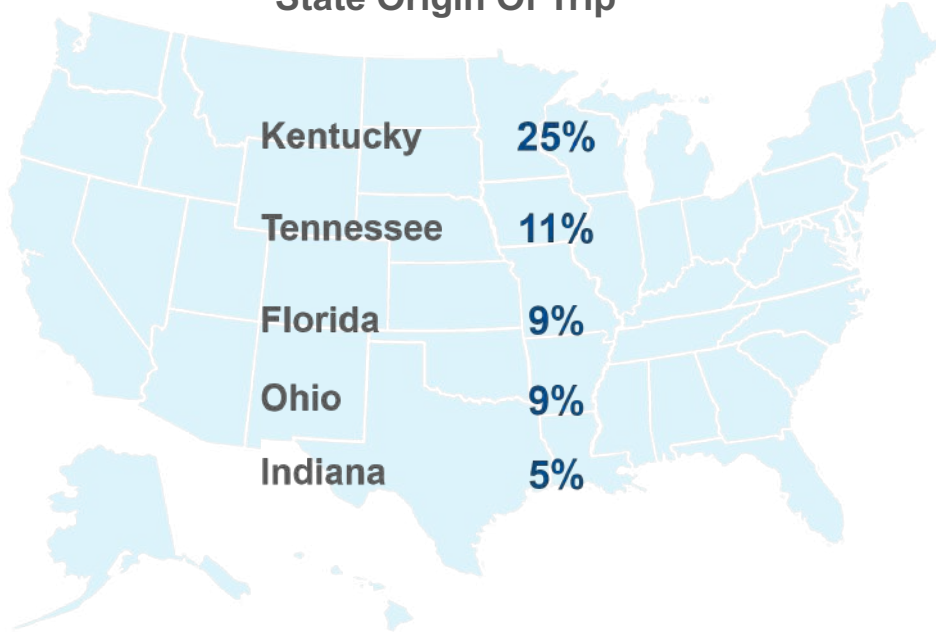


■ Visiting friends/relatives	46%
■ Marketable	41%
■ Business	8%
■ Business-leisure	5%

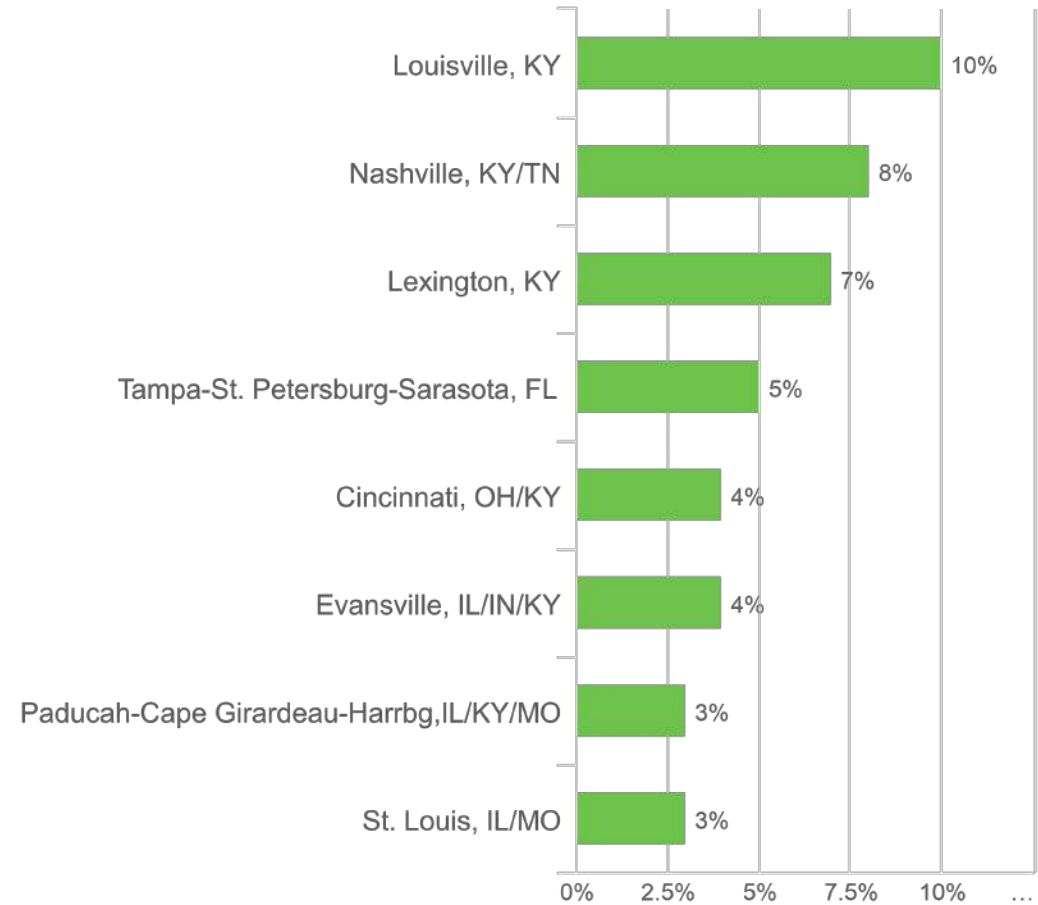
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip



Past Visitation to Bourbon, Horses, & History

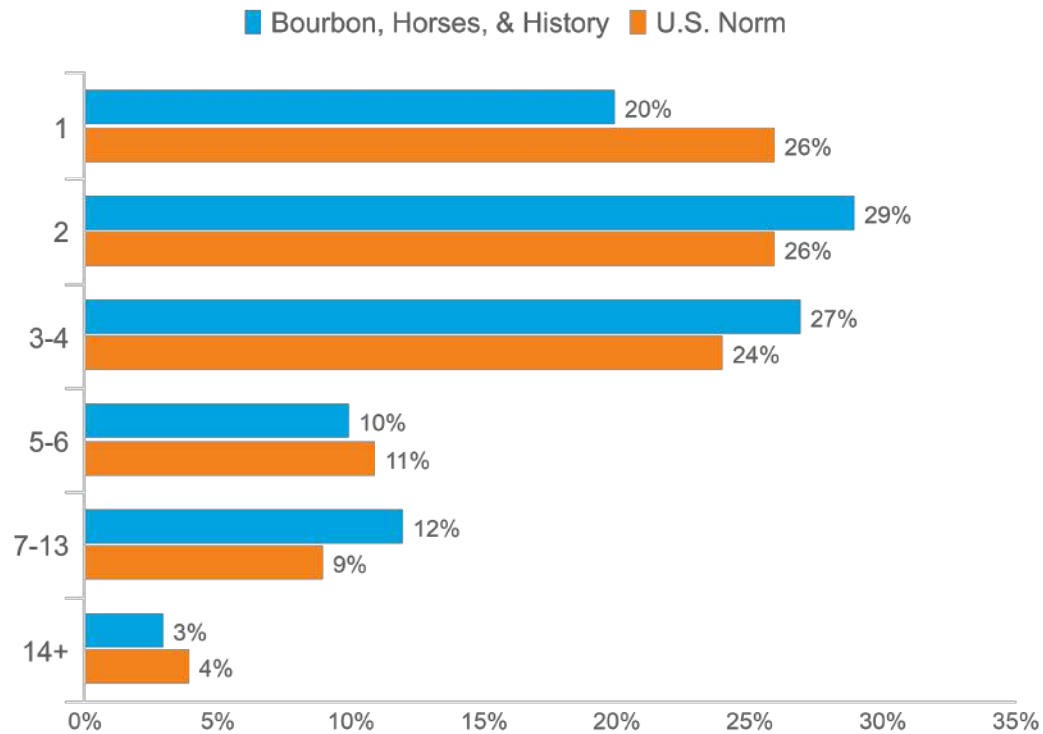
66% of overnight travelers to Bourbon, Horses, & History are repeat visitors

40% of overnight travelers to Bourbon, Horses, & History had visited before in the past 12 months

Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Total Nights Away on Trip



Bourbon, Horses, & History

4.0

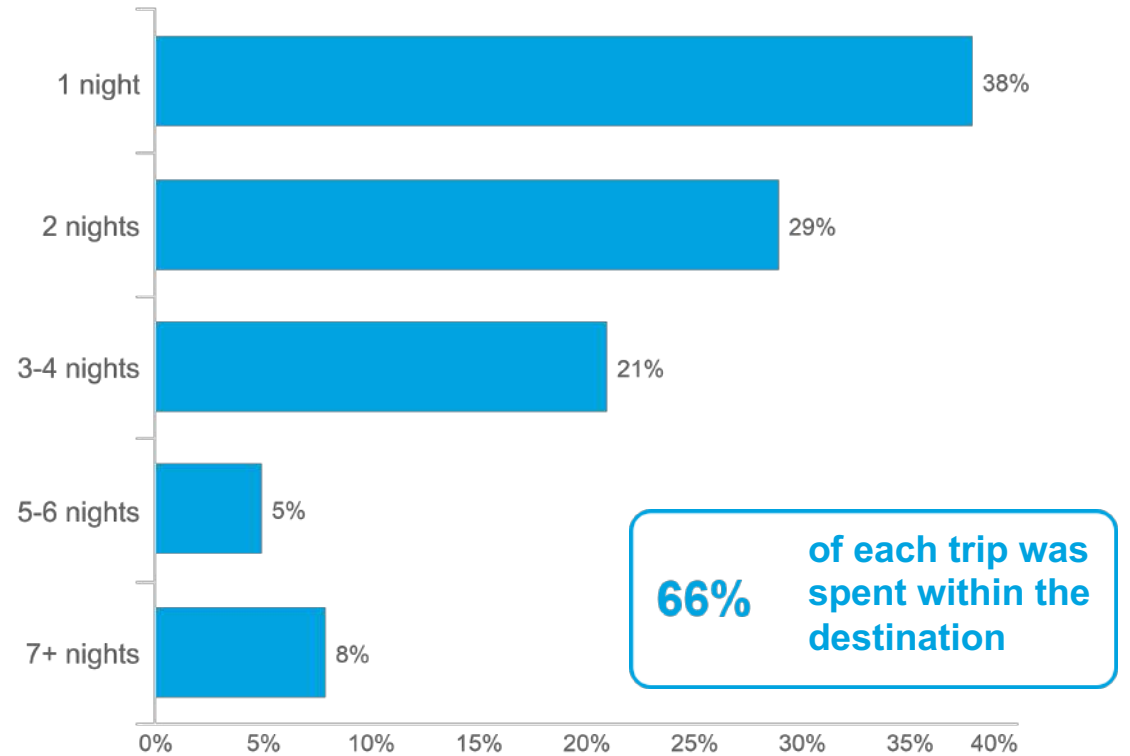
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Bourbon, Horses, & History



