



# Travel USA Visitor Profile

## Day Visitation

2021

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## 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.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Kentucky's domestic tourism business in 2021.

## 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 Kentucky, the following sample was achieved in 2021:



Day Base Size

1,542

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



# **Travel USA Visitor Profile**

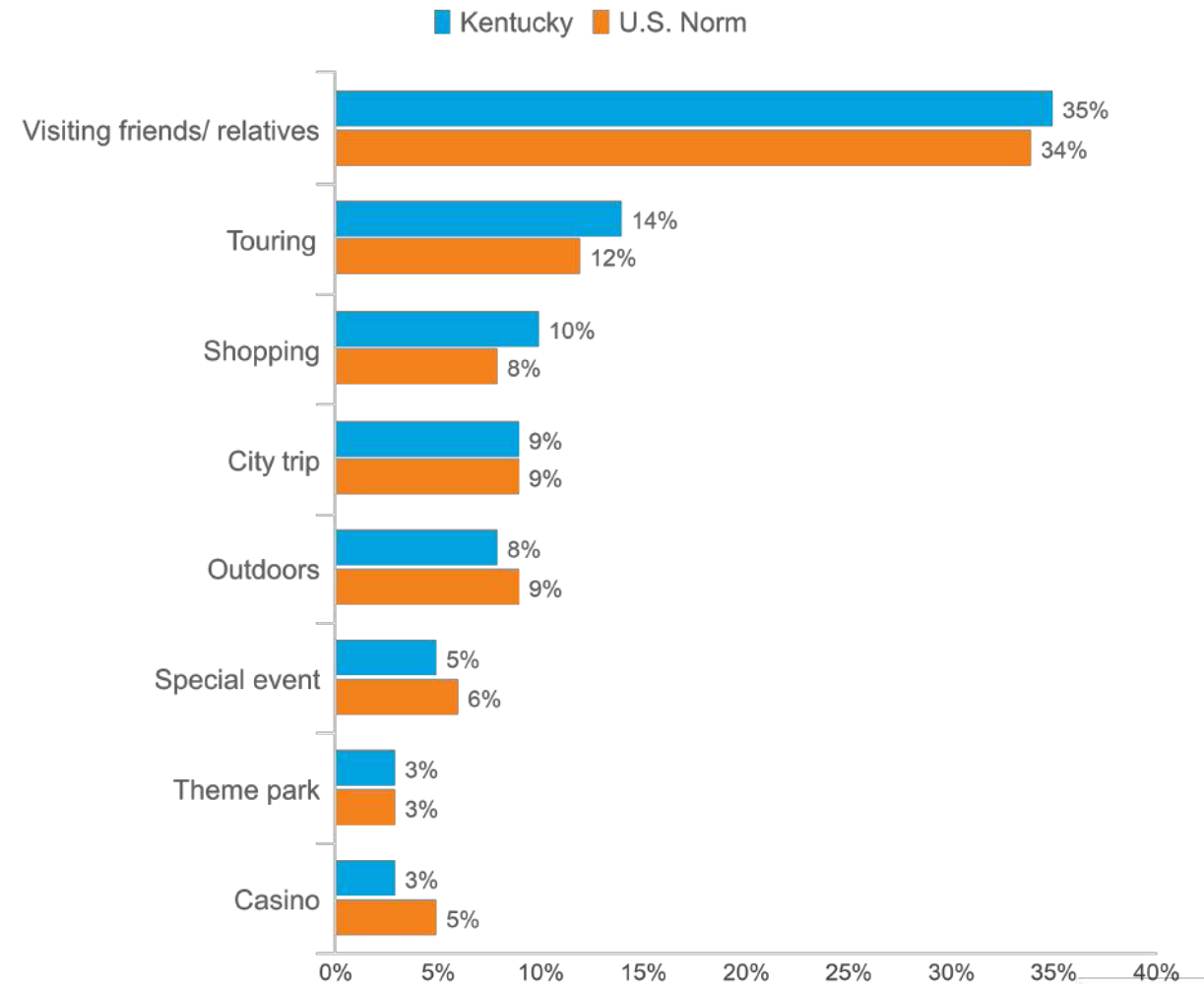
## **Day Visitation - Kentucky**

2021

## Main Purpose of Trip



## Main Purpose of Leisure Trip



### 2021 U.S. Day Trips



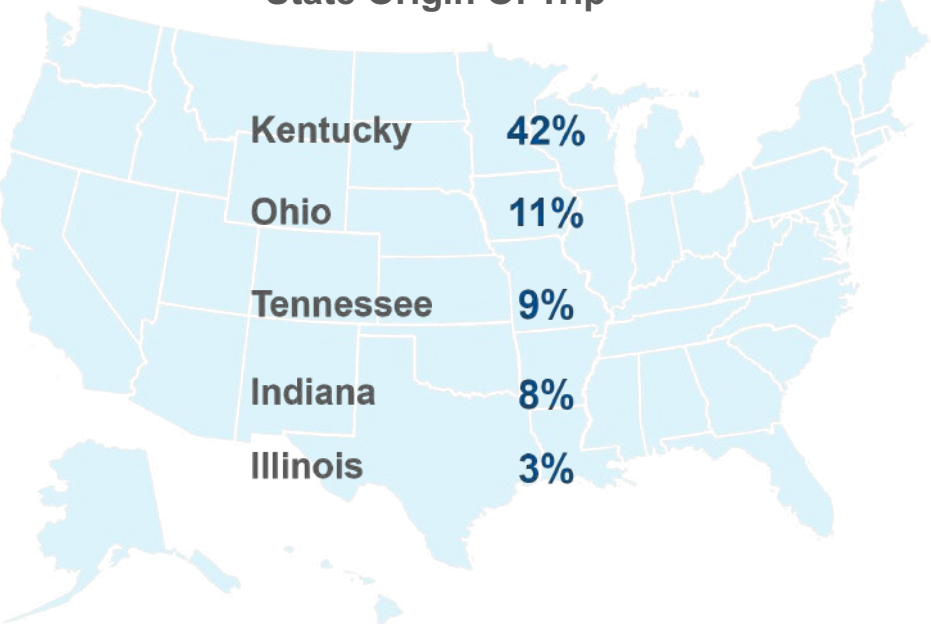
■	Visiting friends/relatives	34%
■	Marketable	58%
■	Business	5%
■	Business-leisure	3%

### 2021 Kentucky Day Trips

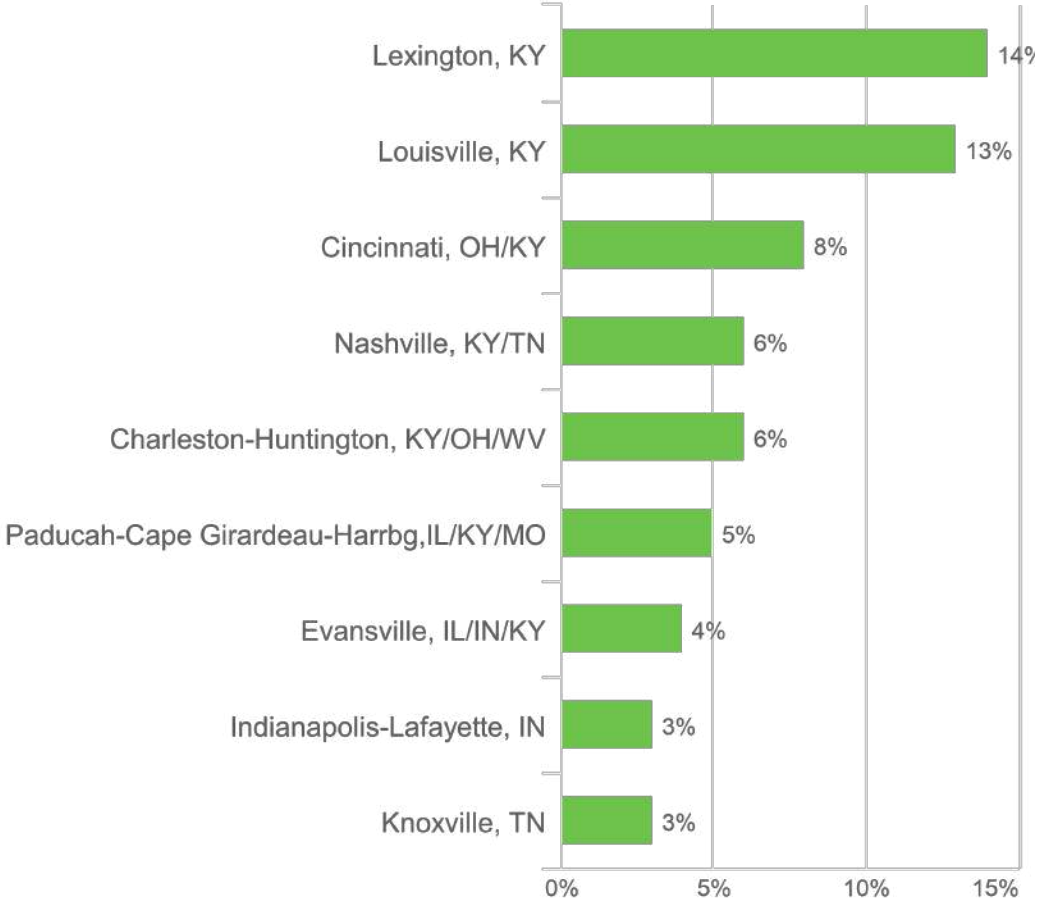


■	Visiting friends/relatives	35%
■	Marketable	54%
■	Business	7%
■	Business-leisure	4%

### State Origin Of Trip



### DMA Origin Of Trip



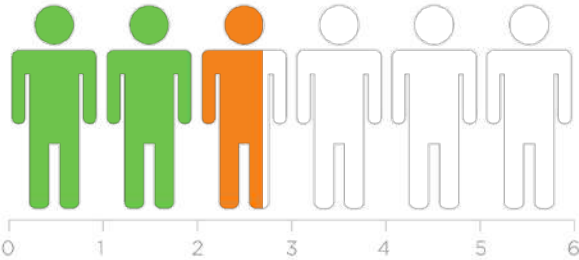
### Season of Trip Total Day Person-Trips



## Size of Travel Party

■ Adults ■ Children

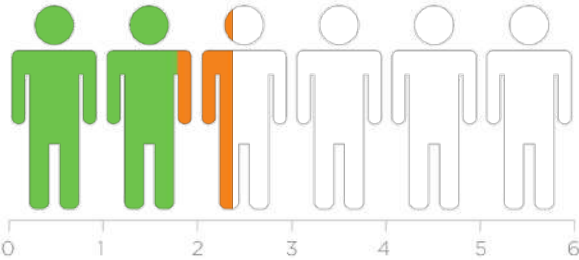
### Kentucky



Total  
**2.8**

Average number of people

### U.S. Norm

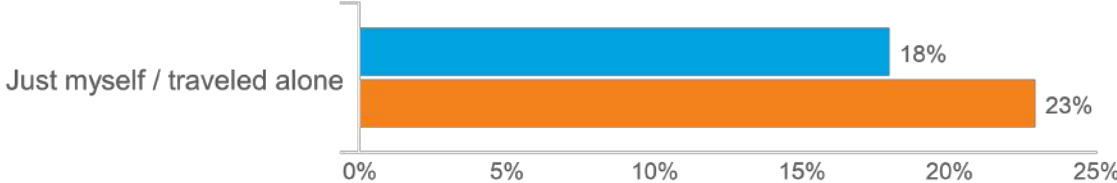


Total  
**2.6**

Average number of people

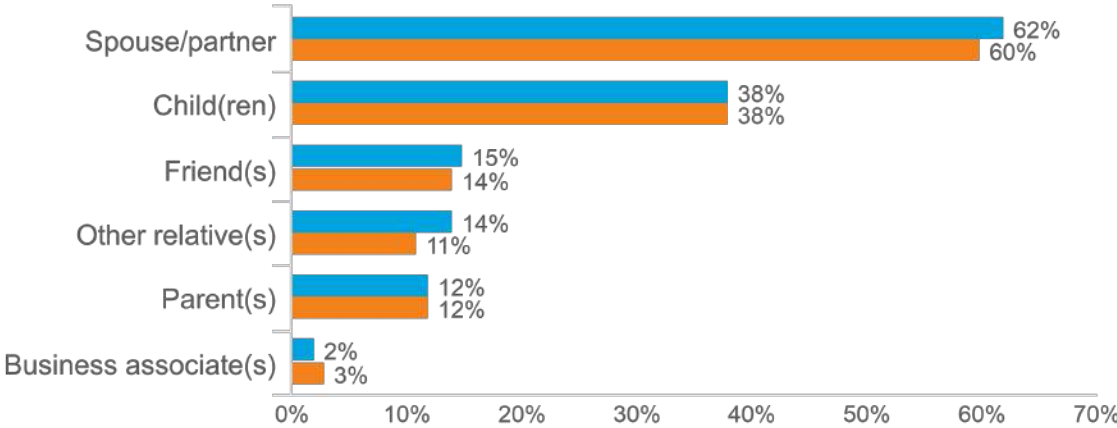
## Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



## Composition of Immediate Travel Party

■ Kentucky ■ U.S. Norm





## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities









U.S. Norm: 14%

## Activities and Experiences (Top 10)







	Kentucky	U.S. Norm
Shopping	24%	19%
Sightseeing	16%	11%
Attending celebration	13%	10%
Landmark/historic site	10%	8%
Hiking/backpacking	9%	5%
Museum	8%	7%
Local parks/playgrounds	8%	6%
Business meeting	8%	6%
Fishing	8%	4%
Nature tours/wildlife viewing/birding	8%	5%

## Shopping Types on Trip

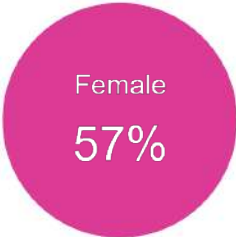
	Kentucky	U.S. Norm
 Outlet/mall shopping	49%	46%
 Big box stores (Walmart, Costco)	39%	28%
 Convenience/grocery shopping	33%	26%
 Souvenir shopping	25%	24%
 Boutique shopping	21%	22%
 Antiquing	19%	13%

Base: 2021 Day Person-Trips that included Shopping

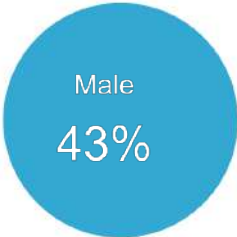
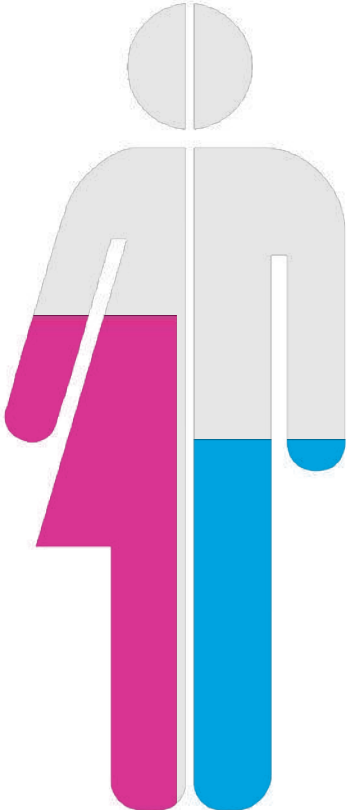
## Dining Types on Trip

	Kentucky	U.S. Norm
 Unique/local food	36%	34%
 Picnicking	17%	14%
 Street food/food trucks	16%	17%
 Fine/upscale dining	15%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	15%
 Gastropubs	8%	7%

## Gender



U.S. Norm  
49%



U.S. Norm  
51%

## Age

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

### Kentucky



Average Age  
44.9

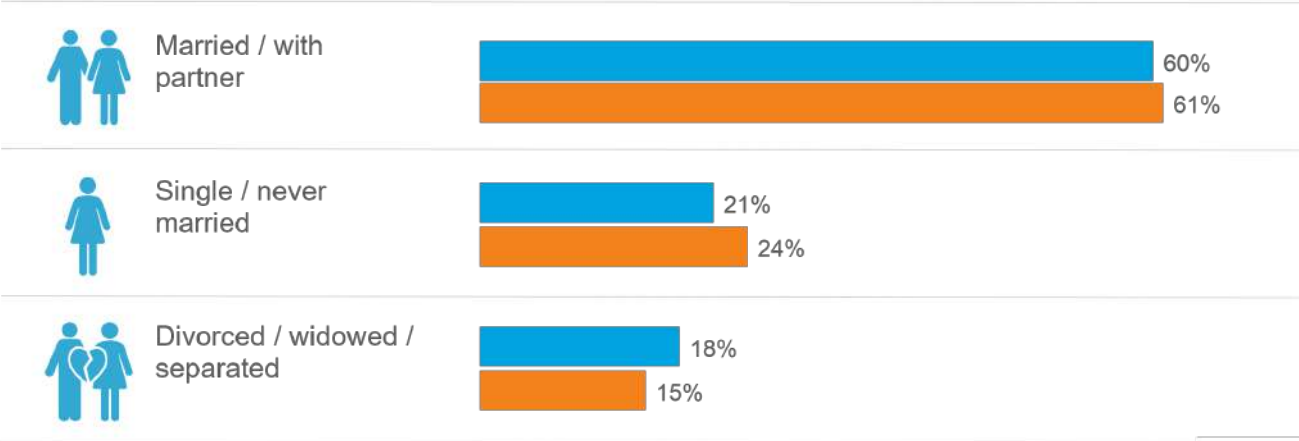
### U.S. Norm



Average Age  
45.3

## Marital Status

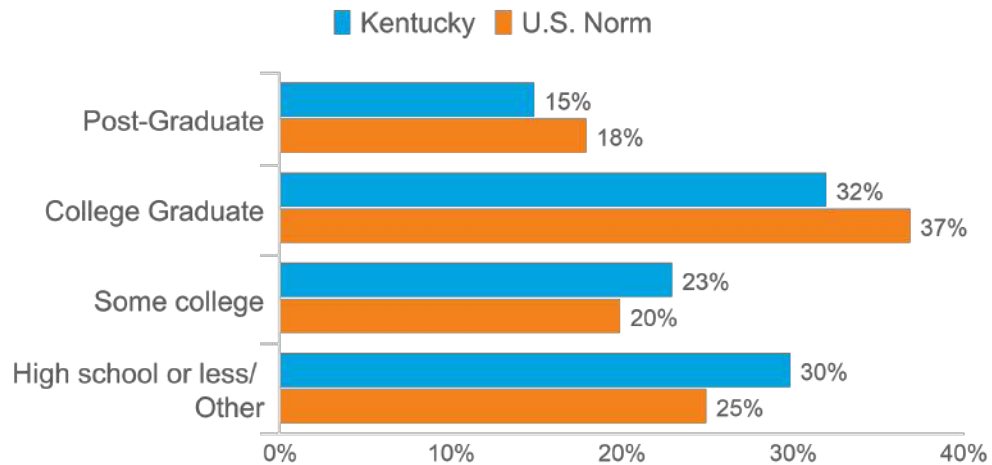
Kentucky U.S. Norm



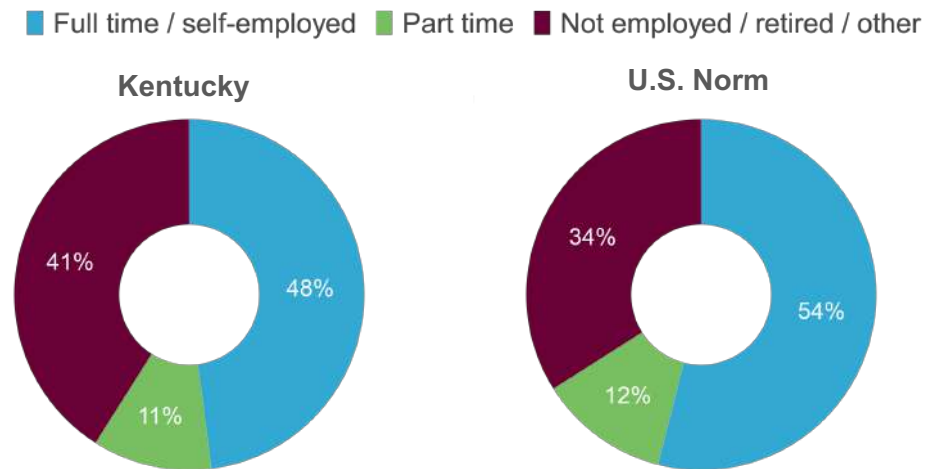
# Demographic Profile of Day Kentucky Visitors

Base: 2021 Day Person-Trips

## Education



## Employment

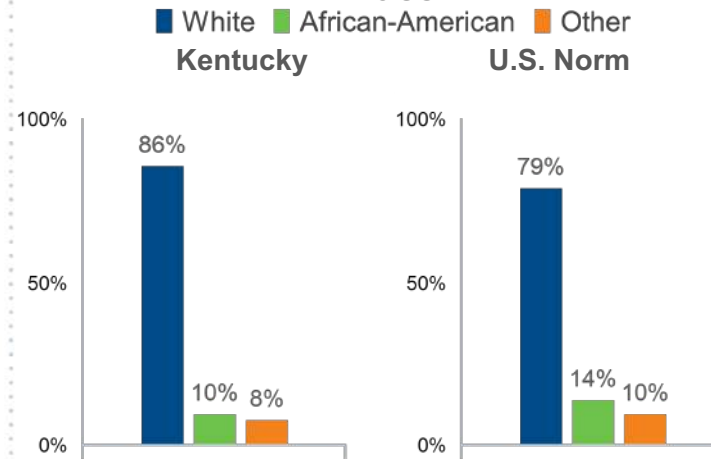


## Household Income

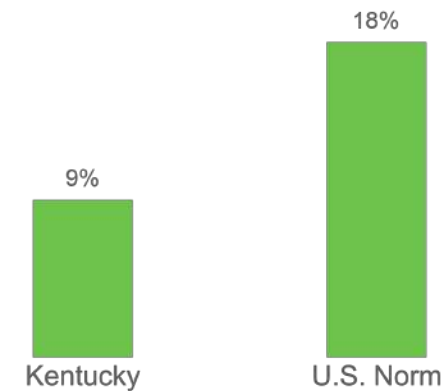


U.S. Norm: 42%, 21%, 15%, 16%, 6%

## Race



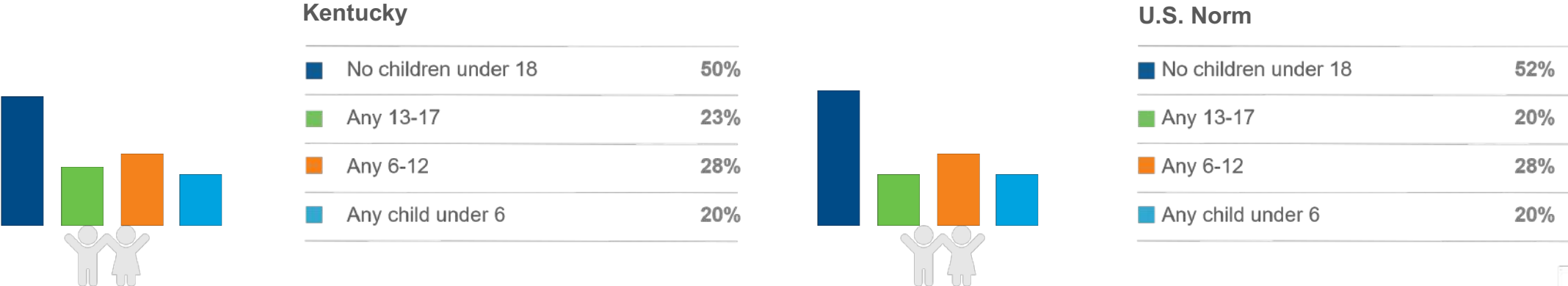
## Hispanic Background



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Regions Maps

2021





# Travel USA Visitor Profile

## Northern Kentucky River

2021



## 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

## 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 Northern Kentucky River Region, the following sample was achieved in 2020/2021:



Day Base Size

623

A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

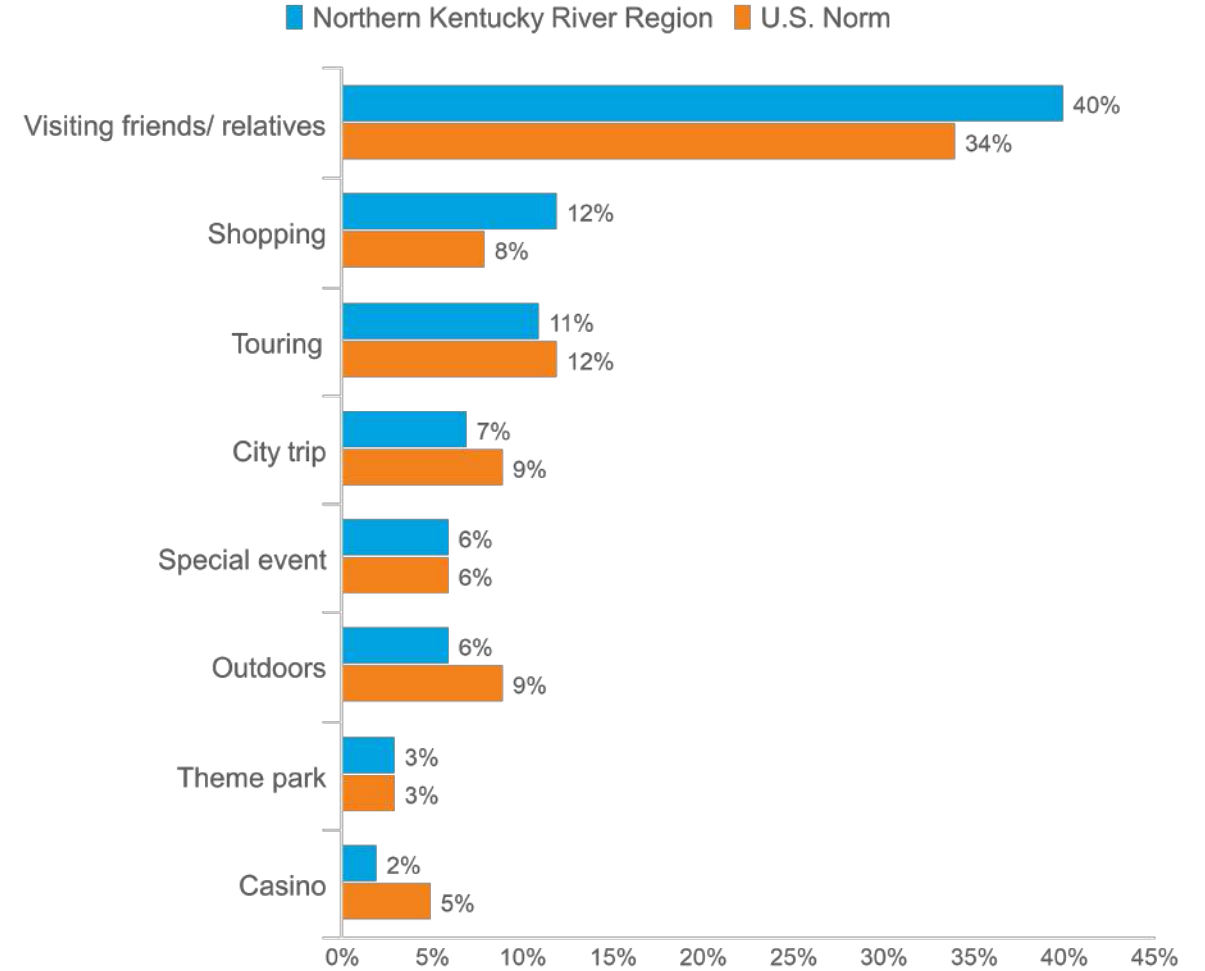
# Northern Kentucky River Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip



### 2021 U.S. Day Trips



■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

### Northern Kentucky River Region Day Trips

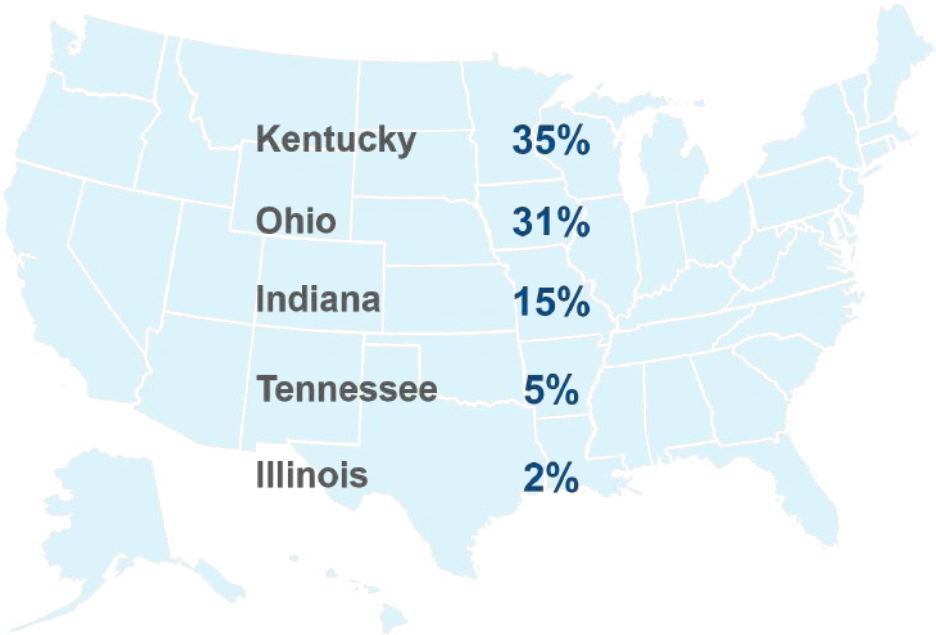


■ Visiting friends/relatives	40%
■ Marketable	49%
■ Business	6%
■ Business-leisure	5%

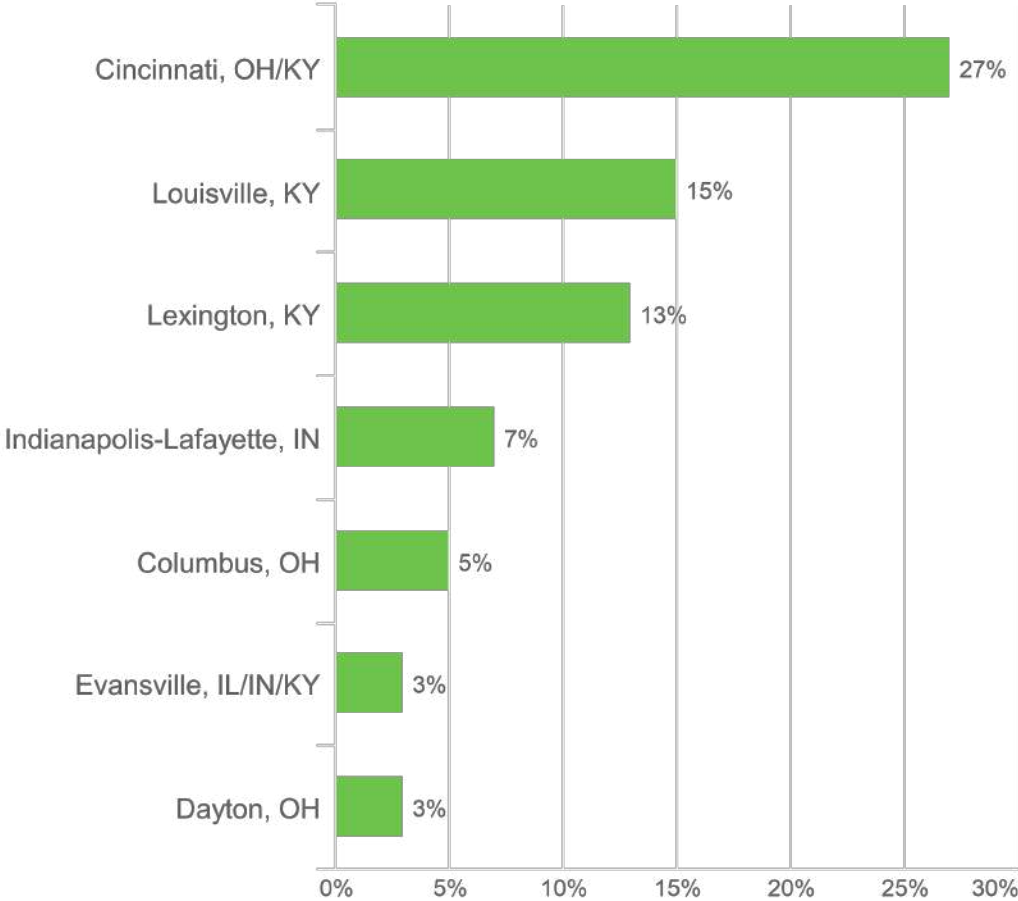
# Northern Kentucky River Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

### State Origin Of Trip



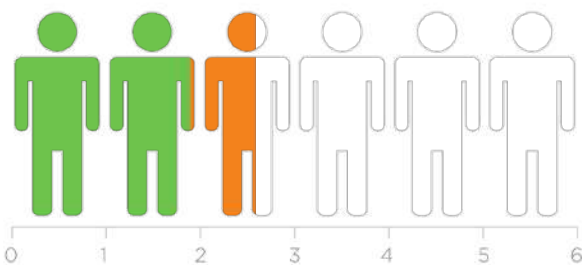
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

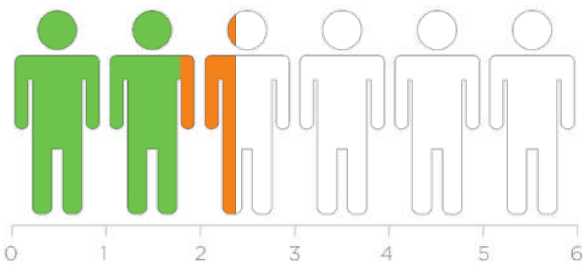
### Northern Kentucky River Region



Average number of people

Total  
**2.7**

### U.S. Norm

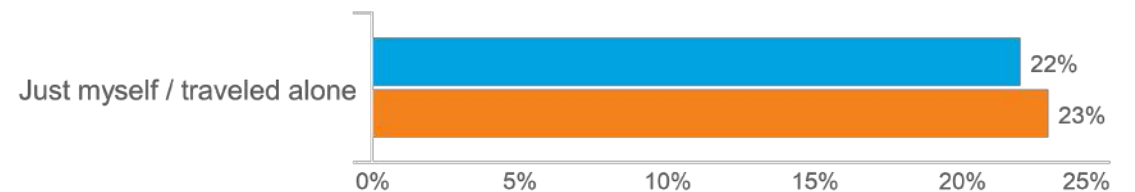


Average number of people

Total  
**2.6**

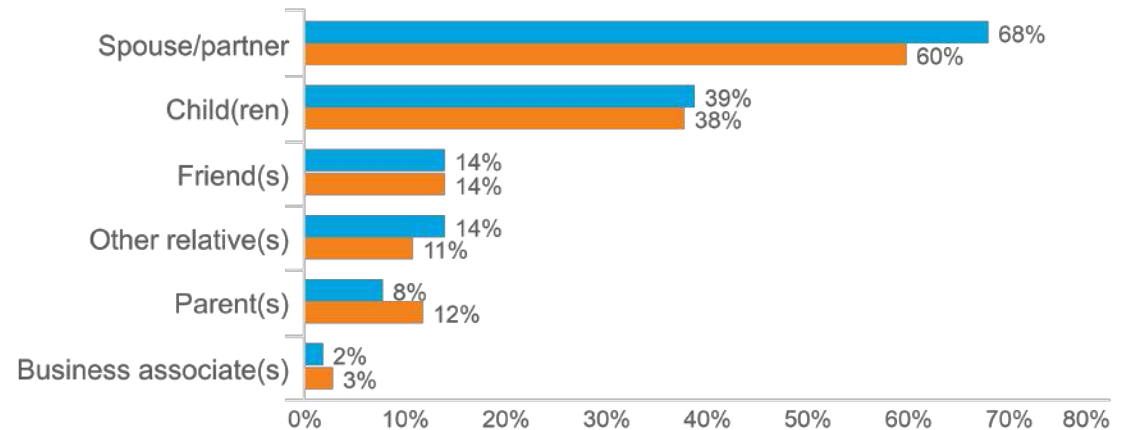
## Percent Who Traveled Alone

■ Northern Kentucky River Region ■ U.S. Norm



## Composition of Immediate Travel Party

■ Northern Kentucky River Region ■ U.S. Norm

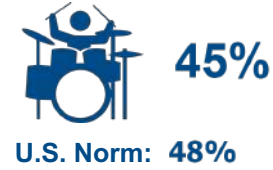


## Activity Groupings

### Outdoor Activities



### Entertainment Activities



### Cultural Activities



### Sporting Activities













### Business Activities









## Activities and Experiences (Top 10)

Northern Kentucky River Region

U.S. Norm







	Shopping	21%	19%
	Sightseeing	14%	11%
	Landmark/historic site	9%	8%
	Attending celebration	8%	10%
	Local parks/playgrounds	8%	6%
	Museum	6%	7%
	Hiking/backpacking	5%	5%
	Aquarium	5%	3%
	National/state park	5%	5%
	Swimming	4%	6%

## Shopping Types on Trip

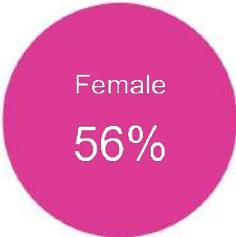
	Northern Kentucky River Region	U.S. Norm
 Outlet/mall shopping	56%	46%
 Big box stores (Walmart, Costco)	32%	28%
 Convenience/grocery shopping	24%	26%
 Boutique shopping	22%	22%
 Antiquing	13%	13%
 Souvenir shopping	11%	24%

Base: 2020/2021 Day Person-Trips that included Shopping

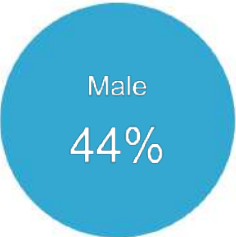
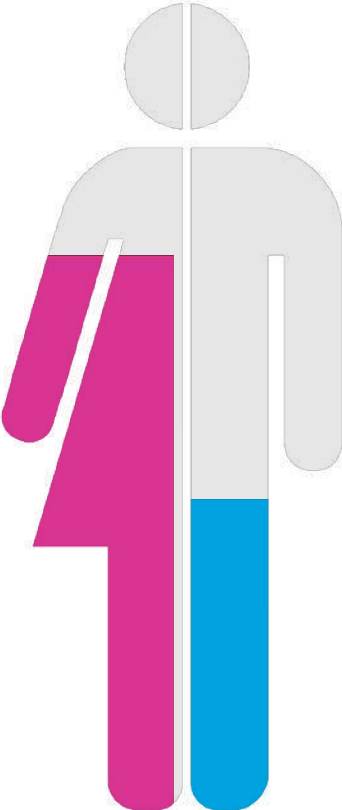
## Dining Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Unique/local food	32%	34%
 Street food/food trucks	14%	17%
 Picnicking	13%	14%
 Fine/upscale dining	9%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	8%	15%
 Gastropubs	4%	7%

## Gender



U.S. Norm  
49%



U.S. Norm  
51%

## Age

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

### Northern Kentucky River Region



Average Age  
45.3

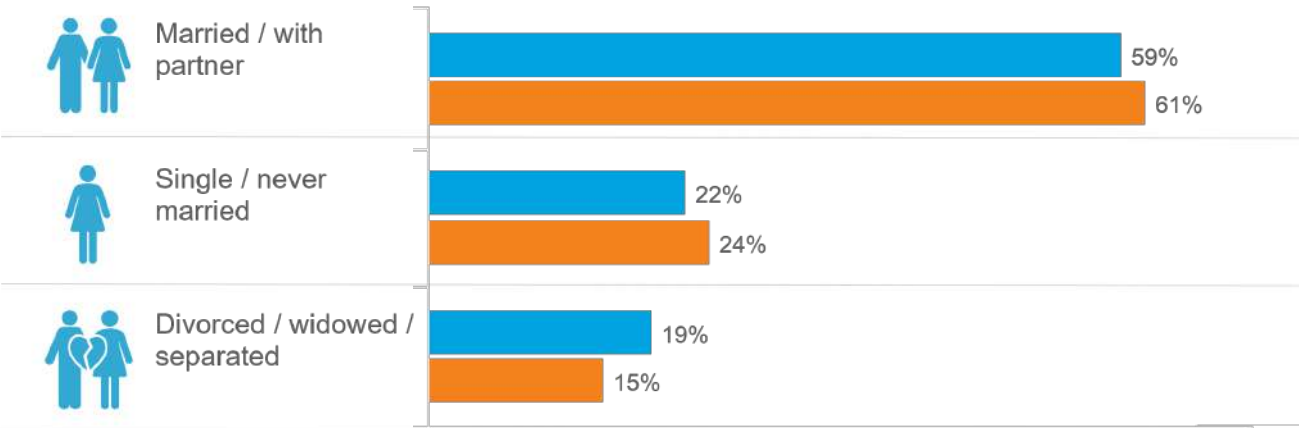
### U.S. Norm



Average Age  
45.3

## Marital Status

Northern Kentucky River Region U.S. Norm

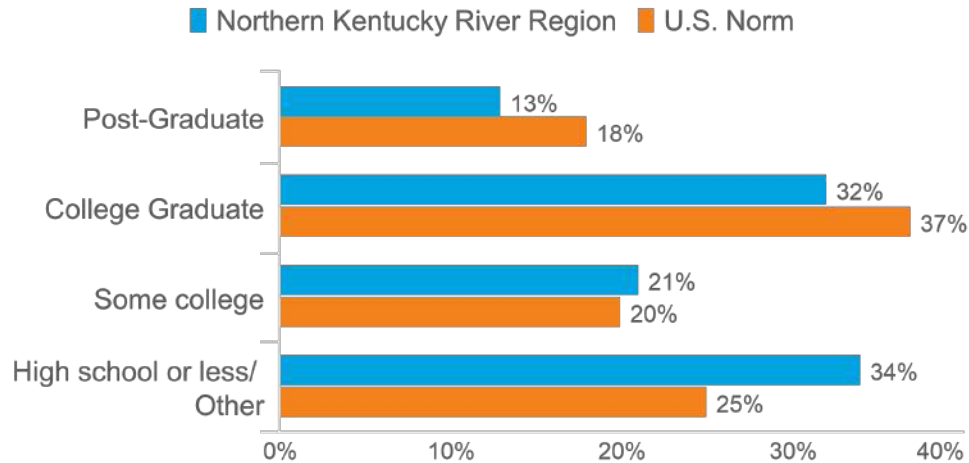




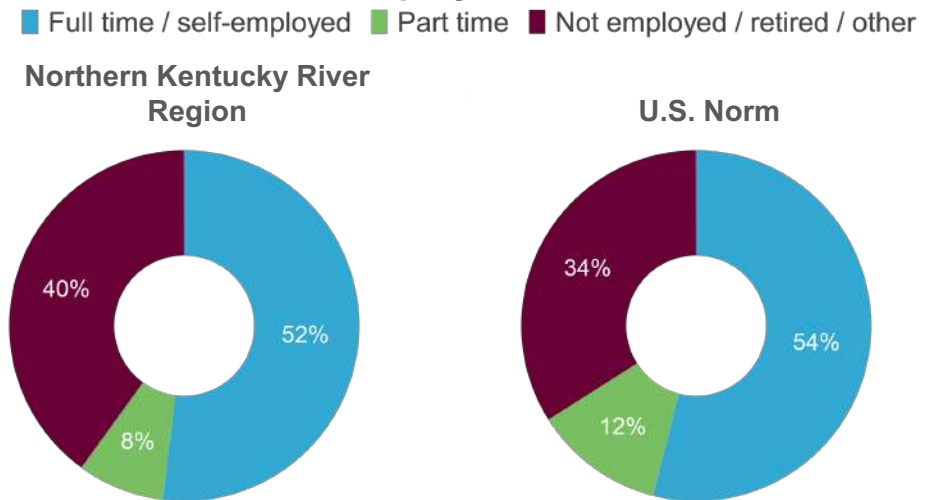
# Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2020/2021 Day Person-Trips

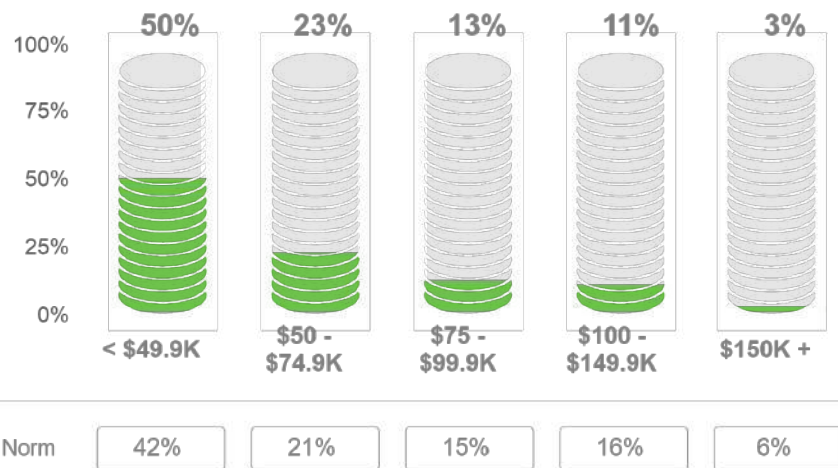
## Education



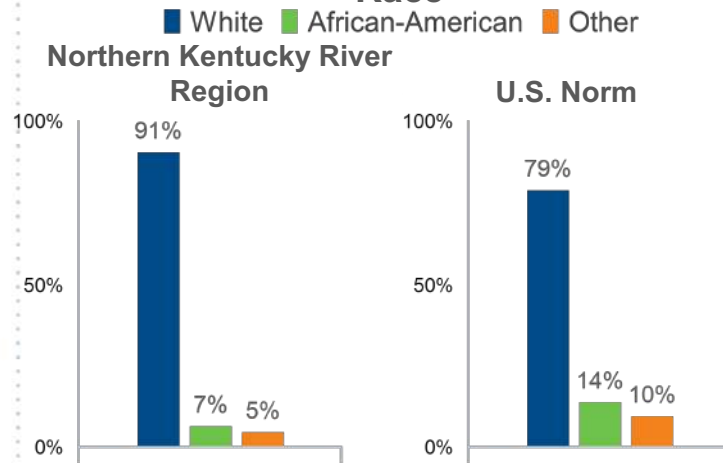
## Employment



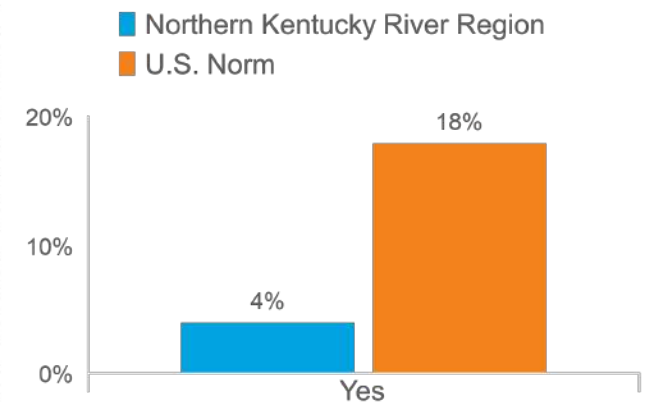
## Household Income



## Race

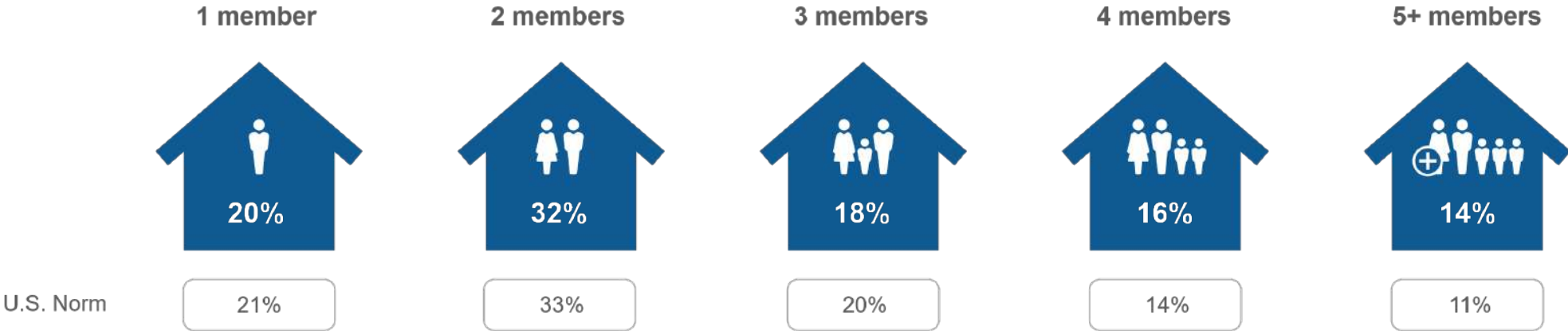


## Hispanic Background

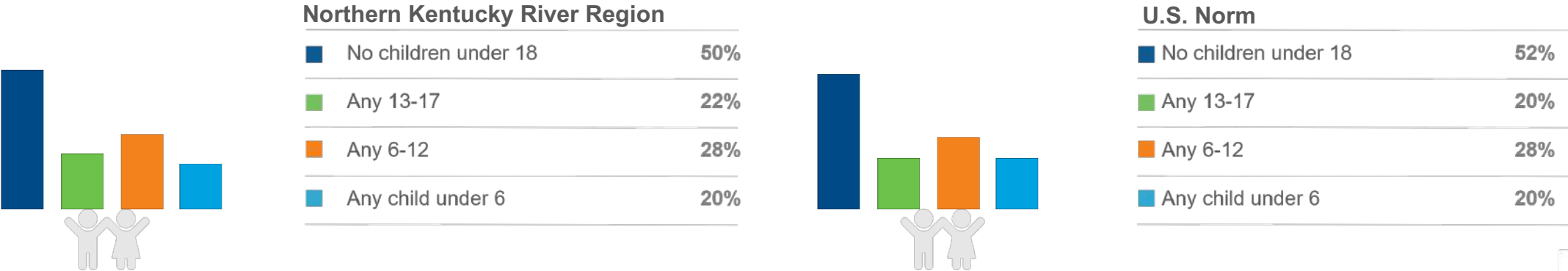


Question updated in 2020

## Household Size



## Children in Household





# **Travel USA Visitor Profile**

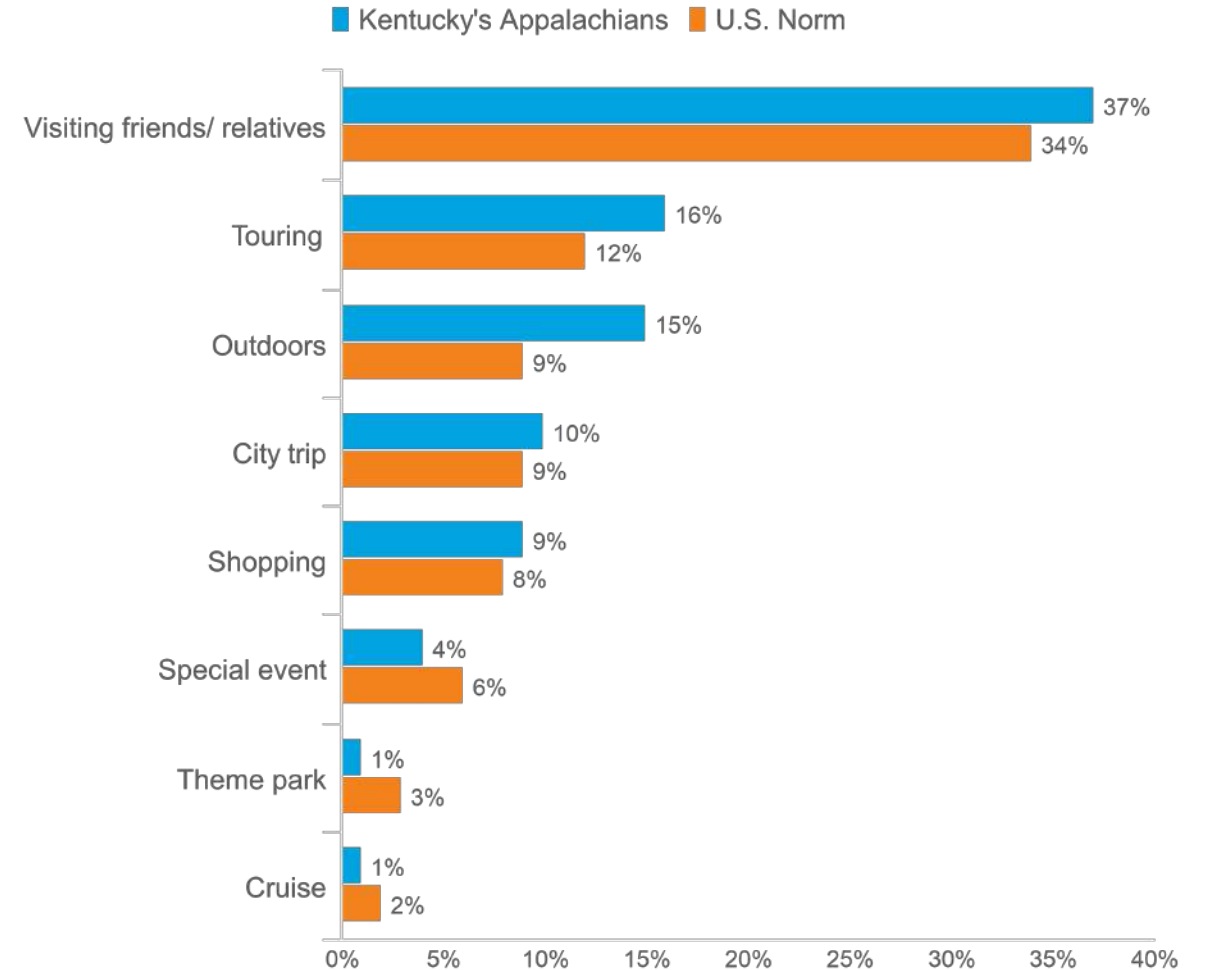
## **Kentucky's Appalachians**

**2021**

## Main Purpose of Trip



## Main Purpose of Leisure Trip



### 2021 U.S. Day Trips



■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

### Kentucky's Appalachians Day Trips

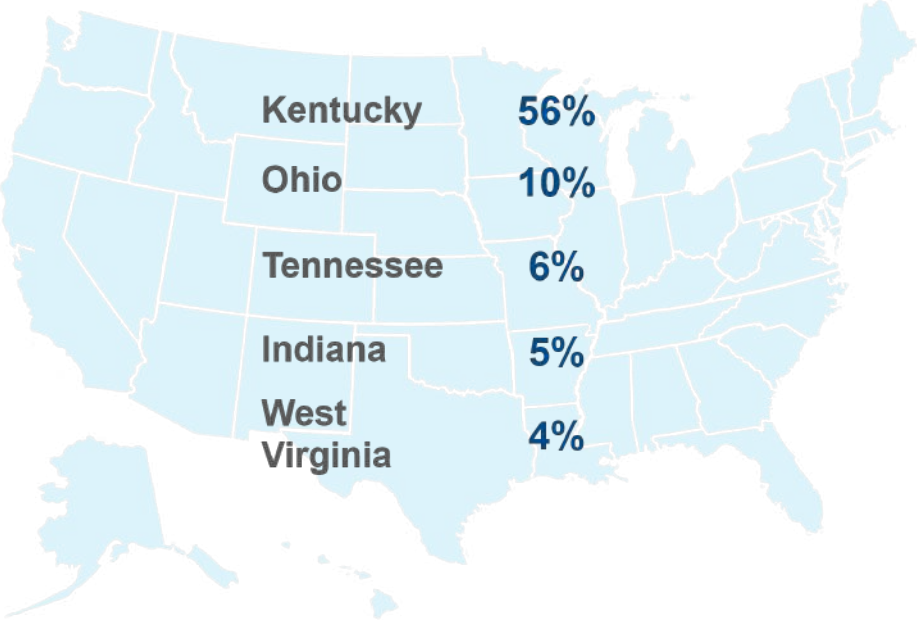


■ Visiting friends/relatives	37%
■ Marketable	56%
■ Business	5%
■ Business-leisure	2%

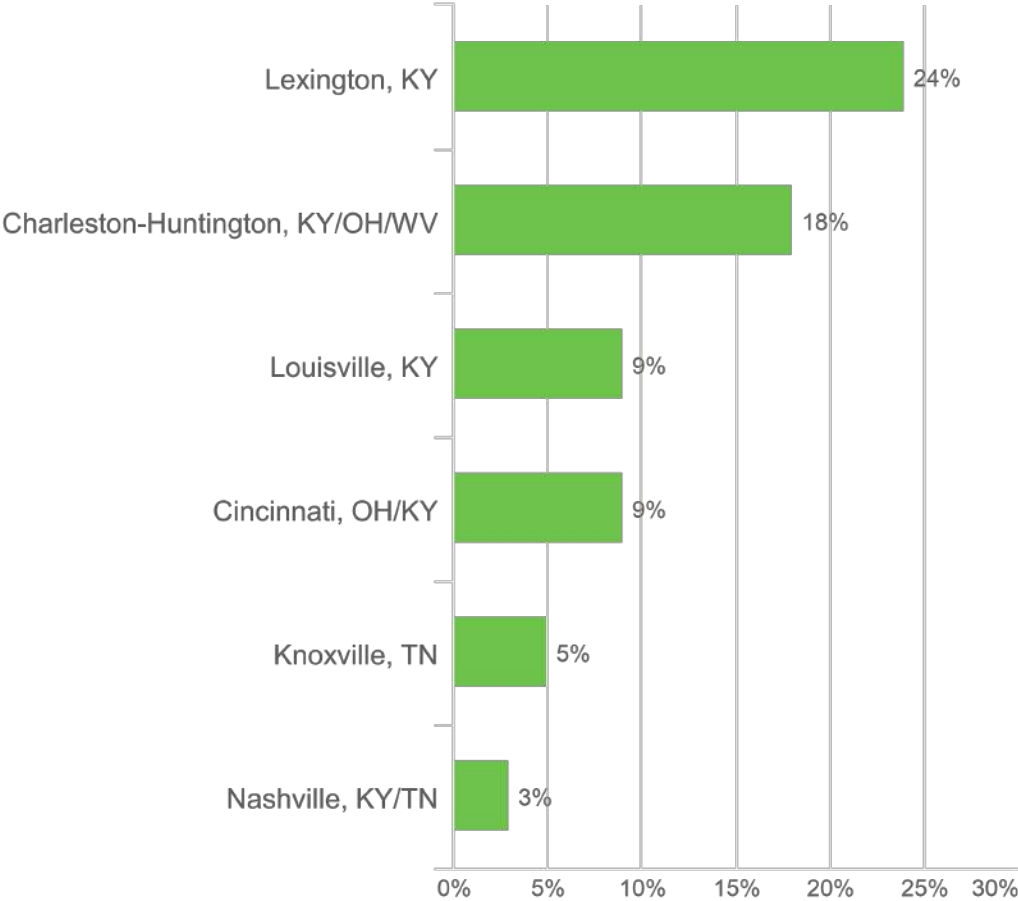
# Kentucky's Appalachians's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

### State Origin Of Trip



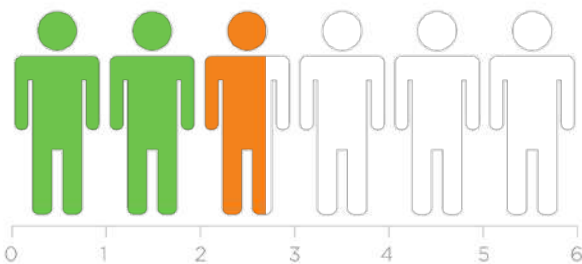
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

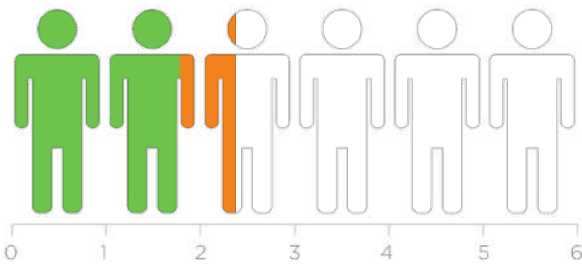
### Kentucky's Appalachians



Total  
**2.8**

Average number of people

### U.S. Norm

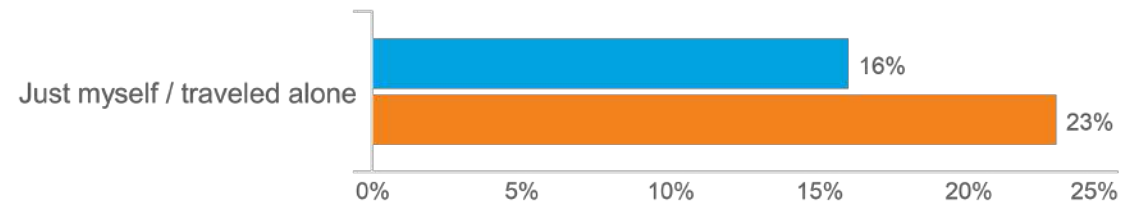


Total  
**2.6**

Average number of people

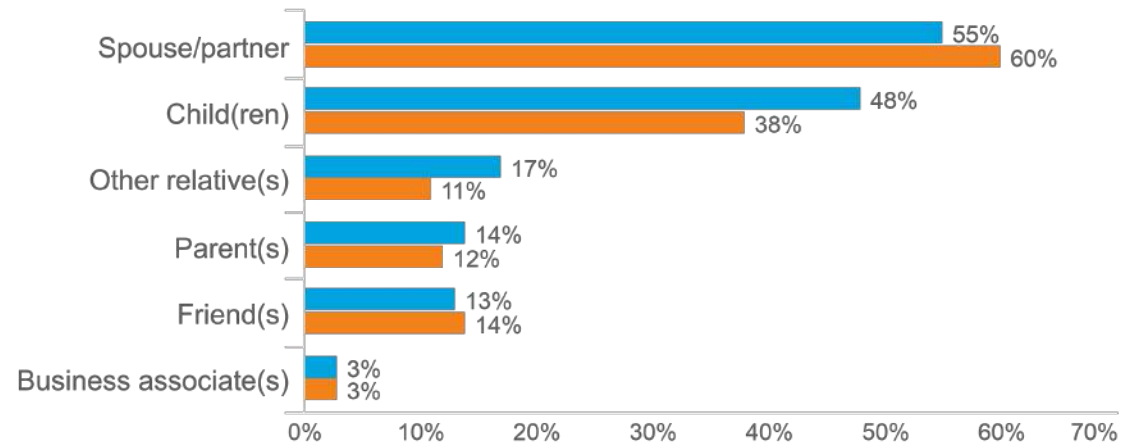
## Percent Who Traveled Alone

■ Kentucky's Appalachians ■ U.S. Norm



## Composition of Immediate Travel Party

■ Kentucky's Appalachians ■ U.S. Norm



## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities









U.S. Norm: 14%

## Activities and Experiences (Top 10)

	Kentucky's Appalachians	U.S. Norm
Shopping	25%	19%
Sightseeing	13%	11%
Landmark/historic site	12%	8%
Hiking/backpacking	11%	5%
Local parks/playgrounds	11%	6%
Attending celebration	10%	10%
Fishing	10%	4%
Business convention/conference	8%	5%
National/state park	8%	5%
Nature tours/wildlife viewing/birding	7%	5%









## Shopping Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Outlet/mall shopping	43%	46%
 Big box stores (Walmart, Costco)	41%	28%
 Convenience/grocery shopping	38%	26%
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 Boutique shopping	11%	22%
 Antiquing	11%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

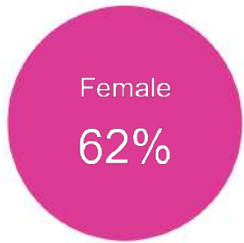
## Dining Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Unique/local food	32%	34%
 Picnicking	22%	14%
 Street food/food trucks	16%	17%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	15%
 Fine/upscale dining	11%	15%
 Gastropubs	2%	7%

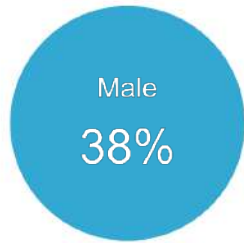
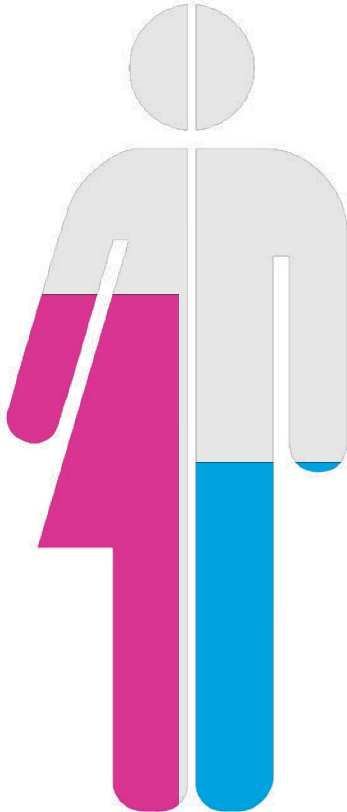
# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2020/2021 Day Person-Trips

## Gender



U.S. Norm  
49%



U.S. Norm  
51%

## Age

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

### Kentucky's Appalachians

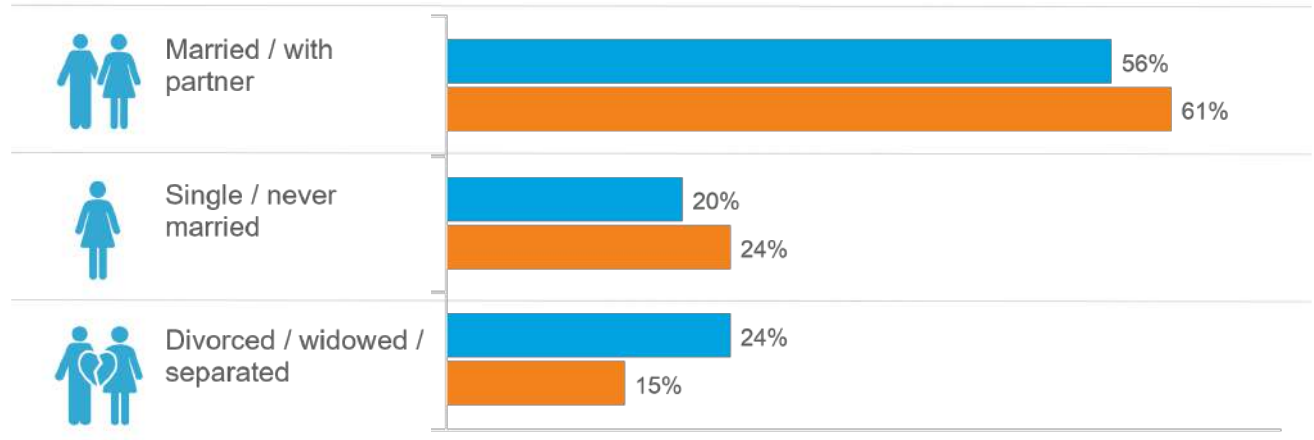


### U.S. Norm



## Marital Status

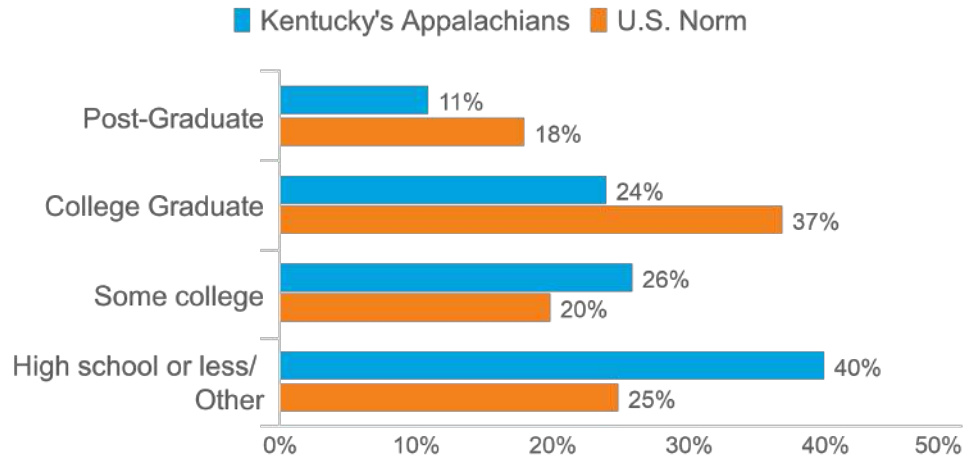
Kentucky's Appalachians U.S. Norm



# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2020/2021 Day Person-Trips

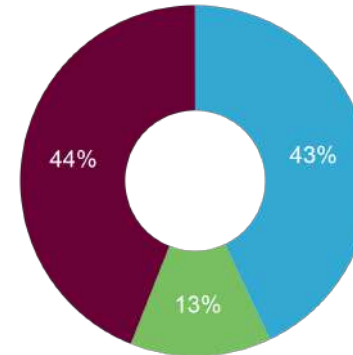
## Education



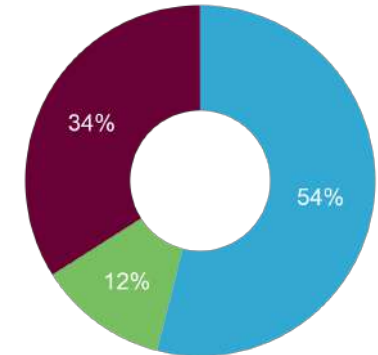
## Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

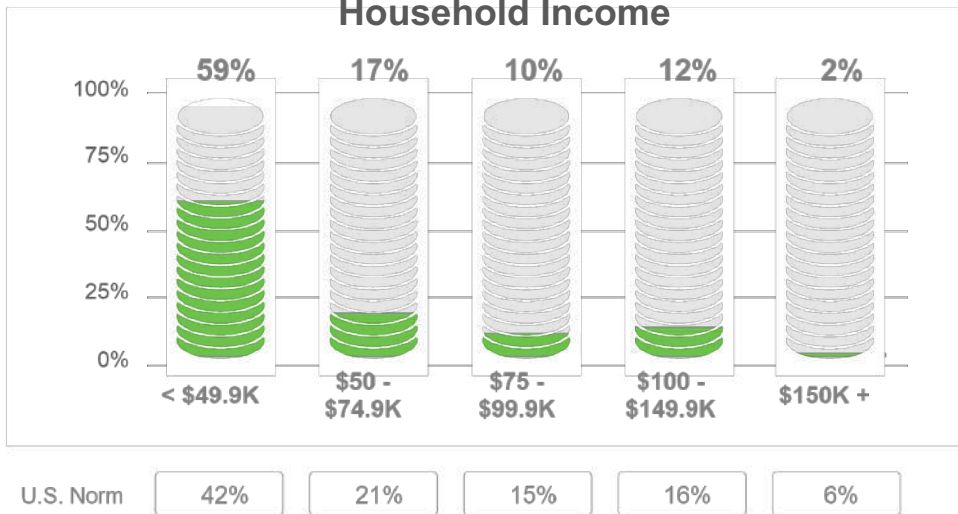
### Kentucky's Appalachians



### U.S. Norm



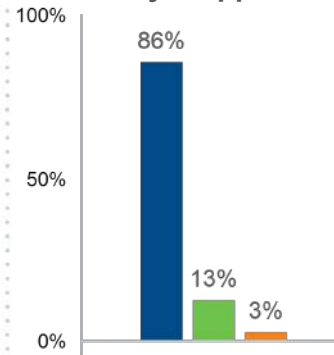
## Household Income



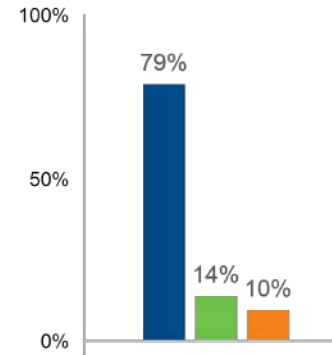
## Race

■ White ■ African-American ■ Other

### Kentucky's Appalachians



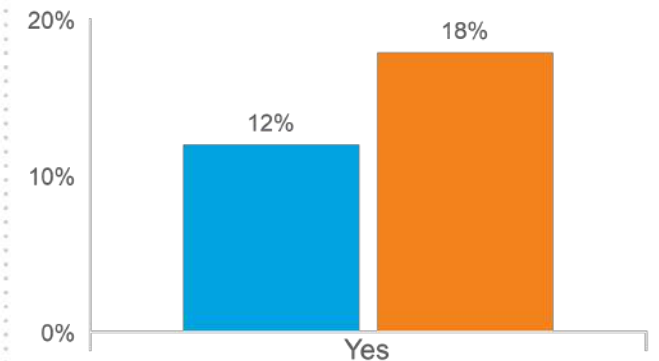
### U.S. Norm



Question updated in 2020

## Hispanic Background

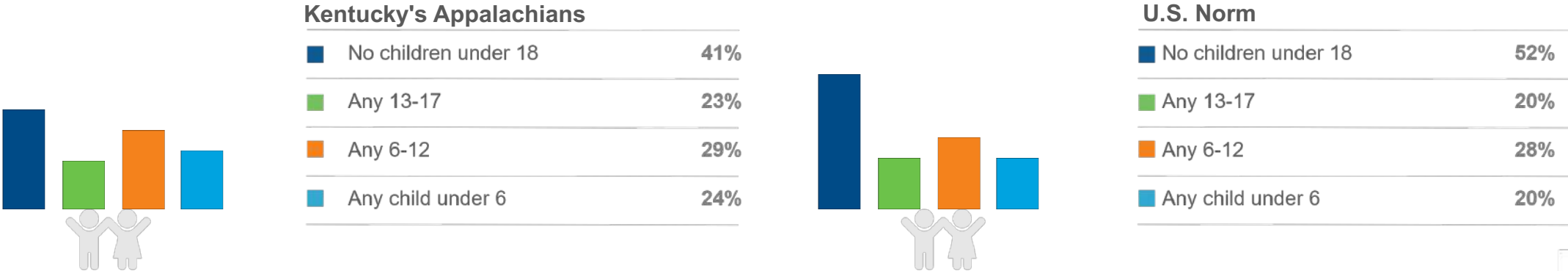
■ Kentucky's Appalachians ■ U.S. Norm



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Daniel Boone Country

2021

## 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

## 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 Daniel Boone Country, the following sample was achieved in 2020/2021:



Day Base Size

394

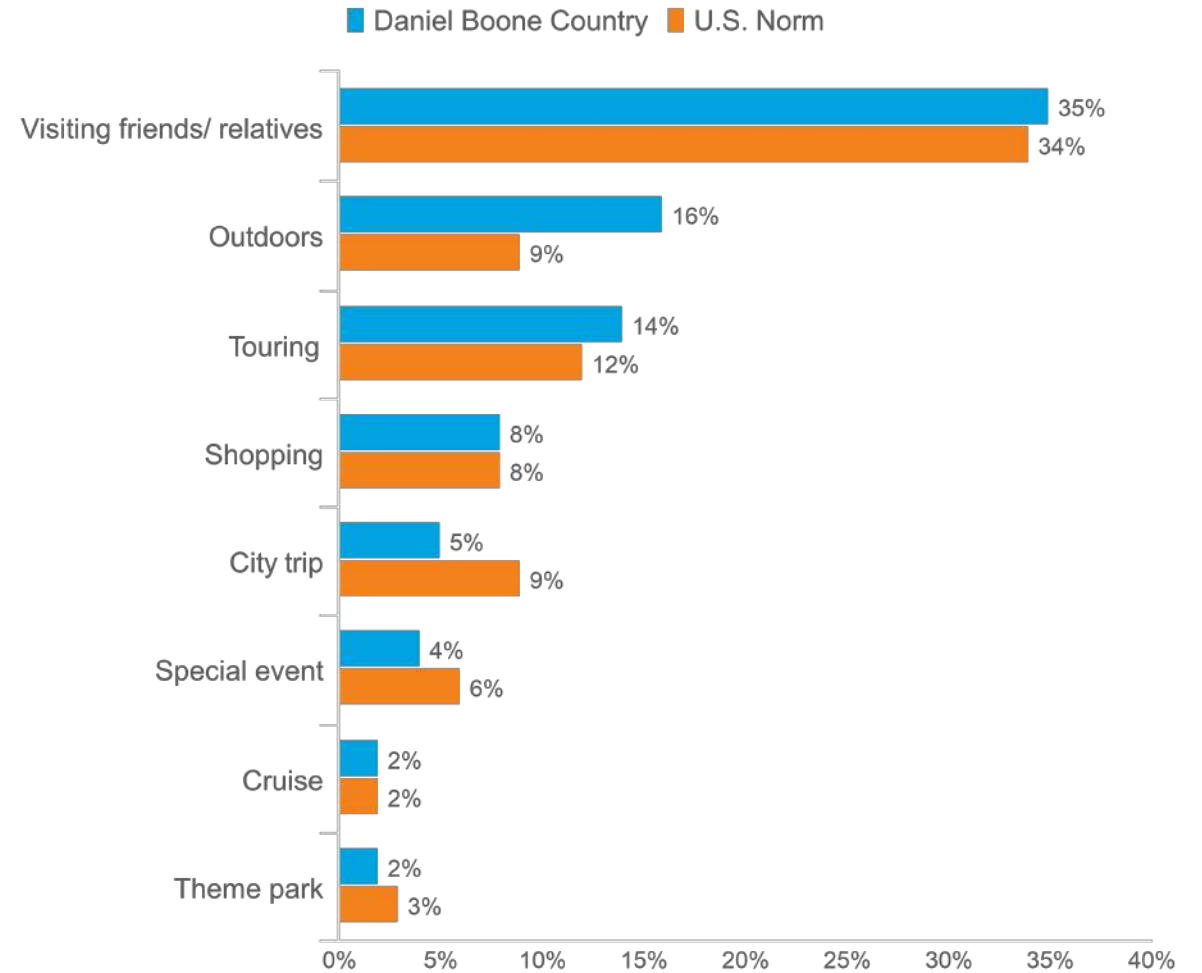
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

## Main Purpose of Trip



## Main Purpose of Leisure Trip



### 2021 U.S. Day Trips



■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

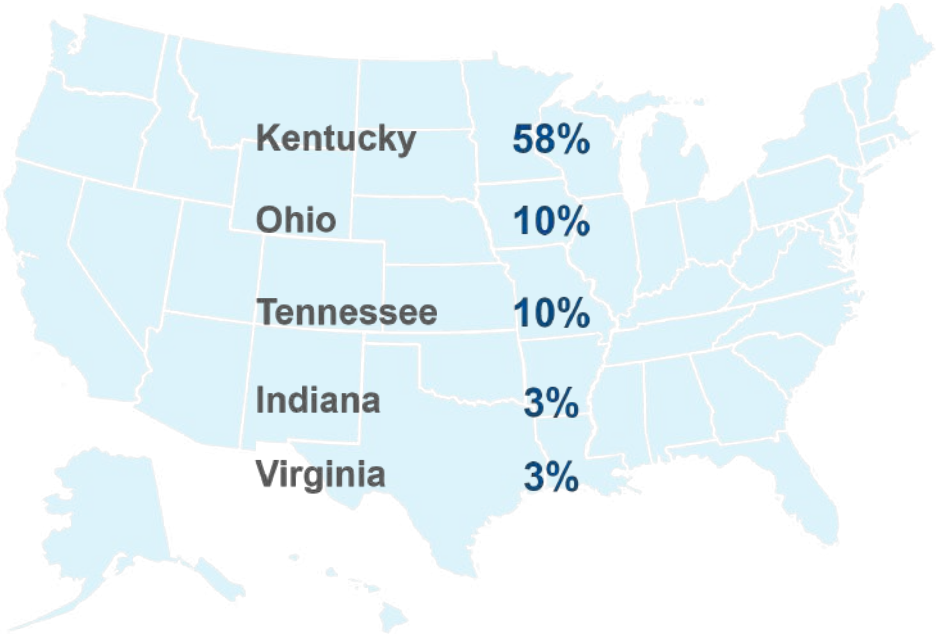
### Daniel Boone Country Day Trips



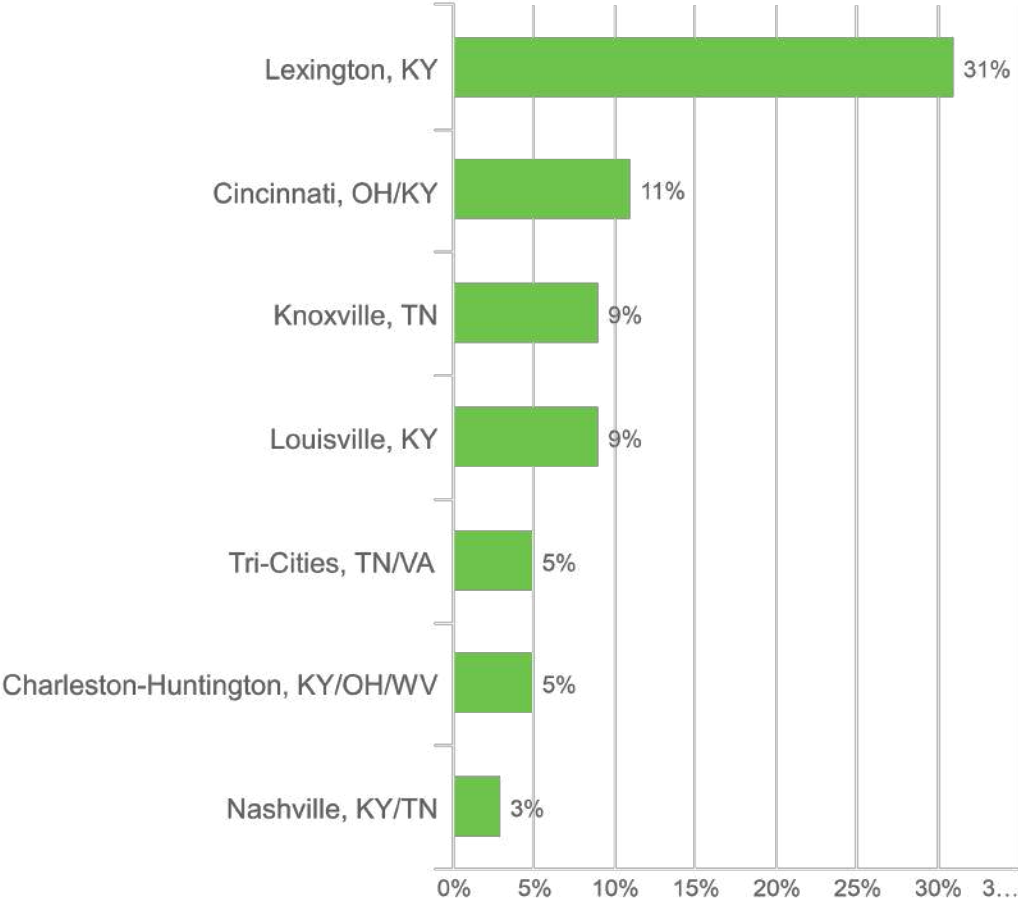
■ Visiting friends/relatives	35%
■ Marketable	54%
■ Business	8%
■ Business-leisure	4%



### State Origin Of Trip



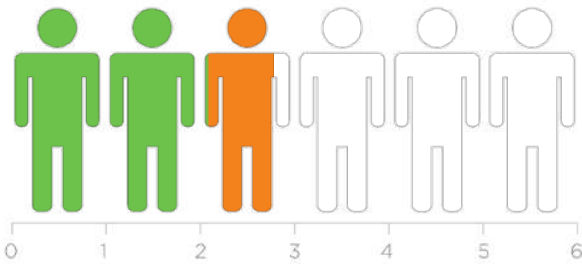
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

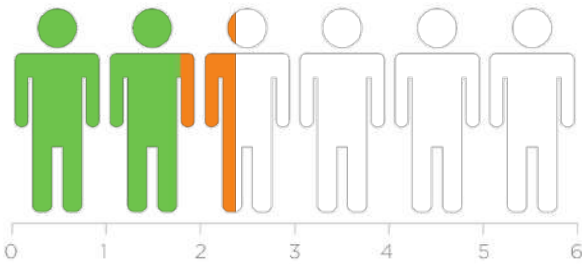
### Daniel Boone Country



Average number of people

Total  
**2.9**

### U.S. Norm

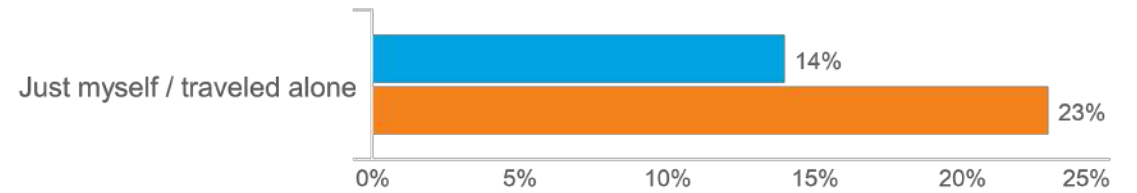


Average number of people

Total  
**2.6**

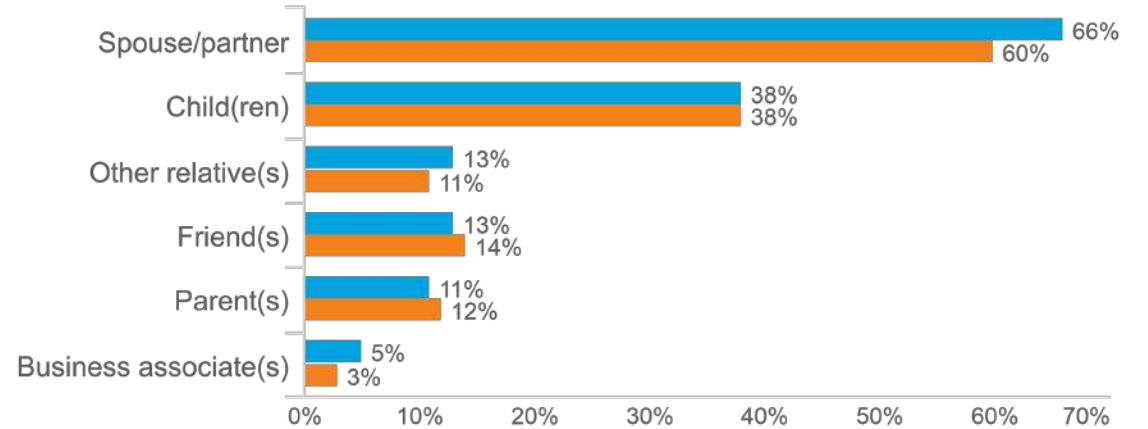
## Percent Who Traveled Alone

■ Daniel Boone Country ■ U.S. Norm



## Composition of Immediate Travel Party

■ Daniel Boone Country ■ U.S. Norm



## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities









U.S. Norm: 14%

## Activities and Experiences (Top 10)







	Daniel Boone Country	U.S. Norm
Sightseeing	21%	11%
Hiking/backpacking	17%	5%
Shopping	16%	19%
Landmark/historic site	15%	8%
National/state park	13%	5%
Attending celebration	11%	10%
Nature tours/wildlife viewing/birding	8%	5%
Fishing	8%	4%
Museum	8%	7%
Camping	7%	3%

## Shopping Types on Trip

	Daniel Boone Country	U.S. Norm
 Big box stores (Walmart, Costco)	<b>45%</b>	<b>28%</b>
 Outlet/mall shopping	<b>37%</b>	<b>46%</b>
 Convenience/grocery shopping	<b>37%</b>	<b>26%</b>
 Souvenir shopping	<b>19%</b>	<b>24%</b>
 Boutique shopping	<b>19%</b>	<b>22%</b>
 Antiquing	<b>15%</b>	<b>13%</b>

Base: 2020/2021 Day Person-Trips that included Shopping

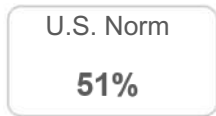
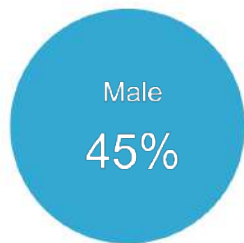
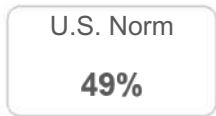
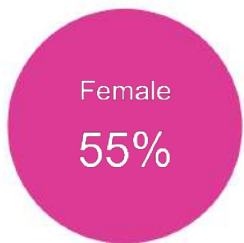
## Dining Types on Trip

	Daniel Boone Country	U.S. Norm
 Unique/local food	<b>34%</b>	<b>34%</b>
 Picnicking	<b>22%</b>	<b>14%</b>
 Street food/food trucks	<b>12%</b>	<b>17%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>10%</b>	<b>15%</b>
 Fine/upscale dining	<b>8%</b>	<b>15%</b>
 Gastropubs	<b>3%</b>	<b>7%</b>

# Demographic Profile of Day Daniel Boone Country Visitors

Base: 2020/2021 Day Person-Trips

## Gender



## Age

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

### Daniel Boone Country



Average Age  
43.9

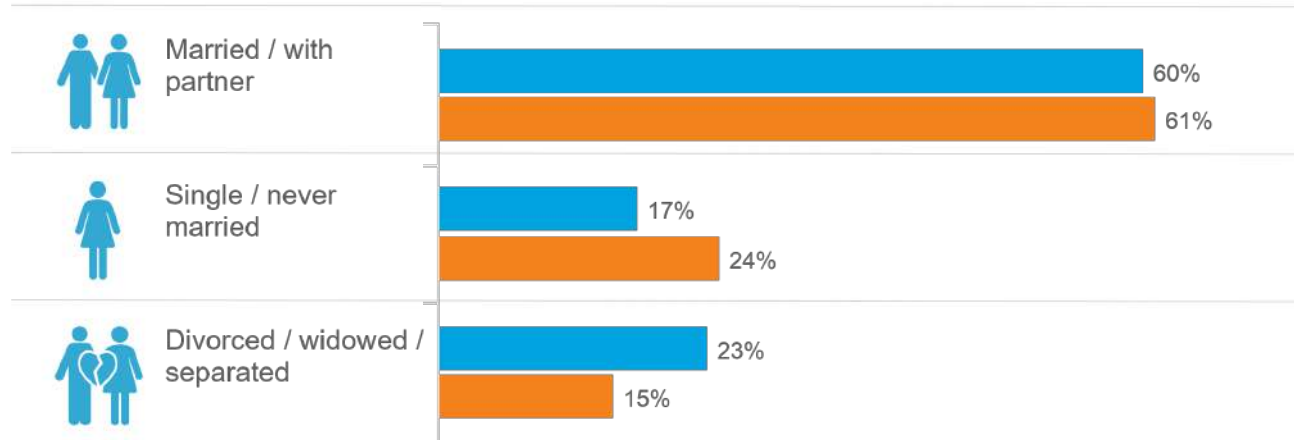
### U.S. Norm



Average Age  
45.3

## Marital Status

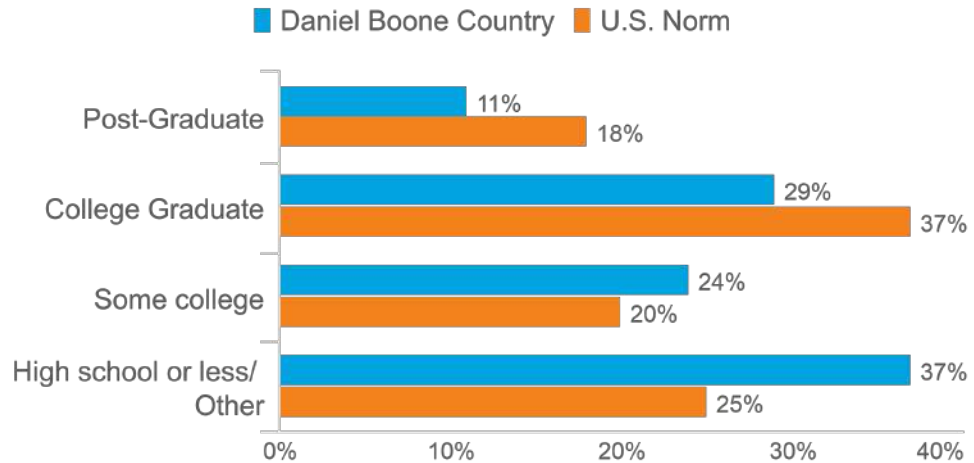
Daniel Boone Country U.S. Norm



# Demographic Profile of Day Daniel Boone Country Visitors

Base: 2020/2021 Day Person-Trips

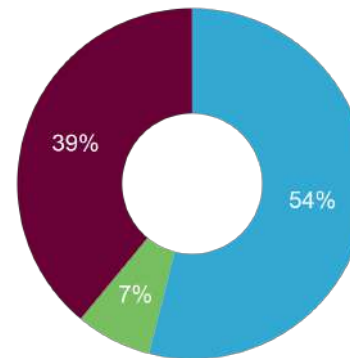
## Education



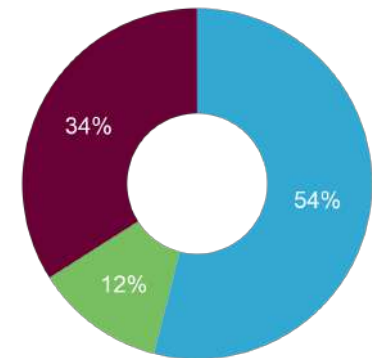
## Employment

Legend: Full time / self-employed (Blue), Part time (Green), Not employed / retired / other (Purple)

### Daniel Boone Country



### U.S. Norm



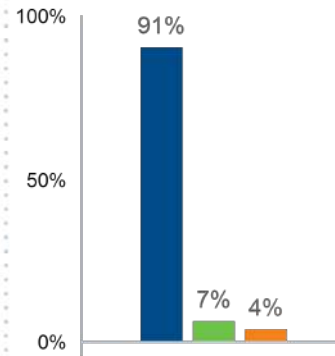
## Household Income



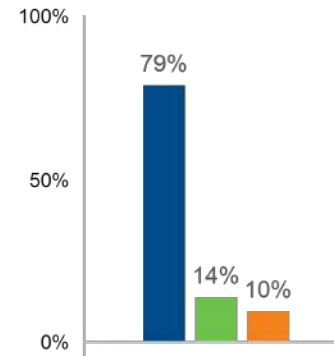
## Race

Legend: White (Blue), African-American (Green), Other (Orange)

### Daniel Boone Country

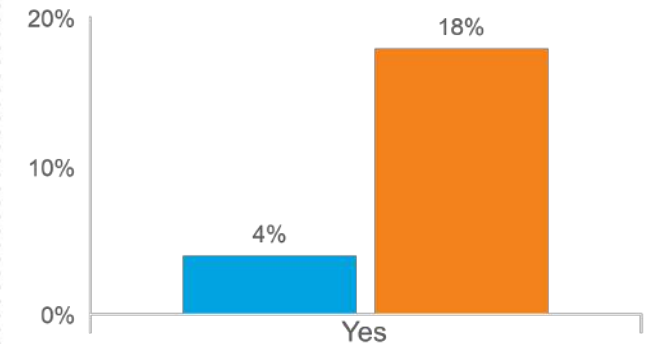


### U.S. Norm



## Hispanic Background

Legend: Daniel Boone Country (Blue), U.S. Norm (Orange)

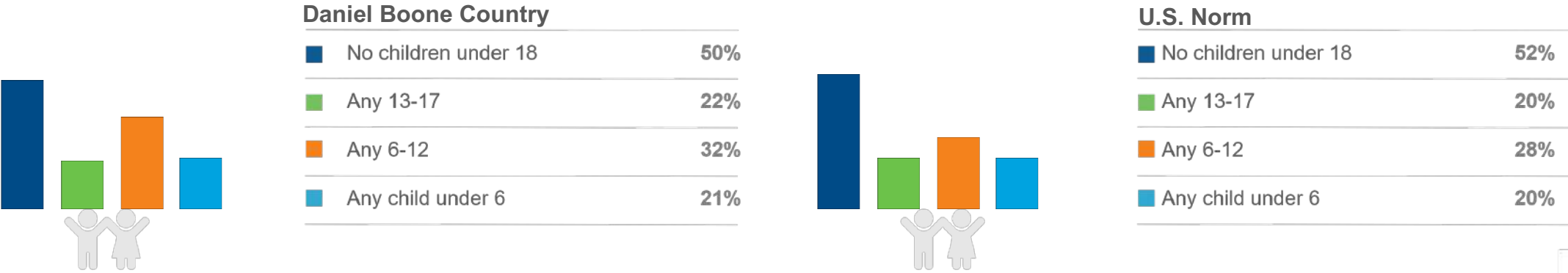


Question updated in 2020

## Household Size



## Children in Household





# Travel USA Visitor Profile

## Kentucky's Southern Shorelines

2021



## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
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- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

## 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 Kentucky's Southern Shorelines, the following sample was achieved in 2020/2021:



Day Base Size

270

A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

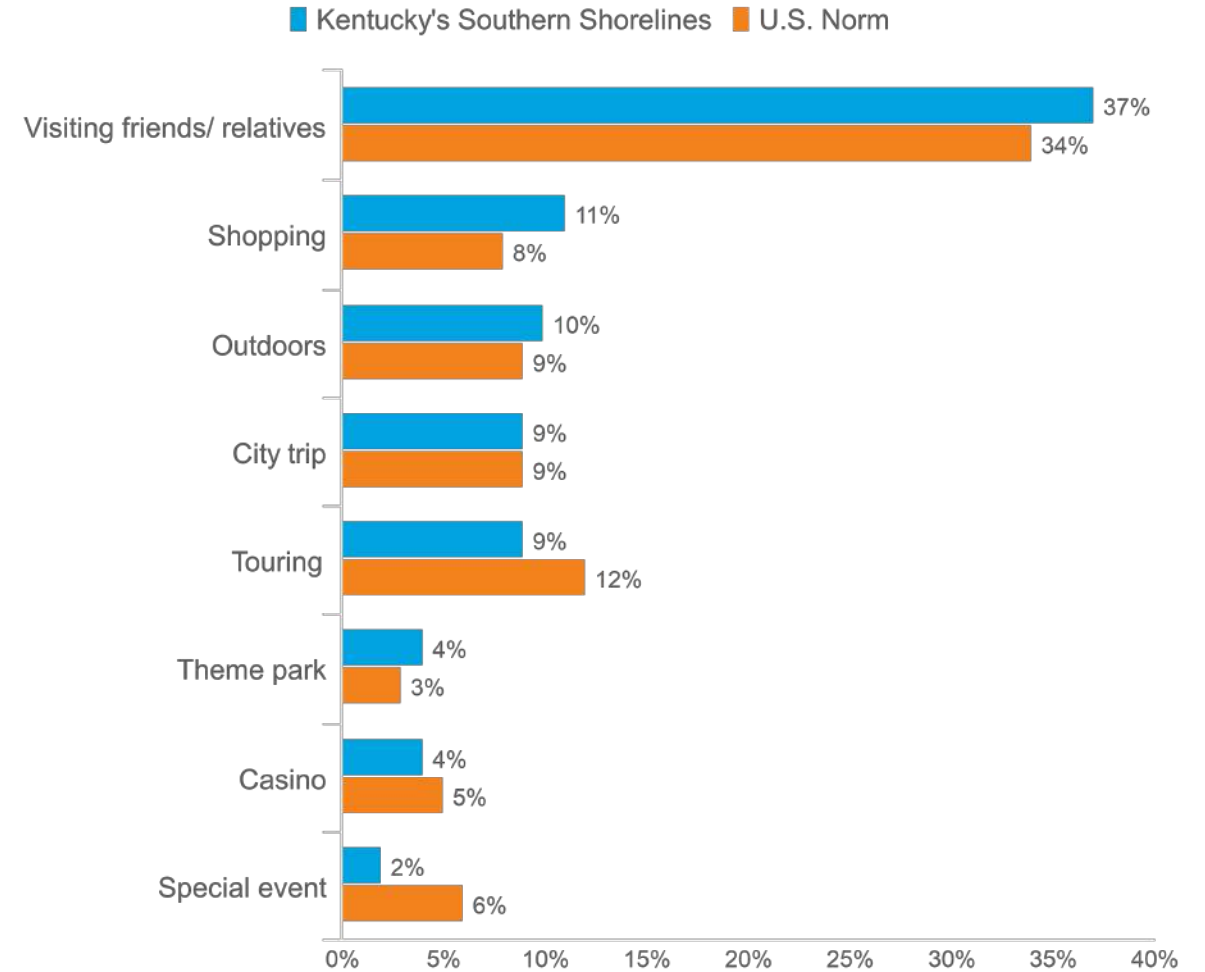
# Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip



### 2021 U.S. Day Trips



■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

### Kentucky's Southern Shorelines Day Trips

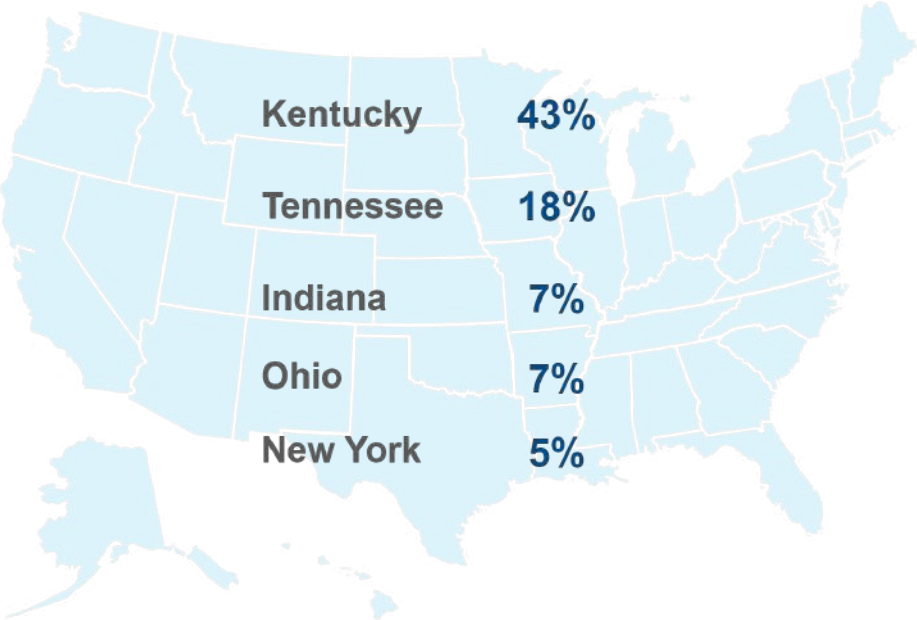


■ Visiting friends/relatives	37%
■ Marketable	54%
■ Business	7%
■ Business-leisure	2%

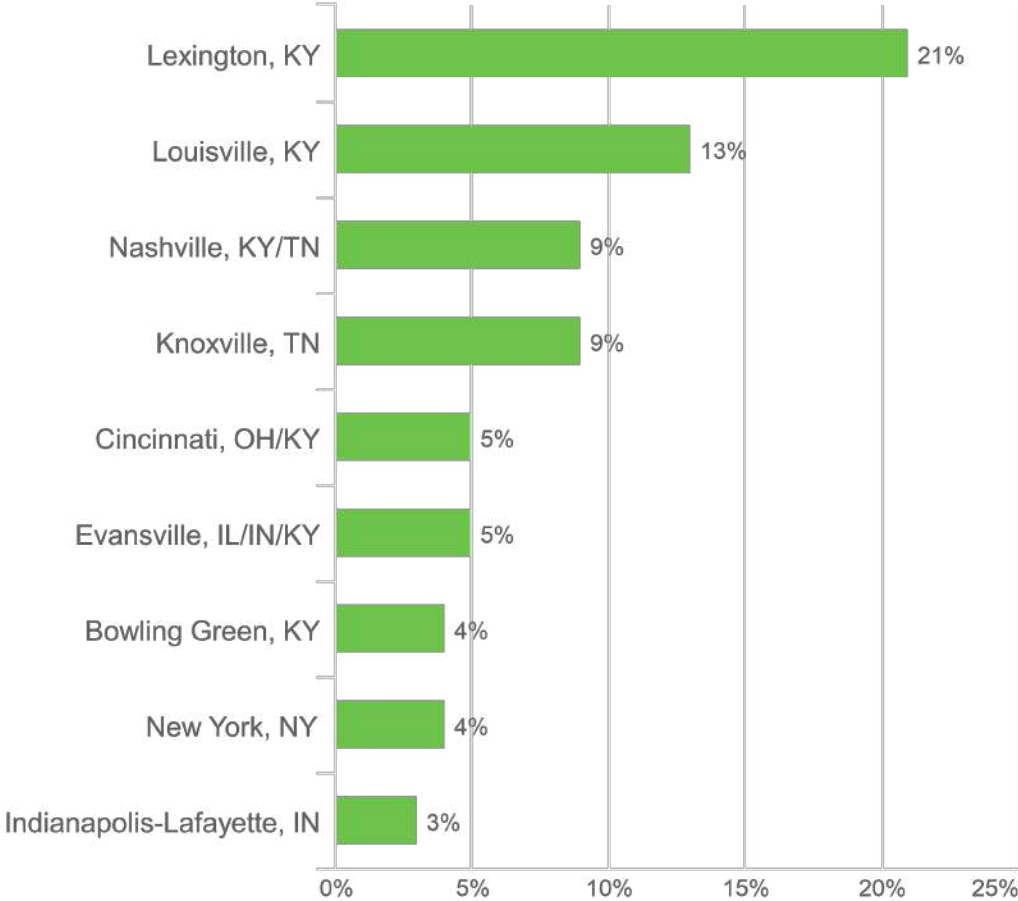
# Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

### State Origin Of Trip



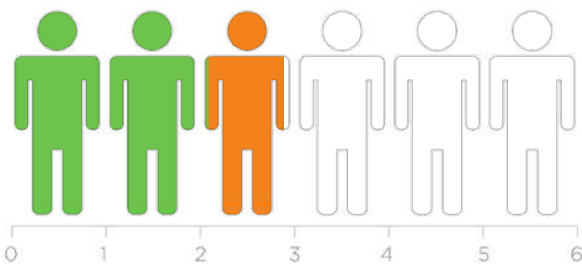
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

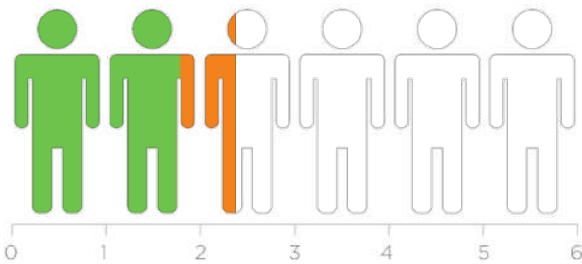
### Kentucky's Southern Shorelines



Total  
**3.0**

Average number of people

### U.S. Norm

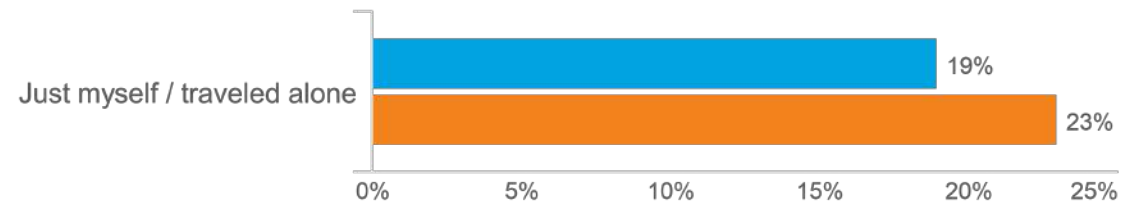


Total  
**2.6**

Average number of people

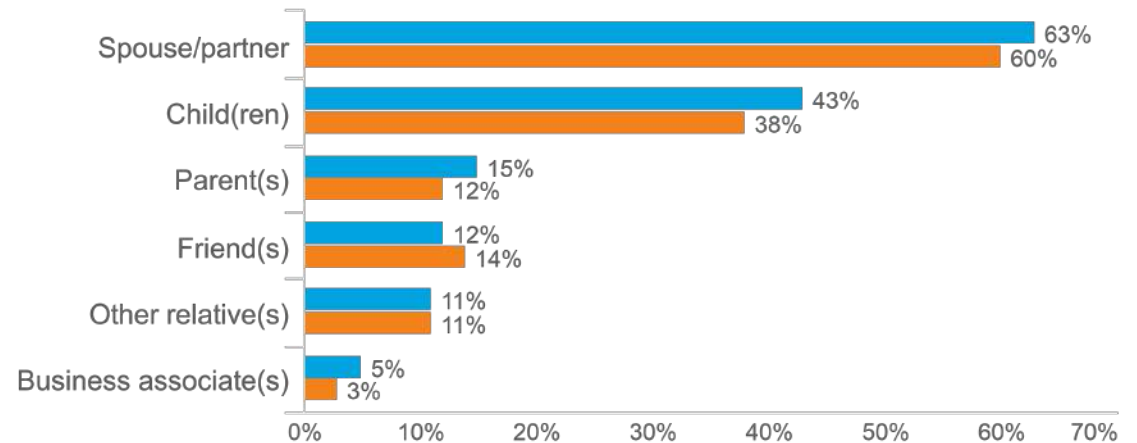
## Percent Who Traveled Alone

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



## Composition of Immediate Travel Party

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



## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities



U.S. Norm: 14%

## Activities and Experiences (Top 10)

Kentucky's Southern Shorelines

U.S. Norm







	Shopping	21%	19%
	Sightseeing	15%	11%
	Attending celebration	14%	10%
	Fishing	12%	4%
	Landmark/historic site	12%	8%
	Hiking/backpacking	10%	5%
	Local parks/playgrounds	10%	6%
	Business meeting	9%	6%
	Swimming	8%	6%
	Business convention/conference	8%	5%

## Shopping Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Outlet/mall shopping	<b>49%</b>	<b>46%</b>
 Convenience/grocery shopping	<b>38%</b>	<b>26%</b>
 Souvenir shopping	<b>33%</b>	<b>24%</b>
 Big box stores (Walmart, Costco)	<b>24%</b>	<b>28%</b>
 Antiquing	<b>17%</b>	<b>13%</b>
 Boutique shopping	<b>15%</b>	<b>22%</b>

Base: 2020/2021 Day Person-Trips that included Shopping

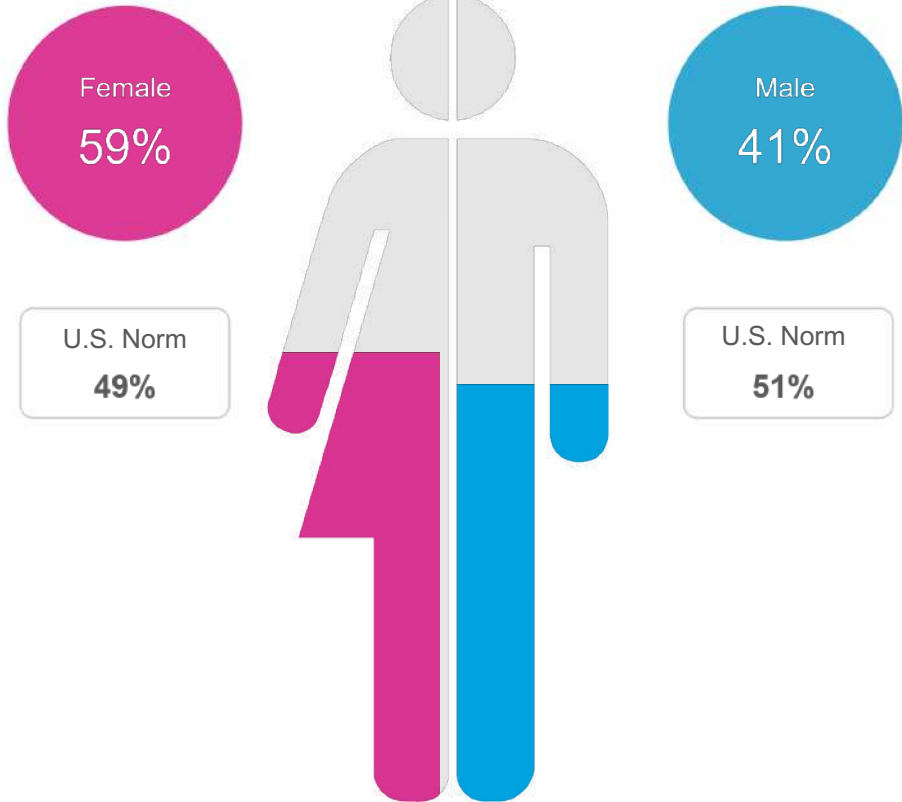
## Dining Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Unique/local food	<b>34%</b>	<b>34%</b>
 Picnicking	<b>18%</b>	<b>14%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>17%</b>	<b>15%</b>
 Street food/food trucks	<b>15%</b>	<b>17%</b>
 Fine/upscale dining	<b>15%</b>	<b>15%</b>
 Gastropubs	<b>6%</b>	<b>7%</b>

# Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2020/2021 Day Person-Trips

## Gender



## Age

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

### Kentucky's Southern Shorelines

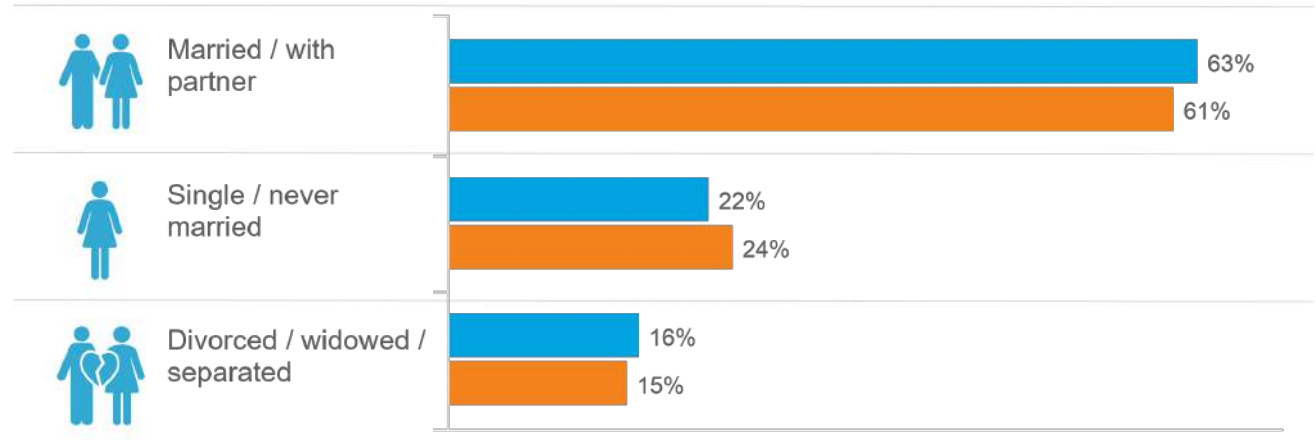


### U.S. Norm



## Marital Status

Kentucky's Southern Shorelines U.S. Norm

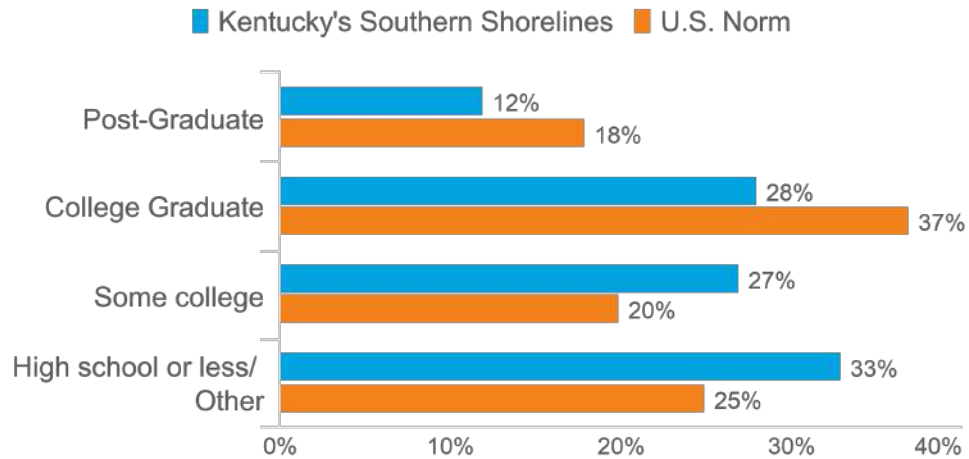




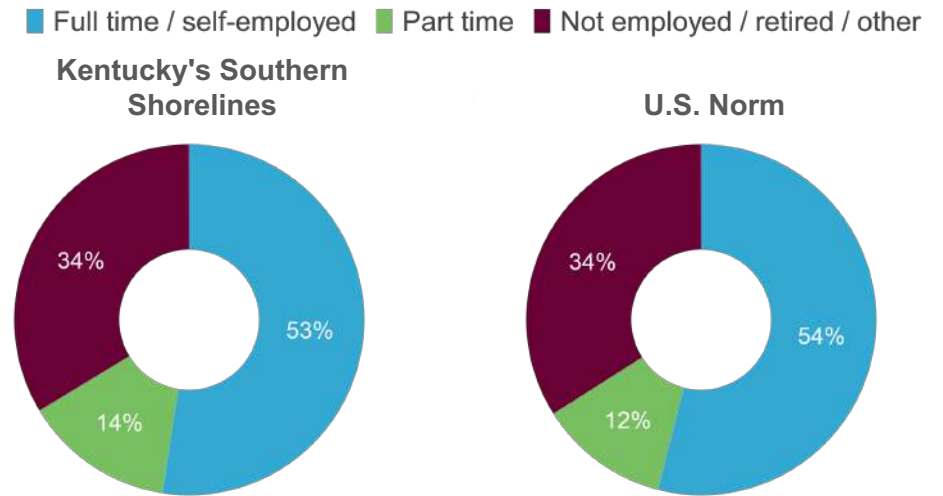
# Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2020/2021 Day Person-Trips

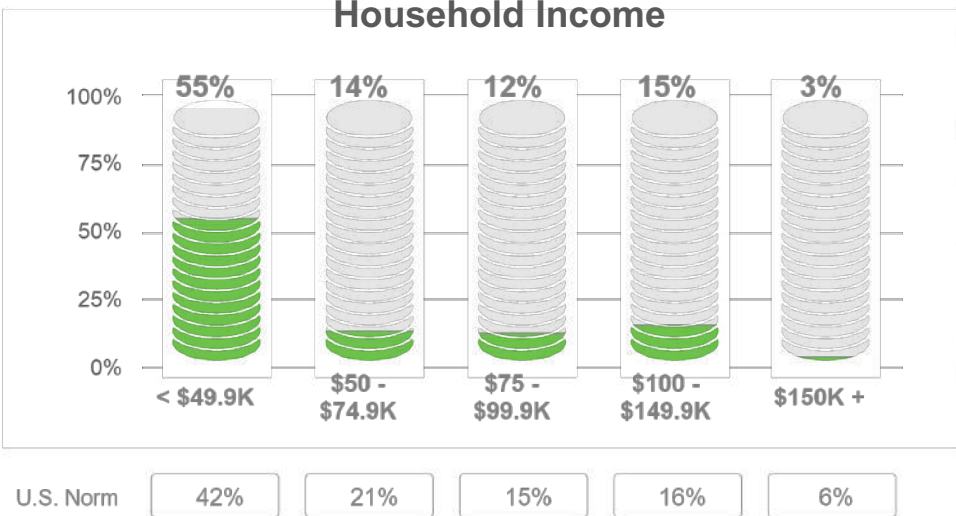
## Education



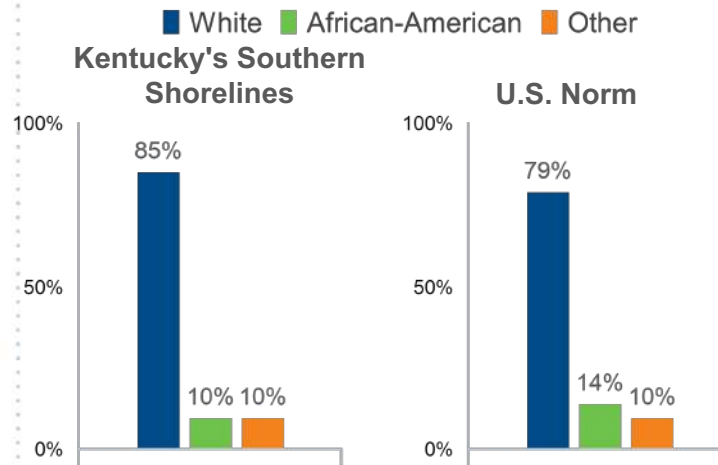
## Employment



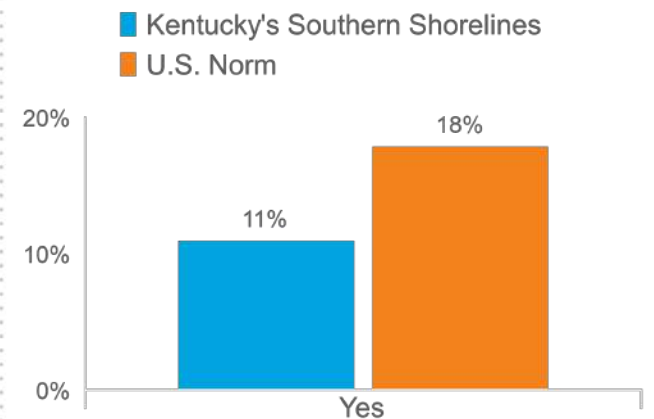
## Household Income



## Race

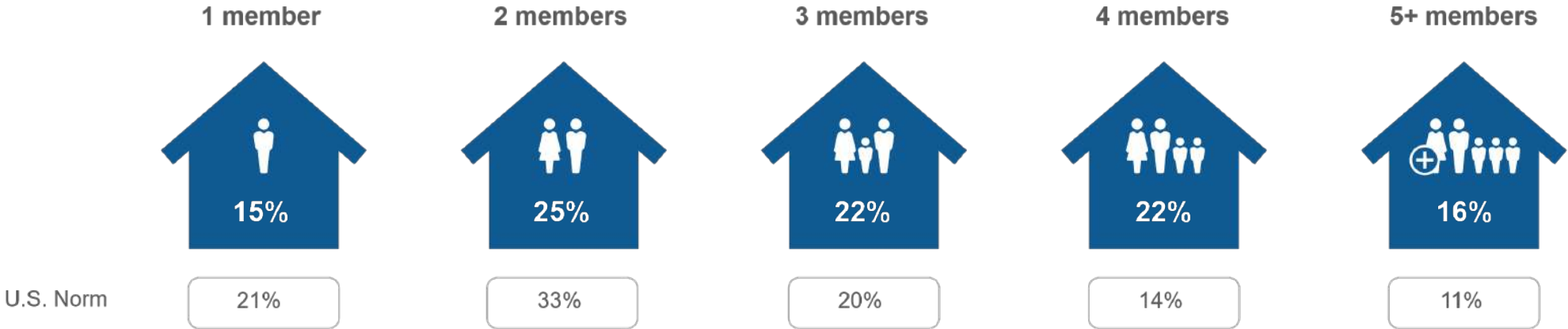


## Hispanic Background

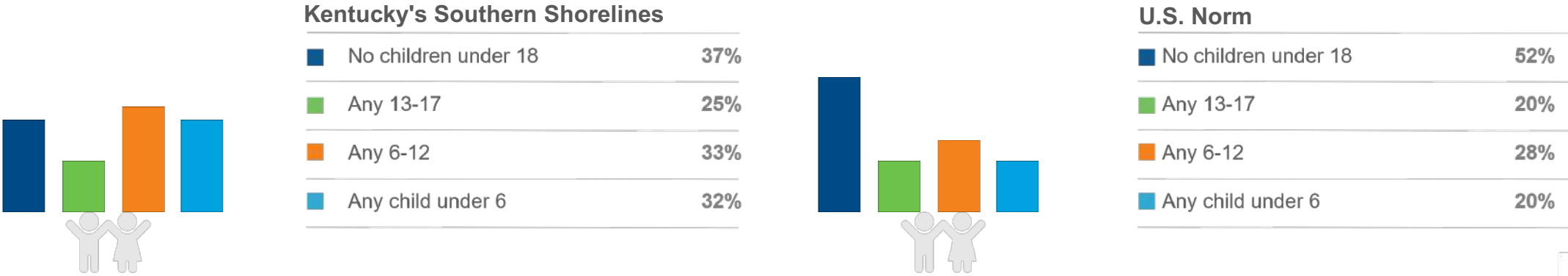


Question updated in 2020

## Household Size



## Children in Household





# Travel USA Visitor Profile

Caves, Lakes & Corvettes

2021

## Introduction

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For Caves, Lakes, & Corvettes, the following sample was achieved in 2020/2021:



Day Base Size

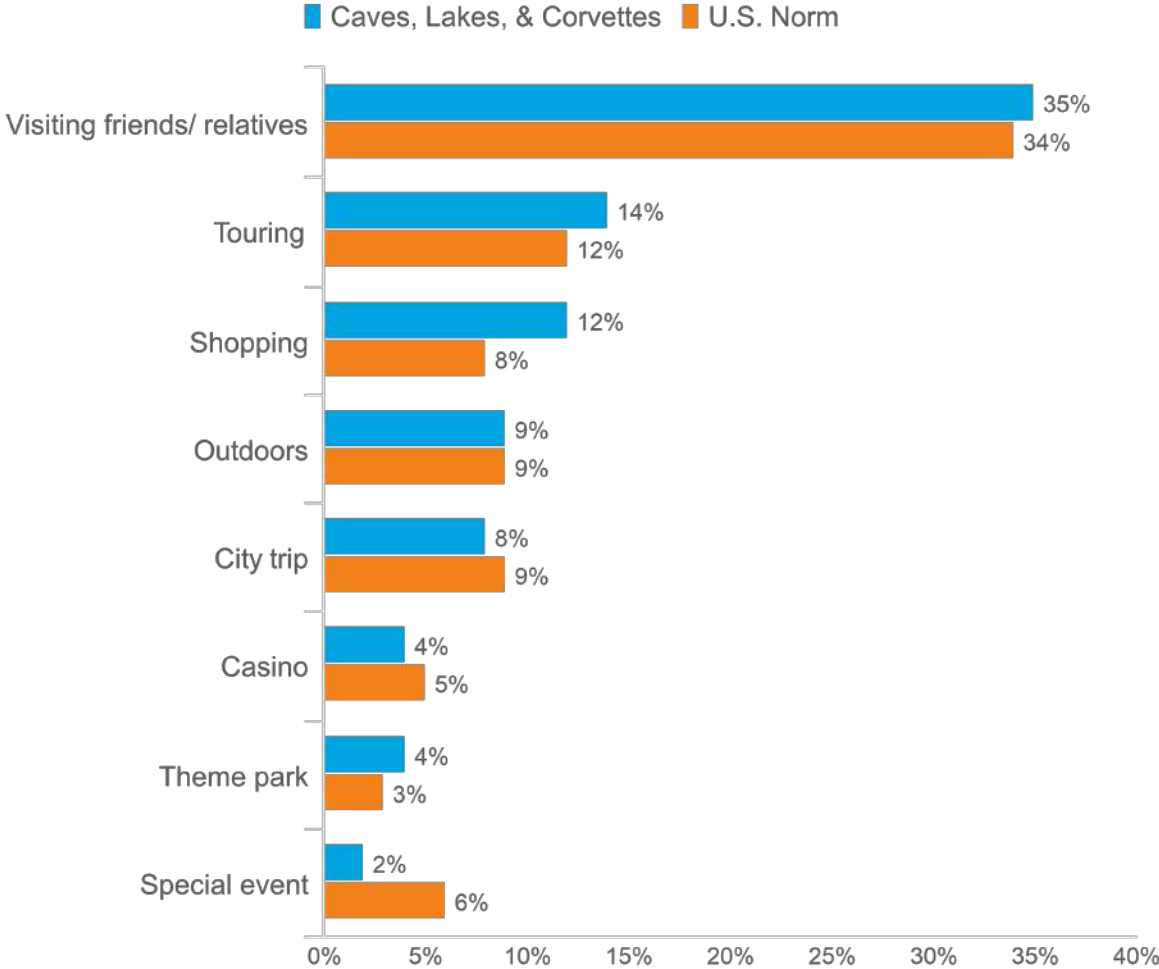
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

## Main Purpose of Trip

 <b>35%</b> Visiting friends/ relatives	
 <b>14%</b> Touring	 <b>0%</b> Conference/ Convention
 <b>12%</b> Shopping	
 <b>9%</b> Outdoors	
 <b>8%</b> City trip	 <b>5%</b> Other business trip
 <b>4%</b> Casino	
 <b>4%</b> Theme park	 <b>5%</b> Business-Leisure
 <b>2%</b> Special event	

## Main Purpose of Leisure Trip

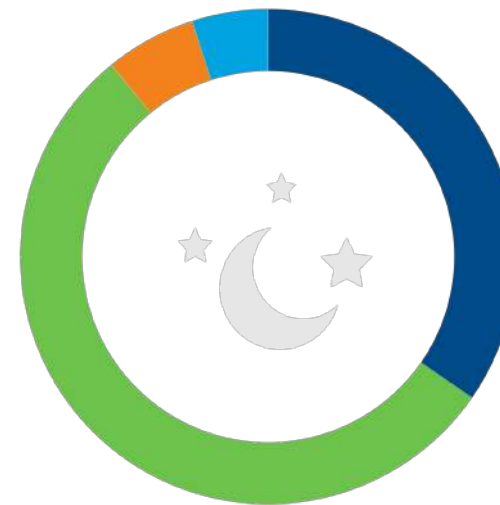


## 2021 U.S. Day Trips



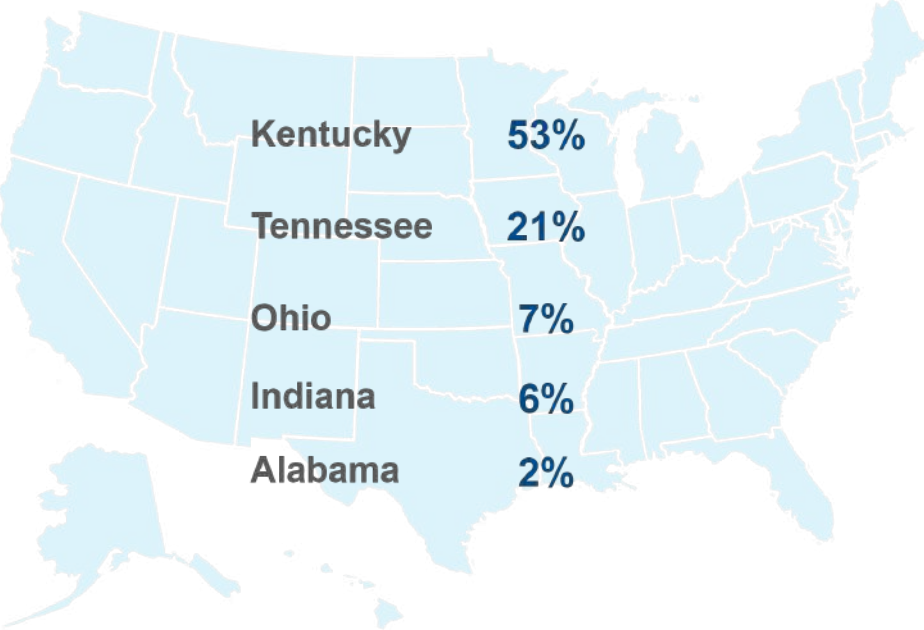
■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

## Caves, Lakes, & Corvettes Day Trips

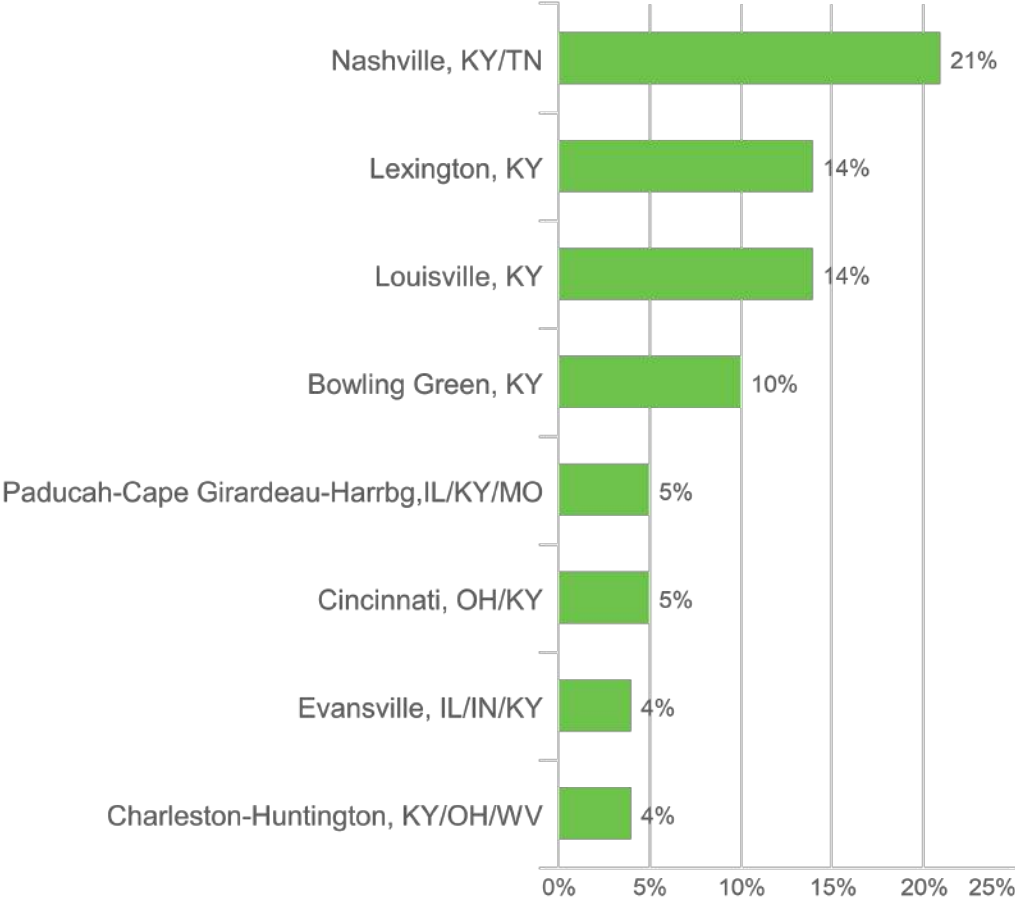


■ Visiting friends/relatives	35%
■ Marketable	55%
■ Business	6%
■ Business-leisure	5%

### State Origin Of Trip



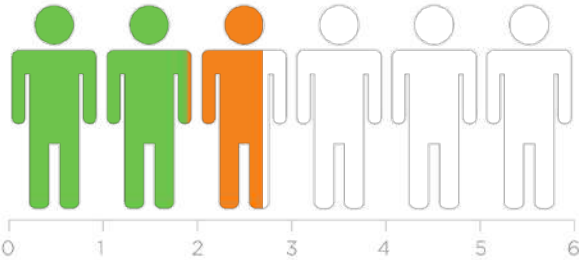
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

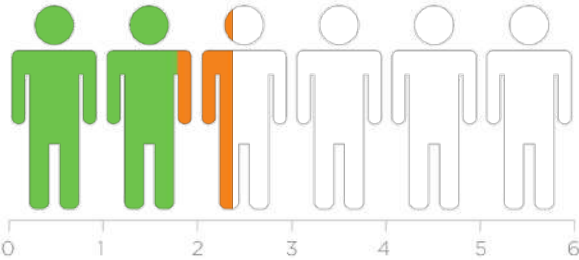
### Caves, Lakes, & Corvettes



Total  
**2.9**

Average number of people

### U.S. Norm

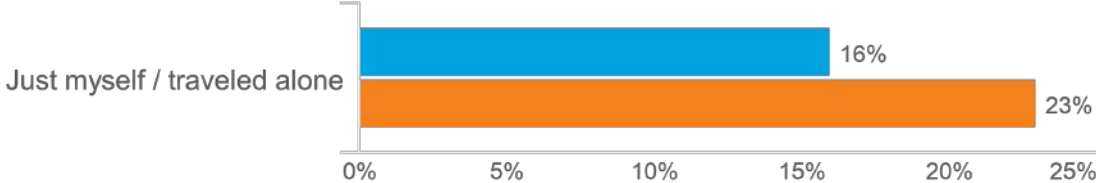


Total  
**2.6**

Average number of people

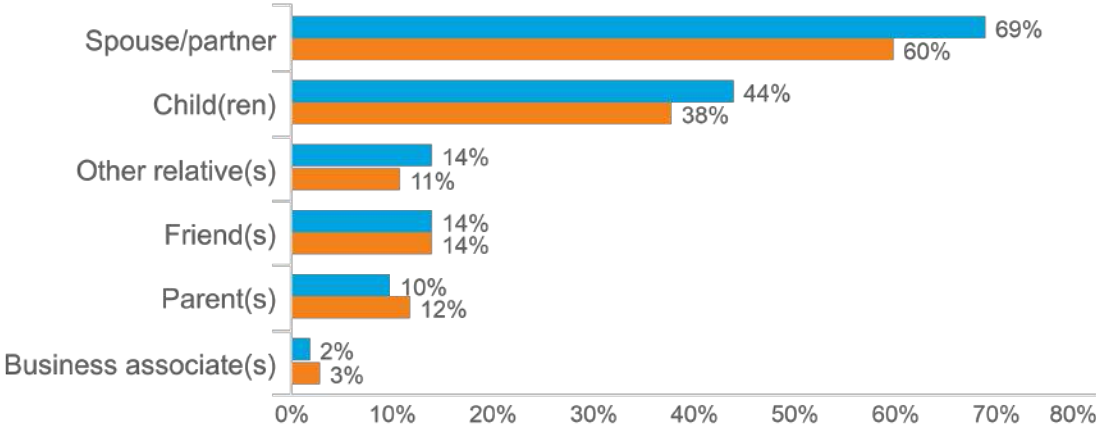
## Percent Who Traveled Alone

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



## Composition of Immediate Travel Party

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





## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities









U.S. Norm: 14%

## Activities and Experiences (Top 10)







	Caves, Lakes, & Corvettes	U.S. Norm
Shopping	27%	19%
Sightseeing	18%	11%
Landmark/historic site	12%	8%
Hiking/backpacking	10%	5%
Local parks/playgrounds	10%	6%
Nature tours/wildlife viewing/birding	10%	5%
Attending celebration	9%	10%
National/state park	9%	5%
Fishing	8%	4%
Museum	8%	7%

## Shopping Types on Trip

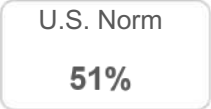
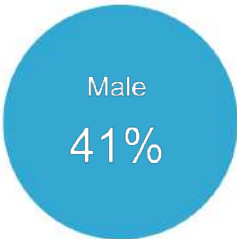
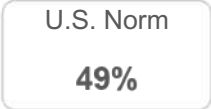
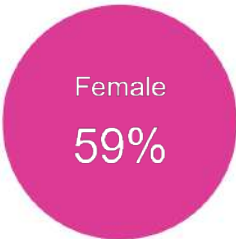
	Caves, Lakes, & Corvettes	U.S. Norm
 Outlet/mall shopping	<b>50%</b>	<b>46%</b>
 Big box stores (Walmart, Costco)	<b>33%</b>	<b>28%</b>
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 Antiquing	<b>16%</b>	<b>13%</b>
 Boutique shopping	<b>14%</b>	<b>22%</b>

Base: 2020/2021 Day Person-Trips that included Shopping

## Dining Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Unique/local food	<b>38%</b>	<b>34%</b>
 Picnicking	<b>20%</b>	<b>14%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>12%</b>	<b>15%</b>
 Fine/upscale dining	<b>11%</b>	<b>15%</b>
 Street food/food trucks	<b>11%</b>	<b>17%</b>
 Gastropubs	<b>3%</b>	<b>7%</b>

## Gender



## Age

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

### Caves, Lakes, & Corvettes



Average Age  
43.9

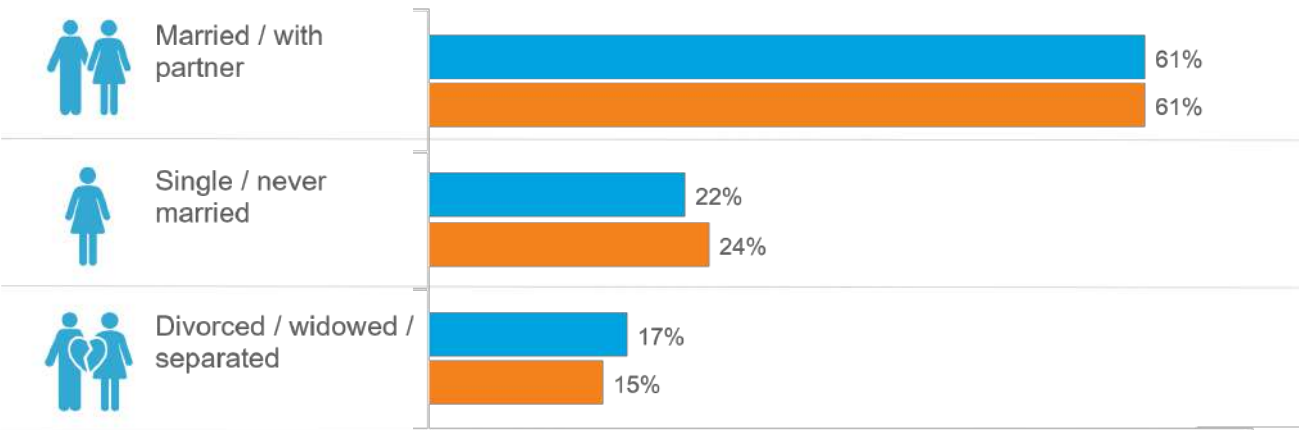
### U.S. Norm



Average Age  
45.3

## Marital Status

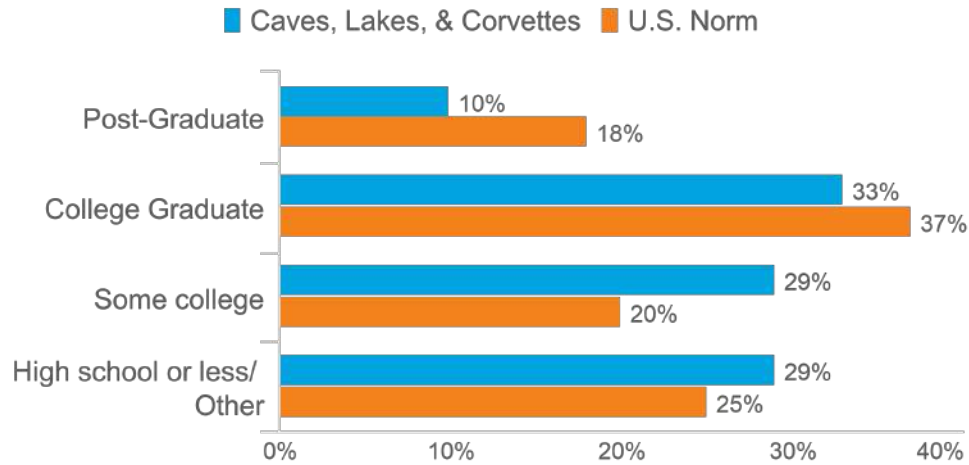
Caves, Lakes, & Corvettes U.S. Norm



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

Base: 2020/2021 Day Person-Trips

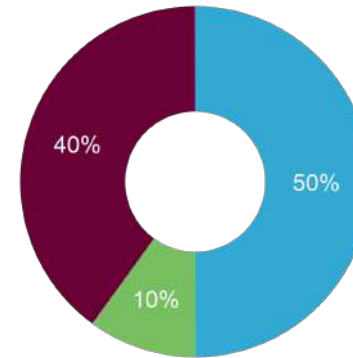
## Education



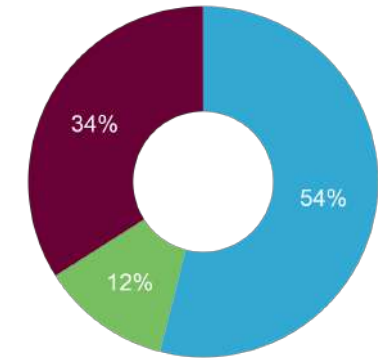
## Employment

Legend: Full time / self-employed (Blue), Part time (Green), Not employed / retired / other (Purple)

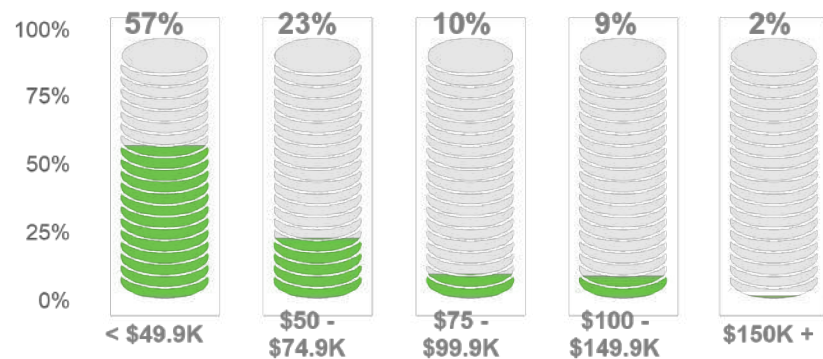
Caves, Lakes, & Corvettes



U.S. Norm



## Household Income

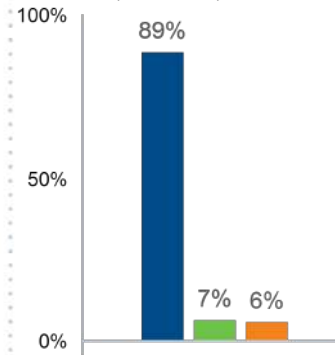


U.S. Norm: 42%, 21%, 15%, 16%, 6%

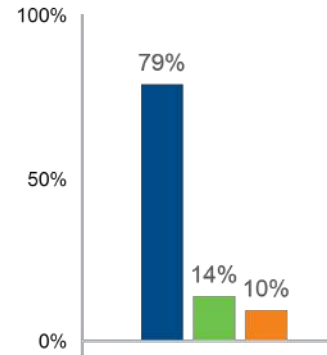
## Race

Legend: White (Blue), African-American (Green), Other (Orange)

Caves, Lakes, & Corvettes



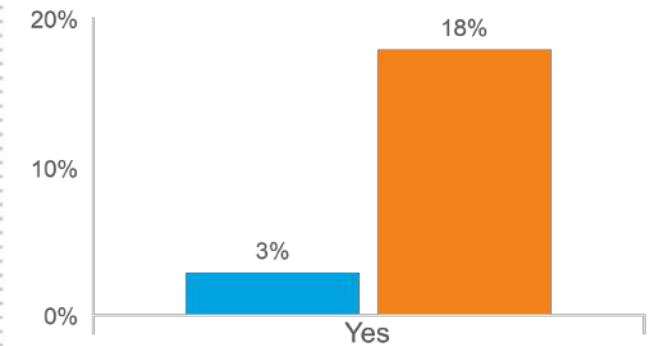
U.S. Norm



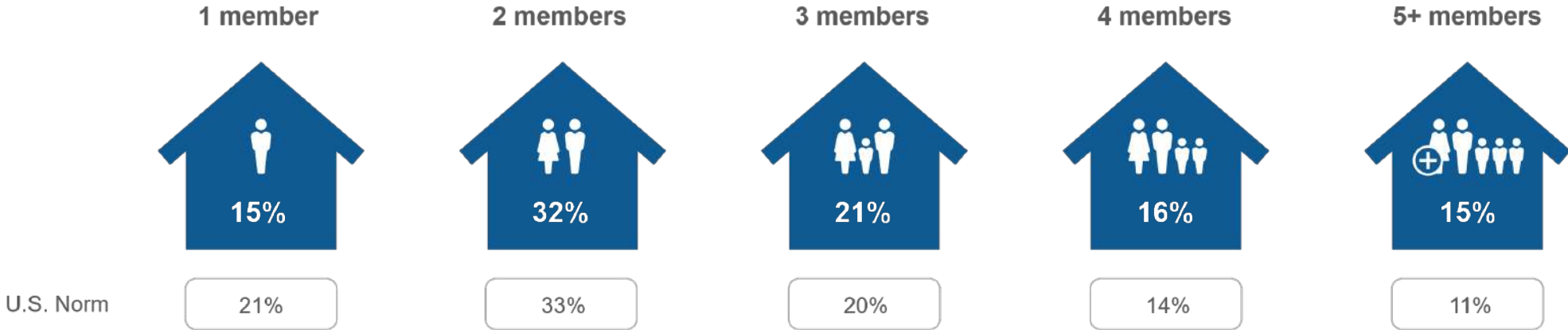
Question updated in 2020

## Hispanic Background

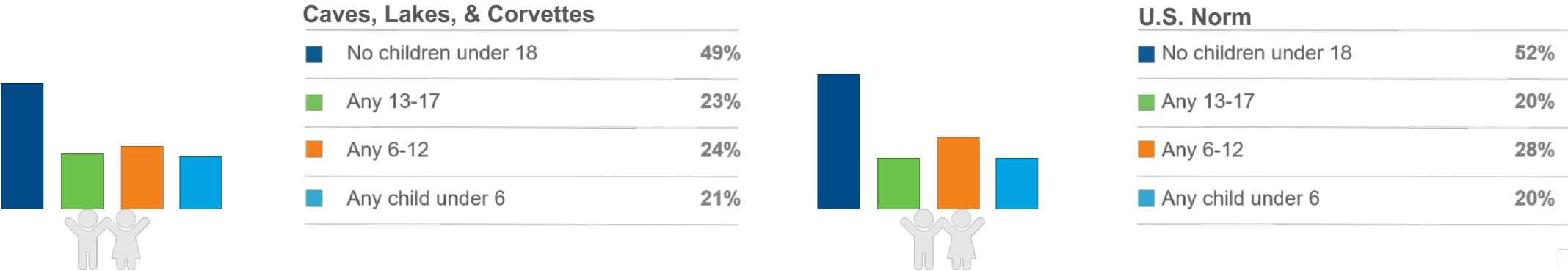
Legend: Caves, Lakes, & Corvettes (Blue), U.S. Norm (Orange)



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Western Waterlands

2021

## 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

## 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 Western Waterlands, the following sample was achieved in 2020/2021:



Day Base Size

241

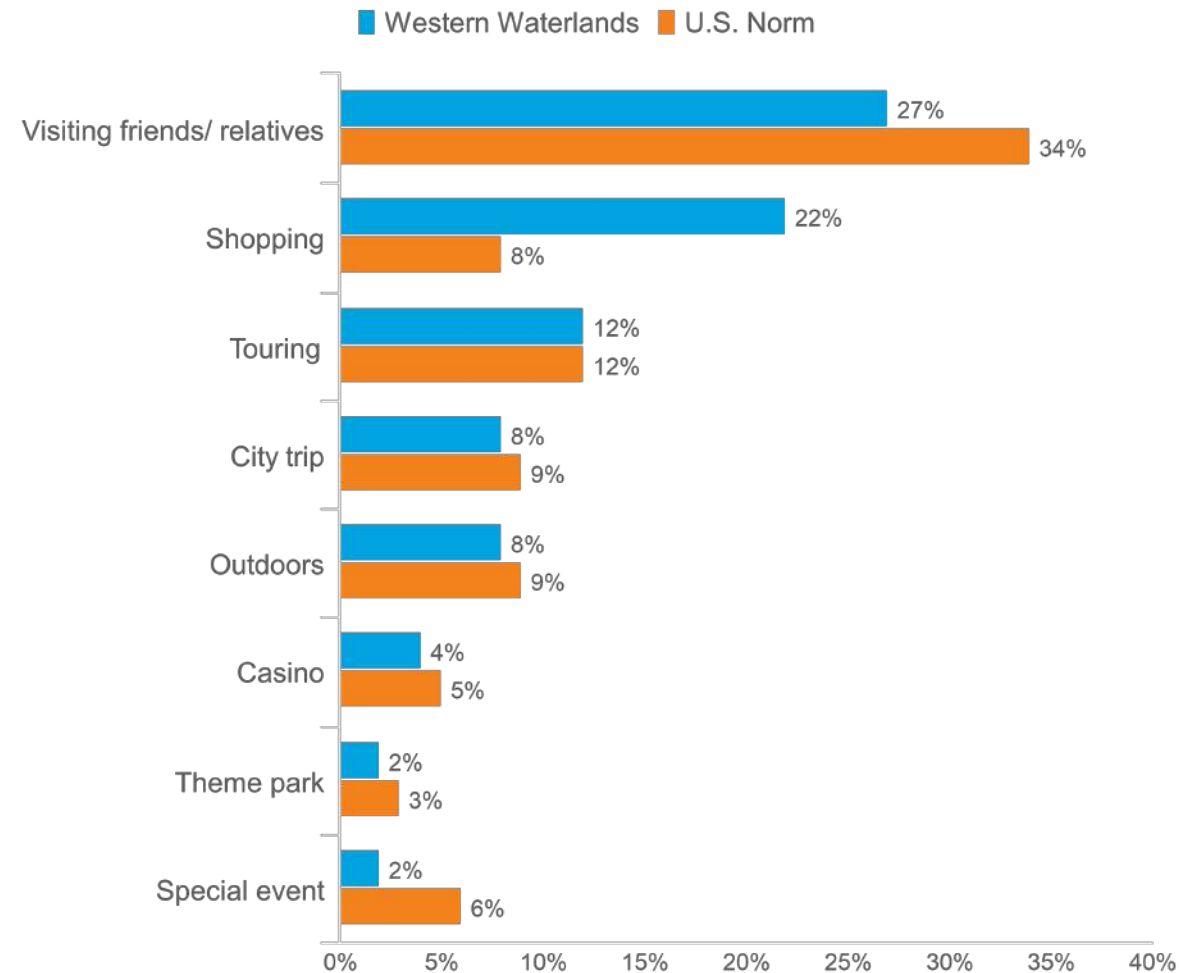
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

## Main Purpose of Trip



## Main Purpose of Leisure Trip





### 2021 U.S. Day Trips



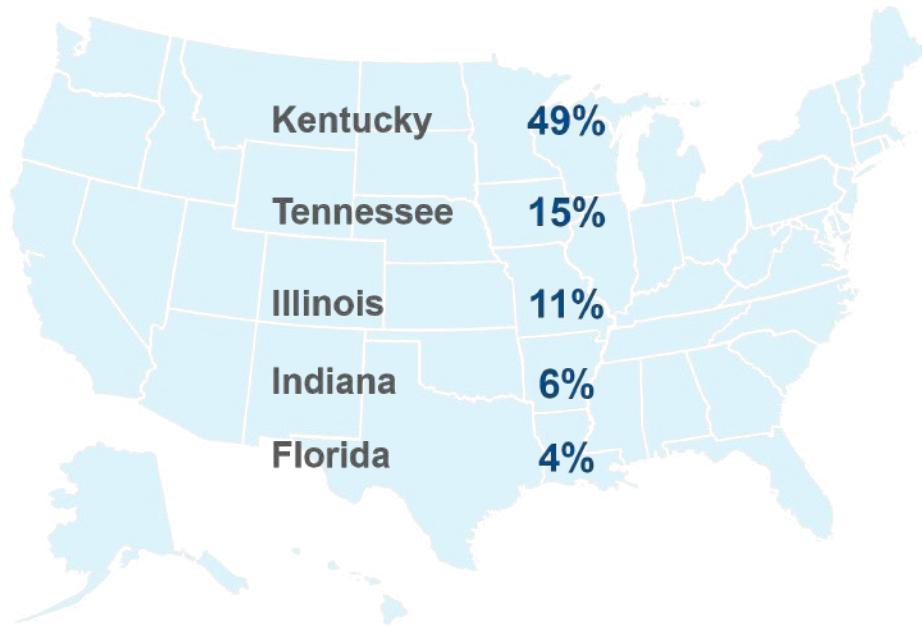
■	Visiting friends/relatives	34%
■	Marketable	58%
■	Business	5%
■	Business-leisure	3%

### Western Waterlands Day Trips

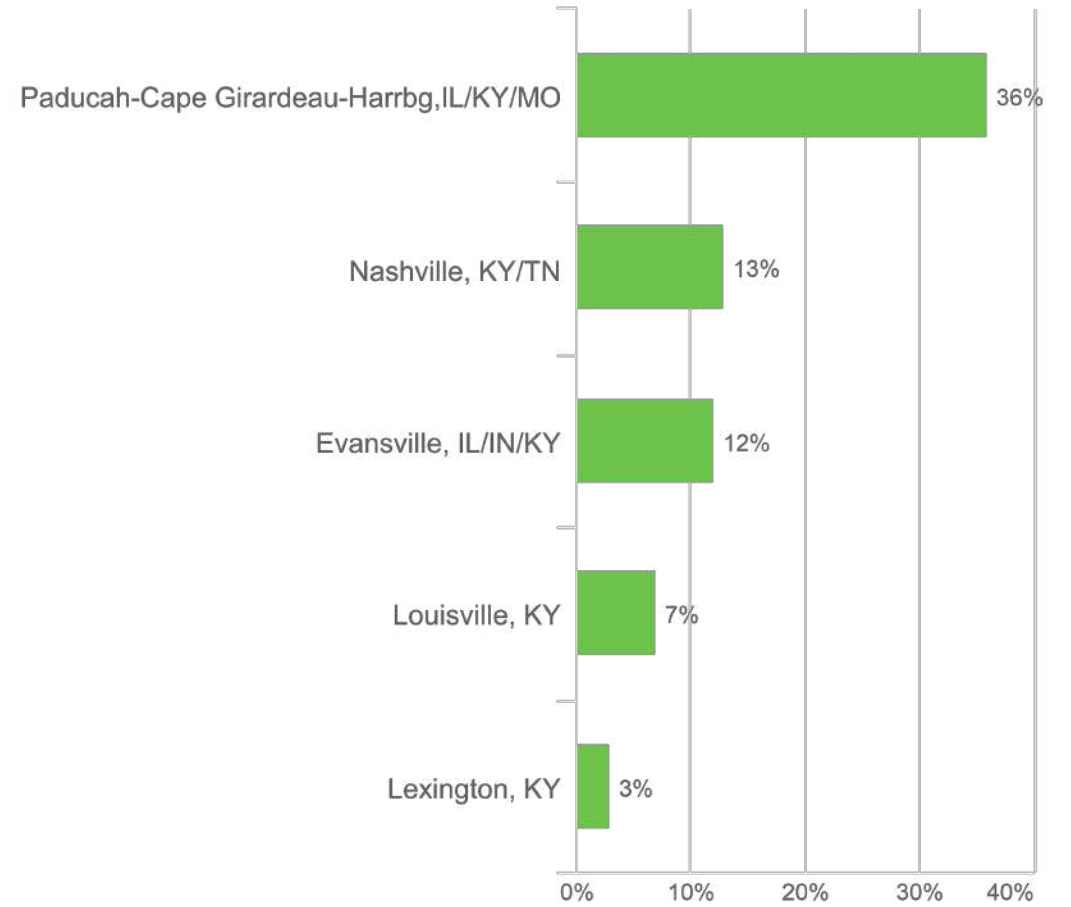


■	Visiting friends/relatives	27%
■	Marketable	60%
■	Business	7%
■	Business-leisure	5%

## State Origin Of Trip



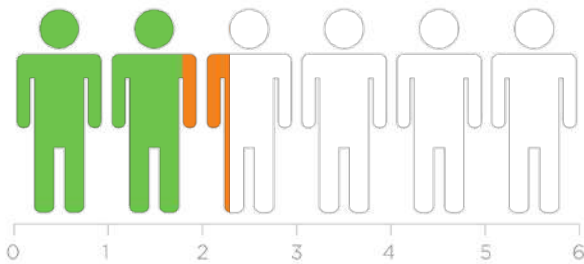
## DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

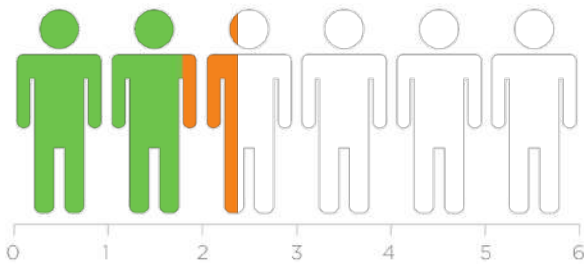
### Western Waterlands



Total  
**2.5**

Average number of people

### U.S. Norm

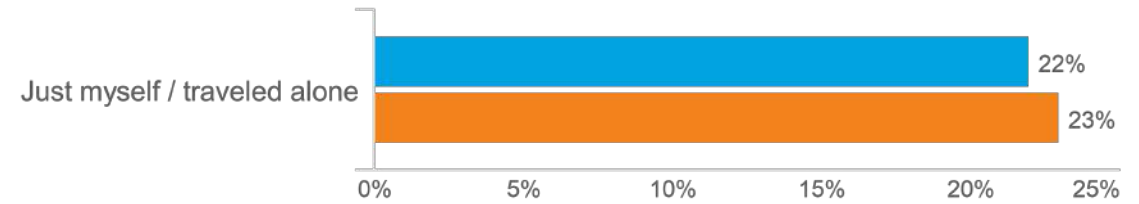


Total  
**2.6**

Average number of people

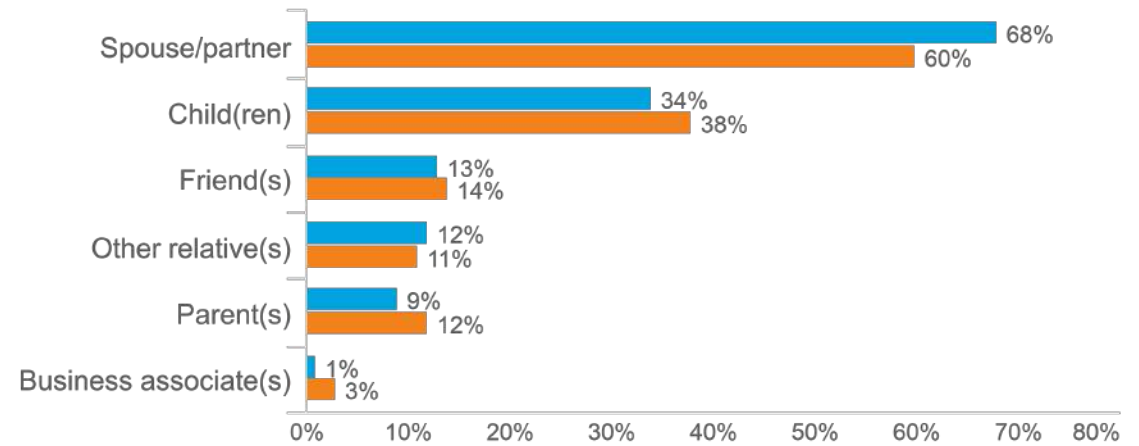
## Percent Who Traveled Alone

■ Western Waterlands ■ U.S. Norm



## Composition of Immediate Travel Party

■ Western Waterlands ■ U.S. Norm



## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities









U.S. Norm: 14%

## Activities and Experiences (Top 10)







	Western Waterlands	U.S. Norm
Shopping	34%	19%
Sightseeing	13%	11%
Landmark/historic site	10%	8%
Business meeting	9%	6%
Professional medical services	9%	5%
Fishing	8%	4%
Nature tours/wildlife viewing/birding	8%	5%
National/state park	7%	5%
Casino	6%	7%
Local parks/playgrounds	6%	6%

## Shopping Types on Trip

		Western Waterlands	U.S. Norm
	Outlet/mall shopping	<b>64%</b>	<b>46%</b>
	Big box stores (Walmart, Costco)	<b>37%</b>	<b>28%</b>
	Convenience/grocery shopping	<b>28%</b>	<b>26%</b>
	Boutique shopping	<b>22%</b>	<b>22%</b>
	Antiquing	<b>13%</b>	<b>13%</b>
	Souvenir shopping	<b>13%</b>	<b>24%</b>

Base: 2020/2021 Day Person-Trips that included Shopping

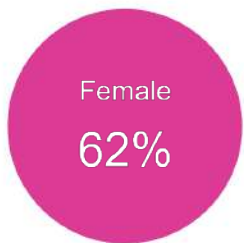
## Dining Types on Trip

		Western Waterlands	U.S. Norm
	Unique/local food	<b>33%</b>	<b>34%</b>
	Picnicking	<b>15%</b>	<b>14%</b>
	Fine/upscale dining	<b>14%</b>	<b>15%</b>
	Food delivery service (UberEATS, DoorDash, etc.)	<b>8%</b>	<b>15%</b>
	Street food/food trucks	<b>7%</b>	<b>17%</b>
	Gastropubs	<b>4%</b>	<b>7%</b>

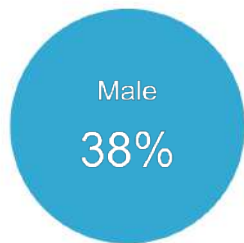
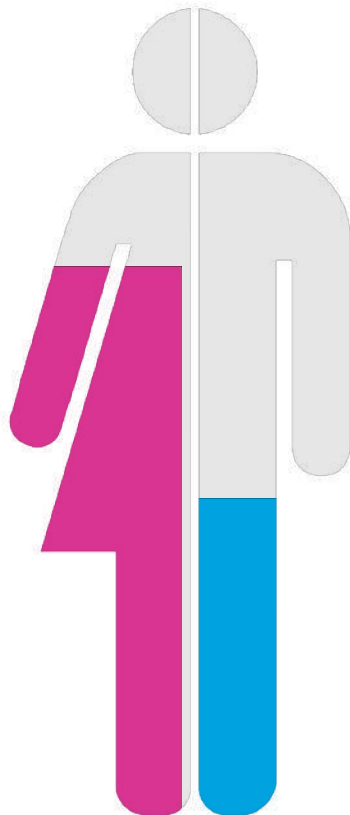
# Demographic Profile of Day Western Waterlands Visitors

Base: 2020/2021 Day Person-Trips

## Gender



U.S. Norm  
49%



U.S. Norm  
51%

## Age

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

### Western Waterlands



Average Age  
46.7

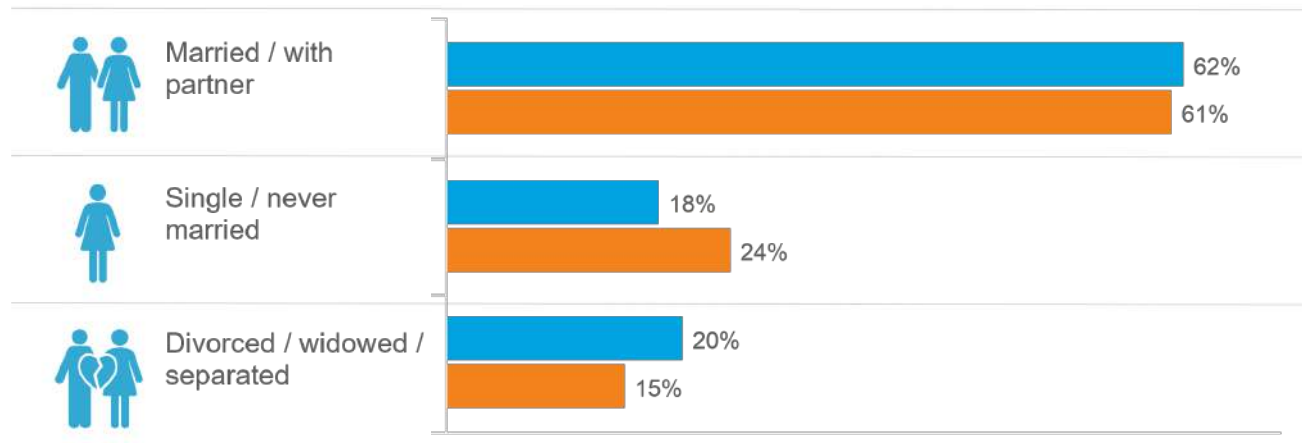
### U.S. Norm



Average Age  
45.3

## Marital Status

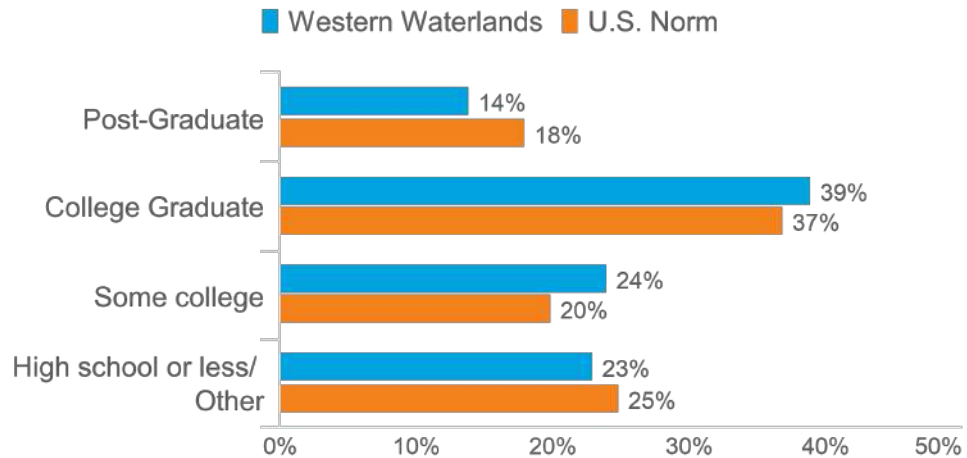
■ Western Waterlands ■ U.S. Norm



# Demographic Profile of Day Western Waterlands Visitors

Base: 2020/2021 Day Person-Trips

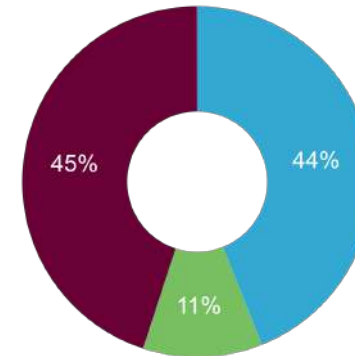
## Education



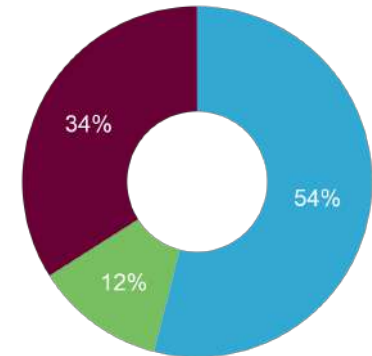
## Employment

Legend: Full time / self-employed (Blue), Part time (Green), Not employed / retired / other (Purple)

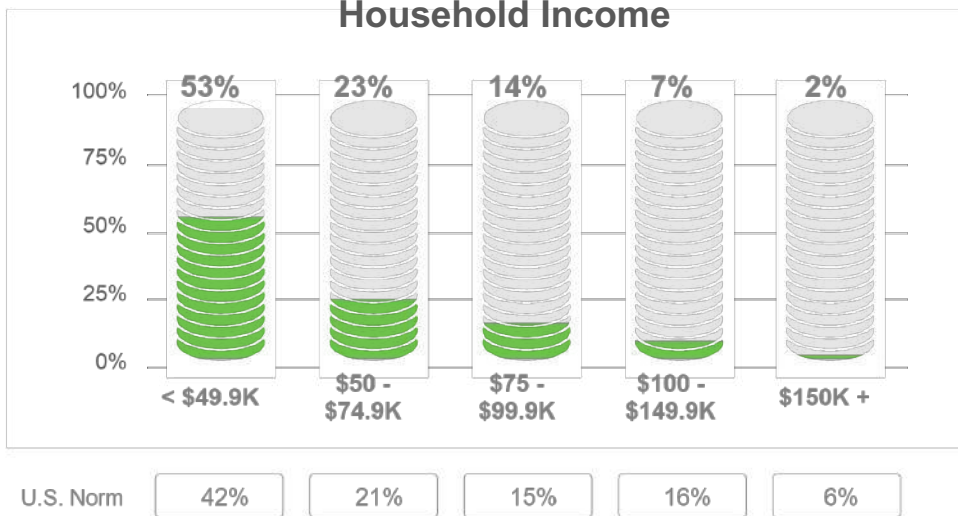
### Western Waterlands



### U.S. Norm



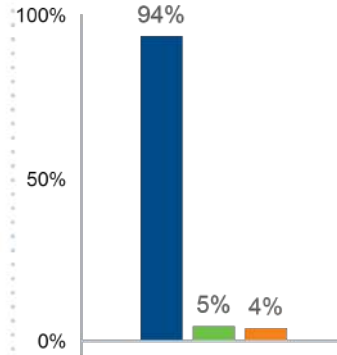
## Household Income



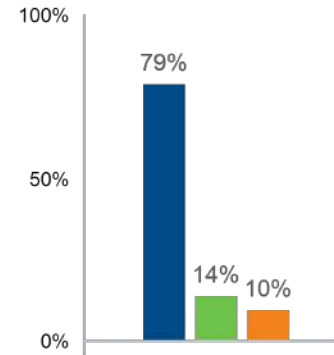
## Race

Legend: White (Blue), African-American (Green), Other (Orange)

### Western Waterlands



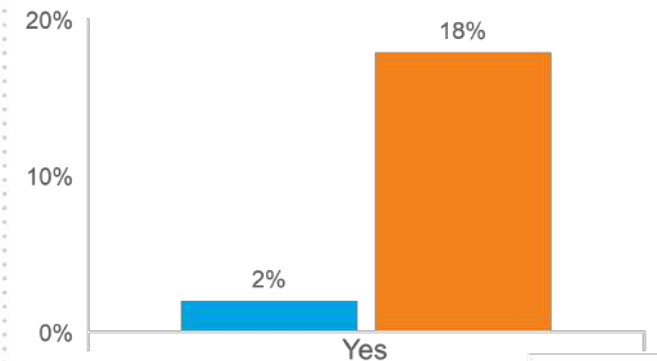
### U.S. Norm



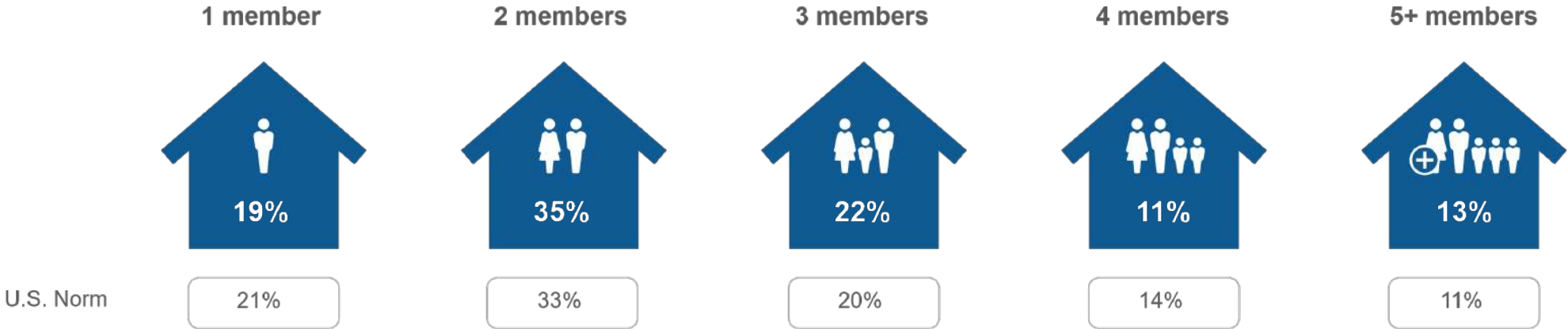
Question updated in 2020

## Hispanic Background

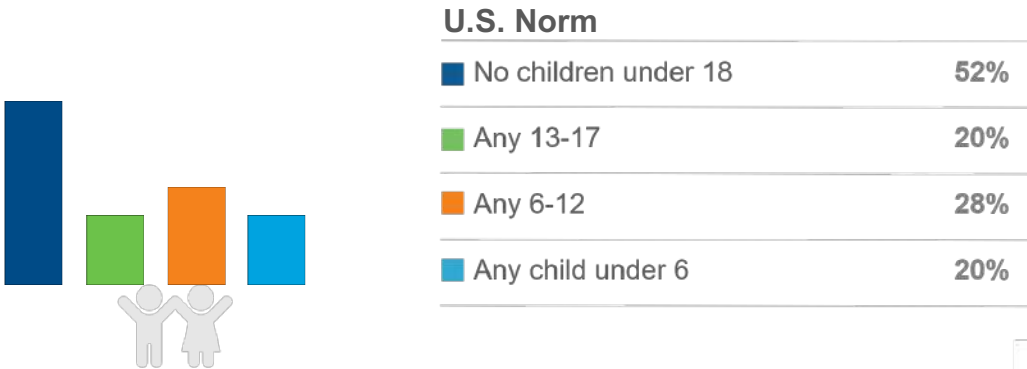
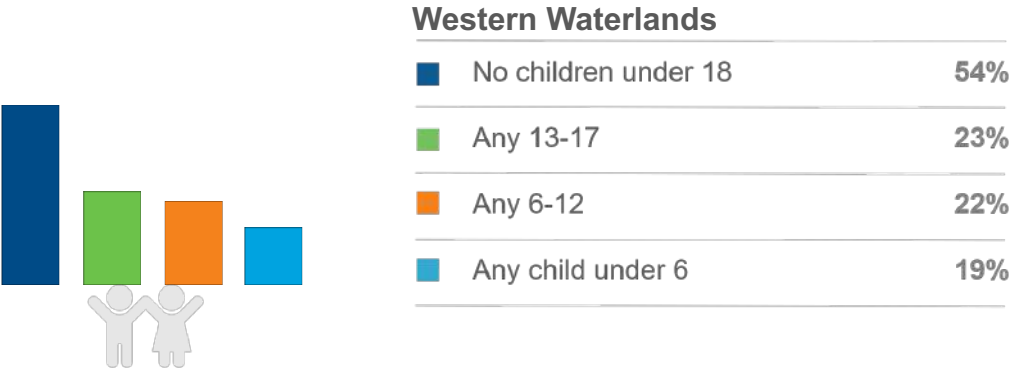
Legend: Western Waterlands (Blue), U.S. Norm (Orange)



## Household Size



## Children in Household







# Travel USA Visitor Profile

Bluegrass, Blues & BBQ

2021

## 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

## 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 Bluegrass, Blues, & BBQ, the following sample was achieved in 2020/2021:



Day Base Size | 320

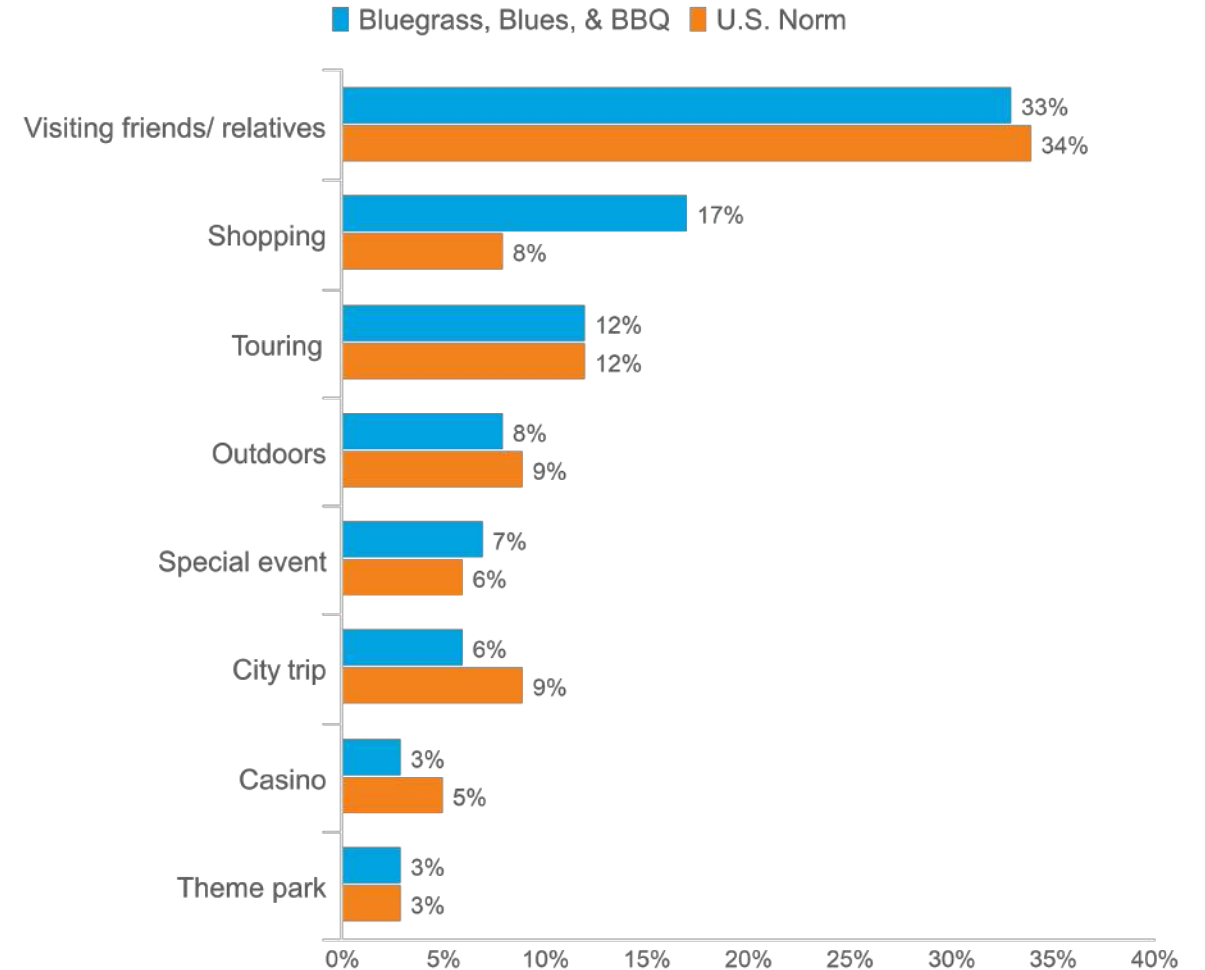
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

## Main Purpose of Trip



## Main Purpose of Leisure Trip



## 2021 U.S. Day Trips



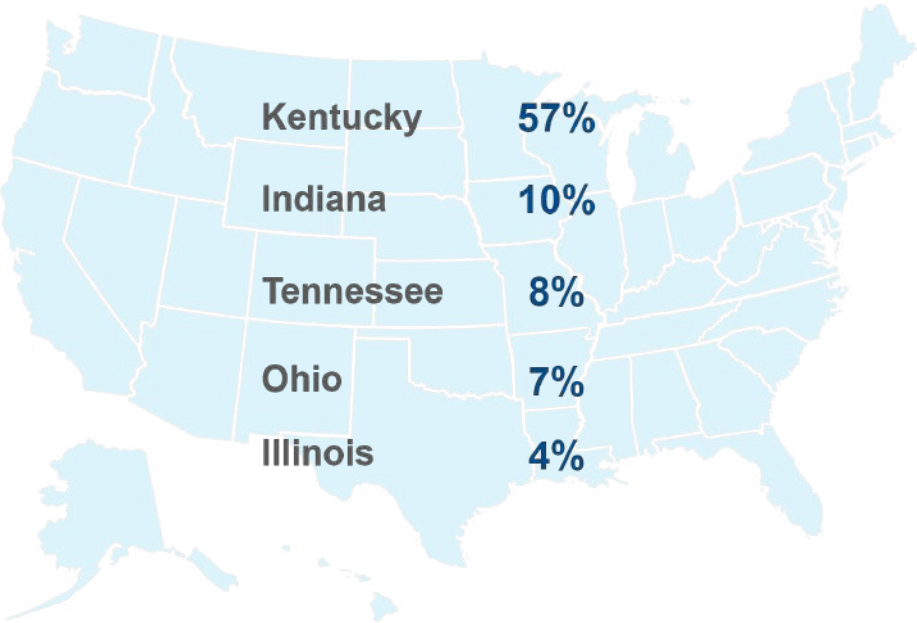
■	Visiting friends/relatives	34%
■	Marketable	58%
■	Business	5%
■	Business-leisure	3%

## Bluegrass, Blues, & BBQ Day Trips

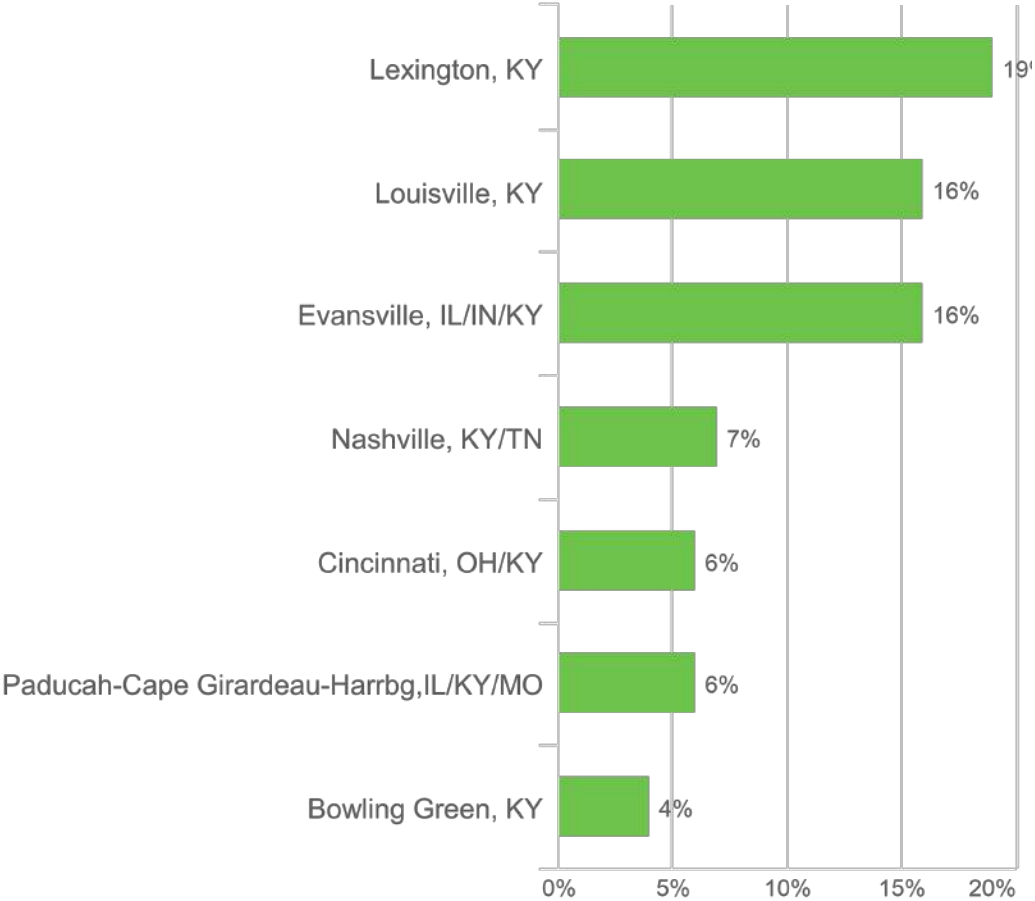


■	Visiting friends/relatives	33%
■	Marketable	56%
■	Business	8%
■	Business-leisure	3%

### State Origin Of Trip



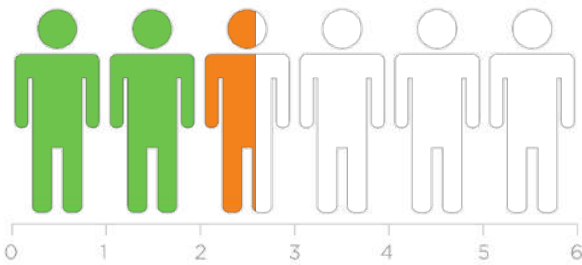
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

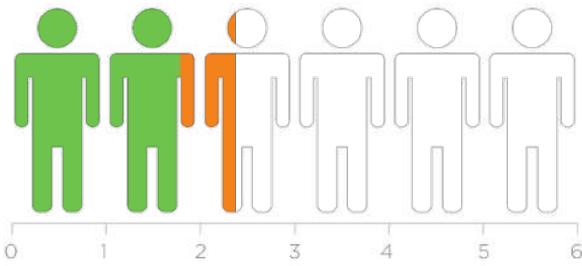
### Bluegrass, Blues, & BBQ



Total  
**2.7**

Average number of people

### U.S. Norm

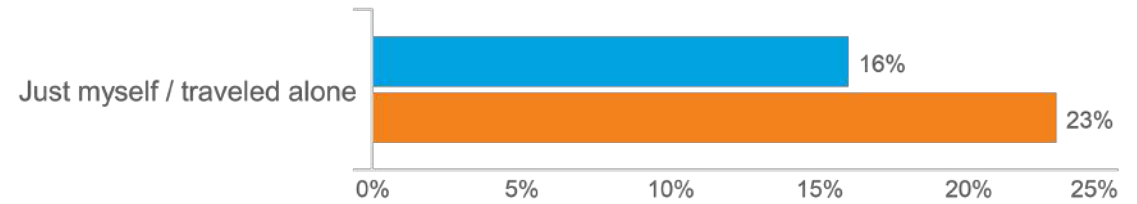


Total  
**2.6**

Average number of people

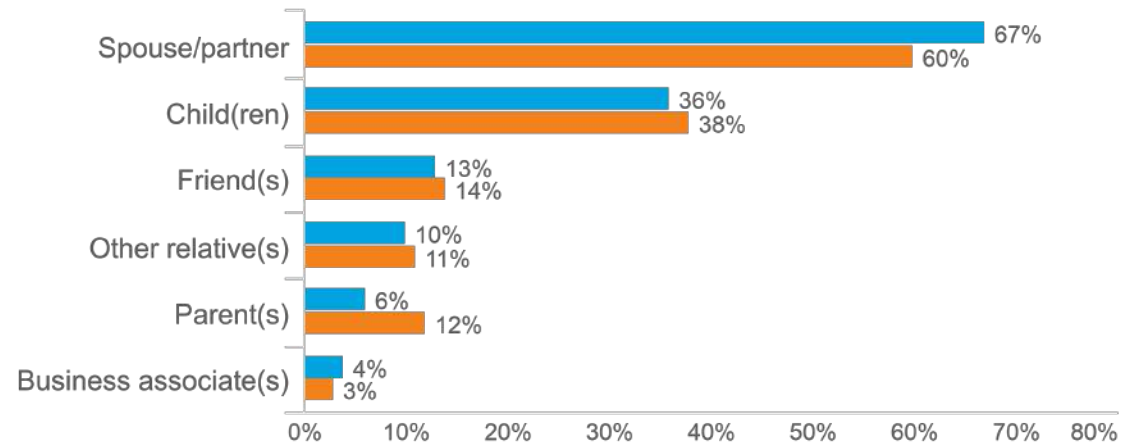
## Percent Who Traveled Alone

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



## Composition of Immediate Travel Party

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities



U.S. Norm: 14%







## Activities and Experiences (Top 10)

Bluegrass, Blues, & BBQ

U.S. Norm







	Shopping	<b>30%</b>	<b>19%</b>
	Sightseeing	<b>15%</b>	<b>11%</b>
	Landmark/historic site	<b>11%</b>	<b>8%</b>
	Local parks/playgrounds	<b>11%</b>	<b>6%</b>
	Hiking/backpacking	<b>10%</b>	<b>5%</b>
	Nature tours/wildlife viewing/birding	<b>7%</b>	<b>5%</b>
	Attending celebration	<b>7%</b>	<b>10%</b>
	Fishing	<b>6%</b>	<b>4%</b>
	Camping	<b>6%</b>	<b>3%</b>
	National/state park	<b>6%</b>	<b>5%</b>

## Shopping Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Outlet/mall shopping	<b>56%</b>	<b>46%</b>
 Big box stores (Walmart, Costco)	<b>43%</b>	<b>28%</b>
 Convenience/grocery shopping	<b>36%</b>	<b>26%</b>
 Boutique shopping	<b>19%</b>	<b>22%</b>
 Antiquing	<b>16%</b>	<b>13%</b>
 Souvenir shopping	<b>14%</b>	<b>24%</b>

Base: 2020/2021 Day Person-Trips that included Shopping

## Dining Types on Trip

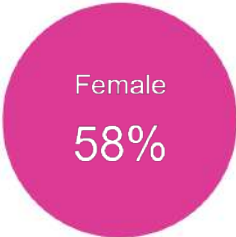
	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	<b>49%</b>	<b>34%</b>
 Street food/food trucks	<b>17%</b>	<b>17%</b>
 Picnicking	<b>12%</b>	<b>14%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>12%</b>	<b>15%</b>
 Fine/upscale dining	<b>10%</b>	<b>15%</b>
 Gastropubs	<b>4%</b>	<b>7%</b>



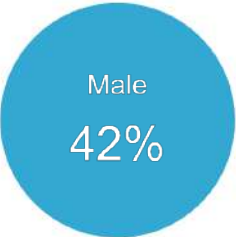
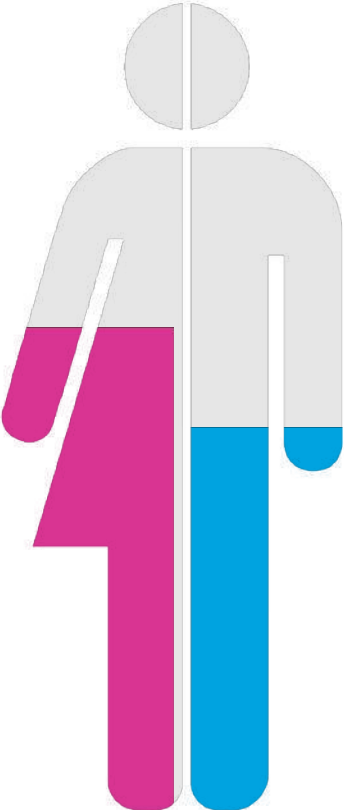
# Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2020/2021 Day Person-Trips

## Gender



U.S. Norm  
49%

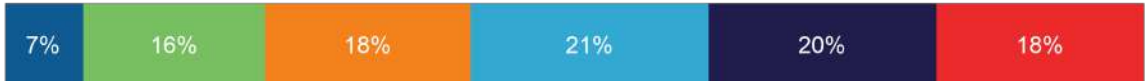


U.S. Norm  
51%

## Age

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

### Bluegrass, Blues, & BBQ



Average Age  
48.2

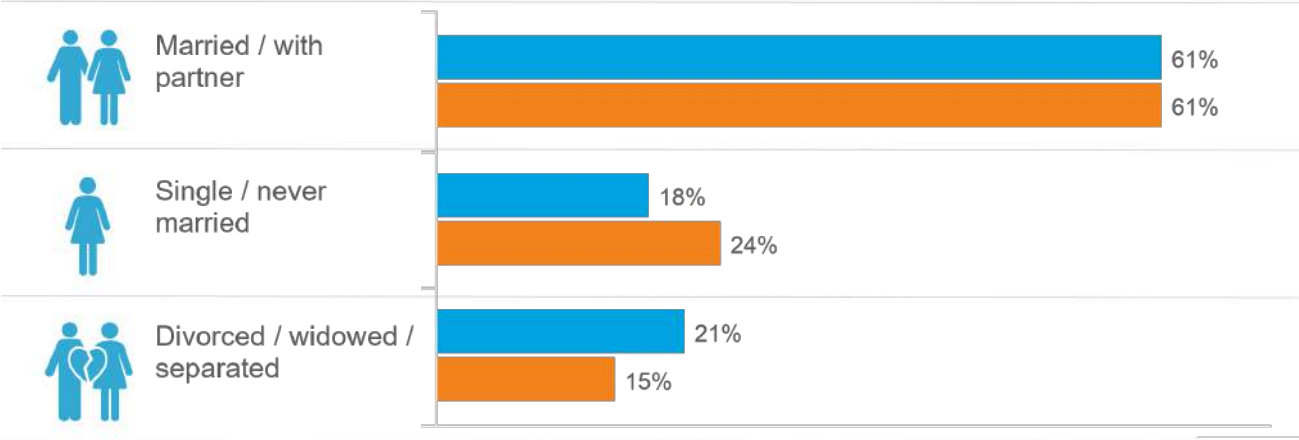
### U.S. Norm



Average Age  
45.3

## Marital Status

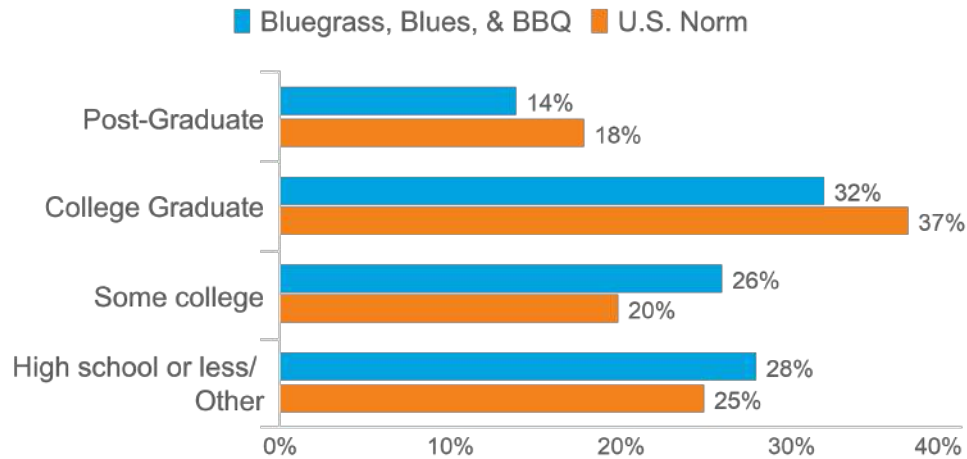
Bluegrass, Blues, & BBQ U.S. Norm



# Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2020/2021 Day Person-Trips

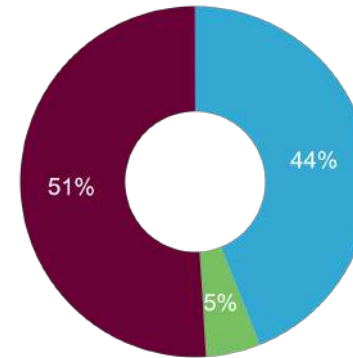
## Education



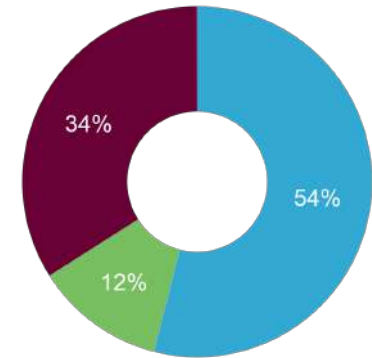
## Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

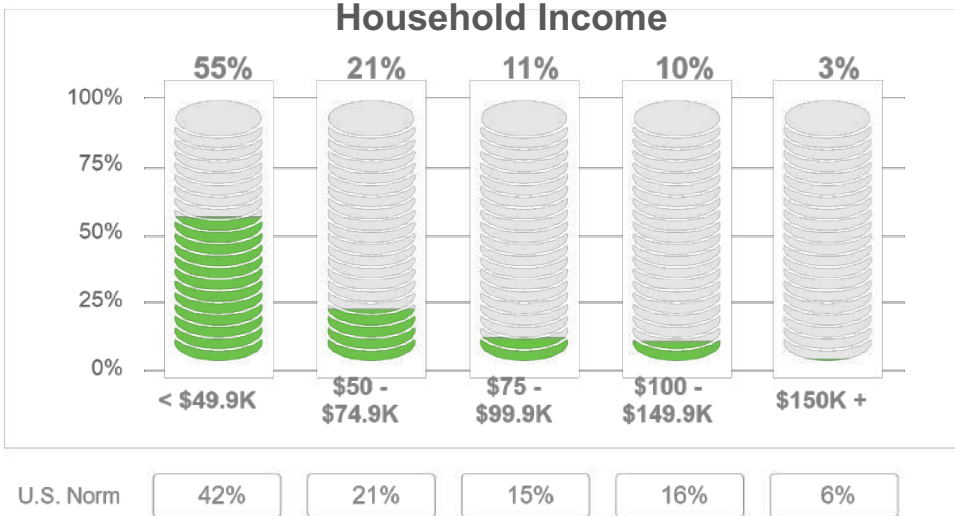
### Bluegrass, Blues, & BBQ



### U.S. Norm



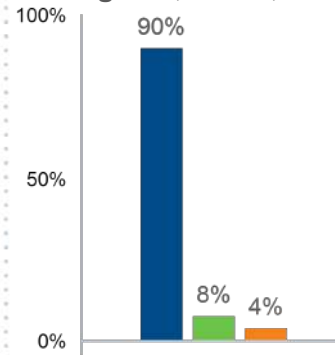
## Household Income



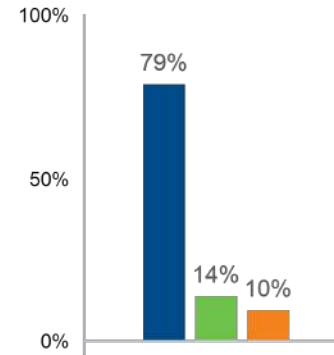
## Race

■ White ■ African-American ■ Other

### Bluegrass, Blues, & BBQ



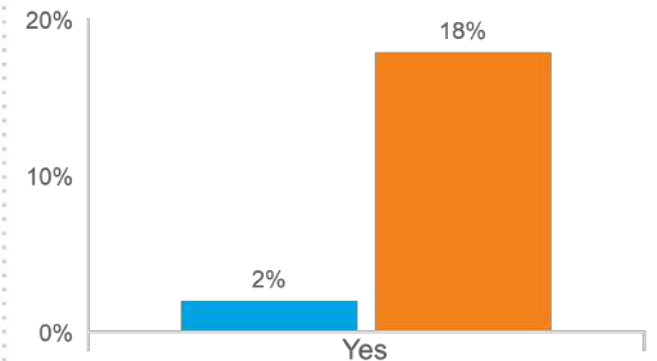
### U.S. Norm



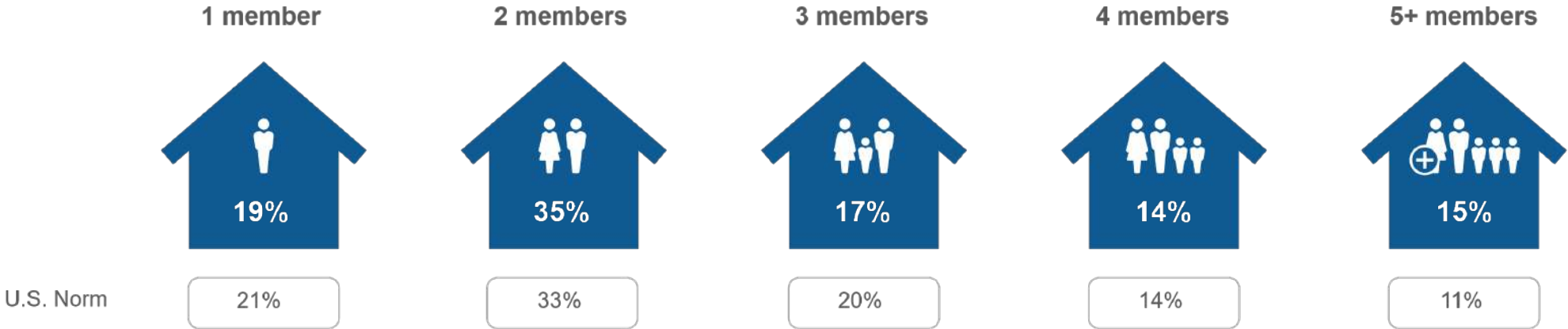
Question updated in 2020

## Hispanic Background

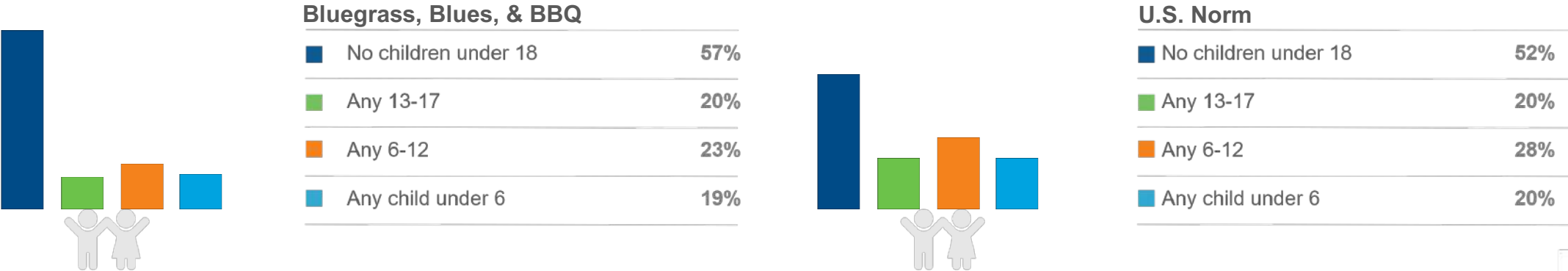
■ Bluegrass, Blues, & BBQ ■ U.S. Norm



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Bourbon, Horses & History

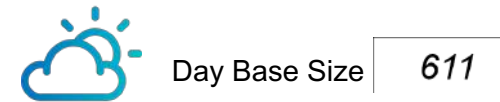
## Introduction

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- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

## 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 2020/2021:



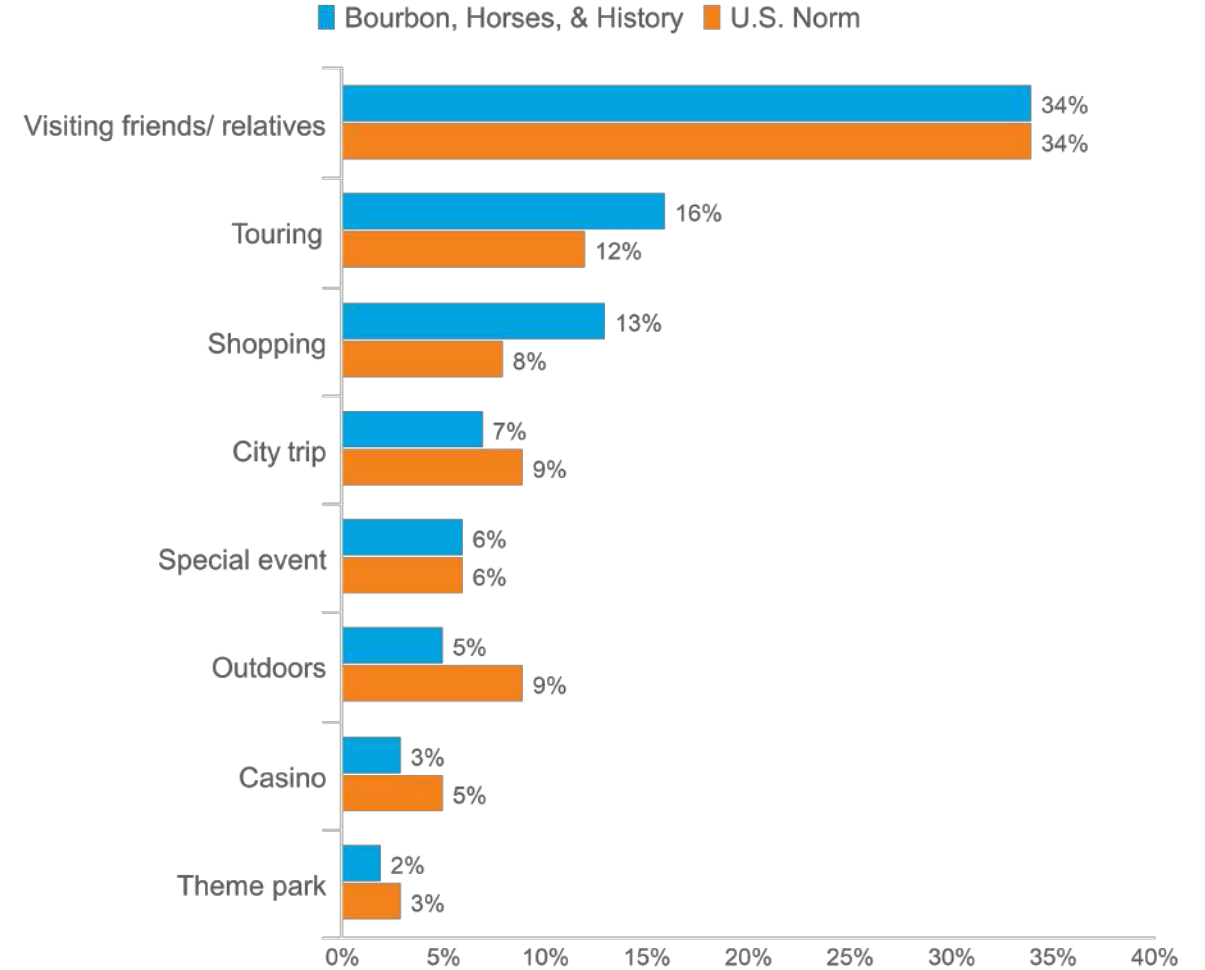
A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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

## Main Purpose of Trip



## Main Purpose of Leisure Trip

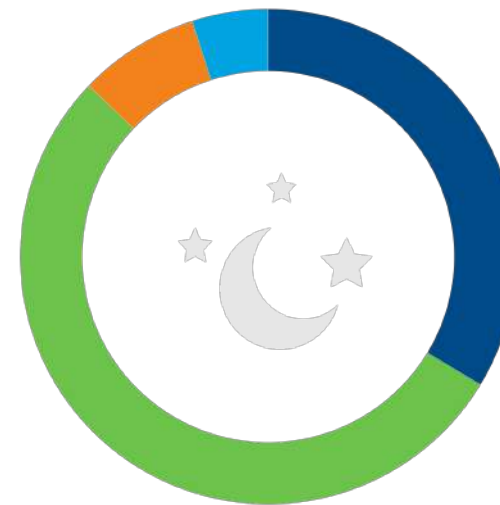


## 2021 U.S. Day Trips



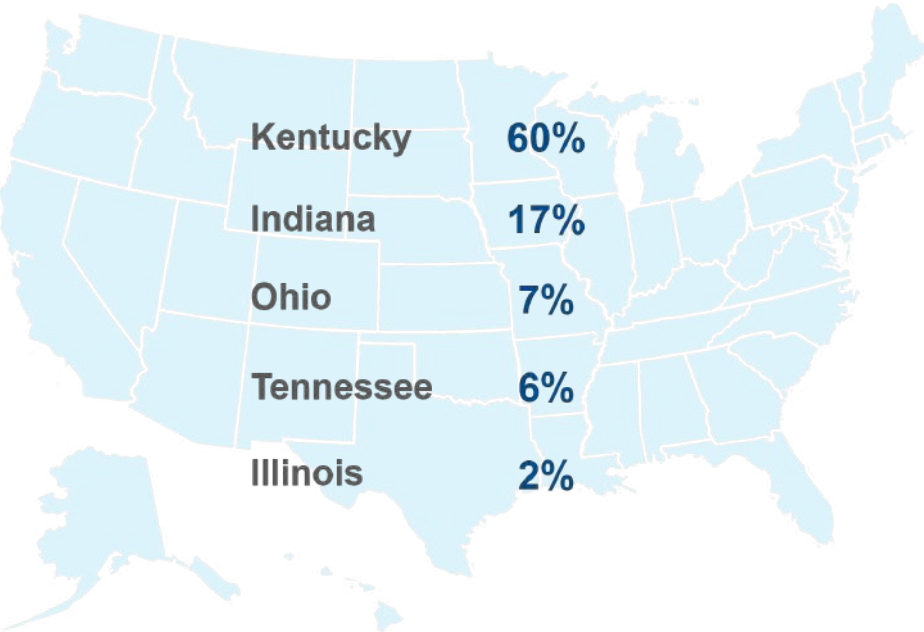
■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

## Bourbon, Horses, & History Day Trips

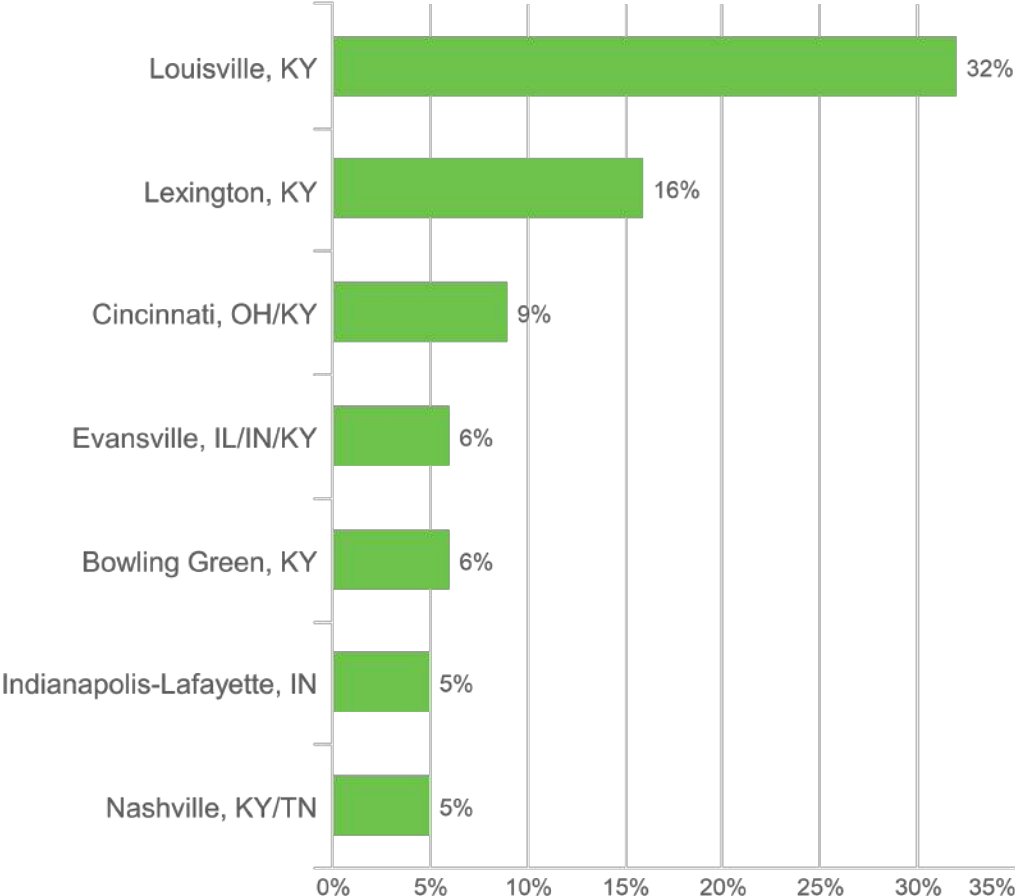


■ Visiting friends/relatives	34%
■ Marketable	54%
■ Business	8%
■ Business-leisure	5%

### State Origin Of Trip



### DMA Origin Of Trip

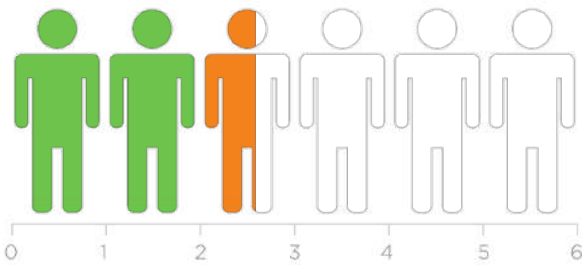




## Size of Travel Party

■ Adults ■ Children

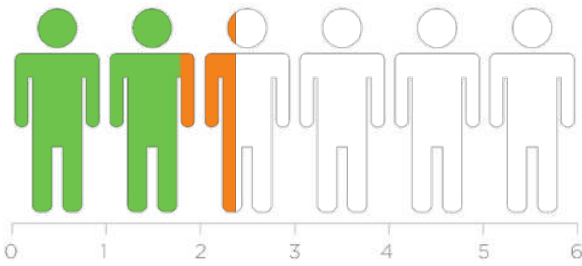
### Bourbon, Horses, & History



Average number of people

Total  
**2.7**

### U.S. Norm

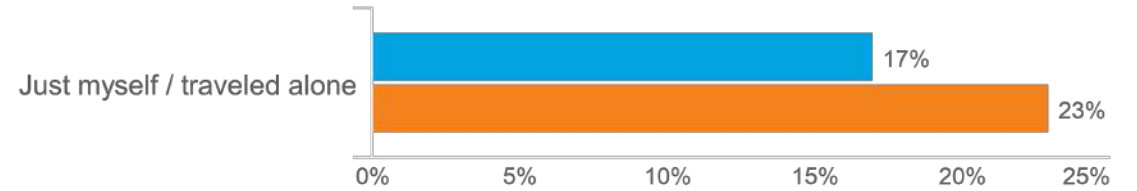


Average number of people

Total  
**2.6**

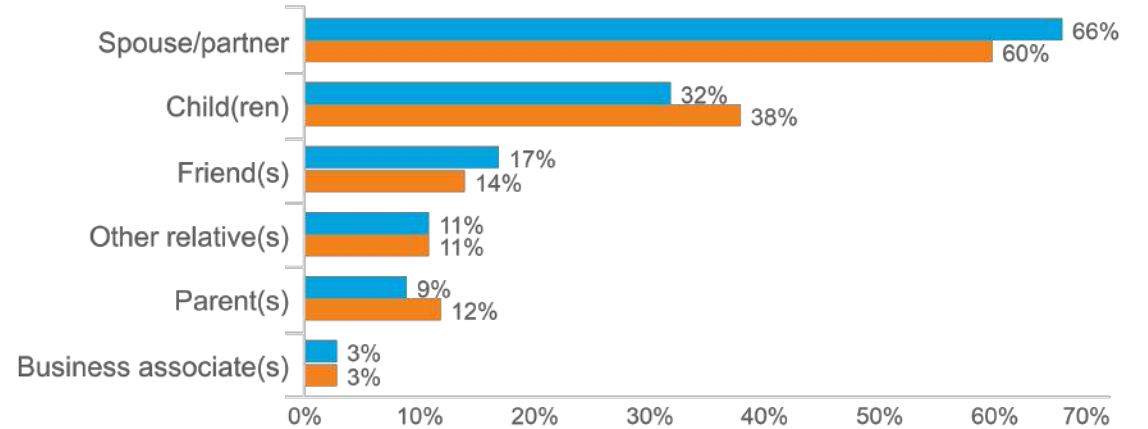
## Percent Who Traveled Alone

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



## Composition of Immediate Travel Party

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



## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities









U.S. Norm: 14%

## Activities and Experiences (Top 10)







	Bourbon, Horses, & History	U.S. Norm
Shopping	25%	19%
Sightseeing	14%	11%
Landmark/historic site	12%	8%
Winery/brewery/distillery tour	10%	4%
Attending celebration	10%	10%
Local parks/playgrounds	9%	6%
Nature tours/wildlife viewing/birding	6%	5%
Museum	6%	7%
Business meeting	6%	6%
National/state park	5%	5%

## Shopping Types on Trip

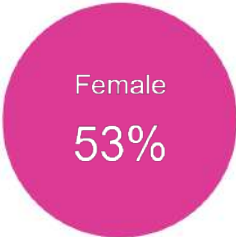
	Bourbon, Horses, & History	U.S. Norm
 Outlet/mall shopping	51%	46%
 Big box stores (Walmart, Costco)	42%	28%
 Convenience/grocery shopping	29%	26%
 Boutique shopping	23%	22%
 Souvenir shopping	21%	24%
 Antiquing	21%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

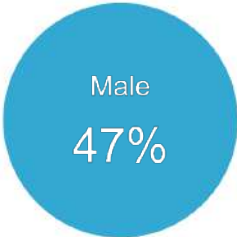
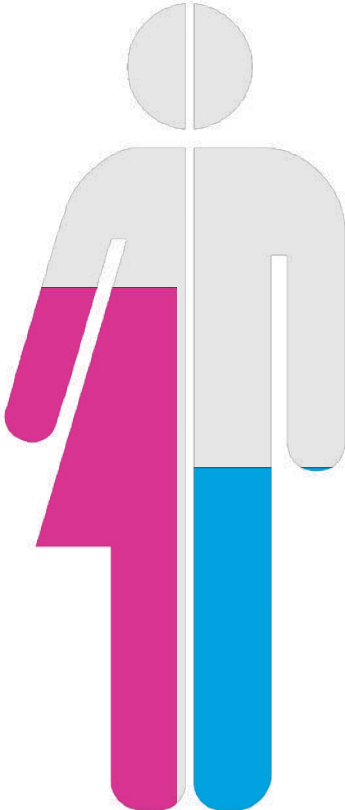
## Dining Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Unique/local food	40%	34%
 Fine/upscale dining	11%	15%
 Street food/food trucks	11%	17%
 Food delivery service (UberEATS, DoorDash, etc.)	10%	15%
 Picnicking	9%	14%
 Gastropubs	4%	7%

## Gender



U.S. Norm  
49%



U.S. Norm  
51%

## Age

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

### Bourbon, Horses, & History



Average Age  
47.7

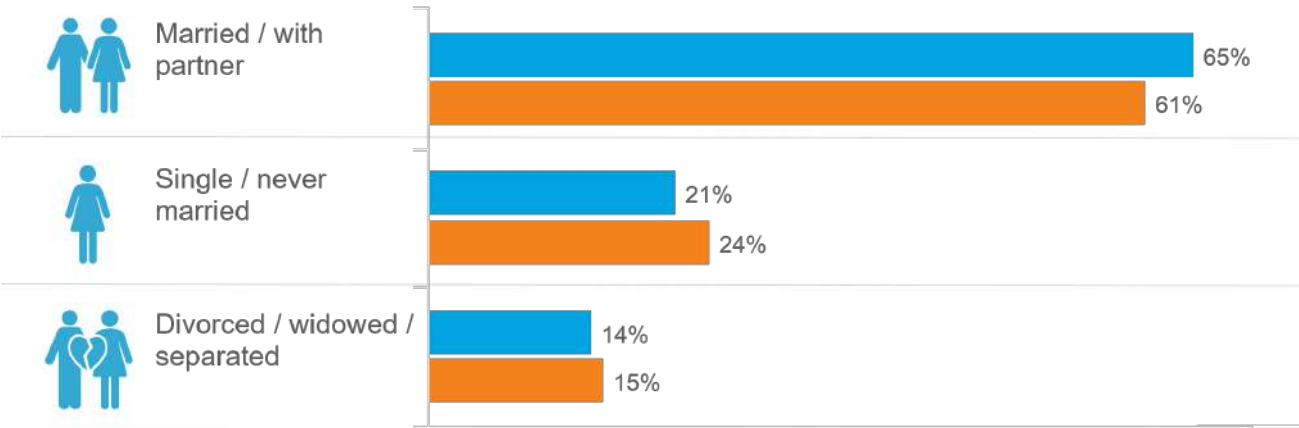
### U.S. Norm



Average Age  
45.3

## Marital Status

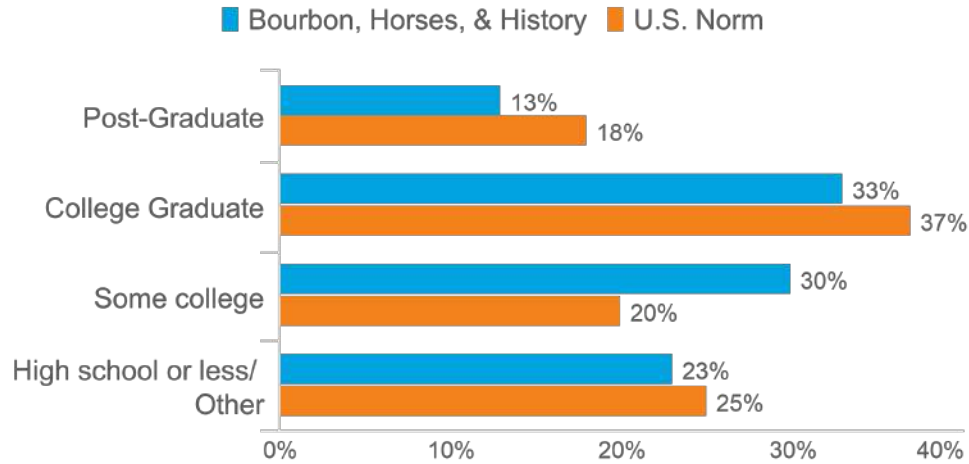
Bourbon, Horses, & History U.S. Norm



# Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2020/2021 Day Person-Trips

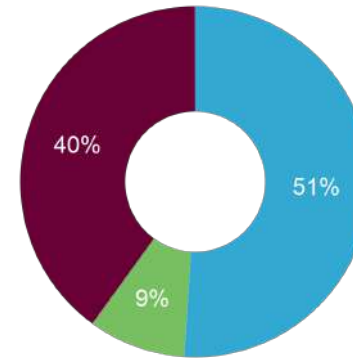
## Education



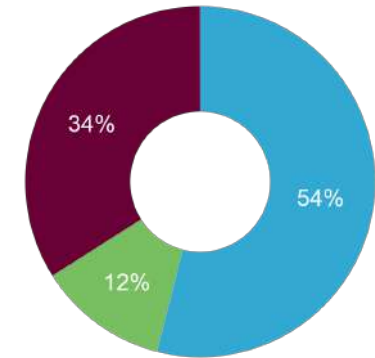
## Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

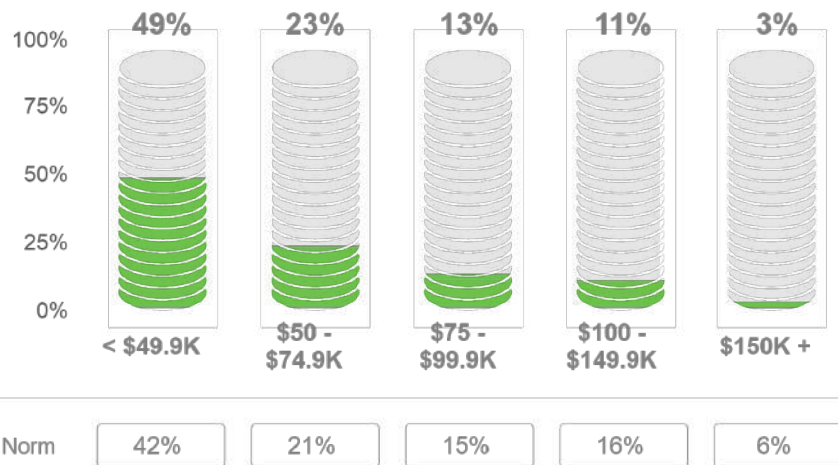
### Bourbon, Horses, & History



### U.S. Norm



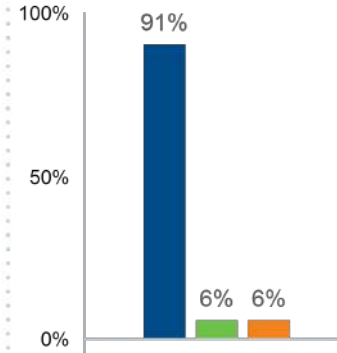
## Household Income



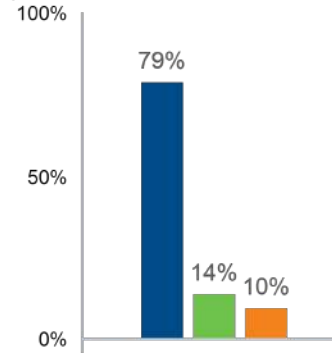
## Race

■ White ■ African-American ■ Other

### Bourbon, Horses, & History



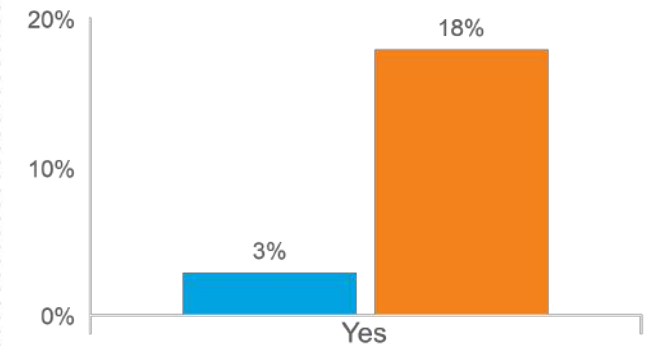
### U.S. Norm



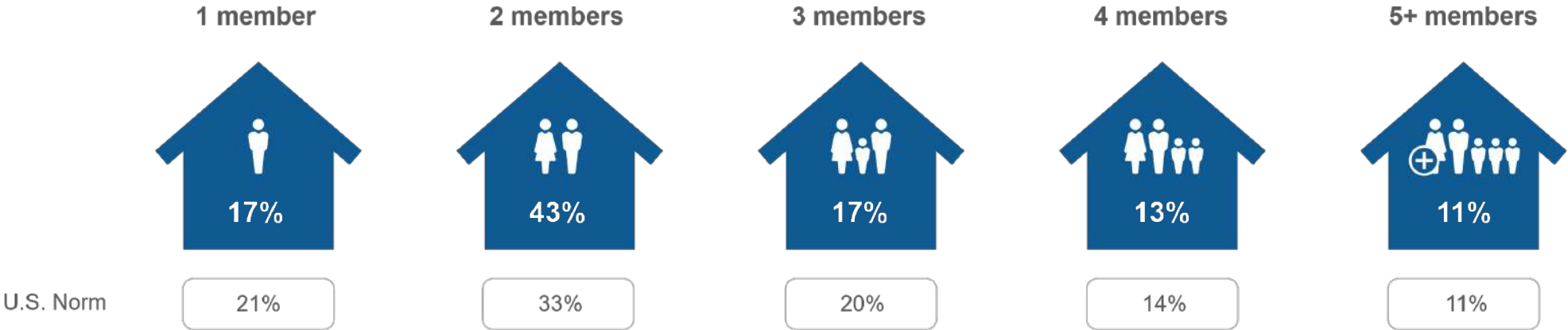
Question updated in 2020

## Hispanic Background

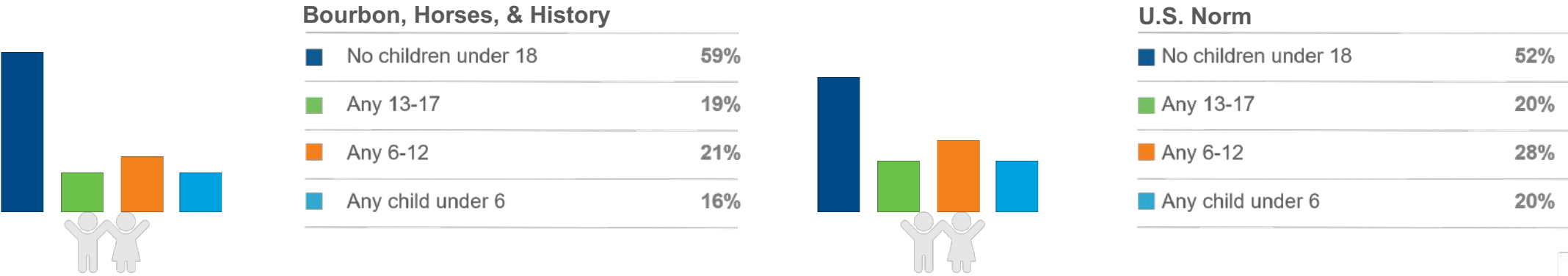
■ Bourbon, Horses, & History ■ U.S. Norm



## Household Size



## Children in Household





# Travel USA Visitor Profile

## Bluegrass, Horses, Bourbon & Boone

2021

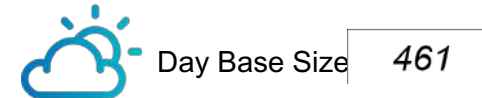
## Introduction

- 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2021 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.

## 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 Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2020/2021:



A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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



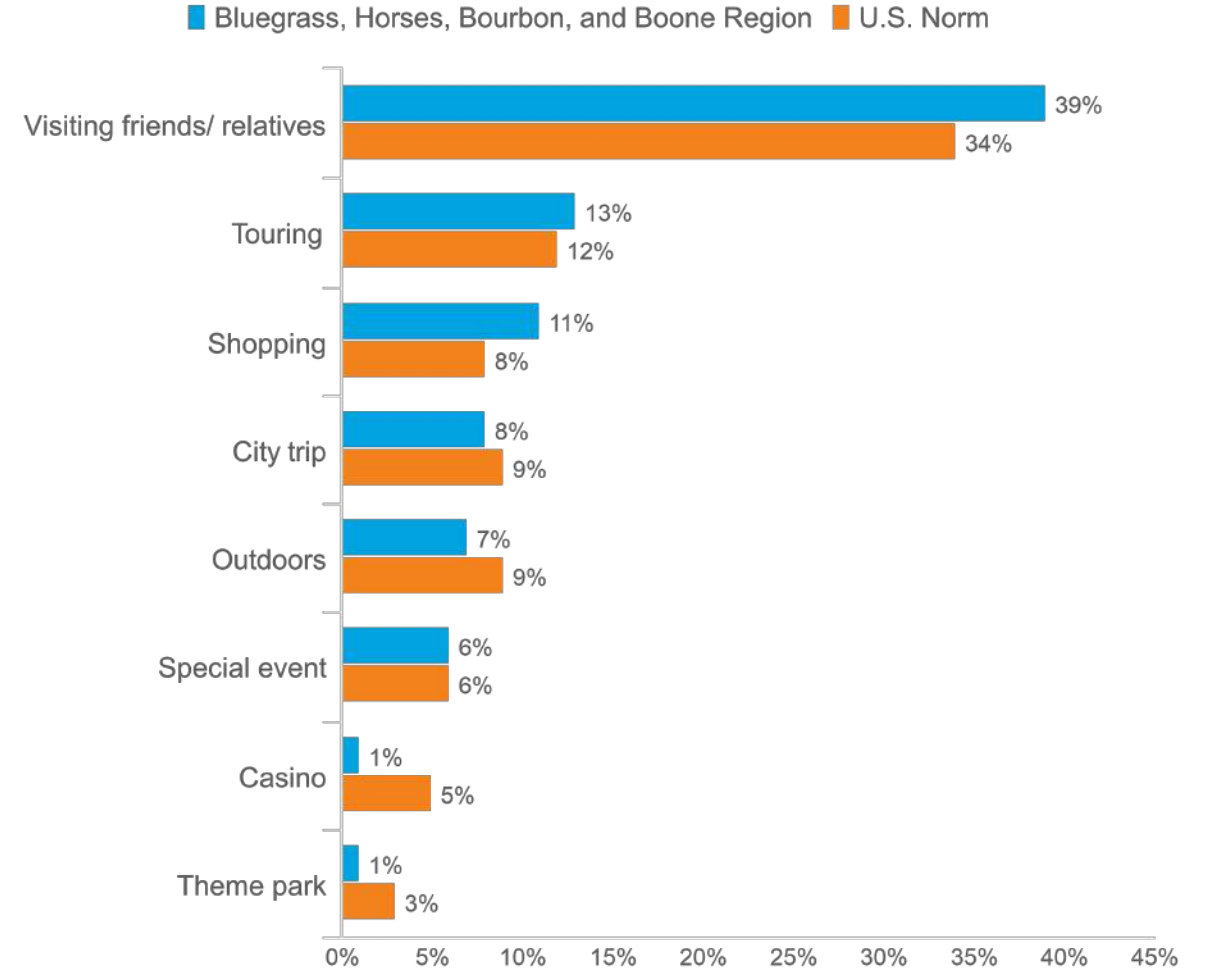
# Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip



# Structure of the U.S. and Bluegrass, Horses, Bourbon, and Boone Region Day Travel Market

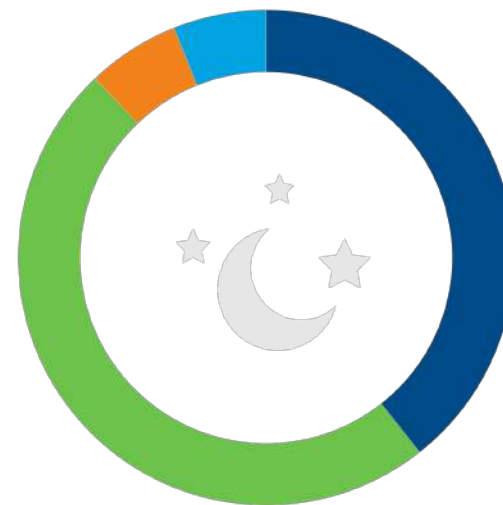
Base: 2020/2021 Day Person-Trips

## 2021 U.S. Day Trips



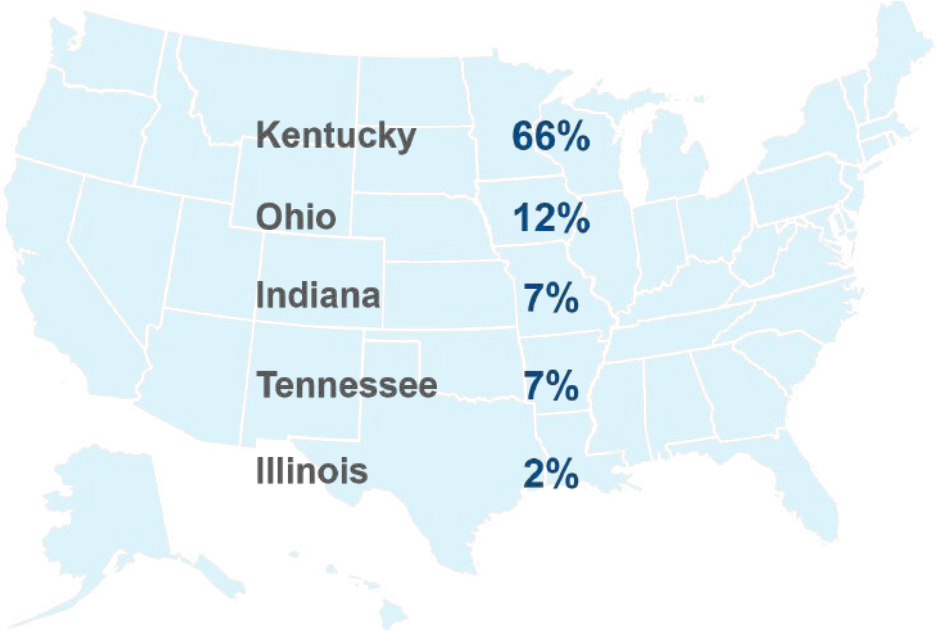
■ Visiting friends/relatives	34%
■ Marketable	58%
■ Business	5%
■ Business-leisure	3%

## Bluegrass, Horses, Bourbon, and Boone Region Day Trips

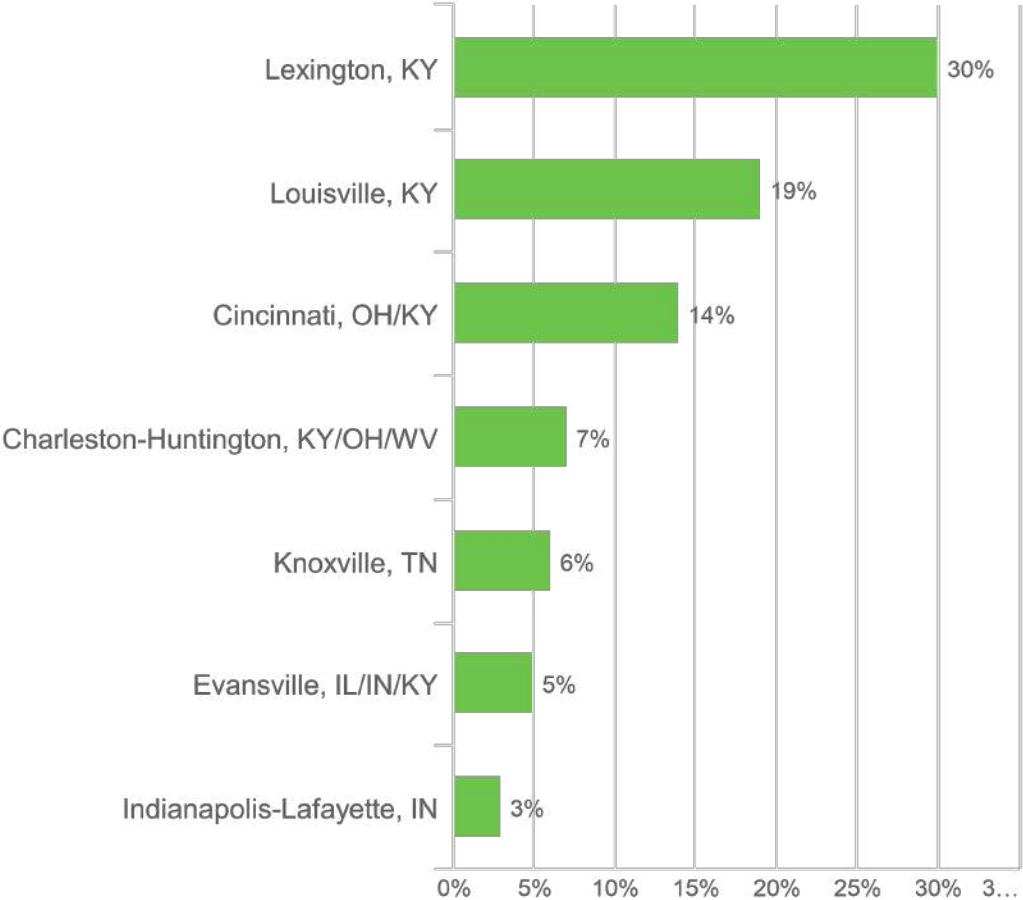


■ Visiting friends/relatives	39%
■ Marketable	48%
■ Business	6%
■ Business-leisure	6%

### State Origin Of Trip



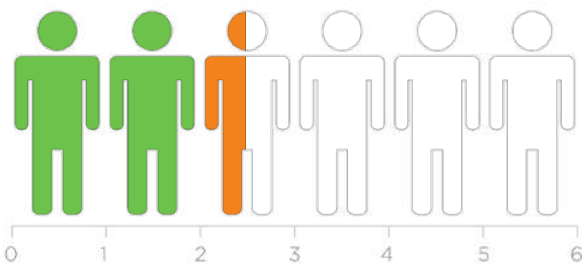
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

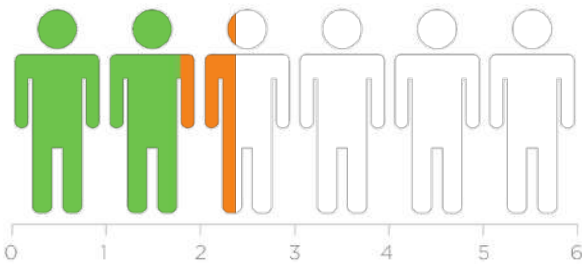
### Bluegrass, Horses, Bourbon, and Boone Region



Average number of people

Total  
**2.5**

### U.S. Norm

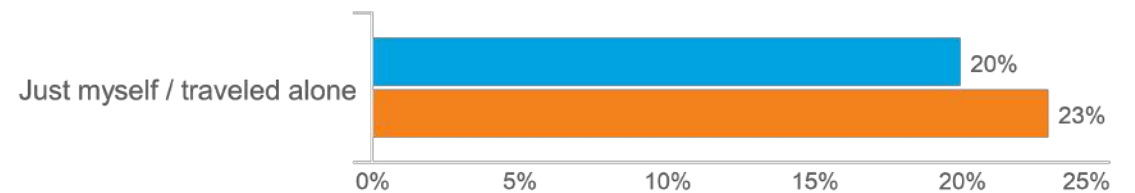


Average number of people

Total  
**2.6**

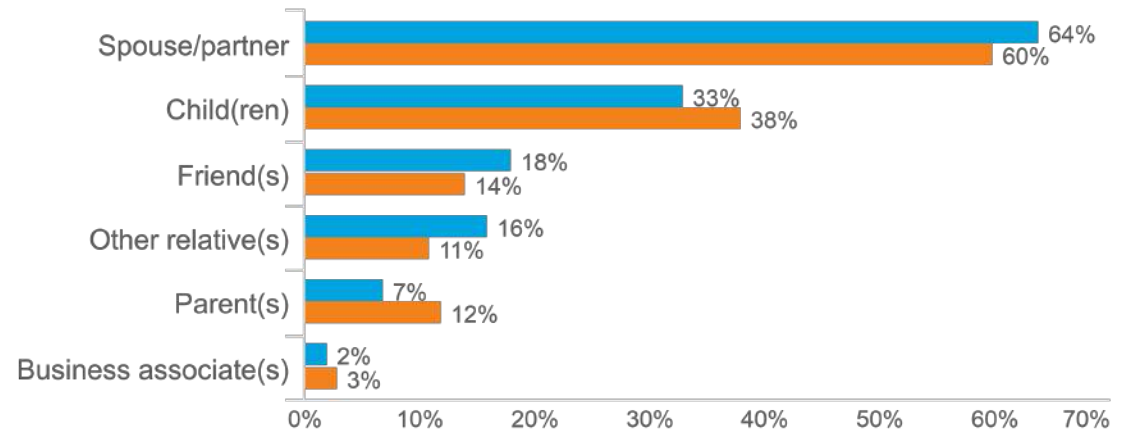
## Percent Who Traveled Alone

■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



## Composition of Immediate Travel Party

■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 48%

### Cultural Activities



U.S. Norm: 22%

### Sporting Activities



U.S. Norm: 17%

### Business Activities



U.S. Norm: 14%

## Activities and Experiences (Top 10)

Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm







	Shopping	27%	19%
	Sightseeing	15%	11%
	Landmark/historic site	12%	8%
	Hiking/backpacking	9%	5%
	Winery/brewery/distillery tour	8%	4%
	Local parks/playgrounds	7%	6%
	Nature tours/wildlife viewing/birding	7%	5%
	National/state park	7%	5%
	Attending celebration	6%	10%
	Professional medical services	5%	5%

## Shopping Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Outlet/mall shopping	<b>51%</b>	<b>46%</b>
 Big box stores (Walmart, Costco)	<b>39%</b>	<b>28%</b>
 Convenience/grocery shopping	<b>33%</b>	<b>26%</b>
 Boutique shopping	<b>26%</b>	<b>22%</b>
 Souvenir shopping	<b>15%</b>	<b>24%</b>
 Antiquing	<b>9%</b>	<b>13%</b>

Base: 2020/2021 Day Person-Trips that included Shopping

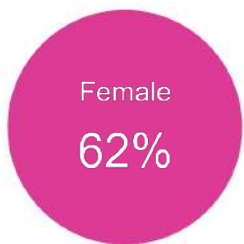
## Dining Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Unique/local food	<b>40%</b>	<b>34%</b>
 Street food/food trucks	<b>11%</b>	<b>17%</b>
 Picnicking	<b>11%</b>	<b>14%</b>
 Food delivery service (UberEATS, DoorDash, etc.)	<b>10%</b>	<b>15%</b>
 Fine/upscale dining	<b>9%</b>	<b>15%</b>
 Gastropubs	<b>3%</b>	<b>7%</b>

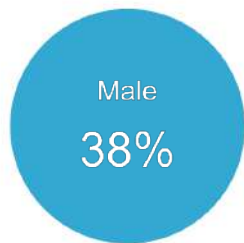
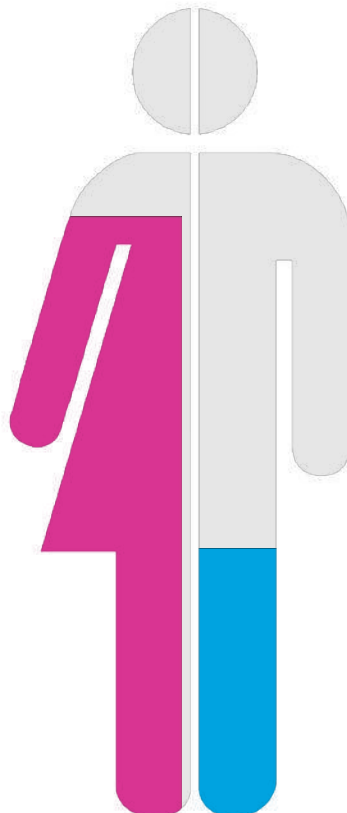
# Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020/2021 Day Person-Trips

## Gender



U.S. Norm  
49%



U.S. Norm  
51%

## Age

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

### Bluegrass, Horses, Bourbon, and Boone Region

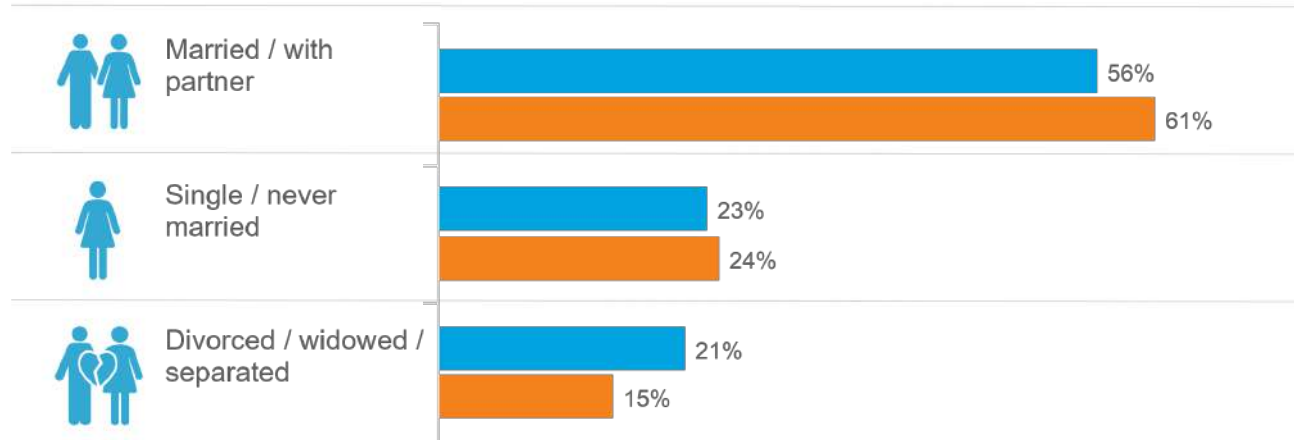


### U.S. Norm



## Marital Status

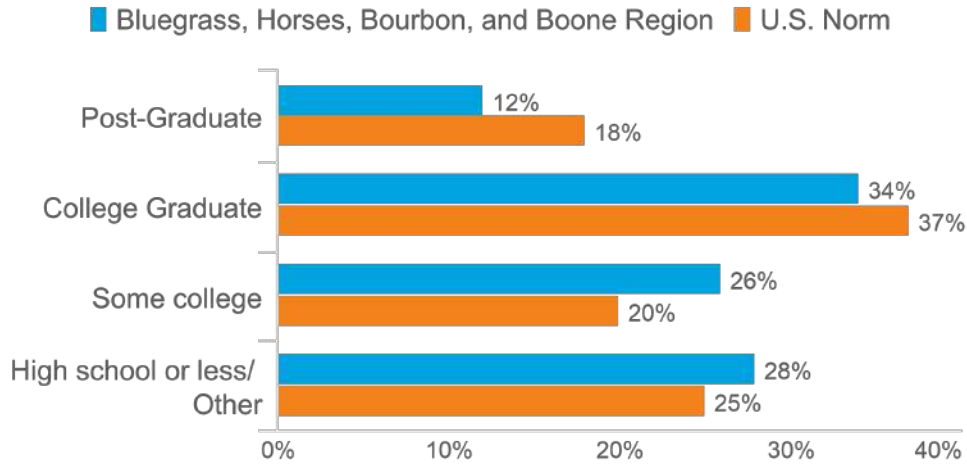
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



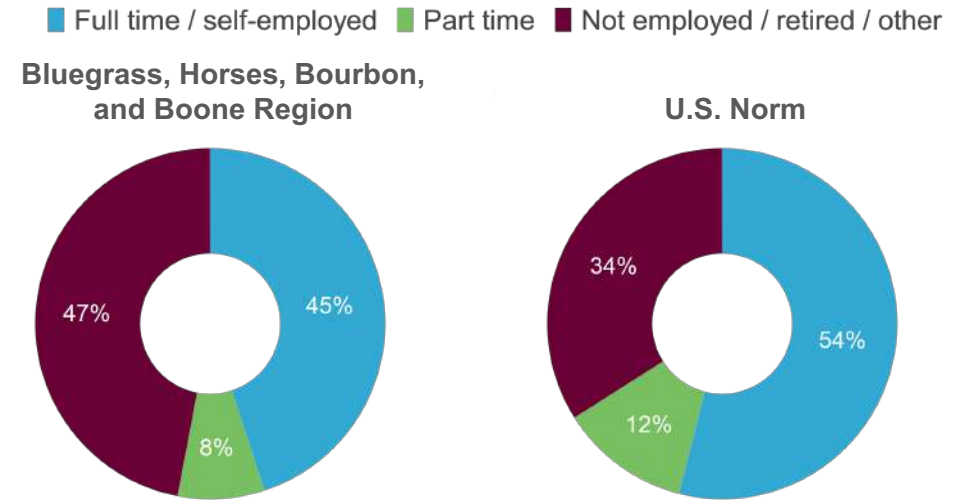
# Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020/2021 Day Person-Trips

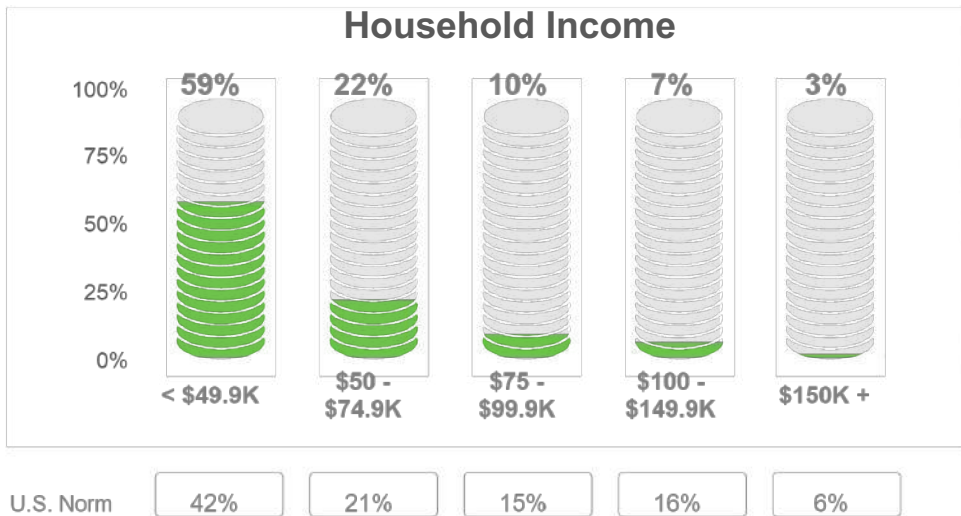
## Education



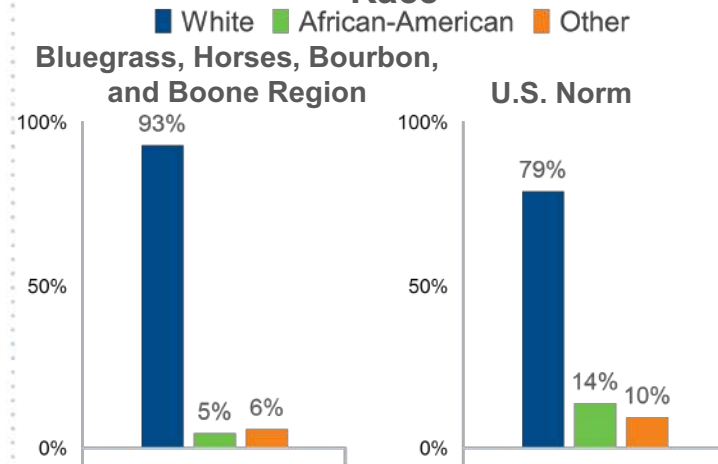
## Employment



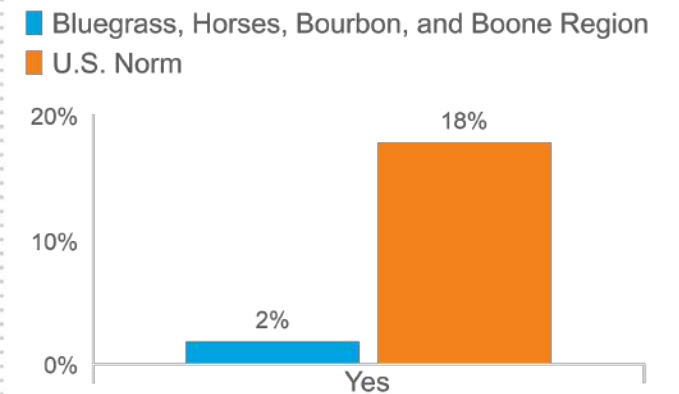
## Household Income



## Race



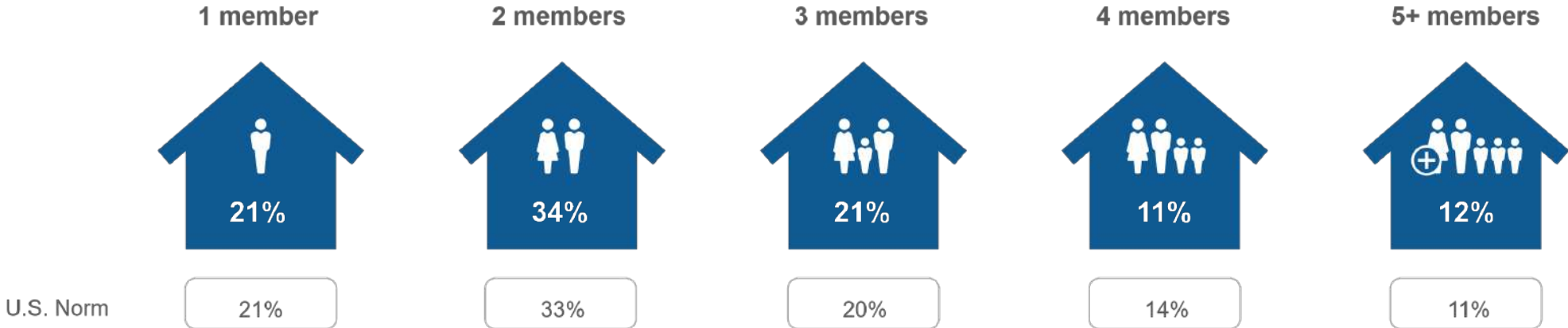
## Hispanic Background



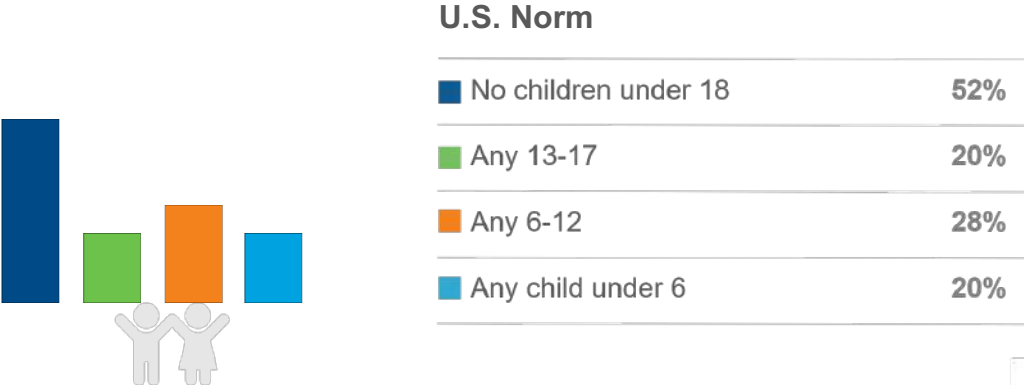
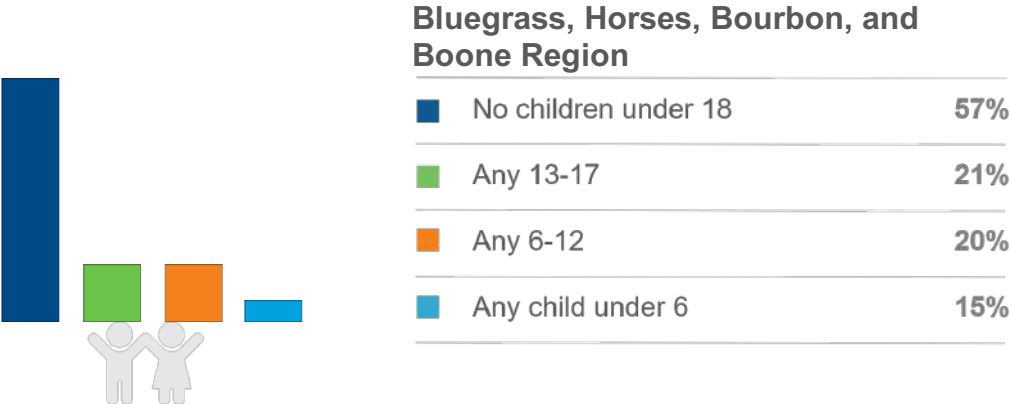
Question updated in 2020



## Household Size



## Children in Household



C  M P A S S

Longwoods  
INTERNATIONAL