



# Travel USA Visitor Profile

Caves, Lakes & Corvettes



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 Caves, Lakes, & Corvettes'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 Caves, Lakes, & Corvettes, the following sample was achieved in 2020:



Overnight Base Size

361

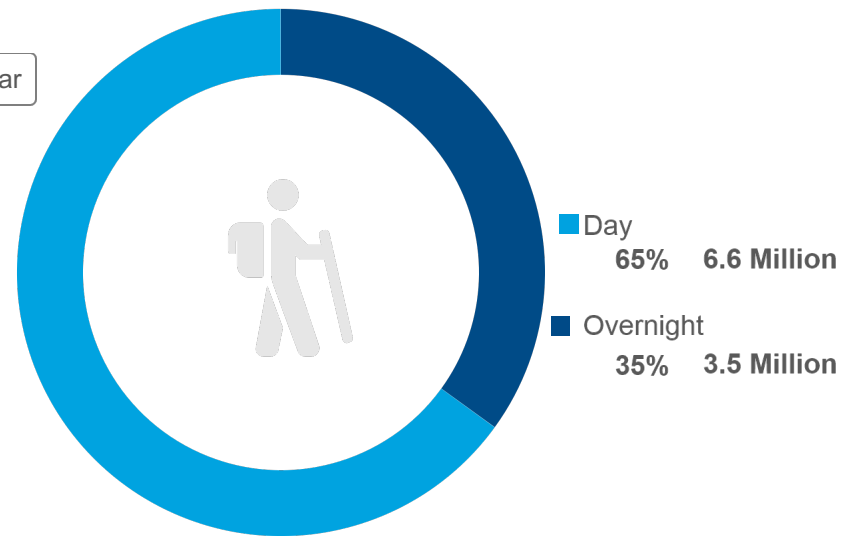
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Caves, Lakes, & Corvettes 2020 Domestic Travel Market

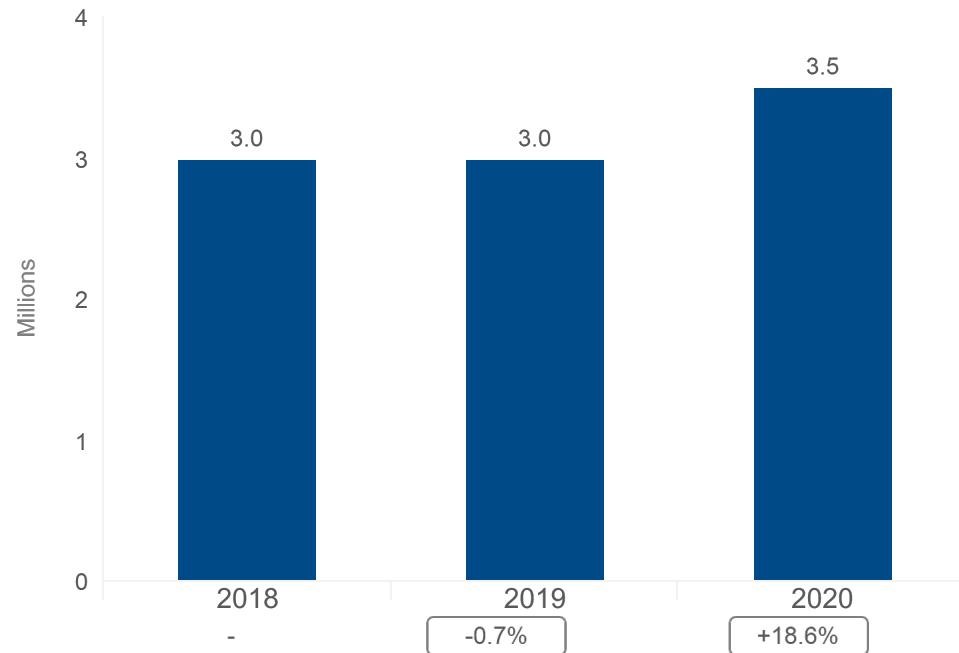
Total Person-Trips

**10.1 Million**

+1.9% vs. last year



## Overnight Trips to Caves, Lakes, & Corvettes



## Past Visitation to Caves, Lakes, & Corvettes

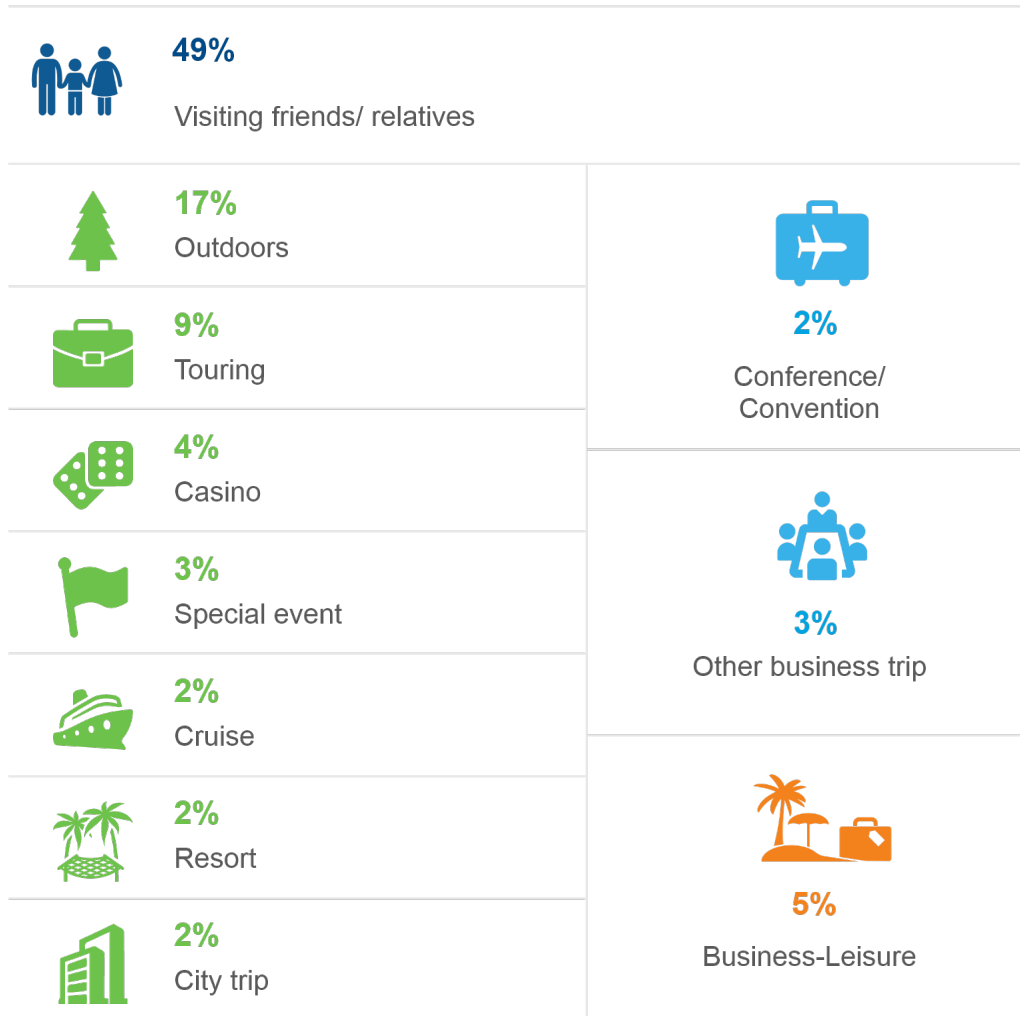
**62%** of overnight travelers to Caves, Lakes, & Corvettes are repeat visitors

**45%** of overnight travelers to Caves, Lakes, & Corvettes had visited before in the past 12 months

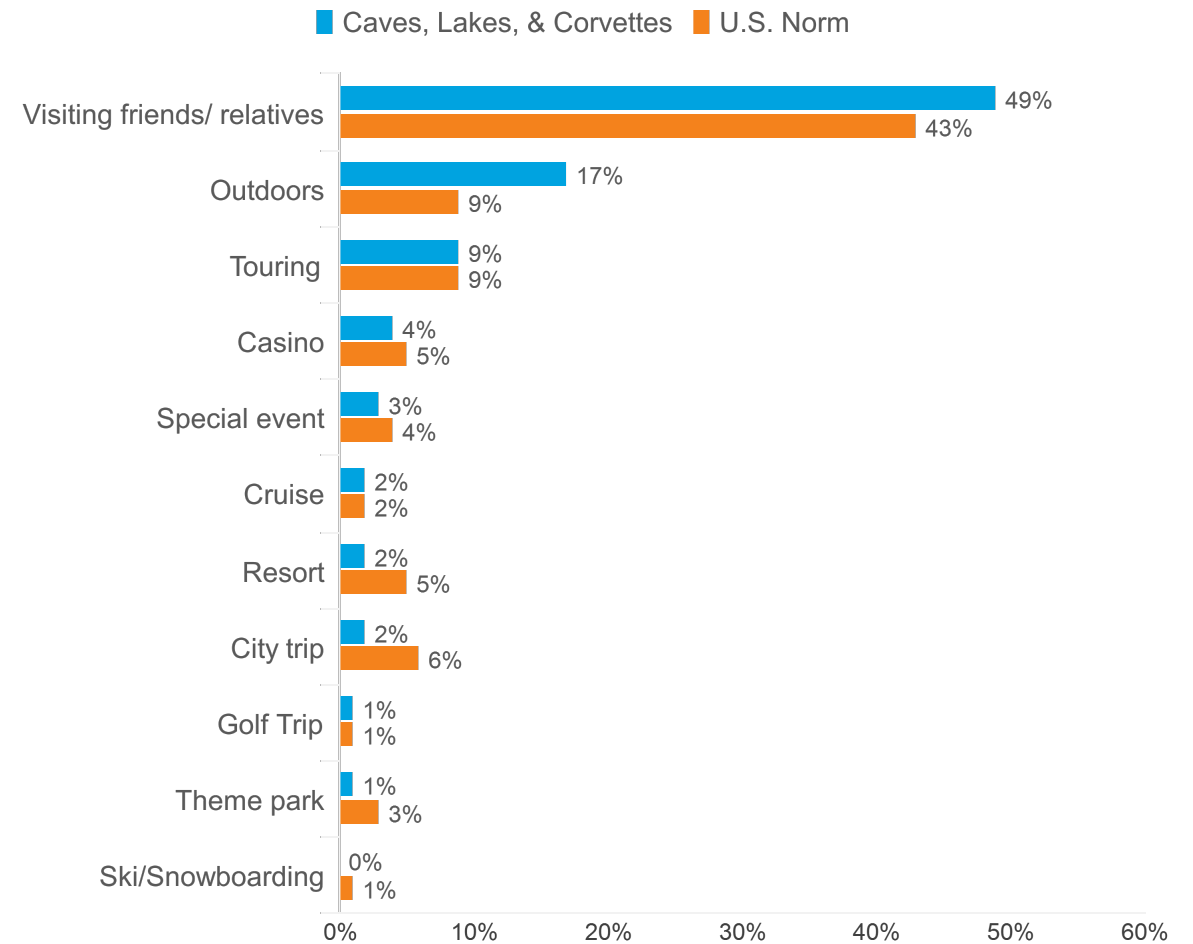
# Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip



### 2020 U.S. Overnight Trips



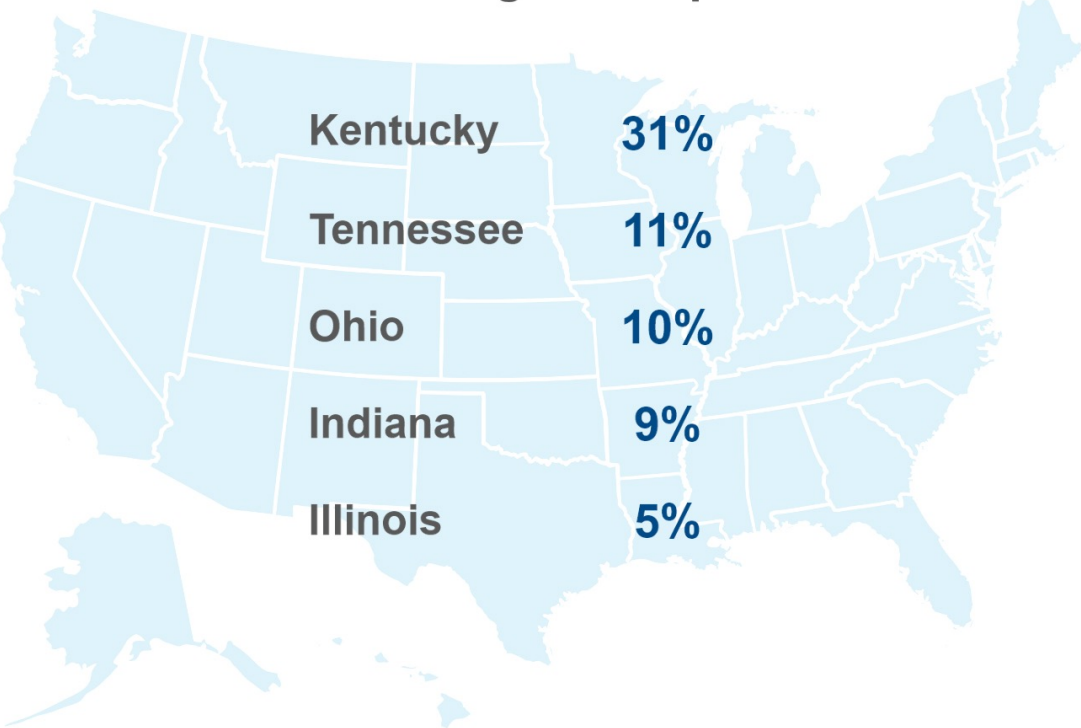
■ Visiting friends/relatives	43%
■ Marketable	45%
■ Business	7%
■ Business-leisure	4%

### 2020 Caves, Lakes, & Corvettes Overnight Trips

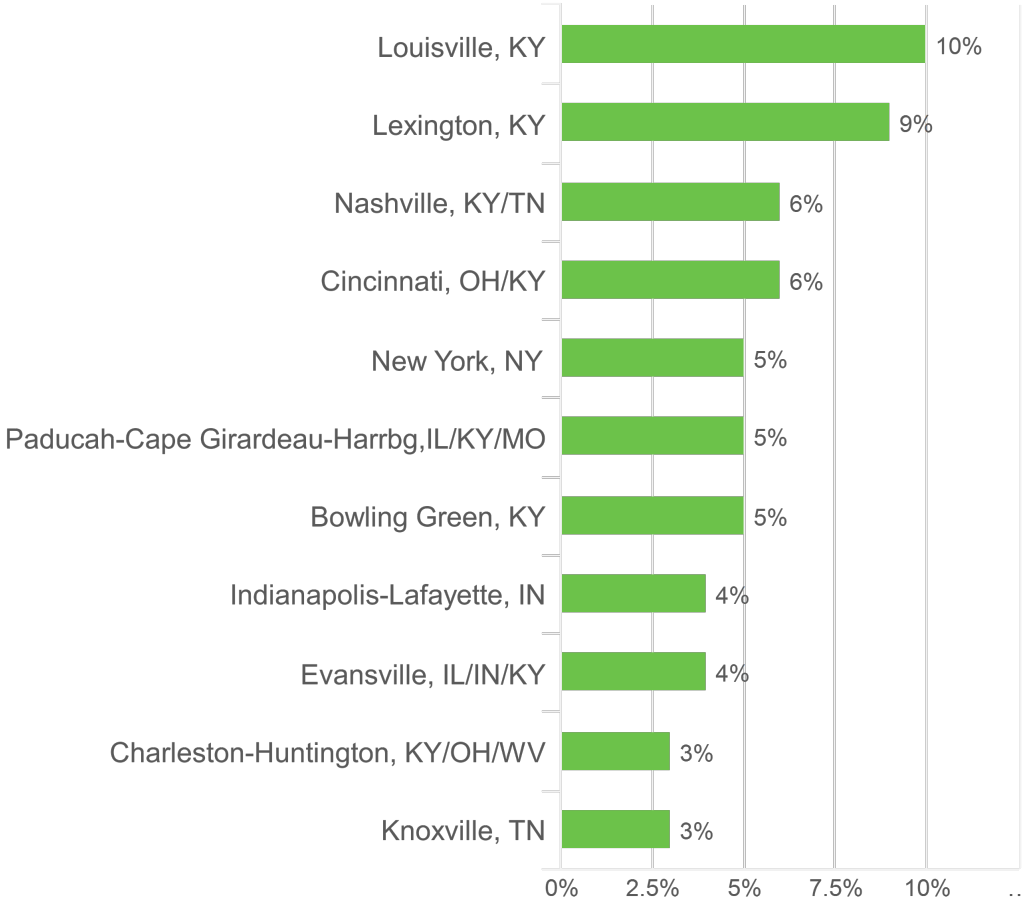


■ Visiting friends/relatives	49%
■ Marketable	41%
■ Business	5%
■ Business-leisure	5%

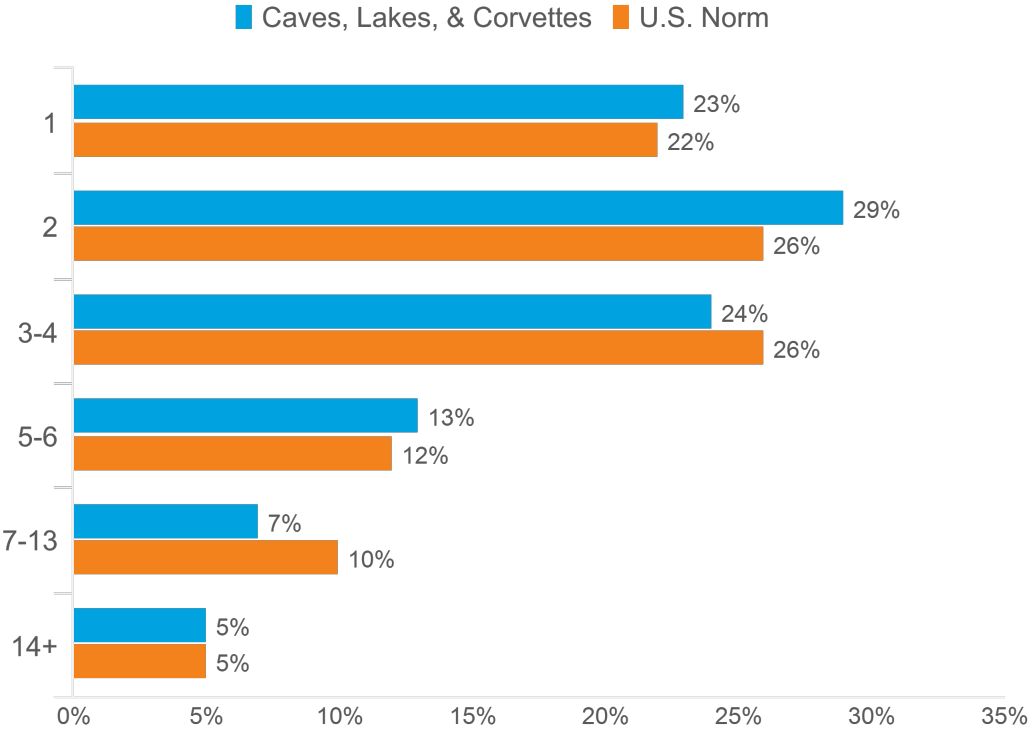
## State Origin Of Trip



## DMA Origin Of Trip



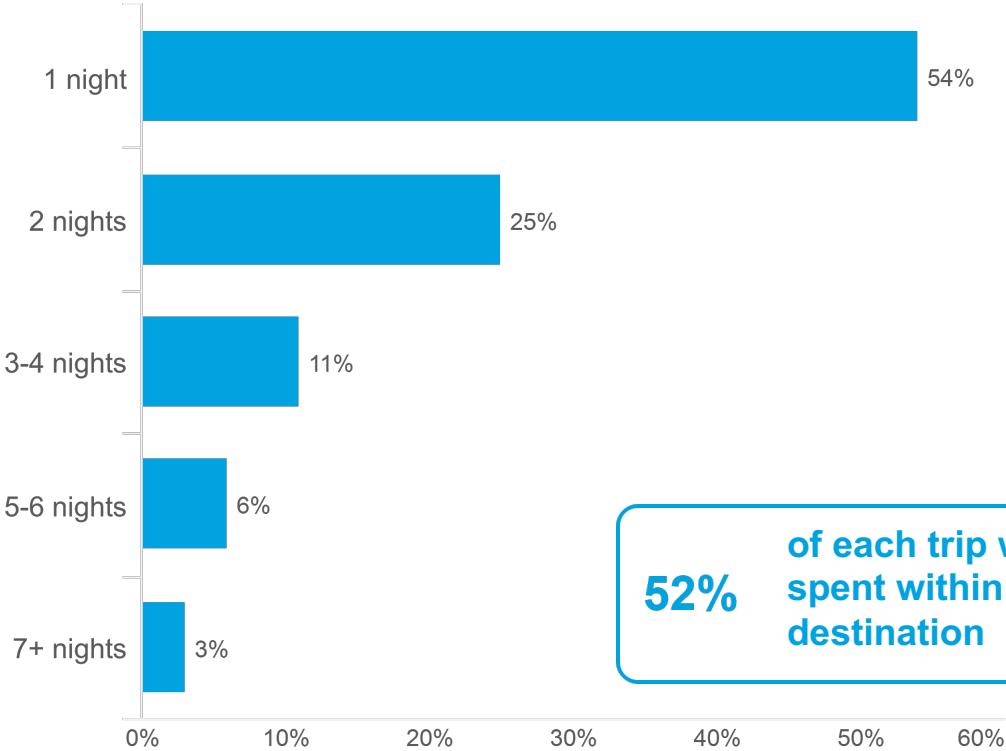
## Total Nights Away on Trip



Caves, Lakes, & Corvettes  
**4.1**  
Average Nights

U.S. Norm  
**4.1**  
Average Nights

## Nights Spent in Caves, Lakes, & Corvettes



**52%** of each trip was spent within the destination

Average number of nights  
**2.1**

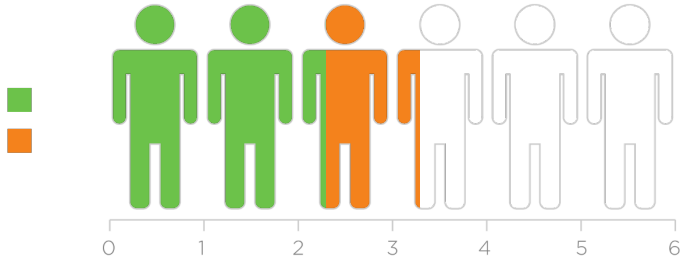
Average last year  
**2.7**



## Size of Travel Party

■ Adults ■ Children

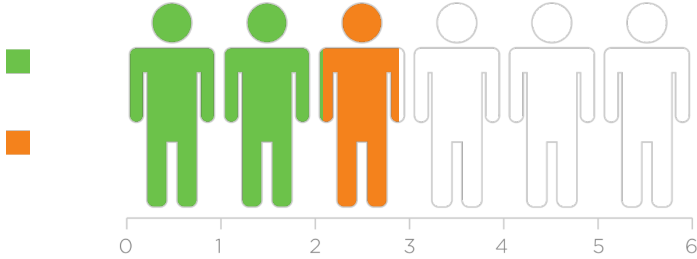
### Caves, Lakes, & Corvettes



Total  
**3.4**

Average number of people

### U.S. Norm

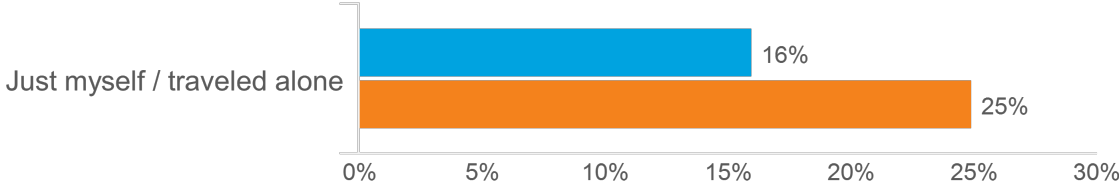


Total  
**3.0**

Average number of people

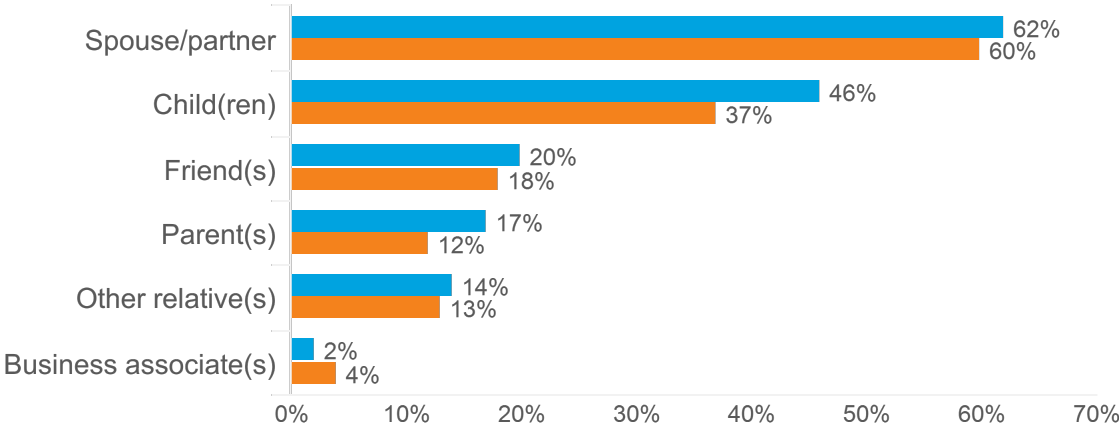
## Percent Who Traveled Alone

■ Caves, Lakes, & Corvettes ■ U.S. Norm



## Composition of Immediate Travel Party

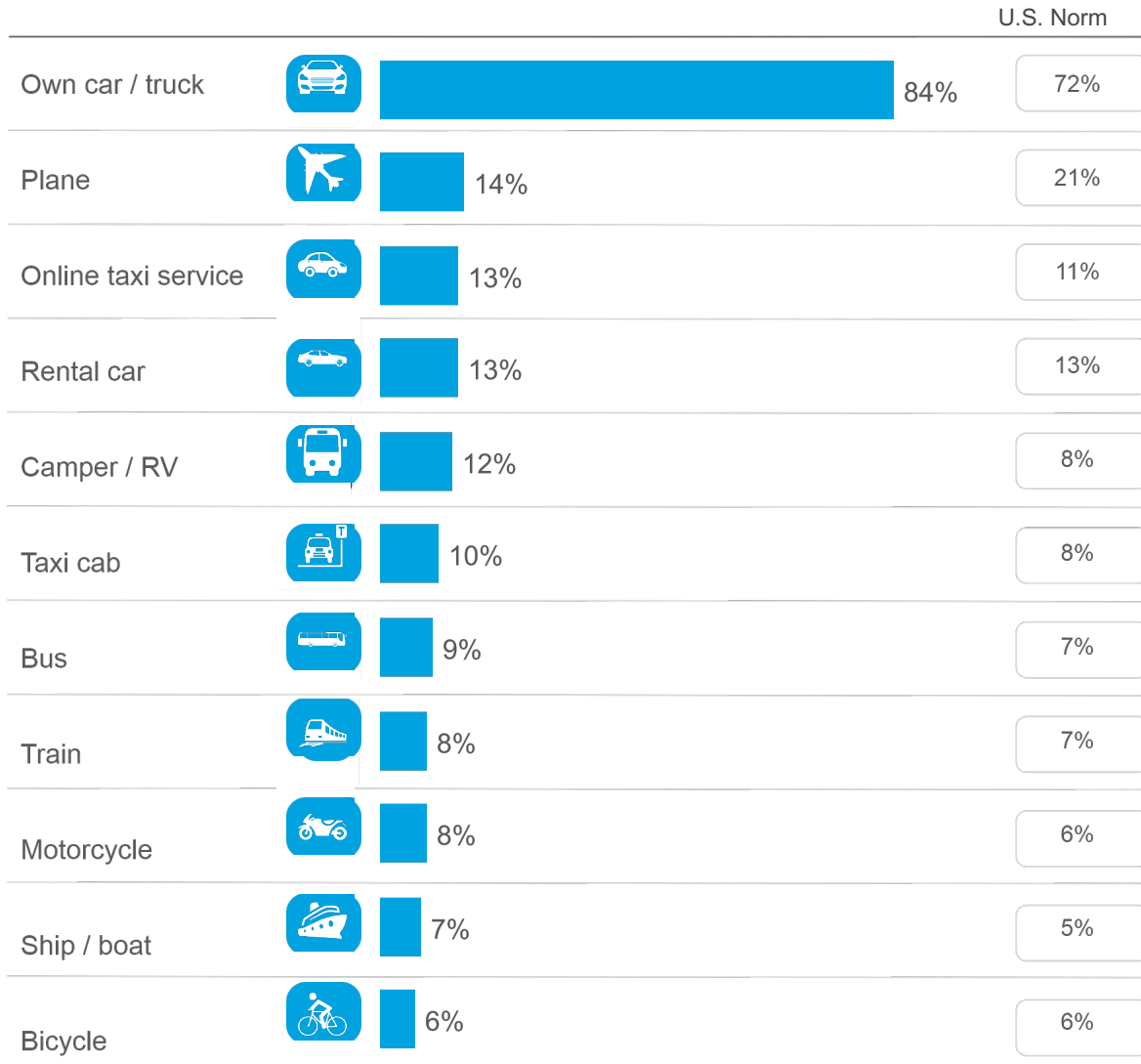
■ Caves, Lakes, & Corvettes ■ U.S. Norm



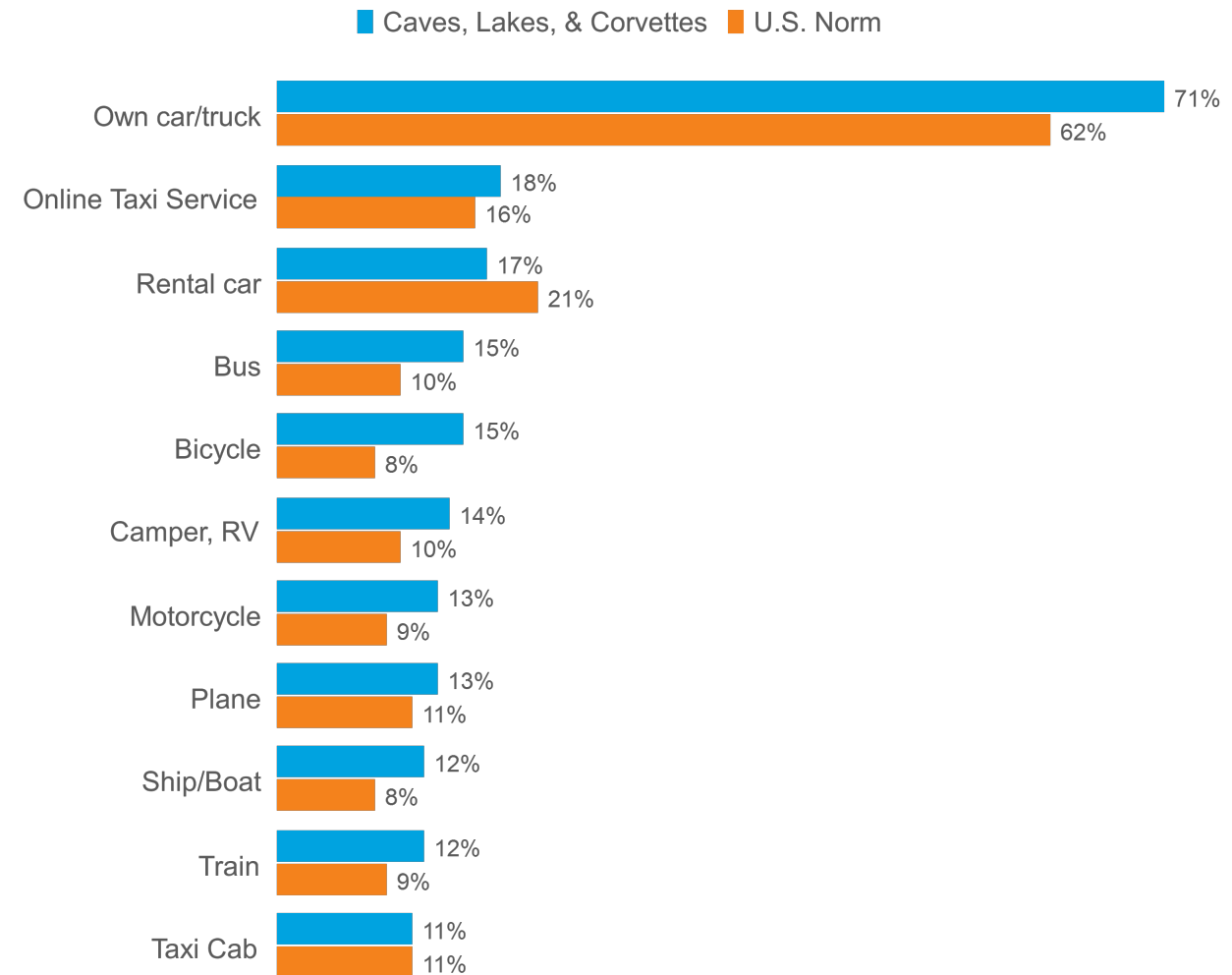
# Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Transportation Used to get to Destination

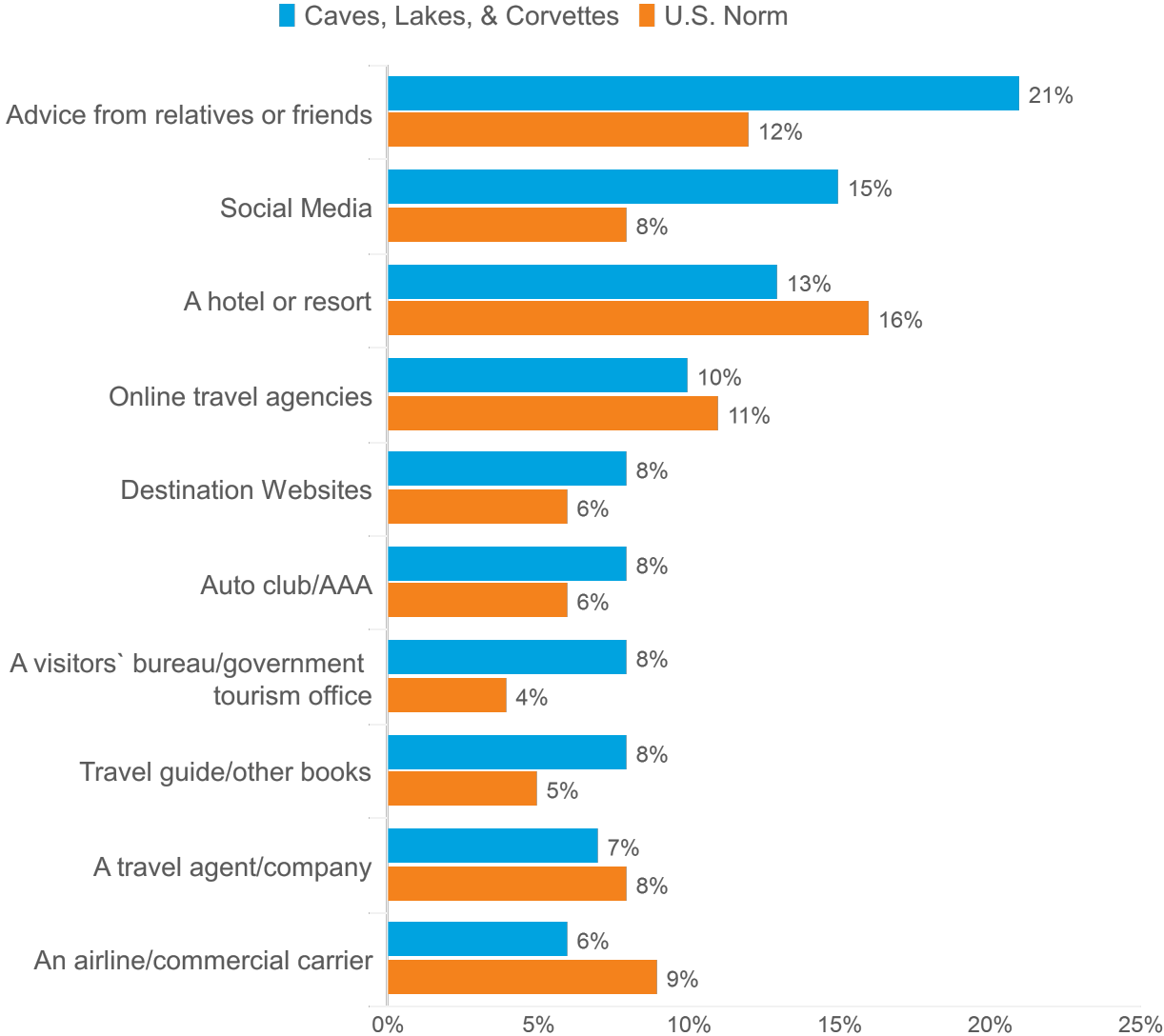


## Transportation Used within Destination



Question updated in 2020

## Trip Planning Information Sources



## Length of Trip Planning

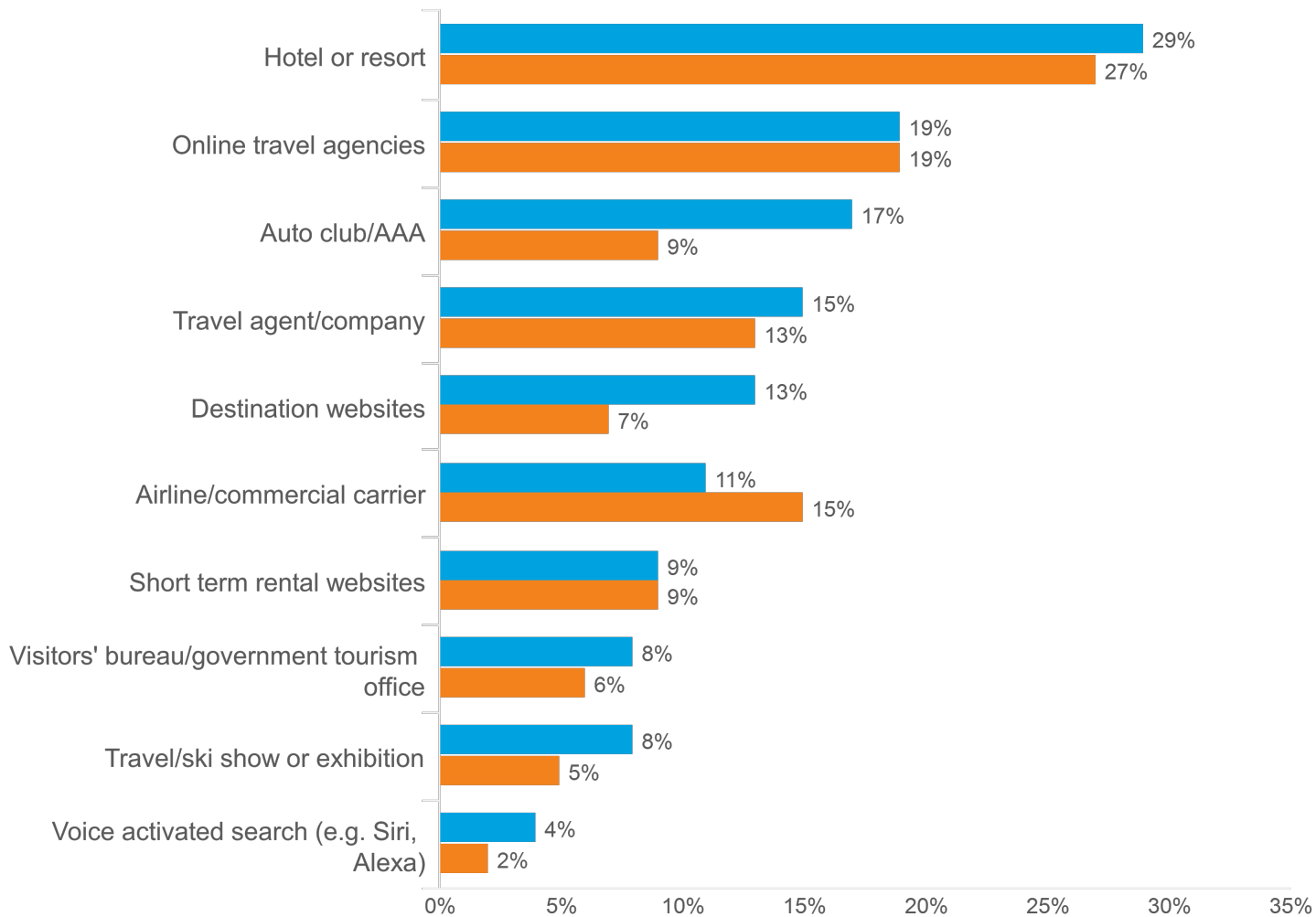
	Caves, Lakes, & Corvettes (%)	U.S. Norm (%)
1 month or less	27%	33%
2 months	15%	15%
3-5 months	19%	15%
6-12 months	9%	11%
More than 1 year in advance	8%	4%
Did not plan anything in advance	22%	21%

# Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips








## Method of Booking

■ Caves, Lakes, & Corvettes ■ U.S. Norm



## Accommodations

Caves, Lakes, & Corvettes U.S. Norm

Accommodation Type	Caves, Lakes, & Corvettes (%)	U.S. Norm (%)
 Hotel	37%	36%
 Home of friends / relatives	21%	22%
 Motel	18%	12%
 Campground / RV park	12%	6%
 Country inn / lodge	9%	4%
 Bed & breakfast	8%	7%
 Own condo / apartment / cabin / second home	8%	5%

## 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)







	Caves, Lakes, & Corvettes	U.S. Norm
Shopping	25%	22%
Sightseeing	24%	16%
Attending celebration	22%	13%
Landmark/historic site	20%	11%
National/state park	18%	8%
Fishing	17%	7%
Swimming	15%	12%
Hiking/backpacking	15%	9%
Museum	14%	9%
Camping	13%	6%

## Shopping Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Outlet/mall shopping	58%	49%
 Big box stores (Walmart, Costco)	47%	36%
 Souvenir shopping	40%	37%
 Convenience/grocery shopping	34%	43%
 Boutique shopping	17%	26%
 Antiquing	15%	12%

Base is the 25% of travelers who shopped on their trip.

## Dining Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Unique/local food	44%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	26%	20%
 Picnicking	21%	13%
 Street food/food trucks	18%	19%
 Fine/upscale dining	16%	20%
 Gastropubs	6%	8%



**62%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



Sightseeing/attractions

56%



Friendliness of people

56%



Value for money

50%



Cleanliness

49%



Safety/security

47%



Quality of food

46%



Quality of accommodations

44%



Music/nightlife/entertainment

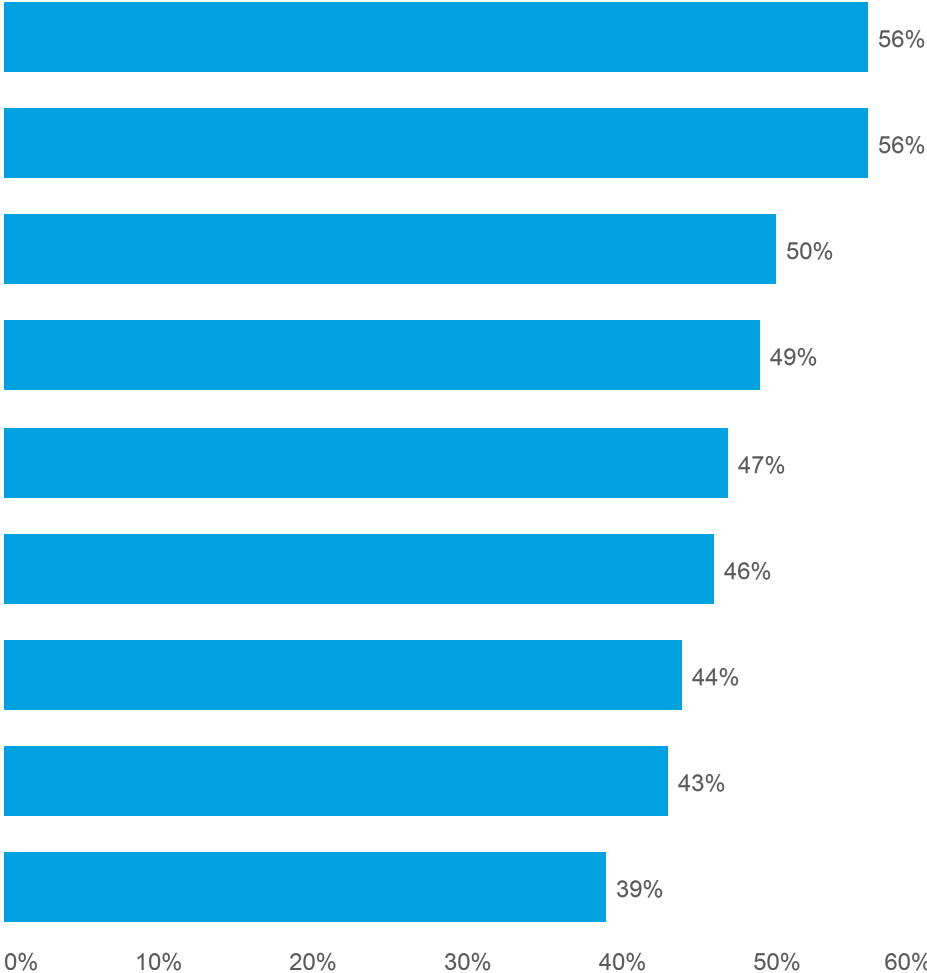
43%



Public transportation

39%

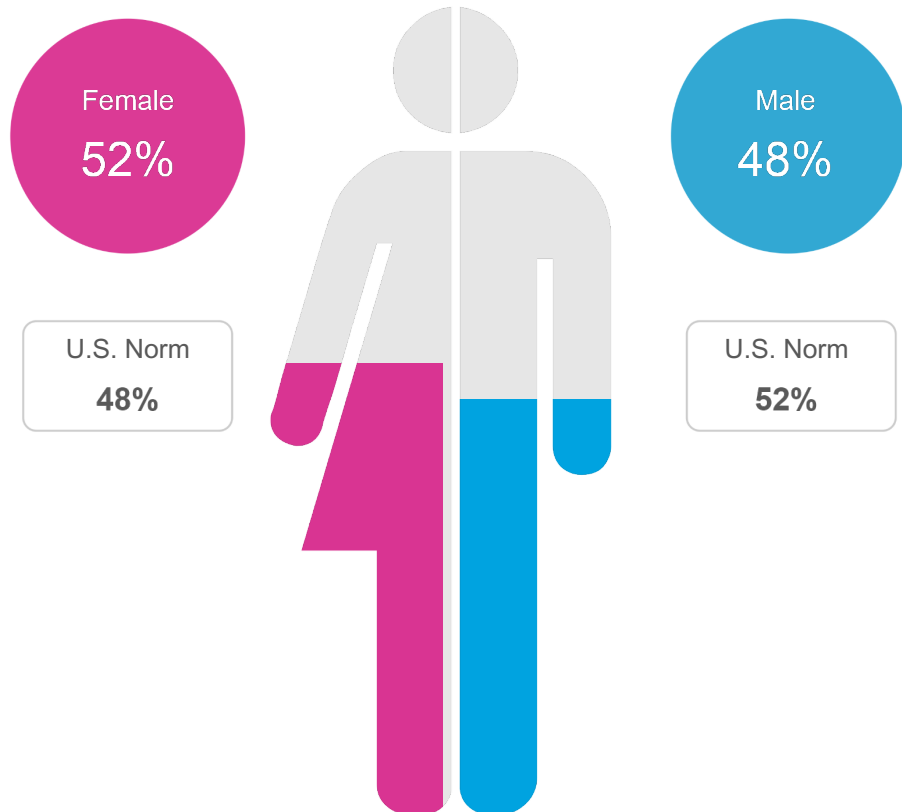
## % Very Satisfied with Trip



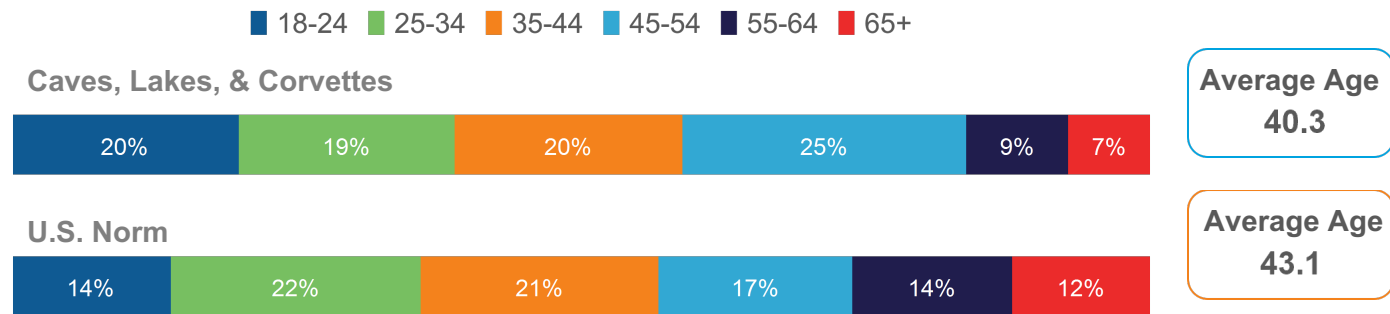
# Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: 2020 Overnight Person-Trips

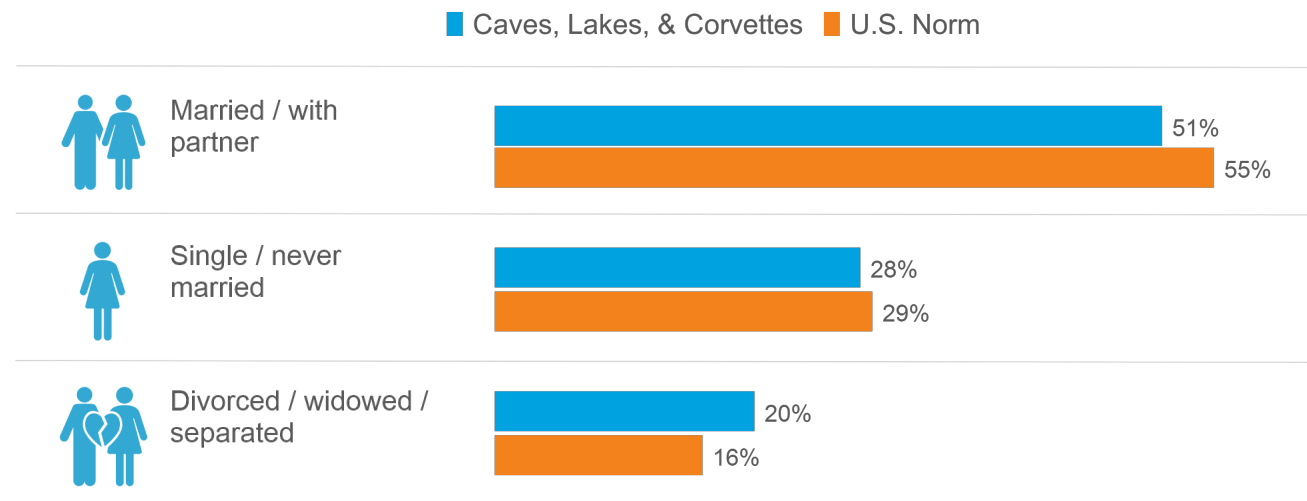
## Gender



## Age



## Marital Status

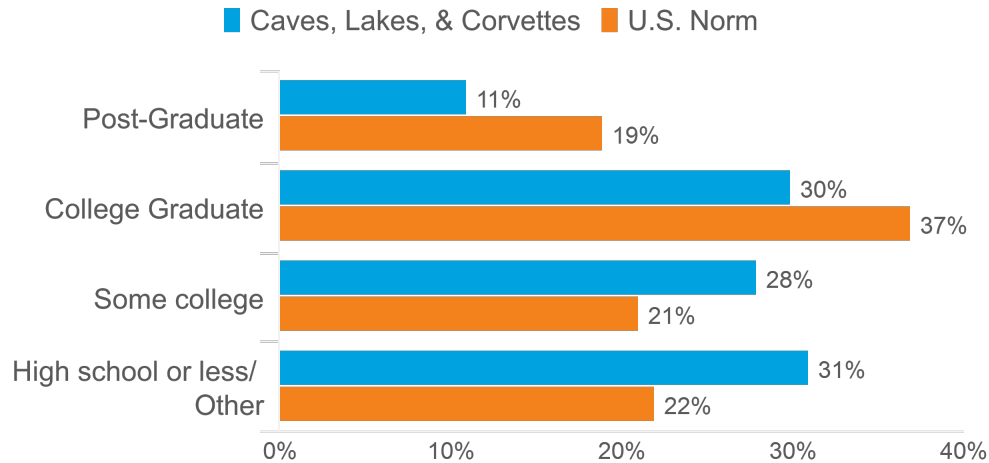




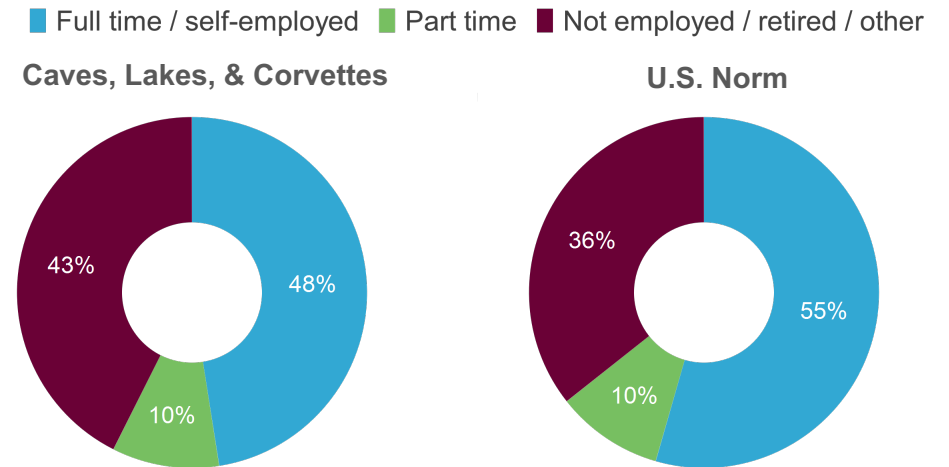
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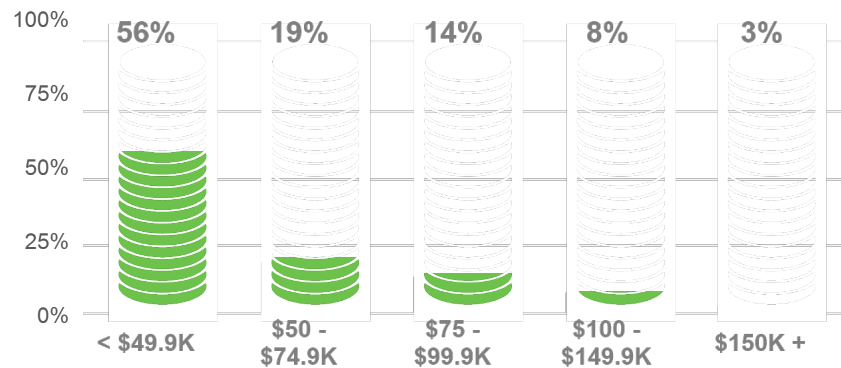
## Education



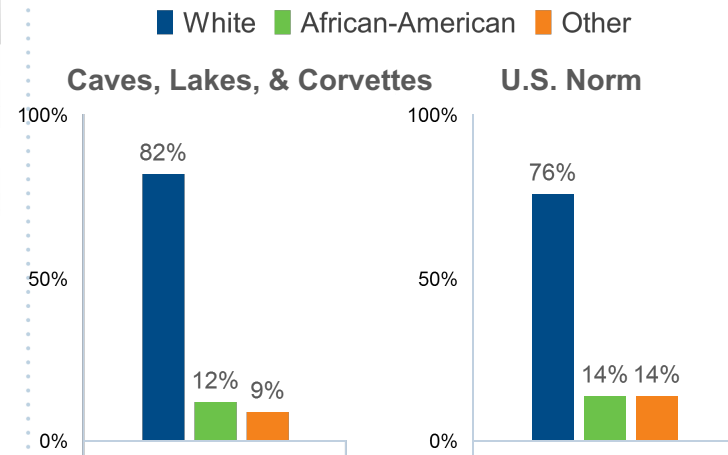
## Employment



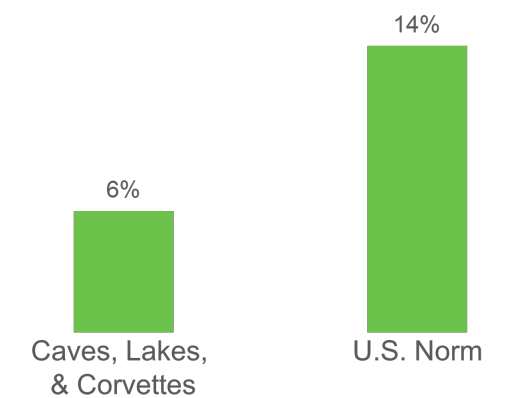
## Household Income



## Race

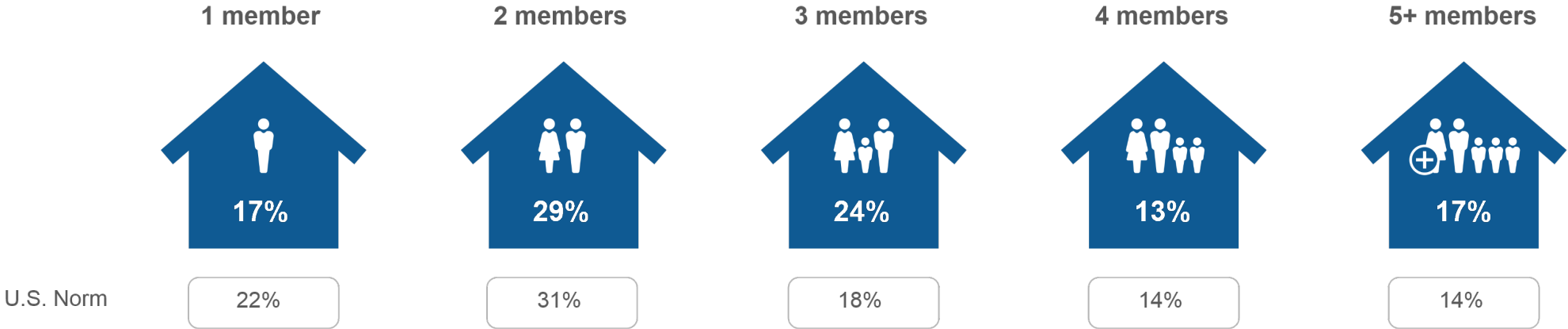


## Hispanic Background



U.S. Norm 43% 20% 14% 16% 7%

## Household Size



## Children in Household

