



Travel USA Visitor Profile

KENTUCKY
Day Visitation

2022

Day Visitation Table of Contents

- 3 – Methodology
- 4 – Kentucky (State Level)
- 15 – Kentucky Map
- 17 – Northern Kentucky River
- 29 – Kentucky’s Appalachians
- 41 – Daniel Boone Country
- 53 – Kentucky’s Southern Shorelines
- 65 – Caves, Lakes & Corvettes
- 77 – Western Waterlands
- 89 – Bluegrass, Blues & BBQ
- 101 – Bourbon, Horses & History
- 113 – Bluegrass, Horses, Bourbon & Boone

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Kentucky's domestic tourism business in 2022.

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 2022:



Day Base Size

1,684

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

Day Visitation - Kentucky

2022

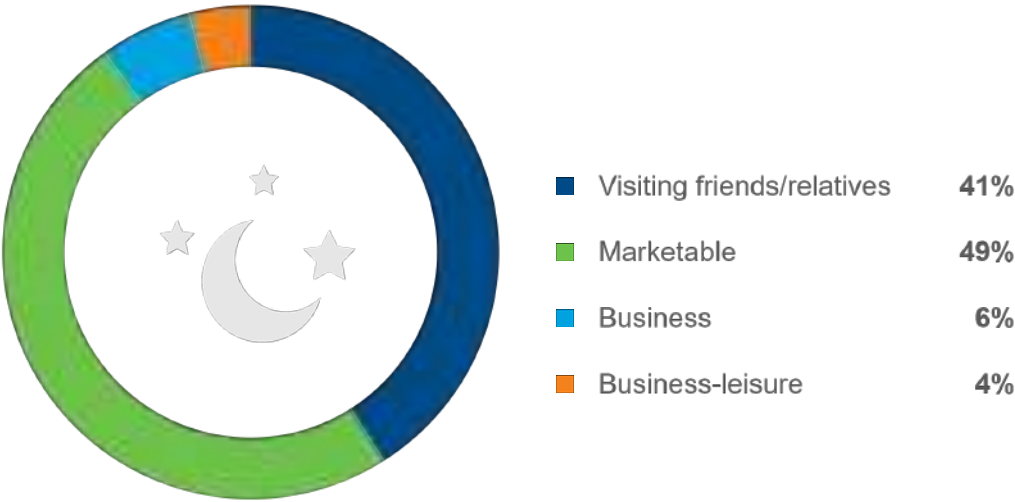
Main Purpose of Trip

 41% Visiting friends/ relatives	
 11% Touring	 1% Conference/ Convention
 10% Shopping	
 7% City trip	 5% Other business trip
 7% Outdoors	
 6% Special event	
 3% Casino	 4% Business-Leisure
 3% Theme park	

Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	41%	35%
Touring	11%	14%
Shopping	10%	10%
City trip	7%	9%
Outdoors	7%	8%
Special event	6%	5%
Casino	3%	3%
Theme park	3%	3%

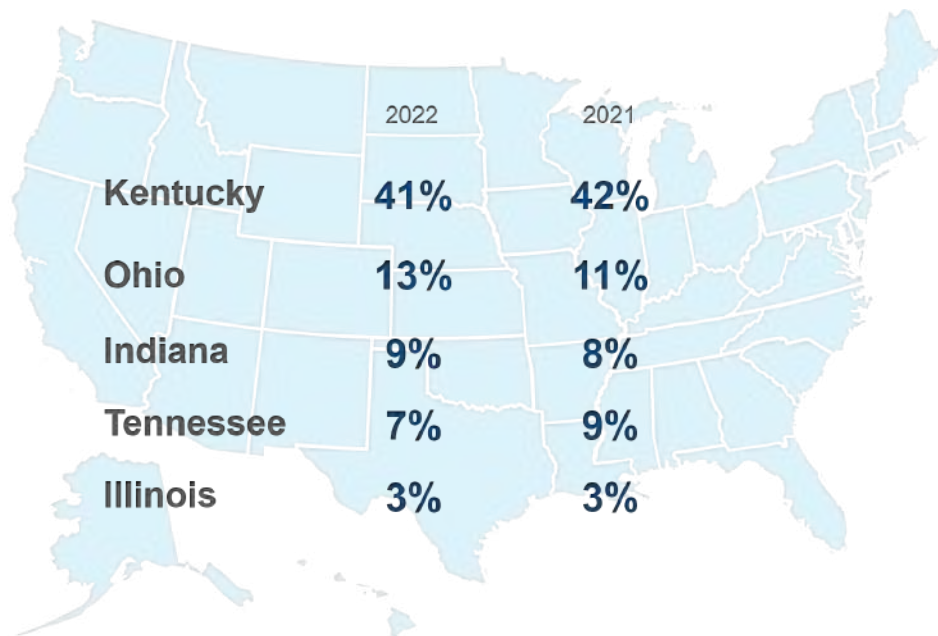
2022 Kentucky Day Trips



Last year's Kentucky Day Trips



State Origin Of Trip

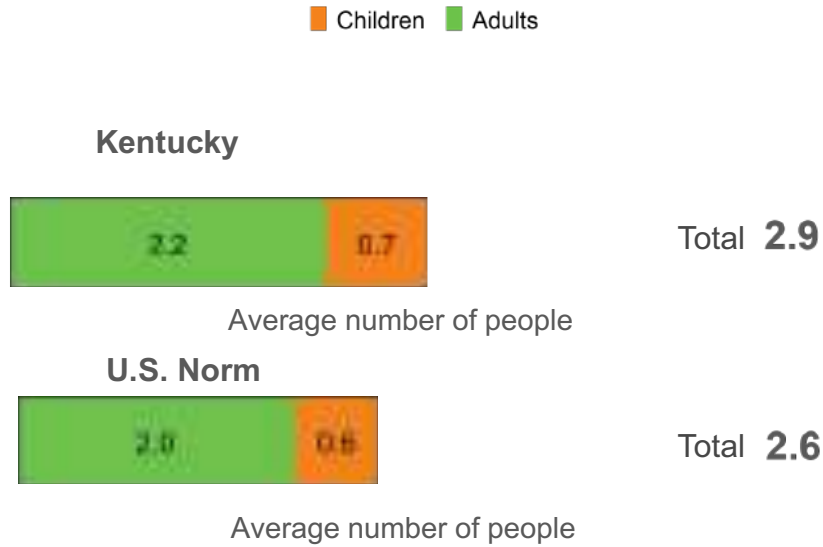


Season of Trip Total Day Person-Trips

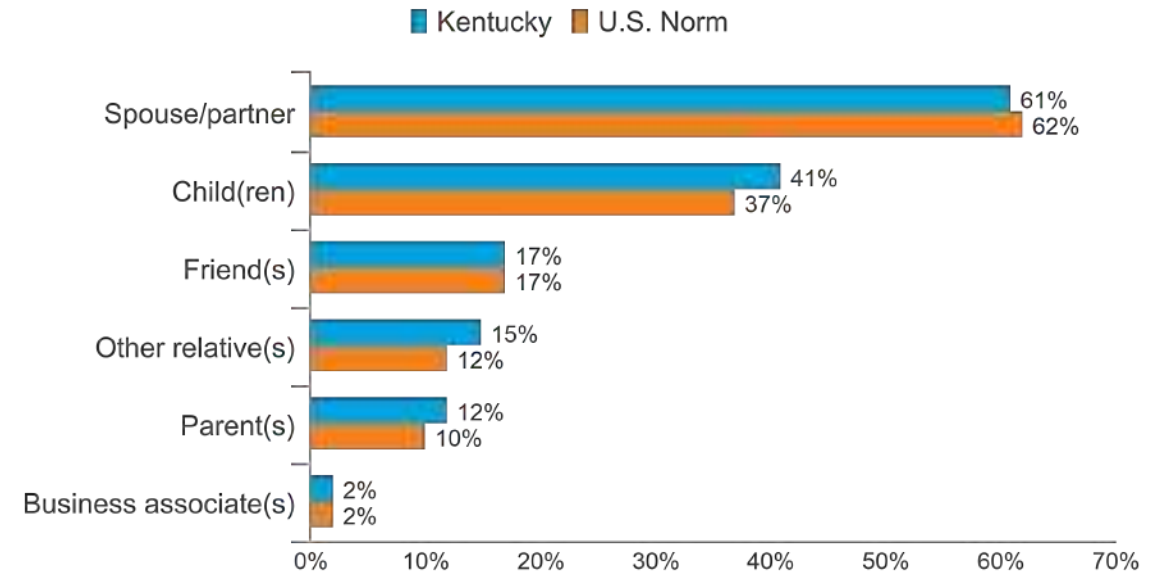
DMA Origin Of Trip

	2022	2021
Lexington, KY	15%	14%
Louisville, KY	11%	13%
Cincinnati, OH/KY	10%	8%
Evansville, IL/IN/KY	6%	4%
Charleston-Huntington, KY/OH/WV	6%	6%
Nashville, KY/TN	5%	6%
Paducah-Cape Girardeau-Harrbg, IL/KY/MO	5%	5%
Indianapolis-Lafayette, IN	3%	3%
Knoxville, TN	3%	3%
New York, NY	2%	2%

Size of Travel Party

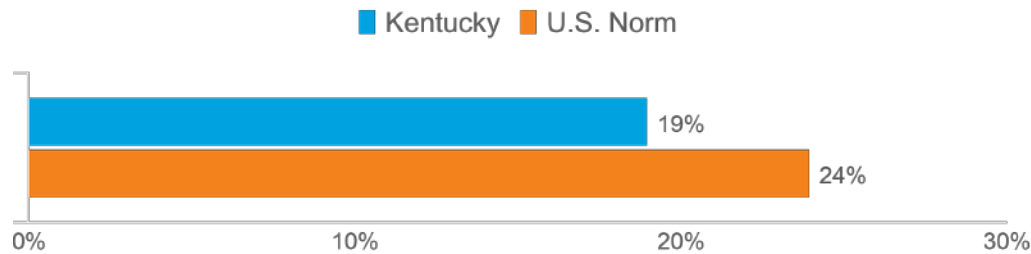


Composition of Immediate Travel Party

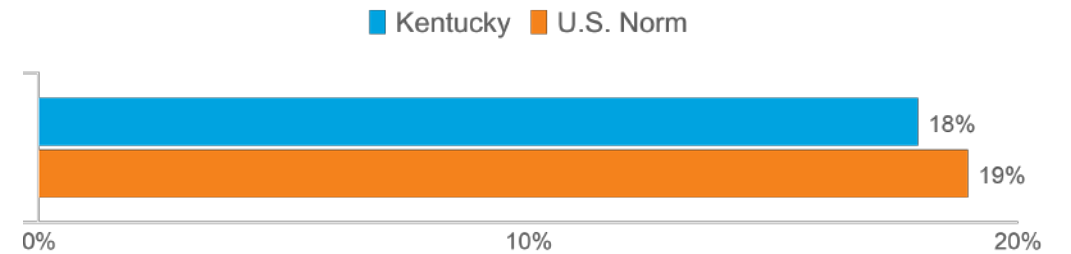


Base: 2022 Day Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities



Activity Groupings

Outdoor Activities



35%

U.S. Norm: 34%

Entertainment Activities



40%

U.S. Norm: 40%

Cultural Activities



23%

U.S. Norm: 20%

Sporting Activities



13%

U.S. Norm: 14%











Business Activities









10%

U.S. Norm: 11%

Activities and Experiences (Top 10)







	2022	2021
 Shopping	25%	24%
 Sightseeing	15%	16%
 Landmark/historic site	12%	10%
 Attending celebration	11%	13%
 Local parks/playgrounds	9%	8%
 Museum	8%	8%
 National/state park	7%	7%
 Hiking/backpacking	7%	9%
 Nature tours/wildlife viewing/birding	7%	8%
 Zoo	6%	6%

Shopping Types on Trip

	Kentucky	U.S. Norm
 Outlet/mall shopping	49%	48%
 Big box stores (Walmart, Costco)	39%	29%
 Convenience/grocery shopping	31%	28%
 Souvenir shopping	20%	26%
 Boutique shopping	20%	23%
 Antiquing	14%	12%

Base: 2022 Day Person-Trips that included Shopping

Dining Types on Trip

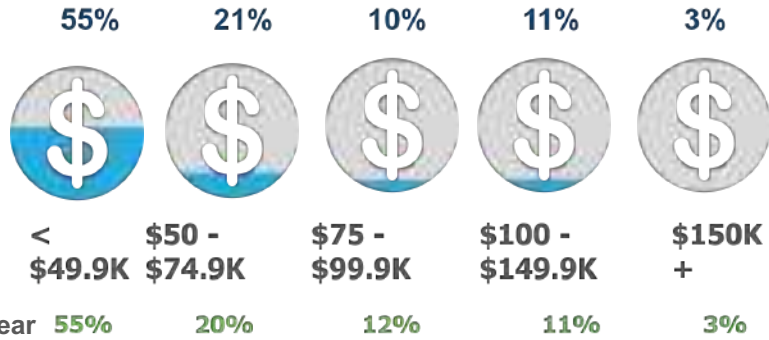
	Kentucky	U.S. Norm
 Unique/local food	42%	38%
 Street food/food trucks	17%	19%
 Picnicking	15%	12%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	13%
 Fine/upscale dining	12%	15%
 Gastropubs	5%	7%

Demographic Profile of Day Kentucky Visitors

Base: 2022 Day Person-Trips

Household Income

Average Income **56.0K**



Previous Year **55%** **20%** **12%** **11%** **3%**

Age

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

Kentucky



Average Age **45.2**

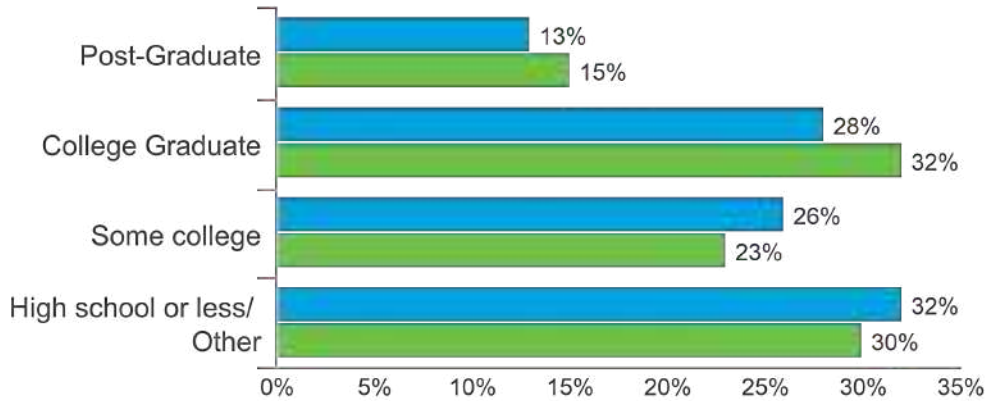
Previous Year



Average Age **44.9**

Educational Attainment

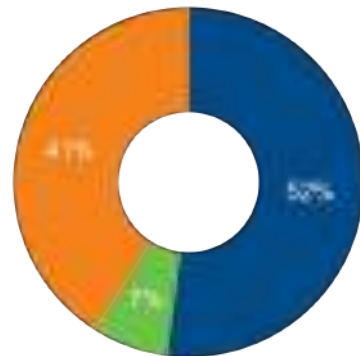
■ 2022 ■ 2021



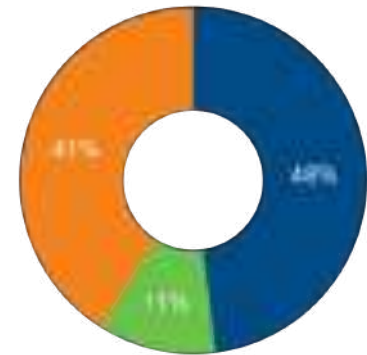
Employment

■ Full time / self-employed ■ Part time ■ Retired / not employed / other

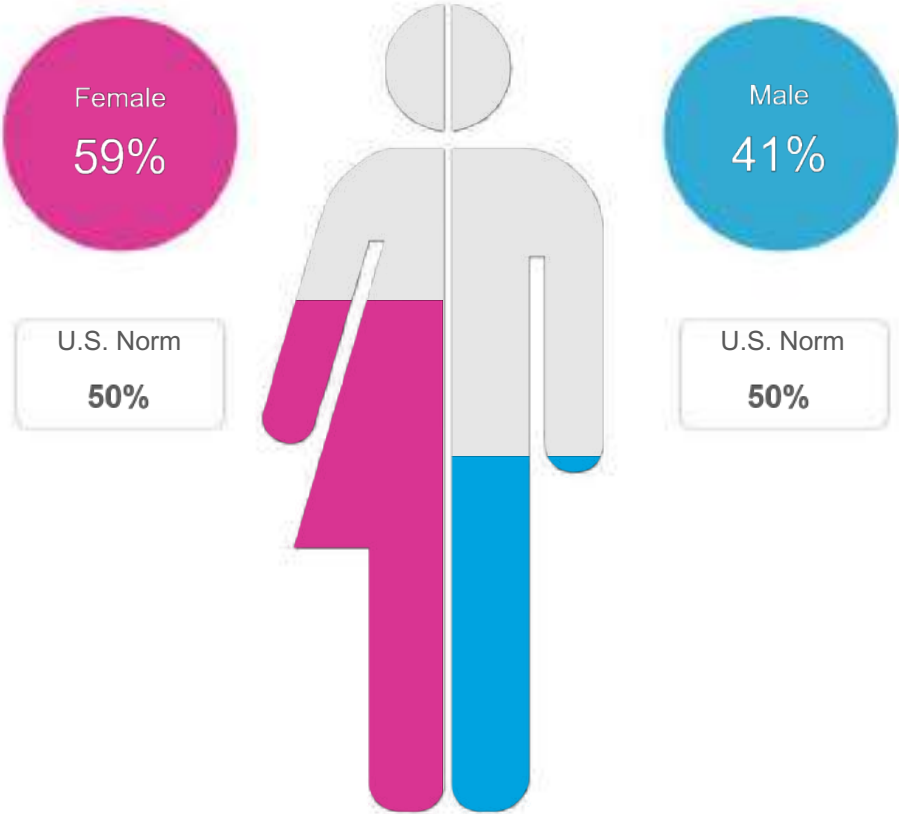
Kentucky



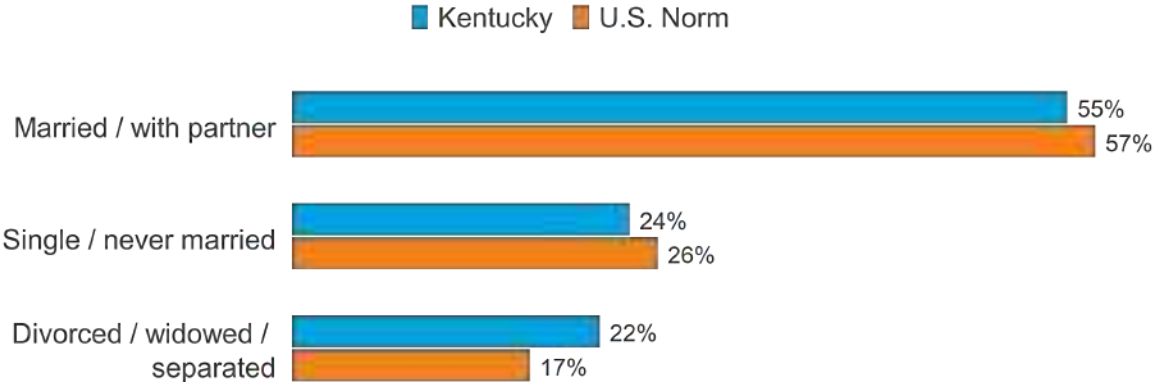
Kentucky's Previous Year



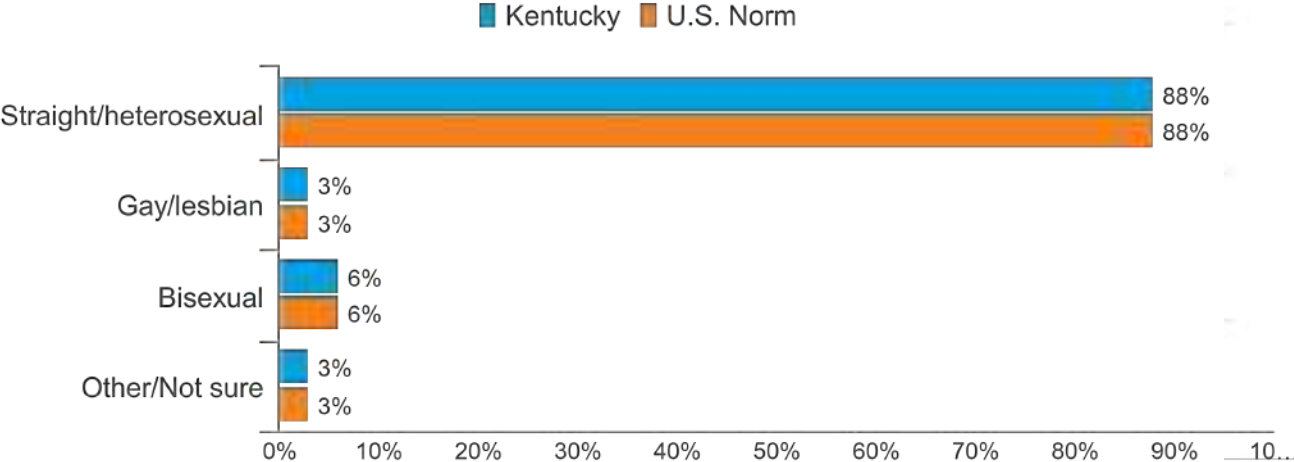
Gender



Marital Status

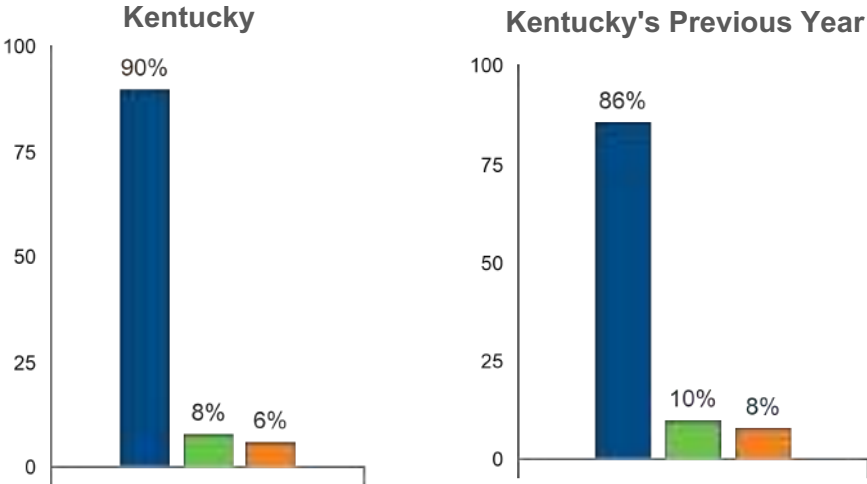


Sexual Orientation



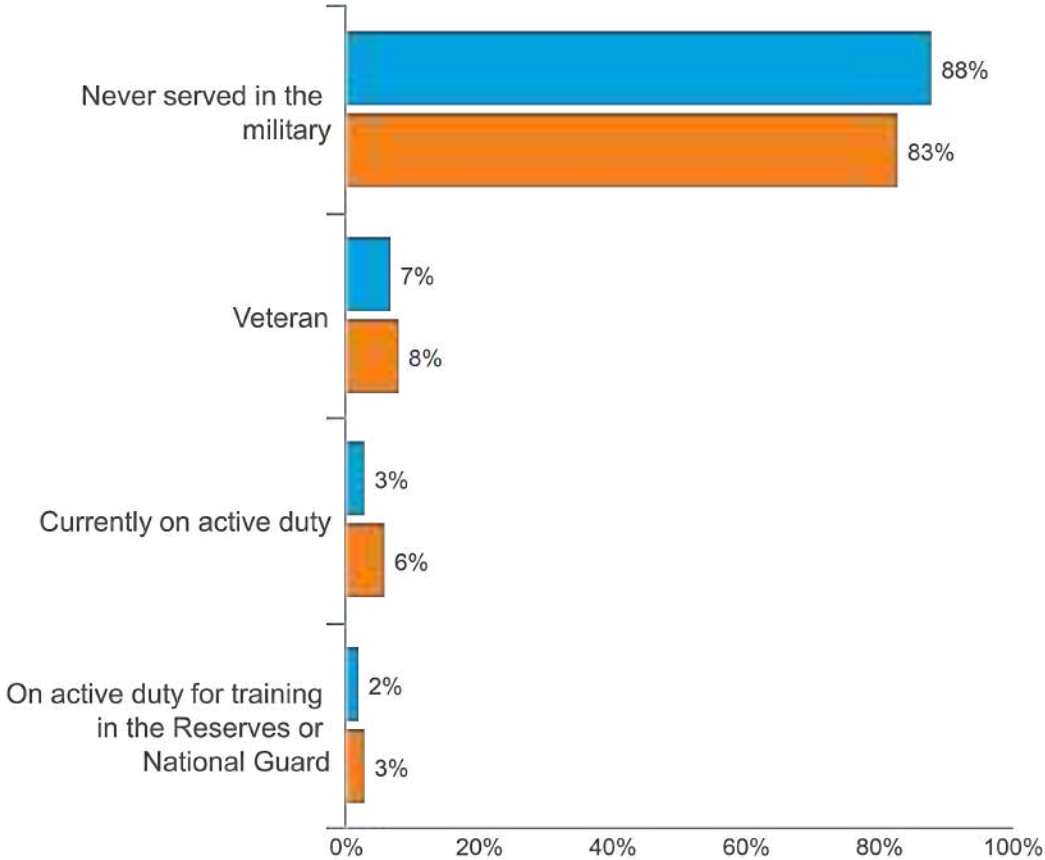
Race

■ White ■ African-American ■ Other



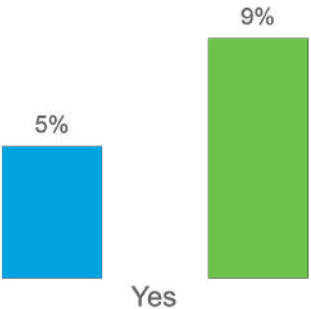
Military Status

■ Kentucky ■ U.S. Norm

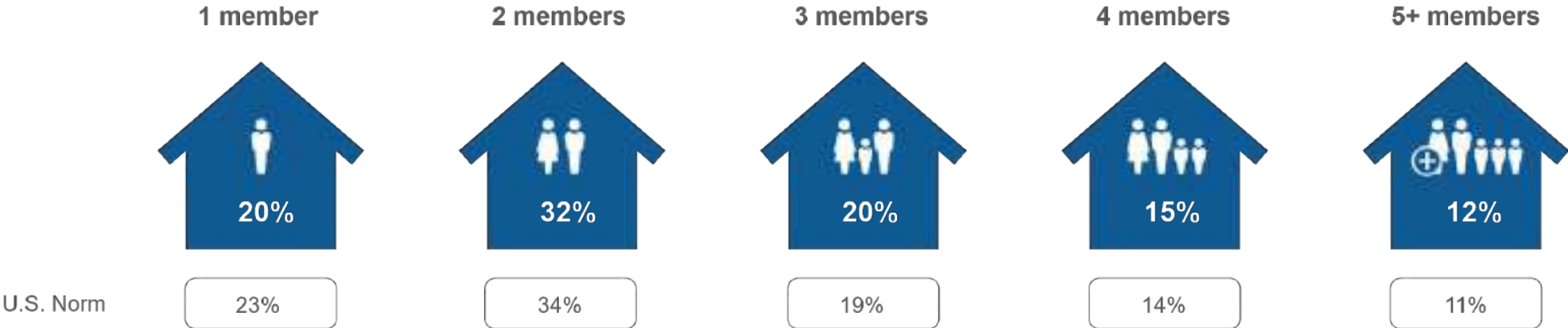


Hispanic Background

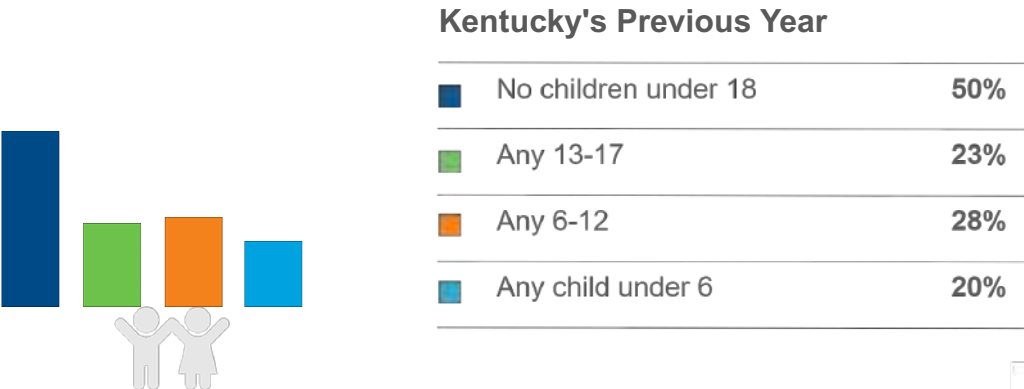
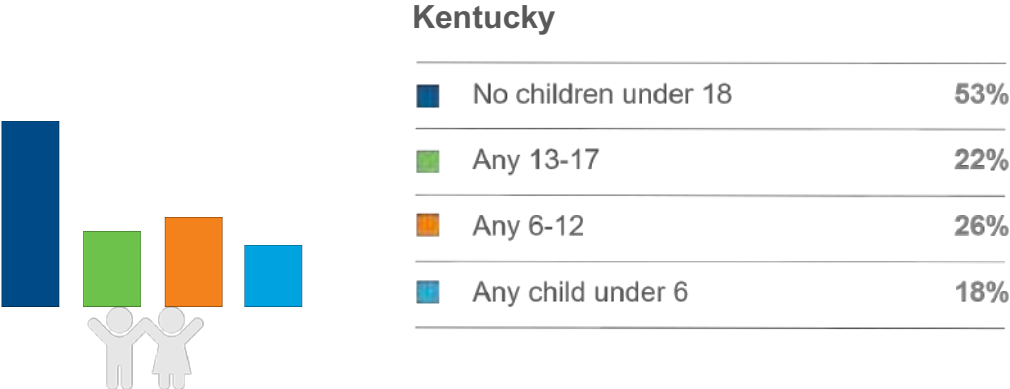
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

Regions Map

2022





Travel USA Visitor Profile

Northern Kentucky River

2021/2022

Introduction

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Methodology

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For Northern Kentucky River Region, the following sample was achieved in 2021/2022:













Day Base Size

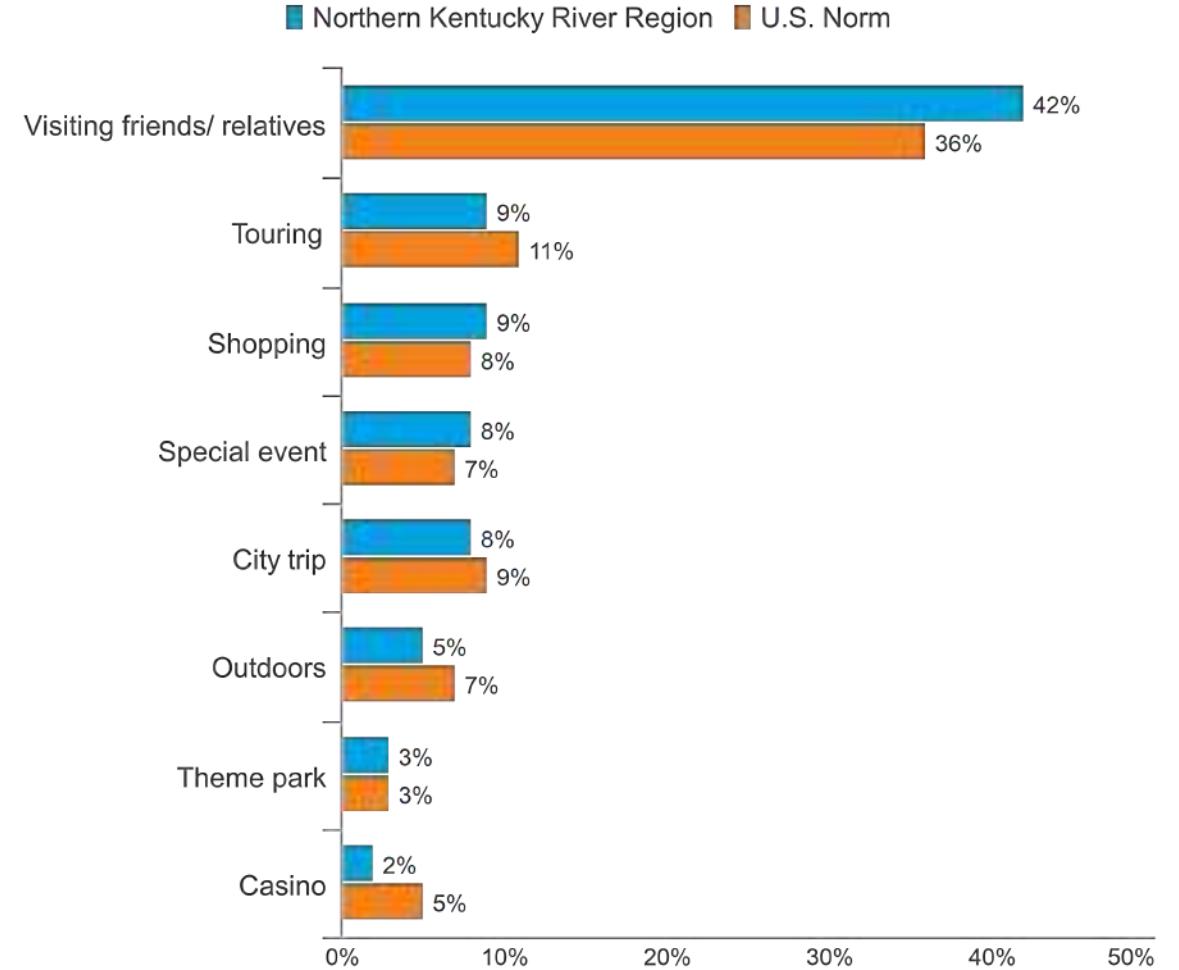
513

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

 42% Visiting friends/ relatives	
 9% Touring	 2% Conference/ Convention
 9% Shopping	
 8% Special event	 8% Other business trip
 8% City trip	
 5% Outdoors	
 3% Theme park	 4% Business-Leisure
 2% Casino	

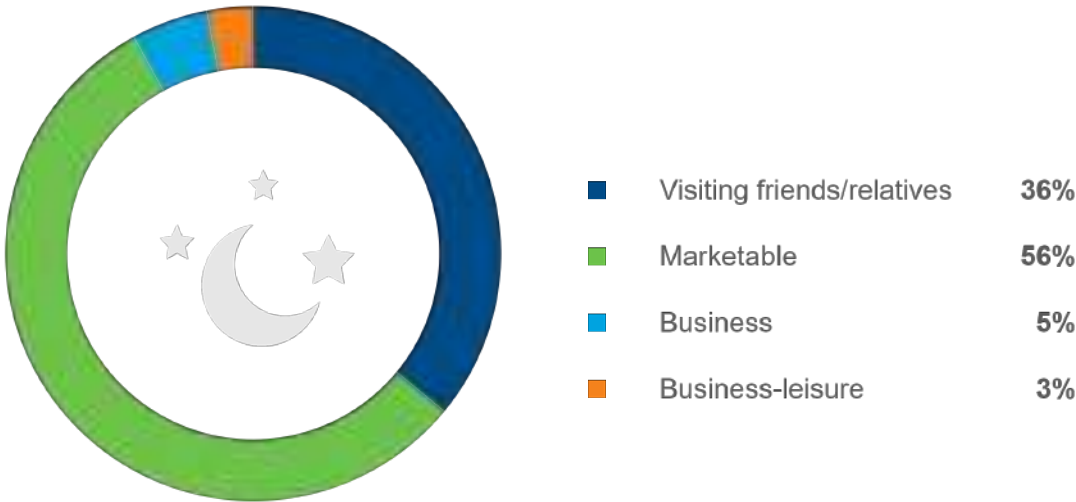
Main Purpose of Leisure Trip



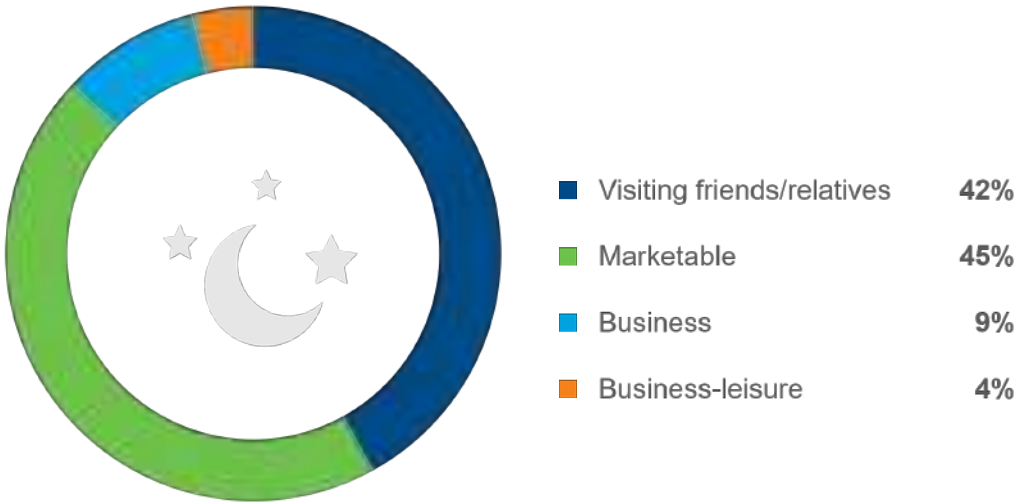
Structure of the U.S. and Northern Kentucky River Region Day Travel Market

Base: 2021/2022 Day Person-Trips

2022 U.S. Day Trips



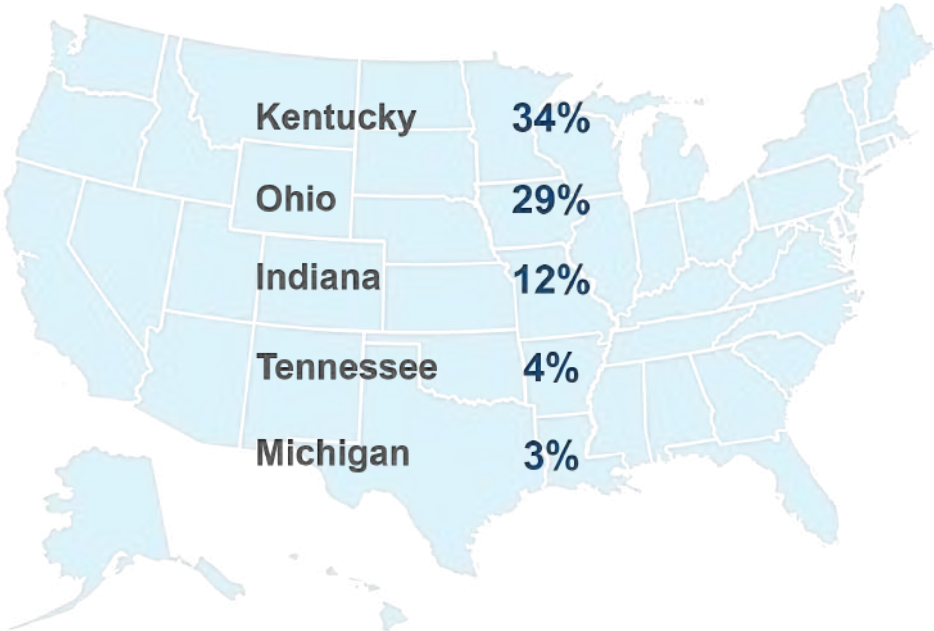
Northern Kentucky River Region Day Trips



