



Travel USA Visitor Profile

Western Waterlands 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 Western Waterlands'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 Western Waterlands, the following sample was achieved in 2018 & 2019:

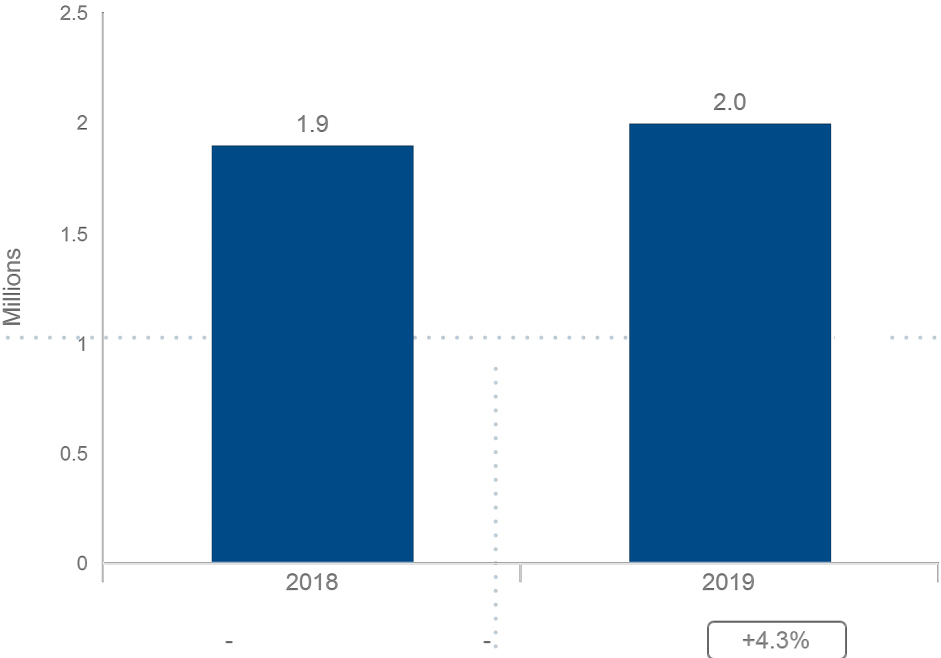


Overnight Base Size

309

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

Overnight Trips to Western Waterlands



Total Size of Western Waterlands Overnight Domestic Travel Market

Total Person-Trips

-5.2% vs. last year














Day
69% 4.5 Million

Overnight
31% 2.0 Million

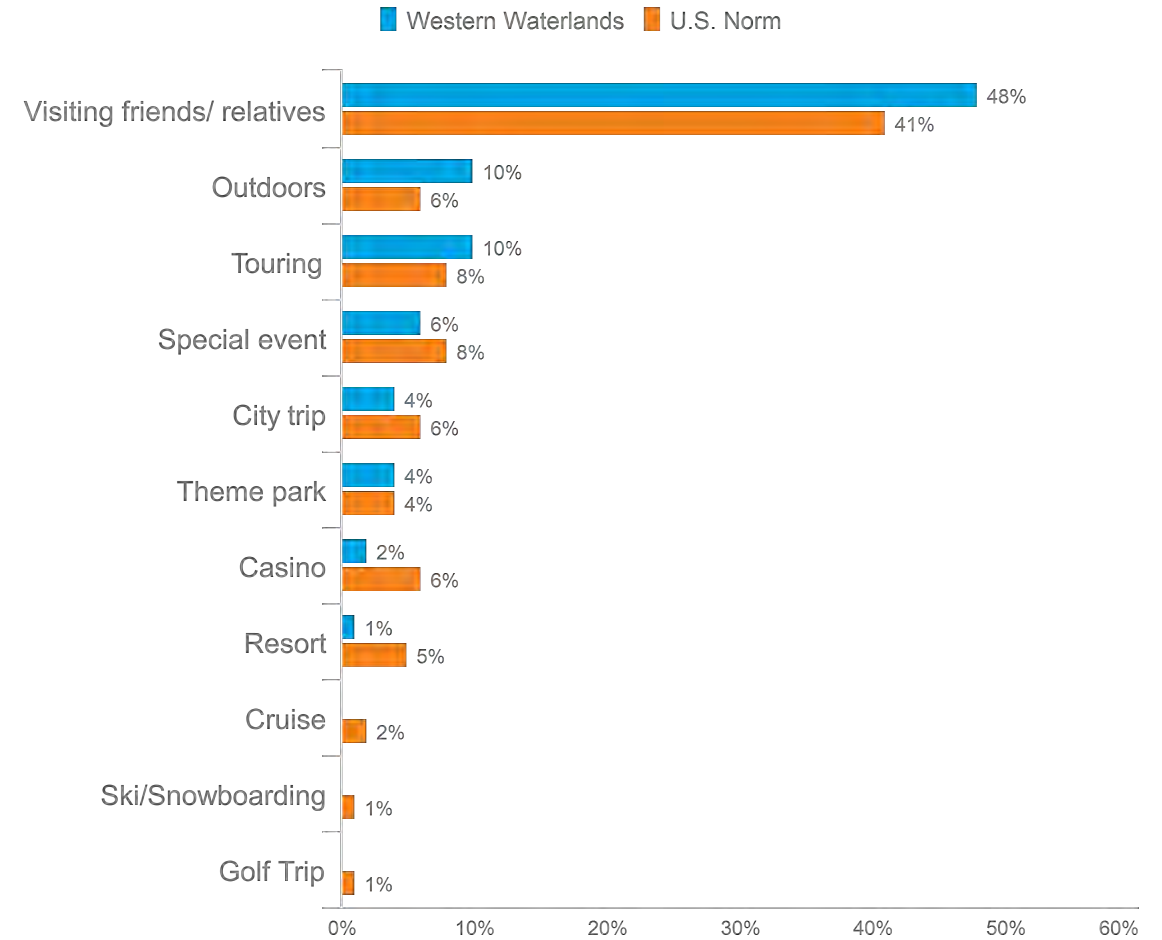
Western Waterlands's Overnight Trip Characteristics