66%

of each trip was spent within the destination

Average number of nights

2.6

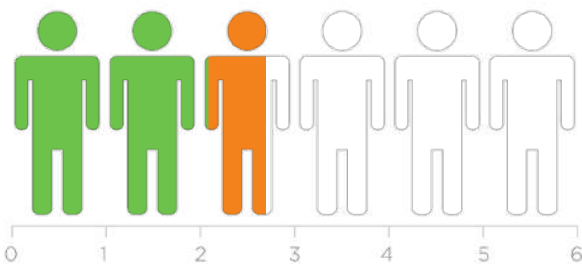
Average last year

2.8

Size of Travel Party

■ Adults ■ Children

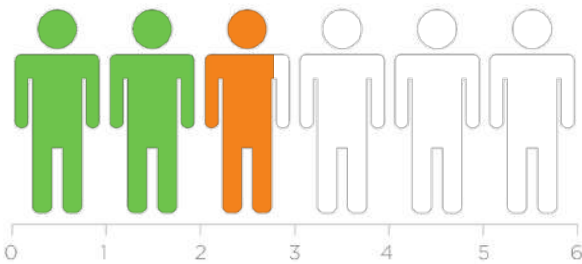
Bourbon, Horses, & History



Average number of people

Total
2.8

U.S. Norm

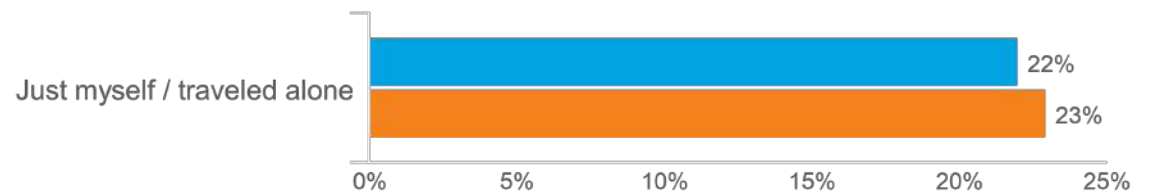


Average number of people

Total
2.9

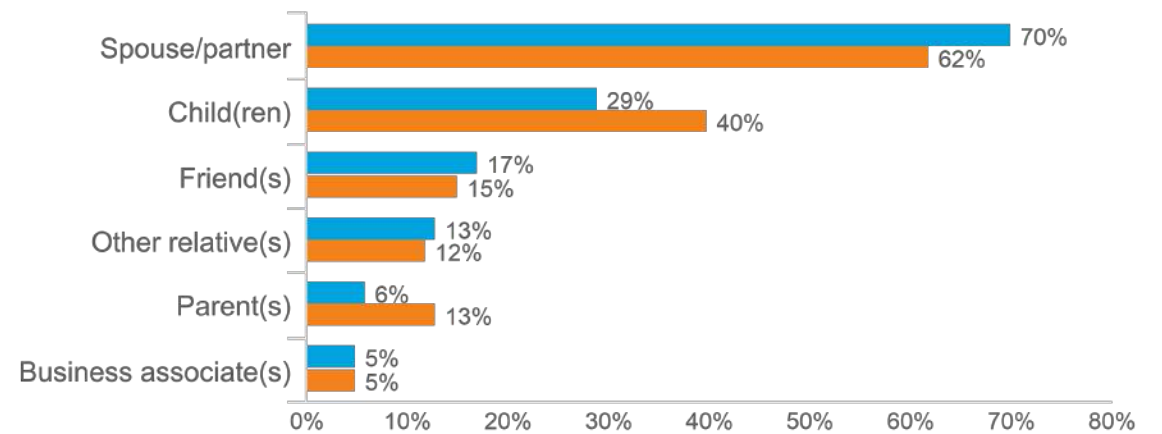
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

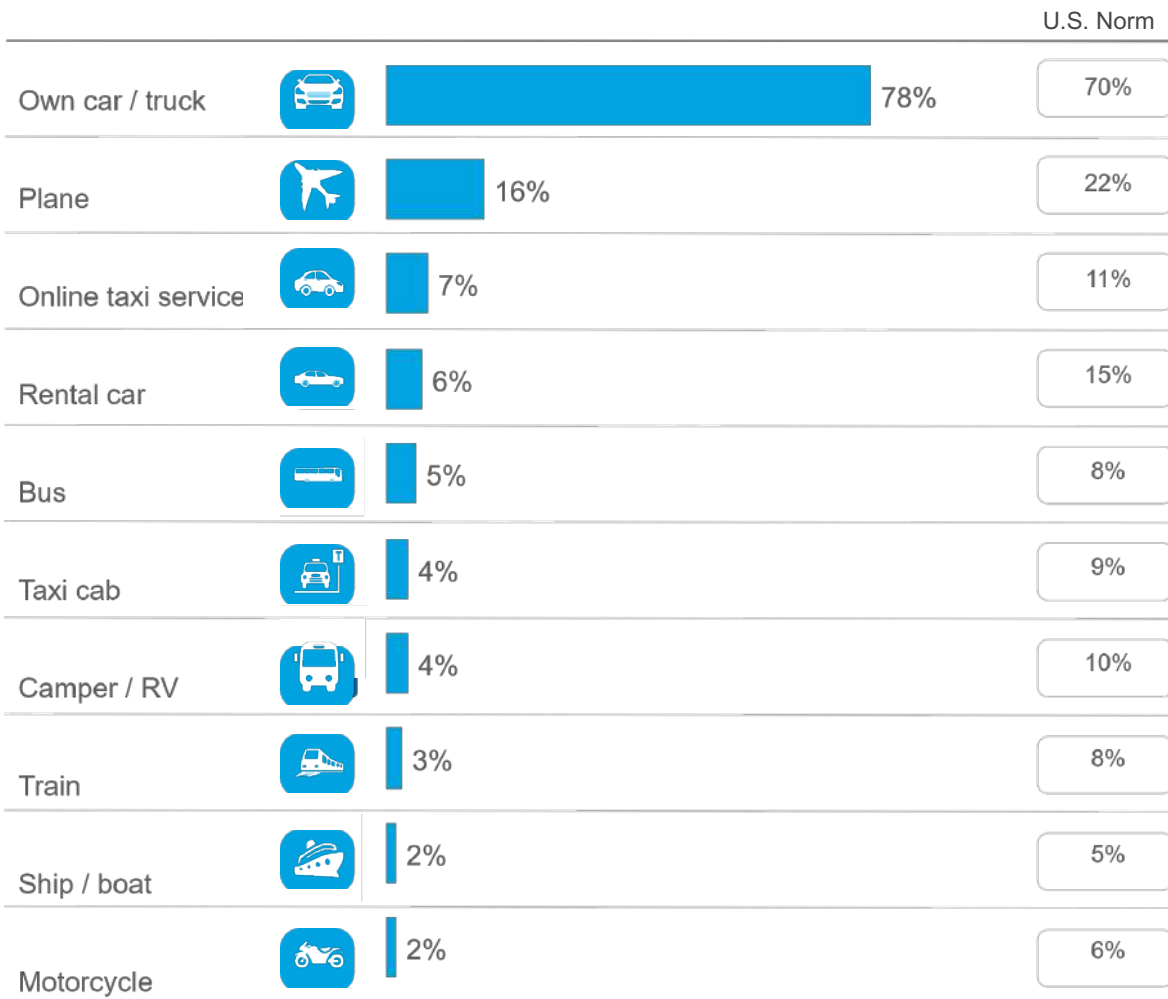
■ Bourbon, Horses, & History ■ U.S. Norm



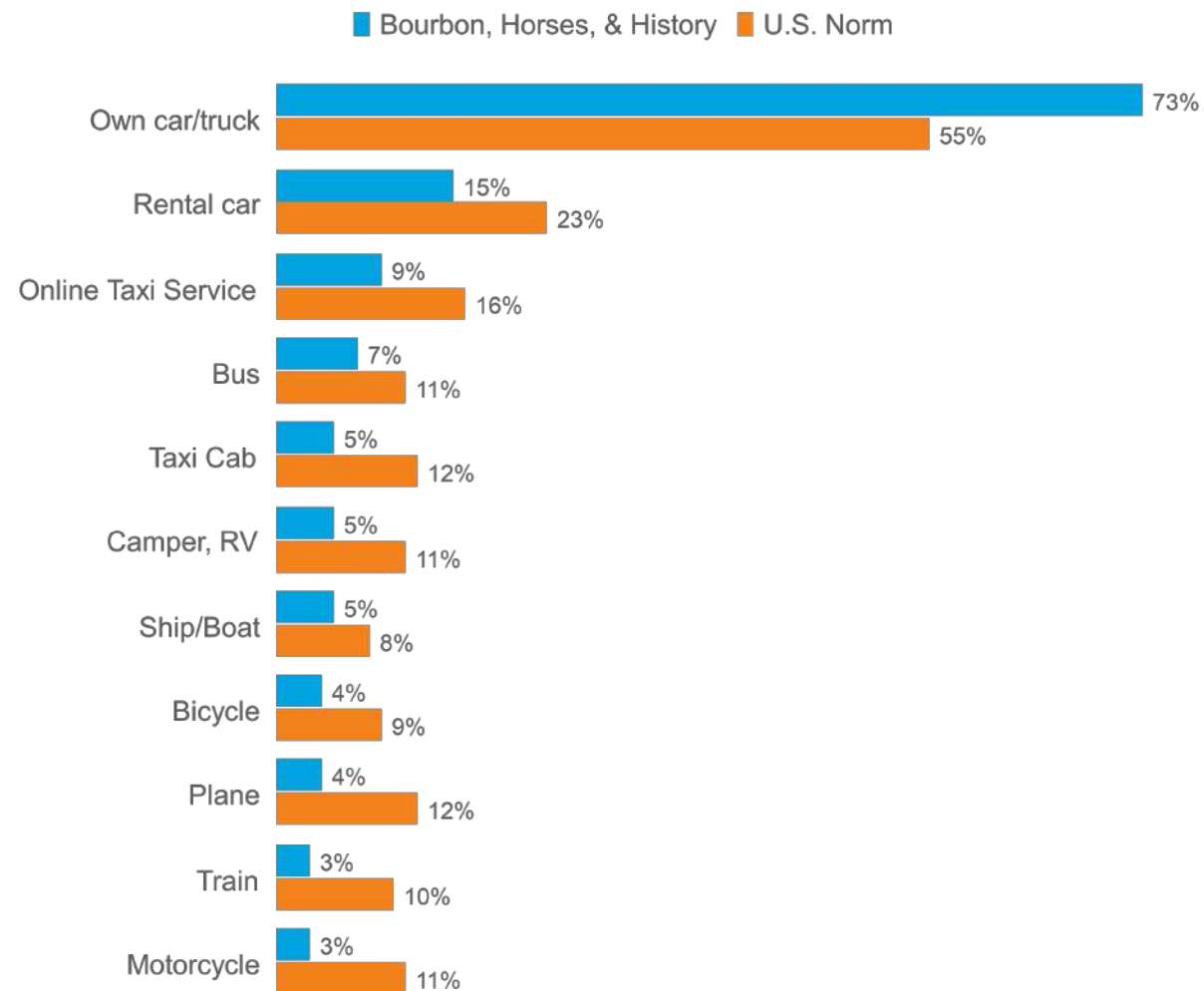
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Transportation Used to get to Destination

