



## Travel USA Visitor Profile

Kentucky's Southern Shorelines 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 Kentucky's Southern Shorelines' 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 Kentucky's Southern Shorelines, the following sample was achieved in 2018 & 2019:

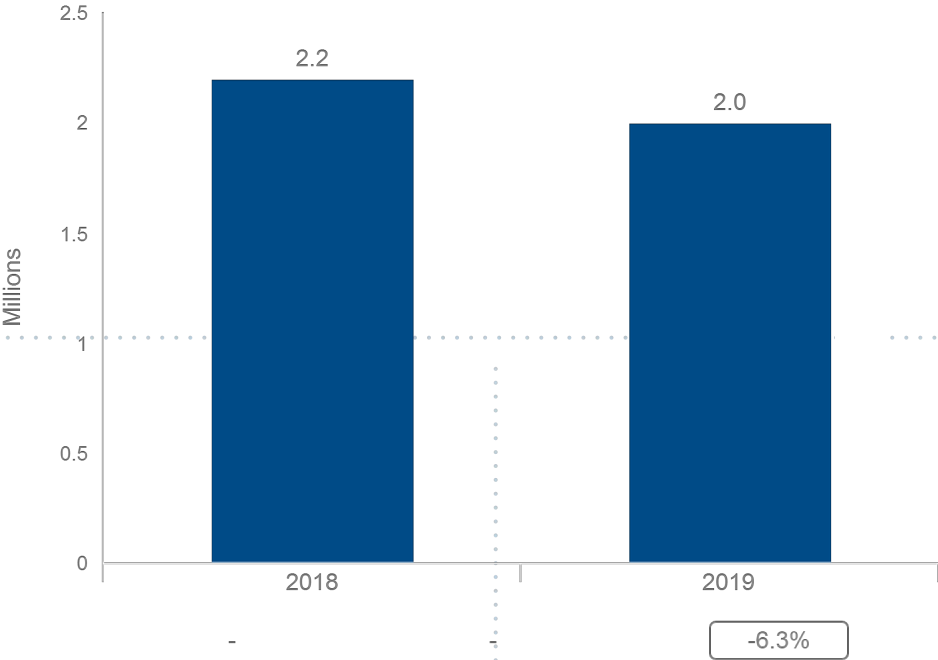


Overnight Base Size

321

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

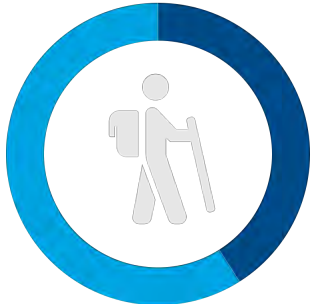
## Overnight Trips to Kentucky's Southern Shorelines



## Total Size of Kentucky's Southern Shorelines Overnight Domestic Travel Market

Total Person-Trips

-1.9% vs. last year














Day	59%	2.9 Million
Overnight	41%	2.0 Million

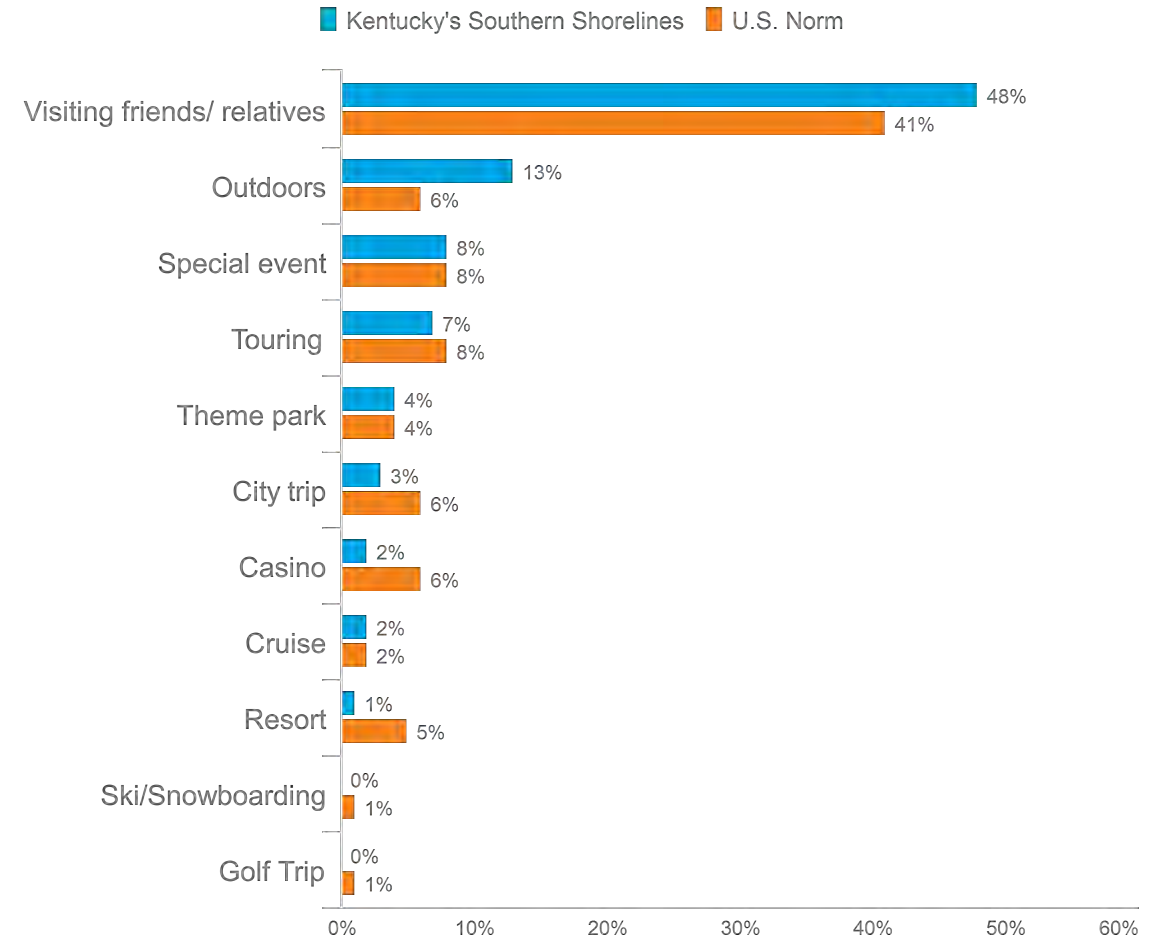
# Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Main Purpose of Trip

 <b>48%</b> Visiting friends/ relatives	
 <b>13%</b> Outdoors	 <b>4%</b> Conference/ Convention
 <b>8%</b> Special event	
 <b>7%</b> Touring	 <b>4%</b> Other business trip
 <b>4%</b> Theme park	
 <b>3%</b> City trip	
 <b>2%</b> Casino	 <b>2%</b> Business-Leisure
 <b>2%</b> Cruise	

