



Travel USA Visitor Profile

Day Visitation



2020

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Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- 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 2020.

Methodology

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

For Kentucky, the following sample was achieved in 2020:



Day Base Size

2,112

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



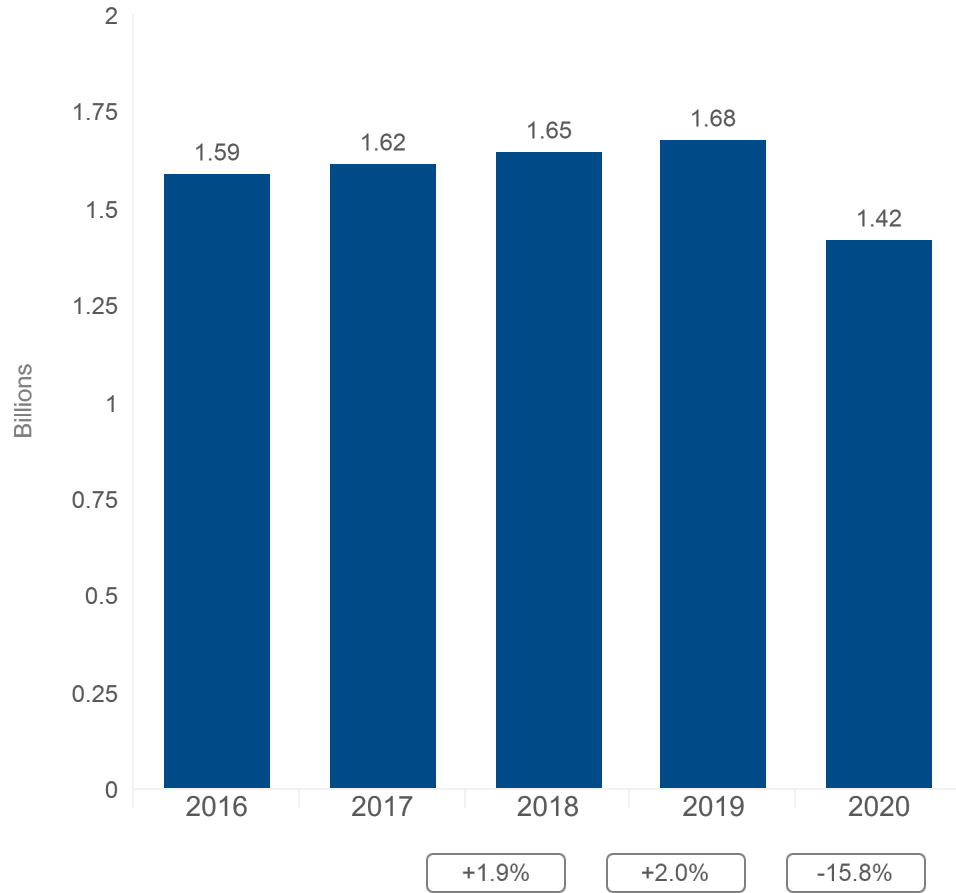
Travel USA Visitor Profile

Day Visitation - Kentucky



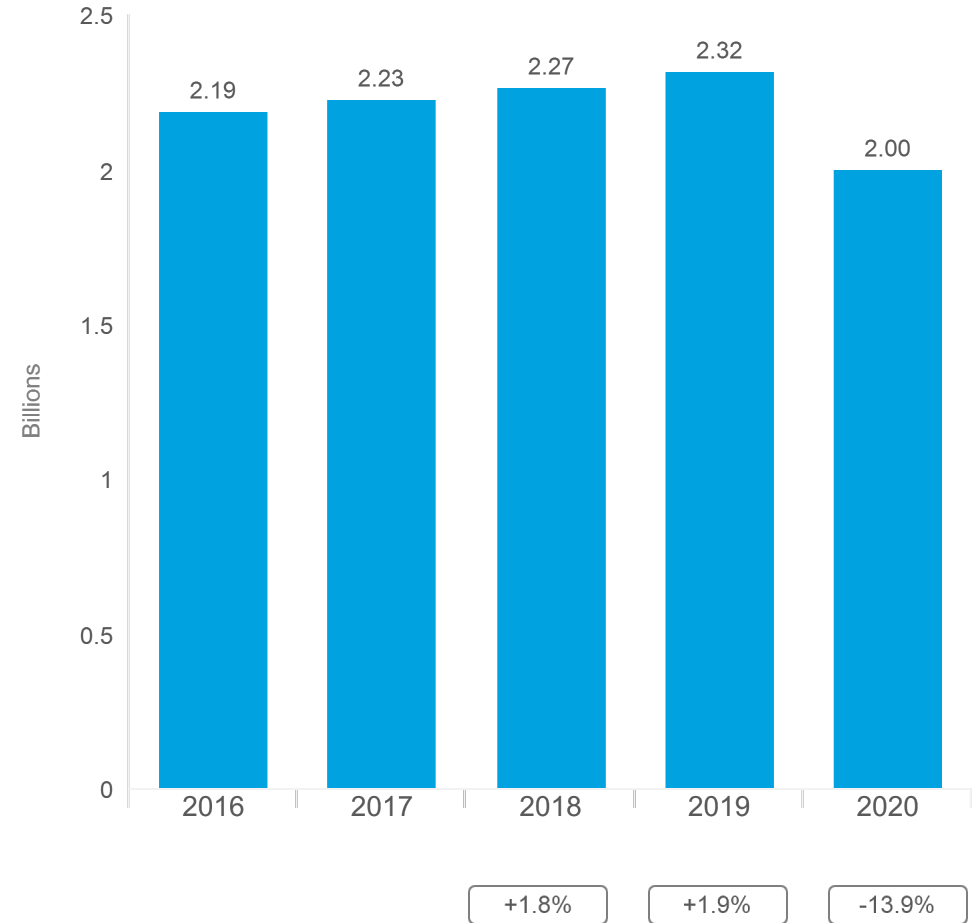
2020

Total Size of U.S. Overnight Travel Market



South Region: Down 8.9% from 2019

Total Size of U.S. Day Travel Market



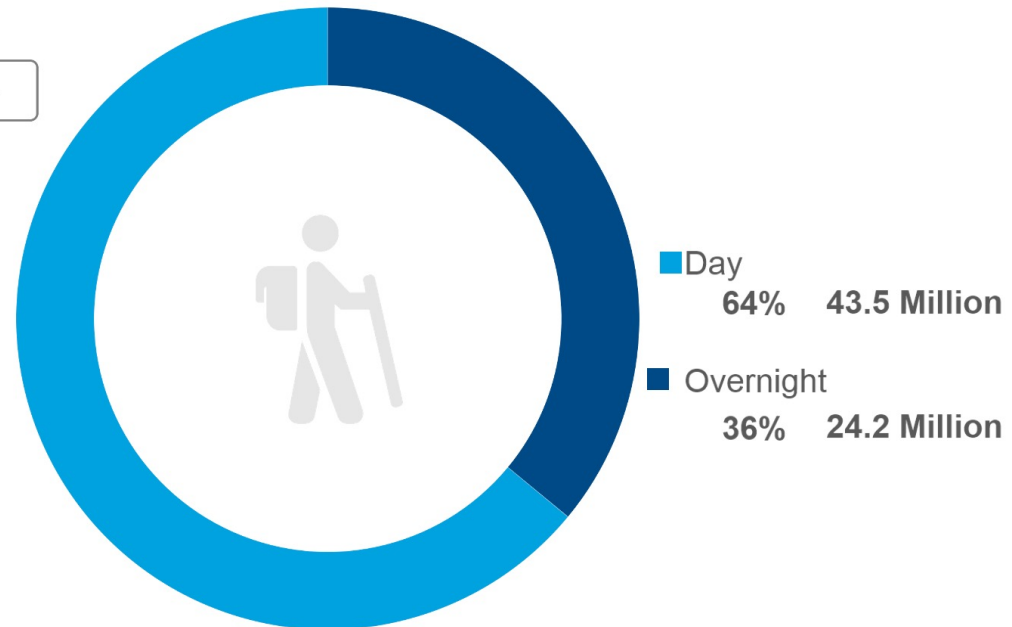
South Region: Down 14% from 2019

Total Size of Kentucky 2020 Domestic Travel Market

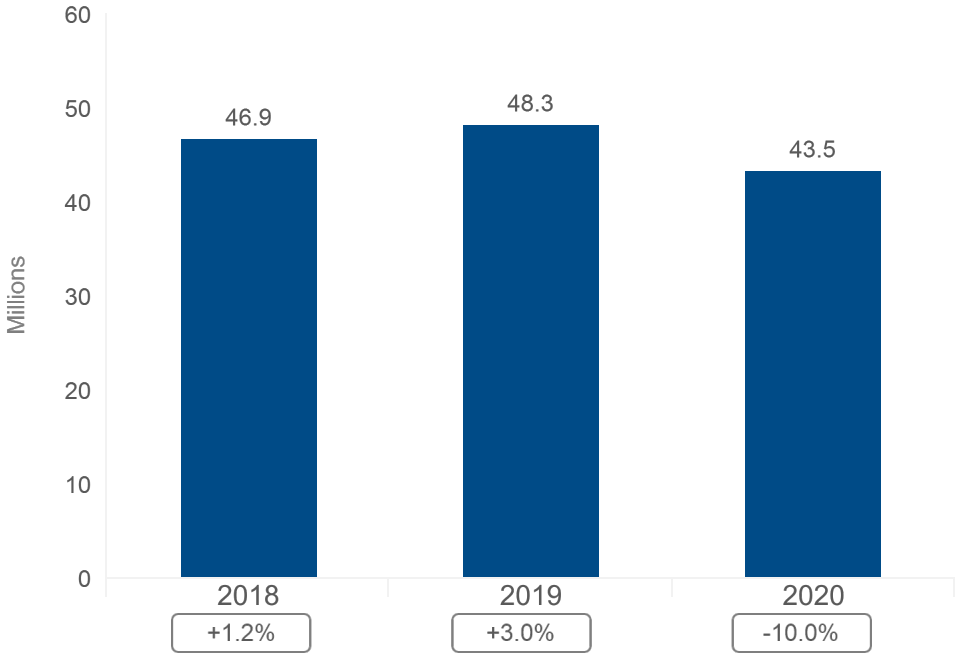
Total Person-Trips

67.7 Million

-7.7% vs. last year



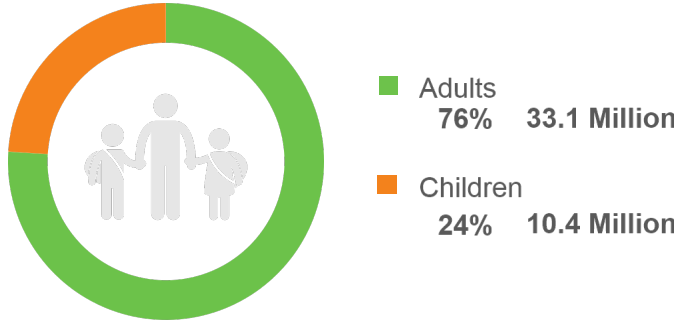
Day Trips to Kentucky



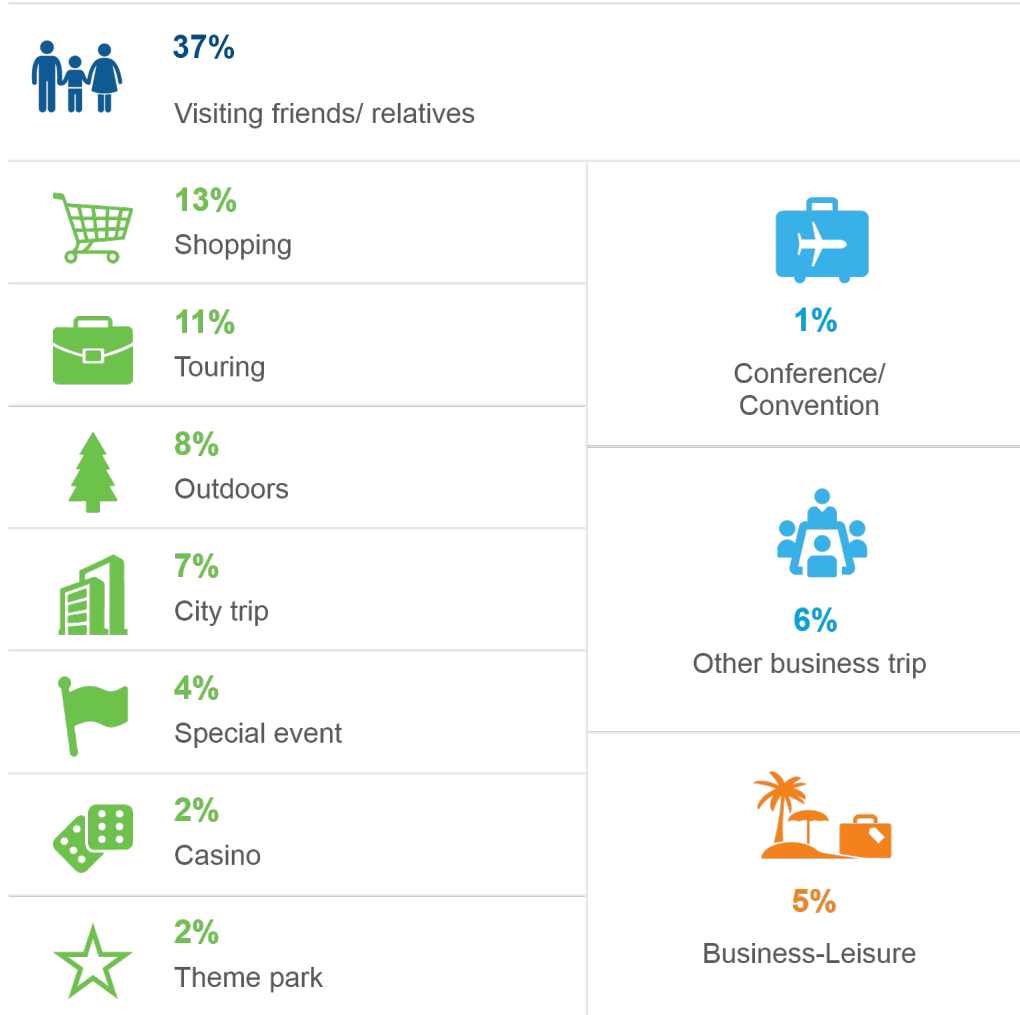
Size of Kentucky Day Travel Market - Adults vs. Children

Total Day Person-Trips

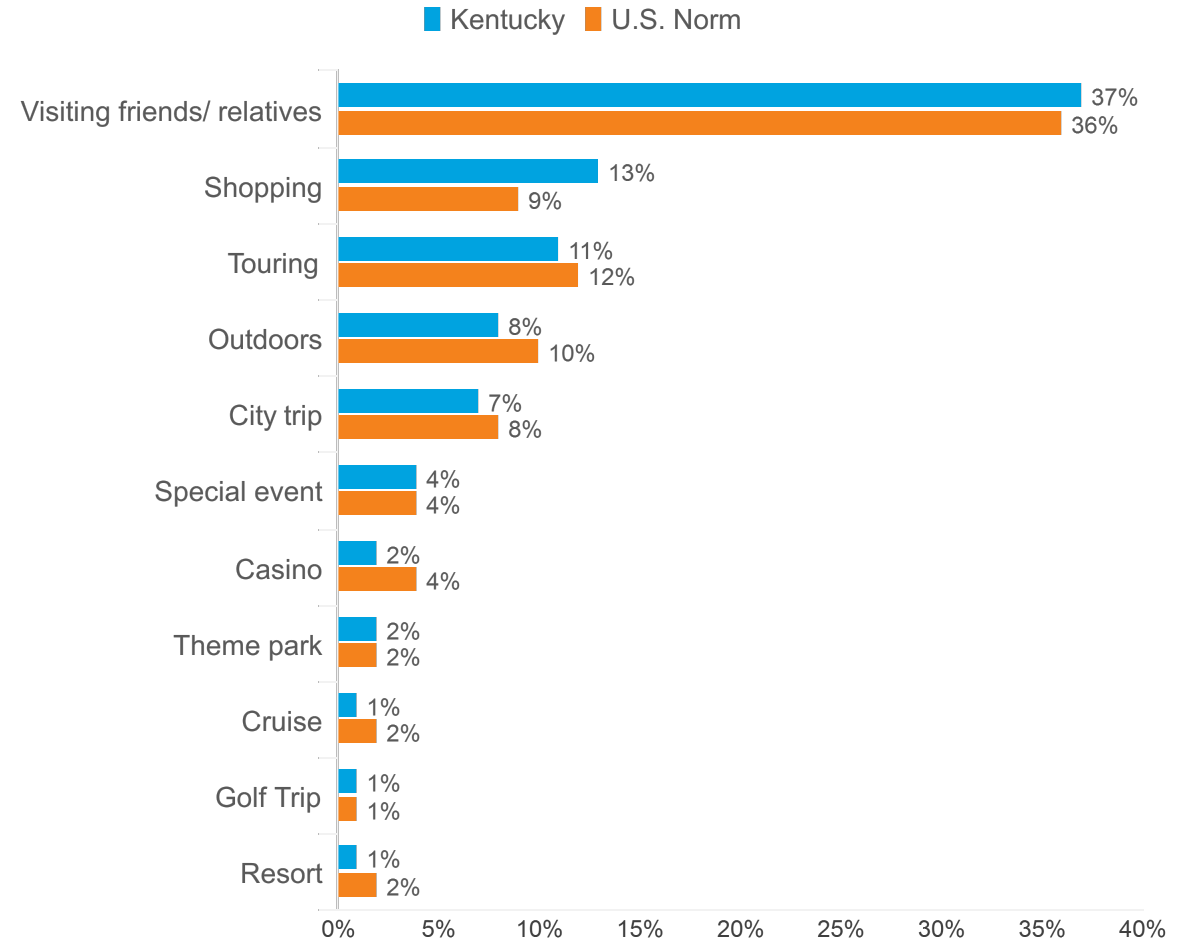
43.5 Million



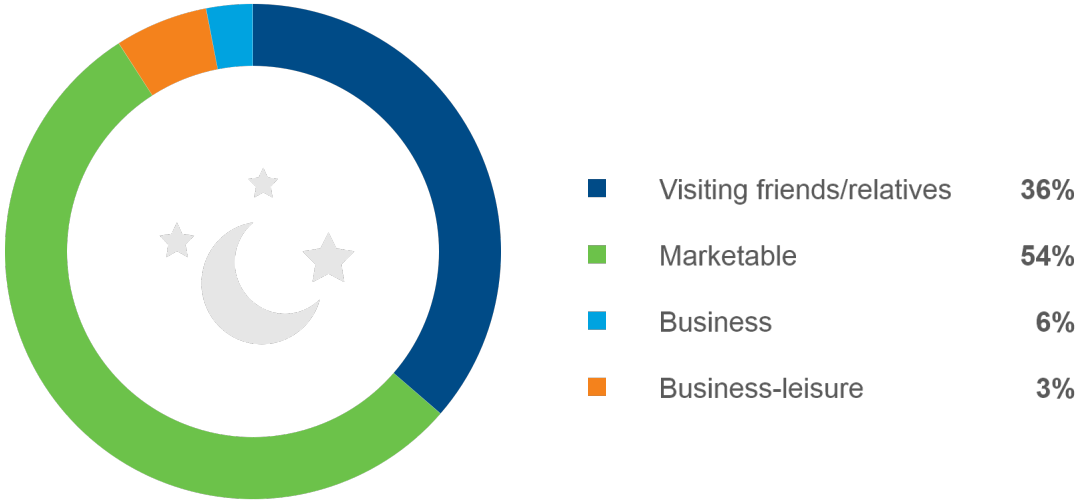
Main Purpose of Trip



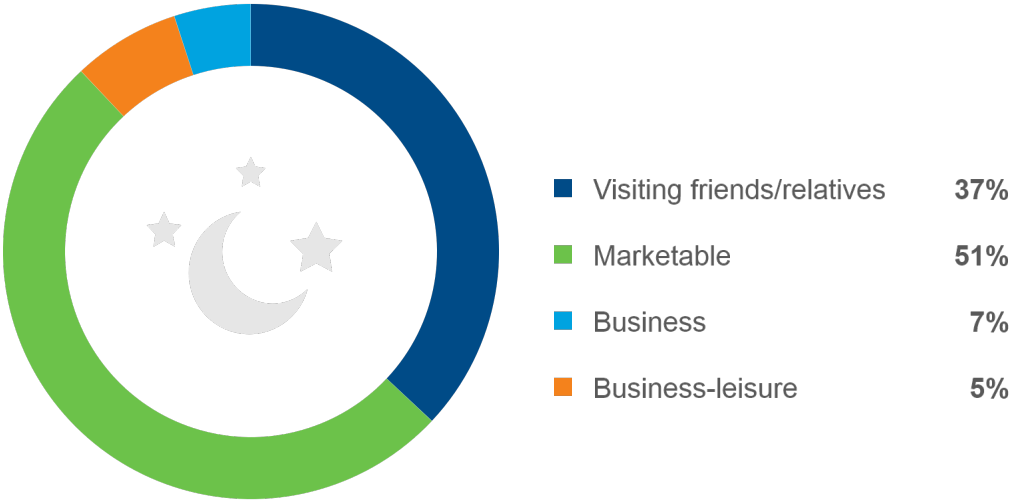
Main Purpose of Leisure Trip



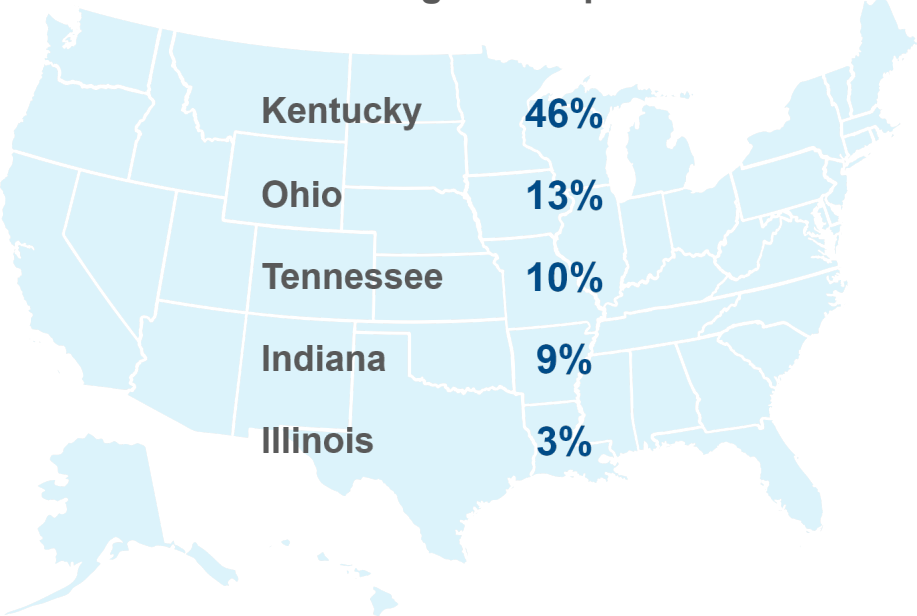
2020 U.S. Day Trips



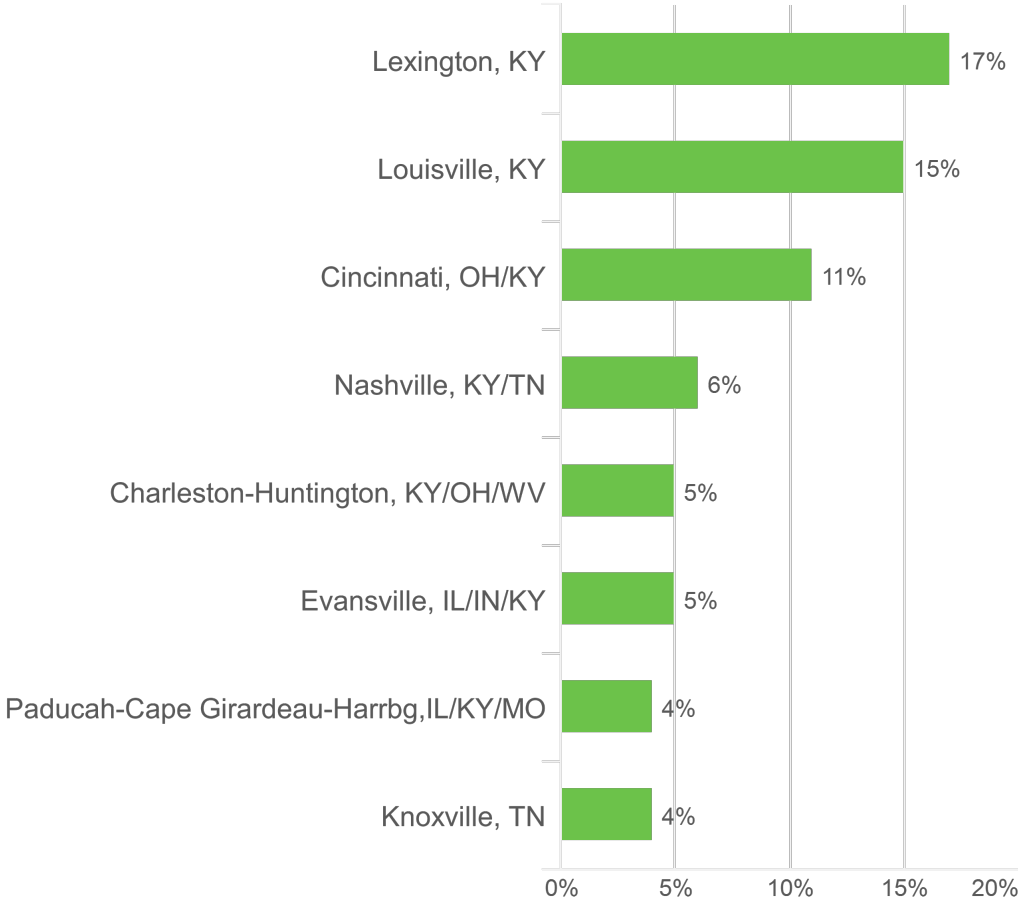
2020 Kentucky Day Trips



State Origin Of Trip



DMA Origin Of Trip

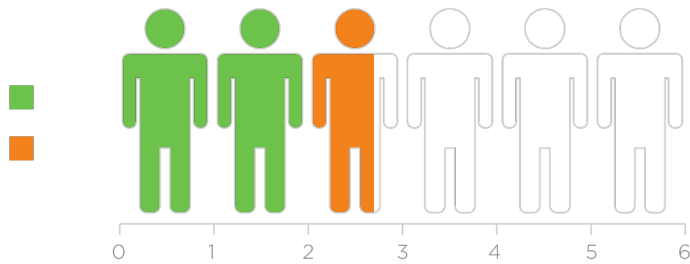


Season of Trip Total Day Person-Trips



Size of Travel Party

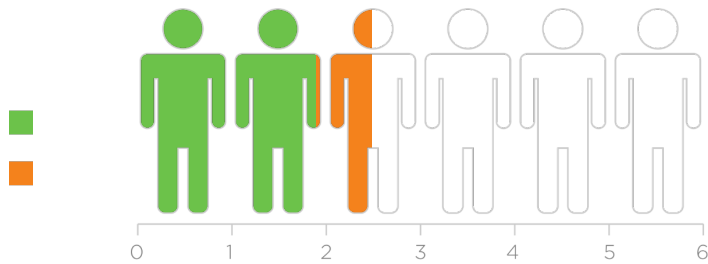
Kentucky



Total
2.8

Average number of people

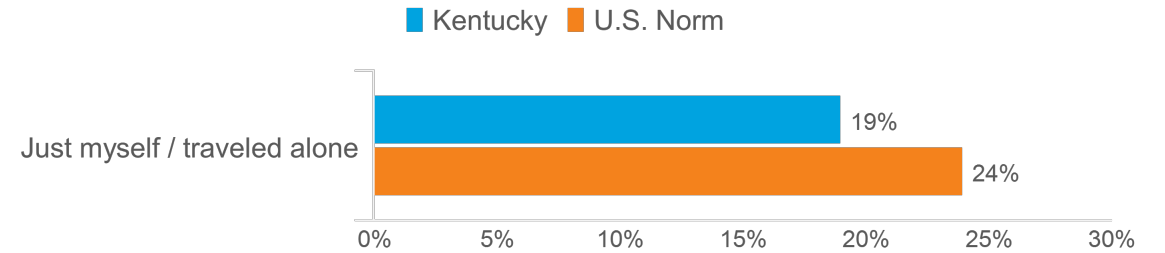
U.S. Norm



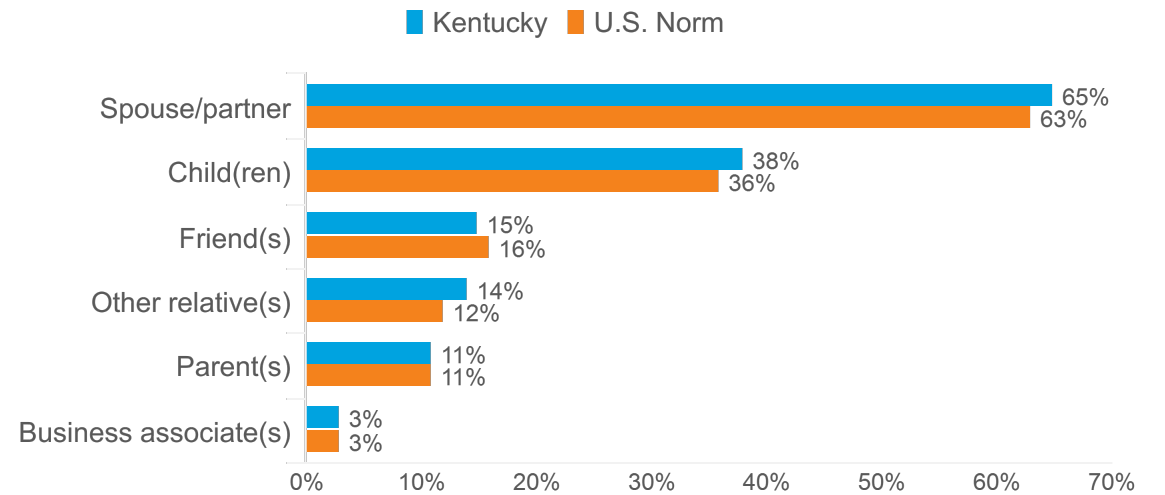
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities



U.S. Norm: 10%

Activities and Experiences (Top 10)







	Kentucky	U.S. Norm
Shopping	25%	20%
Sightseeing	15%	13%
Landmark/historic site	11%	8%
Hiking/backpacking	9%	7%
Attending celebration	8%	9%
Local parks/playgrounds	8%	6%
Business meeting	7%	6%
National/state park	6%	6%
Fishing	6%	5%
Museum	6%	5%

Shopping Types on Trip

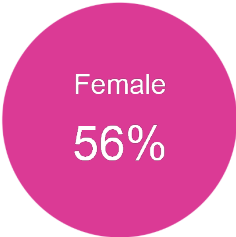
	Kentucky	U.S. Norm
 Outlet/mall shopping	54%	49%
 Big box stores (Walmart, Costco)	37%	31%
 Convenience/grocery shopping	28%	28%
 Boutique shopping	20%	21%
 Souvenir shopping	15%	20%
 Antiquing	13%	12%

Base is the 25% of travelers who shopped on their trip.

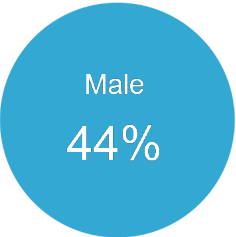
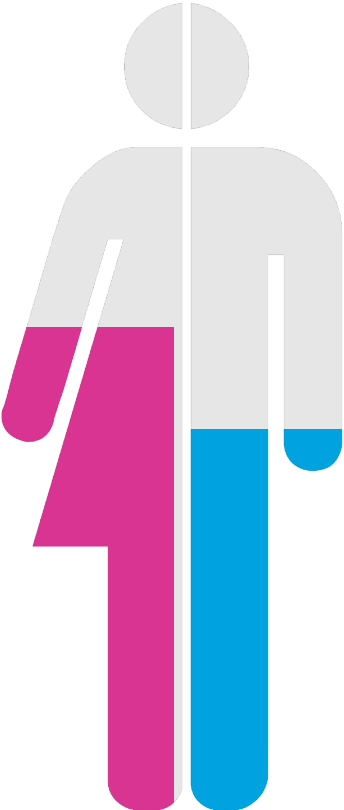
Dining Types on Trip

	Kentucky	U.S. Norm
 Unique/local food	36%	34%
 Picnicking	14%	14%
 Street food/food trucks	13%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	11%	12%
 Fine/upscale dining	10%	12%
 Gastropubs	4%	5%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Kentucky



Average Age
44.3

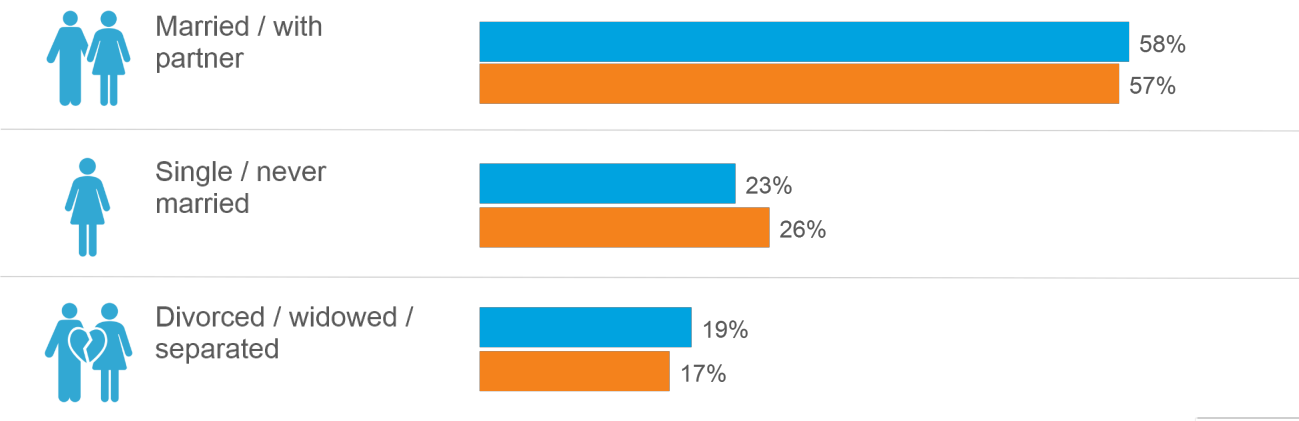
U.S. Norm



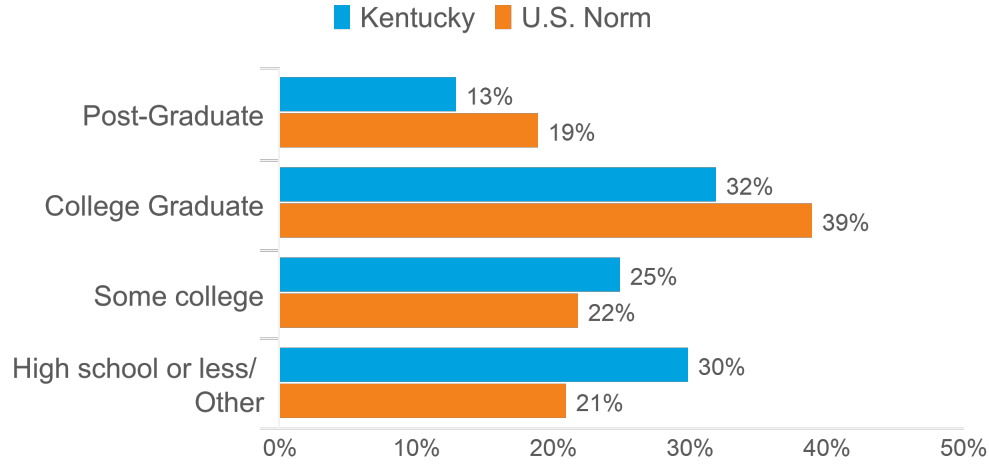
Average Age
45.8

Marital Status

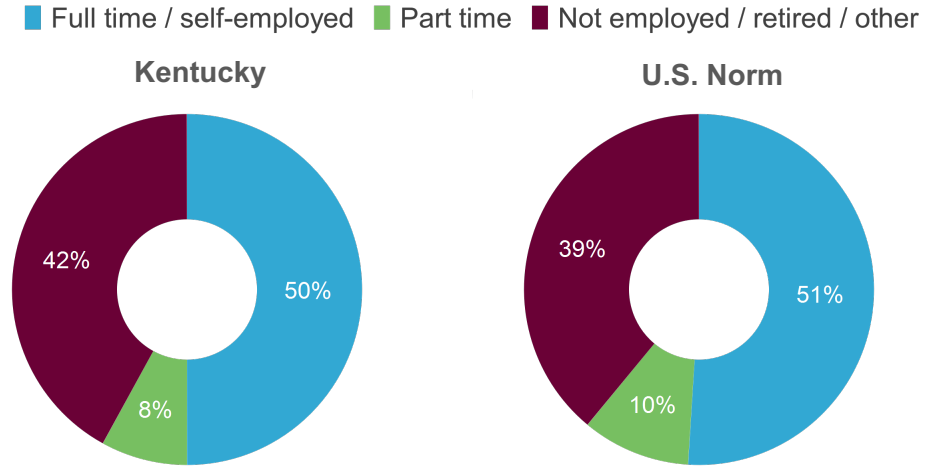
Kentucky U.S. Norm



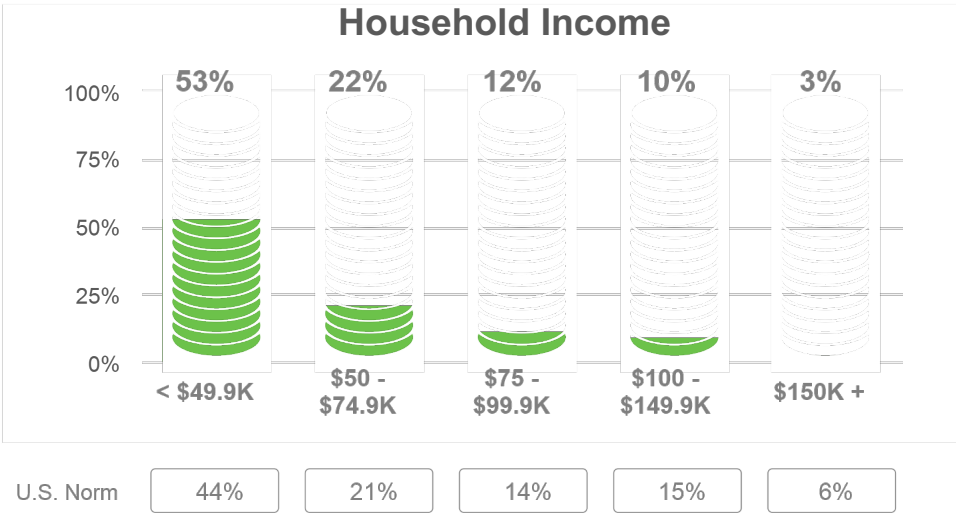
Education



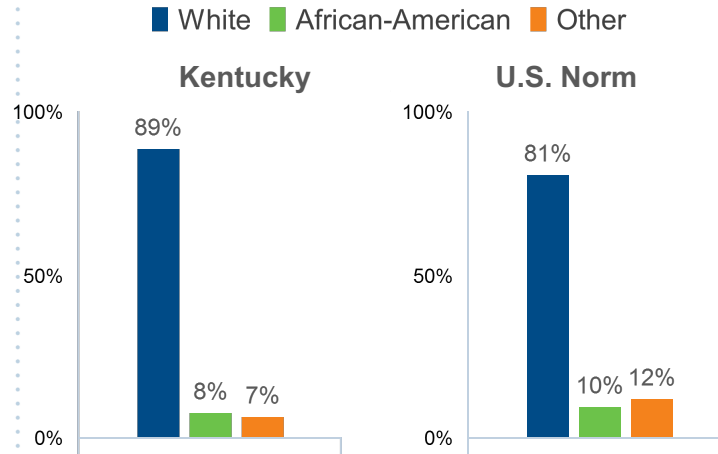
Employment



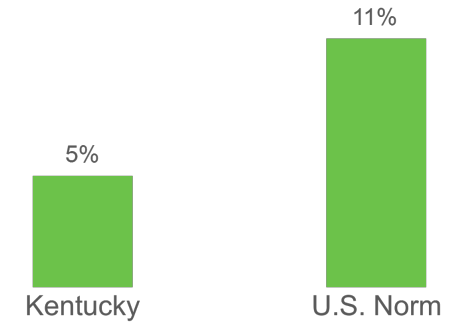
Household Income



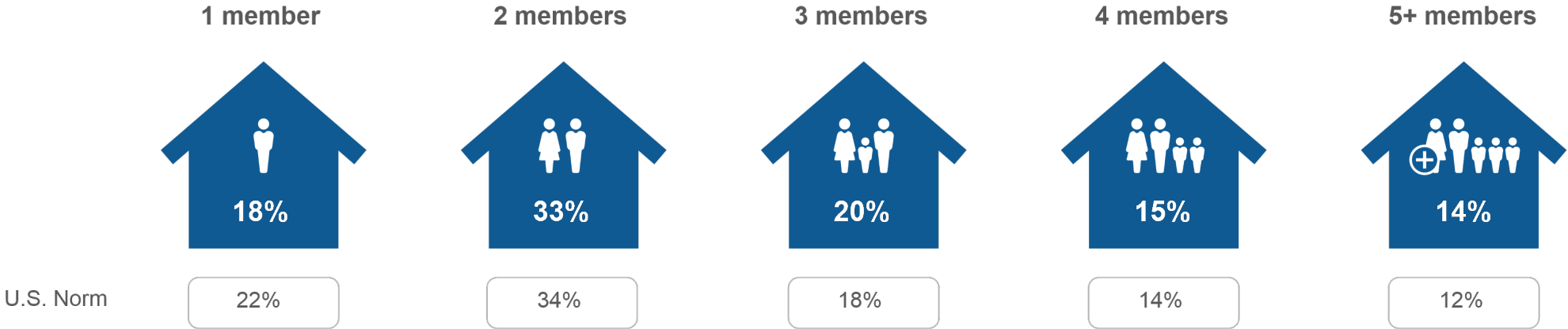
Race



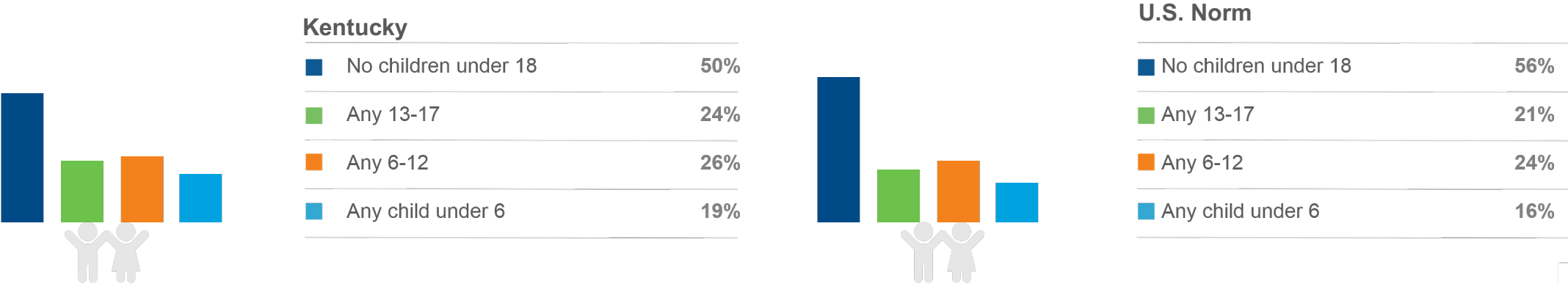
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

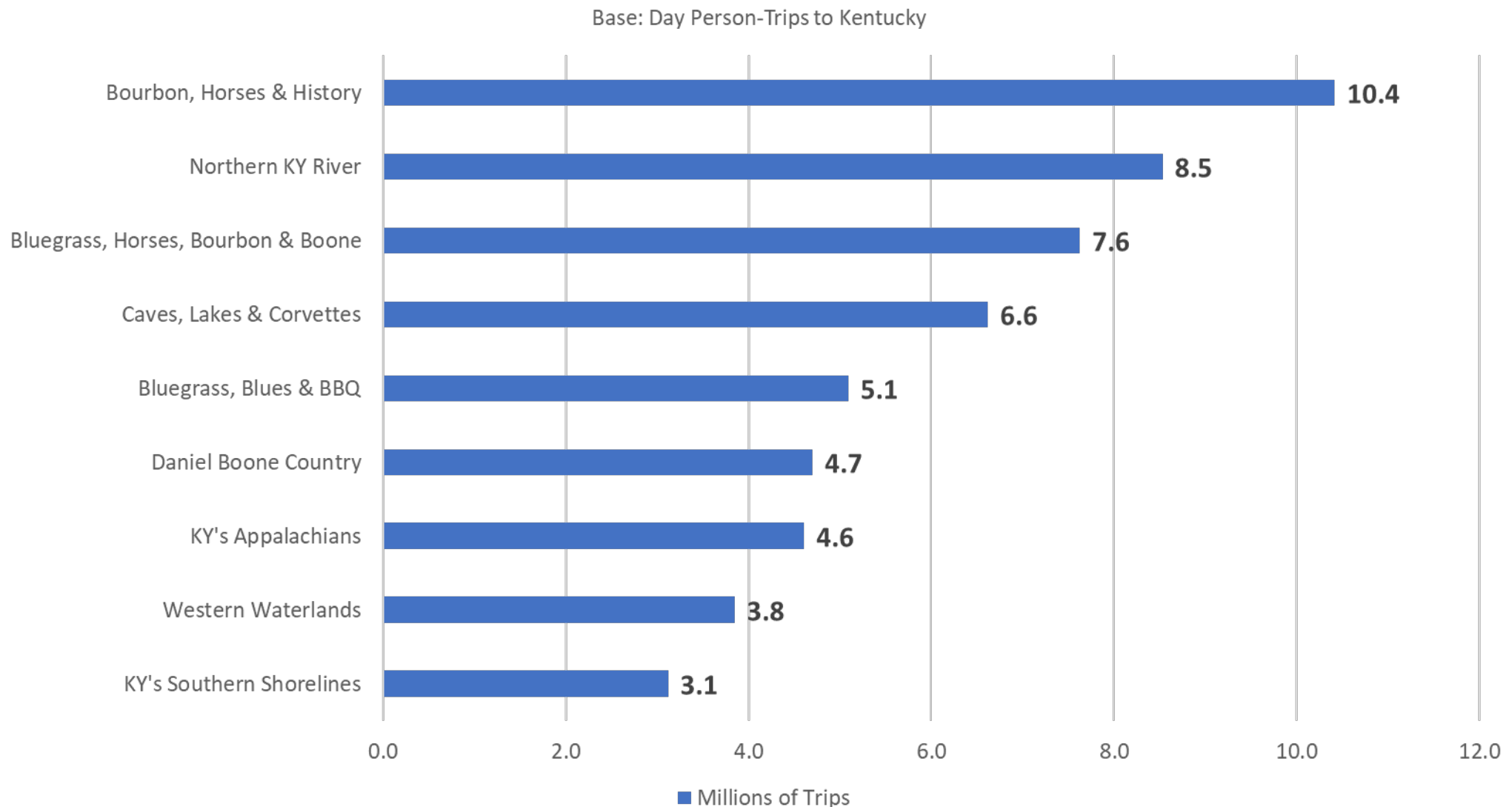
Regions Maps & Visitor Volumes



2019



Day Kentucky Visitor Volume by Region



*Adds to more than total state visitor volume because people may visit more than one region during their trip

Day Kentucky Visitor Volume by Region

Region	2020 Trips (Millions)	2019 Trips (Millions)	Difference (Millions)	% Change
Bourbon, Horses & History	10.4	12.6	-2.2	-17%
Northern KY River	8.5	8.3	0.2	3%
Bluegrass, Horses, Bourbon & Boone	7.6	7.8	-0.2	-3%
Caves, Lakes & Corvettes	6.6	7.0	-0.4	-5%
Bluegrass, Blues & BBQ	5.1	6.1	-1.0	-16%
Daniel Boone Country	4.7	4.6	0.1	3%
KY's Appalachians	4.6	4.9	-0.3	-6%
Western Waterlands	3.8	4.5	-0.6	-14%
KY's Southern Shorelines	3.1	2.9	0.2	6%

*Adds to more than total state visitor volume because people may visit more than one region during their trip



Travel USA Visitor Profile

Northern Kentucky River



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Northern Kentucky River Region's domestic tourism business in 2020.

