



Travel USA Visitor Profile

Bourbon, Horses & History 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 Bourbon, Horses, & History'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 Bourbon, Horses, & History, the following sample was achieved in 2018 & 2019:

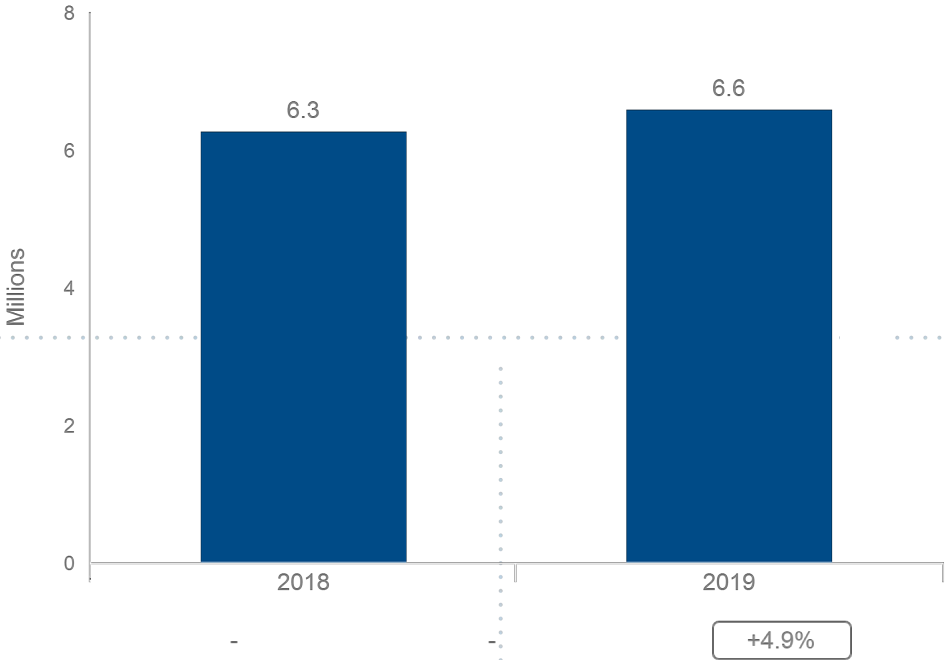


Overnight Base Size

1,026

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

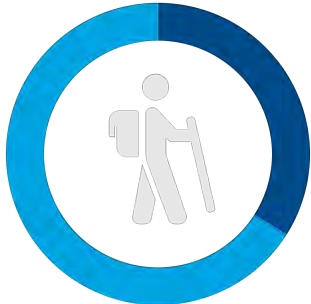
Overnight Trips to Bourbon, Horses, & History



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

Total Person-Trips

+4.5% vs. last year



Day	66%	12.6 Million
Overnight	34%	6.6 Million

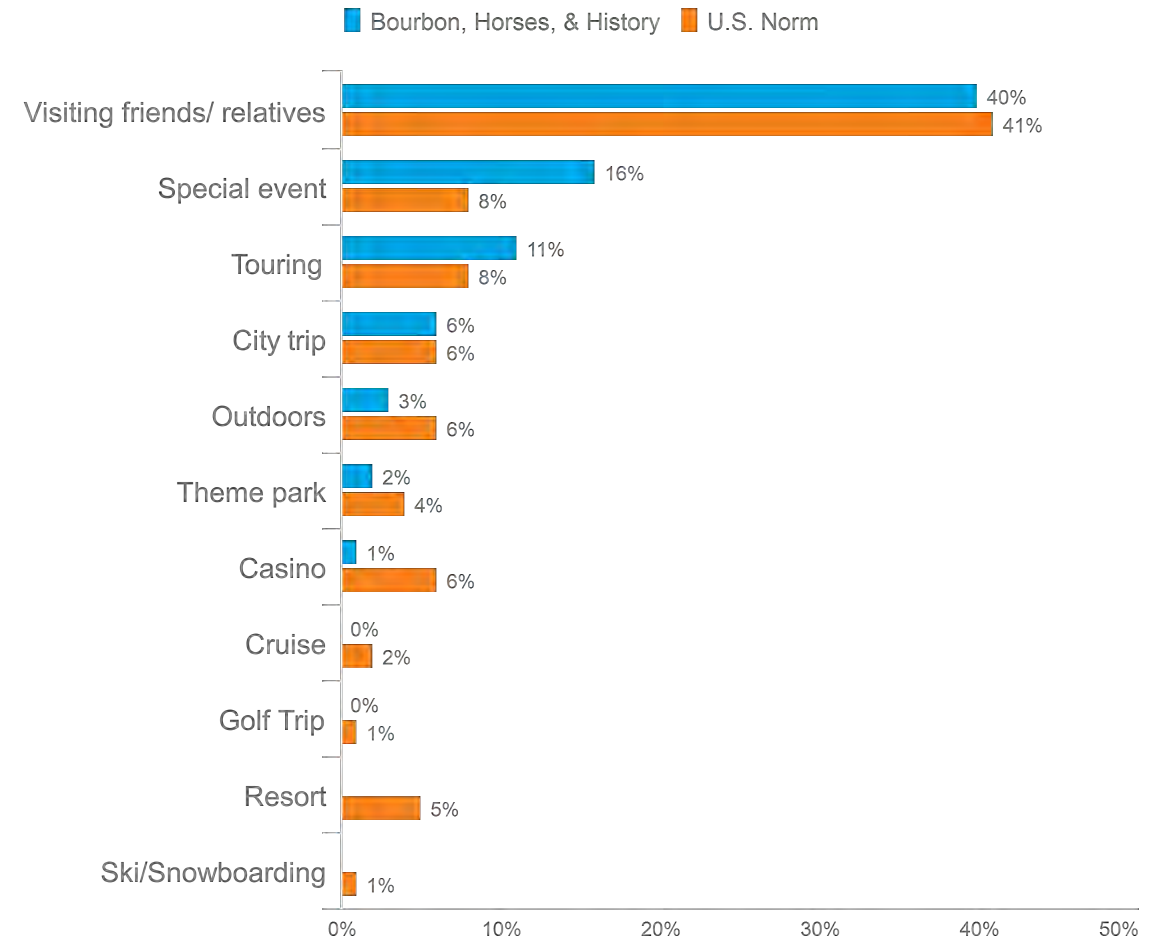
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: Overnight Person-Trips