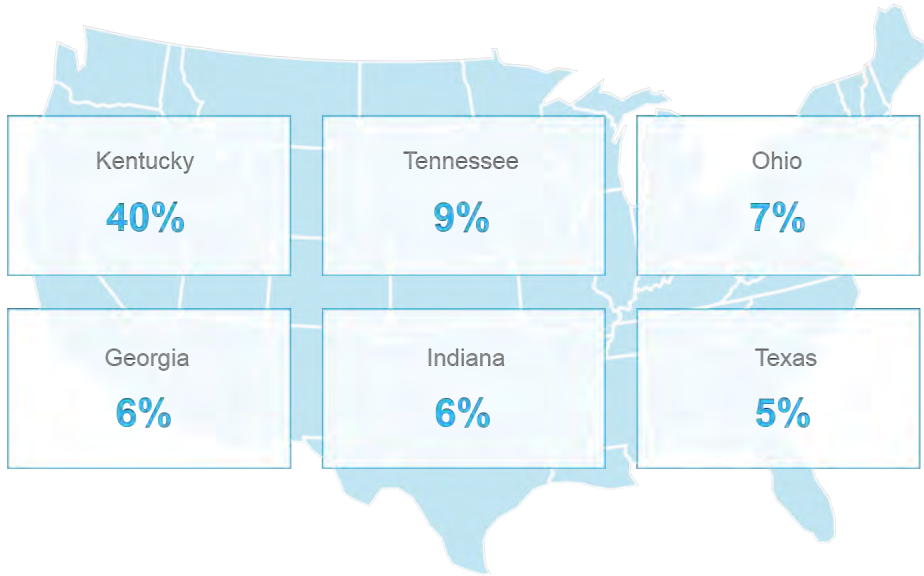
## Main Purpose of Leisure Trip



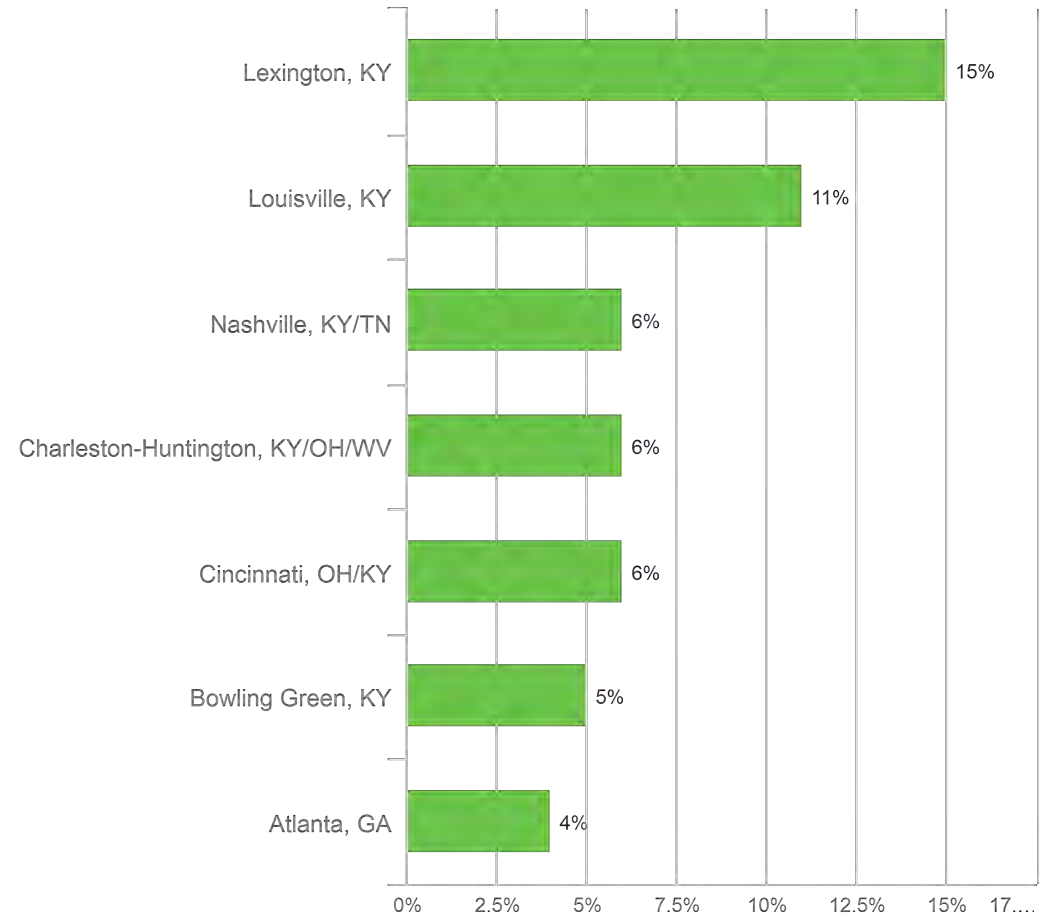
# Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: Overnight Person-Trips

