



# Travel USA Visitor Profile

Day Visitation

TEAM  **KENTUCKY.**<sup>®</sup>

2024

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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 2024.

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 2024:



Day Base Size

1,676

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

TEAM  **KENTUCKY.**<sup>®</sup>

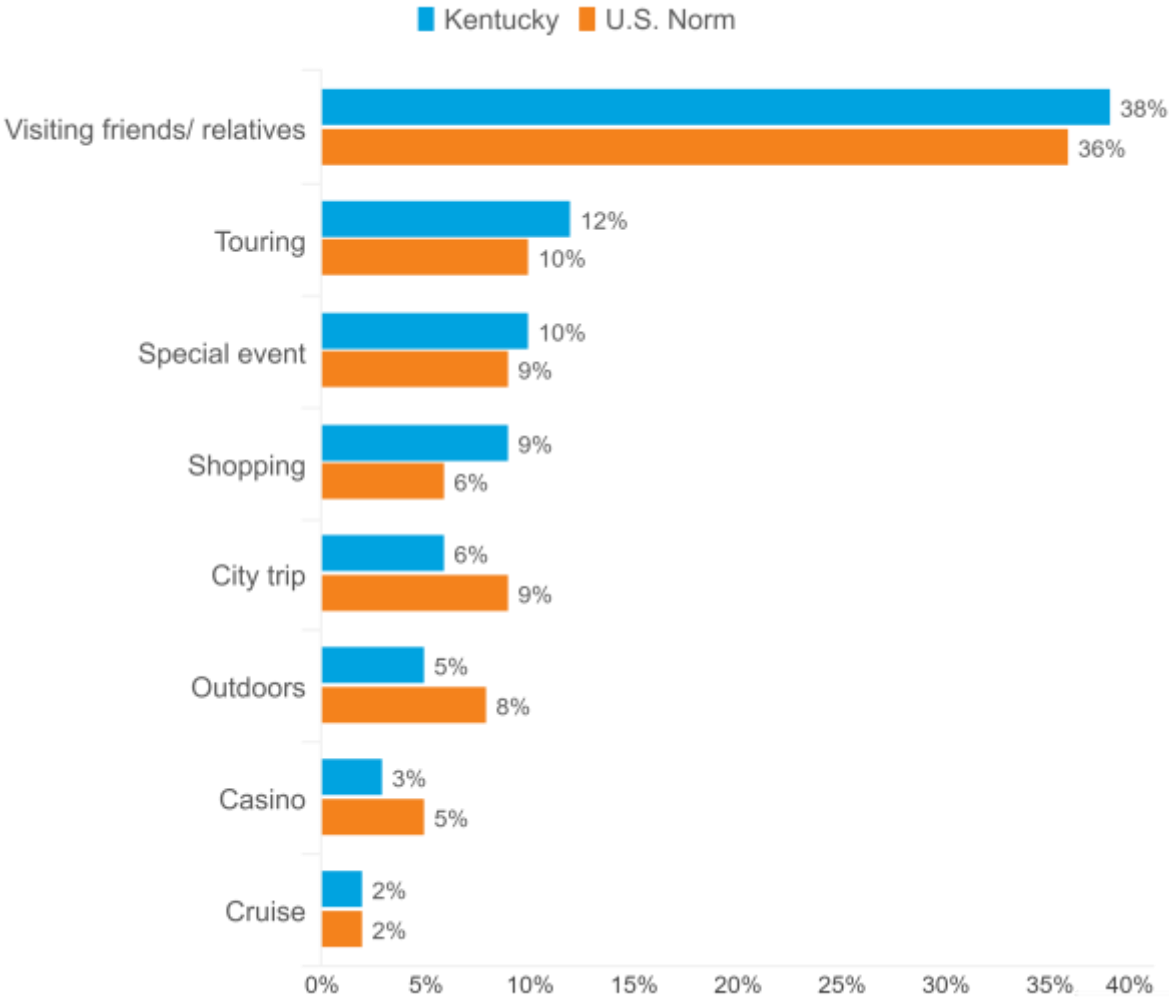
2024



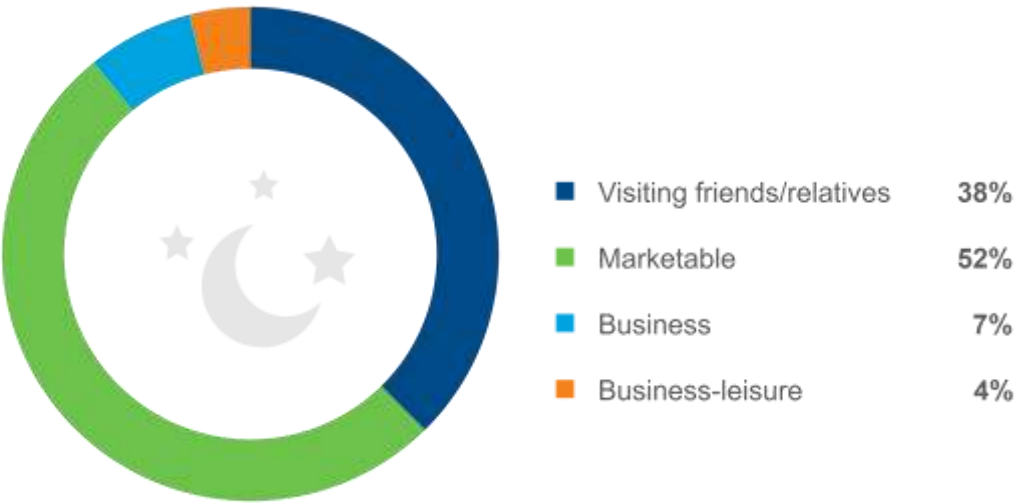
## Main Purpose of Trip

	2024
Visiting friends/ relatives	38%
Touring	12%
Special event	10%
Shopping	9%
City trip	6%
Outdoors	5%
Other business trip	5%
Business-Leisure	4%
Casino	3%
Cruise	2%
Theme park	2%
Conference/ Convention	1%
Ski/Snowboarding	1%
Golf Trip	1%
Resort	1%

## Main Purpose of Leisure Trip (Top 8)

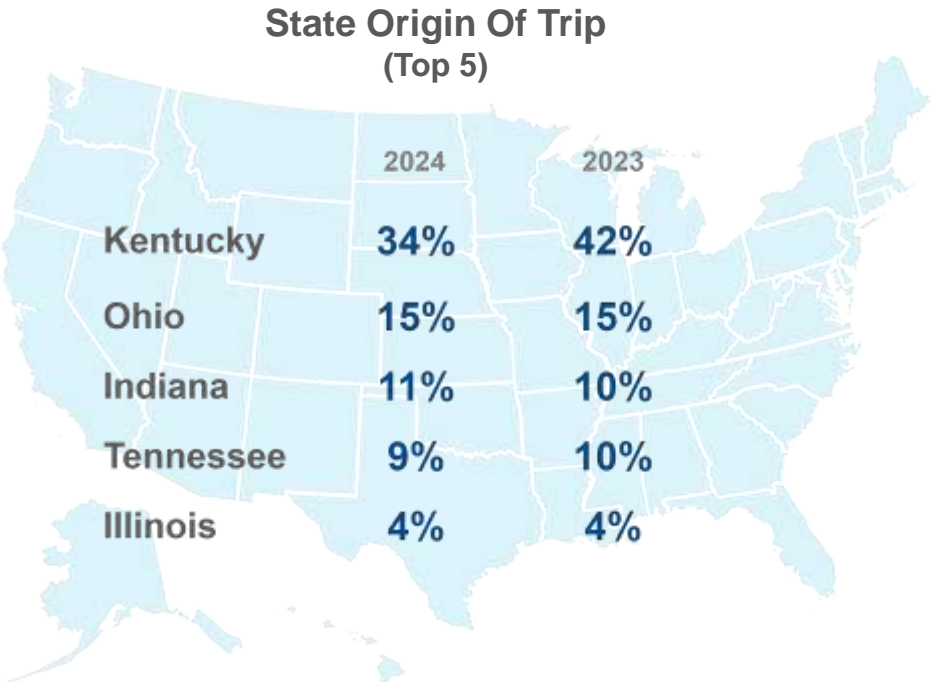


## 2024 Kentucky Day Trips



## 2024 U.S. Day Trips





Season of Trip  
Total Day Person-Trips

DMA Origin Of Trip (Top 10)	2024	2023
Lexington, KY	12%	15%
Louisville, KY	11%	15%
Cincinnati, OH/KY	11%	11%
Nashville, KY/TN	8%	7%
Indianapolis-Lafayette, IN	5%	4%
Evansville, IL/IN/KY	5%	4%
Charleston-Huntington, KY/OH/WV	4%	6%
Paducah-Cape Girardeau-Harrbg,IL/KY/MO	3%	3%
Columbus, OH	3%	3%
Los Angeles, CA	3%	1%

## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Kentucky



Total 2.6

Average number of people

### U.S. Norm



Total 2.5

Average number of people

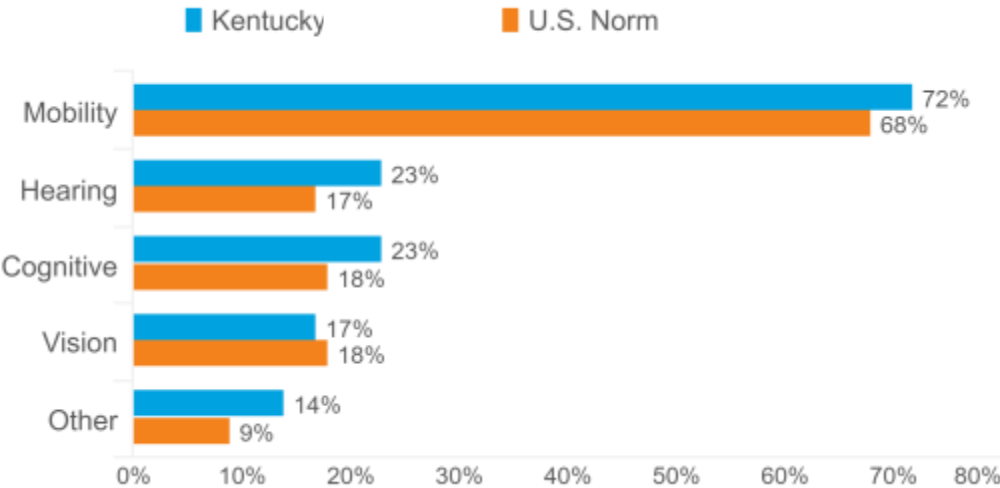


17% of travel parties had a travel party member that required accessibility services

2023: 16%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party





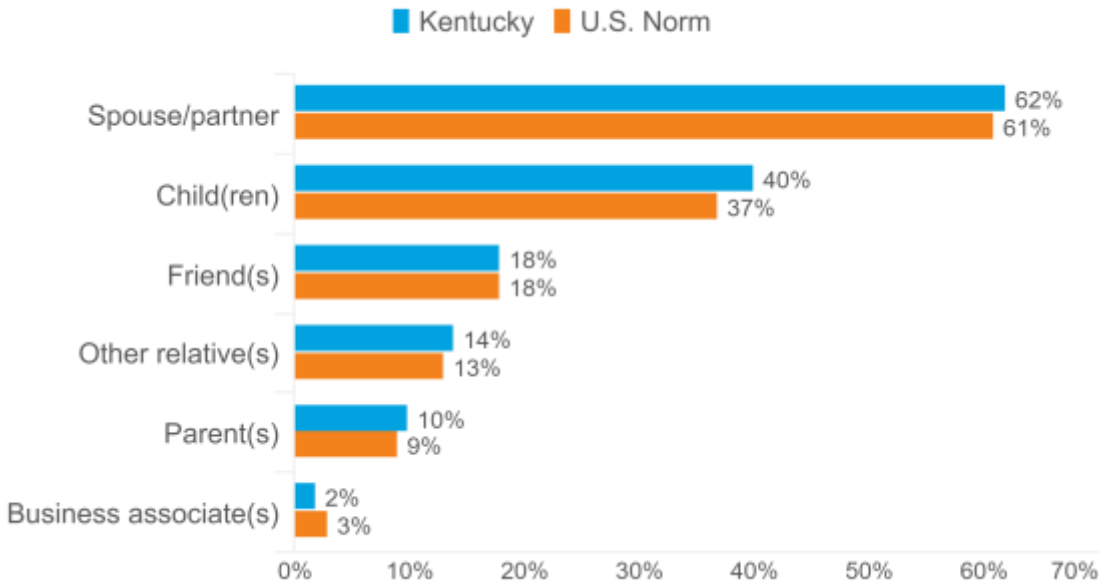


**23%** of trips only had one person in the travel party

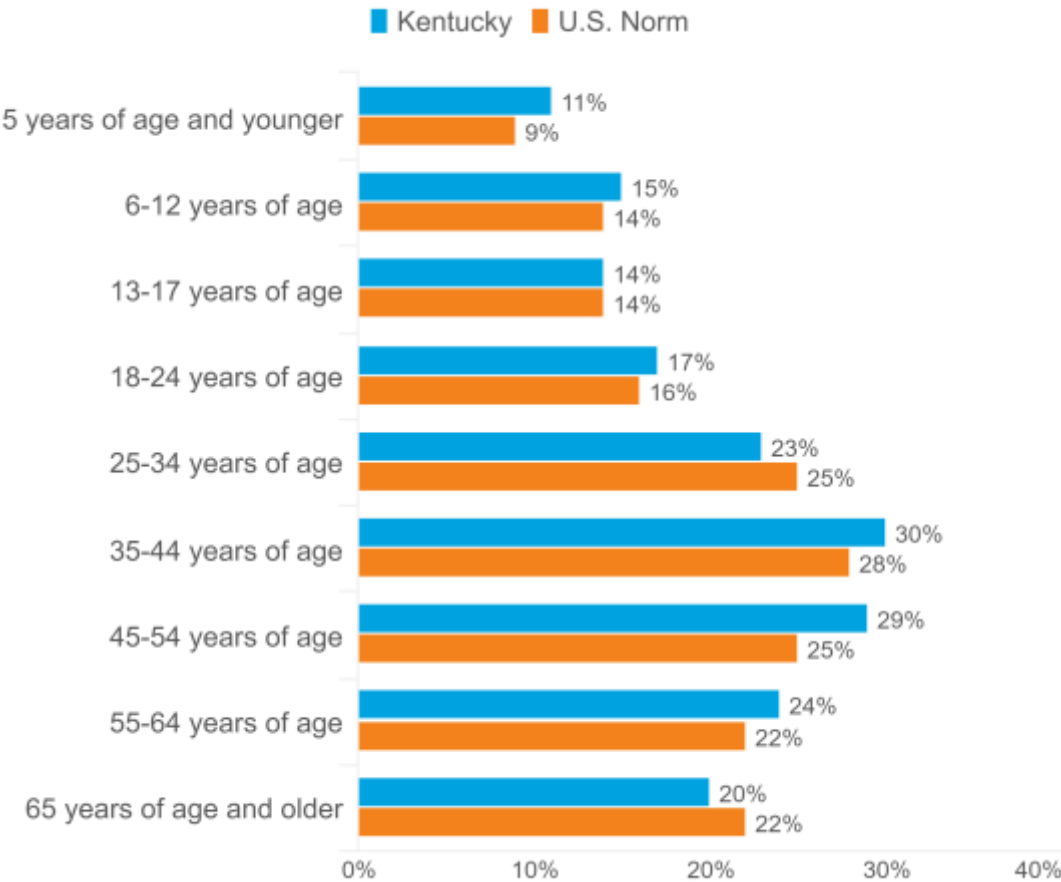
U.S. Norm: **27%**

## Composition of Immediate Travel Party

Base: 2024 Day Person-Trips that included more than one person  
\*Child(ren) is based on the relationship to the respondent



## Travel Party Age

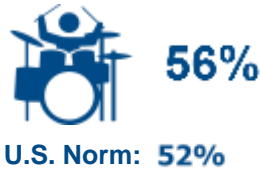


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



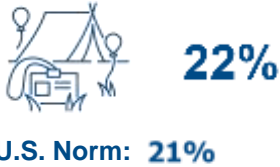
Sporting Activities



Business Activities



Other Activities



Activities and Experiences  
(Top 10)

	Kentucky	U.S. Norm
 Shopping	24%	21%
 Sightseeing	19%	13%
 Landmark/historic site	12%	9%
 Attending celebration	11%	10%
 Bar/nightclub	10%	8%
 Business meeting	9%	6%
 Local parks/playgrounds	9%	7%
 Museum	8%	8%
 Nature tours/wildlife viewing/birding	8%	5%
 Winery/brewery/distillery tour	8%	5%



Outdoor Activities

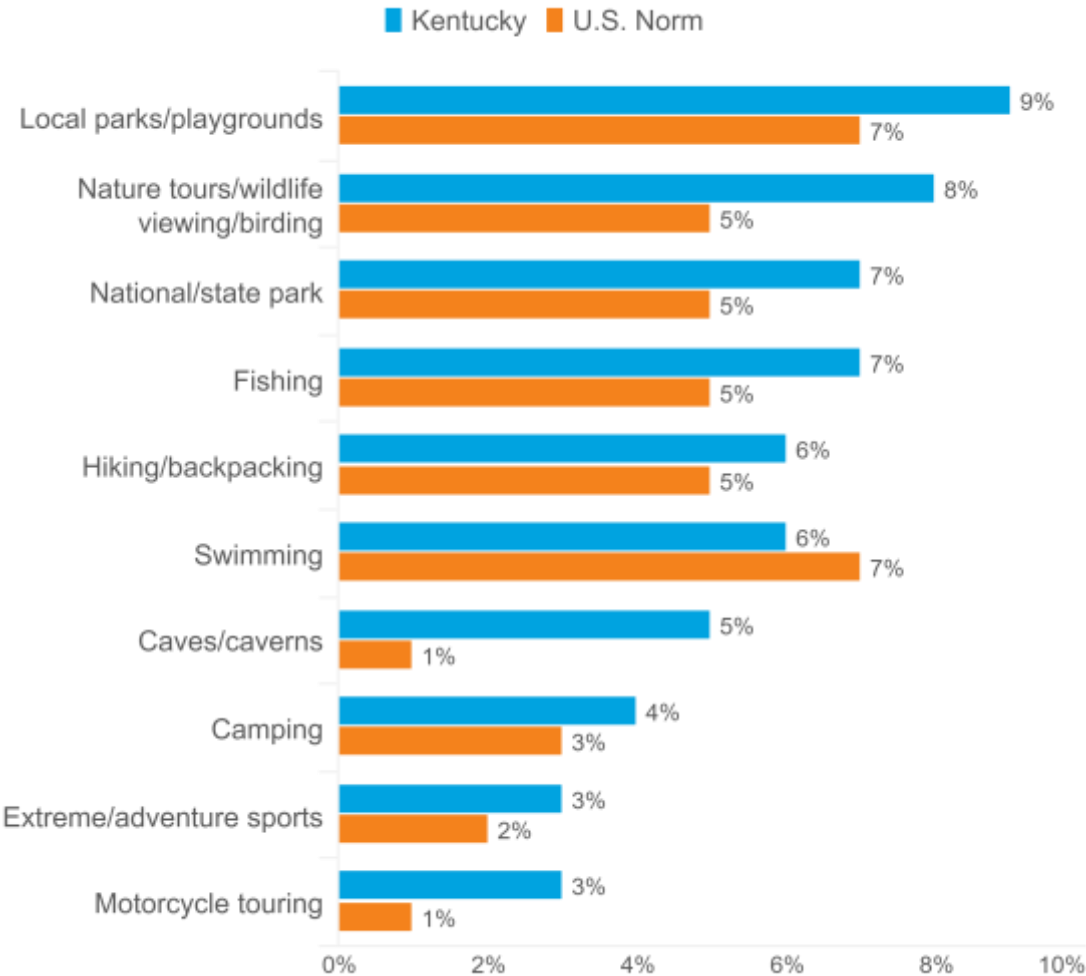
Kentucky

37%

U.S. Norm

35%

Outdoor Activities  
(Top 10)



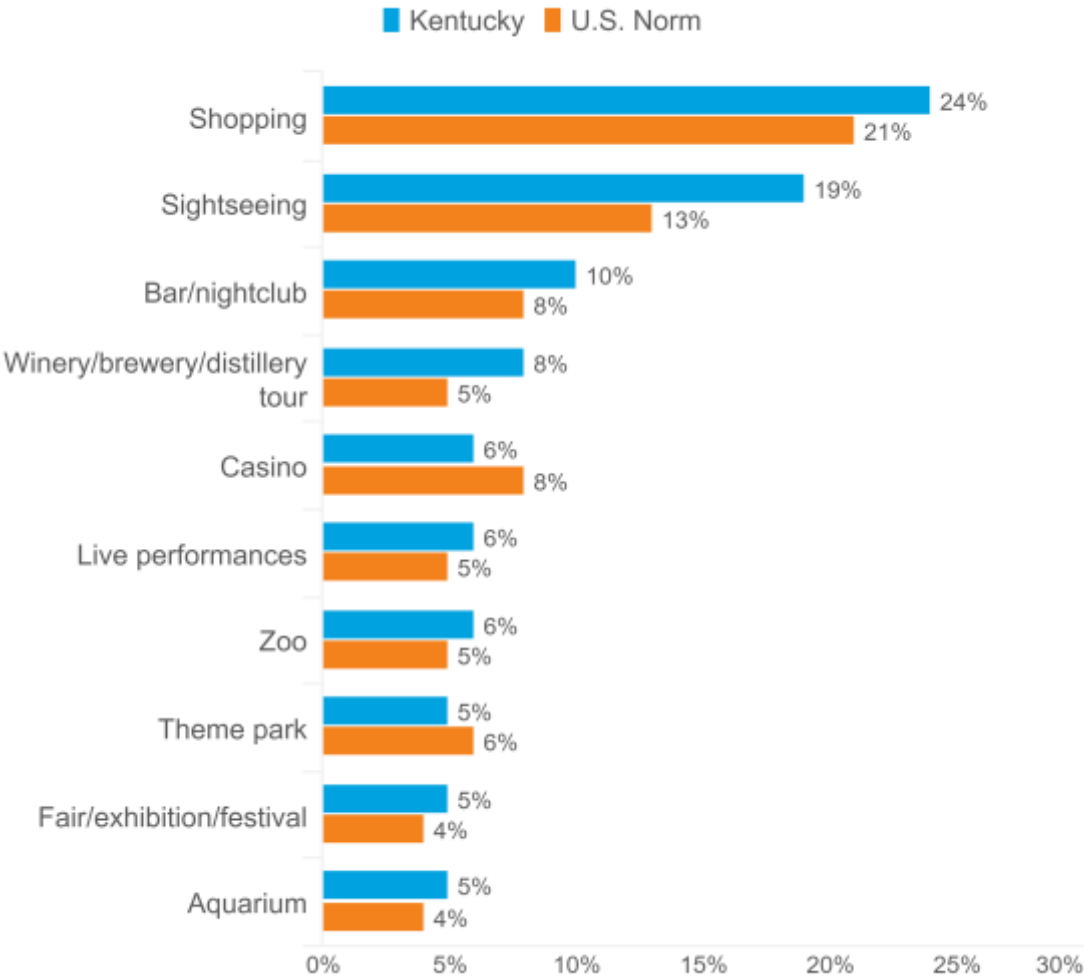


Entertainment Activities

Kentucky  
56%

U.S. Norm  
52%

Entertainment Activities  
(Top 10)







Cultural Activities

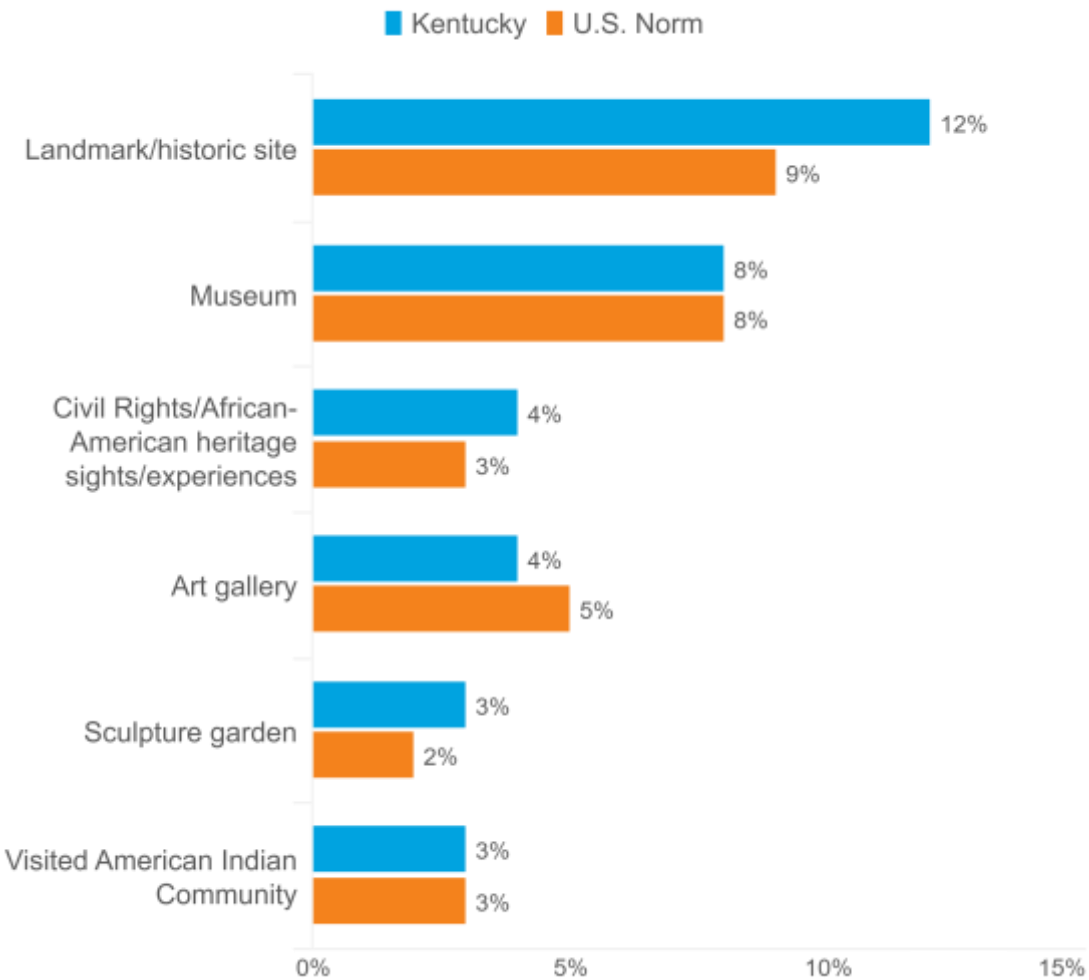
Kentucky

24%

U.S. Norm

23%

Cultural Activities



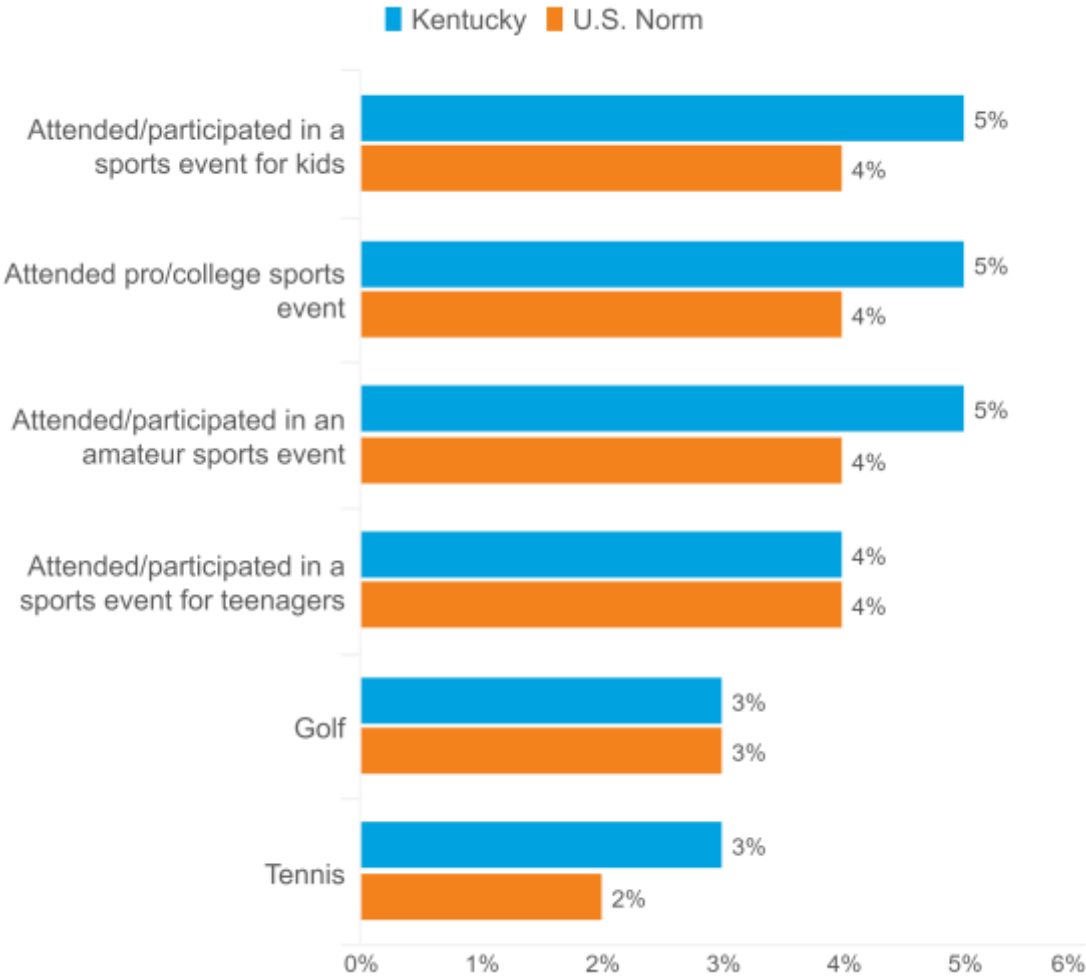


### Sporting Activities

Kentucky  
15%

U.S. Norm  
16%

### Sporting Activities





Business Activities

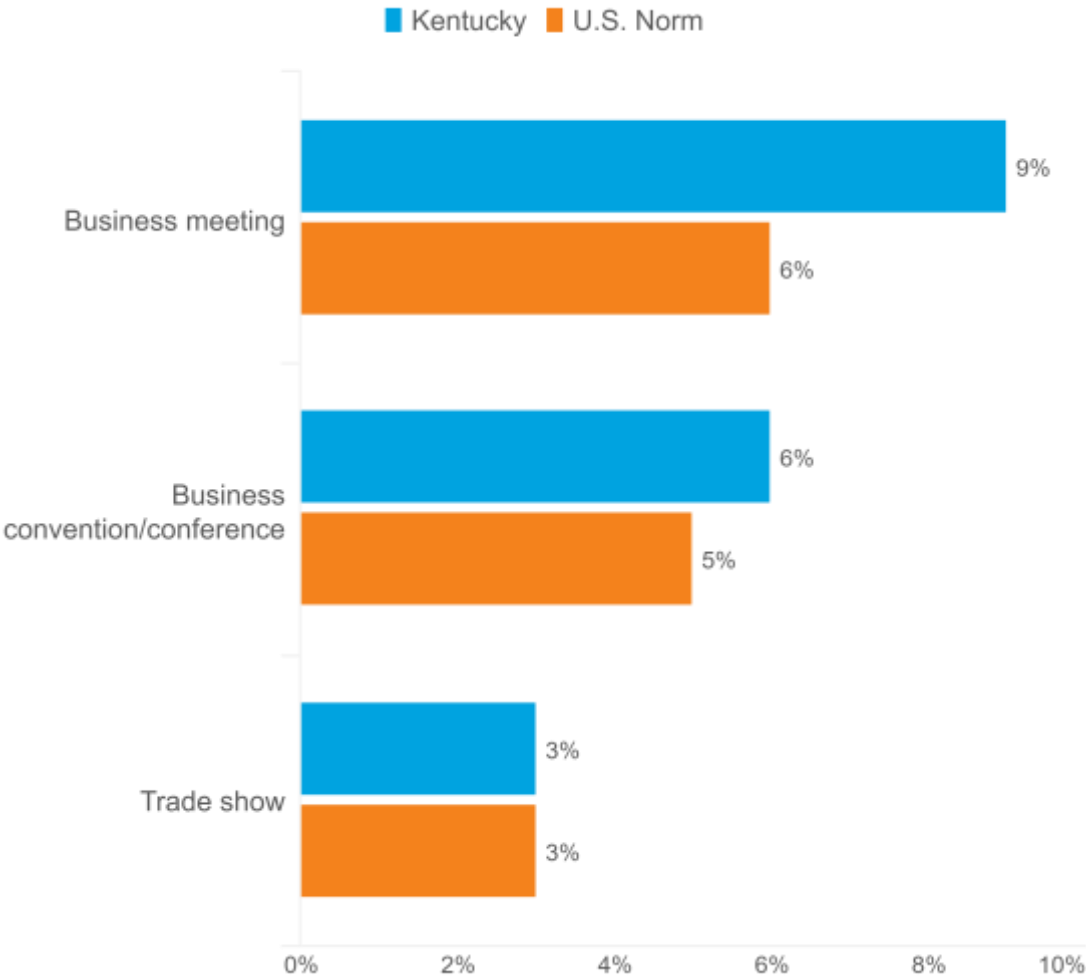
Kentucky

14%

U.S. Norm

12%

Business Activities





Other Activities

Kentucky

22%

U.S. Norm

21%

Other Activities











Shopping Types on Trip

Base: 2024 Day Person-Trips that included Shopping

	Kentucky	U.S. Norm
	Outlet/mall shopping	51%45%
	Shopping at locally owned businesses	37%42%
	Big box stores (Walmart, Costco)	36%26%
	Convenience/grocery shopping	29%28%
	Souvenir shopping	29%25%
	Antiquing	19%12%
	Farmers market	19%15%

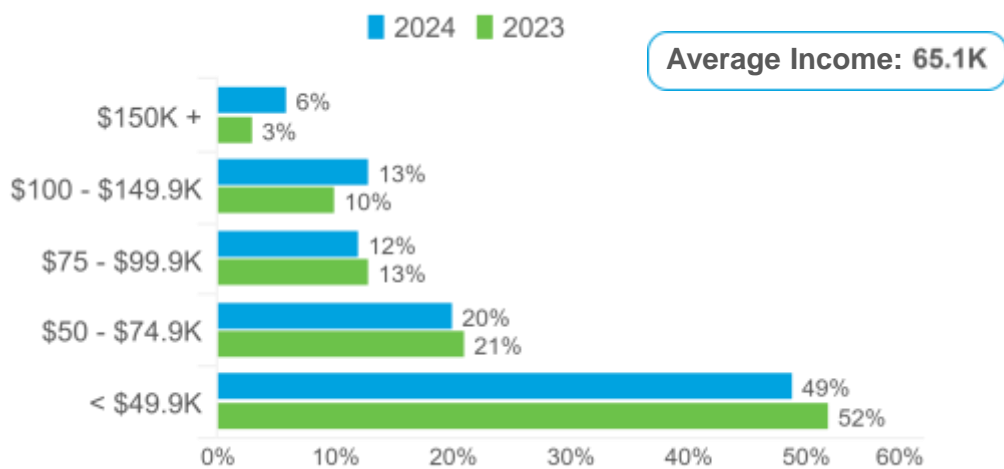
Dining Types on Trip

	Kentucky	U.S. Norm
	Fast food	50%40%
	Casual dining	44%45%
	Unique/local food	23%23%
	Carry-out/food delivery service	16%15%
	Fine/upscale dining	10%12%
	Picnicking	10%9%

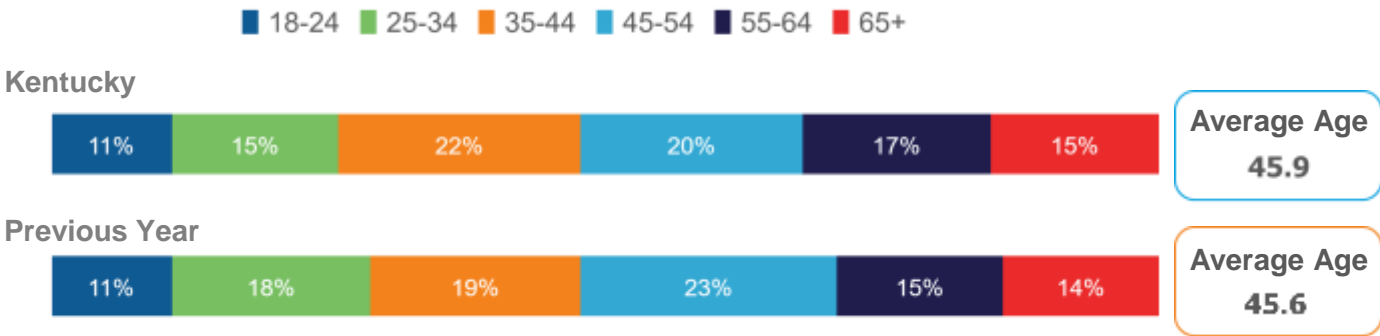
# Demographic Profile of Day Kentucky Visitors

Base: 2024 Day Person-Trips

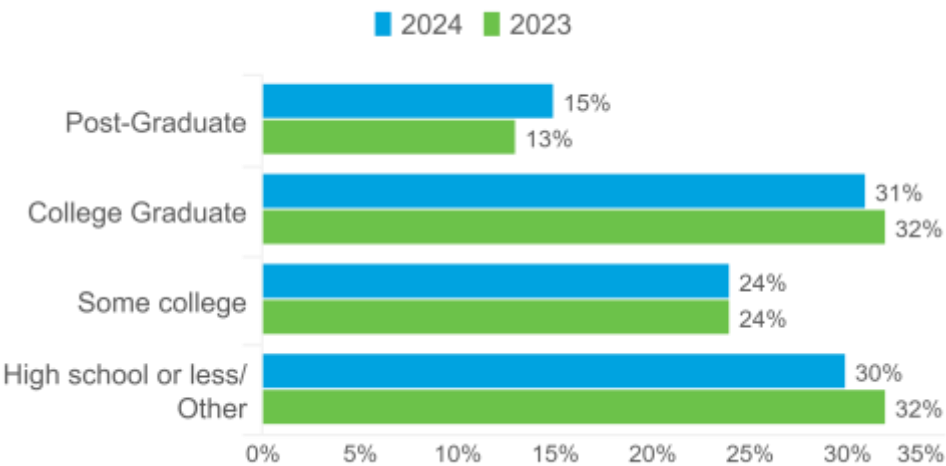
## Household Income



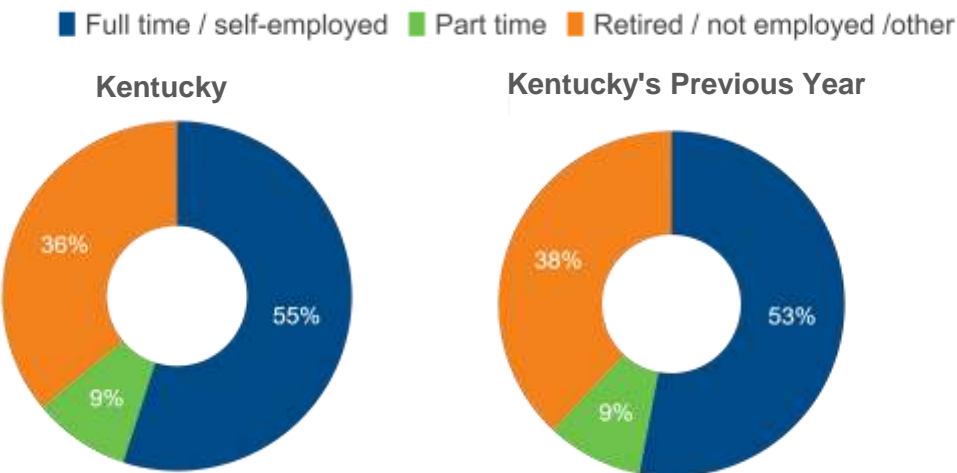
## Age



## Educational Attainment



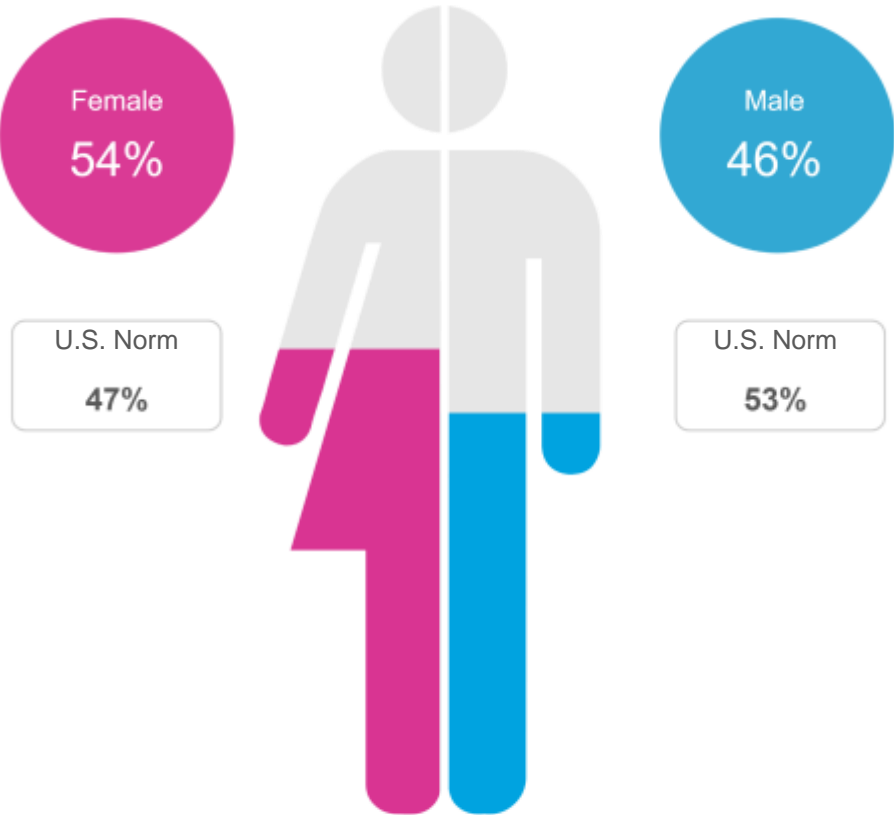
## Employment



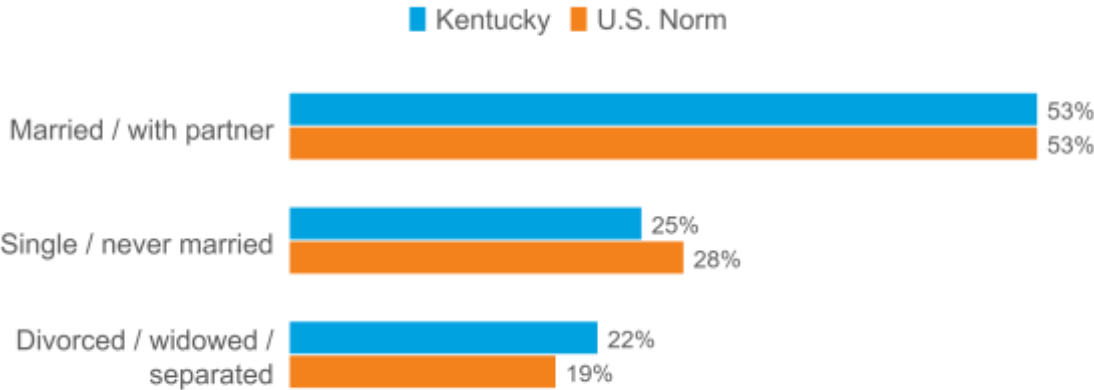
# Demographic Profile of Day Kentucky Visitors

Base: 2024 Day Person-Trips

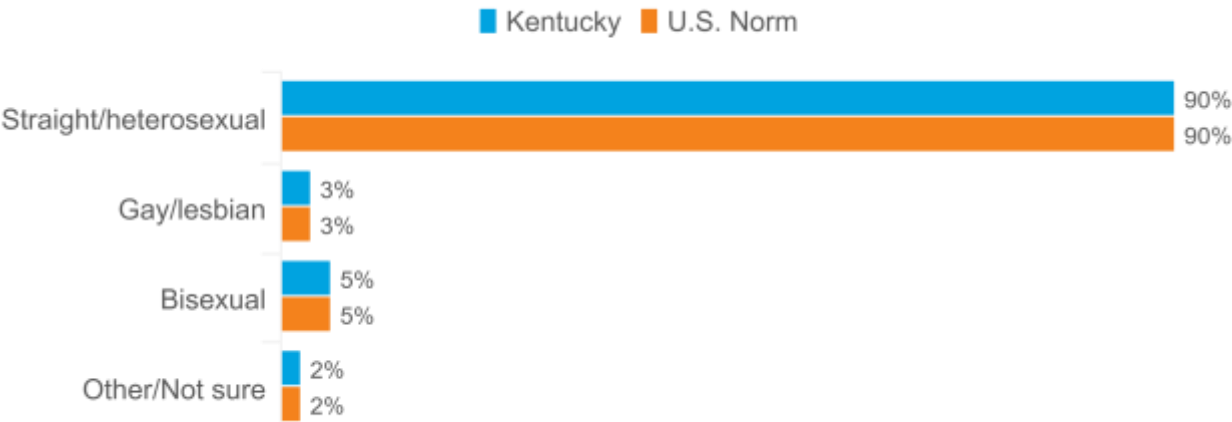
## Gender



## Marital Status

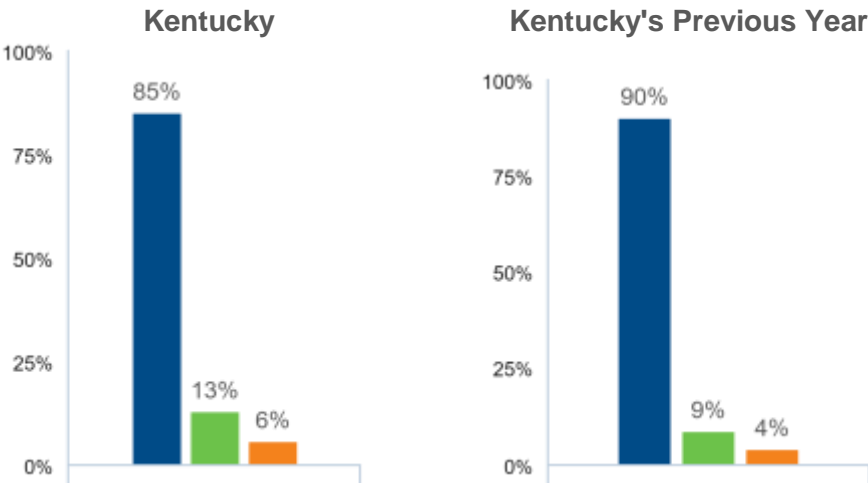


## Sexual Orientation



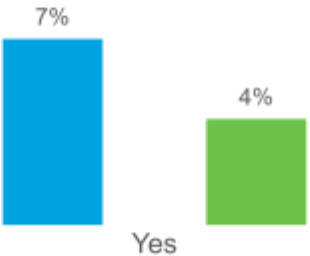
## Race

White African-American Other



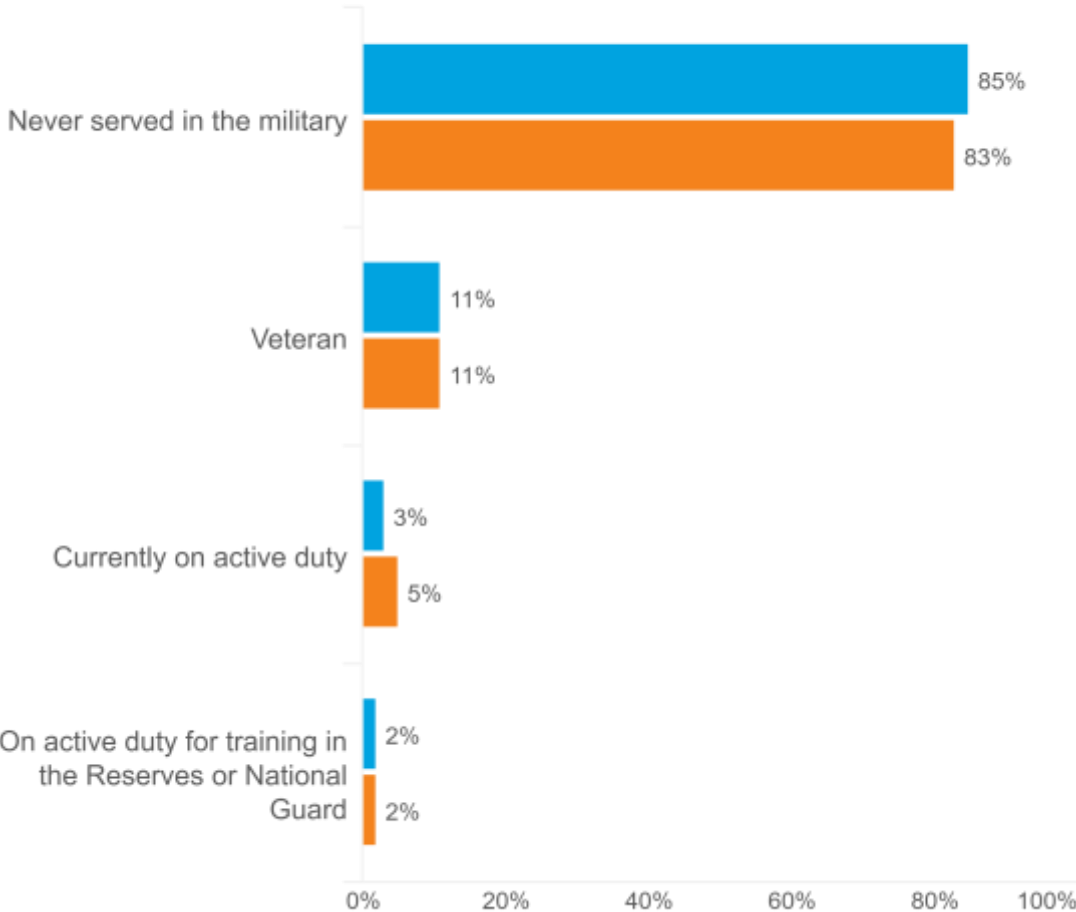
## Hispanic Background

2024 2023



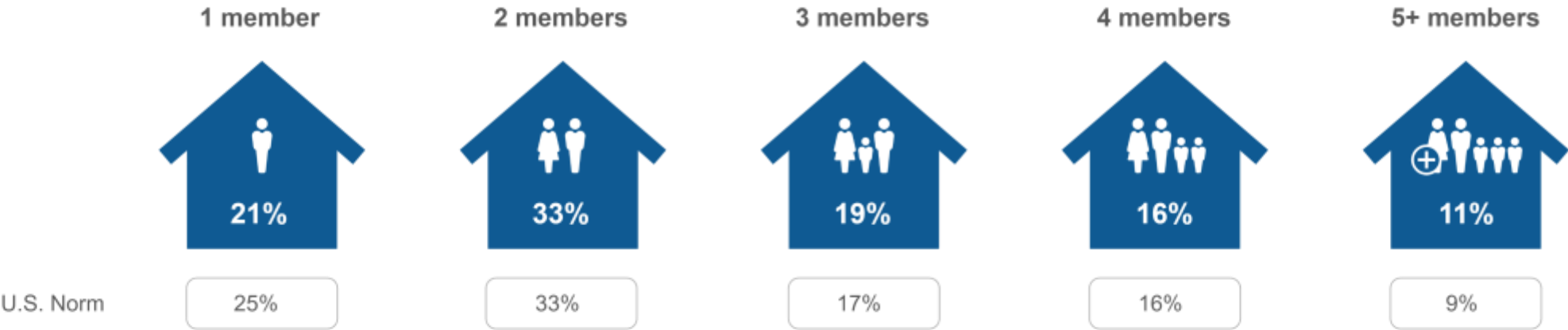
## Military Status

Kentucky U.S. Norm

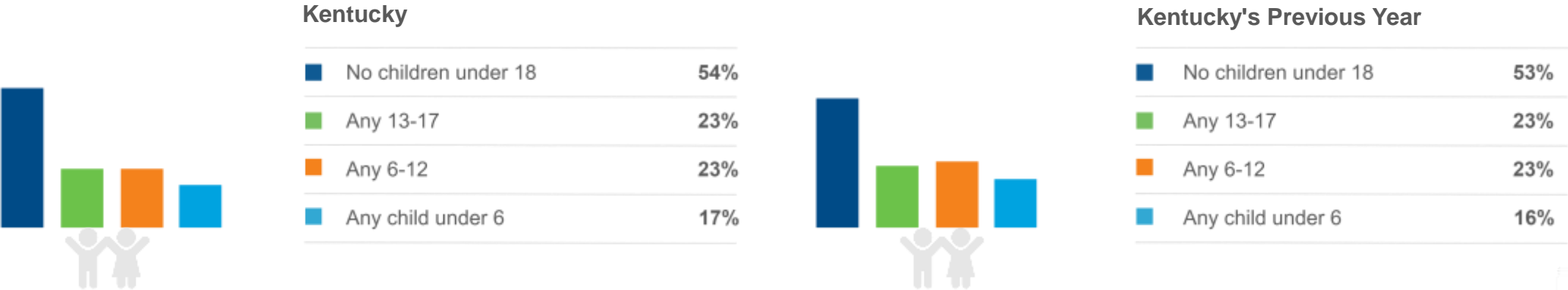




## Household Size



## Children in Household





# Travel USA Visitor Profile

Region Map

TEAM  **KENTUCKY.**<sup>®</sup>

2024



\* Map shown to respondents, Southern Kentucky Vacations shown as Kentucky Southern Shorelines





# Travel USA Visitor Profile

Northern Kentucky River Region

TEAM  **KENTUCKY.**<sup>®</sup>

2024

Introduction

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- 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 Northern Kentucky River Region's domestic tourism business in 2024.

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 2024:



Day Base Size

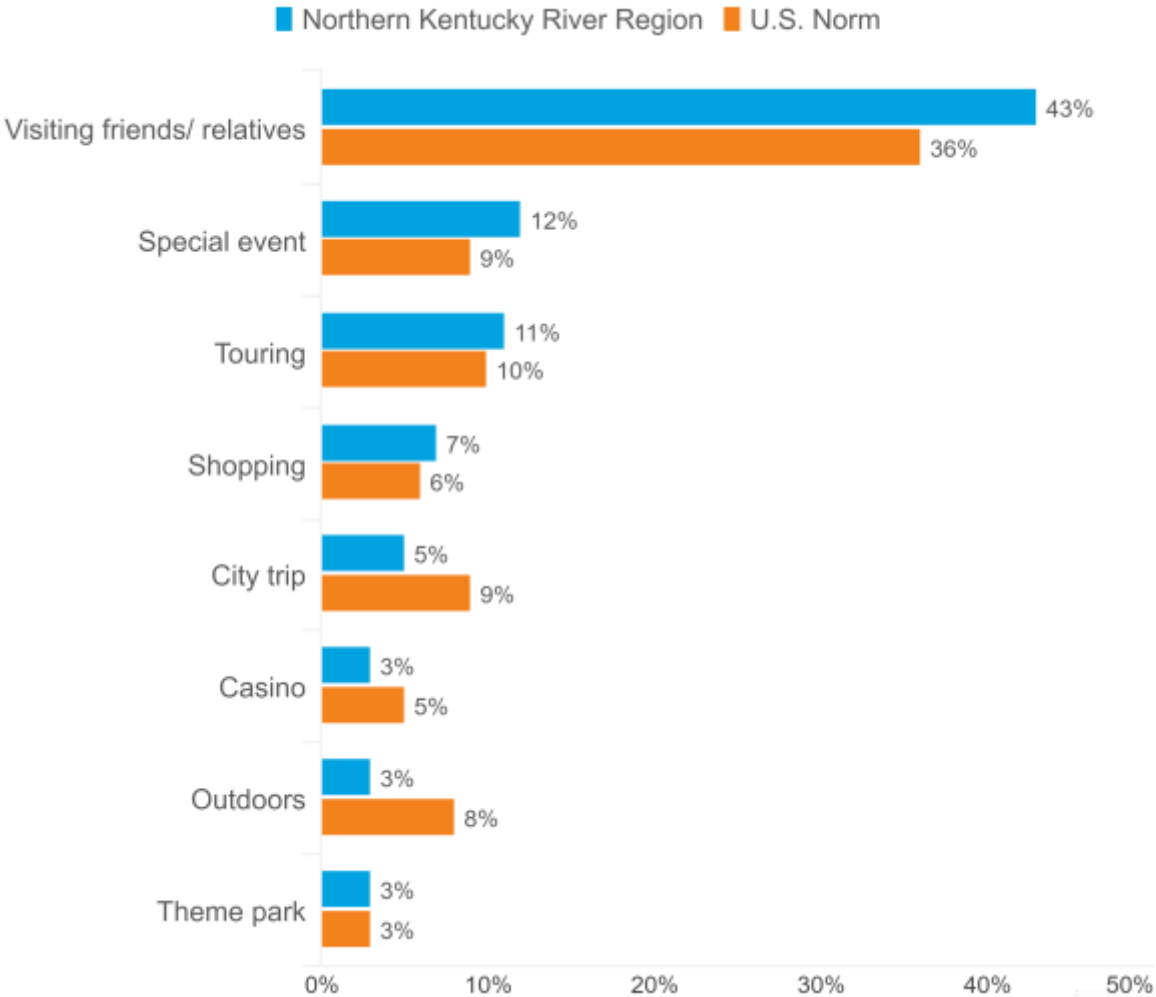
280

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

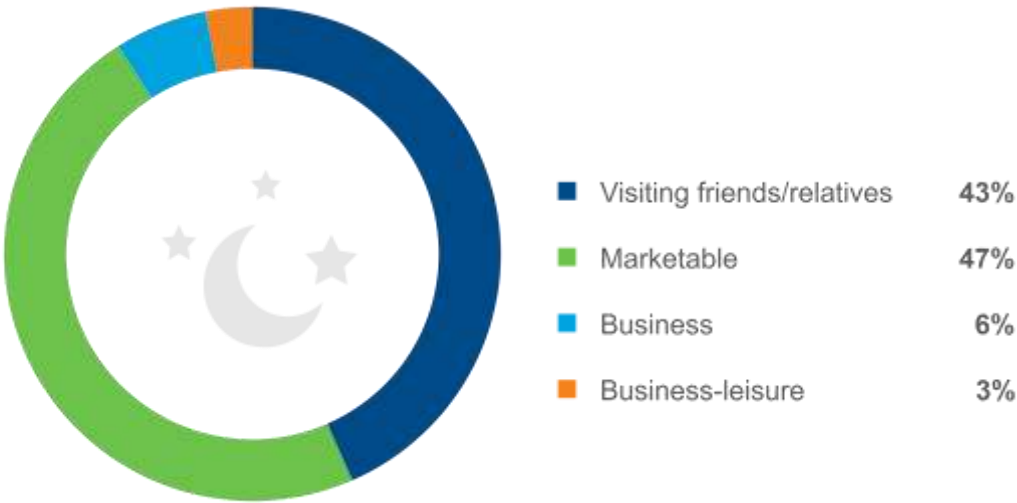
## Main Purpose of Trip

	2024
Visiting friends/ relatives	43%
Special event	12%
Touring	11%
Shopping	7%
City trip	5%
Other business trip	5%
Casino	3%
Business-Leisure	3%
Outdoors	3%
Theme park	3%
Conference/ Convention	2%
Cruise	1%
Golf Trip	1%
Ski/Snowboarding	1%
Resort	<1%

## Main Purpose of Leisure Trip (Top 8)



## 2024 Northern Kentucky River Region Day Trips

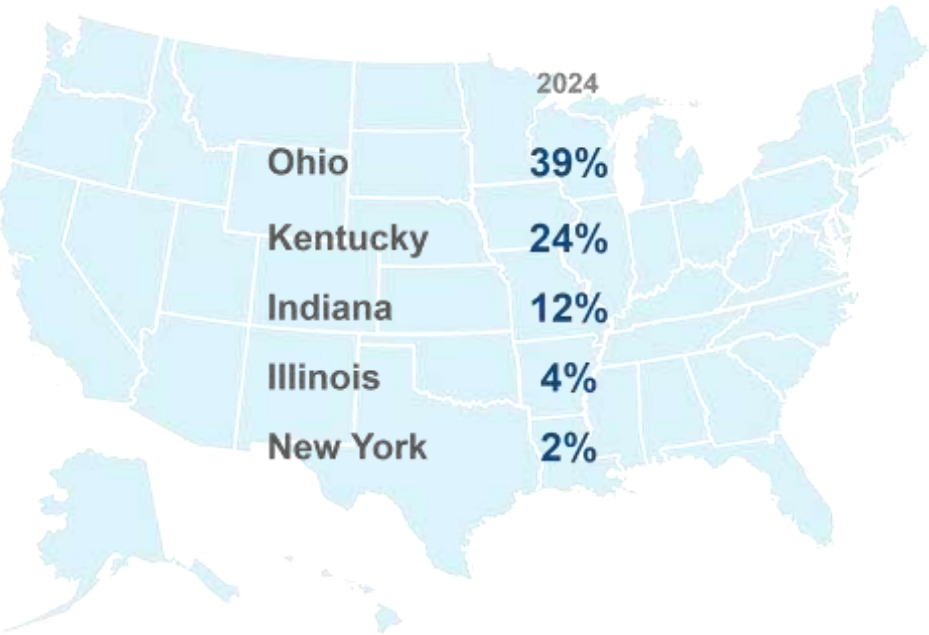


## 2024 U.S. Day Trips





State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 10)

	2024	2023
Cincinnati, OH/KY	31%	28%
Louisville, KY	11%	15%
Indianapolis-Lafayette, IN	8%	7%
Columbus, OH	6%	7%
Lexington, KY	5%	9%
Dayton, OH	5%	8%
Charleston-Huntington, KY/OH/WV	3%	3%
Paducah-Cape Girardeau-Harrbg,IL/KY/MO	2%	2%
Evansville, IL/IN/KY	2%	1%
Los Angeles, CA	2%	<1%

## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Northern Kentucky River Region



Total 2.7

Average number of people

### U.S. Norm



Total 2.5

Average number of people



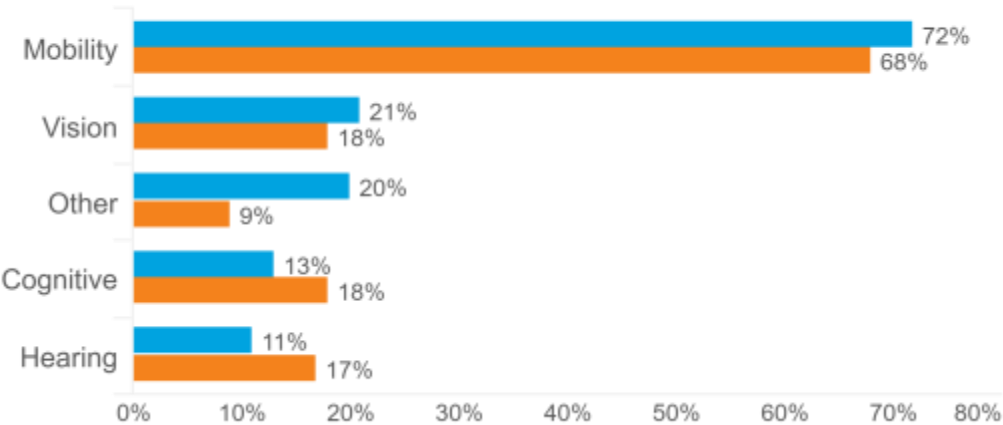
19% of travel parties had a travel party member that required accessibility services

2023: 12%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party

■ Northern Kentucky River Region ■ U.S. Norm





**22%** of trips only had one person in the travel party

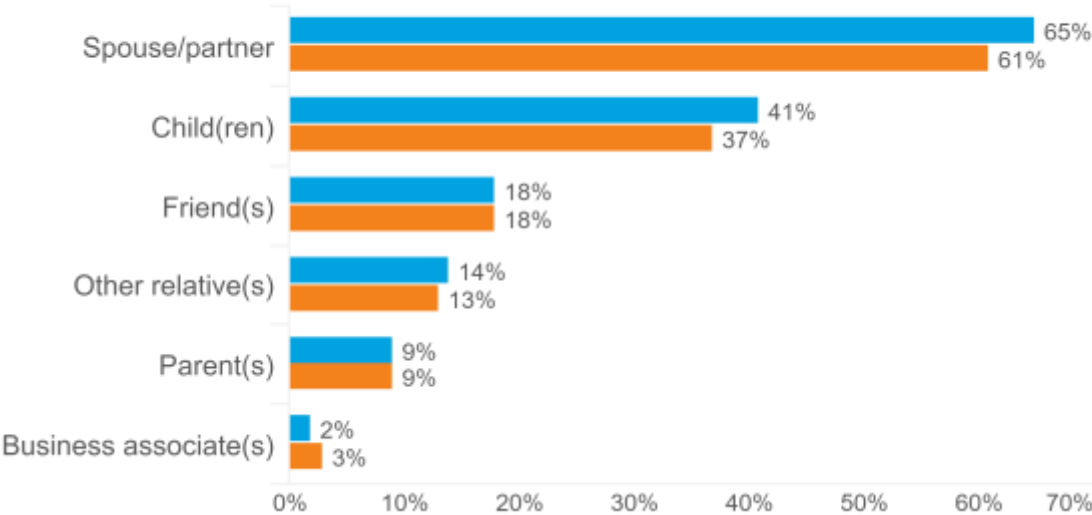
U.S. Norm: **27%**

### Composition of Immediate Travel Party

Base: 2024 Day Person-Trips that included more than one person

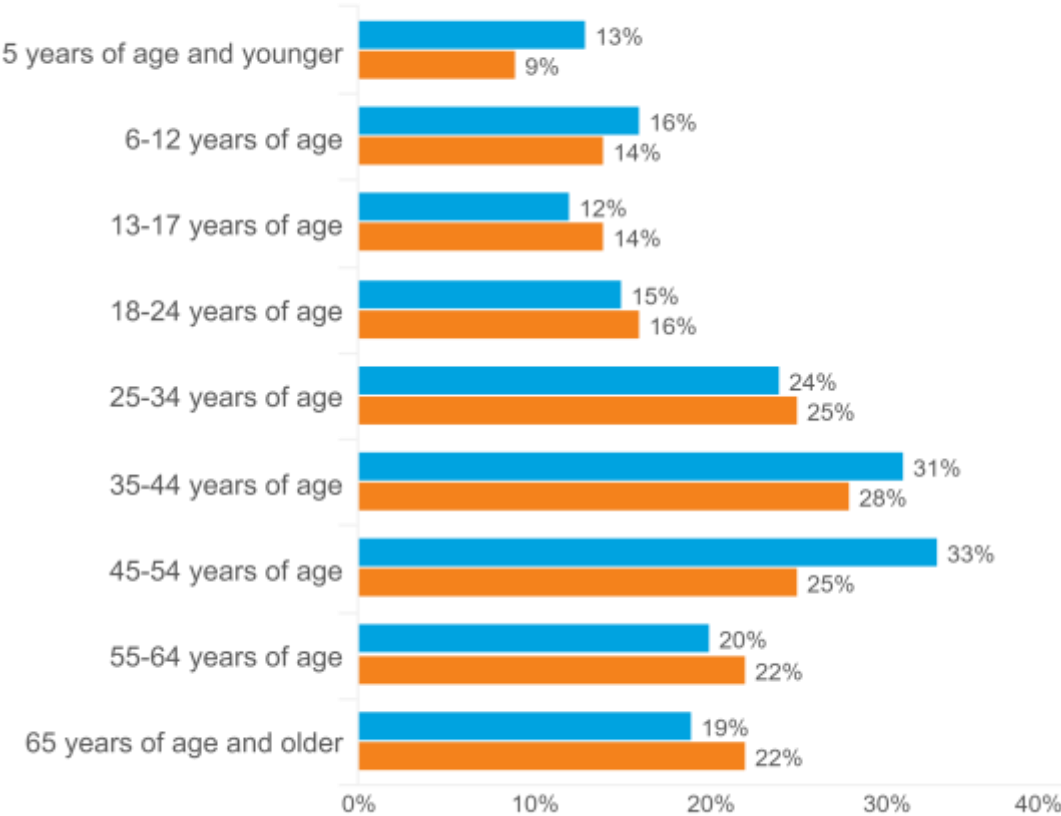
\*Child(ren) is based on the relationship to the respondent

■ Northern Kentucky River Region ■ U.S. Norm



### Travel Party Age

■ Northern Kentucky River Region ■ U.S. Norm

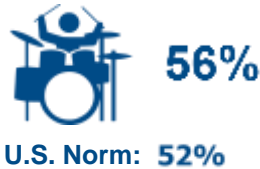


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



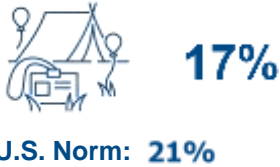
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

	Northern Kentucky River Region	U.S. Norm
 Shopping	23%	21%
 Sightseeing	18%	13%
 Bar/nightclub	12%	8%
 Fishing	8%	5%
 Attending celebration	8%	10%
 Nature tours/wildlife viewing/birding	7%	5%
 Local parks/playgrounds	7%	7%
 Museum	7%	8%
 Theme park	7%	6%
 Business meeting	6%	6%



Outdoor Activities

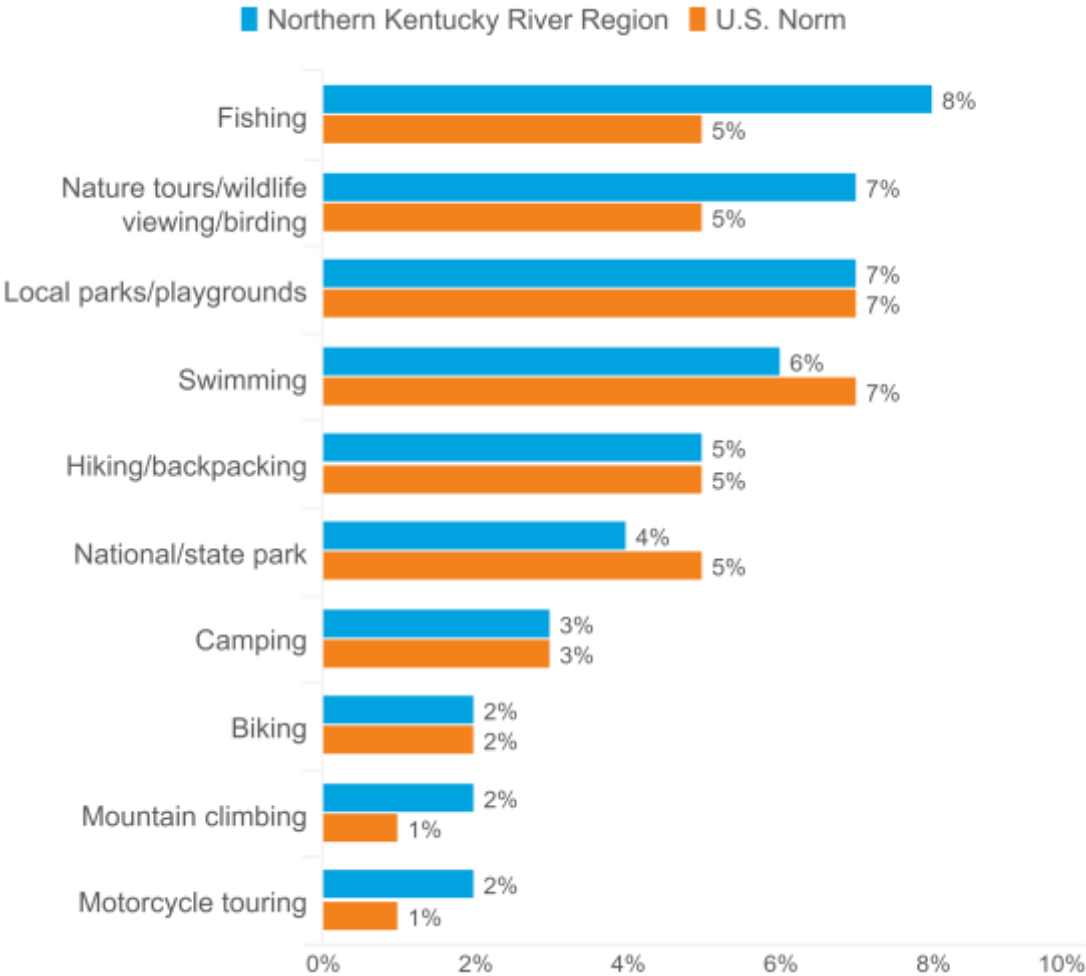
Northern Kentucky  
River Region

36%

U.S. Norm

35%

Outdoor Activities  
(Top 10)





Entertainment Activities

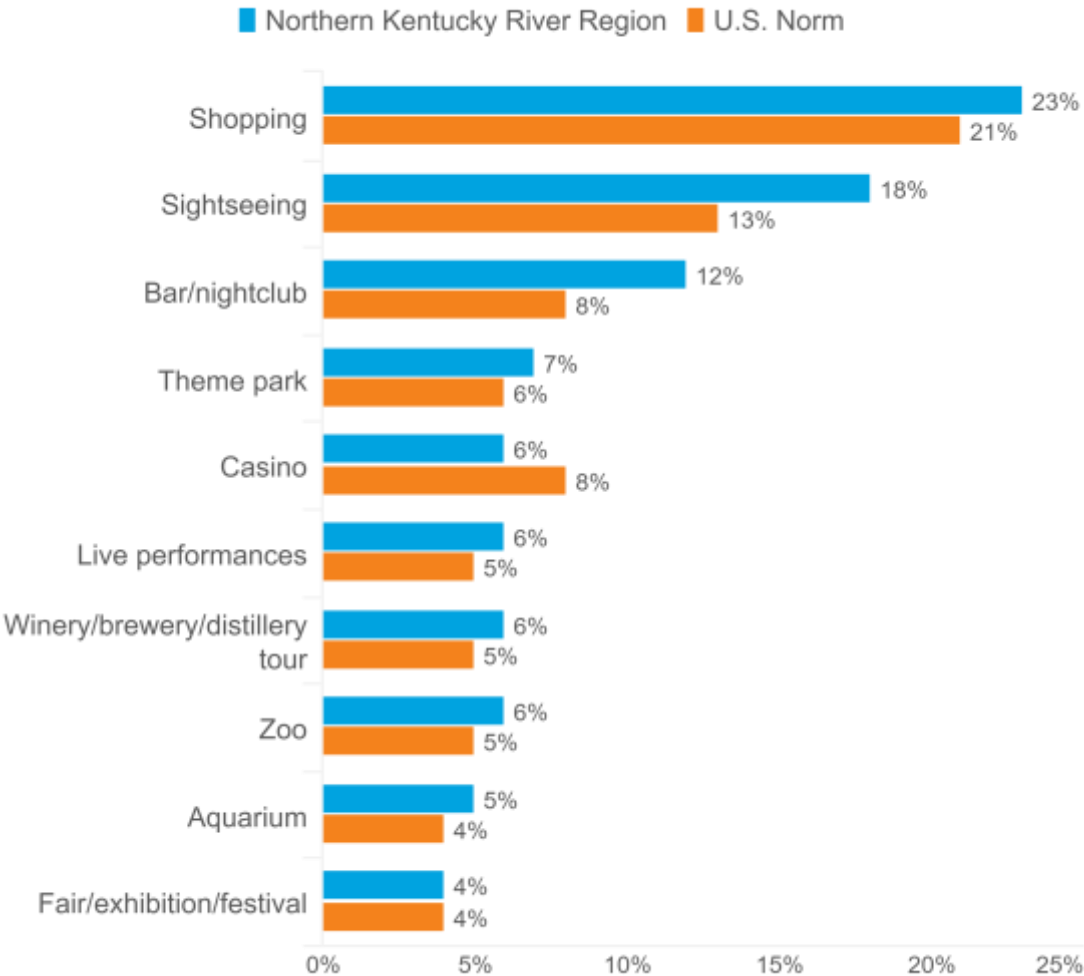
Northern Kentucky  
River Region

56%

U.S. Norm

52%

Entertainment Activities  
(Top 10)





Cultural Activities

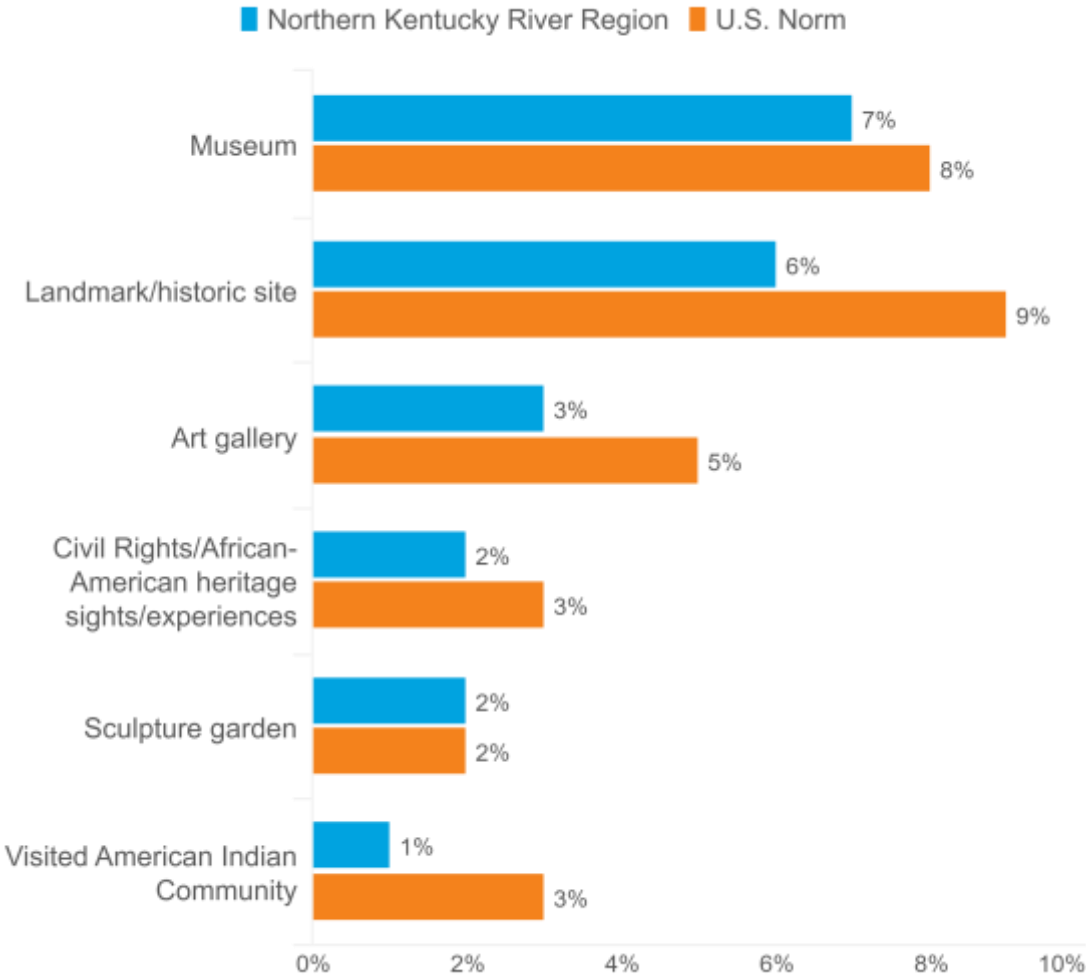
Northern Kentucky  
River Region

19%

U.S. Norm

23%

Cultural Activities





Sporting Activities

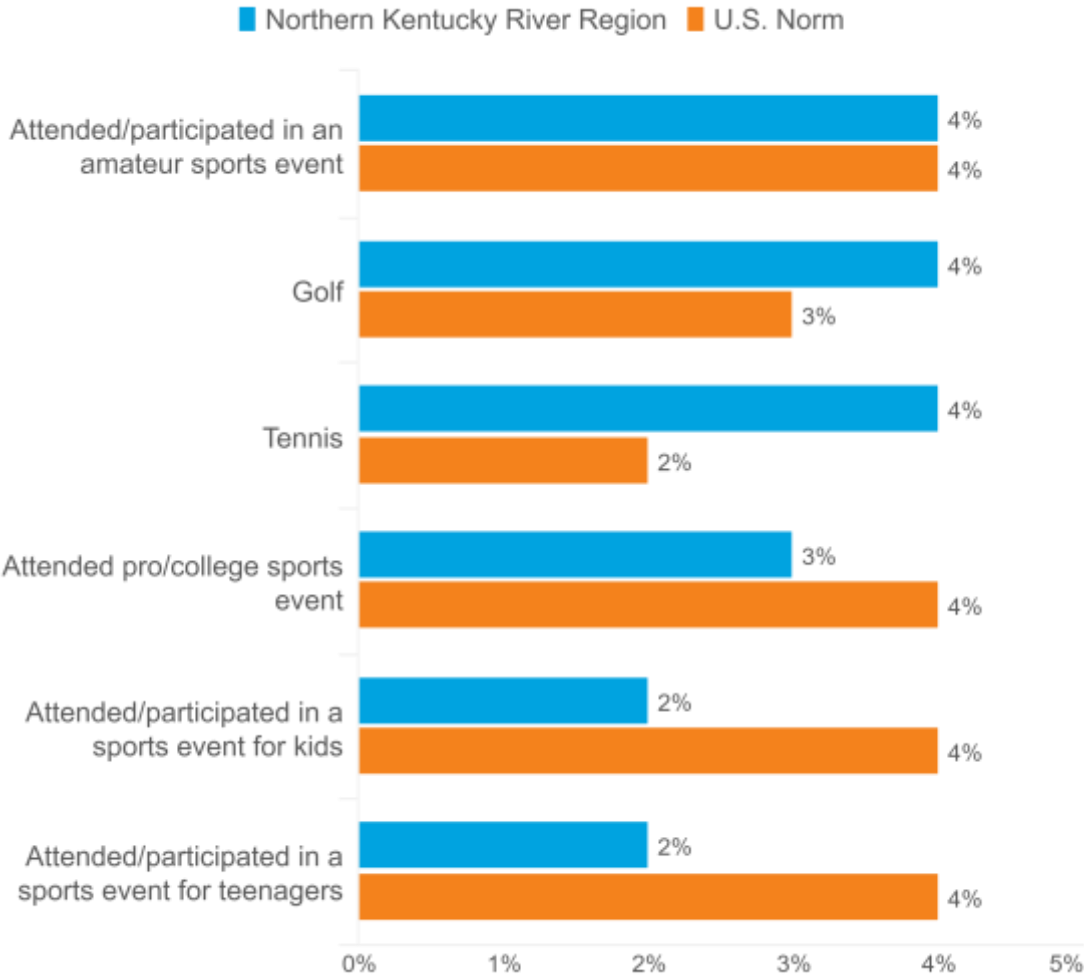
Northern Kentucky  
River Region

14%

U.S. Norm

16%

Sporting Activities







Business Activities

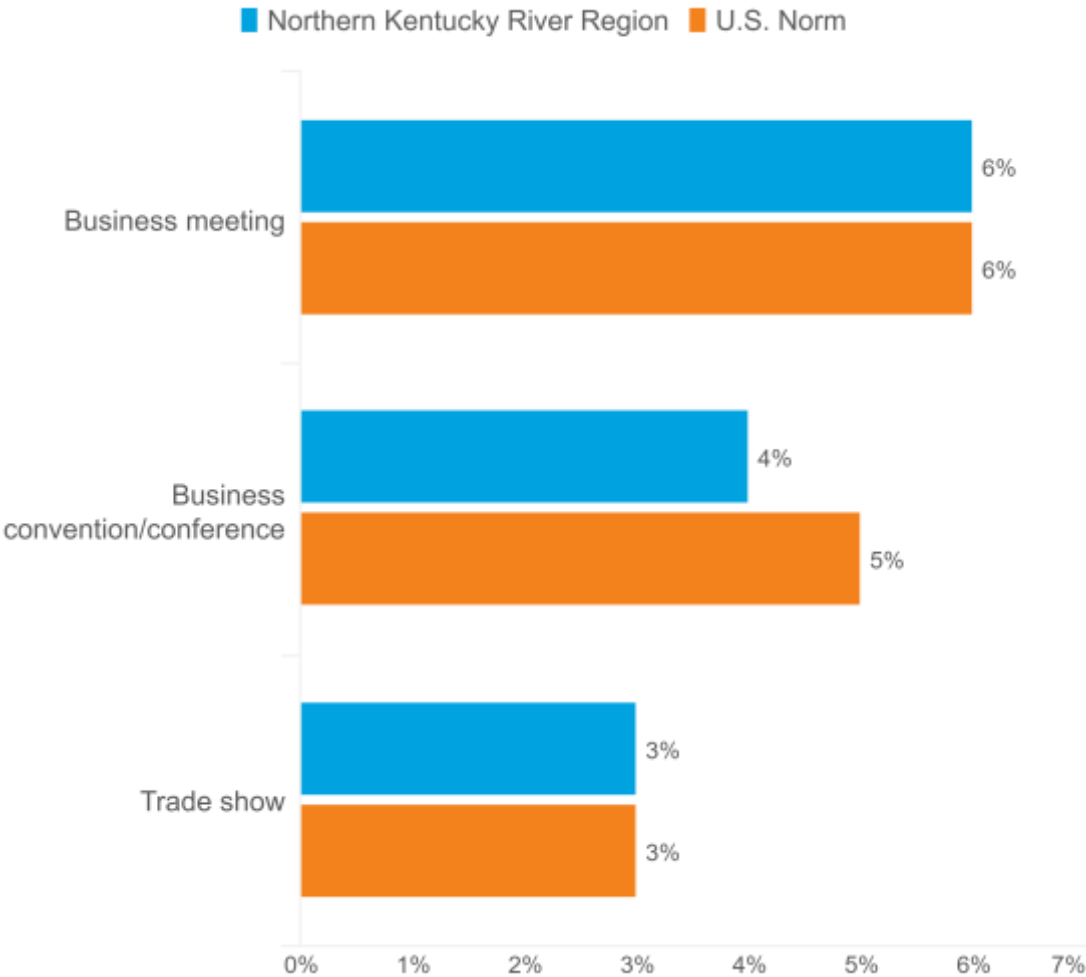
Northern Kentucky  
River Region

12%

U.S. Norm

12%

Business Activities





Other Activities

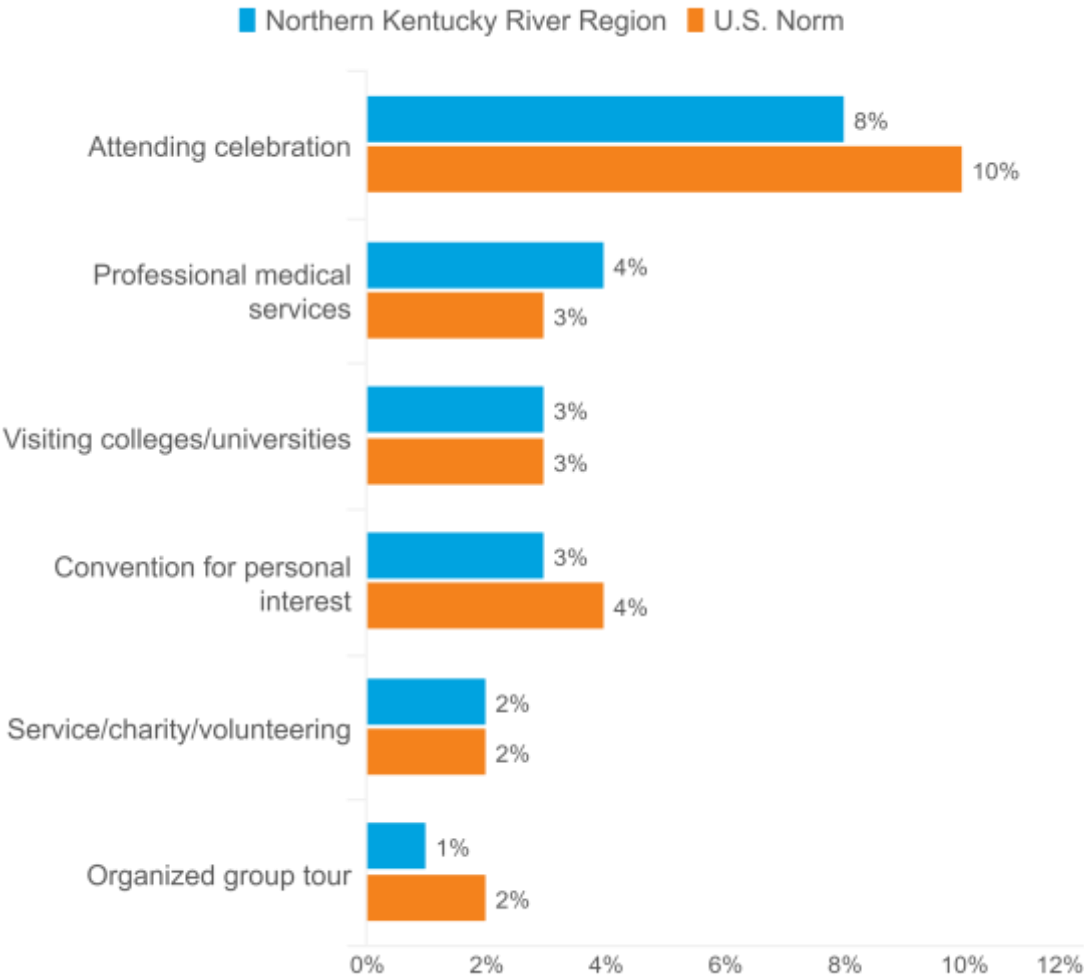
Northern Kentucky  
River Region

17%

U.S. Norm

21%




Other Activities



Shopping Types on Trip







Base: 2024 Day Person-Trips that included Shopping

Northern Kentucky River  
Region U.S. Norm

	Outlet/mall shopping	61%	45%
	Shopping at locally owned businesses	40%	42%
	Big box stores (Walmart, Costco)	38%	26%
	Convenience/grocery shopping	35%	28%
	Souvenir shopping	29%	25%
	Farmers market	21%	15%
	Antiquing	8%	12%

Dining Types on Trip

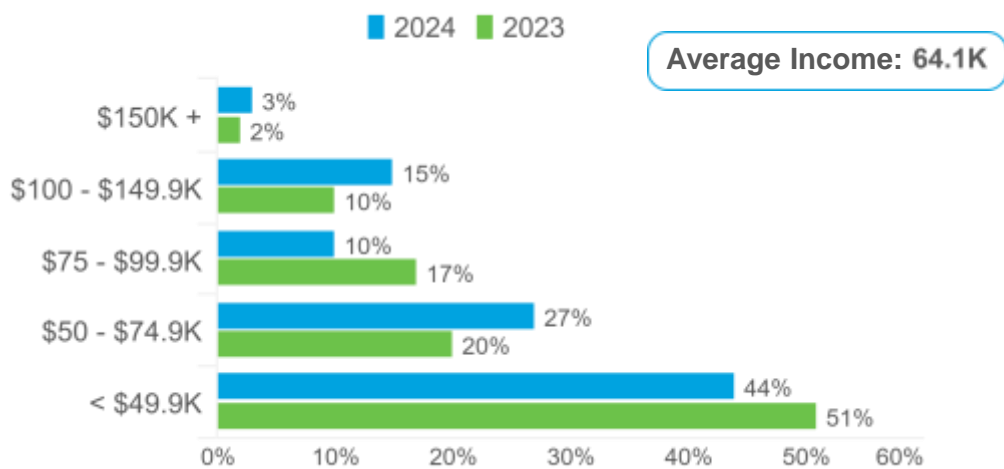
Northern Kentucky River  
Region U.S. Norm

	Fast food	47%	40%
	Casual dining	38%	45%
	Unique/local food	27%	23%
	Carry-out/food delivery service	15%	15%
	Picnicking	9%	9%
	Fine/upscale dining	8%	12%

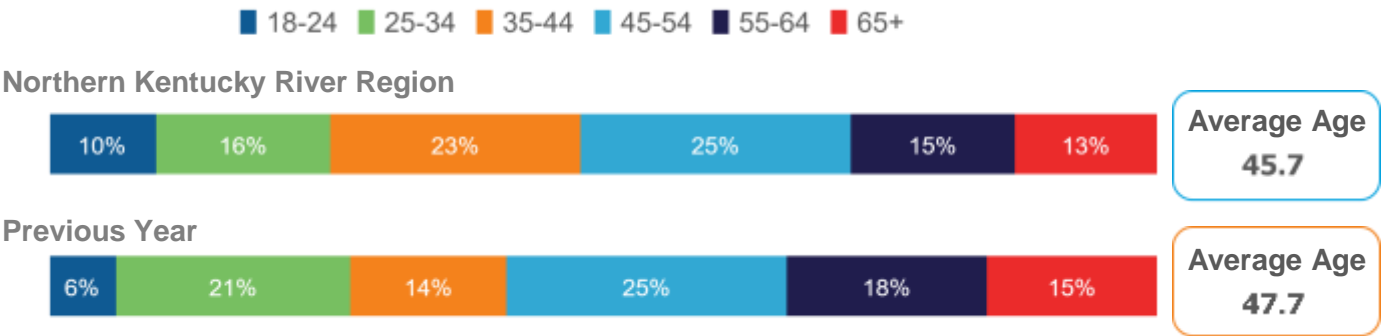
# Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2024 Day Person-Trips

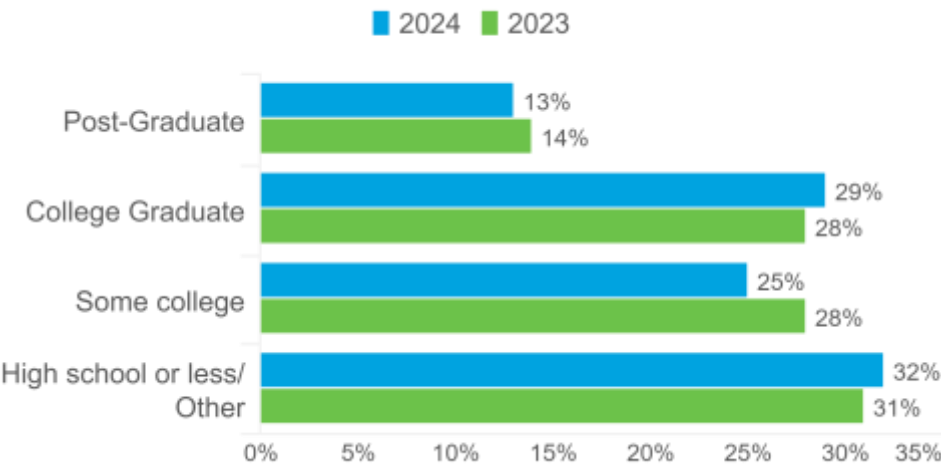
## Household Income



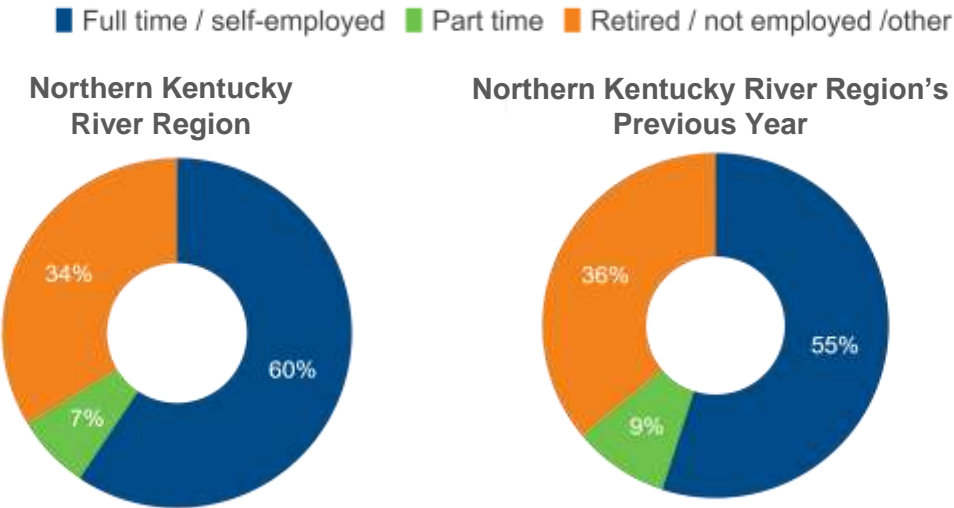
## Age



## Educational Attainment



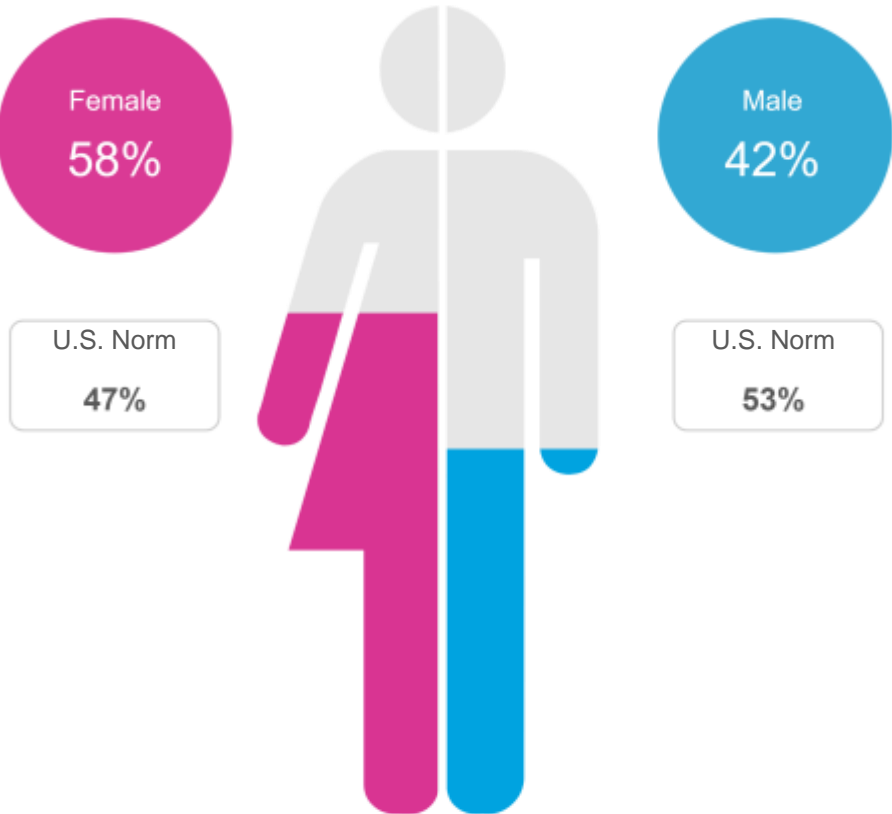
## Employment



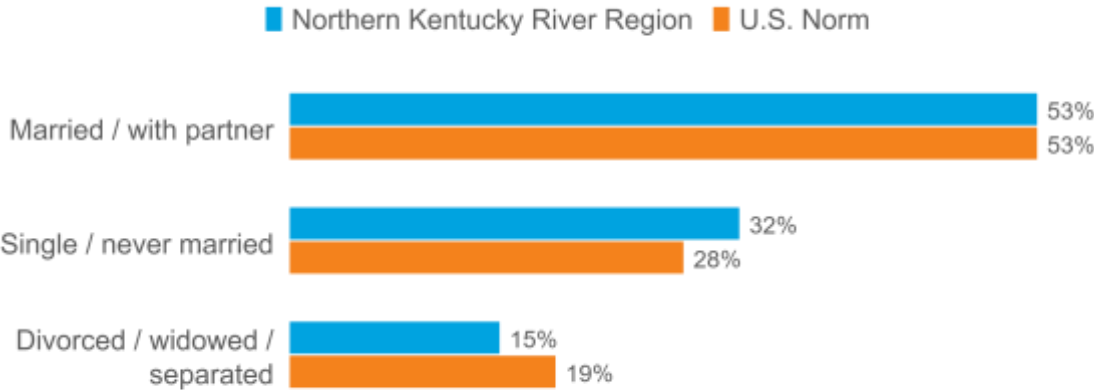
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Base: 2024 Day Person-Trips

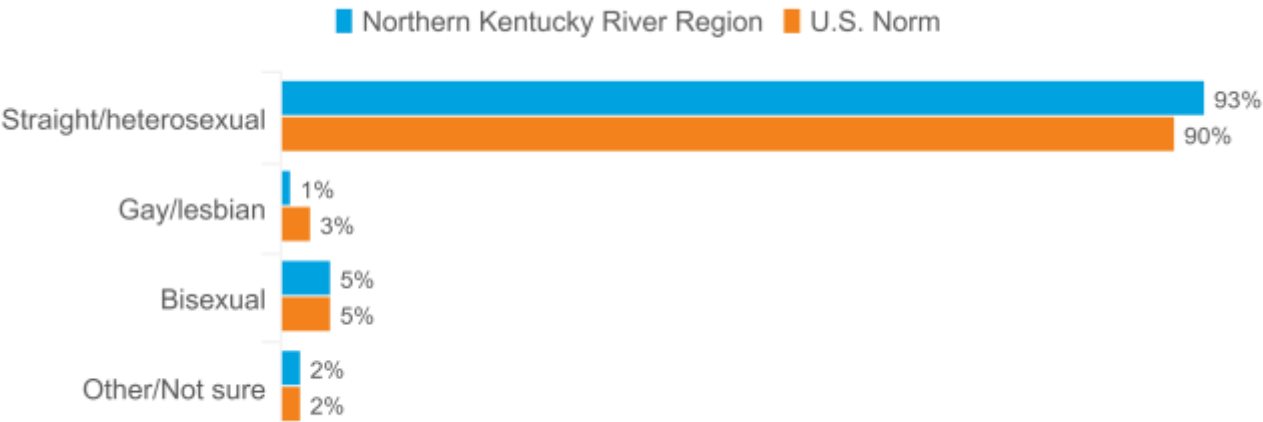
## Gender



## Marital Status



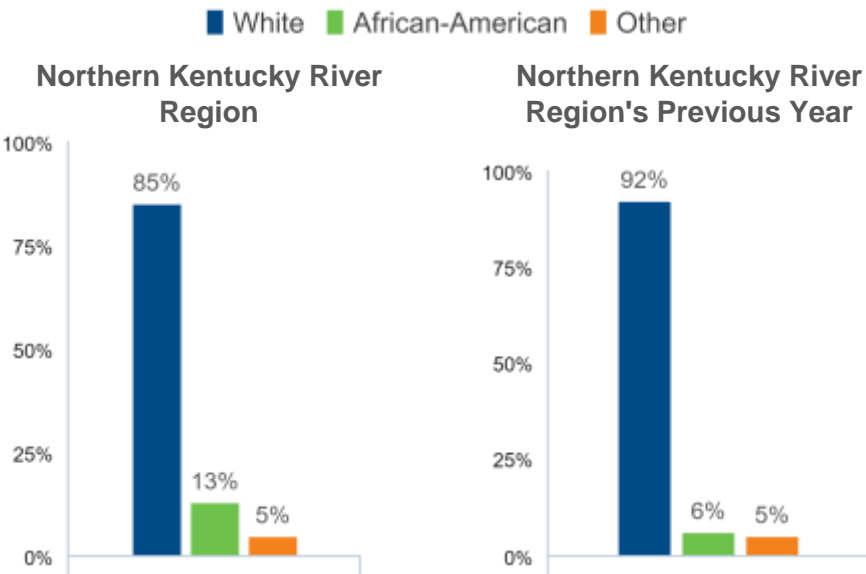
## Sexual Orientation



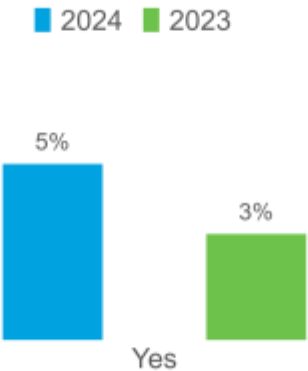
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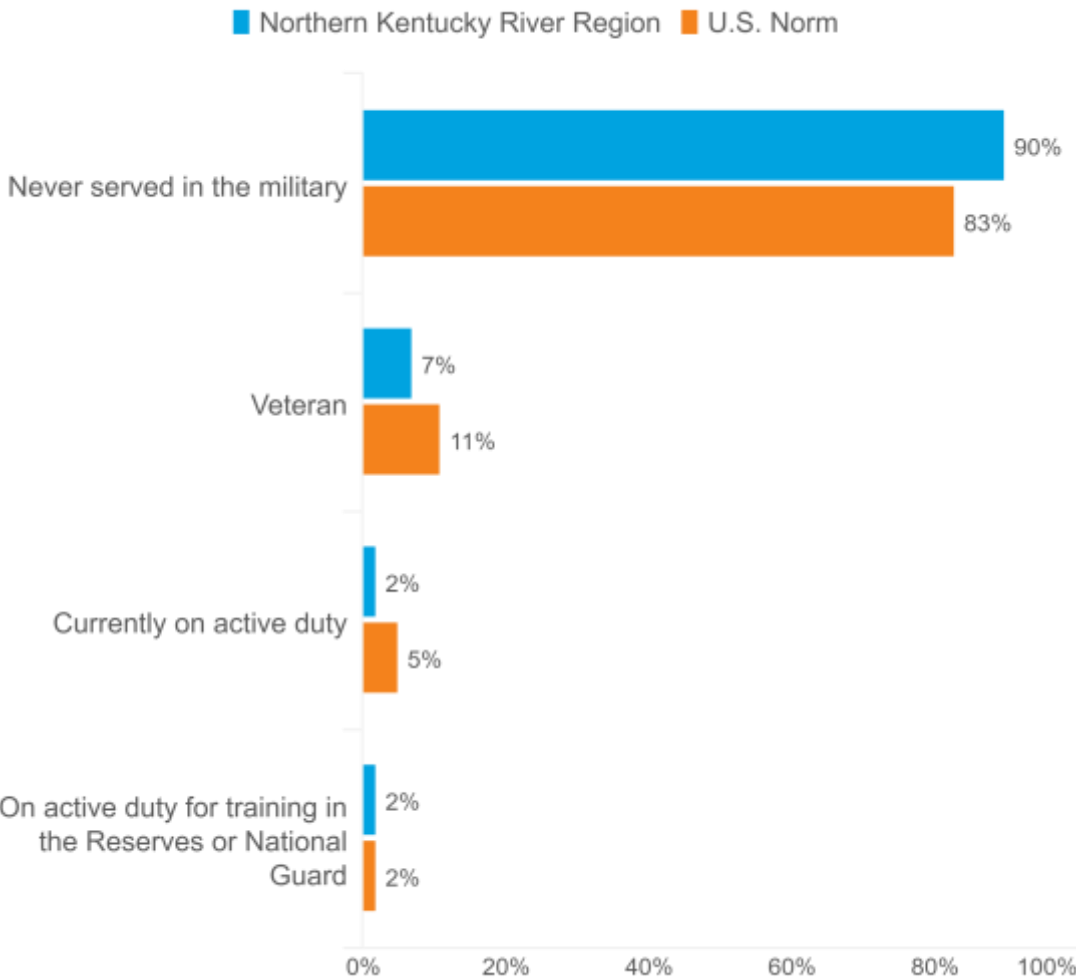
## Race



## Hispanic Background



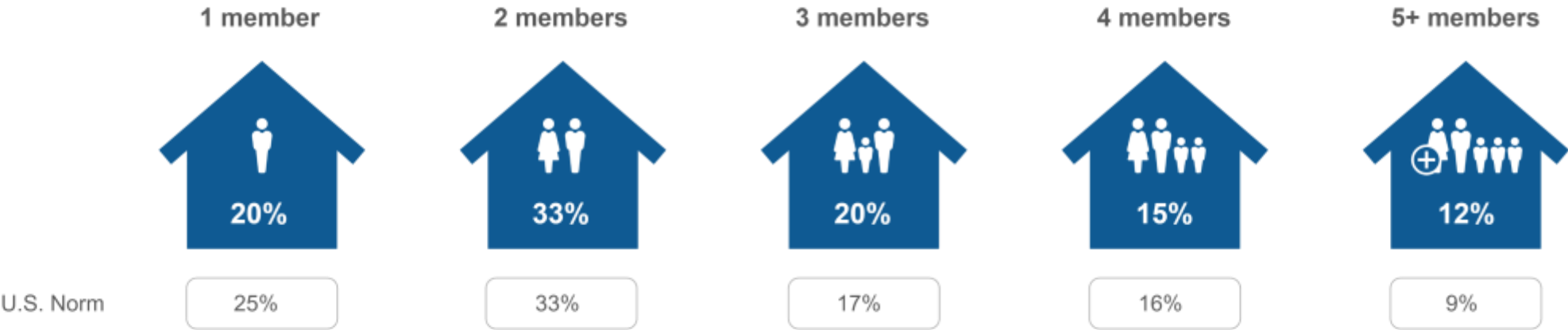
## Military Status



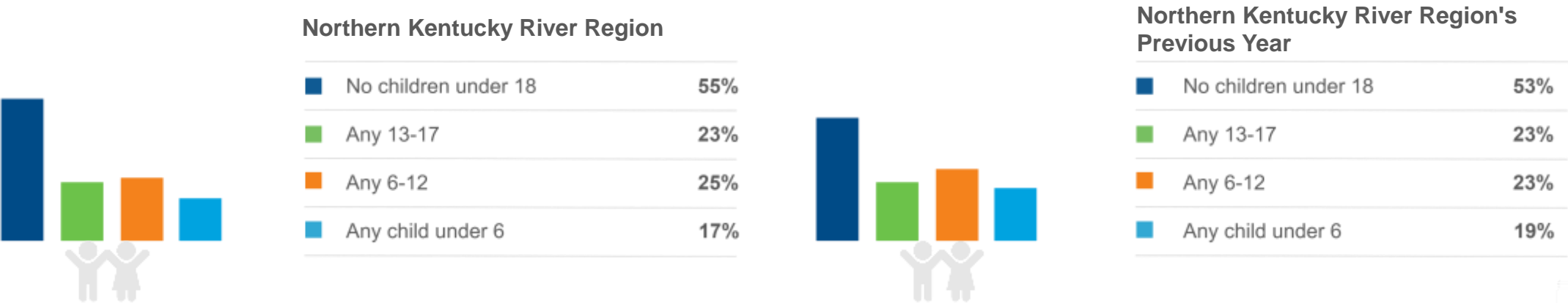
# Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2024 Day Person-Trips

## Household Size



## Children in Household





# Travel USA Visitor Profile

Kentucky Appalachians

TEAM  **KENTUCKY.**<sup>®</sup>

2023/2024



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- 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.

## 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 Appalachians, the following sample was achieved in 2023/2024:



Day Base Size

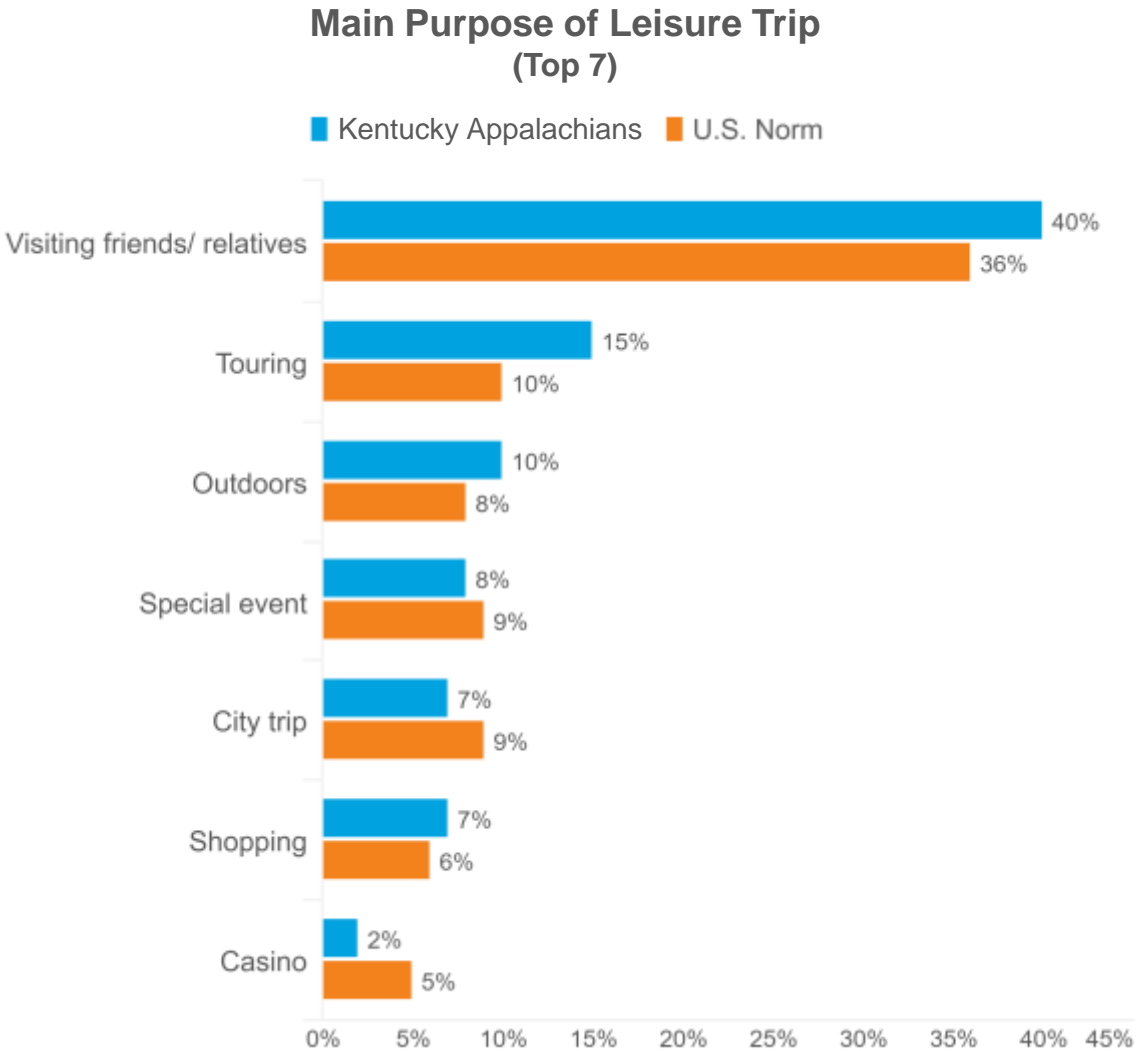
322

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

# Kentucky Appalachians' Day Trip Characteristics

Base: 2023/2024 Day Person-Trips

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	40%
Touring	15%
Outdoors	10%
Special event	8%
City trip	7%
Shopping	7%
Other business trip	4%
Business-Leisure	3%
Casino	2%



# Structure of the U.S. and Kentucky Appalachians Day Travel Market

Base: 2023/2024 Day Person-Trips

Kentucky Appalachians Day Trips



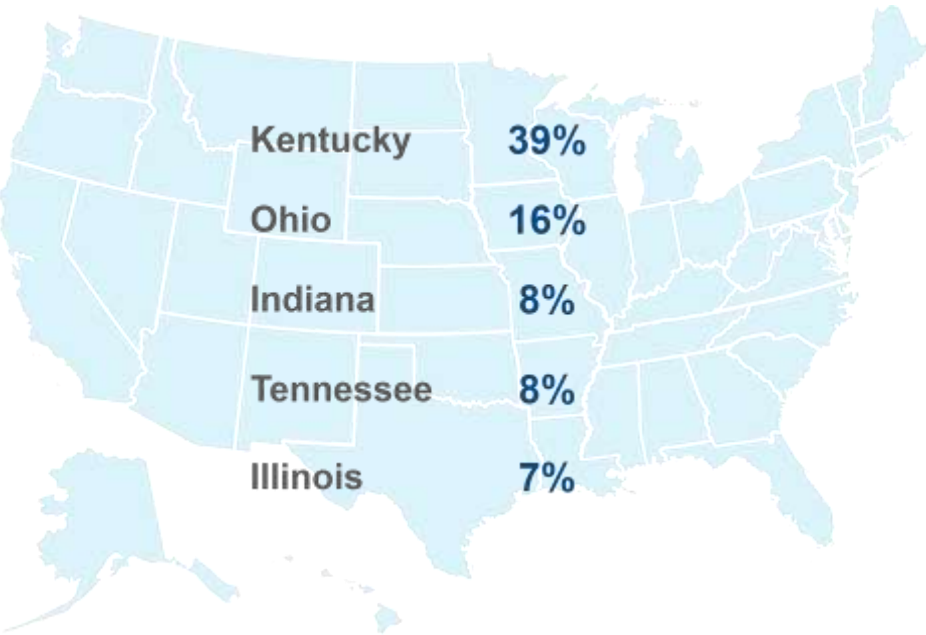
2024 U.S. Day Trips



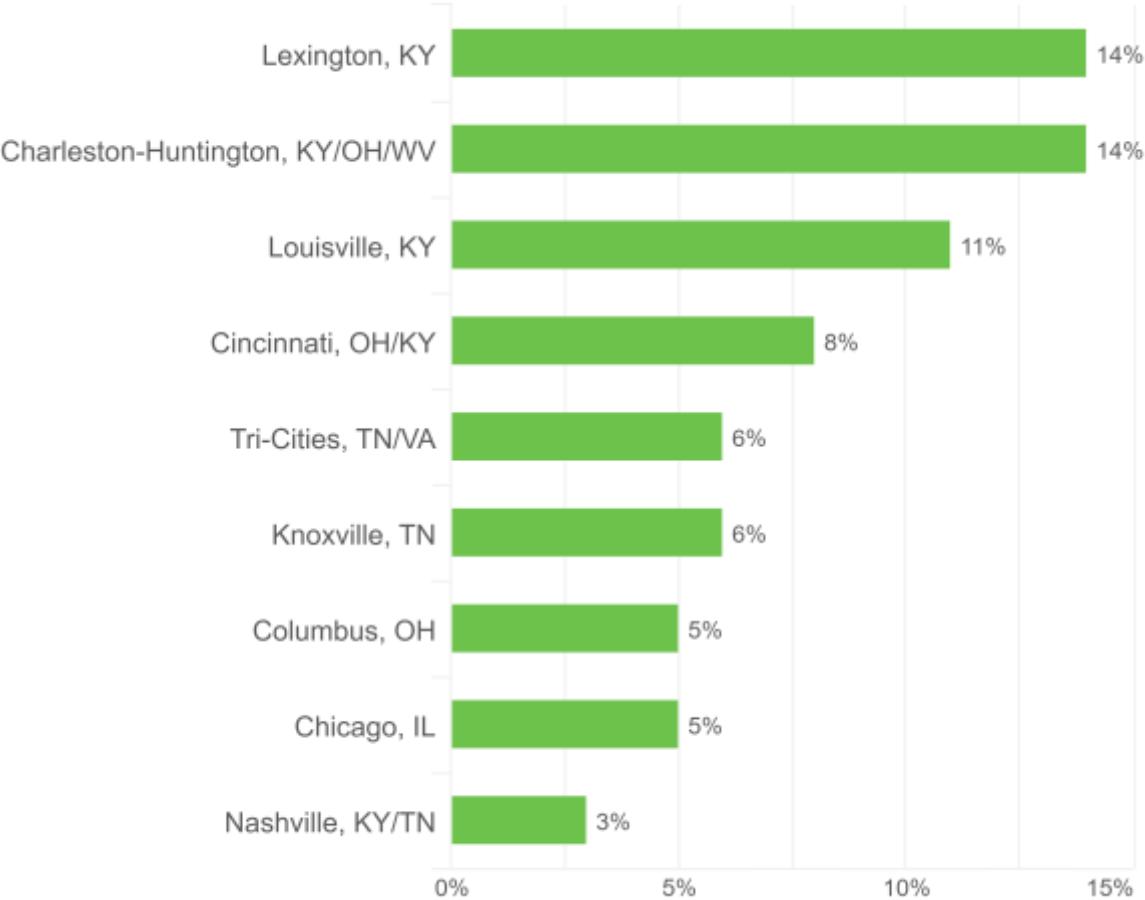
# Kentucky Appalachians' Day Trip Characteristics

Base: 2023/2024 Day Person-Trips

State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 9)



## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Kentucky Appalachians



Average number of people

Total  
**2.5**

### U.S. Norm



Average number of people

Total  
**2.5**

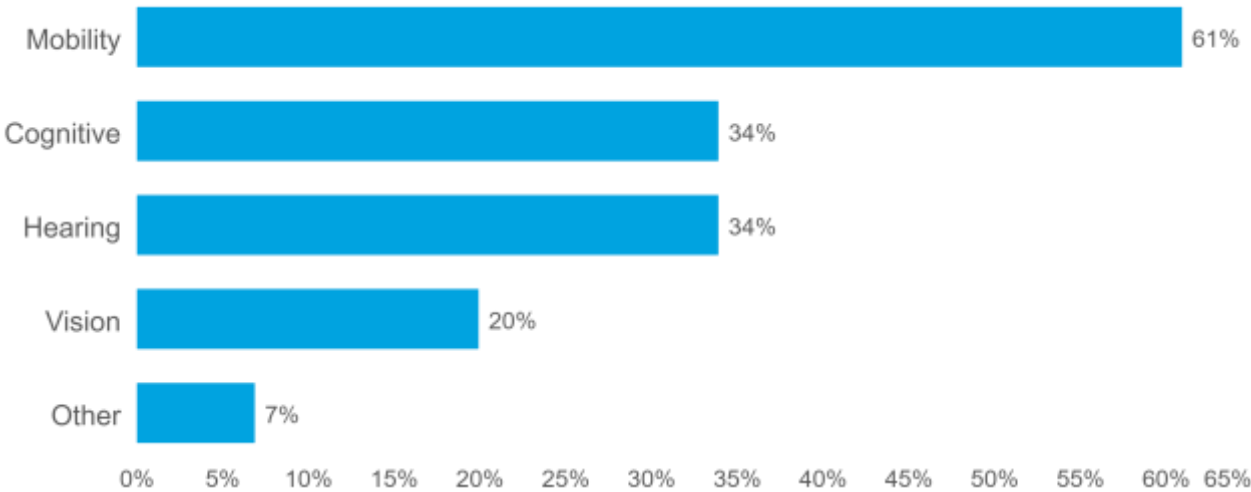


**18%** of travel parties had a travel party member that required accessibility services

2022/2023: 16%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only



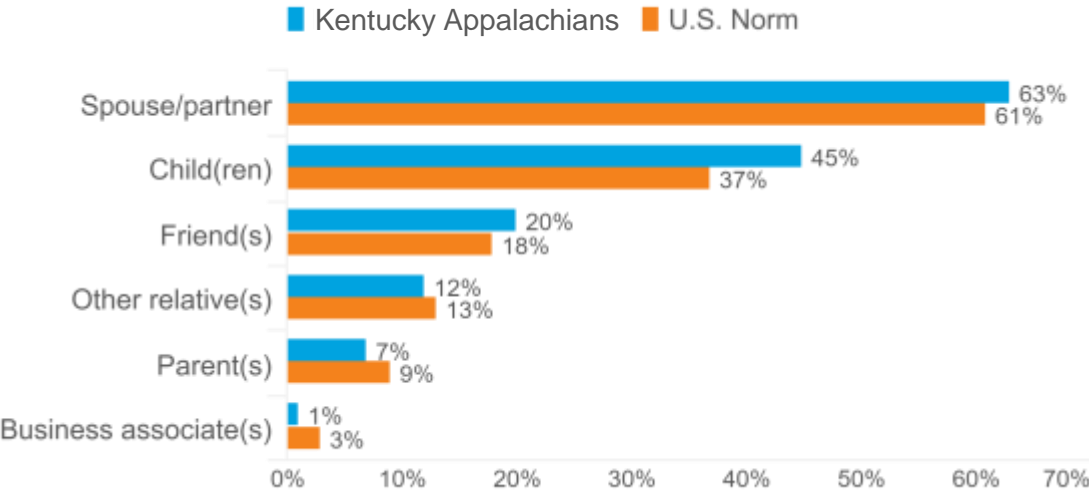
**22%** of trips only had one person in the travel party

U.S. Norm: **27%**

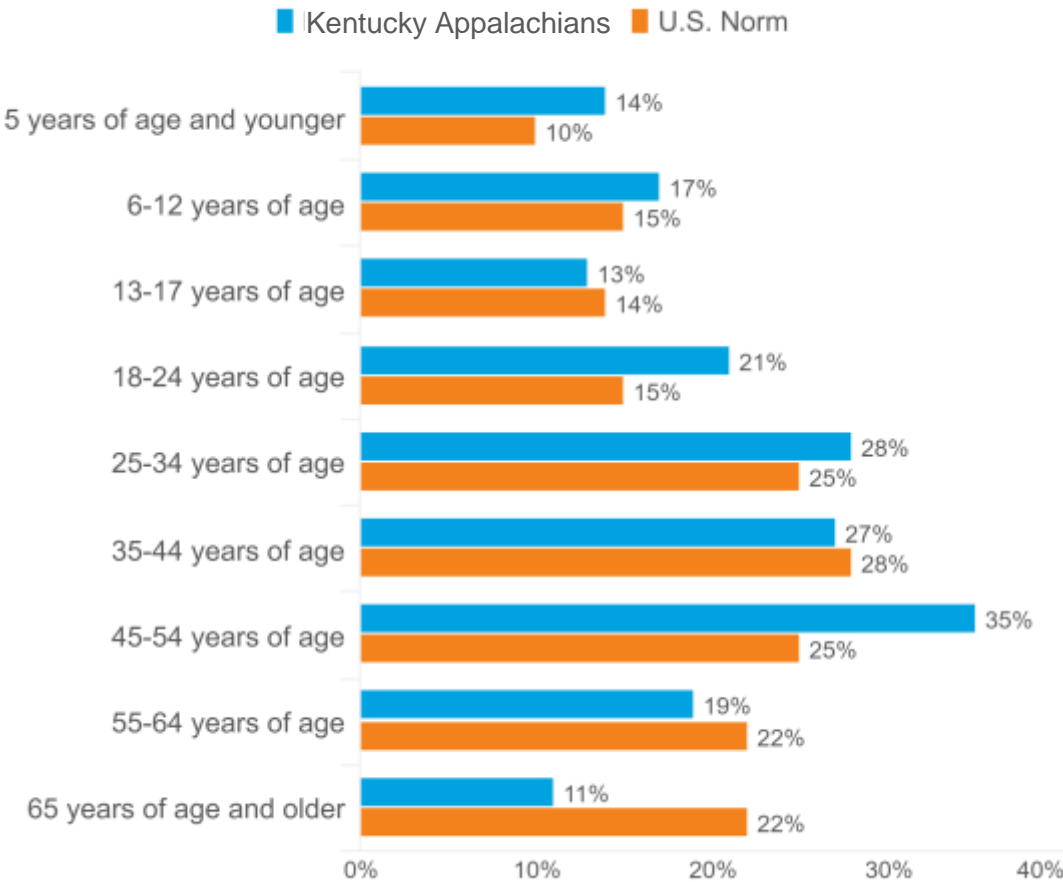
## Composition of Immediate Travel Party

Base: 2023/2024 Day Person-Trips that included more than one person

\*Child(ren) is based on the relationship to the respondent



## Travel Party Age



## Activity Groupings

### Outdoor Activities



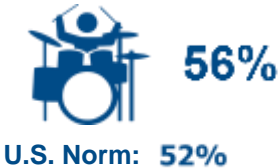
### Cultural Activities



### Business Activities



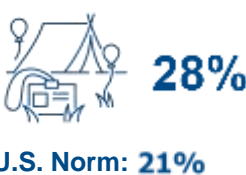
### Entertainment Activities













### Sporting Activities



### Other Activities



## Activities and Experiences (Top 10)

		Kentucky	Appalachians	U.S. Norm
	Sightseeing		25%	13%
	Shopping		25%	21%
	Landmark/historic site		15%	9%
	Attending celebration		14%	10%
	Nature tours/wildlife viewing/birding		13%	5%
	National/state park		13%	5%
	Hiking/backpacking		11%	5%
	Local parks/playgrounds		10%	7%
	Museum		9%	8%
	Winery/brewery/distillery tour		7%	5%

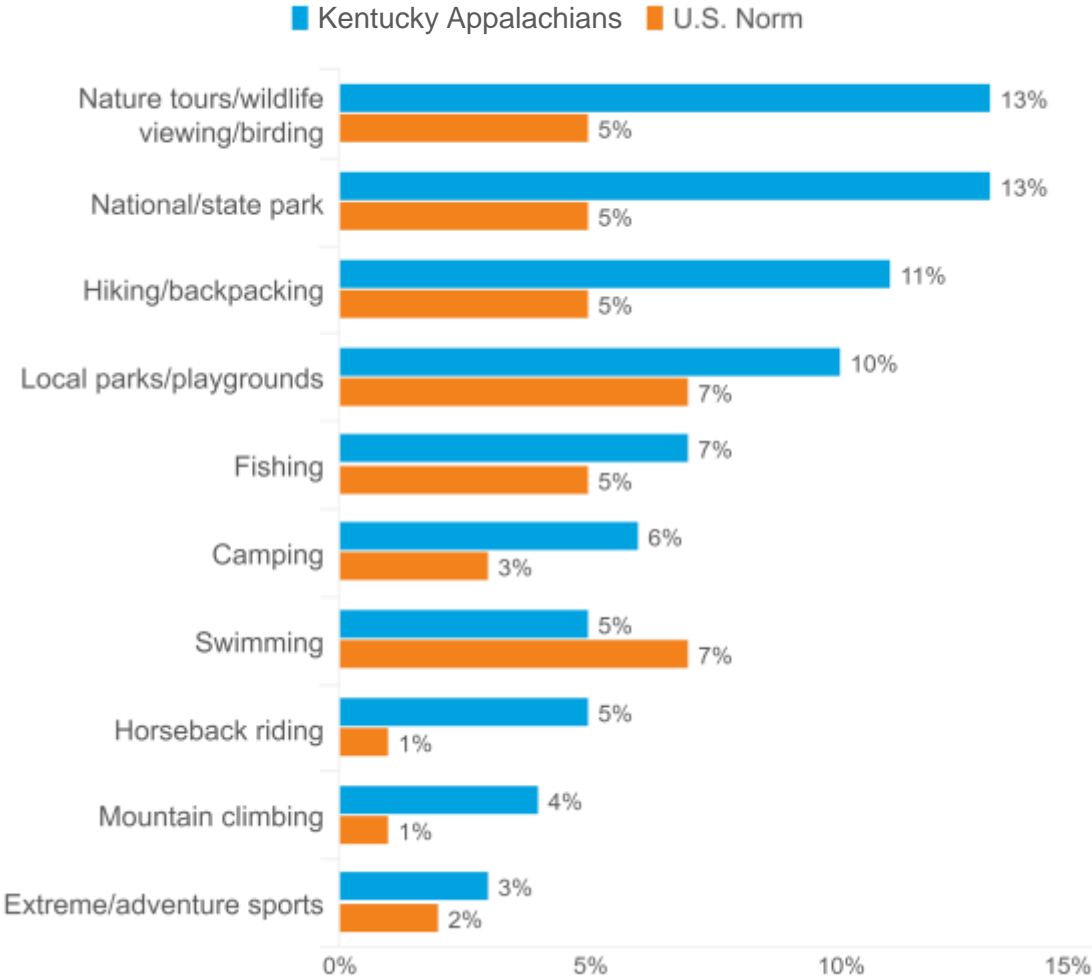


Outdoor Activities

Kentucky  
Appalachians  
45%

U.S. Norm  
35%

Outdoor Activities  
(Top 10)





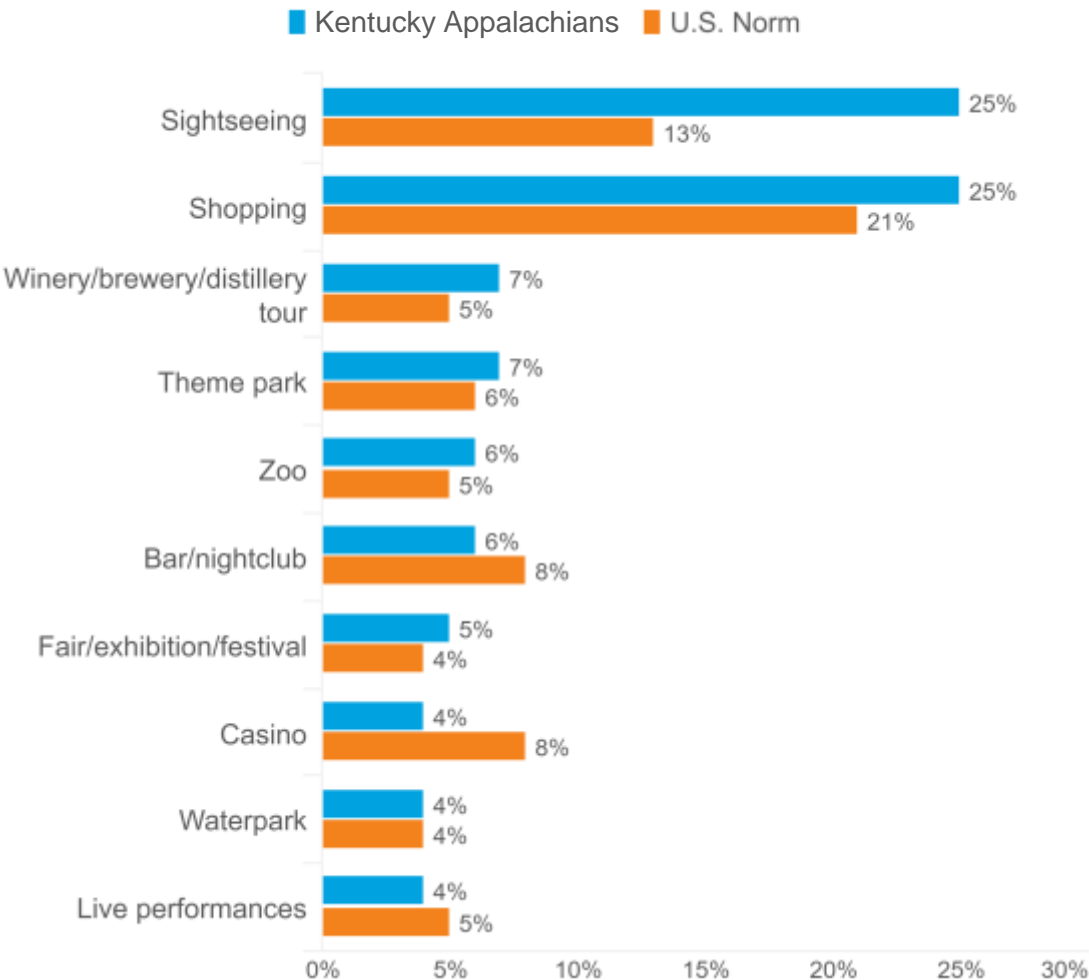


Entertainment Activities

Kentucky  
Appalachians  
56%

U.S. Norm  
52%

Entertainment Activities  
(Top 10)



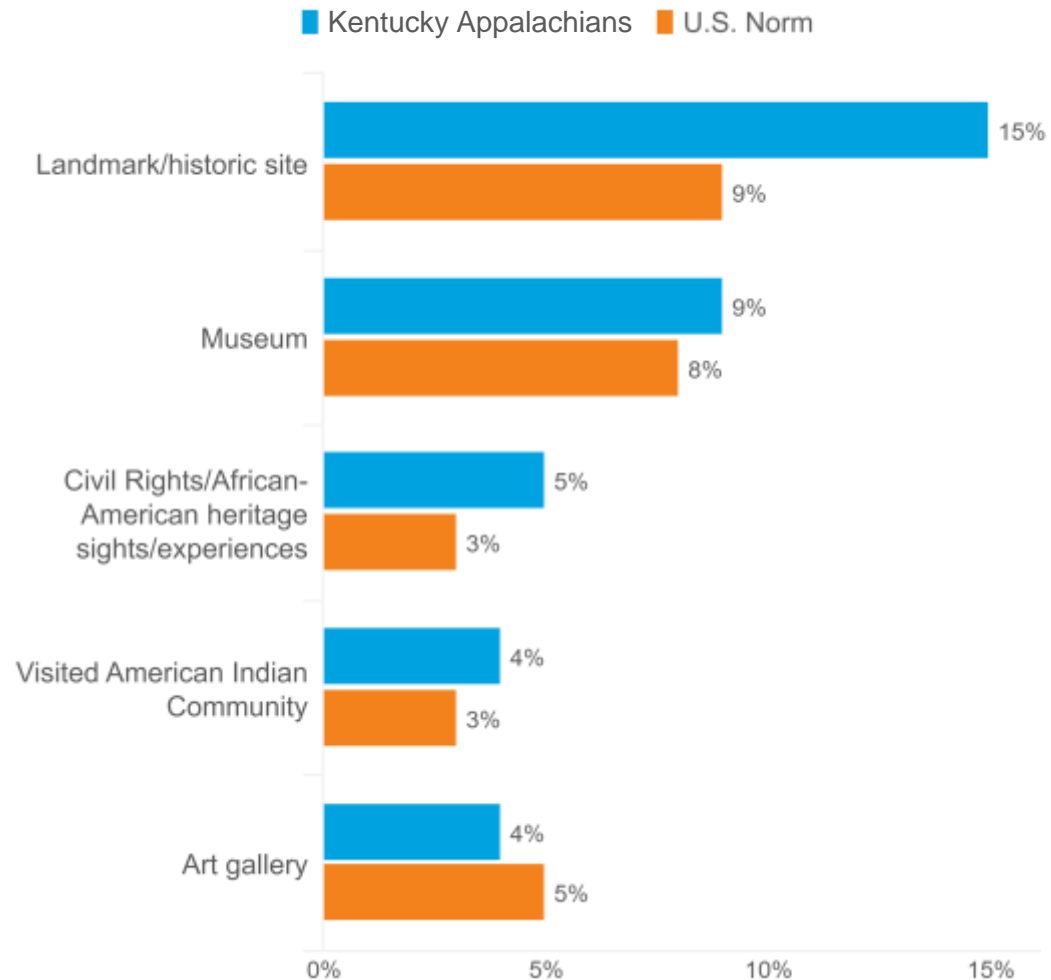


Cultural Activities

Kentucky  
Appalachians  
26%

U.S. Norm  
23%

Cultural Activities



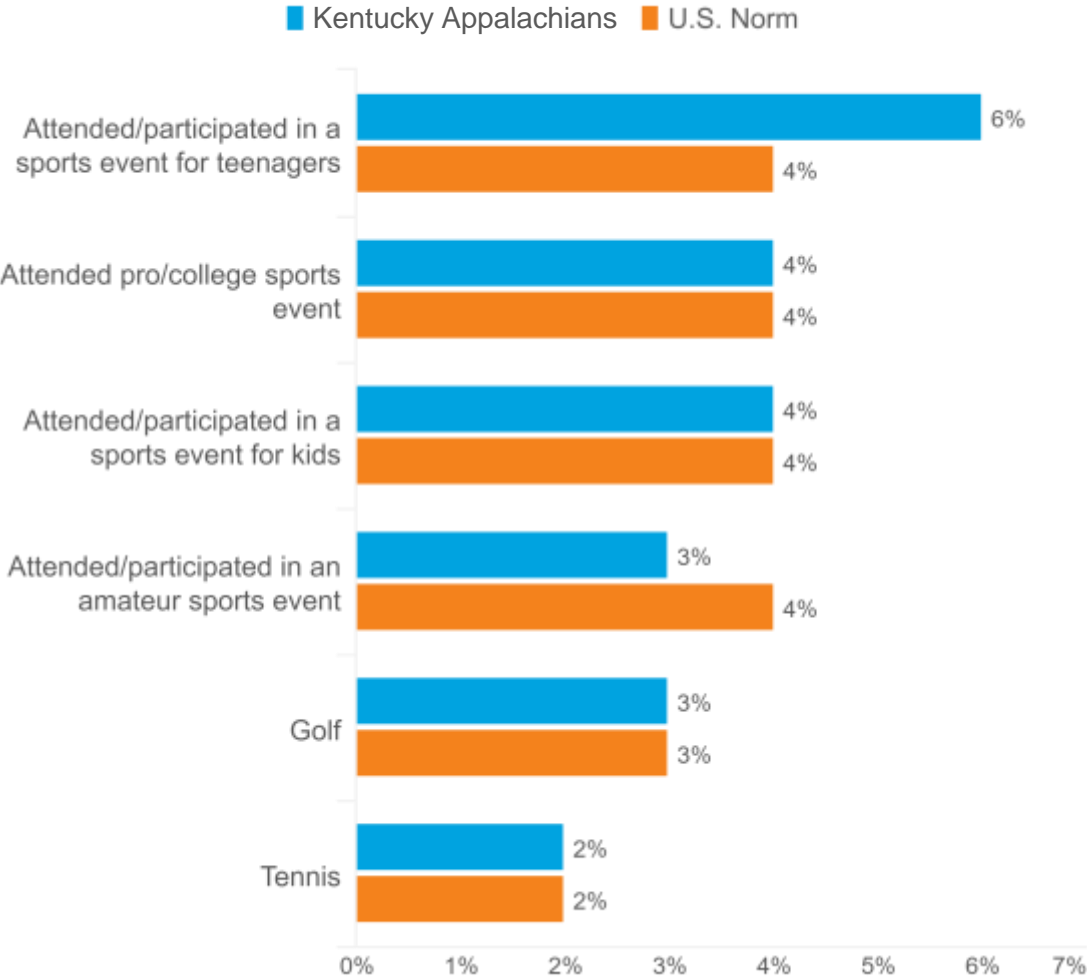


Sporting Activities

Kentucky  
Appalachians  
16%

U.S. Norm  
16%

Sporting Activities



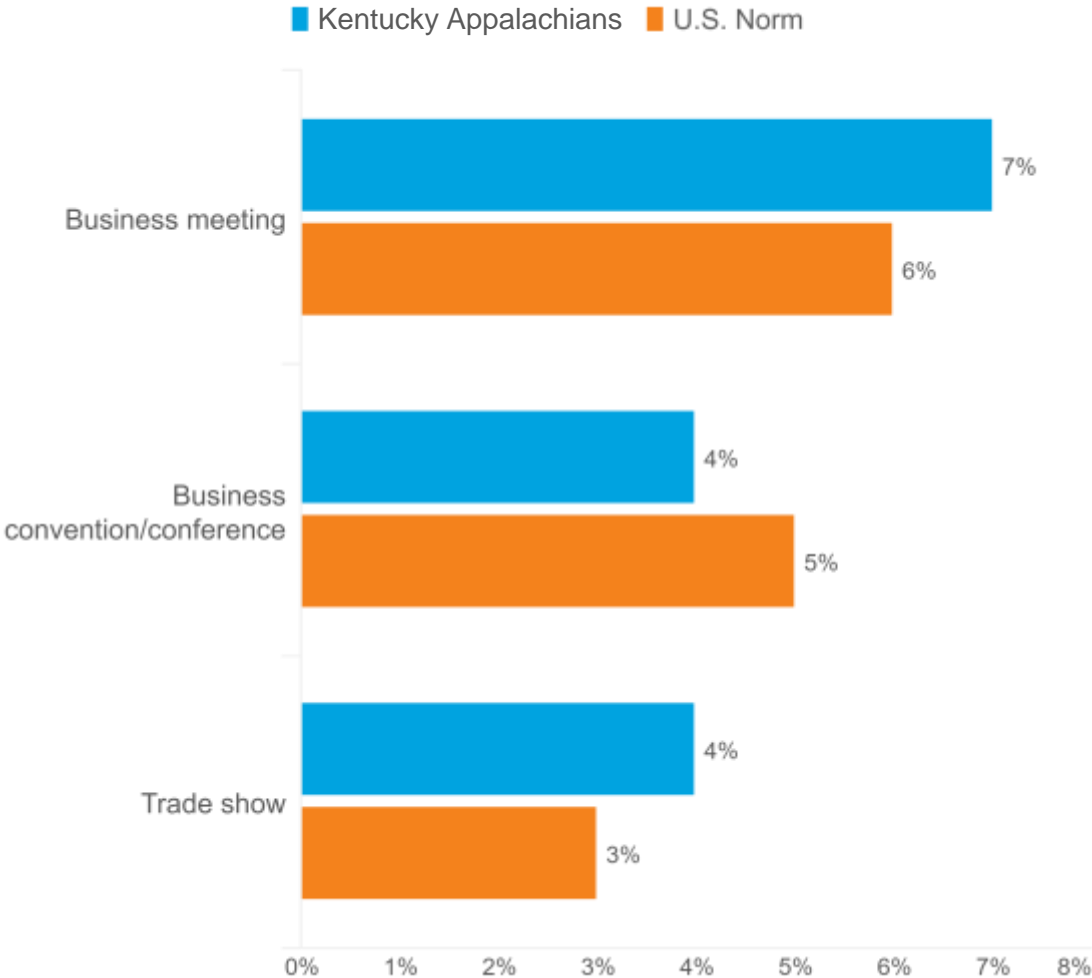


Business Activities

Kentucky  
Appalachians  
12%

U.S. Norm  
12%

Business Activities



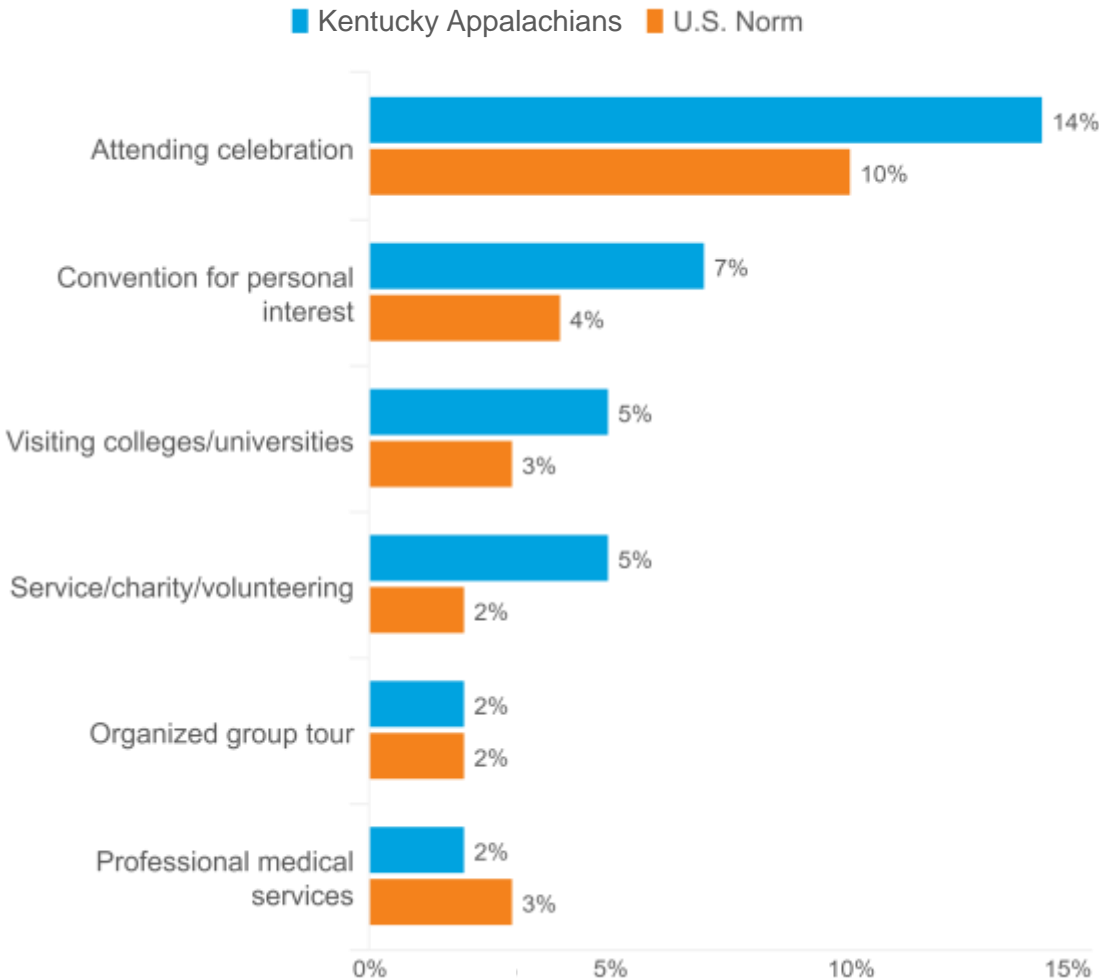


Other Activities

Kentucky  
Appalachians  
28%


U.S. Norm  
21%

Other Activities









Shopping Types on Trip

Base: 2023/2024 Day Person-Trips that included Shopping

		Kentucky Appalachians	U.S. Norm
	Outlet/mall shopping	50%	45%
	Shopping at locally owned businesses	42%	42%
	Convenience/grocery shopping	39%	28%
	Big box stores (Walmart, Costco)	39%	26%
	Souvenir shopping	37%	25%
	Farmers market	27%	15%
	Antiquing	25%	12%

Question updated in 2023

Dining Types on Trip

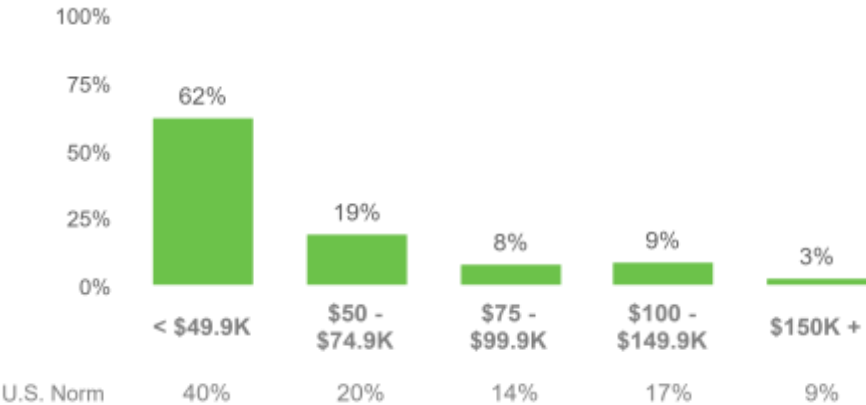
		Kentucky Appalachians	U.S. Norm
	Fast food	61%	40%
	Casual dining	43%	45%
	Unique/local food	23%	23%
	Carry-out/food delivery service	15%	15%
	Picnicking	13%	9%
	Fine/upscale dining	5%	12%

Question updated in 2023

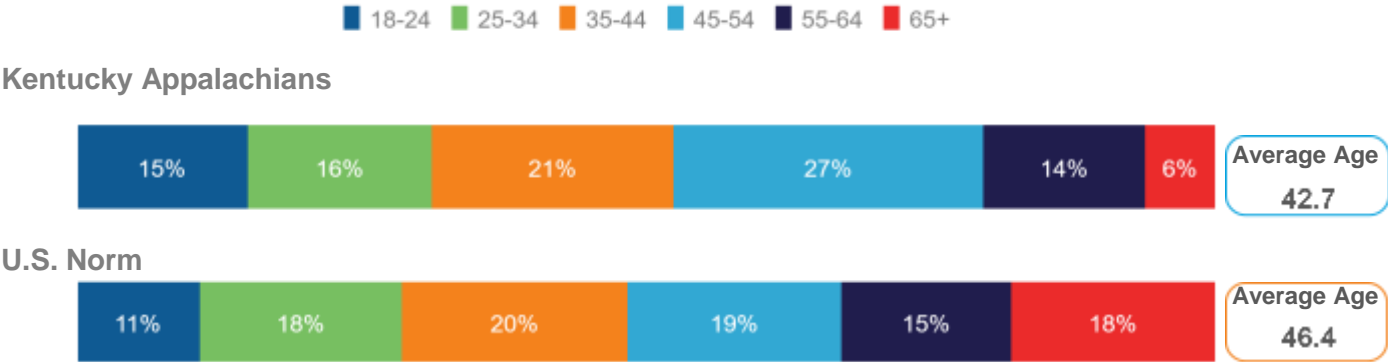
# Demographic Profile of Day Kentucky Appalachians Visitors

Base: 2023/2024 Day Person-Trips

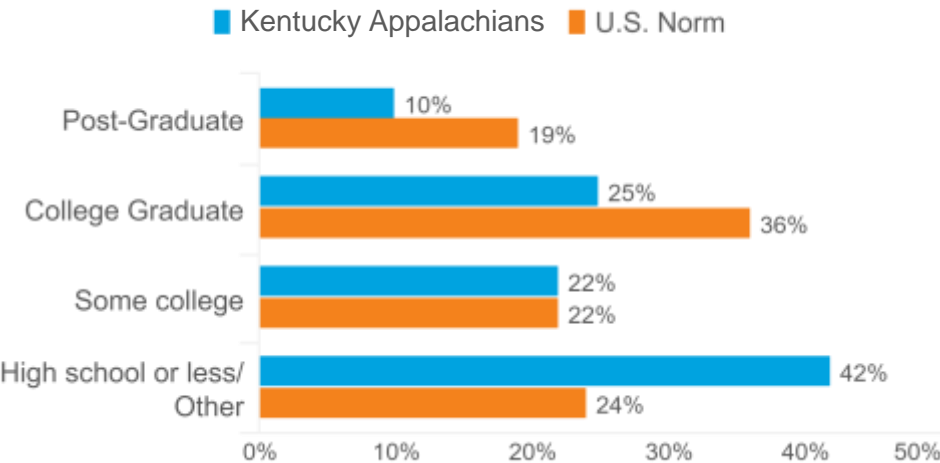
## Household Income



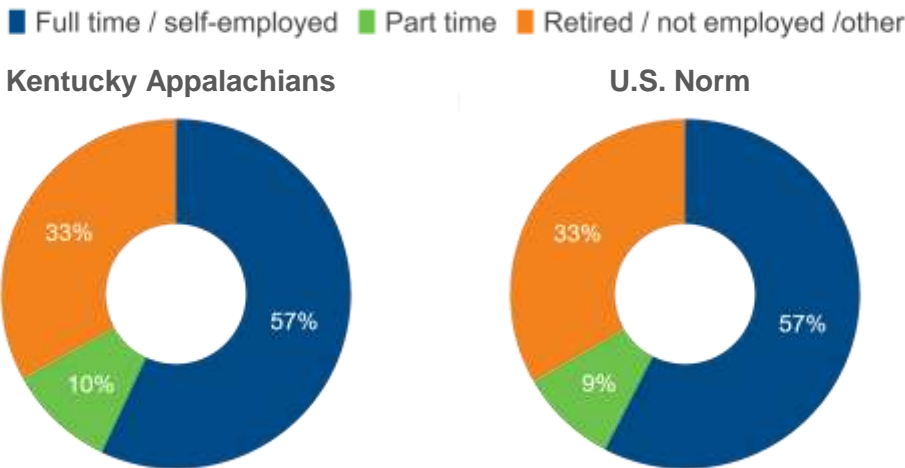
## Age



## Educational Attainment



## Employment

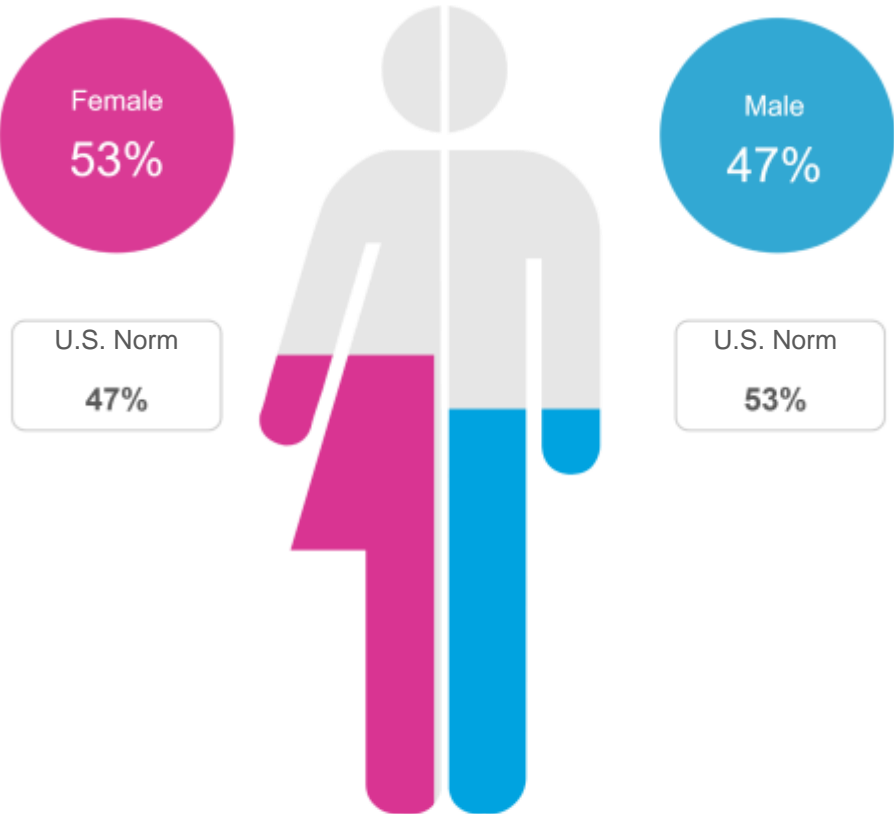




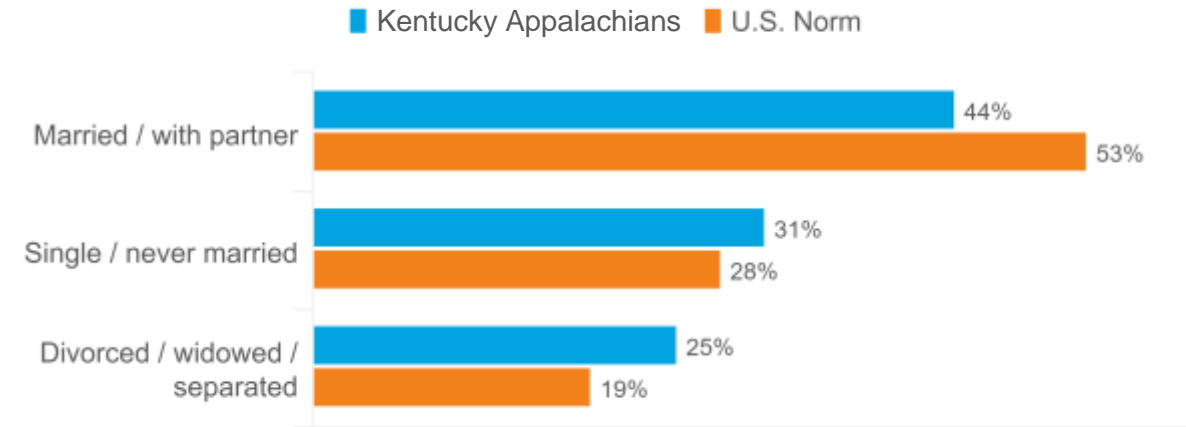
# Demographic Profile of Day Kentucky Appalachians Visitors

Base: 2023/2024 Day Person-Trips

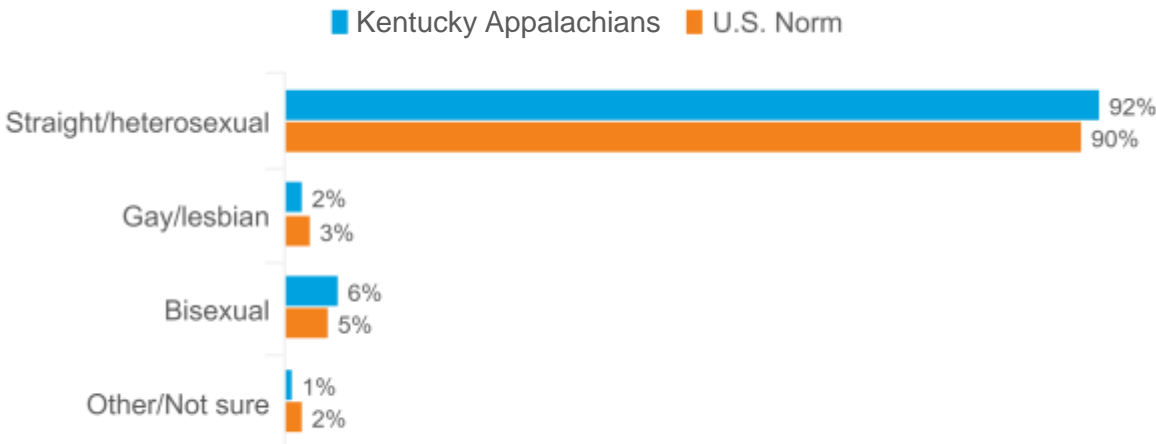
## Gender



## Marital Status



## Sexual Orientation

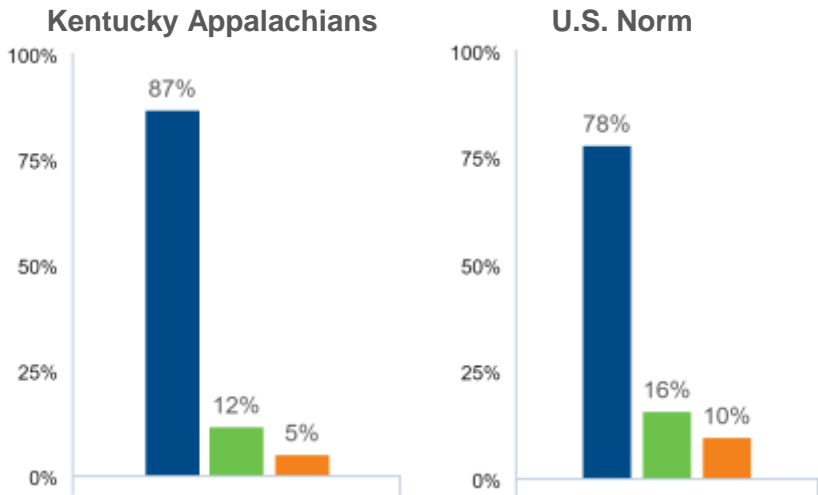


# Demographic Profile of Day Kentucky Appalachians Visitors

Base: 2023/2024 Day Person-Trips

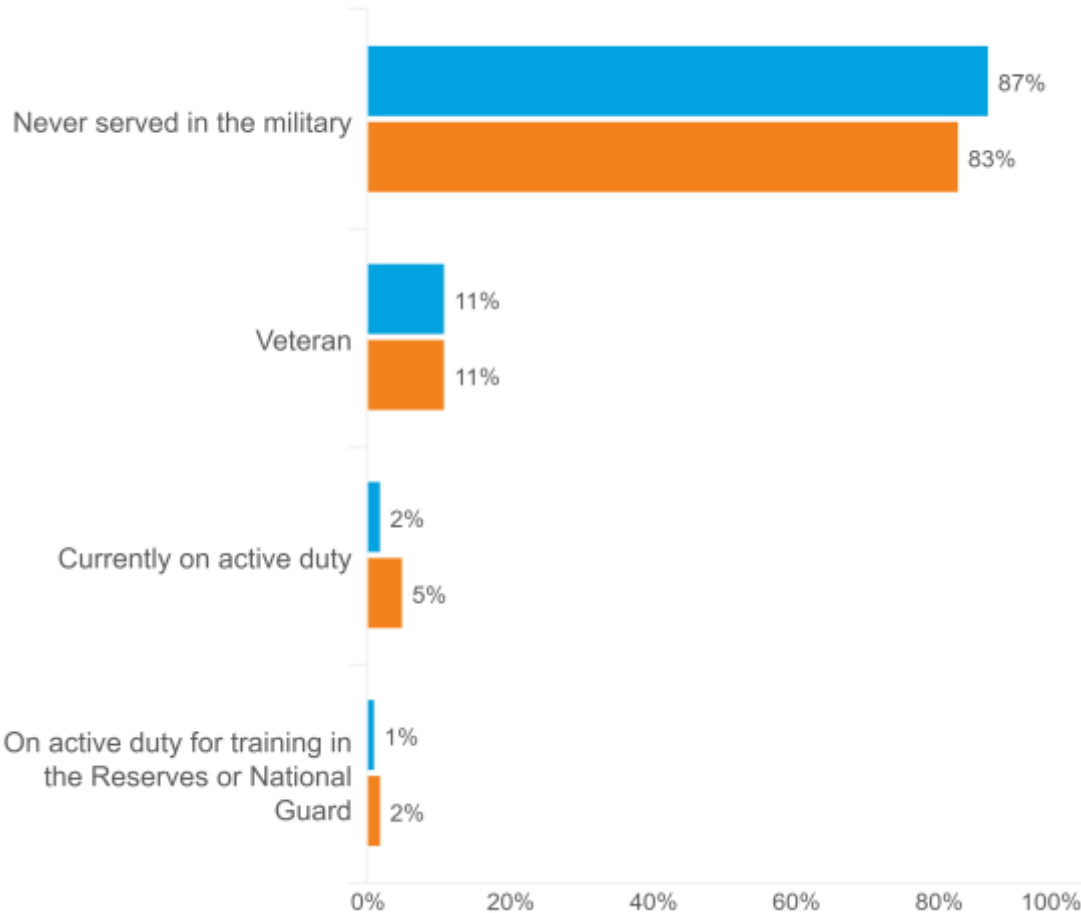
## Race

White African-American Other



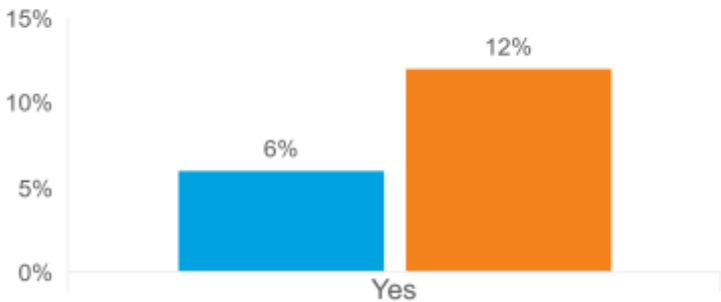
## Military Status

Kentucky Appalachians U.S. Norm



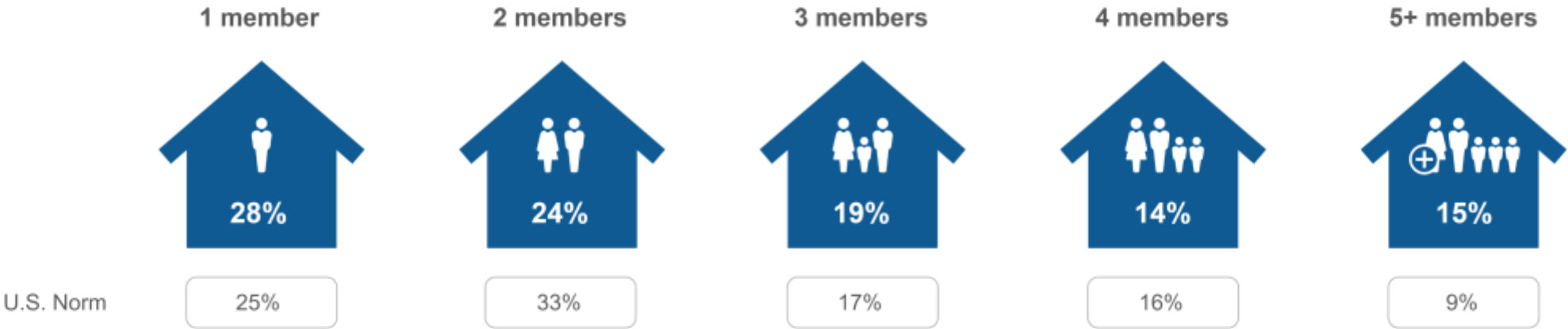
## Hispanic Background

Kentucky Appalachians U.S. Norm

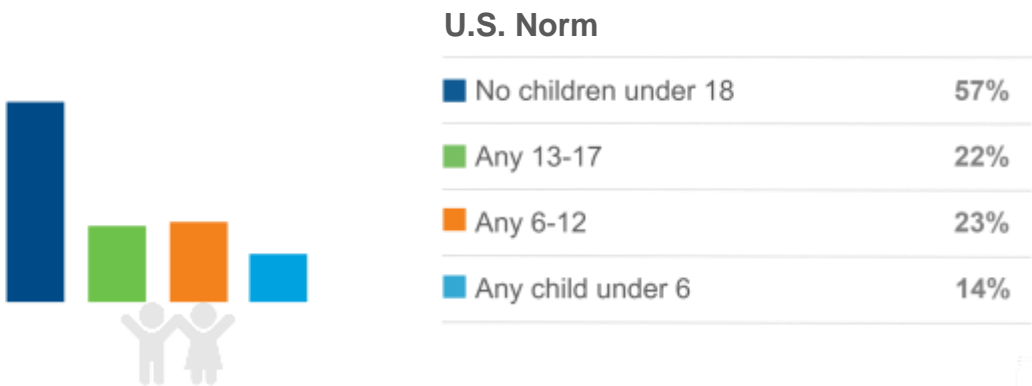
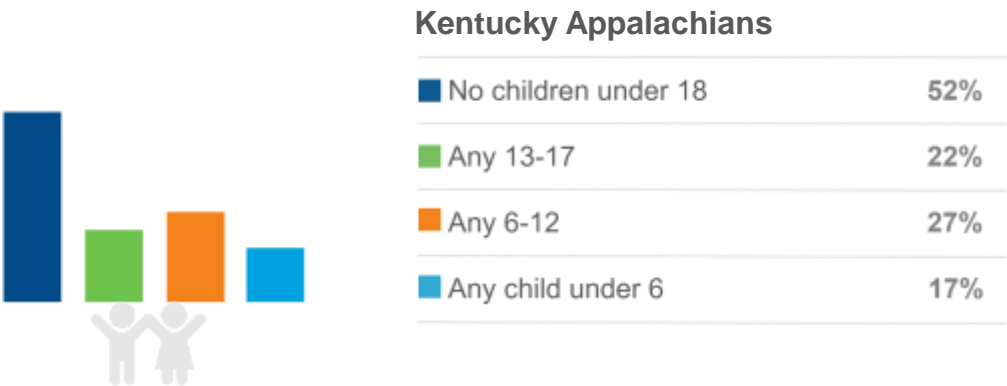


Question added in 2024, data is for 2024 only

## Household Size



## Children in Household





# Travel USA Visitor Profile

Daniel Boone Country

TEAM   
**KENTUCKY.**

2023/2024



## 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.

## 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 2023/2024:

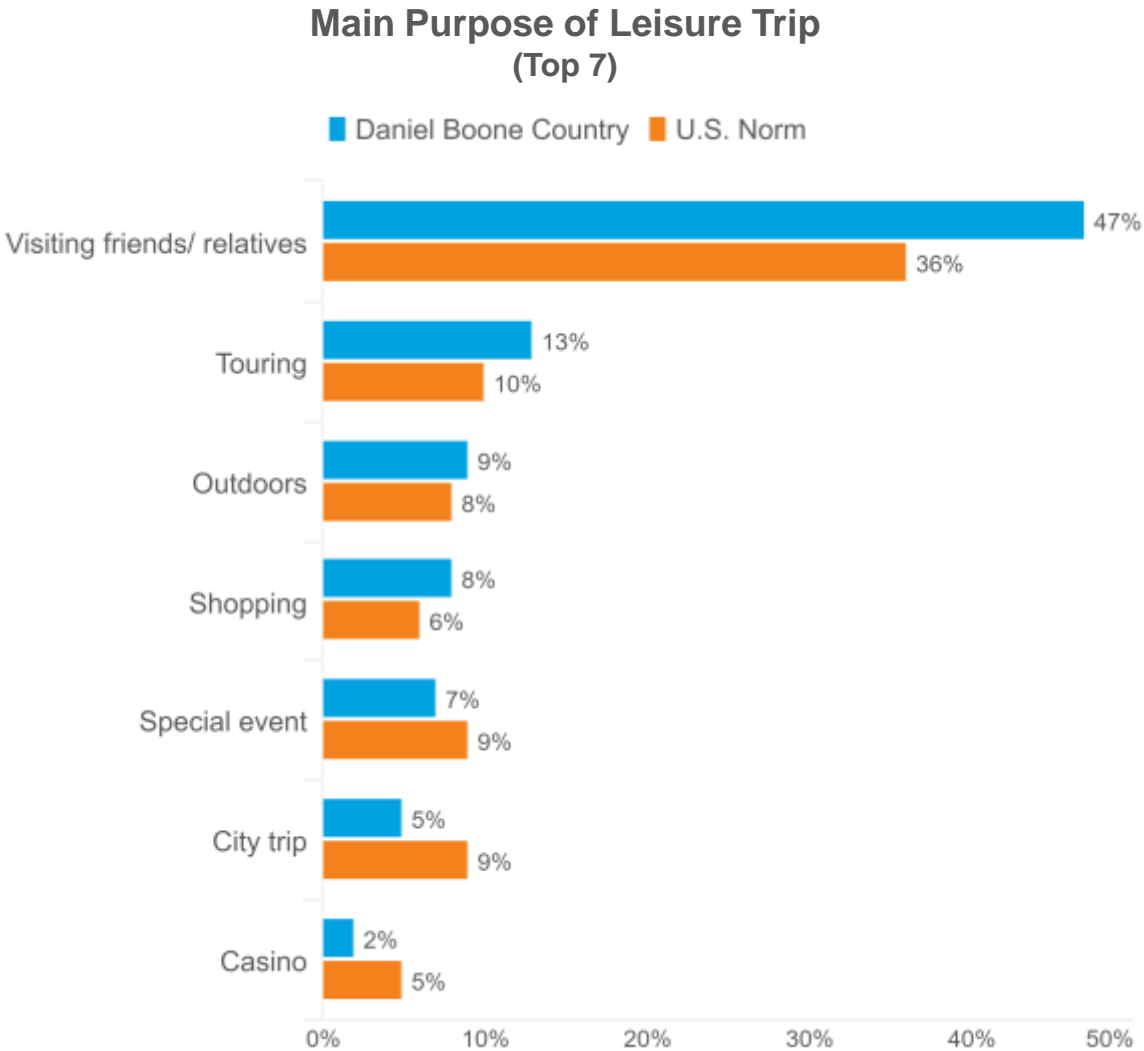


Day Base Size

336

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	
2023/2024	
Visiting friends/ relatives	47%
Touring	13%
Outdoors	9%
Shopping	8%
Special event	7%
City trip	5%
Other business trip	3%
Casino	2%
Business-Leisure	2%



Daniel Boone Country Day Trips

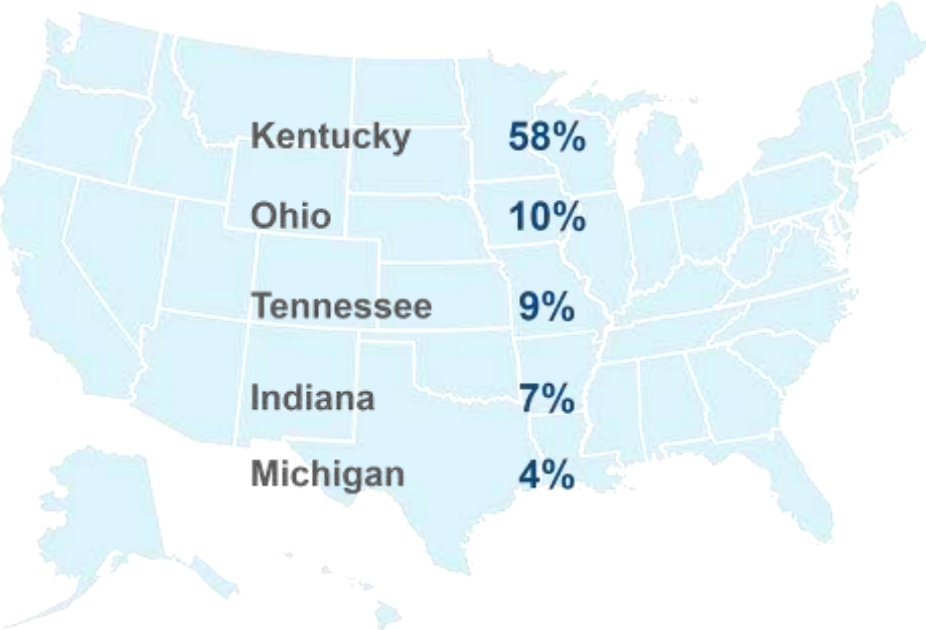


2024 U.S. Day Trips

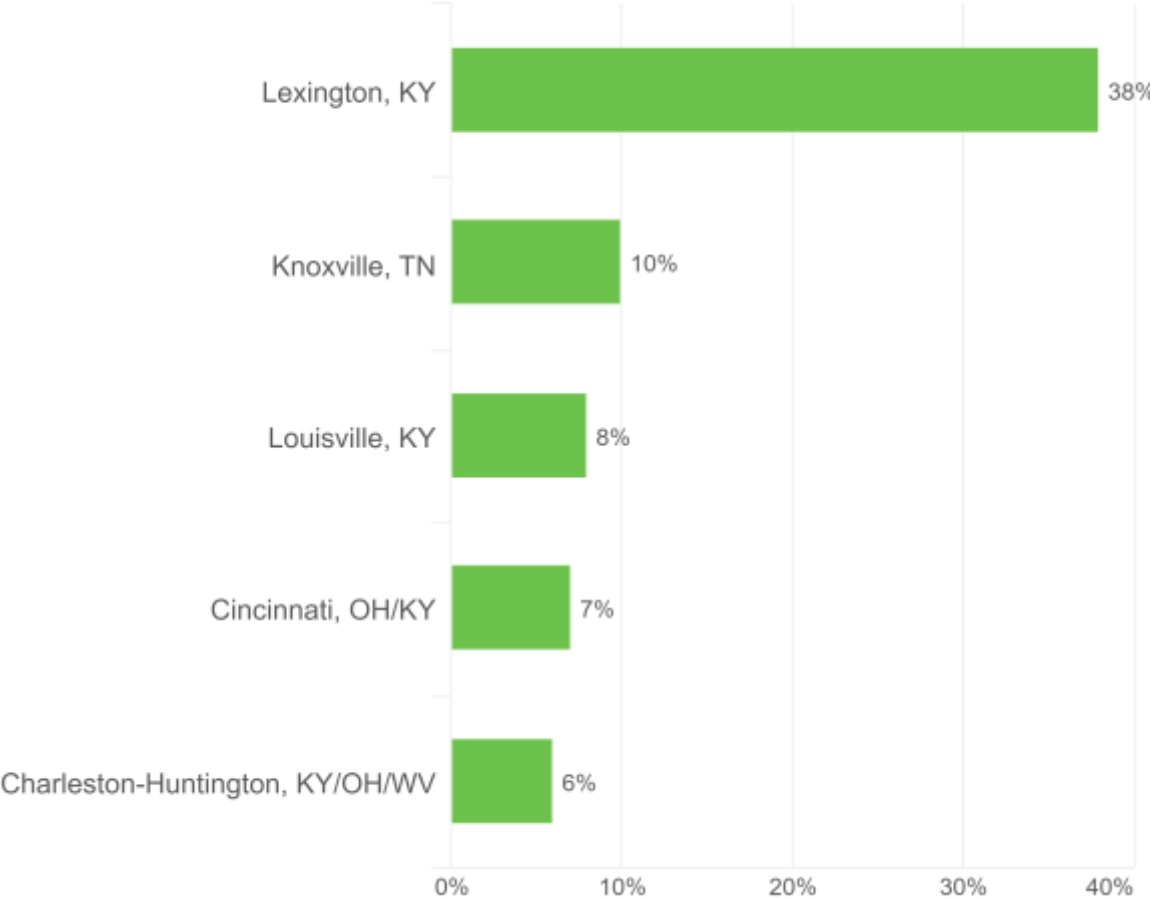




State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 5)



## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Daniel Boone Country



Average number of people

Total  
**2.7**

### U.S. Norm



Average number of people

Total  
**2.5**

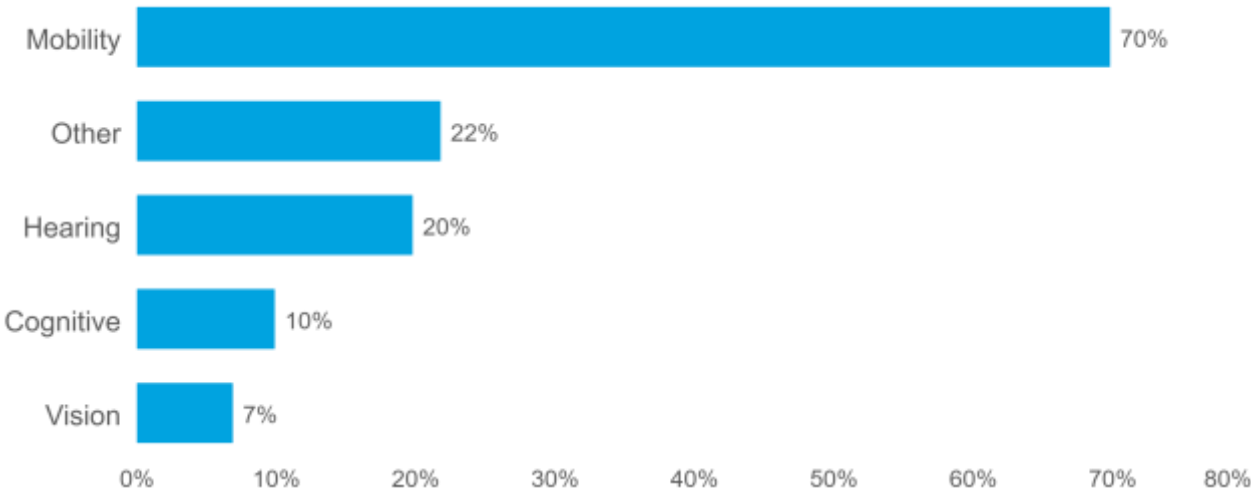


**14%** of travel parties had a travel party member that required accessibility services

2022/2023: 13%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only



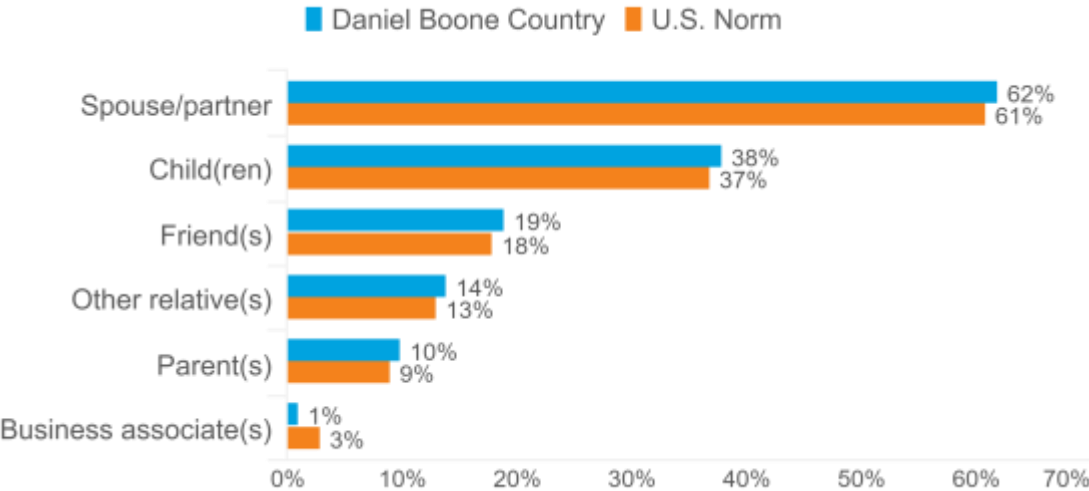
**15%** of trips only had one person in the travel party

U.S. Norm: **27%**

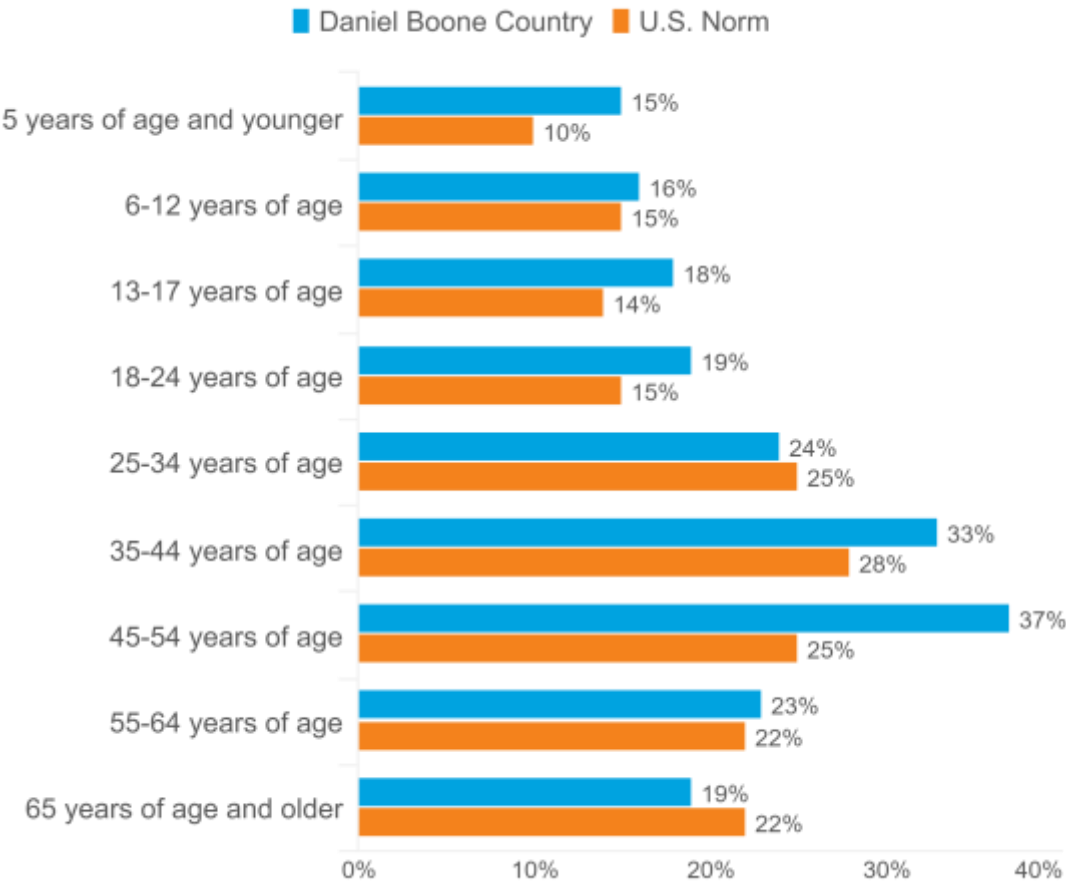
## Composition of Immediate Travel Party

Base: 2023/2024 Day Person-Trips that included more than one person

\*Child(ren) is based on the relationship to the respondent



## Travel Party Age

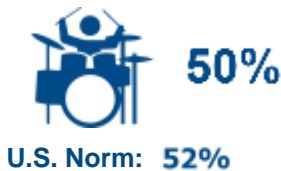


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



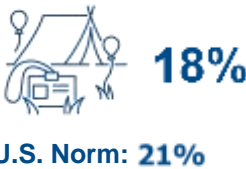
Sporting Activities



Business Activities













Other Activities



Activities and Experiences

(Top 10)  
Daniel Boone Country      U.S. Norm

	Shopping	25%	21%
	Sightseeing	21%	13%
	Landmark/historic site	17%	9%
	National/state park	13%	5%
	Local parks/playgrounds	12%	7%
	Hiking/backpacking	11%	5%
	Attending celebration	10%	10%
	Museum	8%	8%
	Swimming	8%	7%
	Fishing	8%	5%



Outdoor Activities

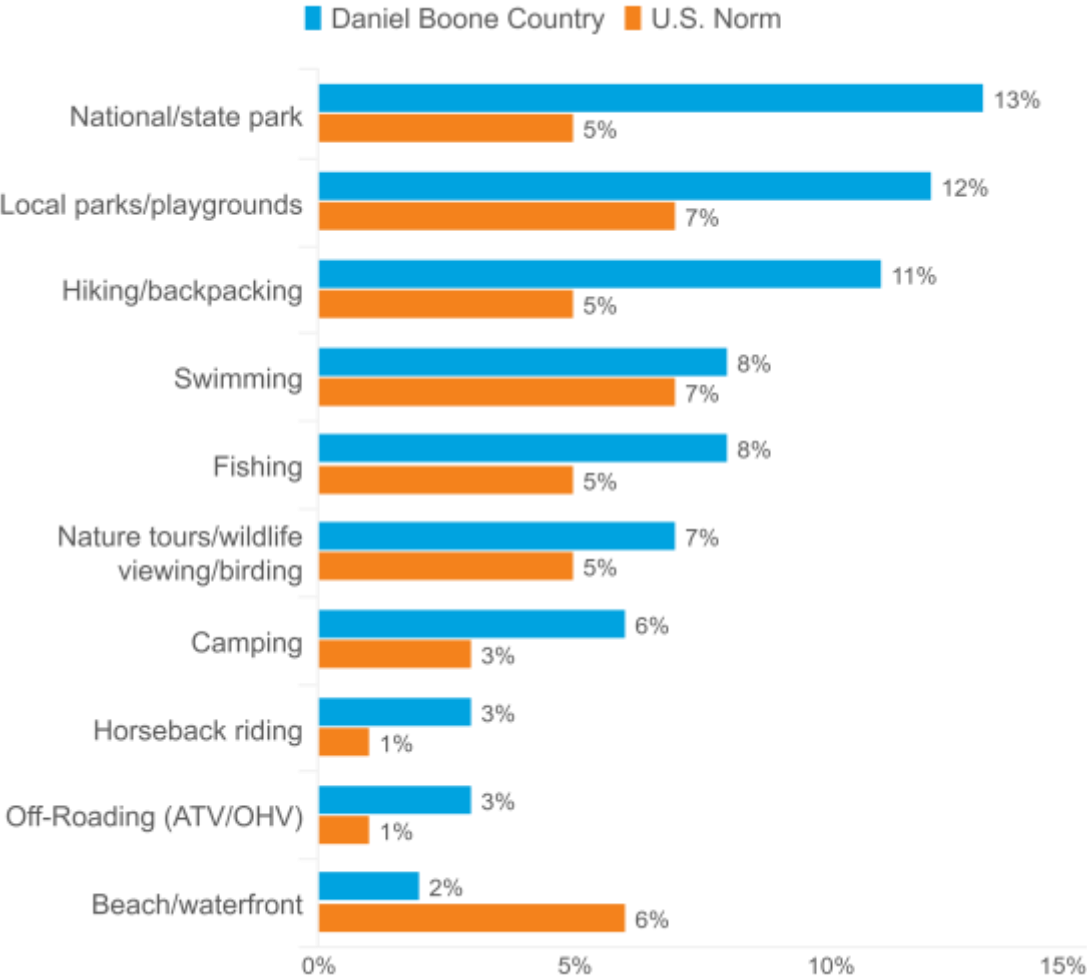
Daniel Boone Country

43%

U.S. Norm

35%

Outdoor Activities  
(Top 10)





Entertainment Activities

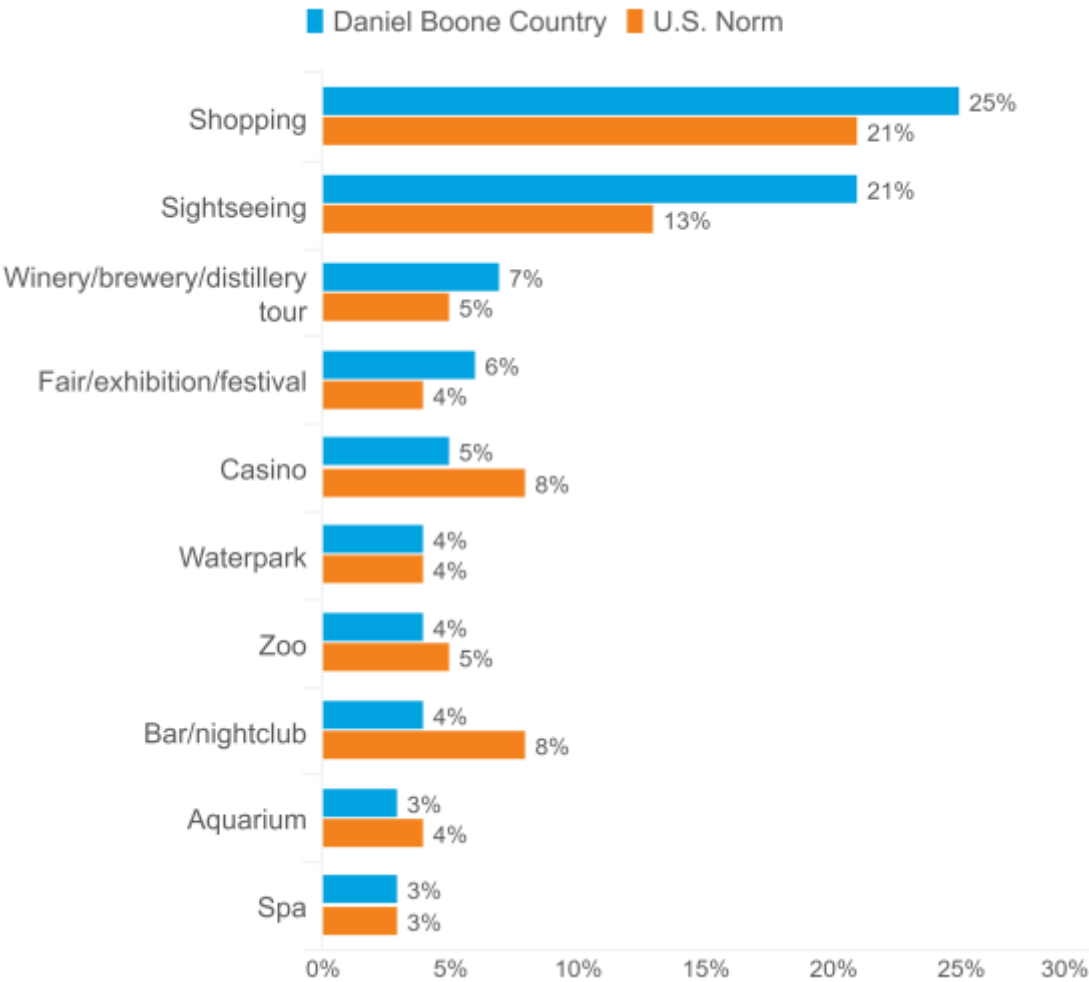
Daniel Boone Country

50%

U.S. Norm

52%

Entertainment Activities  
(Top 10)





Cultural Activities

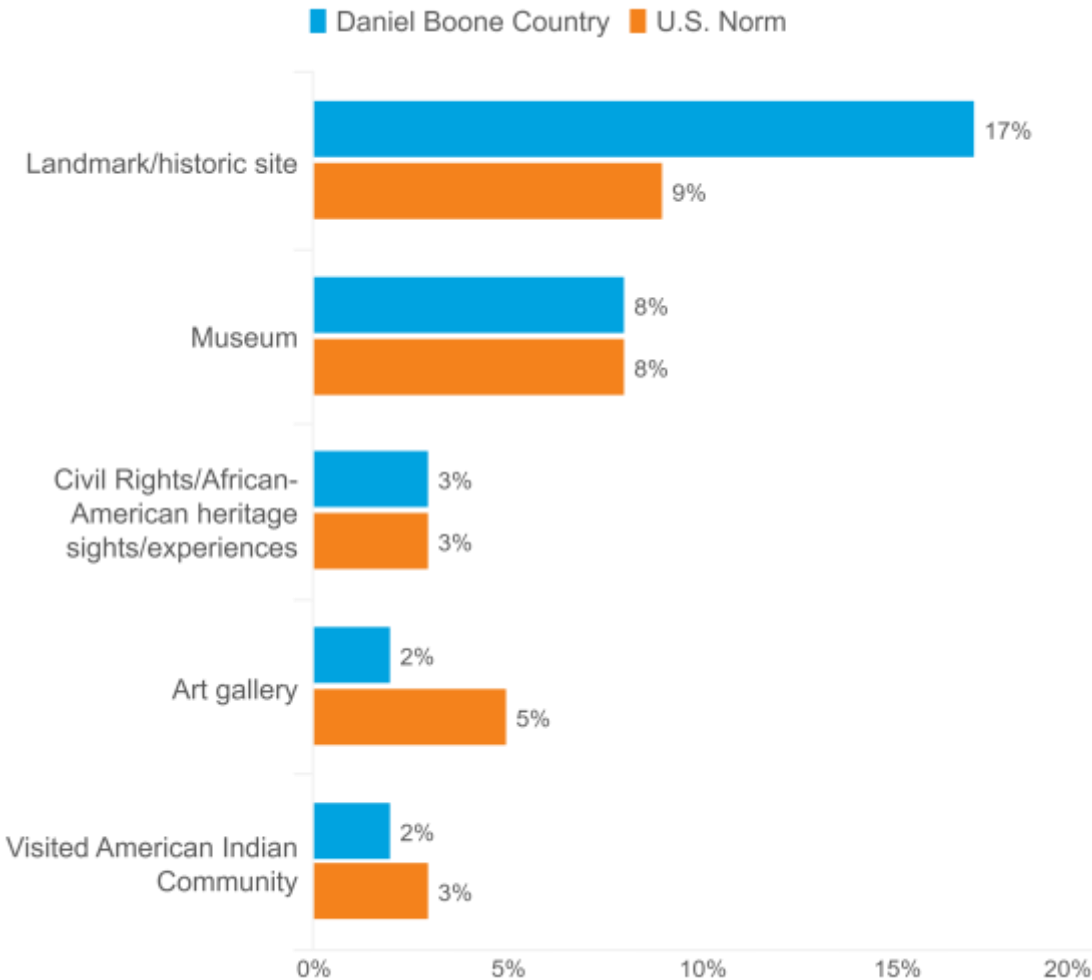
Daniel Boone Country

24%

U.S. Norm

23%

Cultural Activities







Sporting Activities

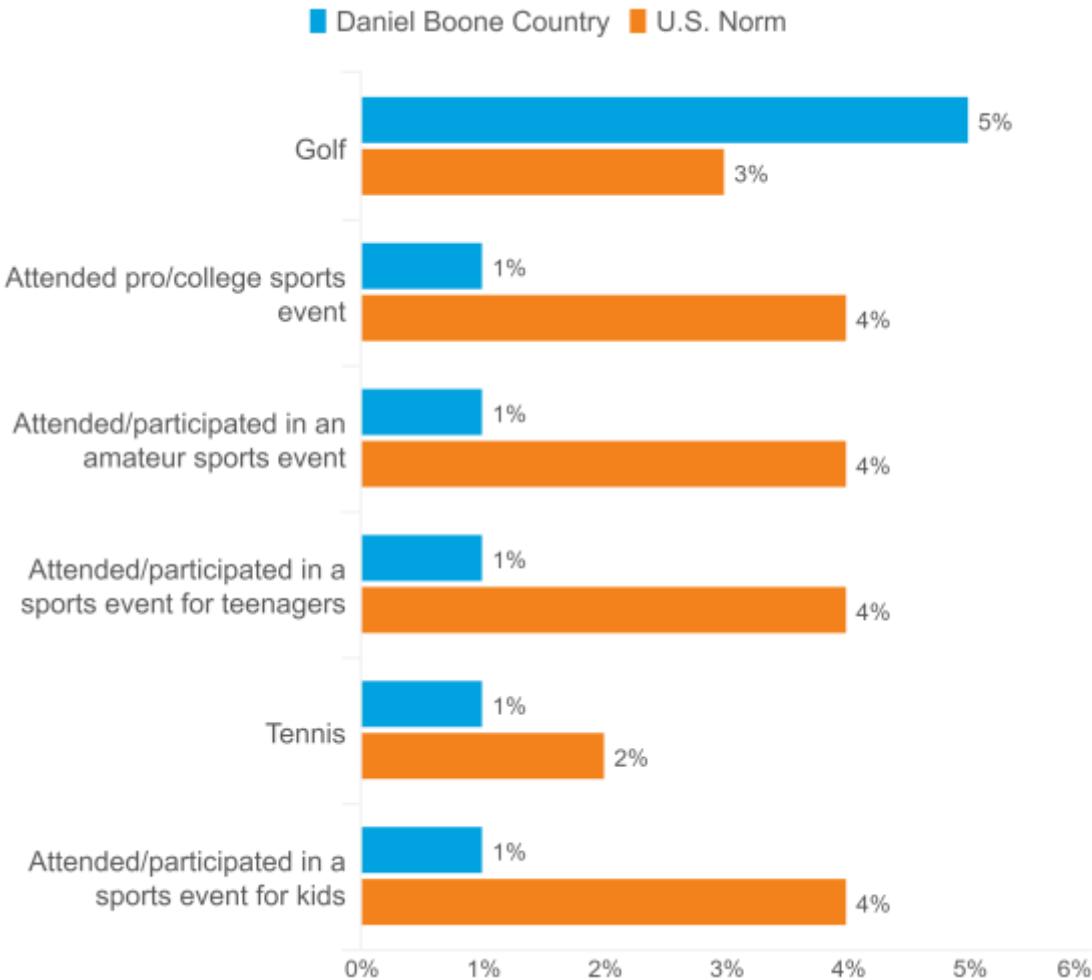
Daniel Boone Country

9%

U.S. Norm

16%

Sporting Activities





Business Activities

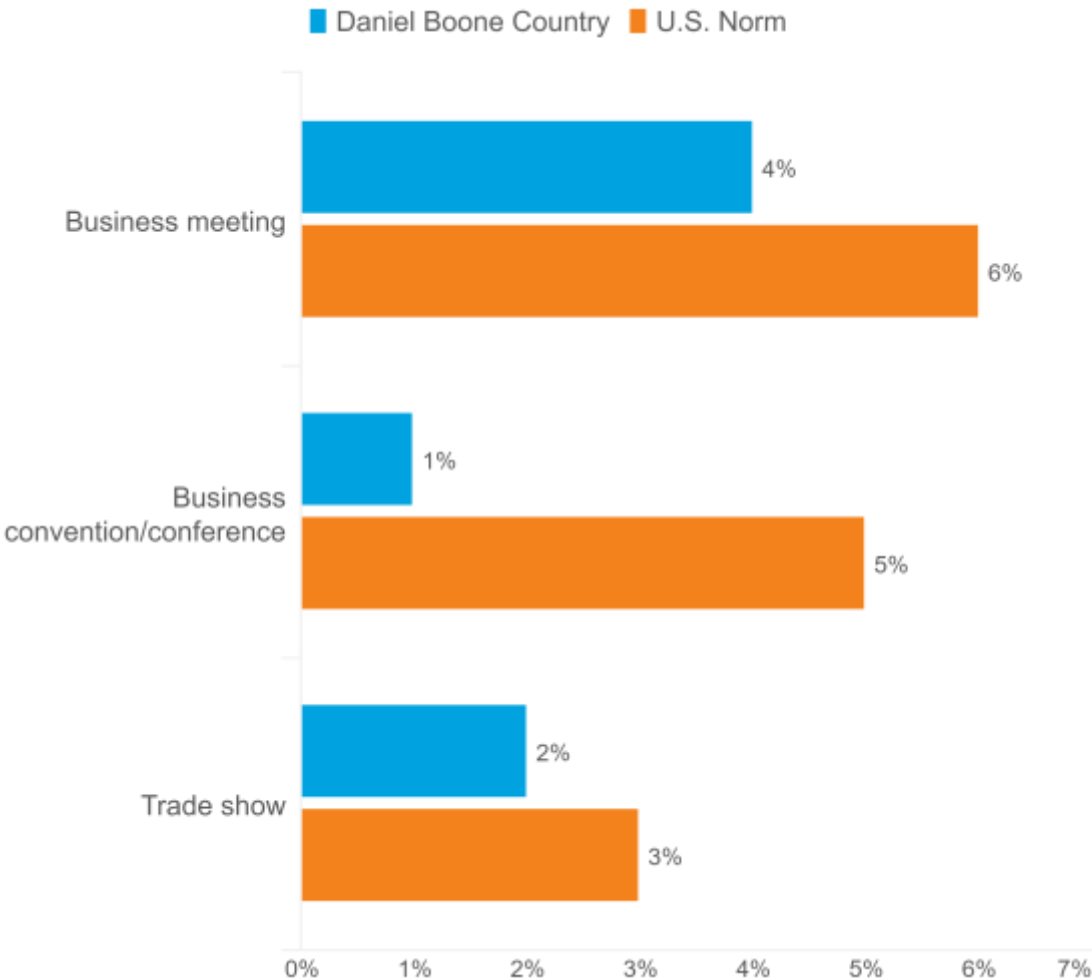
Daniel Boone Country

7%

U.S. Norm

12%

Business Activities





Other Activities

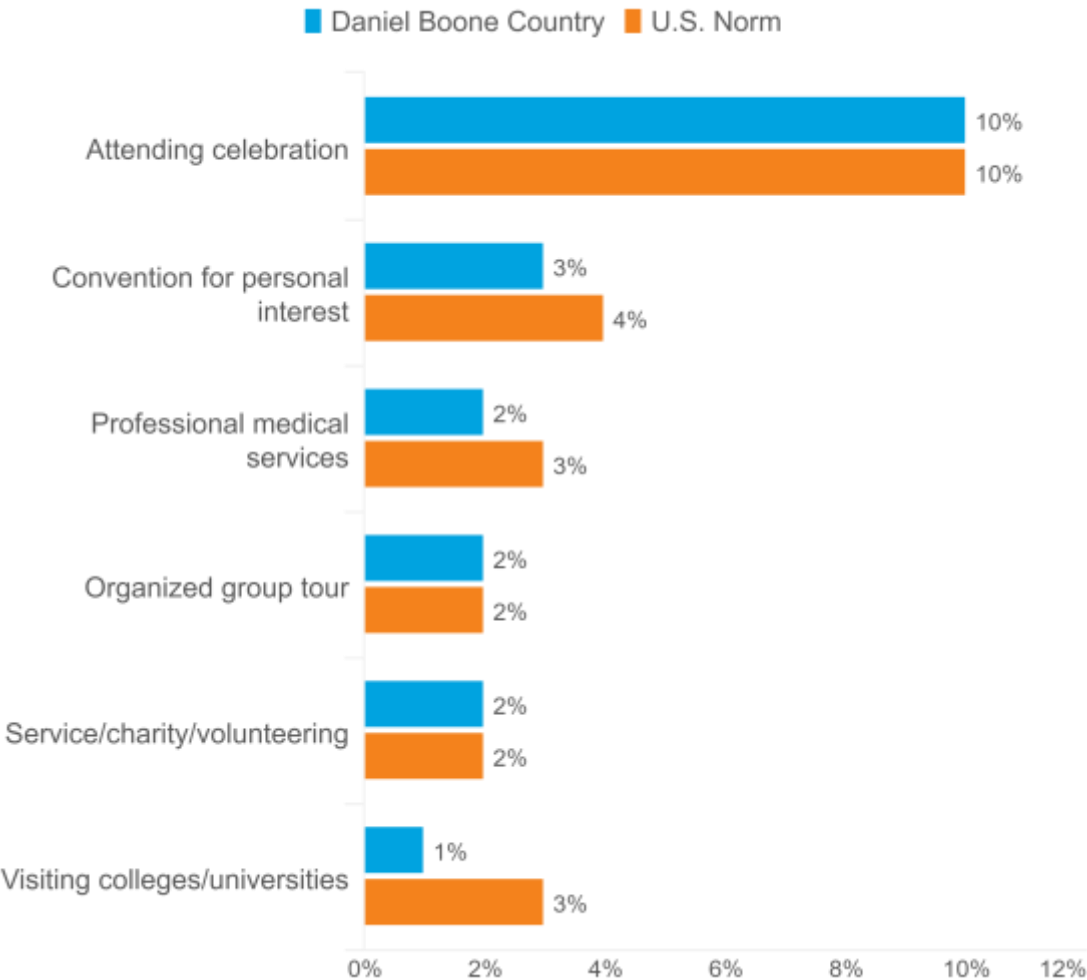
Daniel Boone Country

18%

U.S. Norm

21%

Other Activities









Shopping Types on Trip

Base: 2023/2024 Day Person-Trips that included Shopping

		Daniel Boone Country	U.S. Norm
	Outlet/mall shopping	48%	45%
	Convenience/grocery shopping	46%	28%
	Big box stores (Walmart, Costco)	42%	26%
	Souvenir shopping	41%	25%
	Shopping at locally owned businesses	39%	42%
	Antiquing	22%	12%
	Farmers market	22%	15%

Question updated in 2023

Dining Types on Trip

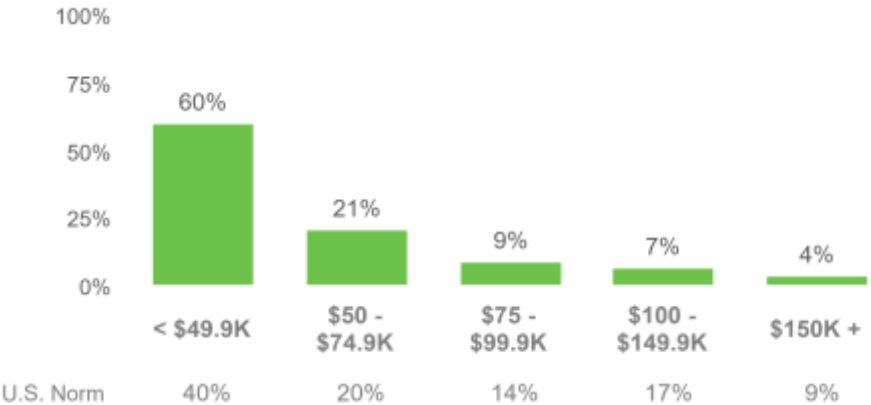
		Daniel Boone Country	U.S. Norm
	Fast food	54%	40%
	Casual dining	38%	45%
	Picnicking	19%	9%
	Unique/local food	16%	23%
	Carry-out/food delivery service	14%	15%
	Fine/upscale dining	6%	12%

Question updated in 2023

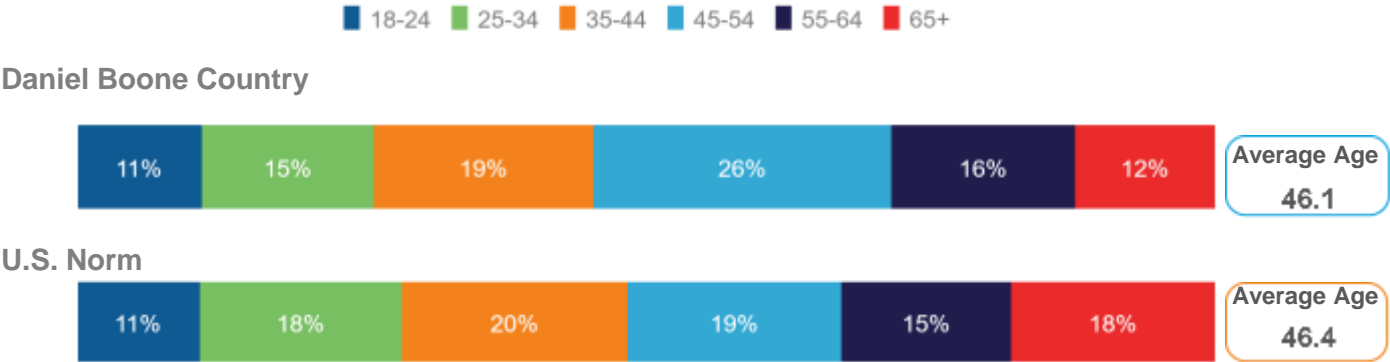
# Demographic Profile of Day Daniel Boone Country Visitors

Base: 2023/2024 Day Person-Trips

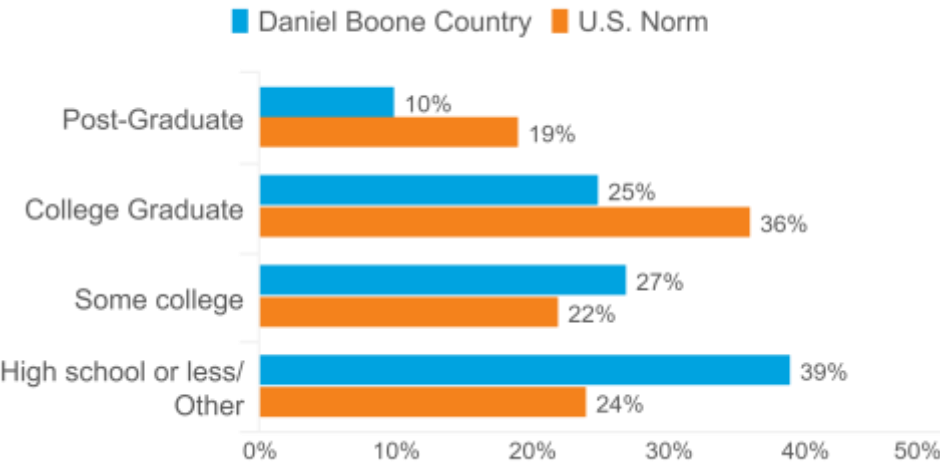
## Household Income



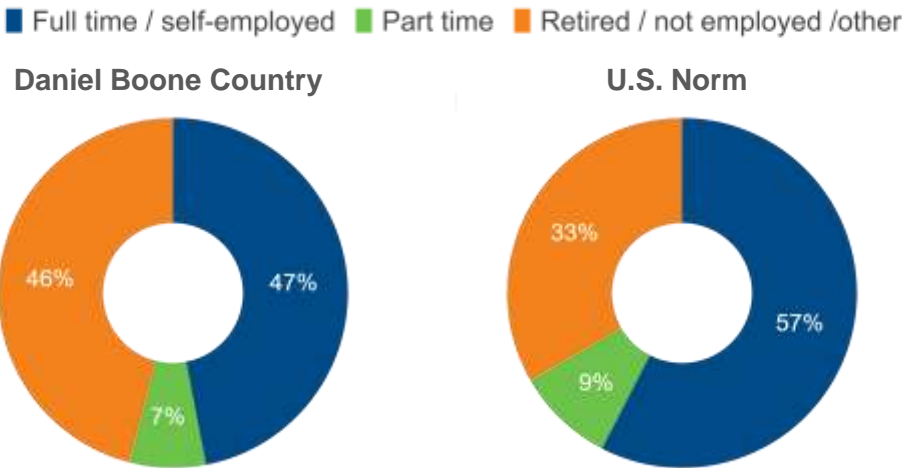
## Age



## Educational Attainment



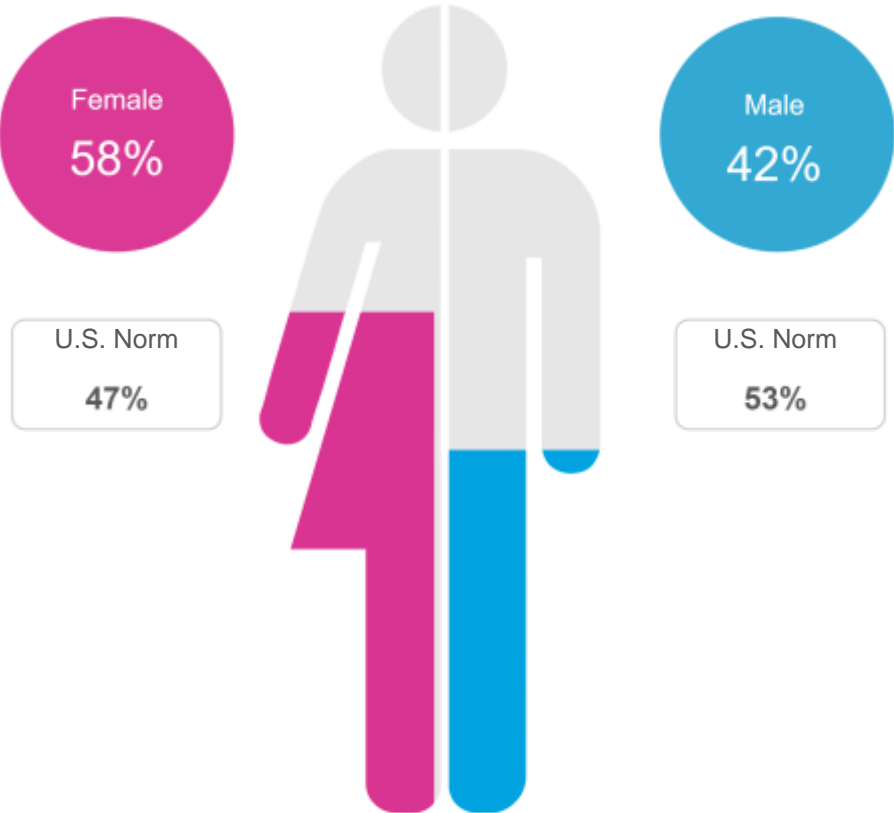
## Employment



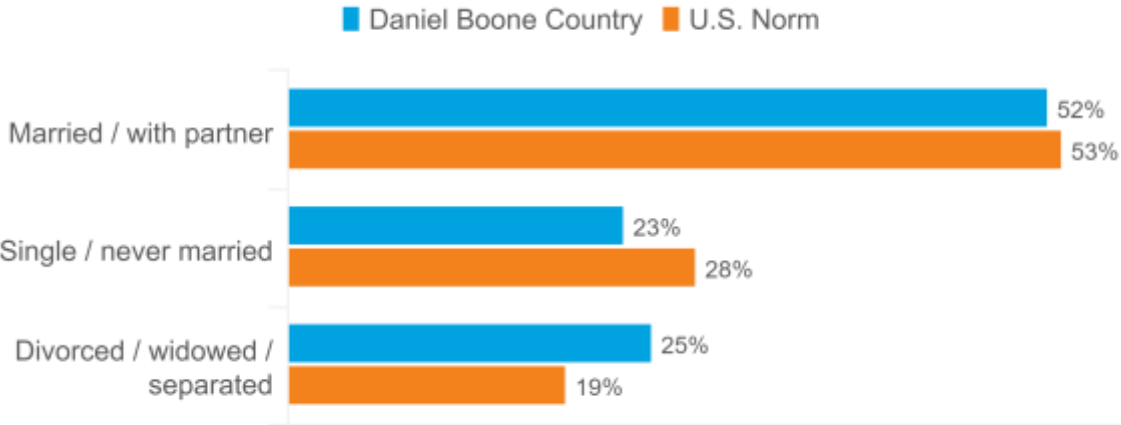
# Demographic Profile of Day Daniel Boone Country Visitors

Base: 2023/2024 Day Person-Trips

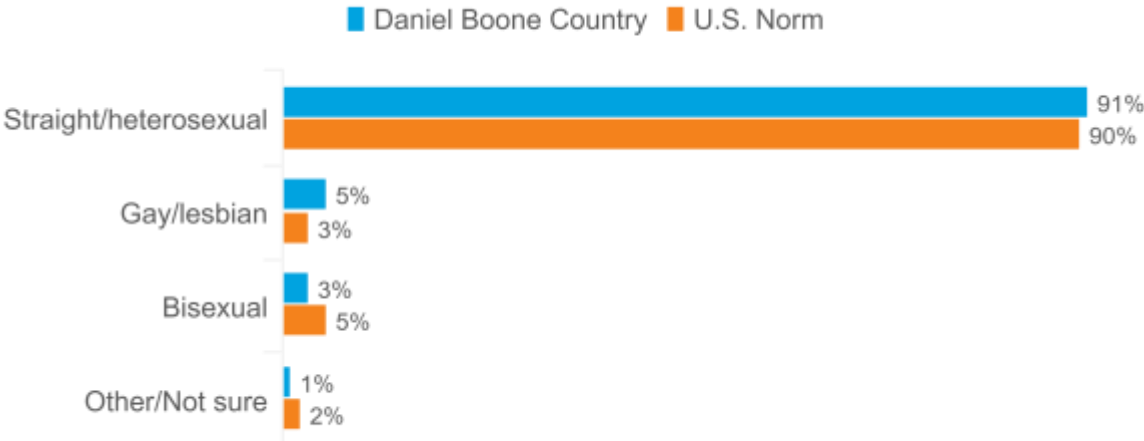
## Gender



## Marital Status



## Sexual Orientation

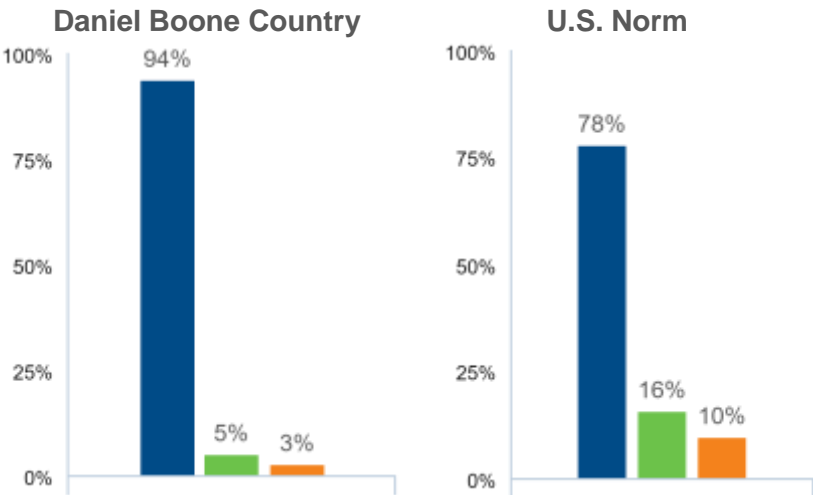


# Demographic Profile of Day Daniel Boone Country Visitors

Base: 2023/2024 Day Person-Trips

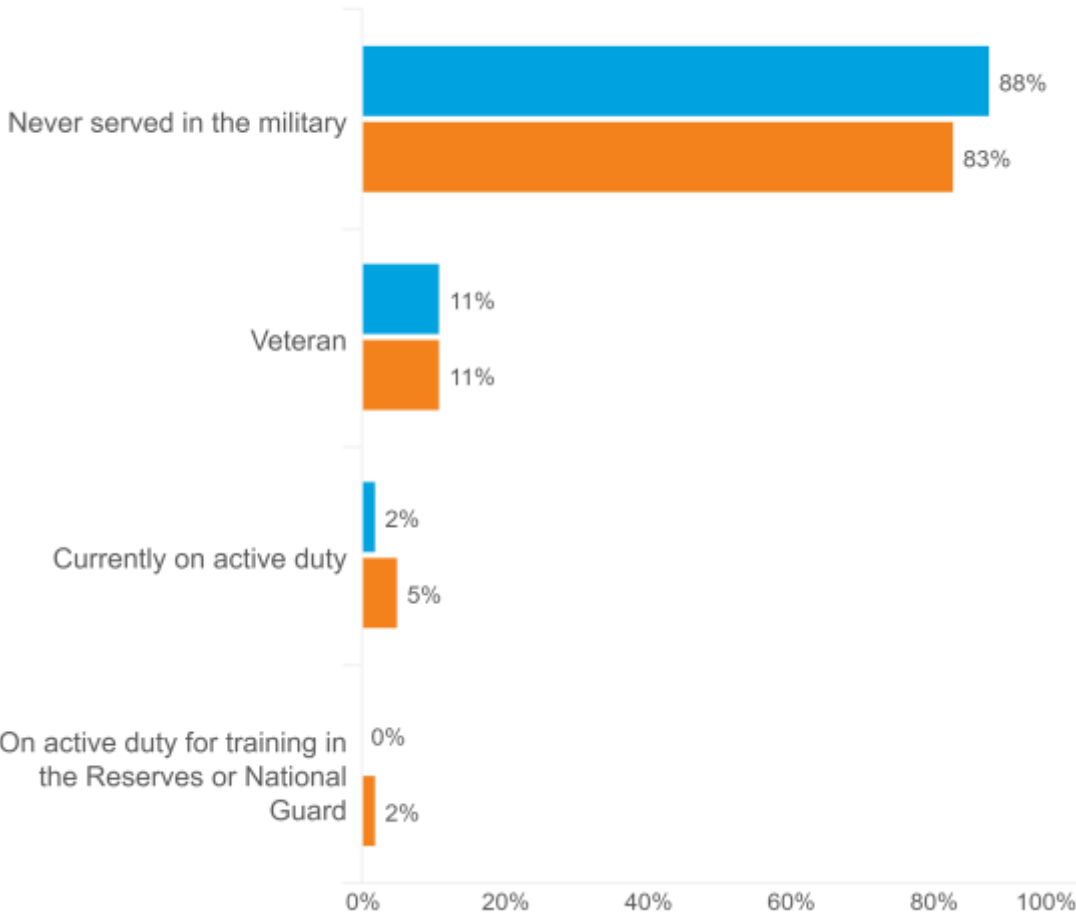
## Race

White African-American Other



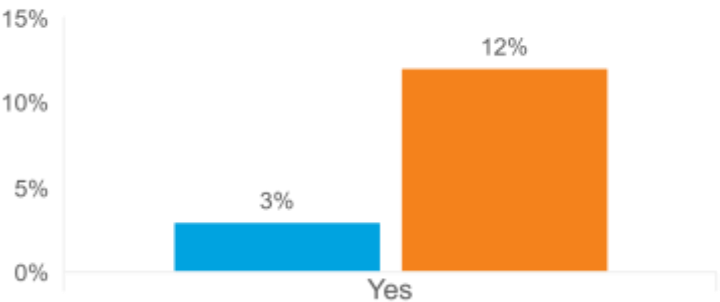
## Military Status

Daniel Boone Country U.S. Norm



## Hispanic Background

Daniel Boone Country U.S. Norm



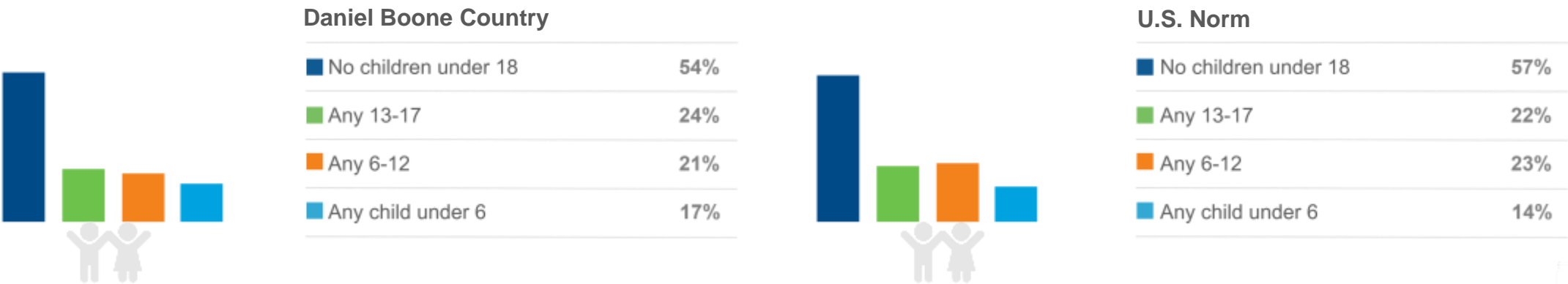
Question added in 2024, data is for 2024 only



## Household Size



## Children in Household





# Travel USA Visitor Profile

Southern Kentucky Vacations

TEAM  **KENTUCKY.**

2023/2024

## 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.

## 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 Southern Kentucky Vacations, the following sample was achieved in 2023/2024:



Day Base Size

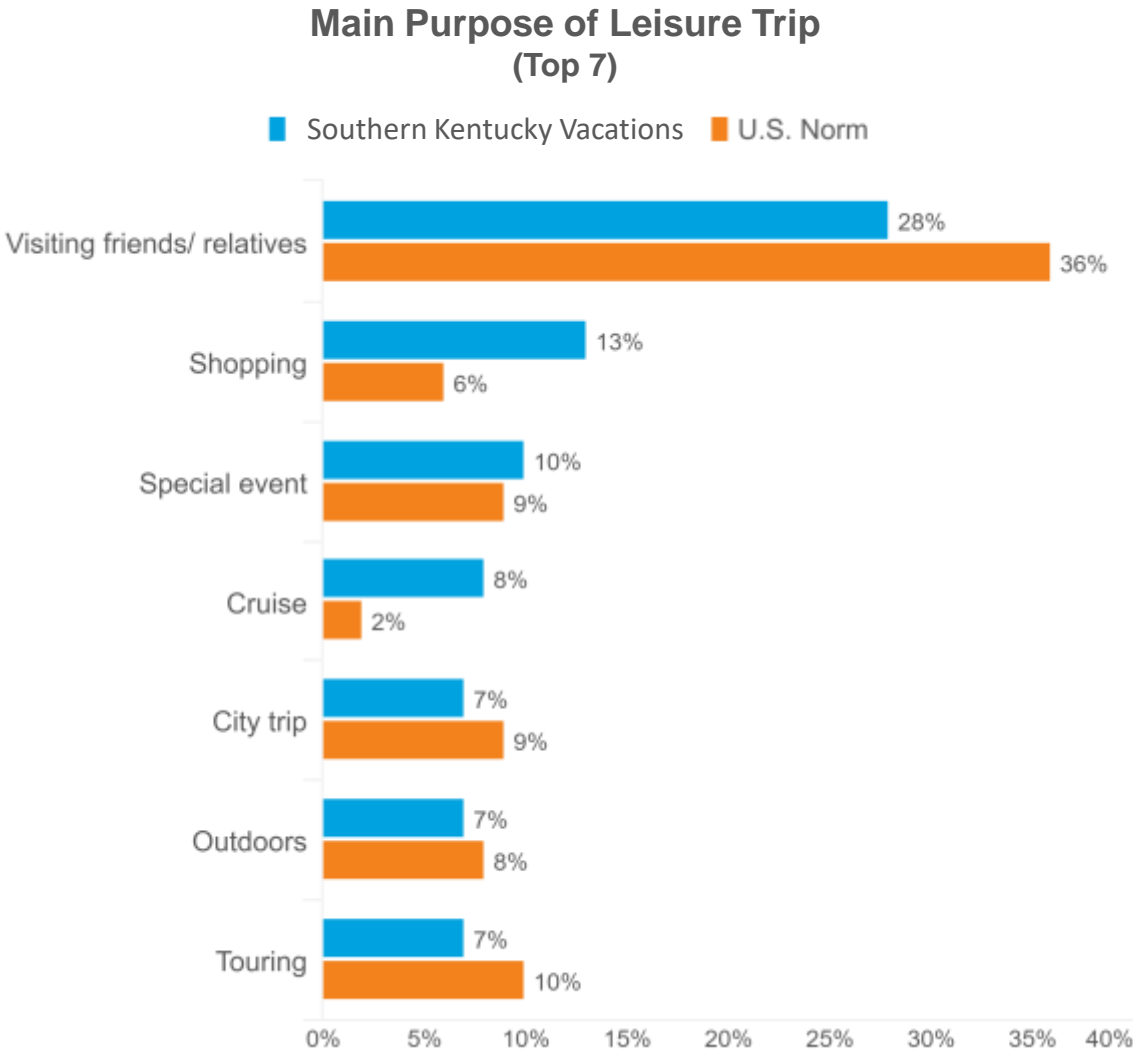
254

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

# Southern Kentucky Vacations' Day Trip Characteristics

Base: 2023/2024 Day Person-Trips

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	28%
Shopping	13%
Special event	10%
Cruise	8%
City trip	7%
Outdoors	7%
Touring	7%
Casino	7%
Business-Leisure	4%
Other business trip	3%
Theme park	2%





Southern Kentucky Vacations Day Trips



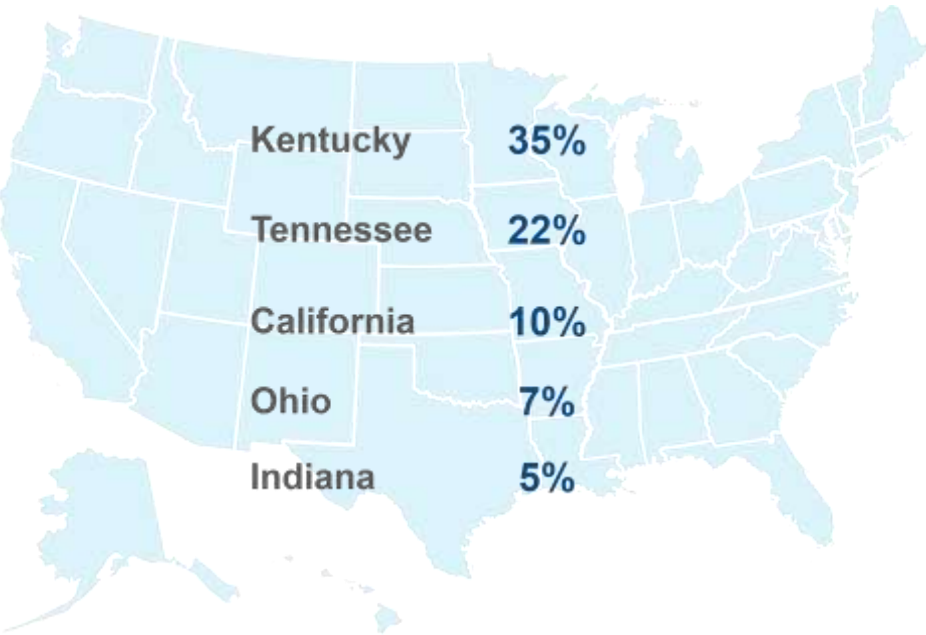
2024 U.S. Day Trips



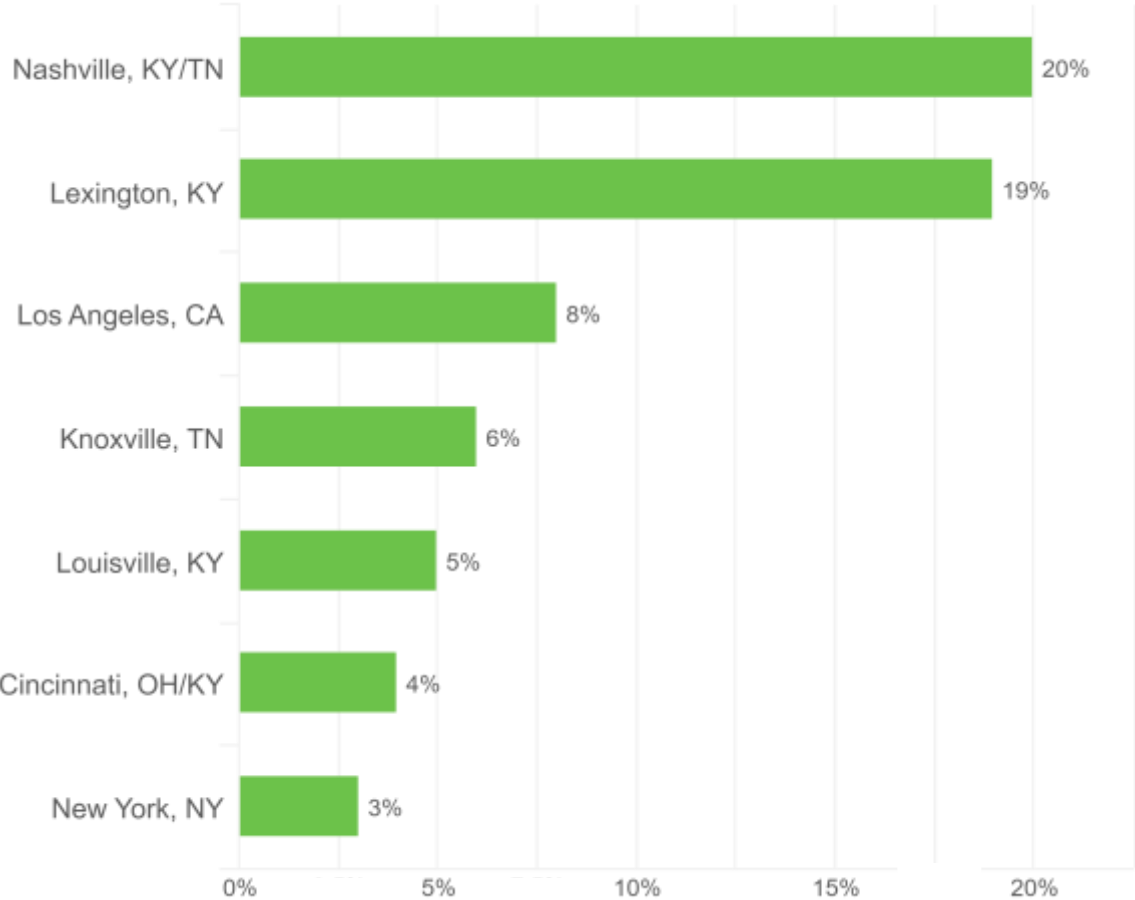
# Southern Kentucky Vacations' Day Trip Characteristics

Base: 2023/2024 Day Person-Trips

State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 7)



## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Southern Kentucky Vacations



Average number of people

Total  
**2.5**

### U.S. Norm



Average number of people

Total  
**2.5**

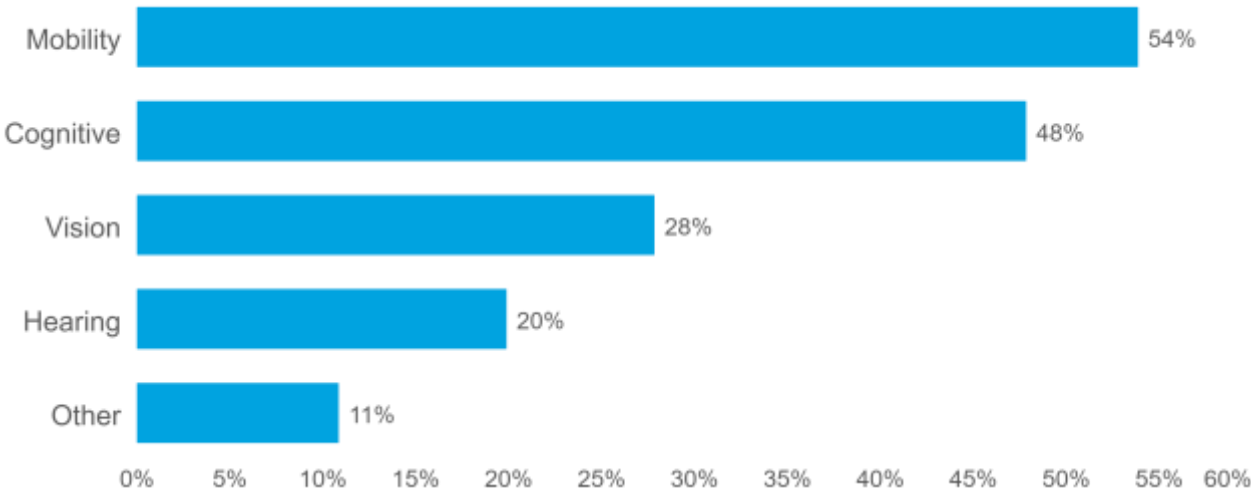


**16%** of travel parties had a travel party member that required accessibility services

2022/2023: 15%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only





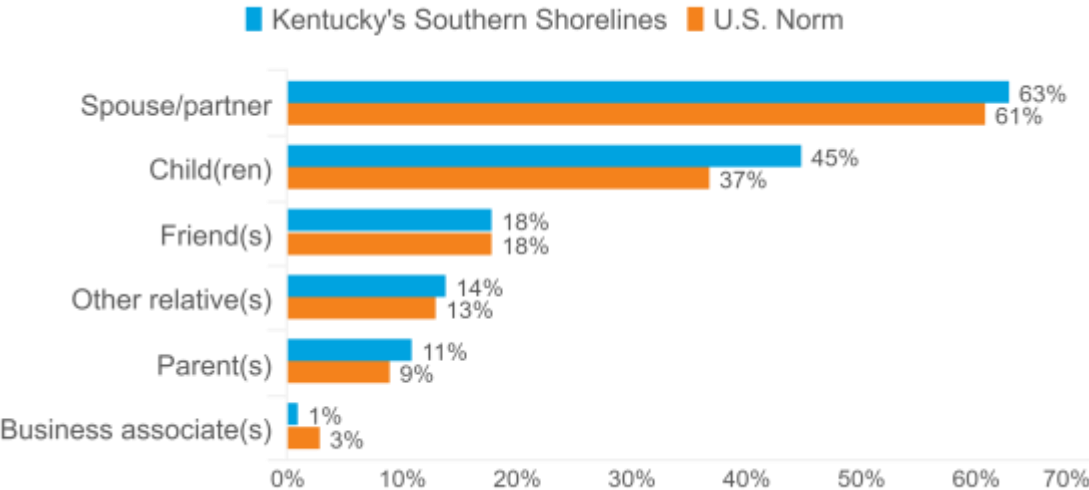
**27%** of trips only had one person in the travel party

U.S. Norm: **27%**

## Composition of Immediate Travel Party

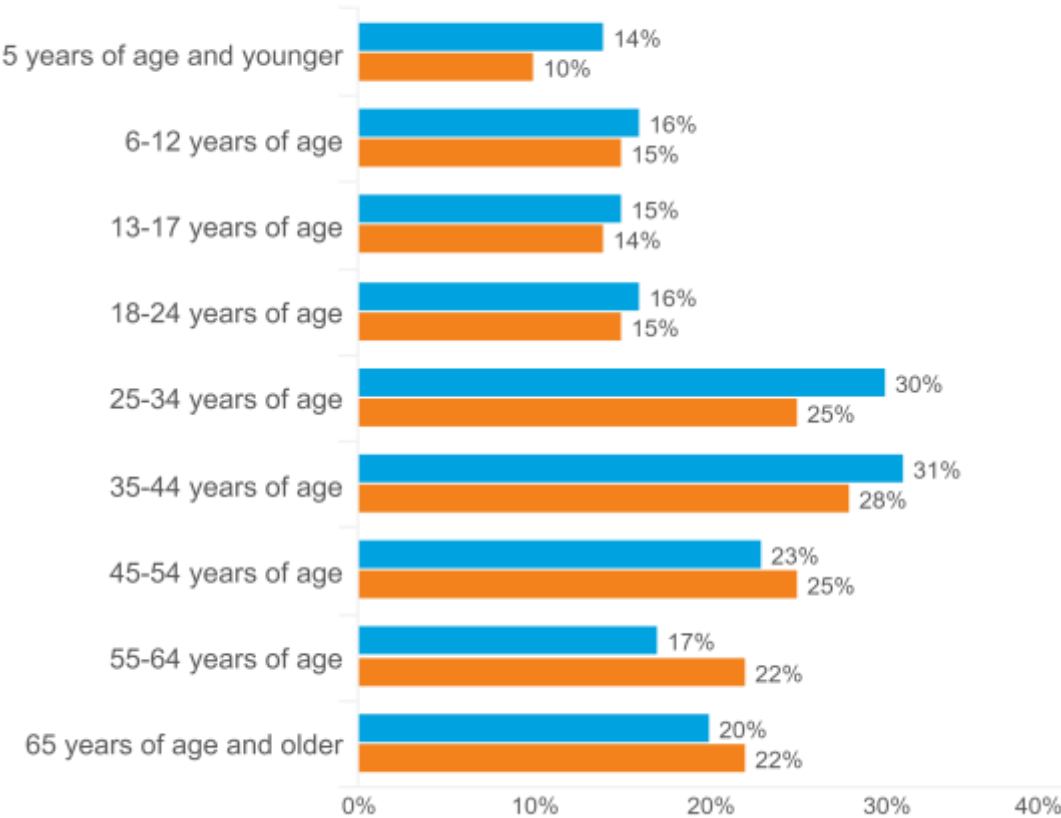
Base: 2023/2024 Day Person-Trips that included more than one person

\*Child(ren) is based on the relationship to the respondent



## Travel Party Age

■ Southern Kentucky Vacations ■ U.S. Norm

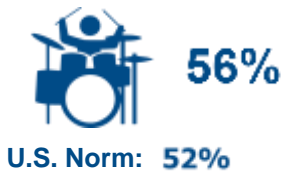


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

		Southern Kentucky Vacations	U.S. Norm
	Shopping	25%	21%
	Sightseeing	19%	13%
	Business meeting	13%	6%
	Landmark/historic site	12%	9%
	Hiking/backpacking	10%	5%
	Business convention/conference	9%	5%
	Museum	9%	8%
	Attending celebration	9%	10%
	Local parks/playgrounds	9%	7%
	Fair/exhibition/festival	9%	4%



Outdoor Activities

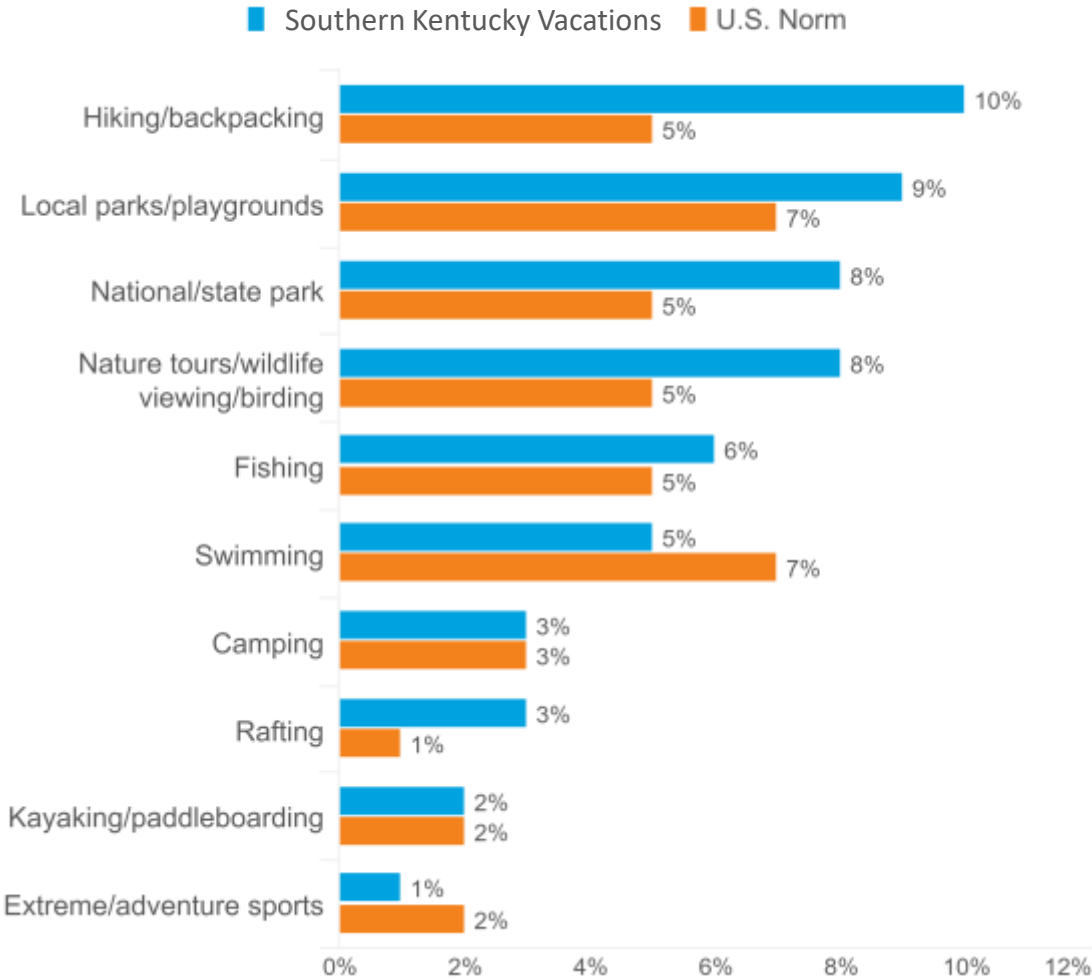
Southern Kentucky  
Vacations

36%

U.S. Norm

35%

Outdoor Activities  
(Top 10)





Entertainment Activities

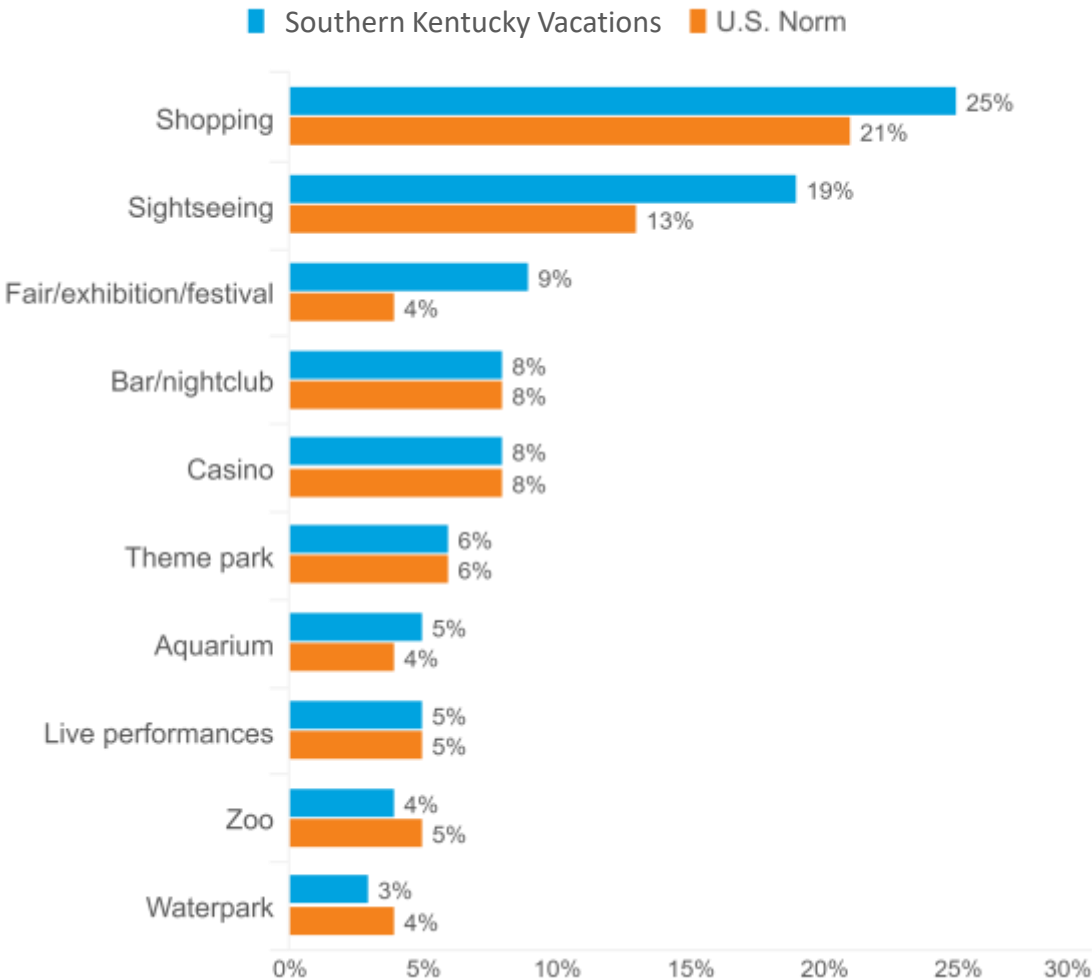
Southern Kentucky  
Vacations

56%

U.S. Norm

52%

Entertainment Activities  
(Top 10)





Cultural Activities

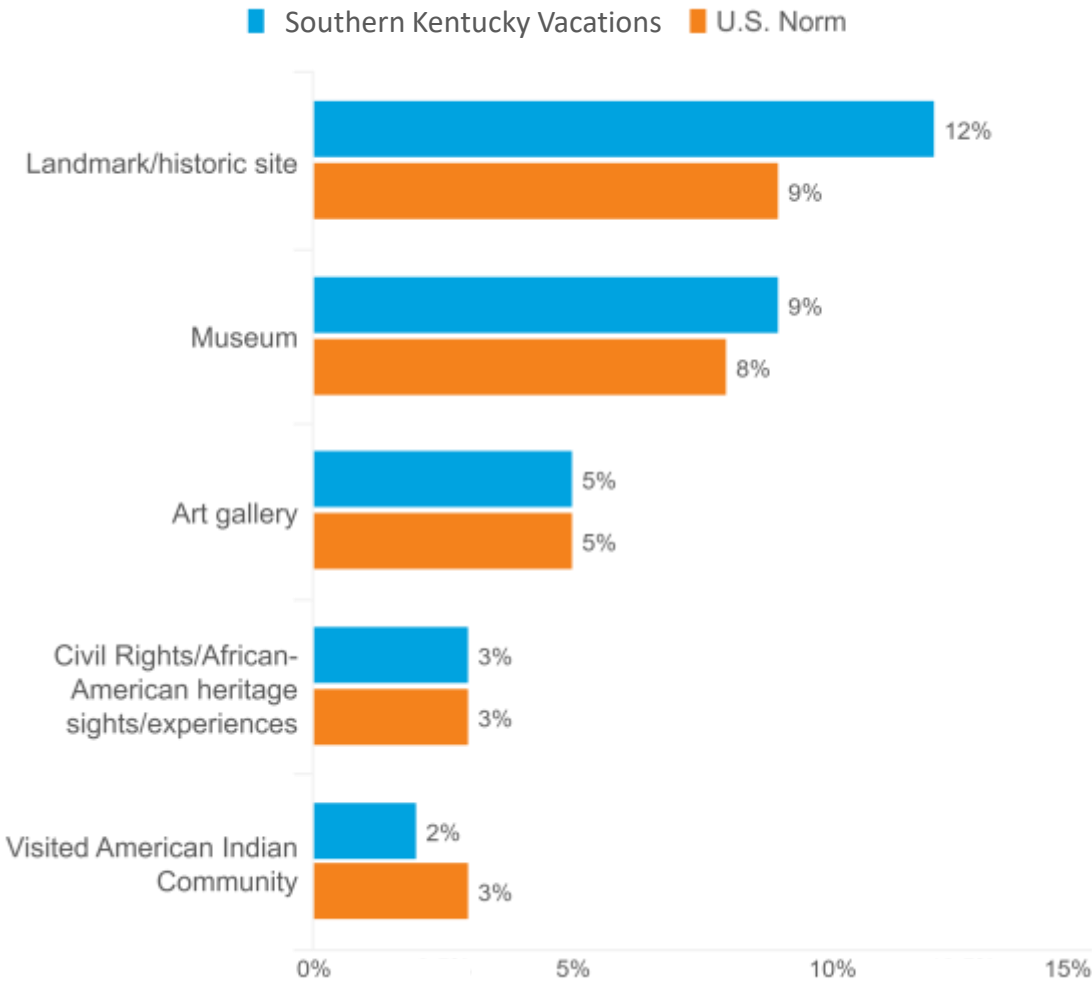
Southern Kentucky  
Vacations

26%

U.S. Norm

23%

Cultural Activities





Sporting Activities

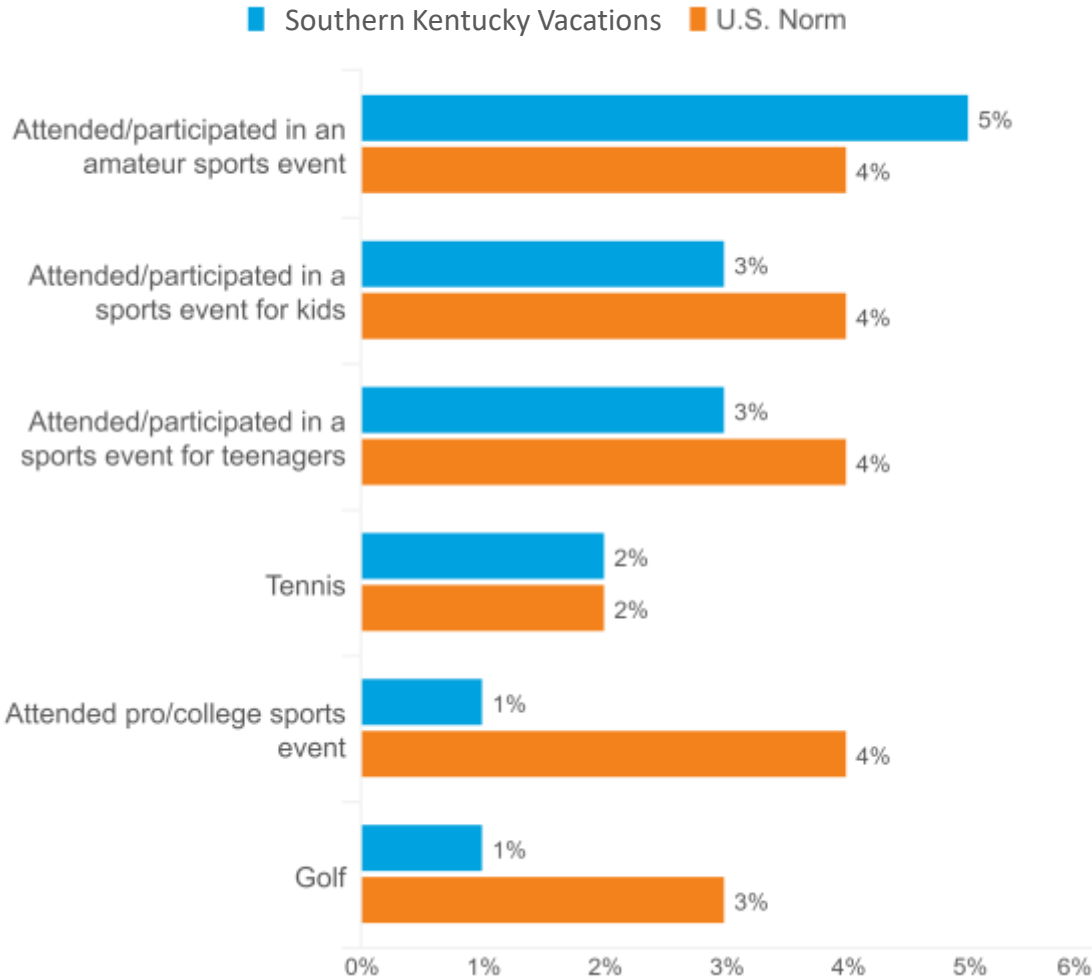
Southern Kentucky  
Vacations

11%

U.S. Norm

16%

Sporting Activities





Business Activities

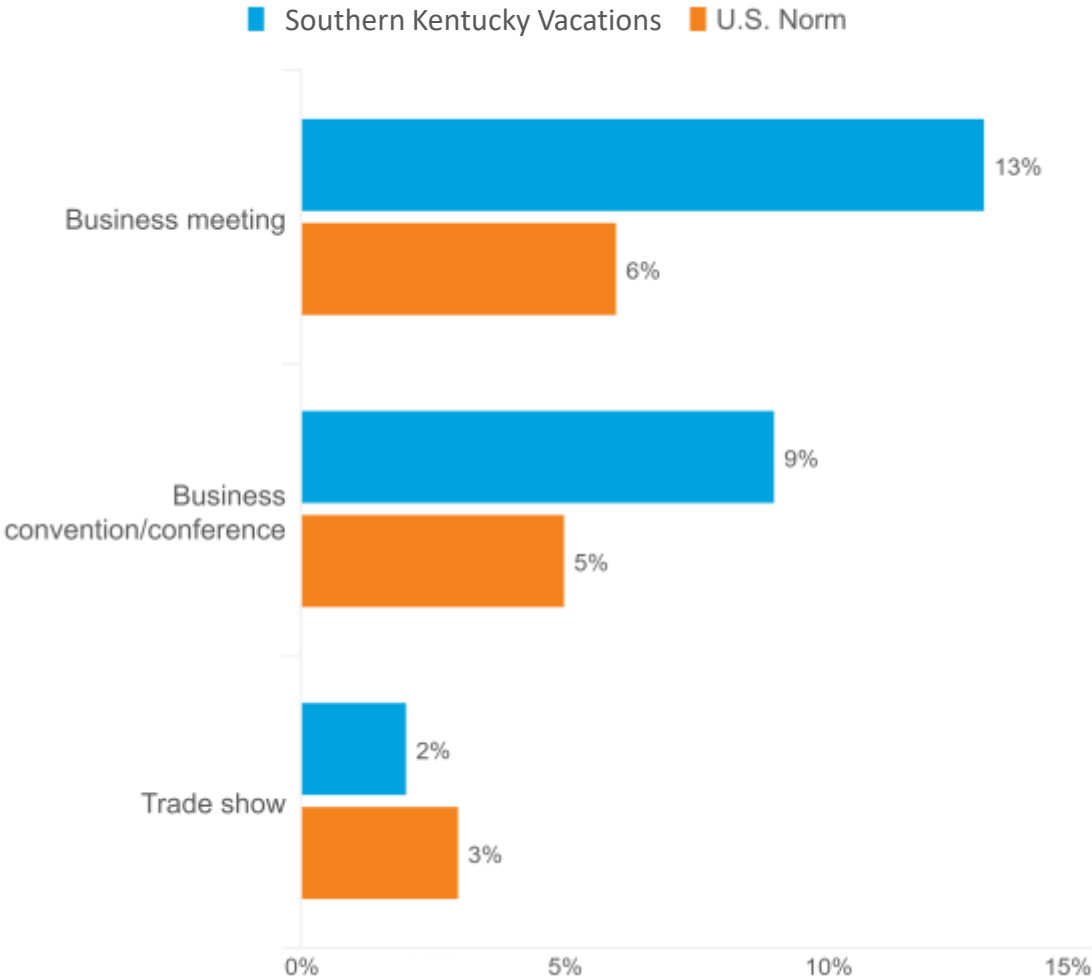
Southern Kentucky  
Vacations

17%

U.S. Norm

12%

Business Activities







Other Activities

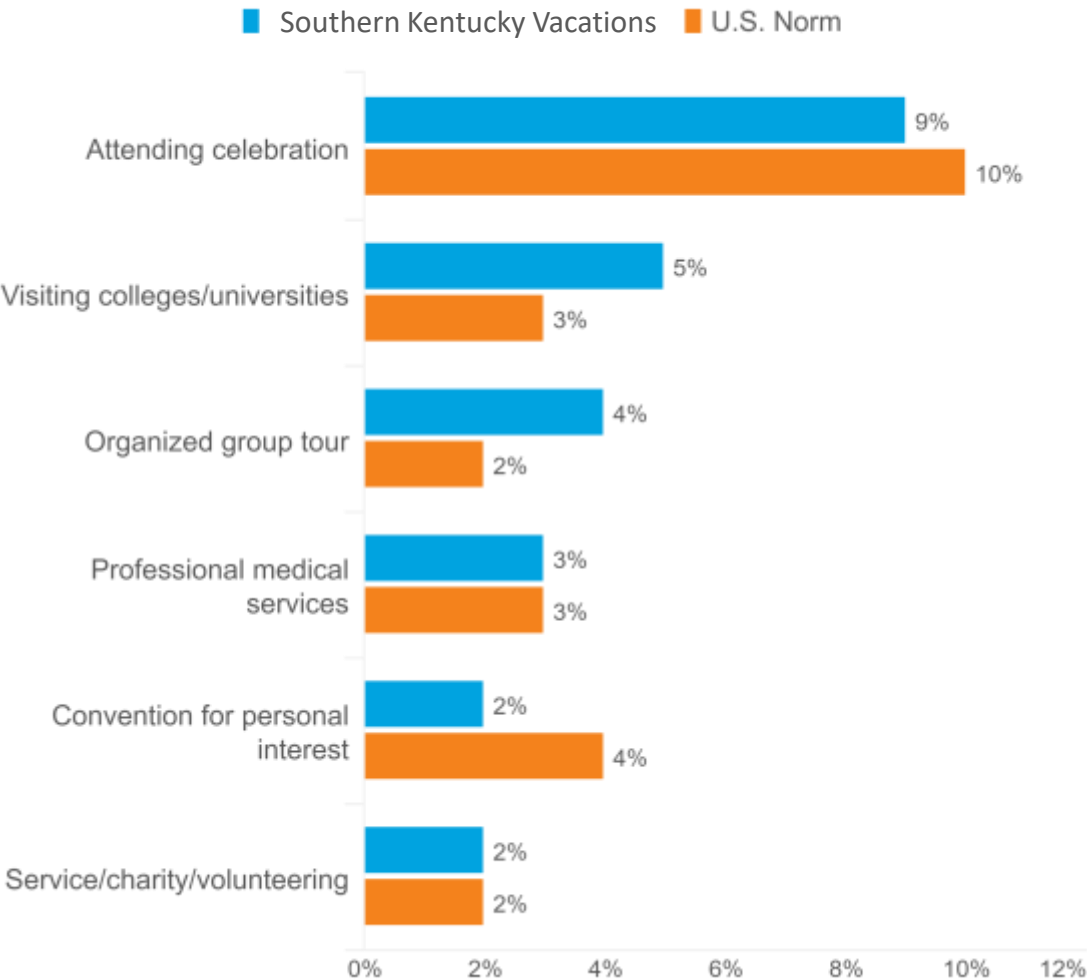
Southern Kentucky  
Vacations

21%

U.S. Norm

21%

Other Activities









Shopping Types on Trip

Base: 2023/2024 Day Person-Trips that included Shopping

		Southern Kentucky Vacations	U.S. Norm
	Outlet/mall shopping	48%	45%
	Shopping at locally owned businesses	47%	42%
	Big box stores (Walmart, Costco)	40%	26%
	Convenience/grocery shopping	34%	28%
	Souvenir shopping	31%	25%
	Antiquing	22%	12%
	Farmers market	14%	15%

Question updated in 2023

Dining Types on Trip

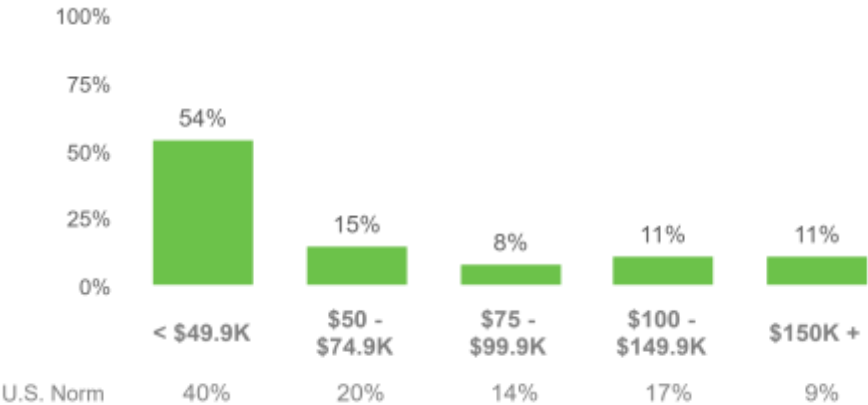
		Southern Kentucky Vacations	U.S. Norm
	Fast food	51%	40%
	Casual dining	46%	45%
	Unique/local food	22%	23%
	Picnicking	13%	9%
	Carry-out/food delivery service	13%	15%
	Fine/upscale dining	5%	12%

Question updated in 2023

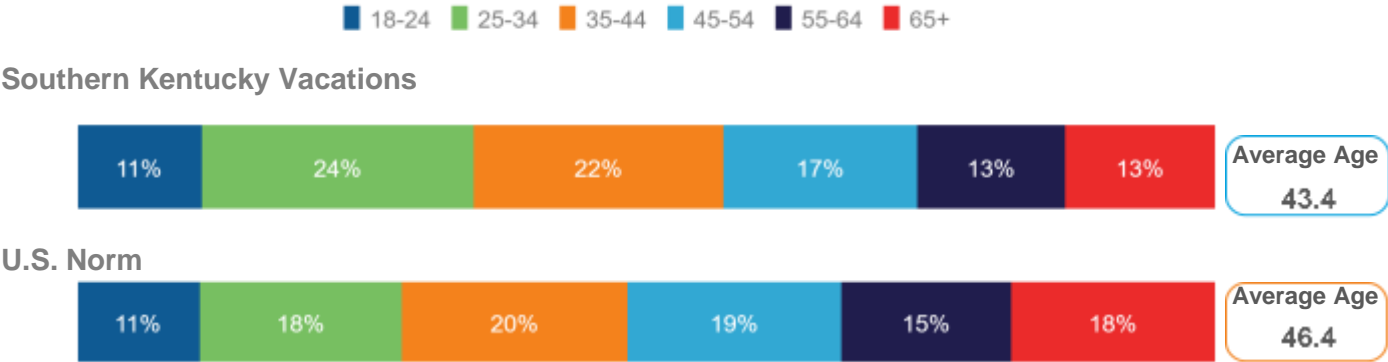
# Demographic Profile of Day Southern Kentucky Vacations Visitors

Base: 2023/2024 Day Person-Trips

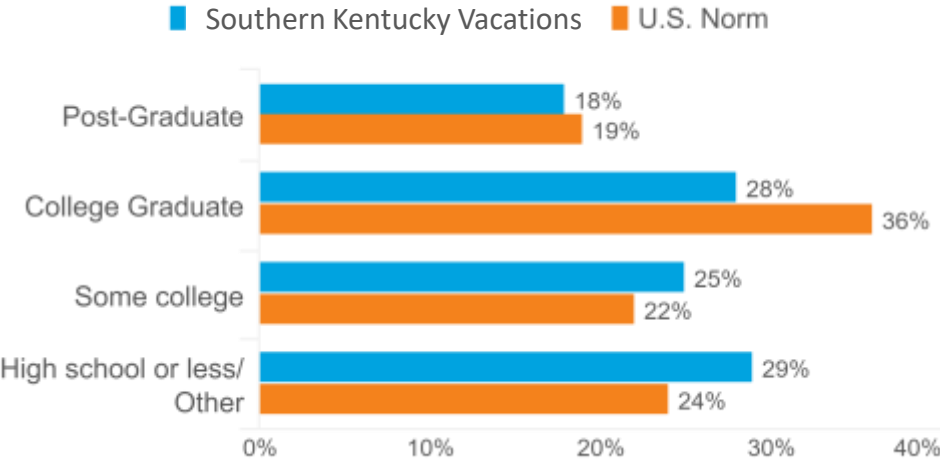
## Household Income



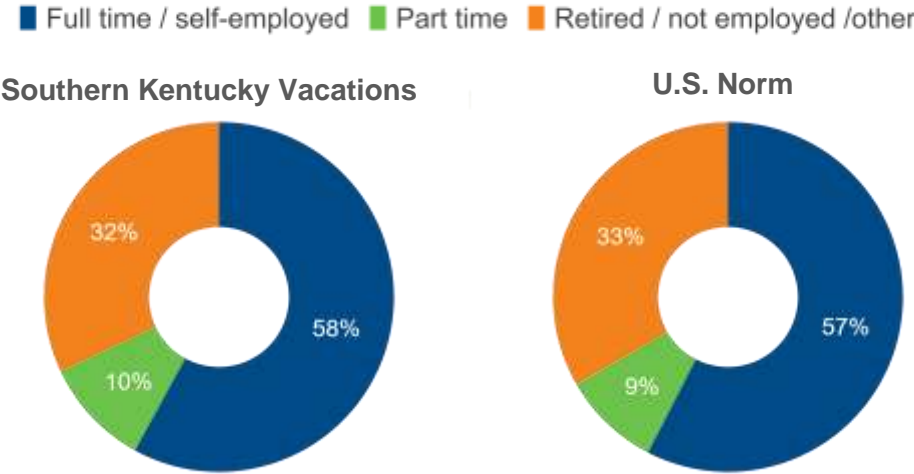
## Age



## Educational Attainment



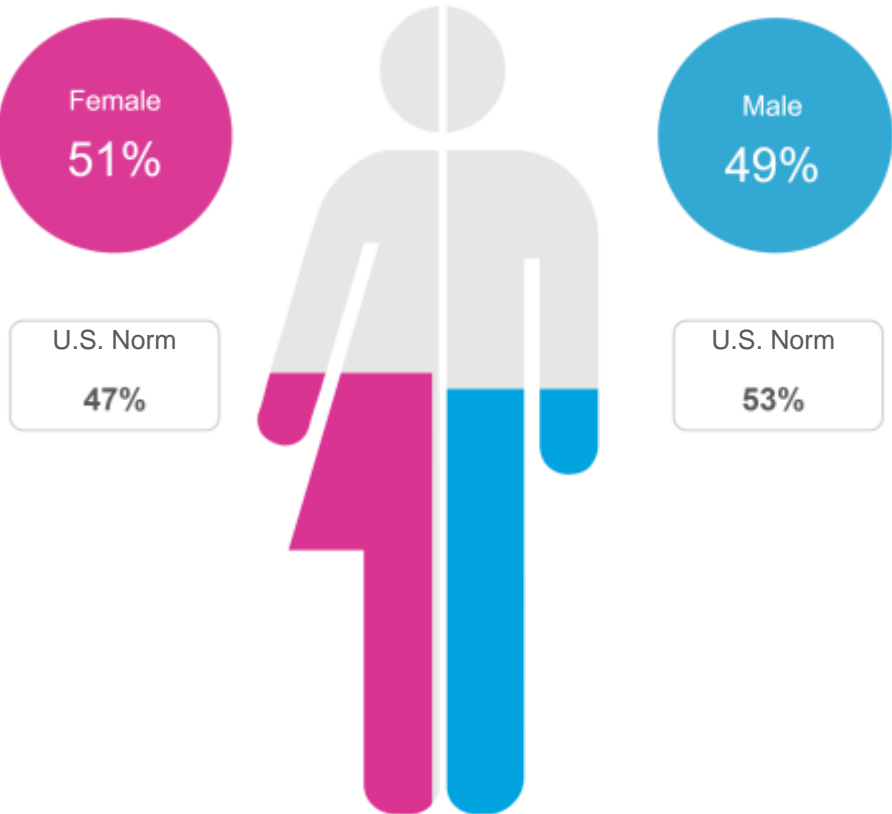
## Employment



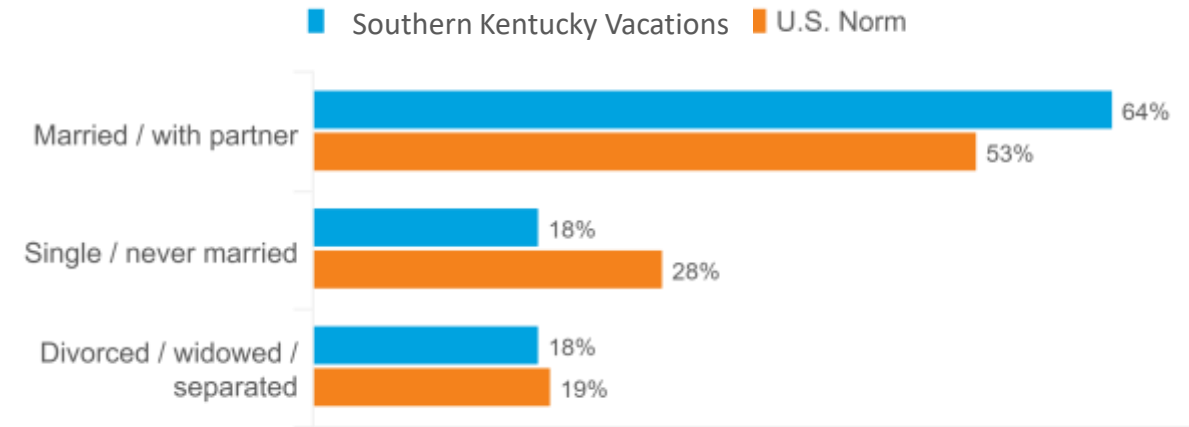
# Demographic Profile of Day Southern Kentucky Vacations Visitors

Base: 2023/2024 Day Person-Trips

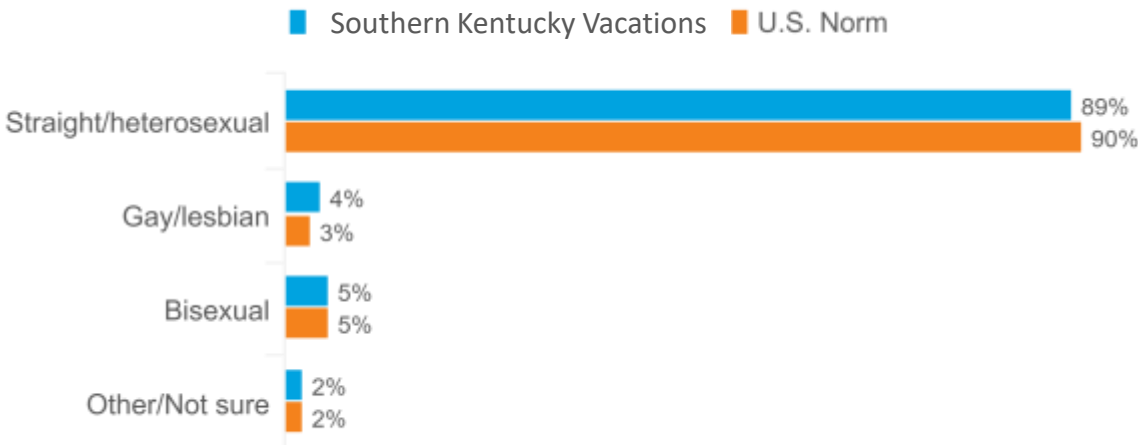
## Gender



## Marital Status



## Sexual Orientation

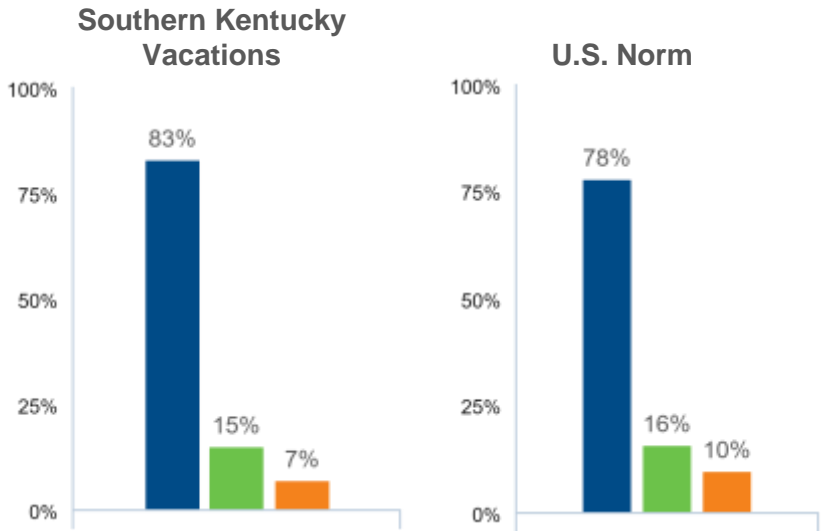


# Demographic Profile of Day Southern Kentucky Vacations Visitors

Base: 2023/2024 Day Person-Trips

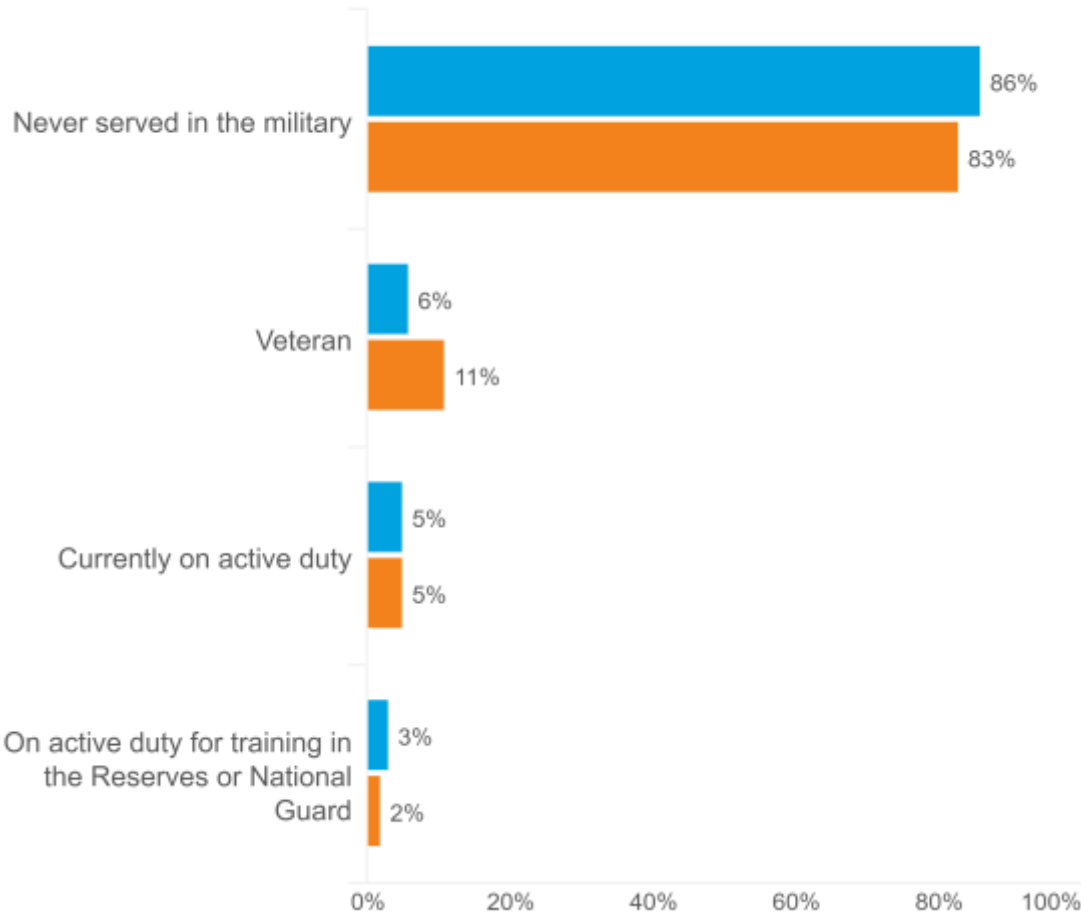
## Race

White African-American Other



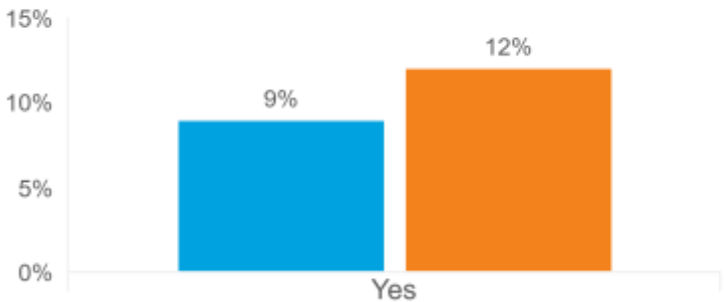
## Military Status

Southern Kentucky Vacations U.S. Norm



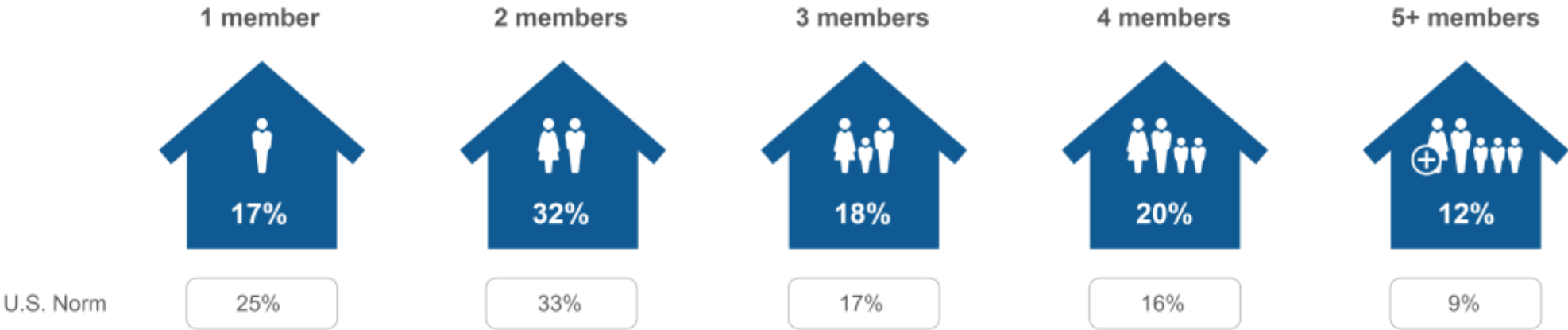
## Hispanic Background

Southern Kentucky Vacations U.S. Norm

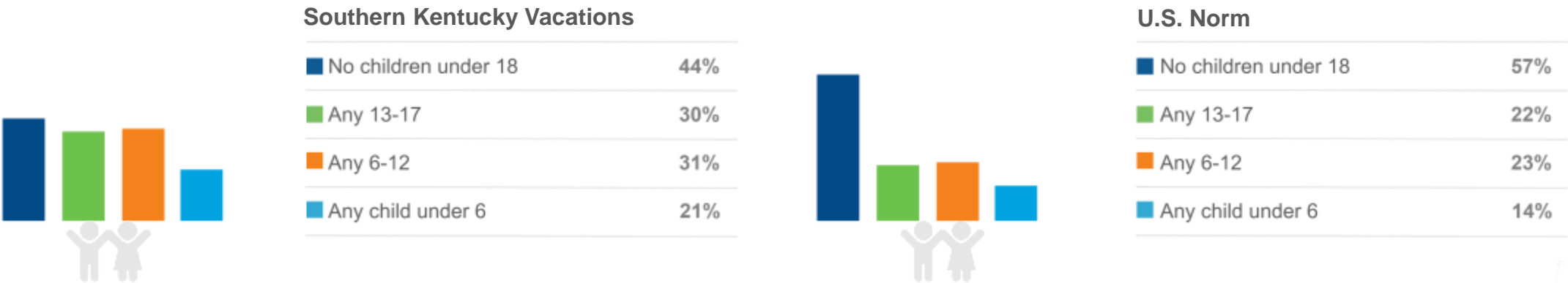


Question added in 2024, data is for 2024 only

## Household Size



## Children in Household





## Travel USA Visitor Profile

Caves, Lakes & Corvettes

TEAM  **KENTUCKY.**

2023/2024



## 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.

## Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Caves, Lakes, & Corvettes, the following sample was achieved in 2023/2024:



Day Base Size

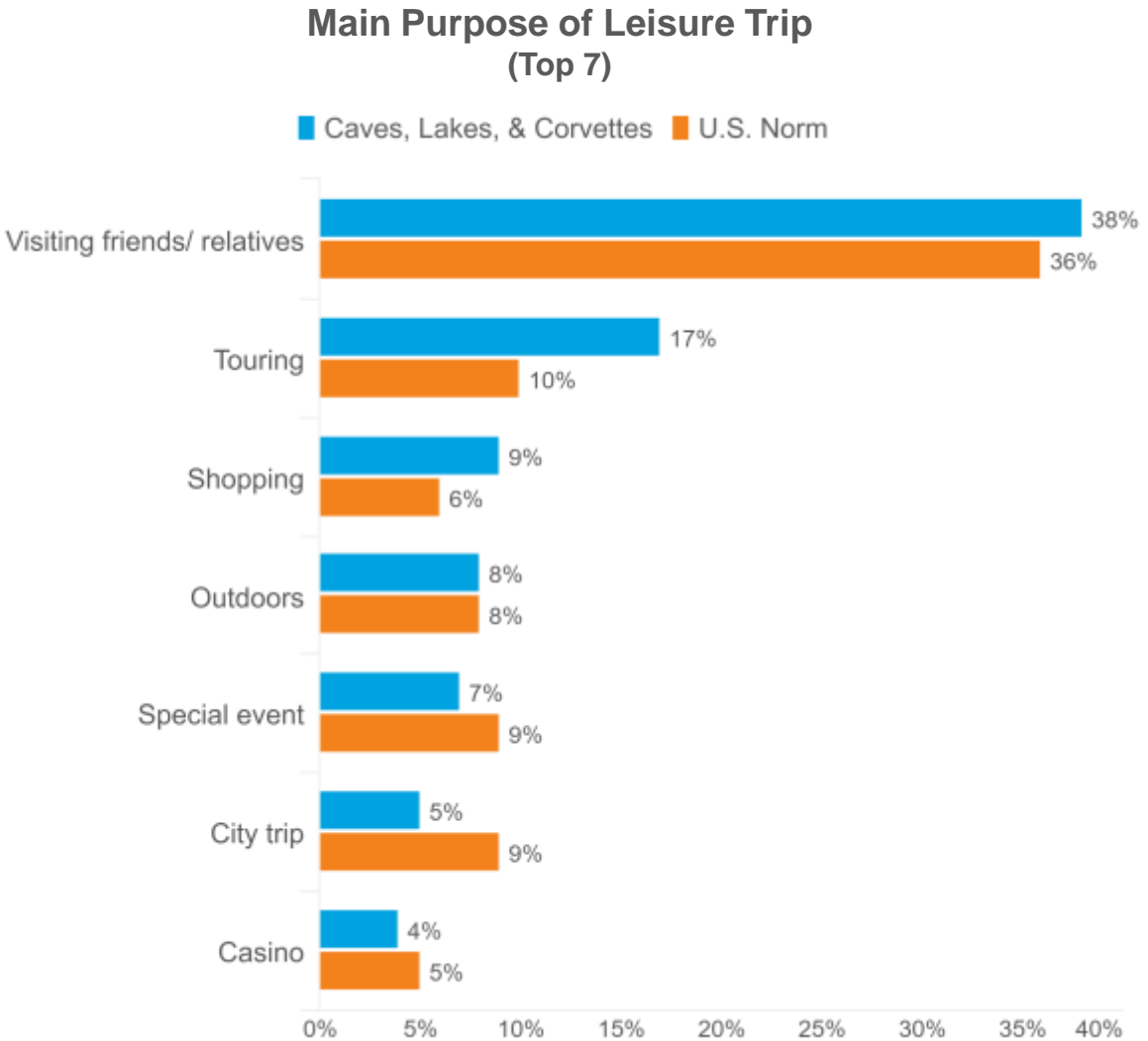
354

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

# Caves, Lakes, & Corvettes' Day Trip Characteristics

Base: 2023/2024 Day Person-Trips

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	38%
Touring	17%
Shopping	9%
Outdoors	8%
Special event	7%
City trip	5%
Casino	4%
Theme park	4%
Other business trip	3%



### Caves, Lakes, & Corvettes Day Trips



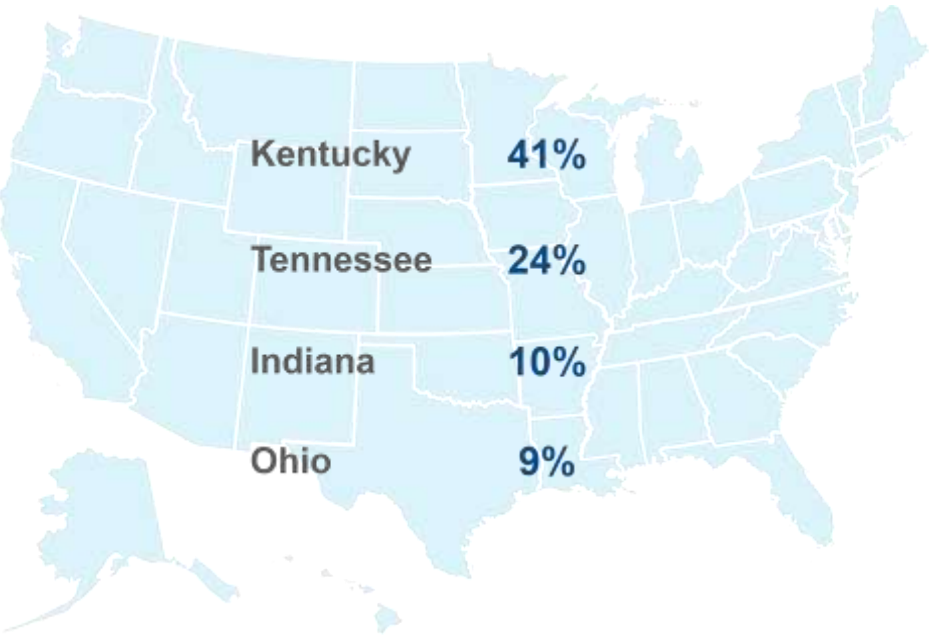
### 2024 U.S. Day Trips



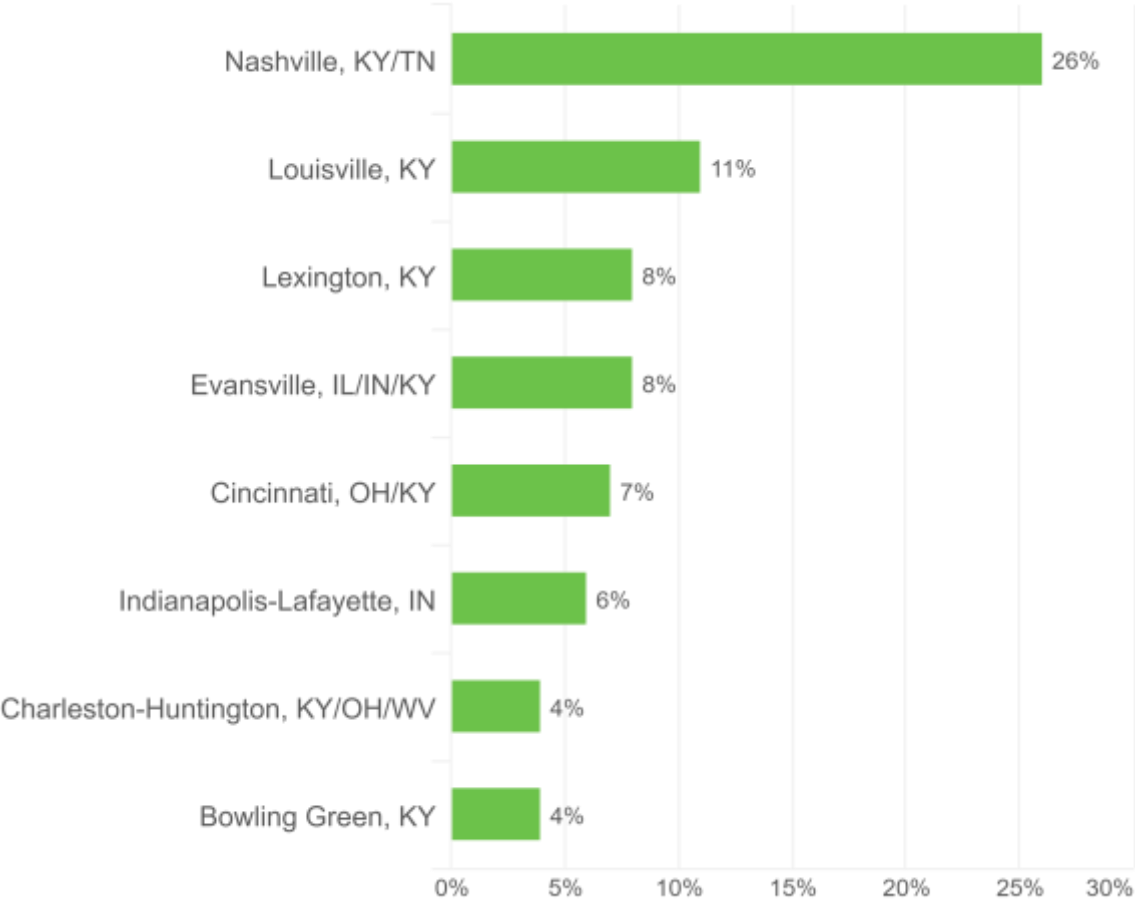
# Caves, Lakes, & Corvettes' Day Trip Characteristics

Base: 2023/2024 Day Person-Trips

State Origin Of Trip  
(Top 4)



DMA Origin Of Trip  
(Top 8)



## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Caves, Lakes, & Corvettes



Average number of people

Total  
**2.7**

### U.S. Norm



Average number of people

Total  
**2.5**

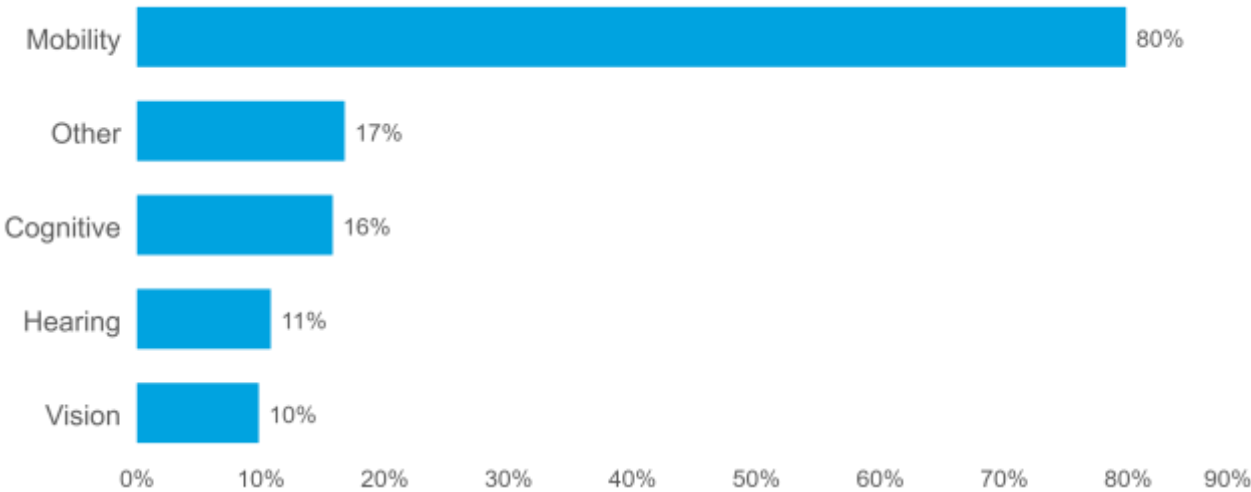


**14%** of travel parties had a travel party member that required accessibility services

2022/2023: 17%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only



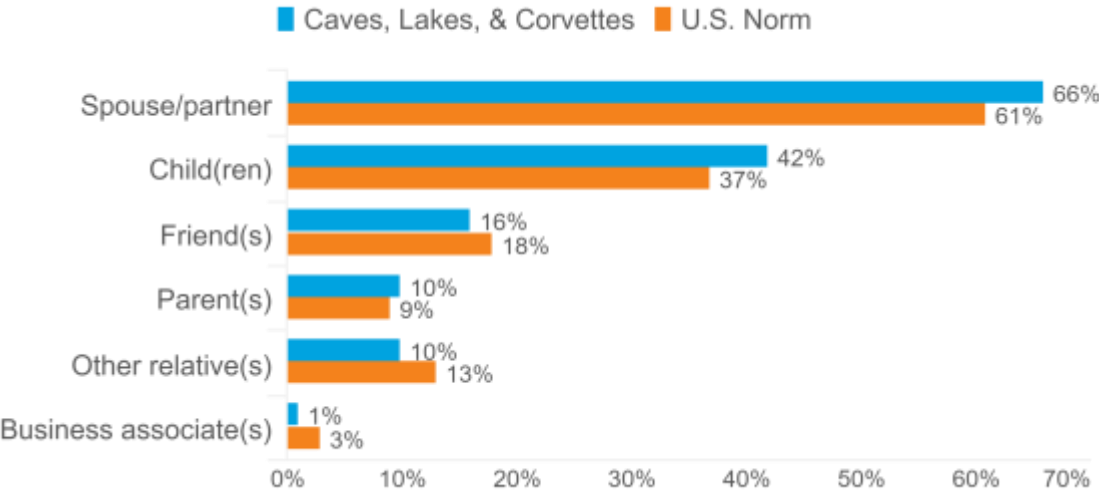
**20%** of trips only had one person in the travel party

U.S. Norm: **27%**

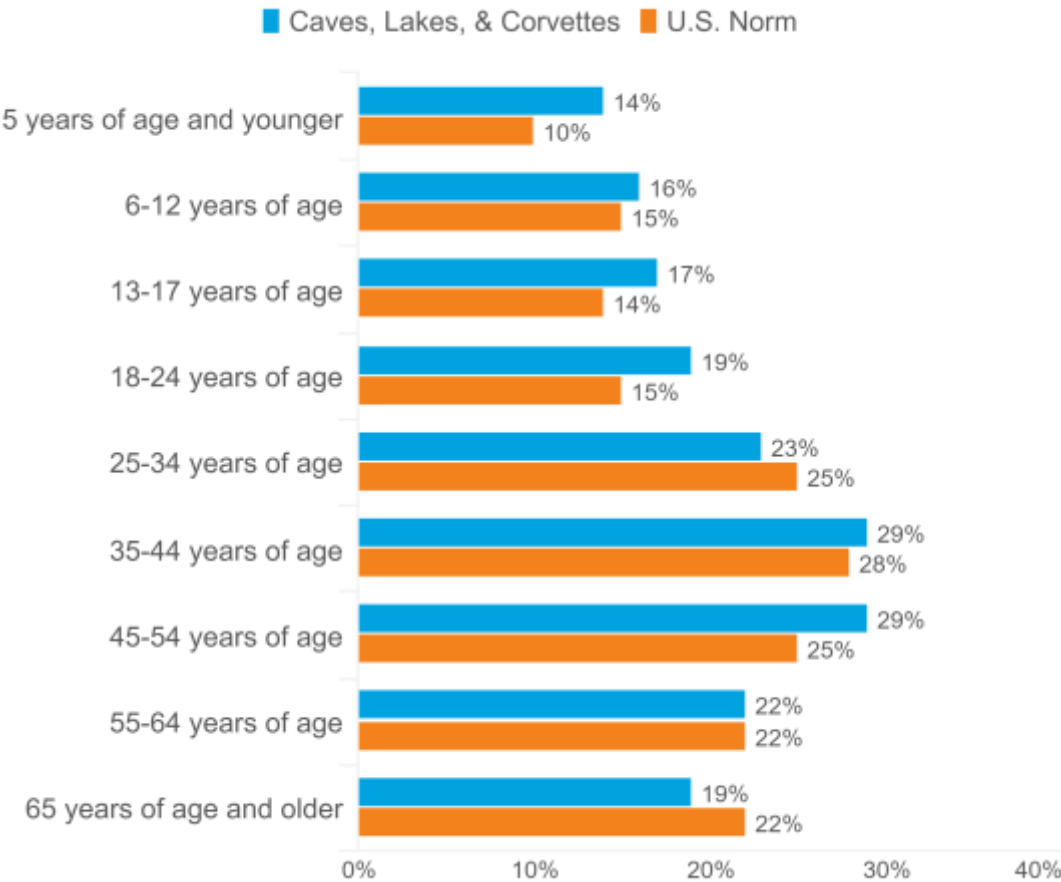
### Composition of Immediate Travel Party

Base: 2023/2024 Day Person-Trips that included more than one person

\*Child(ren) is based on the relationship to the respondent



### Travel Party Age

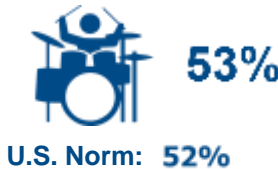


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities



Business Activities













Other Activities



Activities and Experiences

(Top 10)  
Caves, Lakes, & Corvettes      U.S. Norm

	Sightseeing	22%	13%
	Shopping	21%	21%
	Landmark/historic site	20%	9%
	Nature tours/wildlife viewing/birding	12%	5%
	National/state park	12%	5%
	Museum	11%	8%
	Local parks/playgrounds	10%	7%
	Attending celebration	8%	10%
	Winery/brewery/distillery tour	8%	5%
	Hiking/backpacking	7%	5%





Outdoor Activities

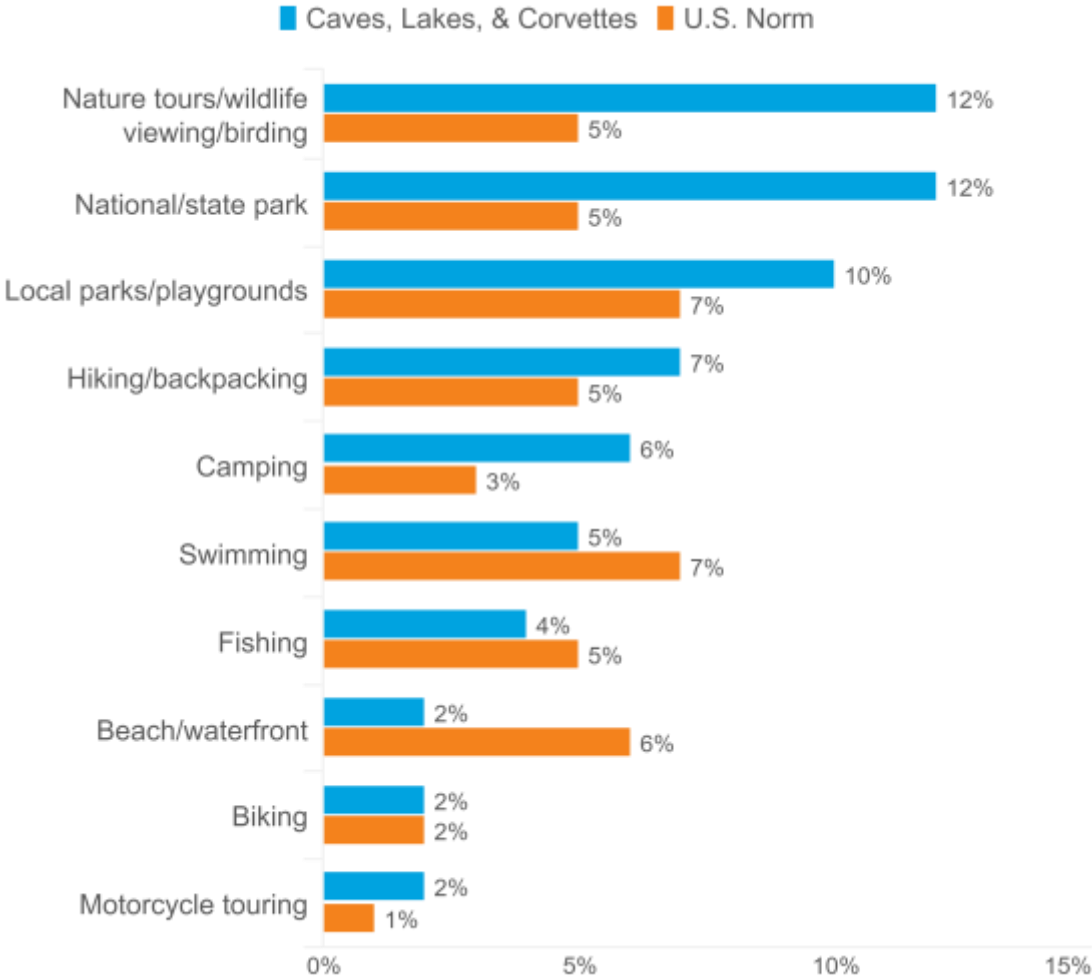
Caves, Lakes, & Corvettes

44%

U.S. Norm

35%

Outdoor Activities  
(Top 10)





Entertainment Activities

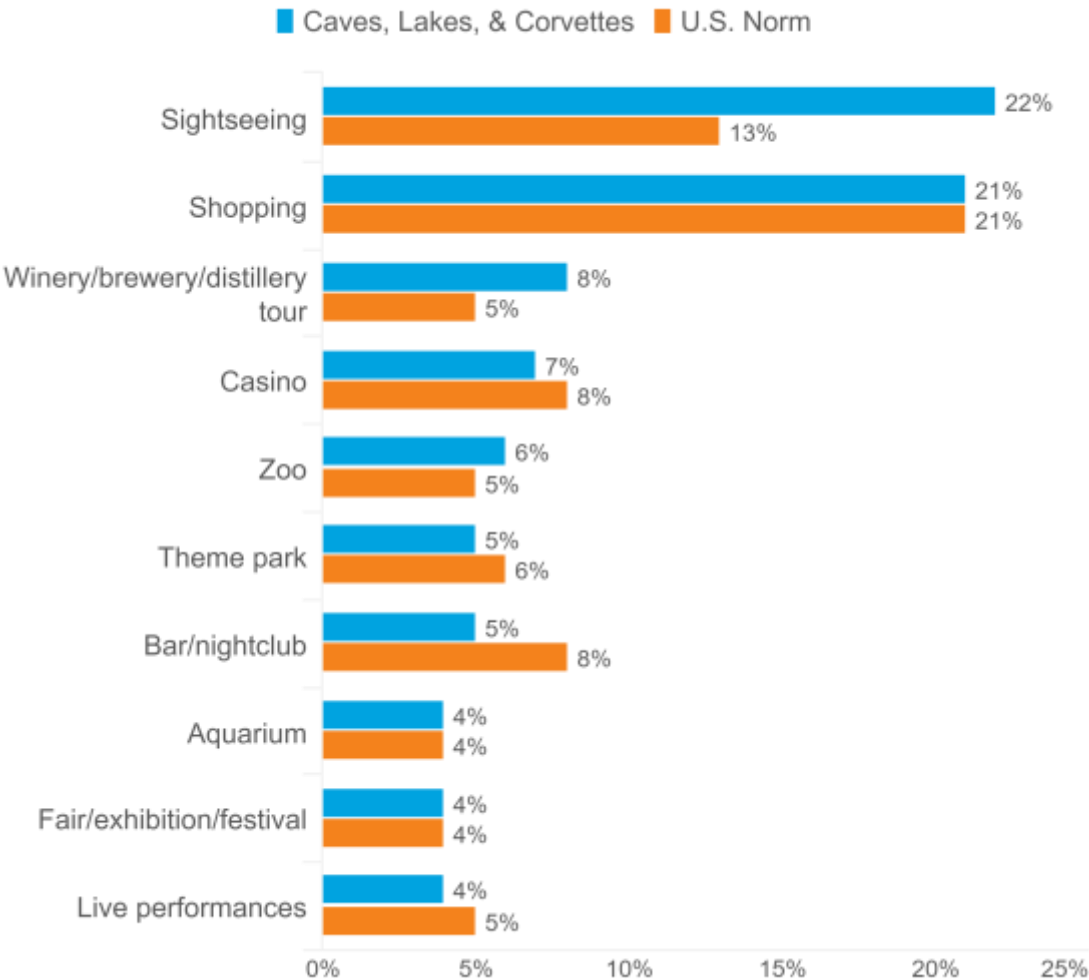
Caves, Lakes, & Corvettes

53%

U.S. Norm

52%

Entertainment Activities  
(Top 10)





Cultural Activities

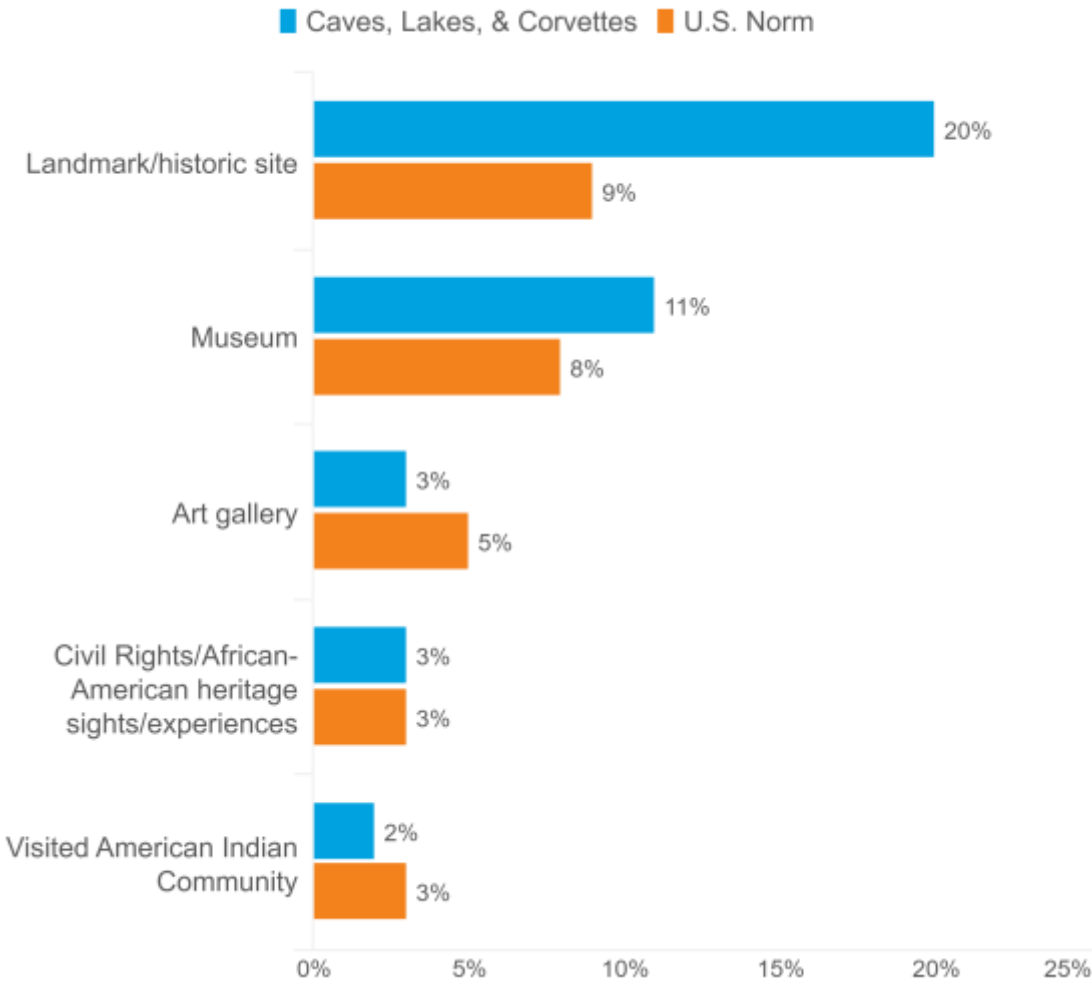
Caves, Lakes, & Corvettes

31%

U.S. Norm

23%

Cultural Activities





Sporting Activities

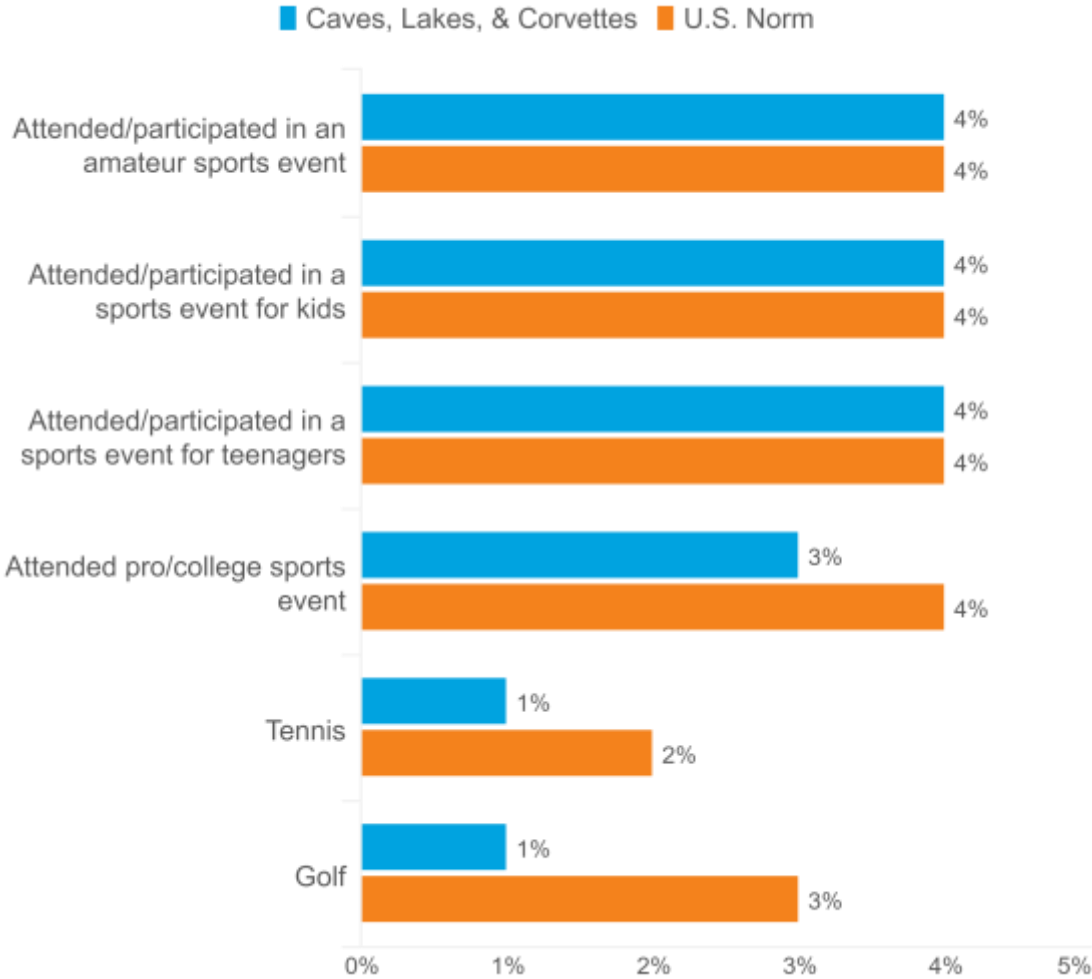
Caves, Lakes, & Corvettes

14%

U.S. Norm

16%

Sporting Activities





Business Activities

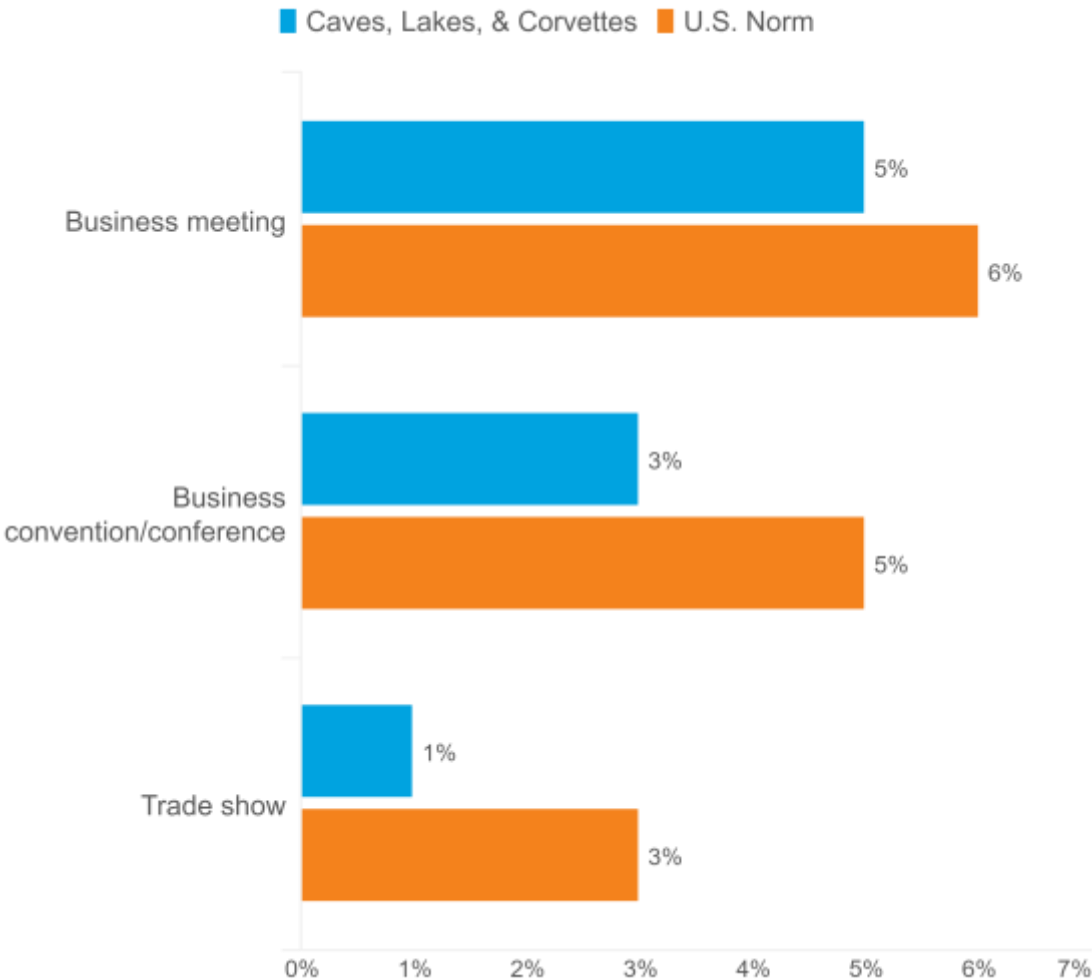
Caves, Lakes, & Corvettes

7%

U.S. Norm

12%

Business Activities





Other Activities

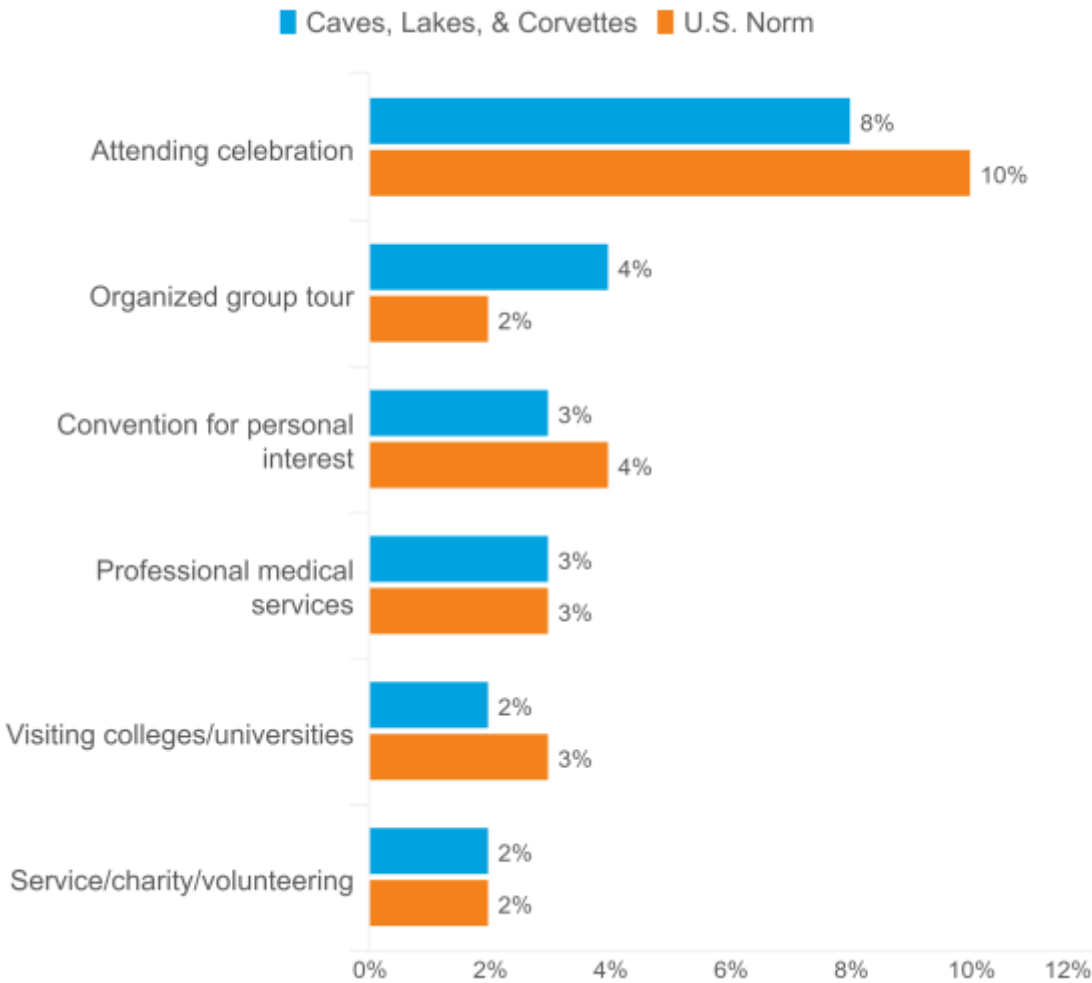
Caves, Lakes, & Corvettes

19%

U.S. Norm

21%

Other Activities









## Shopping Types on Trip

Base: 2023/2024 Day Person-Trips that included Shopping

		Caves, Lakes, & Corvettes	U.S. Norm
	Outlet/mall shopping	48%	45%
	Shopping at locally owned businesses	40%	42%
	Souvenir shopping	38%	25%
	Convenience/grocery shopping	25%	28%
	Big box stores (Walmart, Costco)	23%	26%
	Farmers market	22%	15%
	Antiquing	19%	12%

Question updated in 2023

## Dining Types on Trip

		Caves, Lakes, & Corvettes	U.S. Norm
	Fast food	51%	40%
	Casual dining	45%	45%
	Unique/local food	20%	23%
	Carry-out/food delivery service	12%	15%
	Picnicking	11%	9%
	Fine/upscale dining	6%	12%

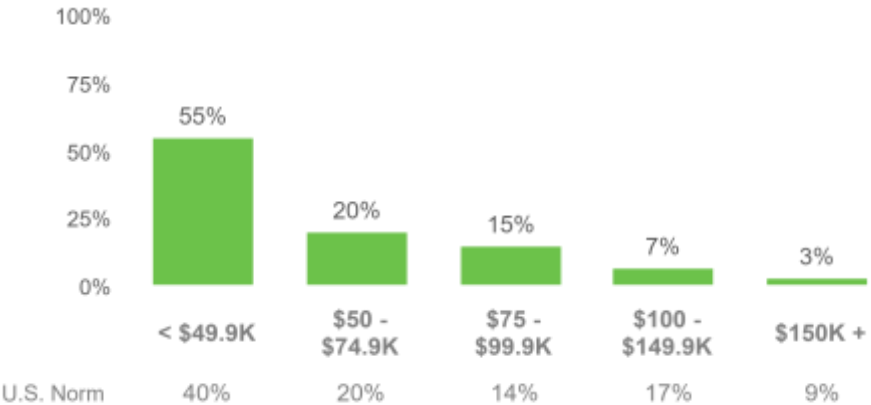
Question updated in 2023



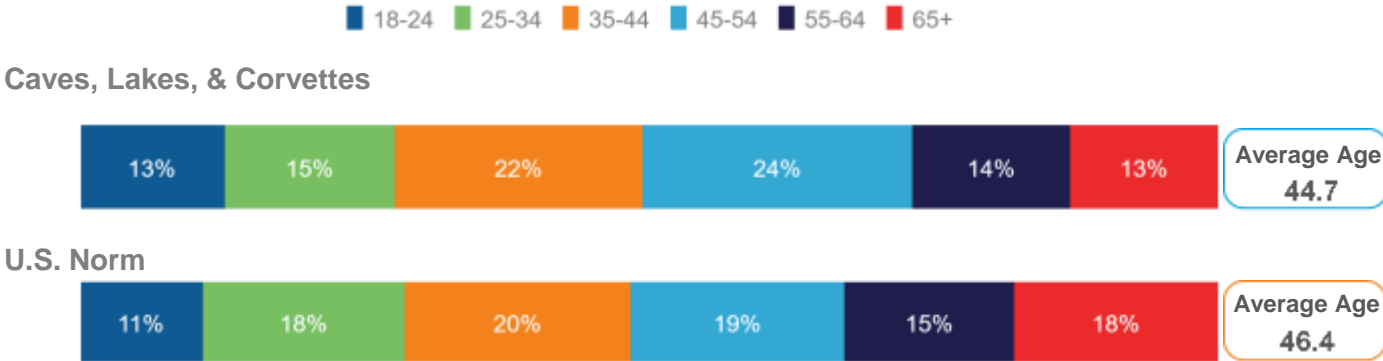
# Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2023/2024 Day Person-Trips

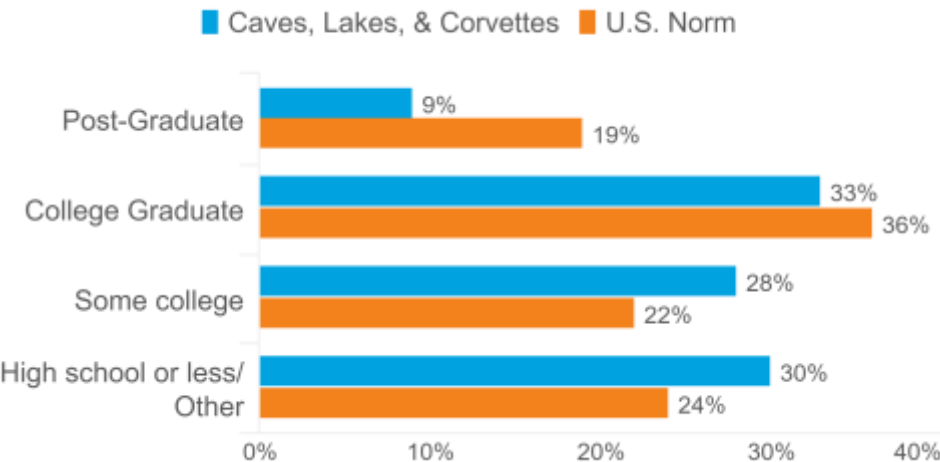
## Household Income



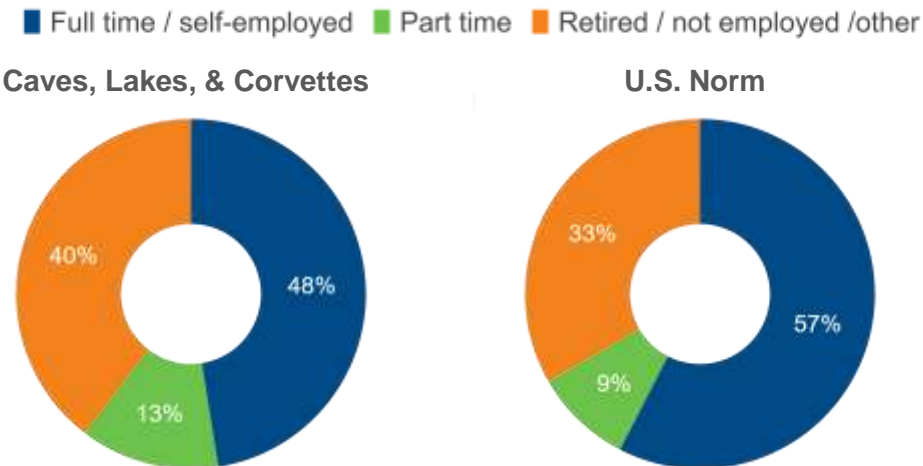
## Age



## Educational Attainment



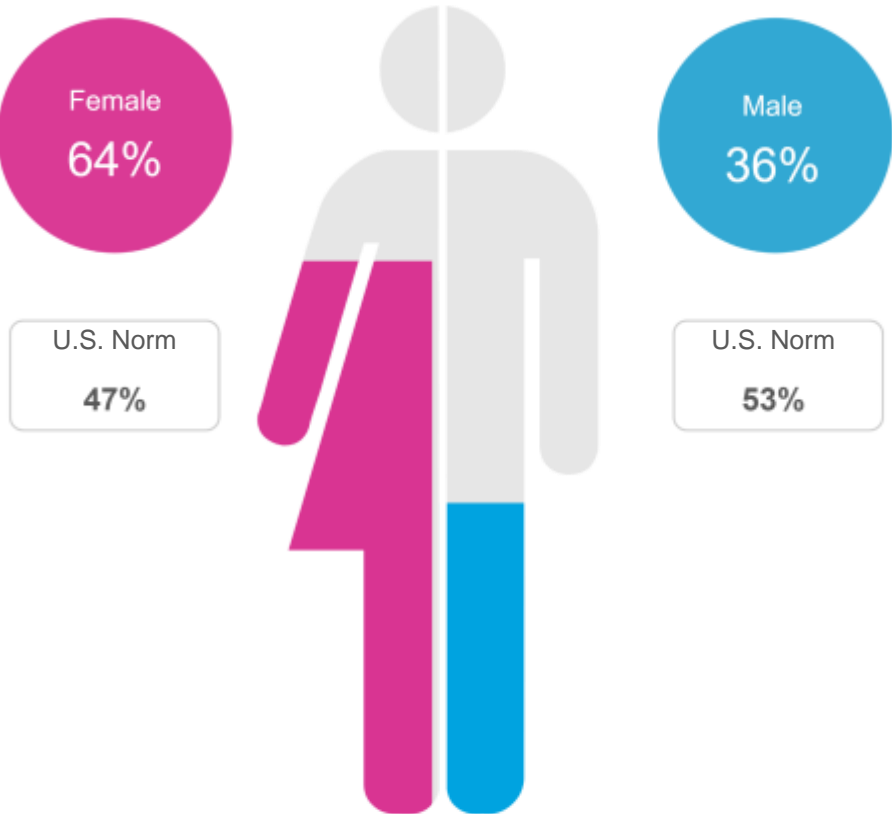
## Employment



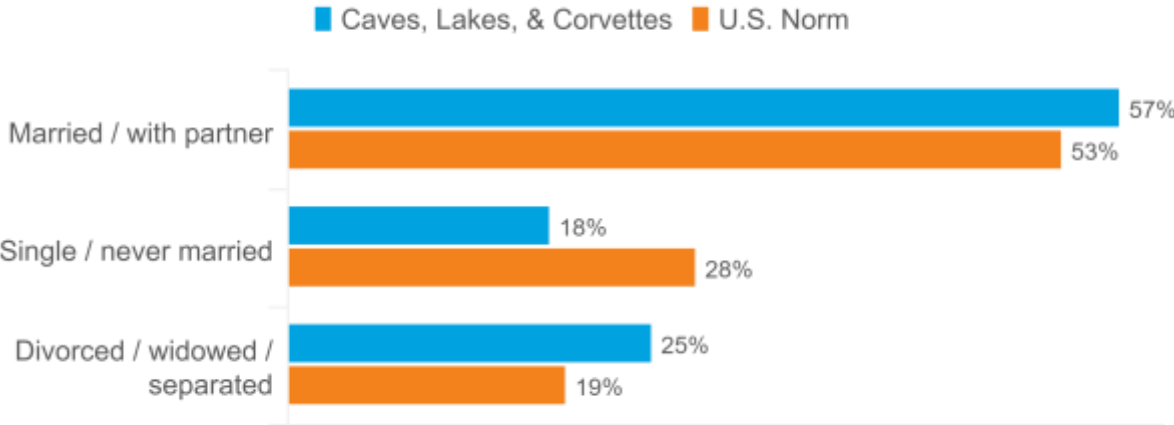
# Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2023/2024 Day Person-Trips

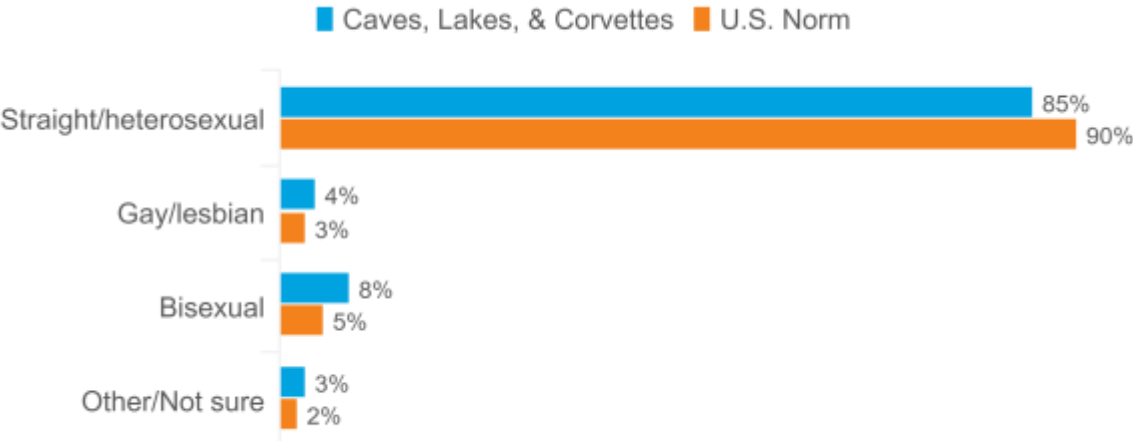
## Gender



## Marital Status



## Sexual Orientation

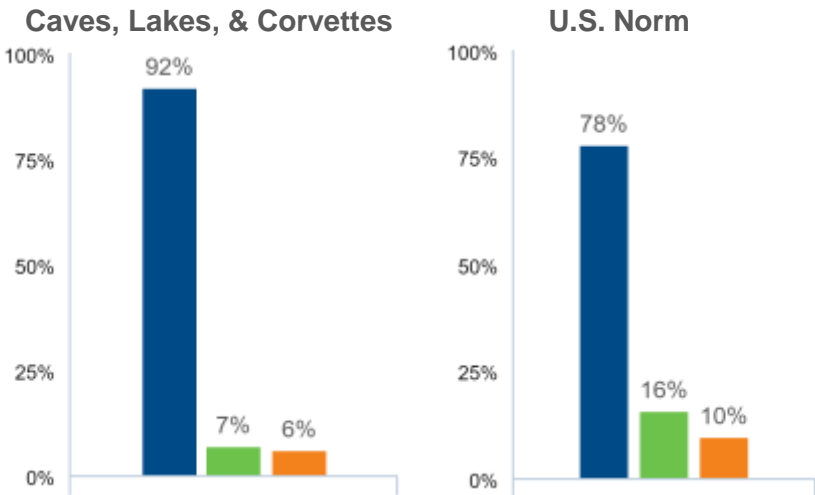


# Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2023/2024 Day Person-Trips

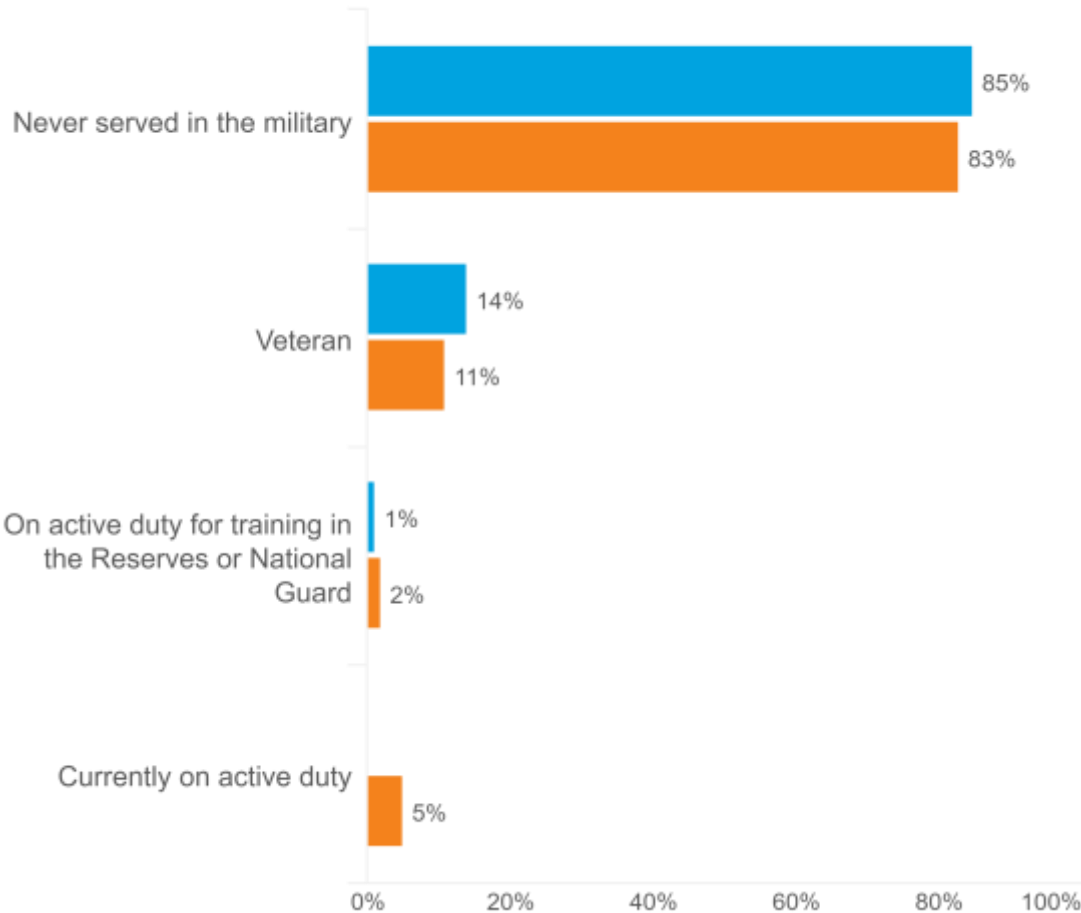
## Race

White African-American Other



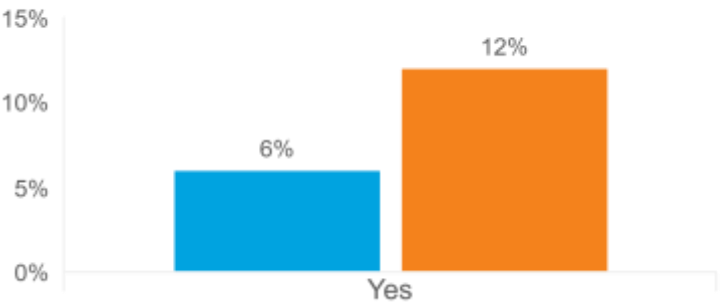
## Military Status

Caves, Lakes, & Corvettes U.S. Norm



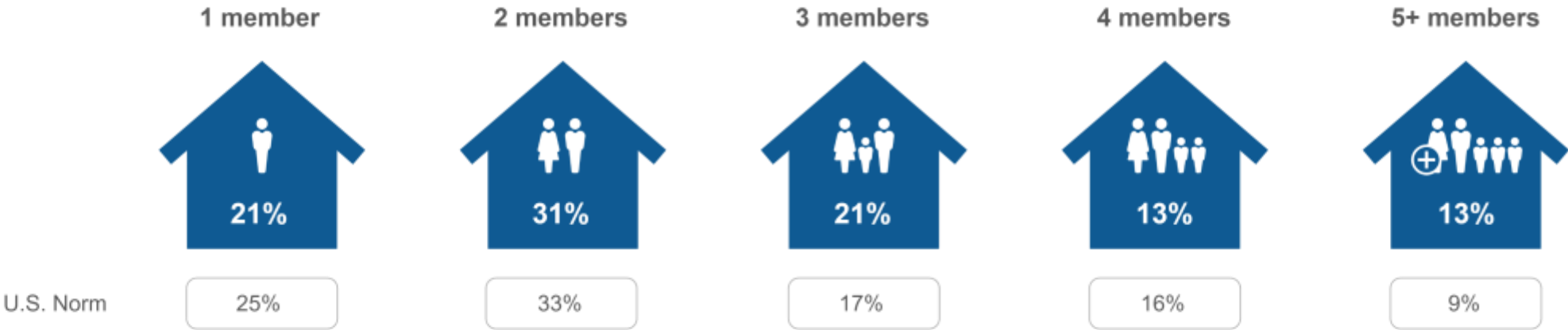
## Hispanic Background

Caves, Lakes, & Corvettes U.S. Norm

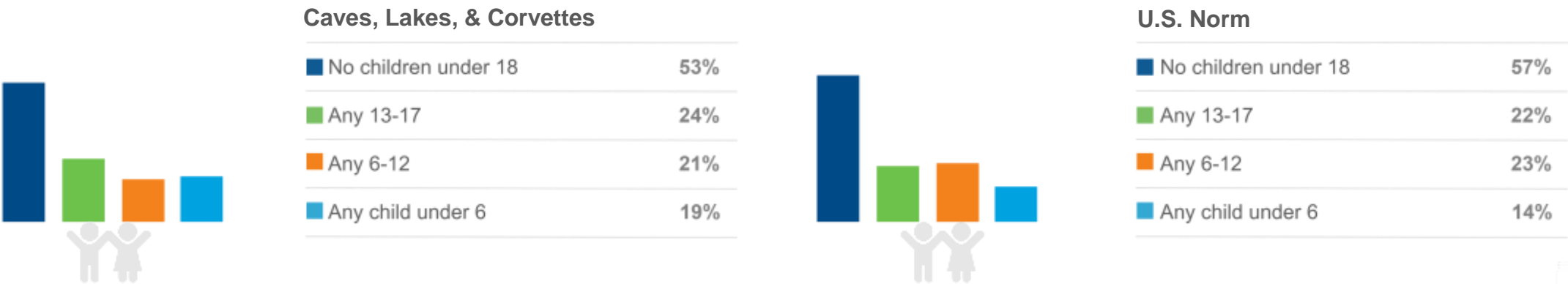


Question added in 2024, data is for 2024 only

## Household Size



## Children in Household





# Travel USA Visitor Profile

Western Waterlands

TEAM   
**KENTUCKY.**

2023/2024

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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.

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 2023/2024:

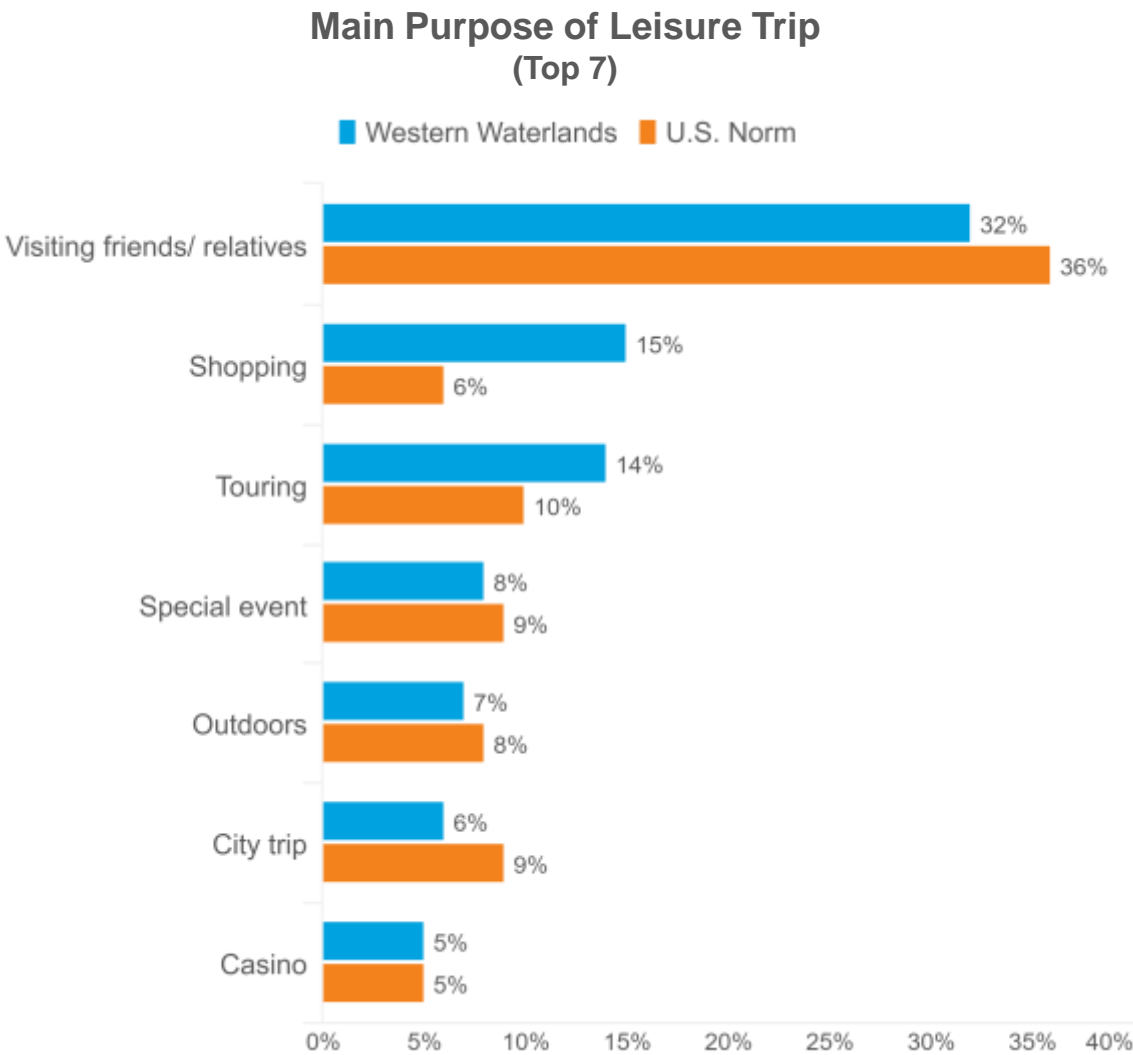


Day Base Size

188

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	
2023/2024	
Visiting friends/ relatives	32%
Shopping	15%
Touring	14%
Special event	8%
Outdoors	7%
City trip	6%
Casino	5%
Other business trip	4%
Business-Leisure	4%
Theme park	4%





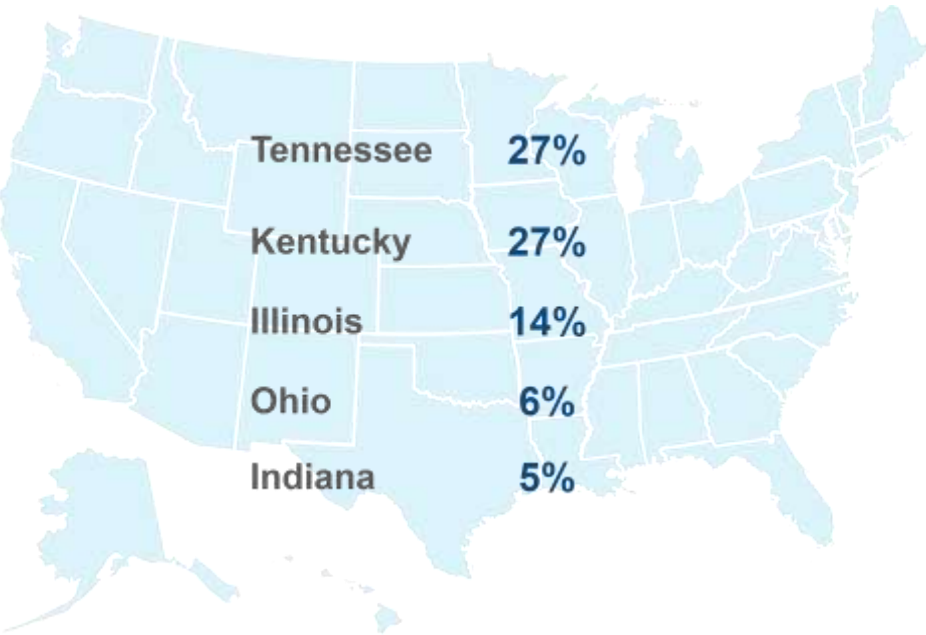
Western Waterlands Day Trips



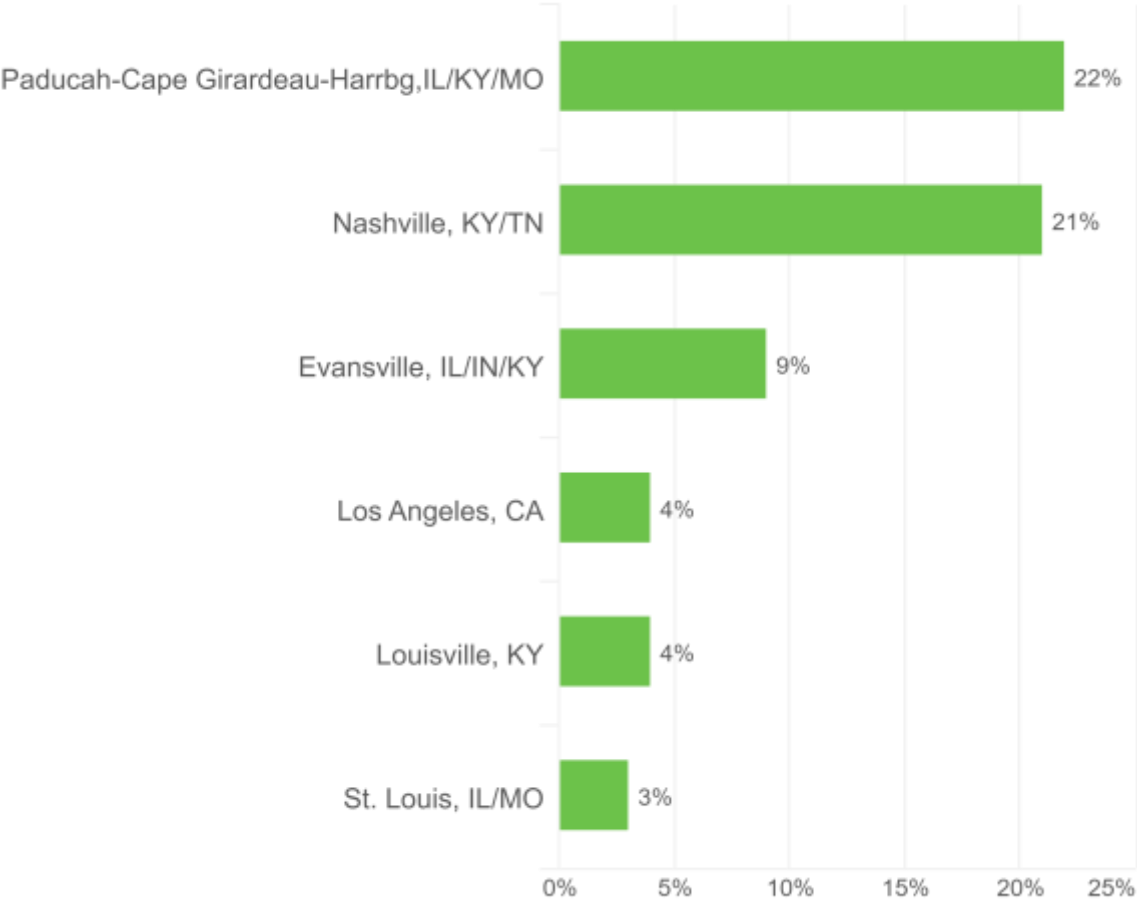
2024 U.S. Day Trips



State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 6)



## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Western Waterlands



Average number of people

Total  
**2.4**

### U.S. Norm



Average number of people

Total  
**2.5**

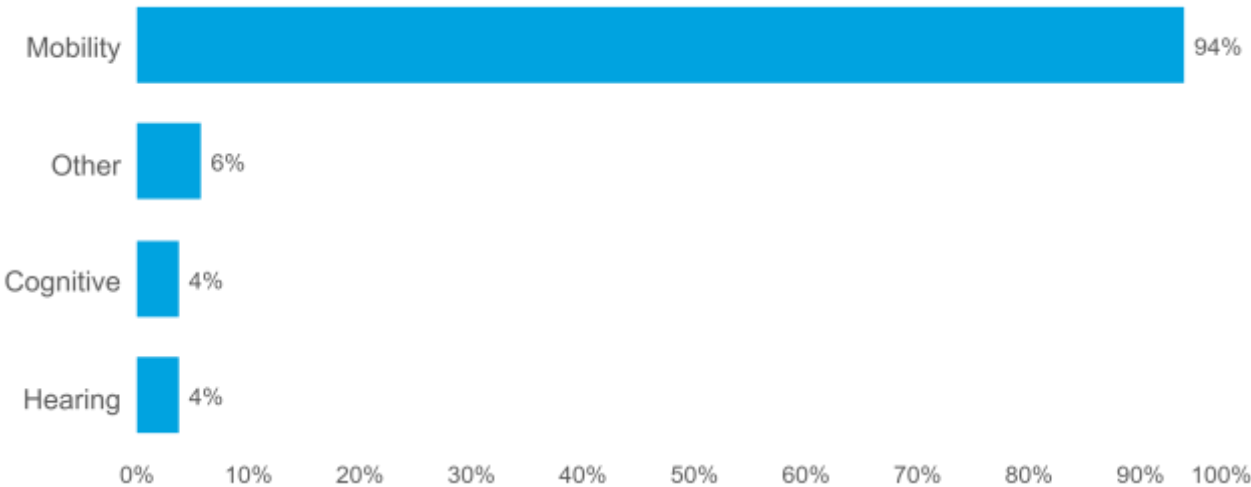


**17%** of travel parties had a travel party member that required accessibility services

2022/2023: 16%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only



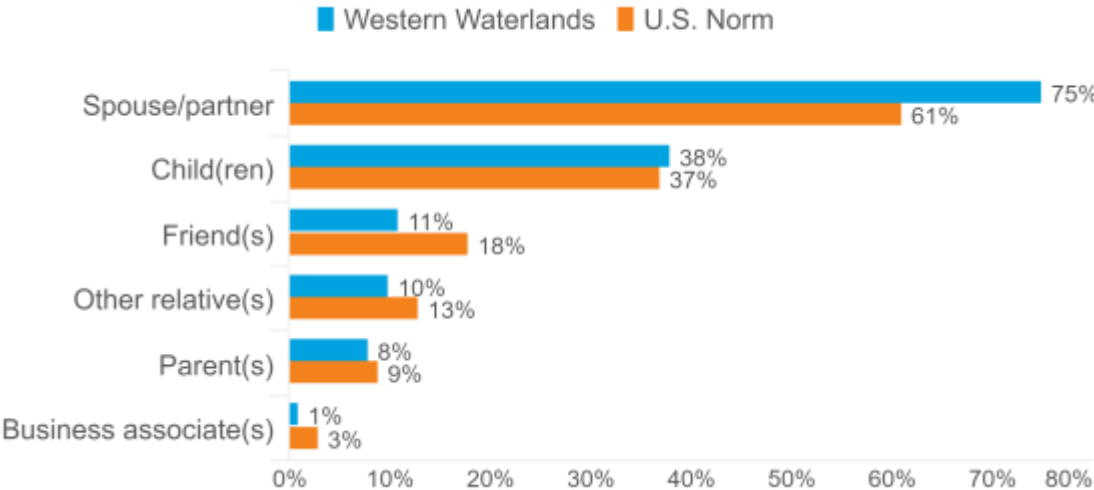
**23%** of trips only had one person in the travel party

U.S. Norm: **27%**

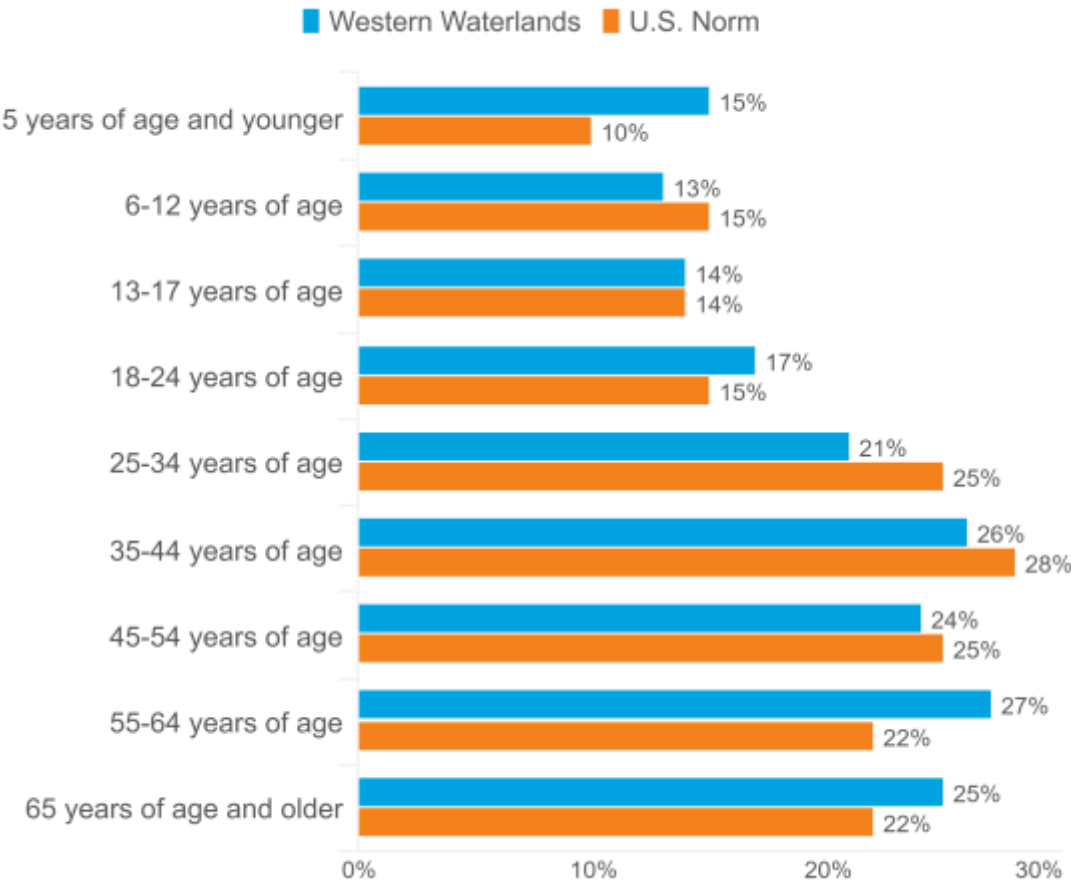
## Composition of Immediate Travel Party

Base: 2023/2024 Day Person-Trips that included more than one person

\*Child(ren) is based on the relationship to the respondent



## Travel Party Age

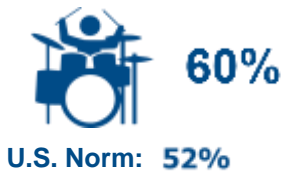


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



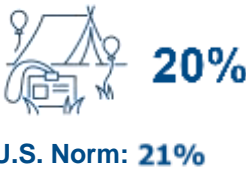
Sporting Activities



Business Activities




Other Activities



Activities and Experiences

(Top 10)  
Western Waterlands      U.S. Norm

	Shopping	30%	21%
	Sightseeing	19%	13%
	Landmark/historic site	17%	9%
	Local parks/playgrounds	15%	7%
	Nature tours/wildlife viewing/birding	12%	5%
	Museum	10%	8%
	Attending celebration	9%	10%
	Theme park	7%	6%
	Zoo	7%	5%
	Casino	7%	8%



Outdoor Activities

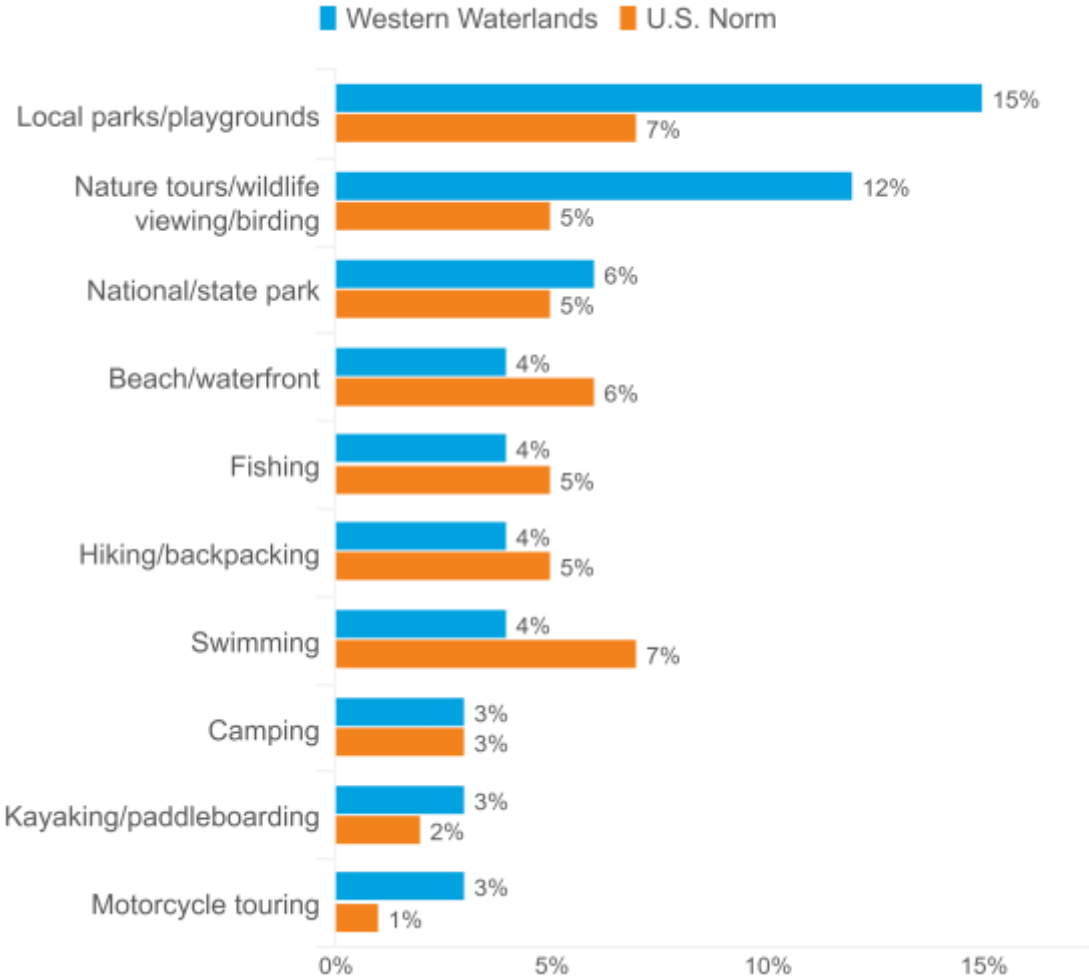
Western Waterlands

42%

U.S. Norm

35%

Outdoor Activities  
(Top 10)





Entertainment Activities

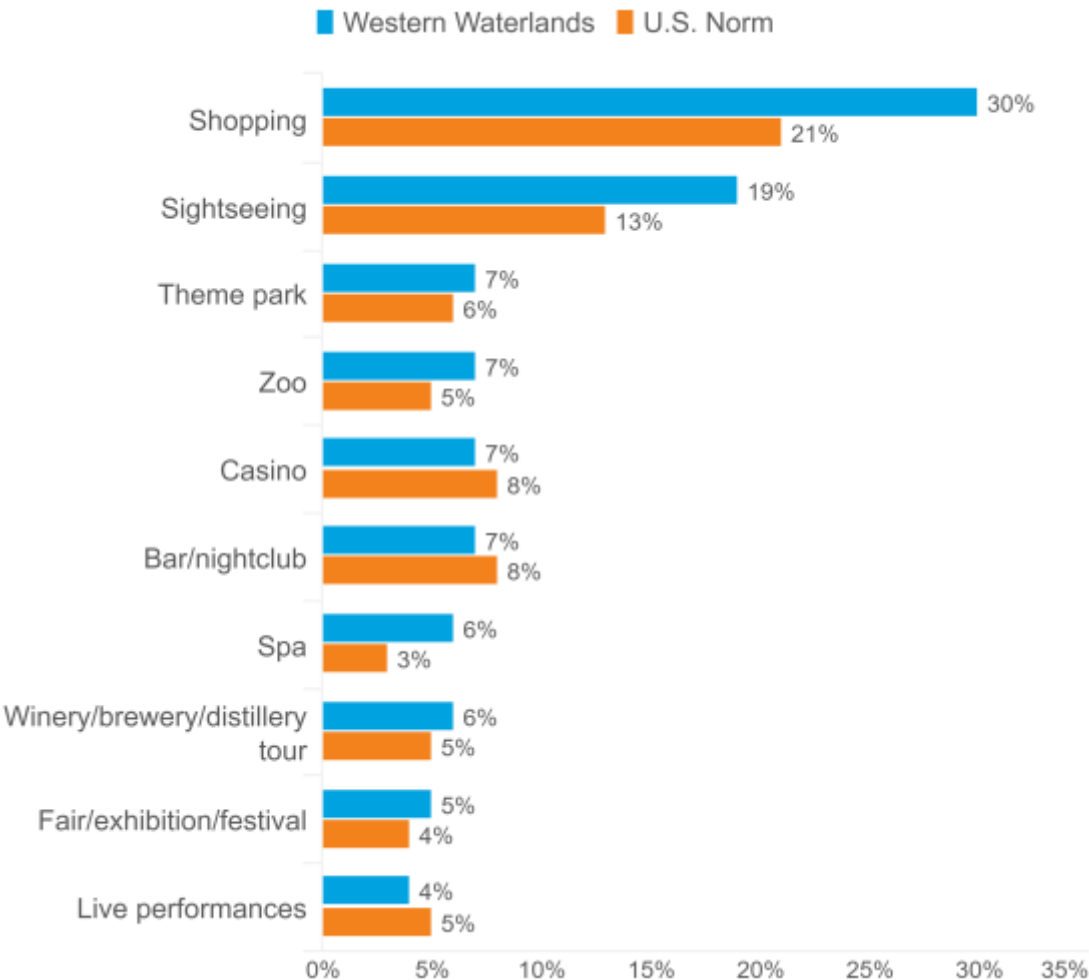
Western Waterlands

60%

U.S. Norm

52%

Entertainment Activities  
(Top 10)







Cultural Activities

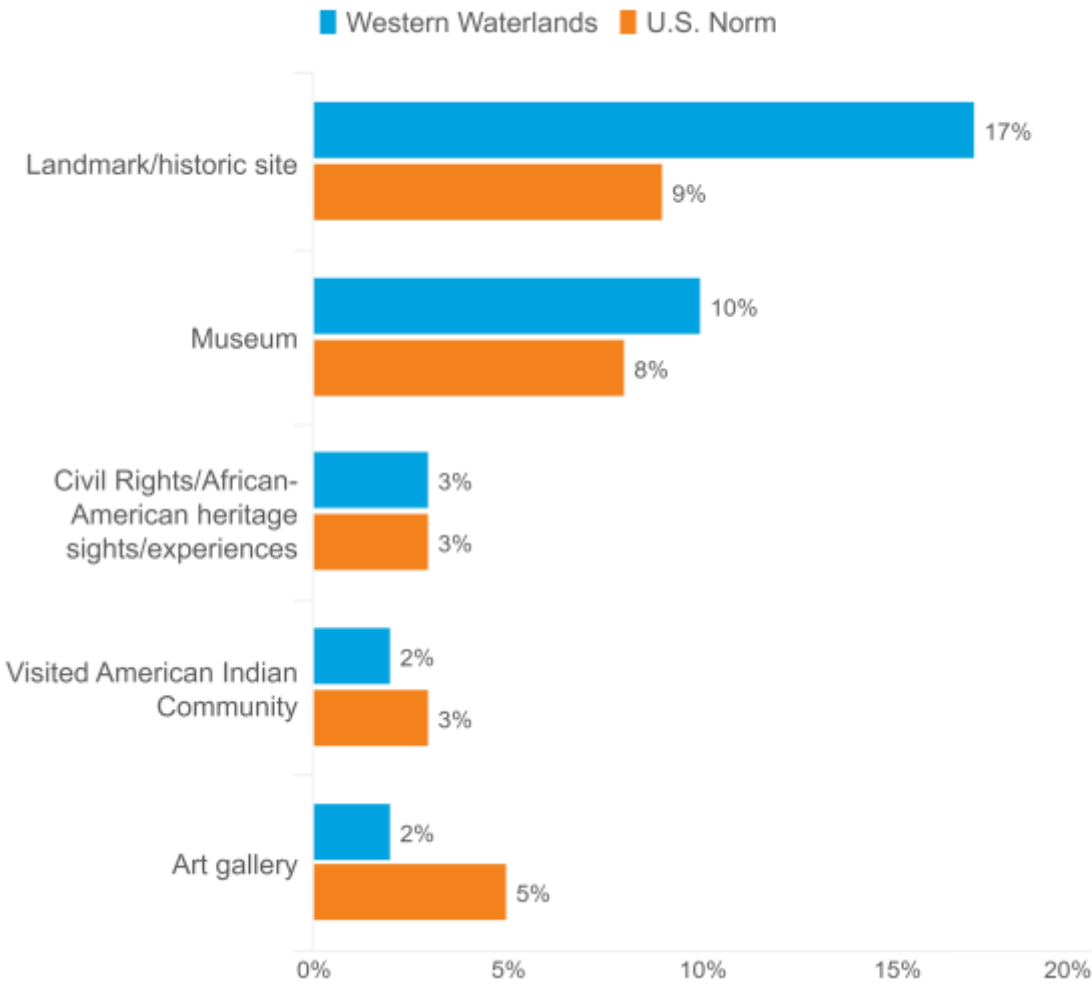
Western Waterlands

28%

U.S. Norm

23%

Cultural Activities





Sporting Activities

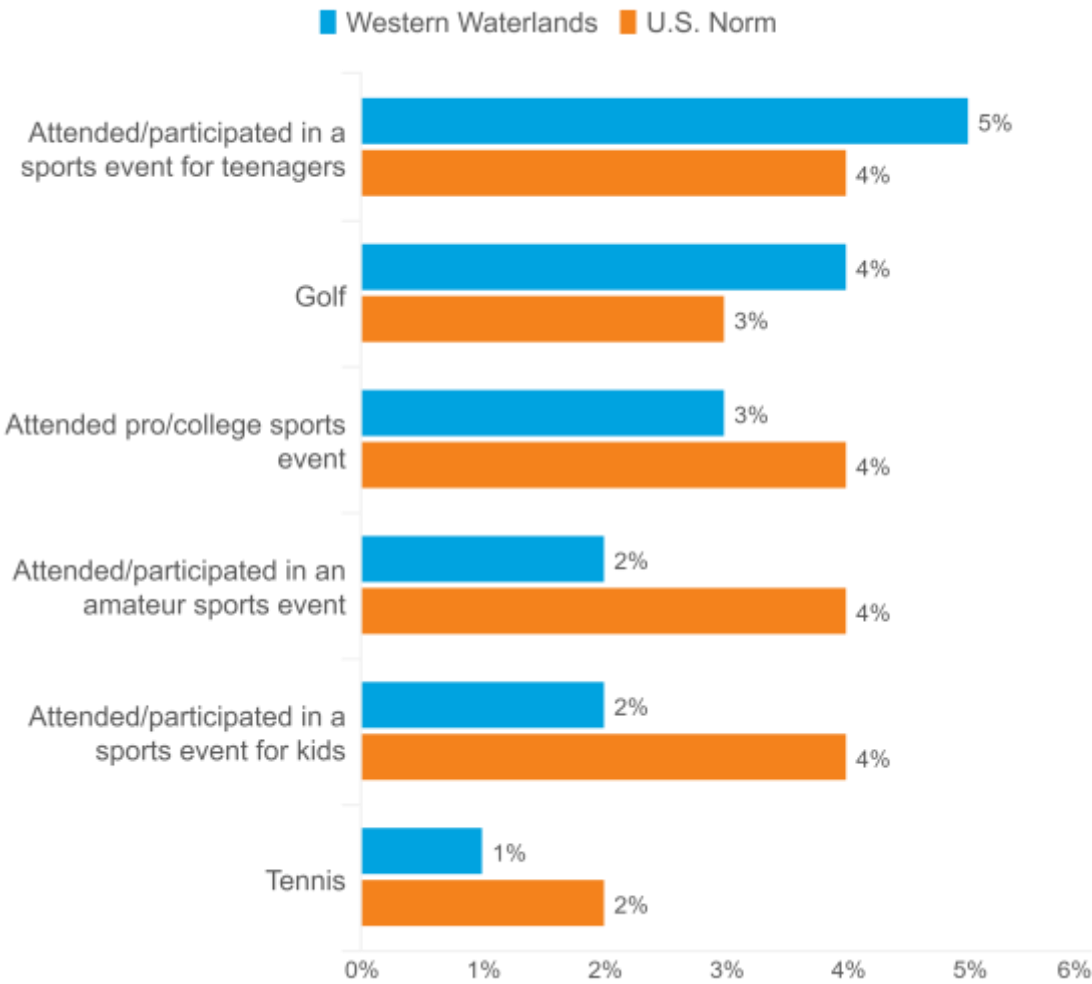
Western Waterlands

12%

U.S. Norm

16%

Sporting Activities





Business Activities

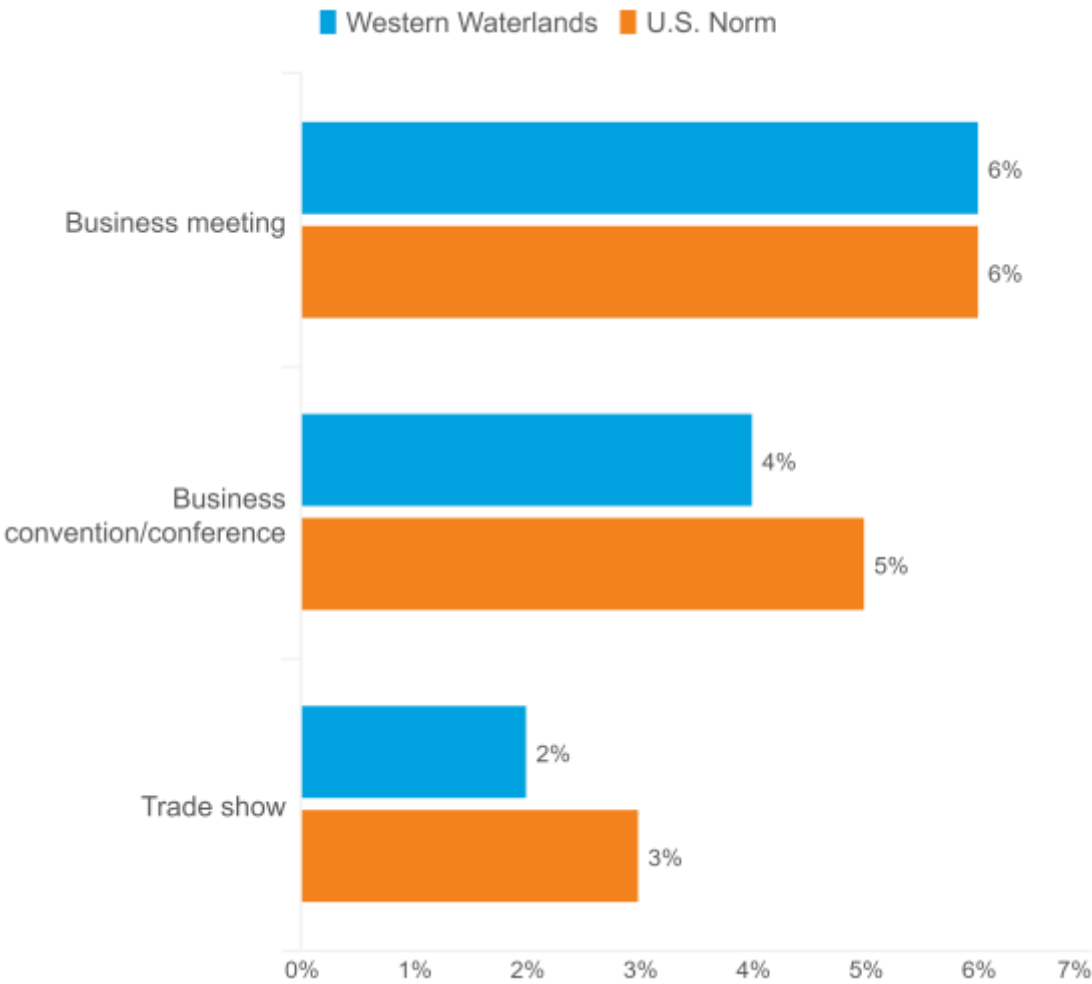
Western Waterlands

9%

U.S. Norm

12%

Business Activities





Other Activities

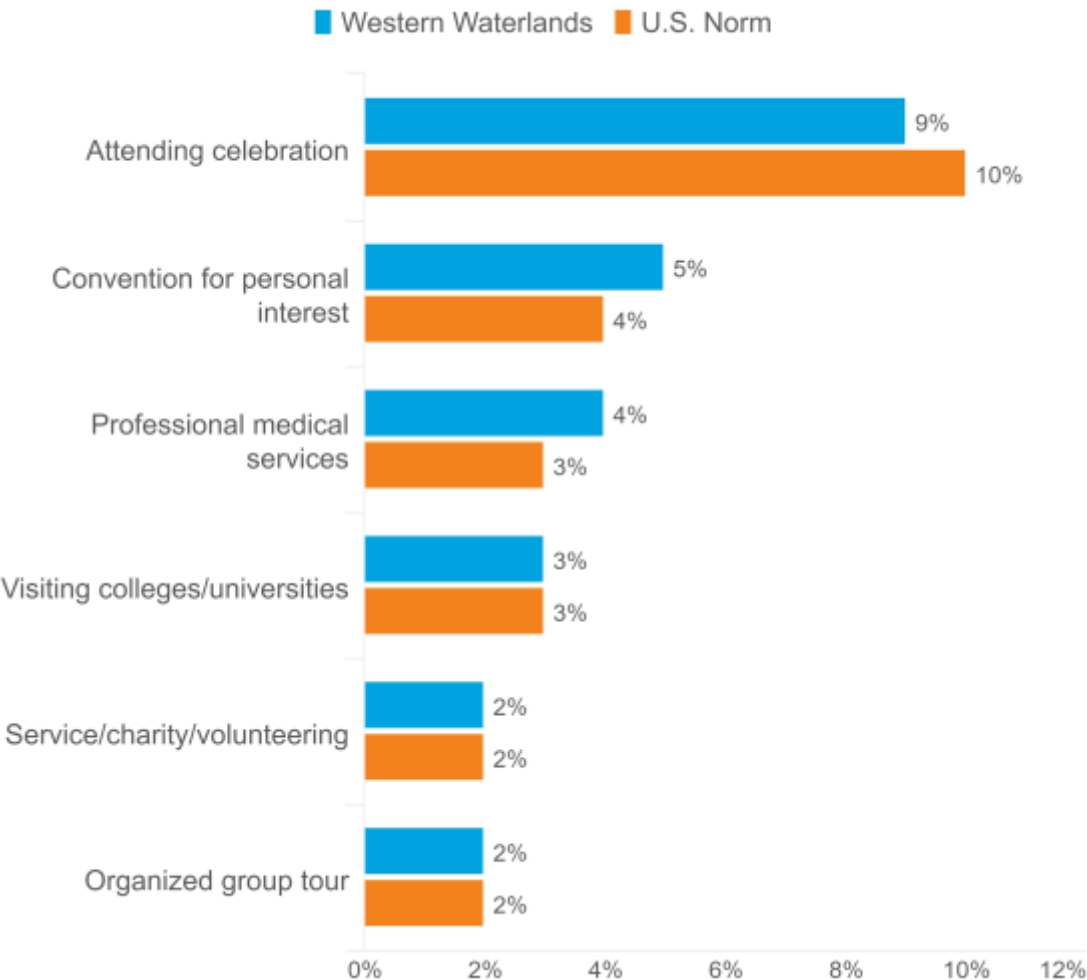
Western Waterlands

20%

U.S. Norm

21%

Other Activities









Shopping Types on Trip

Base: 2023/2024 Day Person-Trips that included Shopping

		Western Waterlands	U.S. Norm
	Outlet/mall shopping	56%	45%
	Shopping at locally owned businesses	42%	42%
	Big box stores (Walmart, Costco)	35%	26%
	Antiquing	25%	12%
	Convenience/grocery shopping	23%	28%
	Farmers market	21%	15%
	Souvenir shopping	16%	25%

Question updated in 2023

Dining Types on Trip

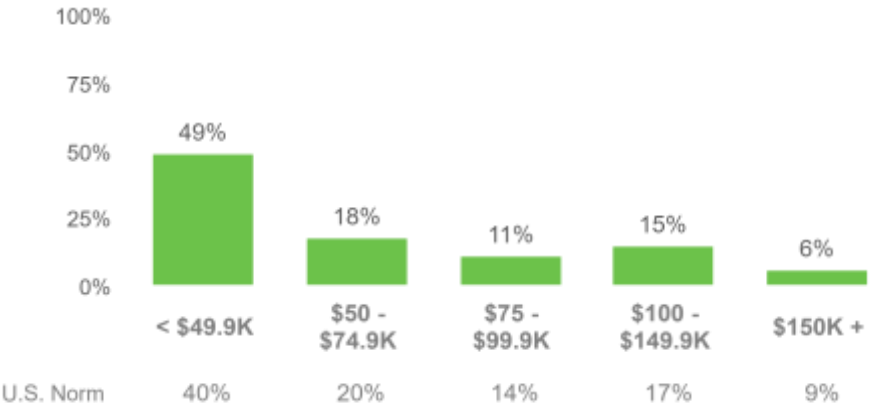
		Western Waterlands	U.S. Norm
	Fast food	49%	40%
	Casual dining	43%	45%
	Unique/local food	21%	23%
	Carry-out/food delivery service	14%	15%
	Fine/upscale dining	8%	12%
	Picnicking	7%	9%

Question updated in 2023

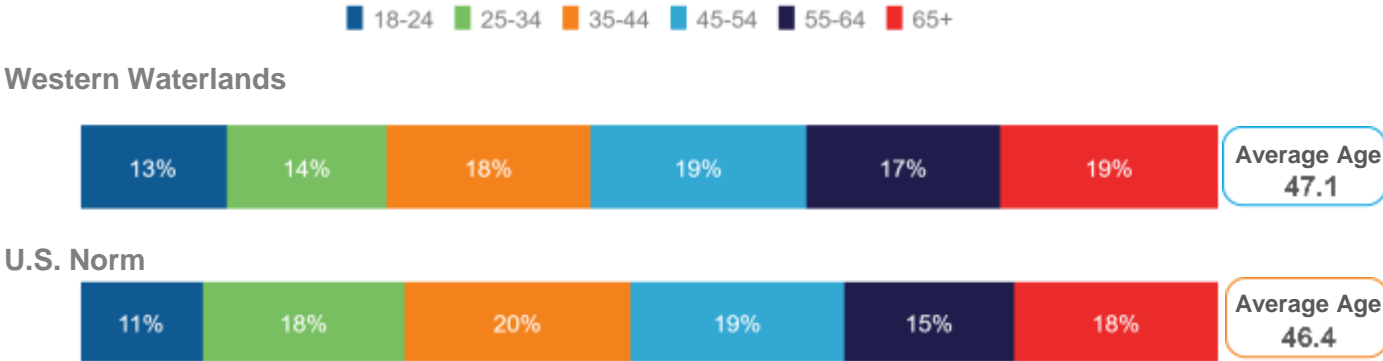
# Demographic Profile of Day Western Waterlands Visitors

Base: 2023/2024 Day Person-Trips

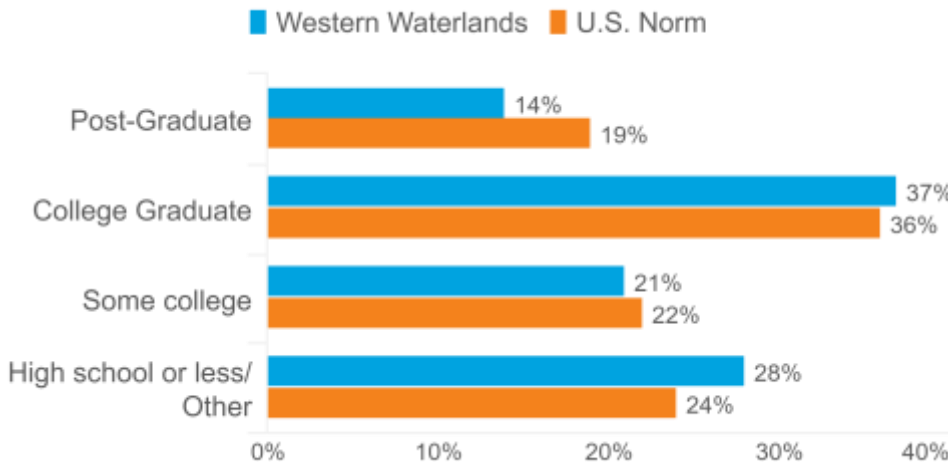
## Household Income



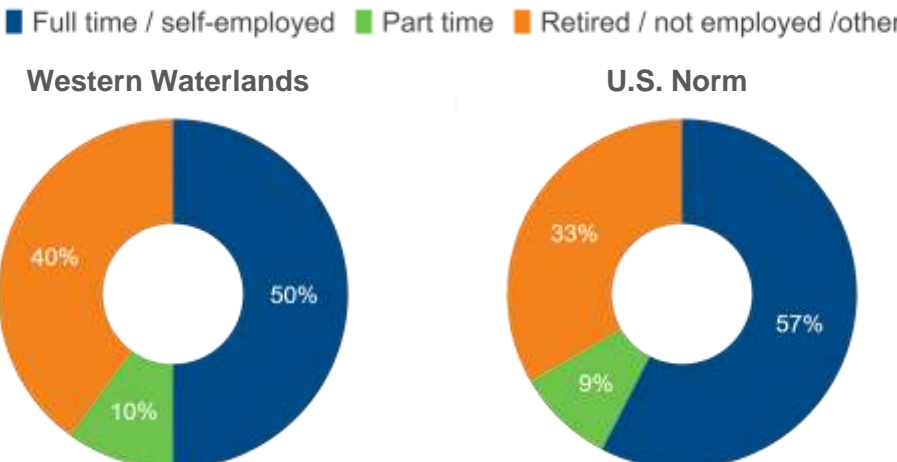
## Age



## Educational Attainment



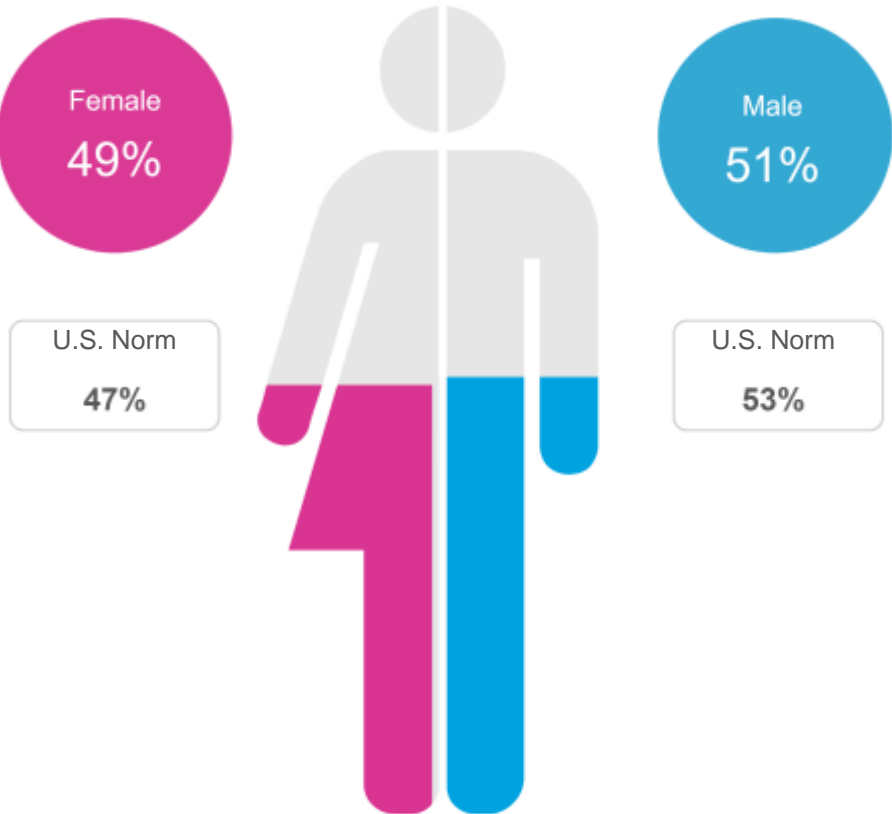
## Employment



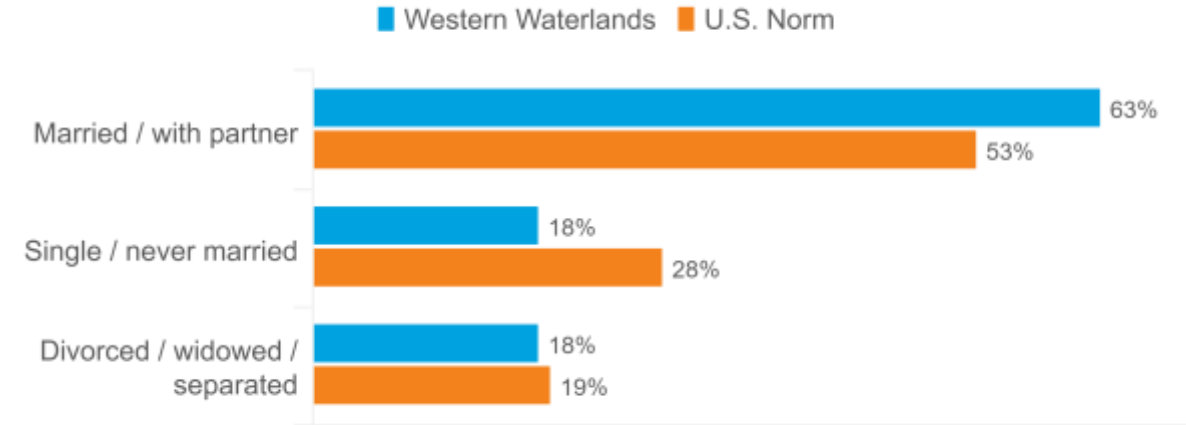
# Demographic Profile of Day Western Waterlands Visitors

Base: 2023/2024 Day Person-Trips

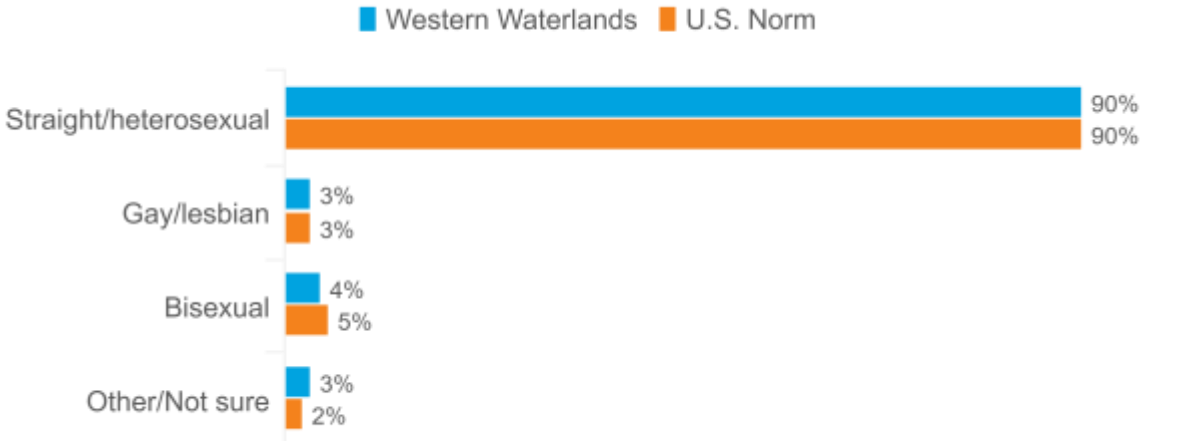
## Gender



## Marital Status



## Sexual Orientation

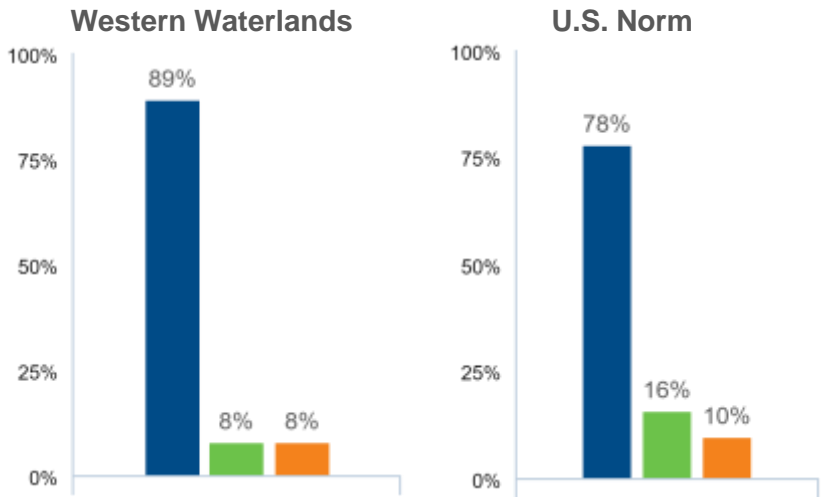


# Demographic Profile of Day Western Waterlands Visitors

Base: 2023/2024 Day Person-Trips

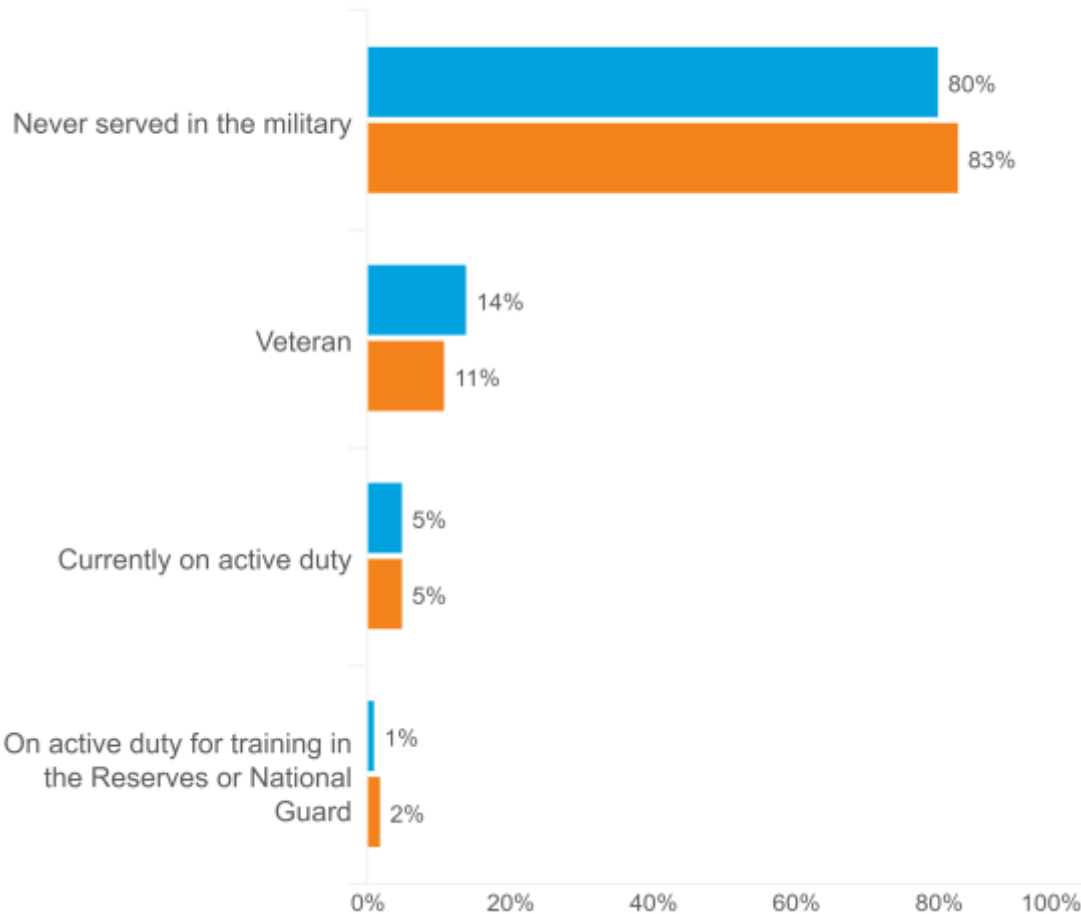
## Race

White African-American Other



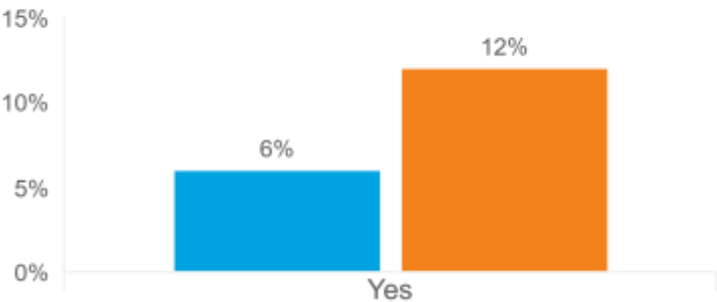
## Military Status

Western Waterlands U.S. Norm



## Hispanic Background

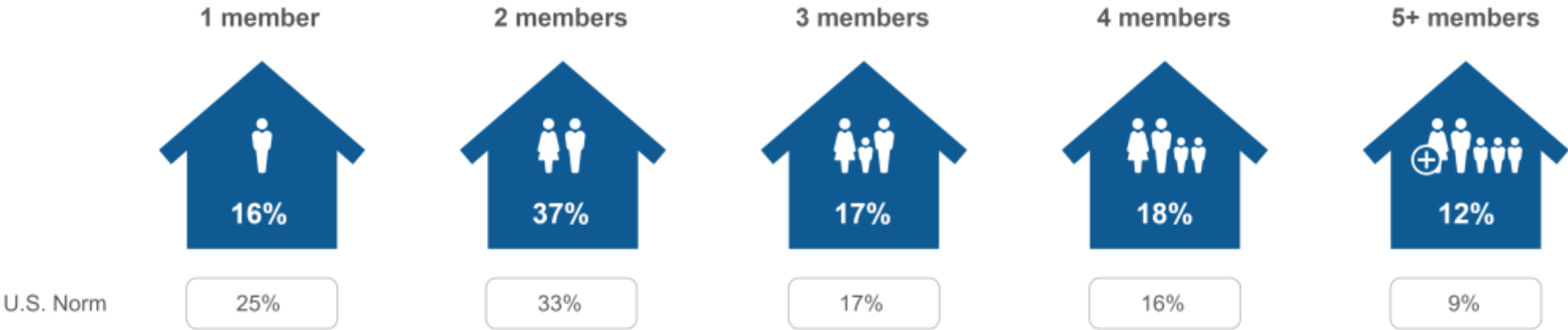
Western Waterlands U.S. Norm



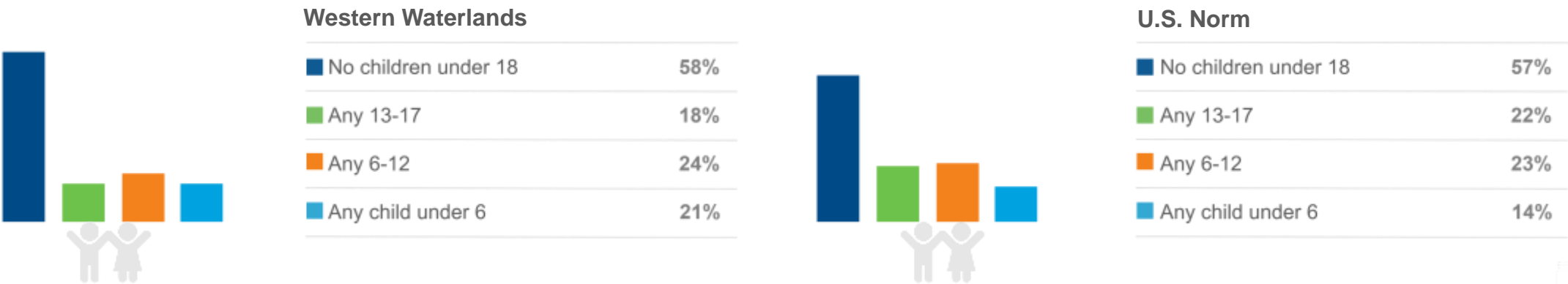
Question added in 2024, data is for 2024 only



## Household Size



## Children in Household





# Travel USA Visitor Profile

Bluegrass, Blues & BBQ

TEAM  **KENTUCKY.**<sup>®</sup>

2023/2024

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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.

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 2023/2024:

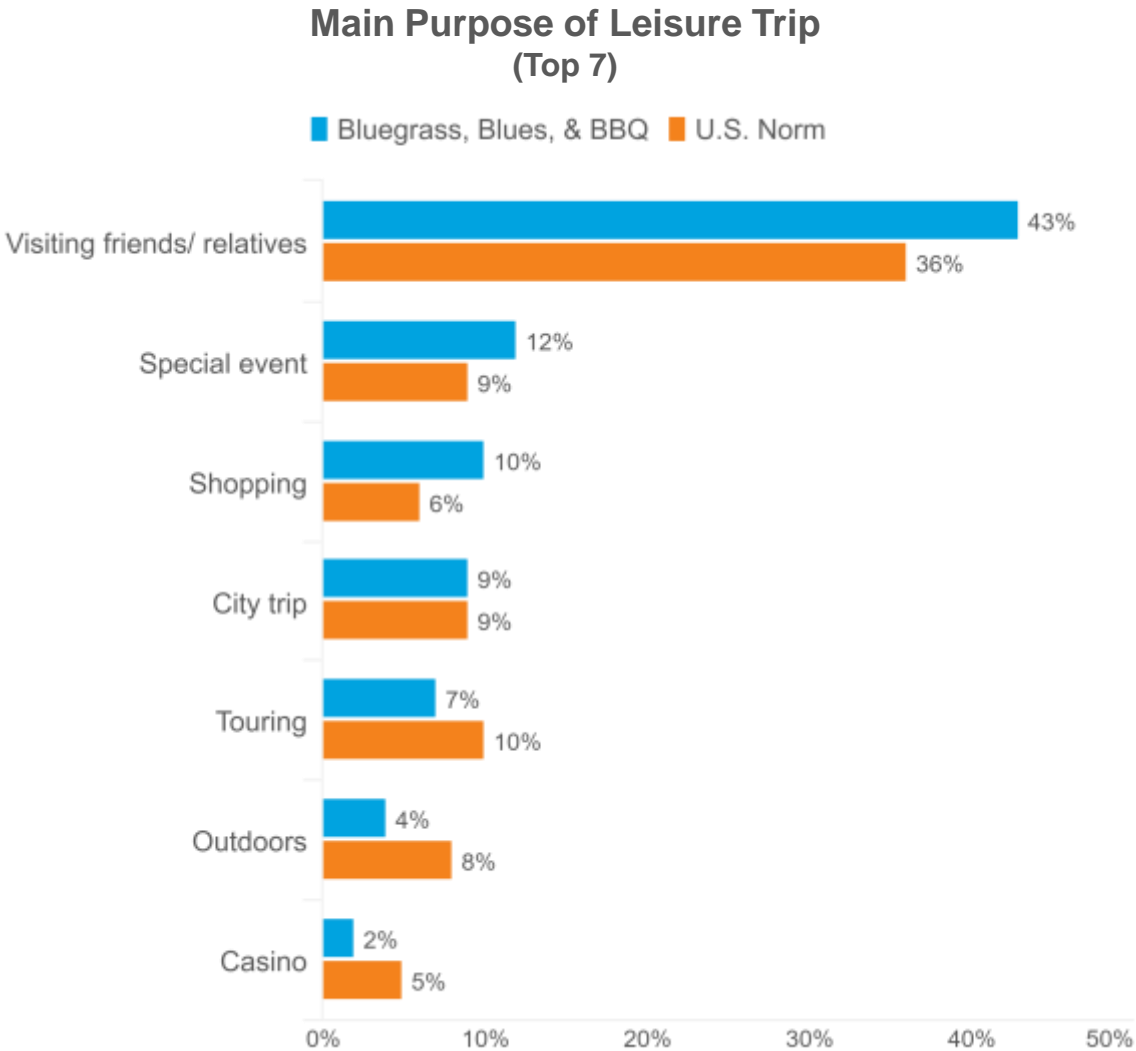


Day Base Size

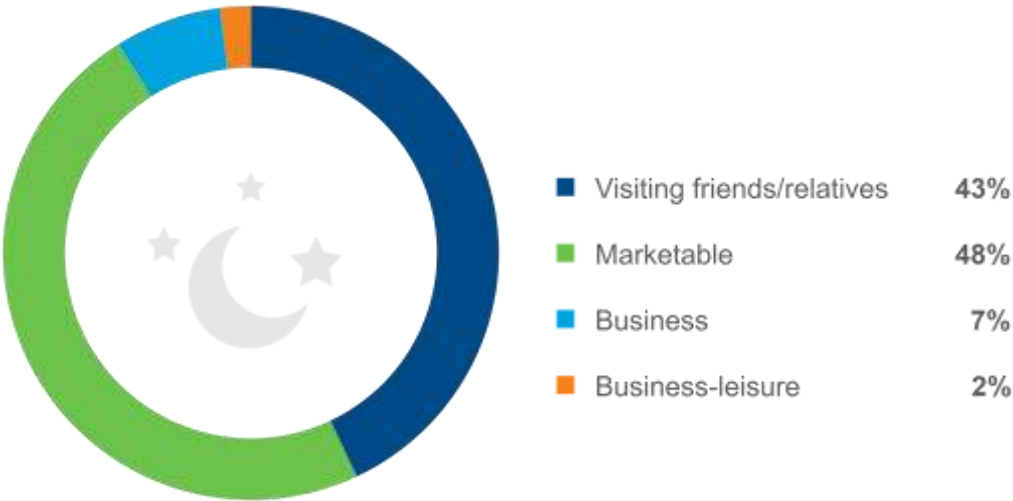
322

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	
2023/2024	
Visiting friends/ relatives	43%
Special event	12%
Shopping	10%
City trip	9%
Touring	7%
Other business trip	5%
Outdoors	4%
Casino	2%
Business-Leisure	2%



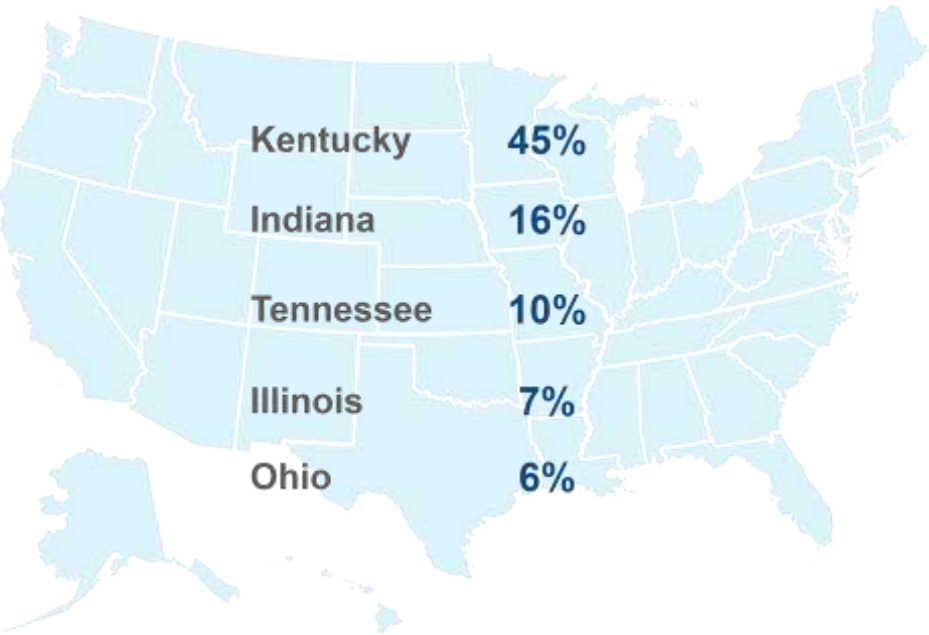
## Bluegrass, Blues, & BBQ Day Trips



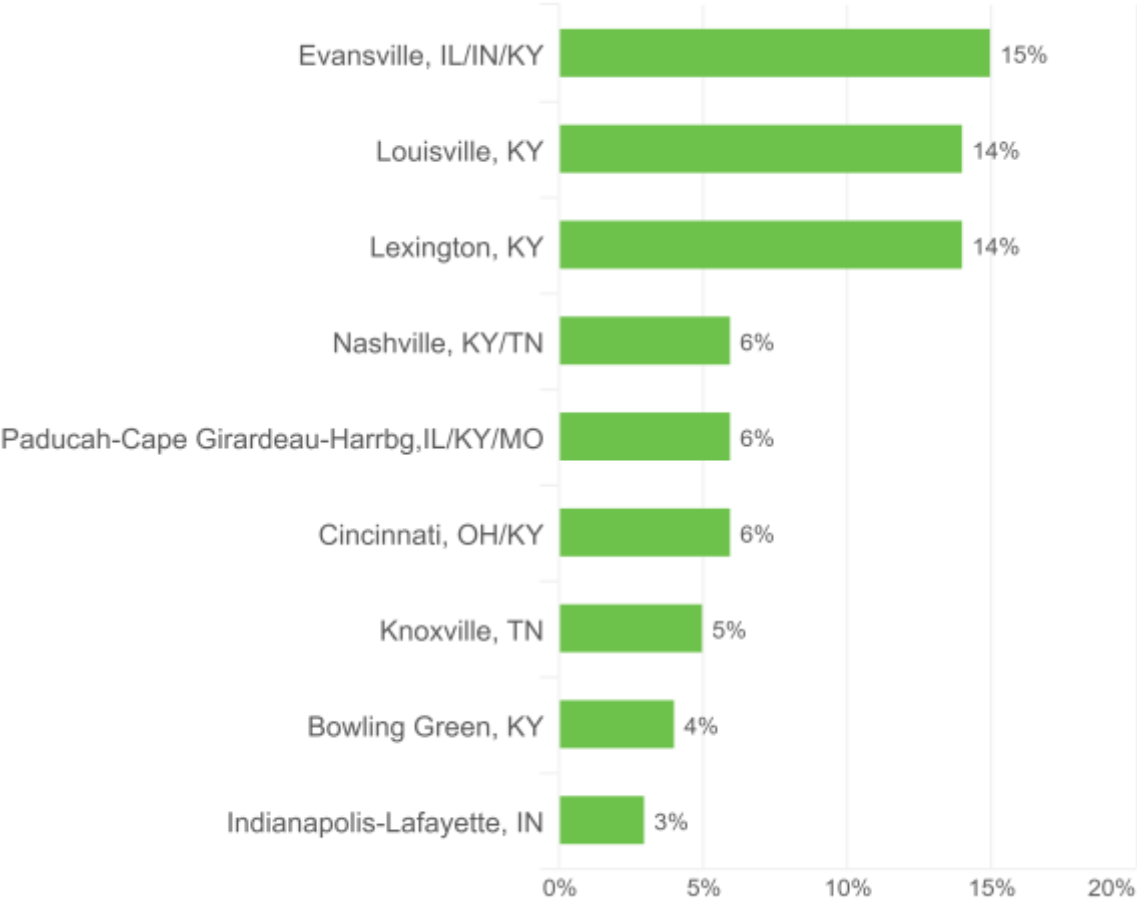
## 2024 U.S. Day Trips



State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 9)



## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

### Bluegrass, Blues, & BBQ



Average number of people

Total  
**2.7**

### U.S. Norm



Average number of people

Total  
**2.5**

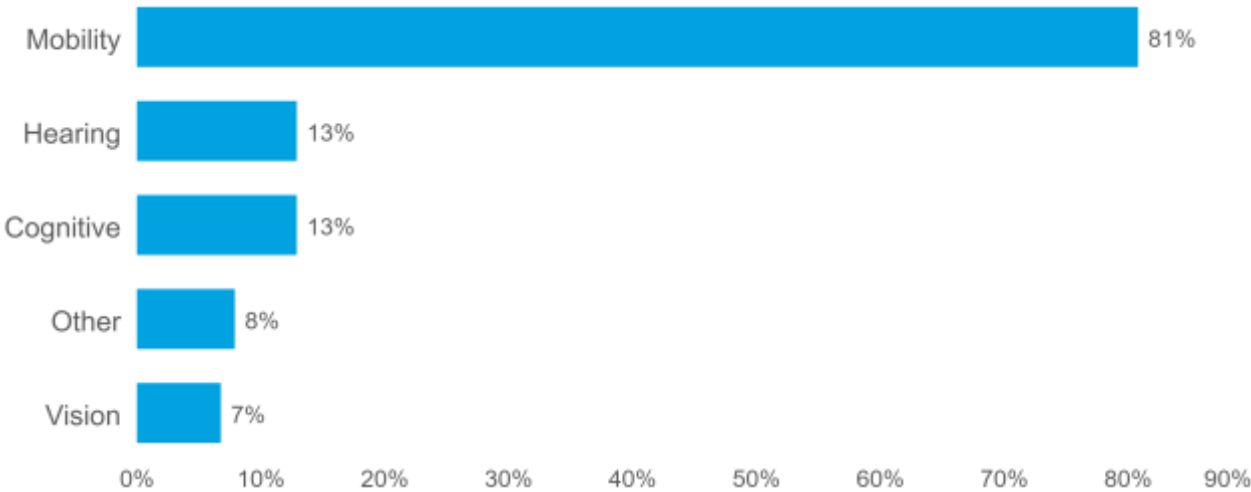


**18%** of travel parties had a travel party member that required accessibility services

2022/2023: 20%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only



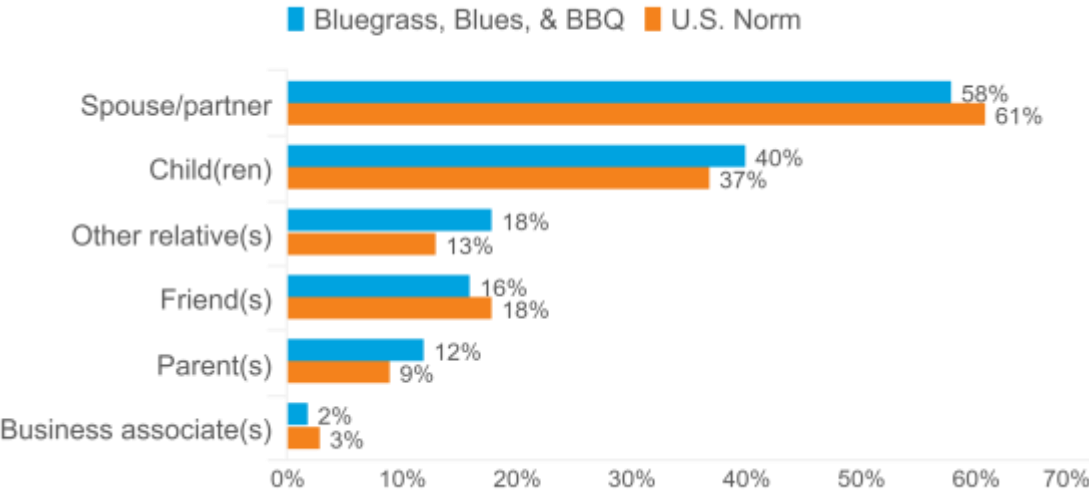
**19%** of trips only had one person in the travel party

U.S. Norm: **27%**

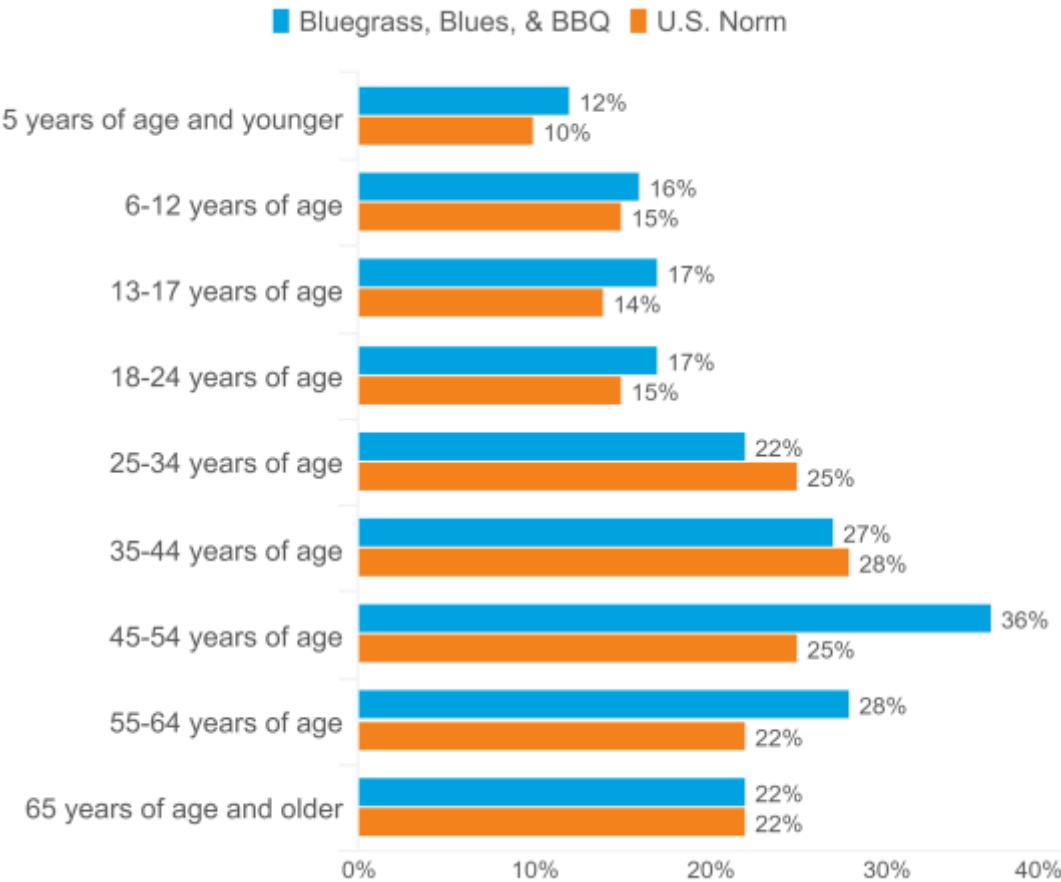
### Composition of Immediate Travel Party

Base: 2023/2024 Day Person-Trips that included more than one person

\*Child(ren) is based on the relationship to the respondent



### Travel Party Age



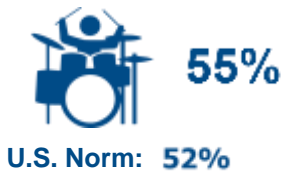


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



Sporting Activities



Business Activities













Other Activities



Activities and Experiences

(Top 10)  
Bluegrass, Blues, & BBQ

U.S. Norm

	Shopping	26%	21%
	Sightseeing	17%	13%
	Landmark/historic site	16%	9%
	Attending celebration	12%	10%
	Local parks/playgrounds	10%	7%
	Museum	10%	8%
	Nature tours/wildlife viewing/birding	9%	5%
	Bar/nightclub	7%	8%
	National/state park	7%	5%
	Fishing	7%	5%

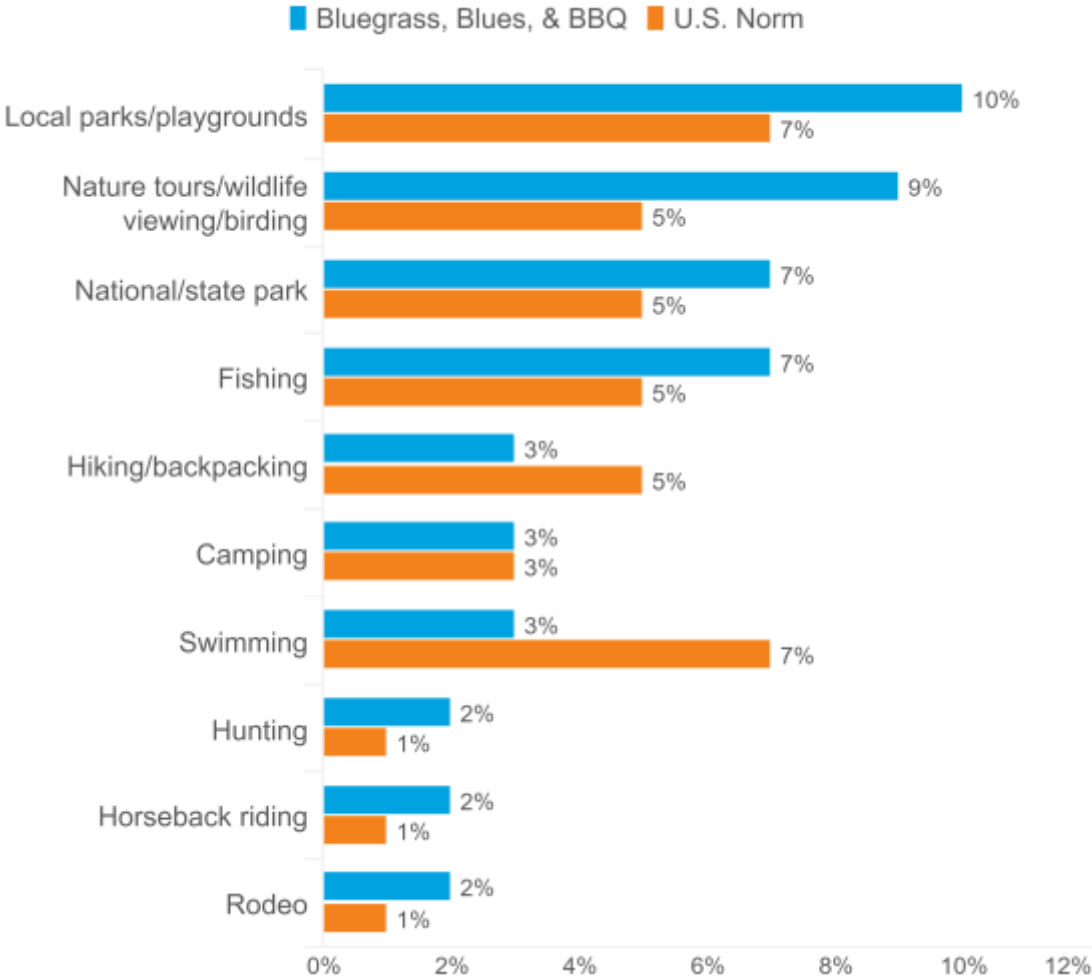


Outdoor Activities

Bluegrass, Blues, &  
BBQ  
34%

U.S. Norm  
35%

Outdoor Activities  
(Top 10)



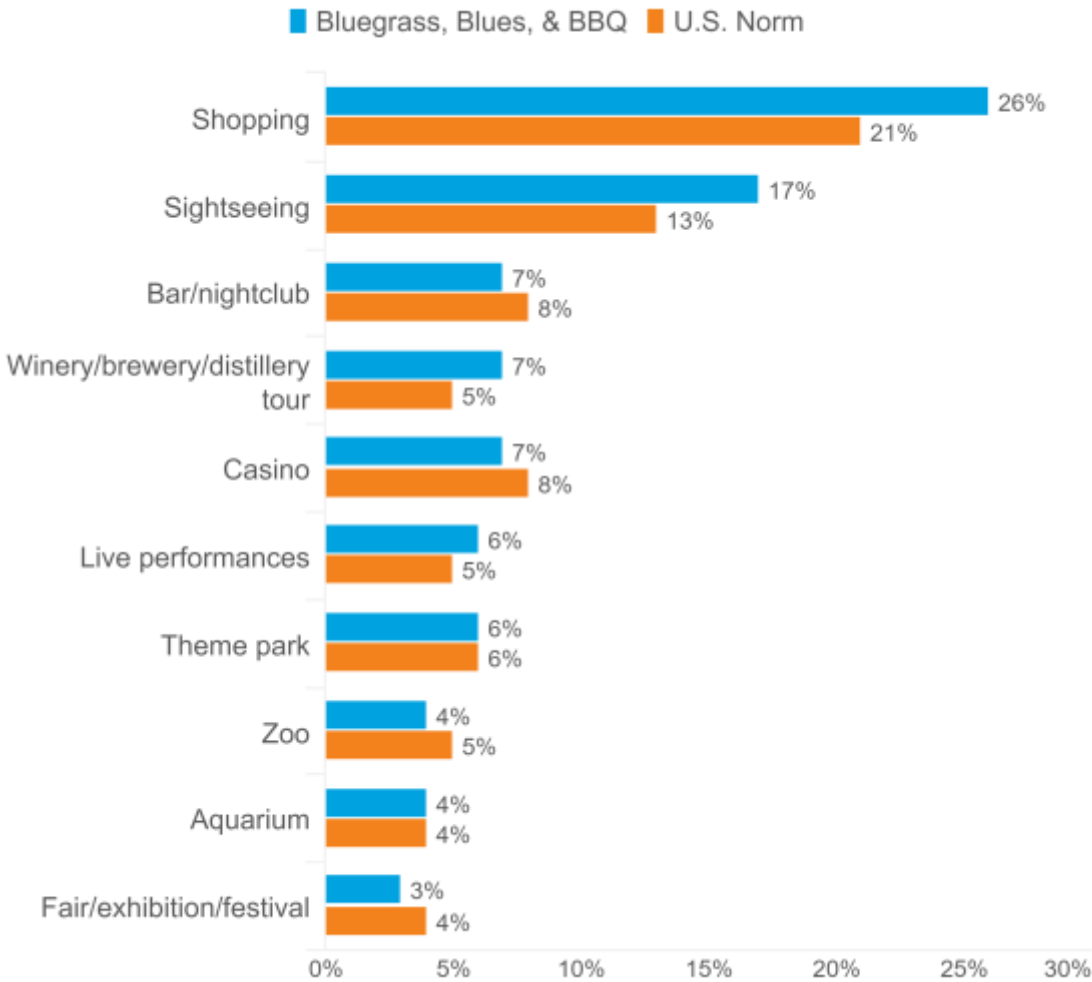


Entertainment Activities

Bluegrass, Blues, &  
BBQ  
55%

U.S. Norm  
52%

Entertainment Activities  
(Top 10)



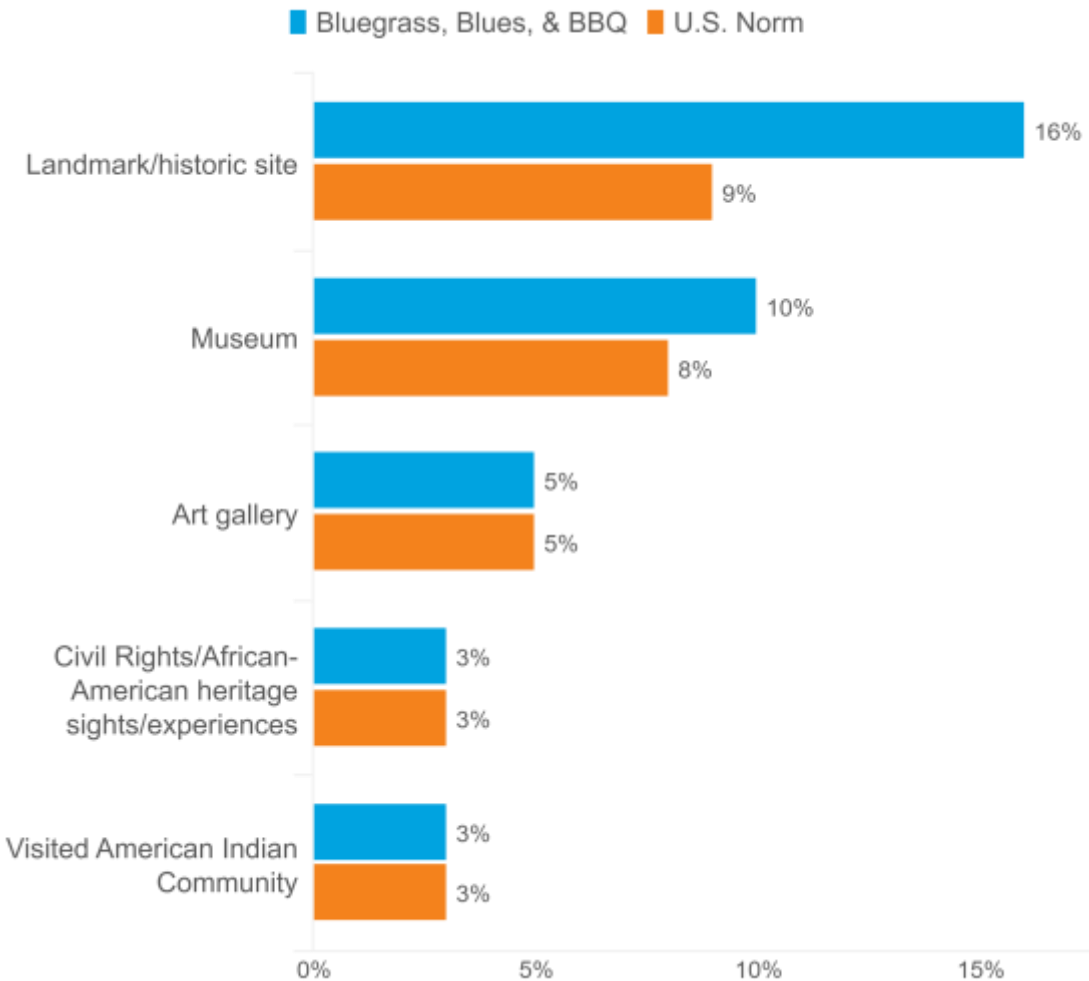


Cultural Activities

Bluegrass, Blues, &  
BBQ  
25%

U.S. Norm  
23%

Cultural Activities



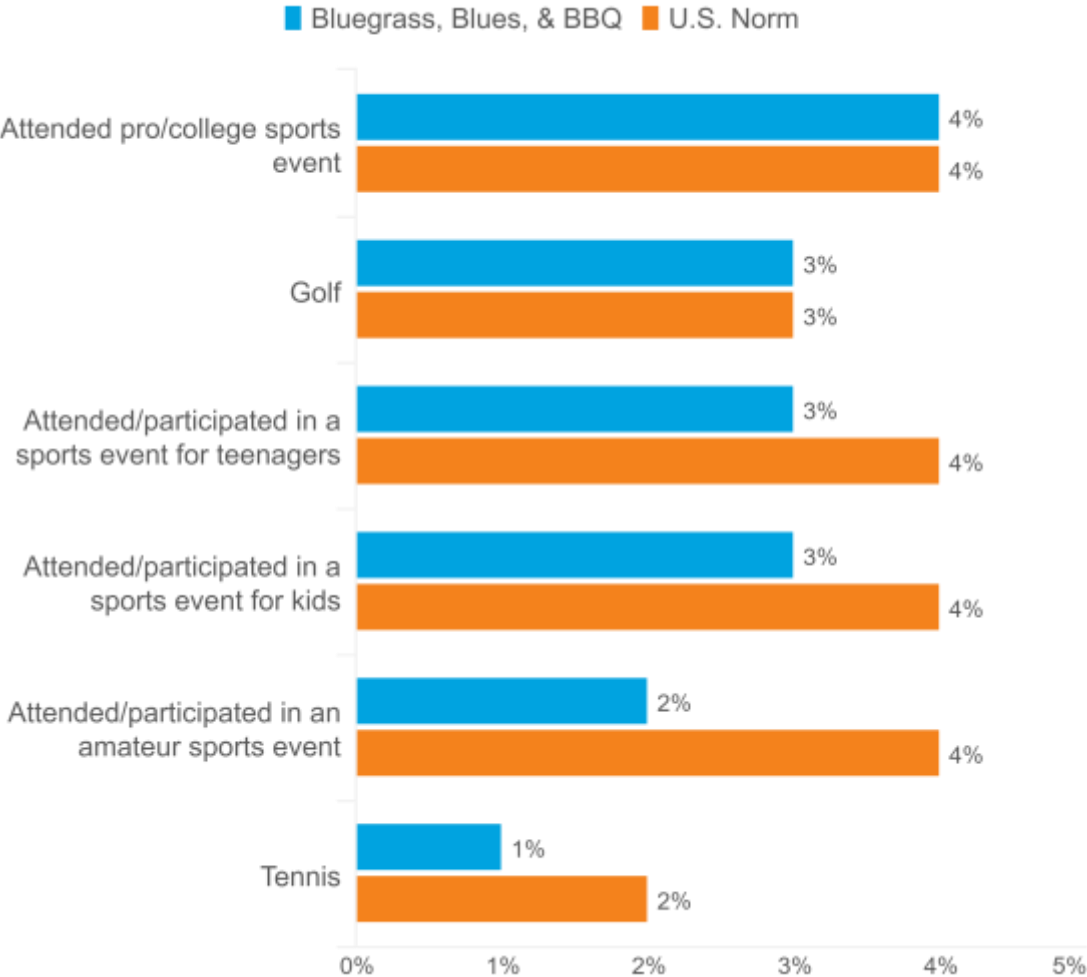


Sporting Activities

Bluegrass, Blues, &  
BBQ  
15%

U.S. Norm  
16%

Sporting Activities



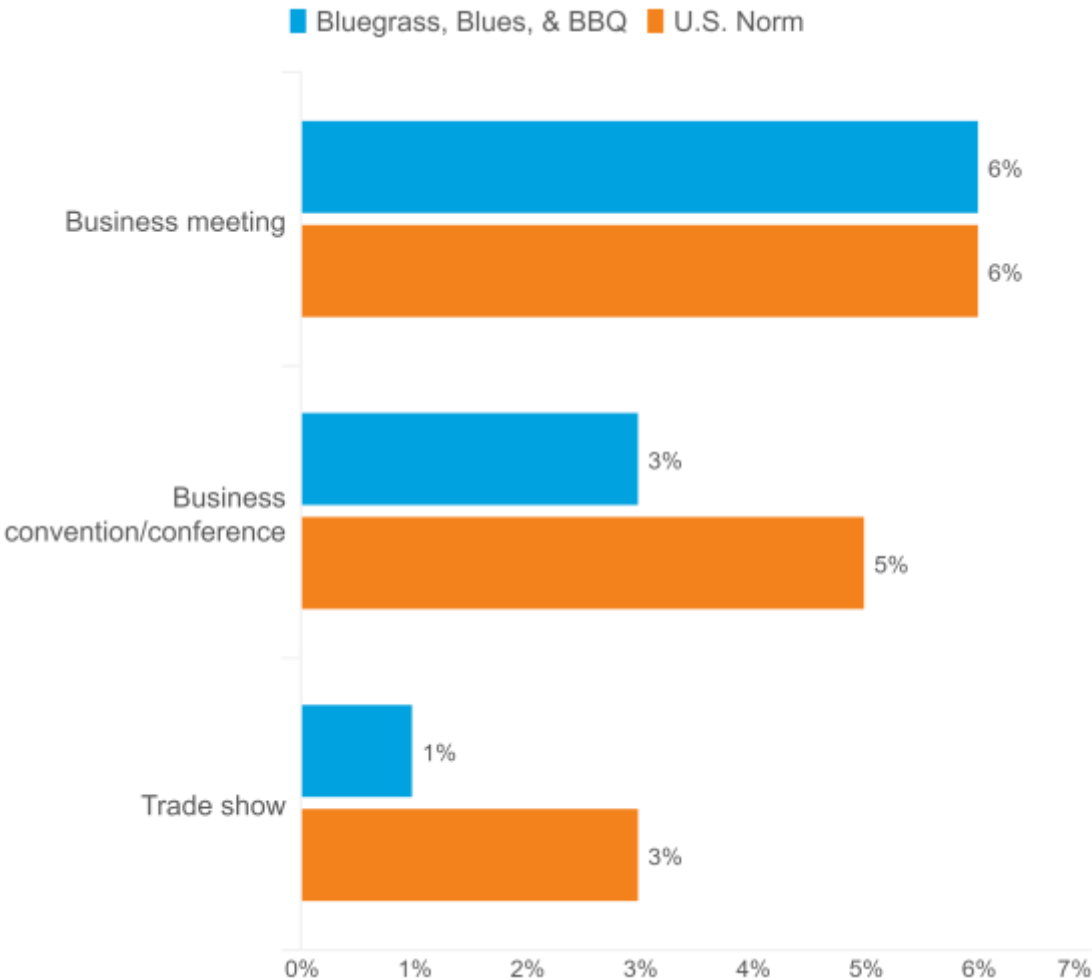


Business Activities

Bluegrass, Blues, &  
BBQ  
9%

U.S. Norm  
12%

Business Activities



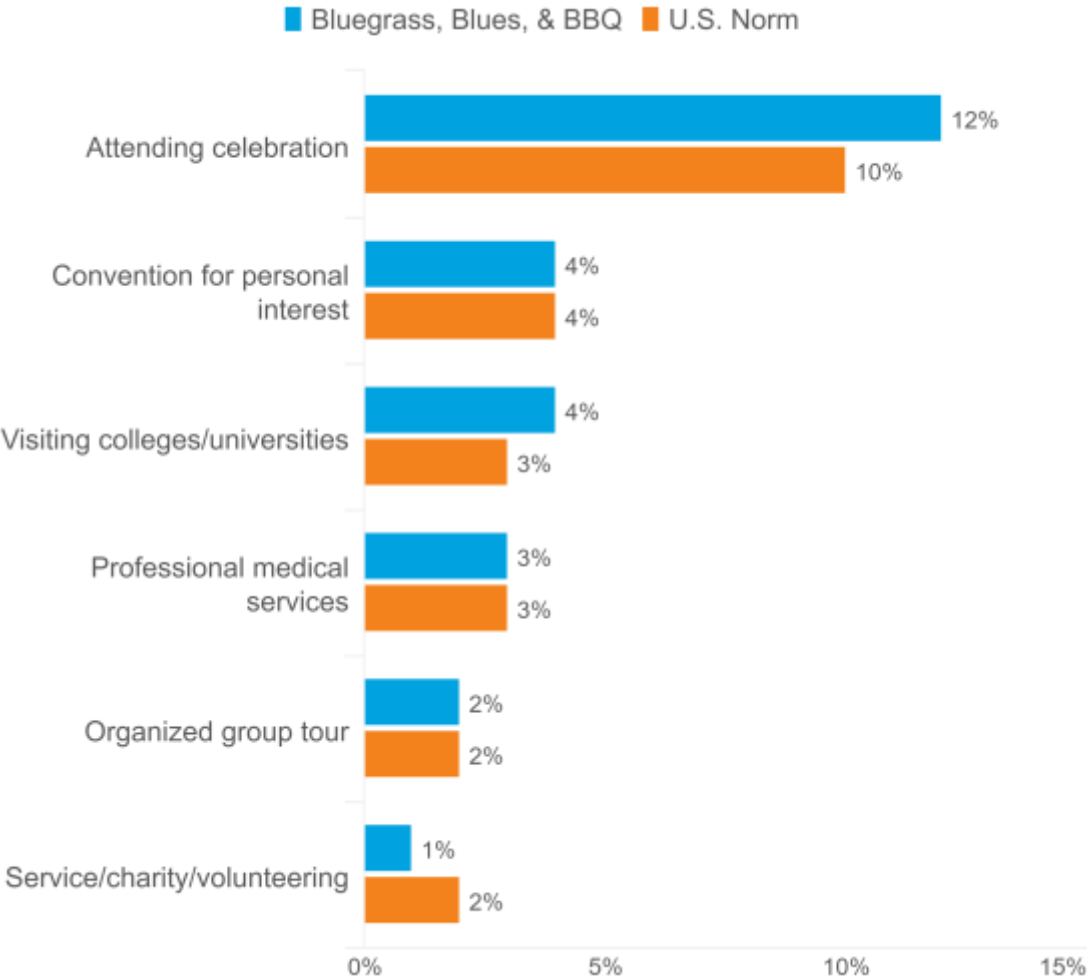


Other Activities

Bluegrass, Blues, &  
BBQ  
23%

U.S. Norm  
21%

Other Activities









Shopping Types on Trip

Base: 2023/2024 Day Person-Trips that included Shopping

		Bluegrass, Blues, & BBQ	U.S. Norm
	Outlet/mall shopping	51%	45%
	Shopping at locally owned businesses	36%	42%
	Big box stores (Walmart, Costco)	32%	26%
	Souvenir shopping	27%	25%
	Antiquing	27%	12%
	Convenience/grocery shopping	26%	28%
	Farmers market	22%	15%

Question updated in 2023

Dining Types on Trip

		Bluegrass, Blues, & BBQ	U.S. Norm
	Fast food	53%	40%
	Casual dining	49%	45%
	Unique/local food	24%	23%
	Carry-out/food delivery service	11%	15%
	Picnicking	9%	9%
	Fine/upscale dining	8%	12%

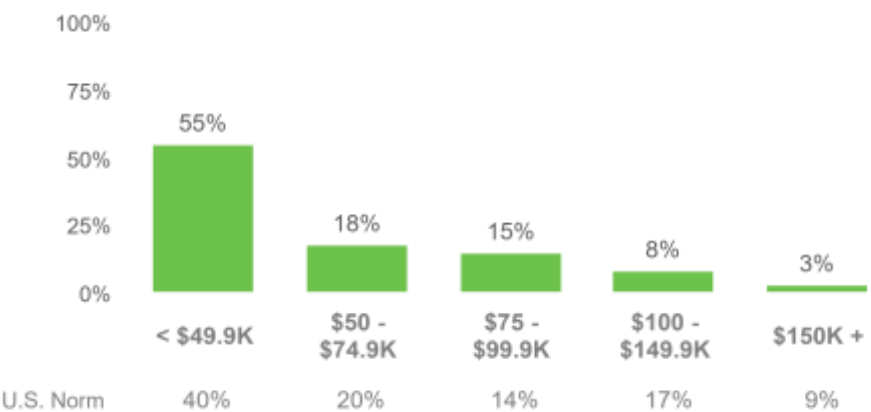
Question updated in 2023



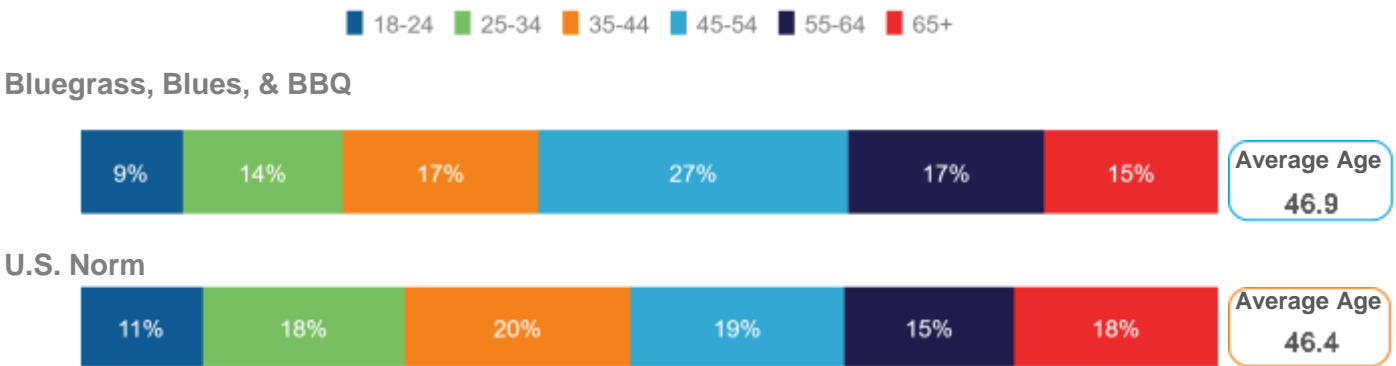
# Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2023/2024 Day Person-Trips

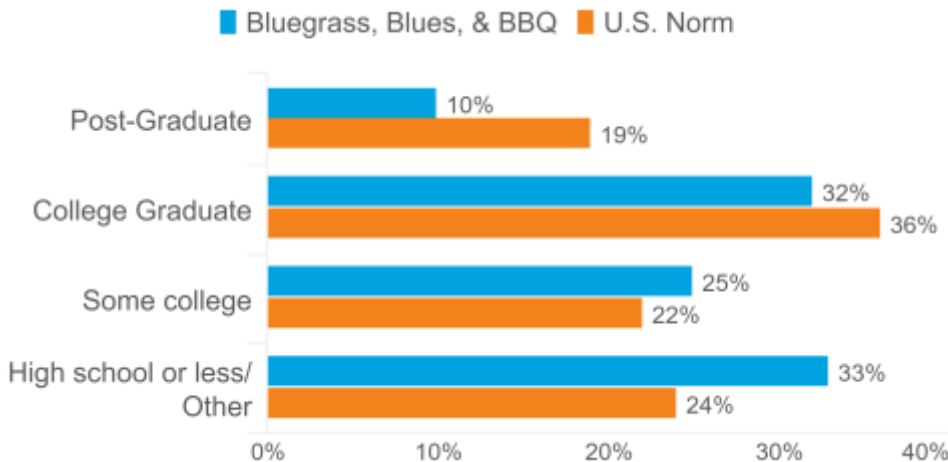
## Household Income



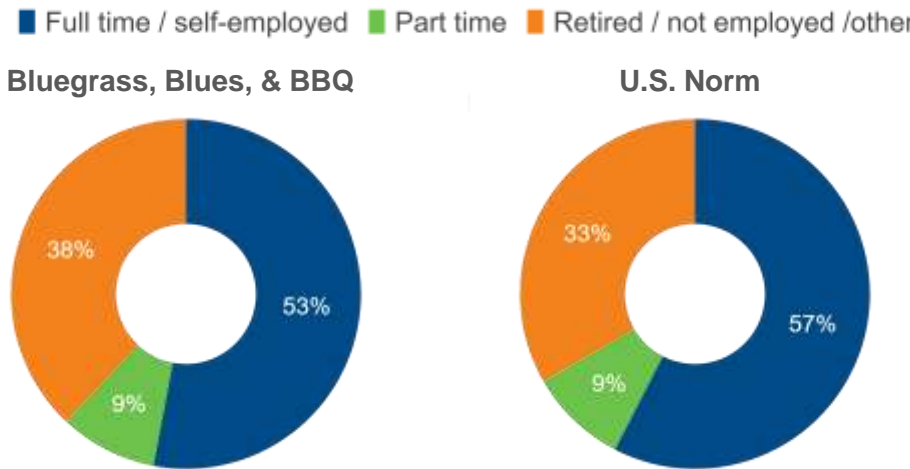
## Age



## Educational Attainment



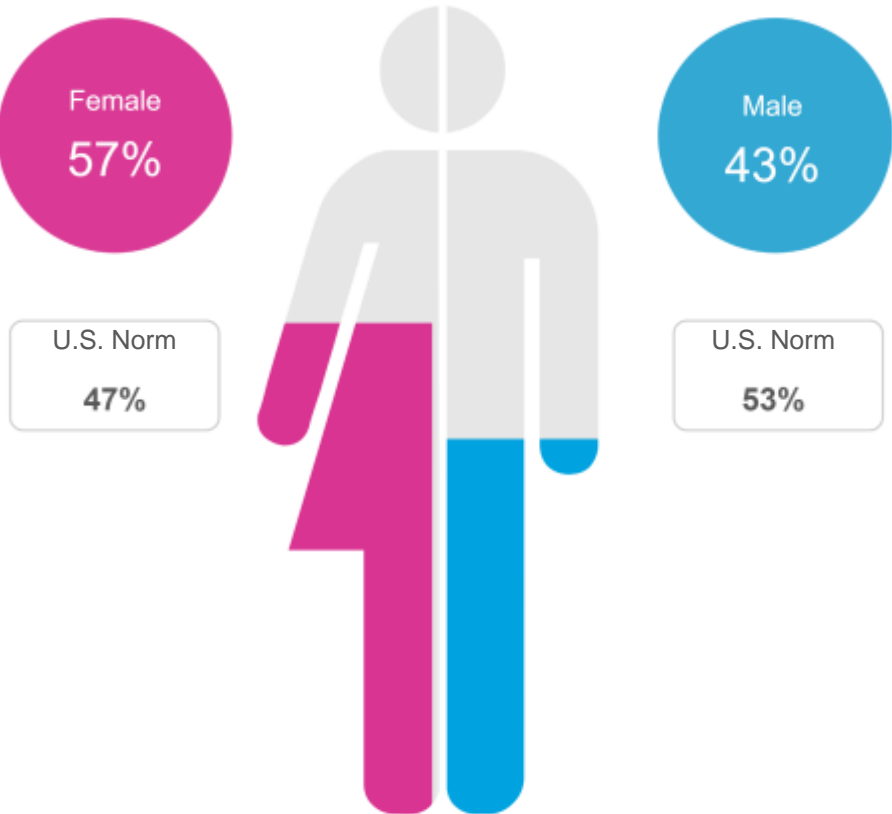
## Employment



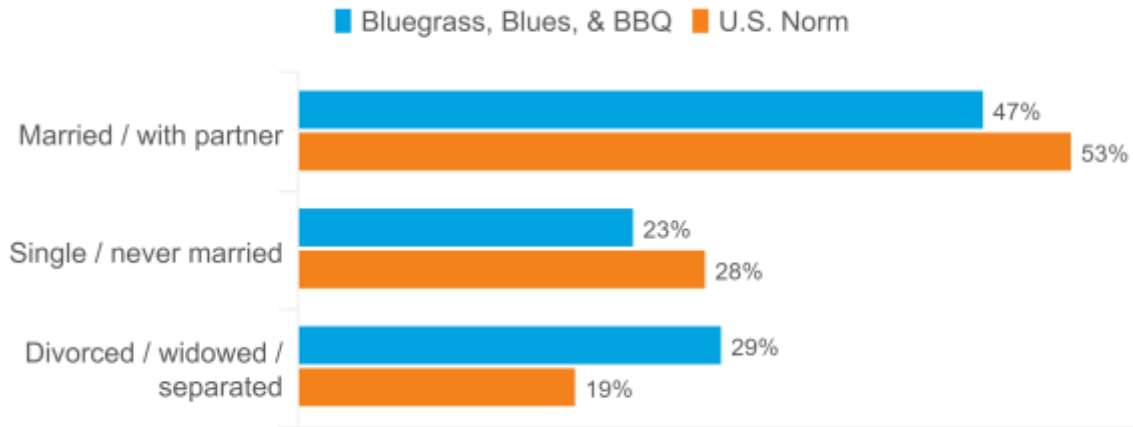
# Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2023/2024 Day Person-Trips

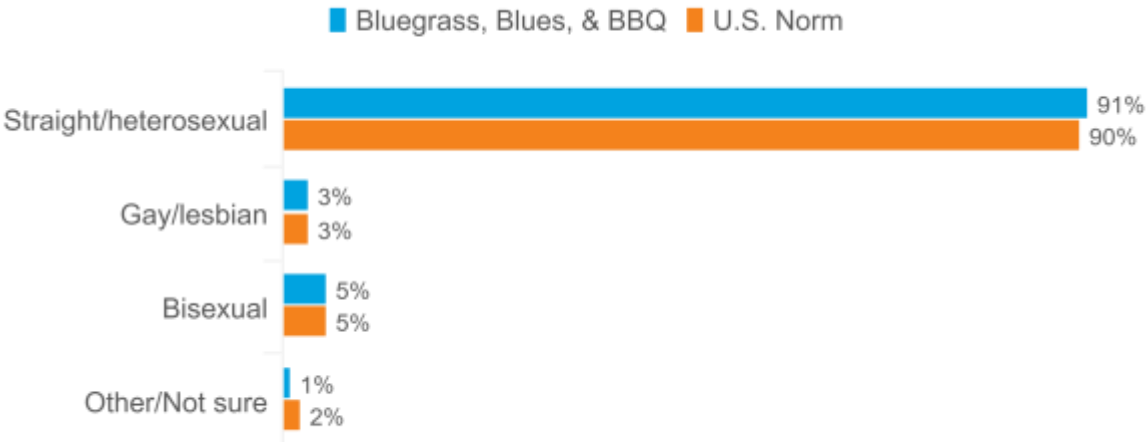
## Gender



## Marital Status



## Sexual Orientation

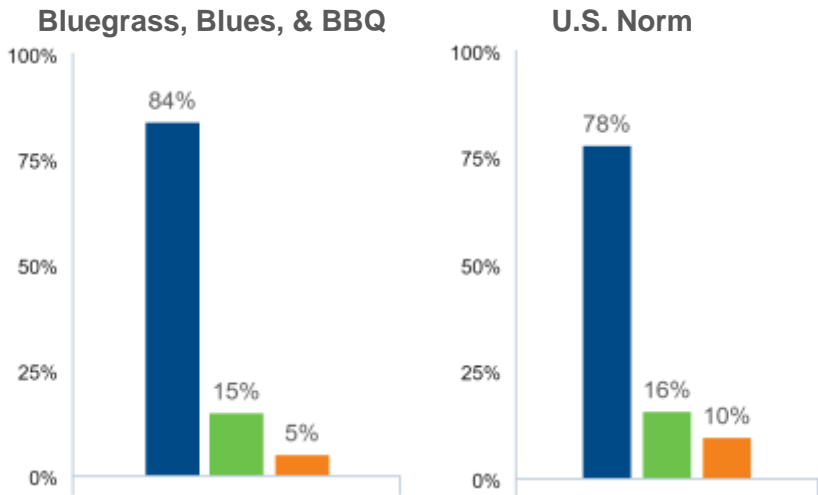


# Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2023/2024 Day Person-Trips

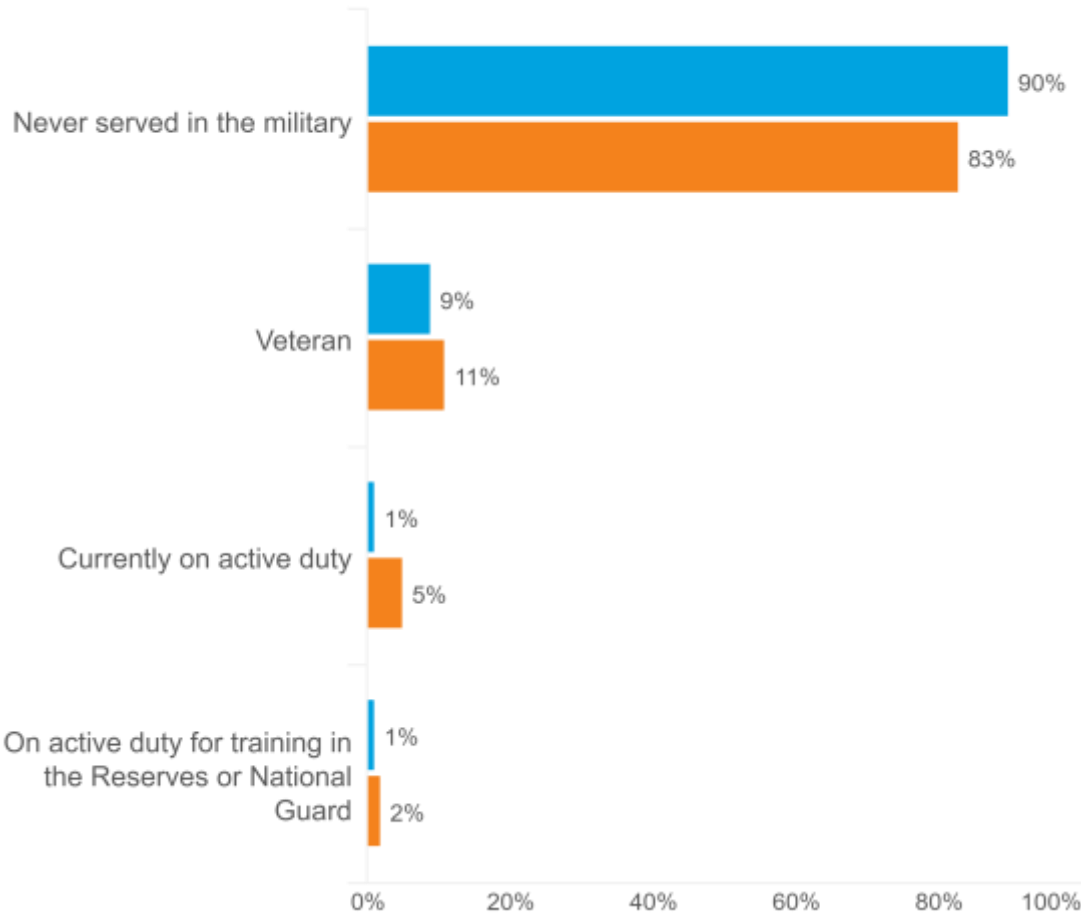
## Race

White African-American Other



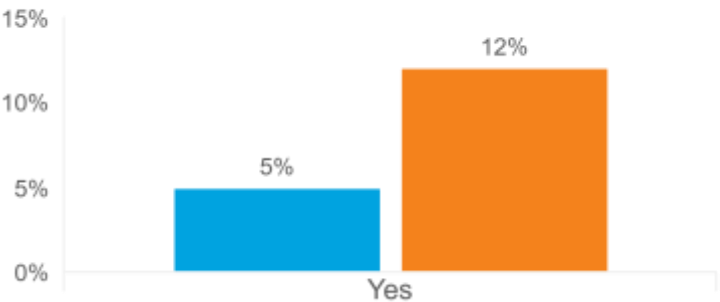
## Military Status

Bluegrass, Blues, & BBQ U.S. Norm



## Hispanic Background

Bluegrass, Blues, & BBQ U.S. Norm

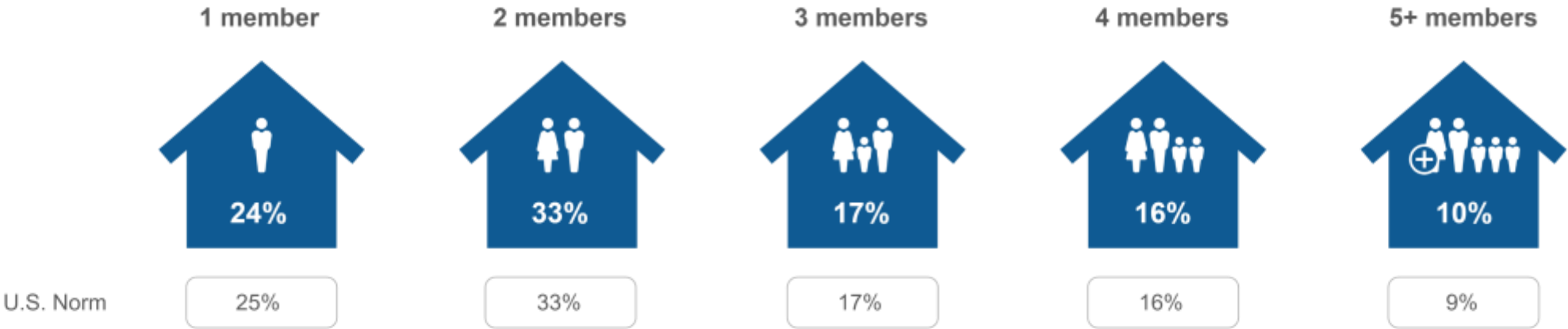


Question added in 2024, data is for 2024 only

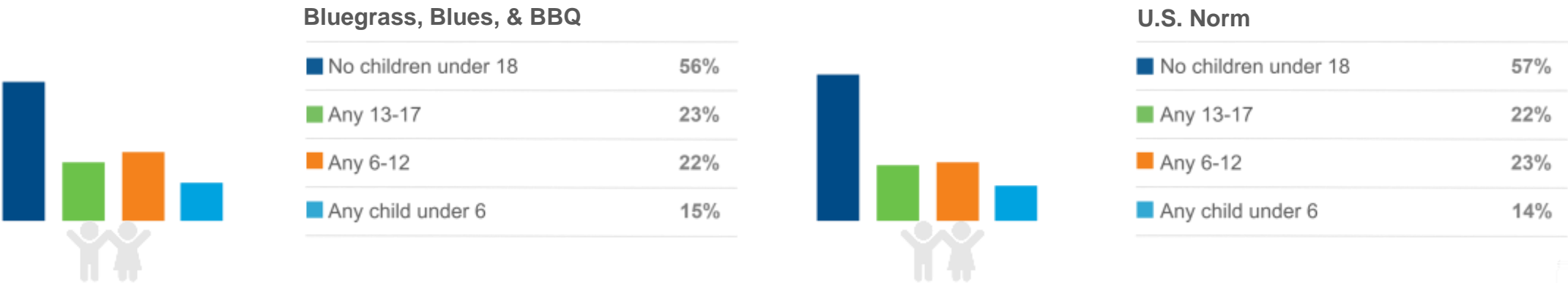
# Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2023/2024 Day Person-Trips

## Household Size



## Children in Household





# Travel USA Visitor Profile

Bourbon, Horses, & History

TEAM  **KENTUCKY.**

2024

## 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 Bourbon, Horses, & History's domestic tourism business in 2024.

## 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 2024:



Day Base Size

297

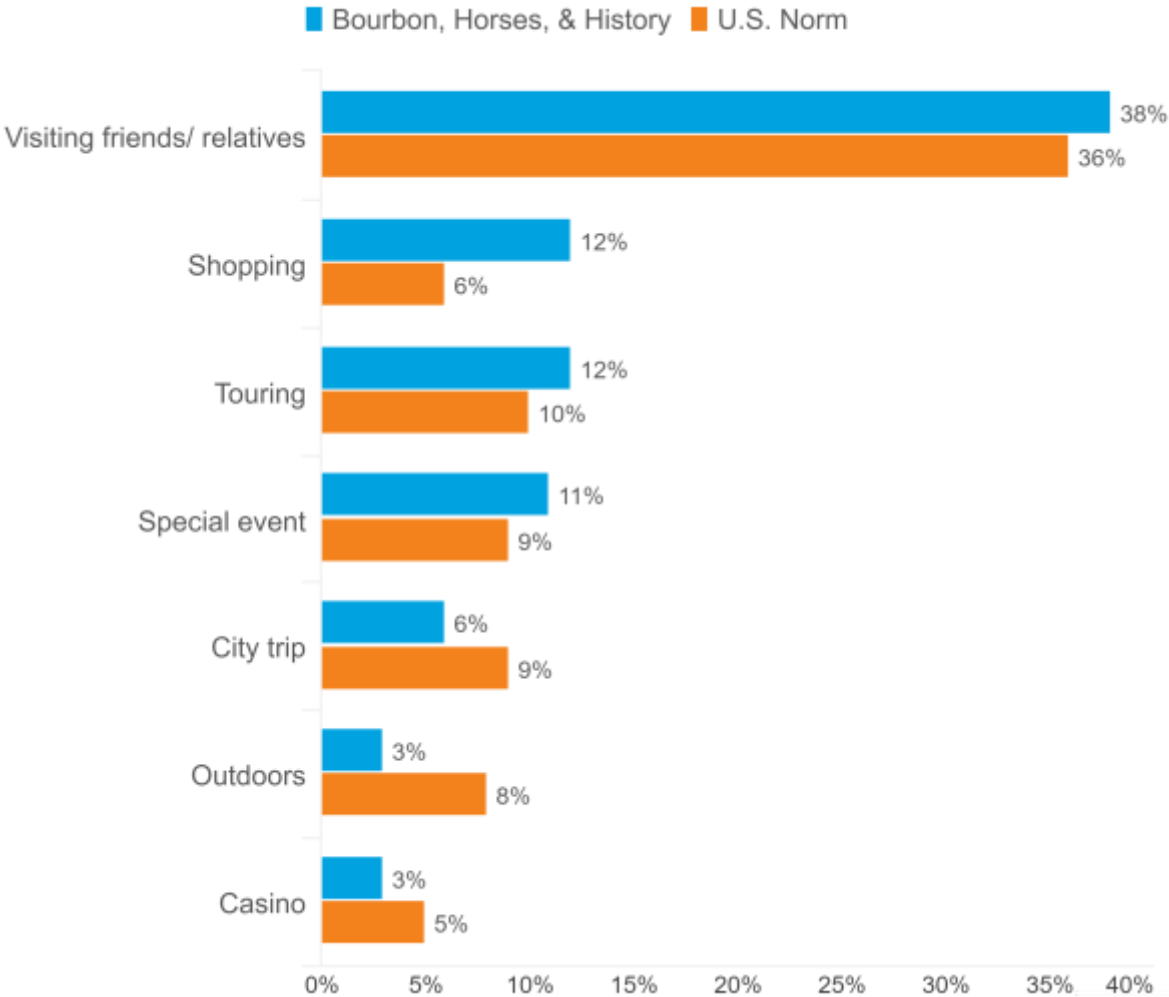
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



## Main Purpose of Trip

	2024
Visiting friends/ relatives	38%
Shopping	12%
Touring	12%
Special event	11%
City trip	6%
Other business trip	6%
Outdoors	3%
Casino	3%
Business-Leisure	3%
Theme park	2%
Conference/ Convention	2%
Cruise	1%
Golf Trip	<1%
Ski/Snowboarding	<1%
Resort	<1%

## Main Purpose of Leisure Trip (Top 7)



2024 Bourbon, Horses, & History Day Trips

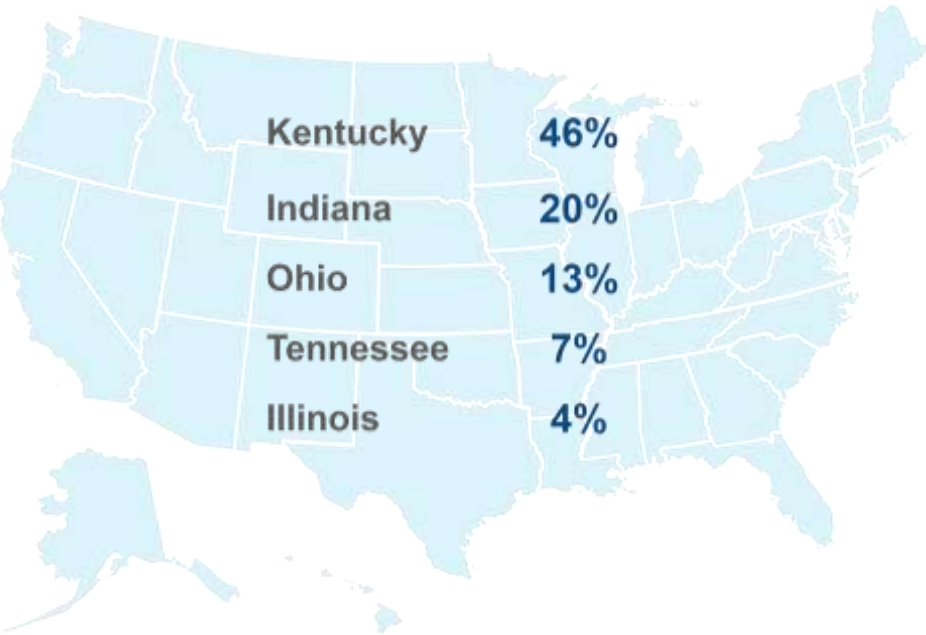


2024 U.S. Day Trips





State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 10)

	2024	2023
Louisville, KY	23%	29%
Lexington, KY	17%	14%
Cincinnati, OH/KY	11%	11%
Nashville, KY/TN	6%	5%
Indianapolis-Lafayette, IN	6%	7%
Evansville, IL/IN/KY	6%	6%
Bowling Green, KY	3%	2%
Chicago, IL	3%	1%
Dayton, OH	2%	3%
Paducah-Cape Girardeau-Harrbg,IL/KY/MO	2%	2%

Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

Bourbon, Horses, & History



Total 2.5

Average number of people

U.S. Norm



Total 2.5

Average number of people

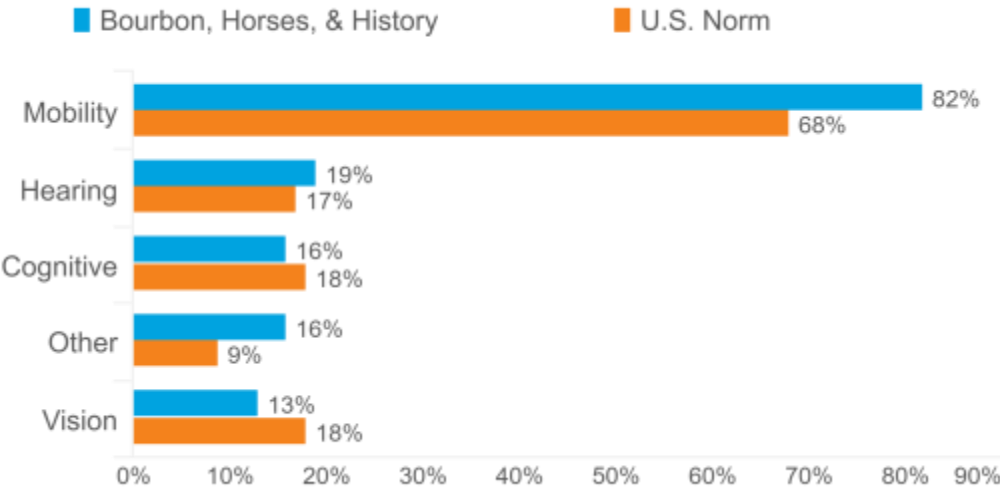


11% of travel parties had a travel party member that required accessibility services

2022/2023: 10%

Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party





**20%** of trips only had one person in the travel party

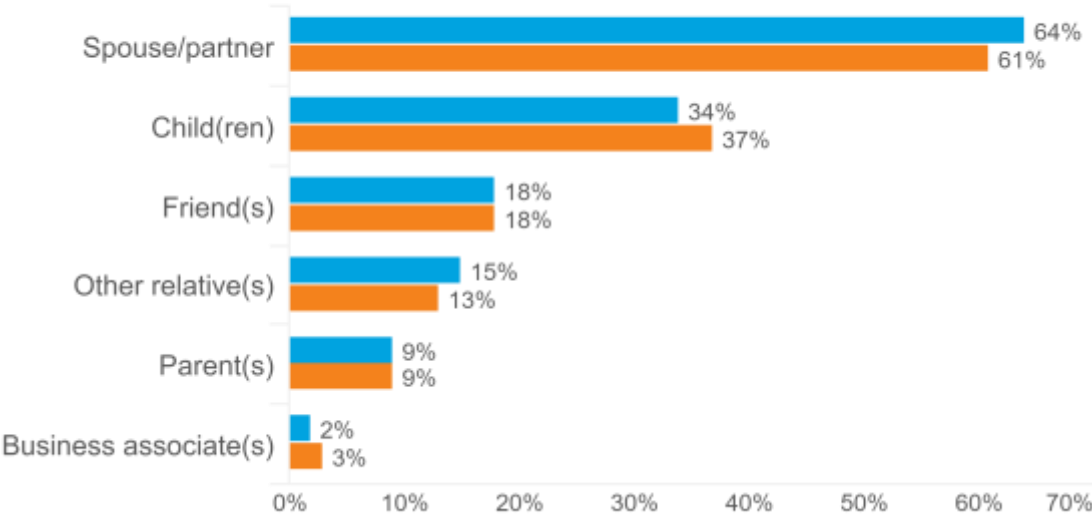
U.S. Norm: **27%**

## Composition of Immediate Travel Party

Base: 2024 Day Person-Trips that included more than one person

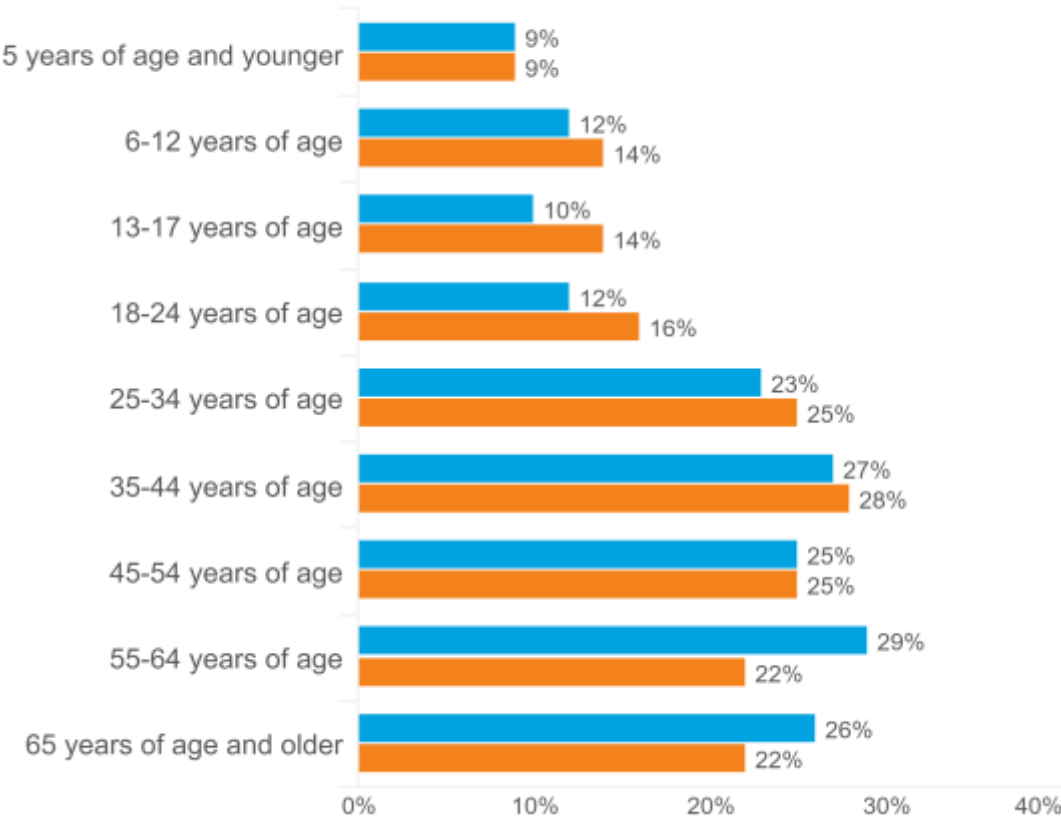
\*Child(ren) is based on the relationship to the respondent

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



## Travel Party Age

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



Activity Groupings

Outdoor Activities



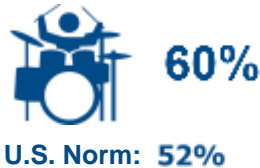
Cultural Activities



Business Activities



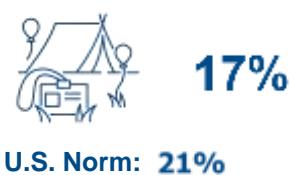
Entertainment Activities













Sporting Activities



Other Activities



Activities and Experiences (Top 10)

	Bourbon, Horses, & History	U.S. Norm
 Shopping	29%	21%
 Sightseeing	19%	13%
 Winery/brewery/distillery tour	12%	5%
 Landmark/historic site	12%	9%
 Bar/nightclub	9%	8%
 Local parks/playgrounds	8%	7%
 Attending celebration	7%	10%
 Zoo	7%	5%
 Museum	7%	8%
 Business meeting	6%	6%

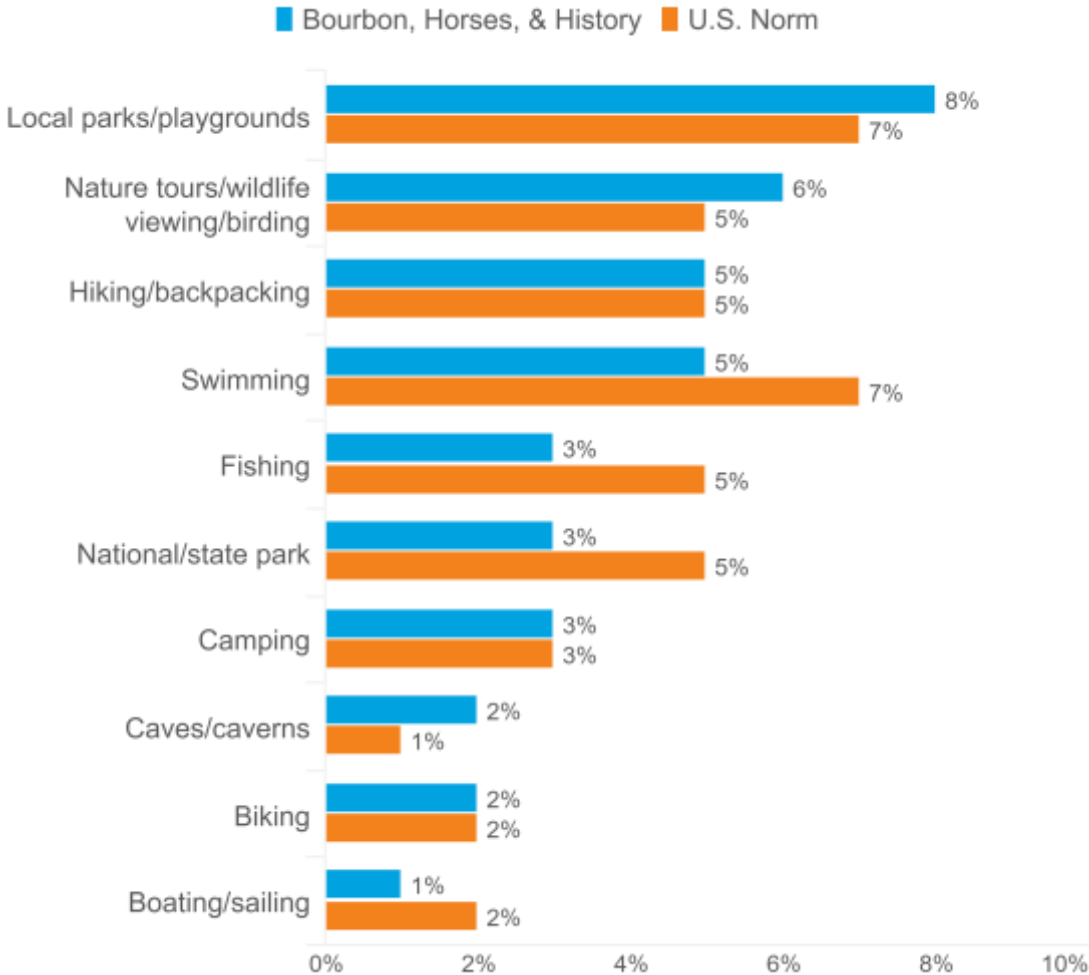


Outdoor Activities

Bourbon, Horses, & History  
25%

U.S. Norm  
35%

Outdoor Activities  
(Top 10)



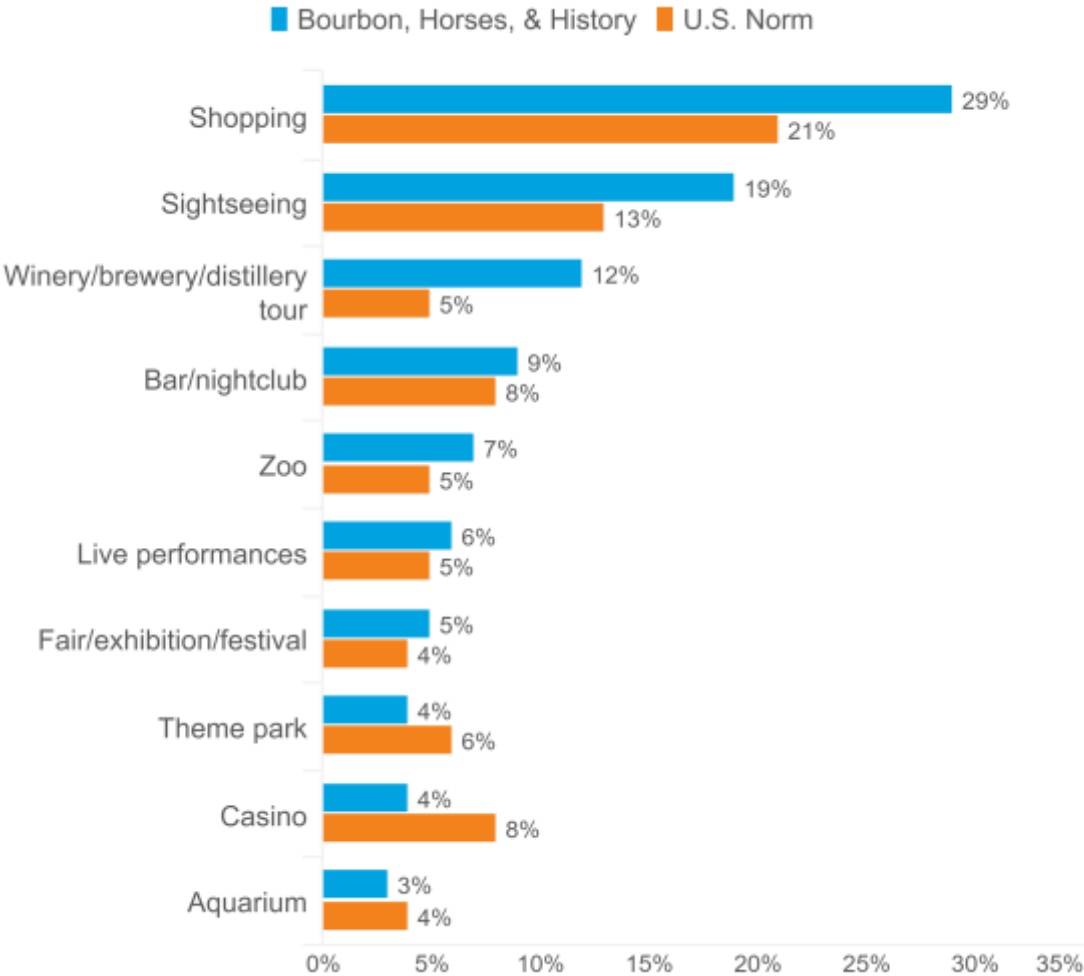


Entertainment Activities

Bourbon, Horses, &  
History  
60%

U.S. Norm  
52%

Entertainment Activities  
(Top 10)



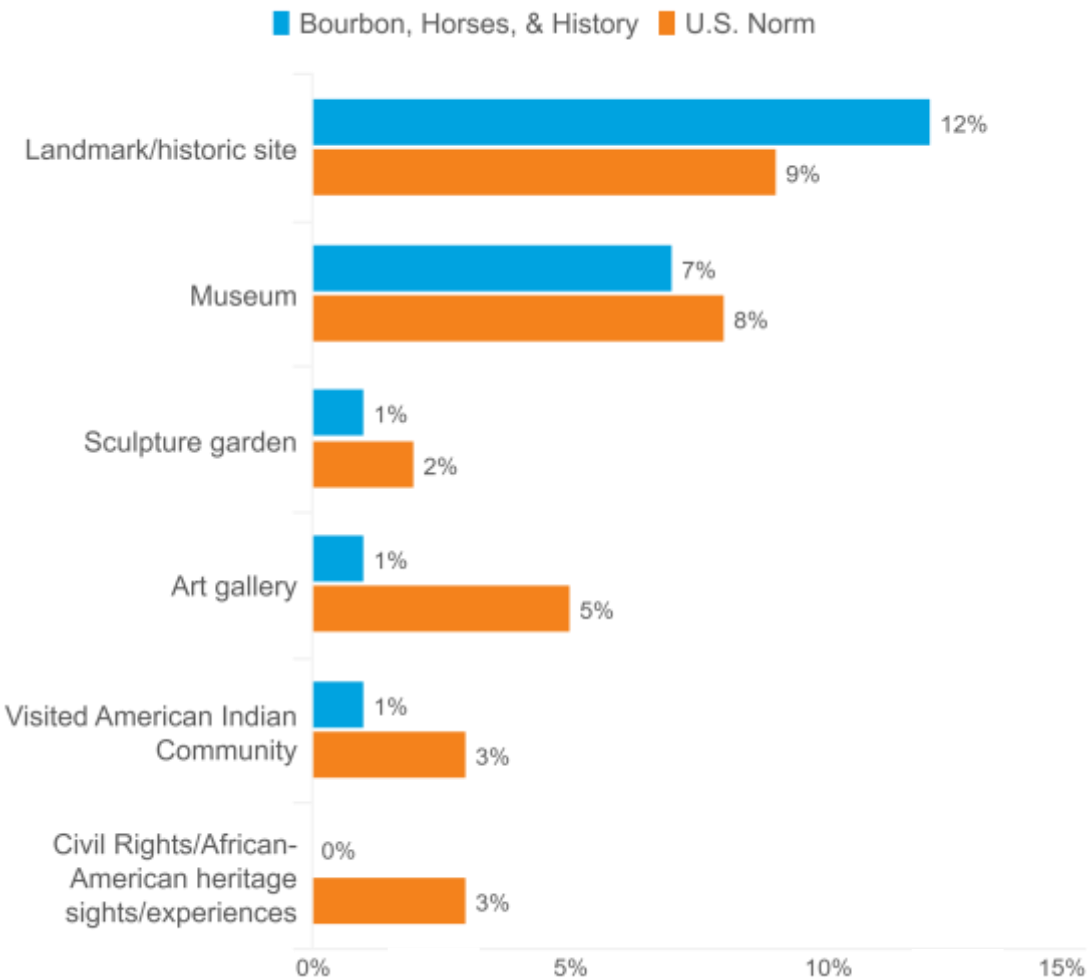


Cultural Activities

Bourbon, Horses, & History  
17%

U.S. Norm  
23%

Cultural Activities



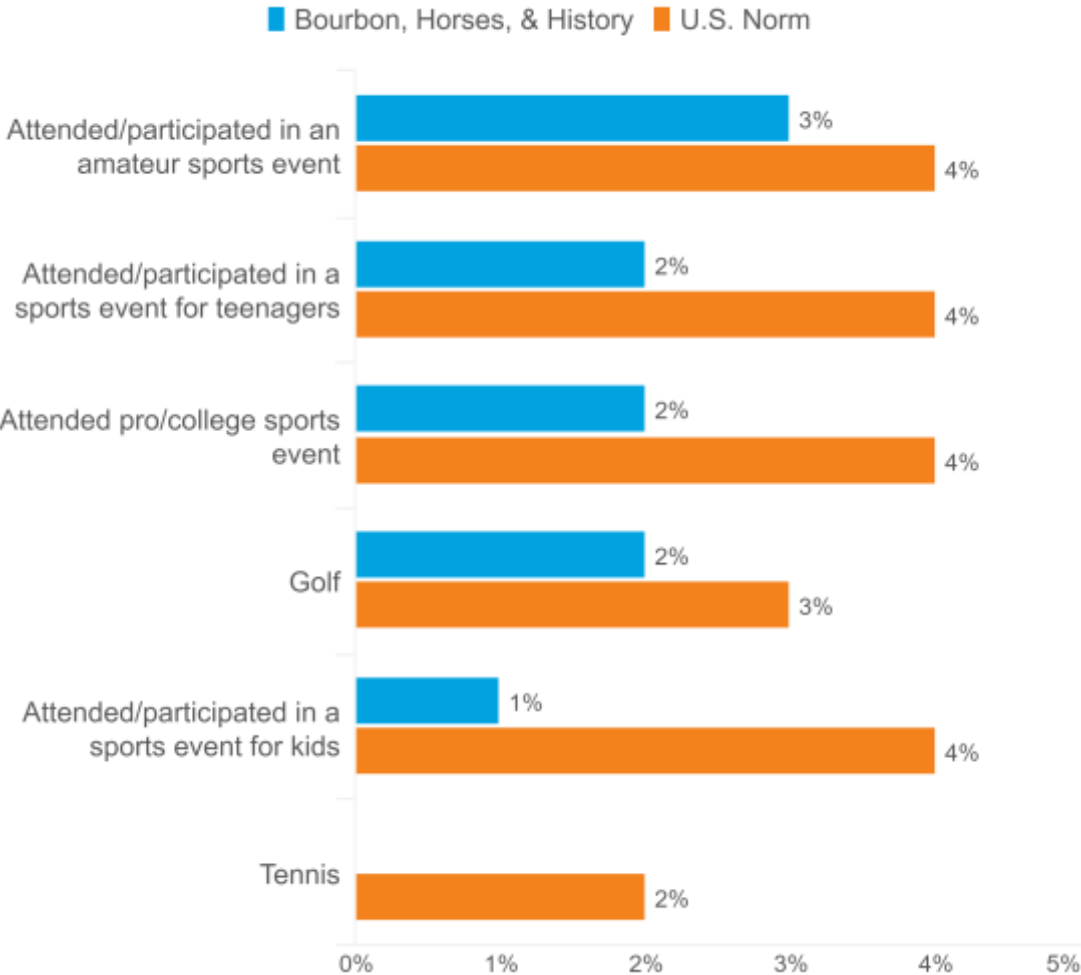


Sporting Activities

Bourbon, Horses, & History  
9%

U.S. Norm  
16%

Sporting Activities





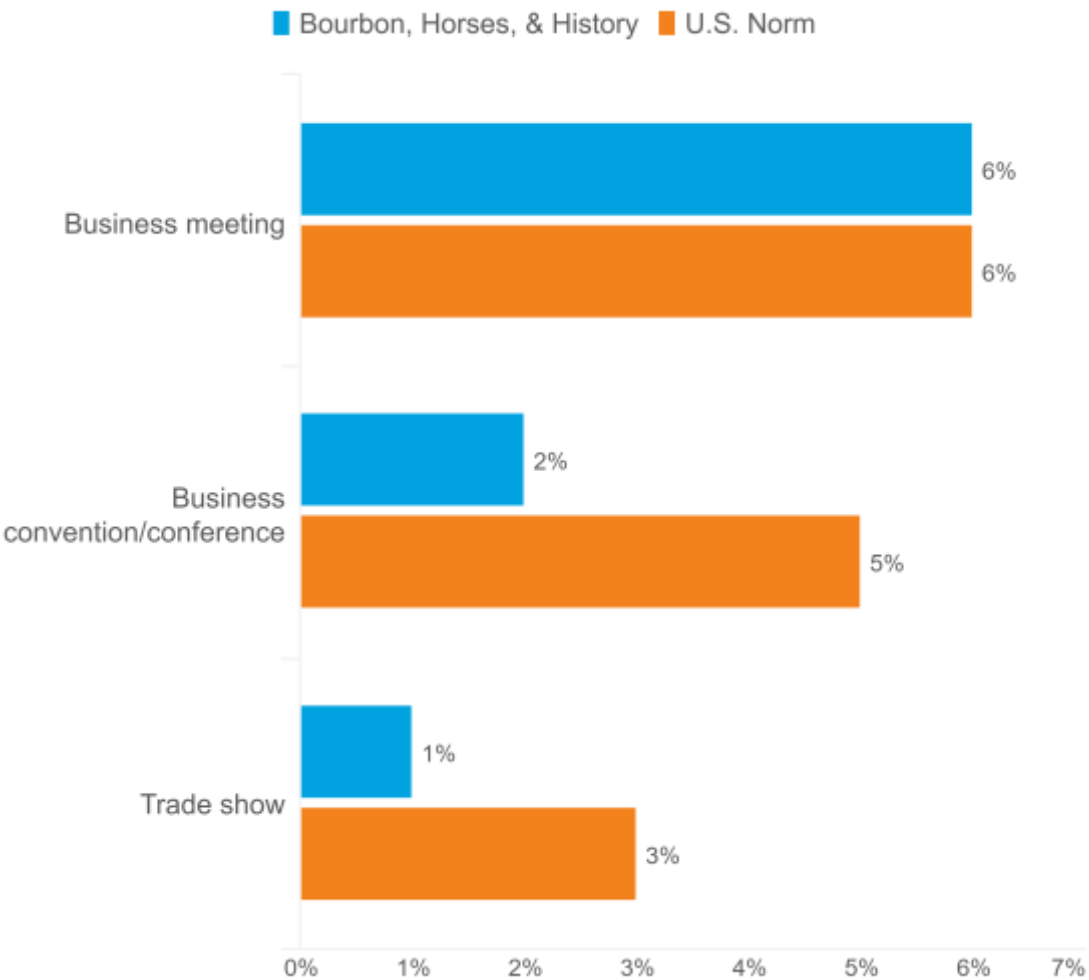


Business Activities

Bourbon, Horses, & History  
9%

U.S. Norm  
12%

Business Activities



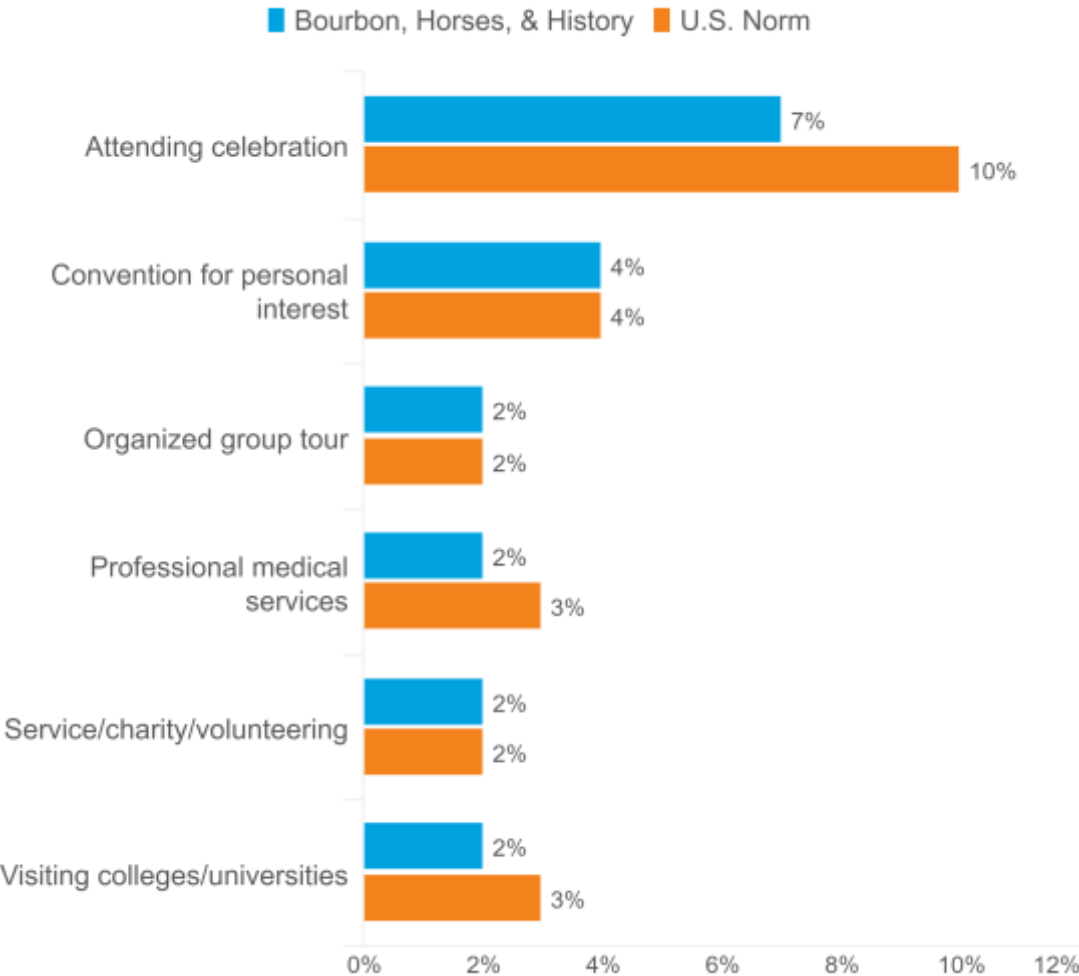


Other Activities

Bourbon, Horses, & History  
17%

U.S. Norm  
21%

Other Activities



Shopping Types on Trip







Base: 2024 Day Person-Trips that included Shopping

Bourbon, Horses, & History    U.S. Norm

	Outlet/mall shopping	48%	45%
	Shopping at locally owned businesses	34%	42%
	Big box stores (Walmart, Costco)	34%	26%
	Convenience/grocery shopping	22%	28%
	Souvenir shopping	17%	25%
	Farmers market	13%	15%
	Antiquing	12%	12%

Dining Types on Trip

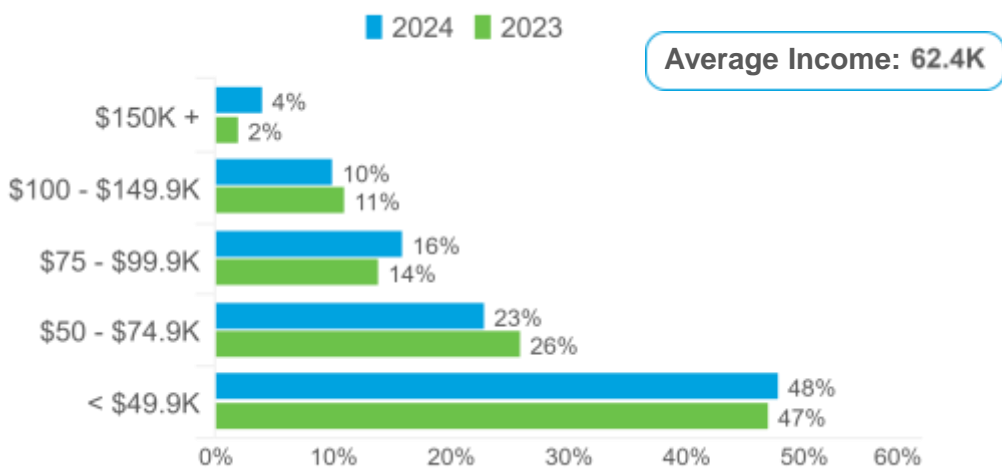
Bourbon, Horses, & History    U.S. Norm

	Casual dining	50%	45%
	Fast food	46%	40%
	Unique/local food	24%	23%
	Carry-out/food delivery service	13%	15%
	Fine/upscale dining	10%	12%
	Picnicking	6%	9%

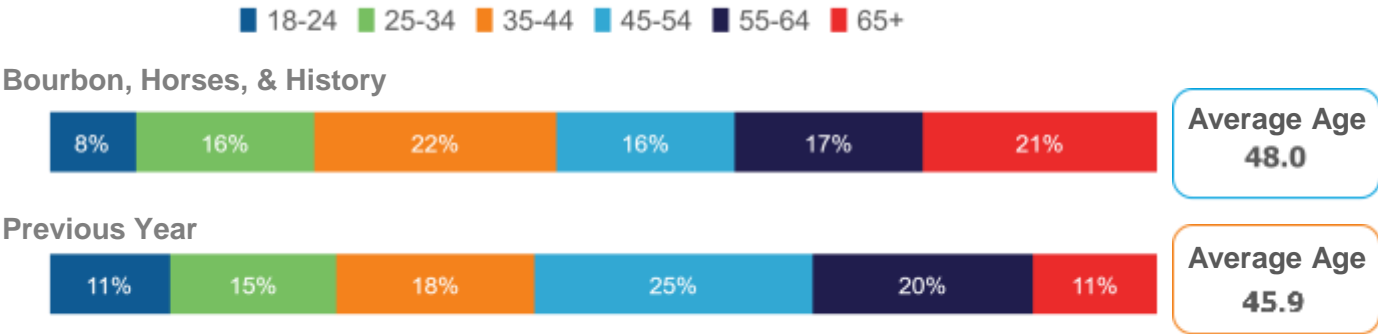
# Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2024 Day Person-Trips

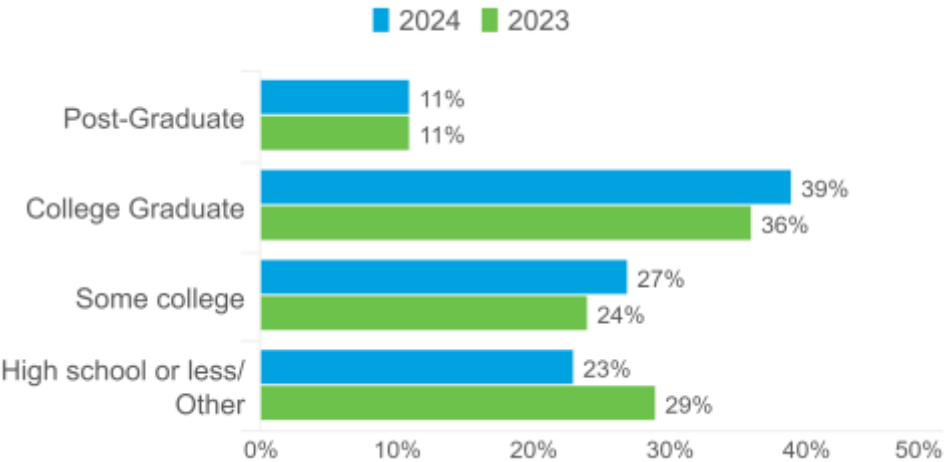
## Household Income



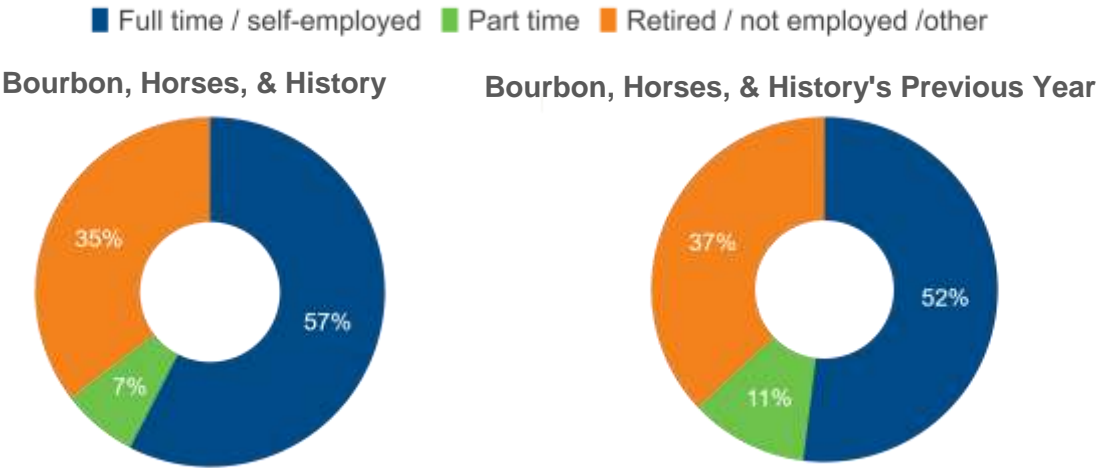
## Age



## Educational Attainment



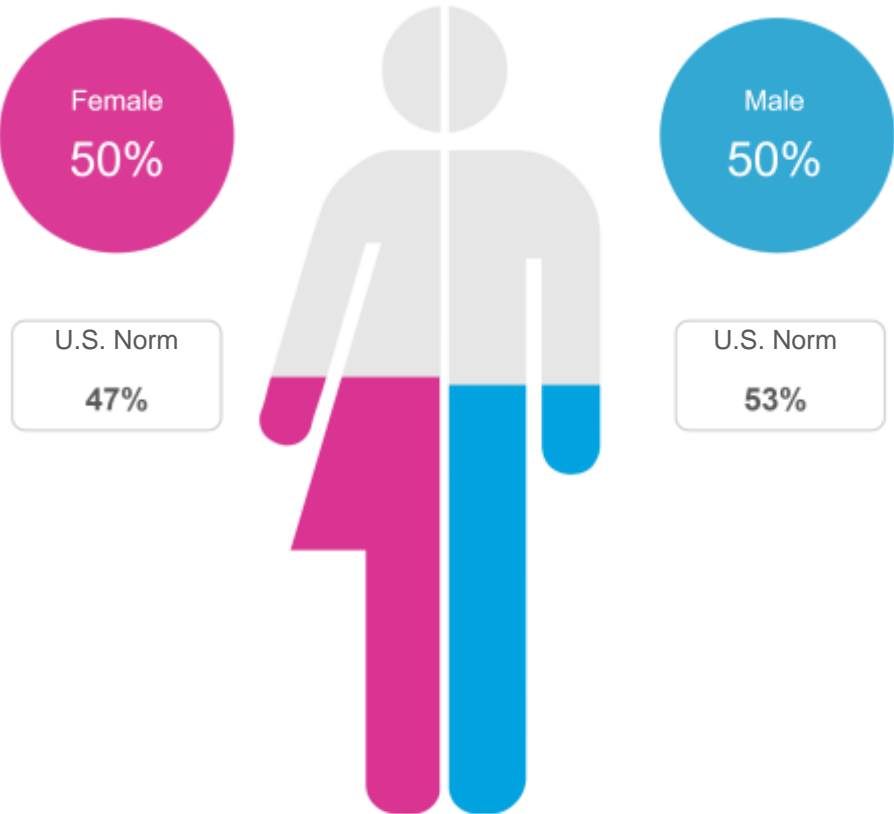
## Employment



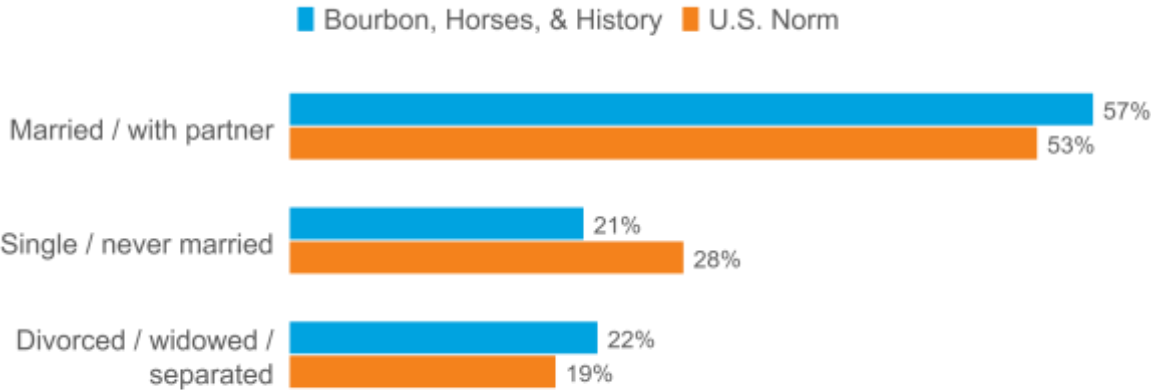
# Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2024 Day Person-Trips

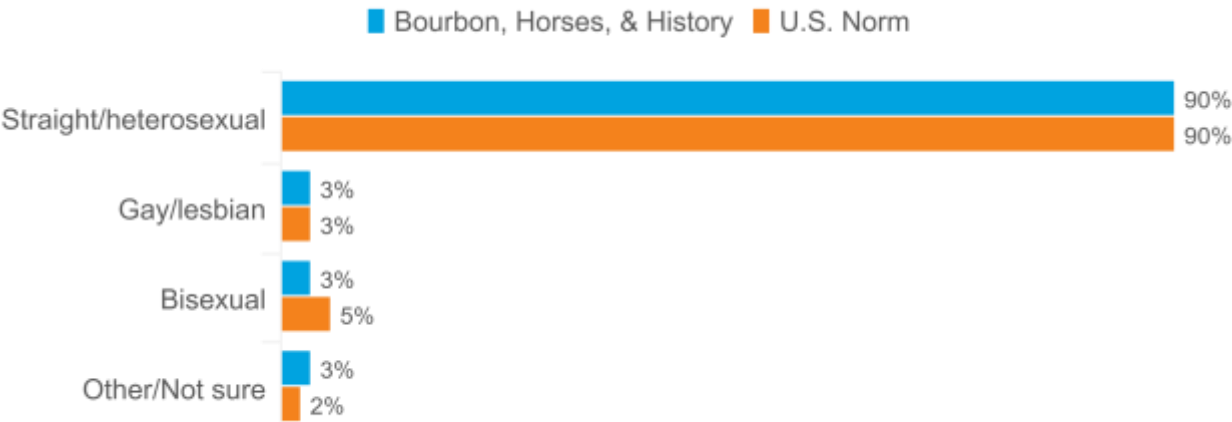
## Gender



## Marital Status



## Sexual Orientation



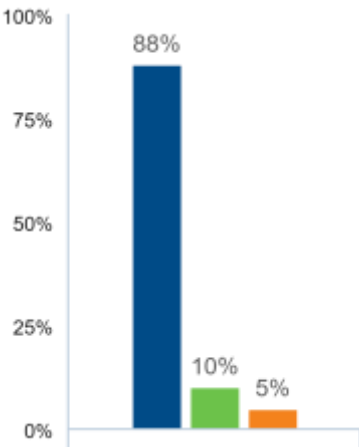
# Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2024 Day Person-Trips

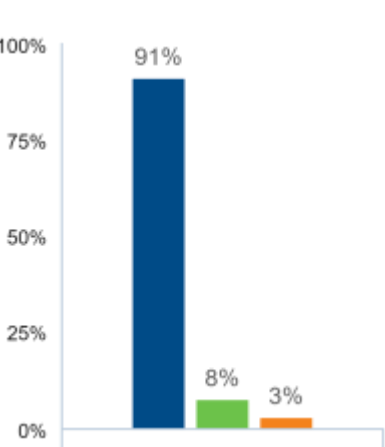
## Race

White African-American Other

Bourbon, Horses, & History

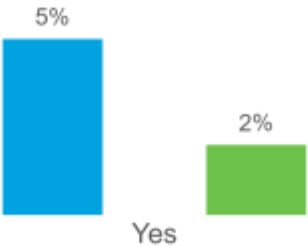


Bourbon, Horses, & History's Previous Year



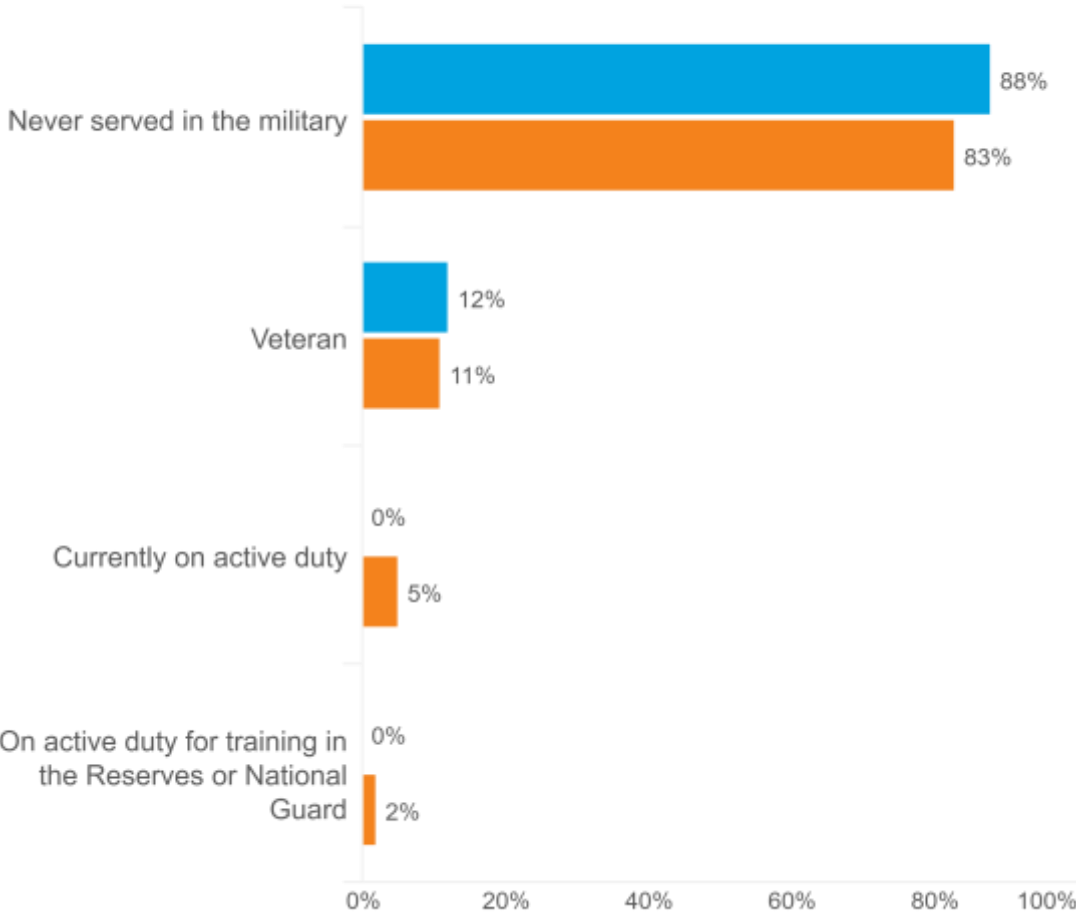
## Hispanic Background

2024 2023



## Military Status

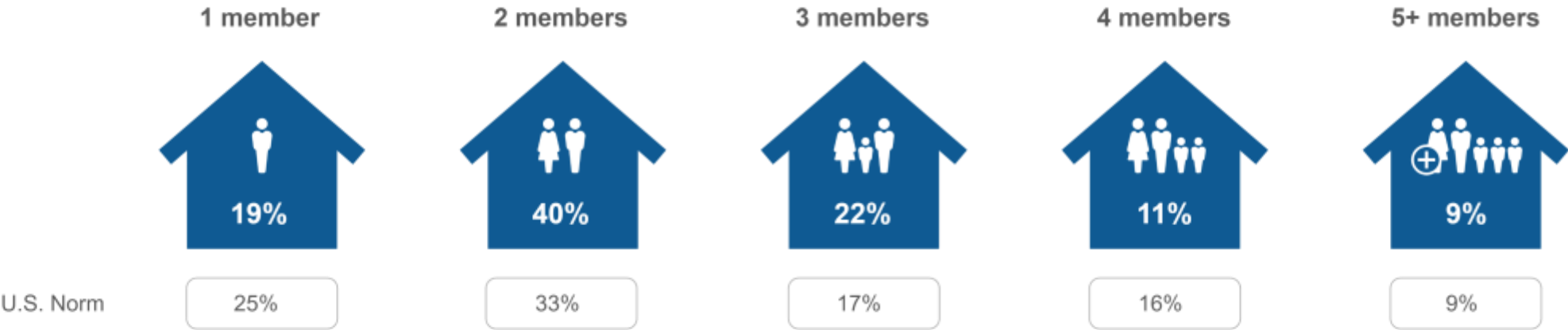
Bourbon, Horses, & History U.S. Norm



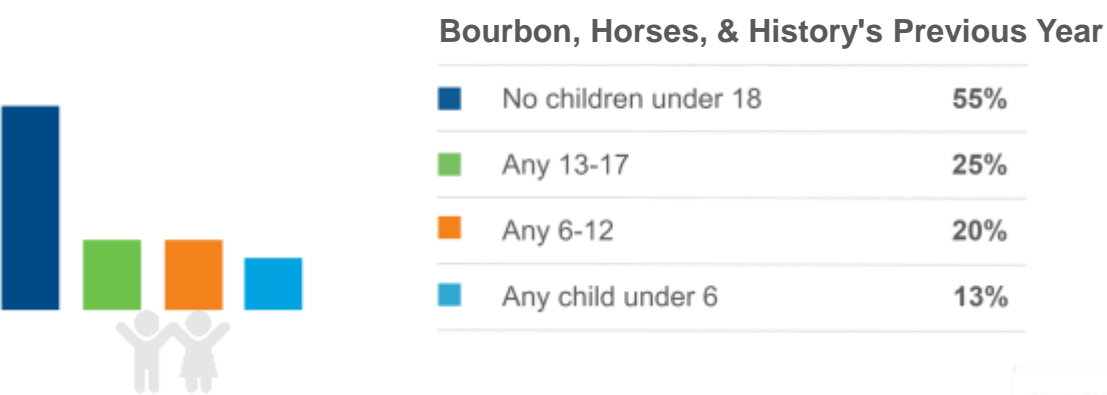
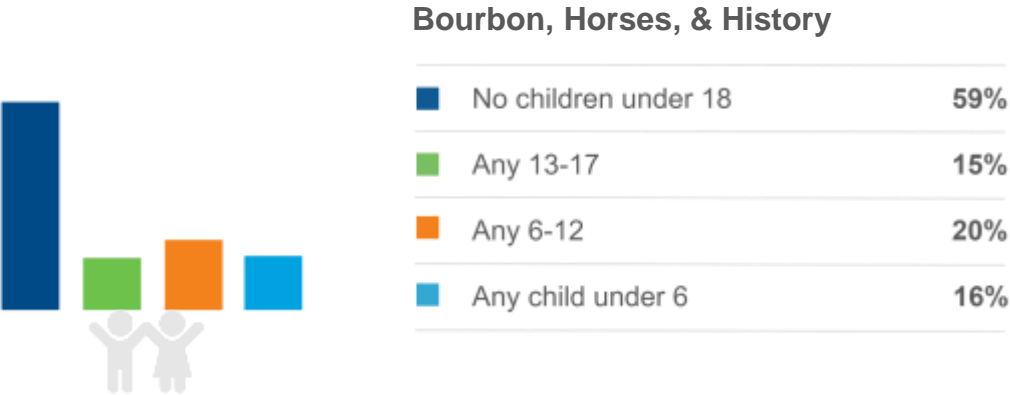
# Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2024 Day Person-Trips

## Household Size



## Children in Household







## **Travel USA Visitor Profile**

**Bluegrass, Horses, Bourbon, & Boone**



**2023/2024**



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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2023 and 2024 trips. This is to ensure a sufficient sample base for reliable results.

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 2023/2024:



Day Base Size

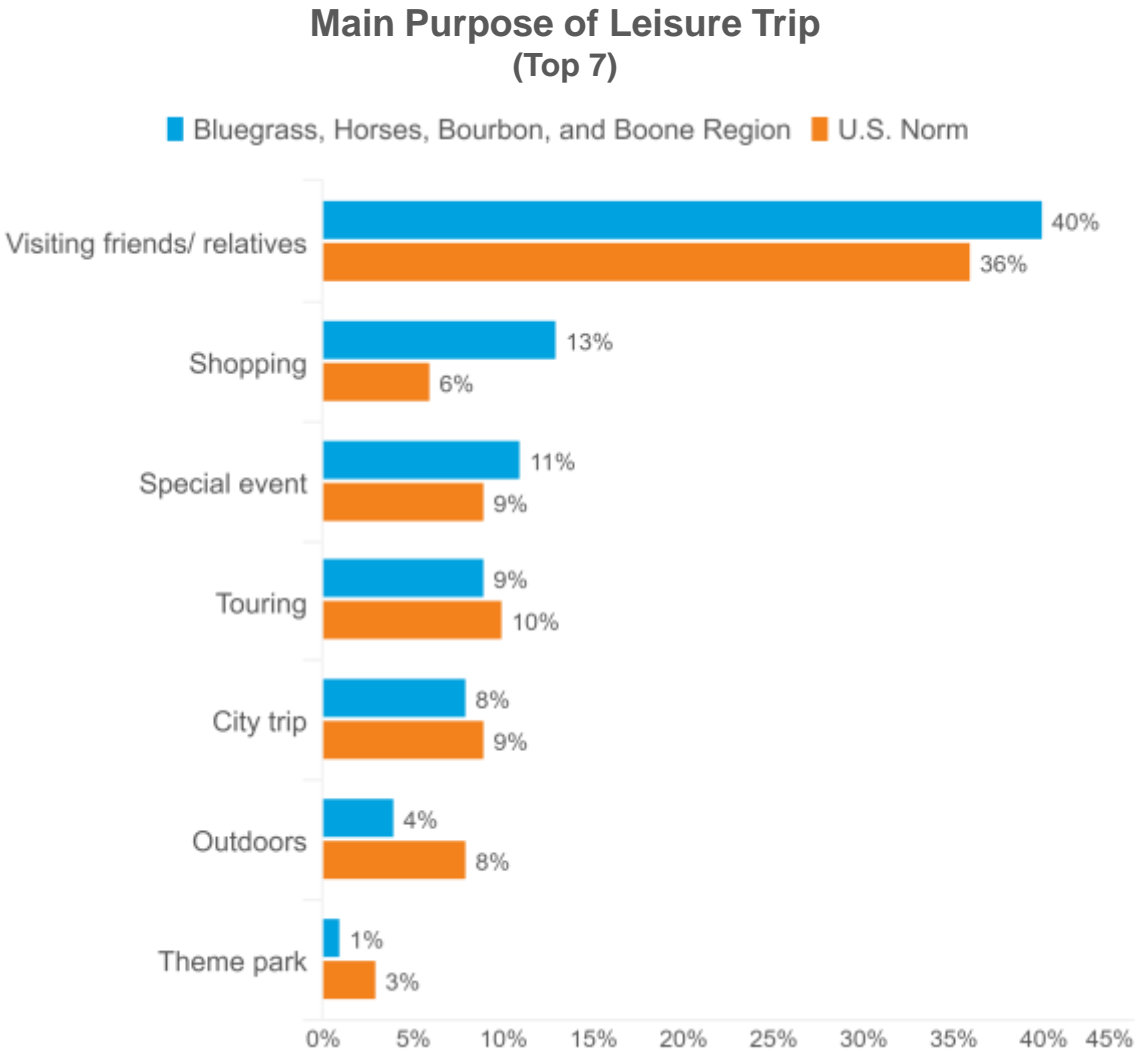
392

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: 2023/2024 Day Person-Trips

Main Purpose of Trip		2023/2024
Visiting friends/ relatives	40%	
Shopping	13%	
Special event	11%	
Touring	9%	
City trip	8%	
Other business trip	5%	
Outdoors	4%	
Business-Leisure	3%	



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

Base: 2023/2024 Day Person-Trips

Bluegrass, Horses, Bourbon, and Boone Region Day Trips



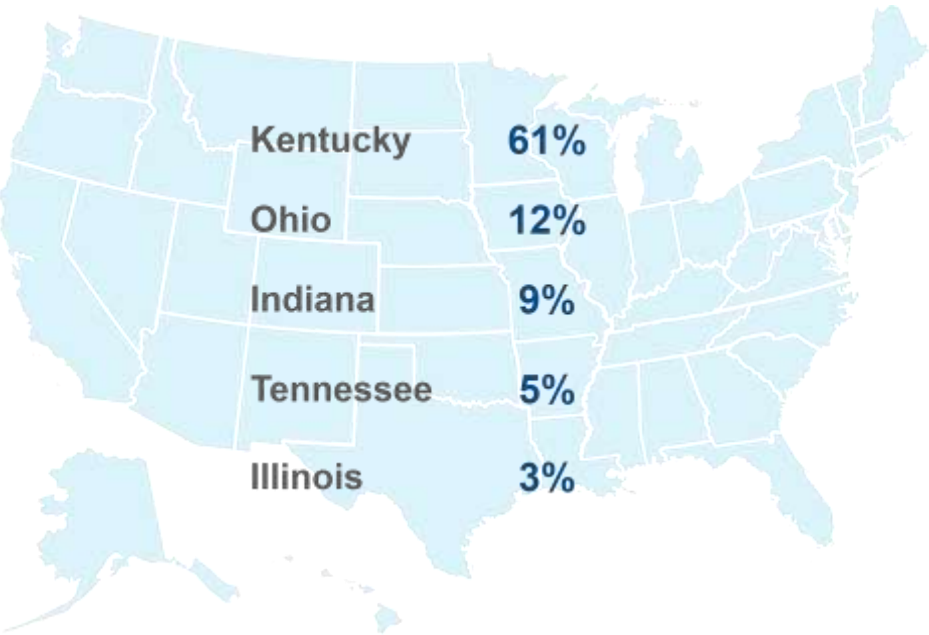
2024 U.S. Day Trips



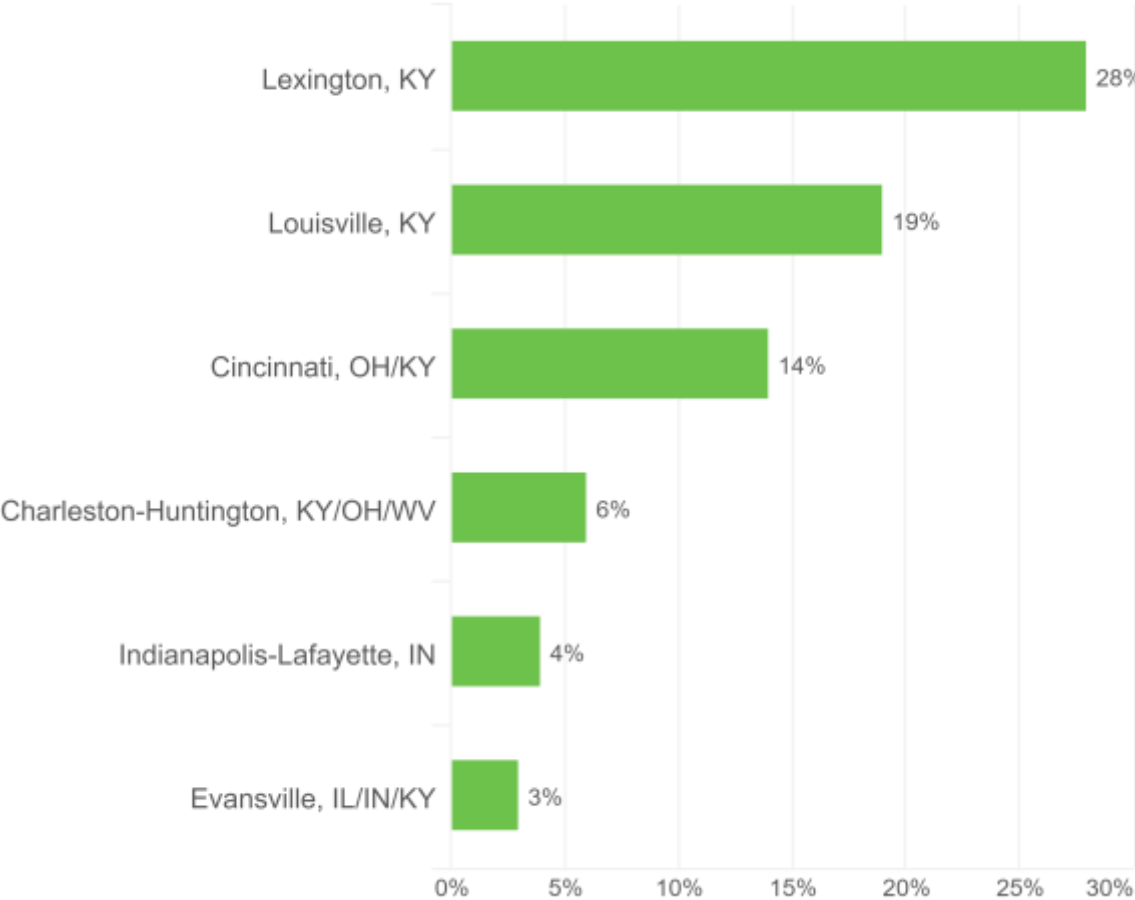
# Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2023/2024 Day Person-Trips

State Origin Of Trip  
(Top 5)



DMA Origin Of Trip  
(Top 6)



## Size of Travel Party

■ Adults ■ Children

\*Children is based on age, anyone under the age of 18

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



Average number of people

Total  
**2.7**

### U.S. Norm



Average number of people

Total  
**2.5**

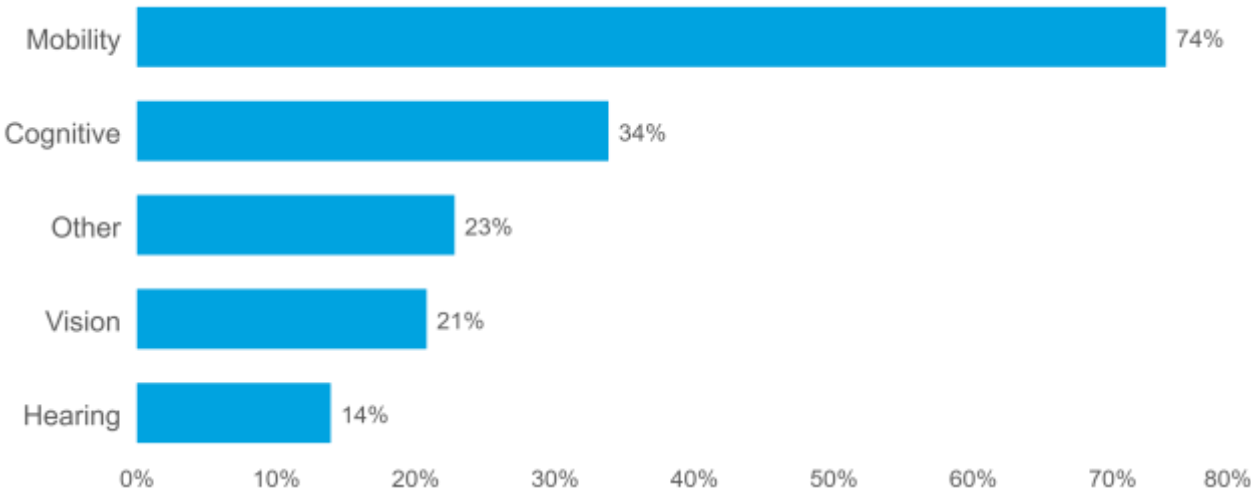


**12%** of travel parties had a travel party member that required accessibility services

2022/2023: 14%

## Disability Categorization

Disability Categorization only asked to those with travel limiting disabilities within travel party



Question added in 2024, data is for 2024 only



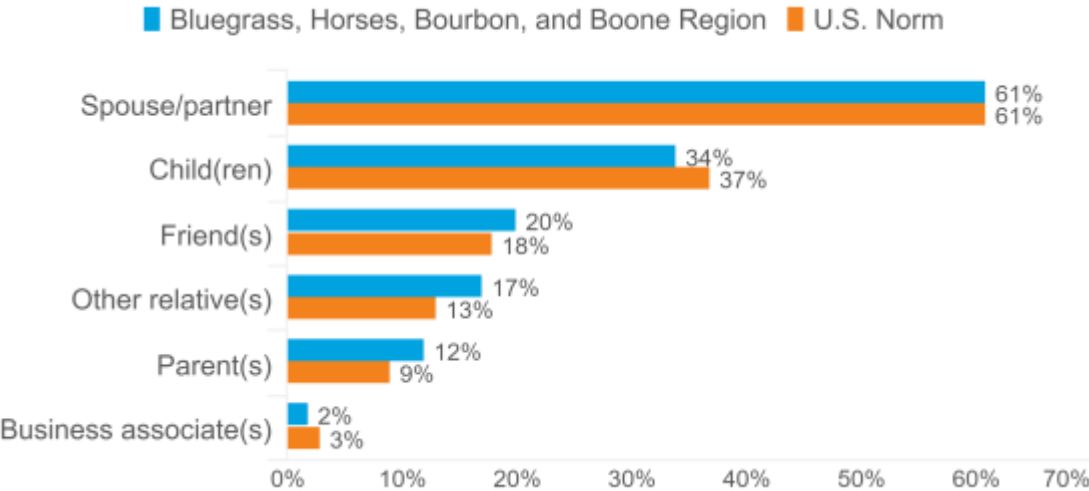
**19%** of trips only had one person in the travel party

U.S. Norm: **27%**

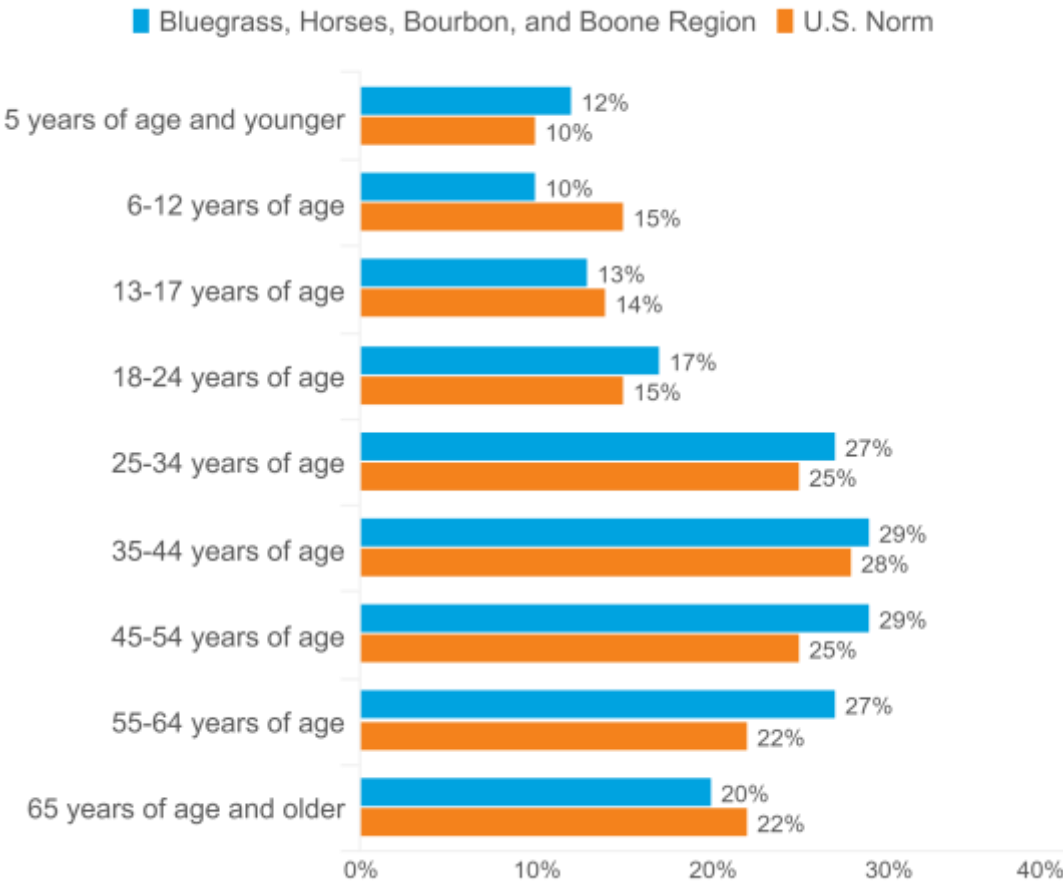
## Composition of Immediate Travel Party

Base: 2023/2024 Day Person-Trips that included more than one person

\*Child(ren) is based on the relationship to the respondent



## Travel Party Age

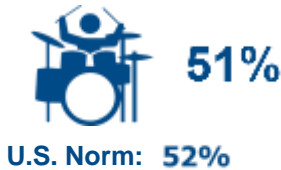


Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



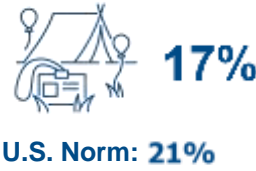
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Shopping	28%
	Sightseeing	13%
	Winery/brewery/distillery tour	11%
	Landmark/historic site	10%
	Attending celebration	10%
	Local parks/playgrounds	8%
	Business meeting	7%
	National/state park	6%
	Nature tours/wildlife viewing/birding	6%
	Bar/nightclub	6%



Outdoor Activities

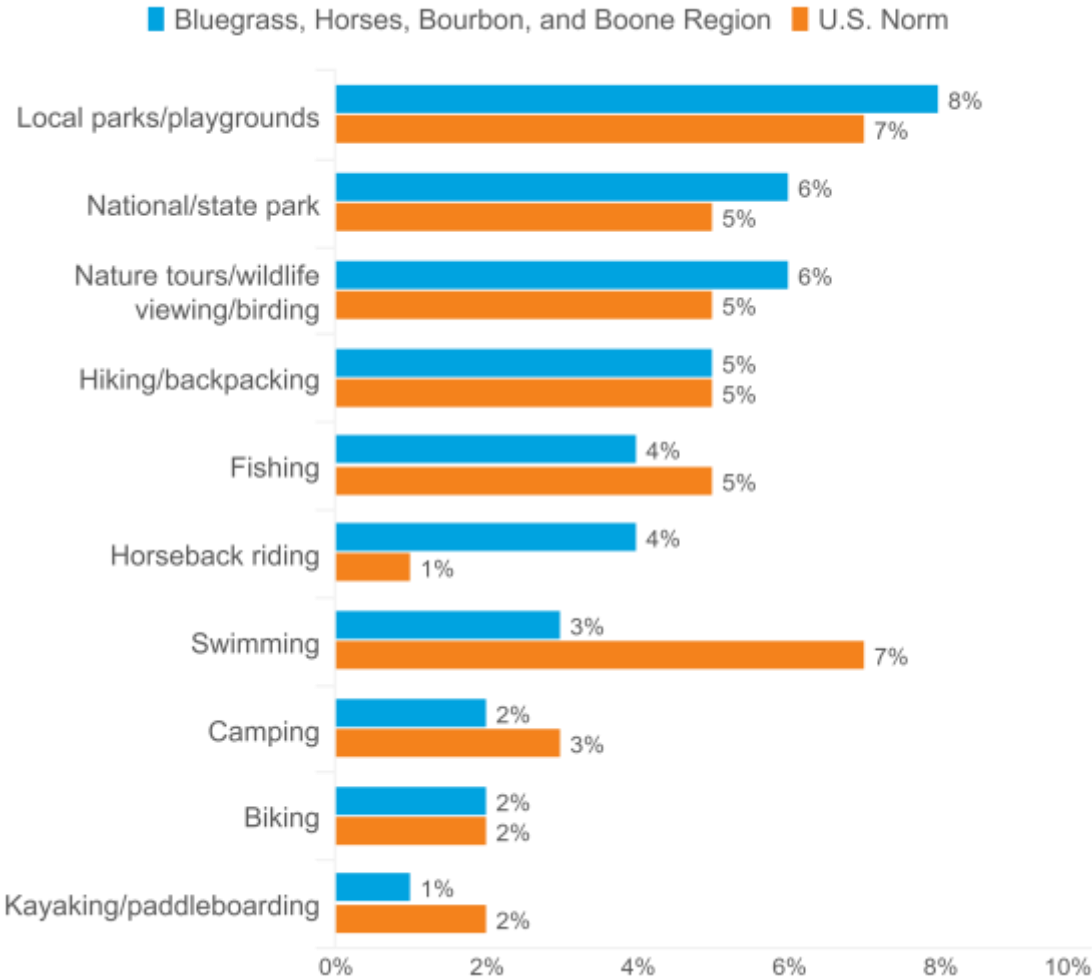
Bluegrass, Horses, Bourbon,  
and Boone Region

26%

U.S. Norm

35%

Outdoor Activities  
(Top 10)







Entertainment Activities

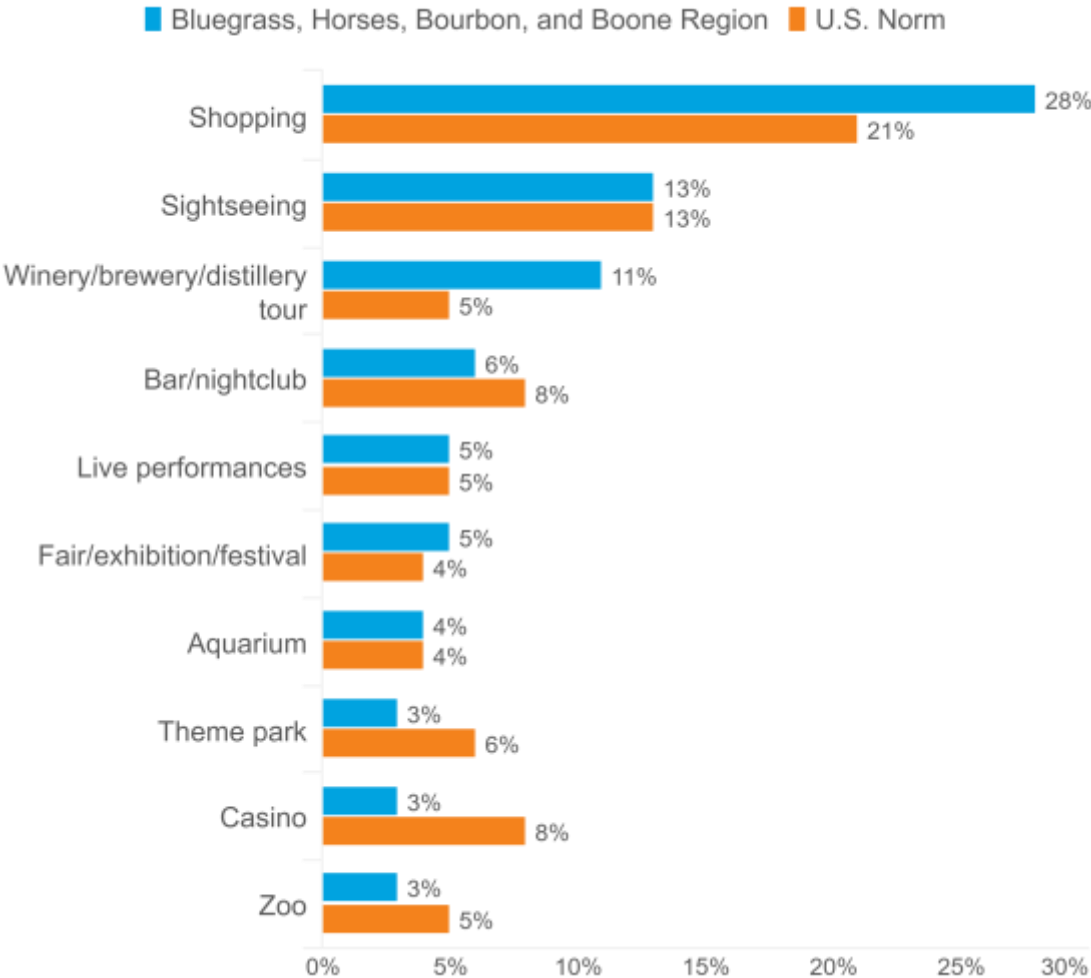
Bluegrass, Horses, Bourbon,  
and Boone Region

51%

U.S. Norm

52%

Entertainment Activities  
(Top 10)





Cultural Activities

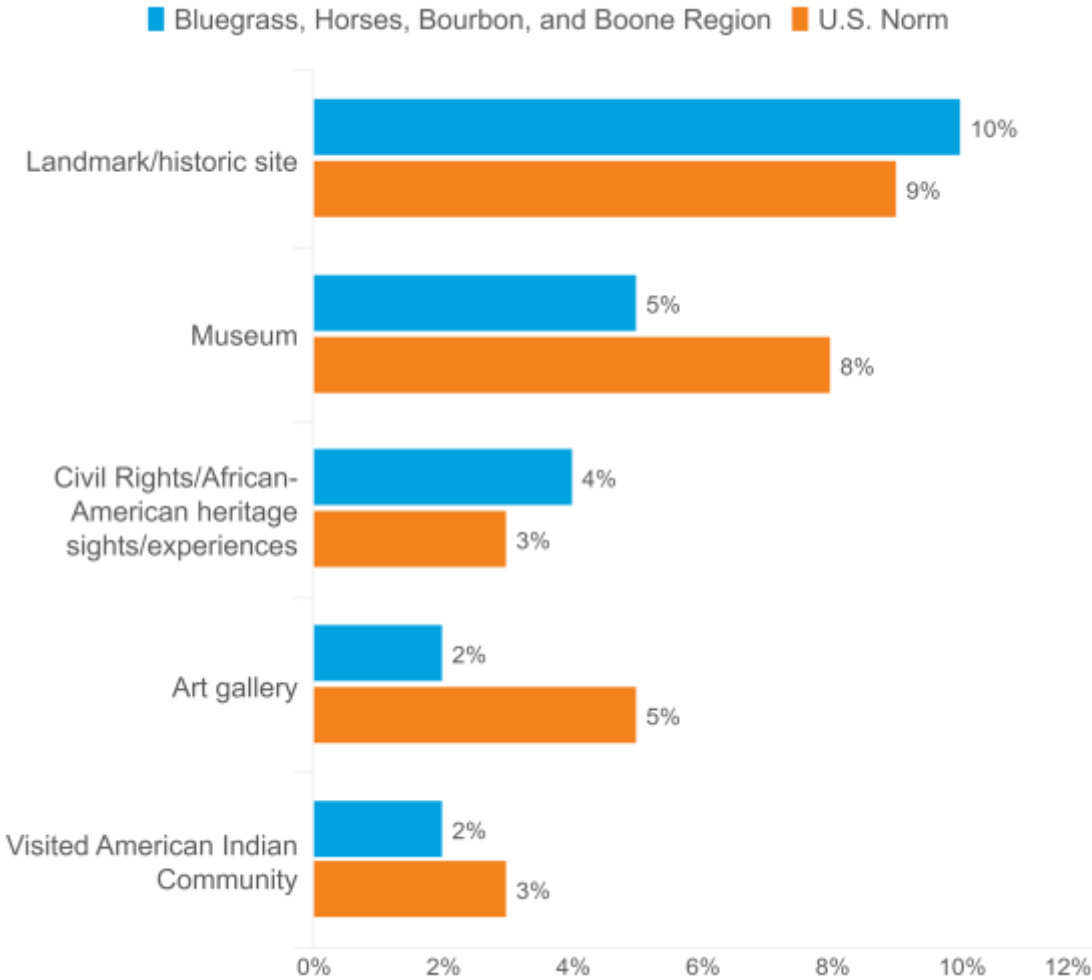
Bluegrass, Horses, Bourbon,  
and Boone Region

16%

U.S. Norm

23%

Cultural Activities





Sporting Activities

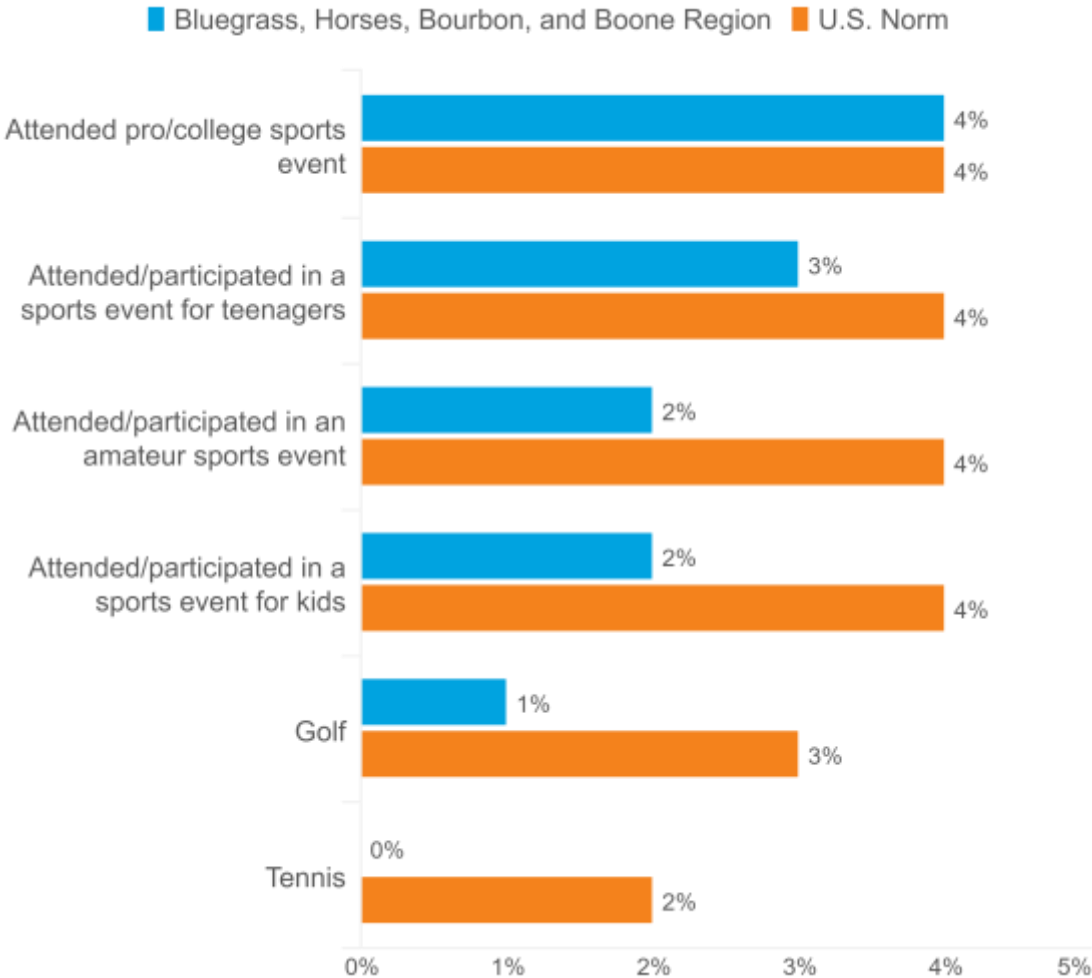
Bluegrass, Horses, Bourbon,  
and Boone Region

12%

U.S. Norm

16%

Sporting Activities





Business Activities

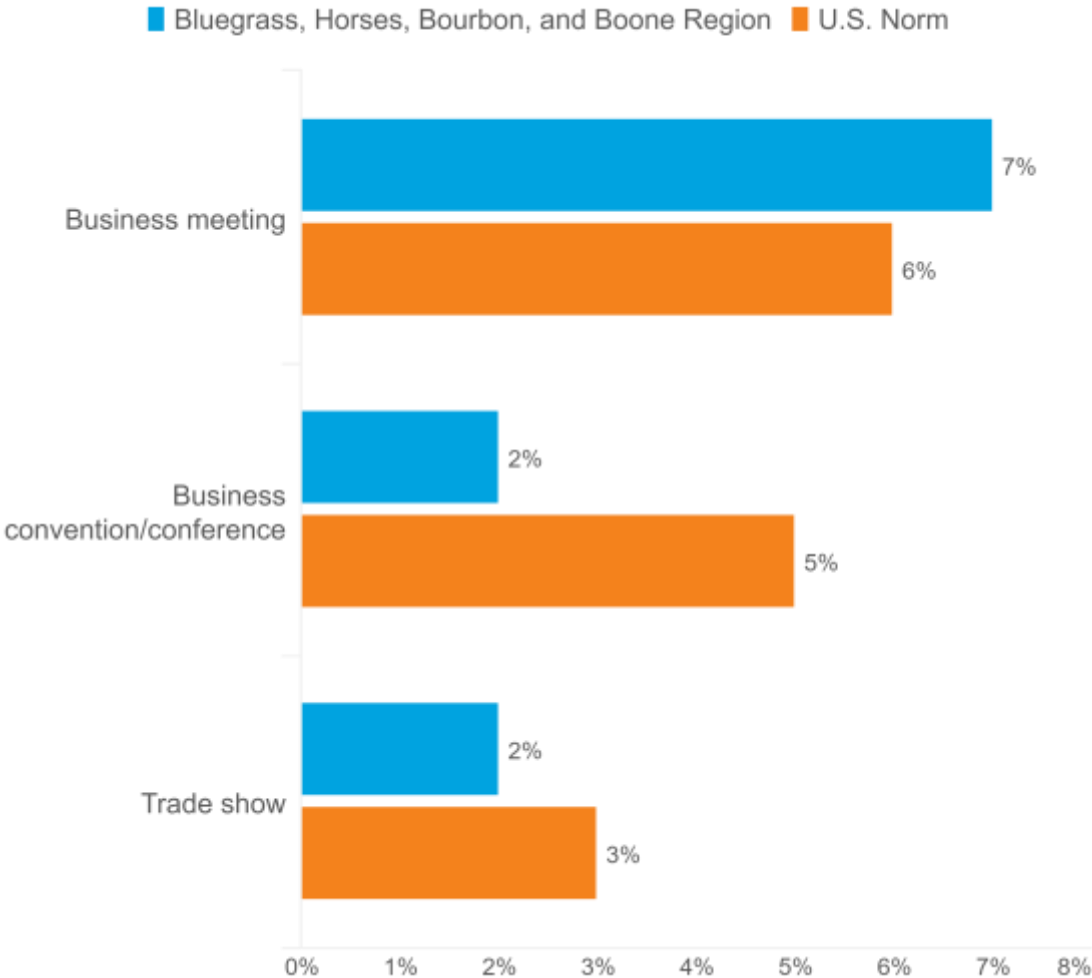
Bluegrass, Horses, Bourbon,  
and Boone Region

11%

U.S. Norm

12%

Business Activities





Other Activities

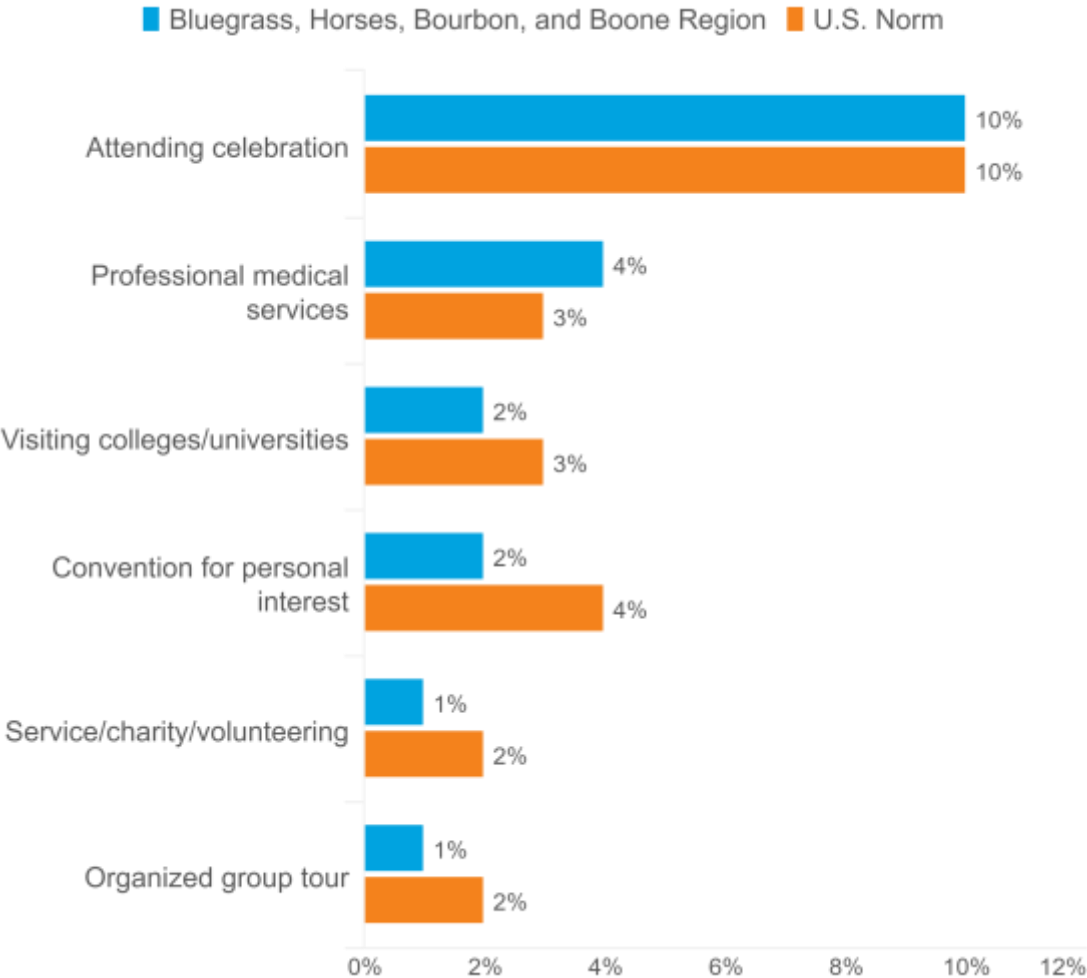
Bluegrass, Horses, Bourbon,  
and Boone Region

17%

U.S. Norm

21%

Other Activities



Shopping Types on Trip







Base: 2023/2024 Day Person-Trips that included Shopping

		Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Outlet/mall shopping	51%	45%
	Shopping at locally owned businesses	40%	42%
	Big box stores (Walmart, Costco)	35%	26%
	Convenience/grocery shopping	26%	28%
	Souvenir shopping	26%	25%
	Farmers market	13%	15%
	Antiquing	13%	12%

Question updated in 2023

Dining Types on Trip

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

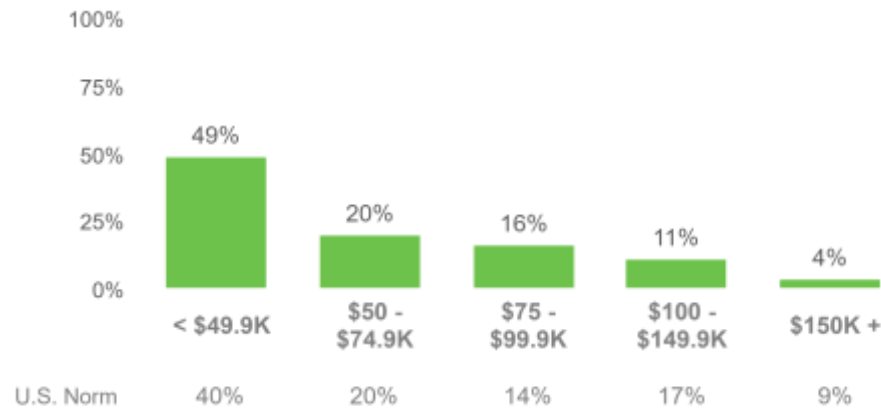
	Fast food	46%	40%
	Casual dining	45%	45%
	Unique/local food	21%	23%
	Carry-out/food delivery service	9%	15%
	Picnicking	7%	9%
	Fine/upscale dining	6%	12%

Question updated in 2023

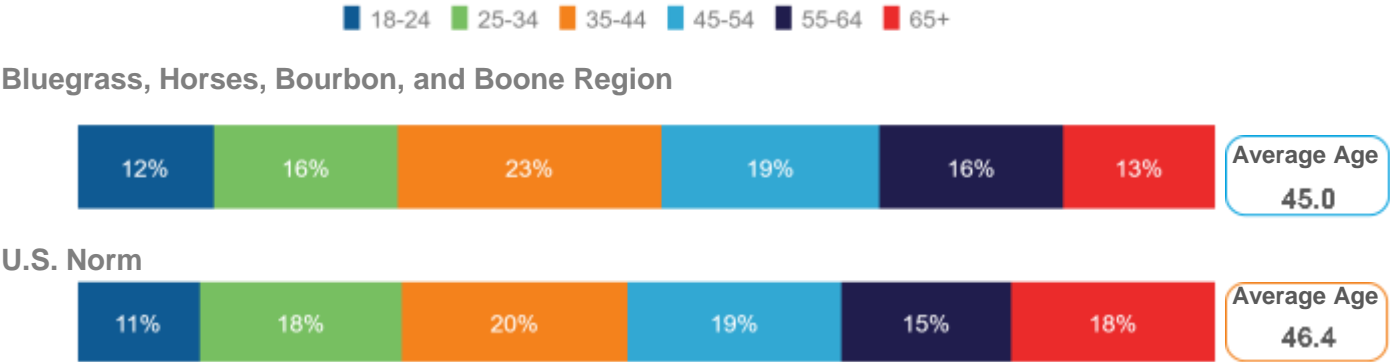
# Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2023/2024 Day Person-Trips

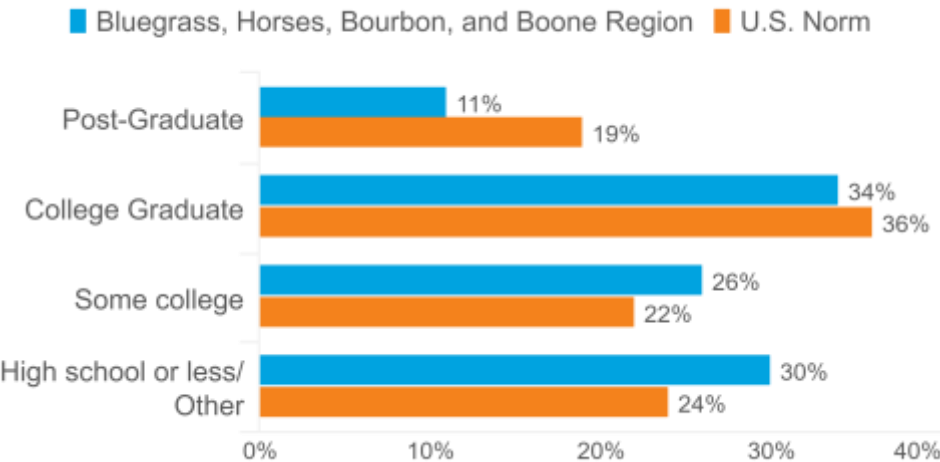
## Household Income



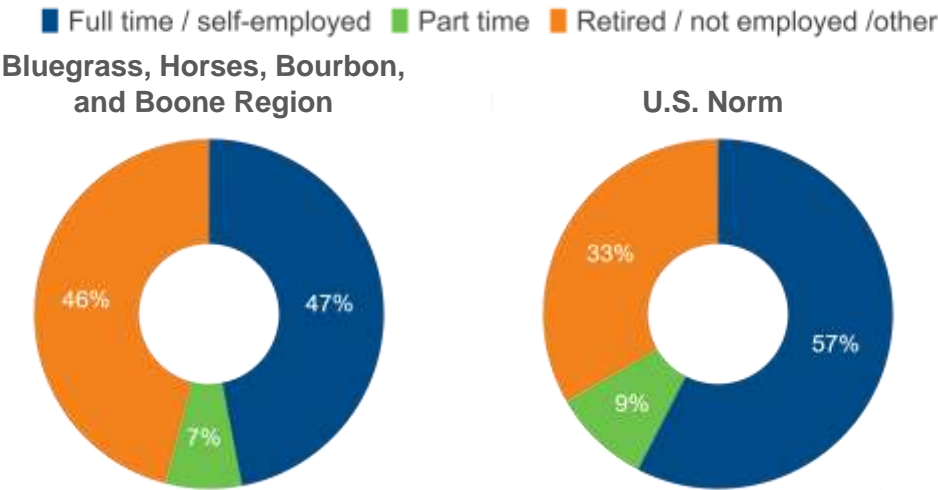
## Age



## Educational Attainment



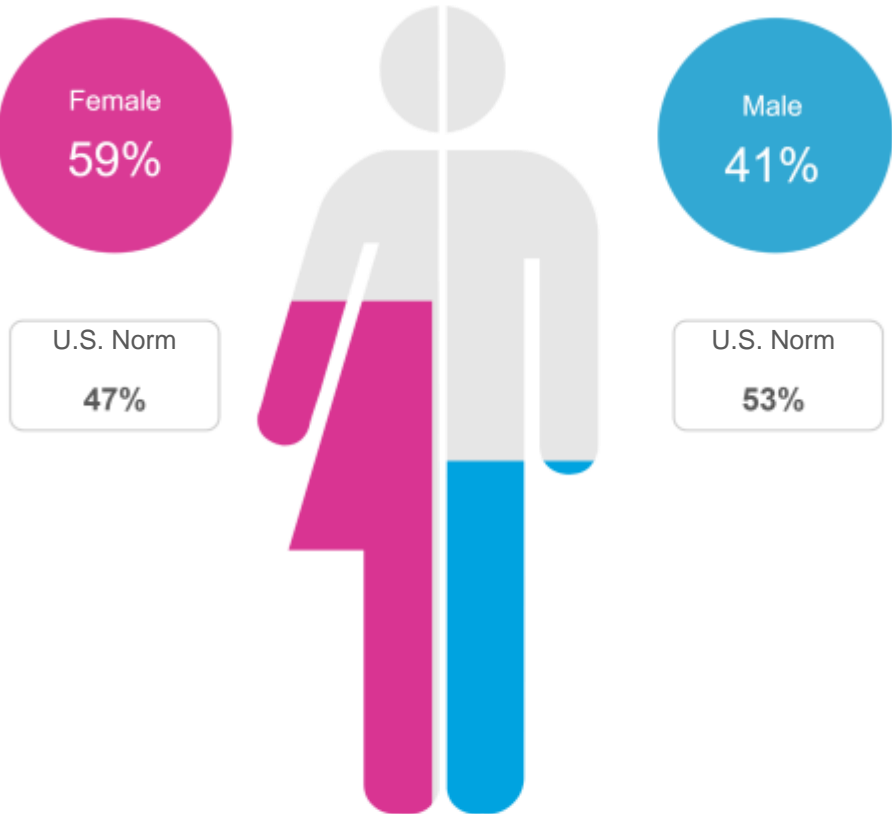
## Employment



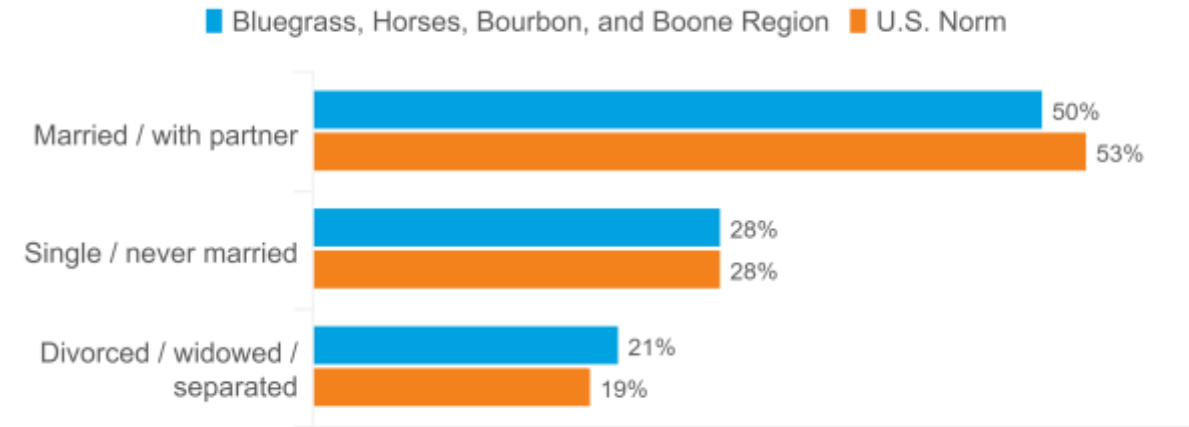
# Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2023/2024 Day Person-Trips

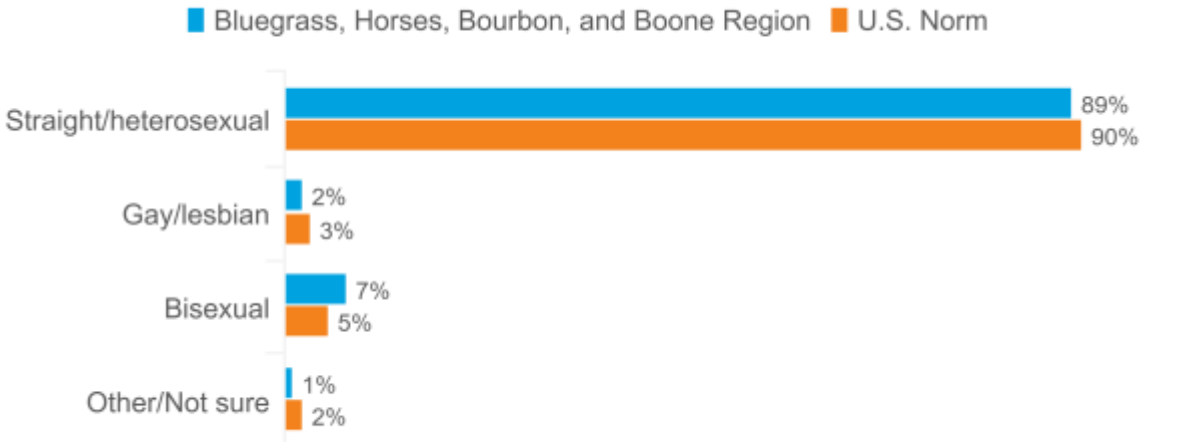
## Gender



## Marital Status



## Sexual Orientation



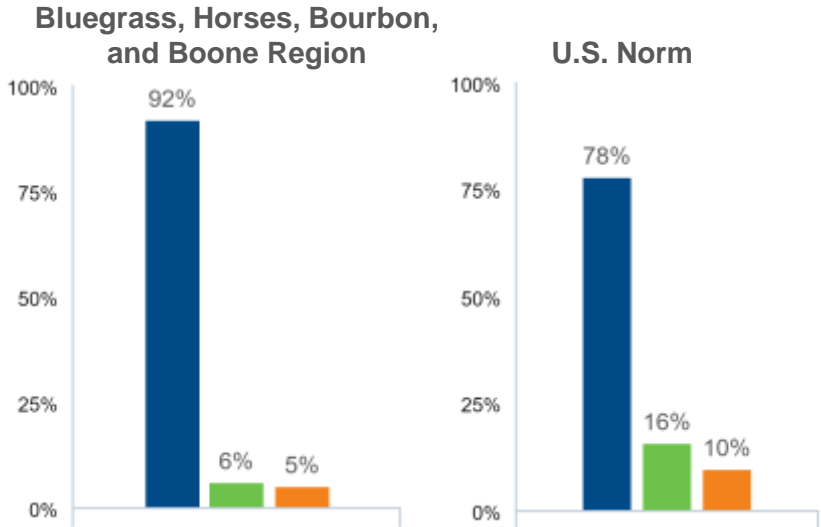


# Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2023/2024 Day Person-Trips

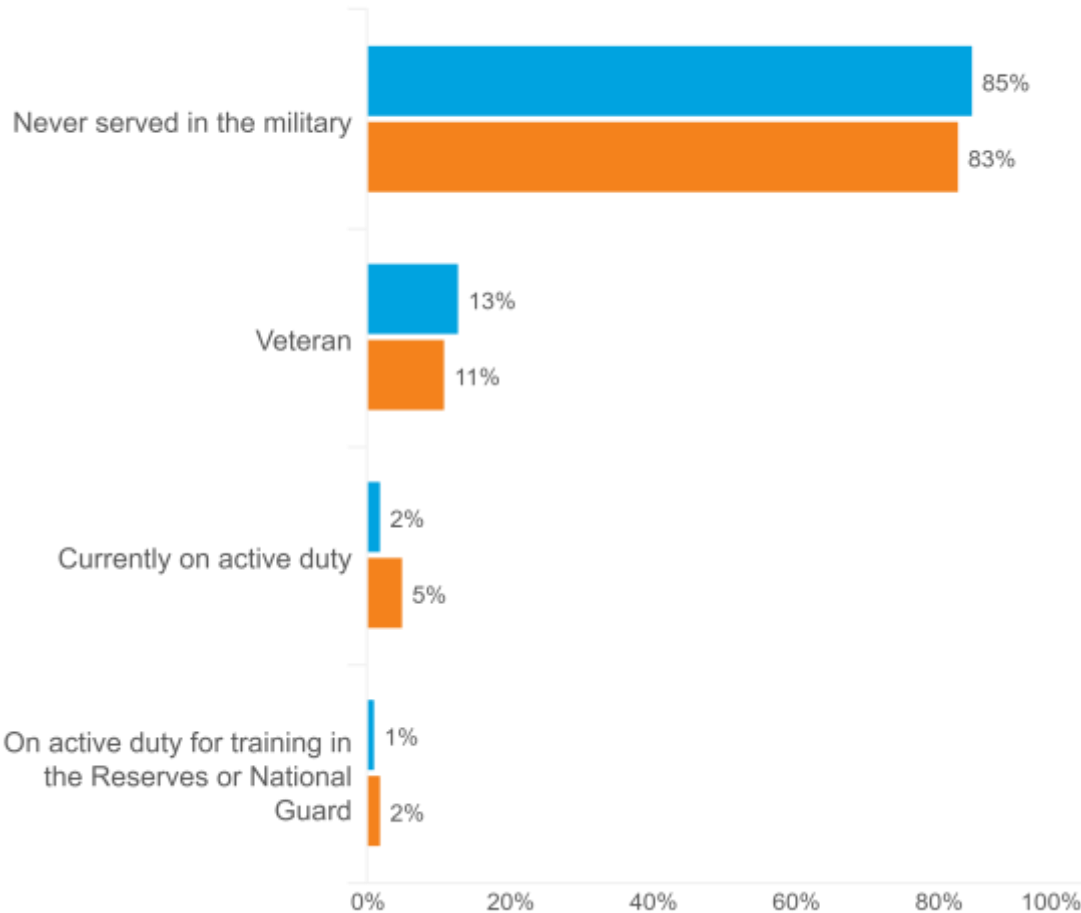
## Race

White African-American Other



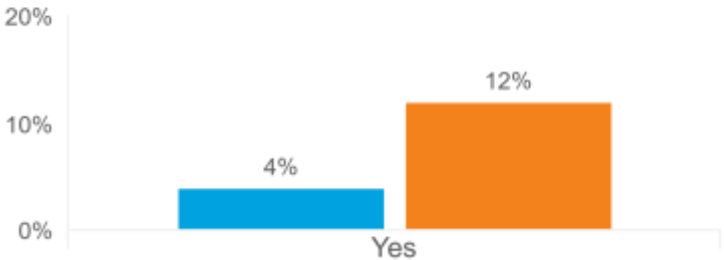
## Military Status

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



## Hispanic Background

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

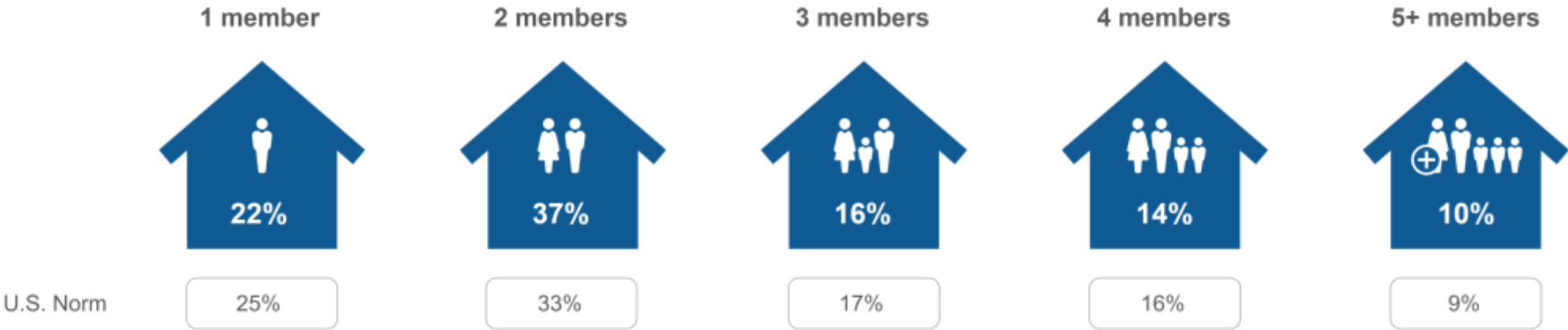


Question added in 2024, data is for 2024 only

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

Base: 2023/2024 Day Person-Trips

## Household Size



## Children in Household