Main Purpose of Trip



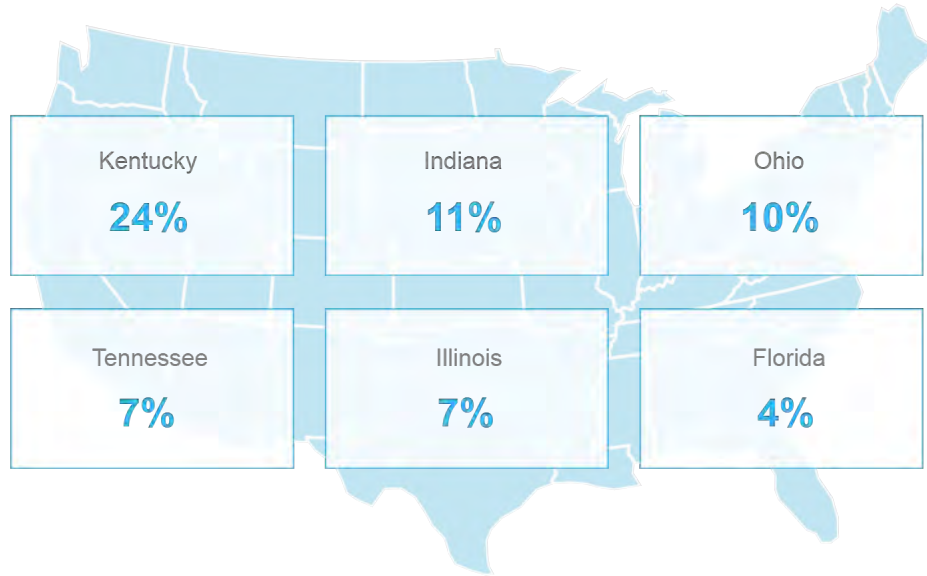
Main Purpose of Leisure Trip



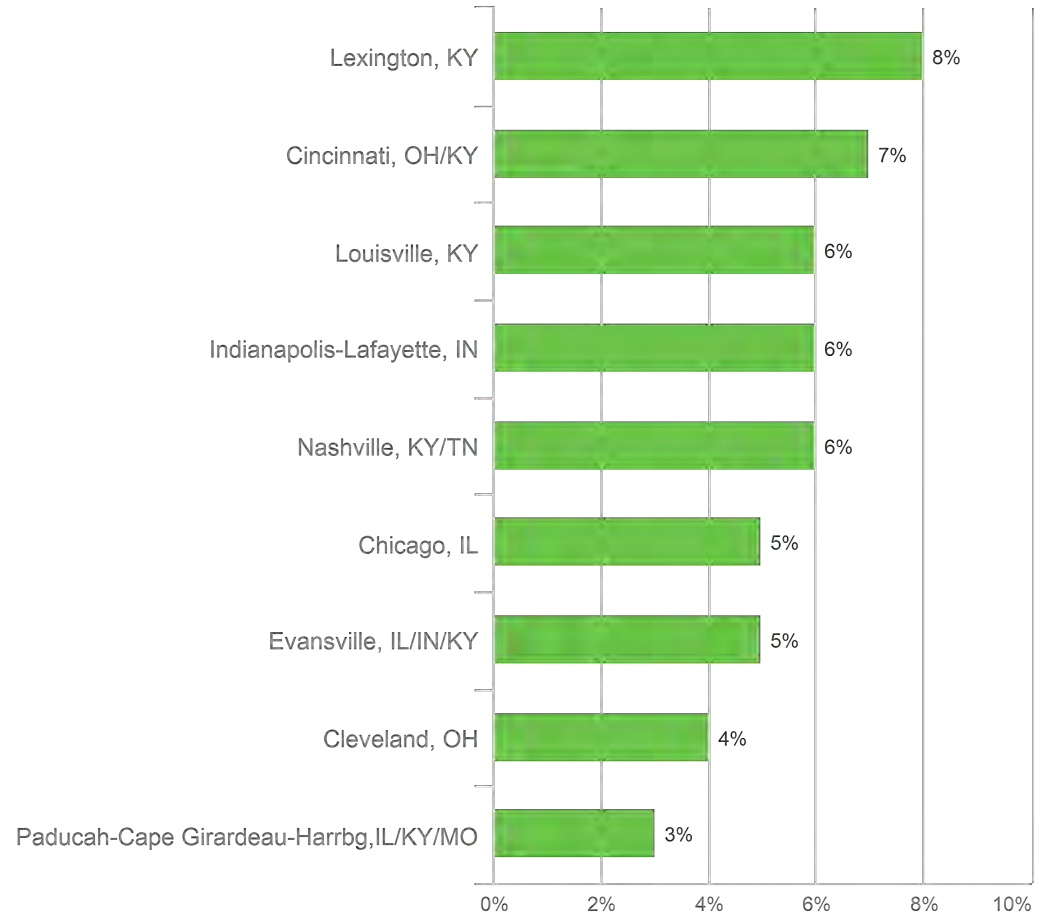
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: Overnight Person-Trips

State Origin Of Trip



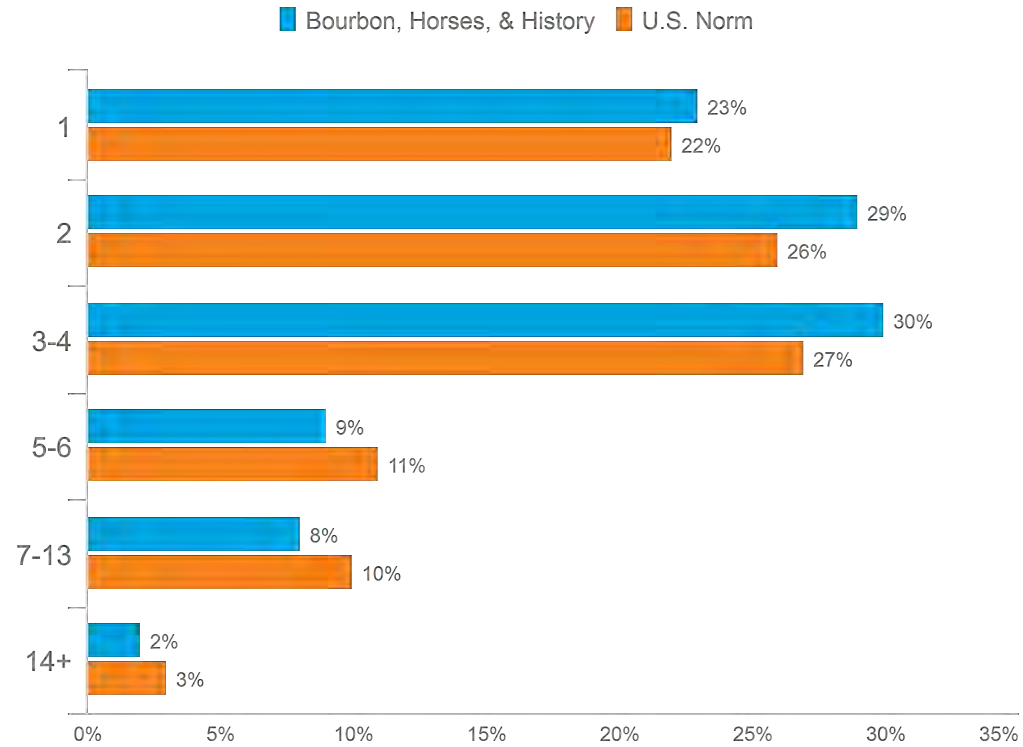
DMA Origin Of Trip



Bourbon, Horses, & History's Overnight Trip Characteristics

Base: Overnight Person-Trips

Total Nights Away on Trip



Bourbon, Horses, & History

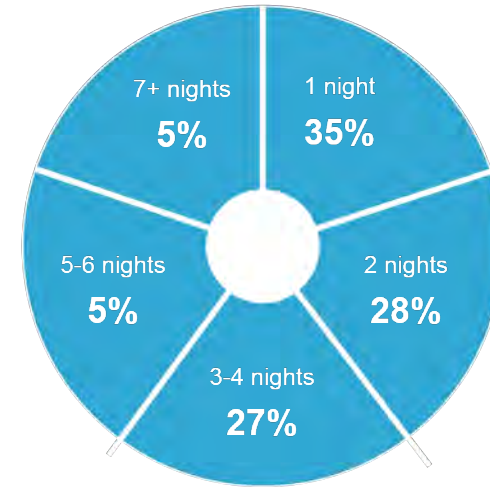
3.3

Average Nights

U.S. Norm

3.8

Average Nights



Nights Spent in Bourbon, Horses, & History

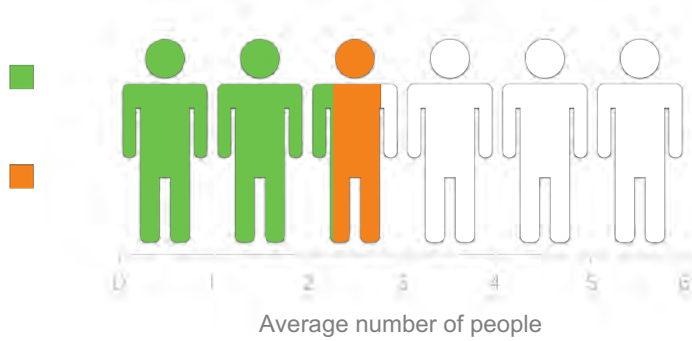
Average number of nights

2.6

Size of Travel Party

■ Adults ■ Children

Bourbon, Horses, & History

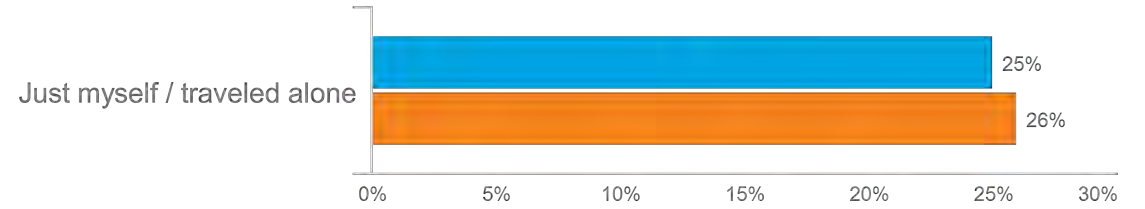


U.S. Norm



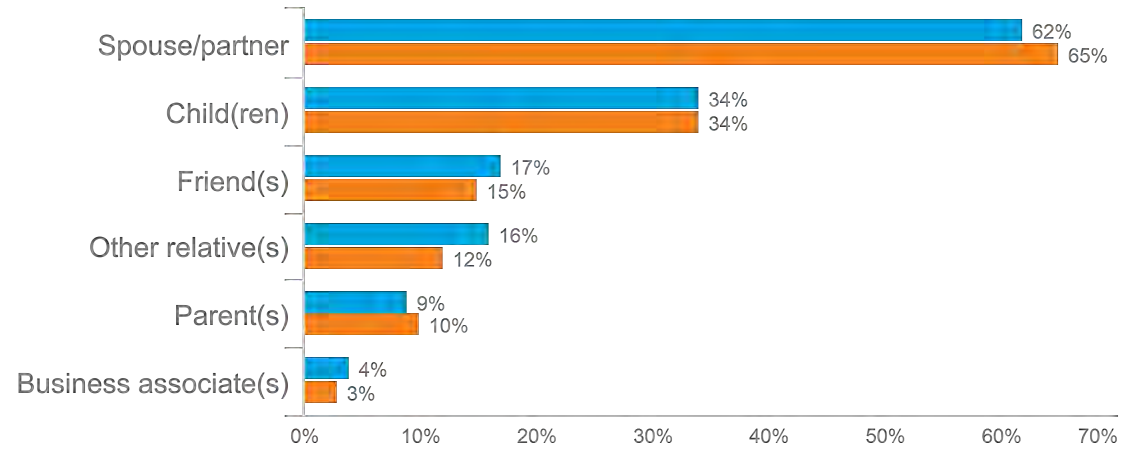
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

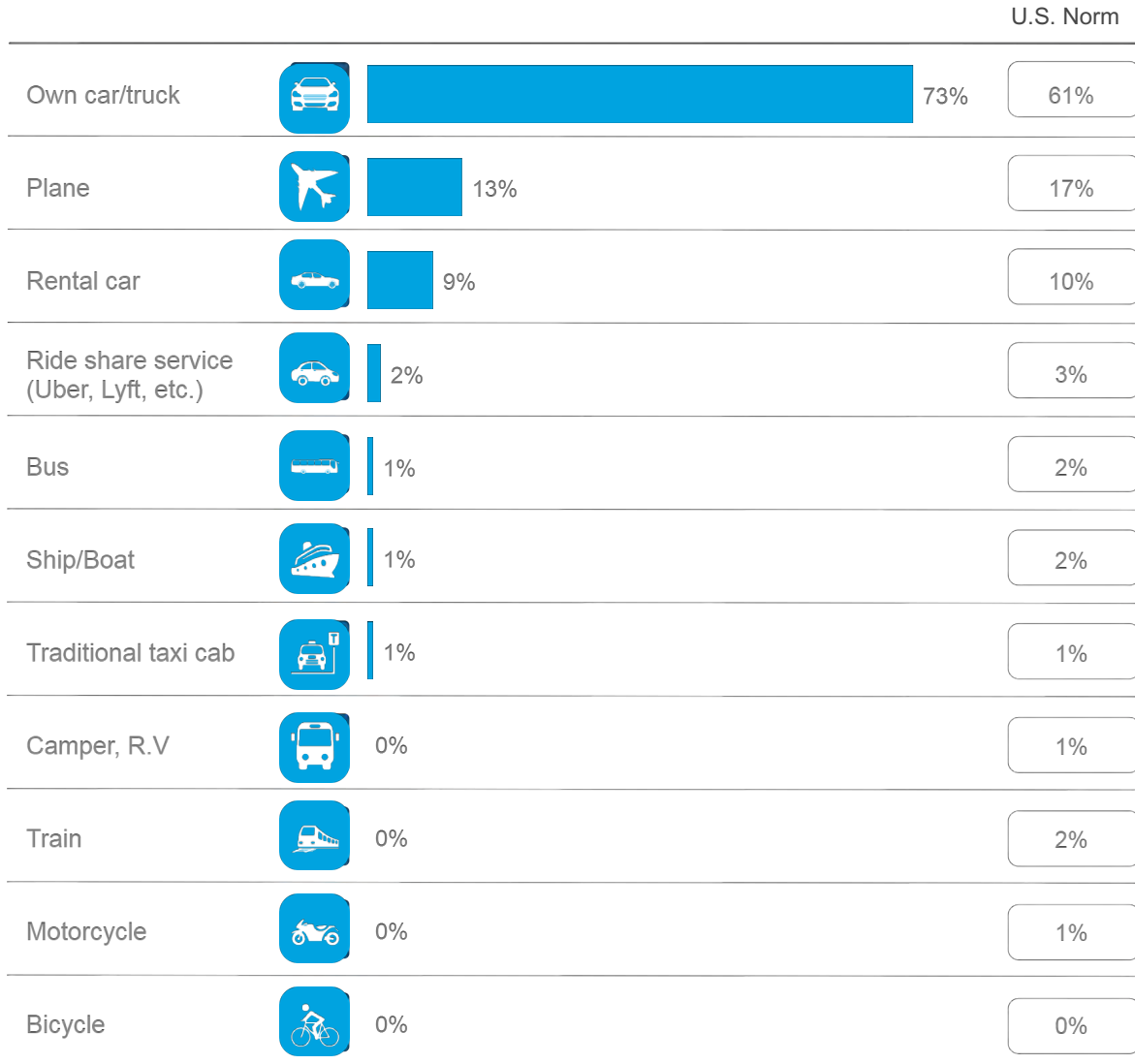
■ Bourbon, Horses, & History ■ U.S. Norm



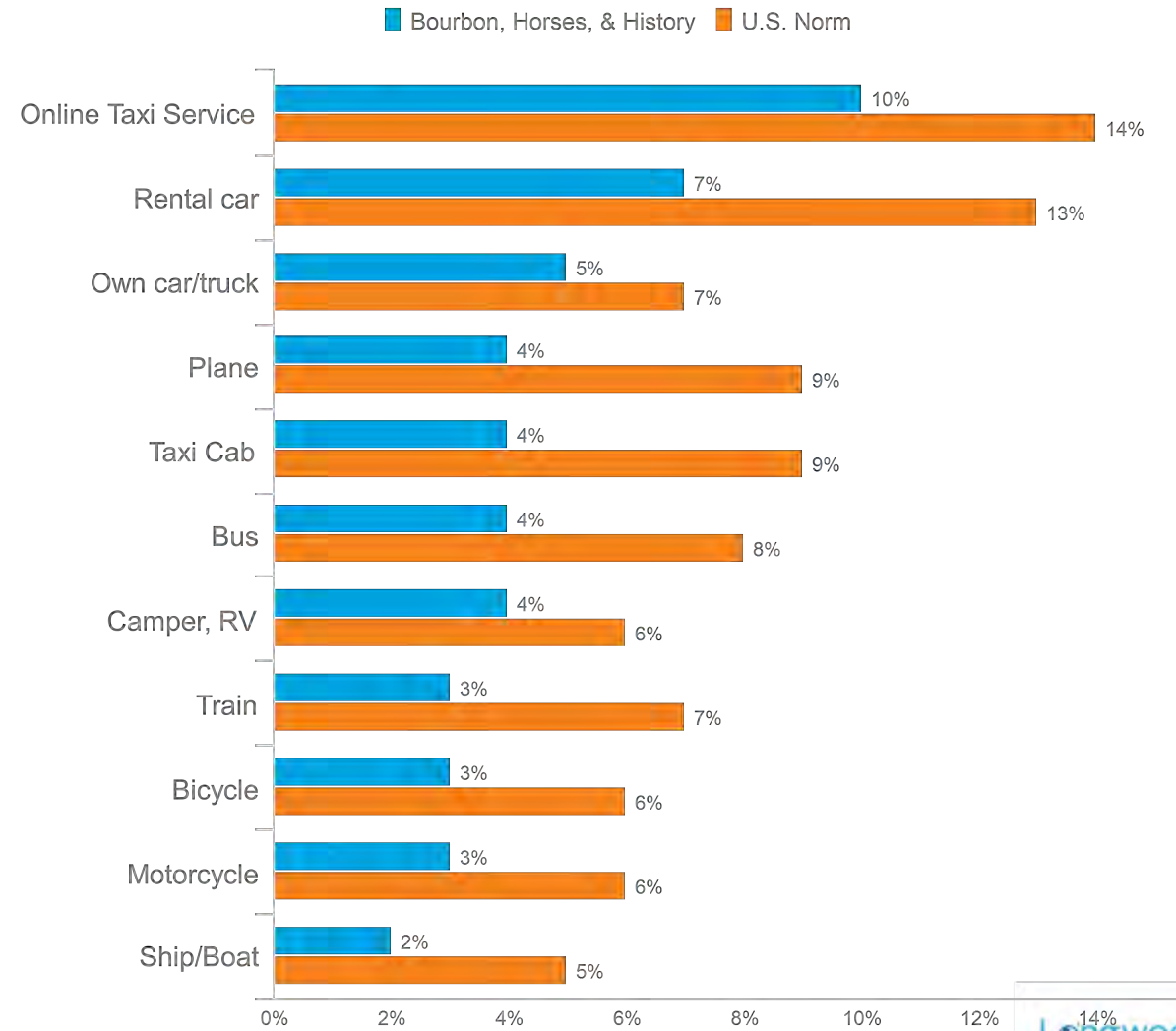
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

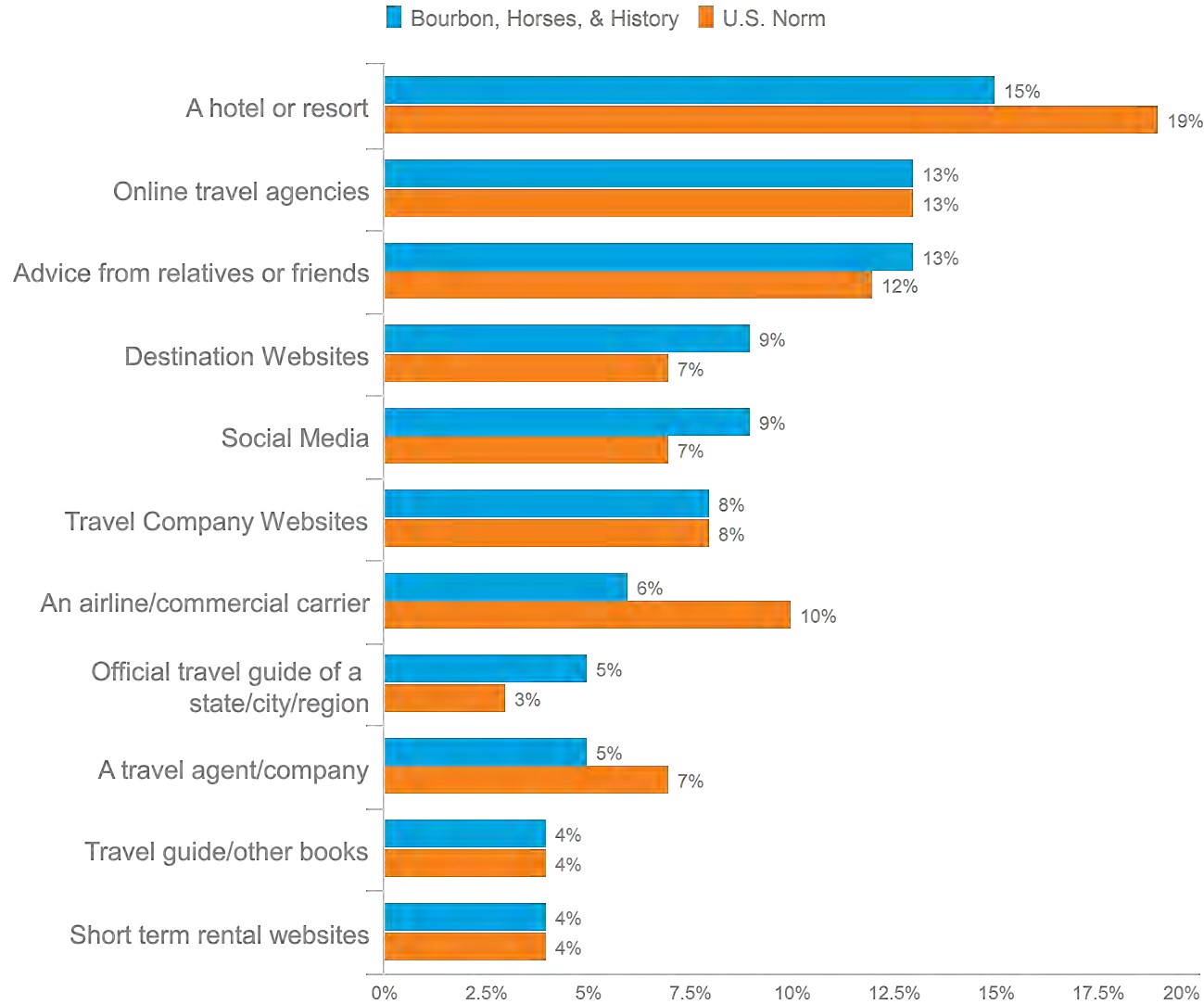
Primary Method of Transportation



Other Transportation



Trip Planning Information Sources



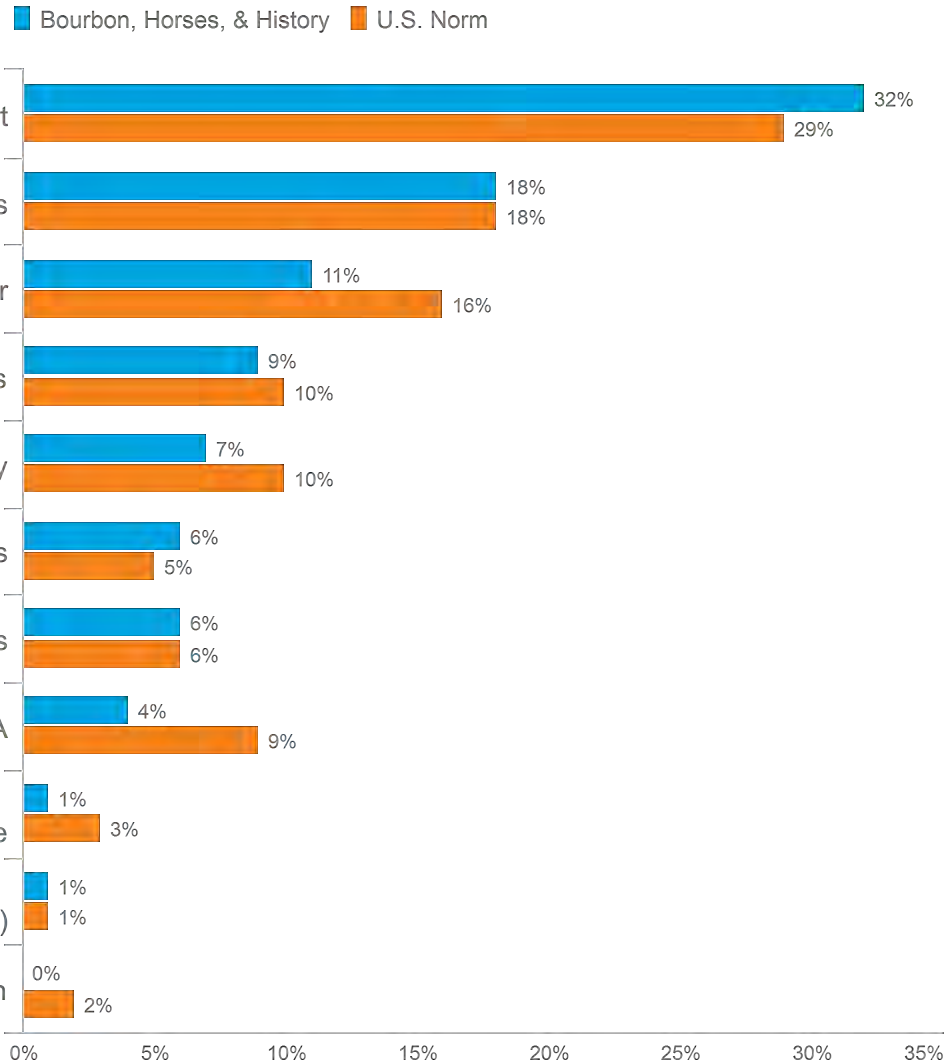
Length of Trip Planning

	Bourbon, Horses, & History	U.S. Norm
More than 1 year in advance	1%	4%
6-12 months	12%	14%
3-5 months	16%	18%
2 months	17%	17%
1 month or less	39%	33%
Did not plan anything in advance	15%	14%








Bourbon, Horses, & History's Overnight Trip Characteristics

Base: Overnight Person-Trips

Method of Booking



Accommodations

	Bourbon, Horses, & History	U.S. Norm
 Other hotel	37%	22%
 Home of friends or relatives	27%	22%
 Motel	19%	16%
 Resort hotel	8%	23%
 Other	4%	5%
 Rented home / condo / apartment	4%	5%
 Bed & breakfast	3%	5%

Activities and Experiences (Top 10)

Shopping



28%

28%
29%

Landmark/historic site



20%

20%
12%

Bar/nightclub



15%

15%
14%

Museum



14%

14%
10%

Fine/upscale dining



13%

13%
12%

Brewery



12%

12%
6%

National/state park



9%

9%
9%

Fair/exhibition/festival



8%

8%
4%

Swimming



7%

7%
13%

Business Meeting



7%

7%
5%

Activities of Special Interest (Top 5)

Bourbon, Horses, & History

Historic places	29%
Cultural activities/Attractions	15%
Brewery Tours/Beer Tasting	11%
Exceptional Culinary Experiences	10%
Winery Tours/Tasting	7%






Activities of Special Interest (Top 5)

U.S. Norm






Historic places	21%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	11%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%

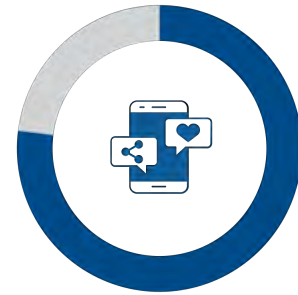
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Bourbon, Horses, & History	U.S. Norm	Bourbon, Horses, & History	U.S. Norm
	Used any device	85%	84%	83%	79%
	Laptop	43%	39%	30%	26%
	Desktop/Home computer	35%	38%	0%	0%
	Smartphone	34%	30%	72%	63%
	Tablet	15%	14%	24%	22%

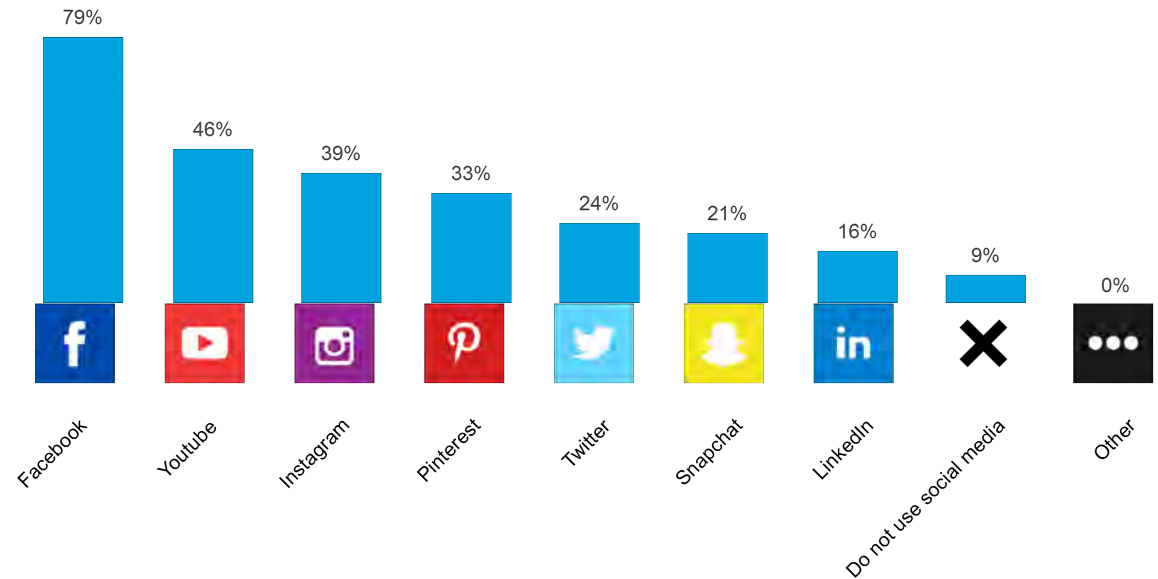
Online Social Media Use by Travelers

	Bourbon, Horses, & History	U.S. Norm
 Used any social media	56%	55%
 Read online travel reviews that influenced my travel decisions	26%	22%
 Shared travel stories/photos/videos on social media	25%	24%
 Clicked through on a travel advertisement seen on social media	15%	13%
 Saw a video or photo on social media that inspired me to visit	14%	14%





















77%
Followed Influencer

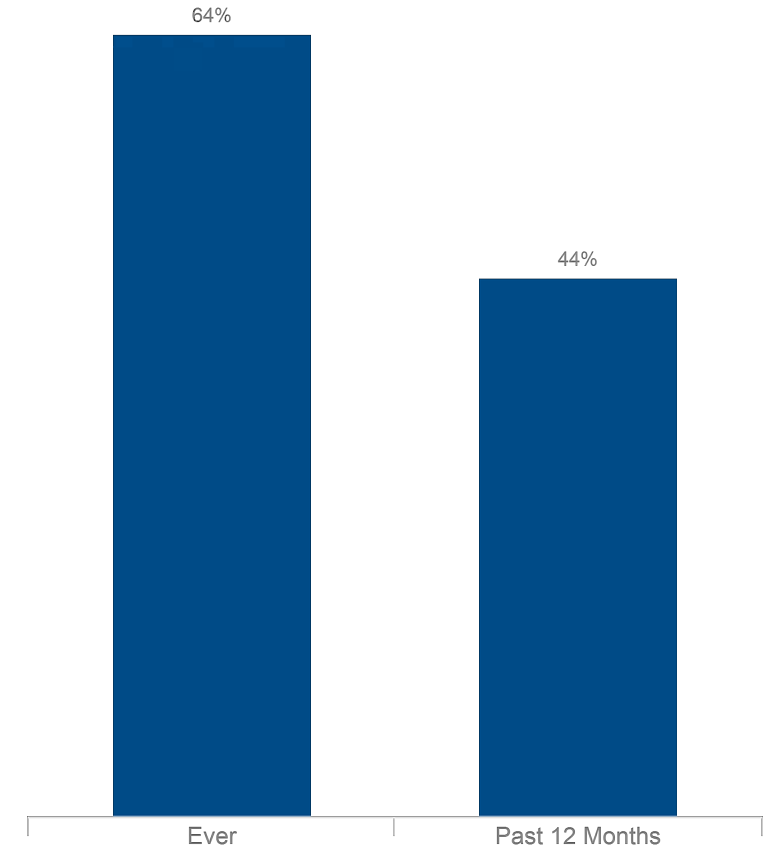
Social media platforms used in general



% Very Satisfied with Trip

	Overall trip experience		70%
	Friendliness of people		63%
	Safety and Security		60%
	Quality of food		60%
	Quality of accommodations		56%
	Cleanliness		56%
	Sightseeing and attractions		55%
	Value for money		48%
	Music/nightlife/entertainment		39%

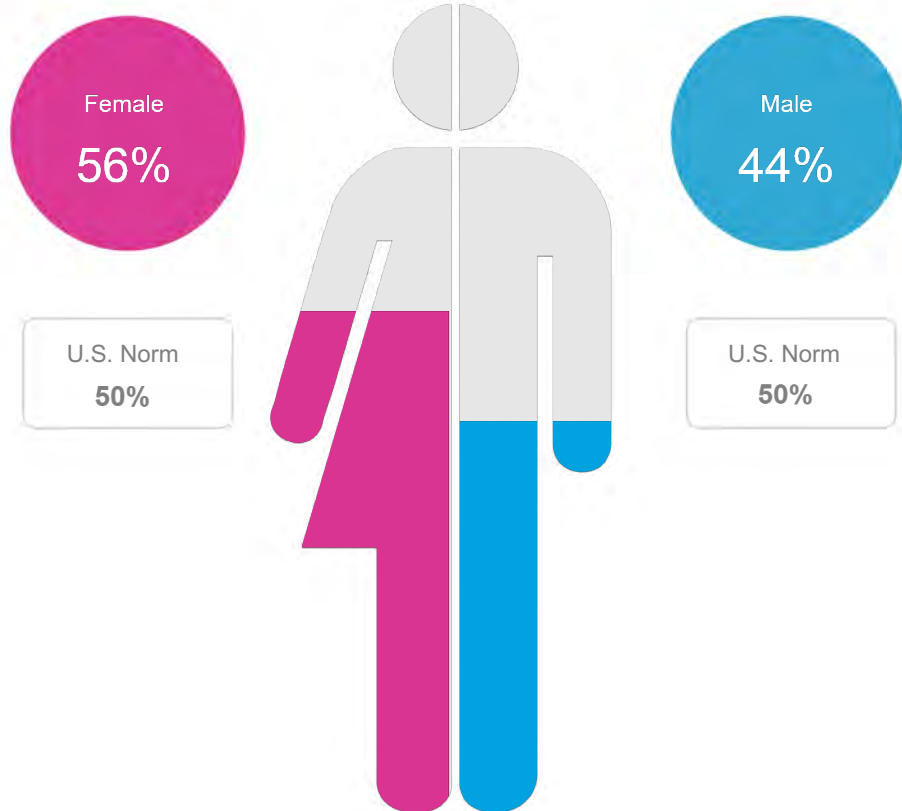
Past Visitation to Bourbon, Horses, & History



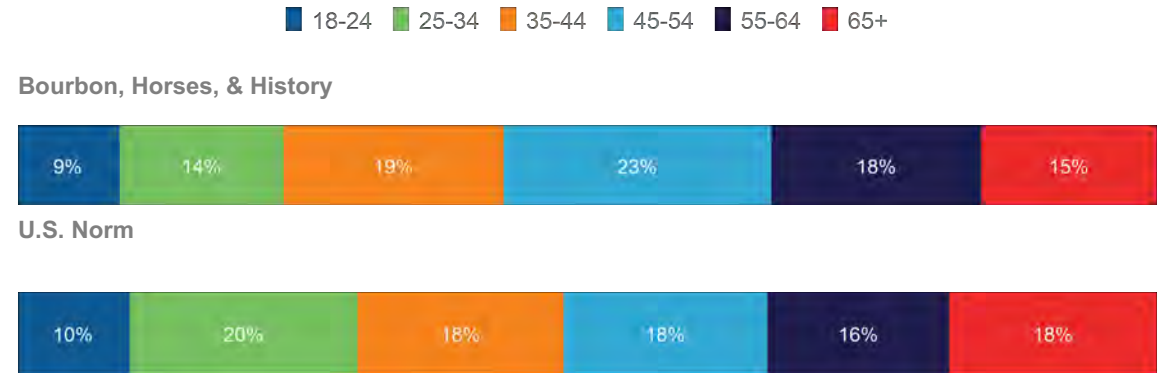
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: Overnight Person-Trips

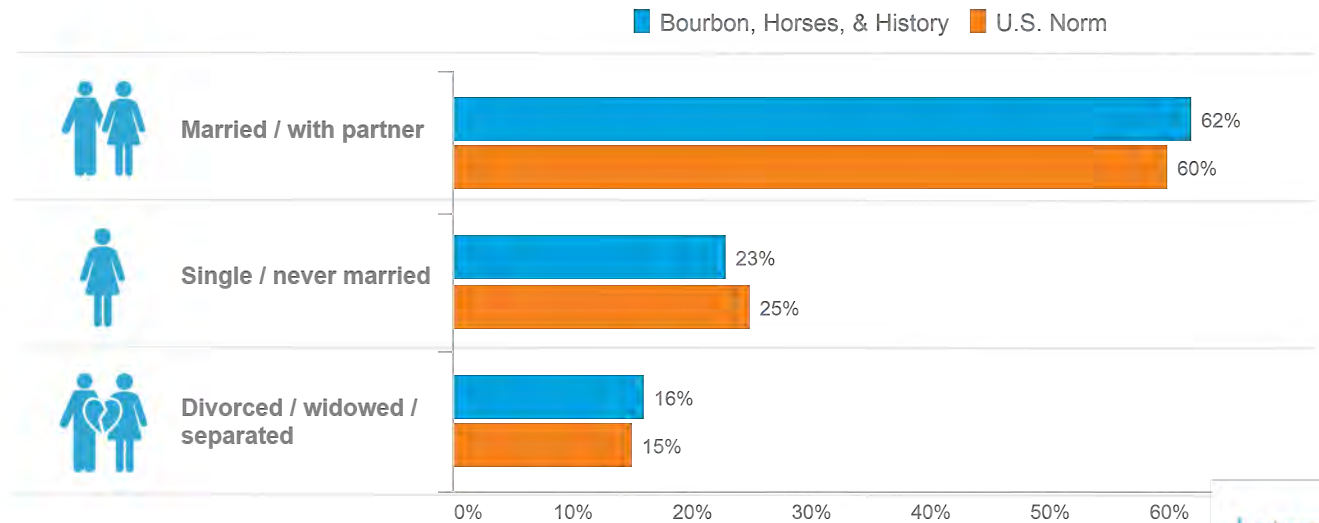
Gender



Age



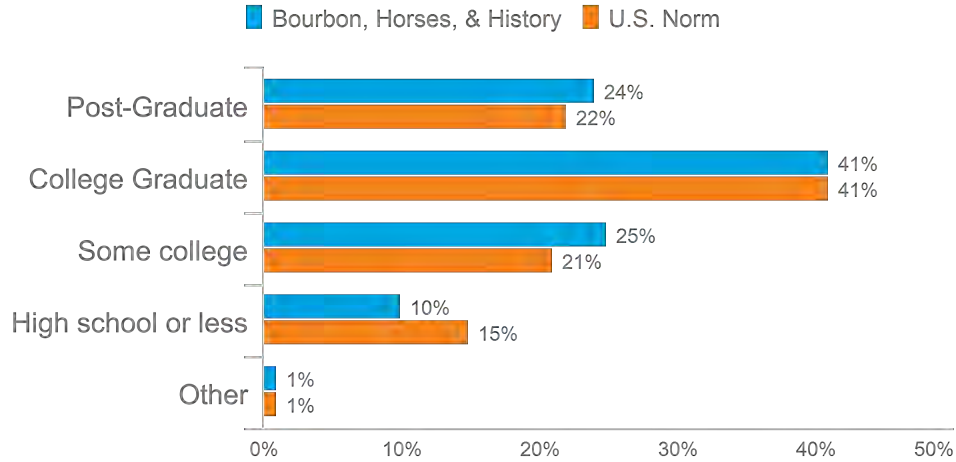
Marital Status



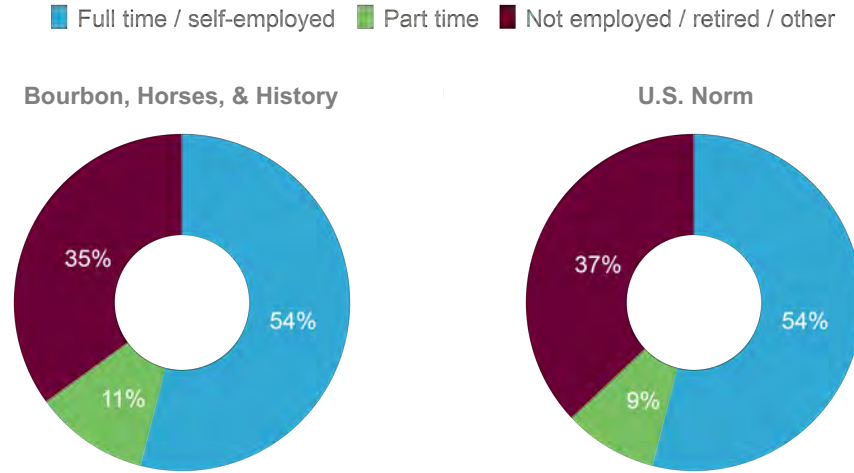
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: Overnight Person-Trips

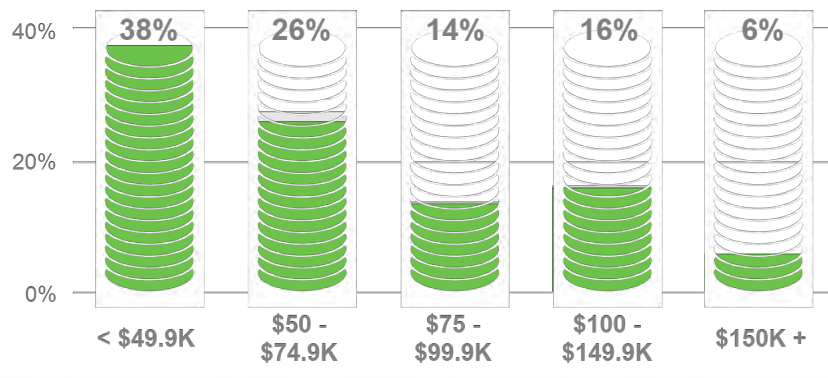
Education



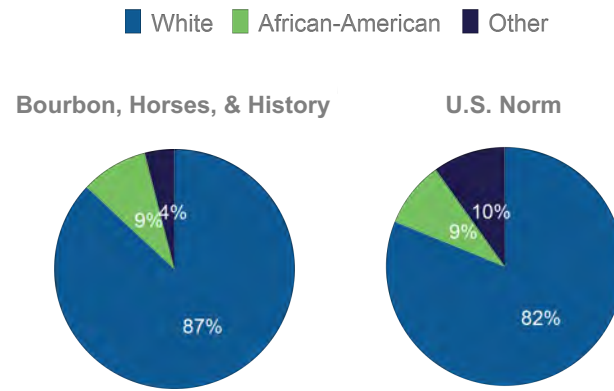
Employment



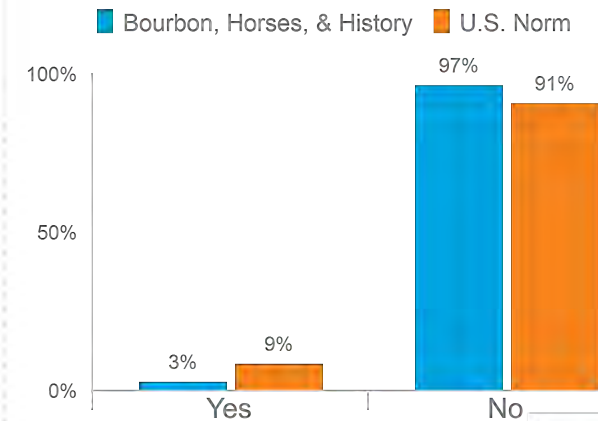
Household Income



Race

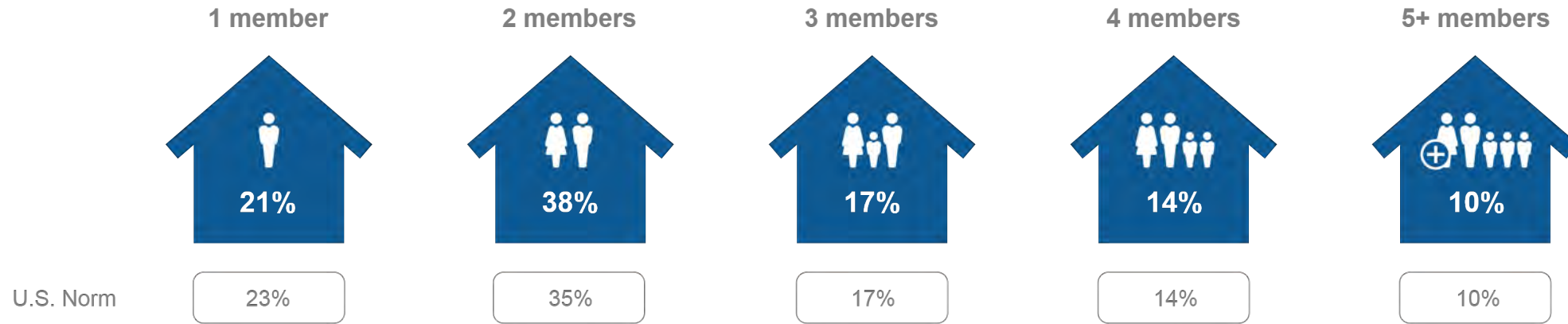


Hispanic Background



U.S. Norm

Household Size



Children in Household