Methodology

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

For Northern Kentucky River Region, the following sample was achieved in 2020:



Day Base Size

394

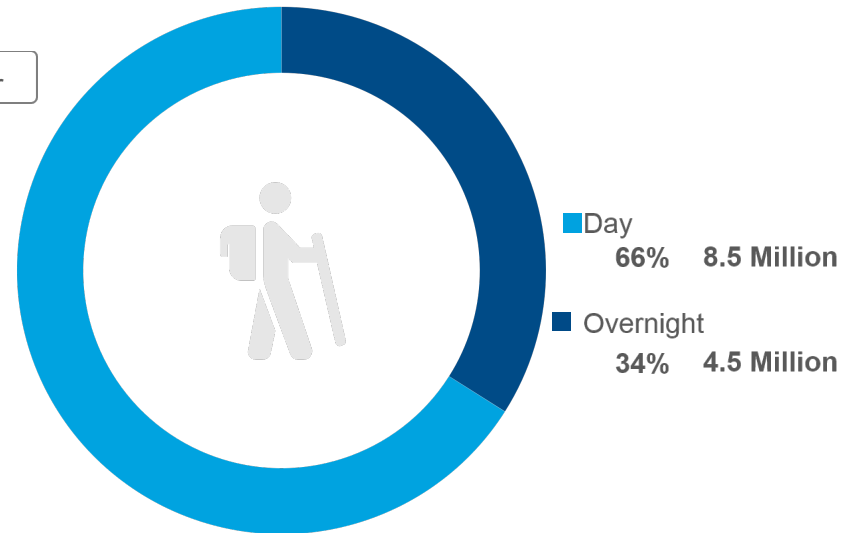
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Northern Kentucky River Region 2020 Domestic Travel Market

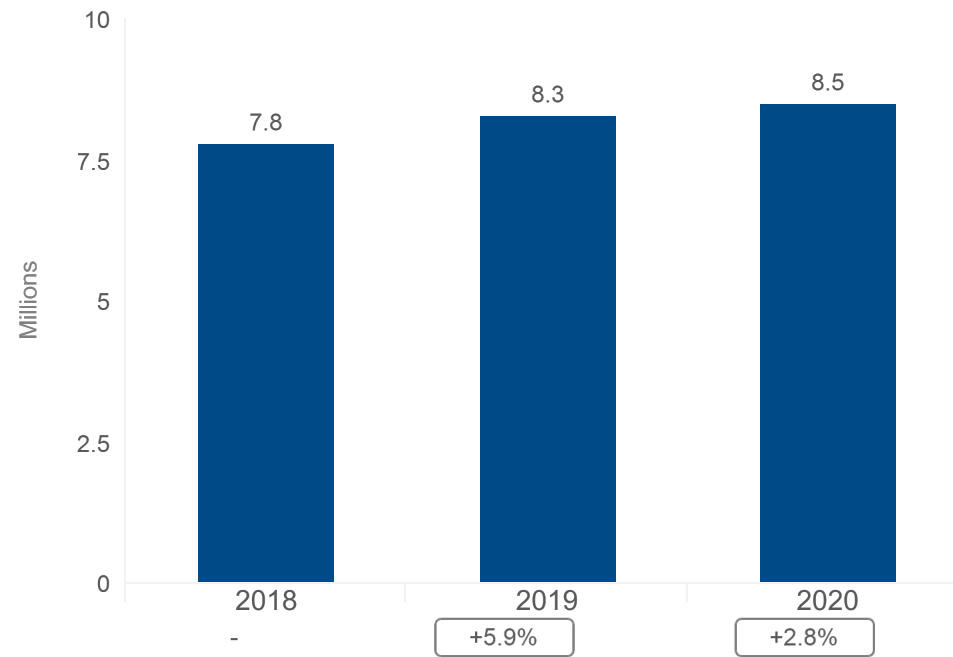
Total Person-Trips

13.0 Million

+3.7% vs. last year



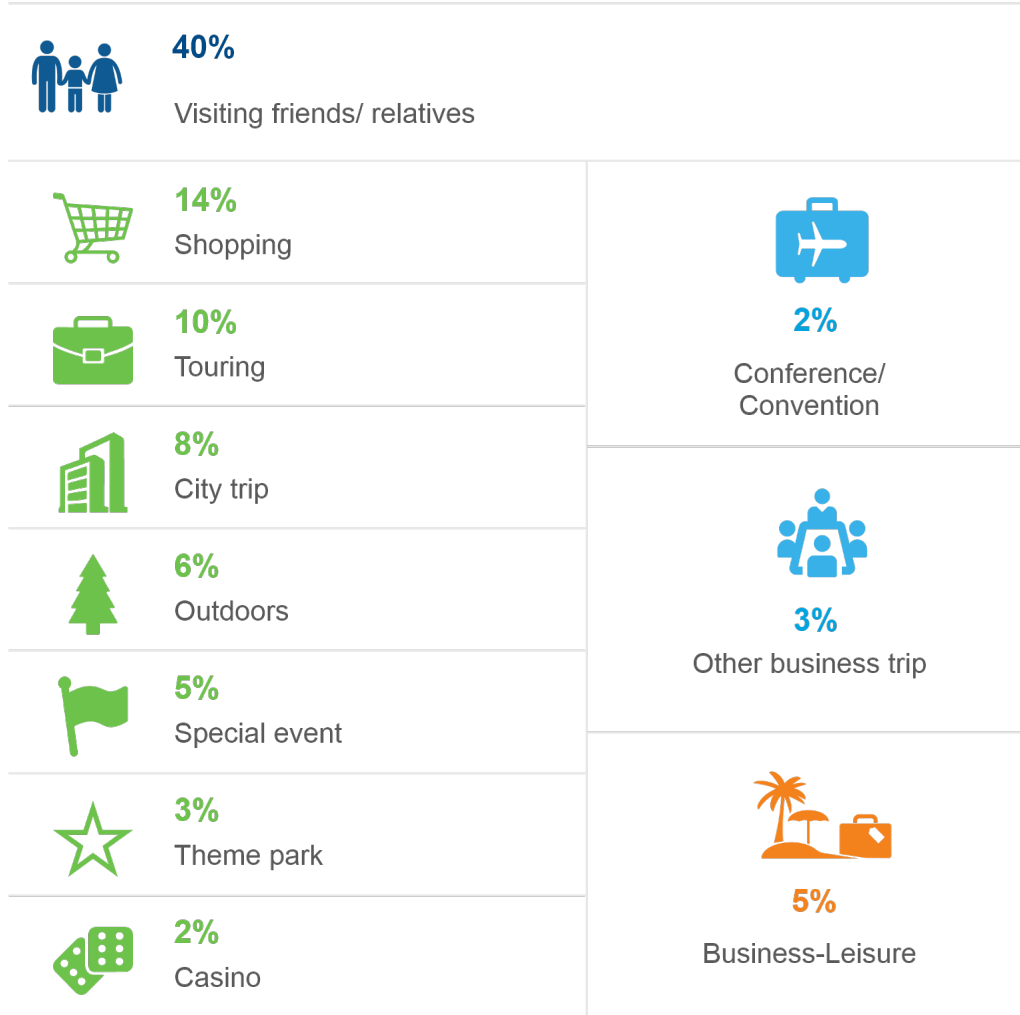
Day Trips to Northern Kentucky River Region



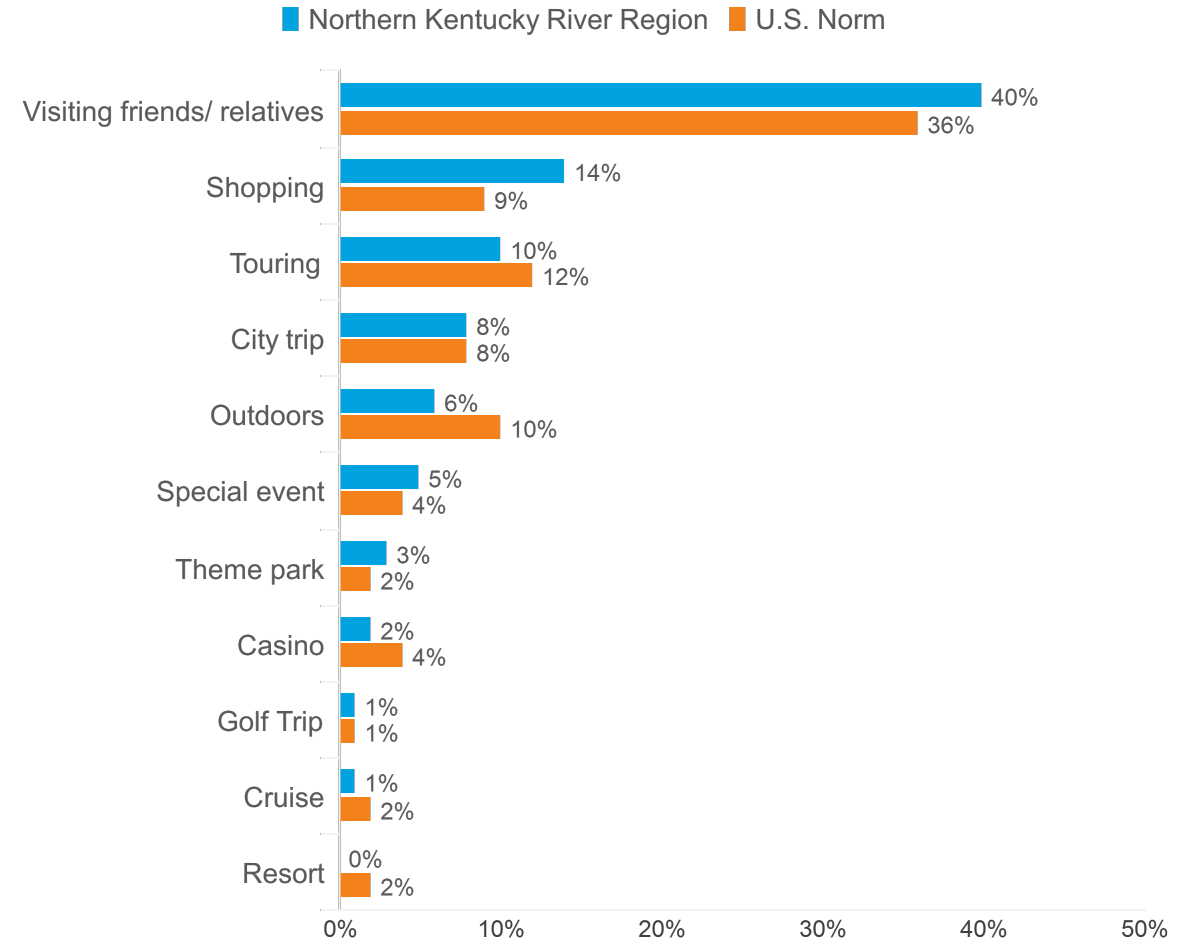
Northern Kentucky River Region's Day Trip Characteristics

Base: 2020 Day Person-Trips

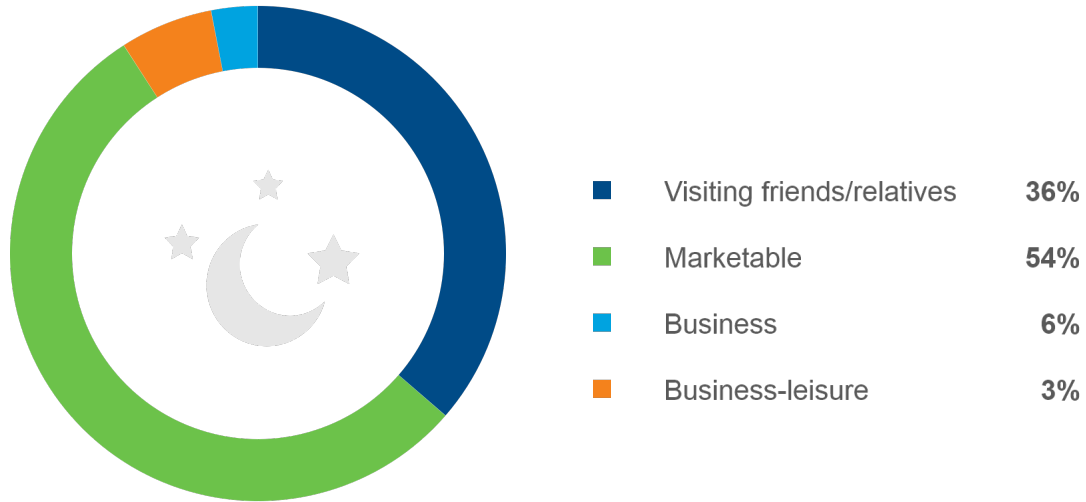
Main Purpose of Trip



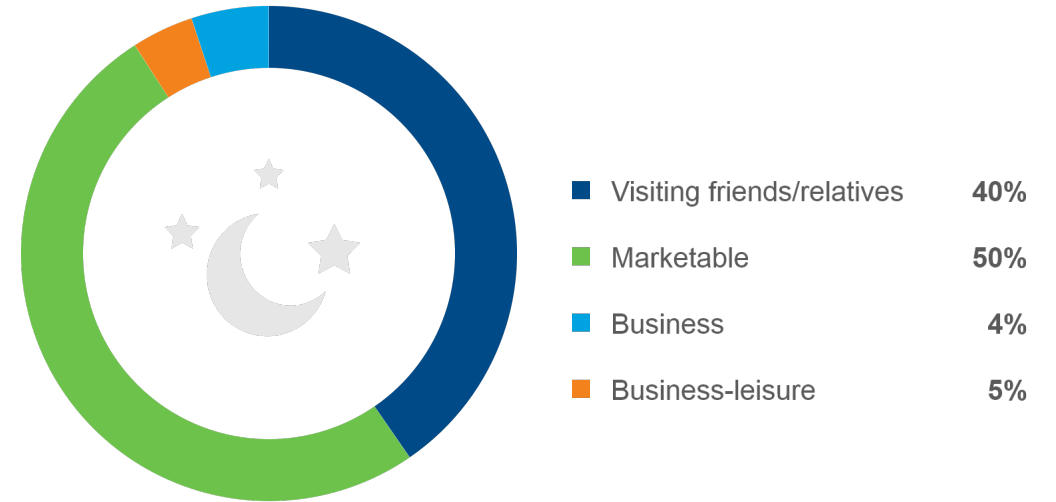
Main Purpose of Leisure Trip



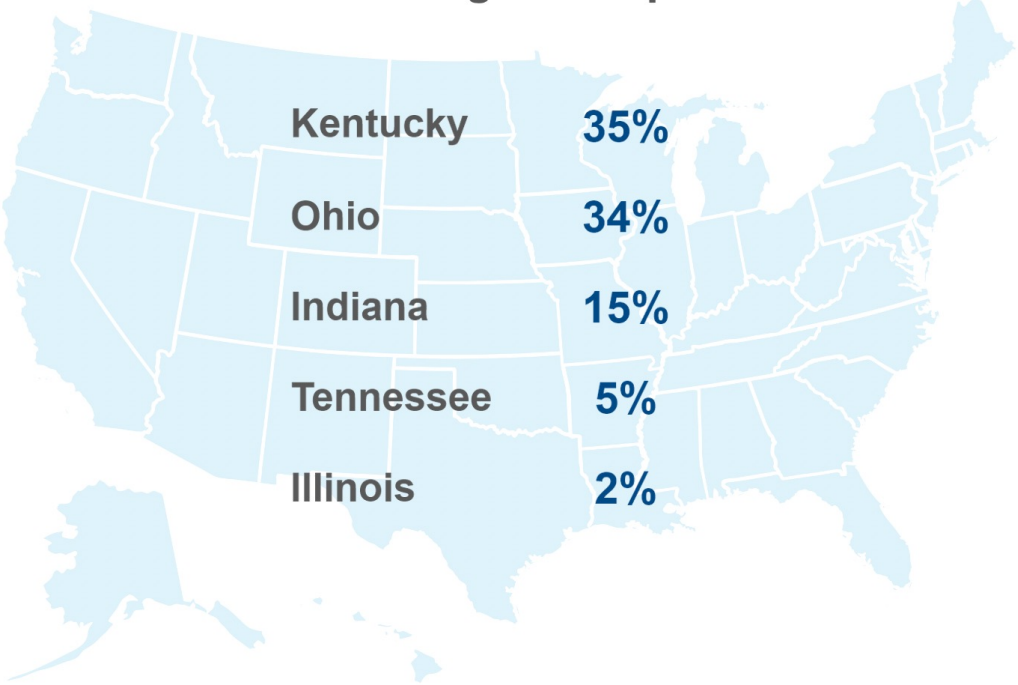
2020 U.S. Day Trips



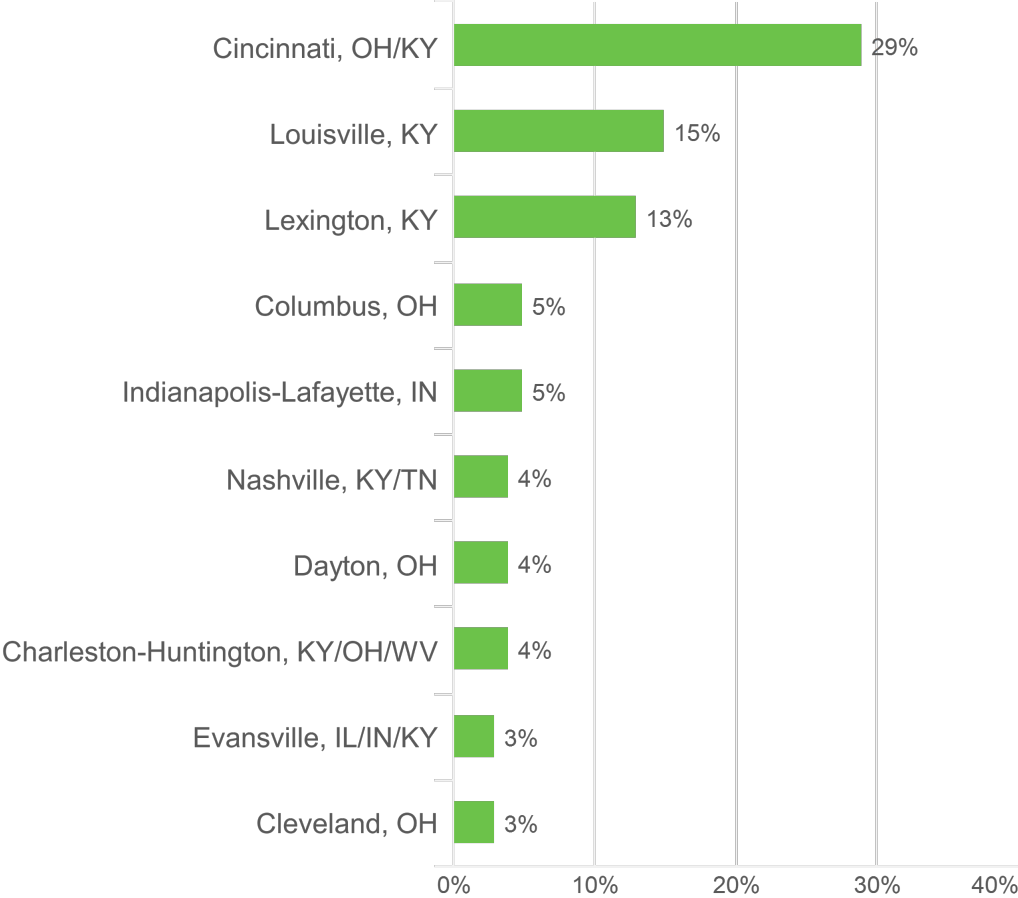
2020 Northern Kentucky River Region Day Trips



State Origin Of Trip

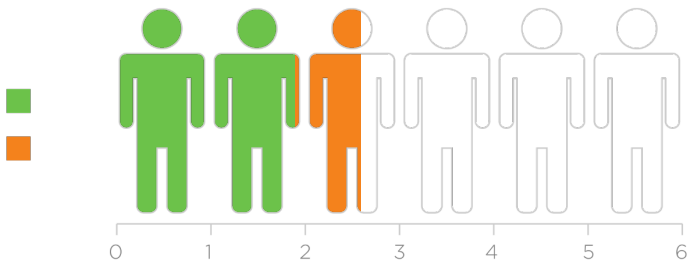


DMA Origin Of Trip



Size of Travel Party

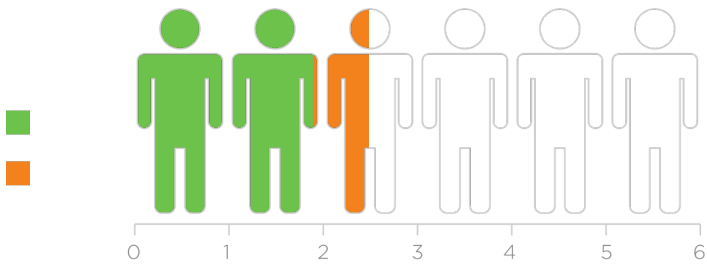
Northern Kentucky River Region



Total
2.7

Average number of people

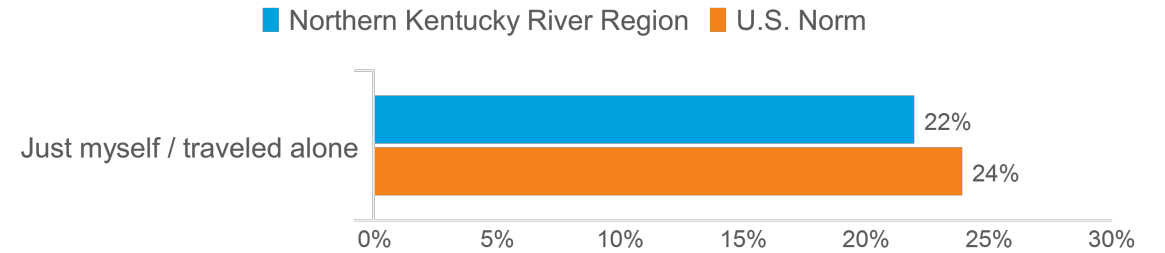
U.S. Norm



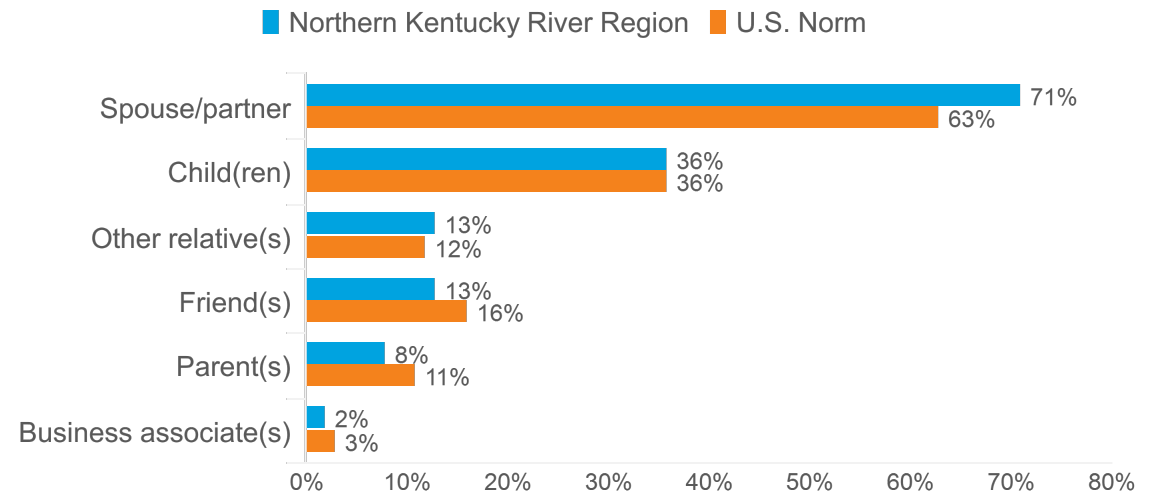
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities













U.S. Norm: 8%

Business Activities




U.S. Norm: 10%

Activities and Experiences (Top 10)







	Northern Kentucky River Region	U.S. Norm
 Shopping	21%	20%
 Sightseeing	11%	13%
 Landmark/historic site	10%	8%
 Local parks/playgrounds	9%	6%
 Attending celebration	6%	9%
 Hiking/backpacking	6%	7%
 Swimming	5%	6%
 Fishing	5%	5%
 Aquarium	5%	3%
 Museum	5%	5%

Shopping Types on Trip

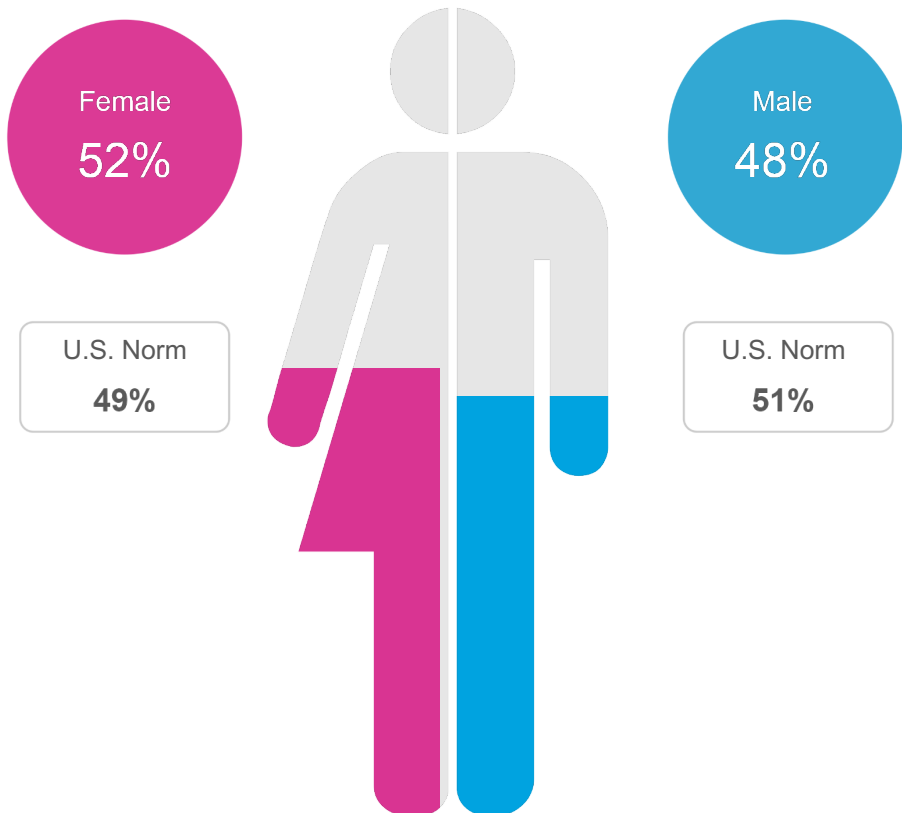
	Northern Kentucky River Region	U.S. Norm
 Outlet/mall shopping	57%	49%
 Big box stores (Walmart, Costco)	30%	31%
 Boutique shopping	23%	21%
 Convenience/grocery shopping	21%	28%
 Antiquing	13%	12%
 Souvenir shopping	8%	20%

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

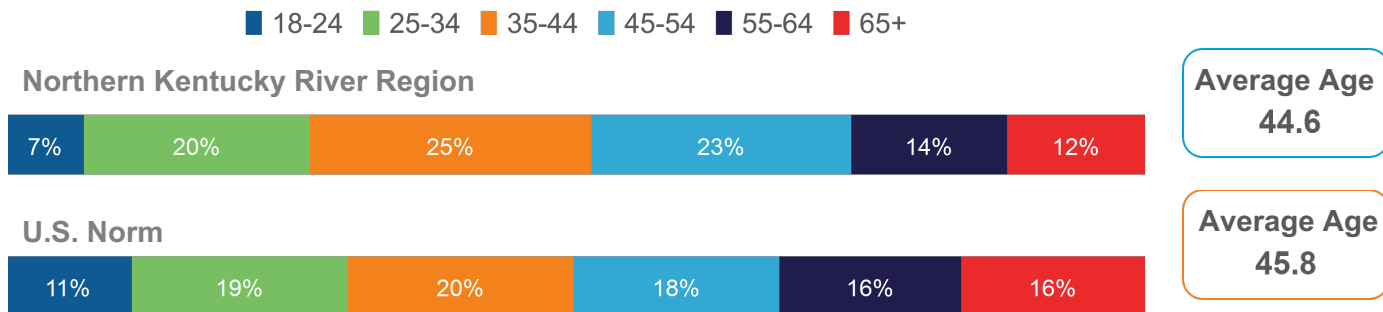
Dining Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Unique/local food	32%	34%
 Street food/food trucks	16%	15%
 Picnicking	12%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	8%	12%
 Fine/upscale dining	7%	12%
 Gastropubs	3%	5%

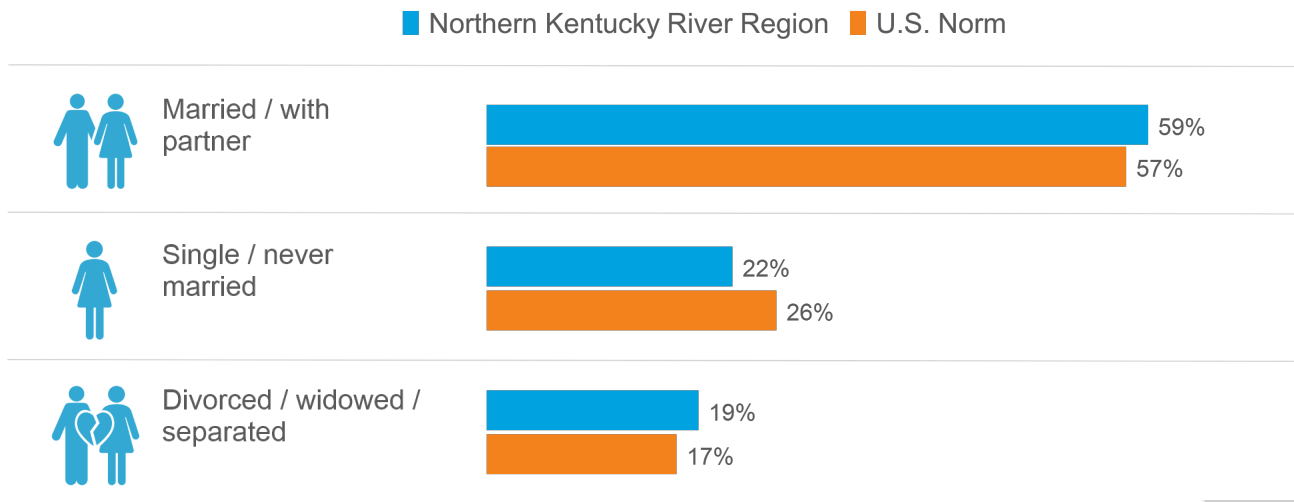
Gender



Age



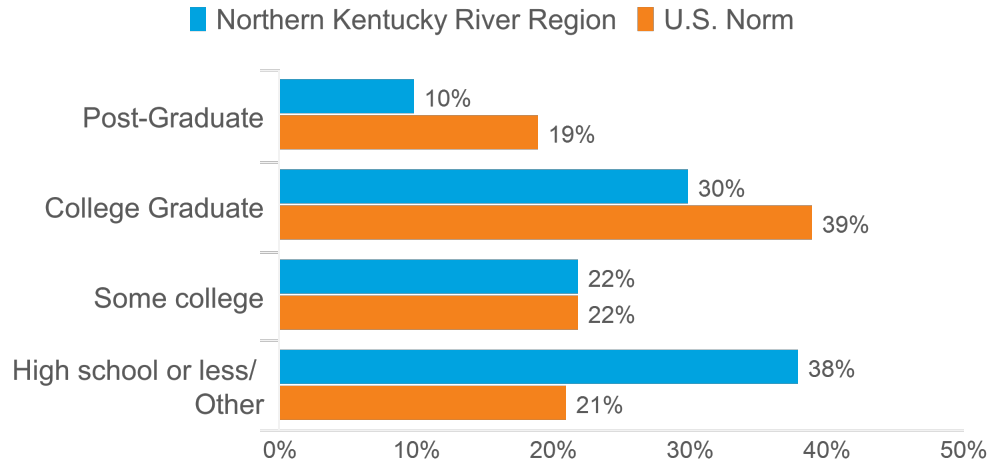
Marital Status



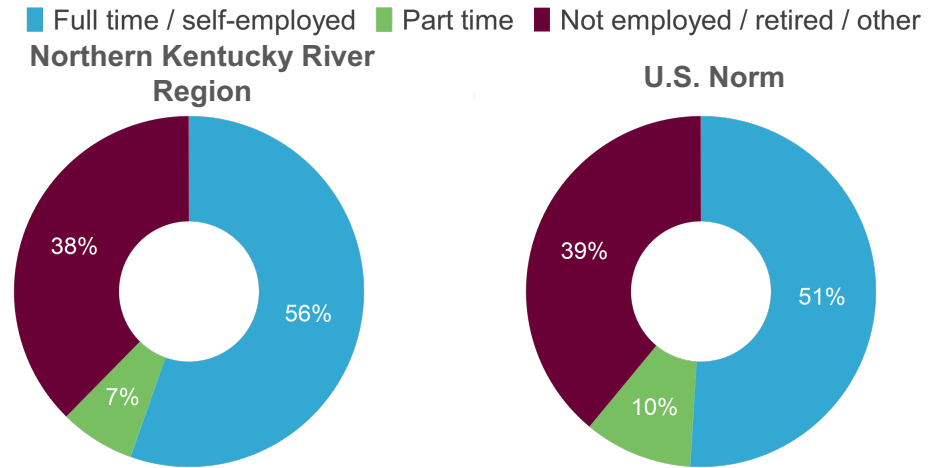
Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2020 Day Person-Trips

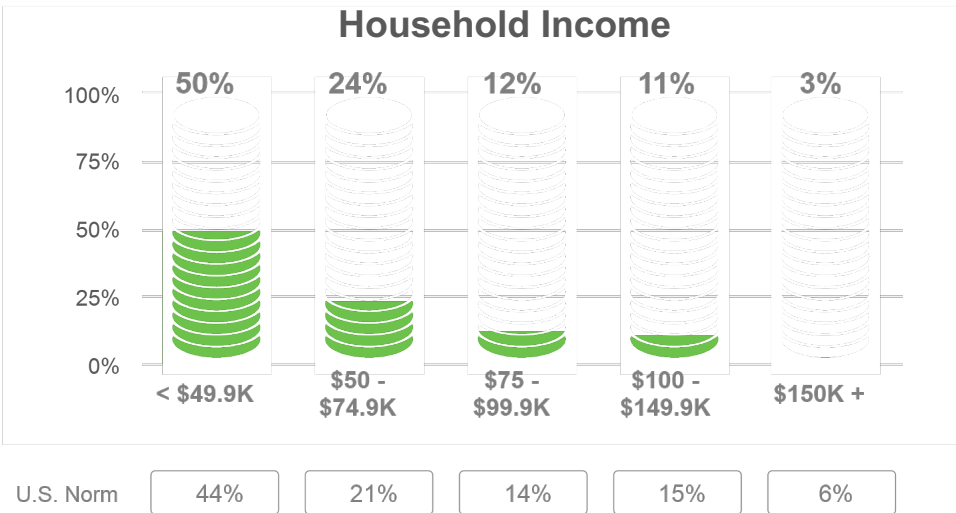
Education



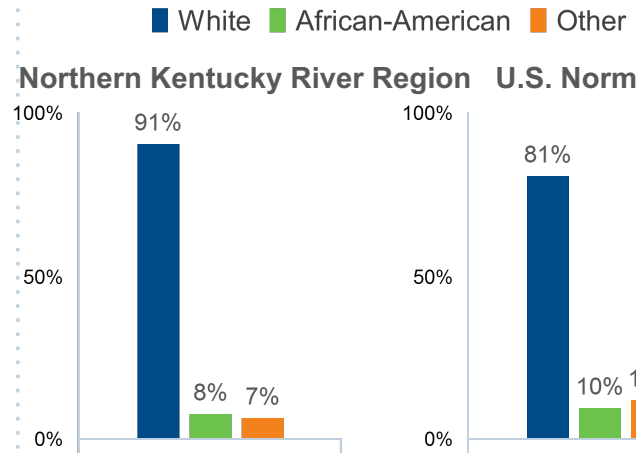
Employment



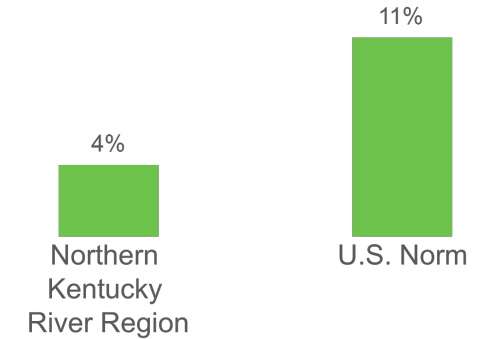
Household Income



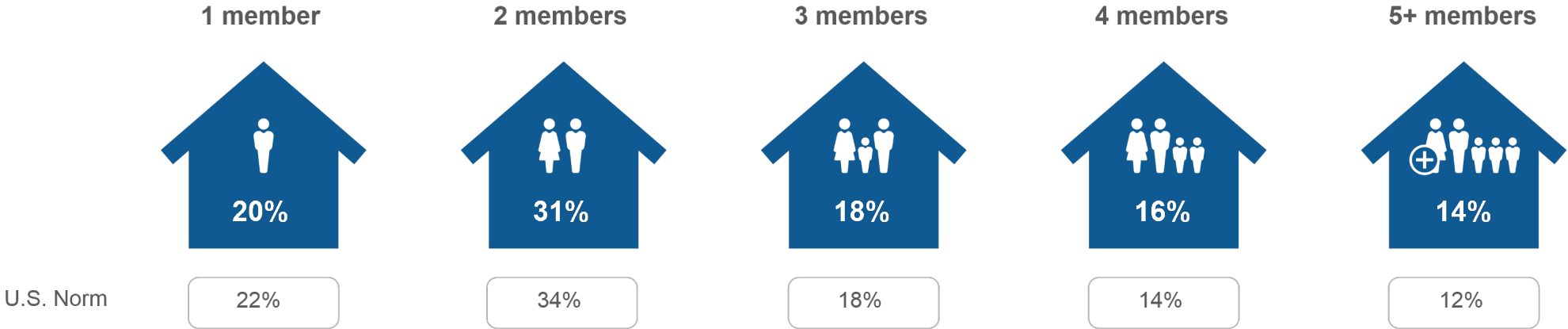
Race



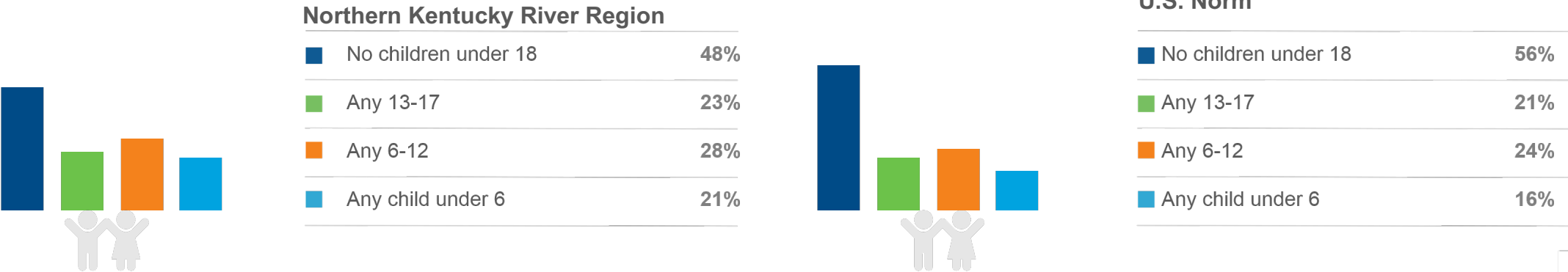
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Bourbon, Horses & History



2020

Introduction

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- 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.
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- This report provides an overview for Bourbon, Horses, & History's domestic tourism business in 2020.