Base: Overnight Person-Trips

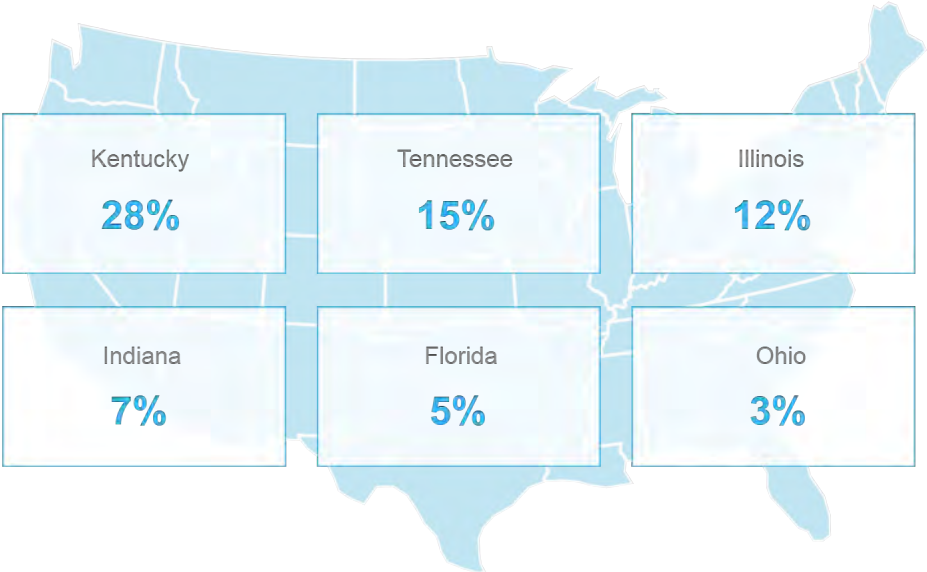
Main Purpose of Trip

 48% Visiting friends/ relatives	
 10% Outdoors	 1% Conference/ Convention
 10% Touring	
 6% Special event	
 4% City trip	 12% Other business trip
 4% Theme park	
 2% Casino	 2% Business-Leisure
 1% Resort	

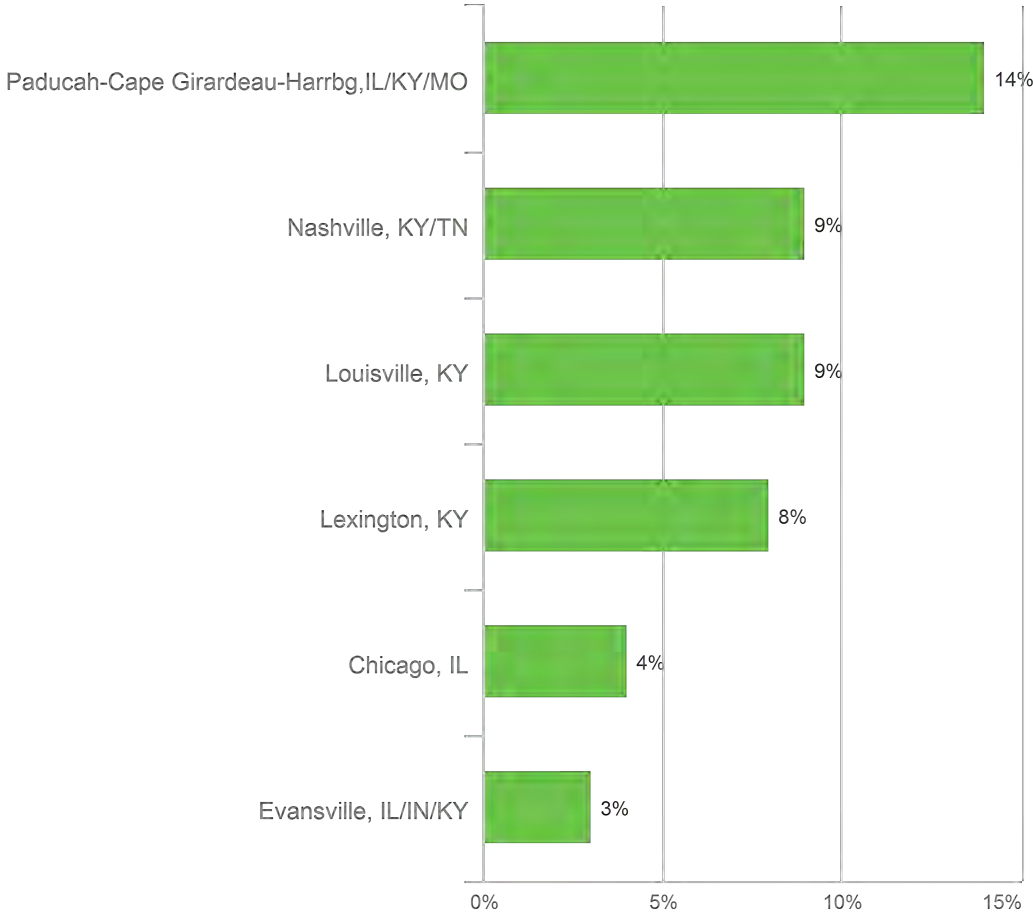
Main Purpose of Leisure Trip



State Origin Of Trip



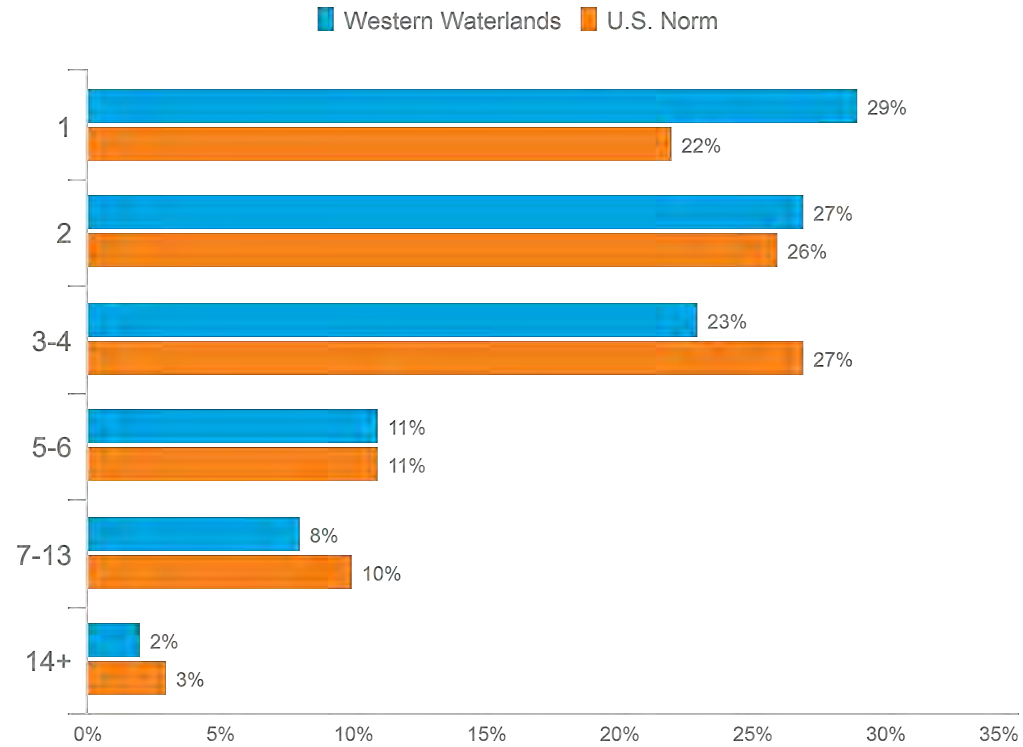
DMA Origin Of Trip



Western Waterlands's Overnight Trip Characteristics

Base: Overnight Person-Trips

Total Nights Away on Trip



Western Waterlands

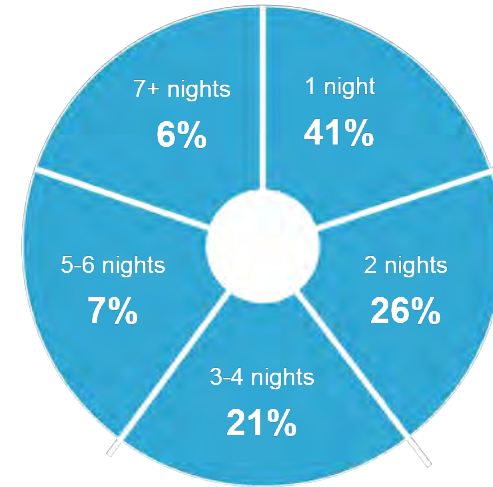
3.3

Average Nights

U.S. Norm

3.8

Average Nights



Nights Spent in Western Waterlands

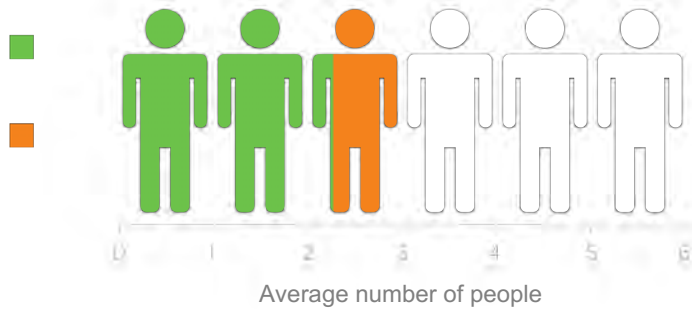
Average number of nights

2.7

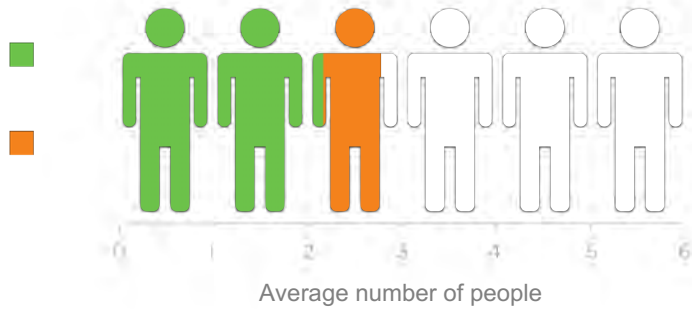
Size of Travel Party

■ Adults ■ Children

Western Waterlands

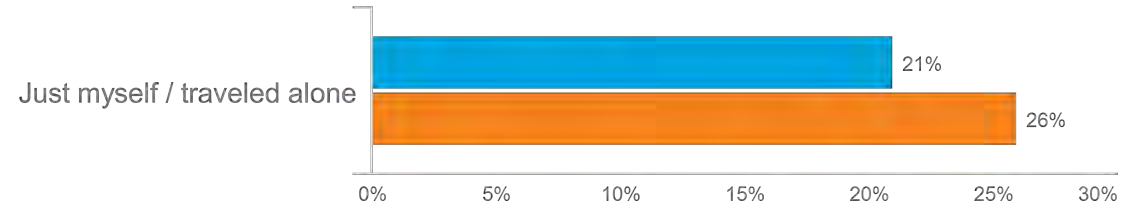


U.S. Norm



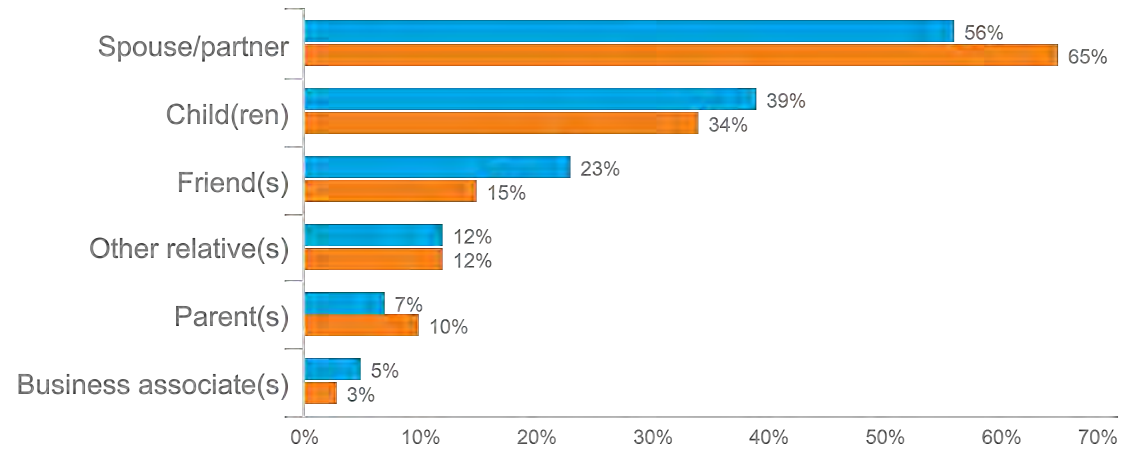
Percent Who Traveled Alone

■ Western Waterlands ■ U.S. Norm



Composition of Immediate Travel Party

■ Western Waterlands ■ U.S. Norm

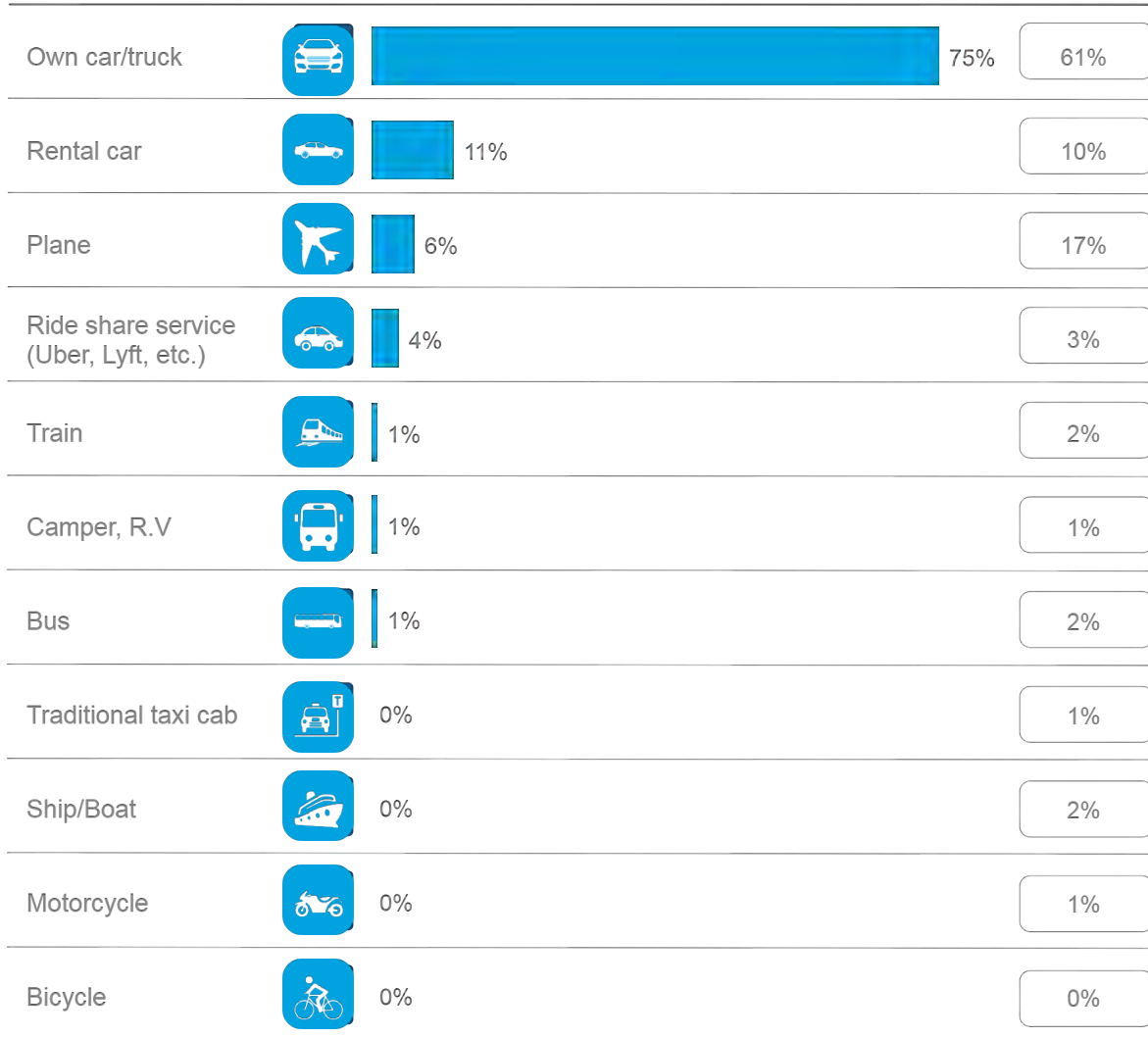


Western Waterlands's Overnight Trip Characteristics

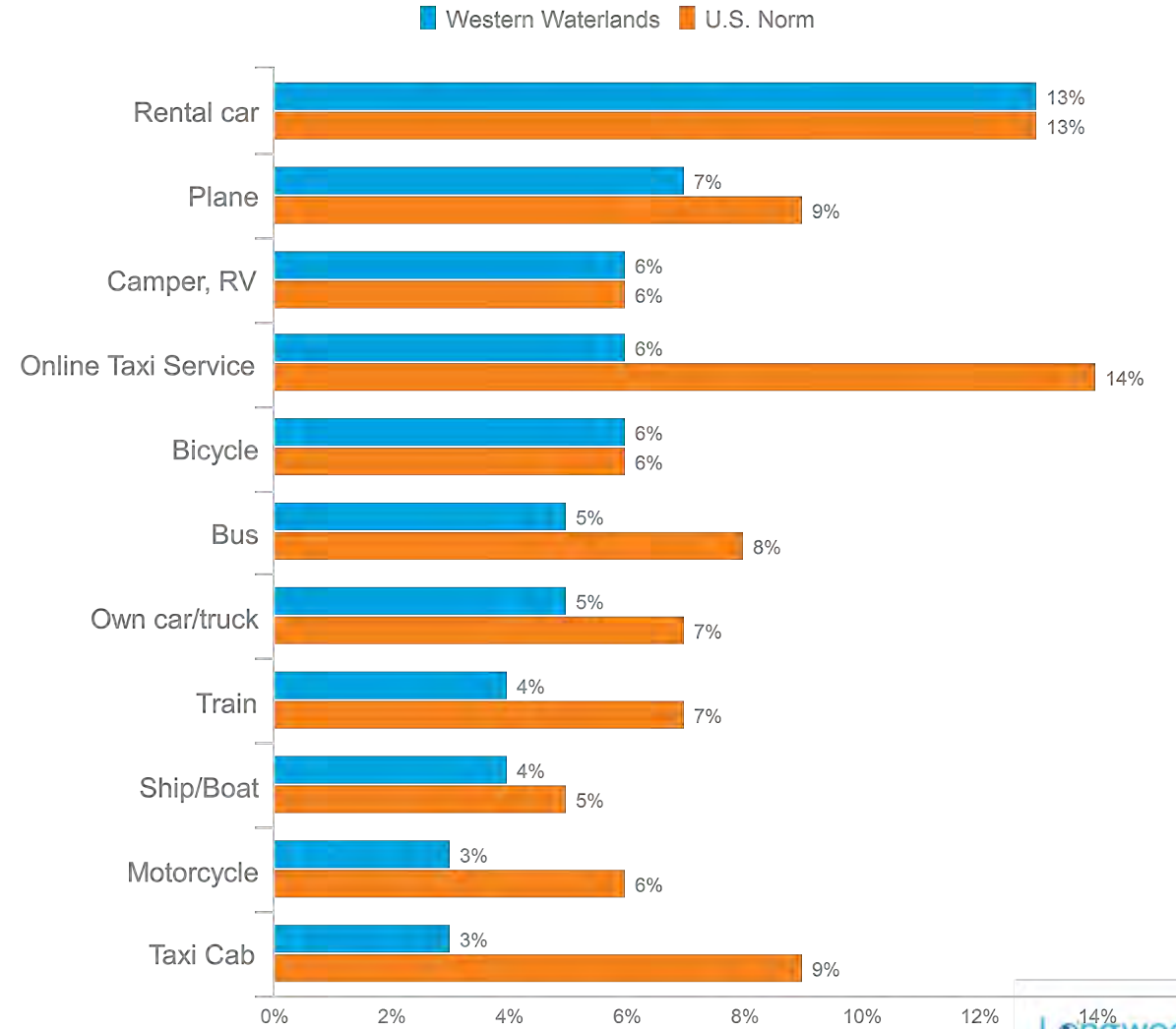
Base: 2019 Overnight Person-Trips

Primary Method of Transportation

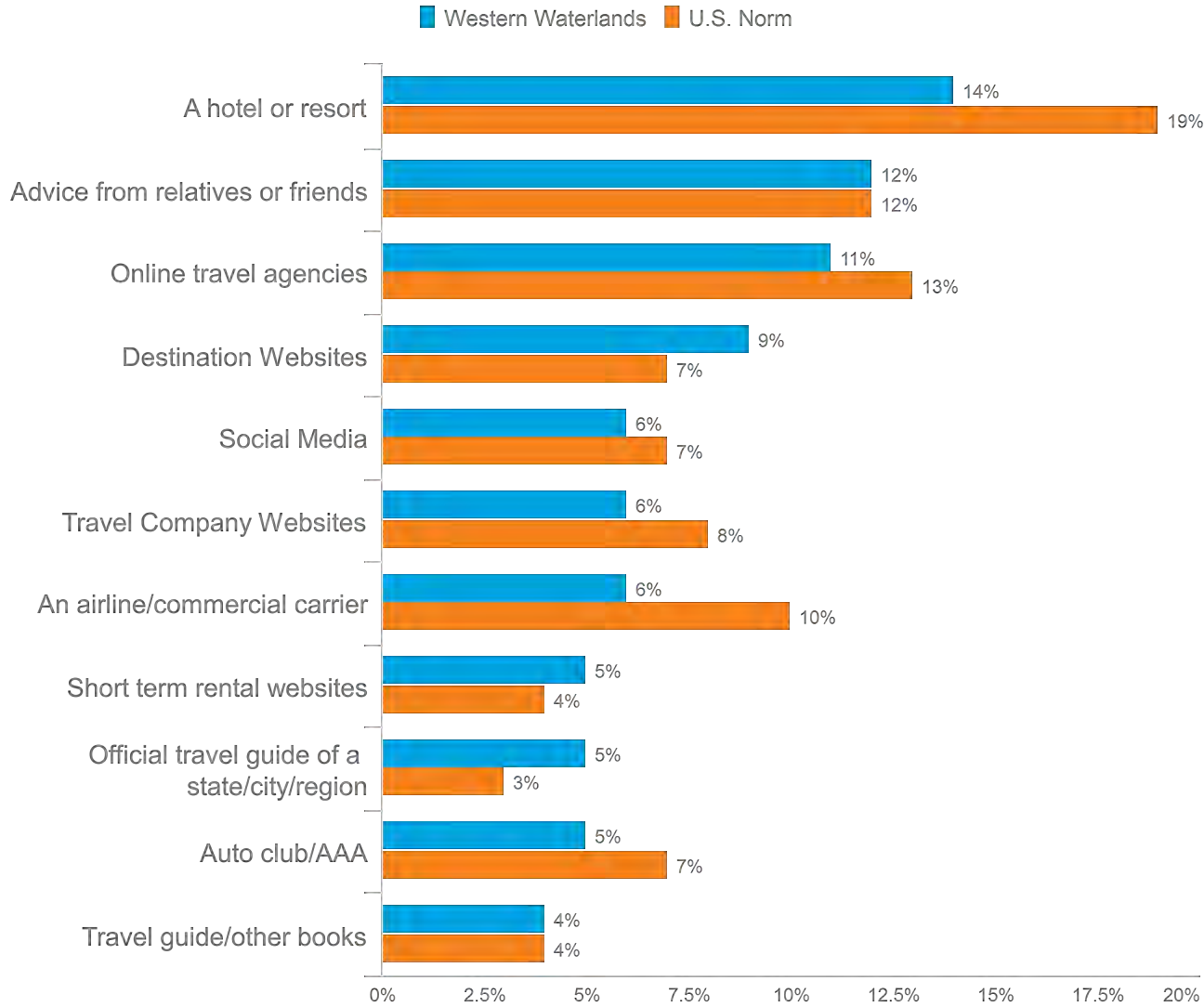
U.S. Norm



Other Transportation



Trip Planning Information Sources



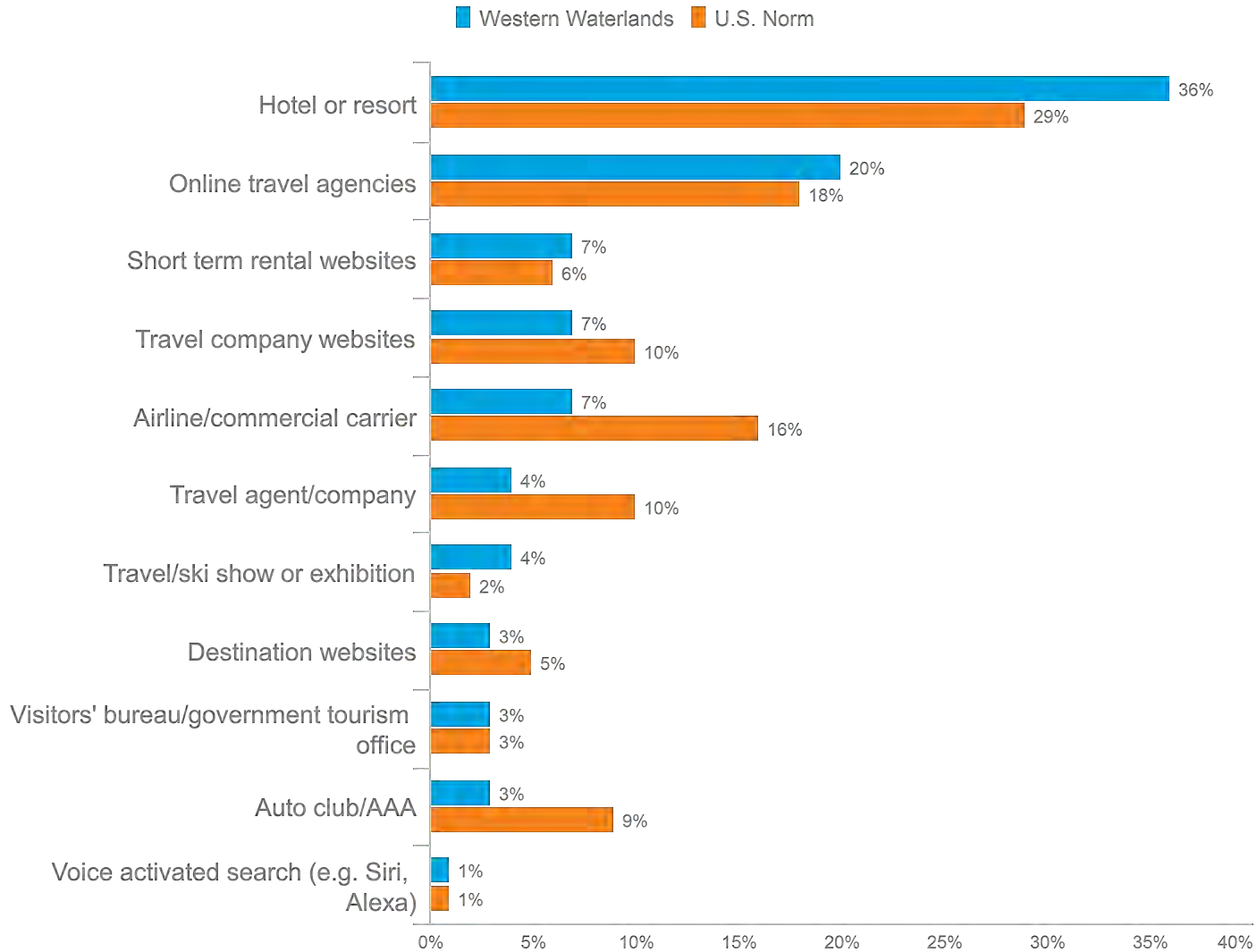
Length of Trip Planning

	Western Waterlands	U.S. Norm
More than 1 year in advance	3%	4%
6-12 months	10%	14%
3-5 months	15%	18%
2 months	17%	17%
1 month or less	36%	33%
Did not plan anything in advance	19%	14%








Western Waterlands's Overnight Trip Characteristics

Base: Overnight Person-Trips

Method of Booking



Accommodations

		Western Waterlands	U.S. Norm
	Home of friends or relatives	28%	22%
	Motel	26%	16%
	Other hotel	18%	22%
	Resort hotel	10%	23%
	Rented cottage/cabin	8%	3%
	Rented home / condo / apartment	5%	5%
	Bed & breakfast	4%	5%

Activities and Experiences (Top 10)

Shopping



28%

28%
29%

Museum



13%

13%
10%

Landmark/historic site



11%

11%
12%

National/state park



10%

10%
9%

Swimming



9%

9%
13%

Fishing



9%

9%
5%

Hiking/backpacking



8%

8%
7%

Casino



7%

7%
12%

Beach/waterfront



6%

6%
13%

Bar/nightclub



6%

6%
14%

Activities of Special Interest (Top 5)

Western Waterlands

Historic places	23%
Cultural activities/Attractions	12%
Exceptional Culinary Experiences	8%
Winery Tours/Tasting	7%
Religious Travel	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%

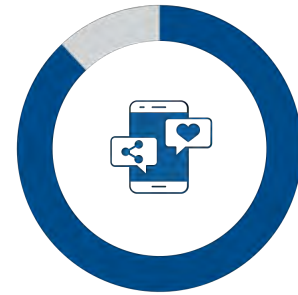
Western Waterlands's Overnight Trip Characteristics

Base: Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Western Waterlands	U.S. Norm	Western Waterlands	U.S. Norm
	Used any device	79%	84%	78%	79%
	Laptop	40%	39%	27%	26%
	Smartphone	31%	30%	65%	63%
	Desktop/Home computer	30%	38%	0%	0%
	Tablet	12%	14%	21%	22%

Online Social Media Use by Travelers

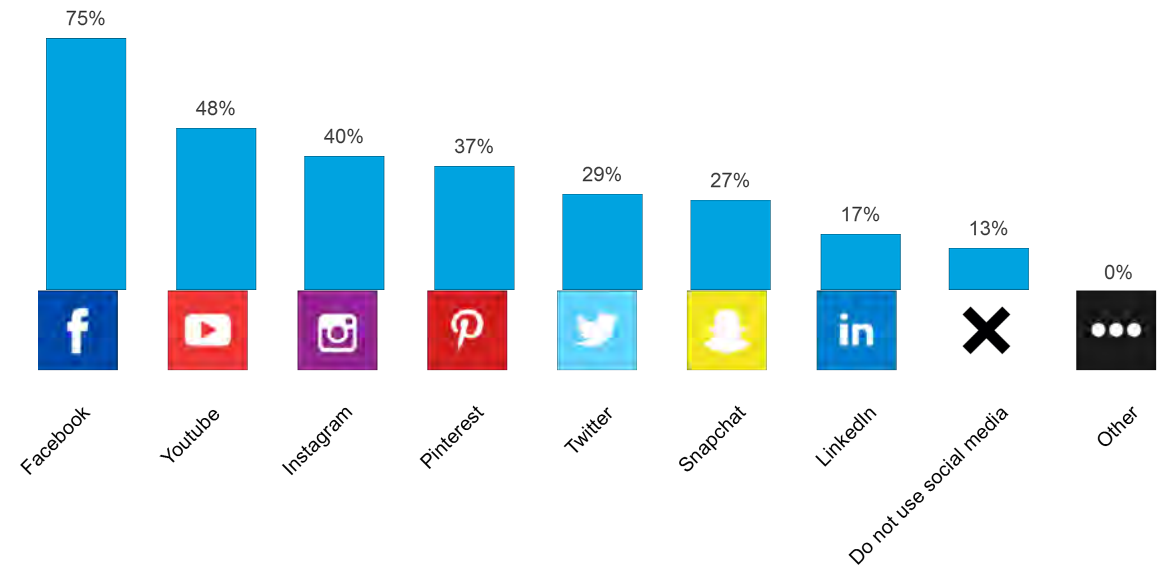
	Western Waterlands	U.S. Norm
 Used any social media	54%	55%
 Shared travel stories/photos/videos on social media	25%	24%
 Read online travel reviews that influenced my travel decisions	22%	22%
Followed a social media influencer such as a celebrity, blogger, or opinion leader	15%	9%
 Clicked through on a travel advertisement seen on social media	13%	13%





















88%

Followed Influencer

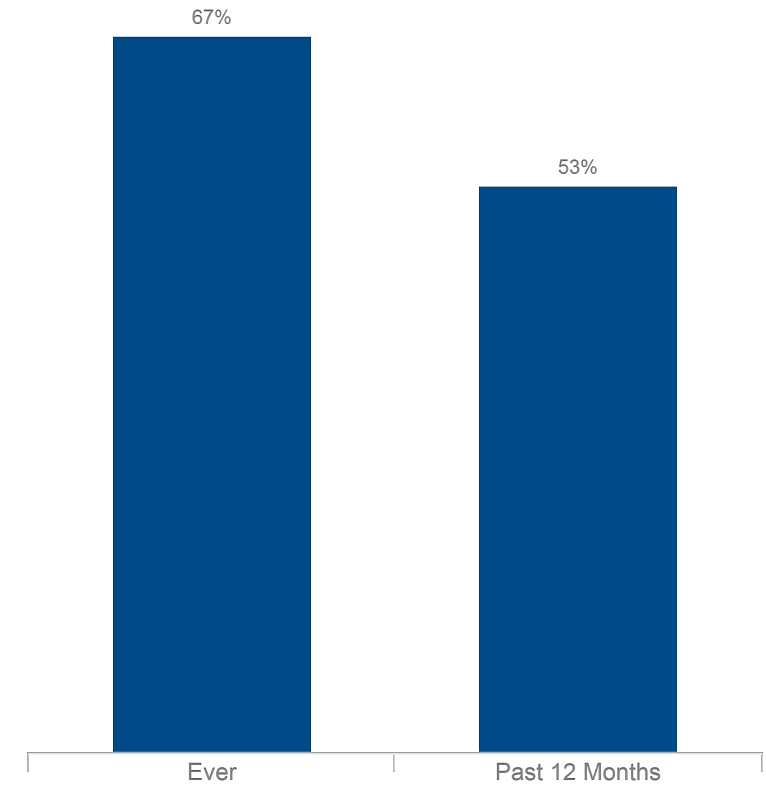
Social media platforms used in general



% Very Satisfied with Trip

	Overall trip experience		60%
	Friendliness of people		60%
	Safety and Security		56%
	Cleanliness		56%
	Quality of accommodations		55%
	Quality of food		51%
	Sightseeing and attractions		48%
	Value for money		43%
	Music/nightlife/entertainment		27%

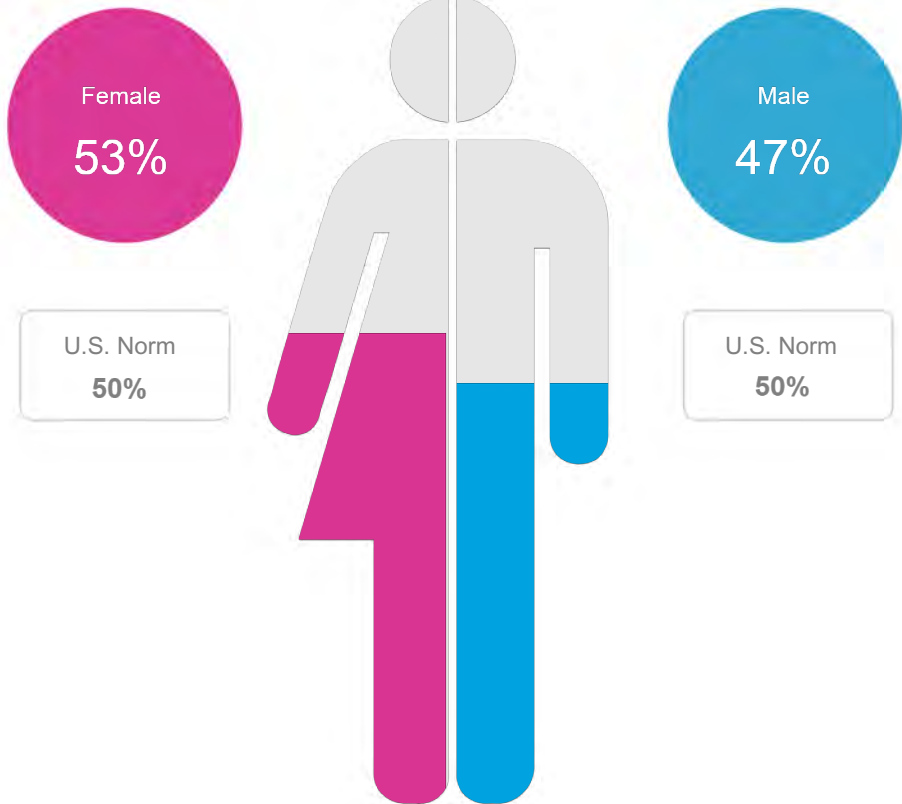
Past Visitation to Western Waterlands



Demographic Profile of Overnight Western Waterlands Visitors

Base: Overnight Person-Trips

Gender



Age

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

Western Waterlands

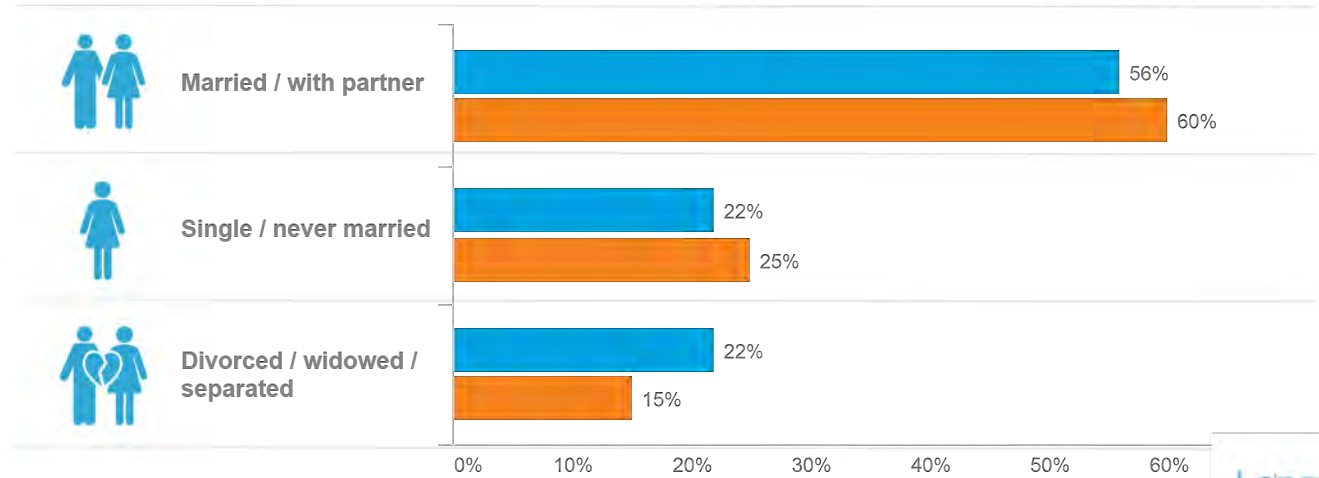


U.S. Norm



Marital Status

Western Waterlands U.S. Norm

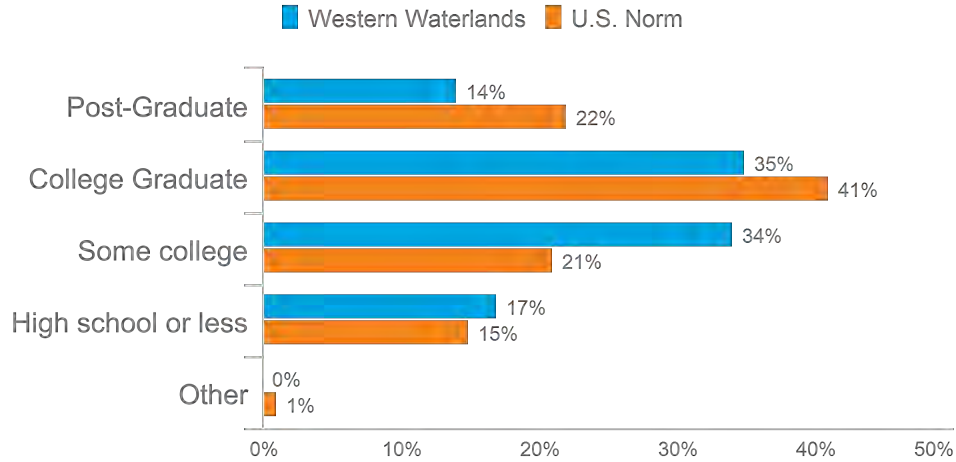


Demographic Profile of Overnight Western Waterlands Visitors

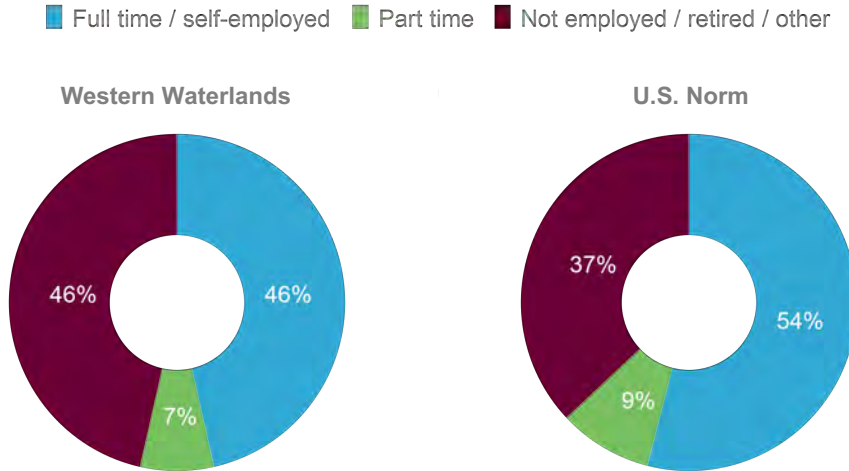
Base: Overnight Person-Trips

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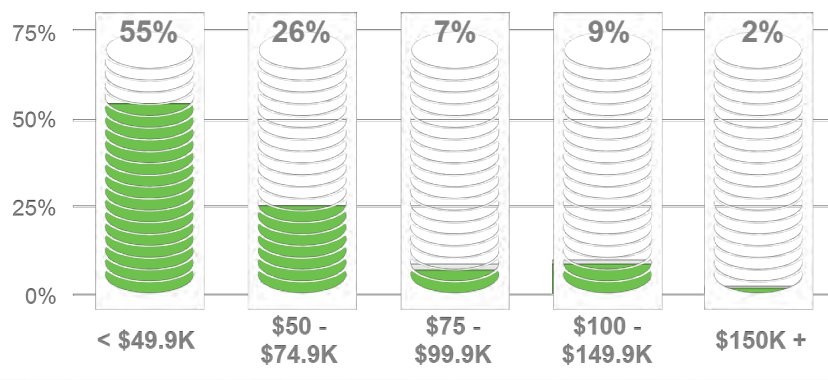
Education



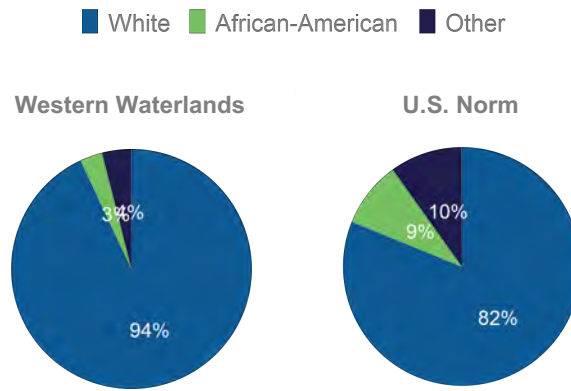
Employment



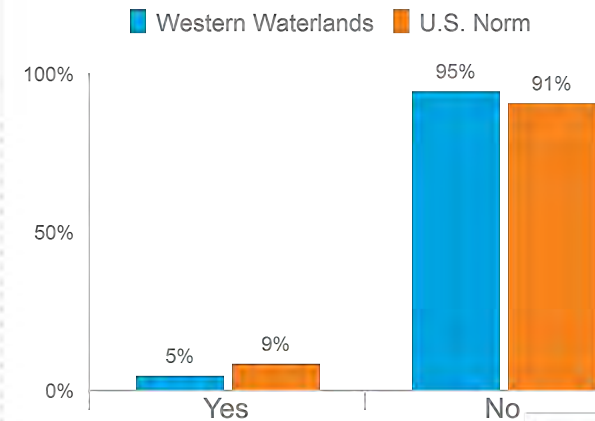
Household Income



Race

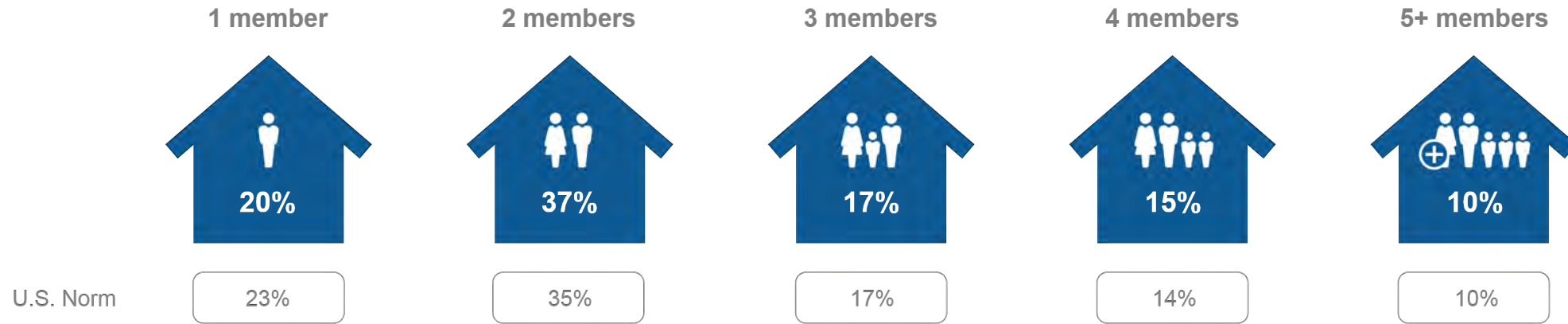


Hispanic Background



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

Household Size



Children in Household

