



Kentucky 2024

New Markets Advertising ROI

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ABOUT LONGWOODS INTERNATIONAL

Established in 1978 as a market research consultancy, Longwoods International is a premier market research firm that is a respected leader within the travel and tourism industry. With headquarters in Columbus, Ohio and Toronto, Ontario, and with offices in Idaho, Illinois, Indiana, Michigan, New York, Tennessee, and Wisconsin, Longwoods **conducts strategic market research** for public- and private-sector clients throughout North America, Europe and the Pacific Rim.

Longwoods is known for a multitude of destination marketing services, most notably:

- ➔ **Overnight and day visitor profiles**, including visitor volumes and expenditures, through **Travel USA®**, the largest American domestic travel study, begun in 1990.
- ➔ **Destination advertising awareness, return-on-investment of advertising campaigns,** and **measuring the impact of advertising on a destination's image** across a wide range of leisure travel attributes.
- ➔ **"Halo Effect"** of tourism advertising on a destination's image for broader economic development objectives.
- ➔ **Resident sentiment research**, which investigates both practical and emerging concerns among residents in a destination regarding tourism, including topics such as economic development, perceived environmental impacts, overtourism, and residents' quality of life.
- ➔ **Custom qualitative and quantitative research**

Soundly grounded in scientific principles, our research methodologies have been **peer-reviewed**, intensely scrutinized by legislators and the media, and critically evaluated by academics and economists. Our **scientific integrity has been recognized** with numerous Best Practice awards, as well as invitations for speaking engagements across North America.

With the acquisition of Clarity of Place, Longwoods now also offers cutting-edge approaches to help destinations **evaluate the alignment of the needs of visitors with those of residents**, the community capacity for destination growth, the health of their brand, and their ability to remain competitive.

RESEARCH OVERVIEW: Advertising Return on Investment



The campaign consisted of both traditional and online media including:

Video Ads
Digital Ads
Audio Ads
Social Ads
Print Ads
Out-of-Home Ads

PROJECT OVERVIEW

Longwoods was engaged to conduct a program of research designed to measure the ROI and advertising awareness of the Kentucky Tourism advertising campaigns.

A benchmark study was conducted after the conclusion of the advertising period to **measure awareness of specific ads, estimate the impact of advertising awareness on intentions to visit and destination image, and measure short-term conversion that occurred during and shortly after the campaign period.**

The estimates of the campaign's impacts on visits to Kentucky are conservative in that:

Trips taken/intended by people in the absence of advertising are backed out.

Conservative control procedures help ensure that only advertising-influenced trips are included.

Survey fielded in **9 key New Markets** and received **1000 qualified respondents**.

Qualified respondents are **adult travelers*** and members of major online consumer research panel.

Sample drawn to be **representative and proportionate to sample DMAs, age, and gender**.

Data were weighted on **key demographic variables** (geography, age, sex, household income, household size) prior to analysis to ensure that results are representative of and projectable to the traveler population in specific markets.

Fieldwork was conducted in February – March 2025. Median survey length was 18 minutes. For a sample of this size, **the confidence level is + / -3, 19 times out of 20**

Sample Markets + Respondent Distribution

New Markets

Champaign-Springfield-Decatur (25)
Dallas-Fort Worth (205)
Detroit (125)
Grand Rapids-Kalamazoo-Battle Creek (55)
Orlando-Daytona Beach-Melbourne (115)
Washington, DC (Hagerstown) (185)
Dayton (30)
Cleveland-Akron (Canton) 95
Toronto [CMA], Ontario 165

ADVERTISING

About six in ten (58%) travelers in Kentucky Tourism's New advertising markets recalled seeing at least one Kentucky advertisement during the Spring - Fall 2024 campaigns. About half (48%) remembered at least one digital ad, followed by video (44%), print (39%), social (36%), audio (35%), and OOH (30%).

15% of respondents in New markets are aware of the Kentucky Tourism website. Of these respondents, seven in ten (72%) found the Tourism Kentucky website very useful.

Four in ten (40%) used an internet search to obtain information about traveling to Kentucky; almost a quarter of respondents (24%) visited KentuckyTourism.com and used social media.

RETURN ON INVESTMENT

For New markets, the 2024 campaign produced an additional 908K trips to Kentucky that otherwise would not have materialized in the absence of this advertising.

Using Travel USA® estimates of average visitor expenditures, Longwoods estimate that these incremental Kentucky visitors from New markets spent \$184.7 million while in Kentucky.

When related to New markets advertising costs of \$3.8 million, this translates into a return on investment of \$49 in visitor spending for each ad dollar spent.

Those incremental expenditures yielded the following in taxes:

\$14.3 million in state and local taxes for New advertising markets. Return on investment of \$4 in taxes for each ad dollar spent in New advertising markets.

Kentucky Tourism spent an average of \$4.18 in advertising for every incremental trip earned from New advertising markets during this campaign.

BRAND HEALTH

For a destination in Kentucky's New markets to get on travelers' consideration list, it must, first and foremost, be perceived to be exciting, appealing to adults, offers a good family atmosphere, has sightseeing opportunities, and is unique.

This campaign had a strong positive impact on New advertising market travelers' perceptions of Kentucky. New advertising market residents exposed to the campaign gave the destination higher rating scores than those unfamiliar with the campaign for all Hot Buttons. For the remaining destination attributes & perceptions, we find that the campaign did an exceptional job of improving people's perceptions of Kentucky for every image dimension evaluated.

Comparing the image ratings of people who have never visited Kentucky versus that of those who have visited in the past two years, we have a measure of "product delivery," the relative satisfaction of the two groups. In New markets, more recent Kentucky visitors than non-visitors rated the destination favorably in all 10 Hot Button attributes.

Relative to the other destinations in the competitive set for this study, Kentucky places in the middle for its overall image among New advertising market travelers. Across the New advertising markets surveyed, about half (46%) rated Kentucky very favorably as a destination they "would really enjoy visiting." Kentucky ranks in third place behind Tennessee (64%), North Carolina & Georgia (58%), tied with West Virginia (44%), and ahead of Indiana (39%) and Ohio (34%).

In New markets, amongst the competitive destinations included in this study, Kentucky ranks in the middle as a destination that offers excellent value for the money.



[ADVERTISING AWARENESS]



AWARENESS* OF THE AD CAMPAIGN

58% Aware of Any Ad

DIGITAL AWARE



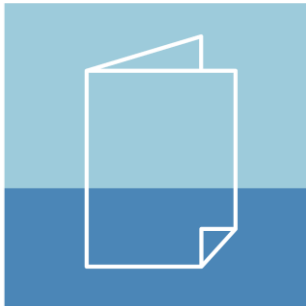
48%

VIDEO AWARE



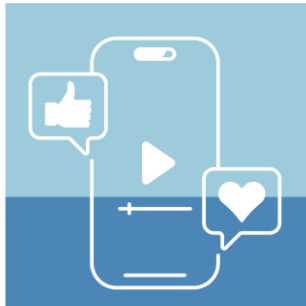
44%

PRINT AWARE



39%

SOCIAL AWARE



36%

AUDIO AWARE



35%

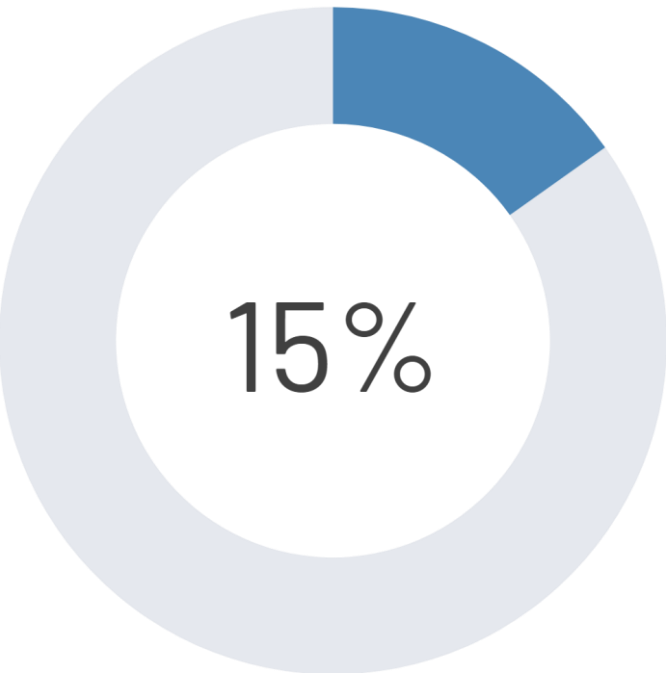
OOH AWARE



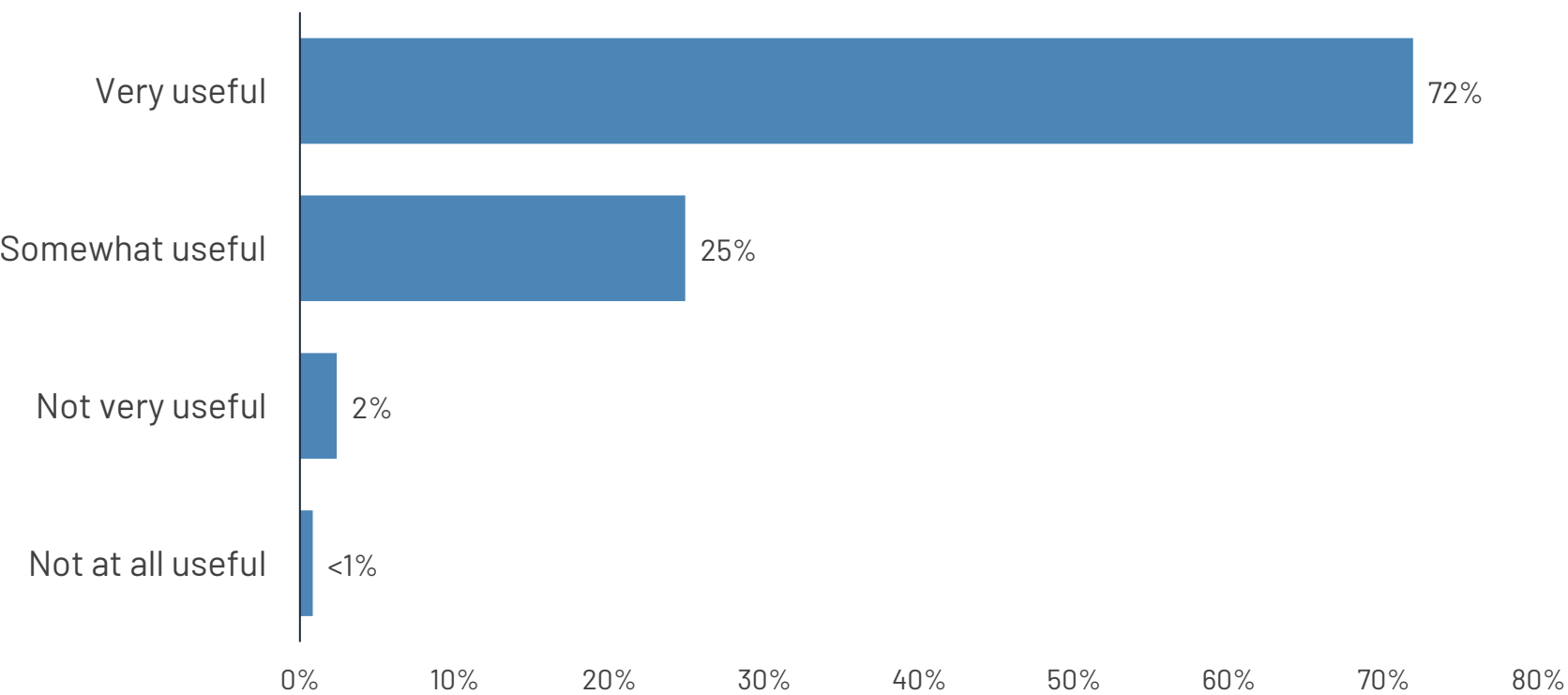
30%

*Saw at least one ad and based on markets where shown
Base: New Markets

Awareness of Website

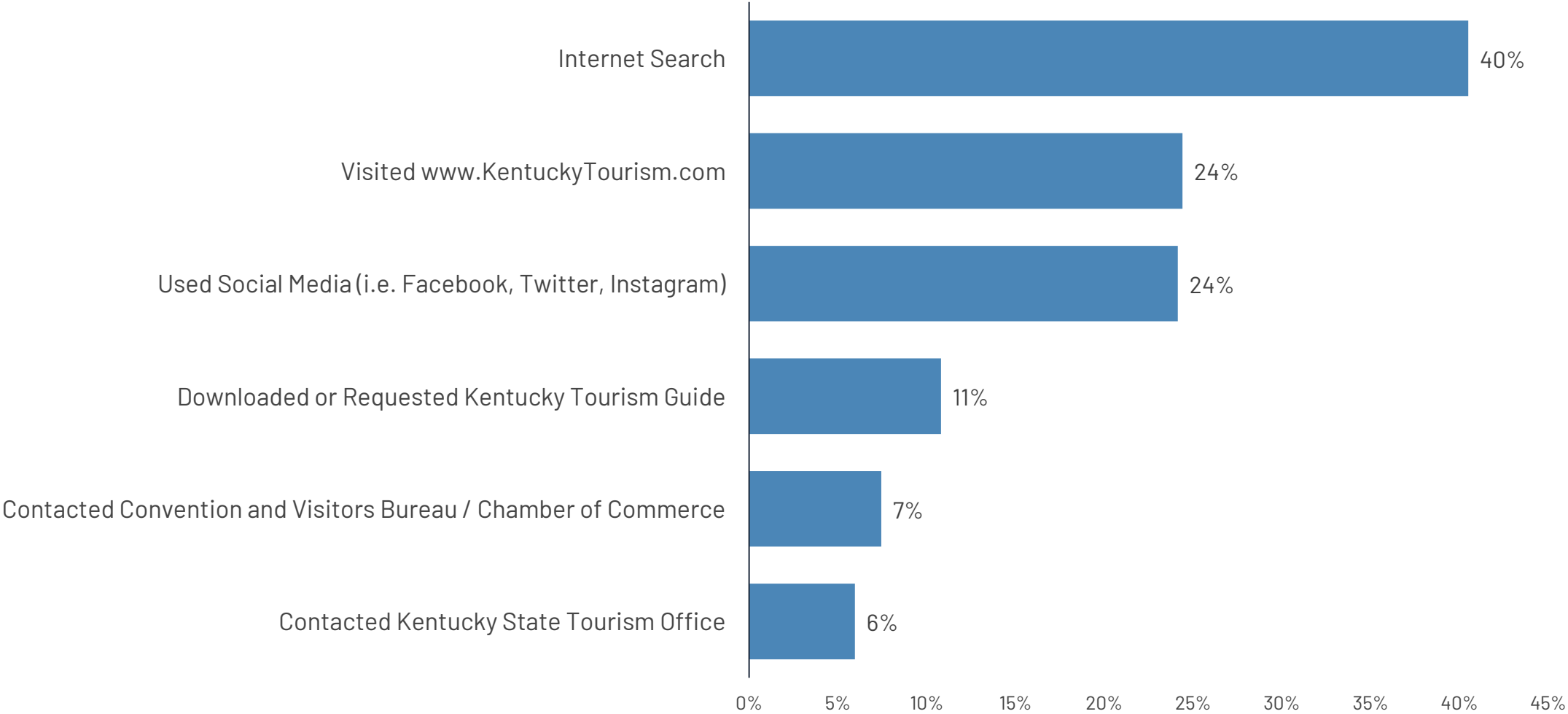


How useful was the Tourism Kentucky website?*



*Caution Low Sample
Base: New Markets

ACTIONS TAKEN TO OBTAIN INFORMATION ABOUT TRAVELING TO KENTUCKY

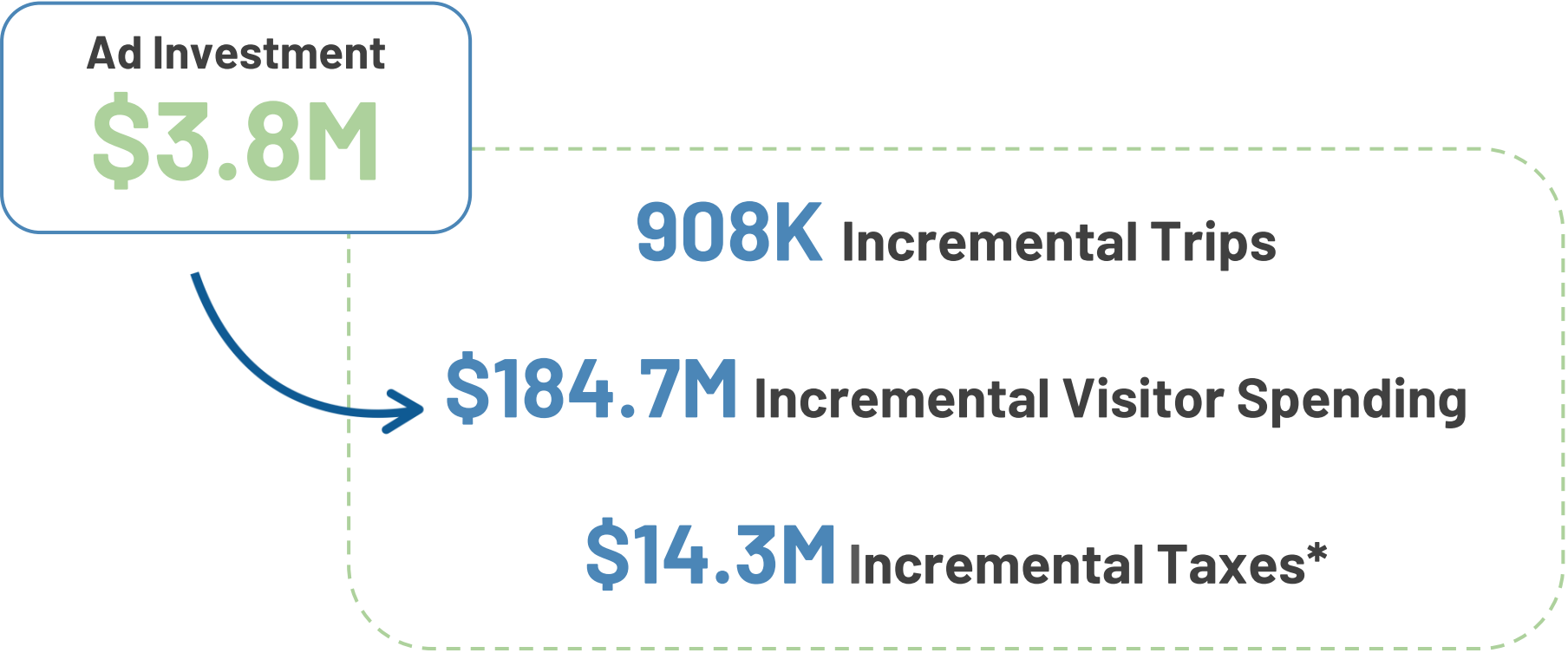




[RETURN ON INVESTMENT]



RETURN ON INVESTMENT: 2024



*Effective Tax Rate 7.7% from Tourism Economics
Base: New Markets

	Existing Markets	New Markets	Total
Ad Investment	\$7.0M	\$3.8M	\$10.8M
Incremental Trips	2.3M	0.908M	3.2M
Incremental Visitor Spending	\$345.0M	\$184.7M	\$529.7M
Incremental State + Local Taxes	\$26.7M	\$14.3M	\$40.9M

AD INVESTMENT CONVERSION

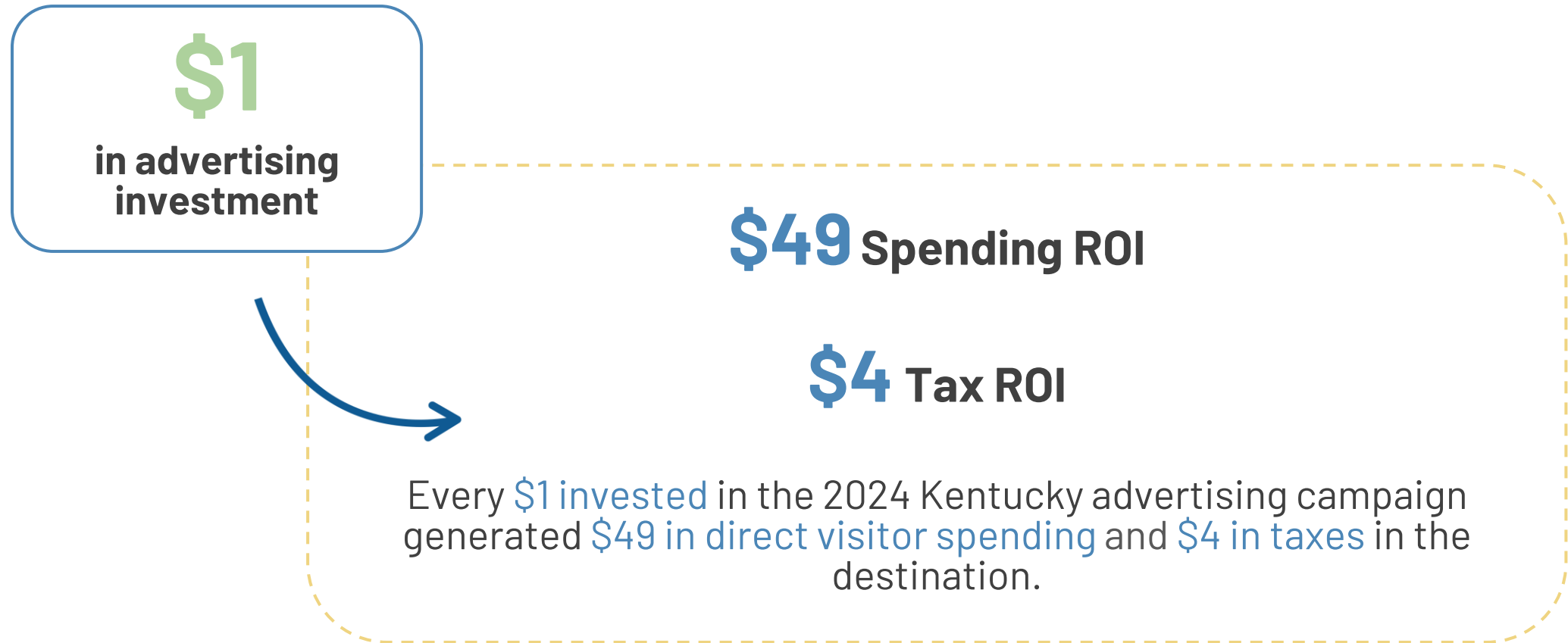
Kentucky Tourism spent an average of \$4.18 in advertising for every incremental trip earned from New advertising markets during this campaign.

CAMPAIGN EFFICIENCY

Ad \$'s Per Trip: **\$4.18**

Trips Per Ad \$: **0.24**

THE BOTTOM LINE: 2024



	Existing Markets	New Markets	Total
Spending ROI	\$49	\$49	\$49
Tax ROI	\$3.82	\$3.76	\$3.80



DESTINATION VISITATION AND INTEREST



PAST VISITATION



31% of travelers within Kentucky’s New markets have visited the state during their lifetime. Among those, 47% have visited during the past 2 years.

	Ever	Visited Past 2 Year*
Ohio	42%	60%
Indiana	27%	48%
Kentucky	31%	47%
North Carolina	47%	47%
Tennessee	42%	45%
West Virginia	34%	45%
Georgia	43%	44%

*Among those who have ever visited respective destination
Base: New Markets

INTENT TO VISIT IN NEXT 12 MONTHS

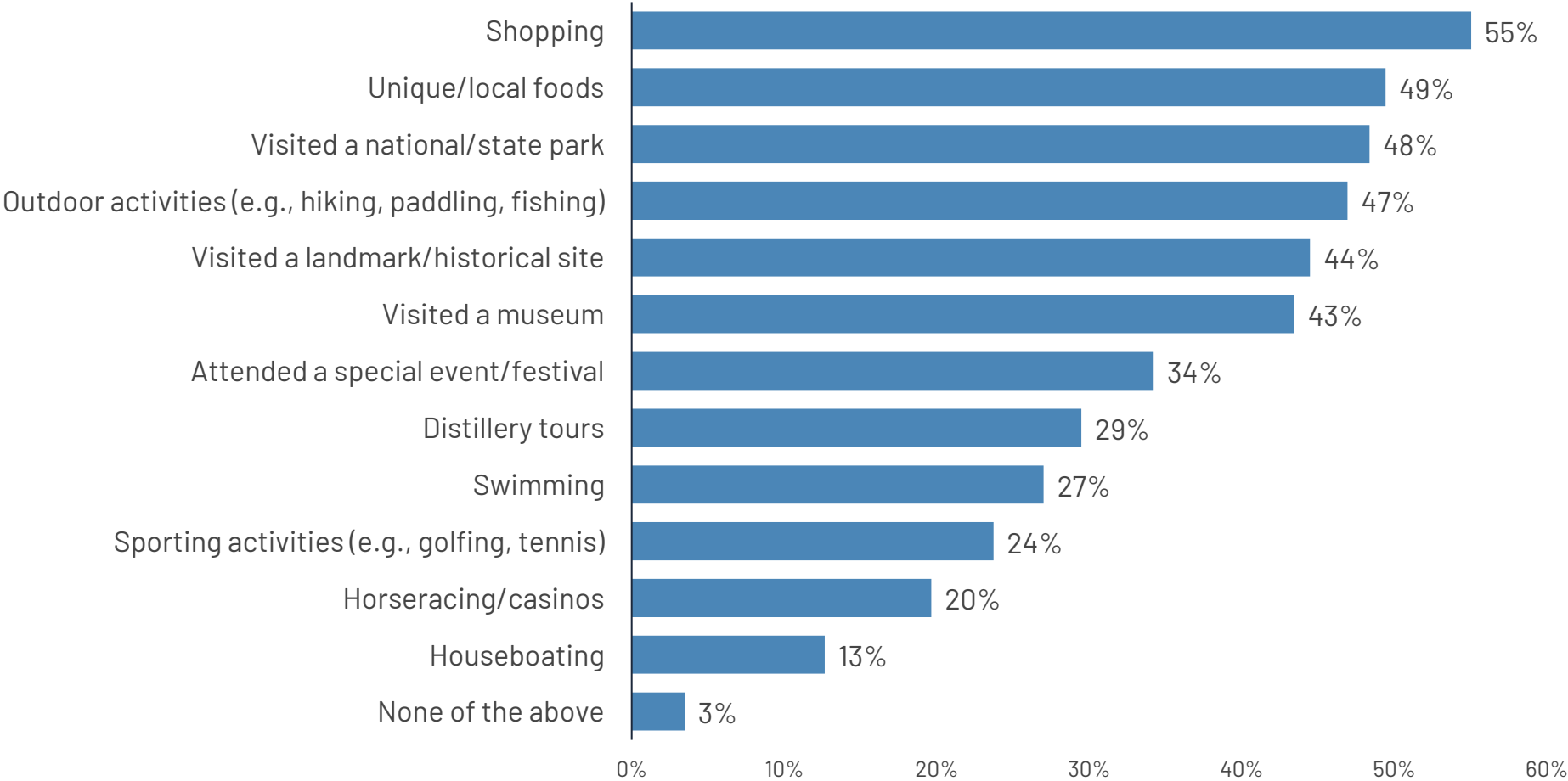


39% of respondents intend to visit Kentucky during the next 12 months.

	Probably or Definitely Will Visit Destination in Next 12 Months*
Georgia	51%
Tennessee	49%
North Carolina	48%
Kentucky	39%
Ohio	39%
Indiana	36%
West Virginia	34%

*On a day or overnight trip
Base: New Markets

ACTIVITIES PARTICIPATED ON OVERNIGHT TRIP TO KENTUCKY*



*Caution Low Sample
Base: New Markets



[BRAND HEALTH OVERVIEW]



WHAT IS A TRAVEL MOTIVATOR?



Respondents evaluated the image of Kentucky and six other destinations on an overall basis and on a series of detailed image attributes.

Similar image attributes are grouped together to form **Travel Motivators**.

Travel motivators are ranked in descending order based on the average correlation* value for their respective individual attributes.

Travel Motivators in this Study

Exciting

Adult Appeal

Family Atmosphere

Sightseeing

Unique

Entertainment

Luxurious

Popular

Worry-Free

Sports and Recreation

Climate

Affordable

TRAVEL MOTIVATOR GROUPINGS

Exciting

- Must see destination
- A fun place
- An exciting place
- A real adventure

Adult Appeal

- Good for couples
- Good for an adult vacation

Family Atmosphere

- A good place for families to visit

Sightseeing

- Is an interesting place
- Lots to see and do
- Great place for walking/strolling about
- Interesting cities/small towns
- Truly beautiful scenery/setting
- Great for sightseeing
- Great shopping
- Noted for its cultural offerings (e.g., museums, history, landmarks, architecture)
- Beautiful gardens and parks

Unique

- Unique travel experience
- Interesting local people/cultures/customs/traditions
- Interesting/notable culinary scene
- Unique distillery tours

Entertainment

- Exciting nightlife/entertainment
- Great live music
- Interesting festivals/fairs/events
- Great for theatre and the performing arts

Luxurious

- Great luxury product offerings (e.g., spas, fine dining)
- Offers a variety of luxury hotels/resorts

Popular

- Popular with travelers
- Well-known destination
- Often notice advertising

Worry-Free

- Good place to relax/escape from hectic life
- Warm, friendly people
- A place I would feel welcome
- Getting around the state is easy

Sports and Recreation

- Excellent national/state park facilities/conservation areas
- Great for outdoor recreation (e.g., hiking, backpacking, camping)
- Great for kayaking/canoeing/rafting
- Great for professional or college sporting events

Climate

- Great climate overall
- Great for a warm weather vacation
- Great for a cold weather vacation

Affordable

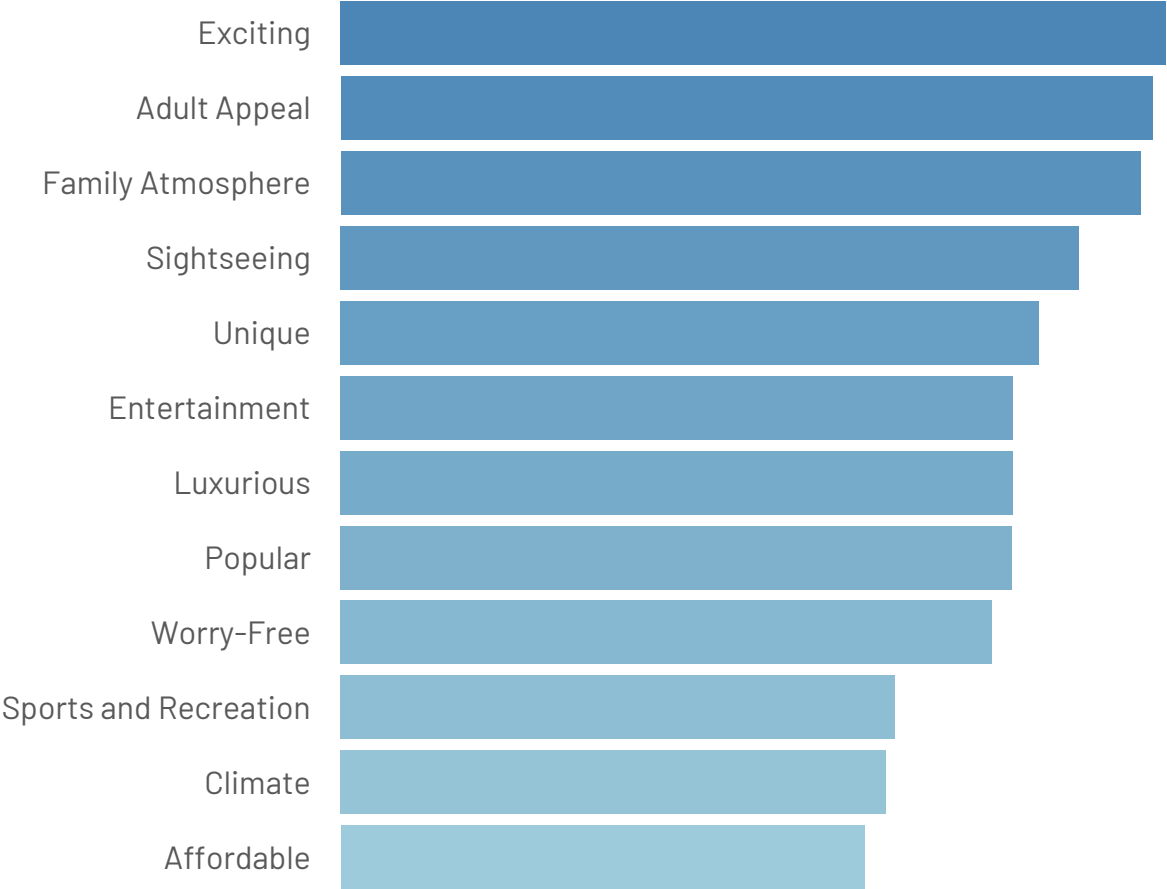
- Good vacation packages
- Affordable accommodations and dining options
- Not too far away or expensive to consider for a vacation

Kentucky's Travel Motivators

For a destination in Kentucky's New markets to get on travelers' consideration list, it must, first and foremost, be perceived to be exciting, appealing to adults, offers a good family atmosphere, has sightseeing opportunities, and is unique.

Other factors of moderate importance include entertainment, luxury product offerings, popular amongst travelers, and being a worry-free destination.

Lower priorities are sports and recreation, climate, and affordability.



Travel motivators are ranked in descending order based on the average correlation value for their respective individual attributes.



Hot Buttons are the ten individual image attributes most closely tied to destination selection in Kentucky's New markets.*

Hot buttons are high on a traveler's 'wish list' when selecting a destination they'd really enjoy visiting.

HOT BUTTONS

Is an interesting place

Must see destination

A fun place

Lots to see and do

Good for couples

Good for an adult vacation

Unique travel experience

An exciting place

A good place for families to visit

A real adventure

*Based on strongest correlation value to "A place I'd really enjoy visiting"
Base: New Markets

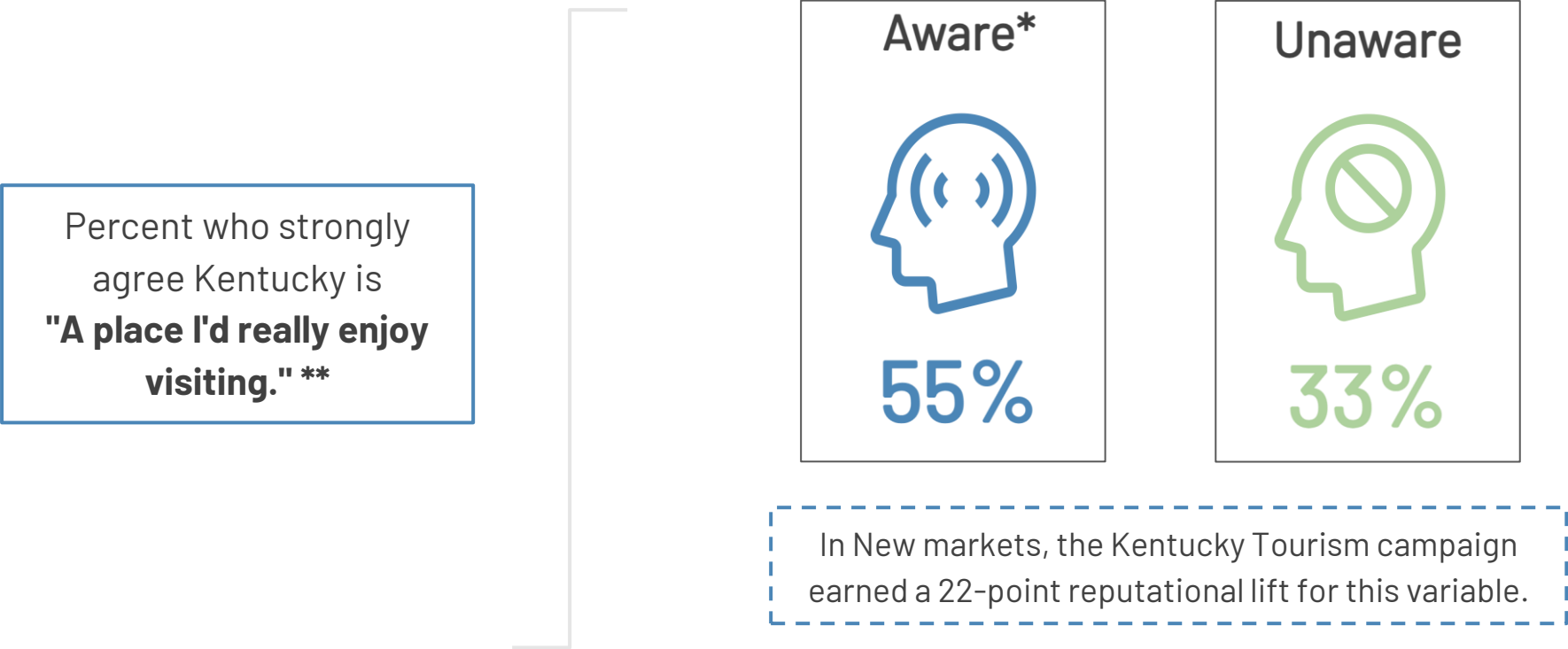


ADVERTISING IMPACT ON DESTINATION IMAGE



ADVERTISING IMPACT ON OVERALL DESTINATION IMAGE

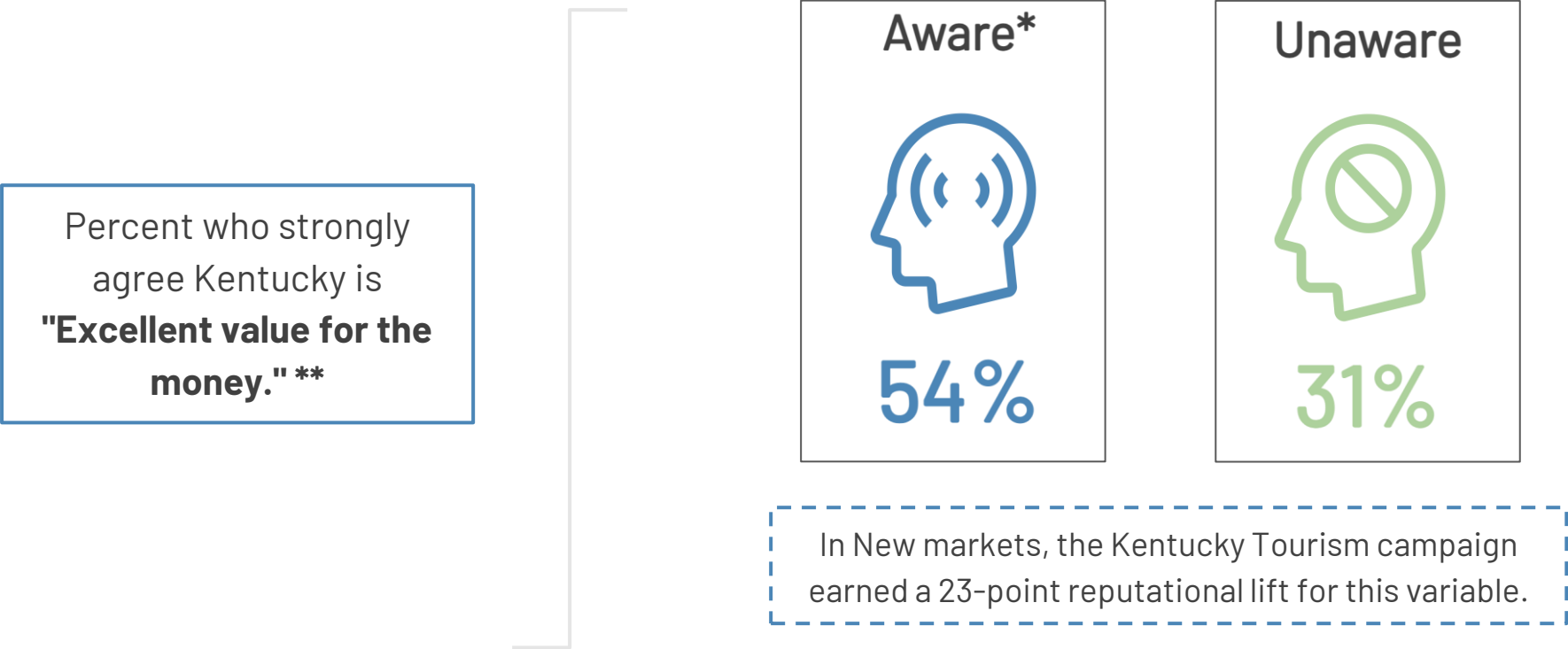
This campaign had a positive impact on travelers' perceptions of Kentucky. Travelers aware of the campaign gave the state a significantly higher rating than those unfamiliar with the campaign for the attribute **Kentucky is "a place I would really enjoy visiting"**.



*Saw at least one ad
**"Percent who strongly agree" is the percent of respondents giving a statement an agree/disagree rating of 8, 9 or 10 out of 10
Base: New Markets

ADVERTISING IMPACT ON OVERALL DESTINATION IMAGE

This campaign had a positive impact on travelers' perceptions of Kentucky. Travelers aware of the campaign gave the state a significantly higher rating than those unfamiliar with the campaign for the attribute **Kentucky is "Excellent value for the money"**.



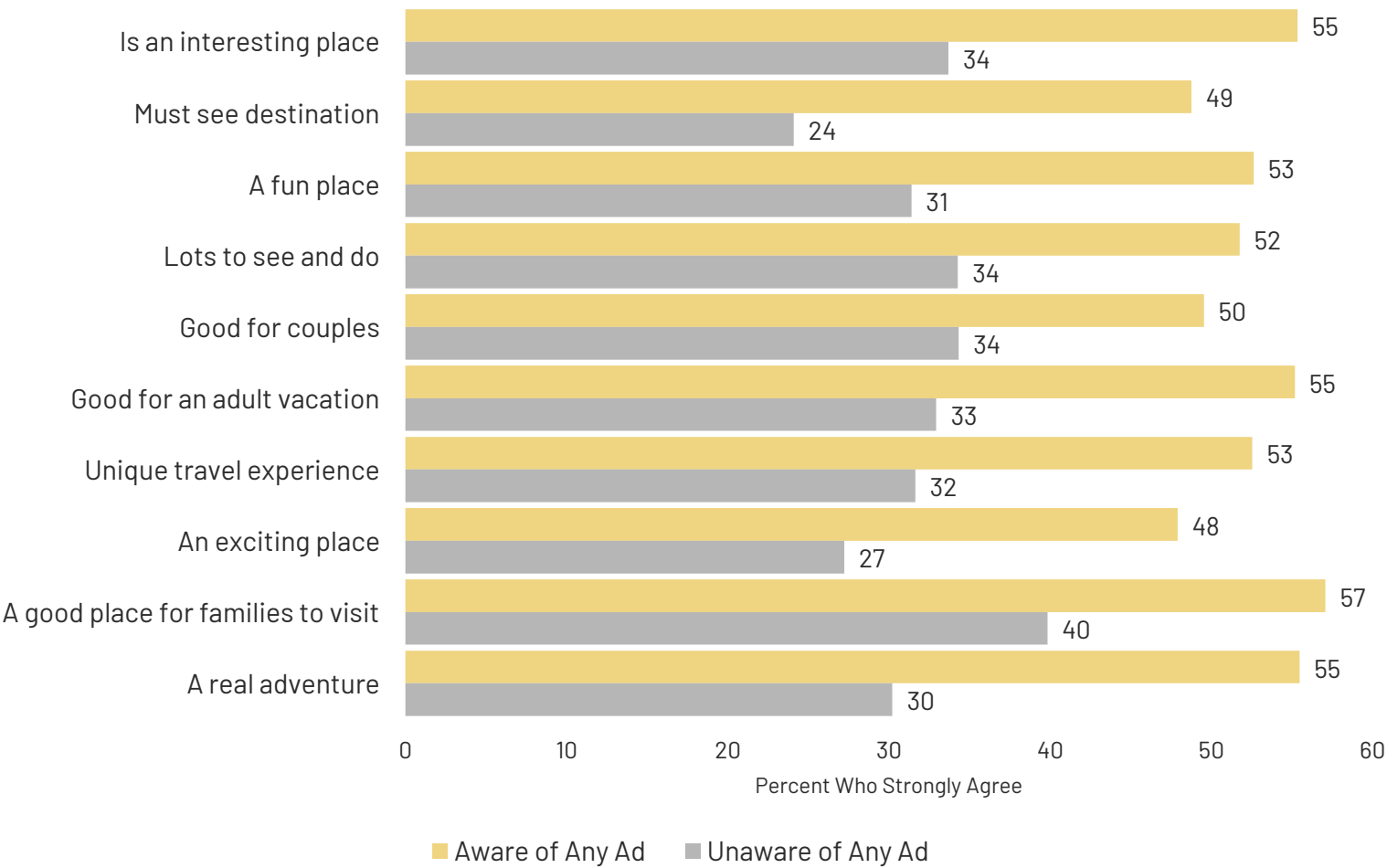
*Saw at least one ad
**"Percent who strongly agree" is the percent of respondents giving a statement an agree/disagree rating of 8, 9 or 10 out of 10
Base: New Markets

ADVERTISING IMPACT ON HOT BUTTONS

This campaign had a strong positive impact on New advertising market travelers' perceptions of Kentucky.

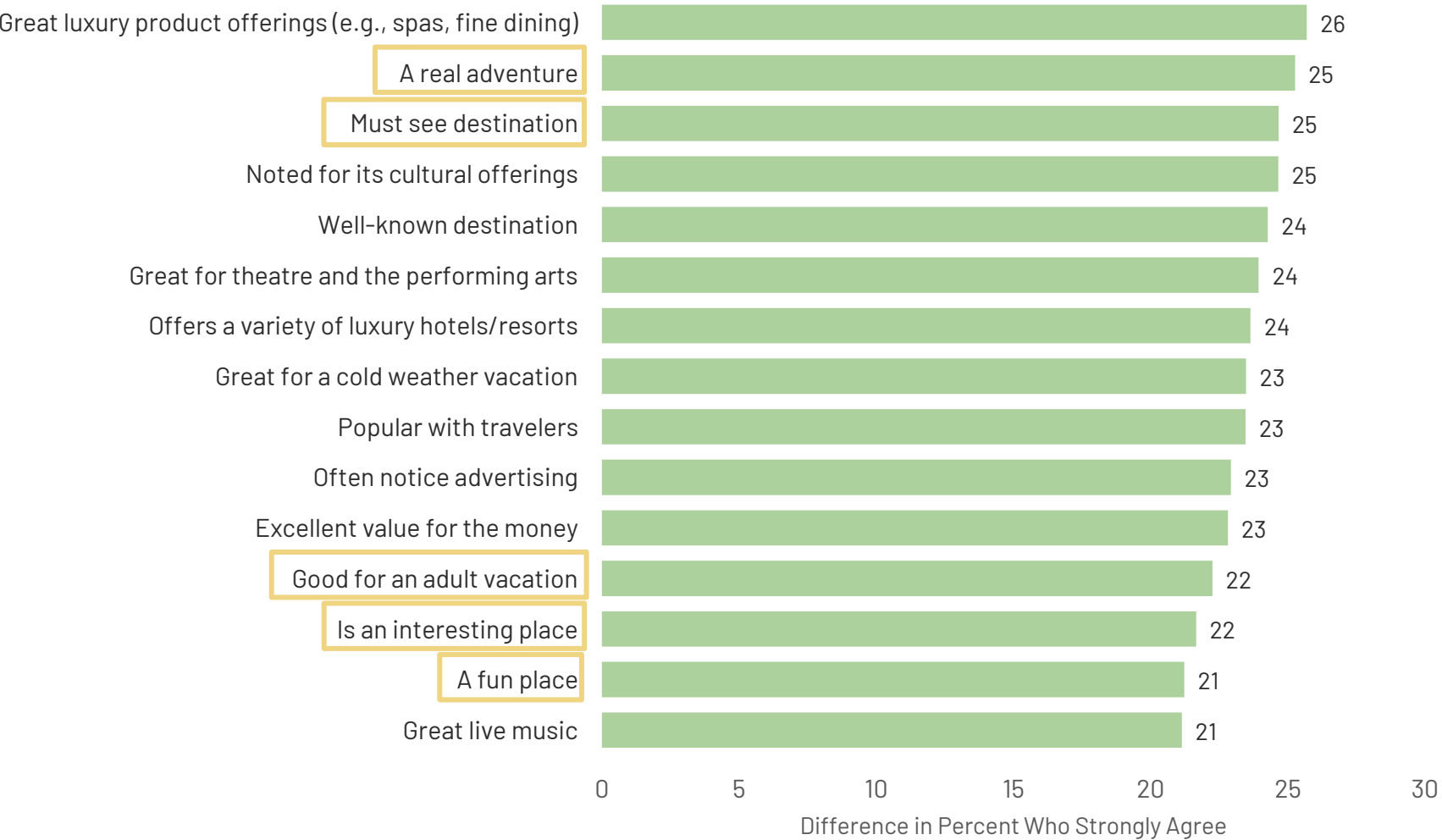
New advertising market residents exposed to the campaign gave the destination higher rating scores than those unfamiliar with the campaign for all Hot Buttons.

For the remaining destination attributes & perceptions, we find that the campaign did an exceptional job of improving people's perceptions of Kentucky for every image dimension evaluated.



DESTINATION IMAGE MOST IMPACTED BY ADVERTISING

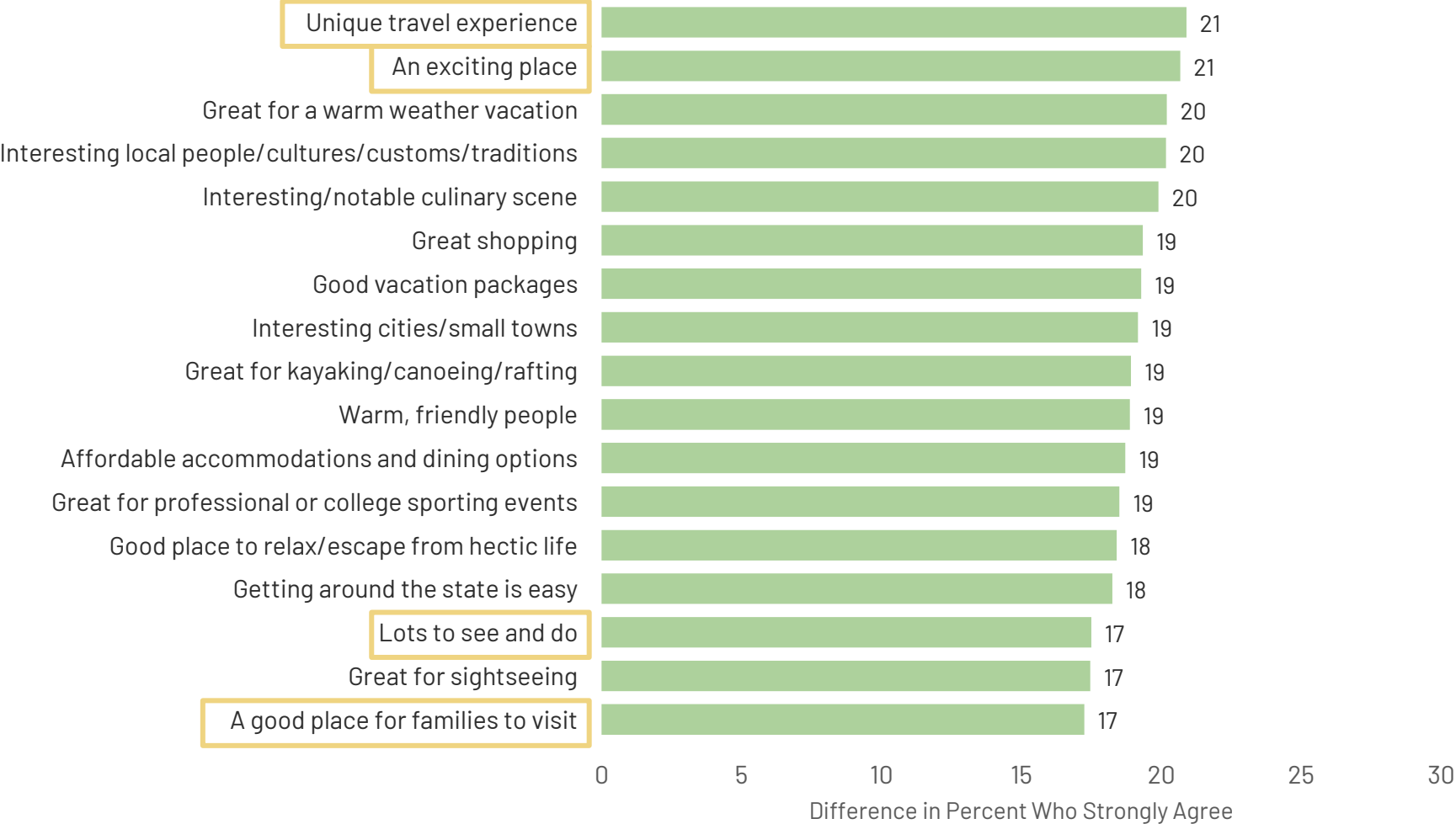
"Difference in Percent Who Strongly Agree"
is taken from comparing the destination
image ratings of respondents who are
Aware of Advertising vs.
Unaware of Advertising.



Hot Button

Base: New Markets

DESTINATION IMAGE MOST IMPACTED BY ADVERTISING



Hot Button

Base: New Markets

DESTINATION IMAGE MOST IMPACTED BY ADVERTISING



Hot Button

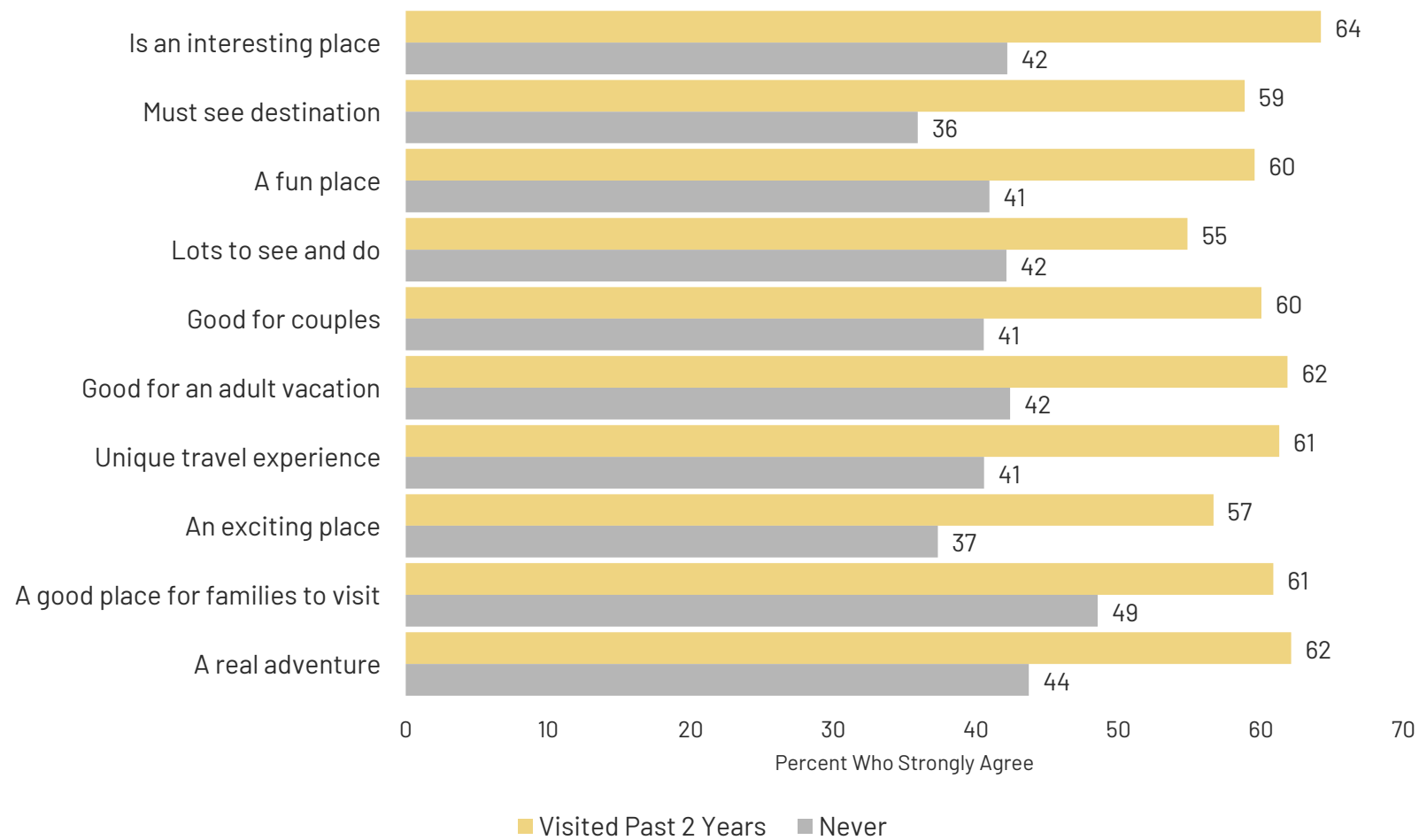
Base: New Markets



[PRODUCT DELIVERY]



PRODUCT VS. HOT BUTTONS



Comparing the Image ratings of people who have **never visited** Kentucky versus that of those who have **visited in the past two years**, we have a measure of **“product delivery,”** the relative satisfaction of the two groups.

TOP PRODUCT STRENGTHS VS. DESTINATION IMAGE

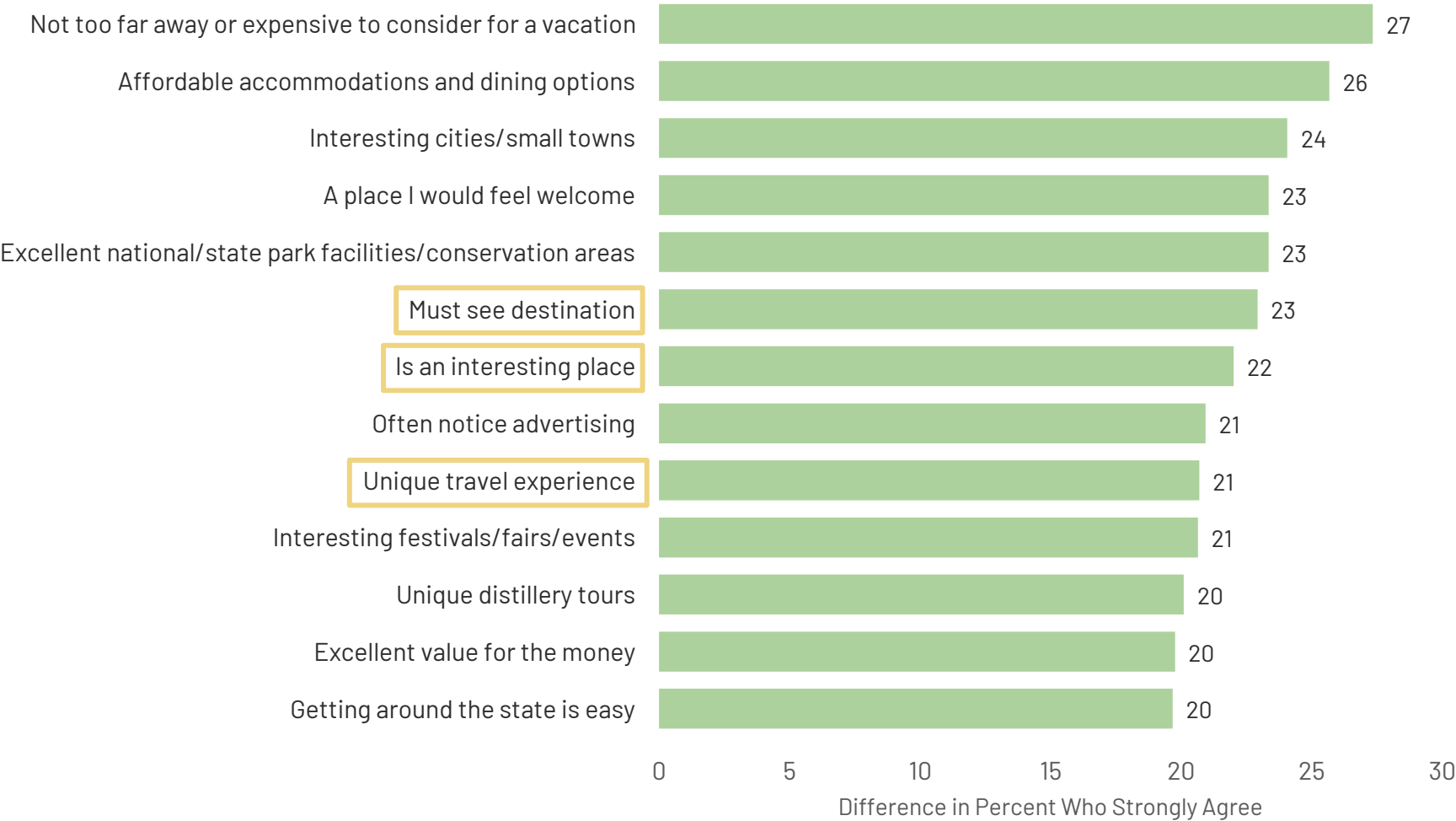


In New markets, more recent Kentucky visitors than non-visitors rated the destination favorably in all 10 Hot Button attributes.

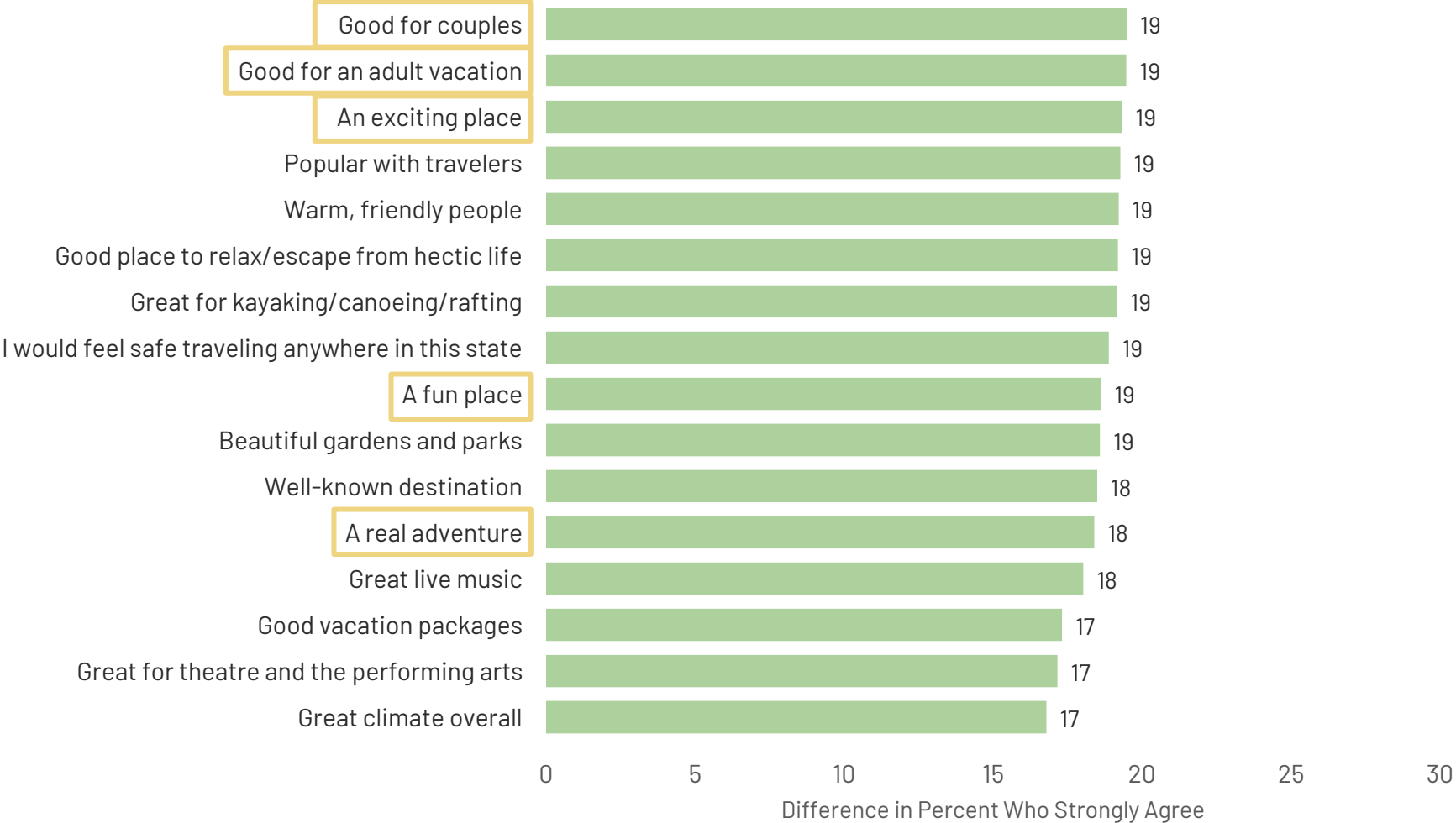
"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of respondents **Who have Visited in the Past 2 Years** vs. those who have **Never Visited**.

Hot Button

Base: New Markets



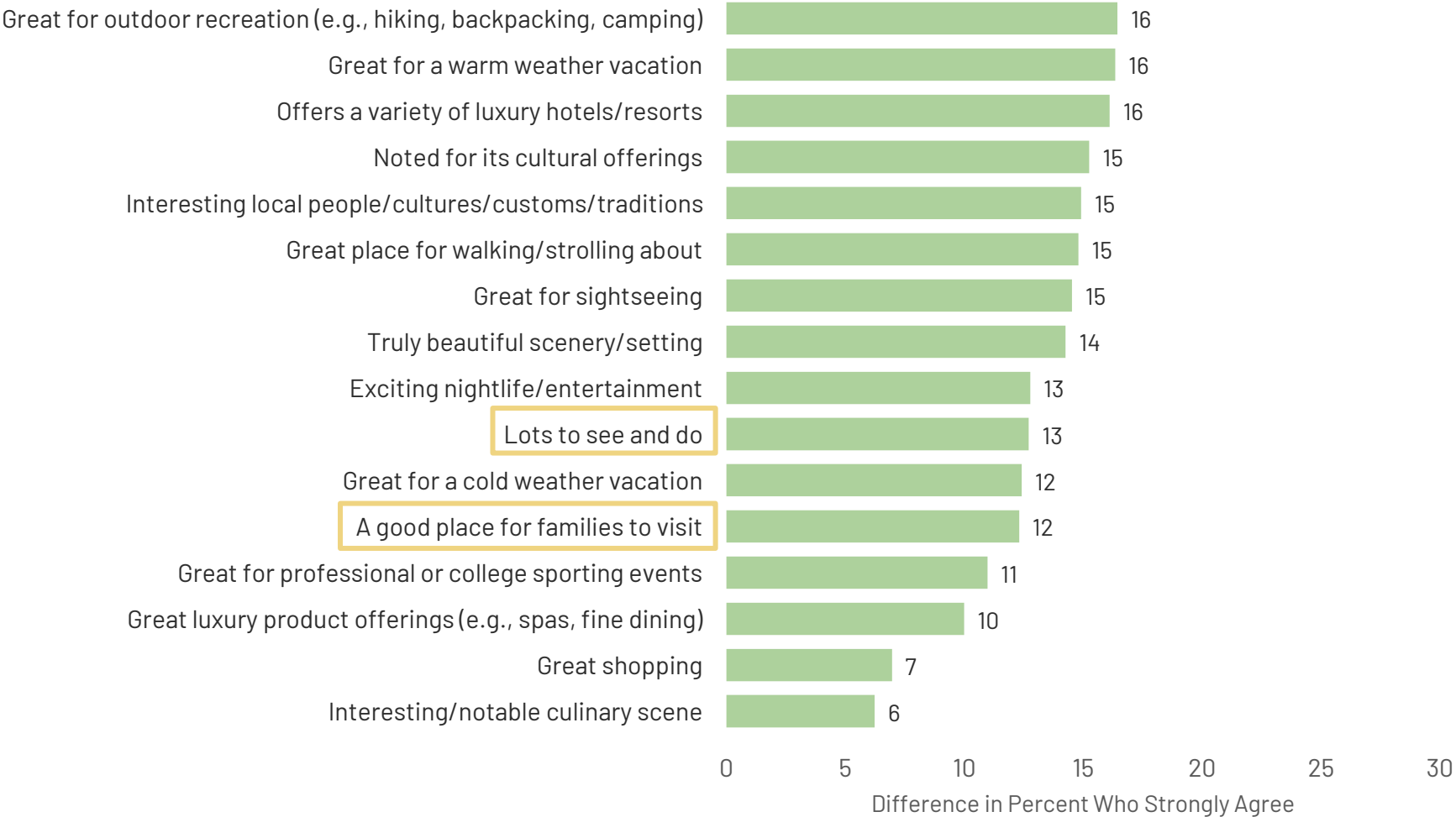
TOP PRODUCT STRENGTHS VS. DESTINATION IMAGE (Cont'd)



Hot Button

Base: New Markets

TOP PRODUCT STRENGTHS VS. DESTINATION IMAGE (Cont'd)



Hot Button

Base: New Markets

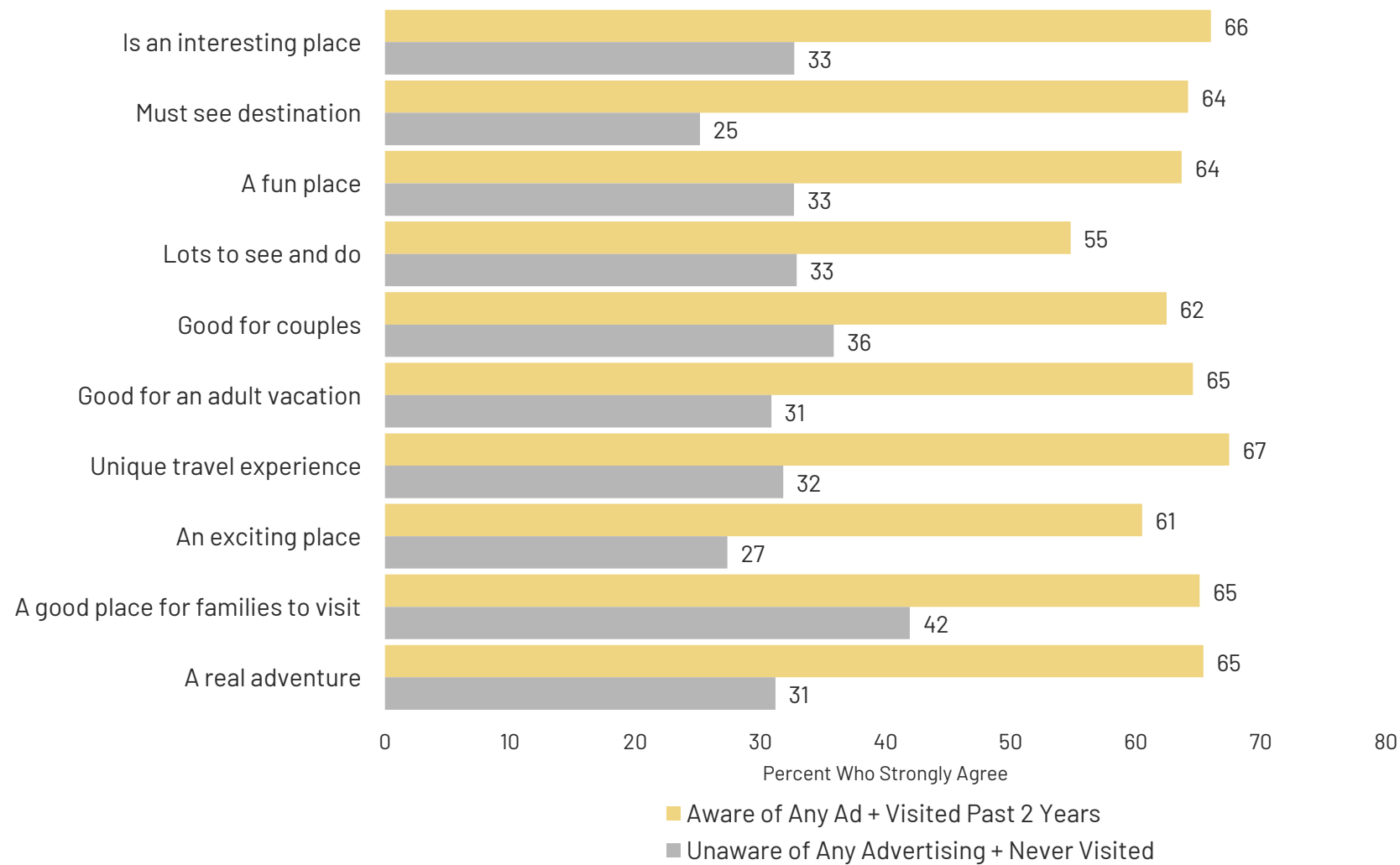
**THERE WERE NO SIGNIFICANT
PERCEIVED PRODUCT WEAKNESSES
VS. DESTINATION IMAGE**



HOT BUTTONS: IMPACT OF AWARENESS AND VISITATION



IMPACT OF AD AWARENESS + VISITATION ON HOT BUTTONS

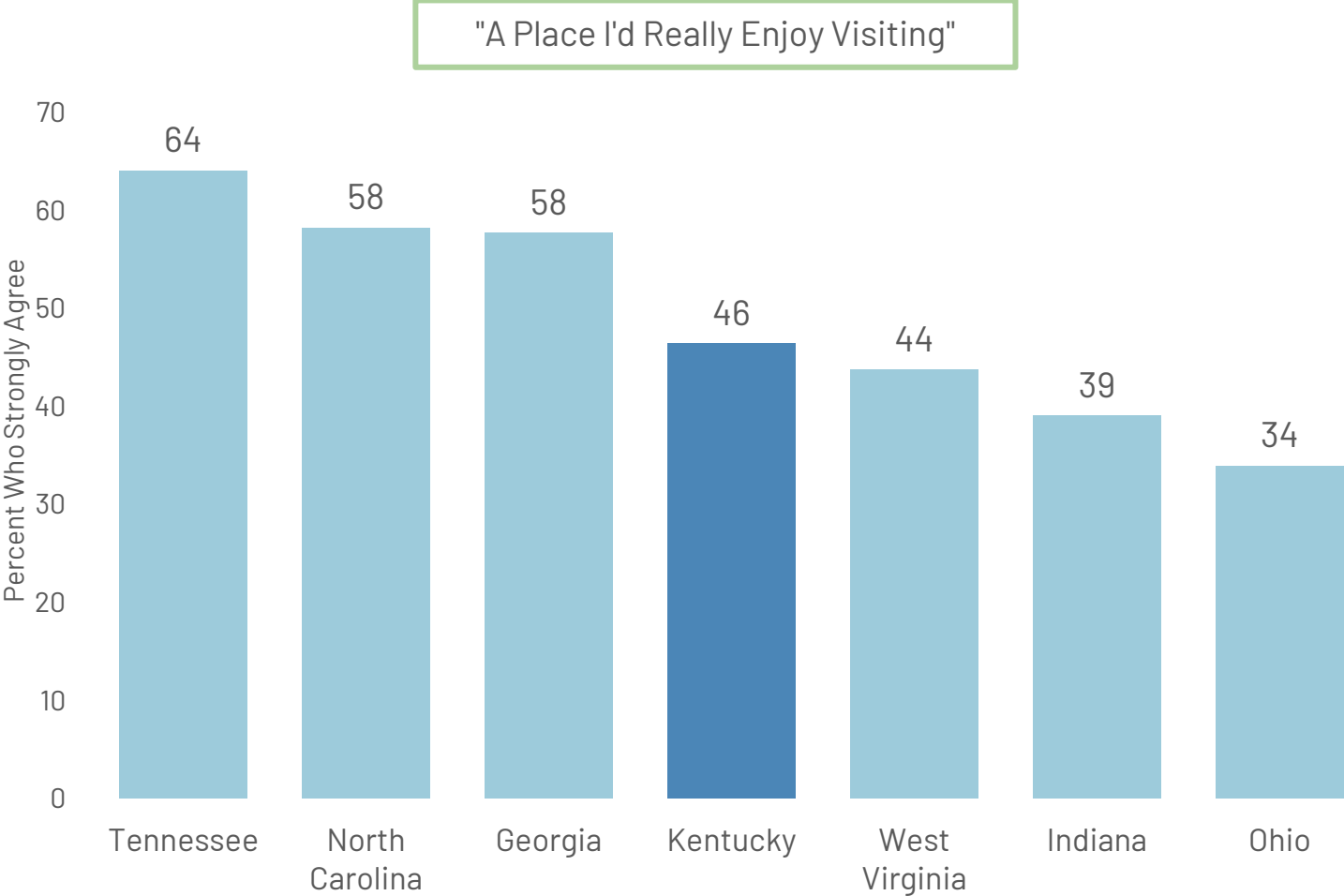




DESTINATION IMAGE
VS. THE COMPETITION



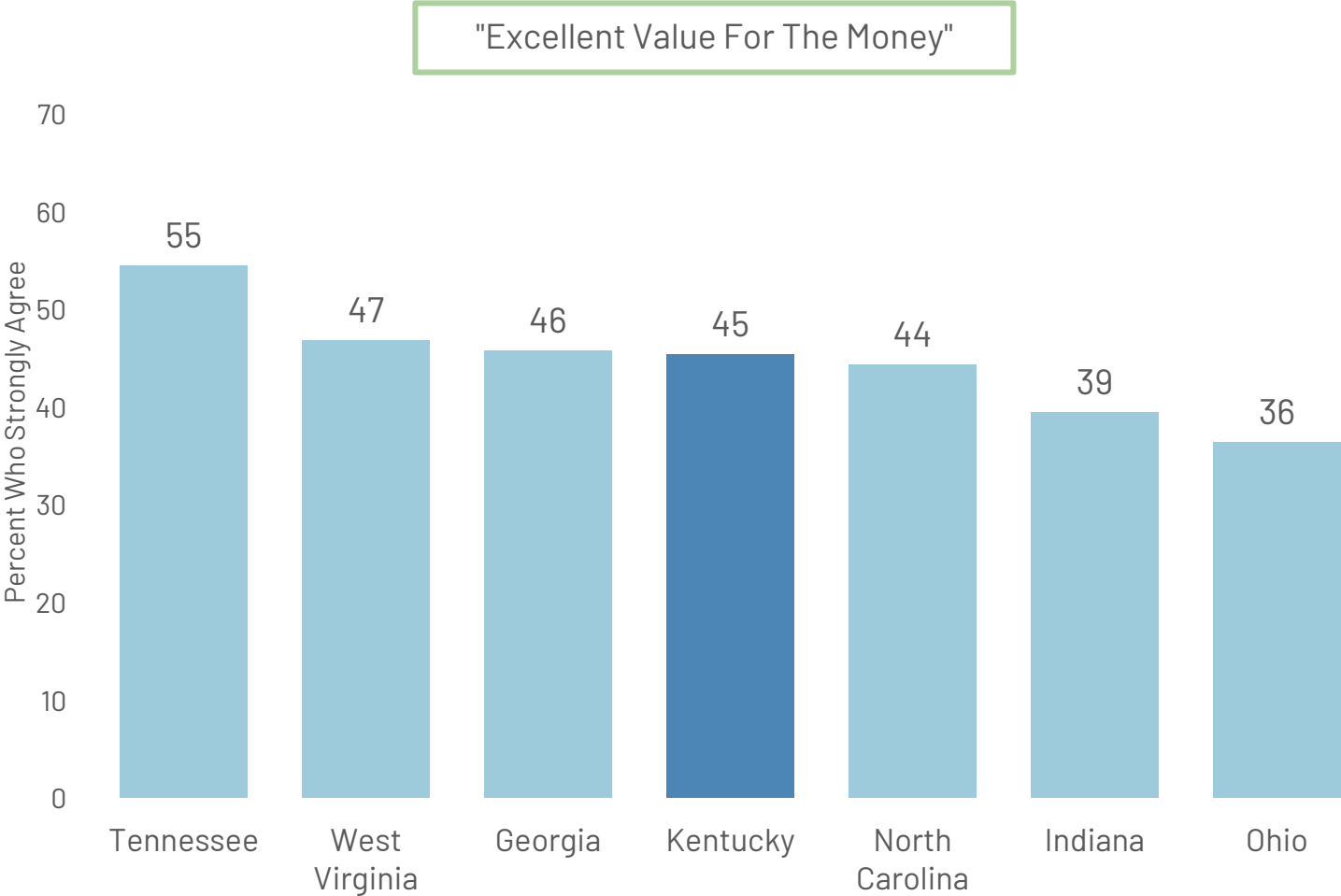
OVERALL DESTINATION IMAGE VS. COMPETITION



Relative to the other destinations in the competitive set for this study, Kentucky places in the middle for its overall image among New advertising market travelers.

Across the New advertising markets surveyed, about half (46%) rated Kentucky very favorably as a destination they “would really enjoy visiting.” Kentucky ranks in third place behind Tennessee (64%), North Carolina & Georgia (58%), tied with West Virginia (44%), and ahead of Indiana (39%) and Ohio (34%).

OVERALL IMAGE VS. COMPETITION

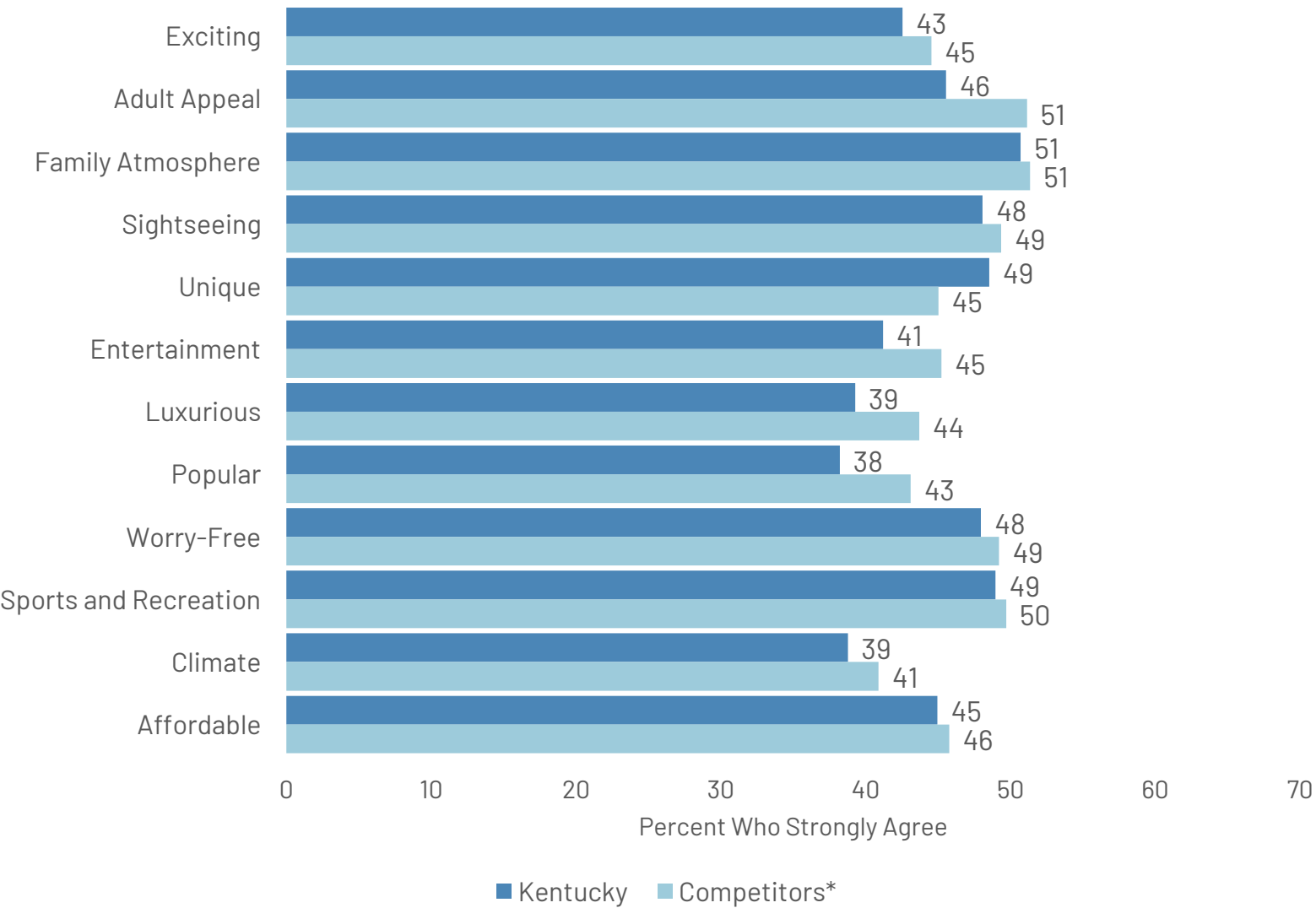


In New markets, amongst the competitive destinations included in this study, Kentucky ranks in the middle as a destination that offers excellent value for the money.

Across the New advertising markets surveyed, over four in ten (45%) rated Kentucky very favorably as a destination that has "excellent value for the money." Kentucky is tied in second place, with West Virginia (47%), Georgia (46%), and North Carolina (44%). Ranking behind Tennessee (55%), and ahead of Indiana (39%) and Ohio (36%).

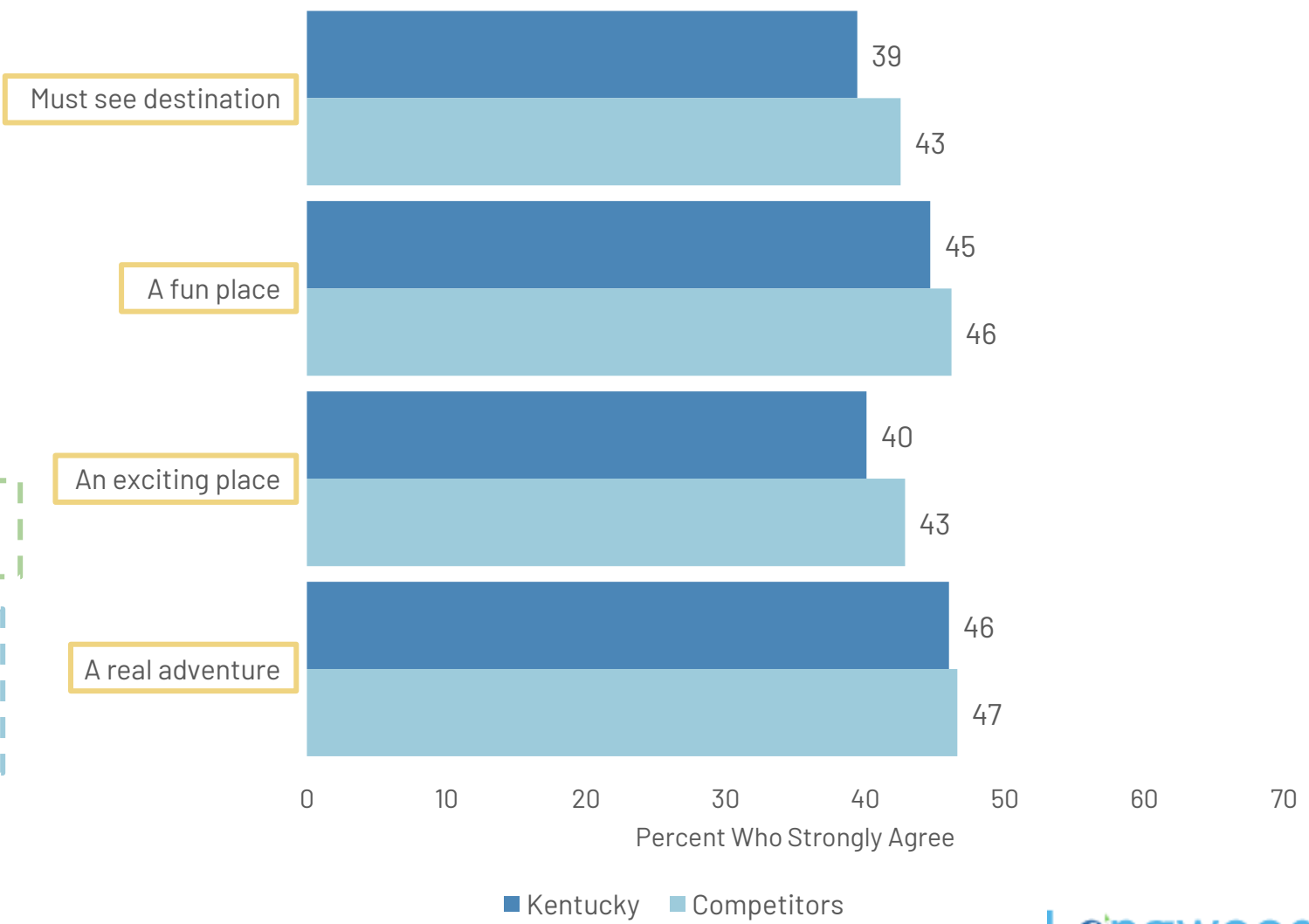
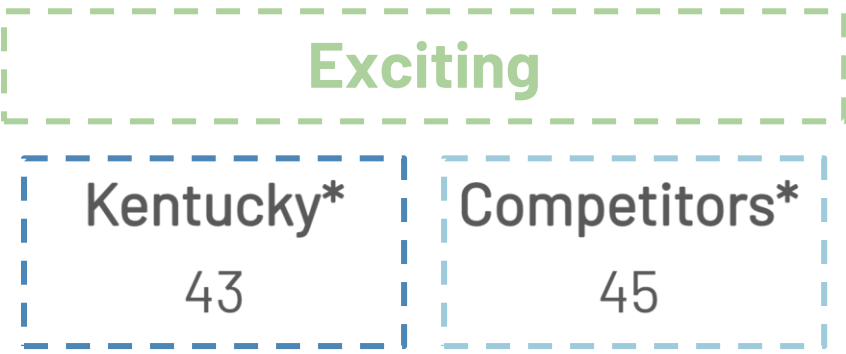
OVERALL DESTINATION IMAGE VS. COMPETITION

Kentucky is tied with its combined competitive set in seven of the twelve Travel Motivator categories in New markets. Kentucky overperforms versus its combined competitive set for unique, but underperforms for adult appeal, entertainment, luxurious, and popular.



* Includes Tennessee, Georgia, Indiana, Ohio, West Virginia, and North Carolina
Base: New Markets

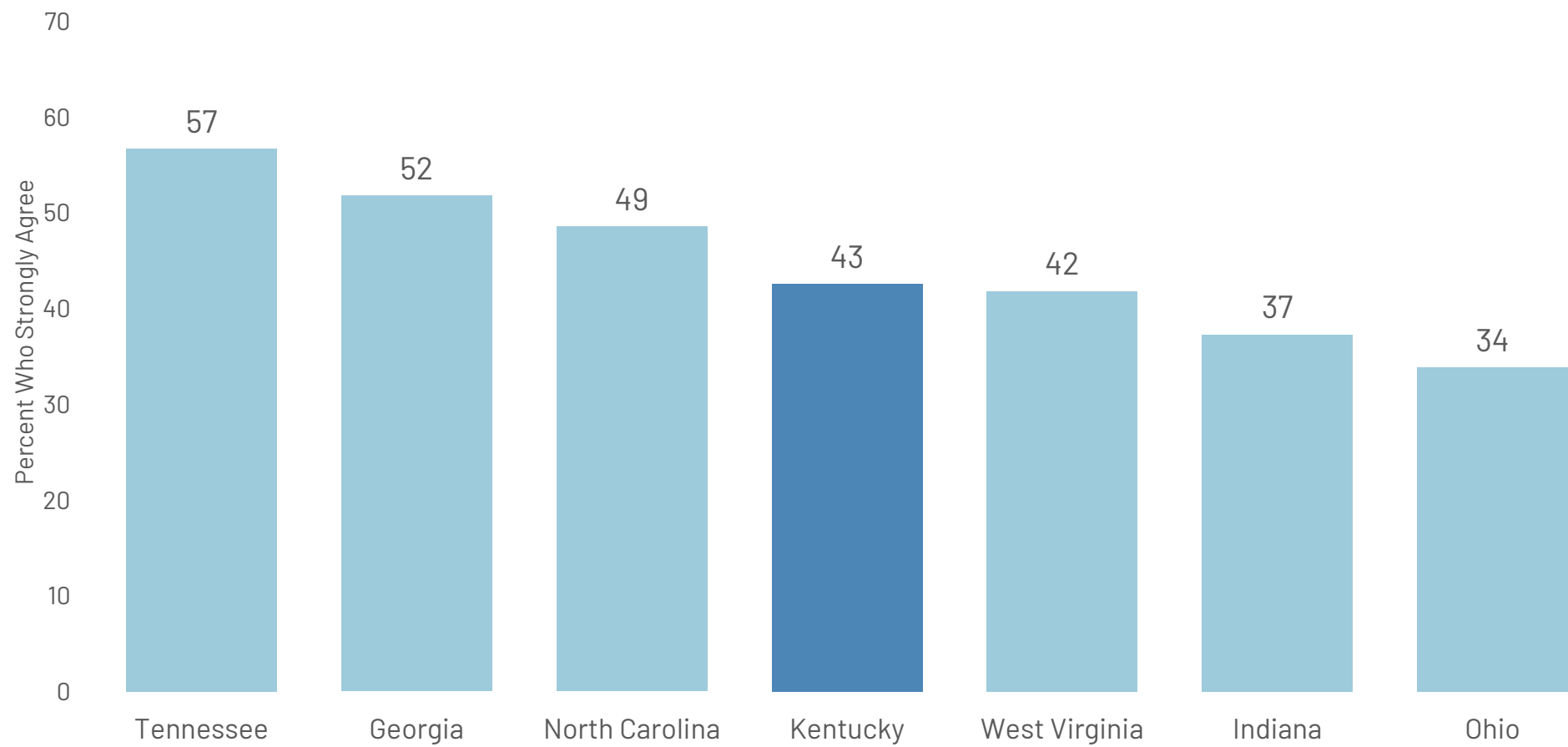
DESTINATION IMAGE VS. COMPETITION - EXCITING



Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION - EXCITING



DESTINATION IMAGE VS. COMPETITION - ADULT APPEAL



Adult Appeal

Kentucky*

46

Competitors*

51

Good for couples

44

51

Good for an adult vacation

47

52

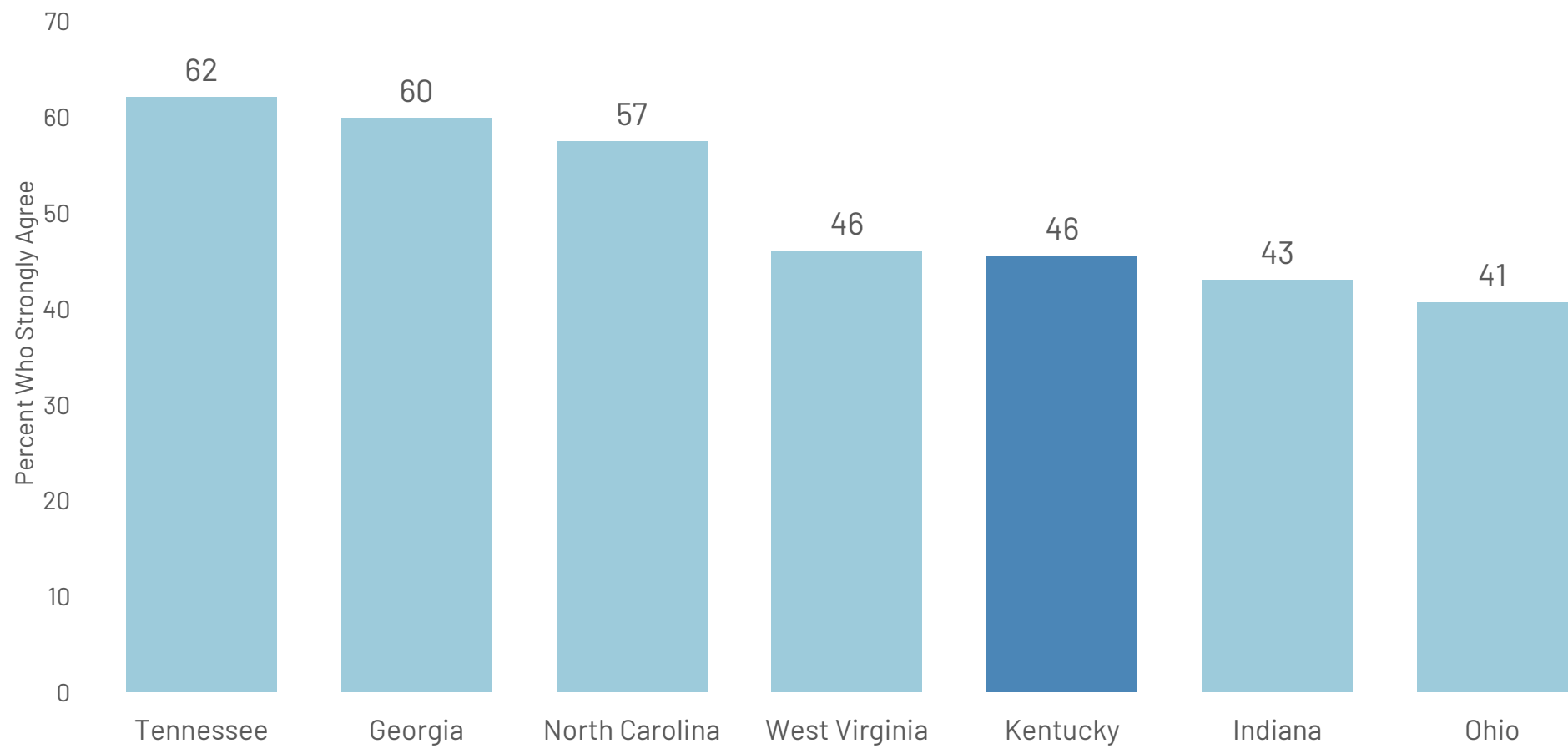
0 10 20 30 40 50 60 70
Percent Who Strongly Agree

Kentucky Competitors

Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION – ADULT APPEAL



DESTINATION IMAGE VS. COMPETITION – FAMILY ATMOSPHERE



A good place for families to visit

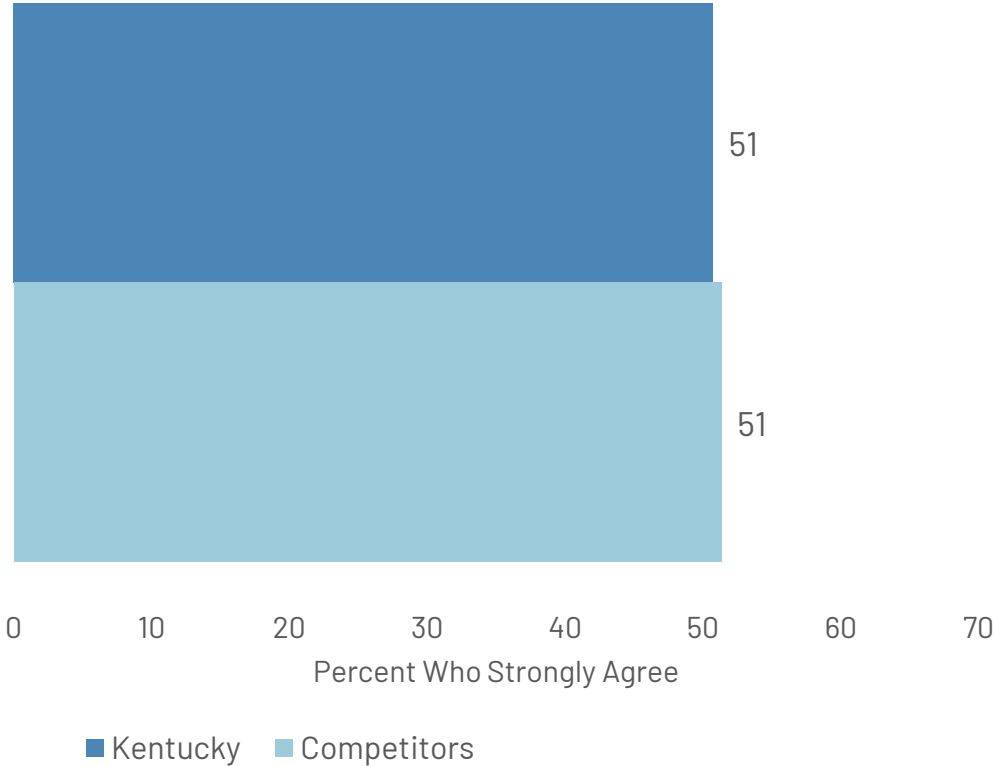
Family Atmosphere

Kentucky*

51

Competitors*

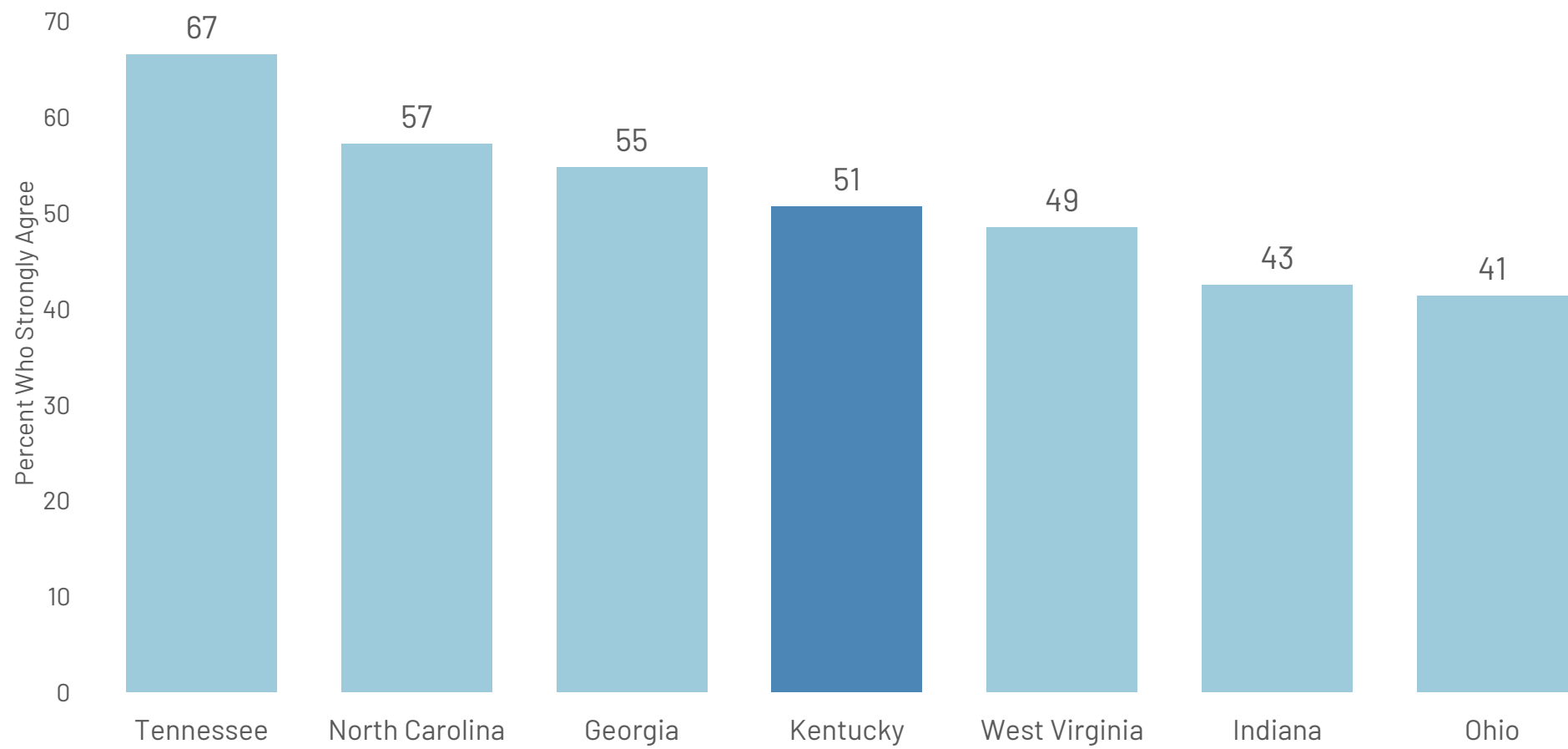
51



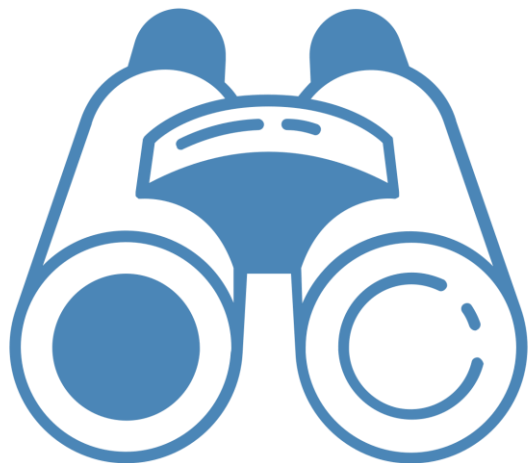
Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION – FAMILY ATMOSPHERE



DESTINATION IMAGE VS. COMPETITION – SIGHTSEEING



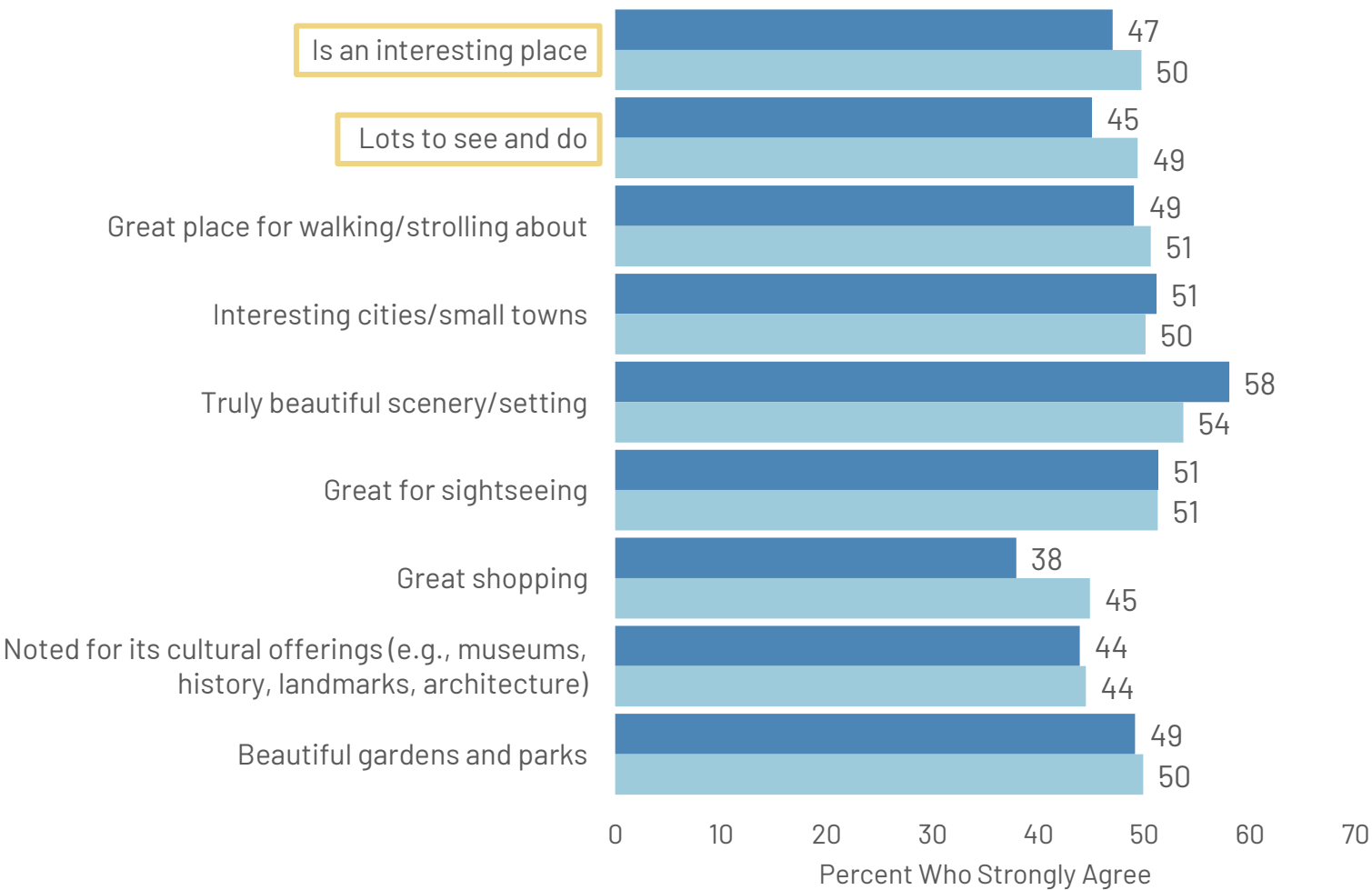
Sightseeing

Kentucky*

48

Competitors*

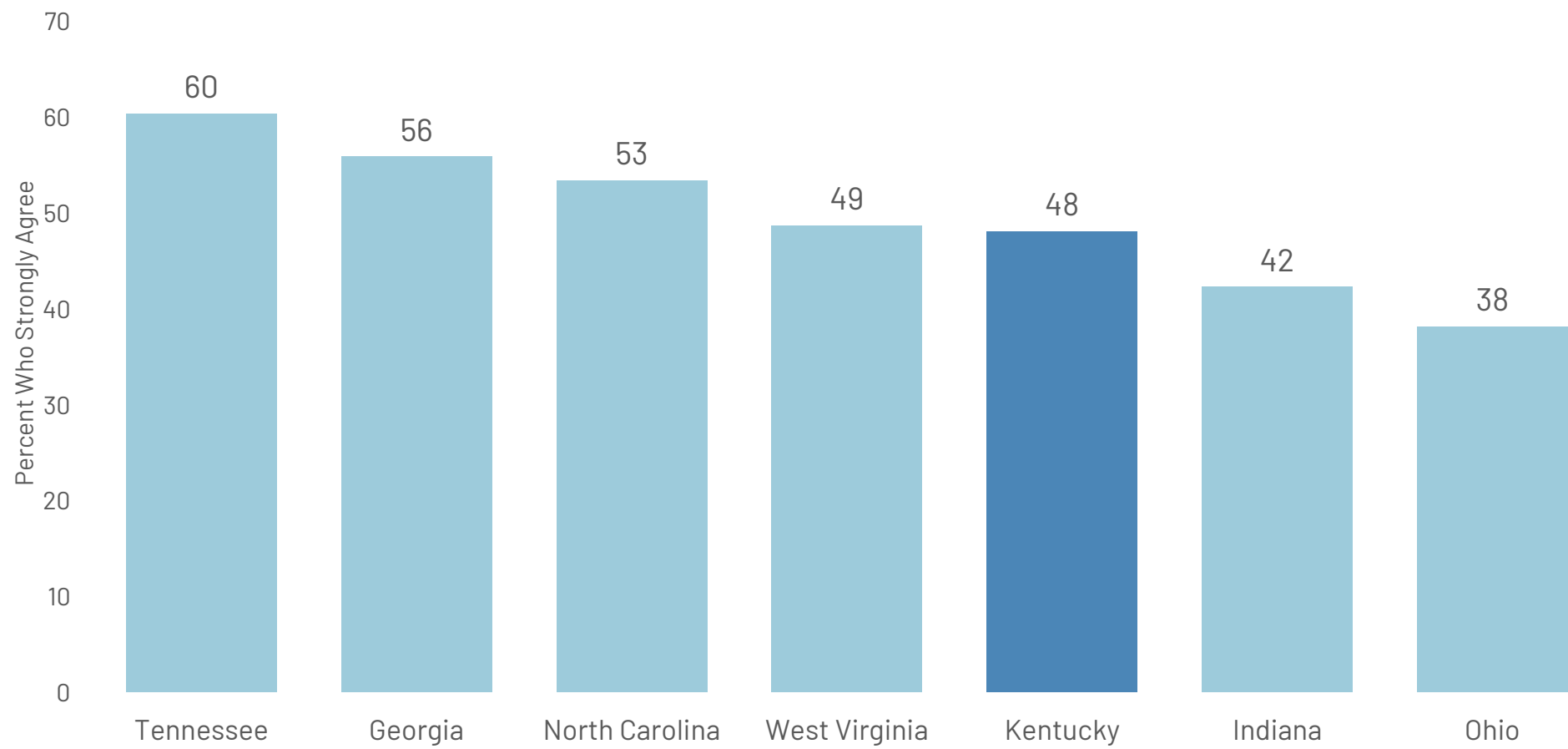
49



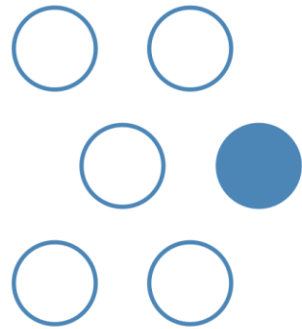
Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION – SIGHTSEEING



DESTINATION IMAGE VS. COMPETITION - UNIQUE



Unique

Kentucky*

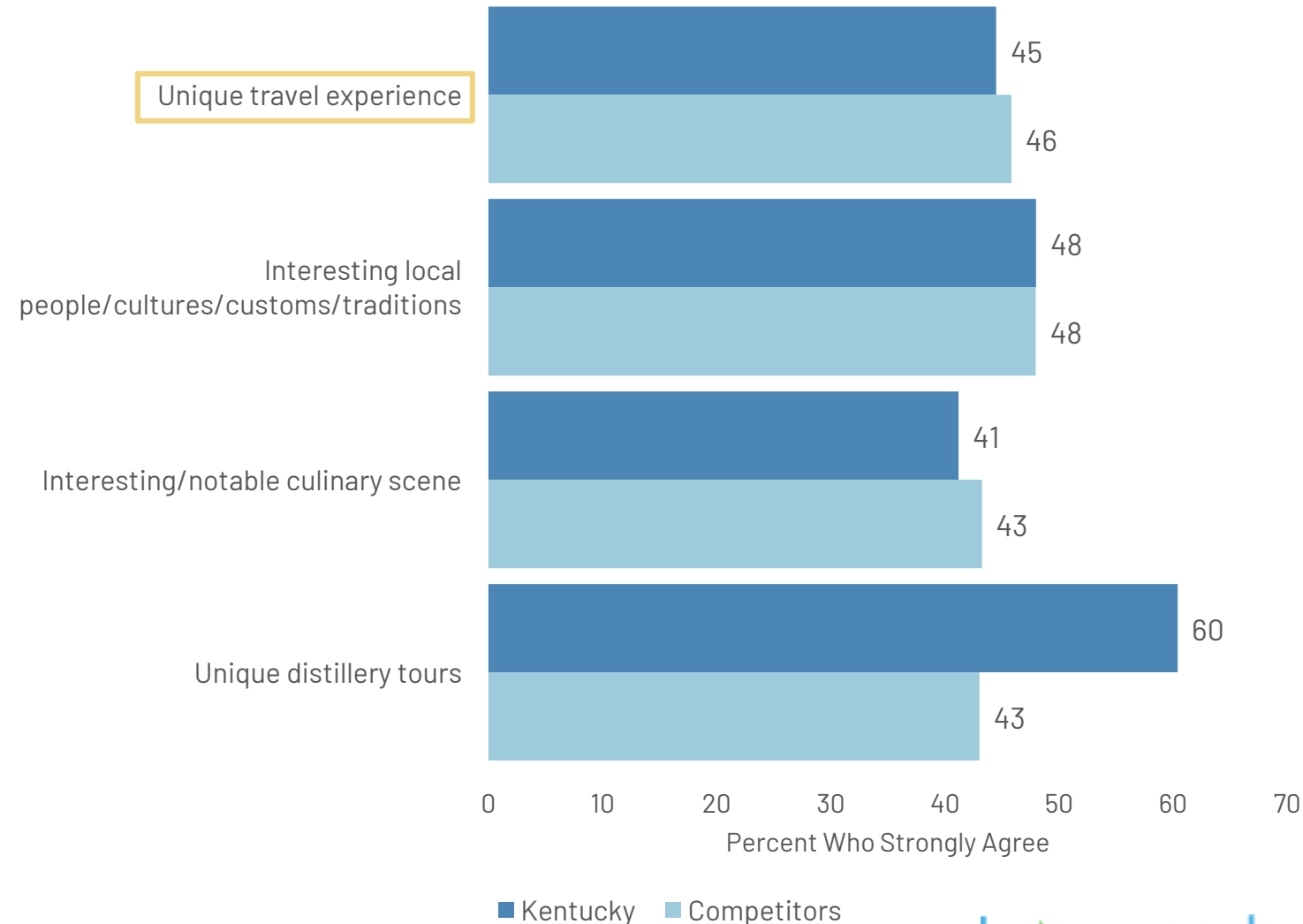
49

Competitors*

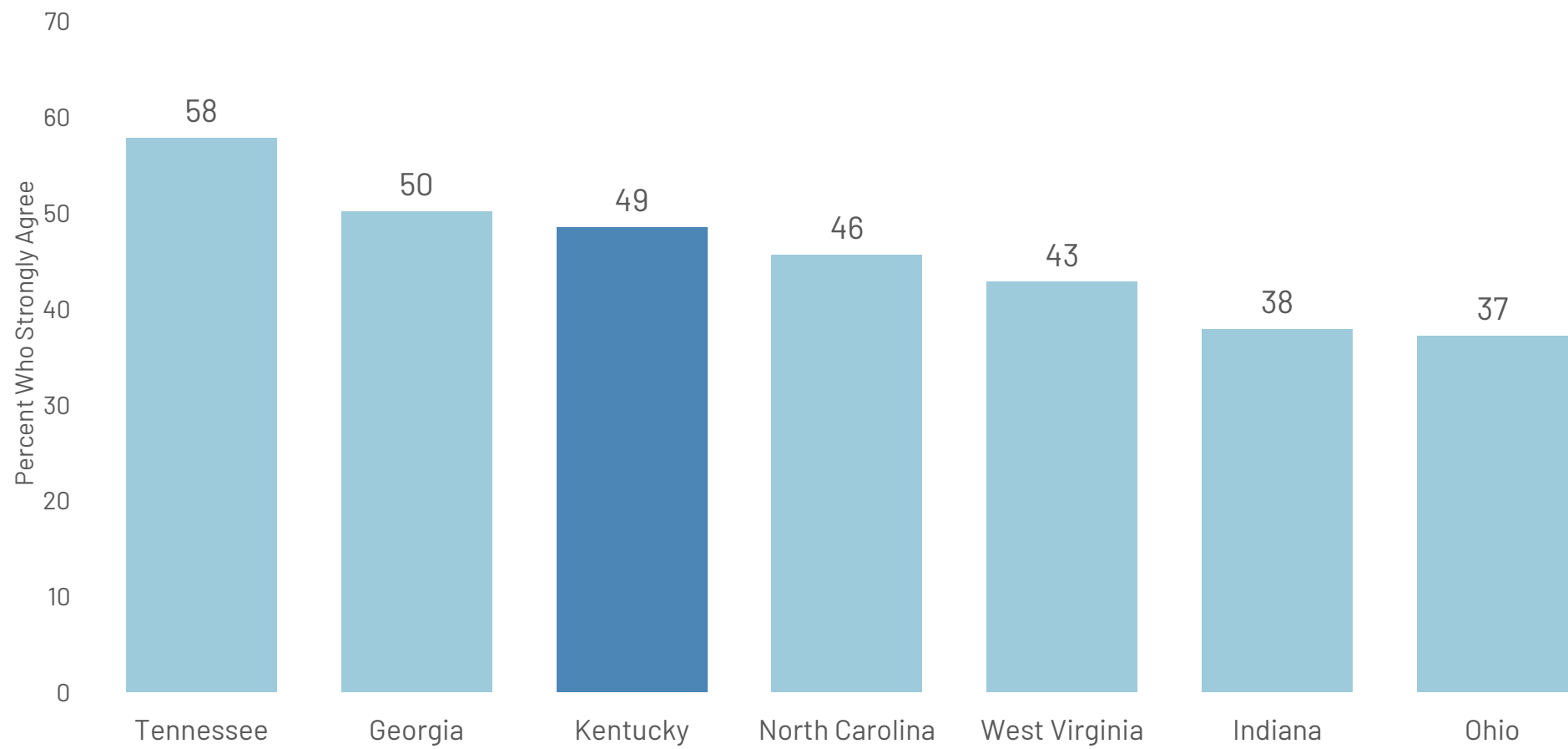
45

Hot Button

*Percent who strongly agree
Base: New Markets



DESTINATION IMAGE VS. COMPETITION - UNIQUE



DESTINATION IMAGE VS. COMPETITION - ENTERTAINMENT



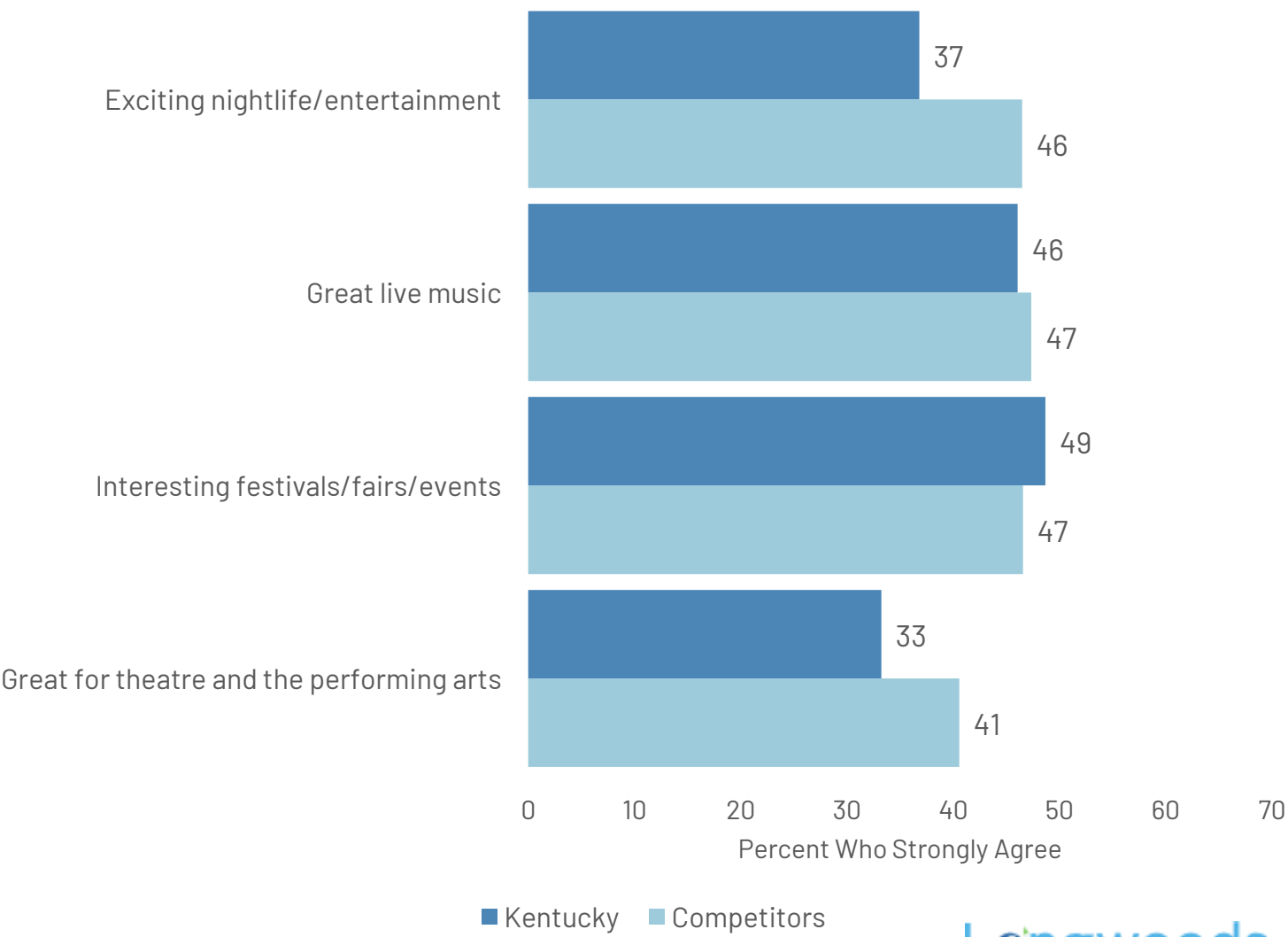
Entertainment

Kentucky*

41

Competitors*

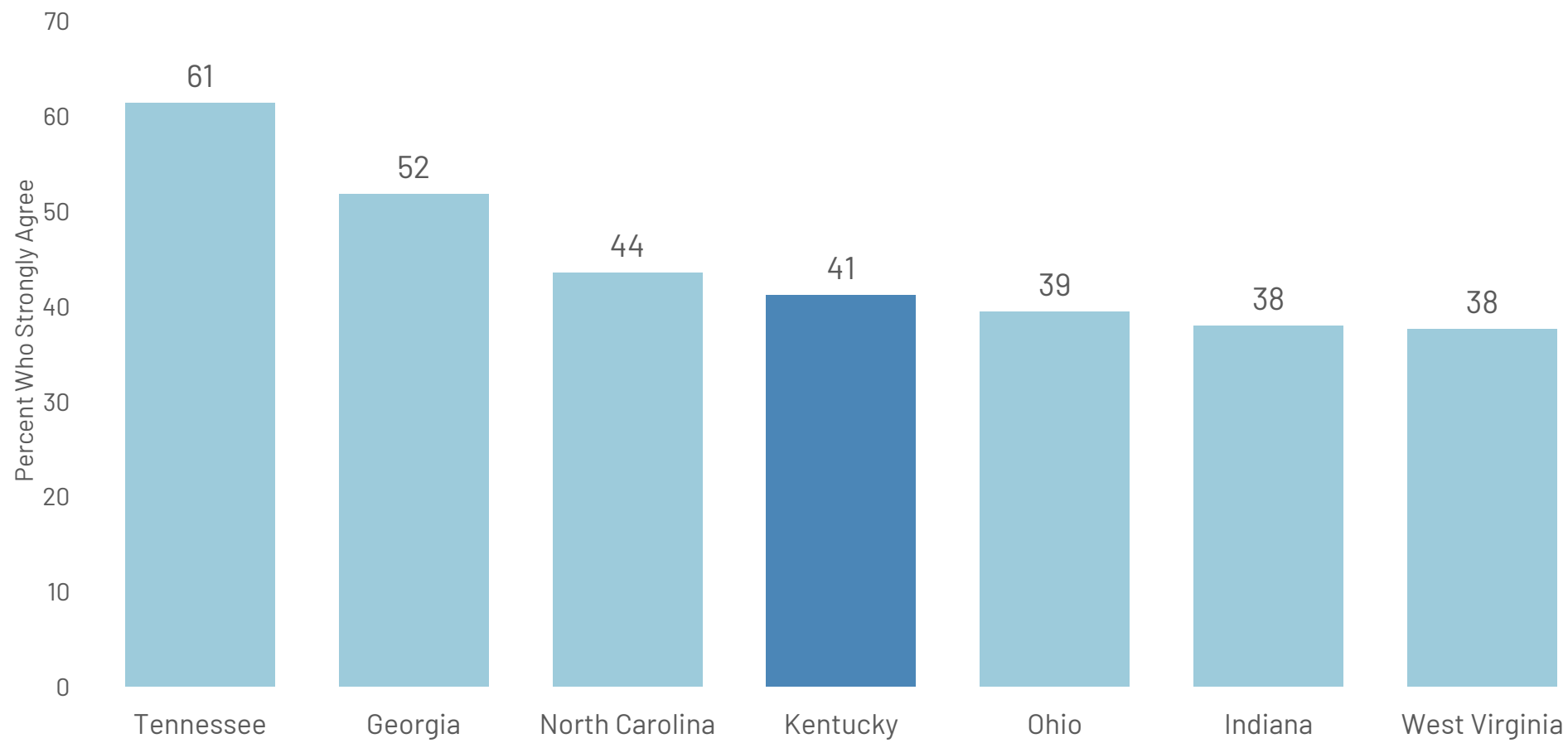
45



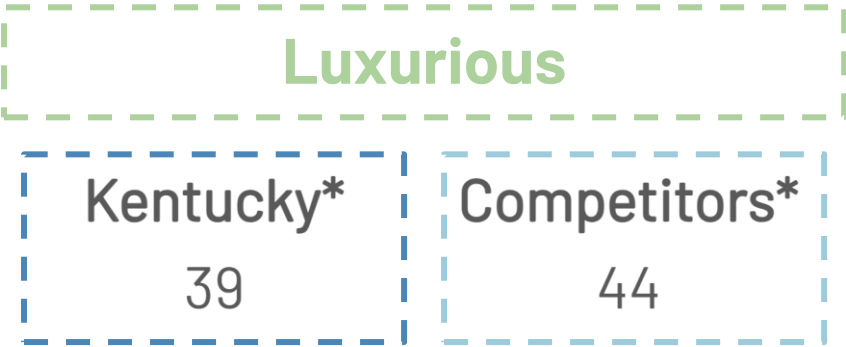
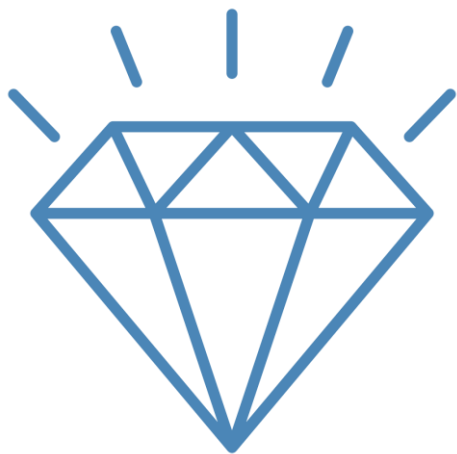
Hot Button

*Percent who strongly agree
Base: New Markets

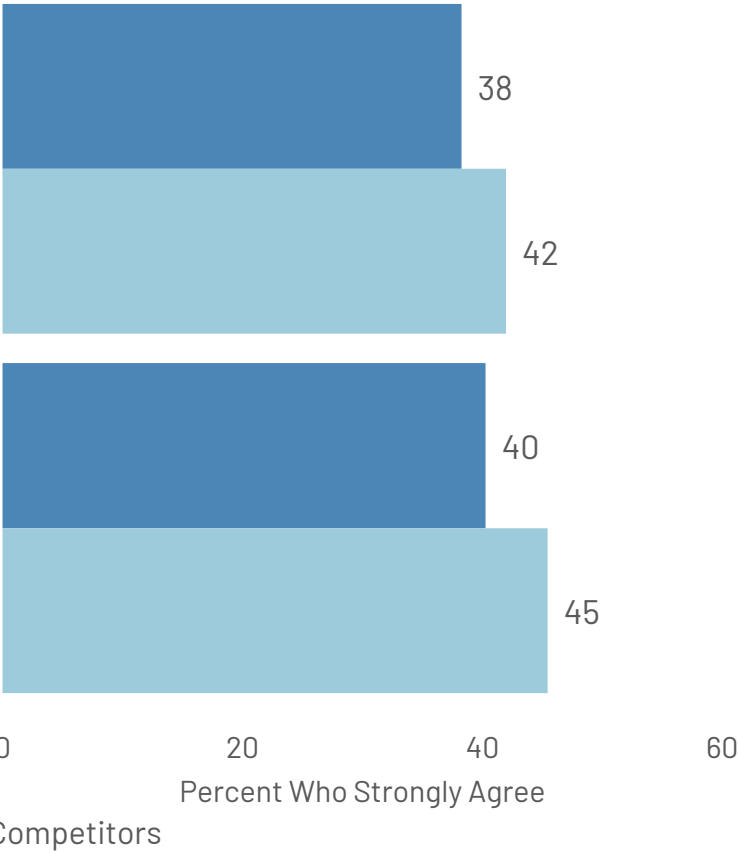
DESTINATION IMAGE VS. COMPETITION - ENTERTAINMENT



DESTINATION IMAGE VS. COMPETITION - LUXURIOUS



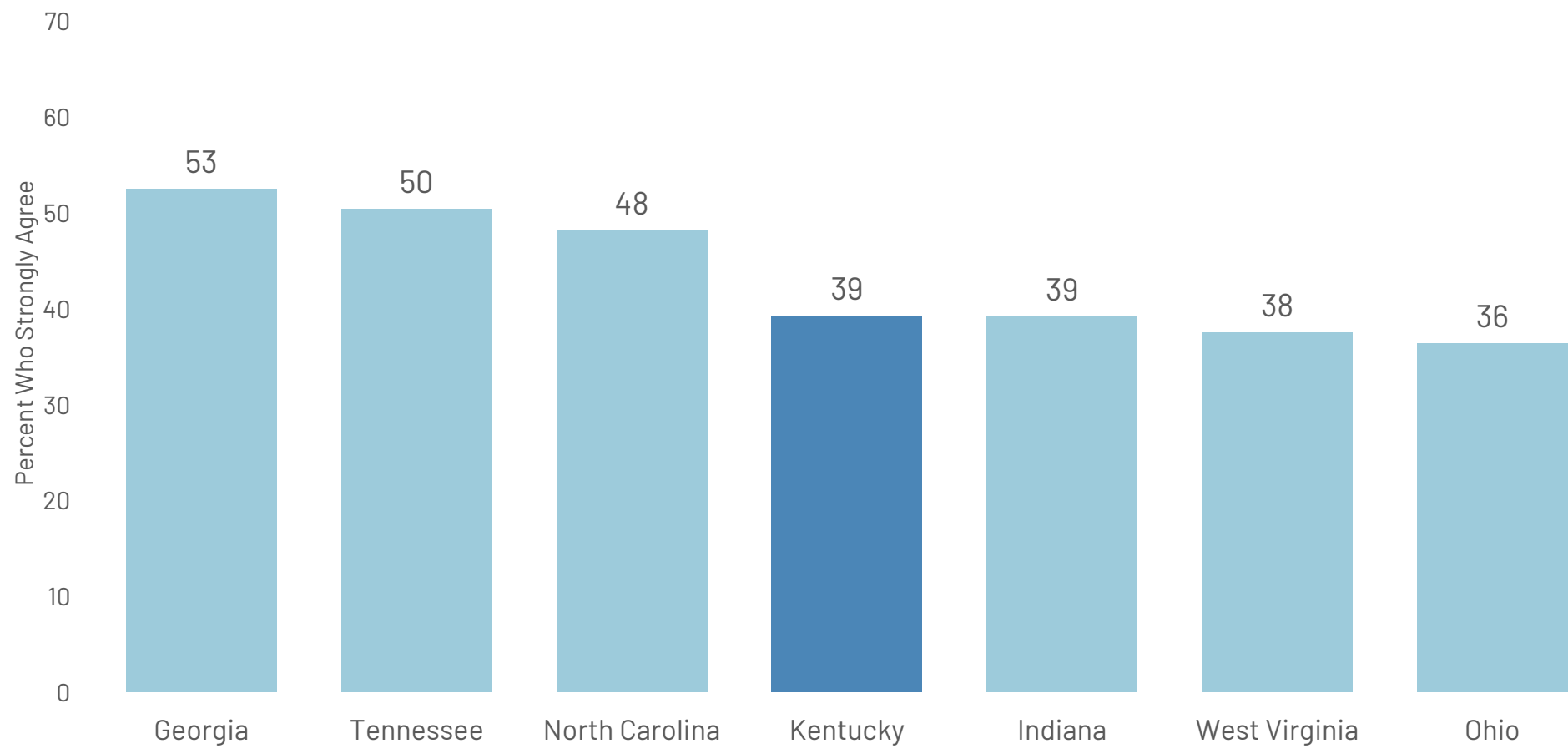
Great luxury product offerings (e.g., spas, fine dining)



Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION - LUXURIOUS



DESTINATION IMAGE VS. COMPETITION - POPULAR



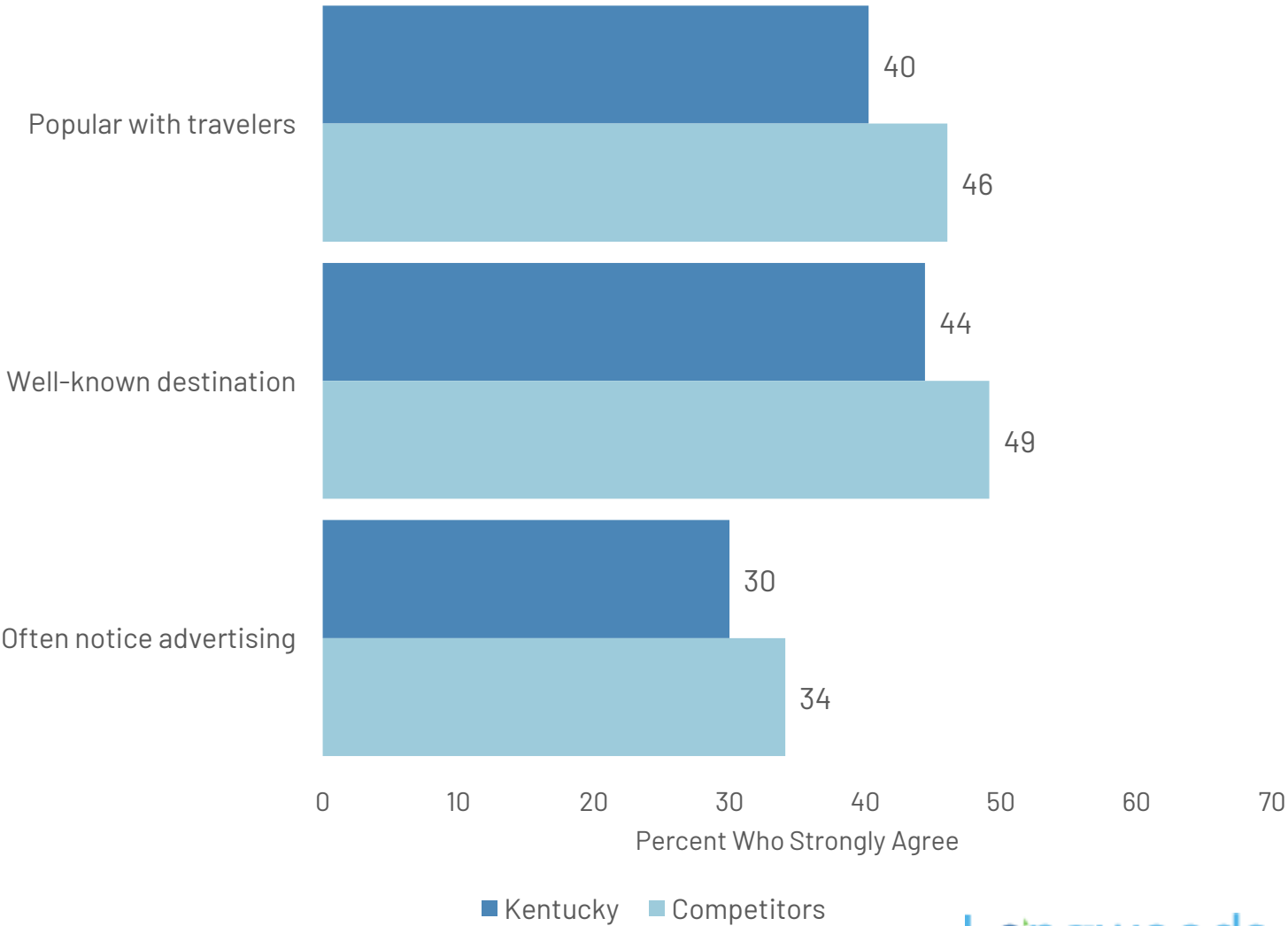
Popular

Kentucky*

38

Competitors*

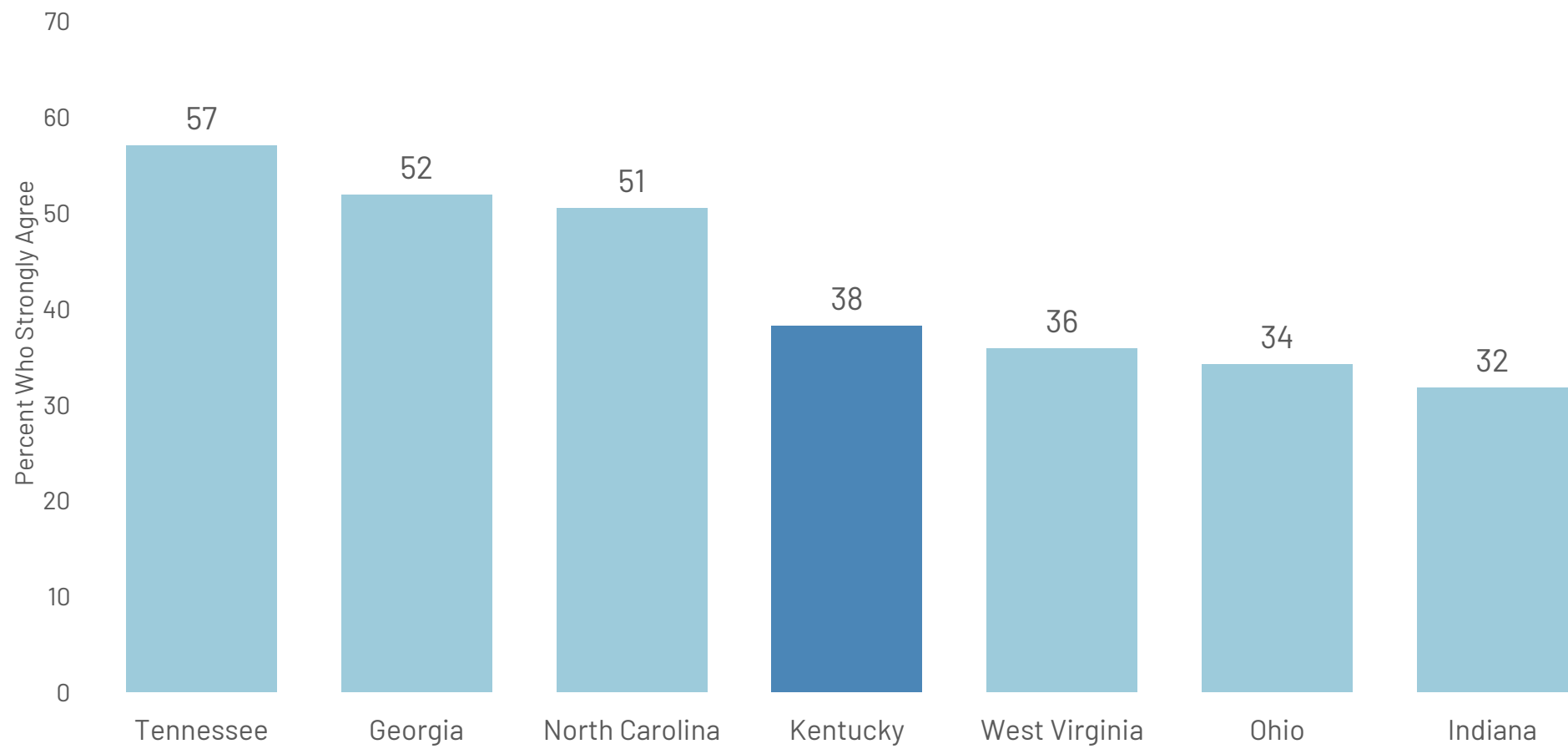
43



Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION – POPULAR



DESTINATION IMAGE VS. COMPETITION - WORRY-FREE



Worry-Free

Kentucky*

48

Competitors*

49

Good place to relax/escape from hectic life

49

49

Warm, friendly people

51

51

A place I would feel welcome

47

50

Getting around the state is easy

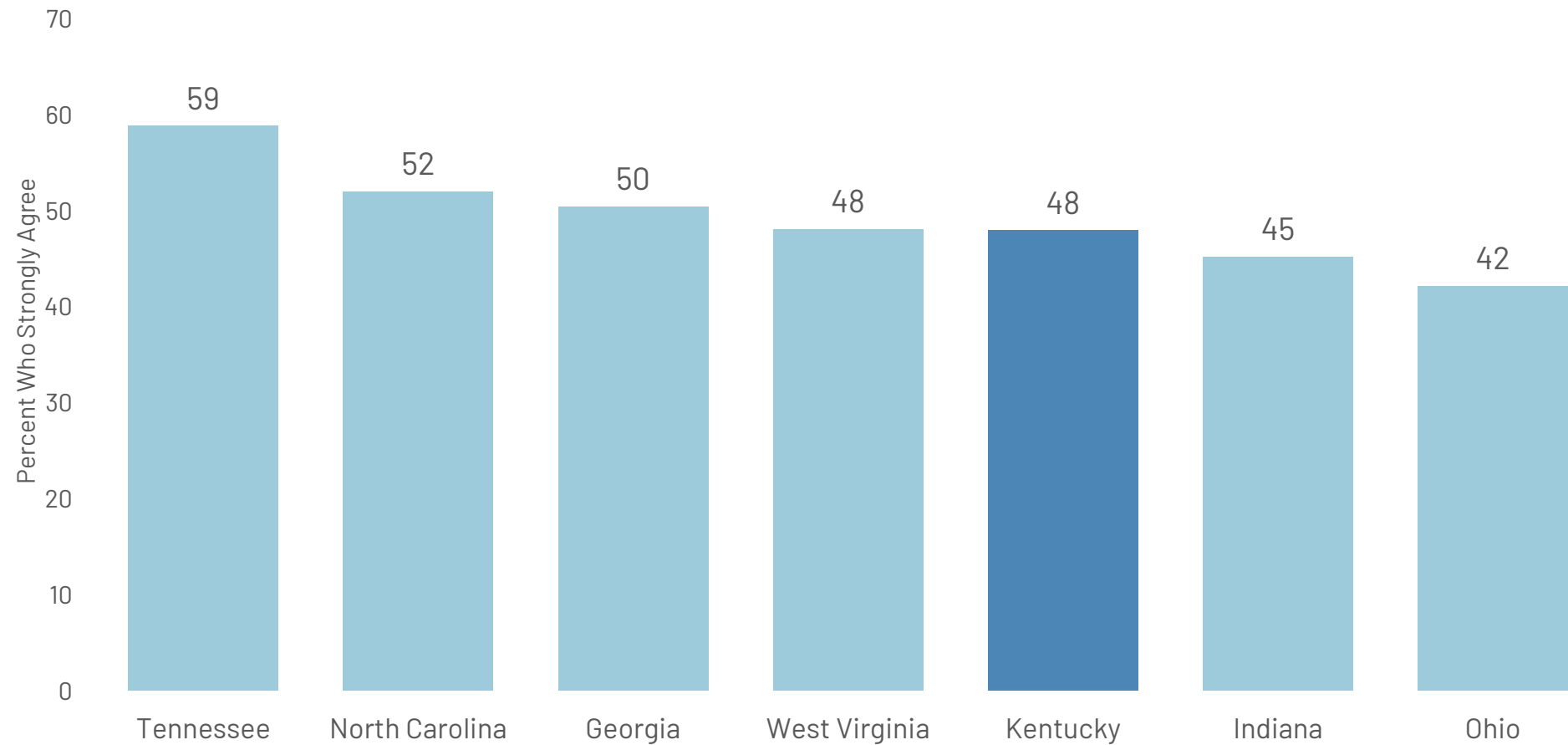
45

47

0 10 20 30 40 50 60 70
Percent Who Strongly Agree

Kentucky Competitors

DESTINATION IMAGE VS. COMPETITION - WORRY-FREE



DESTINATION IMAGE VS. COMPETITION – SPORTS AND RECREATION



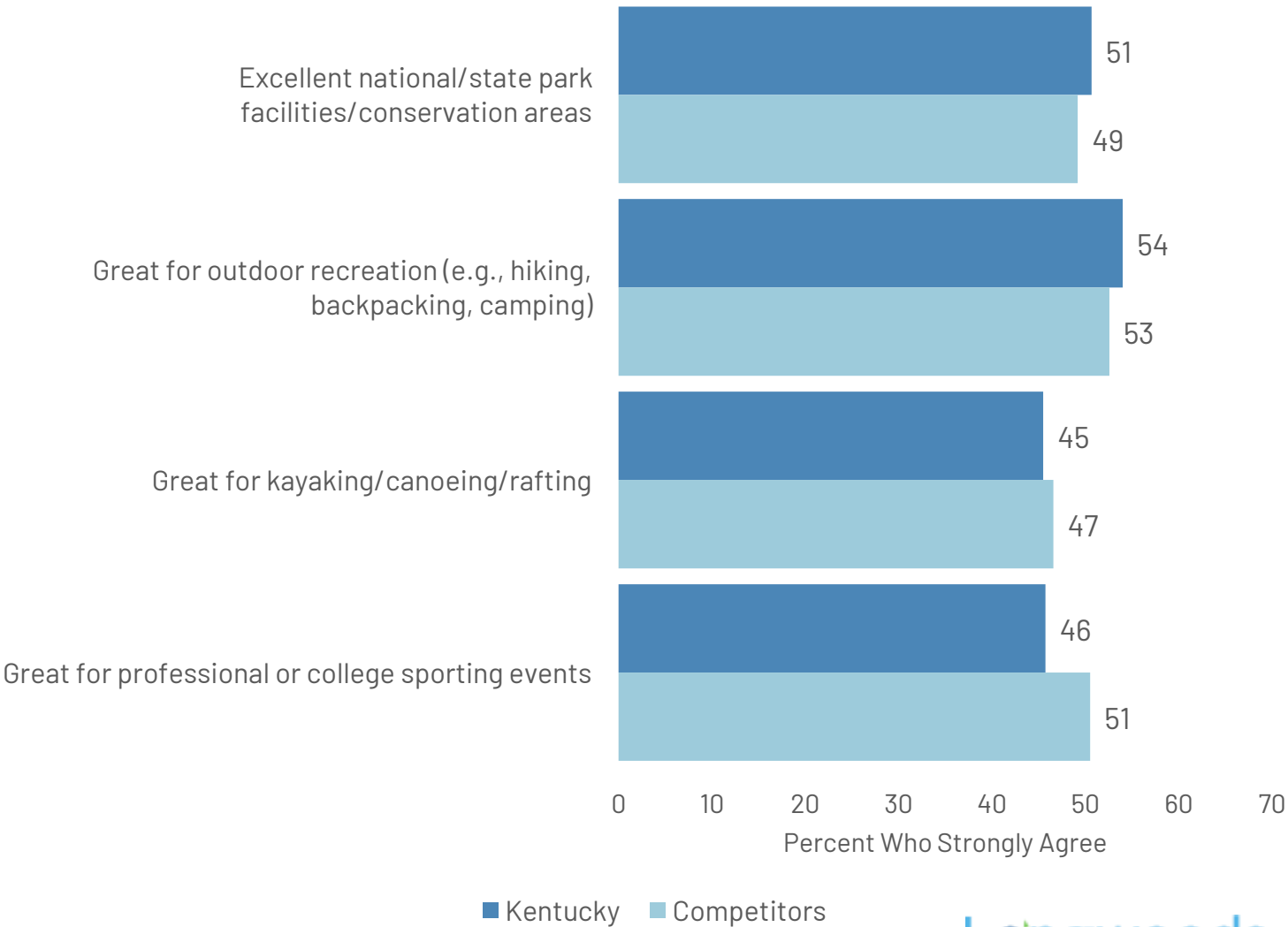
Sports and Recreation

Kentucky*

49

Competitors*

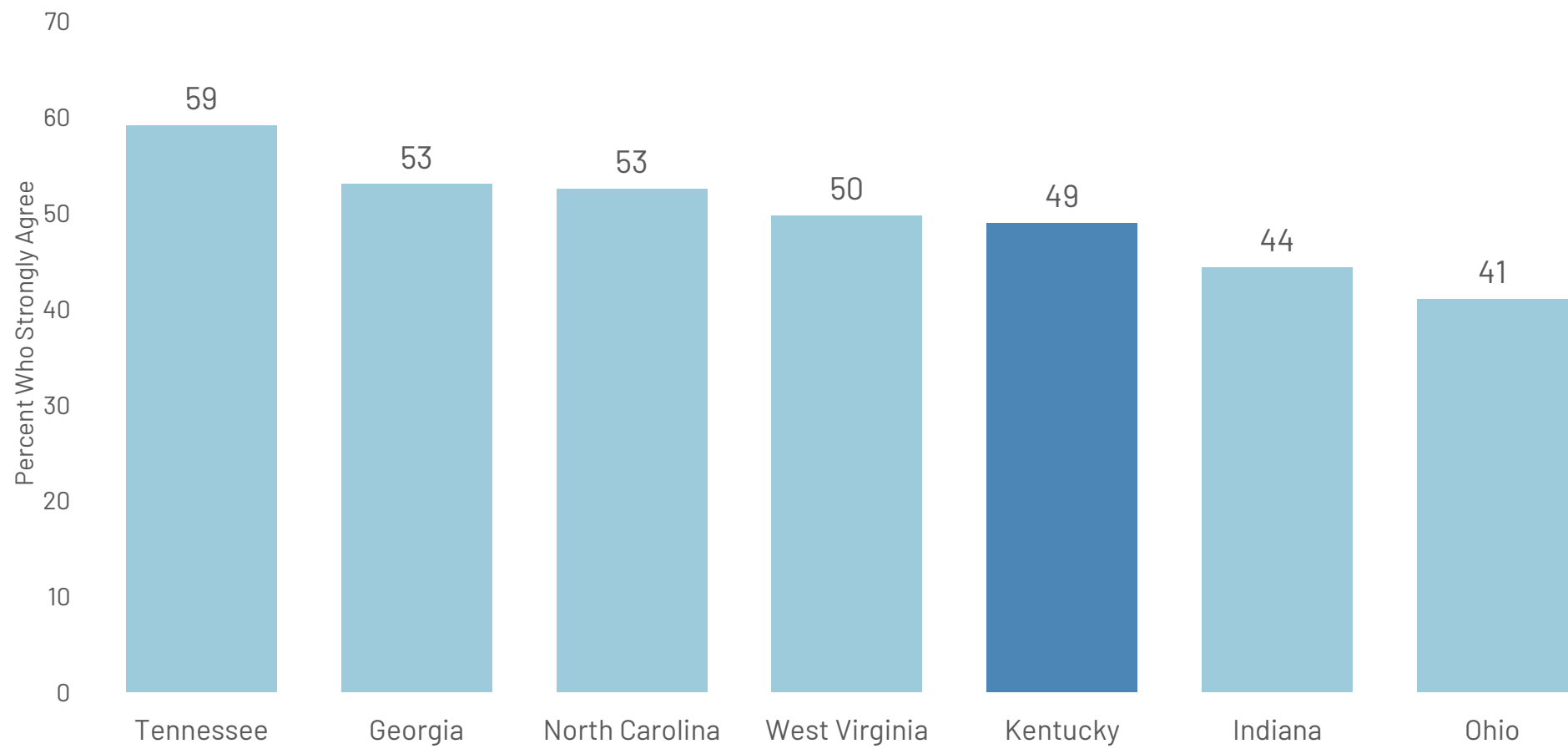
50



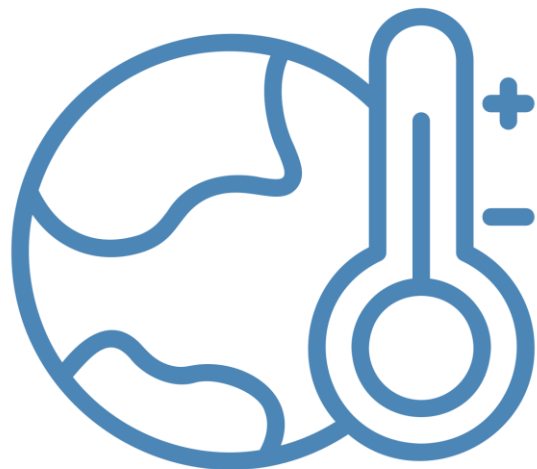
Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION – SPORTS AND RECREATION



DESTINATION IMAGE VS. COMPETITION - CLIMATE



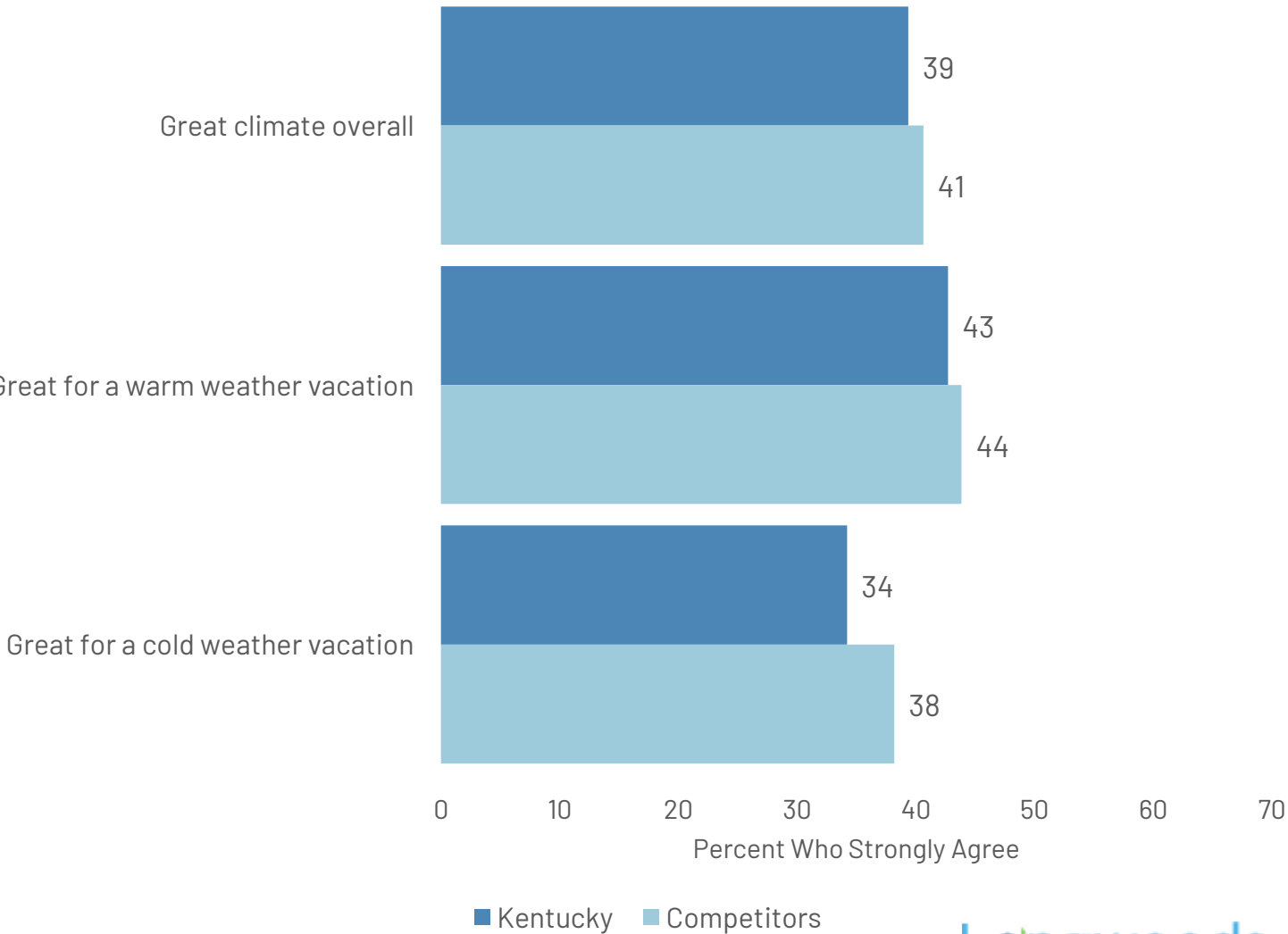
Climate

Kentucky*

39

Competitors*

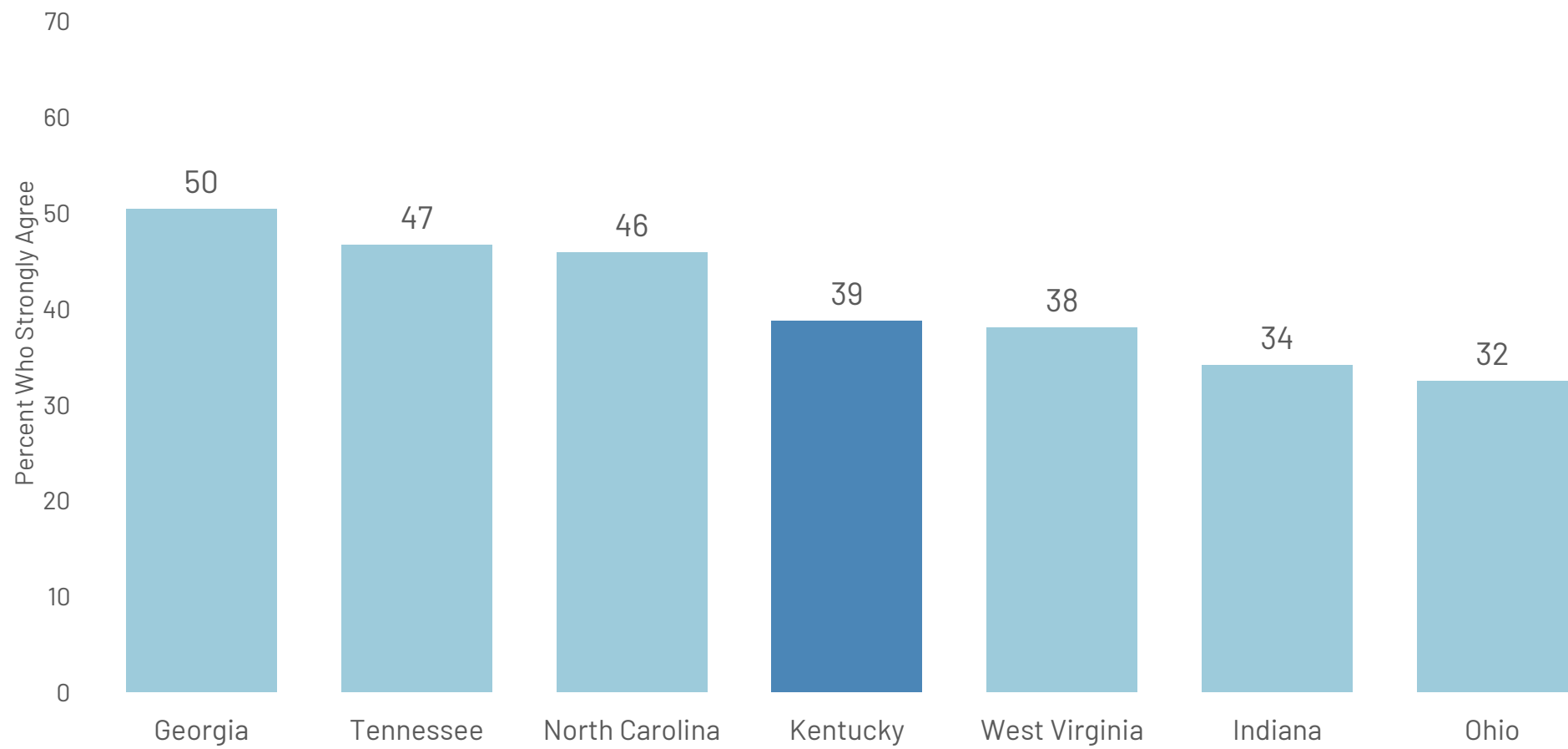
41



Hot Button

*Percent who strongly agree
Base: New Markets

DESTINATION IMAGE VS. COMPETITION - CLIMATE



DESTINATION IMAGE VS. COMPETITION - AFFORDABLE



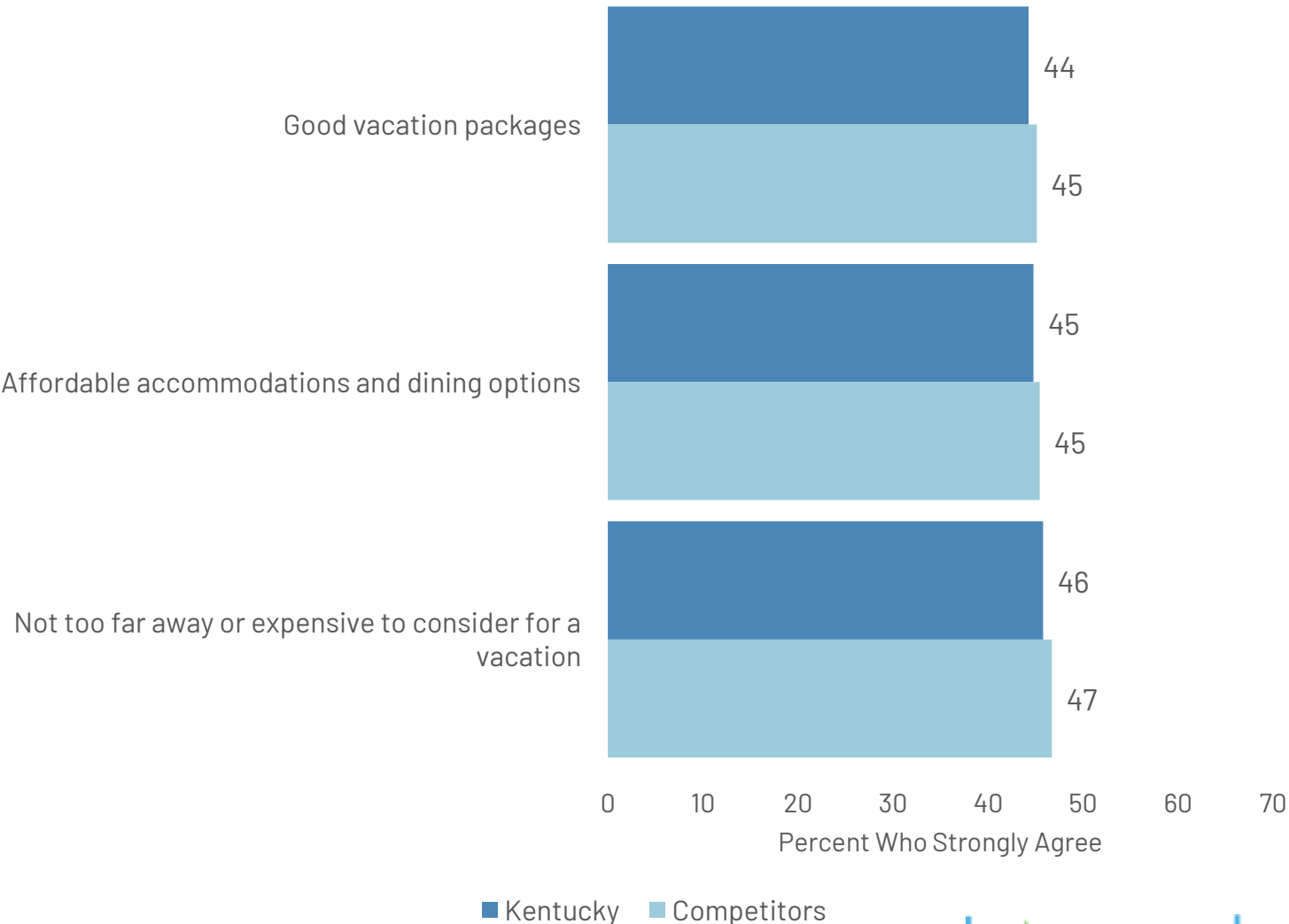
Affordable

Kentucky*

45

Competitors*

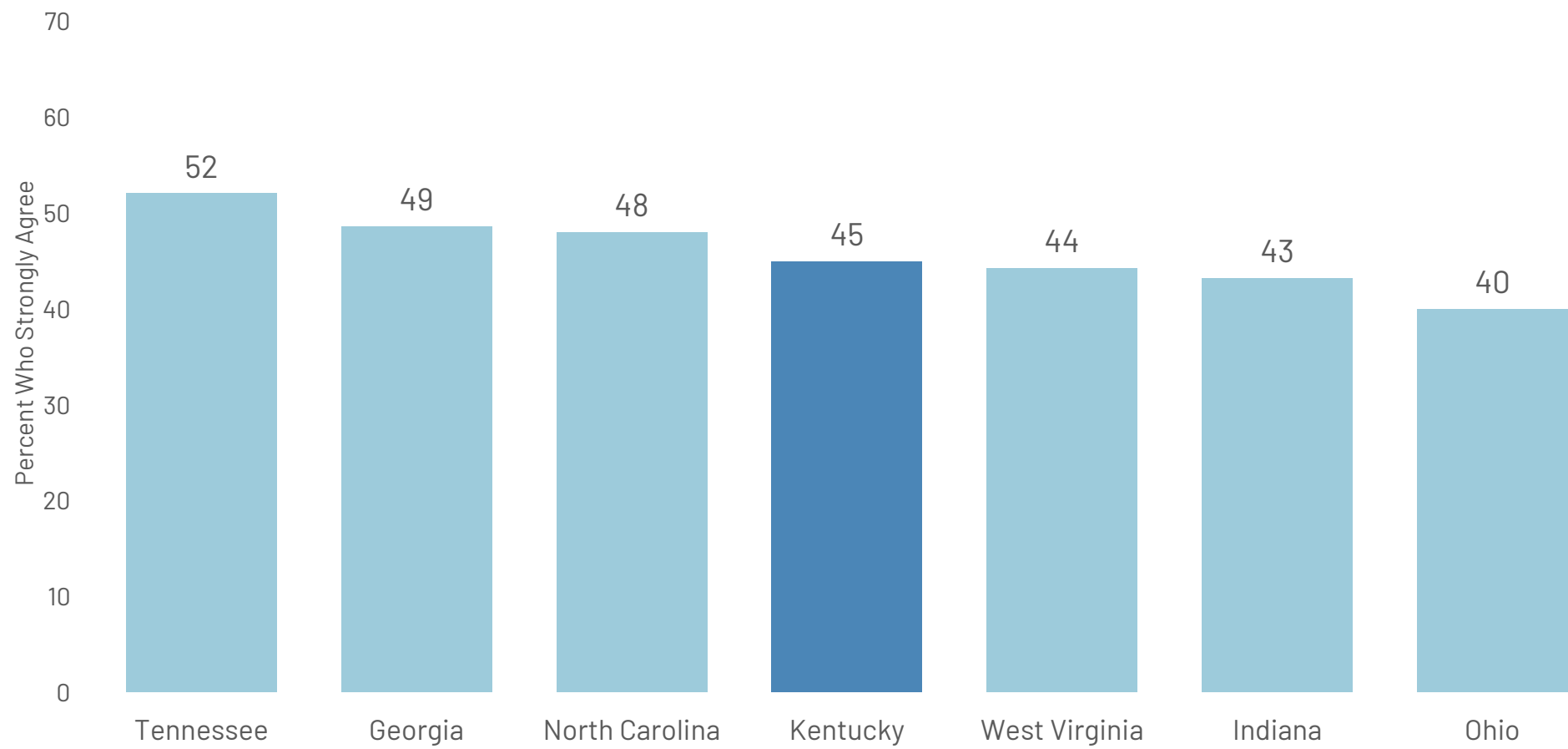
46



Hot Button

*Percent who strongly agree
Base: New Markets

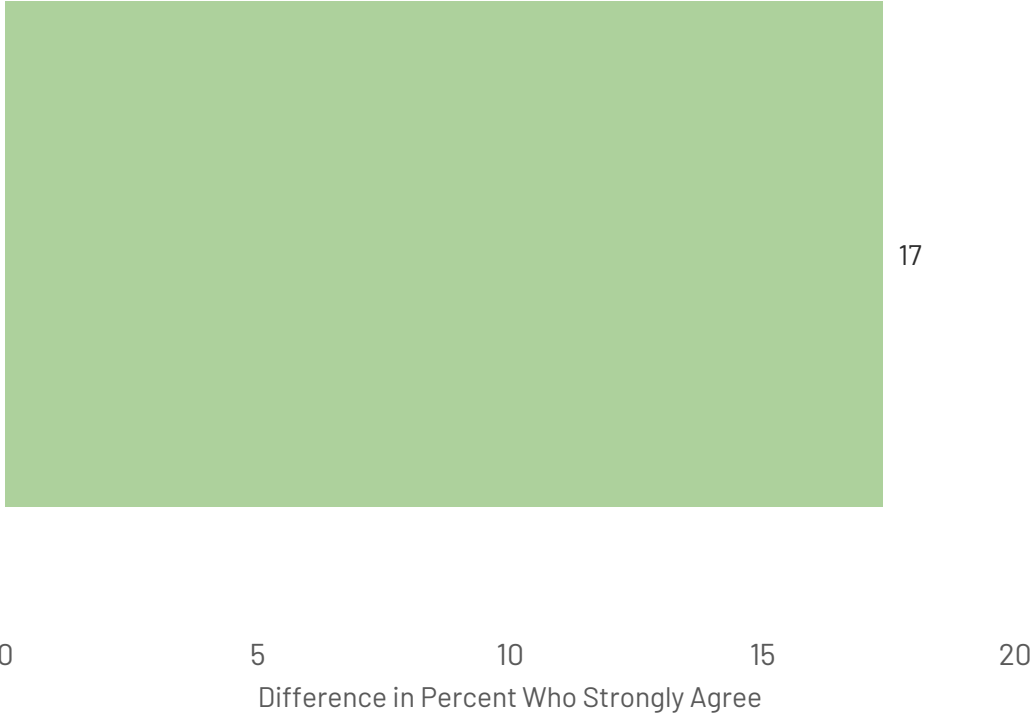
DESTINATION IMAGE VS. COMPETITION – AFFORDABLE



DESTINATION IMAGE STRENGTHS VS. COMPETITION

"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of **Kentucky** vs. **The Total Competitive Set.**

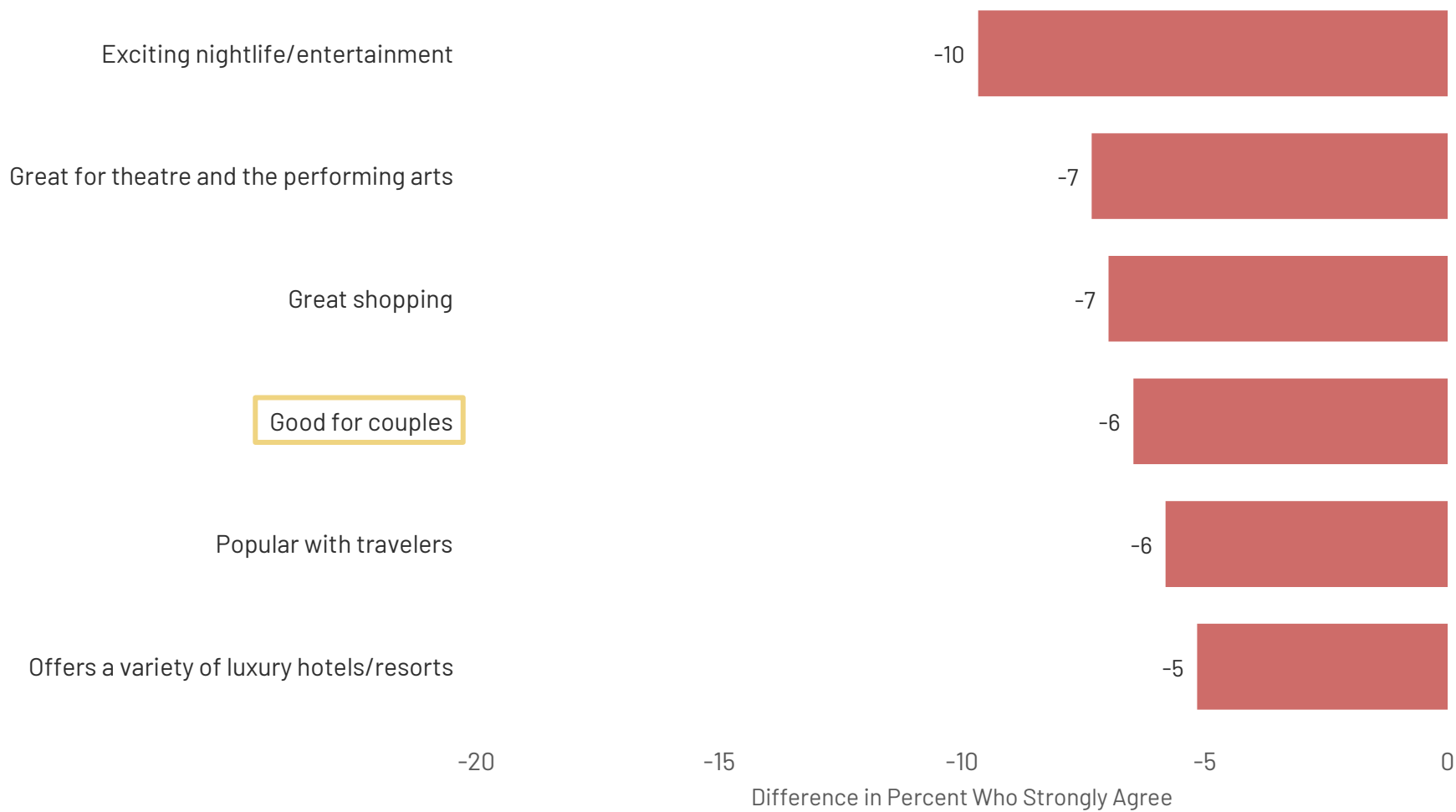
Unique distillery tours



Hot Button

Base: New Markets

DESTINATION IMAGE WEAKNESSES VS. COMPETITION



Kentucky underperforms for the six perceptions & attributes in the adjacent graph versus its combined competitive set.

Hot Button

Base: New Markets



["HALO EFFECT" ON ECONOMIC DEVELOPMENT]



WHAT IS THE "HALO EFFECT"?

THE "HALO EFFECT"

Research has long demonstrated that tourism advertising and the visitation it inspires have a **positive impact on consumers' image** of destinations as a place for leisure travel and recreation.

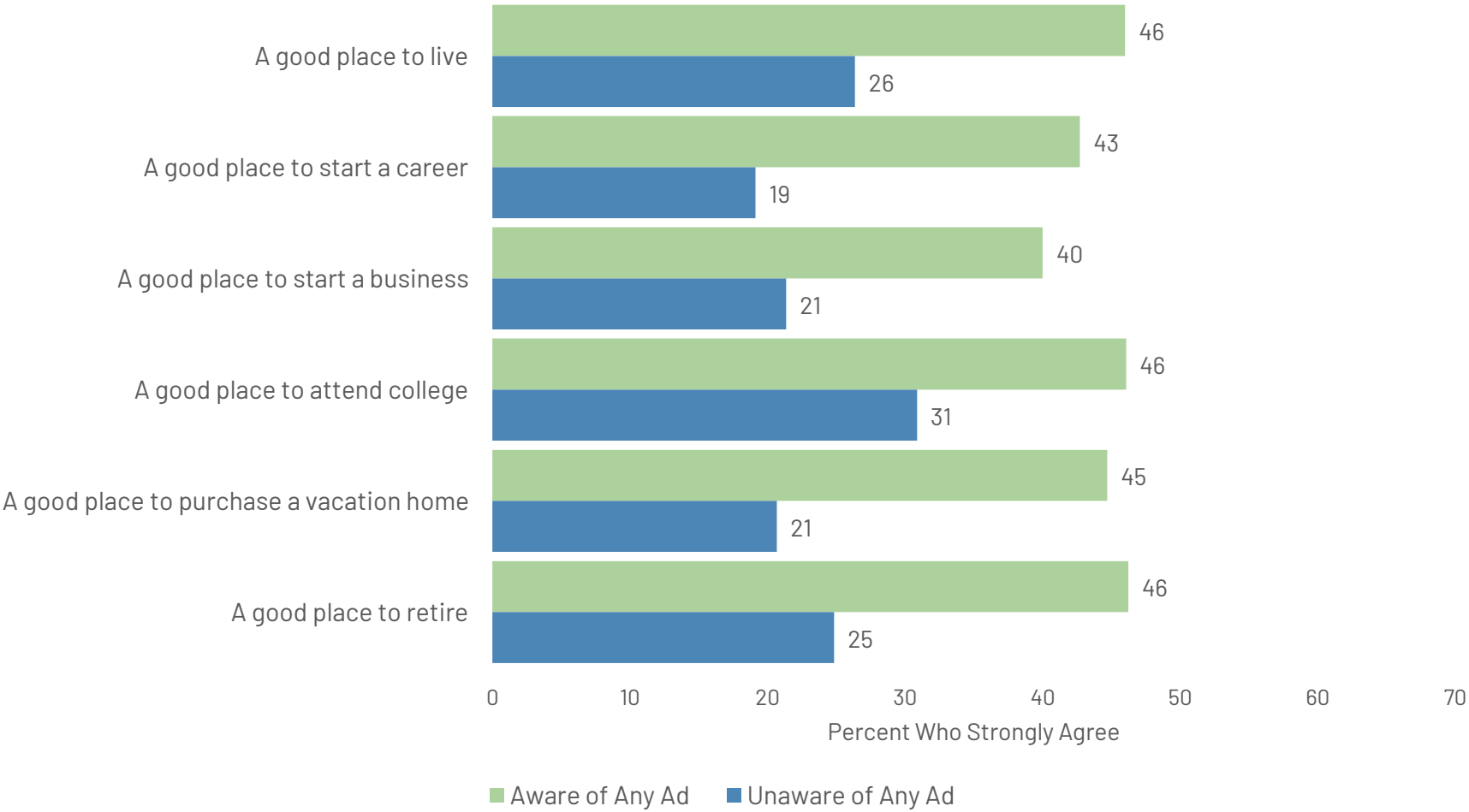
Applying the psychological concept of the **"halo effect"** to tourism promotion advertising, Longwoods set out to determine if gains in image for Kentucky from its tourism advertising would extend beyond the appeal as a place to visit. Could it be that **economic objectives could also be achieved**, such as viewing Kentucky more favorably as a place to live, work, start a business, attend college, purchase a vacation home and retire?



IMPACT OF *TOURISM AD AWARENESS* ON ECONOMIC DEVELOPMENT

In the first Halo Effect data analysis, Longwoods compared the percentage of New advertising market travelers aware of Kentucky's advertising, who strongly agreed with each of the economic development variables, to travelers that were unaware of the campaign.

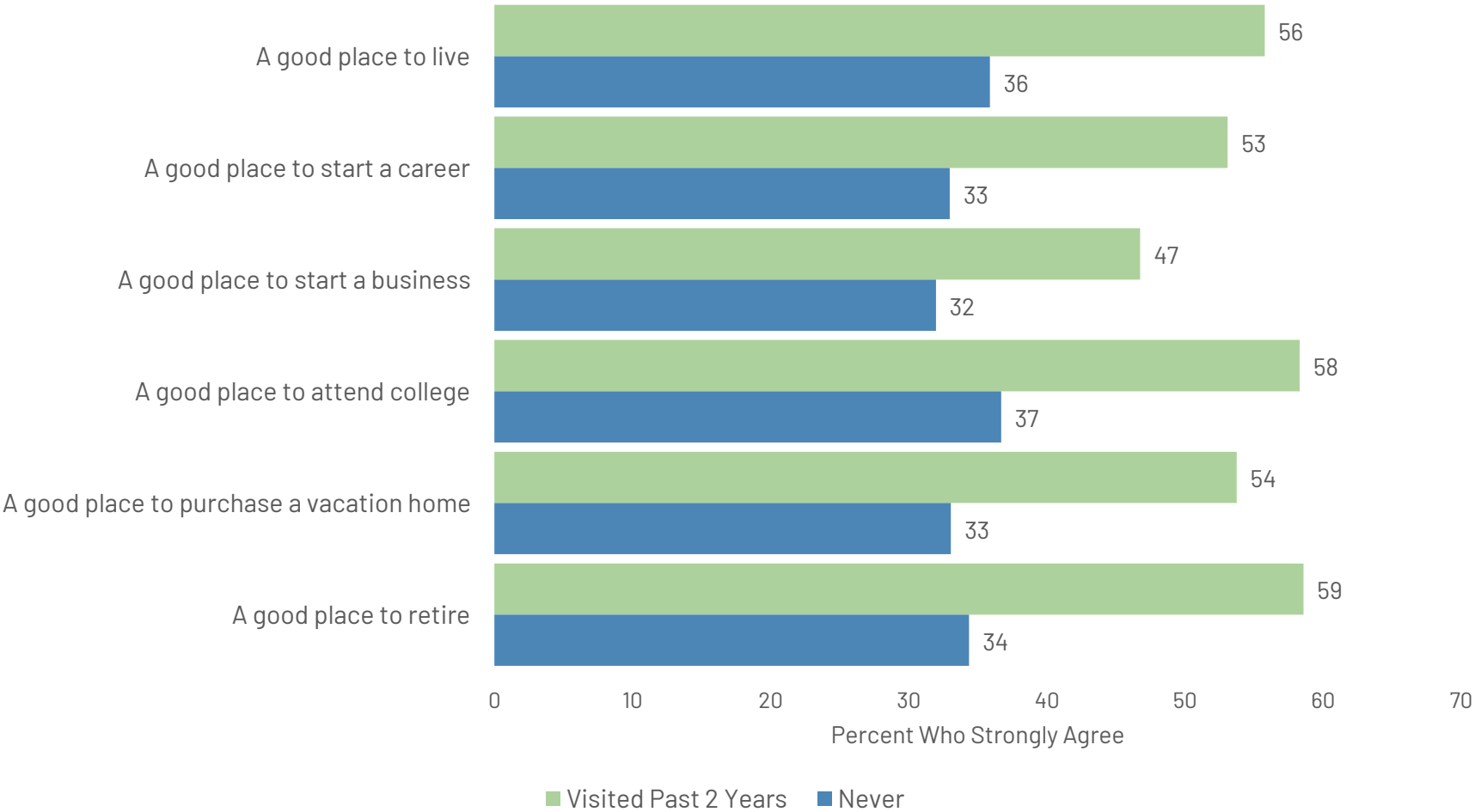
Those who saw the advertising rated Kentucky higher on all the economic development indicators.



IMPACT OF VISITATION ON ECONOMIC DEVELOPMENT

Next, Longwoods compared the percentage of New advertising market travelers who have visited the state recently to those who have never visited.

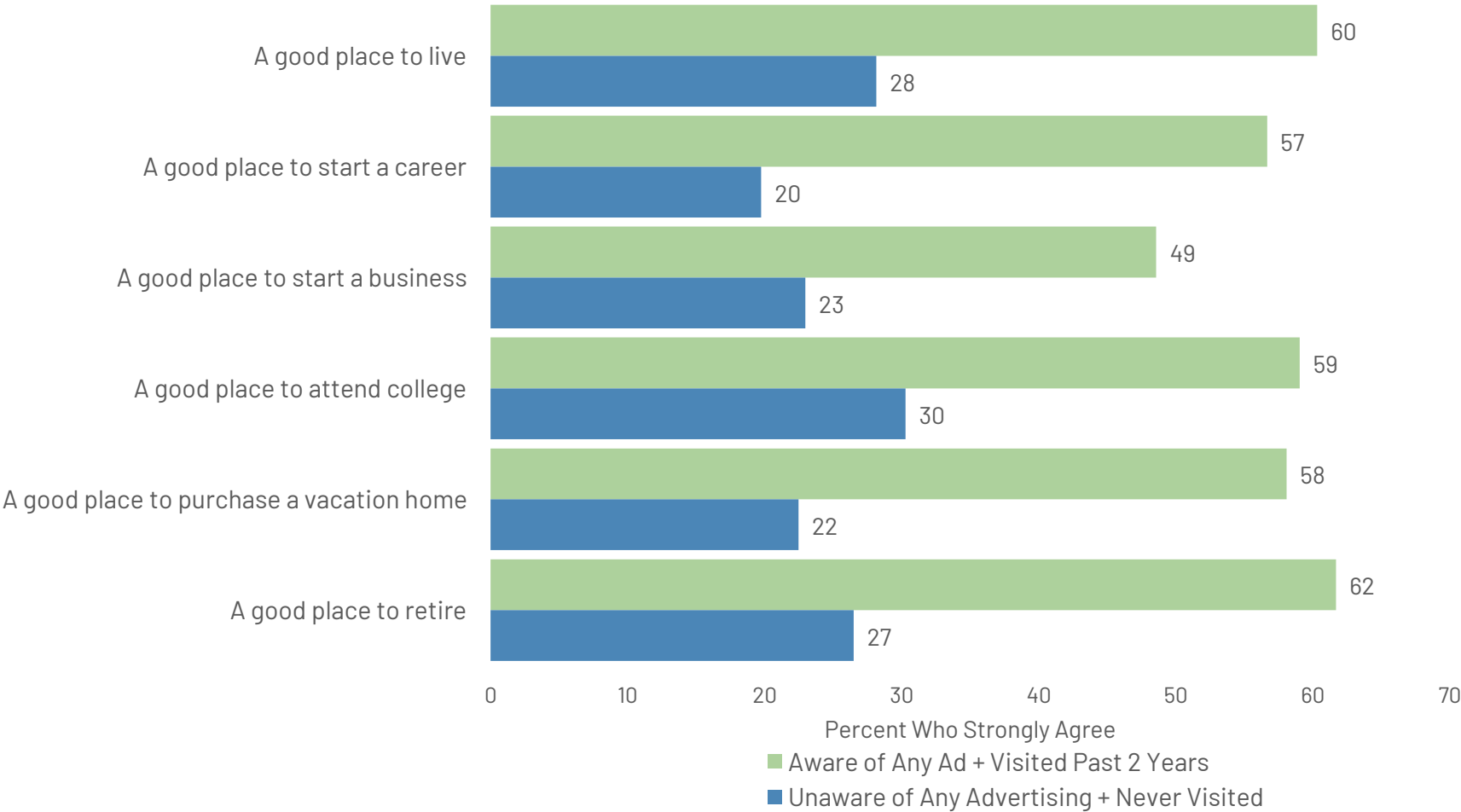
New advertising market travelers who visited Kentucky during the past two years also consistently rated Kentucky higher than those who have never visited.



IMPACT OF AWARENESS + VISITATION ON ECONOMIC DEVELOPMENT

In the final Halo analysis, Longwoods compared the strongly agree results of New markets travelers who were both aware of Kentucky's advertising and have visited in the past 2 years to those who were unaware of the campaign and have never visited.

For each economic development objective, the most dramatic improvement in image was among those New markets travelers who were both exposed to the advertising campaign message and who also visited Kentucky.





APPENDIX: DESTINATION IMAGE
STRENGTHS AND WEAKNESSES VS. INDIVIDUAL COMPETITION



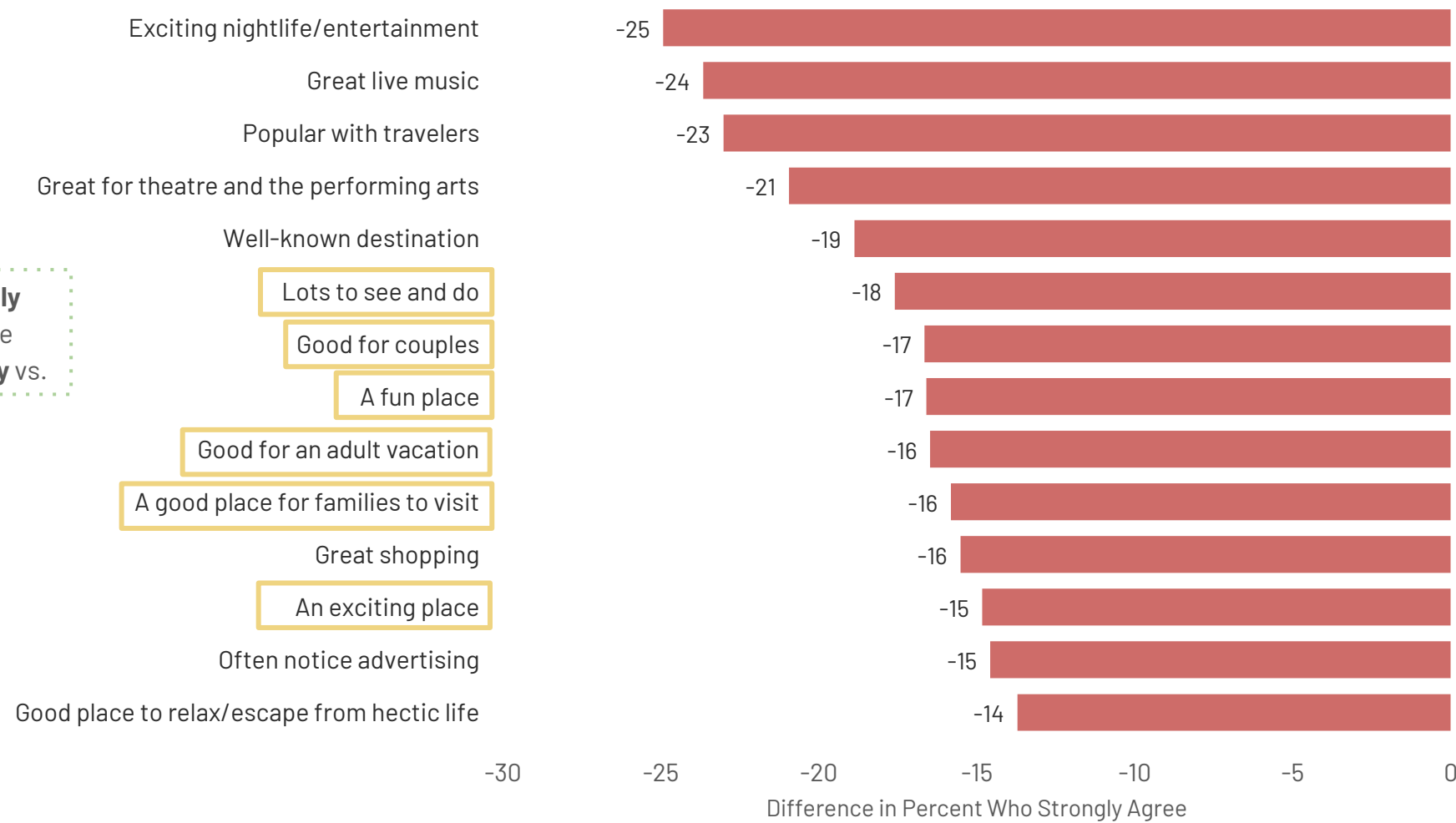


KENTUCKY VS. TENNESSEE:
DESTINATION IMAGE
STRENGTHS AND WEAKNESSES

THERE WERE NO SIGNIFICANT
PERCEIVED IMAGE STRENGTHS VS.
TENNESSEE

DESTINATION IMAGE WEAKNESSES VS. TENNESSEE

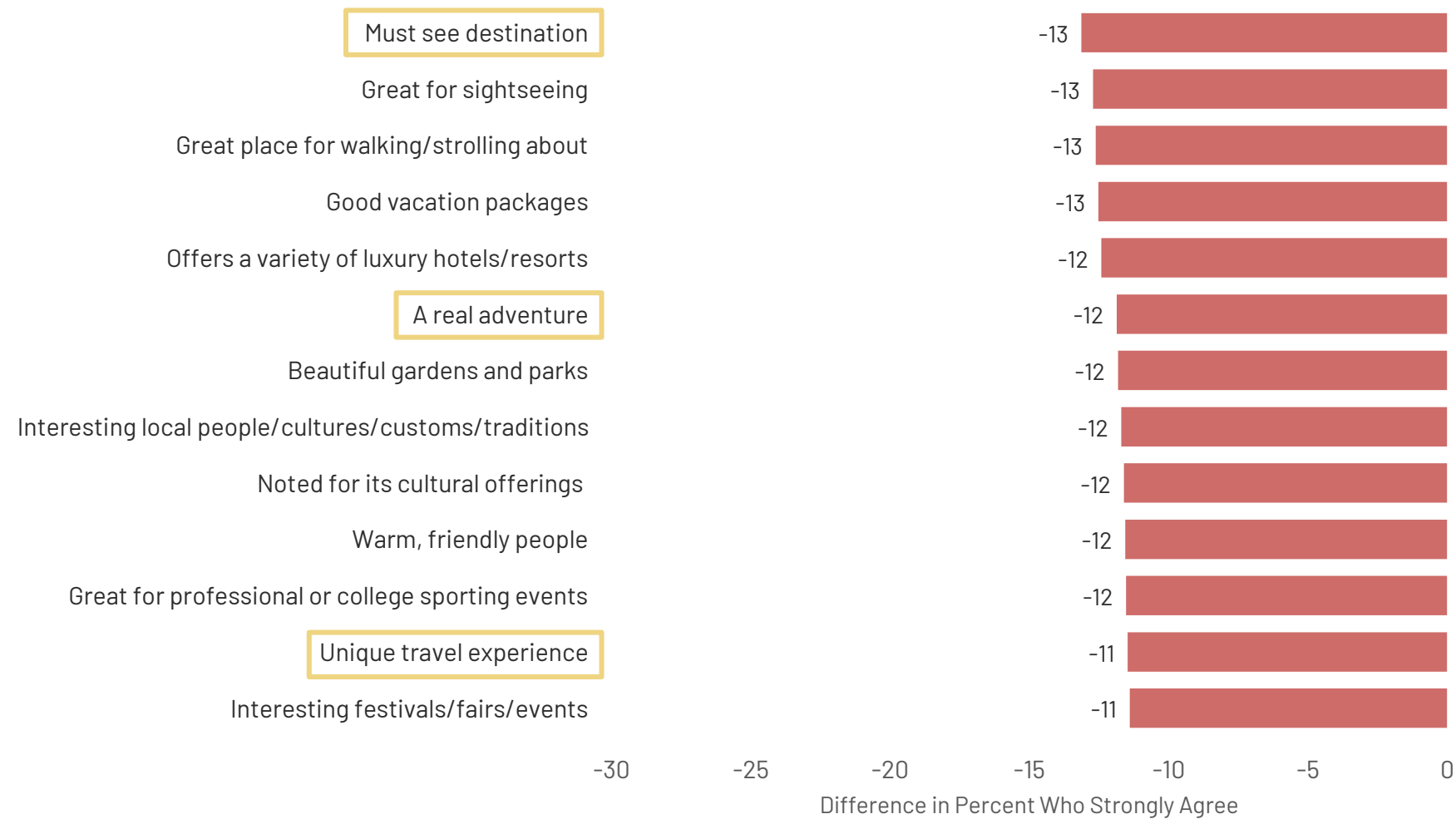
"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of **Kentucky** vs. **Tennessee**.



Hot Button

Base: New Markets

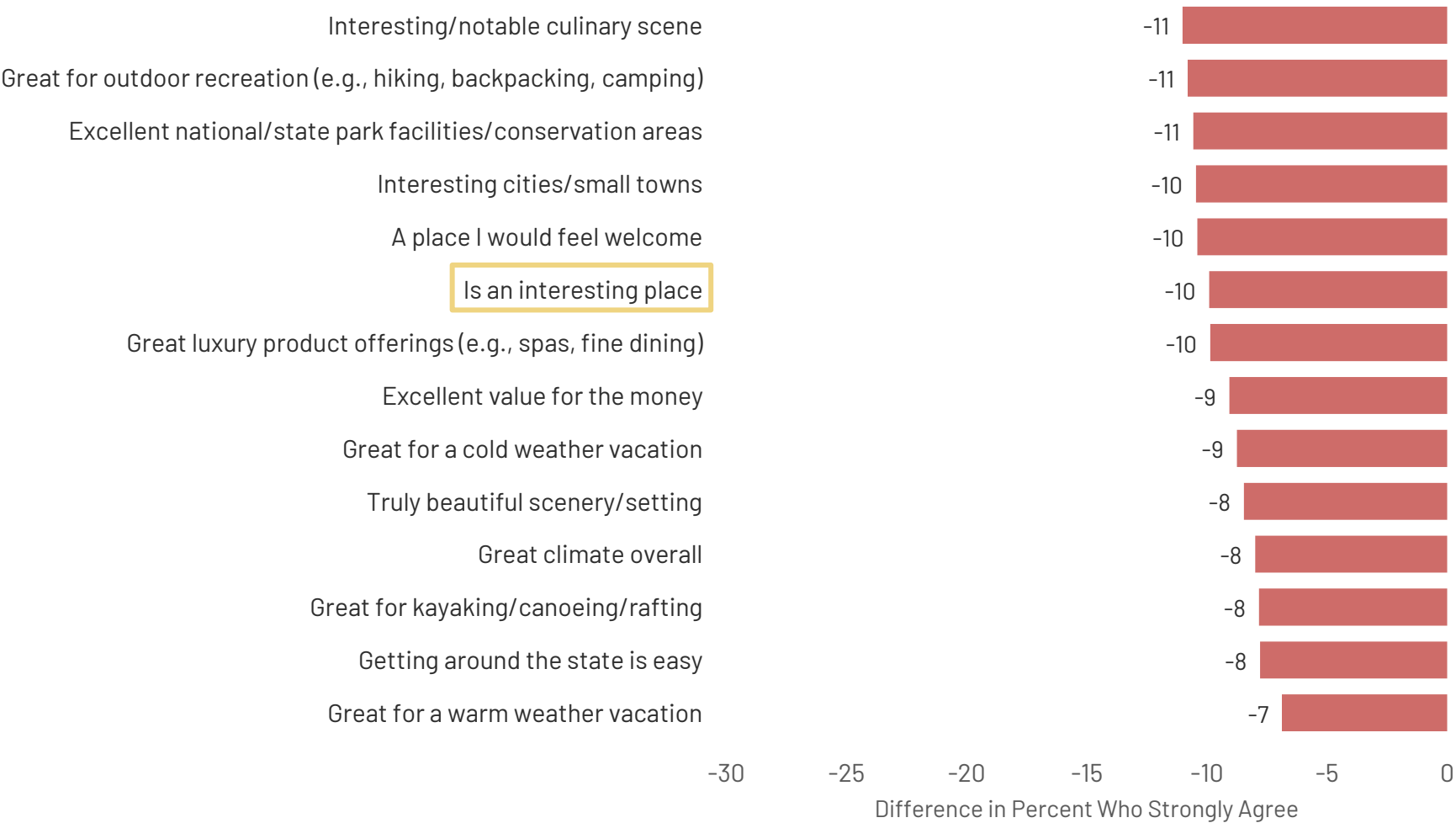
DESTINATION IMAGE WEAKNESSES VS. TENNESSEE



Hot Button

Base: New Markets

DESTINATION IMAGE WEAKNESSES VS. TENNESSEE



Hot Button

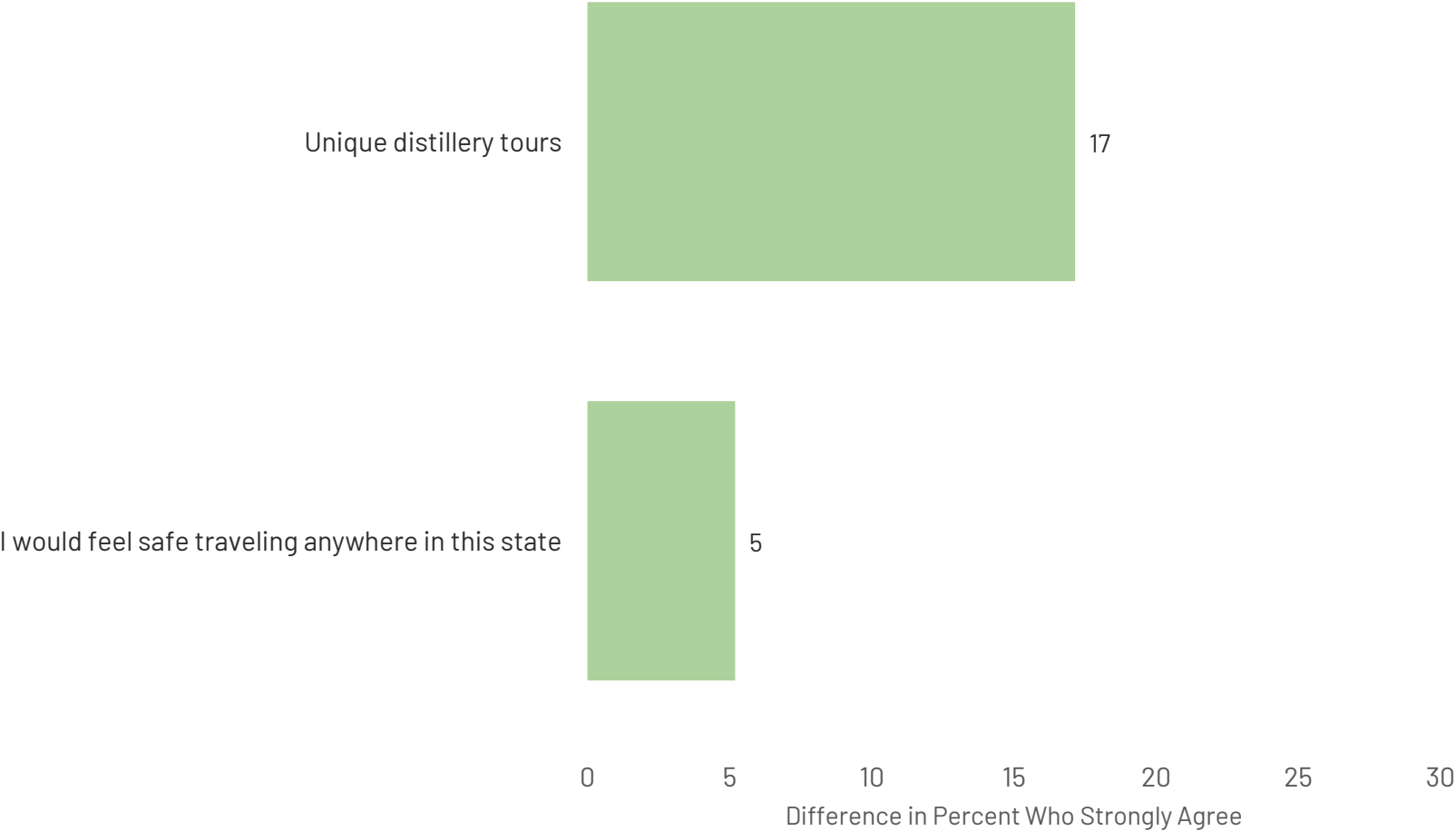
Base: New Markets



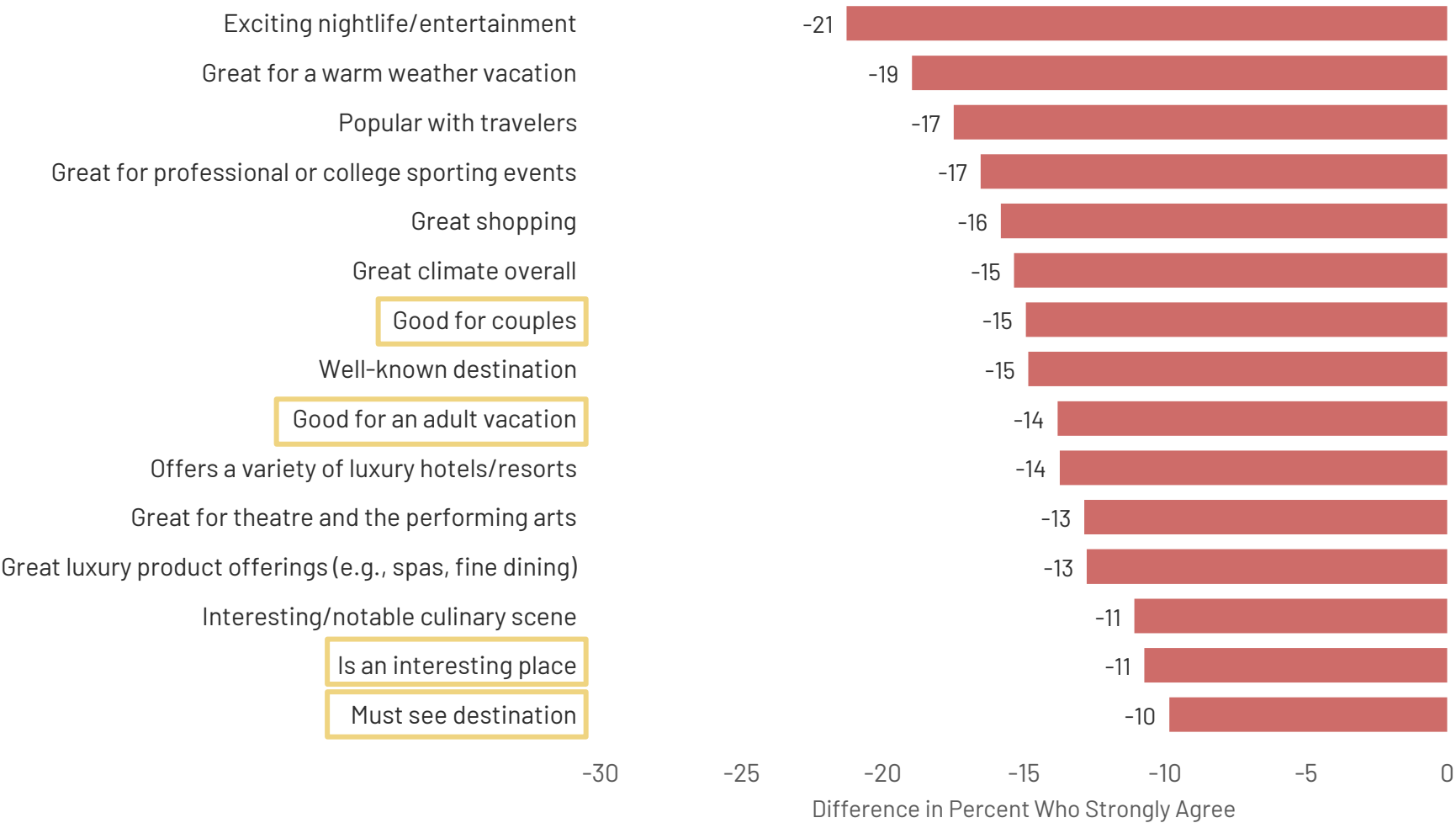
KENTUCKY VS. GEORGIA:
DESTINATION IMAGE
STRENGTHS AND WEAKNESSES

DESTINATION IMAGE STRENGTHS VS. GEORGIA

"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of **Kentucky** vs. **Georgia**.



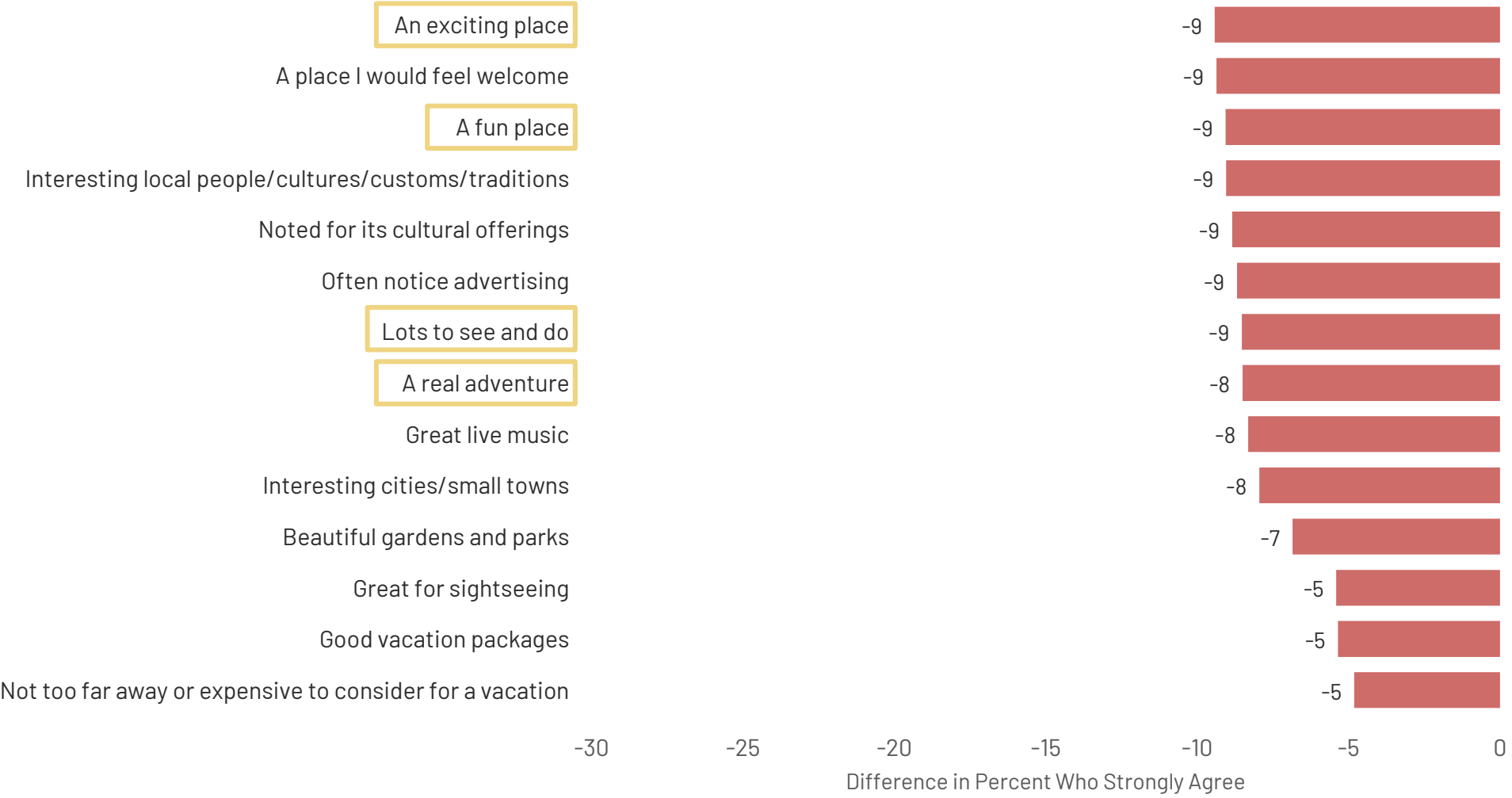
DESTINATION IMAGE WEAKNESSES VS. GEORGIA



Hot Button

Base: New Markets

DESTINATION IMAGE WEAKNESSES VS. GEORGIA



Hot Button

Base: New Markets



KENTUCKY VS. INDIANA:
DESTINATION IMAGE
STRENGTHS AND WEAKNESSES

DESTINATION IMAGE STRENGTHS VS. INDIANA

"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of **Kentucky** vs. **Indiana**.



Hot Button

Base: New Markets

DESTINATION IMAGE STRENGTHS VS. INDIANA



Hot Button

Base: New Markets

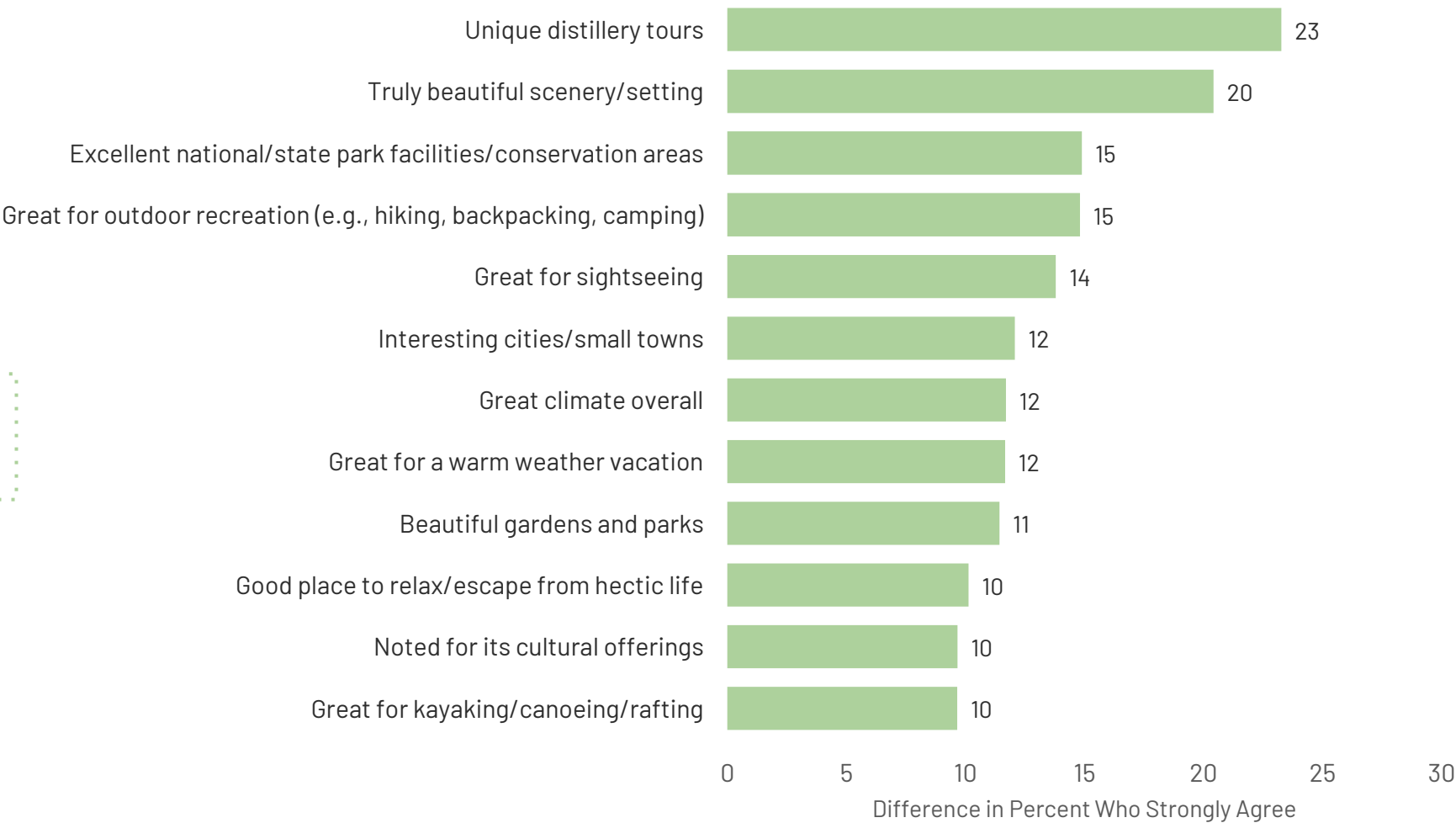
**THERE WERE NO SIGNIFICANT
PERCEIVED IMAGE WEAKNESSES VS.
INDIANA**



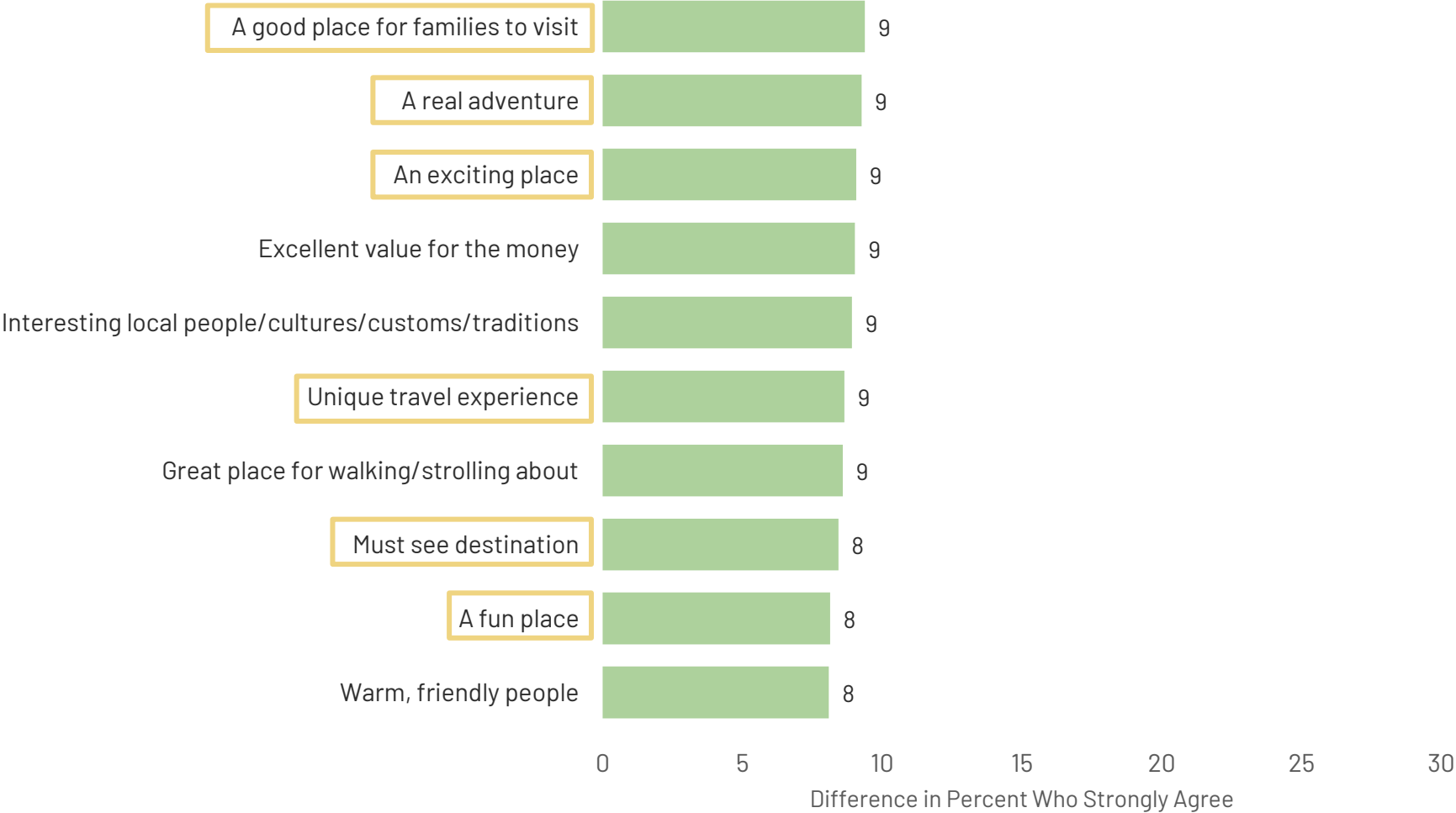
KENTUCKY VS. OHIO:
DESTINATION IMAGE
STRENGTHS AND WEAKNESSES

DESTINATION IMAGE STRENGTHS VS. OHIO

"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of **Kentucky** vs. **Ohio**.



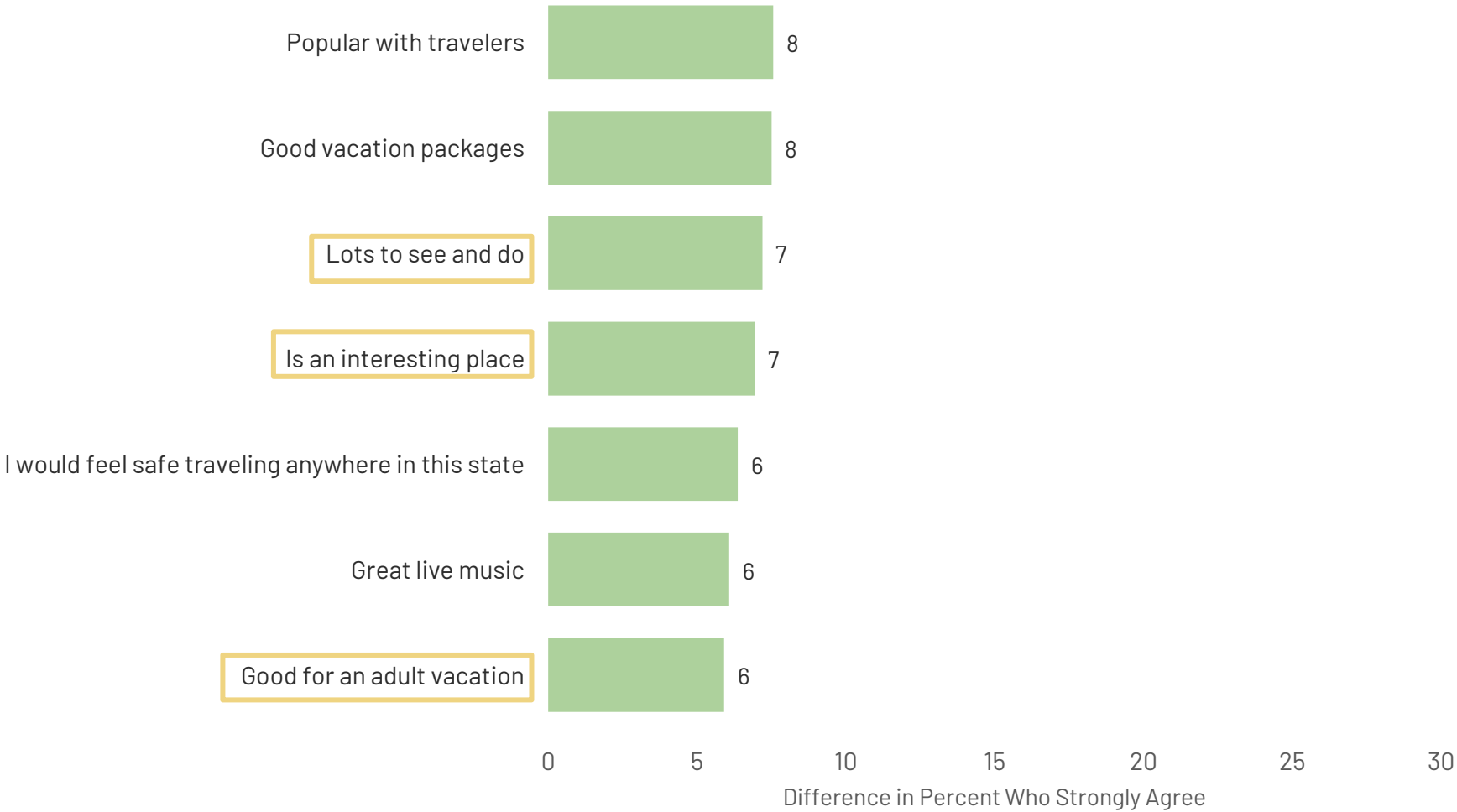
DESTINATION IMAGE STRENGTHS VS. OHIO



Hot Button

Base: New Markets

DESTINATION IMAGE STRENGTHS VS. OHIO



Hot Button

Base: New Markets

DESTINATION IMAGE WEAKNESSES VS. OHIO

Great for professional or college sporting events

-7



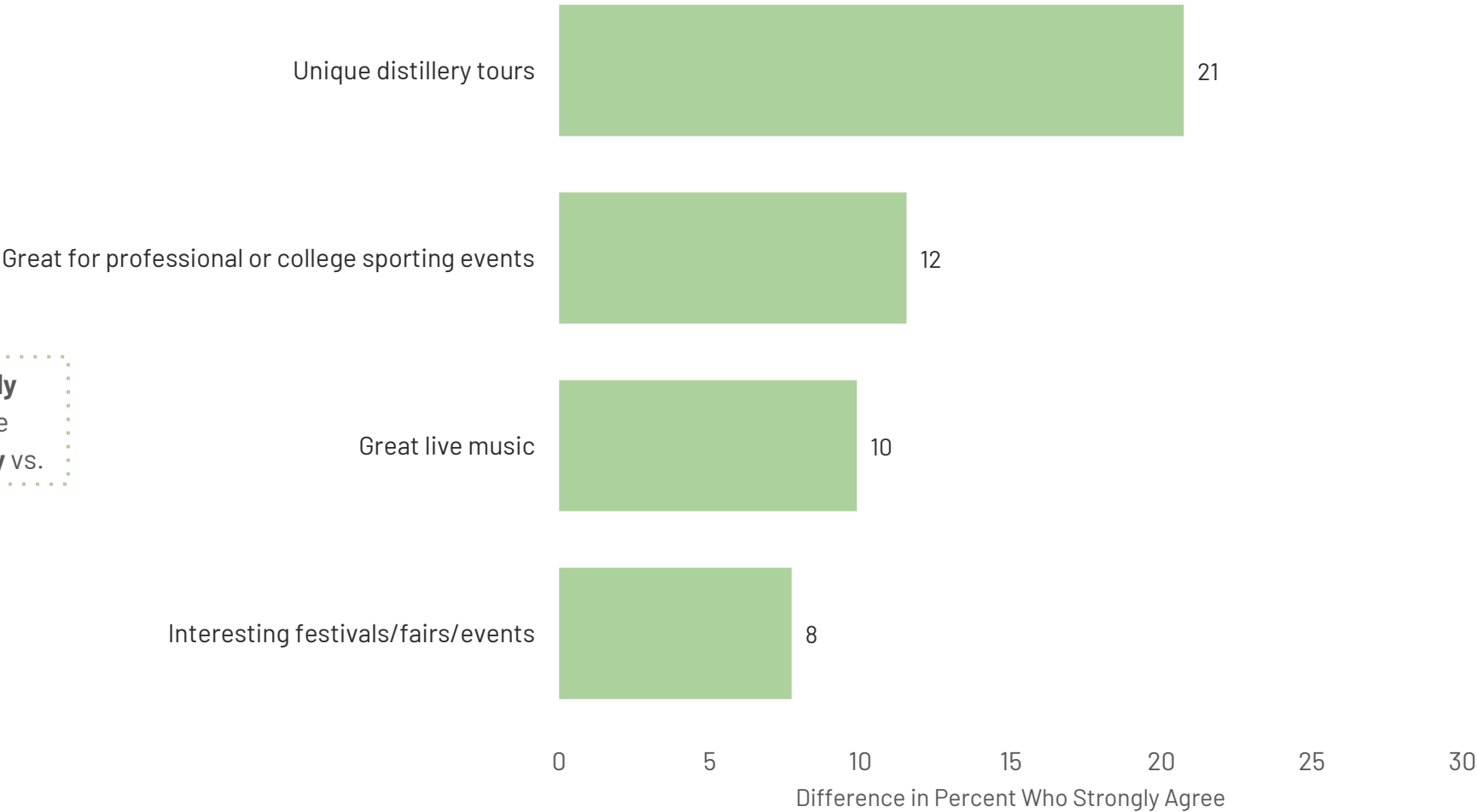
-30 -25 -20 -15 -10 -5 0
Difference in Percent Who Strongly Agree



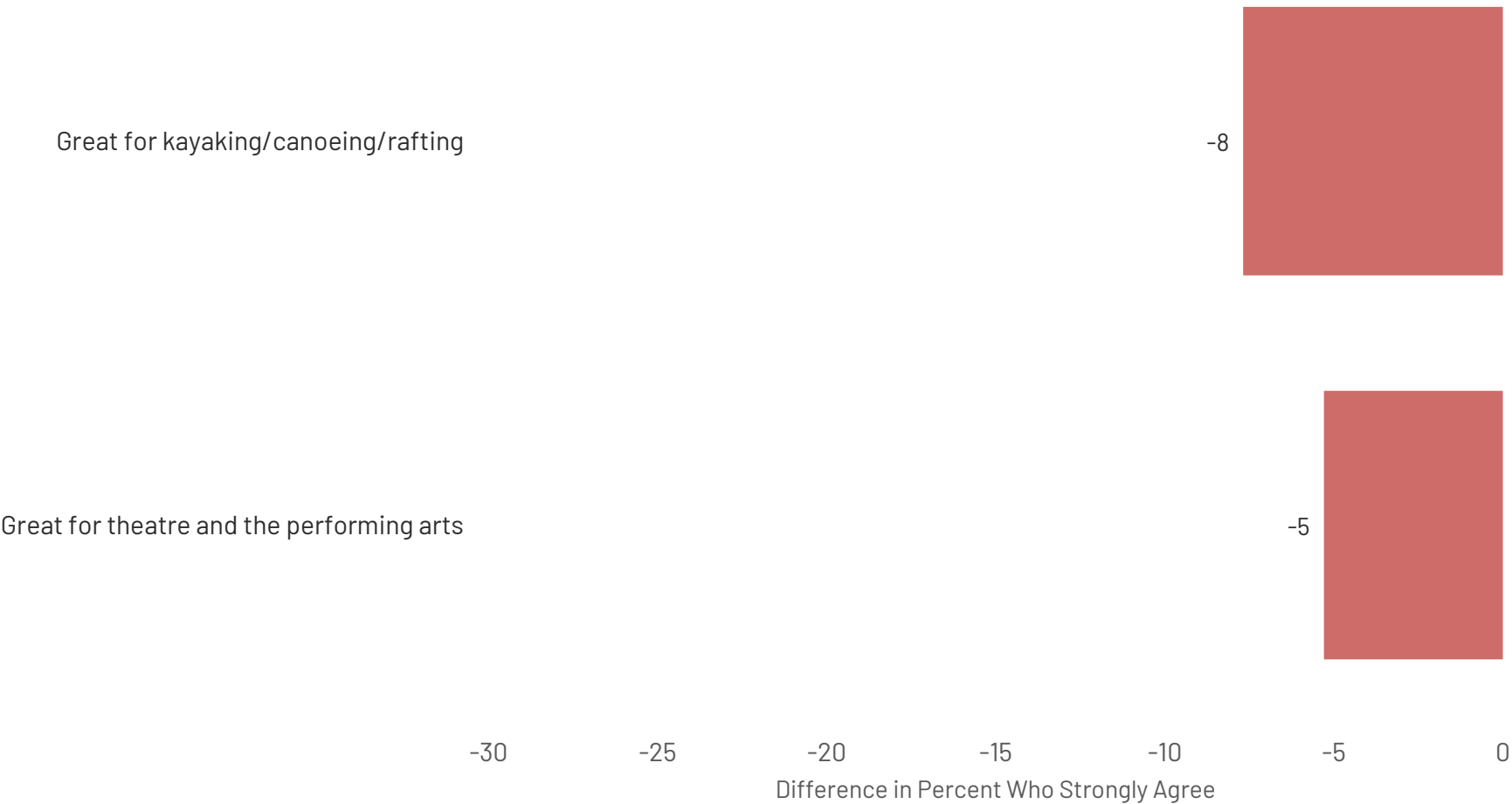
KENTUCKY VS. WEST VIRGINIA:
DESTINATION IMAGE
STRENGTHS AND WEAKNESSES

DESTINATION IMAGE STRENGTHS VS. WEST VIRGINIA

"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of **Kentucky** vs. **West Virginia**.



DESTINATION IMAGE WEAKNESSES VS. WEST VIRGINIA

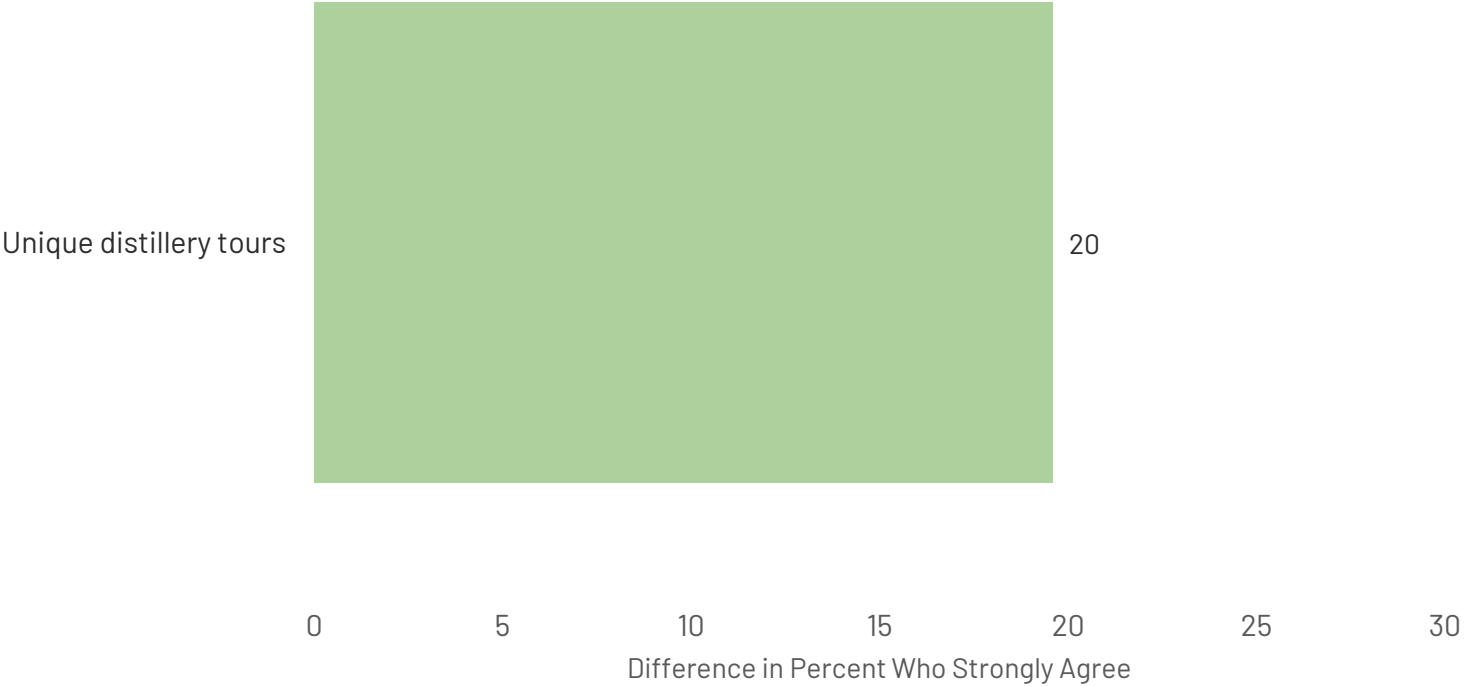




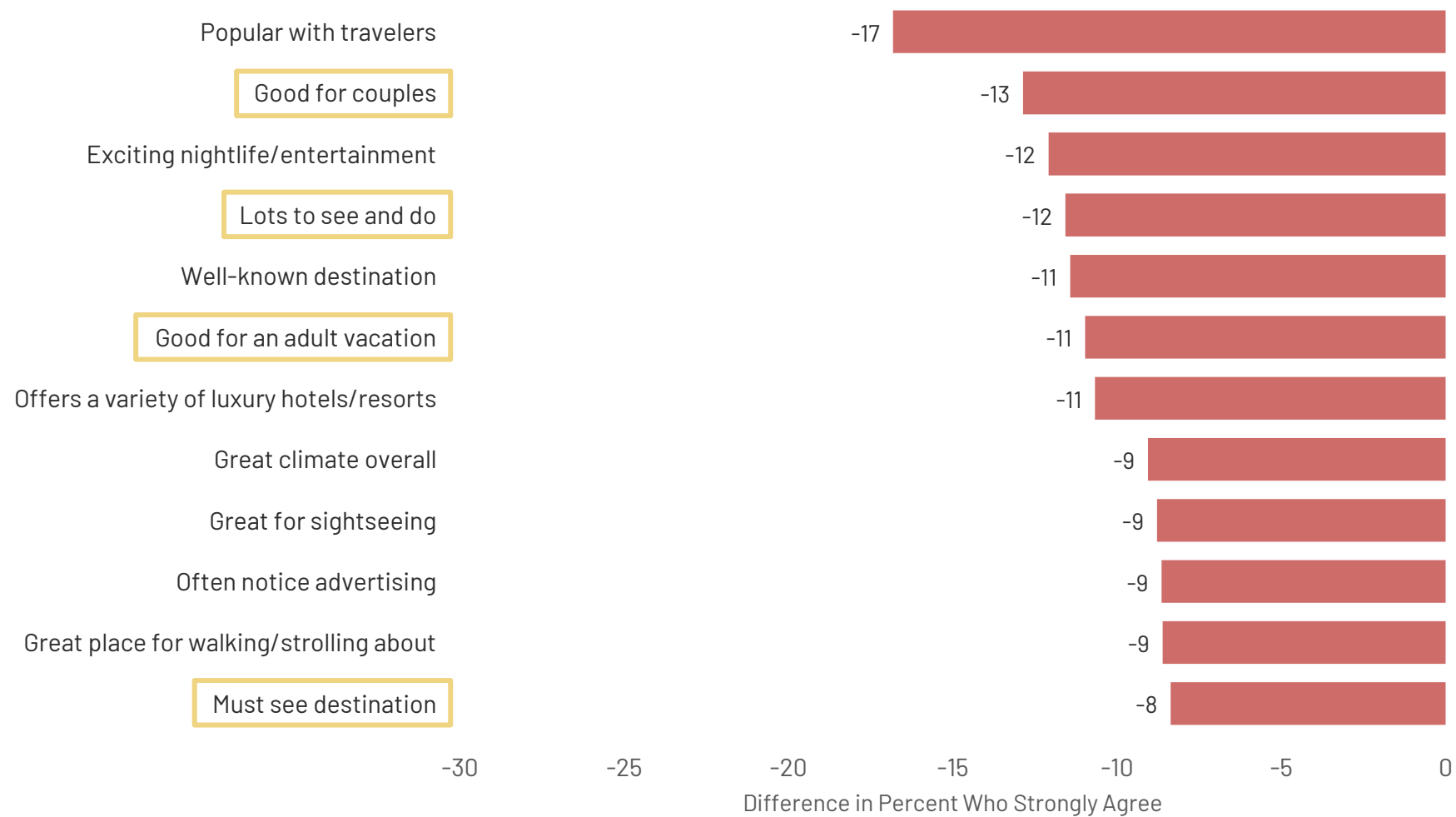
KENTUCKY VS. NORTH CAROLINA:
DESTINATION IMAGE
STRENGTHS AND WEAKNESSES

DESTINATION IMAGE STRENGTHS VS. NORTH CAROLINA

"Difference in Percent Who Strongly Agree" is taken from comparing the destination image ratings of **Kentucky** vs. **North Carolina**.



DESTINATION IMAGE WEAKNESSES VS. NORTH CAROLINA



Hot Button

Base: New Markets

DESTINATION IMAGE WEAKNESSES VS. NORTH CAROLINA



Hot Button

Base: New Markets

TEAM 
KENTUCKY®

Longwoods
INTERNATIONAL