



Travel USA Visitor Profile

Kentucky's Southern Shorelines



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2019 and 2020 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2020 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Selected to be representative of the U.S. adult population.

For Kentucky's Southern Shorelines, the following sample was achieved in 2020:



Overnight Base Size 376

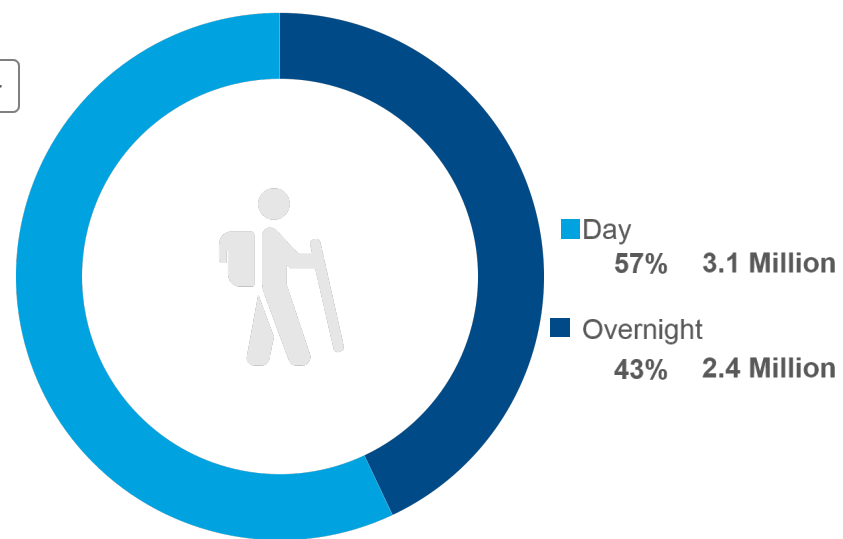
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Kentucky's Southern Shorelines 2020 Domestic Travel Market

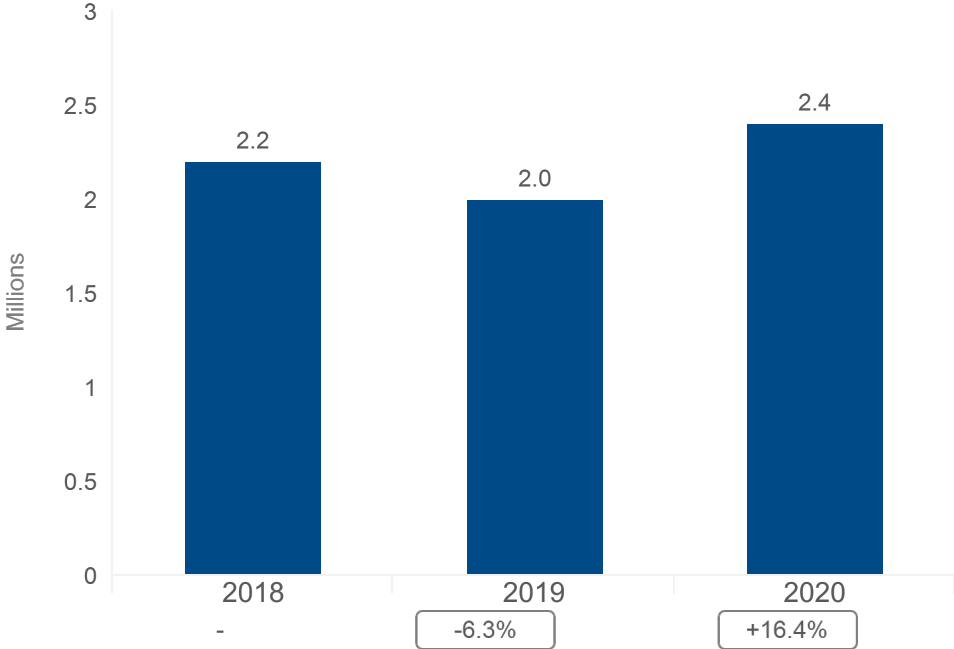
Total Person-Trips

5.5 Million

+10.1%vs. last year



Overnight Trips to Kentucky's Southern Shorelines



Past Visitation to Kentucky's Southern Shorelines

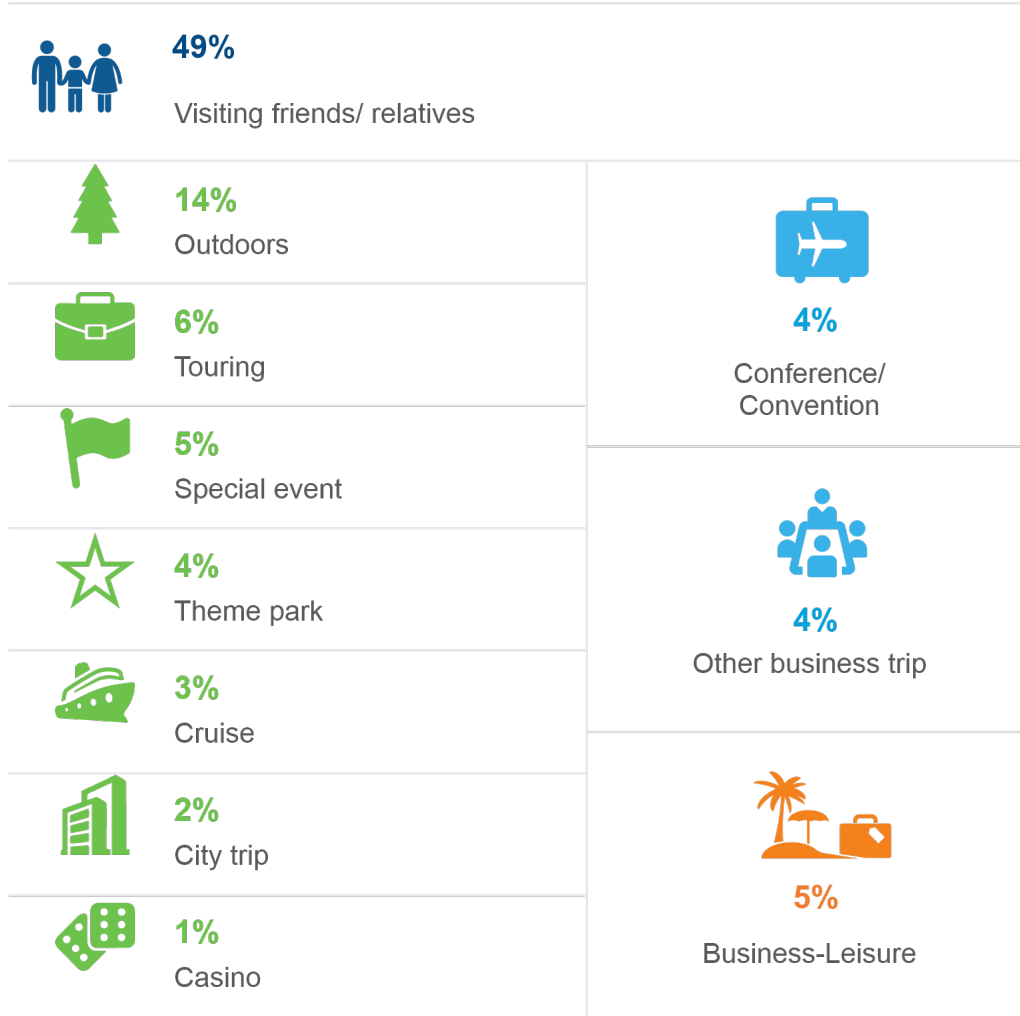
Base: 2019/2020 Overnight Person-Trips

- 64%** of overnight travelers to Kentucky's Southern Shorelines are repeat visitors
- 48%** of overnight travelers to Kentucky's Southern Shorelines had visited before in the past 12 months

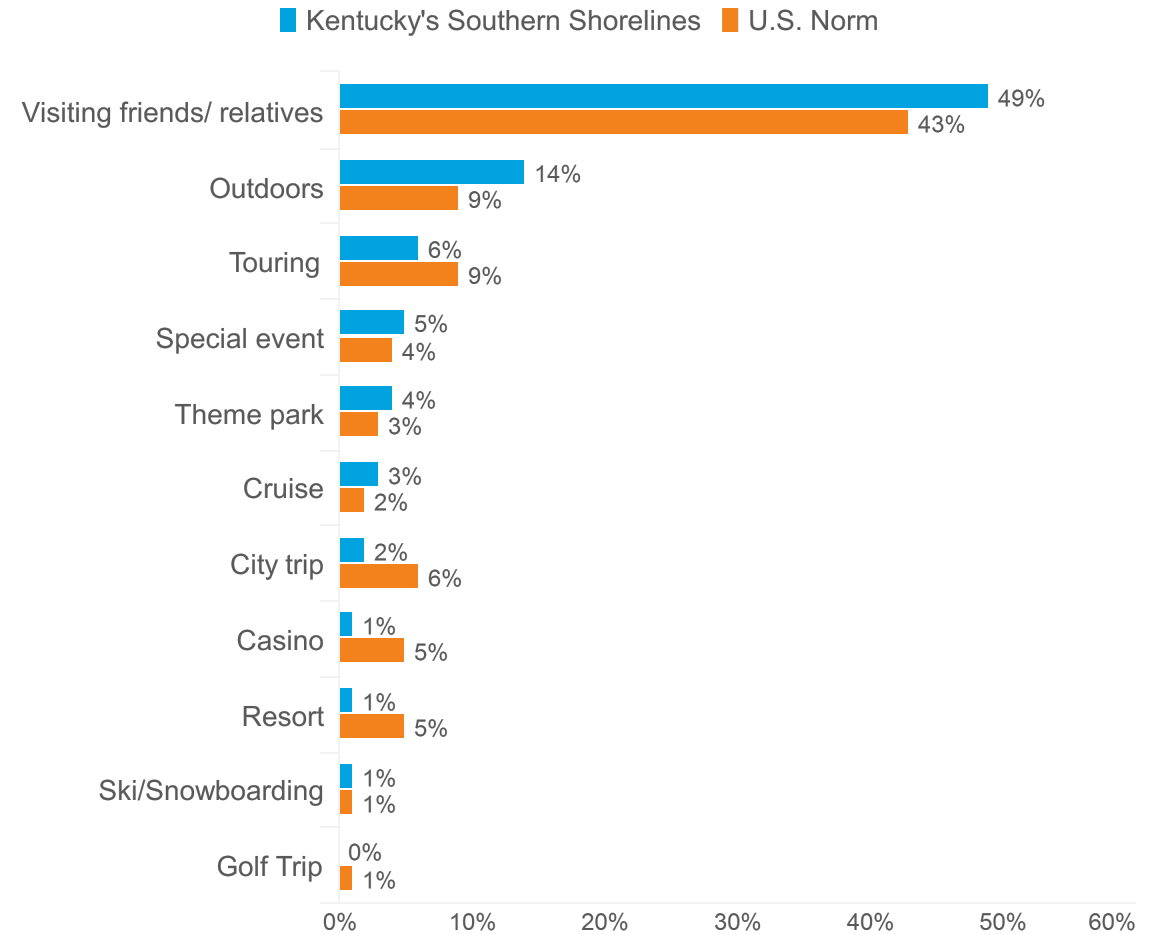
Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: 2019/2020 Overnight Person-Trips

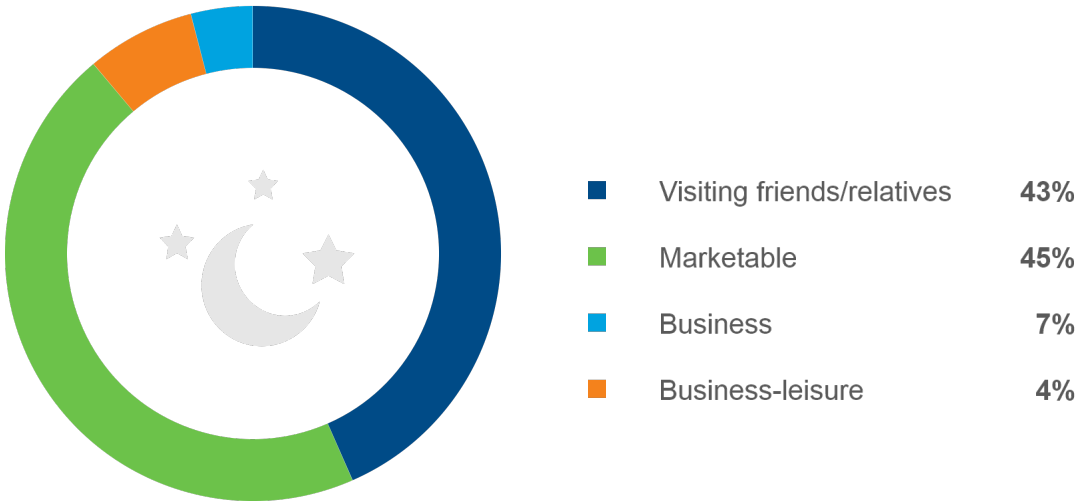
Main Purpose of Trip



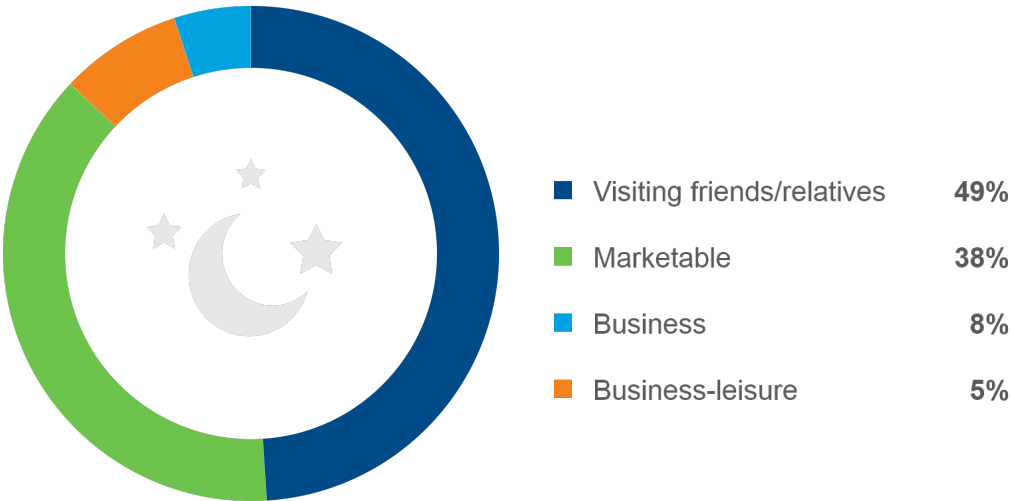
Main Purpose of Leisure Trip

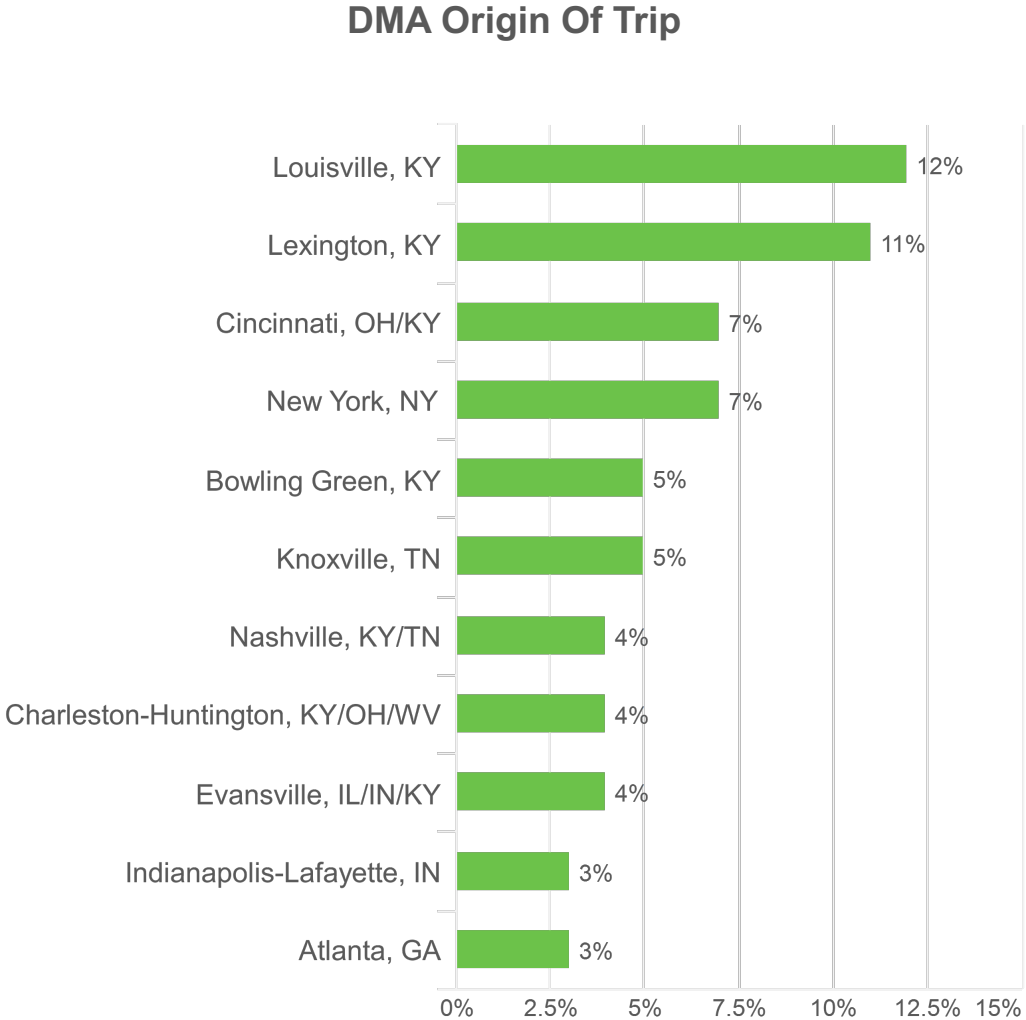
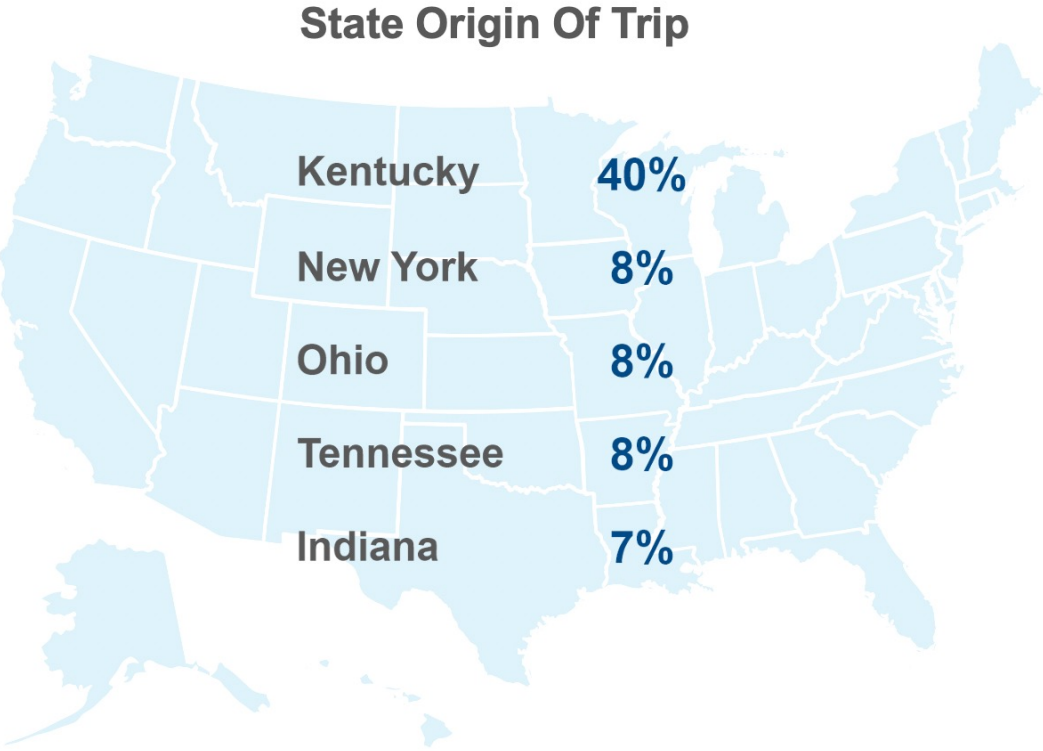


2020 U.S. Overnight Trips

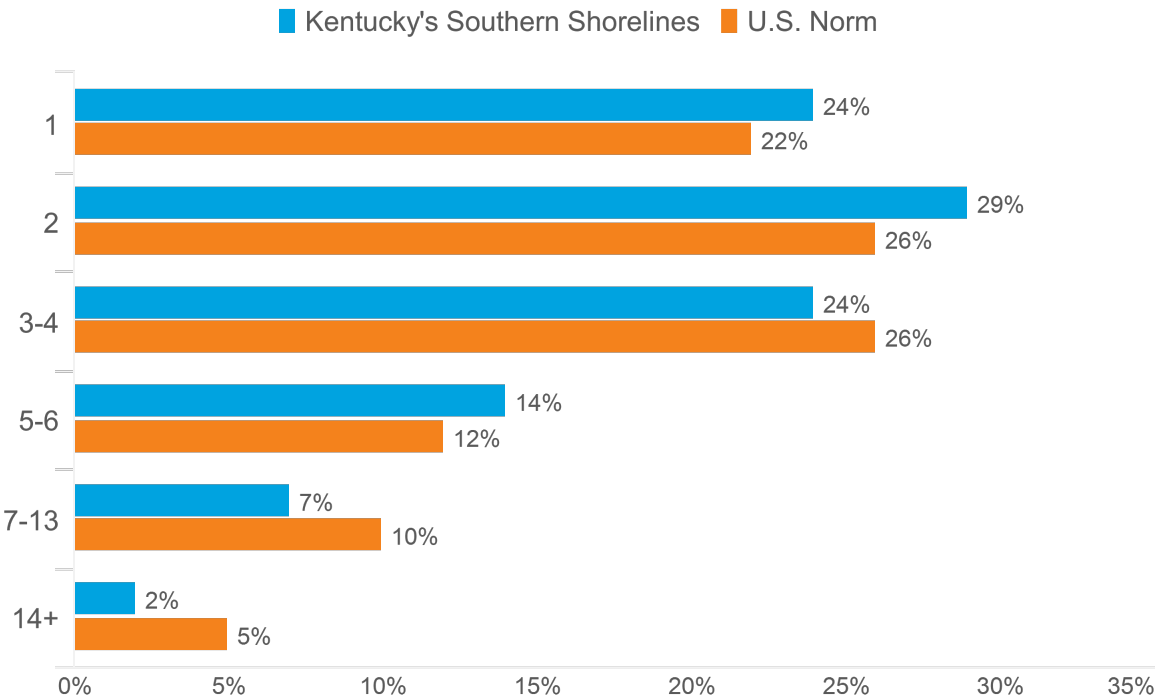


Kentucky's Southern Shorelines Overnight Trips





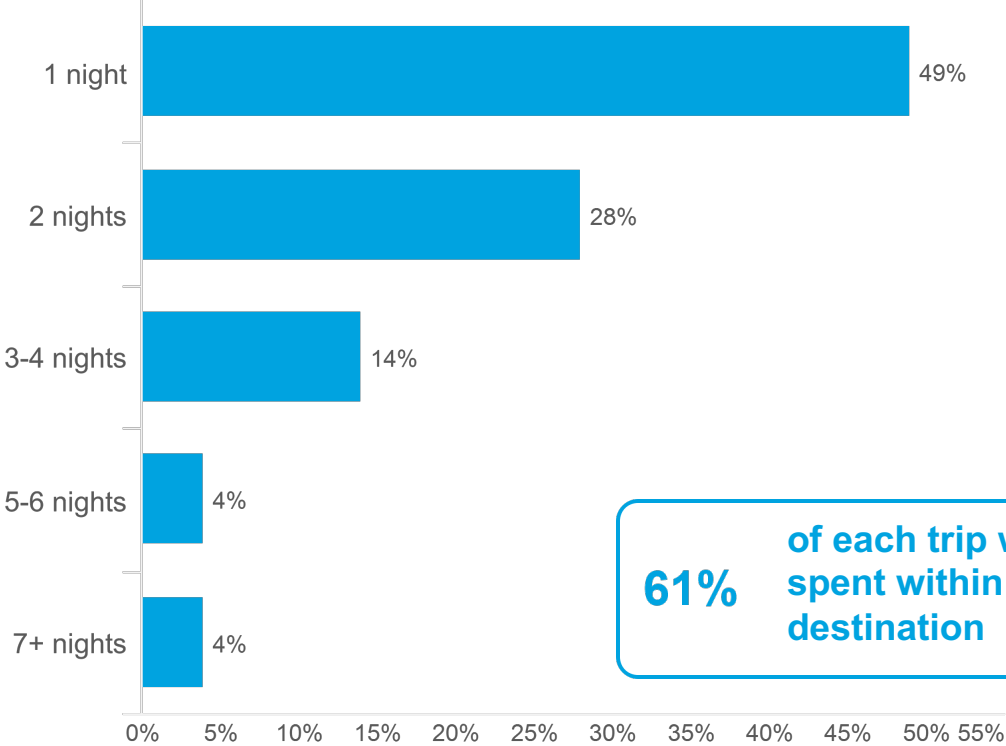
Total Nights Away on Trip



Kentucky's Southern Shorelines
3.4
 Average Nights

U.S. Norm
4.1
 Average Nights

Nights Spent in Kentucky's Southern Shorelines



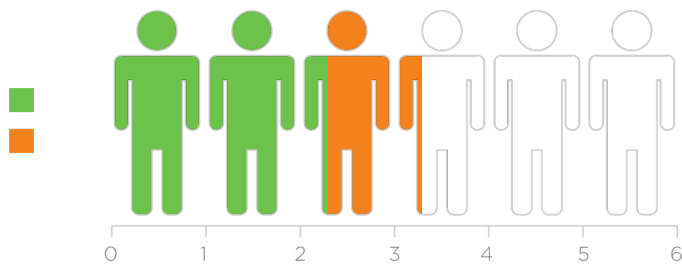
61% of each trip was spent within the destination

Average number of nights
2.1

Size of Travel Party

■ Adults ■ Children

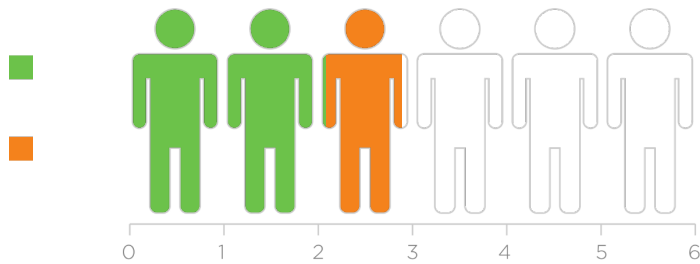
Kentucky's Southern Shorelines



Average number of people

Total
3.5

U.S. Norm

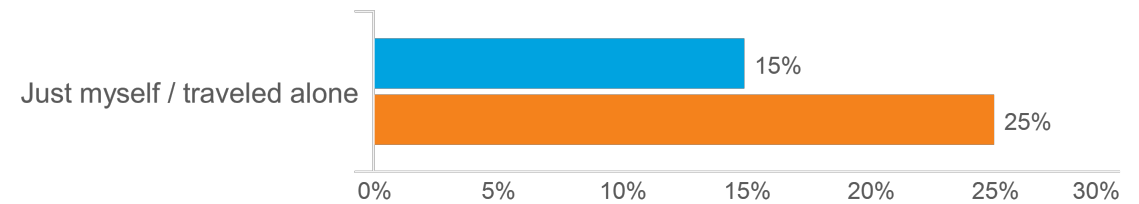


Average number of people

Total
3.0

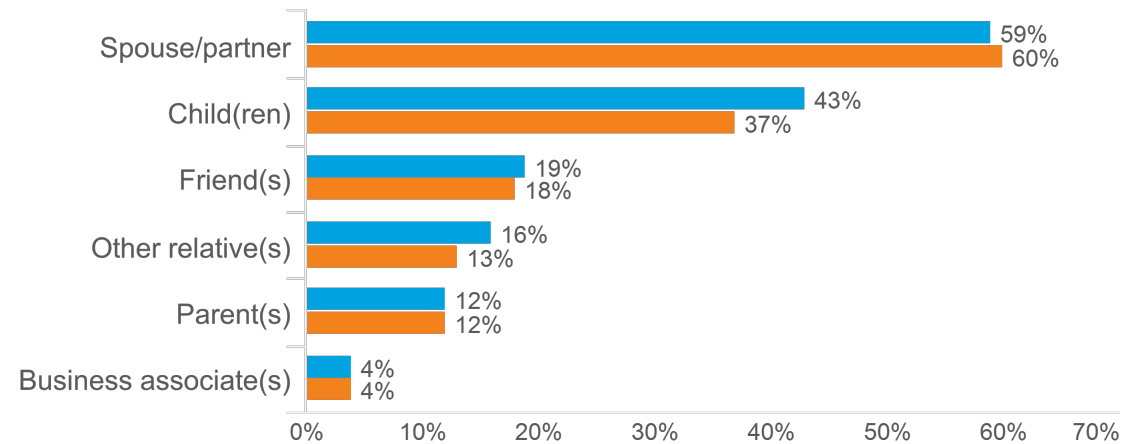
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

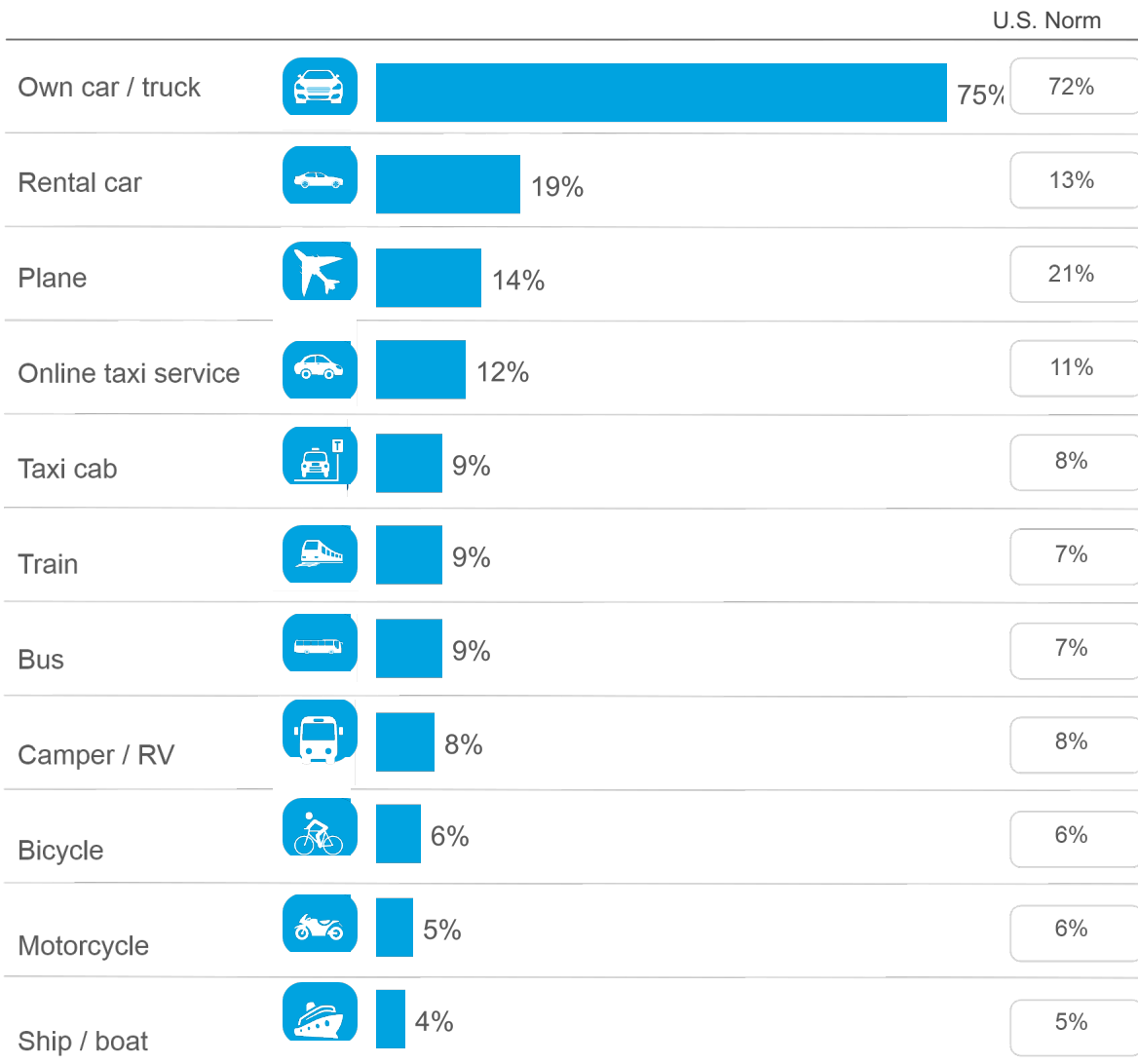
■ Kentucky's Southern Shorelines ■ U.S. Norm



