



# 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 and 2019:

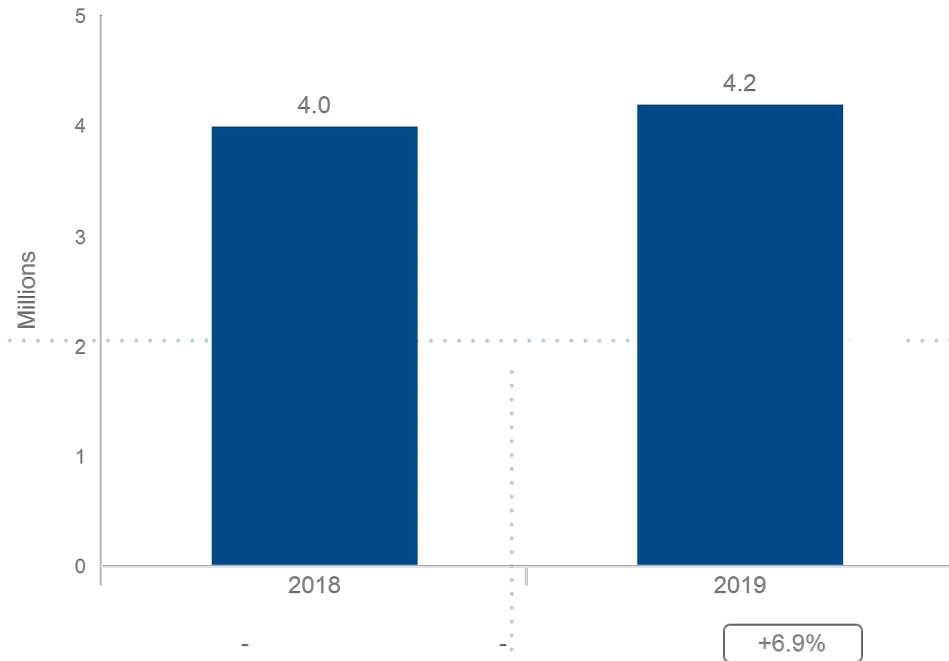


Overnight Base Size

659

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

## Overnight Trips to Northern Kentucky River Region



## Total Size of Northern Kentucky River Region Overnight Domestic Travel Market

Total Person-Trips

+6.2% vs. last year














Day  
66% 8.3 Million

Overnight  
34% 4.2 Million

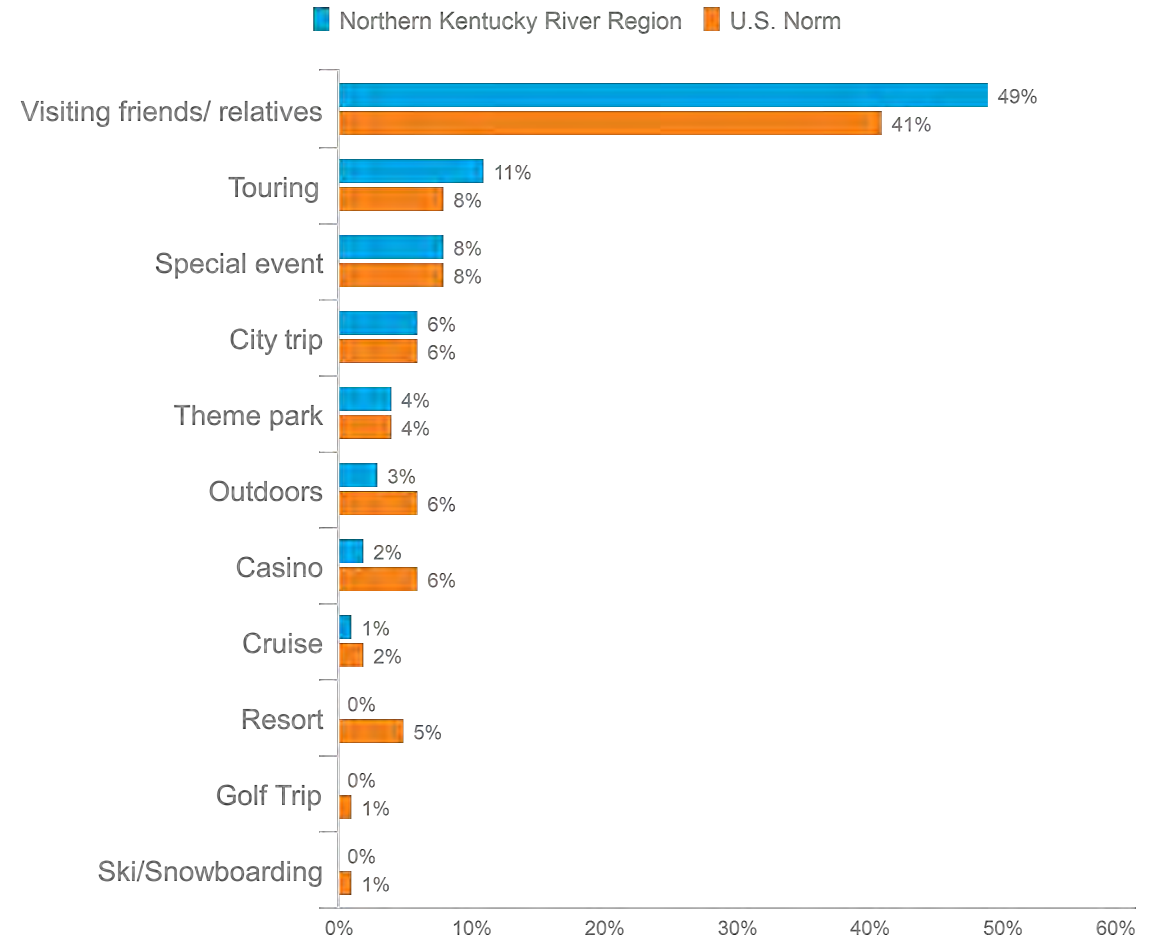
# Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Main Purpose of Trip

 <b>49%</b> Visiting friends/ relatives	
 <b>11%</b> Touring	 <b>3%</b> Conference/ Convention
 <b>8%</b> Special event	
 <b>6%</b> City trip	
 <b>4%</b> Theme park	 <b>7%</b> Other business trip
 <b>3%</b> Outdoors	
 <b>2%</b> Casino	 <b>4%</b> Business-Leisure
 <b>1%</b> Cruise	