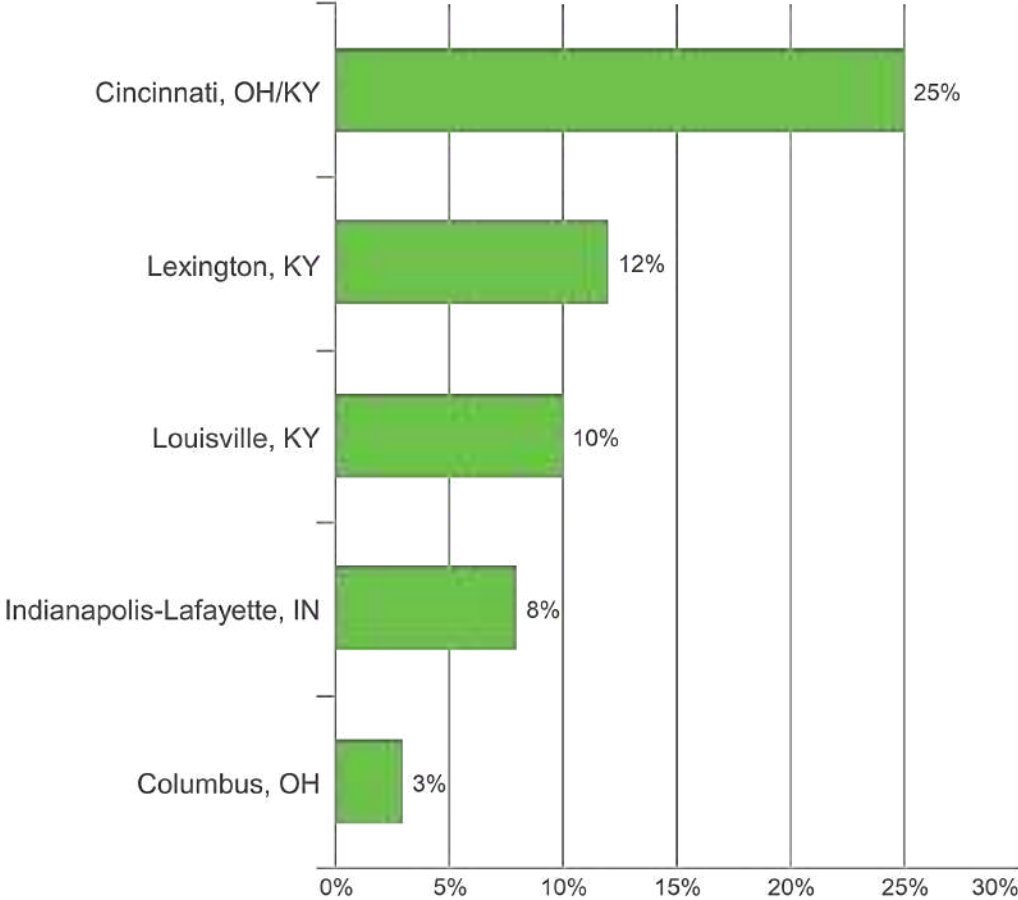
Northern Kentucky River Region's Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip



Northern Kentucky River Region's Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

Size of Travel Party

Children Adults

Northern Kentucky River Region



Total
2.7

Average number of people

U.S. Norm

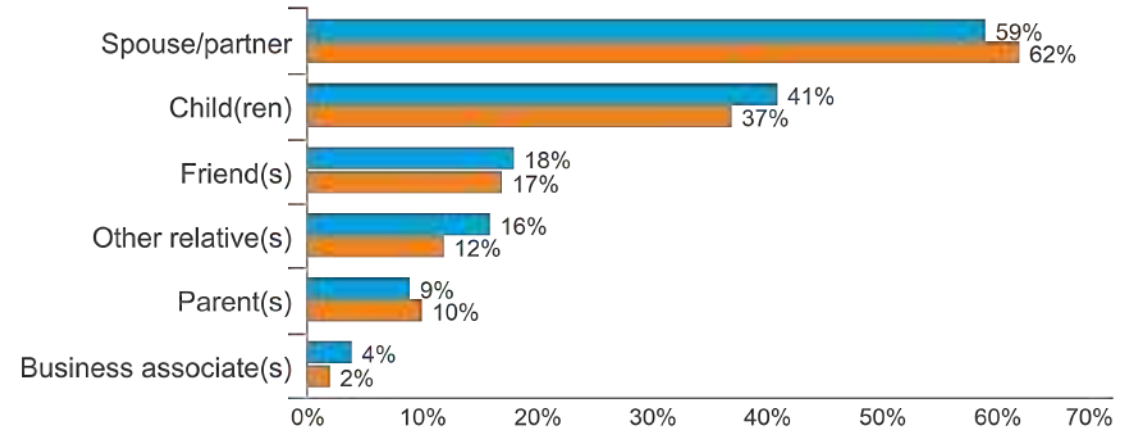


Total
2.6

Average number of people

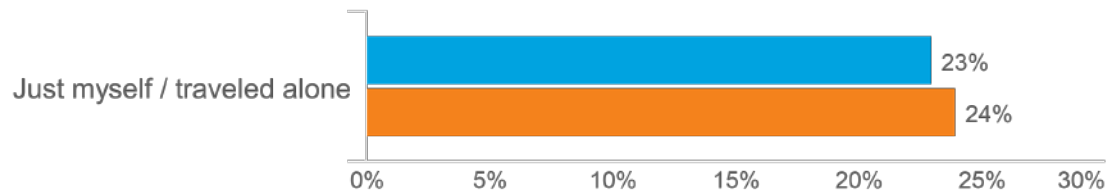
Composition of Immediate Travel Party

Northern Kentucky River Region U.S. Norm



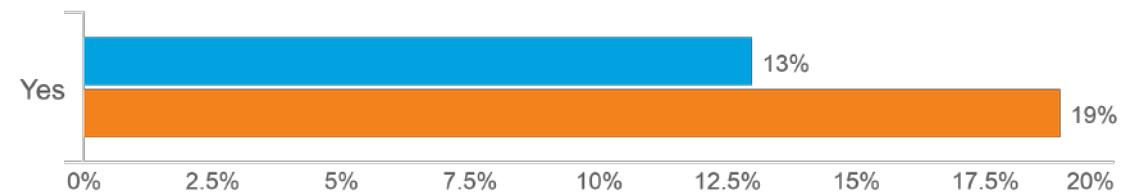
Percent Who Traveled Alone

Northern Kentucky River Region U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Northern Kentucky River Region U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: 34%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities








U.S. Norm: 11%

Activities and Experiences (Top 10)







	Northern Kentucky River Region	U.S. Norm
Shopping	22%	21%
Sightseeing	16%	13%
Attending celebration	11%	10%
Landmark/historic site	8%	8%
Museum	7%	7%
Local parks/playgrounds	6%	6%
Aquarium	6%	3%
Business meeting	6%	6%
Bar/nightclub	6%	6%
Hiking/backpacking	5%	5%

Shopping Types on Trip

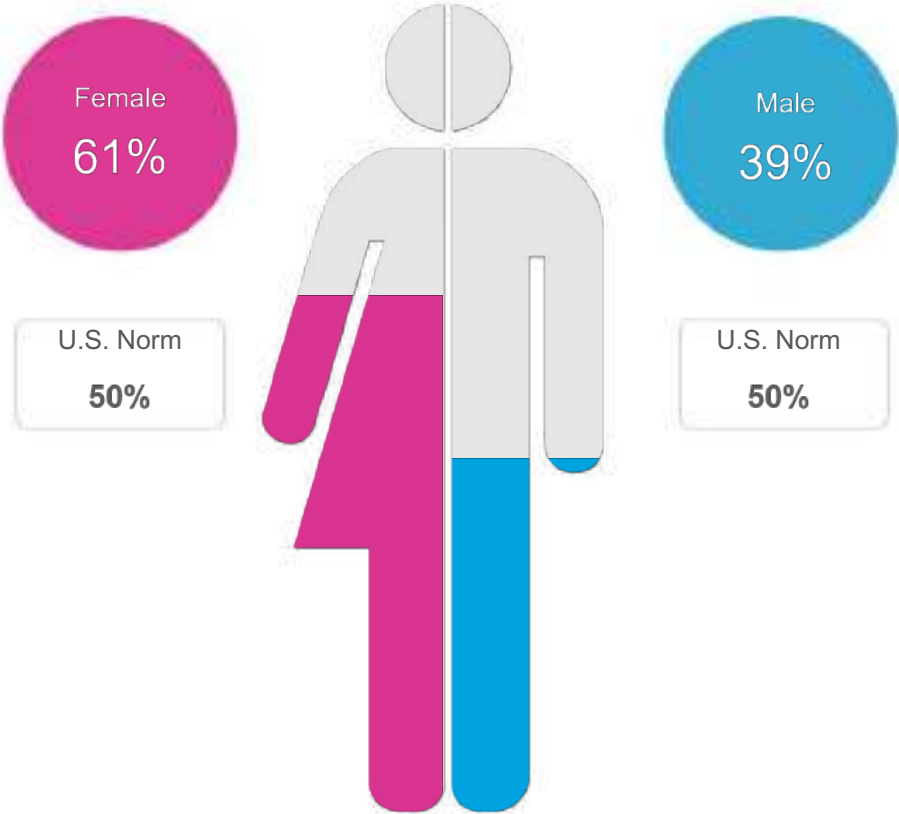
	Northern Kentucky River Region	U.S. Norm
 Outlet/mall shopping	57%	48%
 Big box stores (Walmart, Costco)	35%	29%
 Convenience/grocery shopping	30%	28%
 Boutique shopping	22%	23%
 Souvenir shopping	16%	26%
 Antiquing	12%	12%

Base: 2021/2022 Day Person-Trips that included Shopping

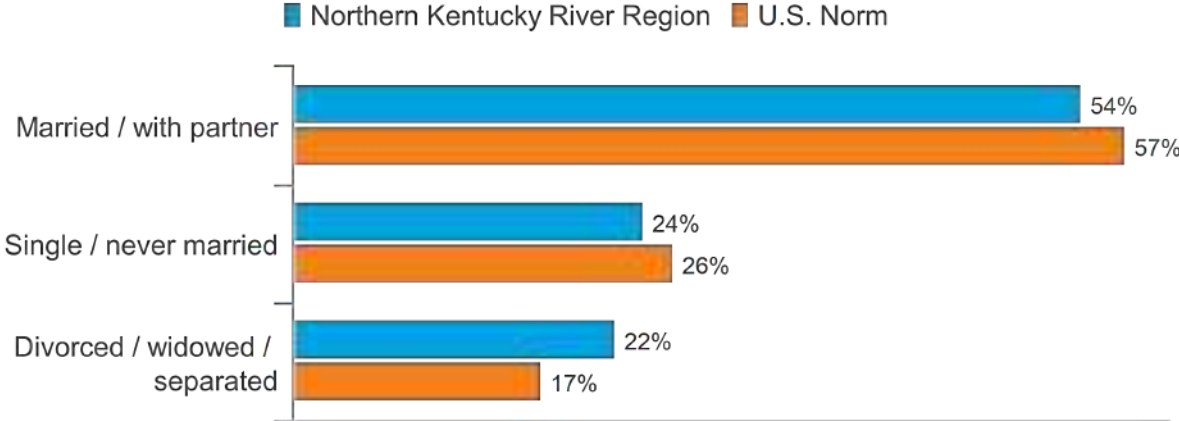
Dining Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Unique/local food	36%	38%
 Street food/food trucks	16%	19%
 Food delivery service (UberEATS, DoorDash, etc.)	13%	13%
 Picnicking	13%	12%
 Fine/upscale dining	12%	15%
 Gastropubs	5%	7%

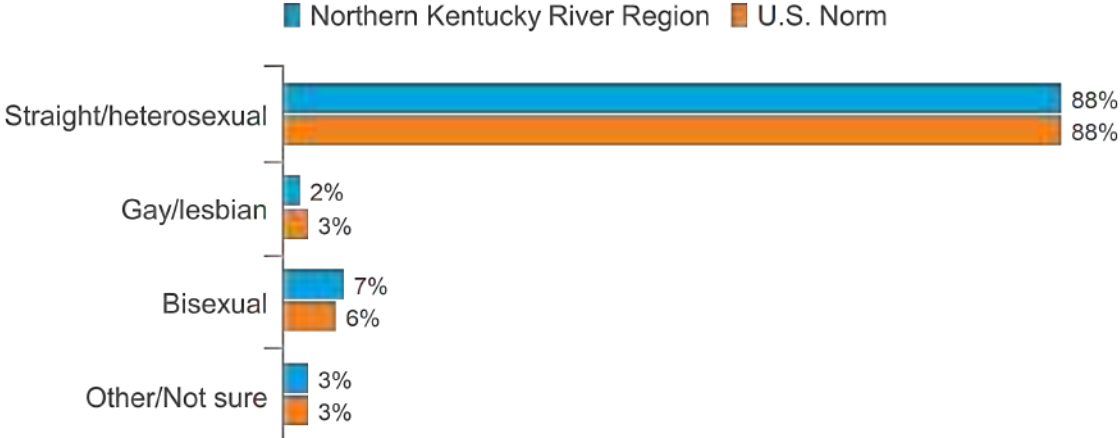
Gender



Marital Status



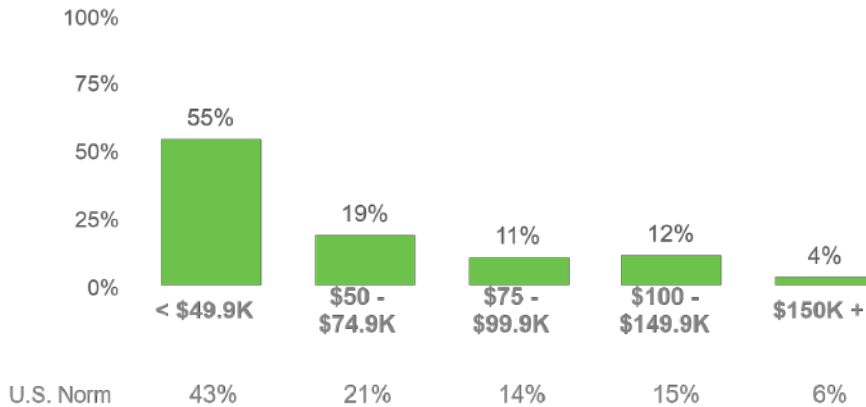
Sexual Orientation



Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Northern Kentucky River Region



Average Age
46.2

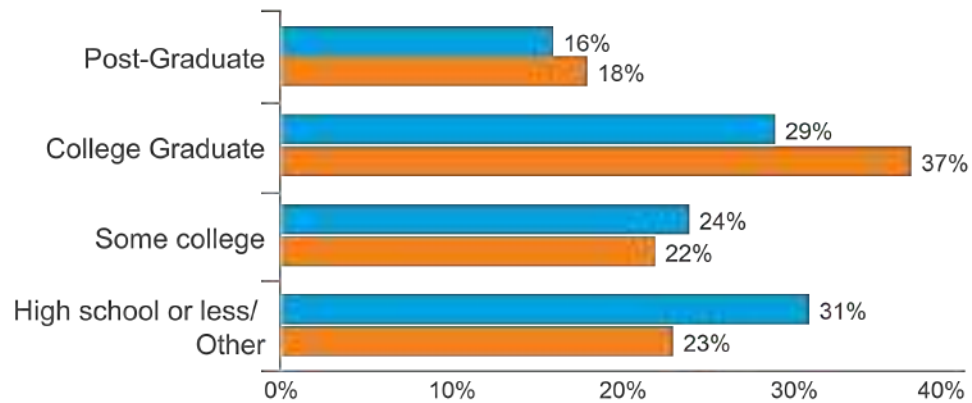
U.S. Norm



Average Age
46.1

Educational Attainment

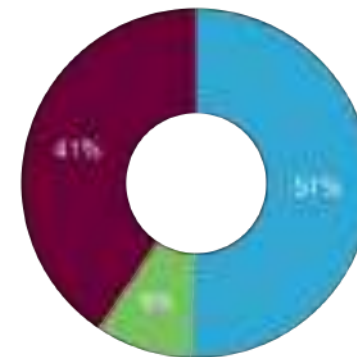
Northern Kentucky River Region U.S. Norm



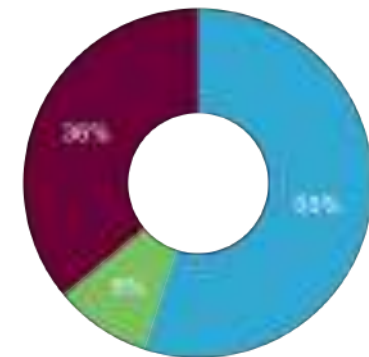
Employment

Full time / self-employed Part time Retired / not employed /other

Northern Kentucky River Region



U.S. Norm

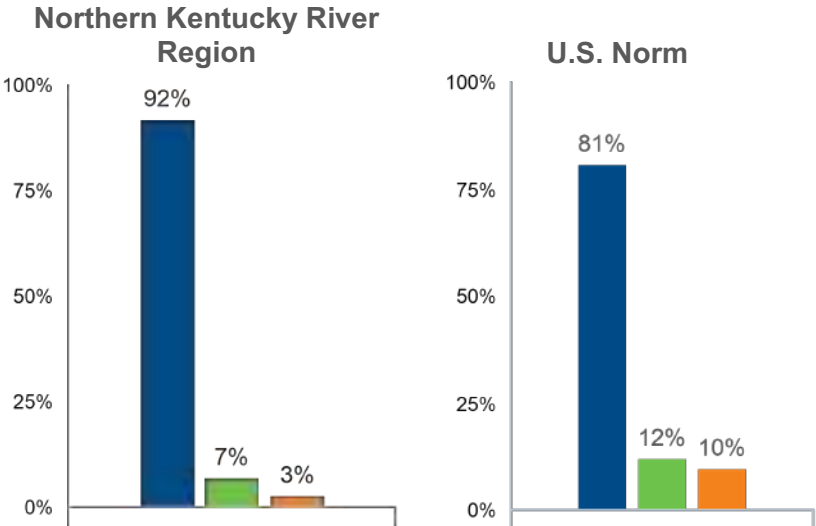


Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2021/2022 Day Person-Trips

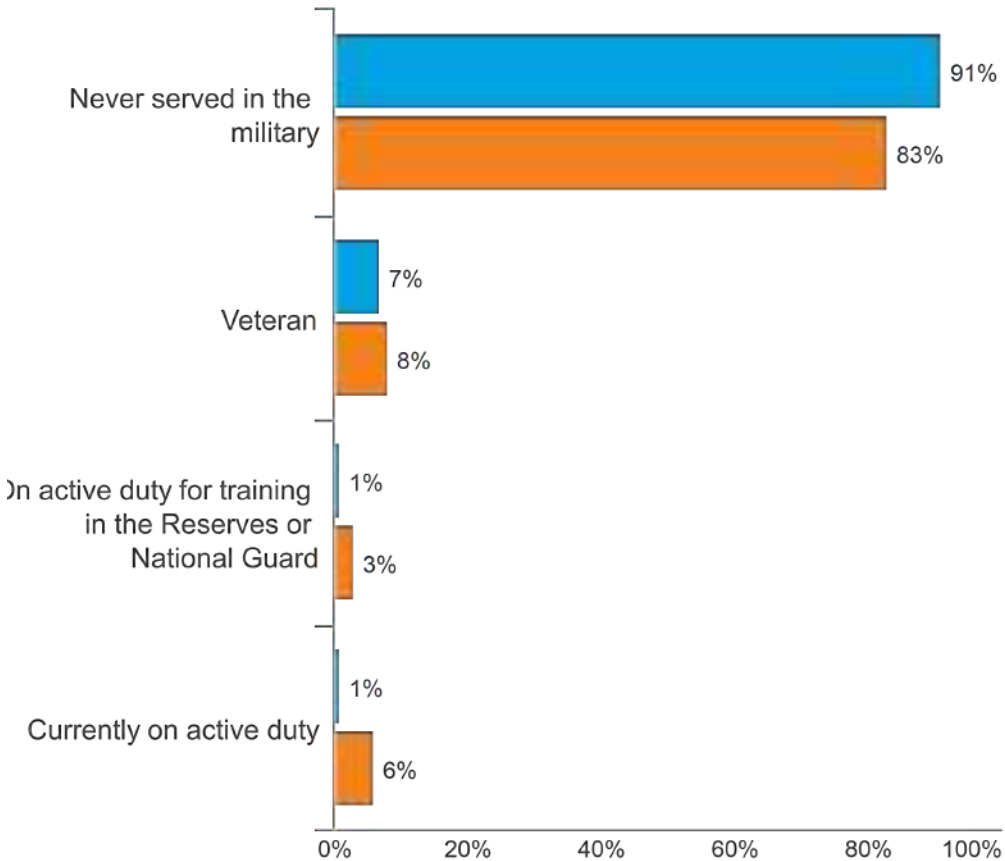
Race

White African-American Other



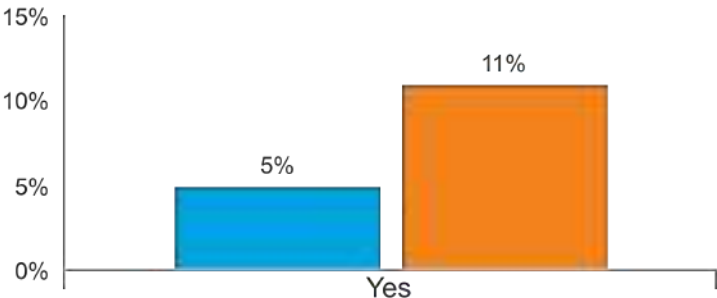
Military Status

Northern Kentucky River Region U.S. Norm



Hispanic Background

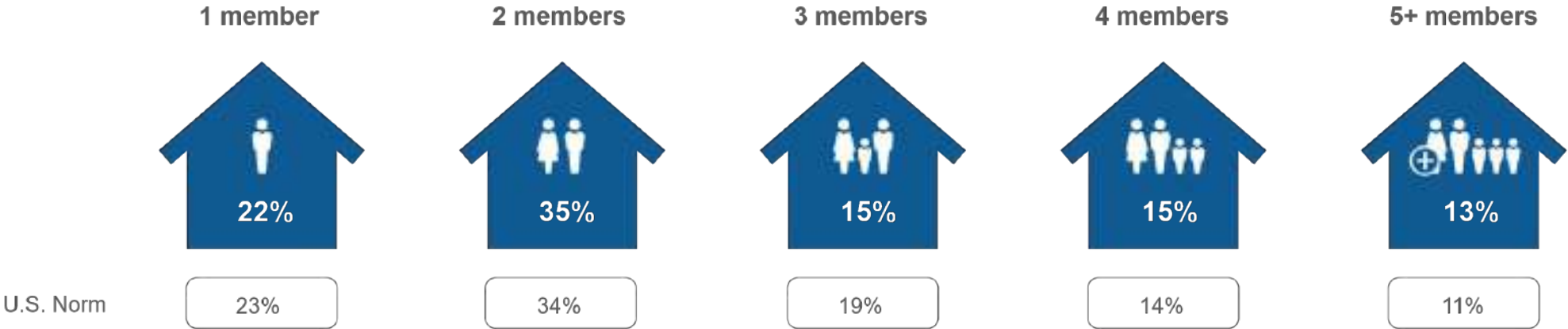
Northern Kentucky River Region U.S. Norm



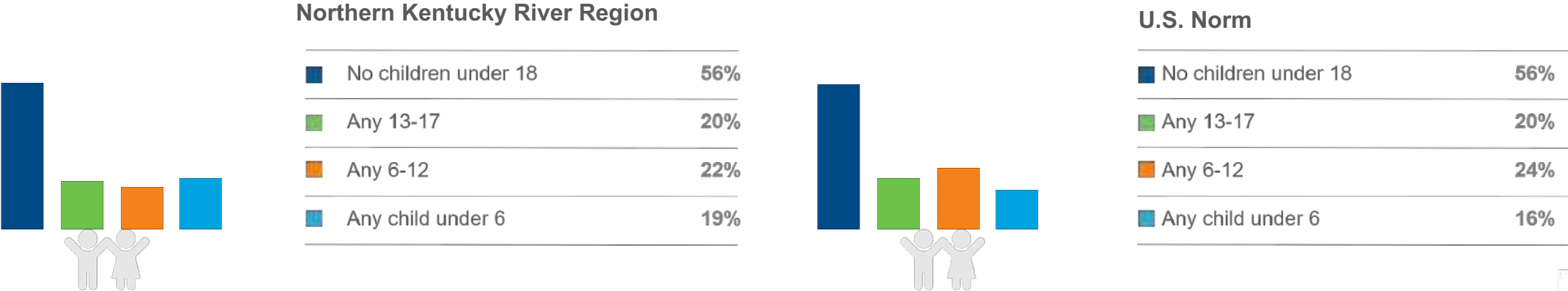
Question added in 2022, data is for 2022 only



Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Appalachians

2021/2022

Introduction

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For Kentucky's Appalachians, the following sample was achieved in 2021/2022:














Day Base Size

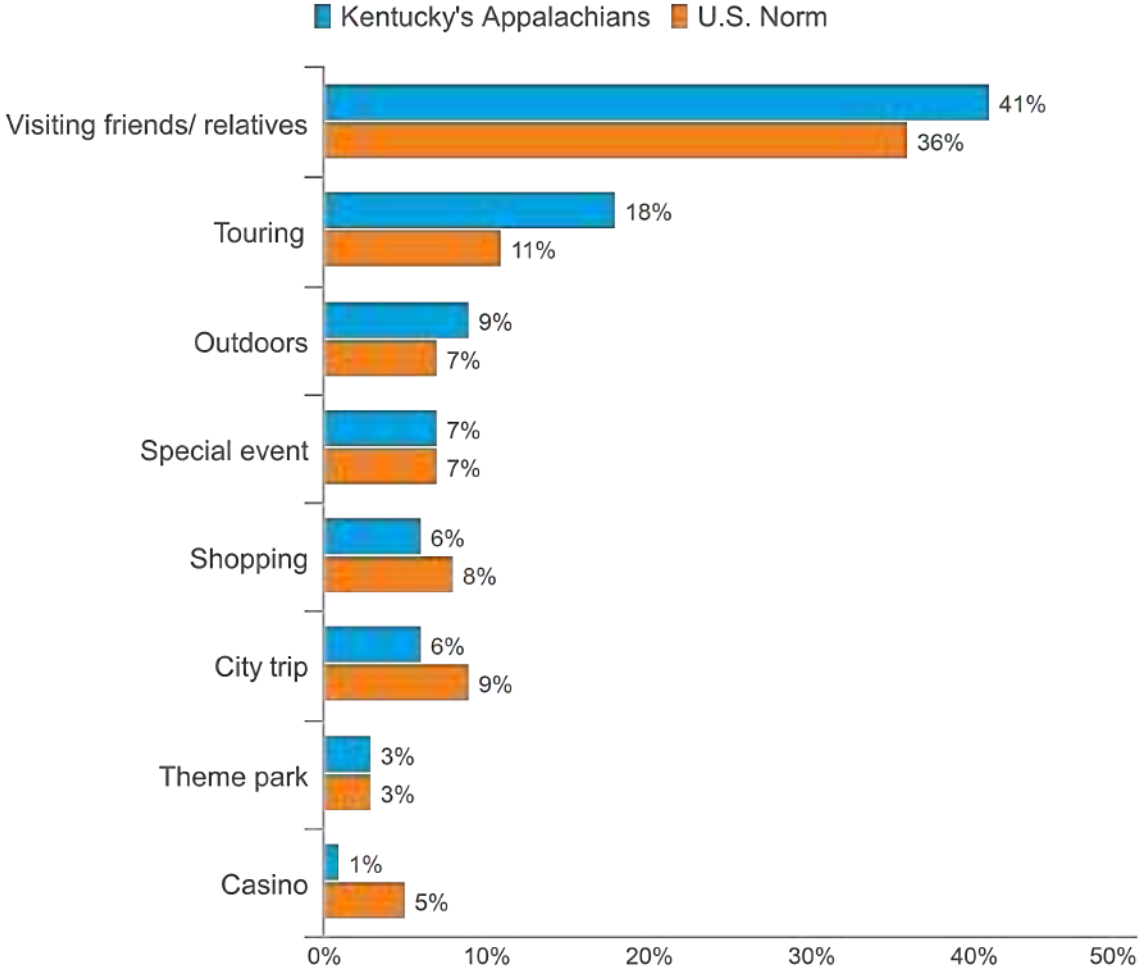
307

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

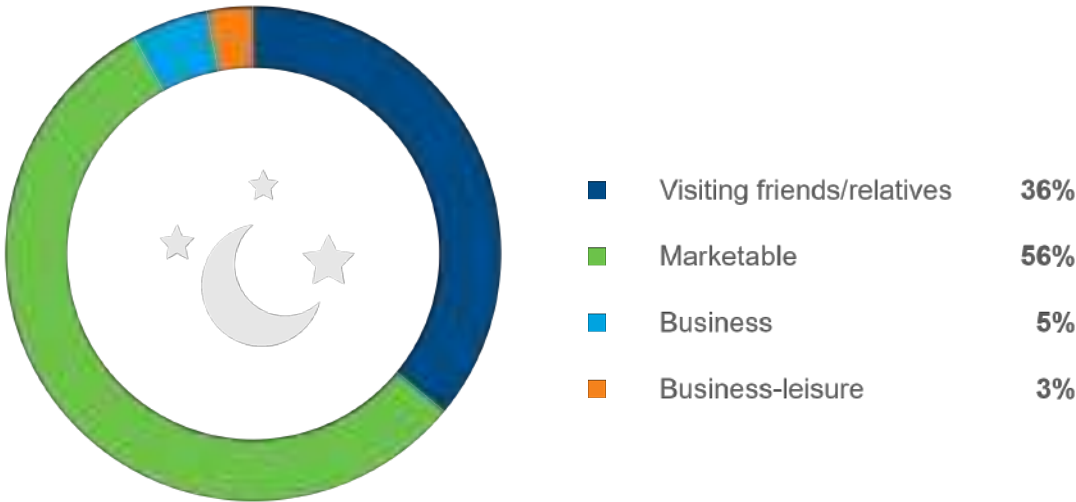
Main Purpose of Trip

 41% Visiting friends/ relatives	
 18% Touring	 1% Conference/ Convention
 9% Outdoors	
 7% Special event	
 6% Shopping	 2% Other business trip
 6% City trip	
 3% Theme park	 2% Business-Leisure
 1% Casino	

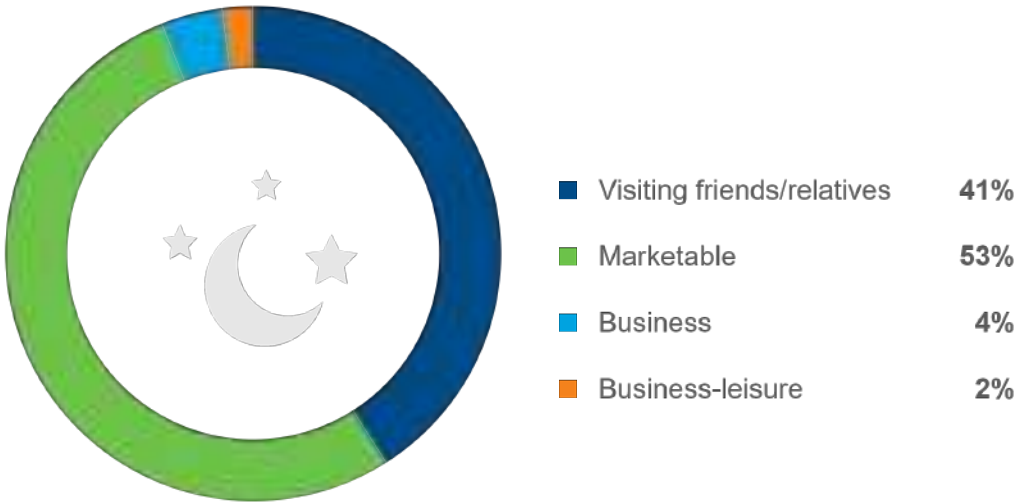
Main Purpose of Leisure Trip



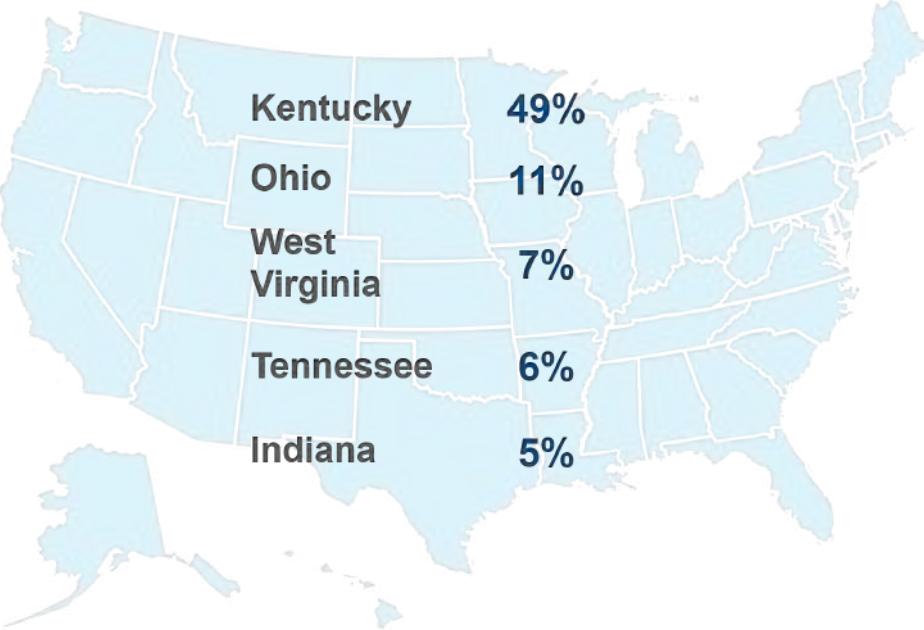
2022 U.S. Day Trips



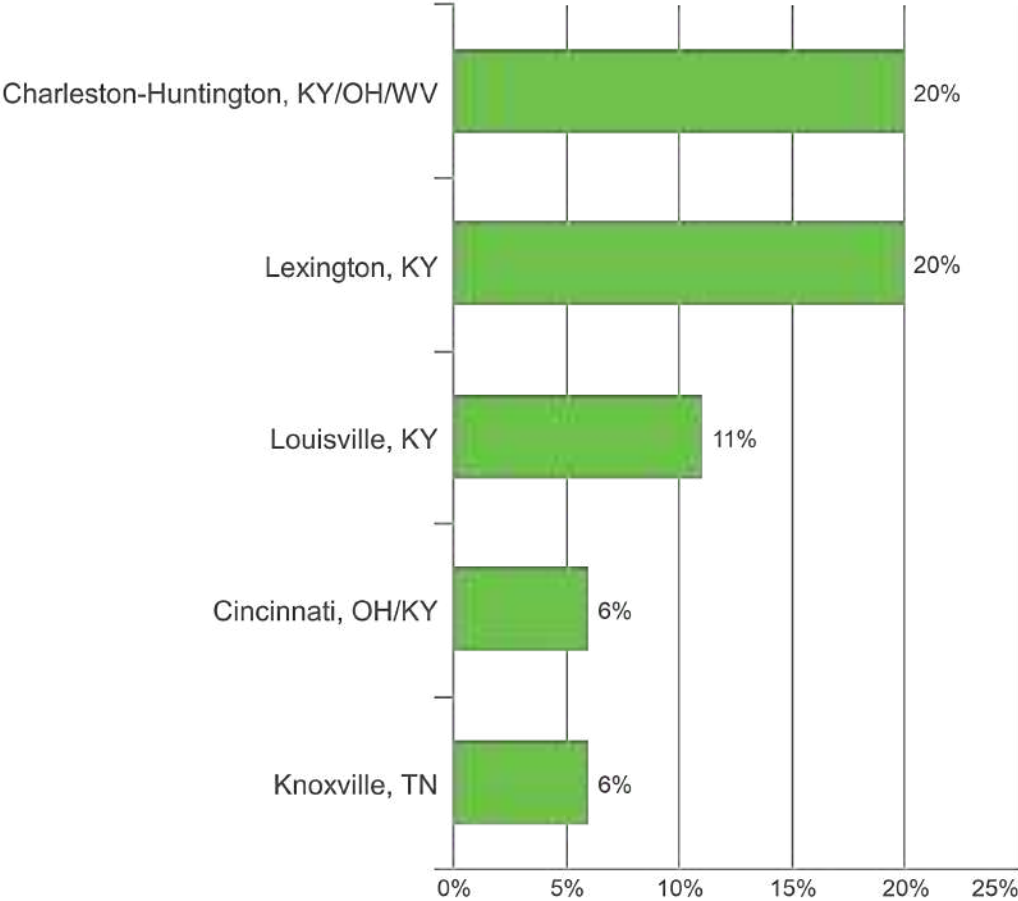
Kentucky's Appalachians Day Trips



State Origin Of Trip



DMA Origin Of Trip



Size of Travel Party

Children Adults

Kentucky's Appalachians



Total
2.5

Average number of people

U.S. Norm

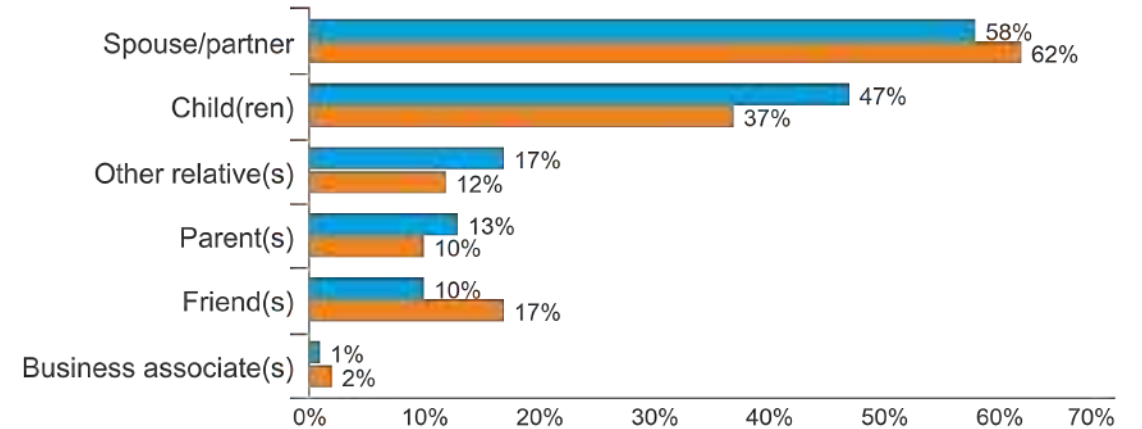


Total
2.6

Average number of people

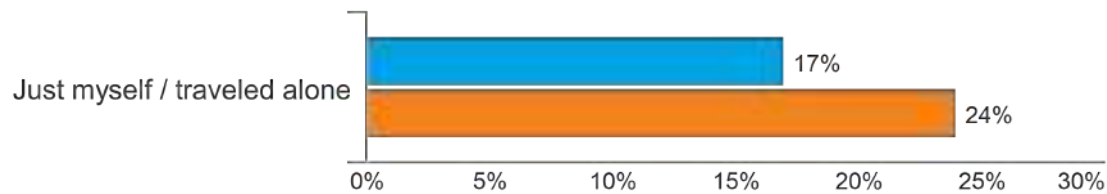
Composition of Immediate Travel Party

Kentucky's Appalachians U.S. Norm



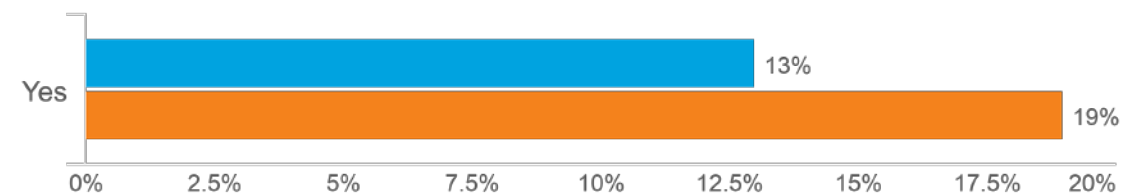
Percent Who Traveled Alone

Kentucky's Appalachians U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Kentucky's Appalachians U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: 34%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities









U.S. Norm: 11%

Activities and Experiences (Top 10)







	Kentucky's Appalachians	U.S. Norm
Shopping	19%	21%
Sightseeing	14%	13%
Local parks/playgrounds	10%	6%
National/state park	10%	5%
Attending celebration	10%	10%
Landmark/historic site	10%	8%
Hiking/backpacking	9%	5%
Business convention/conference	8%	4%
Fishing	7%	4%
Nature tours/wildlife viewing/birding	7%	5%

Shopping Types on Trip

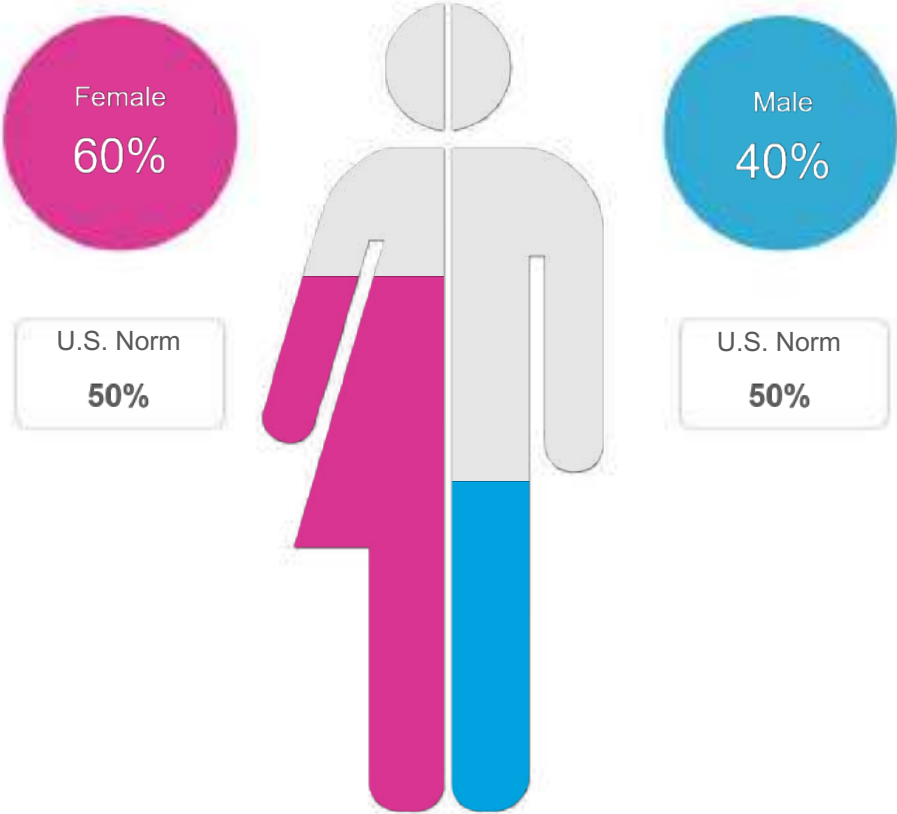
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Base: 2021/2022 Day Person-Trips that included Shopping