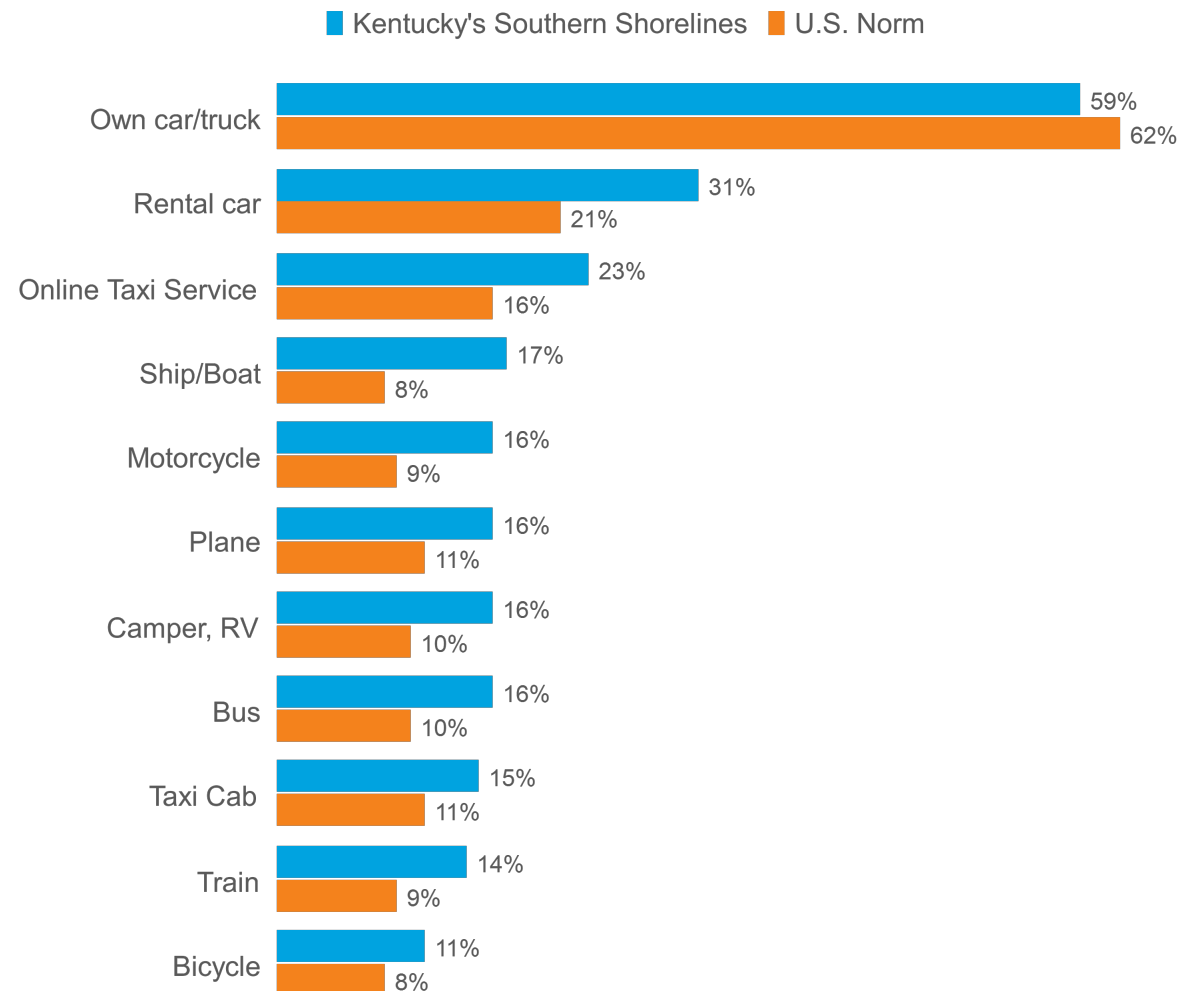
Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Transportation Used to get to Destination



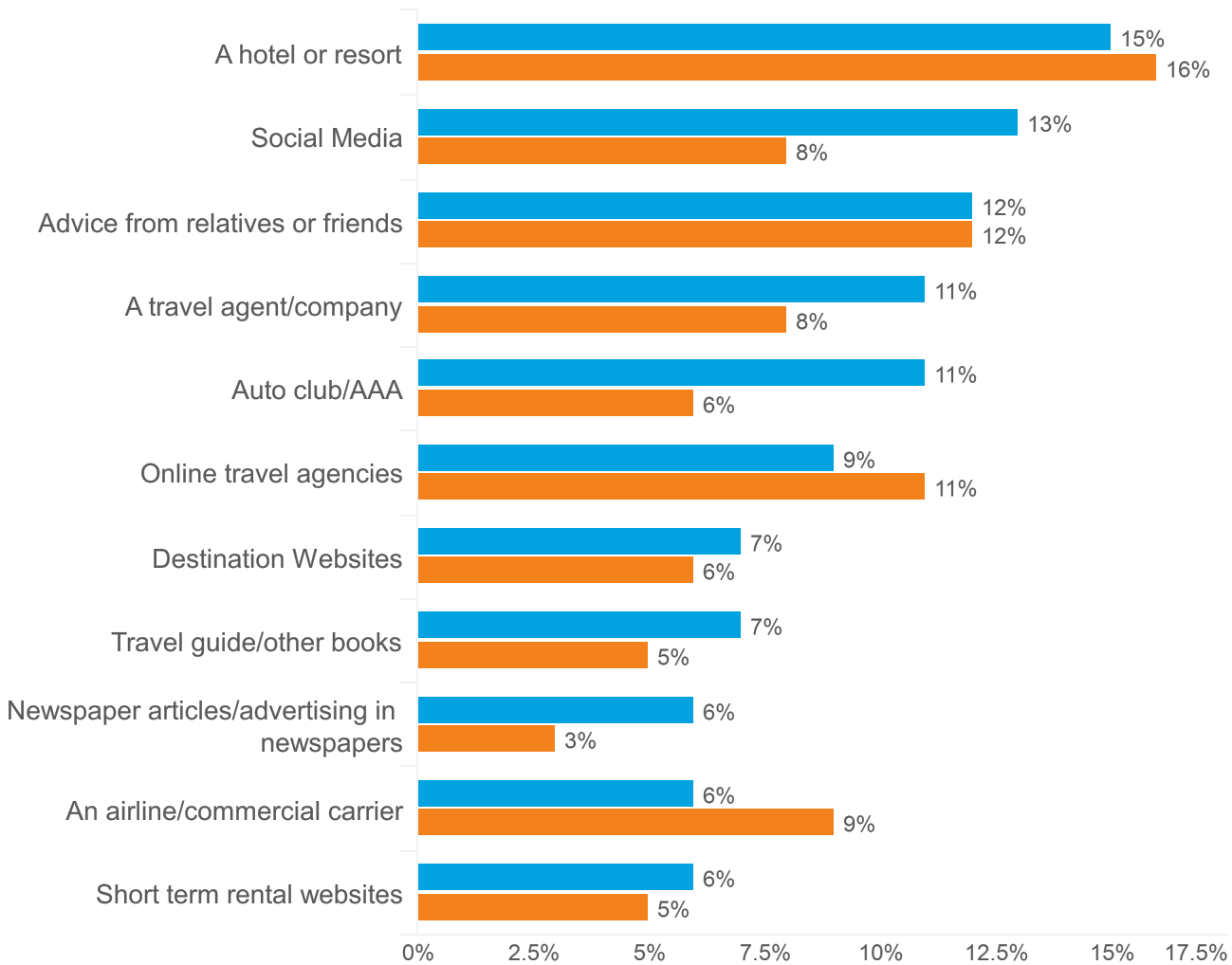
Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources

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



Length of Trip Planning

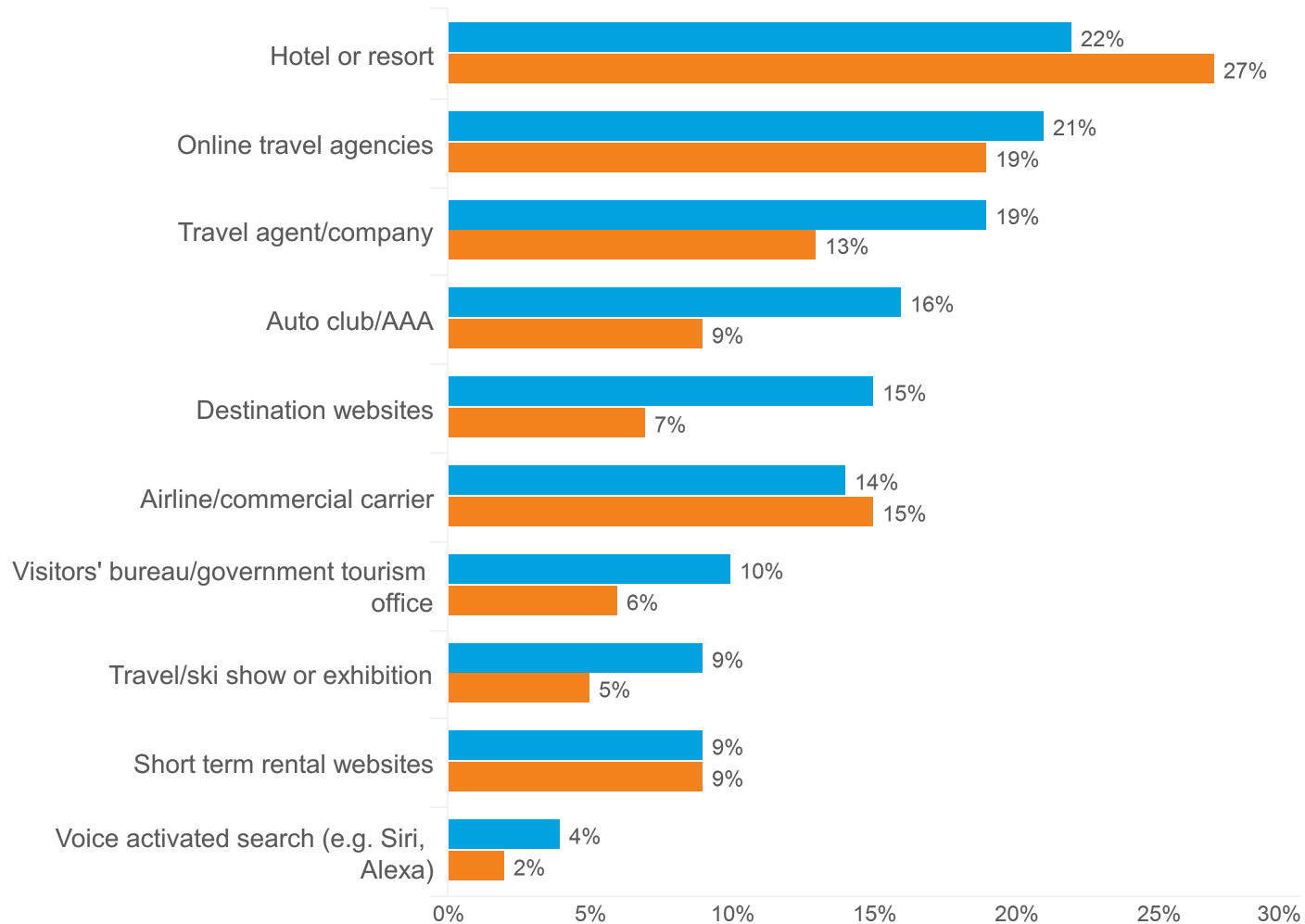
	Kentucky's Southern Shorelines	U.S. Norm
Did not plan anything in advance	21%	21%
More than 1 year in advance	5%	4%
6-12 months	13%	11%
3-5 months	17%	15%
2 months	14%	15%
1 month or less	30%	33%

Kentucky's Southern Shorelines's Overnight Trip Characteristics








Base: 2019/2020 Overnight Person-Trips

Method of Booking

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



Accommodations

		Kentucky's Southern Shorelines	U.S. Norm
	Hotel	32%	36%
	Home of friends / relatives	22%	22%
	Motel	16%	12%
	Bed & breakfast	11%	7%
	Campground / RV park	11%	6%
	Country inn / lodge	9%	4%
	Resort hotel	9%	10%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 53%

Cultural Activities



U.S. Norm: 26%

Sporting Activities



U.S. Norm: 15%

Business Activities



U.S. Norm: 17%

Activities and Experiences (Top 10)







	Kentucky's Southern Shorelines	U.S. Norm
Shopping	21%	22%
Attending celebration	19%	13%
Fishing	19%	7%
Swimming	19%	12%
Convention for personal interest	16%	5%
Sightseeing	16%	16%
Business convention/conference	16%	7%
Hiking/backpacking	15%	9%
Camping	15%	6%
Waterpark	14%	5%

Shopping Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Convenience/grocery shopping	48%	43%
 Outlet/mall shopping	41%	49%
 Big box stores (Walmart, Costco)	40%	36%
 Antiquing	31%	12%
 Souvenir shopping	30%	37%
 Boutique shopping	25%	26%

Base is the 21% of travelers who shopped on their trip.

Dining Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Unique/local food	44%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	25%	20%
 Picnicking	24%	13%
 Street food/food trucks	22%	19%
 Fine/upscale dining	13%	20%
 Gastropubs	10%	8%



52%
of overnight travelers were
very satisfied with their overall
trip experience



Safety/security

54%



Friendliness of people

50%



Cleanliness

47%



Sightseeing/attractions

46%



Quality of food

45%



Music/nightlife/entertainment

44%



Value for money

40%



Public transportation

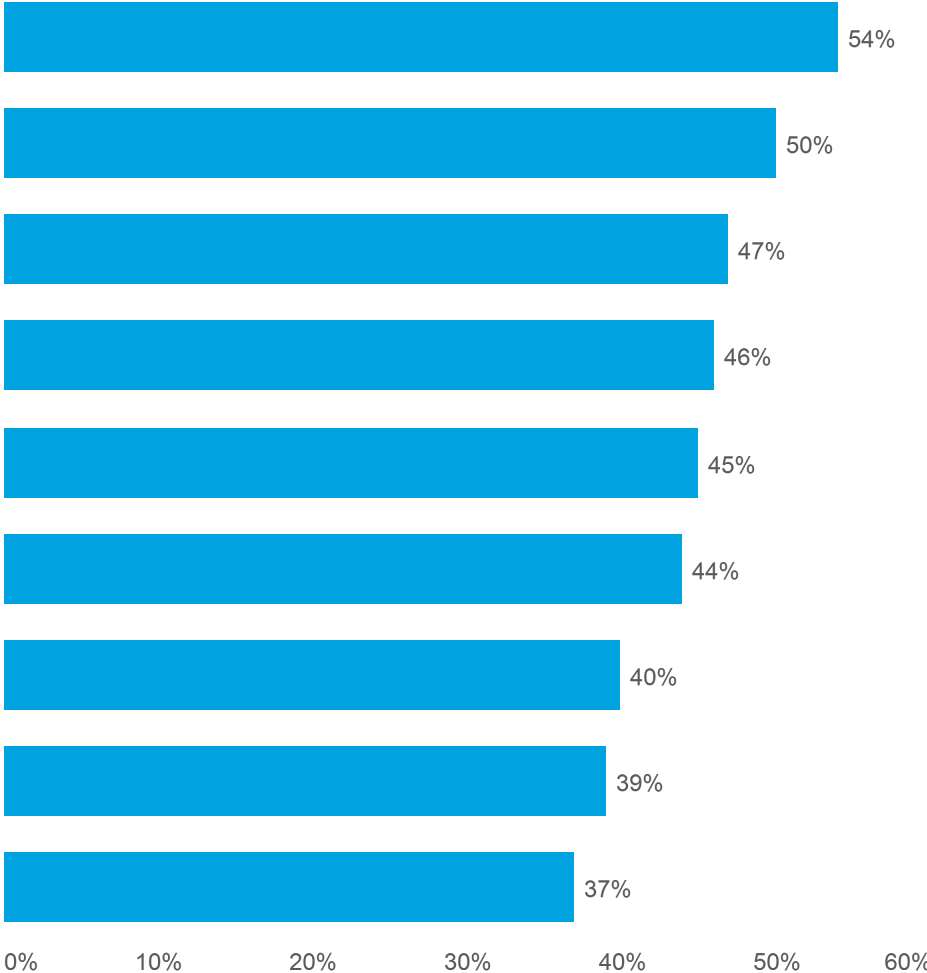
39%



Quality of accommodations

37%

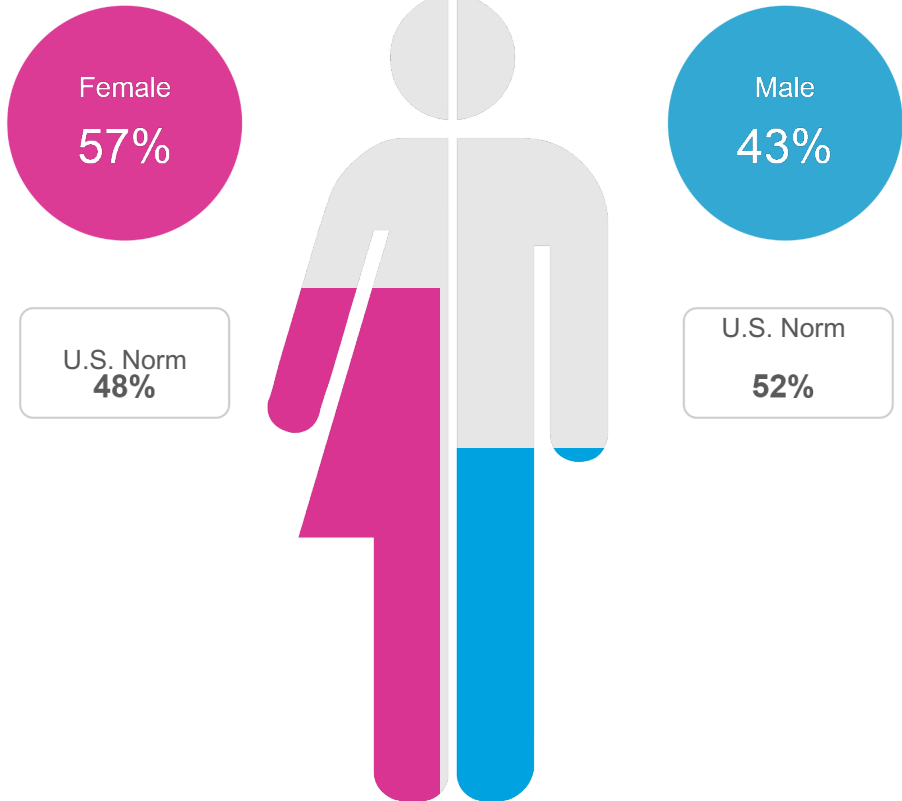
% Very Satisfied with Trip



Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

Base: 2019/2020 Overnight Person-Trips

Gender



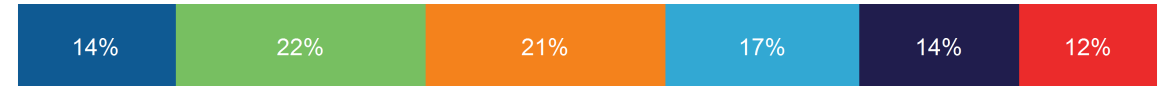
Age

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

Kentucky's Southern Shorelines

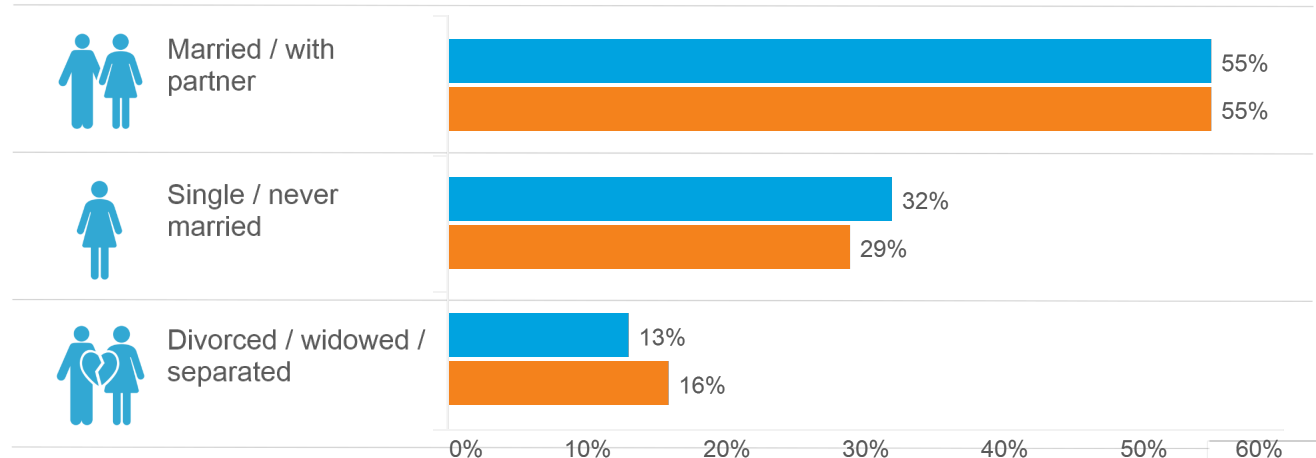


U.S. Norm



Marital Status

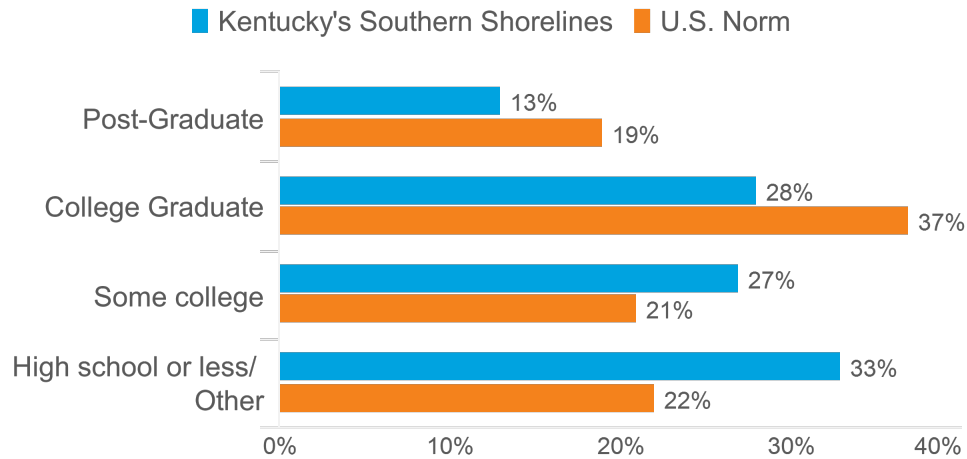
Kentucky's Southern Shorelines U.S. Norm



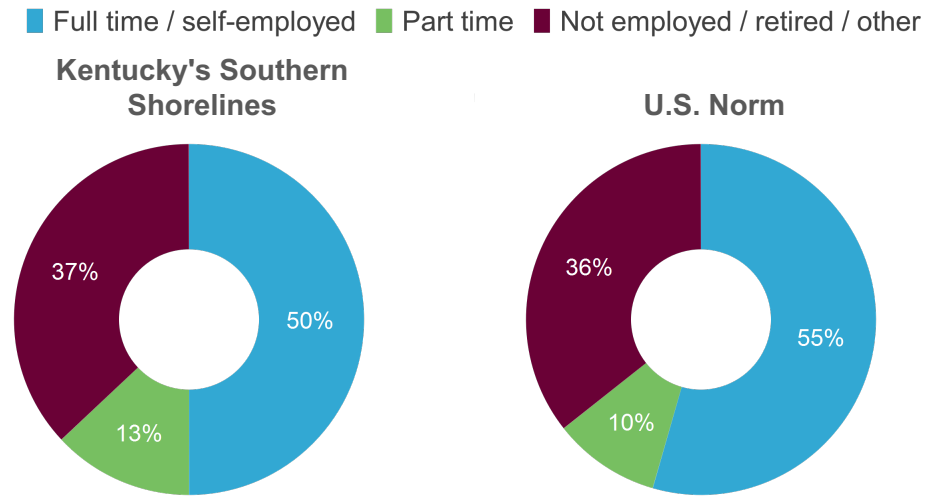
Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

Base: 2019/2020 Overnight Person-Trips

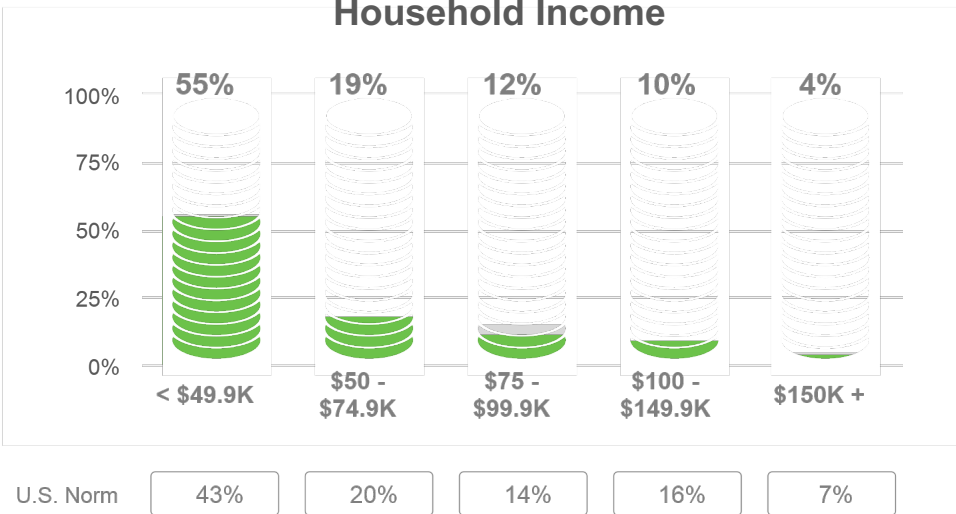
Education



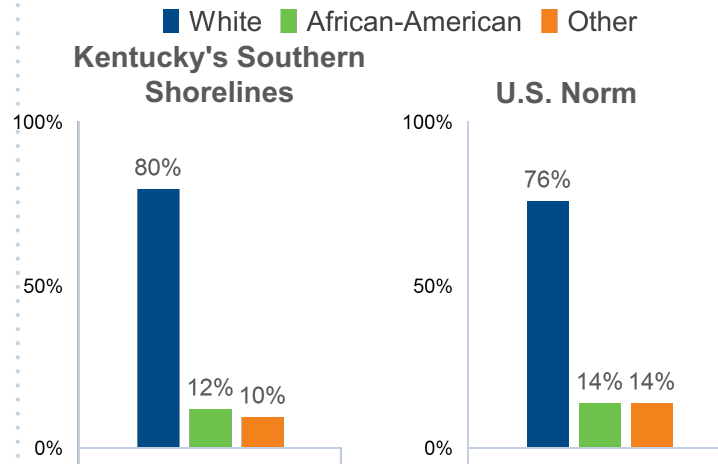
Employment



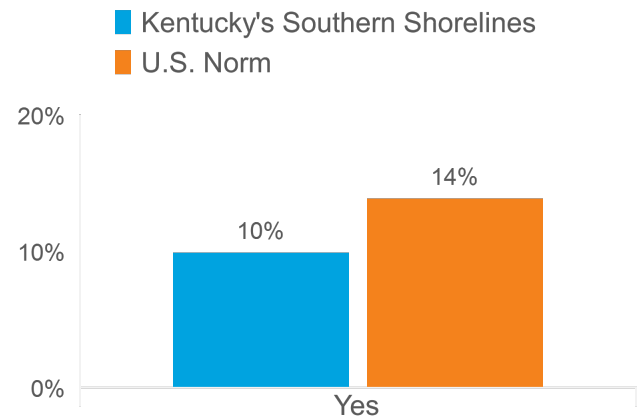
Household Income



Race

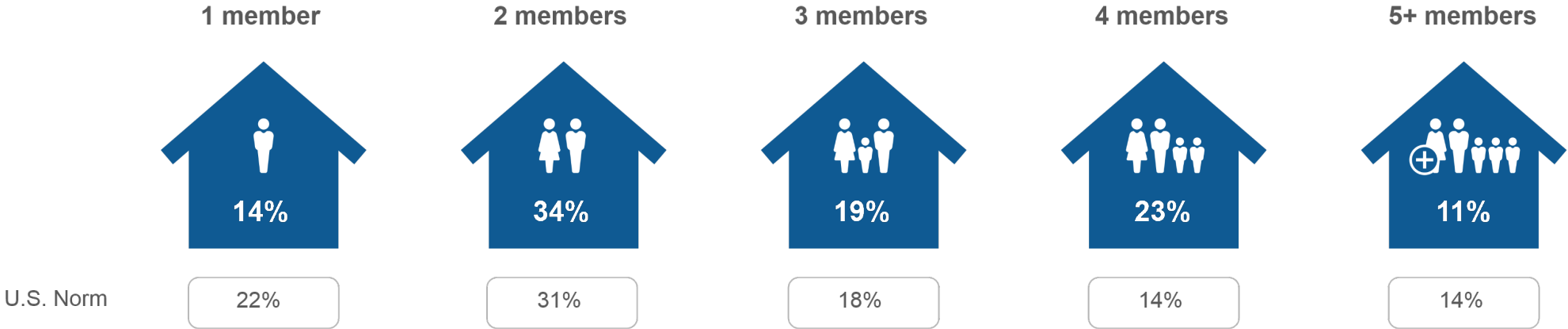


Hispanic Background



Question updated in 2020, 2020 data only

Household Size



Children in Household

