



Travel USA Visitor Profile

Northern Kentucky River 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 Northern Kentucky River 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 Northern Kentucky River Region, the following sample was achieved in 2018 & 2019:

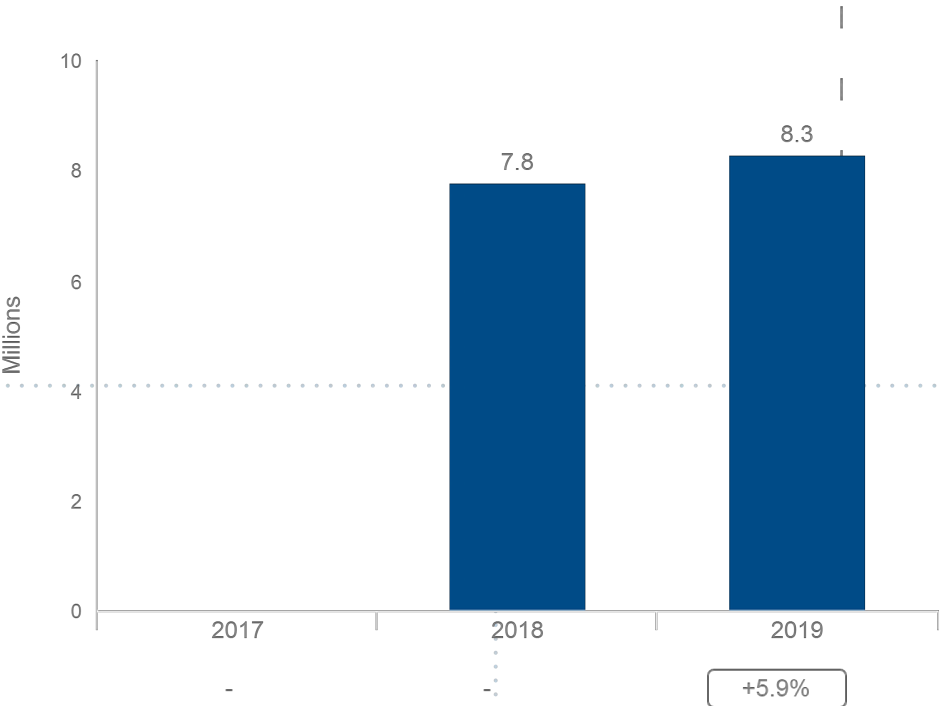


Day Base Size

504

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

Day Trips to Northern Kentucky River Region



Total Size of Northern Kentucky River Region Day Domestic Travel Market

Total Person-Trips

+6.2% vs. last year



Day
66% **8.3 Million**

Overnight
34% **4.2 Million**

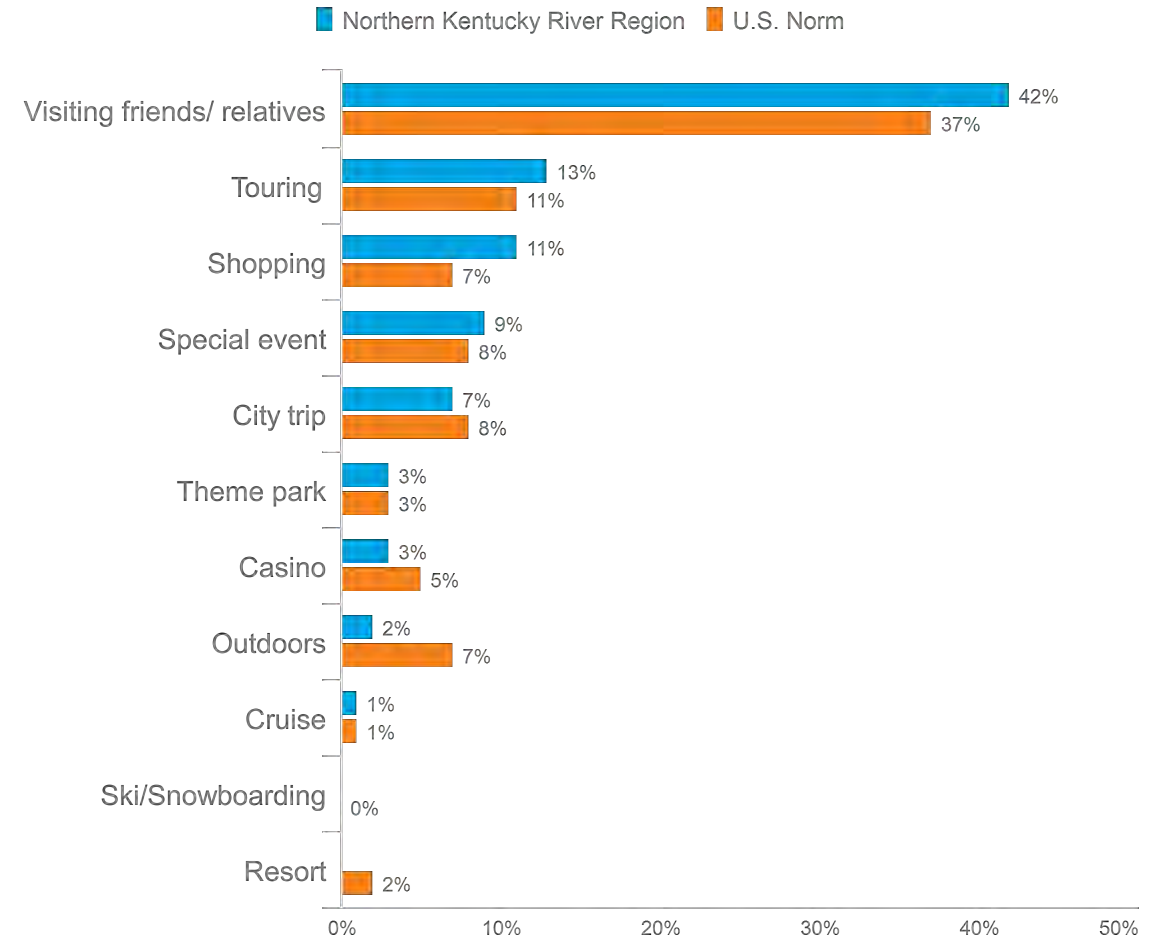
Northern Kentucky River Region's Day Trip Characteristics

Base: Day Person-Trips

Main Purpose of Trip

 42% Visiting friends/ relatives	
 13% Touring	 2% Conference/ Convention
 11% Shopping	
 9% Special event	
 7% City trip	
 3% Theme park	 6% Other business trip
 3% Casino	
 2% Outdoors	 2% Business-Leisure

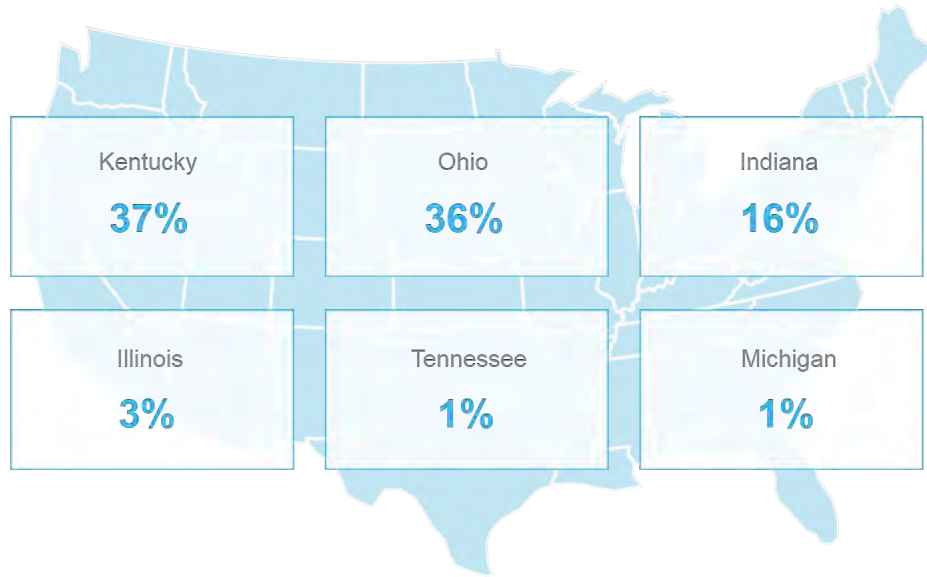
Main Purpose of Leisure Trip



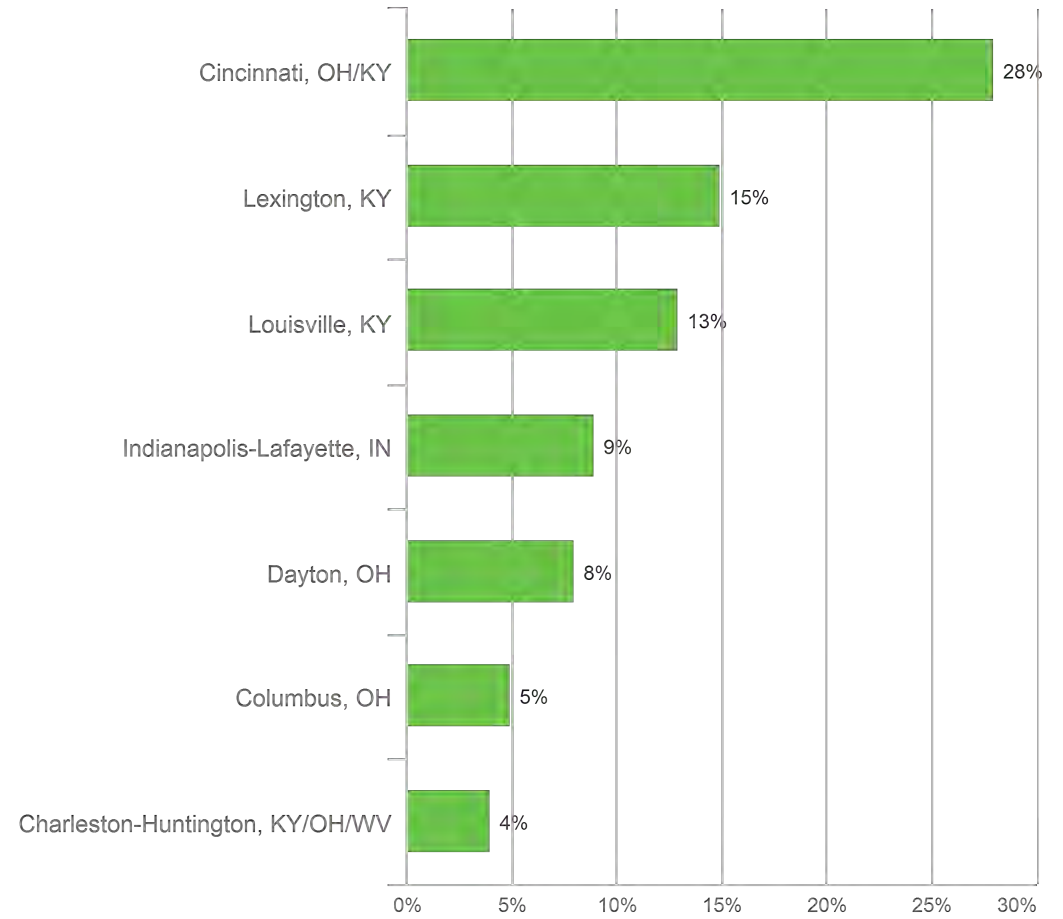
Northern Kentucky River Region's Day Trip Characteristics

Base: Day Person-Trips

State Origin Of Trip



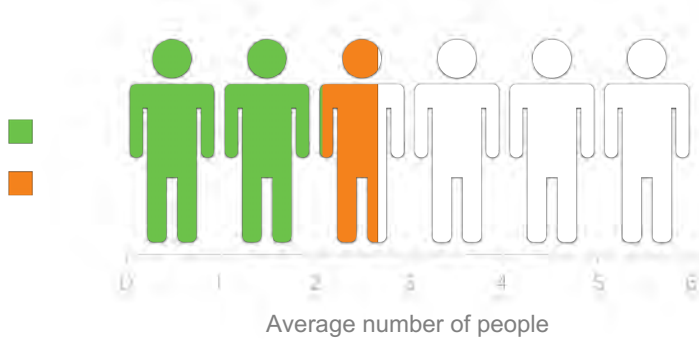
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Northern Kentucky River Region



Total
2.7

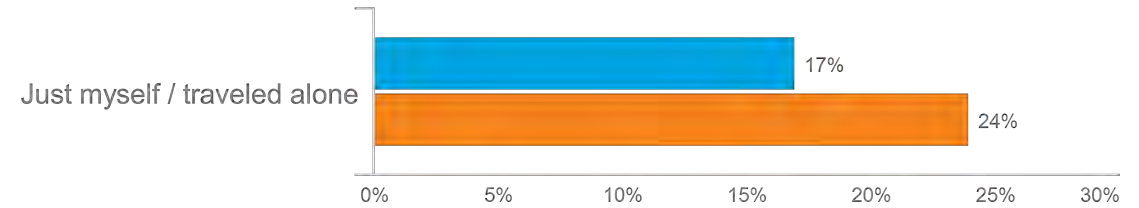
U.S. Norm



Total
2.6

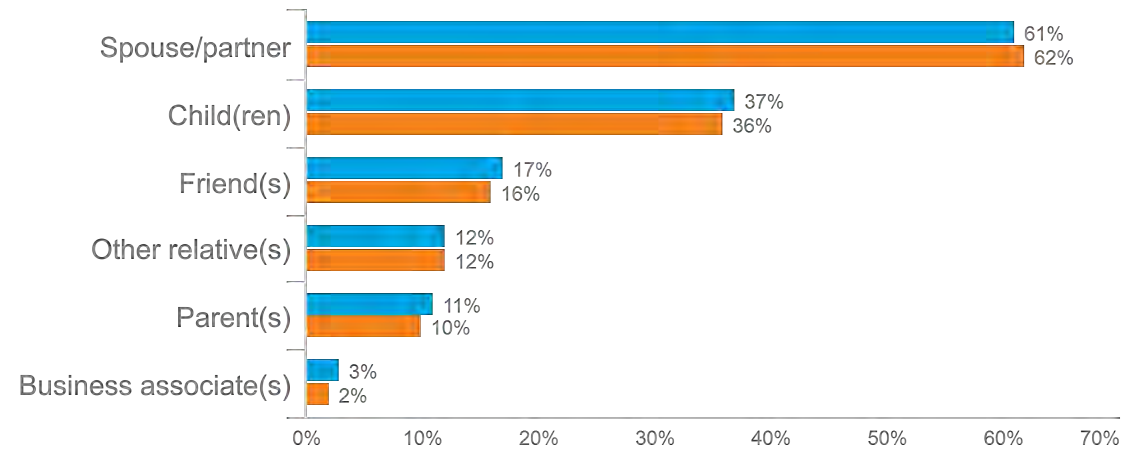
Percent Who Traveled Alone

■ Northern Kentucky River Region ■ U.S. Norm



Composition of Immediate Travel Party

■ Northern Kentucky River Region ■ U.S. Norm



Activities and Experiences (Top 10)

Shopping



30%

U.S. Norm
24%

Landmark/historic site



10%

U.S. Norm
7%

Museum



9%

U.S. Norm
7%

National/state park



6%

U.S. Norm
6%

Casino



6%

U.S. Norm
7%

Fine/upscale dining



5%

U.S. Norm
6%

Brewery



4%

U.S. Norm
3%

Fair/exhibition/festival



4%

U.S. Norm
4%

Zoo



4%

U.S. Norm
4%

Business Meeting



4%

U.S. Norm
3%

Activities of Special Interest (Top 5)