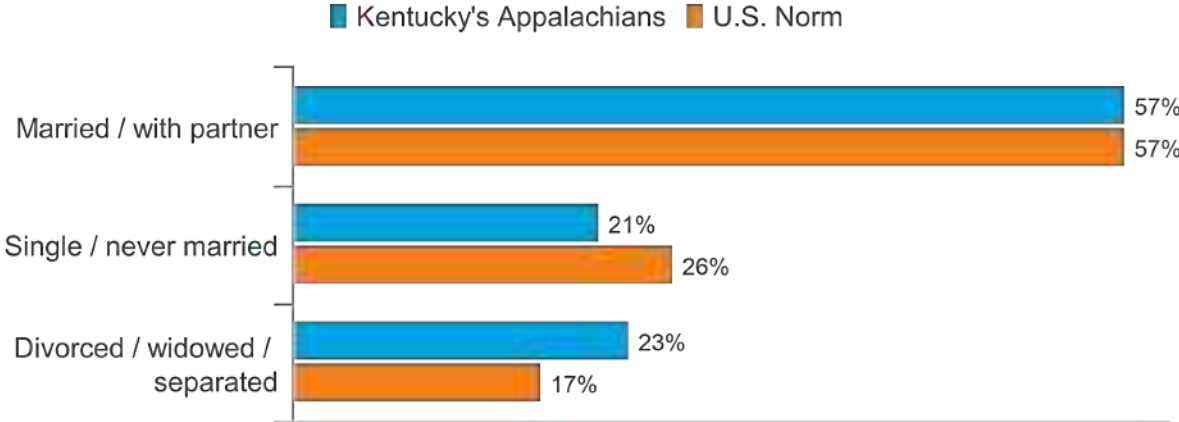
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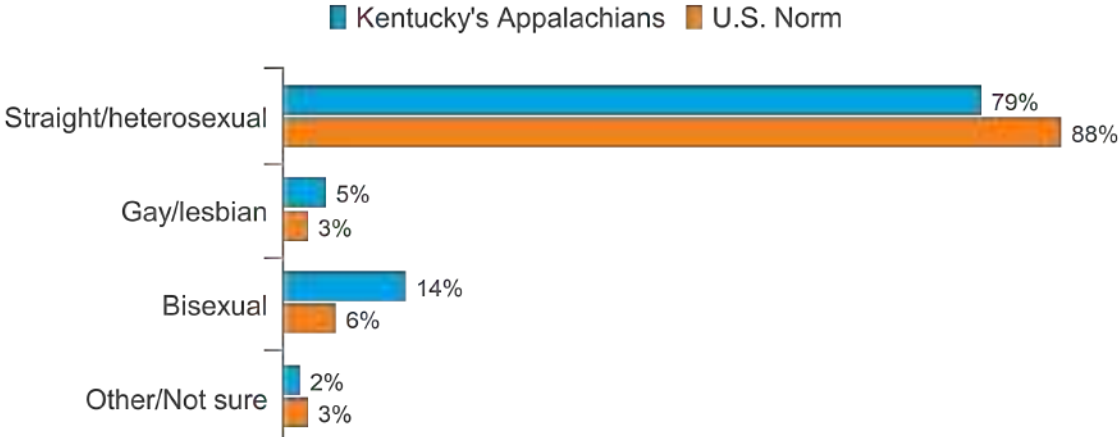
Gender



Marital Status



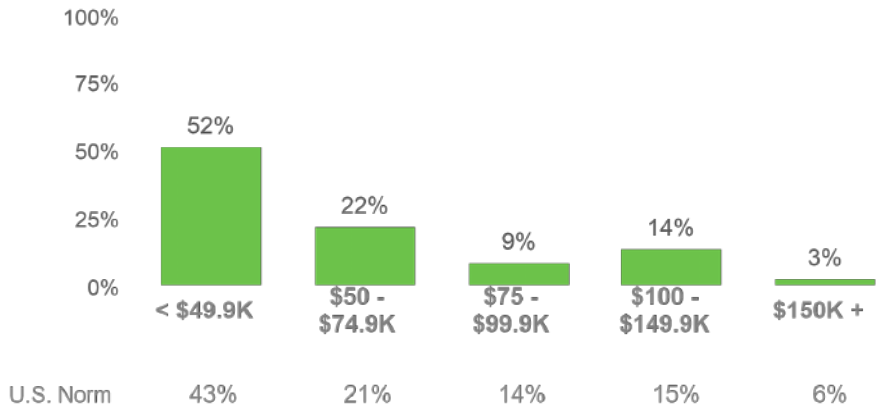
Sexual Orientation



Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Kentucky's Appalachians



Average Age
42.0

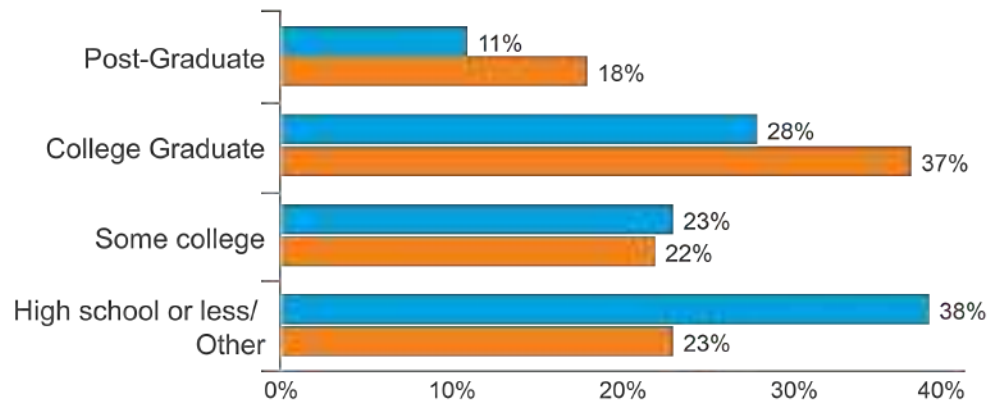
U.S. Norm



Average Age
46.1

Educational Attainment

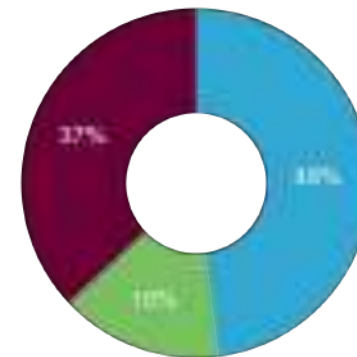
Kentucky's Appalachians U.S. Norm



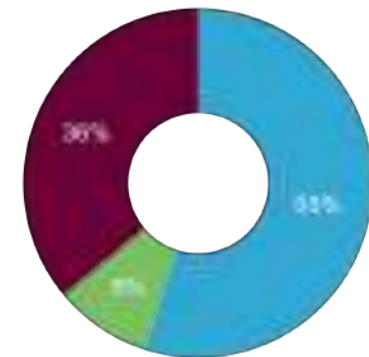
Employment

Full time / self-employed Part time Retired / not employed / other

Kentucky's Appalachians



U.S. Norm

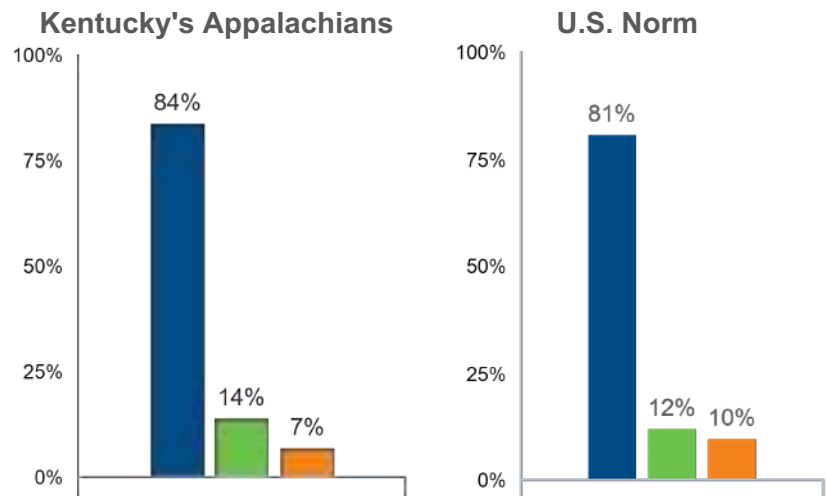


Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2021/2022 Day Person-Trips

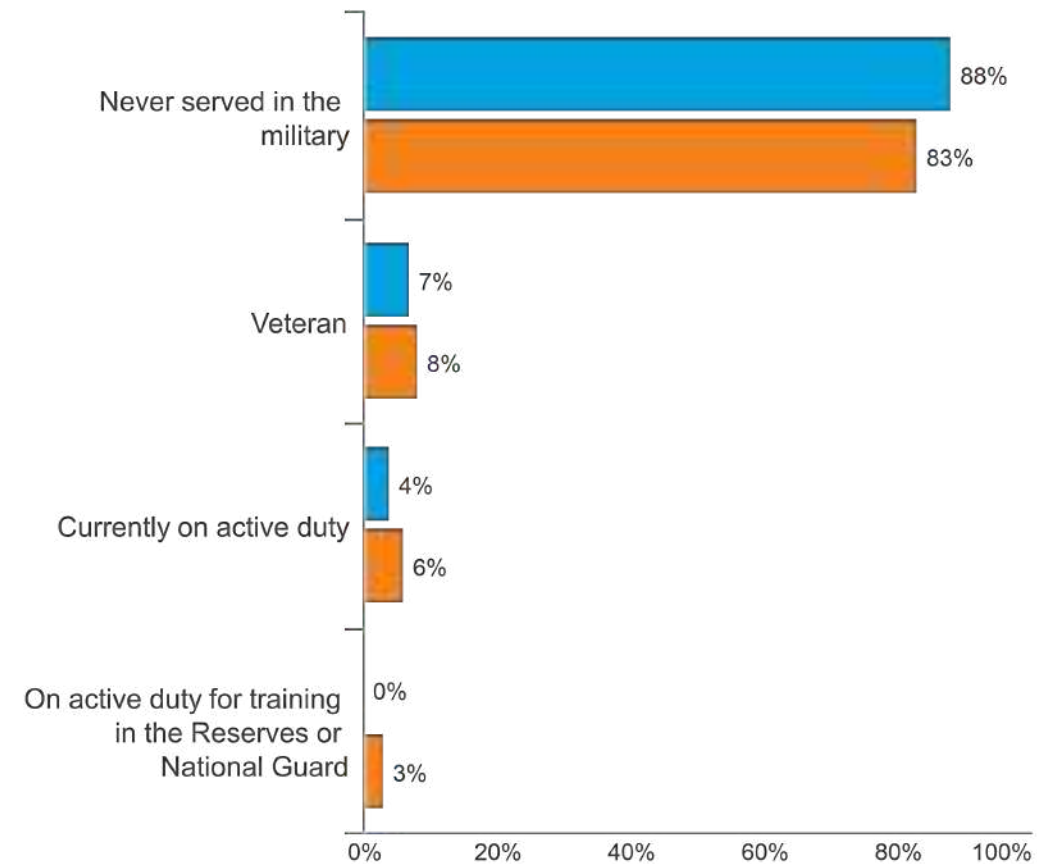
Race

■ White ■ African-American ■ Other



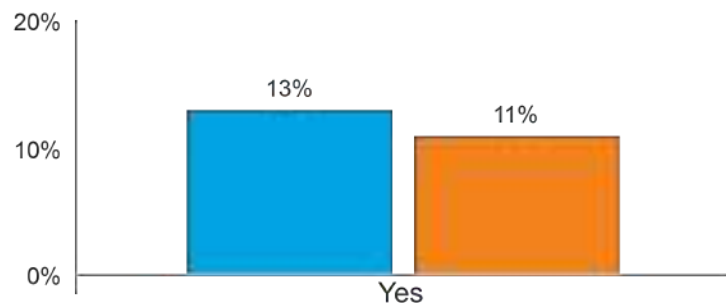
Military Status

■ Kentucky's Appalachians ■ U.S. Norm



Hispanic Background

■ Kentucky's Appalachians ■ U.S. Norm

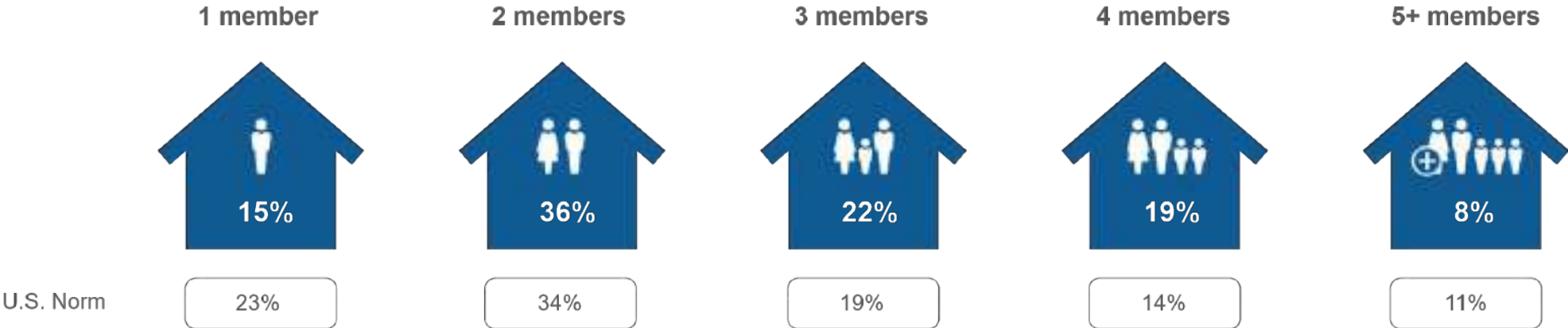


Question added in 2022, data is for 2022 only

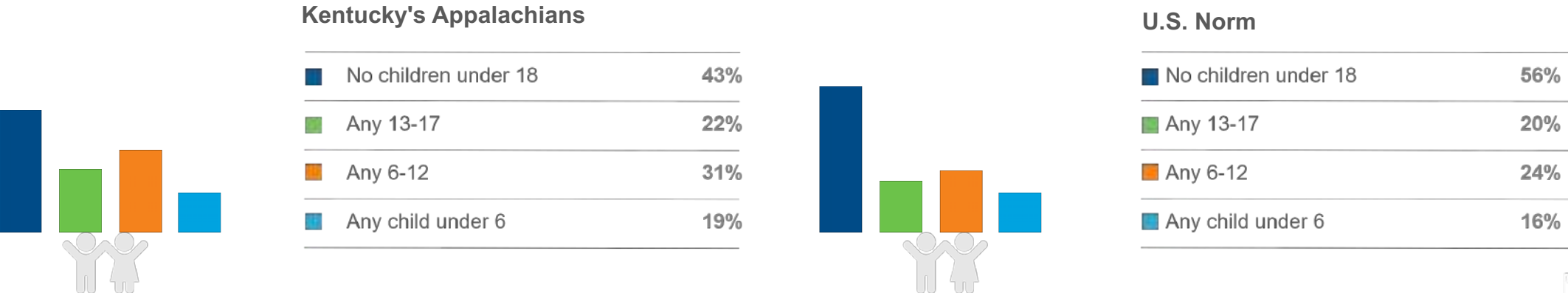
Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2021/2022 Day Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Daniel Boone Country

2021/2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 2021/2022:














Day Base Size

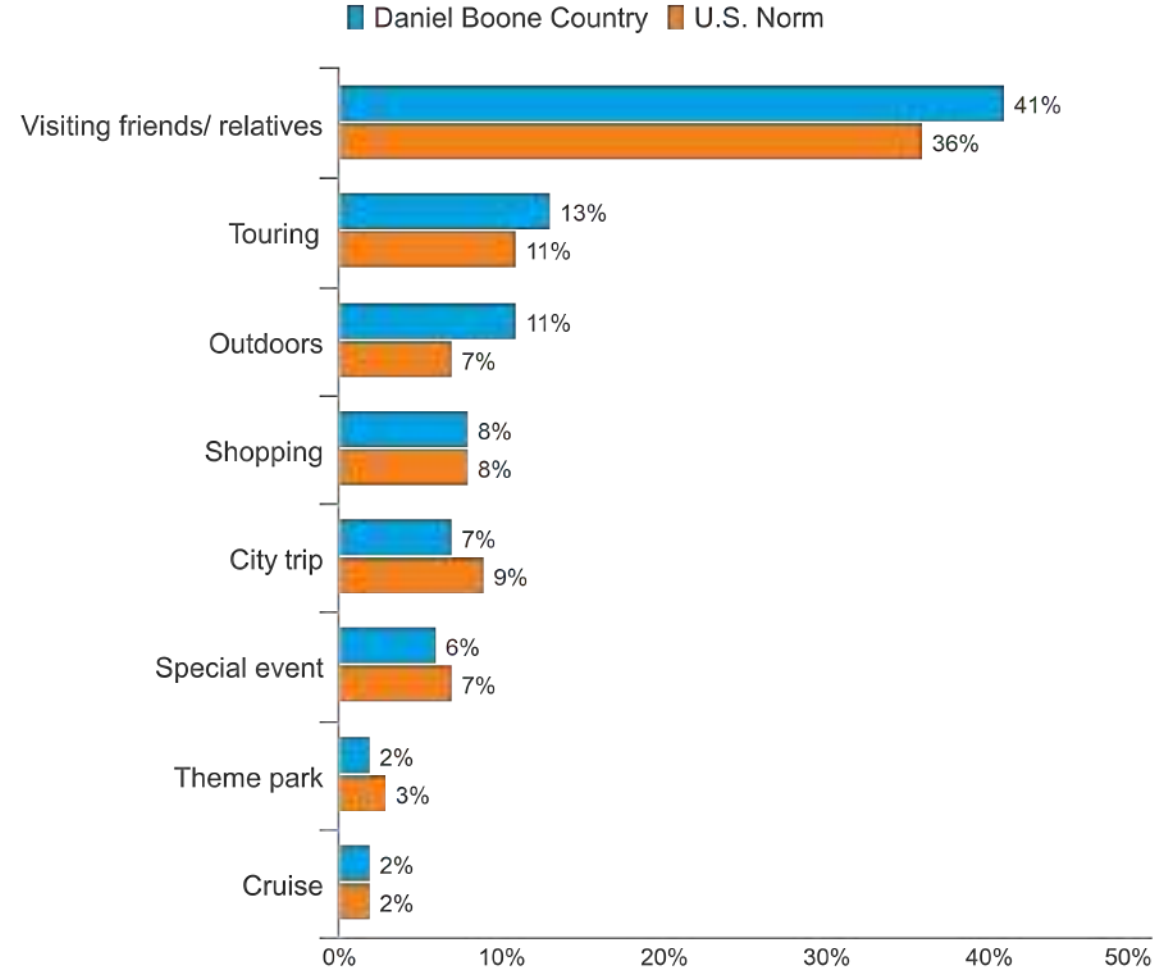
359

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

 41% Visiting friends/ relatives	
 13% Touring	 1% Conference/ Convention
 11% Outdoors	
 8% Shopping	 3% Other business trip
 7% City trip	
 6% Special event	
 2% Theme park	 4% Business-Leisure
 2% Cruise	

Main Purpose of Leisure Trip



2022 U.S. Day Trips



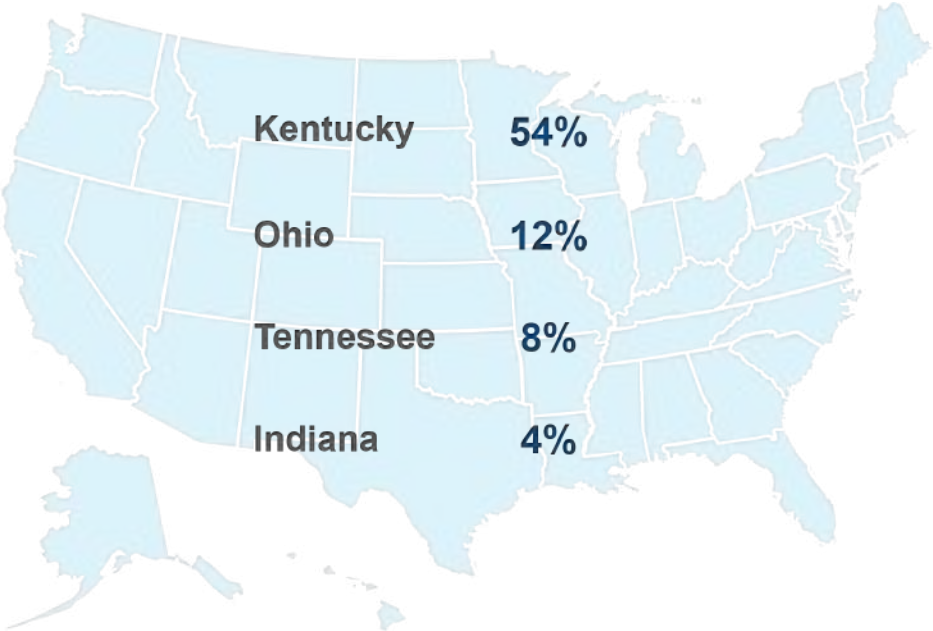
■ Visiting friends/relatives	36%
■ Marketable	56%
■ Business	5%
■ Business-leisure	3%

Daniel Boone Country Day Trips

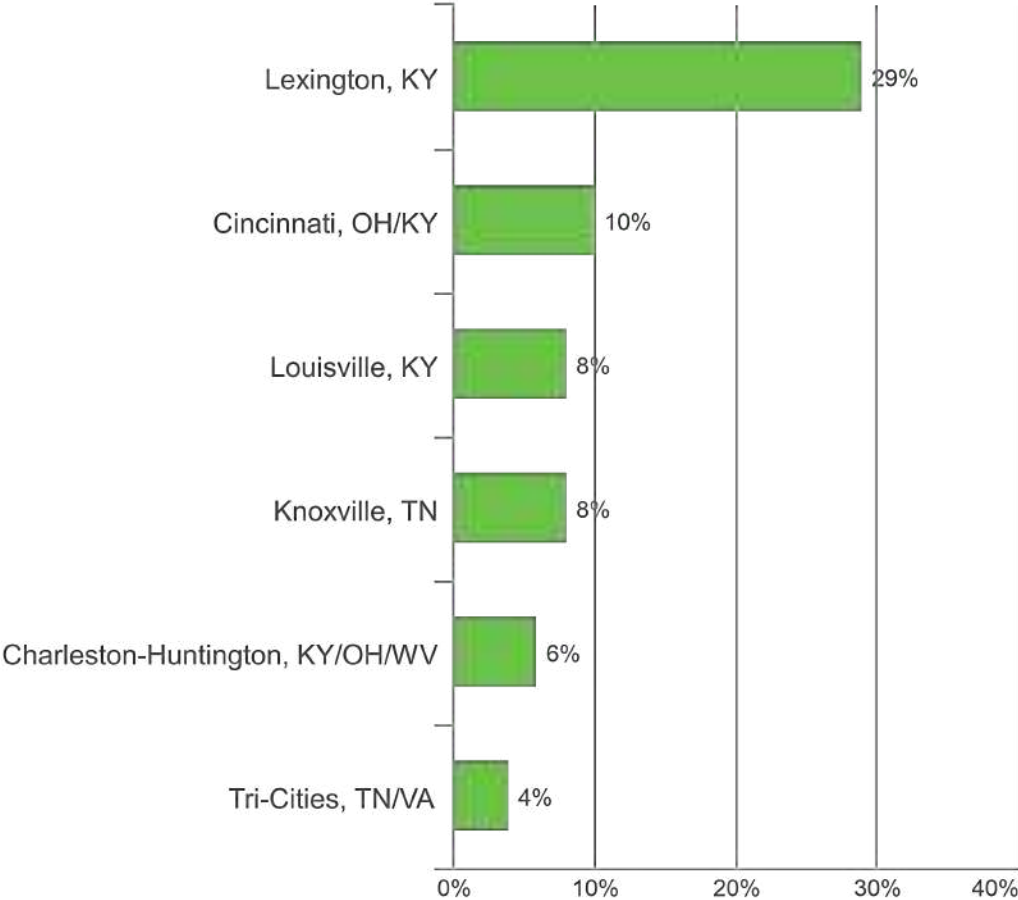


■ Visiting friends/relatives	41%
■ Marketable	50%
■ Business	5%
■ Business-leisure	4%

State Origin Of Trip



DMA Origin Of Trip



Size of Travel Party

Children Adults

Daniel Boone Country



Total
2.7

Average number of people

U.S. Norm

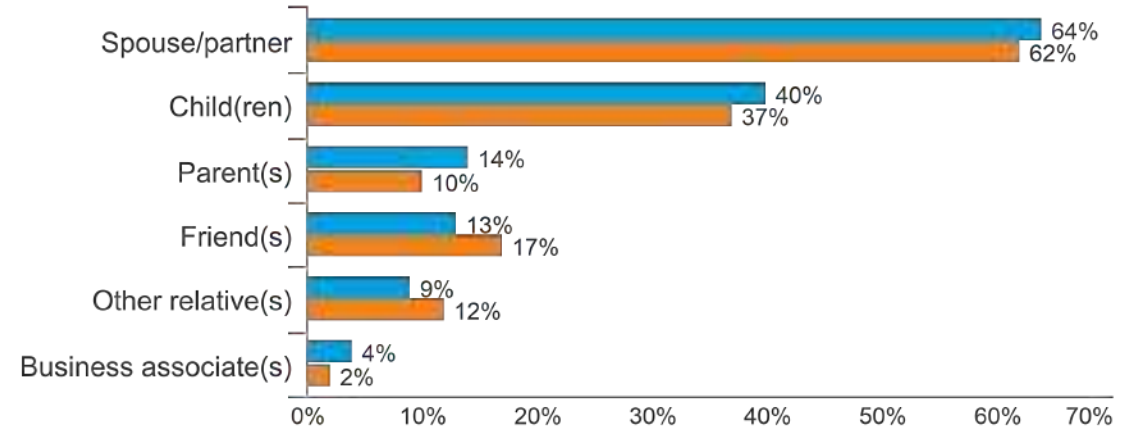


Total
2.6

Average number of people

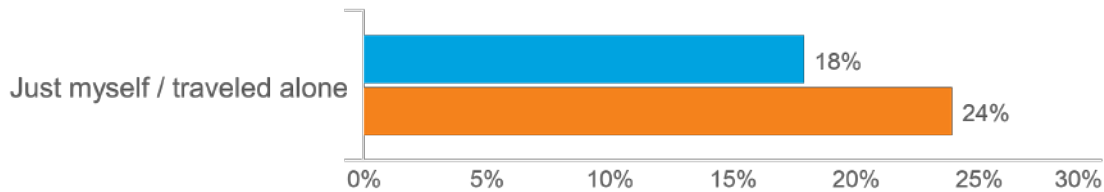
Composition of Immediate Travel Party

Daniel Boone Country U.S. Norm



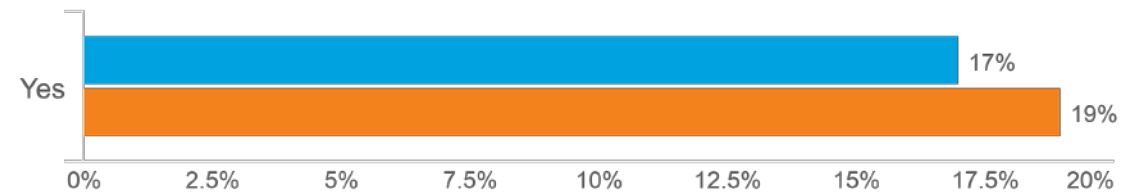
Percent Who Traveled Alone

Daniel Boone Country U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Daniel Boone Country U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: 34%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities









U.S. Norm: 11%

Activities and Experiences (Top 10)







	Daniel Boone Country	U.S. Norm
Shopping	21%	21%
Sightseeing	21%	13%
Hiking/backpacking	16%	5%
Landmark/historic site	15%	8%
National/state park	14%	5%
Attending celebration	13%	10%
Local parks/playgrounds	11%	6%
Nature tours/wildlife viewing/birding	9%	5%
Fishing	8%	4%
Museum	8%	7%

Shopping Types on Trip

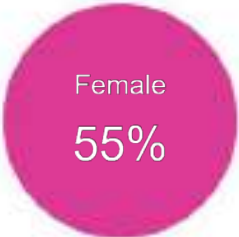
	Daniel Boone Country	U.S. Norm
 Big box stores (Walmart, Costco)	47%	29%
 Outlet/mall shopping	35%	48%
 Convenience/grocery shopping	33%	28%
 Souvenir shopping	31%	26%
 Antiquing	15%	12%
 Boutique shopping	14%	23%

Base: 2021/2022 Day Person-Trips that included Shopping

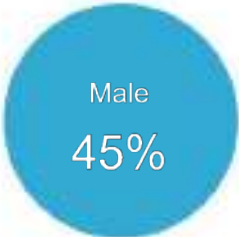
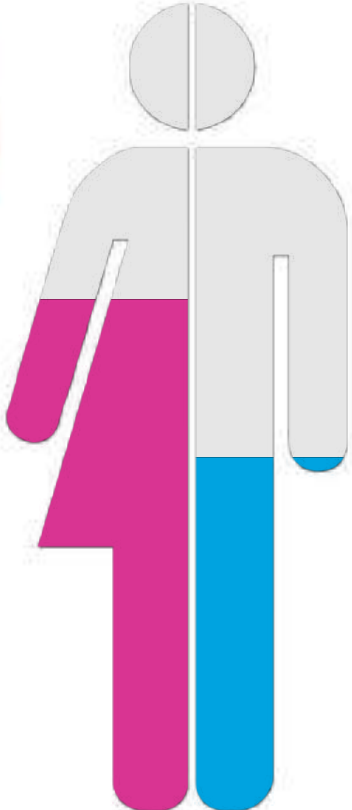
Dining Types on Trip

	Daniel Boone Country	U.S. Norm
 Unique/local food	37%	38%
 Picnicking	22%	12%
 Street food/food trucks	16%	19%
 Fine/upscale dining	13%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	12%	13%
 Gastropubs	4%	7%

Gender

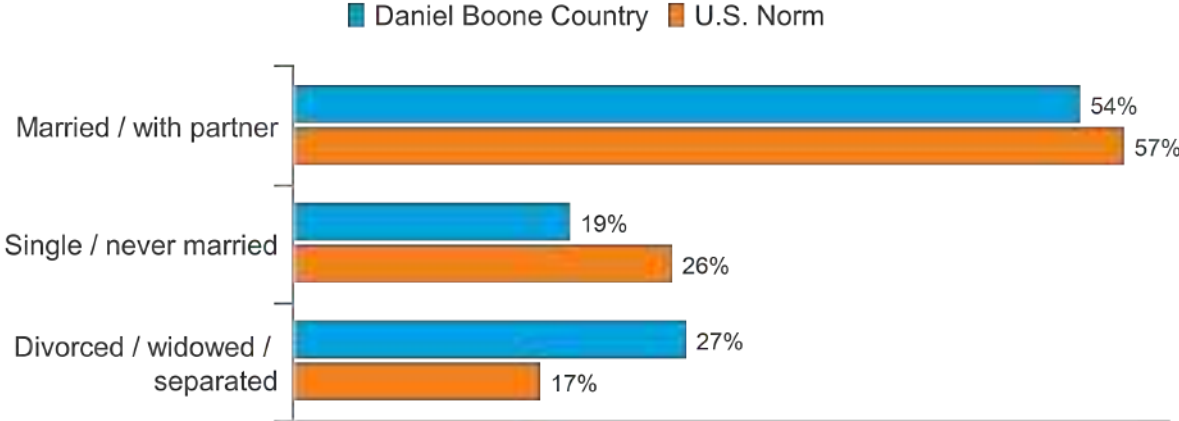


U.S. Norm
50%

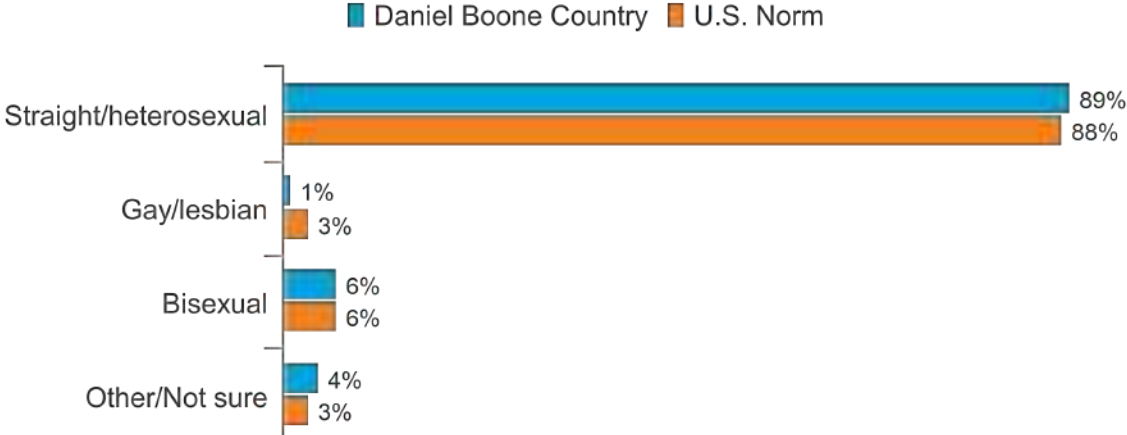


U.S. Norm
50%

Marital Status



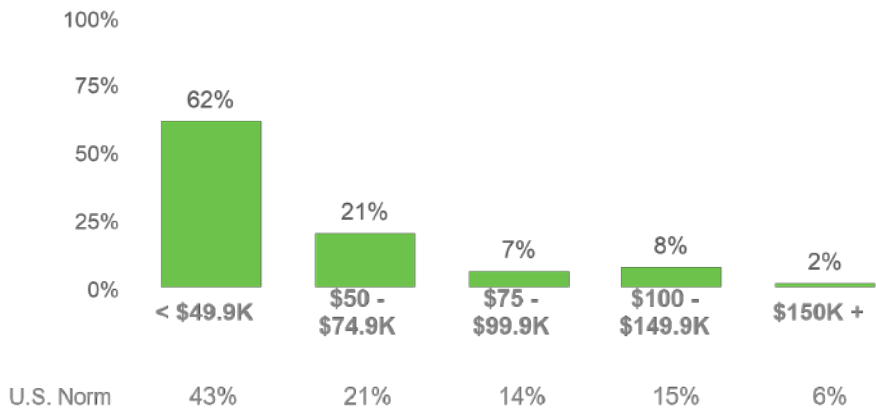
Sexual Orientation



Demographic Profile of Day Daniel Boone Country Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Daniel Boone Country



Average Age
44.2

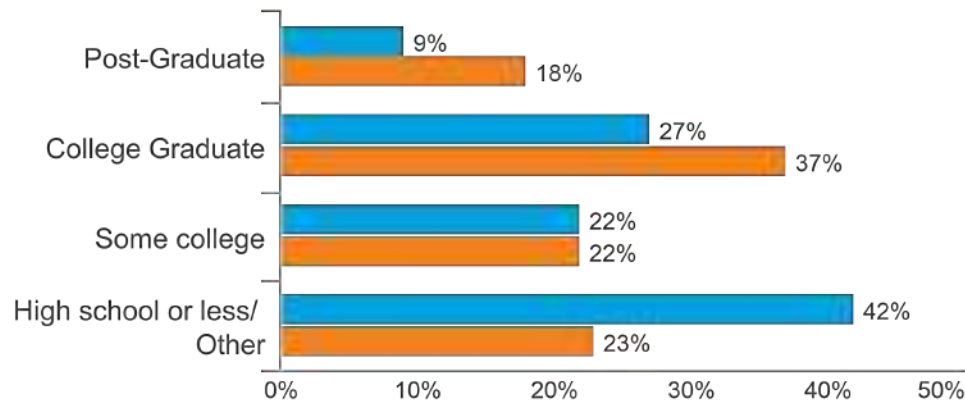
U.S. Norm



Average Age
46.1

Educational Attainment

Daniel Boone Country U.S. Norm



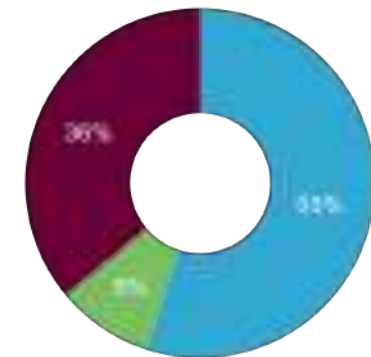
Employment

Full time / self-employed Part time Retired / not employed / other

Daniel Boone Country



U.S. Norm

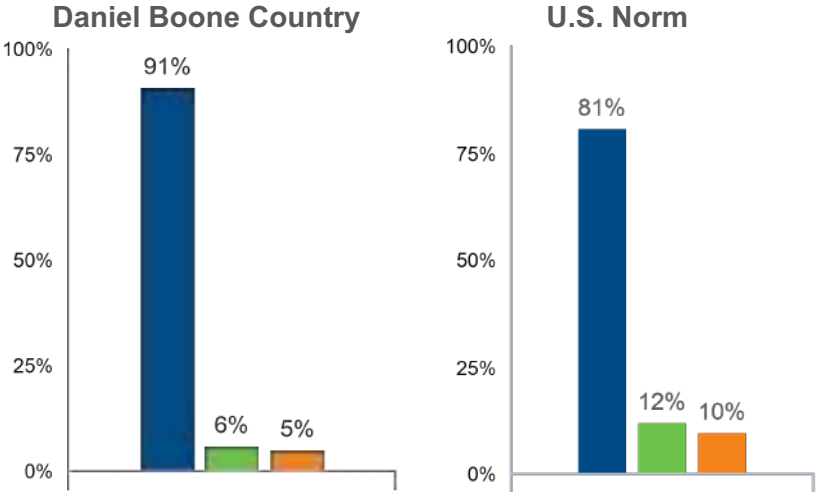


Demographic Profile of Day Daniel Boone Country Visitors

Base: 2021/2022 Day Person-Trips

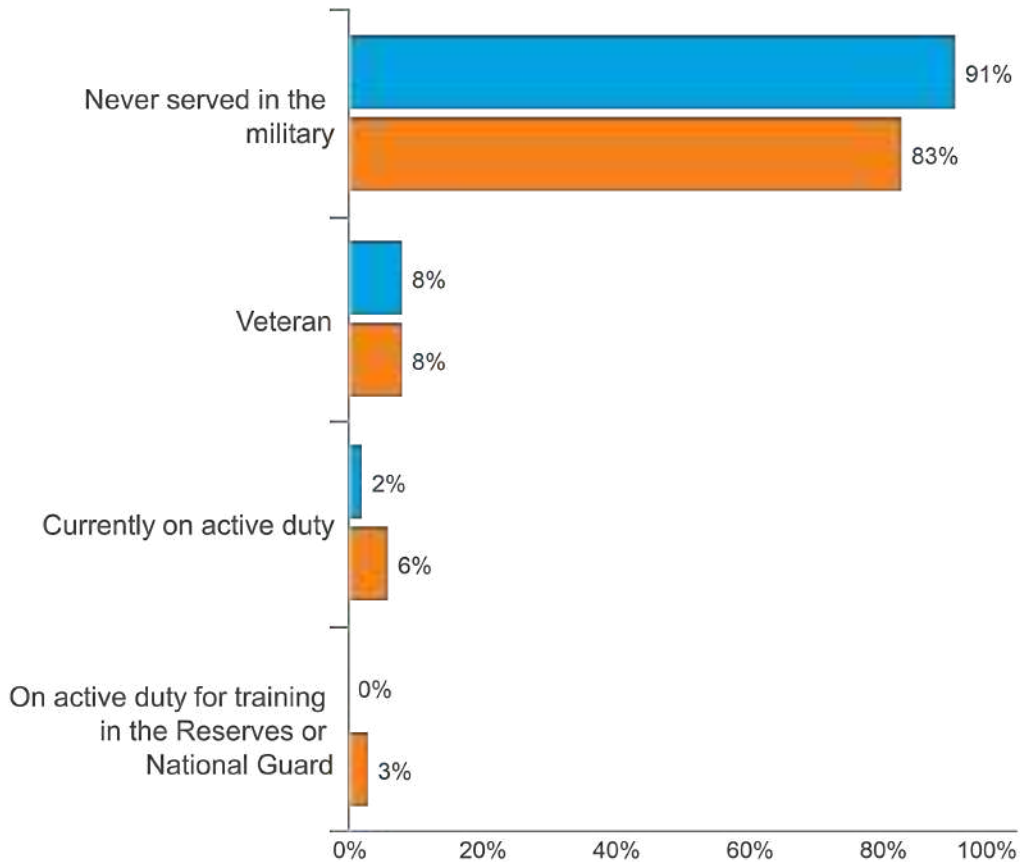
Race

White African-American Other



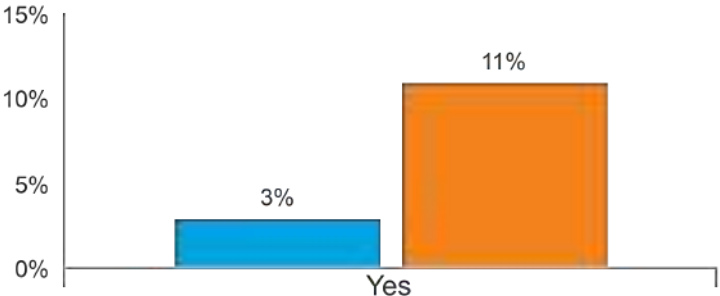
Military Status

Daniel Boone Country U.S. Norm



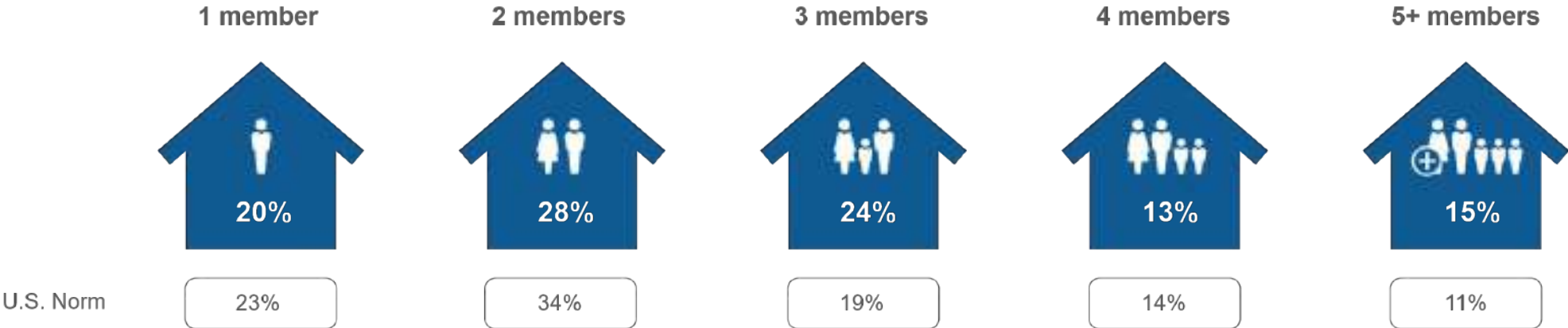
Hispanic Background

Daniel Boone Country U.S. Norm

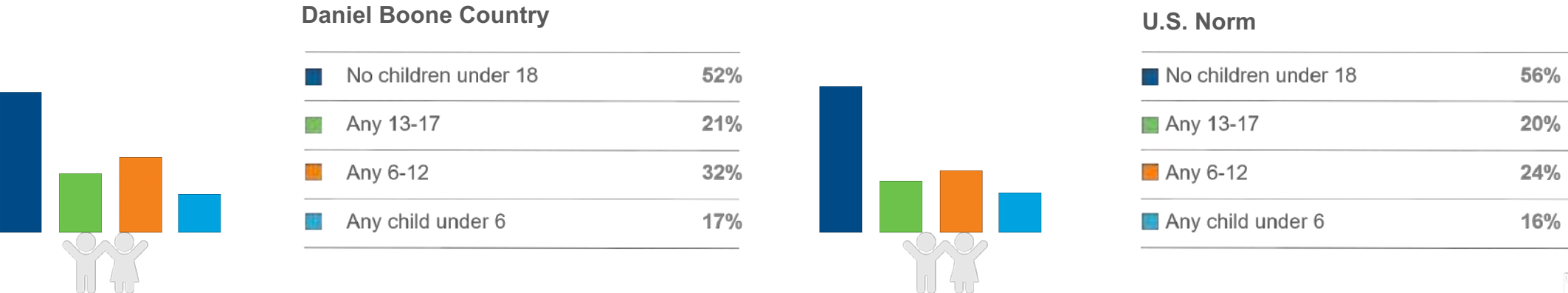


Question added in 2022, data is for 2022 only

Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Southern Shorelines

2021/2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 2021/2022:



Day Base Size












223

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

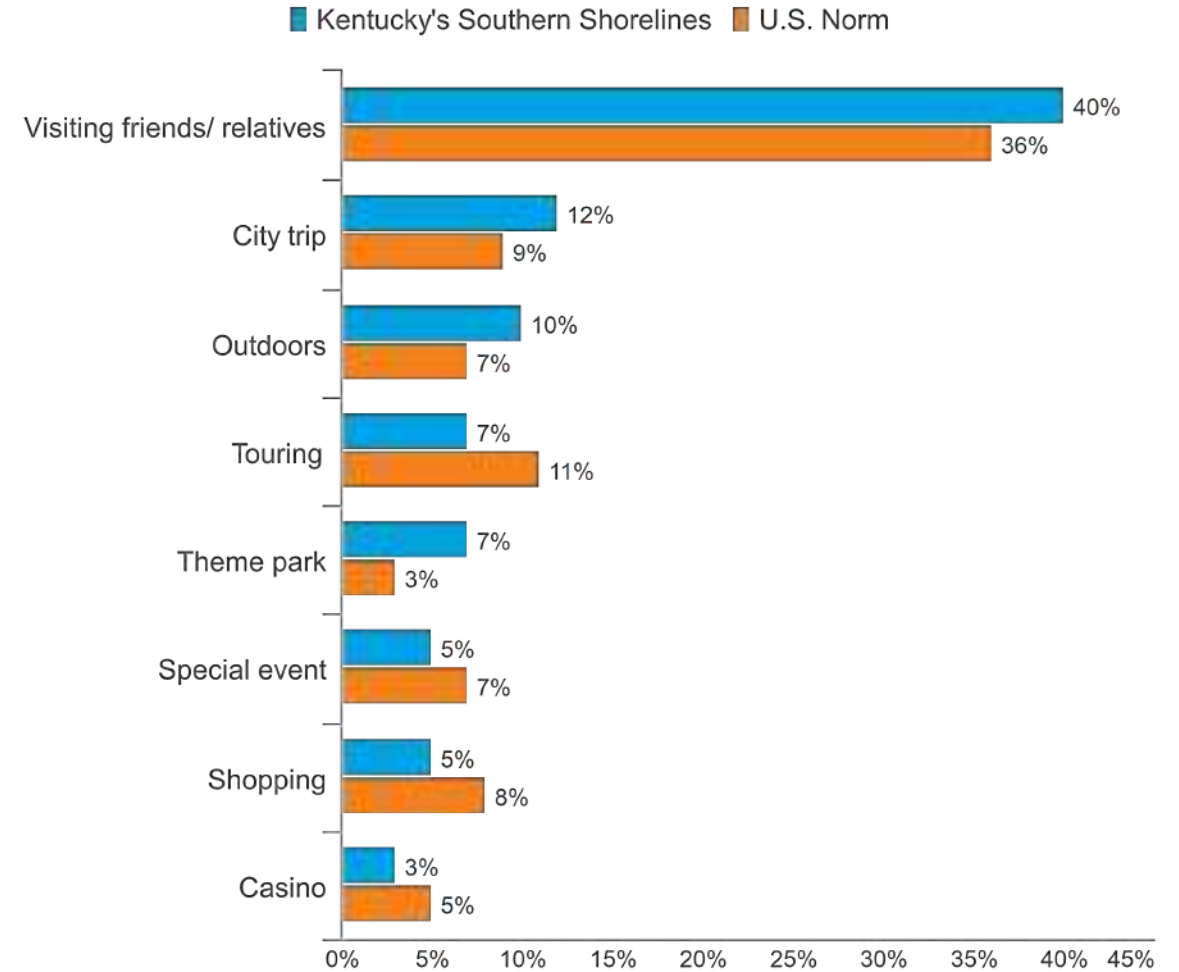
Kentucky's Southern Shorelines' Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

Main Purpose of Trip

 40% Visiting friends/ relatives	
 12% City trip	 1% Conference/ Convention
 10% Outdoors	
 7% Touring	 3% Other business trip
 7% Theme park	
 5% Special event	
 5% Shopping	 2% Business-Leisure
 3% Casino	

Main Purpose of Leisure Trip



2022 U.S. Day Trips



■ Visiting friends/relatives	36%
■ Marketable	56%
■ Business	5%
■ Business-leisure	3%

Kentucky's Southern Shorelines Day Trips

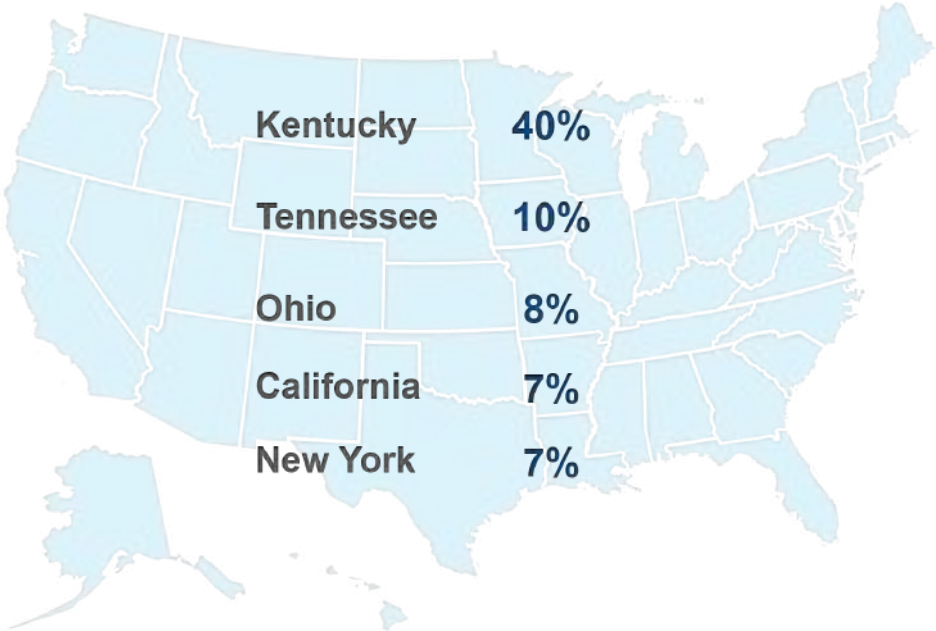


■ Visiting friends/relatives	40%
■ Marketable	53%
■ Business	4%
■ Business-leisure	2%

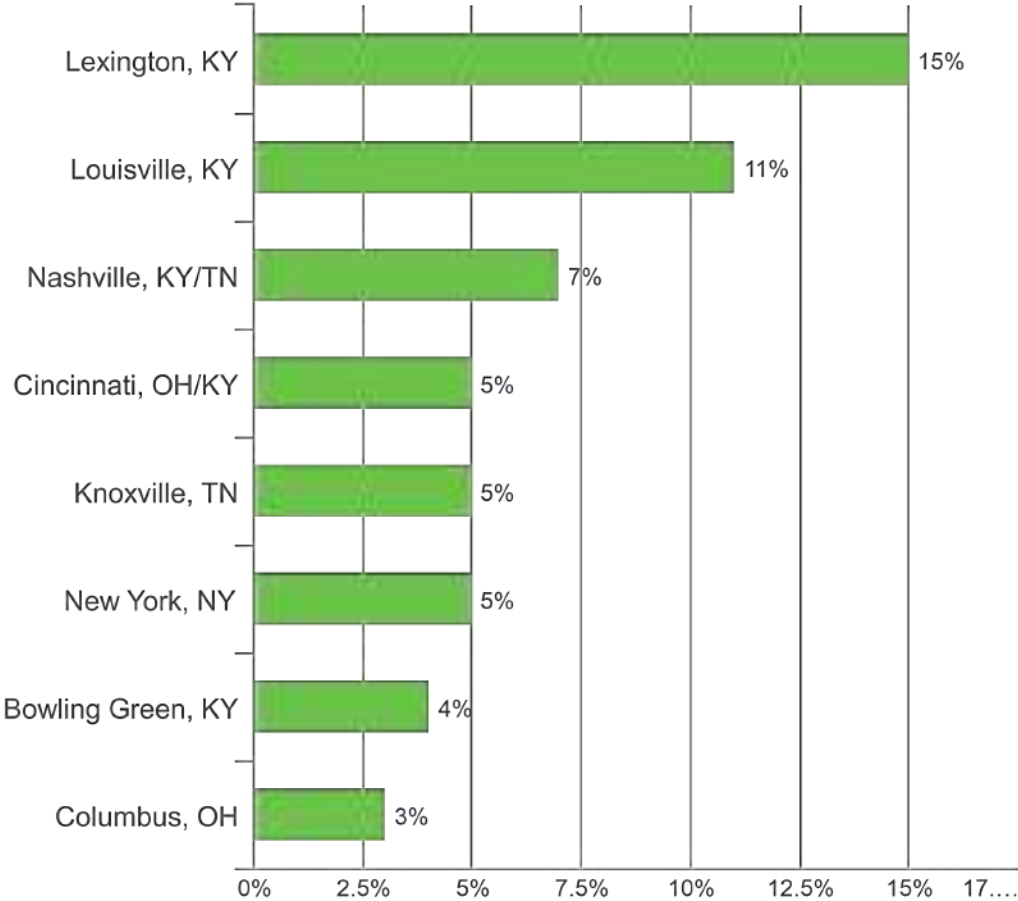
Kentucky's Southern Shorelines' Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip



Kentucky's Southern Shorelines' Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

Size of Travel Party

Children Adults

Kentucky's Southern Shorelines



Average number of people

Total
2.9

U.S. Norm

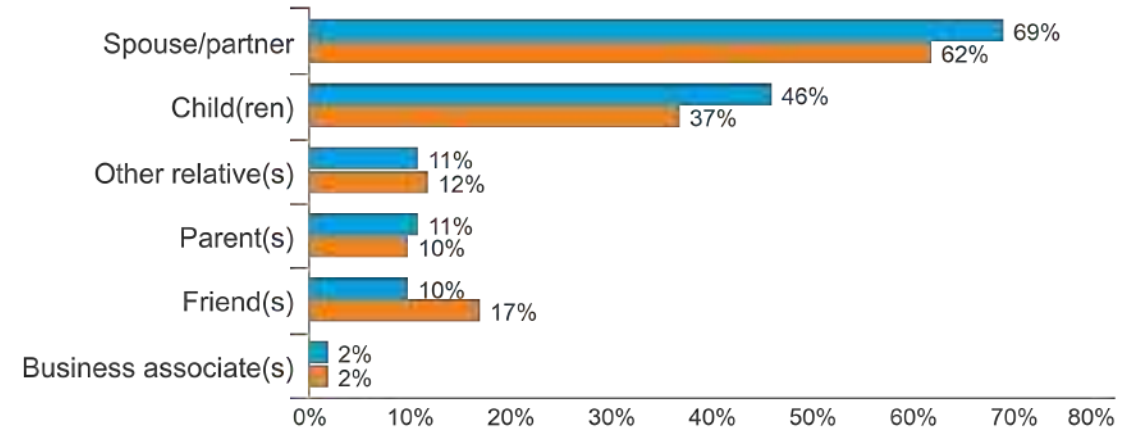


Average number of people

Total
2.6

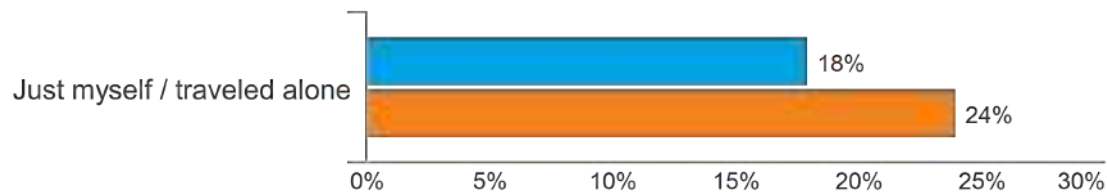
Composition of Immediate Travel Party

Kentucky's Southern Shorelines U.S. Norm



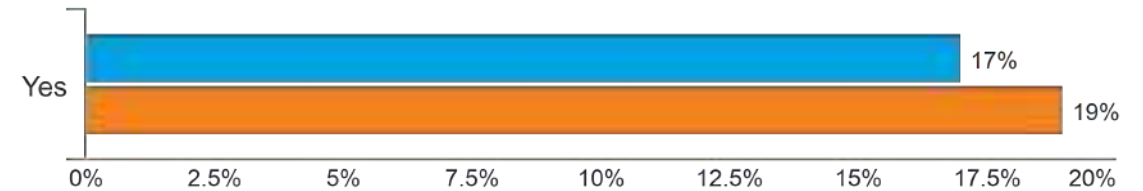
Percent Who Traveled Alone

Kentucky's Southern Shorelines U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Kentucky's Southern Shorelines U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: 34%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities



U.S. Norm: 11%

Activities and Experiences (Top 10)







	Kentucky's Southern Shorelines	U.S. Norm
Sightseeing	21%	13%
Shopping	20%	21%
Attending celebration	14%	10%
Fishing	12%	4%
Swimming	12%	6%
Landmark/historic site	10%	8%
Local parks/playgrounds	10%	6%
Hiking/backpacking	10%	5%
Business meeting	9%	6%
Golf	9%	3%

Shopping Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Outlet/mall shopping	60%	48%
 Big box stores (Walmart, Costco)	37%	29%
 Convenience/grocery shopping	33%	28%
 Souvenir shopping	27%	26%
 Boutique shopping	26%	23%
 Antiquing	8%	12%

Base: 2021/2022 Day Person-Trips that included Shopping

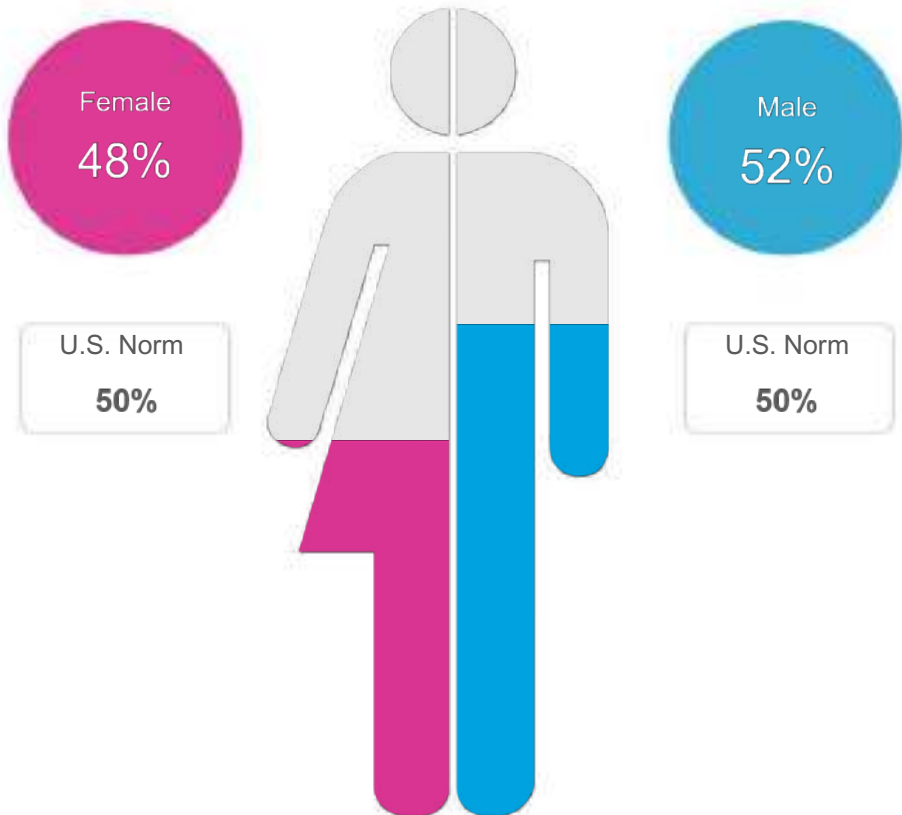
Dining Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Unique/local food	41%	38%
 Street food/food trucks	25%	19%
 Picnicking	23%	12%
 Food delivery service (UberEATS, DoorDash, etc.)	22%	13%
 Fine/upscale dining	20%	15%
 Gastropubs	6%	7%

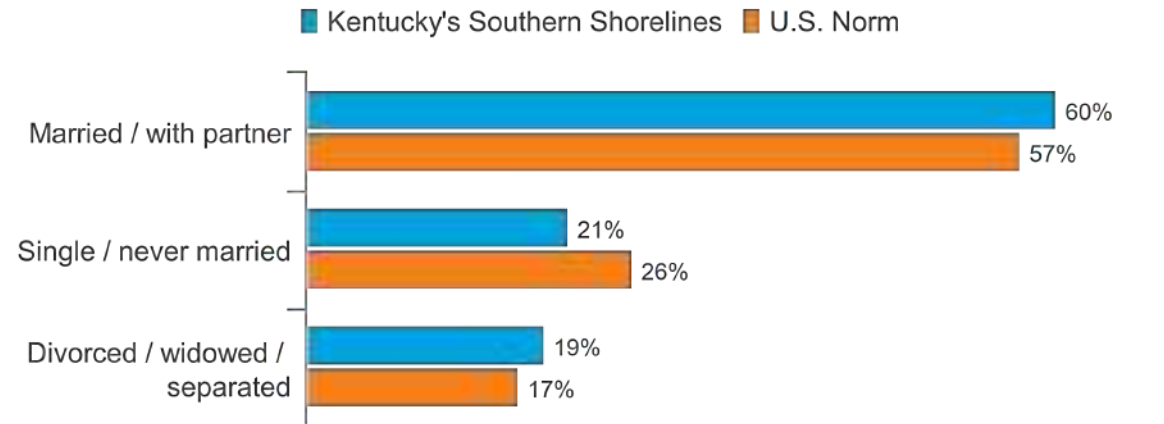
Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2021/2022 Day Person-Trips

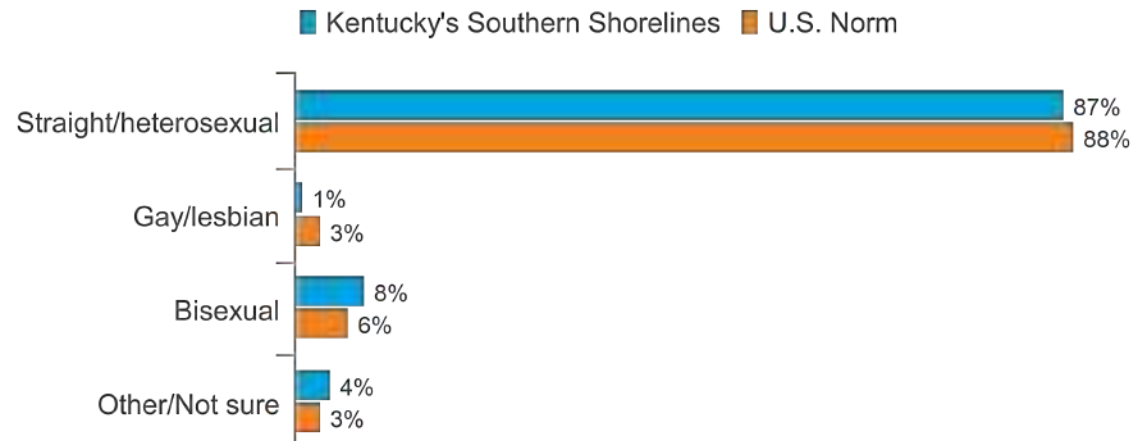
Gender



Marital Status



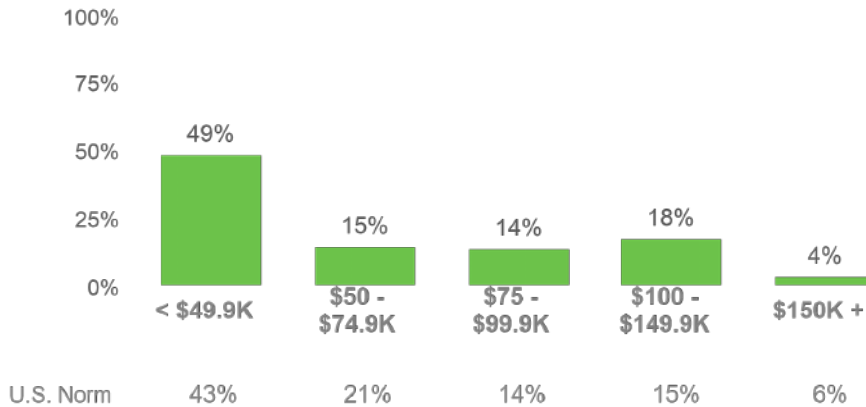
Sexual Orientation



Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Kentucky's Southern Shorelines



Average Age
40.2

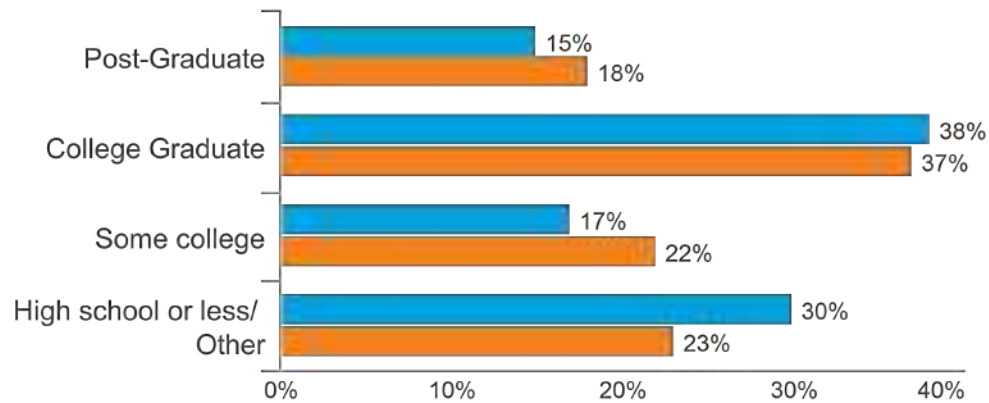
U.S. Norm



Average Age
46.1

Educational Attainment

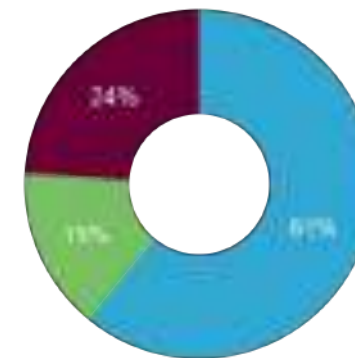
Kentucky's Southern Shorelines U.S. Norm



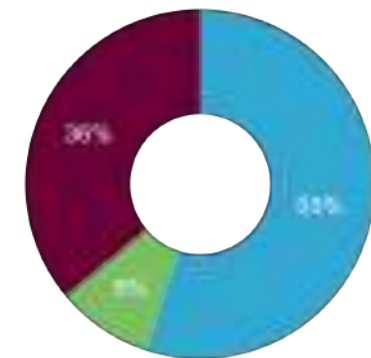
Employment

Full time / self-employed Part time Retired / not employed / other

Kentucky's Southern Shorelines



U.S. Norm

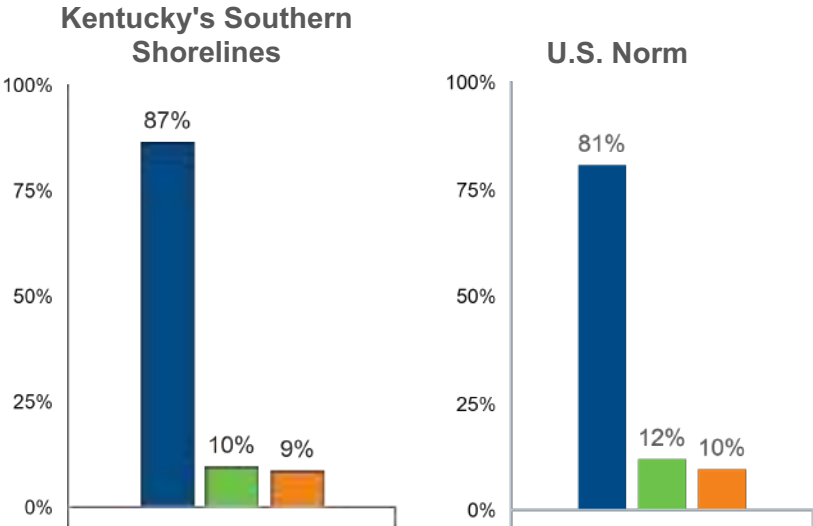


Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2021/2022 Day Person-Trips

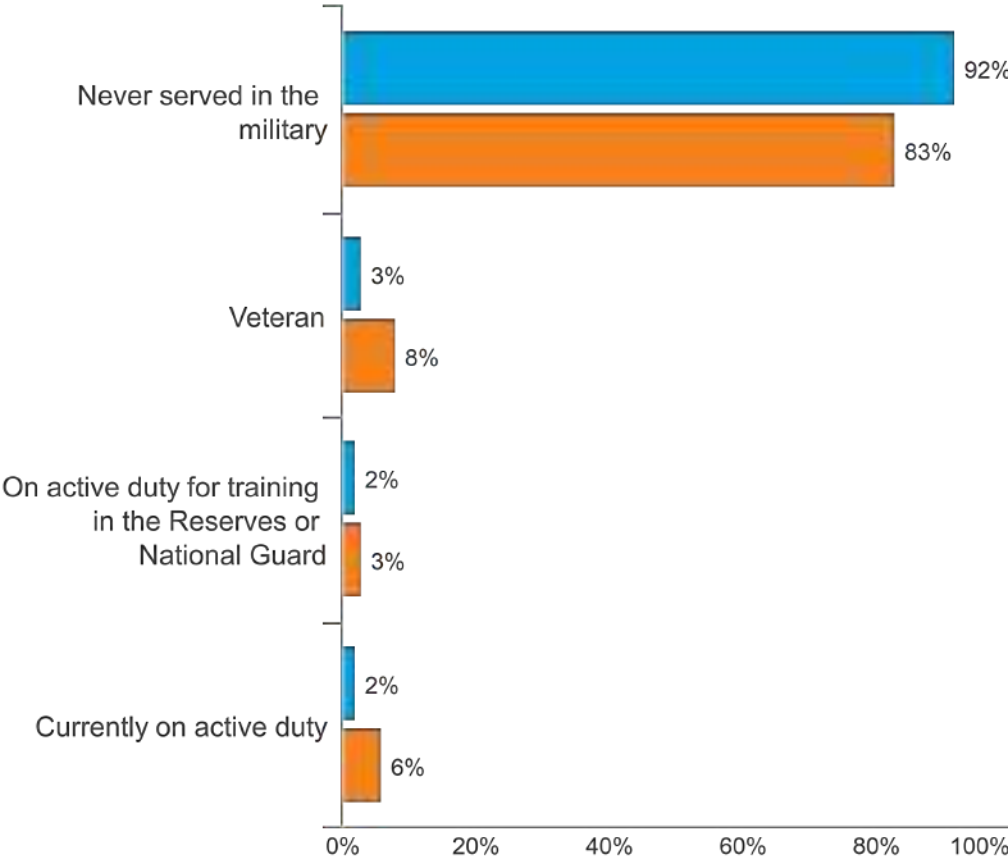
Race

White African-American Other



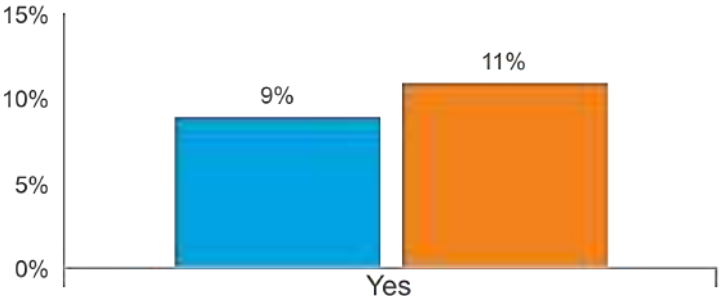
Military Status

Kentucky's Southern Shorelines U.S. Norm



Hispanic Background

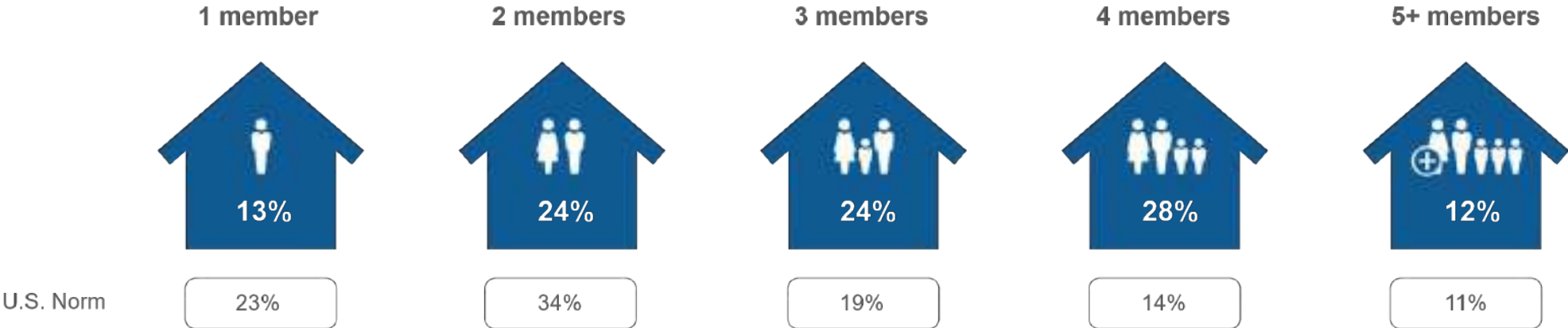
Kentucky's Southern Shorelines U.S. Norm



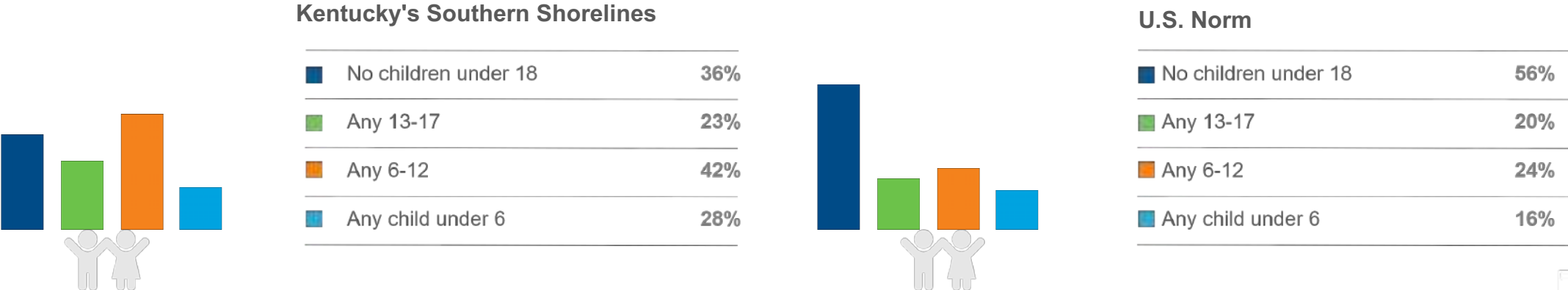
Question added in 2022, data is for 2022 only



Household Size



Children in Household





Travel USA Visitor Profile

Caves, Lakes & Corvettes

2021/2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 2021/2022:



Day Base Size












377

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

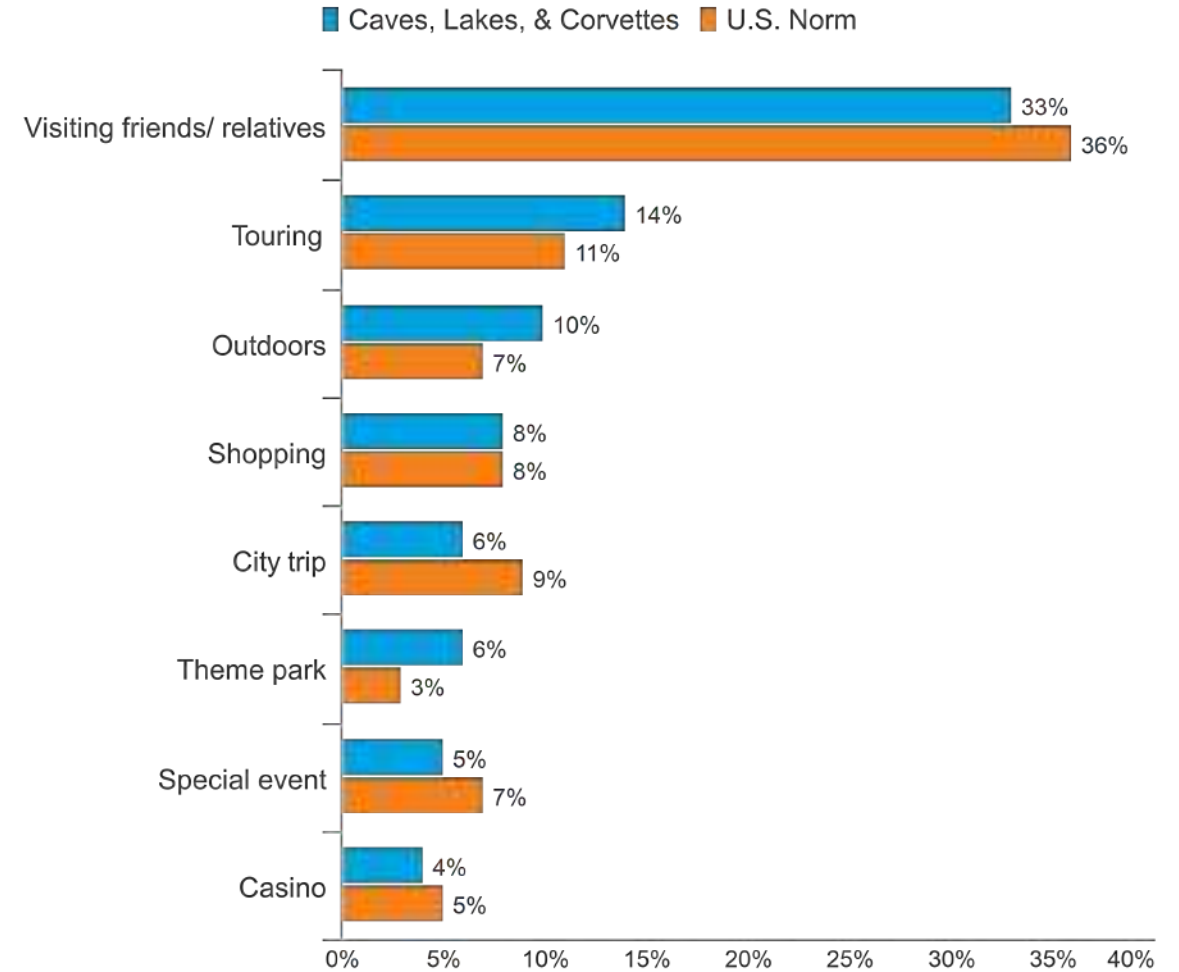
Caves, Lakes, & Corvettes' Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

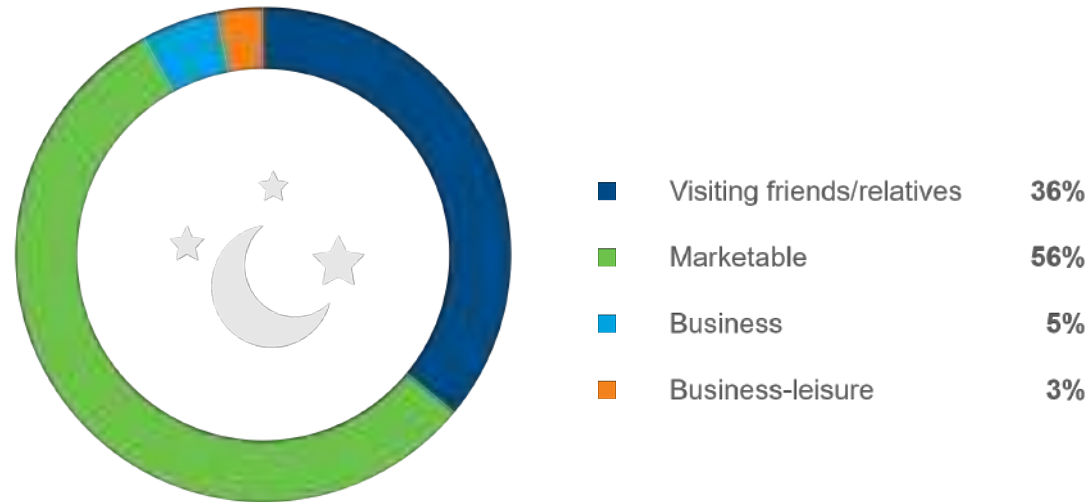
Main Purpose of Trip

 33% Visiting friends/ relatives	
 14% Touring	 2% Conference/ Convention
 10% Outdoors	
 8% Shopping	
 6% City trip	 5% Other business trip
 6% Theme park	
 5% Special event	 5% Business-Leisure
 4% Casino	