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For Bourbon, Horses, & History, the following sample was achieved in 2020:



Day Base Size

395

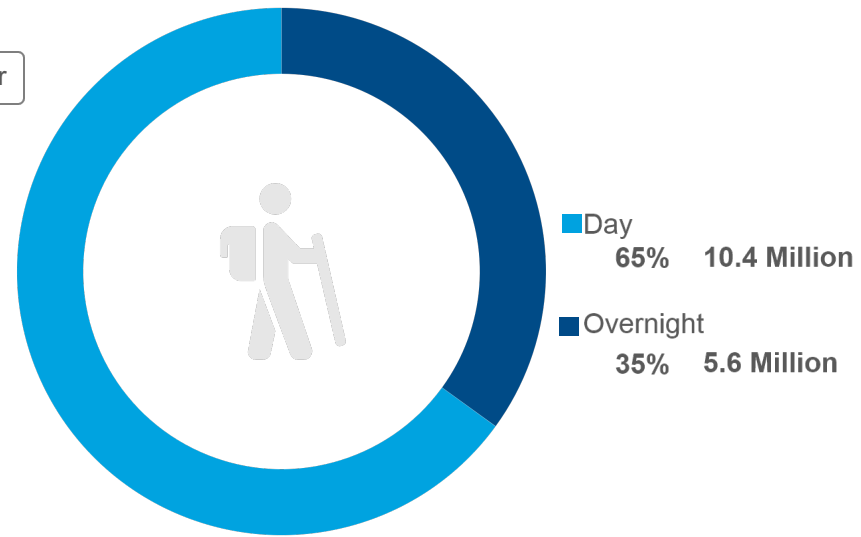
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Bourbon, Horses, & History 2020 Domestic Travel Market

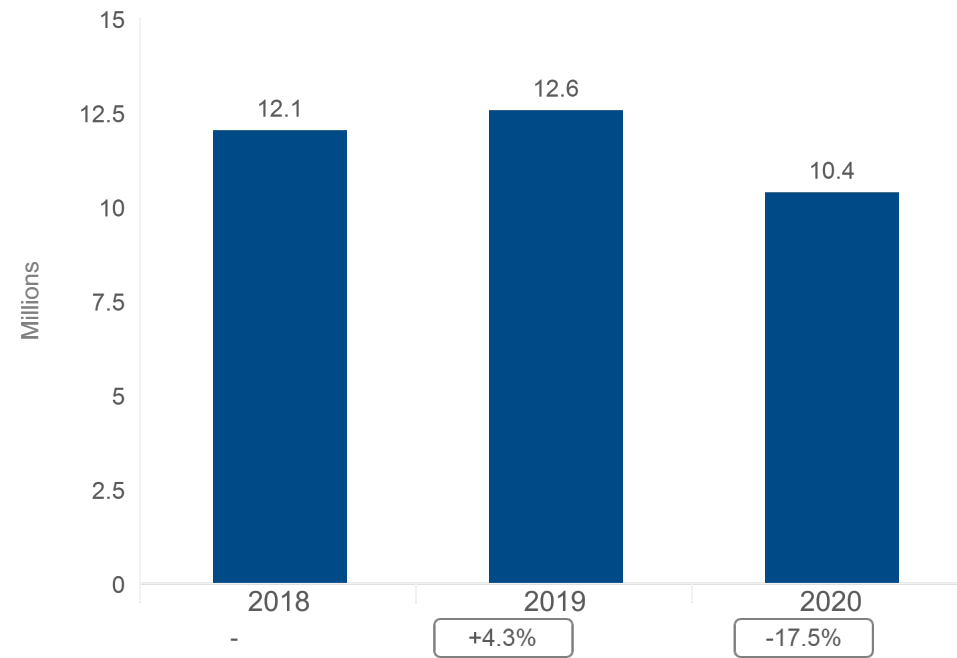
Total Person-Trips

16.0 Million

-16.8% vs. last year









Day Trips to Bourbon, Horses, & History



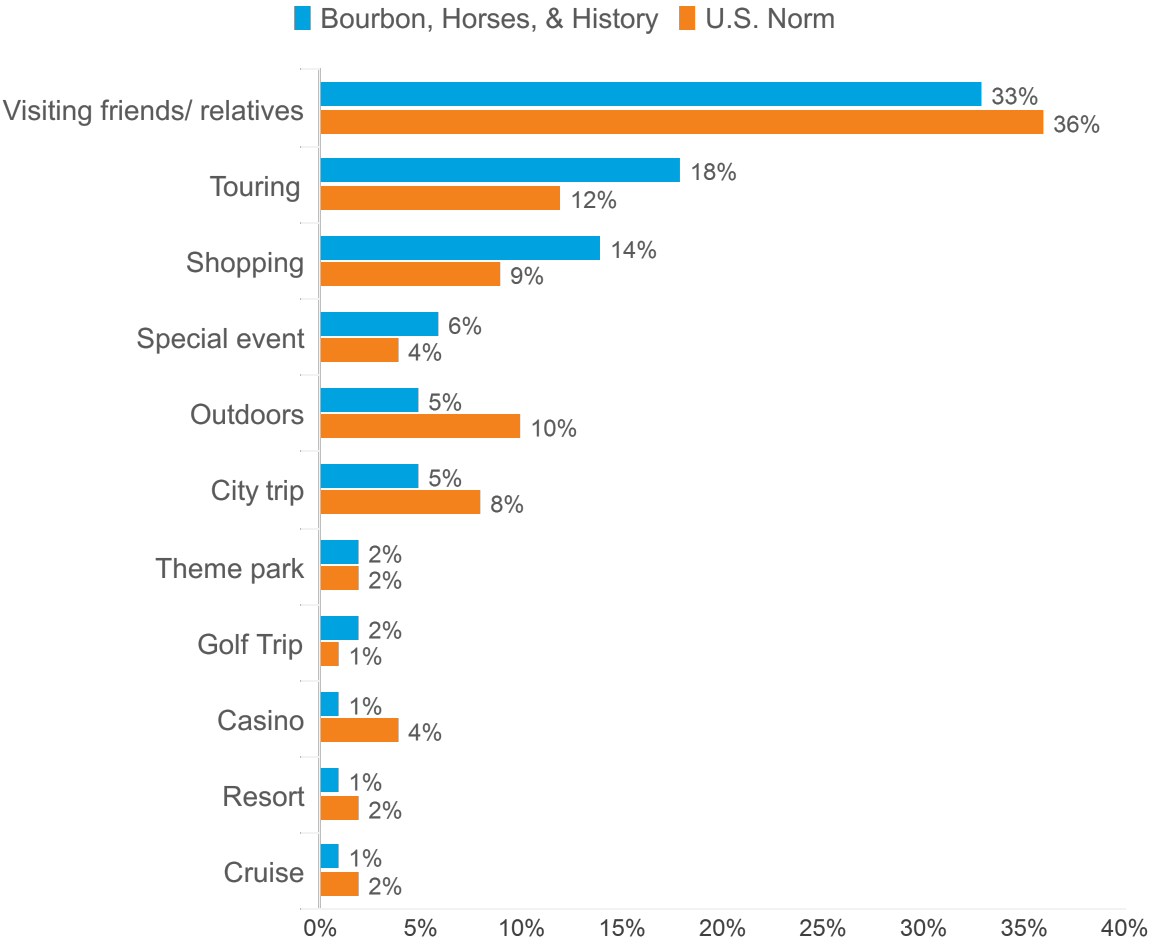
Bourbon, Horses, & History's Day Trip Characteristics

Base: 2020 Day Person-Trips

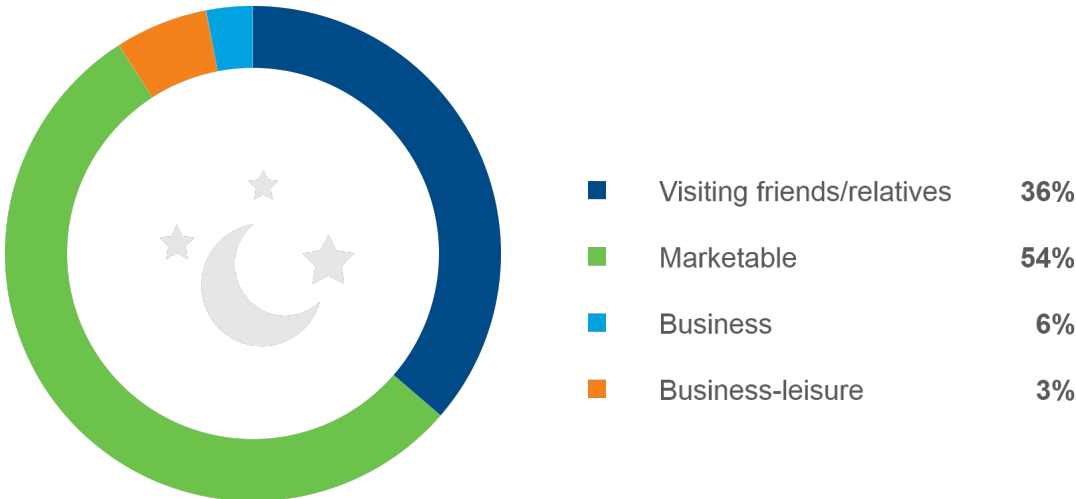
Main Purpose of Trip

 33% Visiting friends/ relatives	
 18% Touring	 0% Conference/ Convention
 14% Shopping	
 6% Special event	 7% Other business trip
 5% Outdoors	
 5% City trip	
 2% Theme park	 5% Business-Leisure
 2% Golf Trip	

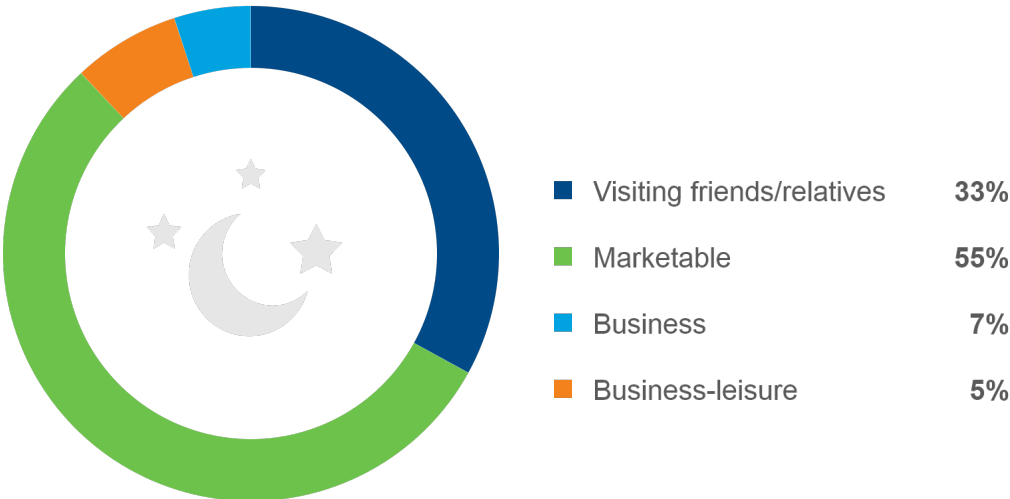
Main Purpose of Leisure Trip



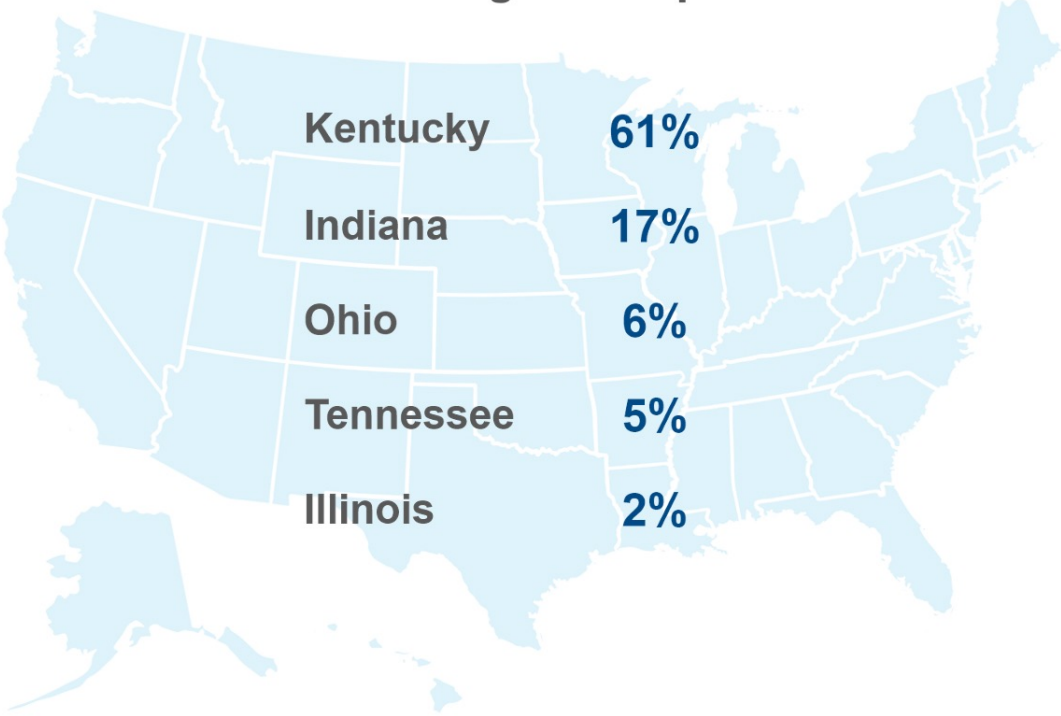
2020 U.S. Day Trips



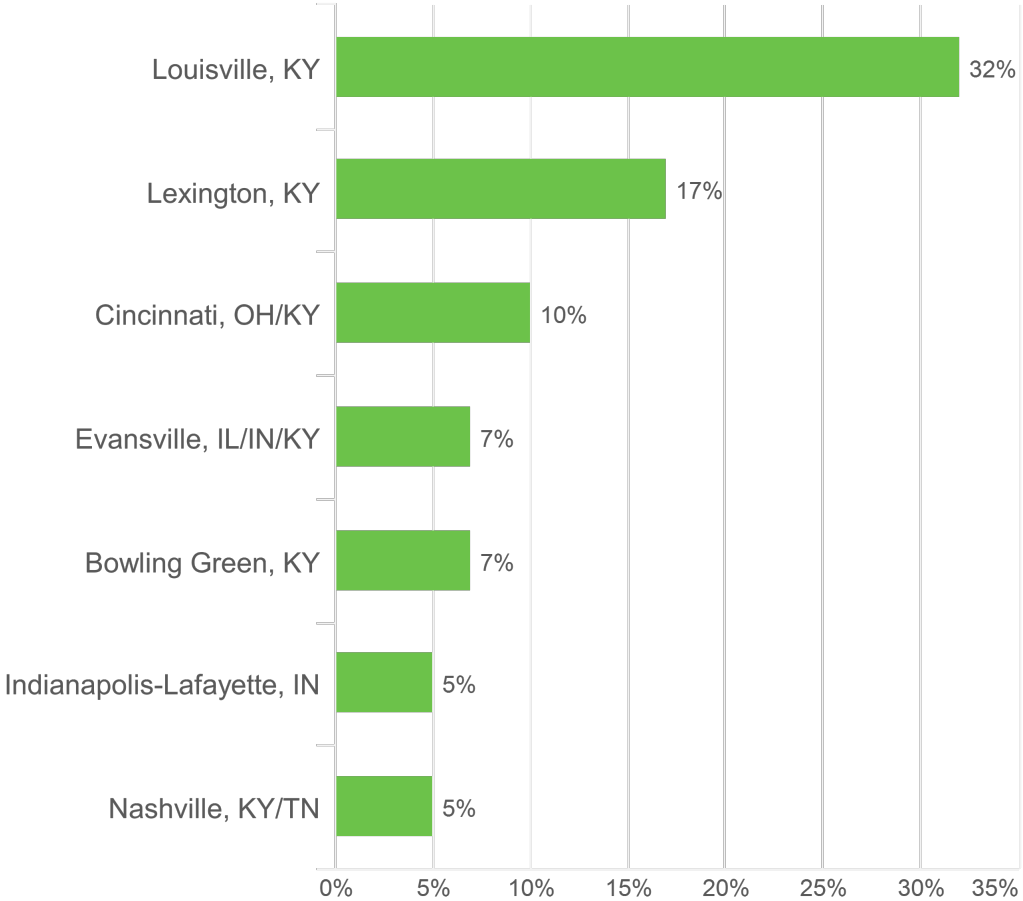
2020 Bourbon, Horses, & History Day Trips



State Origin Of Trip

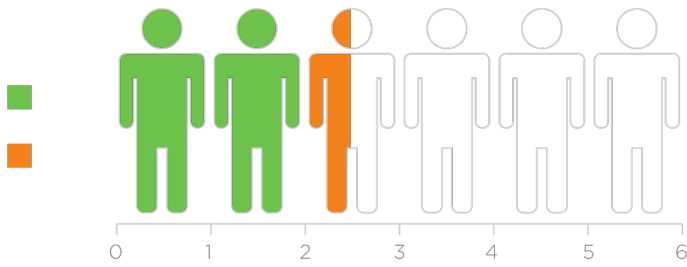


DMA Origin Of Trip



Size of Travel Party

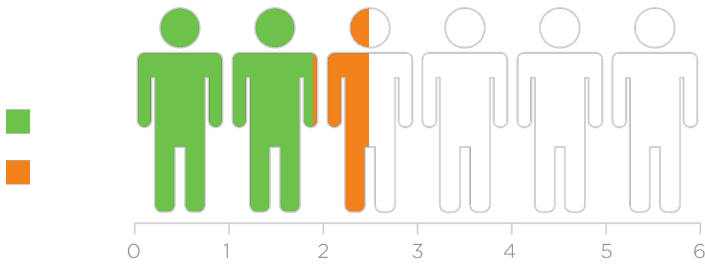
Bourbon, Horses, & History



Total
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Average number of people

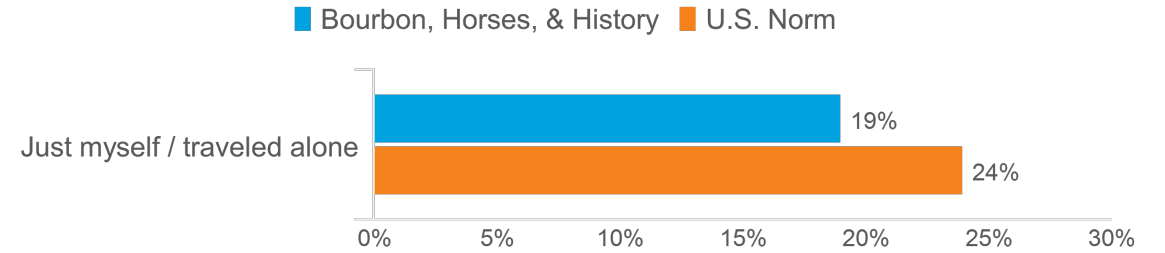
U.S. Norm



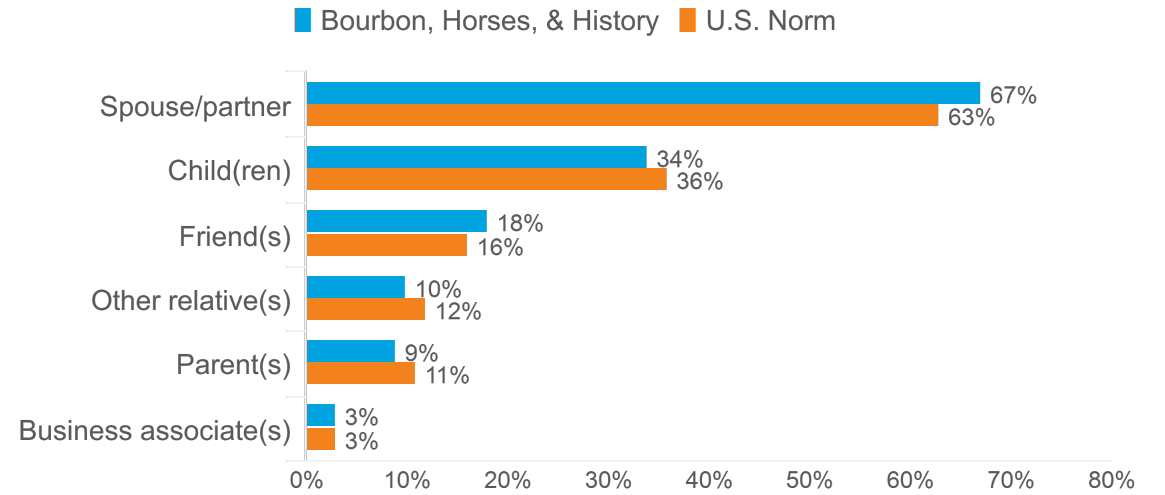
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Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



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Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities







U.S. Norm: 10%

Activities and Experiences (Top 10)







	Bourbon, Horses, & History	U.S. Norm
Shopping	25%	20%
Sightseeing	16%	13%
Landmark/historic site	12%	8%
Winery/brewery/distillery tour	12%	4%
Local parks/playgrounds	9%	6%
Attending celebration	8%	9%
Nature tours/wildlife viewing/birding	6%	5%
Museum	6%	5%
Fishing	6%	5%
Business meeting	6%	6%

Shopping Types on Trip

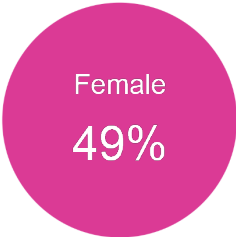
	Bourbon, Horses, & History	U.S. Norm
 Outlet/mall shopping	53%	49%
 Big box stores (Walmart, Costco)	39%	31%
 Convenience/grocery shopping	27%	28%
 Boutique shopping	22%	21%
 Antiquing	19%	12%
 Souvenir shopping	16%	20%

Base is the 25% of travelers who shopped on their trip.

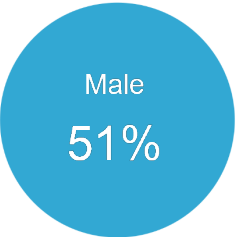
Dining Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Unique/local food	43%	34%
 Fine/upscale dining	11%	12%
 Food delivery service (UberEATS, DoorDash, etc.)	11%	12%
 Street food/food trucks	10%	15%
 Picnicking	8%	14%
 Gastropubs	4%	5%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Bourbon, Horses, & History



Average Age
47.6

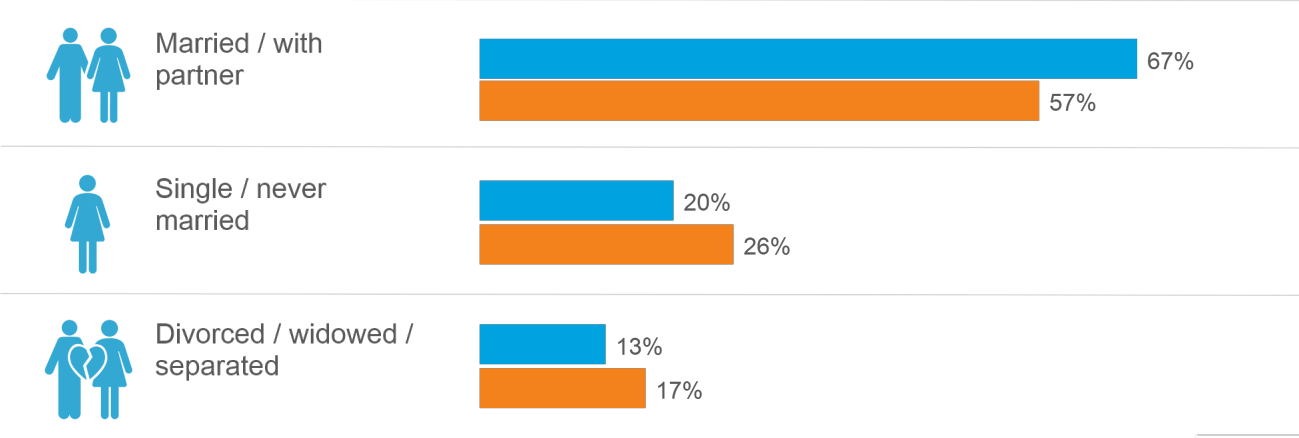
U.S. Norm



Average Age
45.8

Marital Status

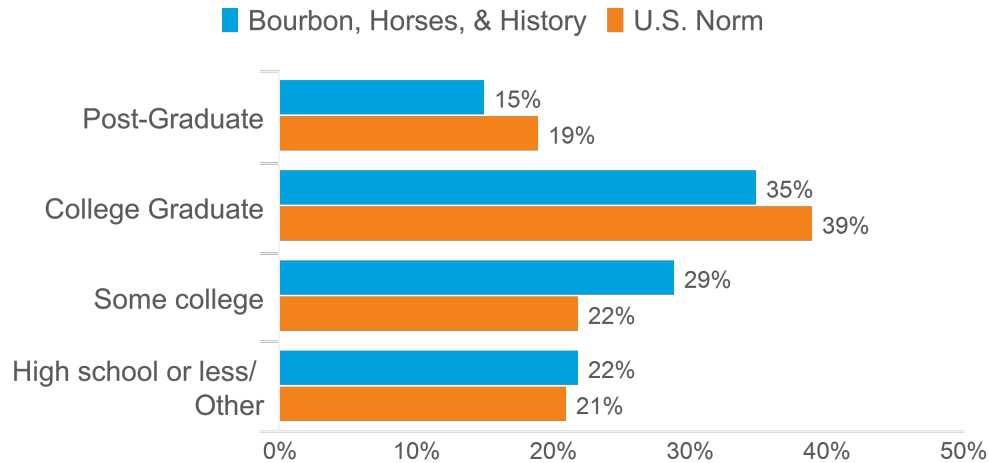
■ Bourbon, Horses, & History ■ U.S. Norm



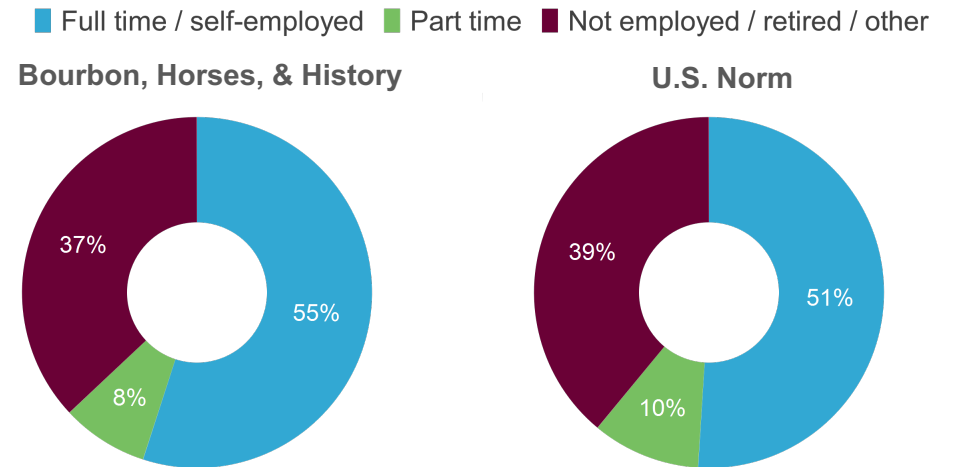
Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2020 Day Person-Trips

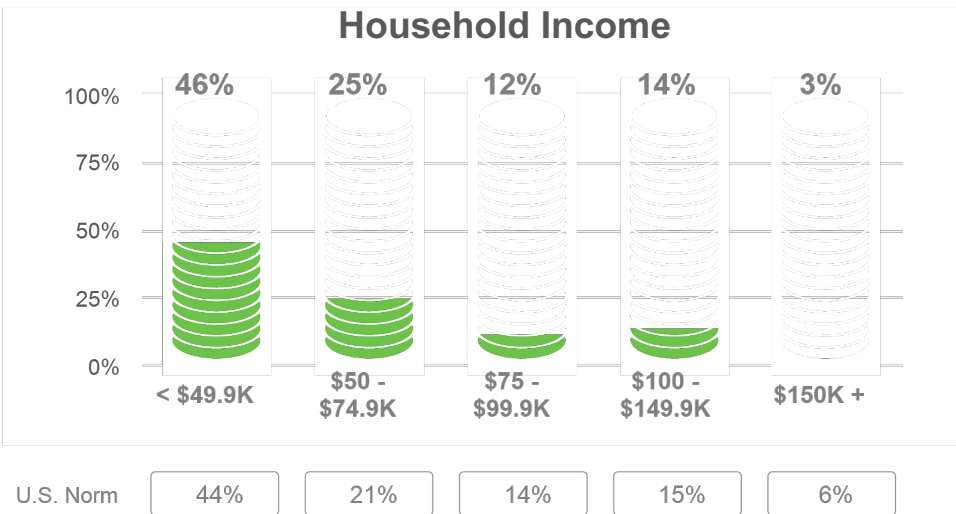
Education



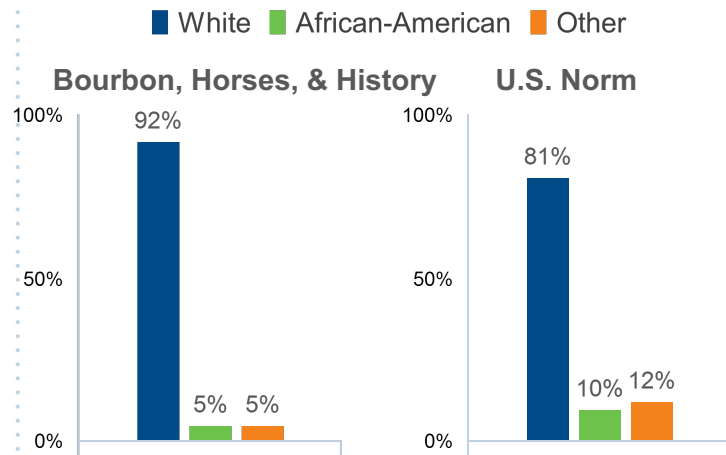
Employment



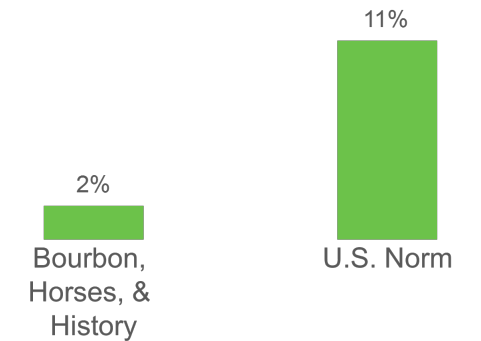
Household Income



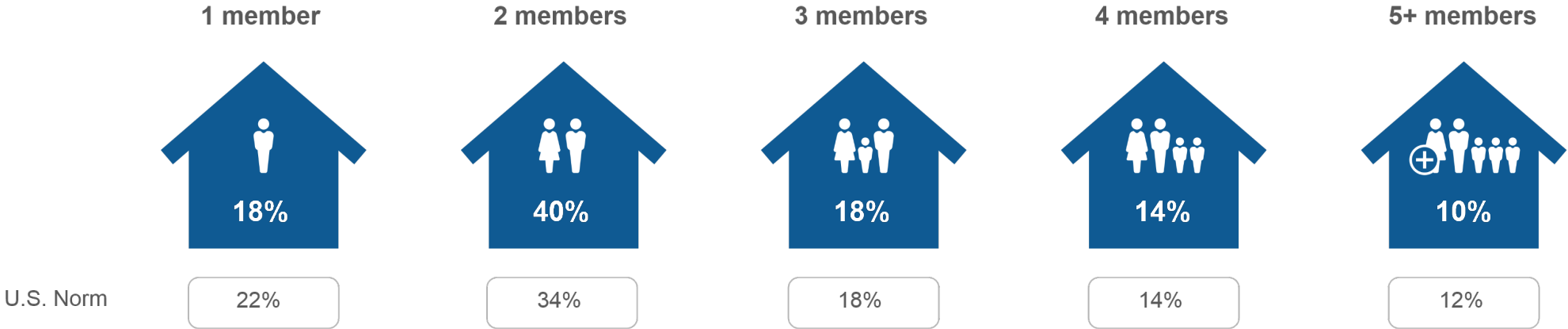
Race



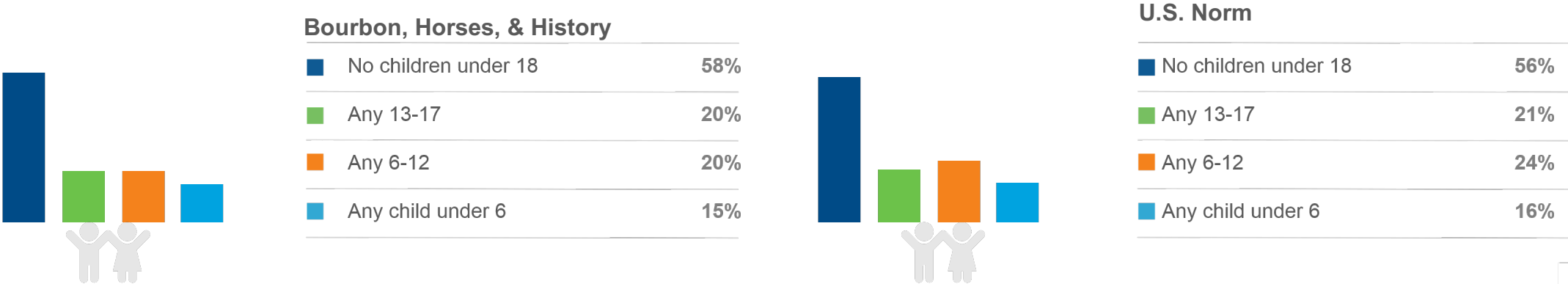
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Caves, Lakes, and Corvettes



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Caves, Lakes, & Corvettes's domestic tourism business in 2020.

Methodology

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

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



Day Base Size

272

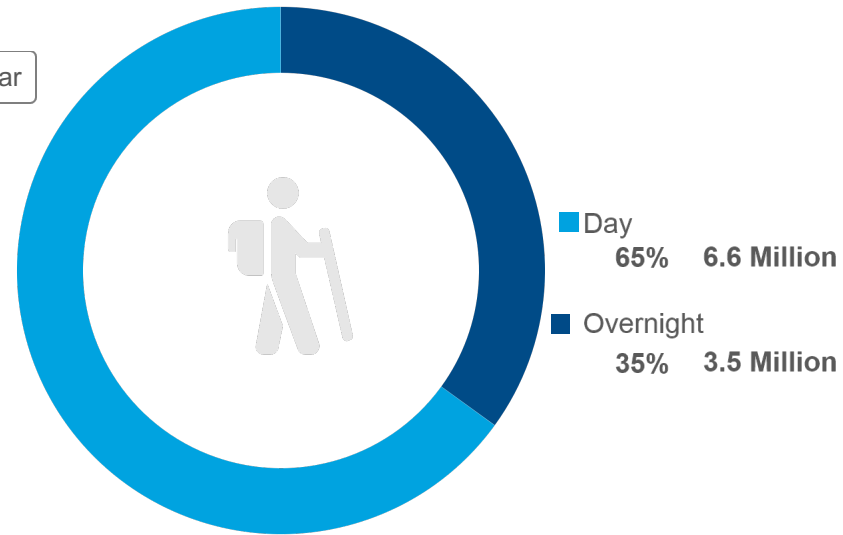
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

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

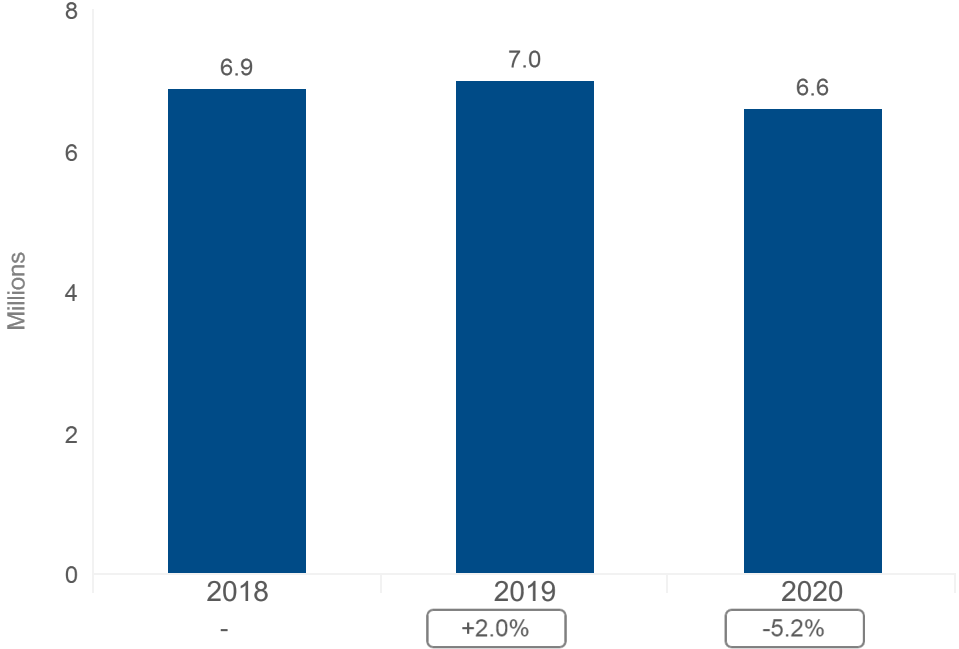
Total Person-Trips

10.1 Million











+1.9% vs. last year



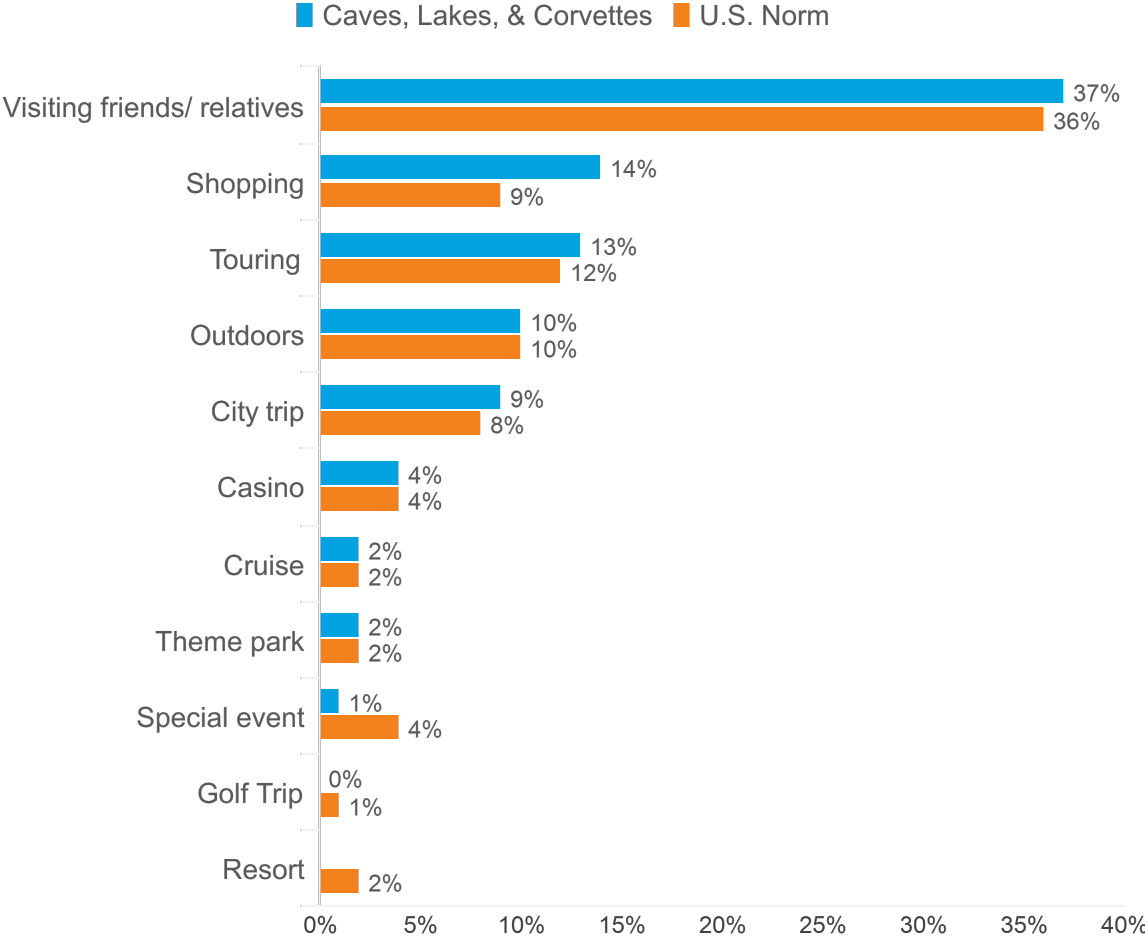
Day Trips to Caves, Lakes, & Corvettes



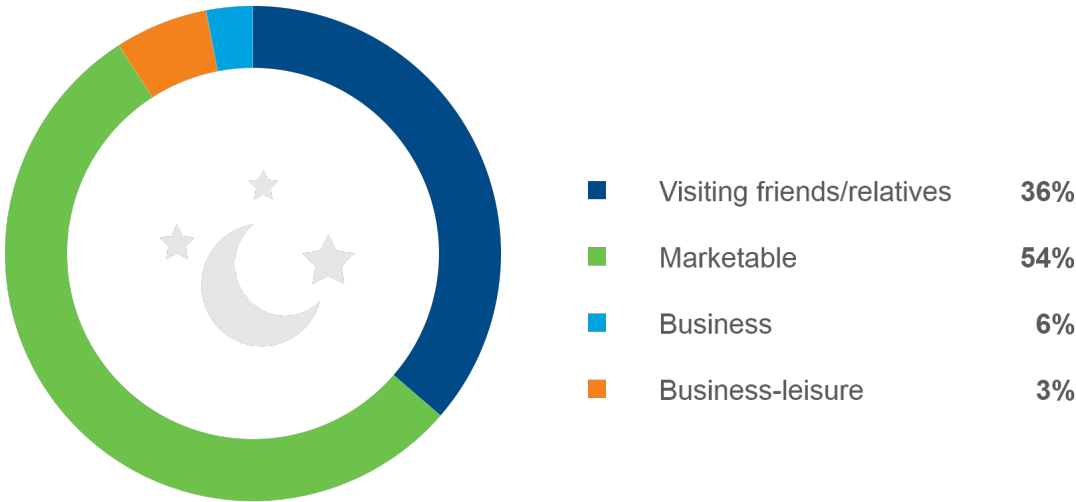
Main Purpose of Trip

 <p>37% Visiting friends/ relatives</p>	
 <p>14% Shopping</p>	 <p>1% Conference/ Convention</p>
 <p>13% Touring</p>	
 <p>10% Outdoors</p>	 <p>5% Other business trip</p>
 <p>9% City trip</p>	
 <p>4% Casino</p>	
 <p>2% Cruise</p>	 <p>3% Business-Leisure</p>
 <p>2% Theme park</p>	

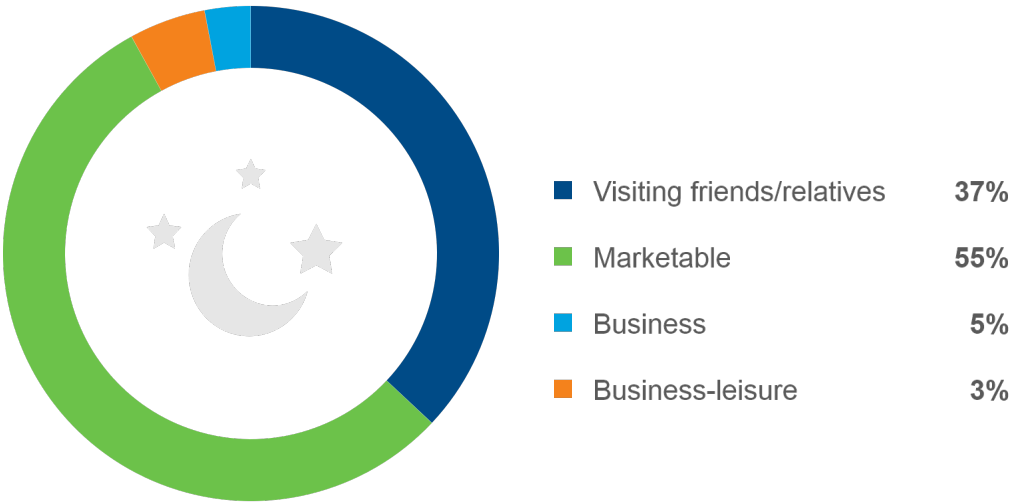
Main Purpose of Leisure Trip



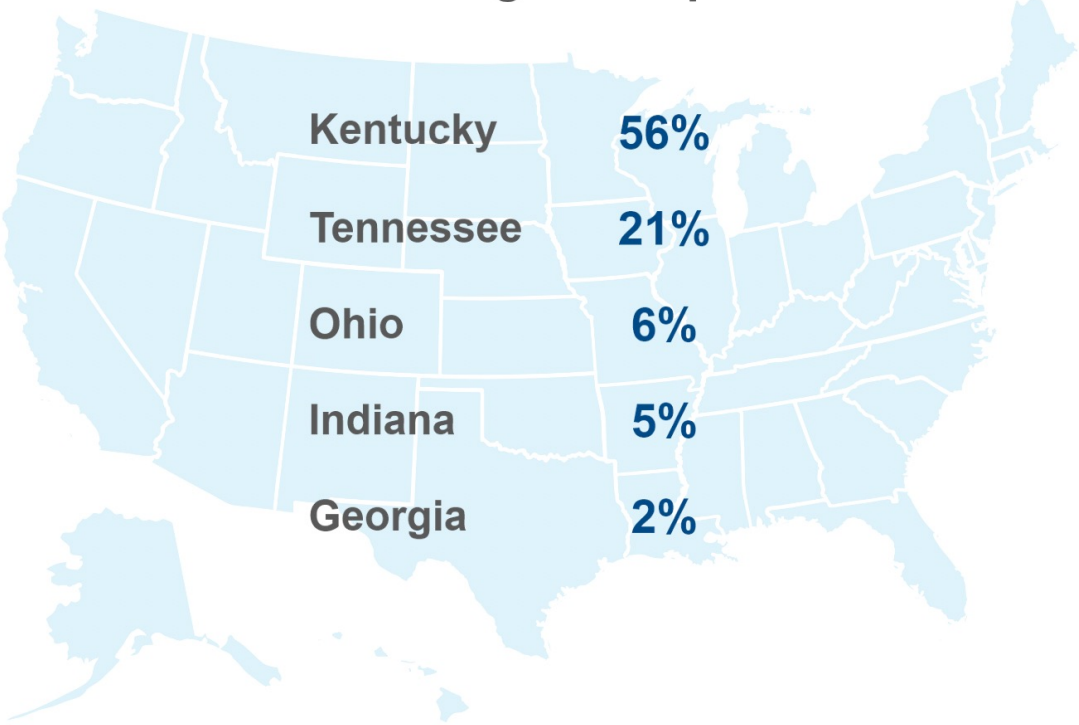
2020 U.S. Day Trips



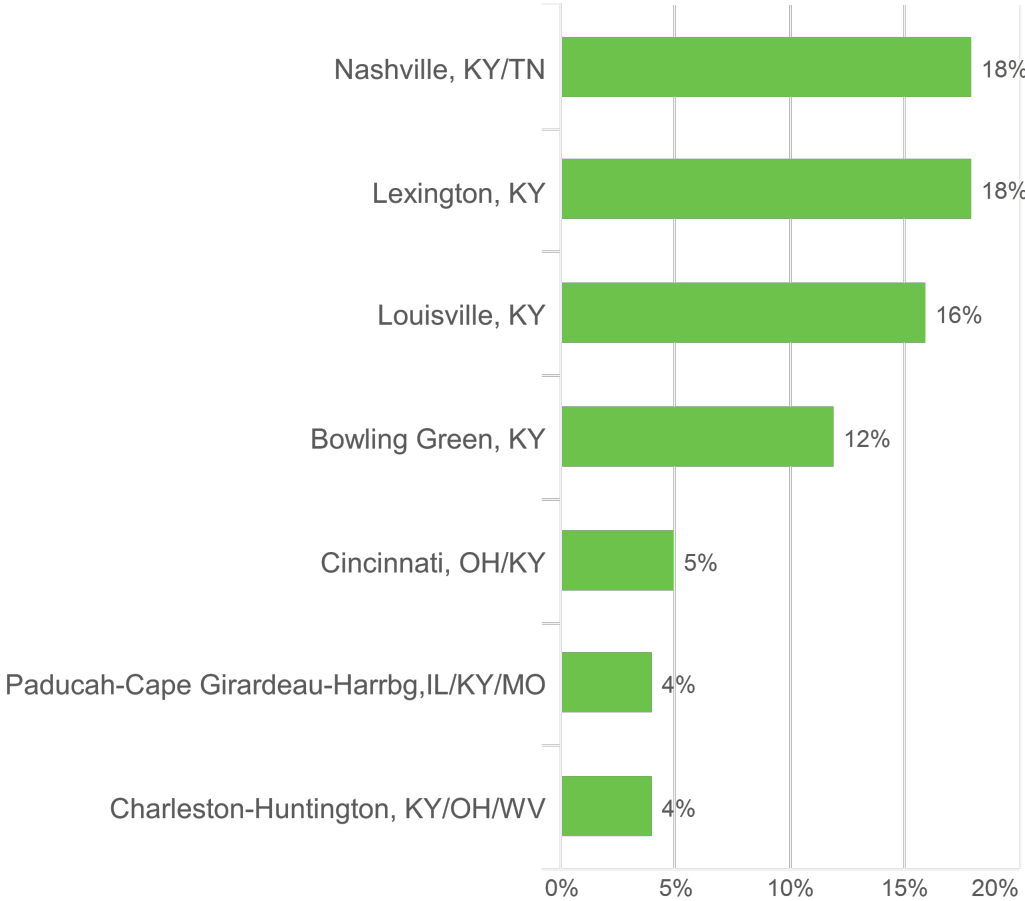
2020 Caves, Lakes, & Corvettes Day Trips