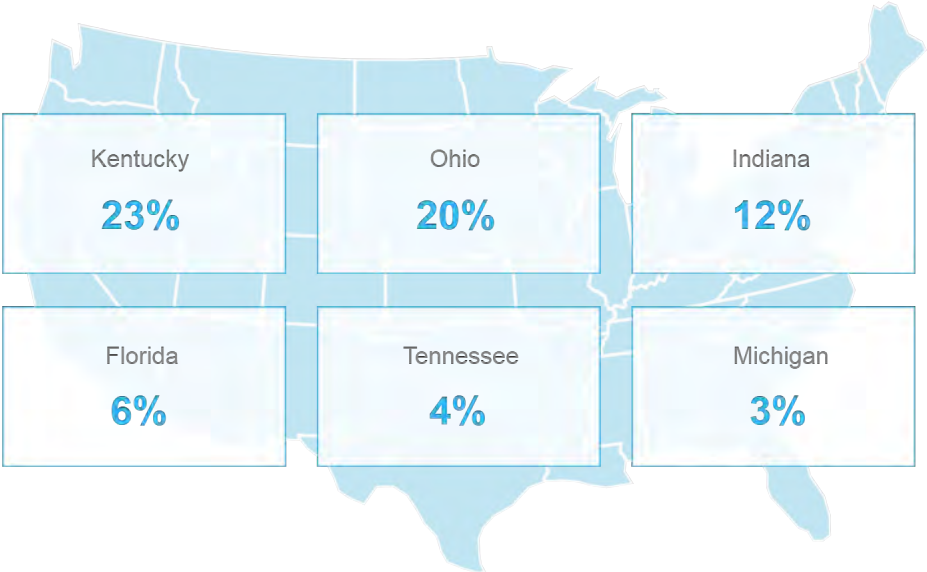
## Main Purpose of Leisure Trip



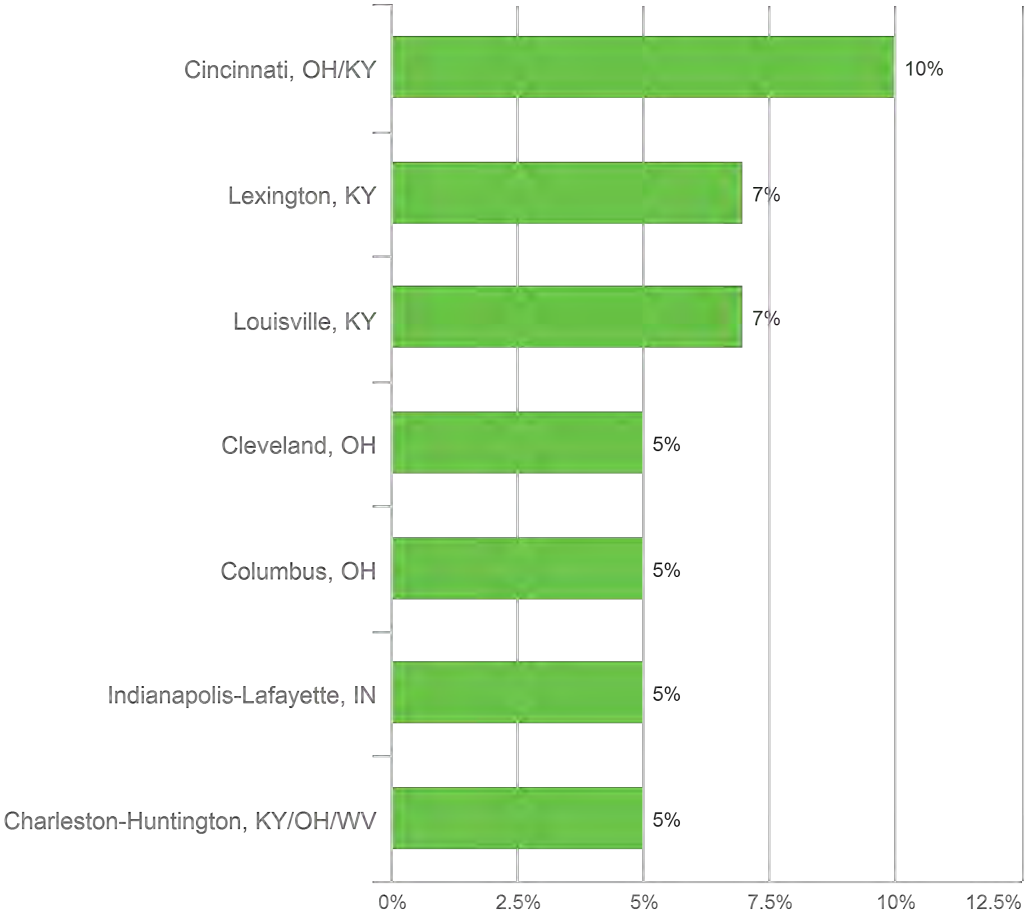
# Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