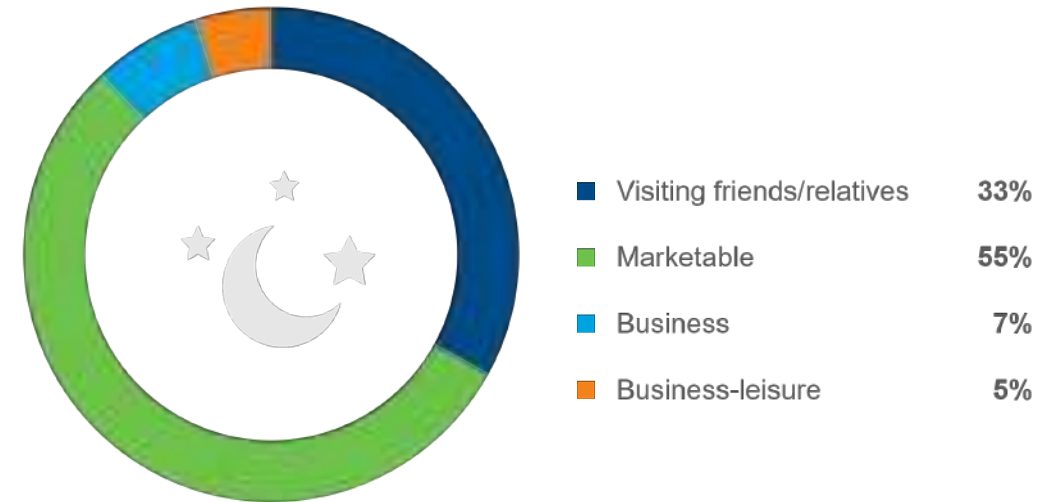
Main Purpose of Leisure Trip



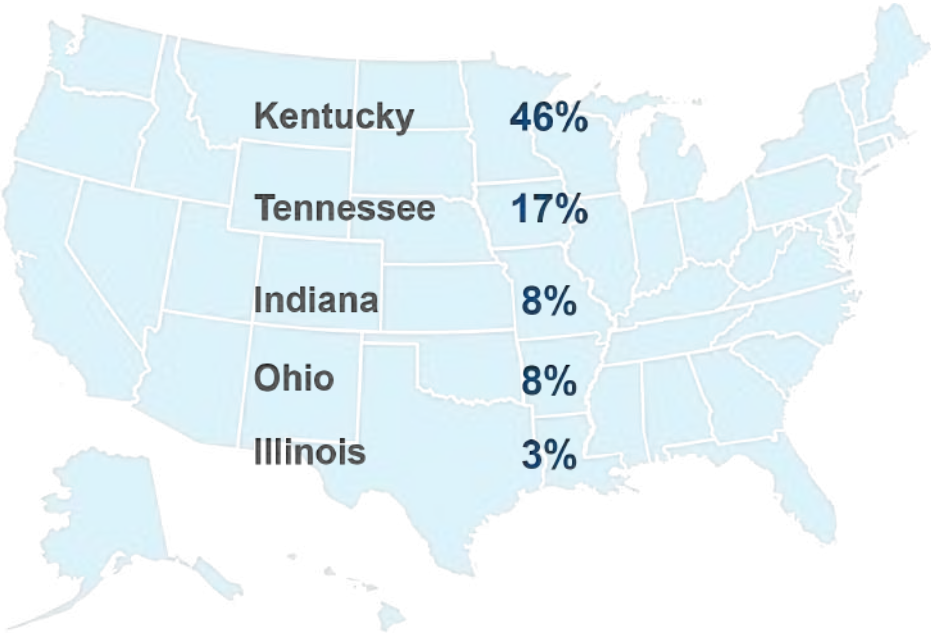
2022 U.S. Day Trips



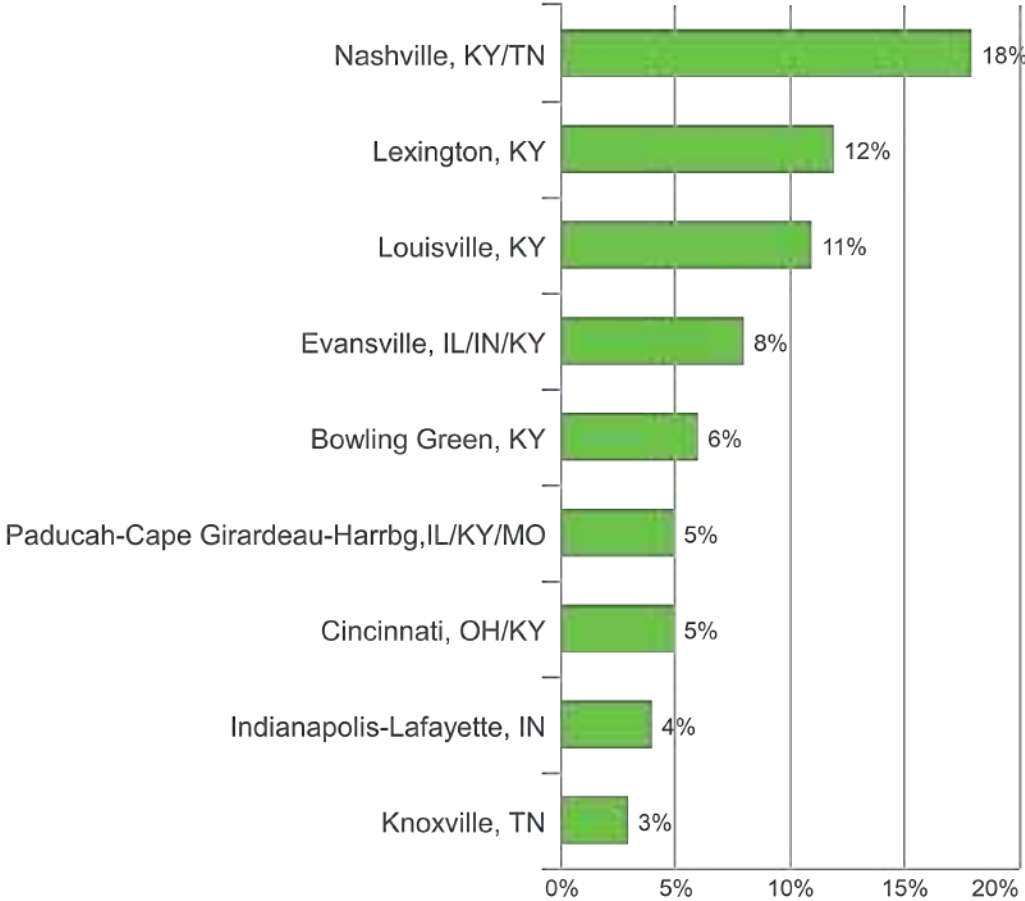
Caves, Lakes, & Corvettes Day Trips



State Origin Of Trip



DMA Origin Of Trip



Size of Travel Party

Children Adults

Caves, Lakes, & Corvettes



Average number of people

Total
2.9

U.S. Norm

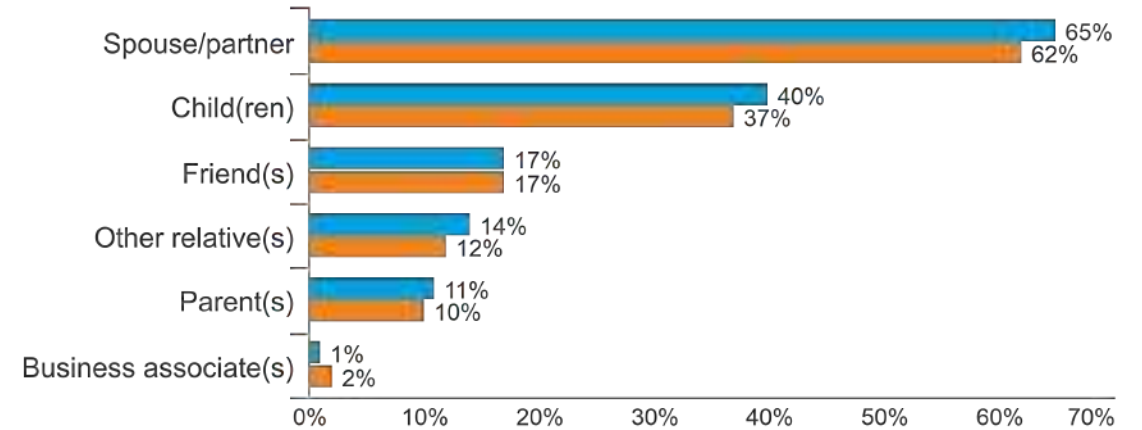


Average number of people

Total
2.6

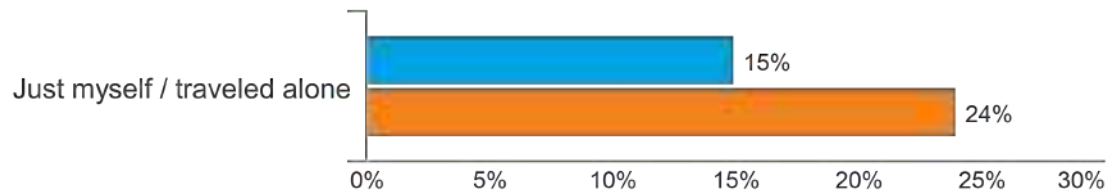
Composition of Immediate Travel Party

Caves, Lakes, & Corvettes U.S. Norm



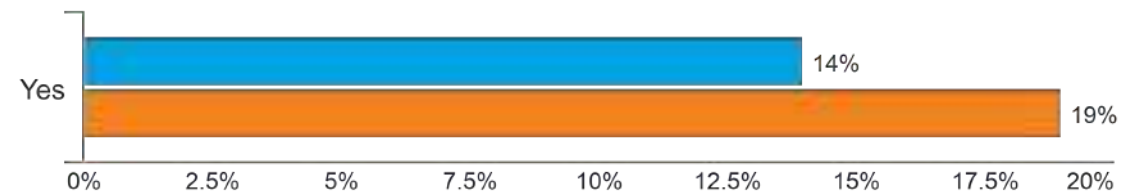
Percent Who Traveled Alone

Caves, Lakes, & Corvettes U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Caves, Lakes, & Corvettes U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: 34%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities



U.S. Norm: 11%

Activities and Experiences (Top 10)







	Caves, Lakes, & Corvettes	U.S. Norm
Shopping	27%	21%
Sightseeing	22%	13%
Landmark/historic site	14%	8%
National/state park	13%	5%
Hiking/backpacking	12%	5%
Fishing	11%	4%
Attending celebration	10%	10%
Museum	8%	7%
Nature tours/wildlife viewing/birding	8%	5%
Local parks/playgrounds	8%	6%

Shopping Types on Trip

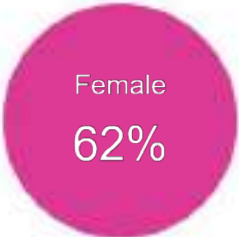
	Caves, Lakes, & Corvettes	U.S. Norm
 Outlet/mall shopping	50%	48%
 Big box stores (Walmart, Costco)	40%	29%
 Souvenir shopping	33%	26%
 Convenience/grocery shopping	29%	28%
 Boutique shopping	18%	23%
 Antiquing	12%	12%

Base: 2021/2022 Day Person-Trips that included Shopping

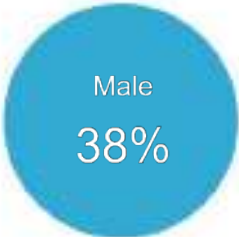
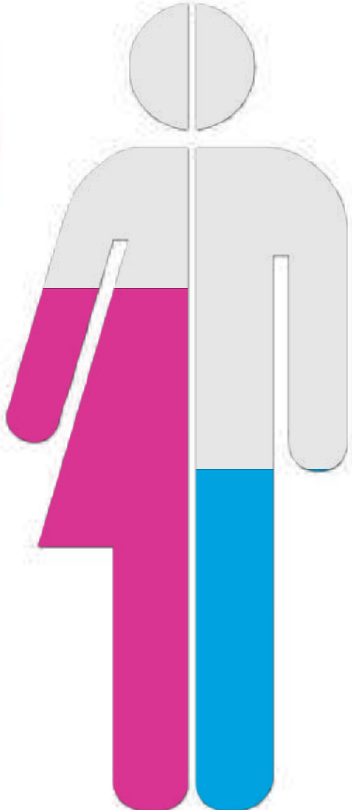
Dining Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Unique/local food	40%	38%
 Picnicking	23%	12%
 Street food/food trucks	15%	19%
 Fine/upscale dining	14%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	12%	13%
 Gastropubs	4%	7%

Gender

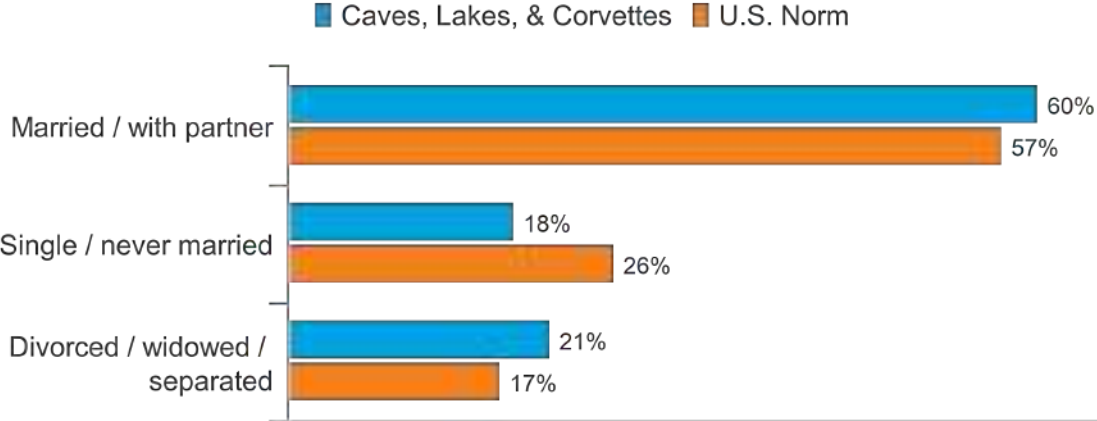


U.S. Norm
50%

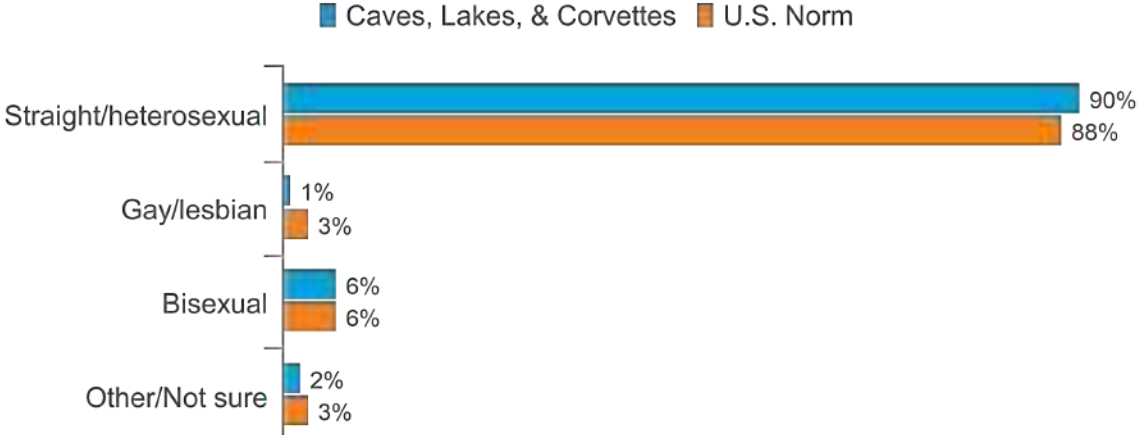


U.S. Norm
50%

Marital Status



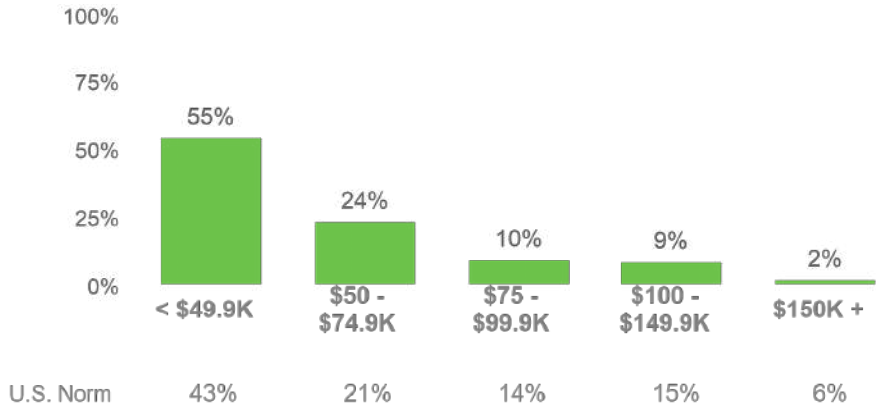
Sexual Orientation



Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Caves, Lakes, & Corvettes



Average Age
45.3

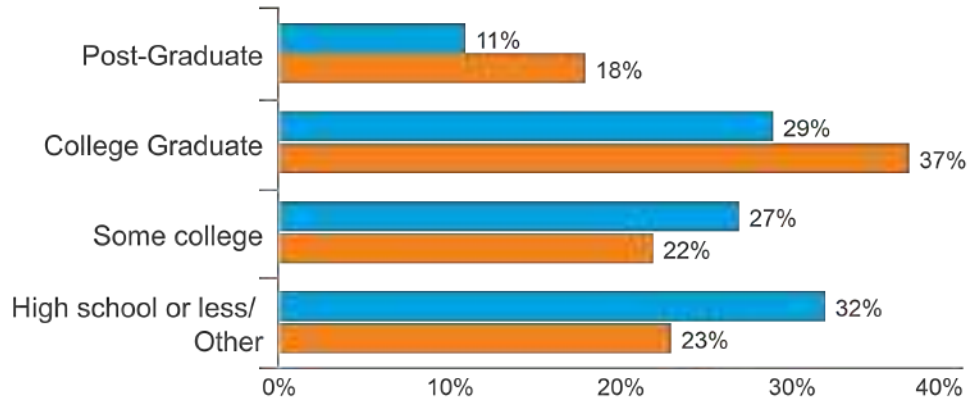
U.S. Norm



Average Age
46.1

Educational Attainment

Caves, Lakes, & Corvettes U.S. Norm



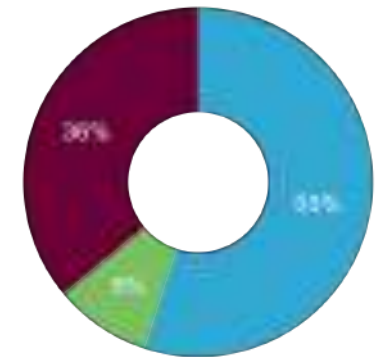
Employment

Full time / self-employed Part time Retired / not employed / other

Caves, Lakes, & Corvettes



U.S. Norm

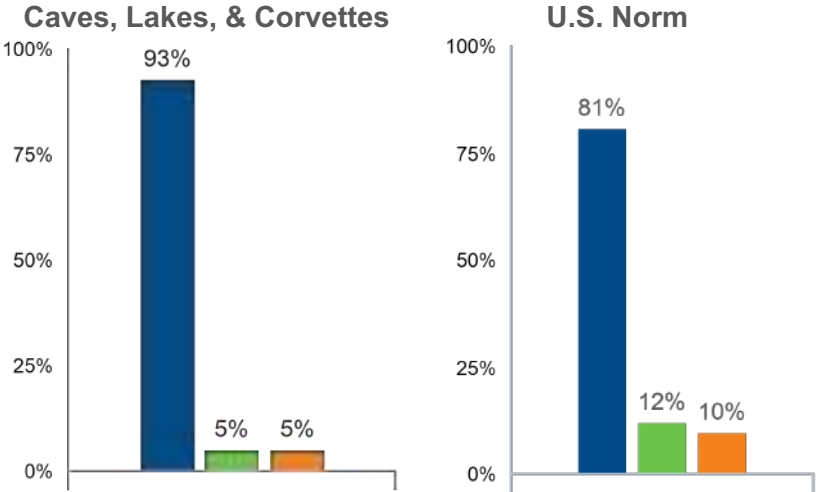


Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2021/2022 Day Person-Trips

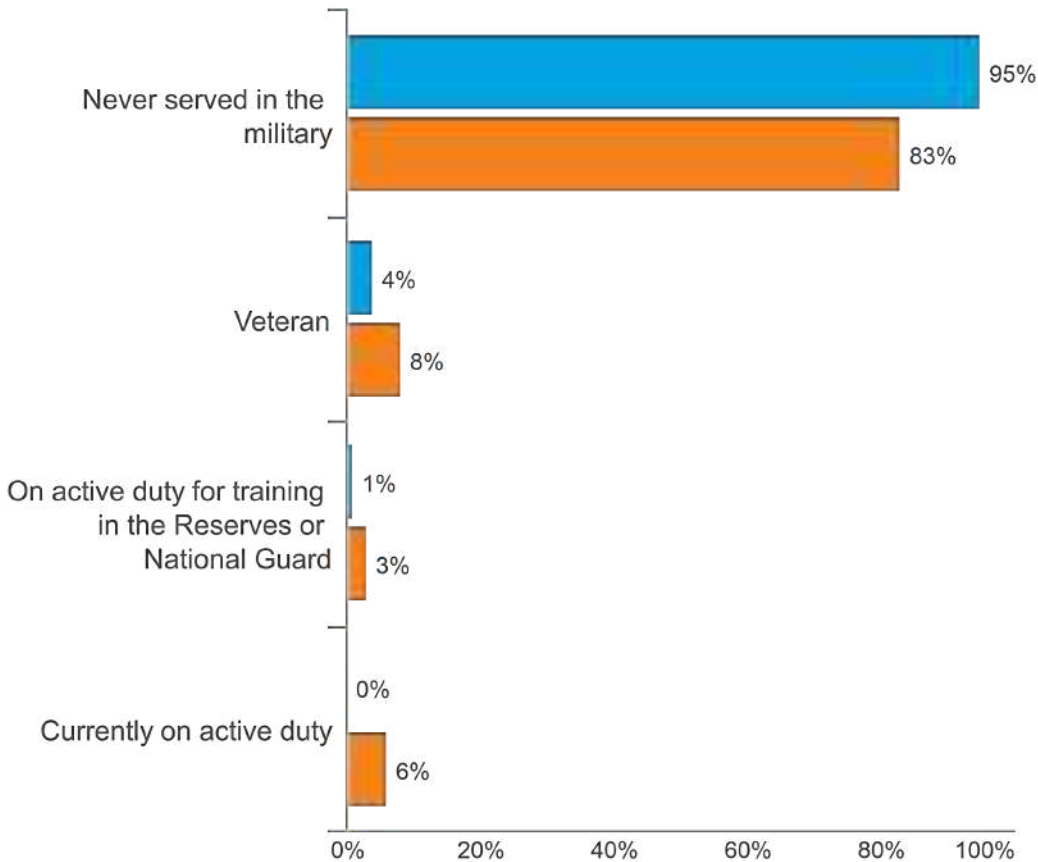
Race

White African-American Other



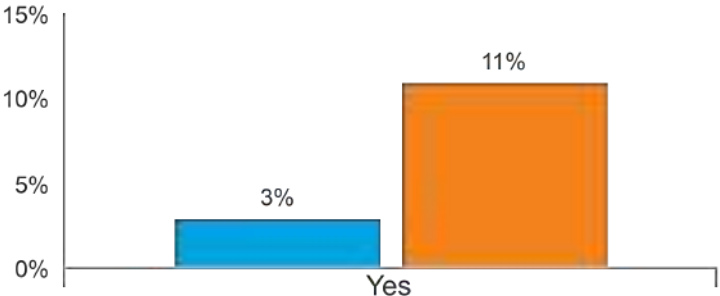
Military Status

Caves, Lakes, & Corvettes U.S. Norm



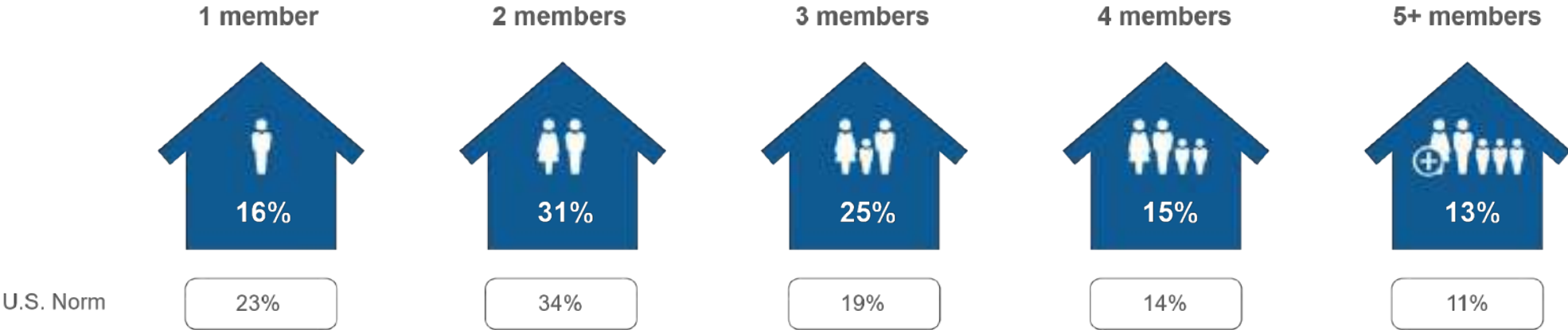
Hispanic Background

Caves, Lakes, & Corvettes U.S. Norm

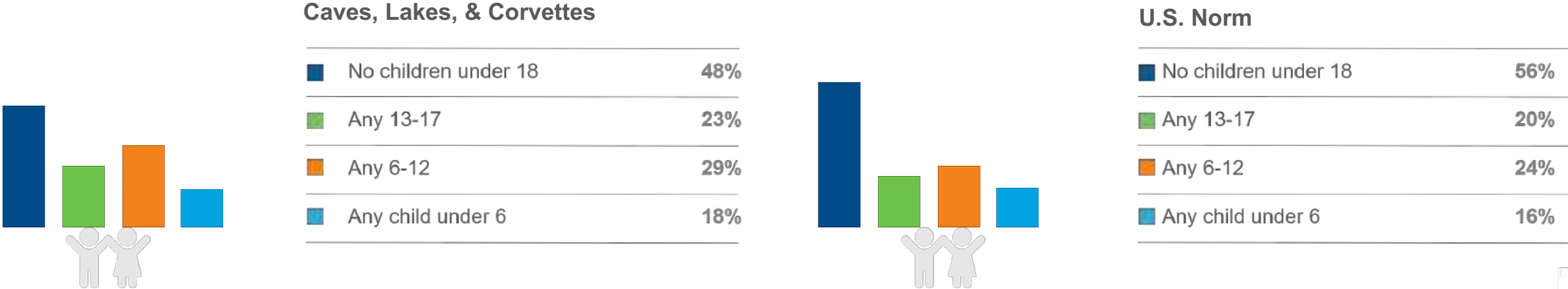


Question added in 2022, data is for 2022 only

Household Size



Children in Household





Travel USA Visitor Profile

Western Waterlands

2021/2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 2021/2022:



Day Base Size

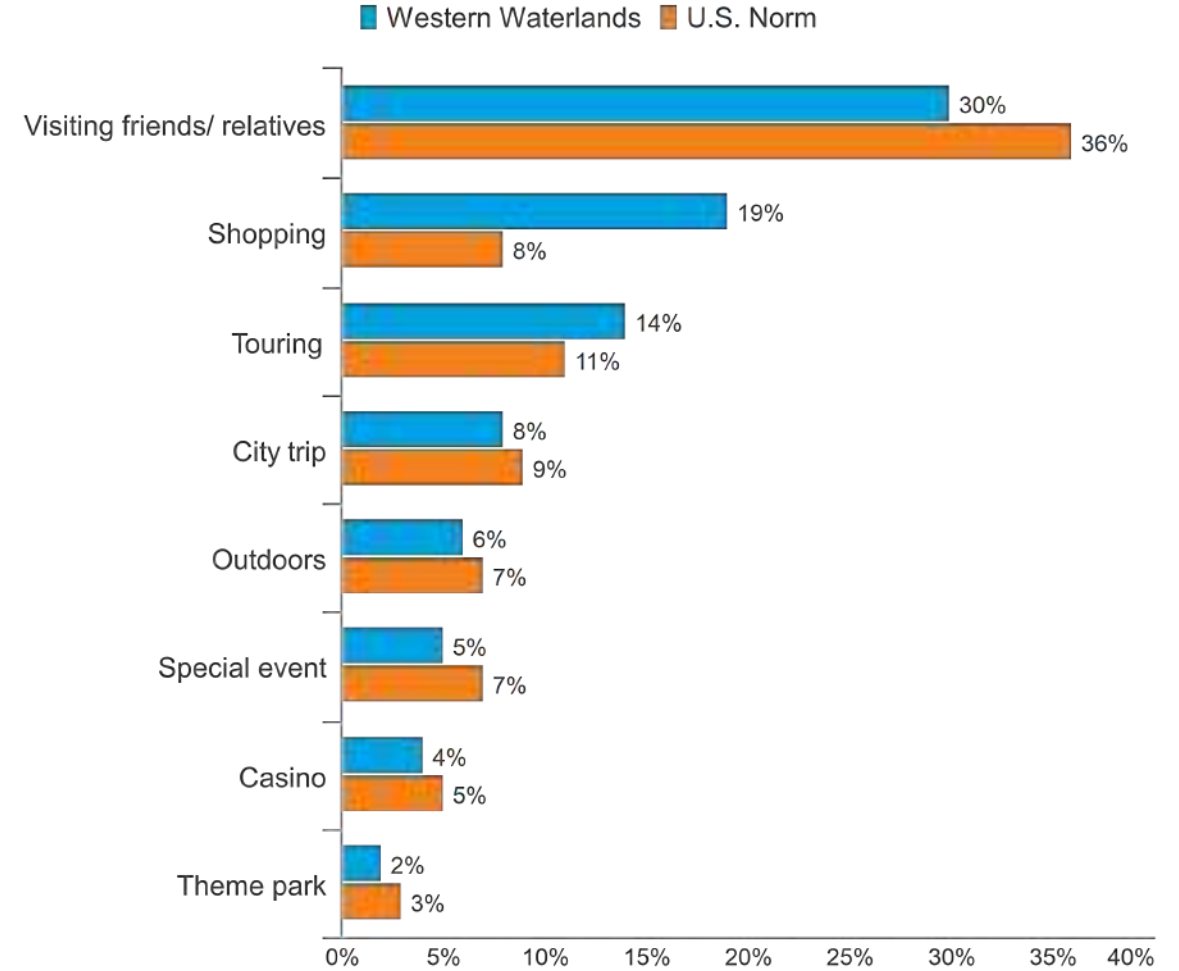
233

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

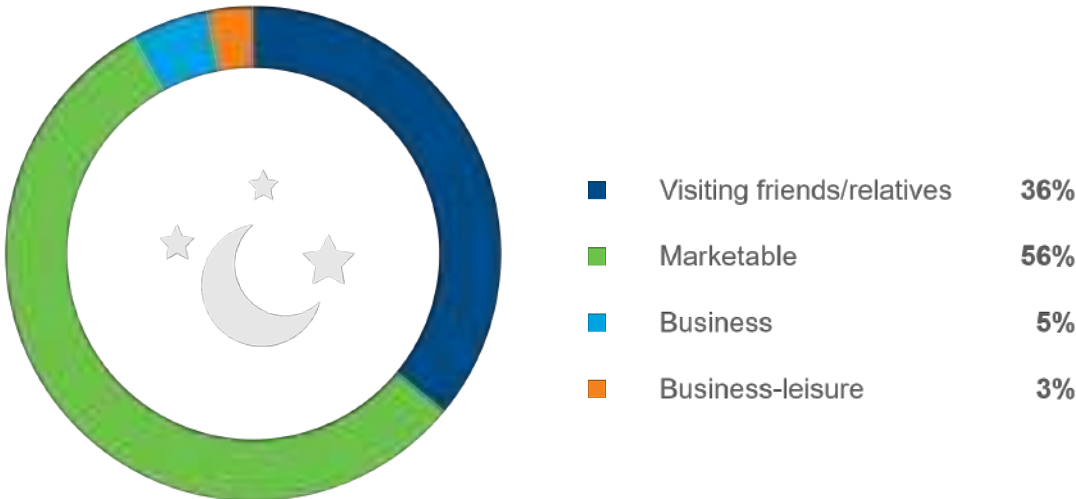
Main Purpose of Trip



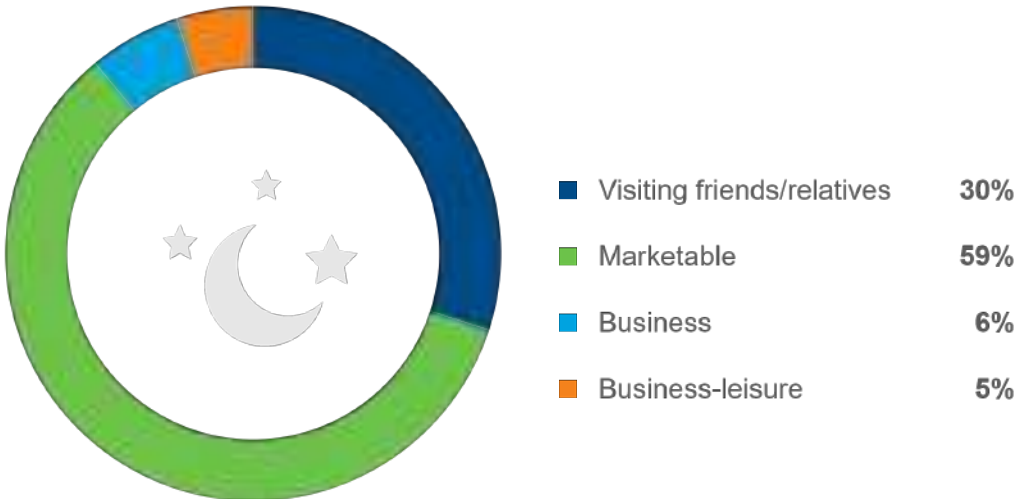
Main Purpose of Leisure Trip



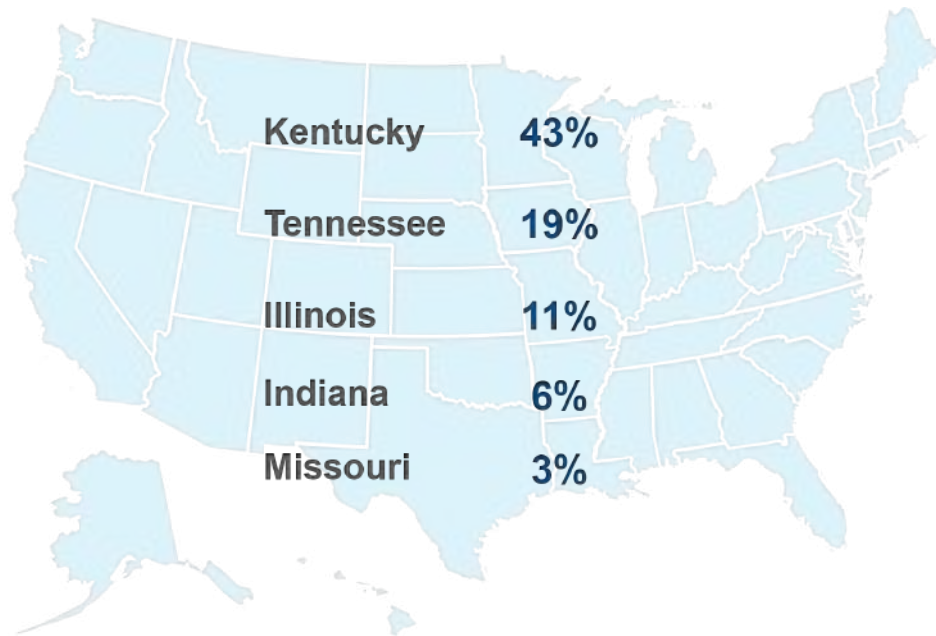
2022 U.S. Day Trips



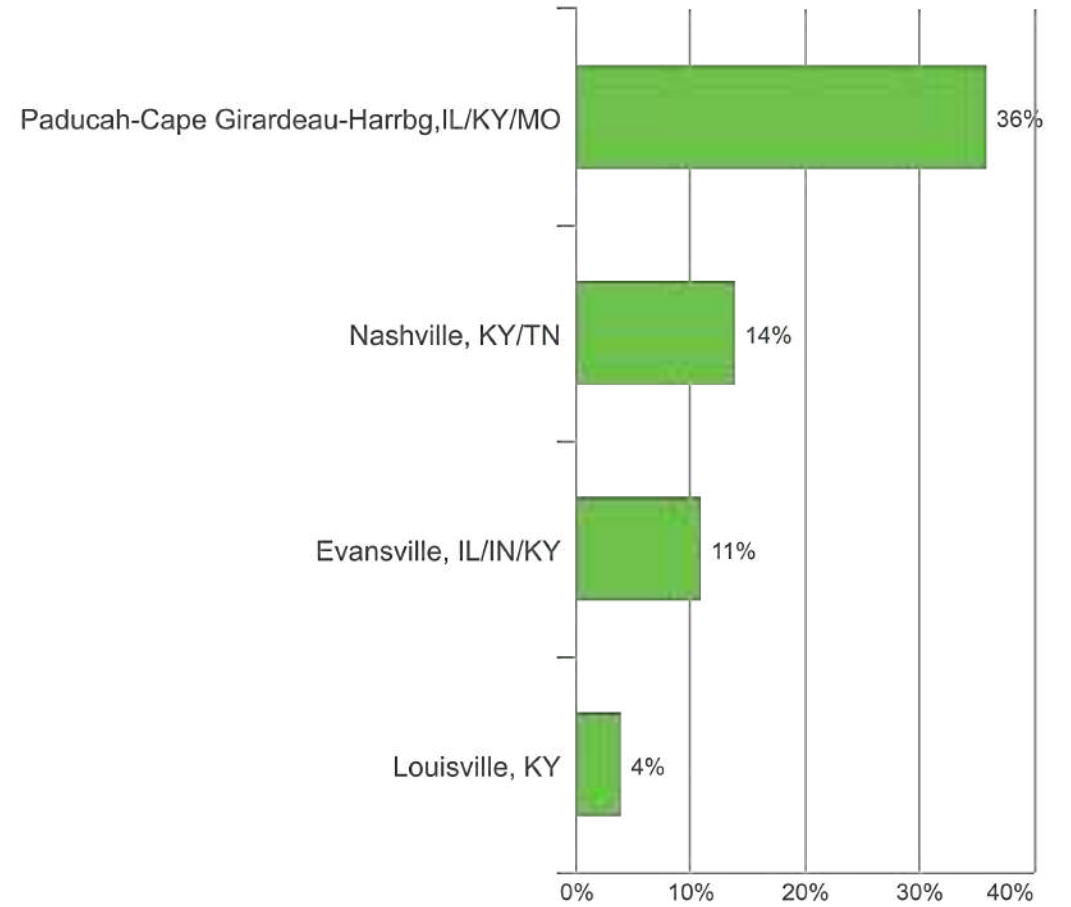
Western Waterlands Day Trips



State Origin Of Trip



DMA Origin Of Trip



Size of Travel Party

Children Adults

Western Waterlands



Average number of people

Total
3.1

U.S. Norm

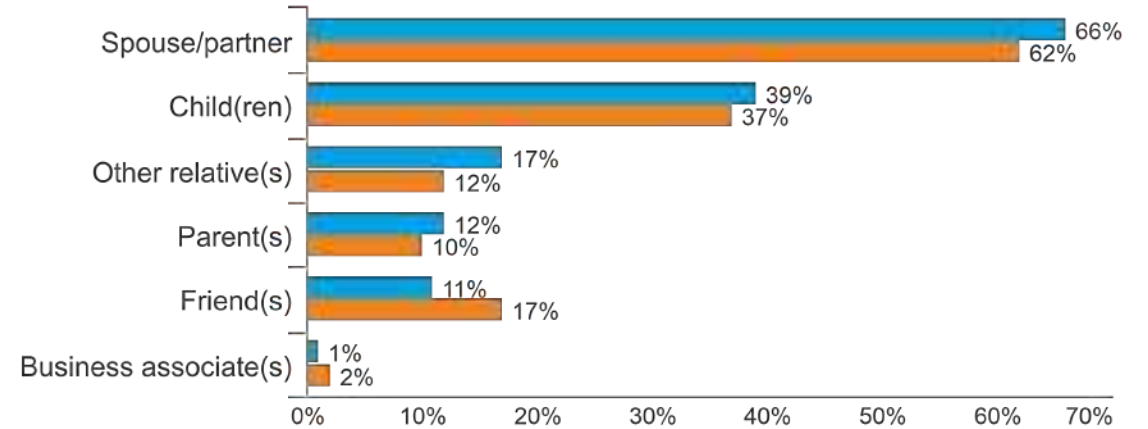


Average number of people

Total
2.6

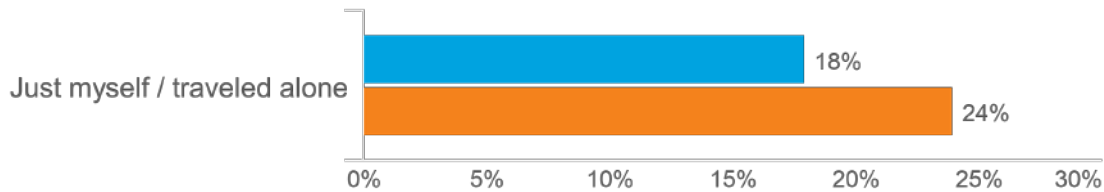
Composition of Immediate Travel Party

Western Waterlands U.S. Norm



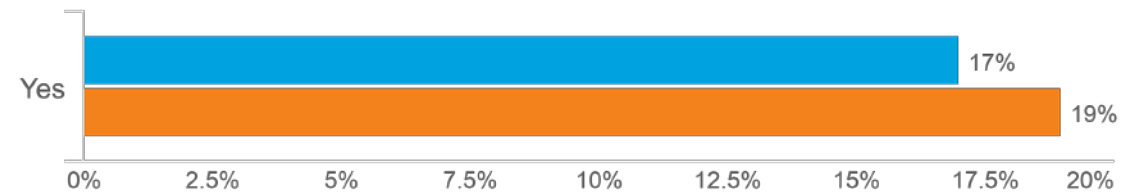
Percent Who Traveled Alone

Western Waterlands U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Western Waterlands U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: 34%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities









U.S. Norm: 11%

Activities and Experiences (Top 10)







	Western Waterlands	U.S. Norm
Shopping	35%	21%
Landmark/historic site	14%	8%
Sightseeing	13%	13%
Fishing	9%	4%
Nature tours/wildlife viewing/birding	8%	5%
Attending celebration	8%	10%
Local parks/playgrounds	8%	6%
Swimming	8%	6%
National/state park	7%	5%
Hiking/backpacking	7%	5%

Shopping Types on Trip

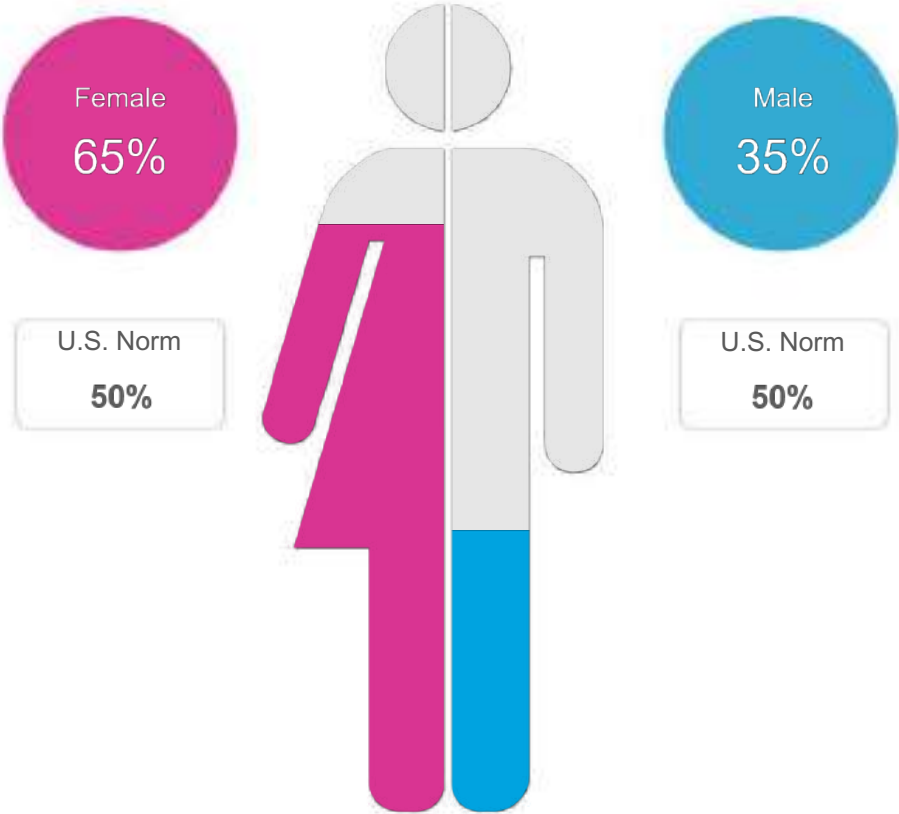
	Western Waterlands	U.S. Norm
 Outlet/mall shopping	48%	48%
 Convenience/grocery shopping	33%	28%
 Big box stores (Walmart, Costco)	28%	29%
 Boutique shopping	22%	23%
 Antiquing	21%	12%
 Souvenir shopping	12%	26%

Base: 2021/2022 Day Person-Trips that included Shopping

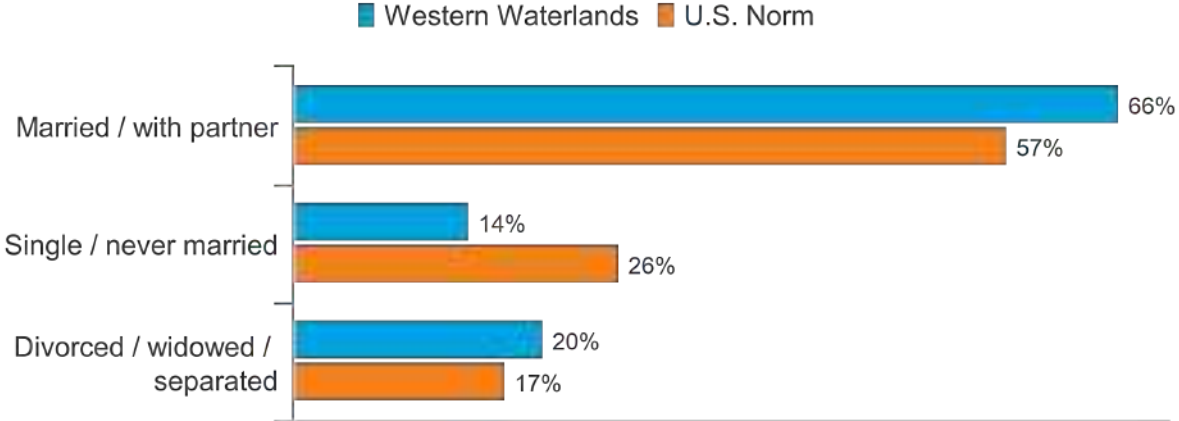
Dining Types on Trip

	Western Waterlands	U.S. Norm
 Unique/local food	38%	38%
 Picnicking	16%	12%
 Fine/upscale dining	14%	15%
 Street food/food trucks	11%	19%
 Food delivery service (UberEATS, DoorDash, etc.)	7%	13%
 Gastropubs	4%	7%

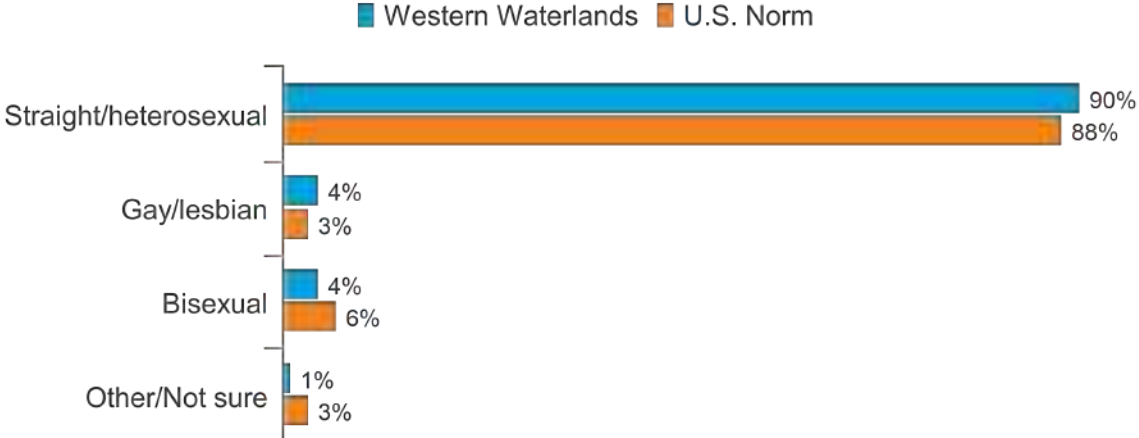
Gender



Marital Status



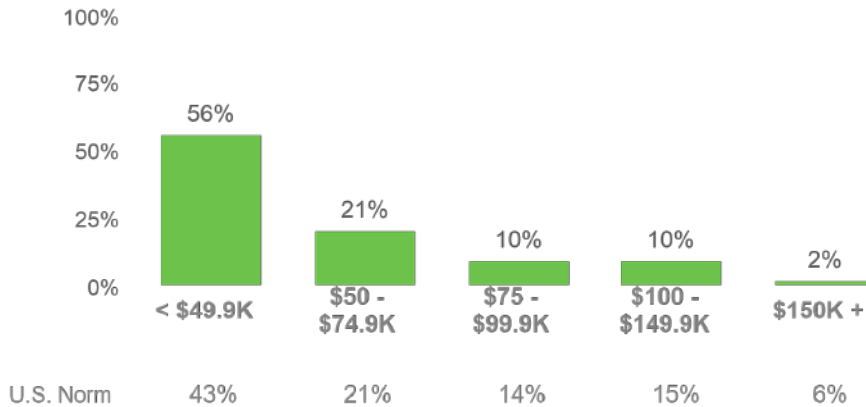
Sexual Orientation



Demographic Profile of Day Western Waterlands Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Western Waterlands



Average Age
46.3

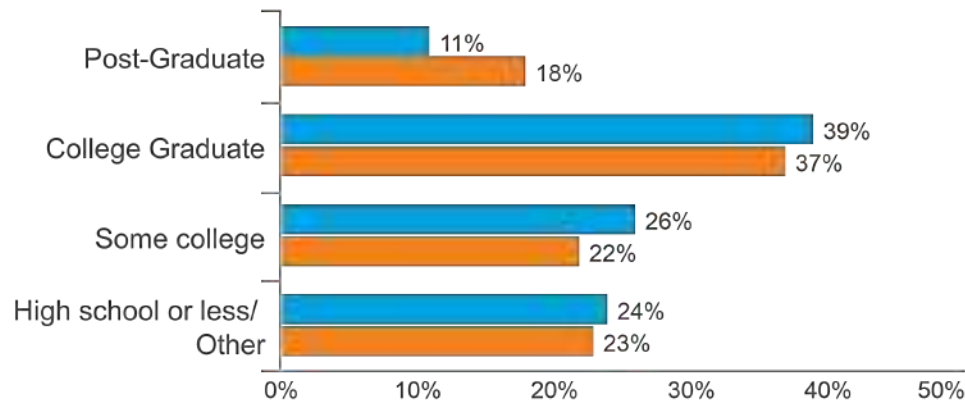
U.S. Norm



Average Age
46.1

Educational Attainment

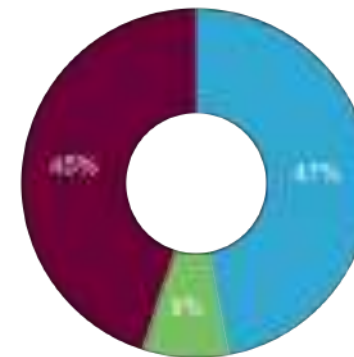
Western Waterlands U.S. Norm



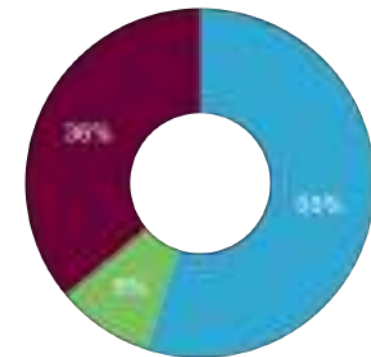
Employment

Full time / self-employed Part time Retired / not employed / other

Western Waterlands



U.S. Norm

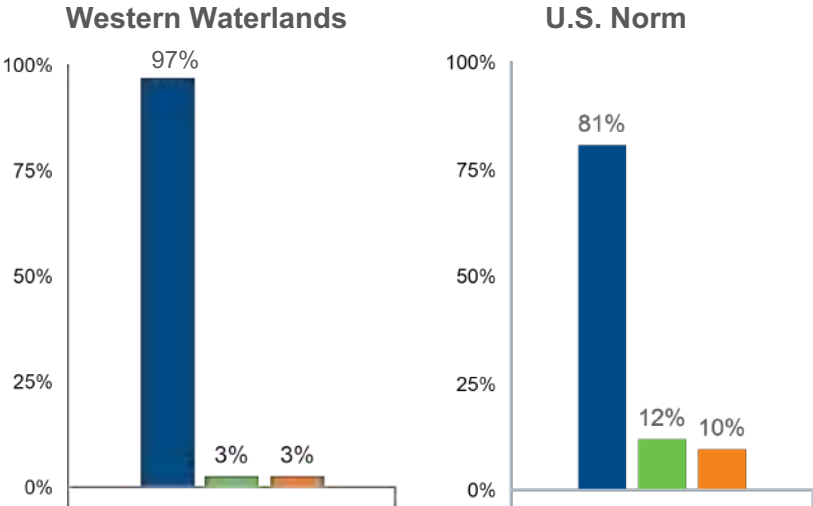


Demographic Profile of Day Western Waterlands Visitors

Base: 2021/2022 Day Person-Trips

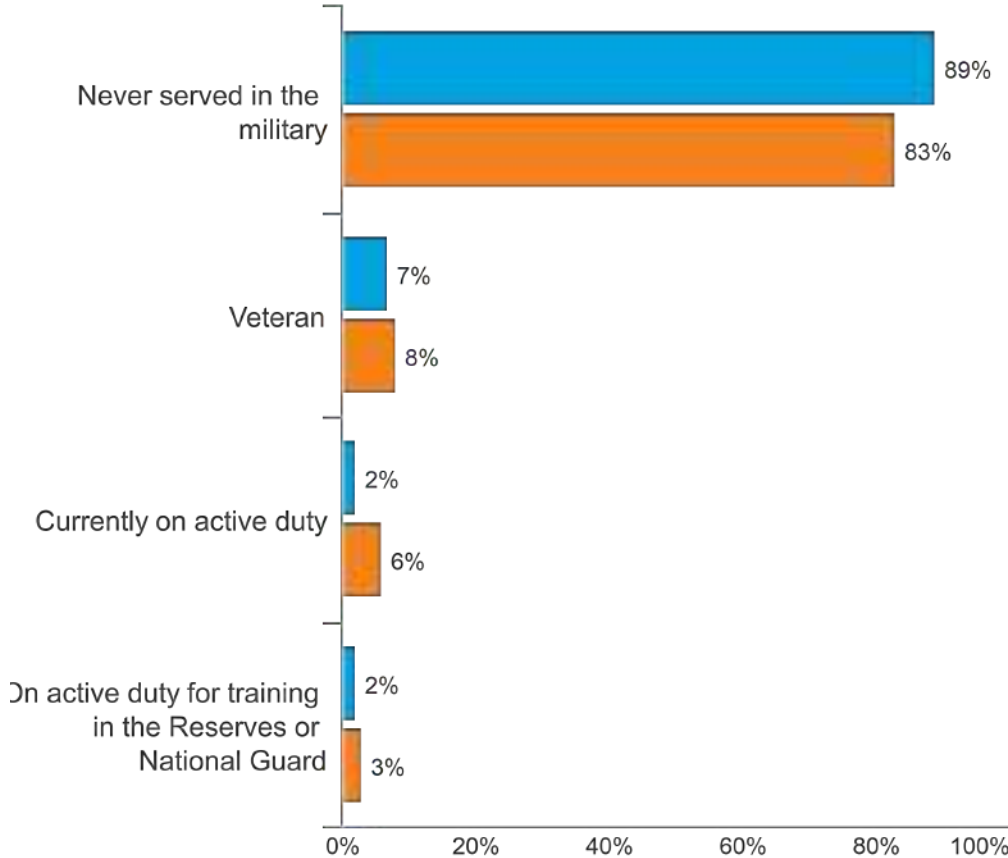
Race

White African-American Other



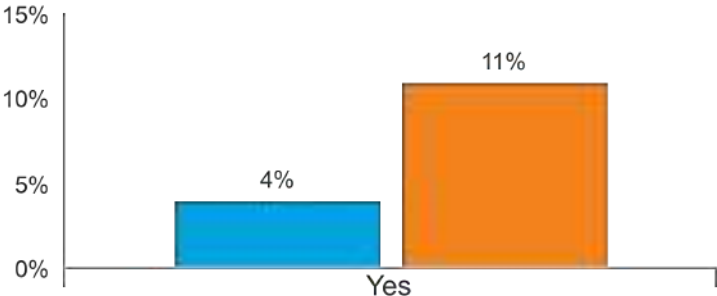
Military Status

Western Waterlands U.S. Norm



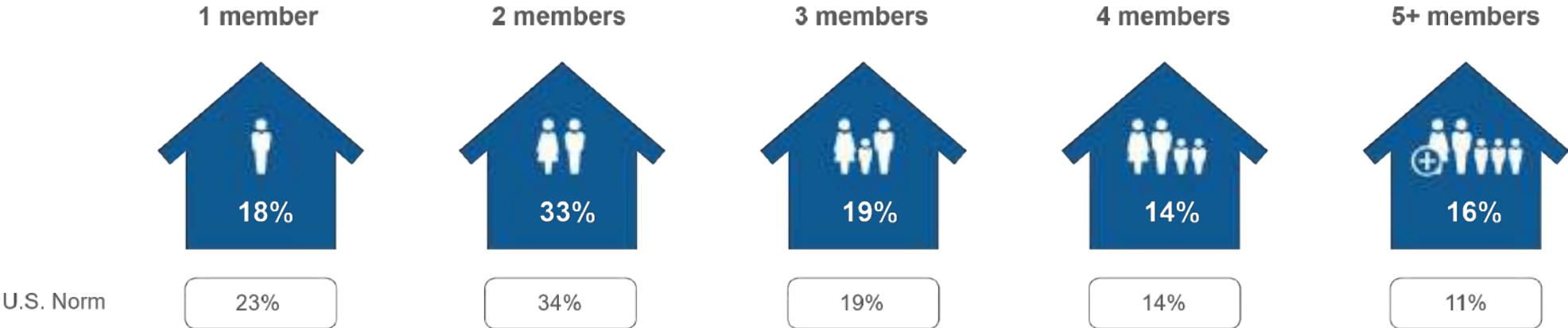
Hispanic Background

Western Waterlands U.S. Norm

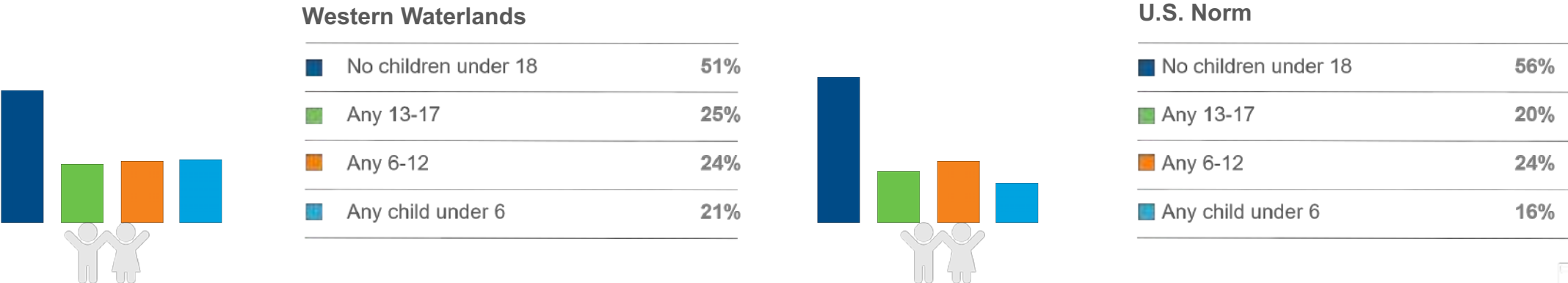


Question added in 2022, data is for 2022 only

Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Blues & BBQ

2021/2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
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- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 2021/2022:







Day Base Size

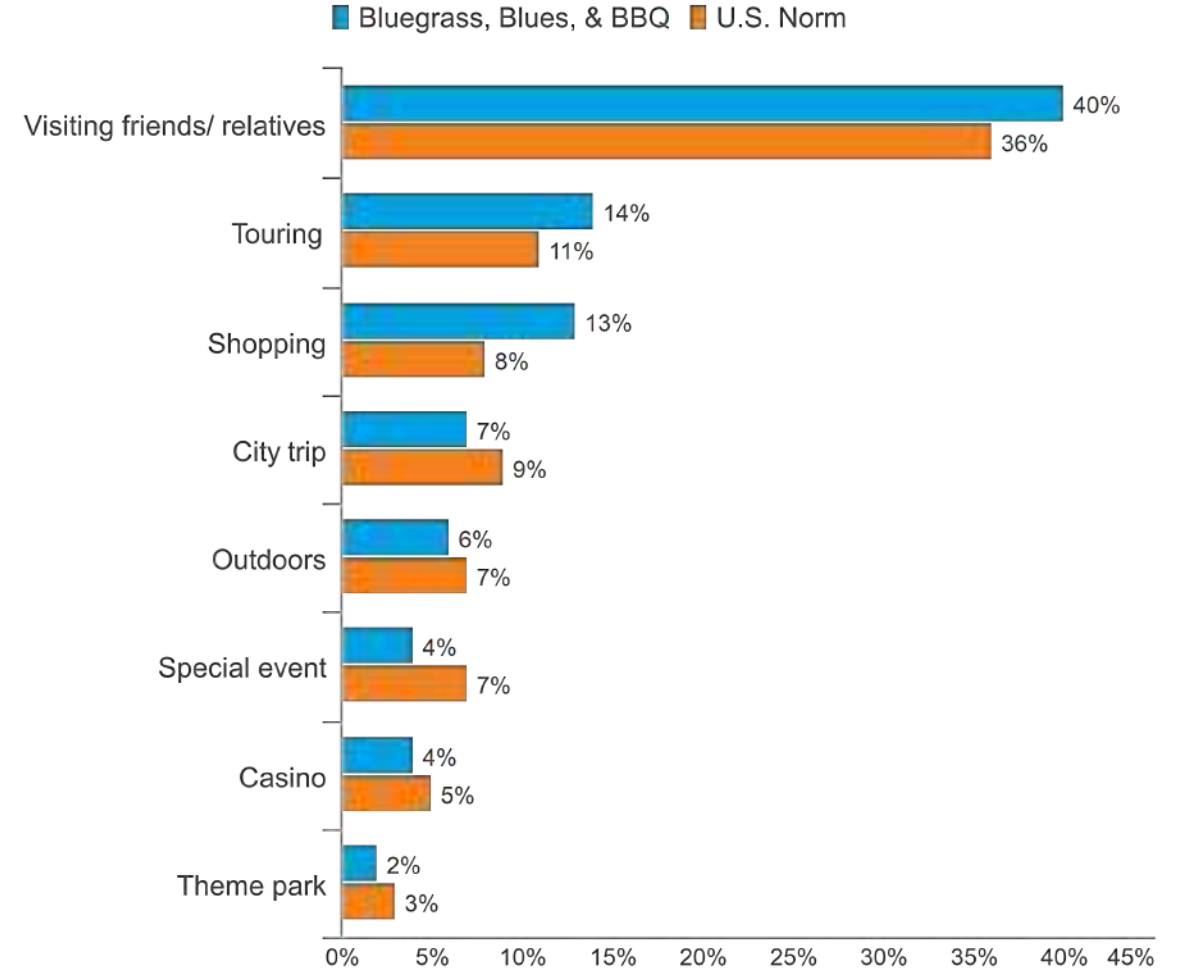
301

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

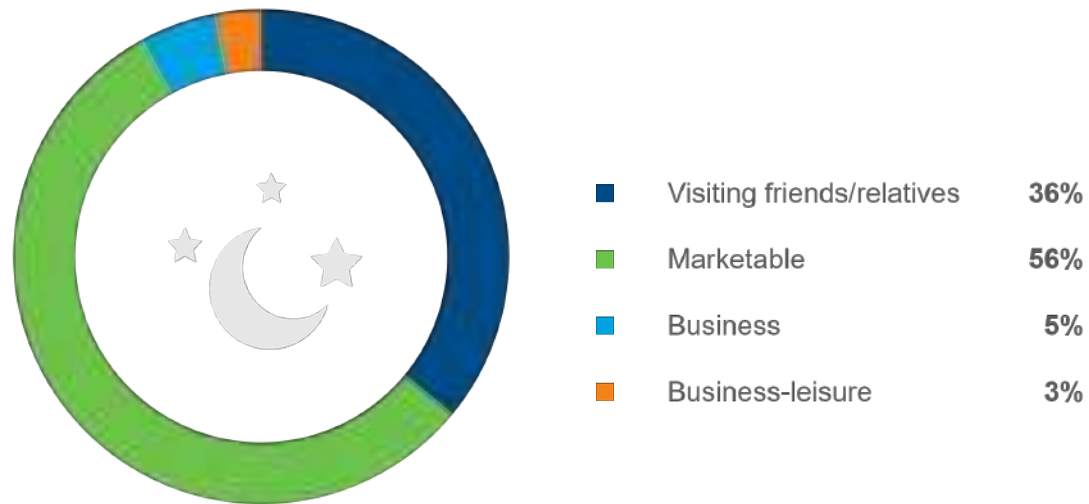
Main Purpose of Trip

 40% Visiting friends/ relatives	
 14% Touring	 2% Conference/ Convention
 13% Shopping	
 7% City trip	
 6% Outdoors	 4% Other business trip
 4% Special event	
 4% Casino	 2% Business-Leisure
 2% Theme park	

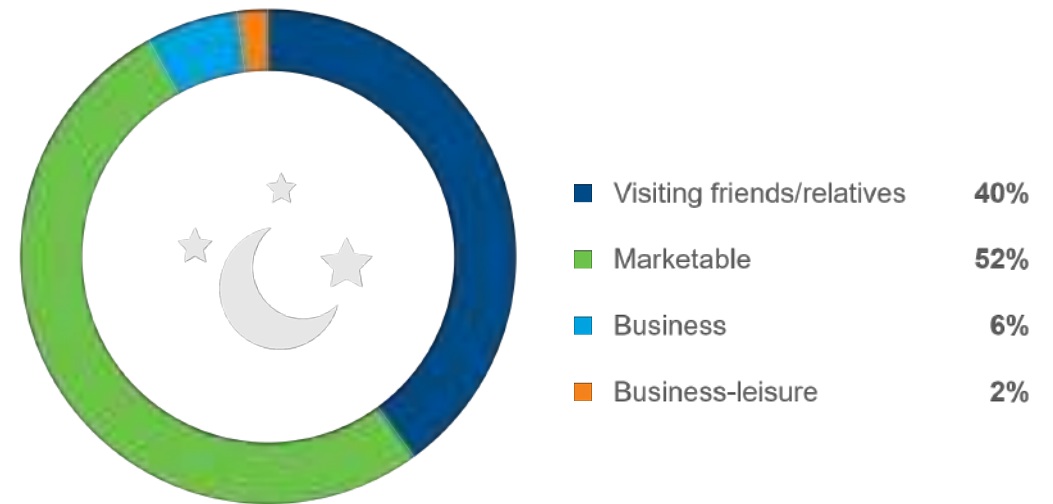
Main Purpose of Leisure Trip



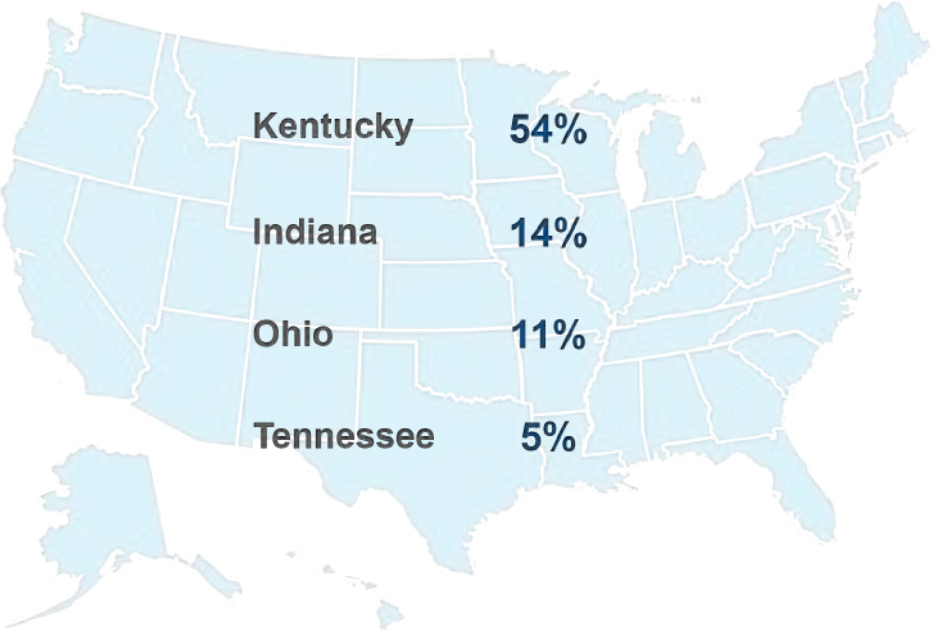
2022 U.S. Day Trips



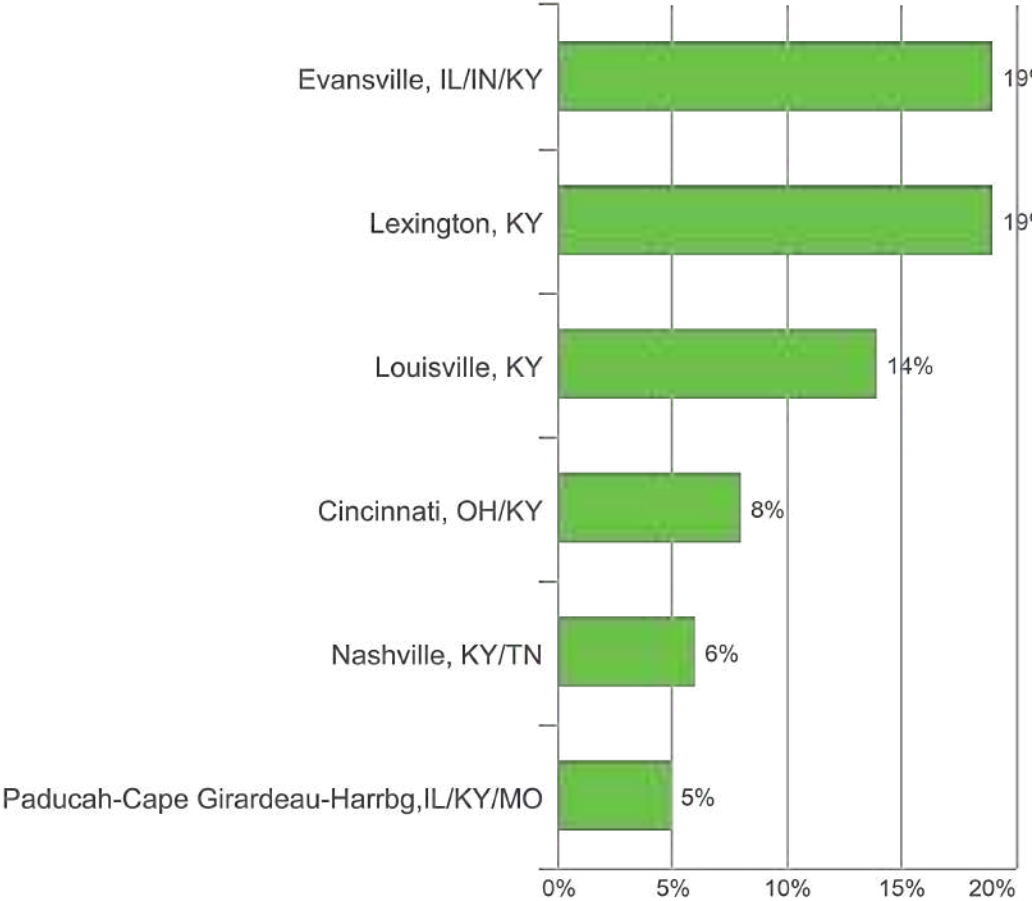
Bluegrass, Blues, & BBQ Day Trips



State Origin Of Trip



DMA Origin Of Trip



Size of Travel Party

Children Adults

Bluegrass, Blues, & BBQ



Average number of people

Total
2.7

U.S. Norm

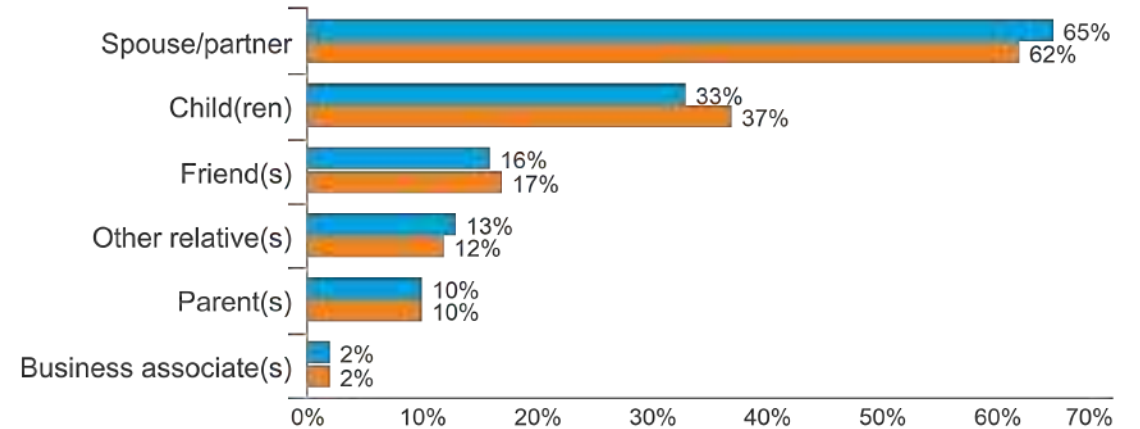


Average number of people

Total
2.6

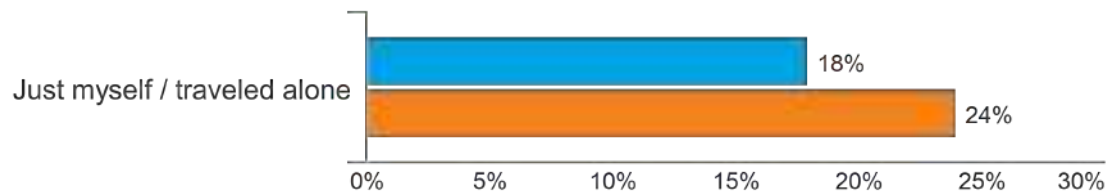
Composition of Immediate Travel Party

Bluegrass, Blues, & BBQ U.S. Norm



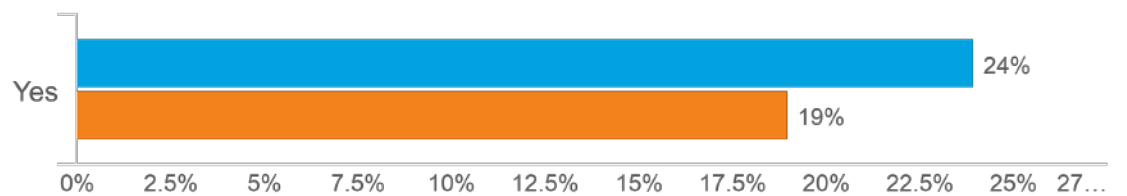
Percent Who Traveled Alone

Bluegrass, Blues, & BBQ U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Bluegrass, Blues, & BBQ U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: 34%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities









U.S. Norm: 11%

Activities and Experiences (Top 10)







	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	34%	21%
Sightseeing	17%	13%
Landmark/historic site	11%	8%
Attending celebration	10%	10%
Local parks/playgrounds	10%	6%
Hiking/backpacking	9%	5%
Museum	8%	7%
Winery/brewery/distillery tour	8%	4%
Bar/nightclub	7%	6%
Casino	6%	8%

Shopping Types on Trip

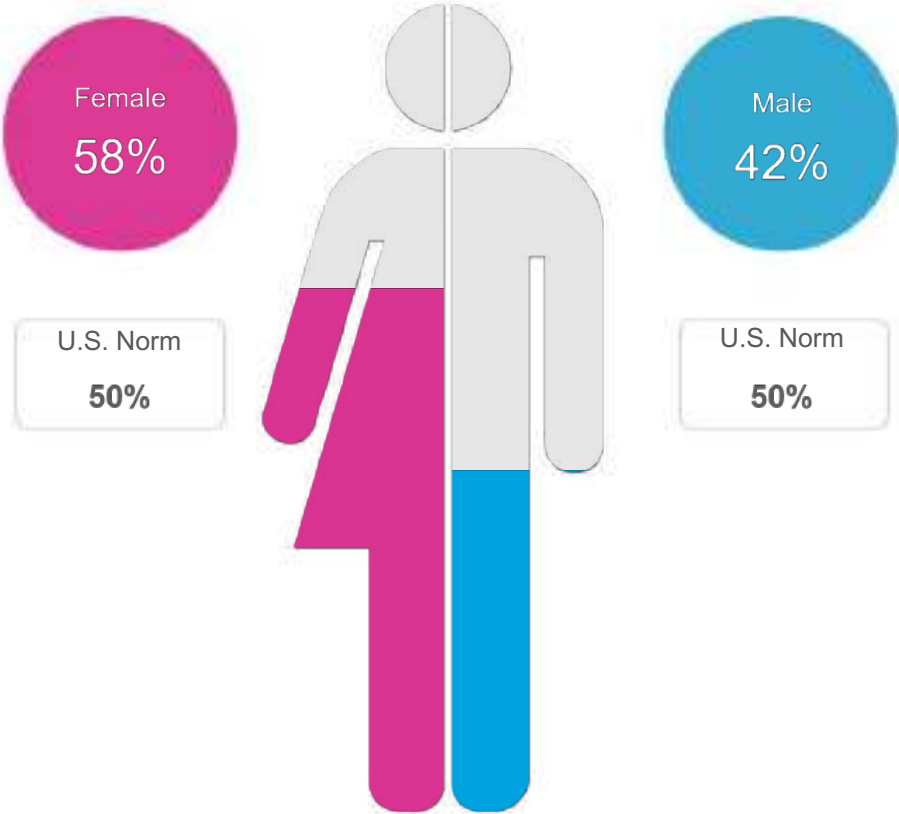
	Bluegrass, Blues, & BBQ	U.S. Norm
 Big box stores (Walmart, Costco)	46%	29%
 Outlet/mall shopping	46%	48%
 Convenience/grocery shopping	31%	28%
 Boutique shopping	20%	23%
 Souvenir shopping	19%	26%
 Antiquing	12%	12%