State Origin Of Trip

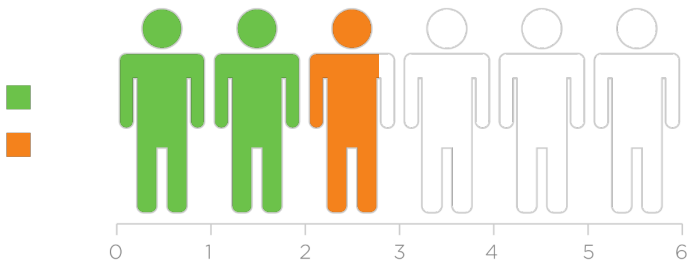


DMA Origin Of Trip



Size of Travel Party

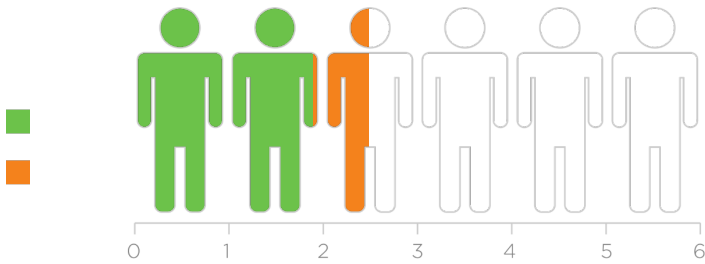
Caves, Lakes, & Corvettes



Total
2.9

Average number of people

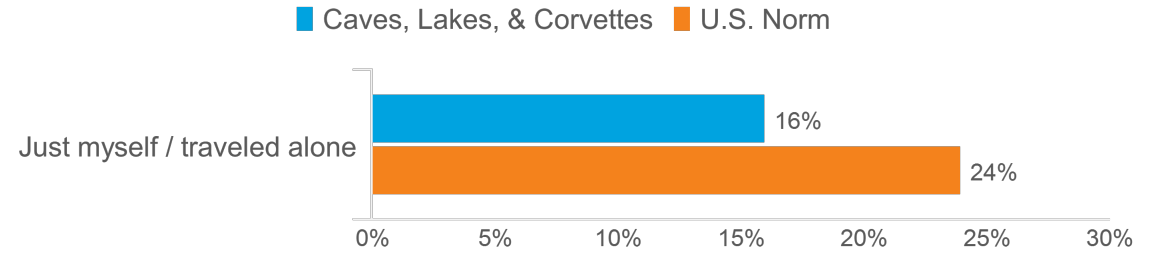
U.S. Norm



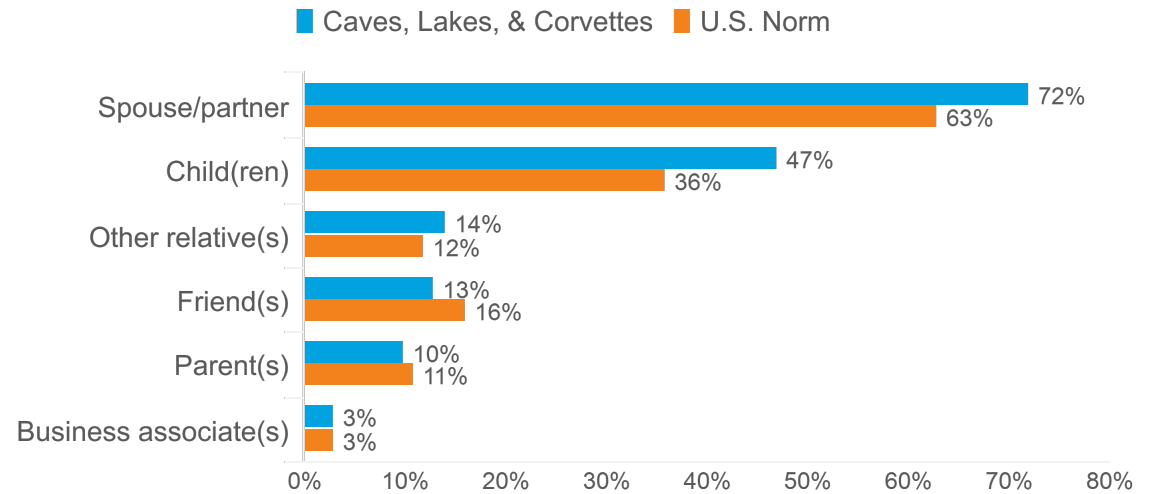
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities



U.S. Norm: 10%

Activities and Experiences (Top 10)







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

Shopping Types on Trip

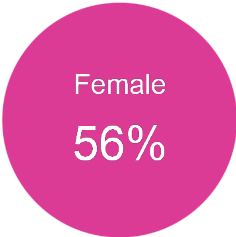
	Caves, Lakes, & Corvettes	U.S. Norm
 Outlet/mall shopping	51%	49%
 Big box stores (Walmart, Costco)	35%	31%
 Convenience/grocery shopping	23%	28%
 Antiquing	19%	12%
 Boutique shopping	16%	21%
 Souvenir shopping	16%	20%

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

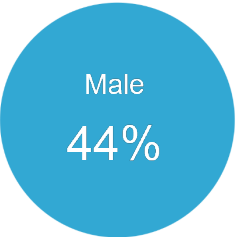
Dining Types on Trip

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

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Caves, Lakes, & Corvettes



Average Age
43.2

U.S. Norm



Average Age
45.8

Marital Status

Caves, Lakes, & Corvettes U.S. Norm



Married / with partner



Single / never married



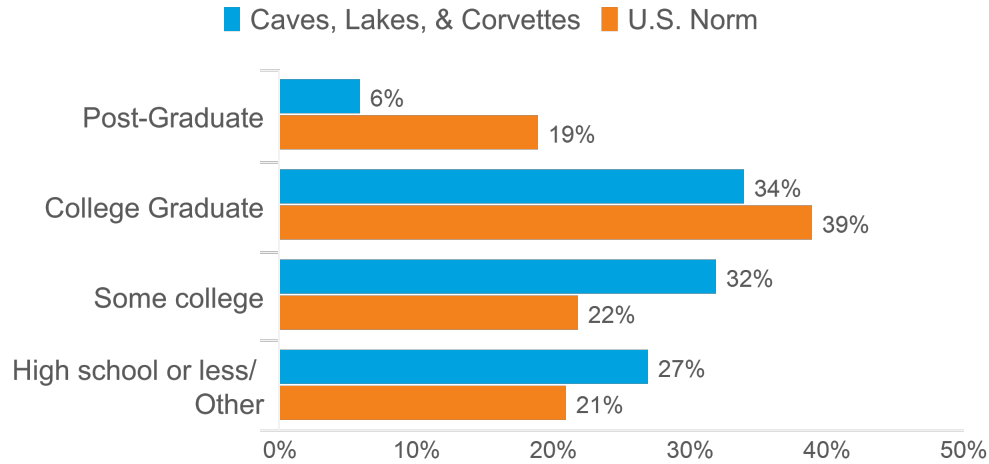
Divorced / widowed / separated



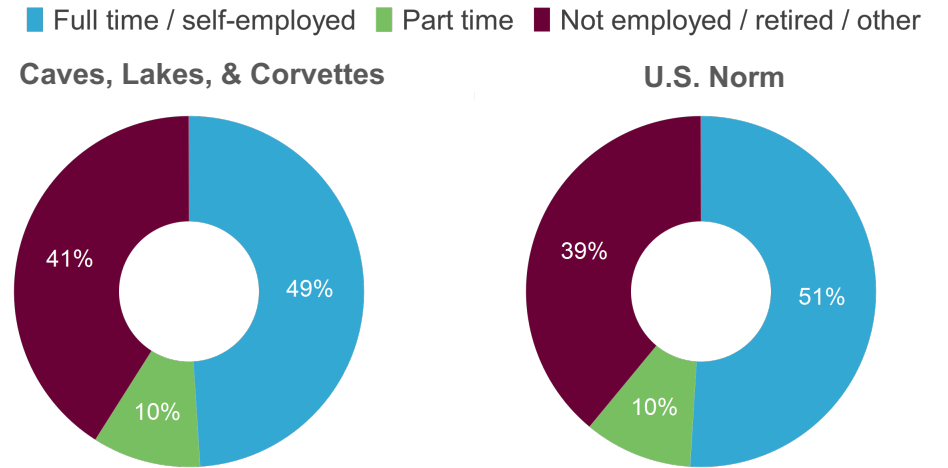
Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2020 Day Person-Trips

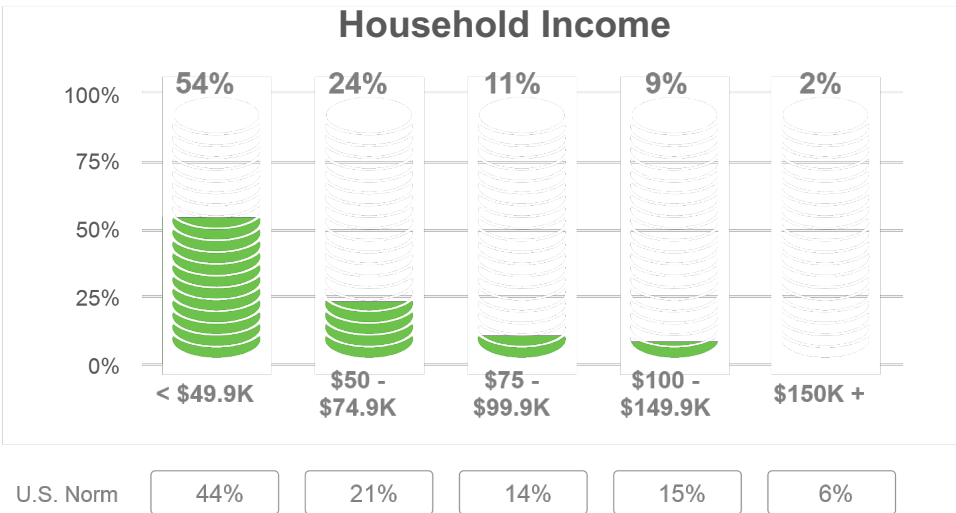
Education



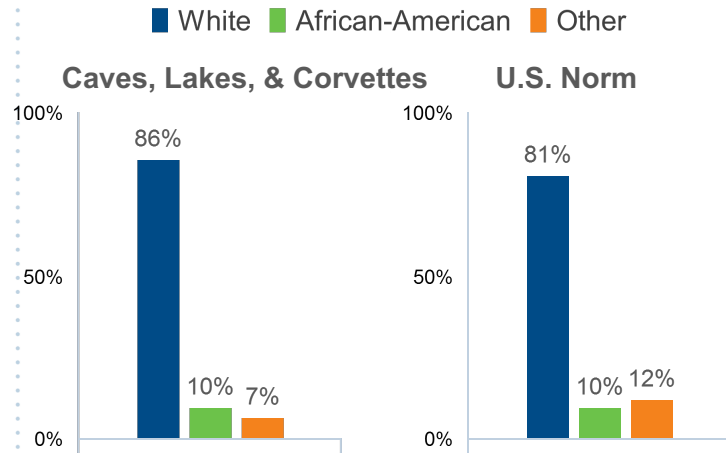
Employment



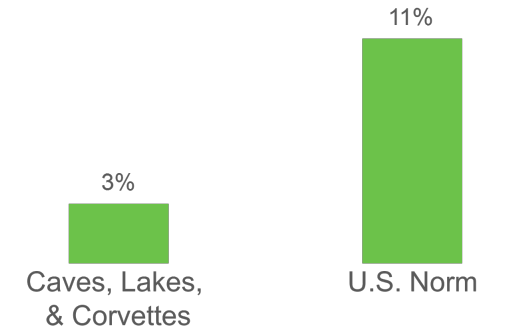
Household Income



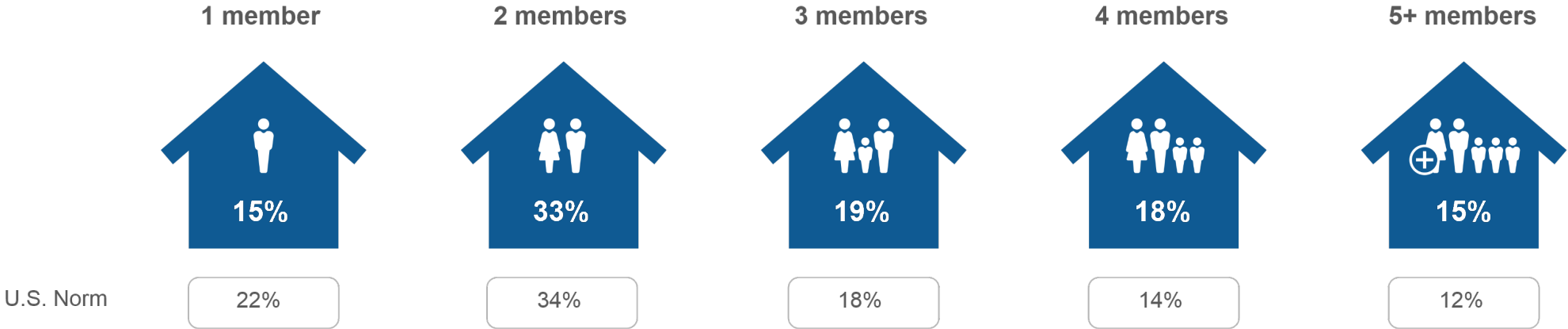
Race



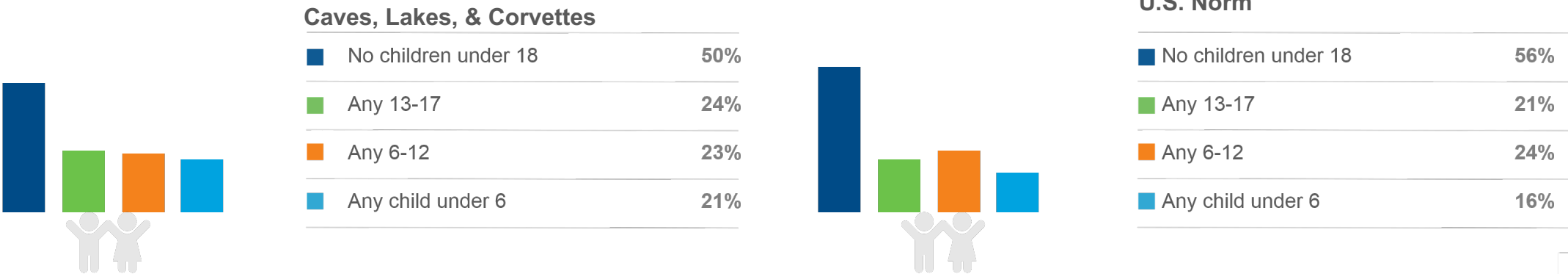
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Bluesgrass, Horses, Bourbon & Boone



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Bluegrass, Horses, Bourbon, and Boone Region's domestic tourism business in 2020.

Methodology

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

For Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2020:



Day Base Size

313

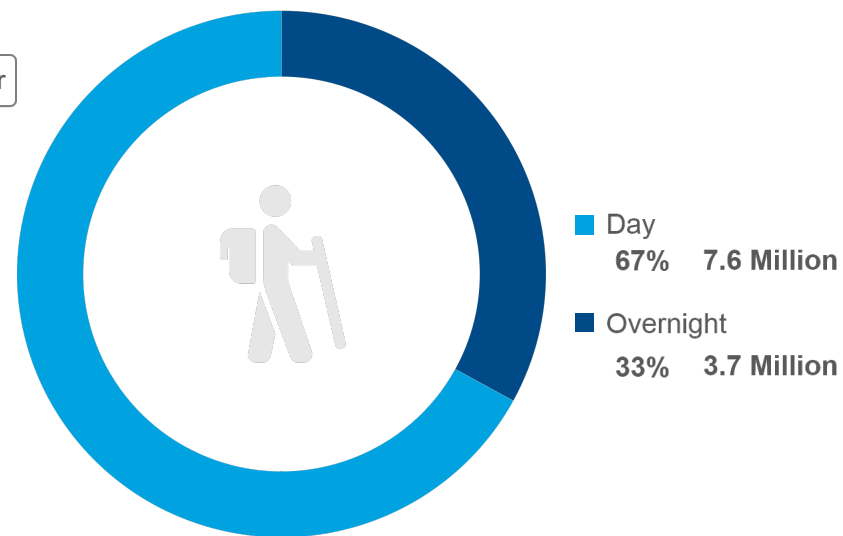
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Bluegrass, Horses, Bourbon, and Boone Region 2020 Domestic Travel Market

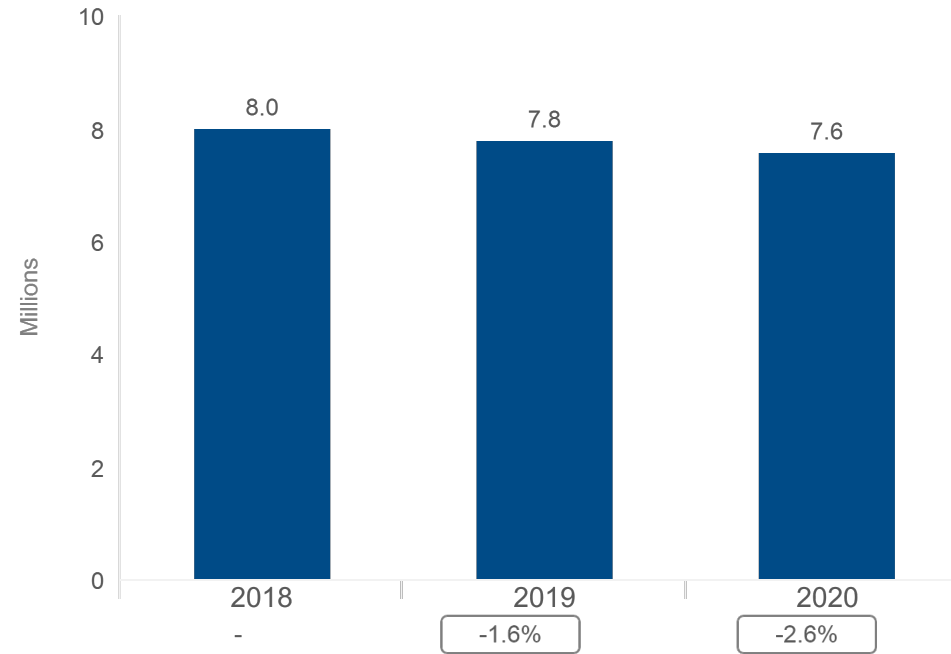
Total Person-Trips

11.4 Million

-6.3% vs. last year



Day Trips to Bluegrass, Horses, Bourbon, and Boone Region



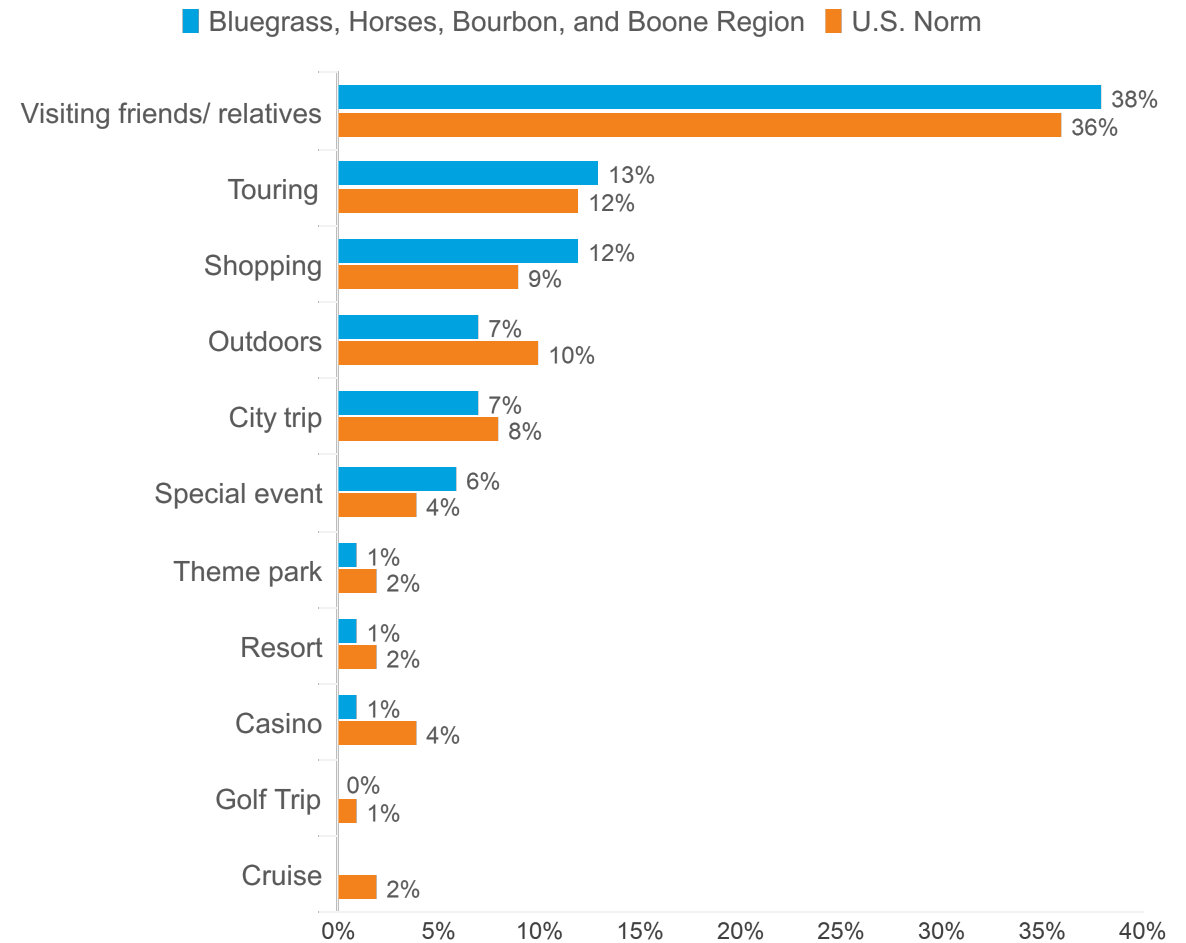
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2020 Day Person-Trips

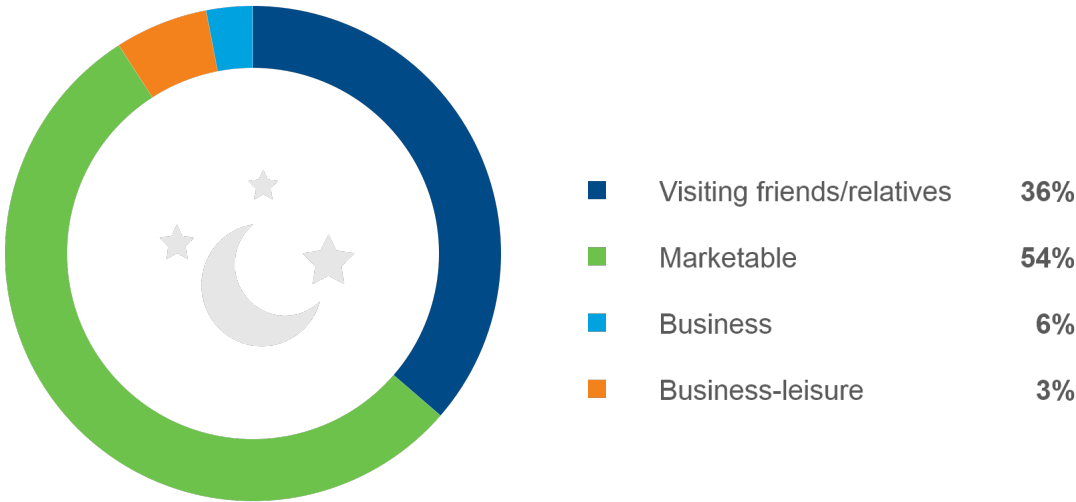
Main Purpose of Trip



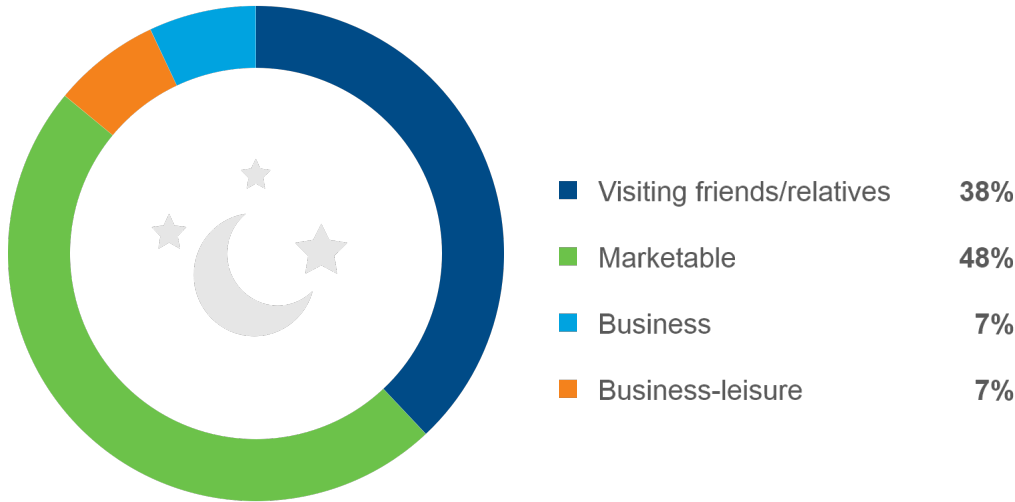
Main Purpose of Leisure Trip



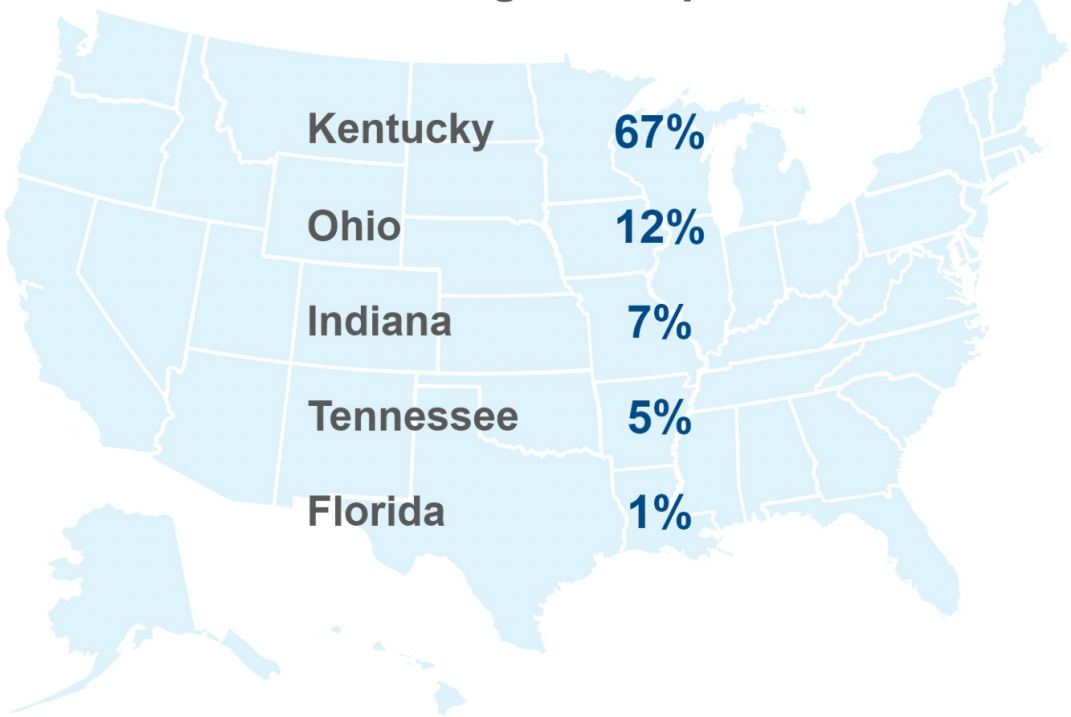
2020 U.S. Day Trips



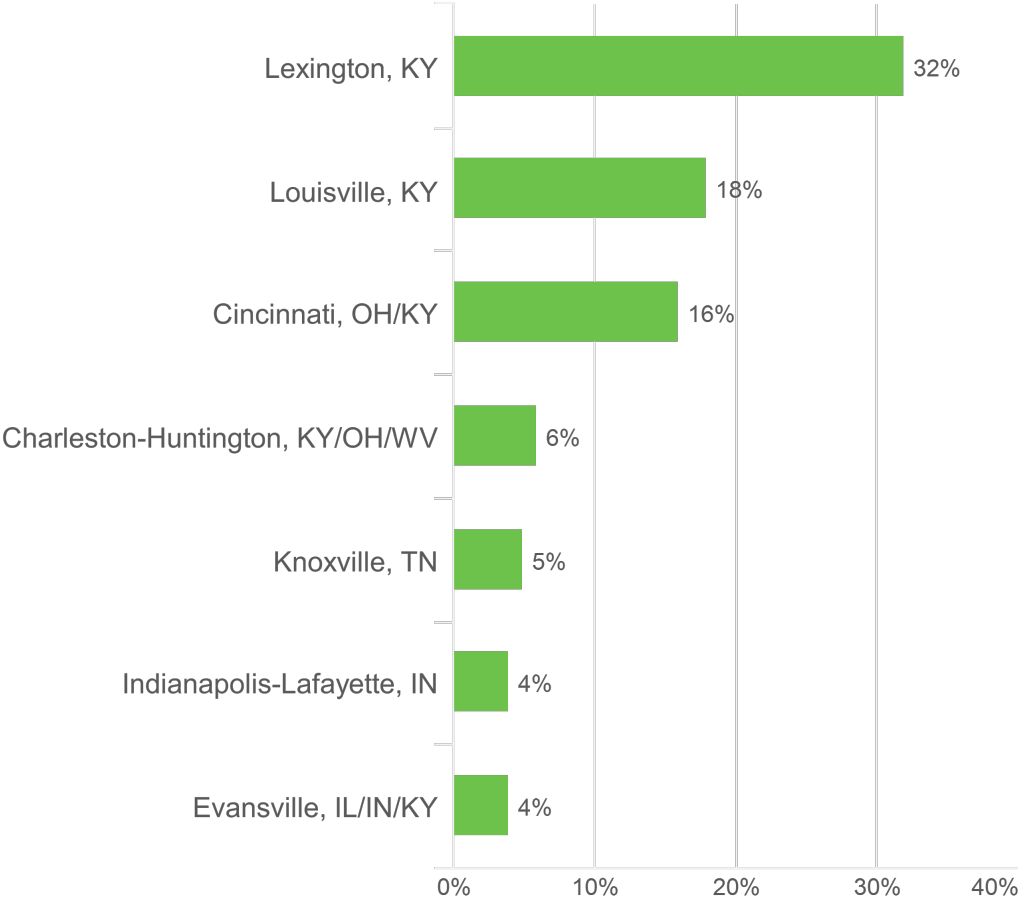
2020 Bluegrass, Horses, Bourbon, and Boone Region Day Trips



State Origin Of Trip

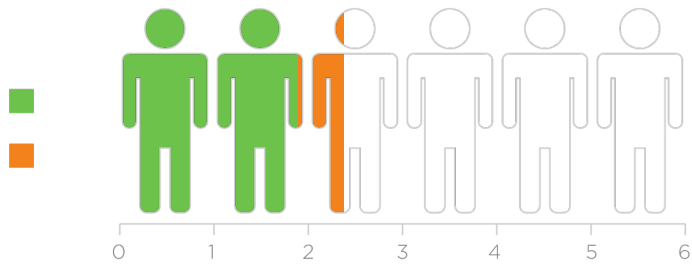


DMA Origin Of Trip



Size of Travel Party

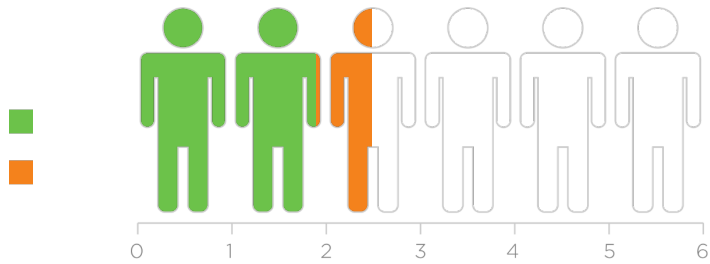
Bluegrass, Horses, Bourbon, and Boone Region



Total
2.5

Average number of people

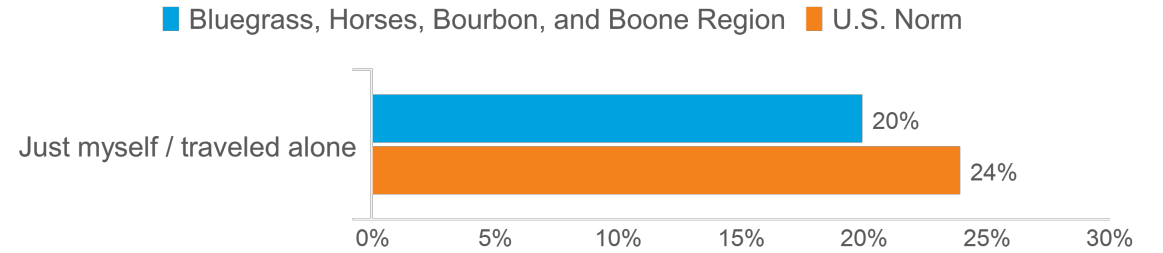
U.S. Norm



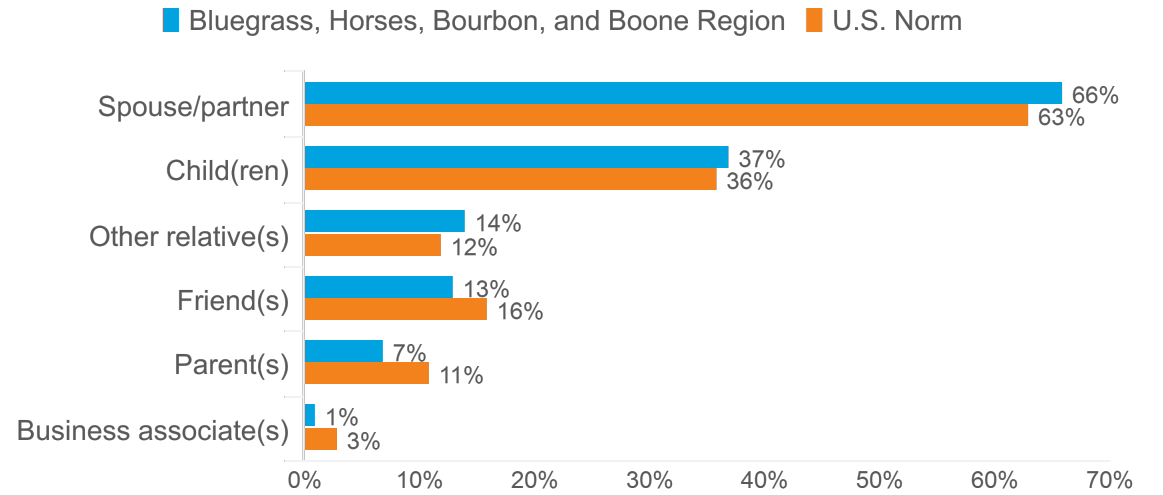
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities









U.S. Norm: 10%

Activities and Experiences (Top 10)

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







	Shopping	26%	20%
	Sightseeing	15%	13%
	Landmark/historic site	13%	8%
	Hiking/backpacking	10%	7%
	Nature tours/wildlife viewing/birding	9%	5%
	Local parks/playgrounds	8%	6%
	Winery/brewery/distillery tour	8%	4%
	National/state park	8%	6%
	Attending celebration	7%	9%
	Fishing	6%	5%

Shopping Types on Trip

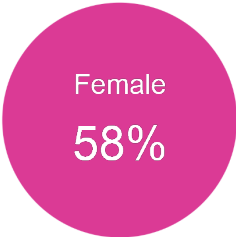
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Outlet/mall shopping	54%	49%
 Big box stores (Walmart, Costco)	36%	31%
 Boutique shopping	35%	21%
 Convenience/grocery shopping	28%	28%
 Antiquing	9%	12%
 Souvenir shopping	9%	20%

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

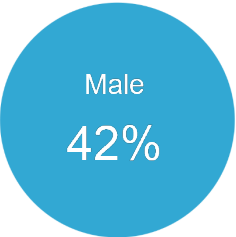
Dining Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Unique/local food	43%	34%
 Picnicking	12%	14%
 Street food/food trucks	9%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	9%	12%
 Fine/upscale dining	7%	12%
 Gastropubs	3%	5%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Bluegrass, Horses, Bourbon, and Boone Region



Average Age
44.9

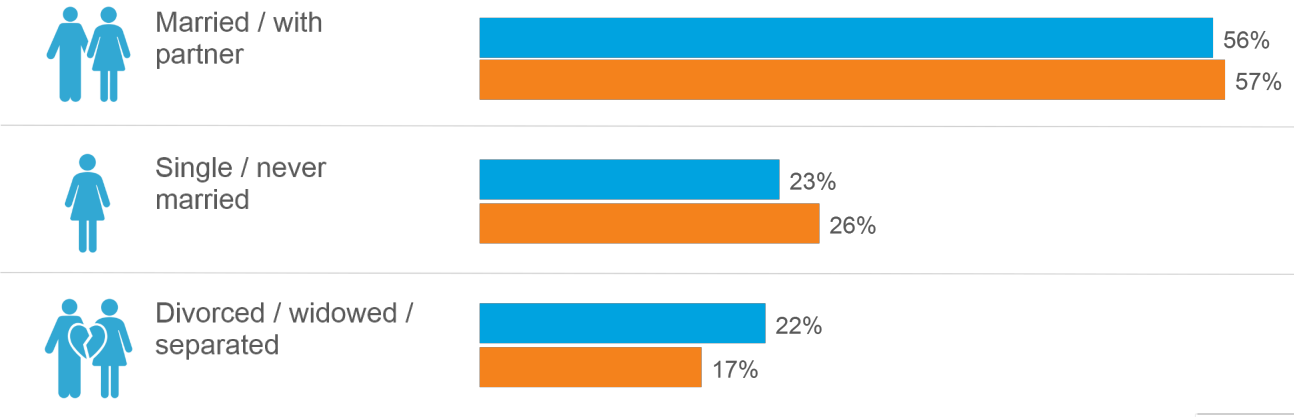
U.S. Norm



Average Age
45.8

Marital Status

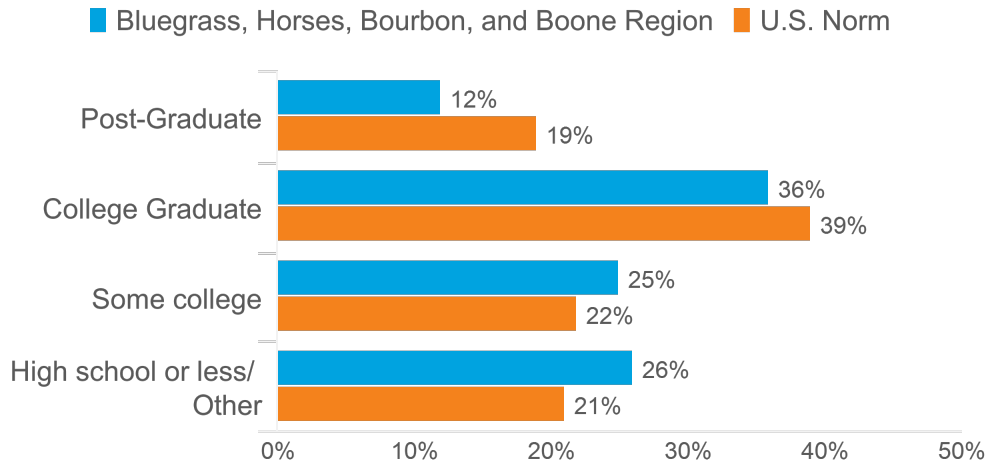
■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



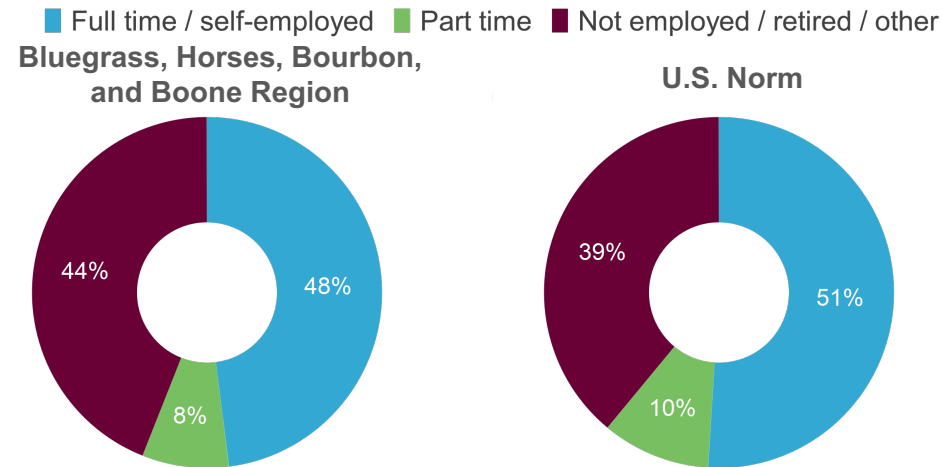
Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020 Day Person-Trips