### State Origin Of Trip



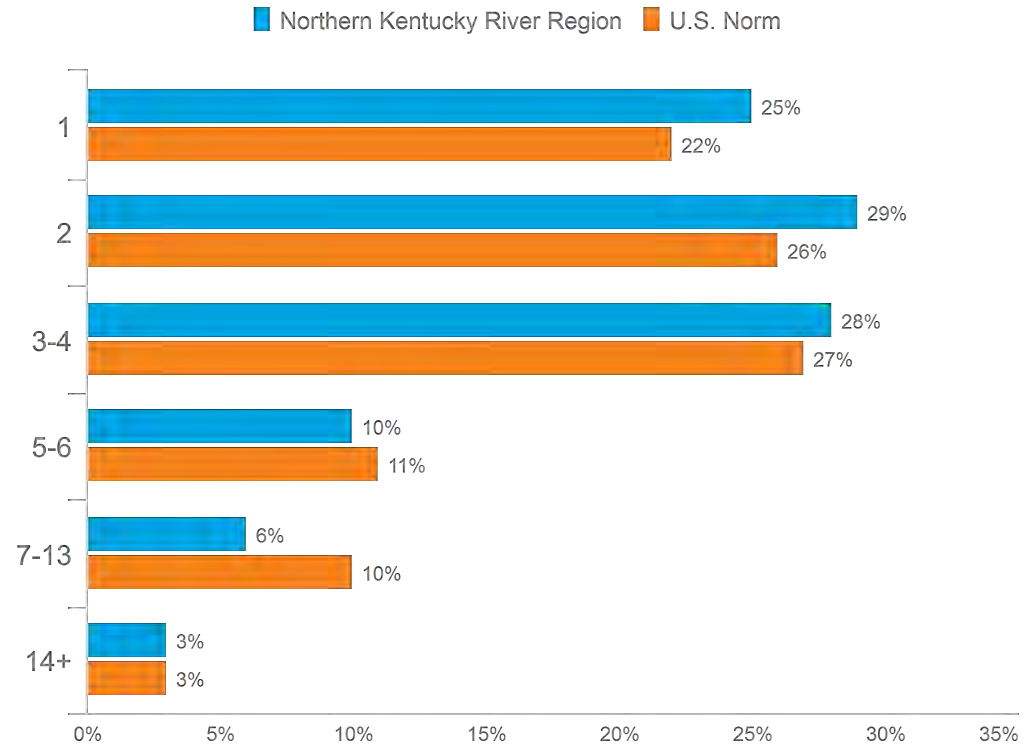
### DMA Origin Of Trip



# Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Total Nights Away on Trip



Northern Kentucky River Region

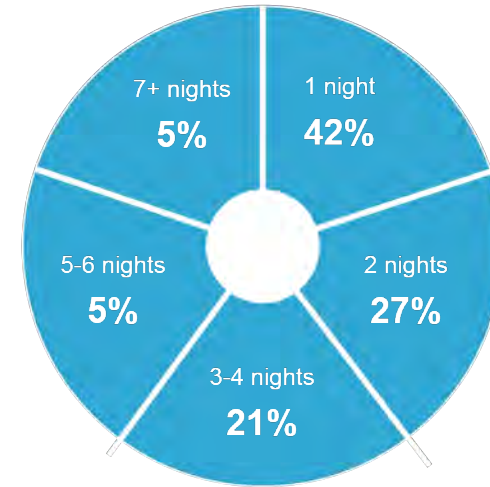
**3.5**

Average Nights

U.S. Norm

**3.8**

Average Nights



## Nights Spent in Northern Kentucky River Region

Average number of nights

**2.8**

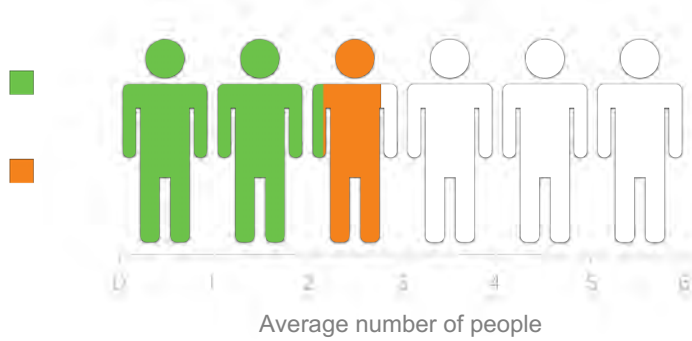
# Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Size of Travel Party