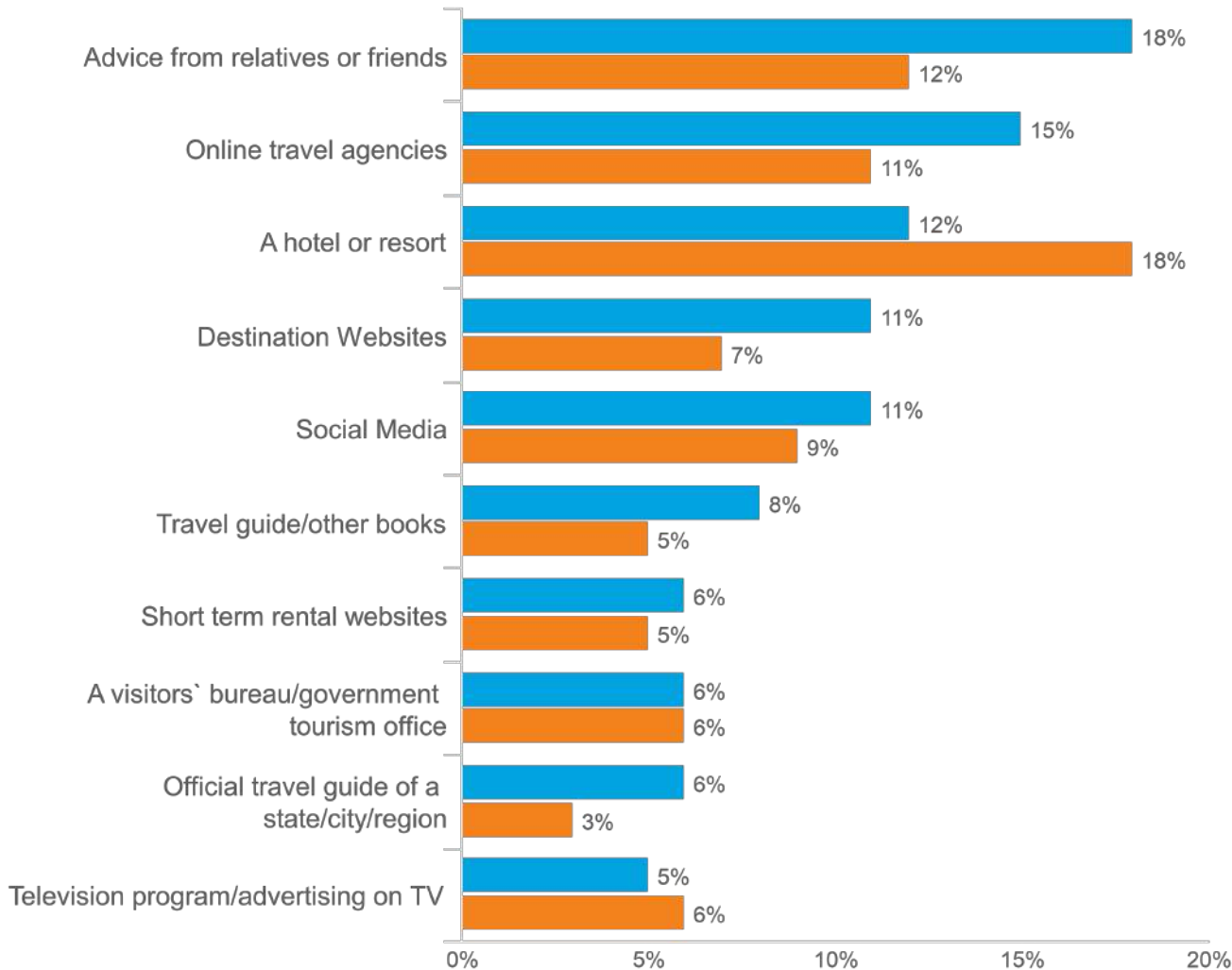


Transportation Used within Destination



Trip Planning Information Sources

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



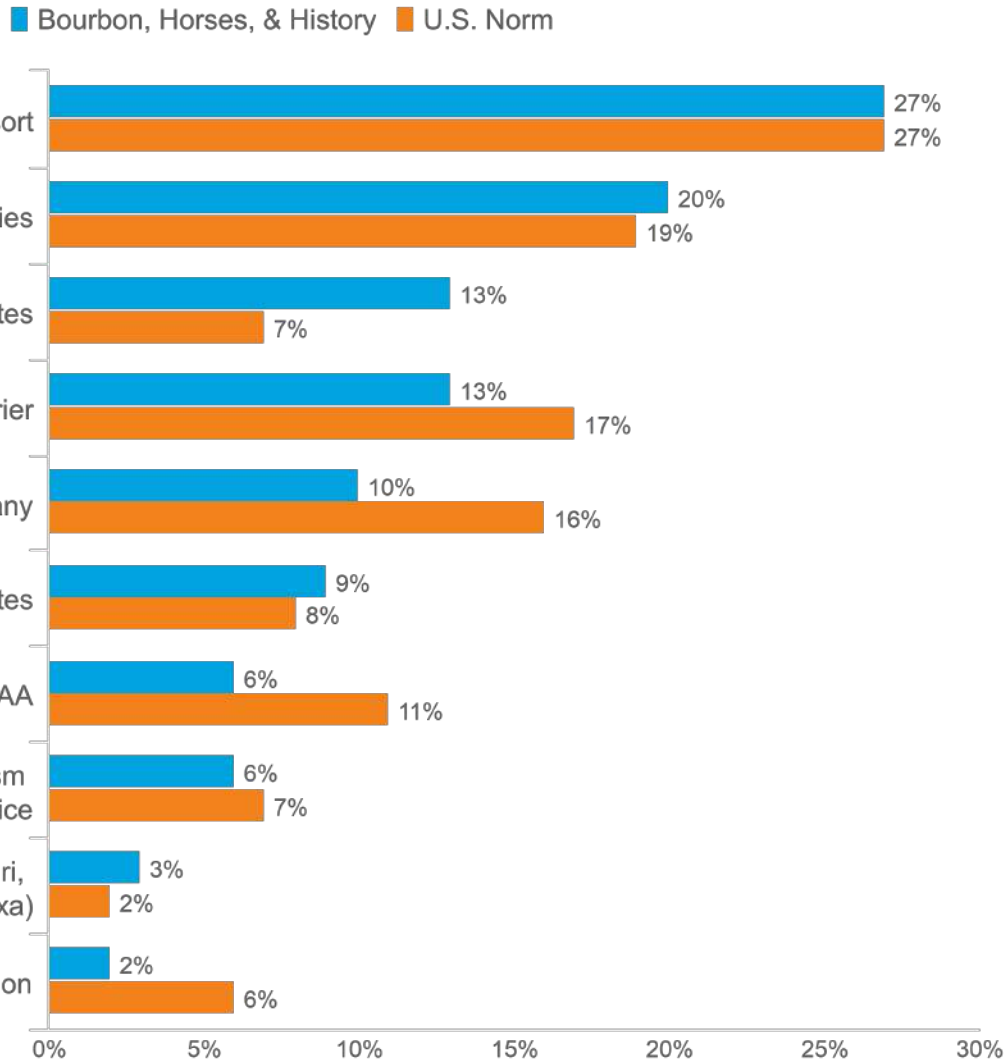
Length of Trip Planning

	Bourbon, Horses, & History	U.S. Norm
1 month or less	35%	30%
2 months	18%	15%
3-5 months	18%	18%
6-12 months	4%	14%
More than 1 year in advance	4%	6%
Did not plan anything in advance	21%	17%








Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

	Bourbon, Horses, & History	U.S. Norm
 Hotel	45%	38%
 Home of friends / relatives	28%	19%
 Motel	11%	13%
 Resort hotel	7%	12%
 Rented home / condo / apartment	5%	6%
 Bed & breakfast	5%	8%
 Campground / RV park	5%	6%

Activity Groupings

Outdoor Activities



37%

U.S. Norm: 48%

Entertainment Activities



57%

U.S. Norm: 55%

Cultural Activities



32%

U.S. Norm: 29%

Sporting Activities



17%

U.S. Norm: 24%

Business Activities









16%

U.S. Norm: 18%

Activities and Experiences (Top 10)







	Bourbon, Horses, & History	U.S. Norm
 Shopping	24%	22%
 Sightseeing	20%	16%
 Landmark/historic site	17%	11%
 Attending celebration	16%	13%
 Winery/brewery/distillery tour	15%	6%
 Bar/nightclub	13%	11%
 Museum	13%	10%
 Zoo	10%	7%
 Casino	10%	10%
 Local parks/playgrounds	10%	9%

Shopping Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Convenience/grocery shopping	52%	42%
 Outlet/mall shopping	41%	47%
 Boutique shopping	34%	28%
 Souvenir shopping	31%	39%
 Big box stores (Walmart, Costco)	30%	33%
 Antiquing	19%	13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Unique/local food	49%	40%
 Fine/upscale dining	21%	22%
 Street food/food trucks	19%	21%
 Food delivery service (UberEATS, DoorDash, etc.)	18%	21%
 Picnicking	12%	14%
 Gastropubs	10%	10%