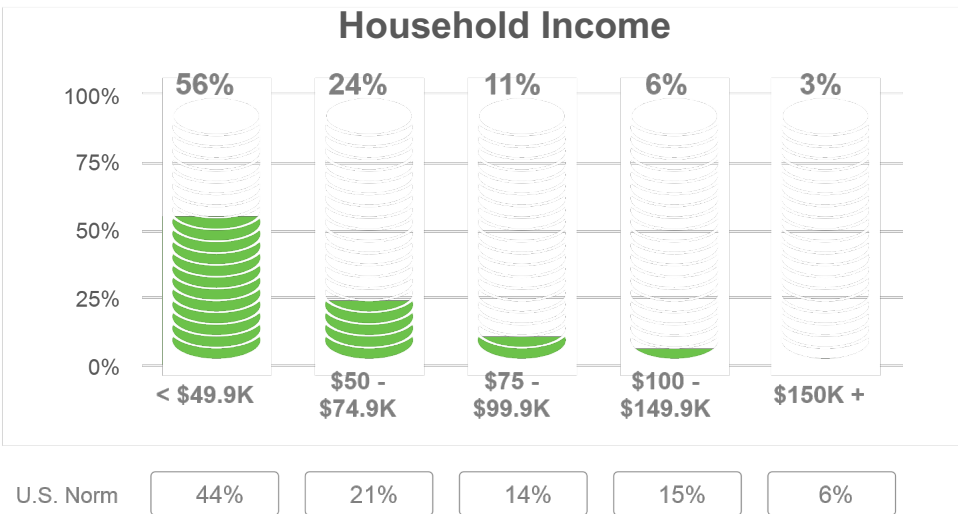
Education



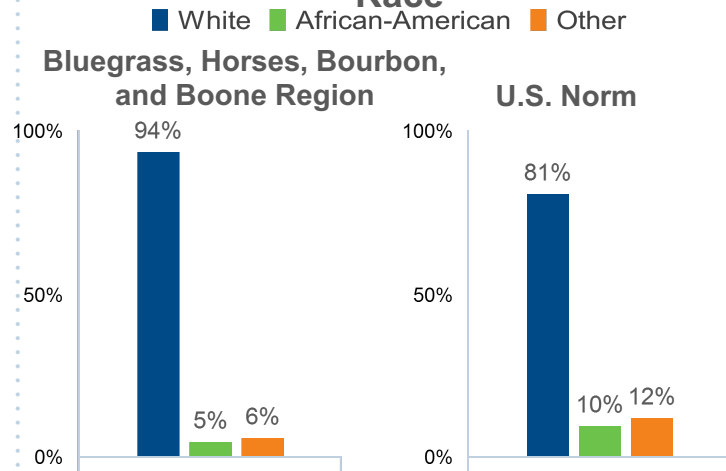
Employment



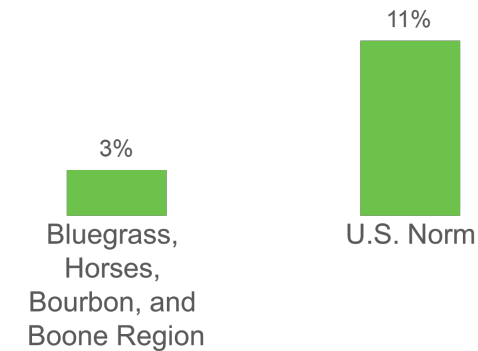
Household Income



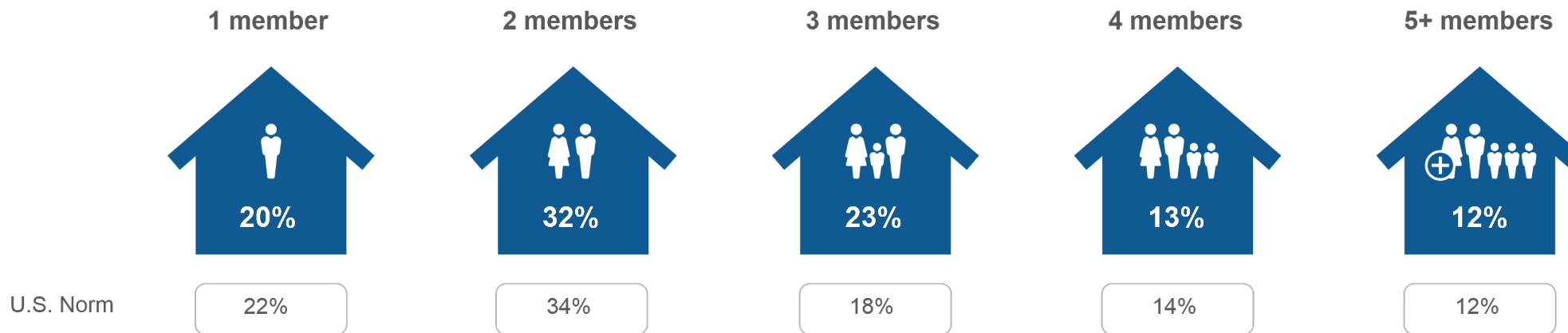
Race



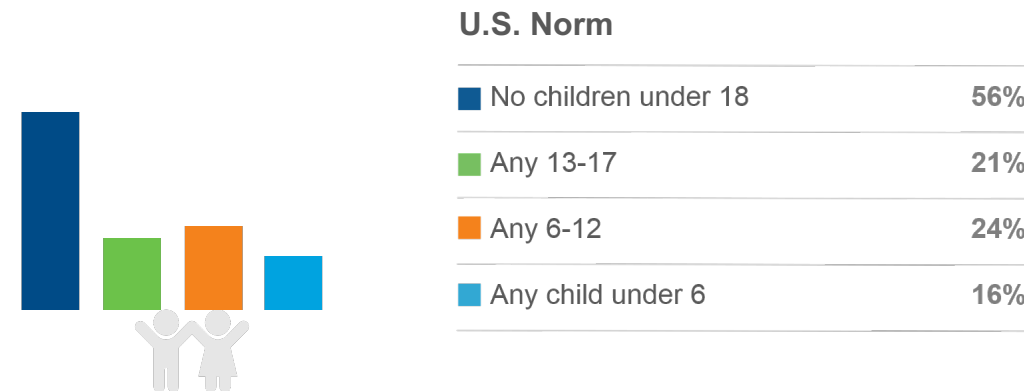
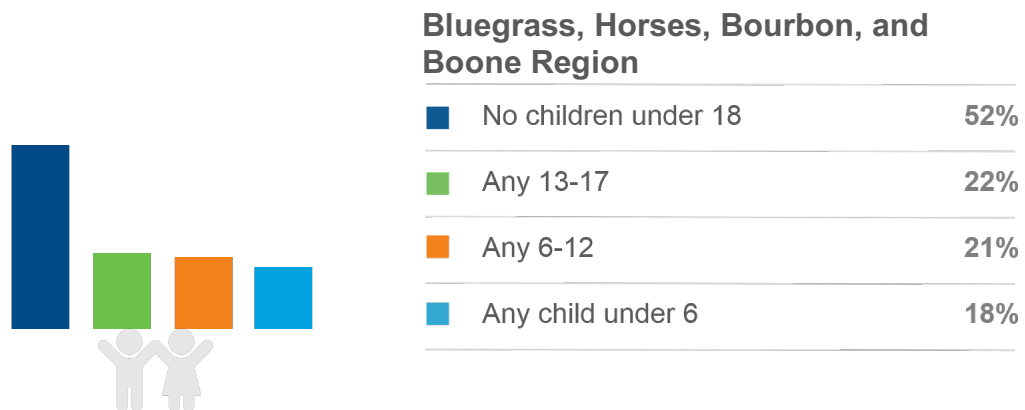
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Daniel Boone Country



2020

Introduction

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

Methodology

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

For Daniel Boone Country, the following sample was achieved in 2020:



Day Base Size

349

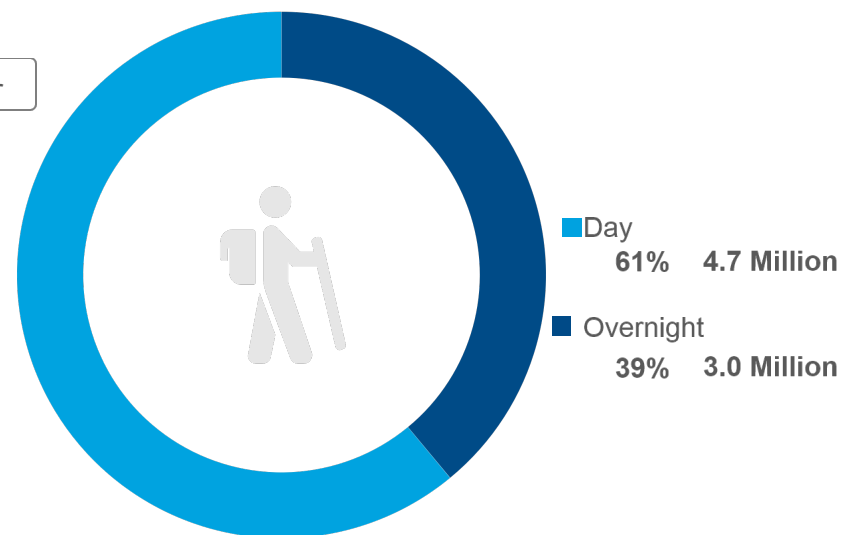
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Daniel Boone Country 2020 Domestic Travel Market

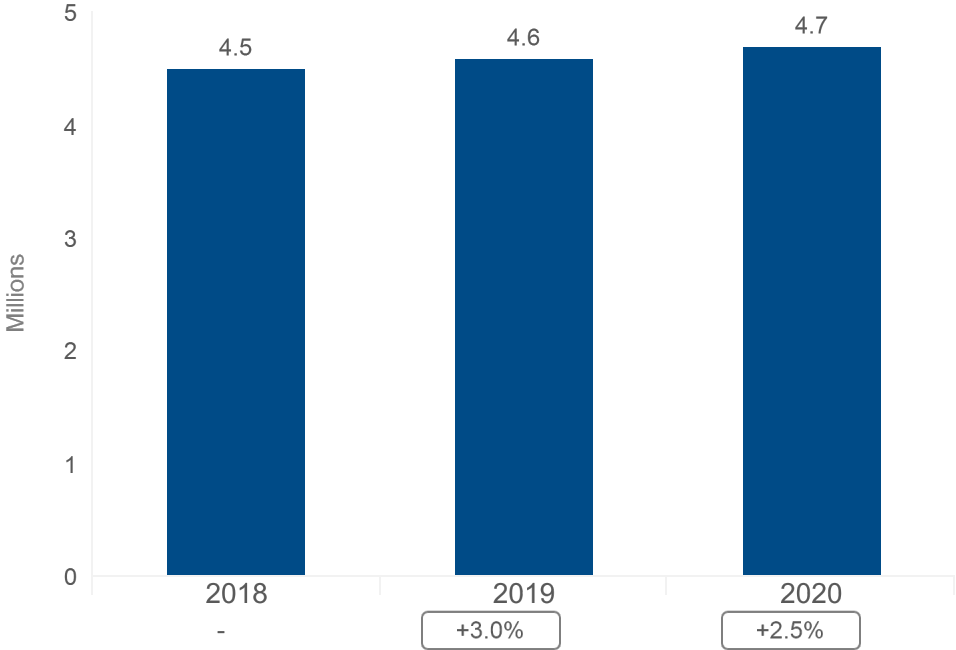
Total Person-Trips

7.7 Million

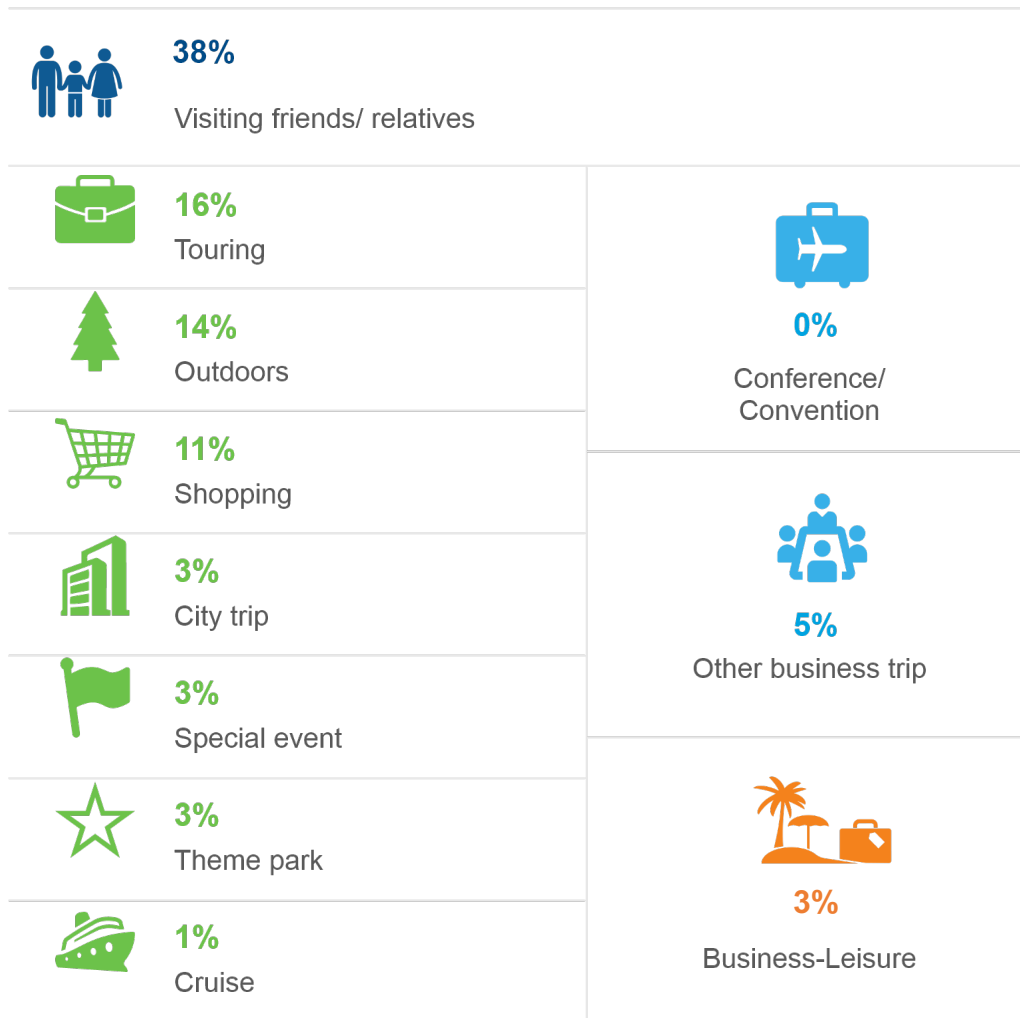
+9.9% vs. last year



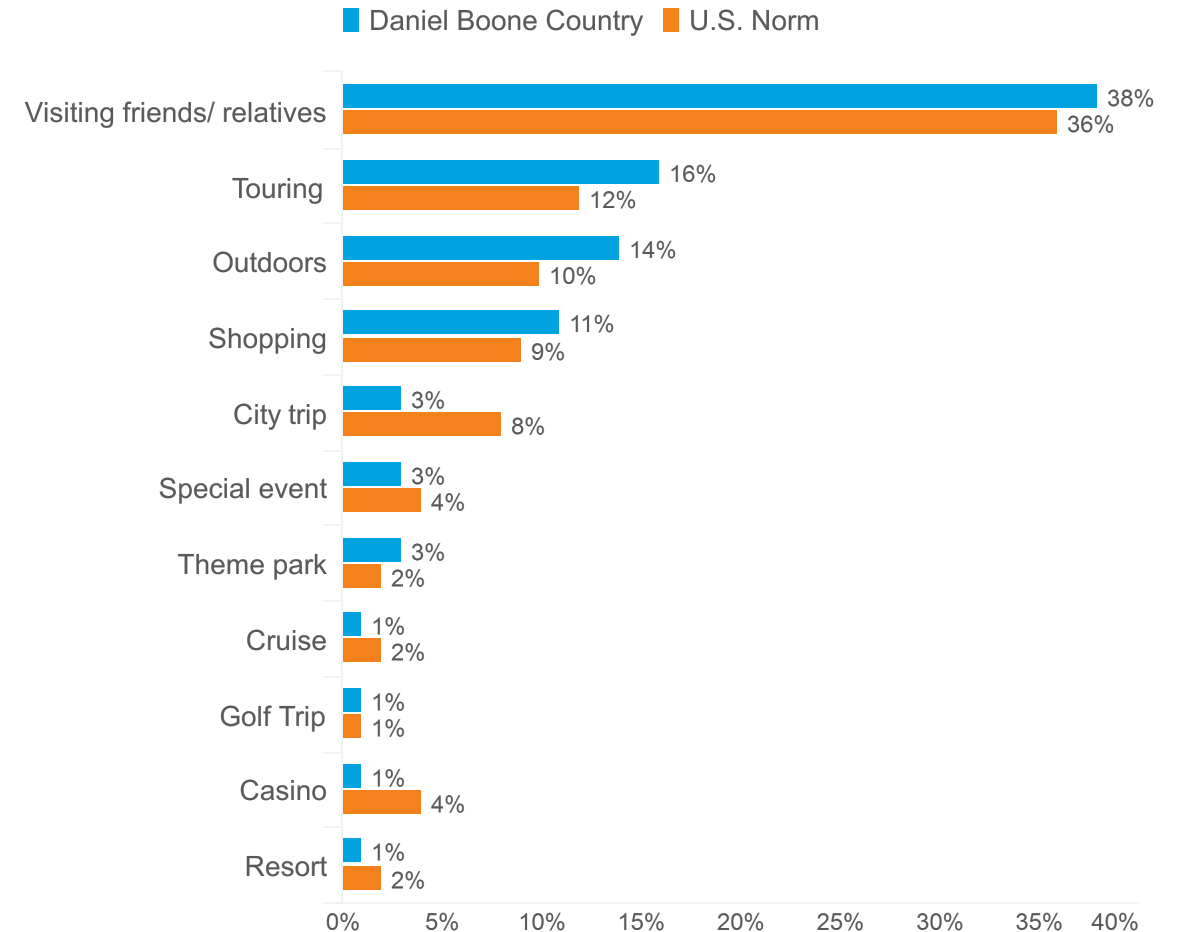
Day Trips to Daniel Boone Country



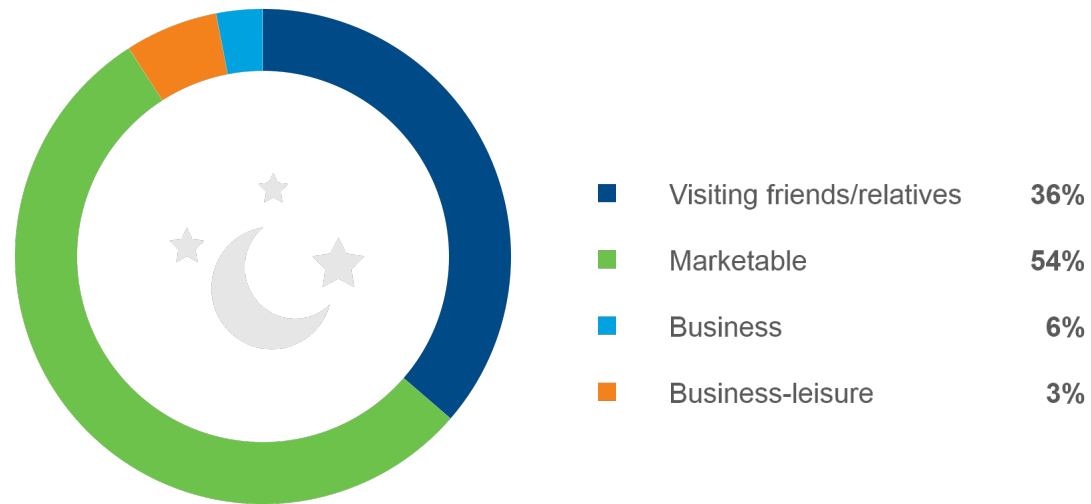
Main Purpose of Trip



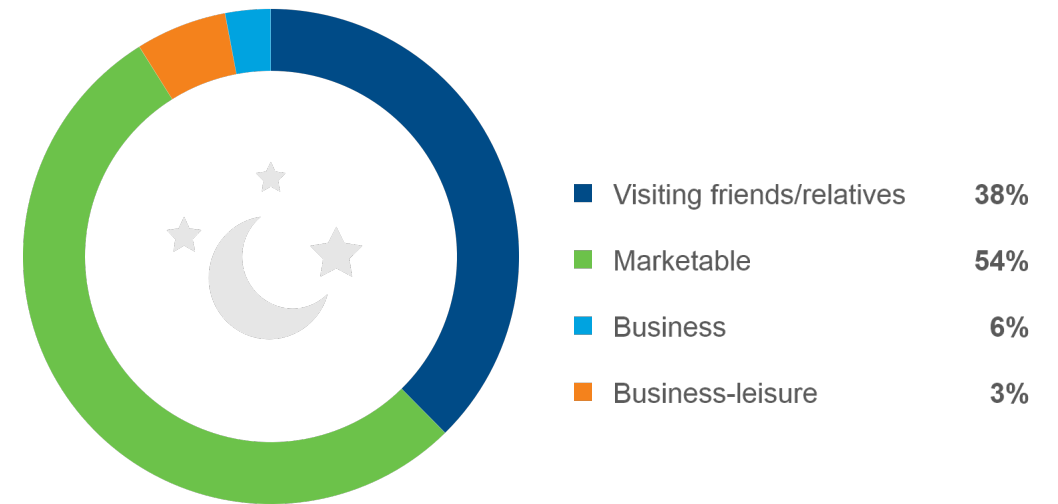
Main Purpose of Leisure Trip



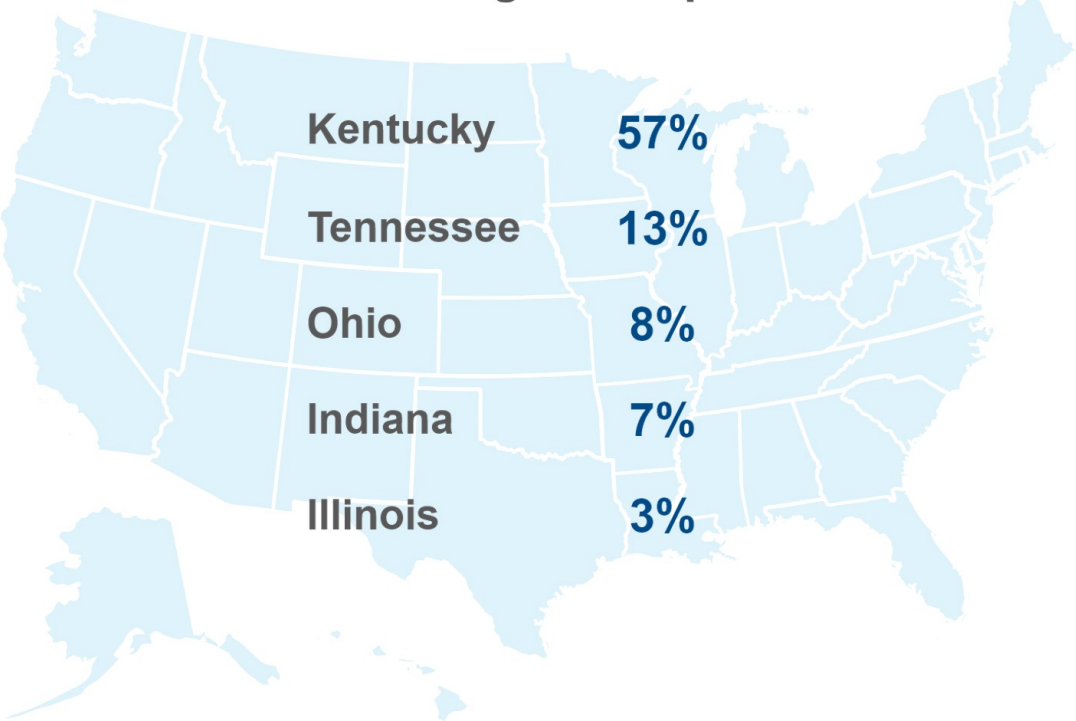
2020 U.S. Day Trips



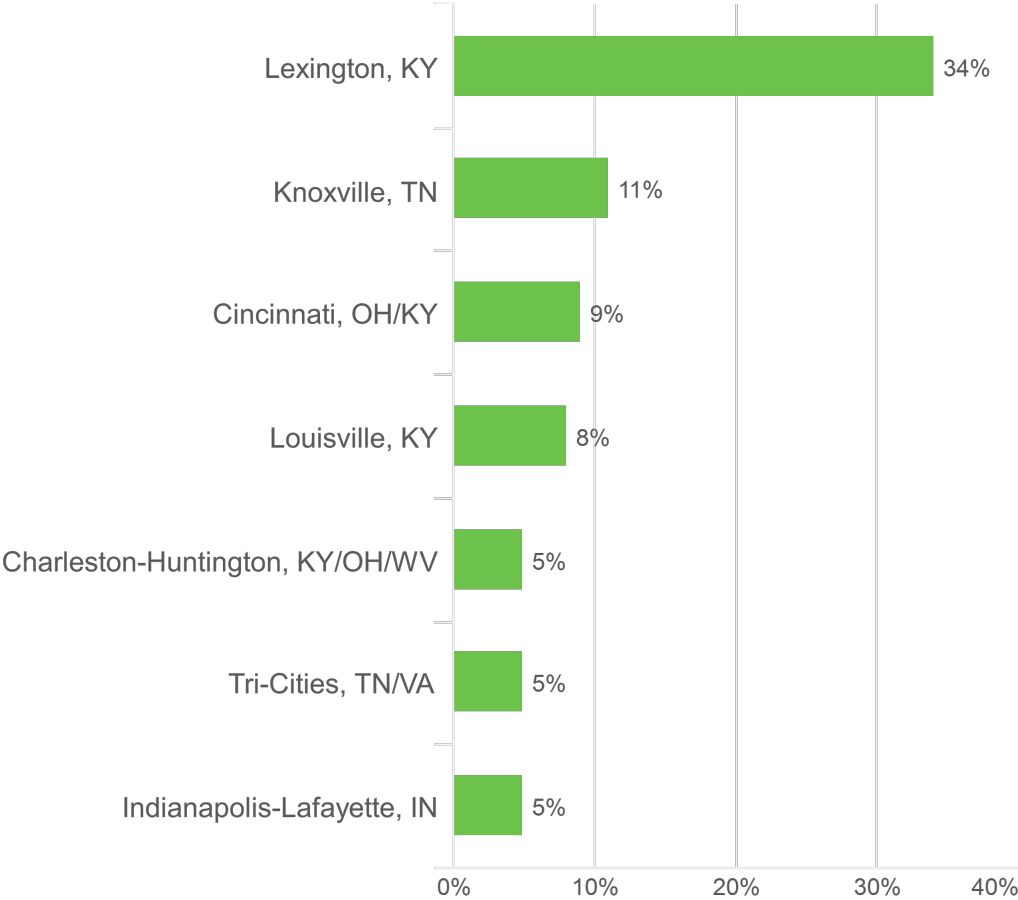
Daniel Boone Country Day Trips



State Origin Of Trip

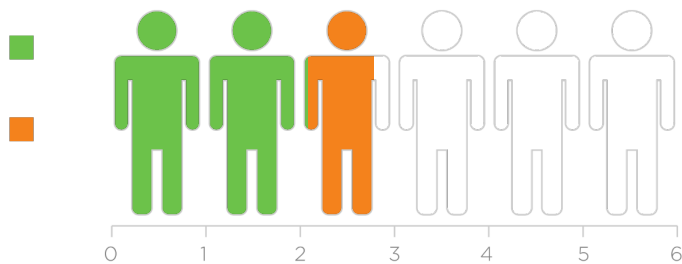


DMA Origin Of Trip



Size of Travel Party

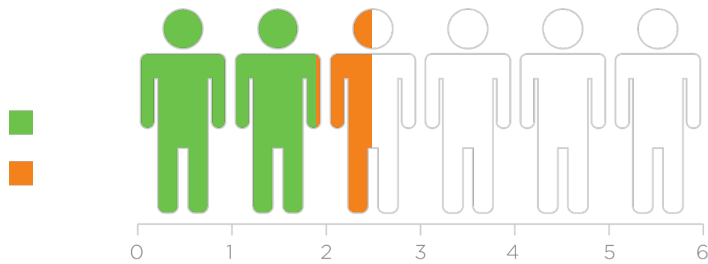
Daniel Boone Country



Total
2.9

Average number of people

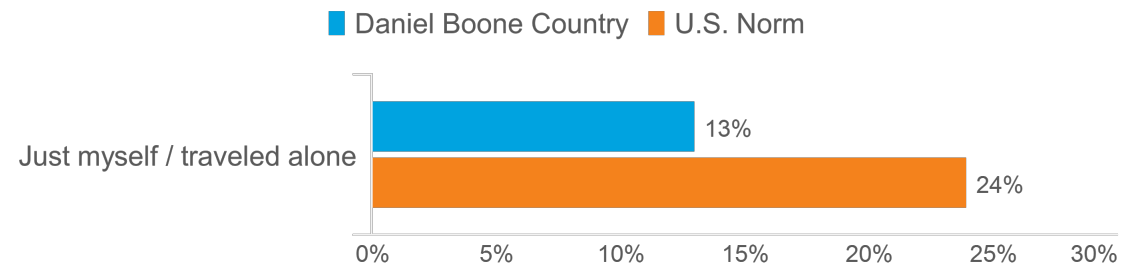
U.S. Norm



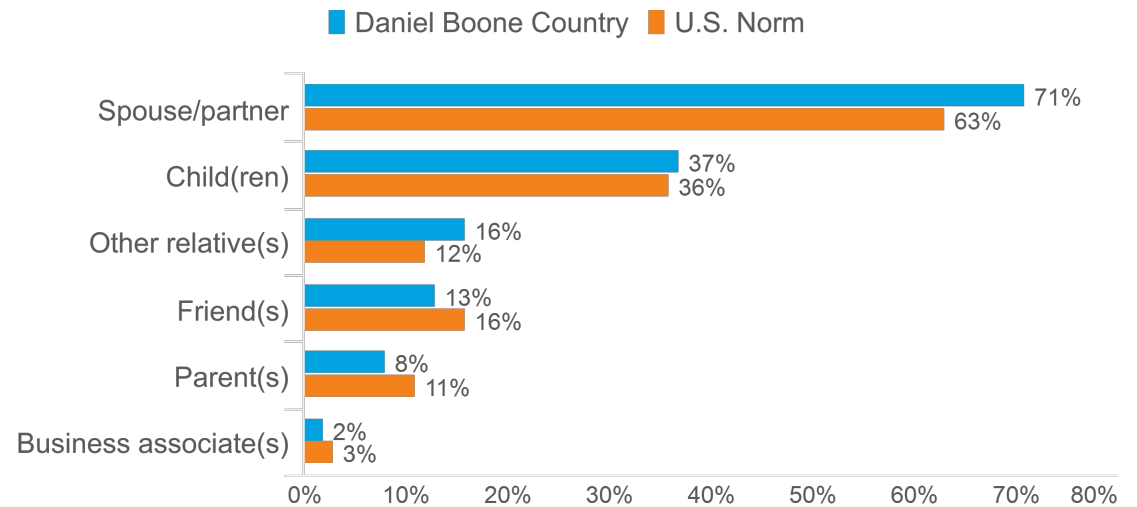
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities









U.S. Norm: 10%

Activities and Experiences (Top 10)







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

Shopping Types on Trip

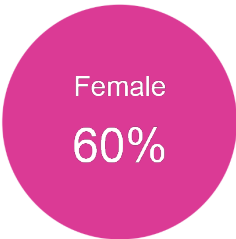
	Daniel Boone Country	U.S. Norm
 Big box stores (Walmart, Costco)	48%	31%
 Convenience/grocery shopping	39%	28%
 Outlet/mall shopping	37%	49%
 Boutique shopping	18%	21%
 Souvenir shopping	16%	20%
 Antiquing	14%	12%

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

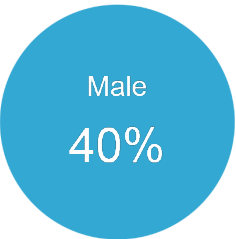
Dining Types on Trip

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

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Daniel Boone Country

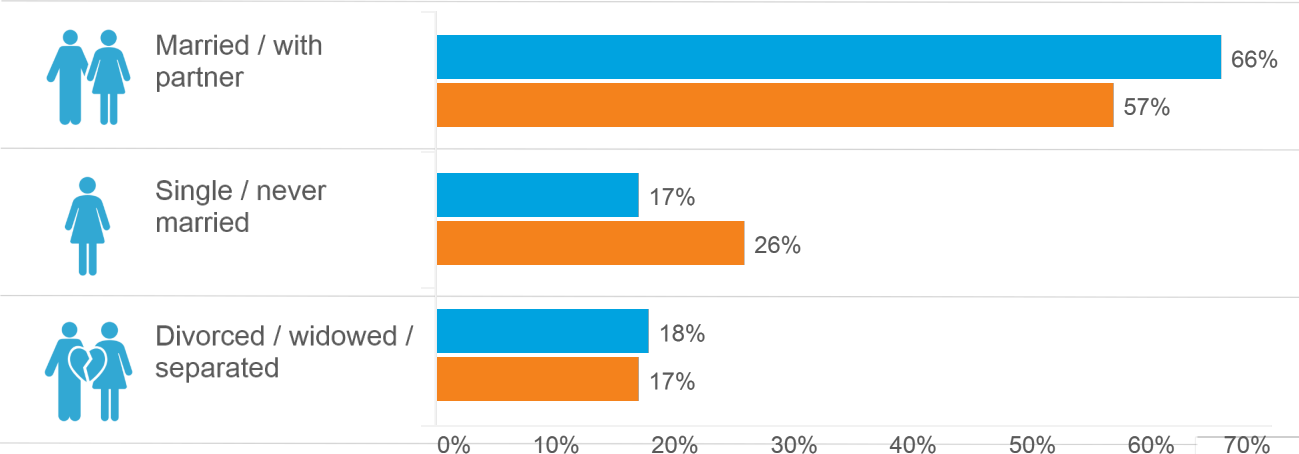


U.S. Norm



Marital Status

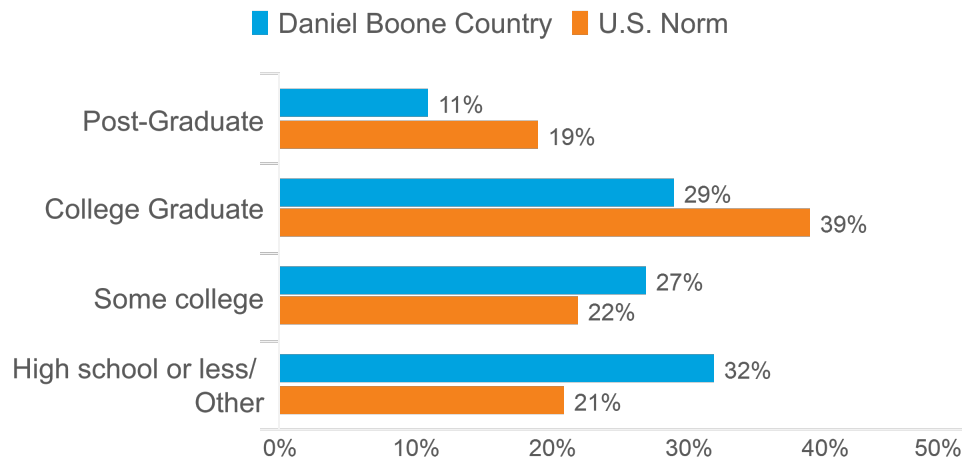
Daniel Boone Country U.S. Norm



Demographic Profile of Day Daniel Boone Country Visitors

Base: 2019/2020 Day Person-Trips

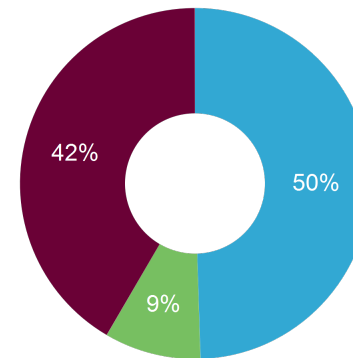
Education



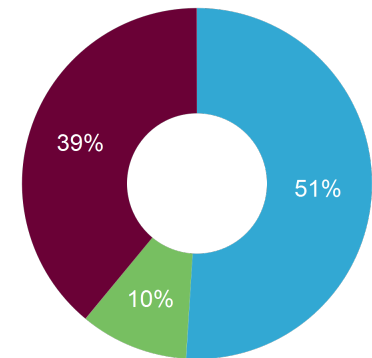
Employment

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

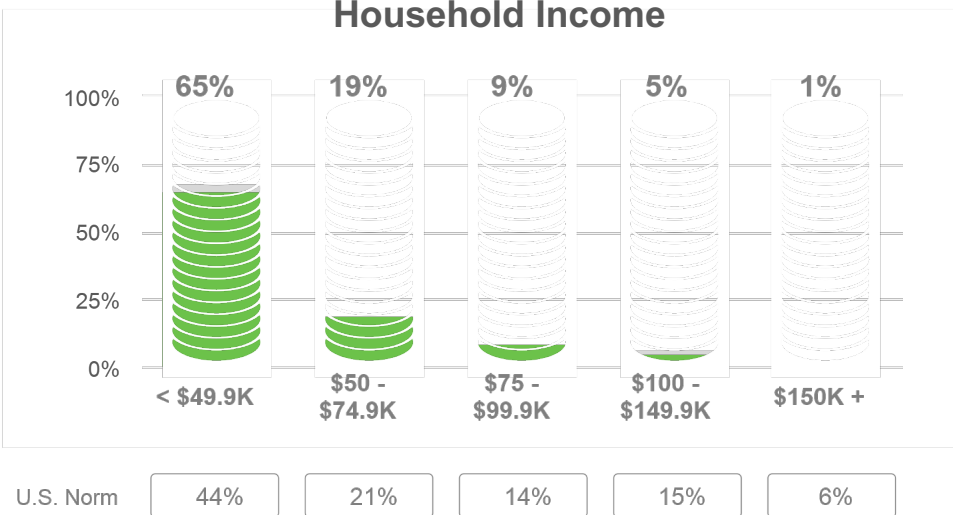
Daniel Boone Country



U.S. Norm



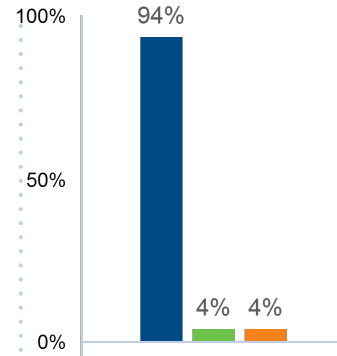
Household Income



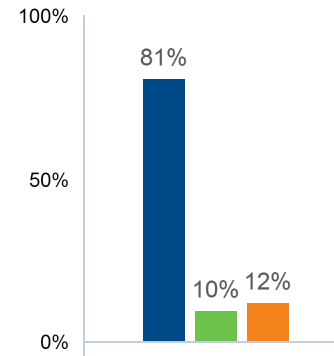
Race

■ White ■ African-American ■ Other

Daniel Boone Country



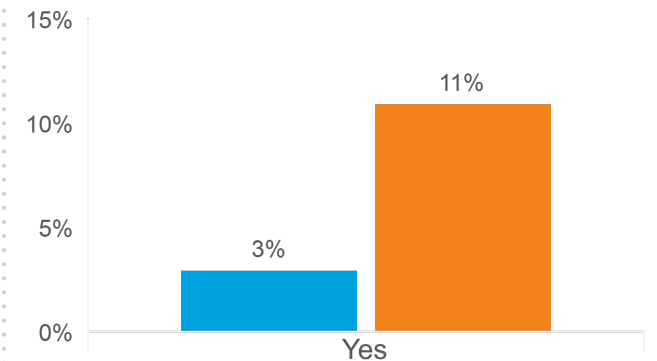
U.S. Norm



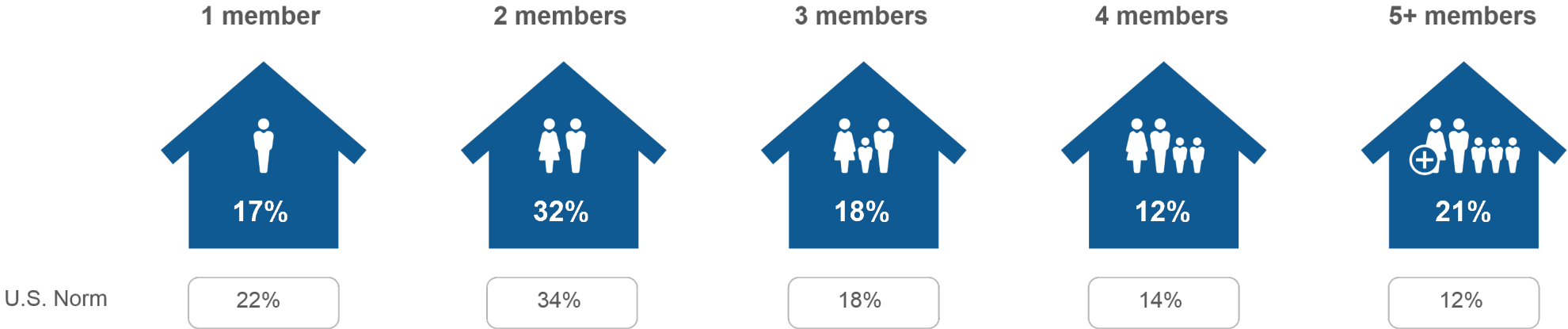
Question updated in 2020, 2020 data only

Hispanic Background

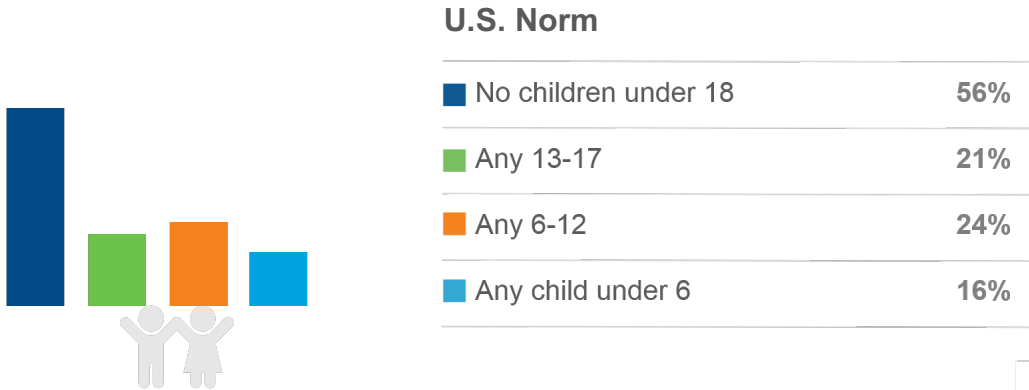
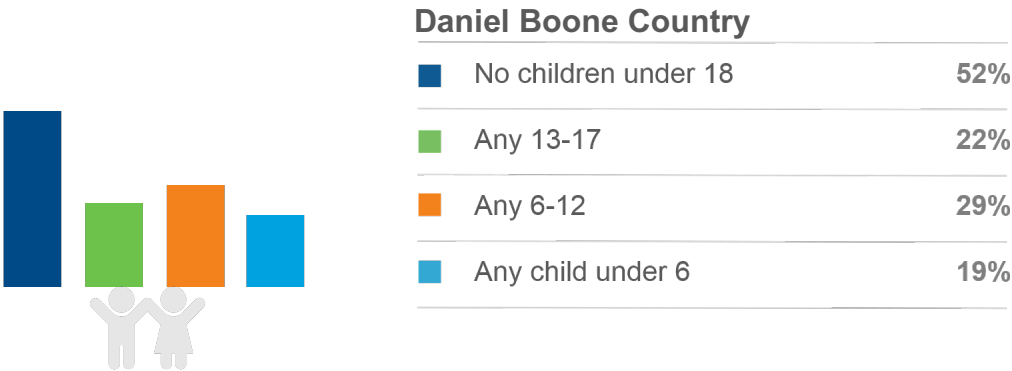
■ Daniel Boone Country ■ U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Appalachians



2020

Introduction

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

Methodology

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

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



Day Base Size

317

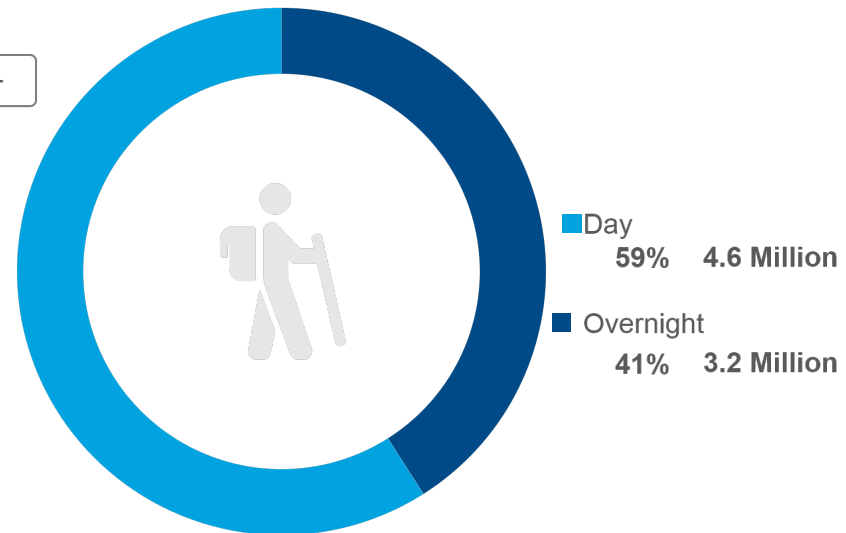
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Kentucky's Appalachians 2020 Domestic Travel Market

