

Longwoods
INTERNATIONAL

Travel USA®

Year-Over-Year Kentucky Profile Report

2025



Who We Are

About Longwoods International



Established in 1978 as
a market research
consultancy

Headquartered in
Columbus, OH, and
Toronto, ON

Working with over 150
destinations and
brands

Specializing in tourism
market research since
1985

Longwoods
INTERNATIONAL

Travel USA®

Overnight Visitation Kentucky Profile Report

2025



Travel USA® Overview

Methodology

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Kentucky's base size for overnight trips in 2025:

2,985

This study yields a margin of error of $\pm 3\%$ at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Kentucky

	2025	2024
Kentucky	20%	19%
Ohio	11%	13%
Indiana	10%	8%
Tennessee	6%	7%
Florida	5%	4%



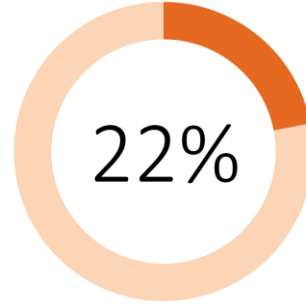
	2025	2024
Lexington, KY	8%	6%
Louisville, KY	7%	7%
Cincinnati, OH/KY	6%	7%
Indianapolis-Lafayette, IN	5%	4%
New York, NY	4%	4%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

20%



Travel Parties with Pets



Travel Parties
with Children

38%



Travel Party Composition

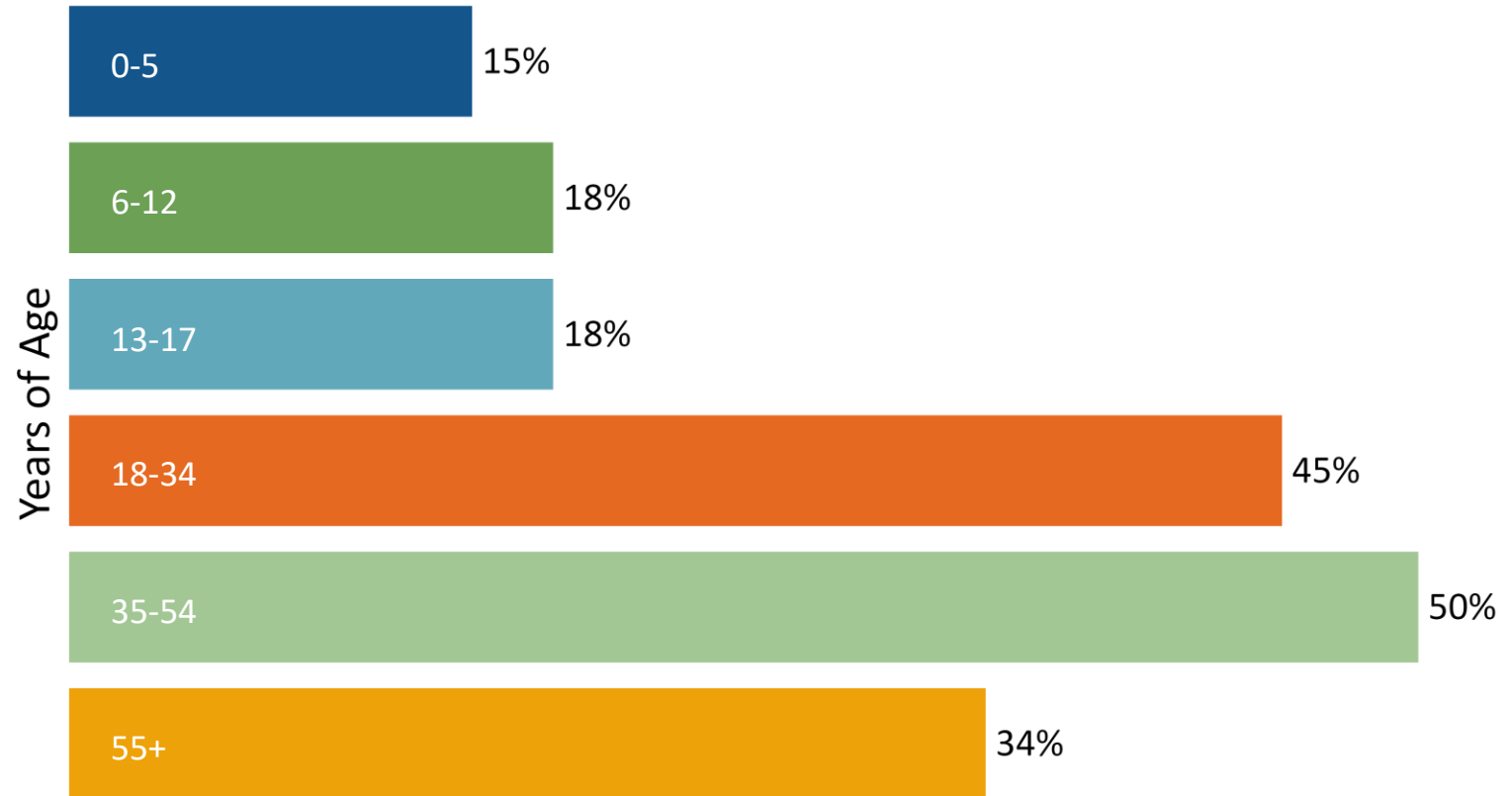
Travel Party Size & Age

Average Travel
Party Size

3.3



Travel Party Age



Travelers with Travel-Limiting Disabilities

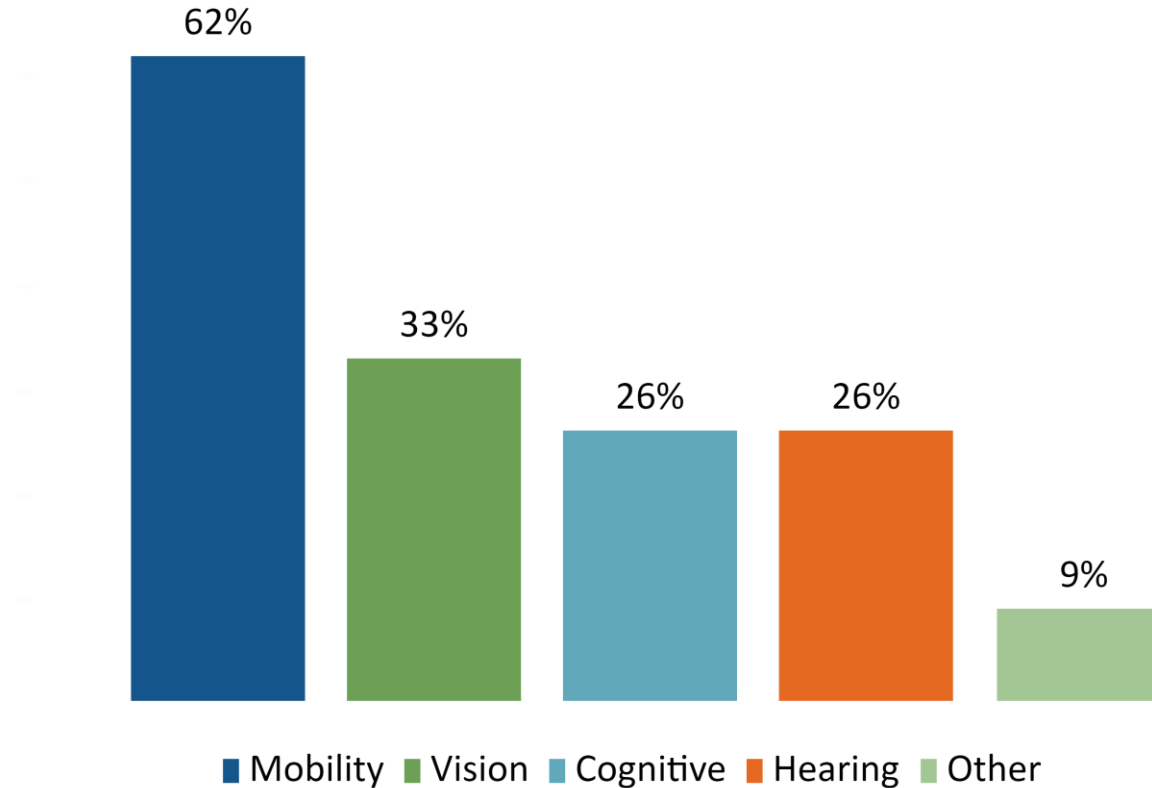
Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

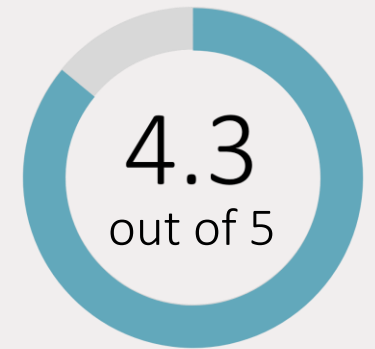
22%



-0.2% YOY



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

41%



-3.0% YOY

Visiting friends / relatives

12%



+0.4% YOY

Touring

10%



+1.7% YOY

Outdoors

8%



-0.6% YOY

Special event

6%



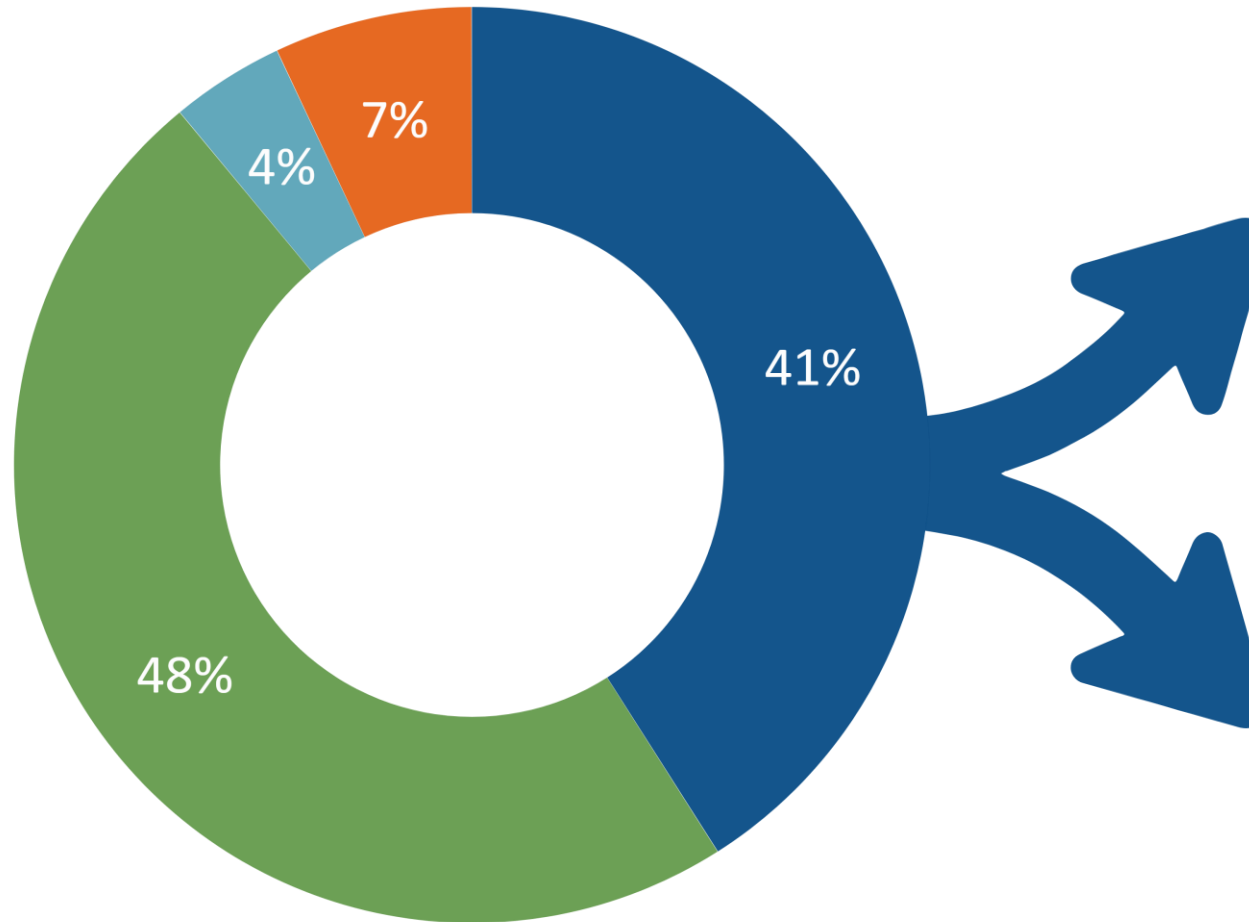
+0.7% YOY

City trip

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

- Visiting friends/relatives
- Marketable
- Business-leisure
- Business



88%

Visited Friends/Relatives Who
Live in Kentucky

12%

Met Friends/Relatives in
Kentucky Who Live Elsewhere

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

24%

Budget friendly traveler:
prioritizing affordability
and value for money

17%

Family traveler:
prioritizing activities and
accommodations
suitable for children

15%

Outdoor & adventure
seeker: drawn to
outdoor activities and
thrill-seeking

9%

Culture/heritage/history
seeker: seeking local
cultures, historical sites,
and engaging with local
traditions

7%

Luxury traveler: seeking
high-end experiences
and personalized
services

7%

Special event traveler:
traveling for music
festivals, sporting events,
or other major events

Pre-Trip

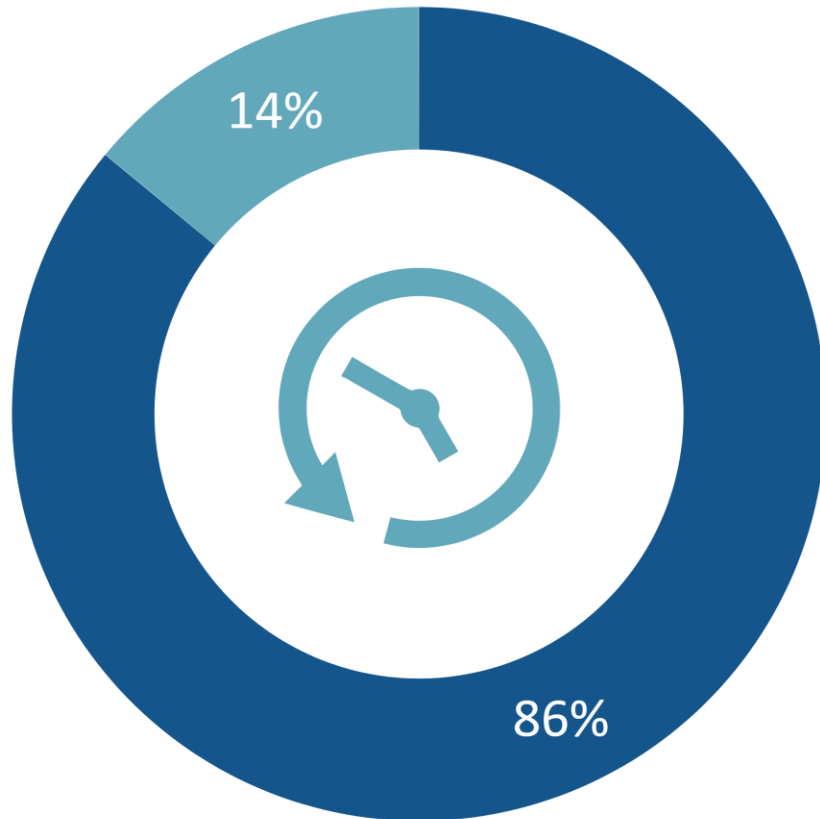
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

14%

▼ -2.7% YOY

2 months or
less

45%

▼ -1.6% YOY

3-5 months

20%

▲ +2.5% YOY

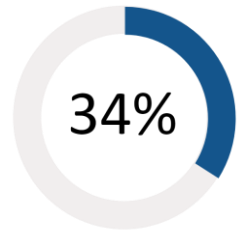
6 months or
more

21%

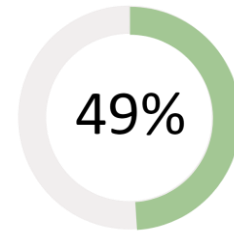
▲ +1.9% YOY

Sources of Trip Planning

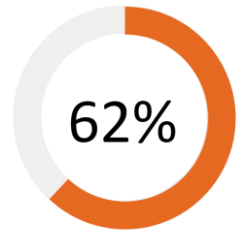
Share of Travelers Who Used Each Media Type for Trip Planning



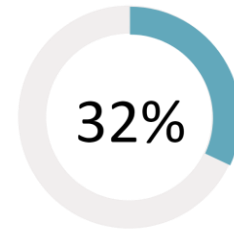
Print



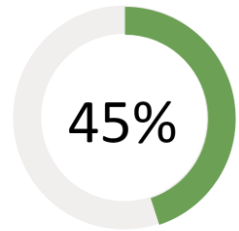
In-Person



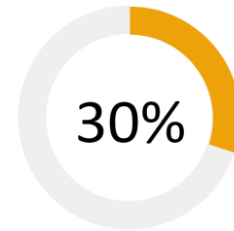
Online/Digital



TV/Video



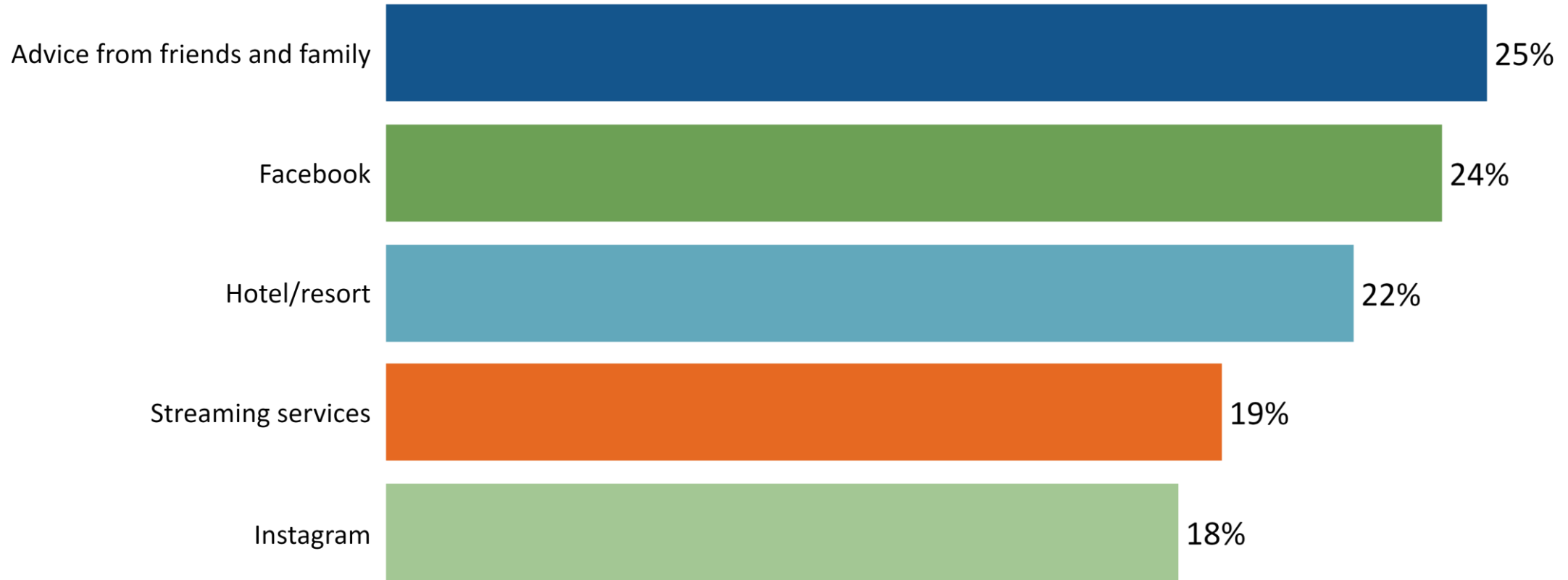
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

Trip Structure

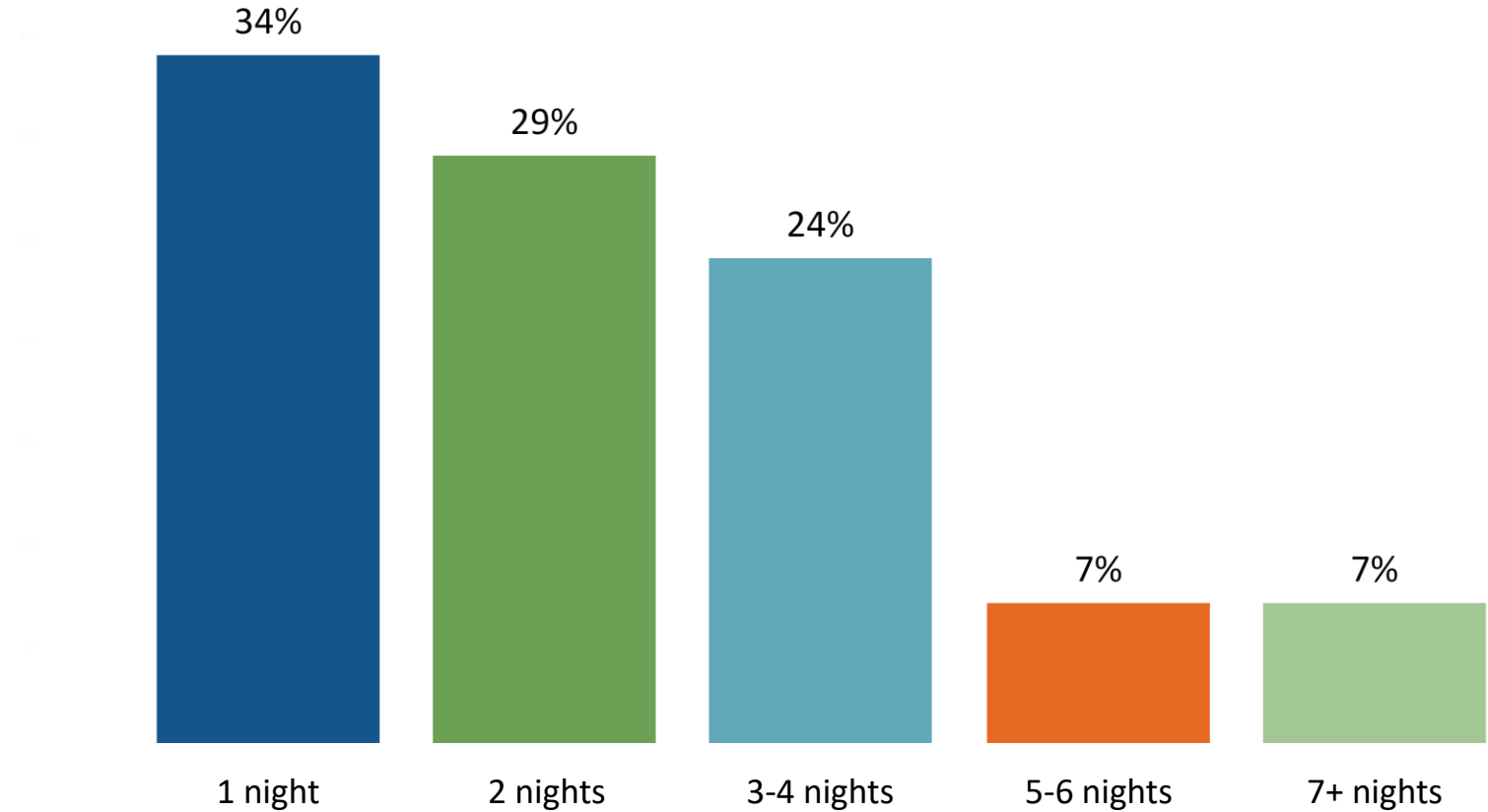
Trip Structure

Nights Spent in Kentucky

Average
Number of Nights

2.9

Previous Year: 2.8



Trip Structure

Share of Total Trip Spent in Kentucky

Average Number of
Nights Spent in Kentucky

2.9

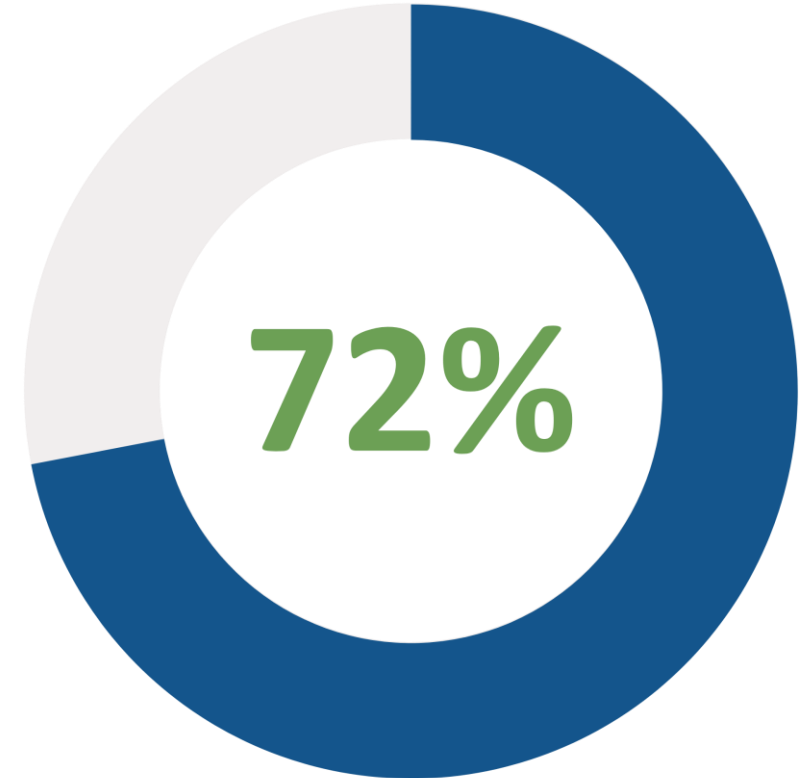
Average Number of
Total Trip Nights

4.0

=

*Accounts for trip nights that
Kentucky travelers spent in other
destinations.*

Share of Total Trip Spent in
Kentucky

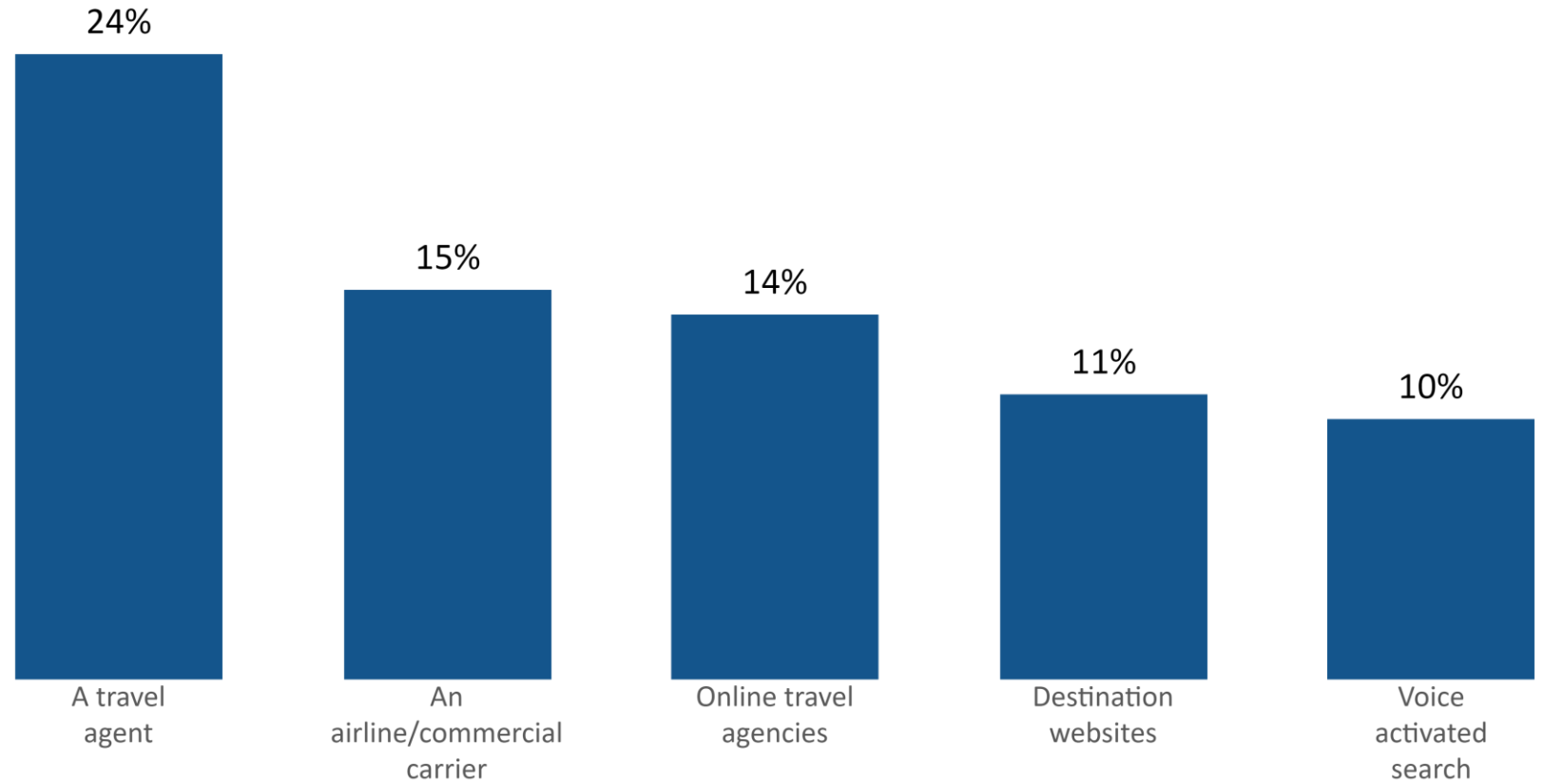


During Trip

Transportation & Accommodations

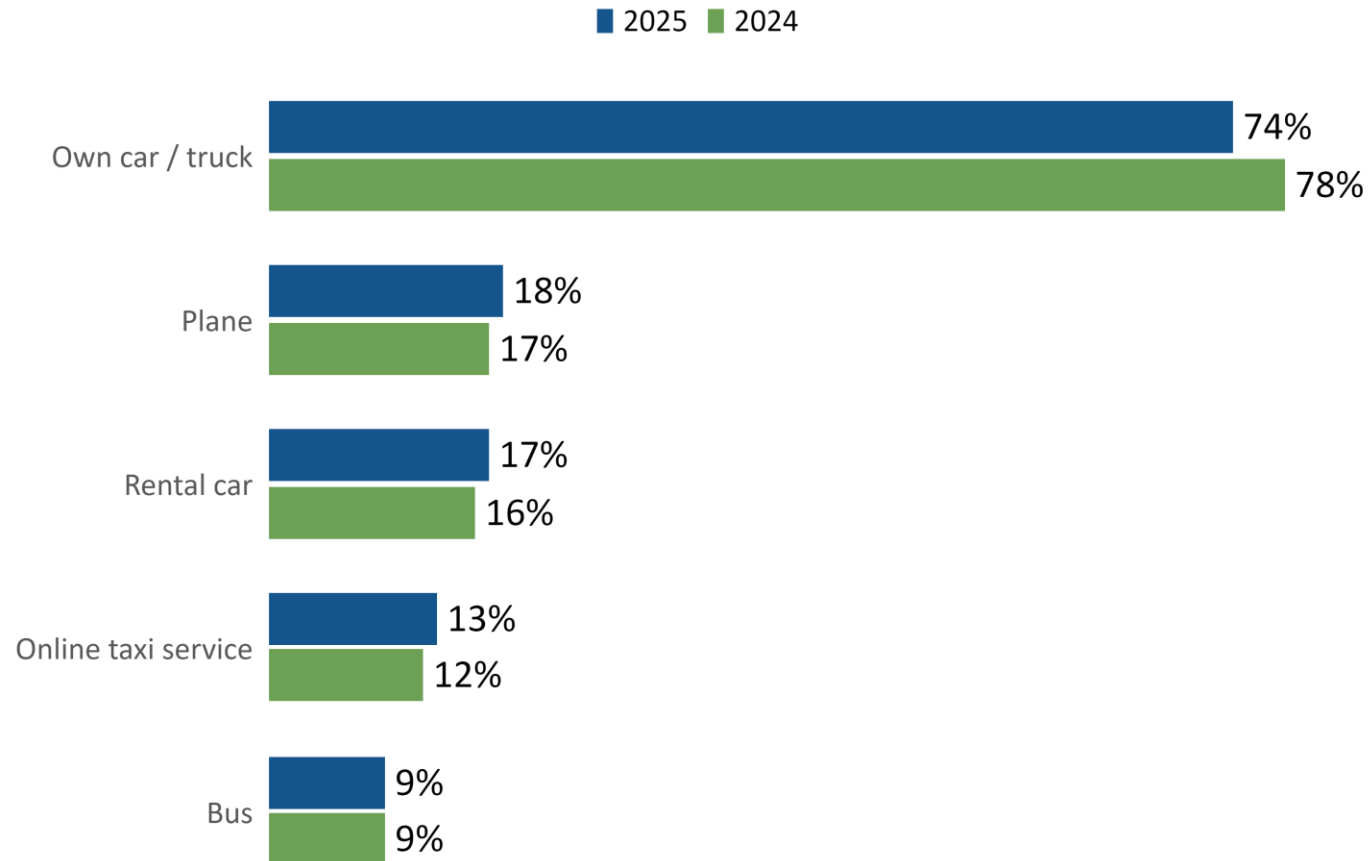
Booking: Transportation

Top Booking Sources for Transportation



Transportation to Destination

Top Modes of Transportation Used by Travelers to Get to Kentucky



Vehicle Type

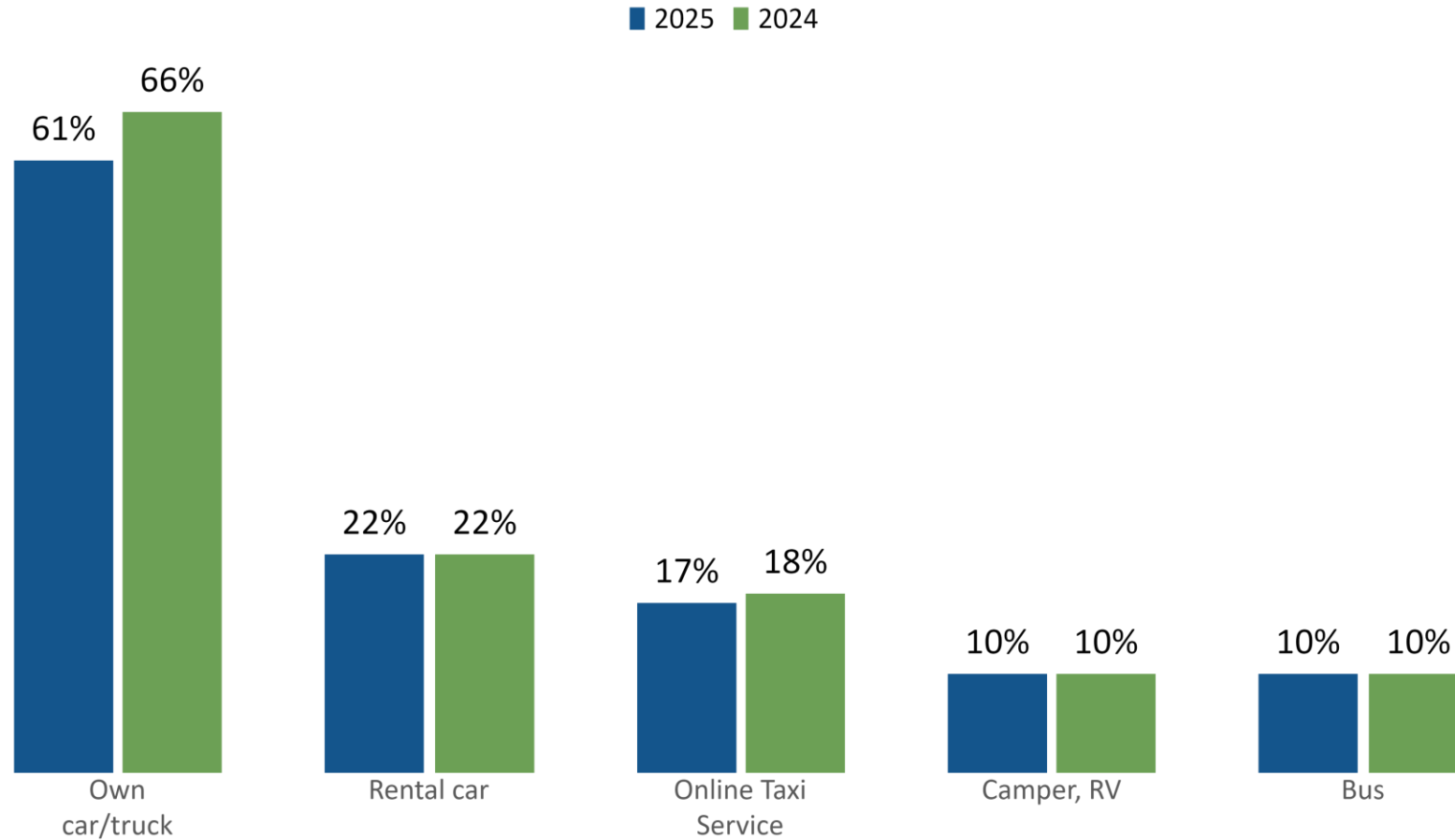
Gasoline/diesel	83%	▼	-3.1% YOY
Hybrid	12%	▲	+1.7% YOY
Electric	10%	▲	+2.1% YOY
Plug-in-hybrid	7%	▲	+2.4% YOY

Vehicle type is only asked of travelers who selected 'rental car' or their 'own car/truck' as a mode of transportation to the destination.

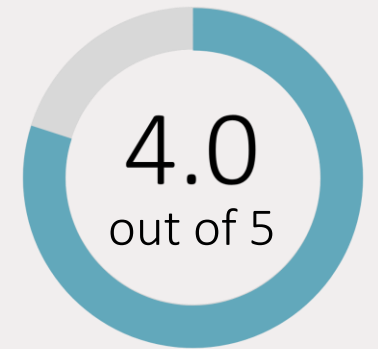
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Kentucky



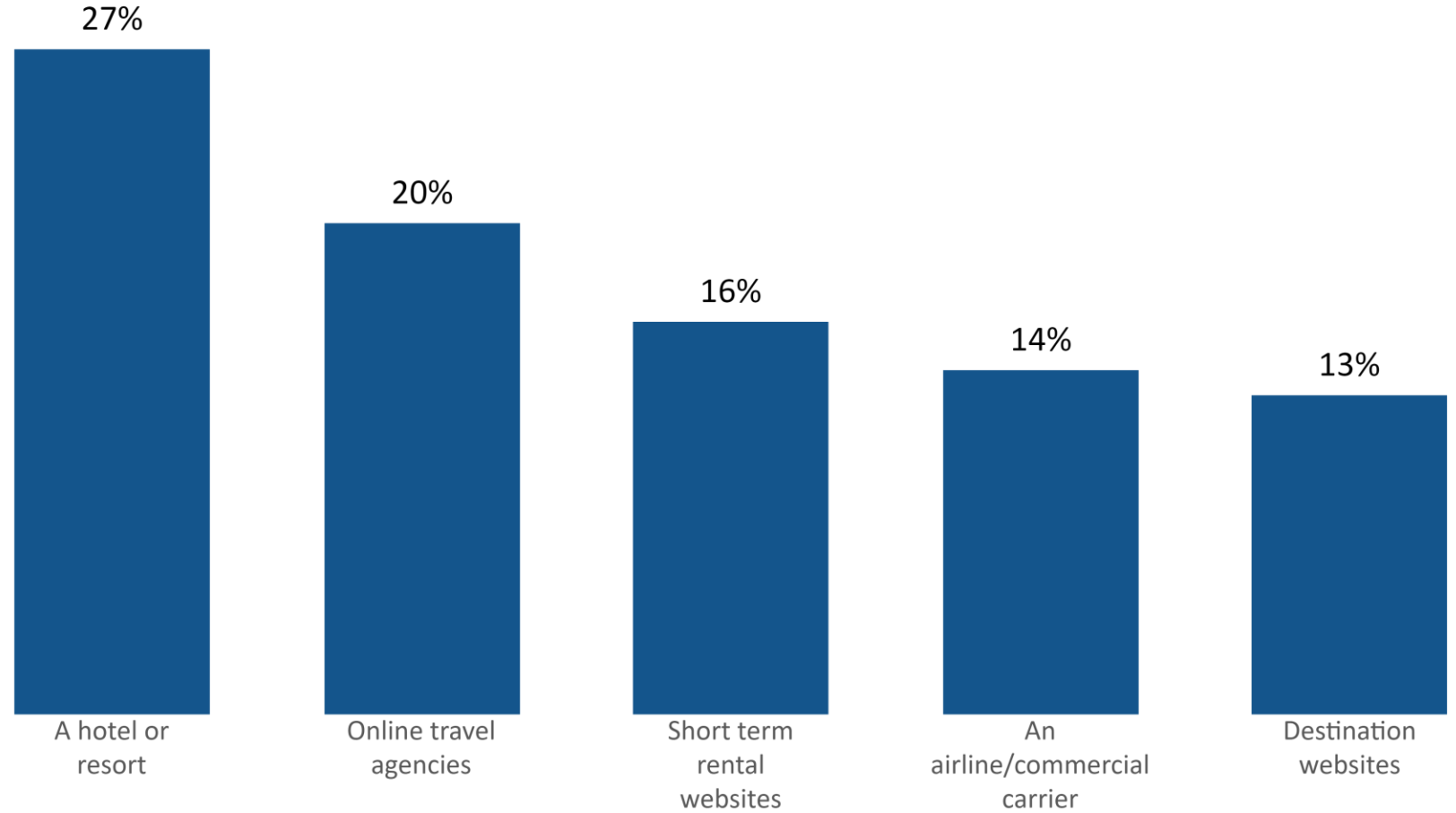
Public
Transportation



Average Satisfaction Rating

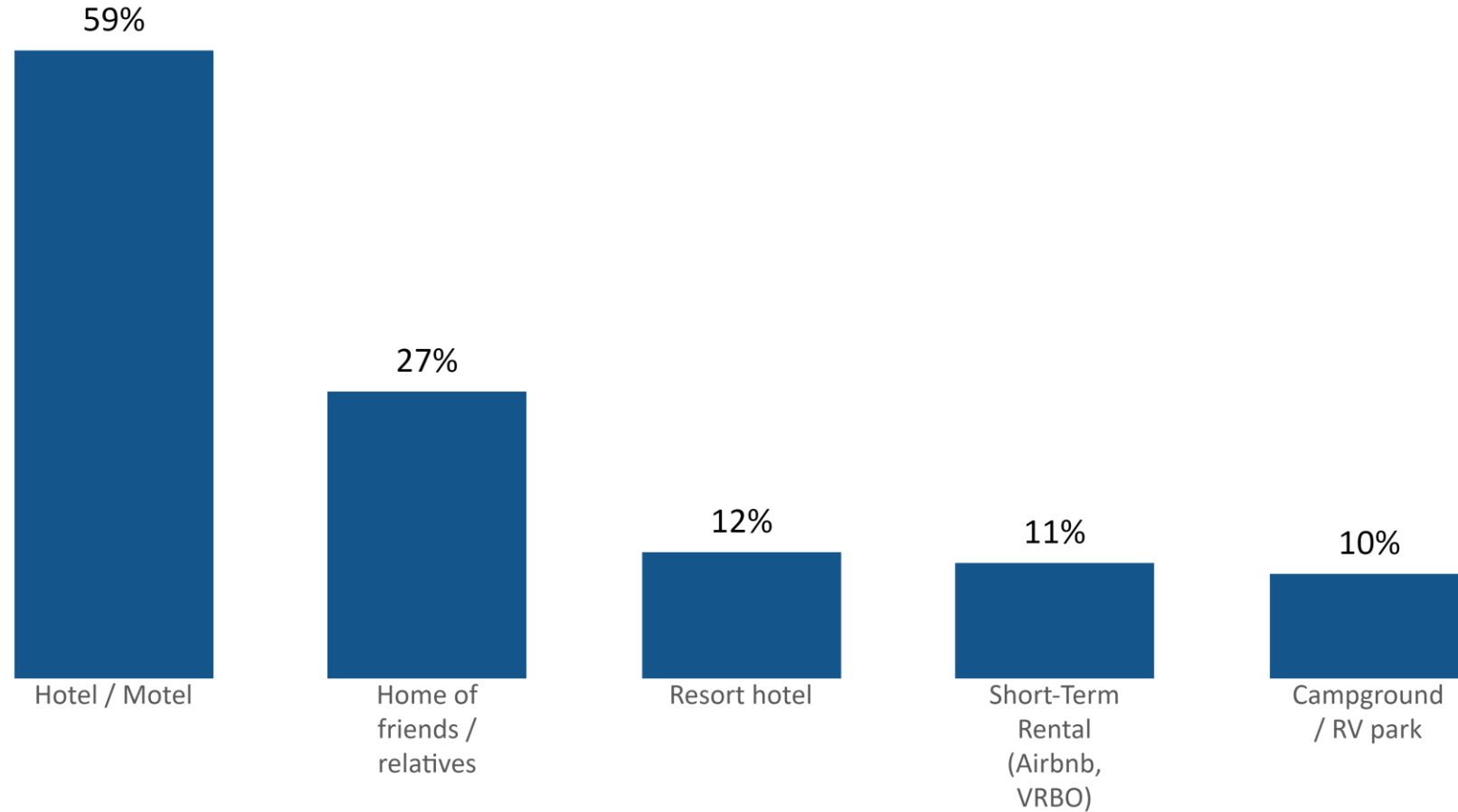
Booking: Accommodations

Top Booking Sources for Accommodations

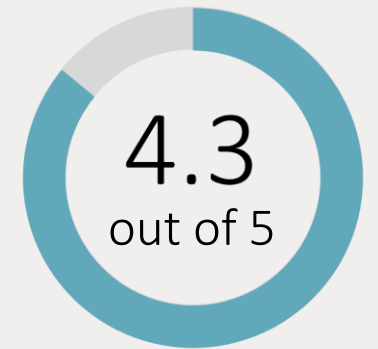


Accommodations

Top Accommodation Types for Kentucky Travelers



Quality of Accommodations



Average Satisfaction Rating

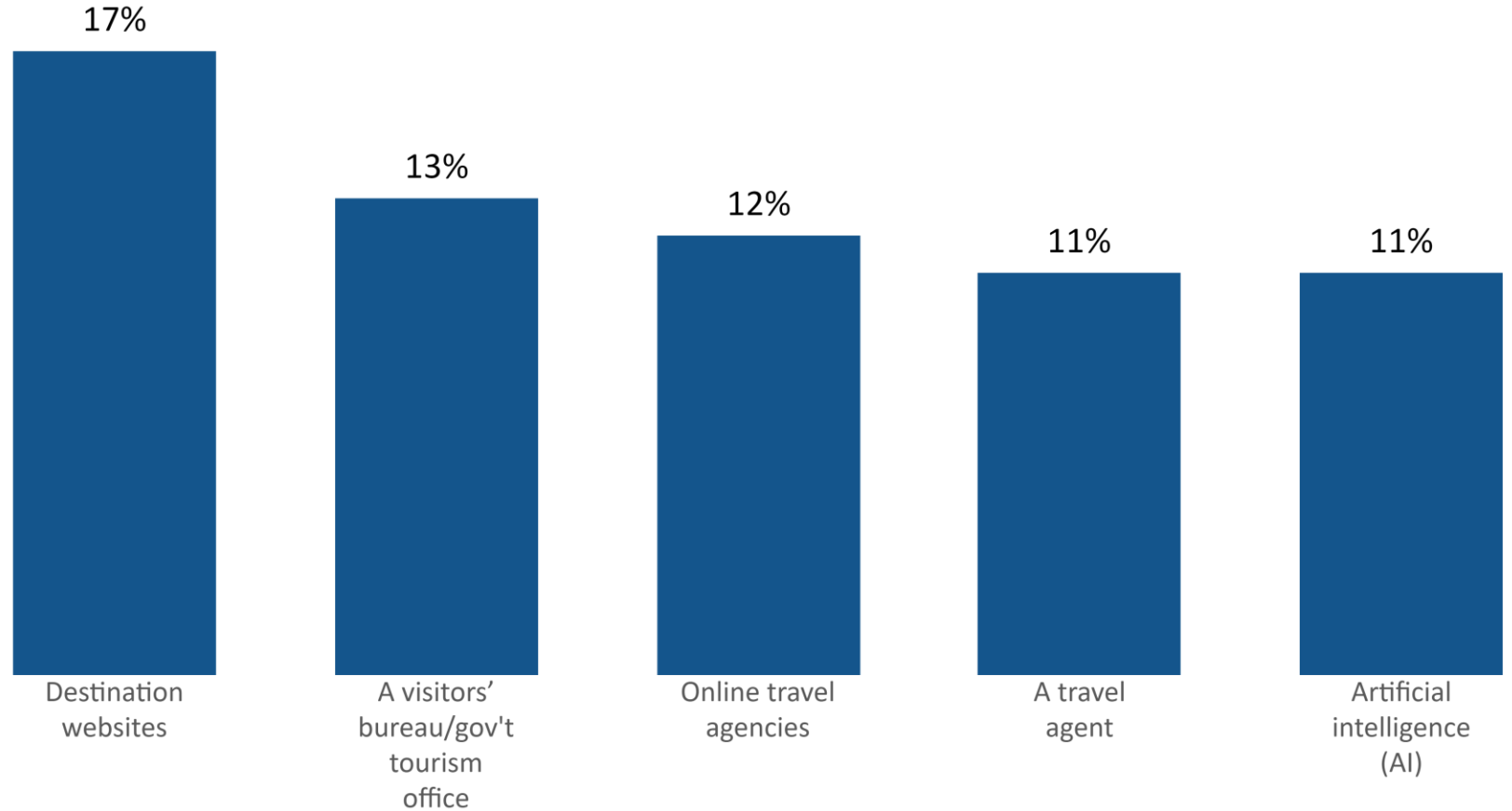
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



See Reference Guide for a full list of booking sources.

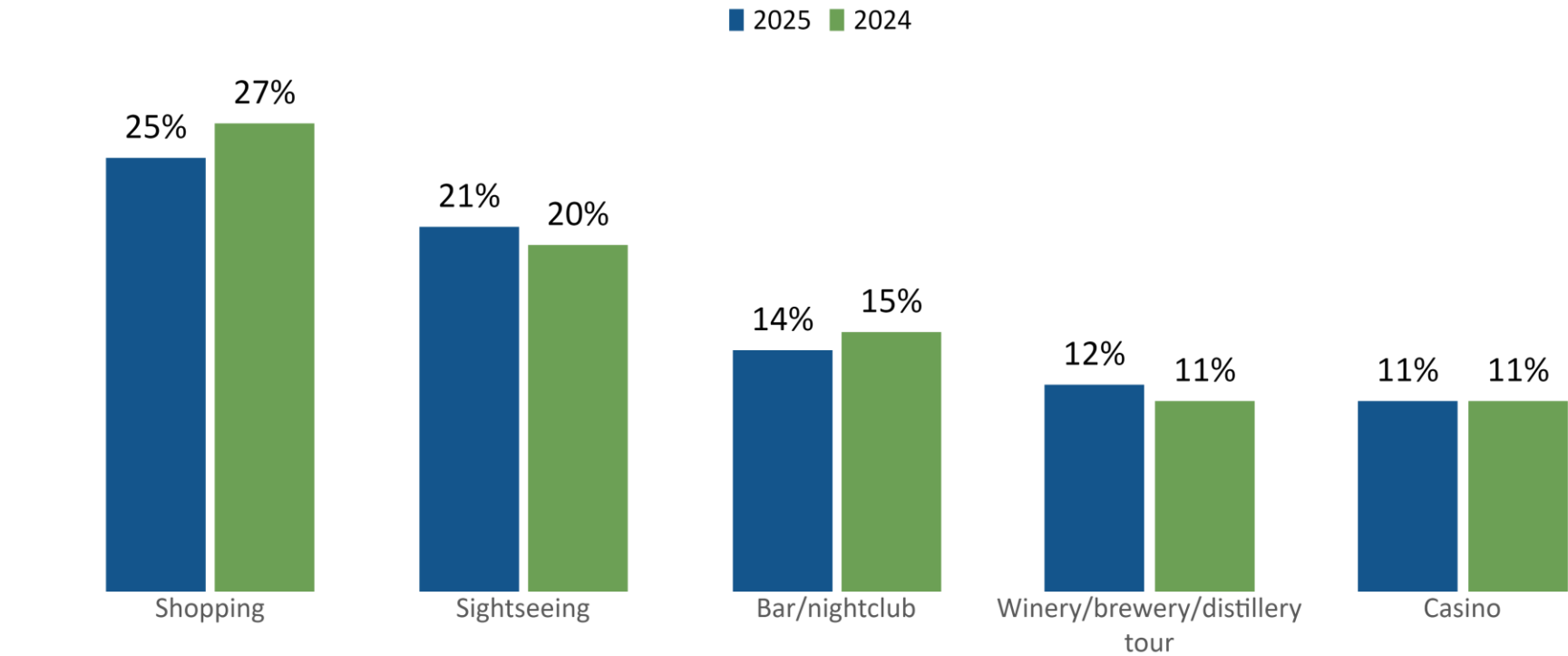
Entertainment Activities

Top Entertainment Activities for Kentucky Travelers

62%

Participated in Entertainment Activities During Their Trip

Previous Year: 62%



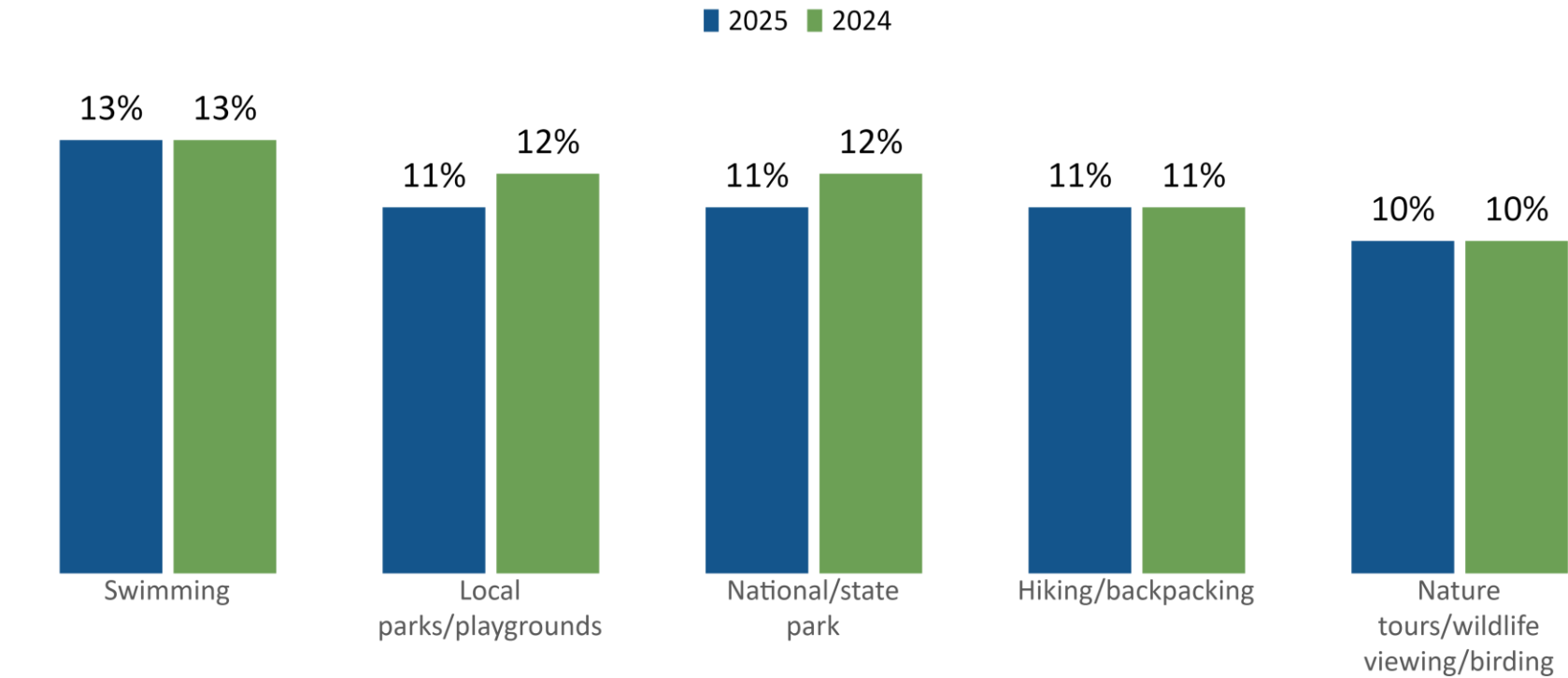
Recreational Activities

Top Recreational Activities for Kentucky Travelers

54%

Participated in
Recreational
Activities
During Their Trip

Previous Year: 53%



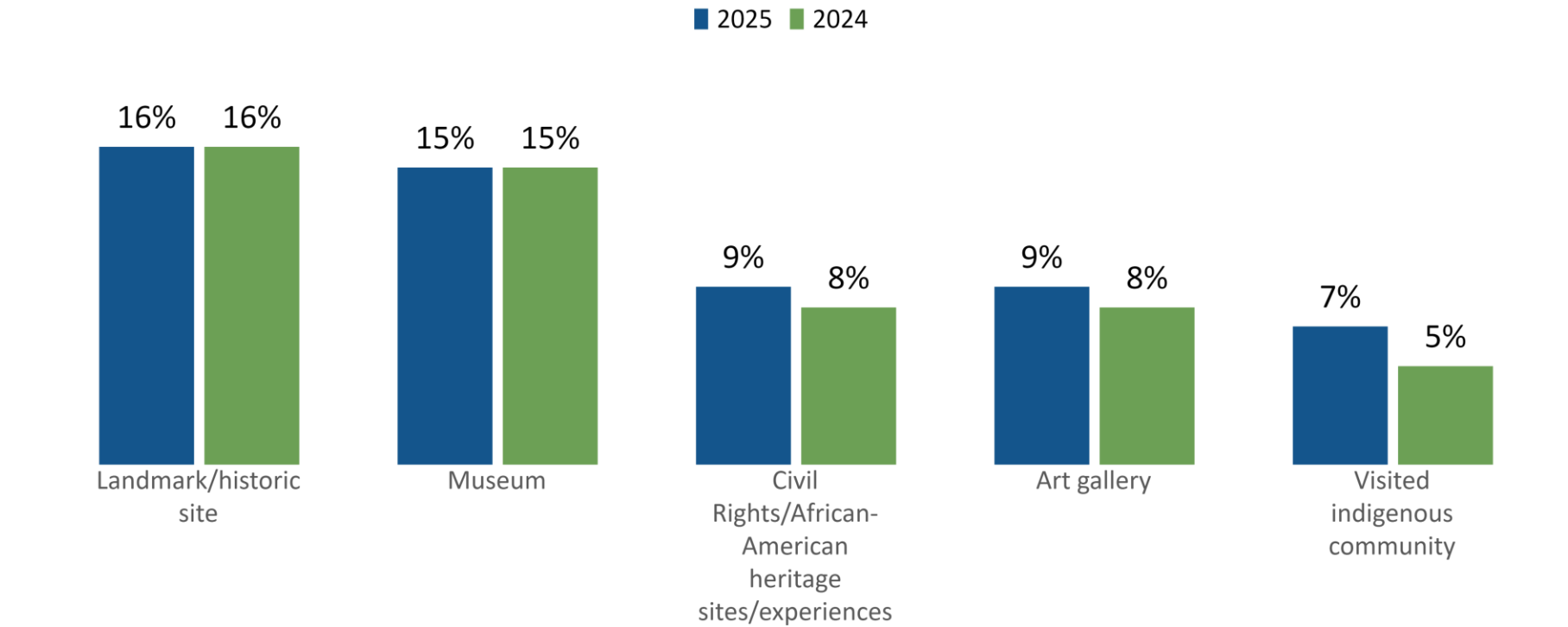
Cultural Activities

Top Cultural Activities for Kentucky Travelers

38%

Participated in Cultural Activities During Their Trip

Previous Year: 36%



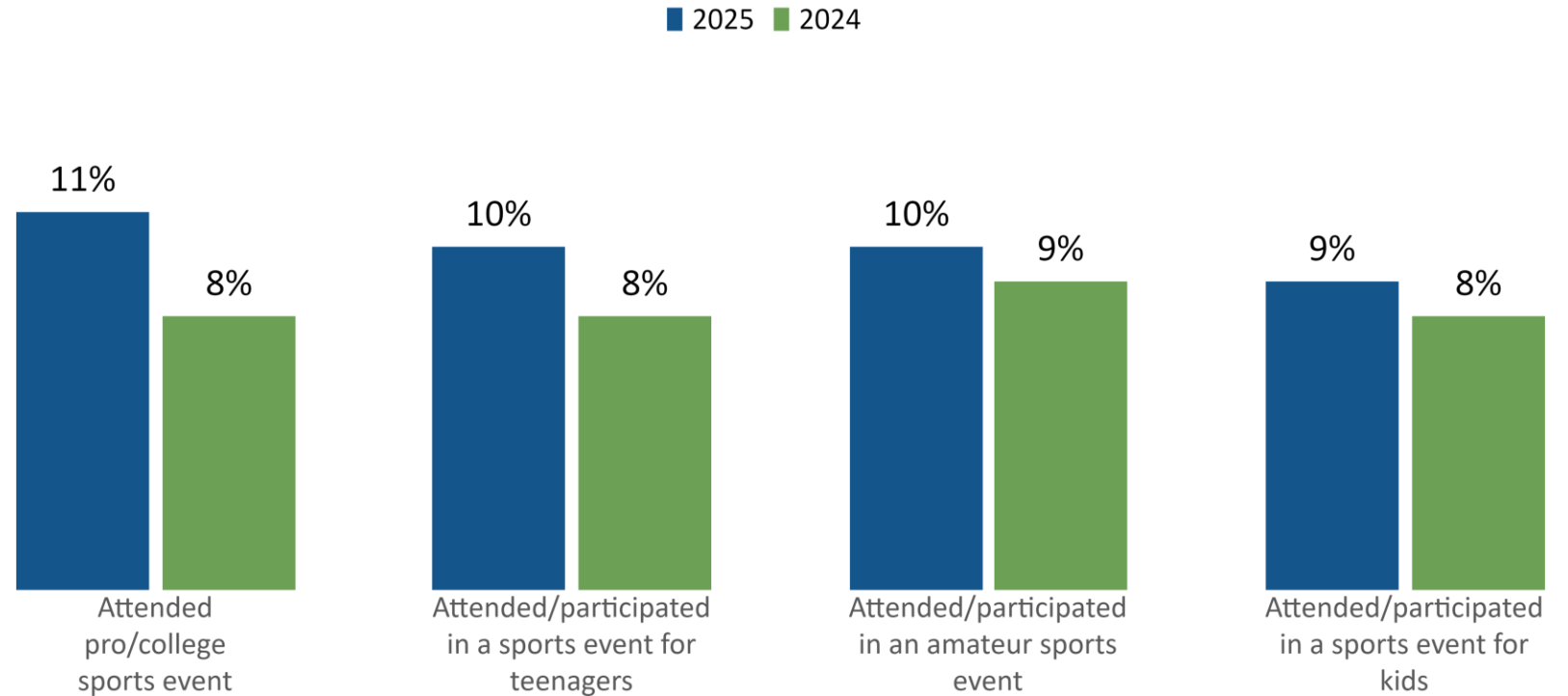
Sporting Events

Top Sporting Events for Kentucky Travelers

28%

Participated in
Sporting
Events
During Their Trip

Previous Year: 23%



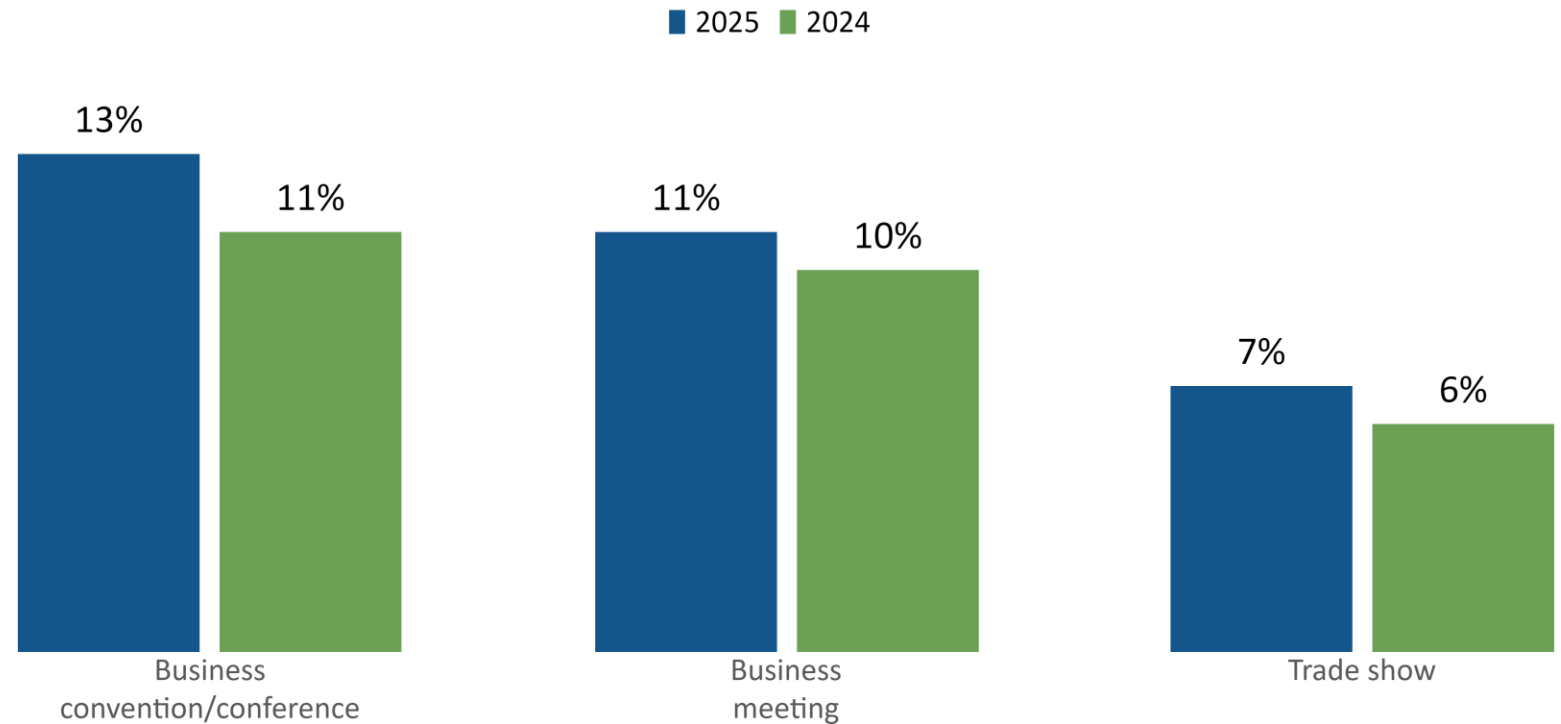
Business Activities

Top Business Activities for Kentucky Travelers

24%

Participated in
Business
Activities
During Their Trip

Previous Year: 21%



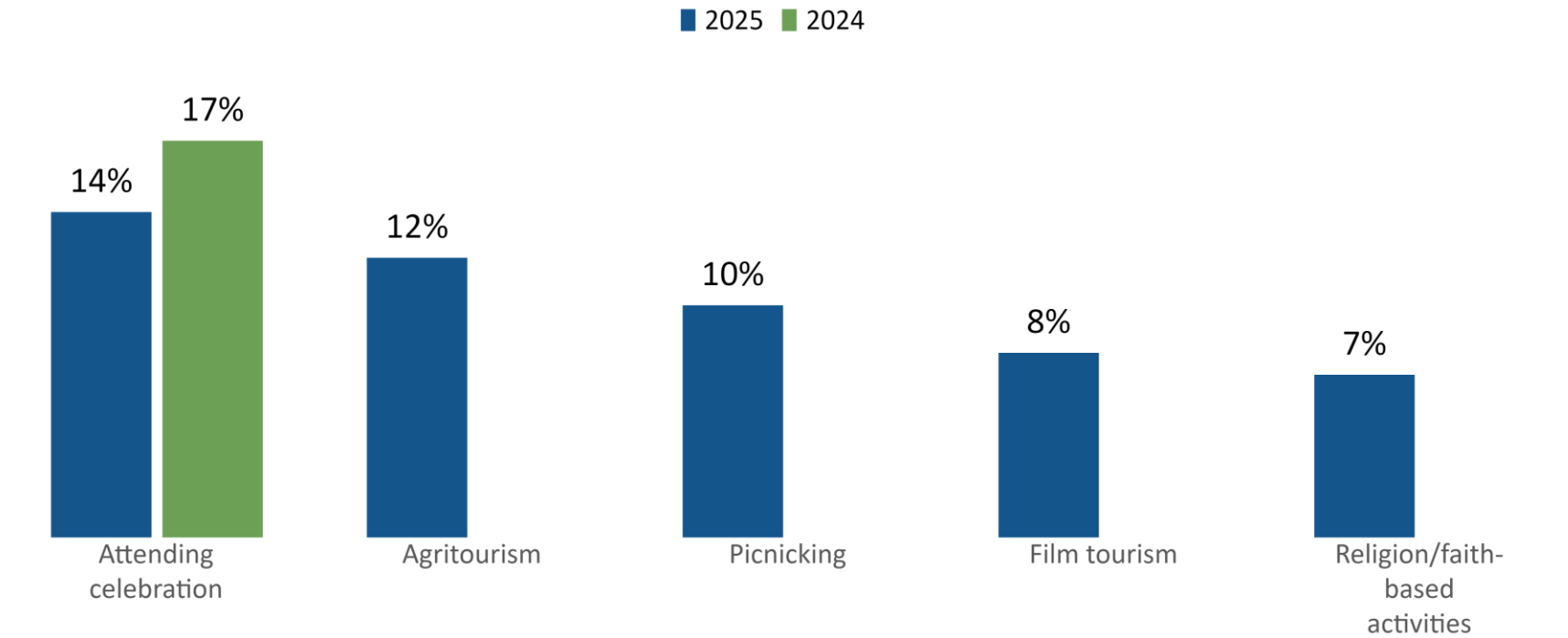
Other Activities

Top Other Activities for Kentucky Travelers

47%

Participated in
Other
Activities
During Their Trip

Previous Year: 36%

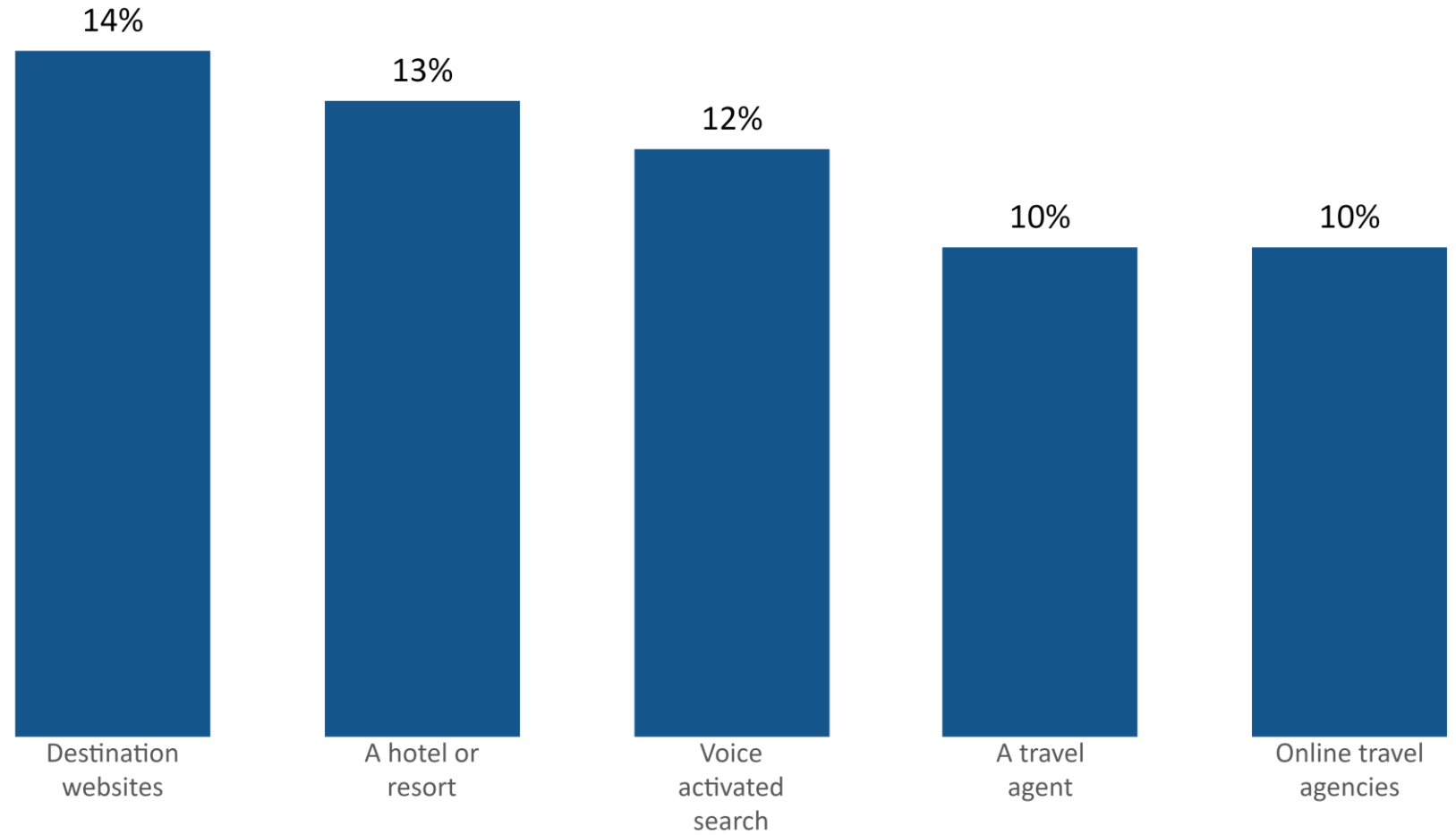


*Chart includes new response option for 2025; 2024 data unavailable



Booking: Dining

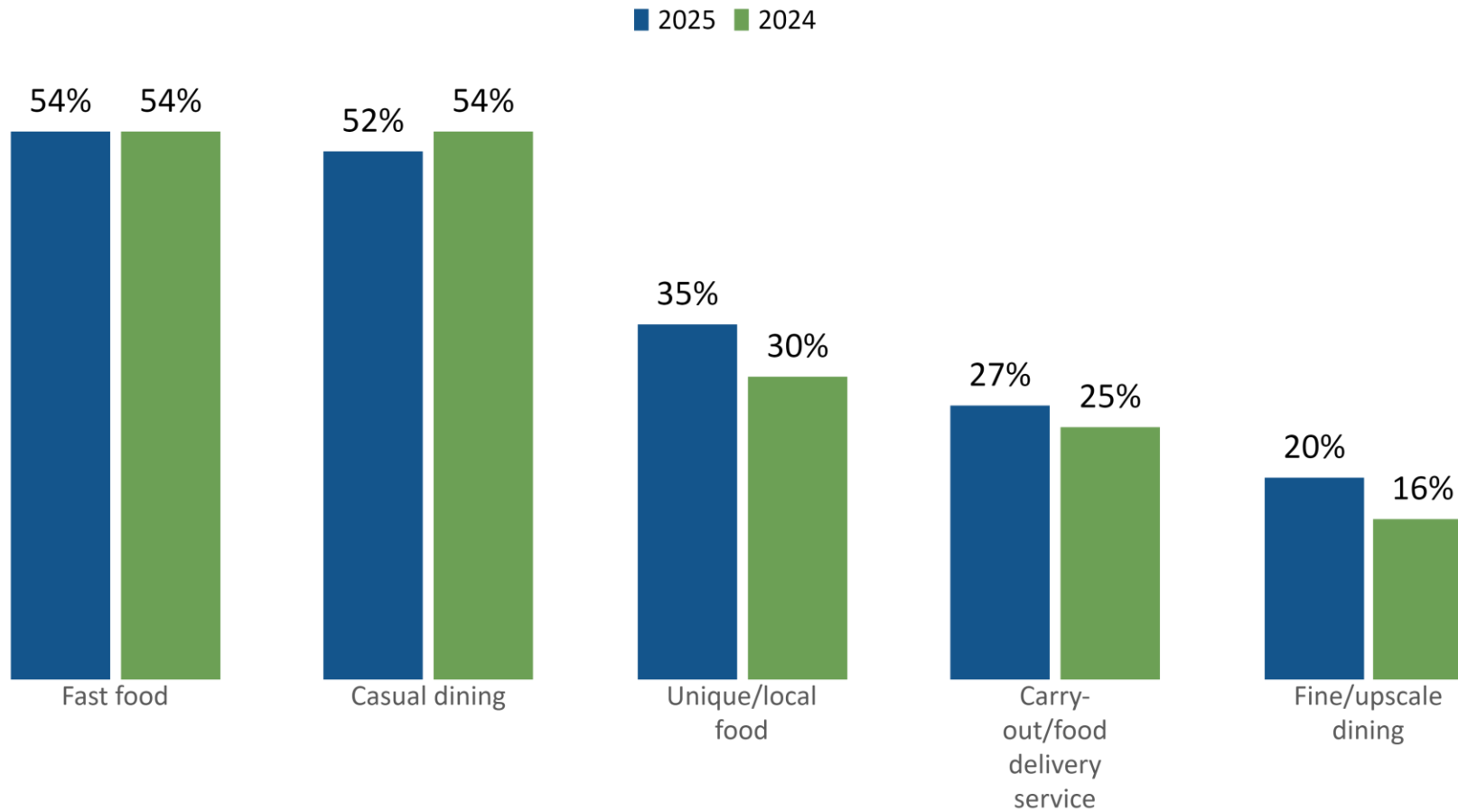
Top Booking Sources for Dining



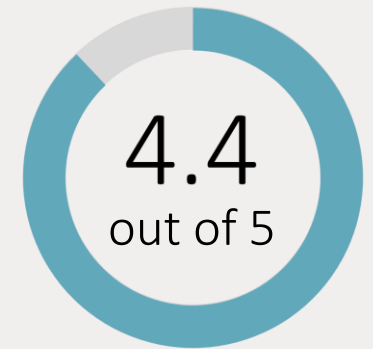
See Reference Guide for a full list of booking sources.

Dining

Top Dining Categories for Kentucky Travelers



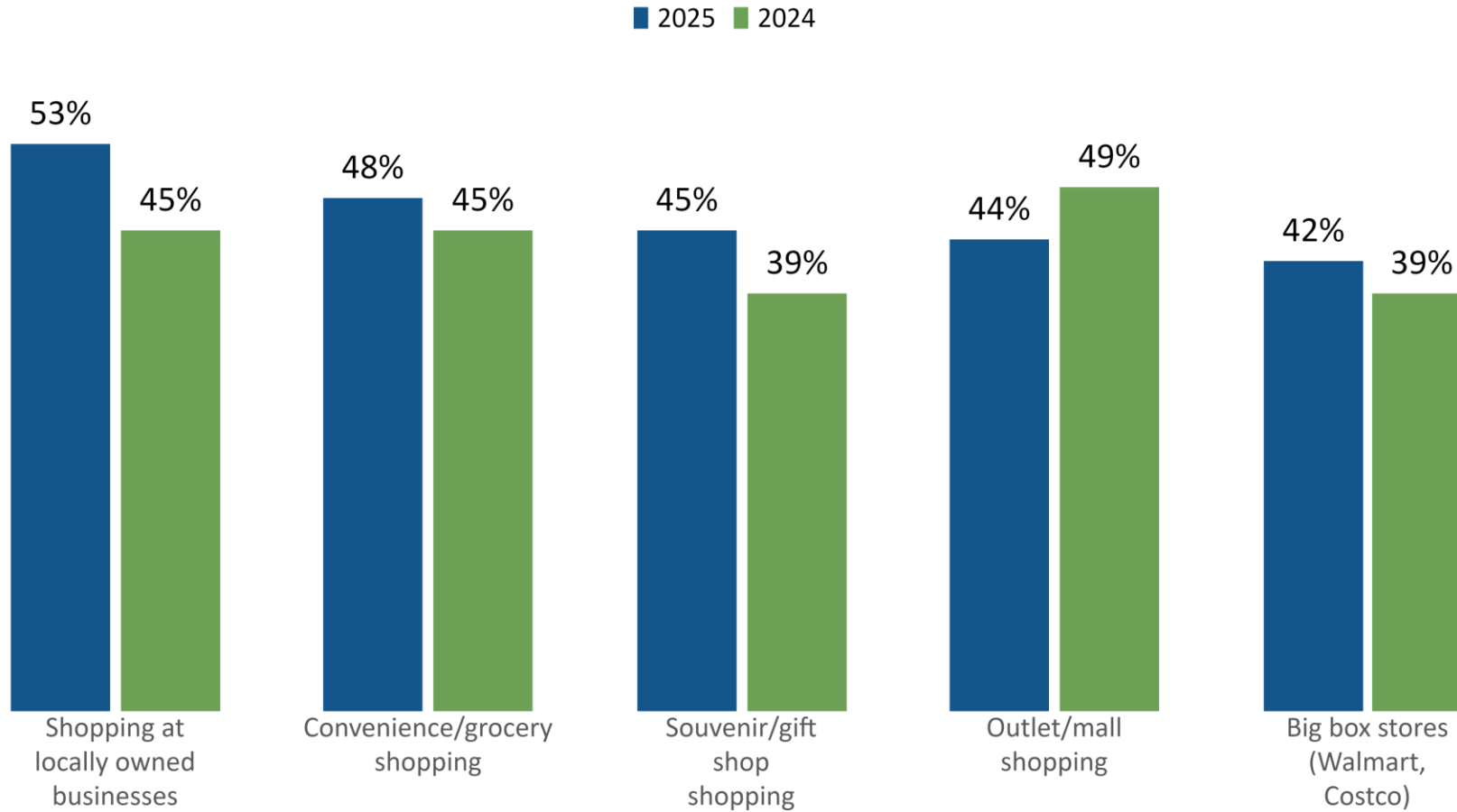
Quality of Food



Average Satisfaction Rating

Shopping

Top Shopping Categories for Kentucky Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Kentucky.

Post-Trip

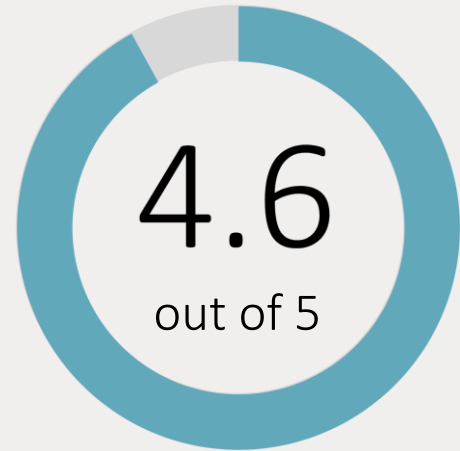
Traveler Satisfaction & Retention



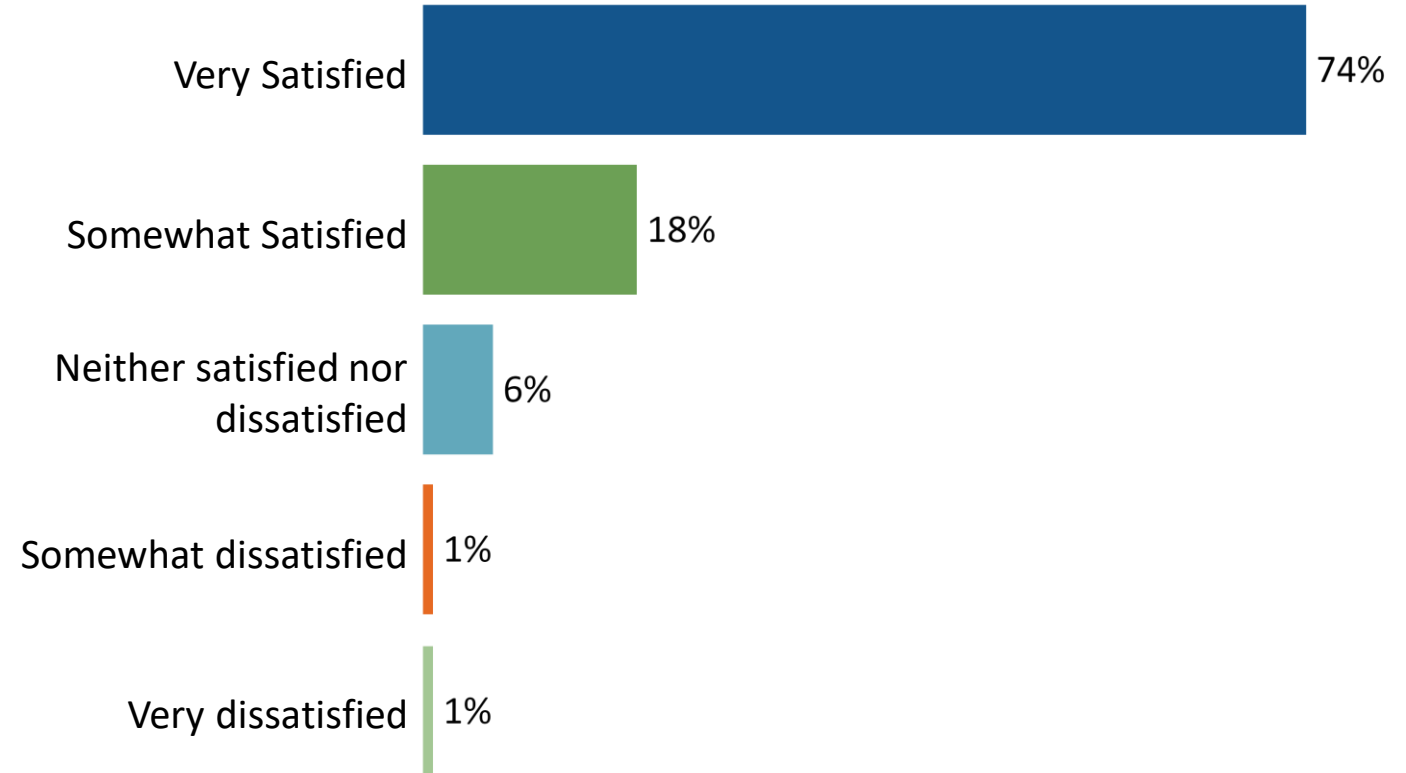
Satisfaction with Overall Trip

How Overnight Visitors Rated Their Kentucky Experience

Average Satisfaction Rating



Previous Year: 4.6



Additional Satisfaction Indicators

Key Components of the Kentucky Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



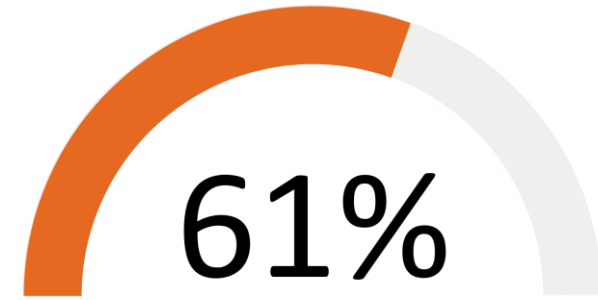
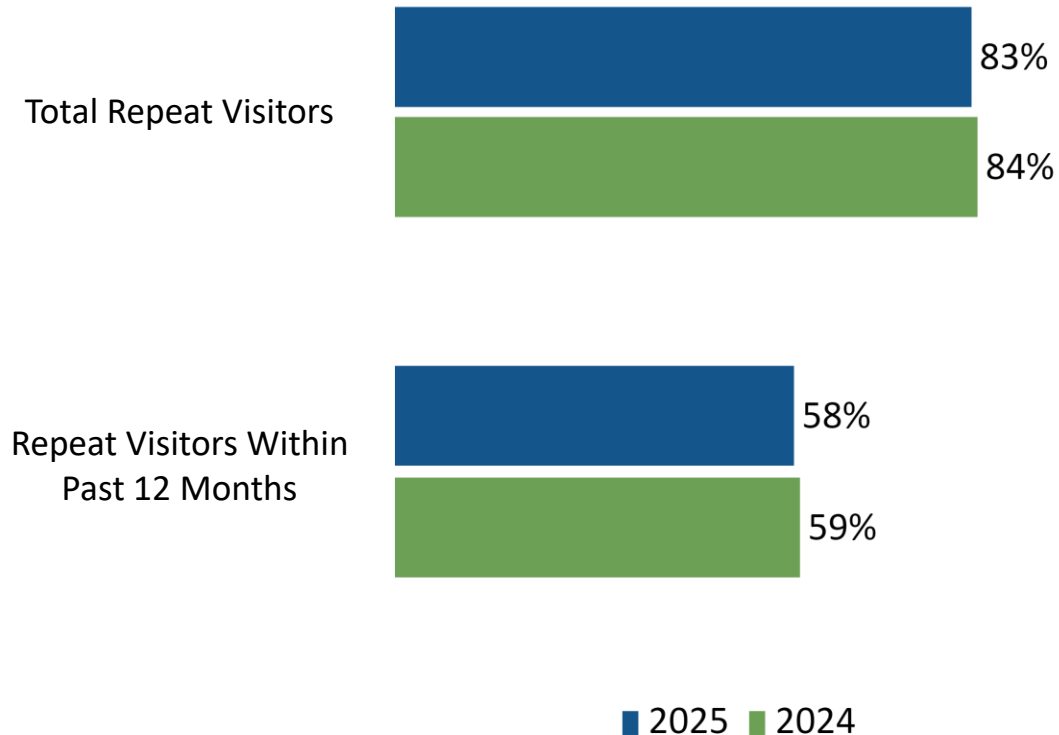
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Kentucky

Past Visitation



Selected That They Were
'Very Likely' to Return to
Kentucky

*Repeat visitation is the strongest
predictor of future travel.*

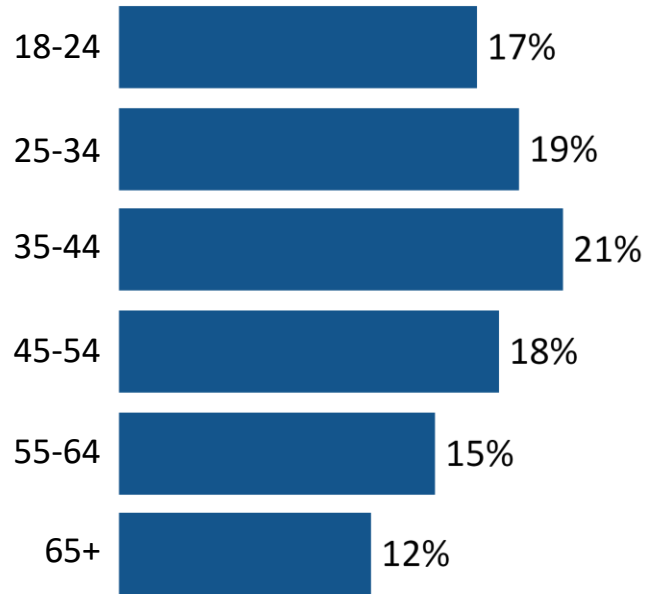
Respondent Demographics



Age, Gender, & Household Income

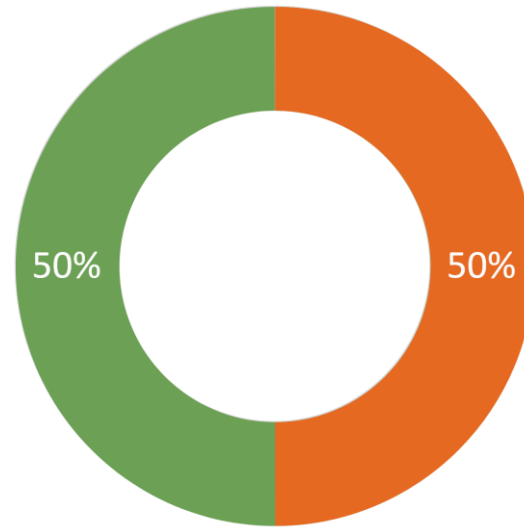
Respondent Demographics for Kentucky

Age



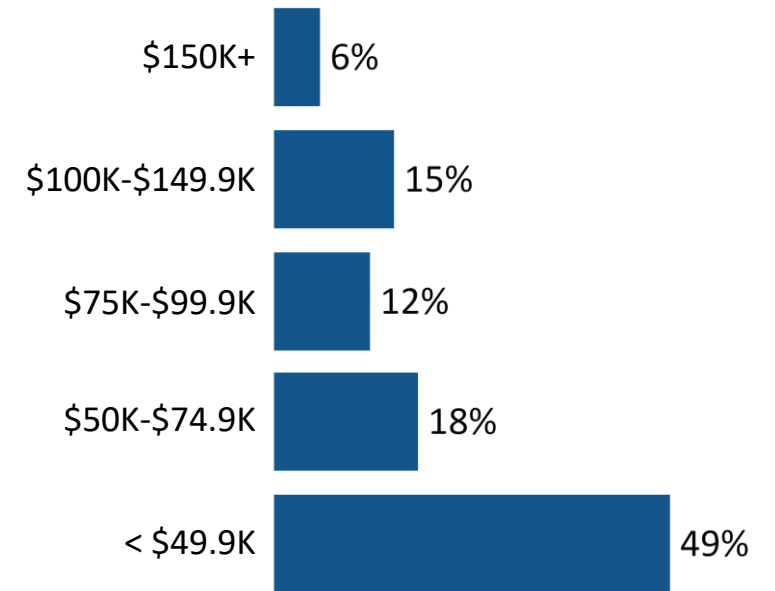
Average Age: 42.8

Gender



Female Male

Household Income

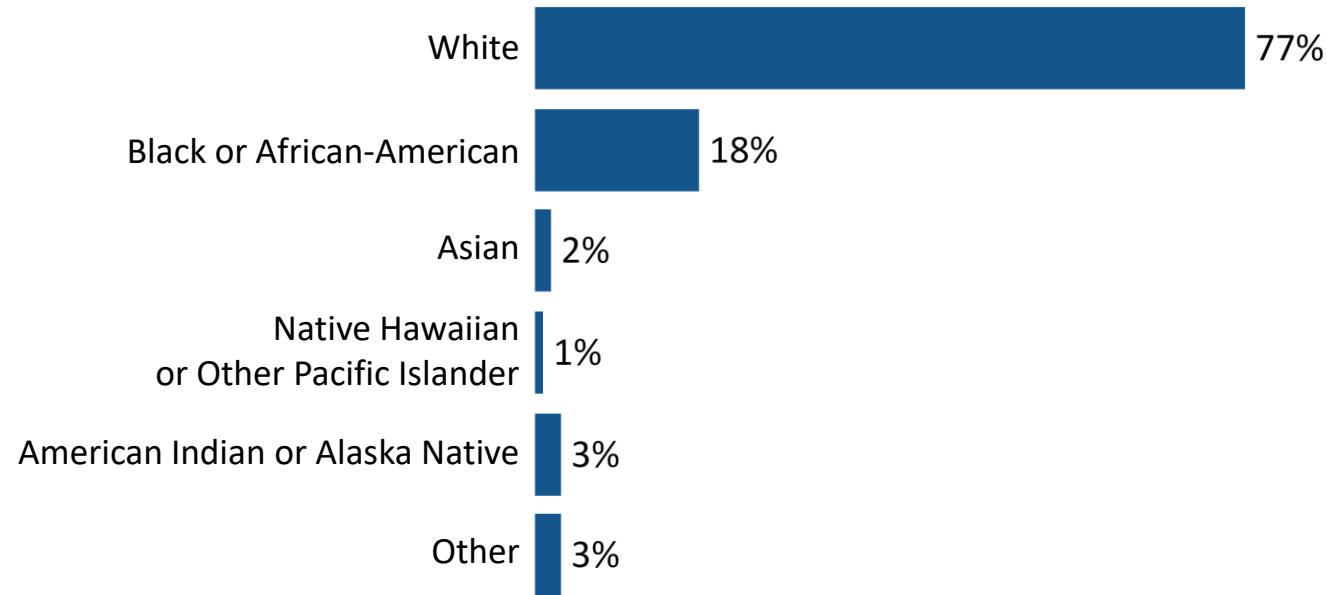


Average Income: \$66.2K

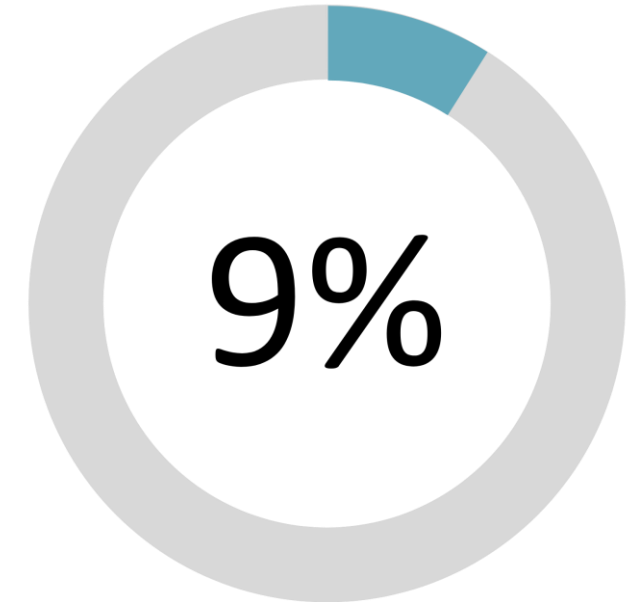
Race & Hispanic Background

Respondent Demographics for Kentucky

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Additional Demographics

Respondent Demographics for Kentucky

Employment

56% full-time / self-employed

11% part-time

33% retired / not employed / other

Marital Status

51% married / living with a partner

31% single / never married

18% divorced / widowed / separated

Military Status*

82% never served in the military

10% veteran

7% currently on active duty

4% on active duty for training

Education

33% high school diploma or less / other

21% attended some college

31% associate's or bachelor's degree

14% graduate or professional degree

Sexual Orientation

88% straight

4% gay / lesbian

6% bisexual

2% other / not sure

Household Size

22% 1 member

32% 2 members

18% 3 members

15% 4 members

13% 5+ members

* Multi-select to include status for all household members

Longwoods
INTERNATIONAL

Travel USA®

Day Visitation Kentucky Profile Report

2025



Travel USA® Overview

Methodology

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.

Each quarter, Longwoods International invites a random, projectable sample of adult members (age 18+) from a major U.S. consumer panel to participate in the Travel USA® survey. Respondents are selected to ensure representativeness of the U.S. adult population.

For analysis, data were weighted on key demographic variables to adjust for any differences between the sample and U.S. population targets derived from the 2020 Census.

Kentucky's base size for day trips in 2025:

1,554

This study yields a margin of error of $\pm 3\%$ at a 95% confidence level. Year-over-year (YOY) and U.S. Norm comparisons are considered statistically significant only when results meet or exceed this threshold.

Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Kentucky

	2025	2024
Kentucky	36%	34%
Ohio	13%	15%
Indiana	11%	11%
Tennessee	8%	9%
Illinois	4%	4%



	2025	2024
Lexington, KY	15%	12%
Louisville, KY	12%	11%
Cincinnati, OH/KY	10%	11%
Nashville, KY/TN	5%	8%
Charleston-Huntington, KY/OH/WV	5%	4%

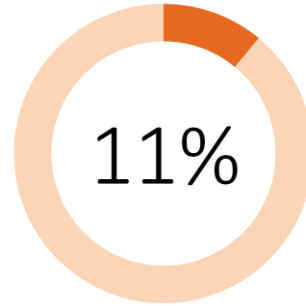
DMA of Origin is determined using the zip code entered by the respondent.

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

19%

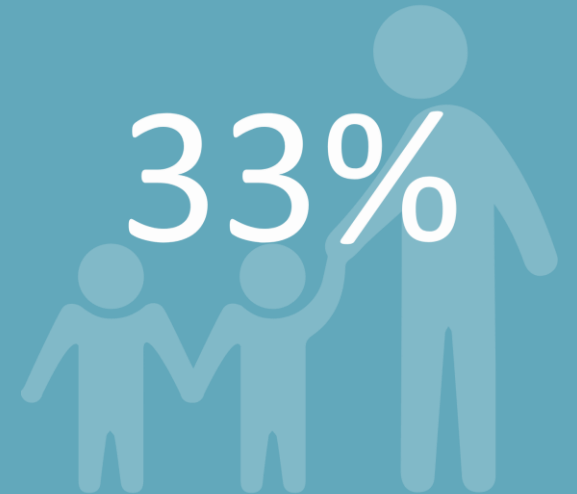


Travel Parties with Pets



Travel Parties
with Children

33%



Travel Party Composition

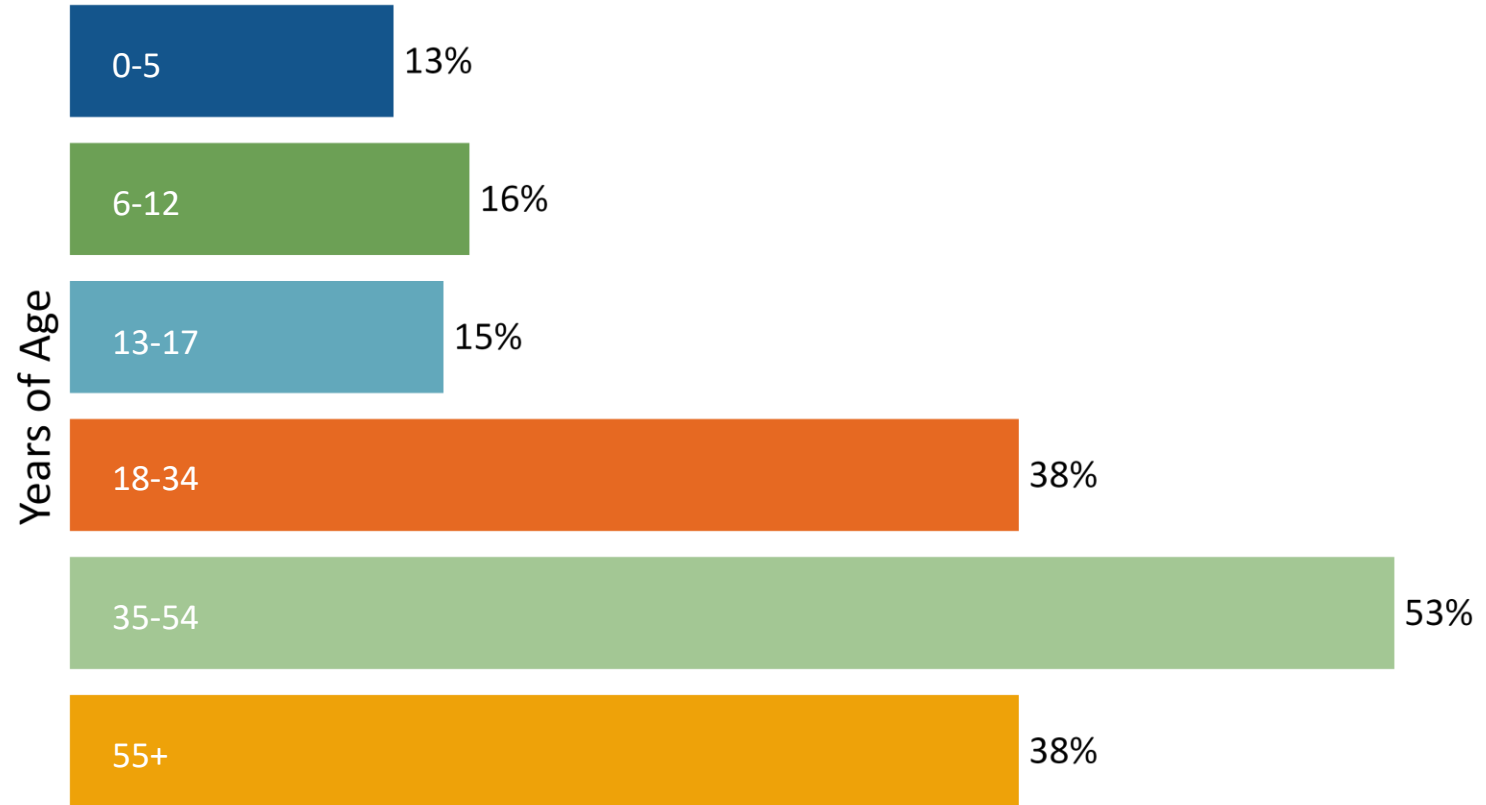
Travel Party Size & Age

Average Travel
Party Size

2.8



Travel Party Age



Travelers with Travel-Limiting Disabilities

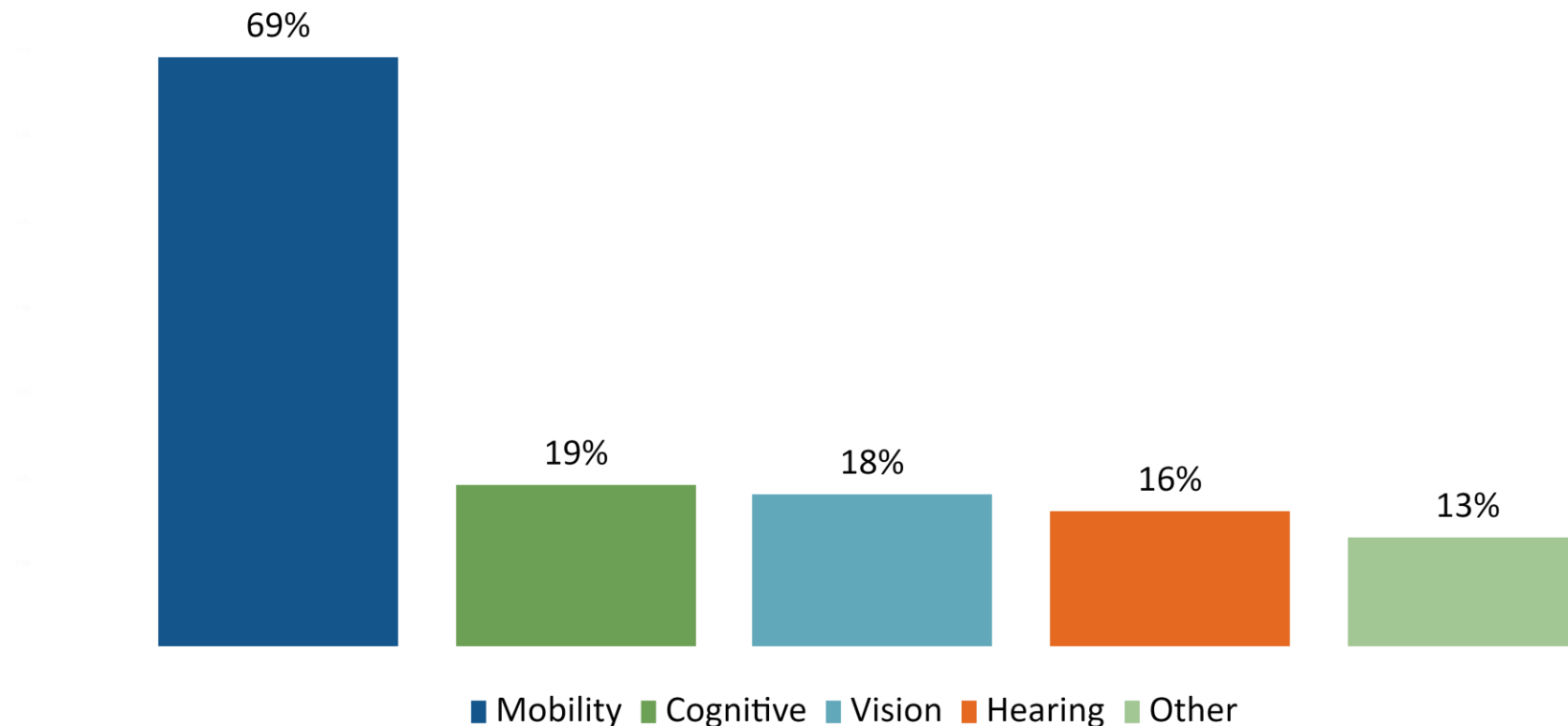
Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

19%



+2.2% YOY



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

Each respondent selects **one** primary motivator for their trip

40%



+1.7% YOY

Visiting friends / relatives

11%



-0.8% YOY

Touring

10%



+0.2% YOY

Special event

8%



+1.4% YOY

City trip

7%



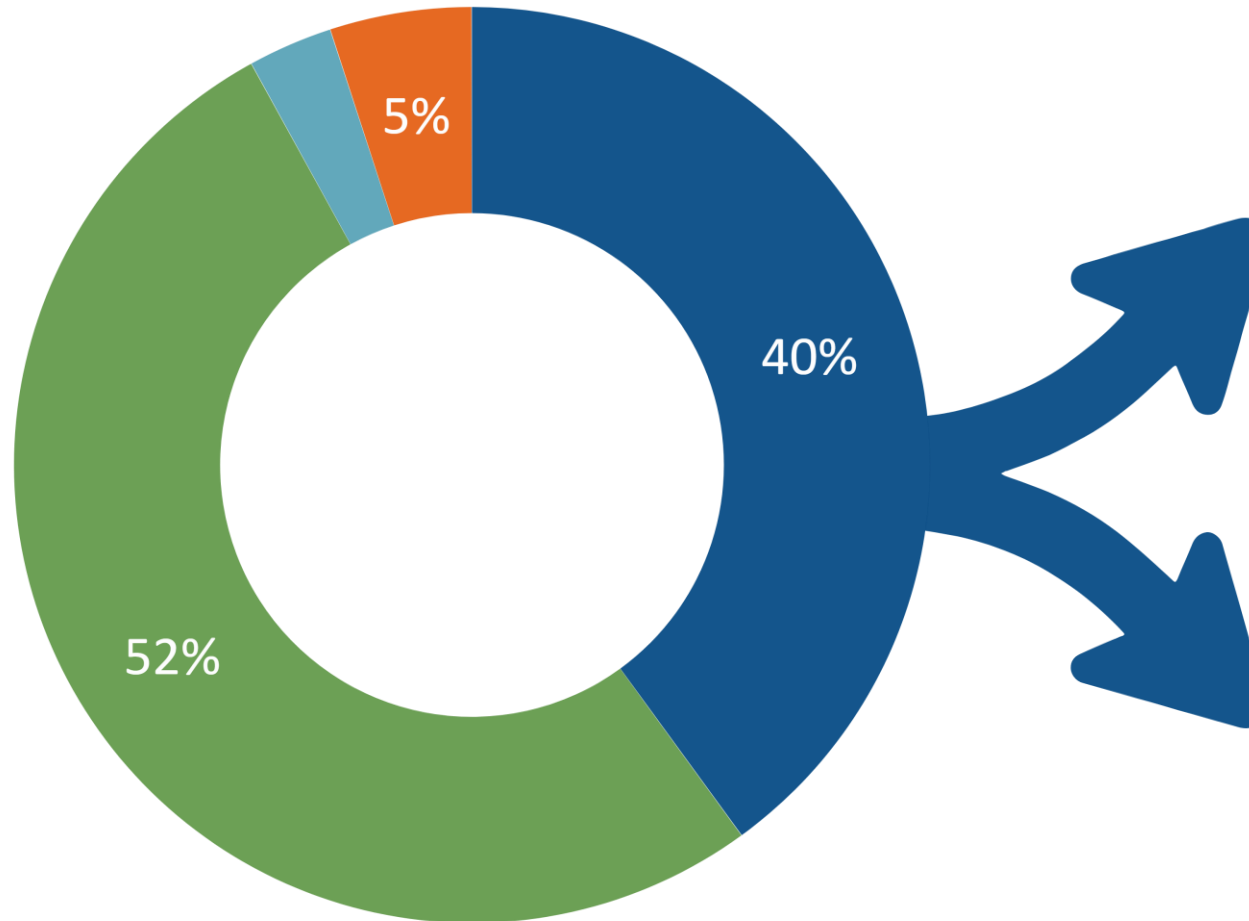
+1.8% YOY

Outdoors

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

- Visiting friends/relatives
- Marketable
- Business-leisure
- Business



91%

Visited Friends/Relatives Who
Live in Kentucky

9%

Met Friends/Relatives in
Kentucky Who Live Elsewhere

Top Traveler Personas

Each respondent selects **one** persona that most closely describes their travel style

30%

Budget friendly traveler:
prioritizing affordability
and value for money

19%

Family traveler:
prioritizing activities and
accommodations
suitable for children

15%

Outdoor & adventure
seeker: drawn to
outdoor activities and
thrill-seeking

9%

Culture/heritage/history
seeker: seeking local
cultures, historical sites,
and engaging with local
traditions

9%

Special event traveler:
traveling for music
festivals, sporting events,
or other major events

5%

Luxury traveler: seeking
high-end experiences
and personalized
services

During Trip

Destination Activities



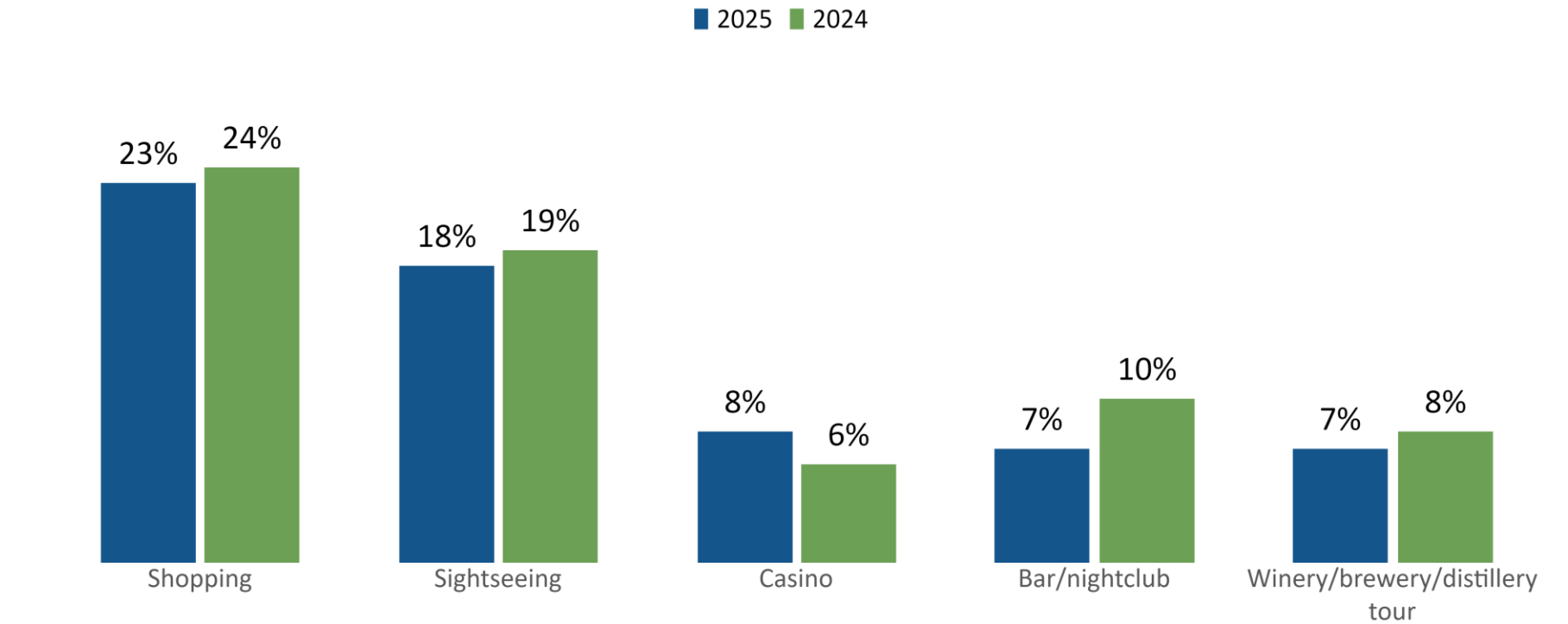
Entertainment Activities

Top Entertainment Activities for Kentucky Travelers

52%

Participated in Entertainment Activities During Their Trip

Previous Year: 56%



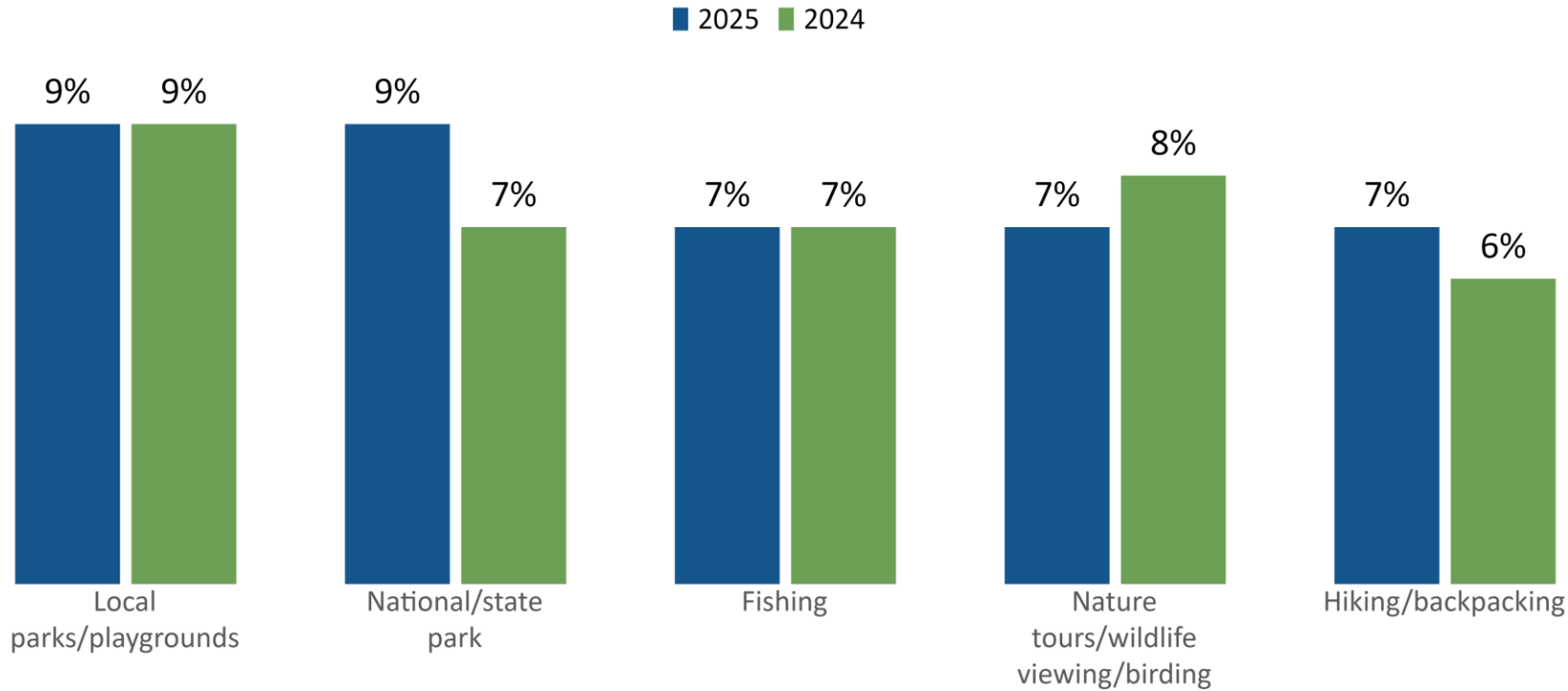
Recreational Activities

Top Recreational Activities for Kentucky Travelers

38%

Participated in
Recreational
Activities
During Their Trip

Previous Year: 38%



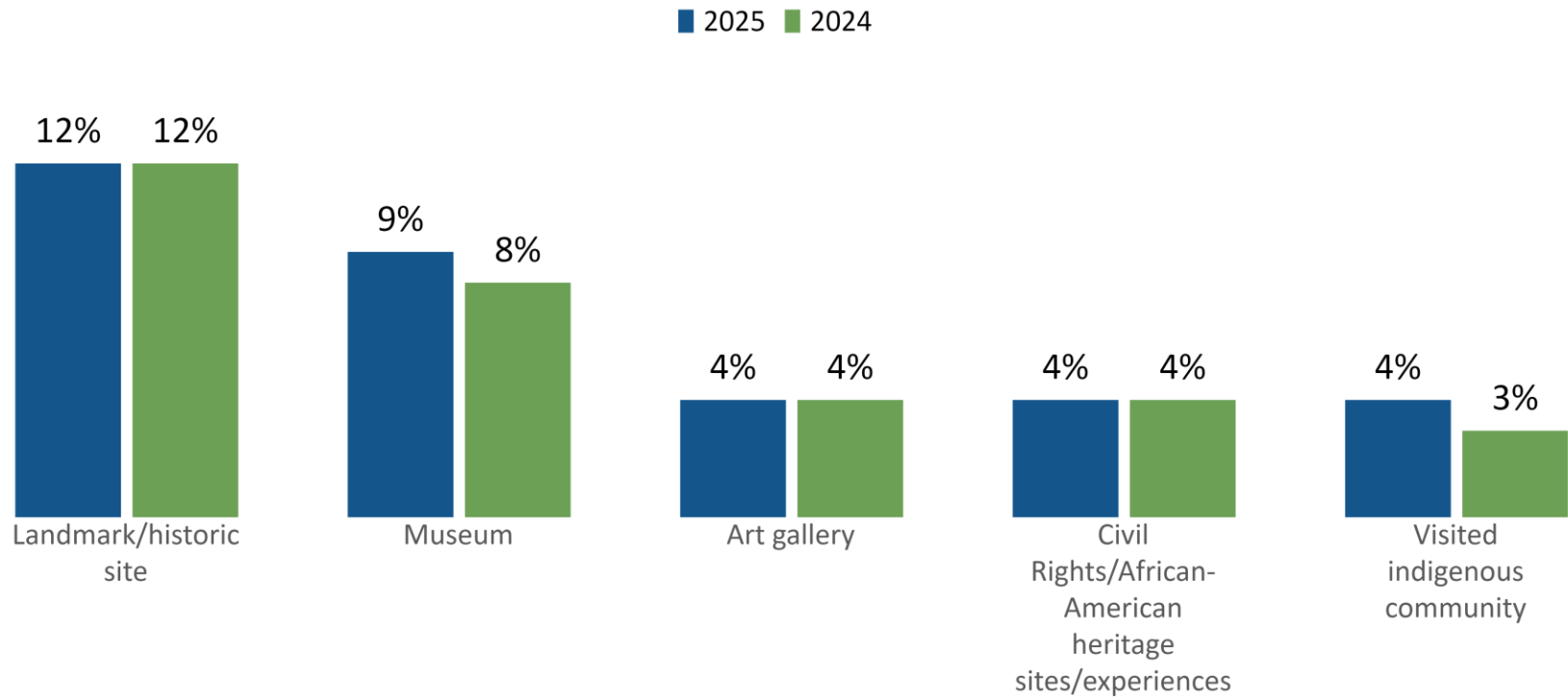
Cultural Activities

Top Cultural Activities for Kentucky Travelers

24%

Participated in Cultural Activities During Their Trip

Previous Year: 23%



Sporting Events

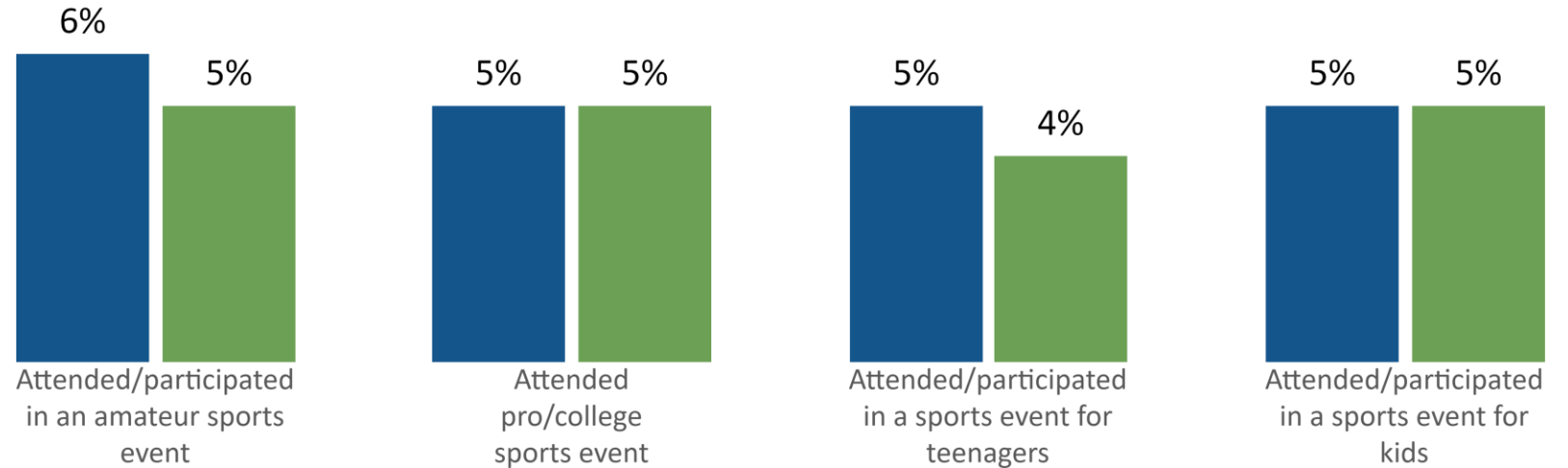
Top Sporting Events for Kentucky Travelers

15%

Participated in
Sporting
Events
During Their Trip

Previous Year: 13%

■ 2025 ■ 2024



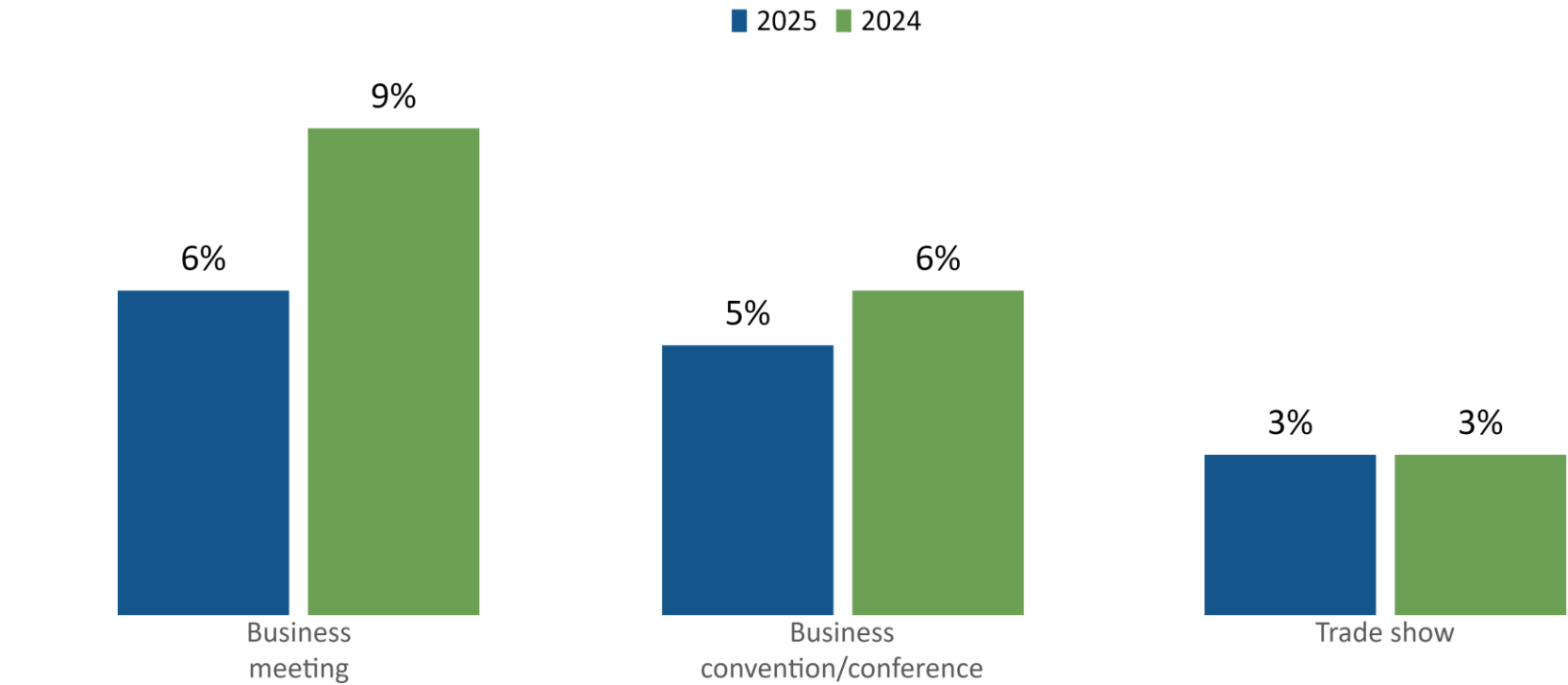
Business Activities

Top Business Activities for Kentucky Travelers

10%

Participated in Business Activities During Their Trip

Previous Year: 14%



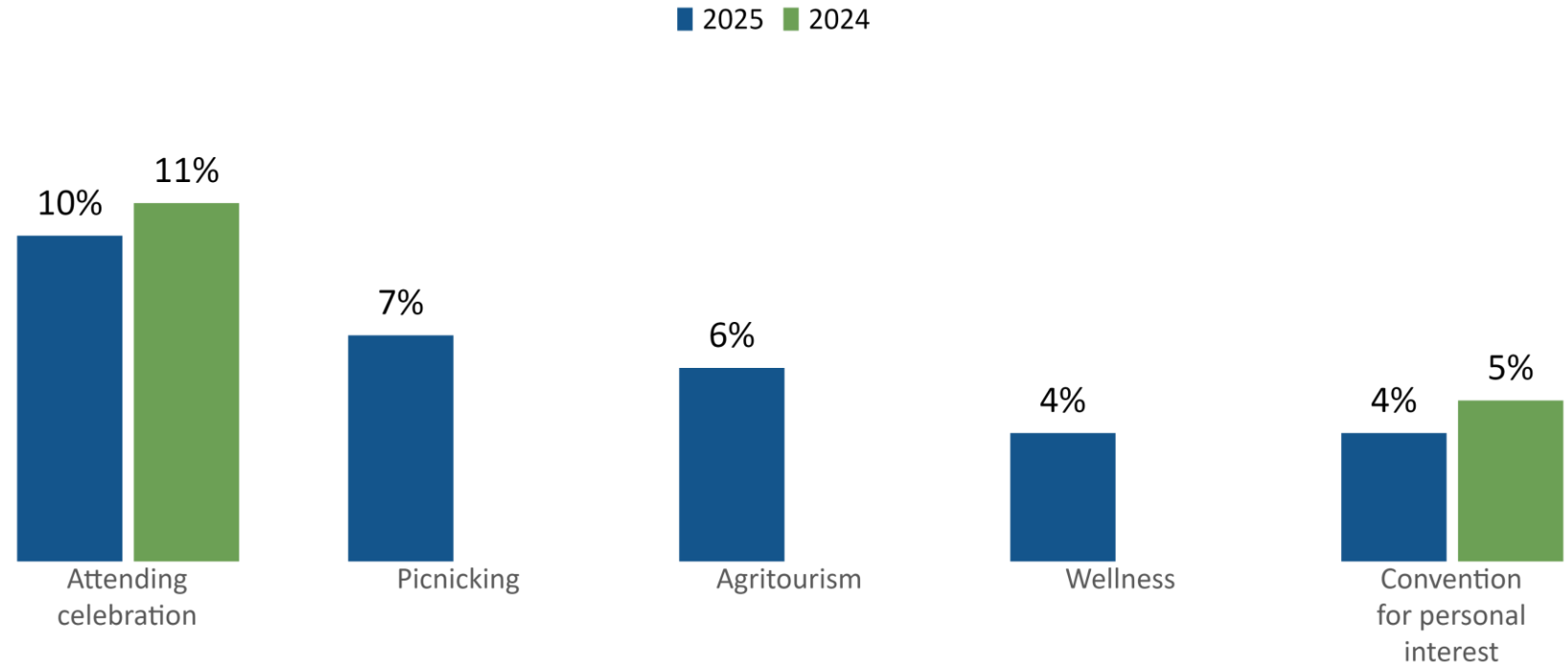
Other Activities

Top Other Activities for Kentucky Travelers

34%

Participated in
Other
Activities
During Their Trip

Previous Year: 23%

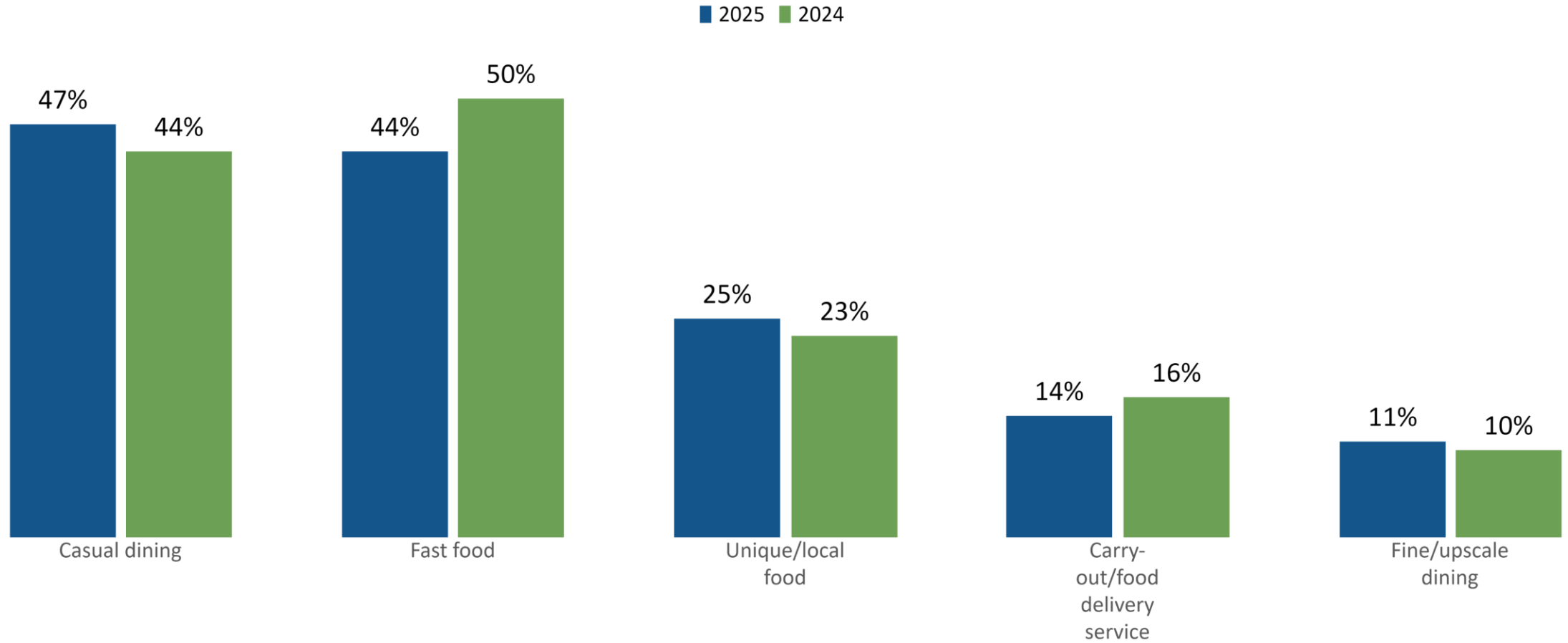


*Chart includes new response option for 2025; 2024 data unavailable



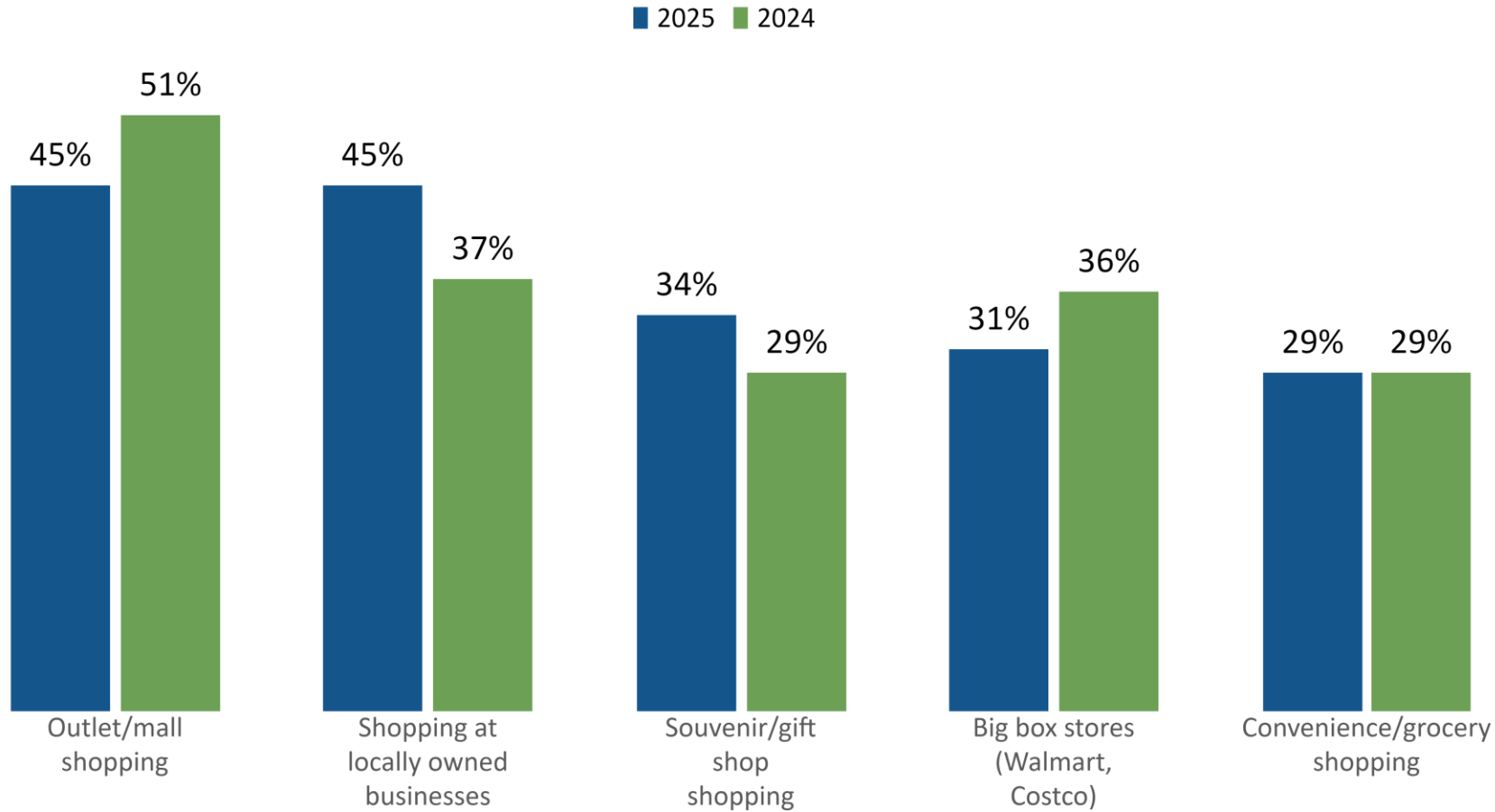
Dining

Top Dining Categories for Kentucky Travelers



Shopping

Top Shopping Categories for Kentucky Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Kentucky.

Post-Trip

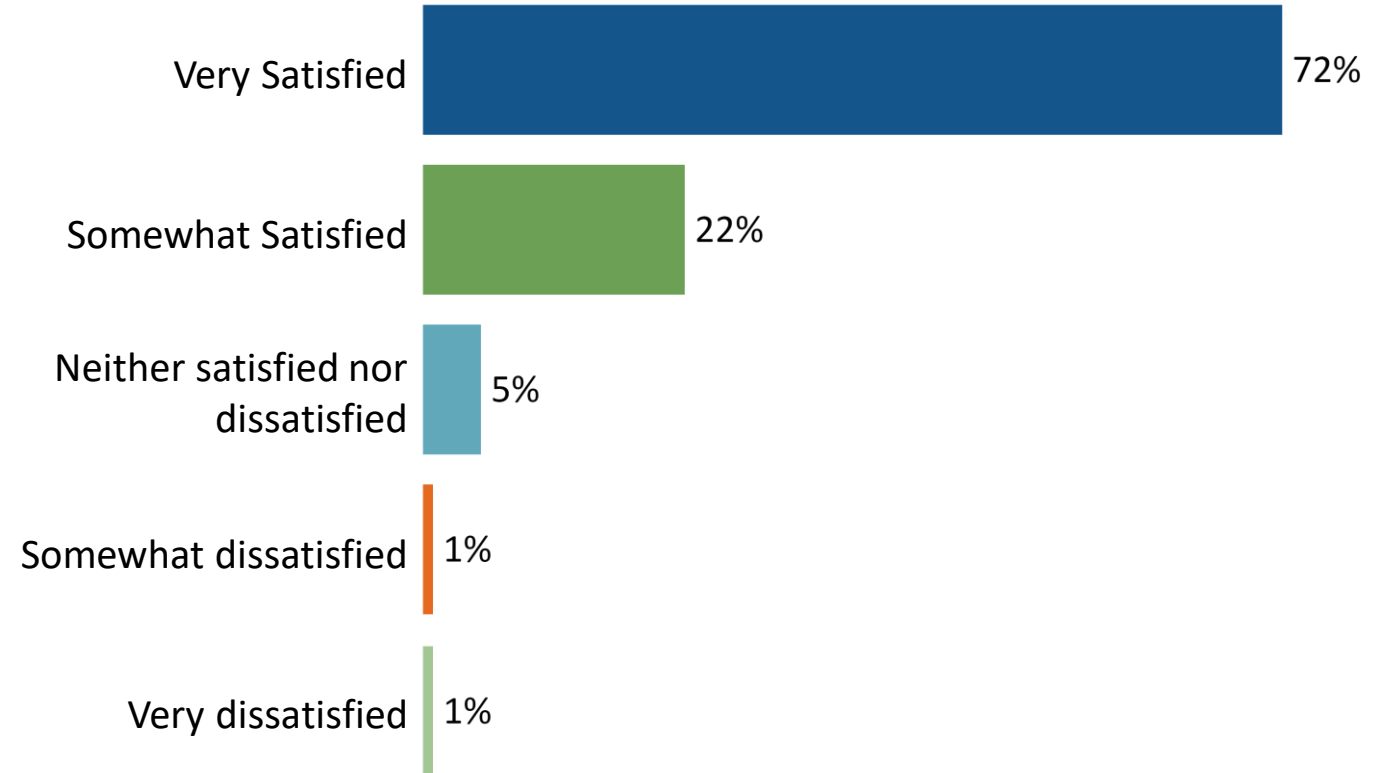
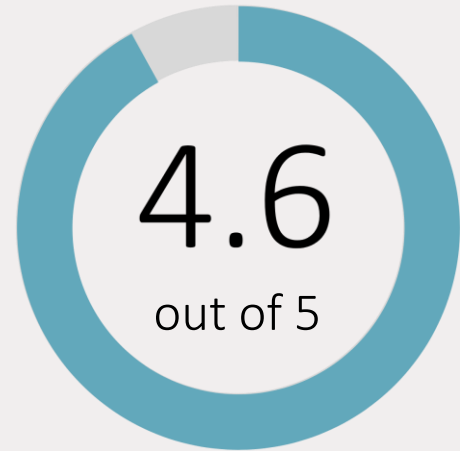
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Kentucky Experience

Average Satisfaction Rating



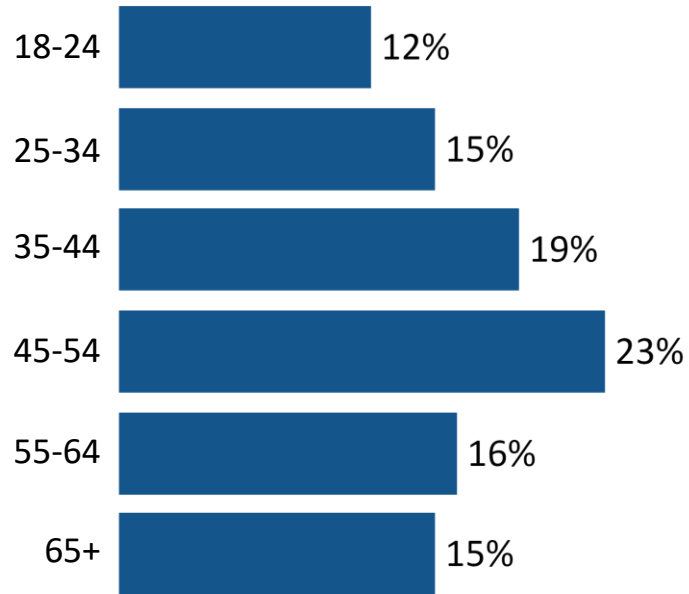
Respondent Demographics



Age, Gender, & Household Income

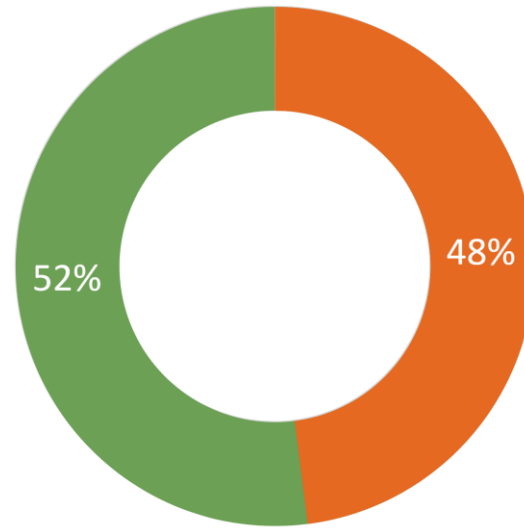
Respondent Demographics for Kentucky

Age



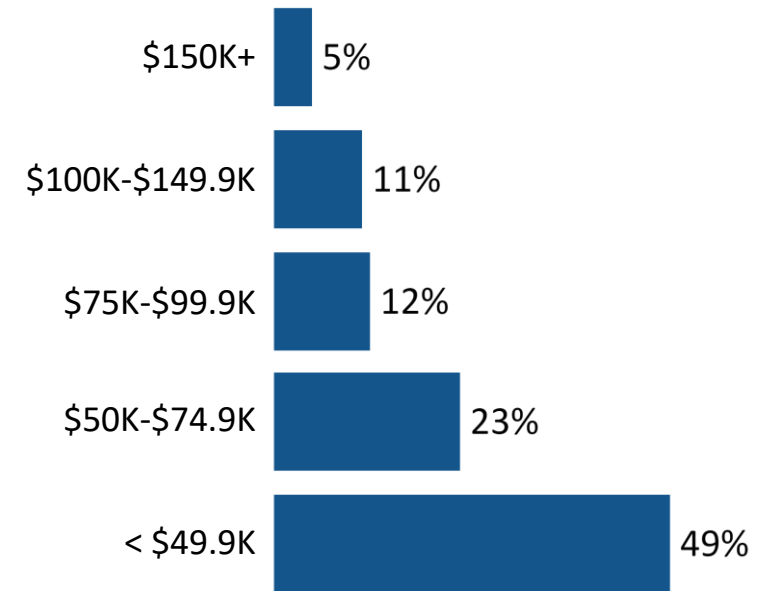
Average Age: 45.9

Gender



Female Male

Household Income

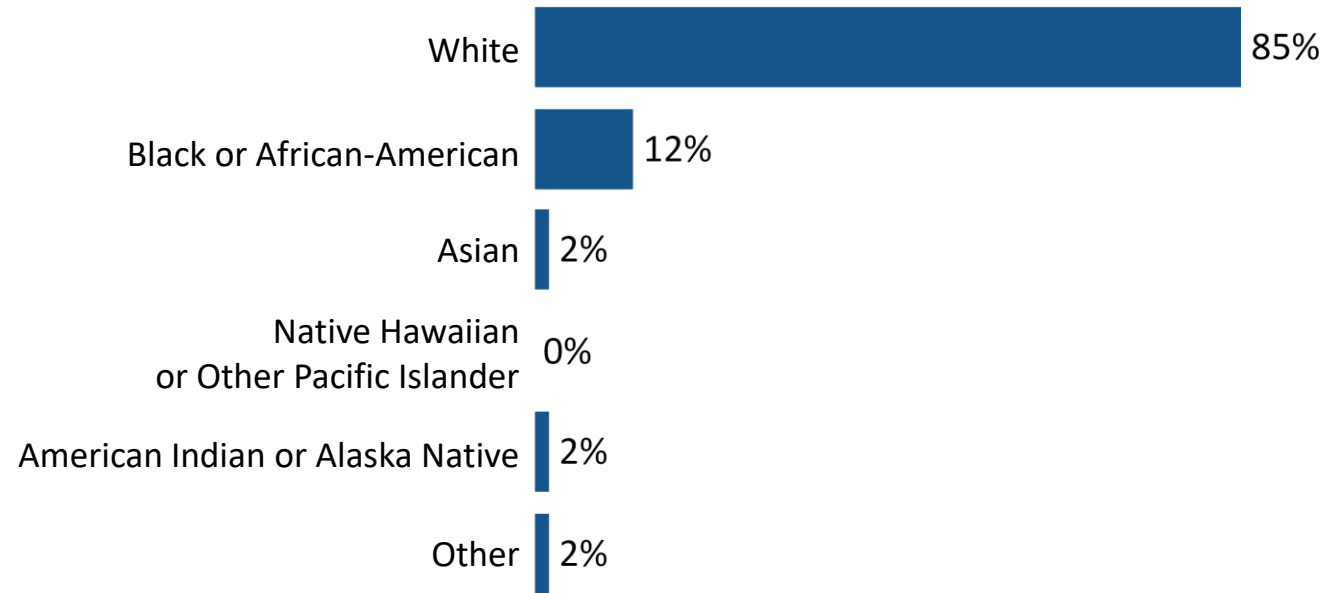


Average Income: \$61.5K

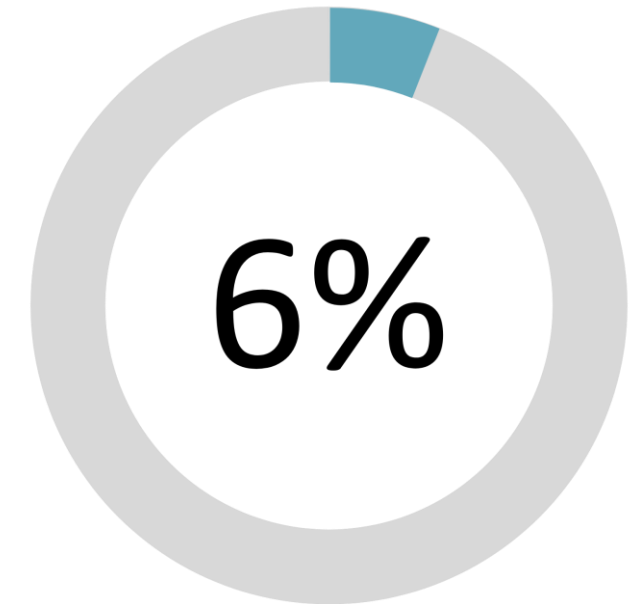
Race & Hispanic Background

Respondent Demographics for Kentucky

Race



Hispanic Background



Race & ethnicity questions and category groupings align with the U.S. Census. These questions are multi-select, self-reported, and respondents have the option not to answer.

Additional Demographics

Respondent Demographics for Kentucky

Employment

53% full-time / self-employed

9% part-time

38% retired / not employed / other

Marital Status

53% married / living with a partner

26% single / never married

22% divorced / widowed / separated

Military Status*

84% never served in the military

11% veteran

4% currently on active duty

2% on active duty for training

Education

32% high school diploma or less / other

24% attended some college

31% associate's or bachelor's degree

14% graduate or professional degree

Sexual Orientation

91% straight

2% gay / lesbian

5% bisexual

3% other / not sure

Household Size

21% 1 member

34% 2 members

19% 3 members

14% 4 members

11% 5+ members

* Multi-select to include status for all household members