Base: 2021/2022 Day Person-Trips that included Shopping

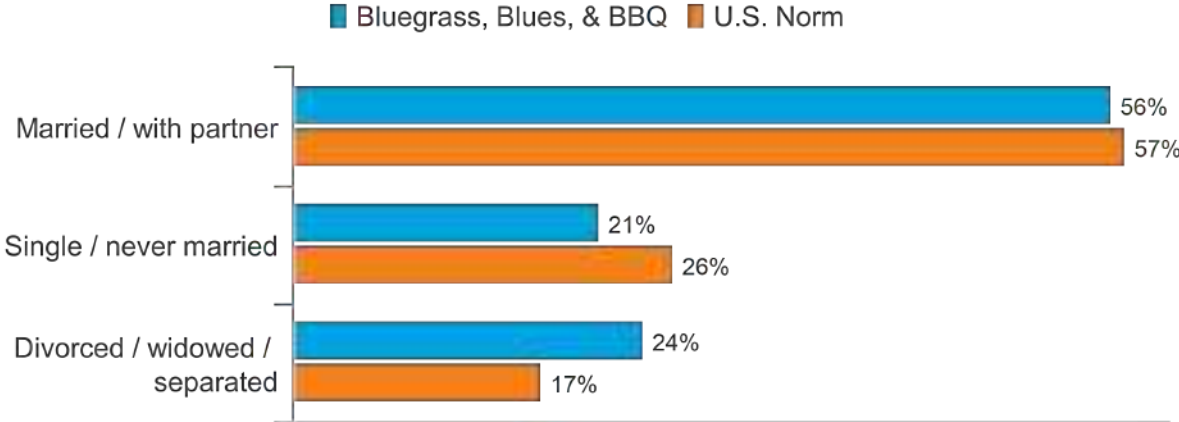
Dining Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	46%	38%
 Street food/food trucks	22%	19%
 Picnicking	14%	12%
 Fine/upscale dining	13%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	12%	13%
 Gastropubs	5%	7%

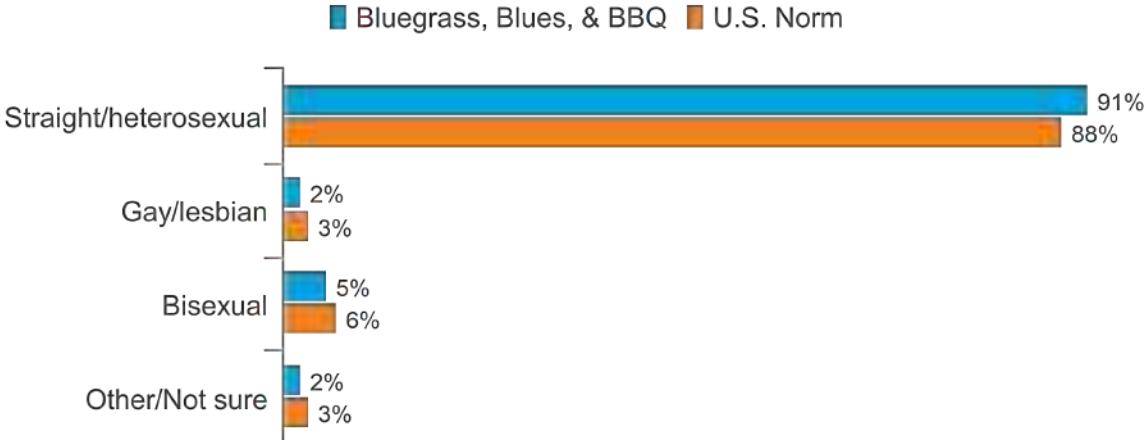
Gender



Marital Status



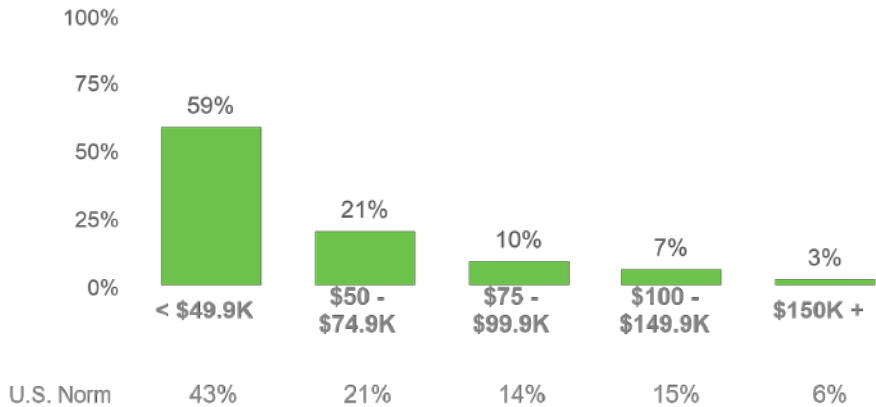
Sexual Orientation



Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Bluegrass, Blues, & BBQ



Average Age
48.1

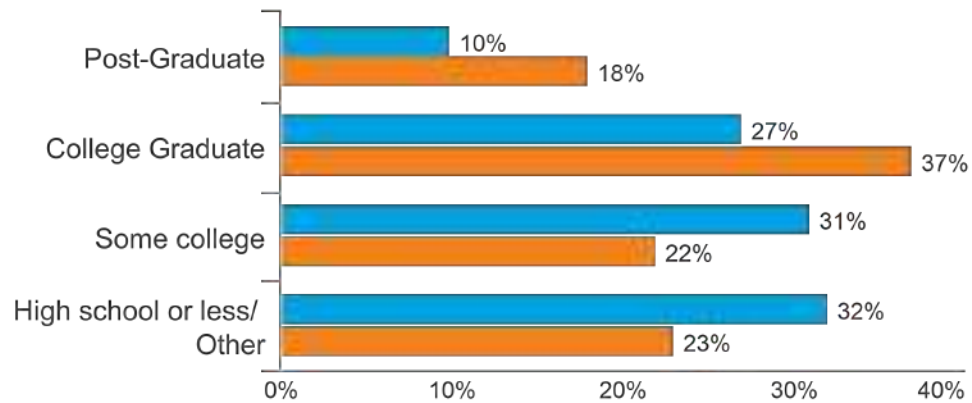
U.S. Norm



Average Age
46.1

Educational Attainment

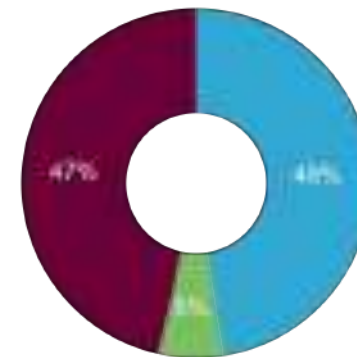
Bluegrass, Blues, & BBQ U.S. Norm



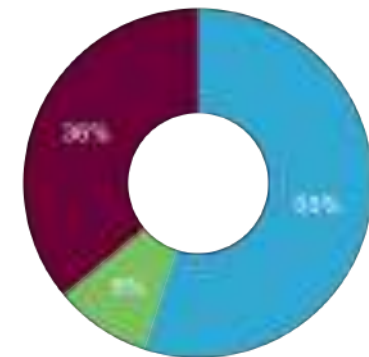
Employment

Full time / self-employed Part time Retired / not employed / other

Bluegrass, Blues, & BBQ

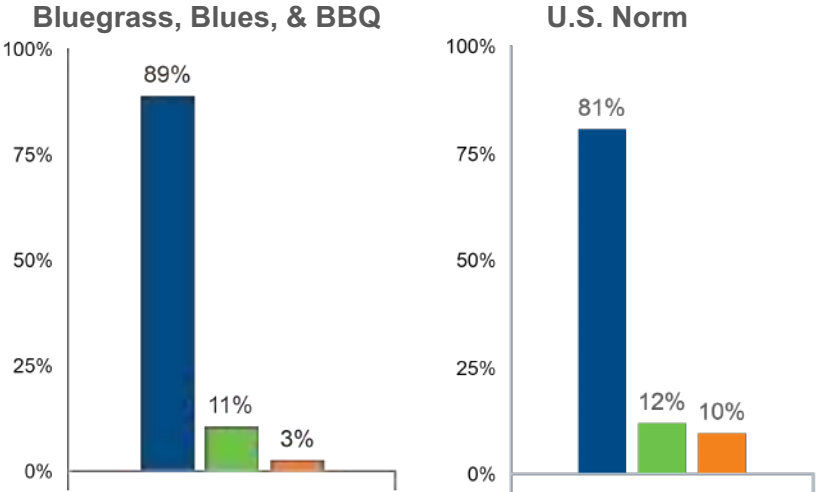


U.S. Norm



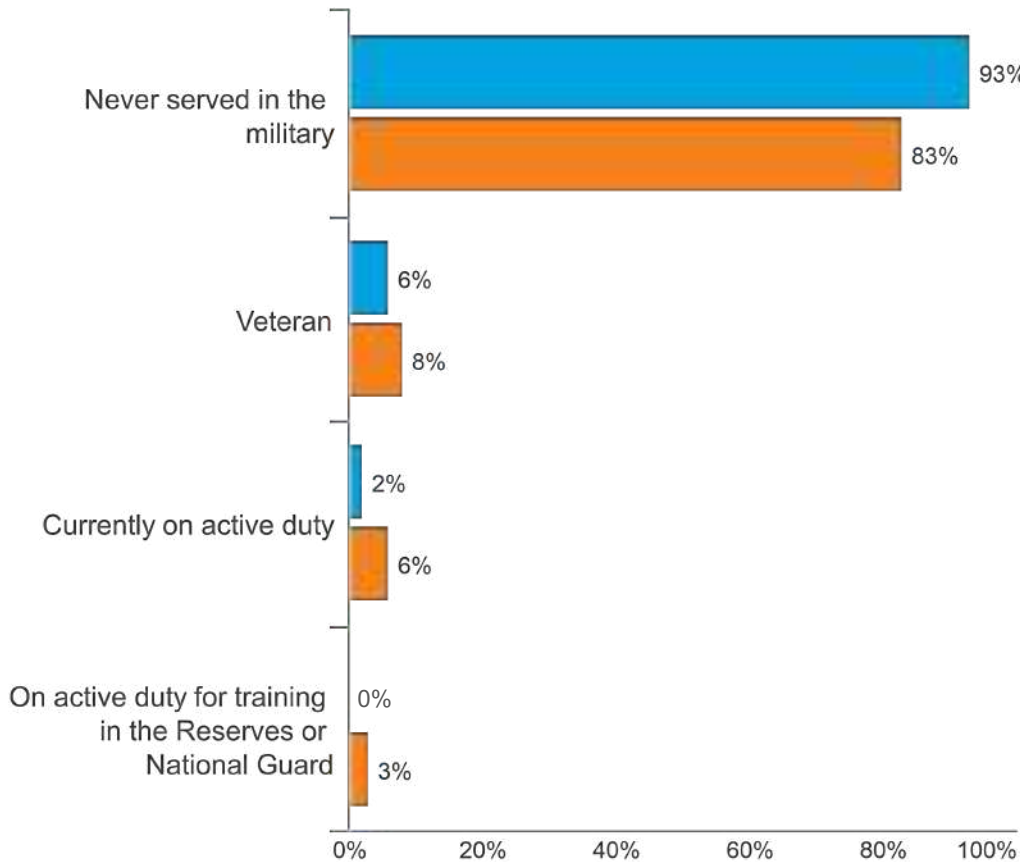
Race

White African-American Other



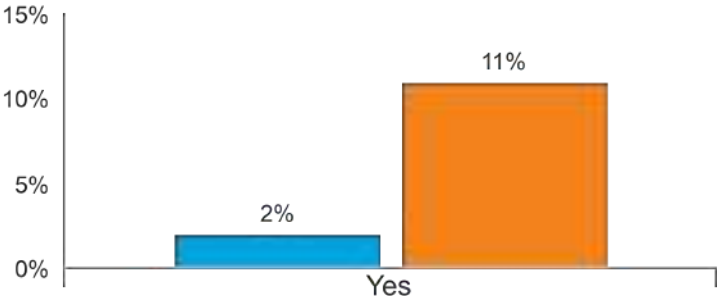
Military Status

Bluegrass, Blues, & BBQ U.S. Norm



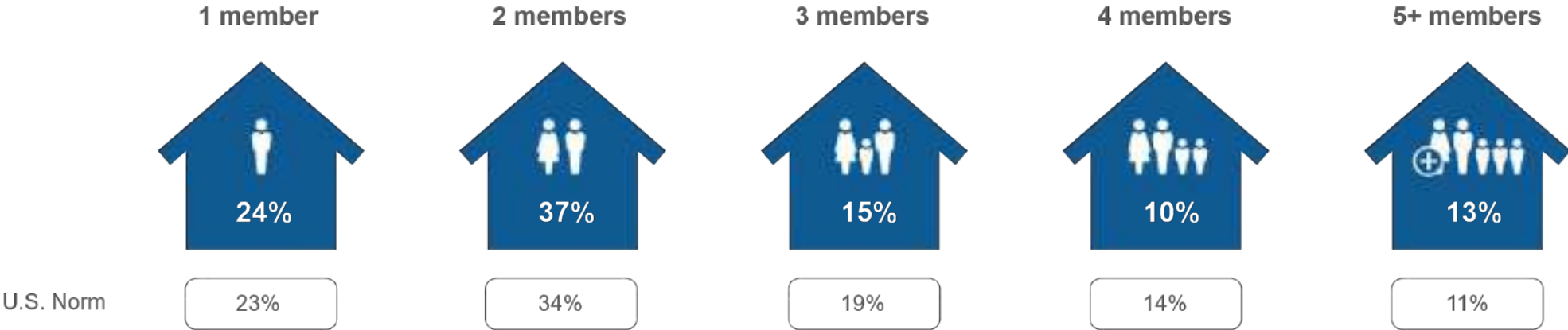
Hispanic Background

Bluegrass, Blues, & BBQ U.S. Norm

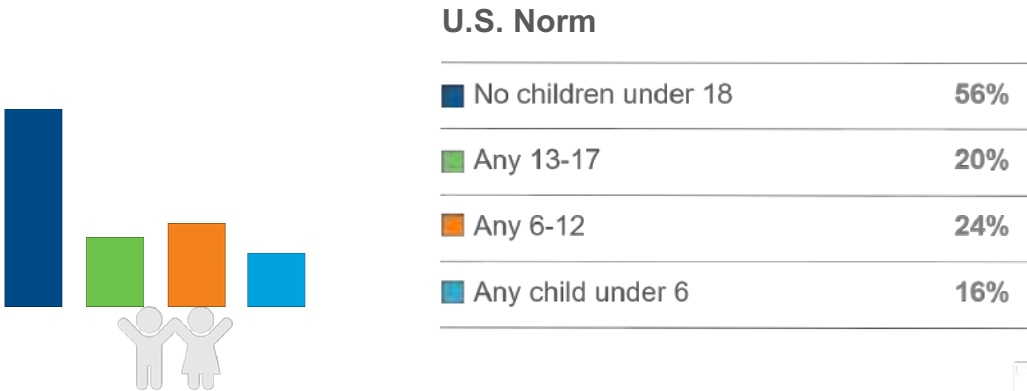
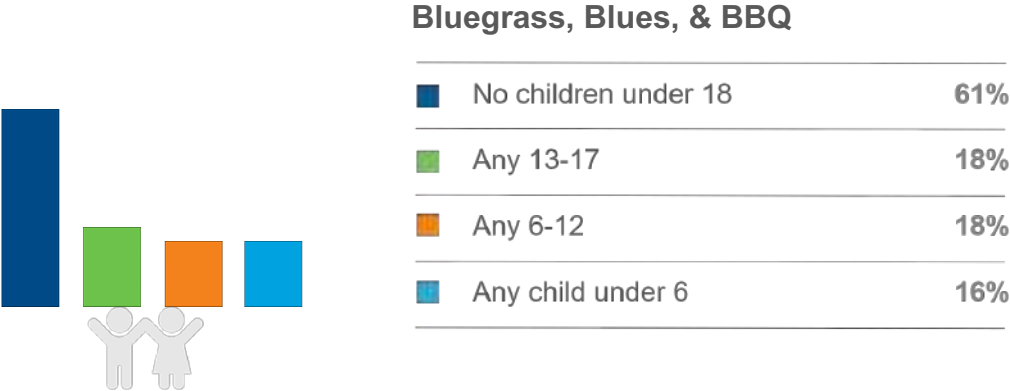


Question added in 2022, data is for 2022 only

Household Size



Children in Household





Travel USA Visitor Profile

Bourbon, Horses, & History

2021/2022

Introduction

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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 2021/2022:














Day Base Size

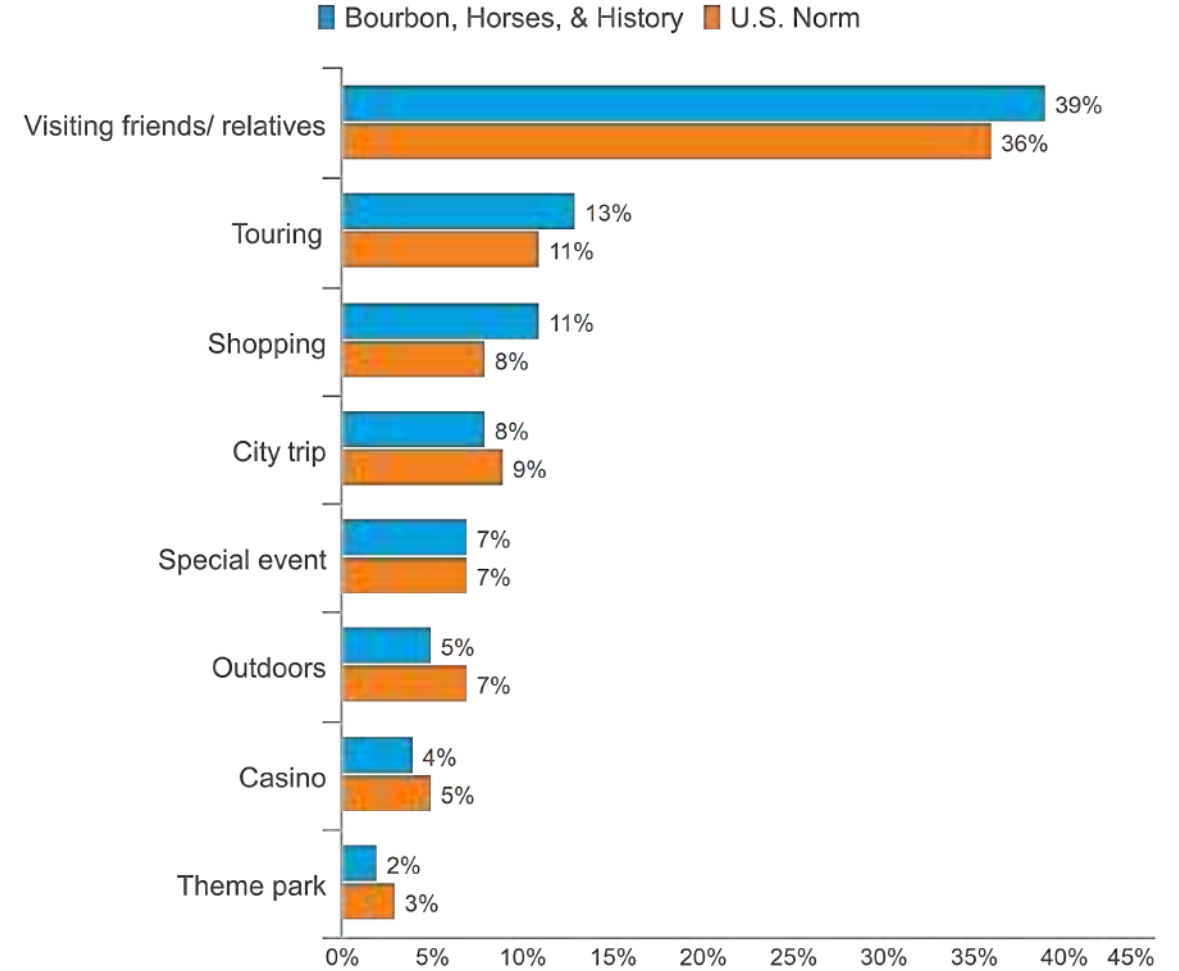
468

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

 39% Visiting friends/ relatives	
 13% Touring	 2% Conference/ Convention
 11% Shopping	
 8% City trip	
 7% Special event	 5% Other business trip
 5% Outdoors	
 4% Casino	 5% Business-Leisure
 2% Theme park	

Main Purpose of Leisure Trip



2022 U.S. Day Trips



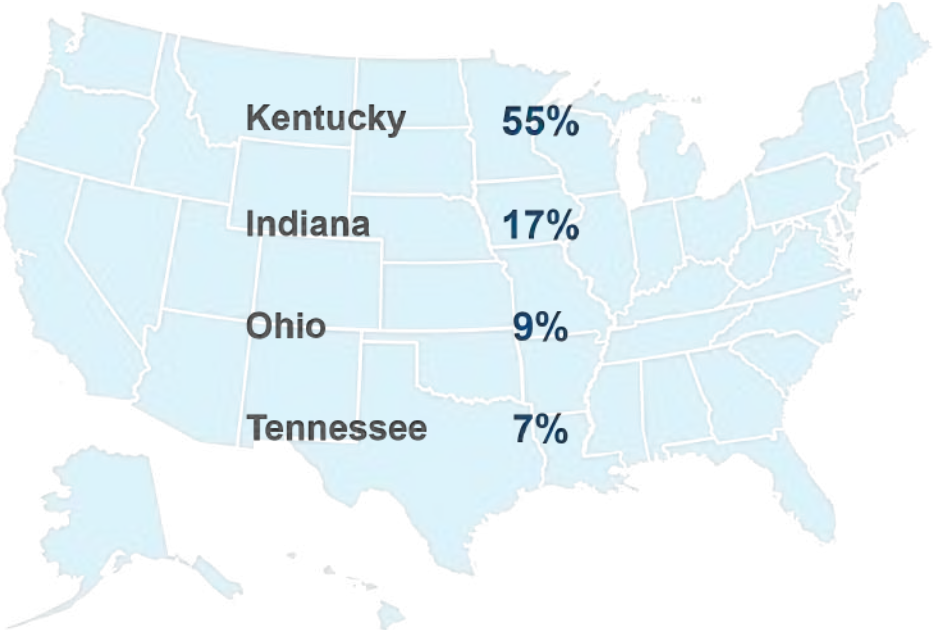
■ Visiting friends/relatives	36%
■ Marketable	56%
■ Business	5%
■ Business-leisure	3%

Bourbon, Horses, & History Day Trips

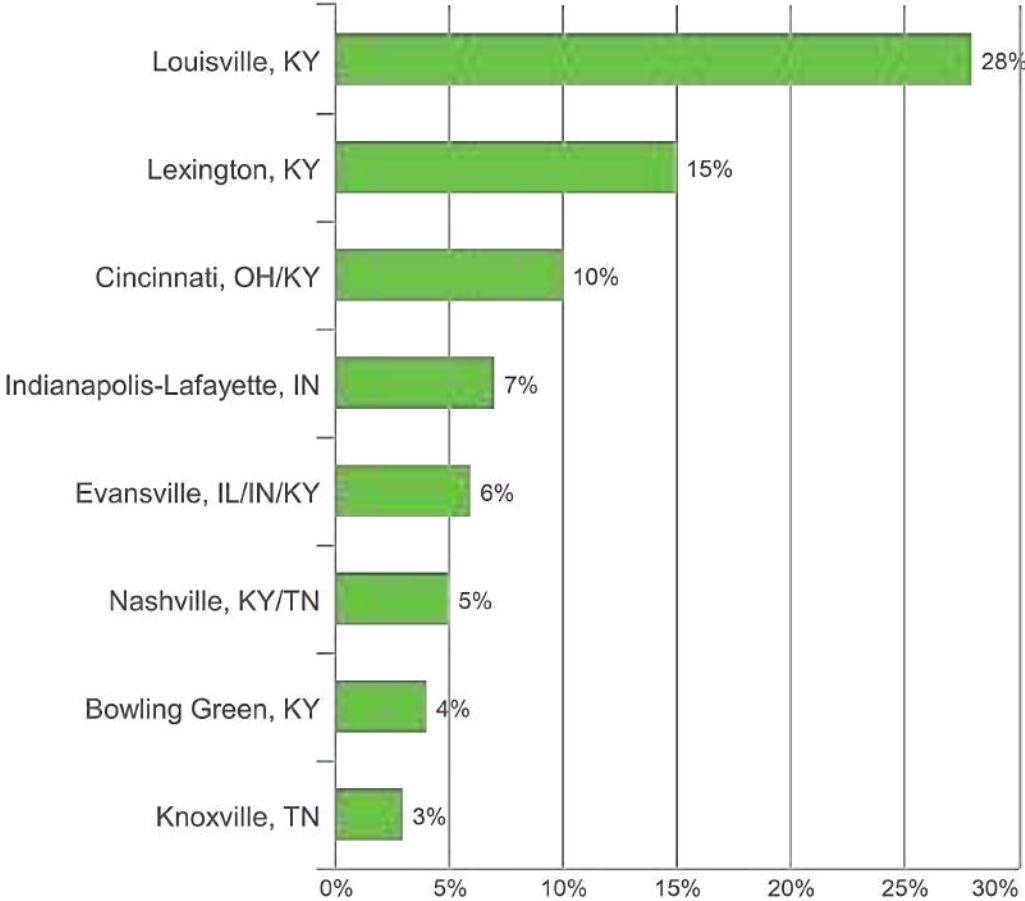


■ Visiting friends/relatives	39%
■ Marketable	49%
■ Business	7%
■ Business-leisure	5%

State Origin Of Trip



DMA Origin Of Trip



Size of Travel Party

Children Adults

Bourbon, Horses, & History



Average number of people

Total
2.8

U.S. Norm

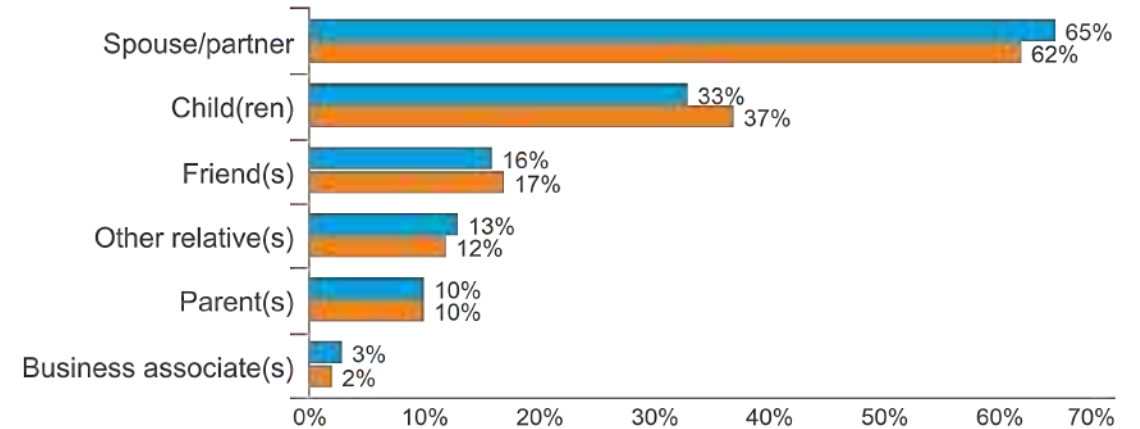


Average number of people

Total
2.6

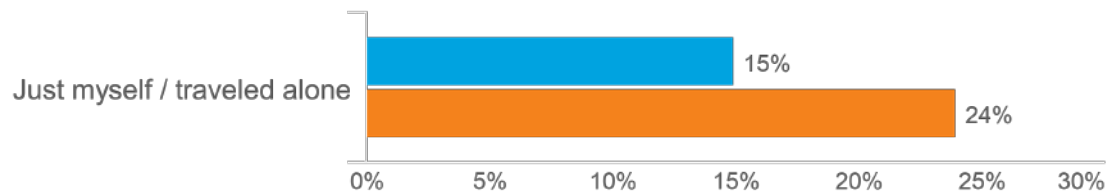
Composition of Immediate Travel Party

Bourbon, Horses, & History U.S. Norm



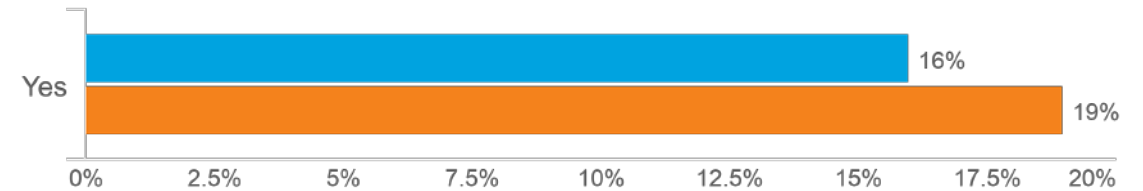
Percent Who Traveled Alone

Bourbon, Horses, & History U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Bourbon, Horses, & History U.S. Norm



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: **34%**

Entertainment Activities



U.S. Norm: **40%**

Cultural Activities



U.S. Norm: **20%**

Sporting Activities



U.S. Norm: **14%**

Business Activities









U.S. Norm: **11%**

Activities and Experiences (Top 10)







	Bourbon, Horses, & History	U.S. Norm
Shopping	26%	21%
Attending celebration	14%	10%
Sightseeing	14%	13%
Landmark/historic site	13%	8%
Winery/brewery/distillery tour	10%	4%
Local parks/playgrounds	8%	6%
Zoo	7%	5%
Hiking/backpacking	7%	5%
Museum	6%	7%
Bar/nightclub	6%	6%

Shopping Types on Trip

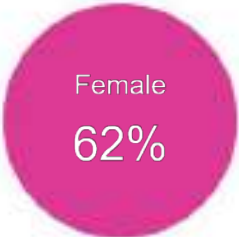
	Bourbon, Horses, & History	U.S. Norm
 Outlet/mall shopping	57%	48%
 Big box stores (Walmart, Costco)	37%	29%
 Boutique shopping	28%	23%
 Souvenir shopping	27%	26%
 Convenience/grocery shopping	26%	28%
 Antiquing	20%	12%

Base: 2021/2022 Day Person-Trips that included Shopping

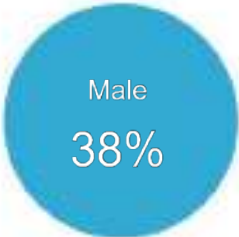
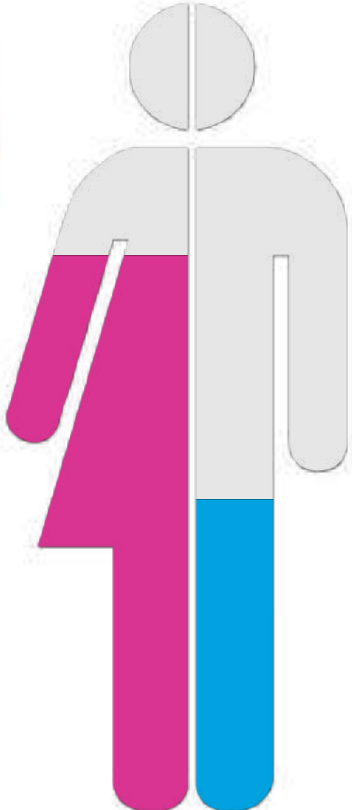
Dining Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Unique/local food	40%	38%
 Fine/upscale dining	14%	15%
 Street food/food trucks	14%	19%
 Picnicking	10%	12%
 Food delivery service (UberEATS, DoorDash, etc.)	8%	13%
 Gastropubs	6%	7%

Gender

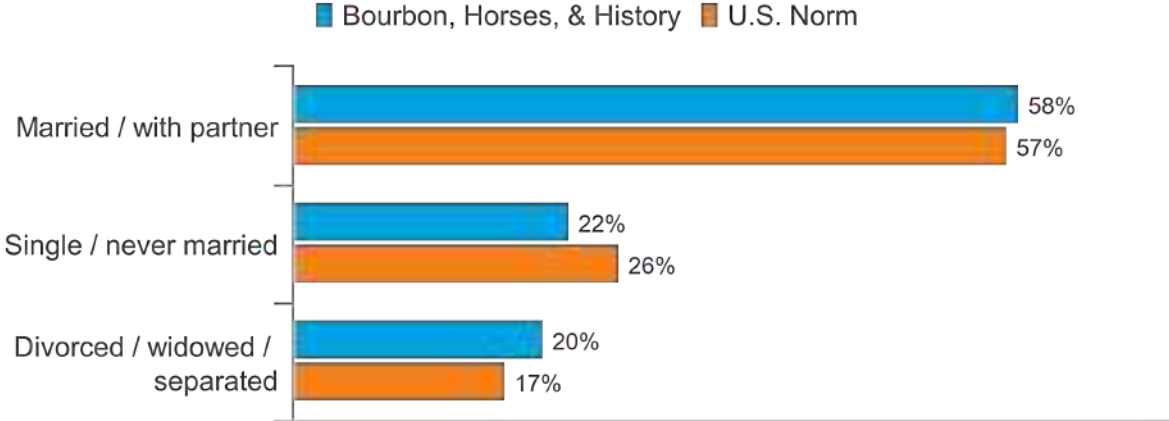


U.S. Norm
50%

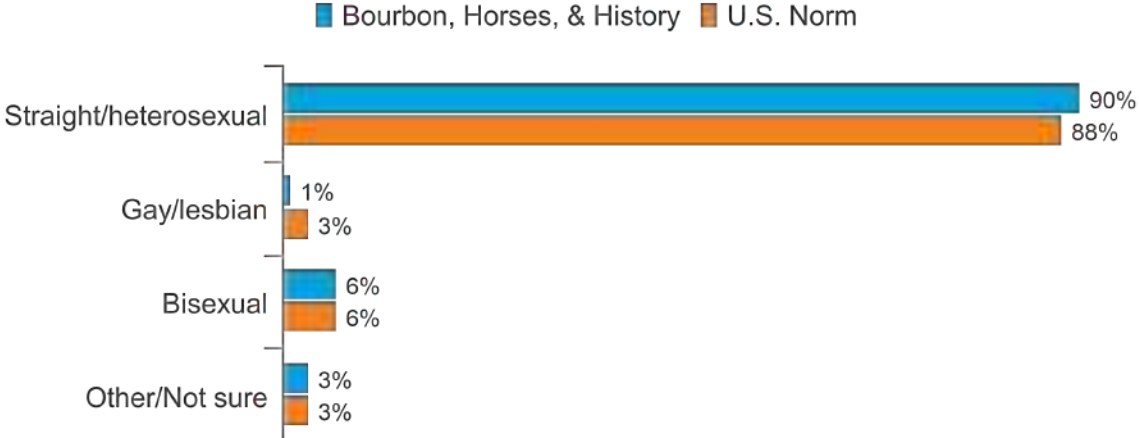


U.S. Norm
50%

Marital Status



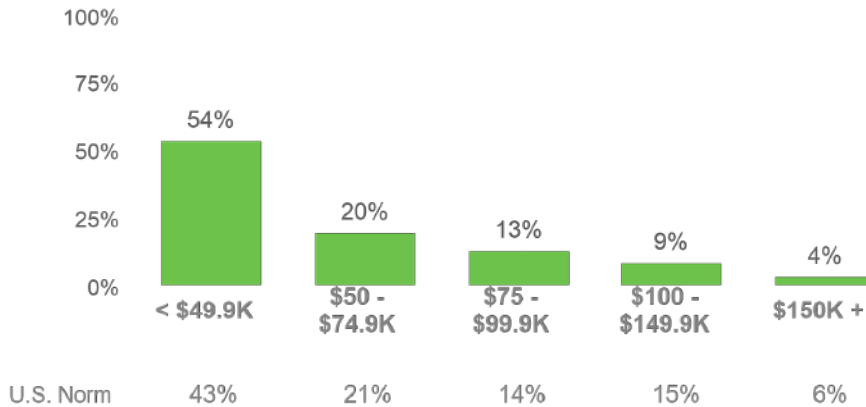
Sexual Orientation



Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Bourbon, Horses, & History



Average Age
48.3

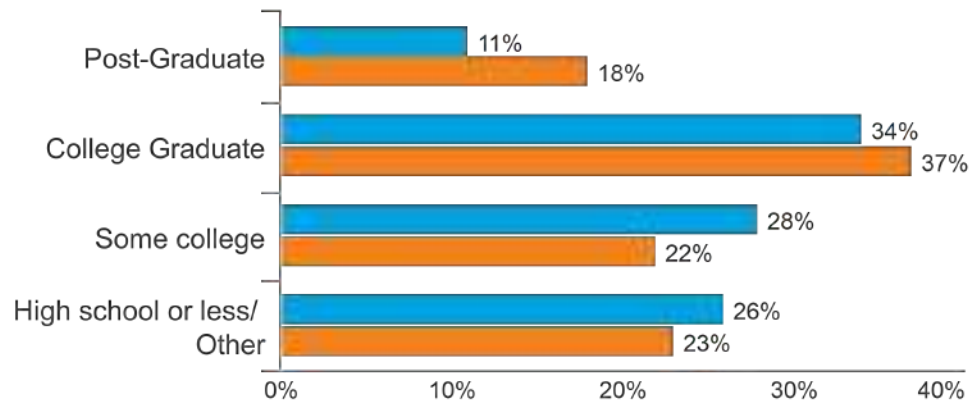
U.S. Norm



Average Age
46.1

Educational Attainment

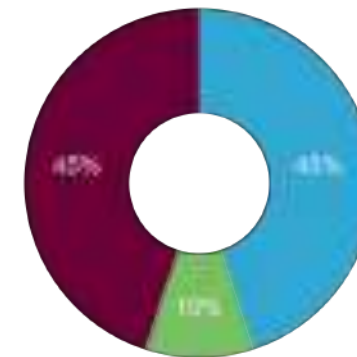
Bourbon, Horses, & History U.S. Norm



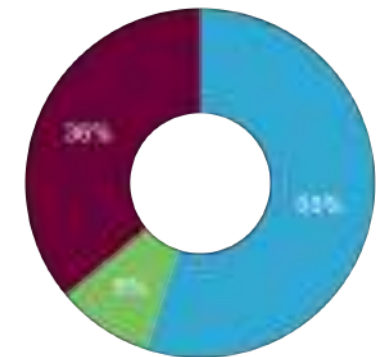
Employment

Full time / self-employed Part time Retired / not employed / other

Bourbon, Horses, & History



U.S. Norm

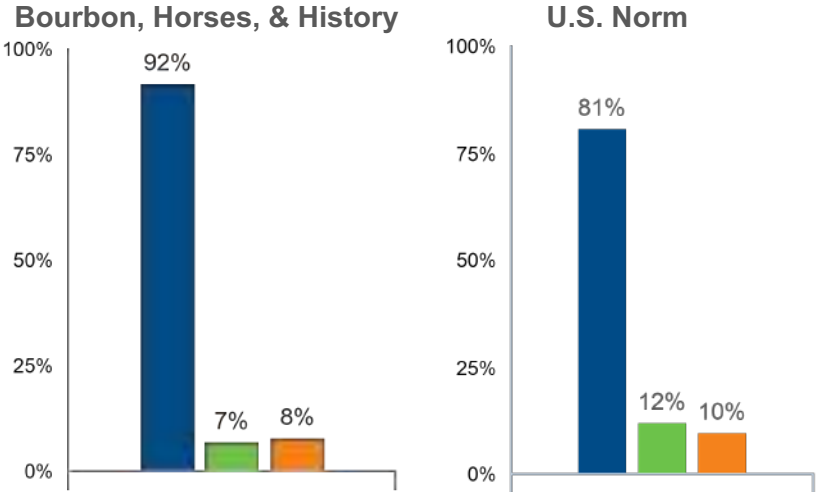


Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2021/2022 Day Person-Trips

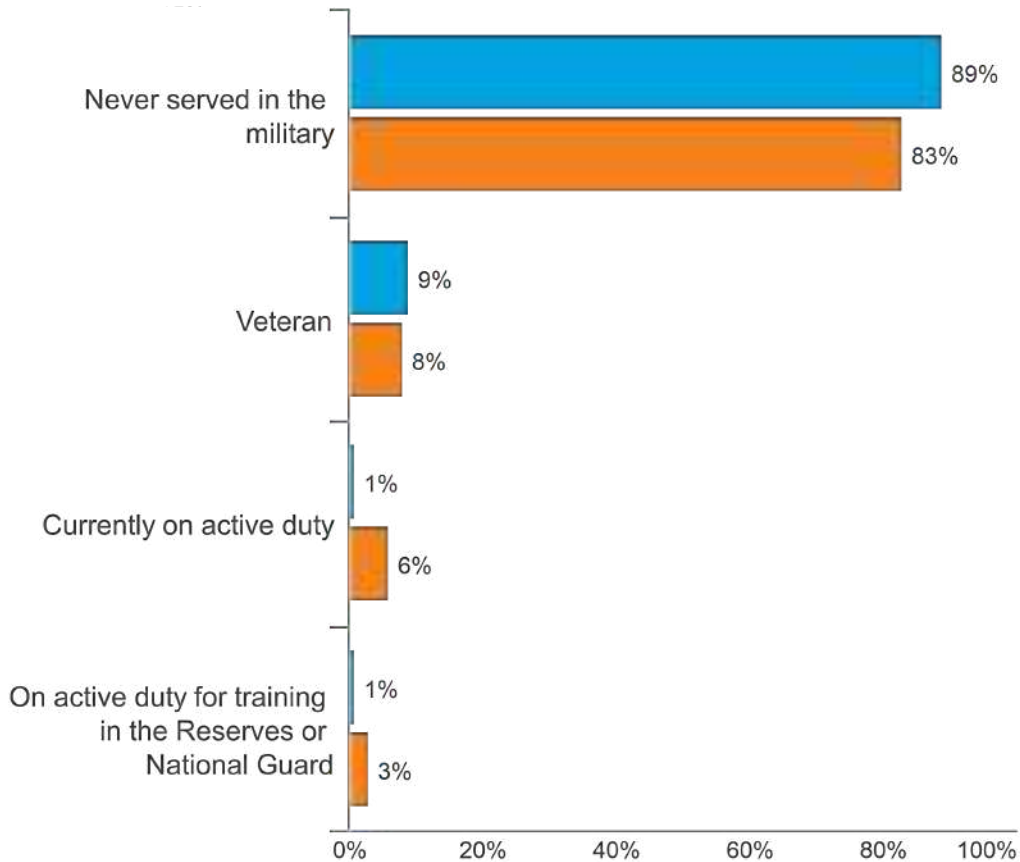
Race

White African-American Other



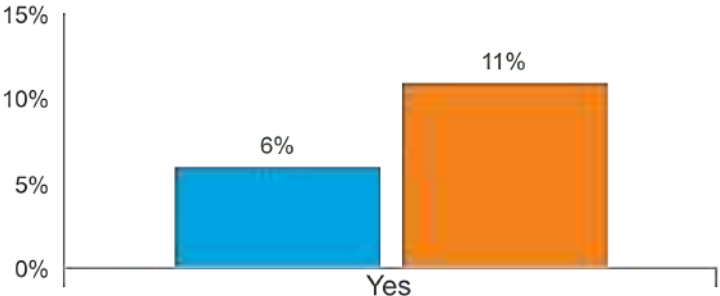
Military Status

Bourbon, Horses, & History U.S. Norm



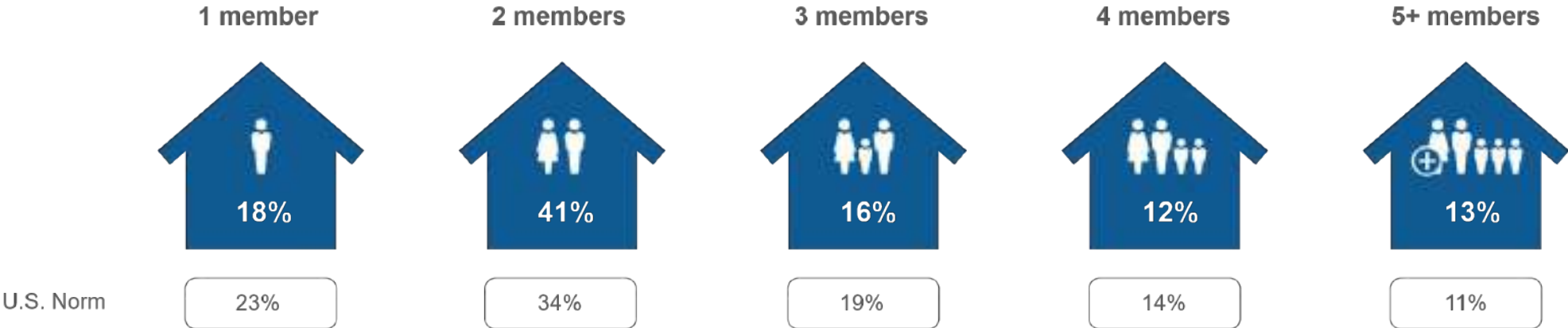
Hispanic Background

Bourbon, Horses, & History U.S. Norm

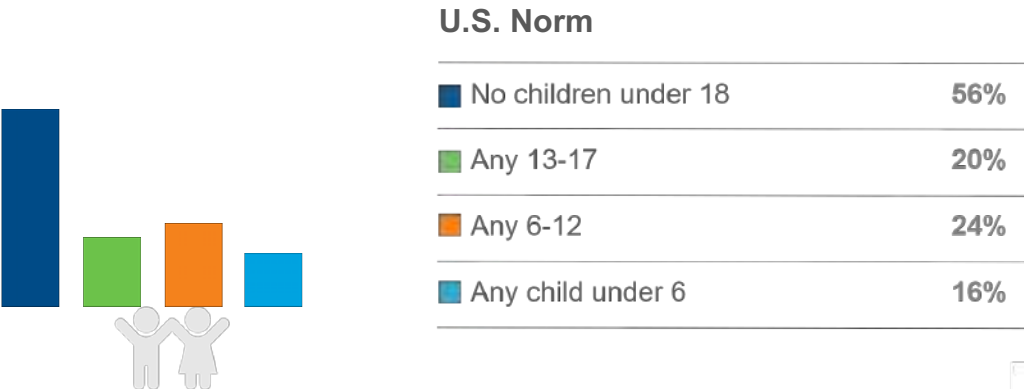
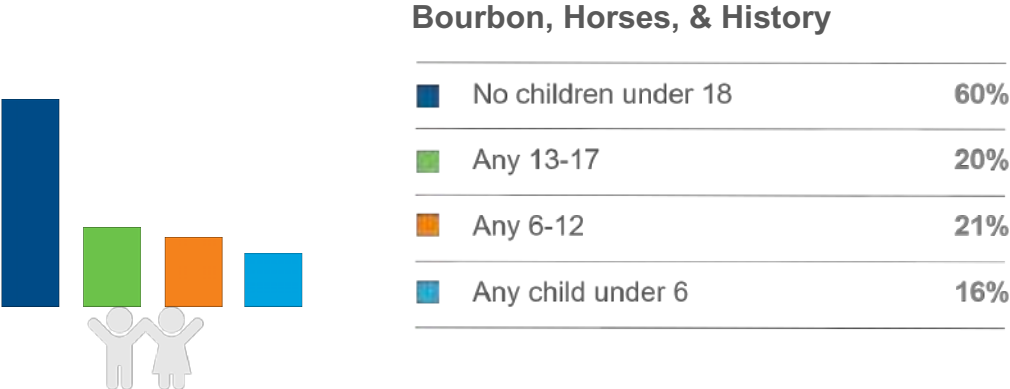