Northern Kentucky River Region






Historic places	25%
Cultural activities/Attractions	13%
Brewery Tours/Beer Tasting	6%
Exceptional Culinary Experiences	5%
Religious Travel	4%

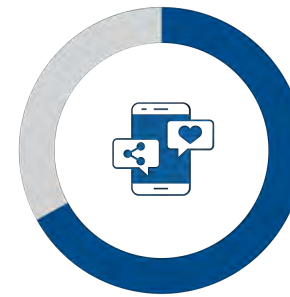
Activities of Special Interest (Top 5)

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

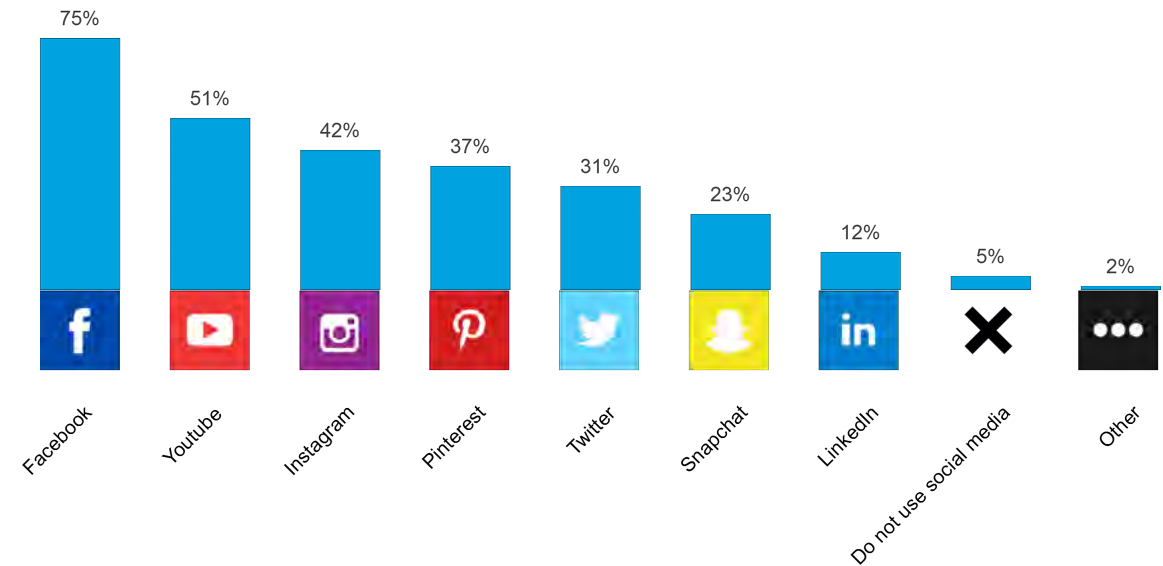
	Northern Kentucky River Region	U.S. Norm
 Used any social media	62%	57%
 Read online travel reviews that influenced my travel decisions	26%	23%
 Saw a video or photo on social media that inspired me to visit	24%	16%
 Shared travel stories/photos/videos on social media	23%	24%
 Followed a destination on social media	19%	12%



67%

Followed Influencer

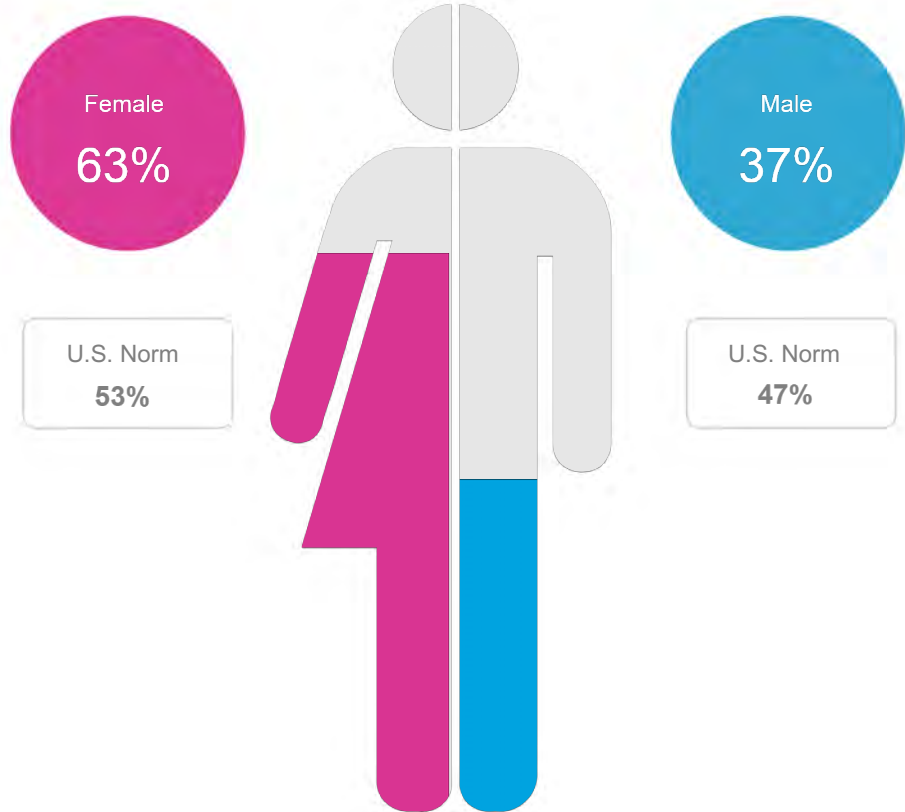
Social media platforms used in general



Demographic Profile of Day Northern Kentucky River Region Visitors

Base: Day Person-Trips

Gender



Age

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

Northern Kentucky River Region

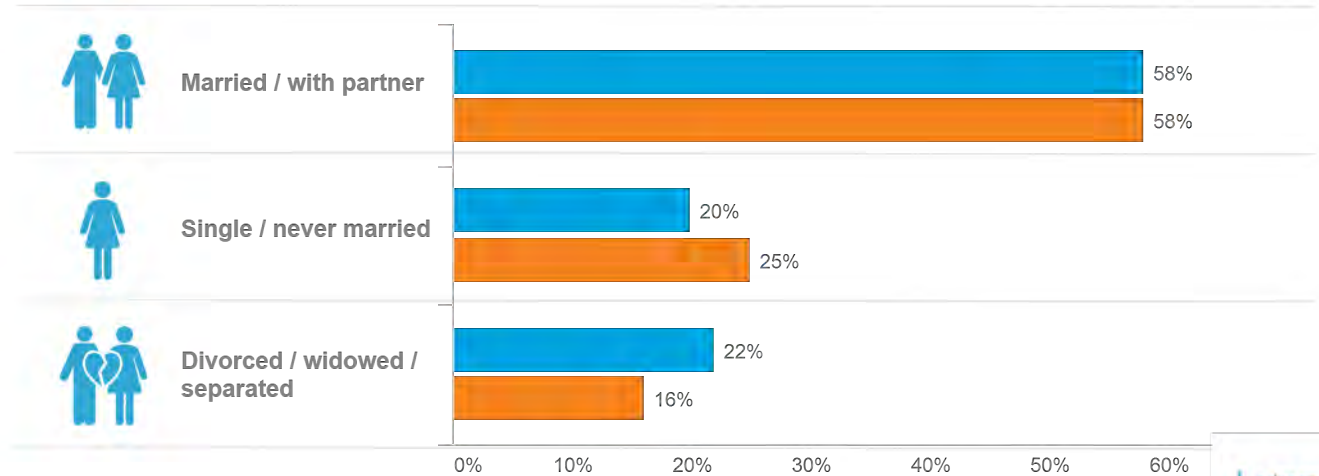


U.S. Norm



Marital Status

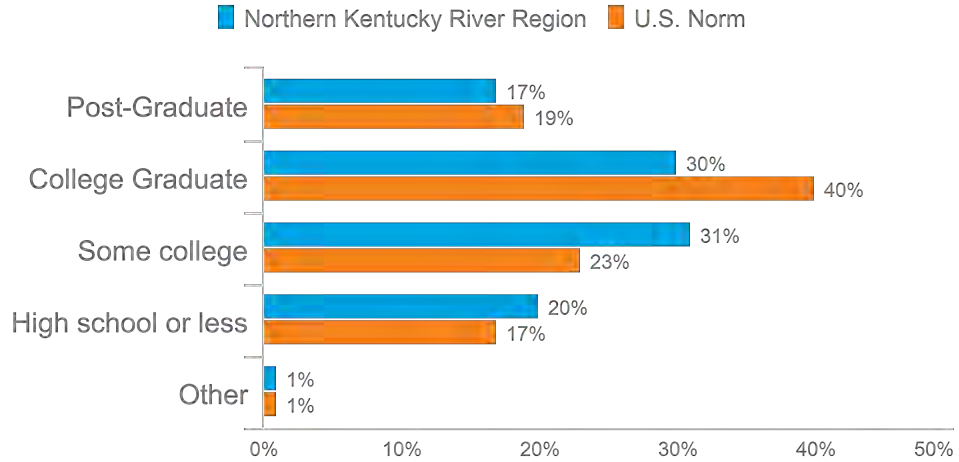
Northern Kentucky River Region U.S. Norm



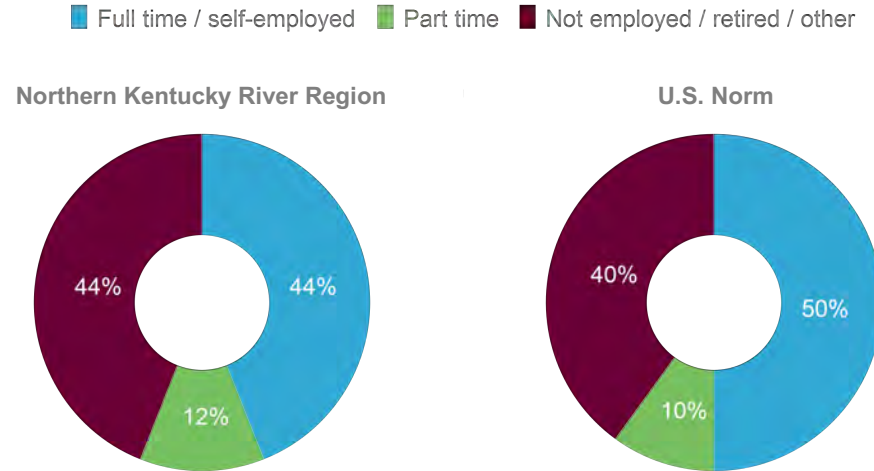
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Base: Day Person-Trips

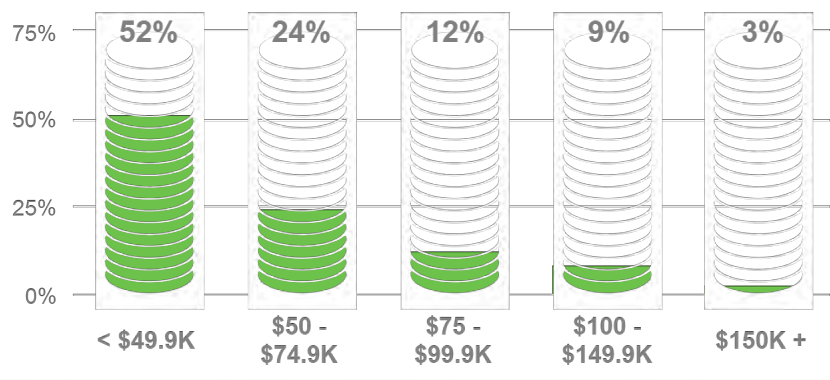
Education



Employment

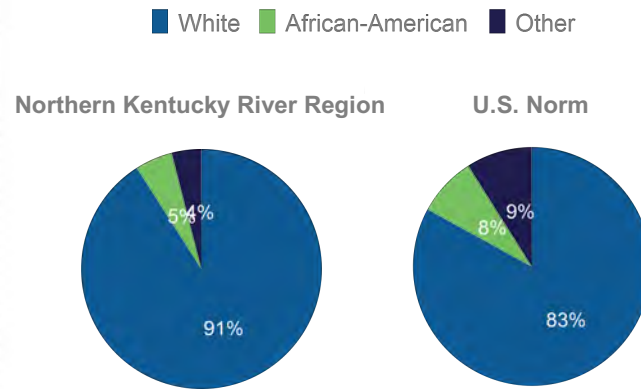


Household Income

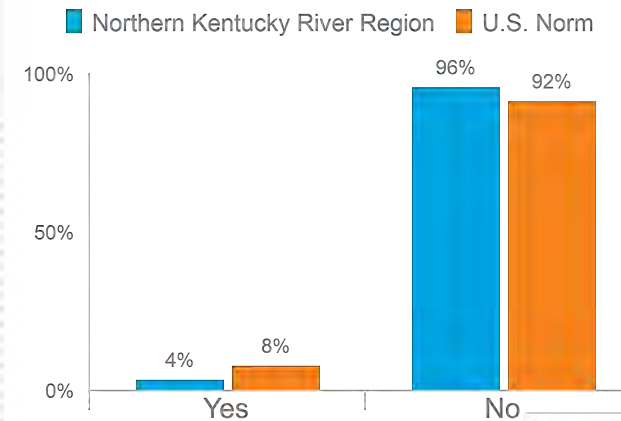


U.S. Norm: 46%, 21%, 13%, 14%, 5%

Race



Hispanic Background

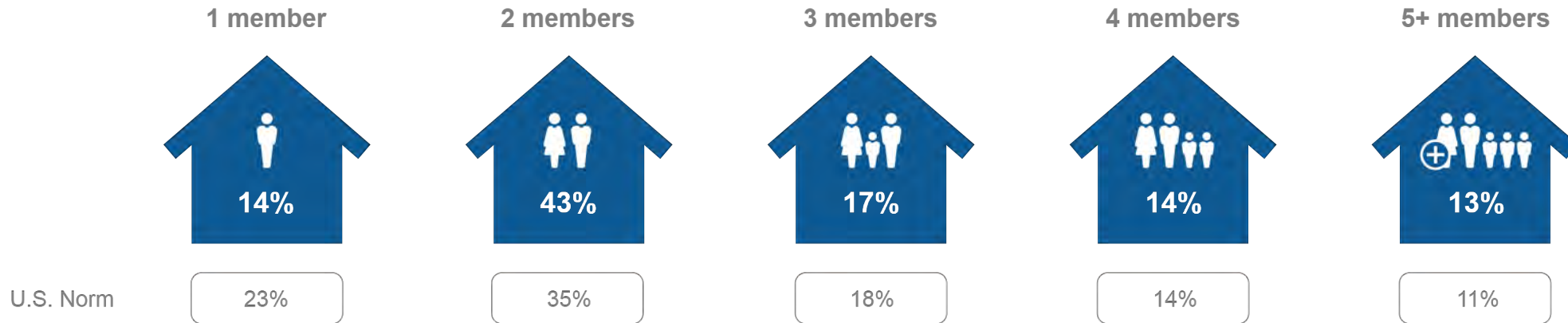


Demographic Profile of Day Northern Kentucky River Region Visitors

Base: Day Person-Trips

* n < 250

Household Size



Children in Household