■ Adults ■ Children

### Northern Kentucky River Region



Total  
**2.8**

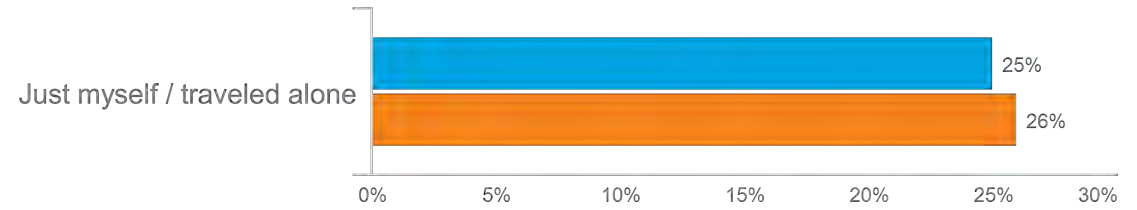
### U.S. Norm



Total  
**2.7**

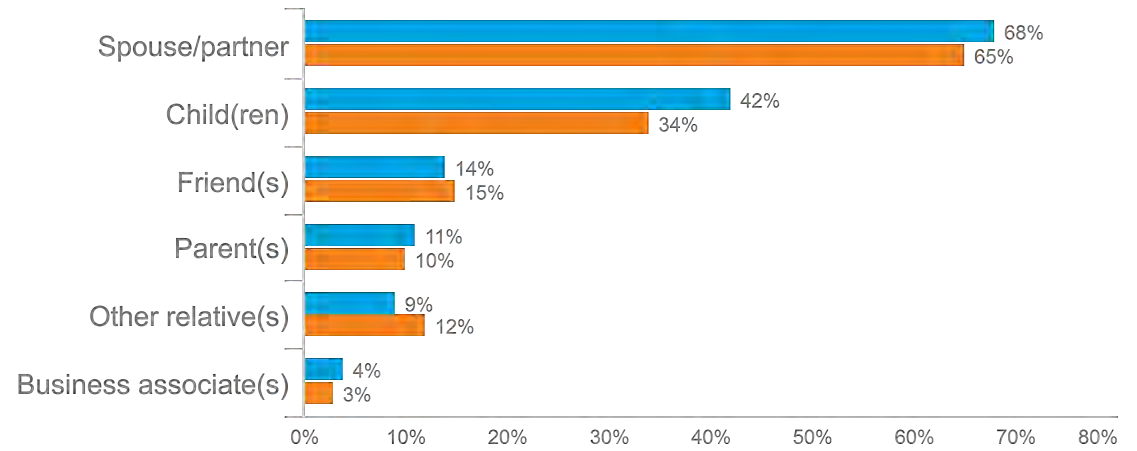
## Percent Who Traveled Alone

■ Northern Kentucky River Region ■ U.S. Norm



## Composition of Immediate Travel Party

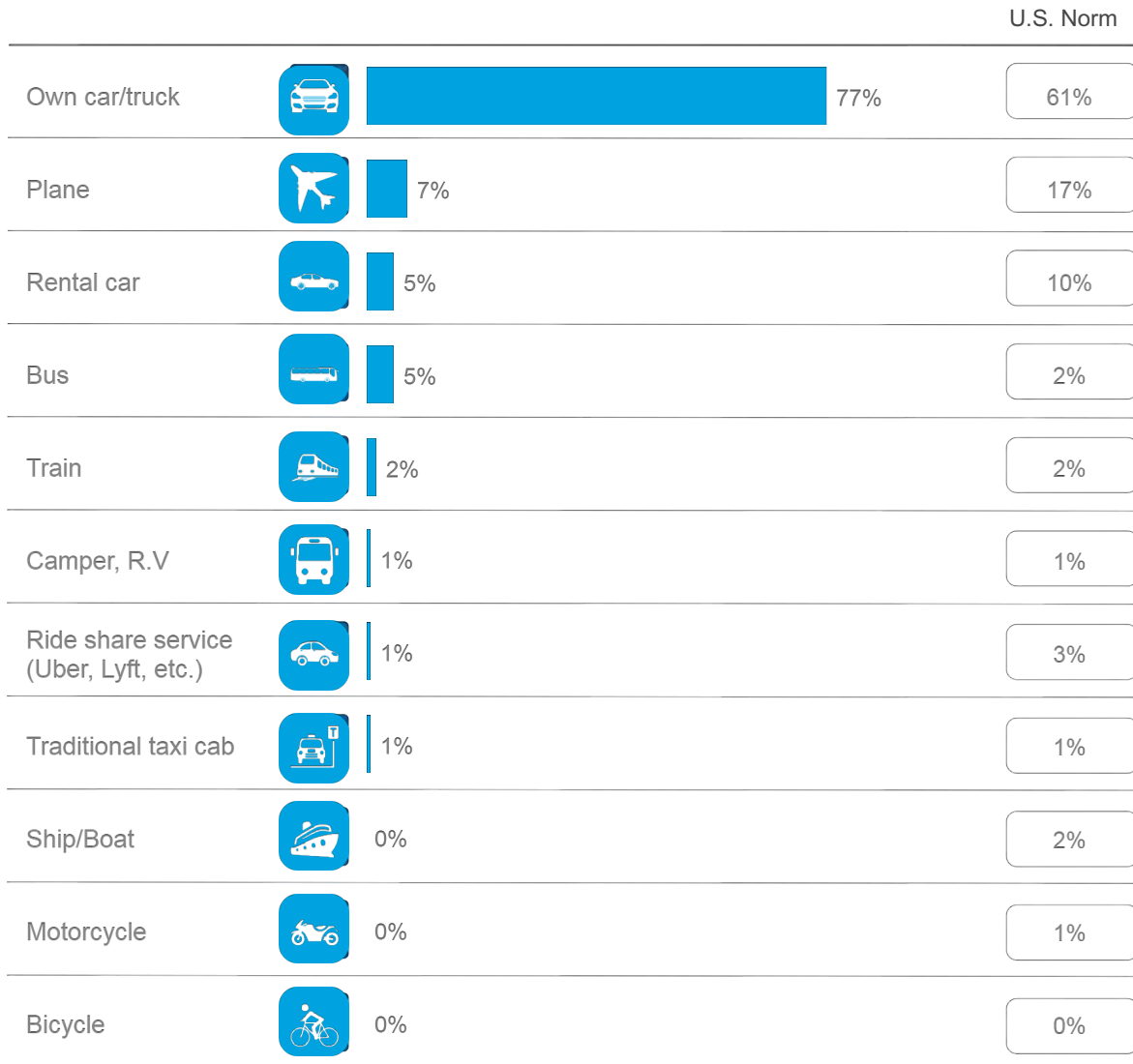
■ Northern Kentucky River Region ■ U.S. Norm



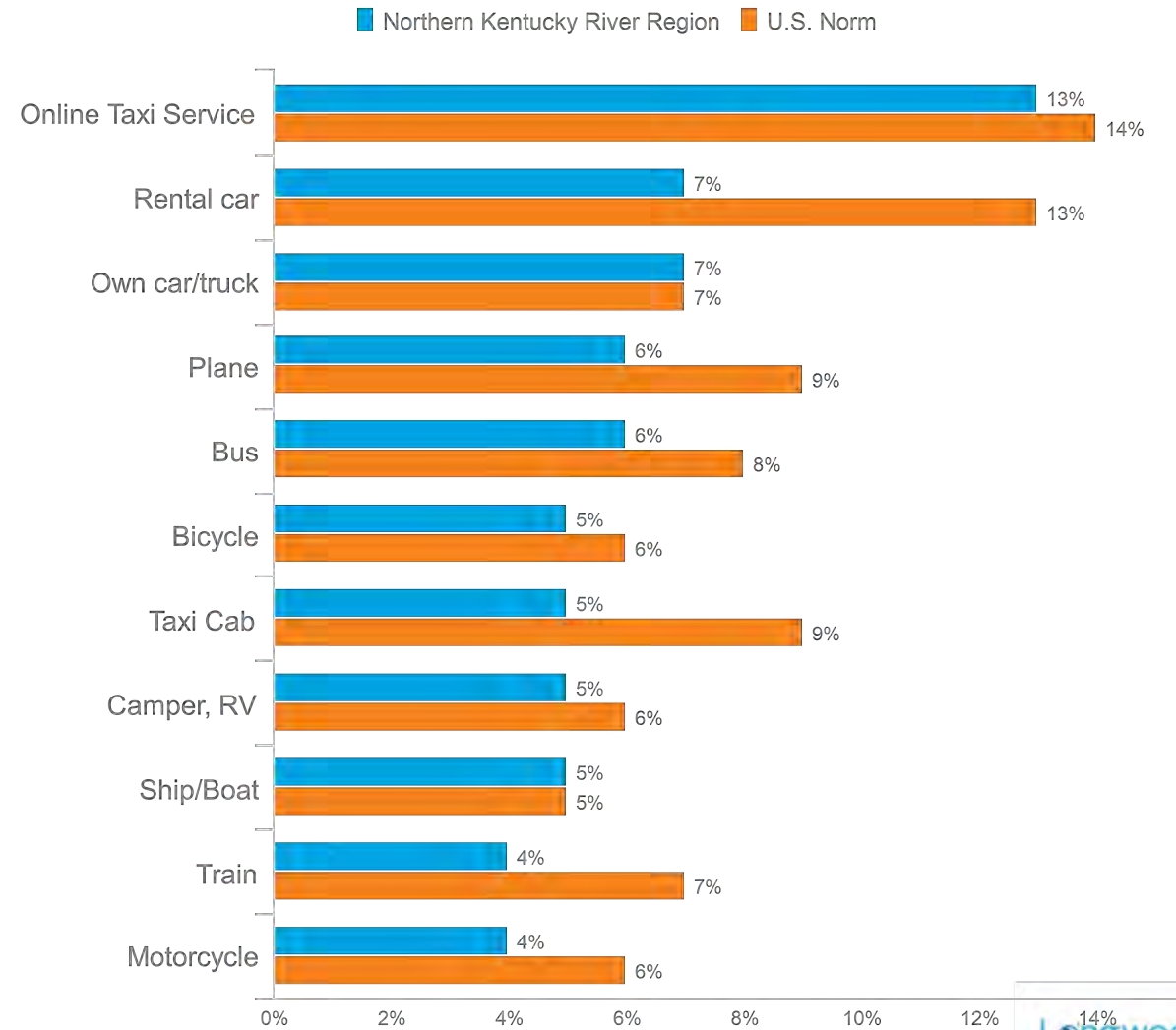
# Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