Question added in 2022, data is for 2022 only

Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Horses, Bourbon, & Boone

2021/2022

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 2021/2022:



Day Base Size




341

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

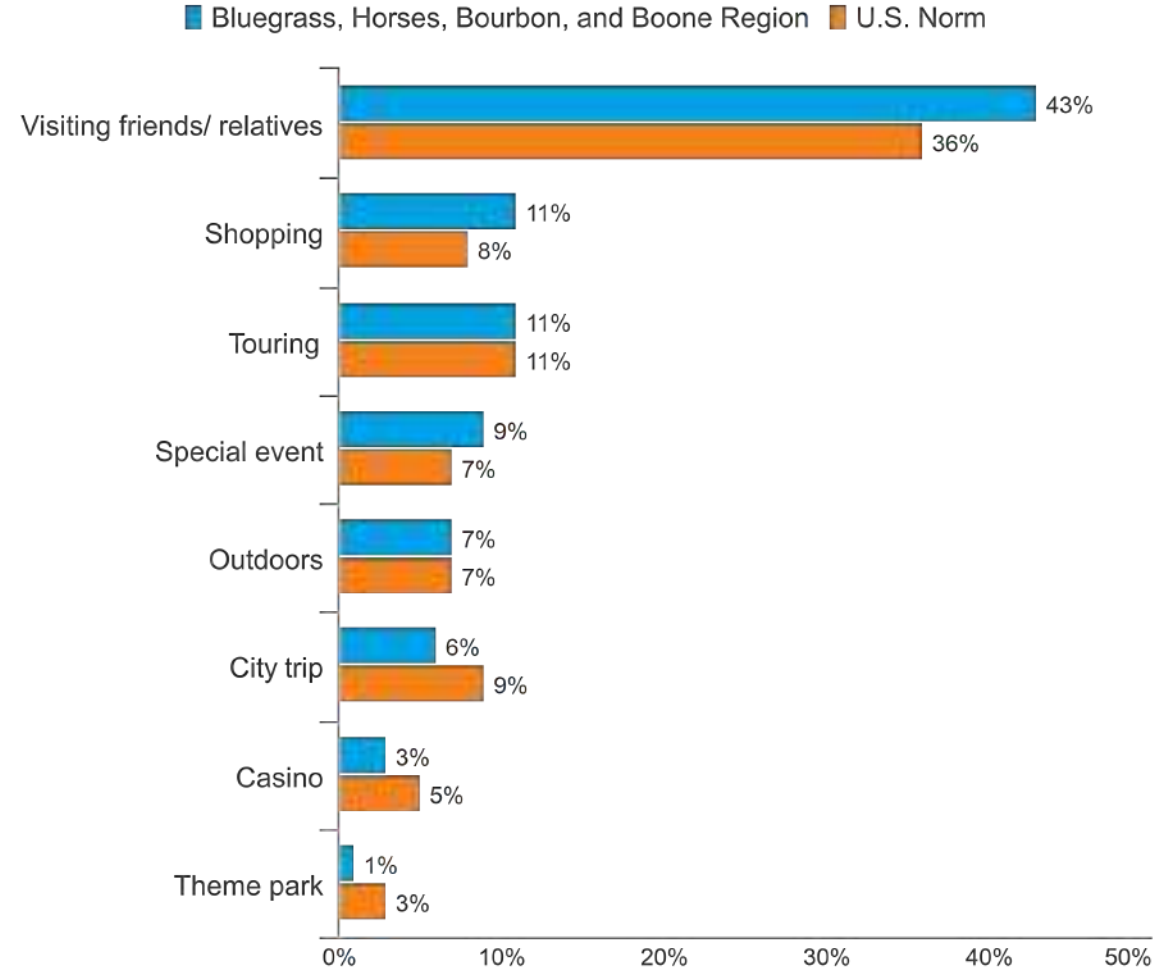
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

Main Purpose of Trip

 43% Visiting friends/ relatives	
 11% Shopping	 1% Conference/ Convention
 11% Touring	
 9% Special event	 5% Other business trip
 7% Outdoors	
 6% City trip	
 3% Casino	 3% Business-Leisure
 1% Theme park	

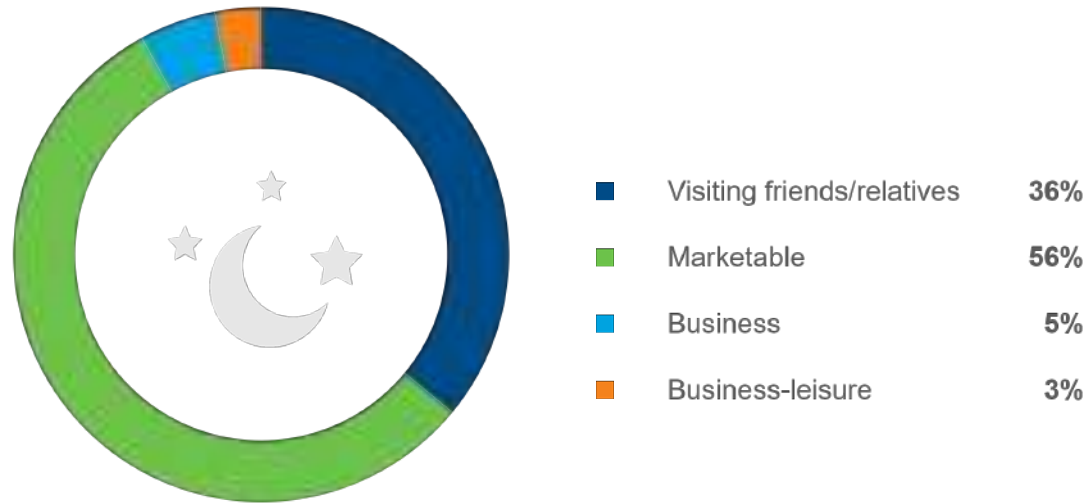
Main Purpose of Leisure Trip



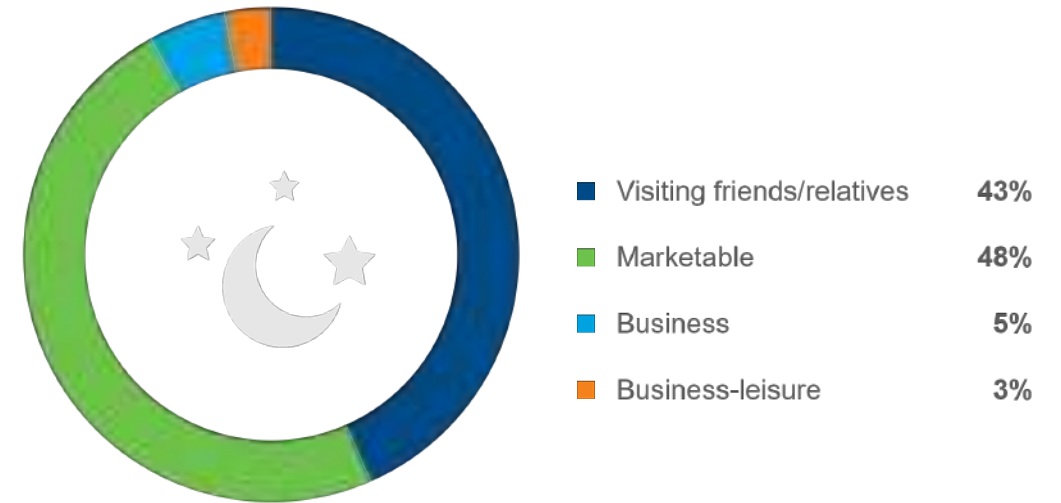
Structure of the U.S. and Bluegrass, Horses, Bourbon, and Boone Region Day Travel Market

Base: 2021/2022 Day Person-Trips

2022 U.S. Day Trips



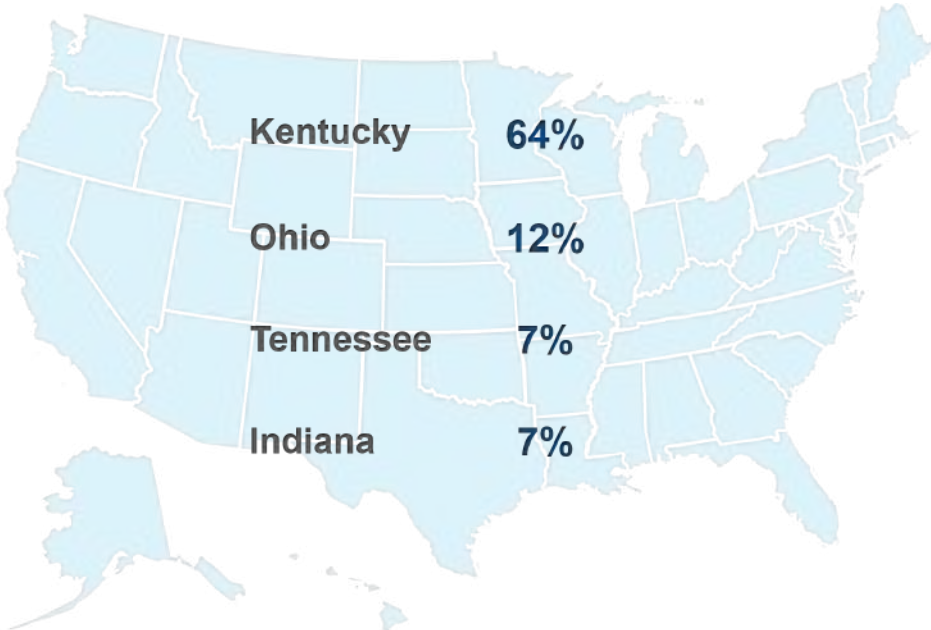
Bluegrass, Horses, Bourbon, and Boone Region Day Trips



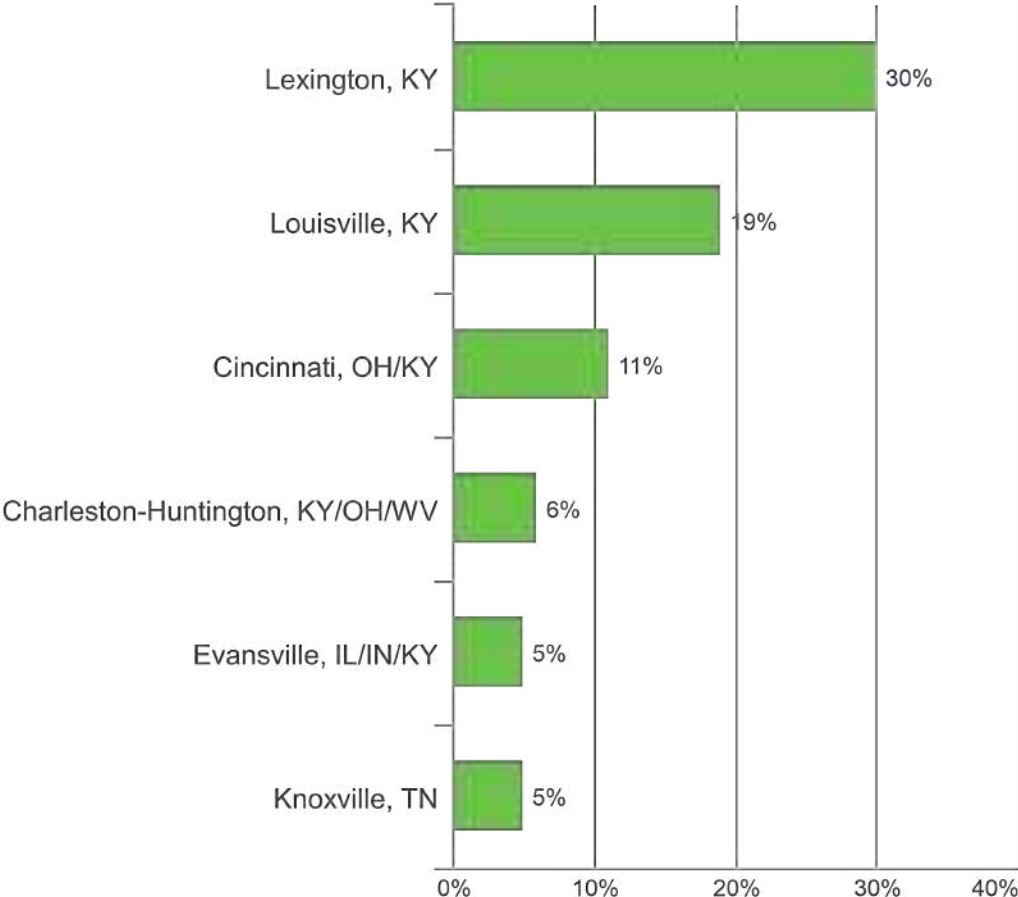
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2021/2022 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip



Size of Travel Party

Children Adults

Bluegrass, Horses, Bourbon, and Boone Region



Average number of people

Total
2.6

U.S. Norm

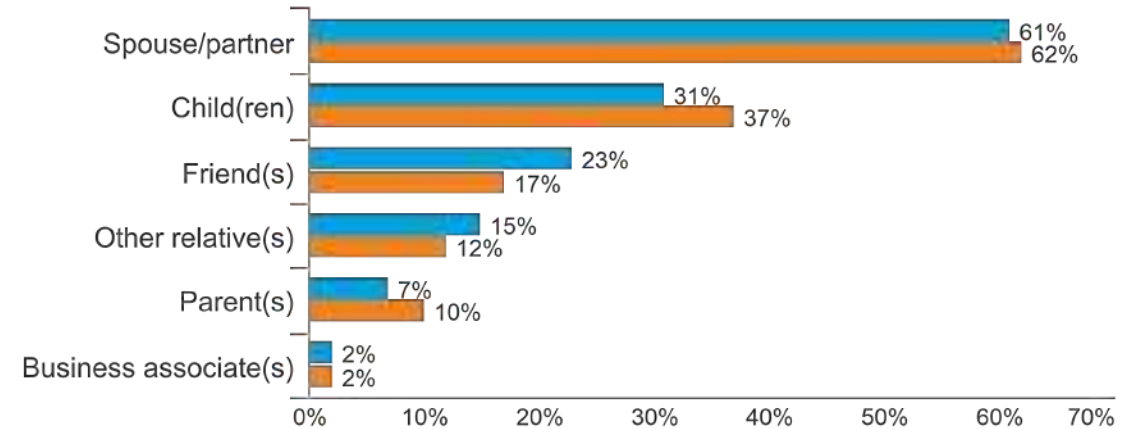


Average number of people

Total
2.6

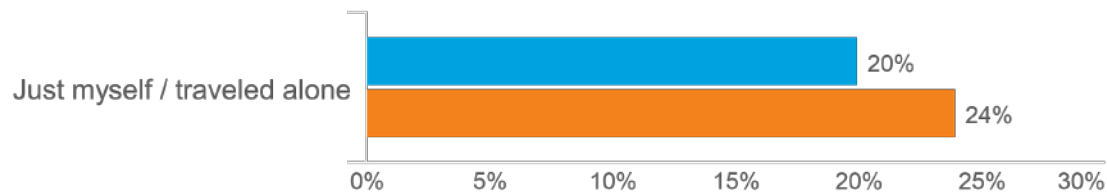
Composition of Immediate Travel Party

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



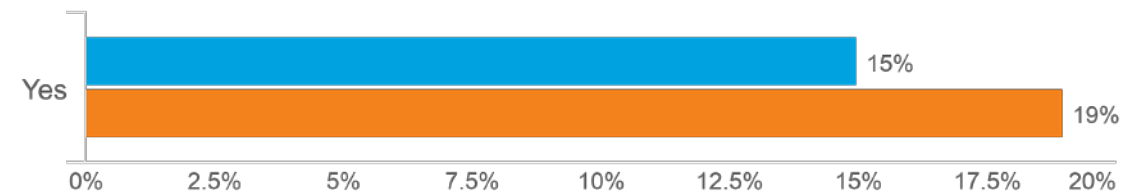
Percent Who Traveled Alone

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



Percent Who Had Travel Party Member with Disabilities

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



Question added in 2022, data is for 2022 only

Activity Groupings

Outdoor Activities



U.S. Norm: **34%**

Entertainment Activities



U.S. Norm: **40%**

Cultural Activities



U.S. Norm: **20%**

Sporting Activities



U.S. Norm: **14%**

Business Activities



U.S. Norm: **11%**

Activities and Experiences (Top 10)

Bluegrass, Horses, Bourbon, and Boone Region

U.S. Norm







	Shopping	31%	21%
	Sightseeing	18%	13%
	Landmark/historic site	11%	8%
	Winery/brewery/distillery tour	9%	4%
	Attending celebration	9%	10%
	Local parks/playgrounds	8%	6%
	Bar/nightclub	8%	6%
	National/state park	7%	5%
	Hiking/backpacking	6%	5%
	Museum	6%	7%

Shopping Types on Trip

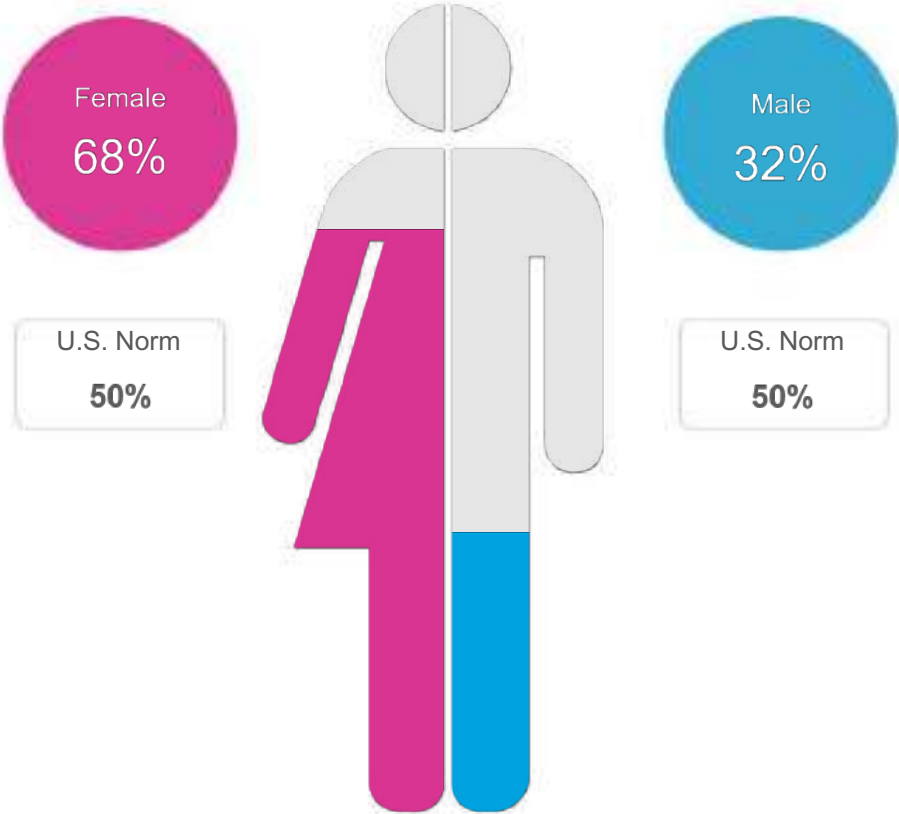
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
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 Antiquing	14%	12%
 Boutique shopping	13%	23%

Base: 2021/2022 Day Person-Trips that included Shopping

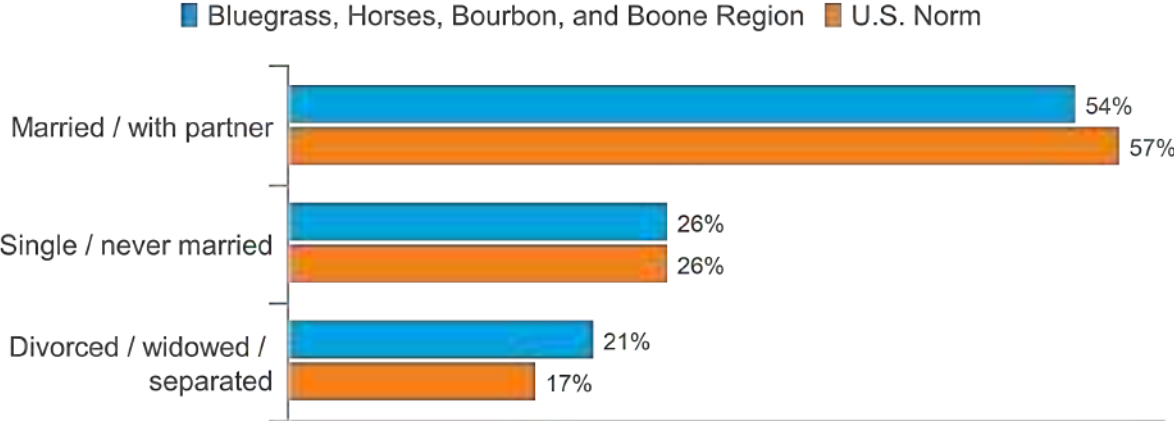
Dining Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Unique/local food	38%	38%
 Fine/upscale dining	17%	15%
 Street food/food trucks	14%	19%
 Food delivery service (UberEATS, DoorDash, etc.)	11%	13%
 Picnicking	10%	12%
 Gastropubs	4%	7%

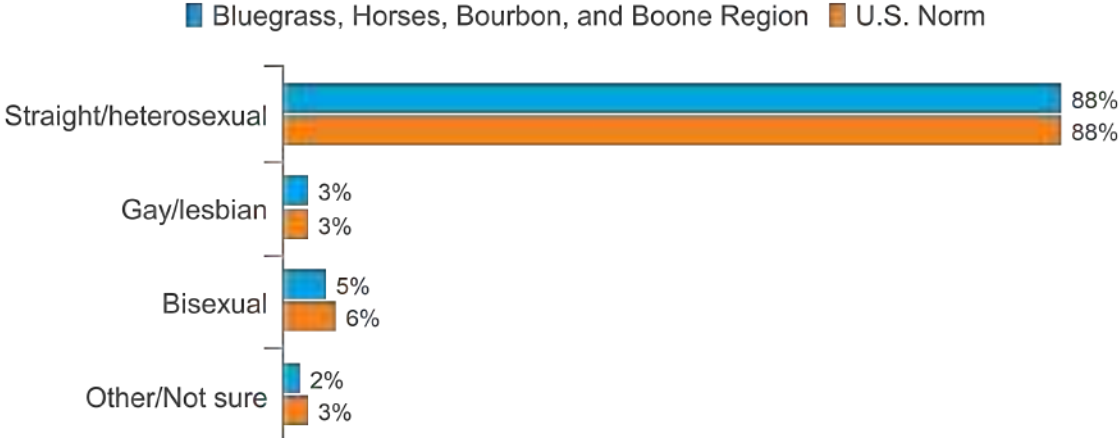
Gender



Marital Status



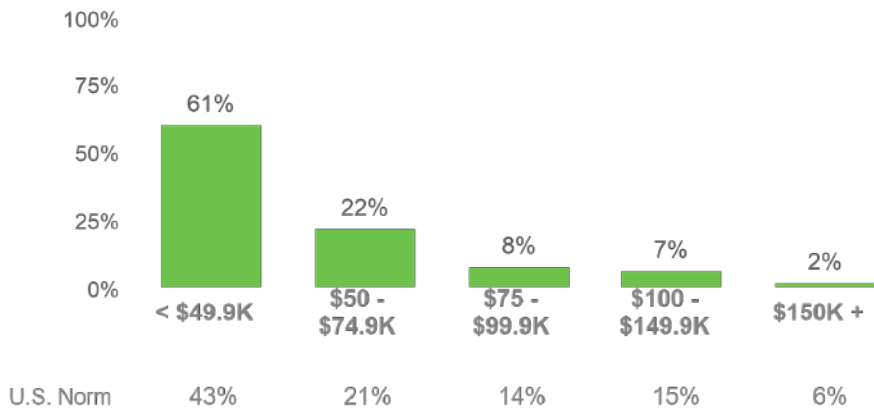
Sexual Orientation



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

Base: 2021/2022 Day Person-Trips

Household Income



Age

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

Bluegrass, Horses, Bourbon, and Boone Region



Average Age
47.5

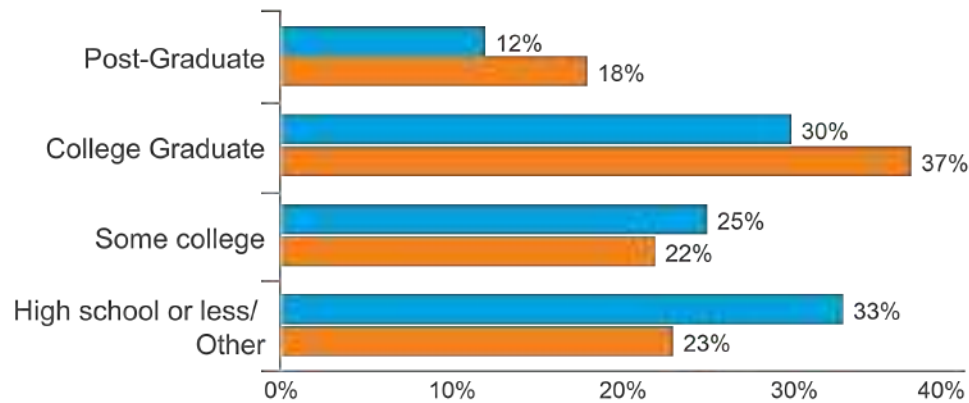
U.S. Norm



Average Age
46.1

Educational Attainment

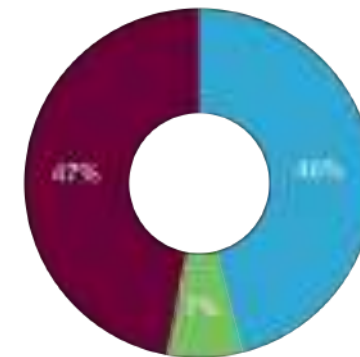
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



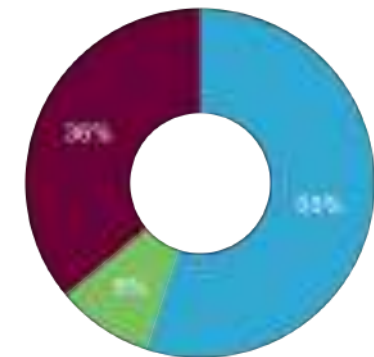
Employment

Full time / self-employed Part time Retired / not employed / other

Bluegrass, Horses, Bourbon, and Boone Region



U.S. Norm



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

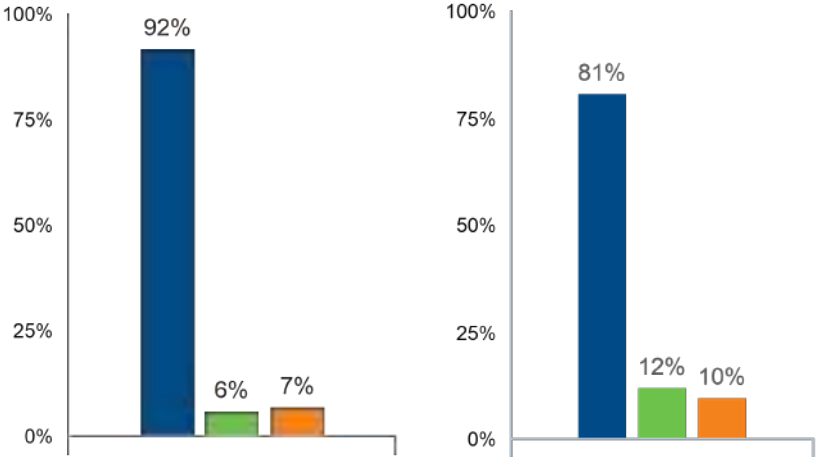
Base: 2021/2022 Day Person-Trips

Race

White African-American Other

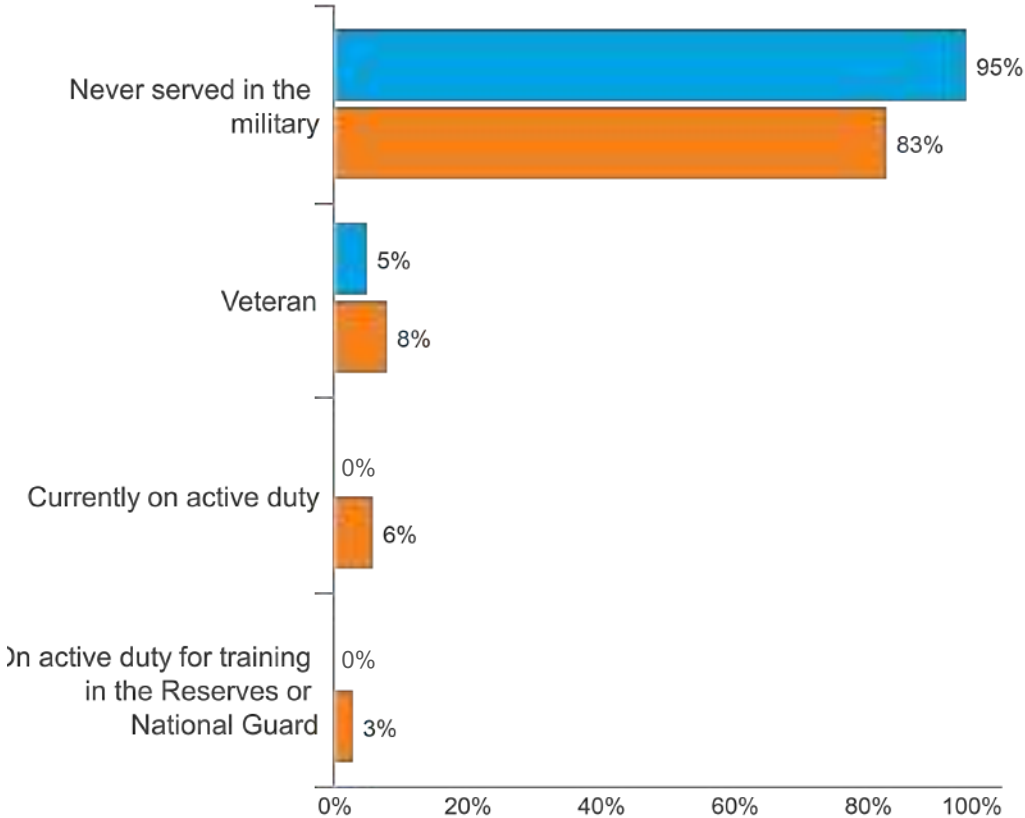
Bluegrass, Horses, Bourbon, and Boone Region

U.S. Norm



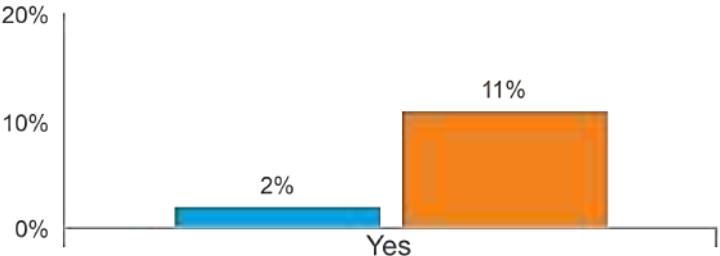
Military Status

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



Hispanic Background

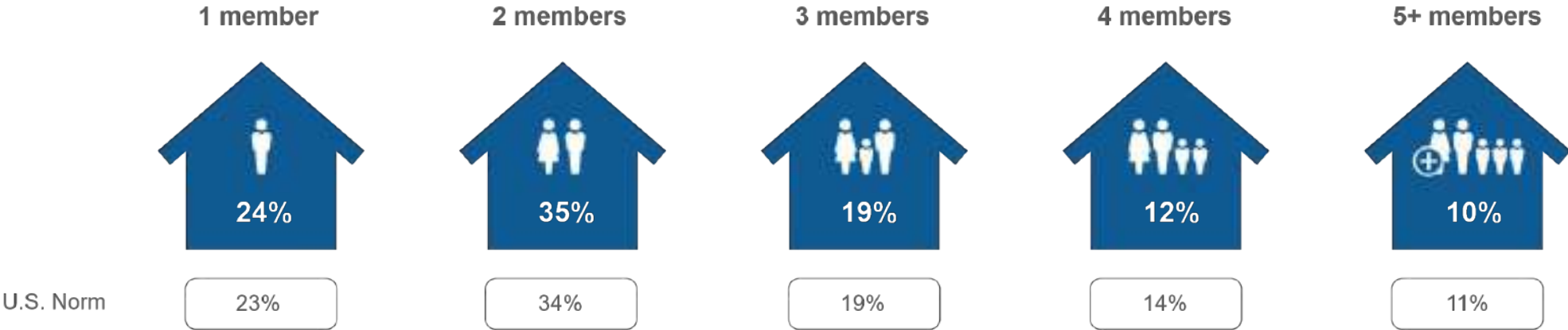
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



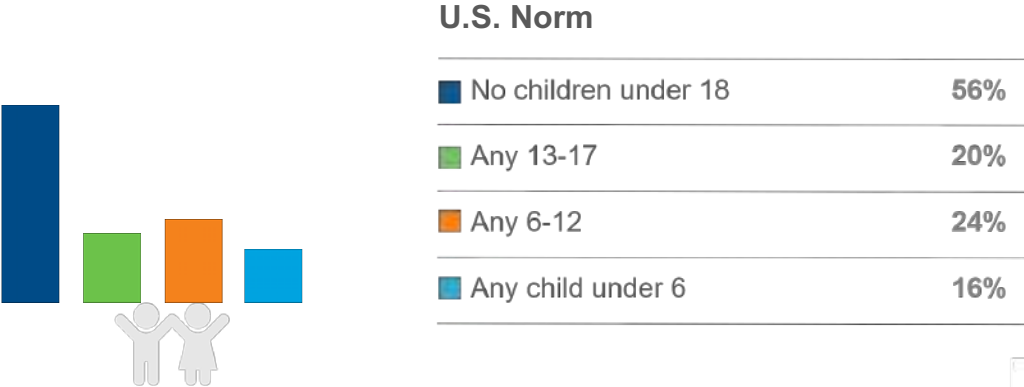
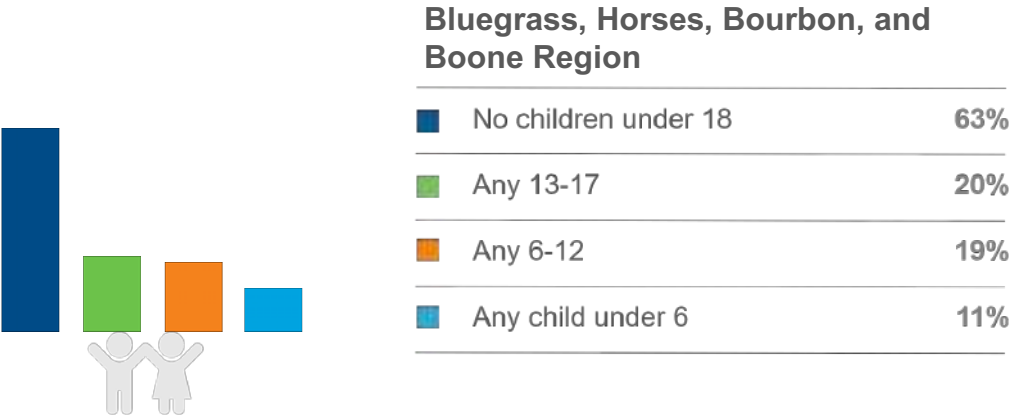
Question added in 2022, data is for 2022 only



Household Size



Children in Household



C  M P A S S

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