### State Origin Of Trip



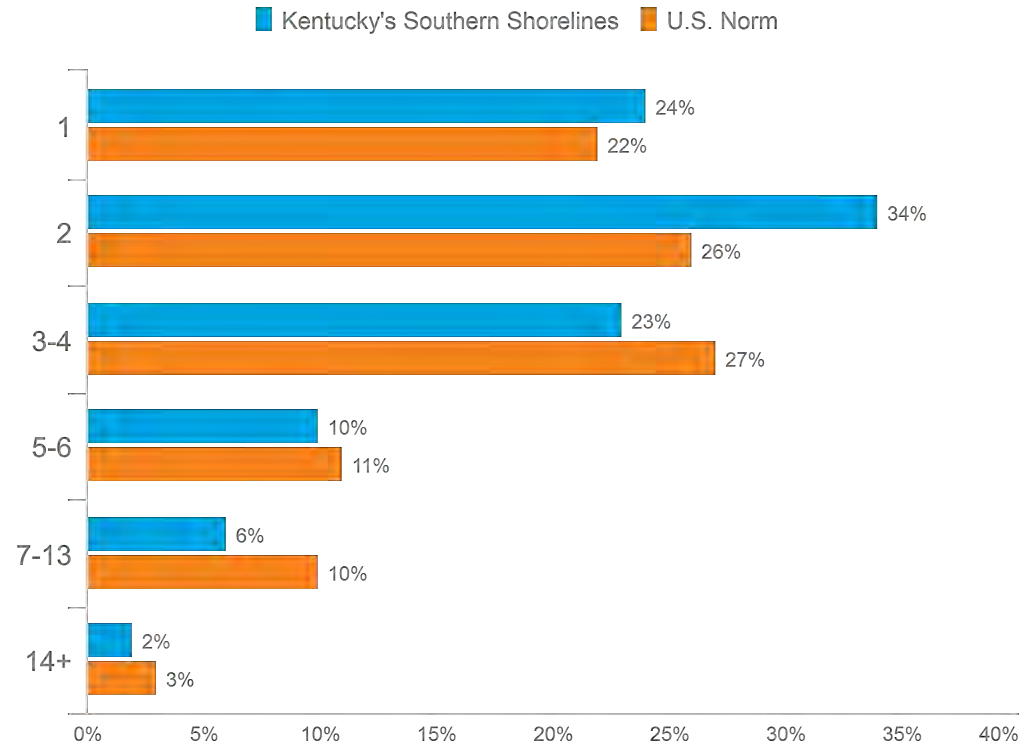
### DMA Origin Of Trip



# Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Total Nights Away on Trip



Kentucky's Southern Shorelines

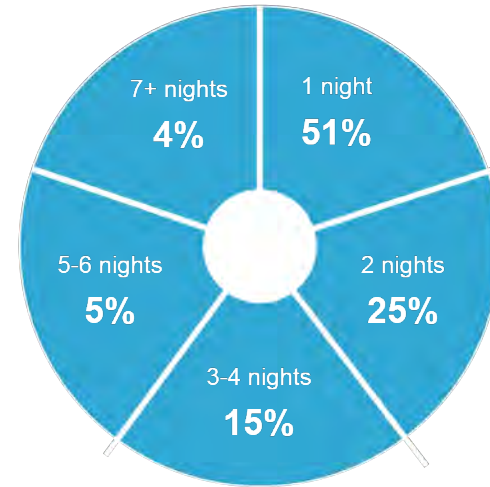
**3.3**

Average Nights

U.S. Norm

**3.8**

Average Nights



## Nights Spent in Kentucky's Southern Shorelines

Average number of nights

**2.1**

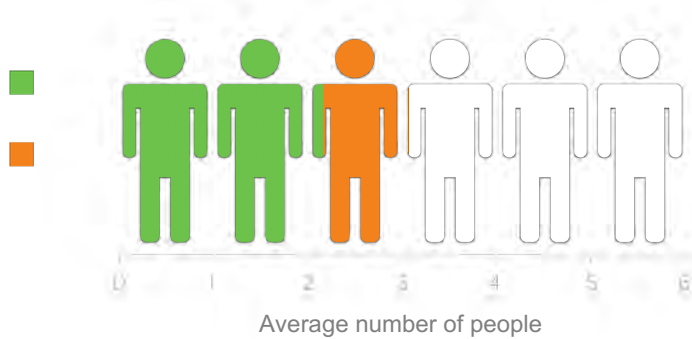
# Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Size of Travel Party

■ Adults ■ Children

### Kentucky's Southern Shorelines

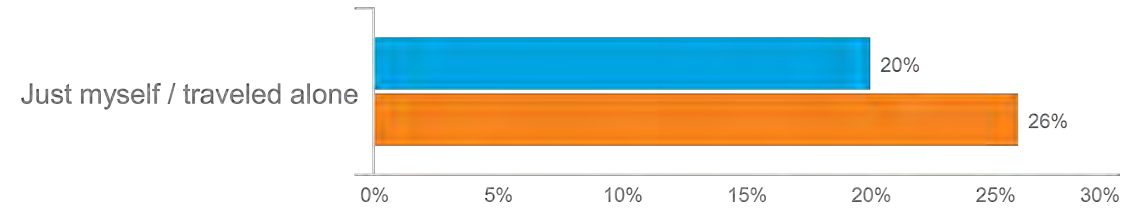


### U.S. Norm



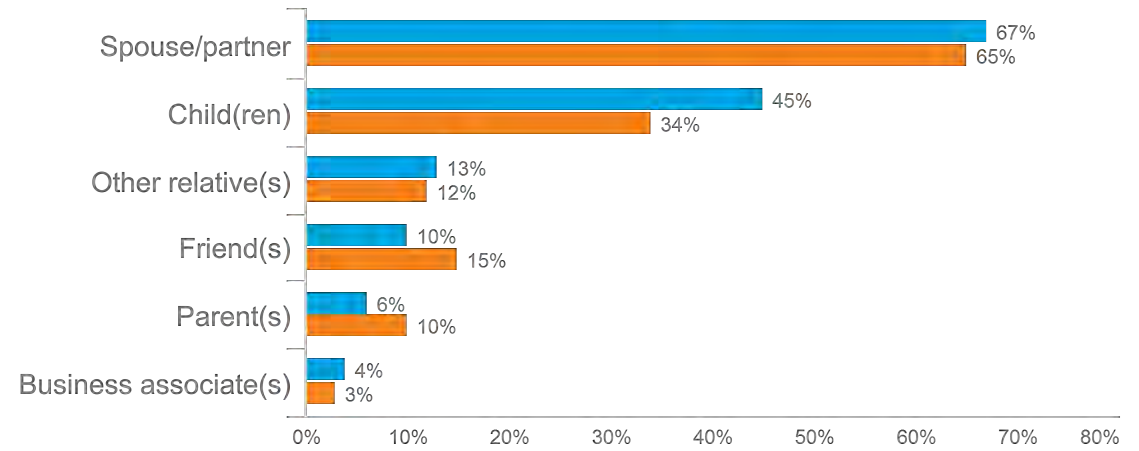
## Percent Who Traveled Alone

■ Kentucky's Southern Shorelines ■ U.S. Norm



## Composition of Immediate Travel Party

■ Kentucky's Southern Shorelines ■ U.S. Norm

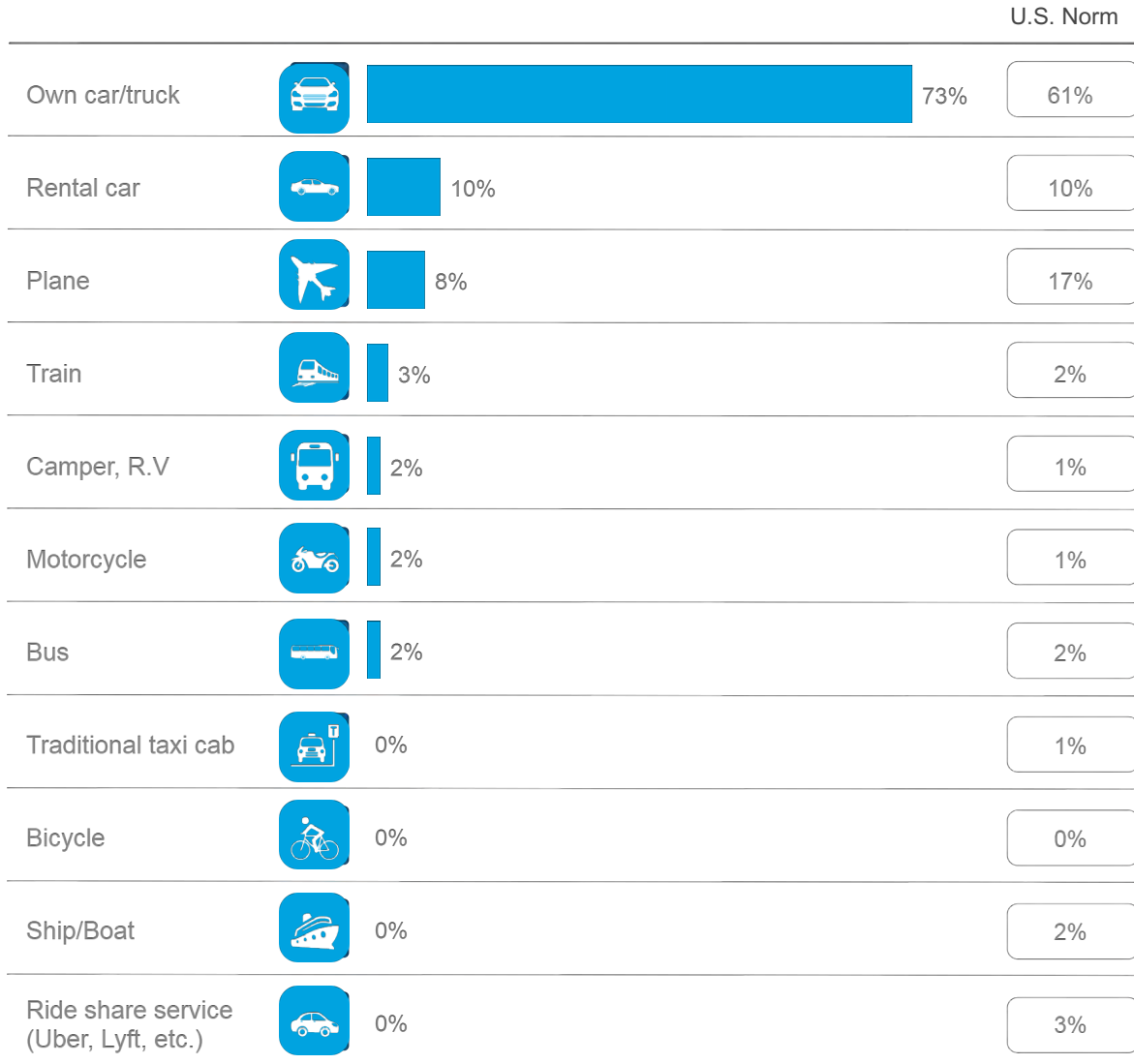




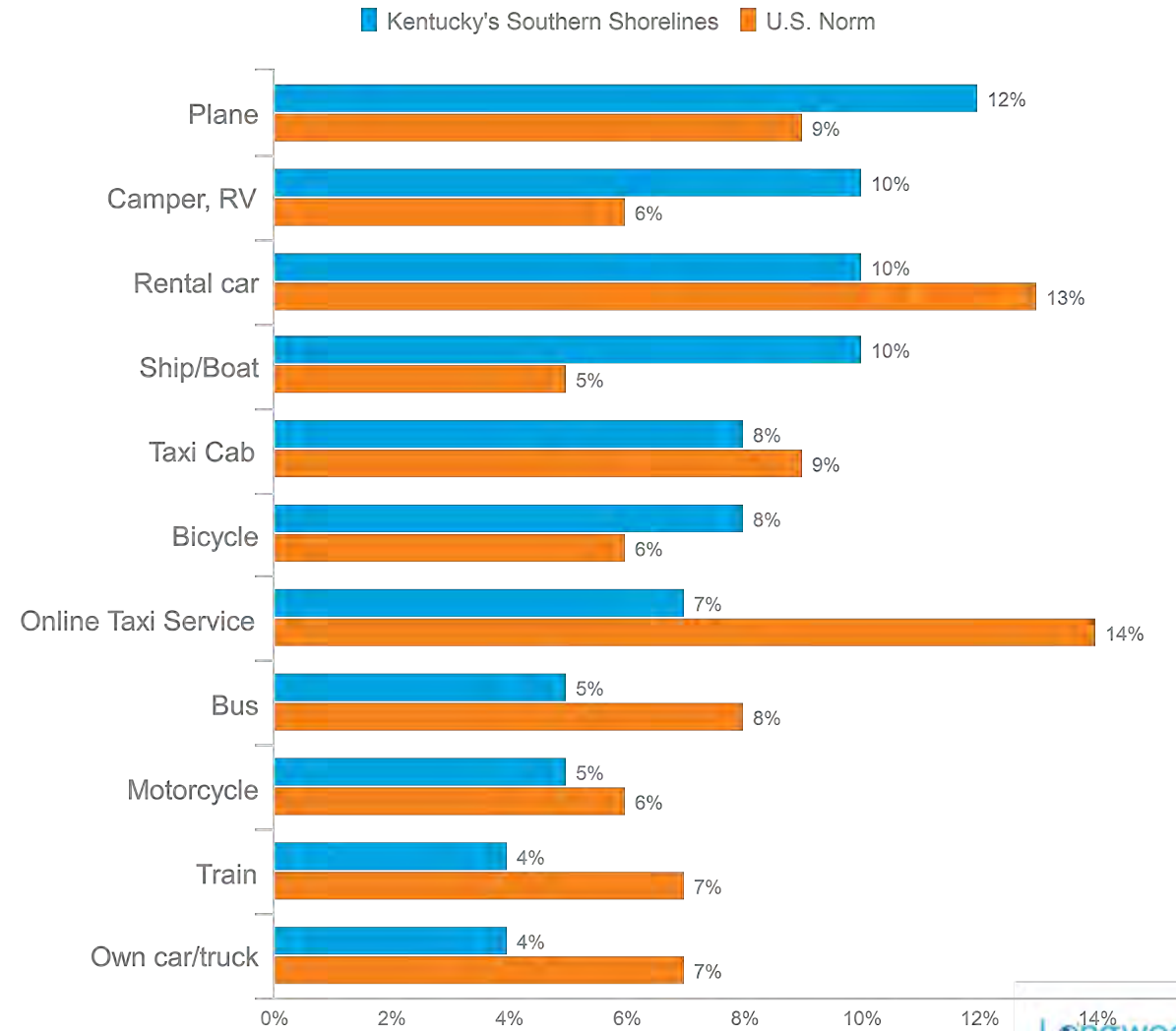
# Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

## Primary Method of Transportation

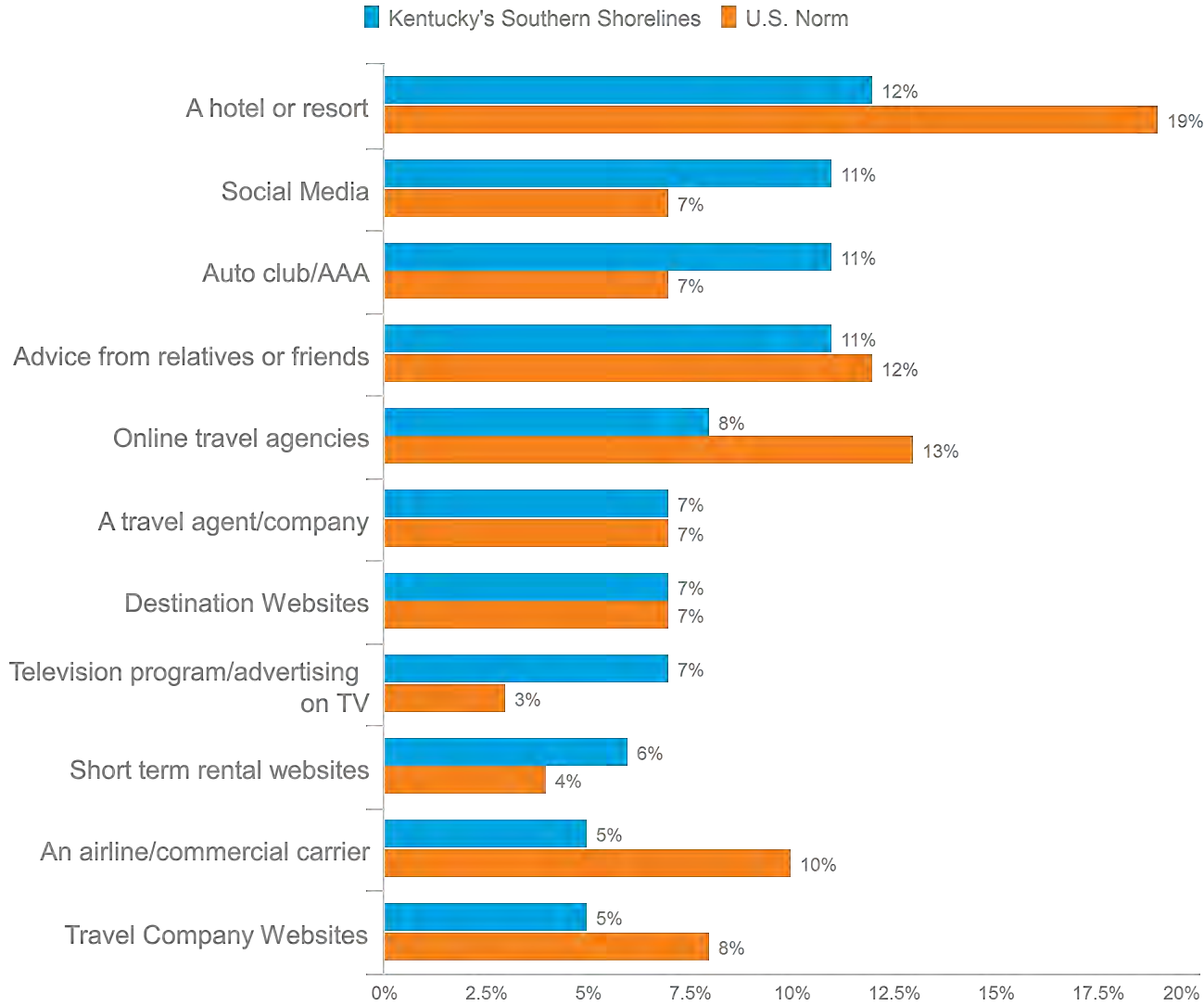


## Other Transportation





## Trip Planning Information Sources



## Length of Trip Planning

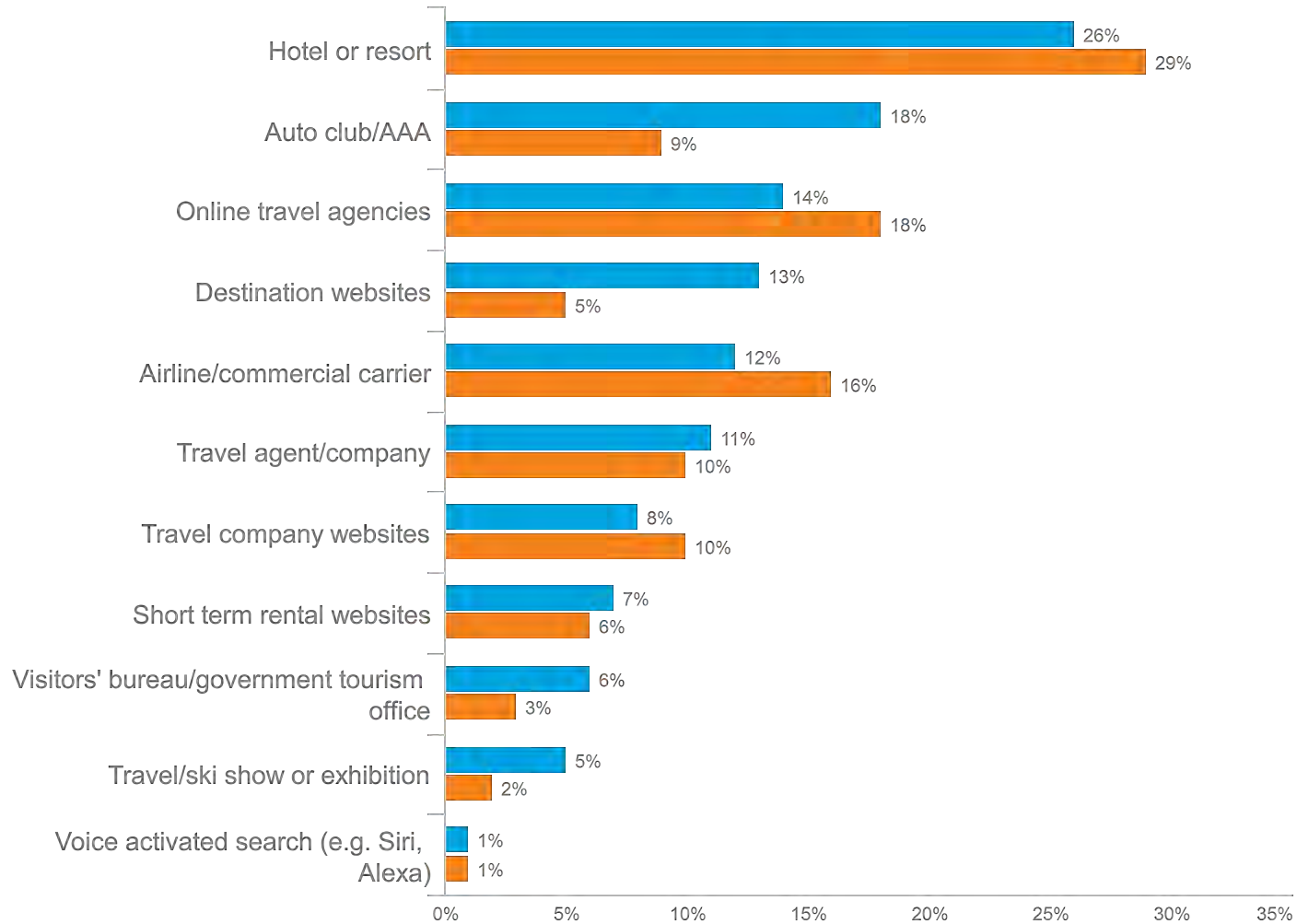
	Kentucky's Southern Shorelines	U.S. Norm
More than 1 year in advance	5%	4%
6-12 months	12%	14%
3-5 months	16%	18%
2 months	18%	17%
1 month or less	30%	33%
Did not plan anything in advance	20%	14%

# Kentucky's Southern Shorelines's Overnight Trip Characteristics








Base: Overnight Person-Trips

## Method of Booking

■ Kentucky's Southern Shorelines ■ U.S. Norm



## Accommodations

	Kentucky's Southern Shorelines	U.S. Norm
 Home of friends or relatives	26%	22%
 Motel	20%	16%
 Other hotel	18%	22%
 Resort hotel	14%	23%
 Campground / trailer park / RV park	11%	4%
 Bed & breakfast	7%	5%
 Country inn/lodge	7%	3%

## Activities and Experiences (Top 10)

Shopping



**28%**

28%  
29%

Hiking/backpacking



**14%**

14%  
7%

National/state park



**13%**

13%  
9%

Swimming



**13%**

13%  
13%

Fishing



**11%**

11%  
5%

Theme park



**11%**

11%  
7%

Camping



**11%**

11%  
4%

Museum



**10%**

10%  
10%

Landmark/historic site



**9%**

9%  
12%

Bar/nightclub



**8%**

8%  
14%

## Activities of Special Interest (Top 5)

Kentucky's Southern Shorelines

Historic places	<b>23%</b>
Cultural activities/Attractions	<b>14%</b>
Agritourism	<b>8%</b>
Winery Tours/Tasting	<b>7%</b>
Eco-tourism	<b>6%</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>

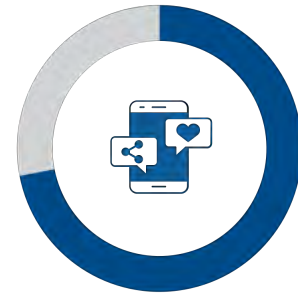
# Kentucky's Southern Shorelines's Overnight Trip Characteristics

Base: Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Kentucky's Southern Shorelines	U.S. Norm	Kentucky's Southern Shorelines	U.S. Norm
	Used any device	<b>79%</b>	<b>84%</b>	<b>75%</b>	<b>79%</b>
	Laptop	<b>40%</b>	<b>39%</b>	<b>28%</b>	<b>26%</b>
	Desktop/Home computer	<b>37%</b>	<b>38%</b>	<b>0%</b>	<b>0%</b>
	Smartphone	<b>33%</b>	<b>30%</b>	<b>58%</b>	<b>63%</b>
	Tablet	<b>24%</b>	<b>14%</b>	<b>30%</b>	<b>22%</b>

## Online Social Media Use by Travelers

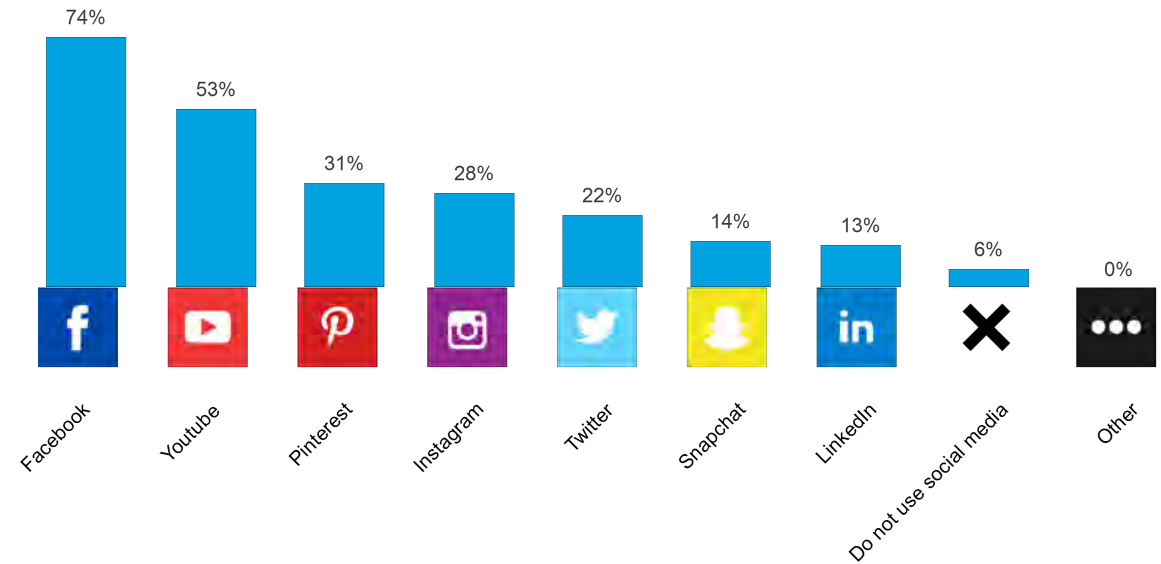
	Kentucky's Southern Shorelines	U.S. Norm
 Used any social media	50%	55%
 Clicked through on a travel advertisement seen on social media	21%	13%
 Read online travel reviews that influenced my travel decisions	17%	22%
 Shared travel stories/photos/videos on social media	15%	24%
 Saw a video or photo on social media that inspired me to visit	13%	14%





















**72%**

Followed Influencer

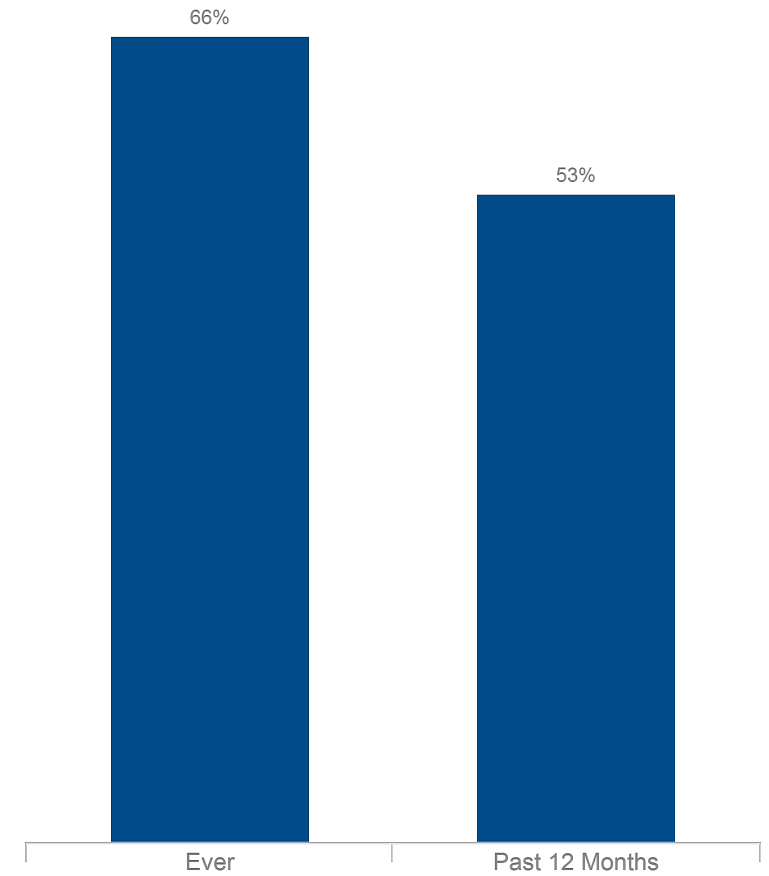
## Social media platforms used in general



## % Very Satisfied with Trip

	Overall trip experience		74%
	Friendliness of people		69%
	Quality of food		68%
	Cleanliness		63%
	Quality of accommodations		61%
	Value for money		61%
	Safety and Security		60%
	Sightseeing and attractions		57%
	Music/nightlife/entertainment		39%

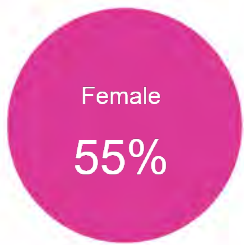
## Past Visitation to Kentucky's Southern Shorelines



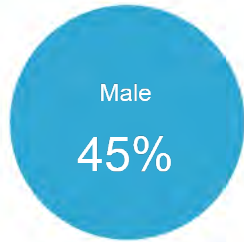
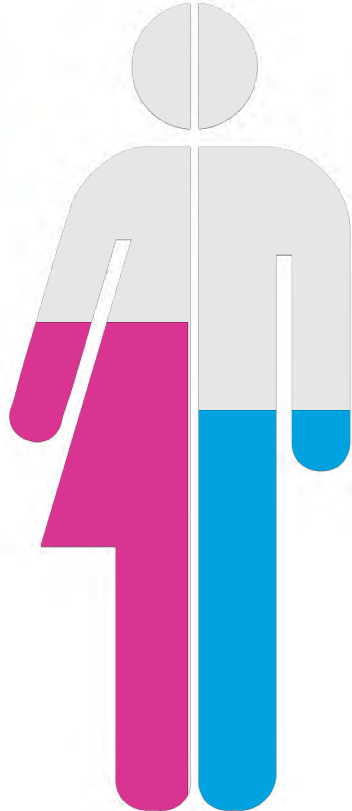
# Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

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+

### Kentucky's Southern Shorelines

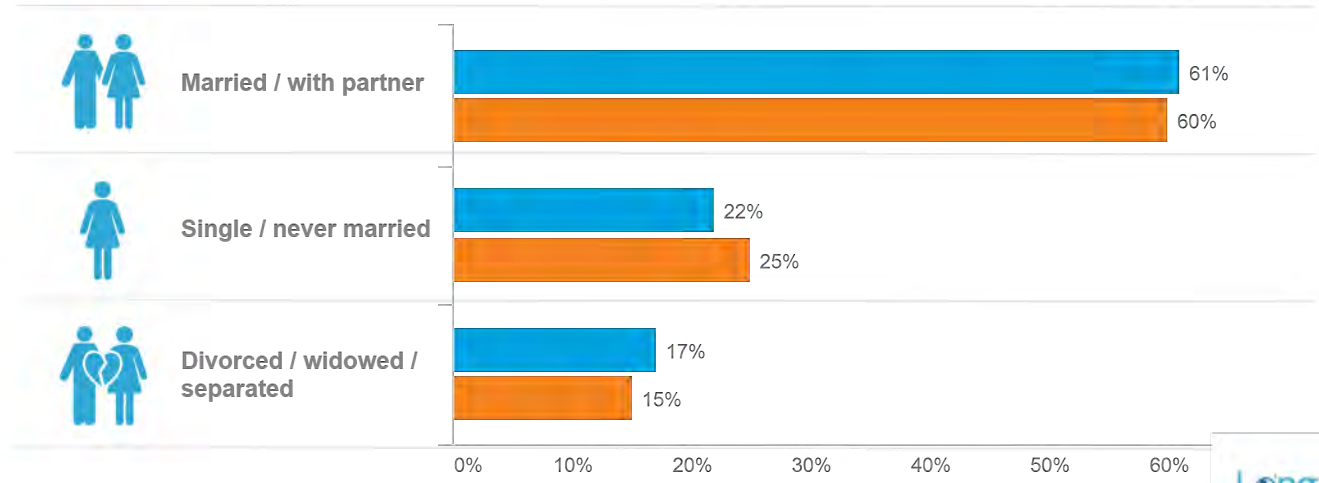


### U.S. Norm



## Marital Status

Kentucky's Southern Shorelines U.S. Norm



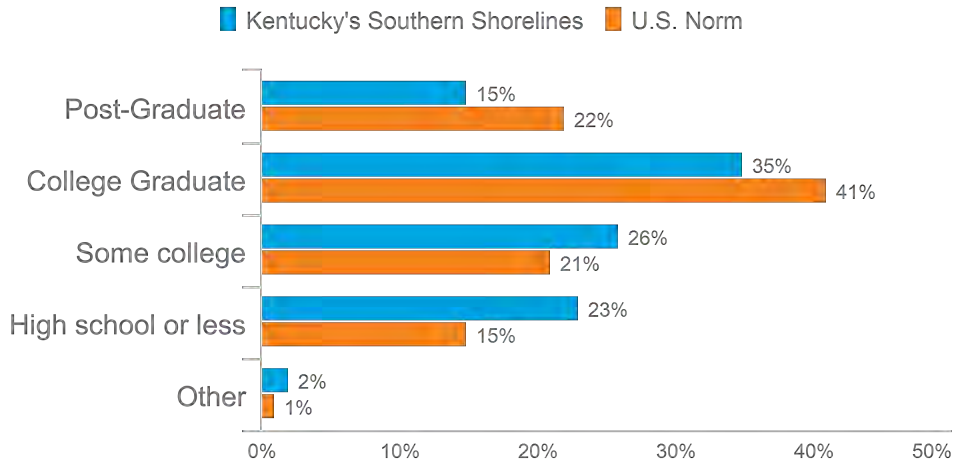


# Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

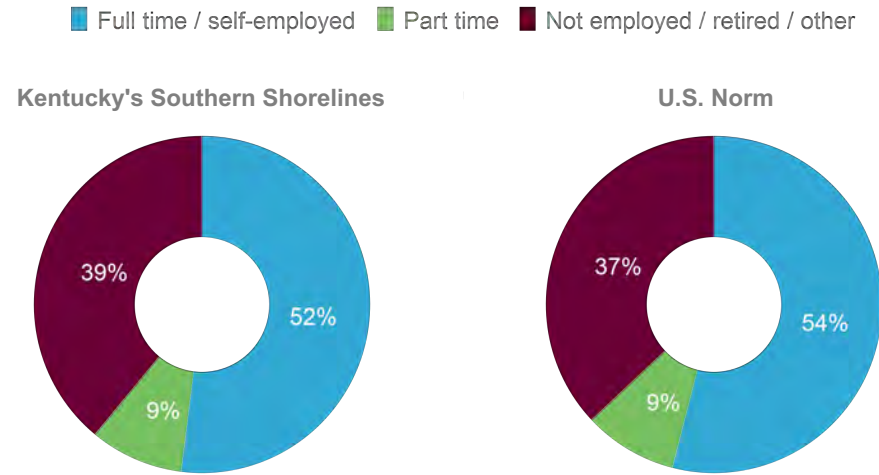
Base: Overnight Person-Trips

\* n < 250

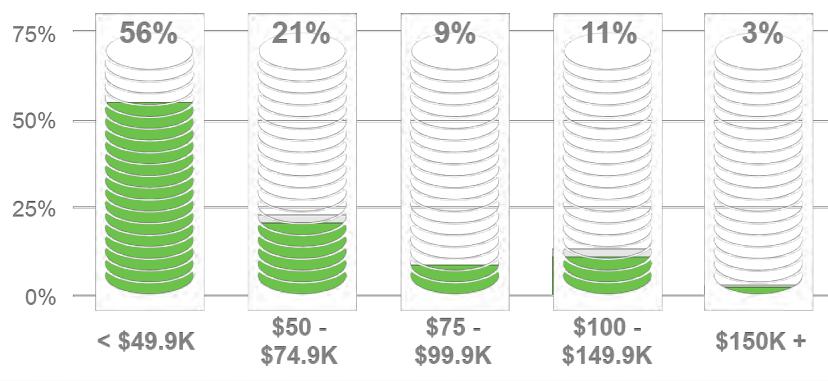
## Education



## Employment

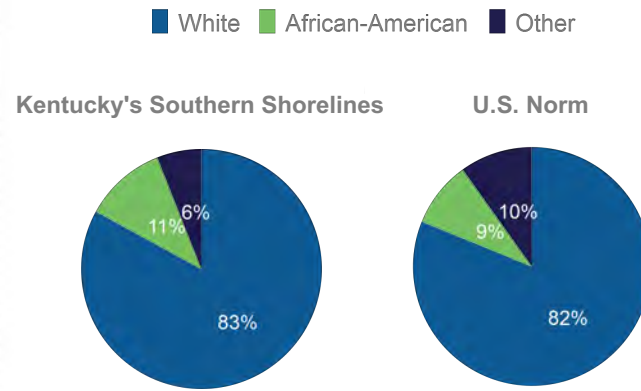


## Household Income

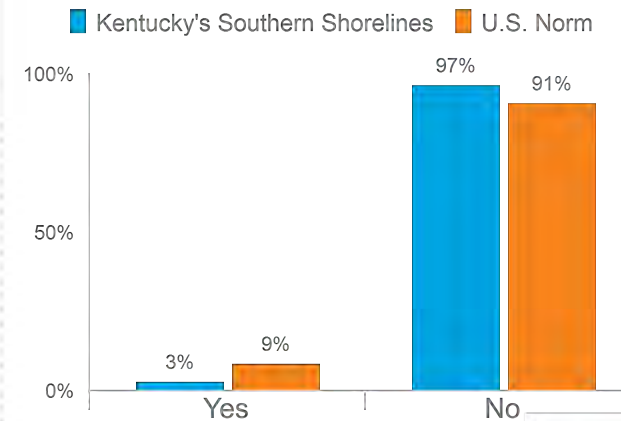


U.S. Norm: 39%, 21%, 15%, 17%, 8%

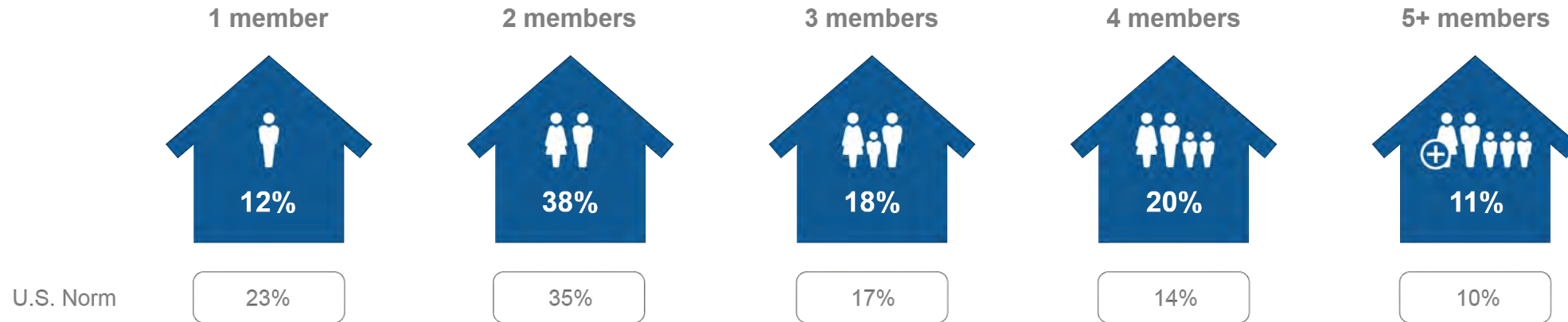
## Race



## Hispanic Background



## Household Size



## Children in Household

