



Travel USA Visitor Profile

Overnight Visitation

TEAM  **KENTUCKY.**[®]

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

2,921

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

Overnight Visitation - Kentucky

TEAM  **KENTUCKY.**

2024

Past Visitation to Kentucky

84% of overnight travelers to Kentucky are repeat visitors

59% of overnight travelers to Kentucky had visited before in the past 12 months

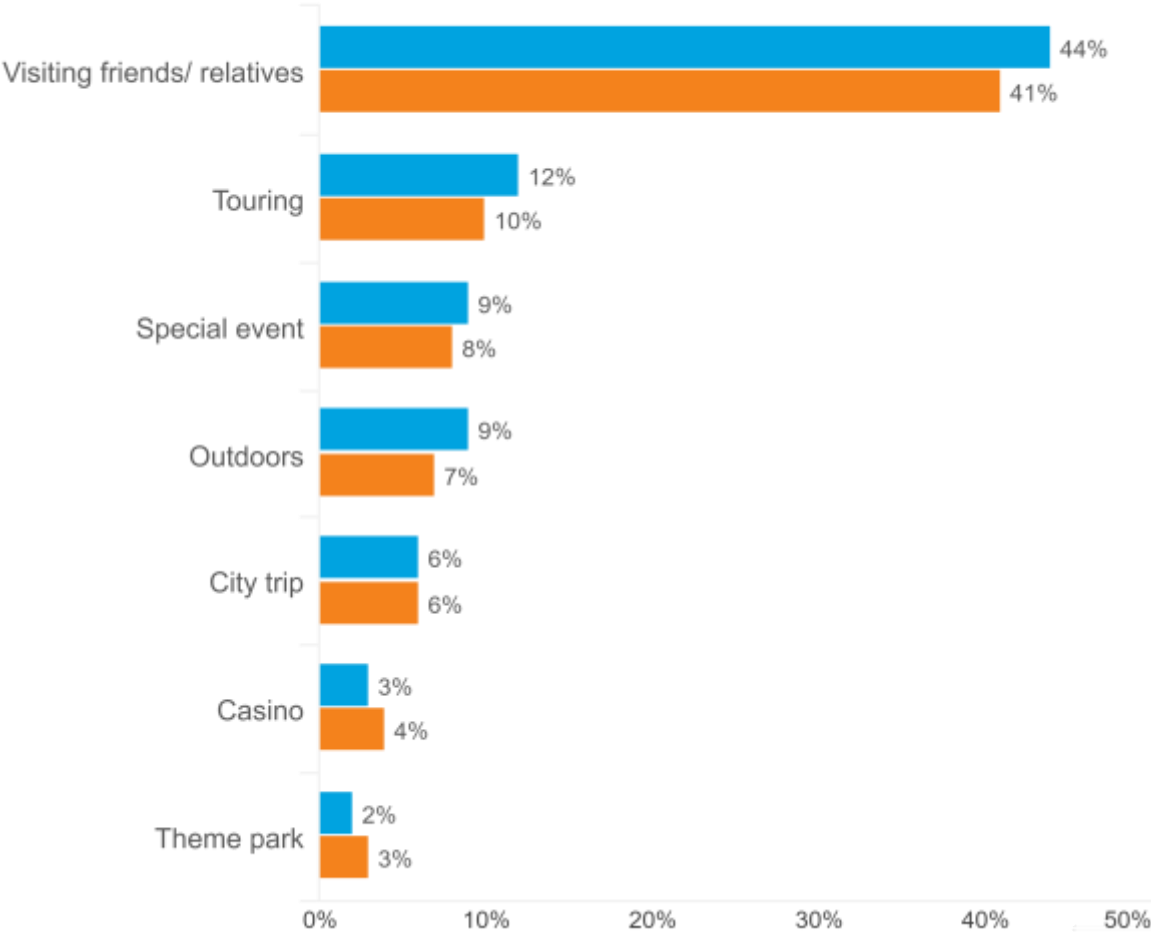
Main Purpose of Trip

2024

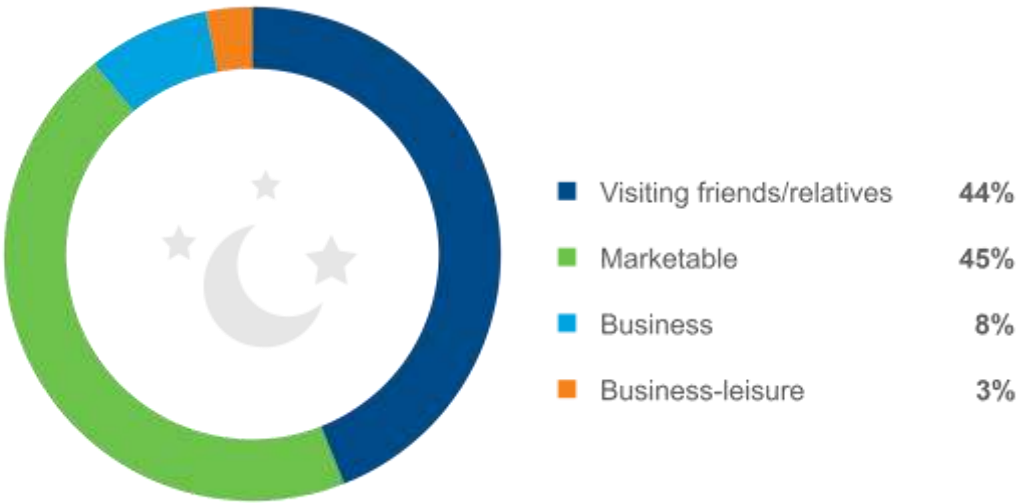
Visiting friends/ relatives	44%
Touring	12%
Special event	9%
Outdoors	9%
City trip	6%
Other business trip	6%
Business-Leisure	3%
Casino	3%
Conference/ Convention	2%
Theme park	2%
Resort	2%
Cruise	1%
Ski/Snowboarding	1%
Golf Trip	1%

Main Purpose of Leisure Trip (Top 7)

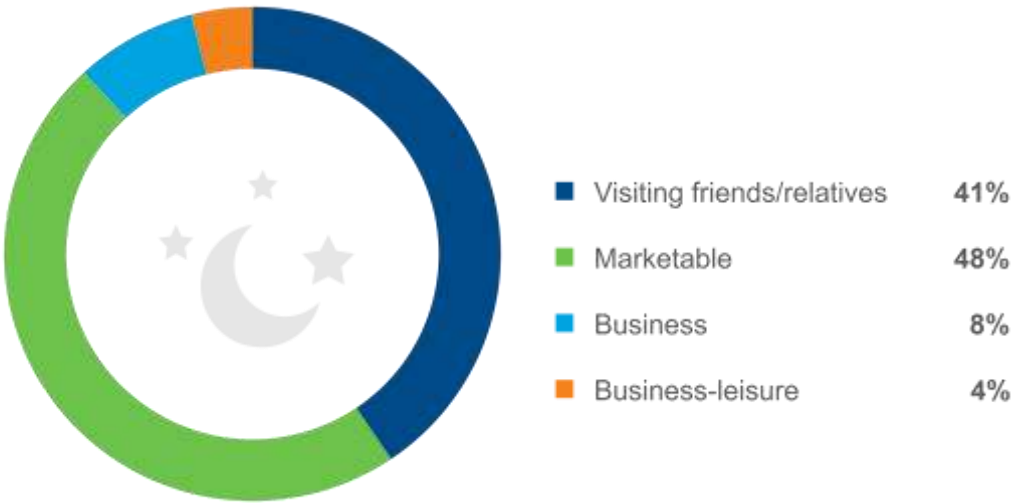
Kentucky U.S. Norm



2024 Kentucky Overnight Trips

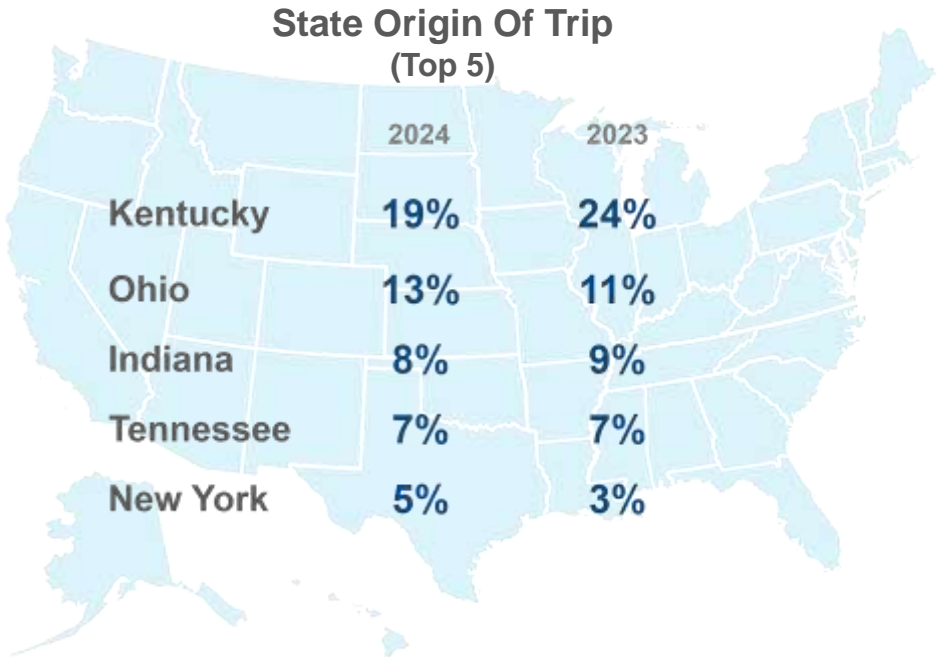


2024 U.S. Overnight Trips



Kentucky's Overnight Trip Characteristics

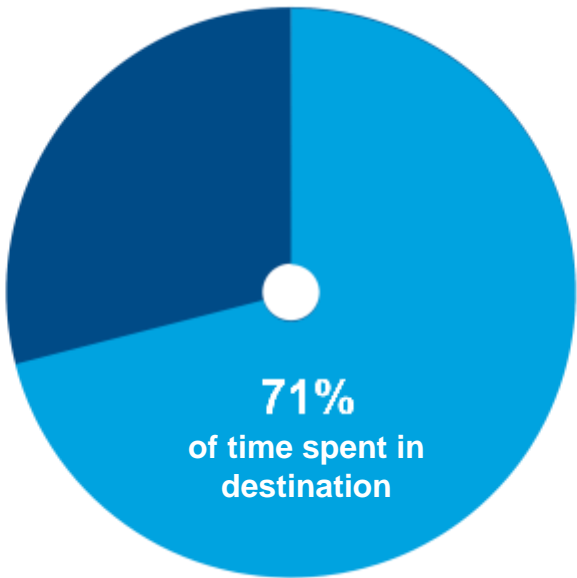
Base: 2024 Overnight Person-Trips



Season of Trip
Total Overnight Person-Trips

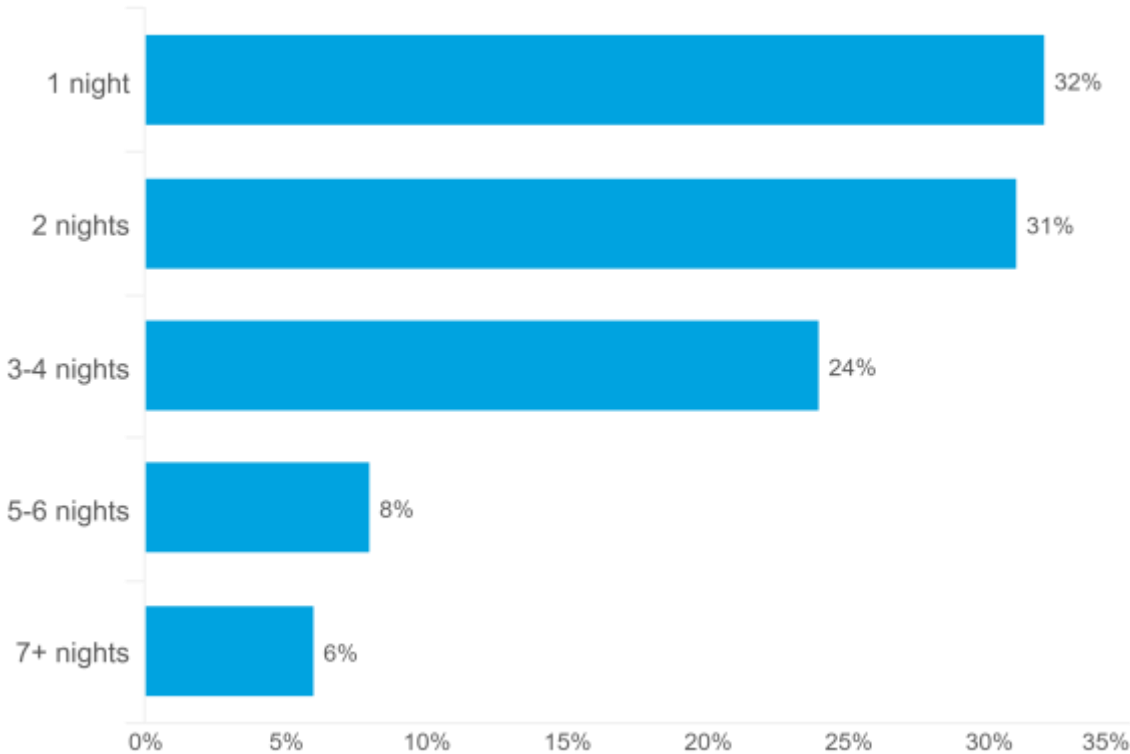
DMA Origin Of Trip (Top 10)	2024	2023
Louisville, KY	7%	7%
Cincinnati, OH/KY	7%	6%
Lexington, KY	6%	8%
Nashville, KY/TN	5%	5%
New York, NY	4%	3%
Indianapolis-Lafayette, IN	4%	5%
Chicago, IL	4%	3%
Charleston-Huntington, KY/OH/WV	3%	4%
Los Angeles, CA	3%	3%
Columbus, OH	3%	2%

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in Kentucky



Kentucky
3.9
Average Nights

U.S. Norm
3.7
Average Nights

Average number
of nights
2.8

Average last
year
2.9

Size of Travel Party

■ Adults ■ Children

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

Kentucky



Total 3.0

Average number of people

U.S. Norm



Total 2.8

Average number of people

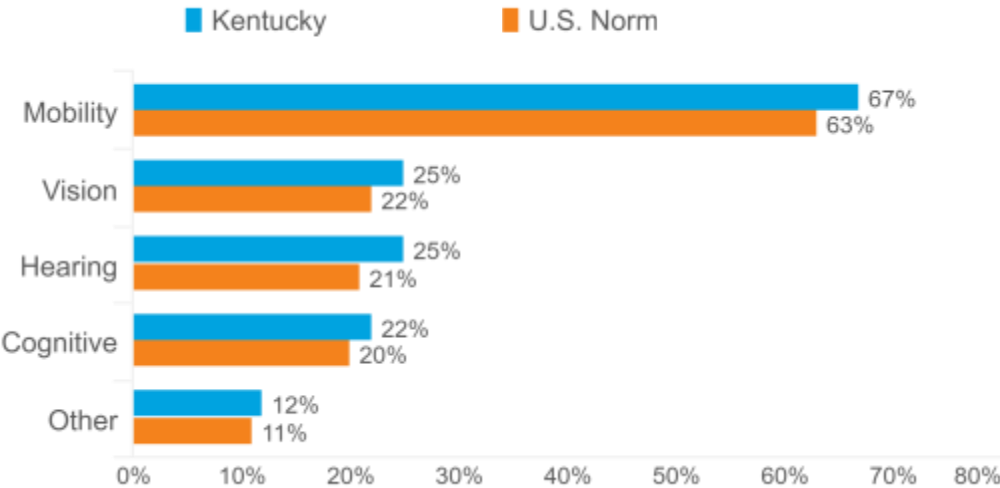


22% of travel parties had a travel party member that required accessibility services

2023: 17%

Disability Categorization

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





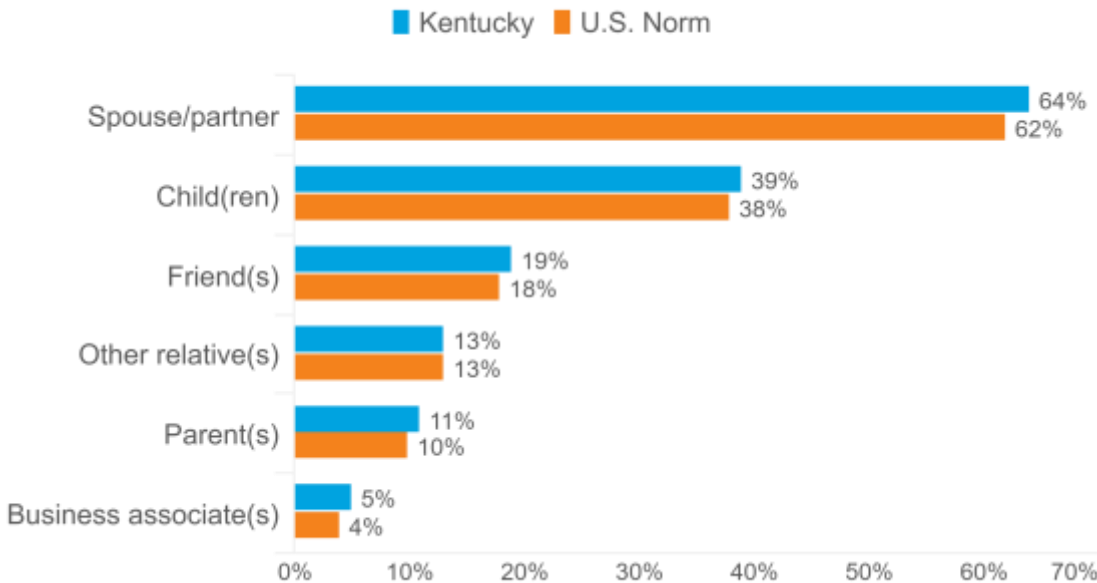
22% of trips only had one person in the travel party

U.S. Norm: **26%**

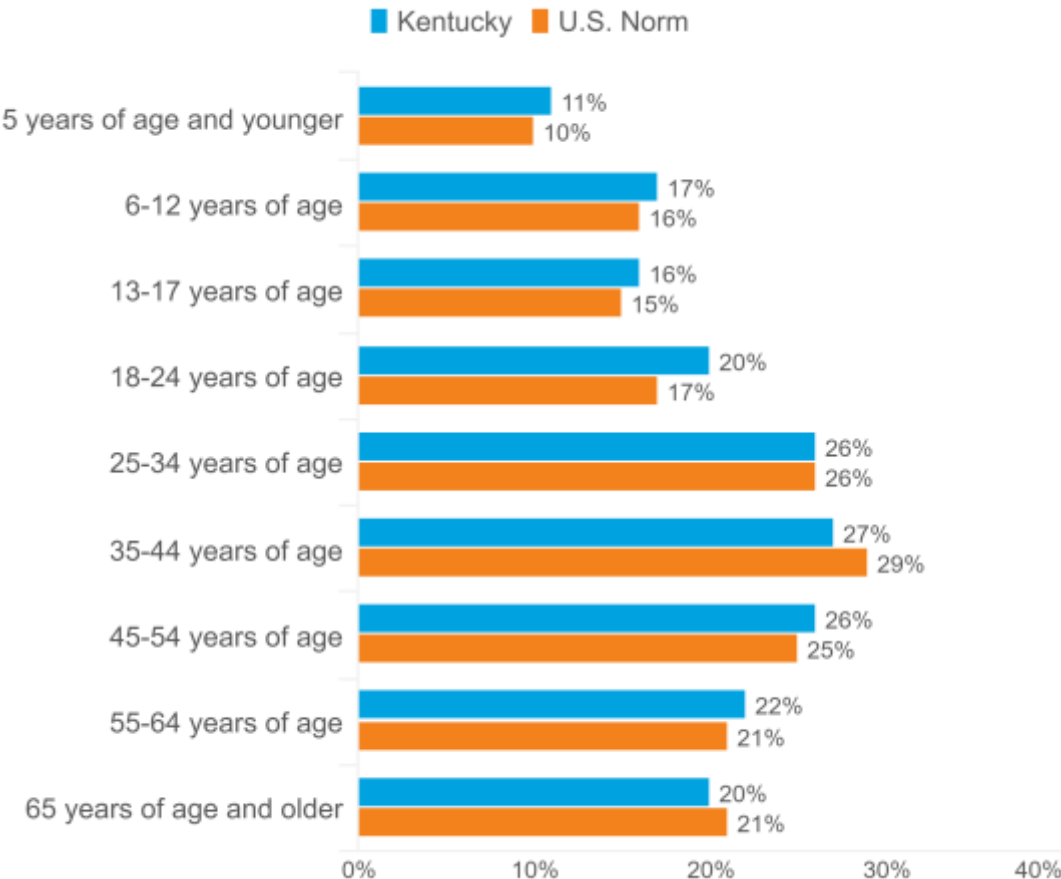
Composition of Immediate Travel Party

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

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



Travel Party Age



Kentucky's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Transportation Used to get to Destination

78% used their own car/truck to get to their destination

Previous year: **81%**

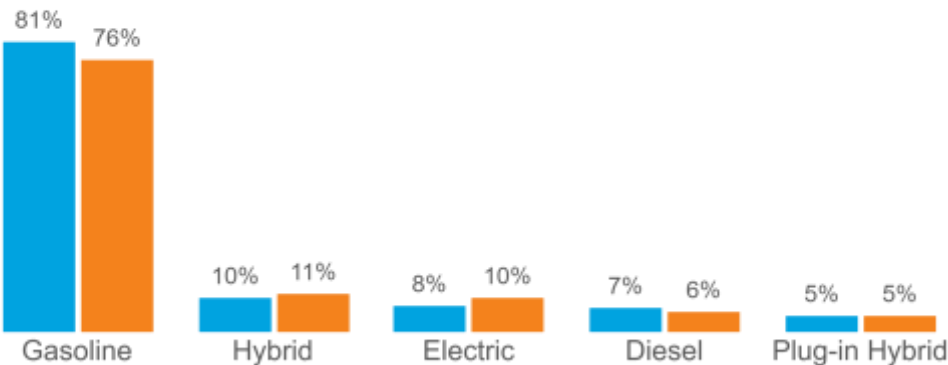
16% used a rental car to get to their destination

Previous year: **12%**

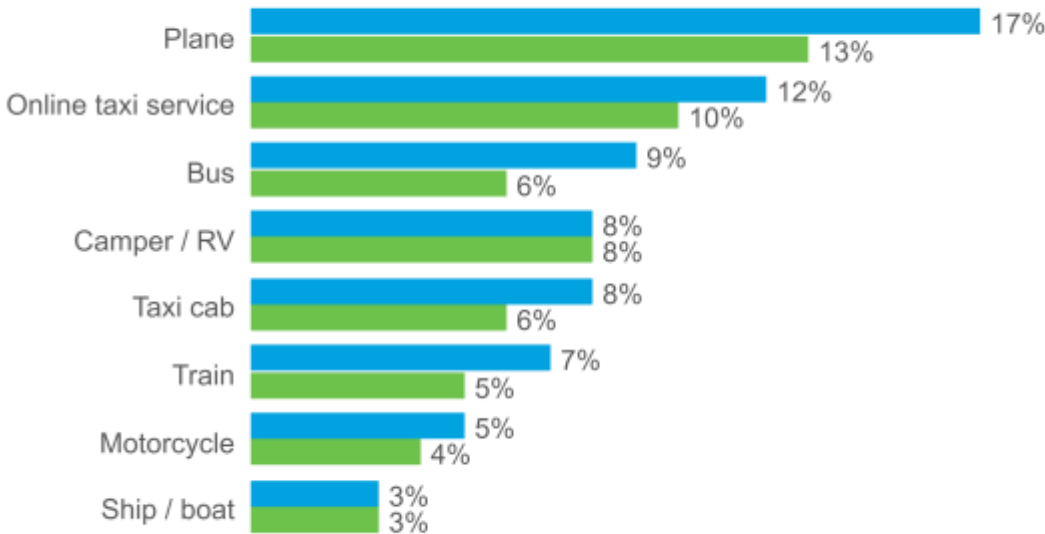


Type of Vehicle Used to get to Destination

■ Kentucky ■ U.S. Norm

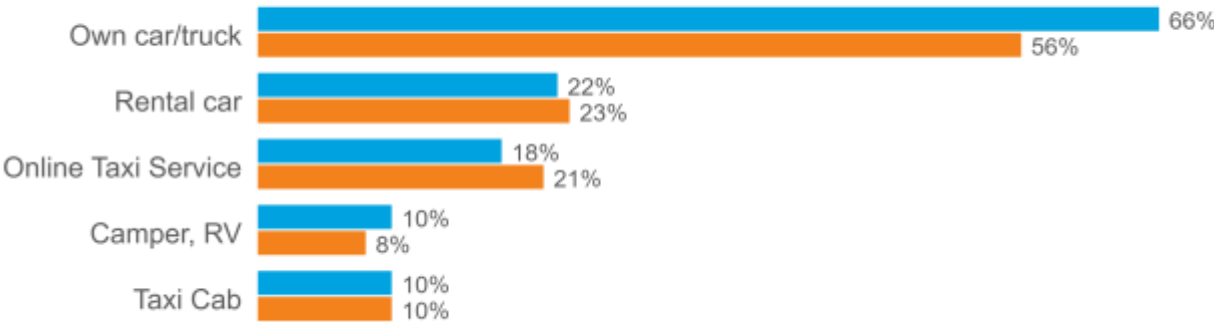


■ 2024 ■ 2023



Transportation Used within Destination (Top 5)

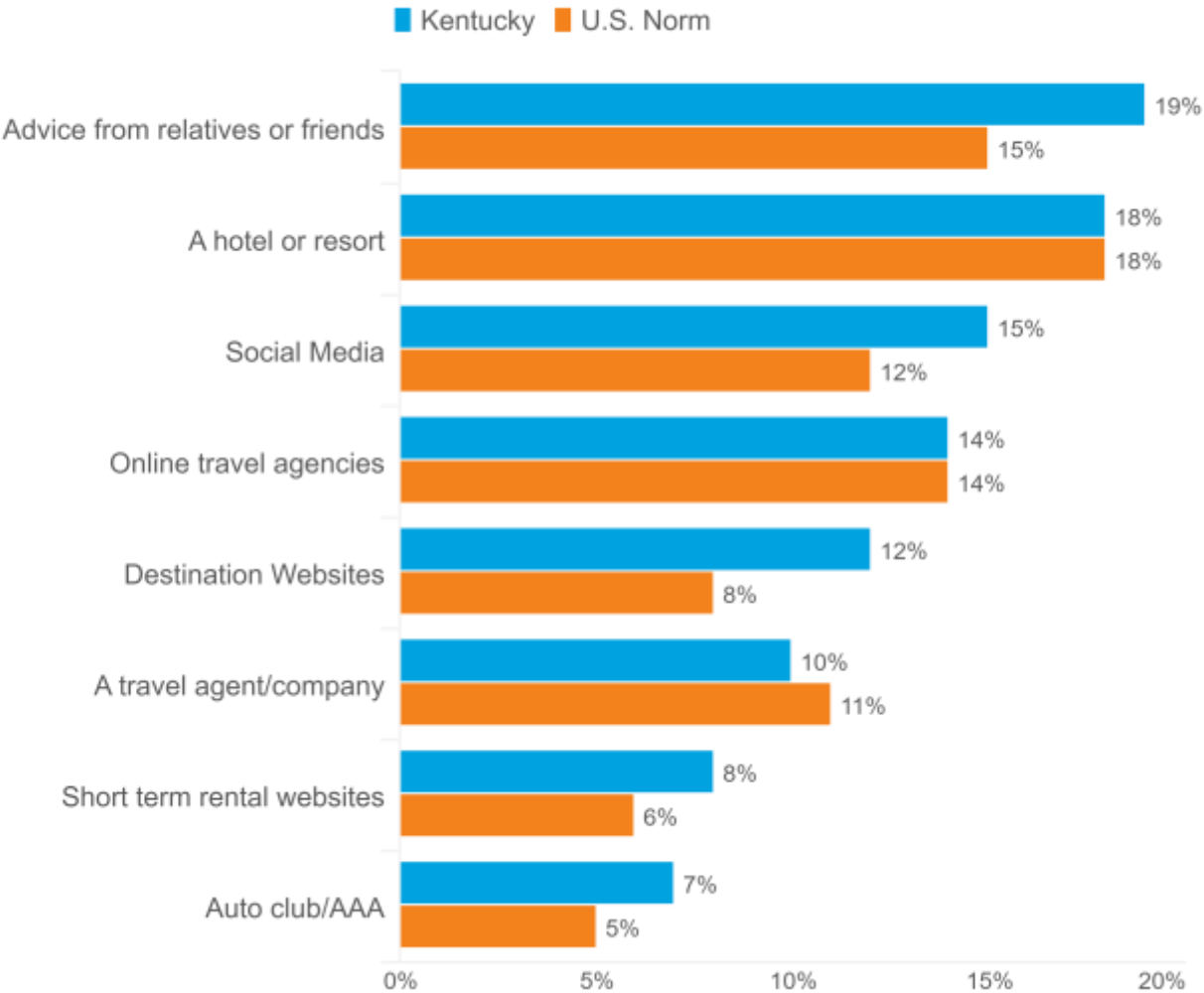
■ Kentucky ■ U.S. Norm



Length of Trip Planning

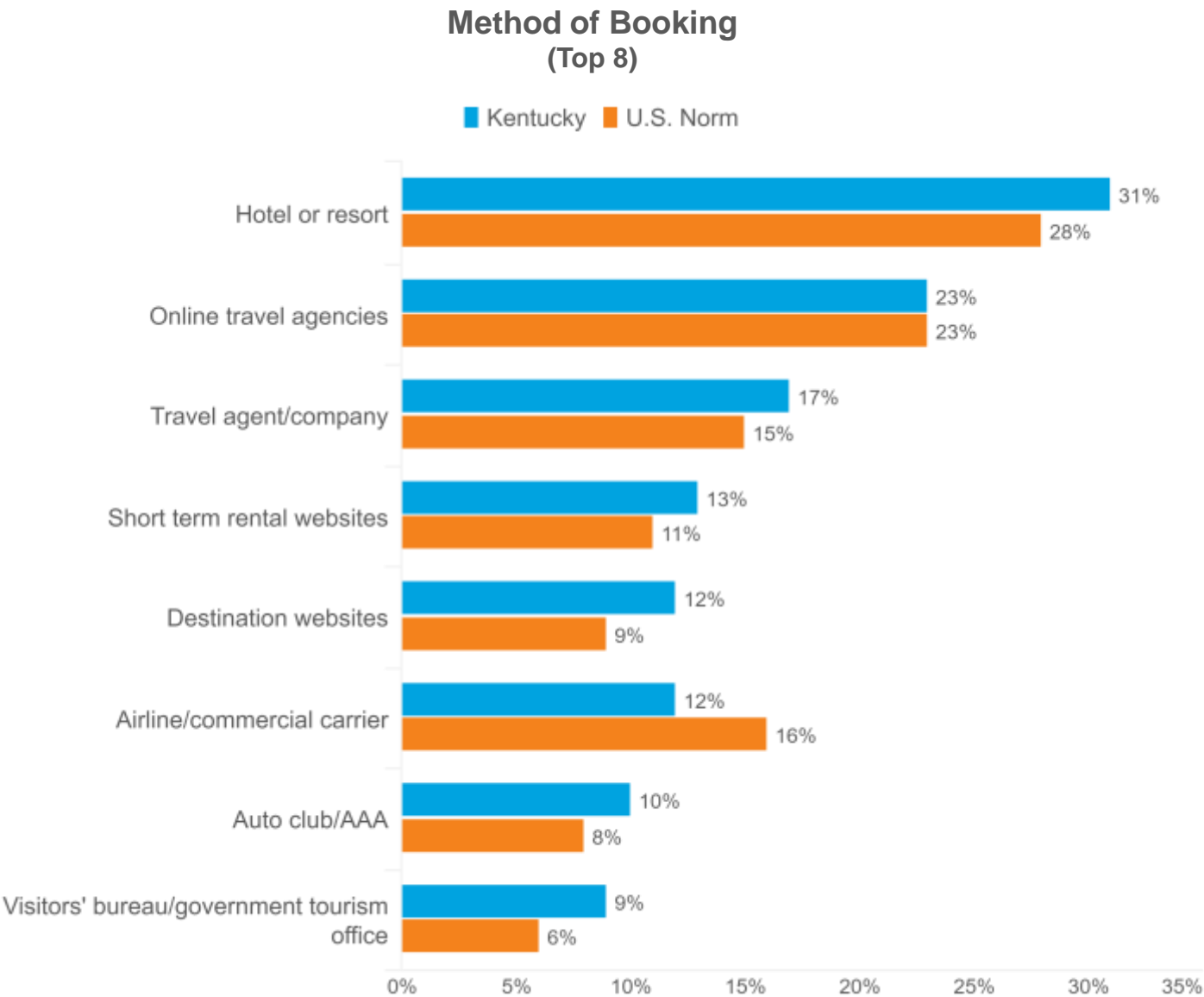
	Kentucky	U.S. Norm
1 month or less	30%	32%
2 months	17%	17%
3-5 months	17%	18%
6-12 months	14%	14%
More than 1 year in advance	6%	4%
Did not plan anything in advance	17%	14%

Trip Planning Information Sources (Top 8)










Kentucky's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

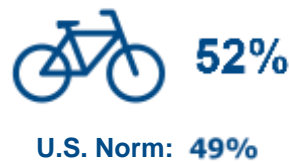


Accommodations (Top 7)

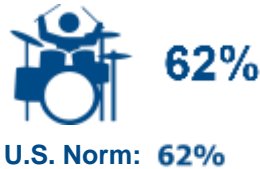
		2024	2023
	Hotel	48%	46%
	Home of friends / relatives	22%	23%
	Motel	17%	16%
	Bed & breakfast	10%	8%
	Campground / RV park	9%	8%
	Rented cottage / cabin	8%	6%
	Rented home / condo / apartment	7%	7%

Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



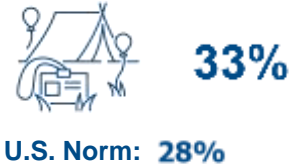
Sporting Activities



Business Activities



Other Activities



Activities and Experiences
(Top 10)

	Kentucky	U.S. Norm
 Shopping	27%	26%
 Sightseeing	20%	20%
 Attending celebration	17%	14%
 Landmark/historic site	16%	13%
 Bar/nightclub	15%	16%
 Museum	15%	12%
 Swimming	13%	14%
 Local parks/playgrounds	12%	10%
 National/state park	12%	8%
 Winery/brewery/distillery tour	11%	8%

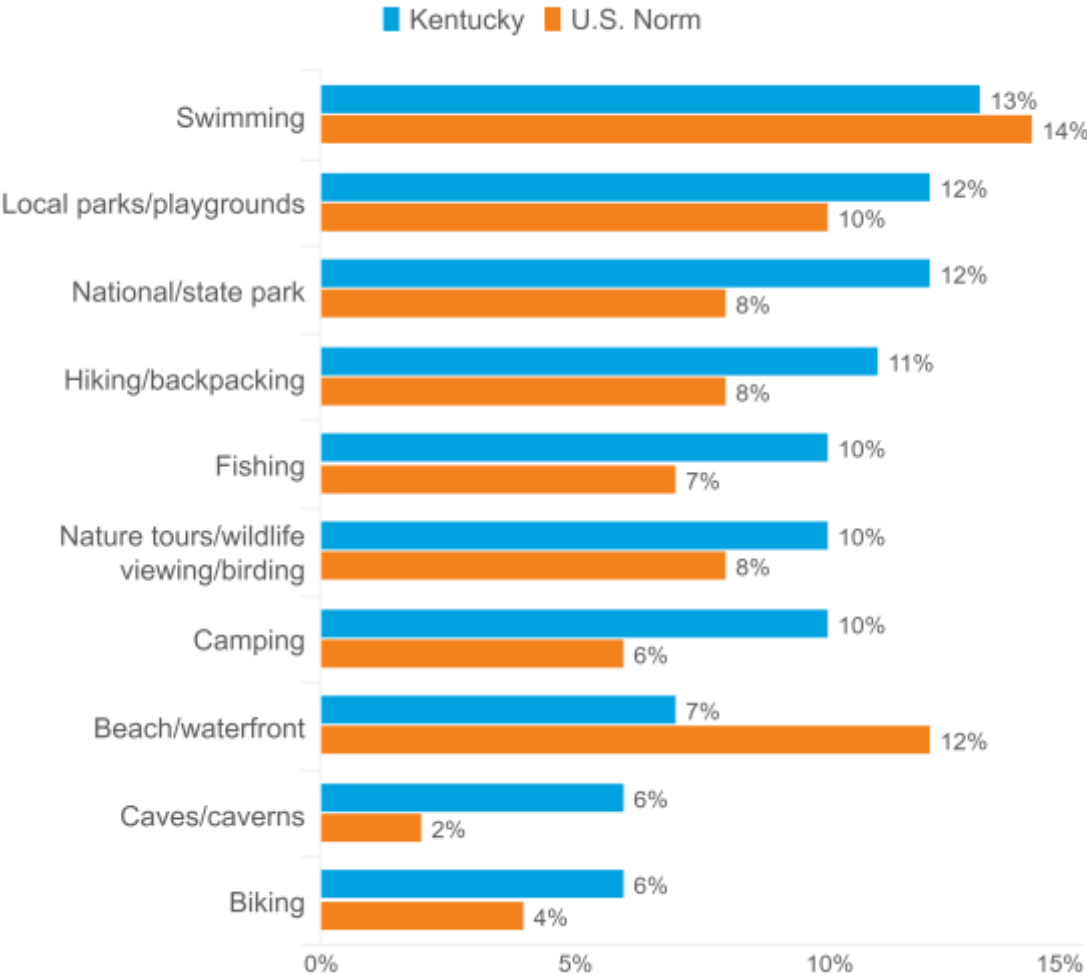


Outdoor Activities

Kentucky
52%

U.S. Norm
49%

Outdoor Activities
(Top 10)



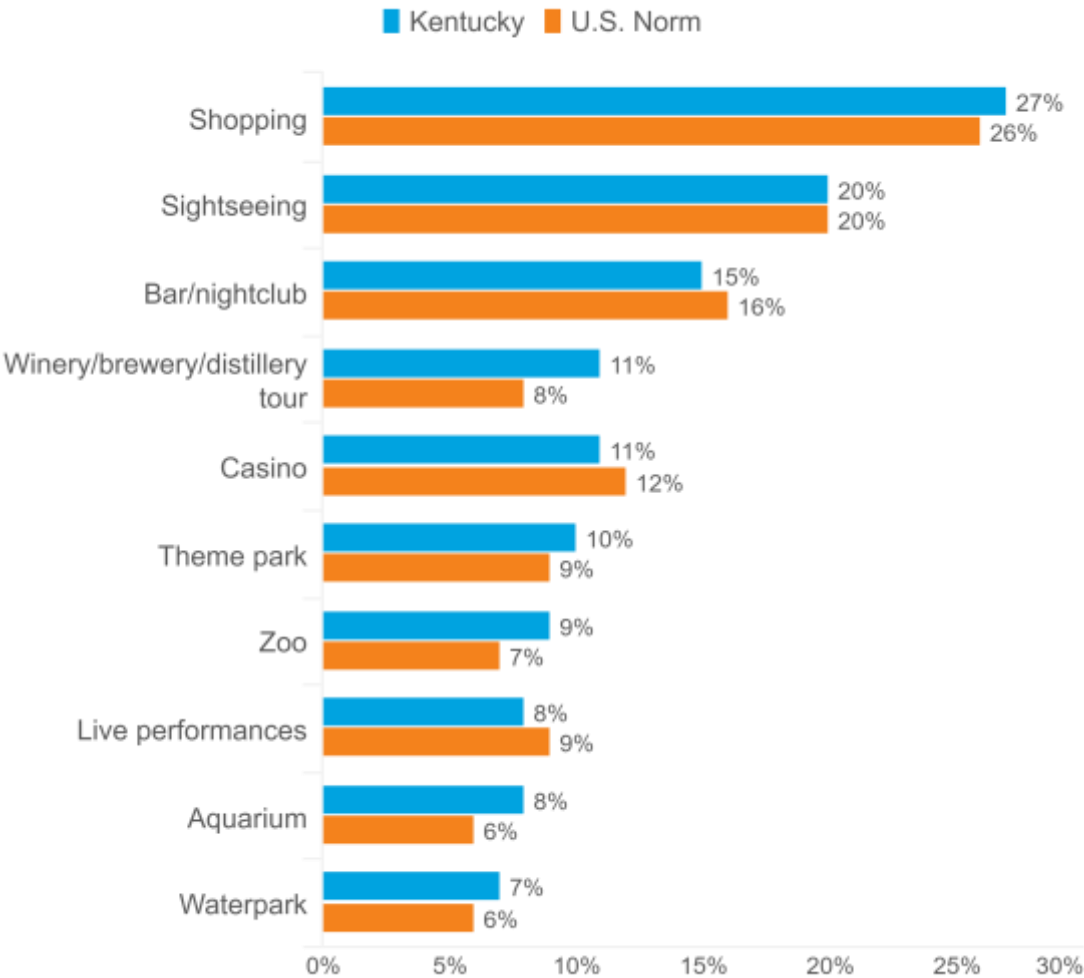


Entertainment Activities

Kentucky
62%

U.S. Norm
62%

Entertainment Activities
(Top 10)





Cultural Activities

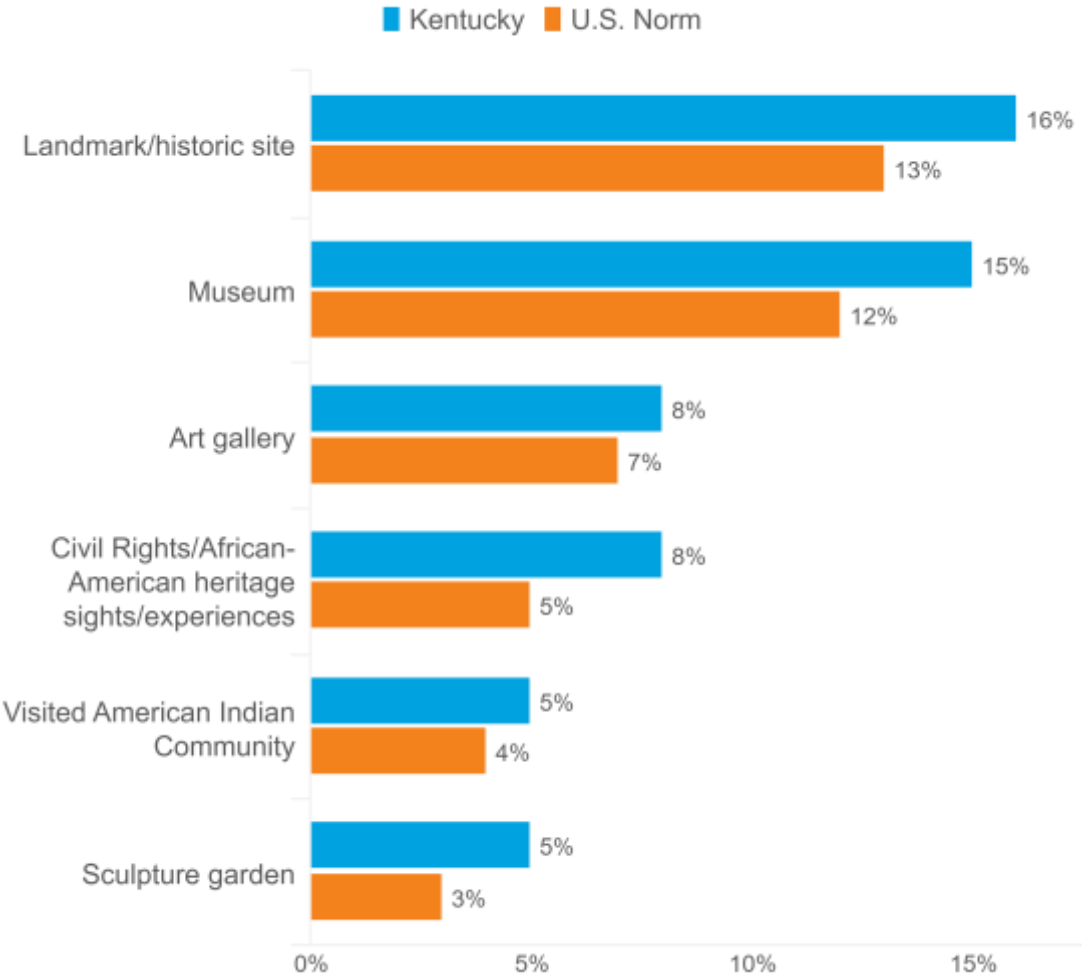
Kentucky

37%

U.S. Norm

31%

Cultural Activities





Sporting Activities

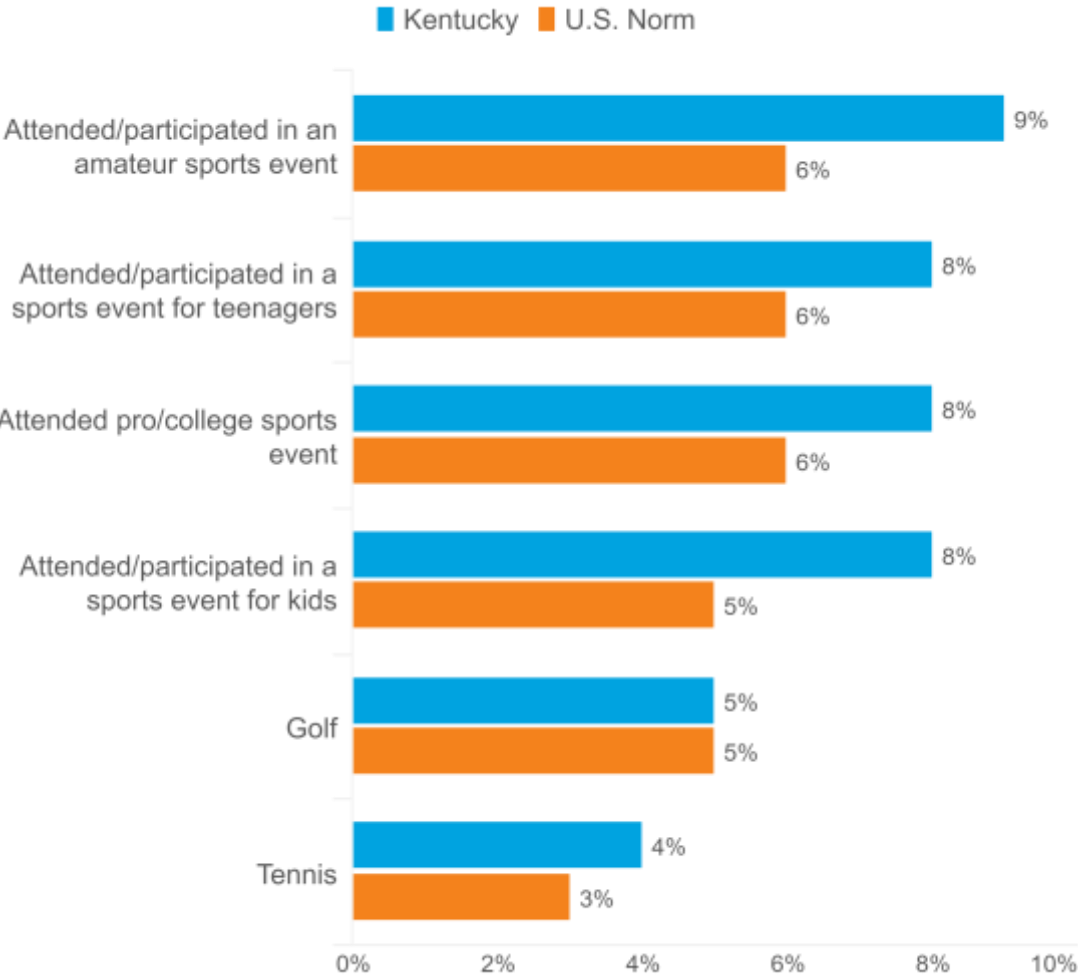
Kentucky

27%

U.S. Norm

23%

Sporting Activities





Business Activities

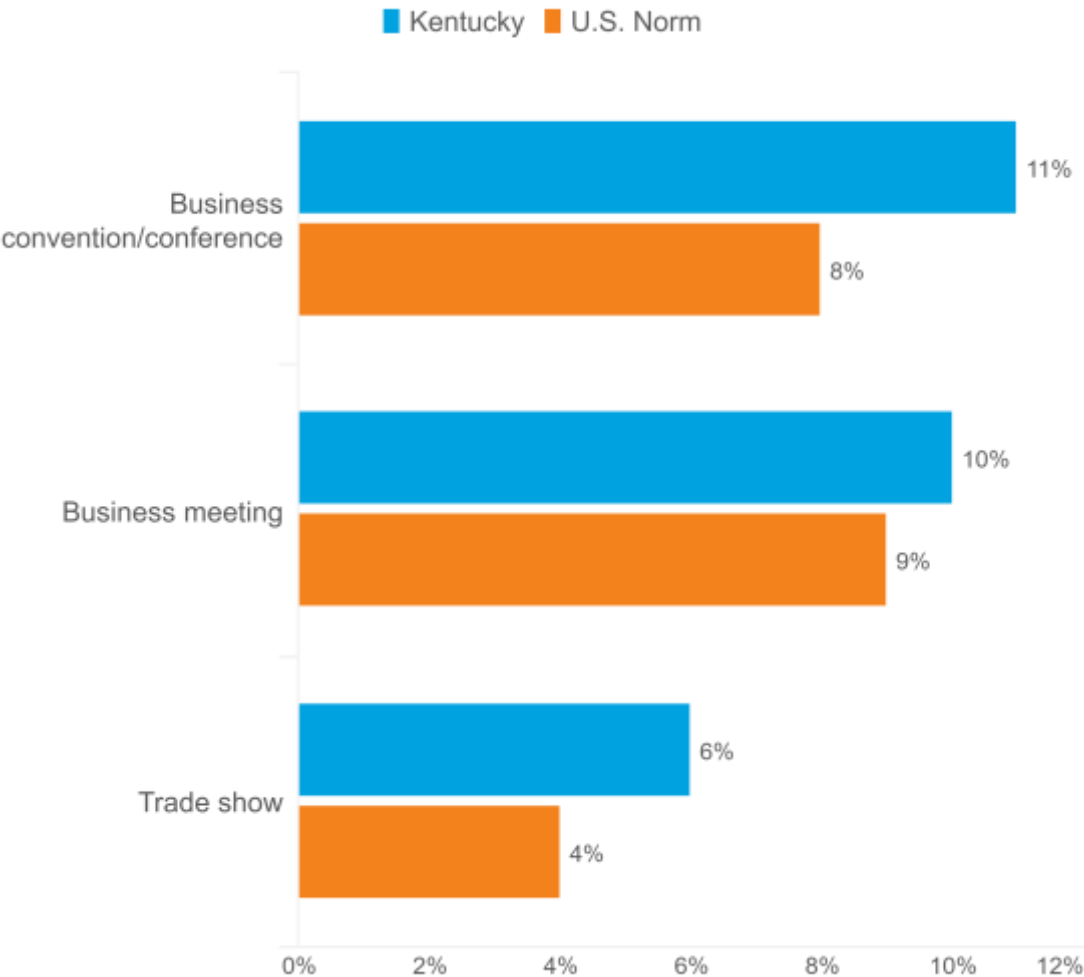
Kentucky

21%

U.S. Norm

17%

Business Activities





Other Activities

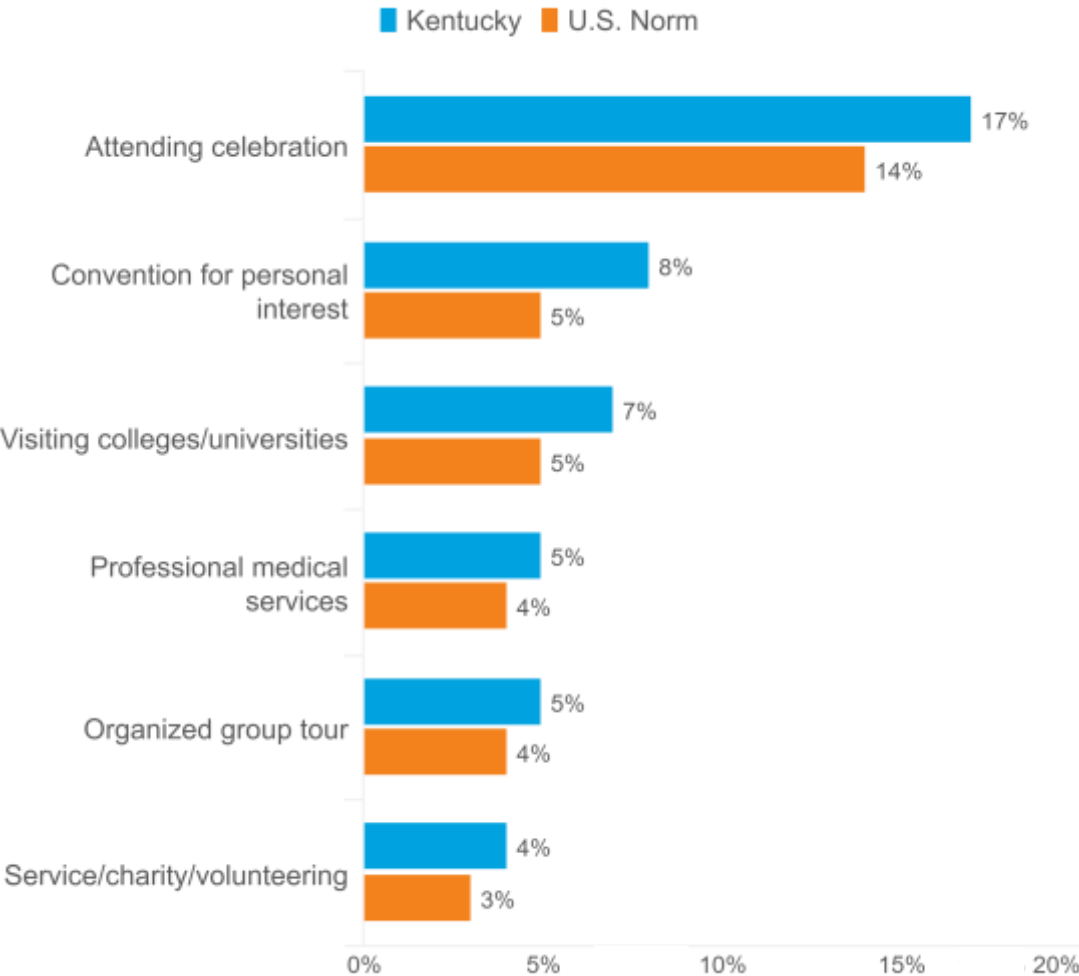
Kentucky

33%

U.S. Norm

28%

Other Activities









Shopping Types on Trip

Base: 2024 Overnight Person-Trips that included Shopping

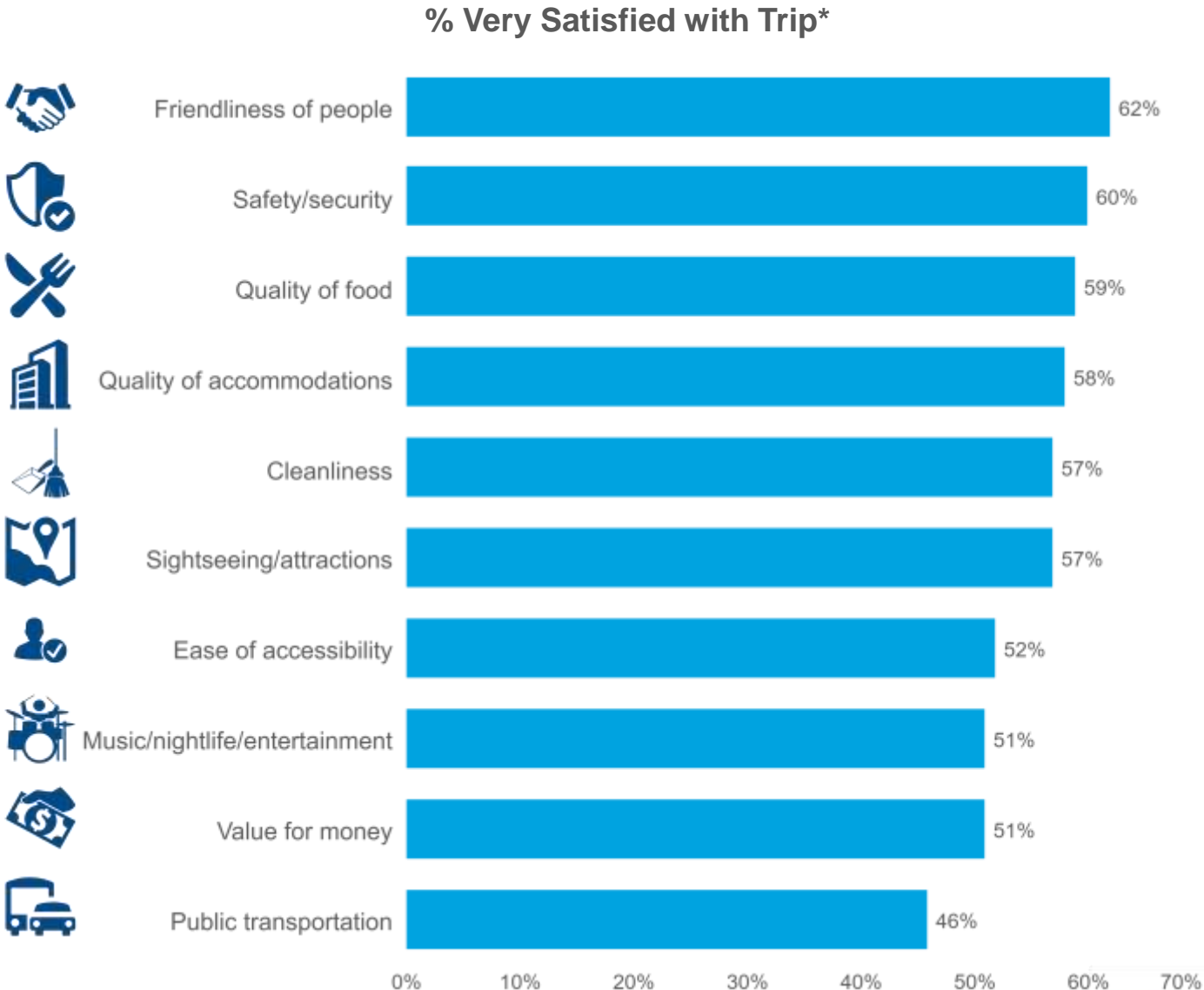
	Kentucky	U.S. Norm
	Outlet/mall shopping	49%45%
	Shopping at locally owned businesses	45%48%
	Convenience/grocery shopping	45%43%
	Big box stores (Walmart, Costco)	39%30%
	Souvenir shopping	39%37%
	Antiquing	20%12%
	Farmers market	20%17%

Dining Types on Trip

	Kentucky	U.S. Norm
	Fast food	54%45%
	Casual dining	54%57%
	Unique/local food	30%32%
	Carry-out/food delivery service	25%24%
	Fine/upscale dining	16%20%
	Picnicking	14%10%



75%
of overnight travelers were
very satisfied with their overall
trip experience

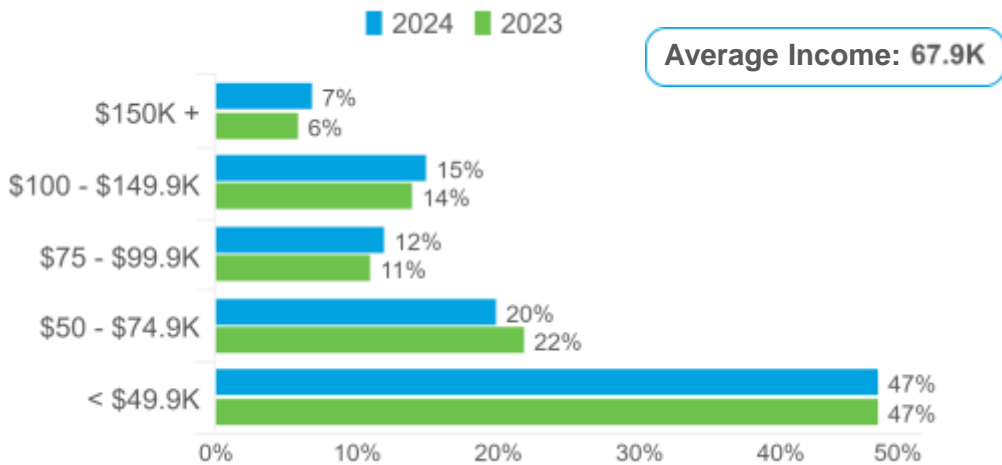


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

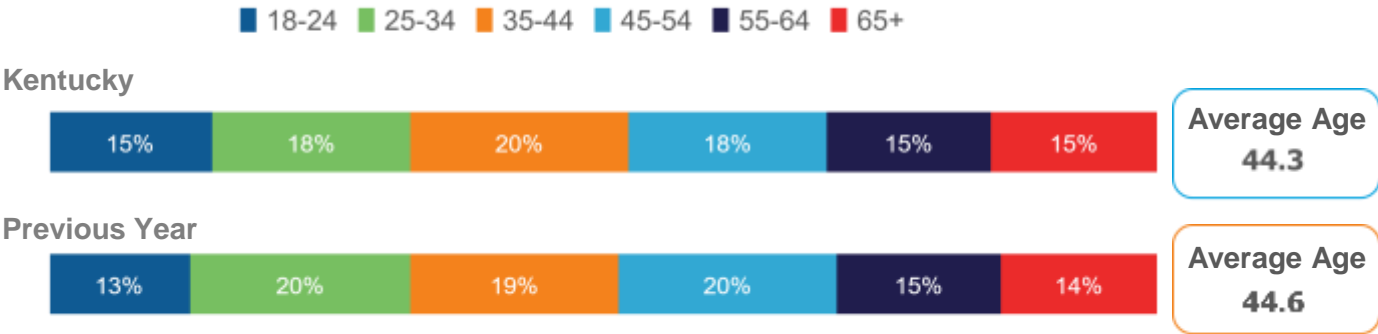
Demographic Profile of Overnight Kentucky Visitors

Base: 2024 Overnight Person-Trips

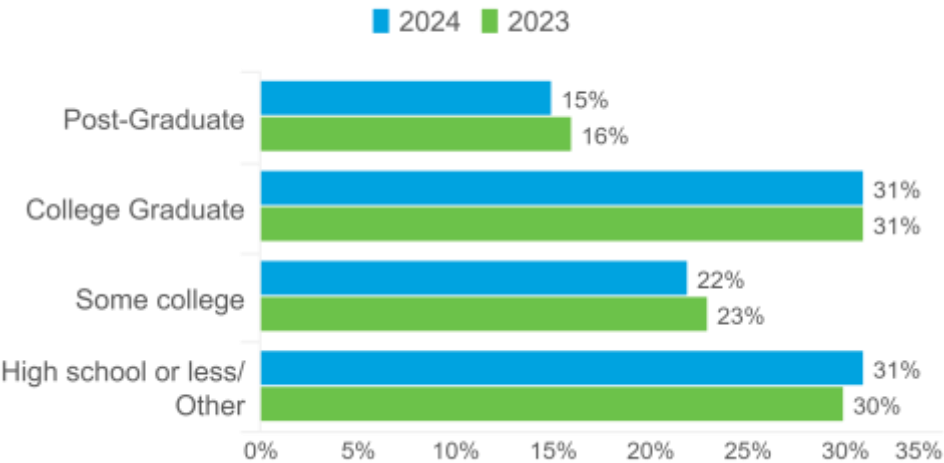
Household Income



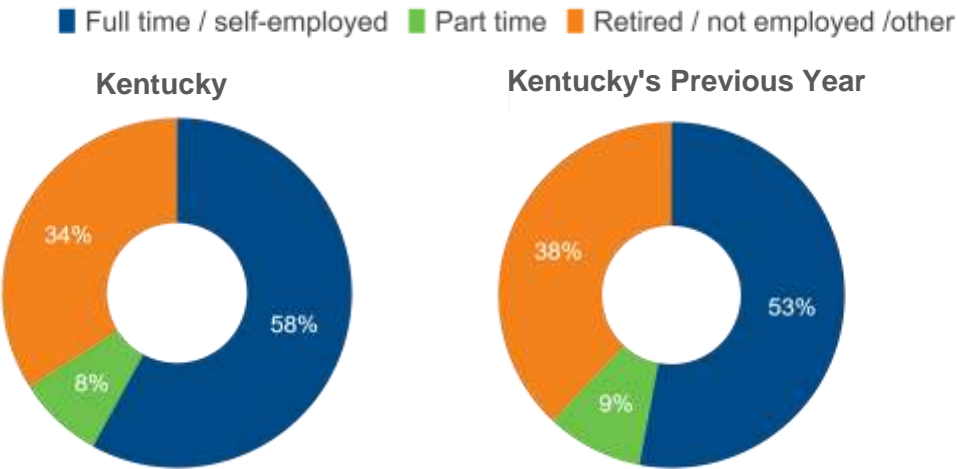
Age



Educational Attainment



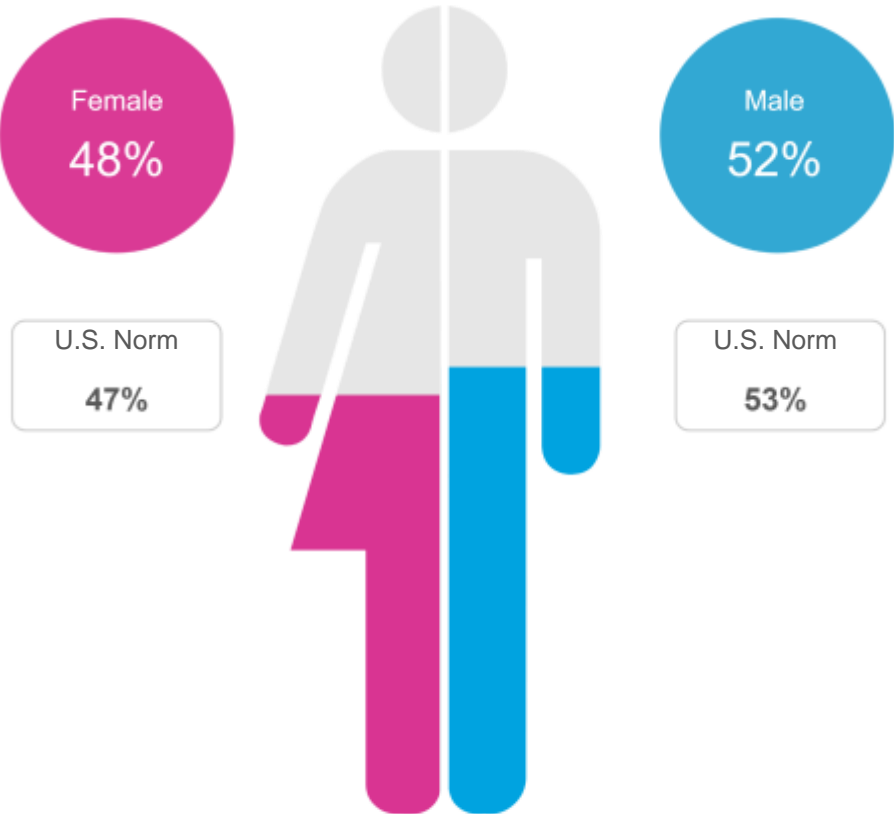
Employment



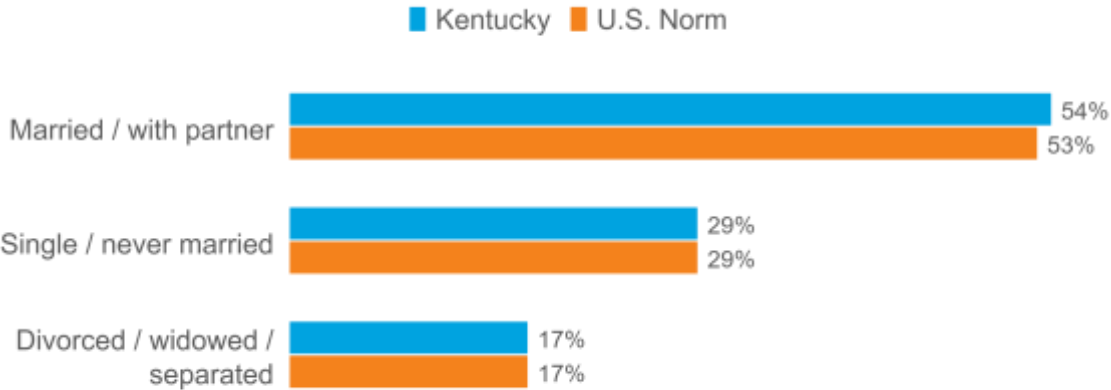
Demographic Profile of Overnight Kentucky Visitors

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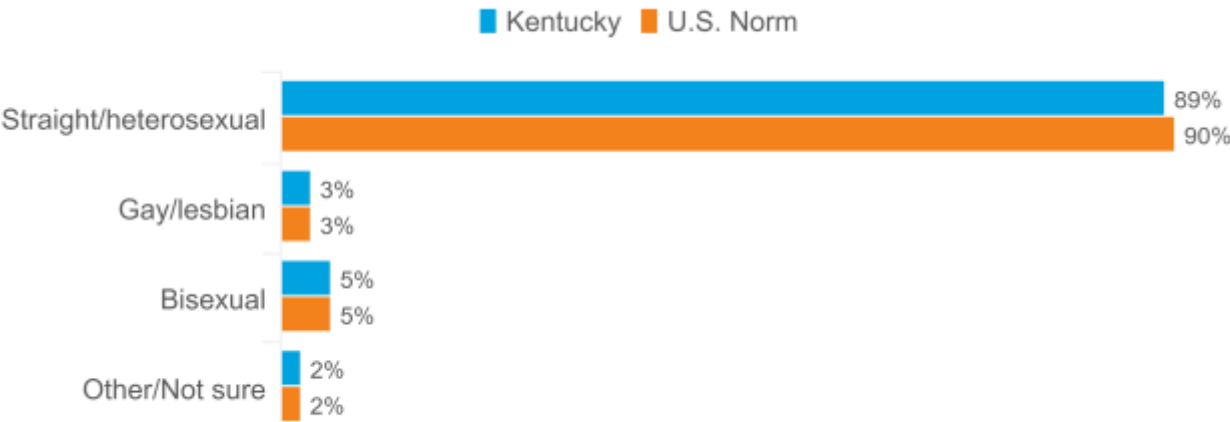
Gender



Marital Status



Sexual Orientation

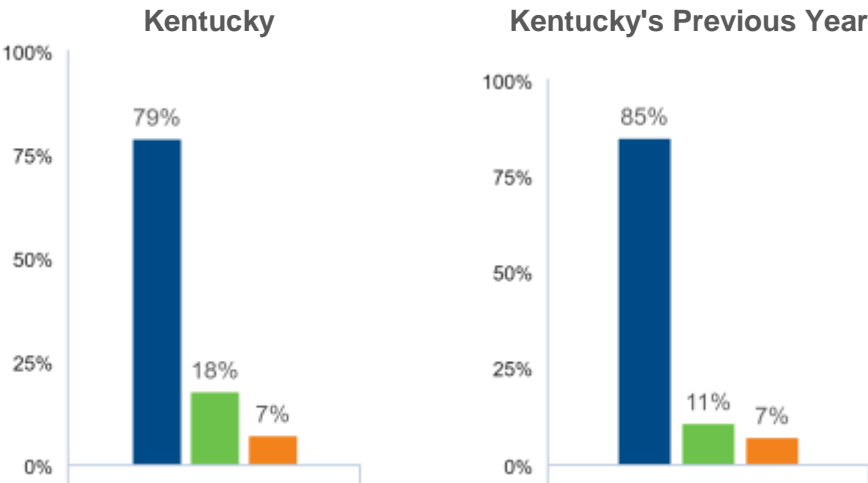


Demographic Profile of Overnight Kentucky Visitors

Base: 2024 Overnight Person-Trips

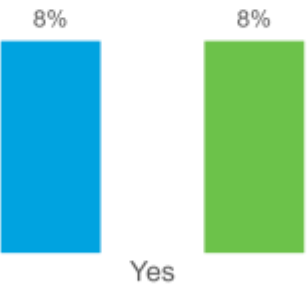
Race

White African-American Other



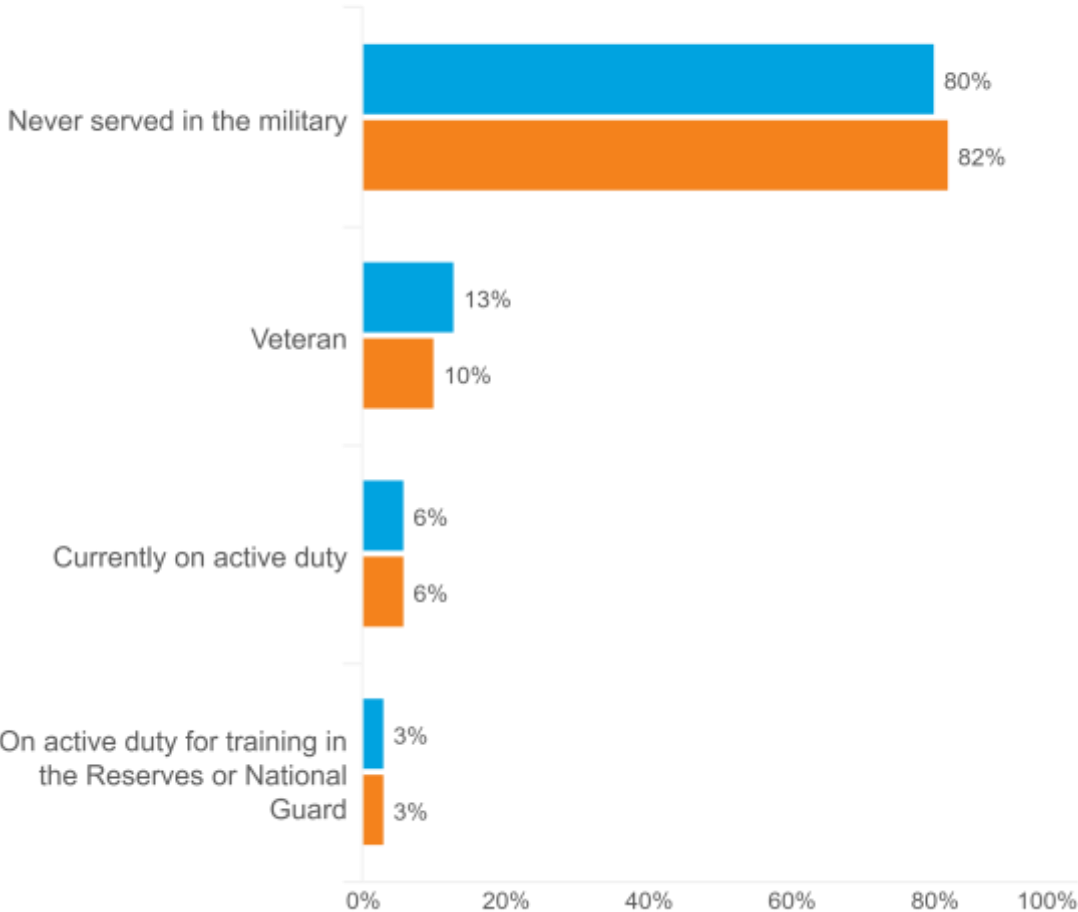
Hispanic Background

2024 2023

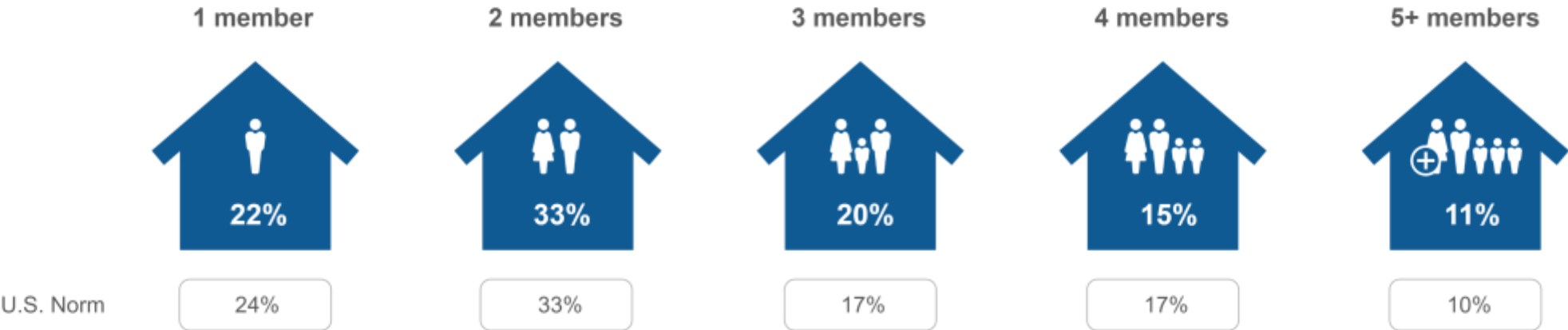


Military Status

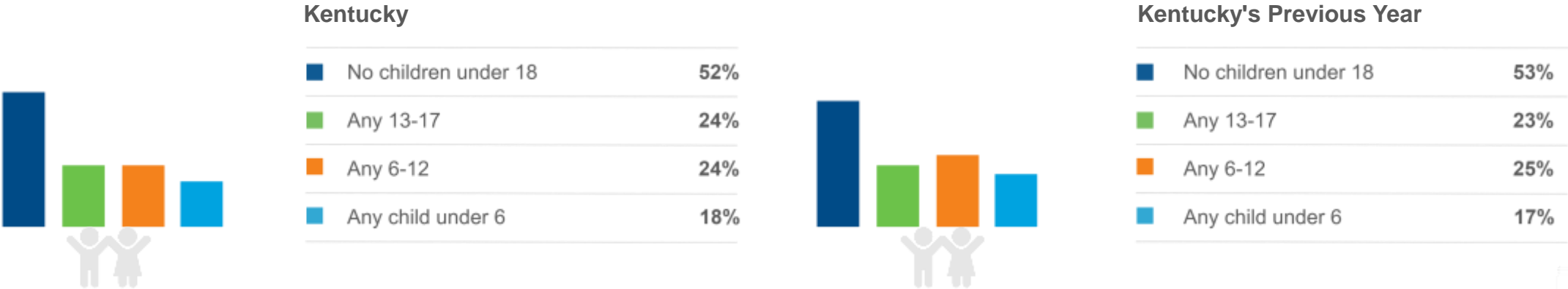
Kentucky U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Region Map

TEAM  **KENTUCKY.**

2024



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



Travel USA Visitor Profile

Northern Kentucky River Region

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

410

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

Past Visitation to Northern Kentucky River Region

68% of overnight travelers to Northern Kentucky River Region are repeat visitors

48% of overnight travelers to Northern Kentucky River Region had visited before in the past 12 months

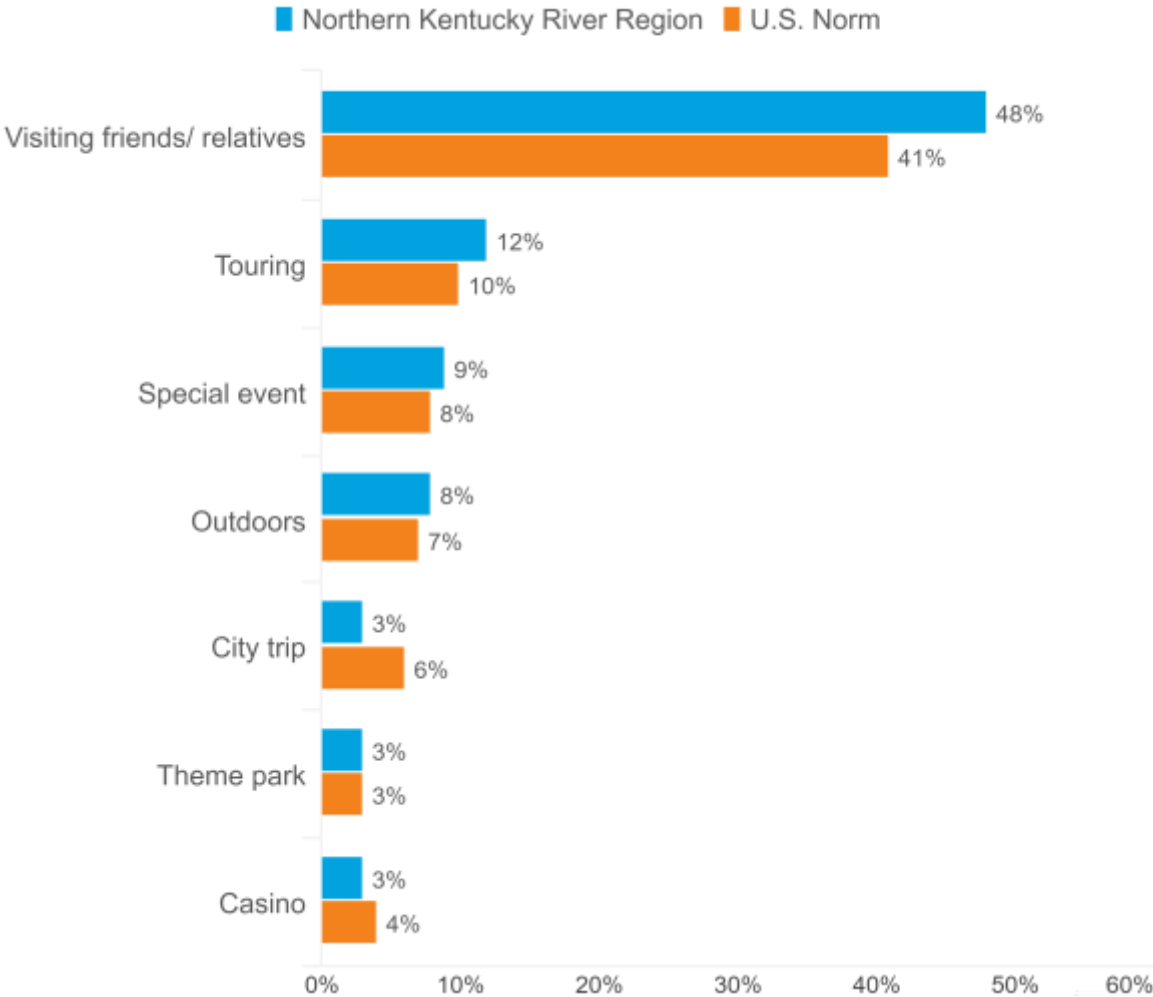
Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Main Purpose of Trip

	2024
Visiting friends/ relatives	48%
Touring	12%
Special event	9%
Outdoors	8%
Other business trip	6%
Business-Leisure	3%
City trip	3%
Theme park	3%
Casino	3%
Resort	2%
Ski/Snowboarding	1%
Golf Trip	1%
Conference/ Convention	1%
Cruise	<1%

Main Purpose of Leisure Trip (Top 7)



2024 Northern Kentucky River Region Overnight Trips



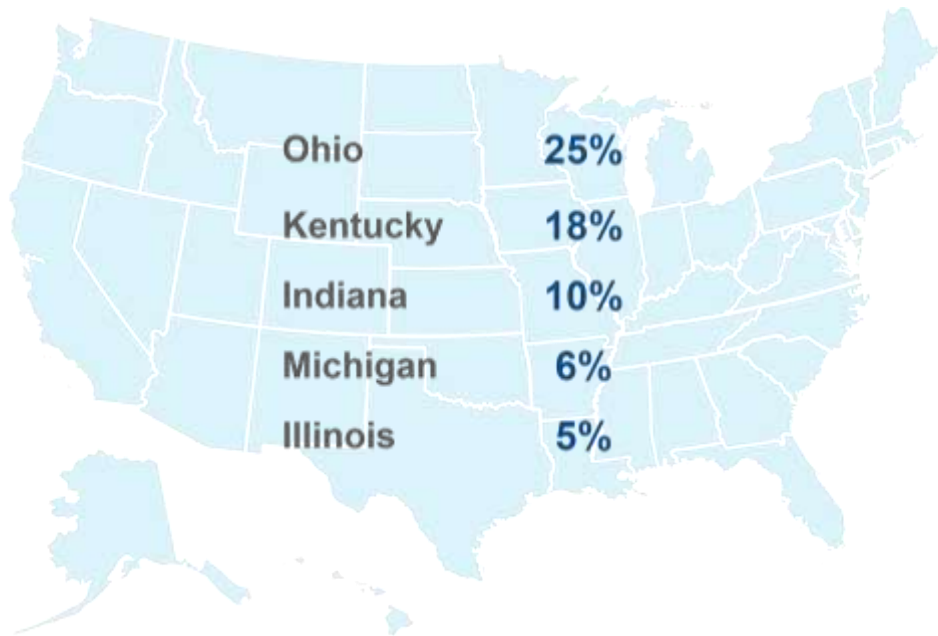
2024 U.S. Overnight Trips



Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

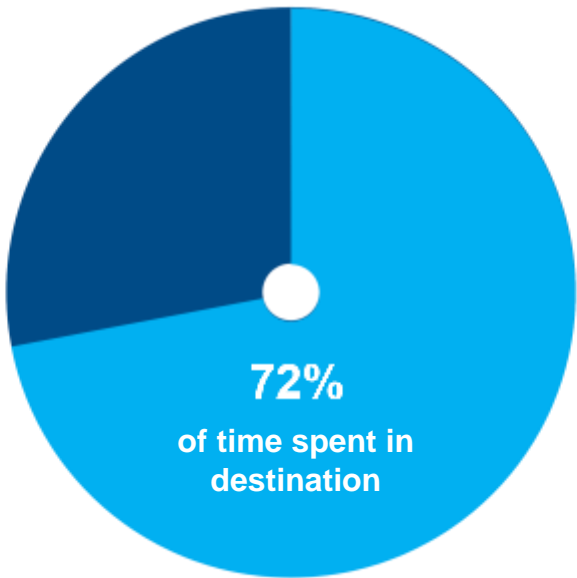
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 10)

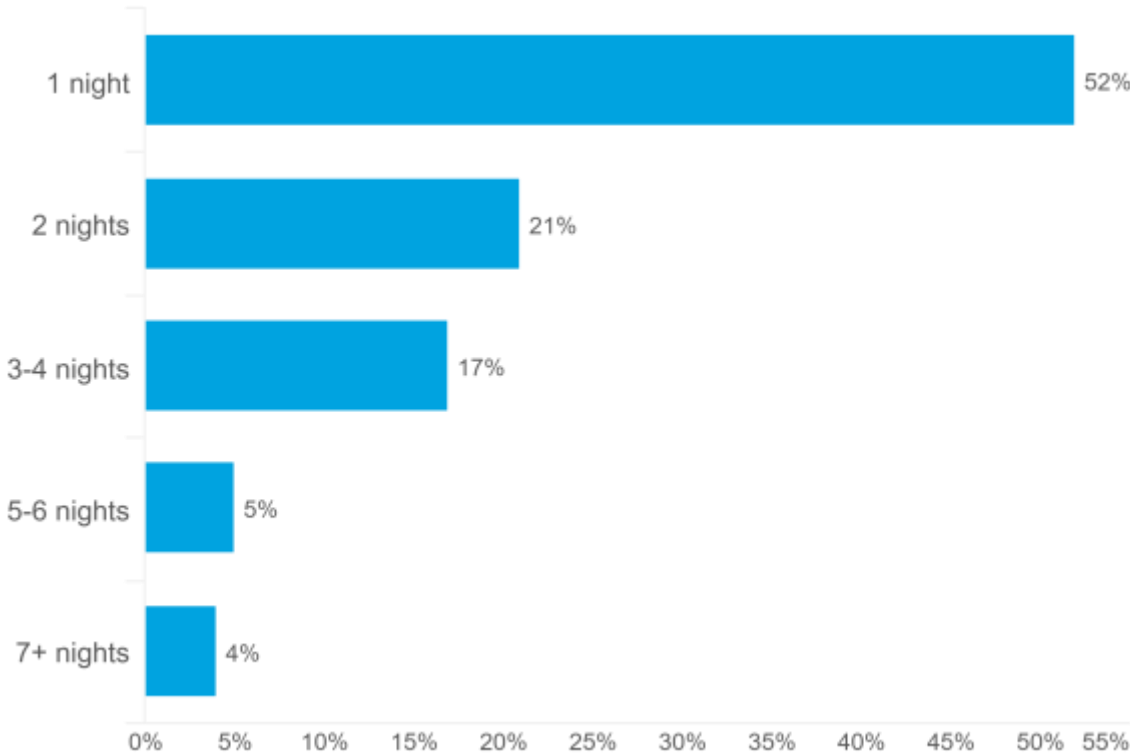
	2024	2023
Cincinnati, OH/KY	15%	10%
Lexington, KY	7%	6%
Columbus, OH	5%	5%
Louisville, KY	5%	7%
Indianapolis-Lafayette, IN	5%	9%
Chicago, IL	5%	3%
New York, NY	4%	1%
Nashville, KY/TN	3%	3%
Charleston-Huntington, KY/OH/WV	3%	4%
Detroit, MI	3%	1%

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in Northern Kentucky River Region



Northern Kentucky River Region
3.2
Average Nights

U.S. Norm
3.7
Average Nights

Average number
of nights
2.3

Average last
year
2.5

Size of Travel Party

■ Adults ■ Children

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

Northern Kentucky River Region



Average number of people

U.S. Norm



Average number of people

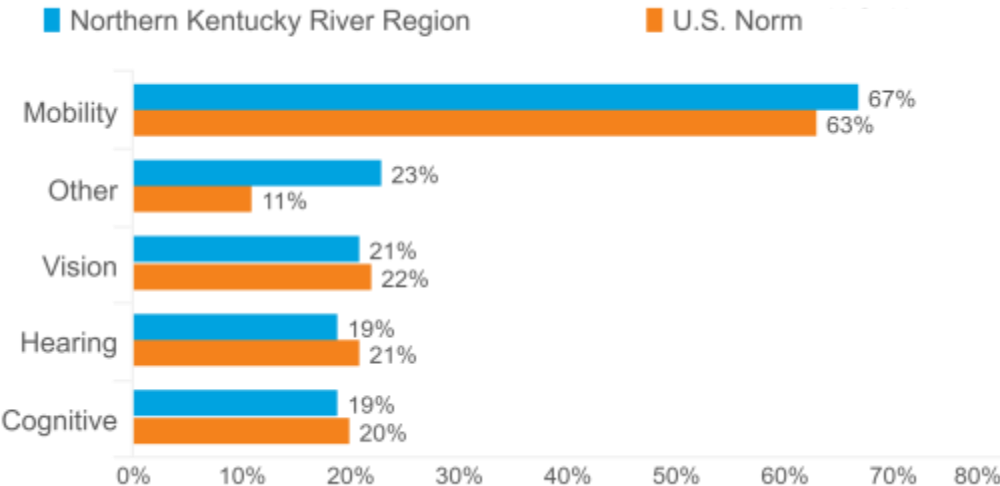


19% of travel parties had a travel party member that required accessibility services

2023: 15%

Disability Categorization

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





25% of trips only had one person in the travel party

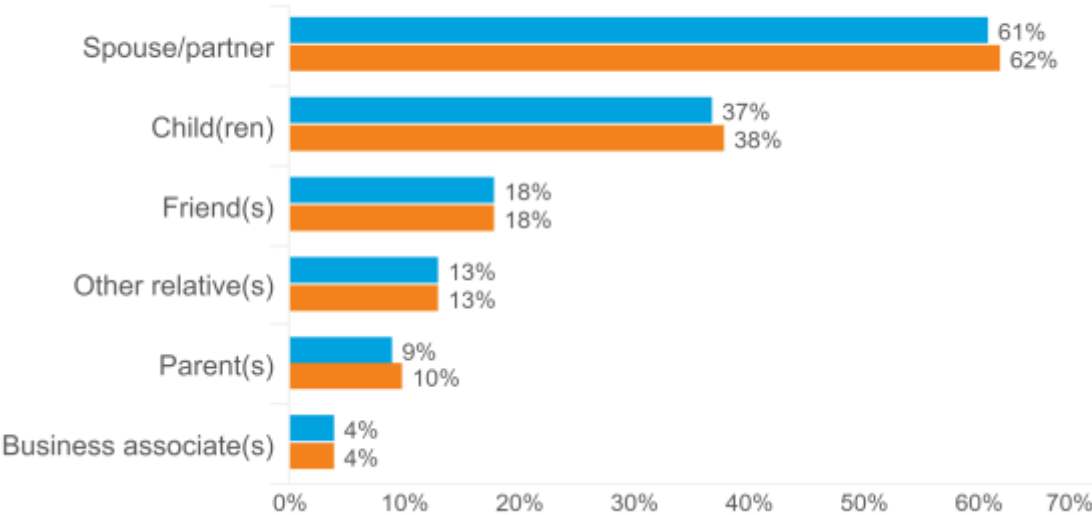
U.S. Norm: **26%**

Composition of Immediate Travel Party

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

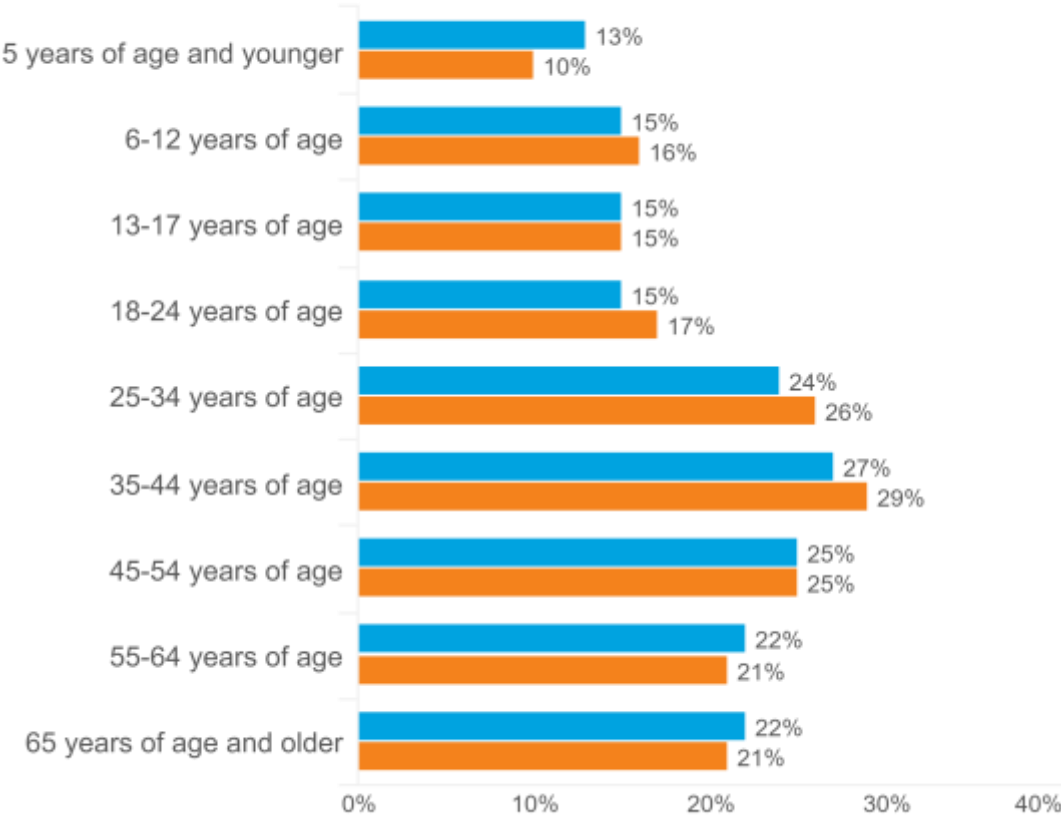
*Child(ren) is based on the relationship to the respondent

■ Northern Kentucky River Region ■ U.S. Norm



Travel Party Age

■ Northern Kentucky River Region ■ U.S. Norm



Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

Transportation Used to get to Destination

77% used their own car/truck to get to their destination

Previous year: **82%**

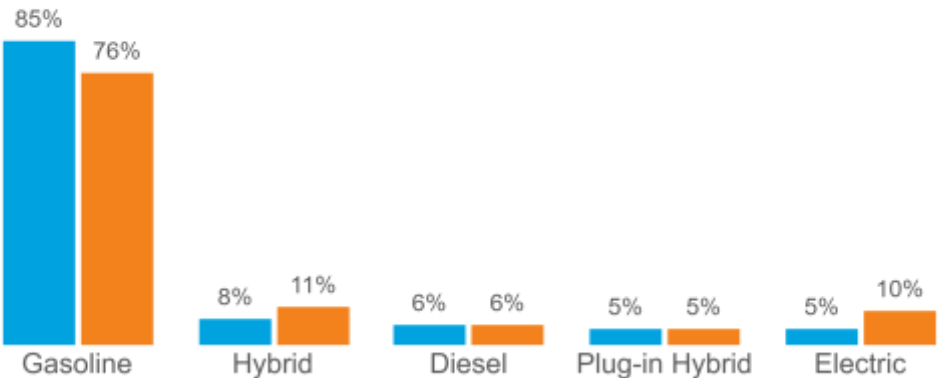
16% used a rental car to get to their destination

Previous year: **10%**

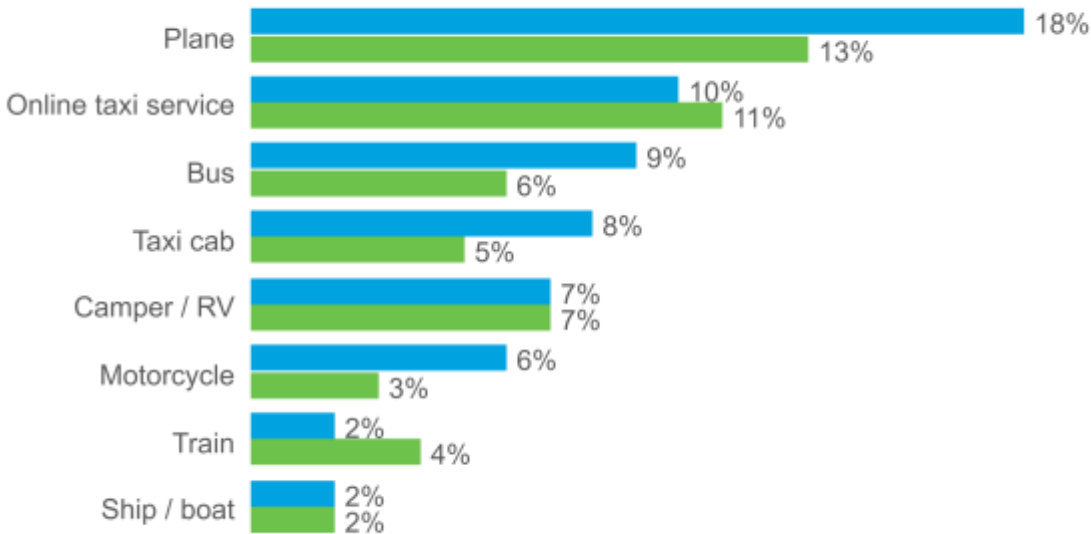


Type of Vehicle Used to get to Destination

■ Northern Kentucky River Region ■ U.S. Norm

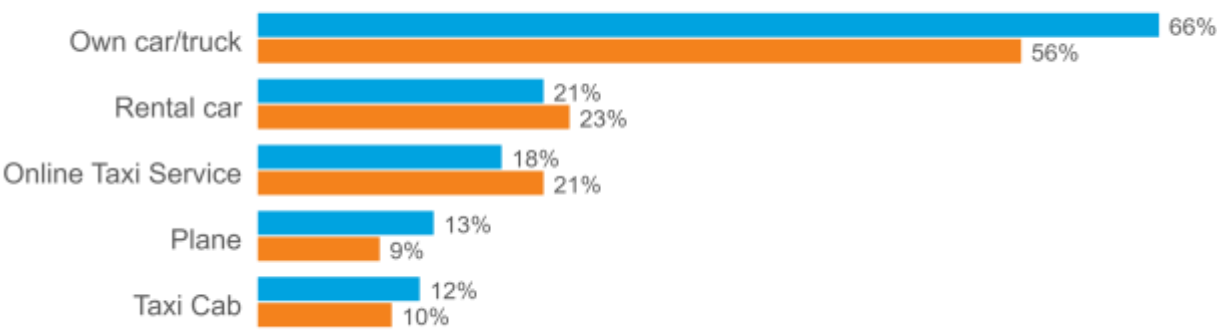


■ 2024 ■ 2023



Transportation Used within Destination (Top 5)

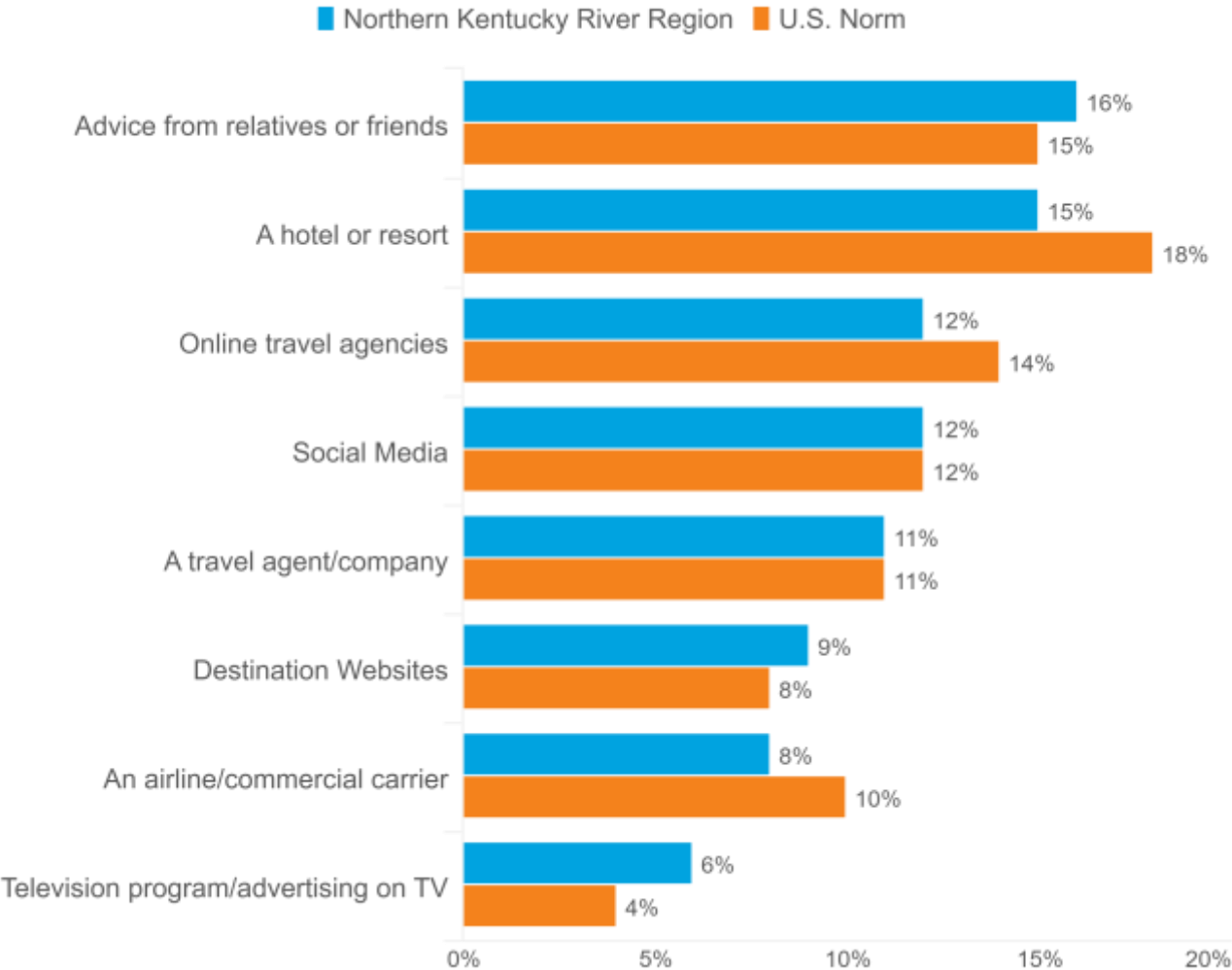
■ Northern Kentucky River Region ■ U.S. Norm



Length of Trip Planning

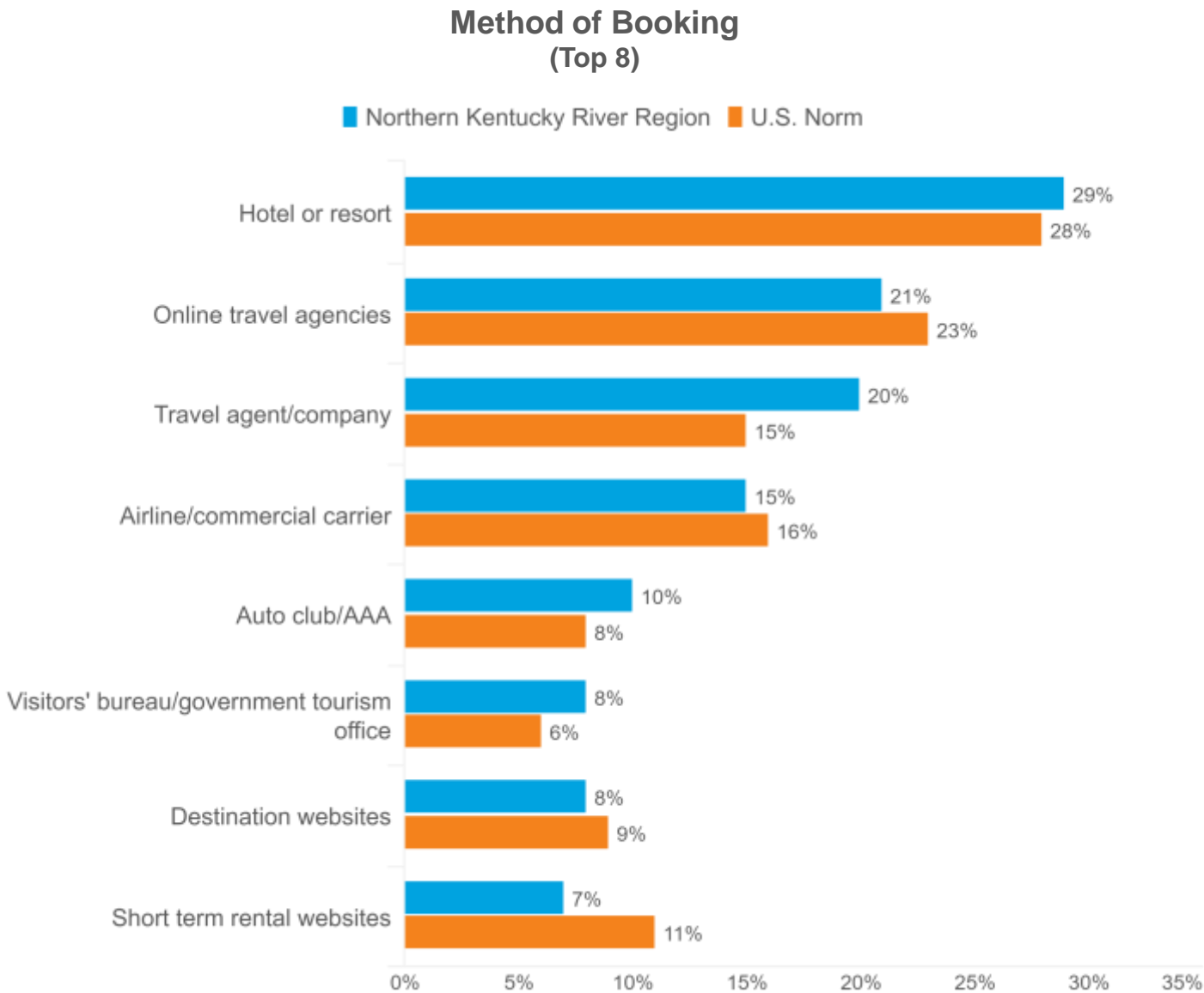
	Northern Kentucky River Region	U.S. Norm
1 month or less	34%	32%
2 months	16%	17%
3-5 months	12%	18%
6-12 months	12%	14%
More than 1 year in advance	7%	4%
Did not plan anything in advance	20%	14%

Trip Planning Information Sources (Top 8)










Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

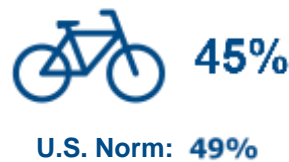


Accommodations (Top 7)

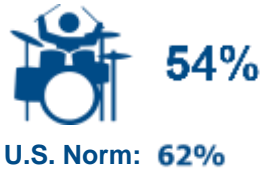
	2024	2023
 Hotel	45%	49%
 Home of friends / relatives	21%	23%
 Motel	13%	14%
 Bed & breakfast	10%	4%
 Resort hotel	8%	5%
 Campground / RV park	6%	5%
 Rented cottage / cabin	6%	4%

Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



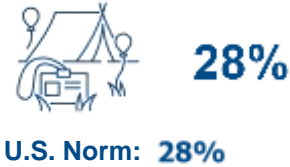
Sporting Activities





Business Activities



Other Activities



Activities and Experiences (Top 10)

	Northern Kentucky River Region	U.S. Norm
 Shopping	21%	26%
 Attending celebration	18%	14%
 Sightseeing	14%	20%
 Bar/nightclub	14%	16%
 Museum	13%	12%
 Hiking/backpacking	11%	8%
 Business meeting	11%	9%
 Fishing	10%	7%
 Nature tours/wildlife viewing/birding	10%	8%
 Zoo	9%	7%



Outdoor Activities

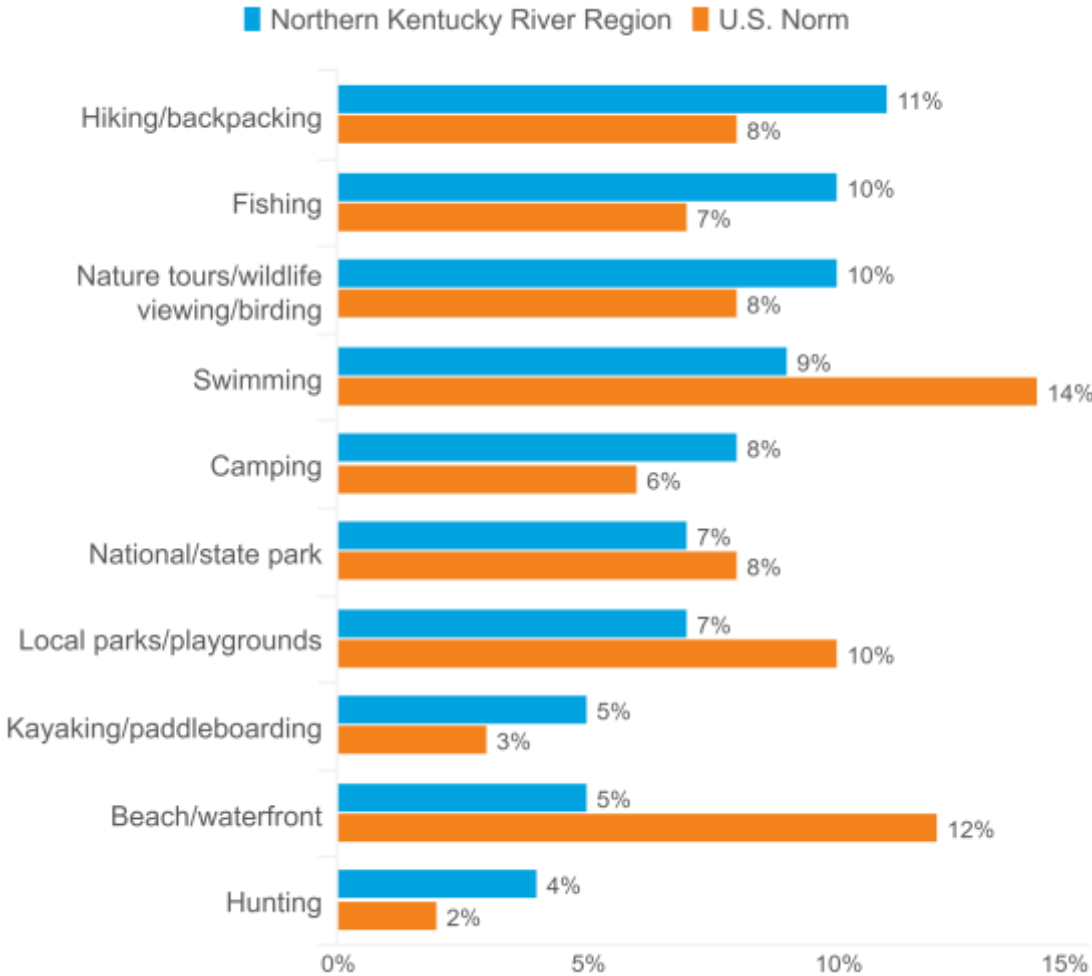
Northern Kentucky
River Region

45%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

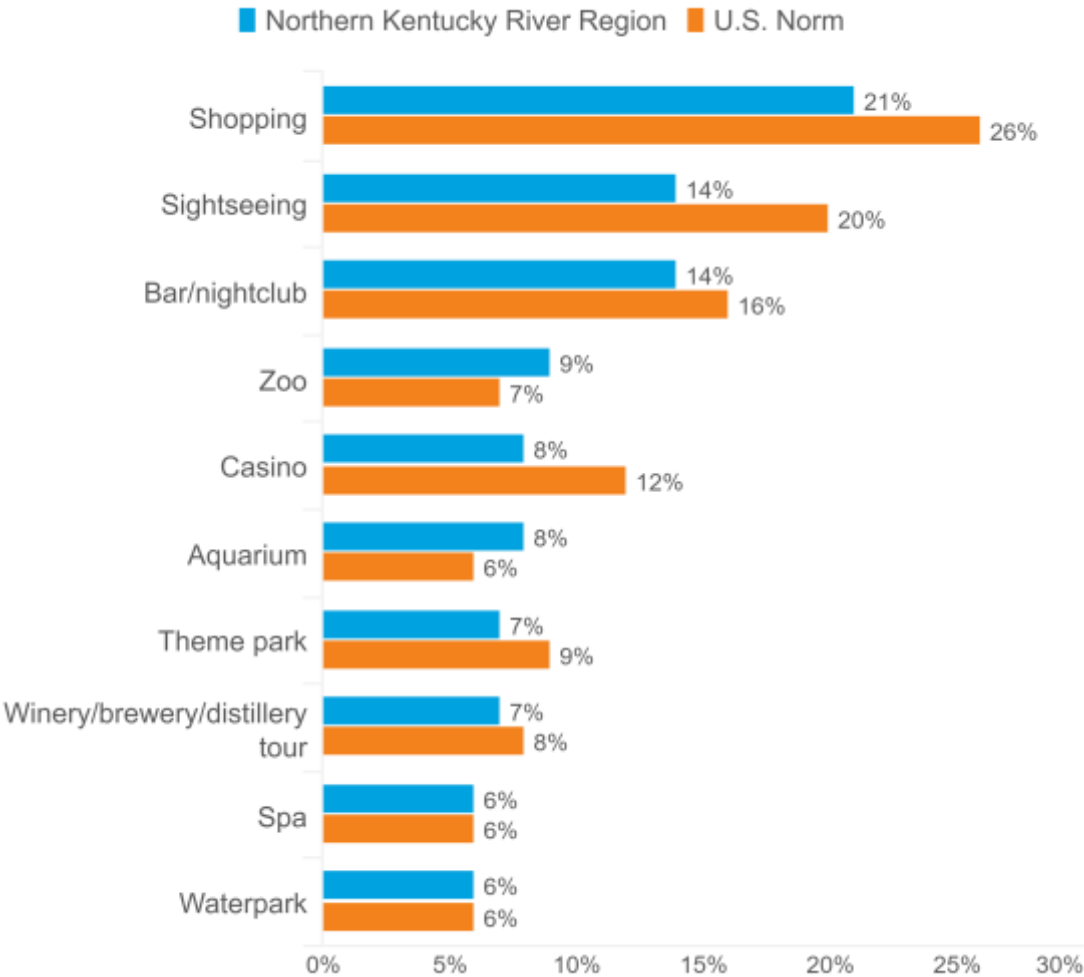
Northern Kentucky
River Region

54%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

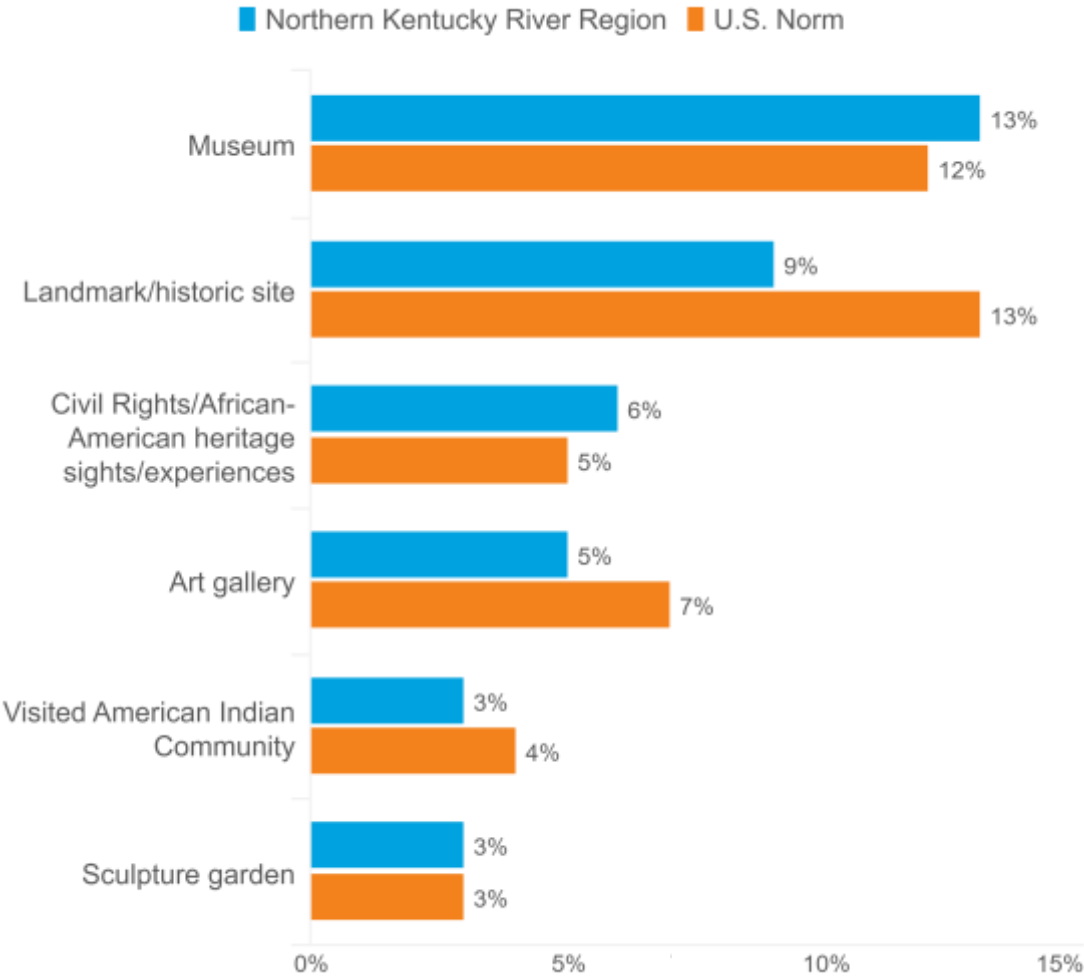
Northern Kentucky
River Region

29%

U.S. Norm

31%

Cultural Activities





Sporting Activities

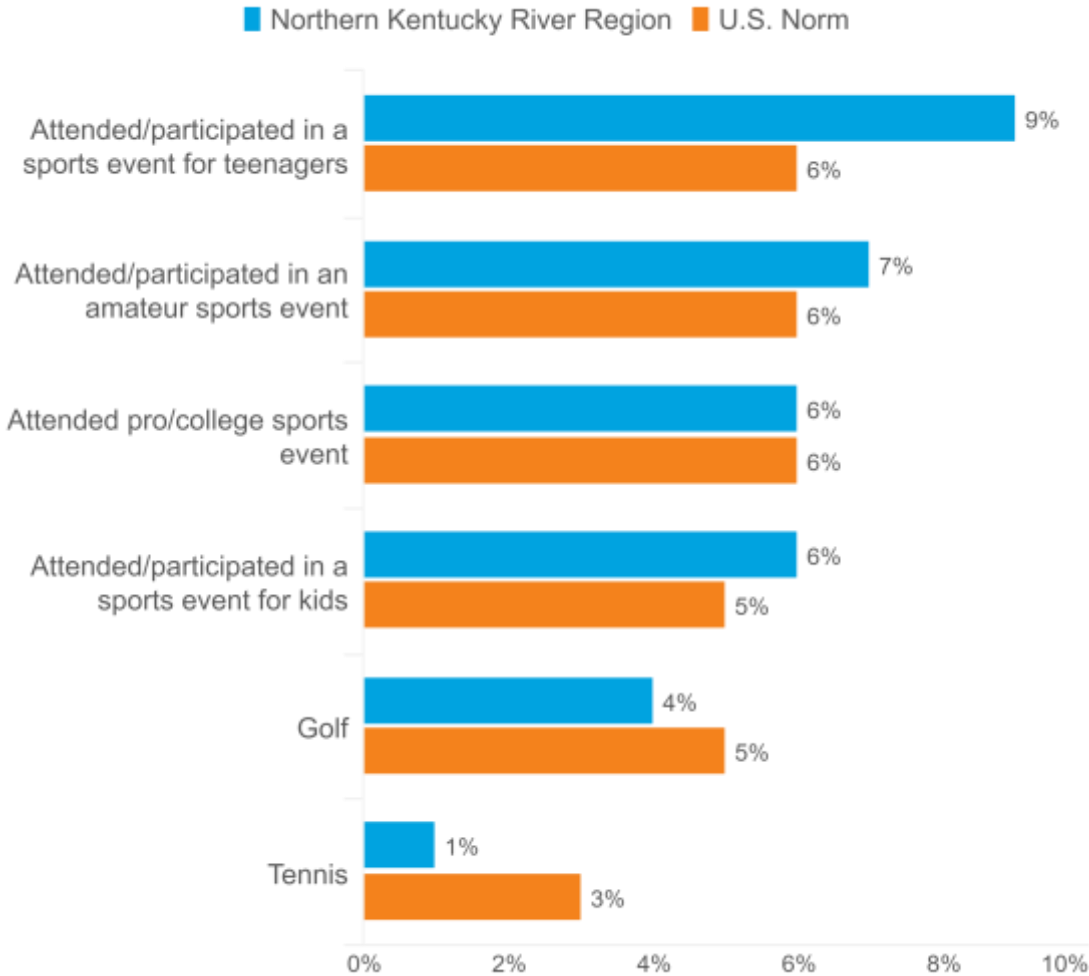
Northern Kentucky
River Region

23%

U.S. Norm

23%

Sporting Activities





Business Activities

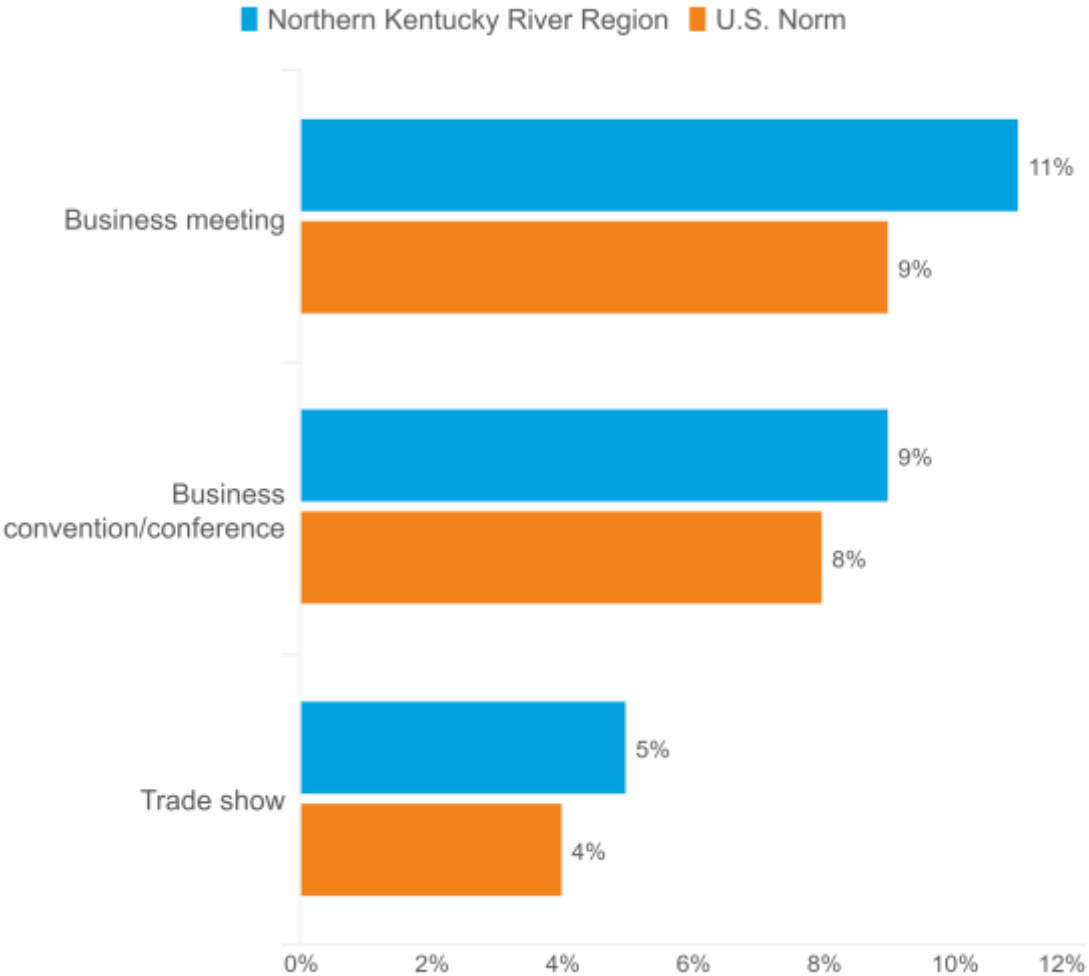
Northern Kentucky
River Region

21%

U.S. Norm

17%

Business Activities





Other Activities

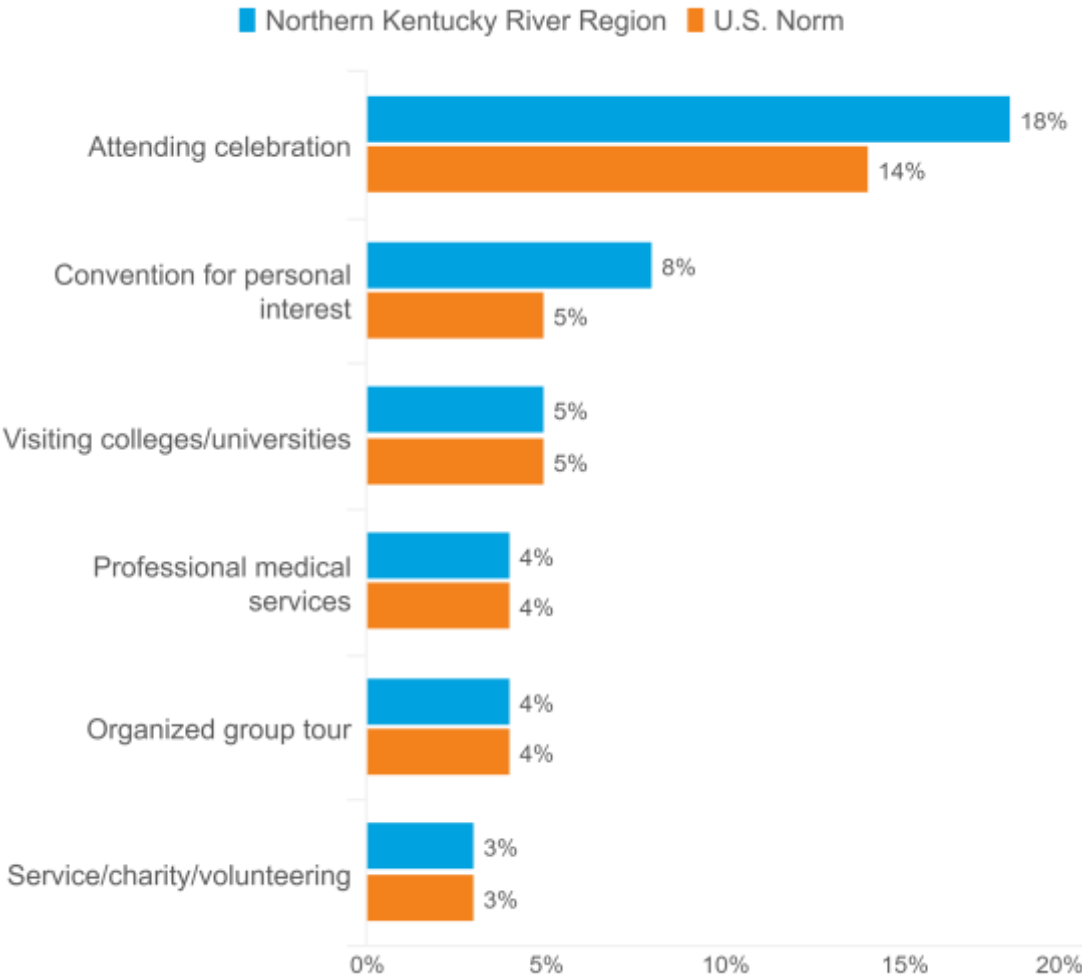
Northern Kentucky
River Region

28%

U.S. Norm

28%





Other Activities



Shopping Types on Trip







Base: 2024 Overnight Person-Trips that included Shopping

Northern Kentucky River
Region U.S. Norm

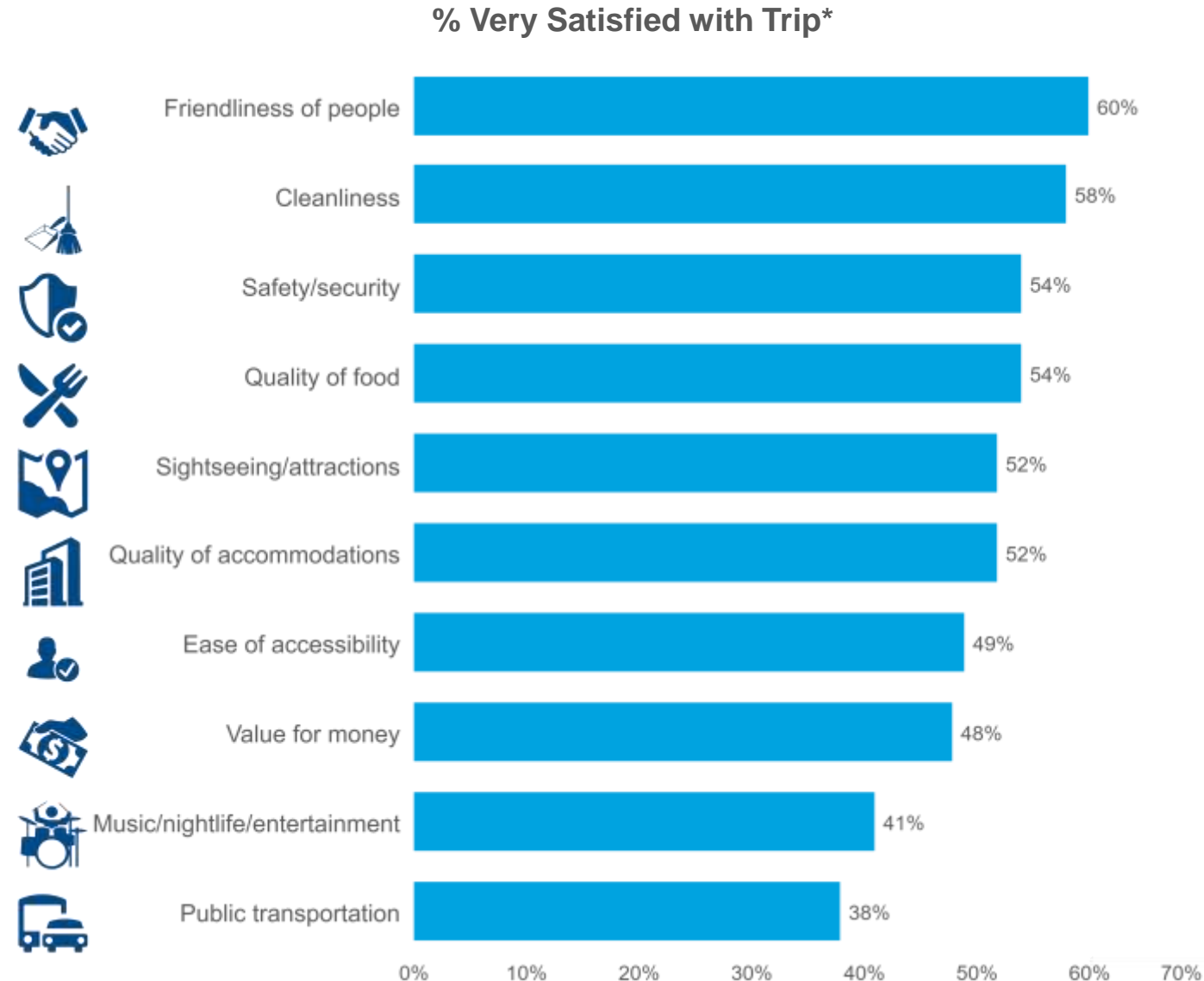
	Outlet/mall shopping	53%	45%
	Shopping at locally owned businesses	46%	48%
	Convenience/grocery shopping	41%	43%
	Big box stores (Walmart, Costco)	35%	30%
	Souvenir shopping	31%	37%
	Farmers market	19%	17%
	Antiquing	14%	12%

Dining Types on Trip

Northern Kentucky River
Region U.S. Norm

	Fast food	51%	45%
	Casual dining	50%	57%
	Carry-out/food delivery service	25%	24%
	Unique/local food	23%	32%
	Picnicking	17%	10%
	Fine/upscale dining	13%	20%

 **65%**
of overnight travelers were
very satisfied with their overall
trip experience

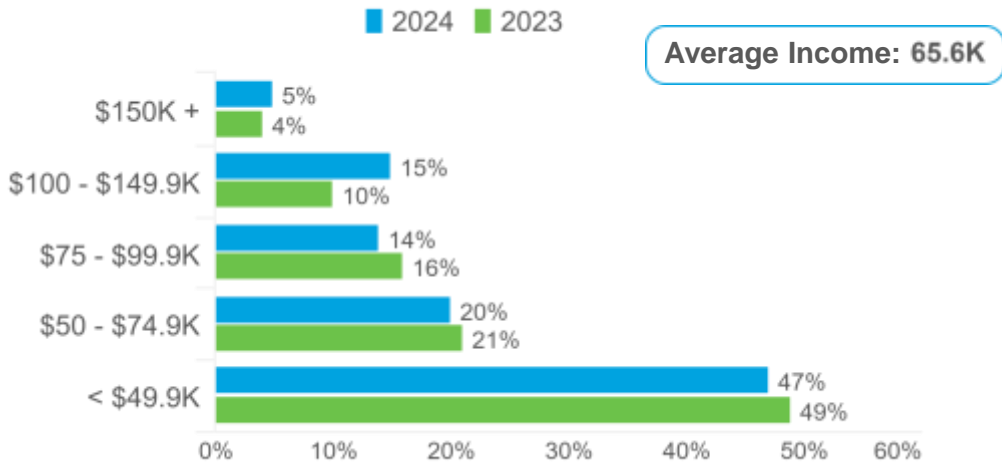


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

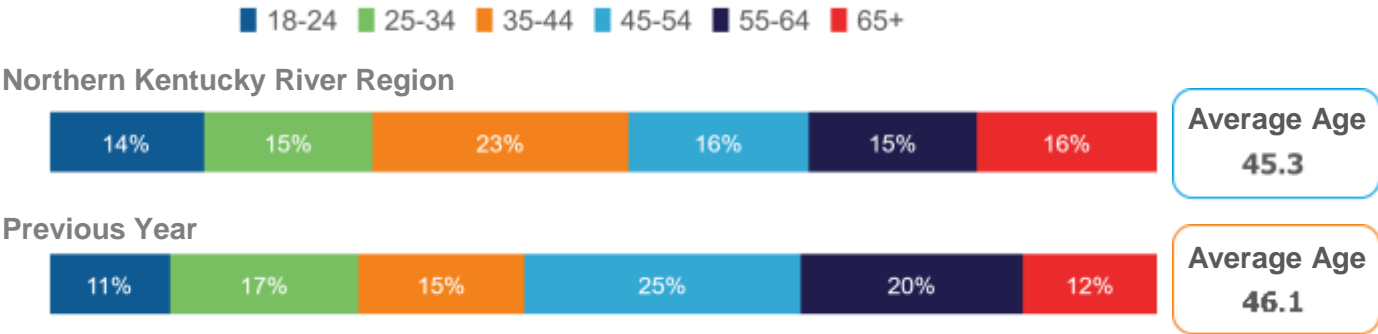
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2024 Overnight Person-Trips

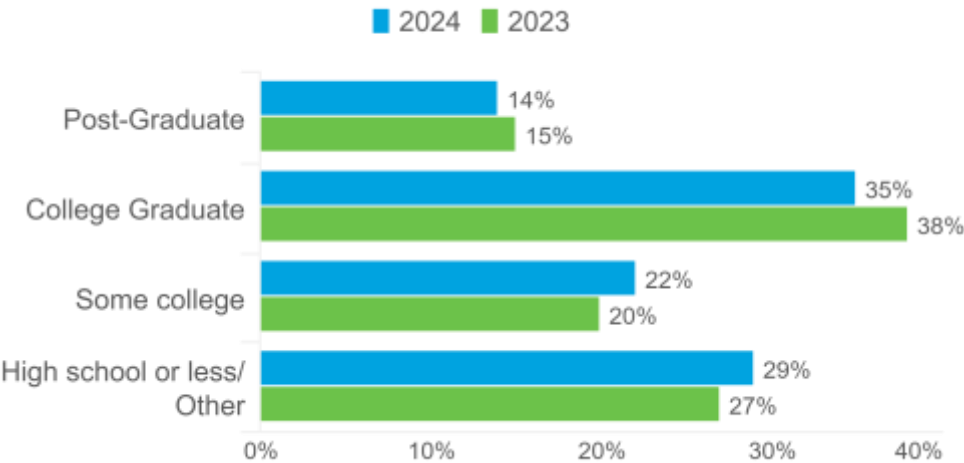
Household Income



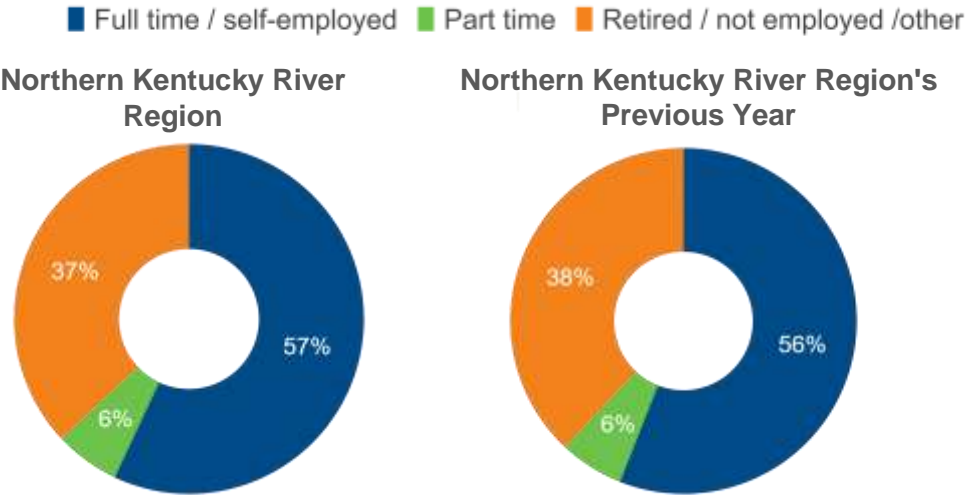
Age



Educational Attainment



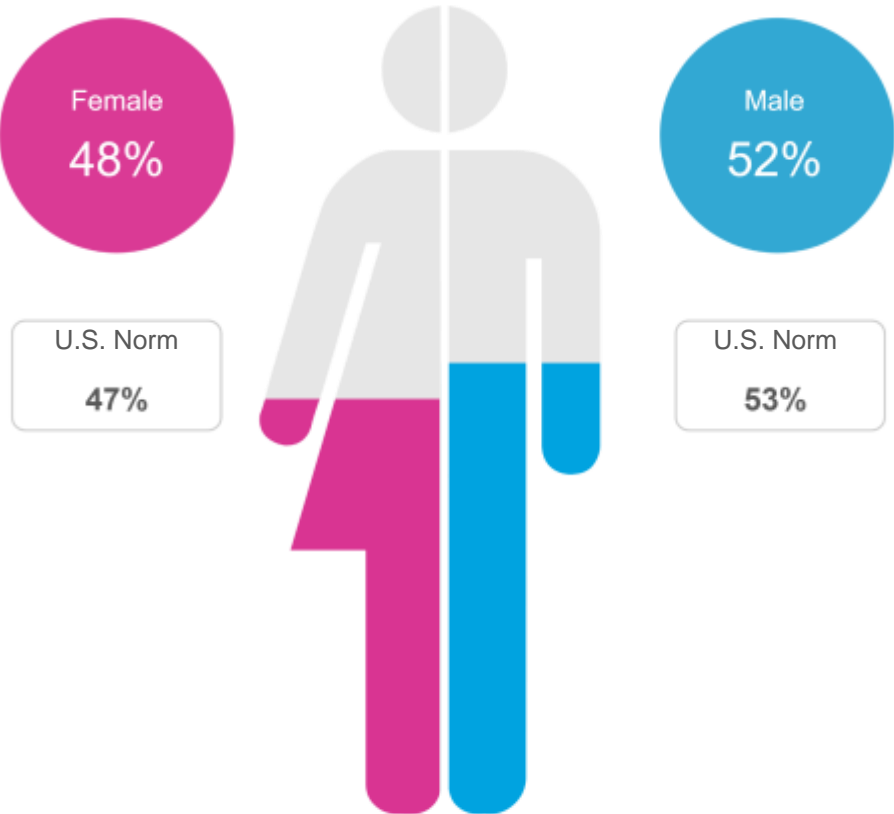
Employment



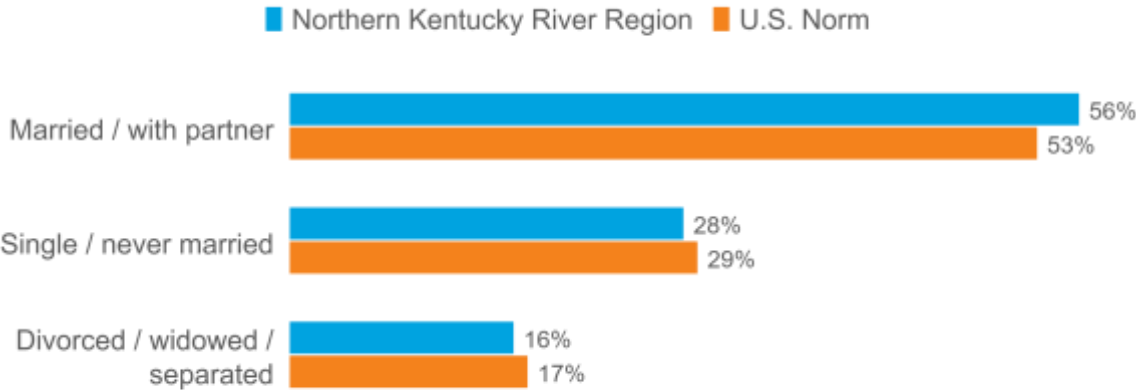
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2024 Overnight Person-Trips

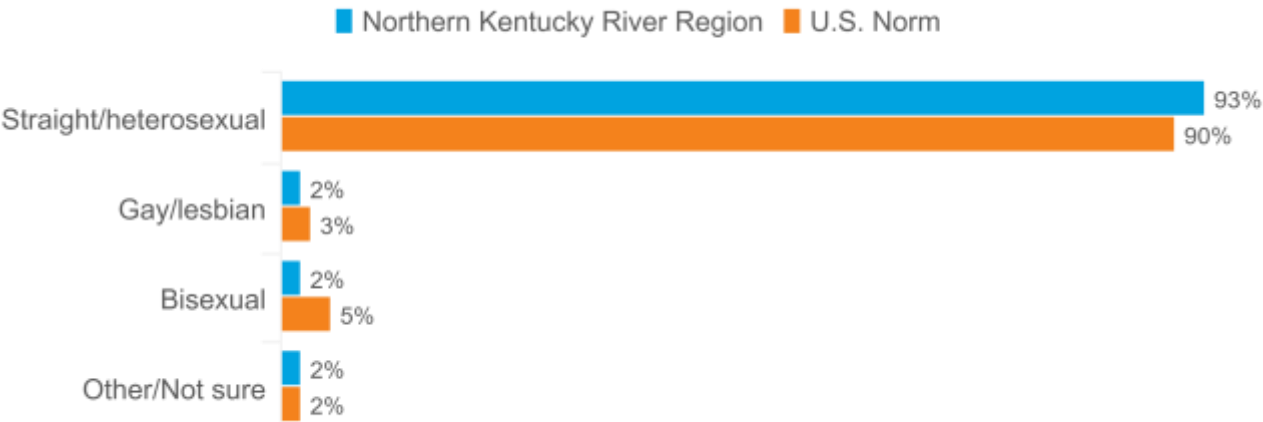
Gender



Marital Status



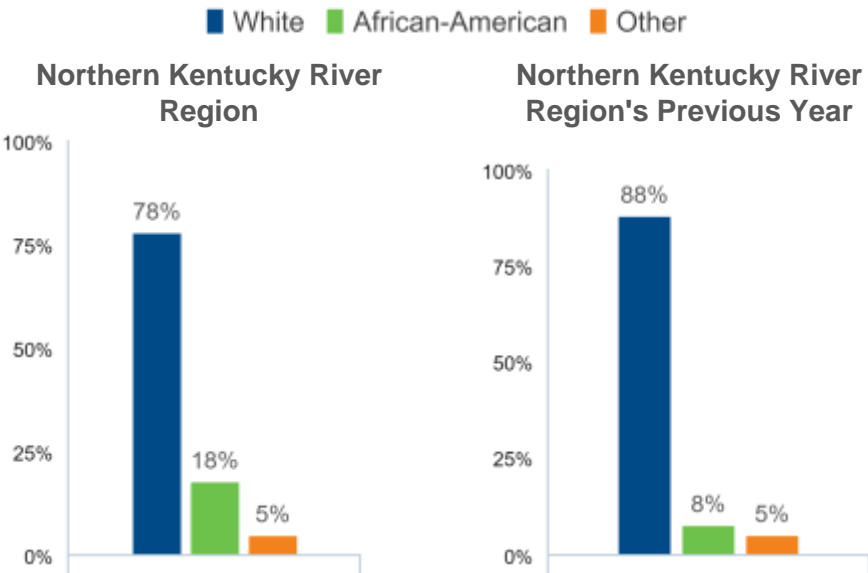
Sexual Orientation



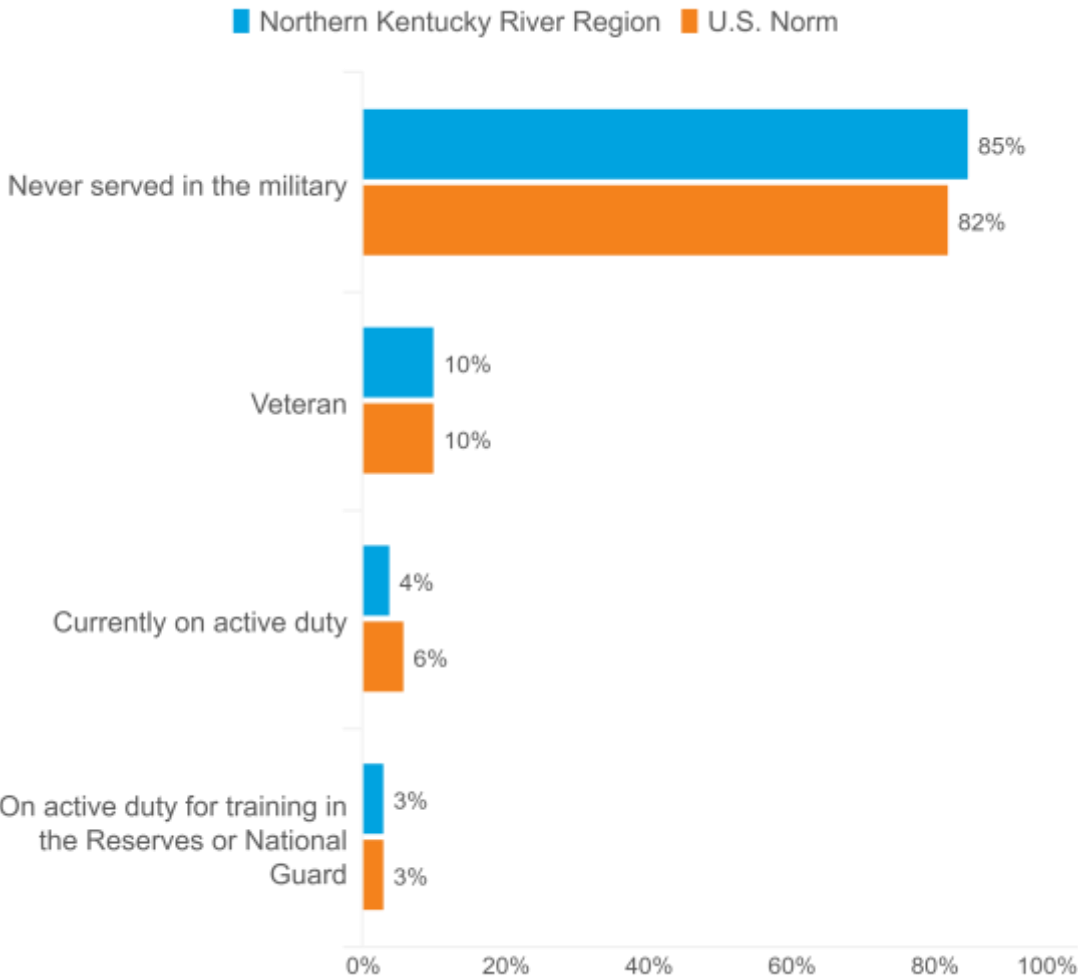
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2024 Overnight Person-Trips

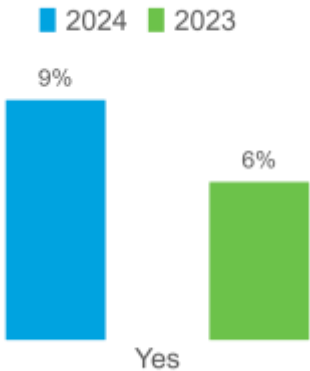
Race



Military Status



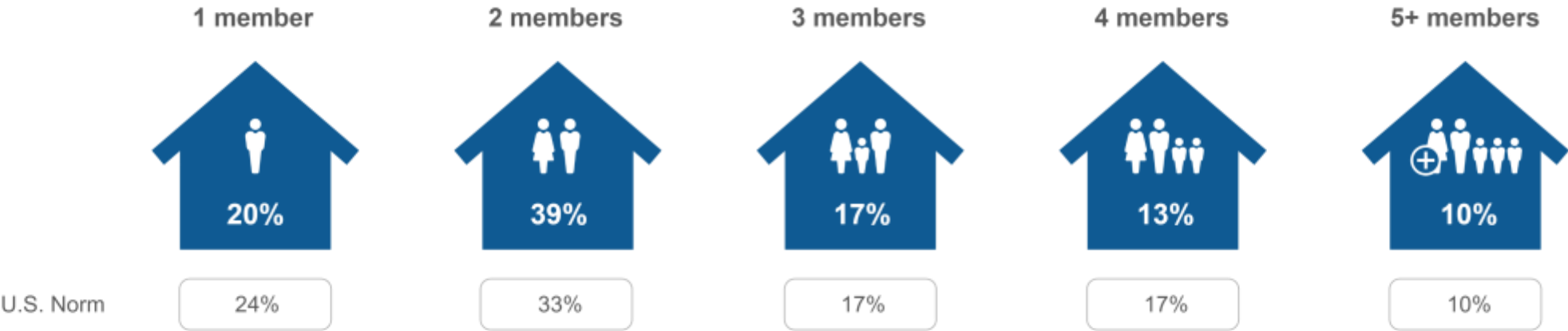
Hispanic Background



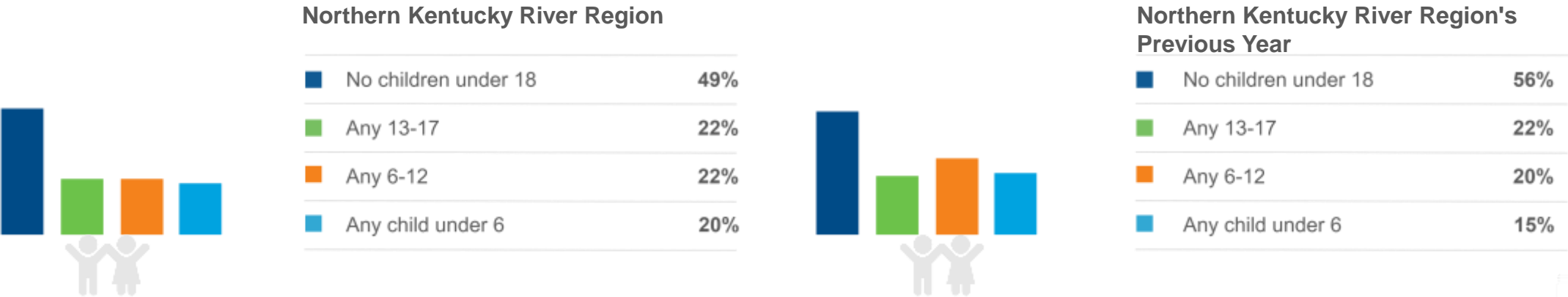
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2024 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Kentucky Appalachians

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

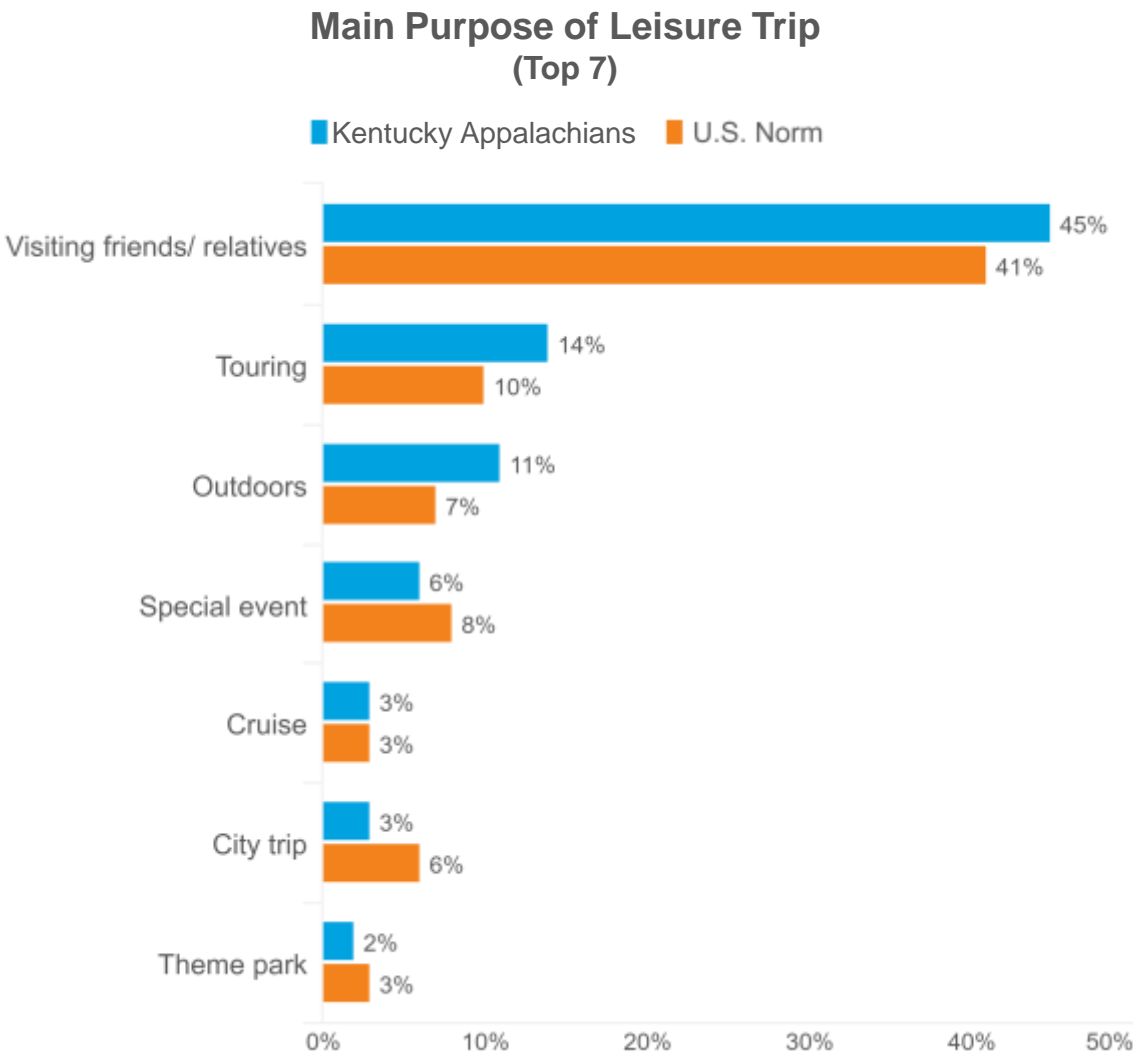
560

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

Past Visitation to Kentucky Appalachians

- 65%** of overnight travelers to Kentucky Appalachians are repeat visitors
- 47%** of overnight travelers to Kentucky Appalachians had visited before in the past 12 months

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	45%
Touring	14%
Outdoors	11%
Special event	6%
Other business trip	4%
Cruise	3%
City trip	3%
Business-Leisure	3%
Conference/ Convention	3%
Theme park	2%
Casino	2%



Kentucky Appalachians Overnight Trips



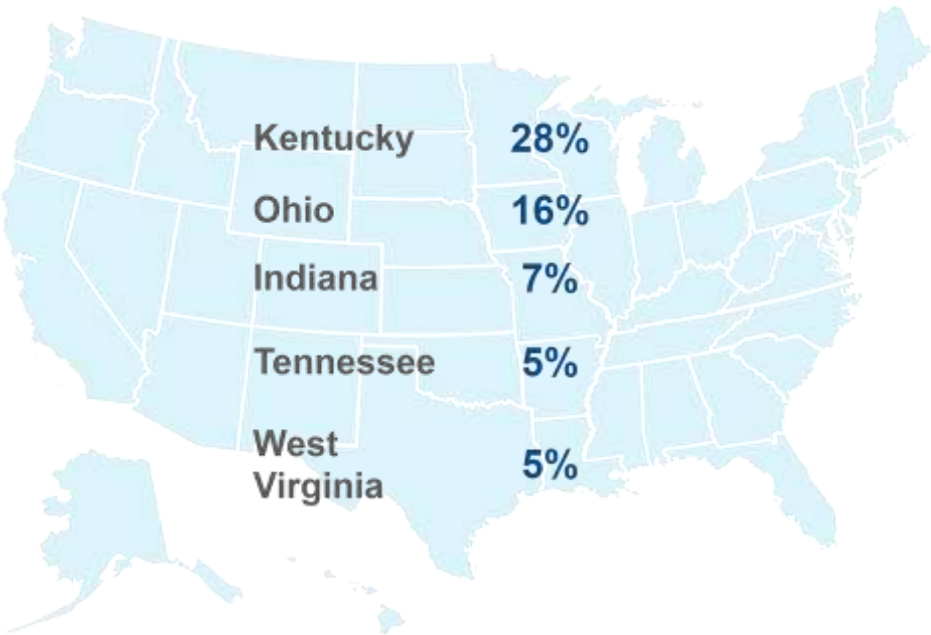
2024 U.S. Overnight Trips



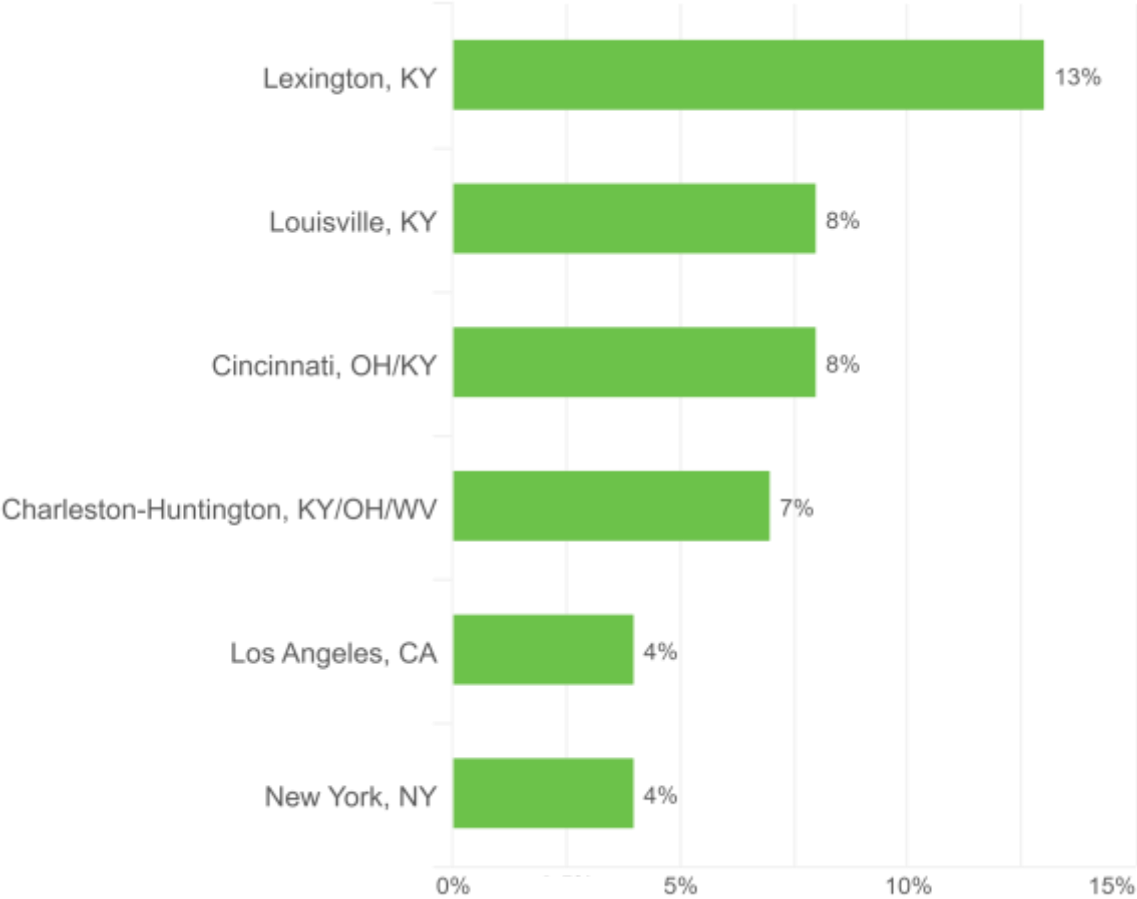
Kentucky Appalachians' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

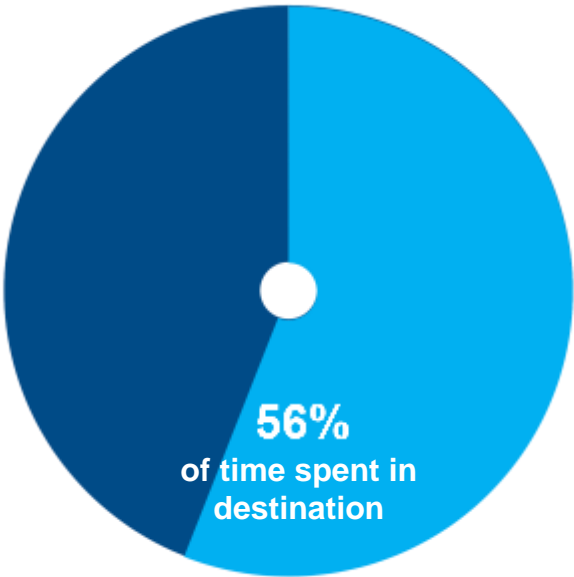
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 6)



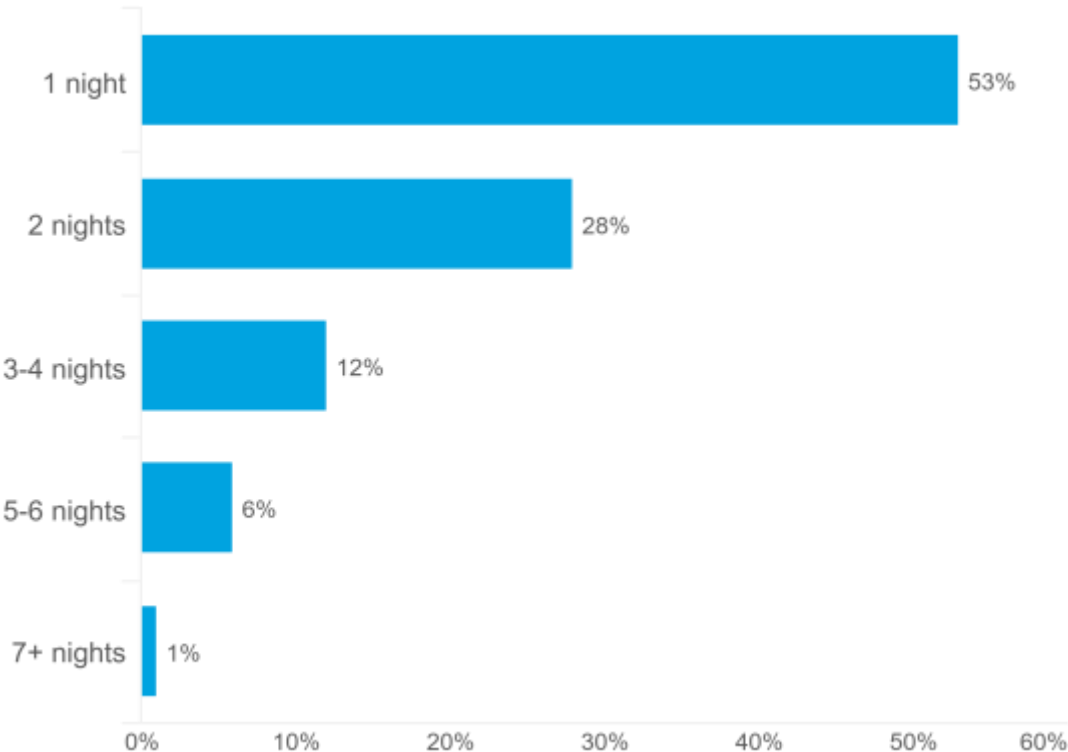
Total Nights Away on Trip



Kentucky Appalachians
3.4
Average Nights

U.S. Norm
3.7
Average Nights

Nights Spent in Kentucky Appalachians



Average number
of nights
1.9

Size of Travel Party

■ Adults ■ Children

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

Kentucky Appalachians



Average number of people

Total
2.8

U.S. Norm



Average number of people

Total
2.8

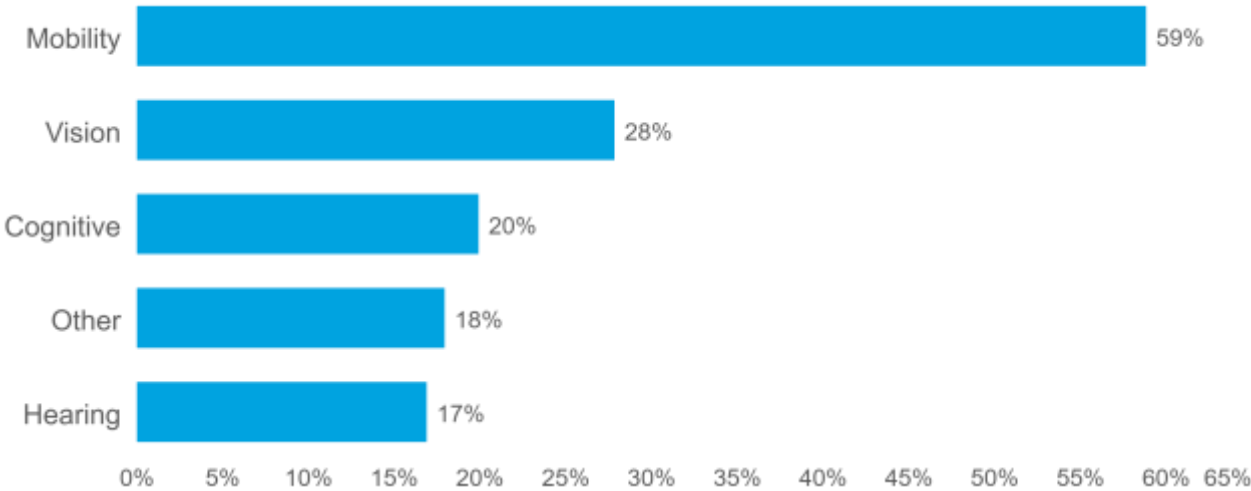


24% of travel parties had a travel party member that required accessibility services

2022/2023: 27%

Disability Categorization

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



Question added in 2024, data is for 2024 only



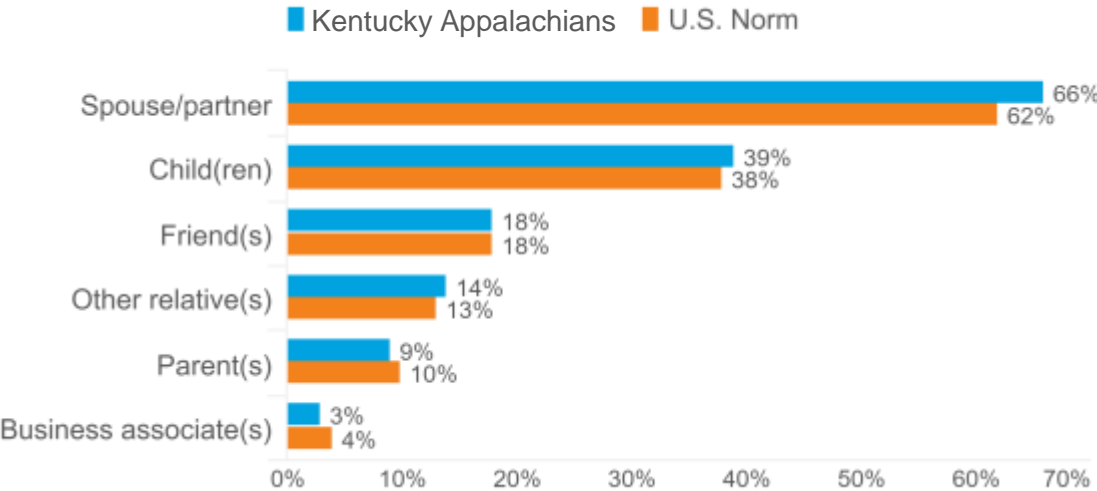
21% of trips only had one person in the travel party

U.S. Norm: **26%**

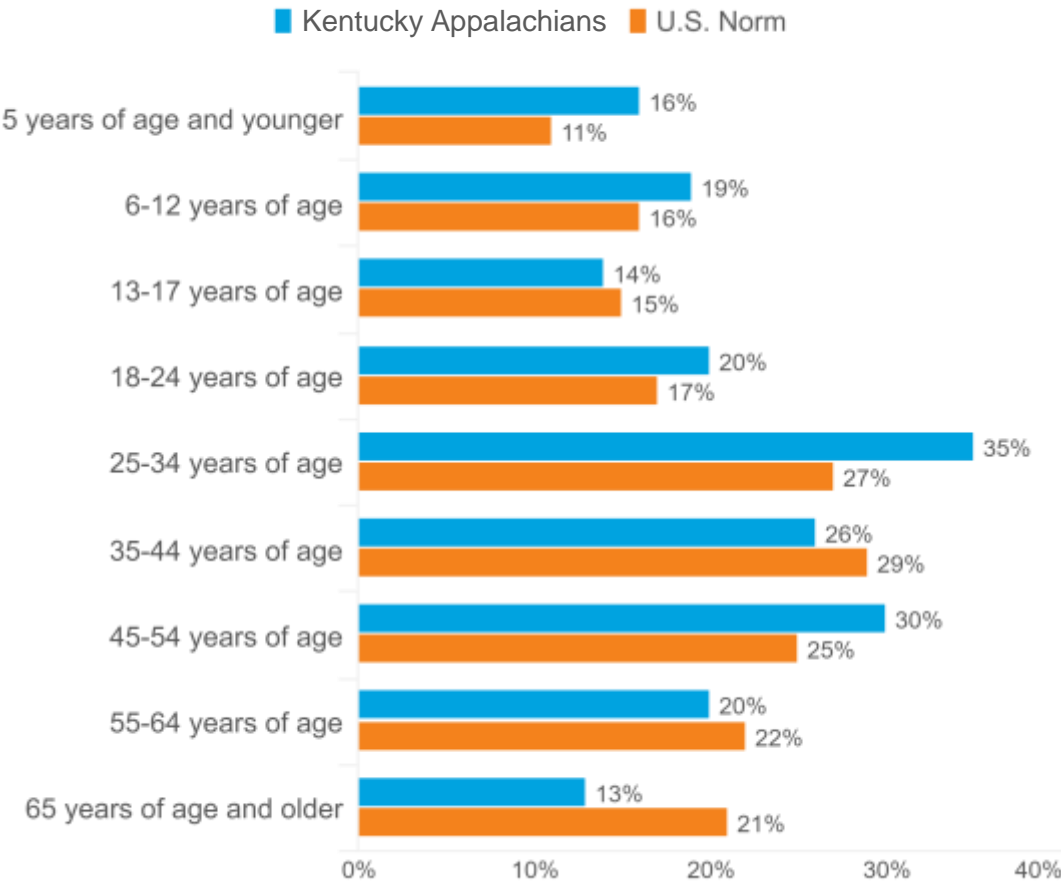
Composition of Immediate Travel Party

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

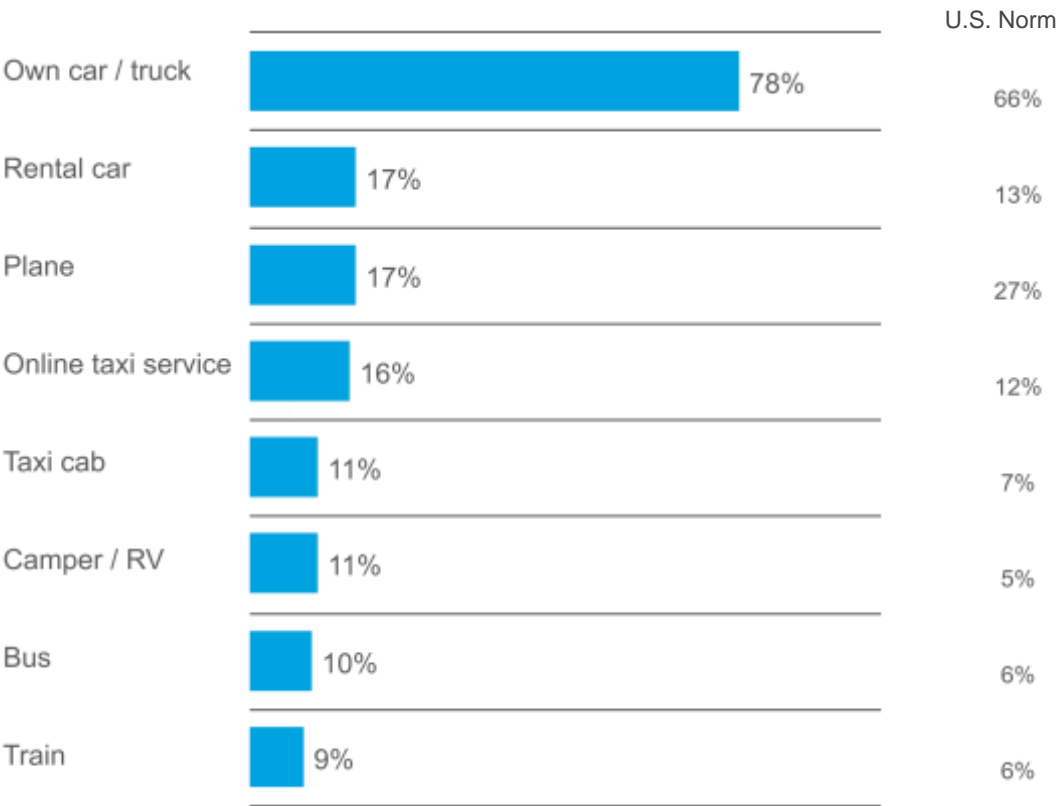
*Child(ren) is based on the relationship to the respondent



Travel Party Age

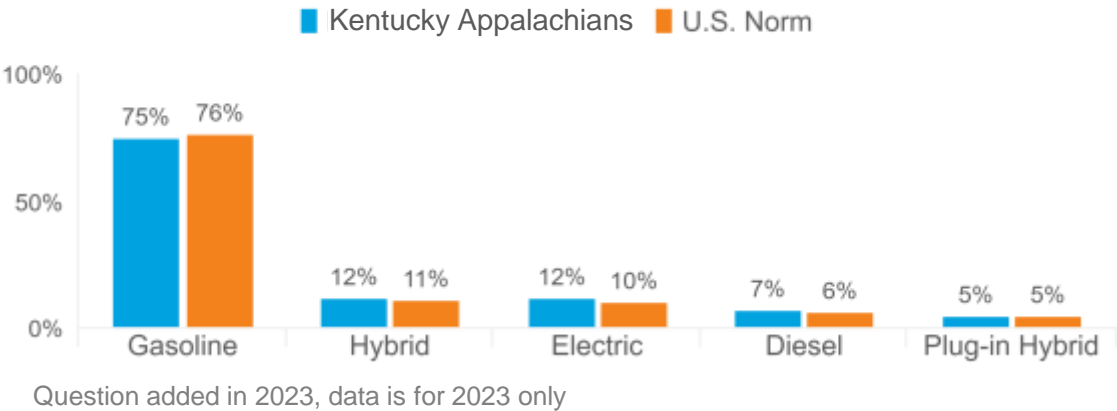


Transportation Used to get to Destination (Top 8)

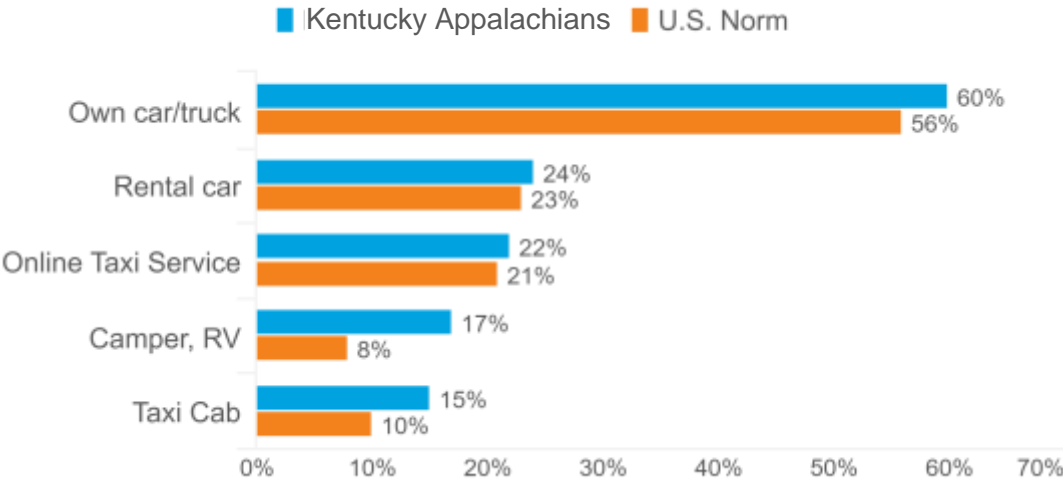


Question updated in 2020

Type of Vehicle Used to get to Destination



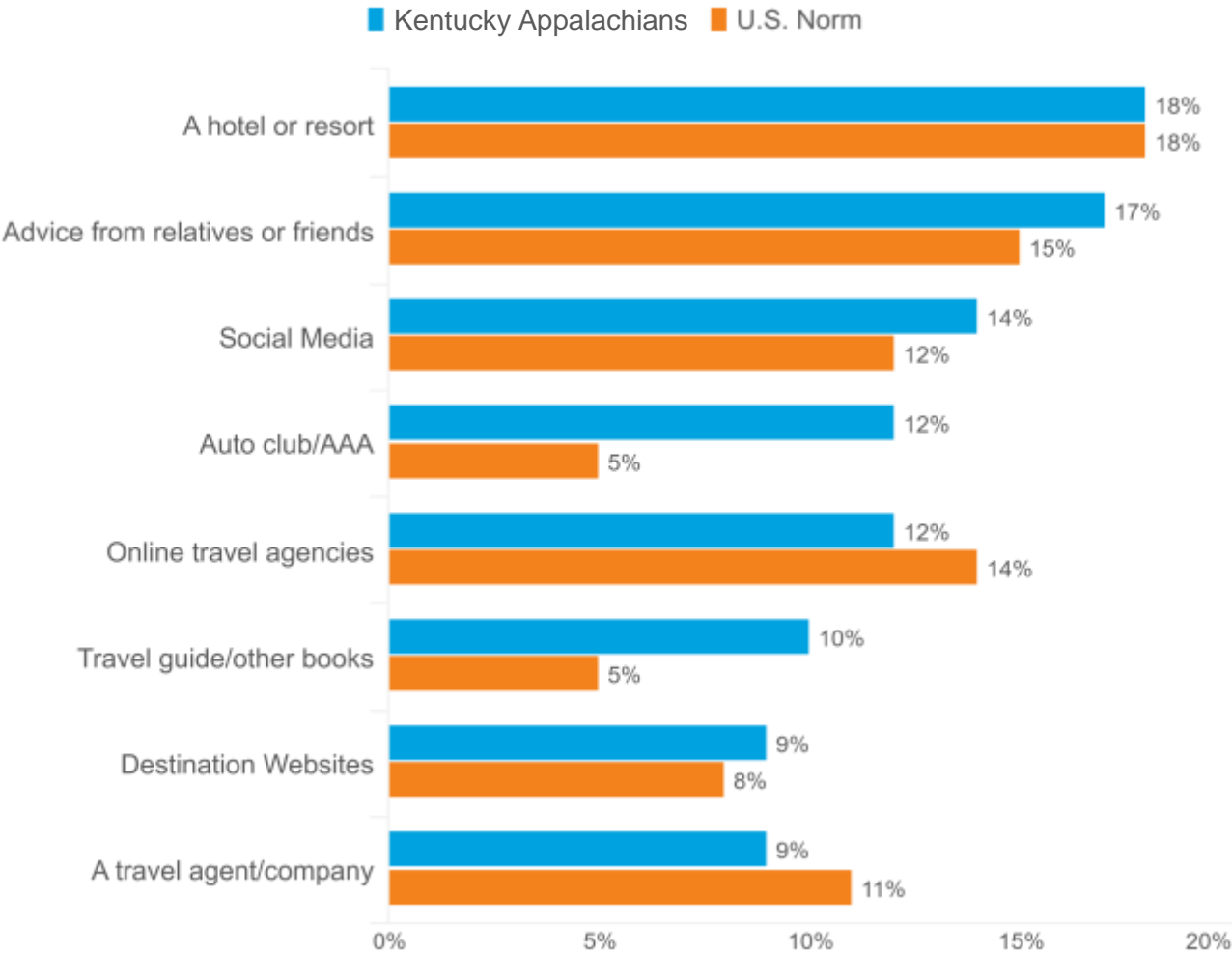
Transportation Used within Destination (Top 5)



Length of Trip Planning

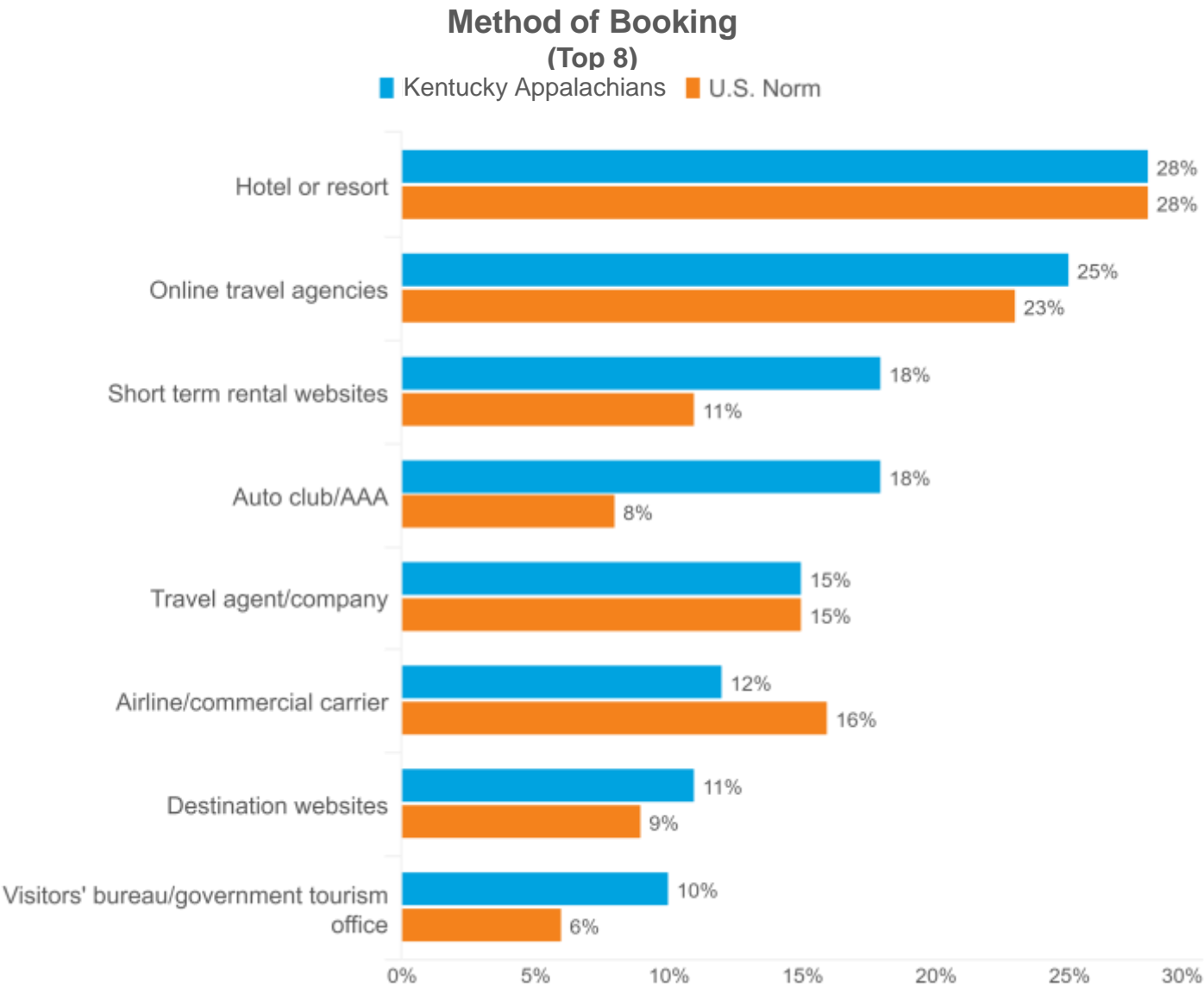
	Kentucky Appalachians	U.S. Norm
Did not plan anything in advance	16%	14%
More than 1 year in advance	7%	4%
6-12 months	13%	14%
3-5 months	21%	18%
2 months	14%	17%
1 month or less	28%	32%

Trip Planning Information Sources (Top 8)










Kentucky Appalachians' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips



Accommodations (Top 7)

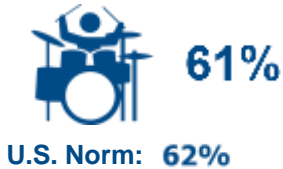
	Kentucky Appalachians	U.S. Norm
 Hotel	44%	44%
 Home of friends / relatives	17%	20%
 Motel	16%	11%
 Bed & breakfast	11%	7%
 Campground / RV park	9%	5%
 Rented cottage / cabin	9%	4%
 Resort hotel	8%	10%

Activity Groupings

Outdoor Activities



Entertainment Activities



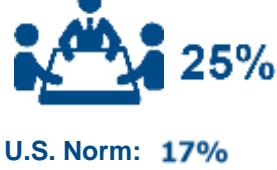
Cultural Activities



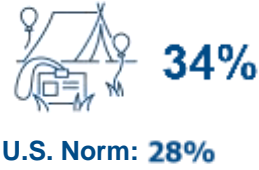
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

		Kentucky	Appalachians	U.S. Norm
	Shopping		28%	26%
	Sightseeing		20%	20%
	Attending celebration		16%	14%
	Landmark/historic site		16%	13%
	Fishing		15%	7%
	National/state park		15%	8%
	Nature tours/wildlife viewing/birding		14%	8%
	Camping		14%	6%
	Swimming		13%	14%
	Hiking/backpacking		13%	8%

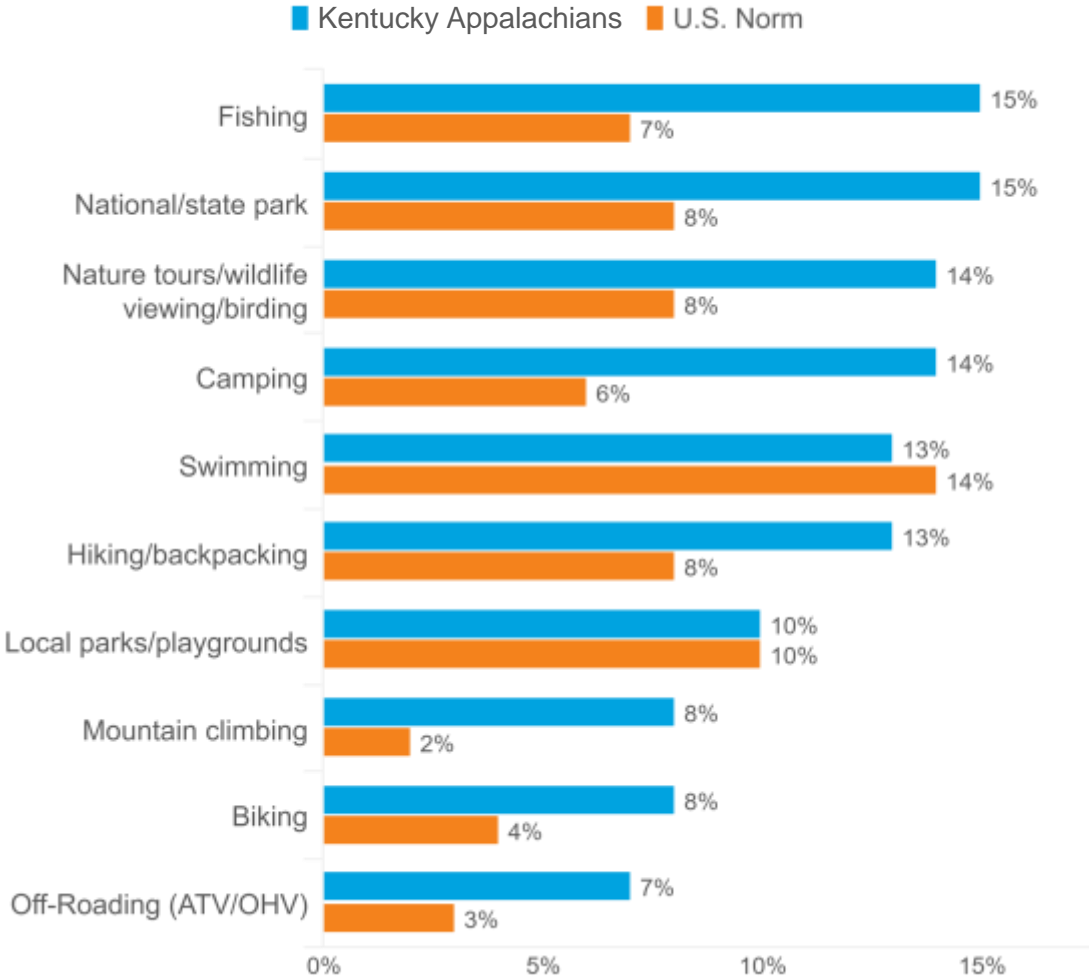


Outdoor Activities

Kentucky
Appalachians
62%

U.S. Norm
49%

Outdoor Activities
(Top 10)



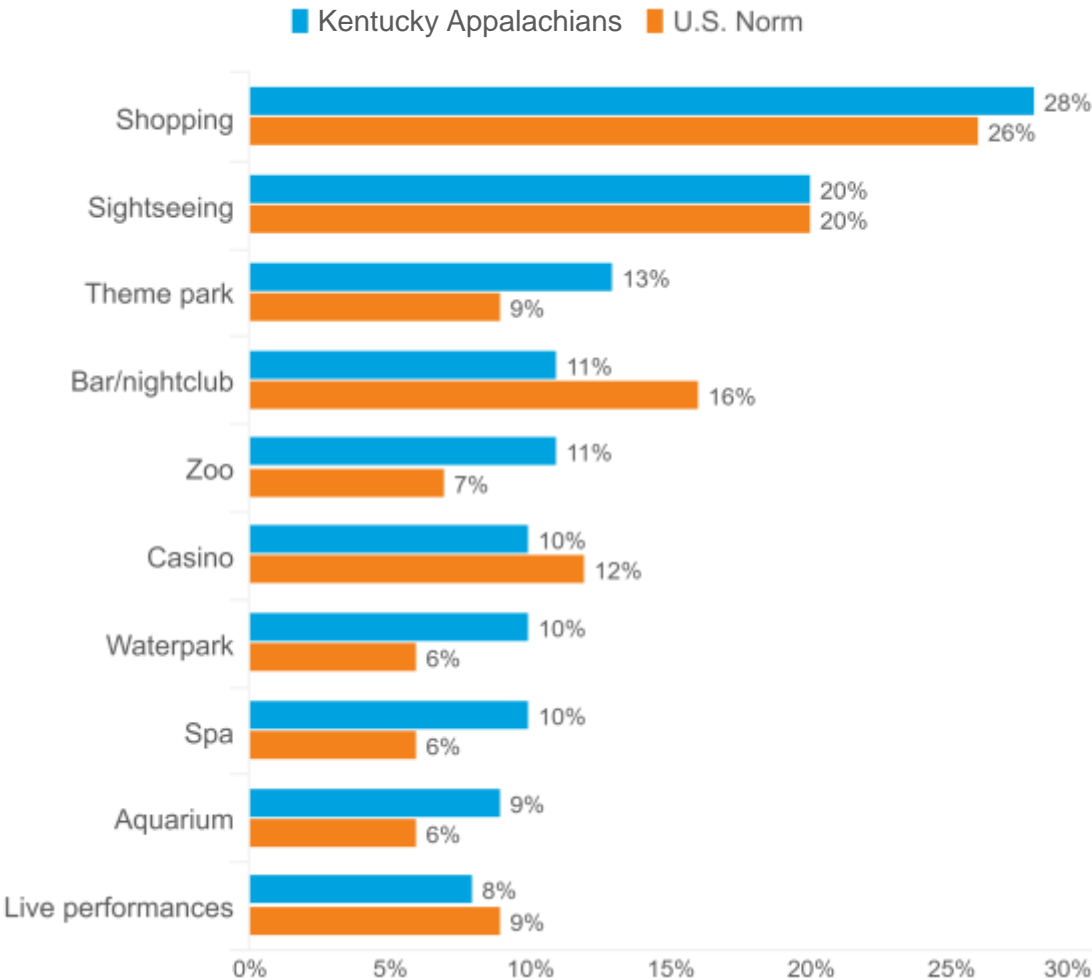


Entertainment Activities

Kentucky
Appalachians
61%

U.S. Norm
62%

Entertainment Activities
(Top 10)



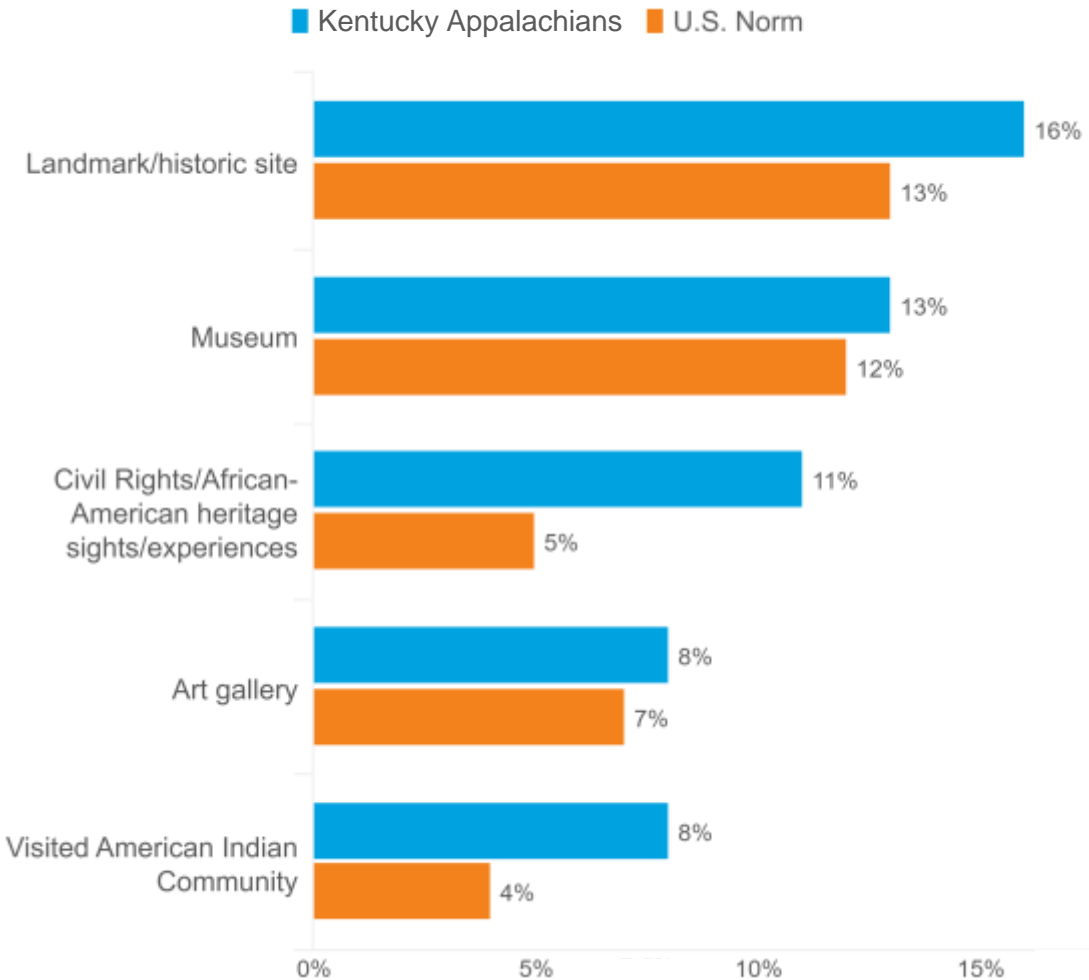


Cultural Activities

Kentucky
Appalachians
42%

U.S. Norm
31%

Cultural Activities



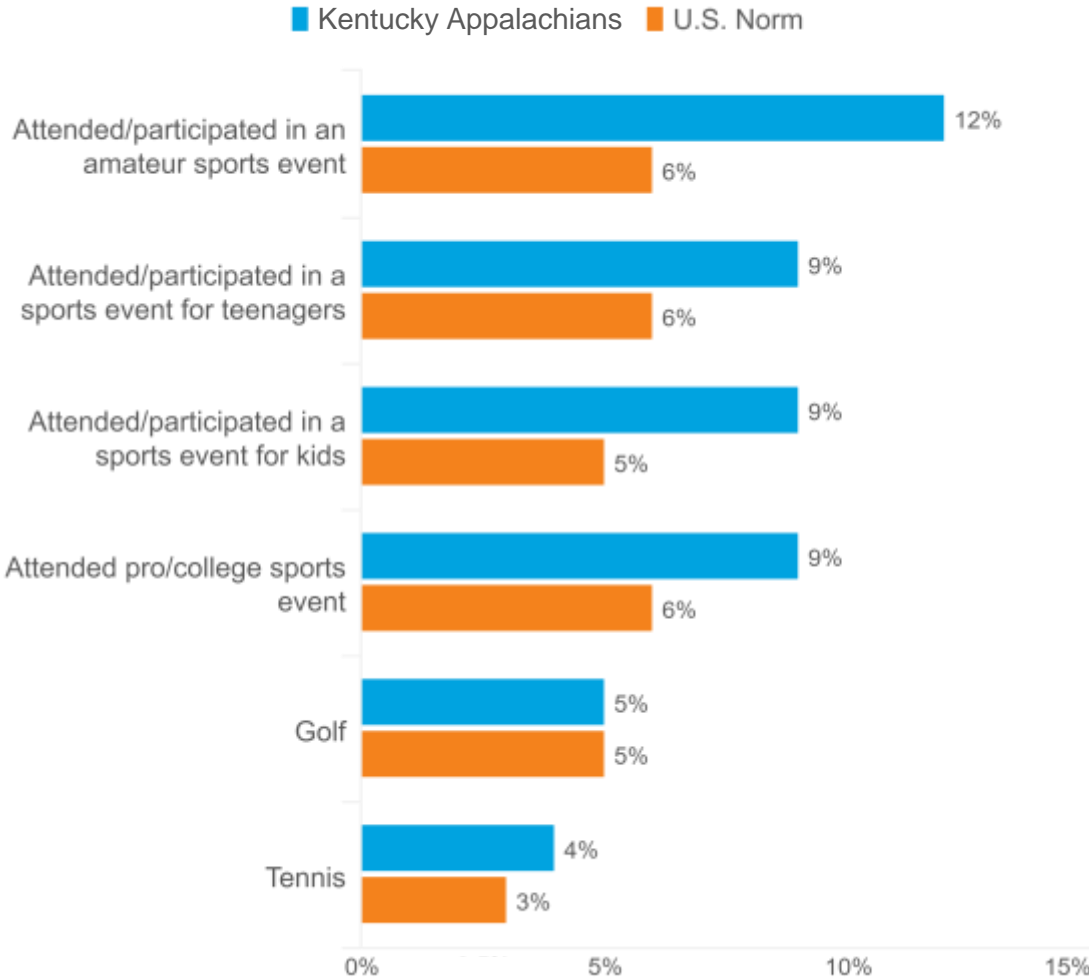


Sporting Activities

Kentucky
Appalachians
31%

U.S. Norm
23%

Sporting Activities



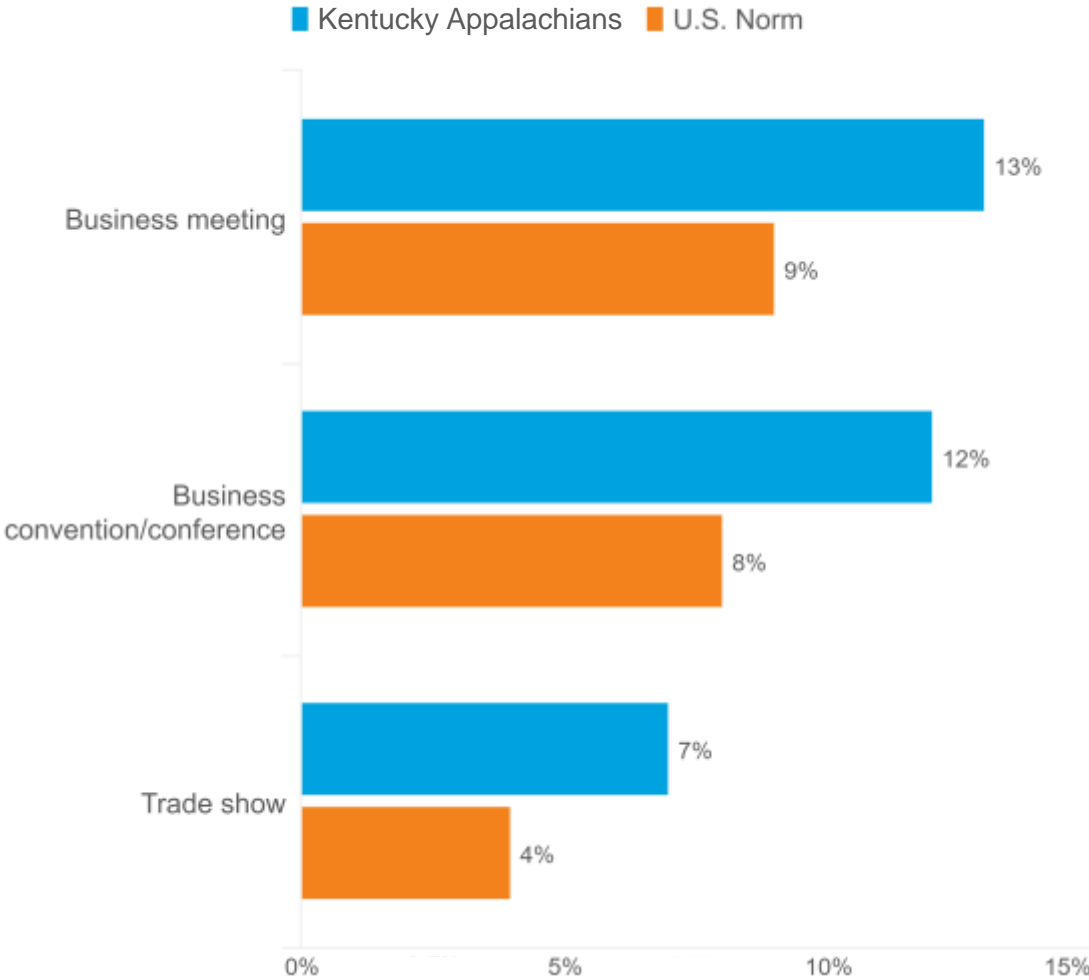


Business Activities

Kentucky
Appalachians
25%

U.S. Norm
17%

Business Activities



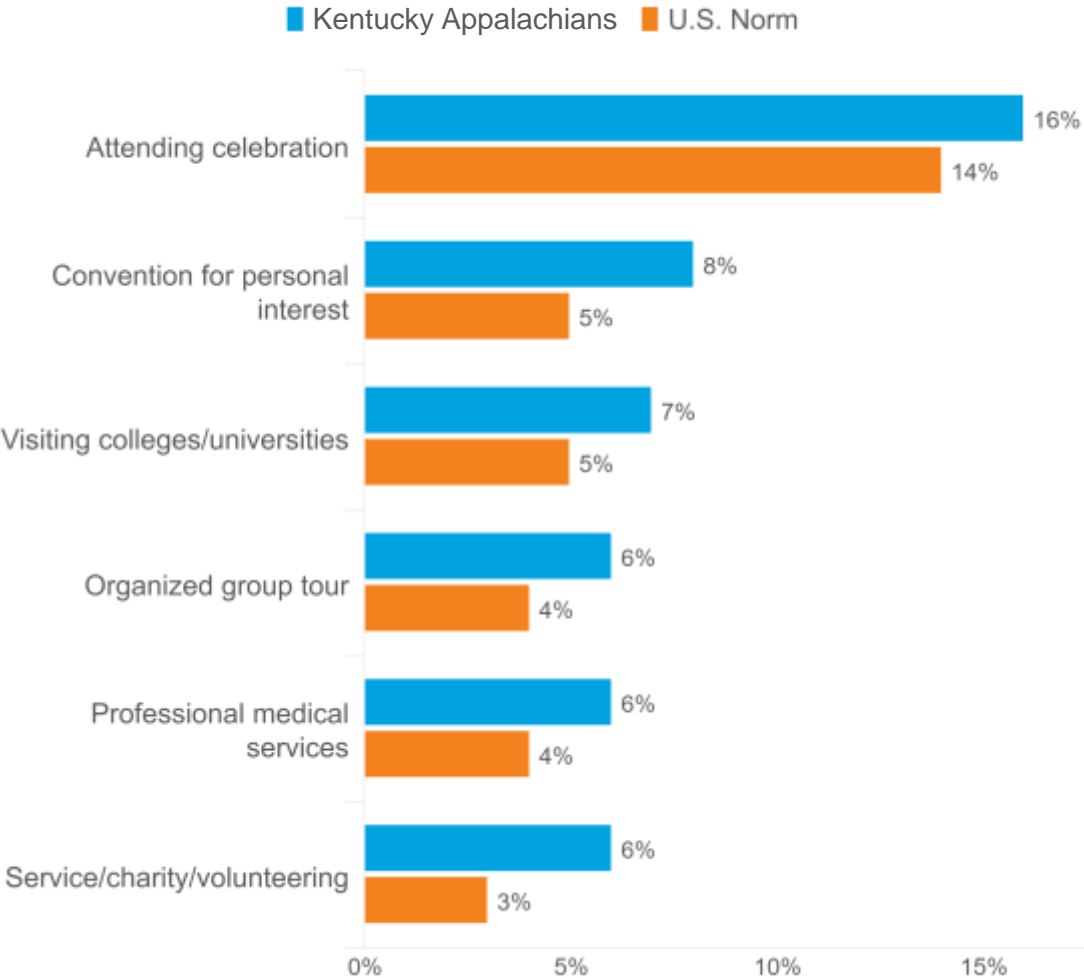


Other Activities

Kentucky
Appalachians
34%




U.S. Norm
28%

Other Activities









Shopping Types on Trip

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


	Kentucky Appalachians	U.S. Norm
	Shopping at locally owned businesses	45%48%
	Convenience/grocery shopping	42%43%
	Outlet/mall shopping	42%45%
	Souvenir shopping	37%37%
	Big box stores (Walmart, Costco)	35%30%
	Antiquing	31%12%
	Farmers market	27%17%

Question updated in 2023

Dining Types on Trip

	Kentucky Appalachians	U.S. Norm
	Fast food	59%45%
	Casual dining	47%57%
	Unique/local food	34%32%
	Carry-out/food delivery service	28%24%
	Picnicking	18%10%
	Fine/upscale dining	15%20%

Question updated in 2023

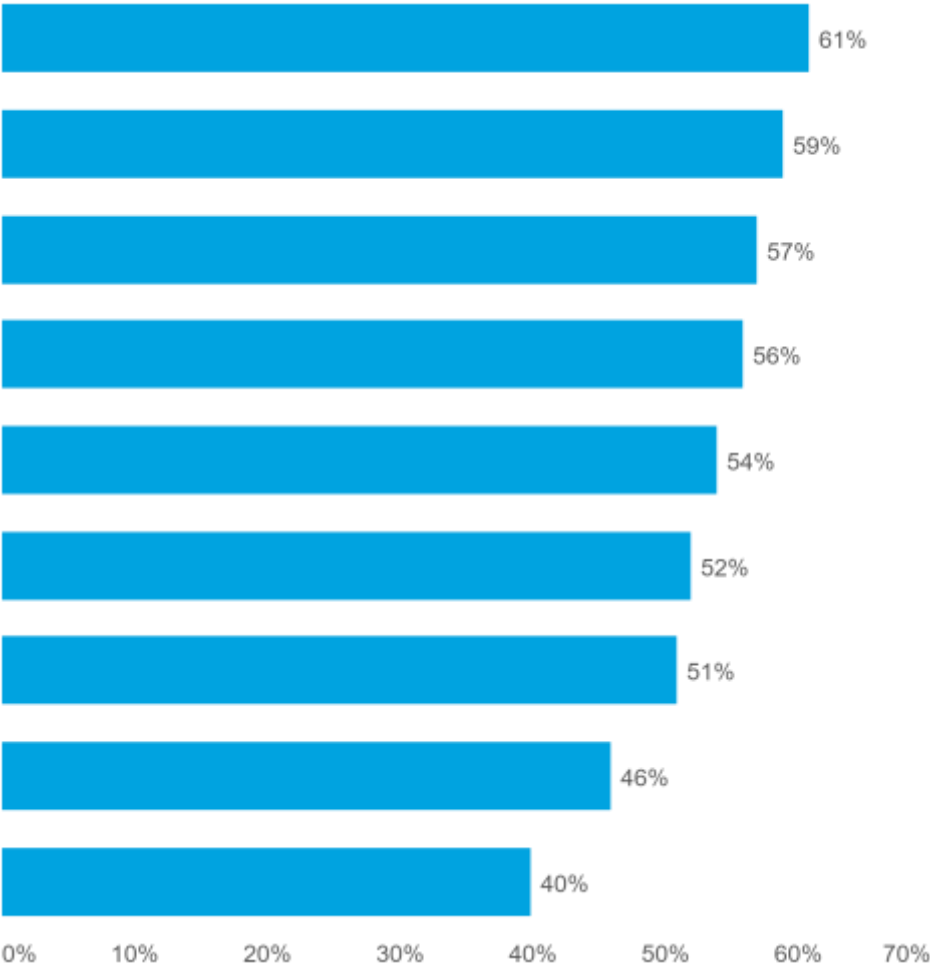
 **68%**
of overnight travelers were
very satisfied with their overall
trip experience

Satisfaction with Ease of Accessibility



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

% Very Satisfied with Trip

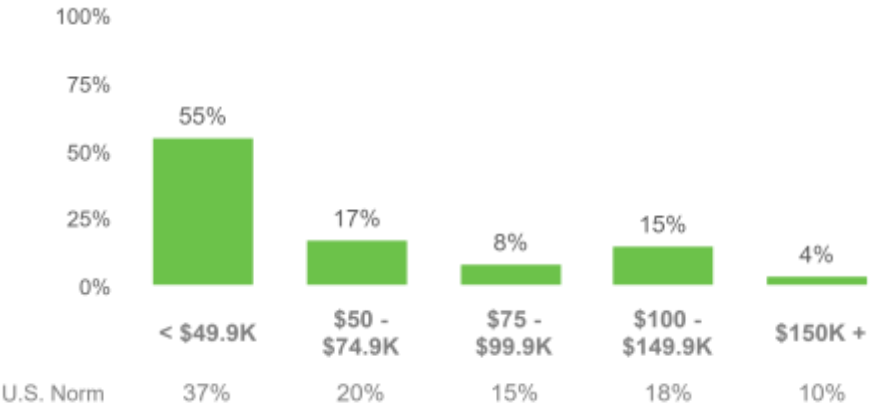


*Very Satisfied = selected top box on a five point scale

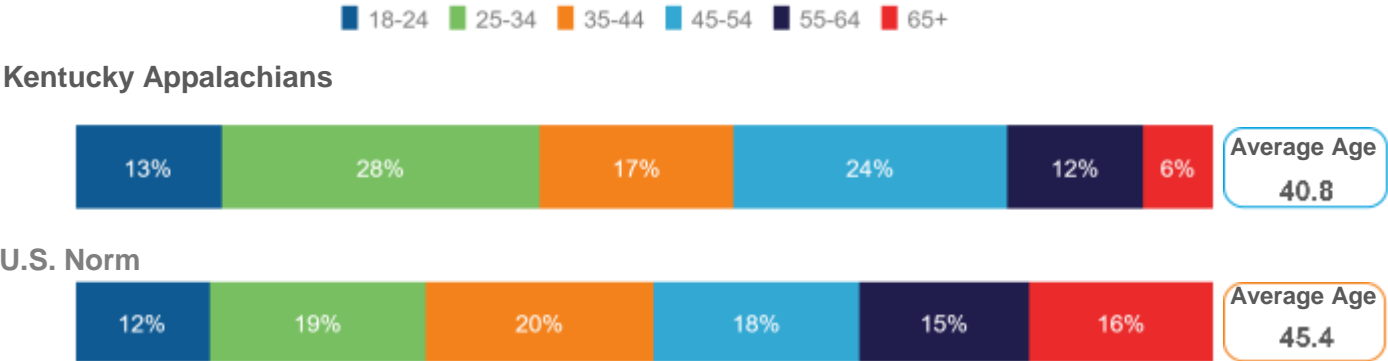
Demographic Profile of Overnight Kentucky Appalachians Visitors

Base: 2023/2024 Overnight Person-Trips

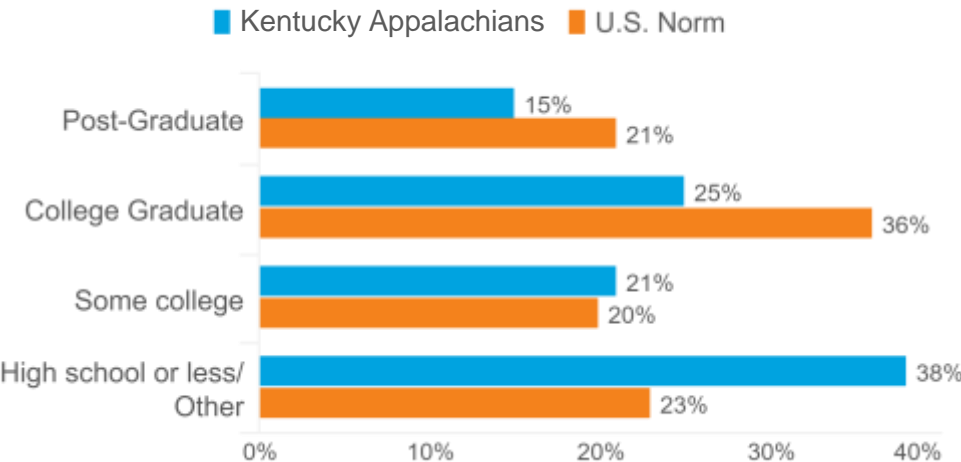
Household Income



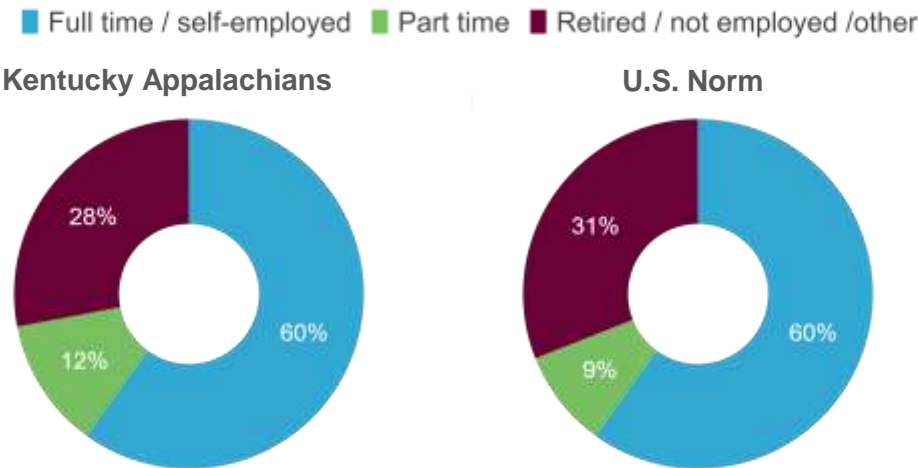
Age



Educational Attainment



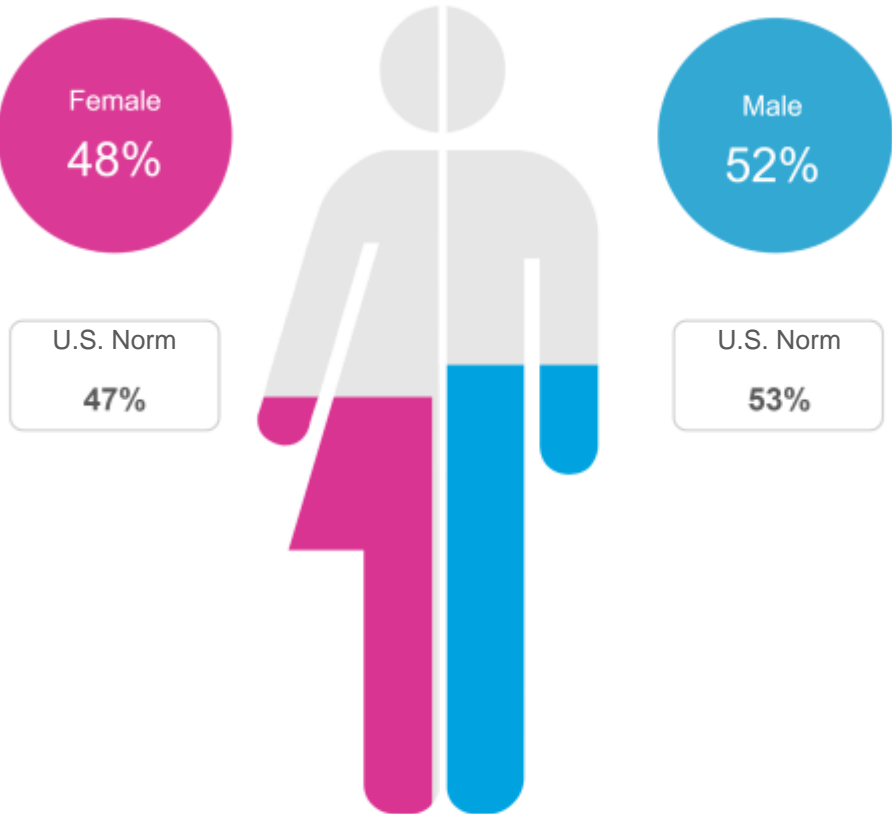
Employment



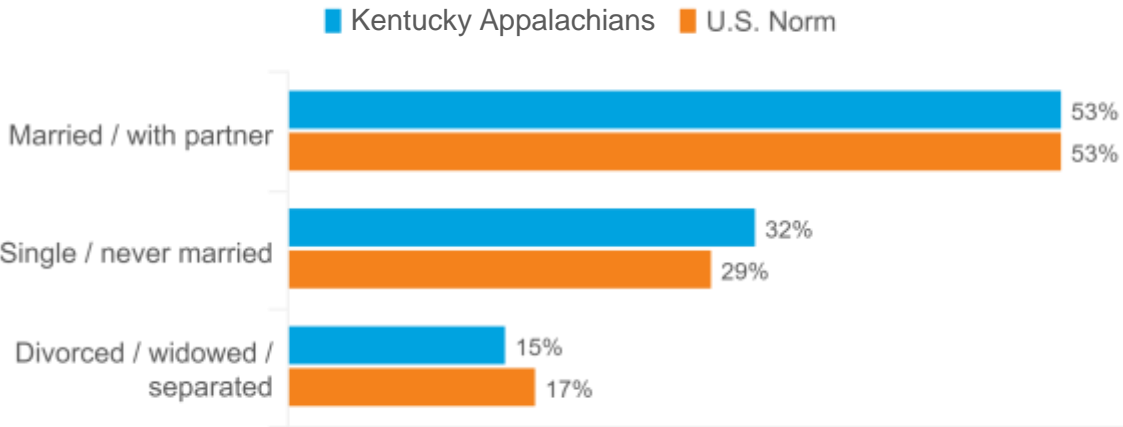
Demographic Profile of Overnight Kentucky Appalachians Visitors

Base: 2023/2024 Overnight Person-Trips

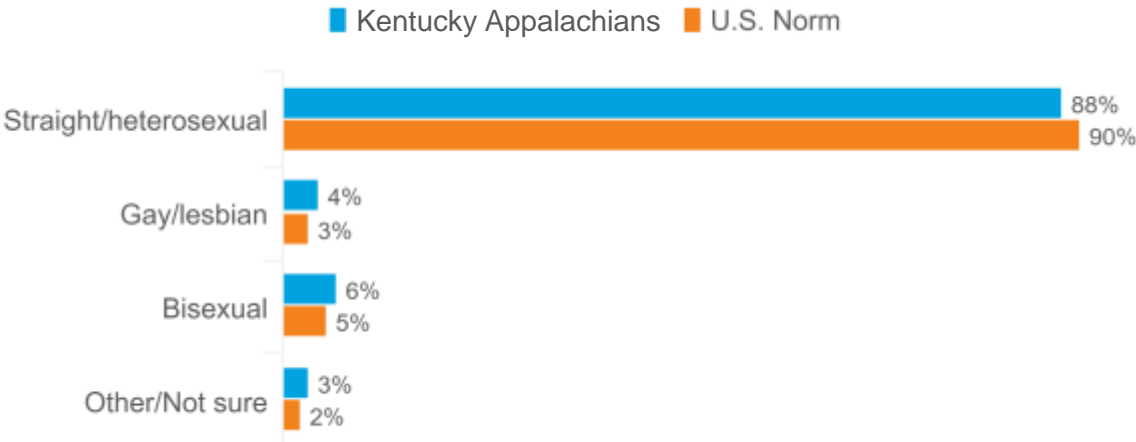
Gender



Marital Status



Sexual Orientation

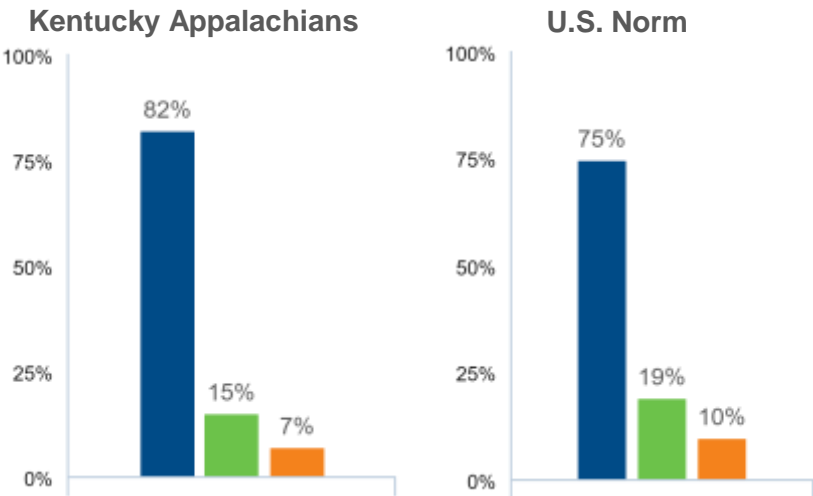


Demographic Profile of Overnight Kentucky Appalachians Visitors

Base: 2023/2024 Overnight Person-Trips

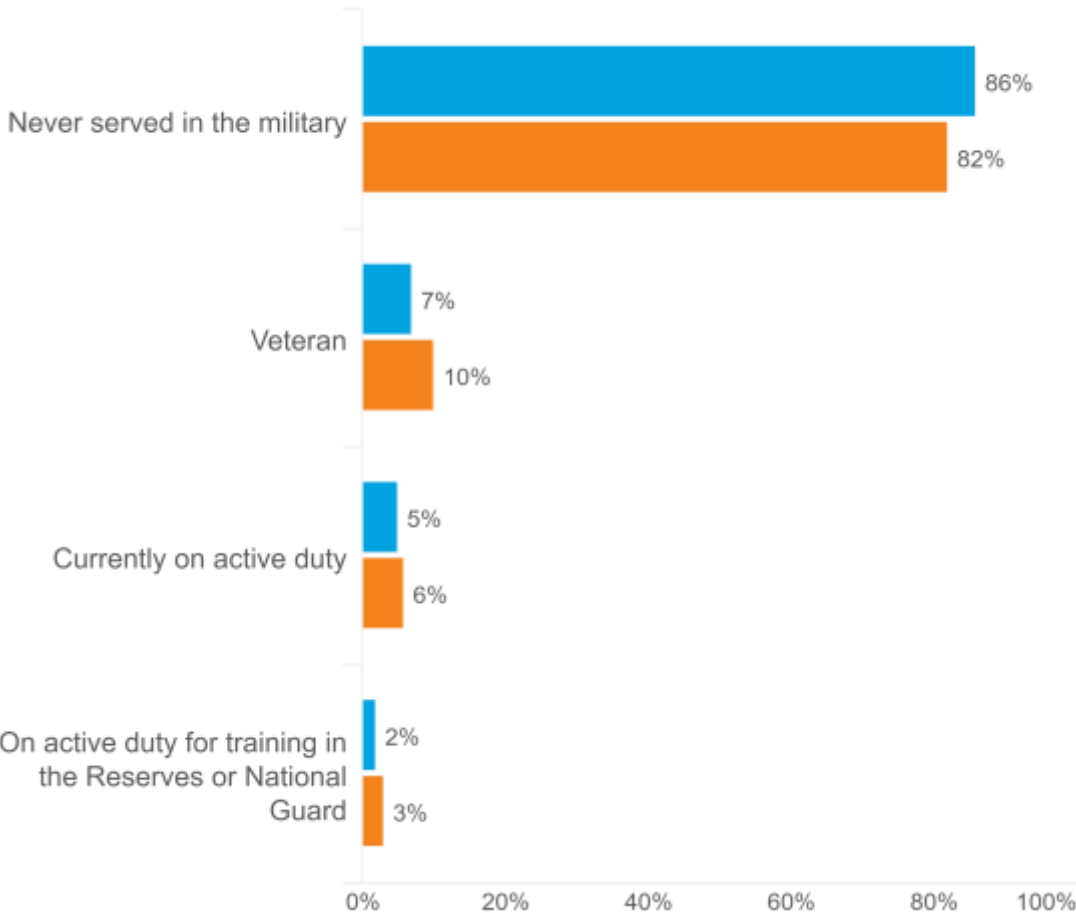
Race

White African-American Other



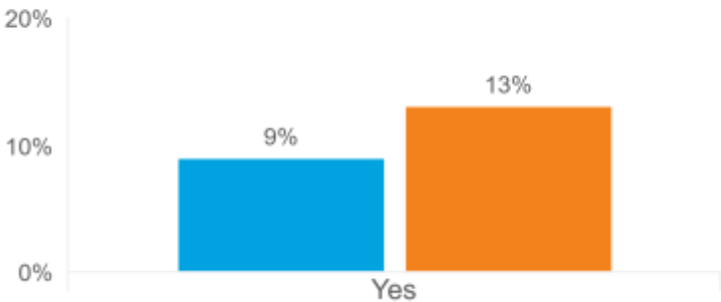
Military Status

Kentucky Appalachians U.S. Norm



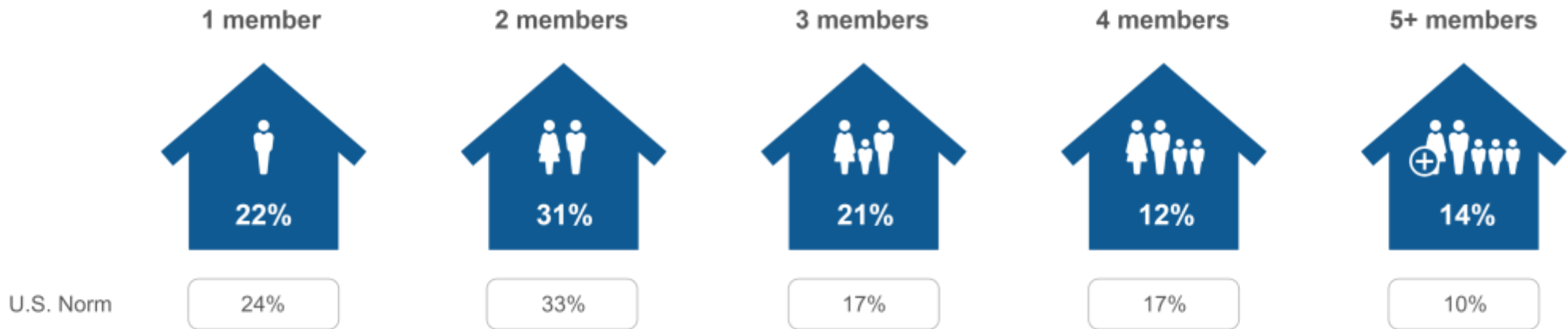
Hispanic Background

Kentucky Appalachians U.S. Norm

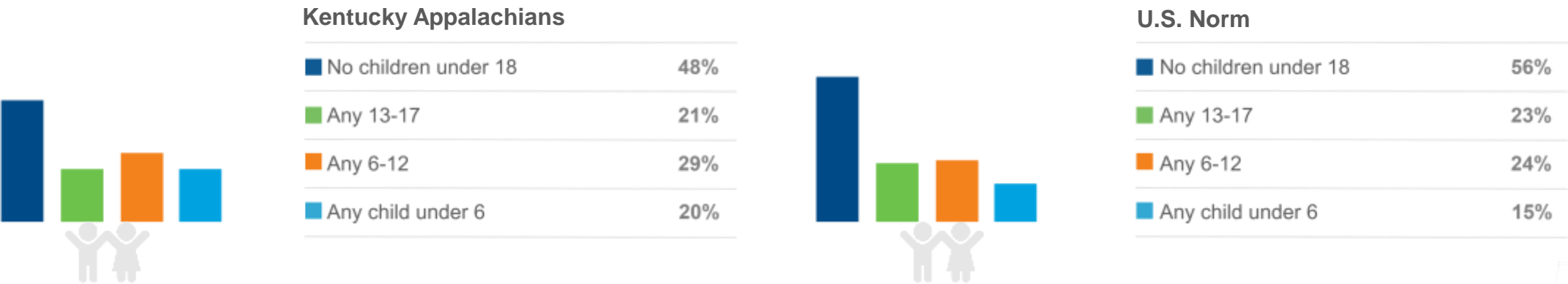


Question added in 2024, data is for 2024 only

Household Size



Children in Household





Travel USA Visitor Profile

Daniel Boone Country

TEAM 
KENTUCKY.[®]

2023/2024

Introduction

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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.
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Methodology

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For Daniel Boone Country, the following sample was achieved in 2023/2024:



Overnight Base Size

546

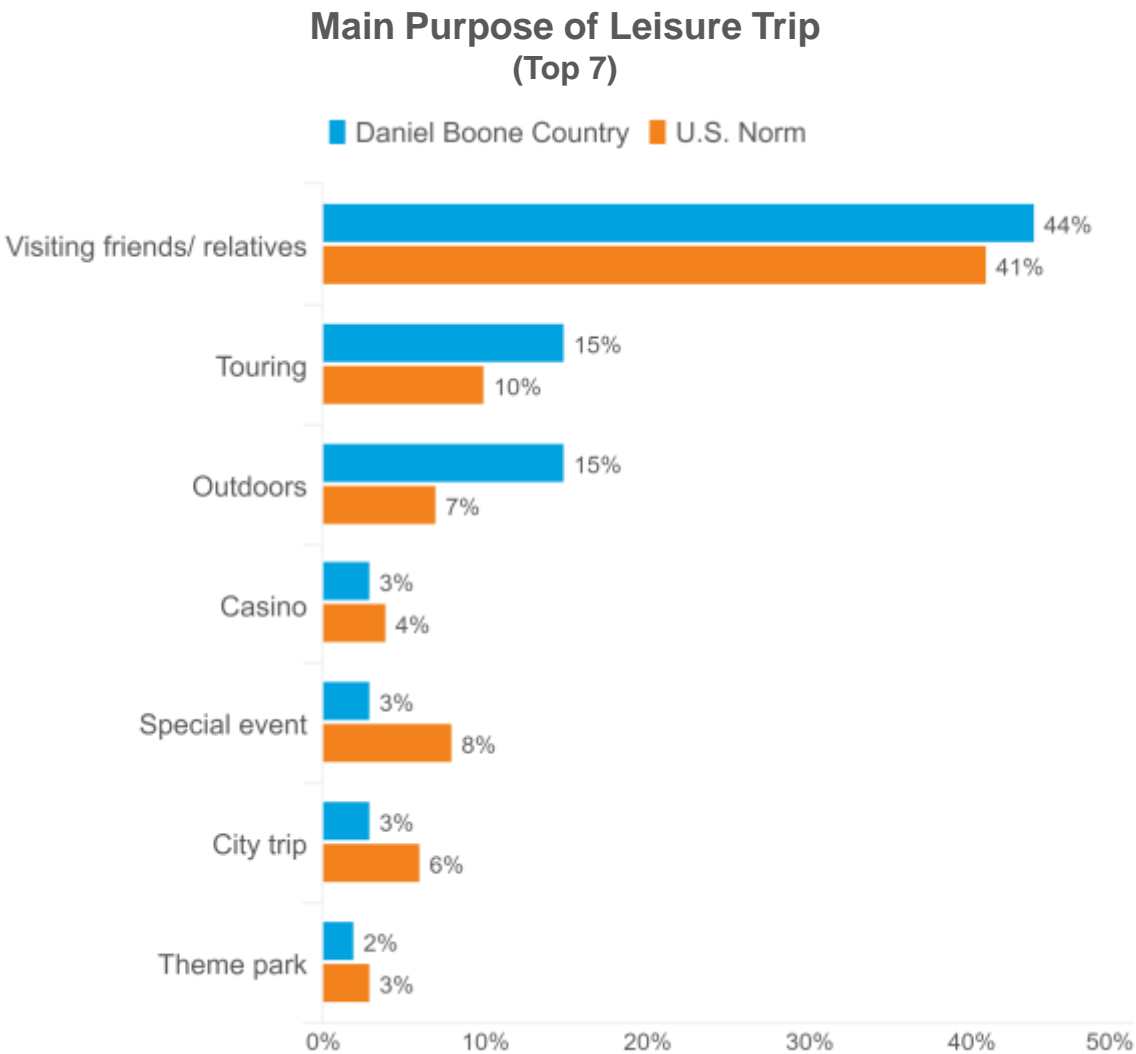
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Past Visitation to Daniel Boone Country

69% of overnight travelers to Daniel Boone Country are repeat visitors

52% of overnight travelers to Daniel Boone Country had visited before in the past 12 months

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	44%
Touring	15%
Outdoors	15%
Other business trip	4%
Casino	3%
Special event	3%
Business-Leisure	3%
City trip	3%
Conference/ Convention	2%
Theme park	2%



Daniel Boone Country Overnight Trips



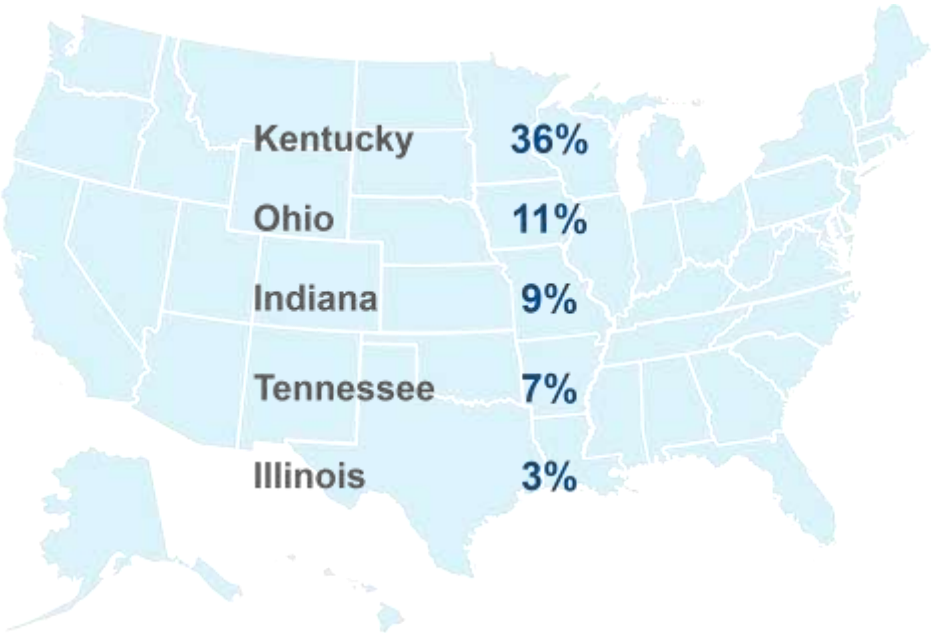
2024 U.S. Overnight Trips



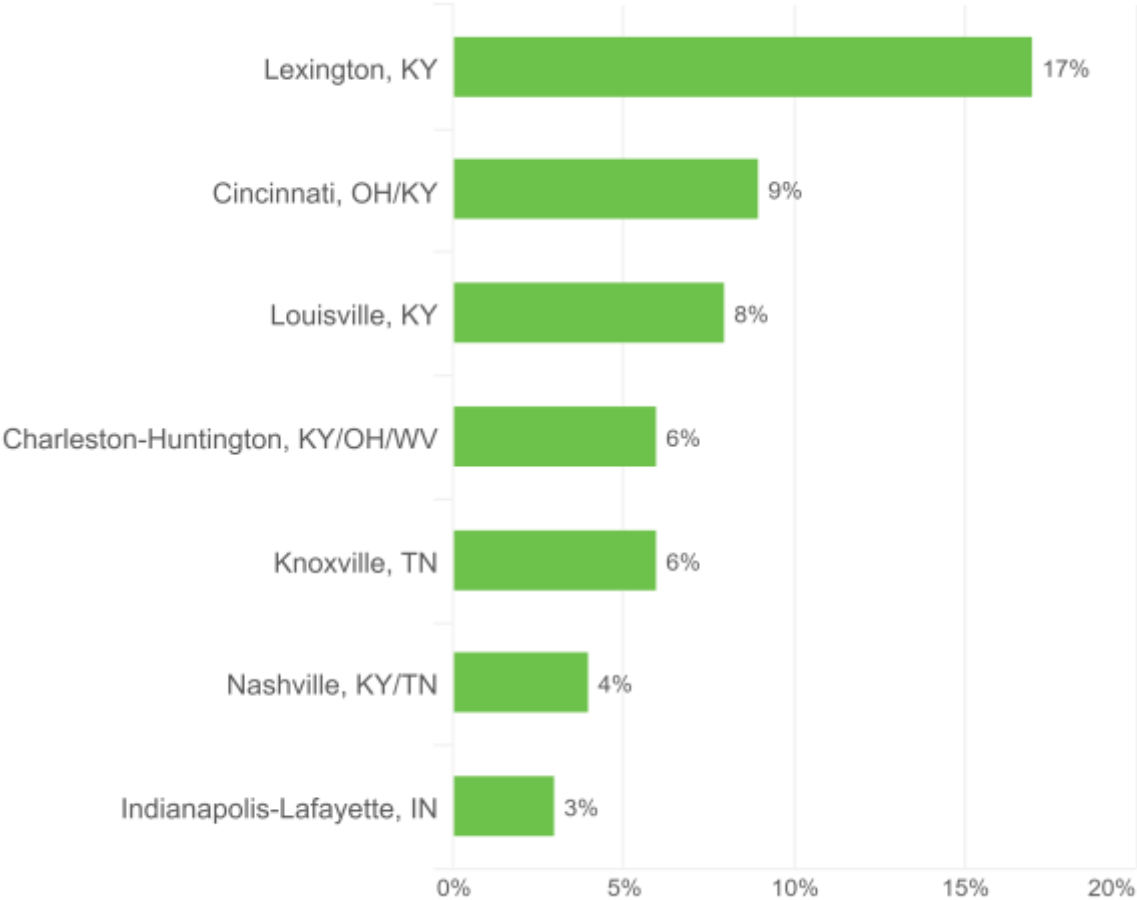
Daniel Boone Country's Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

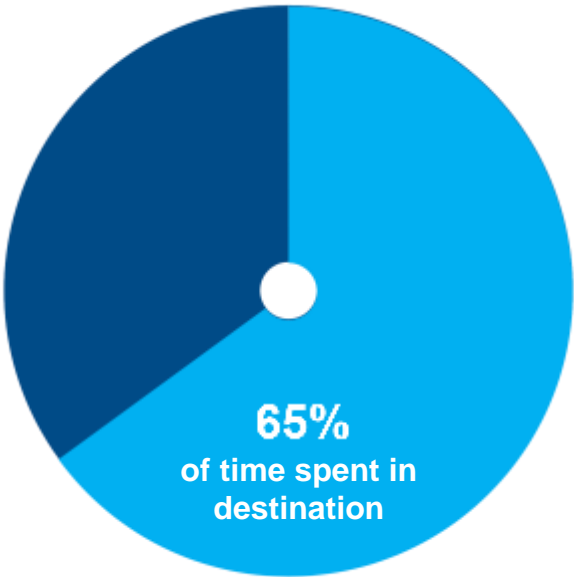
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 7)



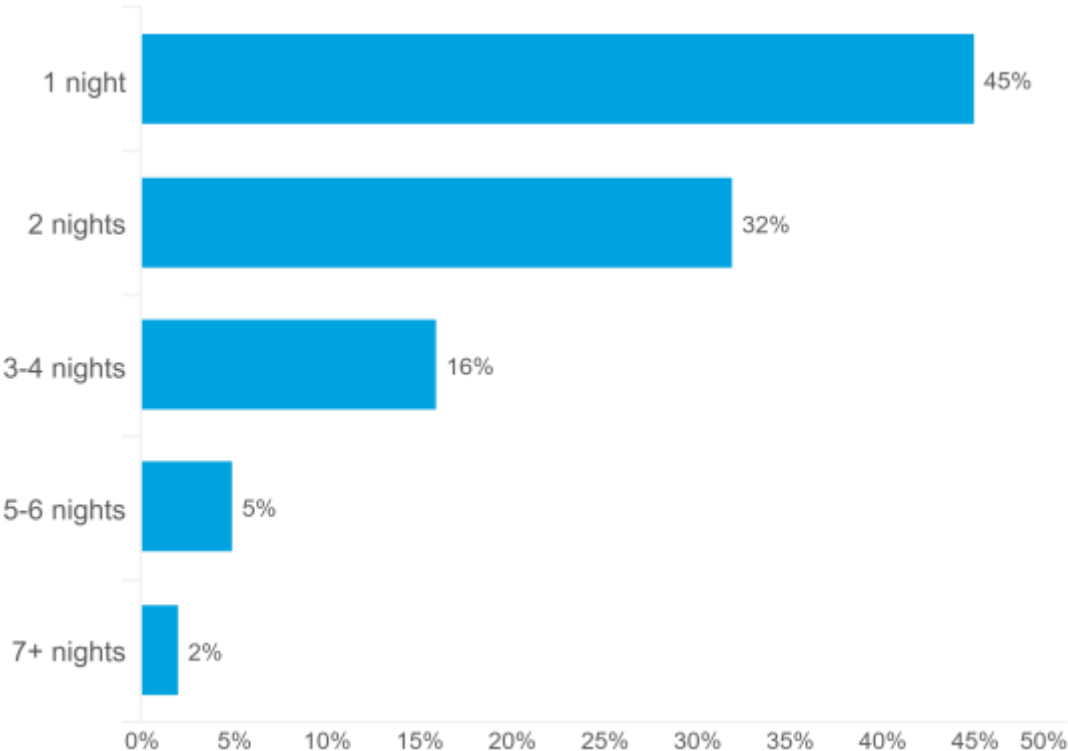
Total Nights Away on Trip



Daniel Boone Country
3.2
Average Nights

U.S. Norm
3.7
Average Nights

Nights Spent in Daniel Boone Country



Average number
of nights
2.1

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
2.9

U.S. Norm



Average number of people

Total
2.8

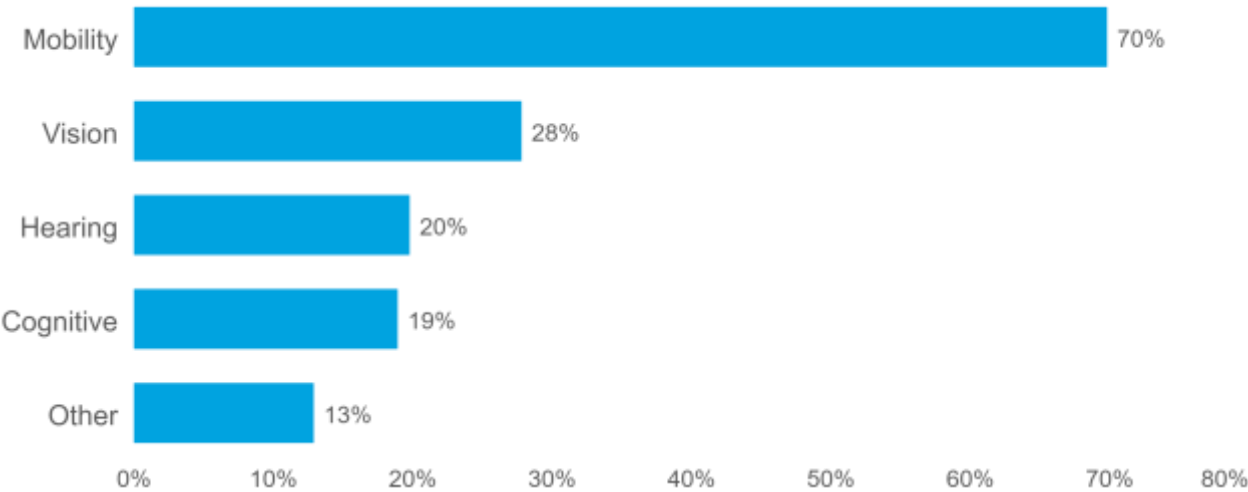


23% of travel parties had a travel party member that required accessibility services

2022/2023: 21%

Disability Categorization

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



Question added in 2024, data is for 2024 only



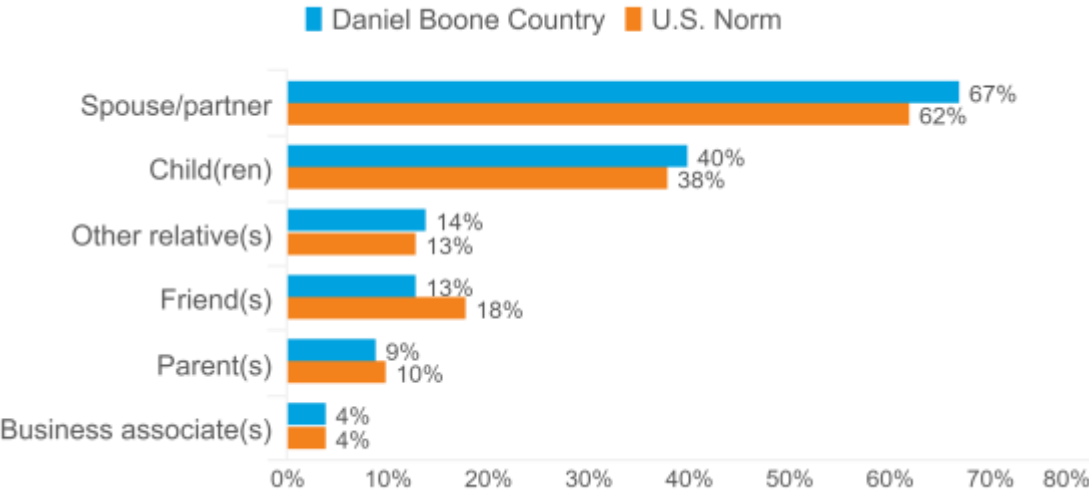
19% of trips only had one person in the travel party

U.S. Norm: **26%**

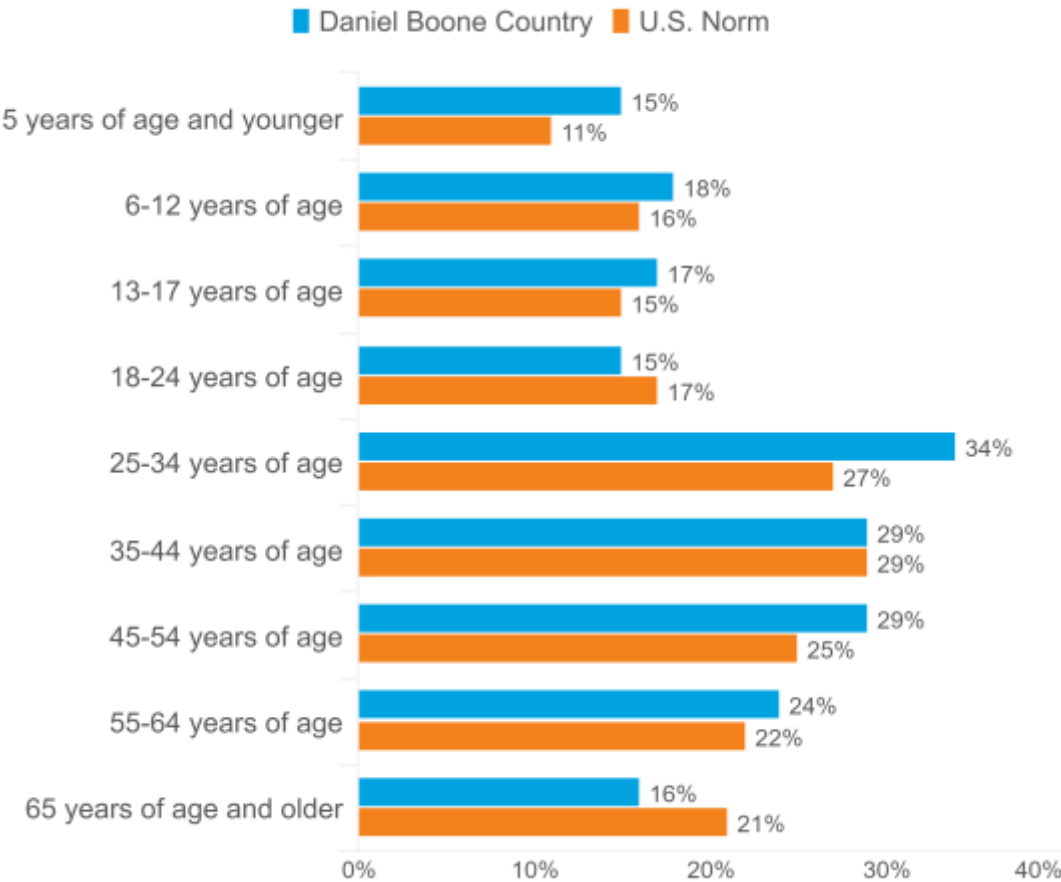
Composition of Immediate Travel Party

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

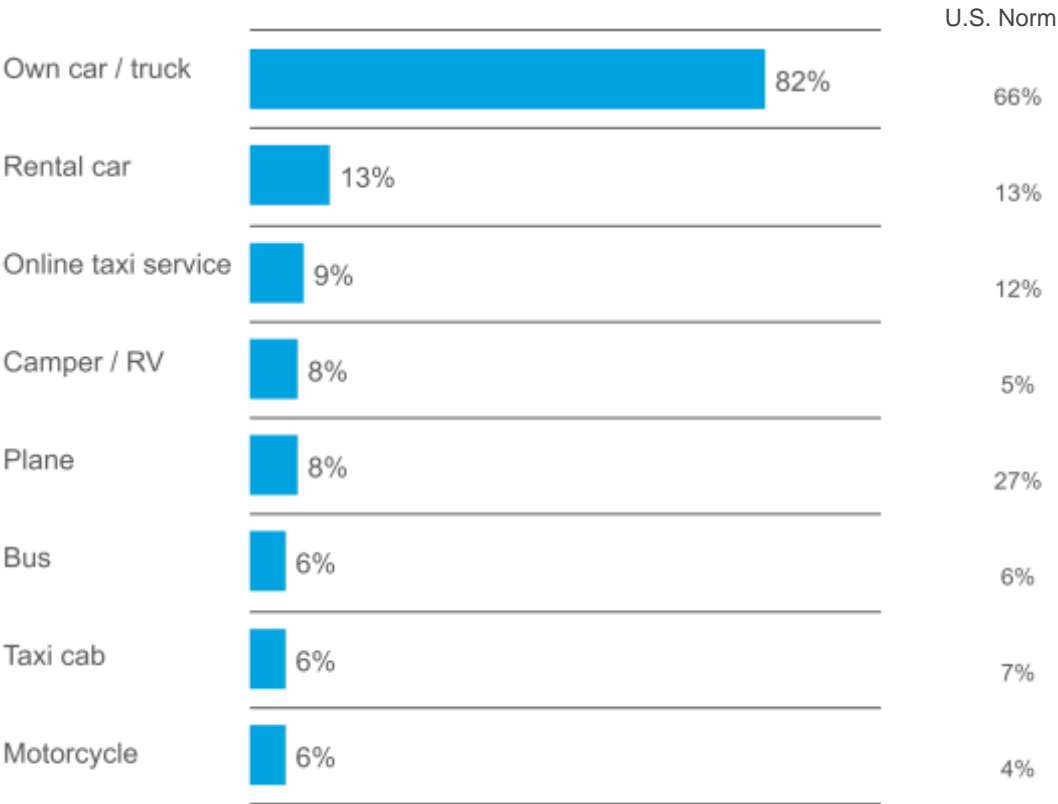
*Child(ren) is based on the relationship to the respondent



Travel Party Age

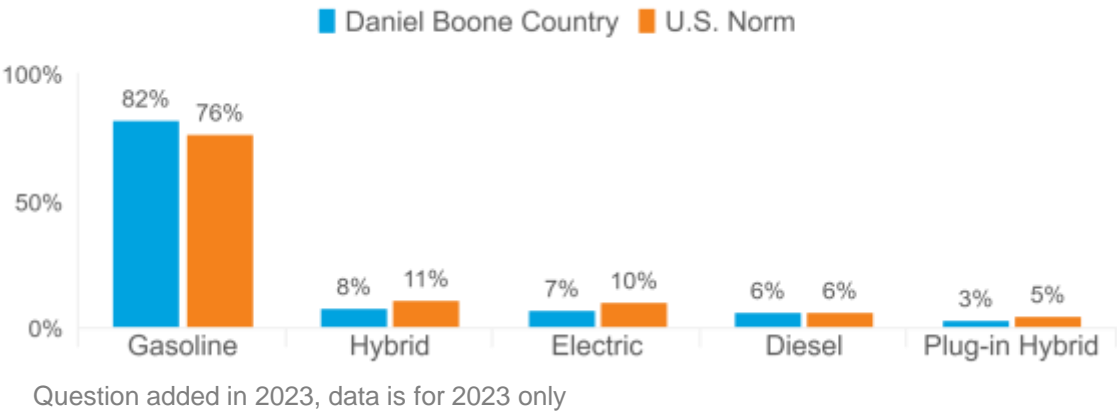


Transportation Used to get to Destination (Top 8)

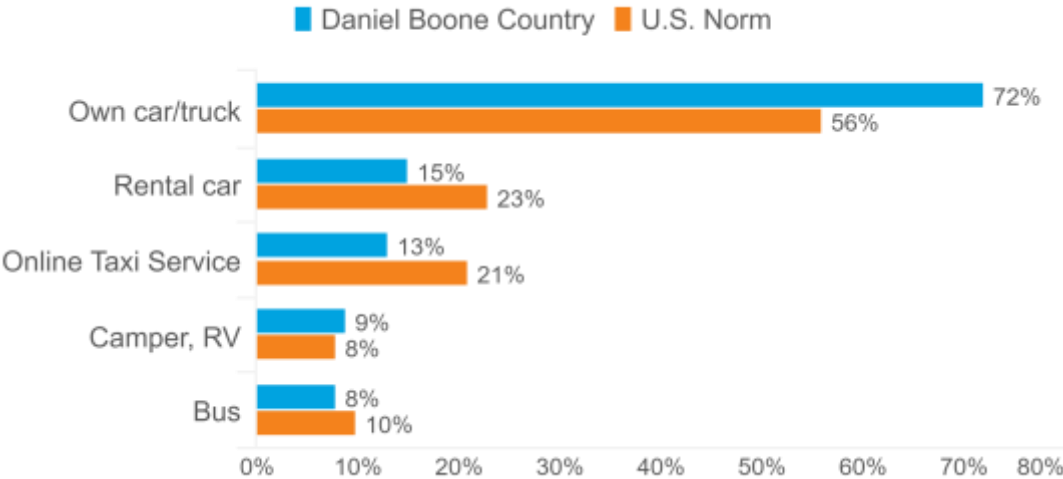


Question updated in 2020

Type of Vehicle Used to get to Destination



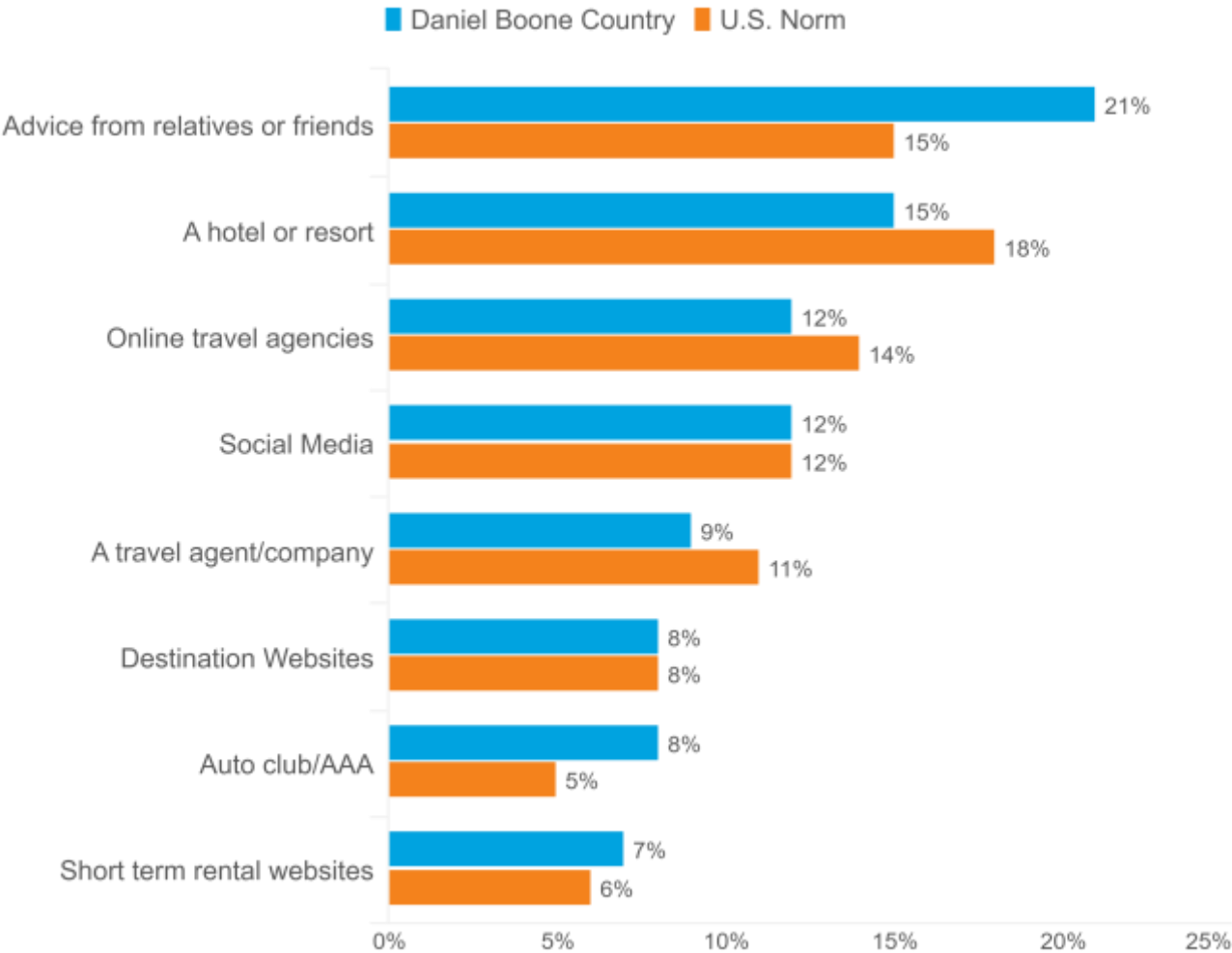
Transportation Used within Destination (Top 5)



Length of Trip Planning

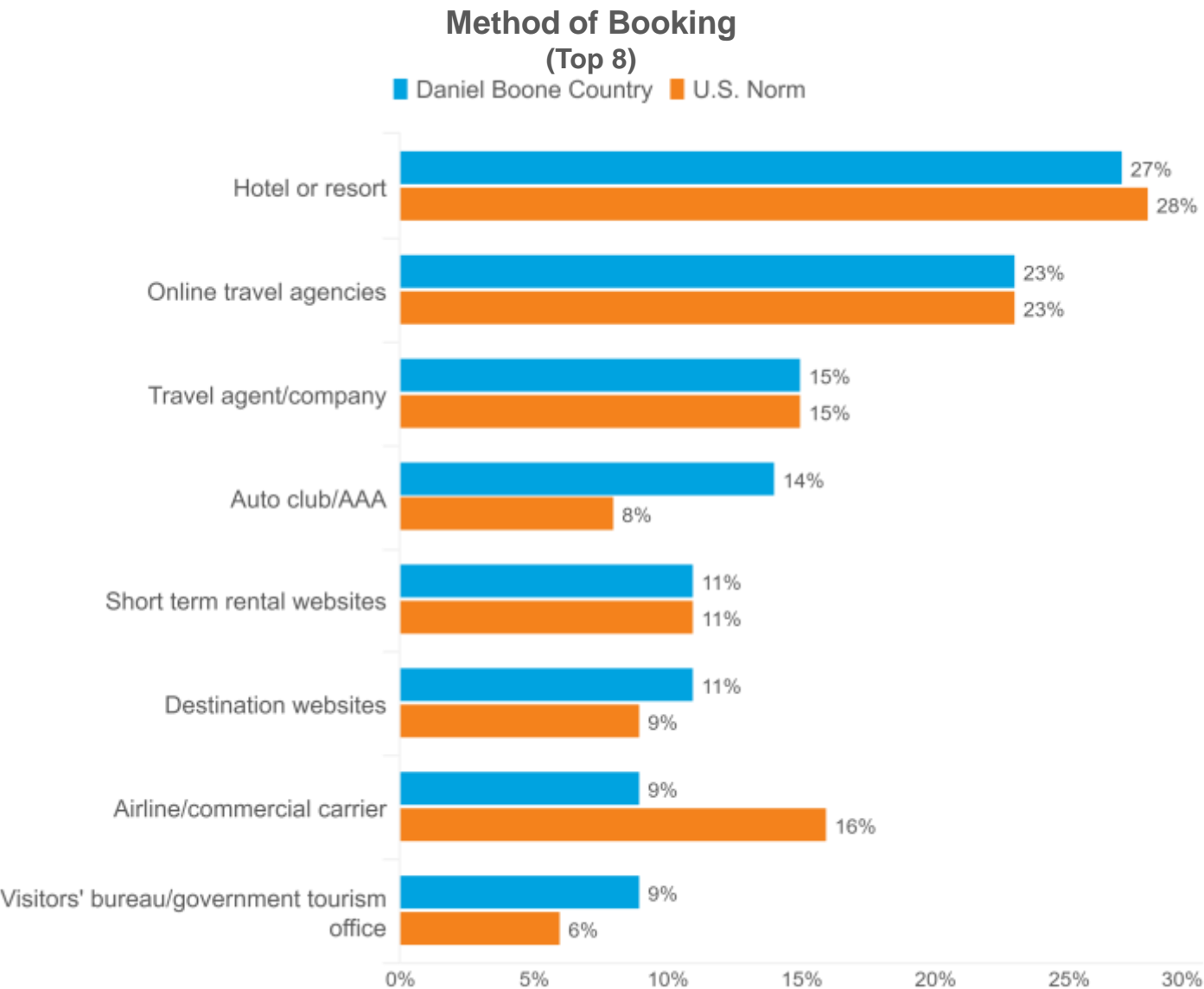
	Daniel Boone Country	U.S. Norm
Did not plan anything in advance	20%	14%
More than 1 year in advance	6%	4%
6-12 months	12%	14%
3-5 months	17%	18%
2 months	16%	17%
1 month or less	29%	32%

Trip Planning Information Sources (Top 8)










Daniel Boone Country's Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips



Accommodations (Top 7)

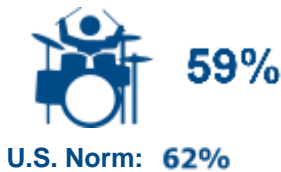
	Daniel Boone Country	U.S. Norm
 Hotel	38%	44%
 Home of friends / relatives	21%	20%
 Motel	15%	11%
 Campground / RV park	10%	5%
 Rented cottage / cabin	8%	4%
 Bed & breakfast	8%	7%
 Resort hotel	7%	10%

Activity Groupings

Outdoor Activities



Entertainment Activities



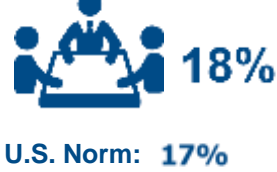
Cultural Activities



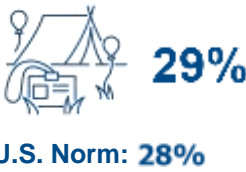
Sporting Activities



Business Activities













Other Activities



Activities and Experiences

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

	Shopping	27%	26%
	Sightseeing	22%	20%
	Attending celebration	18%	14%
	Hiking/backpacking	18%	8%
	Landmark/historic site	16%	13%
	Museum	16%	12%
	Swimming	15%	14%
	National/state park	15%	8%
	Camping	14%	6%
	Bar/nightclub	14%	16%



Outdoor Activities

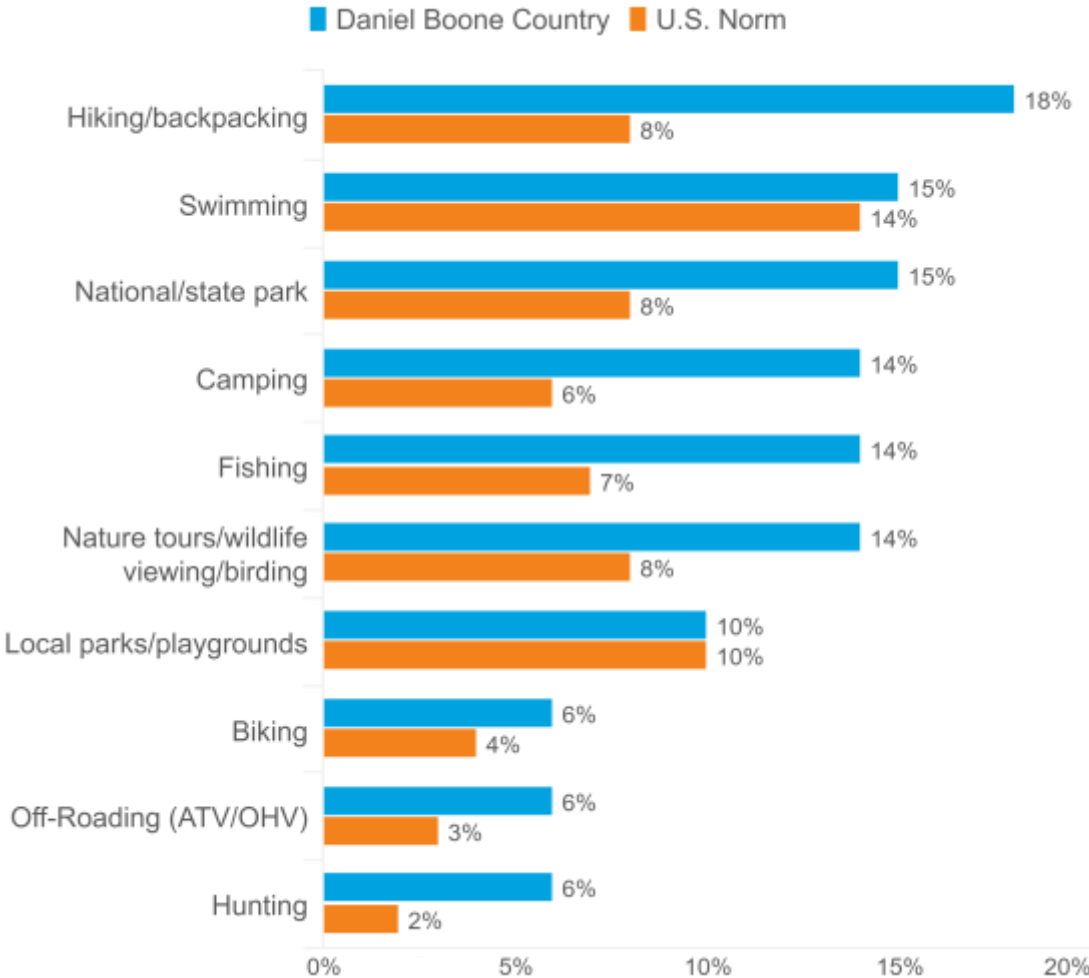
Daniel Boone Country

57%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

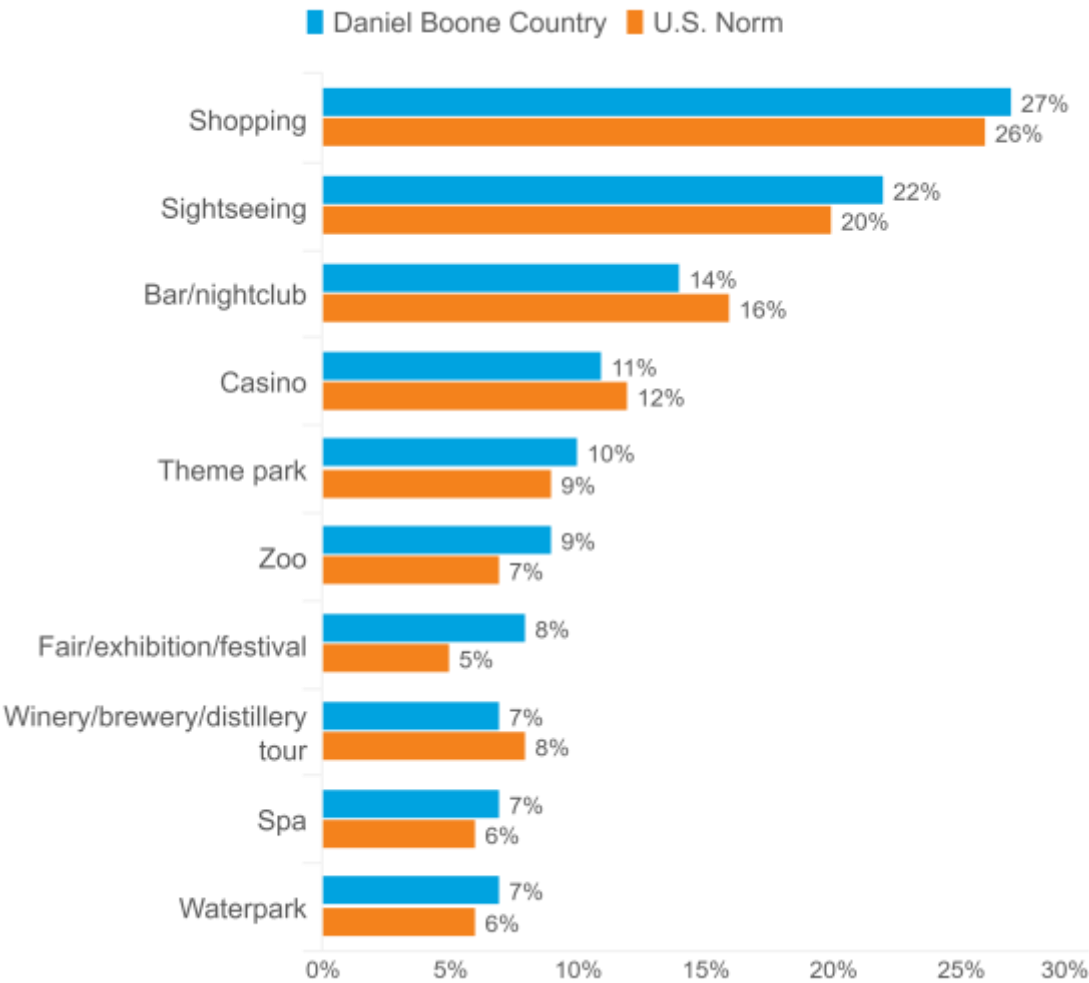
Daniel Boone Country

59%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

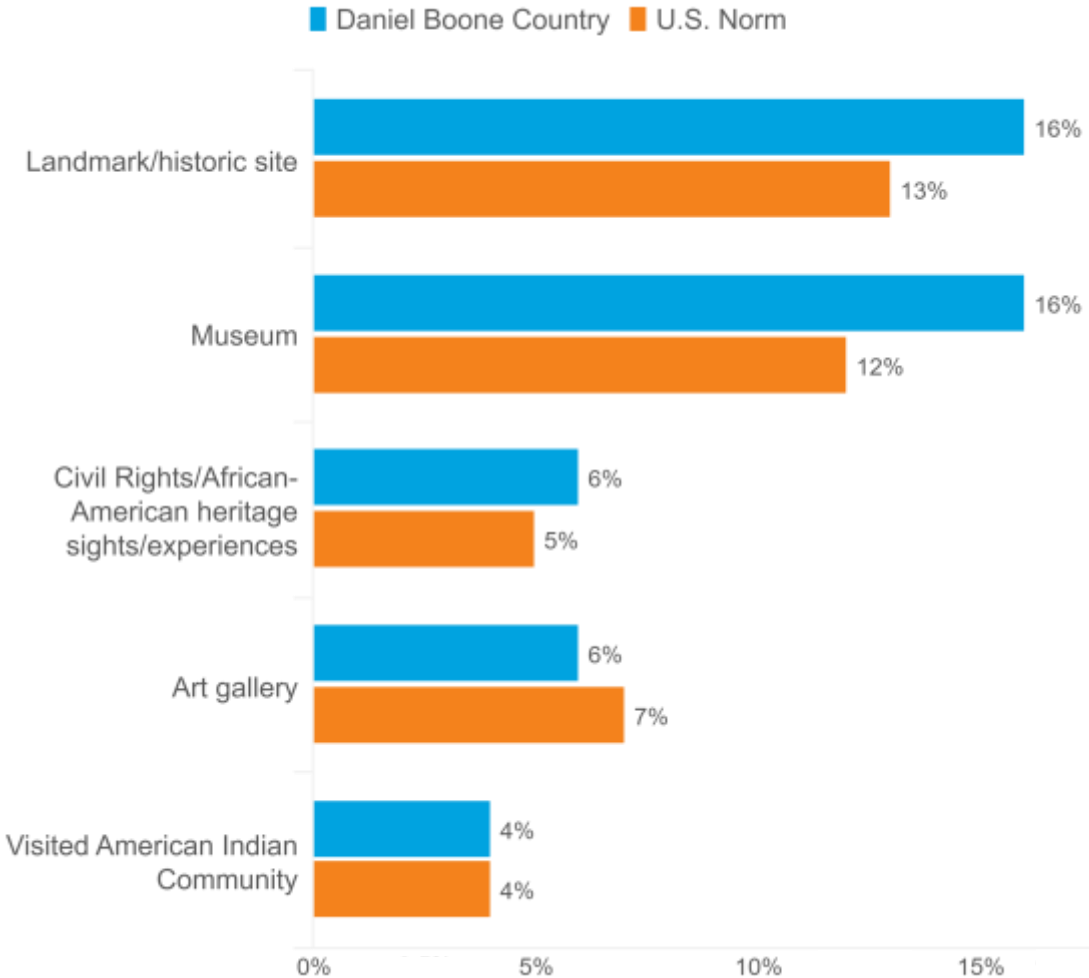
Daniel Boone Country

36%

U.S. Norm

31%

Cultural Activities





Sporting Activities

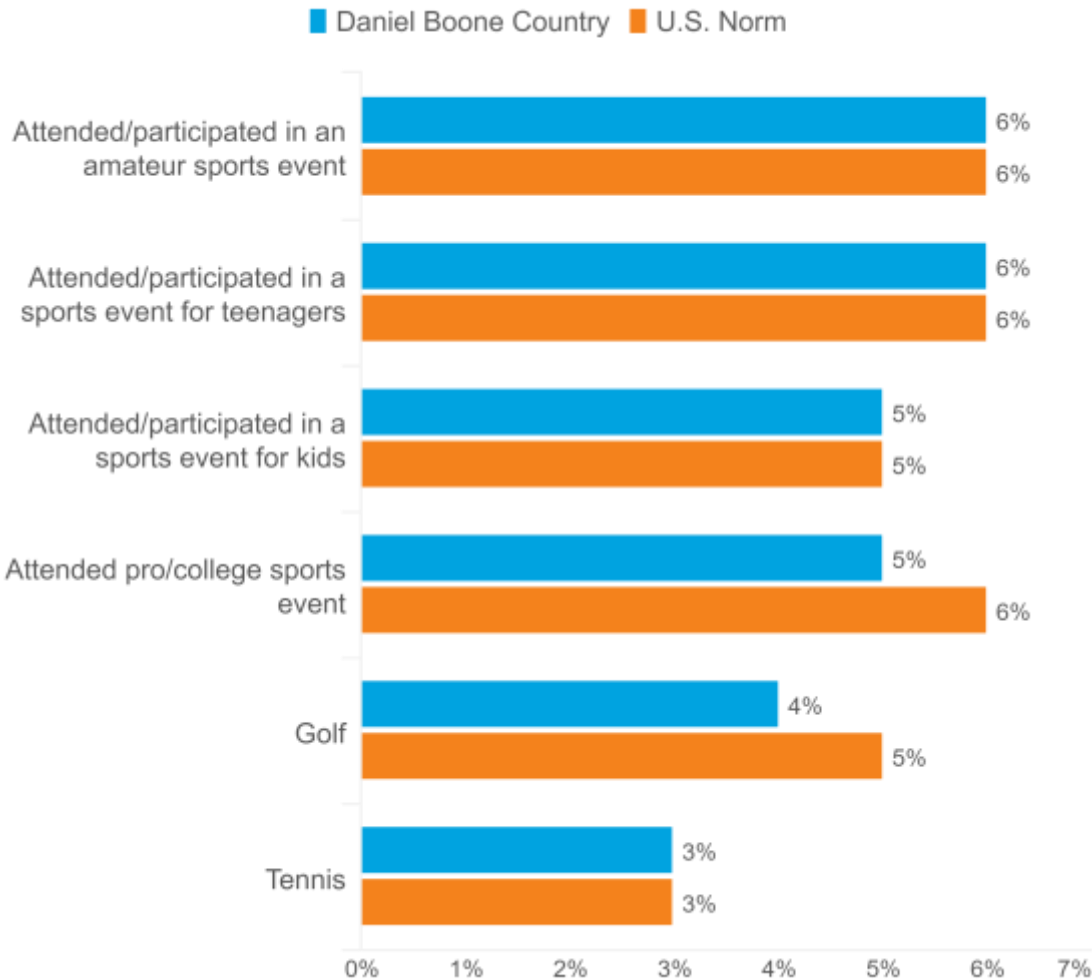
Daniel Boone Country

20%

U.S. Norm

23%

Sporting Activities





Business Activities

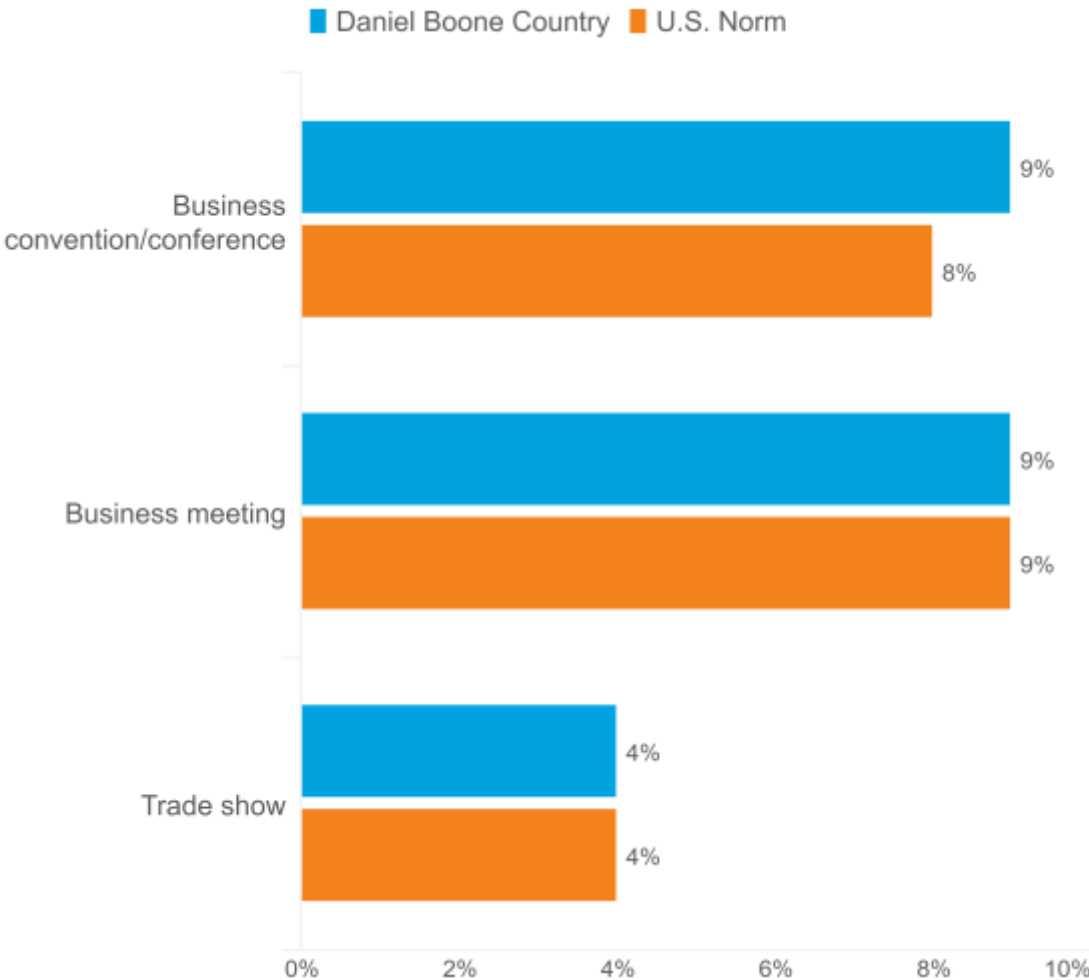
Daniel Boone Country

18%

U.S. Norm

17%

Business Activities





Other Activities

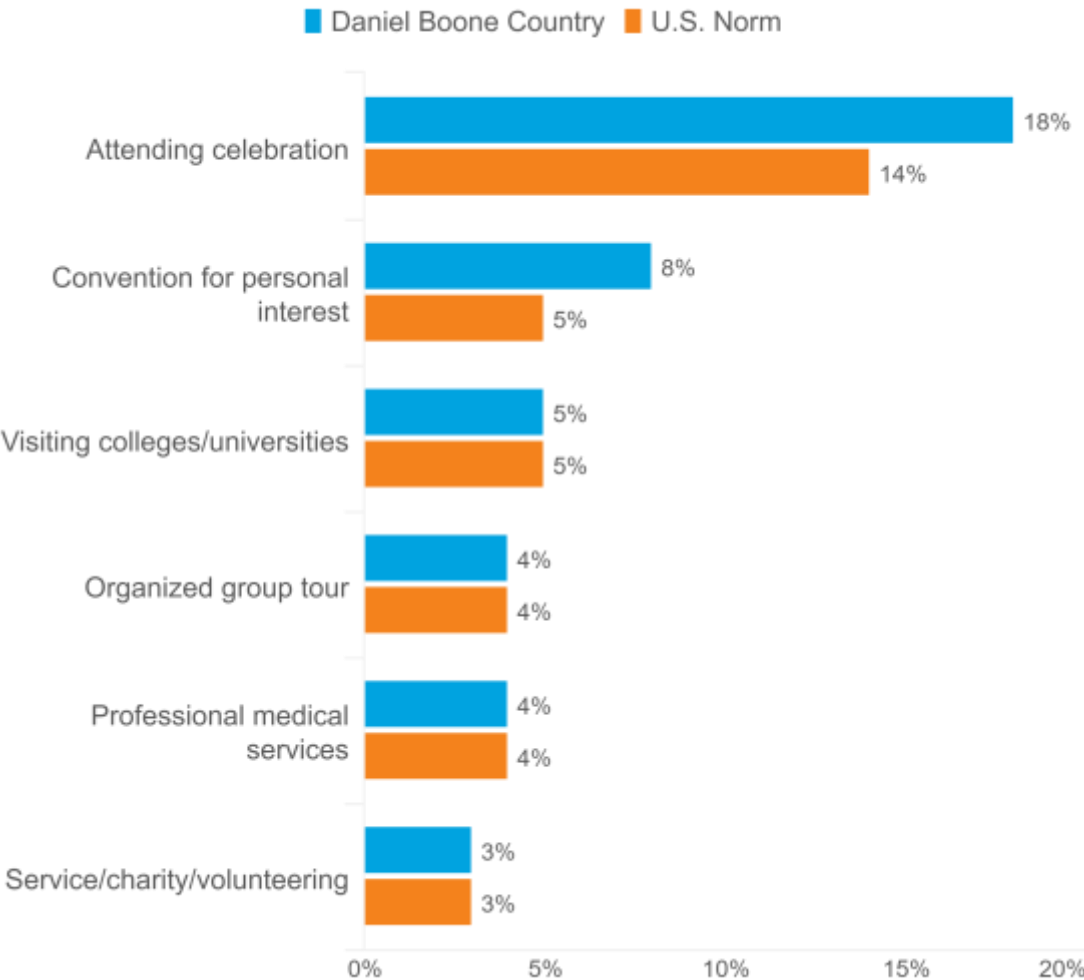
Daniel Boone Country

29%

U.S. Norm


28%

Other Activities









Shopping Types on Trip

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


		Daniel Boone Country	U.S. Norm
	Outlet/mall shopping	51%	45%
	Shopping at locally owned businesses	48%	48%
	Big box stores (Walmart, Costco)	46%	30%
	Convenience/grocery shopping	42%	43%
	Souvenir shopping	38%	37%
	Antiquing	28%	12%
	Farmers market	26%	17%

Question updated in 2023

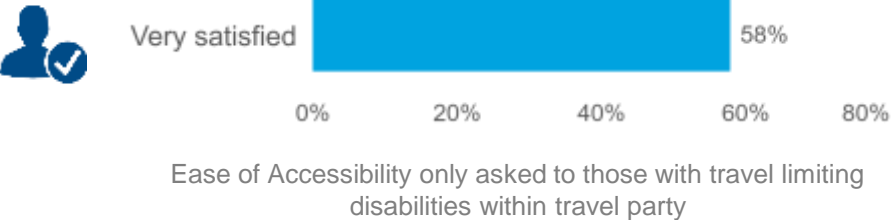
Dining Types on Trip

		Daniel Boone Country	U.S. Norm
	Fast food	58%	45%
	Casual dining	46%	57%
	Unique/local food	28%	32%
	Carry-out/food delivery service	23%	24%
	Picnicking	19%	10%
	Fine/upscale dining	15%	20%

Question updated in 2023

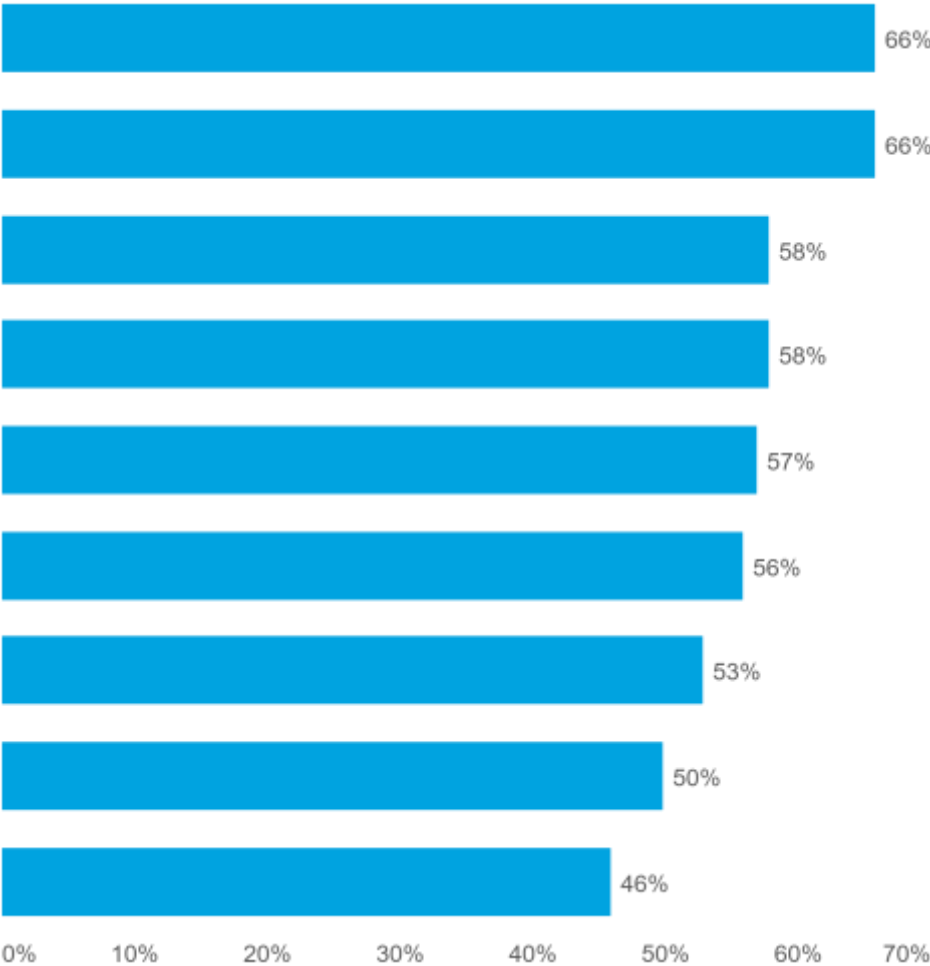
 **72%**
of overnight travelers were
very satisfied with their overall
trip experience

Satisfaction with Ease of Accessibility



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

% Very Satisfied with Trip

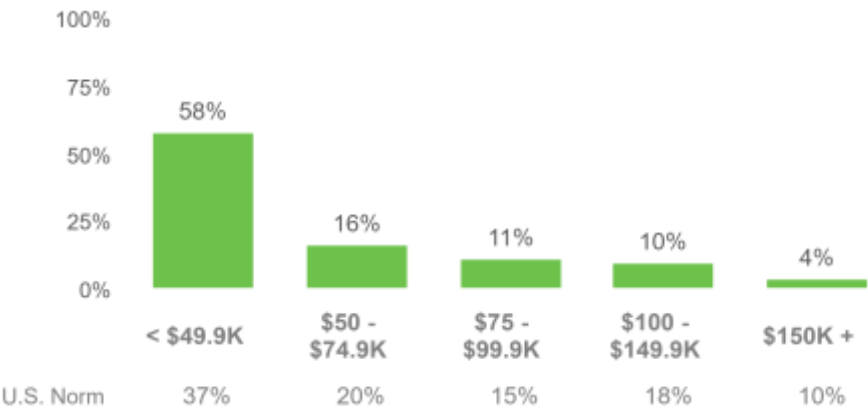


*Very Satisfied = selected top box on a five point scale

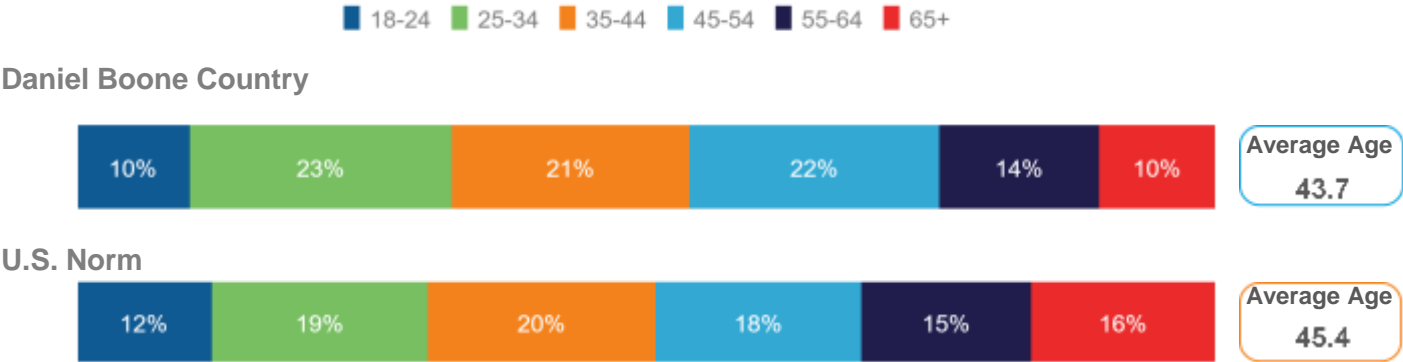
Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2023/2024 Overnight Person-Trips

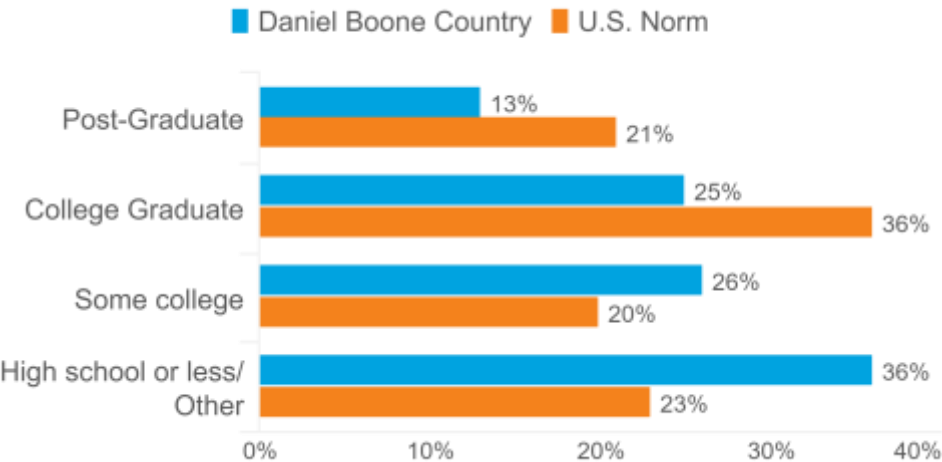
Household Income



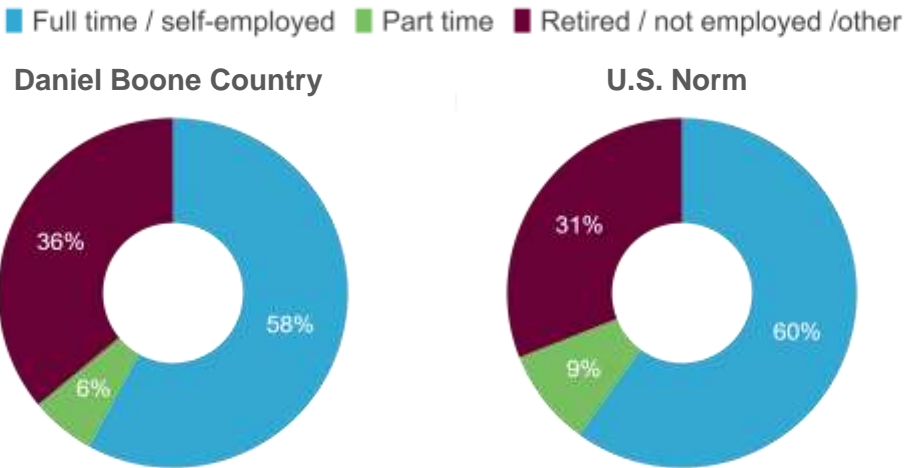
Age



Educational Attainment



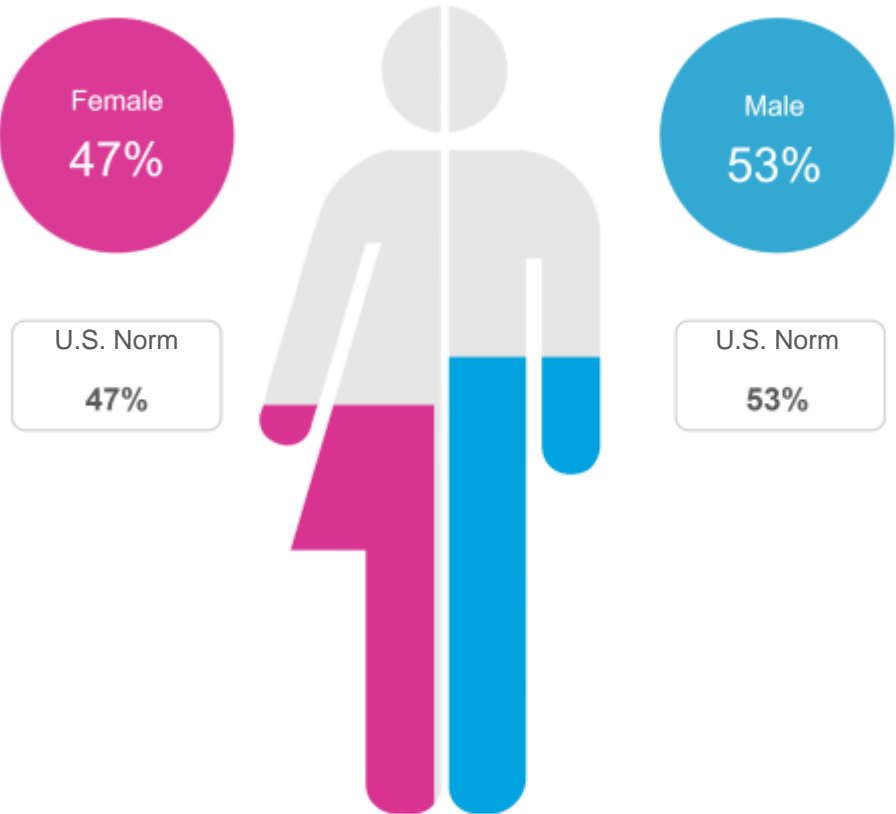
Employment



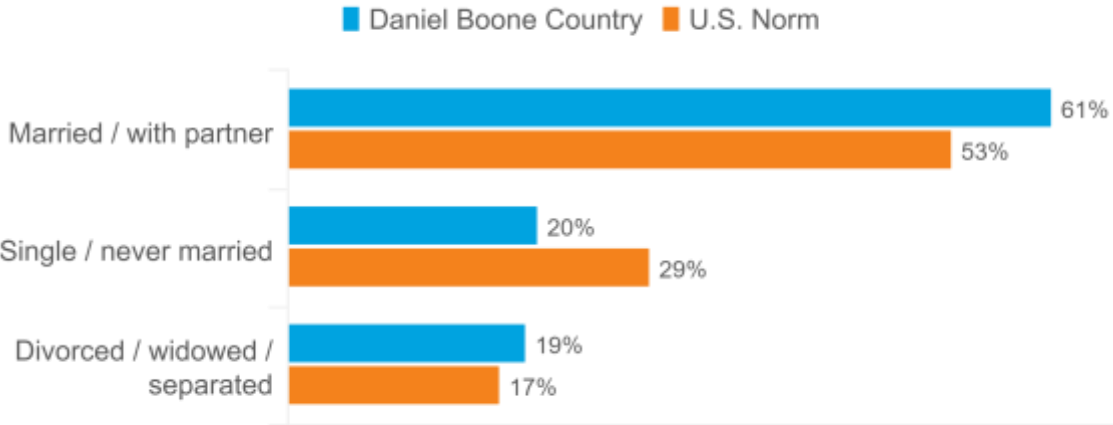
Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2023/2024 Overnight Person-Trips

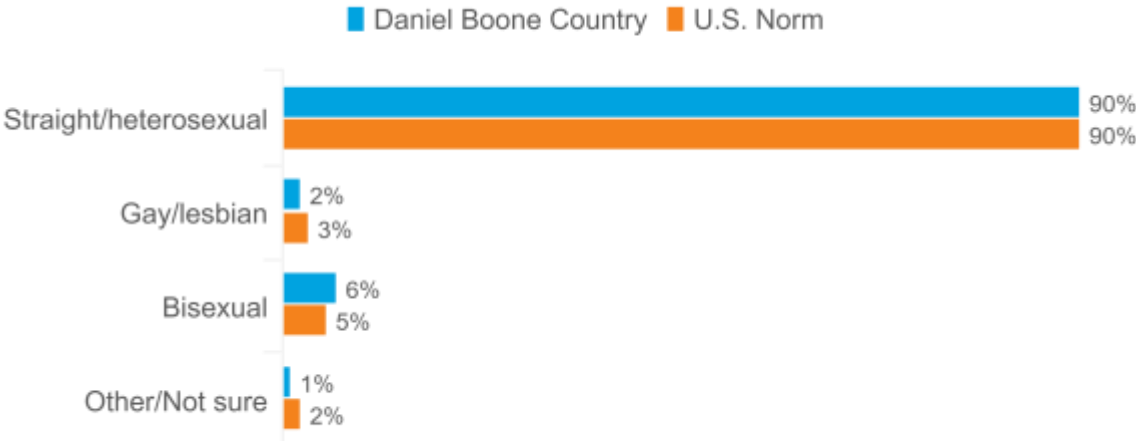
Gender



Marital Status



Sexual Orientation

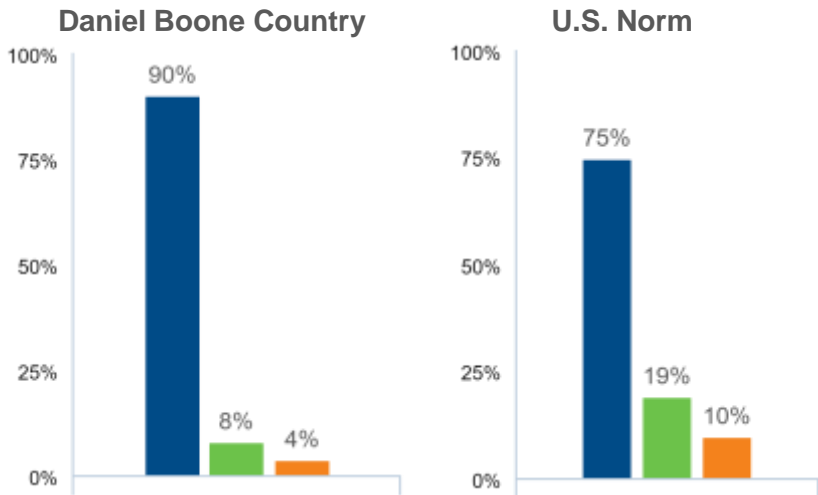


Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2023/2024 Overnight Person-Trips

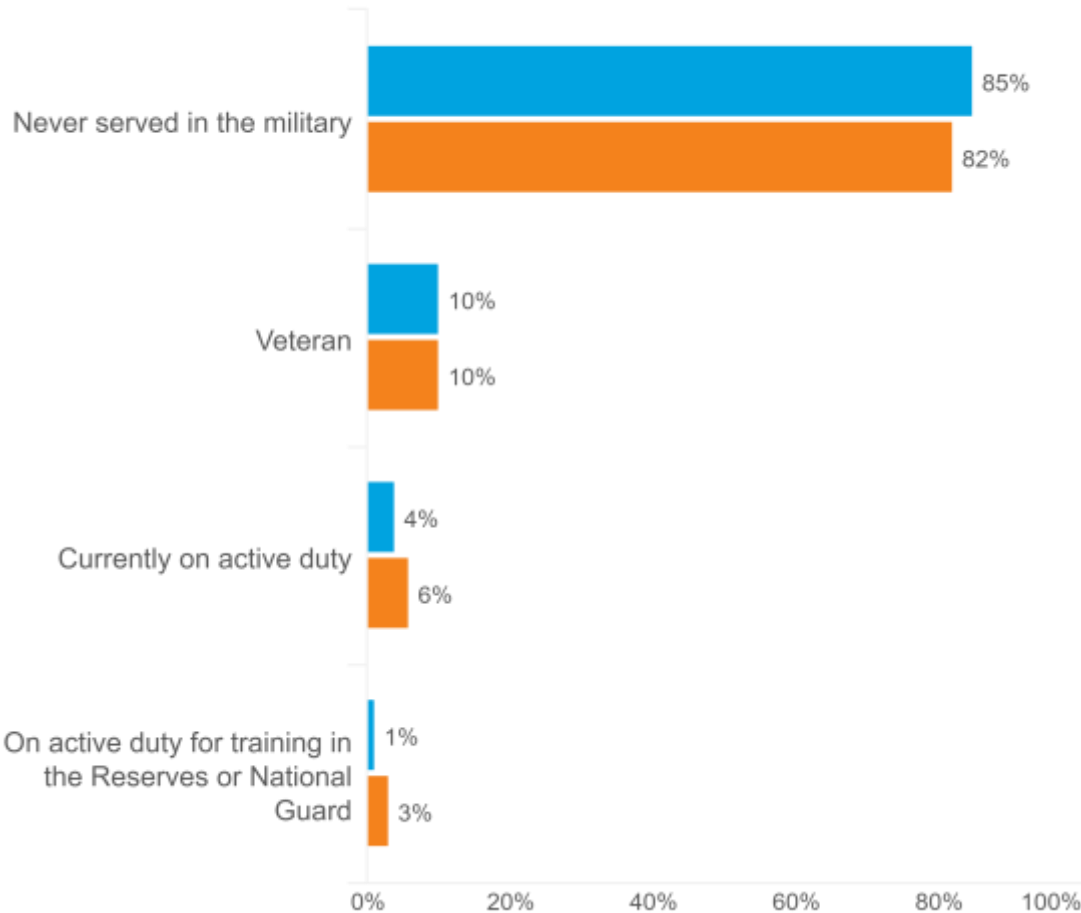
Race

White African-American Other



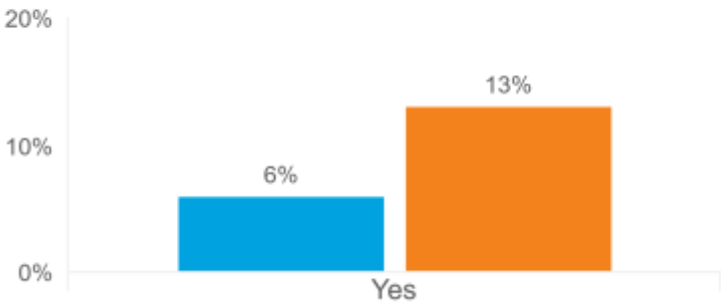
Military Status

Daniel Boone Country U.S. Norm



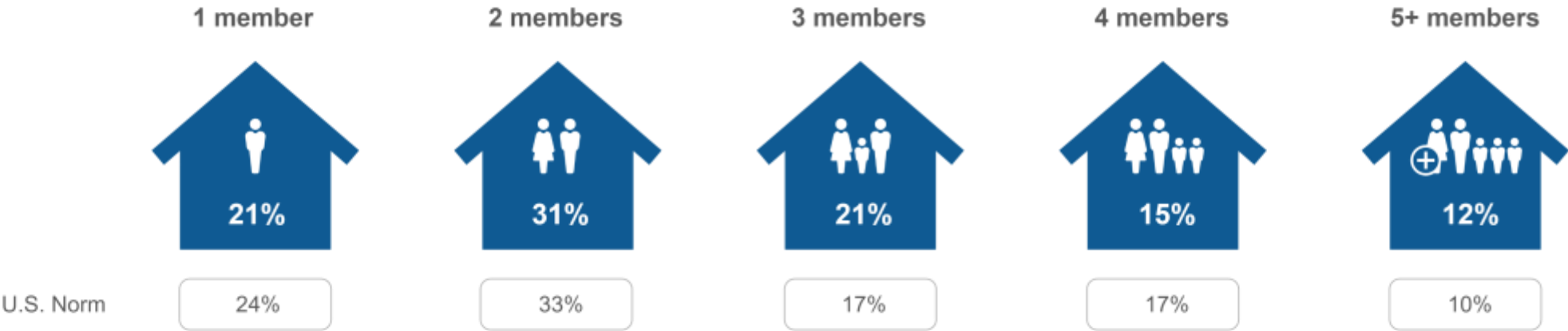
Hispanic Background

Daniel Boone Country U.S. Norm

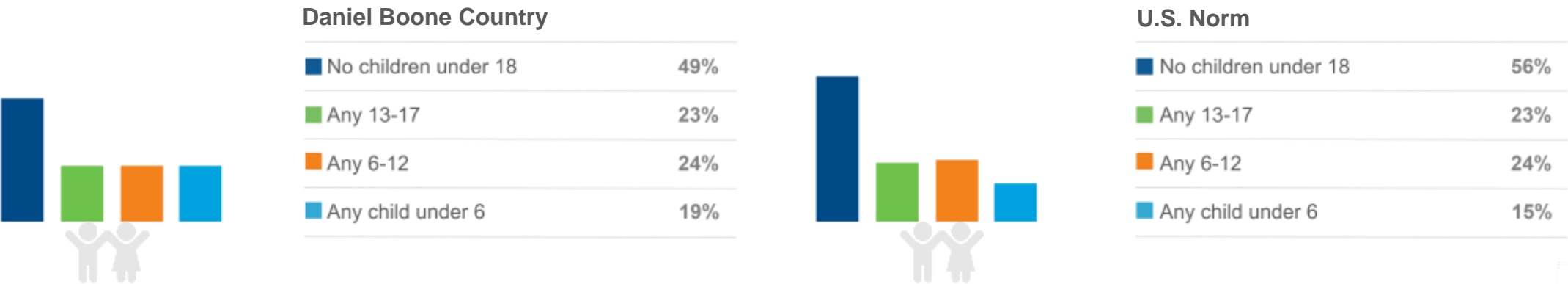


Question added in 2024, data is for 2024 only

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

406

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

Past Visitation to Southern Kentucky Vacations

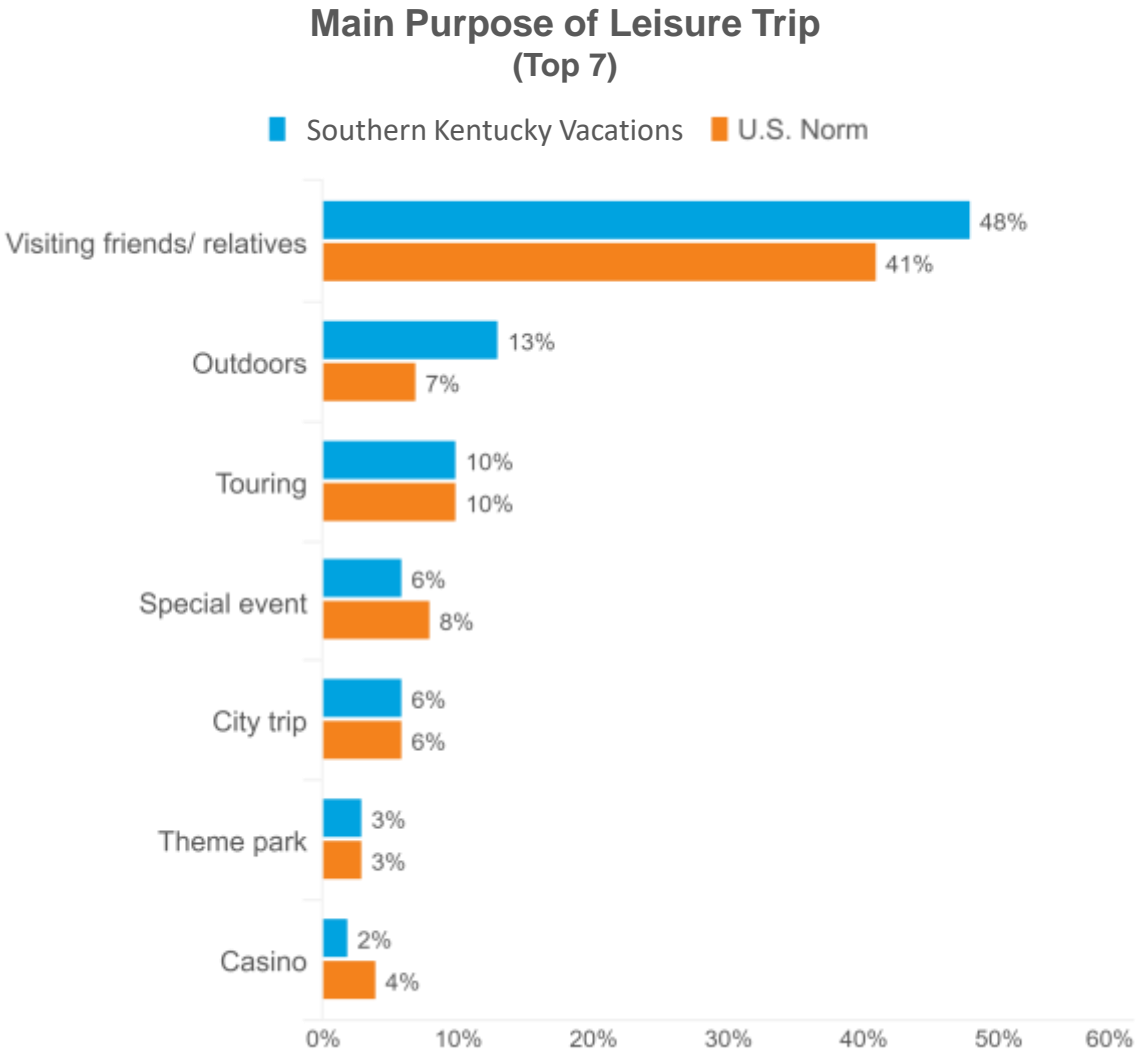
63% of overnight travelers to Southern Kentucky Vacations are repeat visitors

48% of overnight travelers to Southern Kentucky Vacations had visited before in the past 12 months

Southern Kentucky Vacations' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	48%
Outdoors	13%
Touring	10%
Special event	6%
City trip	6%
Conference/ Convention	3%
Theme park	3%
Business-Leisure	2%
Casino	2%
Other business trip	2%
Cruise	2%



Southern Kentucky Vacations Overnight Trips



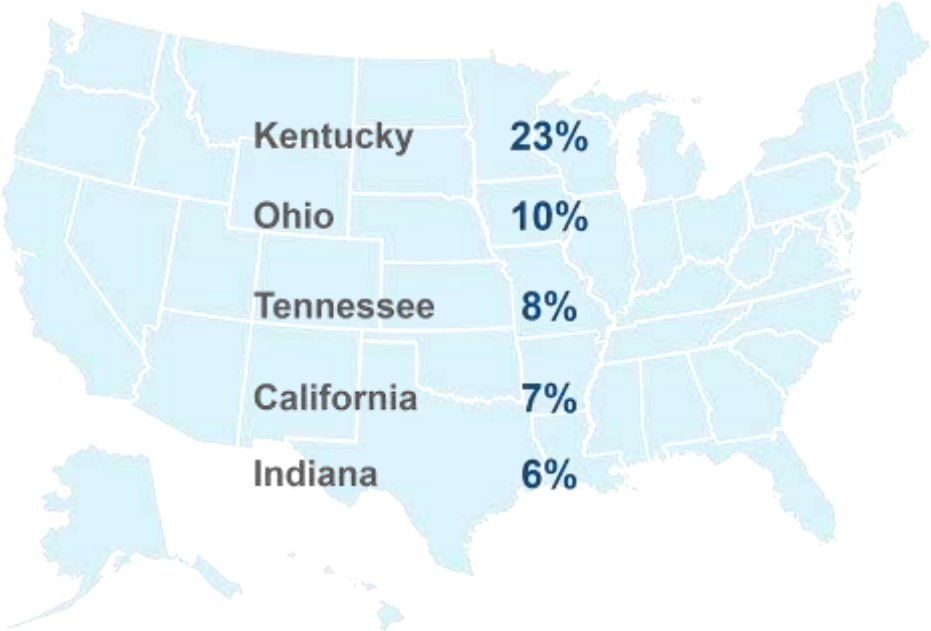
2024 U.S. Overnight Trips



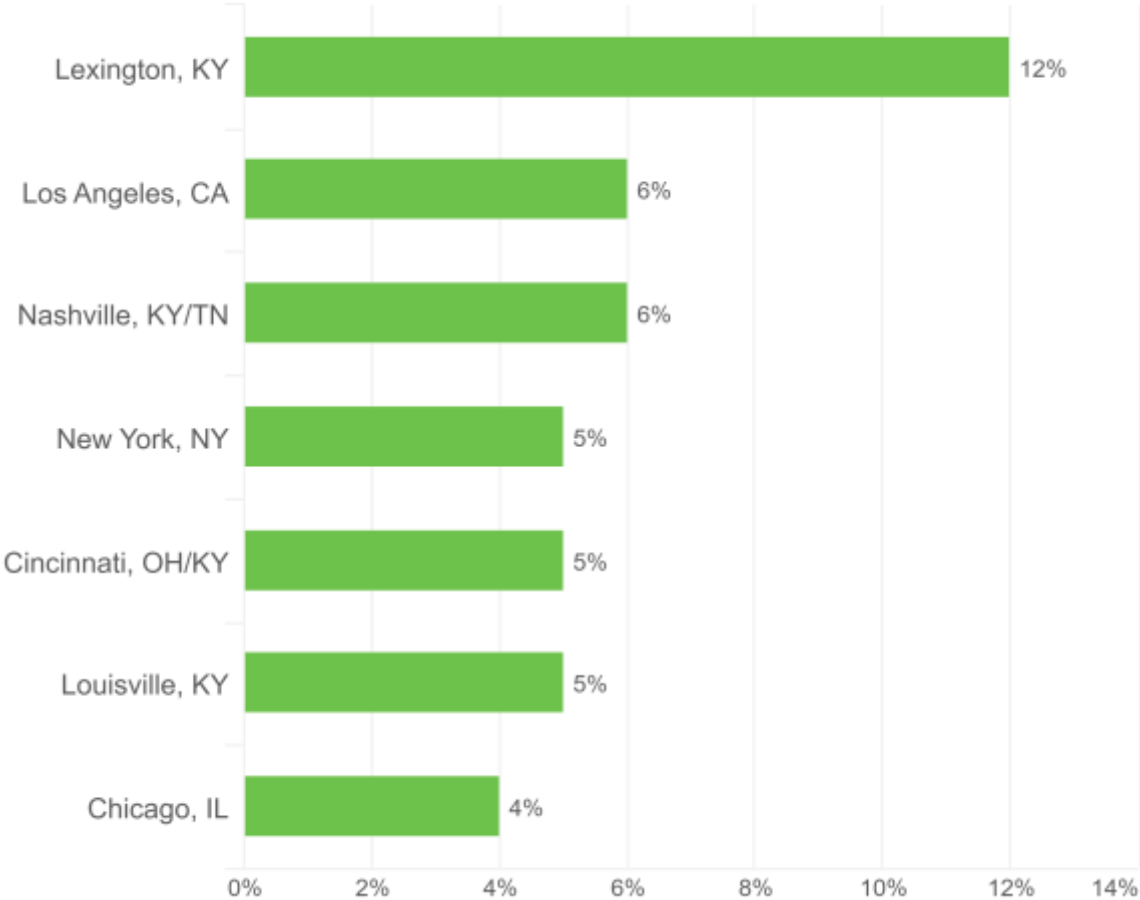
Southern Kentucky Vacations' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

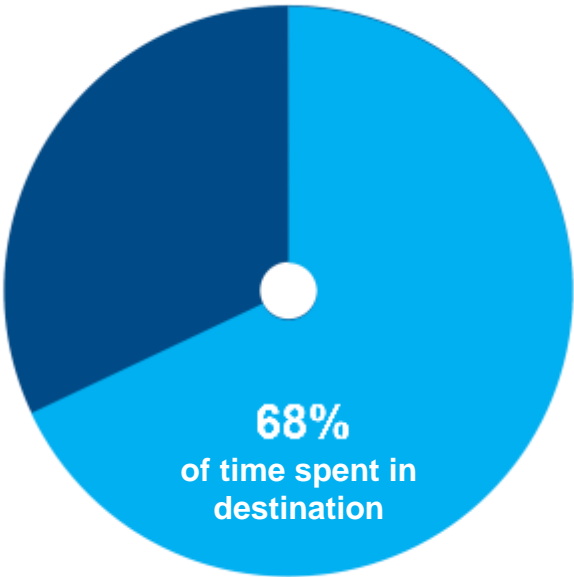
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 7)



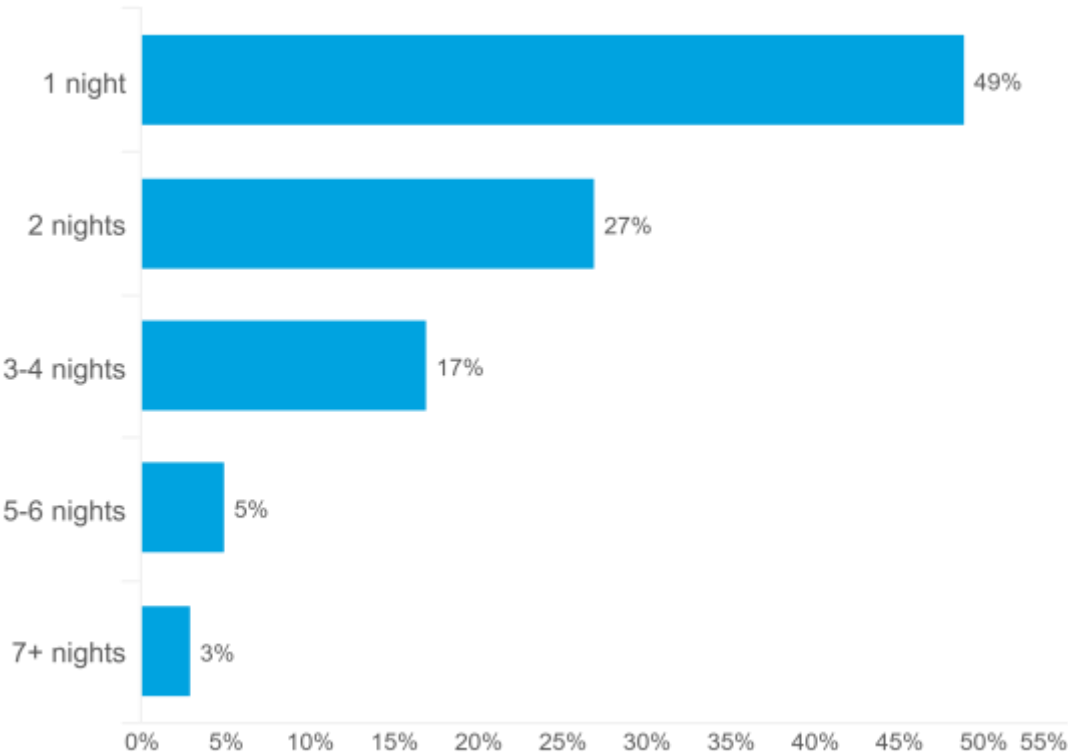
Total Nights Away on Trip



Southern Kentucky Vacations
3.2
Average Nights

U.S. Norm
3.7
Average Nights

Nights Spent in Southern Kentucky Vacations



Average number
of nights
2.2

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
3.1

U.S. Norm



Average number of people

Total
2.8

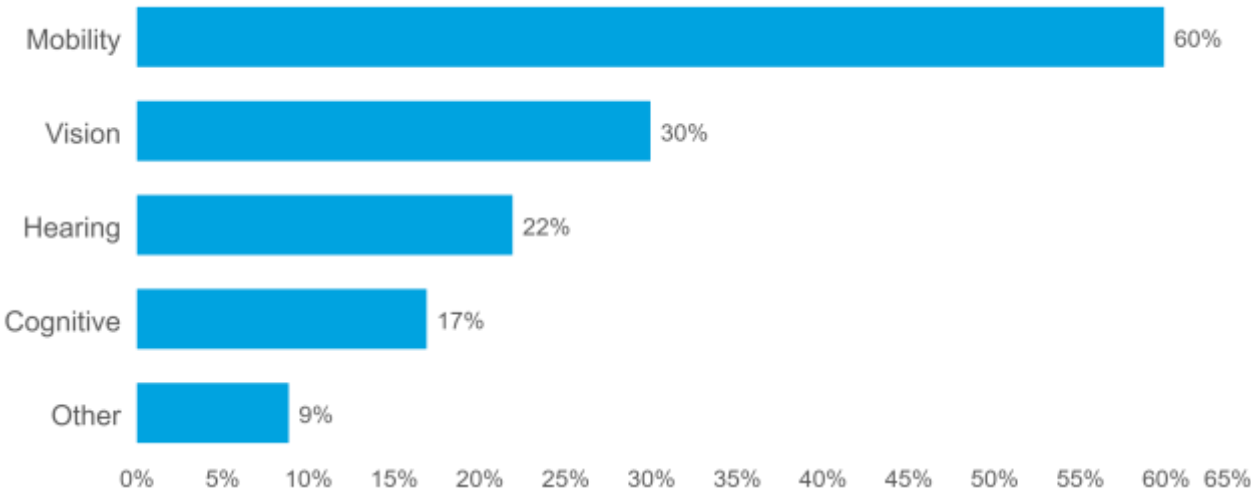


23% of travel parties had a travel party member that required accessibility services

2022/2023: 24%

Disability Categorization

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



Question added in 2024, data is for 2024 only



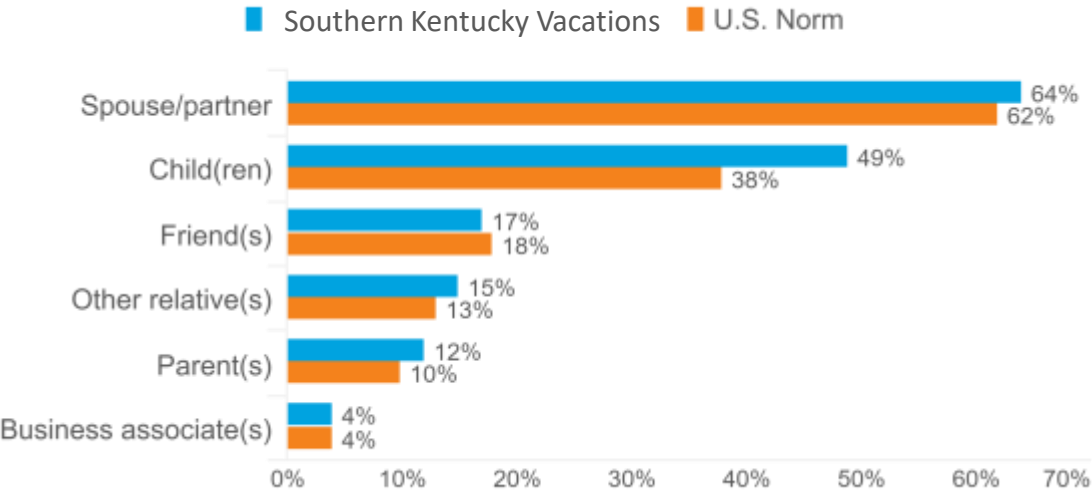
21% of trips only had one person in the travel party

U.S. Norm: **26%**

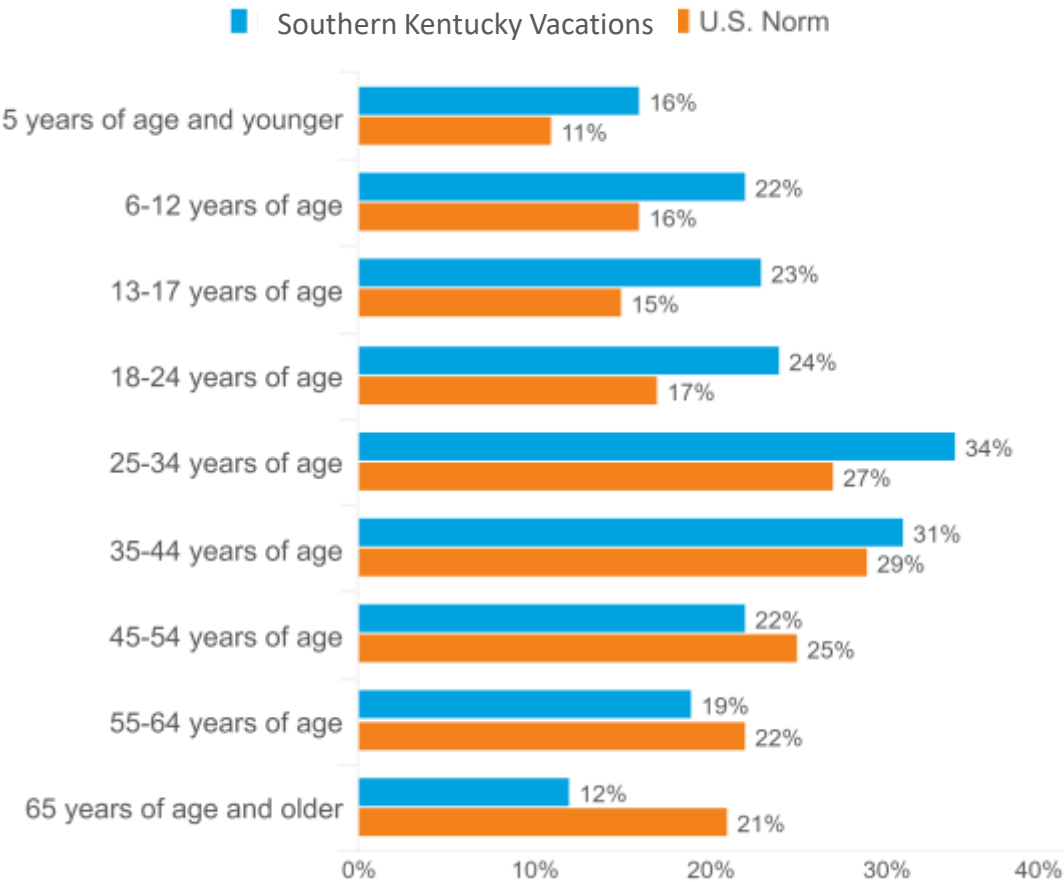
Composition of Immediate Travel Party

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

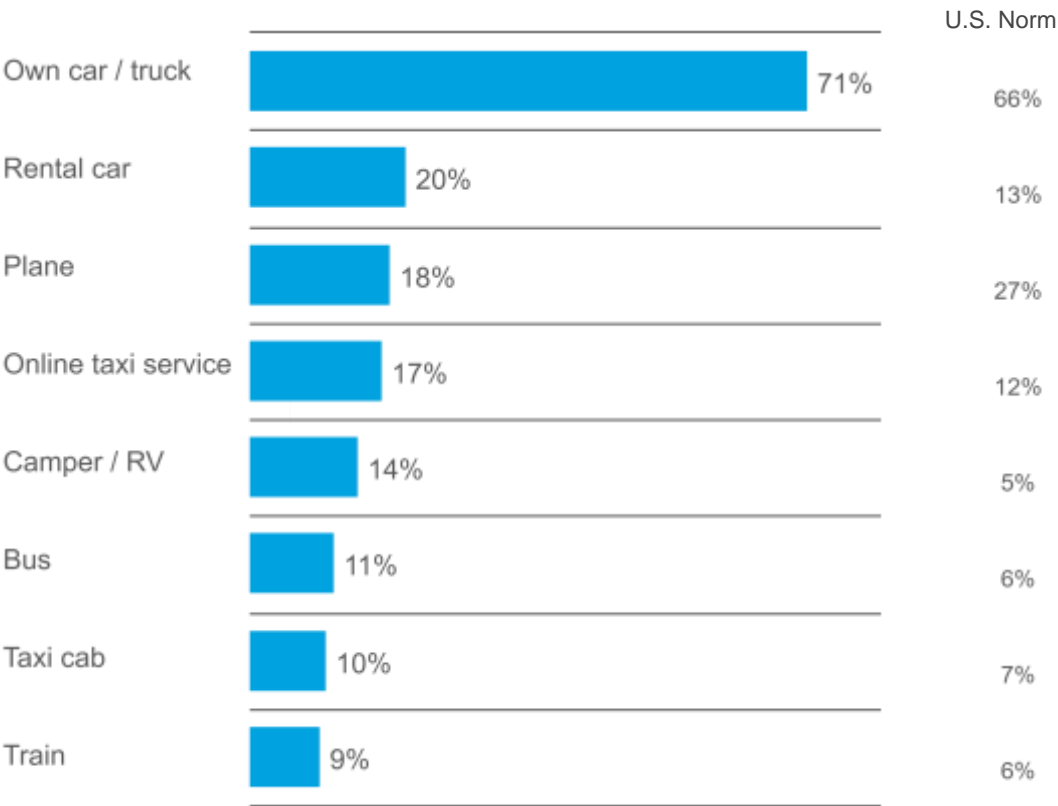
*Child(ren) is based on the relationship to the respondent



Travel Party Age

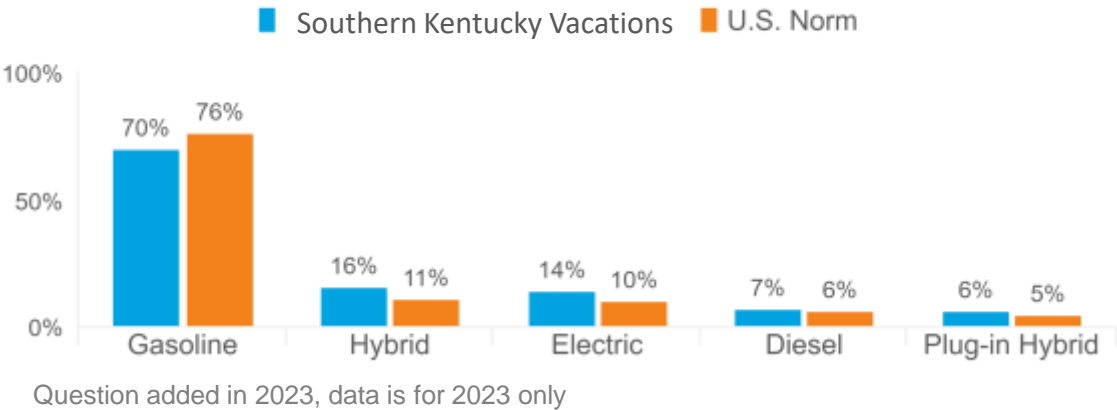


Transportation Used to get to Destination (Top 8)

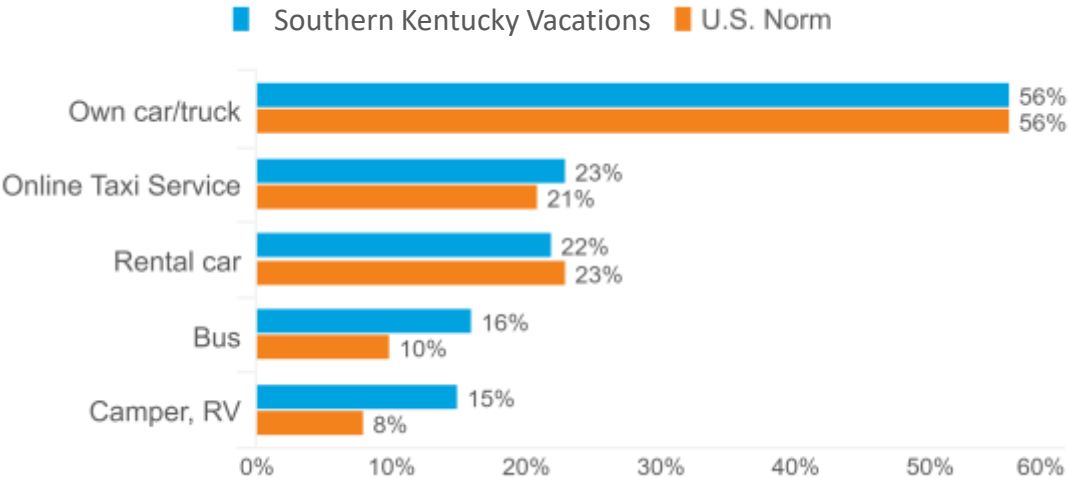


Question updated in 2020

Type of Vehicle Used to get to Destination



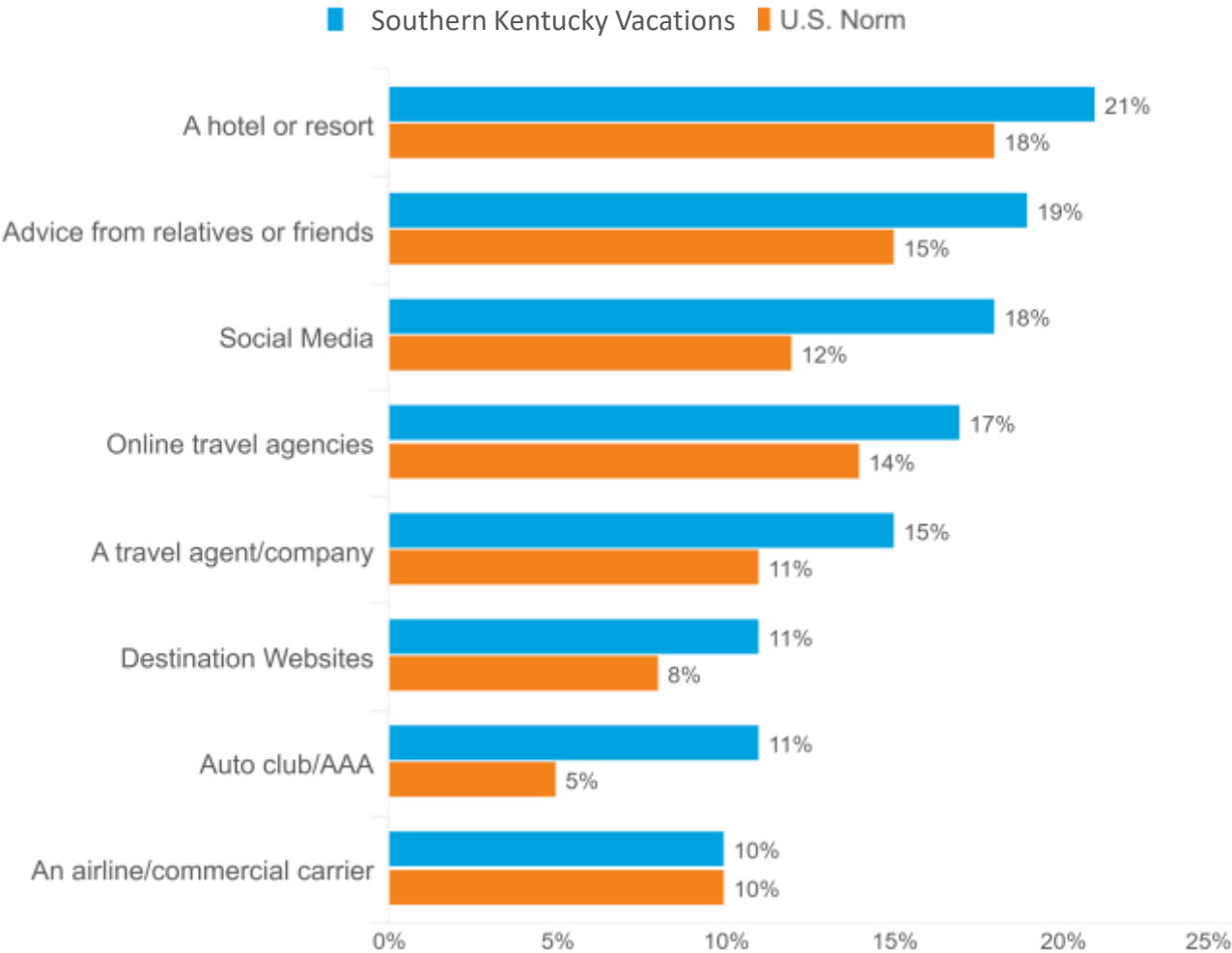
Transportation Used within Destination (Top 5)



Length of Trip Planning

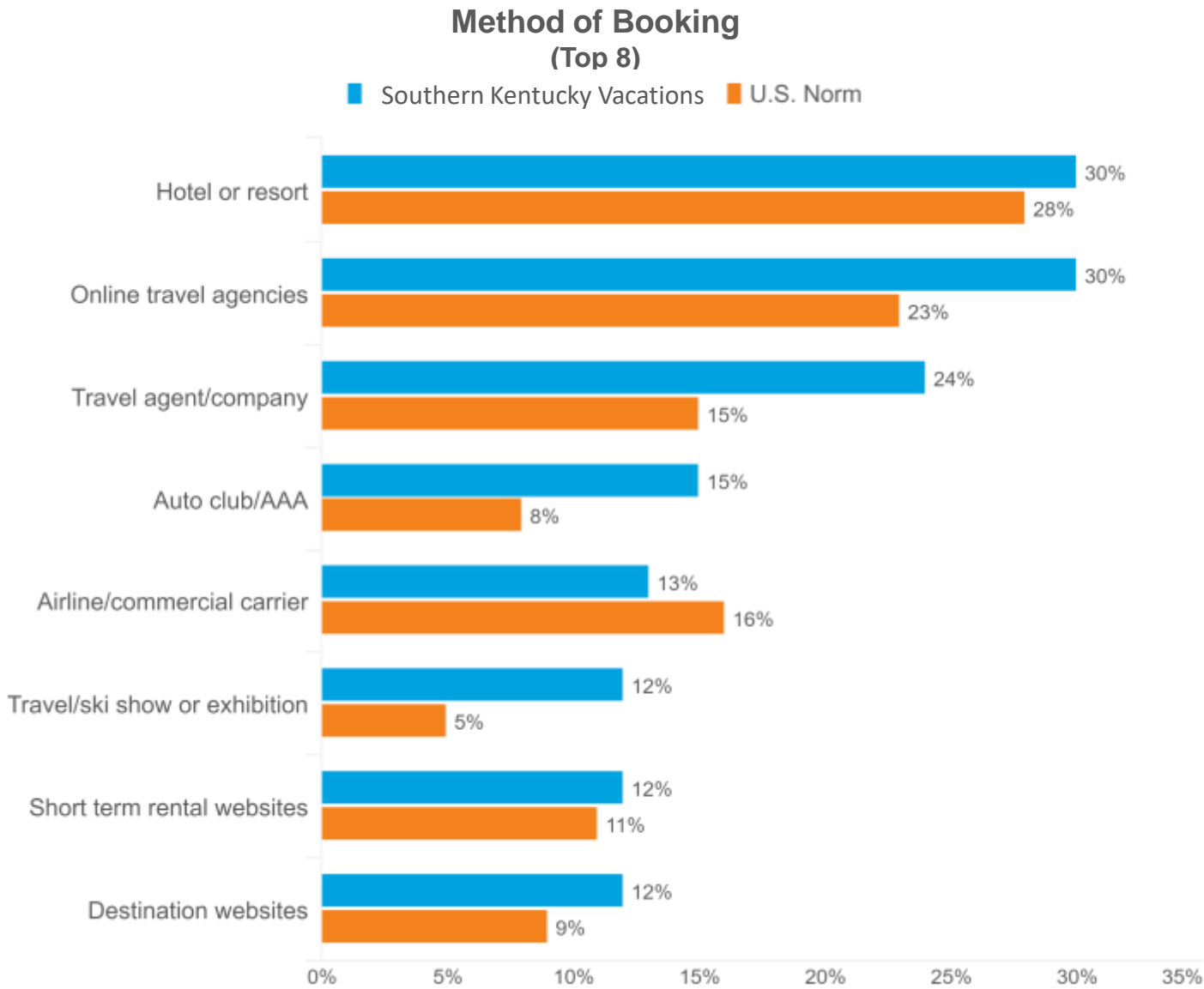
	Southern Kentucky Vacations	U.S. Norm
Did not plan anything in advance	11%	14%
More than 1 year in advance	8%	4%
6-12 months	13%	14%
3-5 months	20%	18%
2 months	20%	17%
1 month or less	28%	32%

Trip Planning Information Sources
(Top 8)










Southern Kentucky Vacations' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips



Accommodations (Top 7)

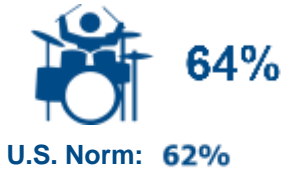
	Southern Kentucky Vacations	U.S. Norm
 Hotel	47%	44%
 Motel	18%	11%
 Home of friends / relatives	17%	20%
 Bed & breakfast	14%	7%
 Resort hotel	9%	10%
 Campground / RV park	8%	5%
 Rented cottage / cabin	8%	4%

Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



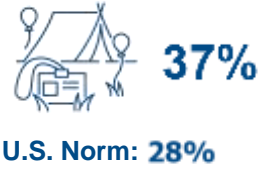
Sporting Activities













Business Activities



Other Activities



Activities and Experiences (Top 10)

		Southern Kentucky Vacations	U.S. Norm
	Shopping	28%	26%
	Attending celebration	22%	14%
	Sightseeing	20%	20%
	Fishing	17%	7%
	Museum	16%	12%
	Swimming	16%	14%
	Bar/nightclub	16%	16%
	Camping	16%	6%
	Local parks/playgrounds	15%	10%
	Business convention/conference	15%	8%



Outdoor Activities

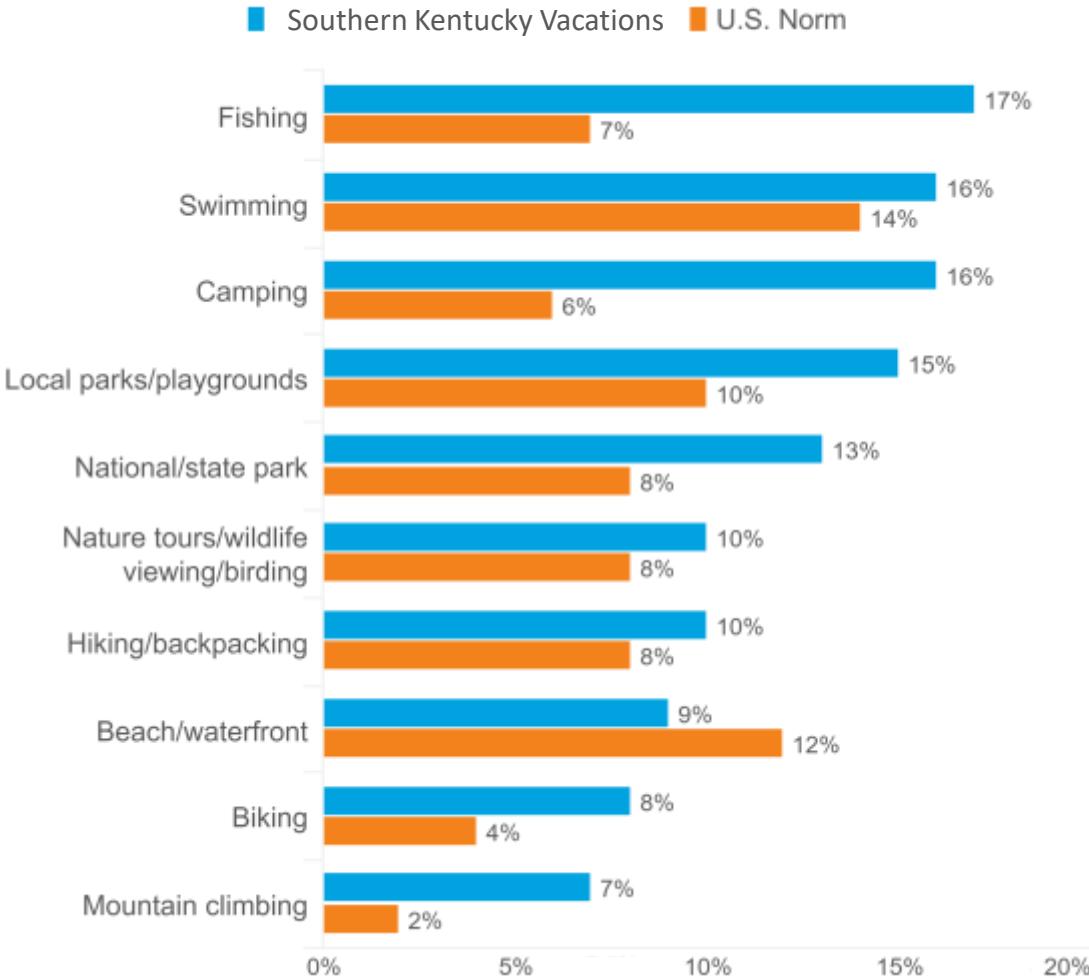
Southern Kentucky
Vacations

63%

U.S. Norm

49%

Outdoor Activities
(Top 10)



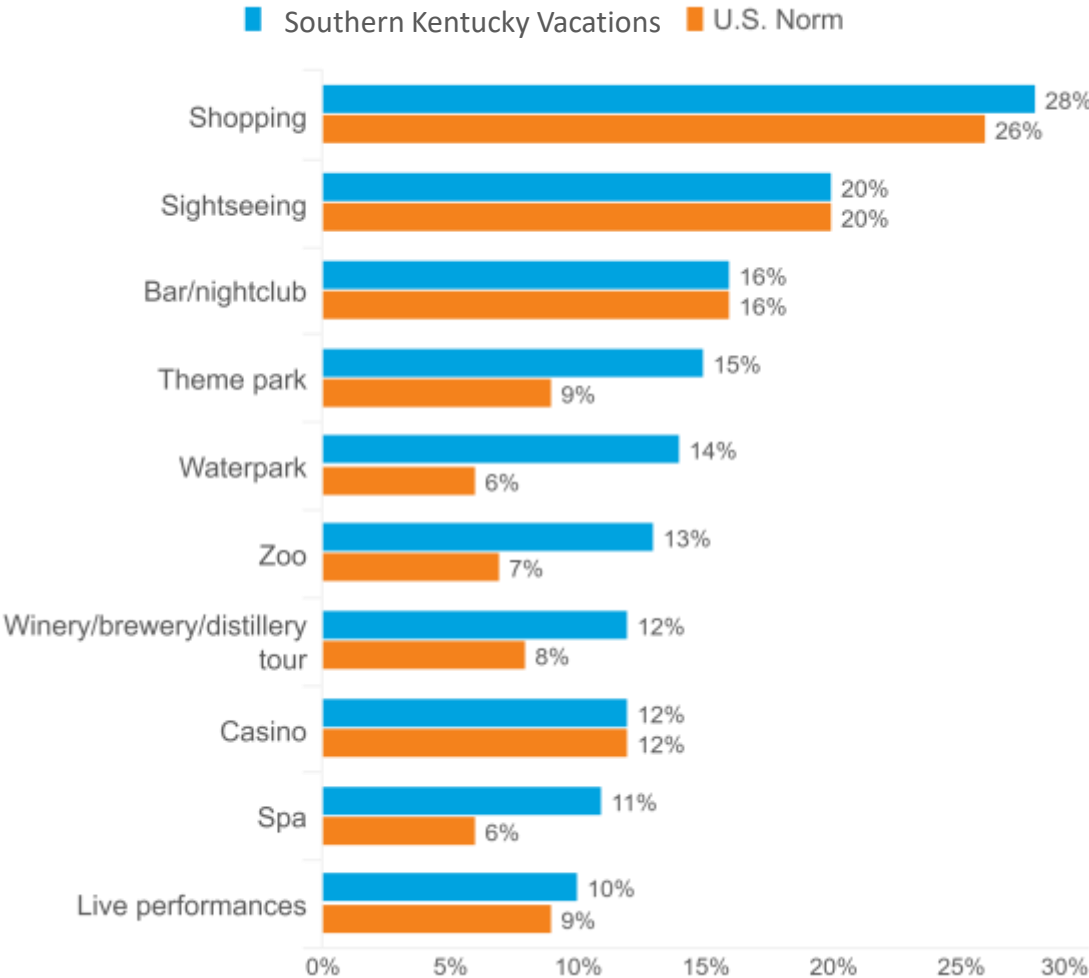


Entertainment Activities

Southern Kentucky
Vacations
64%

U.S. Norm
62%

Entertainment Activities
(Top 10)



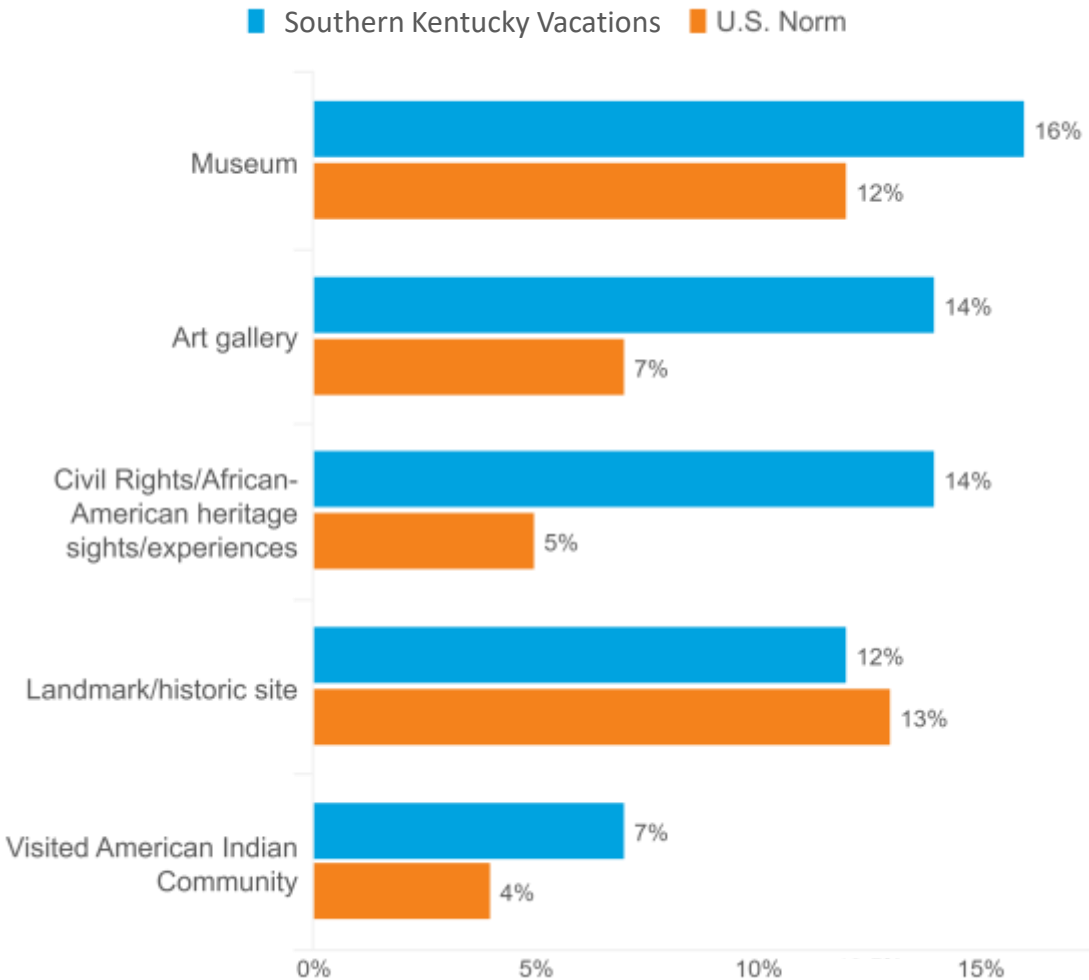


Cultural Activities

Southern Kentucky
Vacations
46%

U.S. Norm
31%

Cultural Activities





Sporting Activities

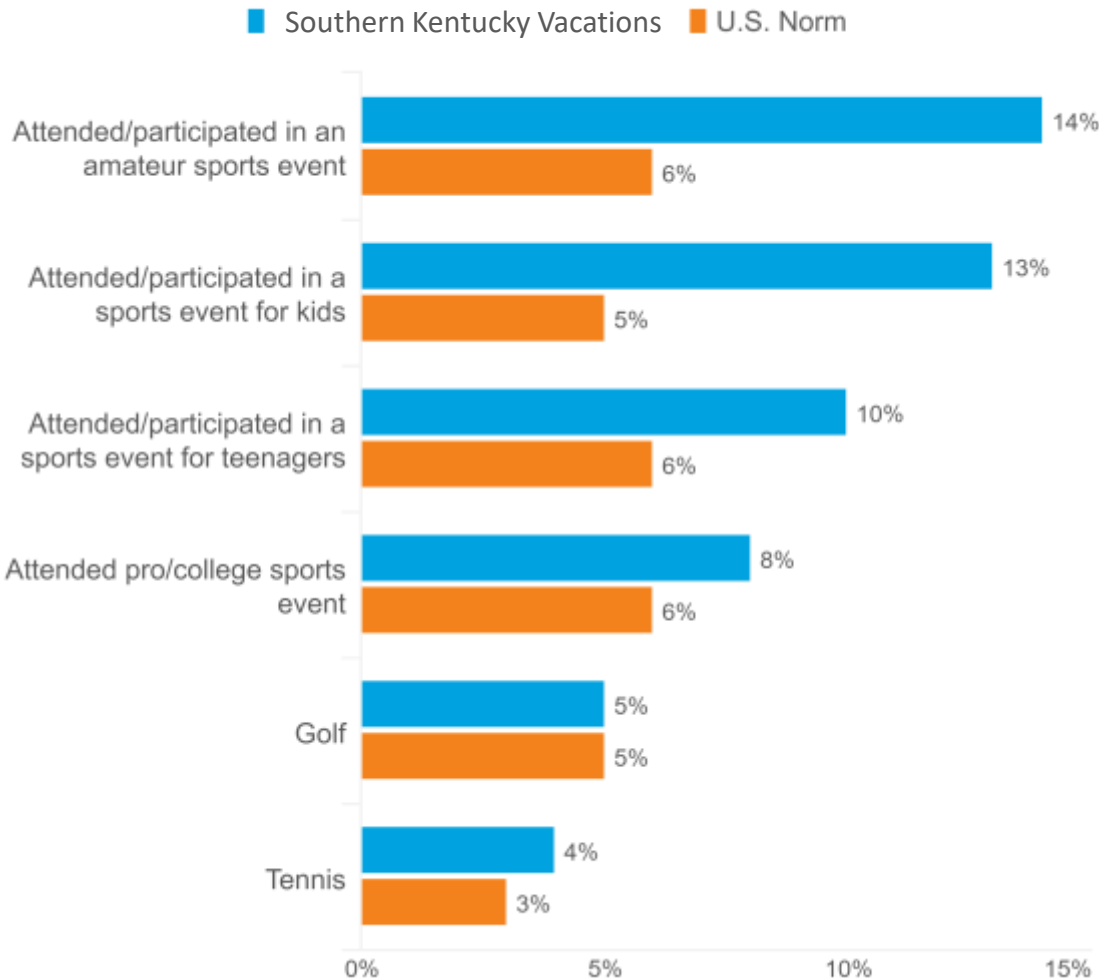
Southern Kentucky
Vacations

32%

U.S. Norm

23%

Sporting Activities



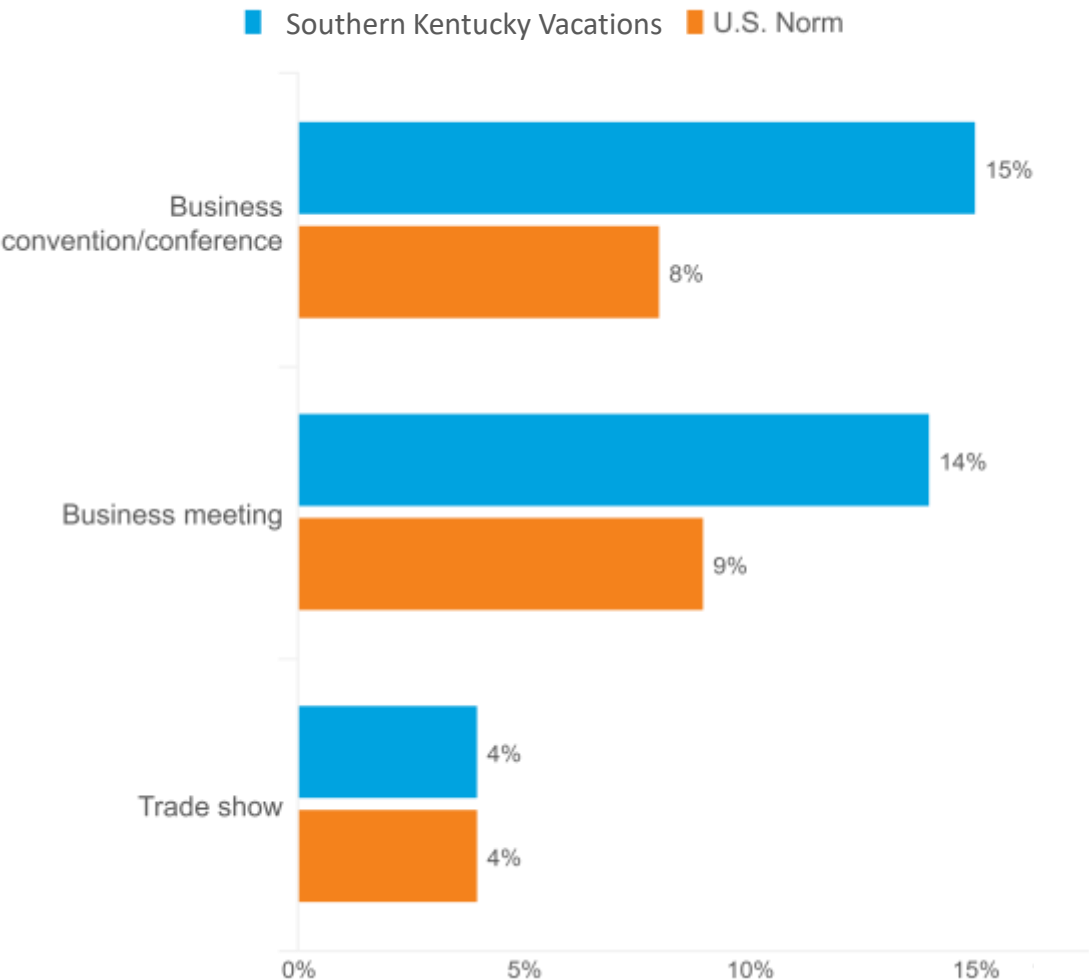


Business Activities

Southern Kentucky
Vacations
25%

U.S. Norm
17%

Business Activities





Other Activities

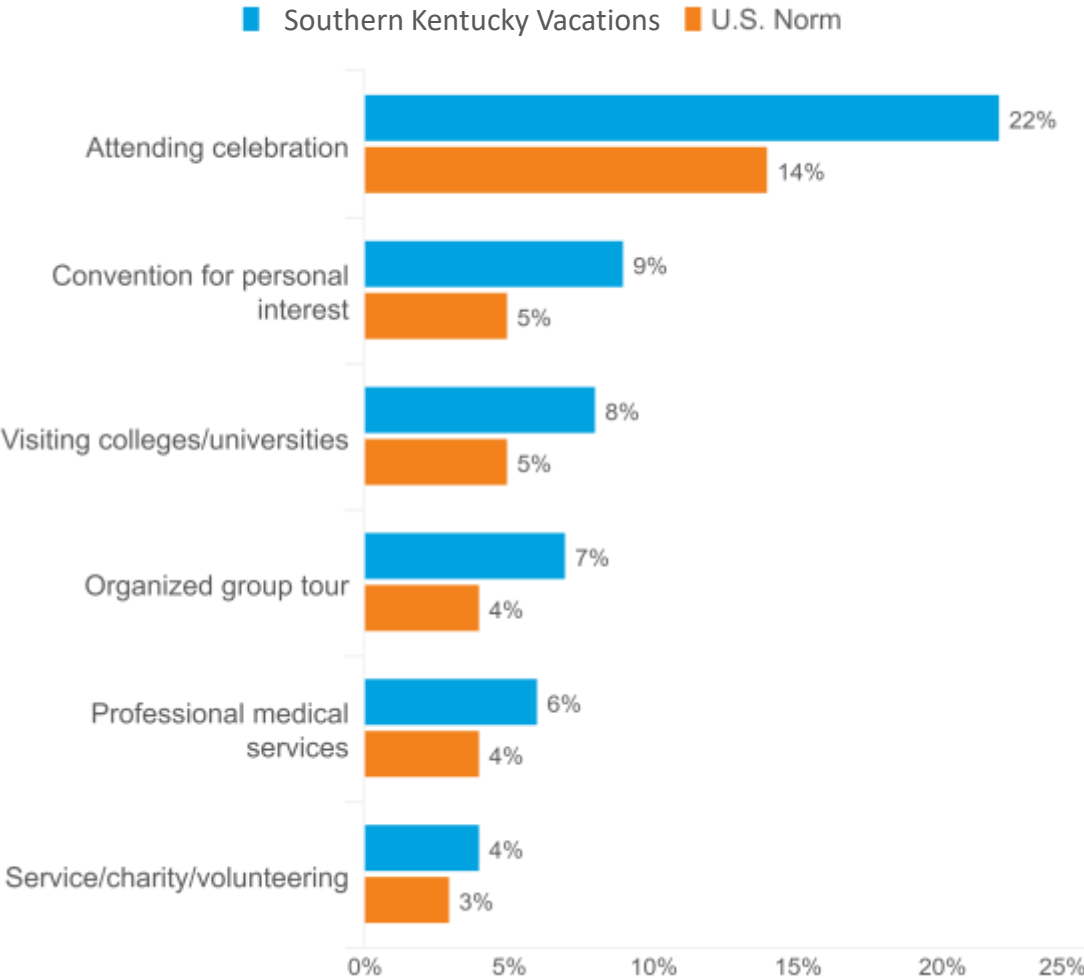
Southern Kentucky
Vacations

37%

U.S. Norm

28%

Other Activities









Shopping Types on Trip

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


		Southern Kentucky Vacations	U.S. Norm
	Outlet/mall shopping	55%	45%
	Convenience/grocery shopping	47%	43%
	Shopping at locally owned businesses	46%	48%
	Souvenir shopping	39%	37%
	Big box stores (Walmart, Costco)	38%	30%
	Farmers market	27%	17%
	Antiquing	22%	12%

Question updated in 2023

Dining Types on Trip

		Southern Kentucky Vacations	U.S. Norm
	Fast food	55%	45%
	Casual dining	51%	57%
	Unique/local food	37%	32%
	Carry-out/food delivery service	31%	24%
	Picnicking	20%	10%
	Fine/upscale dining	20%	20%

Question updated in 2023

 **65%**
of overnight travelers were
very satisfied with their overall
trip experience

Satisfaction with Ease of Accessibility



Ease of Accessibility only asked to those with travel limiting disabilities within travel party



Friendliness of people



Cleanliness



Safety/security



Sightseeing/attractions



Quality of accommodations



Quality of food



Value for money

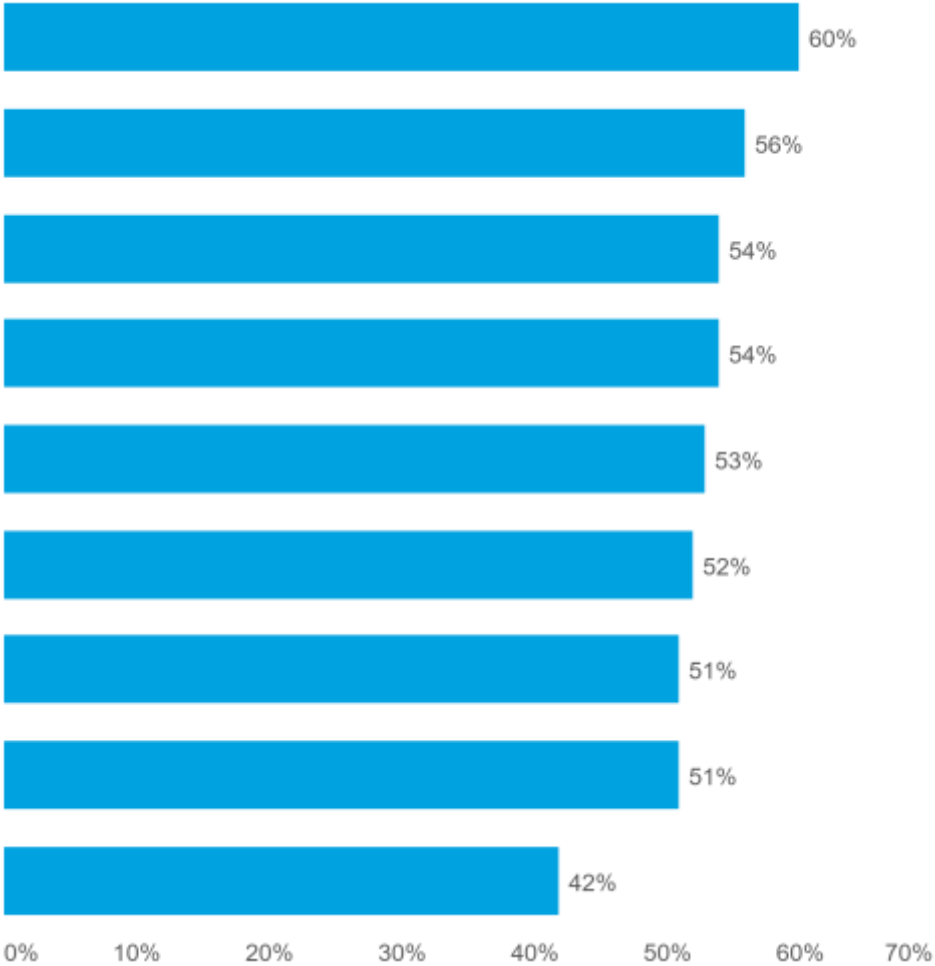


Music/nightlife/entertainment



Public transportation

% Very Satisfied with Trip

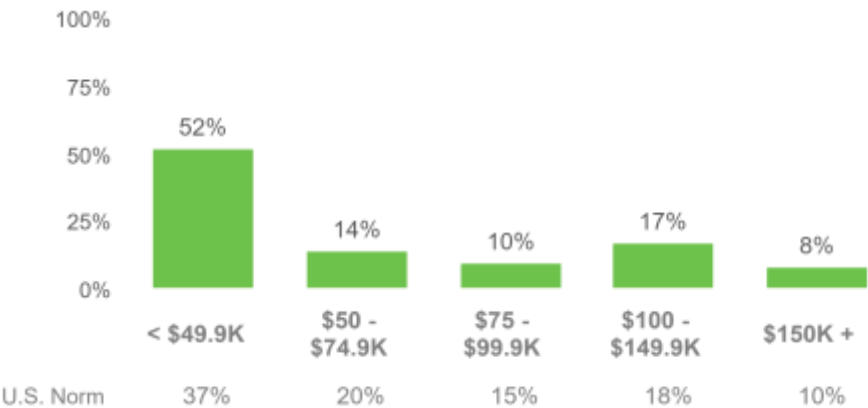


*Very Satisfied = selected top box on a five point scale

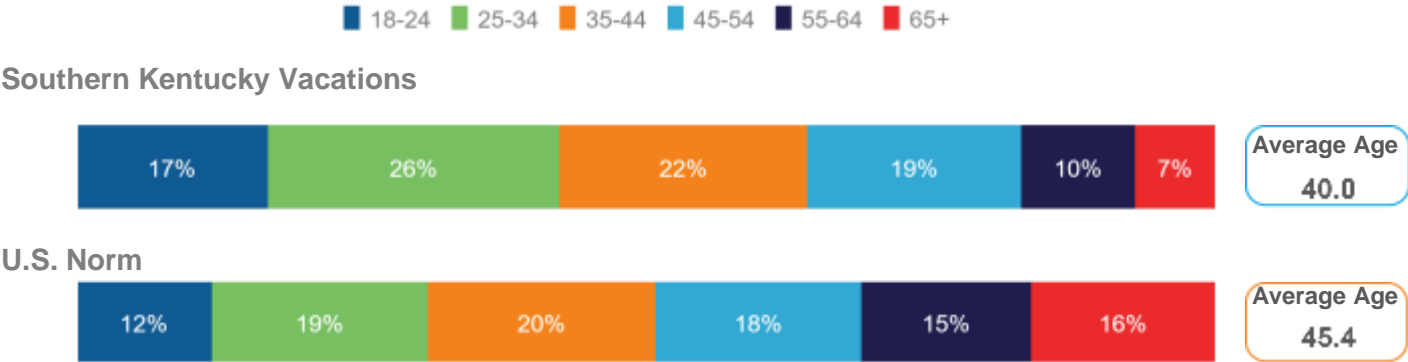
Demographic Profile of Overnight Southern Kentucky Vacations Visitors

Base: 2023/2024 Overnight Person-Trips

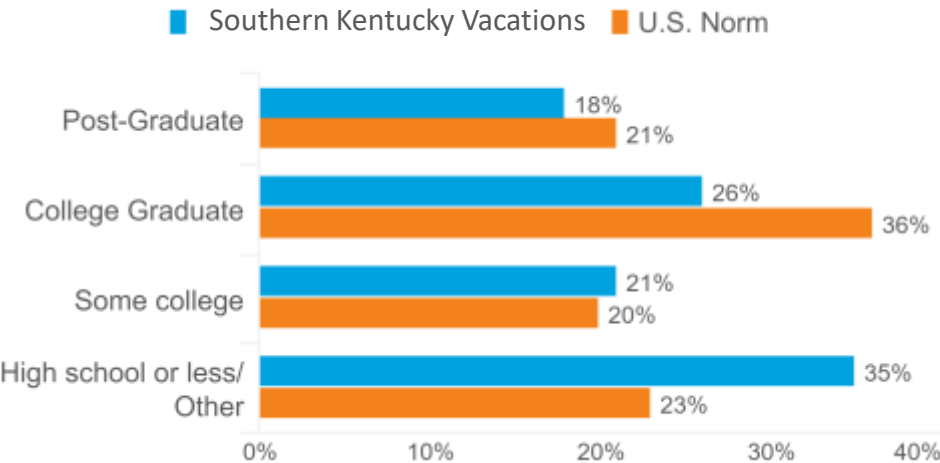
Household Income



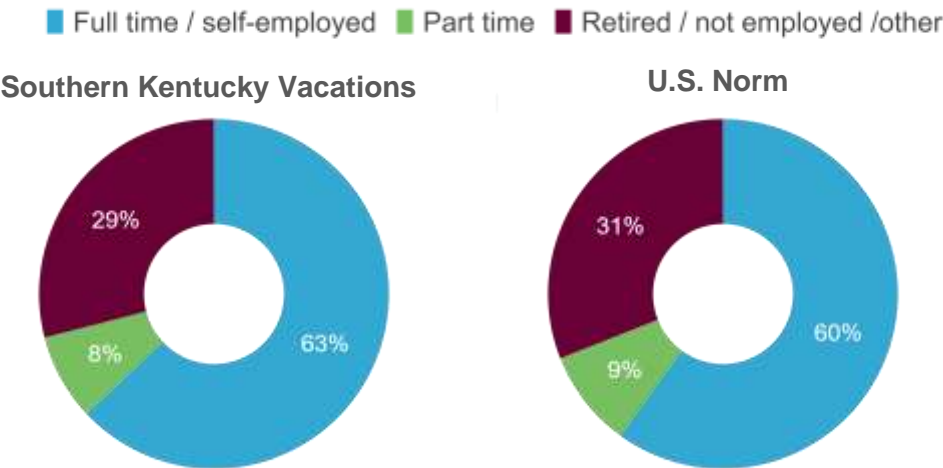
Age



Educational Attainment



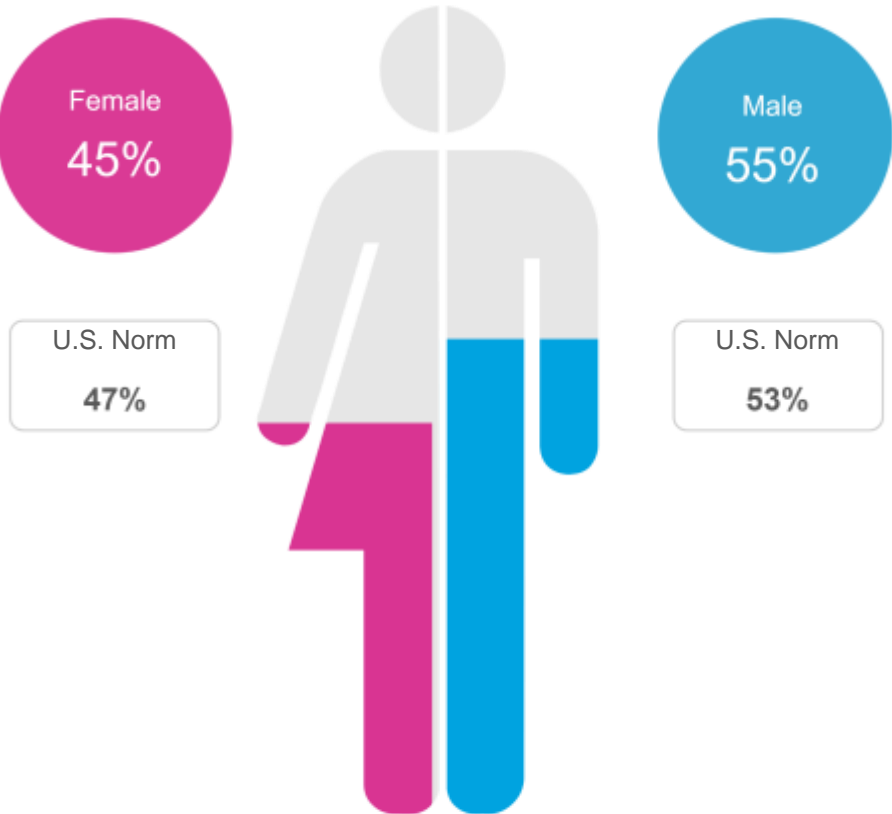
Employment



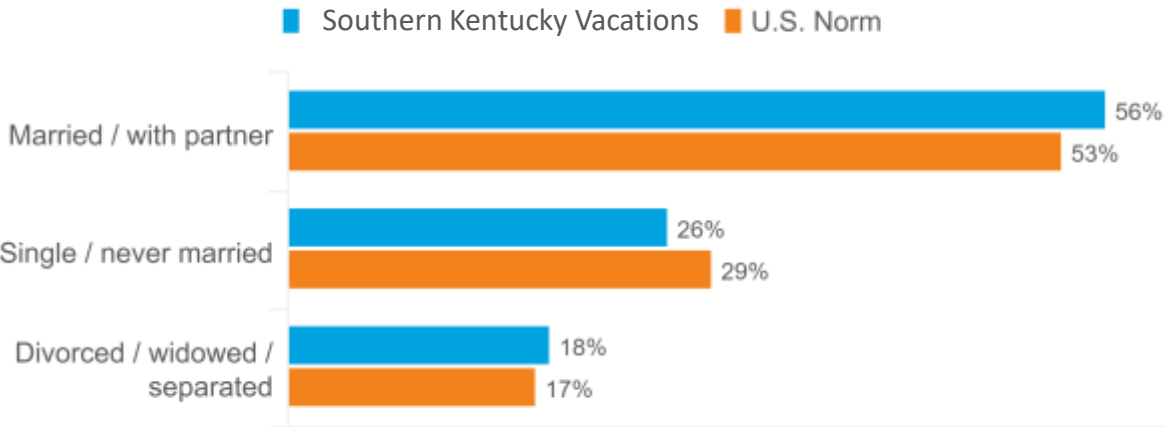
Demographic Profile of Overnight Southern Kentucky Vacations Visitors

Base: 2023/2024 Overnight Person-Trips

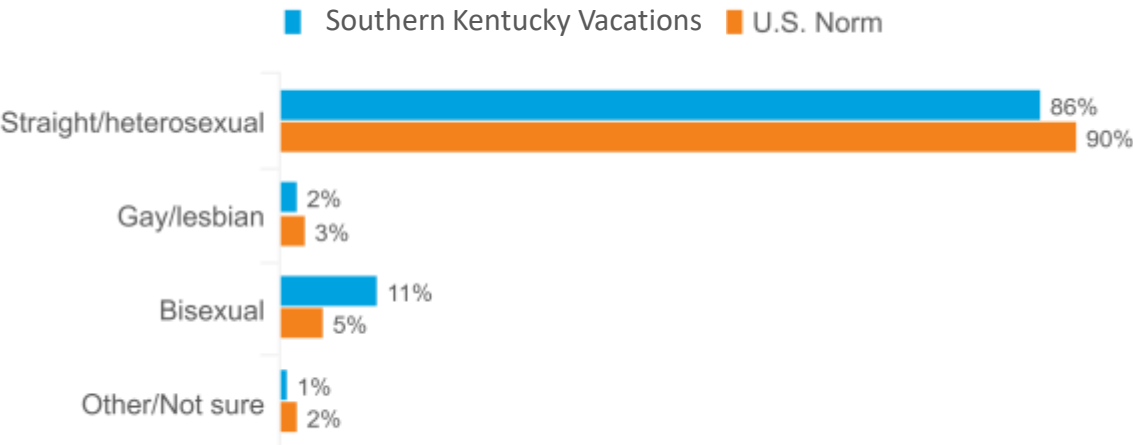
Gender



Marital Status



Sexual Orientation

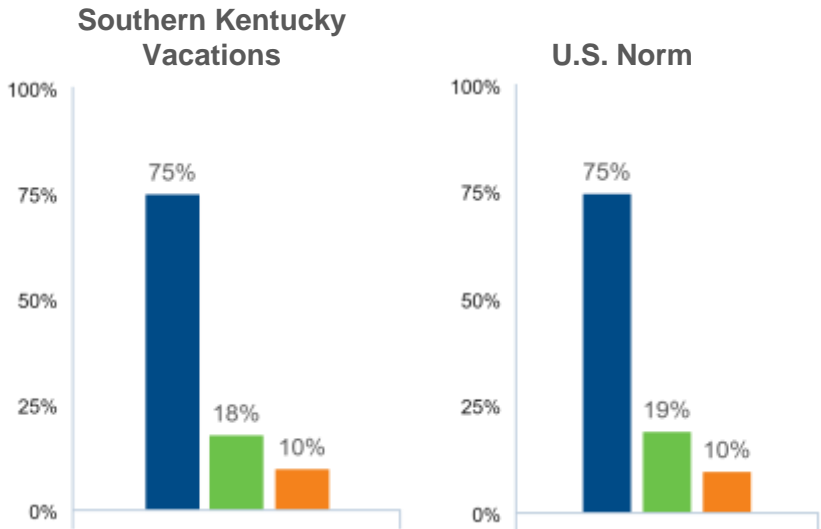


Demographic Profile of Overnight Southern Kentucky Vacations Visitors

Base: 2023/2024 Overnight Person-Trips

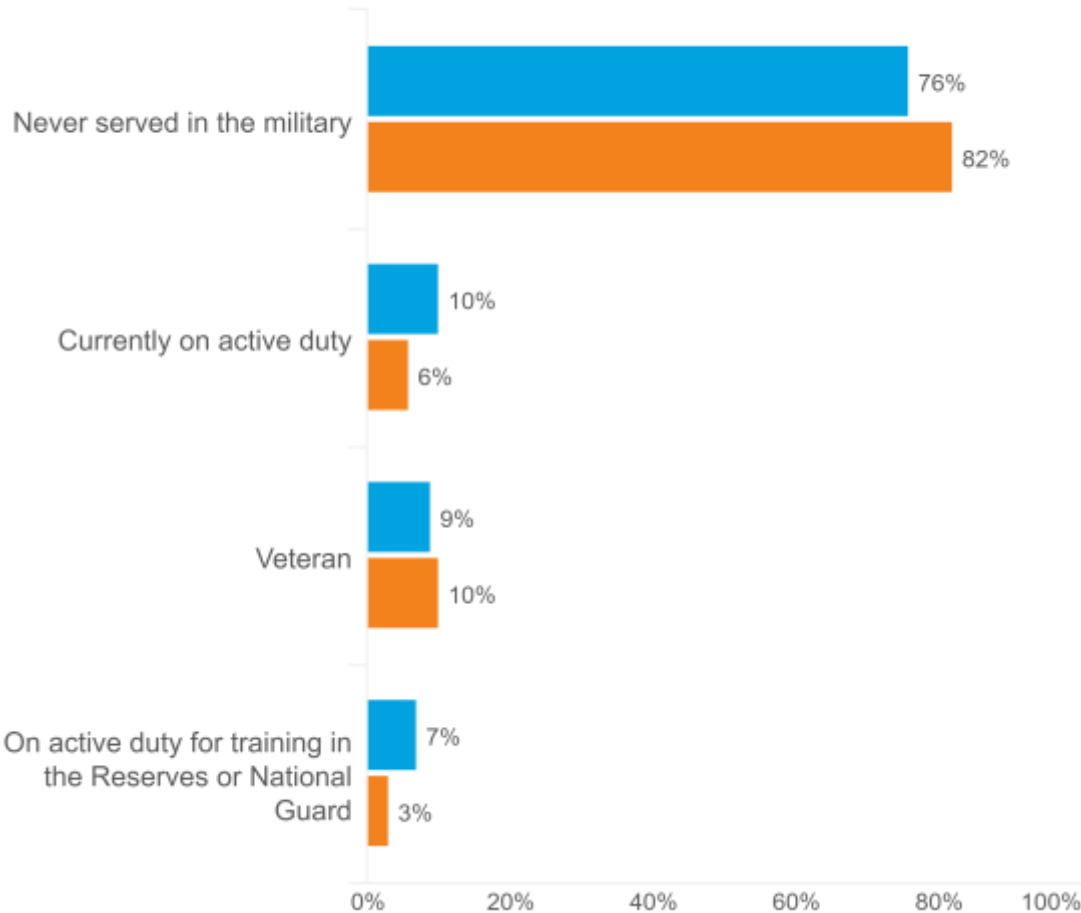
Race

White African-American Other



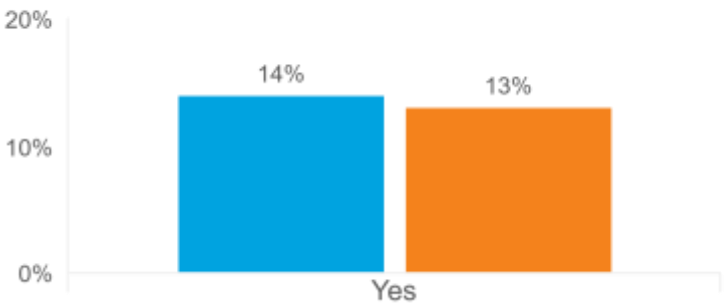
Military Status

Southern Kentucky Vacations U.S. Norm



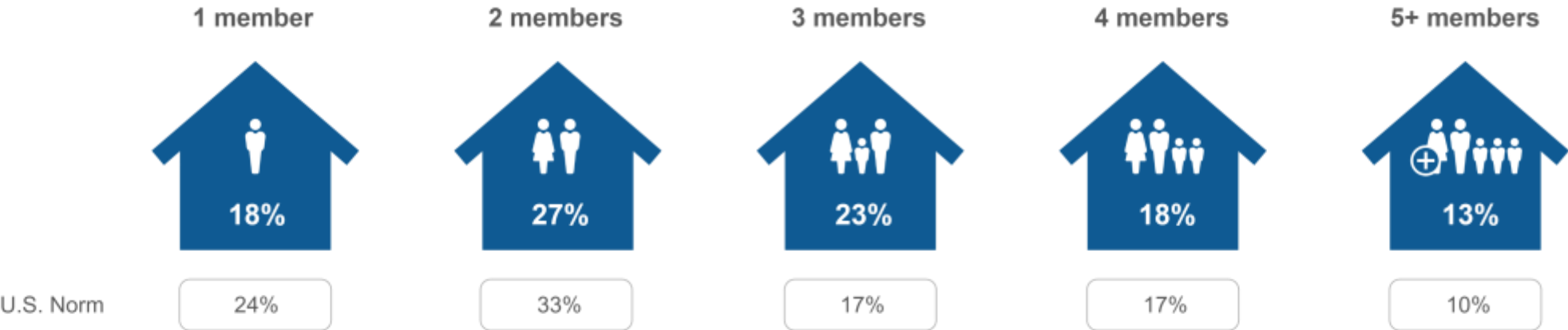
Hispanic Background

Southern Kentucky Vacations U.S. Norm

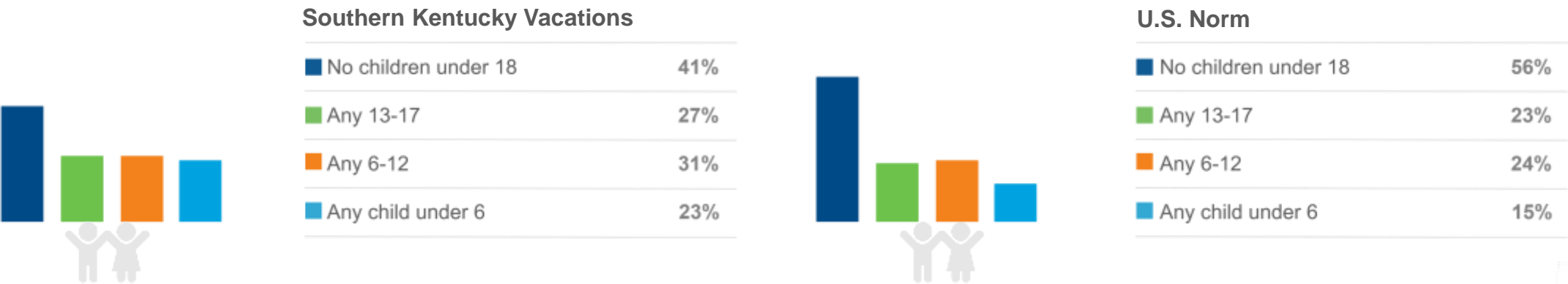


Question added in 2024, data is for 2024 only

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

575

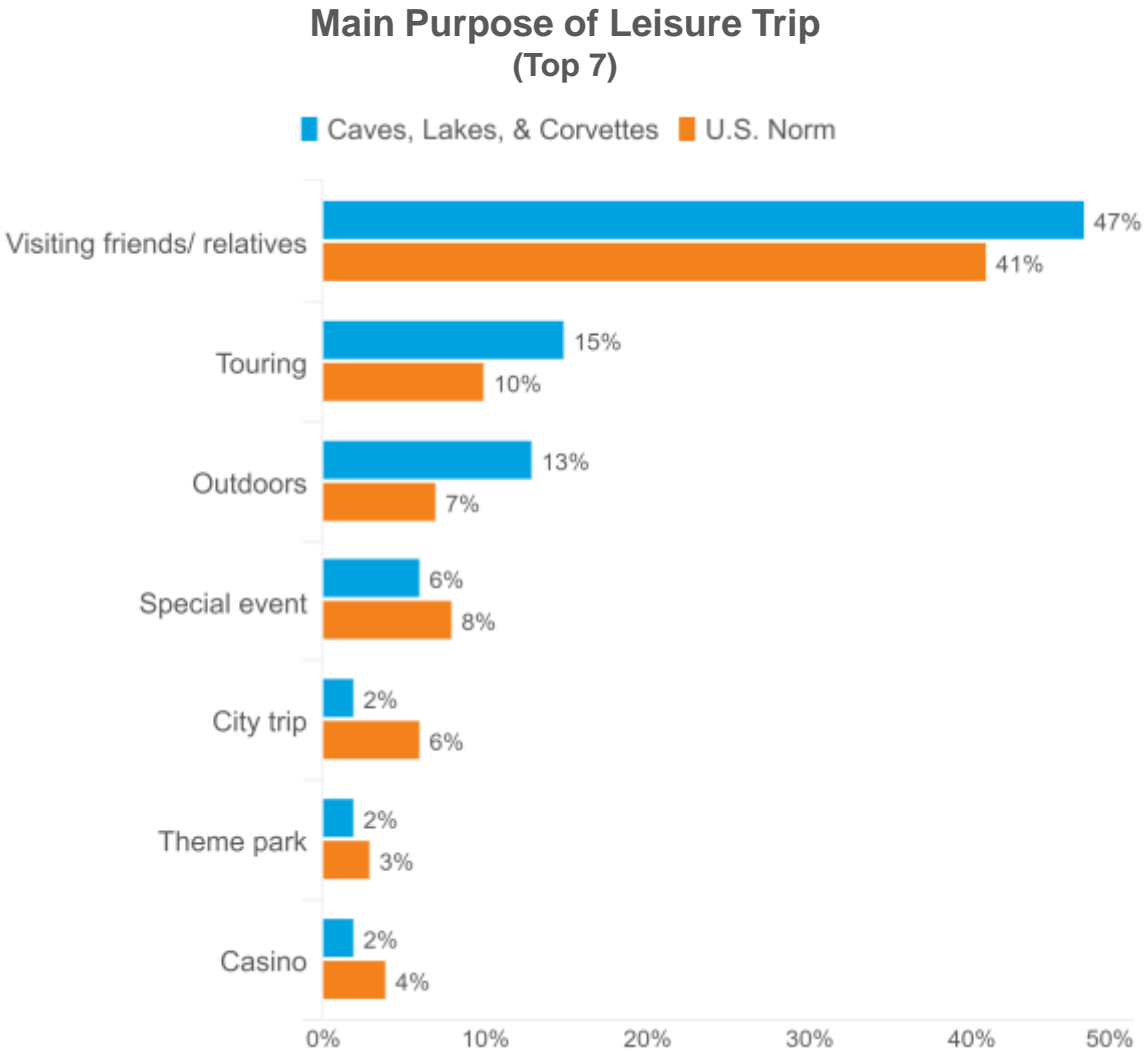
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Past Visitation to Caves, Lakes, & Corvettes

60% of overnight travelers to Caves, Lakes, & Corvettes are repeat visitors

40% of overnight travelers to Caves, Lakes, & Corvettes had visited before in the past 12 months

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	47%
Touring	15%
Outdoors	13%
Special event	6%
Other business trip	4%
Conference/ Convention	3%
City trip	2%
Theme park	2%
Business-Leisure	2%



Caves, Lakes, & Corvettes Overnight Trips



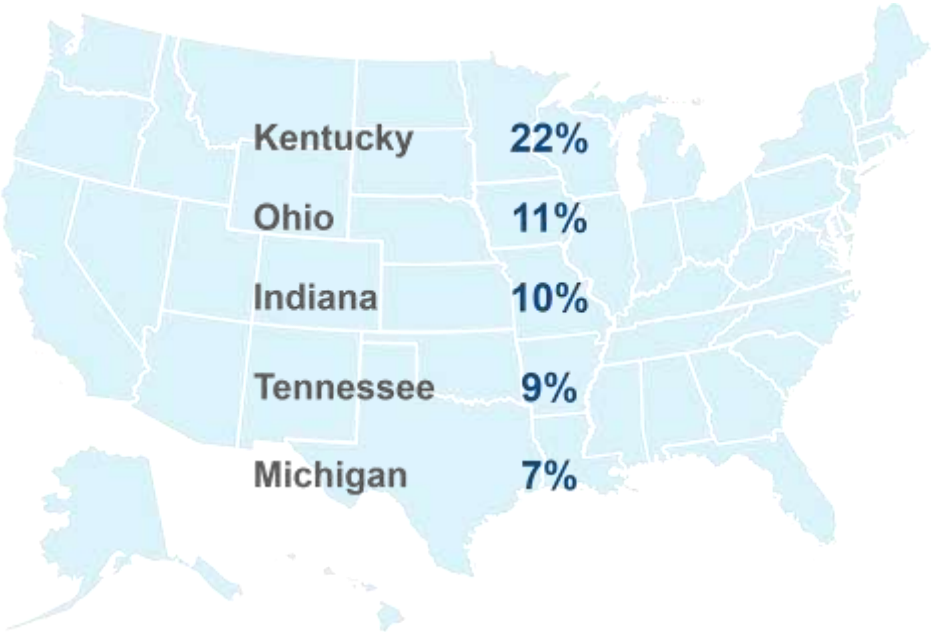
2024 U.S. Overnight Trips



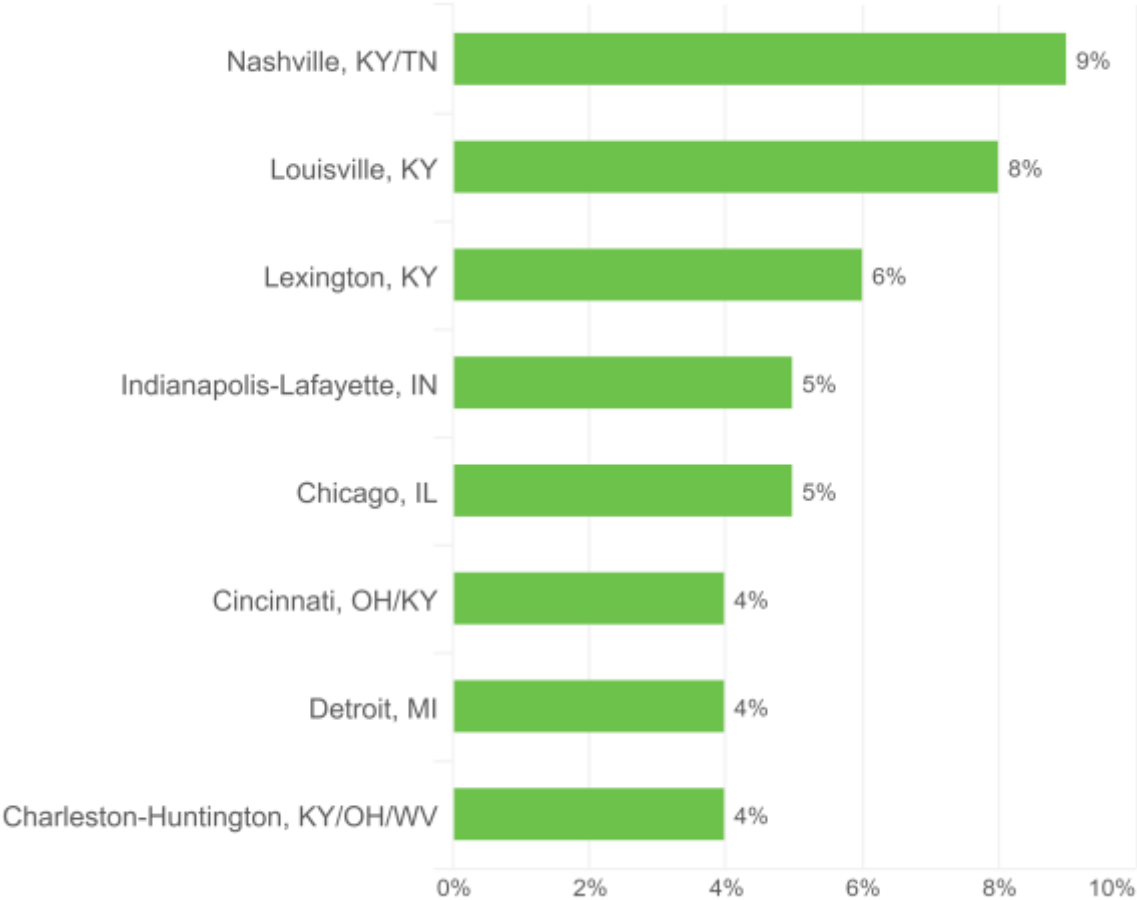
Caves, Lakes, & Corvettes' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

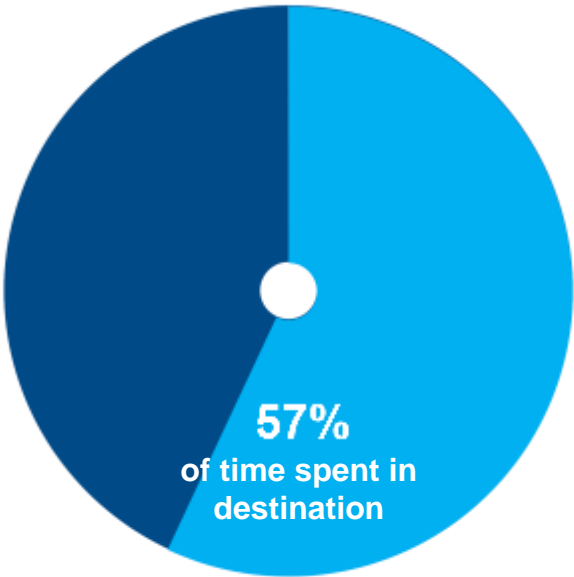
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 8)



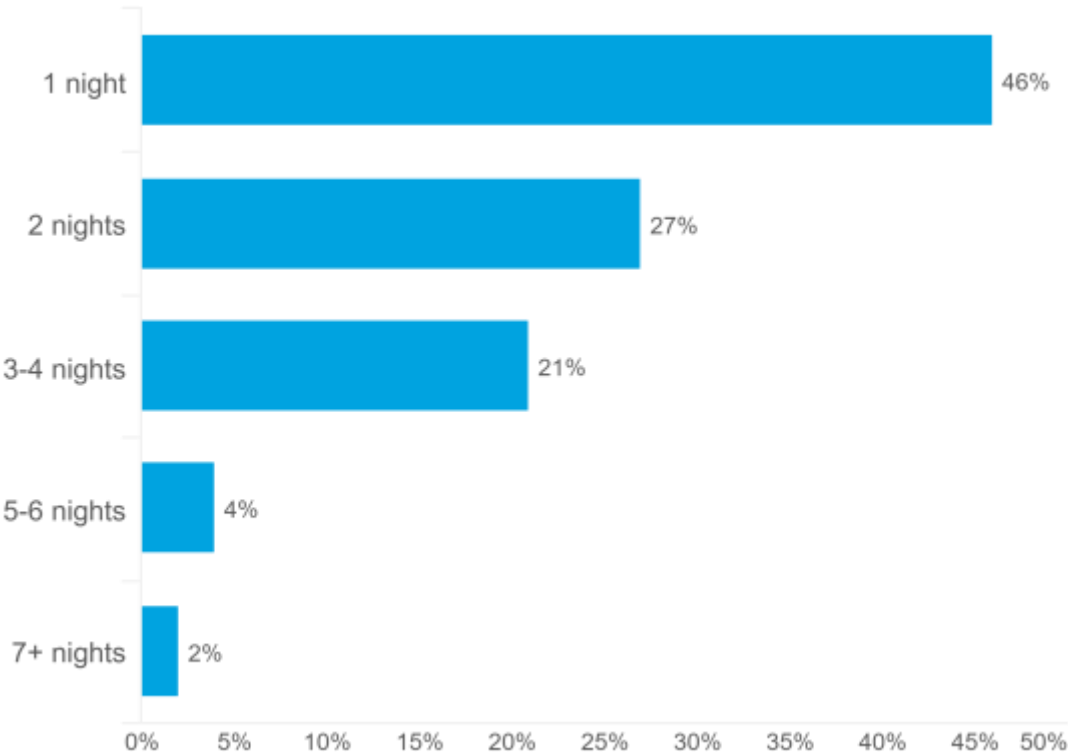
Total Nights Away on Trip



Caves, Lakes, & Corvettes
3.6
Average Nights

U.S. Norm
3.7
Average Nights

Nights Spent in Caves, Lakes, & Corvettes



Average number
of nights
2.1

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
3.0

U.S. Norm



Average number of people

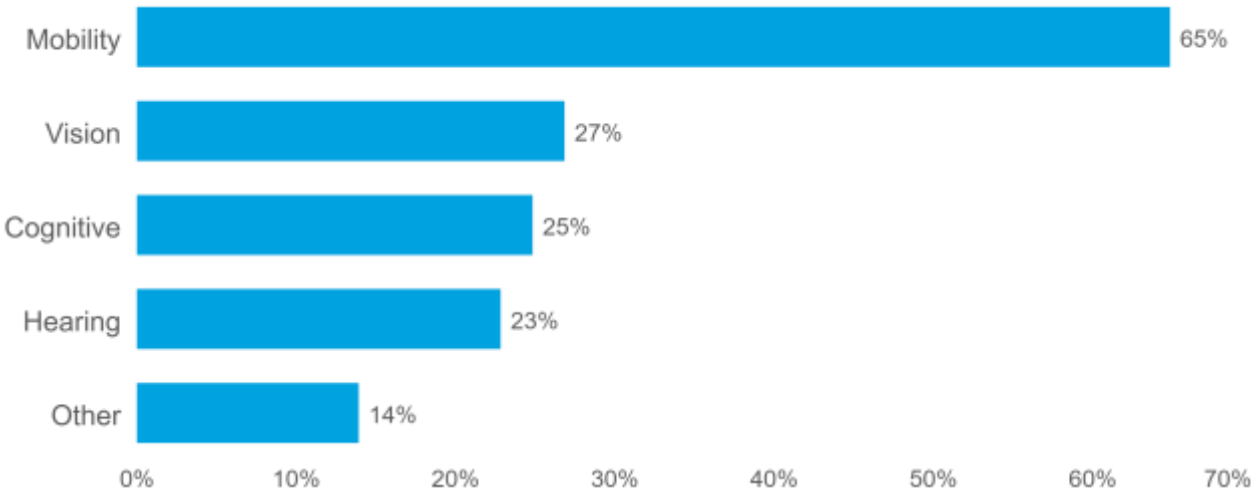
Total
2.8



18% of travel parties had a travel party member that required accessibility services
2022/2023: 18%

Disability Categorization

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



Question added in 2024, data is for 2024 only



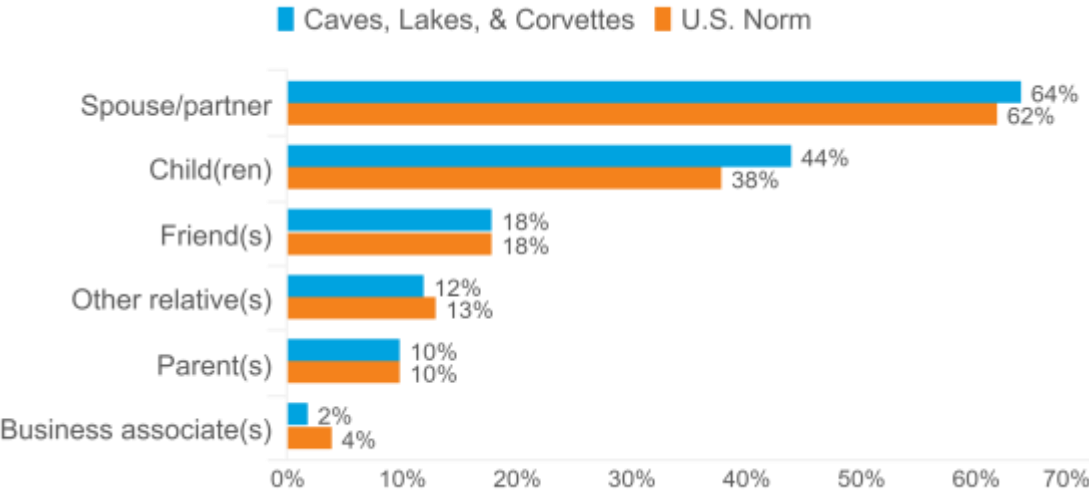
20% of trips only had one person in the travel party

U.S. Norm: **26%**

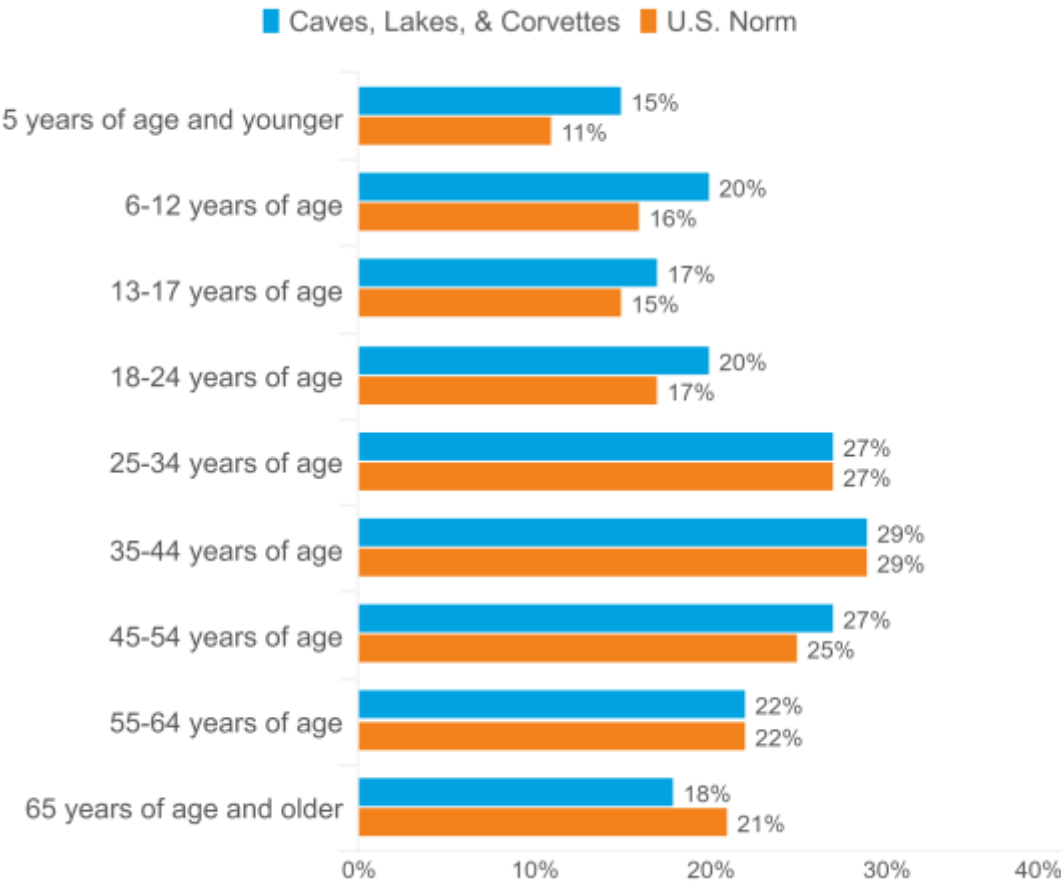
Composition of Immediate Travel Party

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

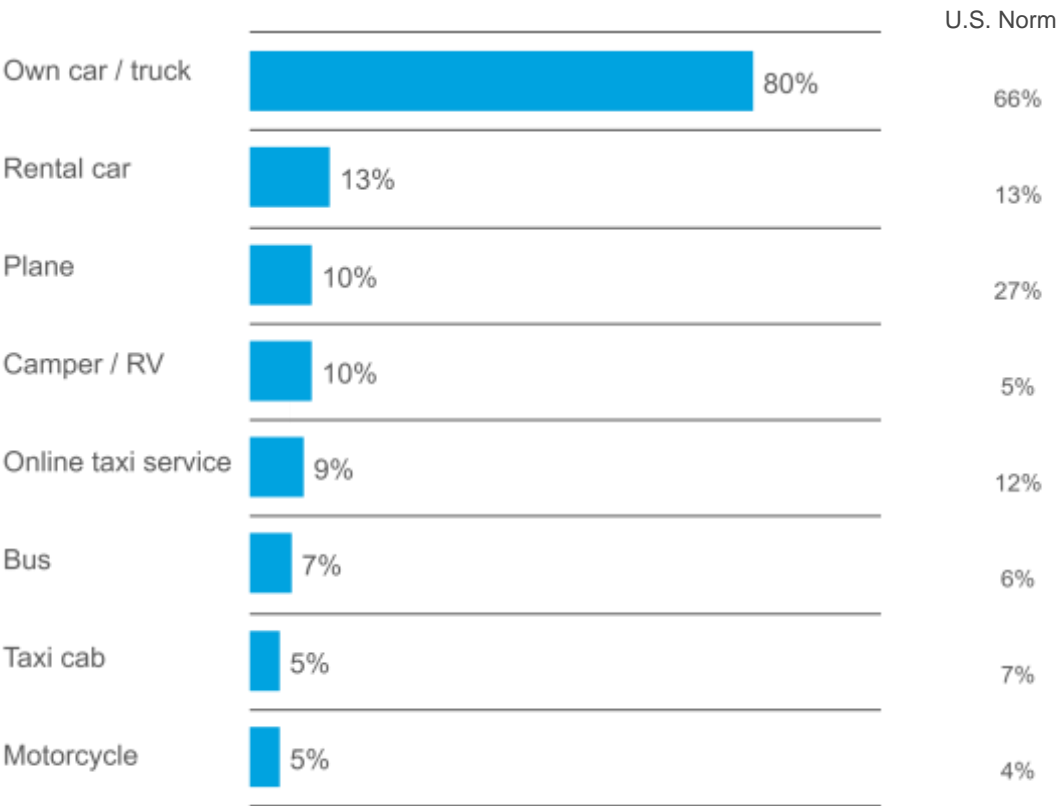
*Child(ren) is based on the relationship to the respondent



Travel Party Age

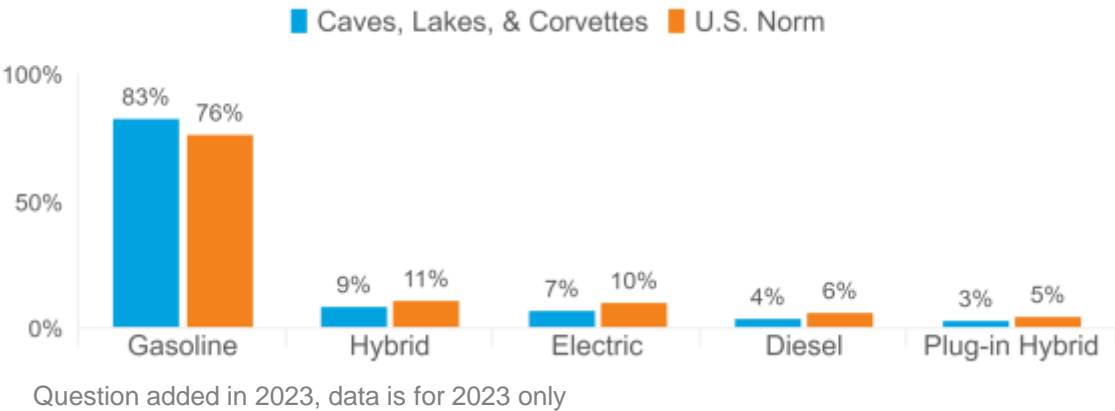


Transportation Used to get to Destination (Top 8)

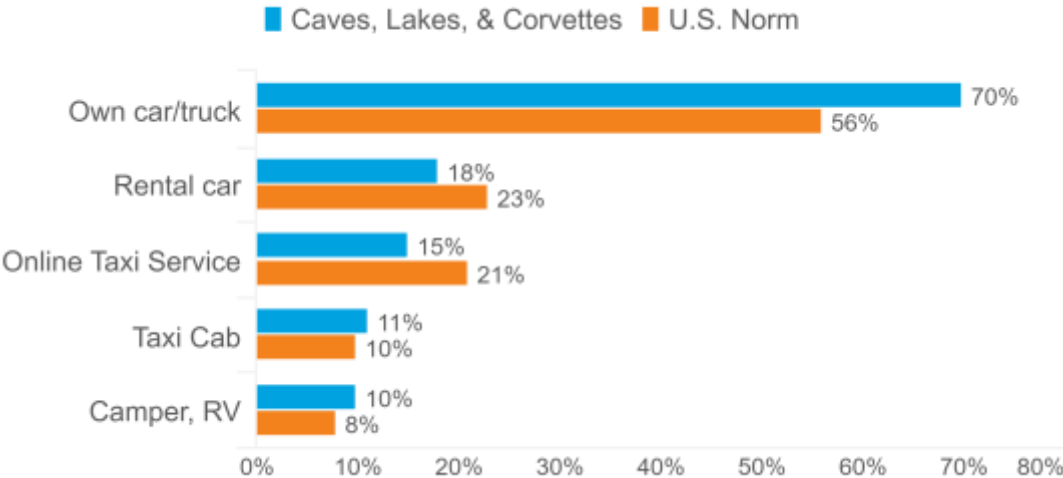


Question updated in 2020

Type of Vehicle Used to get to Destination



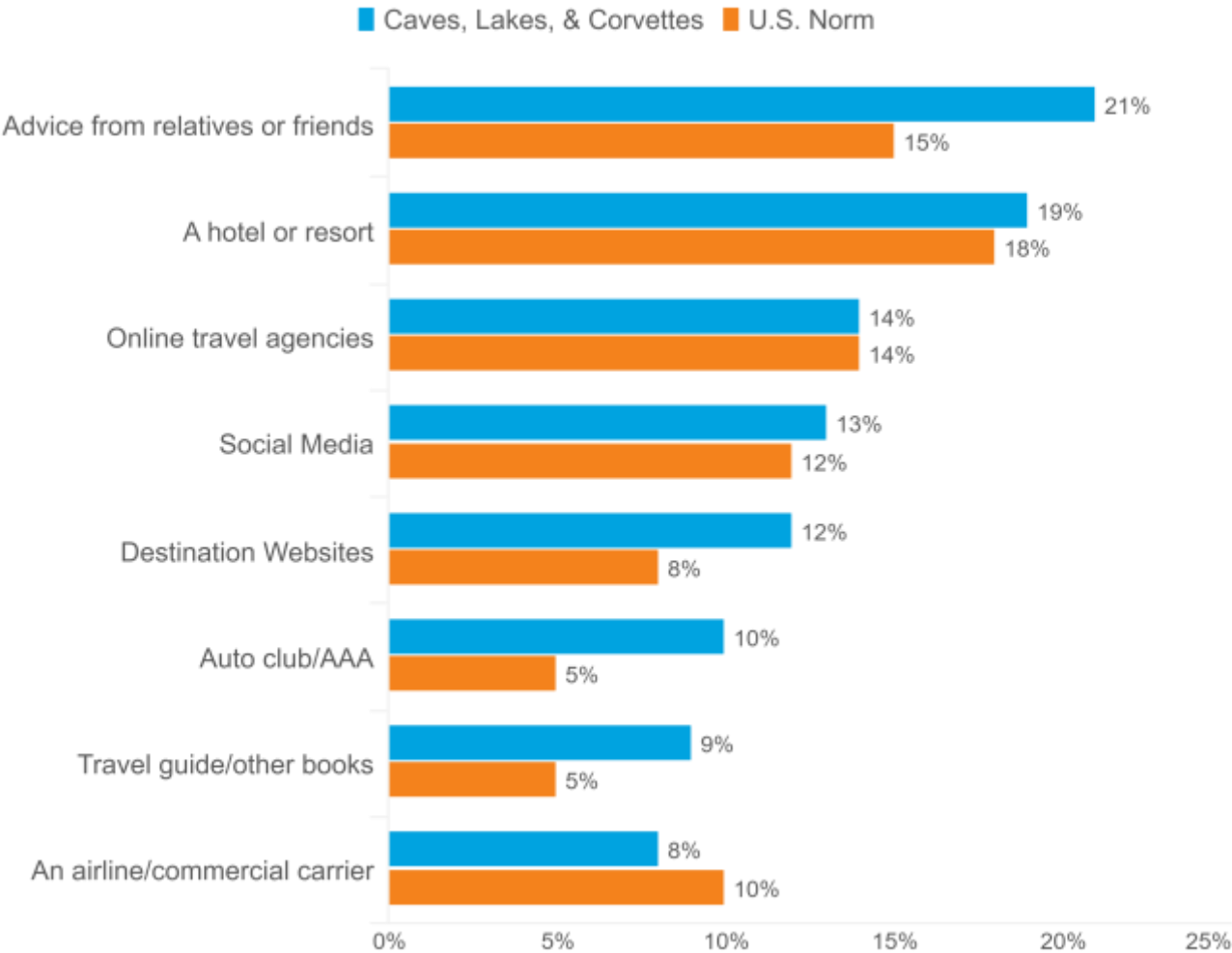
Transportation Used within Destination (Top 5)



Length of Trip Planning

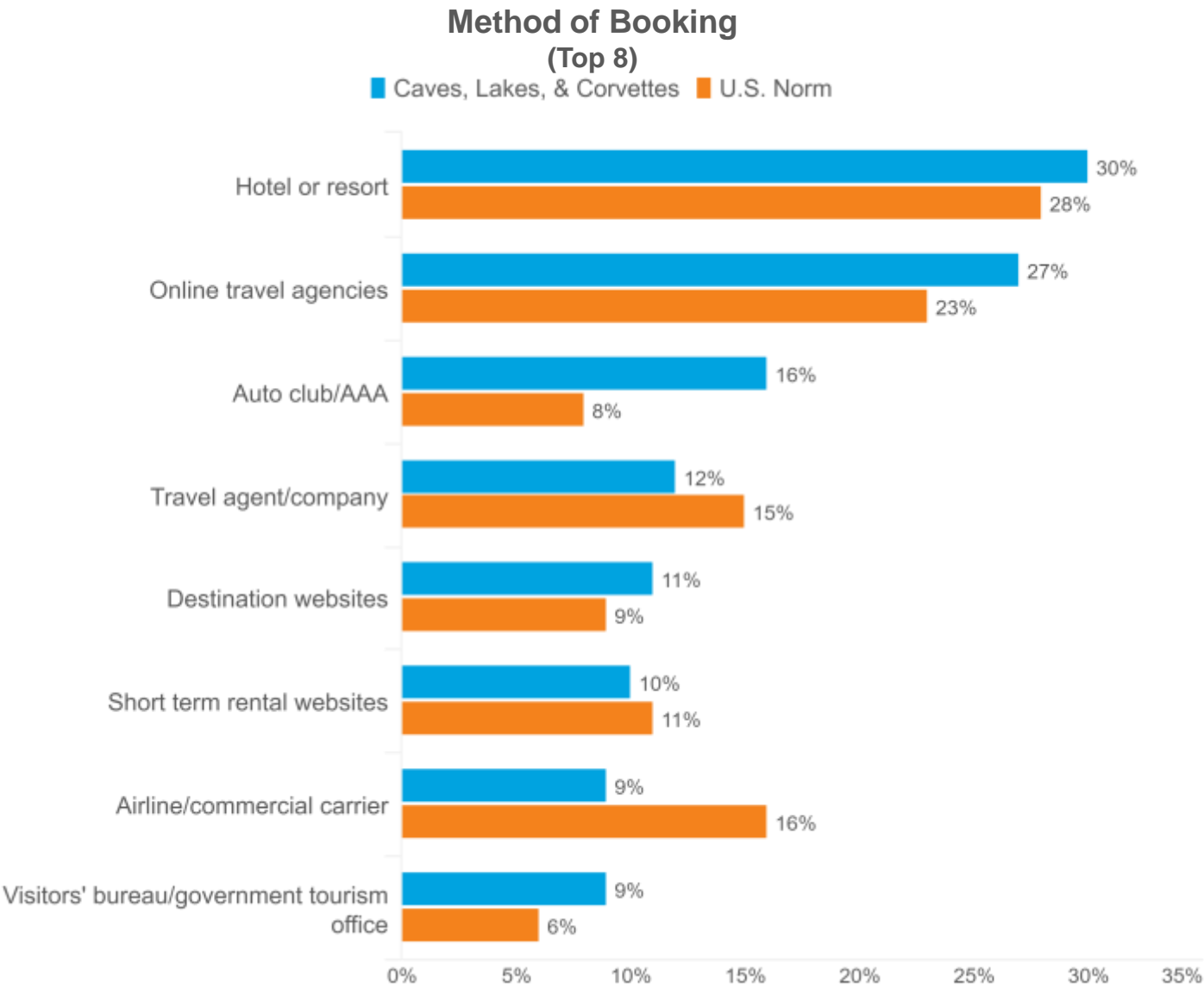
	Caves, Lakes, & Corvettes	U.S. Norm
Did not plan anything in advance	15%	14%
More than 1 year in advance	4%	4%
6-12 months	13%	14%
3-5 months	19%	18%
2 months	18%	17%
1 month or less	30%	32%

Trip Planning Information Sources (Top 8)










Caves, Lakes, & Corvettes' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips



Accommodations (Top 7)

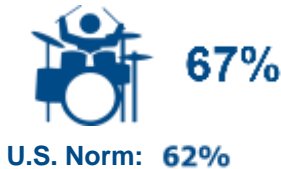
	Caves, Lakes, & Corvettes	U.S. Norm
 Hotel	44%	44%
 Home of friends / relatives	16%	20%
 Motel	13%	11%
 Campground / RV park	13%	5%
 Rented cottage / cabin	9%	4%
 Bed & breakfast	8%	7%
 Rented home / condo / apartment	6%	7%

Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



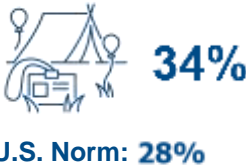
Sporting Activities



Business Activities









Other Activities



Activities and Experiences

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

	Shopping	32%	26%
	Sightseeing	26%	20%
	Landmark/historic site	22%	13%
	Museum	20%	12%
	Attending celebration	18%	14%
	National/state park	18%	8%
	Hiking/backpacking	18%	8%
	Nature tours/wildlife viewing/birding	17%	8%
	Bar/nightclub	15%	16%
	Swimming	15%	14%



Outdoor Activities

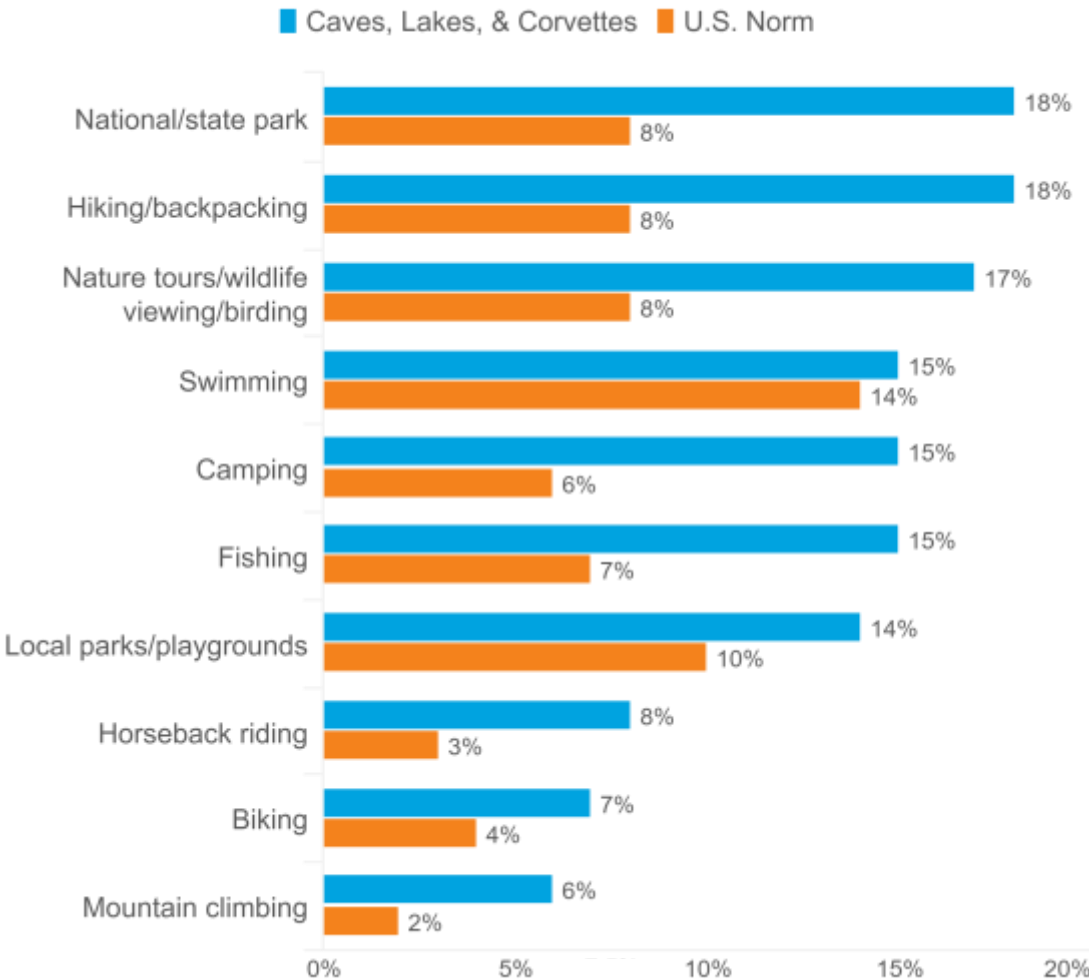
Caves, Lakes, & Corvettes

64%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

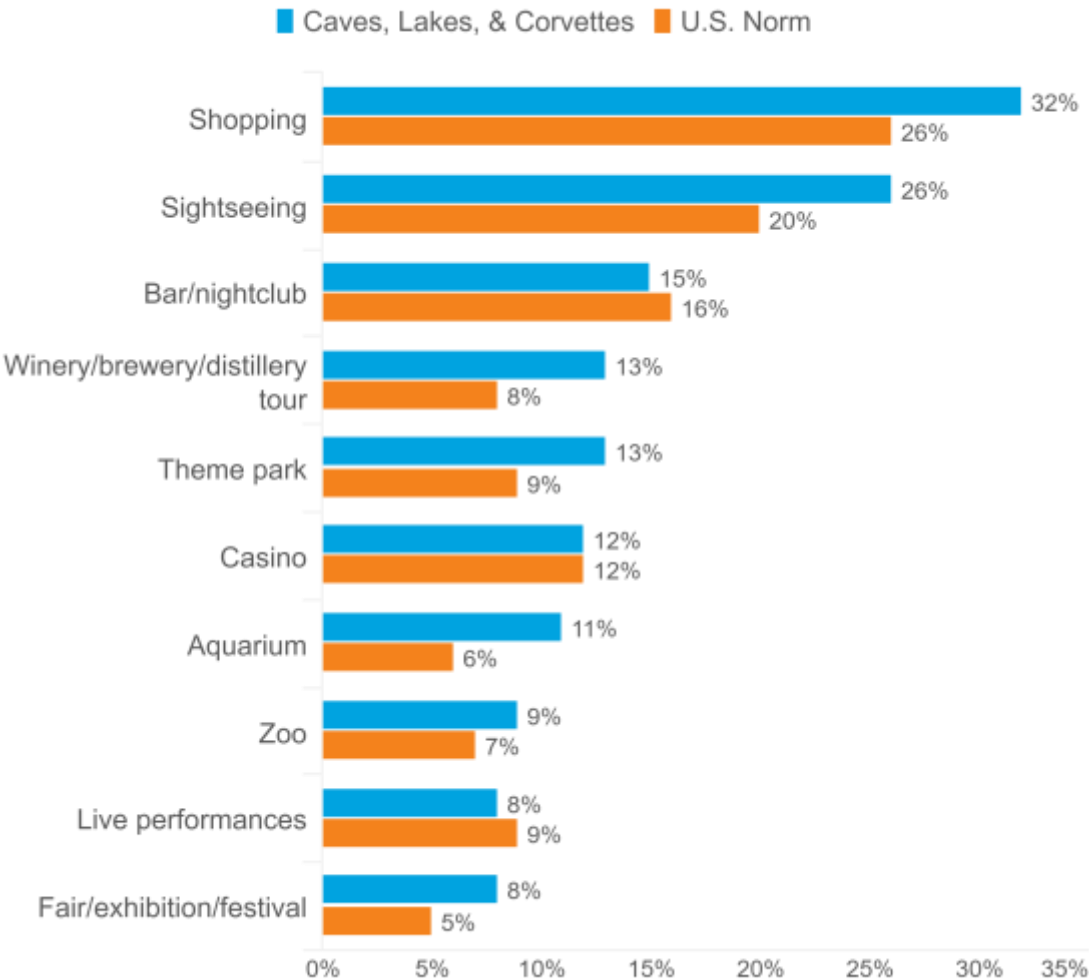
Caves, Lakes, & Corvettes

67%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

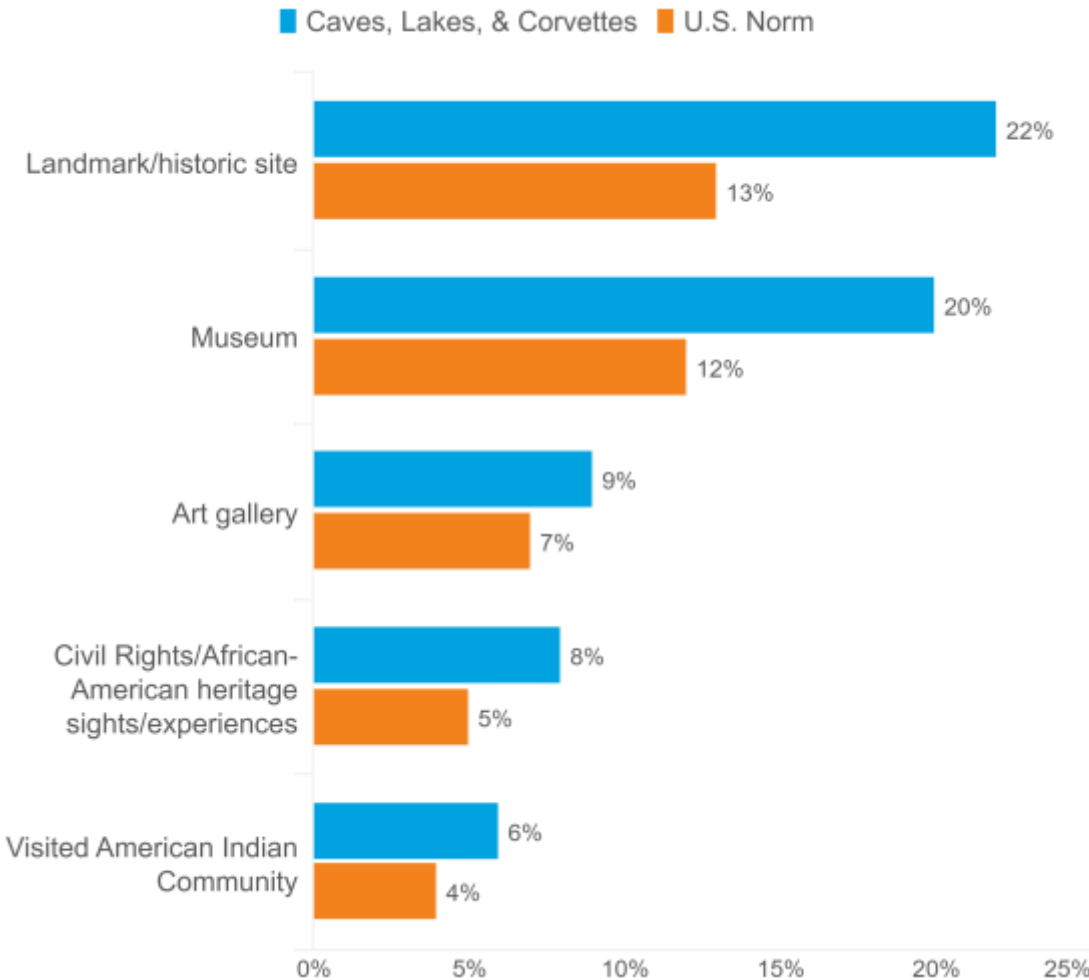
Caves, Lakes, & Corvettes

46%

U.S. Norm

31%

Cultural Activities





Sporting Activities

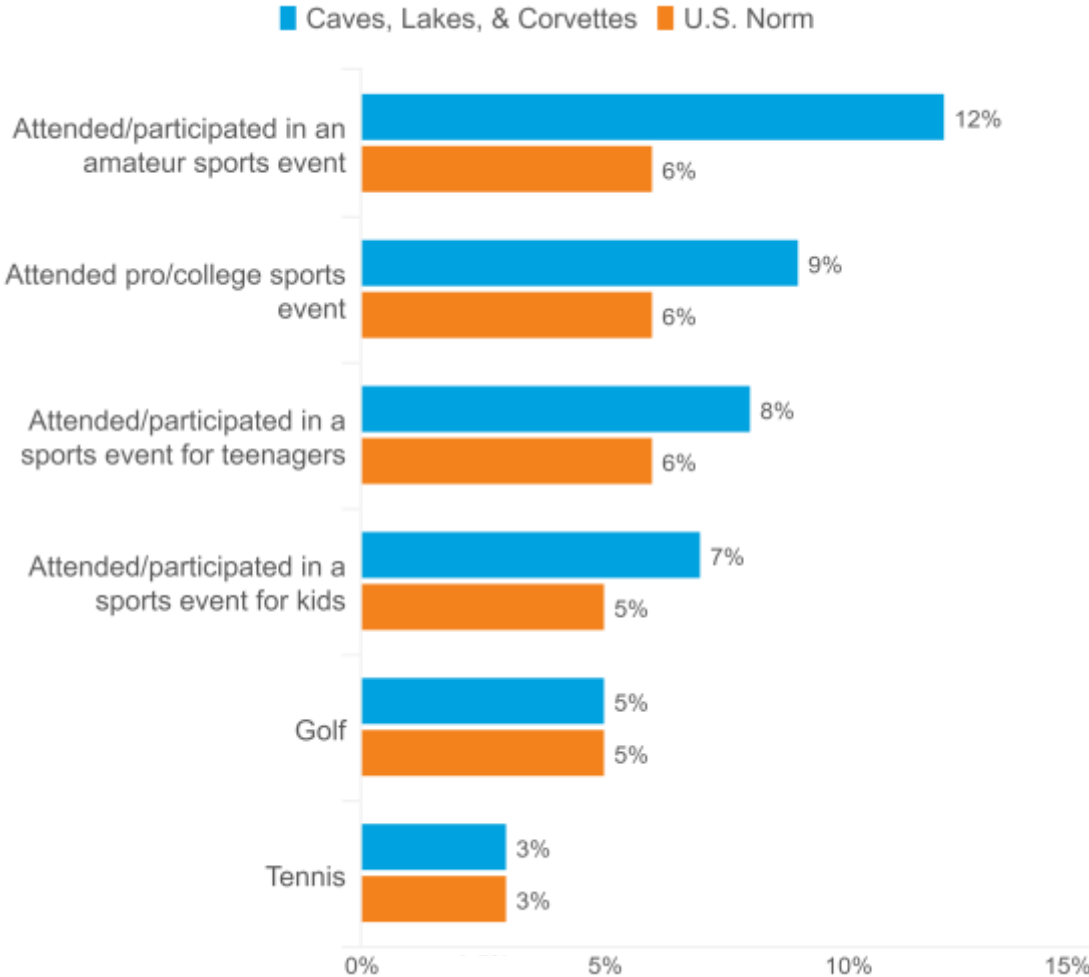
Caves, Lakes, & Corvettes

28%

U.S. Norm

23%

Sporting Activities





Business Activities

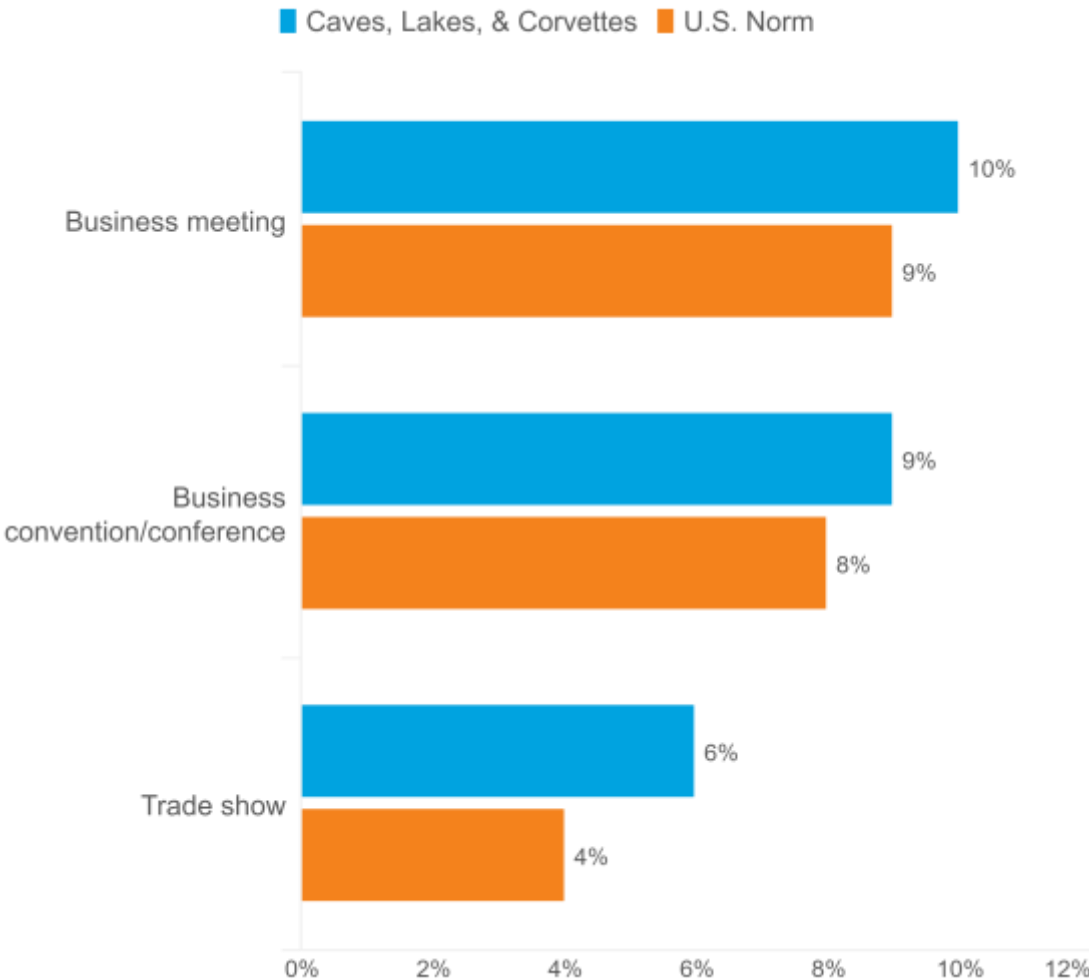
Caves, Lakes, & Corvettes

18%

U.S. Norm

17%

Business Activities





Other Activities

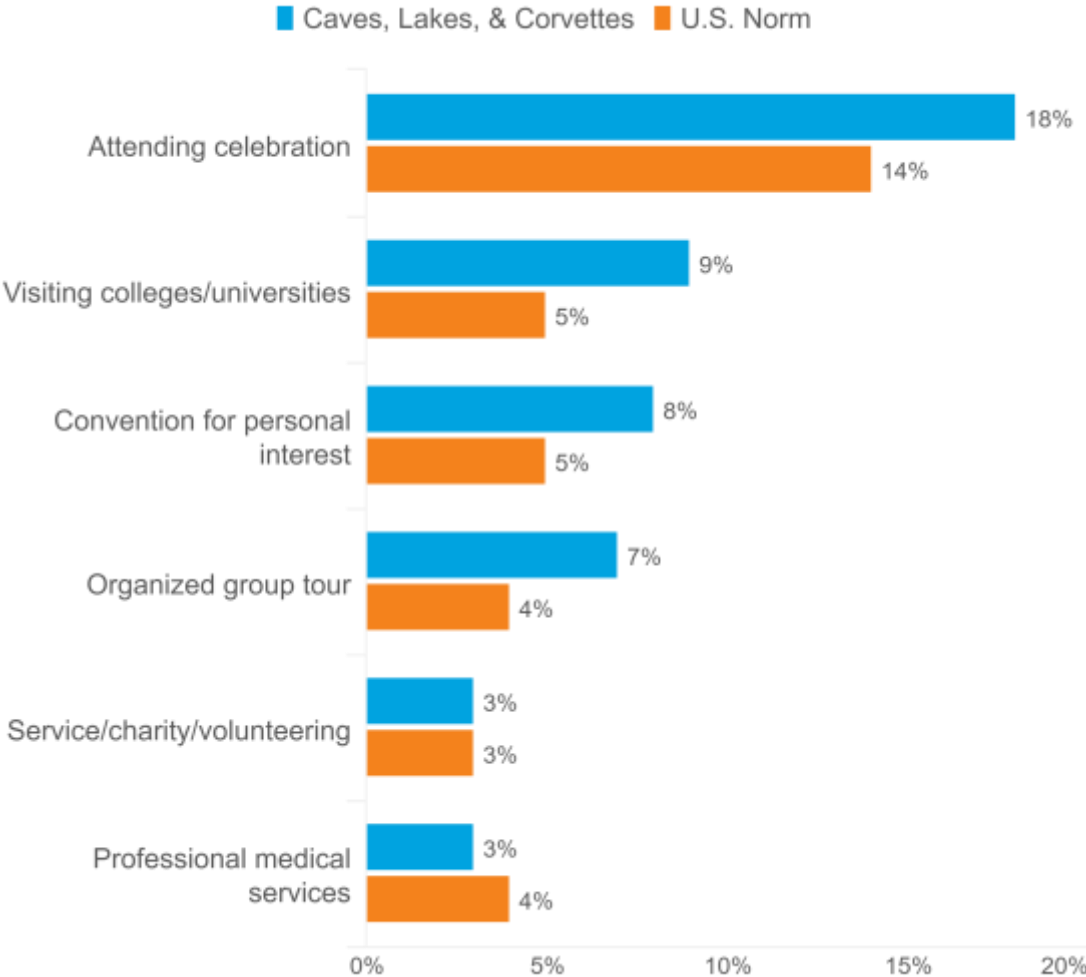
Caves, Lakes, & Corvettes

34%

U.S. Norm

28%

Other Activities









Shopping Types on Trip

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

	Caves, Lakes, & Corvettes	U.S. Norm
	Outlet/mall shopping	55%45%
	Shopping at locally owned businesses	51%48%
	Convenience/grocery shopping	44%43%
	Souvenir shopping	41%37%
	Big box stores (Walmart, Costco)	37%30%
	Antiquing	29%12%
	Farmers market	23%17%

Question updated in 2023

Dining Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
	Casual dining	57%57%
	Fast food	55%45%
	Unique/local food	31%32%
	Carry-out/food delivery service	30%24%
	Picnicking	19%10%
	Fine/upscale dining	15%20%

Question updated in 2023

 **68%**
of overnight travelers were
very satisfied with their overall
trip experience

Satisfaction with Ease of Accessibility



Ease of Accessibility only asked to those with travel limiting disabilities within travel party



Sightseeing/attractions



Friendliness of people



Safety/security



Cleanliness



Quality of accommodations



Quality of food



Value for money

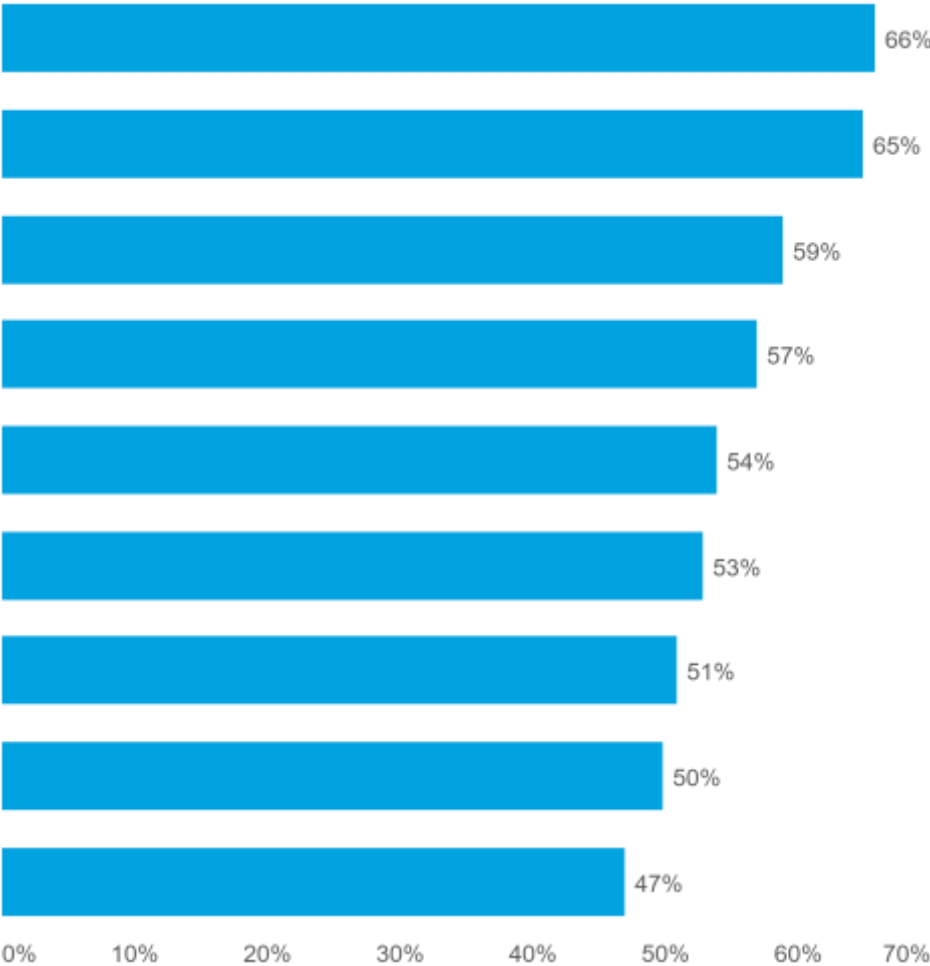


Music/nightlife/entertainment



Public transportation

% Very Satisfied with Trip

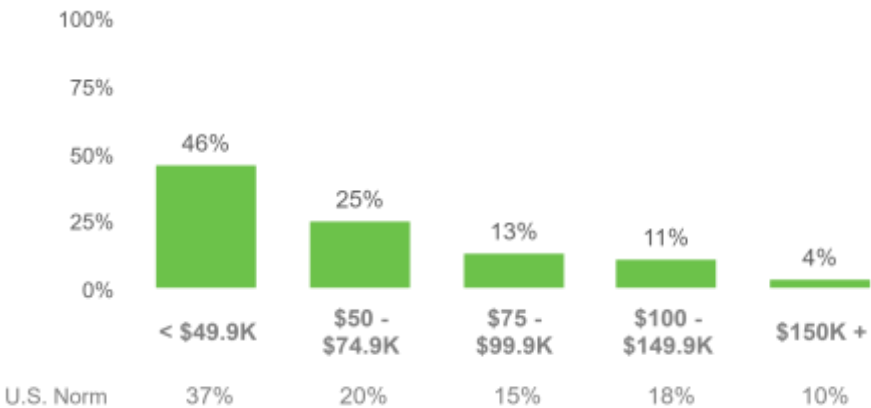


*Very Satisfied = selected top box on a five point scale

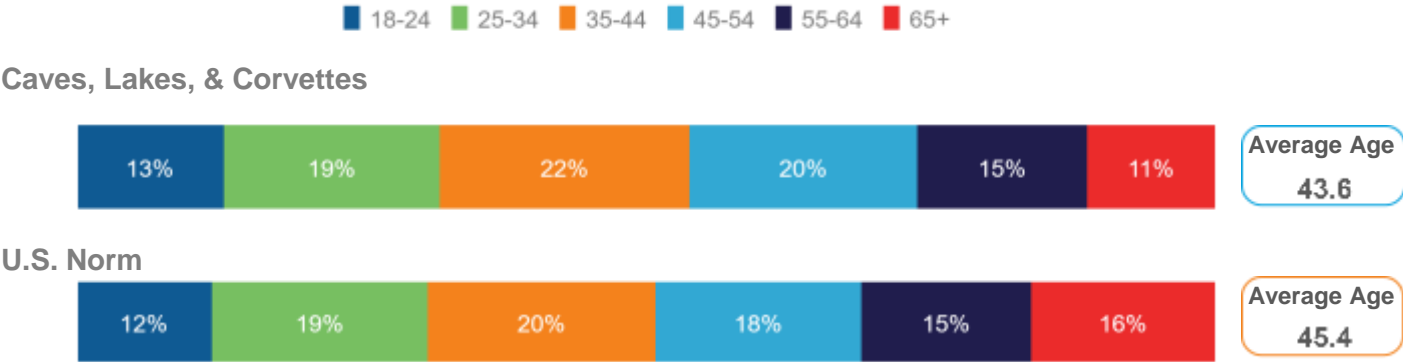
Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: 2023/2024 Overnight Person-Trips

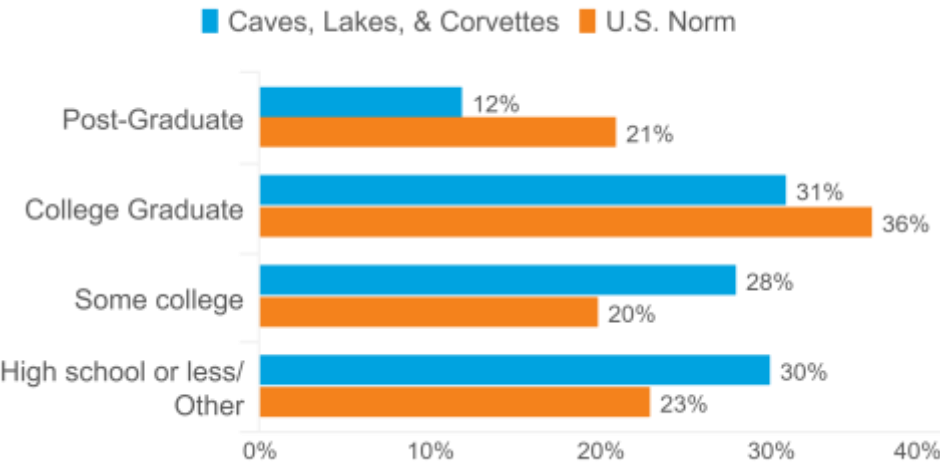
Household Income



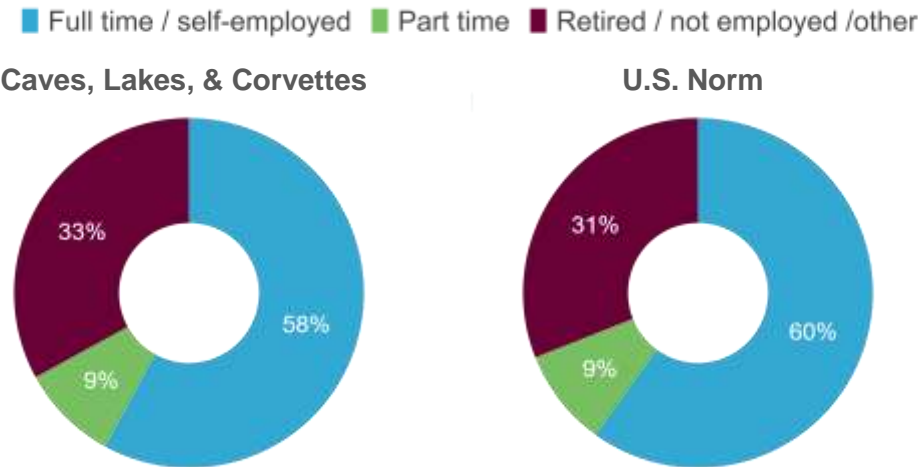
Age



Educational Attainment



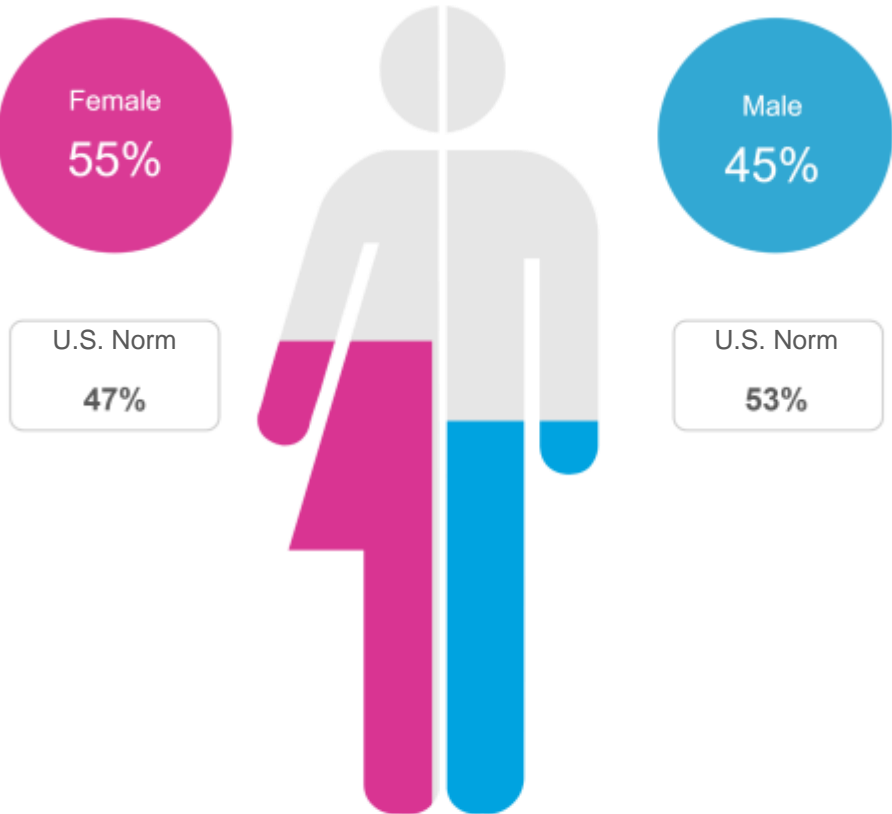
Employment



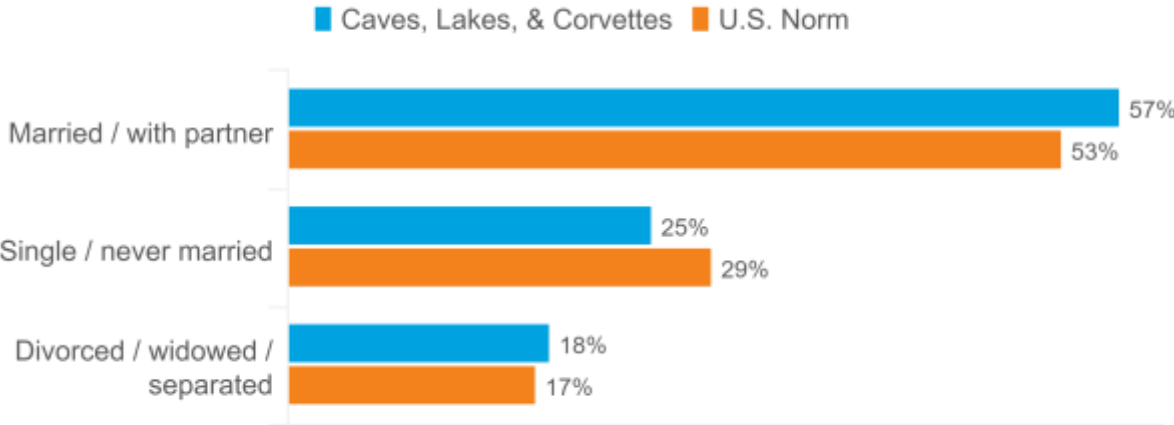
Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

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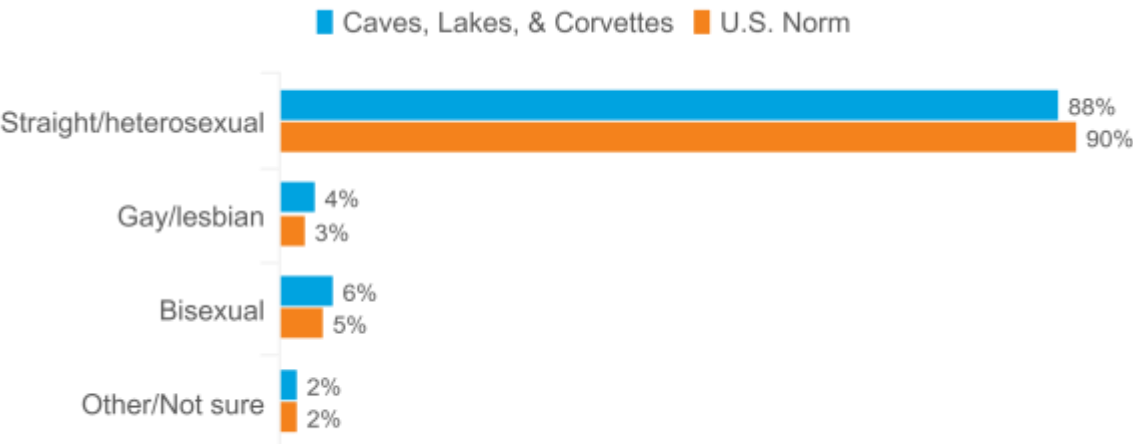
Gender



Marital Status



Sexual Orientation

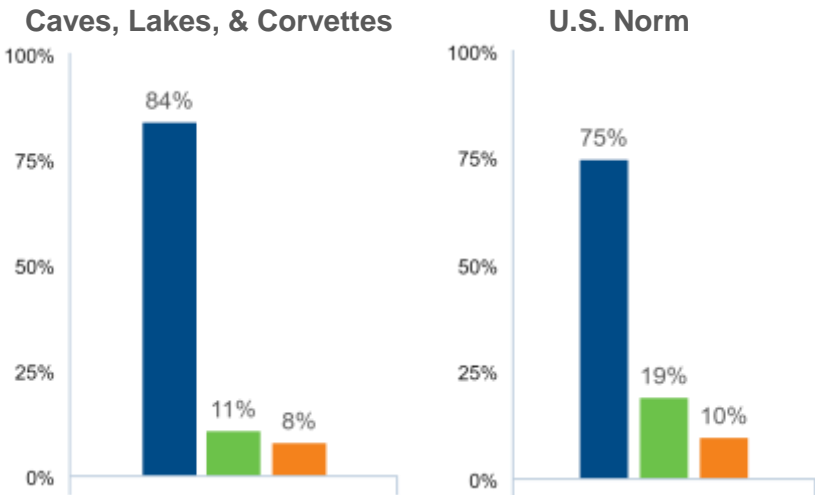


Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: 2023/2024 Overnight Person-Trips

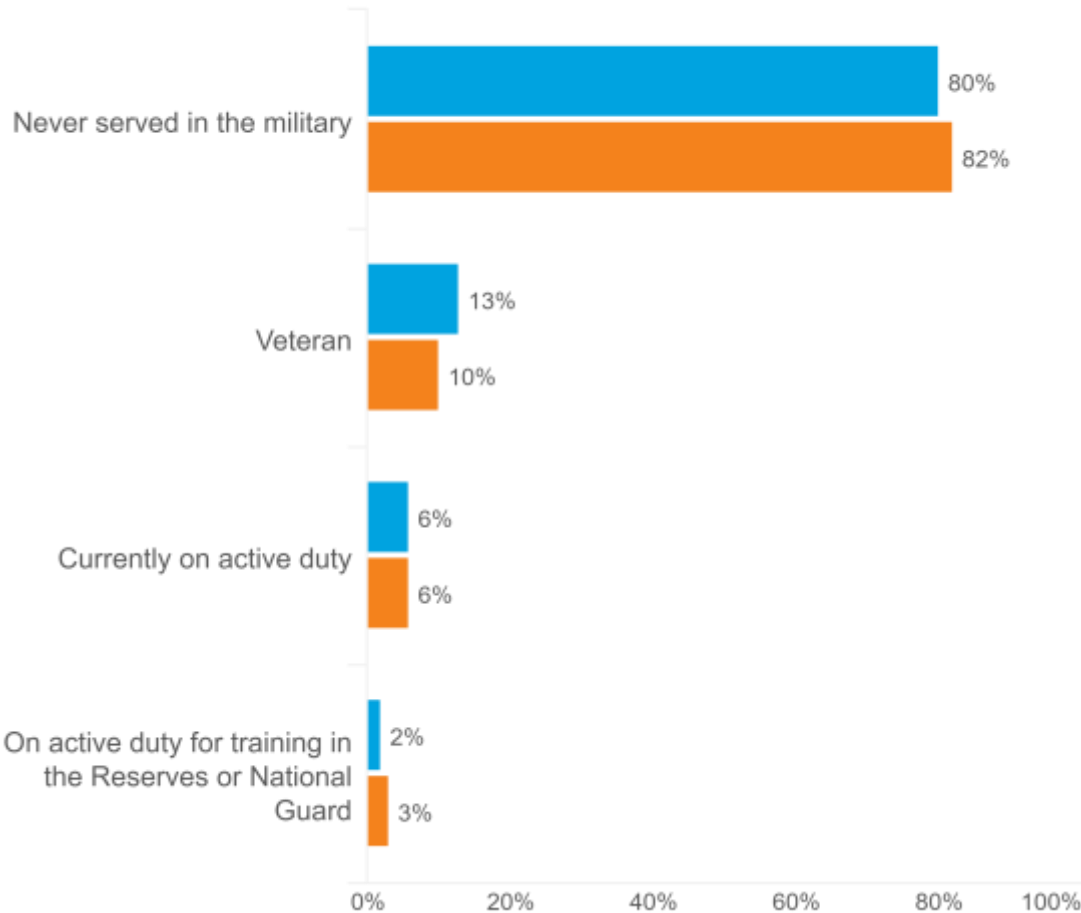
Race

White African-American Other



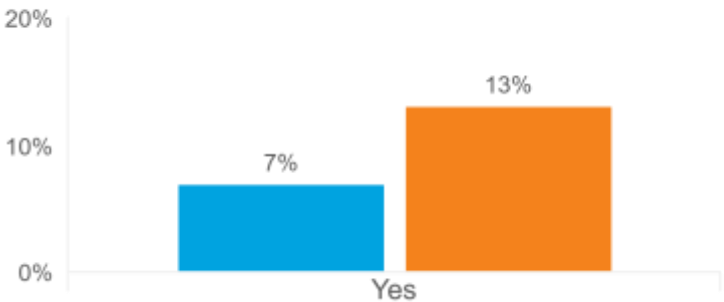
Military Status

Caves, Lakes, & Corvettes U.S. Norm



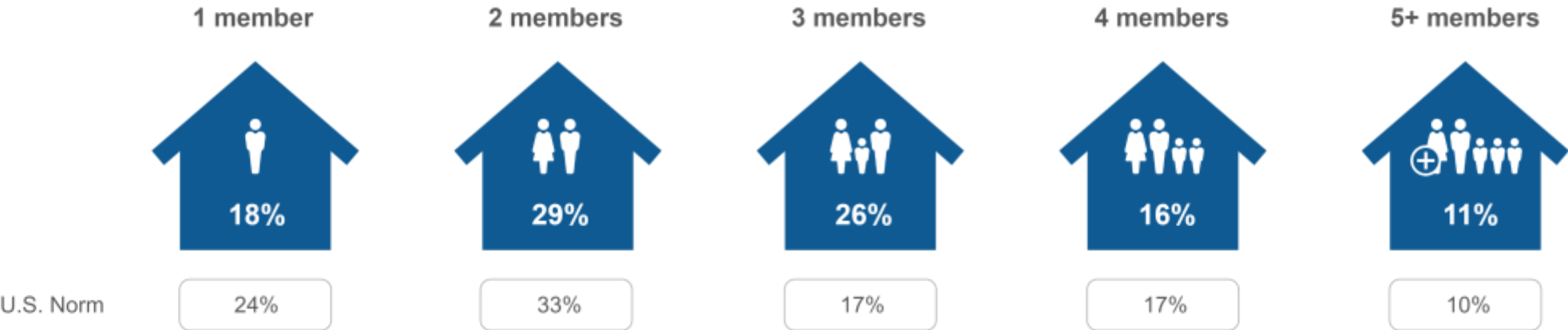
Hispanic Background

Caves, Lakes, & Corvettes U.S. Norm

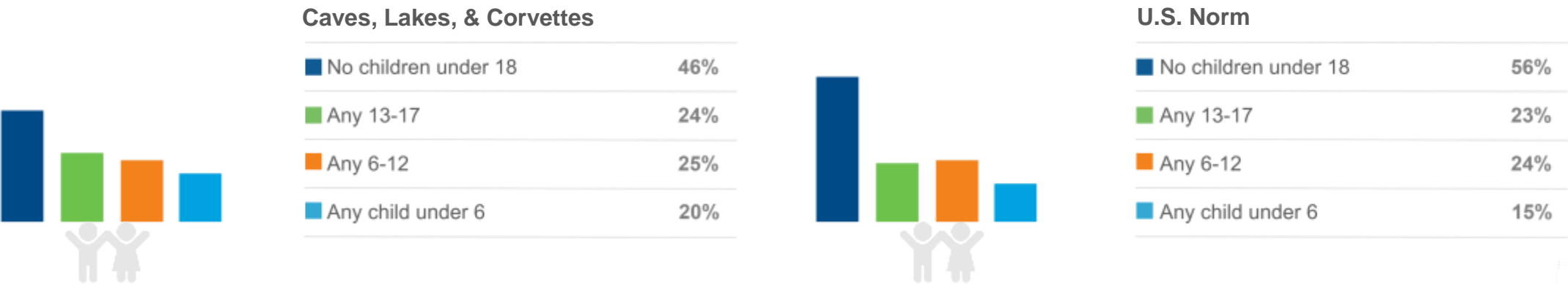


Question added in 2024, data is for 2024 only

Household Size



Children in Household





Travel USA Visitor Profile

Western Waterlands

TEAM 
KENTUCKY.

2023/2024

Introduction

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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.
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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:



Overnight Base Size

335

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

Past Visitation to Western Waterlands

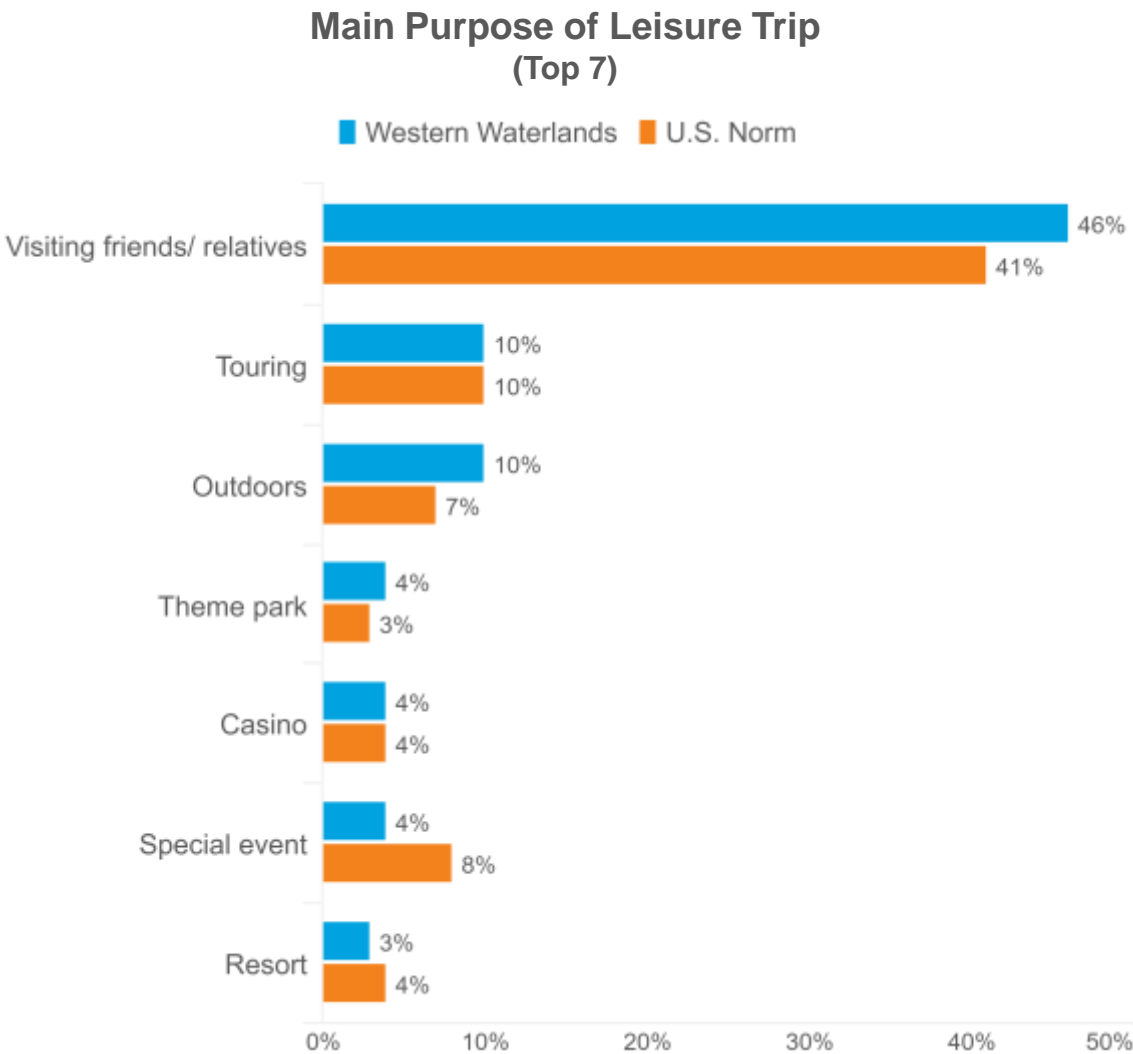
72% of overnight travelers to Western Waterlands are repeat visitors

53% of overnight travelers to Western Waterlands had visited before in the past 12 months

Western Waterlands' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	46%
Touring	10%
Outdoors	10%
Other business trip	6%
Theme park	4%
Casino	4%
Special event	4%
Resort	3%
Cruise	3%
Business-Leisure	3%
City trip	3%



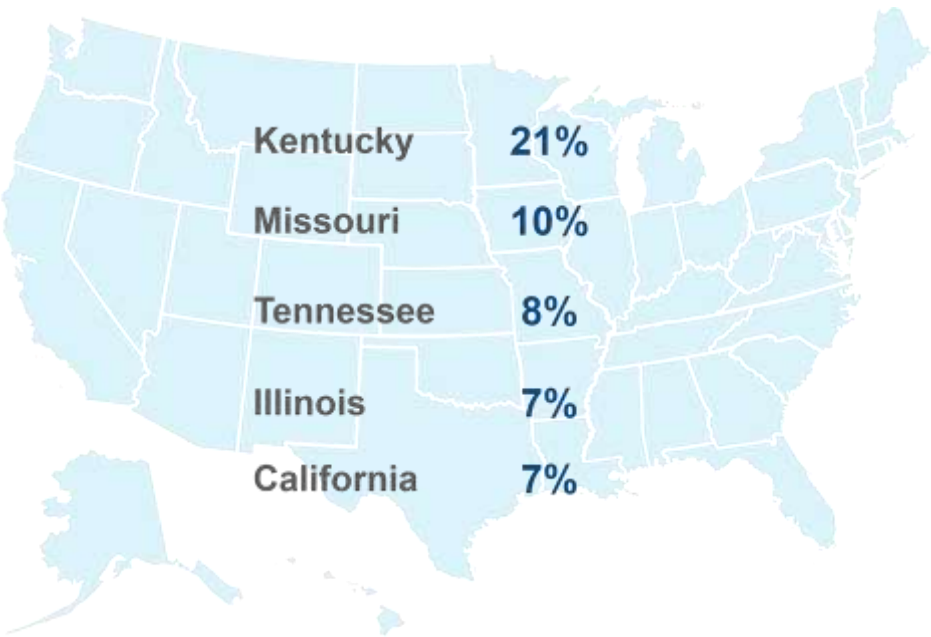
Western Waterlands Overnight Trips



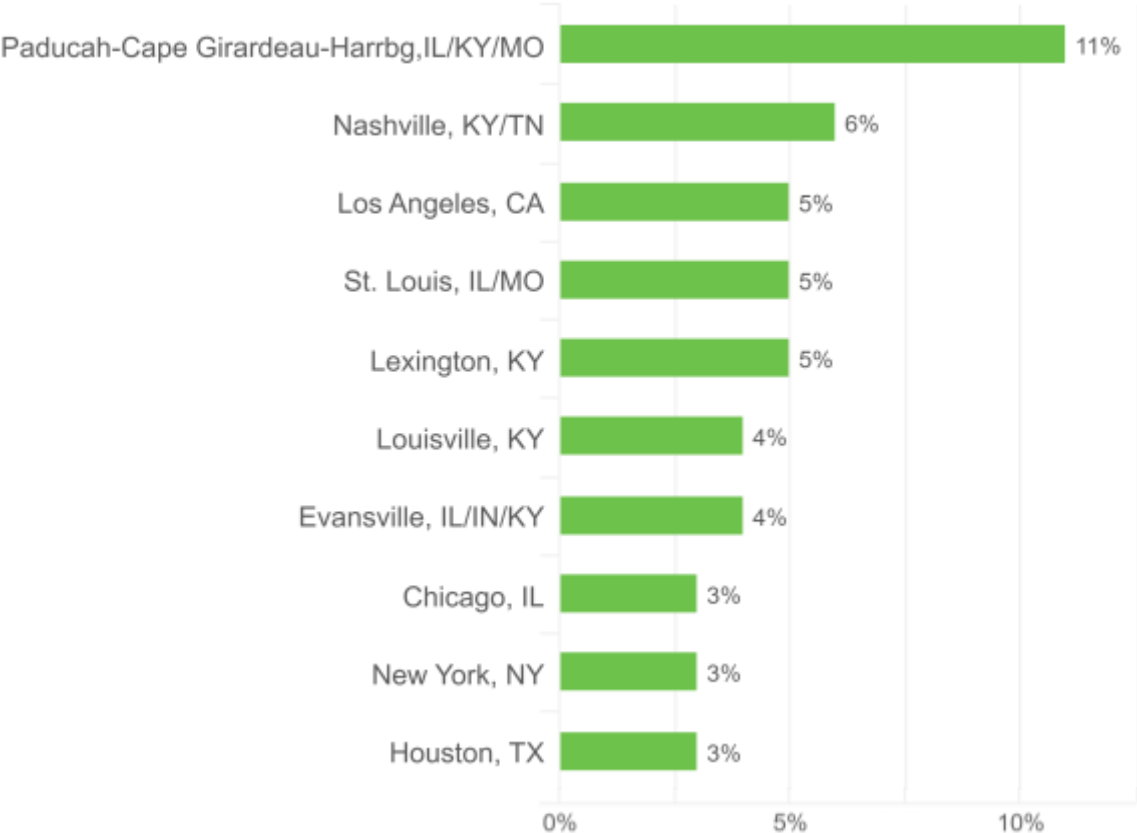
2024 U.S. Overnight Trips



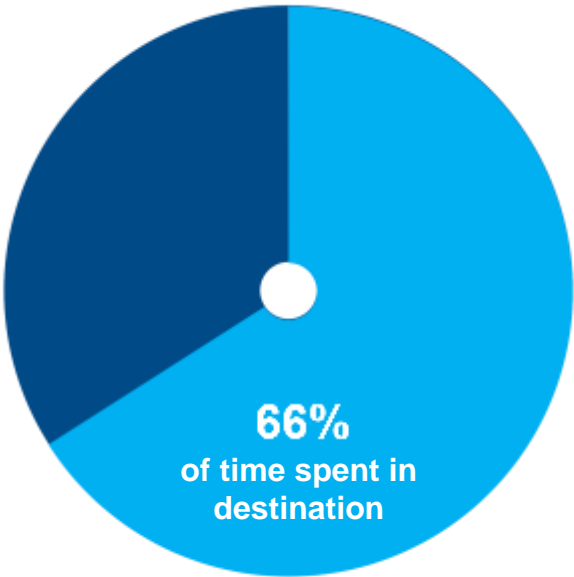
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 11)



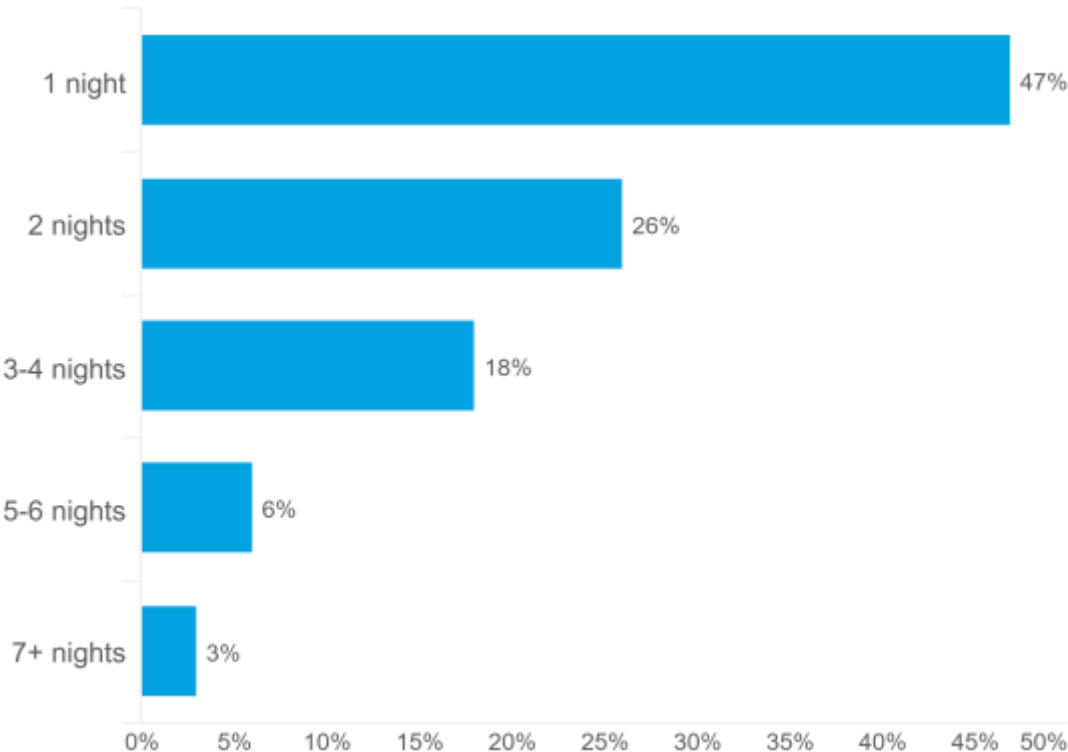
Total Nights Away on Trip



Western Waterlands
3.7
Average Nights

U.S. Norm
3.7
Average Nights

Nights Spent in Western Waterlands



Average number
of nights
2.4

Size of Travel Party

■ Adults ■ Children

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

Western Waterlands



Average number of people

Total
2.8

U.S. Norm



Average number of people

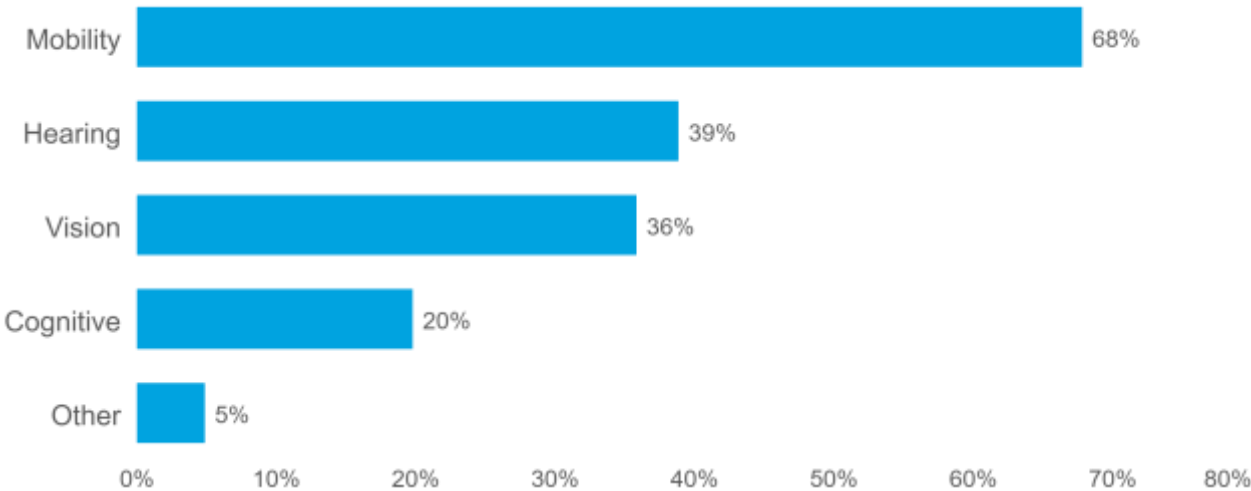
Total
2.8



22% 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



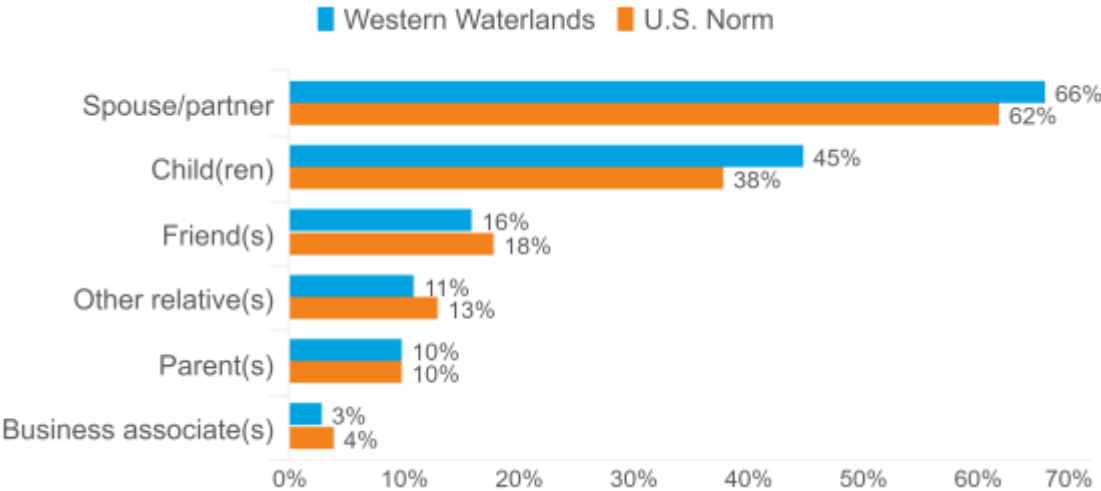
22% of trips only had one person in the travel party

U.S. Norm: **26%**

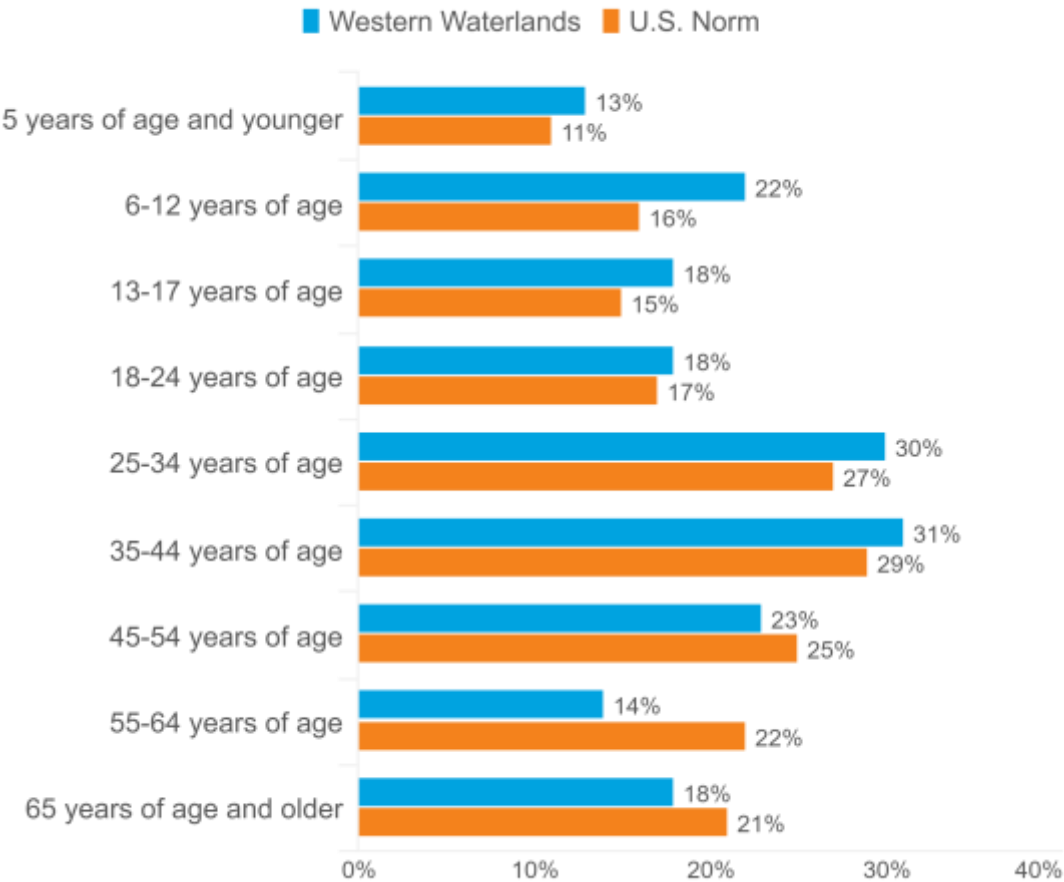
Composition of Immediate Travel Party

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

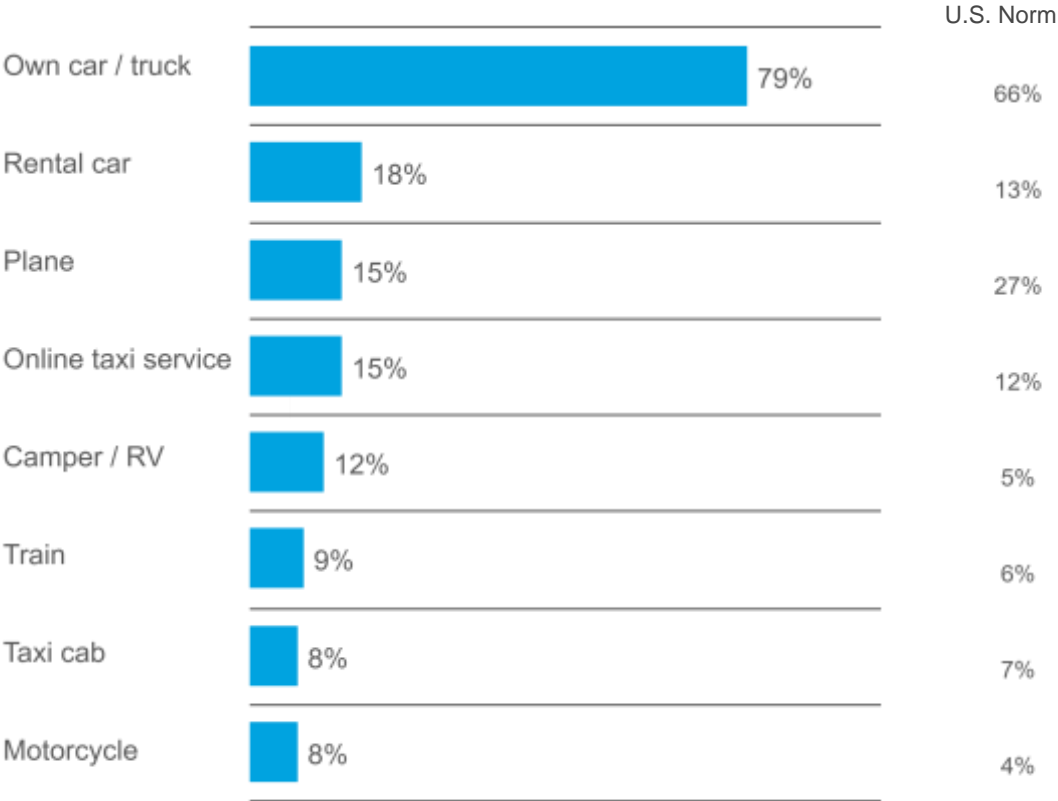
*Child(ren) is based on the relationship to the respondent



Travel Party Age

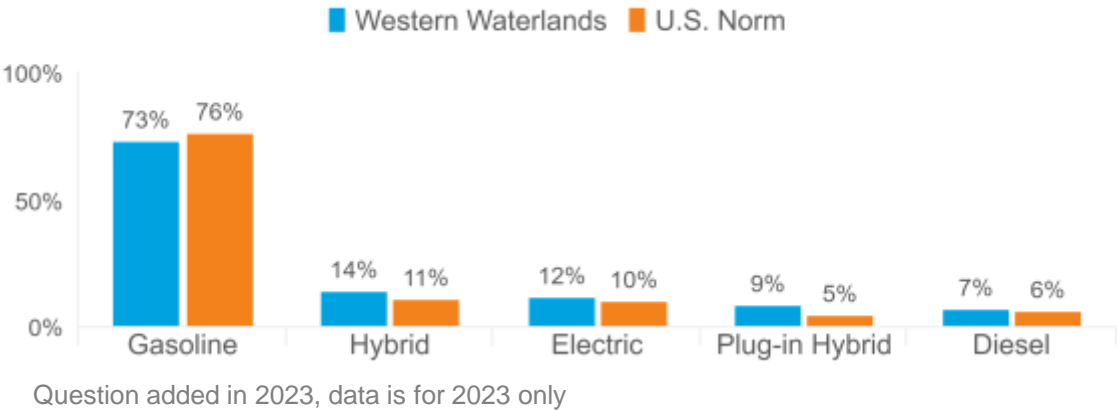


Transportation Used to get to Destination (Top 8)

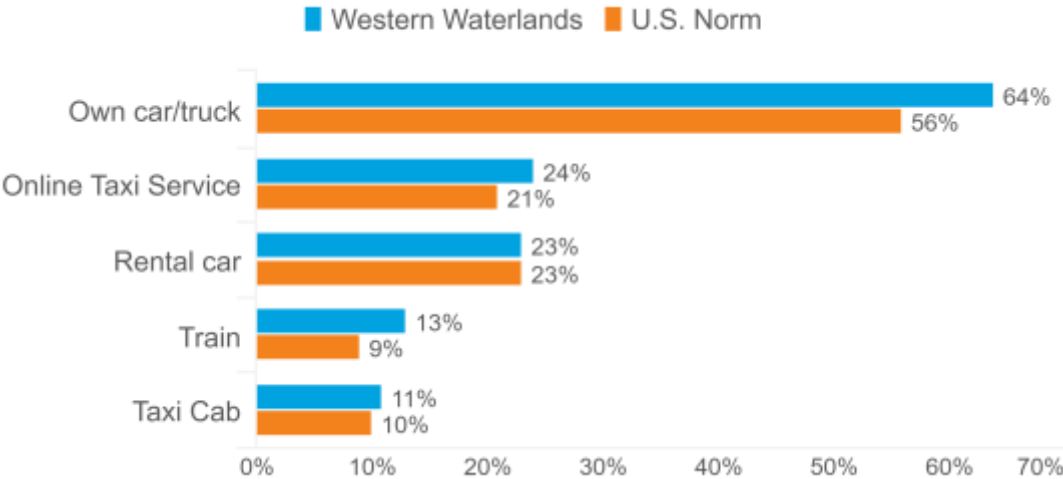


Question updated in 2020

Type of Vehicle Used to get to Destination



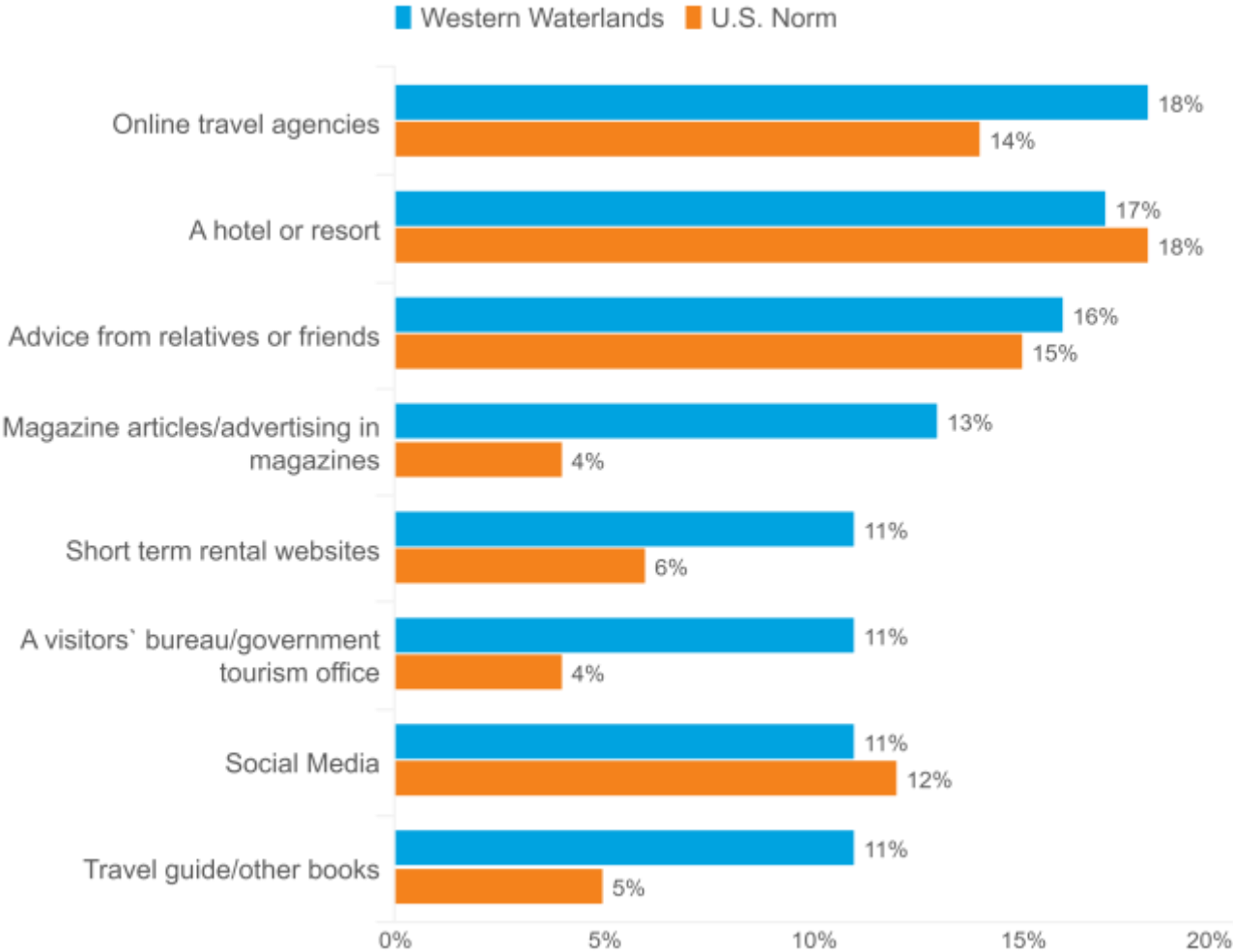
Transportation Used within Destination (Top 5)



Length of Trip Planning

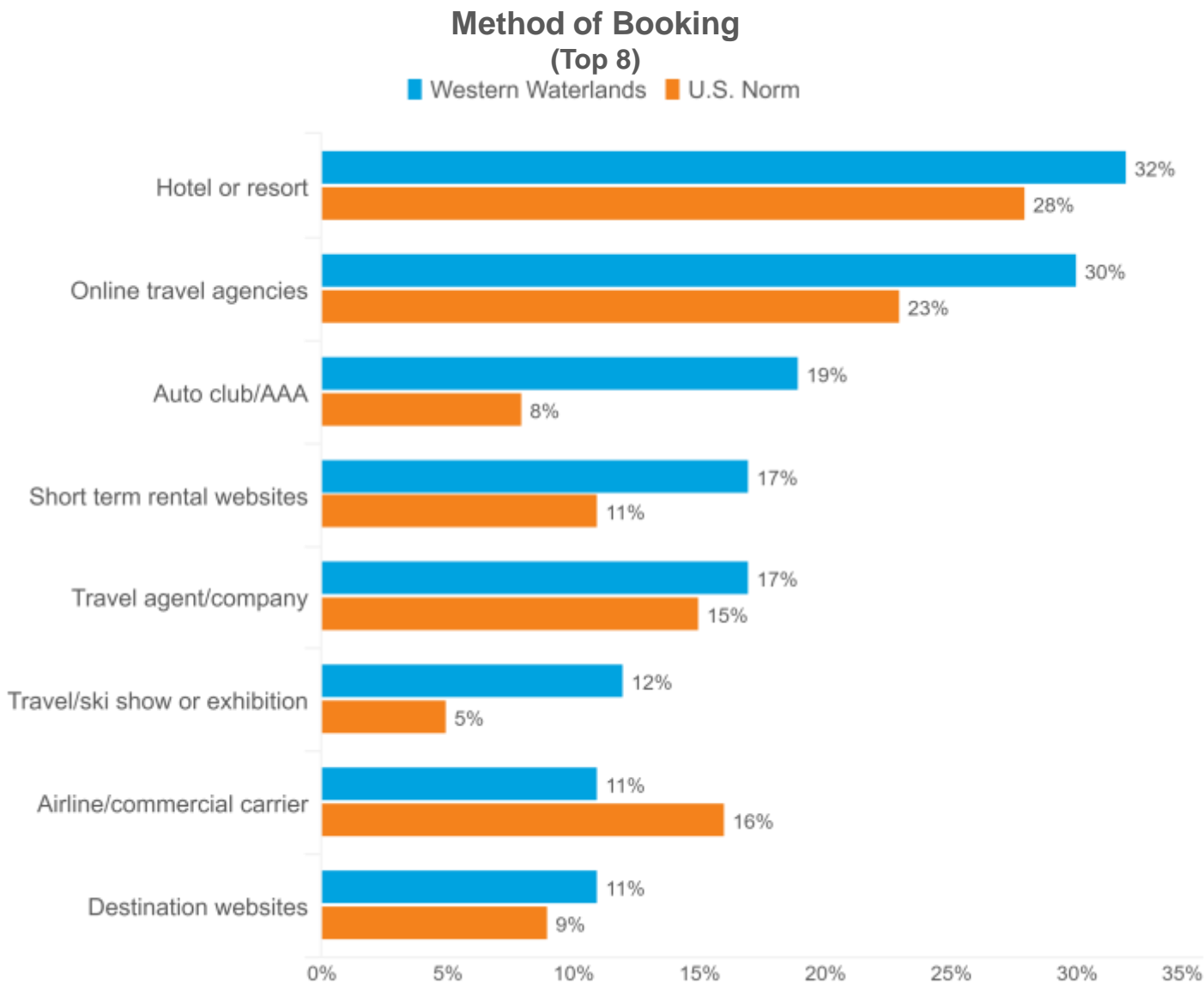
	Western Waterlands	U.S. Norm
Did not plan anything in advance	16%	14%
More than 1 year in advance	5%	4%
6-12 months	12%	14%
3-5 months	19%	18%
2 months	17%	17%
1 month or less	31%	32%

Trip Planning Information Sources
(Top 8)










Western Waterlands' Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips



Accommodations (Top 7)

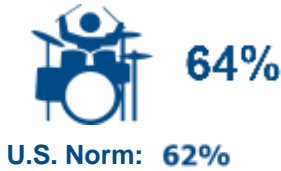
	Western Waterlands	U.S. Norm
 Hotel	42%	44%
 Home of friends / relatives	20%	20%
 Motel	17%	11%
 Bed & breakfast	14%	7%
 Resort hotel	12%	10%
 Rented cottage / cabin	10%	4%
 Campground / RV park	10%	5%

Activity Groupings

Outdoor Activities



Entertainment Activities



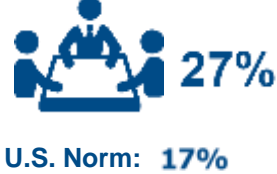
Cultural Activities



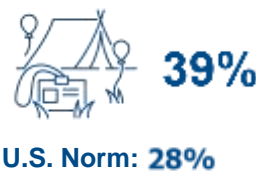
Sporting Activities







Business Activities



Other Activities



Activities and Experiences (Top 10)

	Western Waterlands	U.S. Norm
 Shopping	26%	26%
 Attending celebration	22%	14%
 Bar/nightclub	18%	16%
 Business convention/conference	17%	8%
 Museum	16%	12%
 Sightseeing	15%	20%
 Nature tours/wildlife viewing/birding	15%	8%
 Attended/participated in an amateur sports event	15%	6%
 Landmark/historic site	14%	13%
 Casino	14%	12%



Outdoor Activities

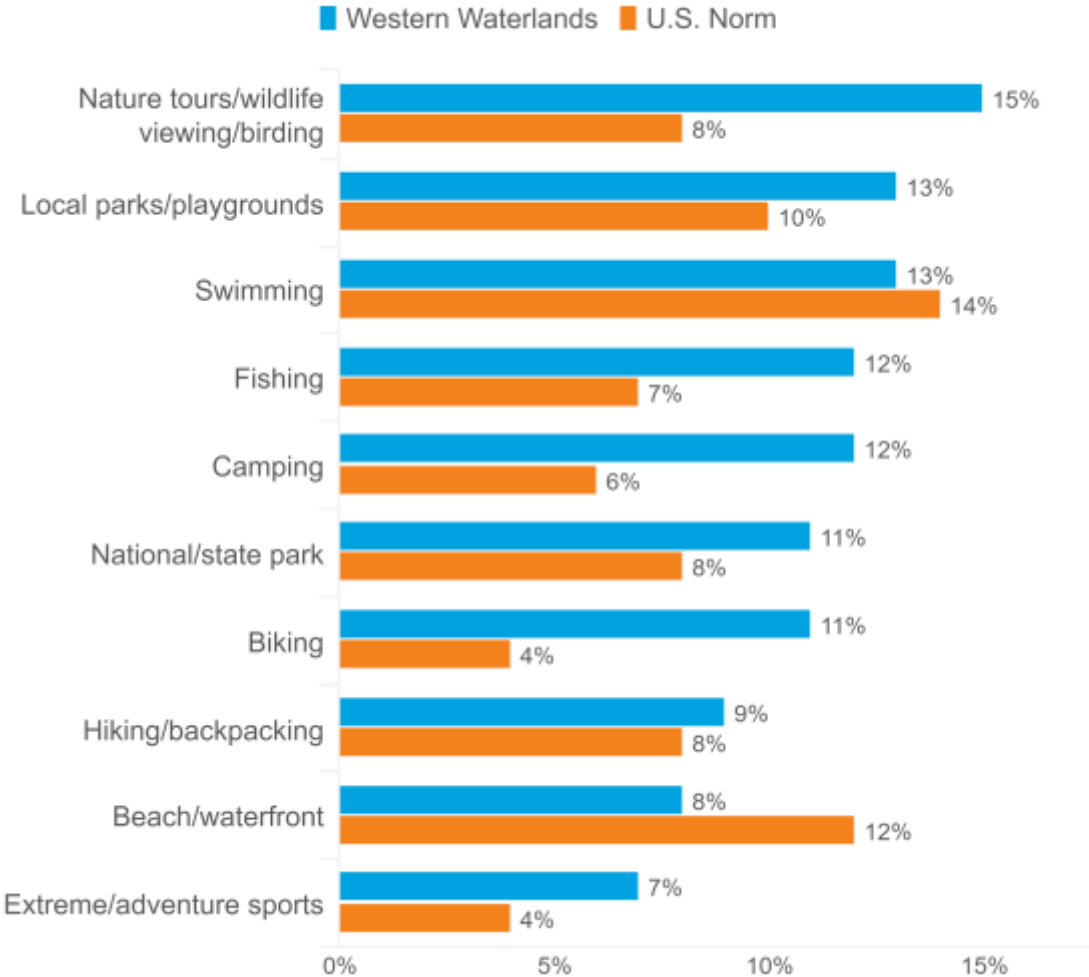
Western Waterlands

58%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

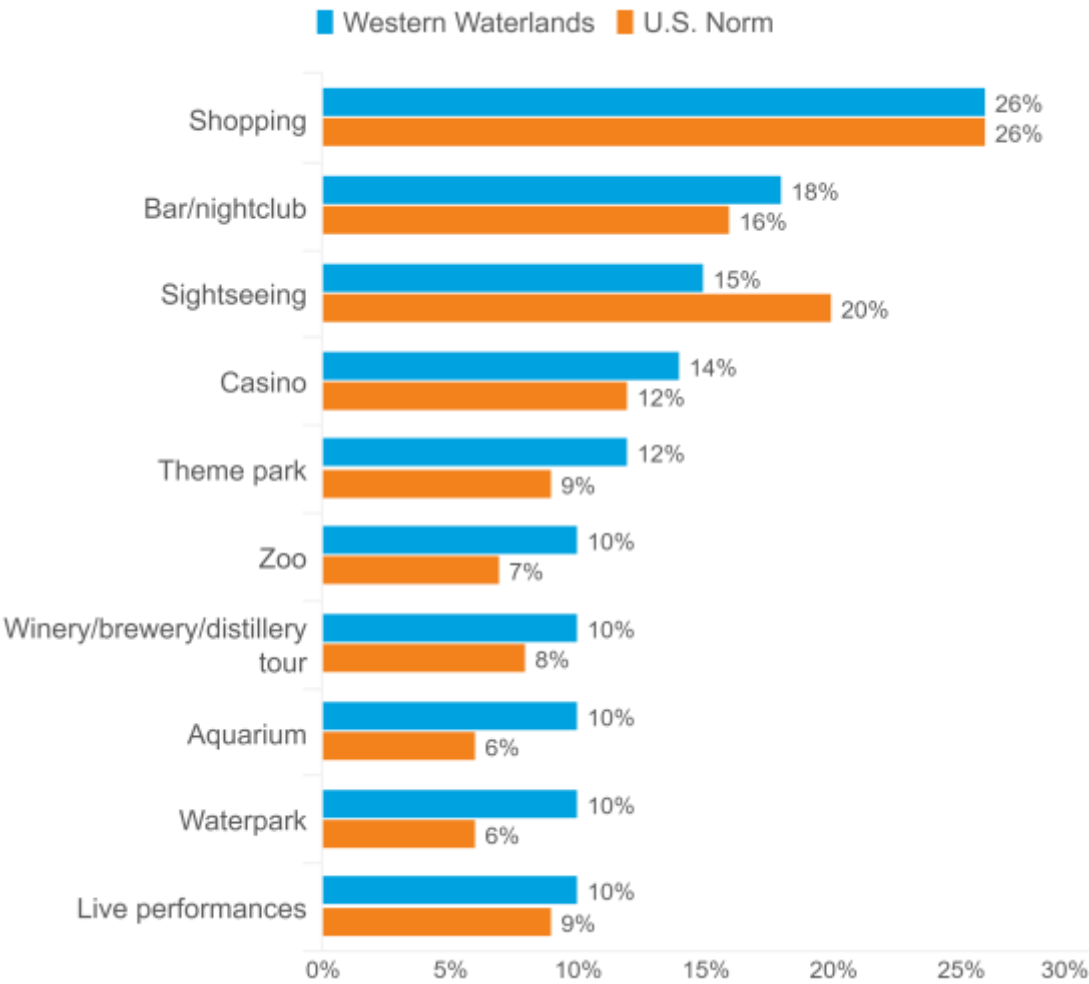
Western Waterlands

64%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

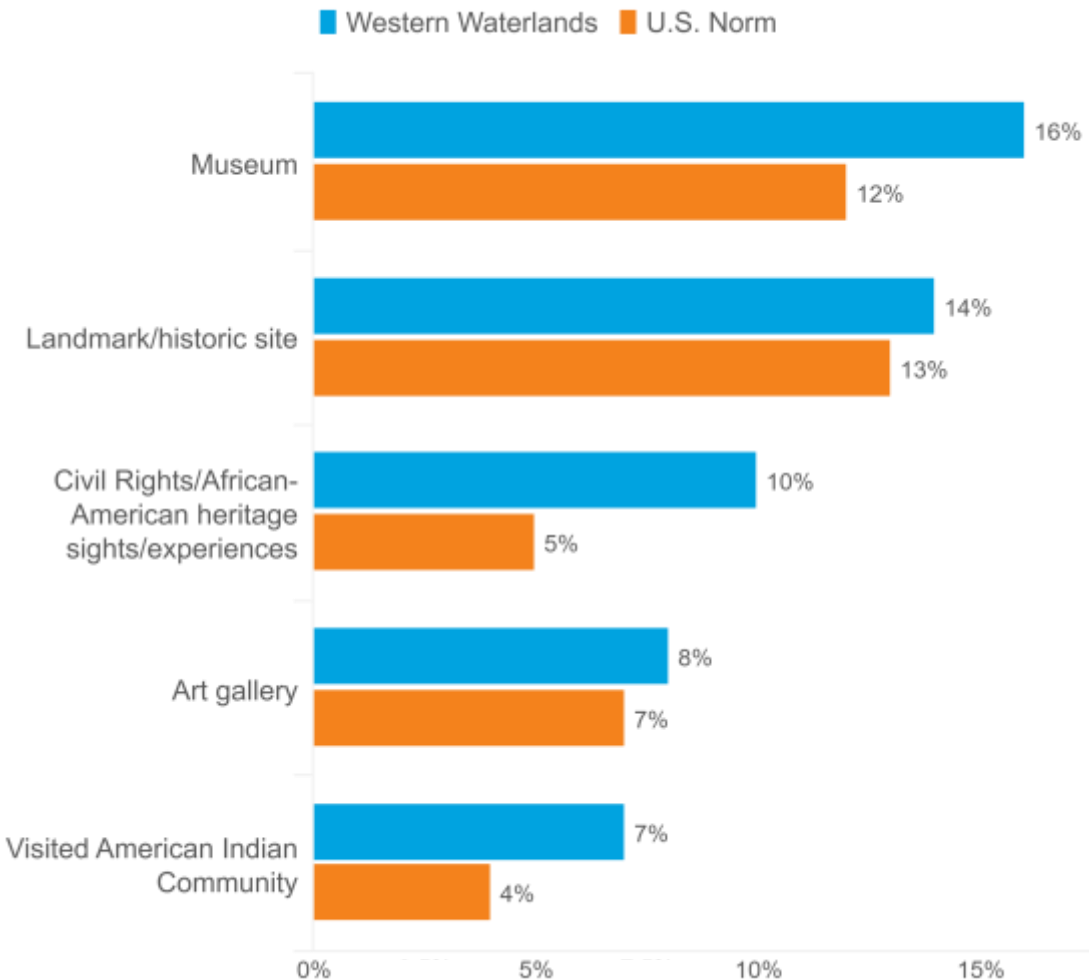
Western Waterlands

39%

U.S. Norm

31%

Cultural Activities





Sporting Activities

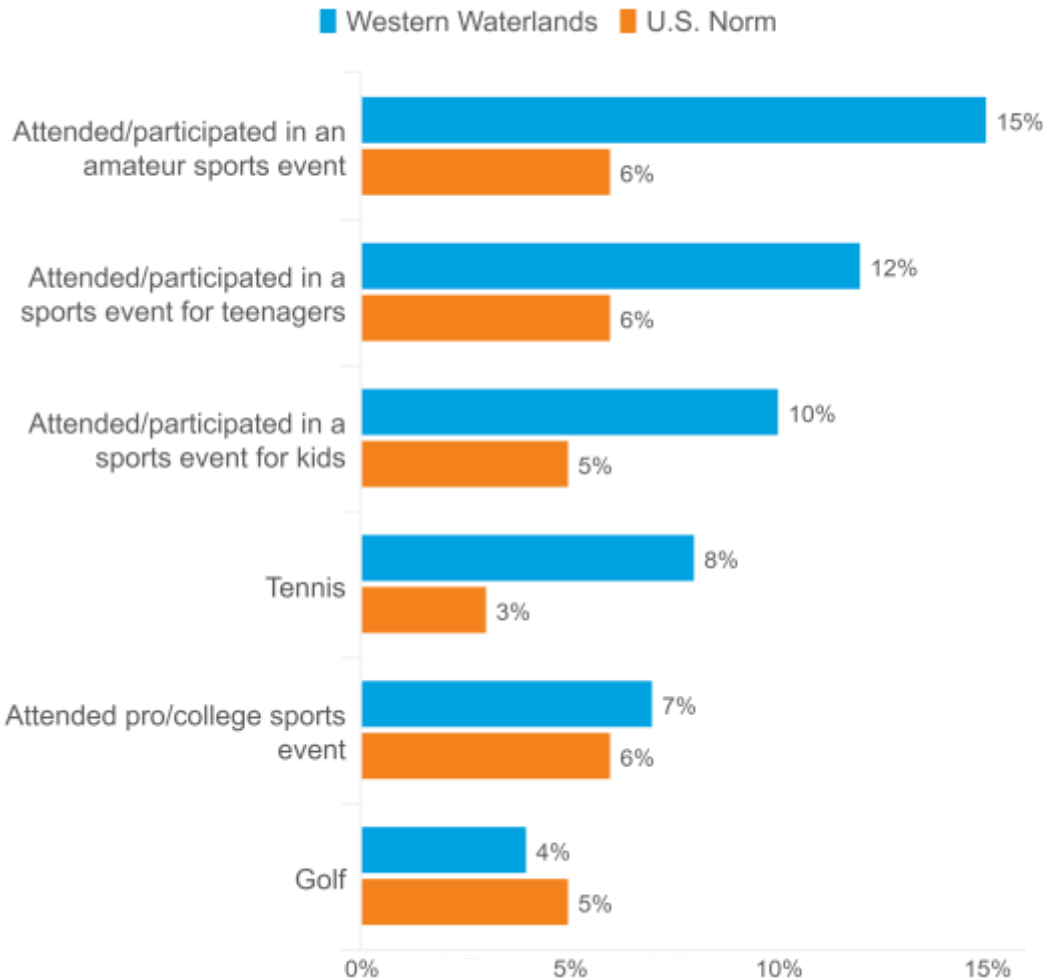
Western Waterlands

32%

U.S. Norm

23%

Sporting Activities





Business Activities

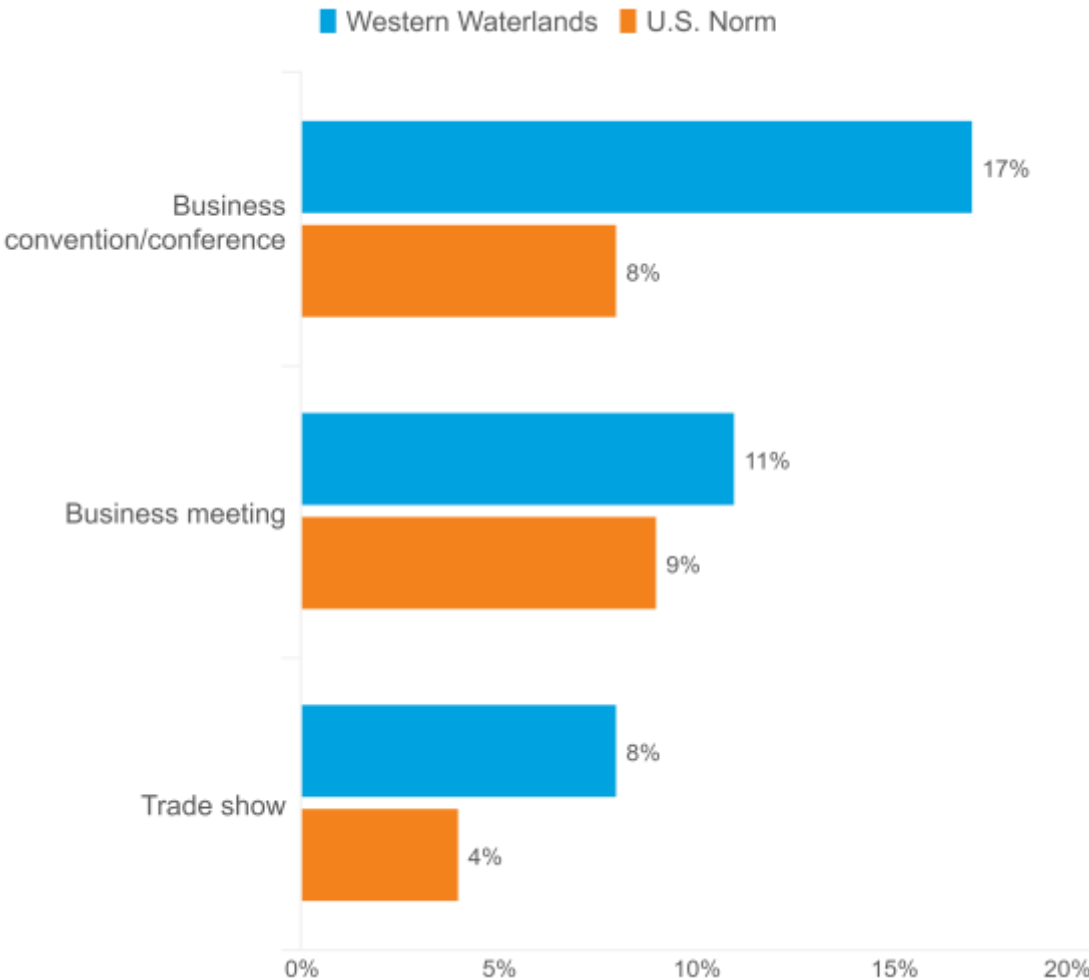
Western Waterlands

27%

U.S. Norm

17%

Business Activities





Other Activities

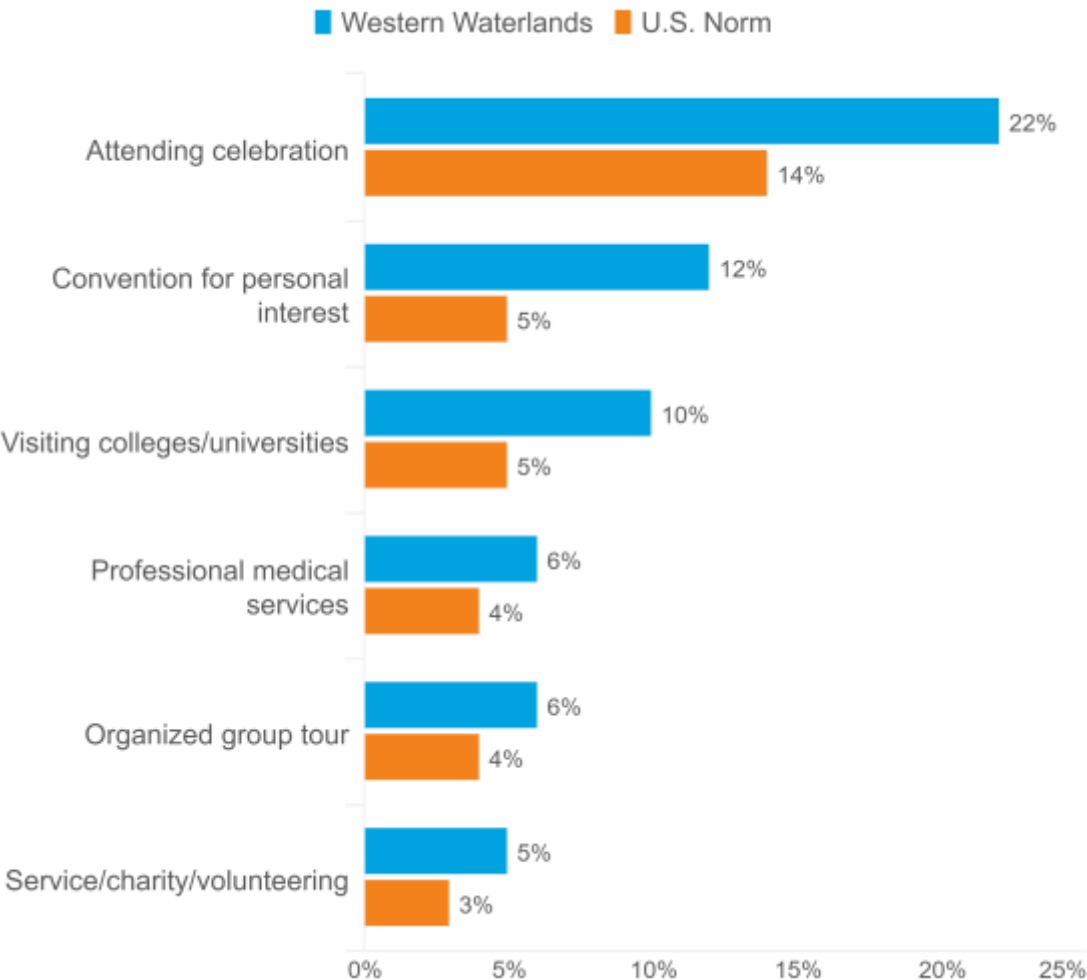
Western Waterlands

39%

U.S. Norm

28%

Other Activities









Shopping Types on Trip

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


		Western Waterlands	U.S. Norm
	Outlet/mall shopping	60%	45%
	Big box stores (Walmart, Costco)	45%	30%
	Shopping at locally owned businesses	44%	48%
	Convenience/grocery shopping	41%	43%
	Souvenir shopping	27%	37%
	Farmers market	26%	17%
	Antiquing	25%	12%

Question updated in 2023

Dining Types on Trip

		Western Waterlands	U.S. Norm
	Casual dining	54%	57%
	Fast food	49%	45%
	Carry-out/food delivery service	34%	24%
	Unique/local food	34%	32%
	Fine/upscale dining	20%	20%
	Picnicking	16%	10%

Question updated in 2023

 **60%**
of overnight travelers were
very satisfied with their overall
trip experience

Satisfaction with Ease of Accessibility



Ease of Accessibility only asked to those with travel limiting disabilities within travel party



Friendliness of people



Safety/security



Sightseeing/attractions



Quality of food



Quality of accommodations



Cleanliness



Value for money

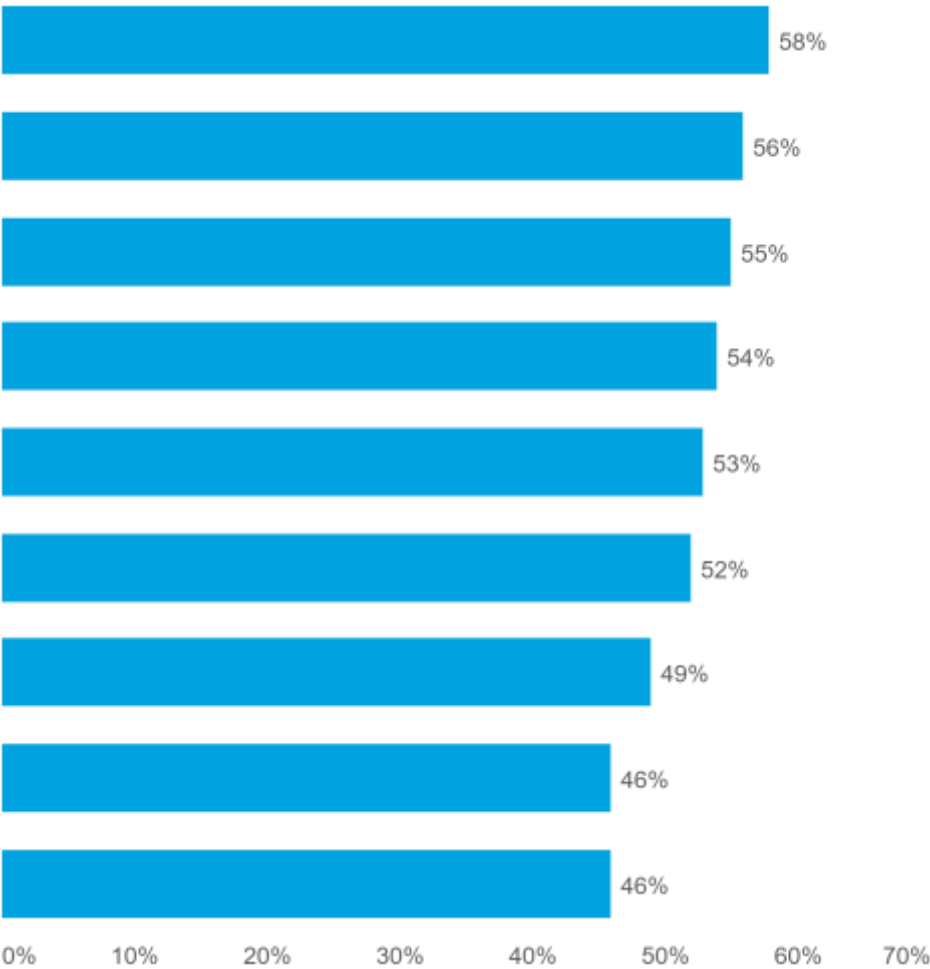


Music/nightlife/entertainment



Public transportation

% Very Satisfied with Trip

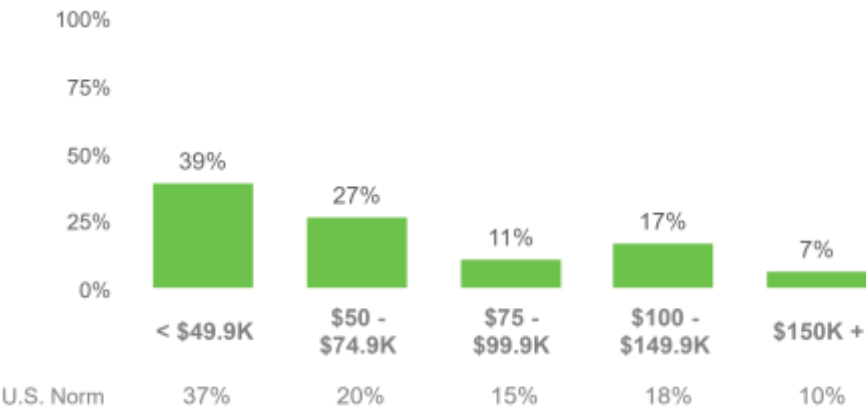


*Very Satisfied = selected top box on a five point scale

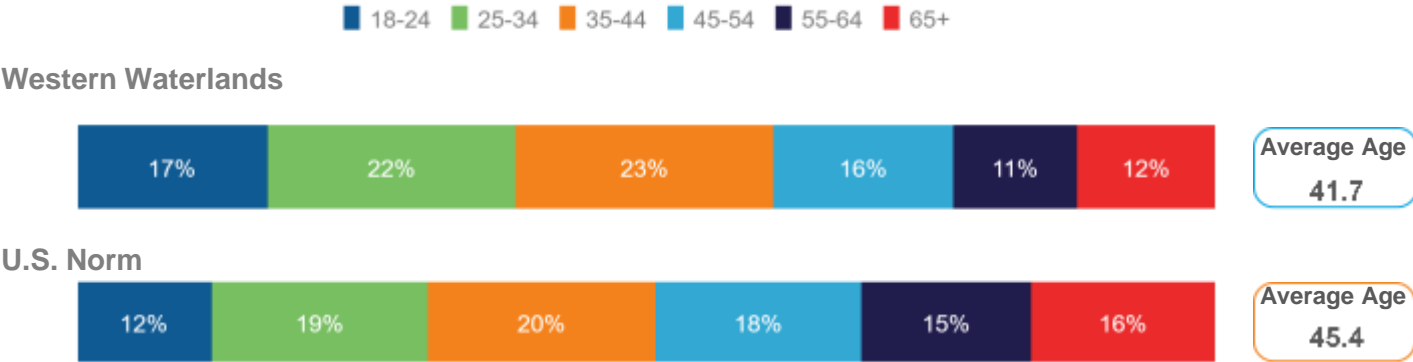
Demographic Profile of Overnight Western Waterlands Visitors

Base: 2023/2024 Overnight Person-Trips

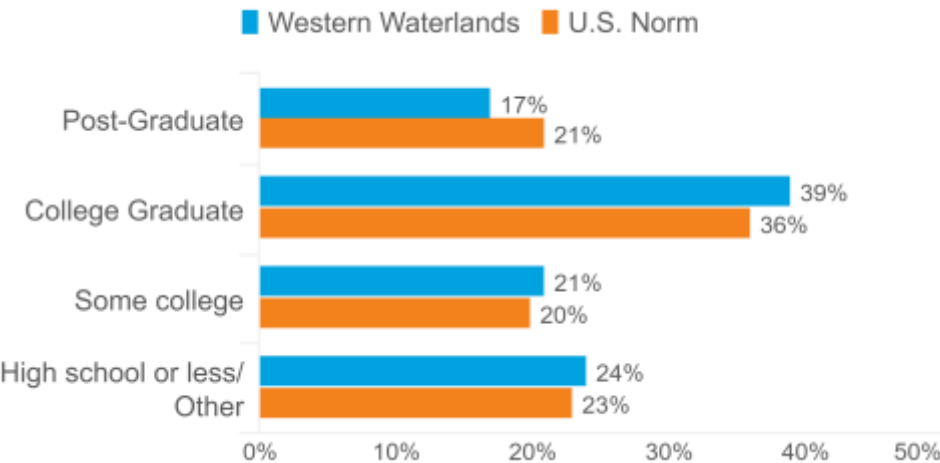
Household Income



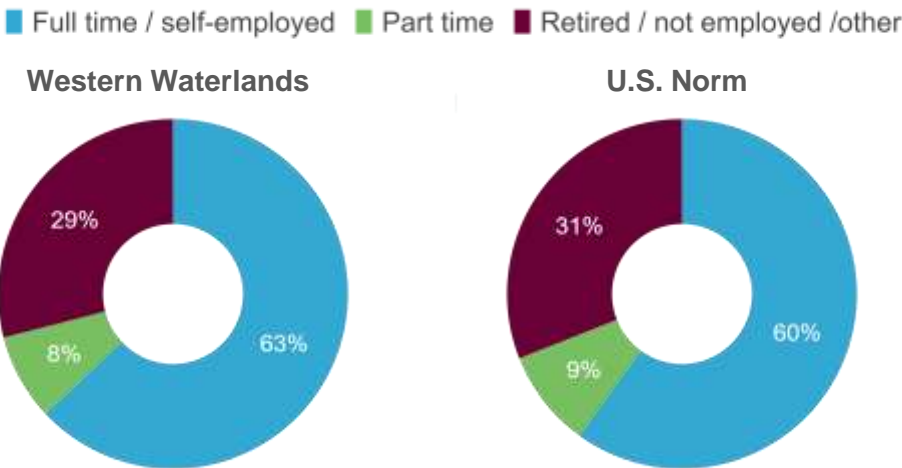
Age



Educational Attainment



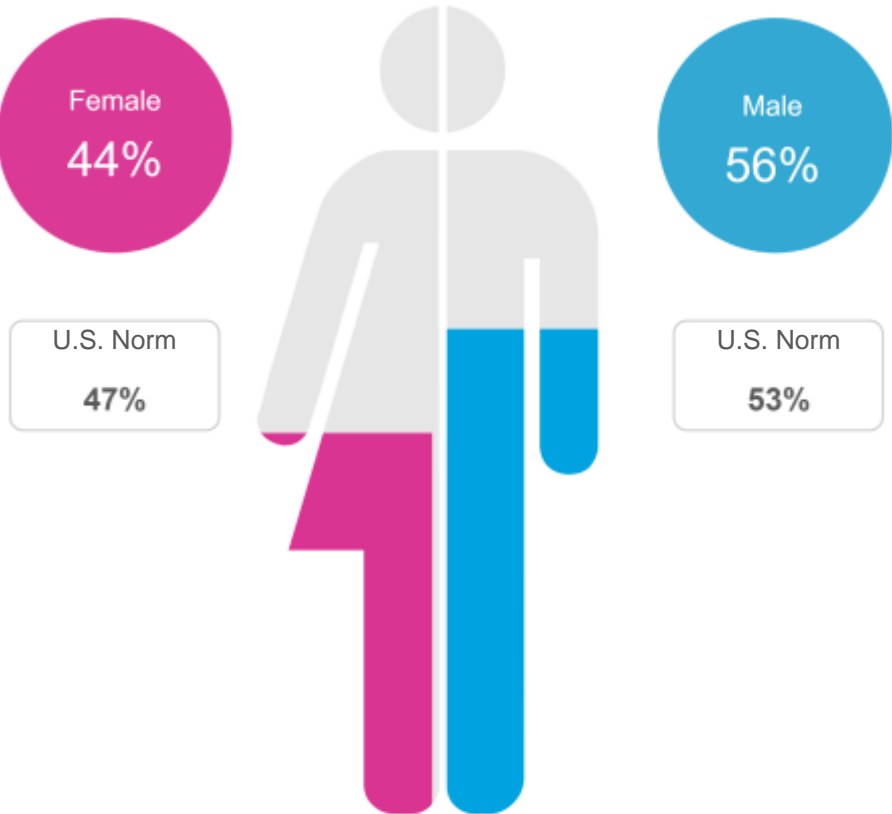
Employment



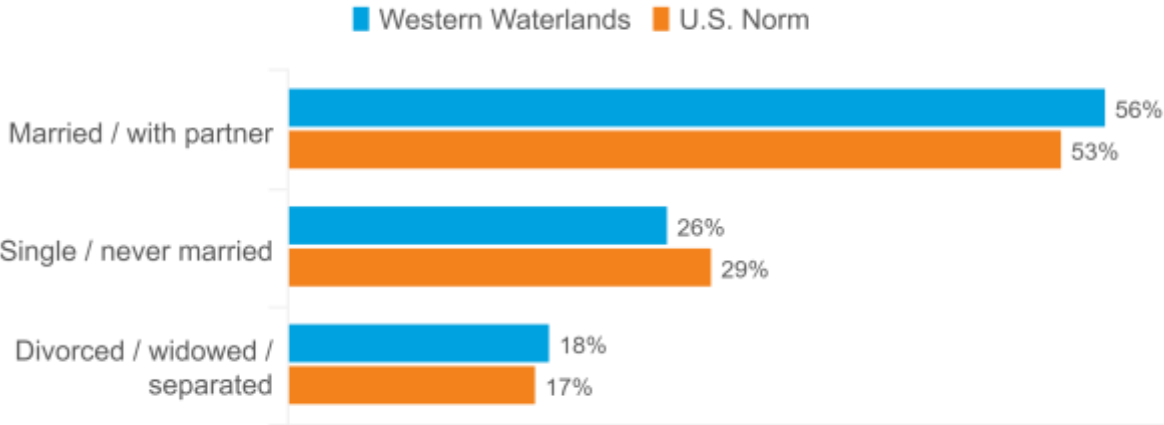
Demographic Profile of Overnight Western Waterlands Visitors

Base: 2023/2024 Overnight Person-Trips

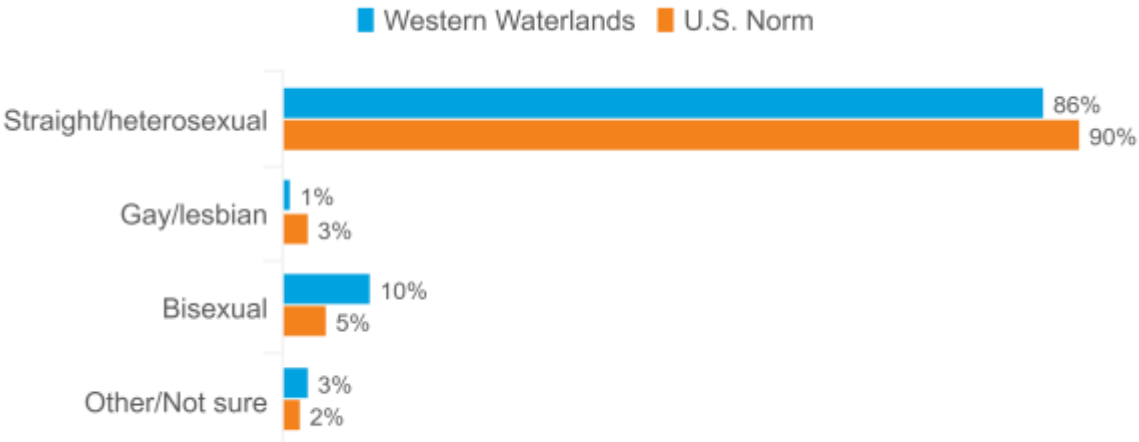
Gender



Marital Status



Sexual Orientation

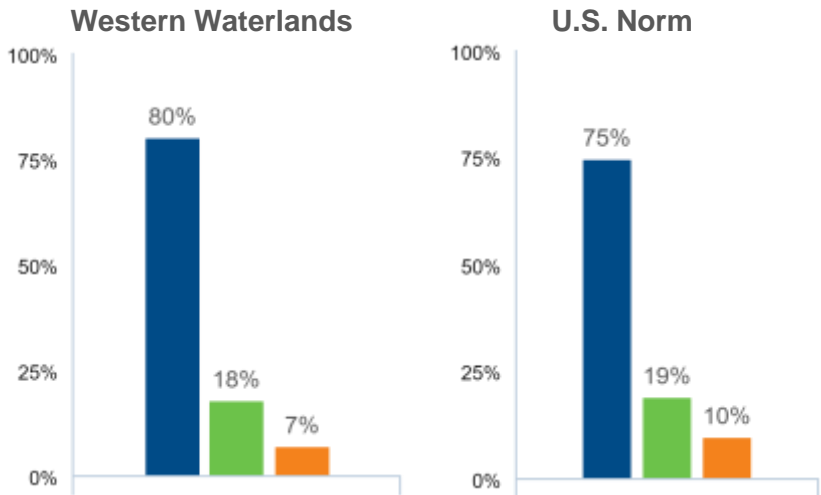


Demographic Profile of Overnight Western Waterlands Visitors

Base: 2023/2024 Overnight Person-Trips

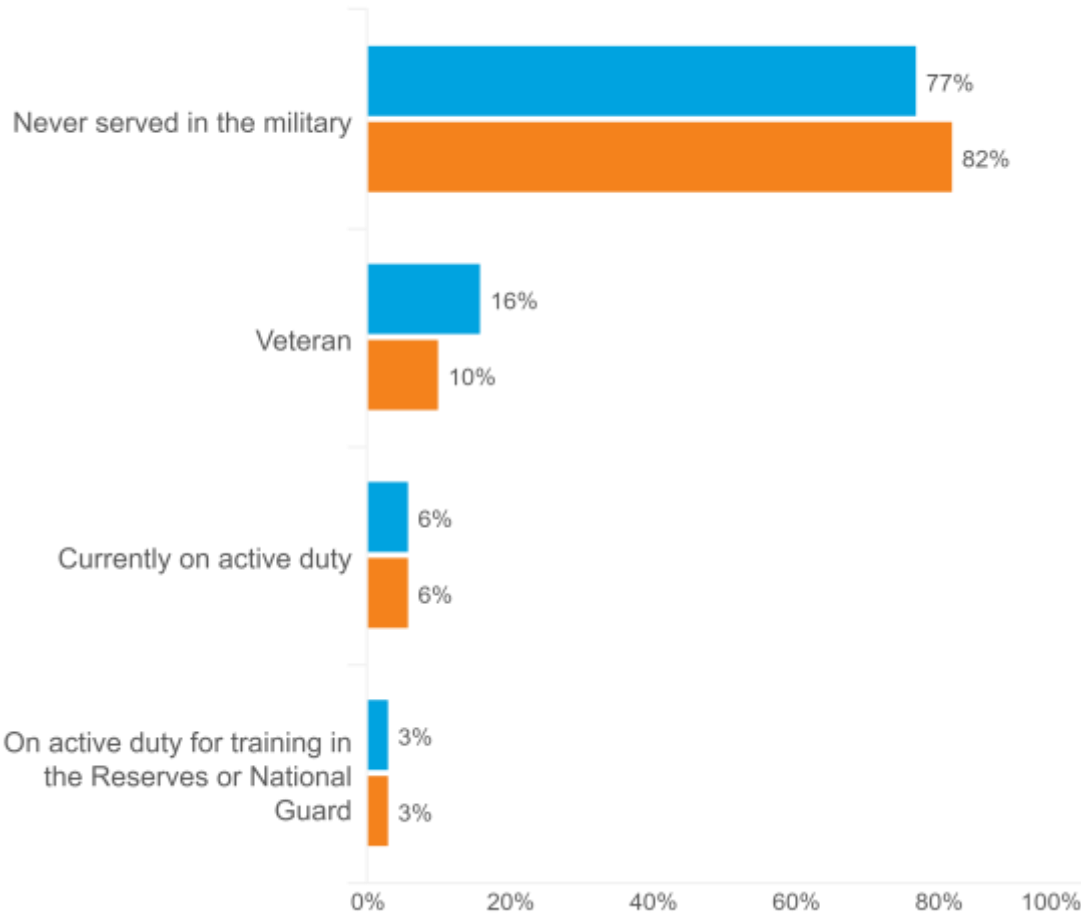
Race

White African-American Other



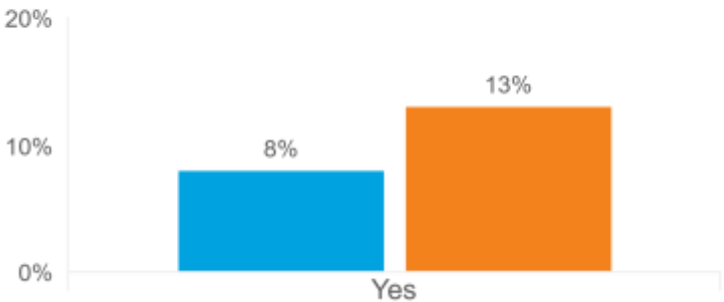
Military Status

Western Waterlands U.S. Norm



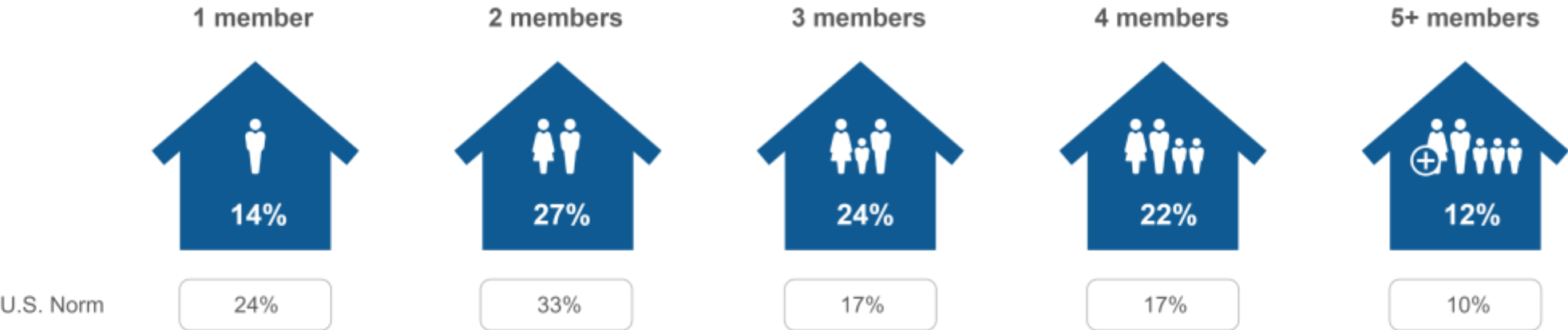
Hispanic Background

Western Waterlands U.S. Norm

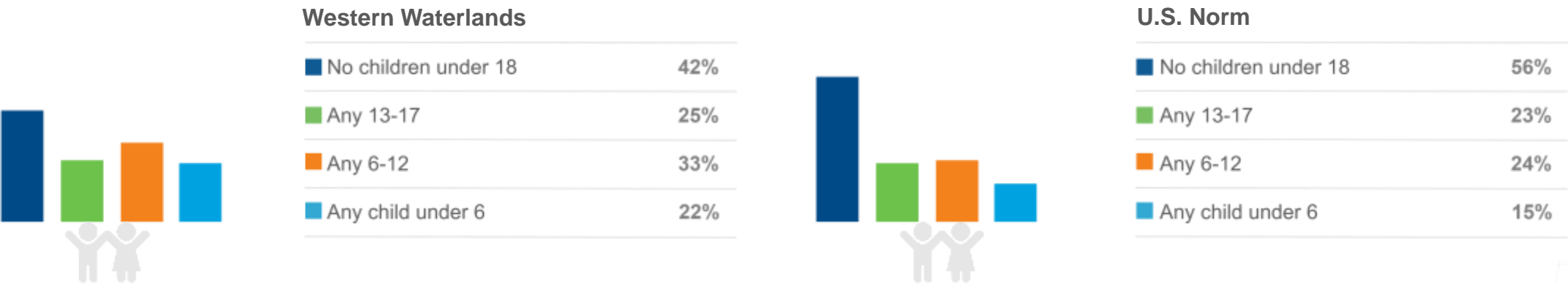


Question added in 2024, data is for 2024 only

Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Blues & BBQ

TEAM  **KENTUCKY.**[®]

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

602

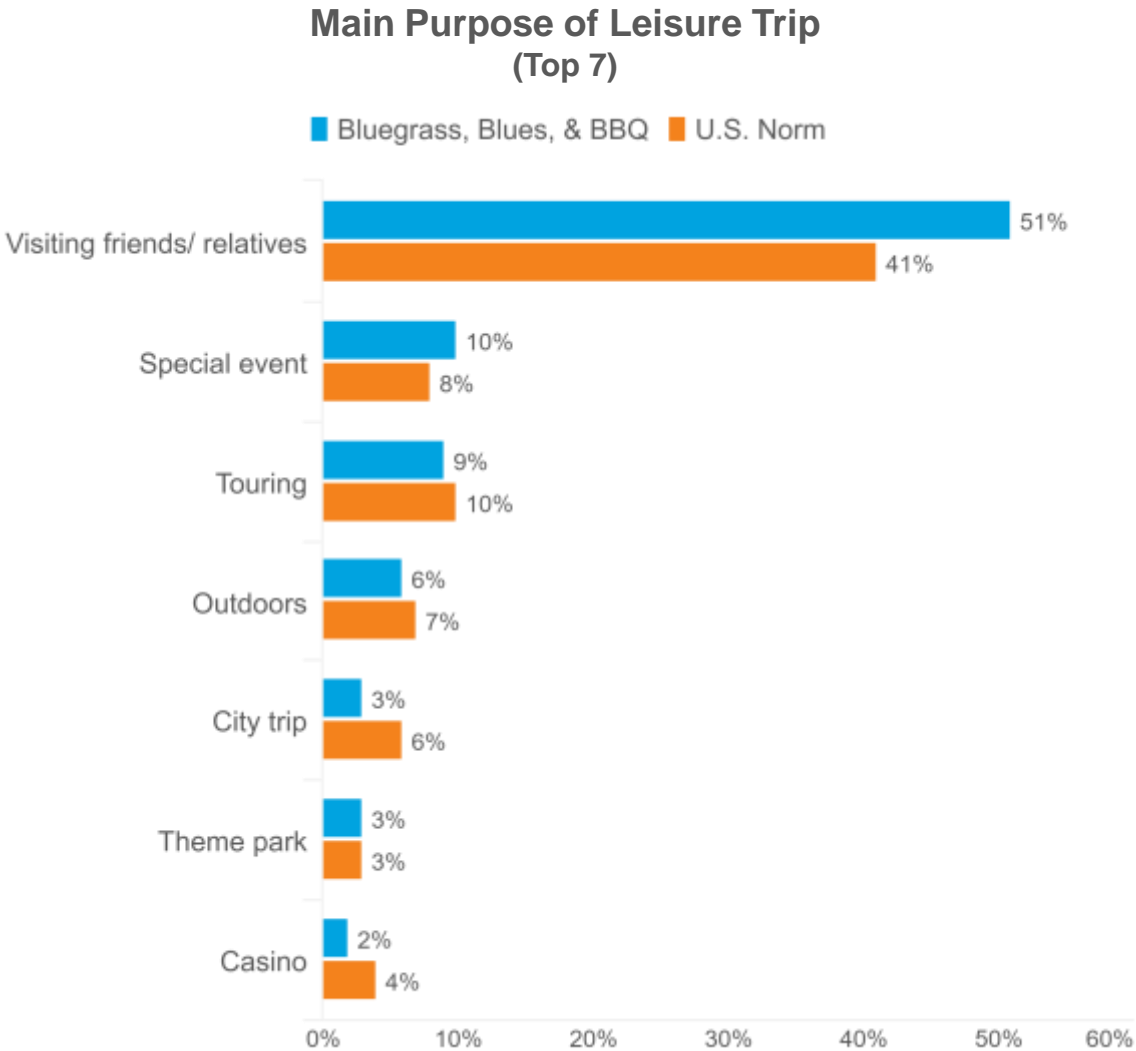
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Past Visitation to Bluegrass, Blues, & BBQ

56% of overnight travelers to Bluegrass, Blues, & BBQ are repeat visitors

40% of overnight travelers to Bluegrass, Blues, & BBQ had visited before in the past 12 months

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	51%
Special event	10%
Touring	9%
Outdoors	6%
Other business trip	4%
Business-Leisure	3%
City trip	3%
Conference/ Convention	3%
Theme park	3%
Casino	2%



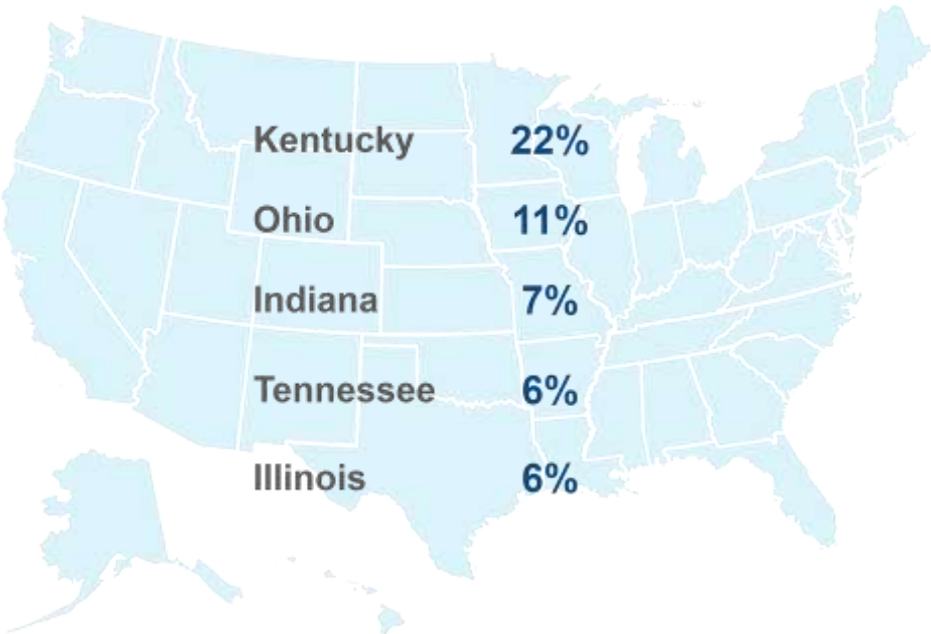
Bluegrass, Blues, & BBQ Overnight Trips



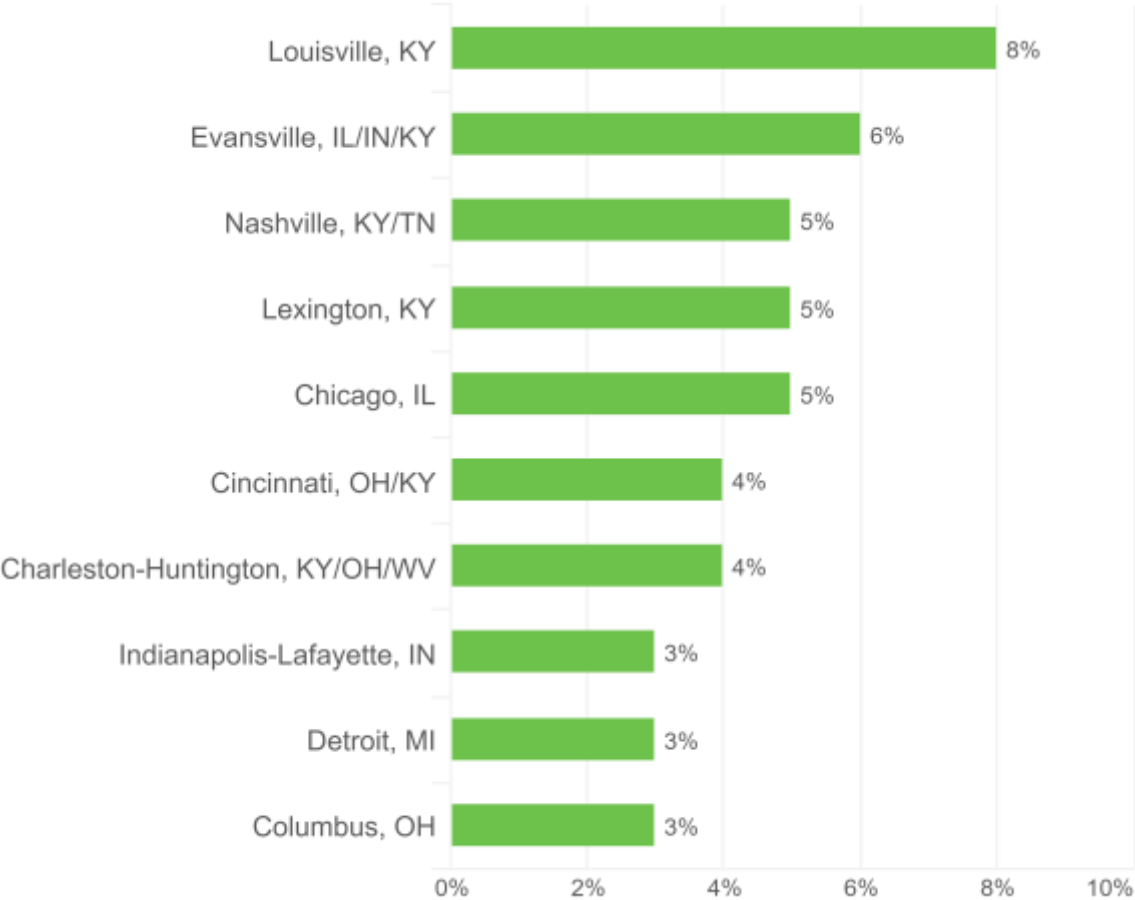
2024 U.S. Overnight Trips



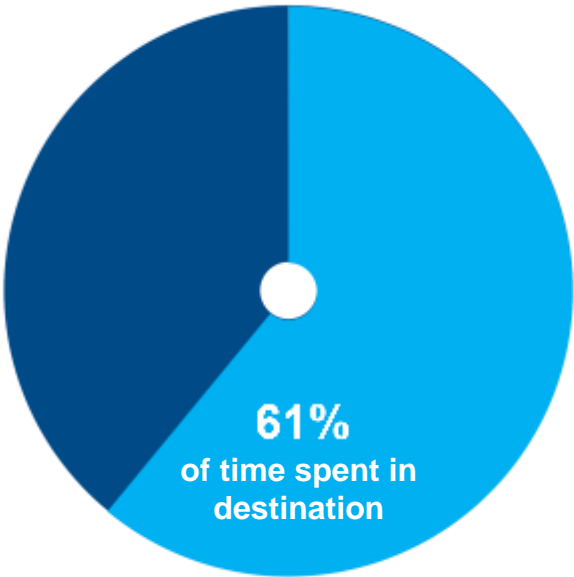
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 10)



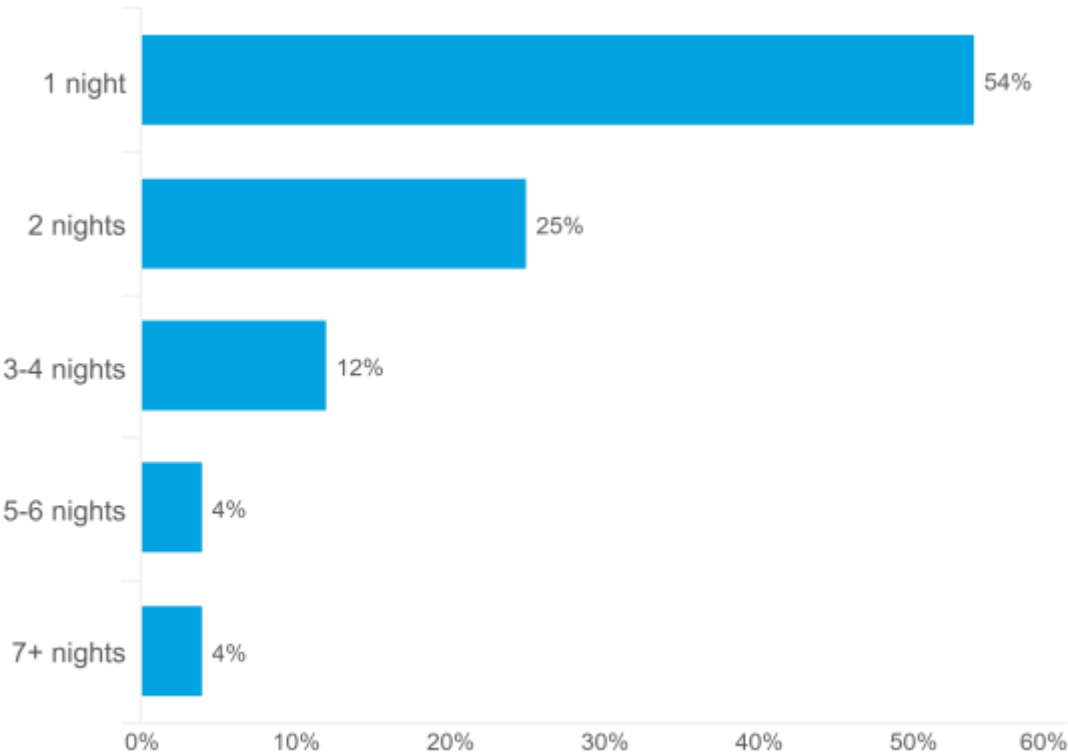
Total Nights Away on Trip



Bluegrass, Blues, & BBQ
3.7
Average Nights

U.S. Norm
3.7
Average Nights

Nights Spent in Bluegrass, Blues, & BBQ



Average number
of nights
2.2

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
2.8

U.S. Norm



Average number of people

Total
2.8

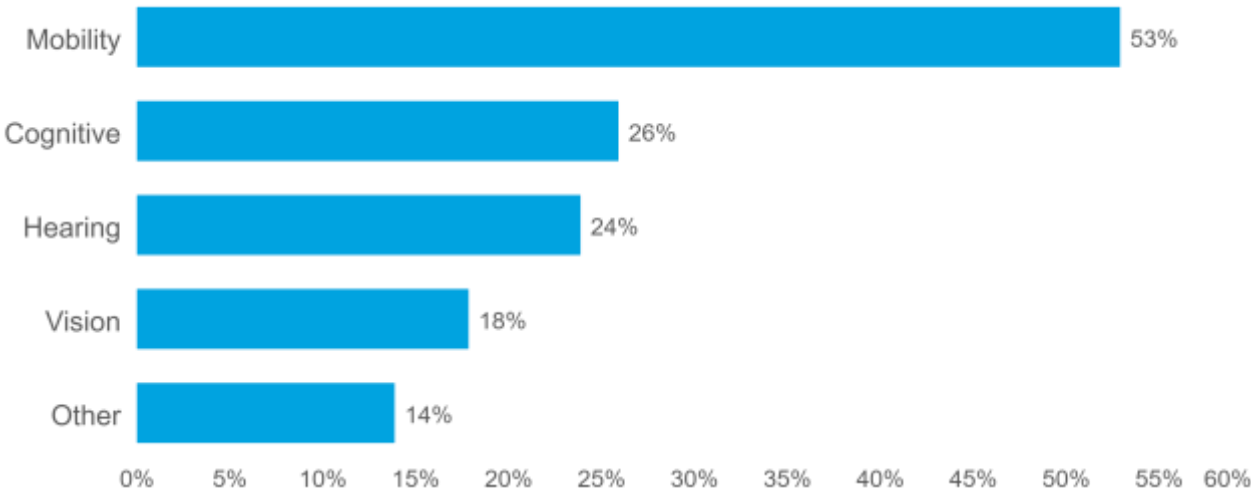


16% of travel parties had a travel party member that required accessibility services

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



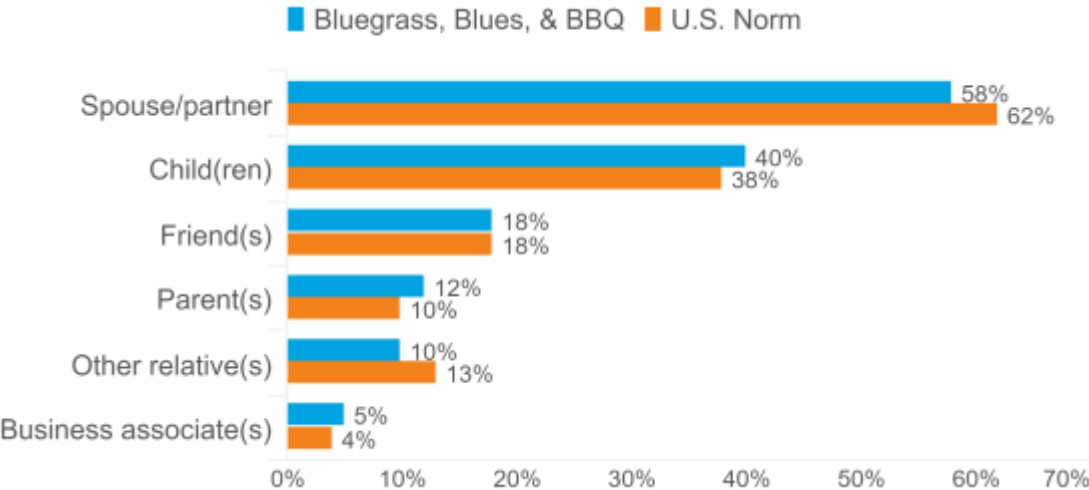
21% of trips only had one person in the travel party

U.S. Norm: **26%**

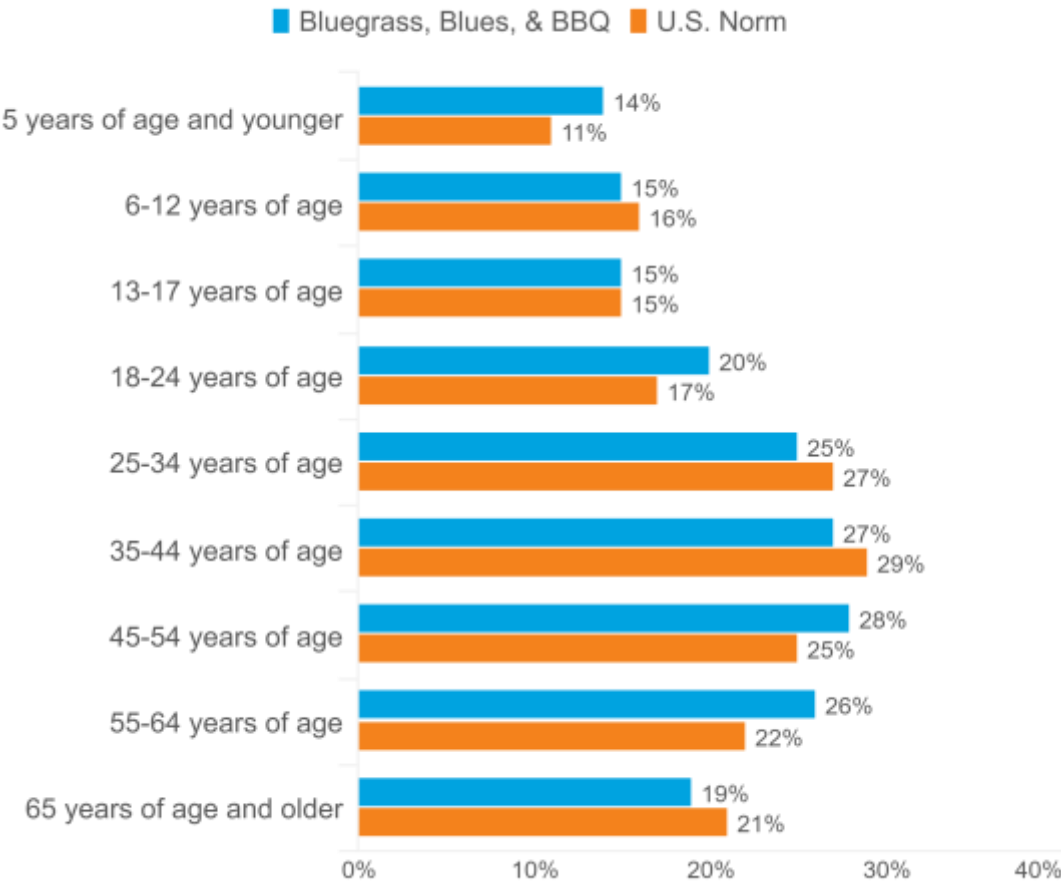
Composition of Immediate Travel Party

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

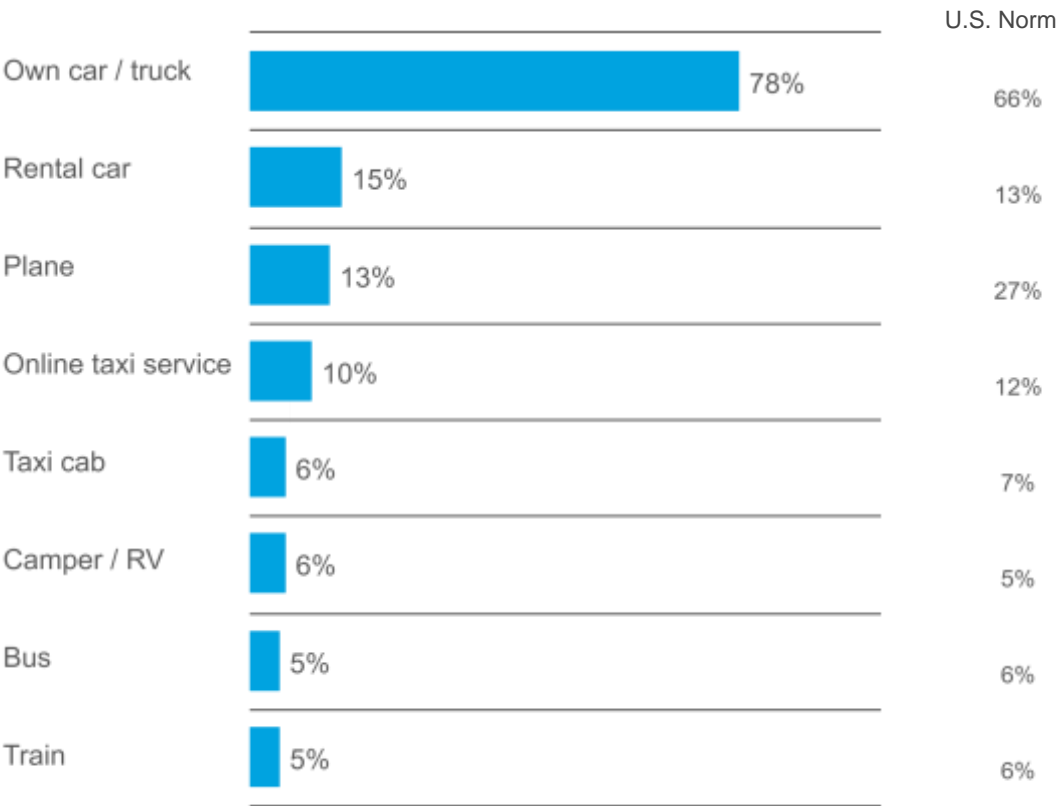
*Child(ren) is based on the relationship to the respondent



Travel Party Age

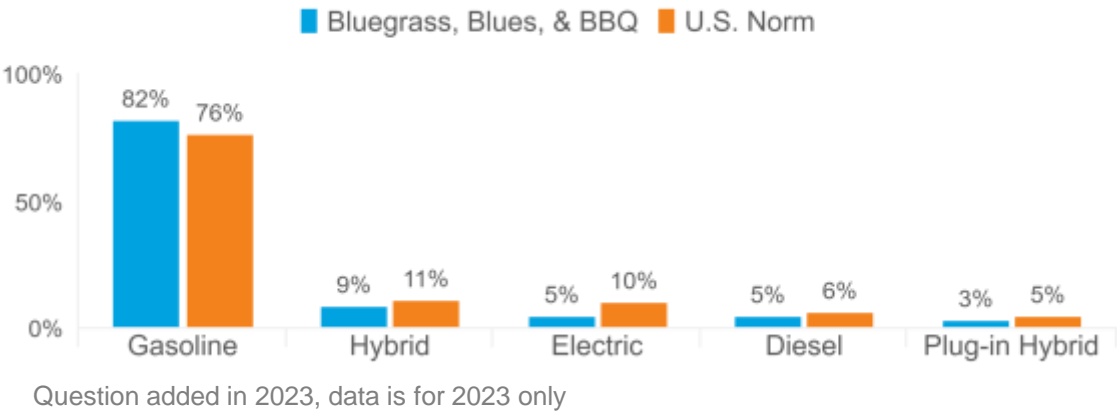


Transportation Used to get to Destination (Top 8)

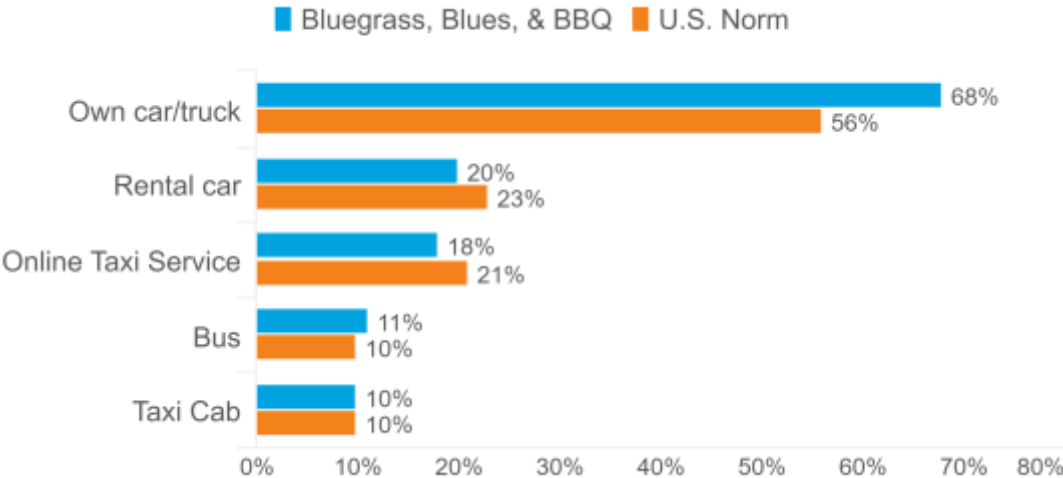


Question updated in 2020

Type of Vehicle Used to get to Destination



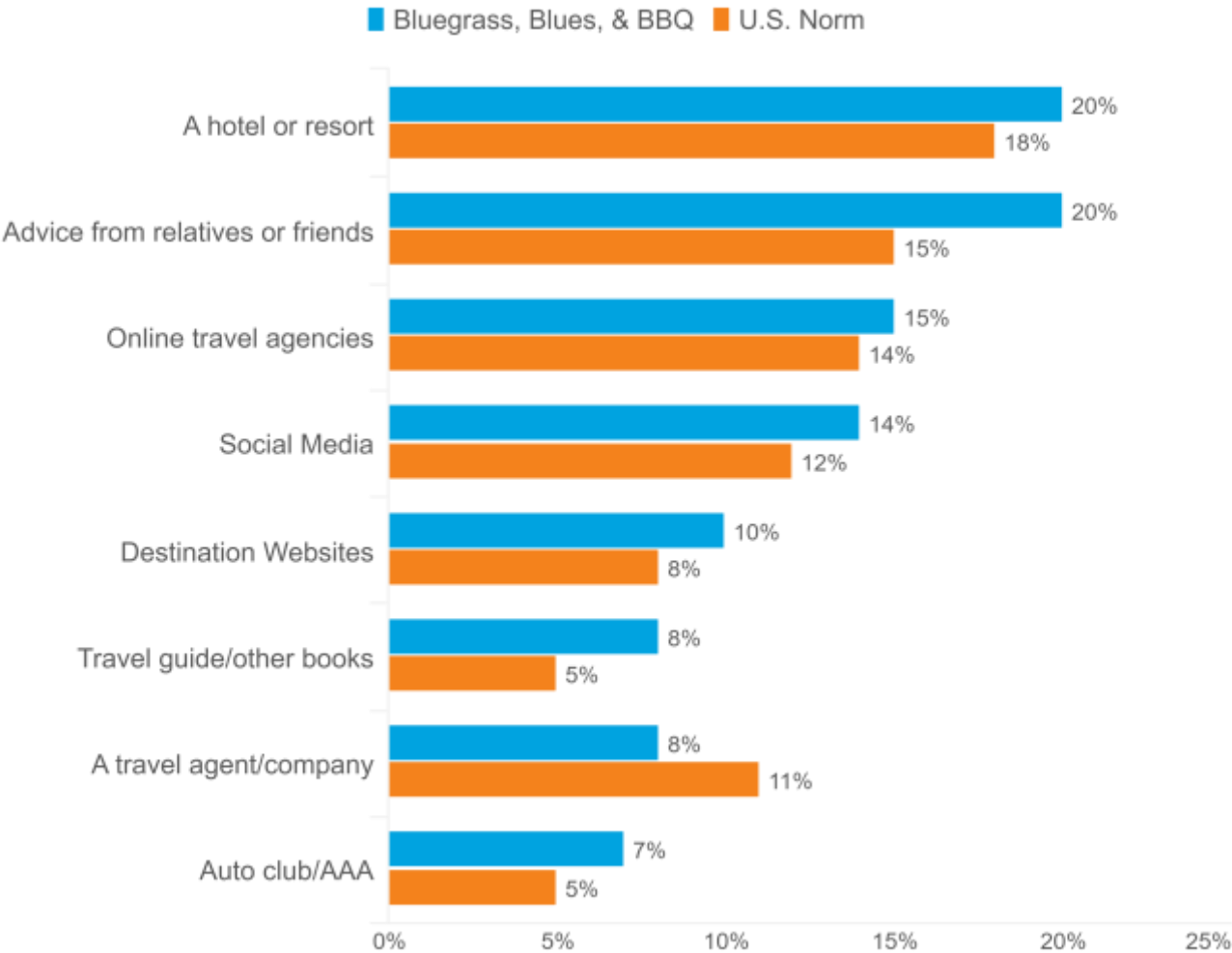
Transportation Used within Destination (Top 5)



Length of Trip Planning

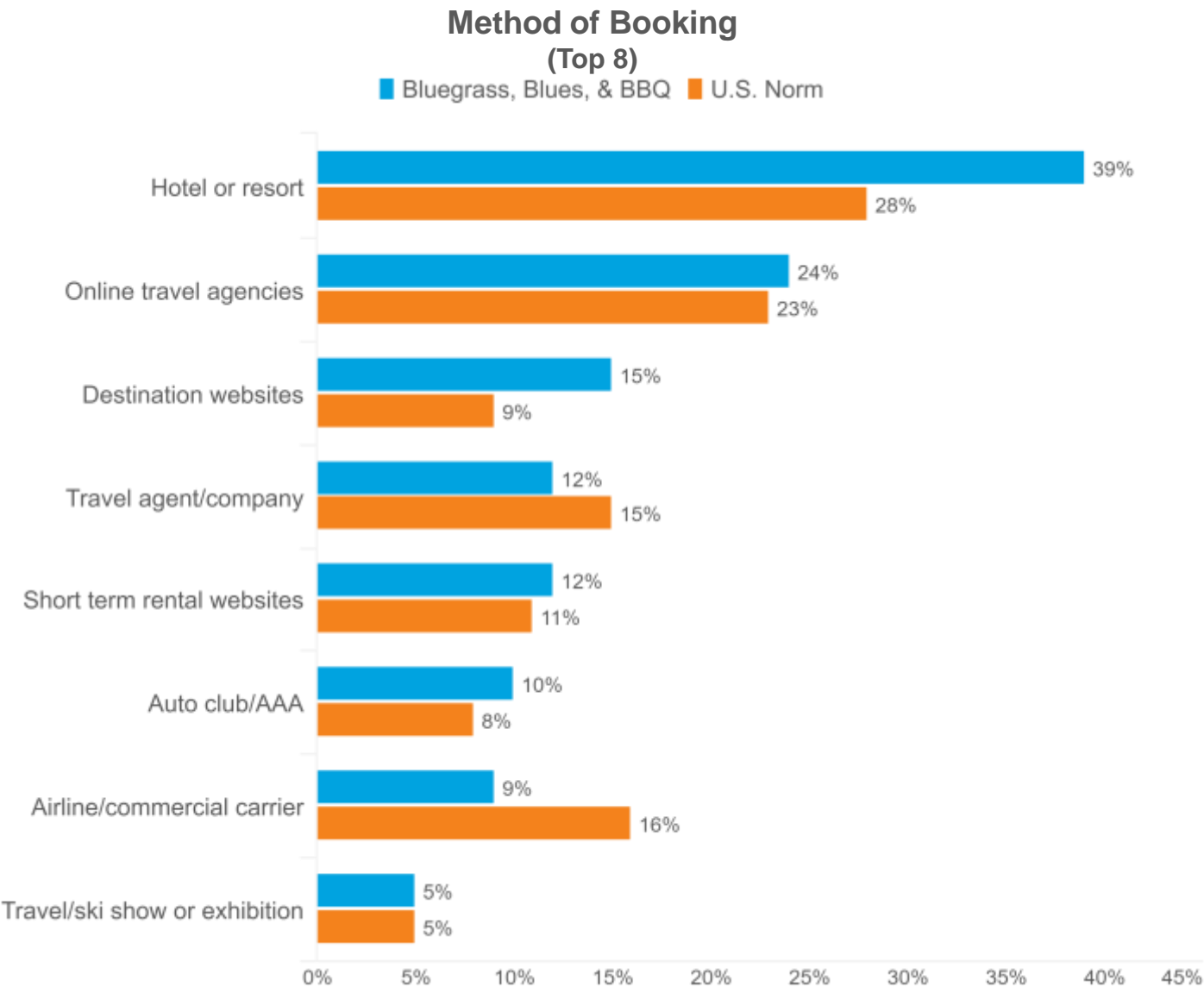
	Bluegrass, Blues, & BBQ	U.S. Norm
Did not plan anything in advance	17%	14%
More than 1 year in advance	5%	4%
6-12 months	11%	14%
3-5 months	18%	18%
2 months	18%	17%
1 month or less	31%	32%

Trip Planning Information Sources (Top 8)










Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips



Accommodations (Top 7)

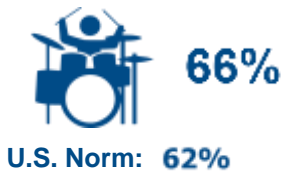
	Bluegrass, Blues, & BBQ	U.S. Norm
 Hotel	53%	44%
 Home of friends / relatives	21%	20%
 Motel	15%	11%
 Bed & breakfast	10%	7%
 Resort hotel	7%	10%
 Campground / RV park	6%	5%
 Rented home / condo / apartment	5%	7%

Activity Groupings

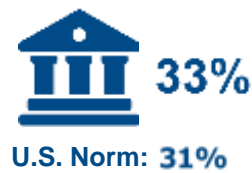
Outdoor Activities



Entertainment Activities



Cultural Activities



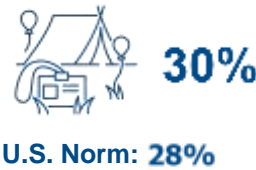
Sporting Activities



Business Activities












Other Activities



Activities and Experiences

(Top 10)
Bluegrass, Blues, & BBQ U.S. Norm

	Shopping	35%	26%
	Sightseeing	20%	20%
	Attending celebration	17%	14%
	Swimming	16%	14%
	Bar/nightclub	16%	16%
	Landmark/historic site	15%	13%
	Museum	15%	12%
	Local parks/playgrounds	13%	10%
	Zoo	13%	7%
	Winery/brewery/distillery tour	13%	8%

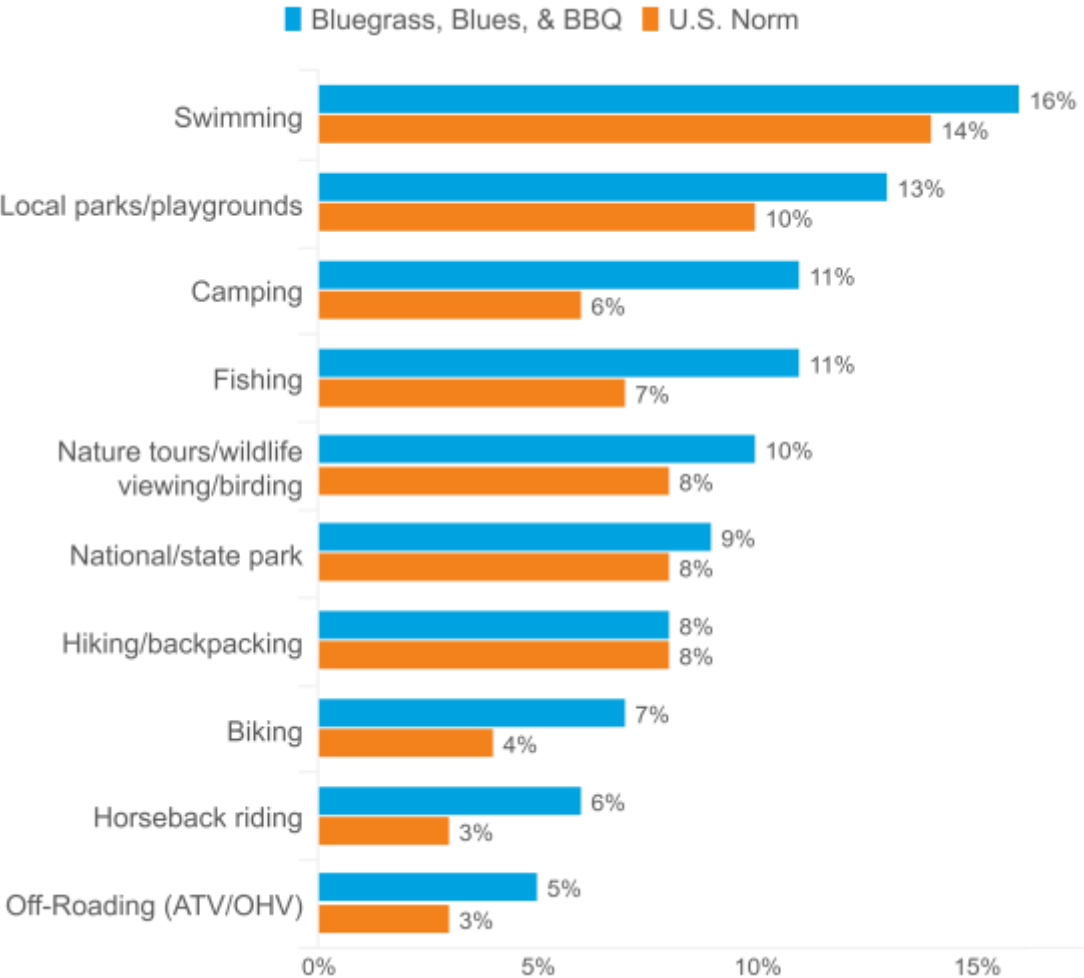


Outdoor Activities

Bluegrass, Blues, &
BBQ
47%

U.S. Norm
49%

Outdoor Activities
(Top 10)



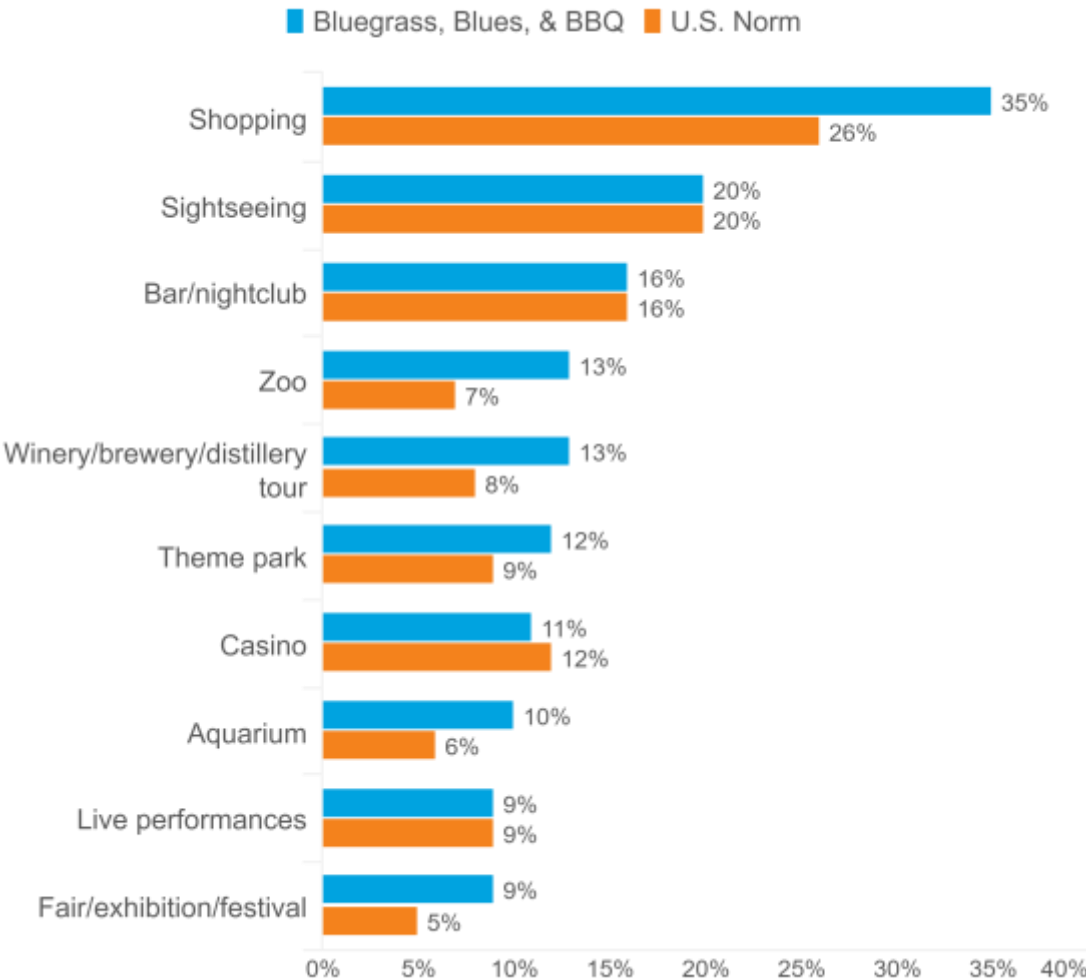


Entertainment Activities

Bluegrass, Blues, &
BBQ
66%

U.S. Norm
62%

Entertainment Activities
(Top 10)





Cultural Activities

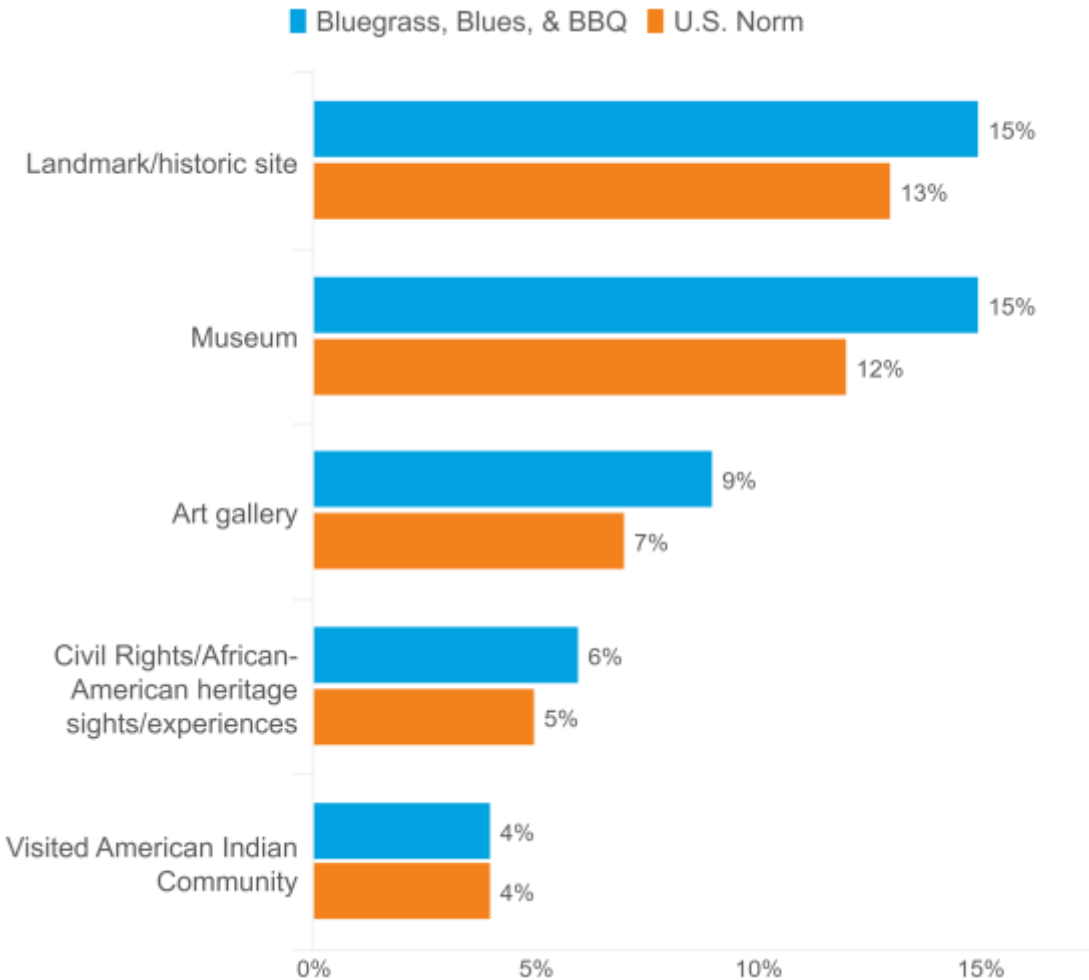
Bluegrass, Blues, &
BBQ

33%

U.S. Norm

31%

Cultural Activities



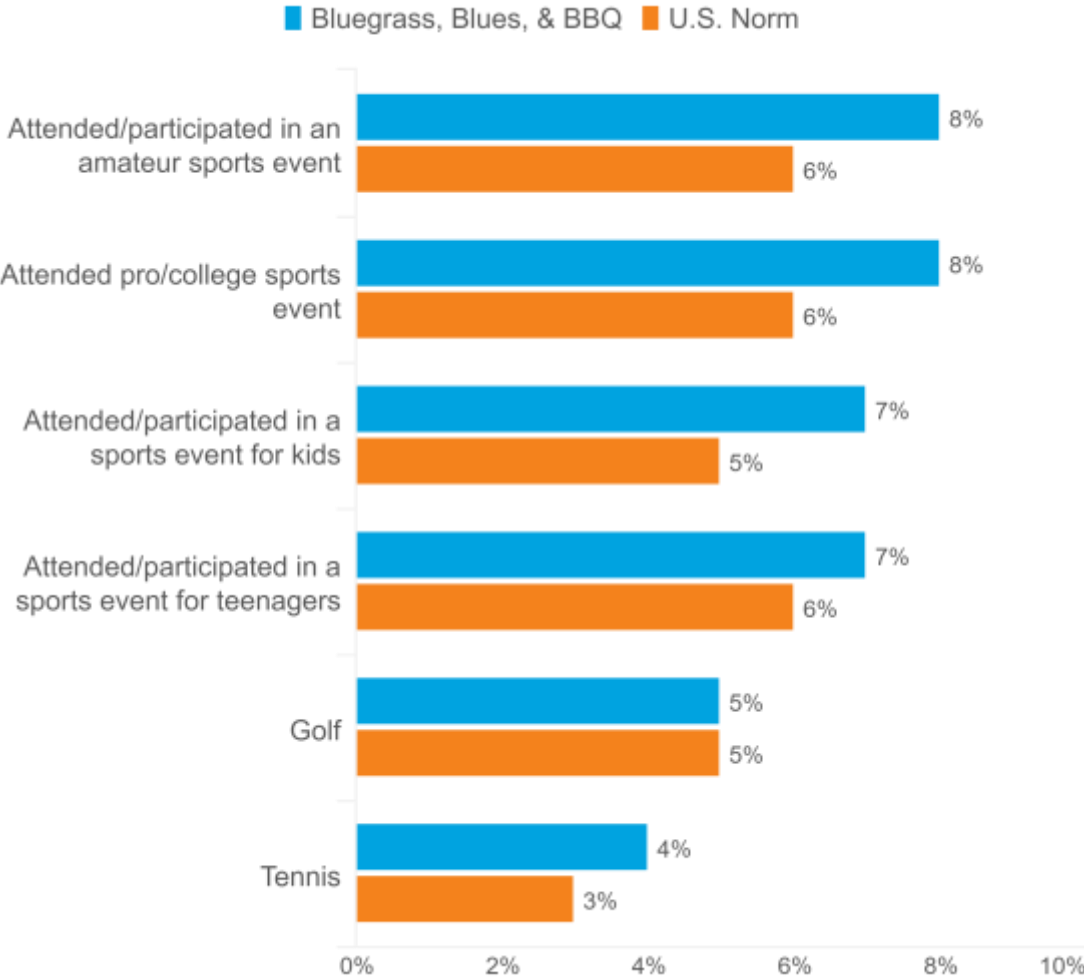


Sporting Activities

Bluegrass, Blues, &
BBQ
25%

U.S. Norm
23%

Sporting Activities



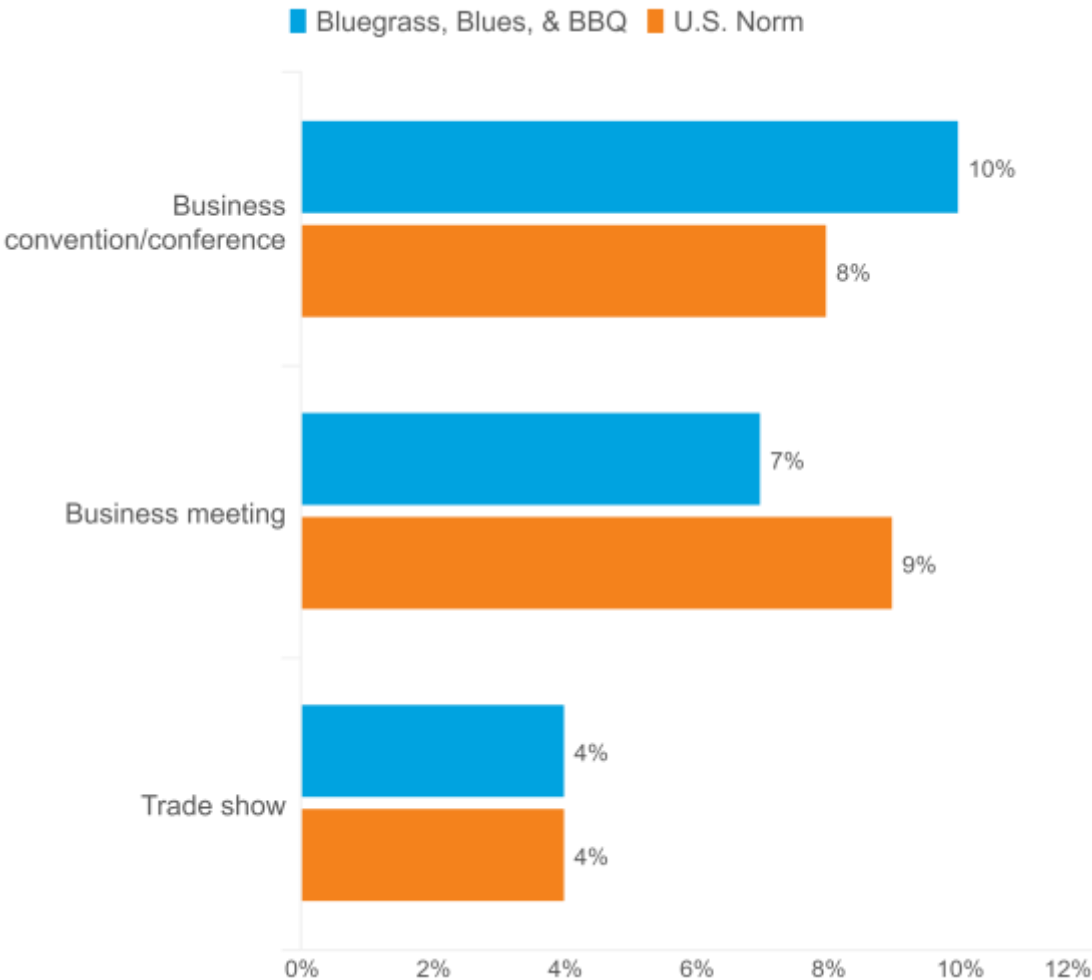


Business Activities

Bluegrass, Blues, &
BBQ
17%

U.S. Norm
17%

Business Activities



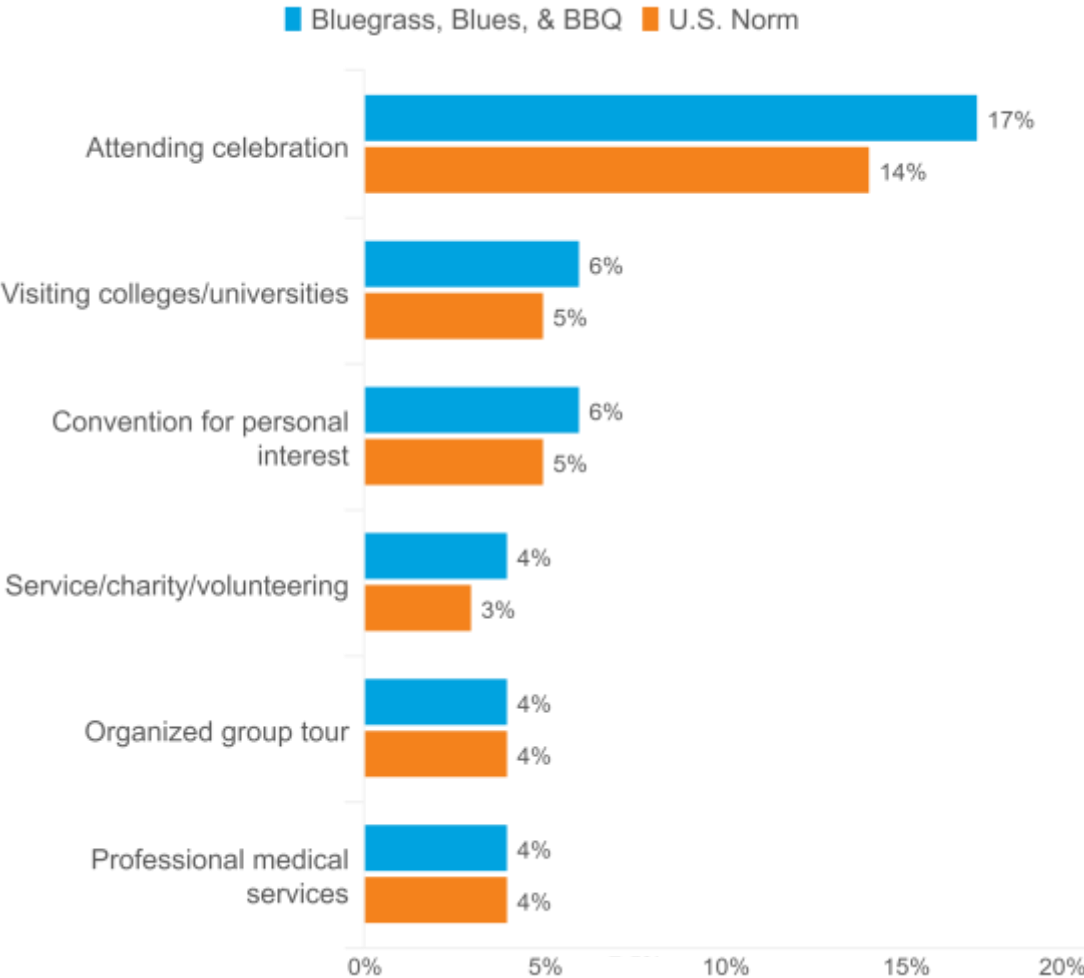


Other Activities

Bluegrass, Blues, &
BBQ
30%

U.S. Norm
28%

Other Activities









Shopping Types on Trip

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


		Bluegrass, Blues, & BBQ	U.S. Norm
	Outlet/mall shopping	56%	45%
	Shopping at locally owned businesses	47%	48%
	Convenience/grocery shopping	43%	43%
	Souvenir shopping	31%	37%
	Big box stores (Walmart, Costco)	31%	30%
	Antiquing	27%	12%
	Farmers market	23%	17%

Question updated in 2023

Dining Types on Trip

		Bluegrass, Blues, & BBQ	U.S. Norm
	Casual dining	61%	57%
	Fast food	56%	45%
	Unique/local food	35%	32%
	Carry-out/food delivery service	28%	24%
	Fine/upscale dining	18%	20%
	Picnicking	12%	10%

Question updated in 2023

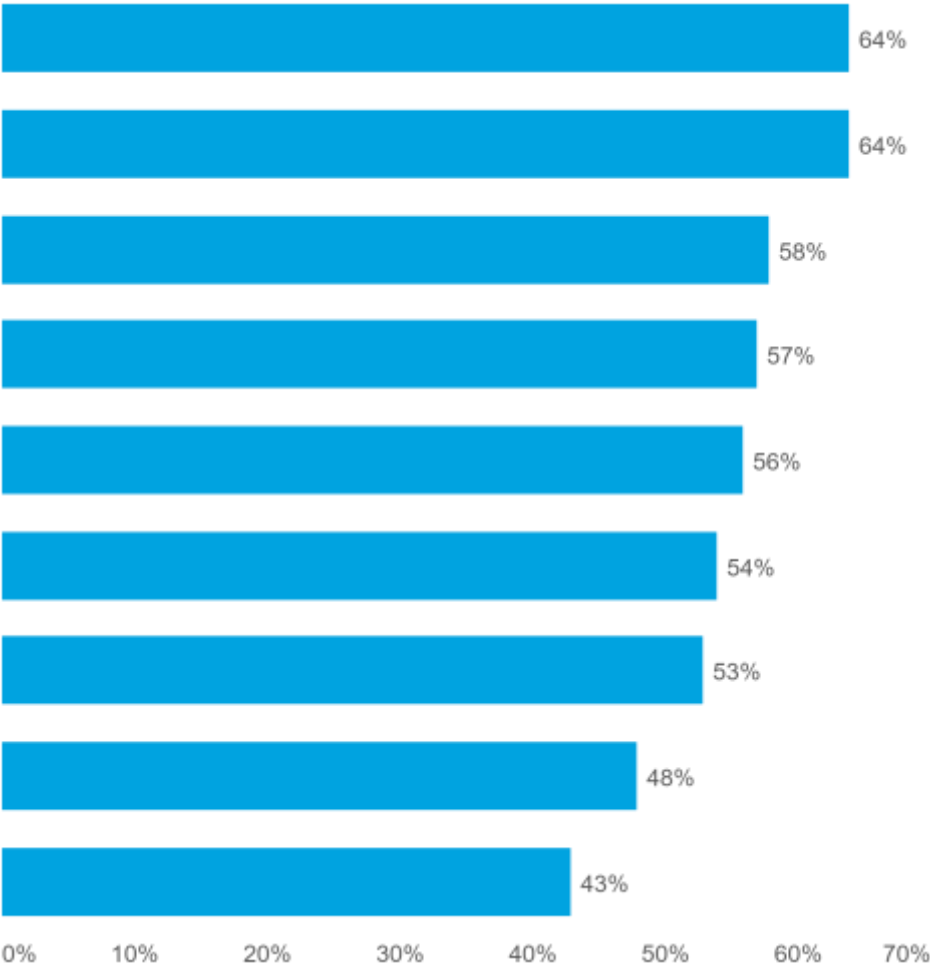
 **64%**
of overnight travelers were
very satisfied with their overall
trip experience

Satisfaction with Ease of Accessibility



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

% Very Satisfied with Trip

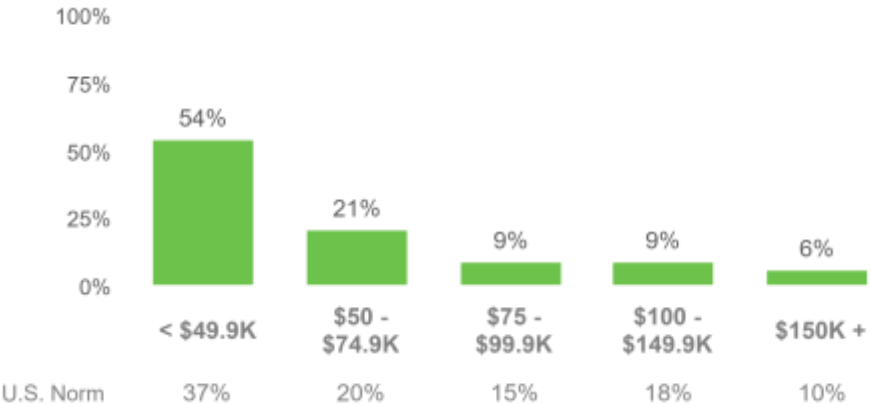


*Very Satisfied = selected top box on a five point scale

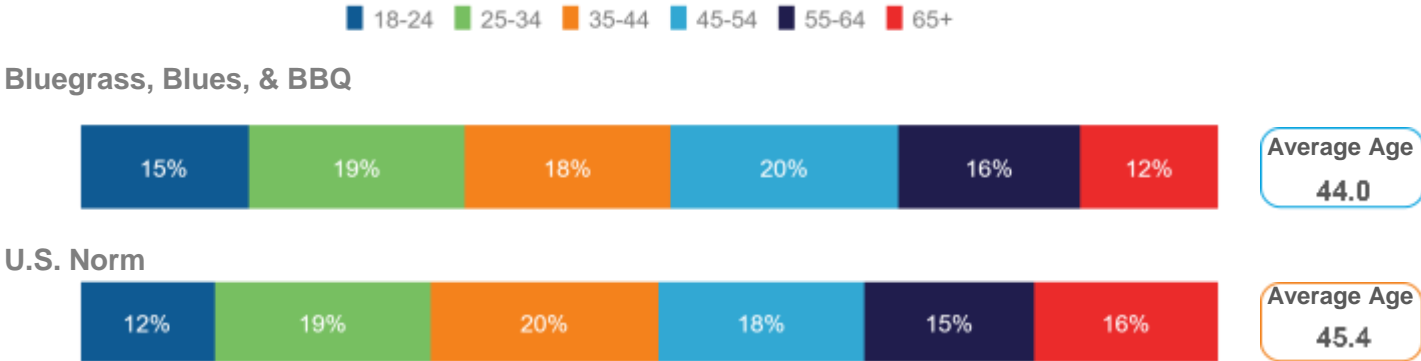
Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2023/2024 Overnight Person-Trips

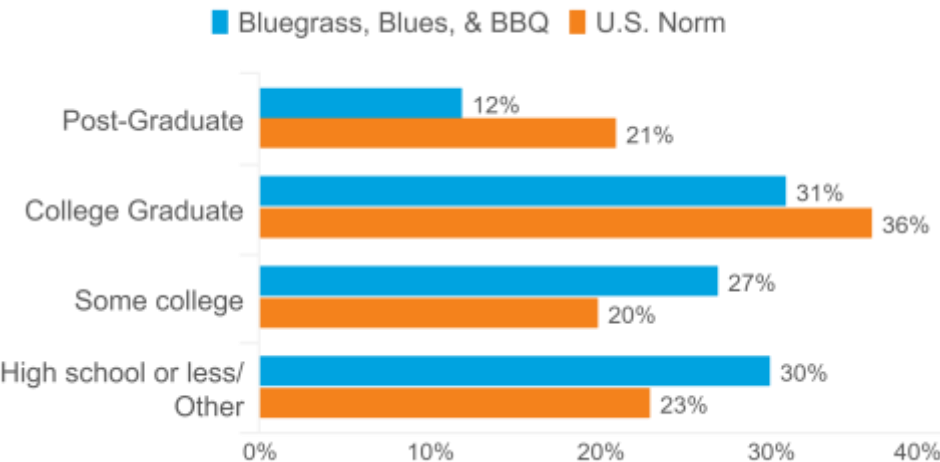
Household Income



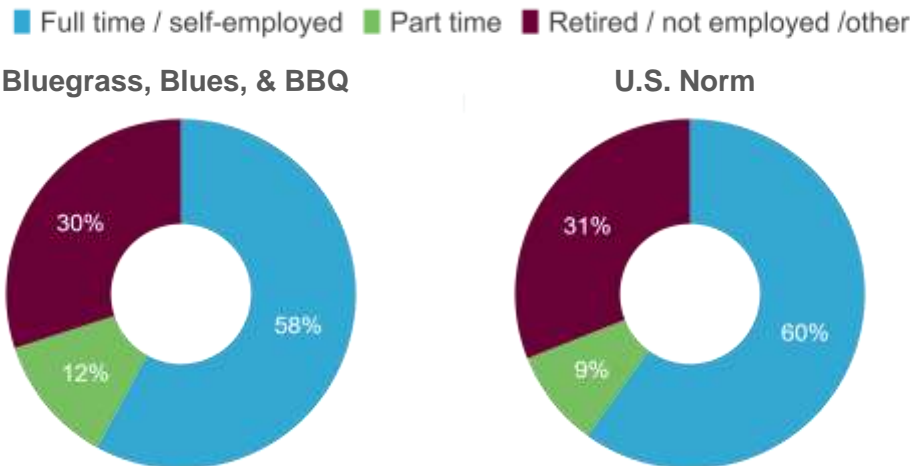
Age



Educational Attainment



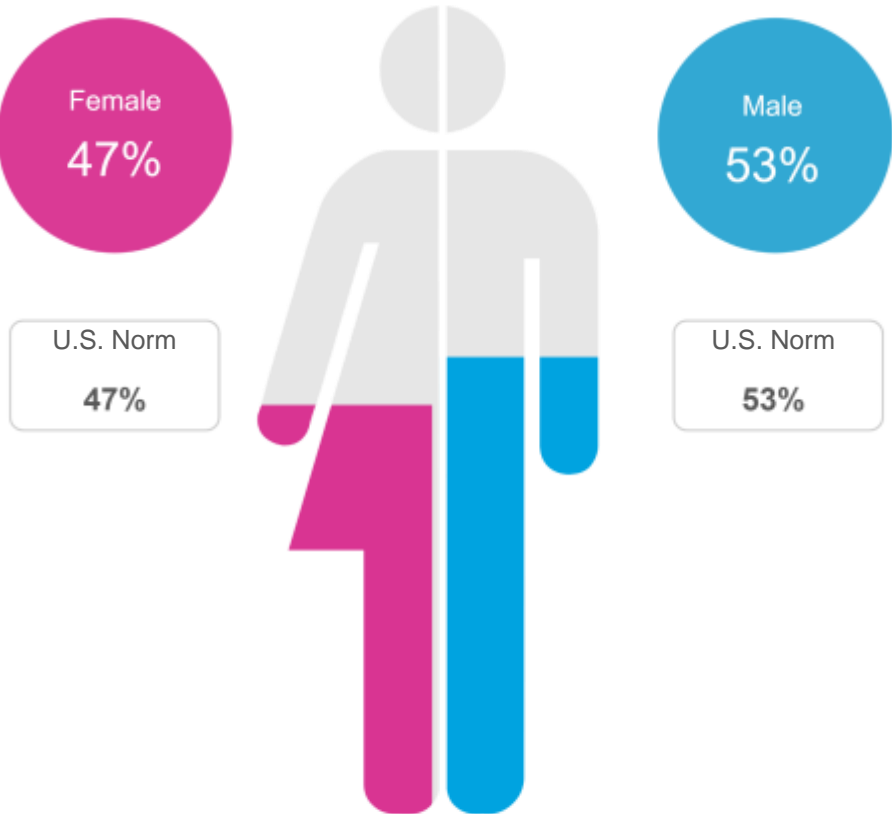
Employment



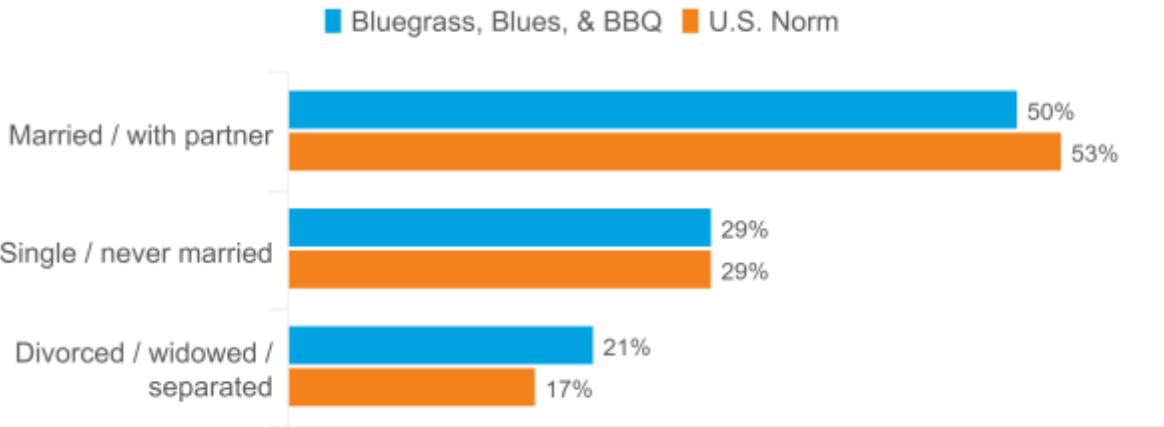
Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2023/2024 Overnight Person-Trips

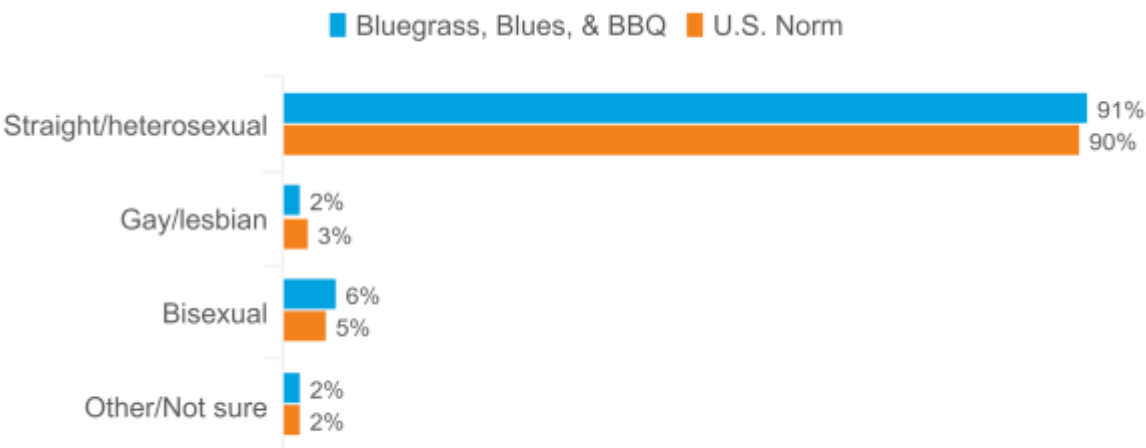
Gender



Marital Status



Sexual Orientation

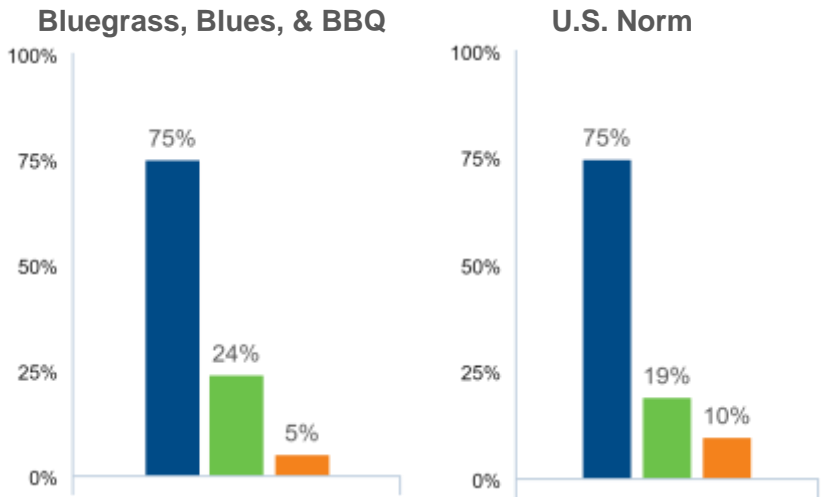


Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2023/2024 Overnight Person-Trips

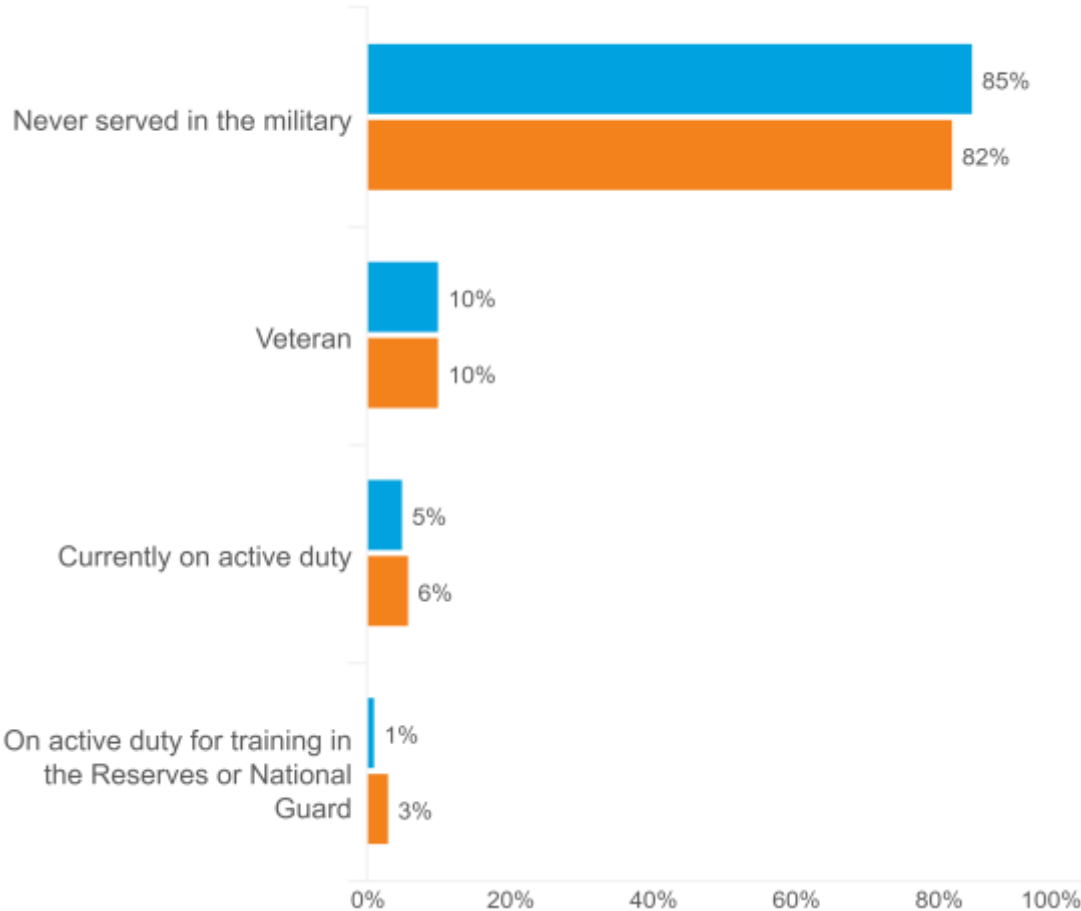
Race

White African-American Other



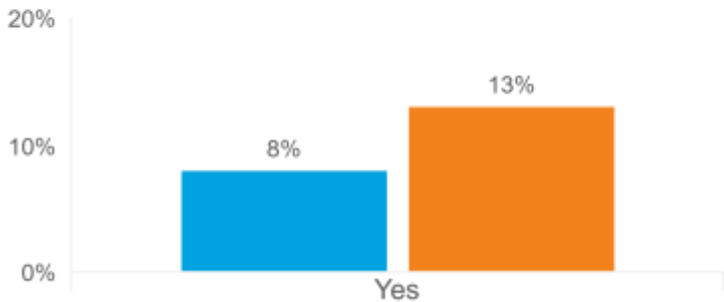
Military Status

Bluegrass, Blues, & BBQ U.S. Norm



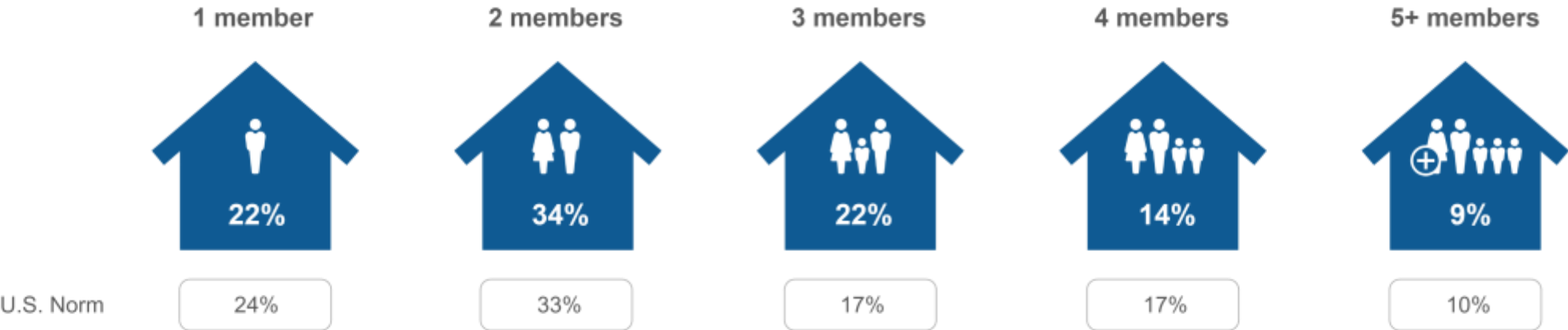
Hispanic Background

Bluegrass, Blues, & BBQ U.S. Norm

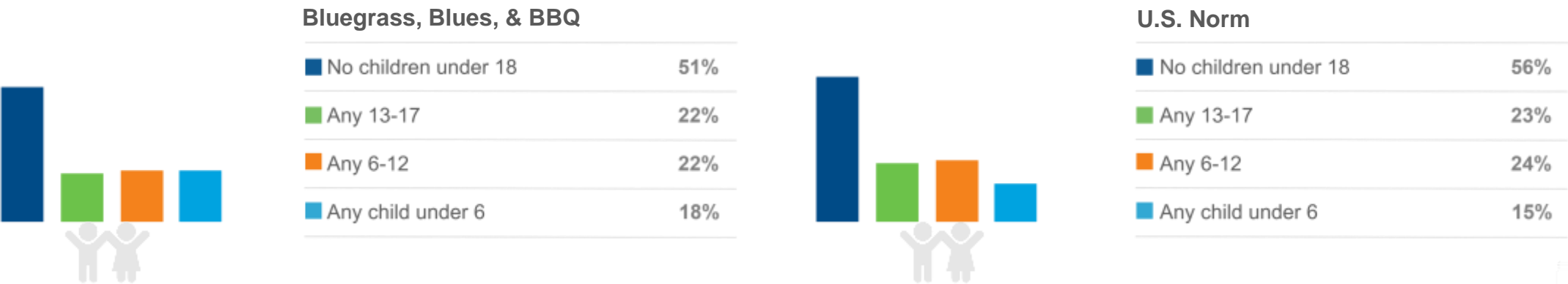


Question added in 2024, data is for 2024 only

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

412

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

Past Visitation to Bourbon, Horses, & History

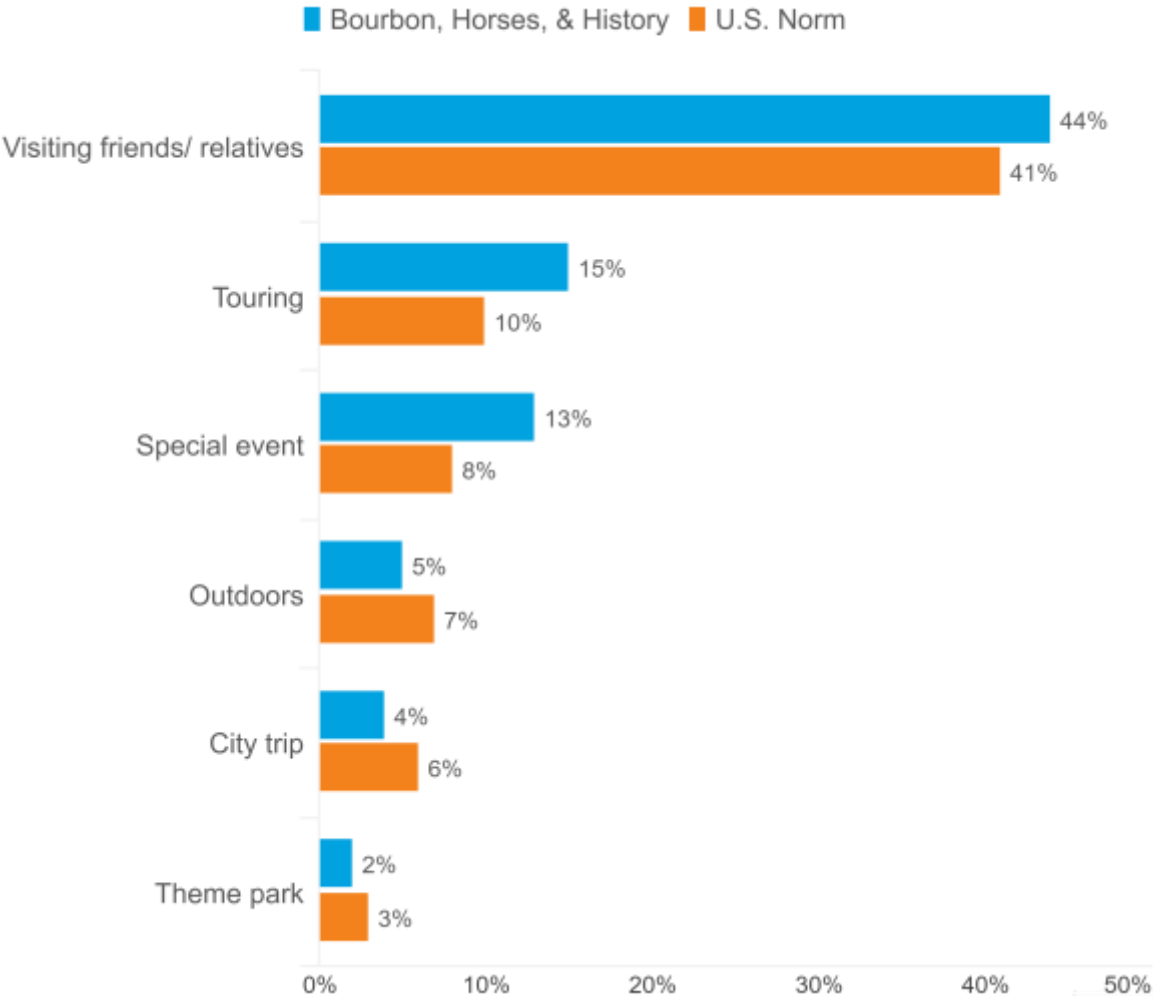
66% of overnight travelers to Bourbon, Horses, & History are repeat visitors

44% of overnight travelers to Bourbon, Horses, & History had visited before in the past 12 months

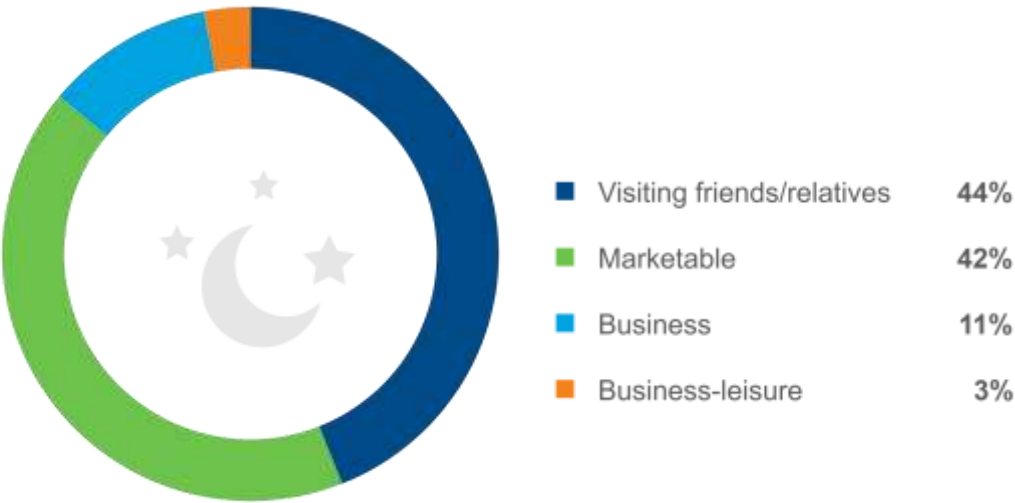
Main Purpose of Trip

	2024
Visiting friends/ relatives	44%
Touring	15%
Special event	13%
Other business trip	7%
Outdoors	5%
City trip	4%
Conference/ Convention	4%
Business-Leisure	3%
Theme park	2%
Casino	1%

Main Purpose of Leisure Trip
(Top 7)



2024 Bourbon, Horses, & History Overnight Trips



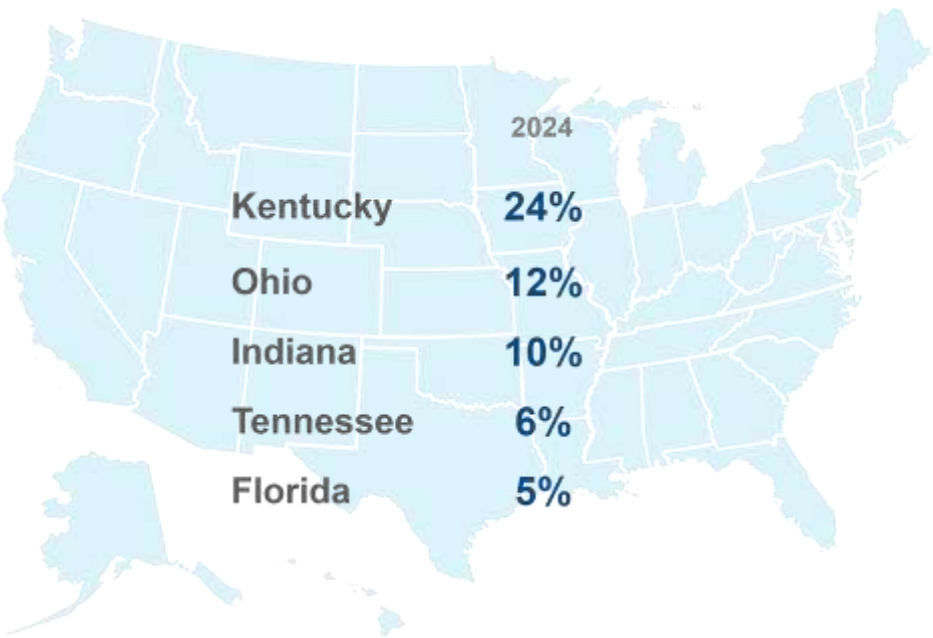
2024 U.S. Overnight Trips



Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips

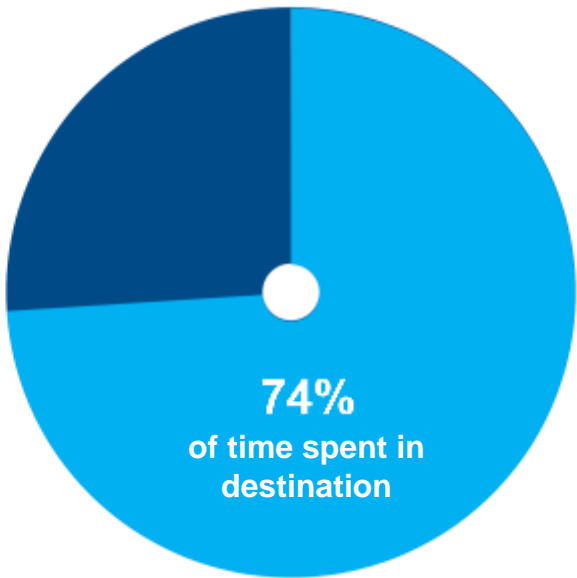
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 10)

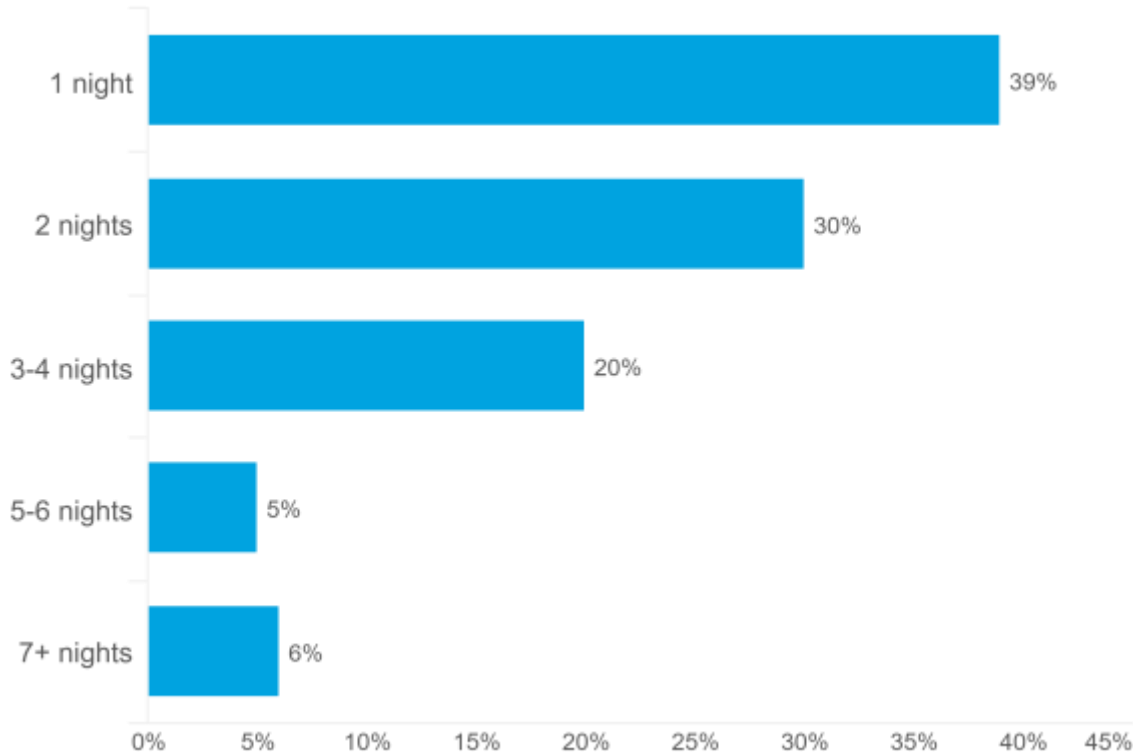
	2024	2023
Louisville, KY	14%	8%
Lexington, KY	7%	5%
Nashville, KY/TN	6%	5%
Cincinnati, OH/KY	5%	5%
Indianapolis-Lafayette, IN	4%	7%
Chicago, IL	3%	4%
Evansville, IL/IN/KY	3%	5%
Paducah-Cape Girardeau-Harrbg,IL/KY/MO	3%	2%
Atlanta, GA	3%	1%
Cleveland, OH	2%	2%

Total Nights Away on Trip



➔
Of the nights
spent in the
destination

Nights Spent in Bourbon, Horses, & History



Bourbon, Horses, & History

3.4

Average Nights

U.S. Norm

3.7

Average Nights

Average number
of nights

2.5

Average last
year

2.4

Size of Travel Party

Adults Children

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

Bourbon, Horses, & History



Average number of people

U.S. Norm



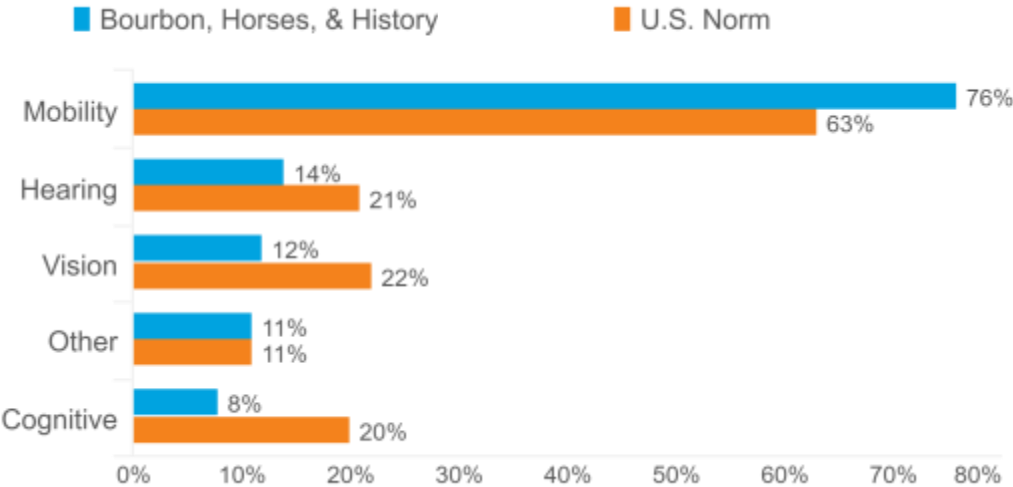
Average number of people



17% of travel parties had a travel party member that required accessibility services
2023: 10%

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

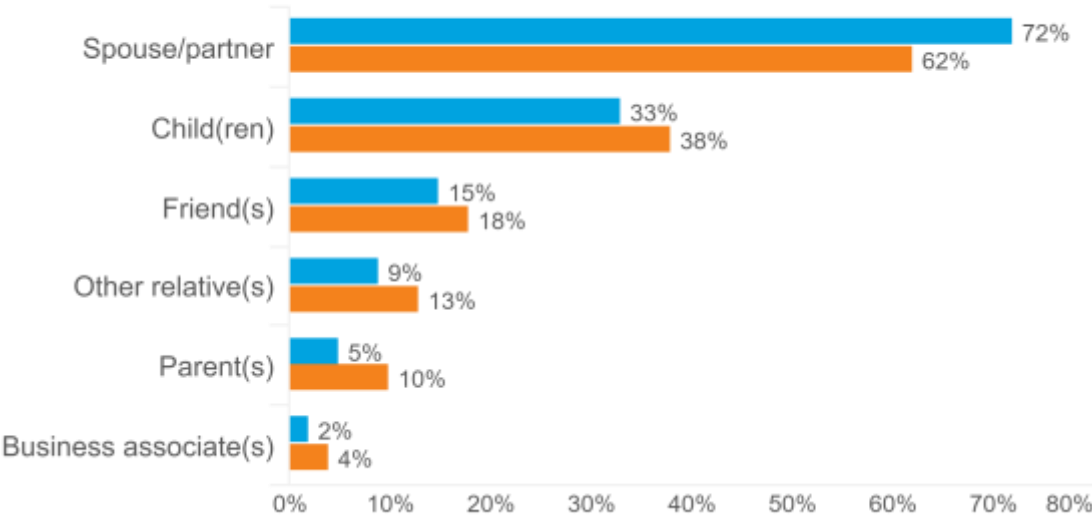
U.S. Norm: **26%**

Composition of Immediate Travel Party

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

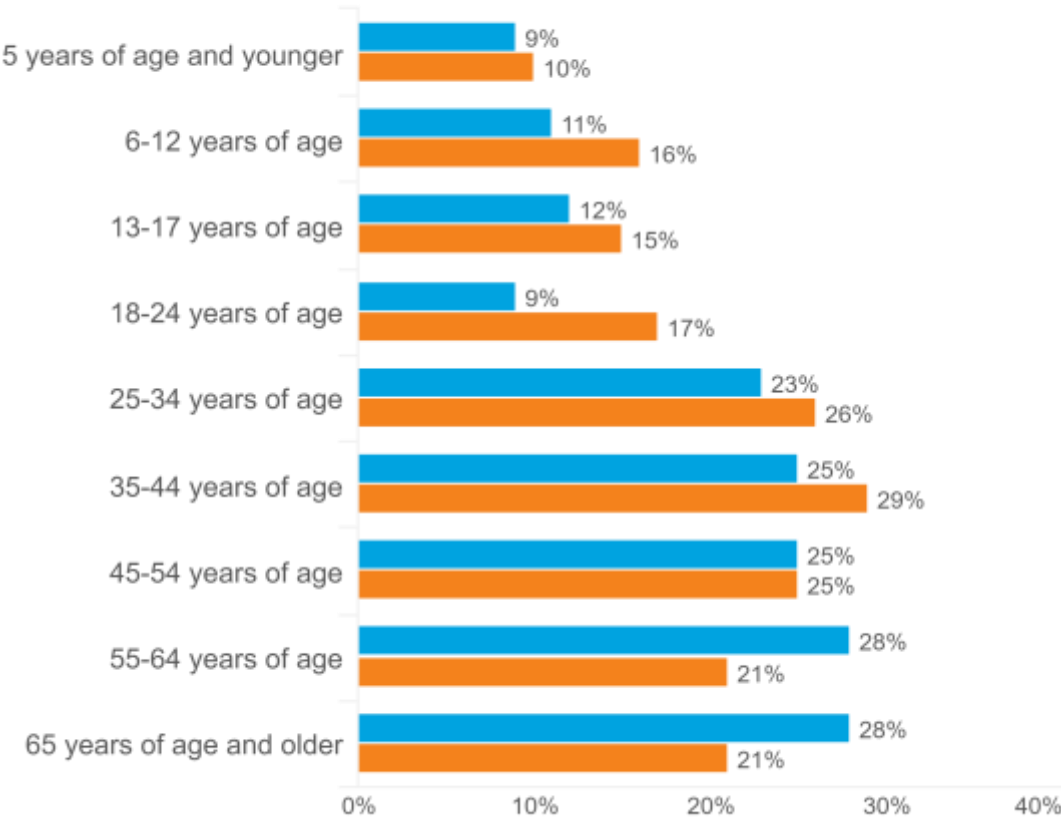
*Child(ren) is based on the relationship to the respondent

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



Travel Party Age

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



Transportation Used to get to Destination

84% used their own car/truck to get to their destination

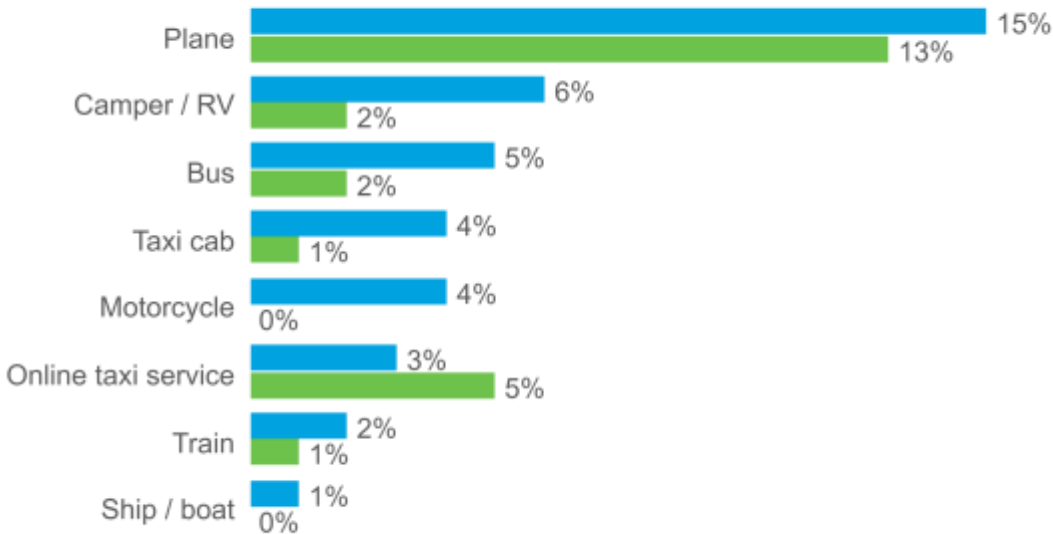
Previous year: **79%**

7% used a rental car to get to their destination

Previous year: **9%**

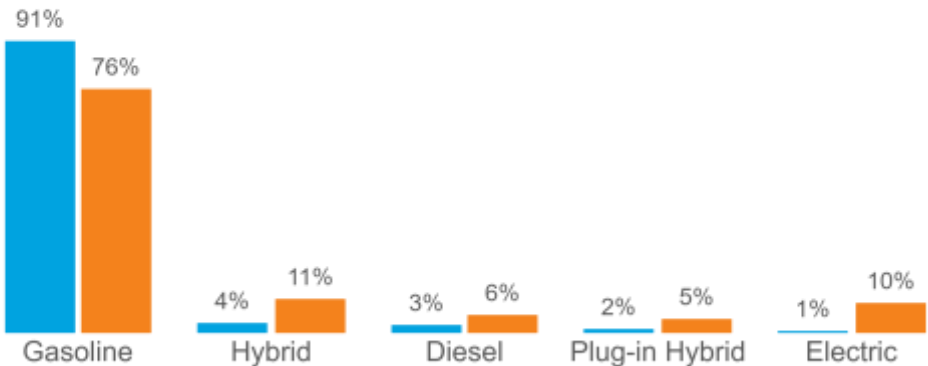


■ 2024 ■ 2023



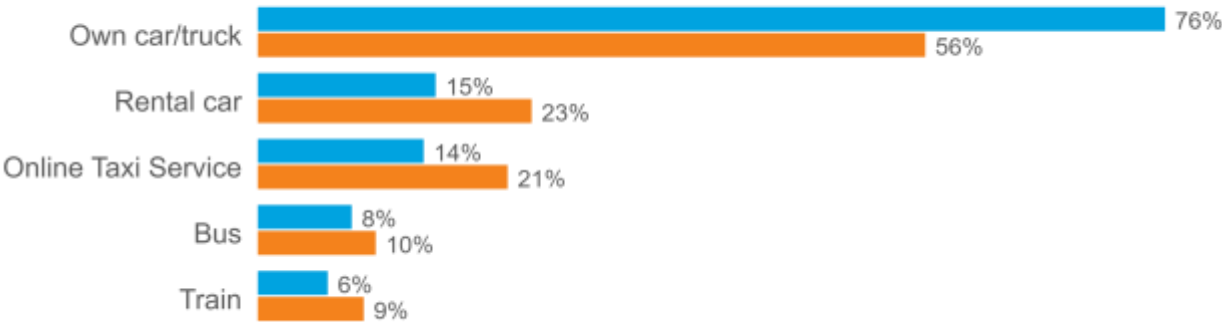
Type of Vehicle Used to get to Destination

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



Transportation Used within Destination (Top 5)

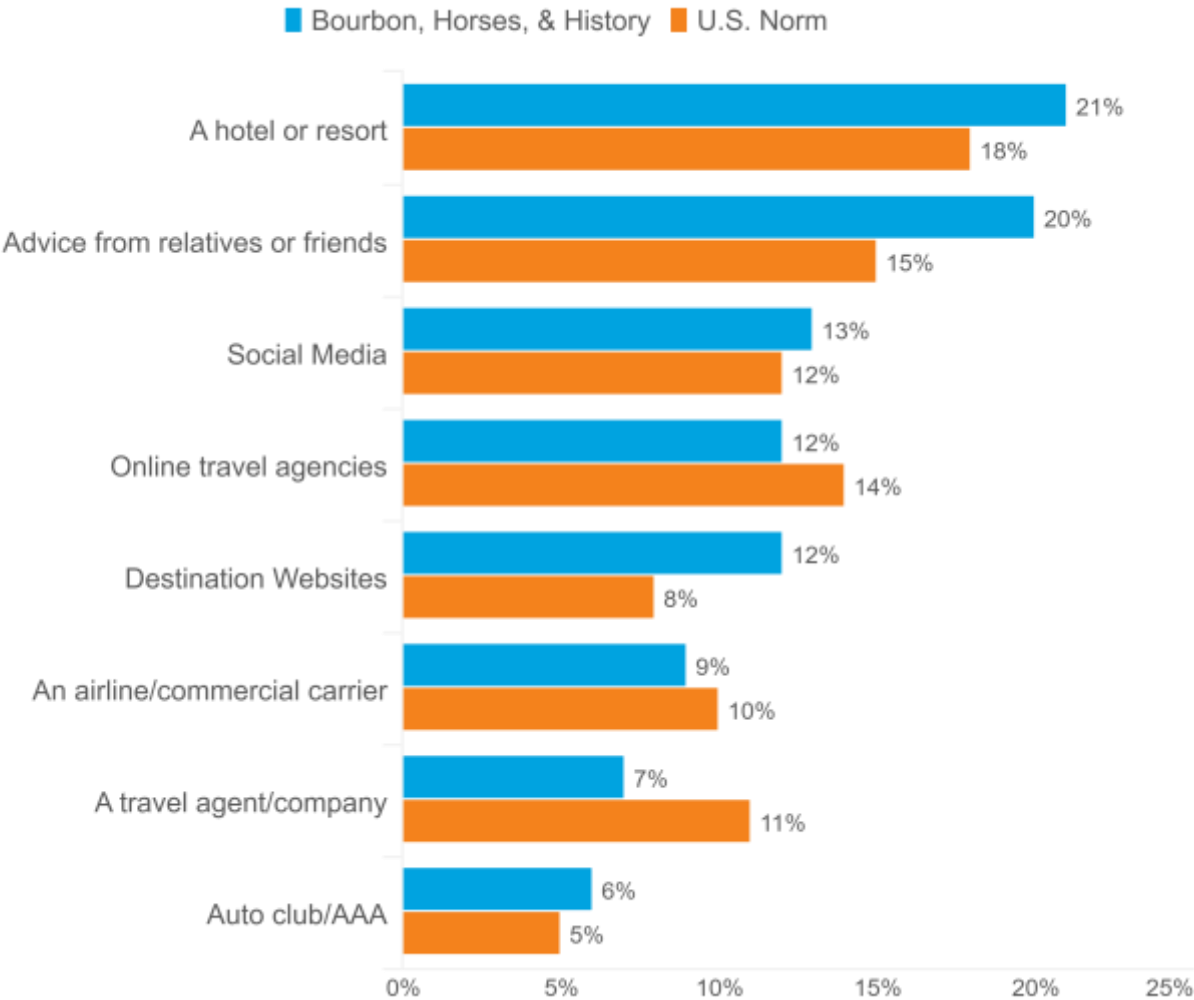
■ Bourbon, Horses, & History ■ U.S. Norm



Length of Trip Planning

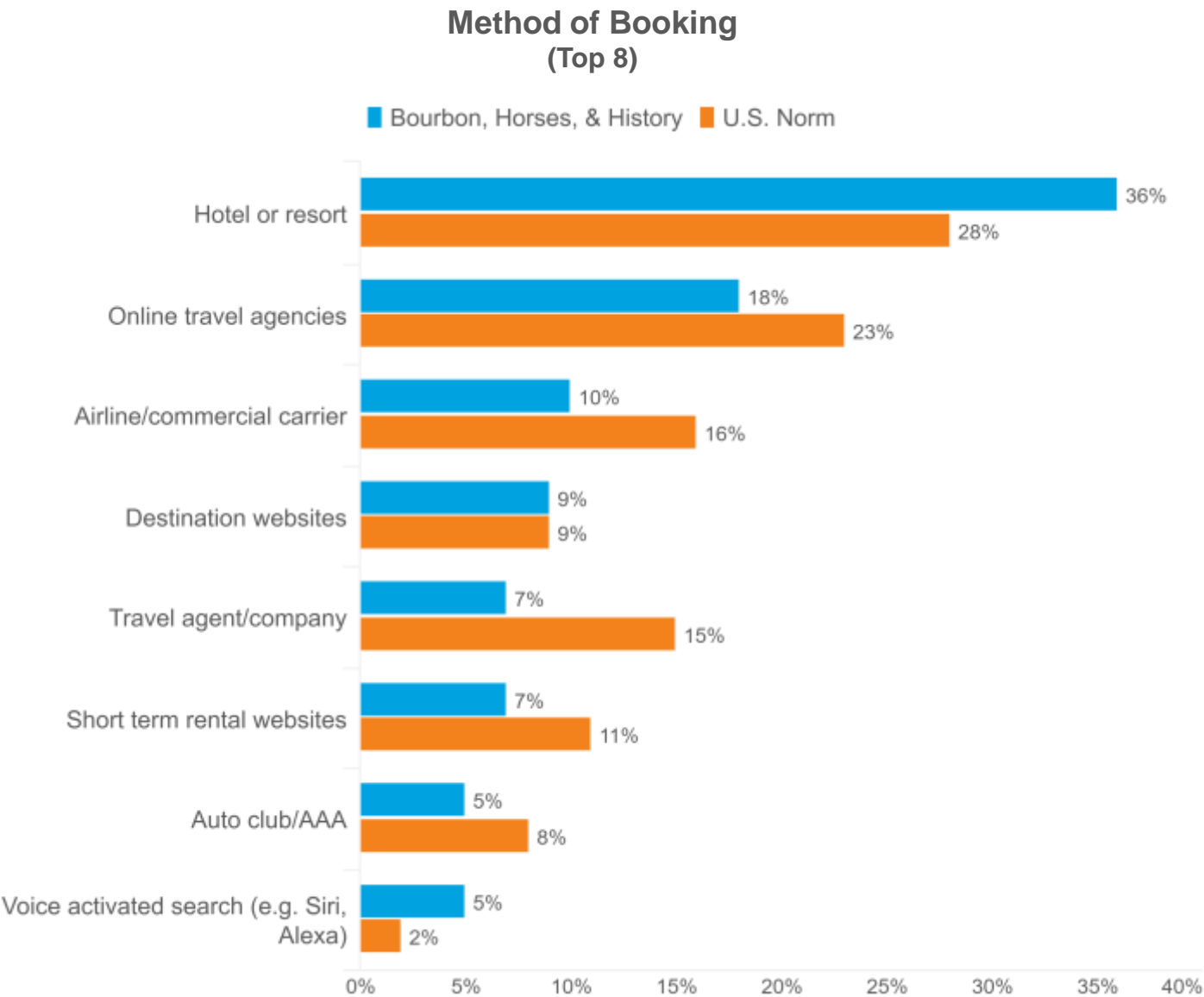
	Bourbon, Horses, & History	U.S. Norm
1 month or less	35%	32%
2 months	16%	17%
3-5 months	18%	18%
6-12 months	13%	14%
More than 1 year in advance	4%	4%
Did not plan anything in advance	14%	14%

Trip Planning Information Sources (Top 8)










Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2024 Overnight Person-Trips



Accommodations (Top 7)

		2024	2023
	Hotel	51%	53%
	Home of friends / relatives	22%	22%
	Motel	10%	10%
	Campground / RV park	5%	4%
	Resort hotel	5%	4%
	Rented home / condo / apartment	5%	6%
	Bed & breakfast	4%	7%

Activity Groupings

Outdoor Activities



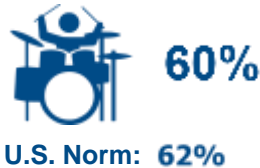
Cultural Activities



Business Activities



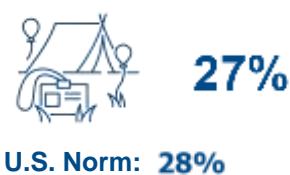
Entertainment Activities













Sporting Activities



Other Activities



Activities and Experiences (Top 10)

	Bourbon, Horses, & History	U.S. Norm
 Shopping	27%	26%
 Sightseeing	20%	20%
 Landmark/historic site	18%	13%
 Attending celebration	17%	14%
 Winery/brewery/distillery tour	17%	8%
 Bar/nightclub	16%	16%
 Museum	15%	12%
 Nature tours/wildlife viewing/birding	11%	8%
 National/state park	10%	8%
 Casino	10%	12%

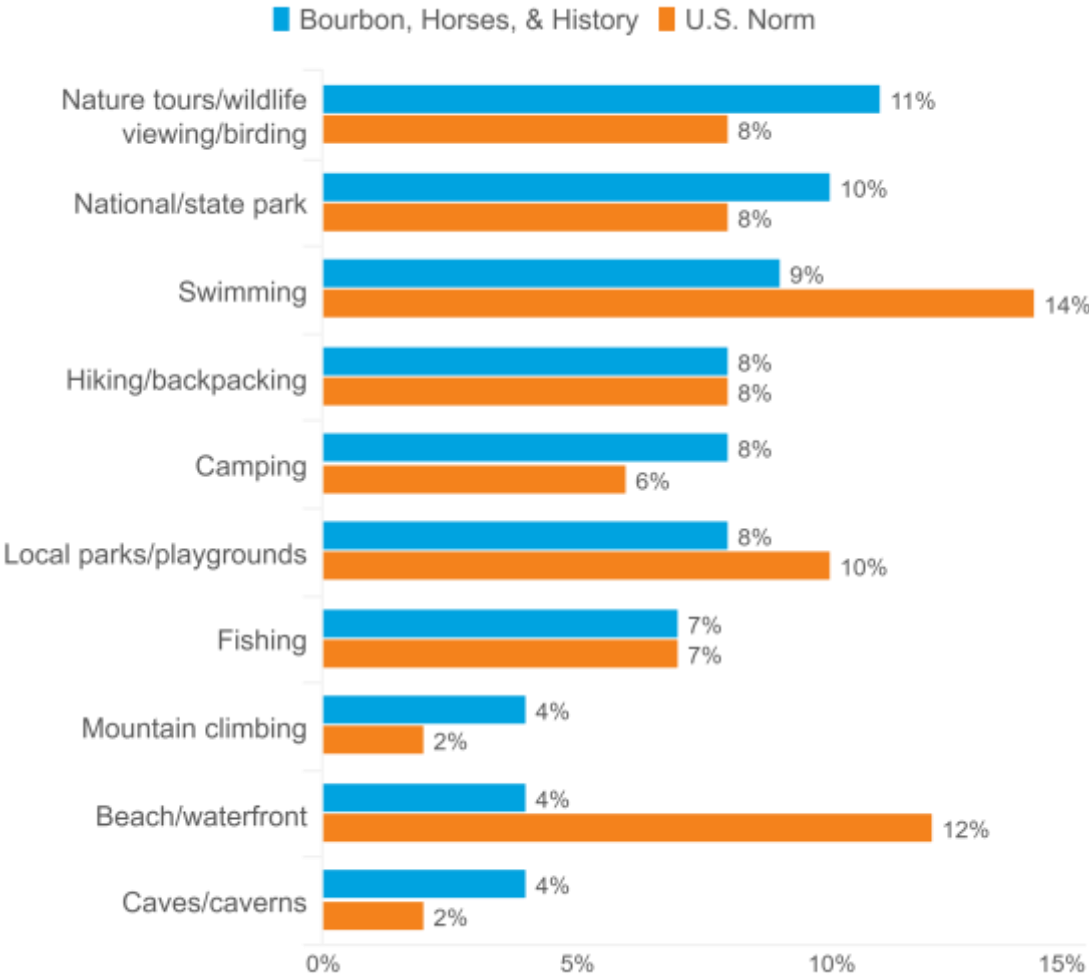


Outdoor Activities

Bourbon, Horses, &
History
41%

U.S. Norm
49%

Outdoor Activities
(Top 10)



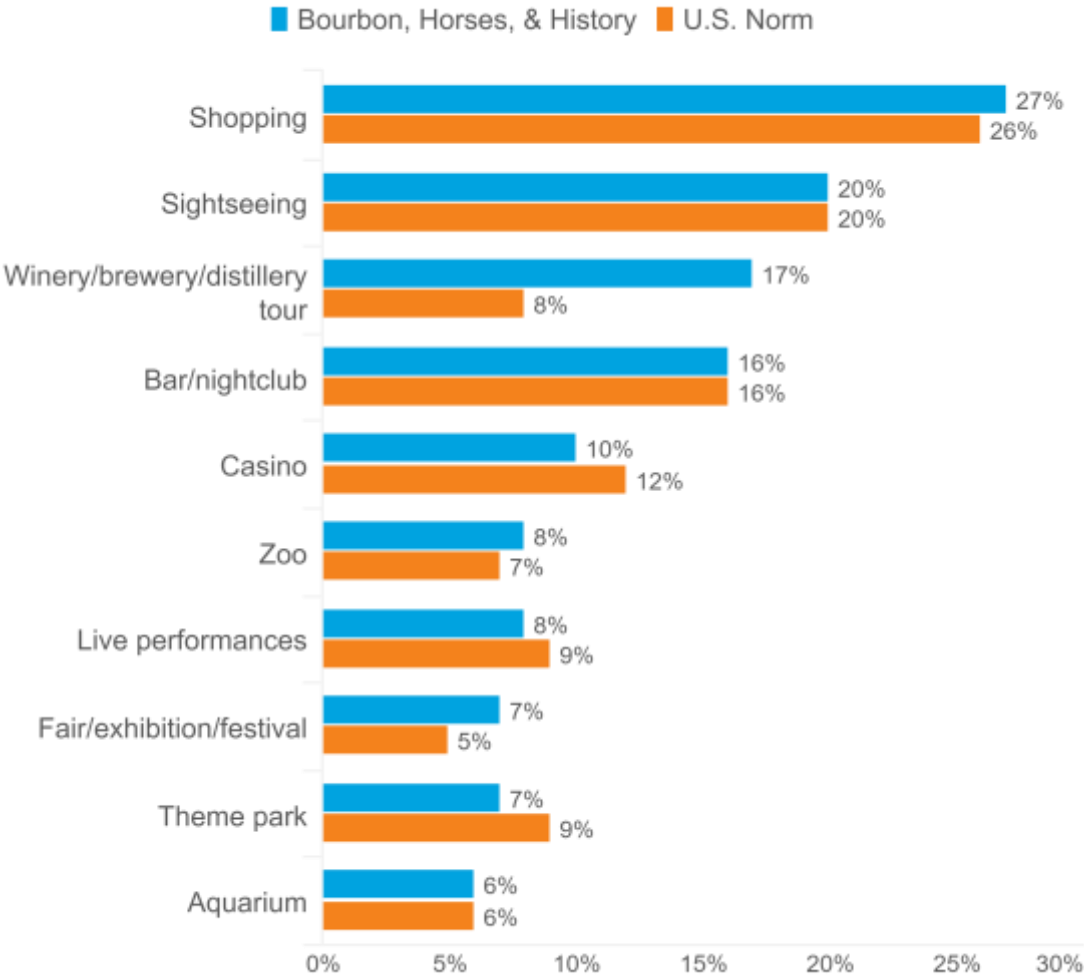


Entertainment Activities

Bourbon, Horses, & History
60%

U.S. Norm
62%

Entertainment Activities
(Top 10)



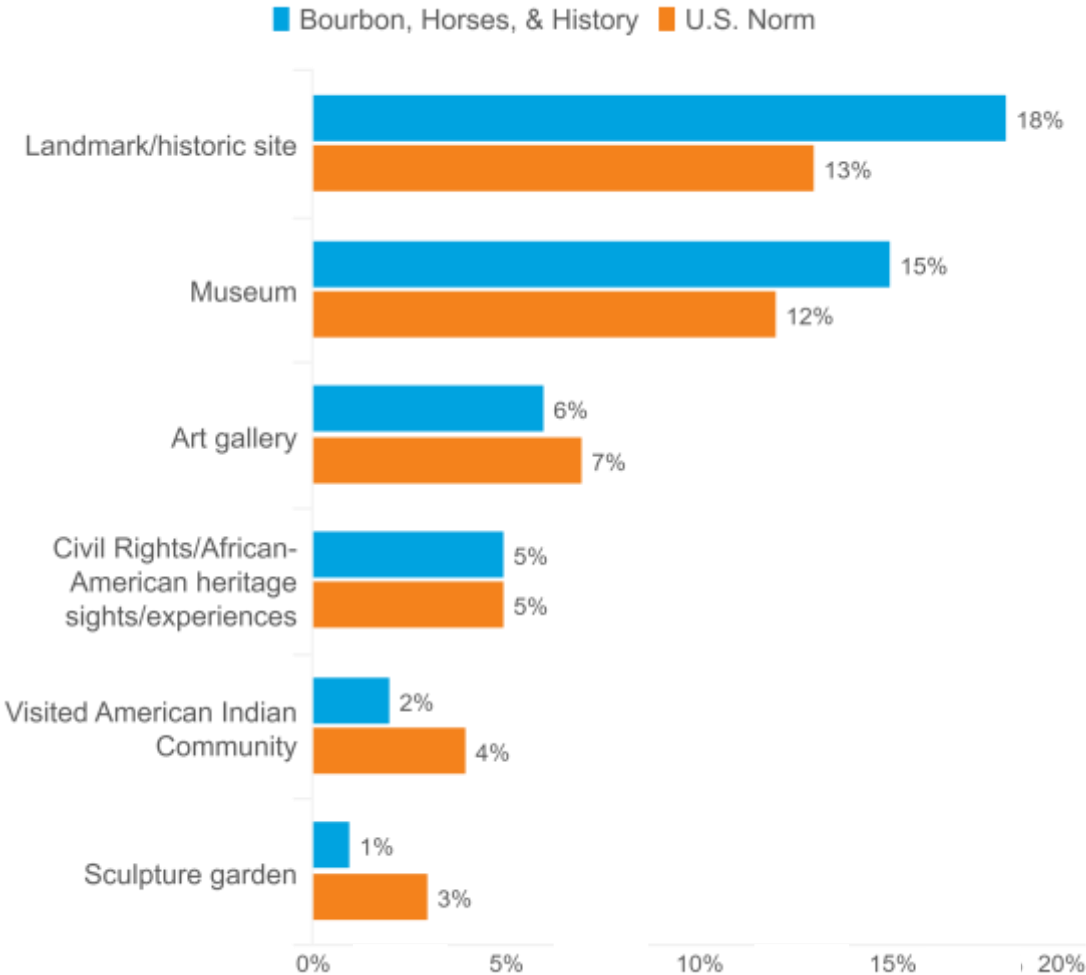


Cultural Activities

Bourbon, Horses, & History
34%

U.S. Norm
31%

Cultural Activities



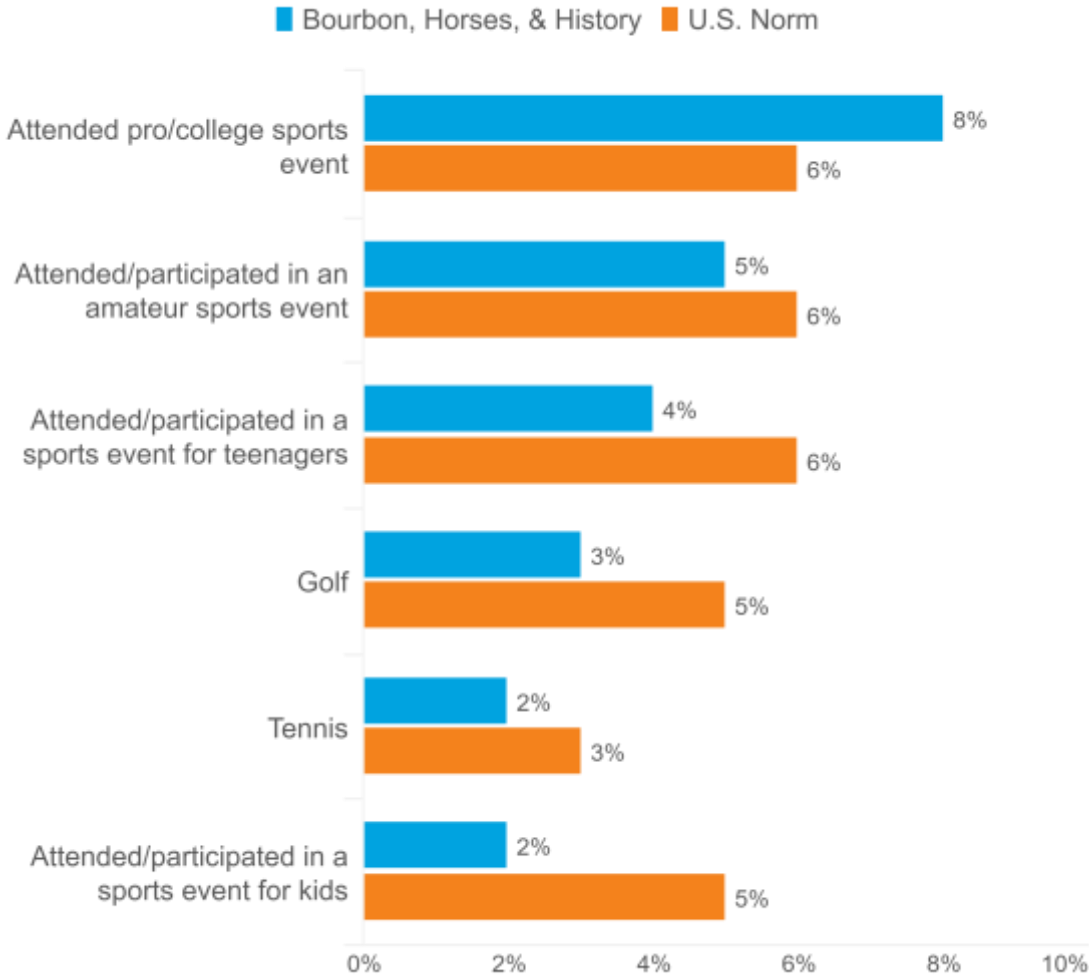


Sporting Activities

Bourbon, Horses, & History
17%

U.S. Norm
23%

Sporting Activities



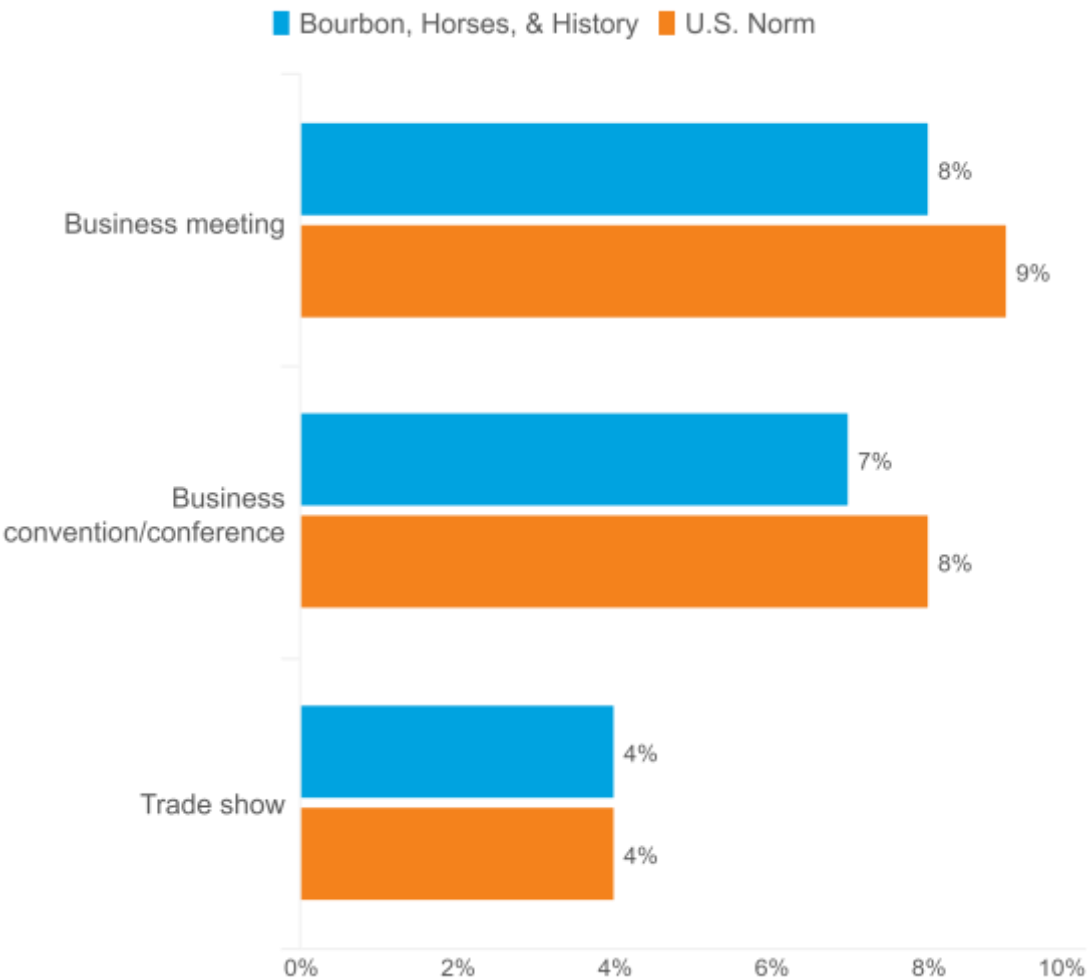


Business Activities

Bourbon, Horses, & History
14%

U.S. Norm
17%

Business Activities



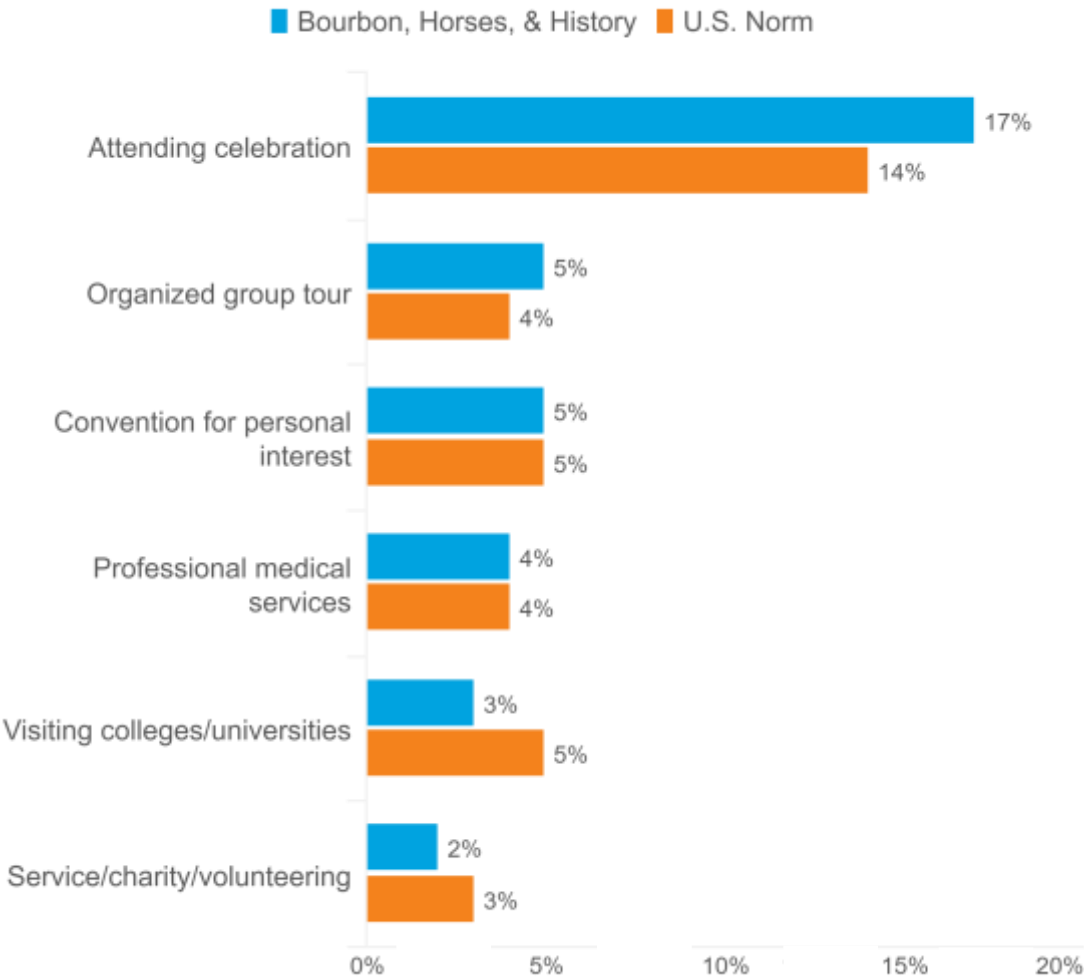


Other Activities

Bourbon, Horses, & History
27%

U.S. Norm
28%


Other Activities



Shopping Types on Trip







Base: 2024 Overnight Person-Trips that included Shopping

Bourbon, Horses, & History U.S. Norm

	Shopping at locally owned businesses	54%	48%
	Outlet/mall shopping	48%	45%
	Convenience/grocery shopping	39%	43%
	Souvenir shopping	39%	37%
	Big box stores (Walmart, Costco)	31%	30%
	Antiquing	27%	12%
	Farmers market	18%	17%

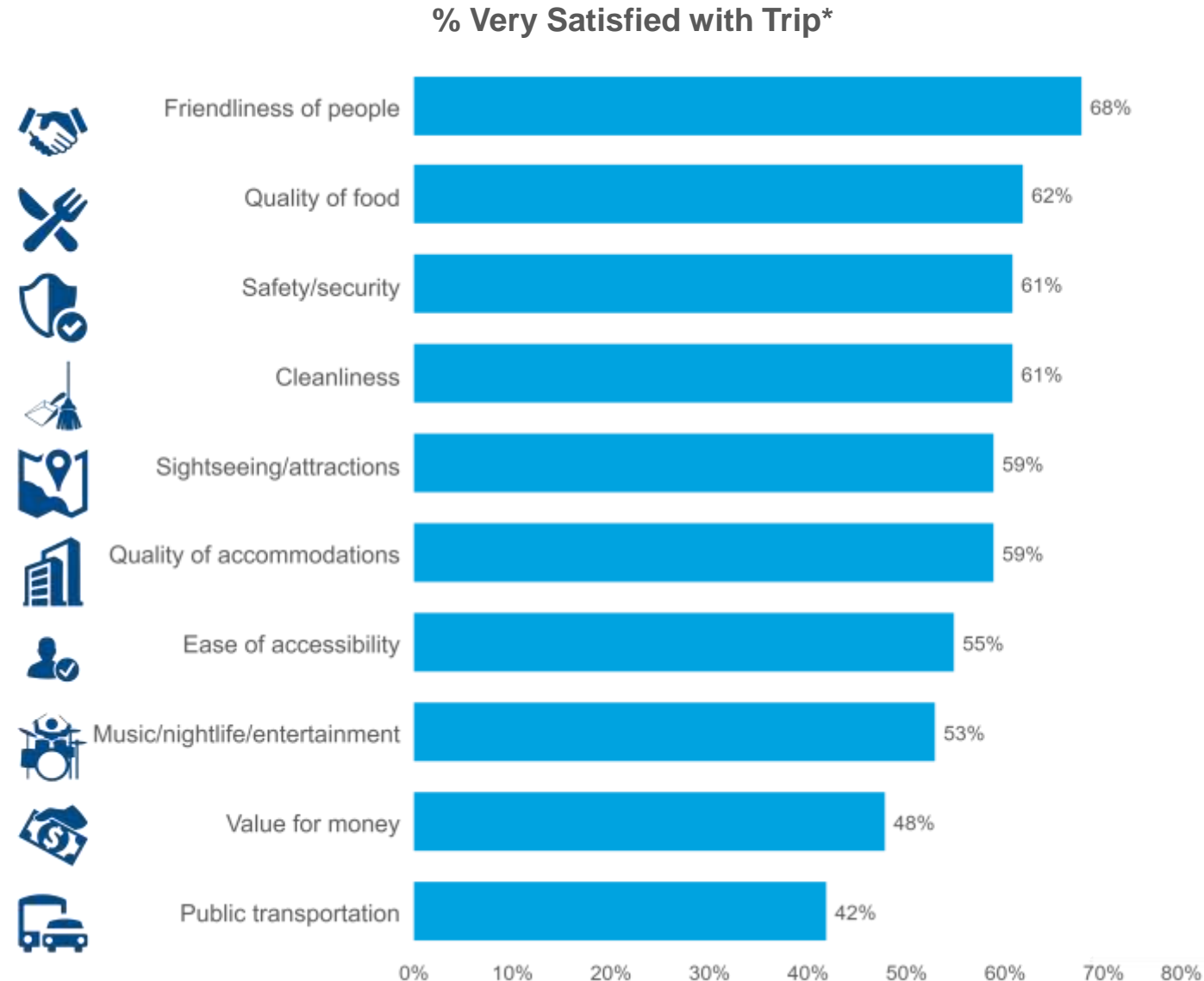
Dining Types on Trip

Bourbon, Horses, & History U.S. Norm

	Casual dining	64%	57%
	Fast food	50%	45%
	Unique/local food	32%	32%
	Carry-out/food delivery service	23%	24%
	Fine/upscale dining	17%	20%
	Picnicking	10%	10%



69%
of overnight travelers were
very satisfied with their overall
trip experience

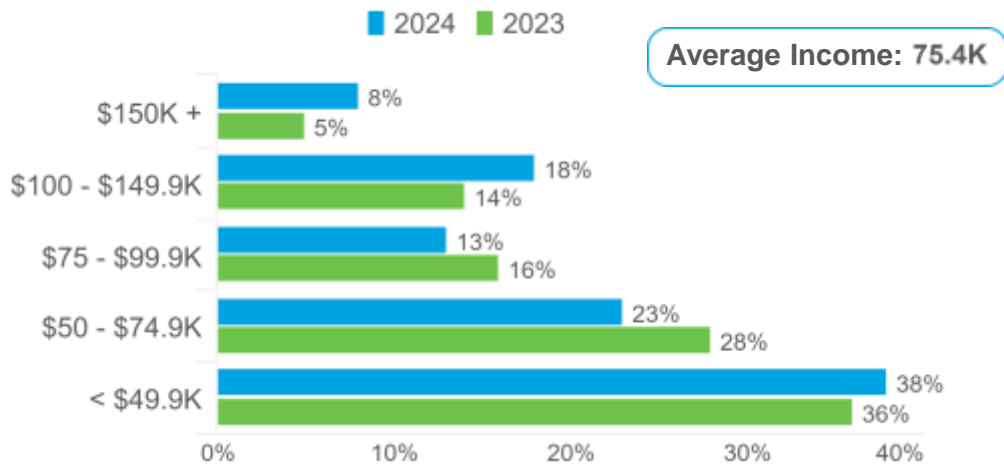


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

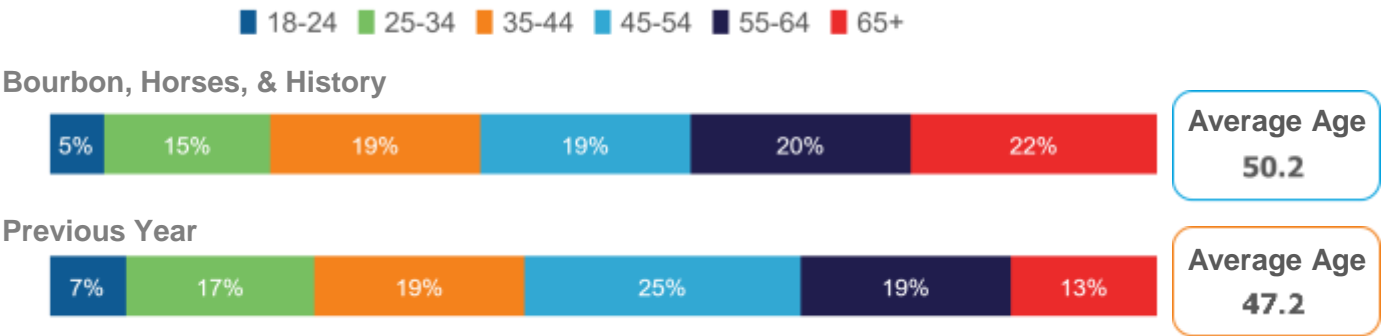
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2024 Overnight Person-Trips

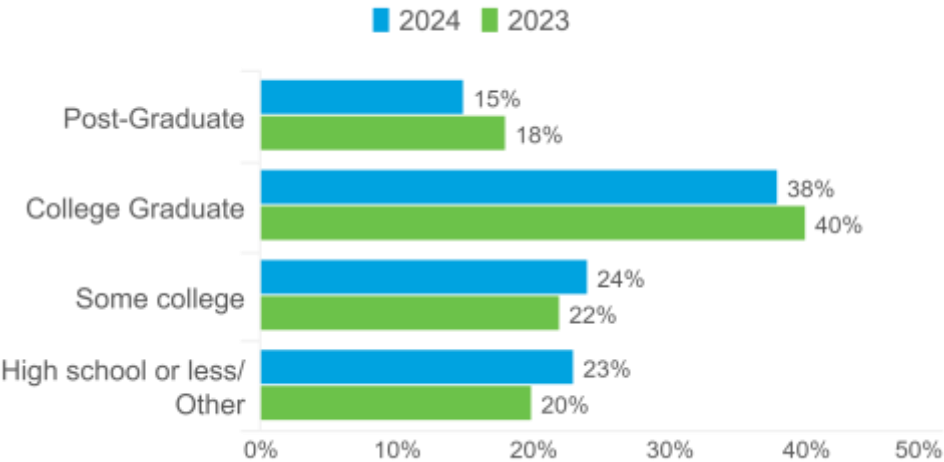
Household Income



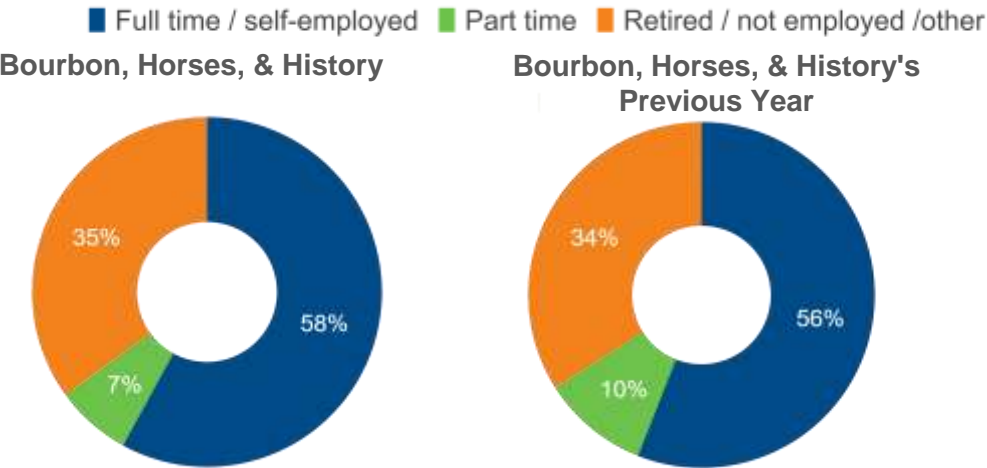
Age



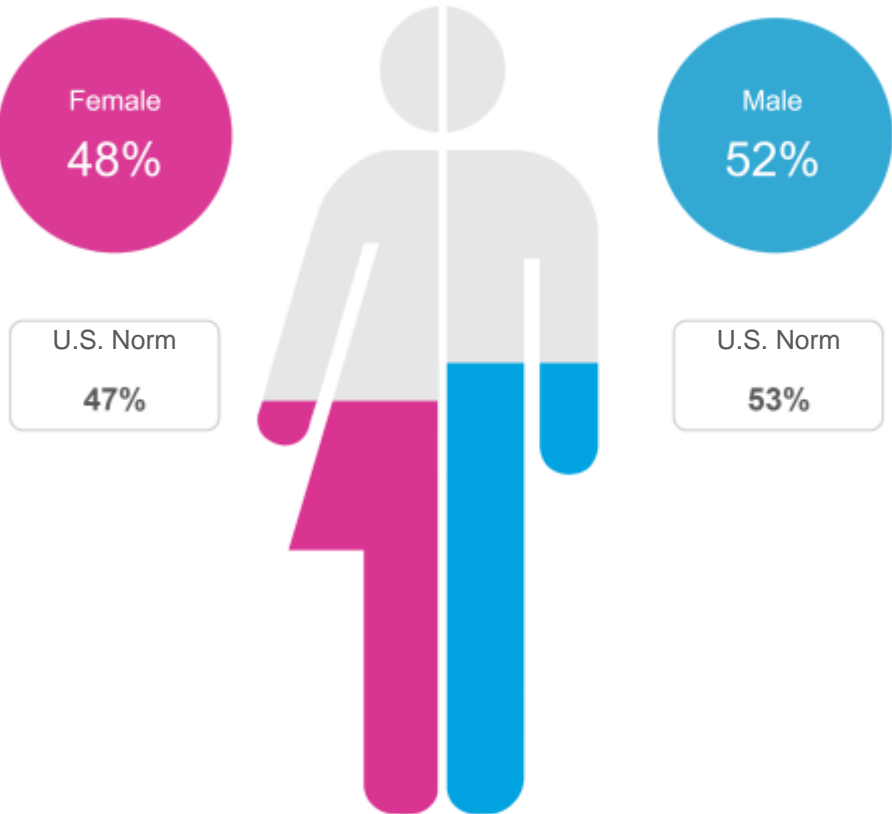
Educational Attainment



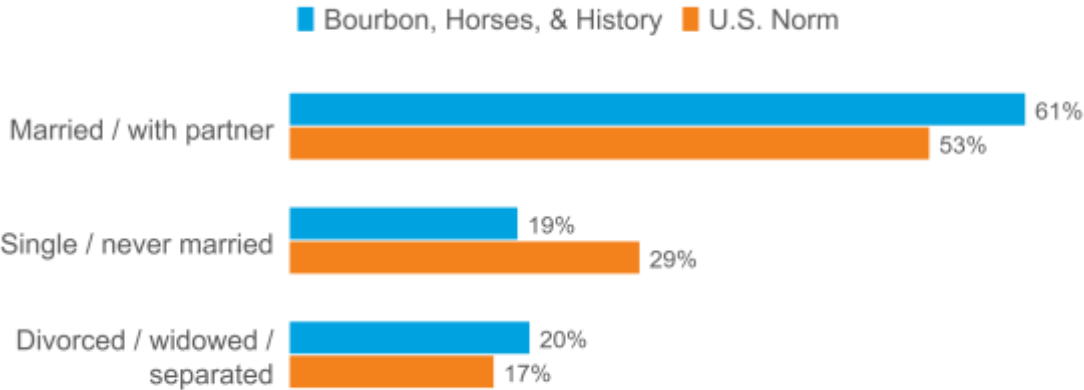
Employment



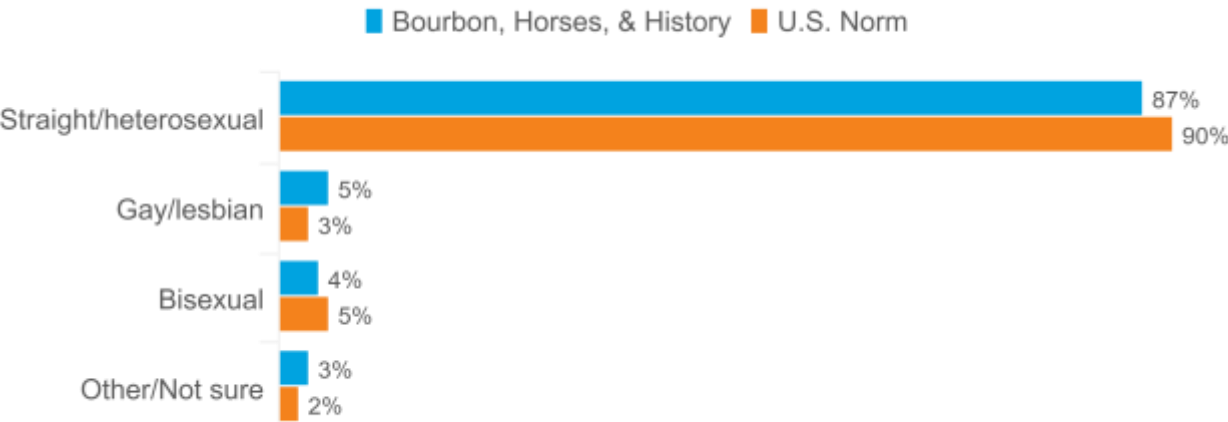
Gender



Marital Status



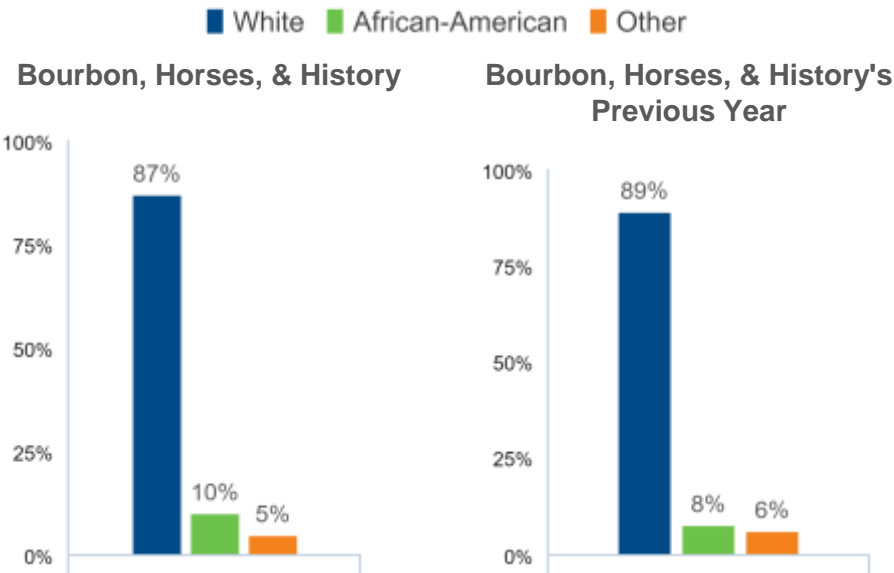
Sexual Orientation



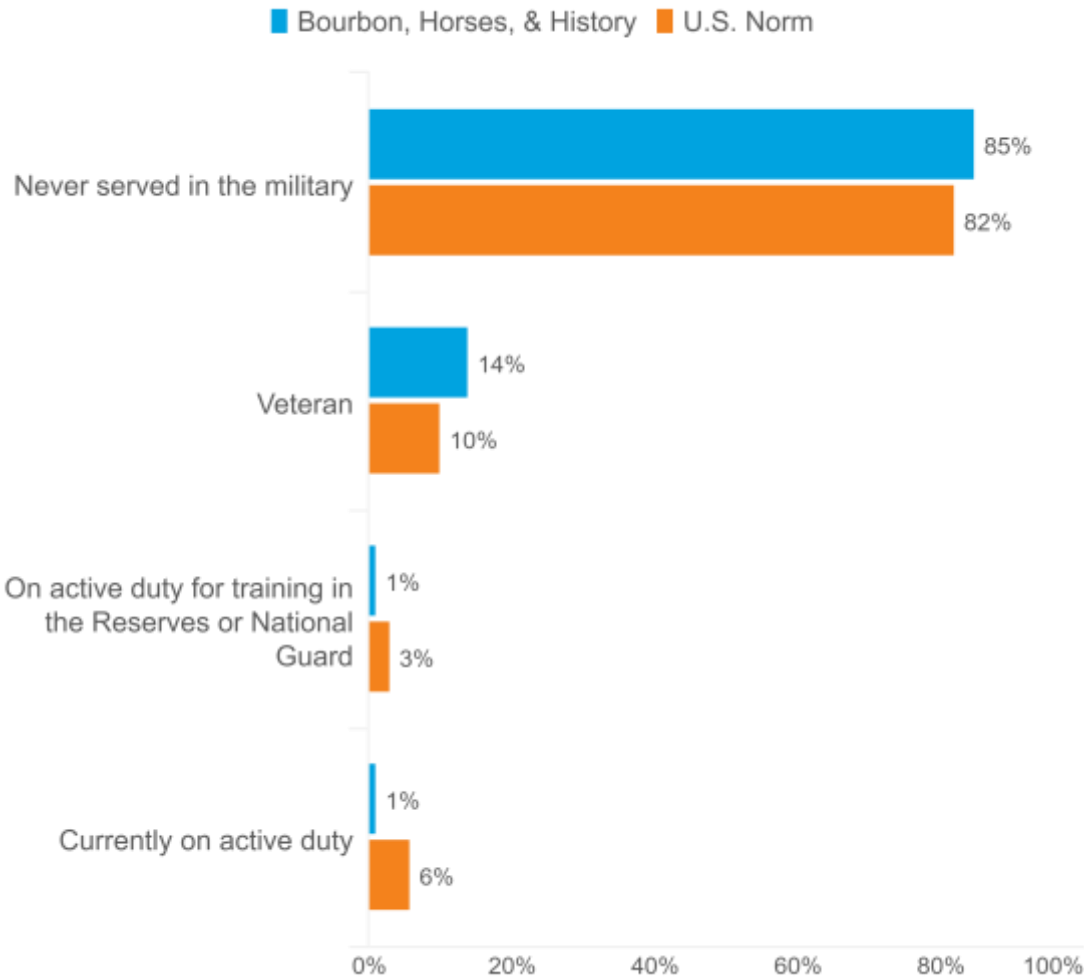
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2024 Overnight Person-Trips

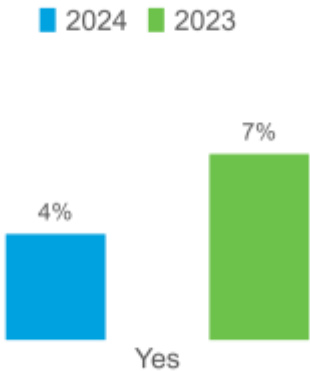
Race



Military Status



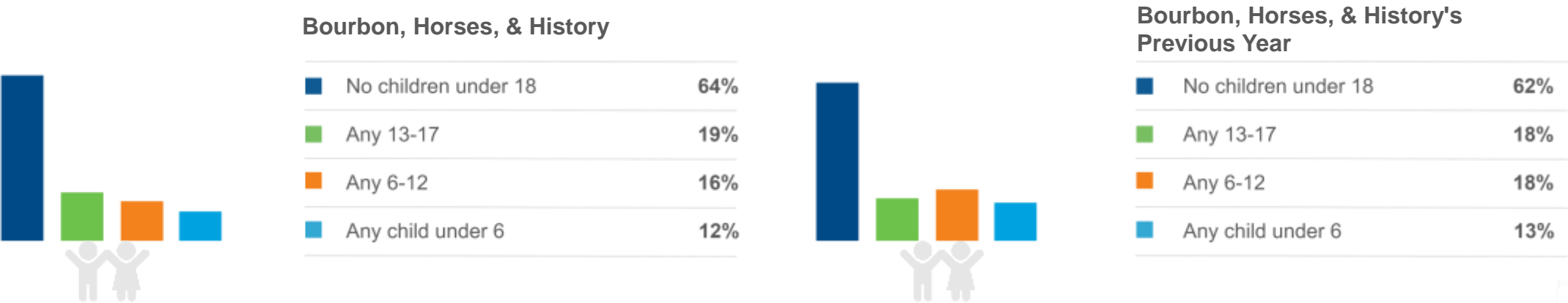
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Horses, Bourbon, & Boone



Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

588

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

Past Visitation to Bluegrass, Horses, Bourbon, and Boone Region

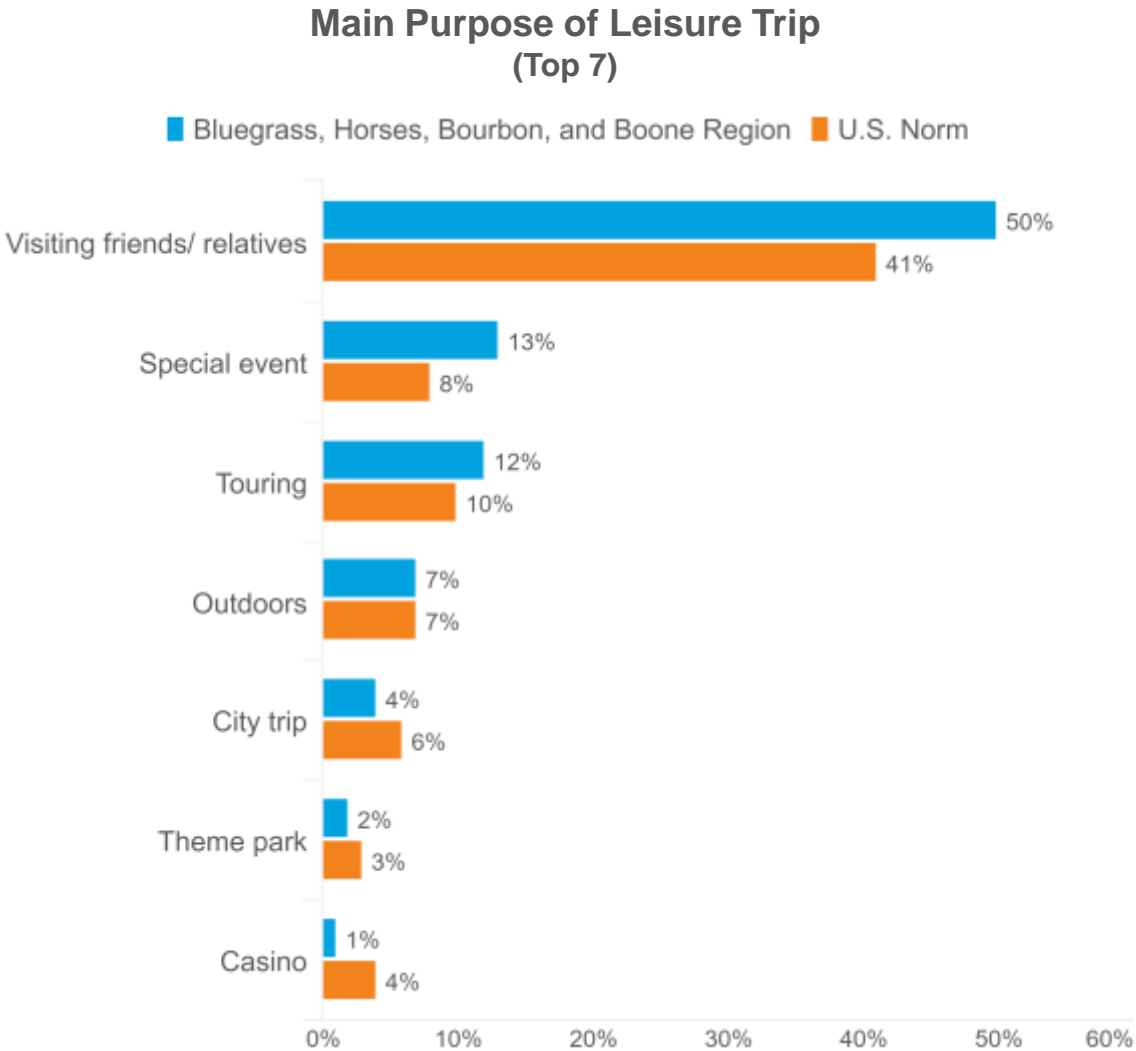
73% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region are repeat visitors

52% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region had visited before in the past 12 months

Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

Main Purpose of Trip	
2023/2024	
Visiting friends/ relatives	50%
Special event	13%
Touring	12%
Outdoors	7%
Other business trip	6%
City trip	4%
Business-Leisure	3%
Theme park	2%



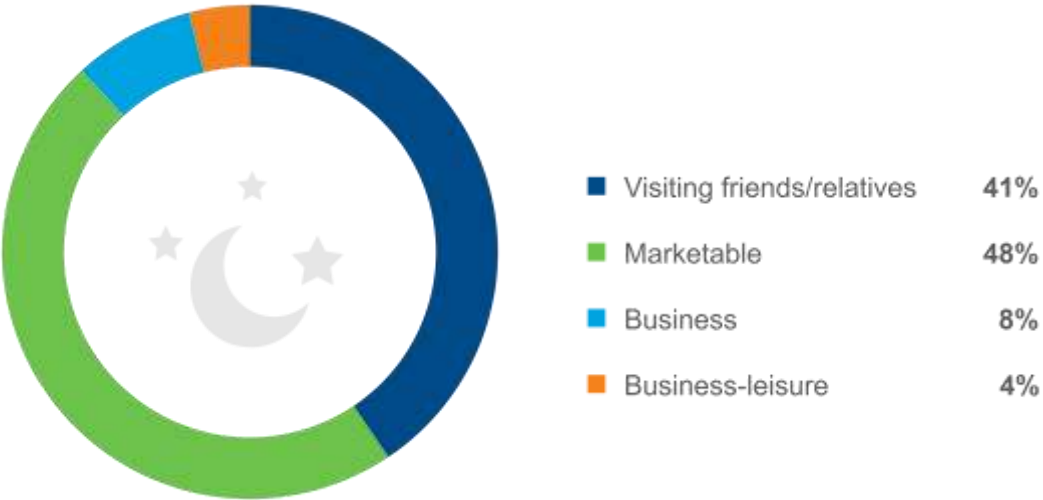
Structure of the U.S. and Bluegrass, Horses, Bourbon, and Boone Region Overnight Travel Market

Base: 2023/2024 Overnight Person-Trips

Bluegrass, Horses, Bourbon, and Boone Region Overnight Trips



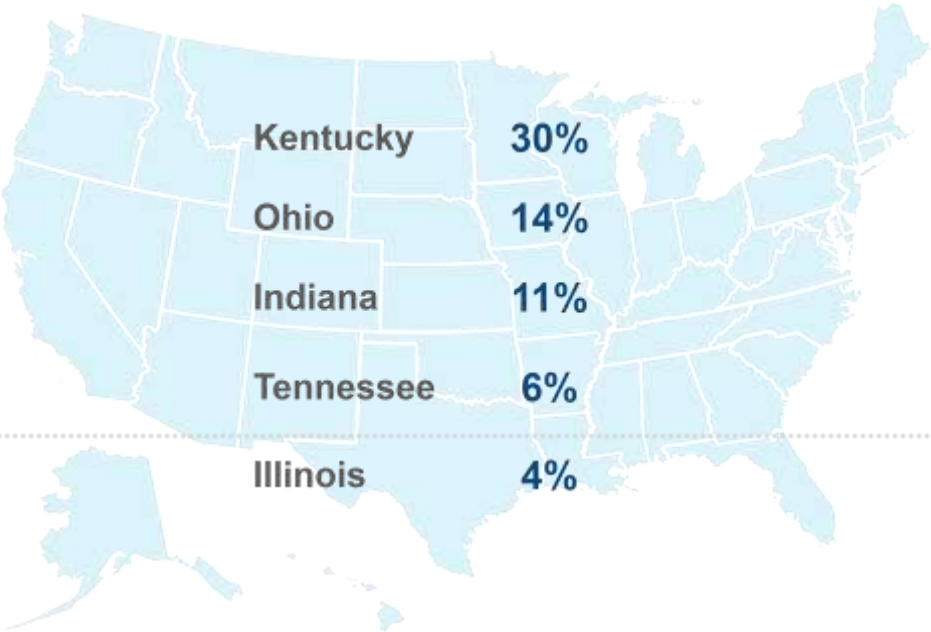
2024 U.S. Overnight Trips



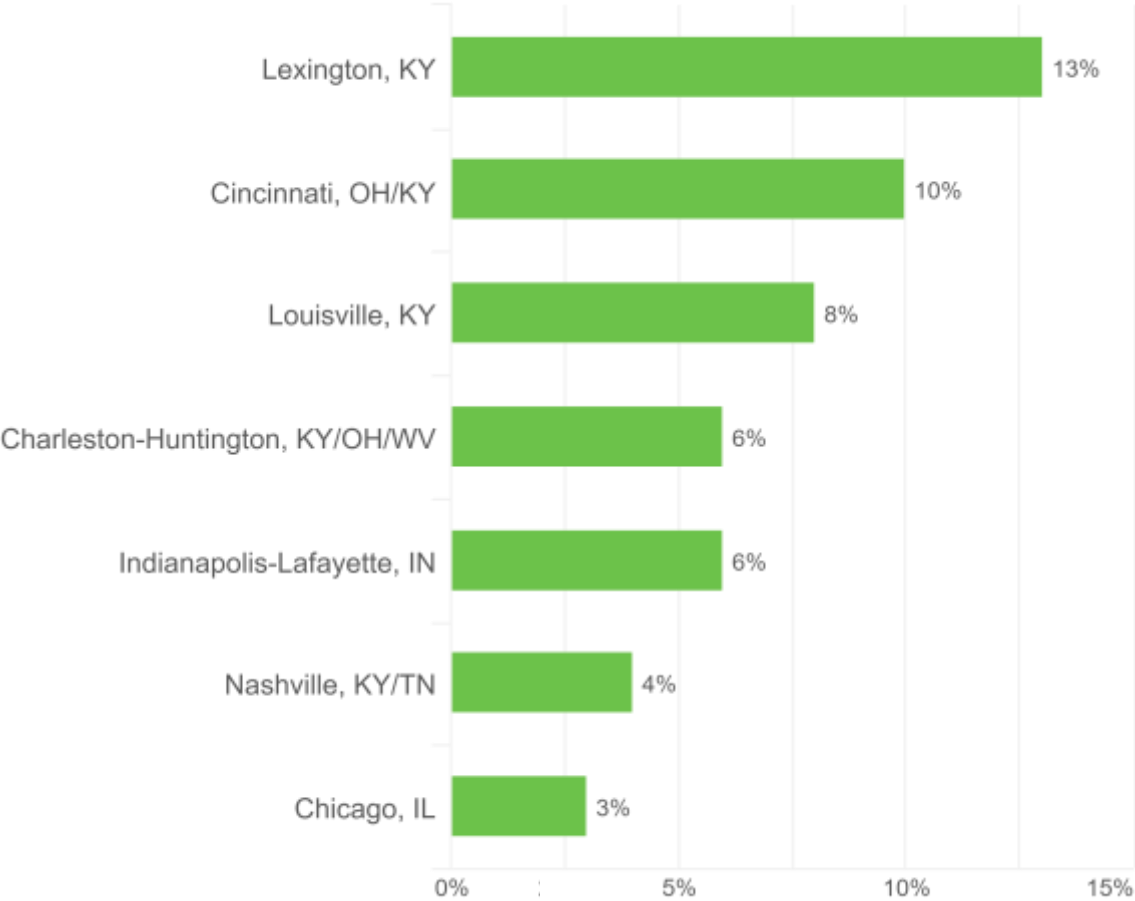
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

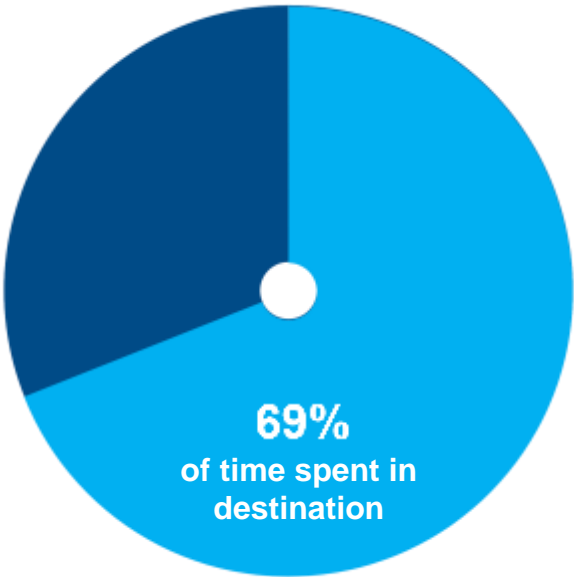
State Origin Of Trip
(Top 5)



DMA Origin Of Trip
(Top 7)



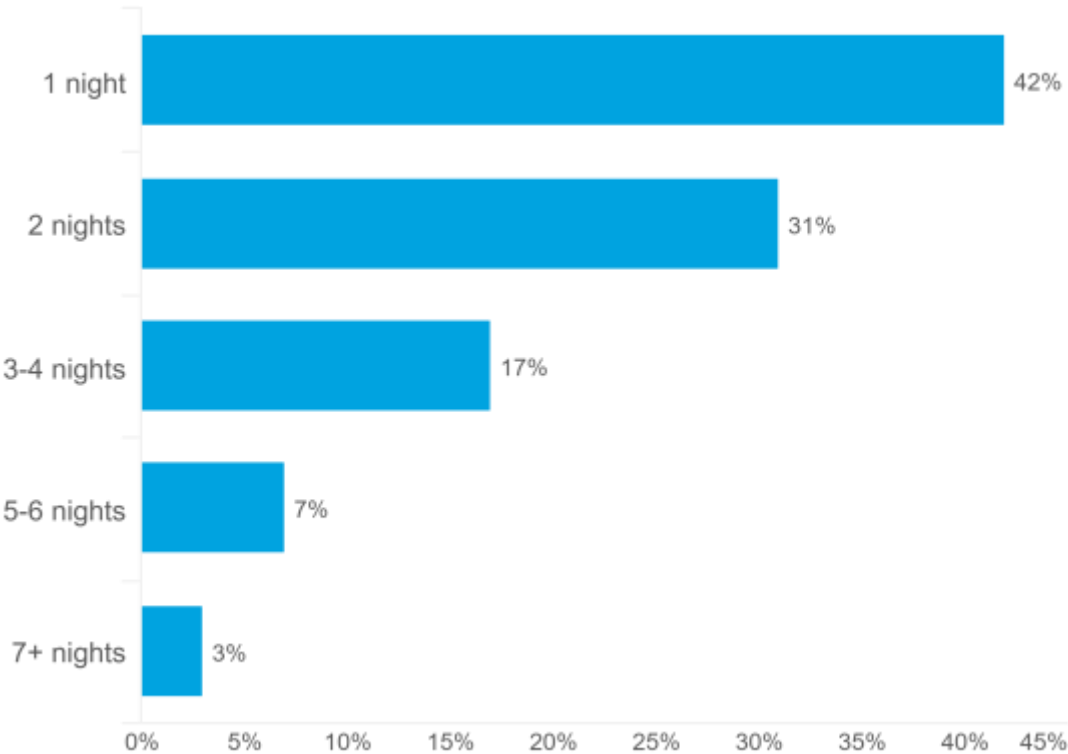
Total Nights Away on Trip



Bluegrass, Horses, Bourbon, and Boone Region
3.4
Average Nights

U.S. Norm
3.7
Average Nights

Nights Spent in Bluegrass, Horses, Bourbon, and Boone Region



Average number of nights
2.3

Size of Travel Party

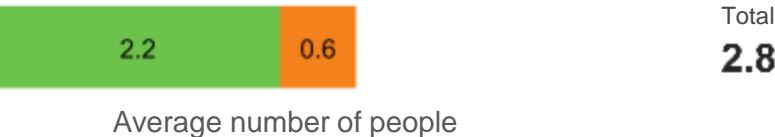
■ Adults ■ Children

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

Bluegrass, Horses, Bourbon, and Boone Region



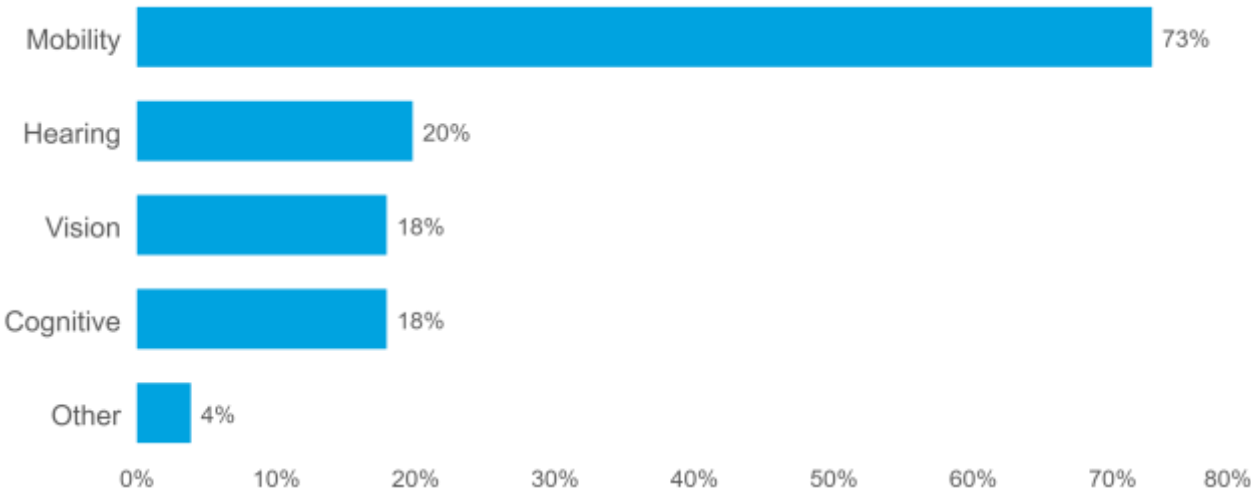
U.S. Norm



13% 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



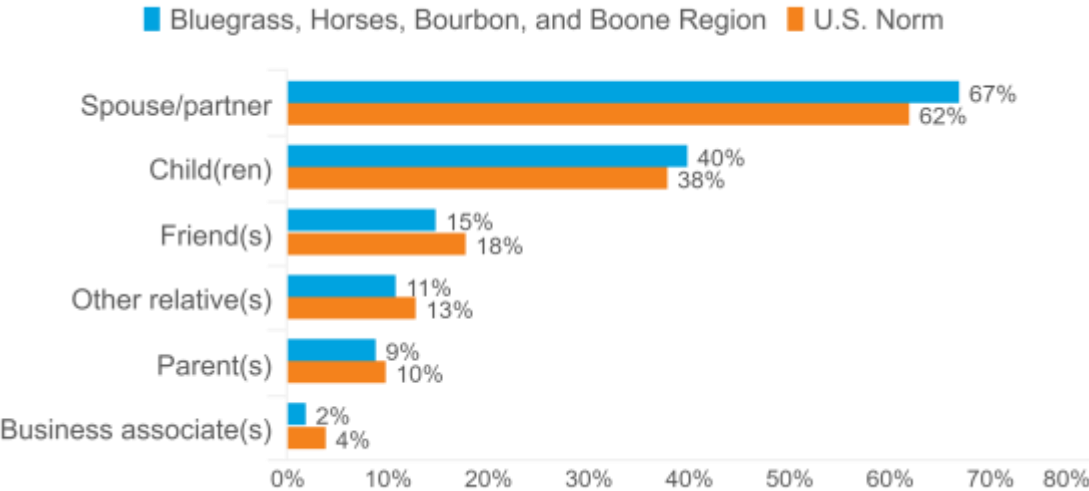
24% of trips only had one person in the travel party

U.S. Norm: **26%**

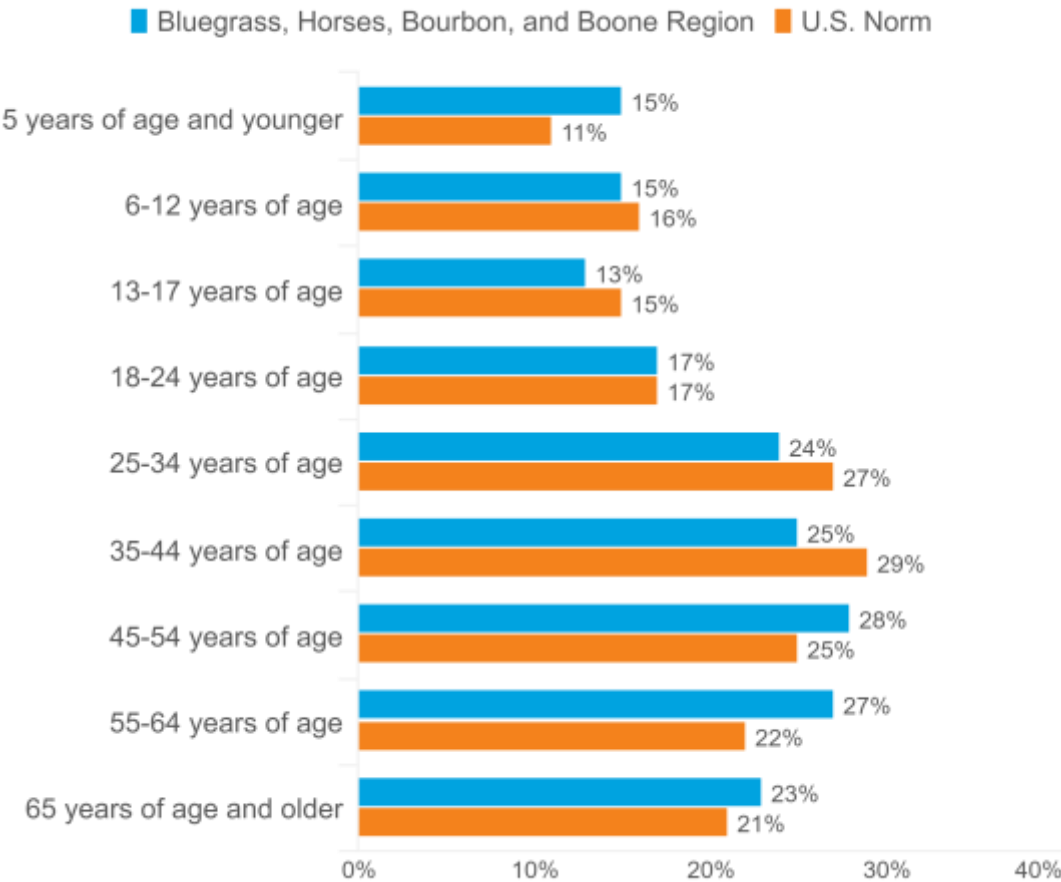
Composition of Immediate Travel Party

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

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



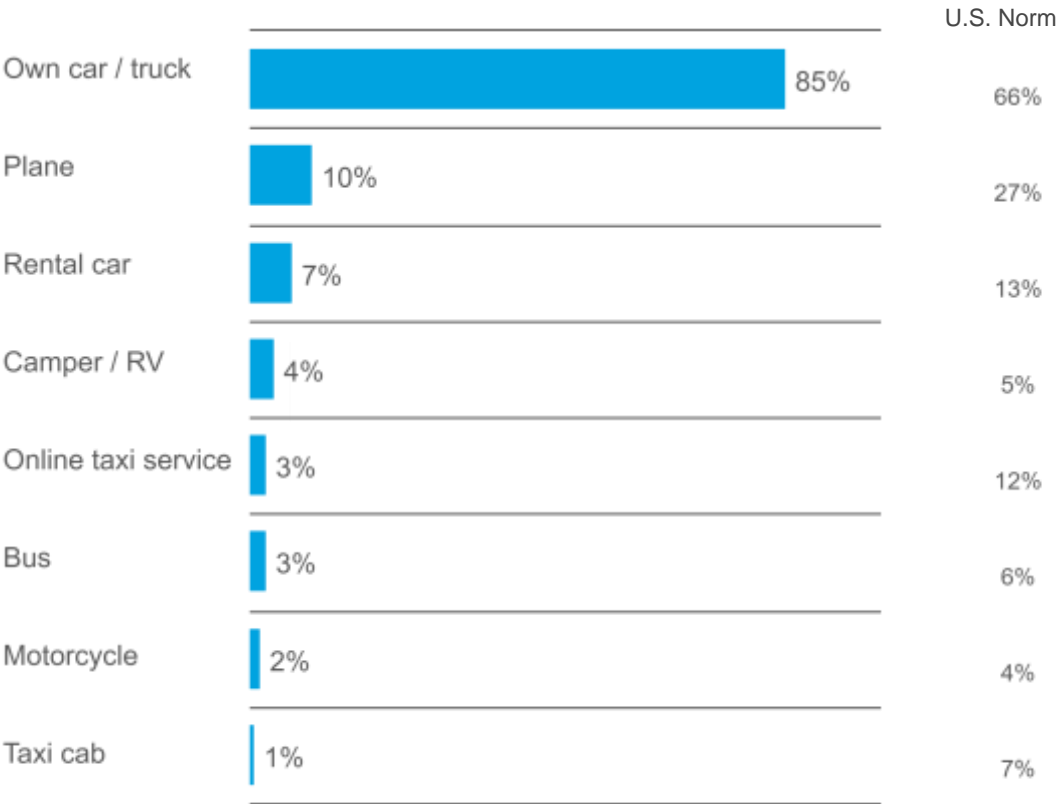
Travel Party Age



Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

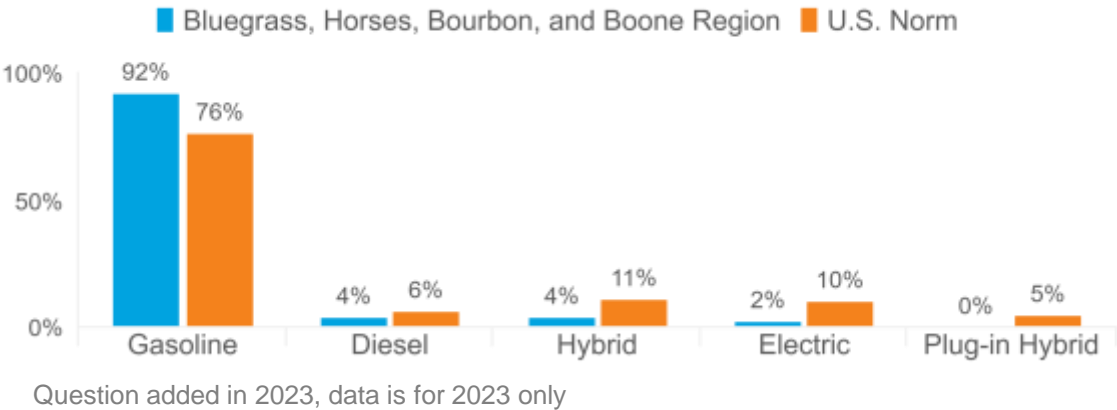
Base: 2023/2024 Overnight Person-Trips

Transportation Used to get to Destination (Top 8)

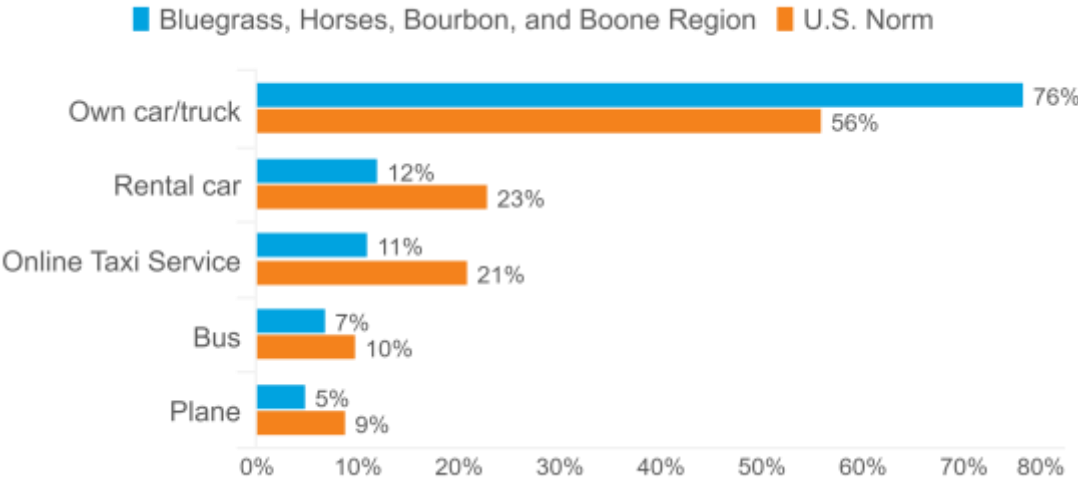


Question updated in 2020

Type of Vehicle Used to get to Destination



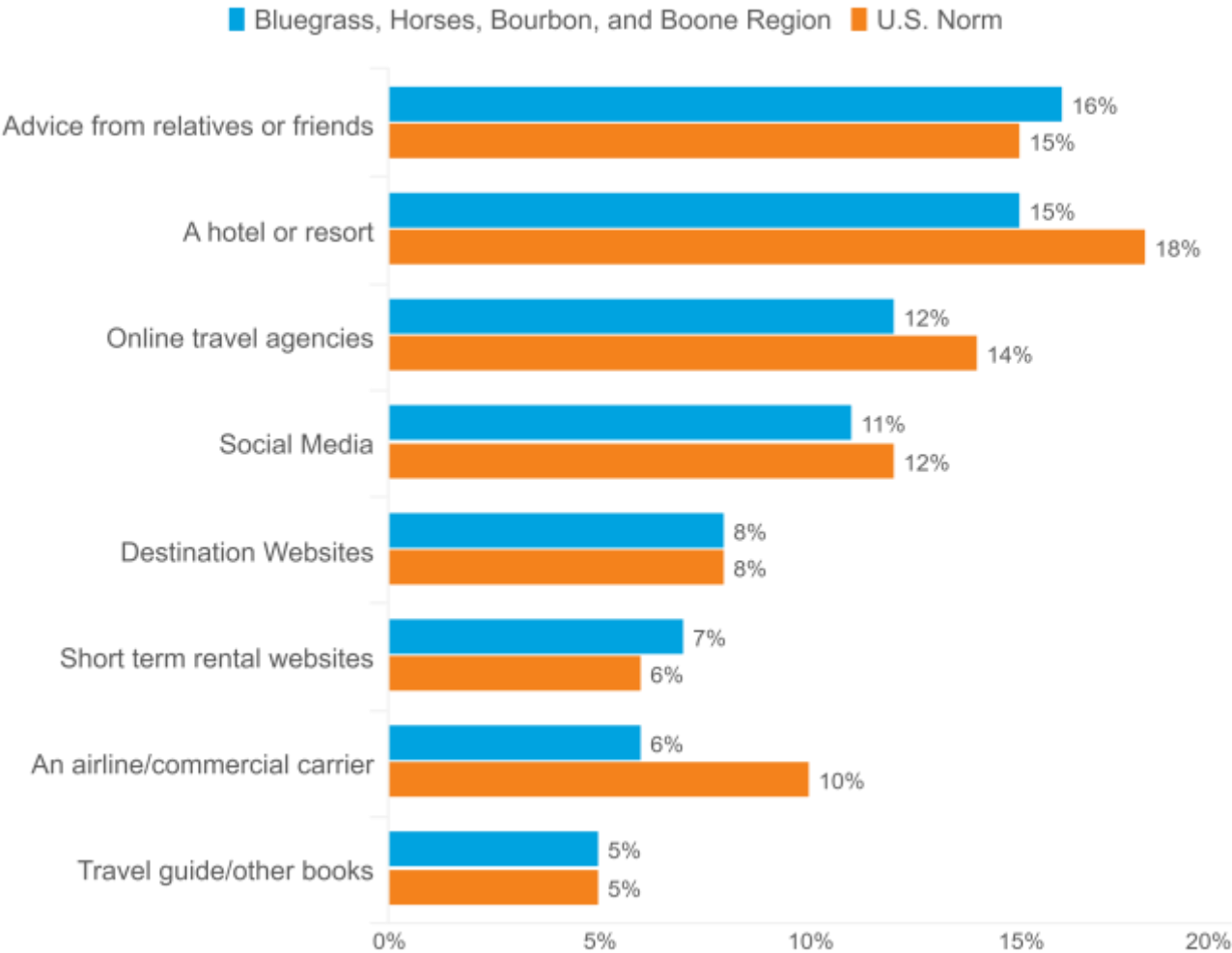
Transportation Used within Destination (Top 5)



Length of Trip Planning

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
Did not plan anything in advance	22%	14%
More than 1 year in advance	4%	4%
6-12 months	11%	14%
3-5 months	17%	18%
2 months	14%	17%
1 month or less	32%	32%

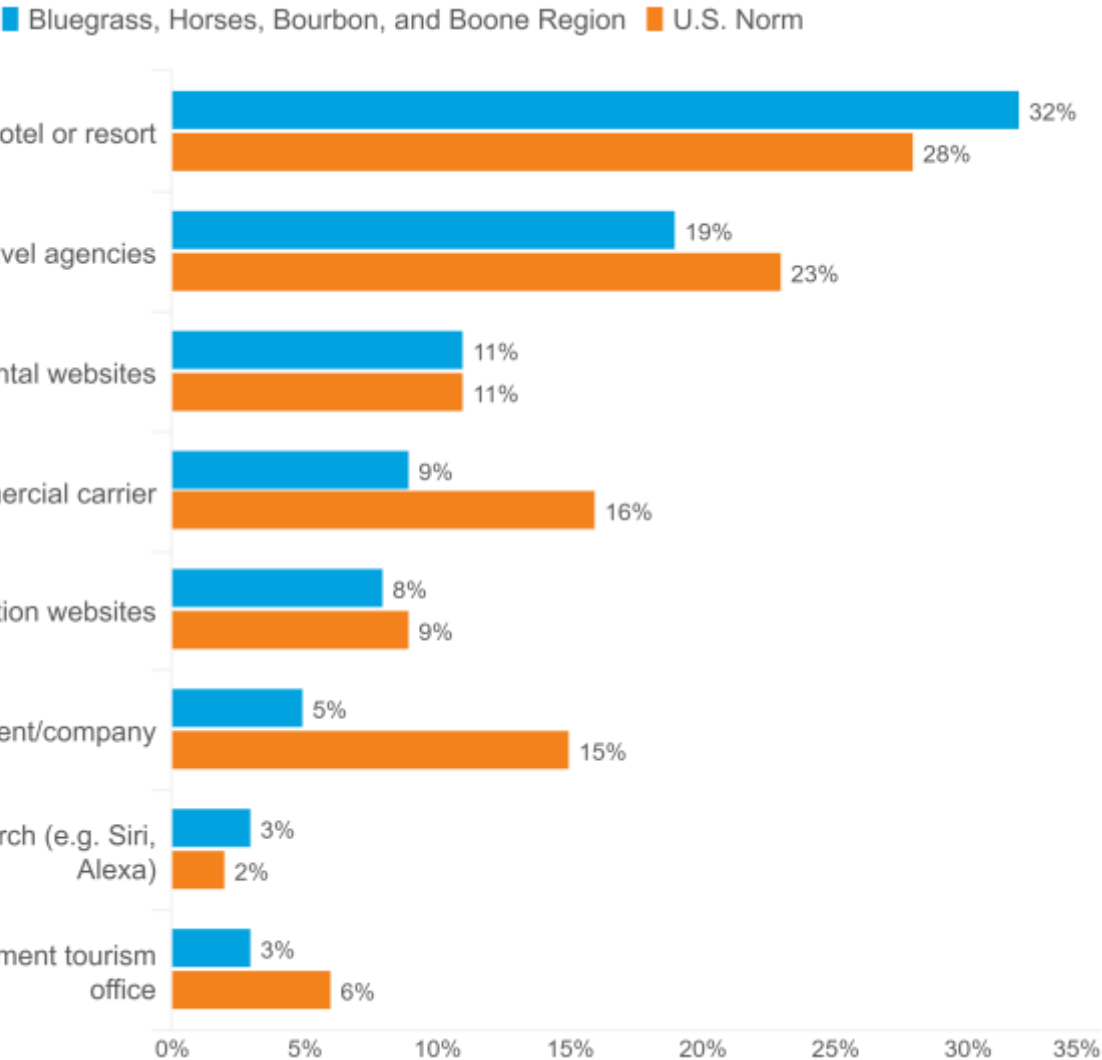
Trip Planning Information Sources
(Top 8)










Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2023/2024 Overnight Person-Trips

Method of Booking (Top 8)



Accommodations (Top 7)

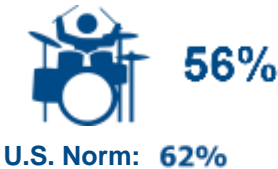
		Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Hotel	40%	44%
	Home of friends / relatives	28%	20%
	Motel	12%	11%
	Campground / RV park	6%	5%
	Rented home / condo / apartment	4%	7%
	Resort hotel	4%	10%
	Bed & breakfast	4%	7%

Activity Groupings

Outdoor Activities



Entertainment Activities



Cultural Activities



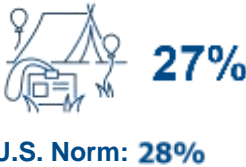
Sporting Activities












Business Activities



Other Activities



Activities and Experiences (Top 10)

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Shopping	26%
	Sightseeing	19%
	Attending celebration	16%
	Landmark/historic site	16%
	Winery/brewery/distillery tour	14%
	Bar/nightclub	14%
	Museum	13%
	National/state park	12%
	Local parks/playgrounds	12%
	Swimming	10%



Outdoor Activities

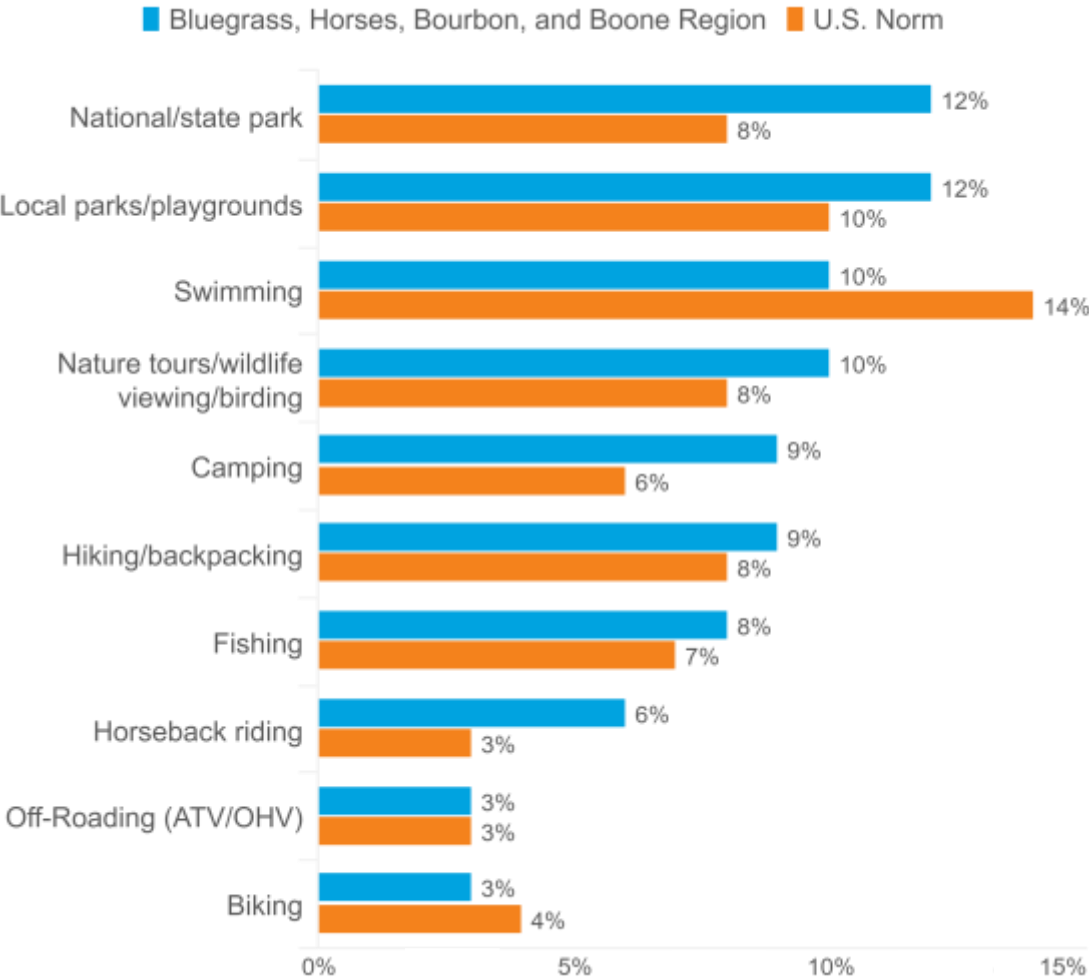
Bluegrass, Horses, Bourbon,
and Boone Region

42%

U.S. Norm

49%

Outdoor Activities
(Top 10)





Entertainment Activities

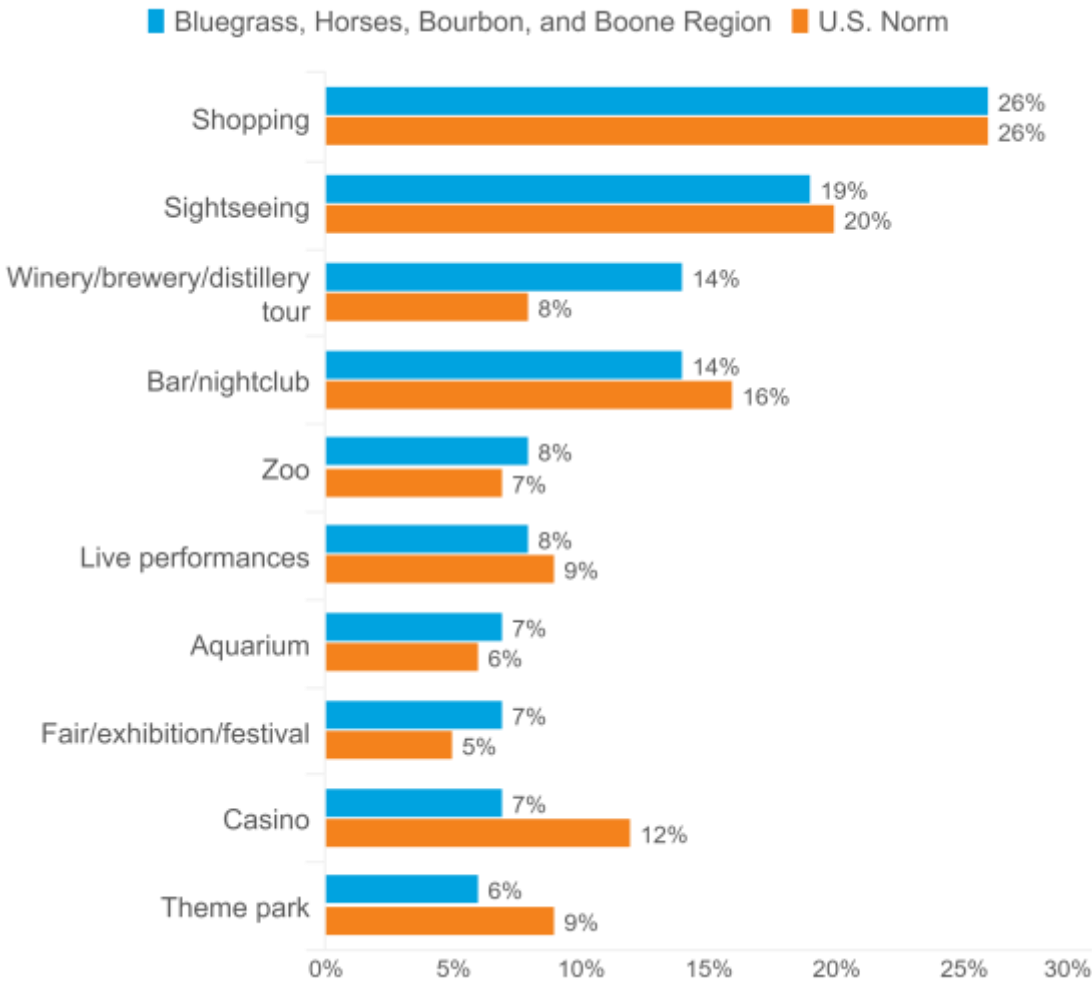
Bluegrass, Horses, Bourbon,
and Boone Region

56%

U.S. Norm

62%

Entertainment Activities
(Top 10)





Cultural Activities

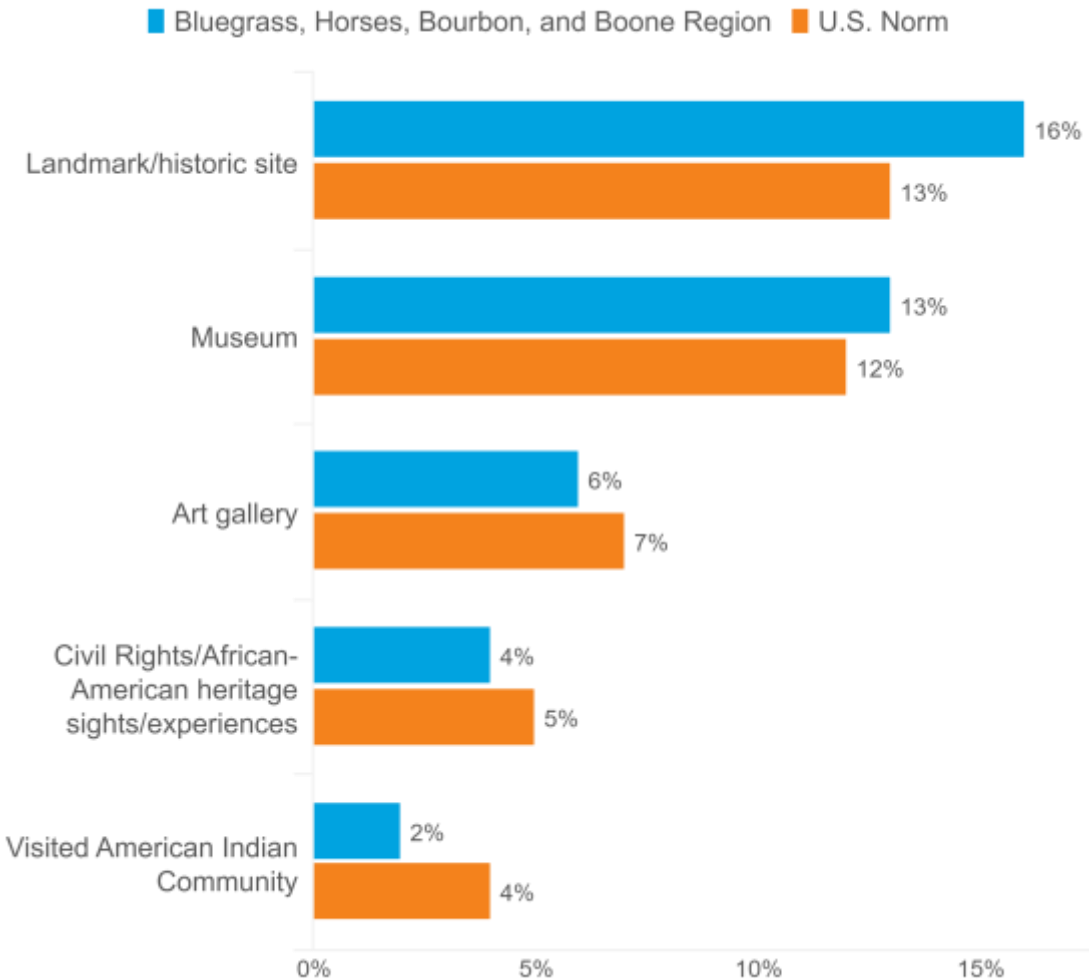
Bluegrass, Horses, Bourbon,
and Boone Region

27%

U.S. Norm

31%

Cultural Activities





Sporting Activities

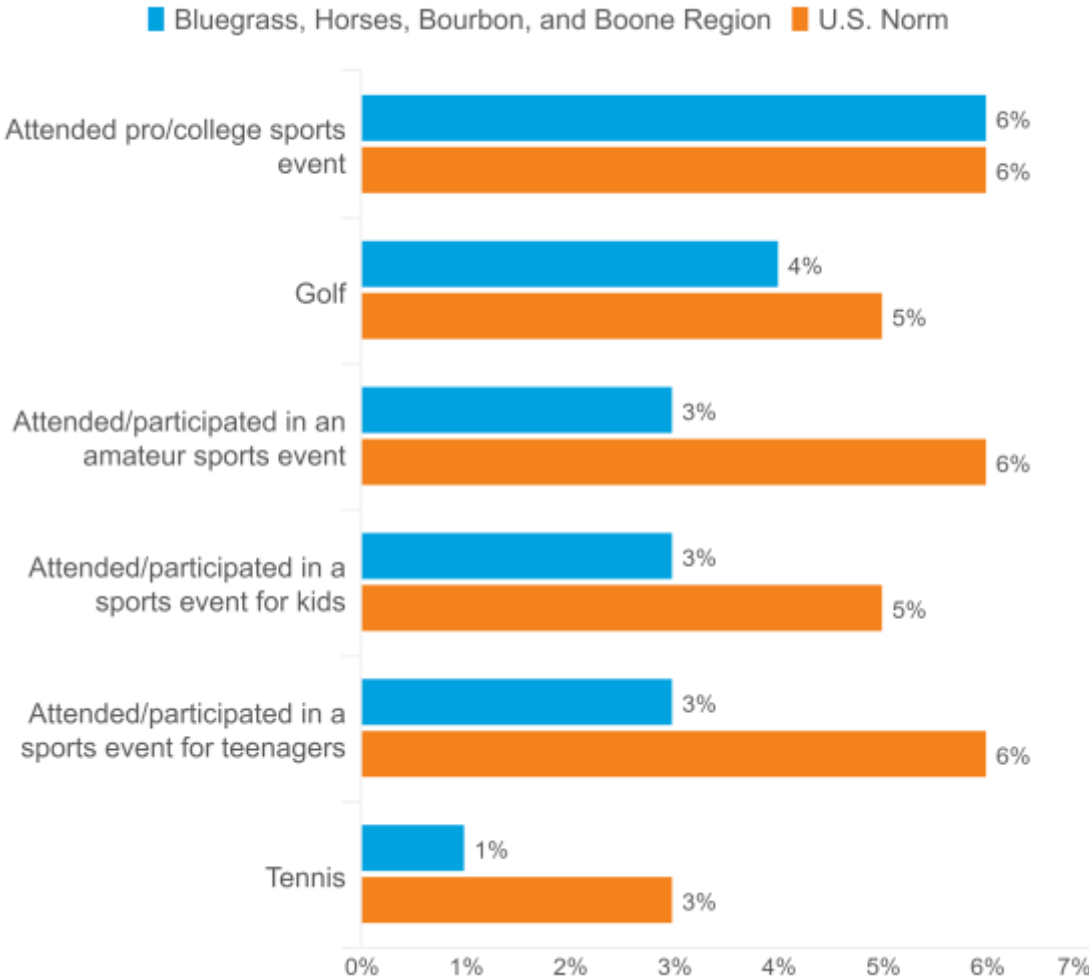
Bluegrass, Horses, Bourbon,
and Boone Region

16%

U.S. Norm

23%

Sporting Activities





Business Activities

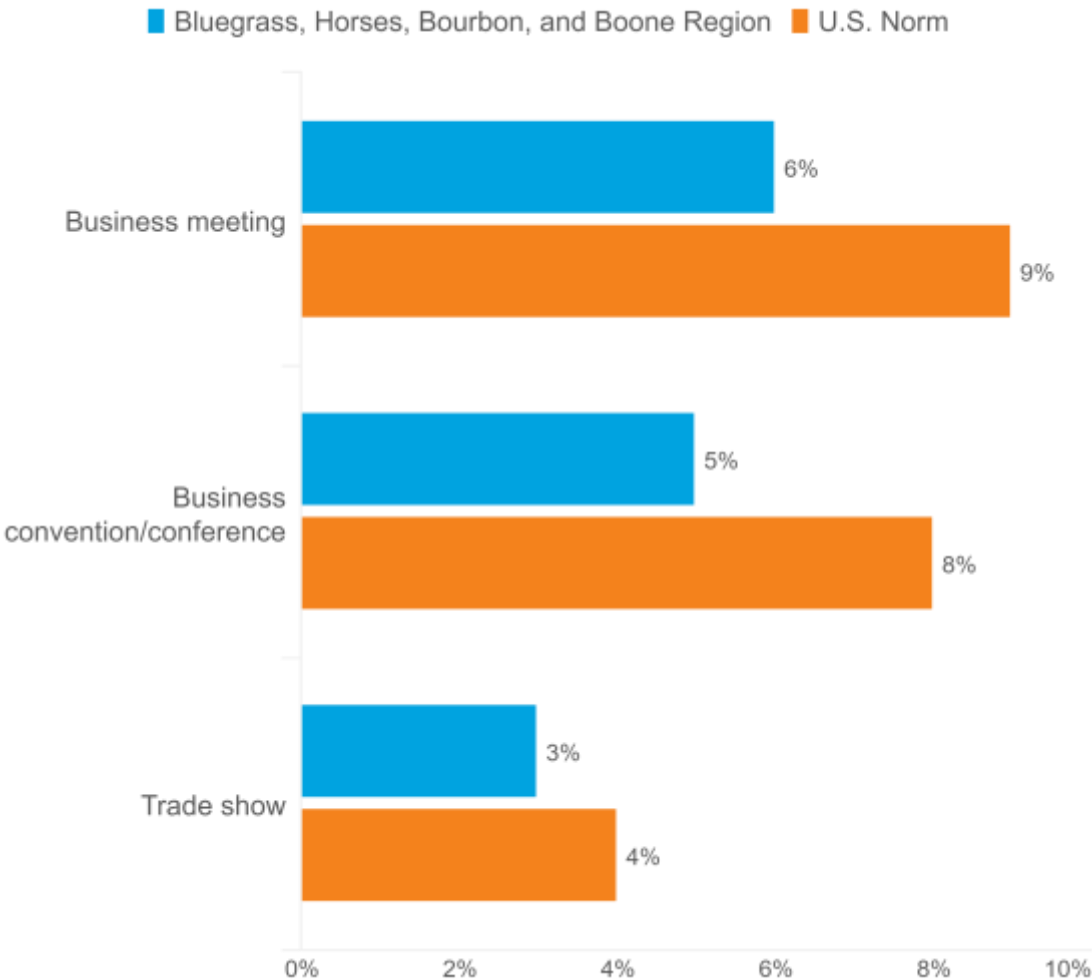
Bluegrass, Horses, Bourbon,
and Boone Region

11%

U.S. Norm

17%

Business Activities





Other Activities

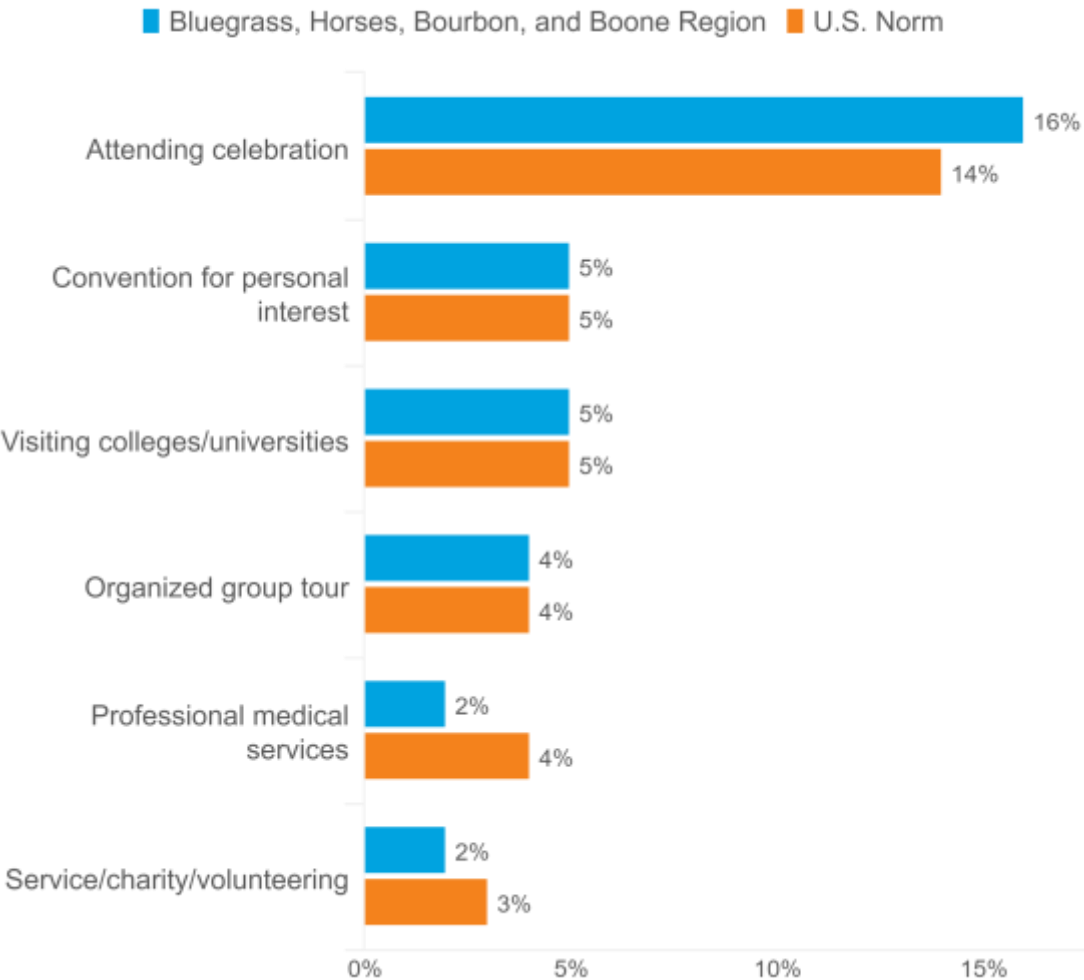
Bluegrass, Horses, Bourbon,
and Boone Region

27%

U.S. Norm

28%

Other Activities



Shopping Types on Trip







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

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Outlet/mall shopping	57%45%
	Shopping at locally owned businesses	51%48%
	Convenience/grocery shopping	43%43%
	Souvenir shopping	36%37%
	Big box stores (Walmart, Costco)	33%30%
	Antiquing	31%12%
	Farmers market	21%17%


Question updated in 2023

Dining Types on Trip

Bluegrass, Horses, Bourbon,
and Boone RegionU.S. Norm

	Casual dining	58%57%
	Fast food	52%45%
	Unique/local food	33%32%
	Carry-out/food delivery service	19%24%
	Fine/upscale dining	13%20%
	Picnicking	12%10%

Question updated in 2023

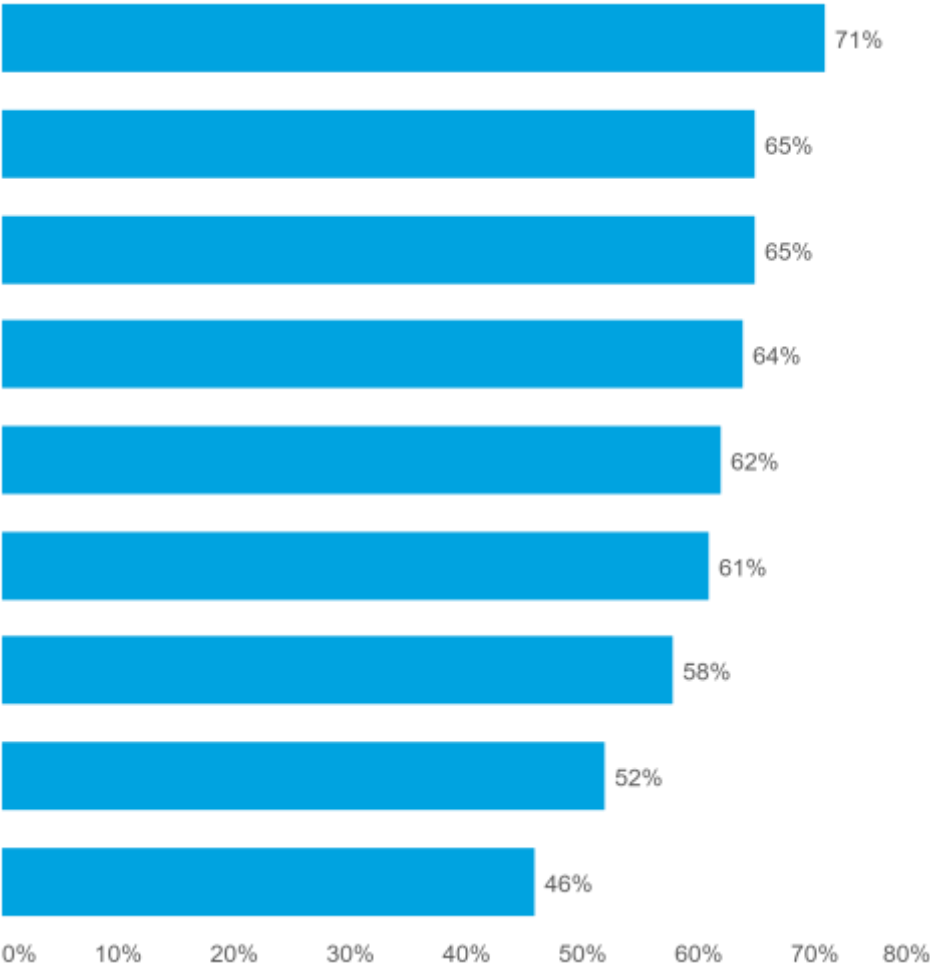
 **72%**
of overnight travelers were
very satisfied with their overall
trip experience

Satisfaction with Ease of Accessibility



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

% Very Satisfied with Trip

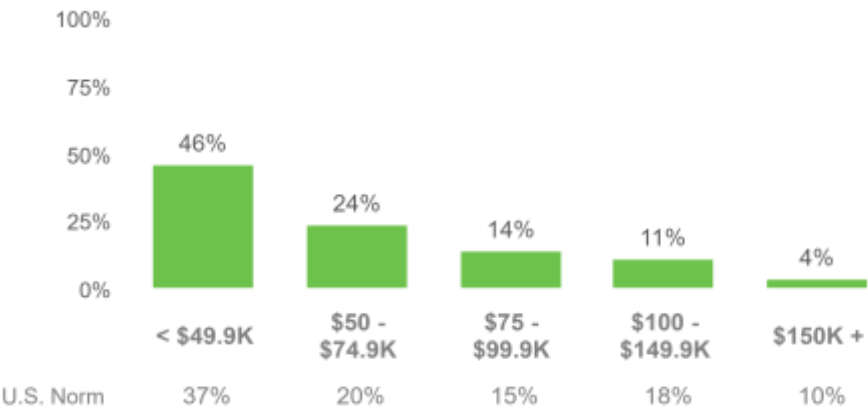


*Very Satisfied = selected top box on a five point scale

Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2023/2024 Overnight Person-Trips

Household Income



Age

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

Bluegrass, Horses, Bourbon, and Boone Region



Average Age
46.8

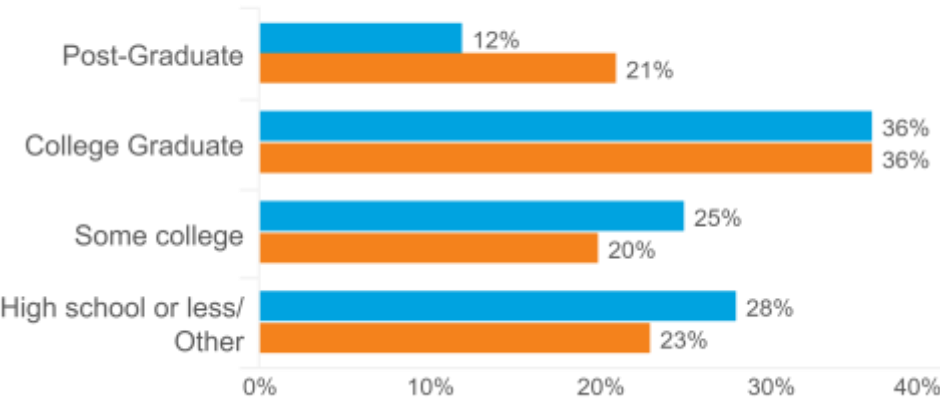
U.S. Norm



Average Age
45.4

Educational Attainment

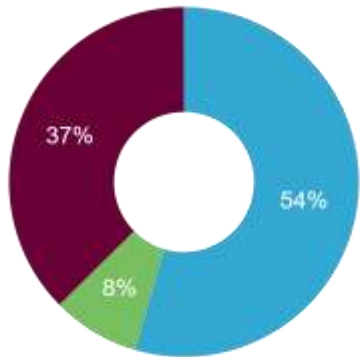
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



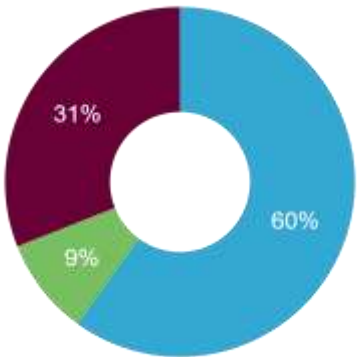
Employment

Full time / self-employed Part time Retired / not employed /other

Bluegrass, Horses, Bourbon, and Boone Region



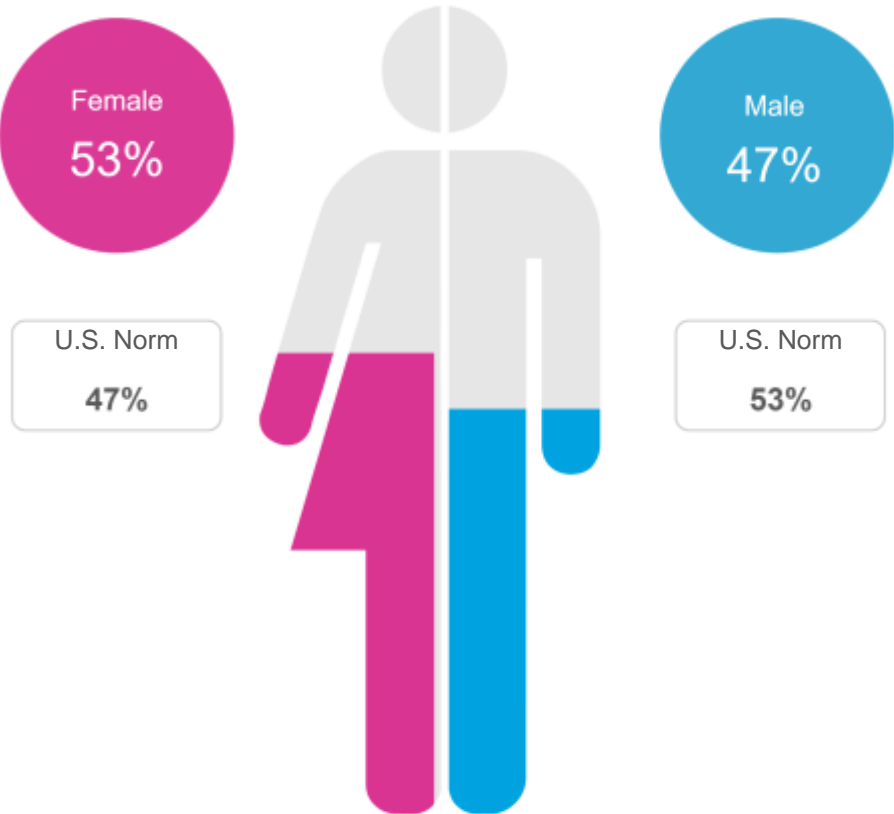
U.S. Norm



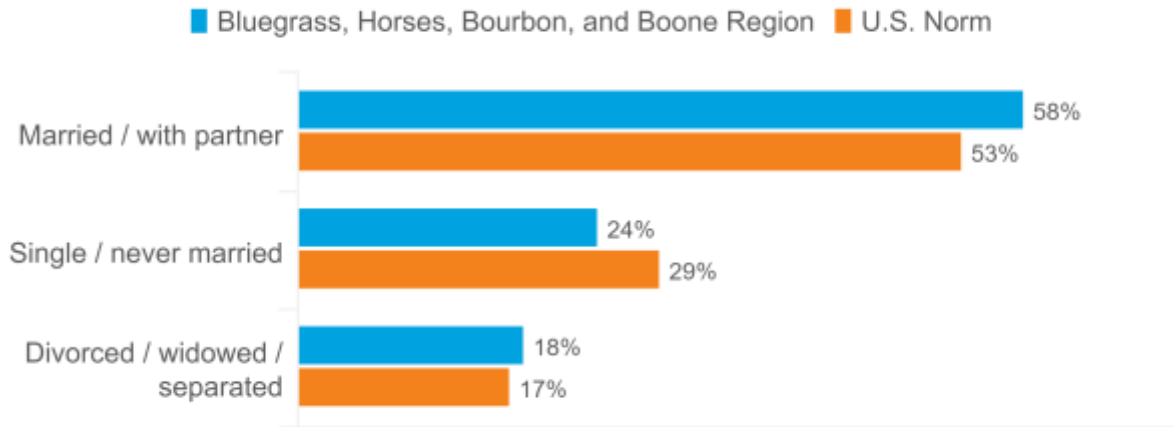
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2023/2024 Overnight Person-Trips

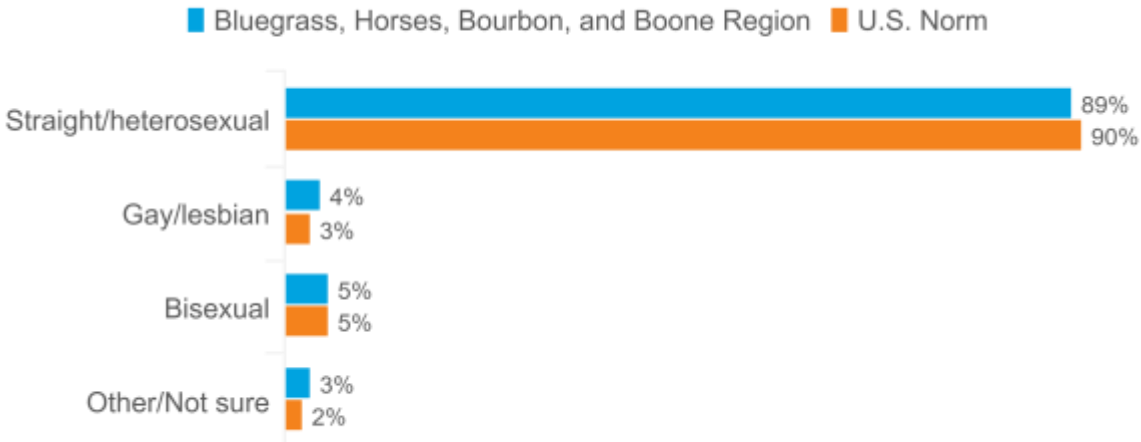
Gender



Marital Status



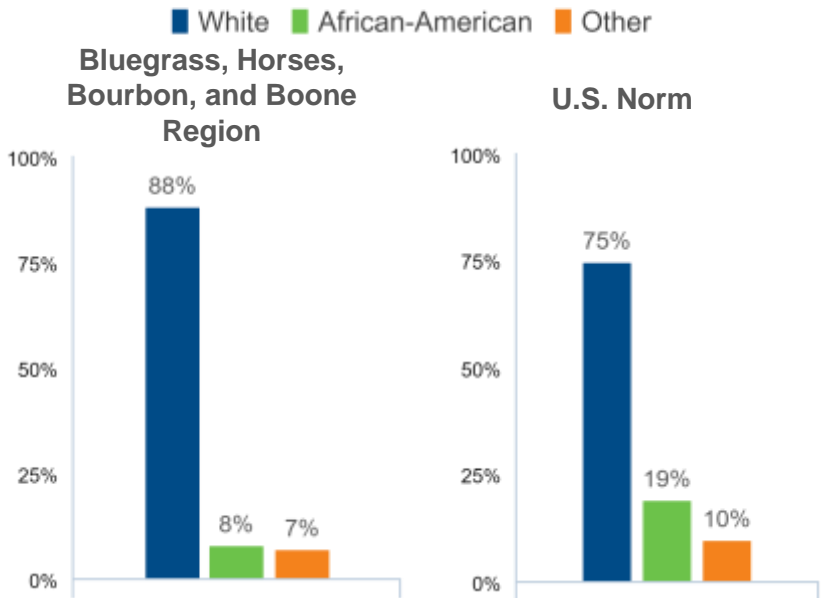
Sexual Orientation



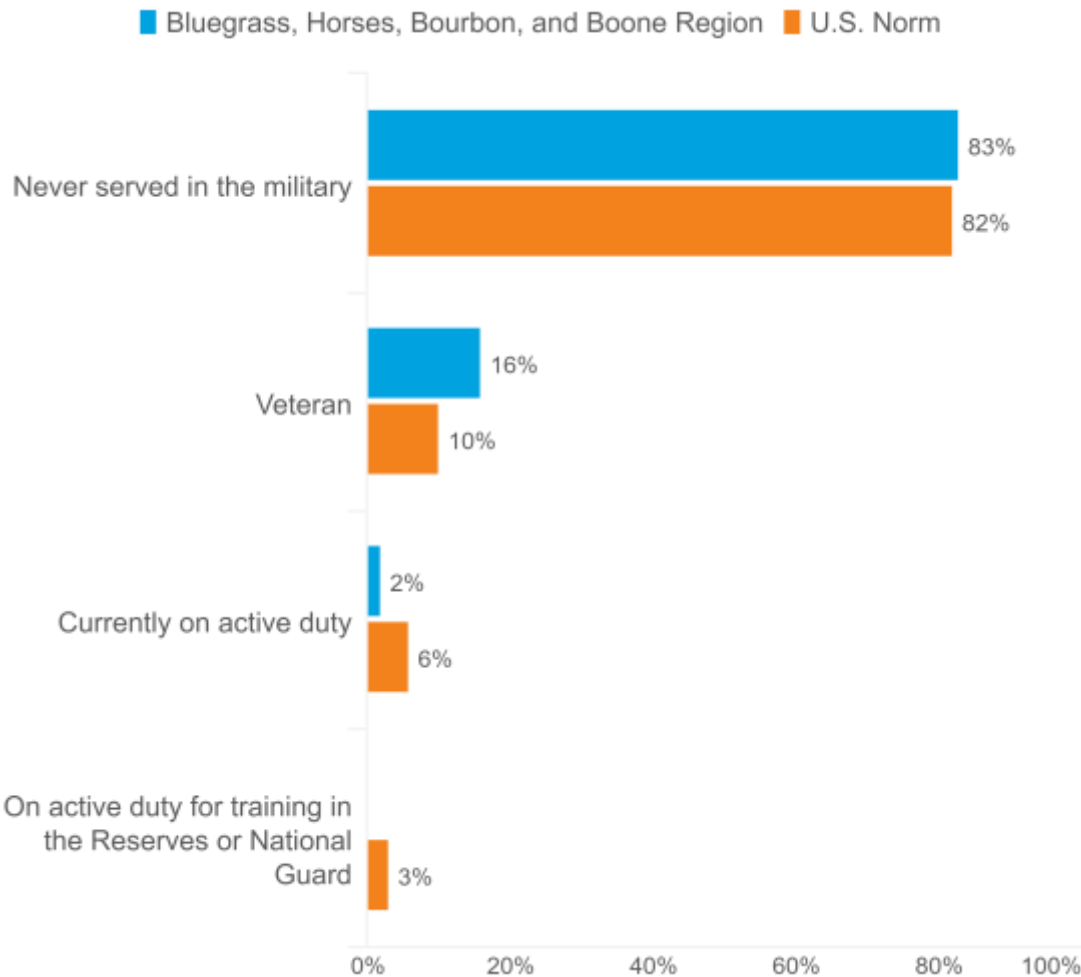
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2023/2024 Overnight Person-Trips

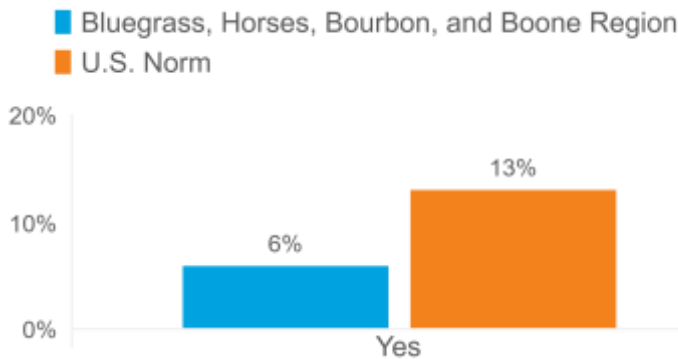
Race



Military Status



Hispanic Background

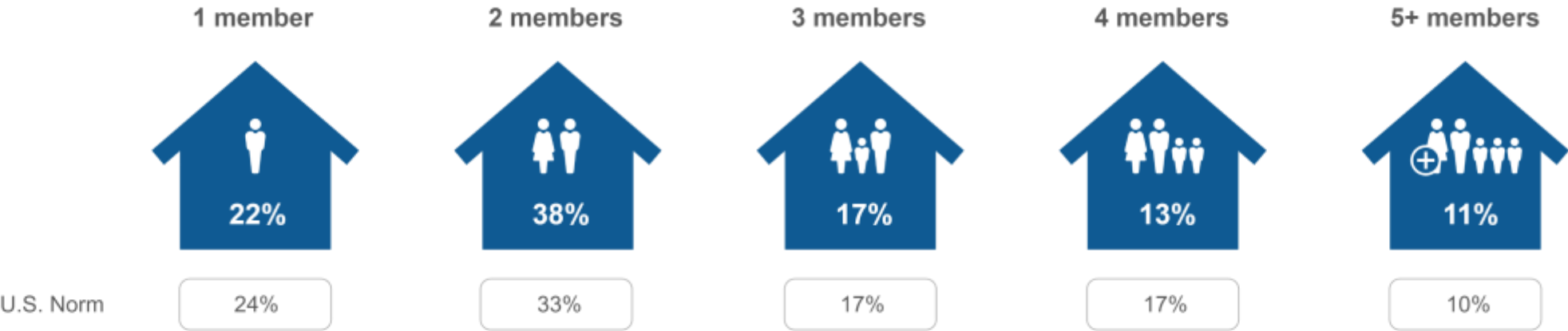


Question added in 2024, data is for 2024 only

Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2023/2024 Overnight Person-Trips

Household Size



Children in Household