## Primary Method of Transportation

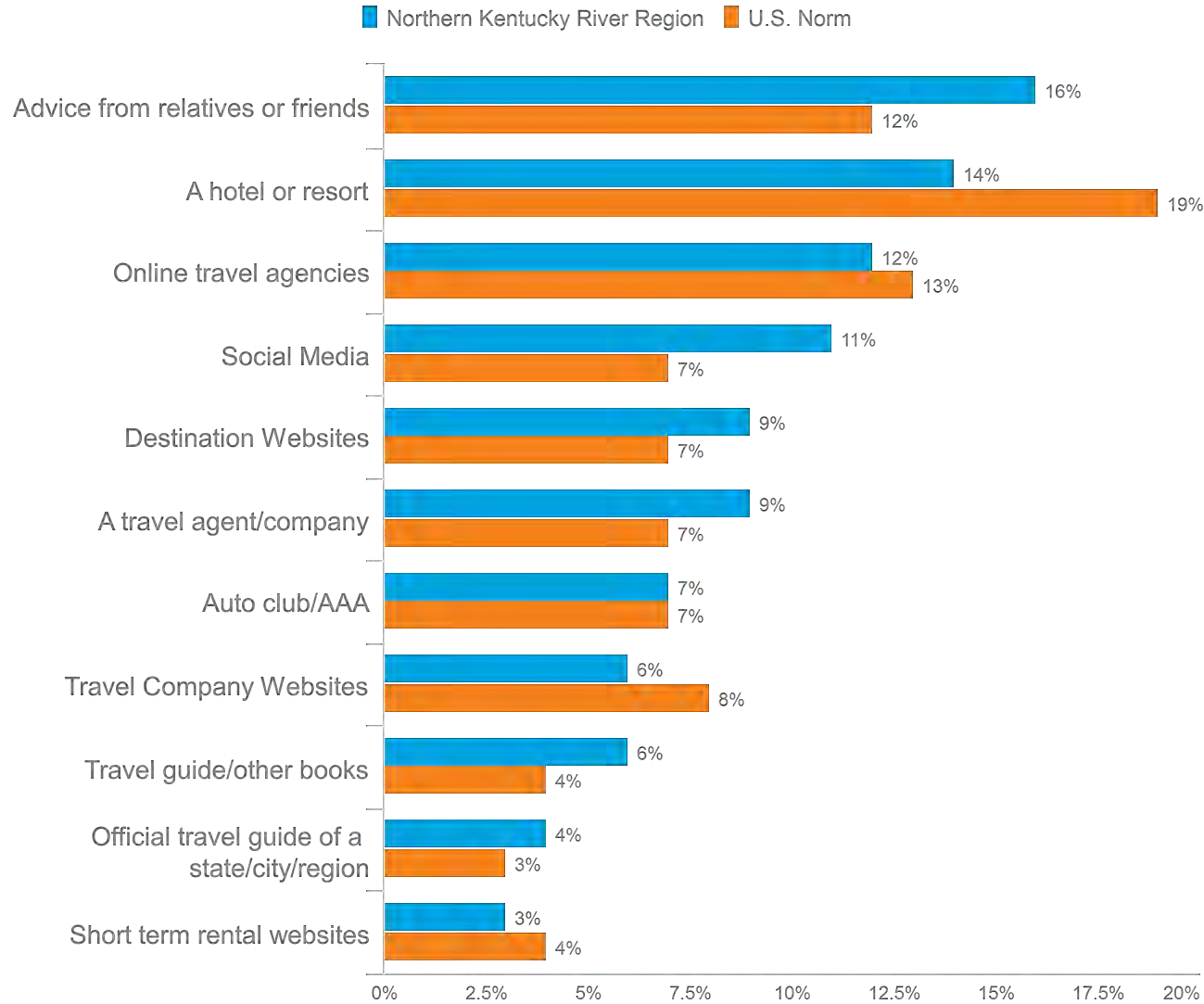


## Other Transportation





## Trip Planning Information Sources



## Length of Trip Planning

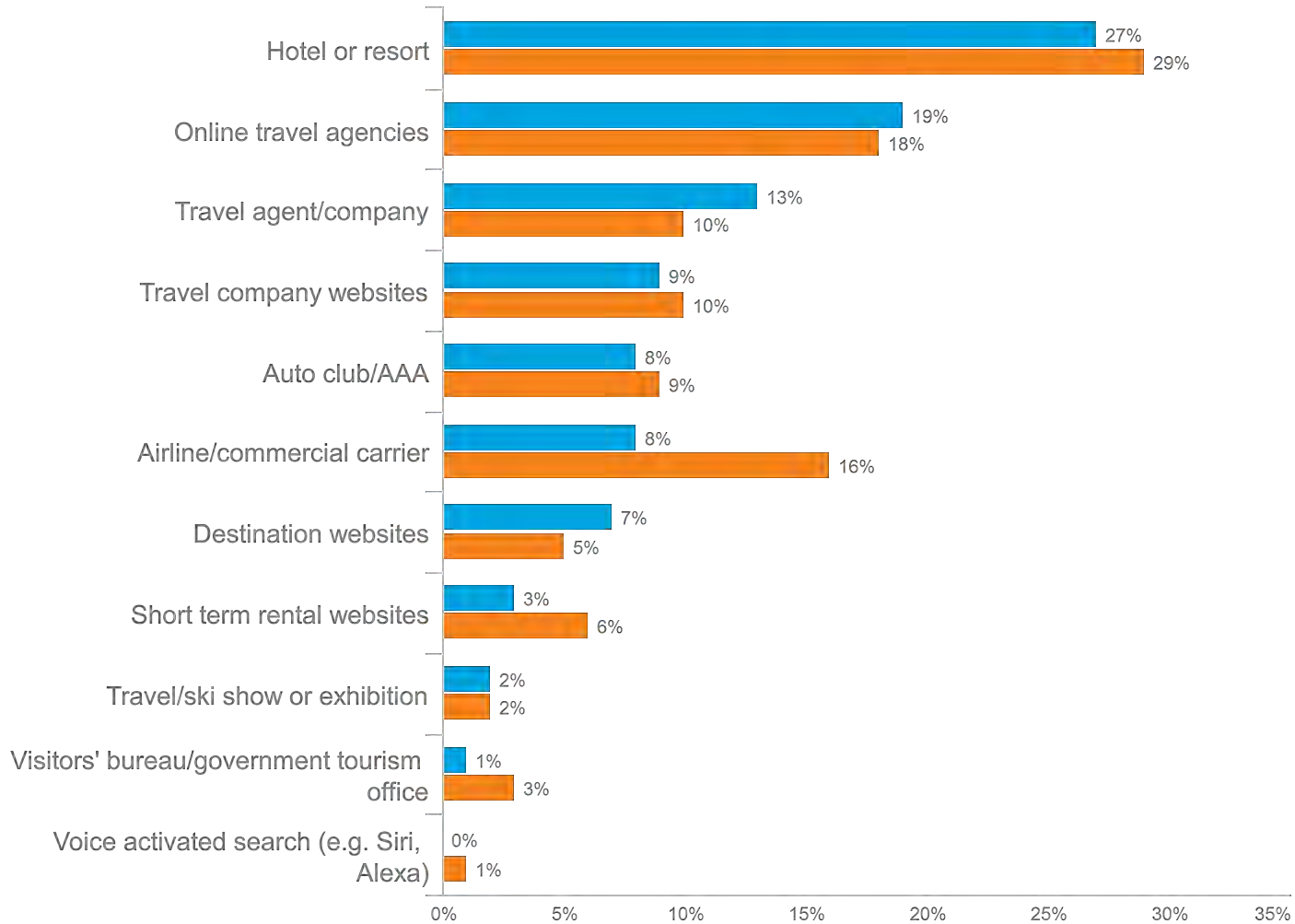
	Northern Kentucky River Region (%)	U.S. Norm (%)
More than 1 year in advance	4%	4%
6-12 months	10%	14%
3-5 months	17%	18%
2 months	14%	17%
1 month or less	35%	33%
Did not plan anything in advance	20%	14%

# Northern Kentucky River Region's Overnight Trip Characteristics








Base: Overnight Person-Trips

## Method of Booking

■ Northern Kentucky River Region ■ U.S. Norm



## Accommodations

	Northern Kentucky River Region	U.S. Norm
 Home of friends or relatives	26%	22%
 Other hotel	25%	22%
 Motel	22%	16%
 Resort hotel	15%	23%
 Other	6%	5%
 Campground / trailer park / RV park	4%	4%
 Bed & breakfast	3%	5%

## Activities and Experiences (Top 10)

Shopping



**30%**

30%  
29%

Museum



**17%**

17%  
10%

Landmark/historic site



**14%**

14%  
12%

Bar/nightclub



**12%**

12%  
14%

National/state park



**10%**

10%  
9%

Casino



**9%**

9%  
12%

Theme park



**8%**

8%  
7%

Zoo



**8%**

8%  
5%

Swimming



**7%**

7%  
13%

Hiking/backpacking



**7%**

7%  
7%

## Activities of Special Interest (Top 5)

Northern Kentucky River Region

Historic places	<b>24%</b>
Cultural activities/Attractions	<b>18%</b>
Religious Travel	<b>10%</b>
Brewery Tours/Beer Tasting	<b>8%</b>
Winery Tours/Tasting	<b>8%</b>






## Activities of Special Interest (Top 5)

U.S. Norm






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

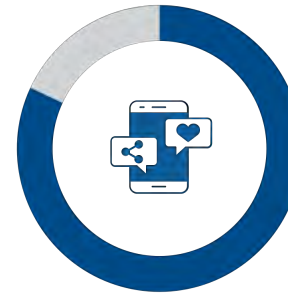
# Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Northern Kentucky River Region	U.S. Norm	Northern Kentucky River Region	U.S. Norm
	Used any device	<b>85%</b>	<b>84%</b>	<b>78%</b>	<b>79%</b>
	Laptop	<b>37%</b>	<b>39%</b>	<b>28%</b>	<b>26%</b>
	Desktop/Home computer	<b>35%</b>	<b>38%</b>	<b>0%</b>	<b>0%</b>
	Smartphone	<b>33%</b>	<b>30%</b>	<b>63%</b>	<b>63%</b>
	Tablet	<b>17%</b>	<b>14%</b>	<b>25%</b>	<b>22%</b>

## Online Social Media Use by Travelers

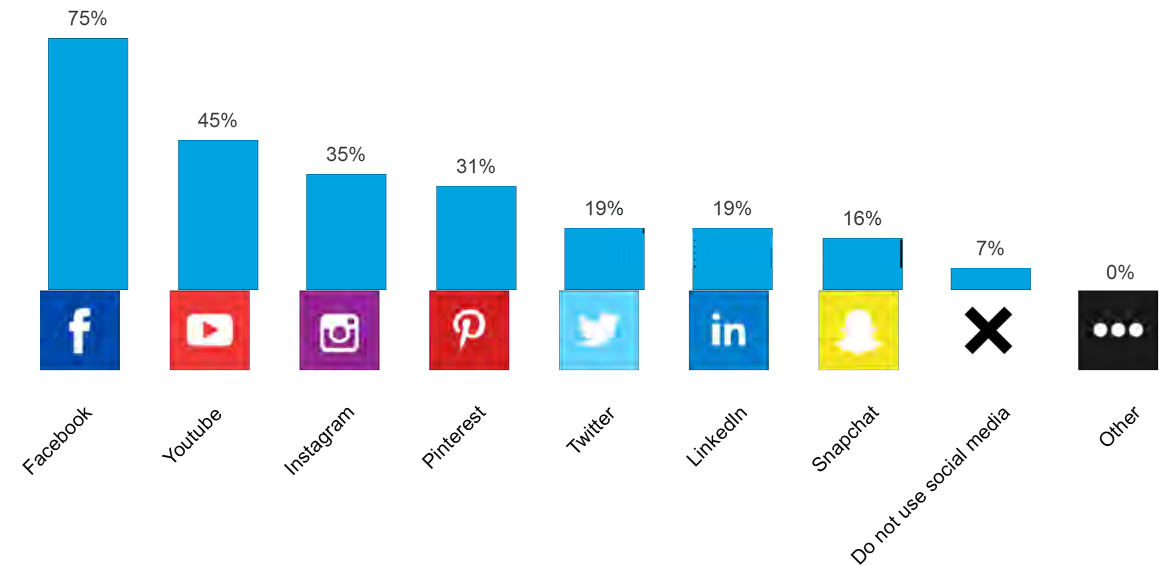
	Northern Kentucky River Region	U.S. Norm
 Used any social media	57%	55%
 Shared travel stories/photos/videos on social media	26%	24%
 Saw a video or photo on social media that inspired me to visit	23%	14%
 Read online travel reviews that influenced my travel decisions	20%	22%
 Clicked through on a travel advertisement seen on social media	18%	13%





















**82%**

Followed Influencer

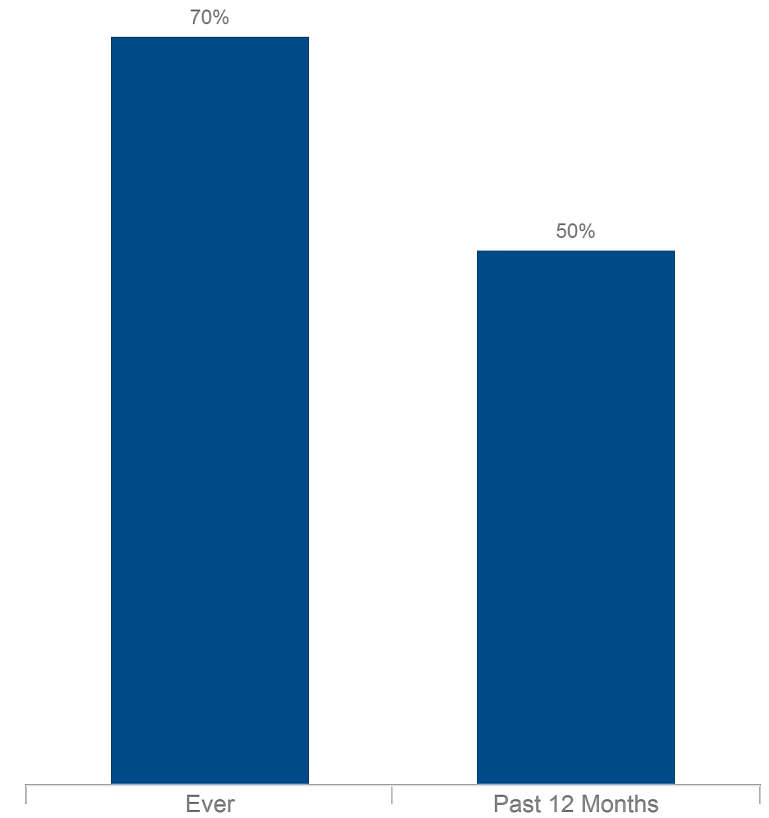
## Social media platforms used in general



## % Very Satisfied with Trip

	Overall trip experience		68%
	Friendliness of people		61%
	Safety and Security		58%
	Quality of accommodations		57%
	Cleanliness		55%
	Quality of food		54%
	Sightseeing and attractions		50%
	Value for money		47%
	Music/nightlife/entertainment		38%

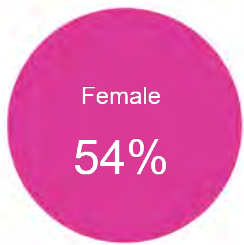
## Past Visitation to Northern Kentucky River Region



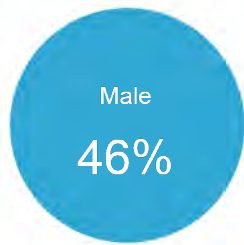
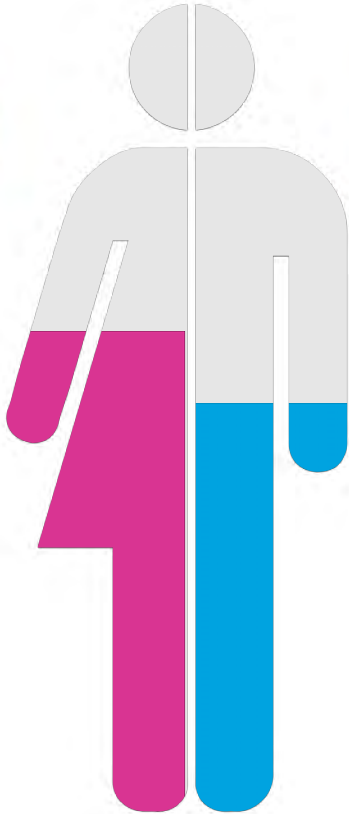
# Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: Overnight Person-Trips

## Gender



U.S. Norm  
50%



U.S. Norm  
50%

## Age

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

### Northern Kentucky River Region

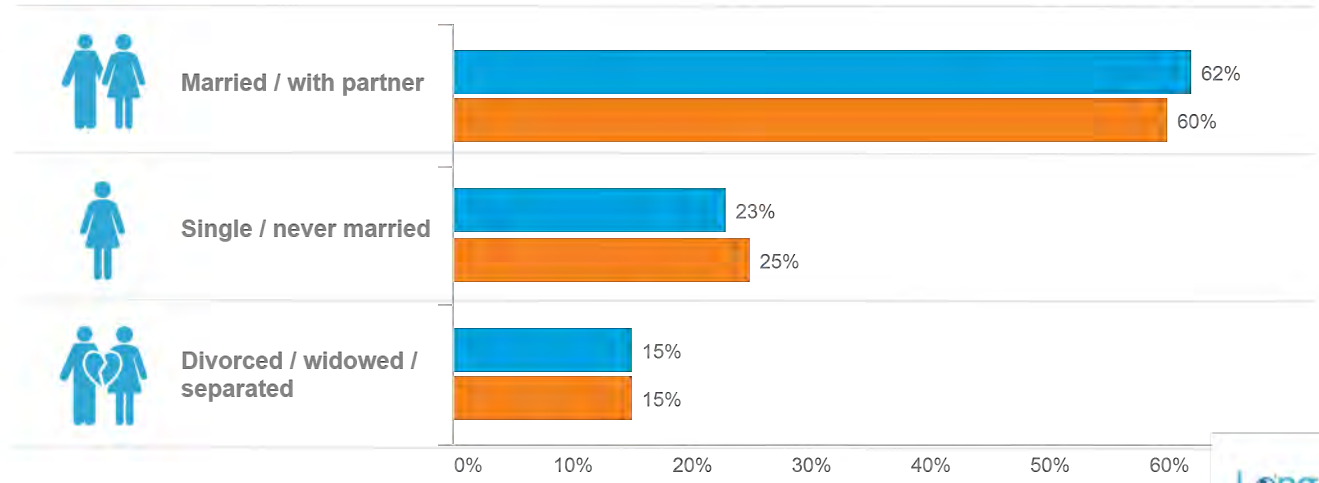


### U.S. Norm



## Marital Status

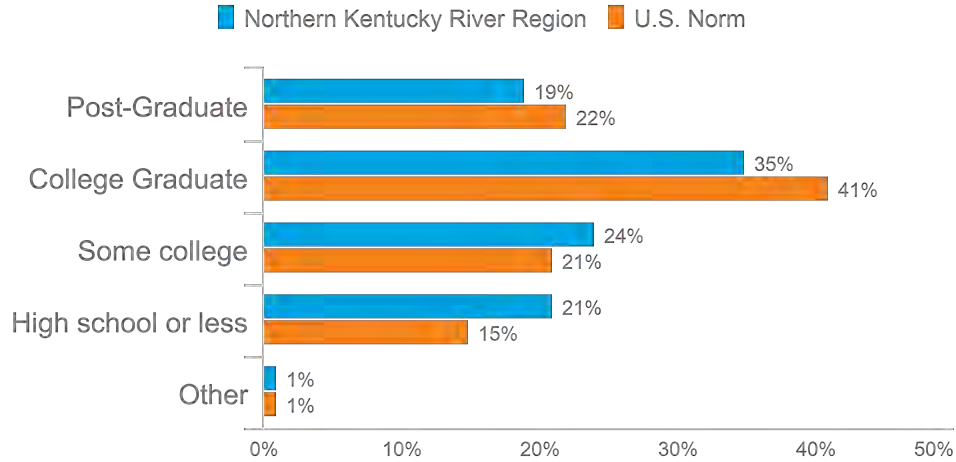
Northern Kentucky River Region U.S. Norm



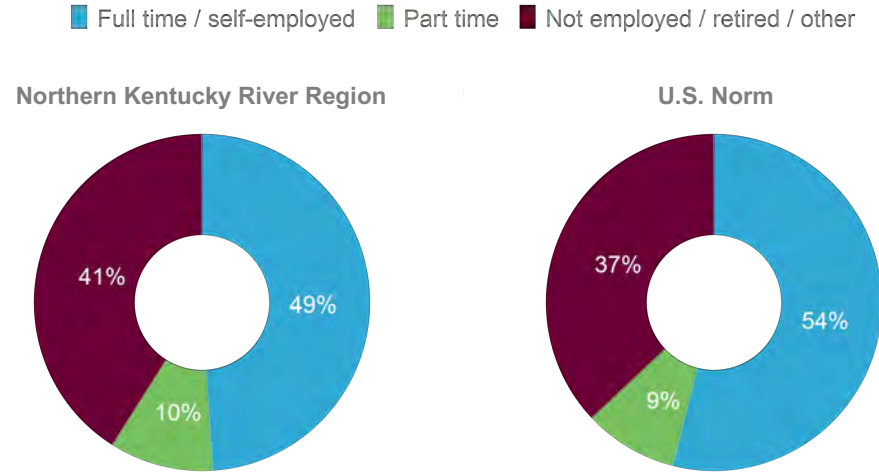
# Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: Overnight Person-Trips

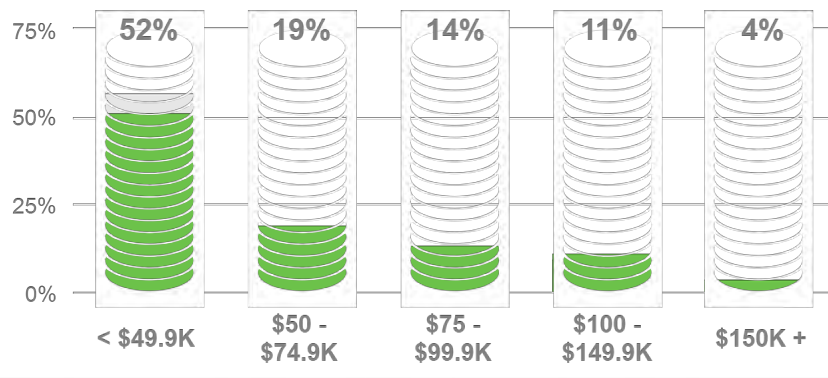
## Education



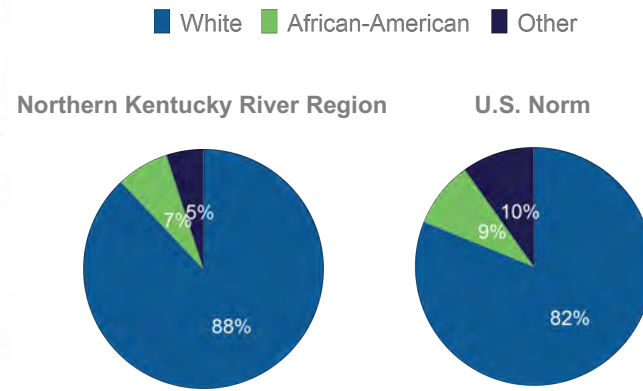
## Employment



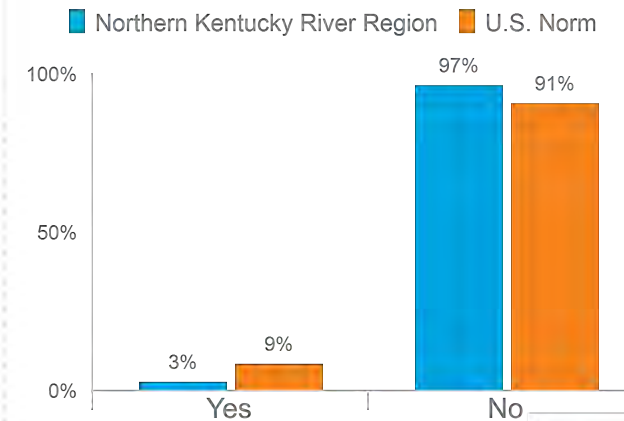
## Household Income



## Race



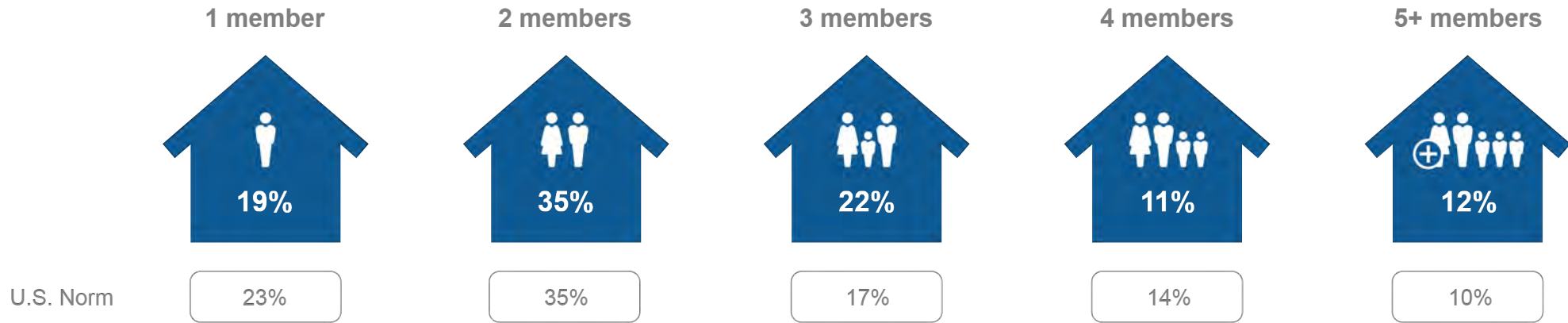
## Hispanic Background



U.S. Norm



## Household Size



## Children in Household