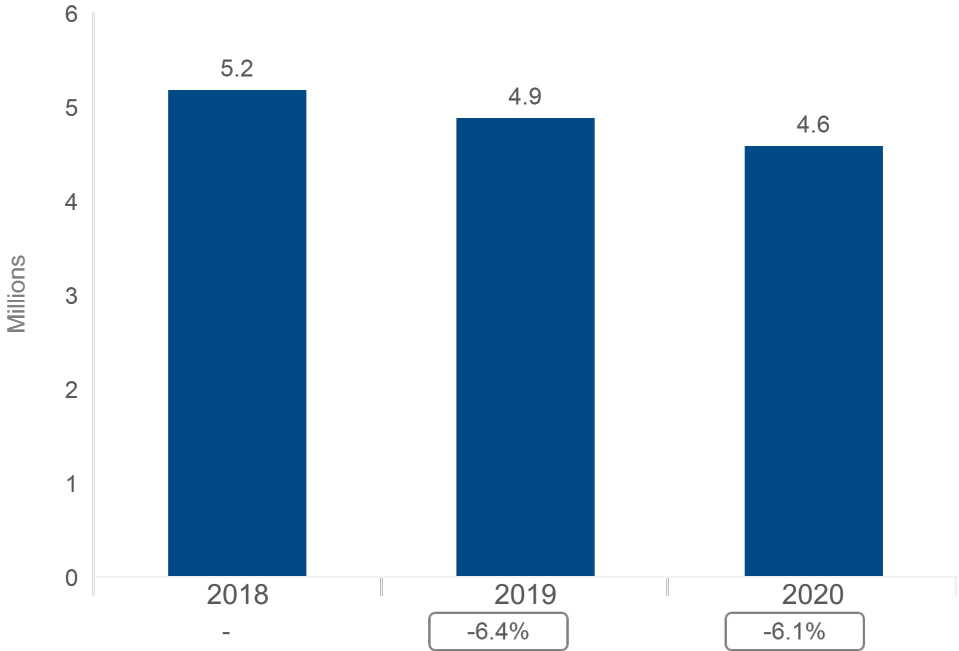
Total Person-Trips

7.8 Million

-0.4% vs. last year



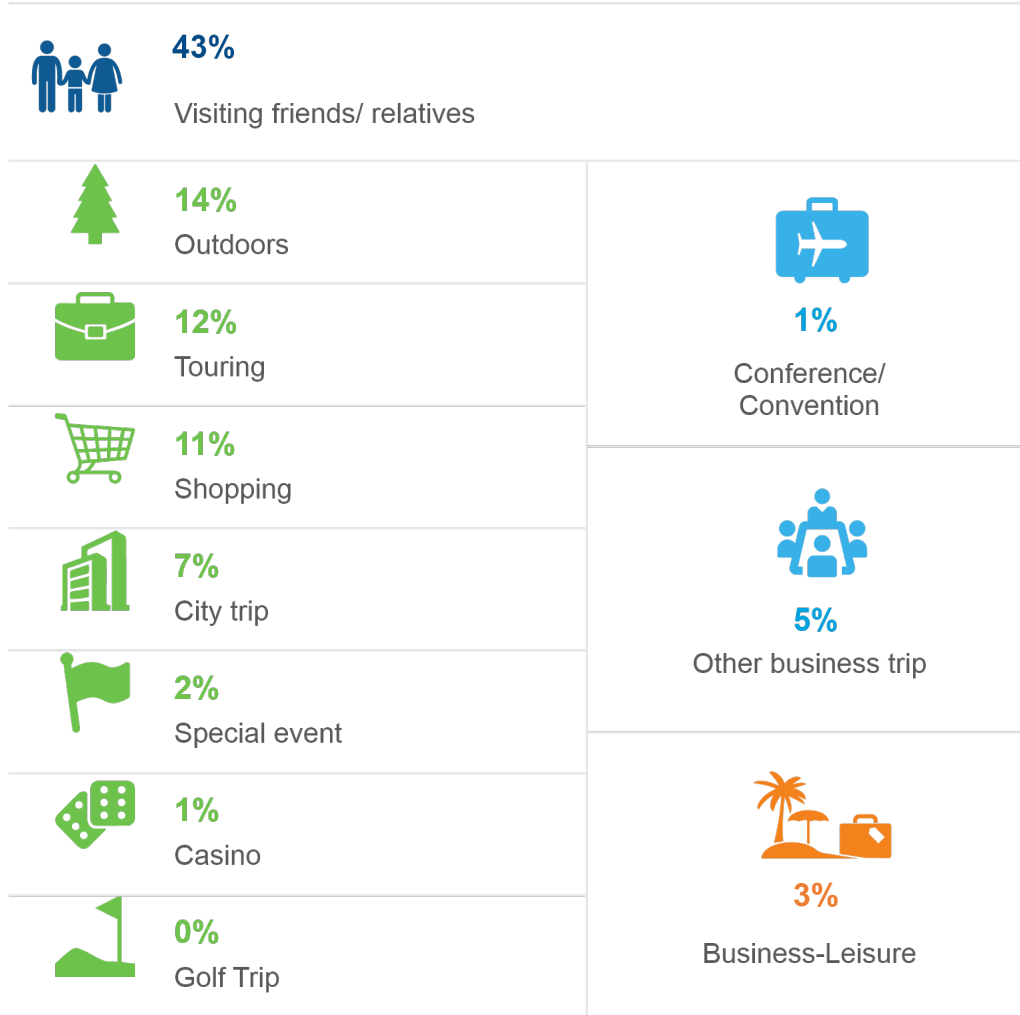
Day Trips to Kentucky's Appalachians



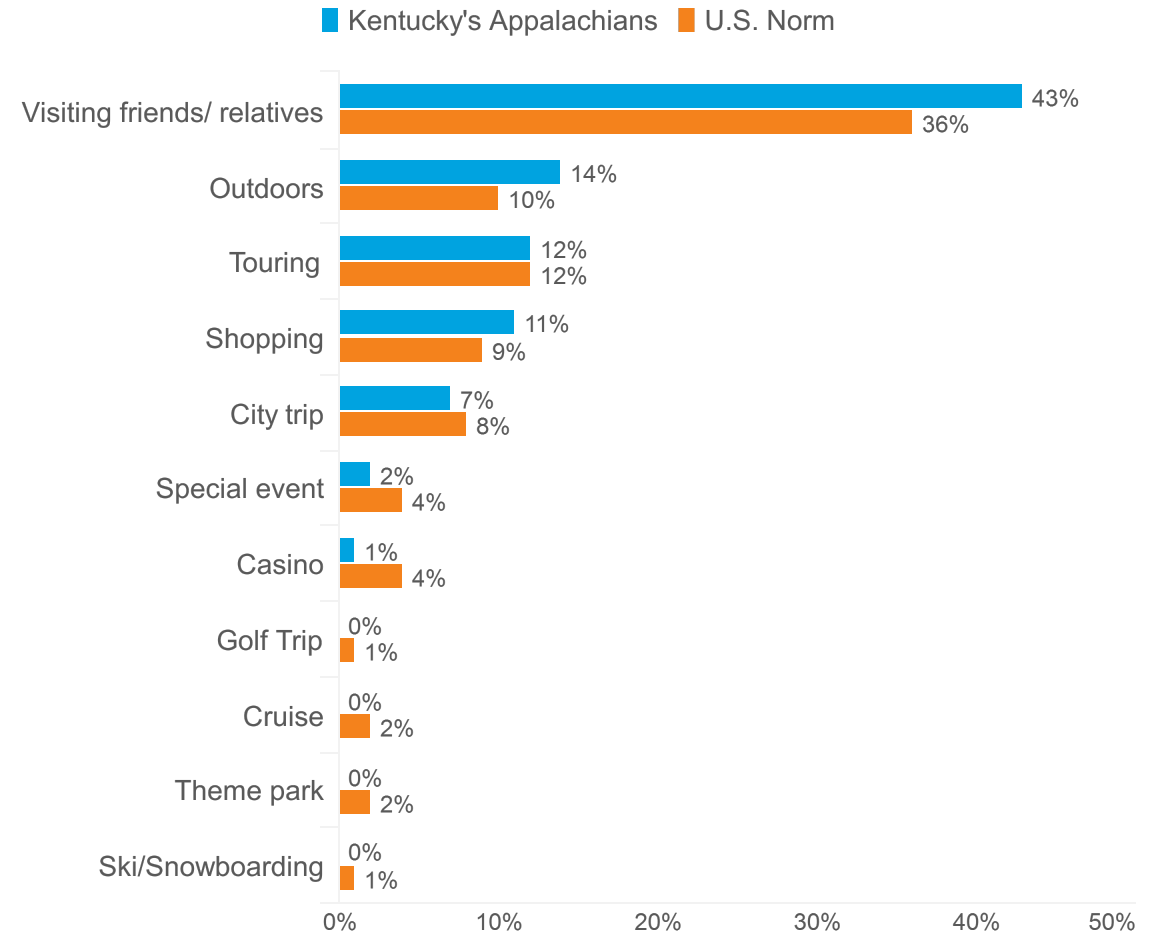
Kentucky's Appalachians's Day Trip Characteristics

Base: 2019/2020 Day Person-Trips

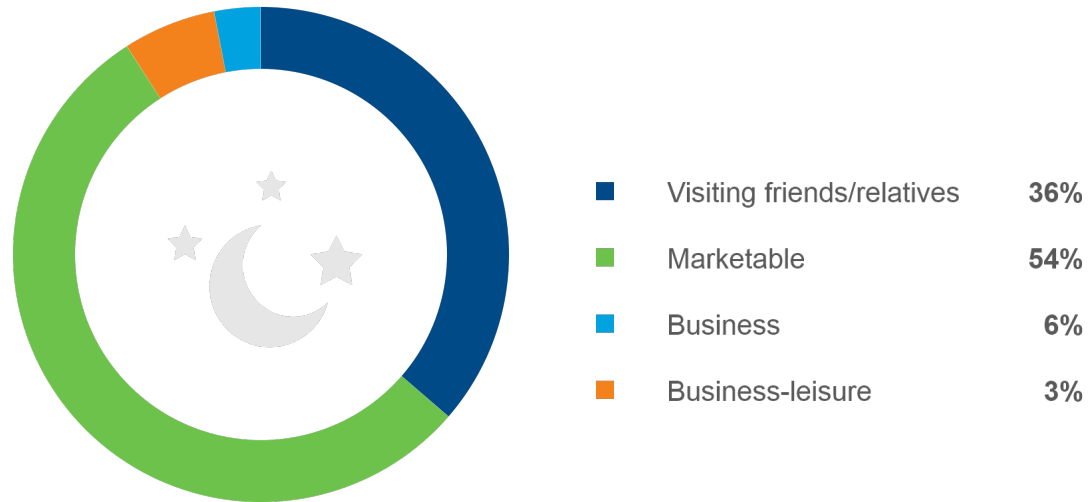
Main Purpose of Trip



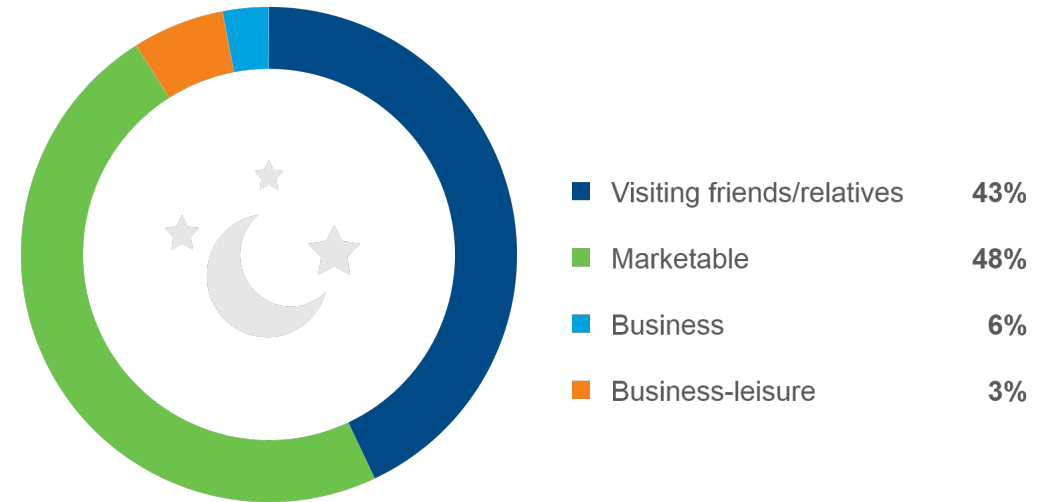
Main Purpose of Leisure Trip



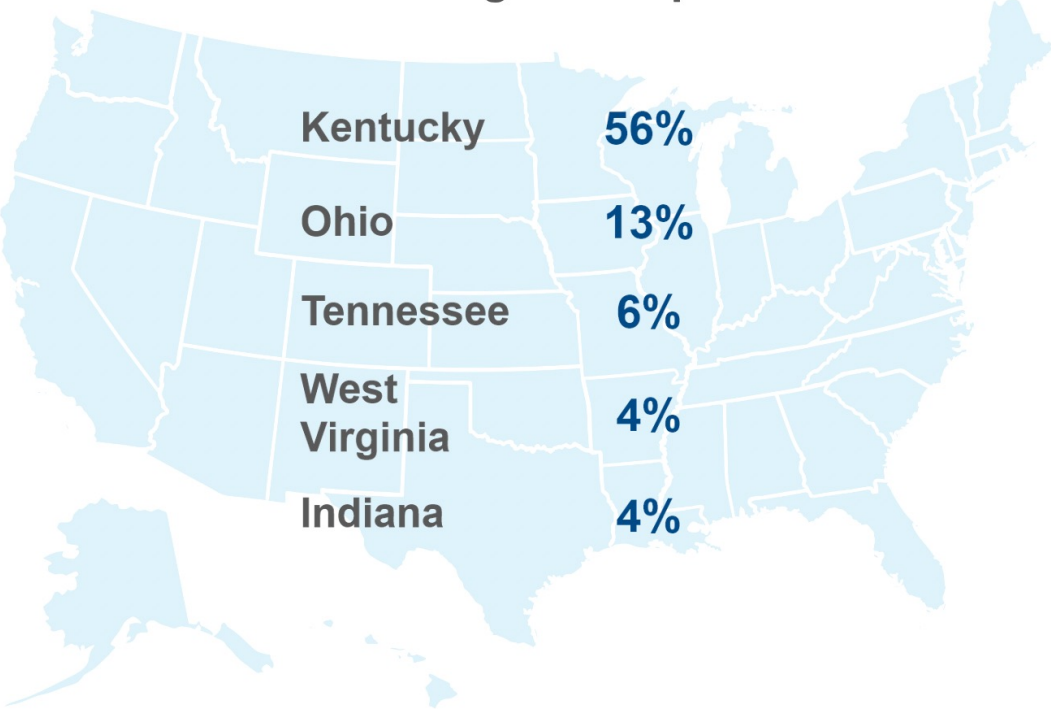
2020 U.S. Day Trips



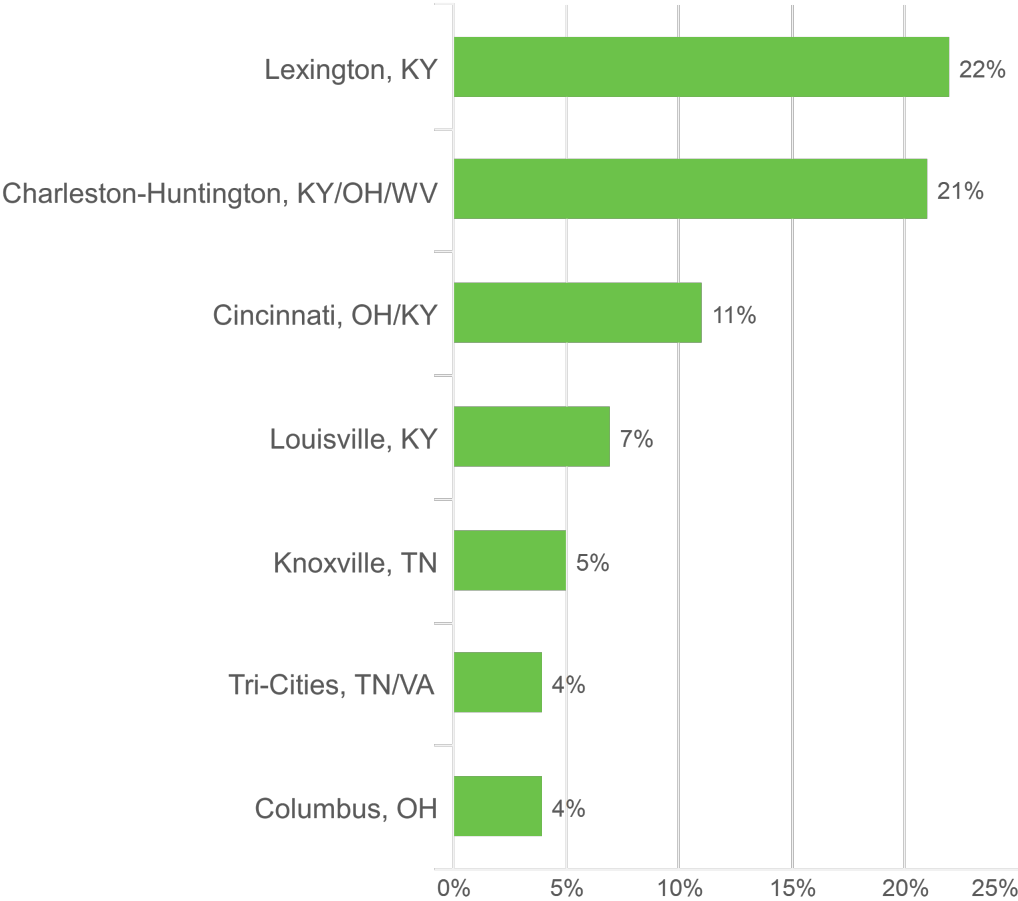
Kentucky's Appalachians Day Trips



State Origin Of Trip

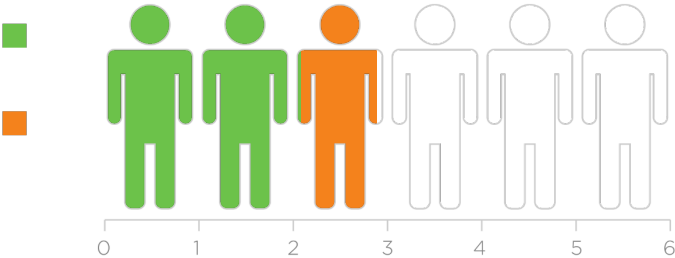


DMA Origin Of Trip



Size of Travel Party

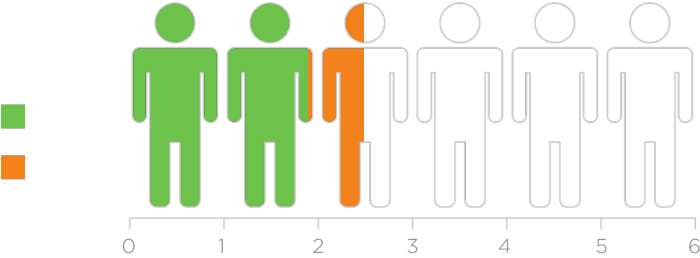
Kentucky's Appalachians



Total
2.9

Average number of people

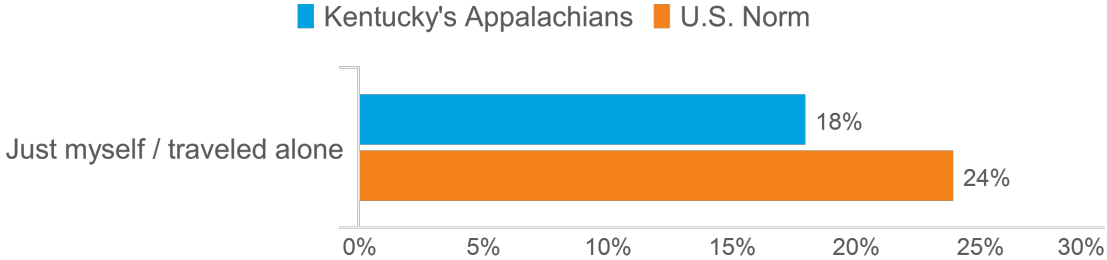
U.S. Norm



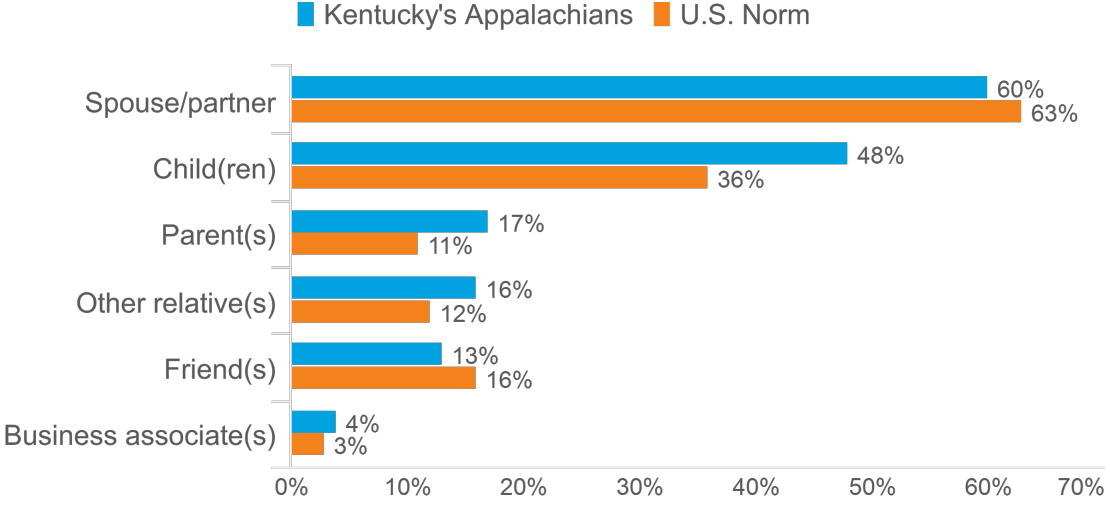
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities



U.S. Norm: 10%

Activities and Experiences (Top 10)







	Kentucky's Appalachians	U.S. Norm
Shopping	27%	20%
Landmark/historic site	17%	8%
Hiking/backpacking	15%	7%
Sightseeing	14%	13%
Local parks/playgrounds	14%	6%
Fishing	11%	5%
Attending celebration	10%	9%
Camping	9%	3%
Swimming	9%	6%
National/state park	8%	6%

Shopping Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Big box stores (Walmart, Costco)	51%	31%
 Outlet/mall shopping	44%	49%
 Convenience/grocery shopping	40%	28%
 Souvenir shopping	9%	20%
 Antiquing	8%	12%
 Boutique shopping	4%	21%

Base is the 27% of travelers who shopped on their trip.

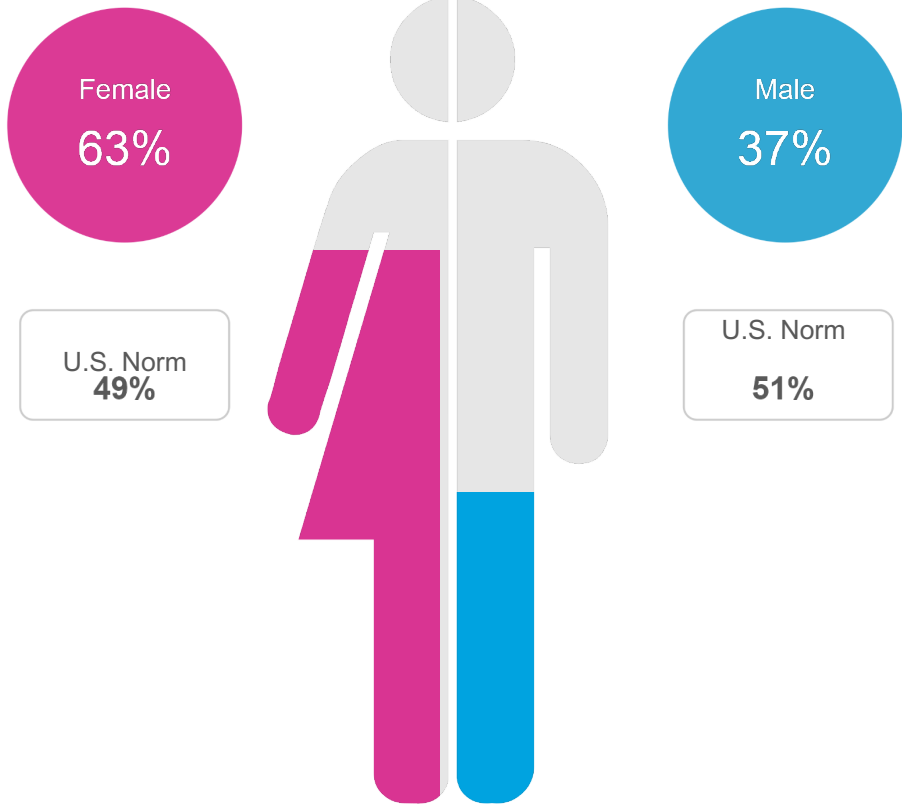
Dining Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Unique/local food	34%	34%
 Picnicking	23%	14%
 Street food/food trucks	15%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	11%	12%
 Fine/upscale dining	10%	12%
 Gastropubs	1%	5%

Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2019/2020 Day Person-Trips

Gender



Age

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

Kentucky's Appalachians

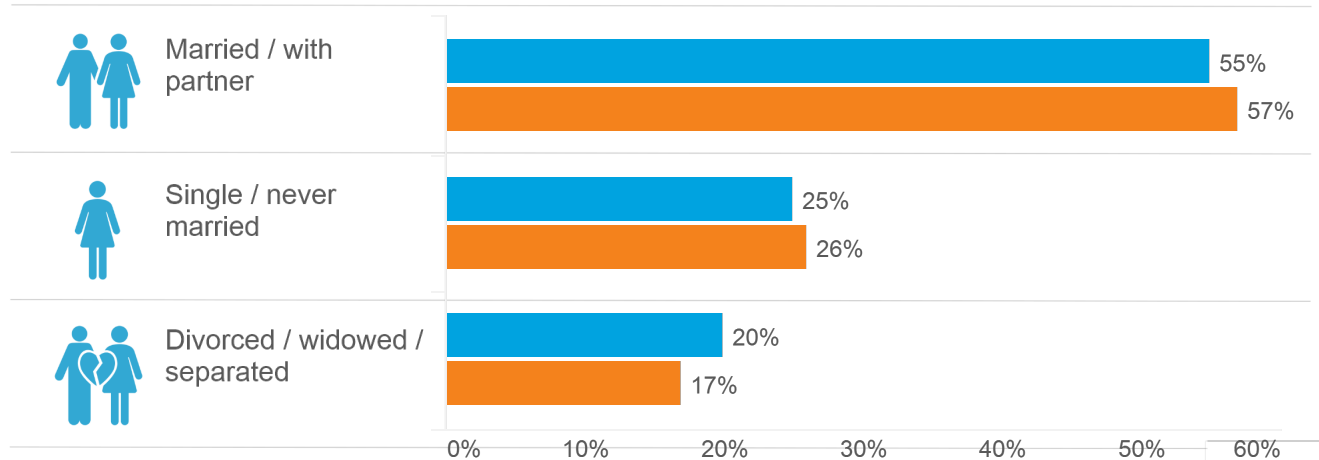


U.S. Norm



Marital Status

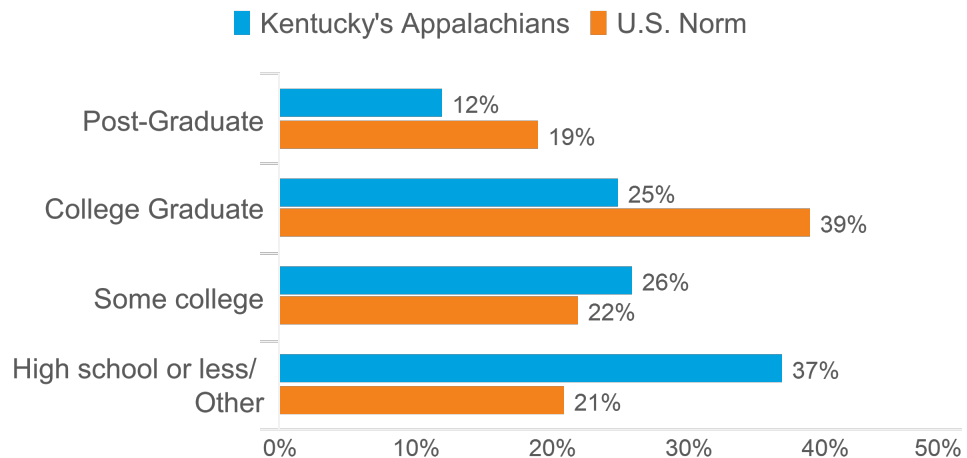
Kentucky's Appalachians U.S. Norm



Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2019/2020 Day Person-Trips

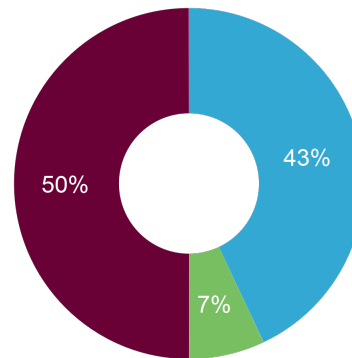
Education



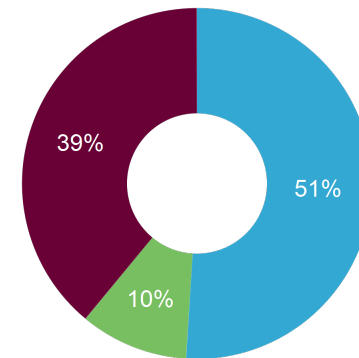
Employment

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

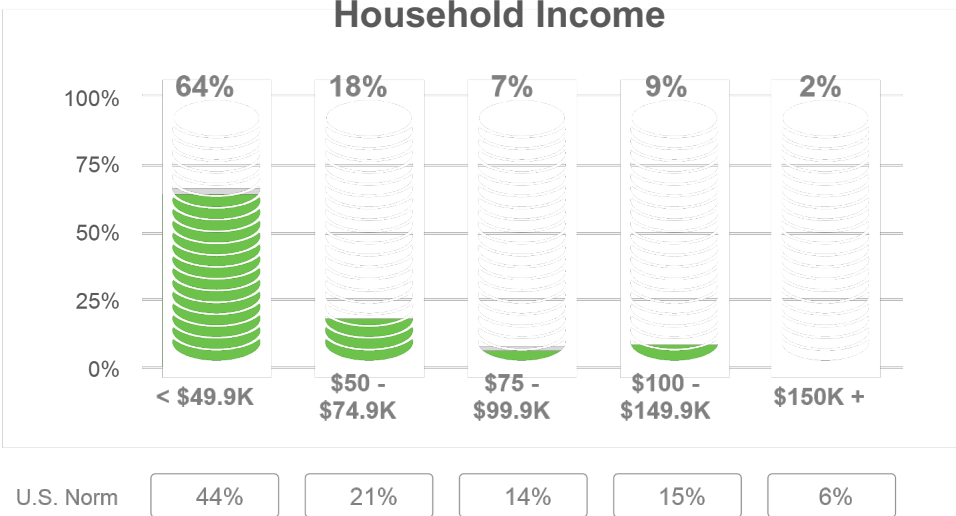
Kentucky's Appalachians



U.S. Norm



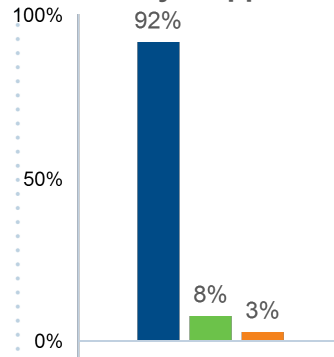
Household Income



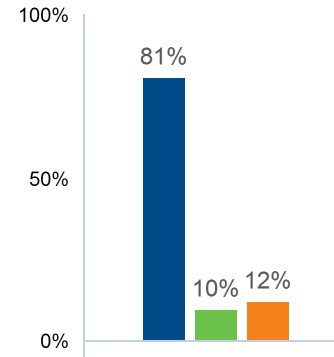
Race

■ White ■ African-American ■ Other

Kentucky's Appalachians



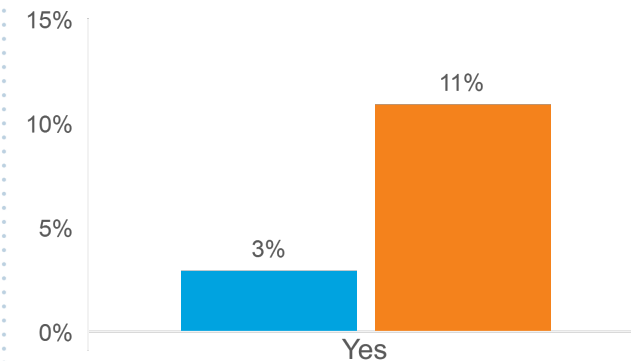
U.S. Norm



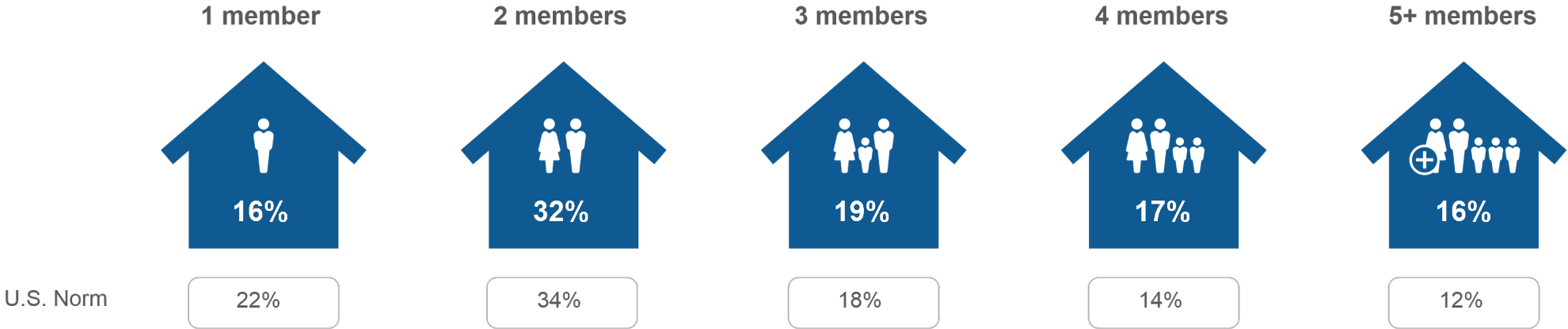
Question updated in 2020, 2020 data only

Hispanic Background

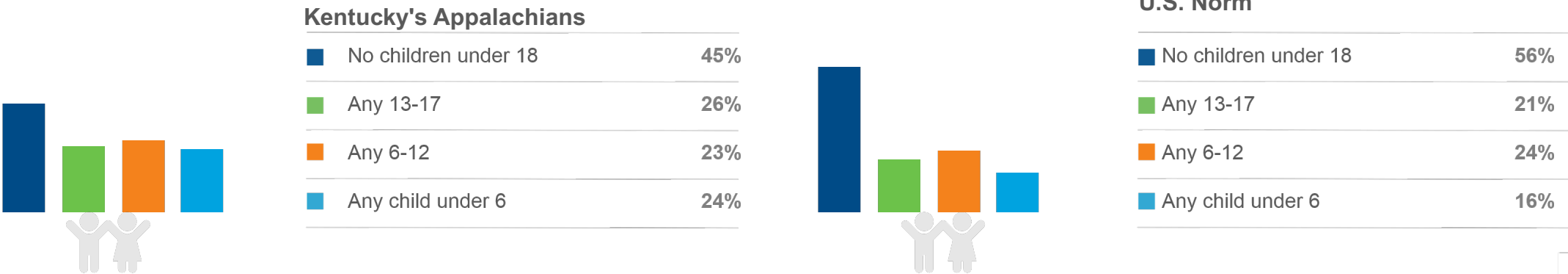
■ Kentucky's Appalachians ■ U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Bluesgrass, Blues & BBQ



2020

Introduction

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

Methodology

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

For Bluegrass, Blues, & BBQ, the following sample was achieved in 2020:



Day Base Size

368

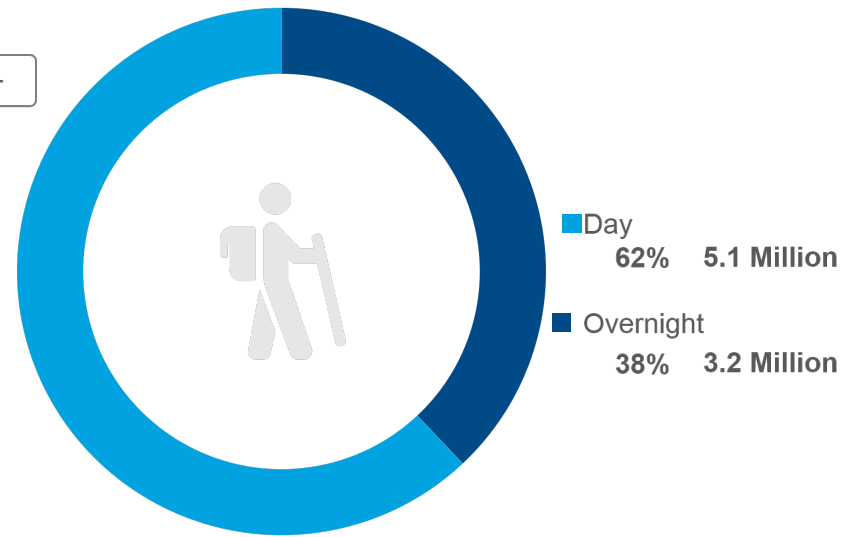
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Bluegrass, Blues, & BBQ 2020 Domestic Travel Market

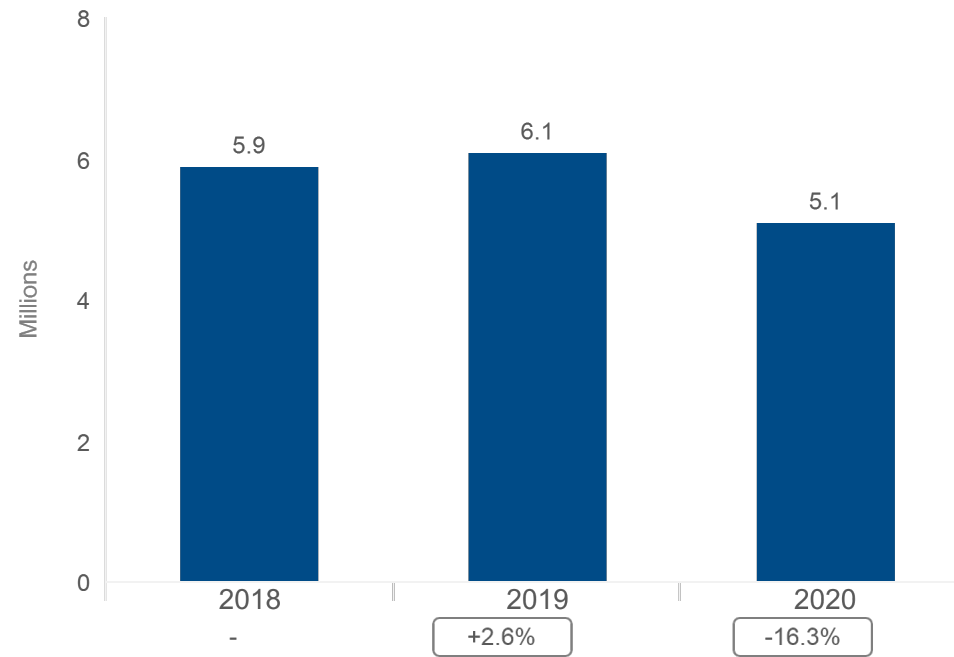
Total Person-Trips

8.3 Million

-5.5% vs. last year



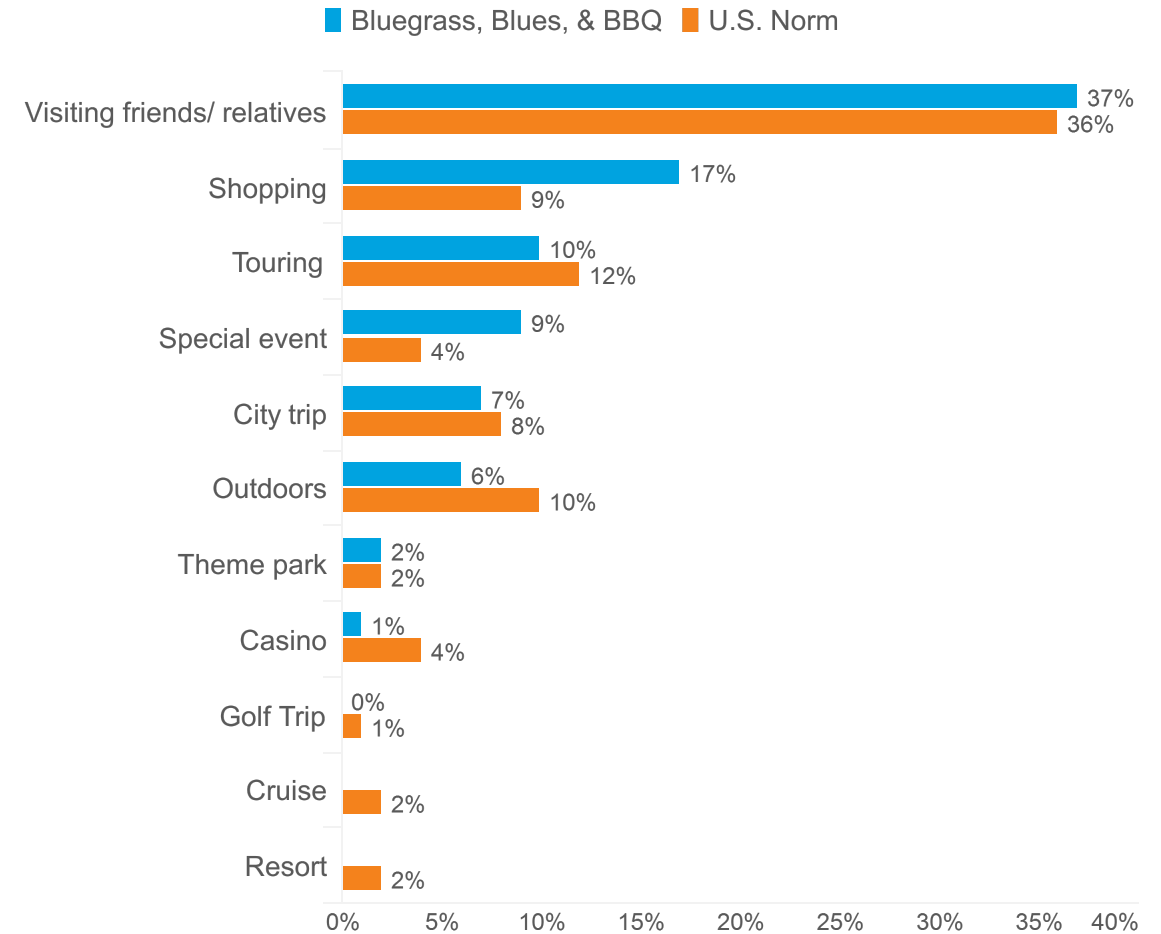
Day Trips to Bluegrass, Blues, & BBQ



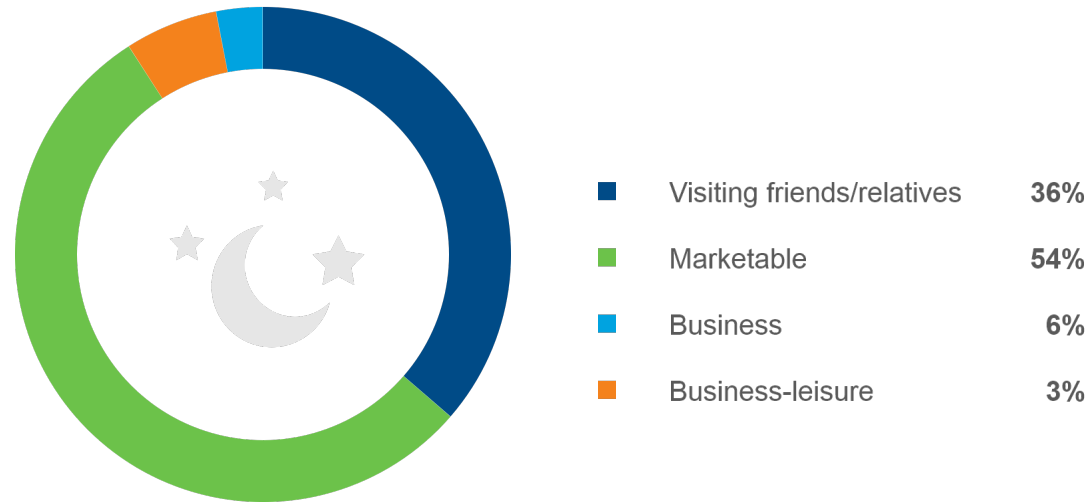
Main Purpose of Trip



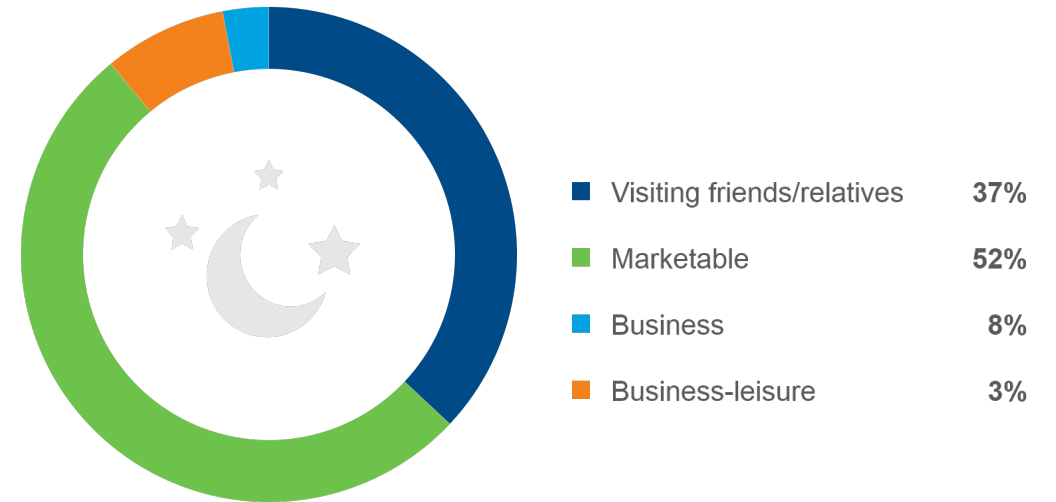
Main Purpose of Leisure Trip



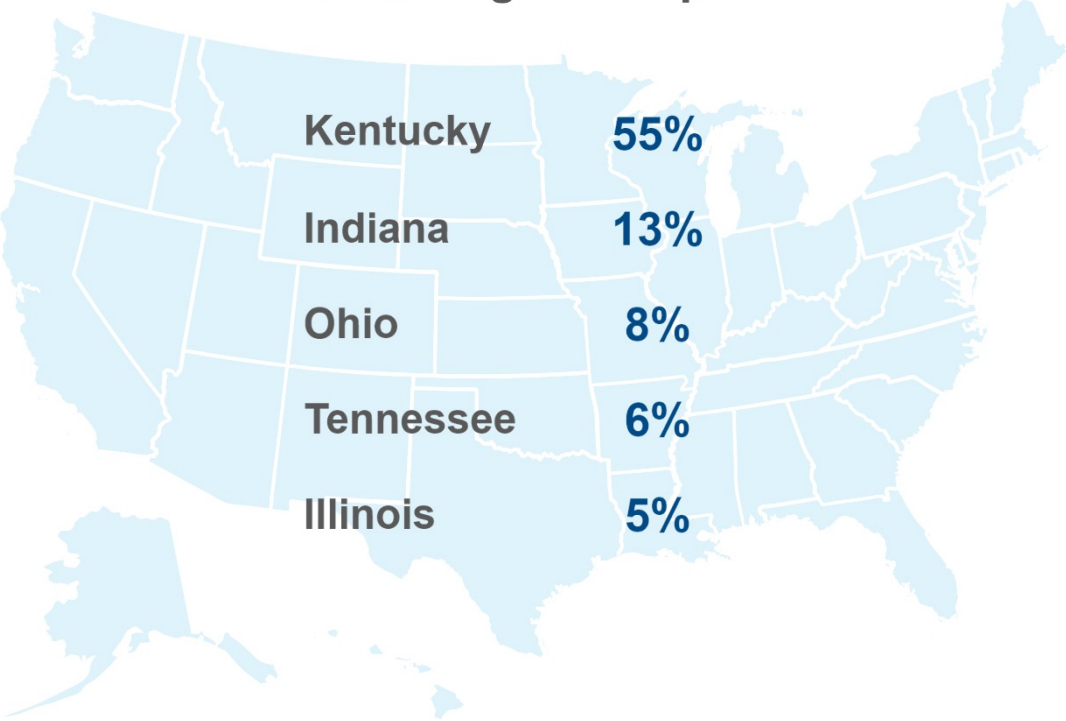
2020 U.S. Day Trips



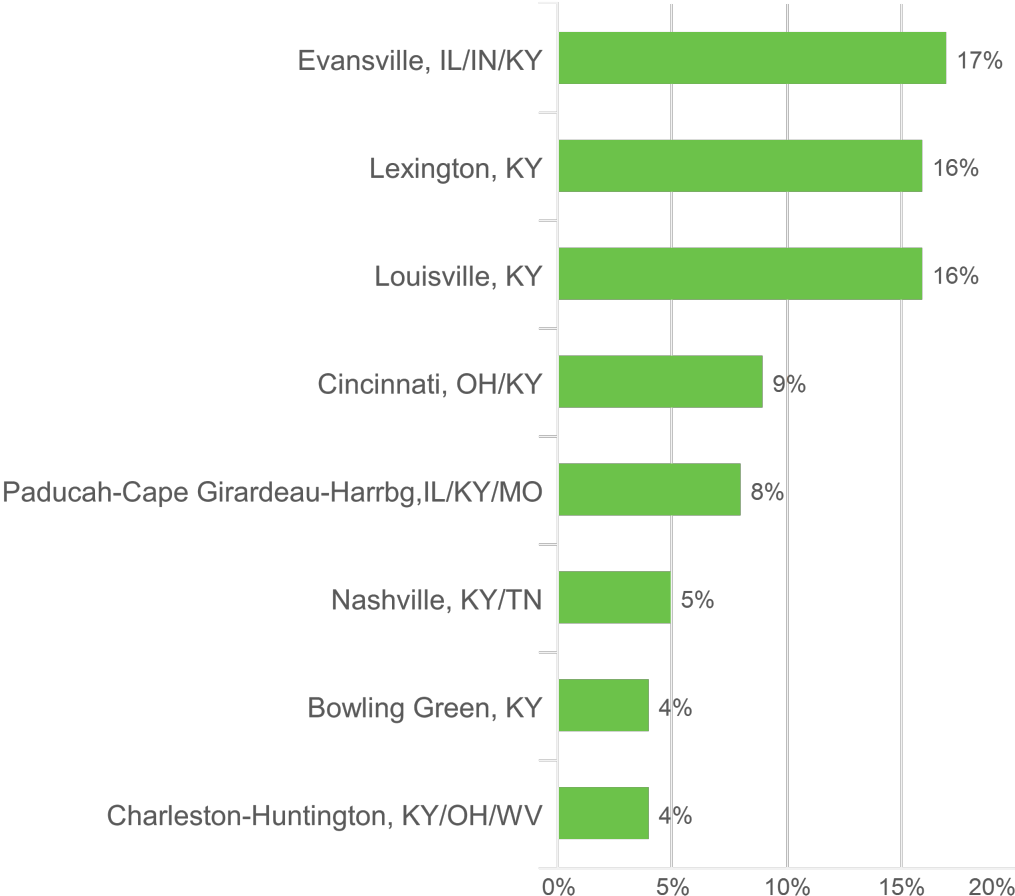
Bluegrass, Blues, & BBQ Day Trips



State Origin Of Trip

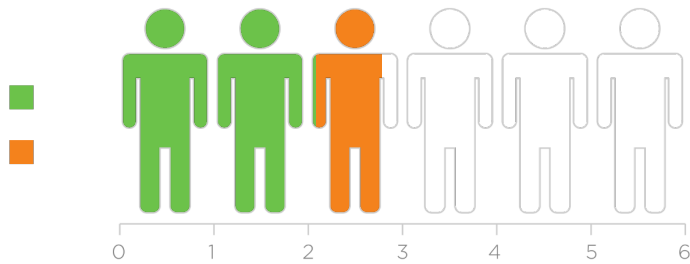


DMA Origin Of Trip



Size of Travel Party

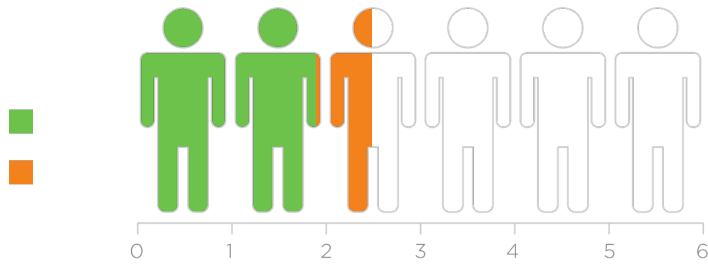
Bluegrass, Blues, & BBQ



Total
2.8

Average number of people

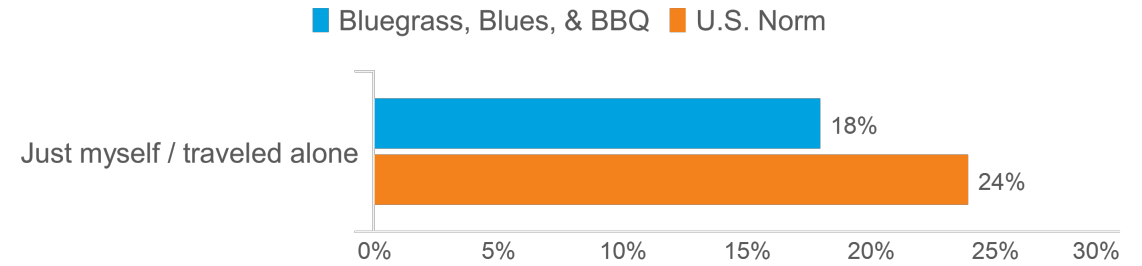
U.S. Norm



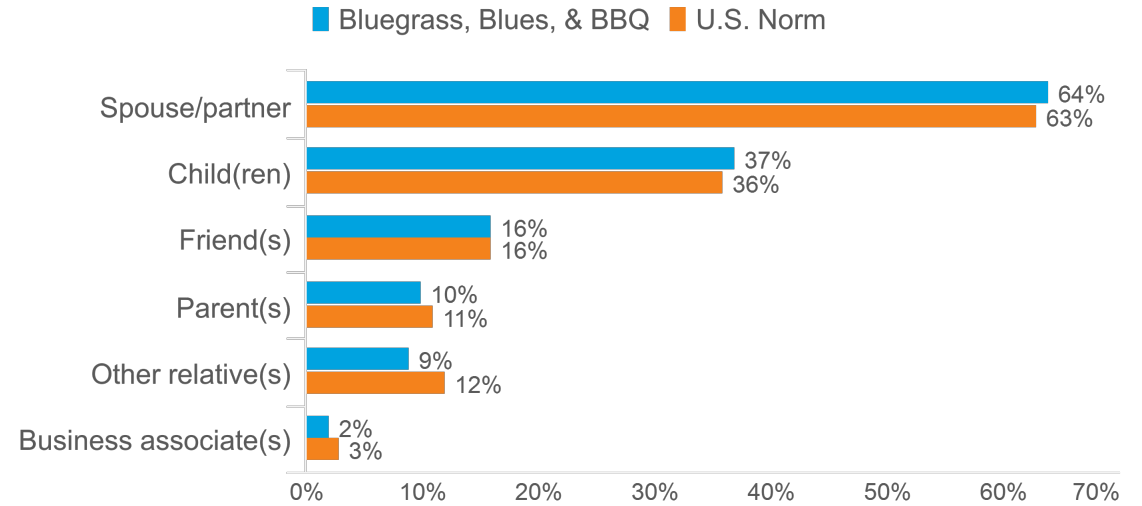
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities







U.S. Norm: 10%

Activities and Experiences (Top 10)







	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	29%	20%
Local parks/playgrounds	14%	6%
Landmark/historic site	14%	8%
Sightseeing	13%	13%
Hiking/backpacking	10%	7%
Fishing	8%	5%
Nature tours/wildlife viewing/birding	8%	5%
Attending celebration	7%	9%
Camping	6%	3%
National/state park	6%	6%

Shopping Types on Trip

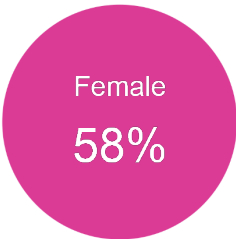
	Bluegrass, Blues, & BBQ	U.S. Norm
 Outlet/mall shopping	69%	49%
 Big box stores (Walmart, Costco)	41%	31%
 Convenience/grocery shopping	41%	28%
 Boutique shopping	22%	21%
 Antiquing	14%	12%
 Souvenir shopping	6%	20%

Base is the 29% of travelers who shopped on their trip.

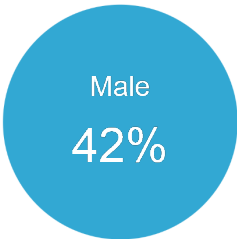
Dining Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	51%	34%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	12%
 Street food/food trucks	14%	15%
 Picnicking	11%	14%
 Fine/upscale dining	7%	12%
 Gastropubs	5%	5%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Bluegrass, Blues, & BBQ

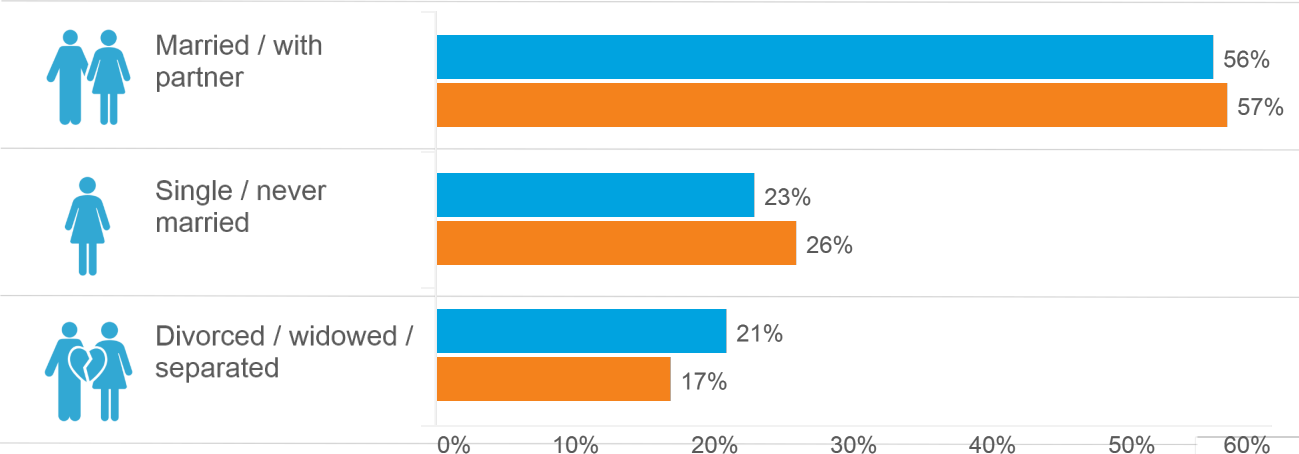


U.S. Norm



Marital Status

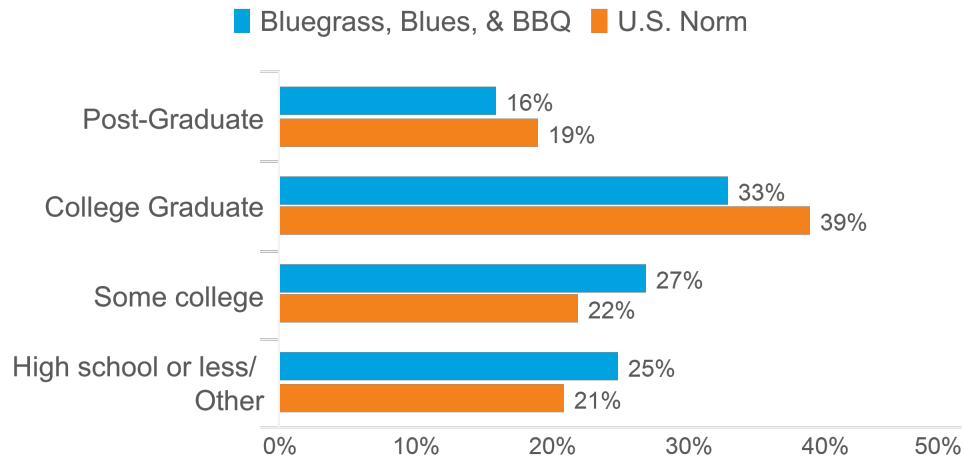
Bluegrass, Blues, & BBQ U.S. Norm



Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2019/2020 Day Person-Trips

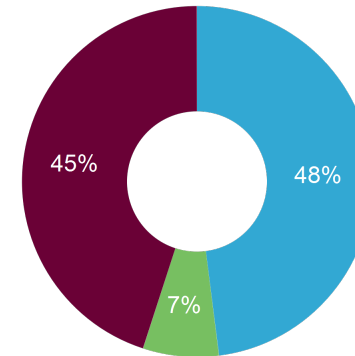
Education



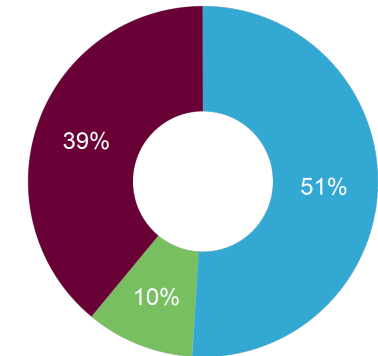
Employment

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

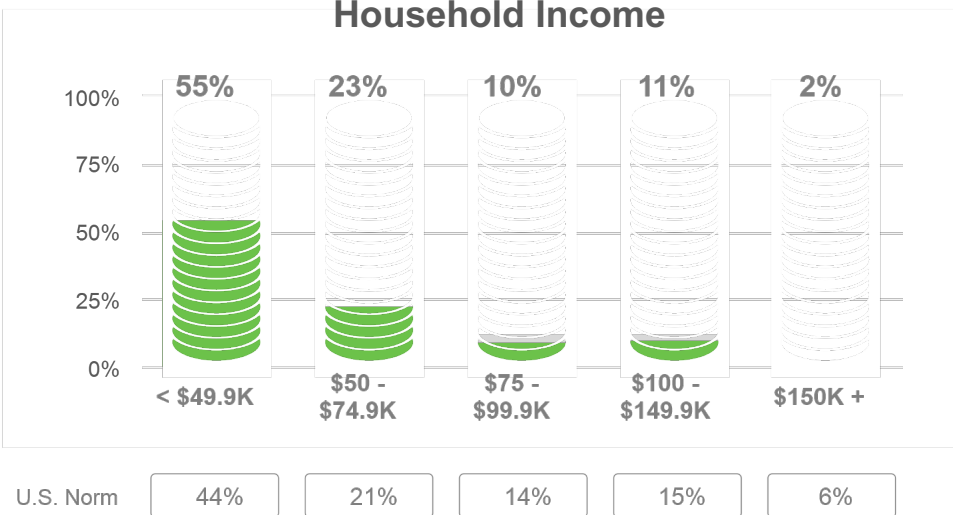
Bluegrass, Blues, & BBQ



U.S. Norm



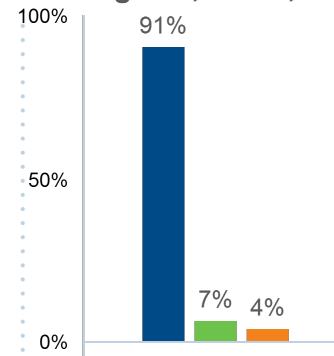
Household Income



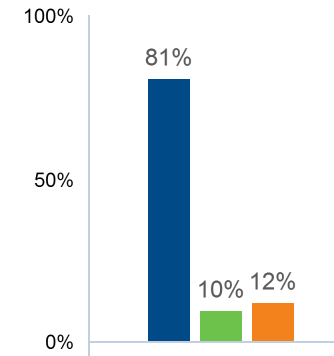
Race

■ White ■ African-American ■ Other

Bluegrass, Blues, & BBQ



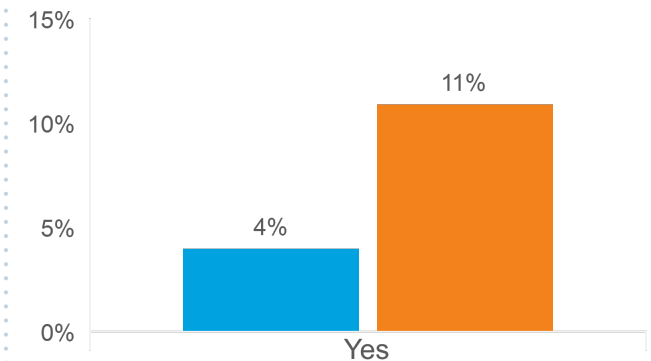
U.S. Norm



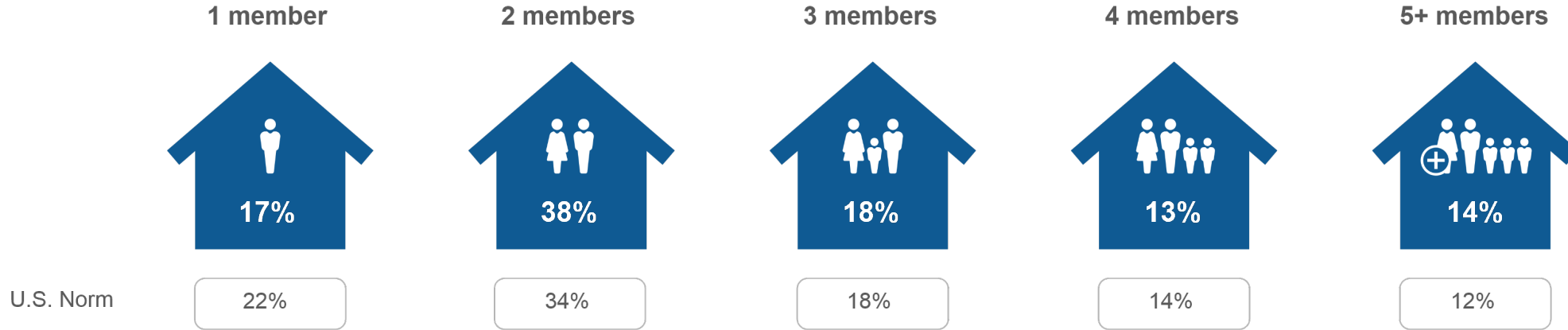
Question updated in 2020, 2020 data only

Hispanic Background

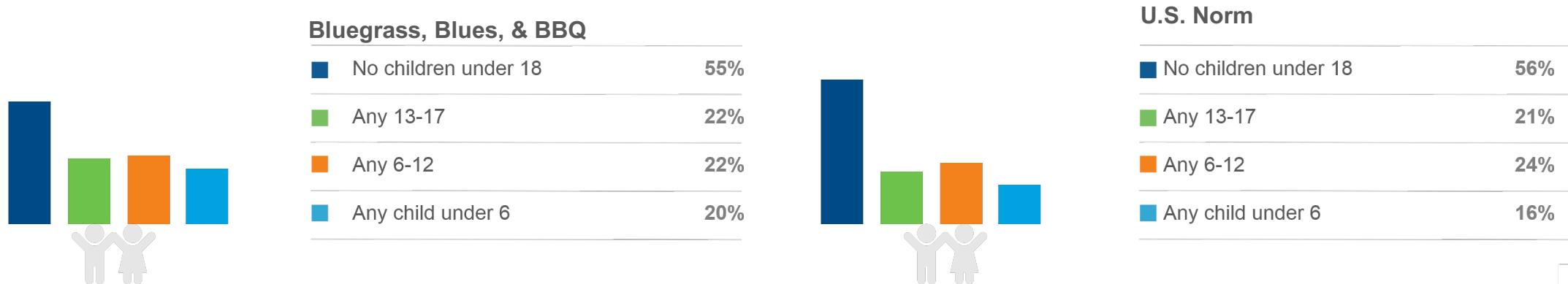
■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Household Size



Children in Household





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. Respondents are selected to be representative of the U.S. adult population.

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



Day Base Size

229

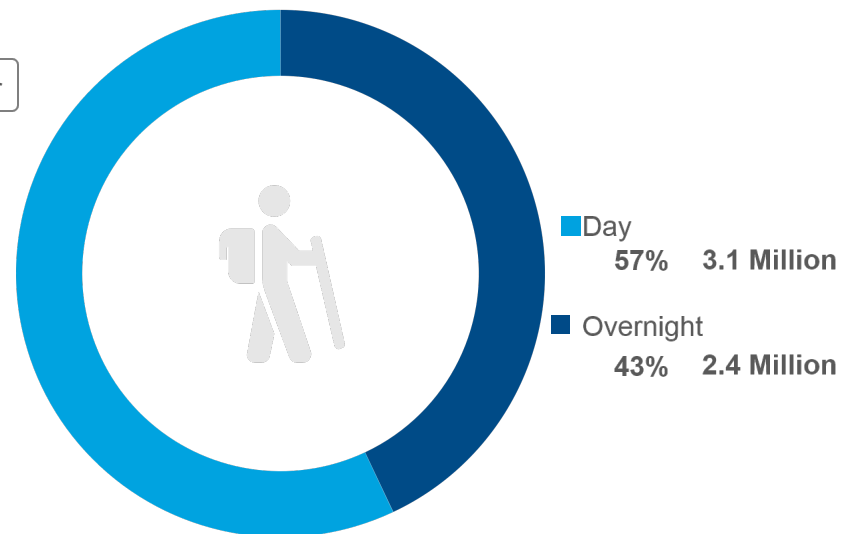
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

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

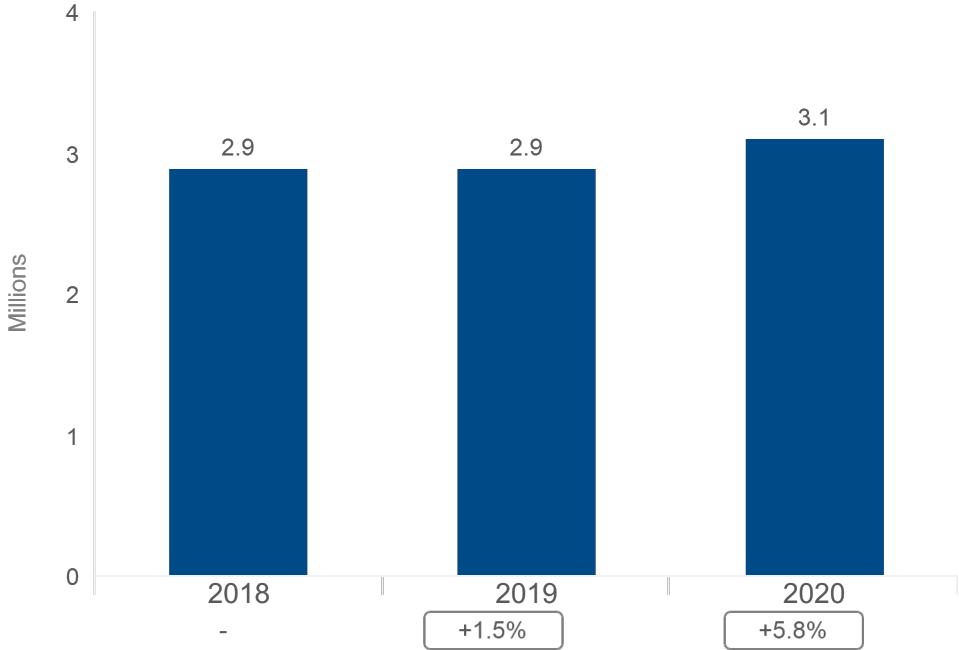
Total Person-Trips

5.5 Million

+10.1% vs. last year



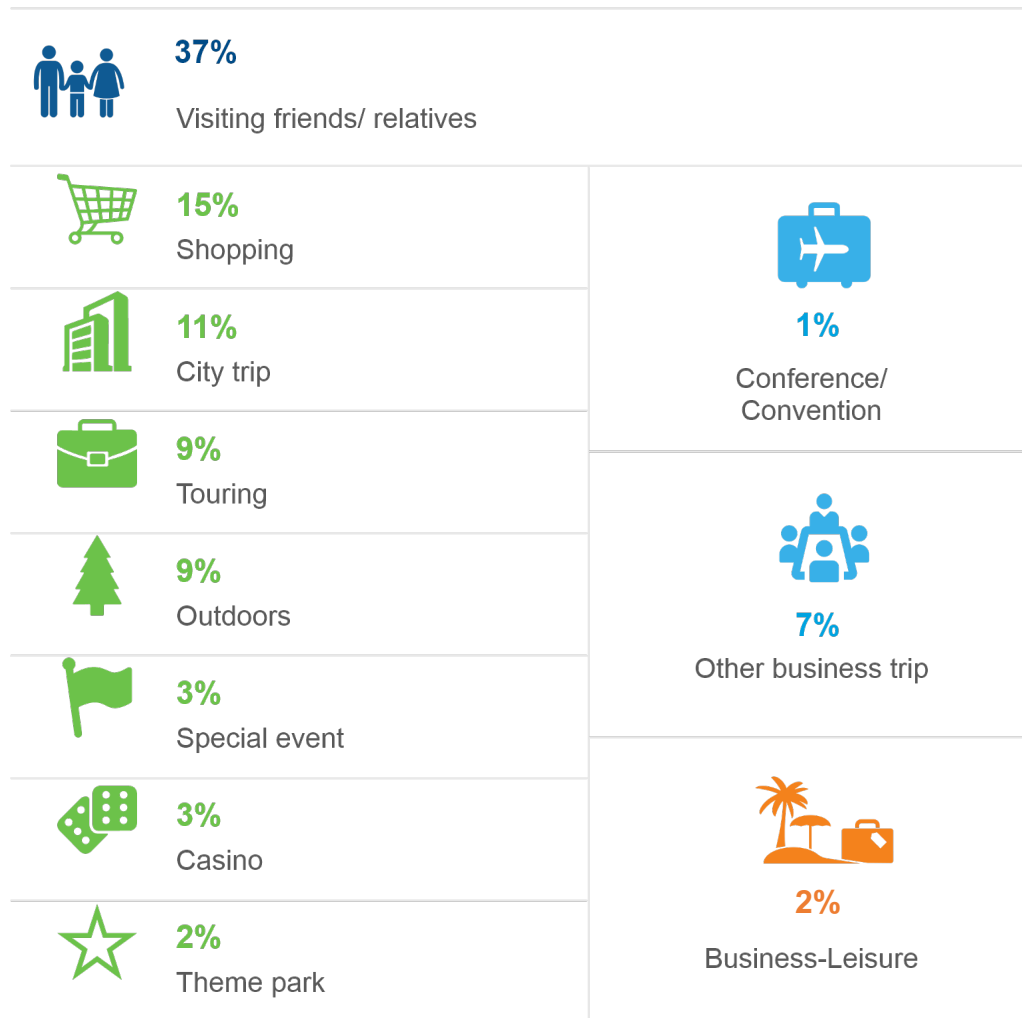
Day Trips to Kentucky's Southern Shorelines



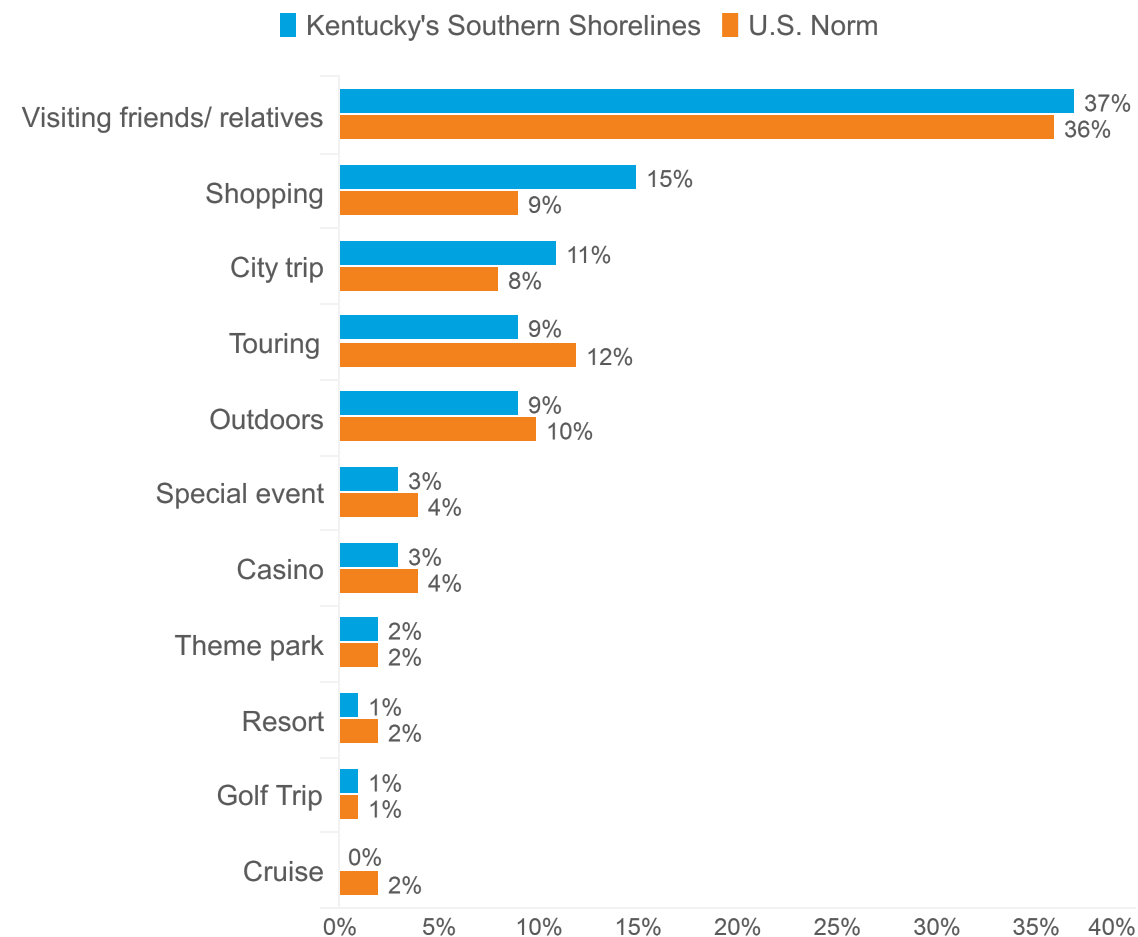
Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2019/2020 Day Person-Trips

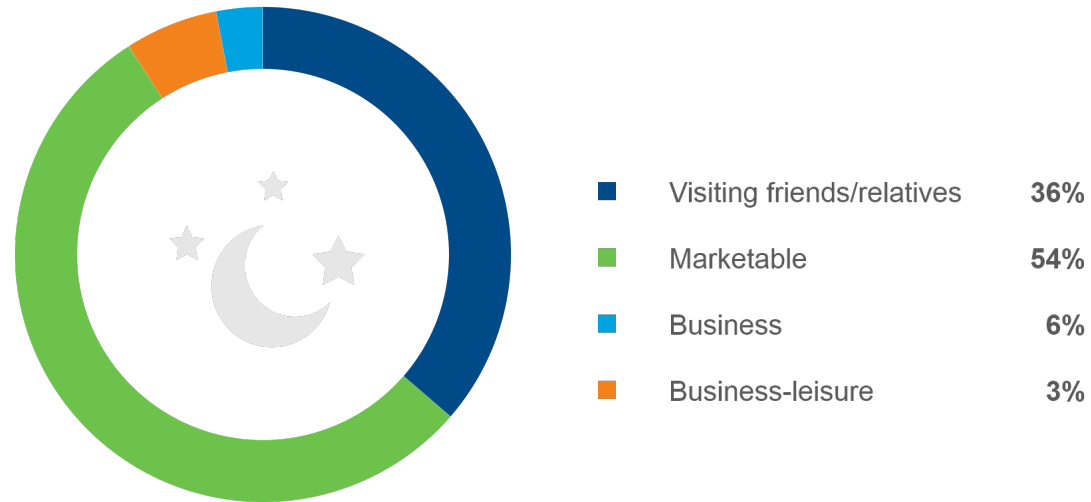
Main Purpose of Trip



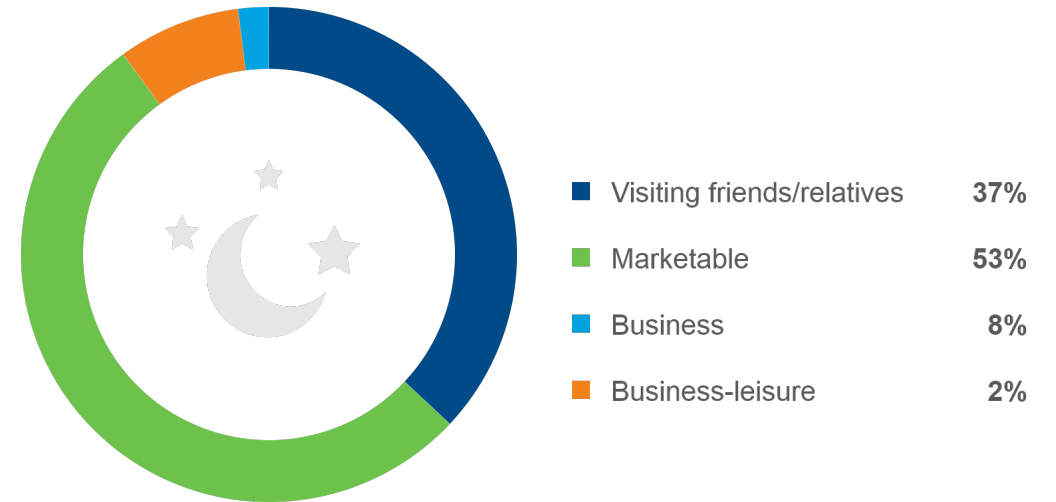
Main Purpose of Leisure Trip



2020 U.S. Day Trips



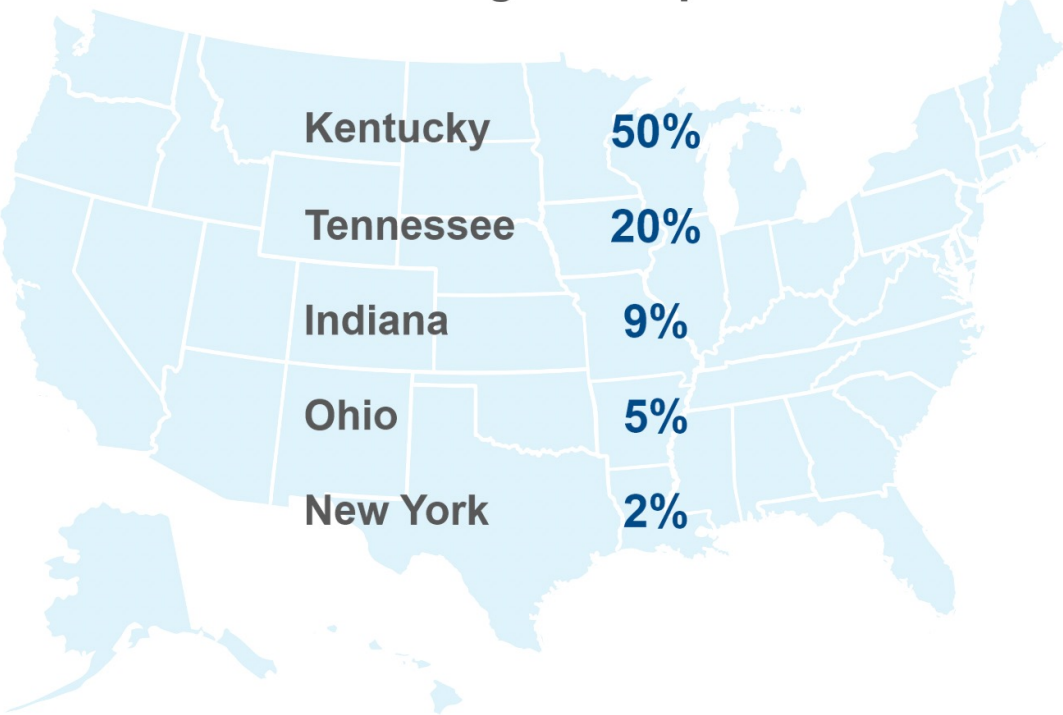
Kentucky's Southern Shorelines Day Trips



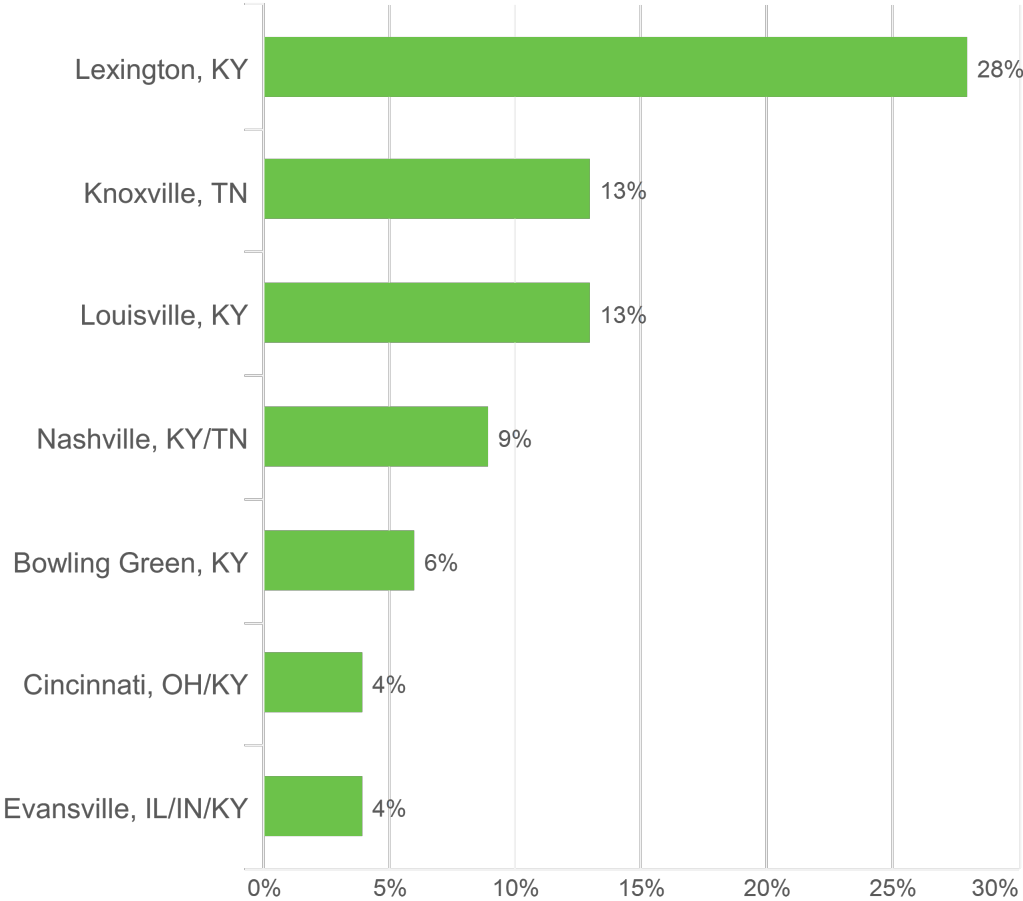
Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2019/2020 Day Person-Trips

State Origin Of Trip

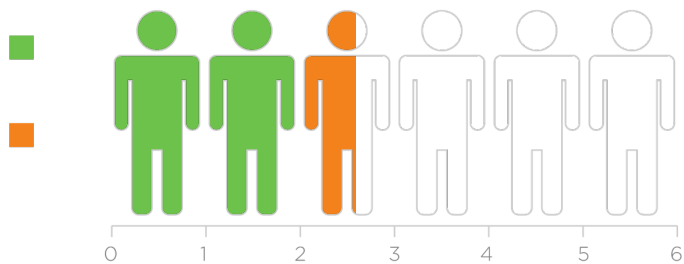


DMA Origin Of Trip



Size of Travel Party

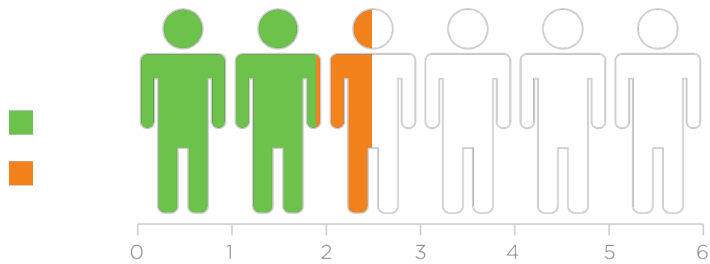
Kentucky's Southern Shorelines



Total
2.7

Average number of people

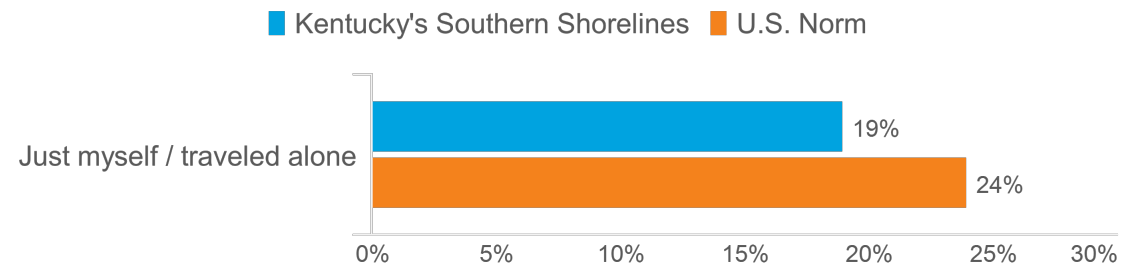
U.S. Norm



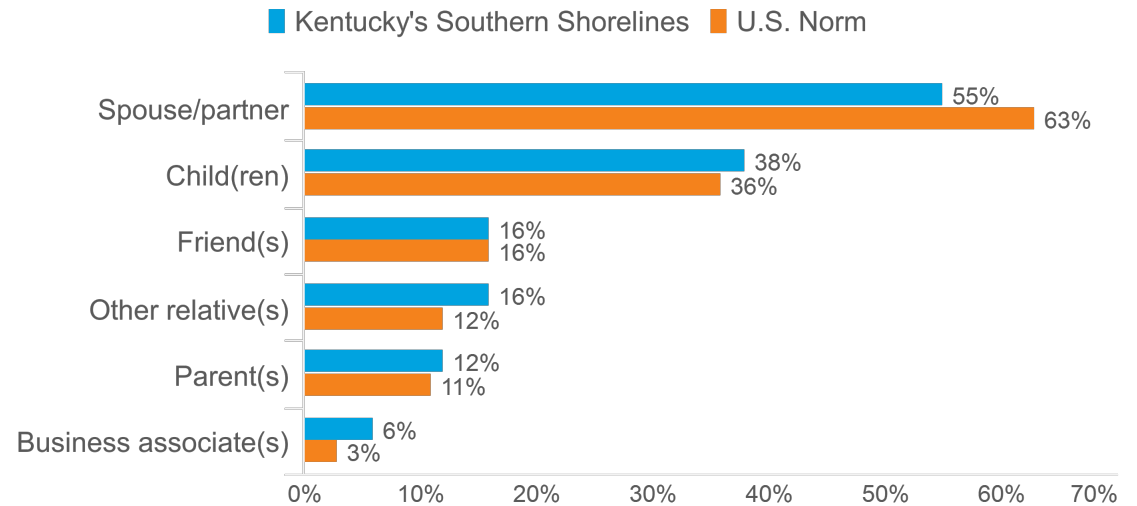
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities



U.S. Norm: 10%

Activities and Experiences (Top 10)







	Kentucky's Southern Shorelines	U.S. Norm
Shopping	27%	20%
Landmark/historic site	15%	8%
Sightseeing	12%	13%
Fishing	12%	5%
Local parks/playgrounds	11%	6%
Hiking/backpacking	11%	7%
Attending celebration	9%	9%
Nature tours/wildlife viewing/birding	8%	5%
National/state park	6%	6%
Trade show	6%	2%

Shopping Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Outlet/mall shopping	43%	49%
 Convenience/grocery shopping	40%	28%
 Souvenir shopping	35%	20%
 Big box stores (Walmart, Costco)	26%	31%
 Antiquing	18%	12%
 Boutique shopping	16%	21%

Base is the 27% of travelers who shopped on their trip.

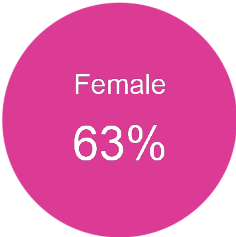
Dining Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Unique/local food	30%	34%
 Picnicking	16%	14%
 Street food/food trucks	13%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	13%	12%
 Fine/upscale dining	11%	12%
 Gastropubs	4%	5%

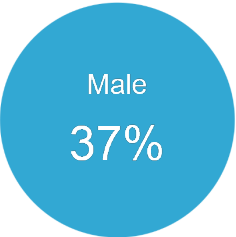
Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2019/2020 Day Person-Trips

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Kentucky's Southern Shorelines

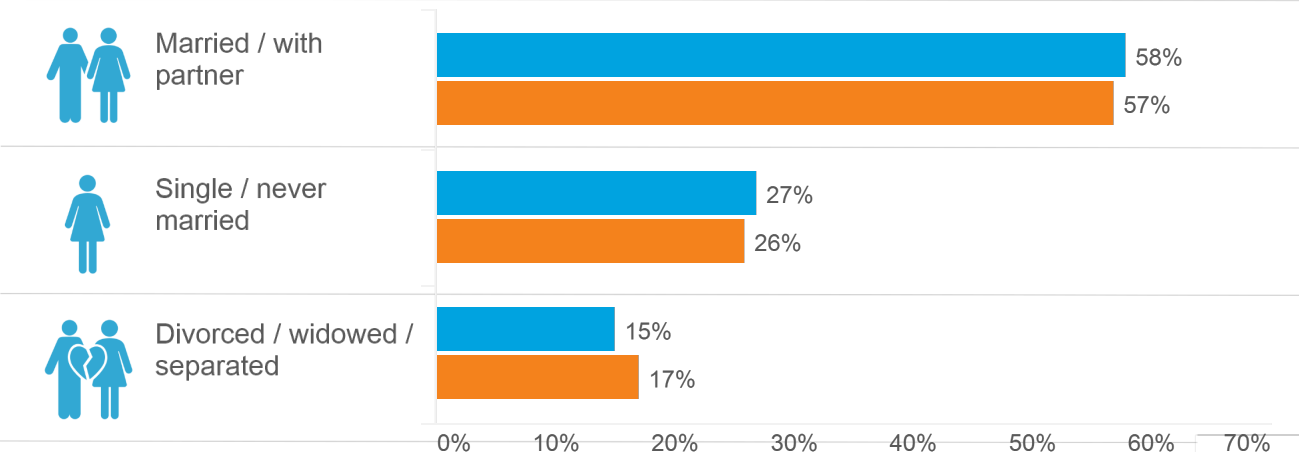


U.S. Norm



Marital Status

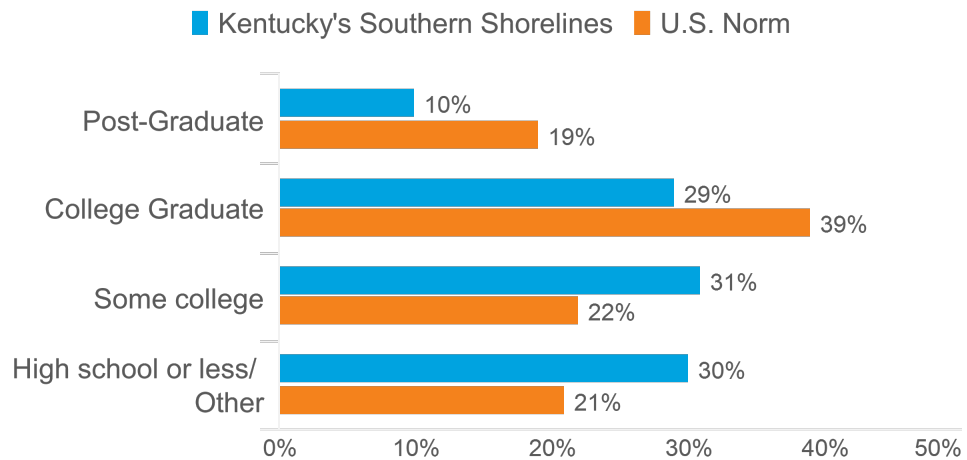
Kentucky's Southern Shorelines U.S. Norm



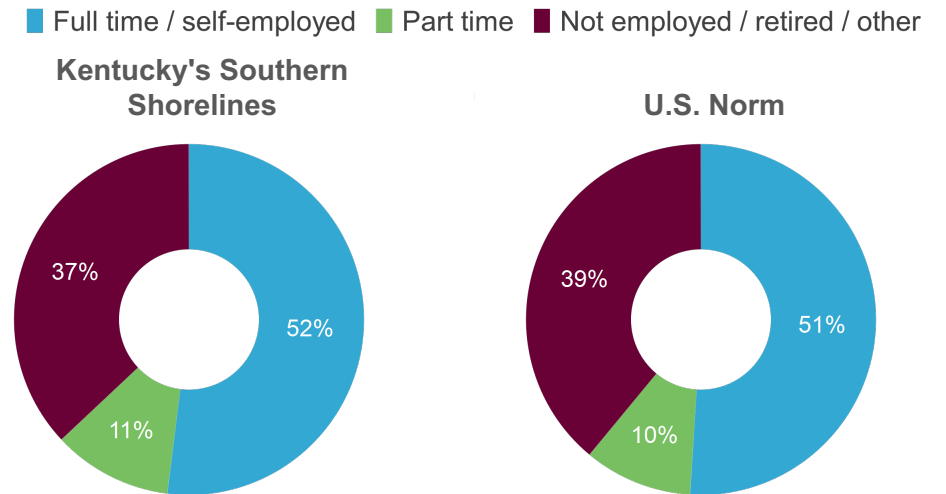
Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2019/2020 Day Person-Trips

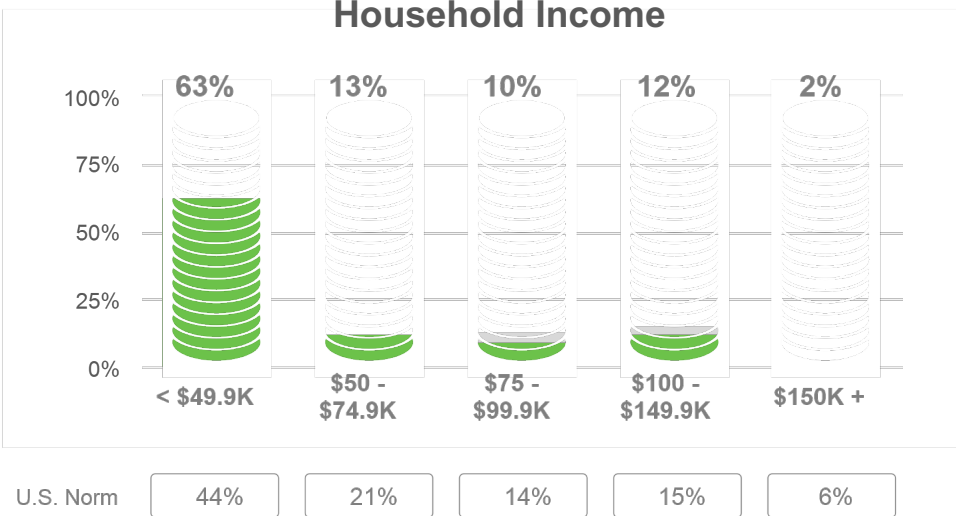
Education



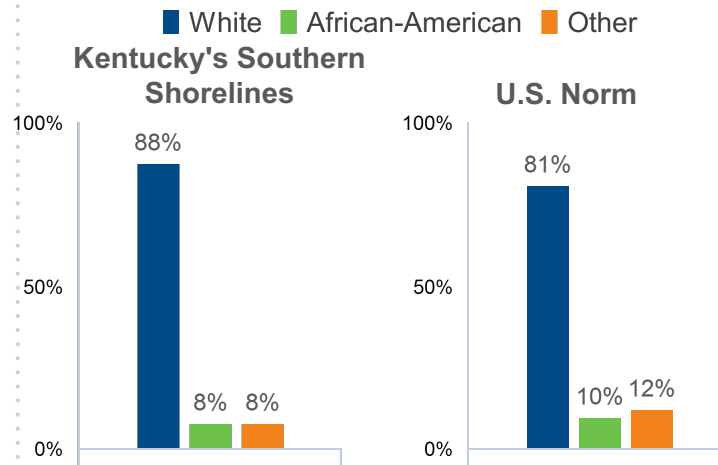
Employment



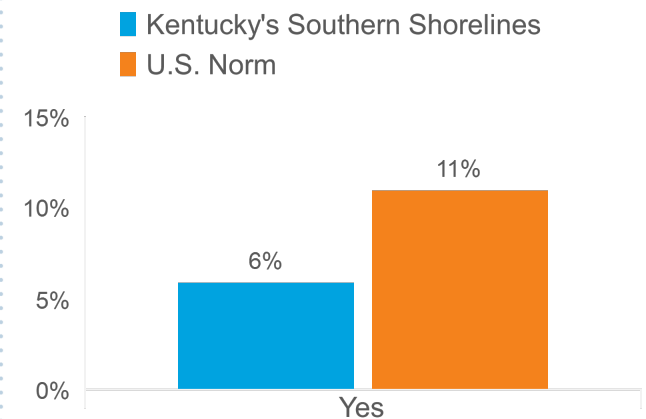
Household Income



Race

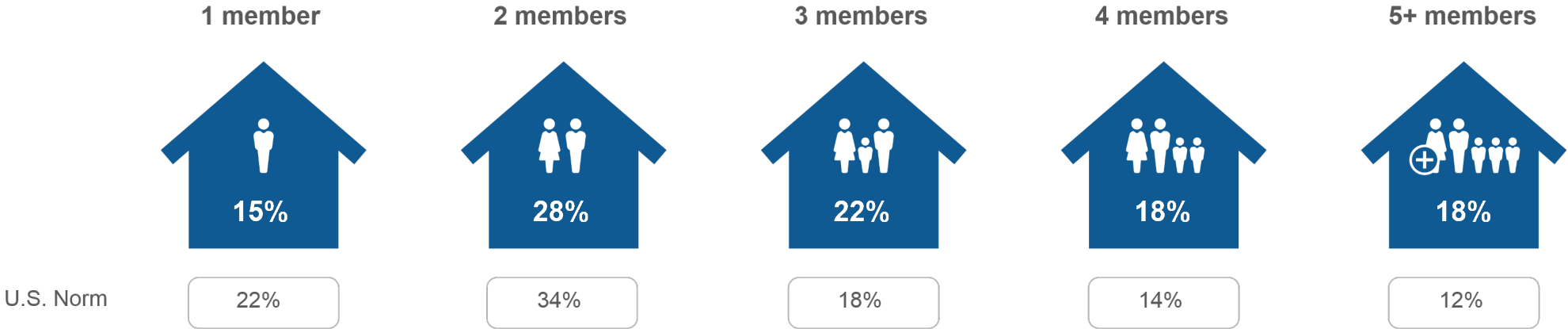


Hispanic Background

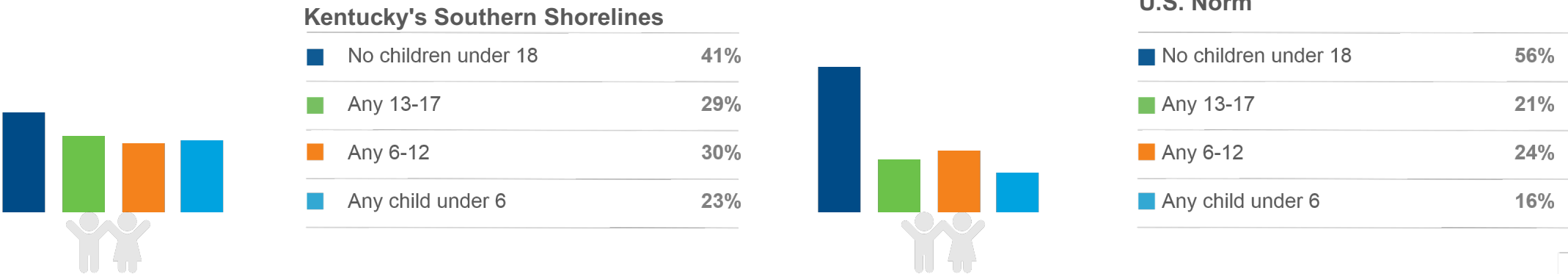


Question updated in 2020, 2020 data only

Household Size



Children in Household





Travel USA Visitor Profile

Western Waterlands



2020

Introduction

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- However, visitor volumes and expenditures represent 2020 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

Methodology

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

For Western Waterlands, the following sample was achieved in 2020:



Day Base Size

240

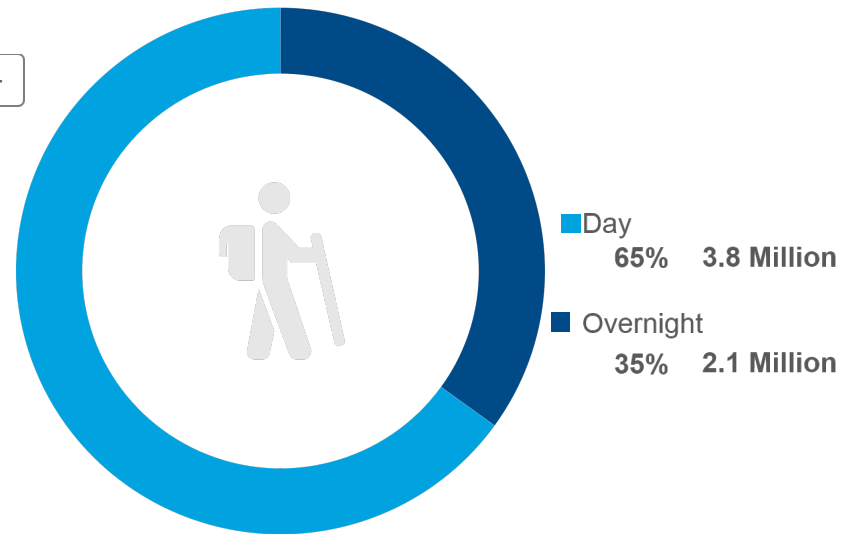
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Western Waterlands 2020 Domestic Travel Market

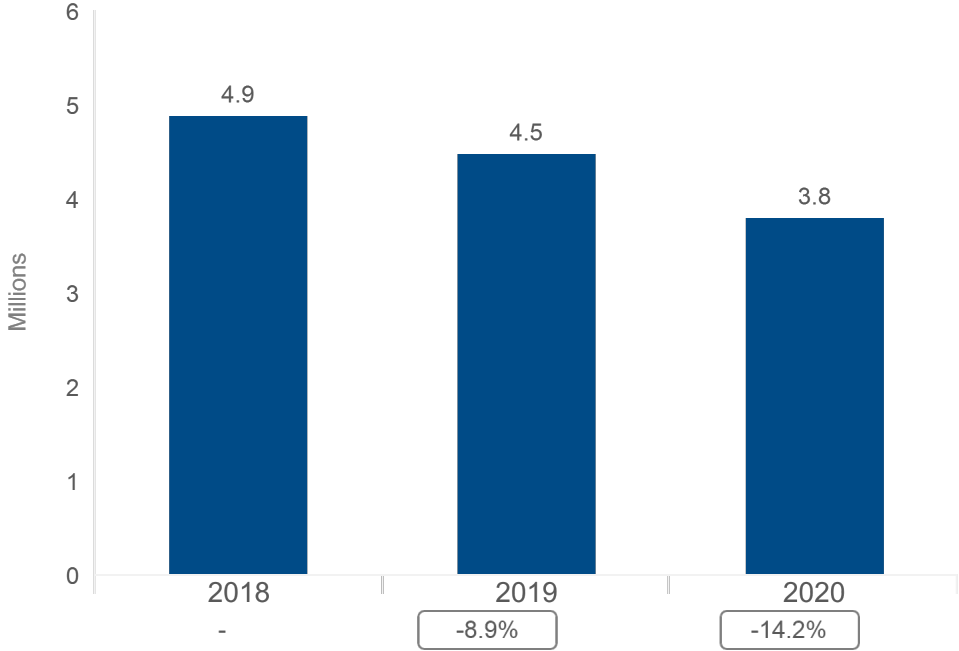
Total Person-Trips

5.9 Million

-8.5% vs. last year



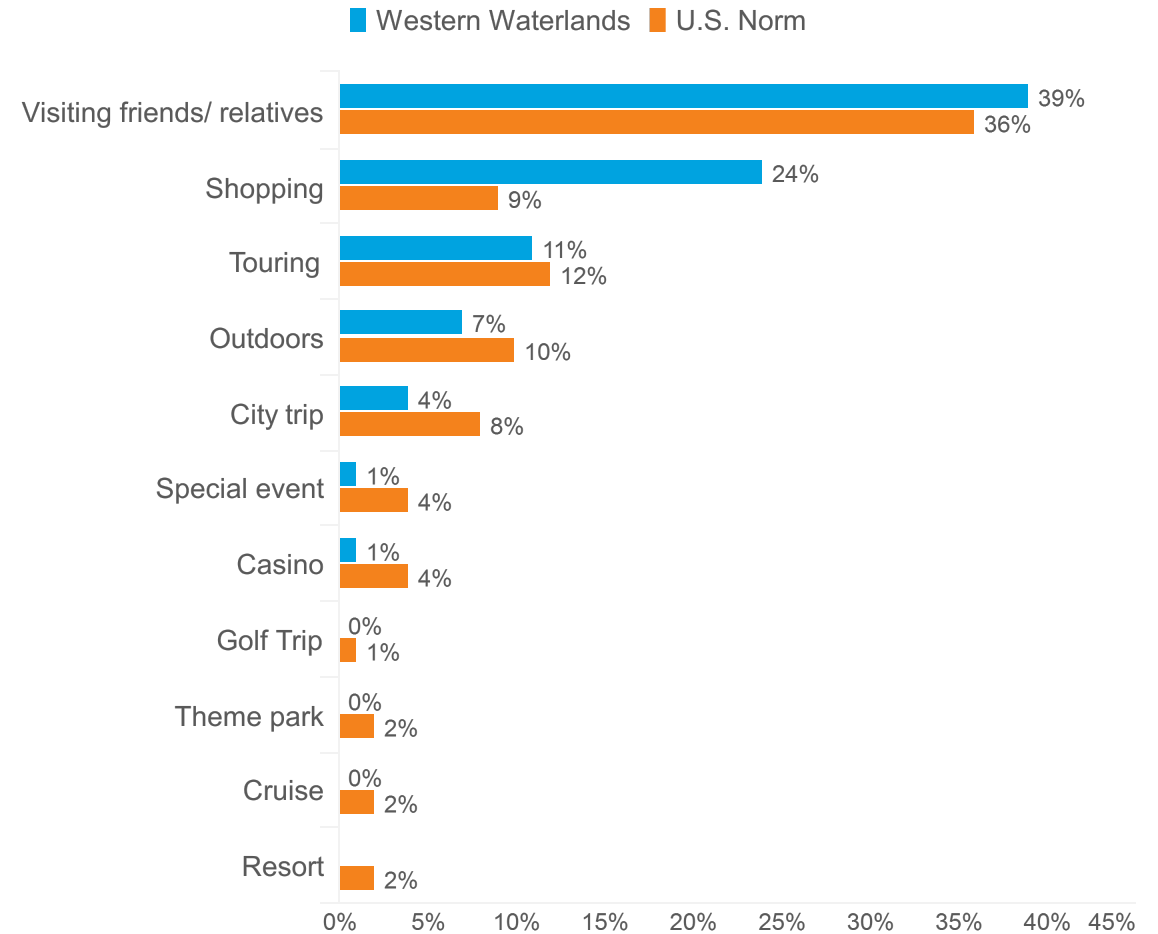
Day Trips to Western Waterlands



Main Purpose of Trip



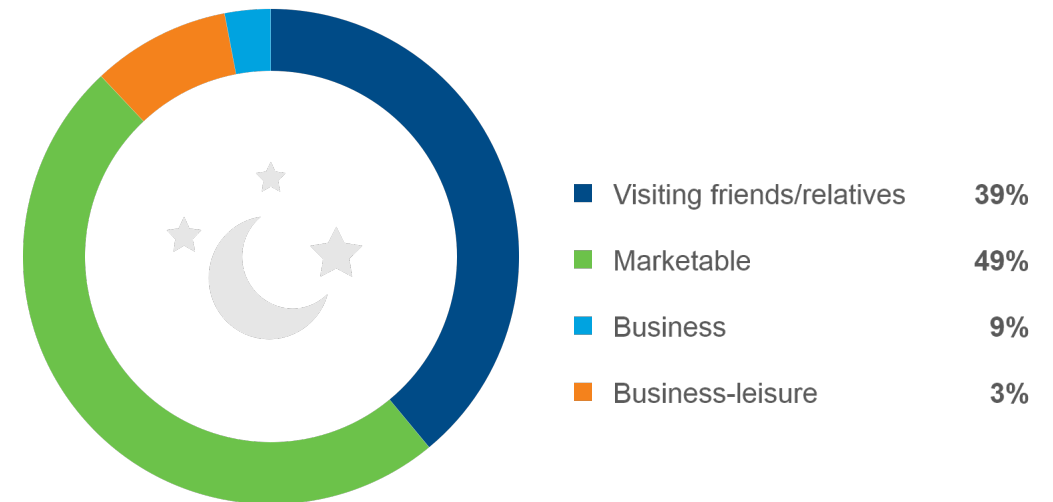
Main Purpose of Leisure Trip



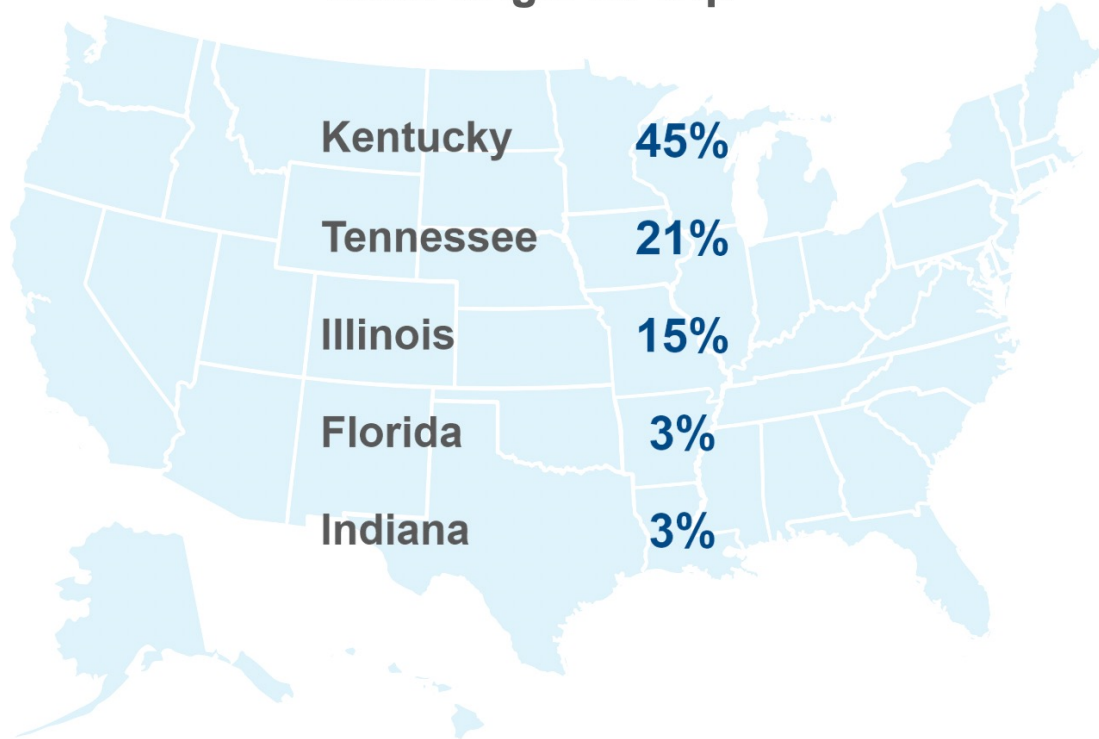
2020 U.S. Day Trips



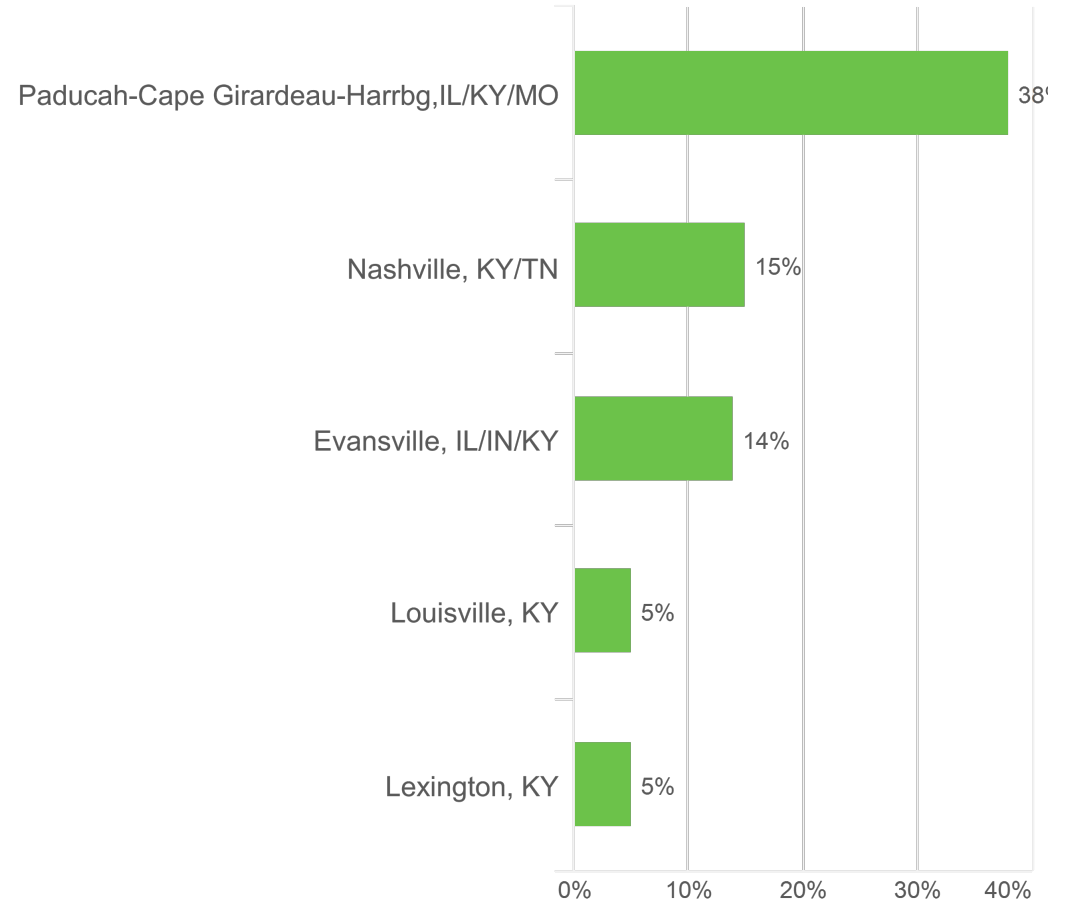
Western Waterlands Day Trips



State Origin Of Trip

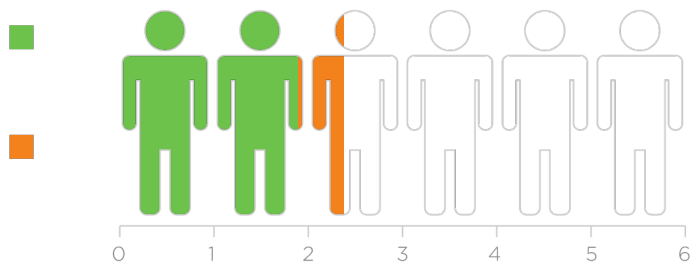


DMA Origin Of Trip



Size of Travel Party

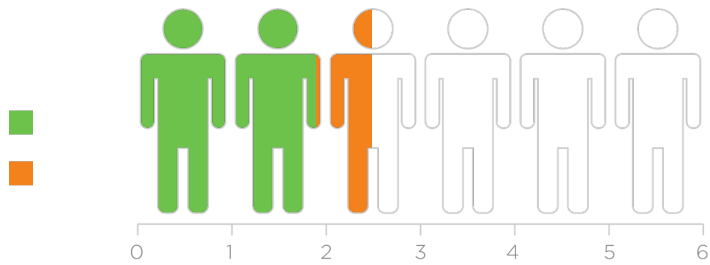
Western Waterlands



Total
2.5

Average number of people

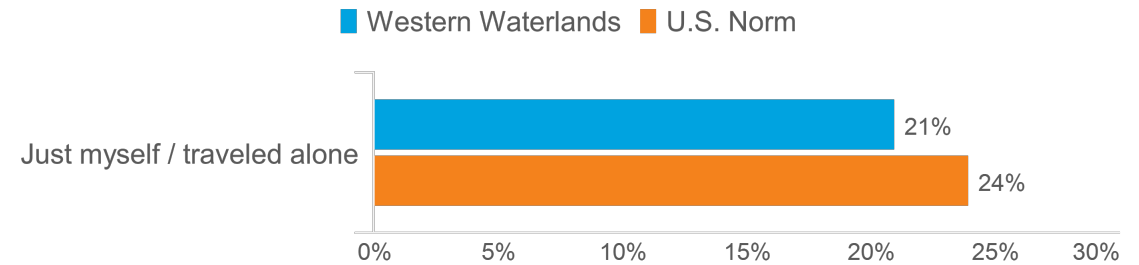
U.S. Norm



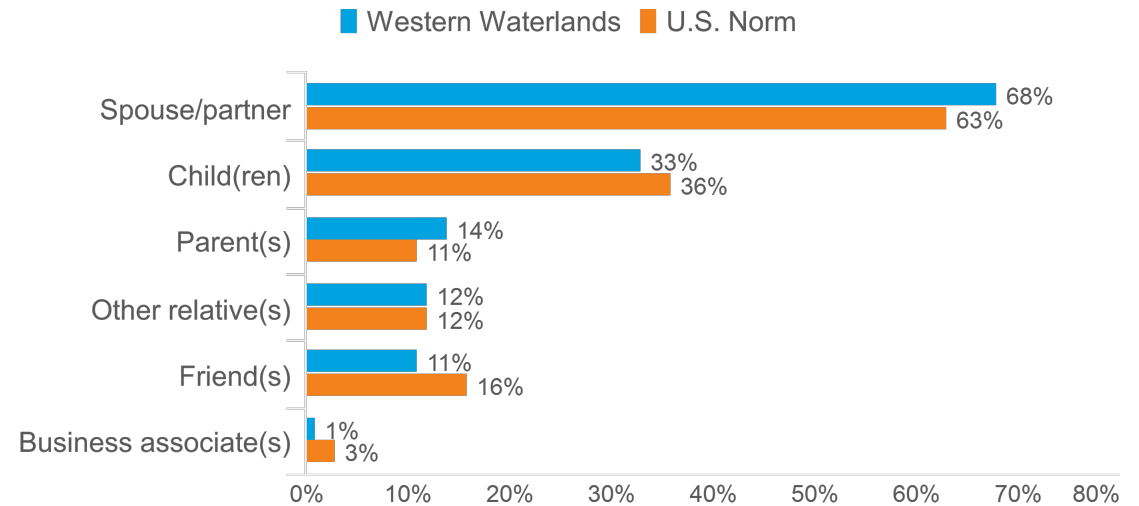
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



29%

U.S. Norm: 36%

Entertainment Activities



54%

U.S. Norm: 45%

Cultural Activities



15%

U.S. Norm: 17%

Sporting Activities



5%

U.S. Norm: 8%







Business Activities









9%

U.S. Norm: 10%

Activities and Experiences (Top 10)







	Western Waterlands	U.S. Norm
 Shopping	36%	20%
 Sightseeing	16%	13%
 Landmark/historic site	10%	8%
 Professional medical services	9%	4%
 National/state park	7%	6%
 Nature tours/wildlife viewing/birding	7%	5%
 Business meeting	7%	6%
 Local parks/playgrounds	6%	6%
 Hiking/backpacking	6%	7%
 Fishing	5%	5%

Shopping Types on Trip

	Western Waterlands	U.S. Norm
 Outlet/mall shopping	67%	49%
 Big box stores (Walmart, Costco)	52%	31%
 Convenience/grocery shopping	36%	28%
 Boutique shopping	20%	21%
 Souvenir shopping	16%	20%
 Antiquing	10%	12%

Base is the 36% of travelers who shopped on their trip.

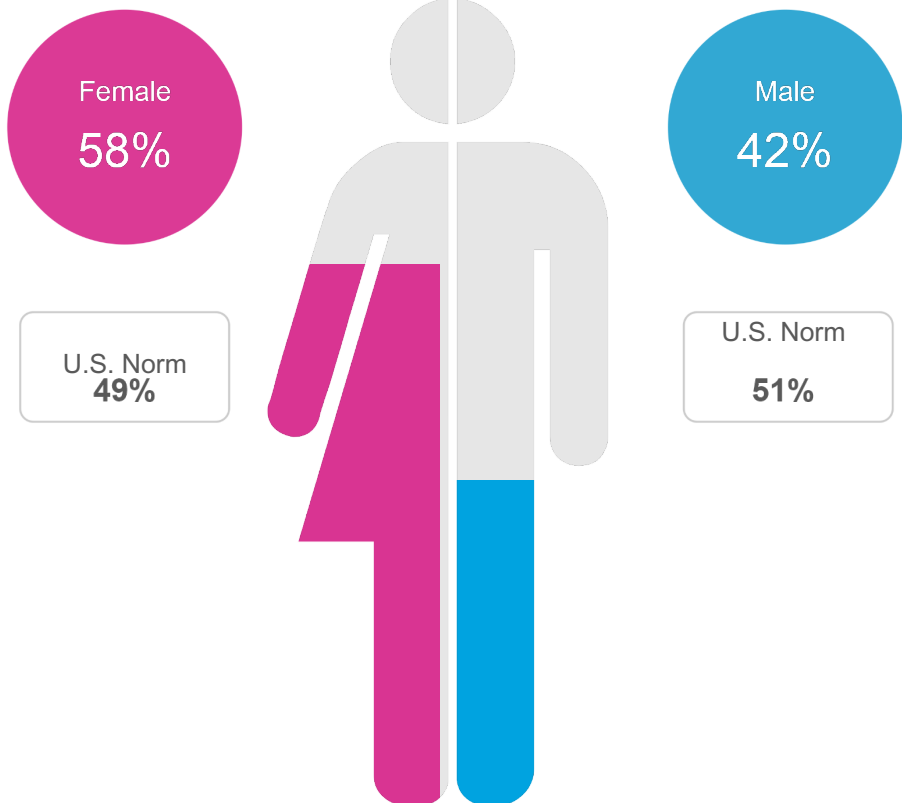
Dining Types on Trip

	Western Waterlands	U.S. Norm
 Unique/local food	36%	34%
 Fine/upscale dining	11%	12%
 Picnicking	11%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	8%	12%
 Gastropubs	4%	5%
 Street food/food trucks	3%	15%

Demographic Profile of Day Western Waterlands Visitors

Base: 2019/2020 Day Person-Trips

Gender



Age

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

Western Waterlands

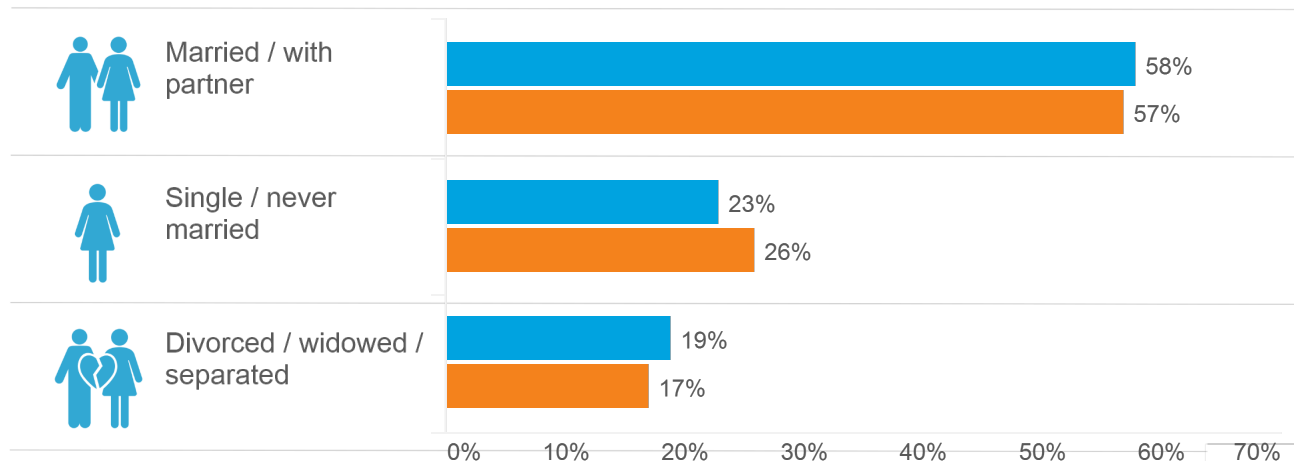


U.S. Norm



Marital Status

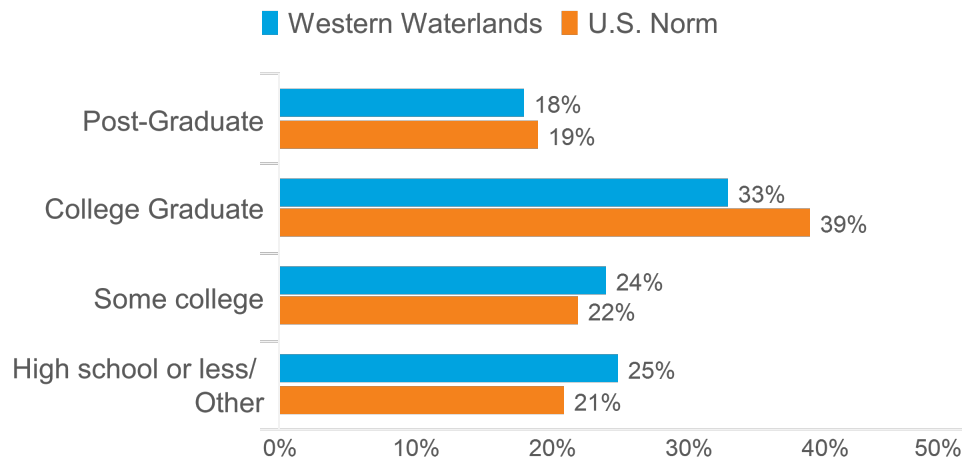
Western Waterlands U.S. Norm



Demographic Profile of Day Western Waterlands Visitors

Base: 2019/2020 Day Person-Trips

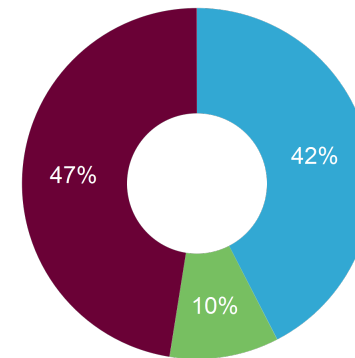
Education



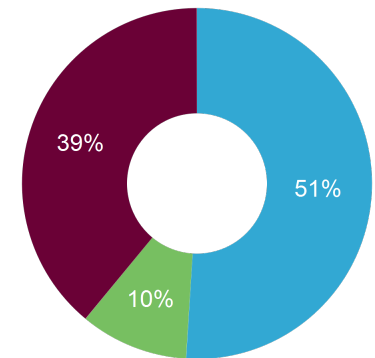
Employment

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

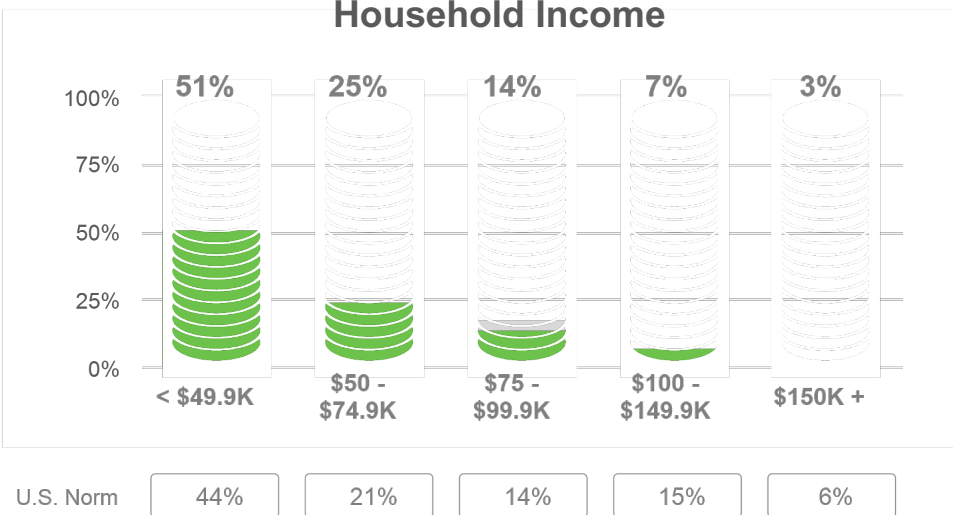
Western Waterlands



U.S. Norm



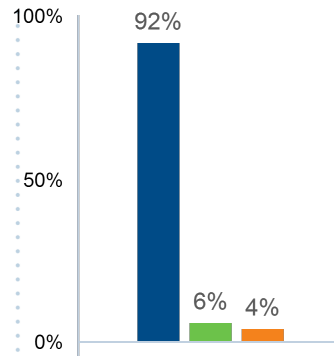
Household Income



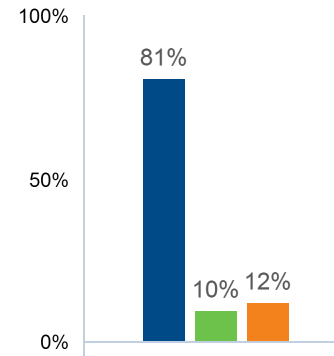
Race

■ White ■ African-American ■ Other

Western Waterlands



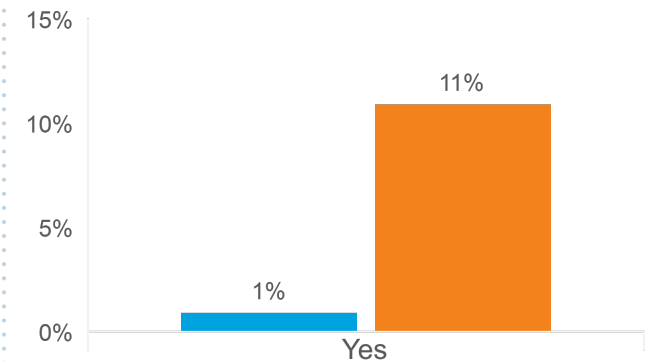
U.S. Norm



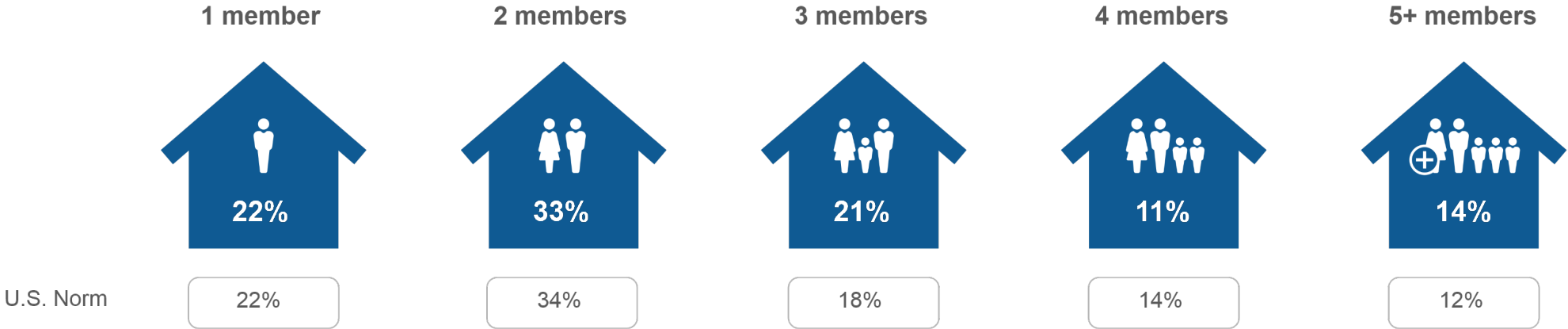
Question updated in 2020, 2020 data only

Hispanic Background

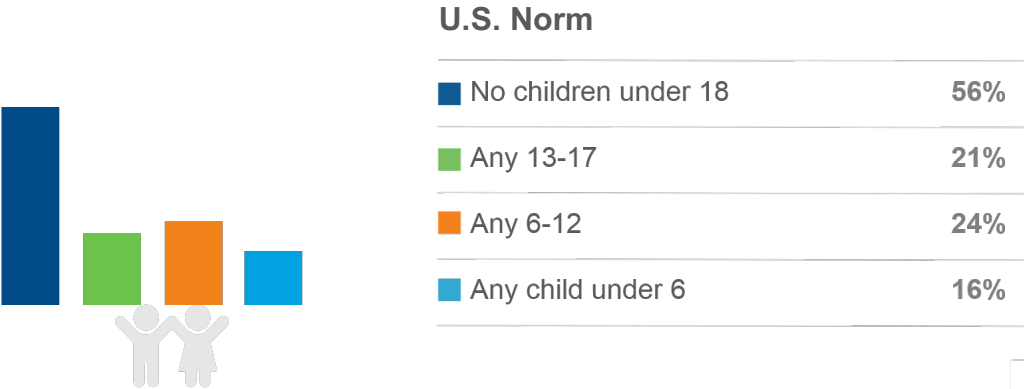
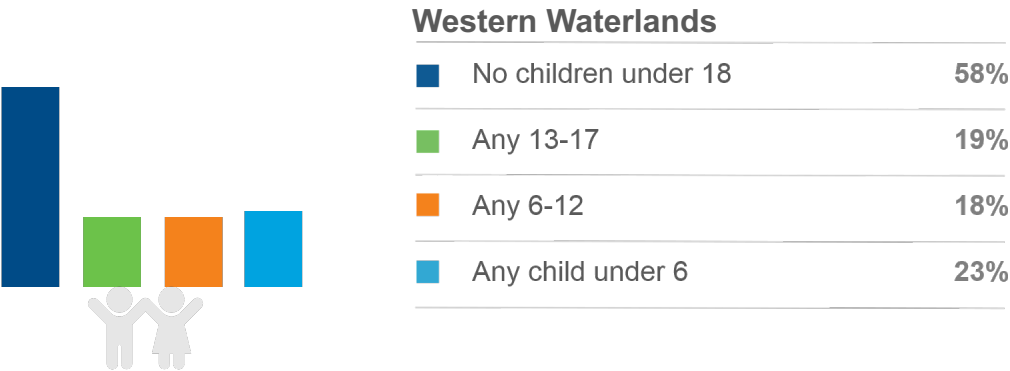
■ Western Waterlands ■ U.S. Norm



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL