



Travel USA Visitor Profile

Bluegrass, Horses, Bourbon & Boone Region



2018/2019

Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- 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.
- This report provides an overview for Bluegrass, Horses, Bourbon, and Boone Region's domestic tourism business in 2019.

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 Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2018 & 2019:

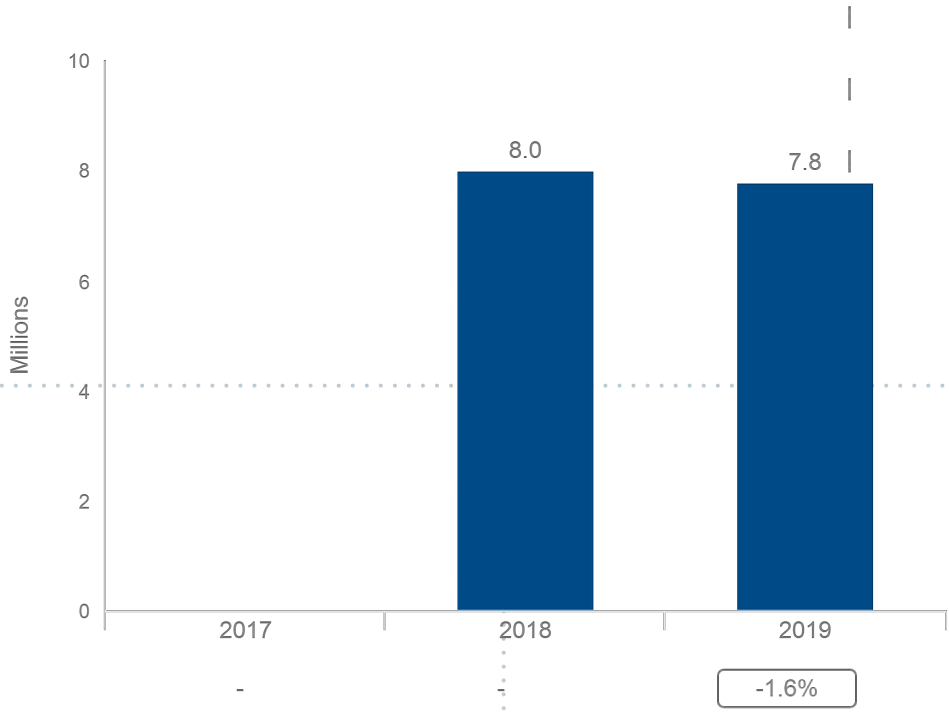


Day Base Size

482

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

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



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

Total Person-Trips

-2.9% vs. last year

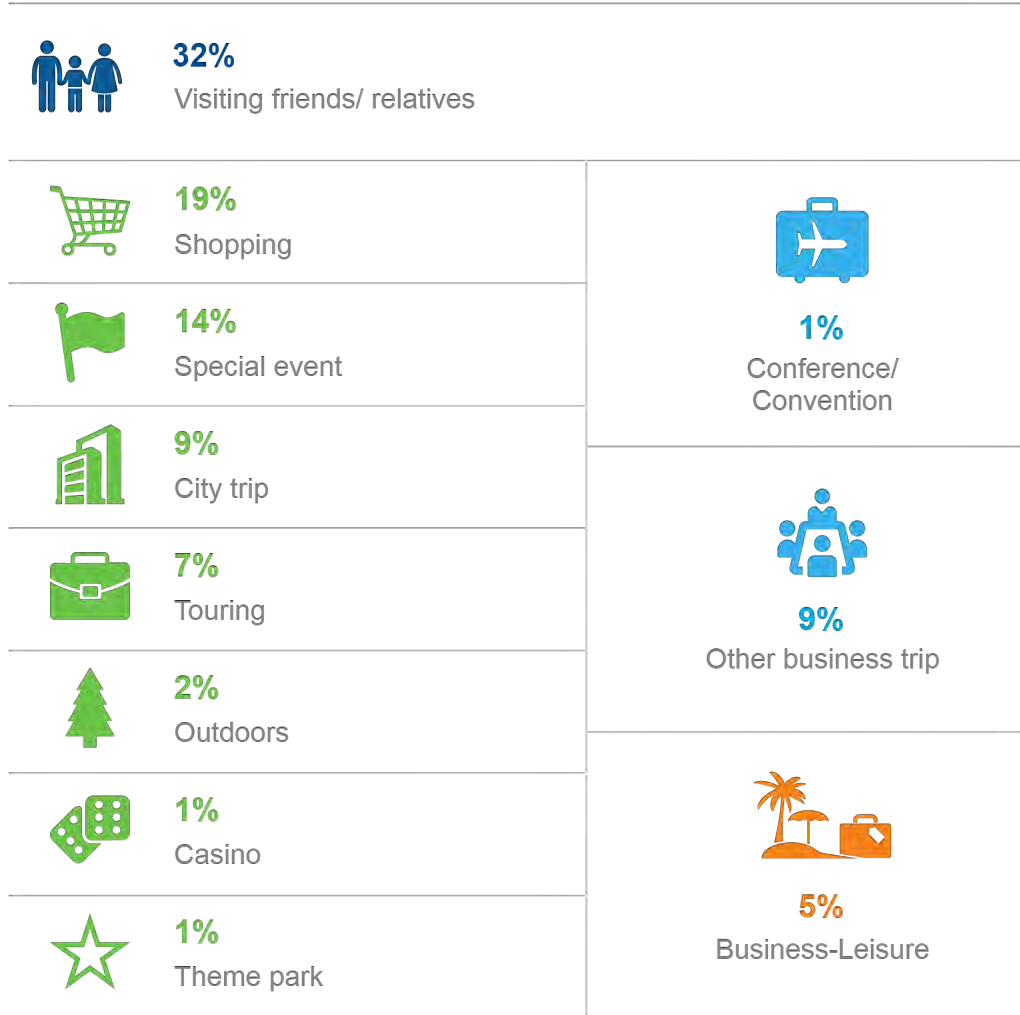


Day	65%	7.8 Million
Overnight	35%	4.3 Million

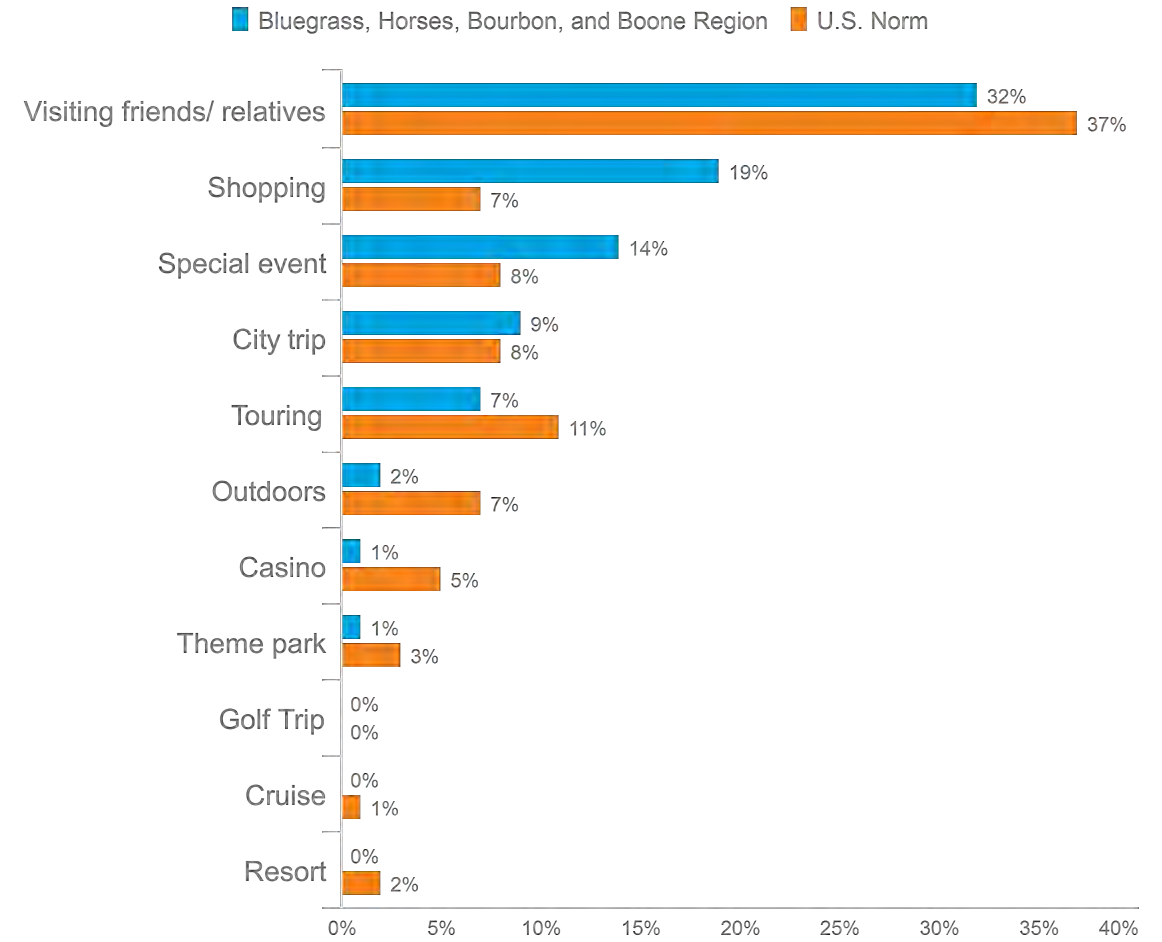
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: Day Person-Trips

Main Purpose of Trip



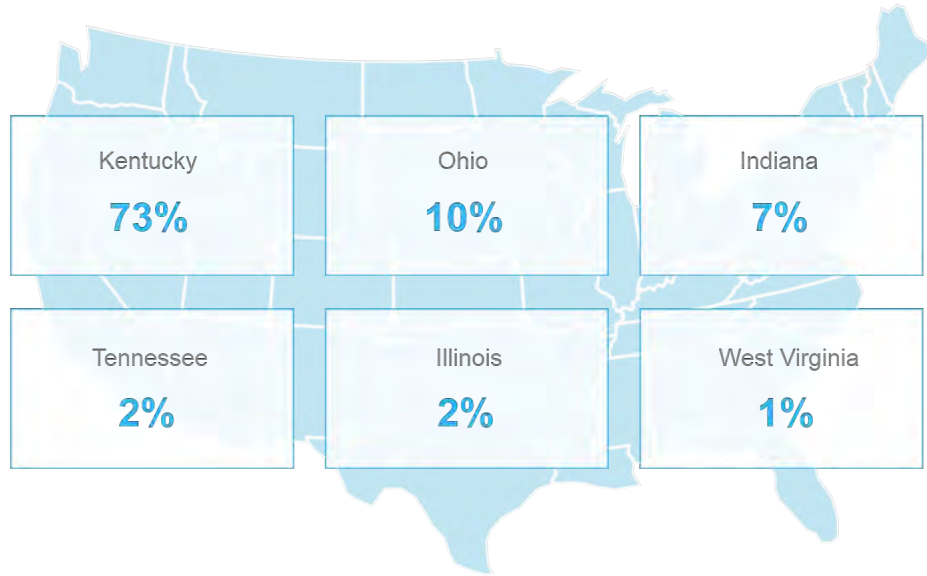
Main Purpose of Leisure Trip



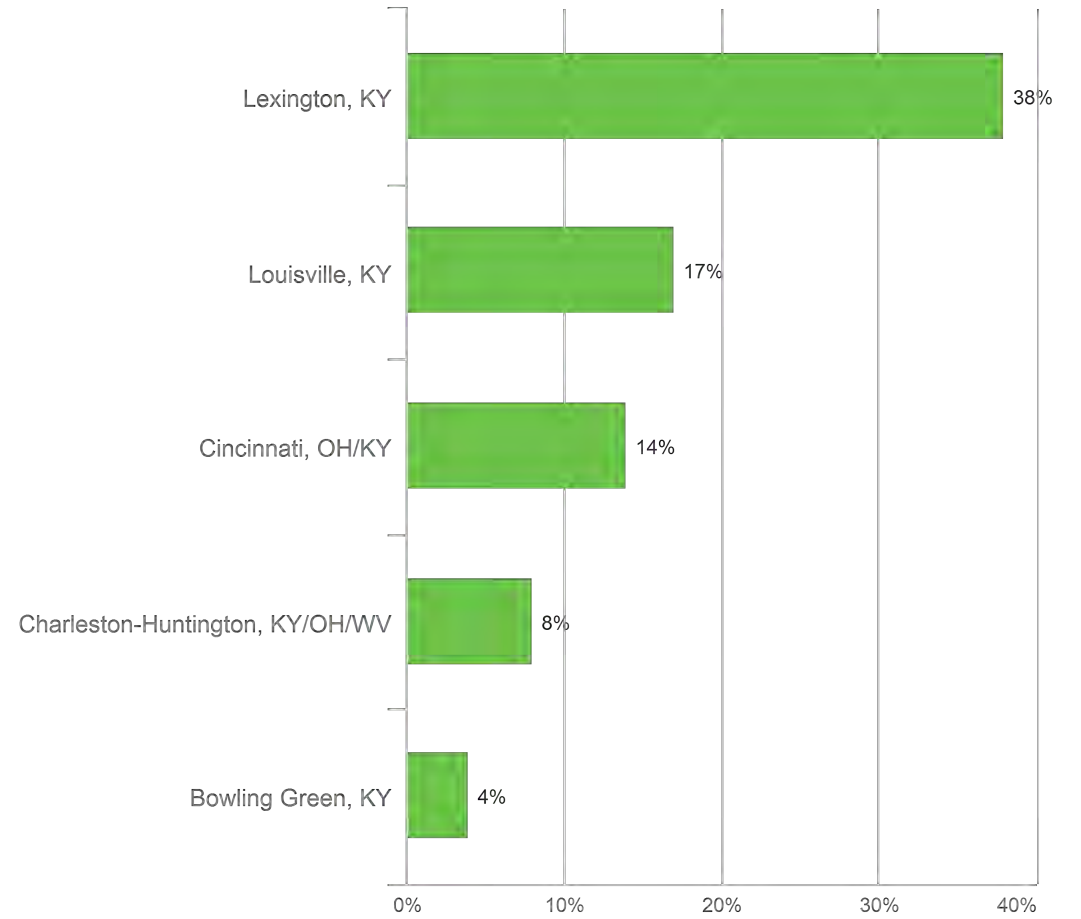
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

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State Origin Of Trip



DMA Origin Of Trip



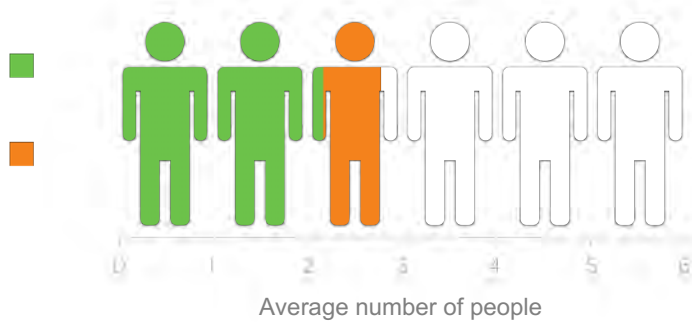
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: Day Person-Trips

Size of Travel Party

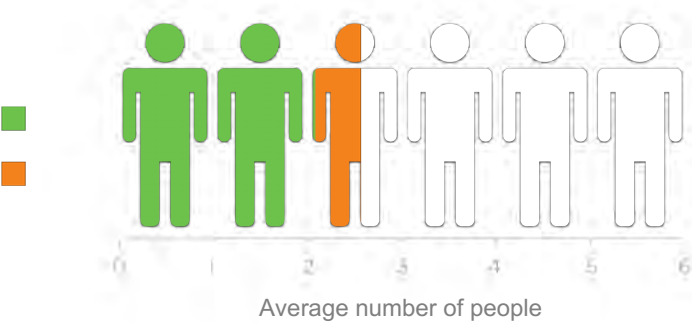
■ Adults ■ Children

Bluegrass, Horses, Bourbon, and Boone Region



Total
2.8

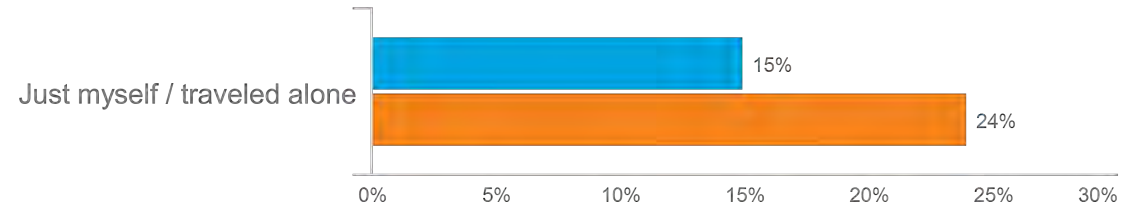
U.S. Norm



Total
2.6

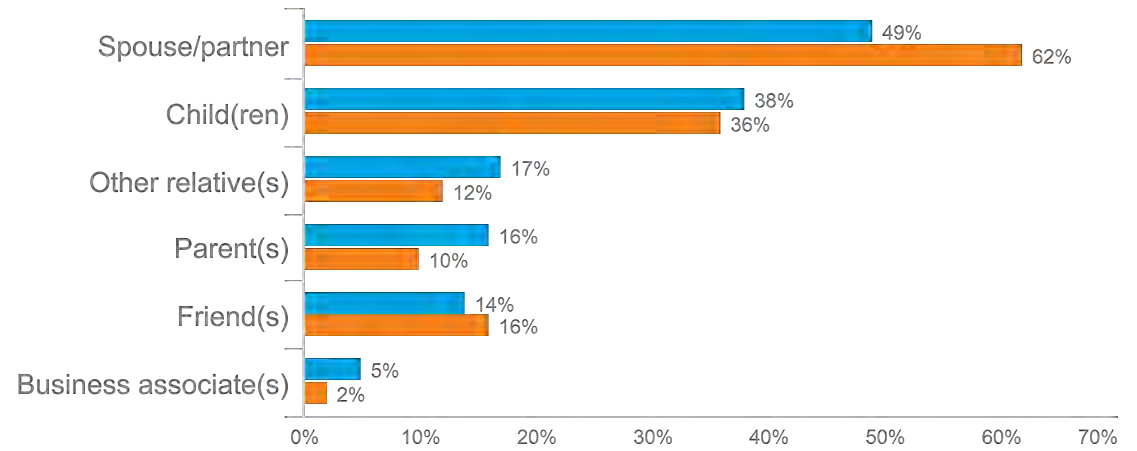
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

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



Activities and Experiences (Top 10)

Shopping



42%

U.S. Norm
24%

Landmark/historic site



8%

U.S. Norm
7%

National/state park



6%

U.S. Norm
6%

Brewery



6%

U.S. Norm
3%

Fine/upscale dining



6%

U.S. Norm
6%

Attended Professional /
colleae sports event

6%

U.S. Norm
2%

Museum



5%

U.S. Norm
7%

Hiking/backpacking



4%

U.S. Norm
5%

Business Meeting



4%

U.S. Norm
3%

Bar/nightclub



4%

U.S. Norm
5%






Activities of Special Interest (Top 5) Bluegrass, Horses, Bourbon, and Boone Region

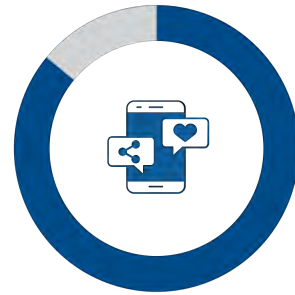
Historic places	17%
Cultural activities/Attractions	10%
Brewery Tours/Beer Tasting	7%
Exceptional Culinary Experiences	7%
Medical Tourism	5%

Activities of Special Interest (Top 5) U.S. Norm

Historic places	17%
Cultural activities/Attractions	13%
Exceptional Culinary Experiences	7%
Brewery Tours/Beer Tasting	5%
Winery Tours/Tasting	5%

Online Social Media Use by Travelers

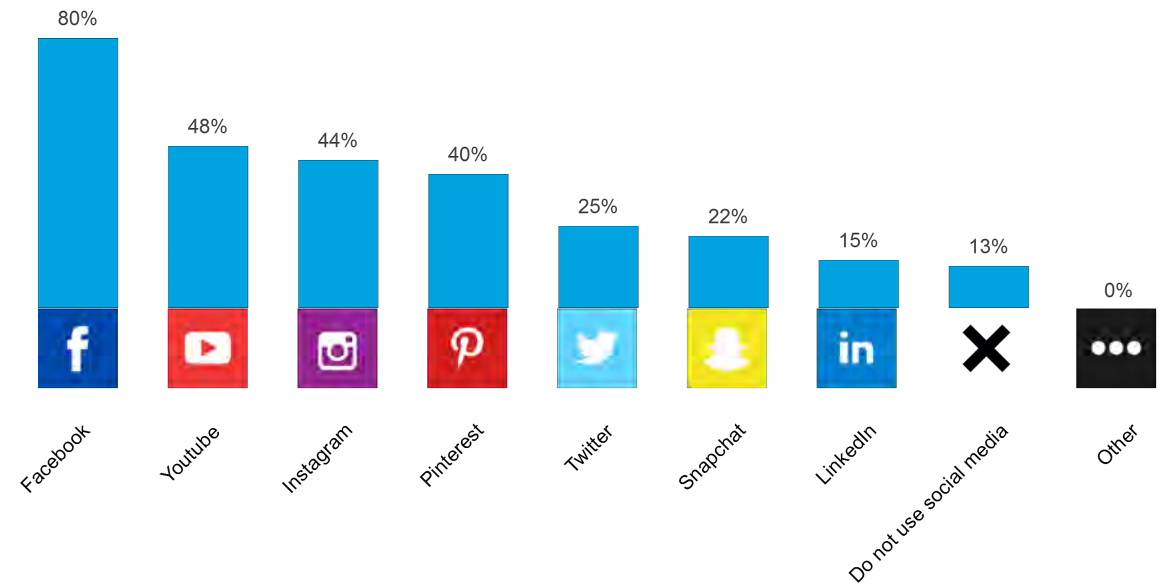
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Used any social media	54%	57%
 Read online travel reviews that influenced my travel decisions	29%	23%
 Shared travel stories/photos/videos on social media	25%	24%
 Clicked through on a travel advertisement seen on social media	18%	15%
 Saw a video or photo on social media that inspired me to visit	17%	16%



86%

Followed Influencer

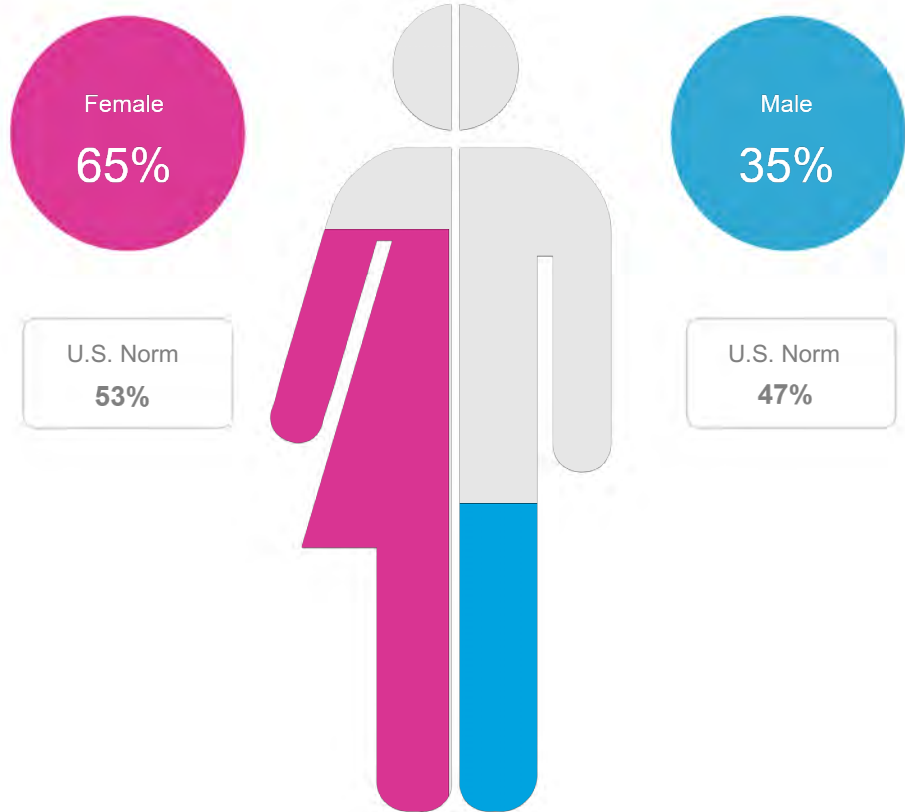
Social media platforms used in general



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

Base: Day Person-Trips

Gender



Age

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

Bluegrass, Horses, Bourbon, and Boone Region

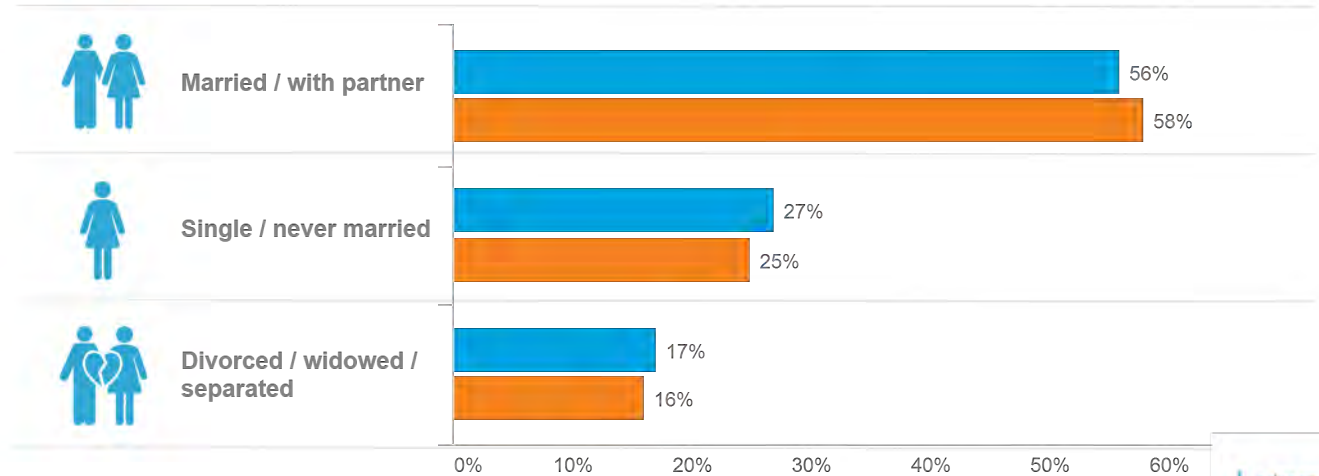


U.S. Norm



Marital Status

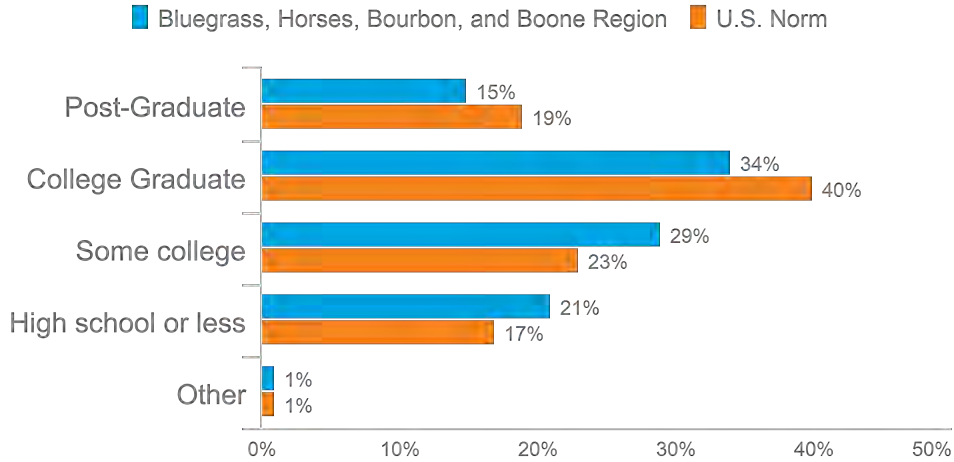
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



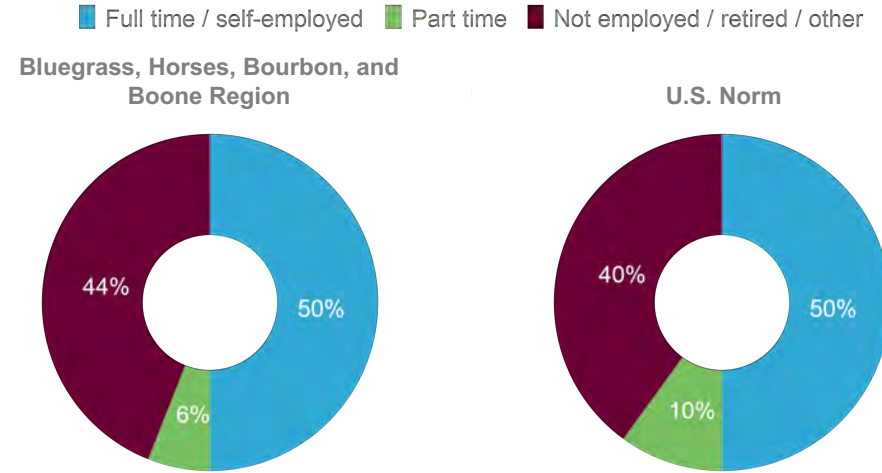
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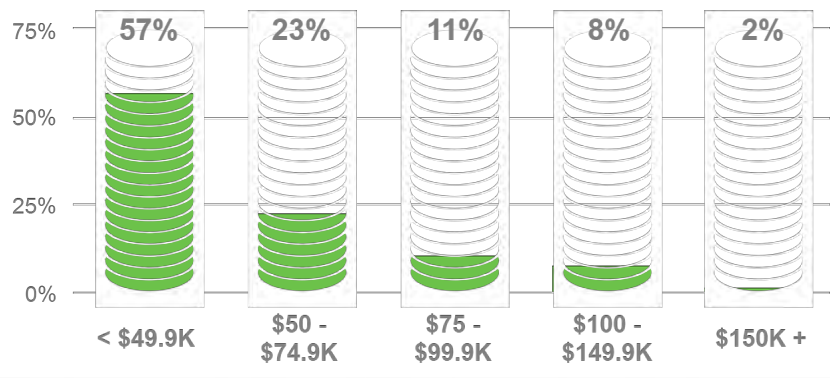
Education



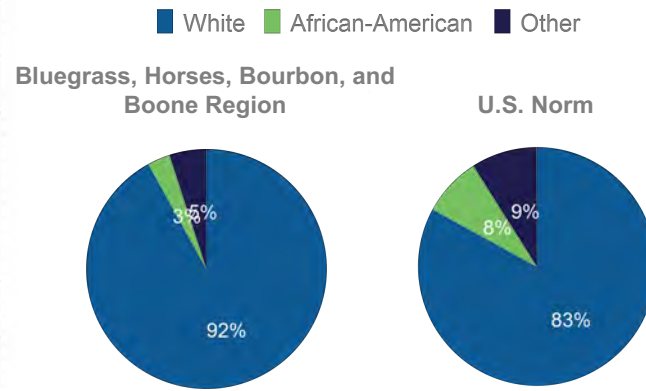
Employment



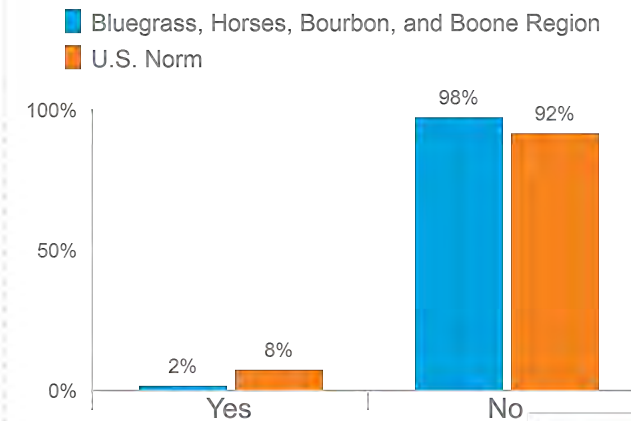
Household Income



Race



Hispanic Background



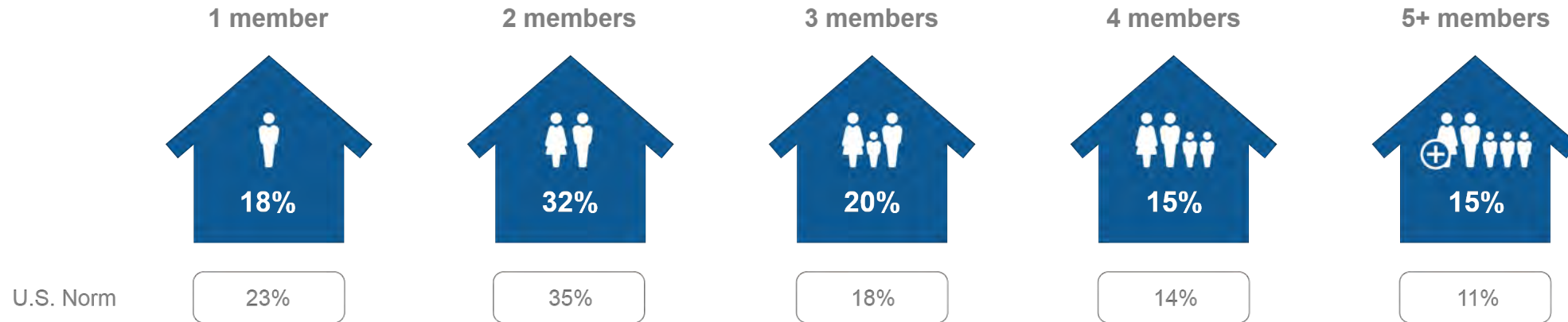
U.S. Norm

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

Base: Day Person-Trips

* n < 250

Household Size



Children in Household