69%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people

68%



Quality of food

65%



Cleanliness

63%



Safety/security

62%



Quality of accommodations

62%



Sightseeing/attractions

58%



Value for money

48%



Music/nightlife/entertainment

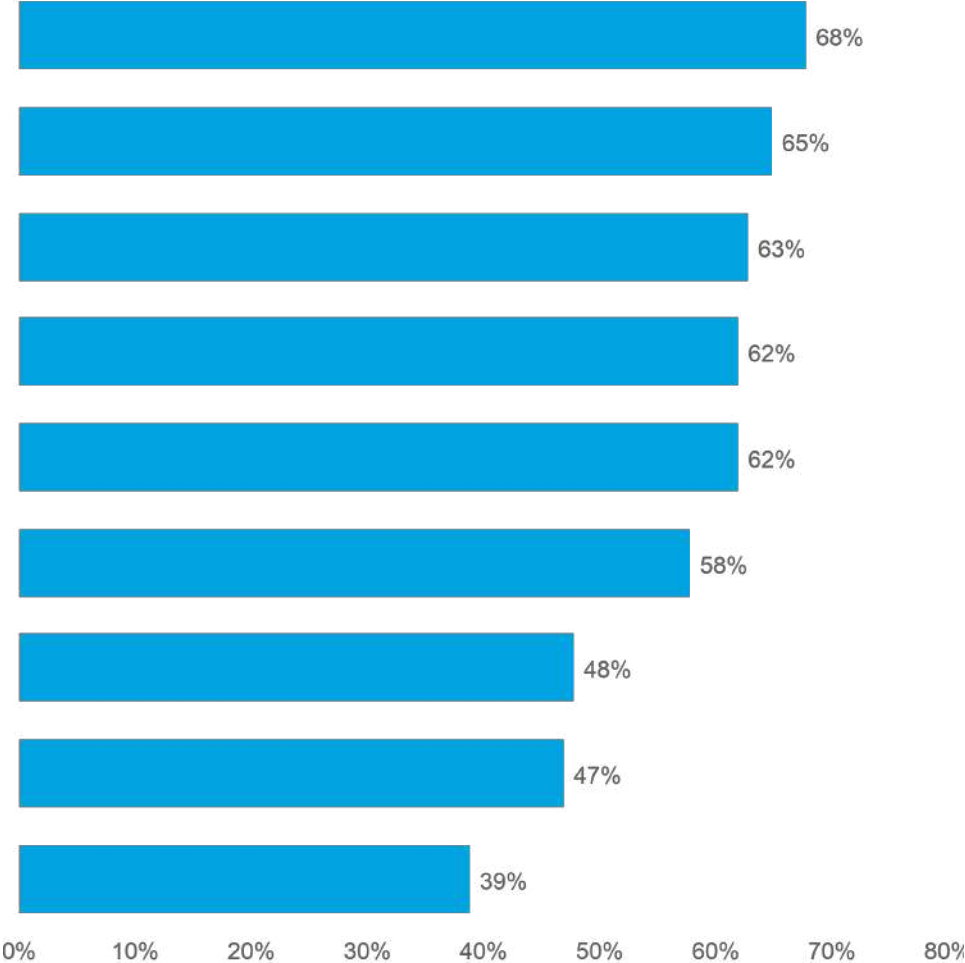
47%



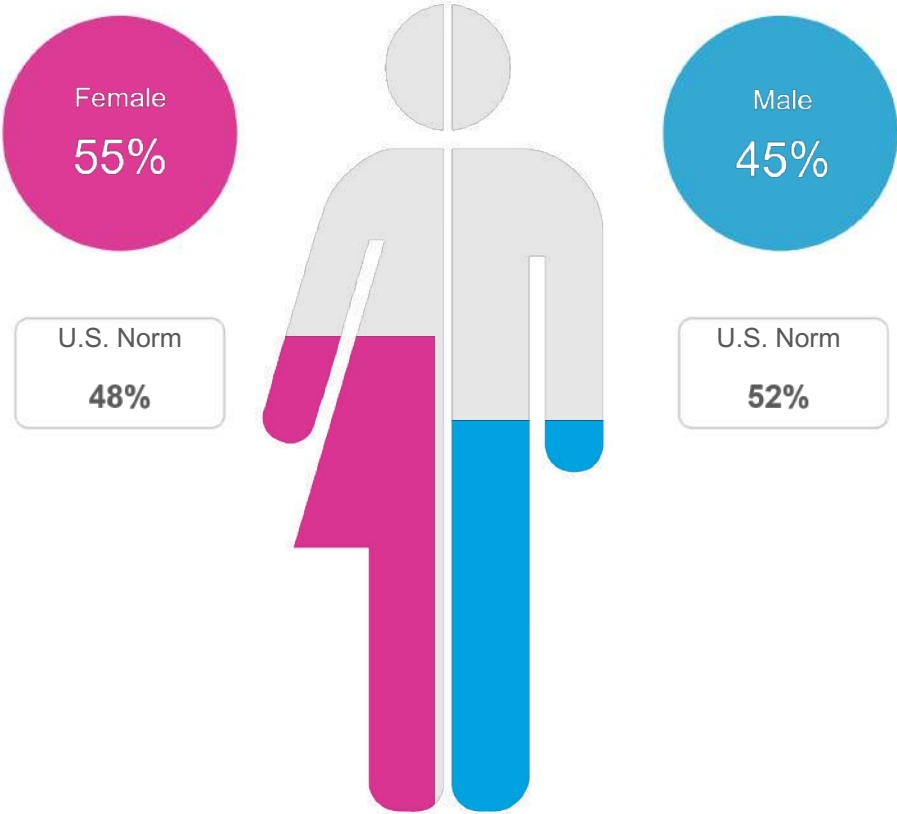
Public transportation

39%

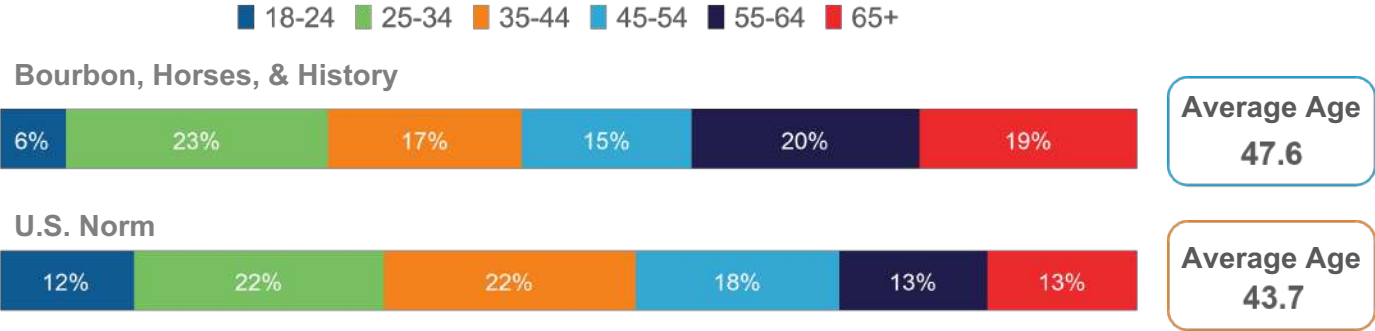
% Very Satisfied with Trip



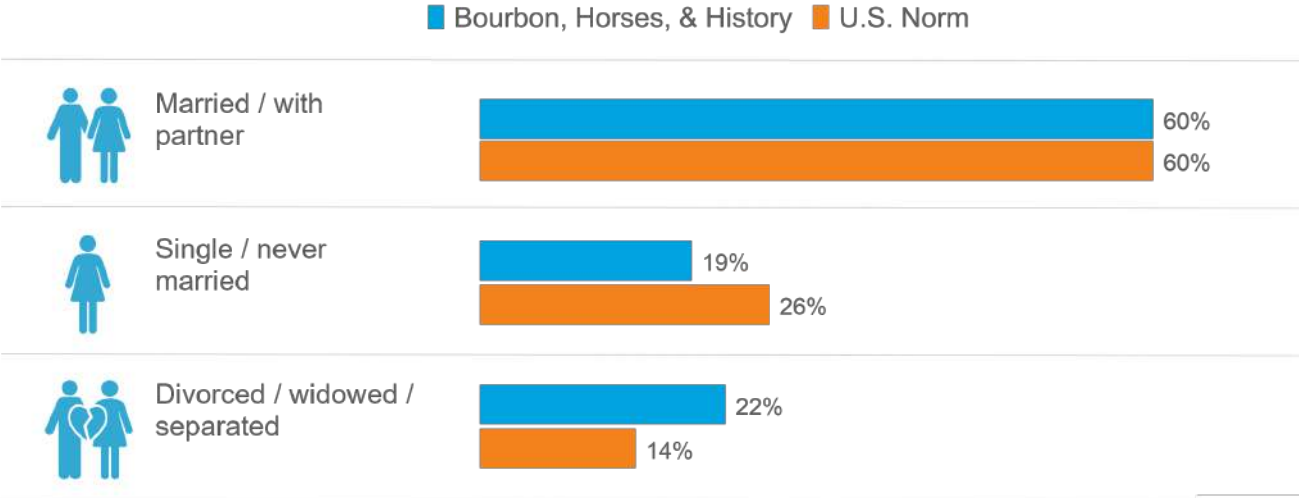
Gender



Age



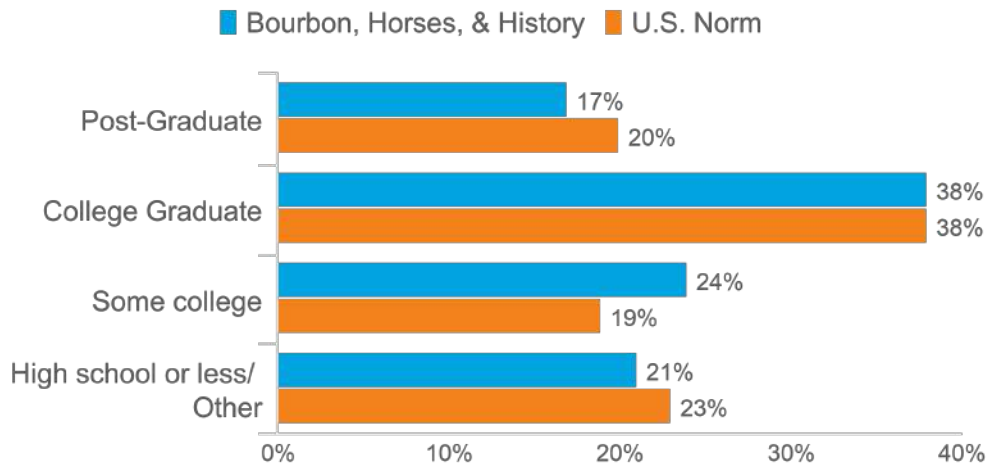
Marital Status



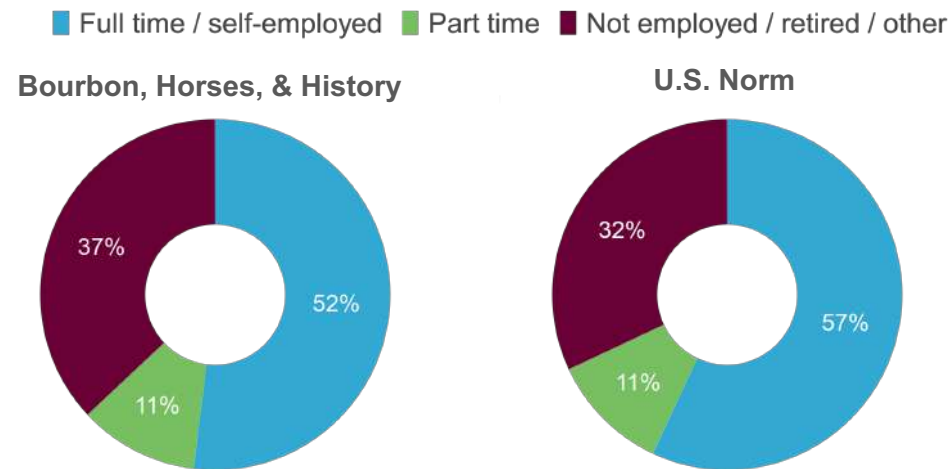
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2021 Overnight Person-Trips

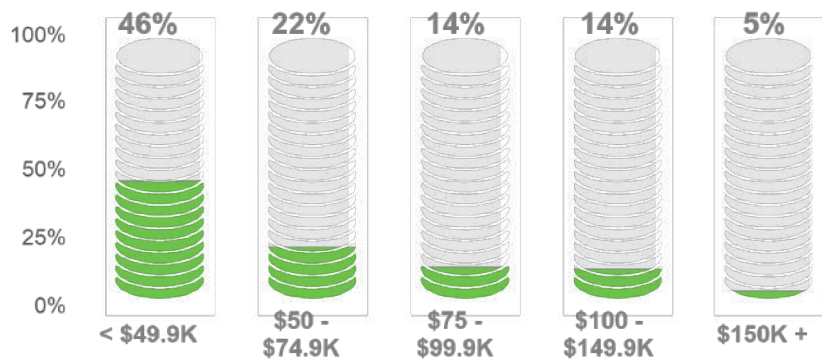
Education



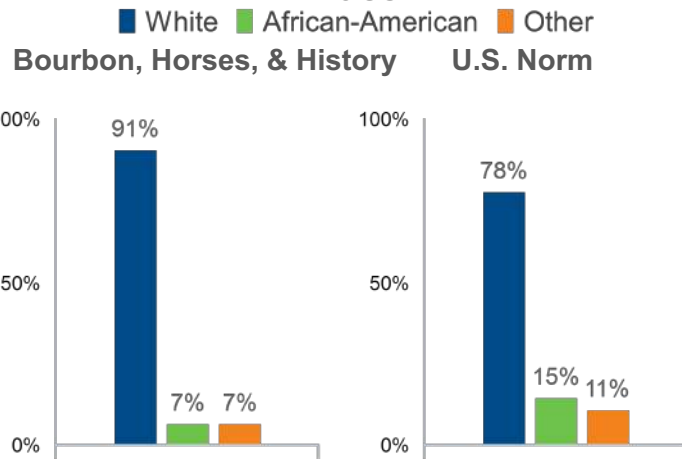
Employment



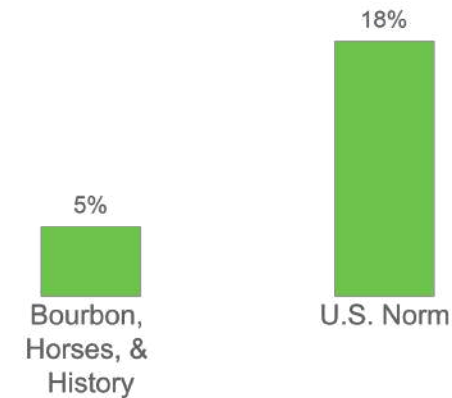
Household Income



Race



Hispanic Background



U.S. Norm

41%

20%

15%

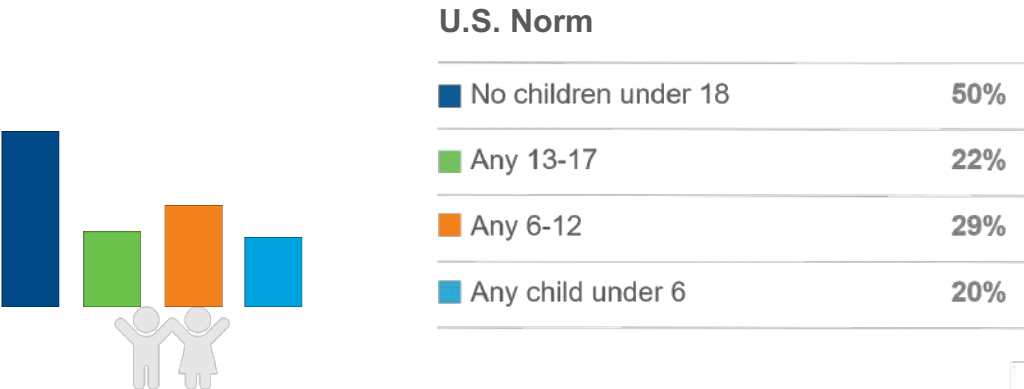
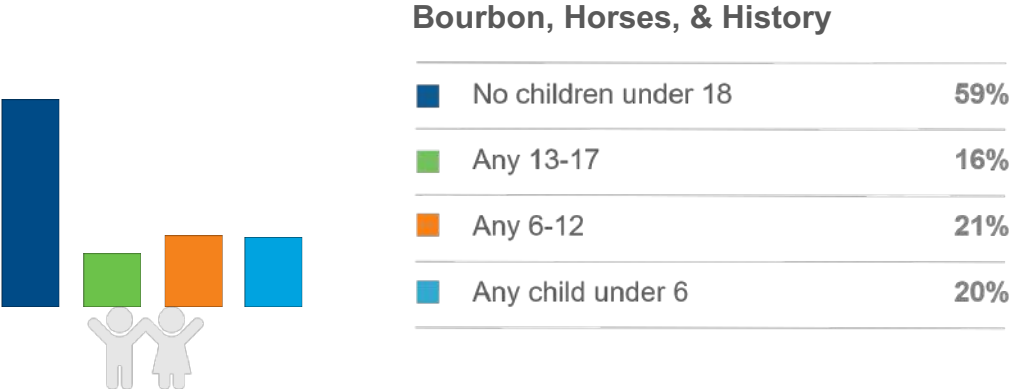
17%

8%

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
- .
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Bluegrass, Horses, Bourbon, and Boone Region'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 Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2021:



Overnight Base Size












254

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

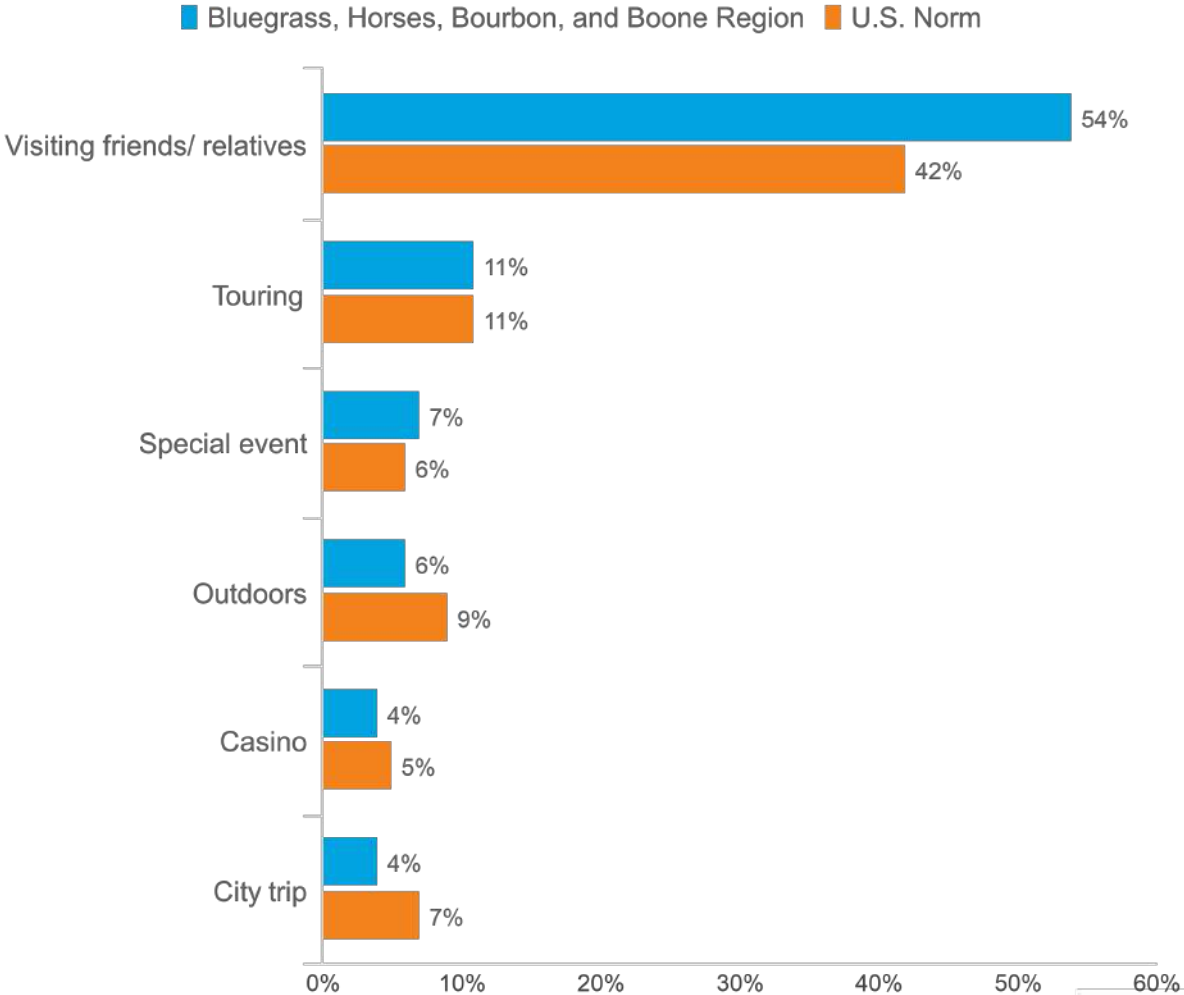
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Main Purpose of Trip

 <p>54% Visiting friends/ relatives</p>	
 <p>11% Touring</p>	 <p>1% Conference/ Convention</p>
 <p>7% Special event</p>	
 <p>6% Outdoors</p>	 <p>5% Other business trip</p>
 <p>4% Casino</p>	
 <p>4% City trip</p>	
 <p>2% Theme park</p>	 <p>5% Business-Leisure</p>
 <p>1% Resort</p>	

Main Purpose of Leisure Trip



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

Base: 2021 Overnight Person-Trips

2021 U.S. Overnight Trips



■ Visiting friends/relatives	42%
■ Marketable	48%
■ Business	6%
■ Business-leisure	4%

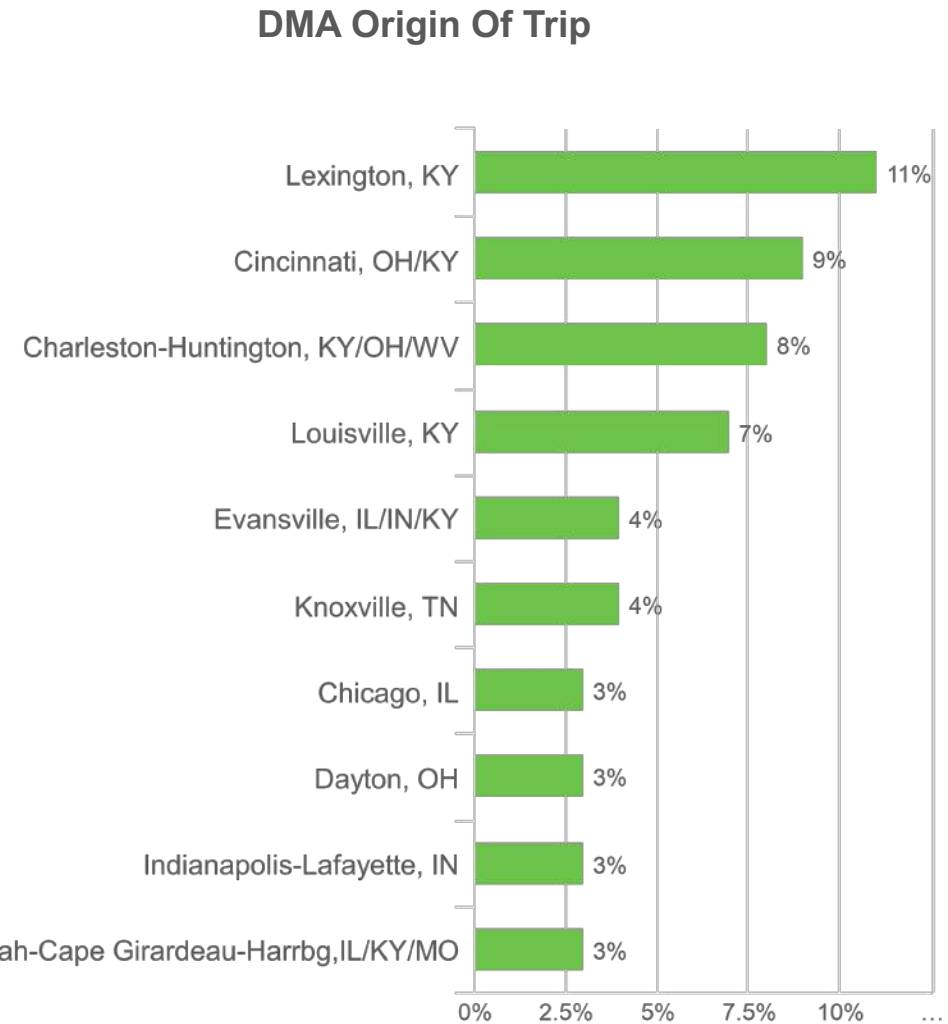
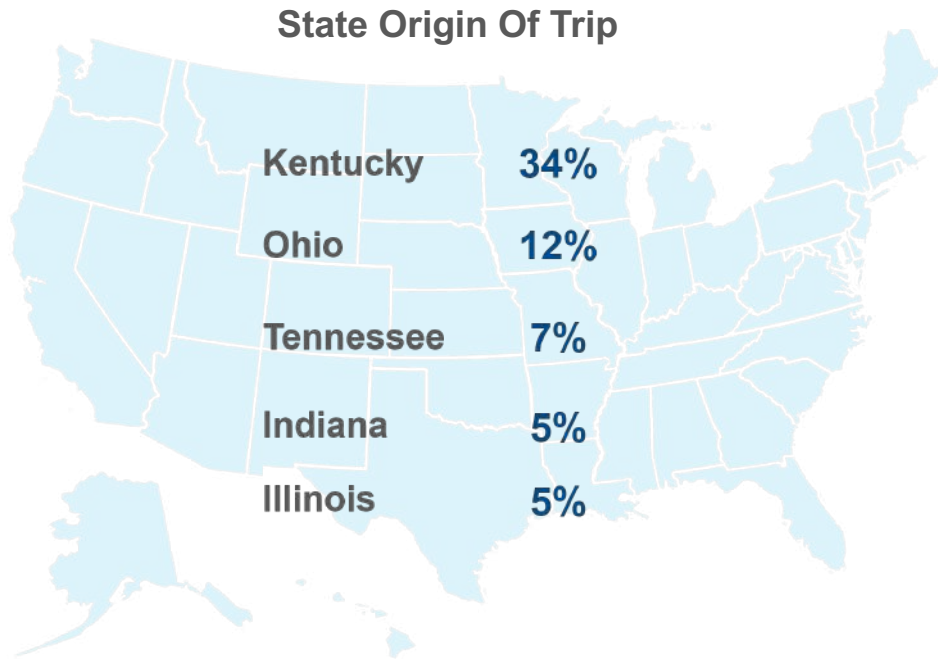
2021 Bluegrass, Horses, Bourbon, and Boone Region Overnight Trips



■ Visiting friends/relatives	54%
■ Marketable	35%
■ Business	6%
■ Business-leisure	5%

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

Base: 2021 Overnight Person-Trips



Past Visitation to Bluegrass, Horses, Bourbon, and Boone Region

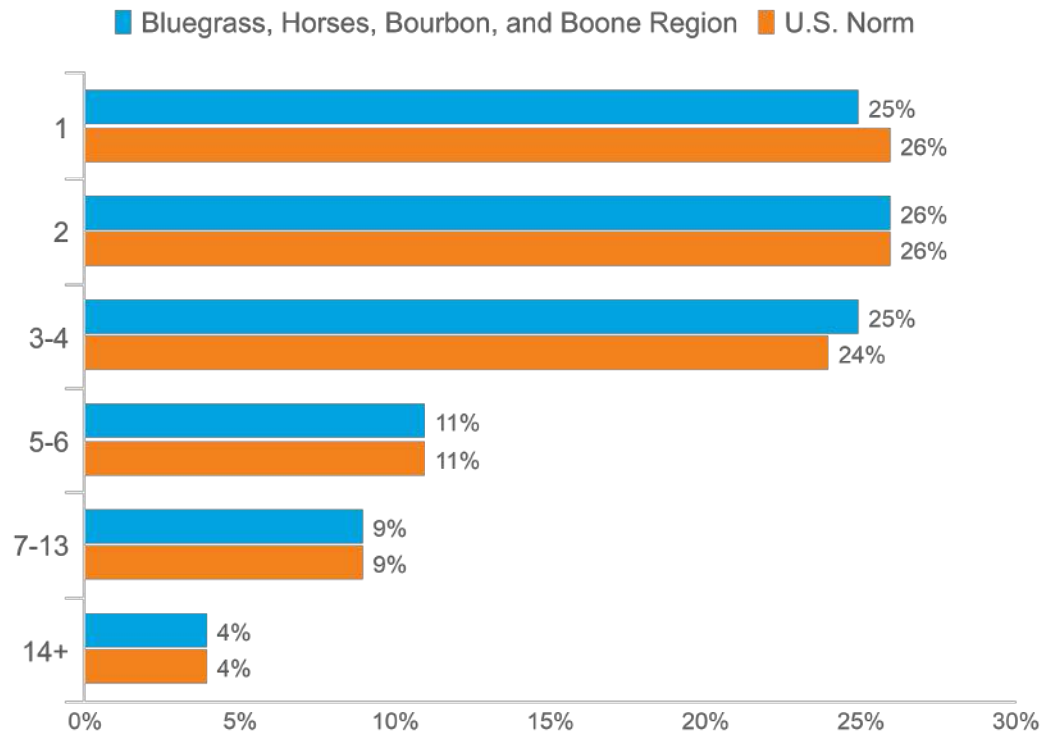
69% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region are repeat visitors

46% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region had visited before in the past 12 months

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

Base: 2021 Overnight Person-Trips

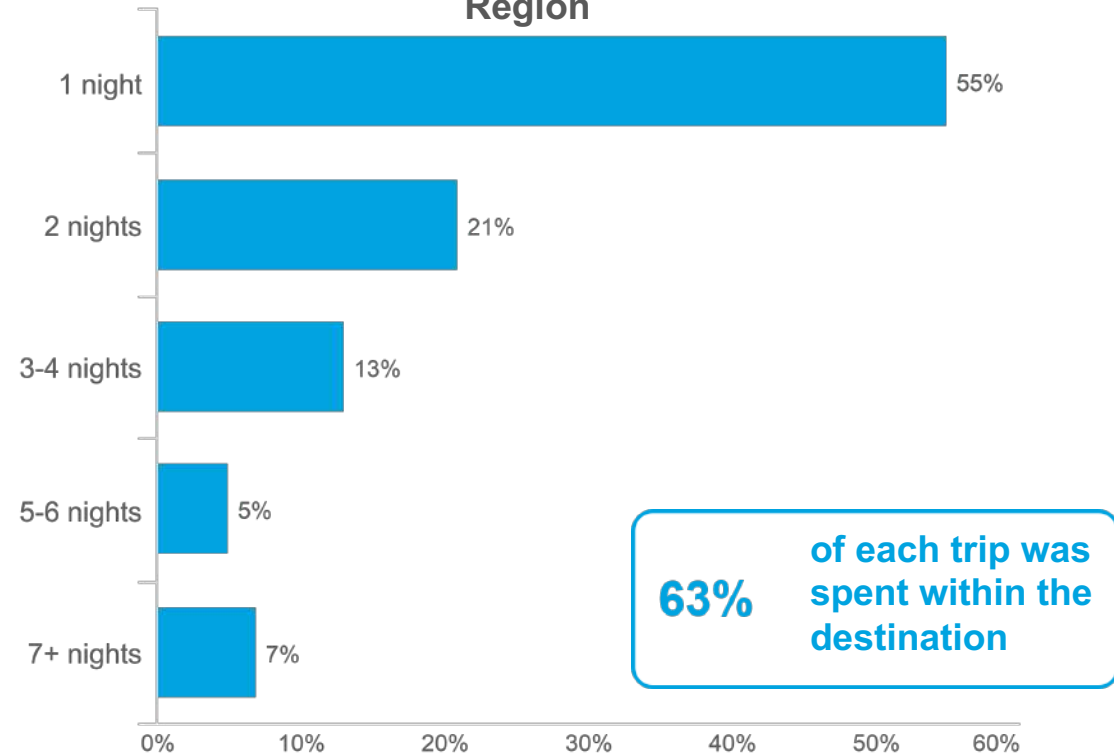
Total Nights Away on Trip



Bluegrass, Horses, Bourbon, and Boone Region
4.0
 Average Nights

U.S. Norm
3.9
 Average Nights

Nights Spent in Bluegrass, Horses, Bourbon, and Boone Region



63% of each trip was spent within the destination

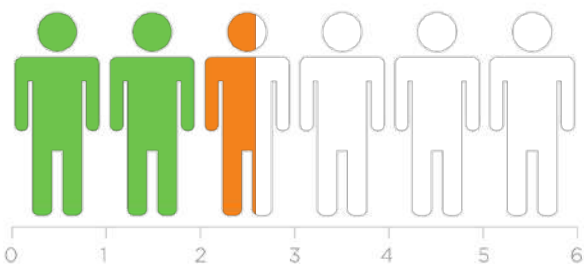
Average number of nights
2.5

Average last year
2.5

Size of Travel Party

■ Adults ■ Children

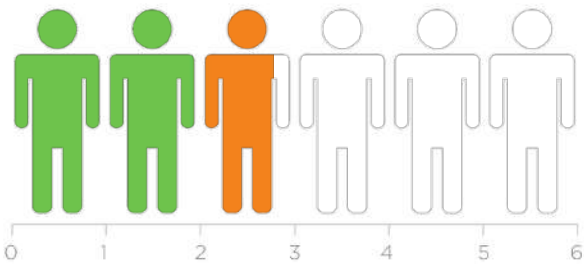
Bluegrass, Horses, Bourbon, and Boone Region



Total
2.7

Average number of people

U.S. Norm

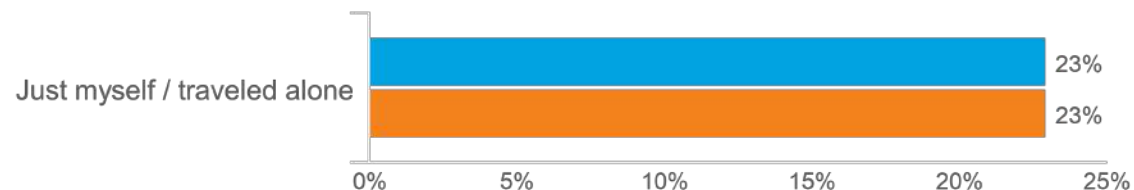


Total
2.9

Average number of people

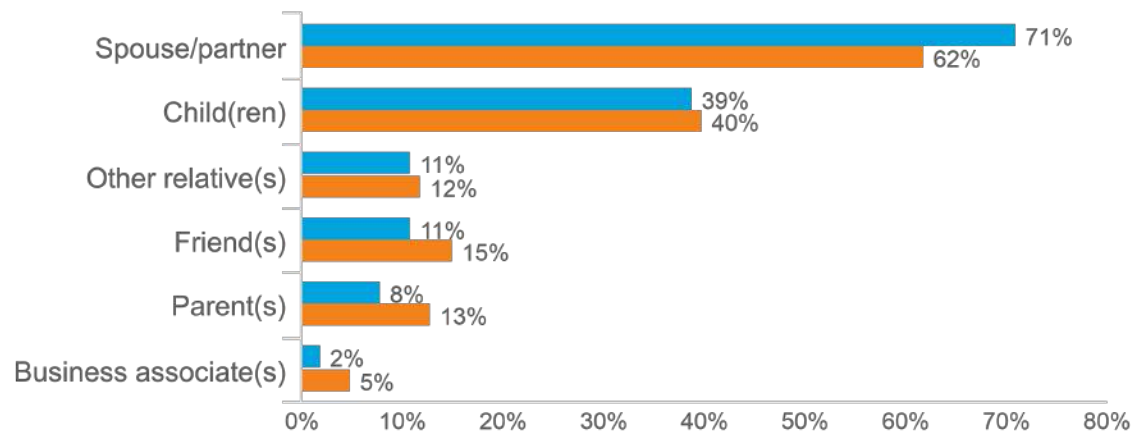
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

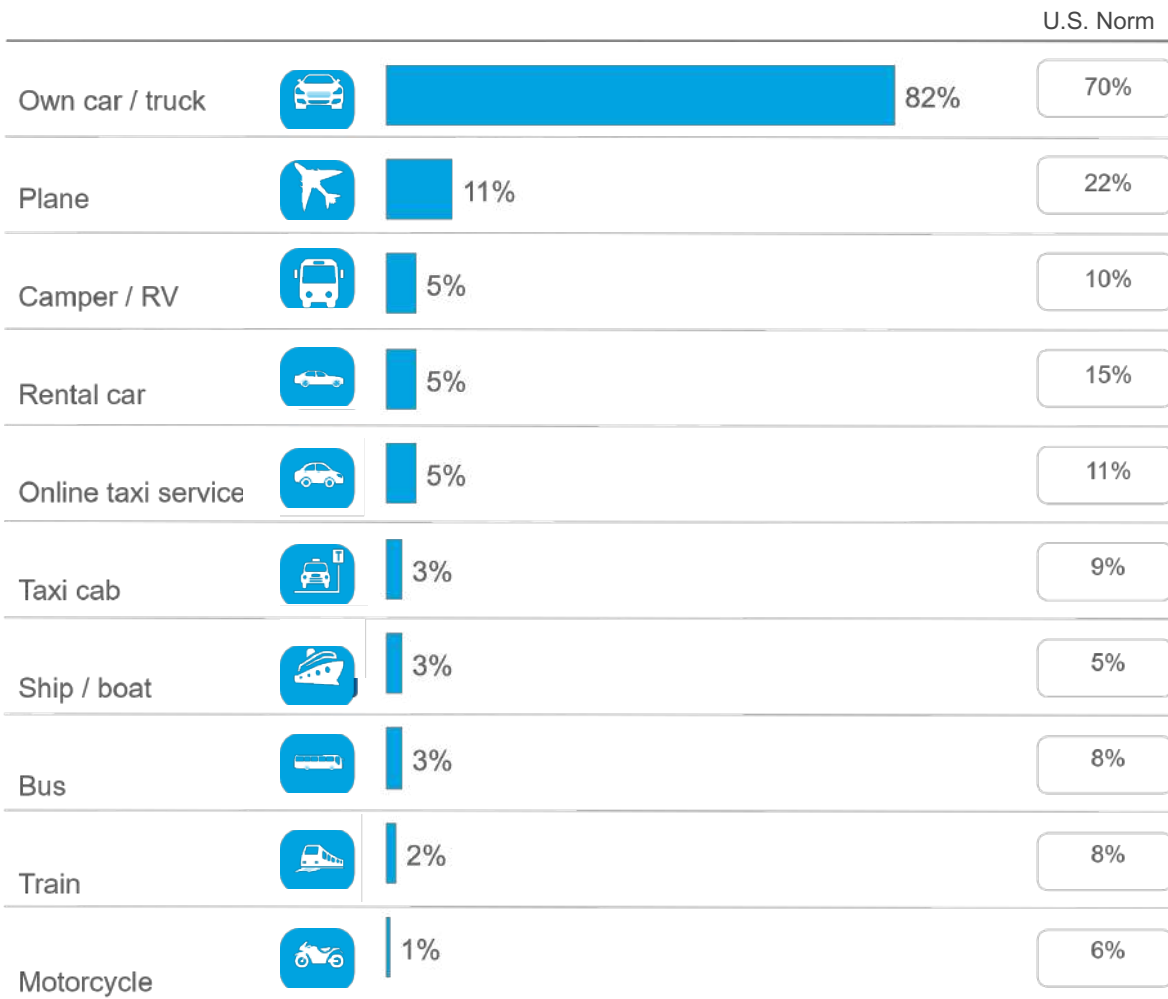
■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



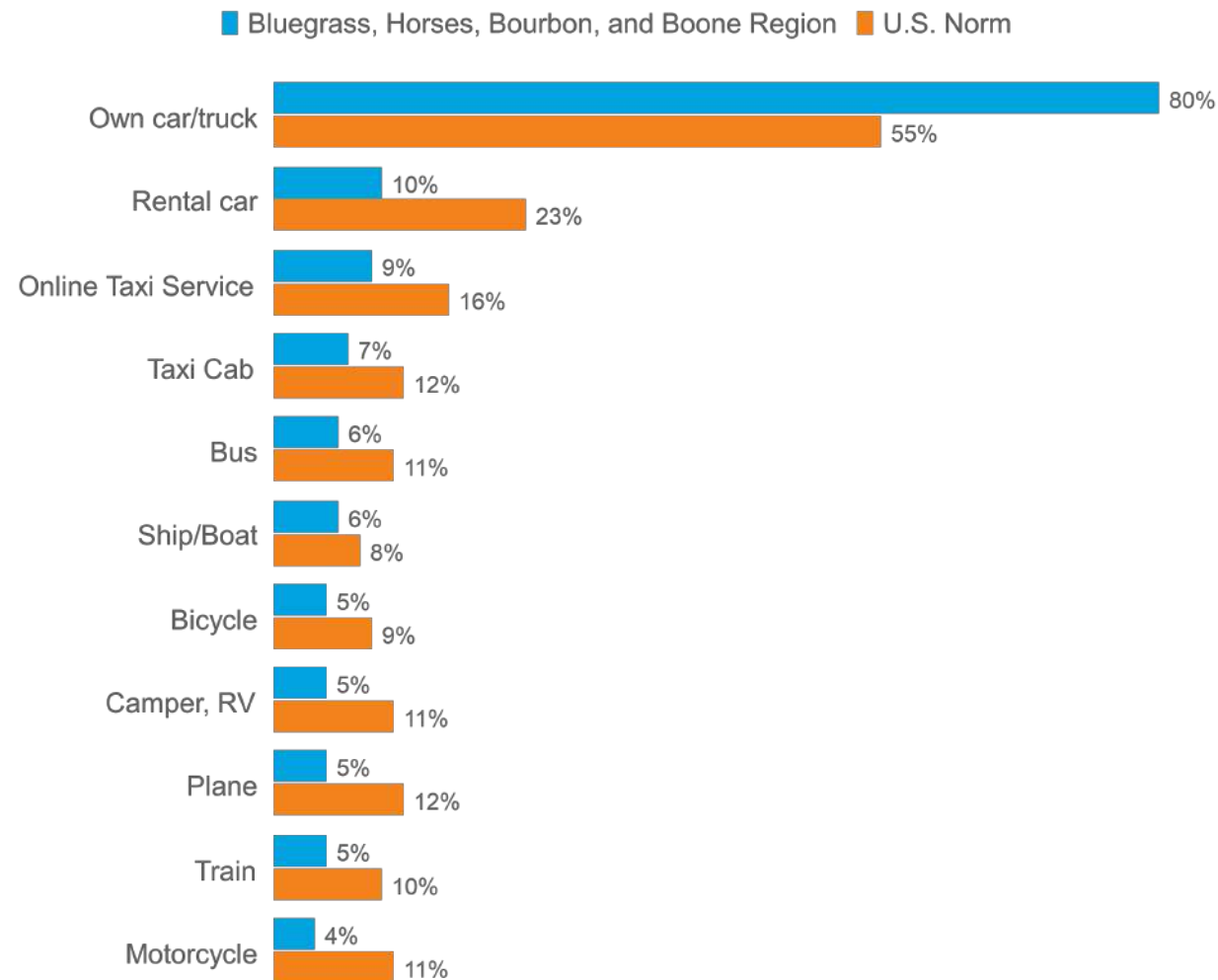
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

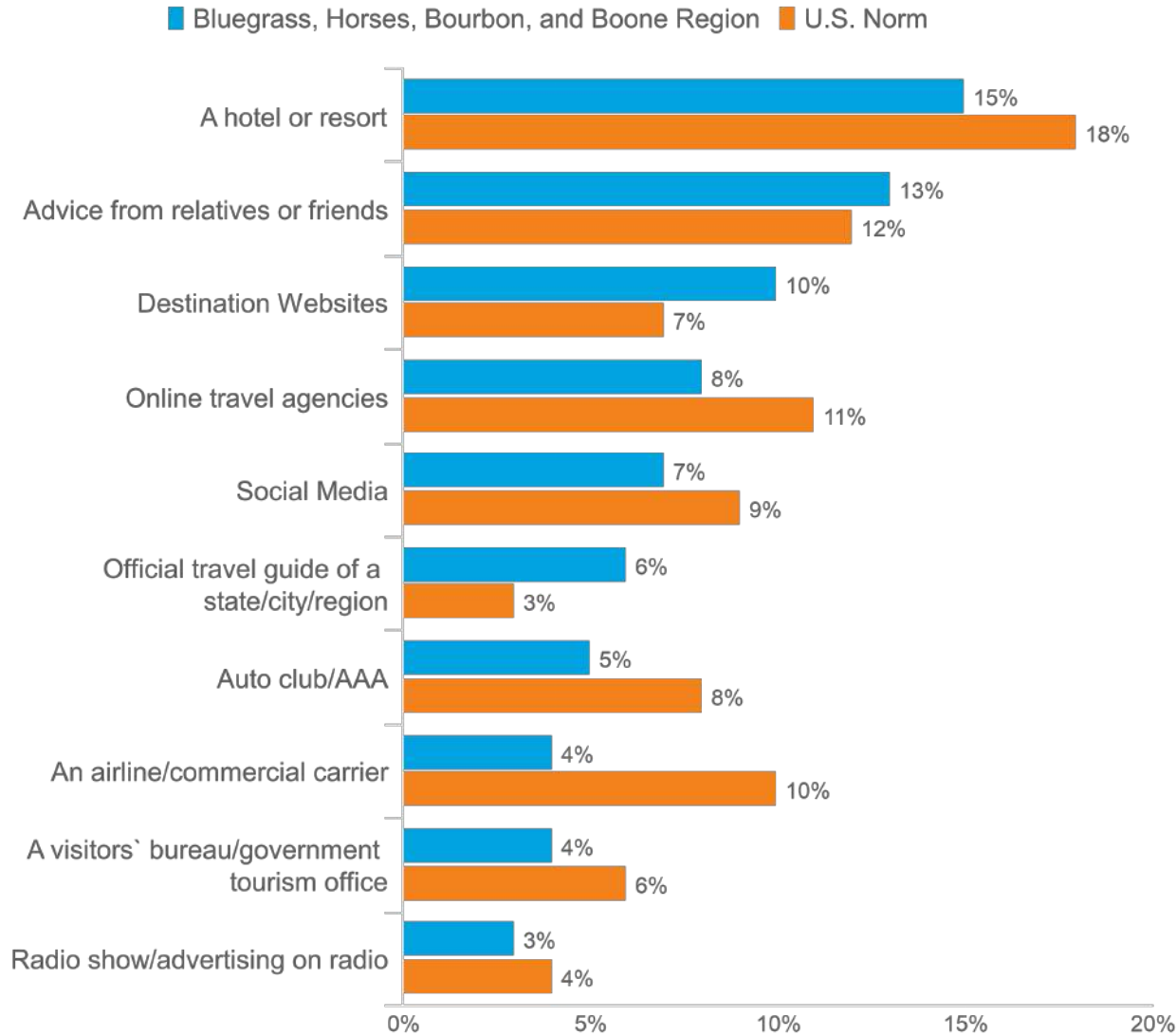
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



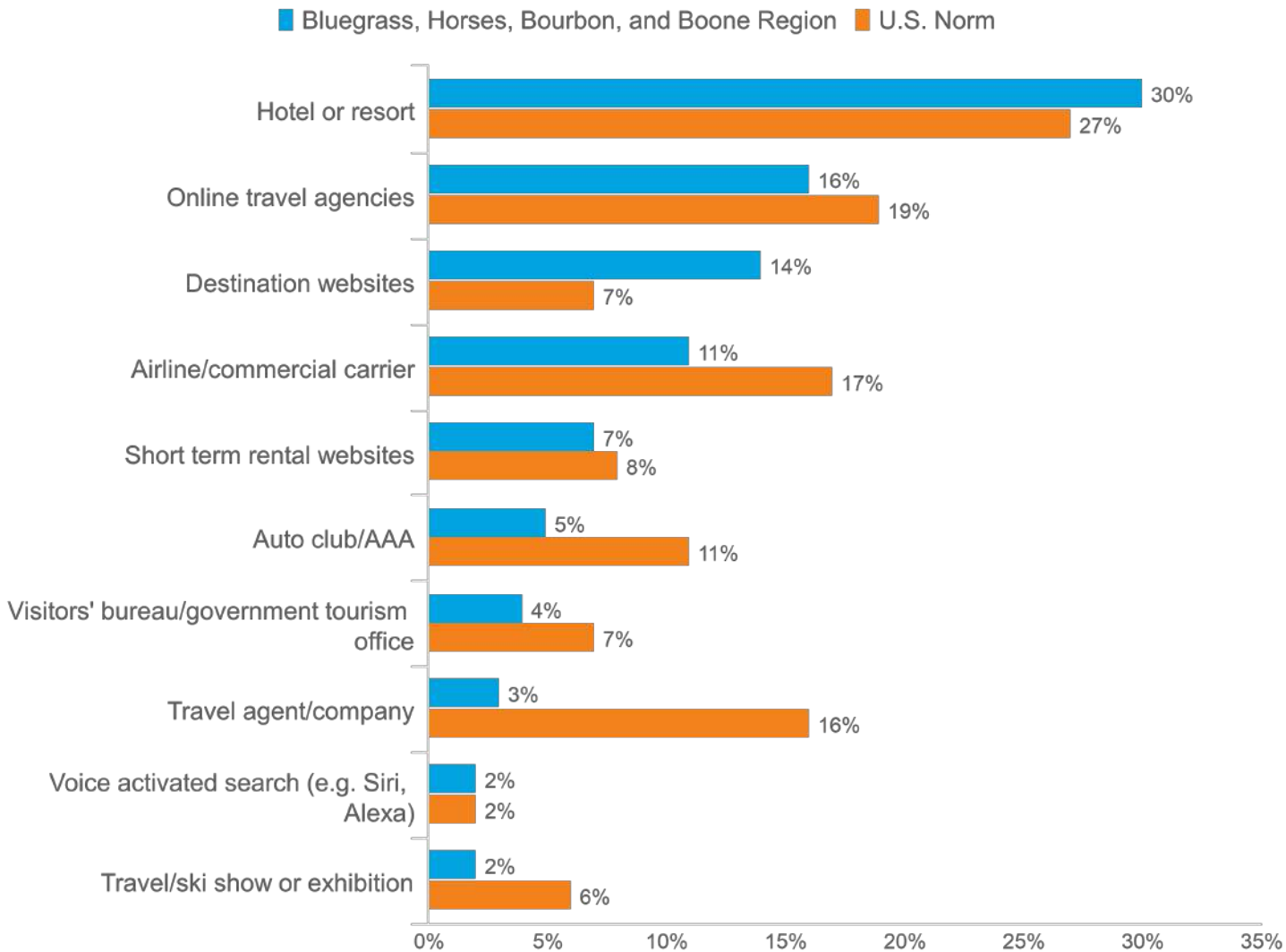
Length of Trip Planning

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
1 month or less	34%	30%
2 months	20%	15%
3-5 months	12%	18%
6-12 months	6%	14%
More than 1 year in advance	5%	6%
Did not plan anything in advance	23%	17%








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

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Hotel	42%	38%
 Home of friends / relatives	27%	19%
 Motel	14%	13%
 Bed & breakfast	6%	8%
 Campground / RV park	6%	6%
 Resort hotel	3%	12%
 Rented home / condo / apartment	3%	6%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities









U.S. Norm: 18%

Activities and Experiences (Top 10)

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







	Sightseeing	24%	16%
	Shopping	22%	22%
	Attending celebration	14%	13%
	Landmark/historic site	14%	11%
	Local parks/playgrounds	11%	9%
	Swimming	10%	12%
	Museum	10%	10%
	Hiking/backpacking	10%	7%
	National/state park	10%	7%
	Winery/brewery/distillery tour	9%	6%

Shopping Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Convenience/grocery shopping	69%	42%
 Big box stores (Walmart, Costco)	47%	33%
 Outlet/mall shopping	46%	47%
 Souvenir shopping	34%	39%
 Antiquing	23%	13%
 Boutique shopping	22%	28%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

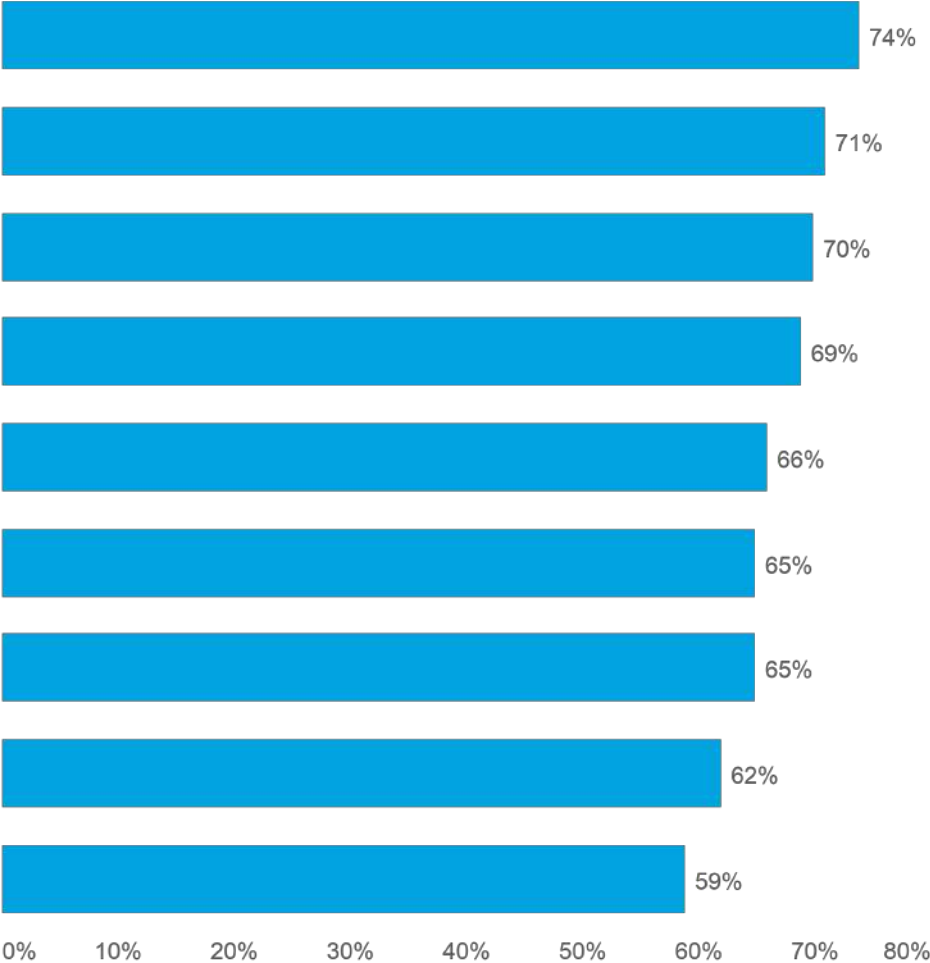
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Unique/local food	44%	40%
 Street food/food trucks	23%	21%
 Food delivery service (UberEATS, DoorDash, etc.)	19%	21%
 Fine/upscale dining	17%	22%
 Picnicking	14%	14%
 Gastropubs	4%	10%



81%
of overnight travelers were
very satisfied with their overall
trip experience

-  Friendliness of people
-  Sightseeing/attractions
-  Safety/security
-  Cleanliness
-  Quality of food
-  Quality of accommodations
-  Value for money
-  Public transportation
-  Music/nightlife/entertainment

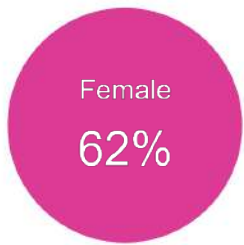
% Very Satisfied with Trip



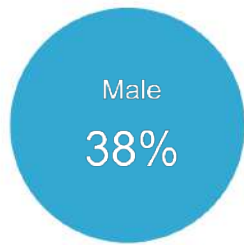
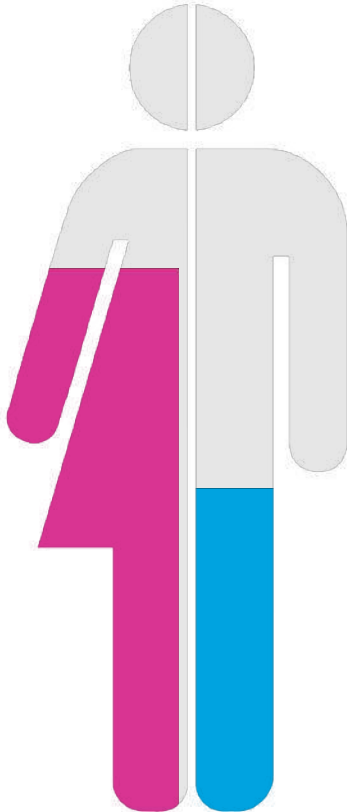
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2021 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Bluegrass, Horses, Bourbon, and Boone Region



Average Age
48.5

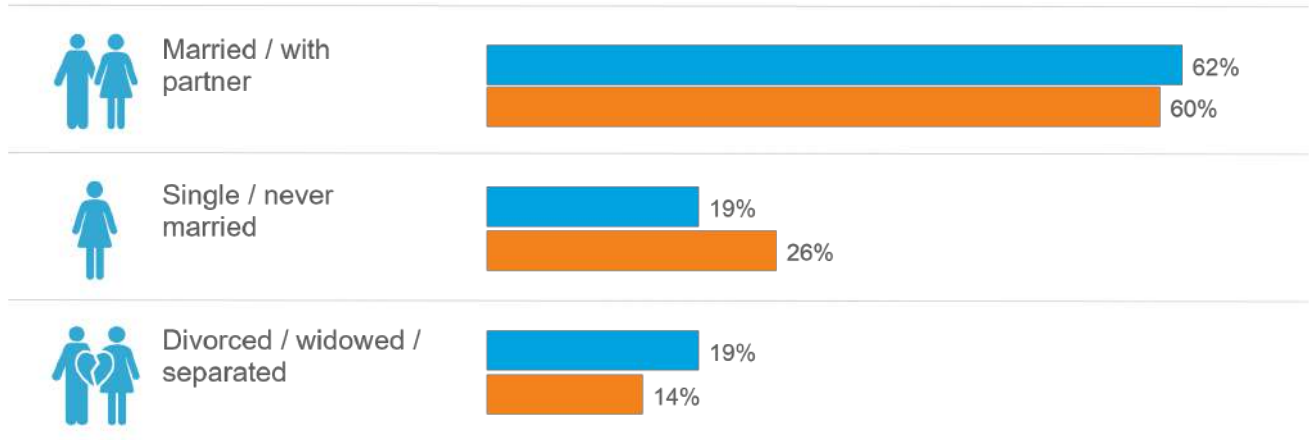
U.S. Norm



Average Age
43.7

Marital Status

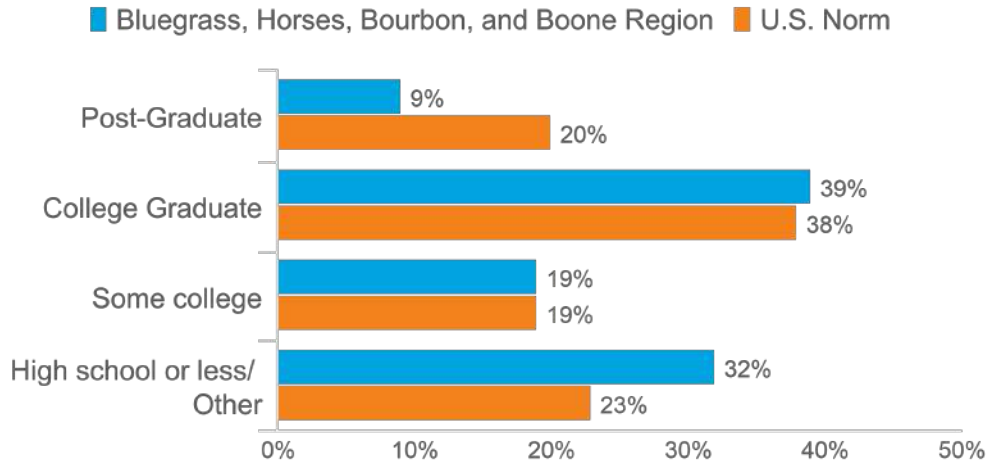
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



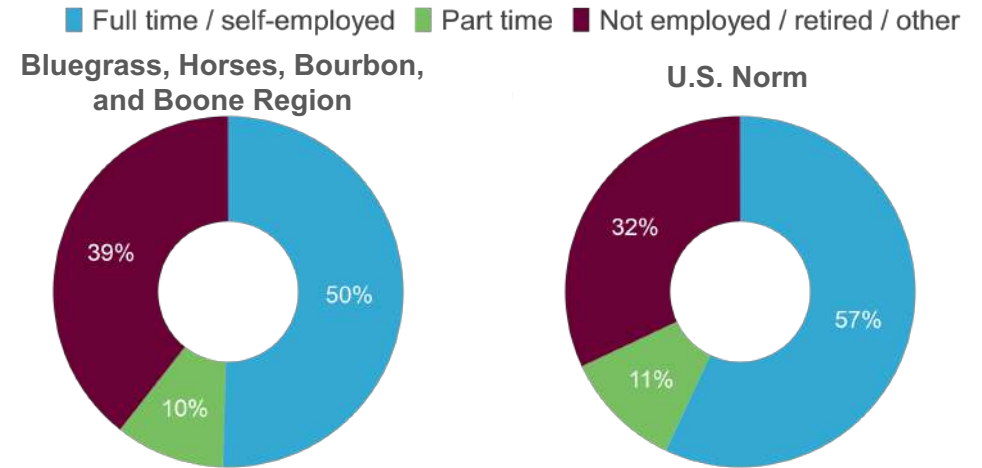
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2021 Overnight Person-Trips

Education



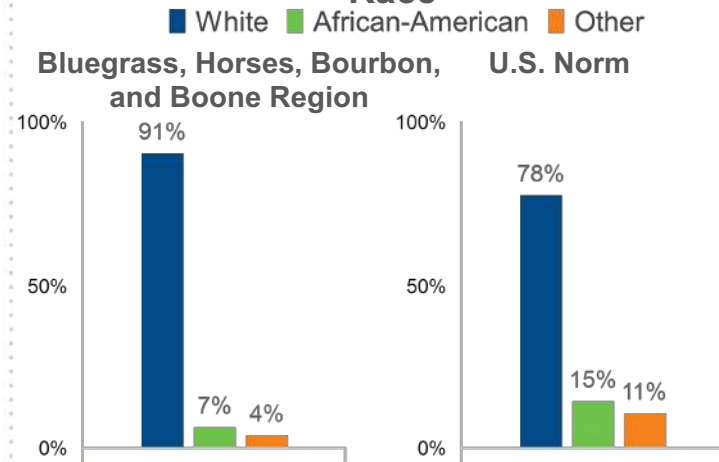
Employment



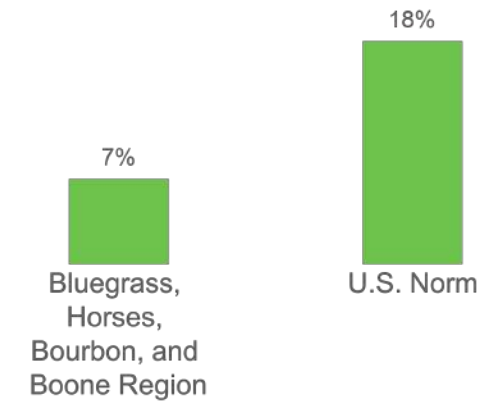
Household Income



Race



Hispanic Background



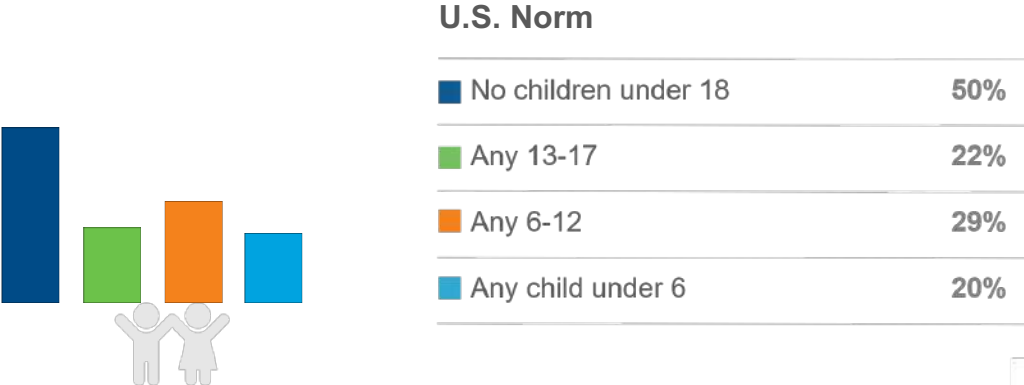
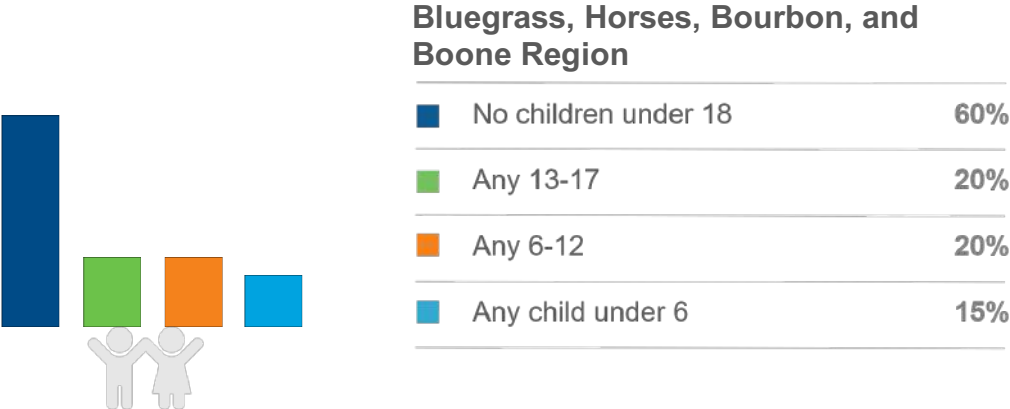
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2021 Overnight Person-Trips

Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL