



Travel USA Visitor Profile

Bourbon, Horses & History



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- 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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Bourbon, Horses, & History's domestic tourism business in 2020.

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. Respondents are selected to be representative of the U.S. adult population.

For Bourbon, Horses, & History, the following sample was achieved in 2020:



Overnight Base Size

412

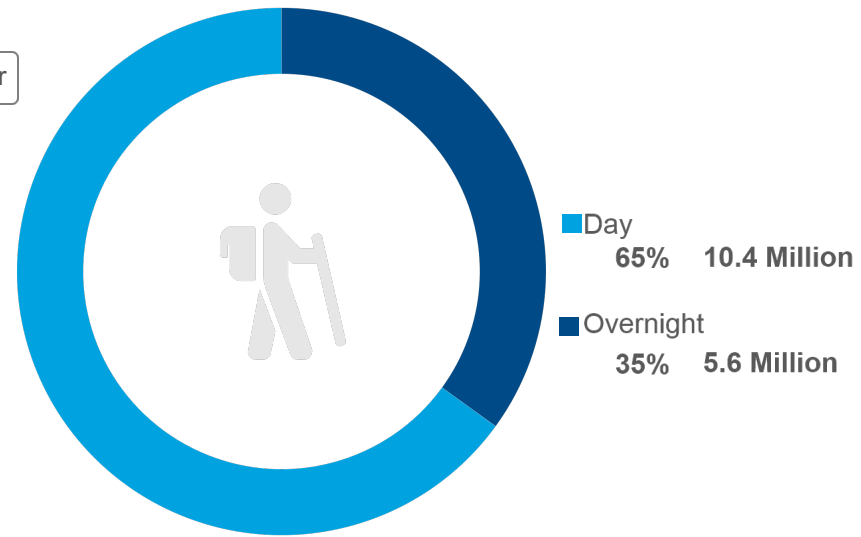
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Bourbon, Horses, & History 2020 Domestic Travel Market

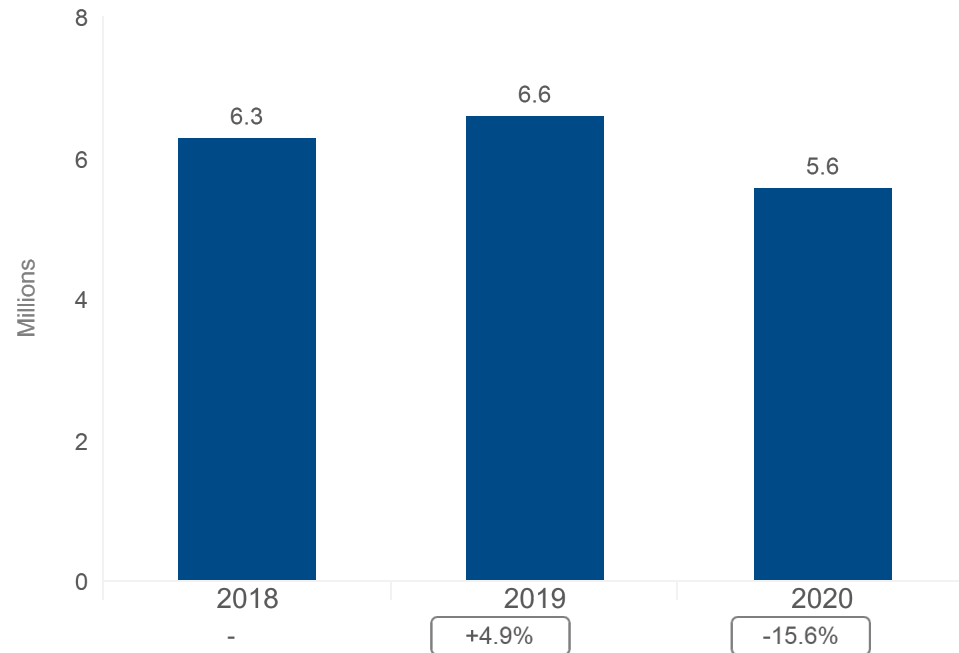
Total Person-Trips

16.0 Million

-16.8% vs. last year



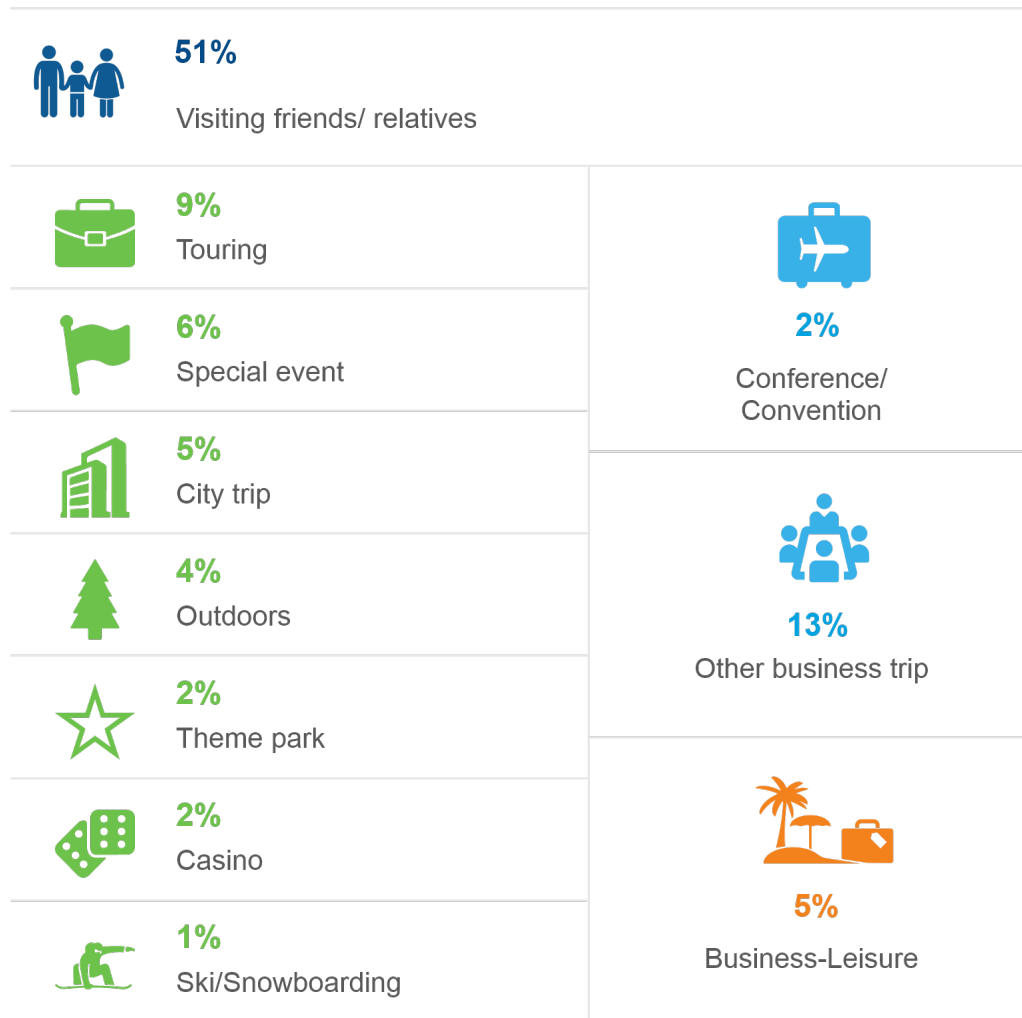
Overnight Trips to Bourbon, Horses, & History



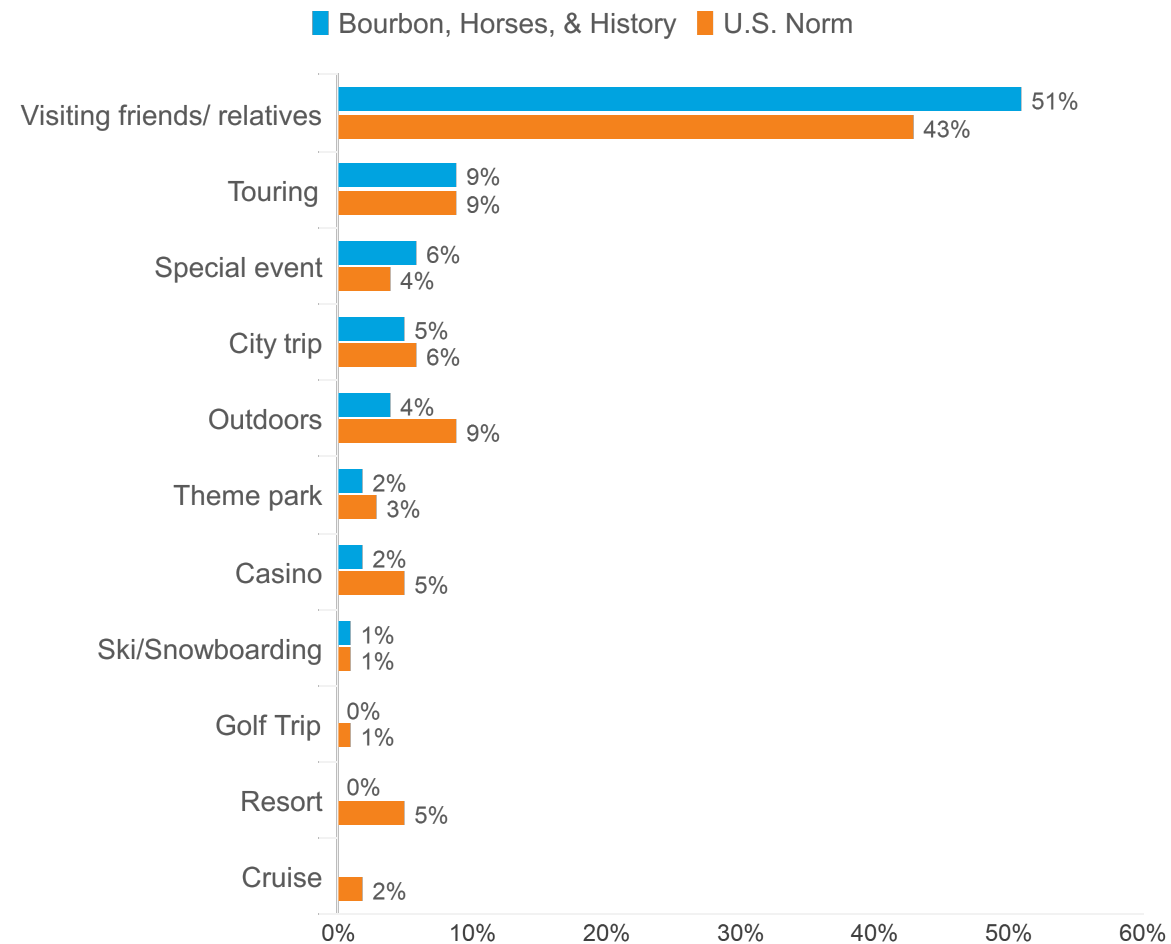
Past Visitation to Bourbon, Horses, & History

- 71%** of overnight travelers to Bourbon, Horses, & History are repeat visitors
- 56%** of overnight travelers to Bourbon, Horses, & History had visited before in the past 12 months

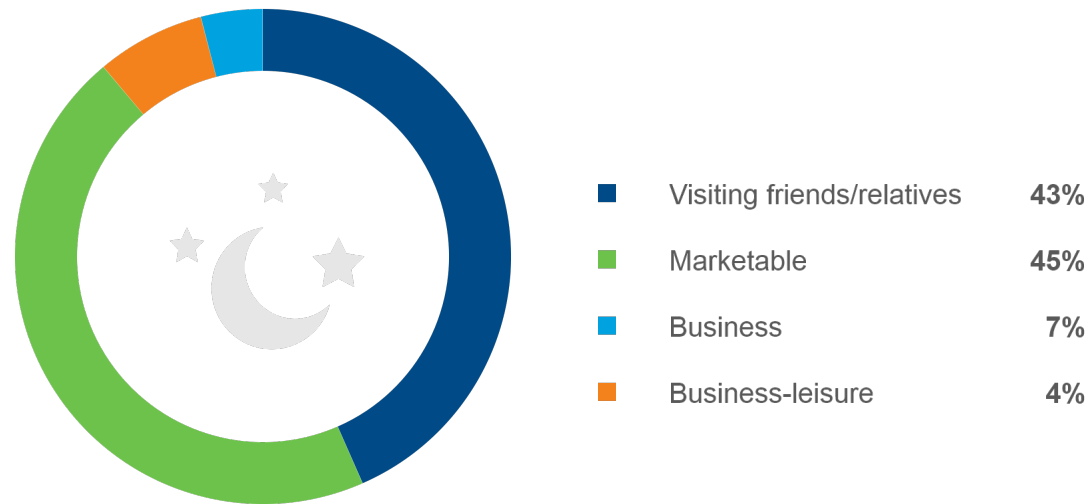
Main Purpose of Trip



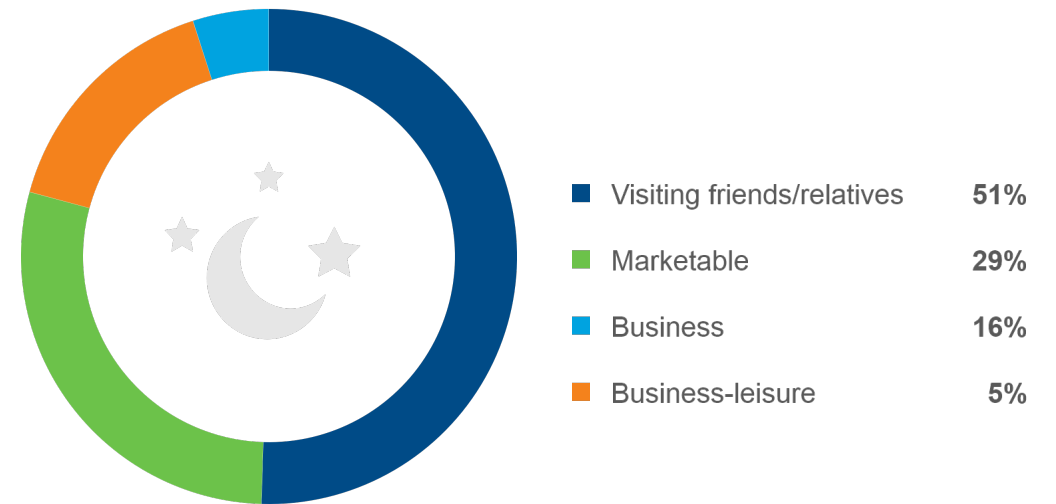
Main Purpose of Leisure Trip

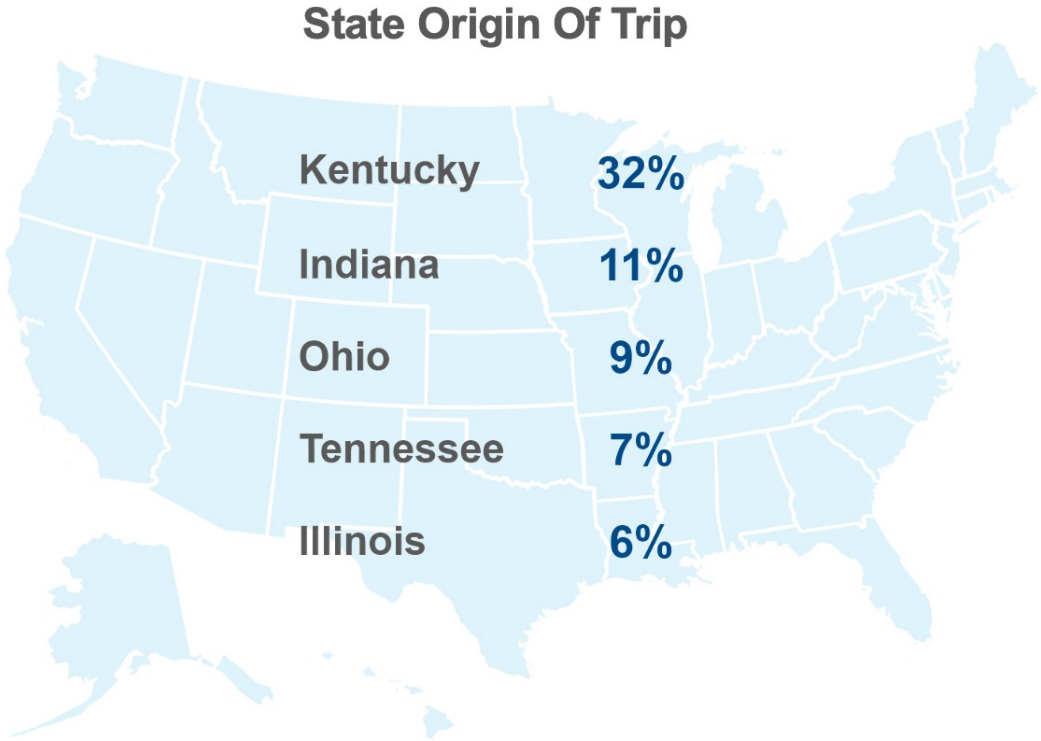


2020 U.S. Overnight Trips

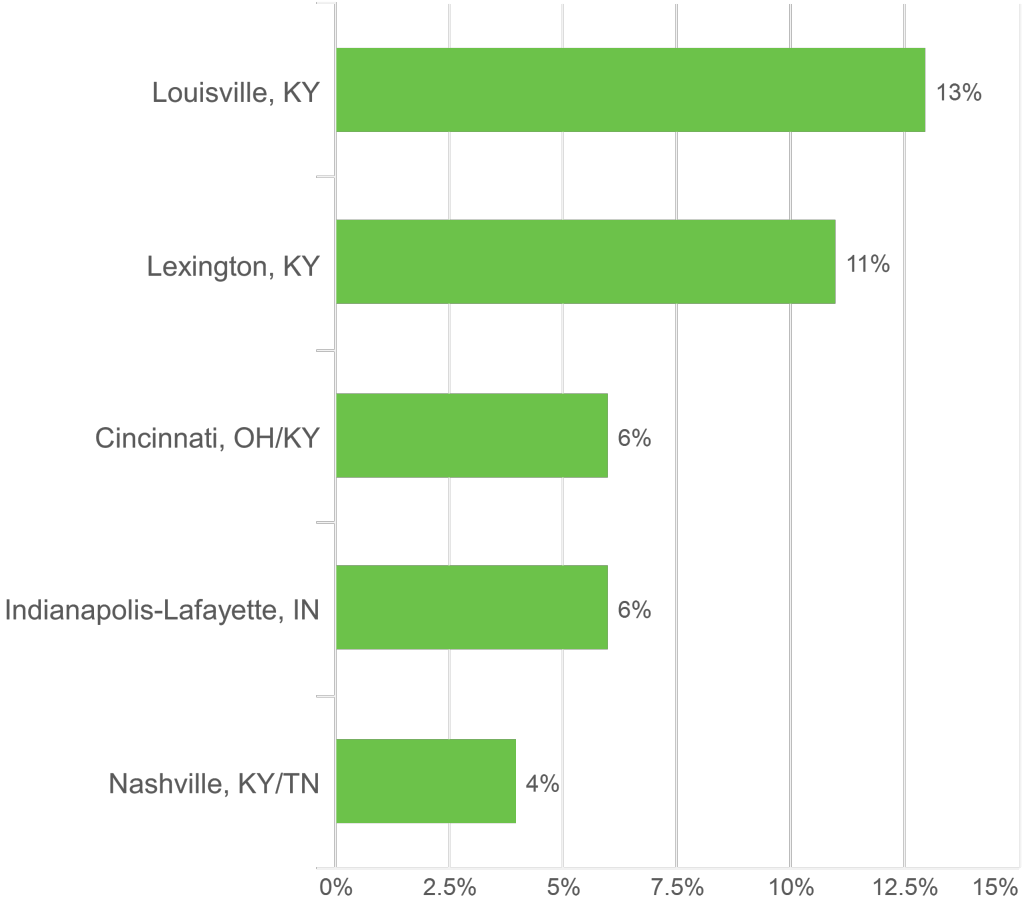


2020 Bourbon, Horses, & History Overnight Trips

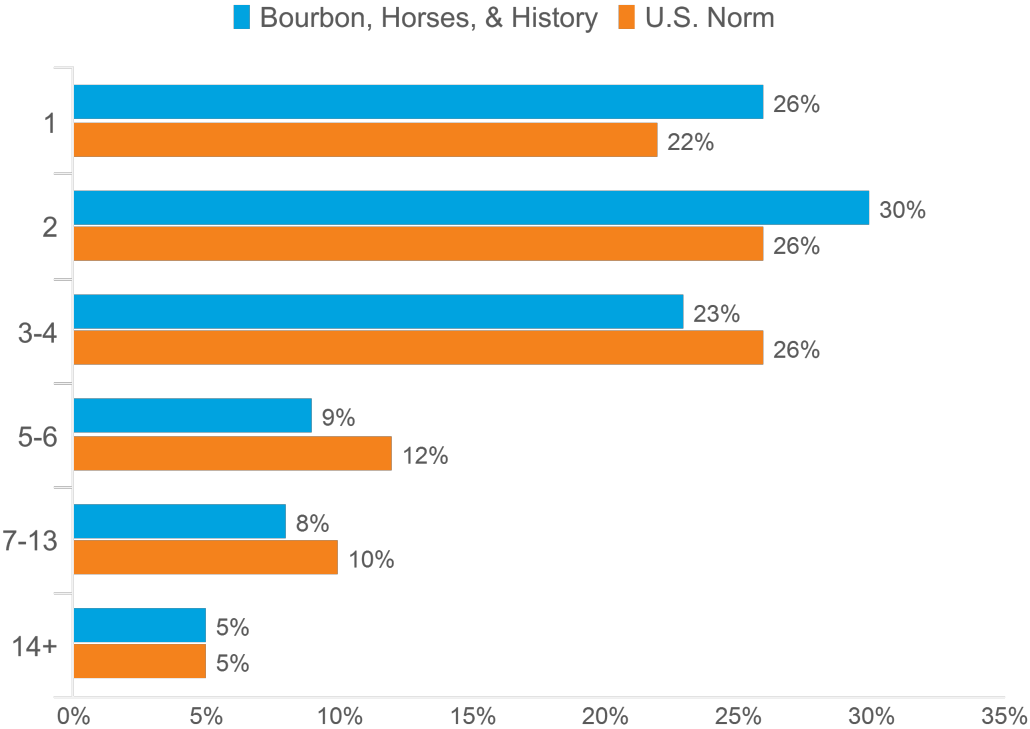




DMA Origin Of Trip



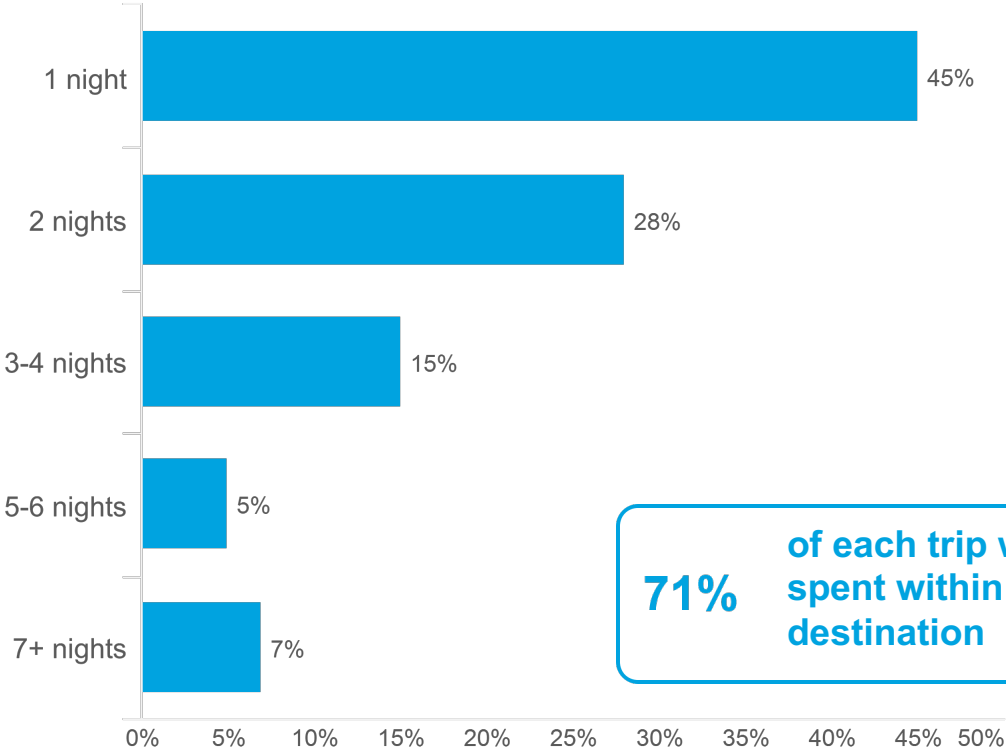
Total Nights Away on Trip



Bourbon, Horses, & History
4.0
Average Nights

U.S. Norm
4.1
Average Nights

Nights Spent in Bourbon, Horses, & History



71% of each trip was spent within the destination

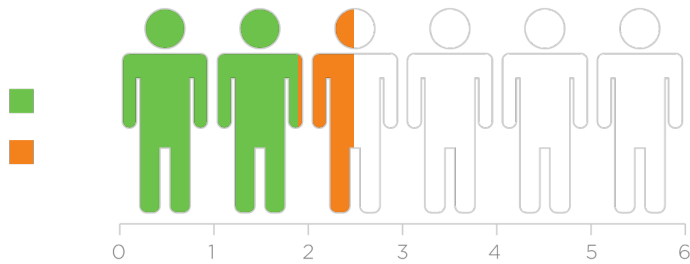
Average number of nights
2.8

Average last year
2.5

Size of Travel Party

■ Adults ■ Children

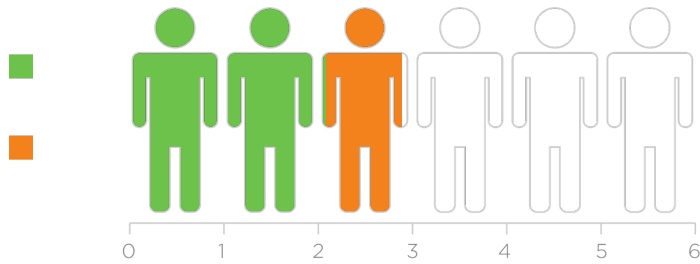
Bourbon, Horses, & History



Total
2.6

Average number of people

U.S. Norm

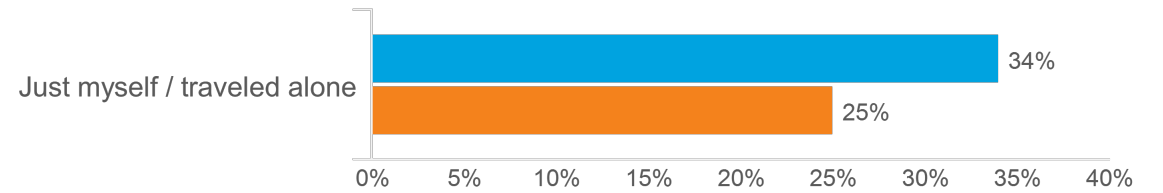


Total
3.0

Average number of people

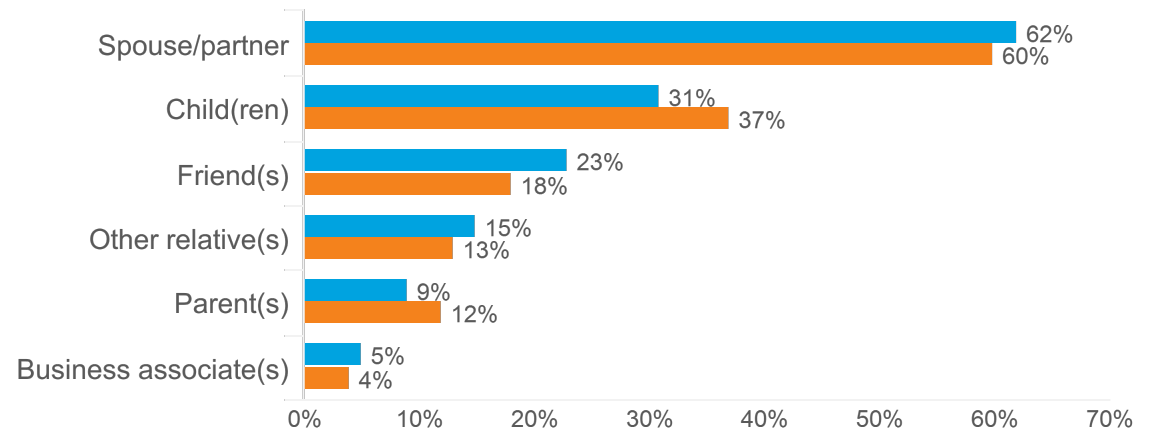
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

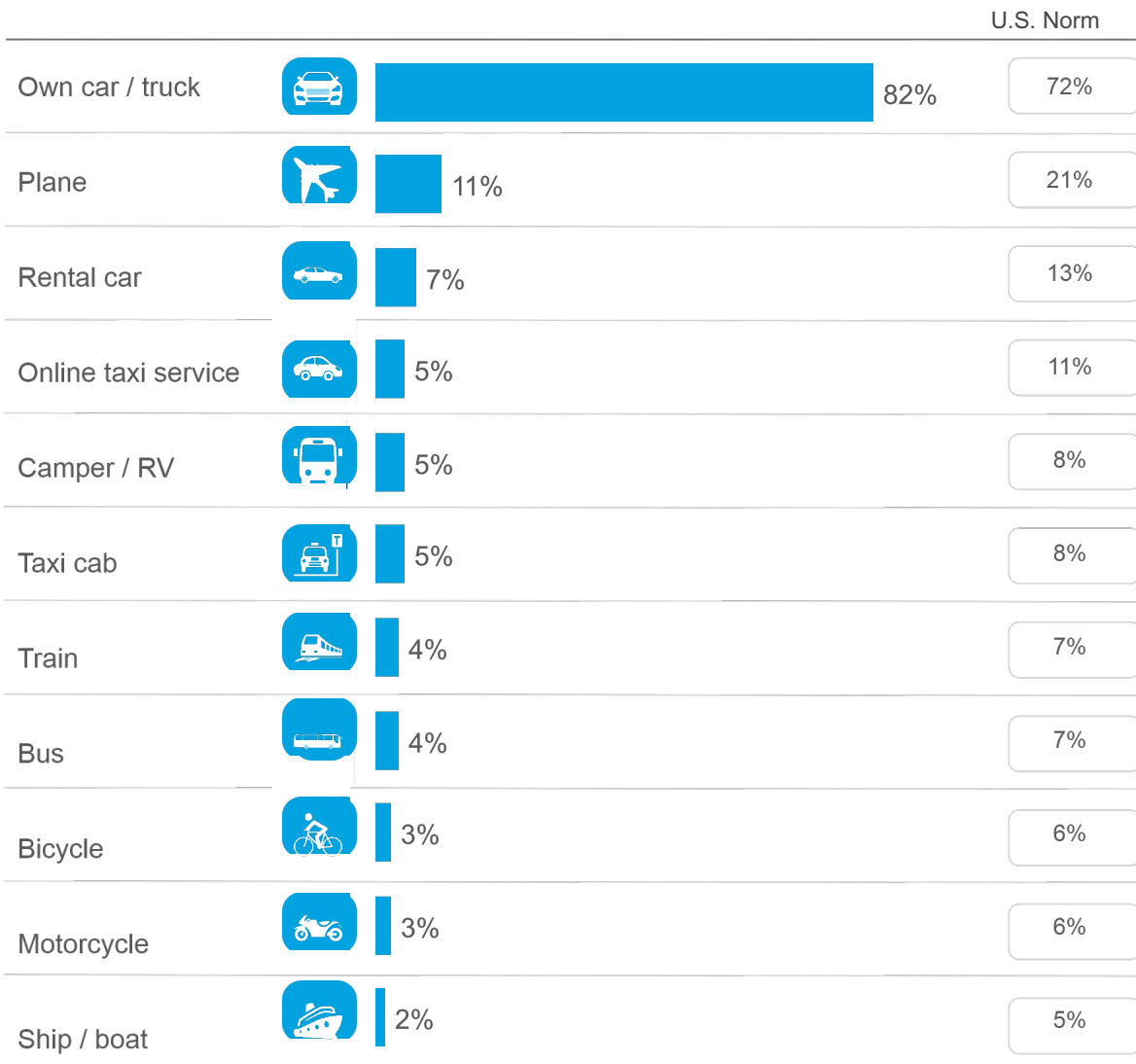
■ Bourbon, Horses, & History ■ U.S. Norm



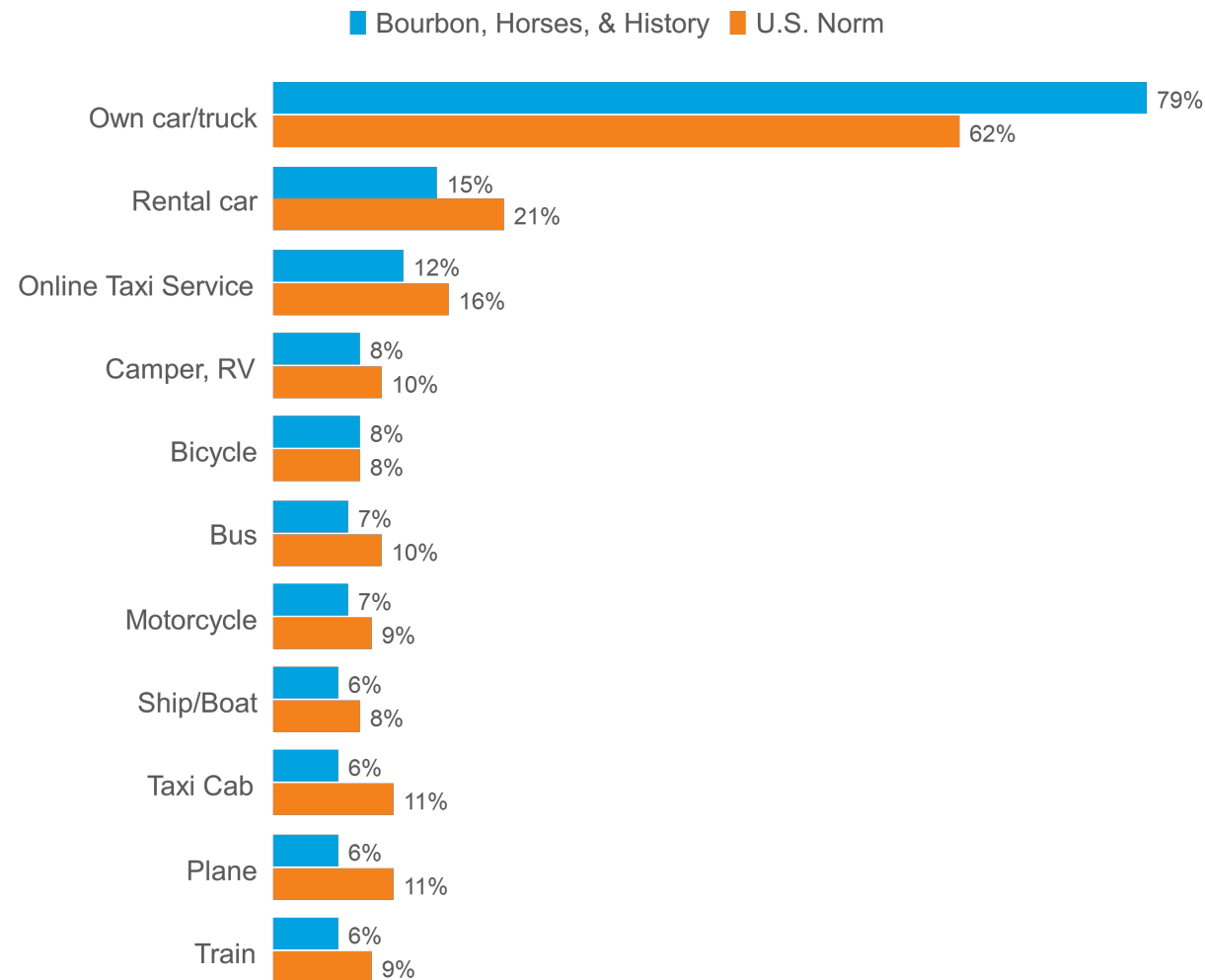
Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Transportation Used to get to Destination

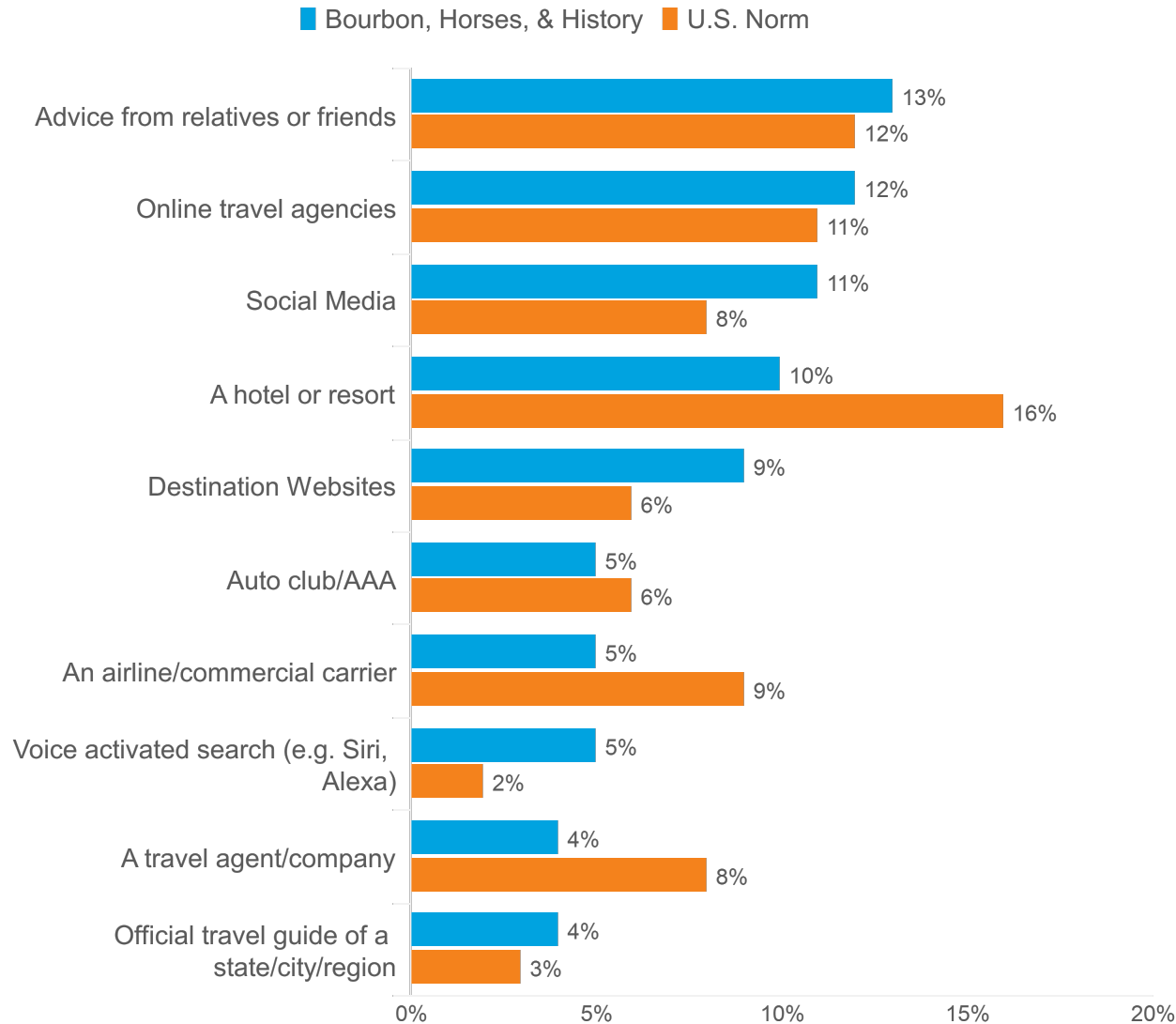


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



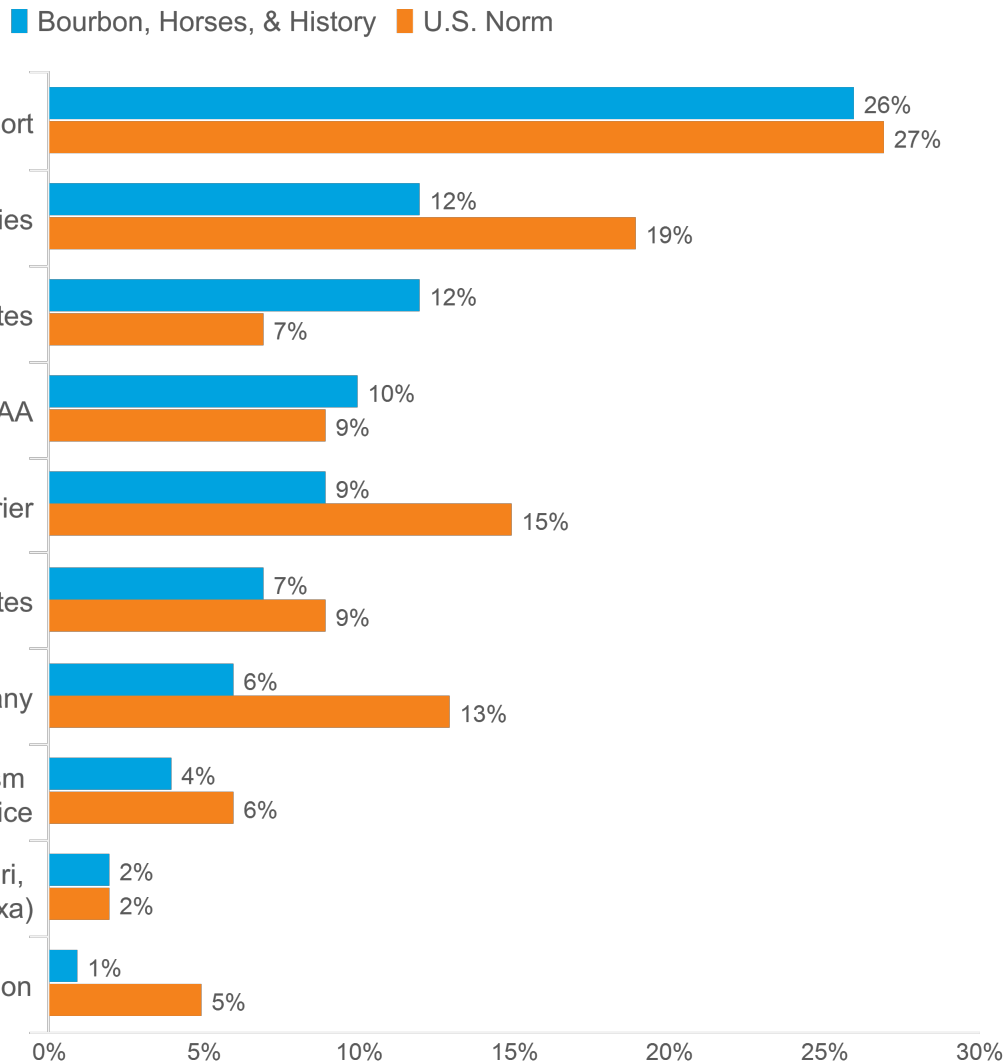
Length of Trip Planning

	Bourbon, Horses, & History	U.S. Norm
1 month or less	36%	33%
2 months	13%	15%
3-5 months	14%	15%
6-12 months	8%	11%
More than 1 year in advance	5%	4%
Did not plan anything in advance	24%	21%








Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Method of Booking



Accommodations

		Bourbon, Horses, & History	U.S. Norm
	Hotel	46%	36%
	Home of friends / relatives	30%	22%
	Motel	13%	12%
	Campground / RV park	5%	6%
	Bed & breakfast	4%	7%
	Own condo / apartment / cabin / second home	4%	5%
	Country inn / lodge	4%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 53%

Cultural Activities



U.S. Norm: 26%

Sporting Activities



U.S. Norm: 15%

Business Activities









U.S. Norm: 17%

Activities and Experiences (Top 10)







	Bourbon, Horses, & History	U.S. Norm
Shopping	20%	22%
Sightseeing	20%	16%
Attending celebration	15%	13%
Landmark/historic site	15%	11%
Business meeting	14%	9%
Winery/brewery/distillery tour	14%	6%
Bar/nightclub	13%	11%
Museum	12%	9%
Local parks/playgrounds	11%	9%
Fishing	11%	7%


Shopping Types on Trip










	Bourbon, Horses, & History	U.S. Norm
 Outlet/mall shopping	56%	49%
 Convenience/grocery shopping	36%	43%
 Souvenir shopping	34%	37%
 Big box stores (Walmart, Costco)	31%	36%
 Boutique shopping	19%	26%
 Antiquing	19%	12%

Base is the 20% of travelers who shopped on their trip.

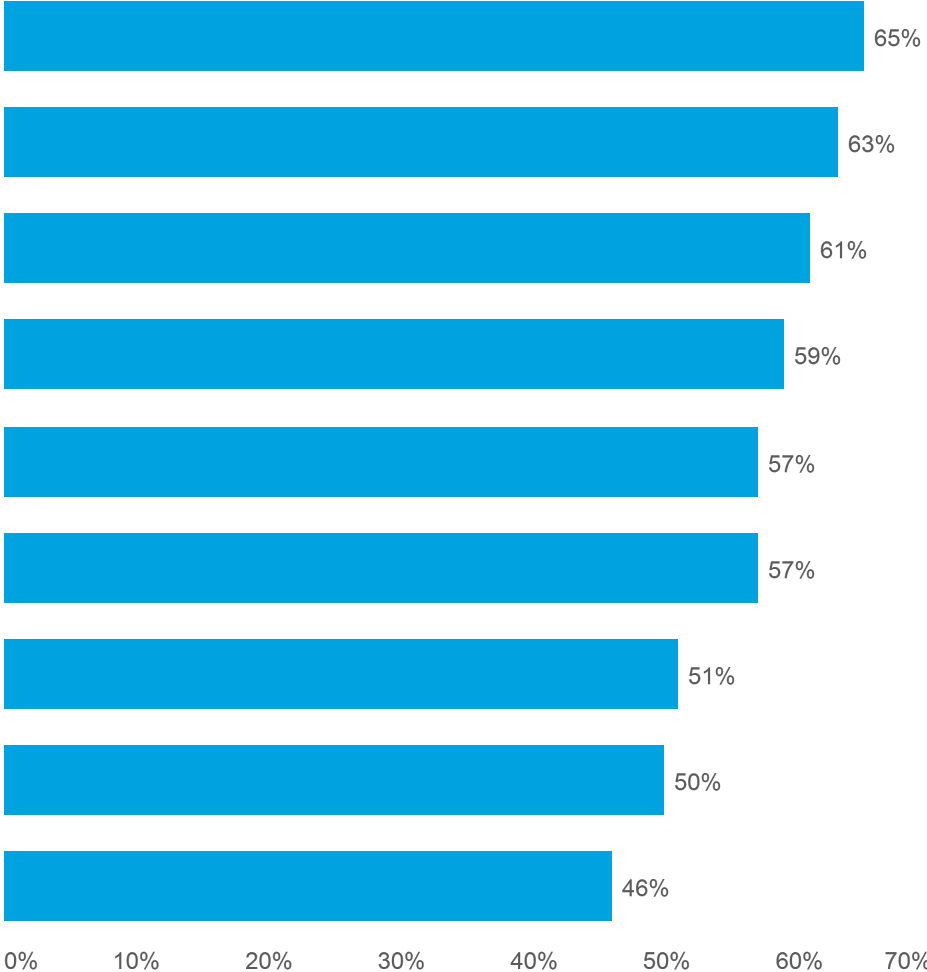
Dining Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Unique/local food	45%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	22%	20%
 Street food/food trucks	17%	19%
 Fine/upscale dining	16%	20%
 Picnicking	11%	13%
 Gastropubs	9%	8%

 **67%**
of overnight travelers were
very satisfied with their overall
trip experience

-  Sightseeing/attractions
-  Quality of food
-  Friendliness of people
-  Safety/security
-  Quality of accommodations
-  Cleanliness
-  Music/nightlife/entertainment
-  Value for money
-  Public transportation

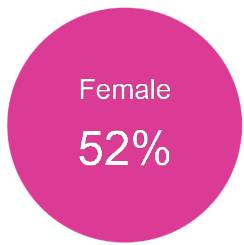
% Very Satisfied with Trip



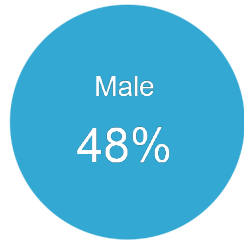
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2020 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

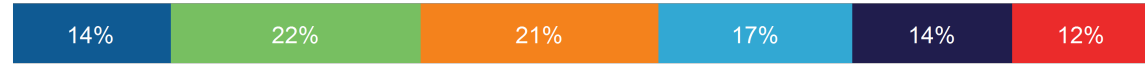
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Bourbon, Horses, & History



Average Age
46.2

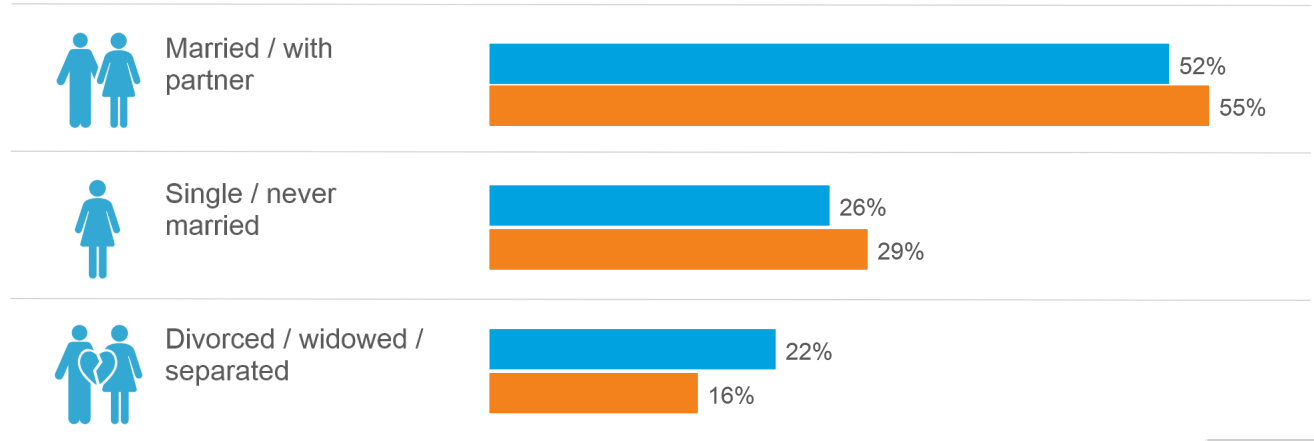
U.S. Norm



Average Age
43.1

Marital Status

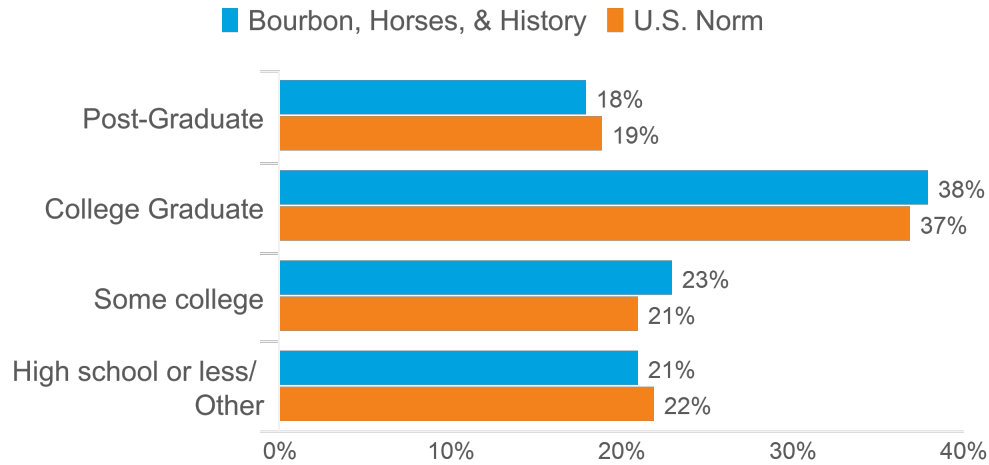
■ Bourbon, Horses, & History ■ U.S. Norm



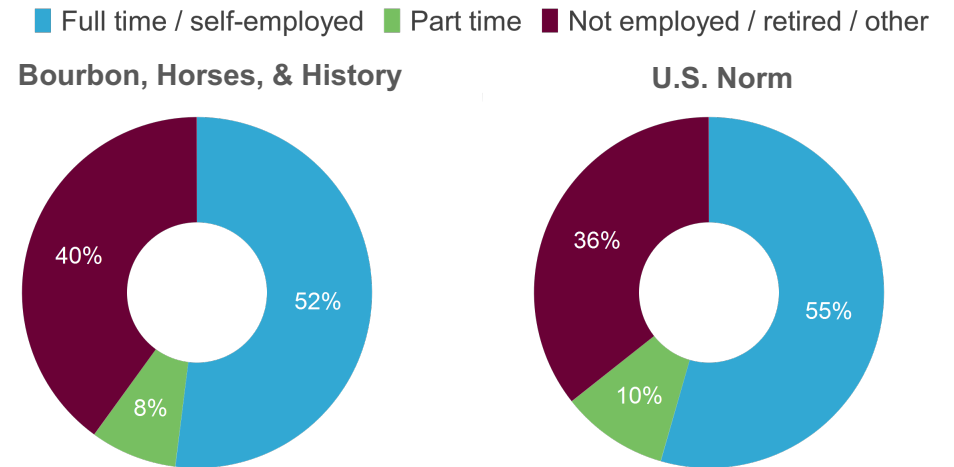
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

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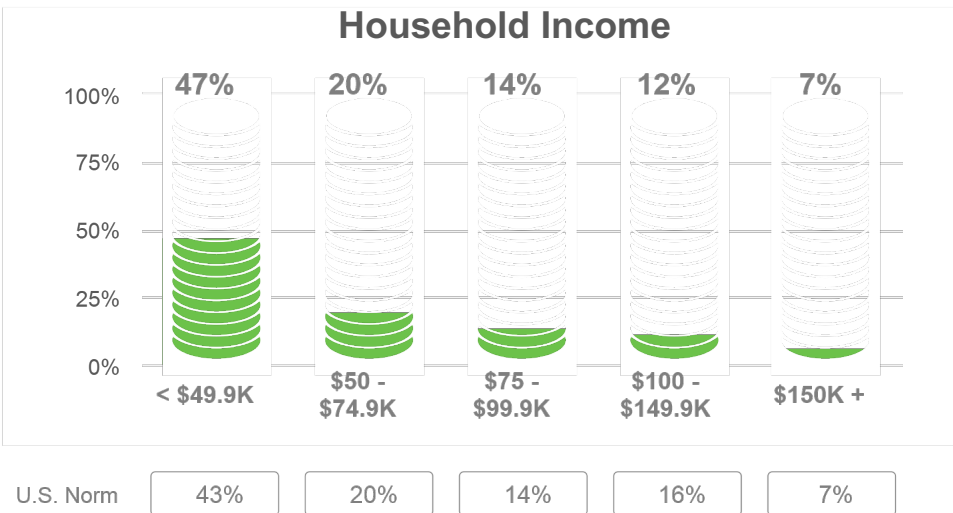
Education



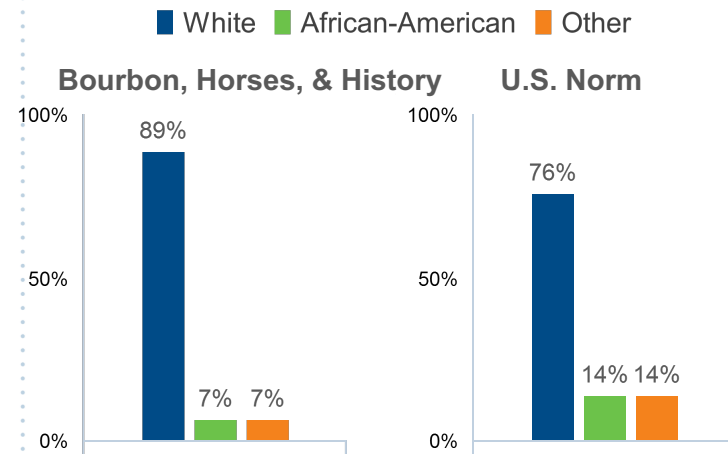
Employment



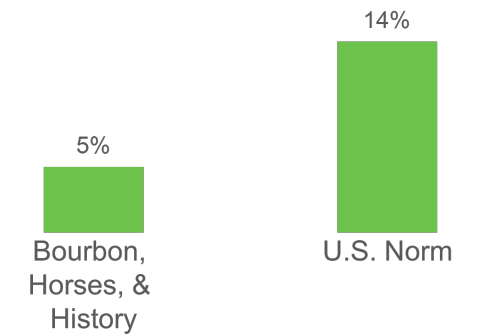
Household Income



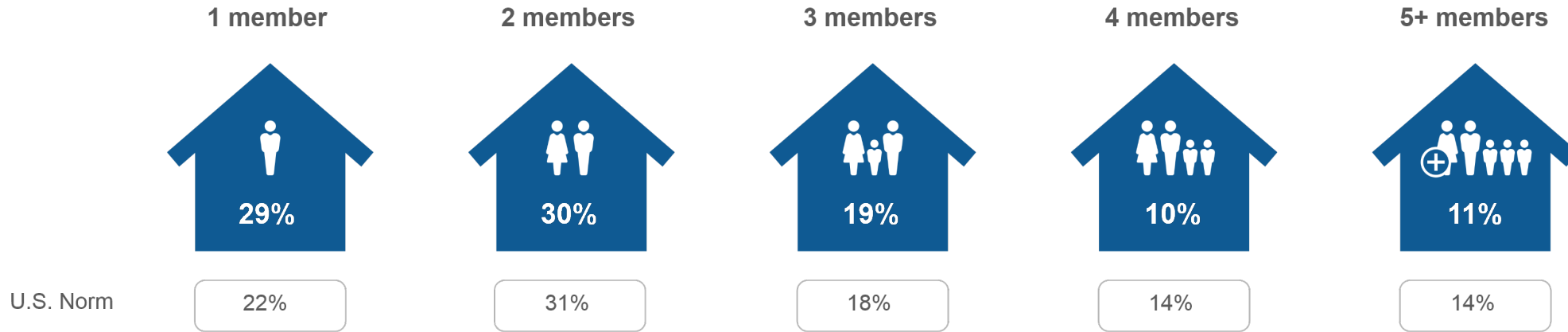
Race



Hispanic Background



Household Size



Children in Household

