



Travel USA®

Day Visitation Kentucky State + Regions 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

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214. Bluegrass, Horses, Bourbon, & Boone

240. Bourbon, Horses, & History

Longwoods
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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
Kentucky	36%
Ohio	13%
Indiana	11%
Tennessee	8%
Illinois	4%



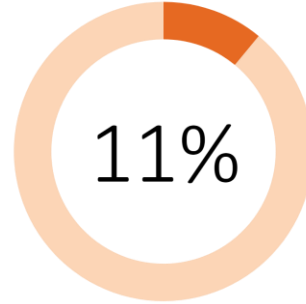
	2025
Lexington, KY	15%
Louisville, KY	12%
Cincinnati, OH/KY	10%
Nashville, KY/TN	5%
Charleston-Huntington, KY/OH/WV	5%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

19%

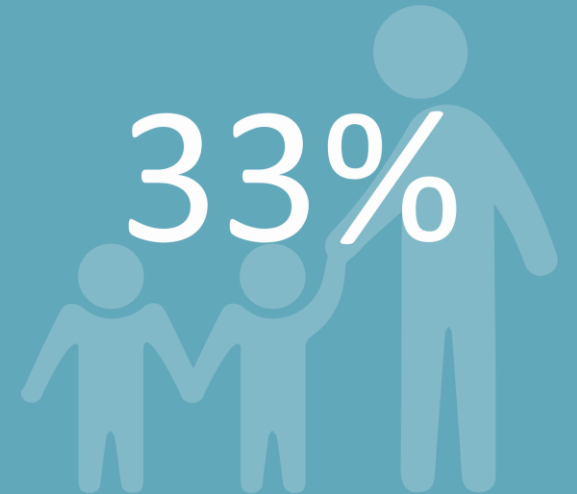


Travel Parties with Pets



Travel Parties
with Children

33%



Travel Party Composition

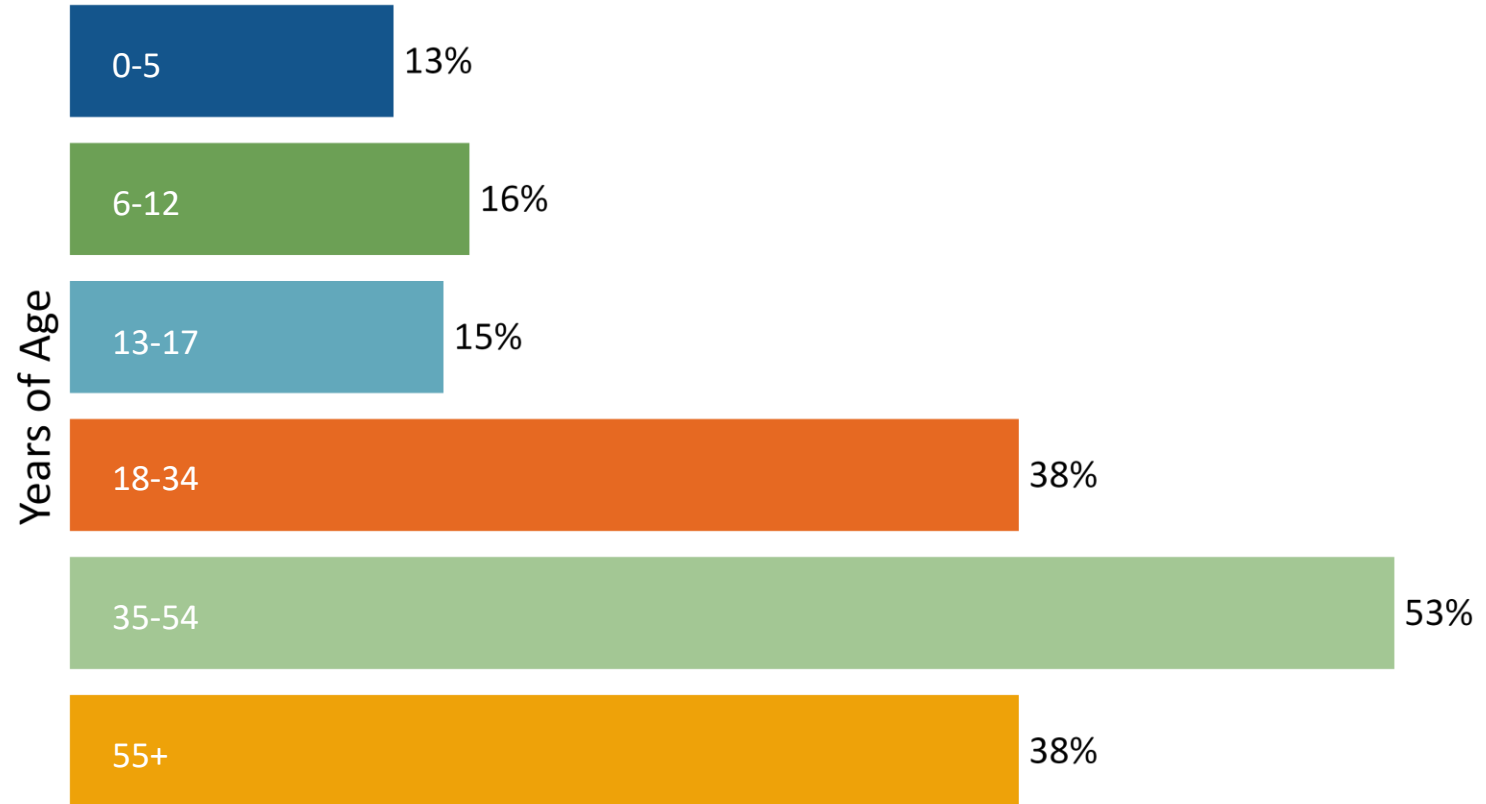
Travel Party Size & Age

Average Travel
Party Size

2.8



Travel Party Age



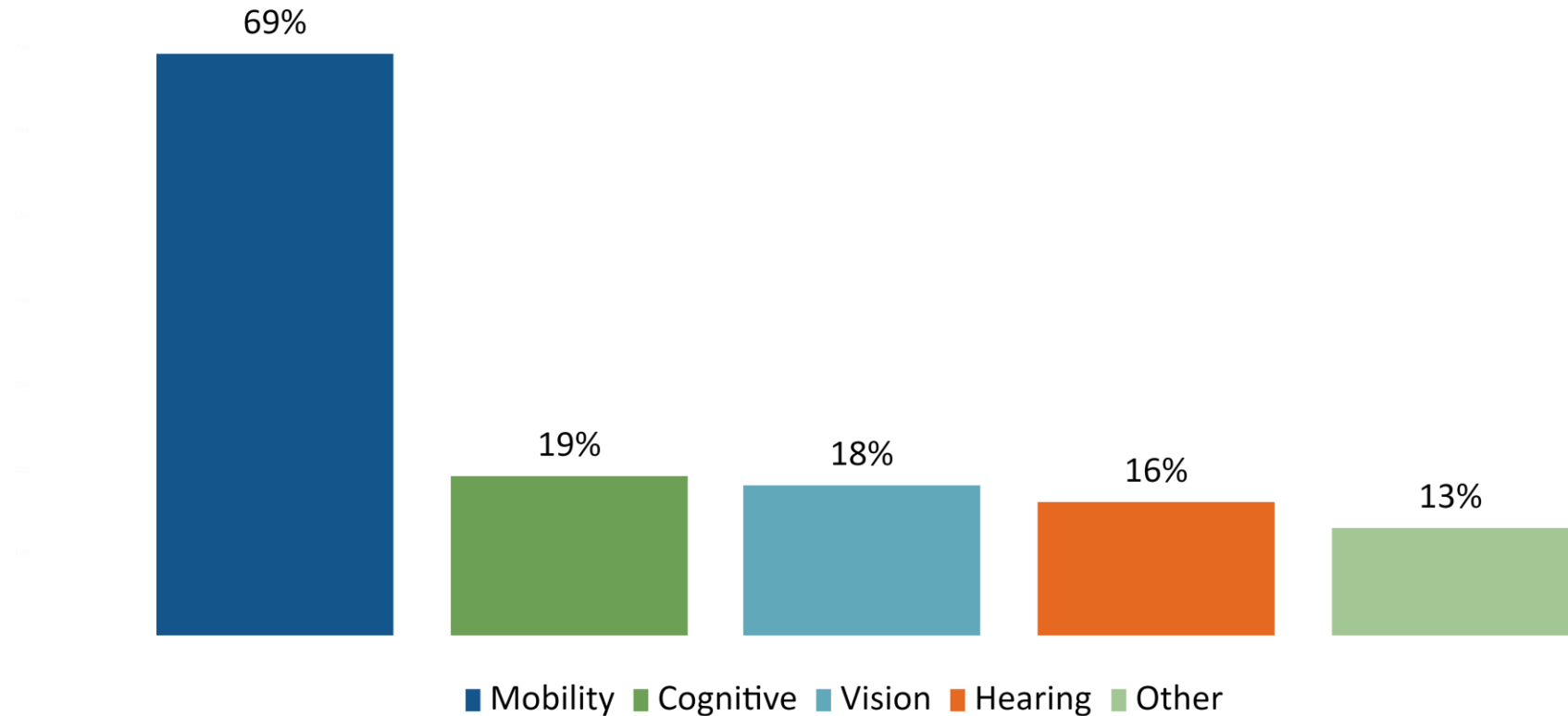
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

19%

▲ +3.3% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

40%

Visiting friends / relatives

▲ +4.7% vs U.S. Norm

11%

Touring

▲ +0.1% vs U.S. Norm

10%

Special event

▲ +0.6% vs U.S. Norm

8%

City trip

▼ -2.2% vs U.S. Norm

7%

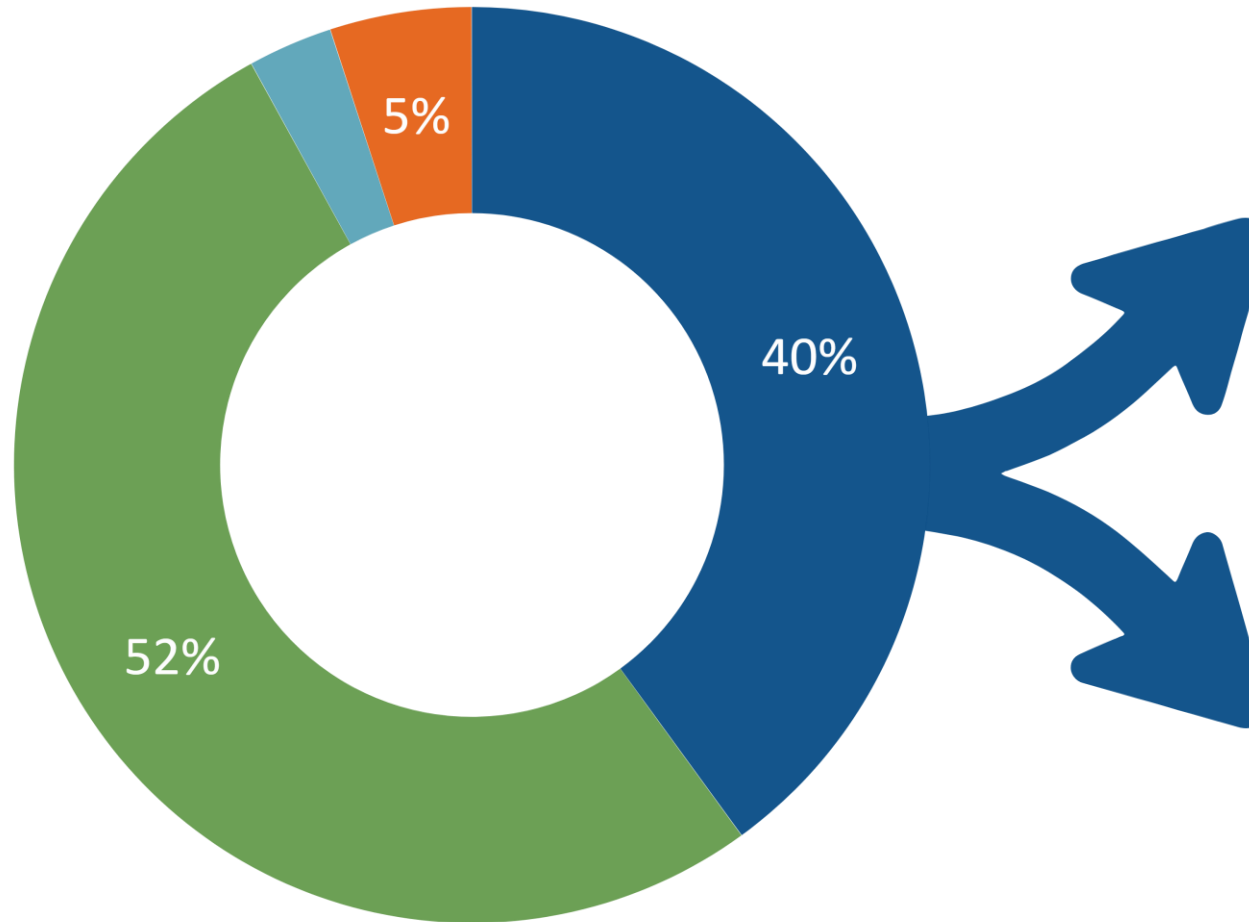
Outdoors

▼ -0.6% vs U.S. Norm

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



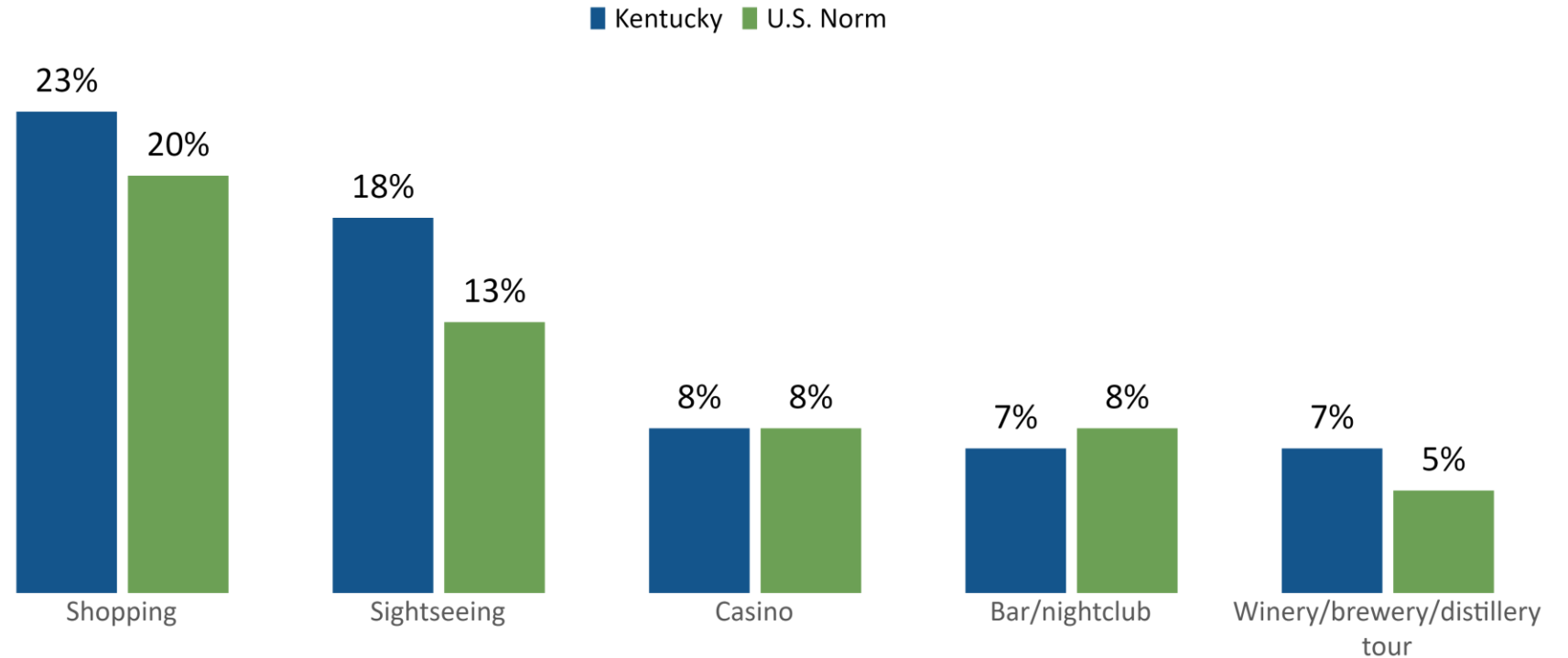
Entertainment Activities

Top Entertainment Activities for Kentucky Travelers

52%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



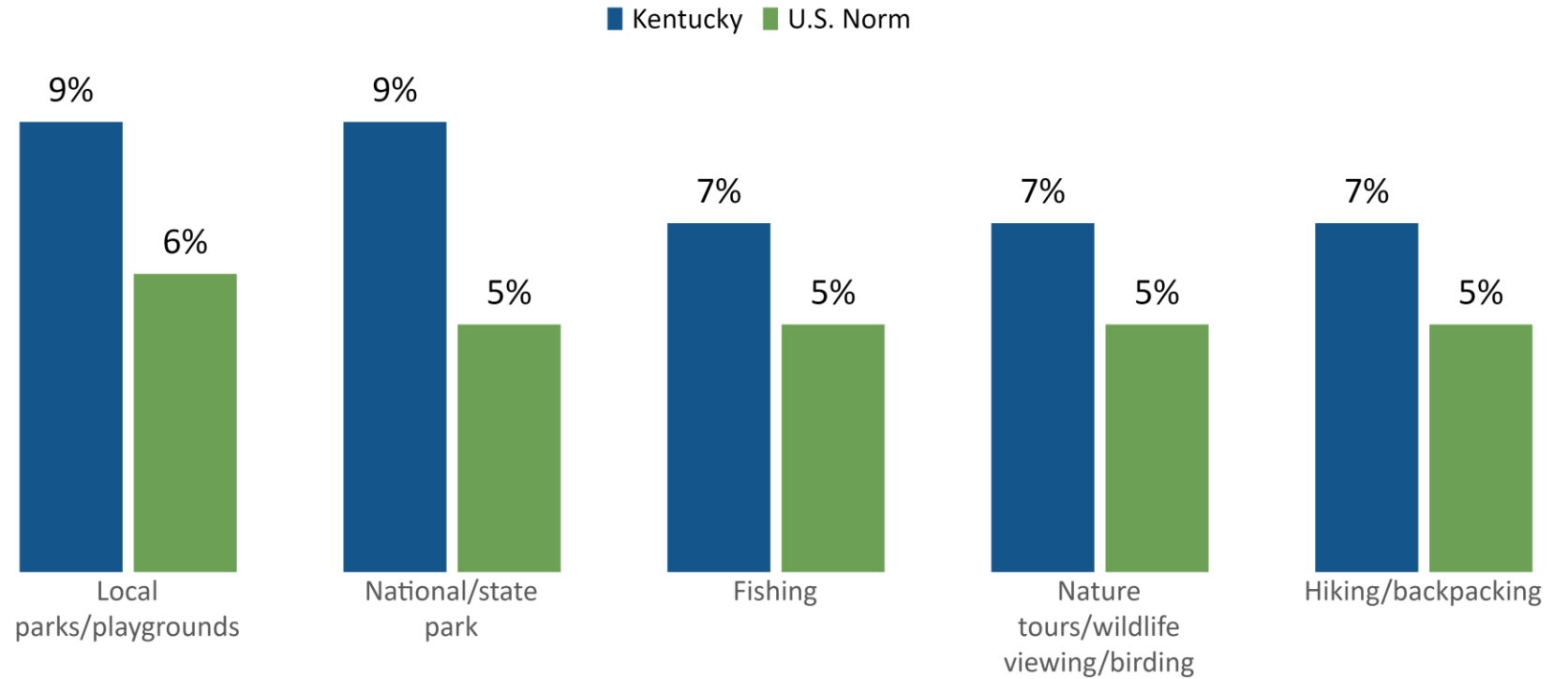
Recreational Activities

Top Recreational Activities for Kentucky Travelers

38%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%



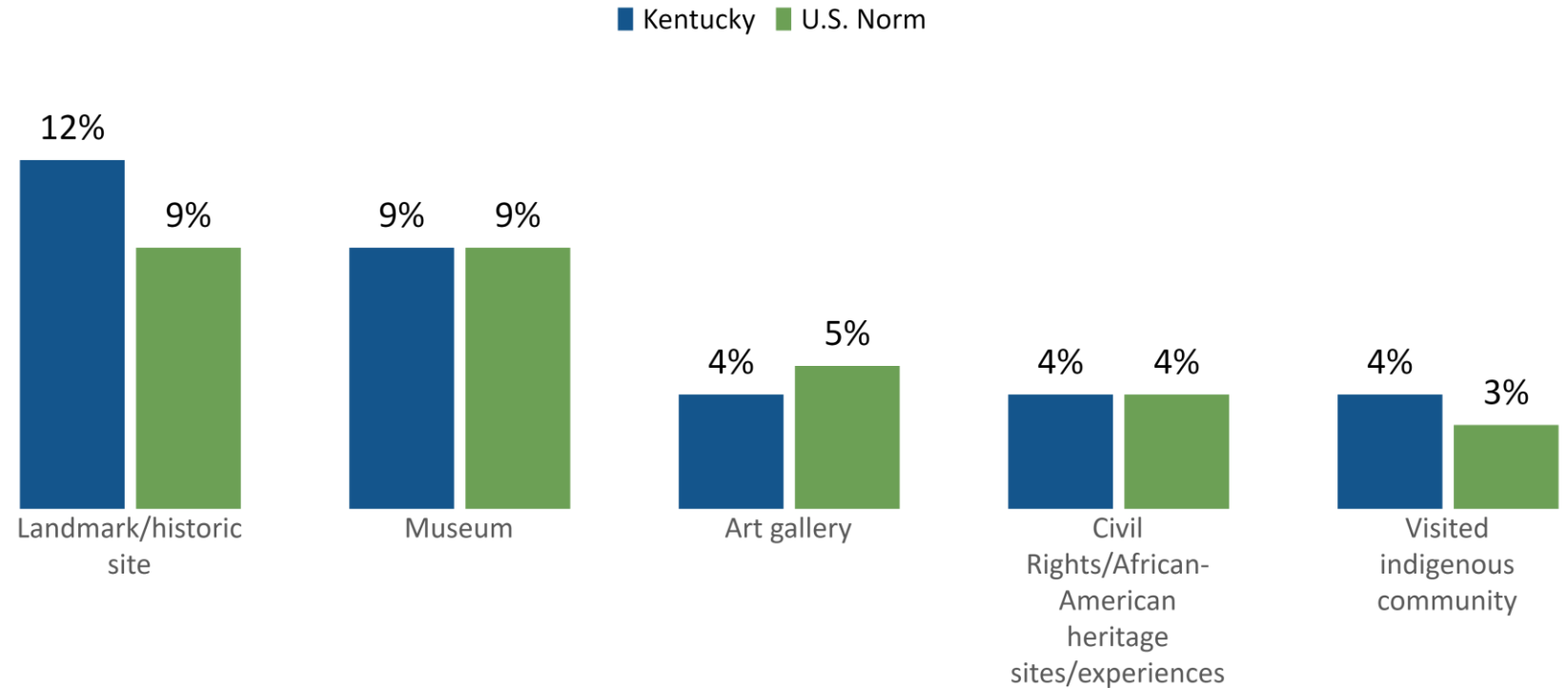
Cultural Activities

Top Cultural Activities for Kentucky Travelers

24%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



Sporting Events

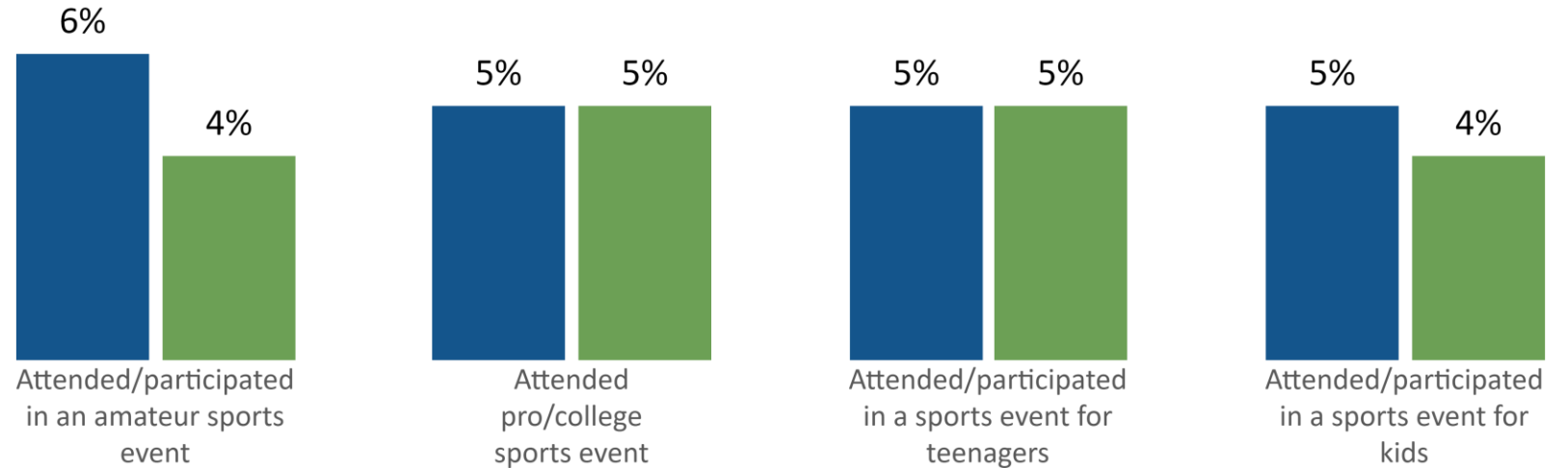
Top Sporting Events for Kentucky Travelers

15%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

■ Kentucky ■ U.S. Norm



Business Activities

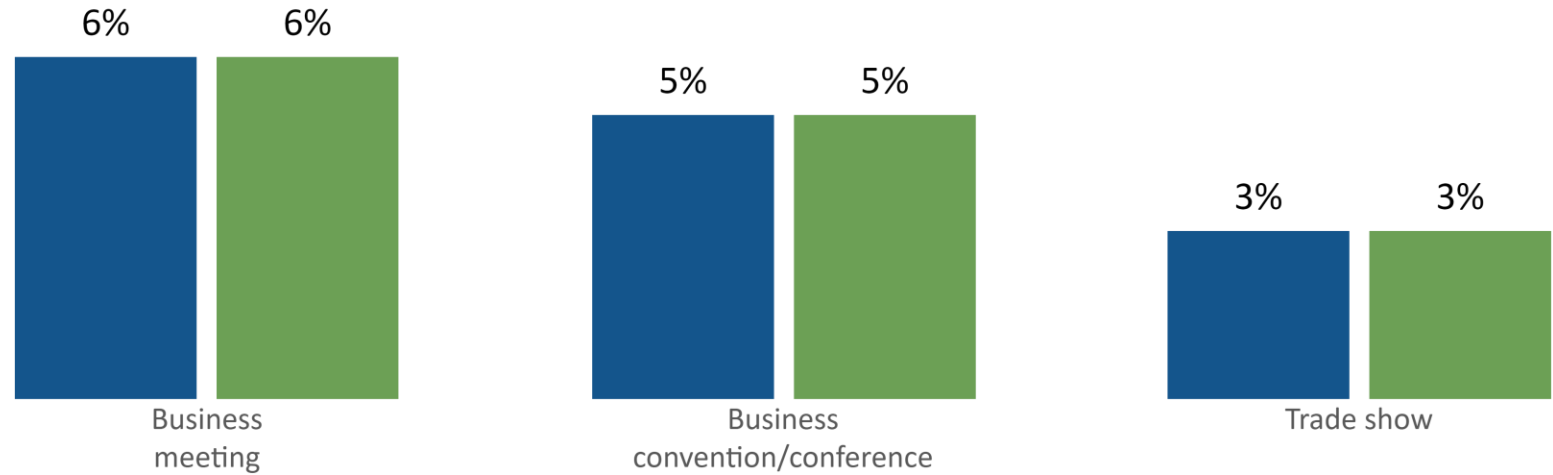
Top Business Activities for Kentucky Travelers

10%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%

■ Kentucky ■ U.S. Norm



Other Activities

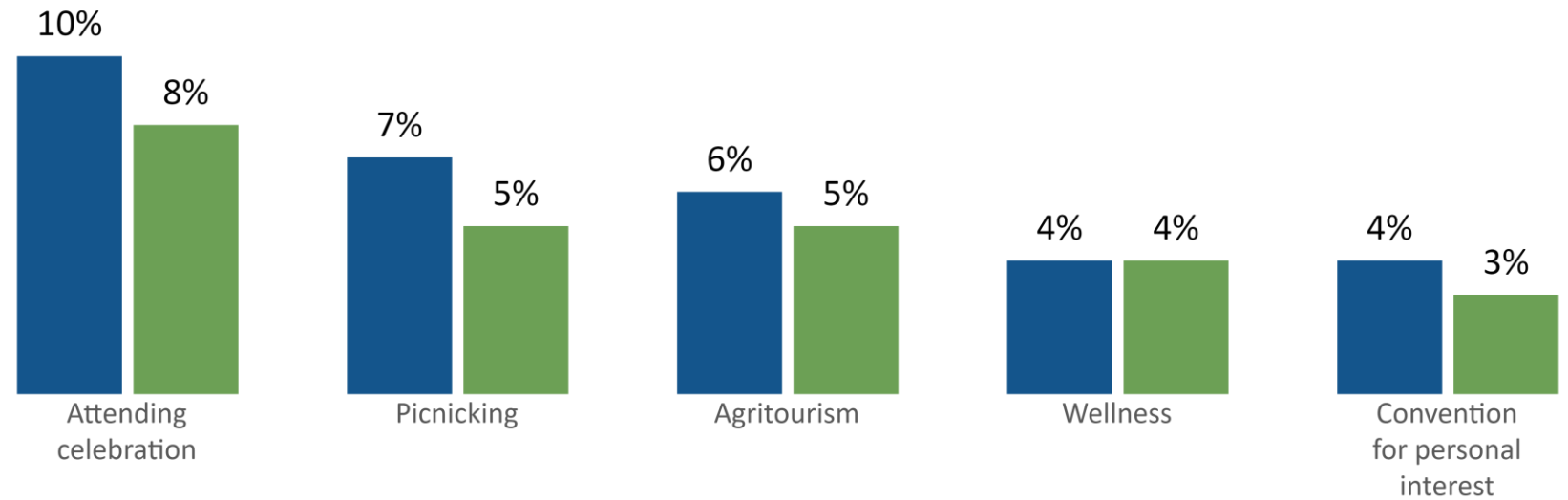
Top Other Activities for Kentucky Travelers

34%

Participated in
Other
Activities
During Their Trip

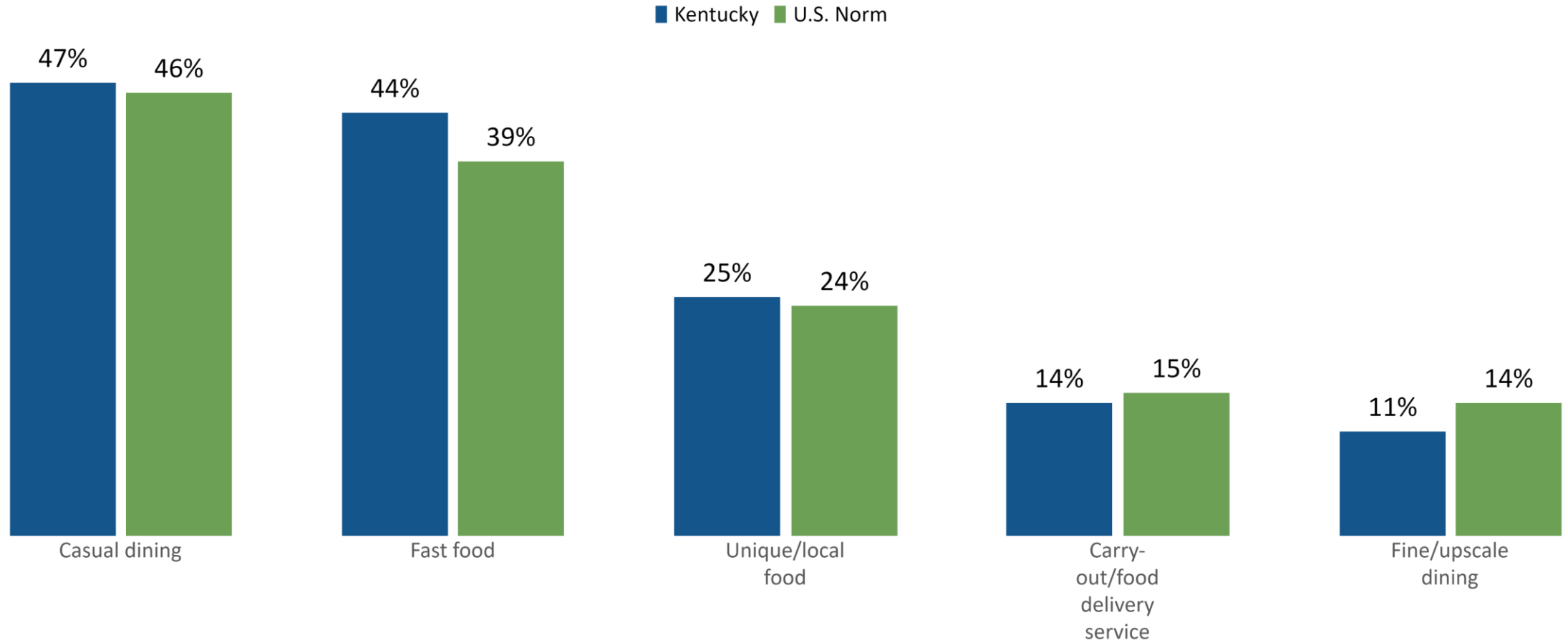
U.S. Norm: 30%

■ Kentucky ■ U.S. Norm



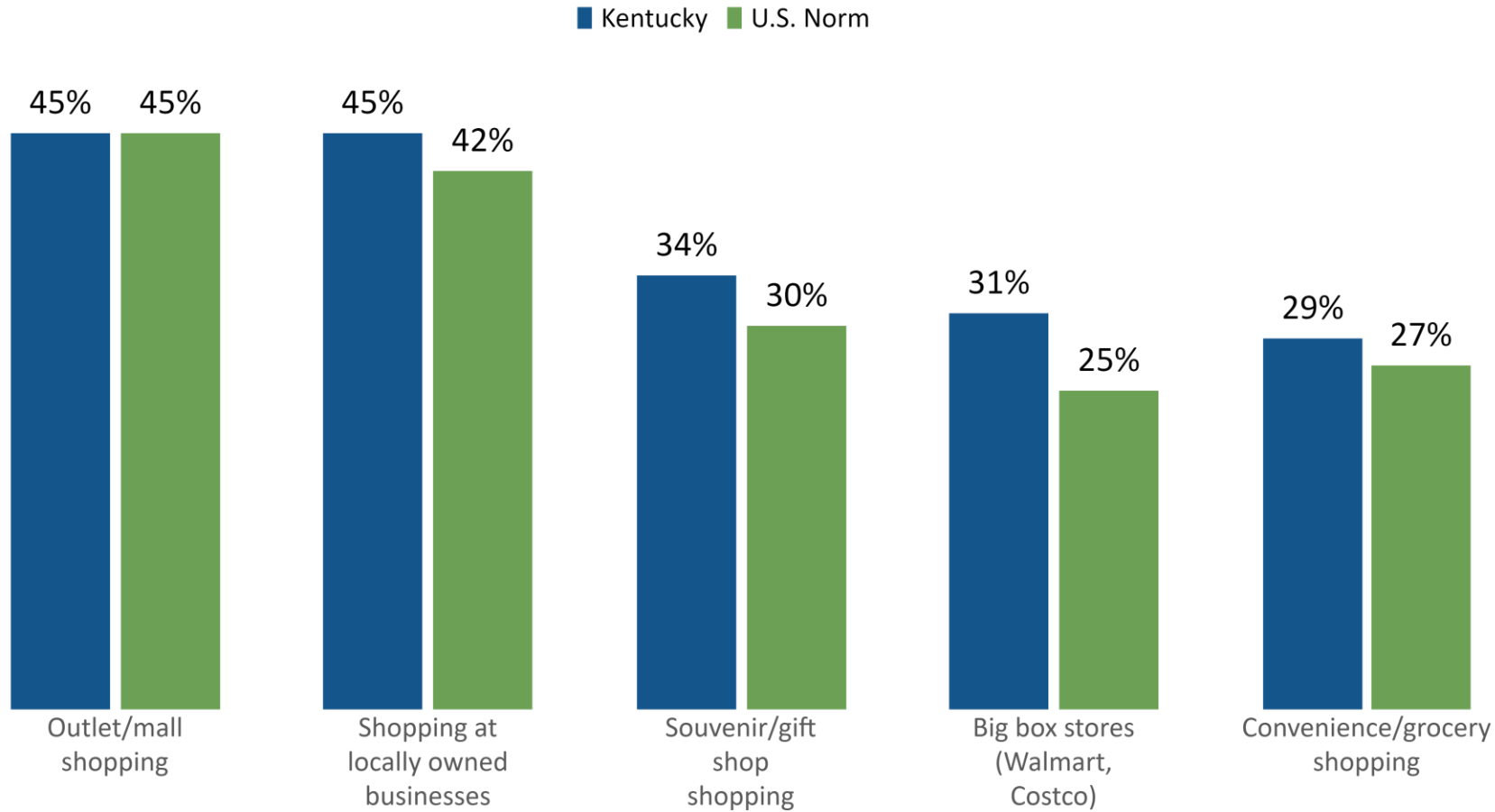
Dining

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

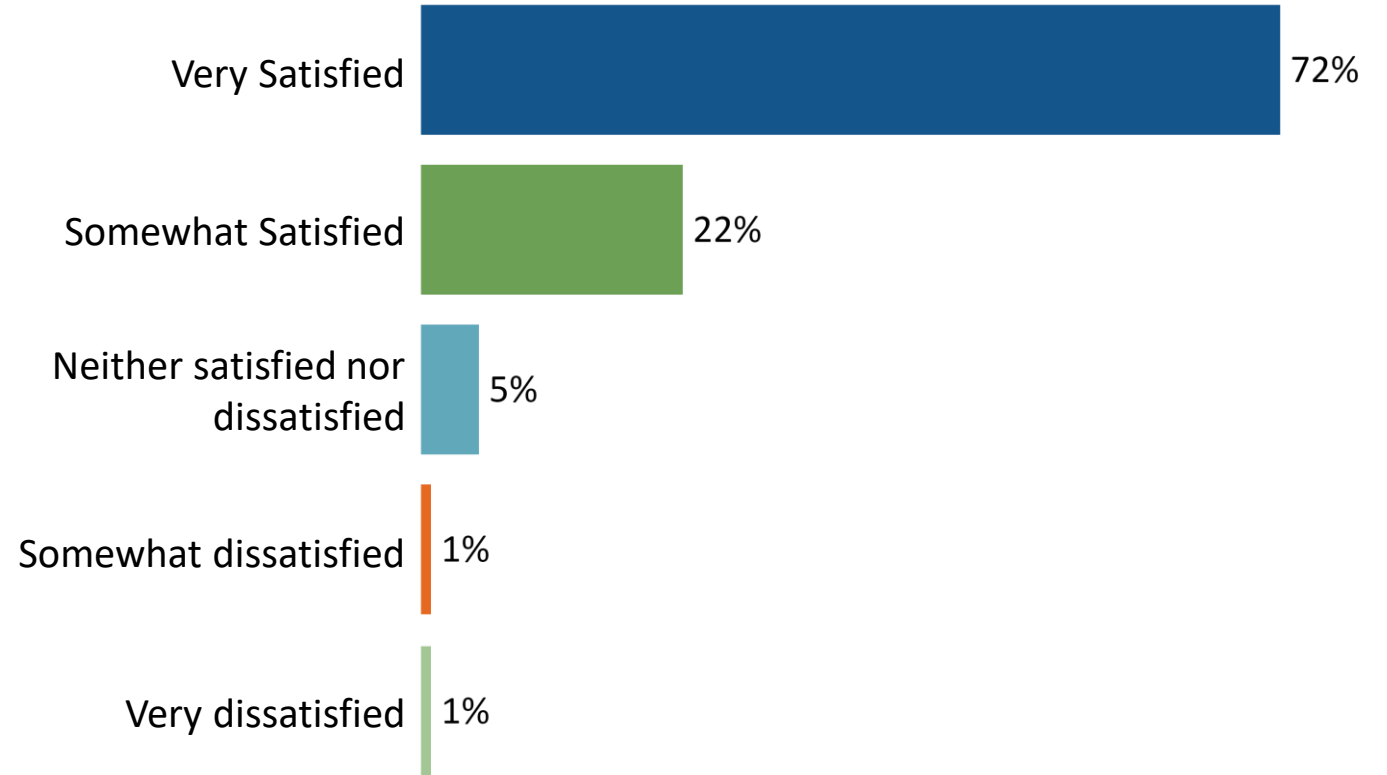
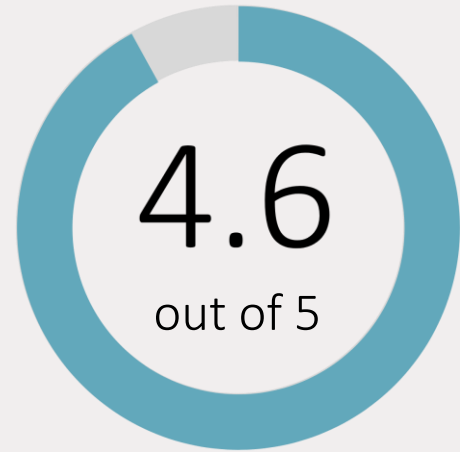
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Kentucky Experience

Average Satisfaction Rating



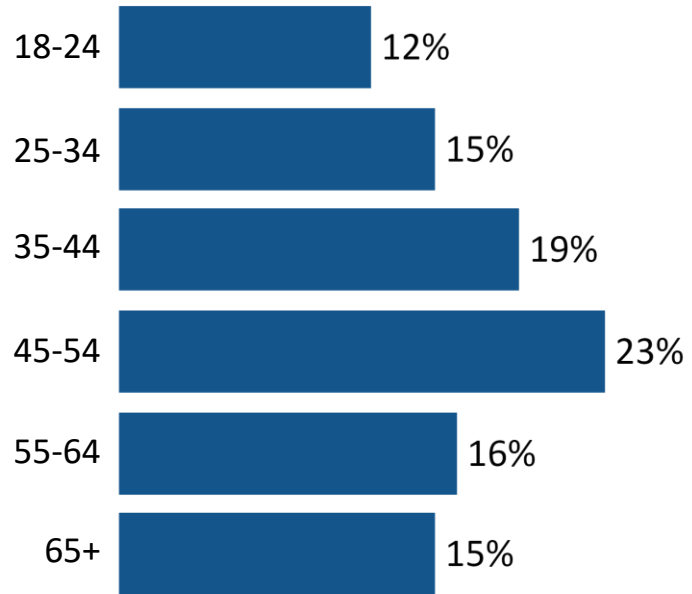
Respondent Demographics



Age, Gender, & Household Income

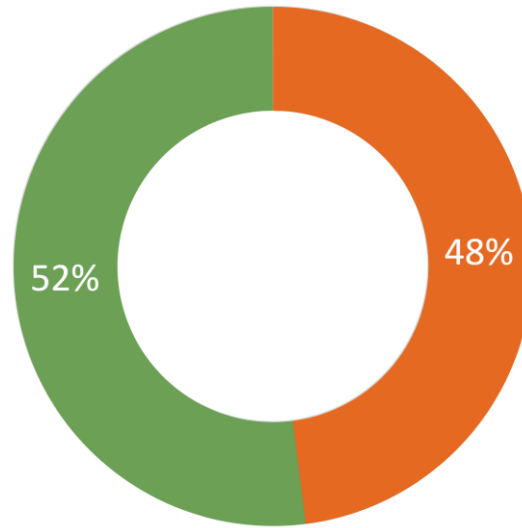
Respondent Demographics for Kentucky

Age



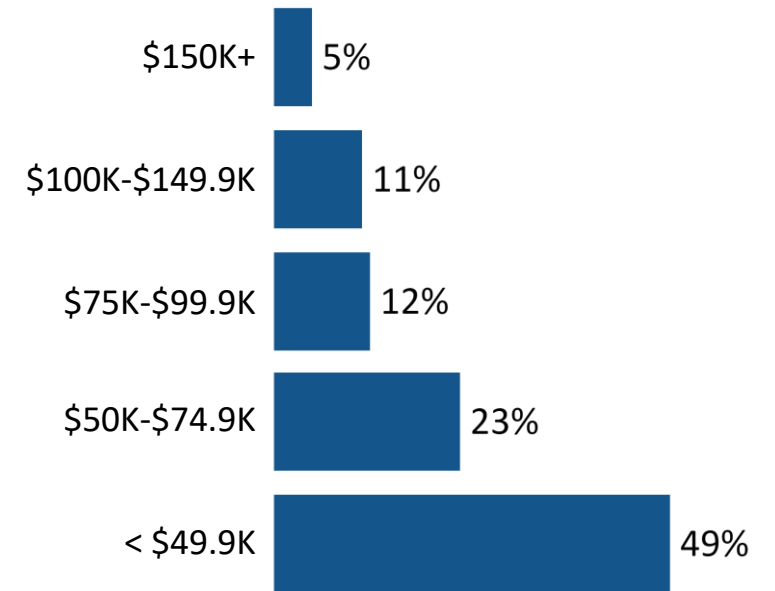
Average Age: 45.9

Gender



Female Male

Household Income

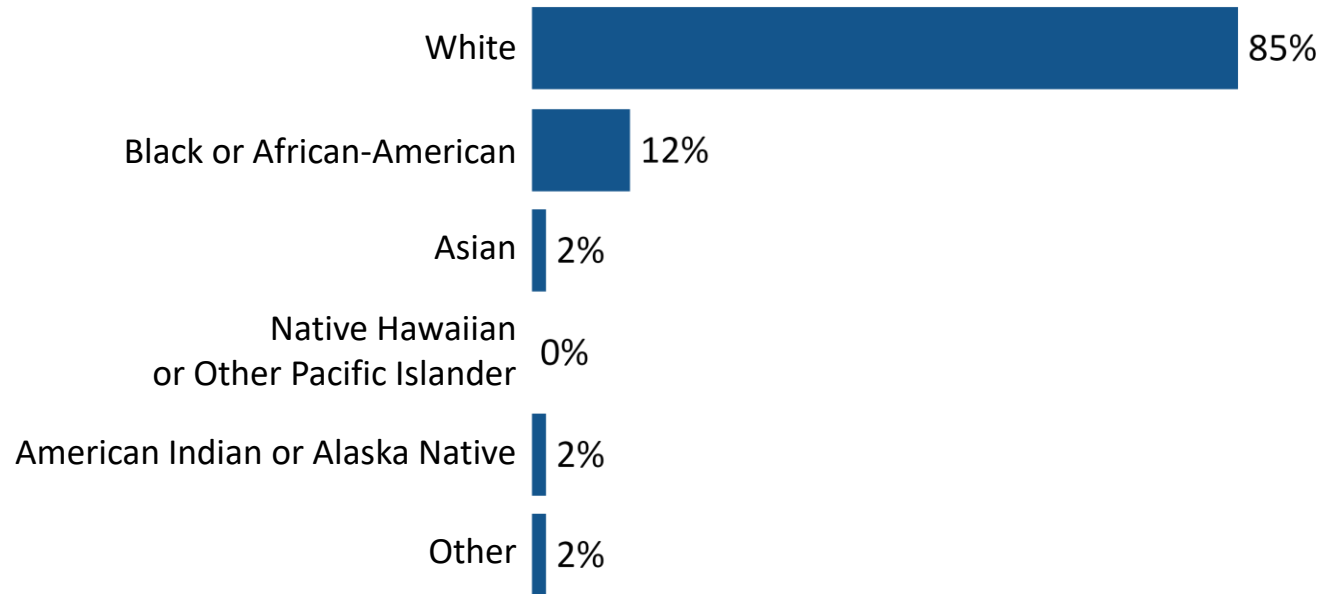


Average Income: \$61.5K

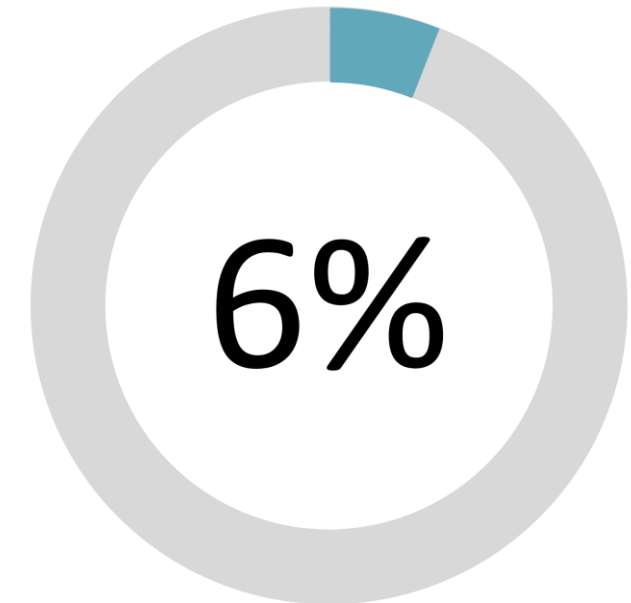
Race & Hispanic Background

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

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Kentucky Regional Map

2025







Travel USA®

Day Visitation Northern Kentucky River Profile Report

2024/2025



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.

Northern Kentucky River Region's base size for day trips in 2024/2025:

522

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 Northern Kentucky River Region

2024/2025

Ohio	38%
------	-----

Kentucky	25%
----------	-----

Indiana	13%
---------	-----

Illinois	3%
----------	----

Michigan	3%
----------	----



2024/2025

Cincinnati, OH/KY	29%
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Louisville, KY	11%
----------------	-----

Indianapolis-Lafayette, IN	8%
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Lexington, KY	7%
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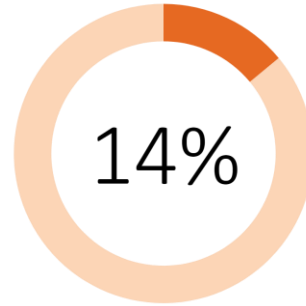
Dayton, OH	6%
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Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

21%

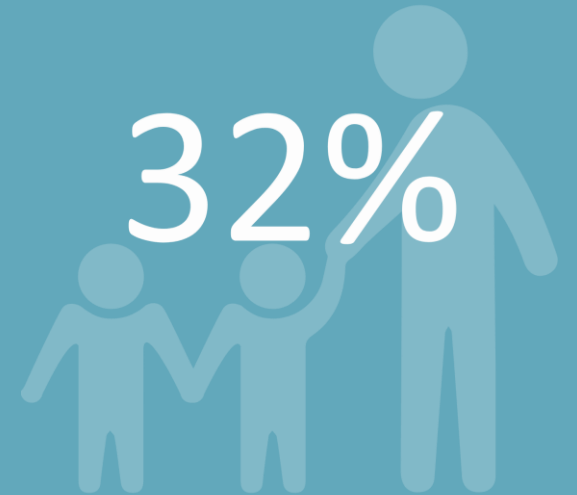


Travel Parties with Pets



Travel Parties
with Children

32%



Travel Party Composition

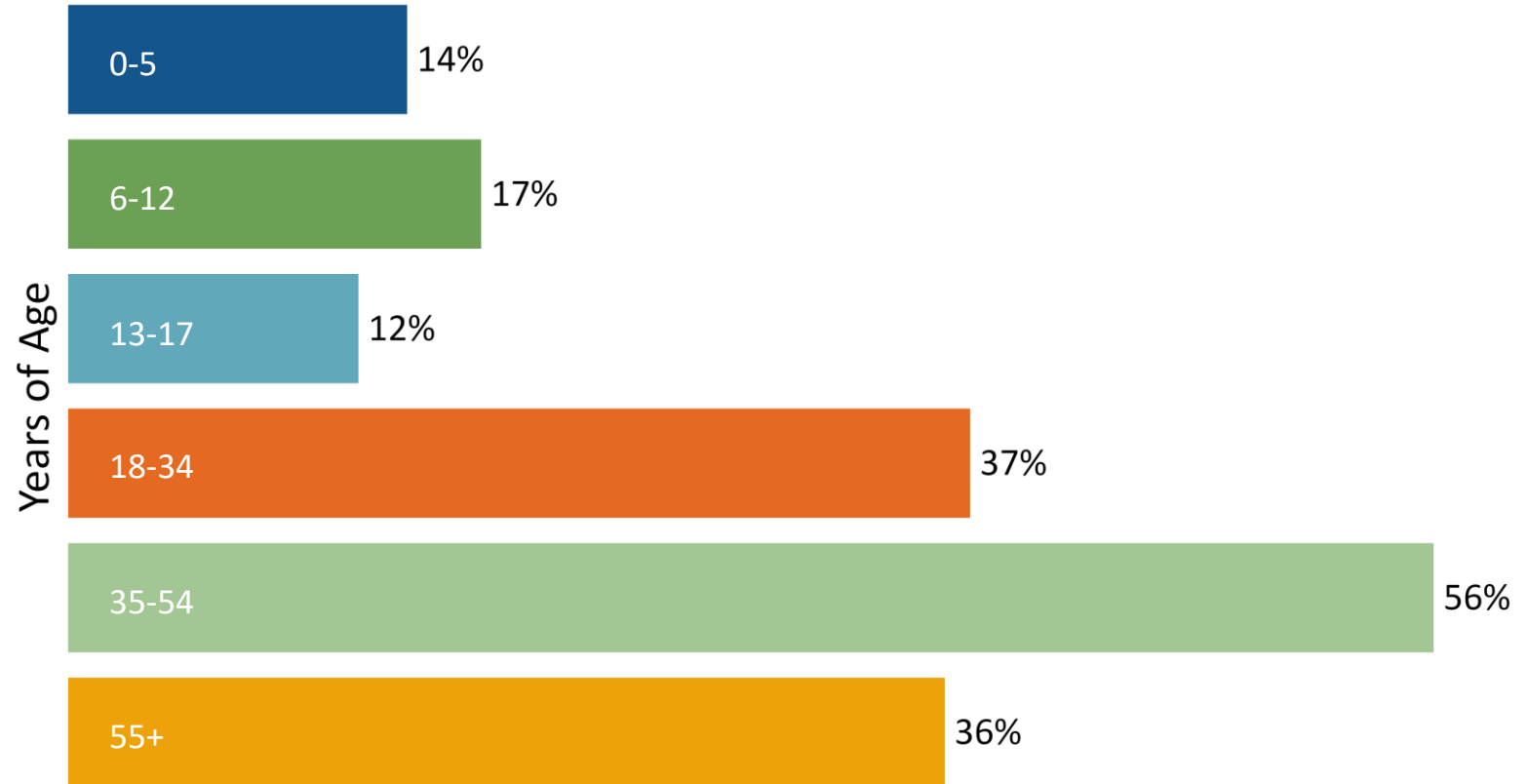
Travel Party Size & Age

Average Travel
Party Size

2.8



Travel Party Age



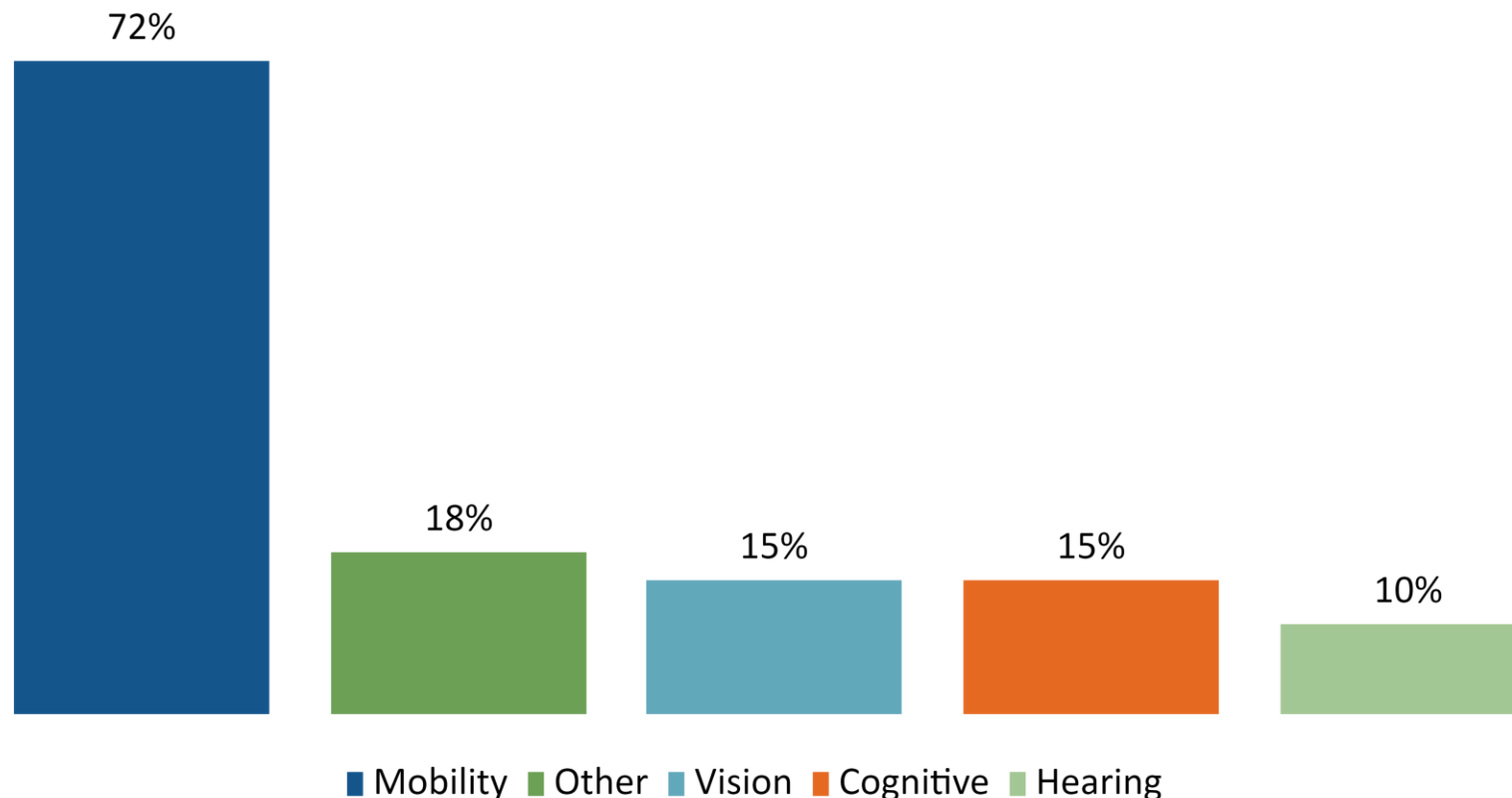
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

20%

▲ +4.2% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

42%

Visiting friends / relatives

▲ +7.2% vs U.S. Norm

11%

Touring

▼ -0.2% vs U.S. Norm

10%

Special event

▲ +0.8% vs U.S. Norm

7%

City trip

▼ -3.4% vs U.S. Norm

6%

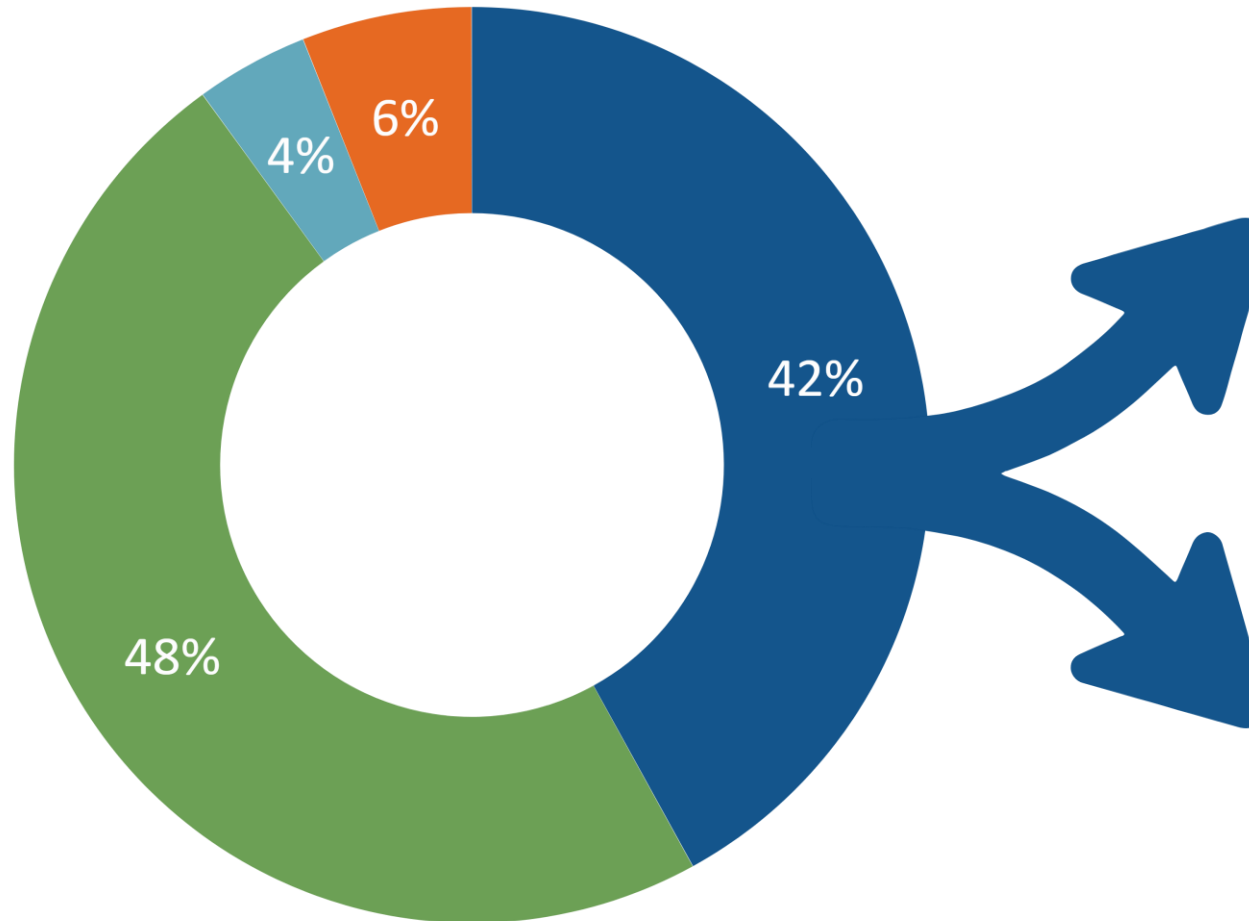
Shopping

▼ -0.2% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



93%

Visited Friends/Relatives Who
Live in Northern Kentucky River
Region

7%

Met Friends/Relatives in
Northern Kentucky River Region
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

20%

Family traveler:
prioritizing activities and
accommodations
suitable for children

17%

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

10%

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

7%

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

6%

Luxury traveler: seeking
high-end experiences
and personalized
services

During Trip

Destination Activities



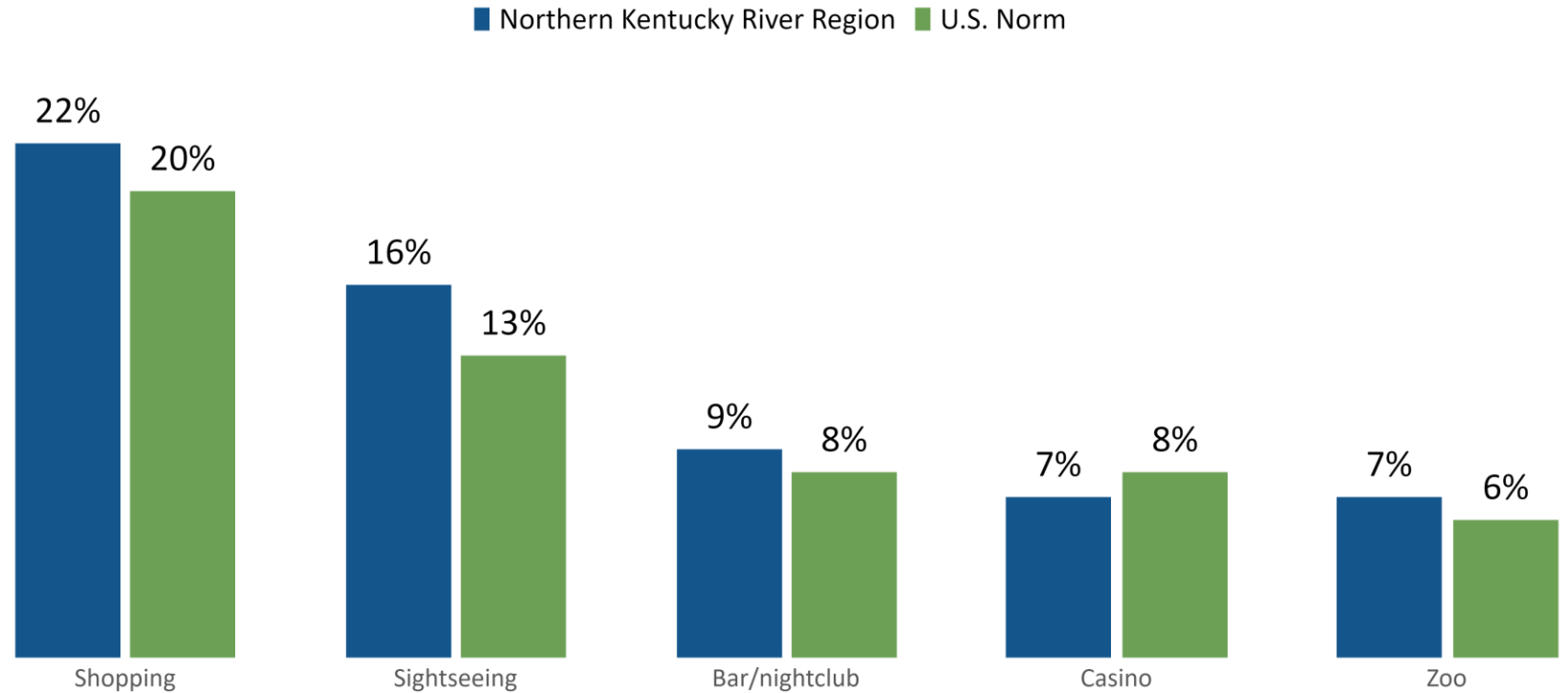
Entertainment Activities

Top Entertainment Activities for Northern Kentucky River Region Travelers

54%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



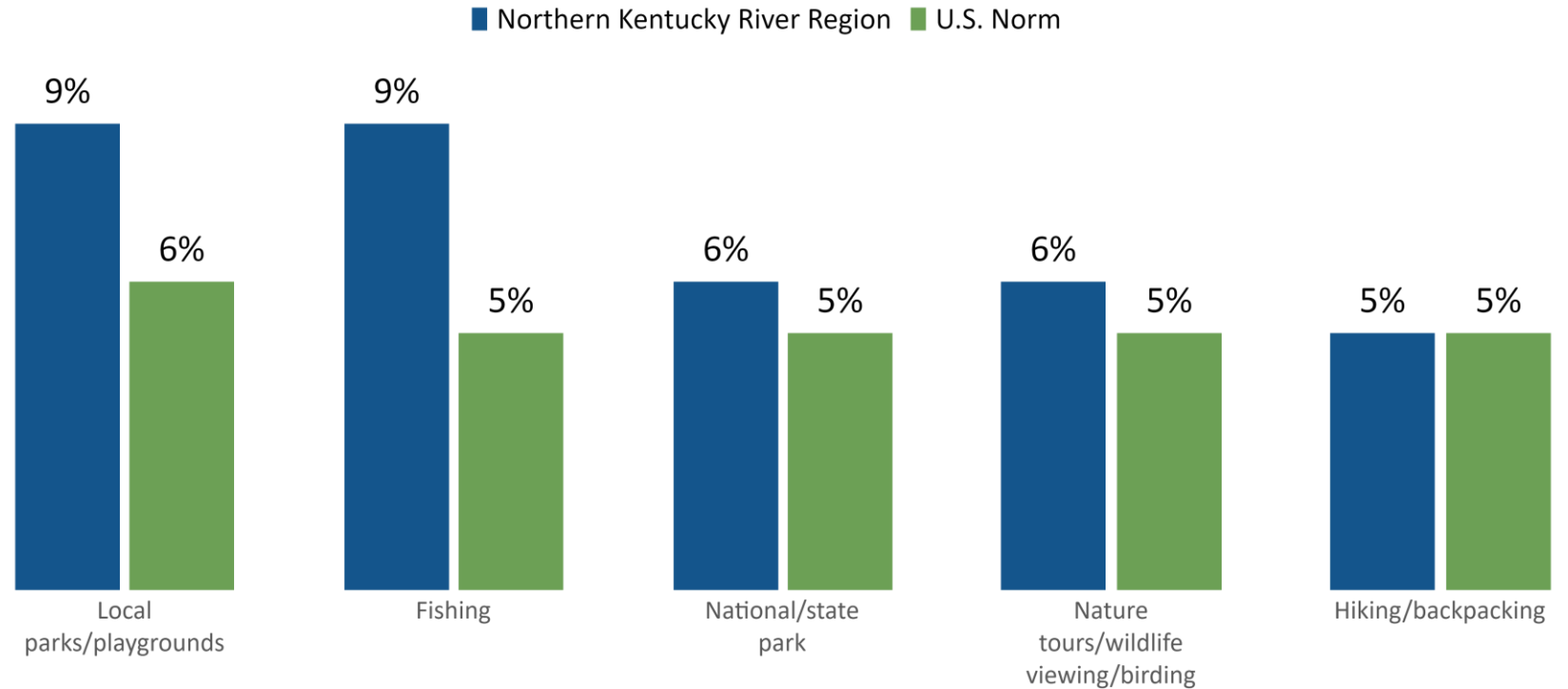
Recreational Activities

Top Recreational Activities for Northern Kentucky River Region Travelers

36%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%



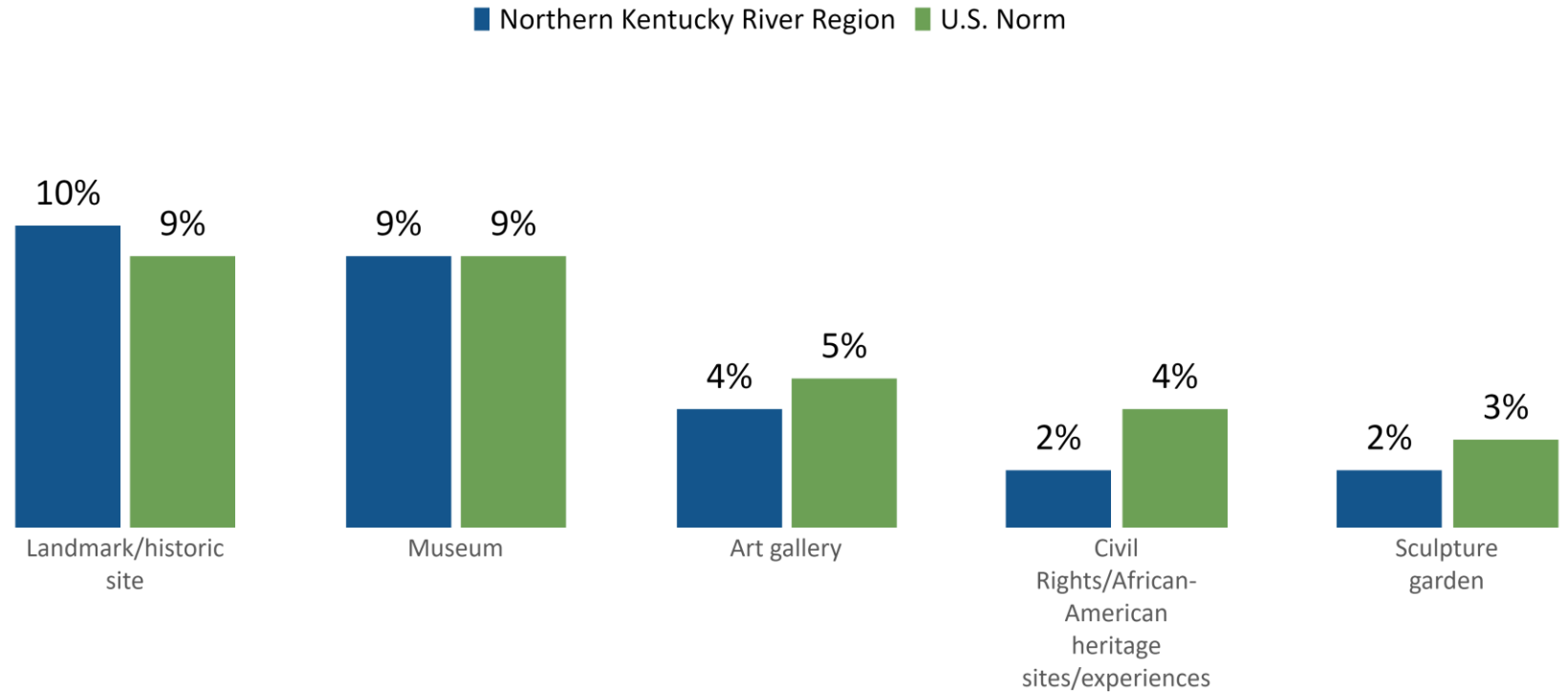
Cultural Activities

Top Cultural Activities for Northern Kentucky River Region Travelers

21%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



Sporting Events

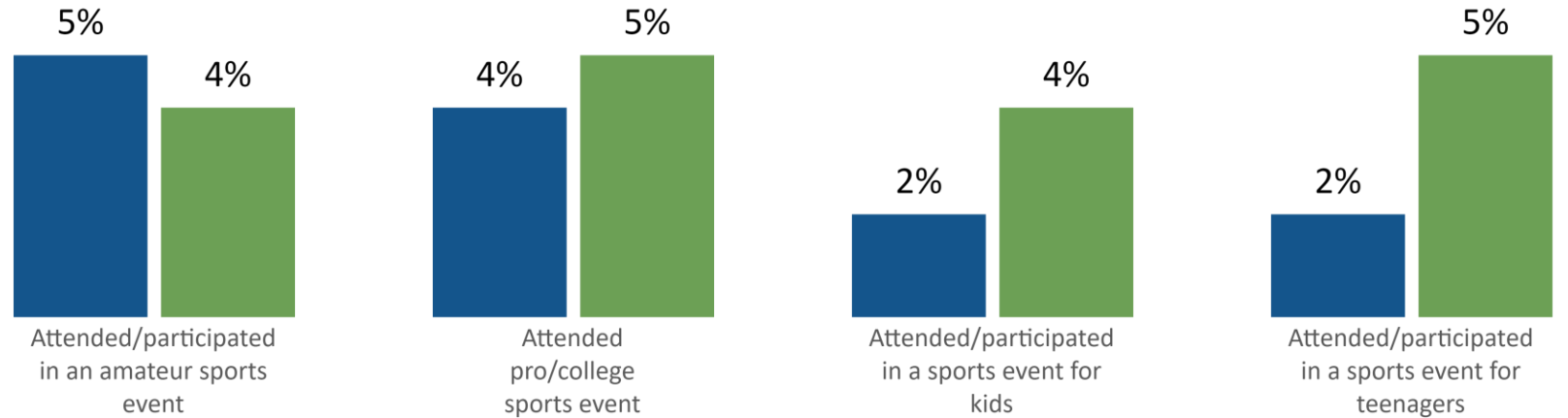
Top Sporting Events for Northern Kentucky River Region Travelers

12%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

■ Northern Kentucky River Region ■ U.S. Norm



Business Activities

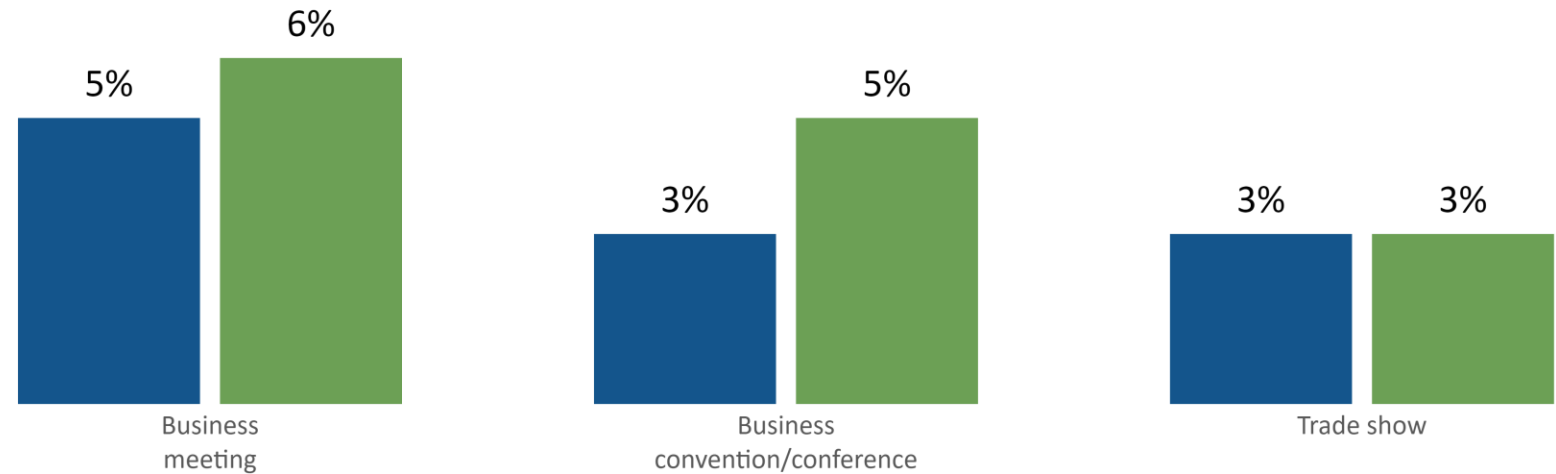
Top Business Activities for Northern Kentucky River Region Travelers

9%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%

■ Northern Kentucky River Region ■ U.S. Norm



Other Activities

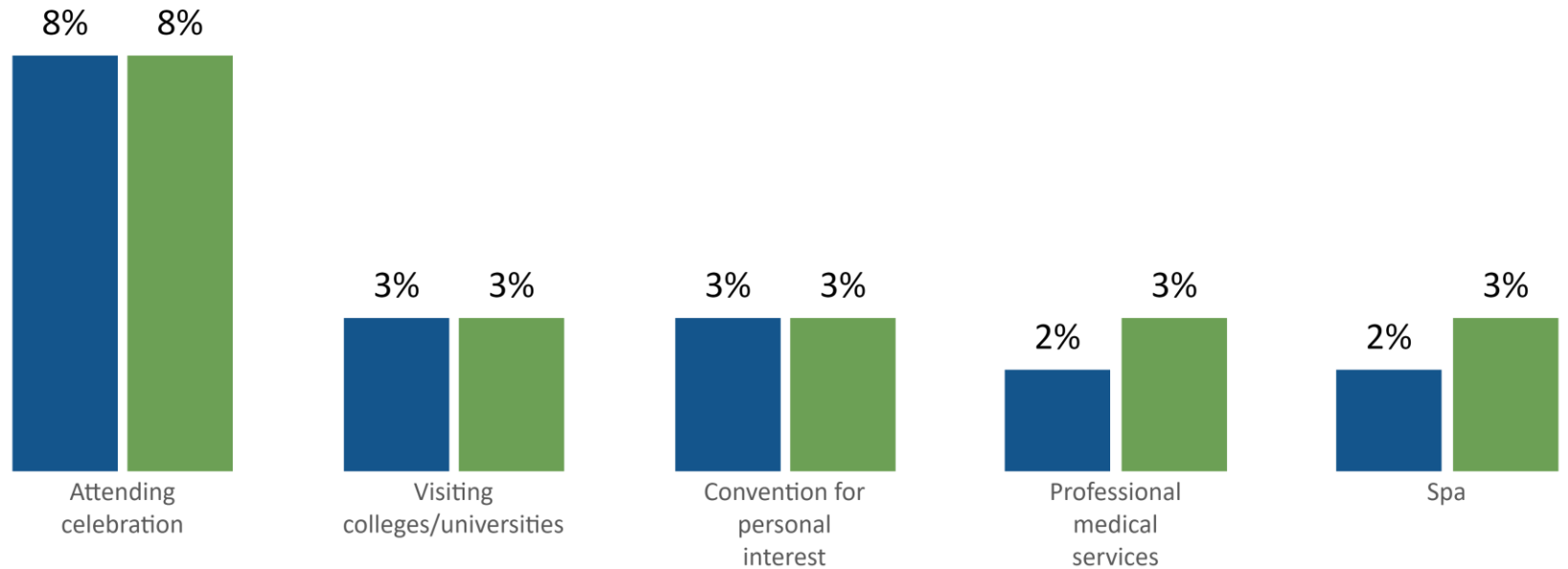
Top Other Activities for Northern Kentucky River Region Travelers

24%

Participated in
Other
Activities
During Their Trip

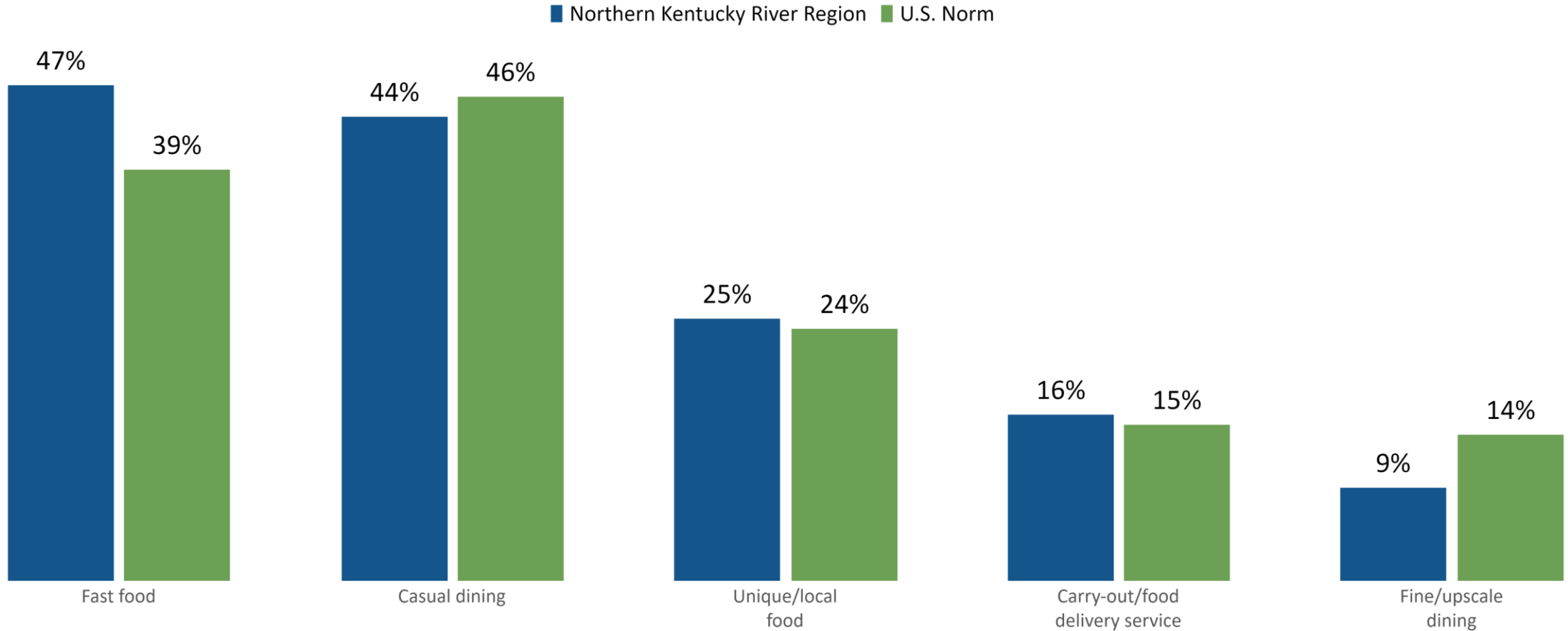
U.S. Norm: 30%

■ Northern Kentucky River Region ■ U.S. Norm



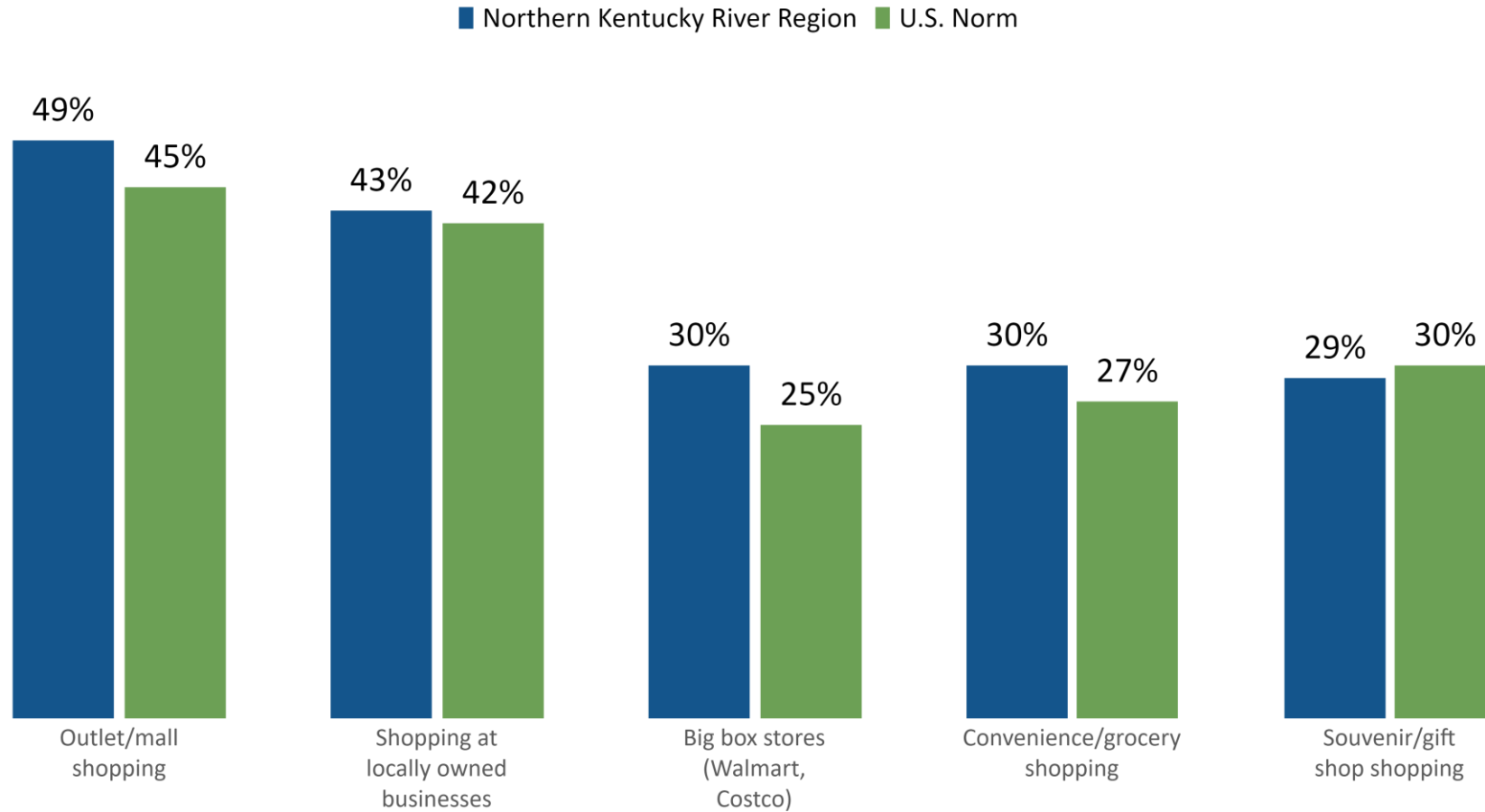
Dining

Top Dining Categories for Northern Kentucky River Region Travelers



Shopping

Top Shopping Categories for Northern Kentucky River Region Travelers



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

Post-Trip

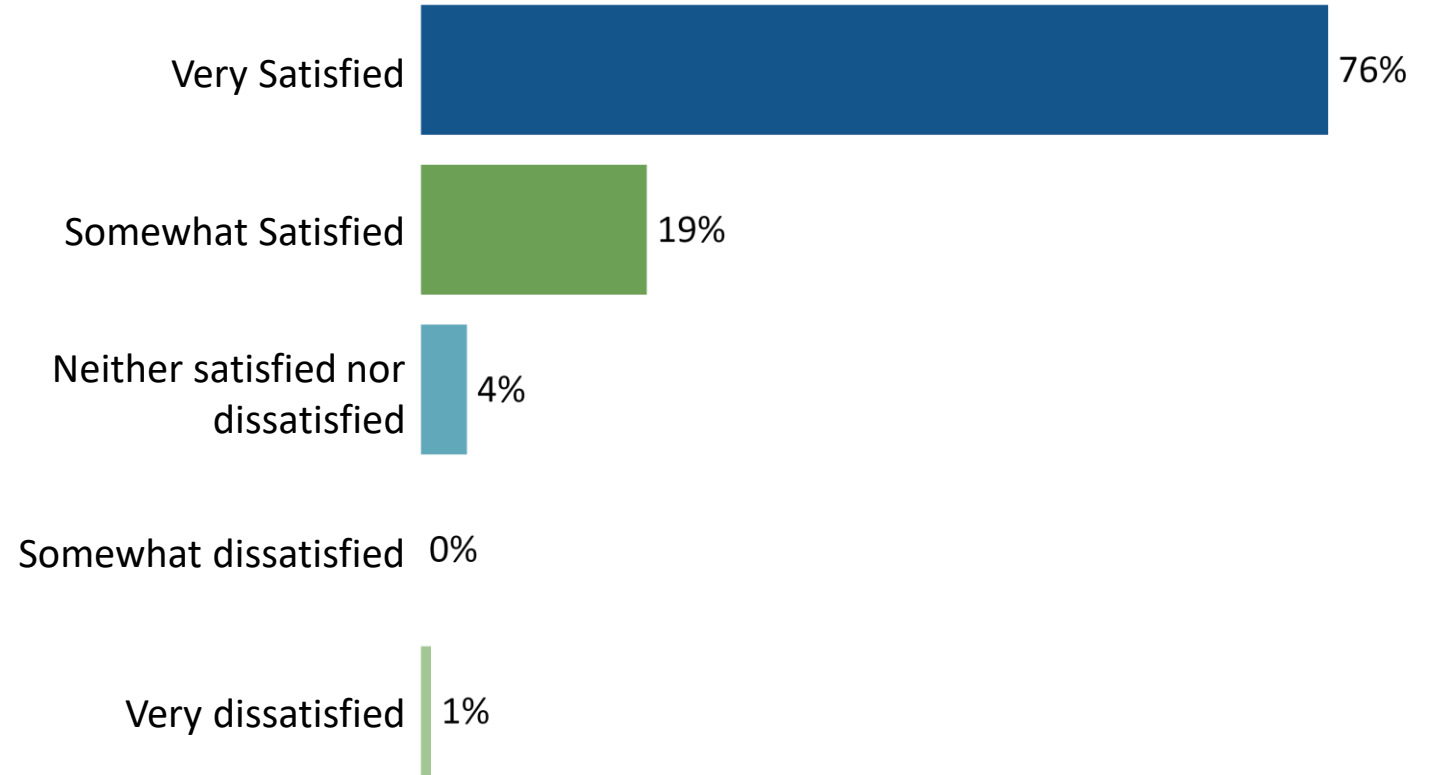
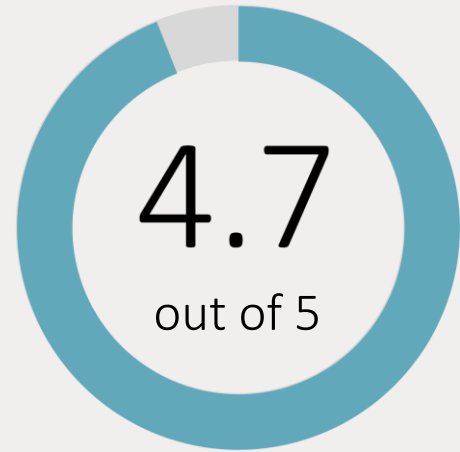
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Northern Kentucky River Region Experience

Average Satisfaction Rating



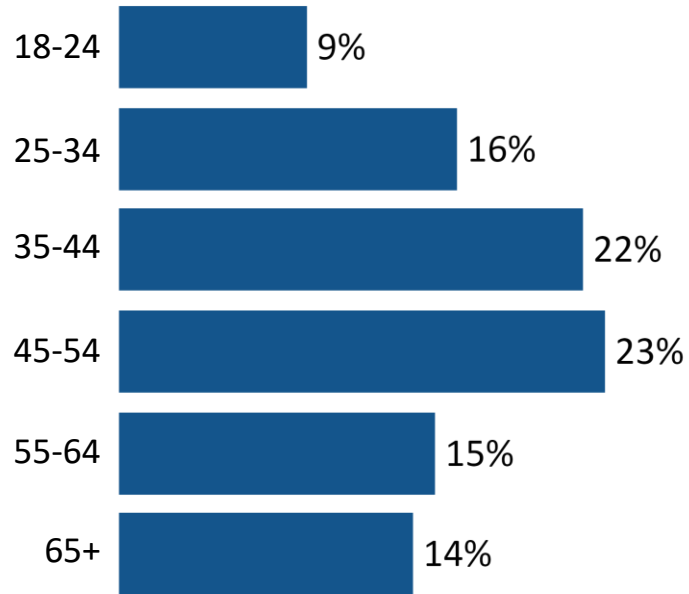
Respondent Demographics



Age, Gender, & Household Income

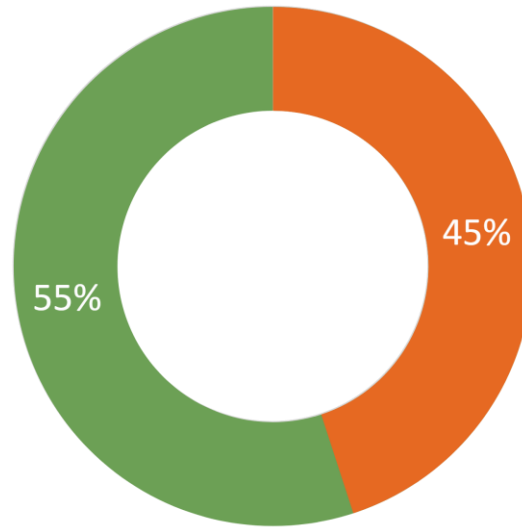
Respondent Demographics for Northern Kentucky River Region

Age



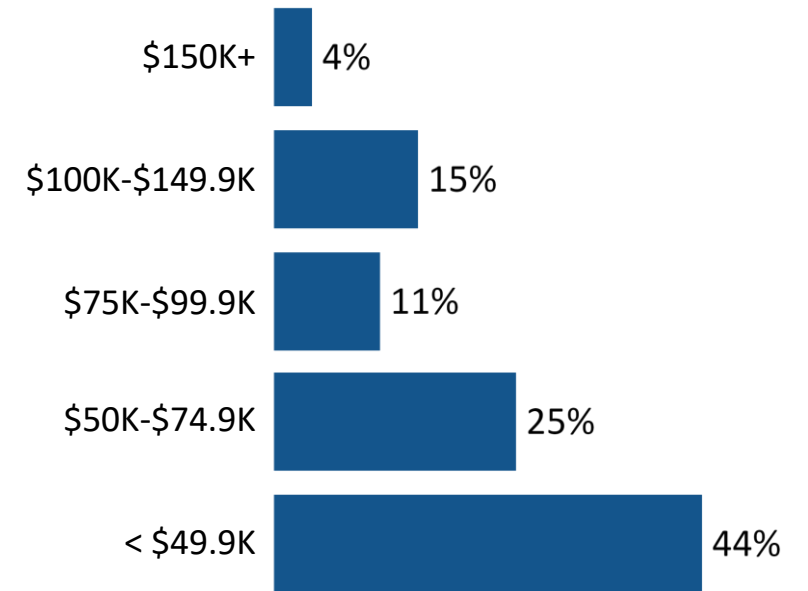
Average Age: 45.9

Gender



Female Male

Household Income

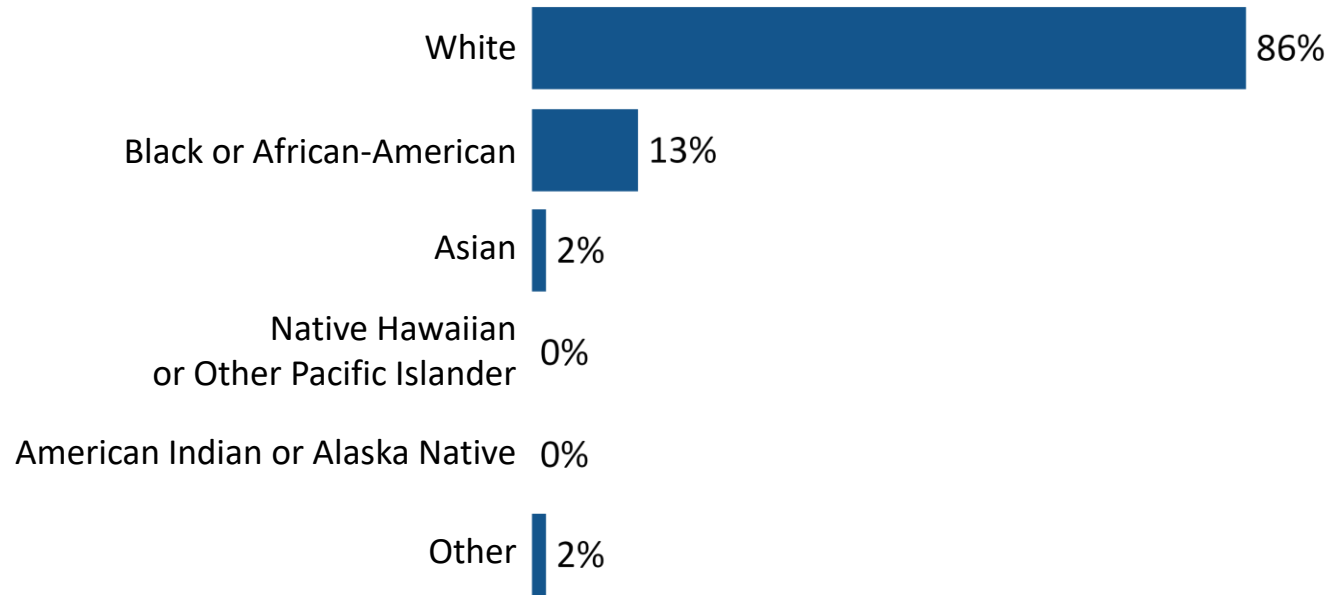


Average Income: \$66.6K

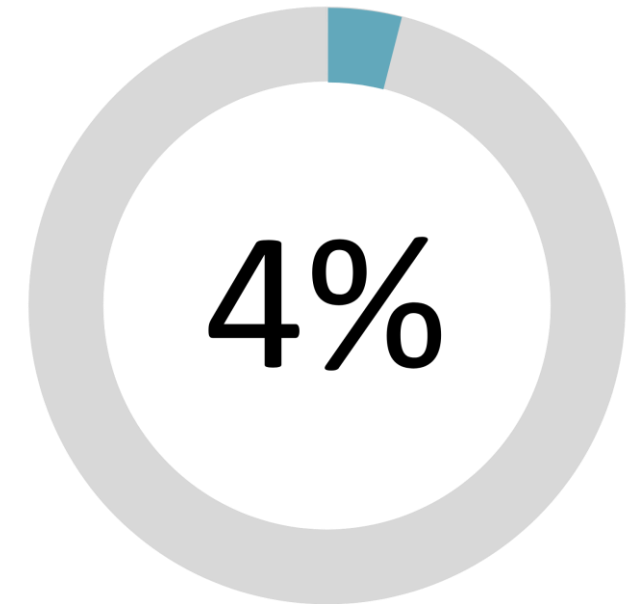
Race & Hispanic Background

Respondent Demographics for Northern Kentucky River Region

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 Northern Kentucky River Region

Employment

59% full-time / self-employed

8% part-time

33% retired / not employed / other

Marital Status

53% married / living with a partner

29% single / never married

18% divorced / widowed / separated

Military Status*

88% never served in the military

9% veteran

2% currently on active duty

1% on active duty for training

Education

34% high school diploma or less / other

23% attended some college

32% associate's or bachelor's degree

12% graduate or professional degree

Sexual Orientation

93% straight

1% gay / lesbian

4% bisexual

2% other / not sure

Household Size

20% 1 member

34% 2 members

19% 3 members

15% 4 members

12% 5+ members

* Multi-select to include status for all household members



Travel USA®

Day Visitation Kentucky's Appalachians Profile Report

2024/2025



Travel USA® Overview

Methodology

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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 Appalachians's base size for day trips in 2024/2025:

306

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Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Kentucky's Appalachians

2024/2025

Kentucky	34%
----------	-----

Ohio	15%
------	-----

Indiana	9%
---------	----

Tennessee	8%
-----------	----

West Virginia	7%
---------------	----



2024/2025

Charleston-Huntington, KY/OH/WV	14%
------------------------------------	-----

Lexington, KY	13%
---------------	-----

Cincinnati, OH/KY	10%
-------------------	-----

Louisville, KY	9%
----------------	----

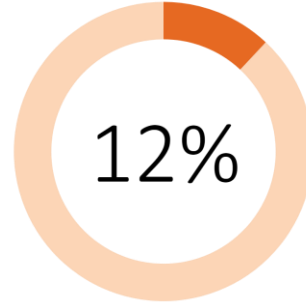
Tri-Cities, TN/VA	5%
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Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

22%

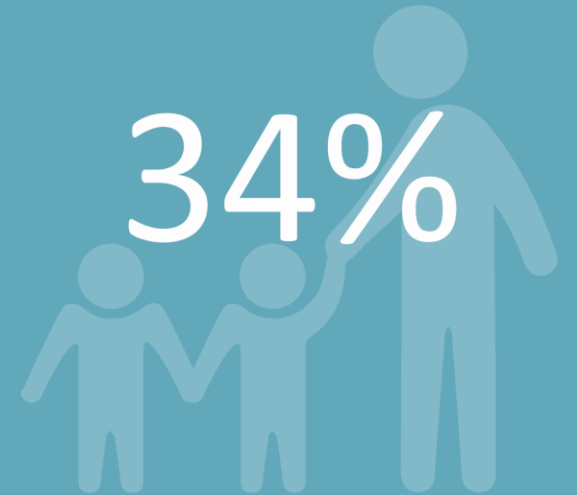


Travel Parties with Pets



Travel Parties
with Children

34%



Travel Party Composition

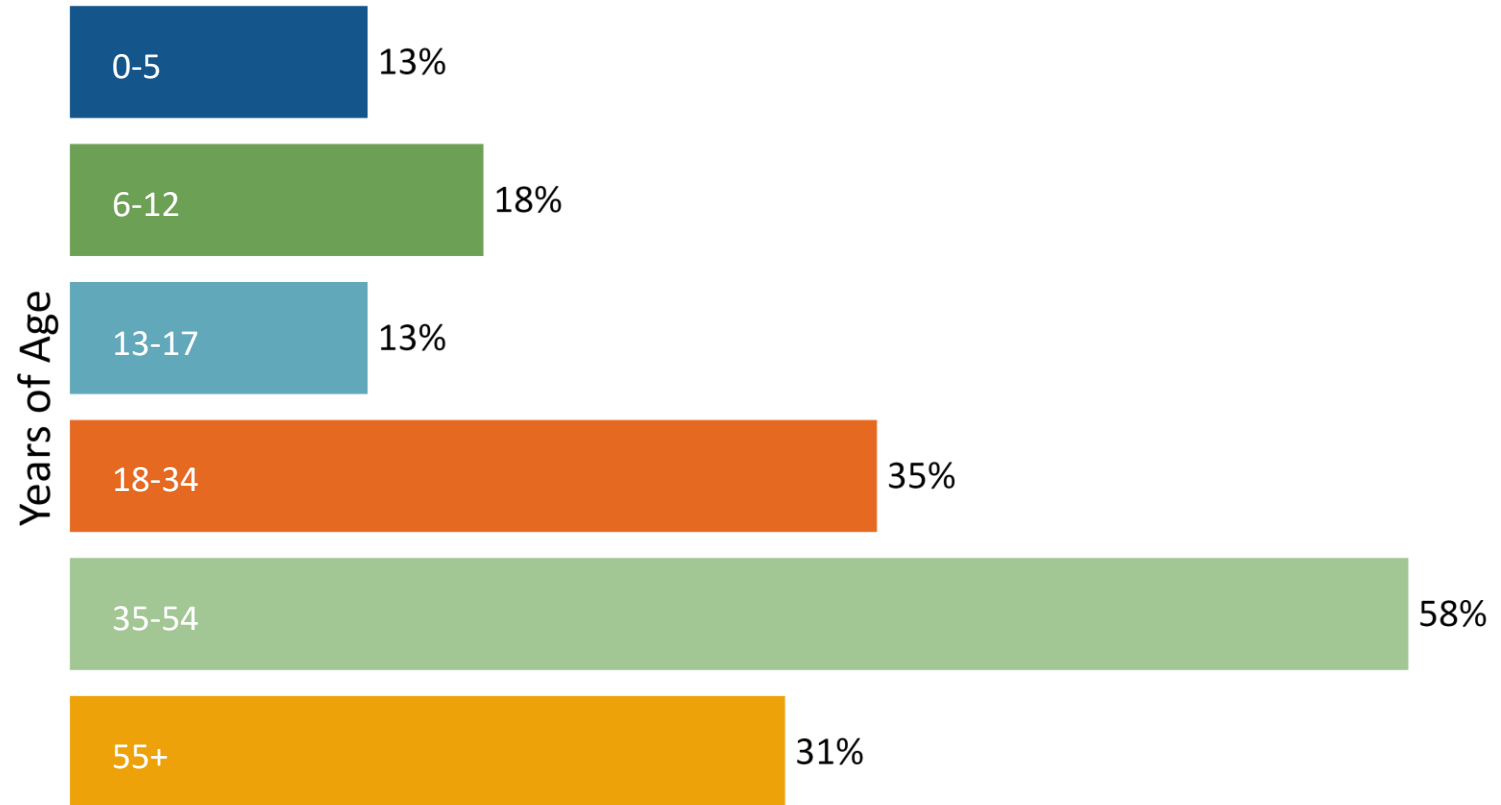
Travel Party Size & Age

Average Travel
Party Size

2.6



Travel Party Age



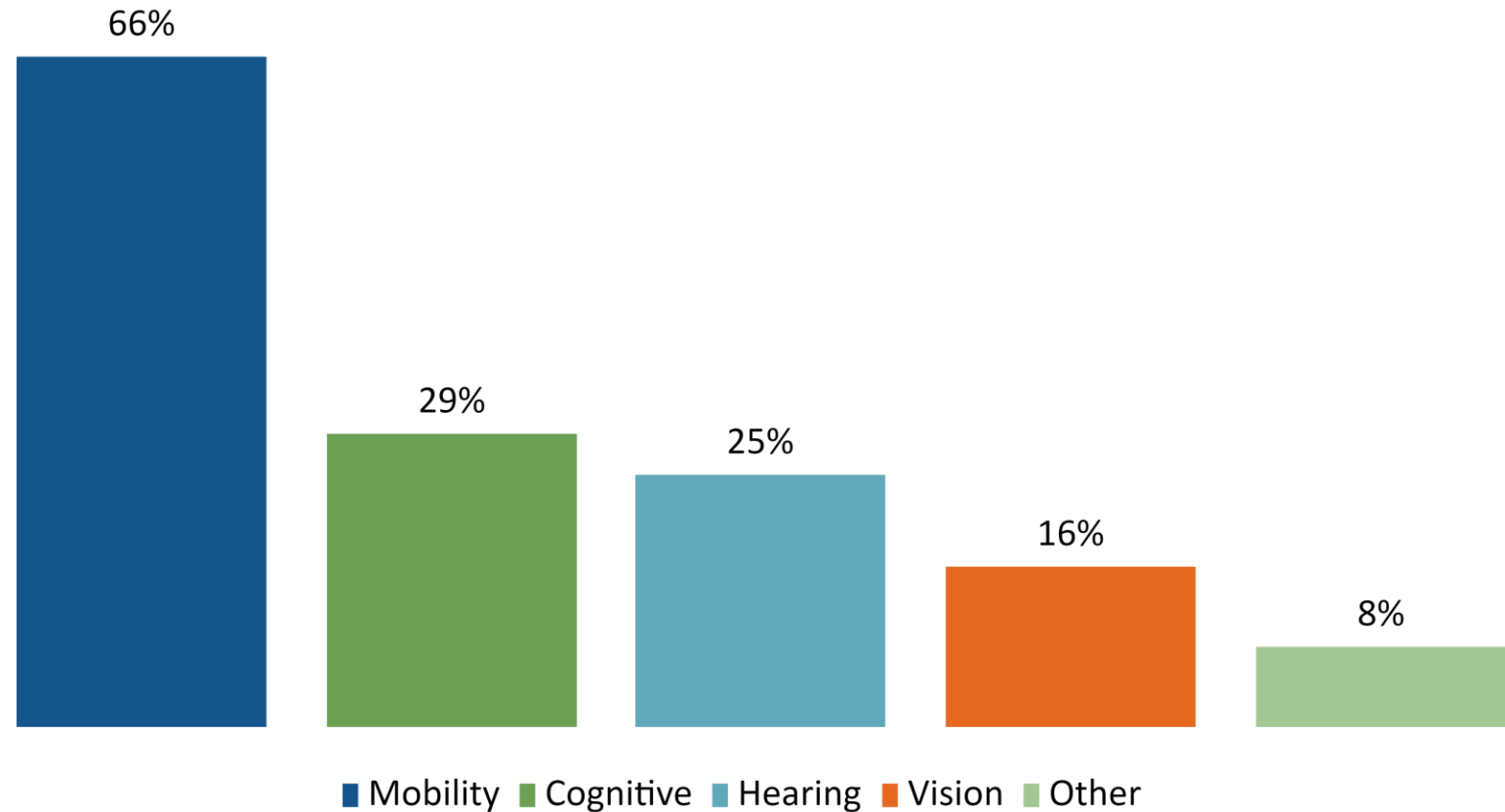
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

17%

▲ +1.6% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

43%

Visiting friends / relatives

▲ +7.6% vs U.S. Norm

14%

Outdoors

▲ +3.3% vs U.S. Norm

9%

Outdoors

▲ +1.3% vs U.S. Norm

8%

Shopping

▲ +1.6% vs U.S. Norm

8%

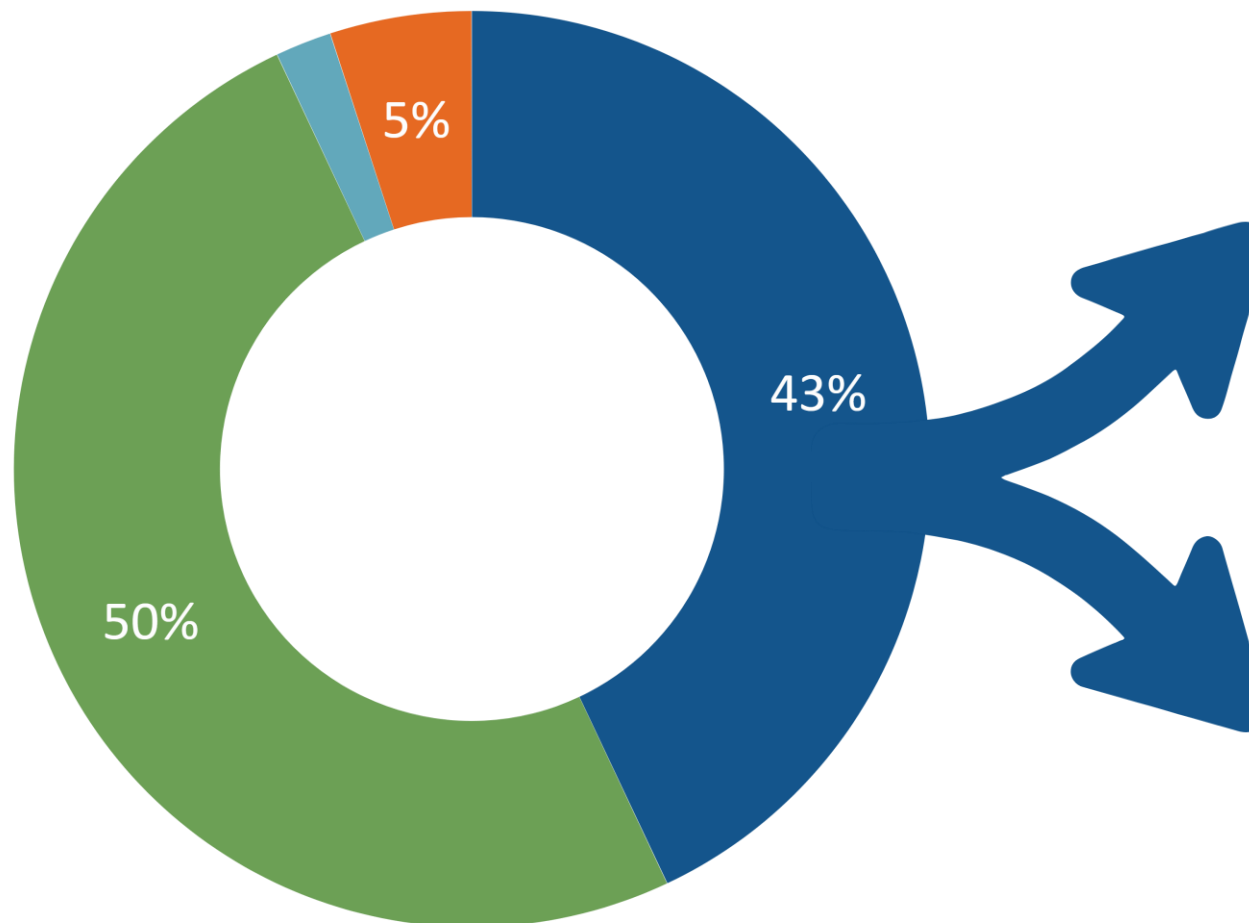
City trip

▼ -2.5% vs U.S. Norm

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's Appalachians

9%

Met Friends/Relatives in Kentucky's Appalachians Who Live Elsewhere

Top Traveler Personas

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

26%

Budget friendly traveler:
prioritizing affordability
and value for money

25%

Family traveler:
prioritizing activities and
accommodations
suitable for children

17%

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

9%

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

6%

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

5%

Luxury traveler: seeking
high-end experiences
and personalized
services

During Trip

Destination Activities



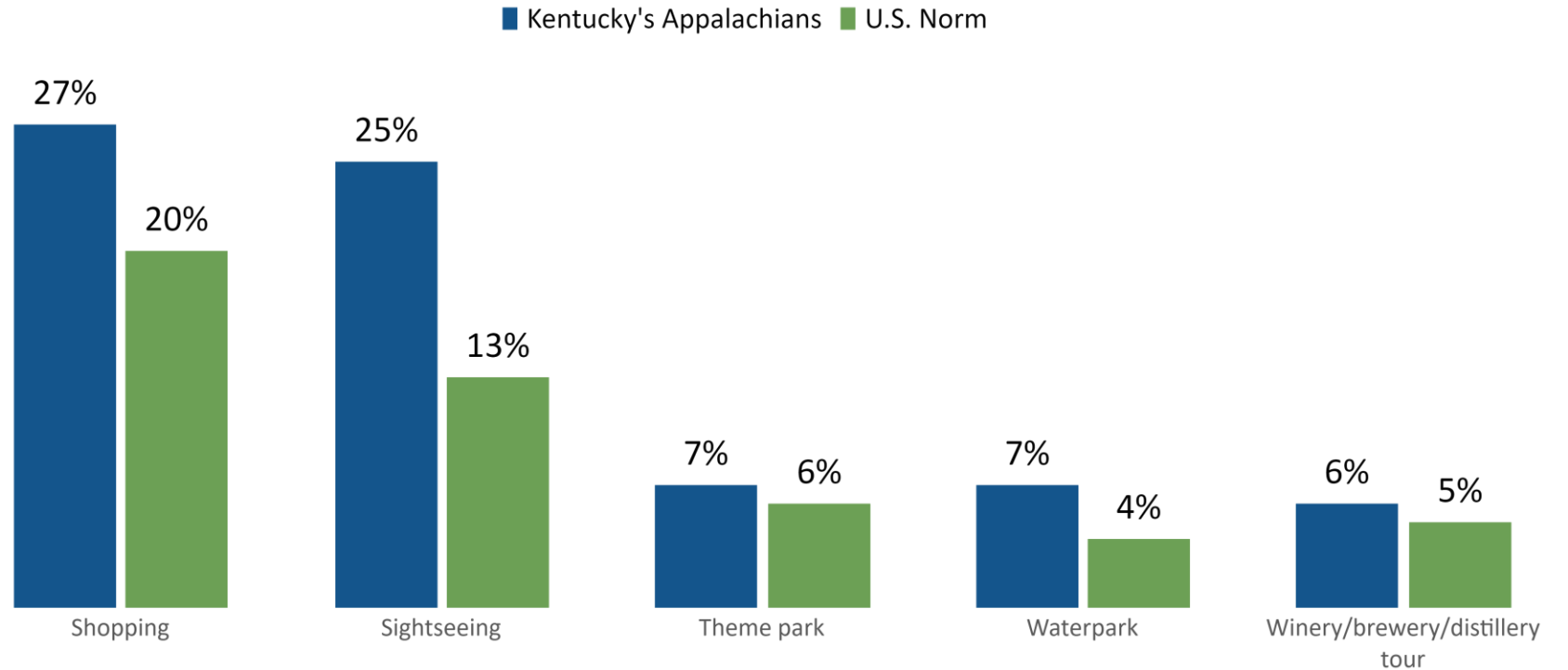
Entertainment Activities

Top Entertainment Activities for Kentucky's Appalachians Travelers

58%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



Recreational Activities

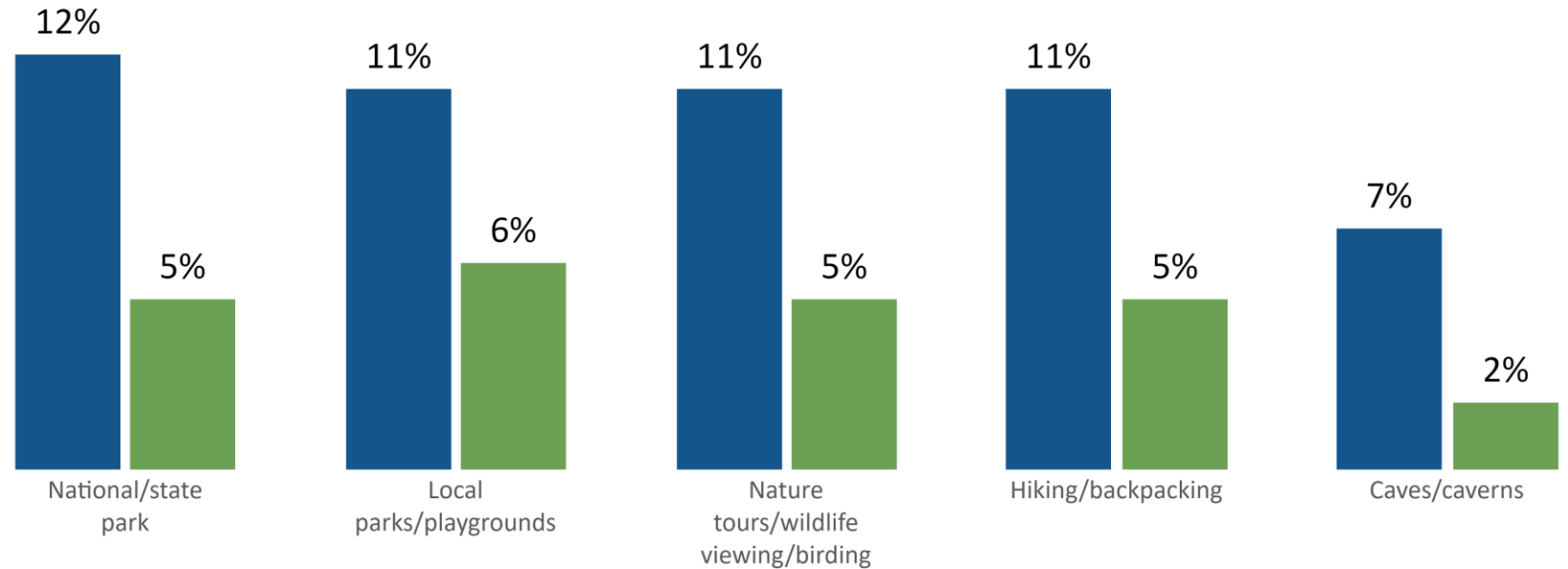
Top Recreational Activities for Kentucky's Appalachians Travelers

47%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%

■ Kentucky's Appalachians ■ U.S. Norm



Cultural Activities

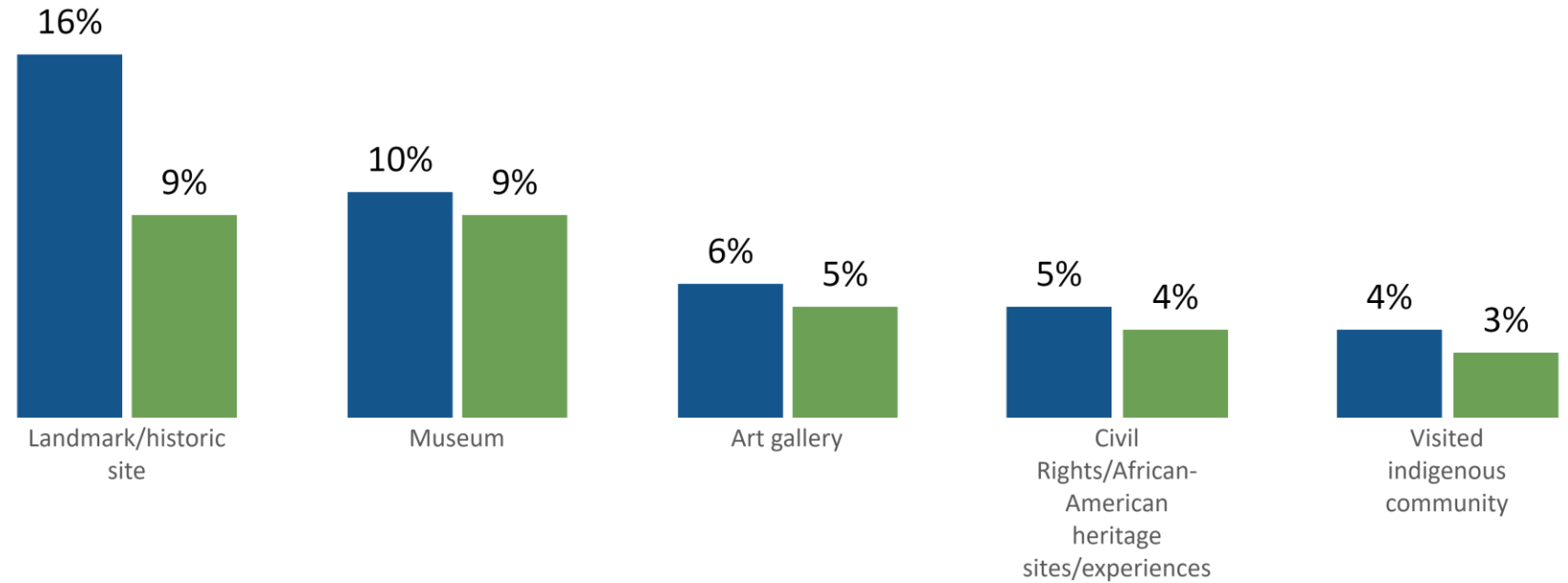
Top Cultural Activities for Kentucky's Appalachians Travelers

25%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%

■ Kentucky's Appalachians ■ U.S. Norm



Sporting Events

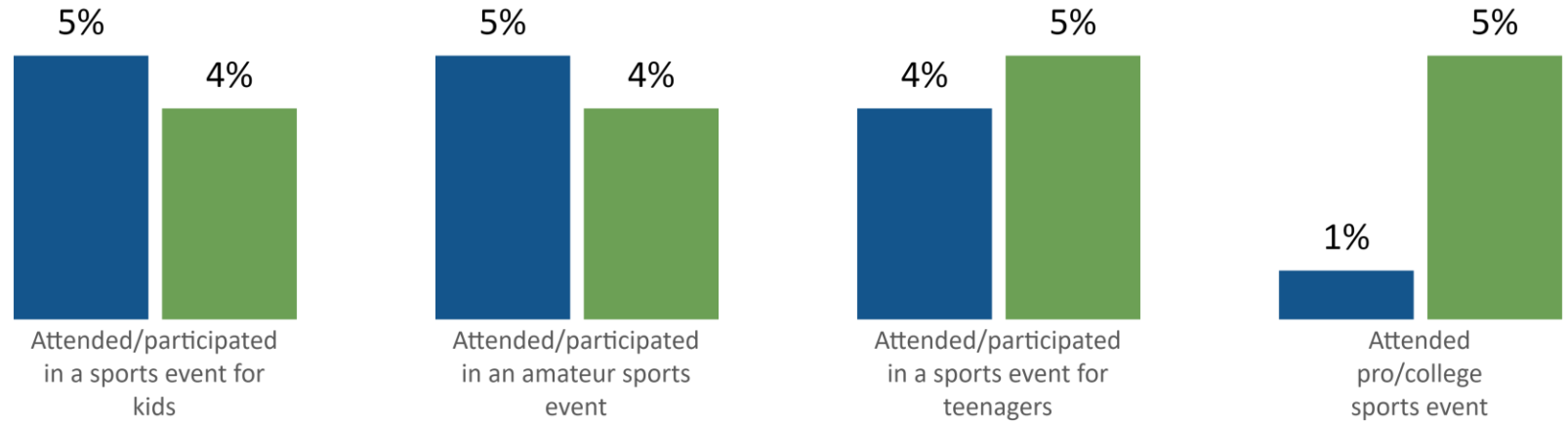
Top Sporting Events for Kentucky's Appalachians Travelers

14%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

■ Kentucky's Appalachians ■ U.S. Norm



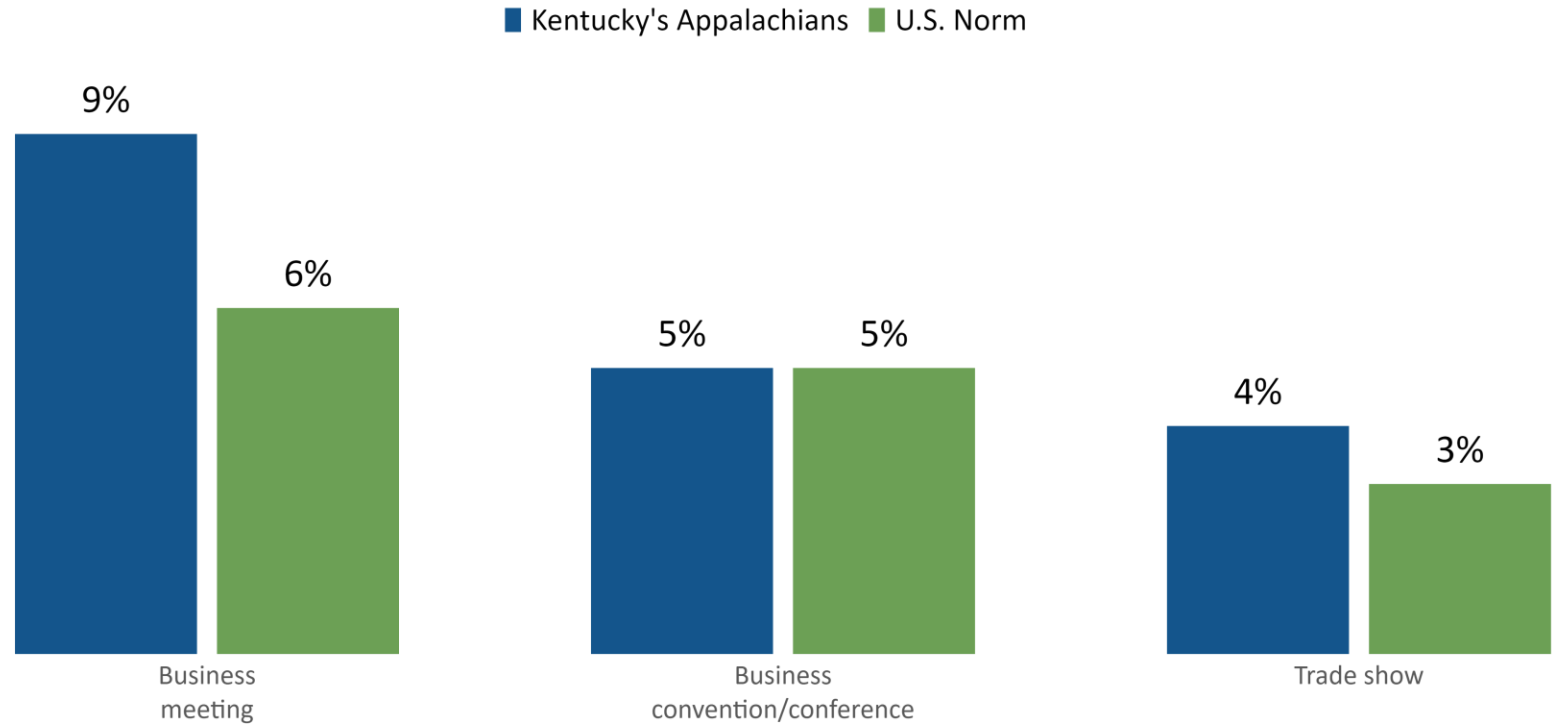
Business Activities

Top Business Activities for Kentucky's Appalachians Travelers

14%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%



Other Activities

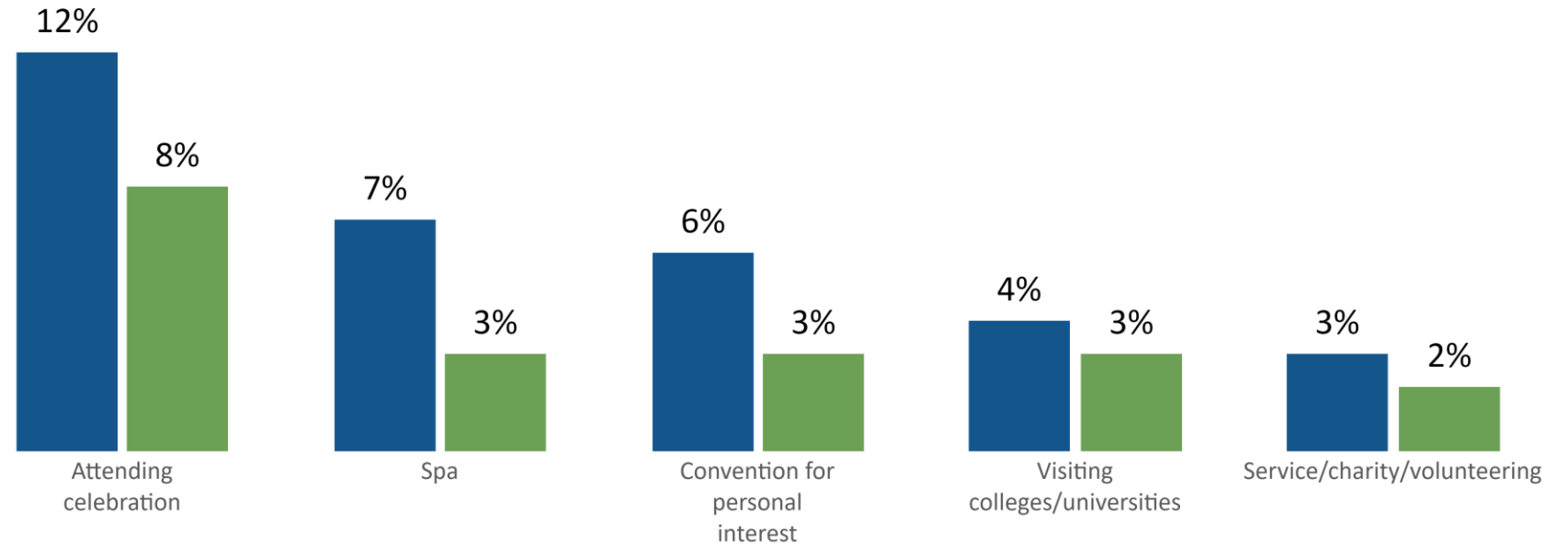
Top Other Activities for Kentucky's Appalachians Travelers

35%

Participated in
Other
Activities
During Their Trip

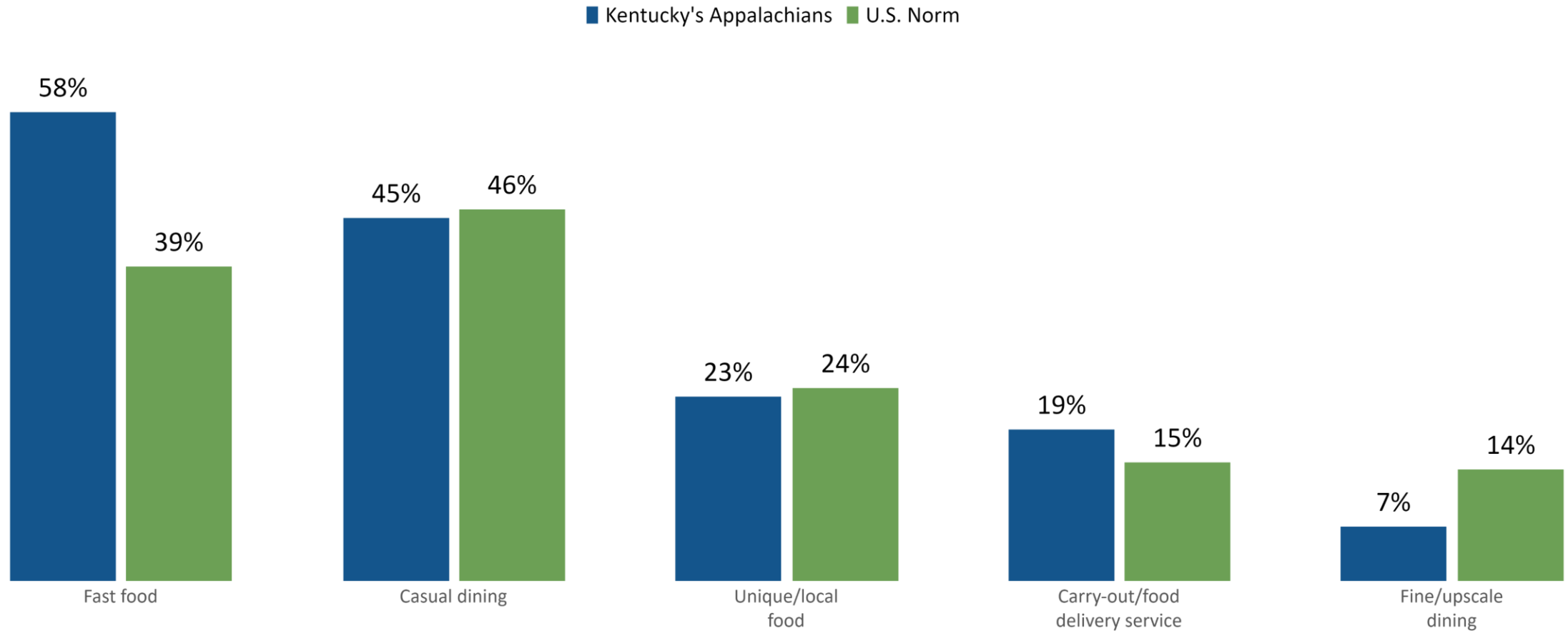
U.S. Norm: 30%

■ Kentucky's Appalachians ■ U.S. Norm



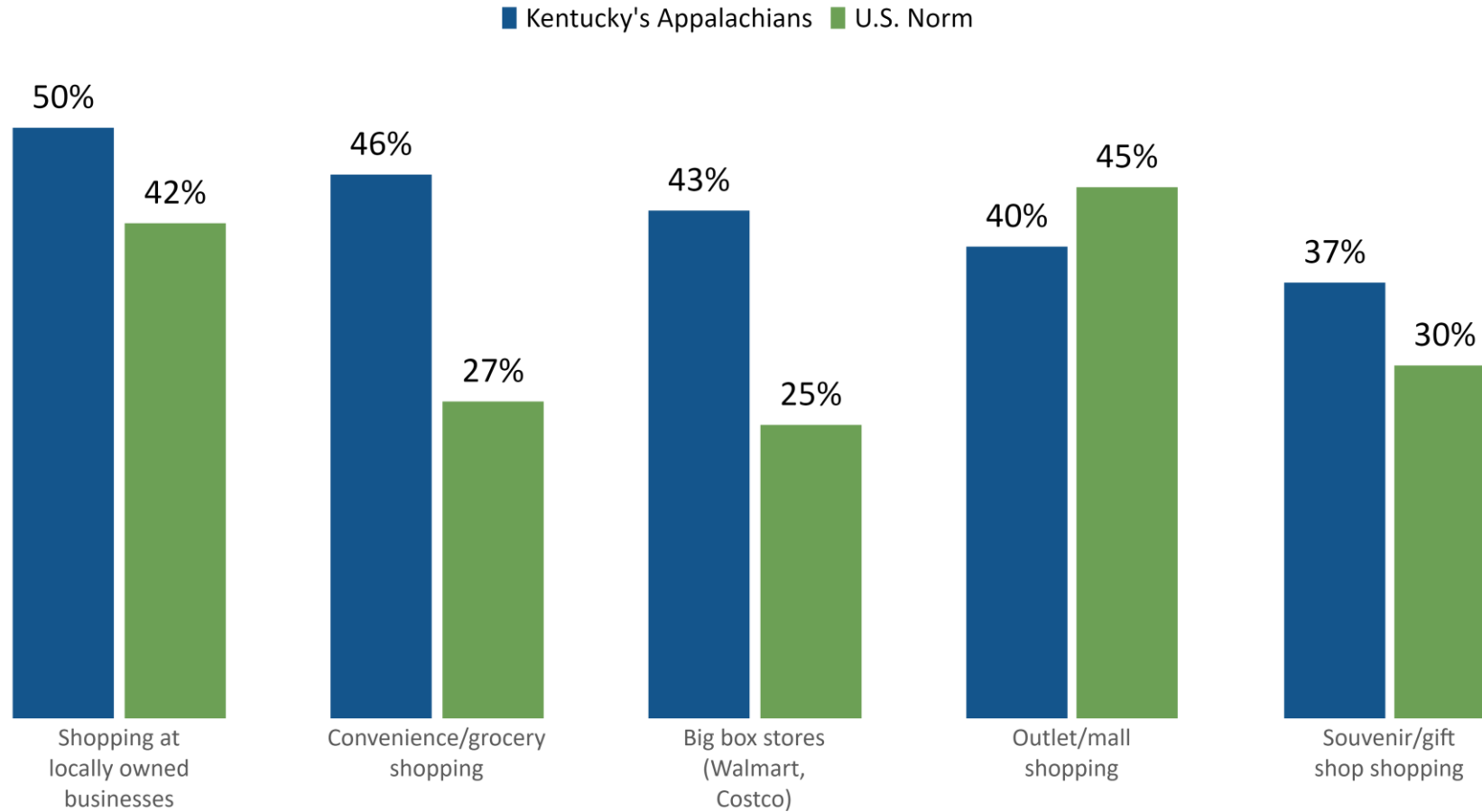
Dining

Top Dining Categories for Kentucky's Appalachians Travelers



Shopping

Top Shopping Categories for Kentucky's Appalachians Travelers



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

Post-Trip

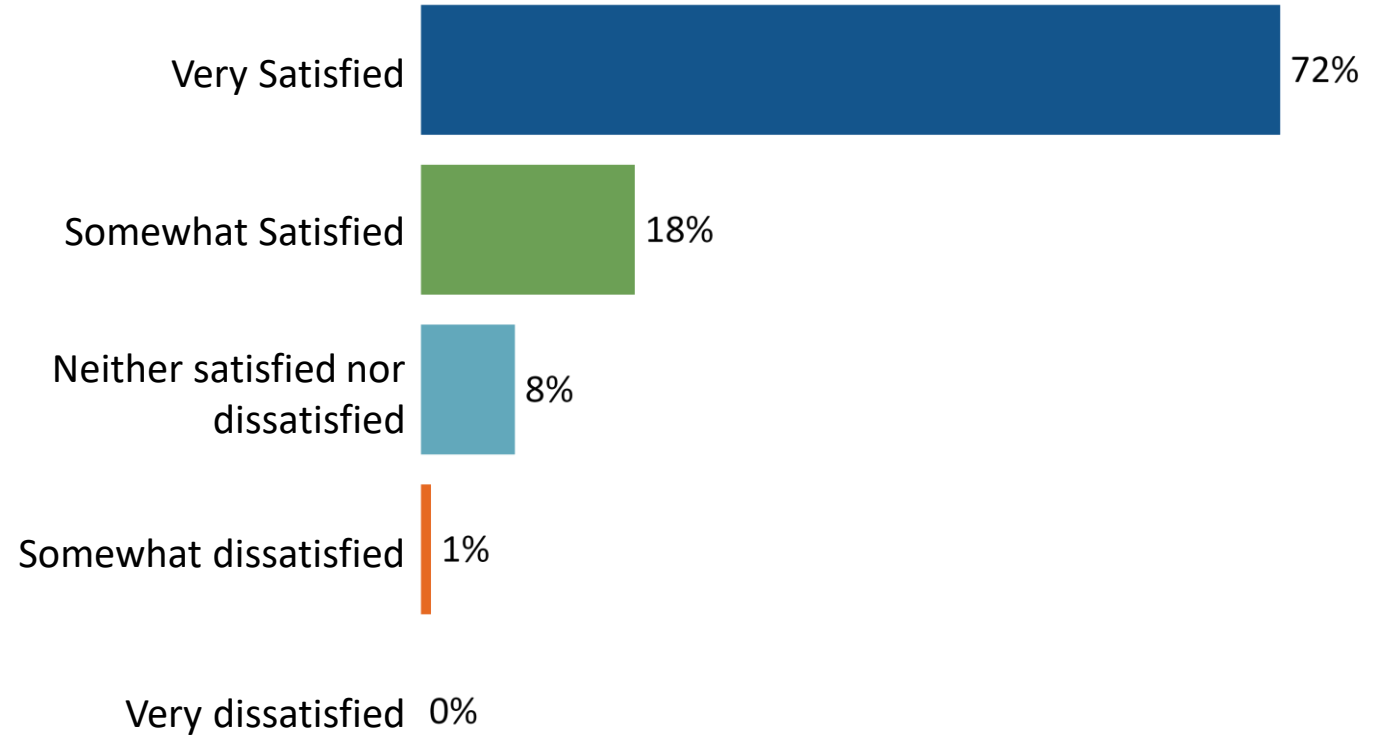
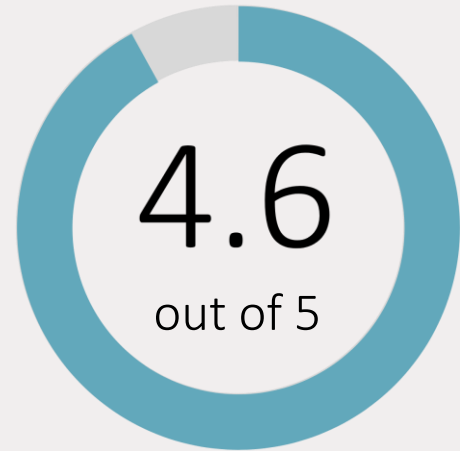
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Kentucky's Appalachians Experience

Average Satisfaction Rating



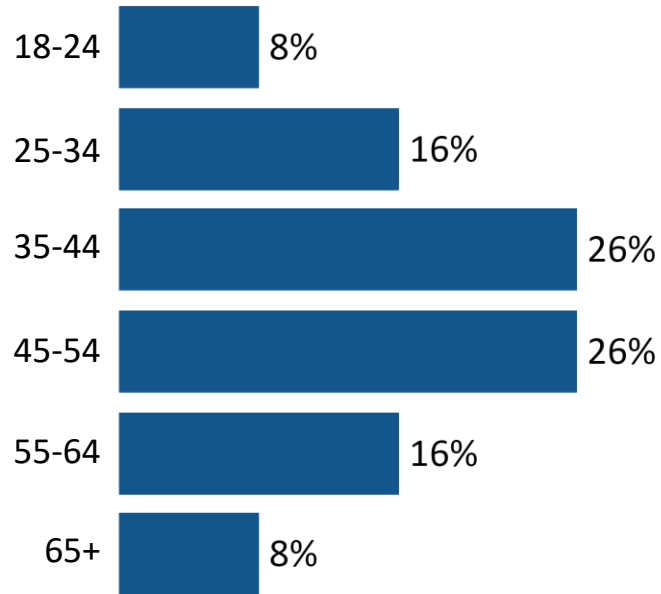
Respondent Demographics



Age, Gender, & Household Income

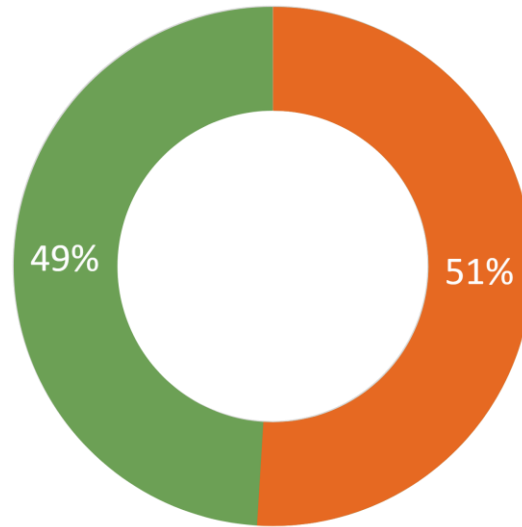
Respondent Demographics for Kentucky's Appalachians

Age



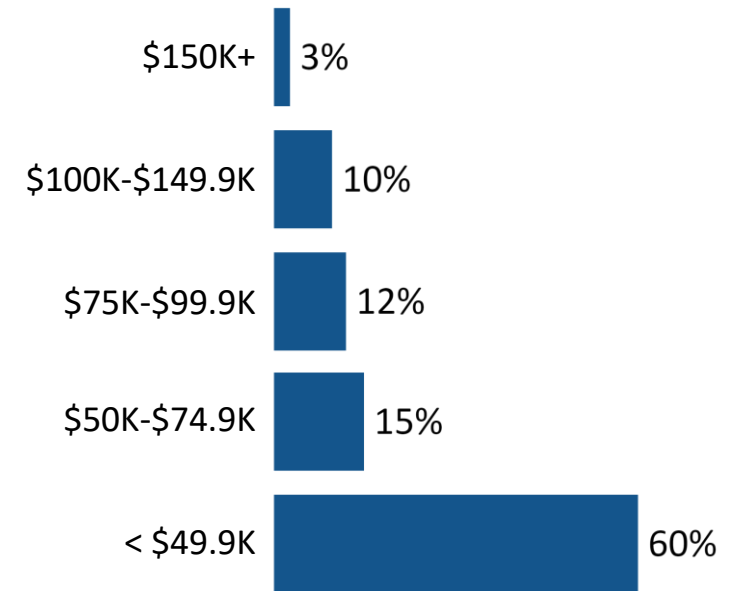
Average Age: 44.9

Gender



Female Male

Household Income

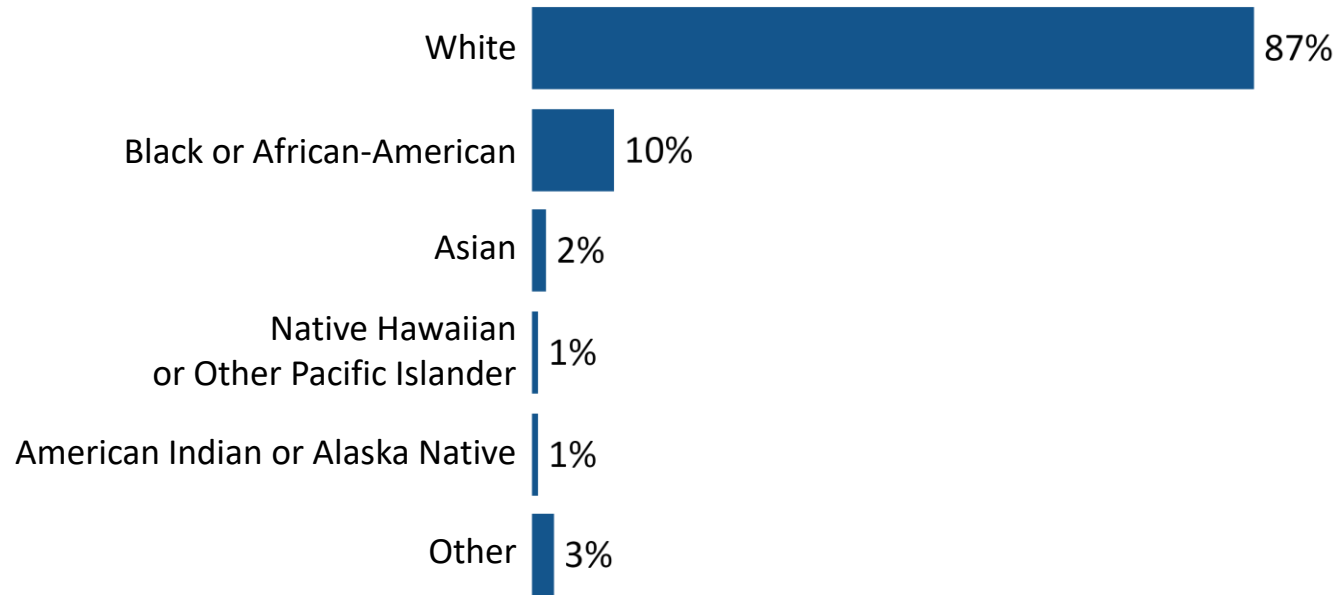


Average Income: \$53.3K

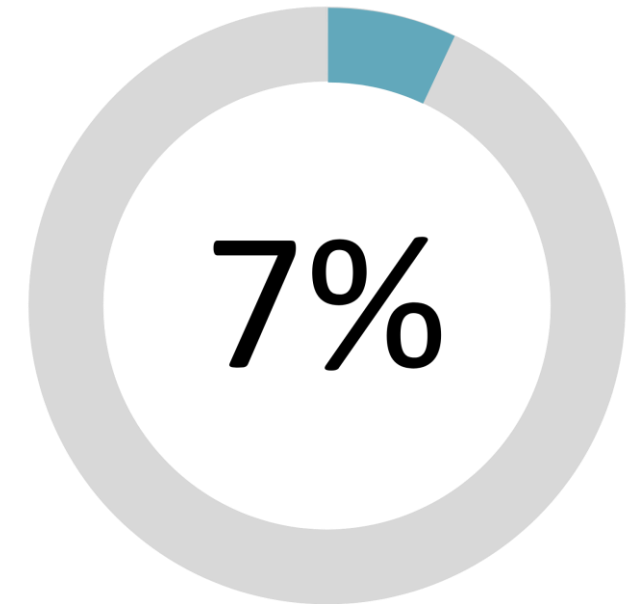
Race & Hispanic Background

Respondent Demographics for Kentucky's Appalachians

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's Appalachians

Employment

57% full-time / self-employed

7% part-time

36% retired / not employed / other

Marital Status

49% married / living with a partner

28% single / never married

24% divorced / widowed / separated

Military Status*

86% never served in the military

11% veteran

3% currently on active duty

1% on active duty for training

Education

37% high school diploma or less / other

26% attended some college

26% associate's or bachelor's degree

11% graduate or professional degree

Sexual Orientation

94% straight

1% gay / lesbian

4% bisexual

2% other / not sure

Household Size

22% 1 member

35% 2 members

15% 3 members

14% 4 members

14% 5+ members

* Multi-select to include status for all household members



Travel USA®

Day Visitation Daniel Boone Country Profile Report

2024/2025



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.

Daniel Boone Country's base size for day trips in 2024/2025:

363

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 Daniel Boone Country

2024/2025

Kentucky	58%
----------	-----

Ohio	9%
------	----

Tennessee	8%
-----------	----

Indiana	8%
---------	----

Michigan	3%
----------	----



2024/2025

Lexington, KY	35%
---------------	-----

Cincinnati, OH/KY	10%
-------------------	-----

Louisville, KY	8%
----------------	----

Knoxville, TN	7%
---------------	----

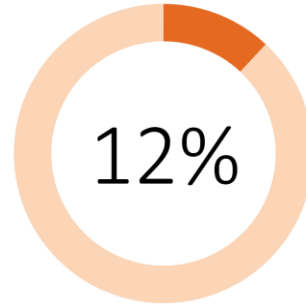
Charleston-Huntington, KY/OH/WV	6%
------------------------------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

15%

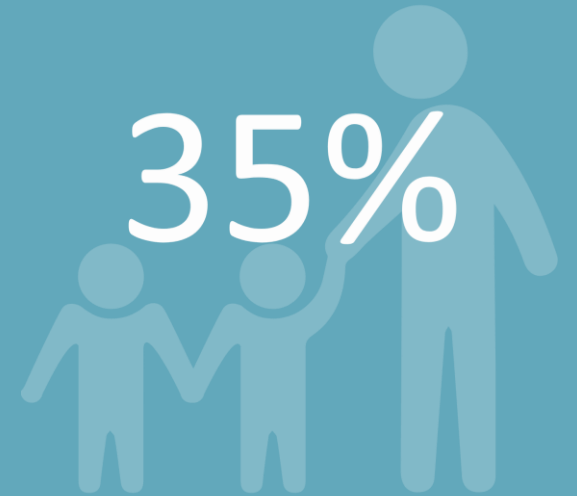


Travel Parties with Pets



Travel Parties
with Children

35%



Travel Party Composition

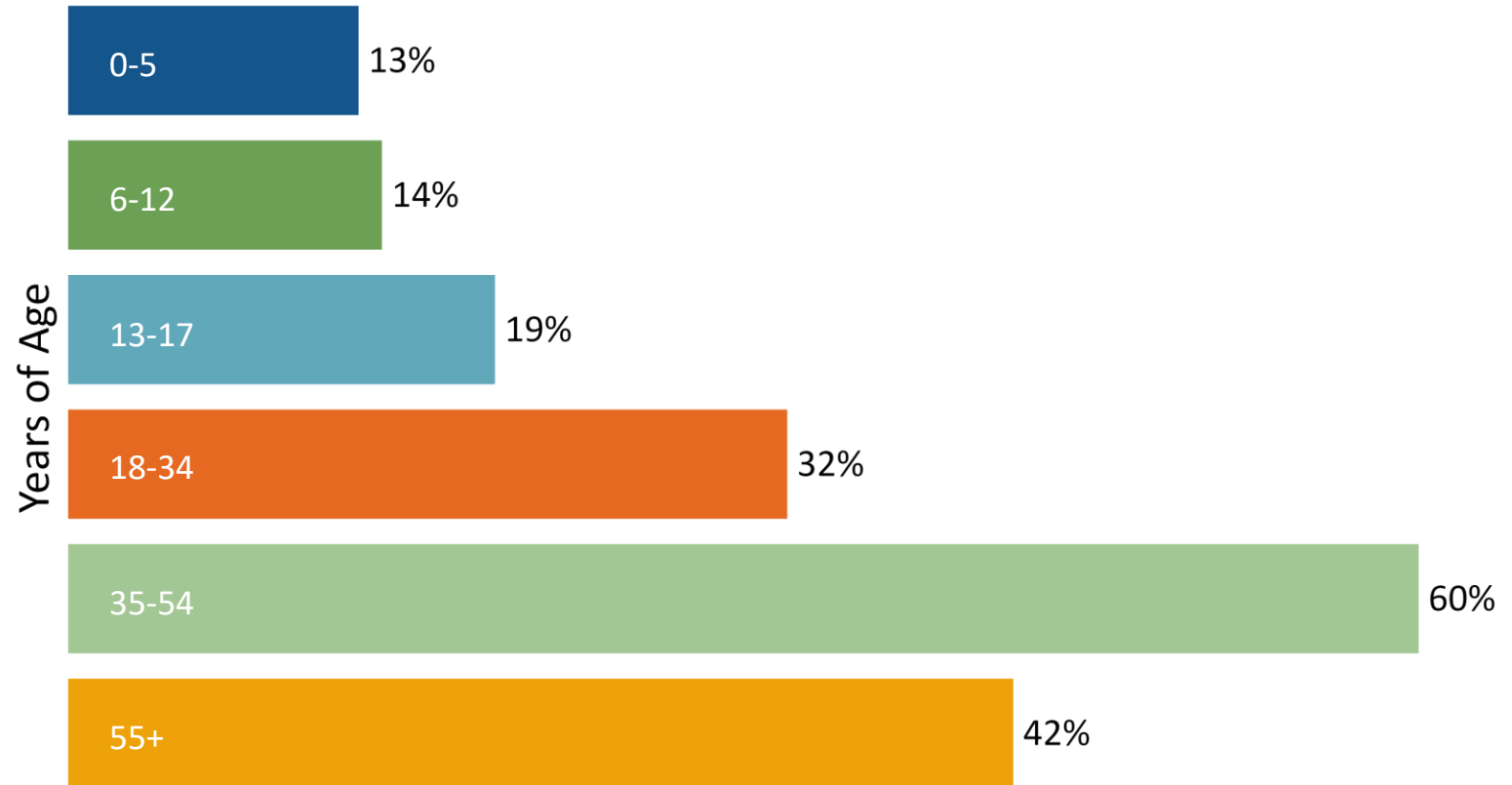
Travel Party Size & Age

Average Travel
Party Size

2.7



Travel Party Age



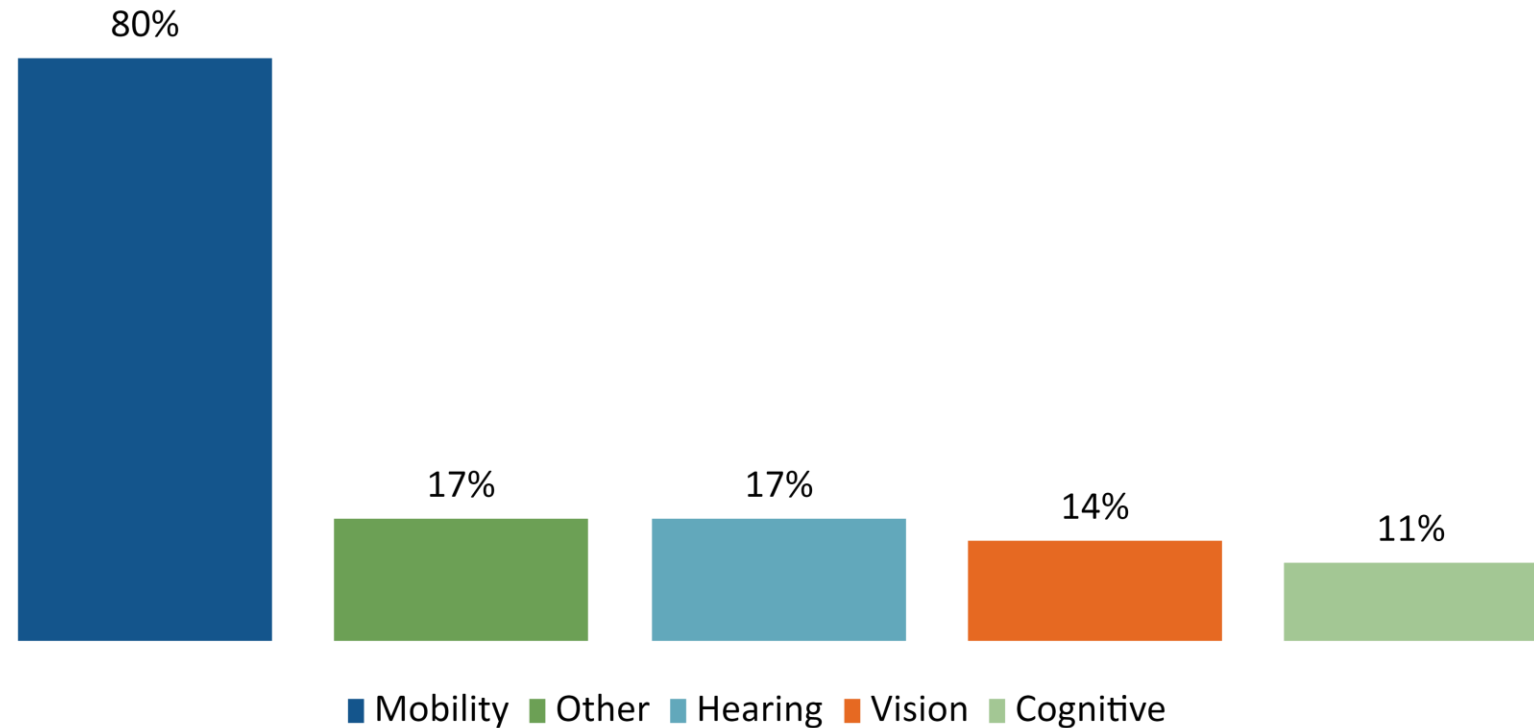
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

18%

▲ +2.3% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

48%

Visiting friends / relatives

▲ +13.3% vs U.S. Norm

13%

Touring

▲ +2.2% vs U.S. Norm

9%

Outdoors

▲ +0.8% vs U.S. Norm

8%

Shopping

▲ +2.2% vs U.S. Norm

8%

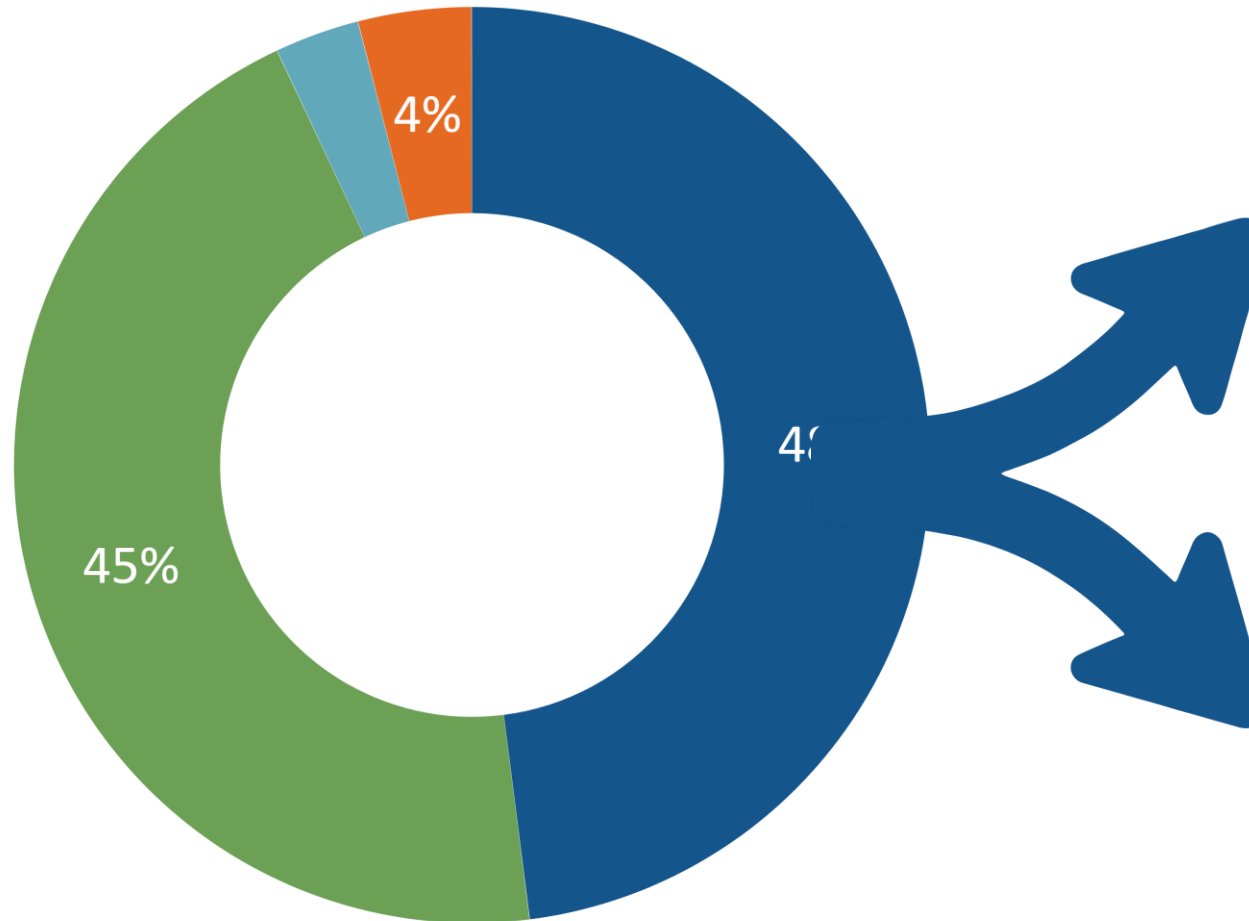
Special event

▼ -1.2% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



93%

Visited Friends/Relatives Who
Live in Daniel Boone Country

7%

Met Friends/Relatives in Daniel
Boone Country 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

23%

Family traveler:
prioritizing activities and
accommodations
suitable for children

18%

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

10%

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

5%

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

3%

Eco-tourist: prioritizing
sustainable and
responsible travel
practices

During Trip

Destination Activities



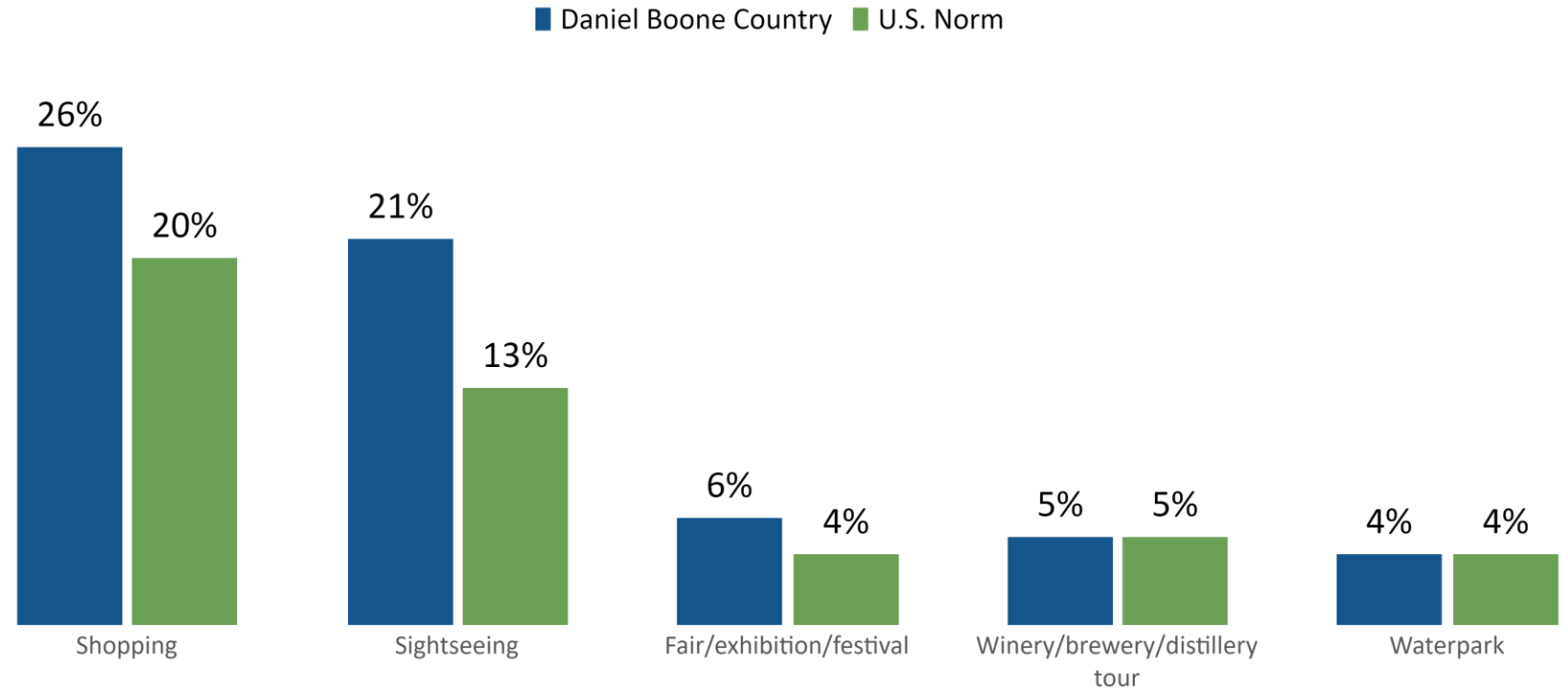
Entertainment Activities

Top Entertainment Activities for Daniel Boone Country Travelers

48%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



Recreational Activities

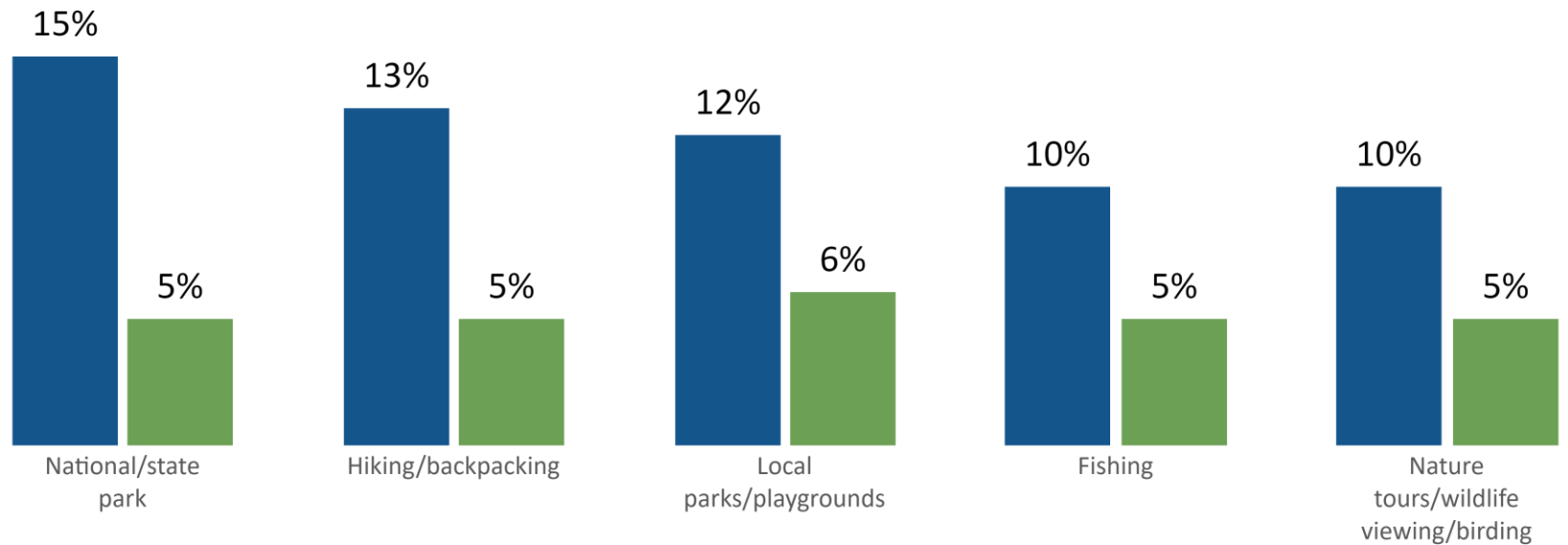
Top Recreational Activities for Daniel Boone Country Travelers

48%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%

■ Daniel Boone Country ■ U.S. Norm



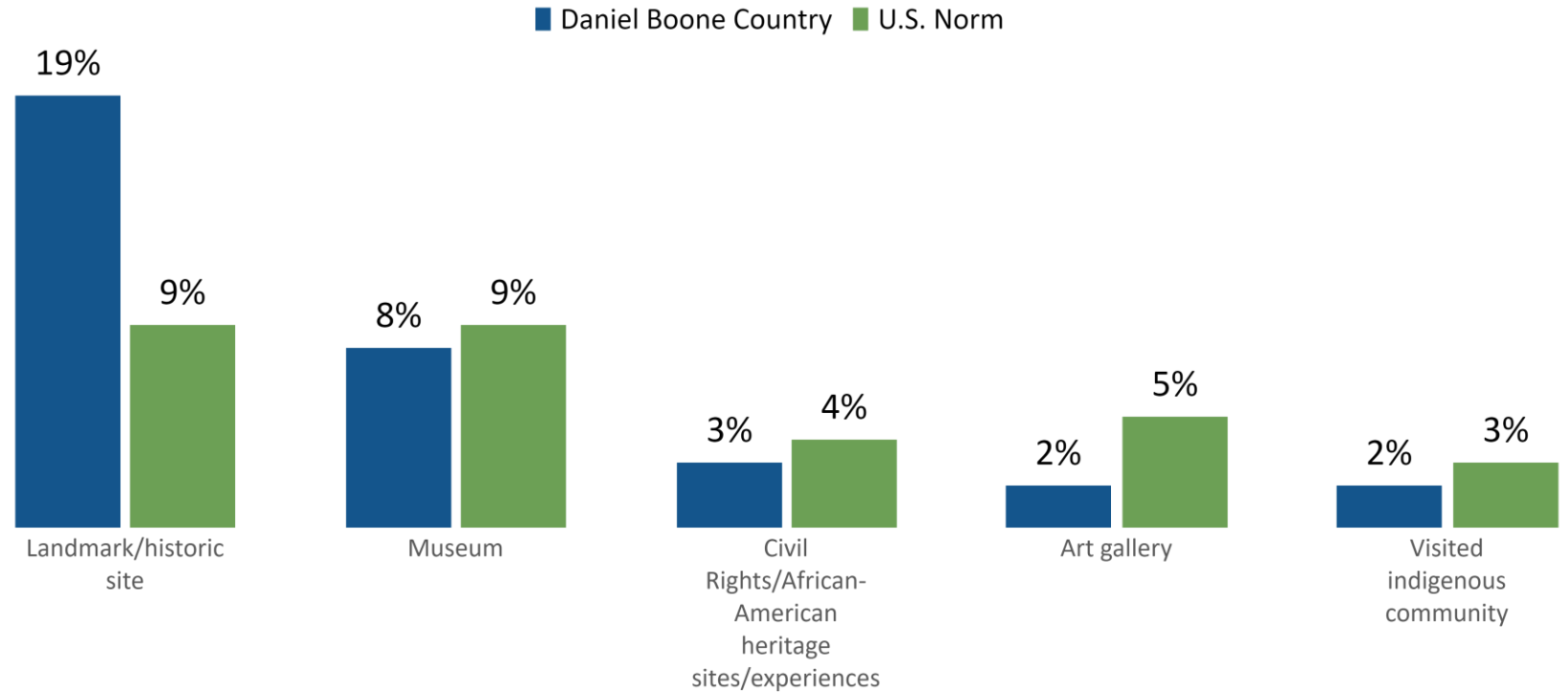
Cultural Activities

Top Cultural Activities for Daniel Boone Country Travelers

27%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



Sporting Events

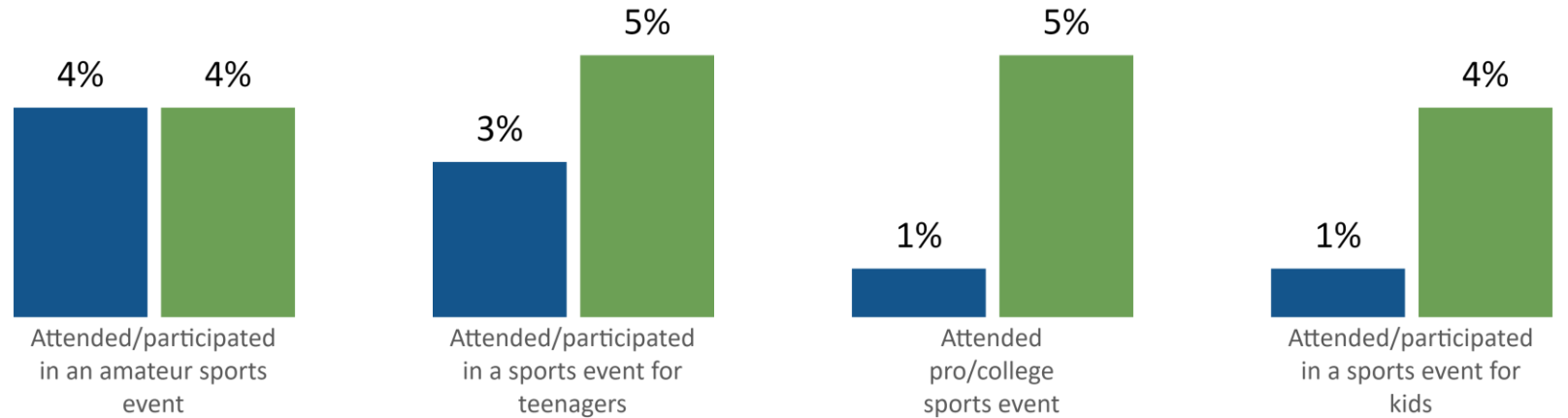
Top Sporting Events for Daniel Boone Country Travelers

8%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

■ Daniel Boone Country ■ U.S. Norm



Business Activities

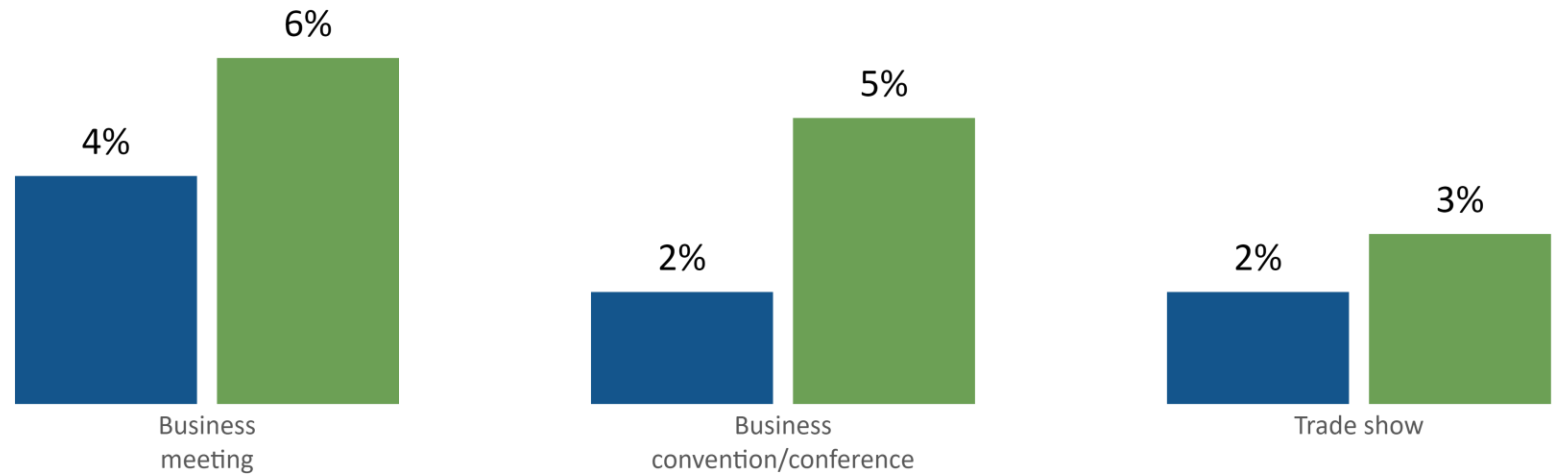
Top Business Activities for Daniel Boone Country Travelers

7%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%

■ Daniel Boone Country ■ U.S. Norm



Other Activities

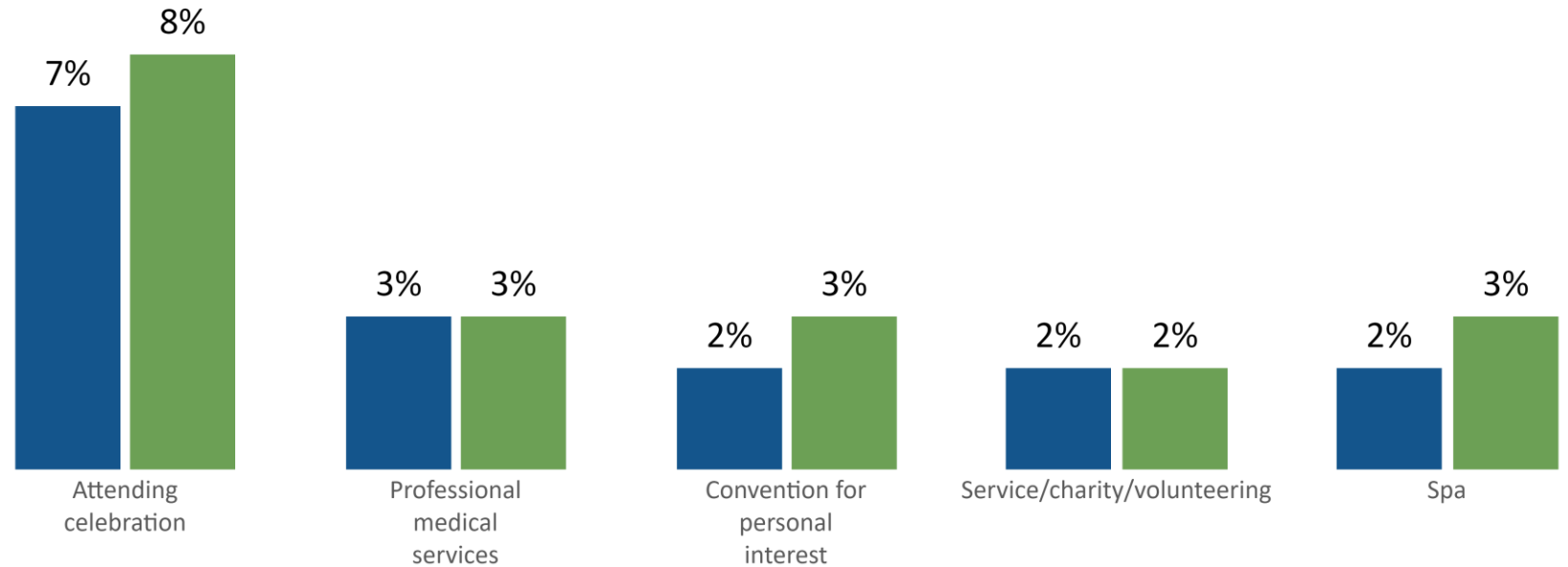
Top Other Activities for Daniel Boone Country Travelers

29%

Participated in
Other
Activities
During Their Trip

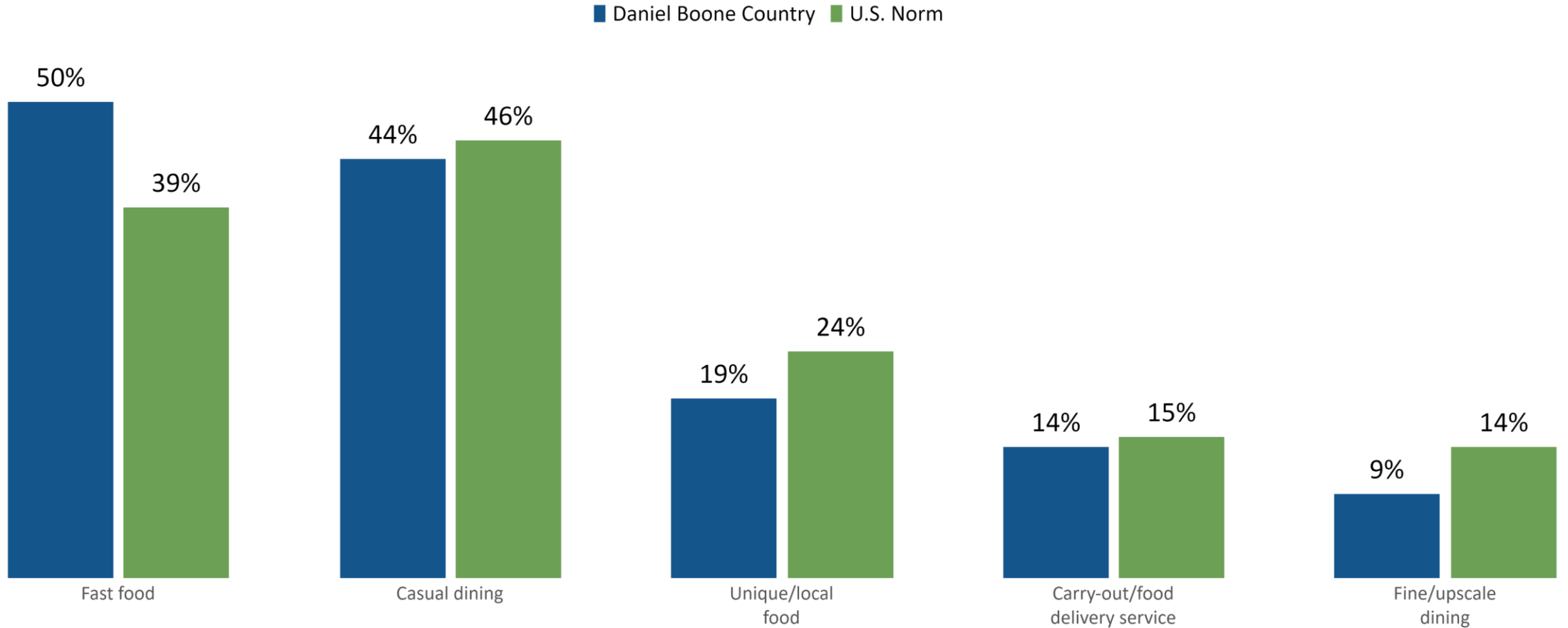
U.S. Norm: 30%

■ Daniel Boone Country ■ U.S. Norm



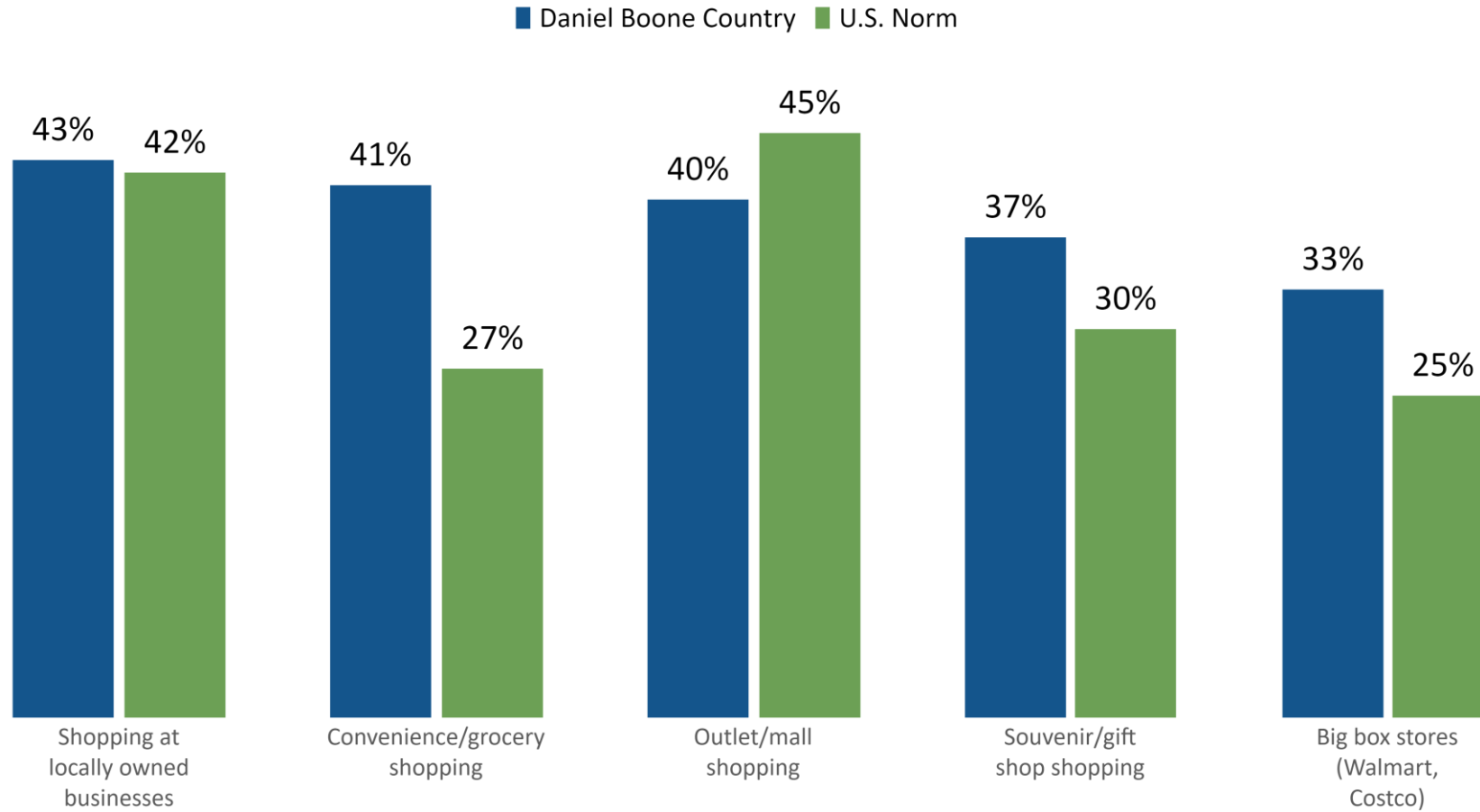
Dining

Top Dining Categories for Daniel Boone Country Travelers



Shopping

Top Shopping Categories for Daniel Boone Country Travelers



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

Post-Trip

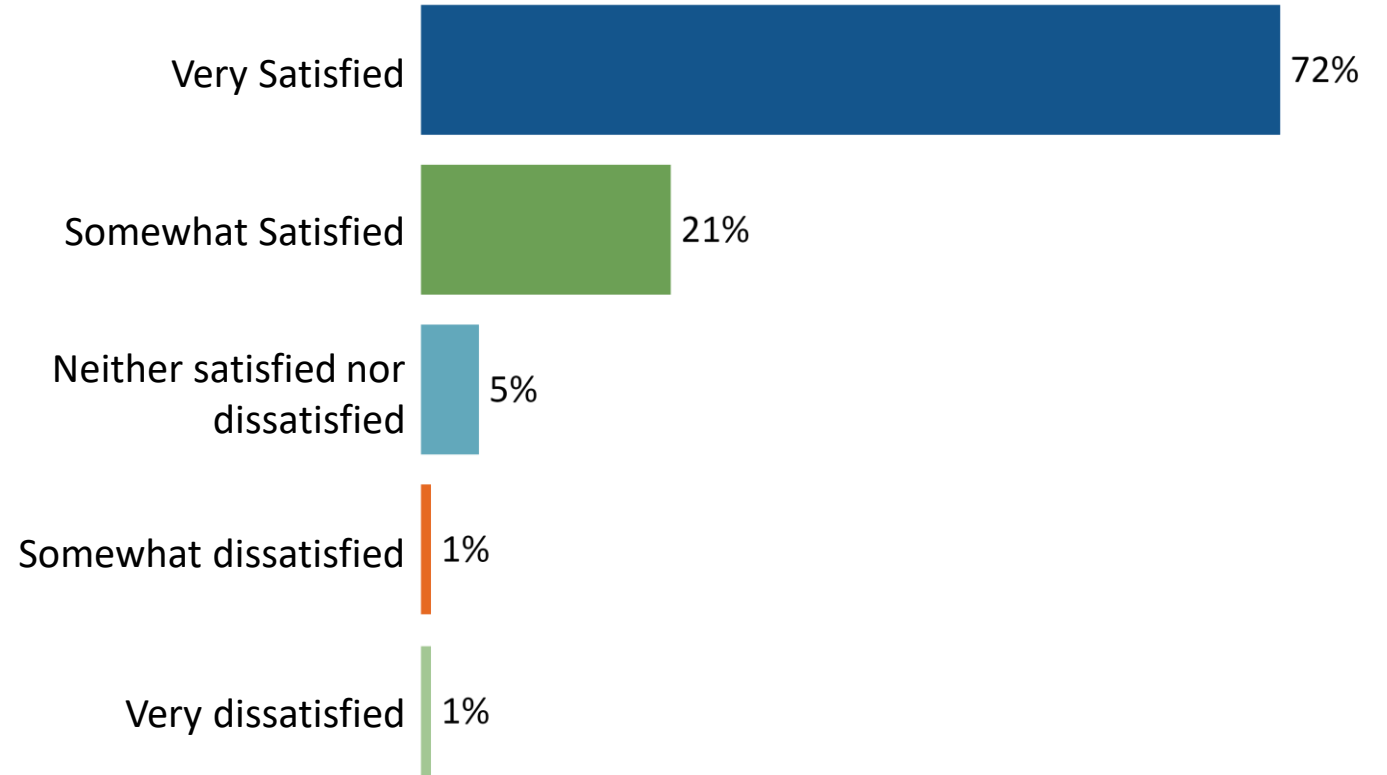
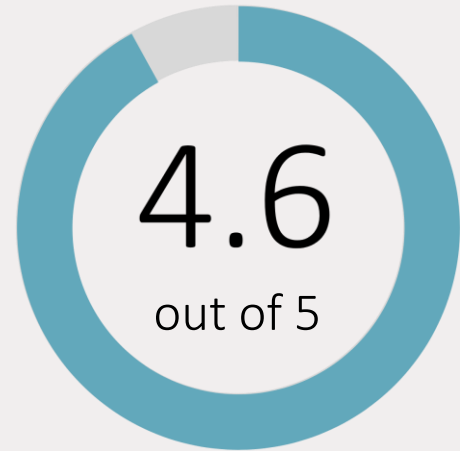
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Daniel Boone Country Experience

Average Satisfaction Rating



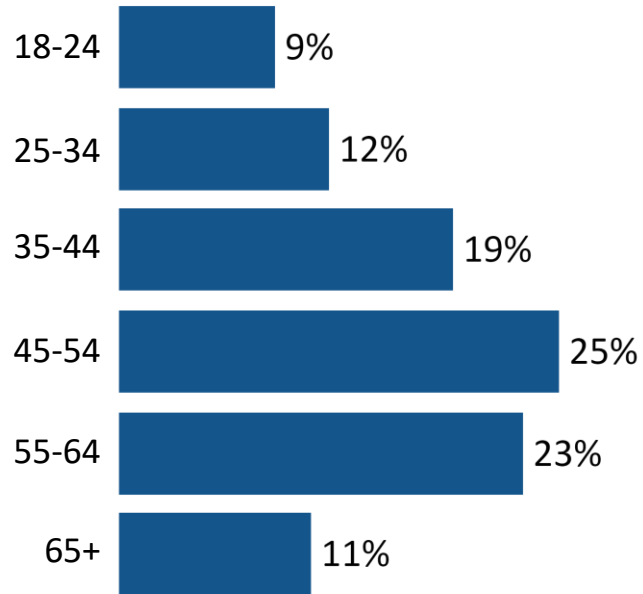
Respondent Demographics



Age, Gender, & Household Income

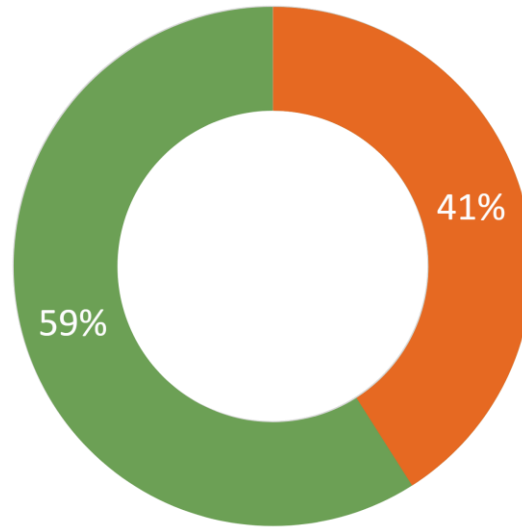
Respondent Demographics for Daniel Boone Country

Age



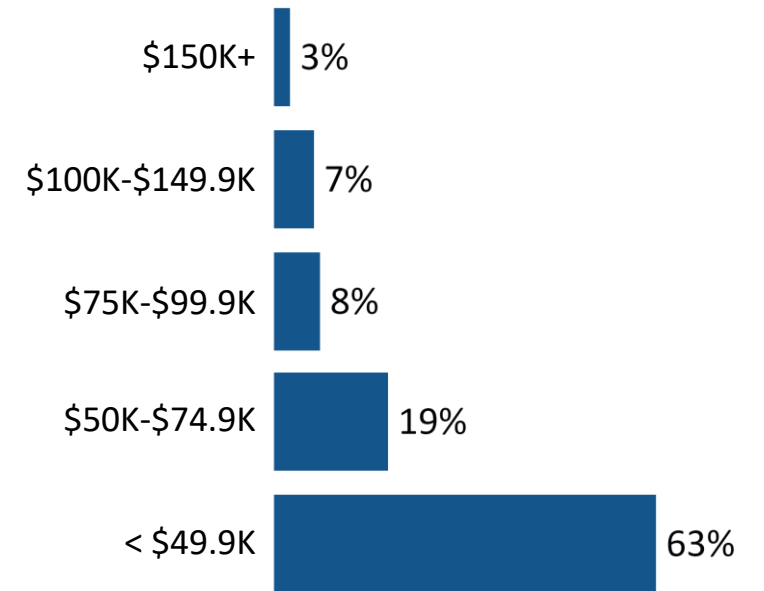
Average Age: 47.2

Gender



Female Male

Household Income

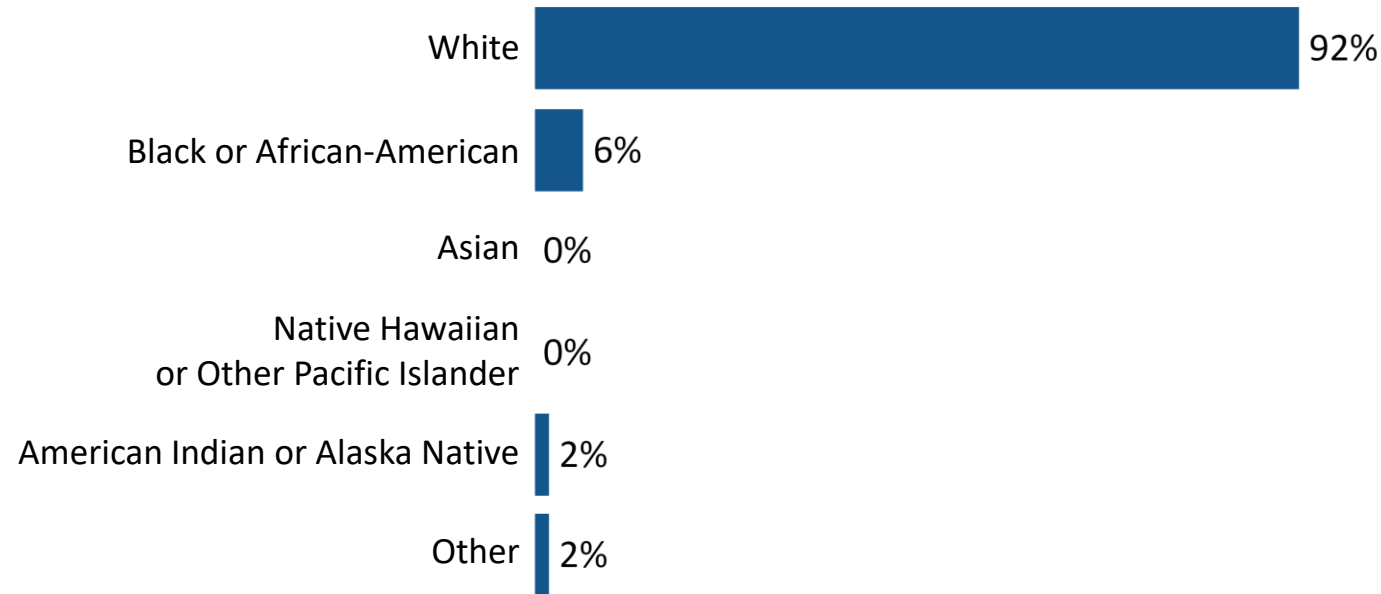


Average Income: \$50.2K

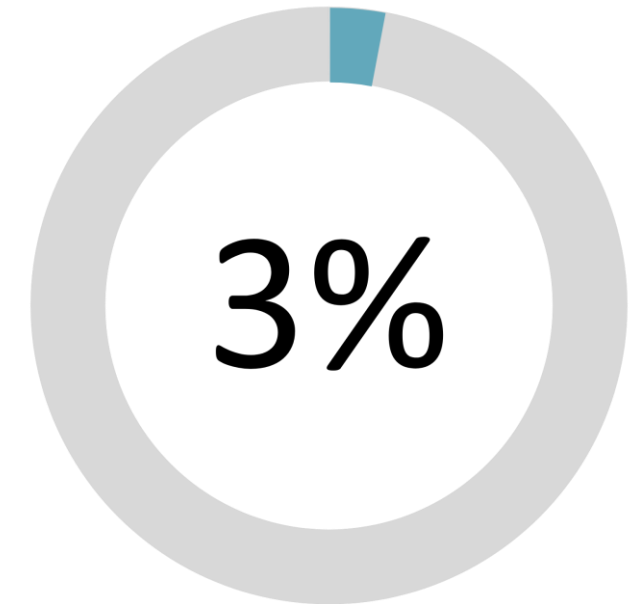
Race & Hispanic Background

Respondent Demographics for Daniel Boone Country

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 Daniel Boone Country

Employment

43% full-time / self-employed

9% part-time

48% retired / not employed / other

Marital Status

50% married / living with a partner

19% single / never married

31% divorced / widowed / separated

Military Status*

86% never served in the military

12% veteran

3% currently on active duty

1% on active duty for training

Education

39% high school diploma or less / other

28% attended some college

23% associate's or bachelor's degree

10% graduate or professional degree

Sexual Orientation

92% straight

2% gay / lesbian

4% bisexual

1% other / not sure

Household Size

19% 1 member

39% 2 members

18% 3 members

14% 4 members

10% 5+ members

* Multi-select to include status for all household members



Travel USA®

Day Visitation Kentucky's Southern Shoreline Profile Report

2024/2025



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 Southern Shorelines's base size for day trips in 2024/2025:

246

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's Southern Shorelines

2024/2025

Kentucky	34%
----------	-----

Tennessee	17%
-----------	-----

California	14%
------------	-----

Ohio	6%
------	----

Indiana	6%
---------	----



2024/2025

Nashville, KY/TN	15%
------------------	-----

Lexington, KY	15%
---------------	-----

Los Angeles, CA	12%
-----------------	-----

Louisville, KY	8%
----------------	----

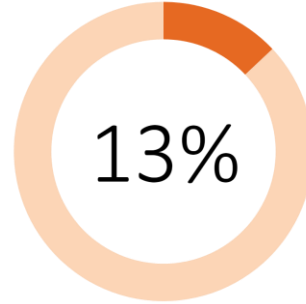
Cincinnati, OH/KY	4%
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Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

26%

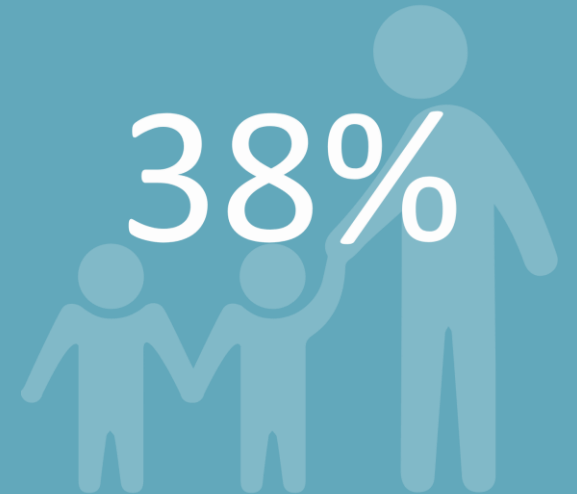


Travel Parties with Pets



Travel Parties
with Children

38%



Travel Party Composition

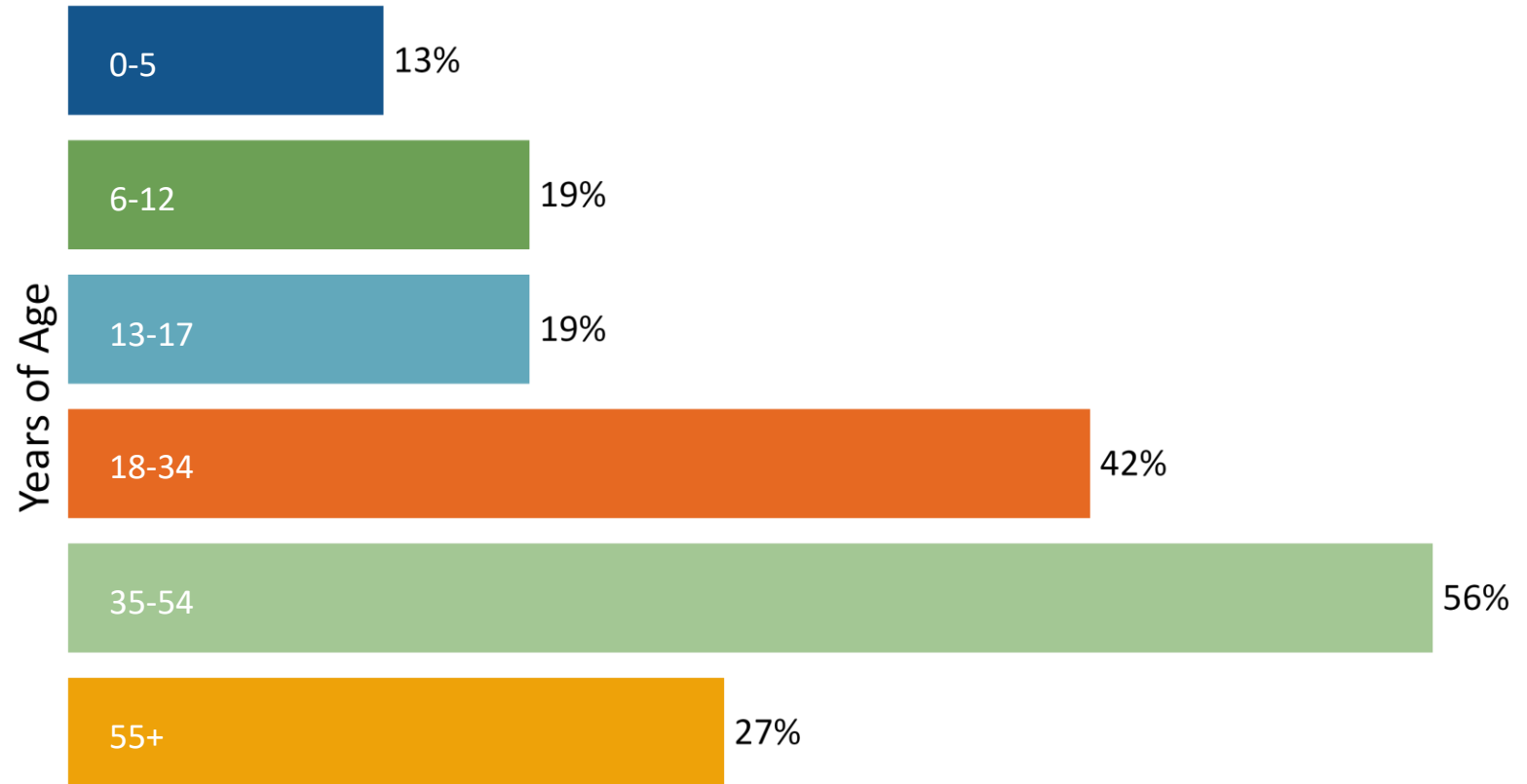
Travel Party Size & Age

Average Travel
Party Size

2.6



Travel Party Age



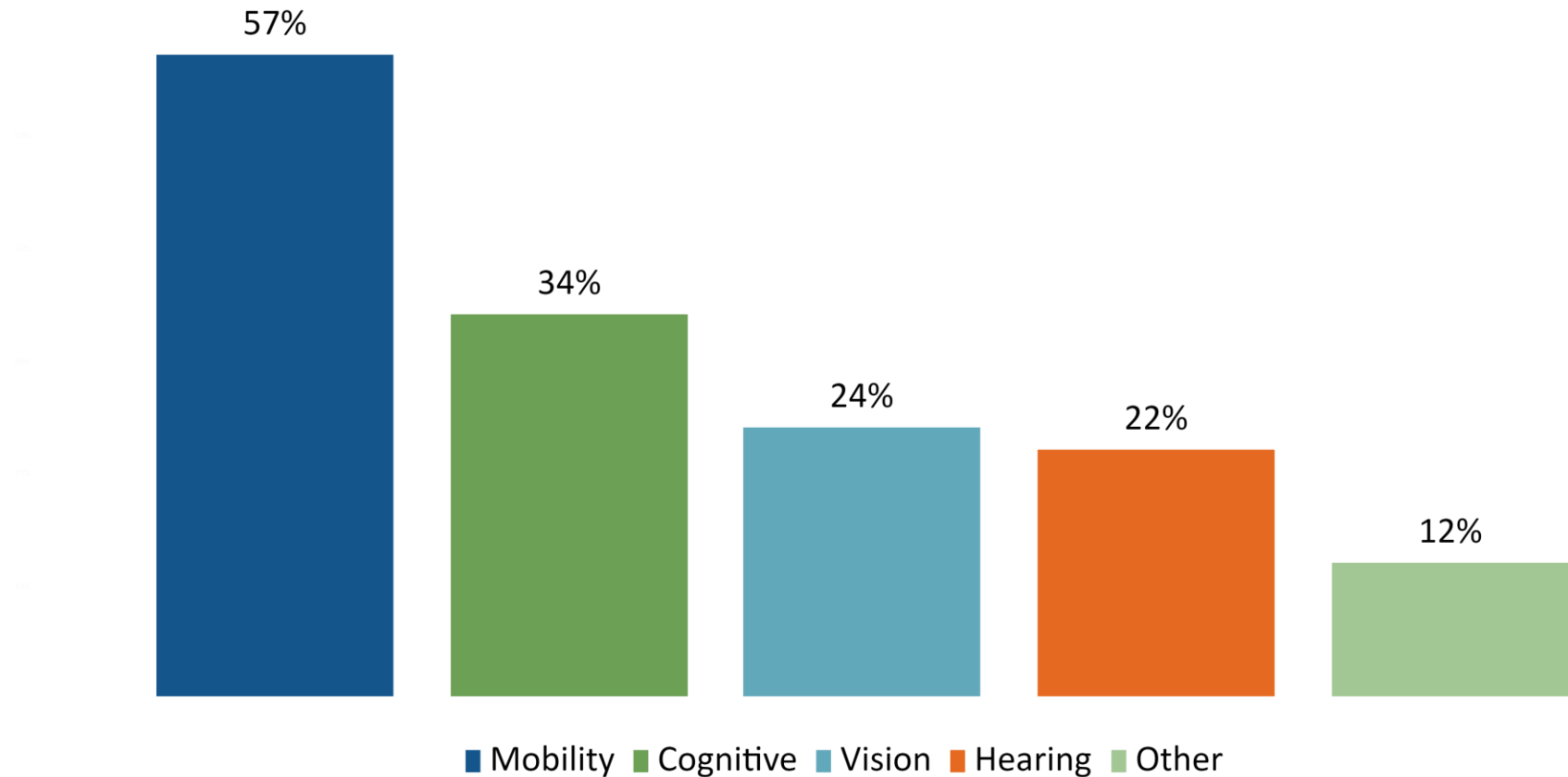
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

18%

▲ +2.8% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

35%

Visiting friends / relatives

▼ -0.1% vs U.S. Norm

10%

Special event

▲ +8.4% vs U.S. Norm

10%

Special event

▲ +0.6% vs U.S. Norm

8%

Outdoors

▼ -0.1% vs U.S. Norm

8%

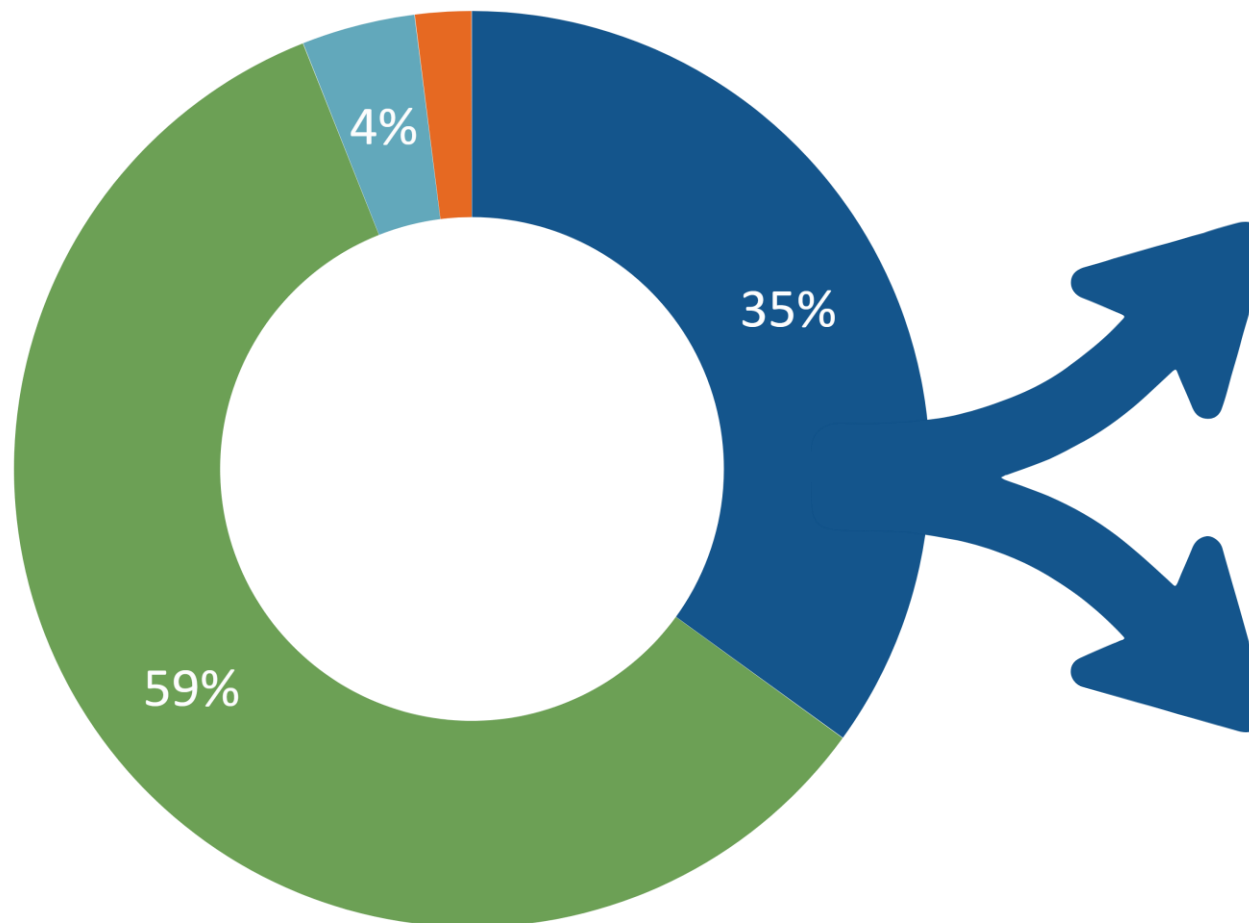
Shopping

▲ +1.7% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



96%

Visited Friends/Relatives Who
Live in Kentucky's Southern
Shorelines

4%

Met Friends/Relatives in
Kentucky's Southern Shorelines
Who Live Elsewhere

Top Traveler Personas

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

29%

Budget friendly traveler:
prioritizing affordability
and value for money

19%

Family traveler:
prioritizing activities and
accommodations
suitable for children

19%

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

8%

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

7%

Luxury traveler: seeking
high-end experiences
and personalized
services

6%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

During Trip

Destination Activities



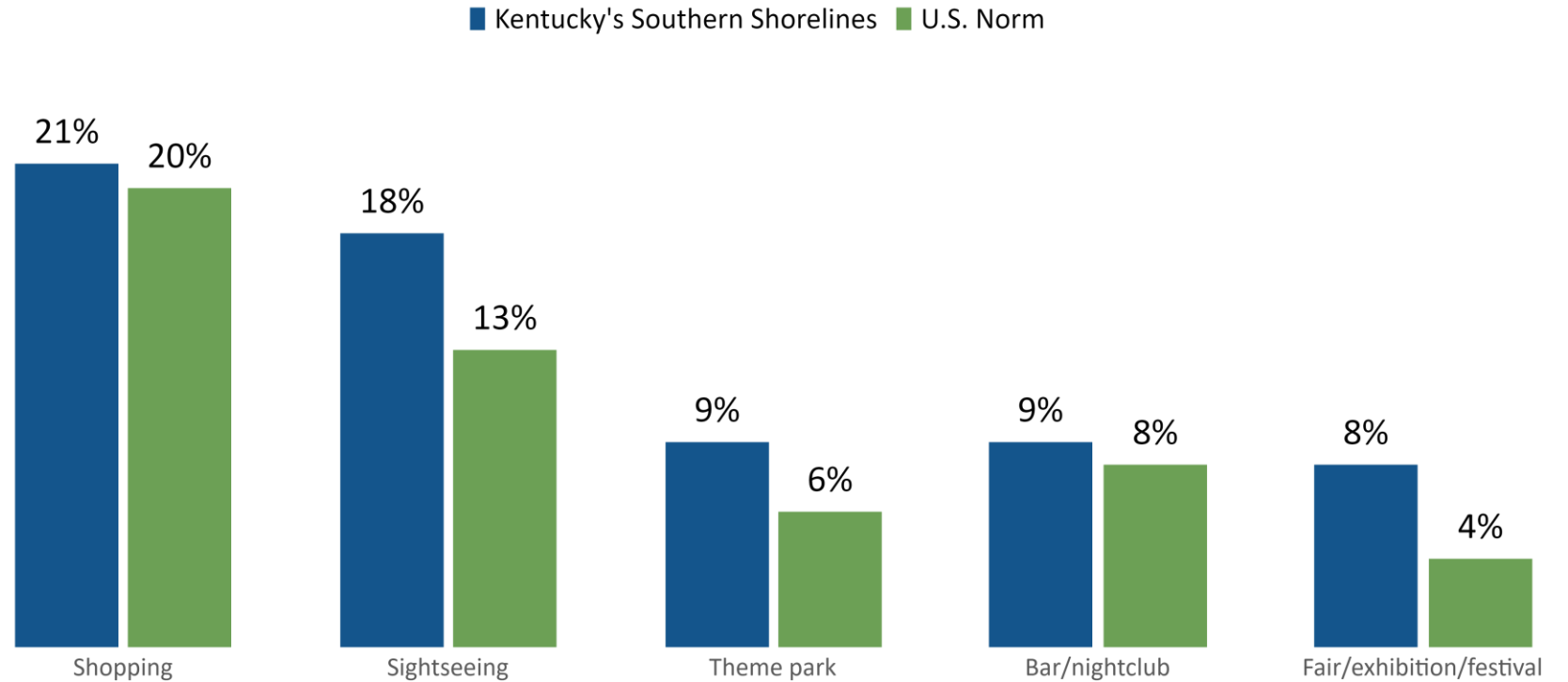
Entertainment Activities

Top Entertainment Activities for Kentucky's Southern Shorelines Travelers

51%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



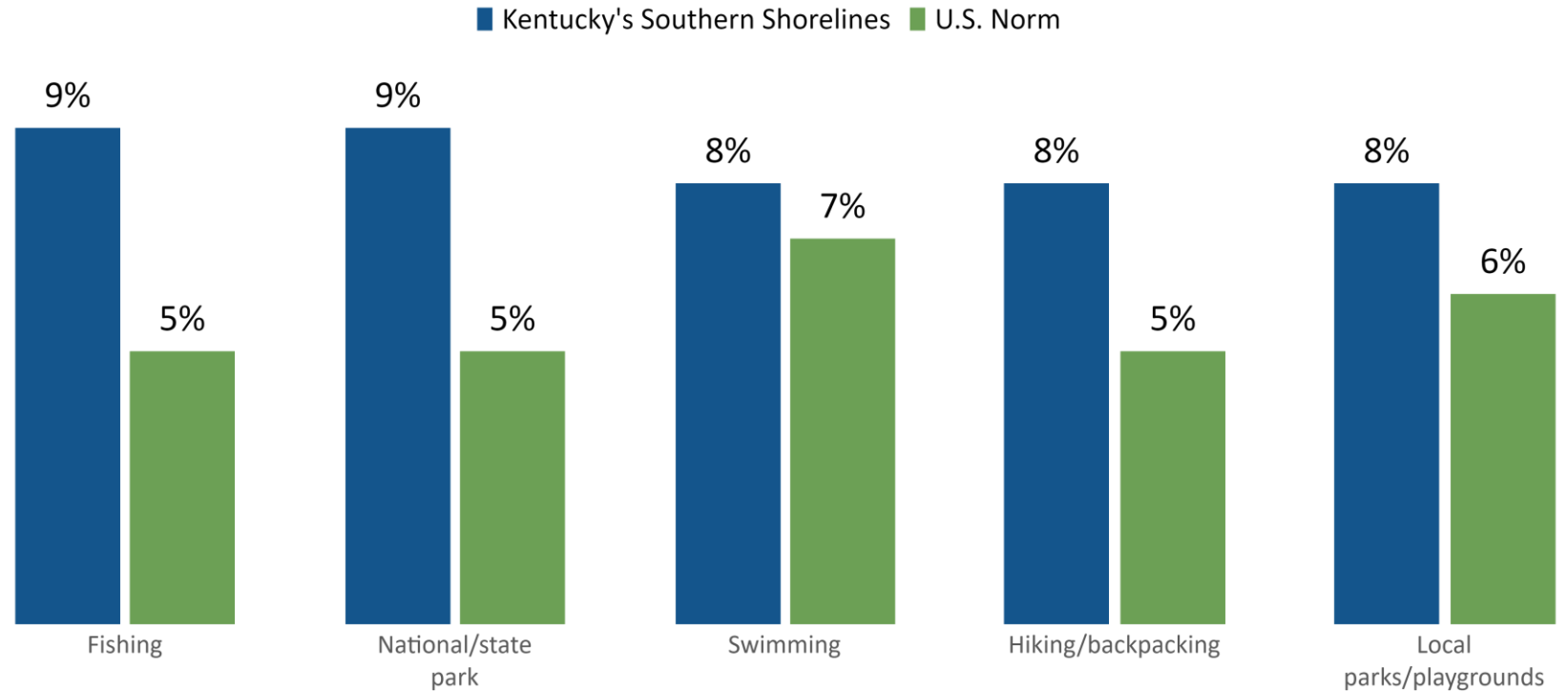
Recreational Activities

Top Recreational Activities for Kentucky's Southern Shorelines Travelers

41%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%



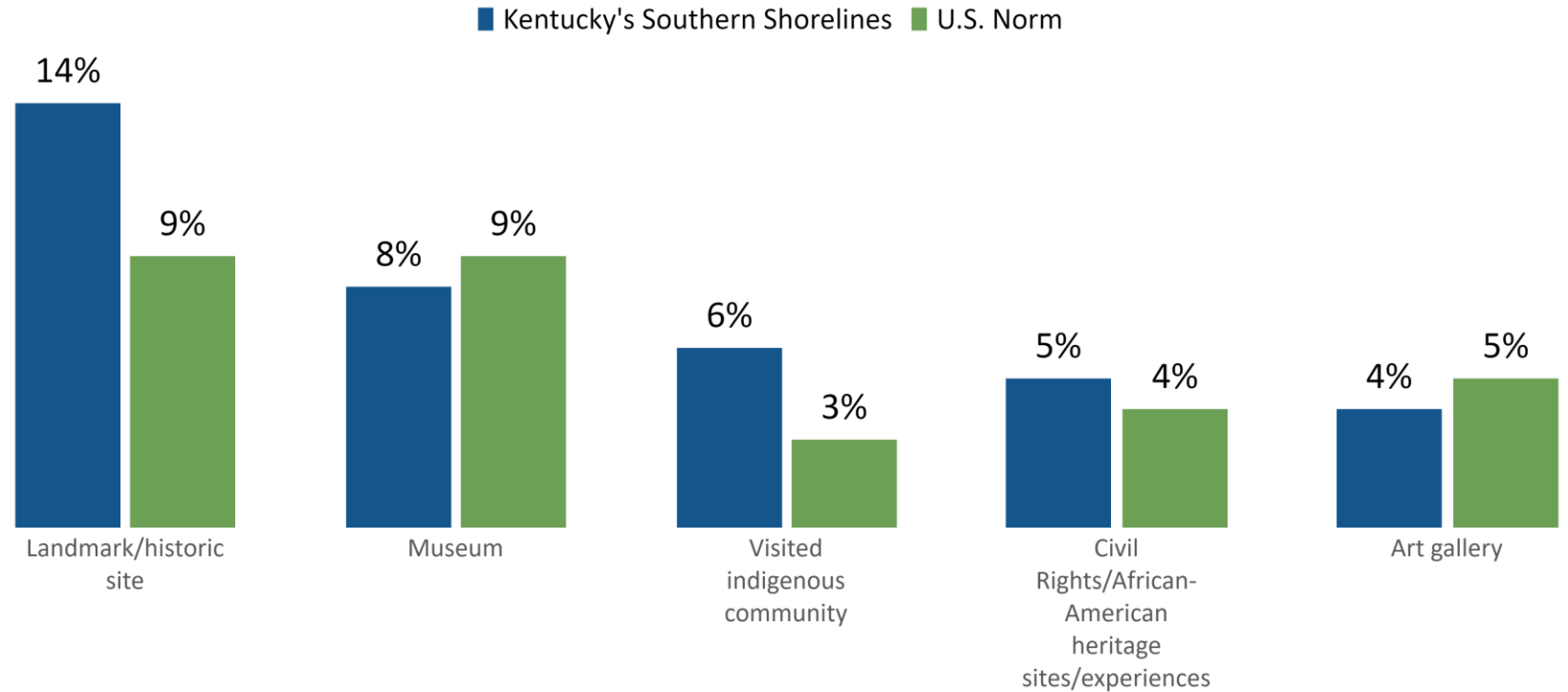
Cultural Activities

Top Cultural Activities for Kentucky's Southern Shorelines Travelers

26%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



Sporting Events

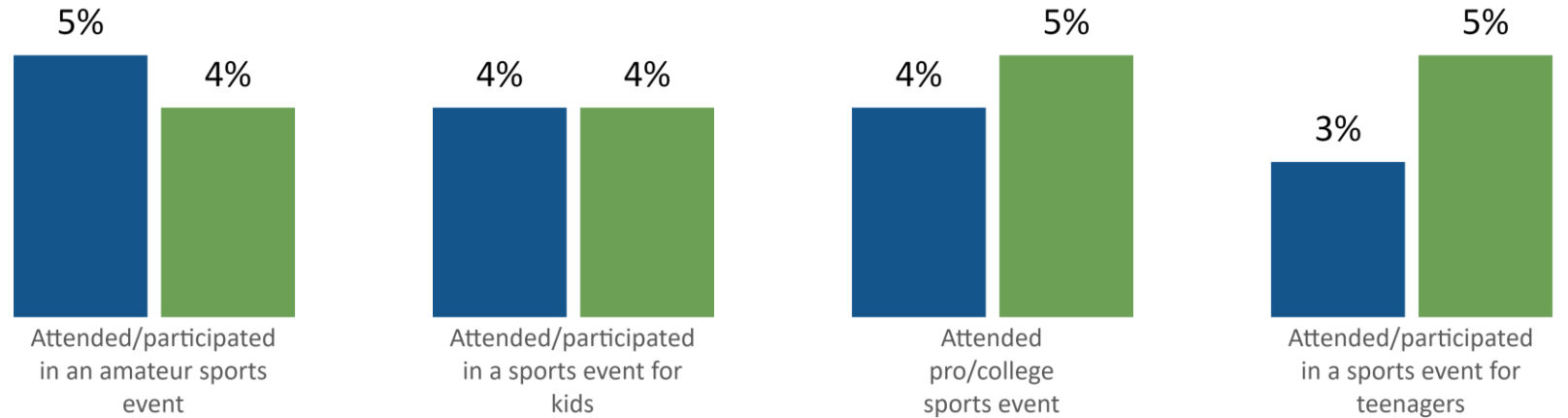
Top Sporting Events for Kentucky's Southern Shorelines Travelers

14%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

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



Business Activities

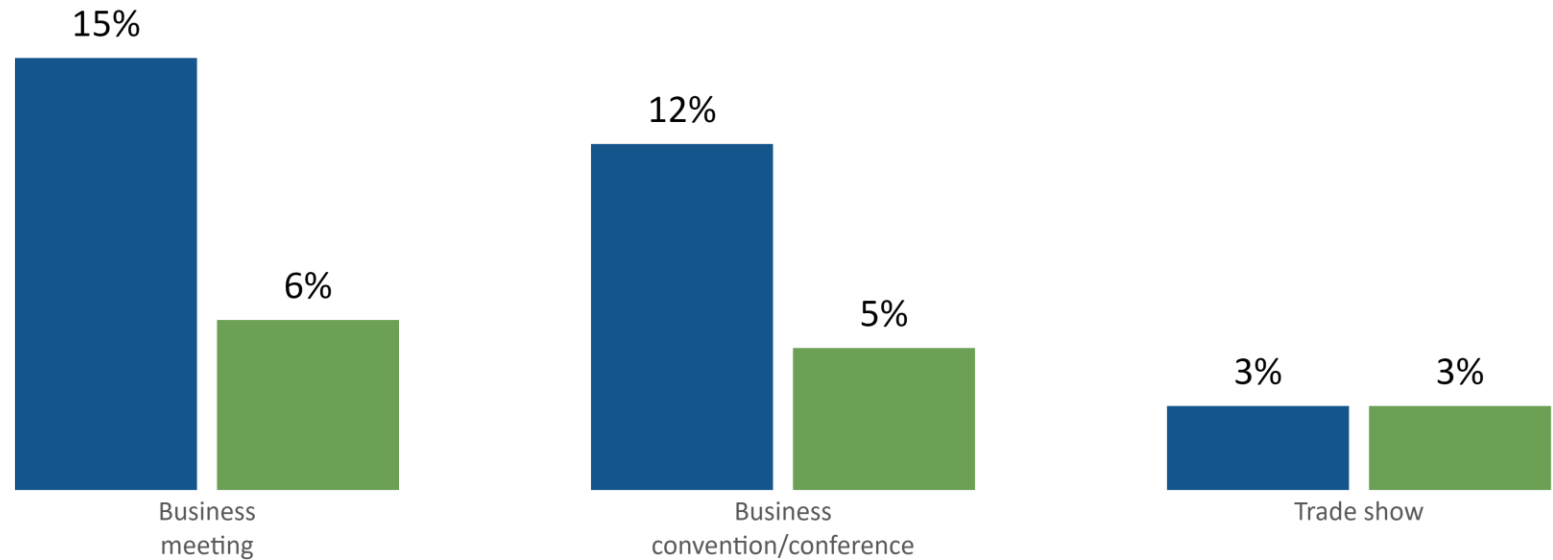
Top Business Activities for Kentucky's Southern Shorelines Travelers

17%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%

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



Other Activities

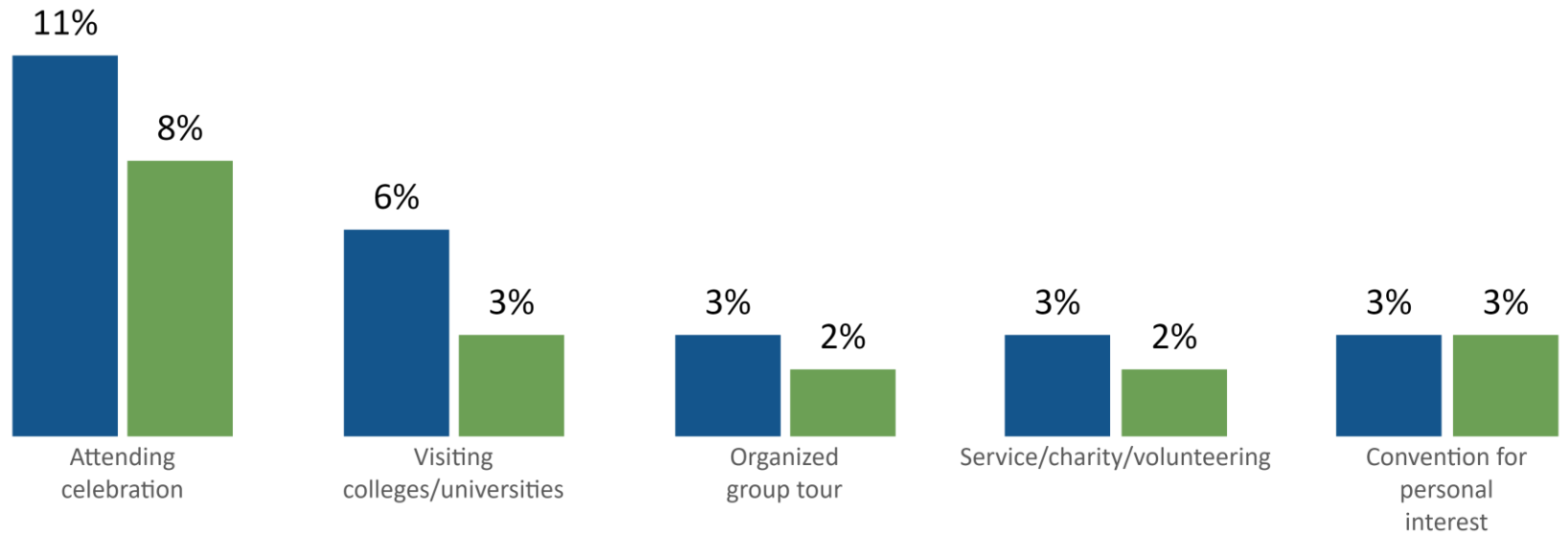
Top Other Activities for Kentucky's Southern Shorelines Travelers

30%

Participated in
Other
Activities
During Their Trip

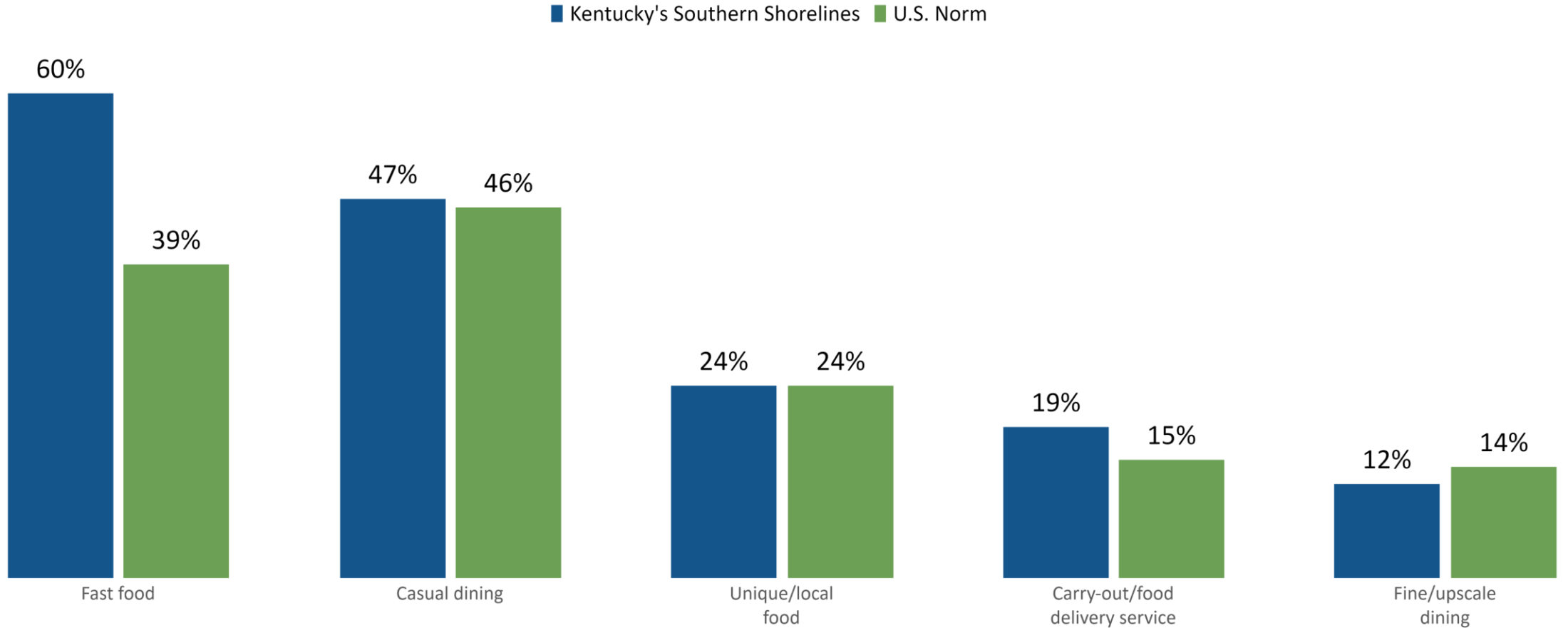
U.S. Norm: 30%

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



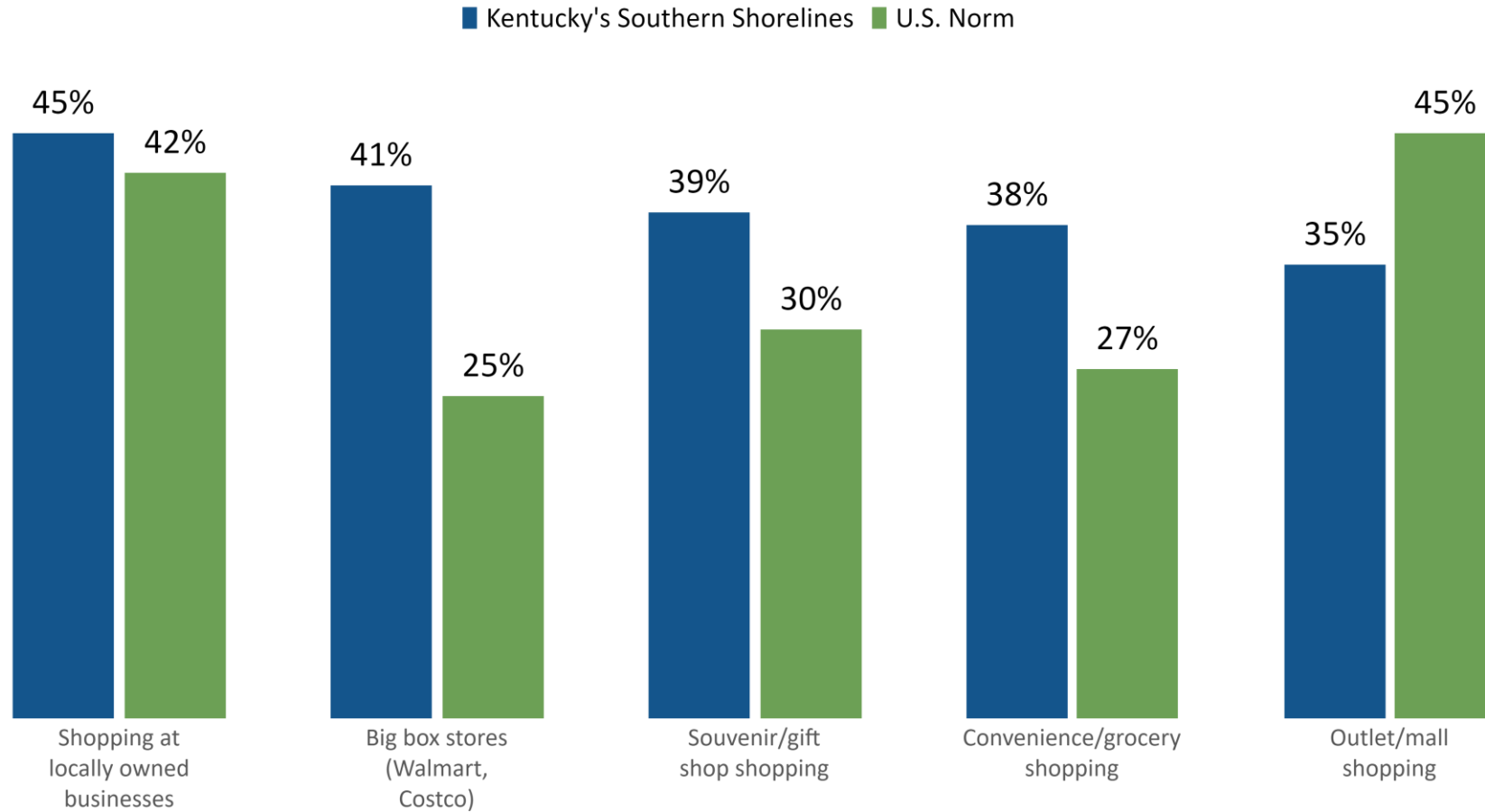
Dining

Top Dining Categories for Kentucky's Southern Shorelines Travelers



Shopping

Top Shopping Categories for Kentucky's Southern Shorelines Travelers



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

Post-Trip

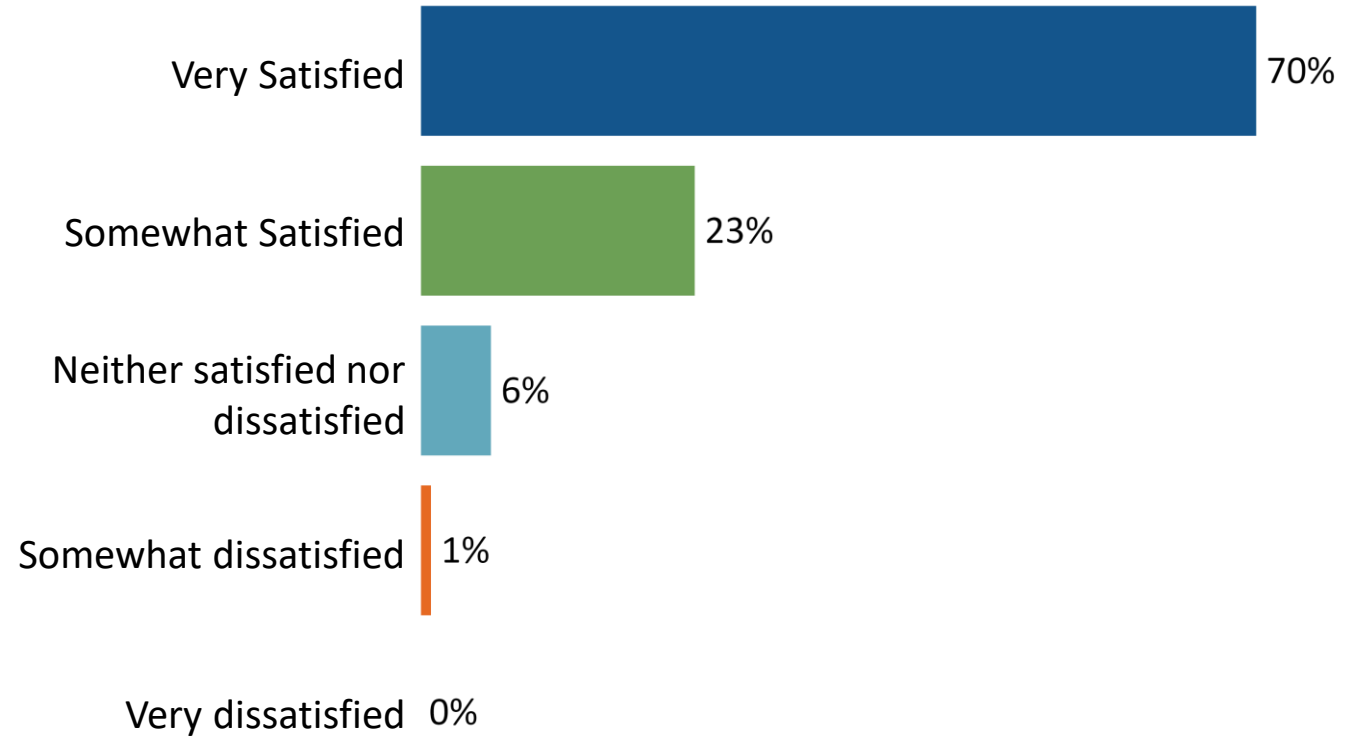
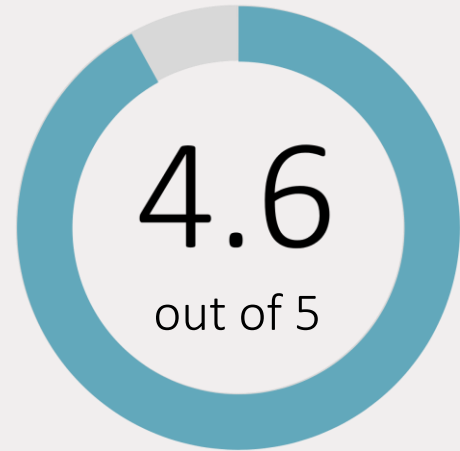
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Kentucky's Southern Shorelines Experience

Average Satisfaction Rating



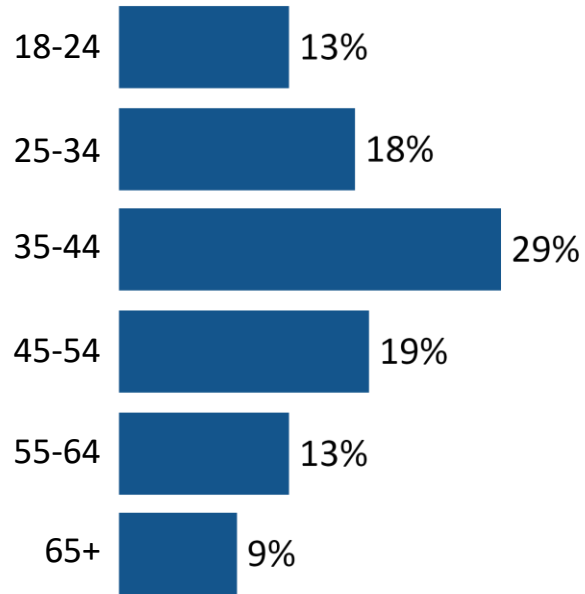
Respondent Demographics



Age, Gender, & Household Income

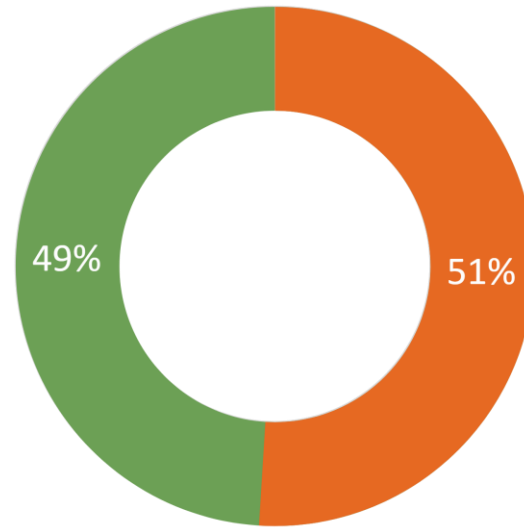
Respondent Demographics for Kentucky's Southern Shorelines

Age



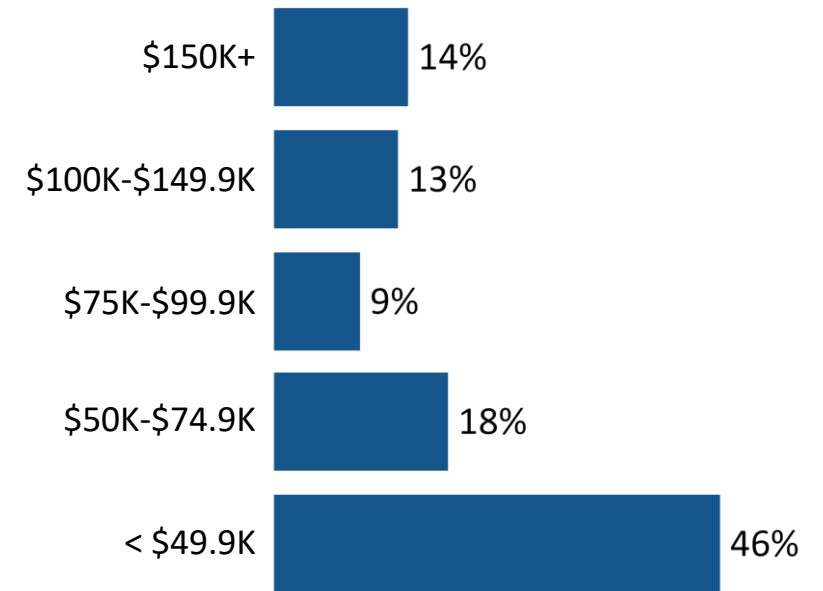
Average Age: 42.5

Gender



Female Male

Household Income

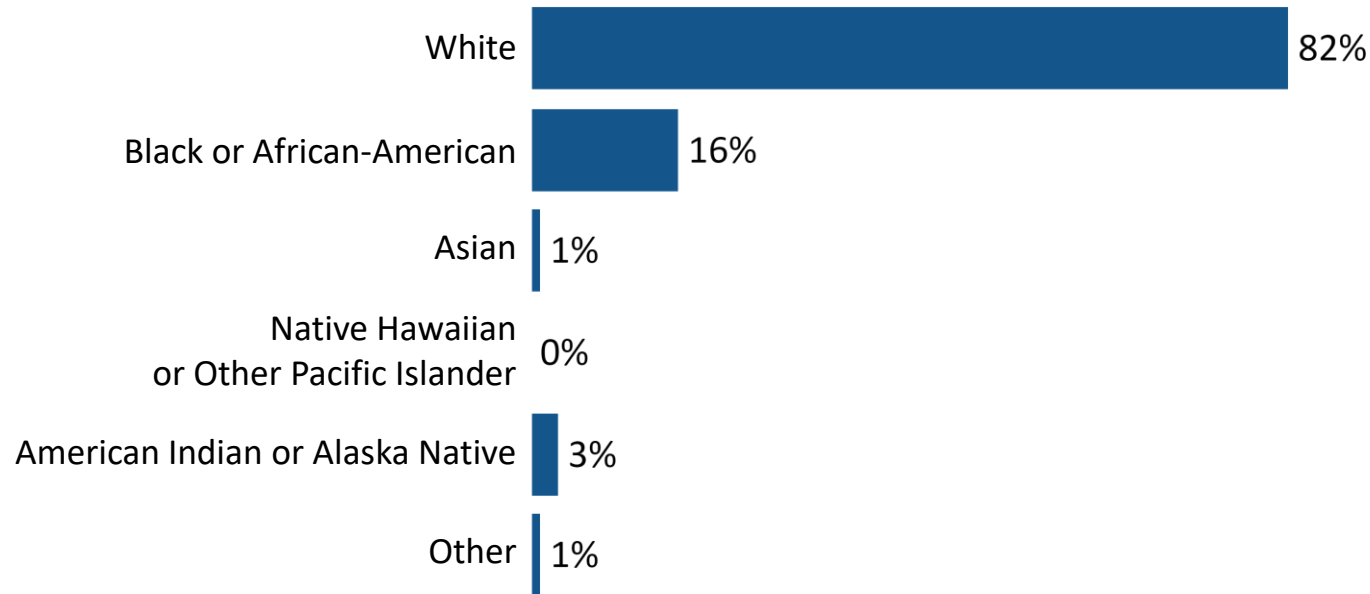


Average Income: \$75.7K

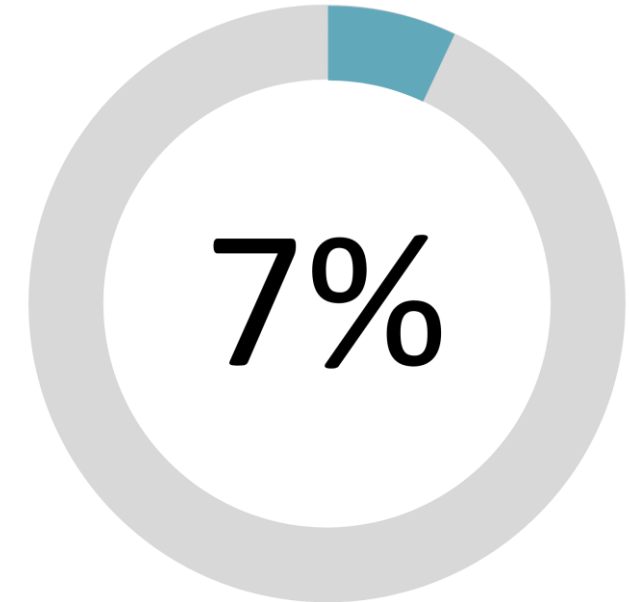
Race & Hispanic Background

Respondent Demographics for Kentucky's Southern Shorelines

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's Southern Shorelines

Employment

64% full-time / self-employed

10% part-time

27% retired / not employed / other

Marital Status

62% married / living with a partner

20% single / never married

19% divorced / widowed / separated

Military Status*

87% never served in the military

6% veteran

5% currently on active duty

2% on active duty for training

Education

33% high school diploma or less / other

17% attended some college

26% associate's or bachelor's degree

24% graduate or professional degree

Sexual Orientation

91% straight

2% gay / lesbian

5% bisexual

3% other / not sure

Household Size

15% 1 member

28% 2 members

17% 3 members

29% 4 members

11% 5+ members

* Multi-select to include status for all household members

Longwoods
INTERNATIONAL

Travel USA®

Day Visitation Caves, Lakes, & Corvettes Profile Report

2024/2025



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.

Caves, Lakes, & Corvettes's base size for day trips in 2024/2025:

345

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 Caves, Lakes, & Corvettes

2024/2025

Kentucky	40%
----------	-----

Tennessee	18%
-----------	-----

Indiana	12%
---------	-----

Ohio	8%
------	----

Florida	3%
---------	----



2024/2025

Nashville, KY/TN	20%
------------------	-----

Louisville, KY	11%
----------------	-----

Lexington, KY	9%
---------------	----

Cincinnati, OH/KY	7%
-------------------	----

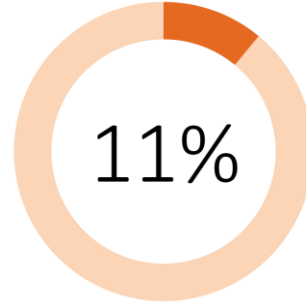
Indianapolis-Lafayette, IN	7%
----------------------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

24%



Travel Parties with Pets



Travel Parties
with Children

30%



Travel Party Composition

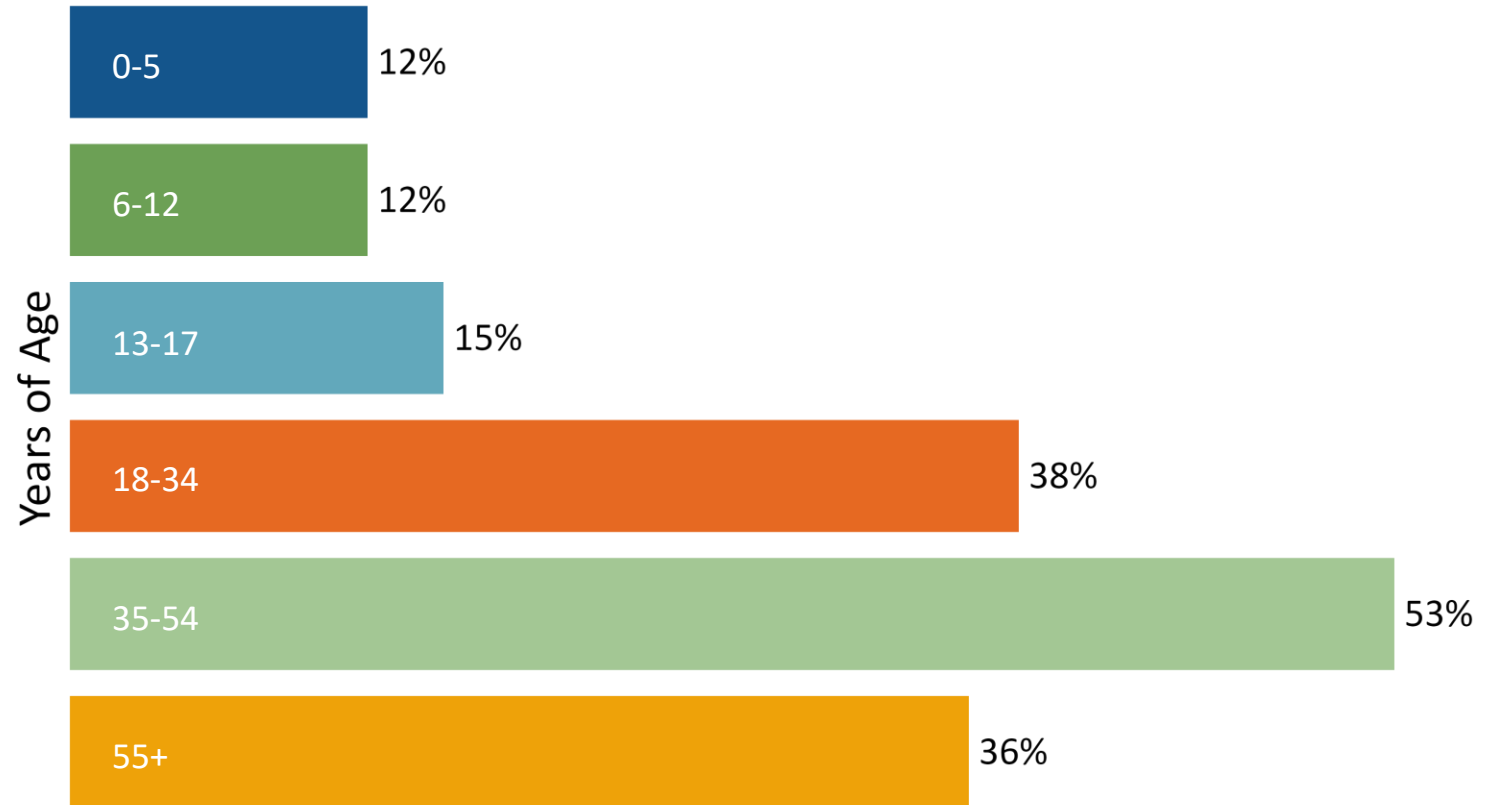
Travel Party Size & Age

Average Travel
Party Size

2.5



Travel Party Age



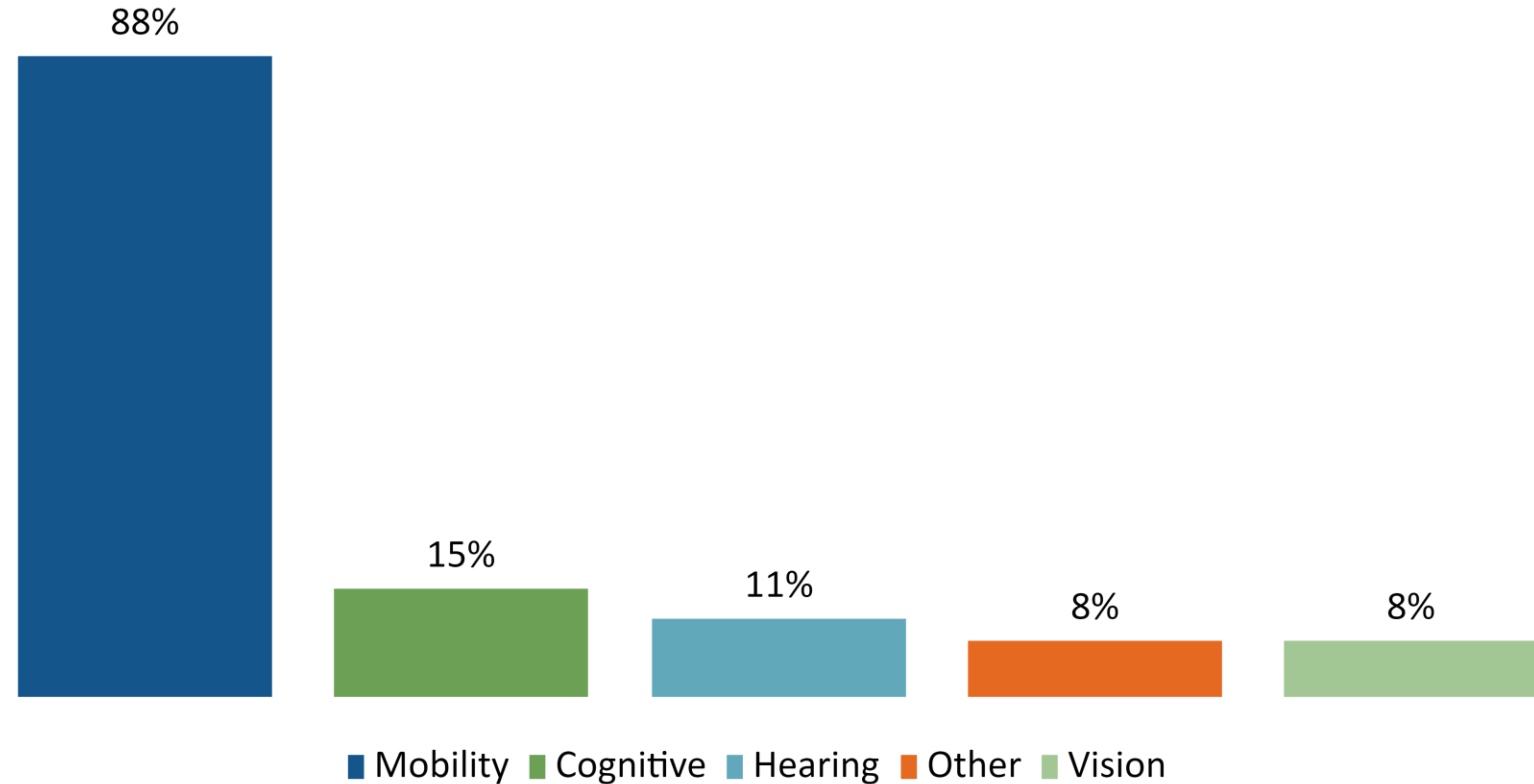
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

14%

▼ -1.3% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

36%

Visiting friends / relatives

▲ +0.7% vs U.S. Norm

16%

Touring

▲ +4.9% vs U.S. Norm

9%

Outdoors

▲ +1.2% vs U.S. Norm

9%

Shopping

▲ +2.8% vs U.S. Norm

8%

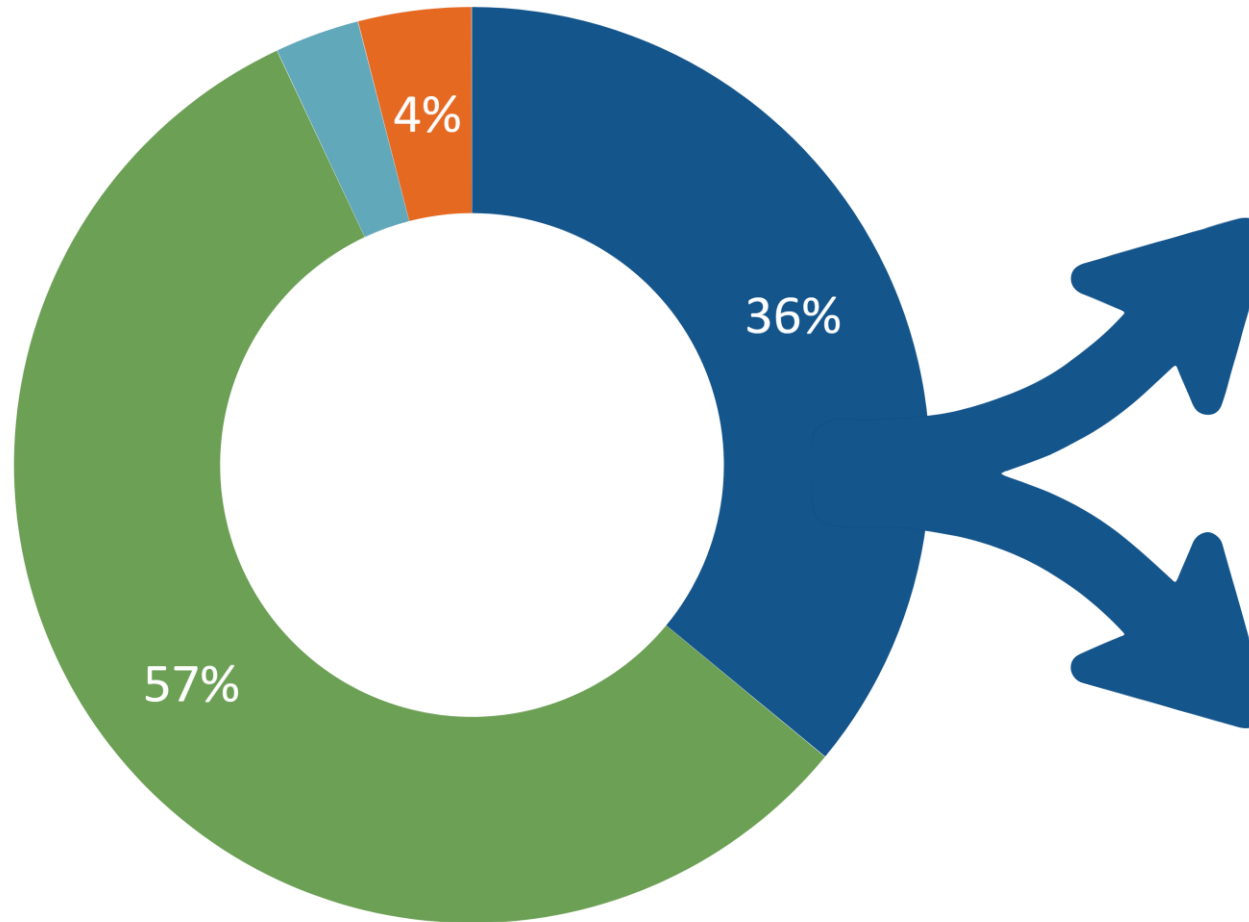
Special event

▼ -0.9% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



93%

Visited Friends/Relatives Who
Live in Caves, Lakes, &
Corvettes

7%

Met Friends/Relatives in Caves,
Lakes, & Corvettes Who Live
Elsewhere

Top Traveler Personas

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

26%

Budget friendly traveler:
prioritizing affordability
and value for money

21%

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

20%

Family traveler:
prioritizing activities and
accommodations
suitable for children

14%

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

4%

Luxury traveler: seeking
high-end experiences
and personalized
services

During Trip

Destination Activities



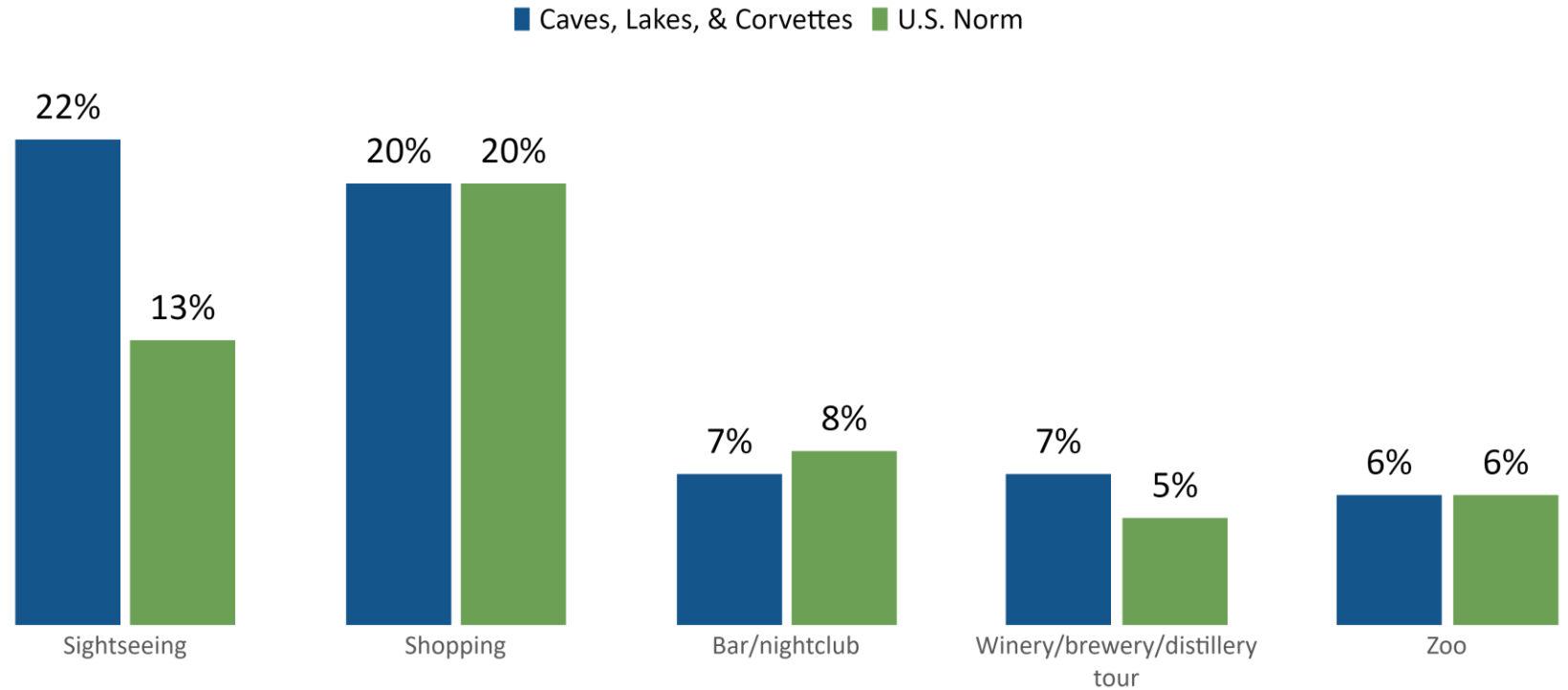
Entertainment Activities

Top Entertainment Activities for Caves, Lakes, & Corvettes Travelers

50%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



Recreational Activities

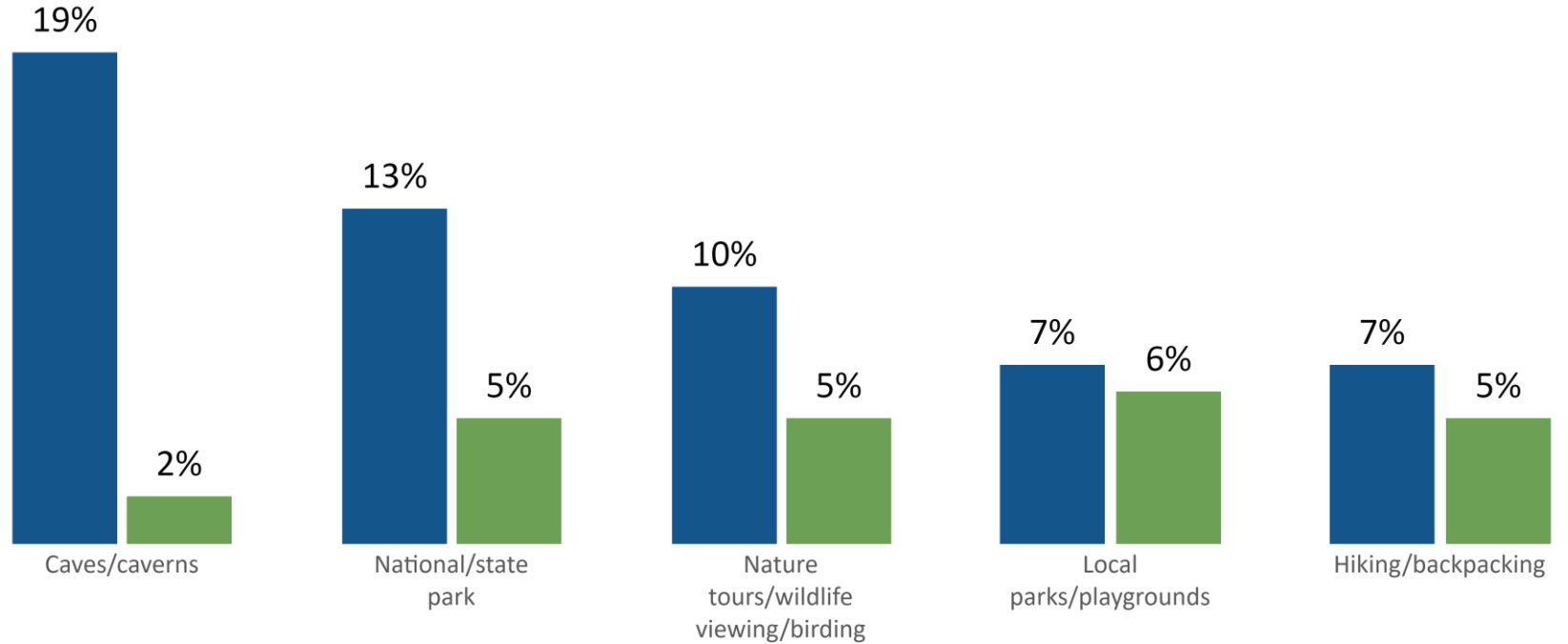
Top Recreational Activities for Caves, Lakes, & Corvettes Travelers

46%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%

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



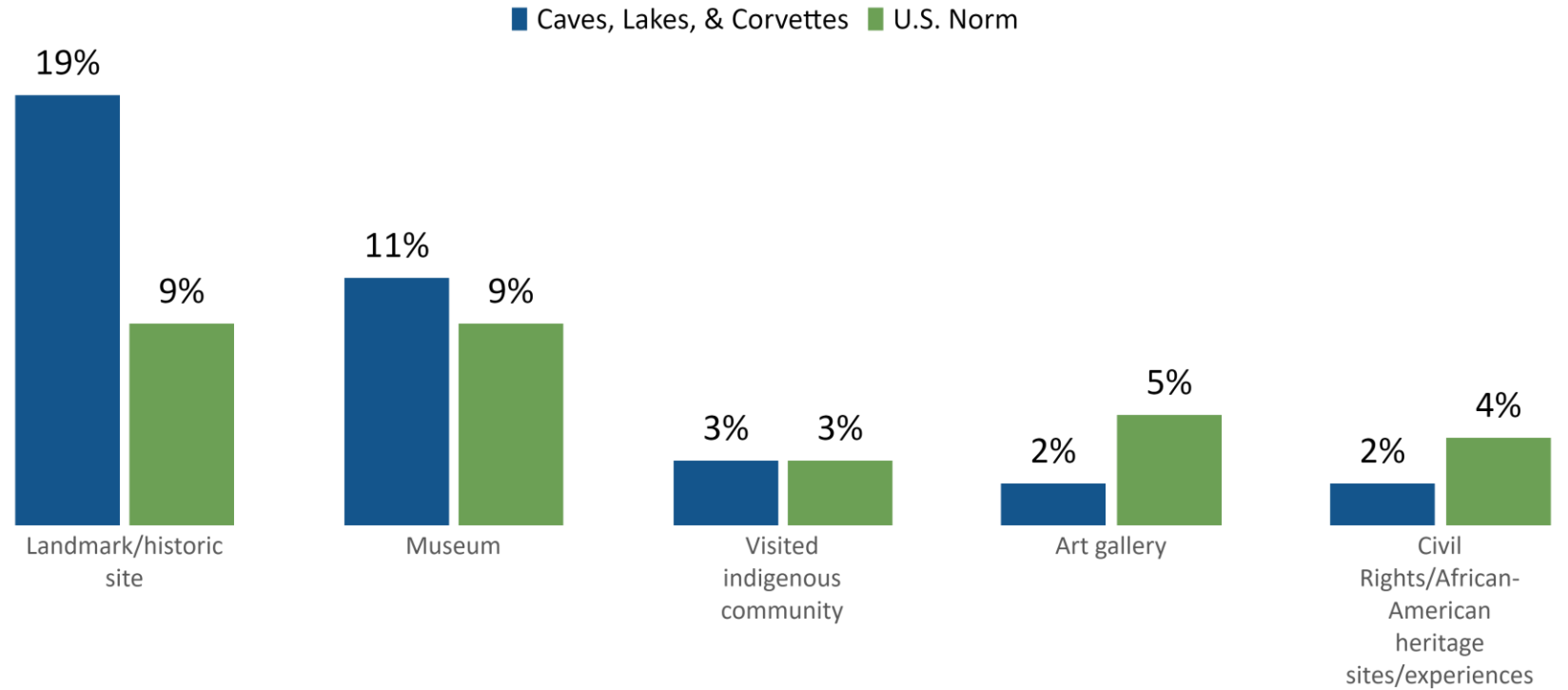
Cultural Activities

Top Cultural Activities for Caves, Lakes, & Corvettes Travelers

29%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



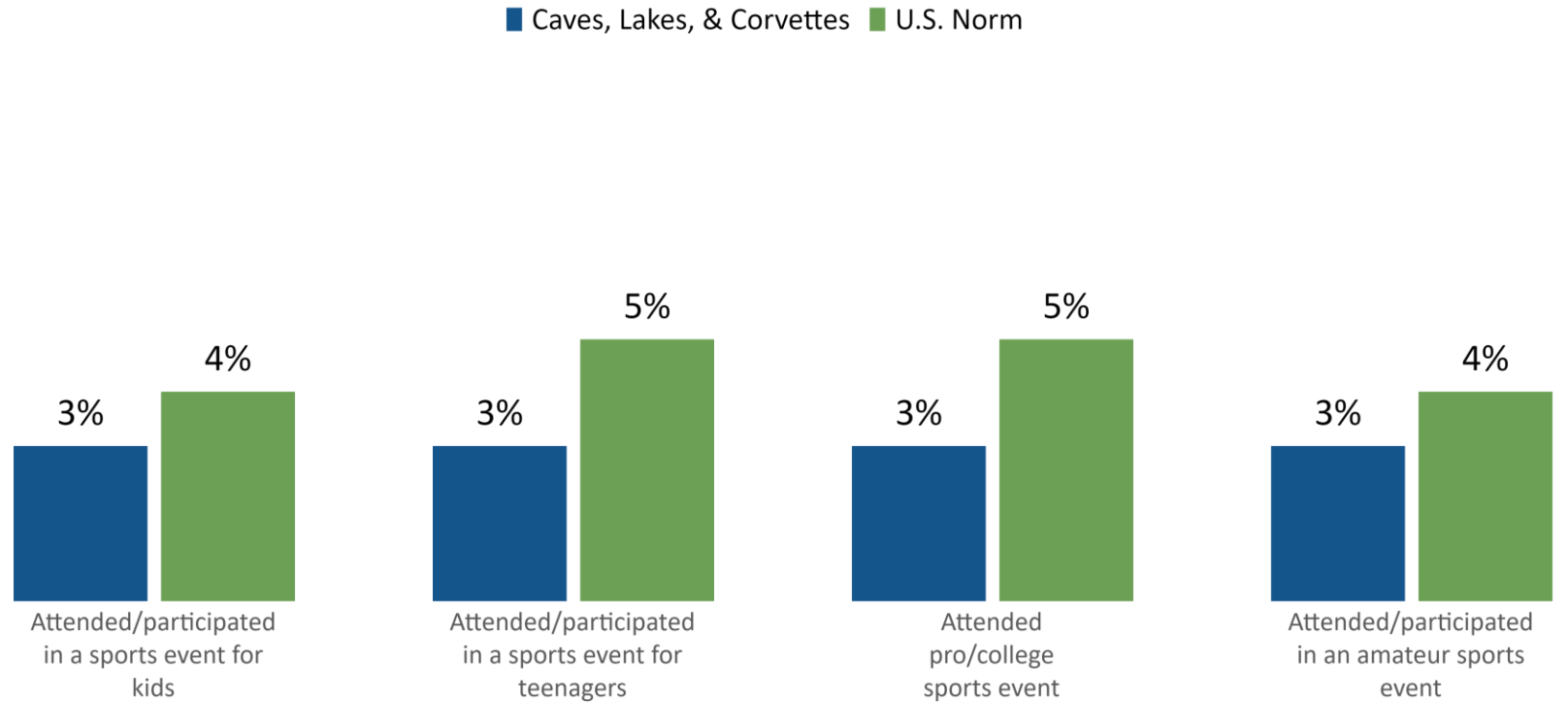
Sporting Events

Top Sporting Events for Caves, Lakes, & Corvettes Travelers

11%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%



Business Activities

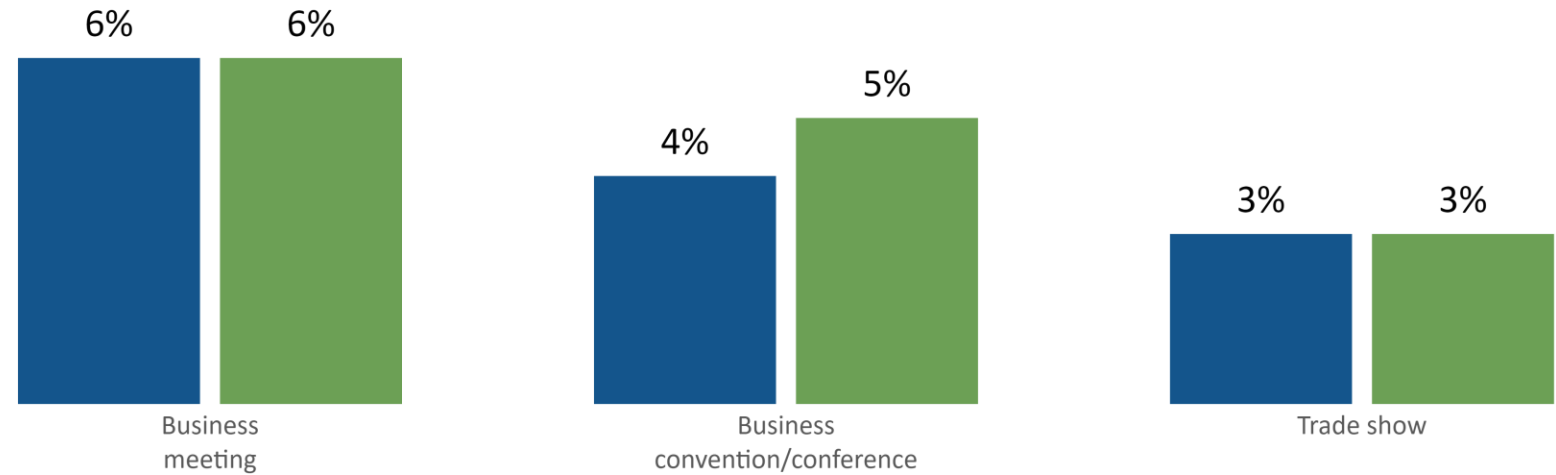
Top Business Activities for Caves, Lakes, & Corvettes Travelers

9%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%

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



Other Activities

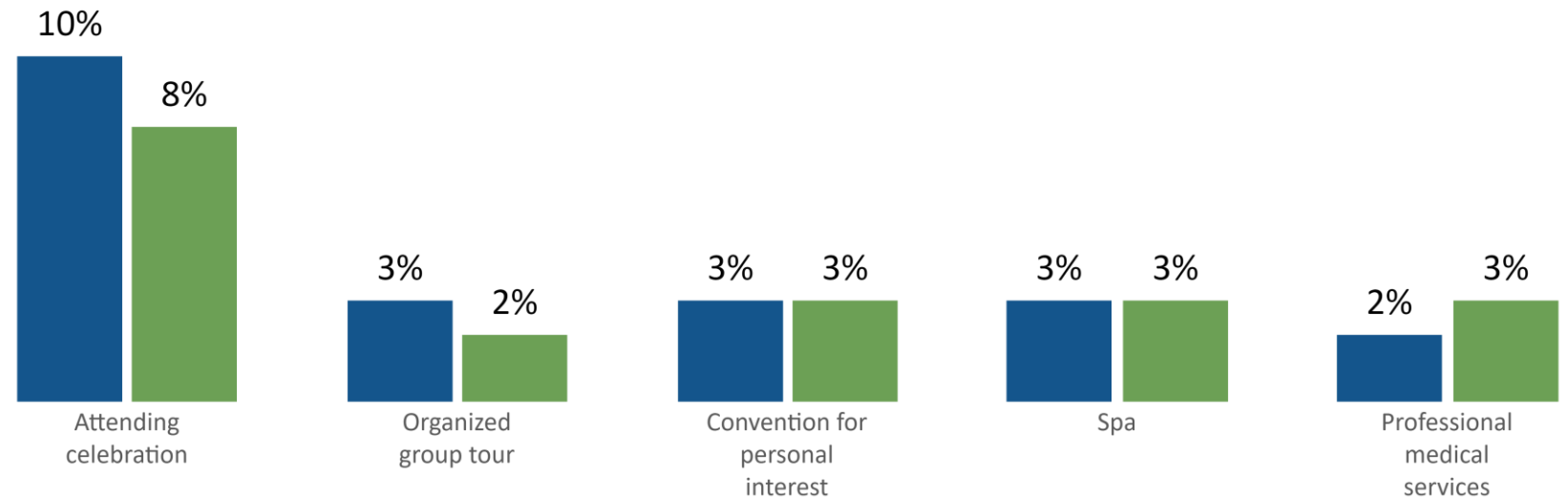
Top Other Activities for Caves, Lakes, & Corvettes Travelers

26%

Participated in
Other
Activities
During Their Trip

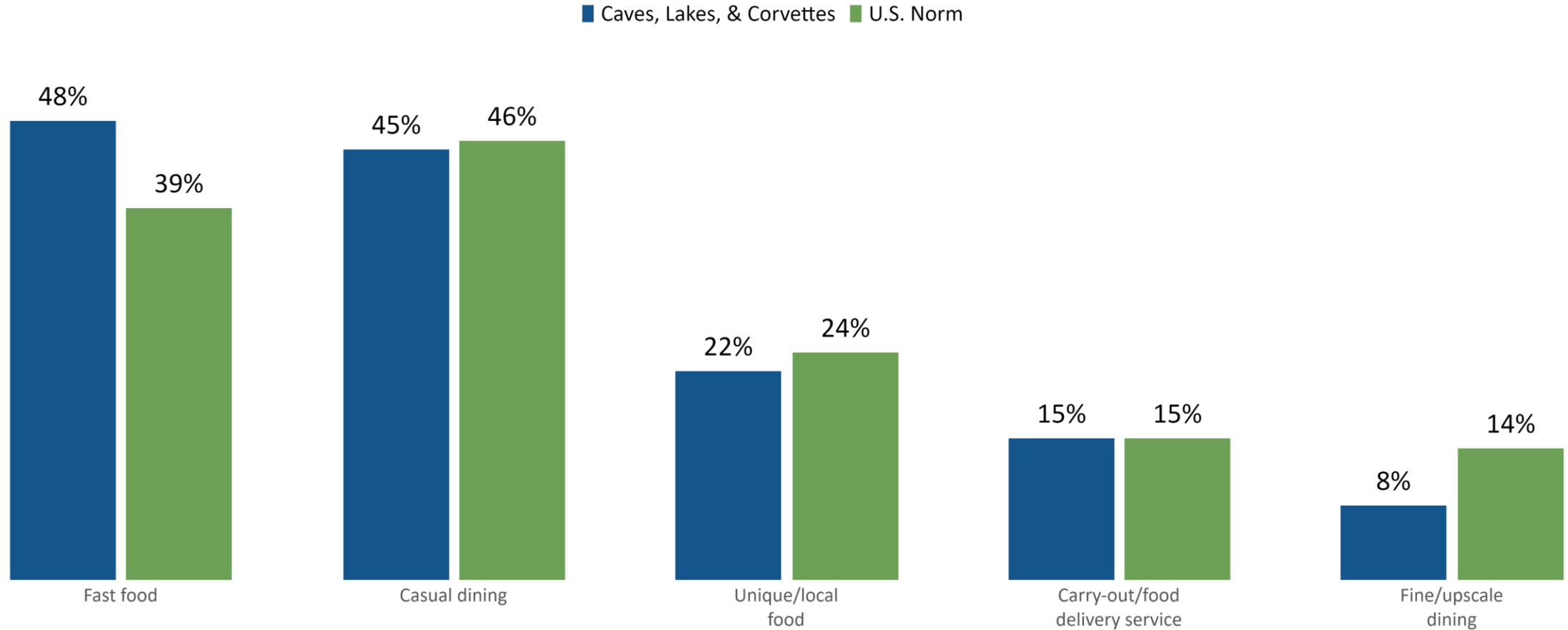
U.S. Norm: 30%

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



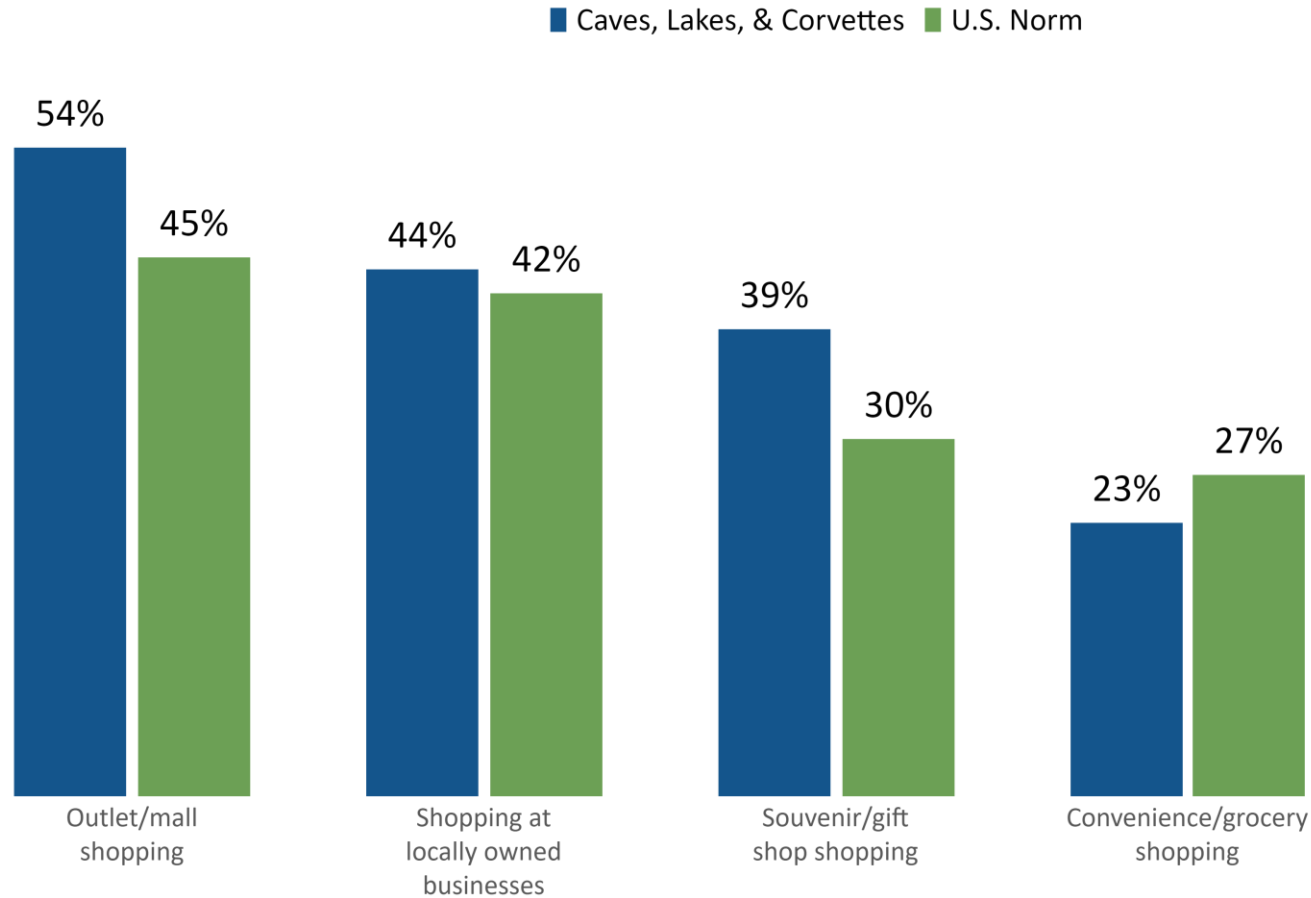
Dining

Top Dining Categories for Caves, Lakes, & Corvettes Travelers



Shopping

Top Shopping Categories for Caves, Lakes, & Corvettes Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Caves, Lakes, & Corvettes.

Post-Trip

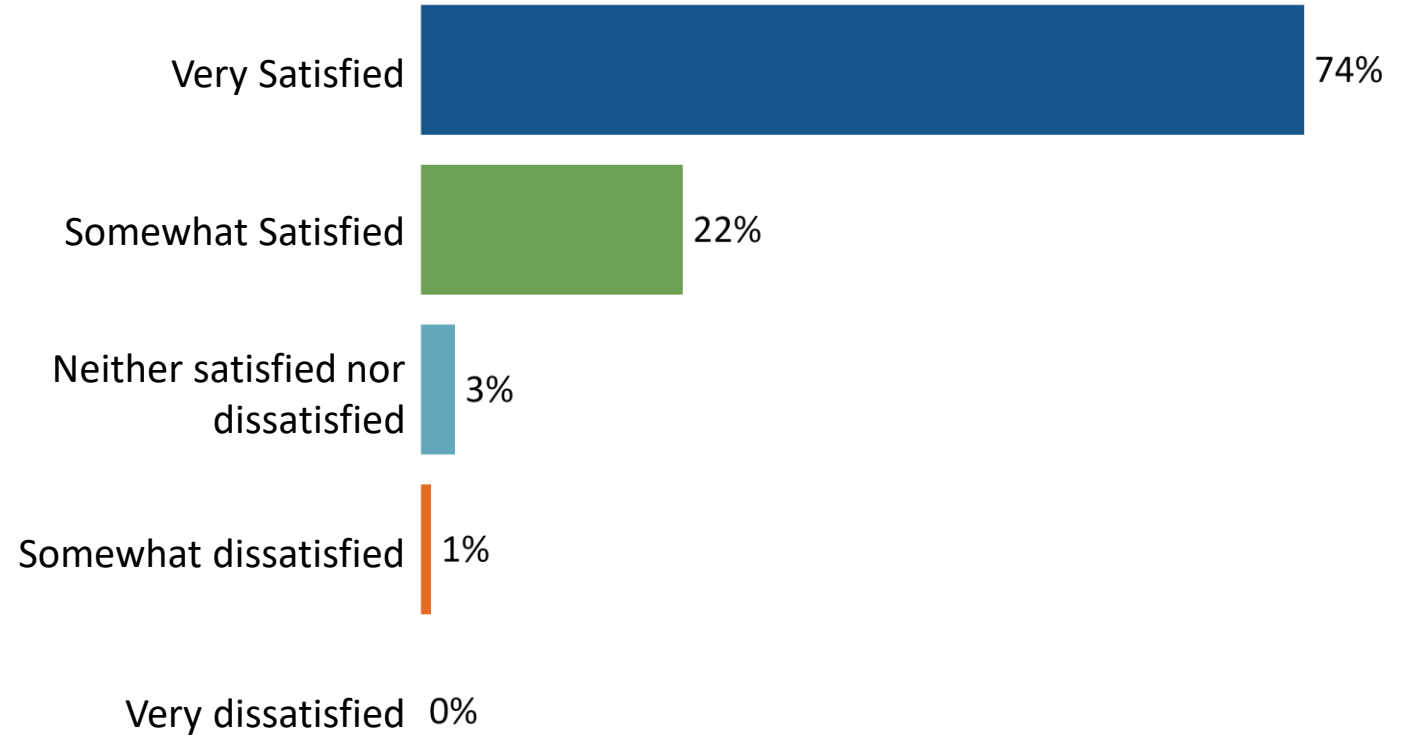
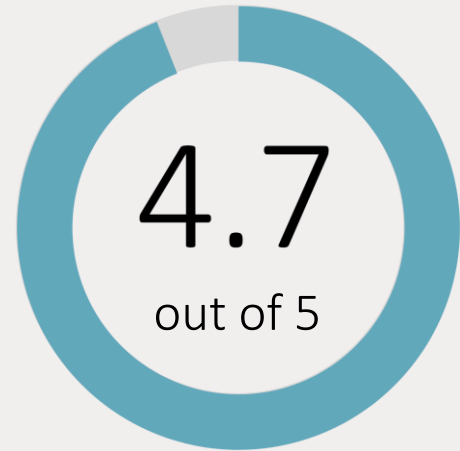
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Caves, Lakes, & Corvettes Experience

Average Satisfaction Rating



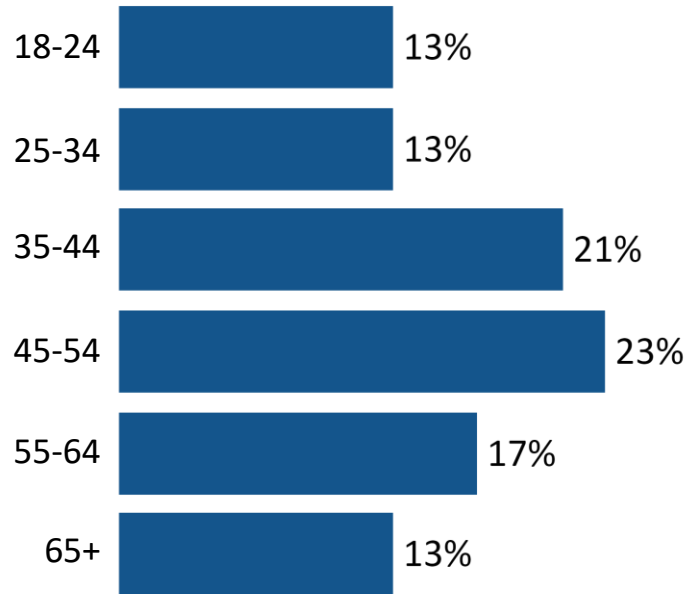
Respondent Demographics



Age, Gender, & Household Income

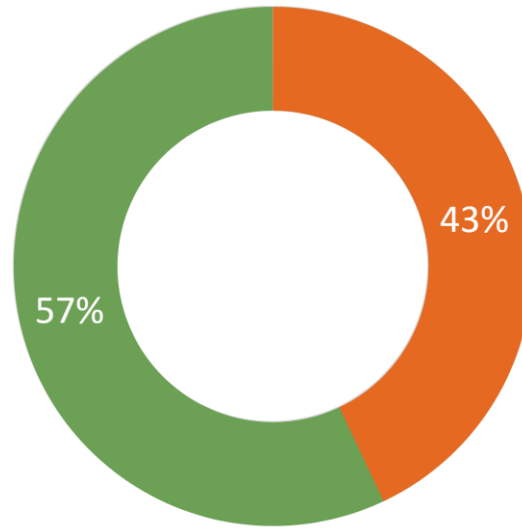
Respondent Demographics for Caves, Lakes, & Corvettes

Age



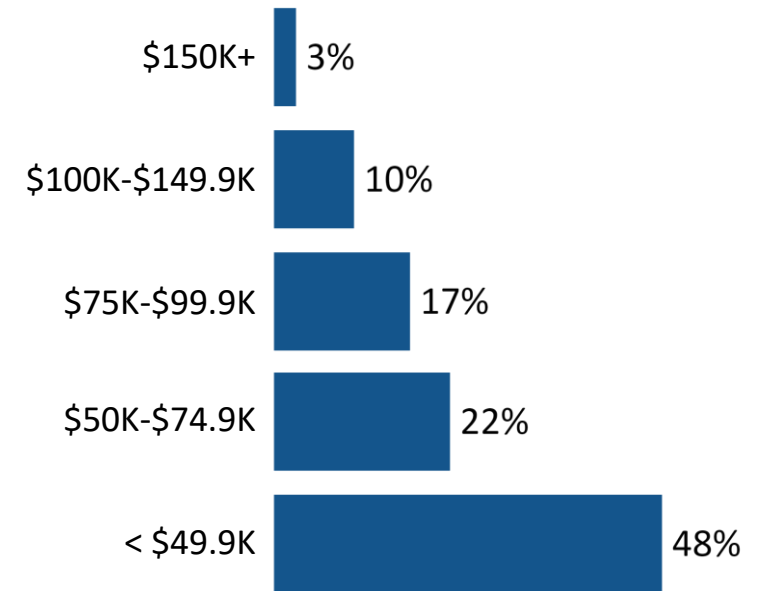
Average Age: 45.3

Gender



Female Male

Household Income

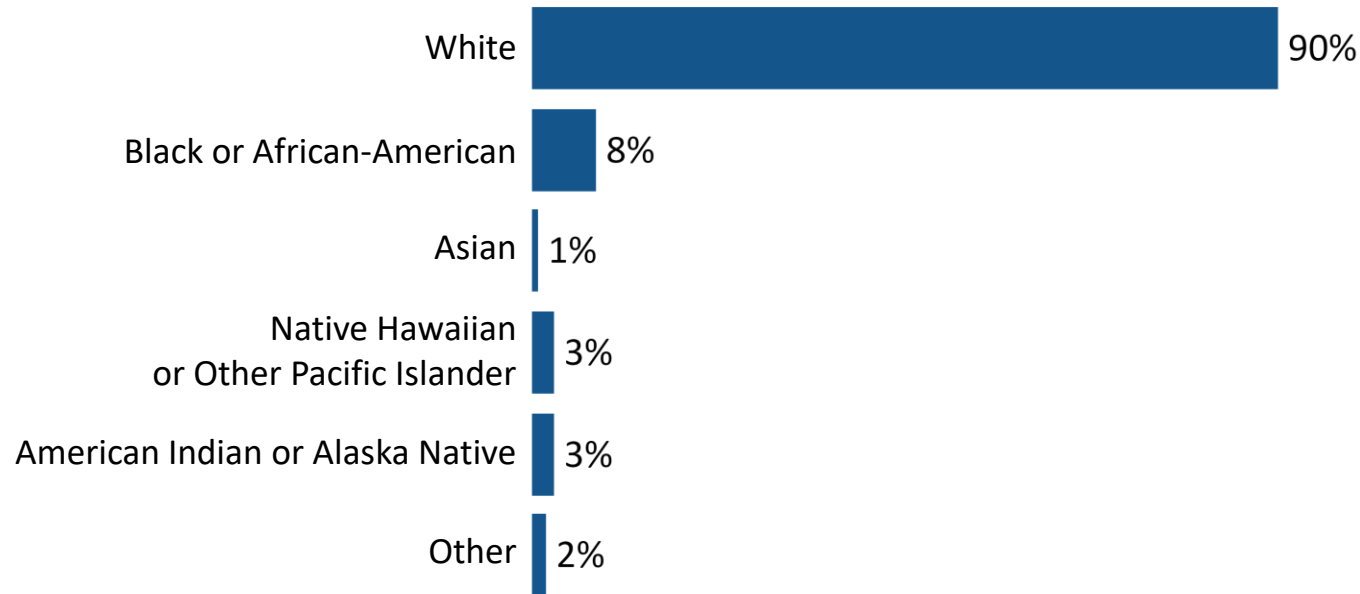


Average Income: \$61.2K

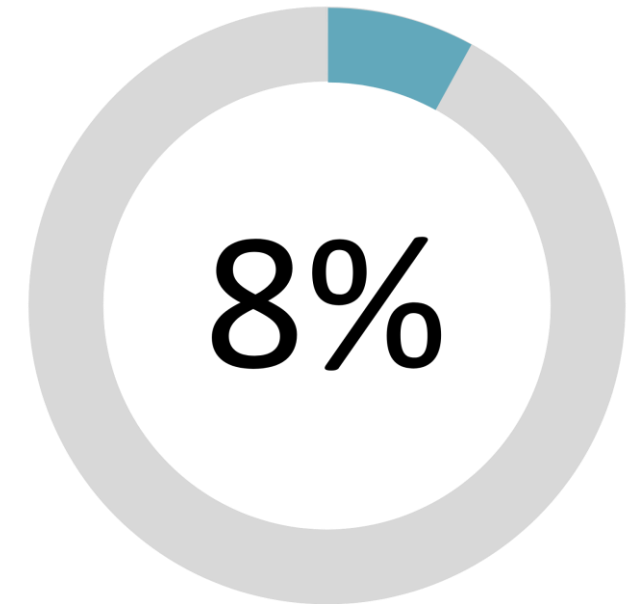
Race & Hispanic Background

Respondent Demographics for Caves, Lakes, & Corvettes

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 Caves, Lakes, & Corvettes

Employment

54% full-time / self-employed

7% part-time

39% retired / not employed / other

Marital Status

58% married / living with a partner

19% single / never married

23% divorced / widowed / separated

Military Status*

86% never served in the military

12% veteran

1% currently on active duty

1% on active duty for training

Education

29% high school diploma or less / other

28% attended some college

32% associate's or bachelor's degree

11% graduate or professional degree

Sexual Orientation

89% straight

4% gay / lesbian

5% bisexual

2% other / not sure

Household Size

21% 1 member

35% 2 members

20% 3 members

15% 4 members

9% 5+ members

* Multi-select to include status for all household members



Travel USA®

Day Visitation Western Wetlands Profile Report

2024/2025



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.

Western Waterlands's base size for day trips in 2024/2025:

191

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 Western Waterlands

2024/2025

Kentucky	27%
----------	-----

Tennessee	26%
-----------	-----

Illinois	12%
----------	-----

Ohio	7%
------	----

Indiana	6%
---------	----



2024/2025

Nashville, KY/TN	23%
------------------	-----

Paducah-Cape Girardeau- Harrbg, IL/KY/MO	22%
--	-----

Evansville, IL/IN/KY	9%
----------------------	----

Cincinnati, OH/KY	4%
-------------------	----

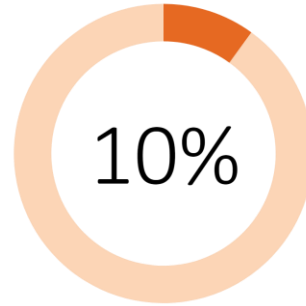
Lexington, KY	3%
---------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

20%

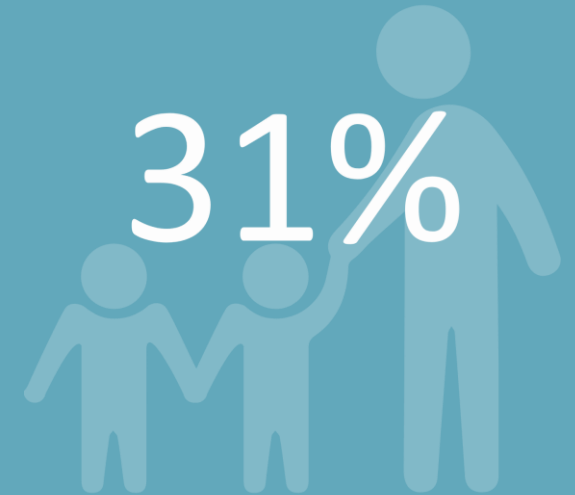


Travel Parties with Pets



Travel Parties
with Children

31%



Travel Party Composition

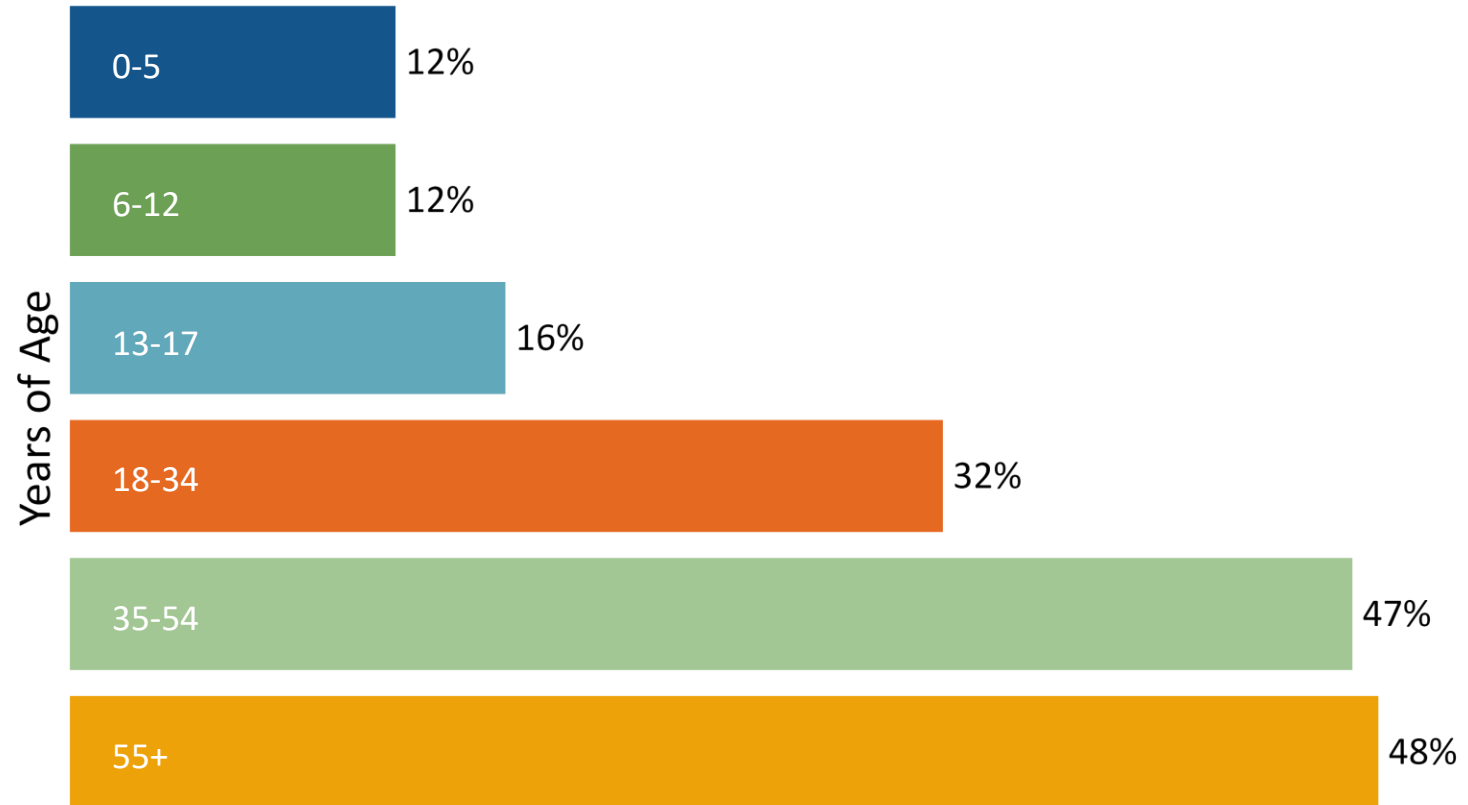
Travel Party Size & Age

Average Travel
Party Size

2.7



Travel Party Age



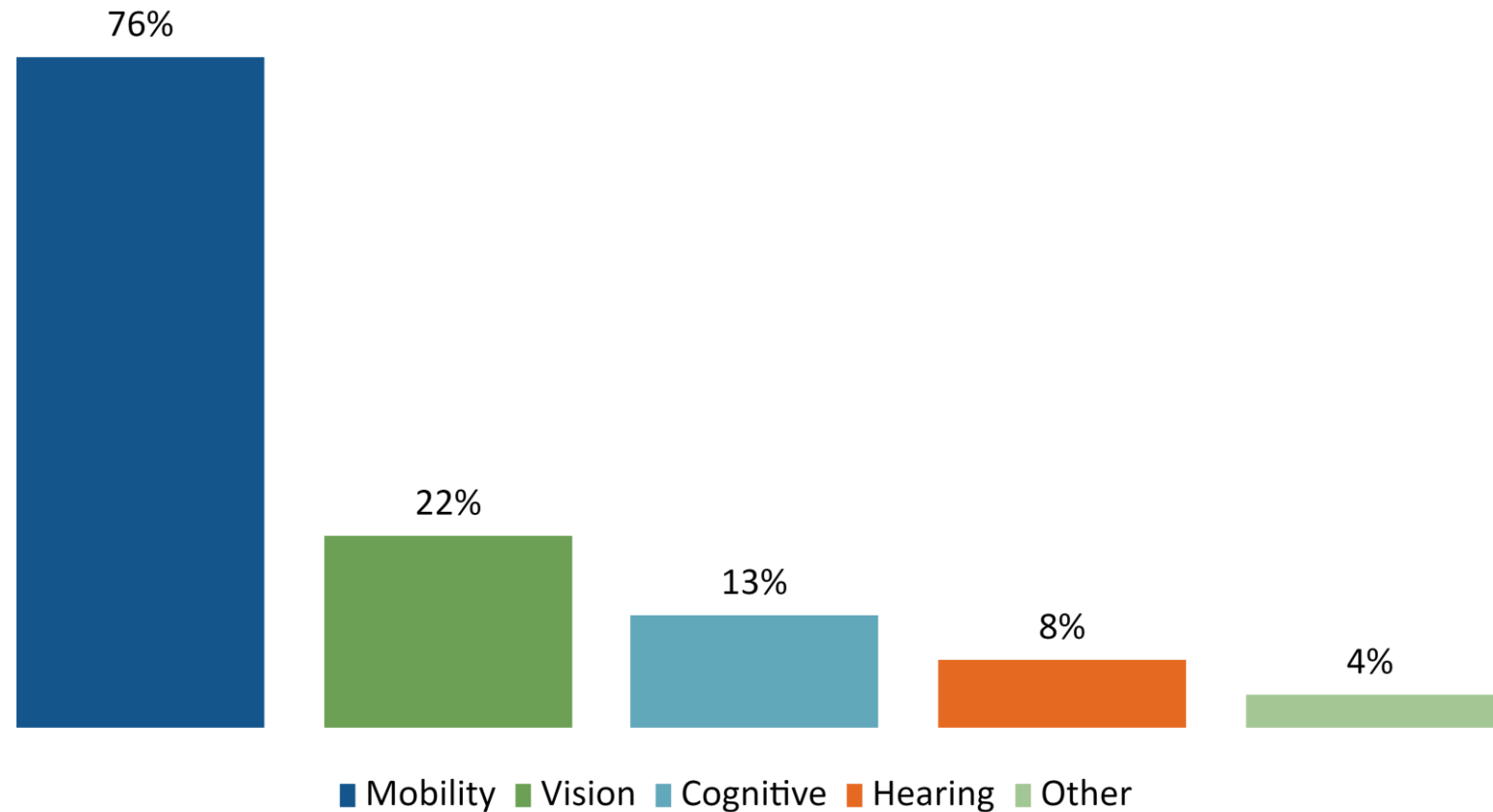
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

19%

▲ +3.6% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

29%

Visiting friends / relatives

▼ -6.4% vs U.S. Norm

12%

Outdoors

▲ +1.2% vs U.S. Norm

12%

Shopping

▲ +6.1% vs U.S. Norm

10%

Outdoors

▲ +2.1% vs U.S. Norm

7%

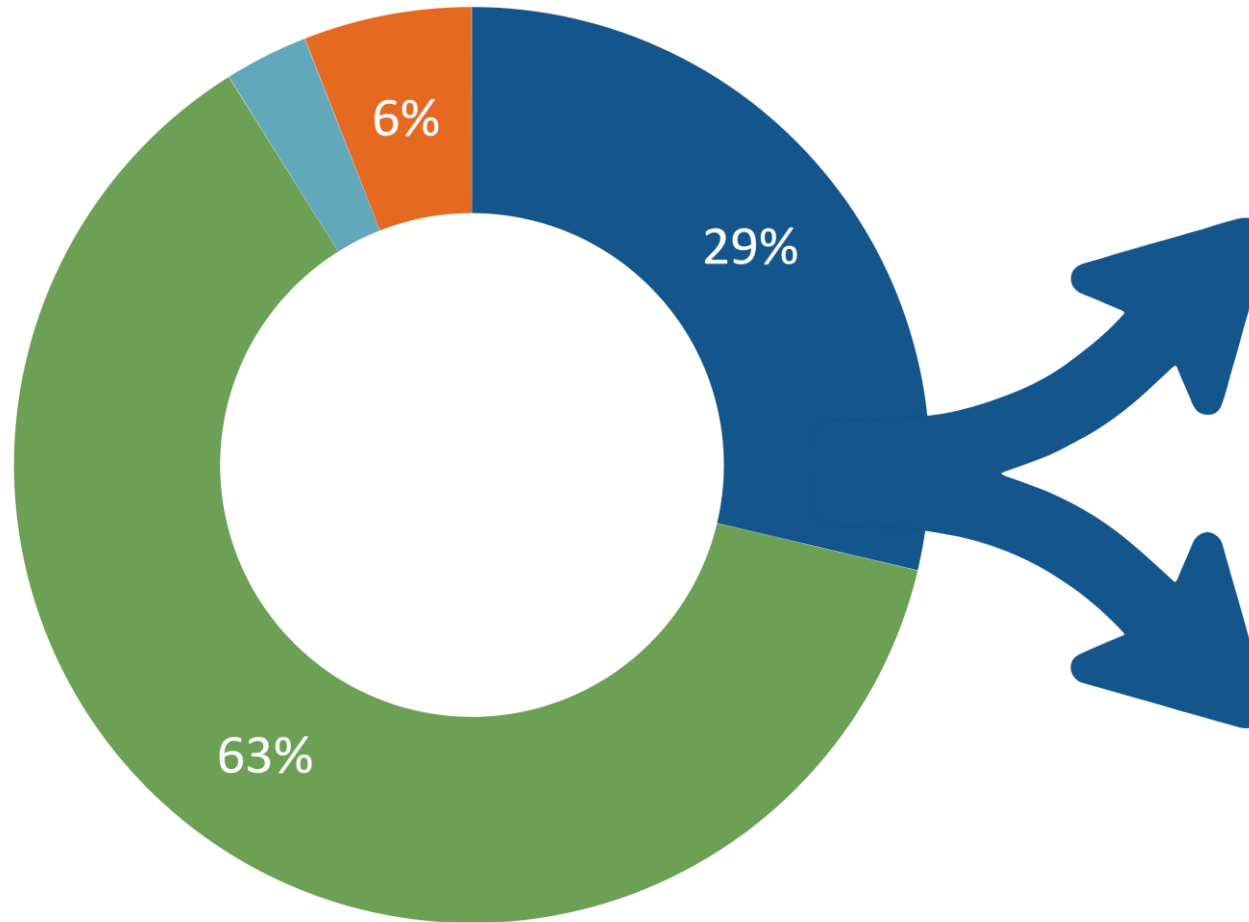
Theme park

▲ +3.8% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



87%

Visited Friends/Relatives Who
Live in Western Waterlands

13%

Met Friends/Relatives in
Western Waterlands Who Live
Elsewhere

Top Traveler Personas

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

27%

Budget friendly traveler:
prioritizing affordability
and value for money

21%

Family traveler:
prioritizing activities and
accommodations
suitable for children

14%

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

12%

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

9%

Luxury traveler: seeking
high-end experiences
and personalized
services

5%

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

During Trip

Destination Activities



Entertainment Activities

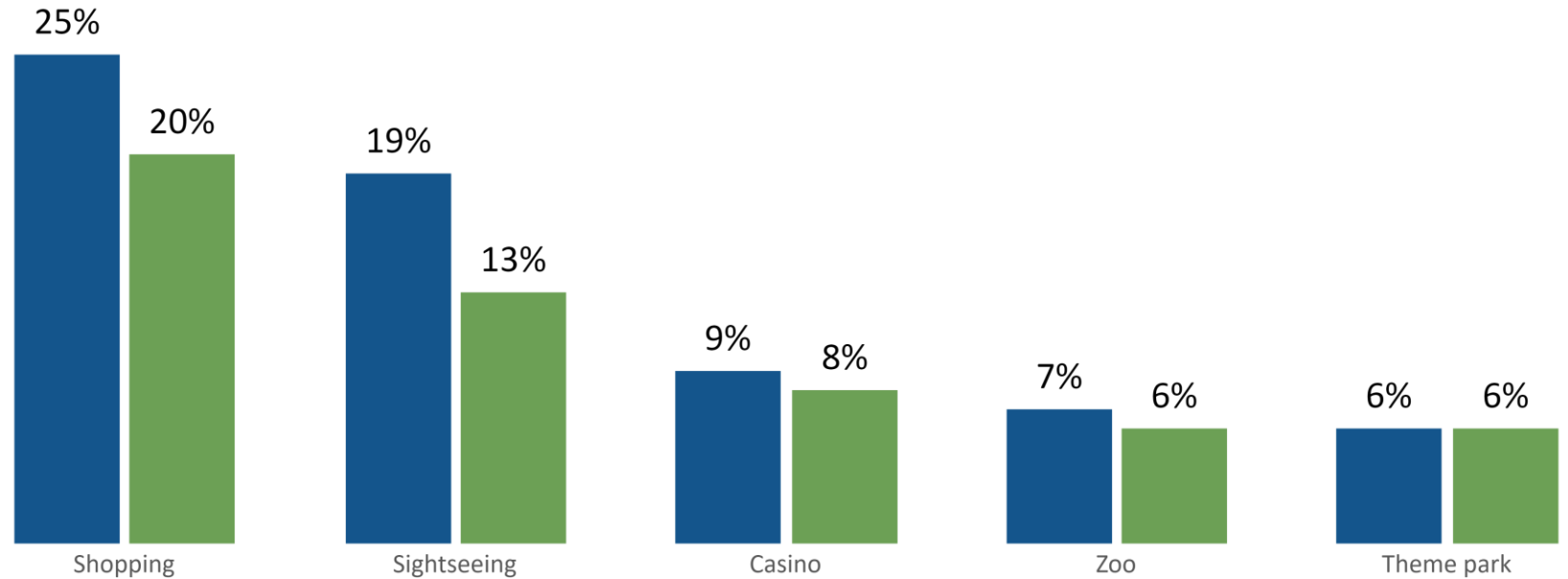
Top Entertainment Activities for Western Waterlands Travelers

57%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%

■ Western Waterlands ■ U.S. Norm



Recreational Activities

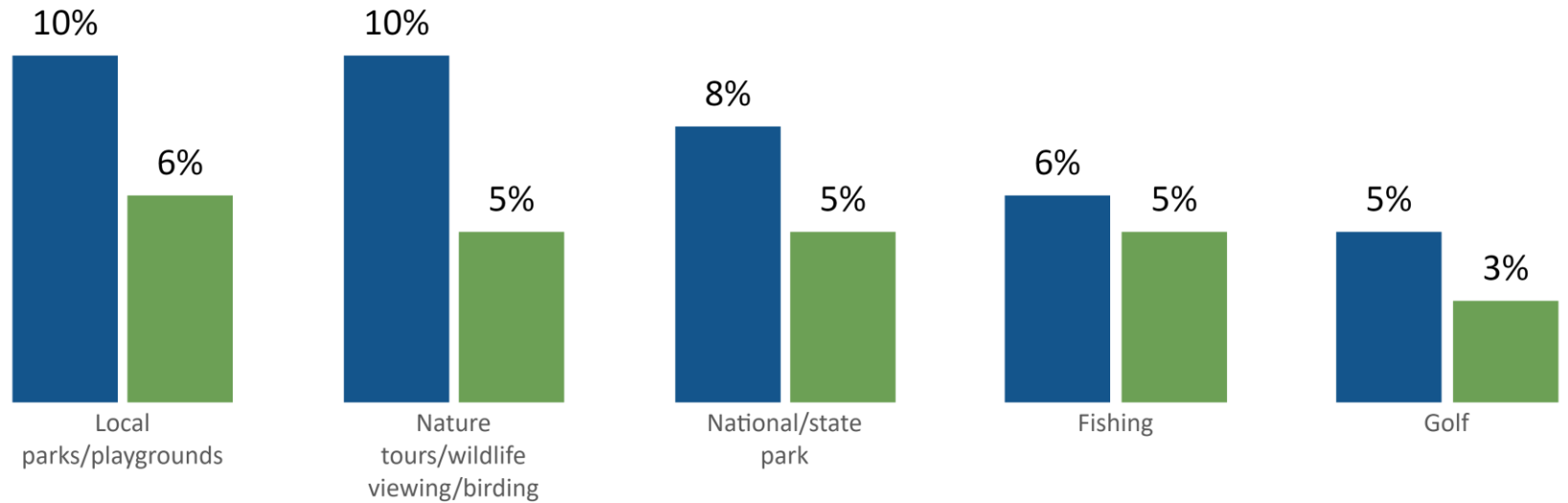
Top Recreational Activities for Western Waterlands Travelers

40%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%

■ Western Waterlands ■ U.S. Norm



Cultural Activities

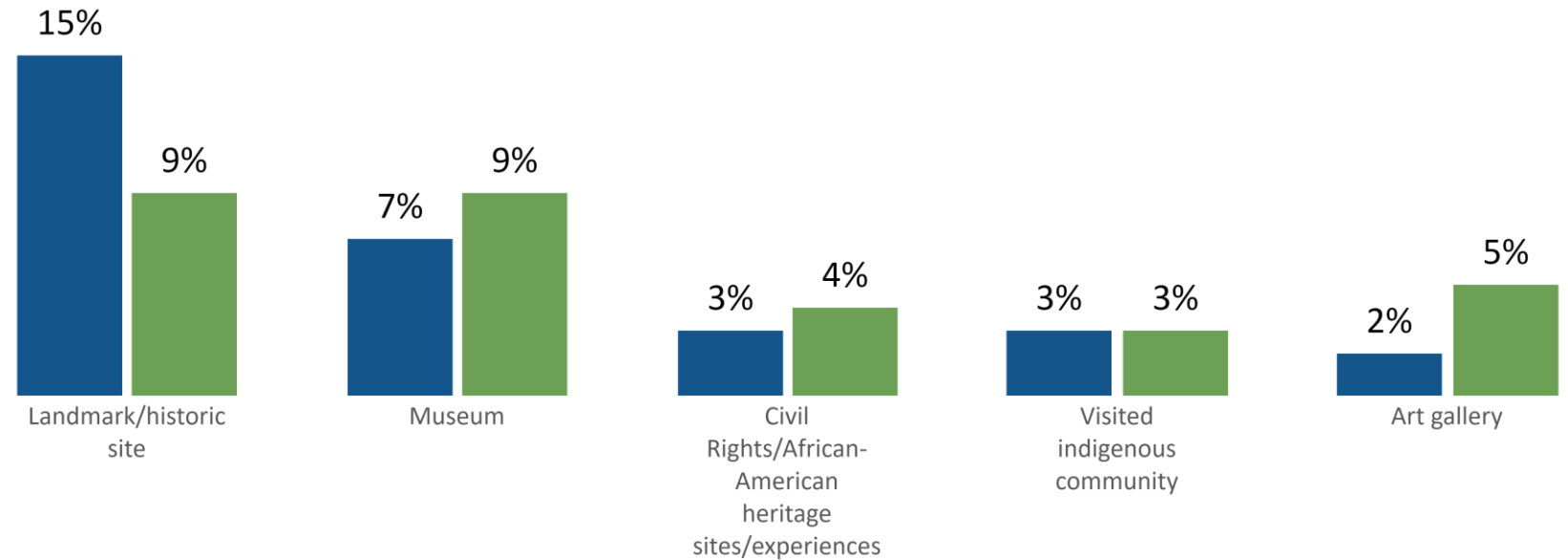
Top Cultural Activities for Western Waterlands Travelers

24%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%

■ Western Waterlands ■ U.S. Norm



Sporting Events

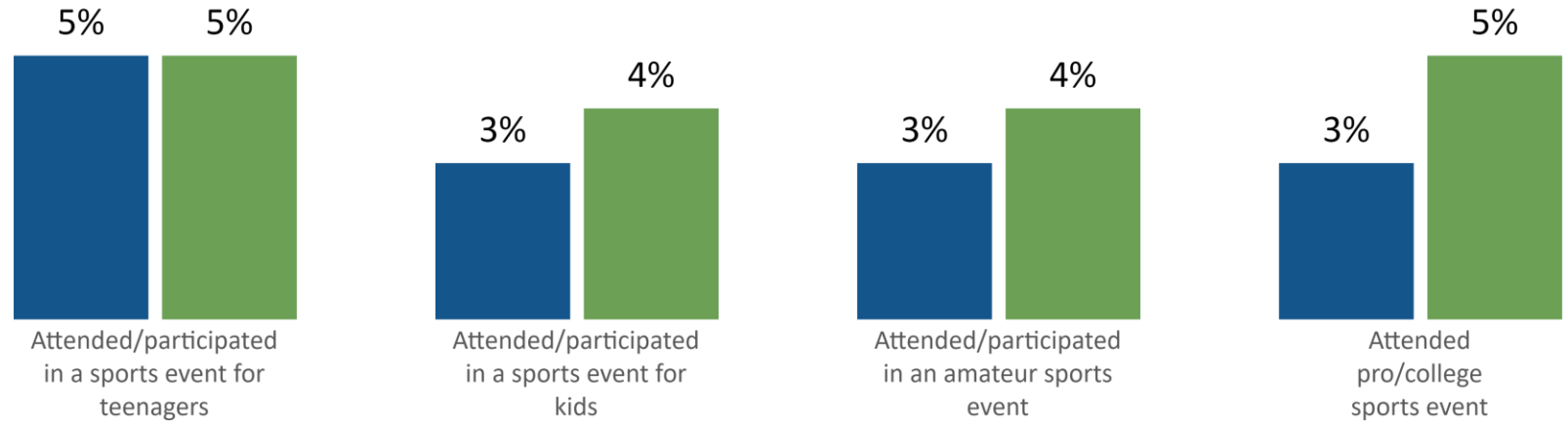
Top Sporting Events for Western Waterlands Travelers

10%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

■ Western Waterlands ■ U.S. Norm



Business Activities

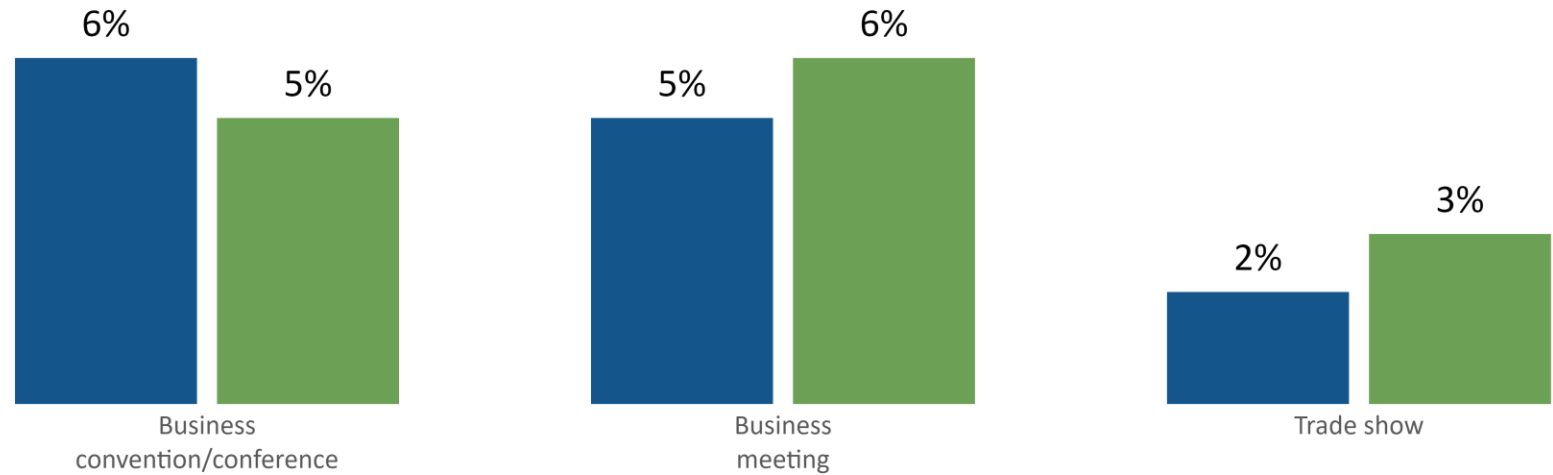
Top Business Activities for Western Waterlands Travelers

8%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%

■ Western Waterlands ■ U.S. Norm



Other Activities

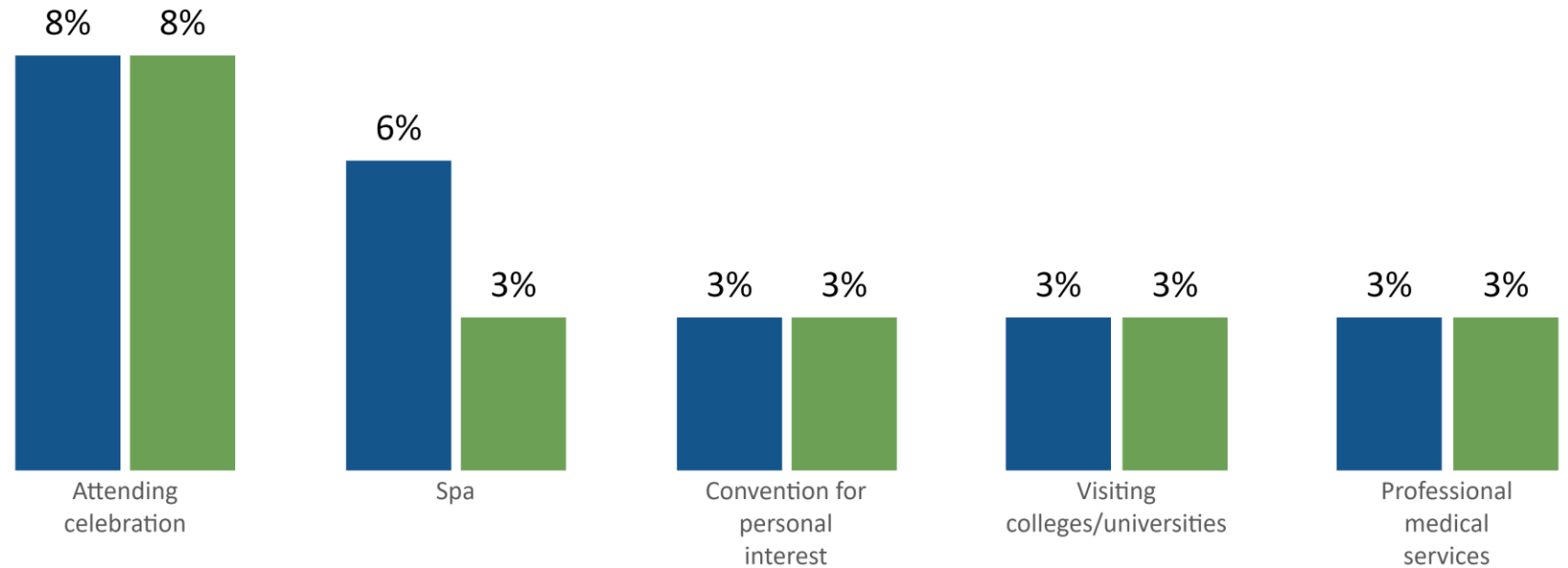
Top Other Activities for Western Waterlands Travelers

24%

Participated in
Other
Activities
During Their Trip

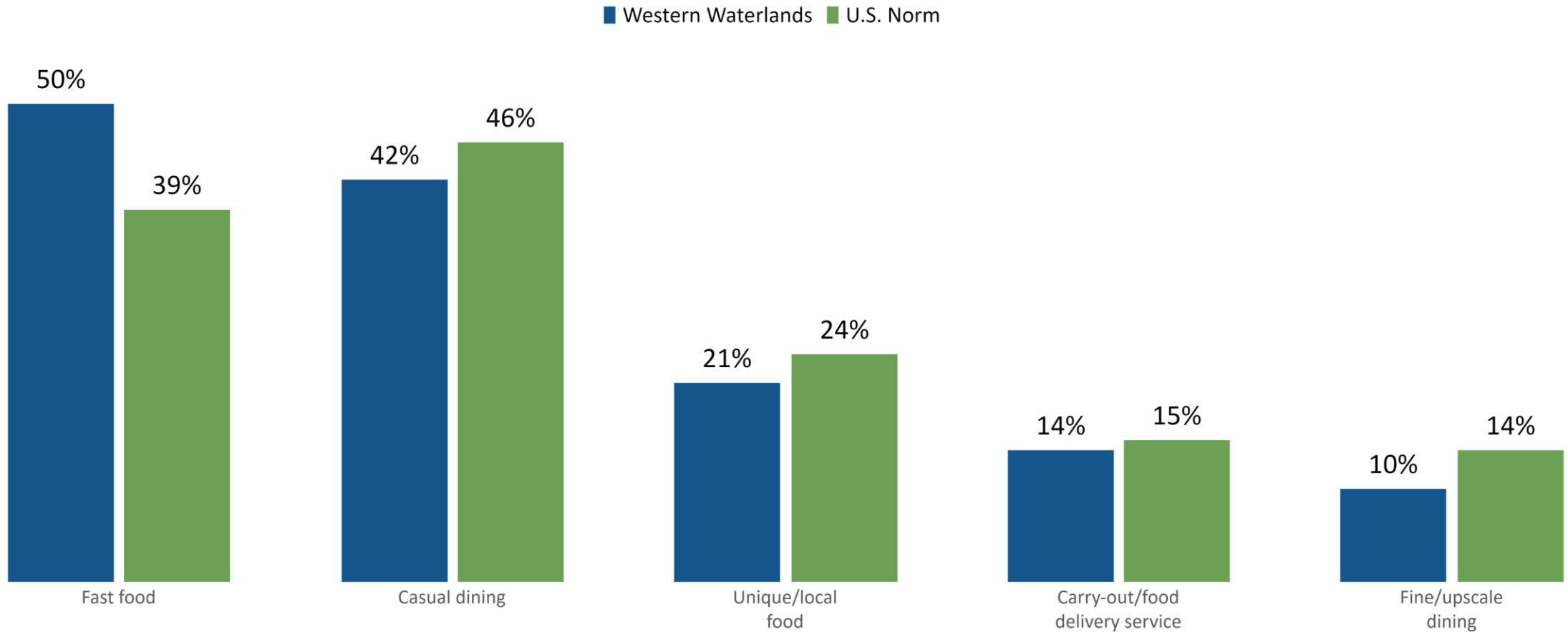
U.S. Norm: 30%

■ Western Waterlands ■ U.S. Norm



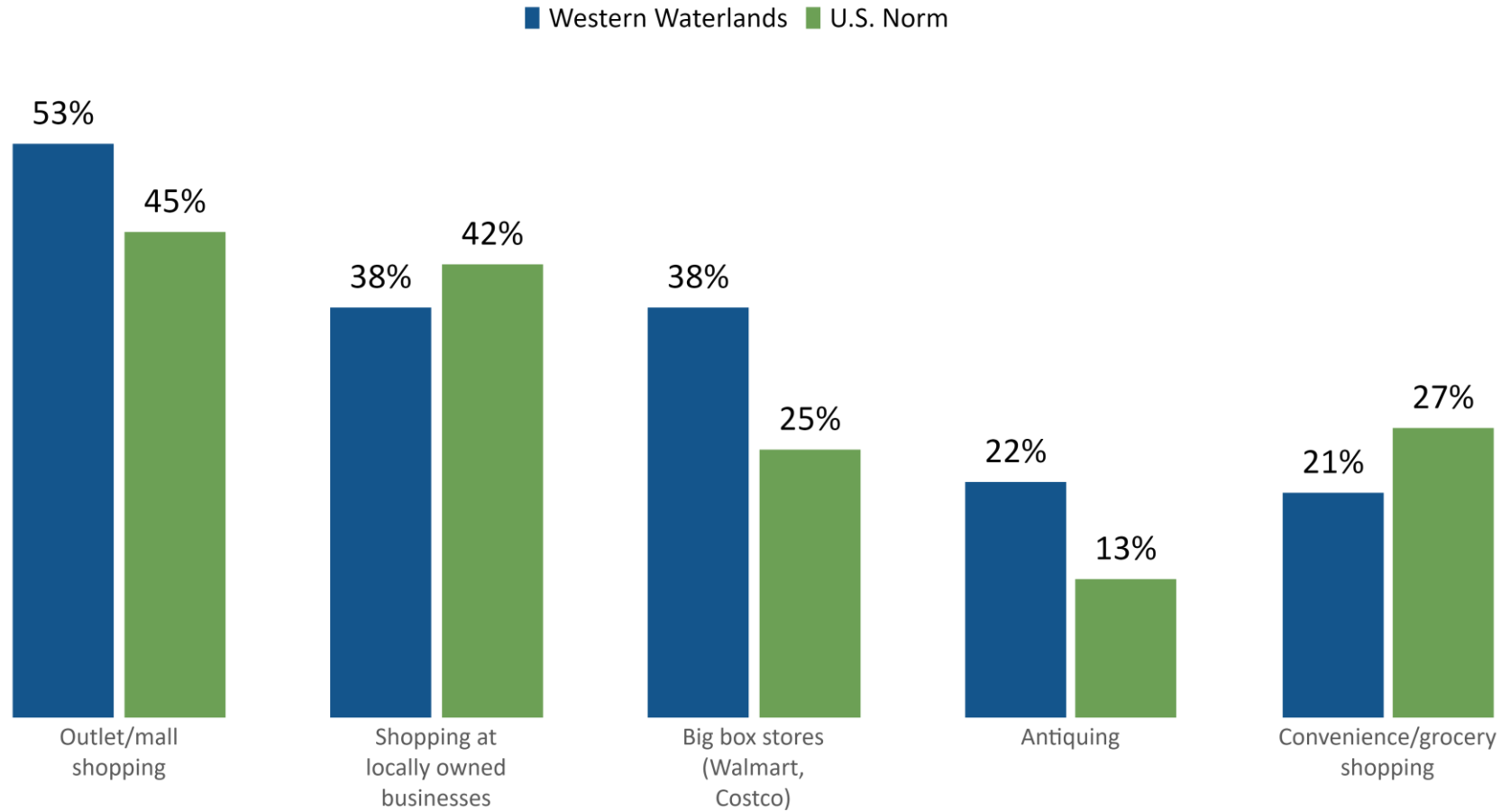
Dining

Top Dining Categories for Western Waterlands Travelers



Shopping

Top Shopping Categories for Western Waterlands Travelers



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

Post-Trip

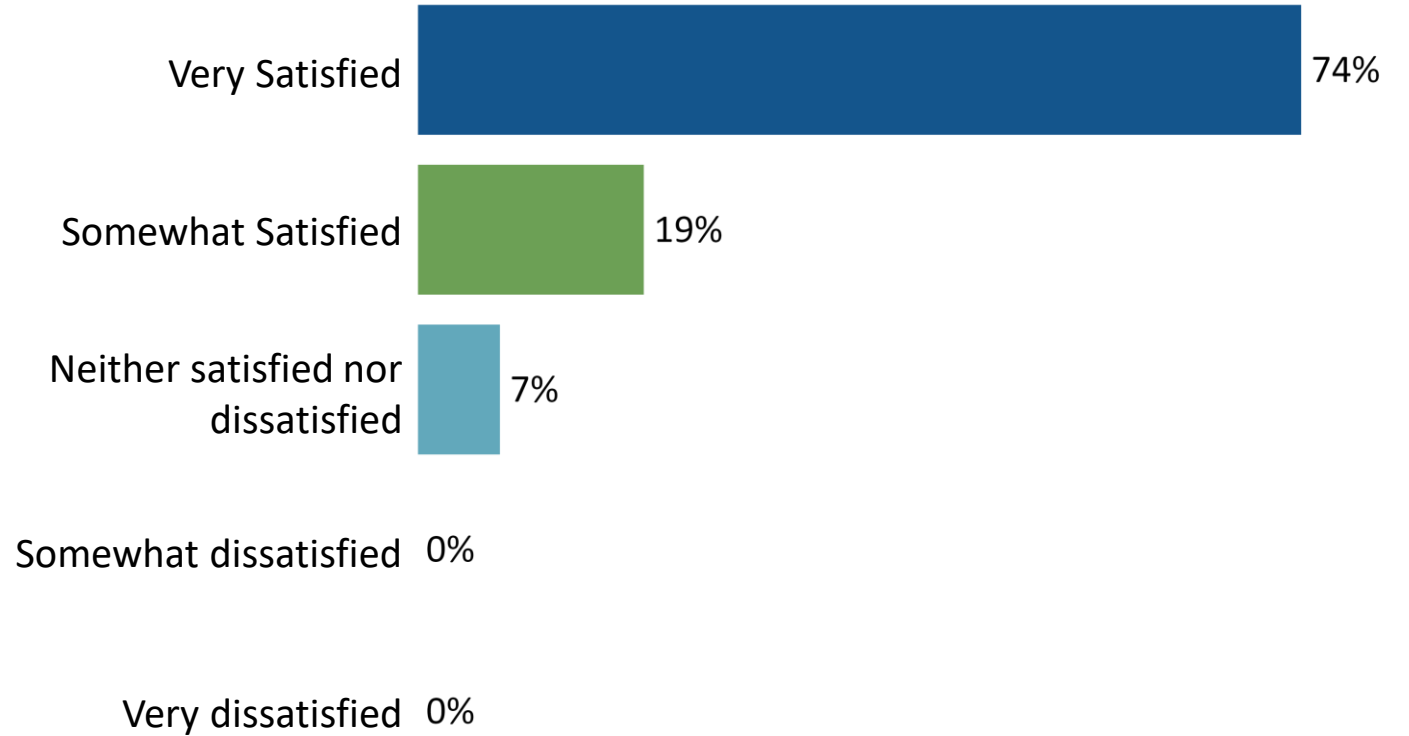
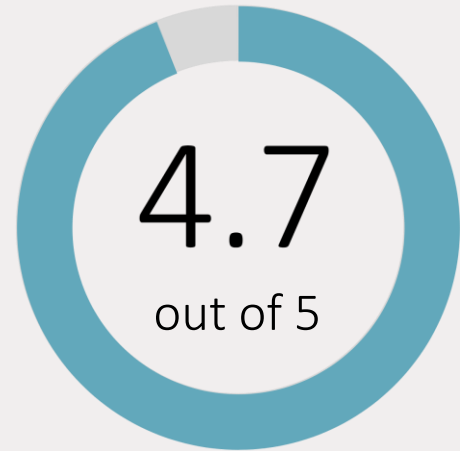
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Western Waterlands Experience

Average Satisfaction Rating



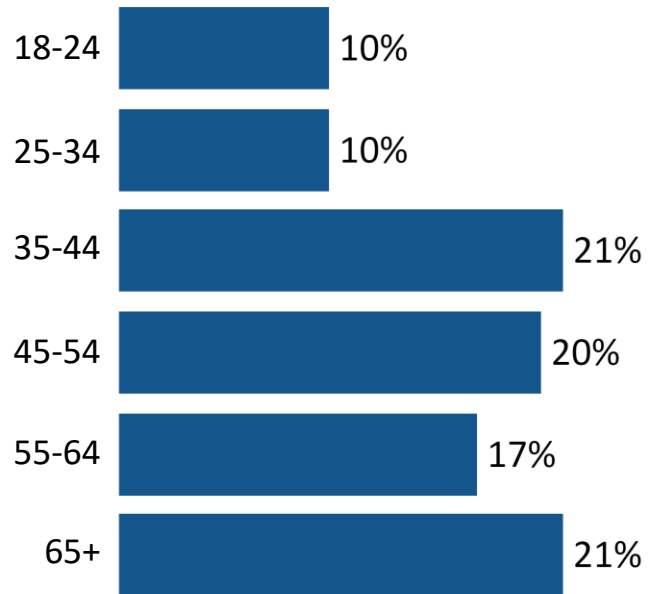
Respondent Demographics



Age, Gender, & Household Income

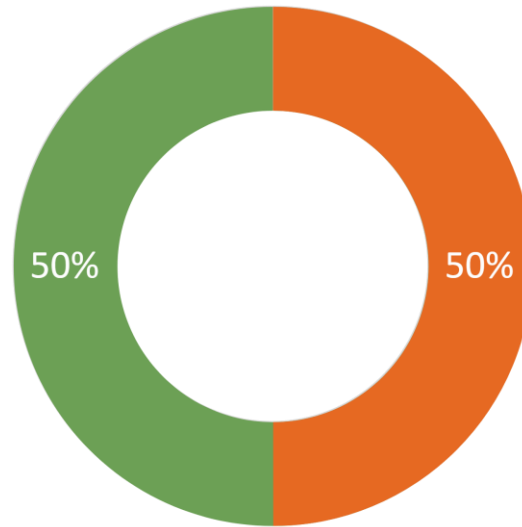
Respondent Demographics for Western Waterlands

Age



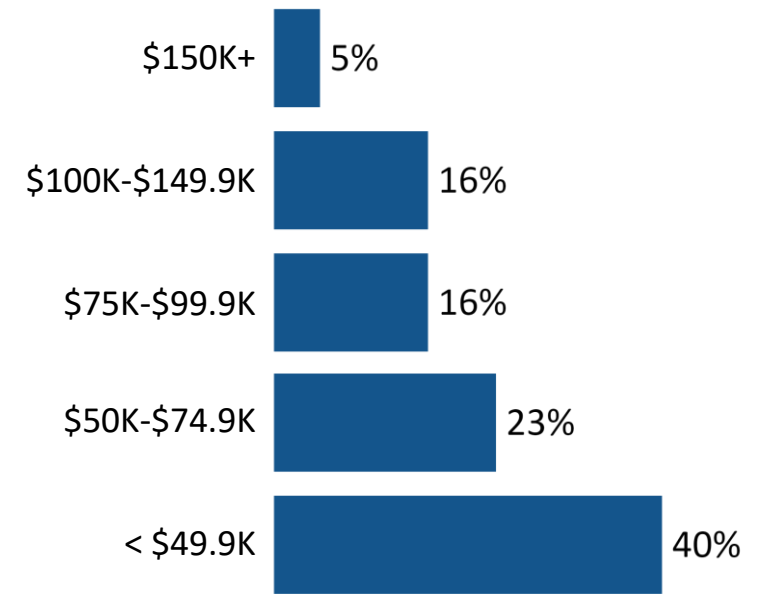
Average Age: 48.6

Gender



Female Male

Household Income

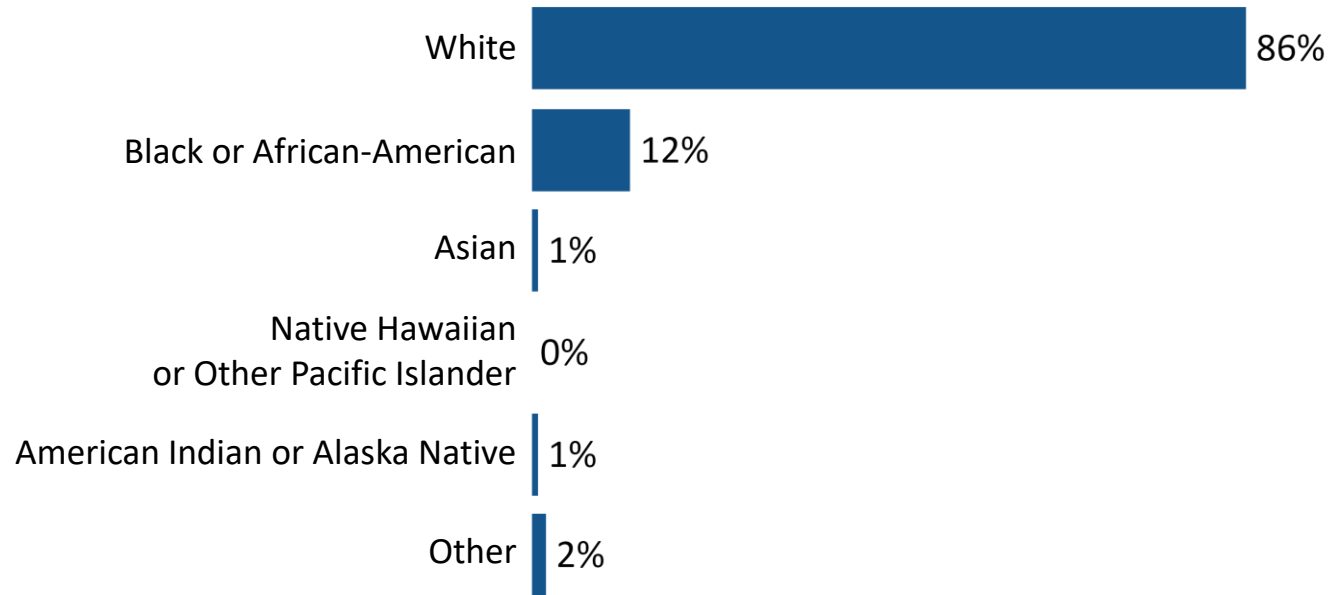


Average Income: \$71.1K

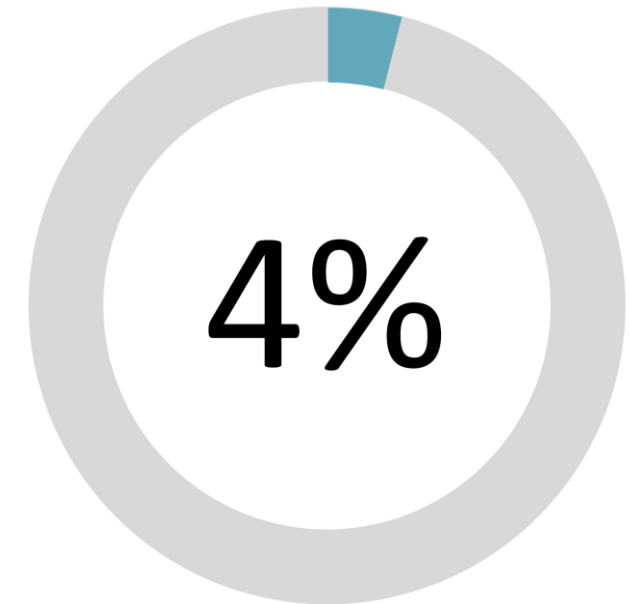
Race & Hispanic Background

Respondent Demographics for Western Waterlands

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 Western Waterlands

Employment

51% full-time / self-employed

6% part-time

43% retired / not employed / other

Marital Status

58% married / living with a partner

17% single / never married

24% divorced / widowed / separated

Military Status*

82% never served in the military

15% veteran

3% currently on active duty

1% on active duty for training

Education

26% high school diploma or less / other

17% attended some college

43% associate's or bachelor's degree

14% graduate or professional degree

Sexual Orientation

92% straight

2% gay / lesbian

5% bisexual

2% other / not sure

Household Size

19% 1 member

33% 2 members

19% 3 members

17% 4 members

12% 5+ members

* Multi-select to include status for all household members

Longwoods
INTERNATIONAL

Travel USA®

Day Visitation Bluegrass, Blues, & BBQ Profile Report

2024/2025



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.

Bluegrass, Blues, & BBQ's base size for day trips in 2024/2025:

331

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 Bluegrass, Blues, & BBQ

2024/2025

Kentucky	45%
----------	-----

Indiana	16%
---------	-----

Illinois	7%
----------	----

Tennessee	6%
-----------	----

Michigan	5%
----------	----



2024/2025

Lexington, KY	18%
---------------	-----

Evansville, IL/IN/KY	15%
----------------------	-----

Louisville, KY	11%
----------------	-----

Nashville, KY/TN	6%
------------------	----

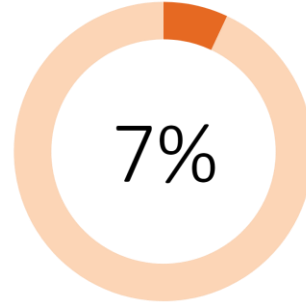
Paducah-Cape Girardeau- Harrbg,IL/KY/MO	5%
---	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

18%

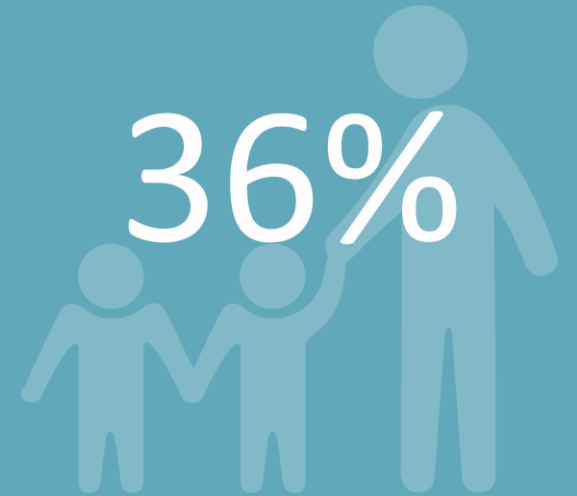


Travel Parties with Pets



Travel Parties
with Children

36%



Travel Party Composition

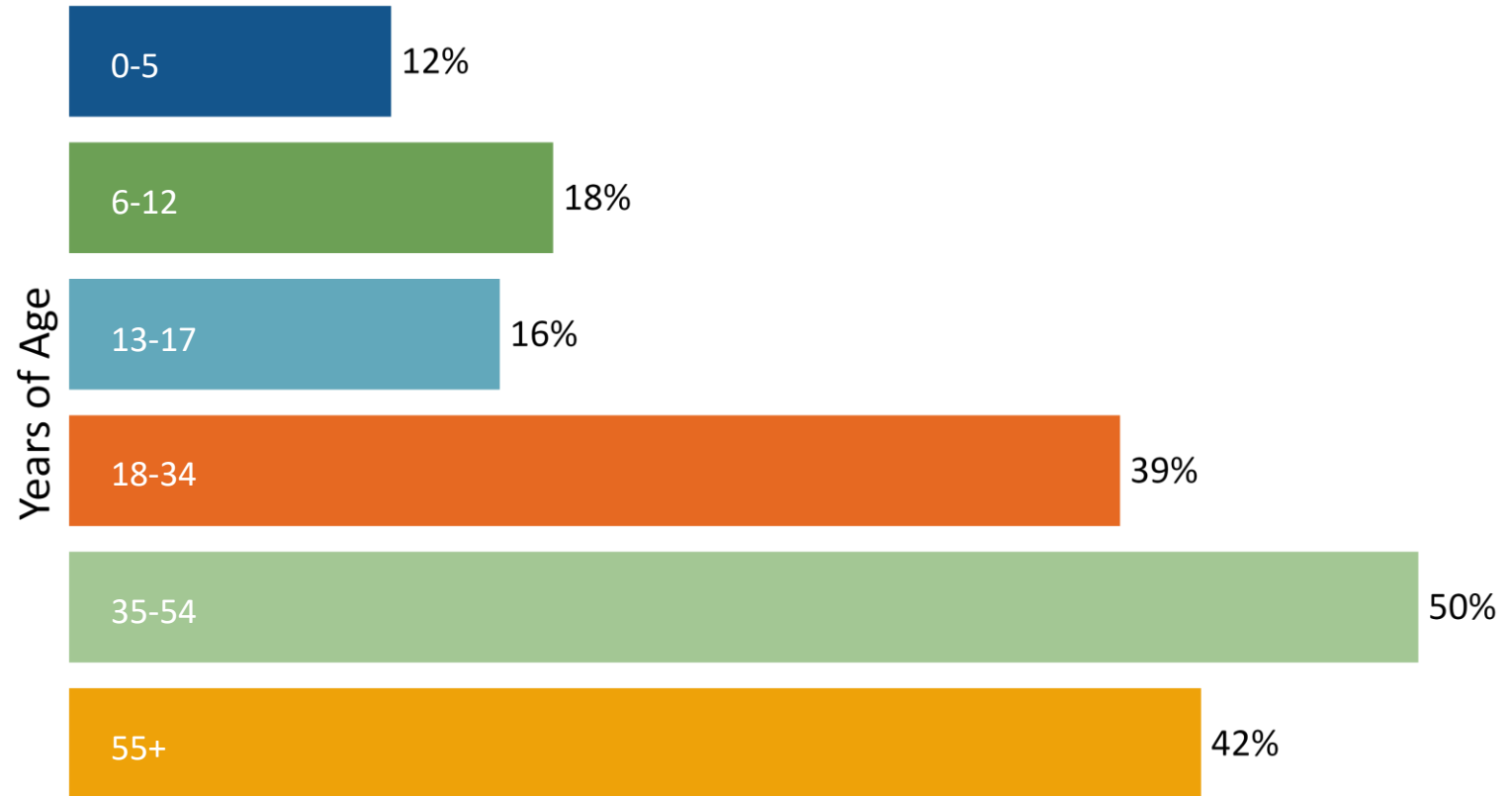
Travel Party Size & Age

Average Travel
Party Size

2.7



Travel Party Age



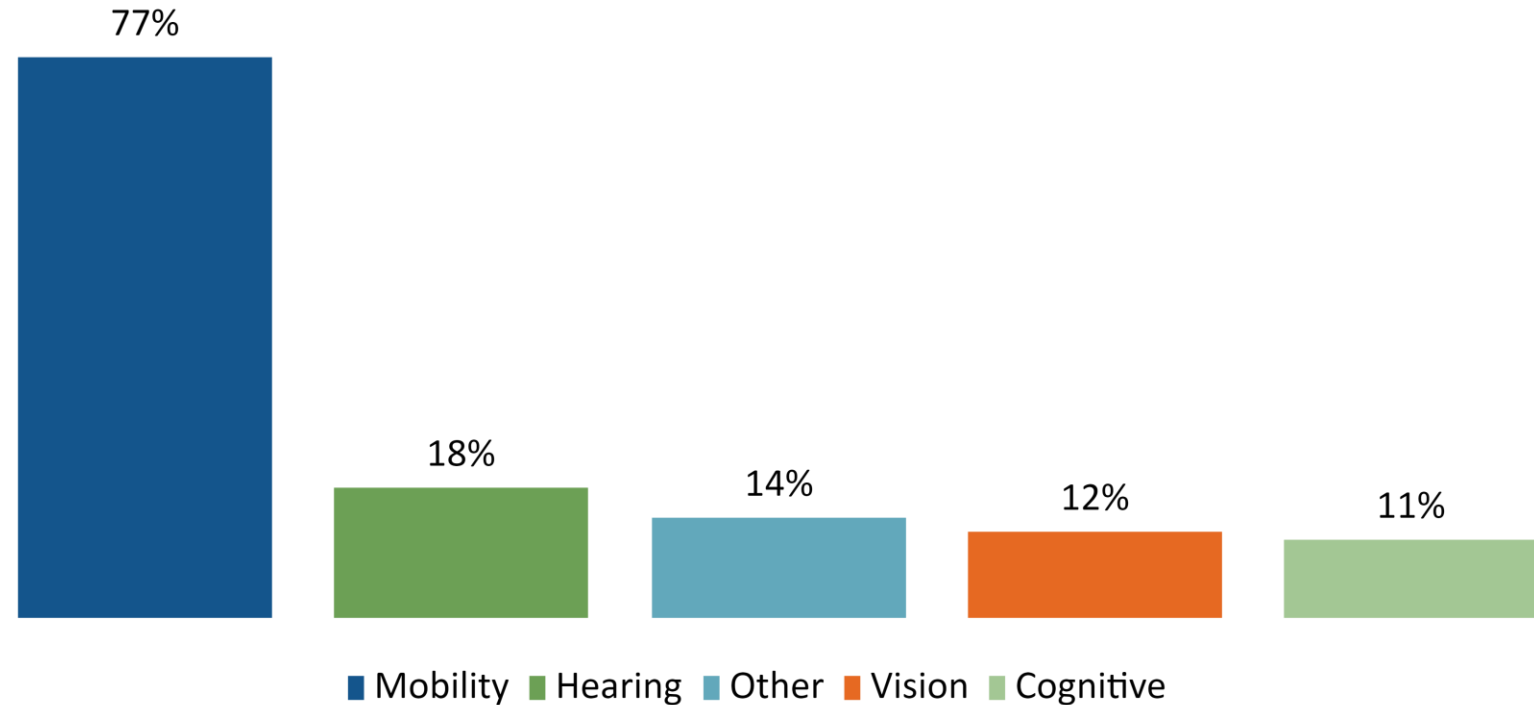
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

17%

▲ +1.8% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

42%

Visiting friends / relatives

▲ +6.5% vs U.S. Norm

11%

Touring

◀ 0.0% vs U.S. Norm

11%

Special event

▲ +1.3% vs U.S. Norm

10%

Shopping

▲ +3.9% vs U.S. Norm

7%

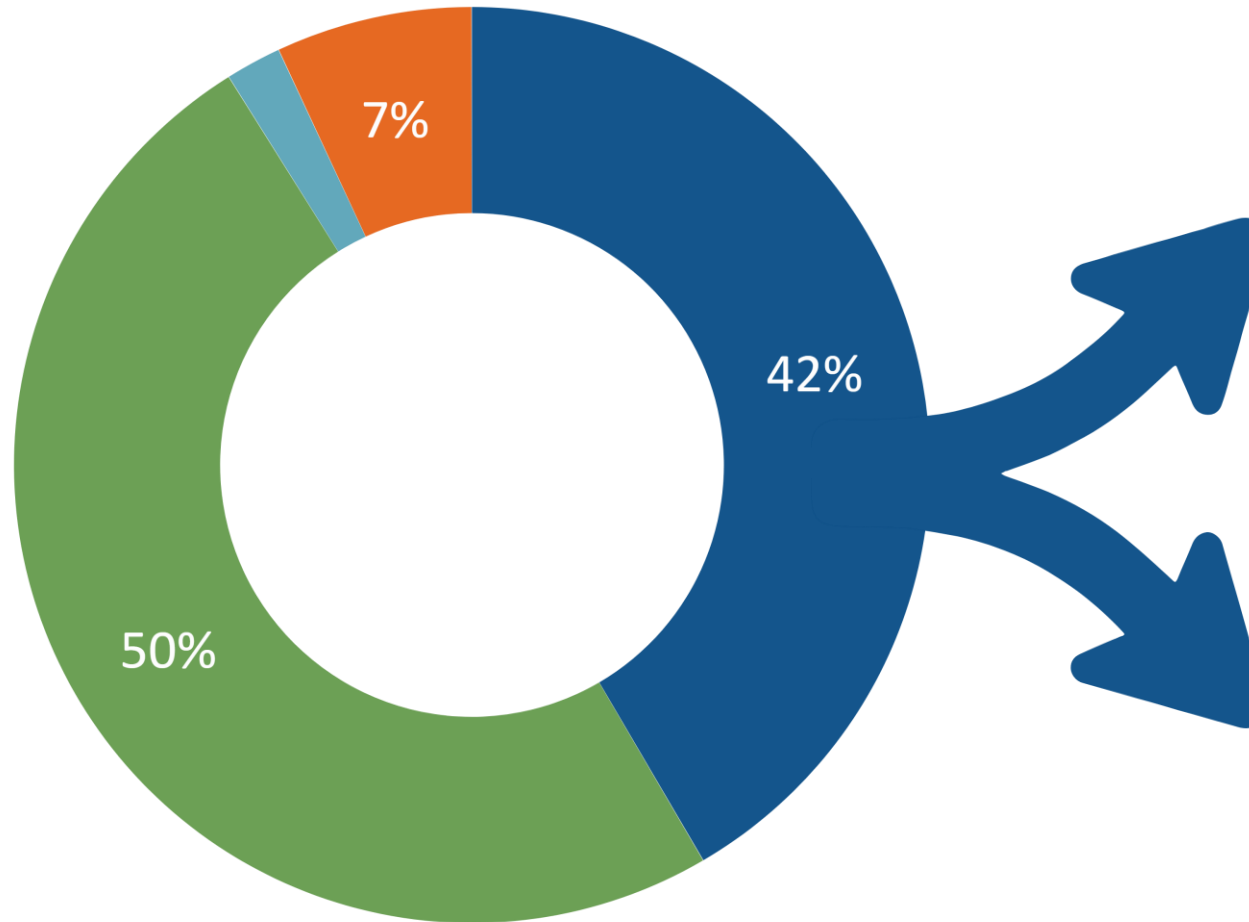
City trip

▼ -2.9% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



92%

Visited Friends/Relatives Who
Live in Bluegrass, Blues, & BBQ

8%

Met Friends/Relatives in
Bluegrass, Blues, & BBQ Who
Live Elsewhere

Top Traveler Personas

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

31%

Budget friendly traveler:
prioritizing affordability
and value for money

23%

Family traveler:
prioritizing activities and
accommodations
suitable for children

14%

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

9%

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

9%

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

5%

Food & wine traveler:
seeking unique or local
foods, food & wine tours

During Trip

Destination Activities



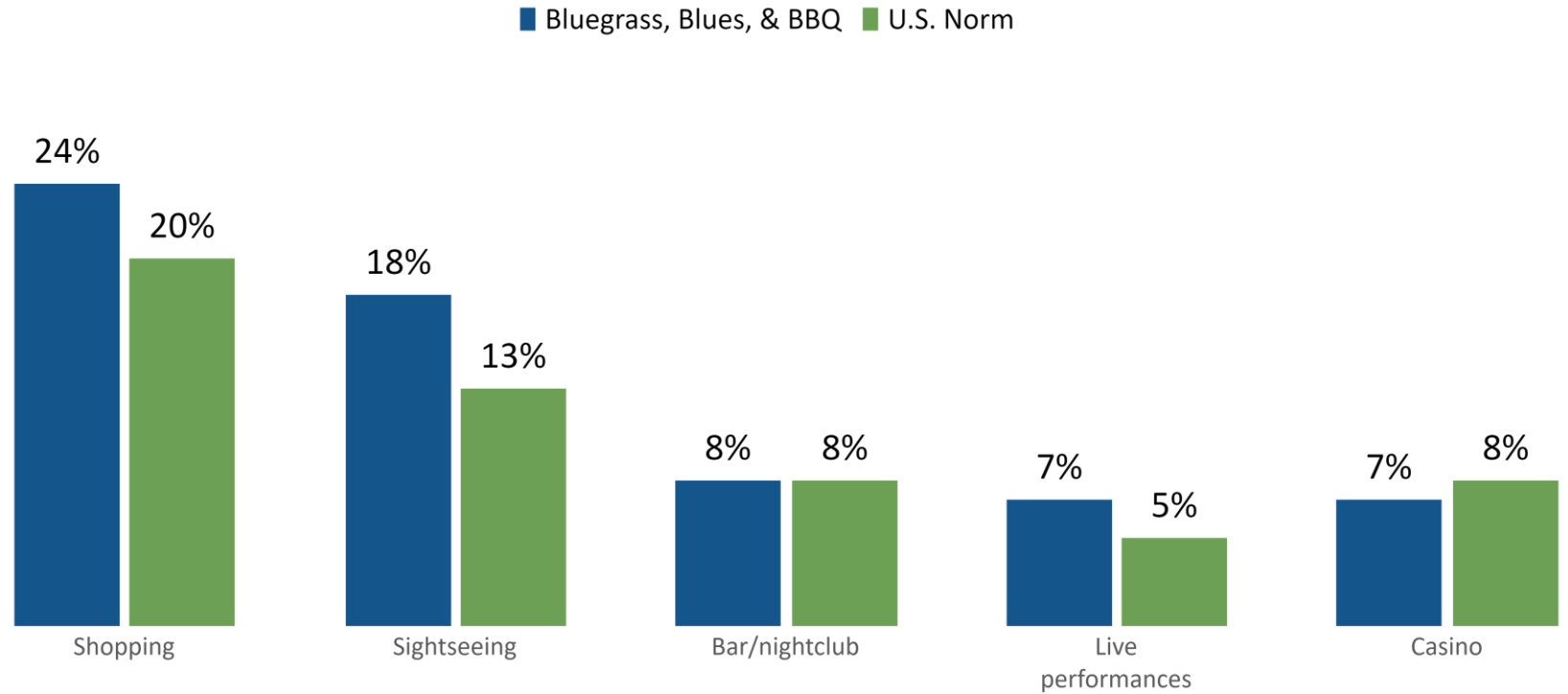
Entertainment Activities

Top Entertainment Activities for Bluegrass, Blues, & BBQ Travelers

57%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



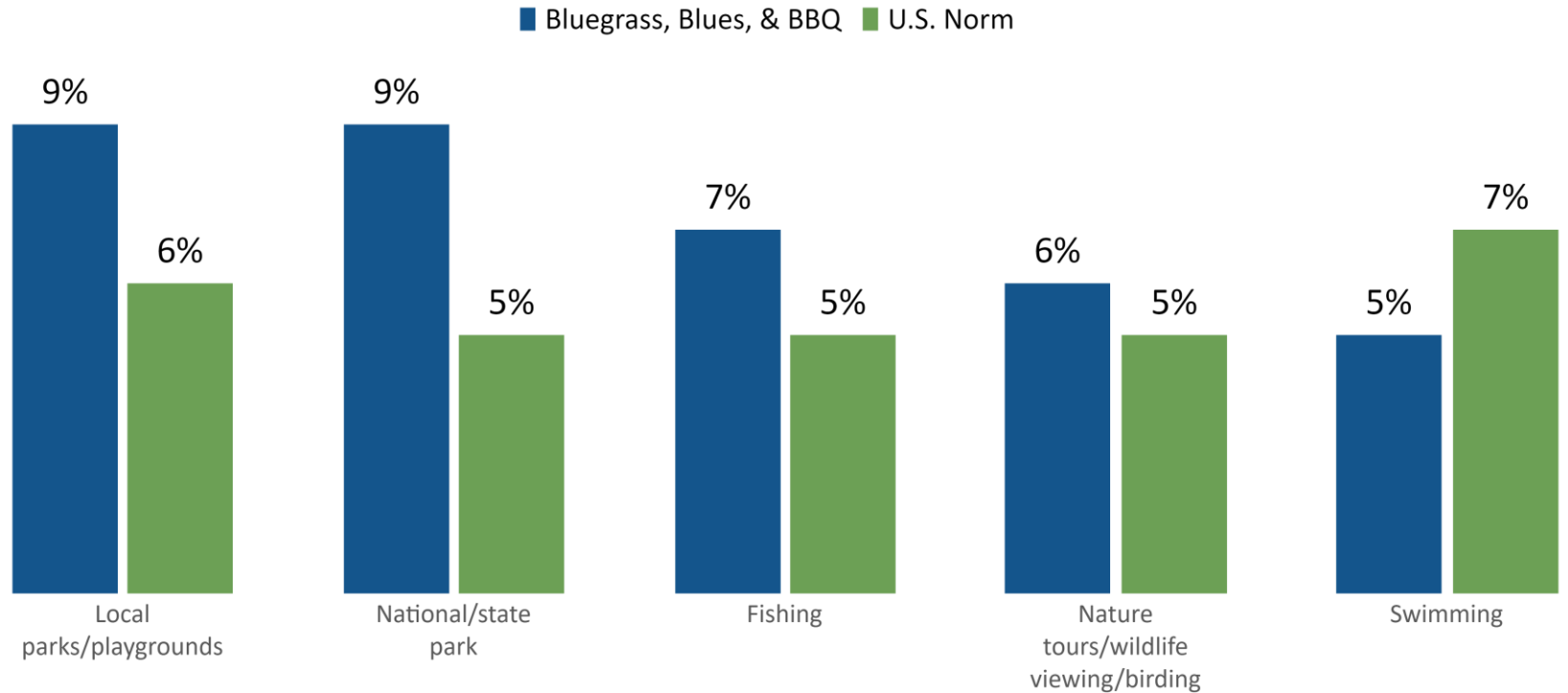
Recreational Activities

Top Recreational Activities for Bluegrass, Blues, & BBQ Travelers

32%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%



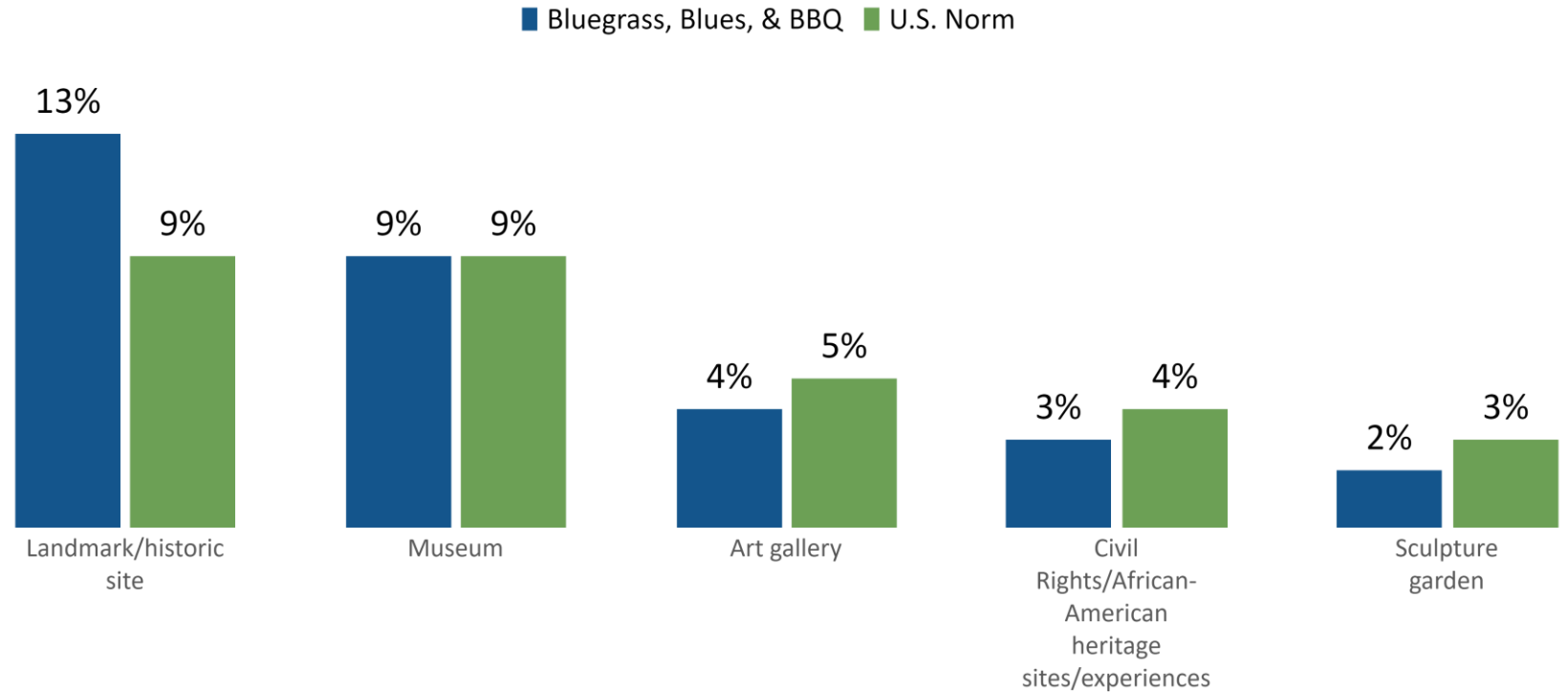
Cultural Activities

Top Cultural Activities for Bluegrass, Blues, & BBQ Travelers

22%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



Sporting Events

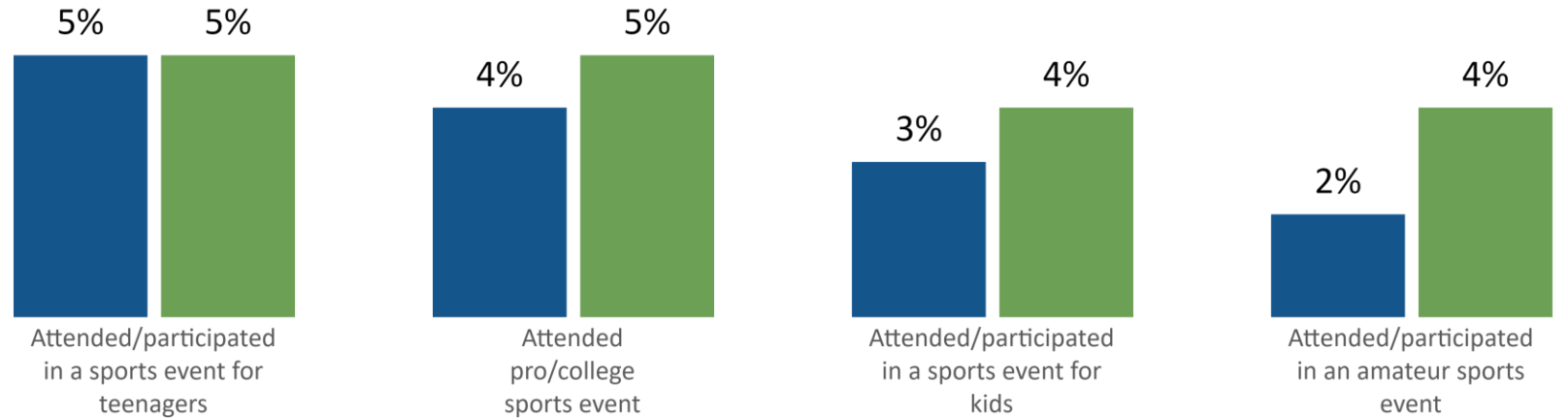
Top Sporting Events for Bluegrass, Blues, & BBQ Travelers

13%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Business Activities

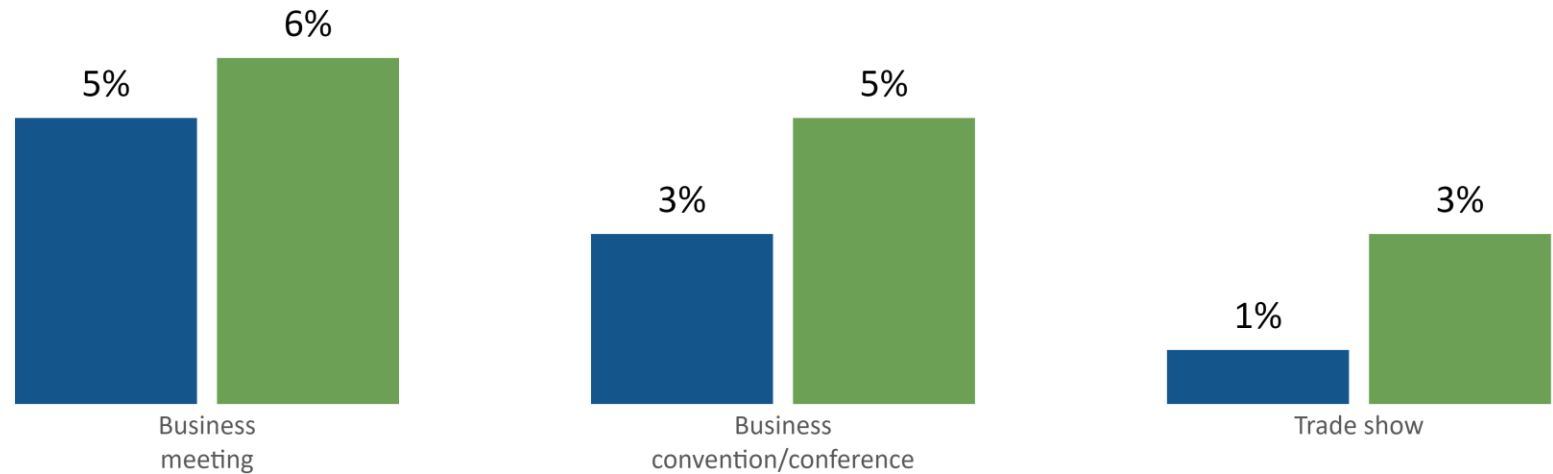
Top Business Activities for Bluegrass, Blues, & BBQ Travelers

8%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Other Activities

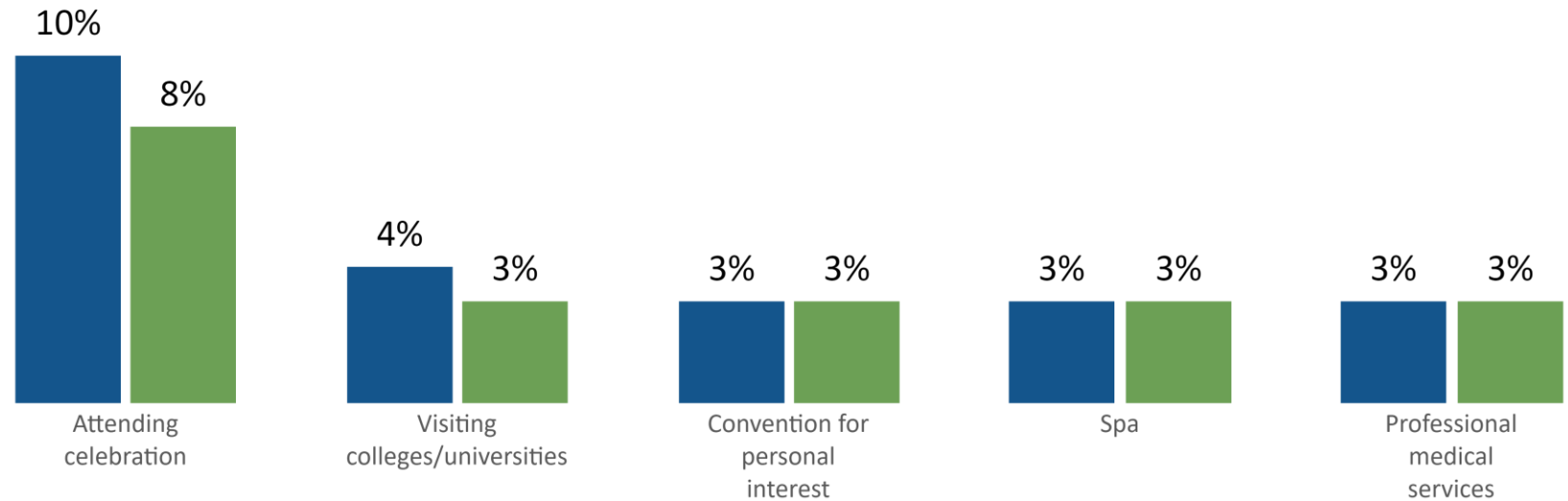
Top Other Activities for Bluegrass, Blues, & BBQ Travelers

28%

Participated in
Other
Activities
During Their Trip

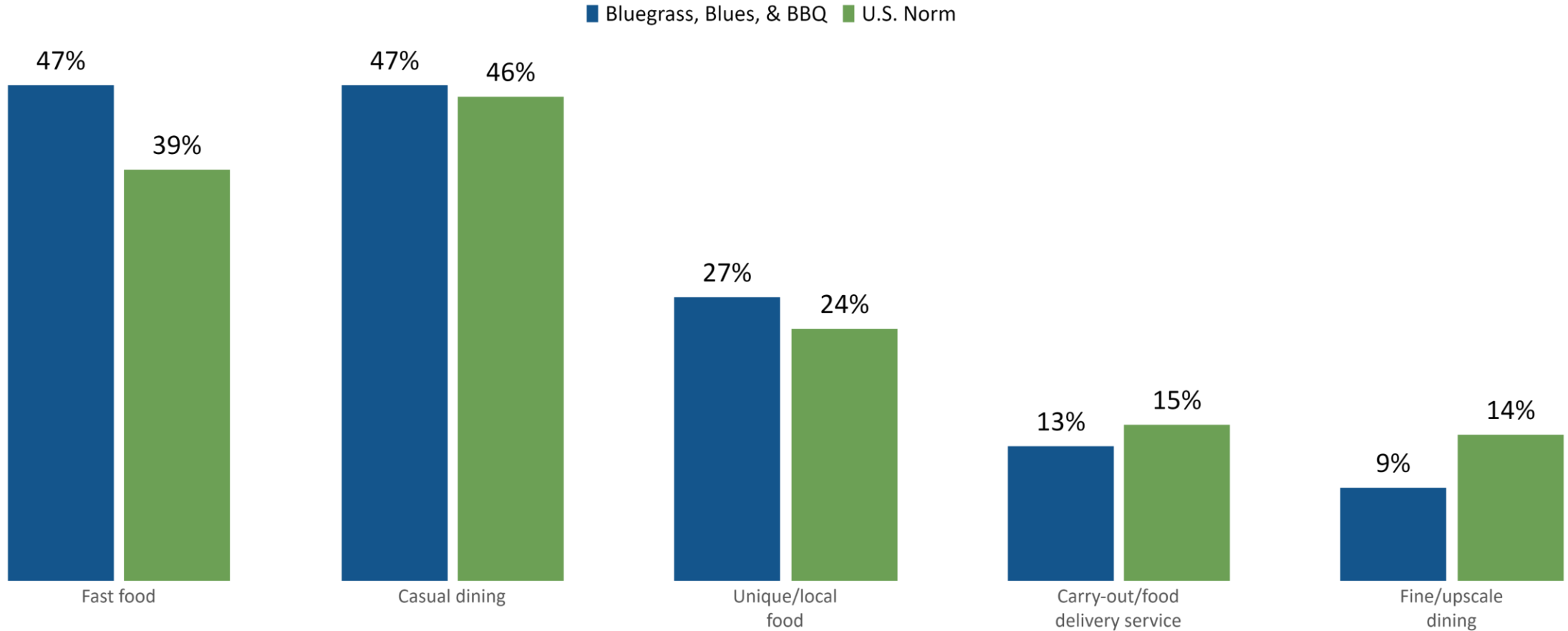
U.S. Norm: 30%

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



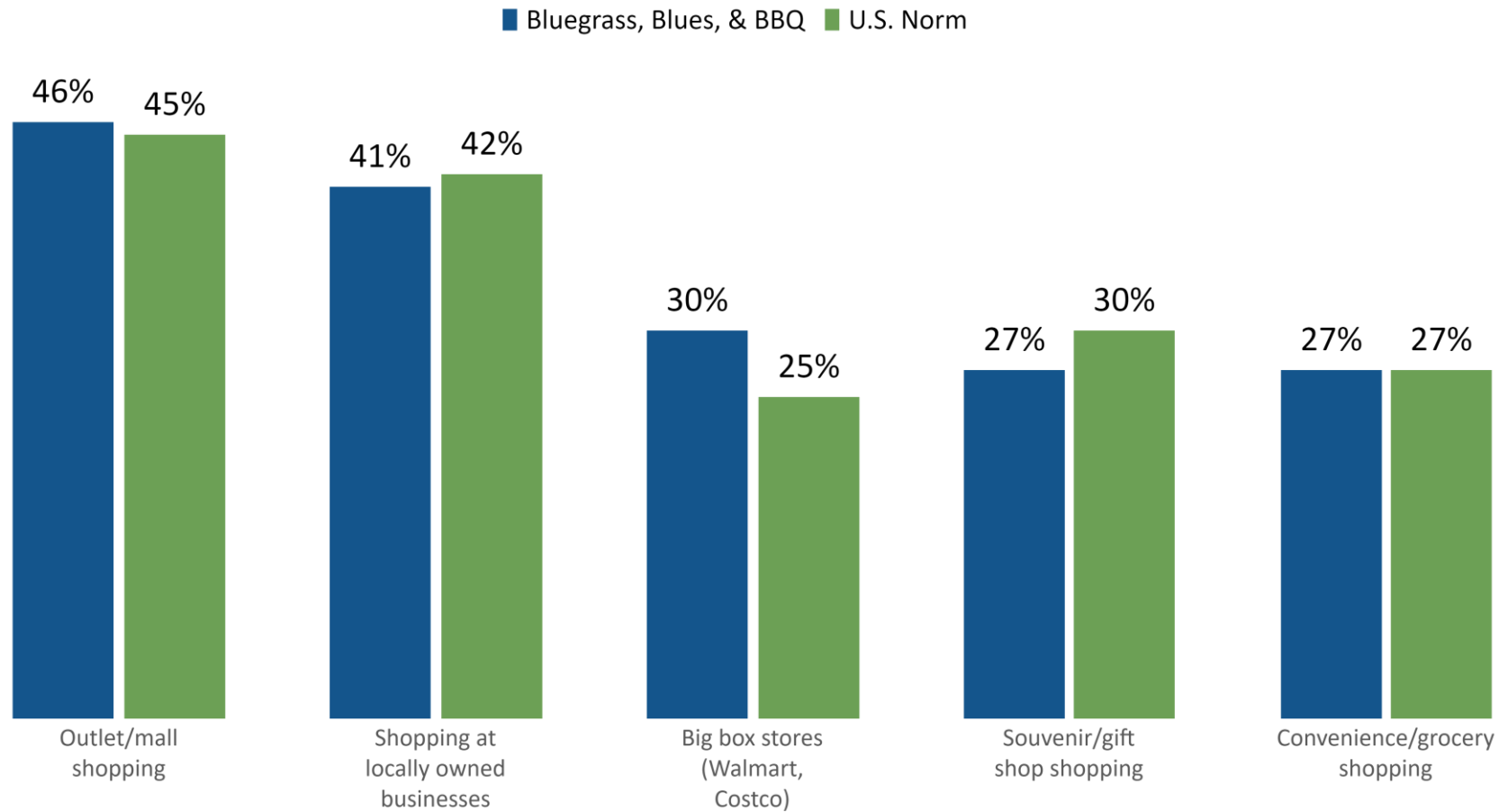
Dining

Top Dining Categories for Bluegrass, Blues, & BBQ Travelers



Shopping

Top Shopping Categories for Bluegrass, Blues, & BBQ Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Bluegrass, Blues, & BBQ.

Post-Trip

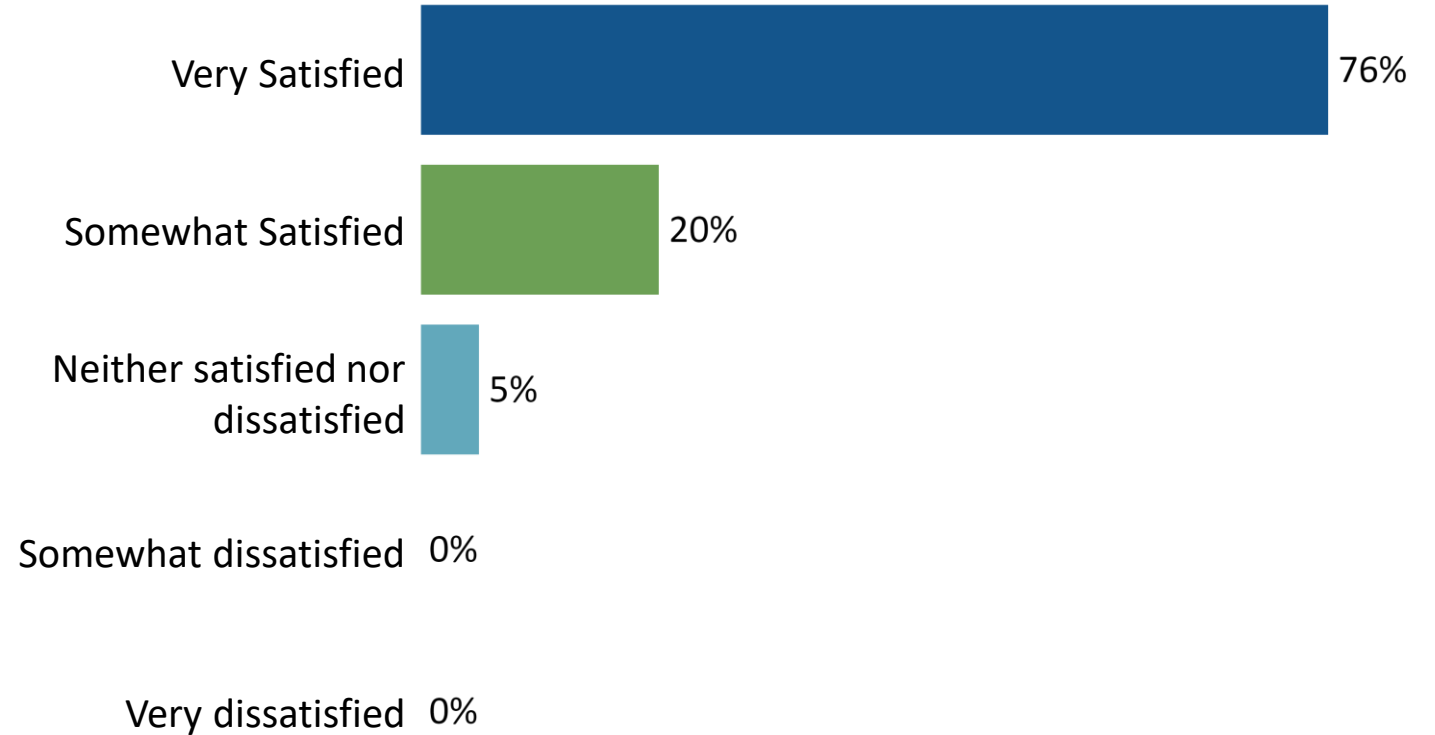
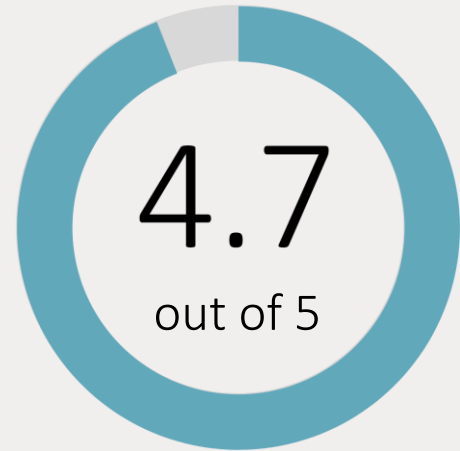
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Bluegrass, Blues, & BBQ Experience

Average Satisfaction Rating



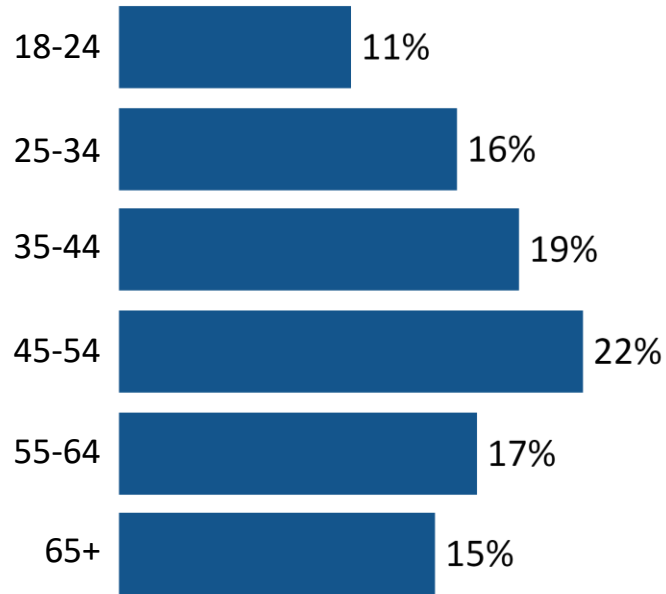
Respondent Demographics



Age, Gender, & Household Income

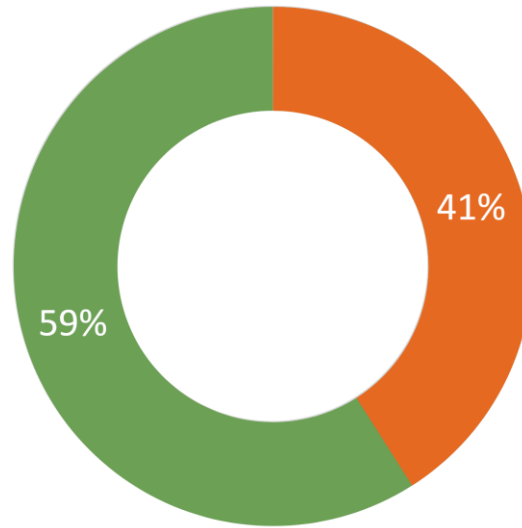
Respondent Demographics for Bluegrass, Blues, & BBQ

Age



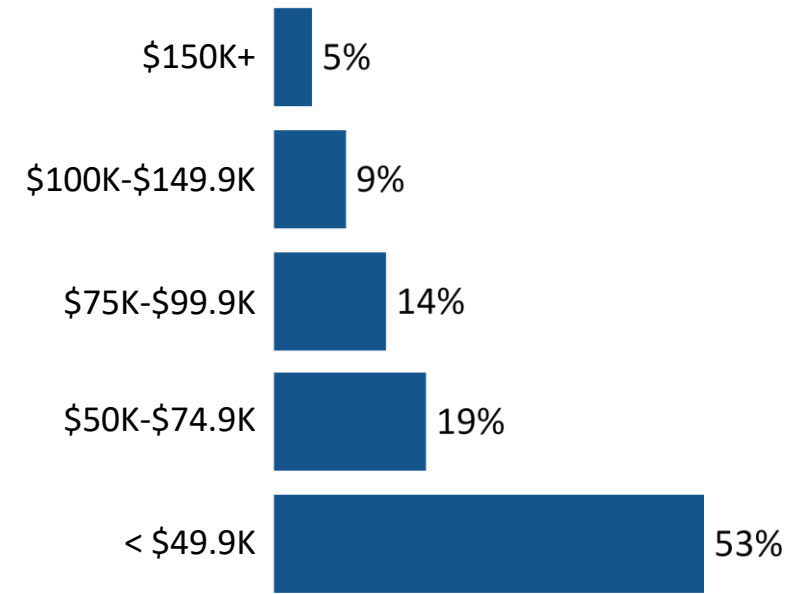
Average Age: 46.1

Gender



Female Male

Household Income

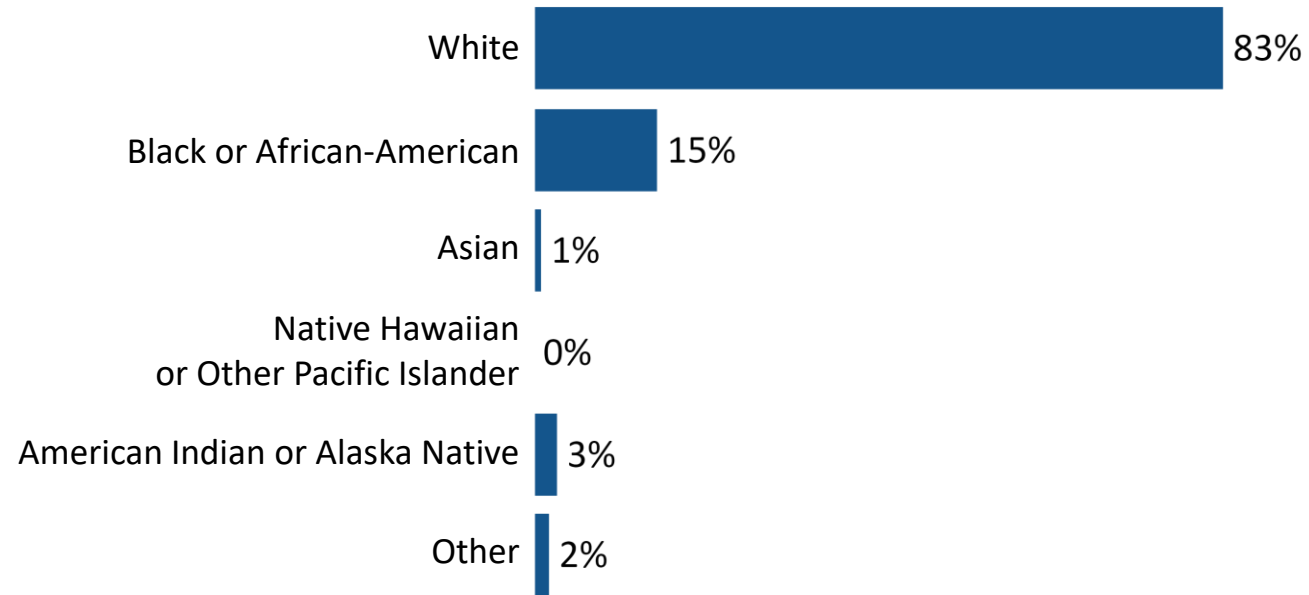


Average Income: \$58.5K

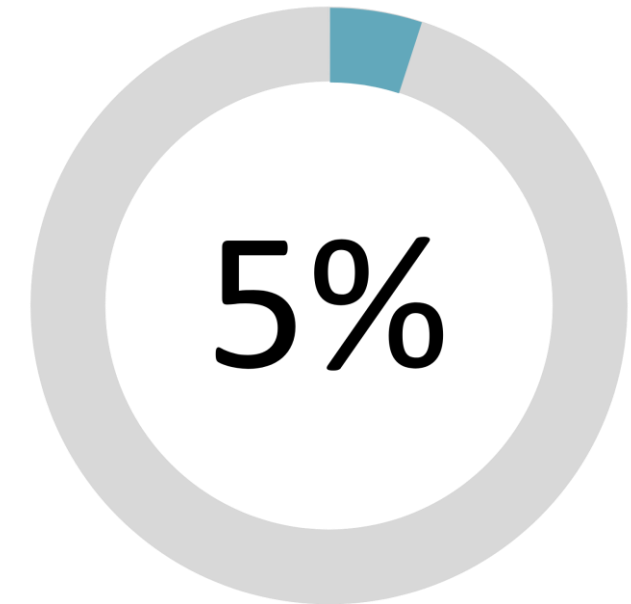
Race & Hispanic Background

Respondent Demographics for Bluegrass, Blues, & BBQ

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 Bluegrass, Blues, & BBQ

Employment

49% full-time / self-employed

9% part-time

41% retired / not employed / other

Marital Status

50% married / living with a partner

25% single / never married

24% divorced / widowed / separated

Military Status*

89% never served in the military

9% veteran

1% currently on active duty

0% on active duty for training

Education

29% high school diploma or less / other

29% attended some college

31% associate's or bachelor's degree

12% graduate or professional degree

Sexual Orientation

91% straight

2% gay / lesbian

6% bisexual

2% other / not sure

Household Size

21% 1 member

31% 2 members

22% 3 members

15% 4 members

10% 5+ members

* Multi-select to include status for all household members



Travel USA®

Day Visitation Bluegrass, Horses, Bourbon, & Boone Profile Report

2024/2025



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.

Bluegrass, Horses, Bourbon, and Boone Region's base size for day trips in 2024/2025:

367

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 Bluegrass, Horses, Bourbon, and Boone Region

2024/2025

2024/2025

Kentucky	56%
----------	-----

Ohio	12%
------	-----

Indiana	10%
---------	-----

Tennessee	5%
-----------	----

Michigan	4%
----------	----



Lexington, KY	30%
---------------	-----

Louisville, KY	17%
----------------	-----

Cincinnati, OH/KY	13%
-------------------	-----

Indianapolis-Lafayette, IN	4%
-------------------------------	----

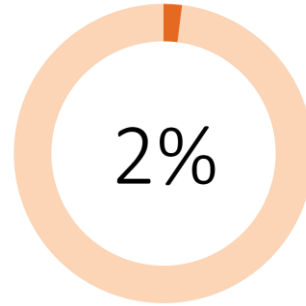
Charleston-Huntington, KY/OH/WV	3%
------------------------------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

20%

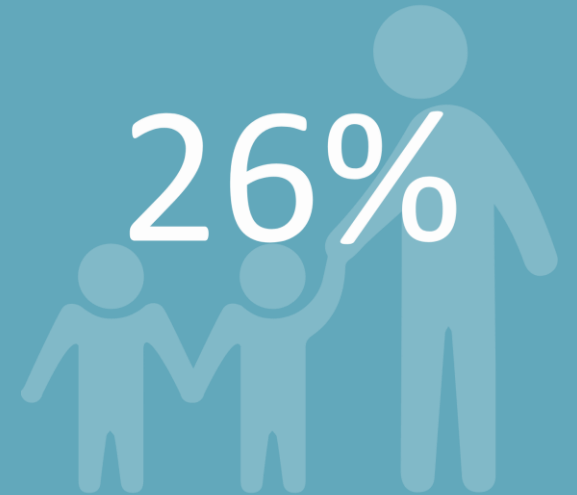


Travel Parties with Pets



Travel Parties
with Children

26%



Travel Party Composition

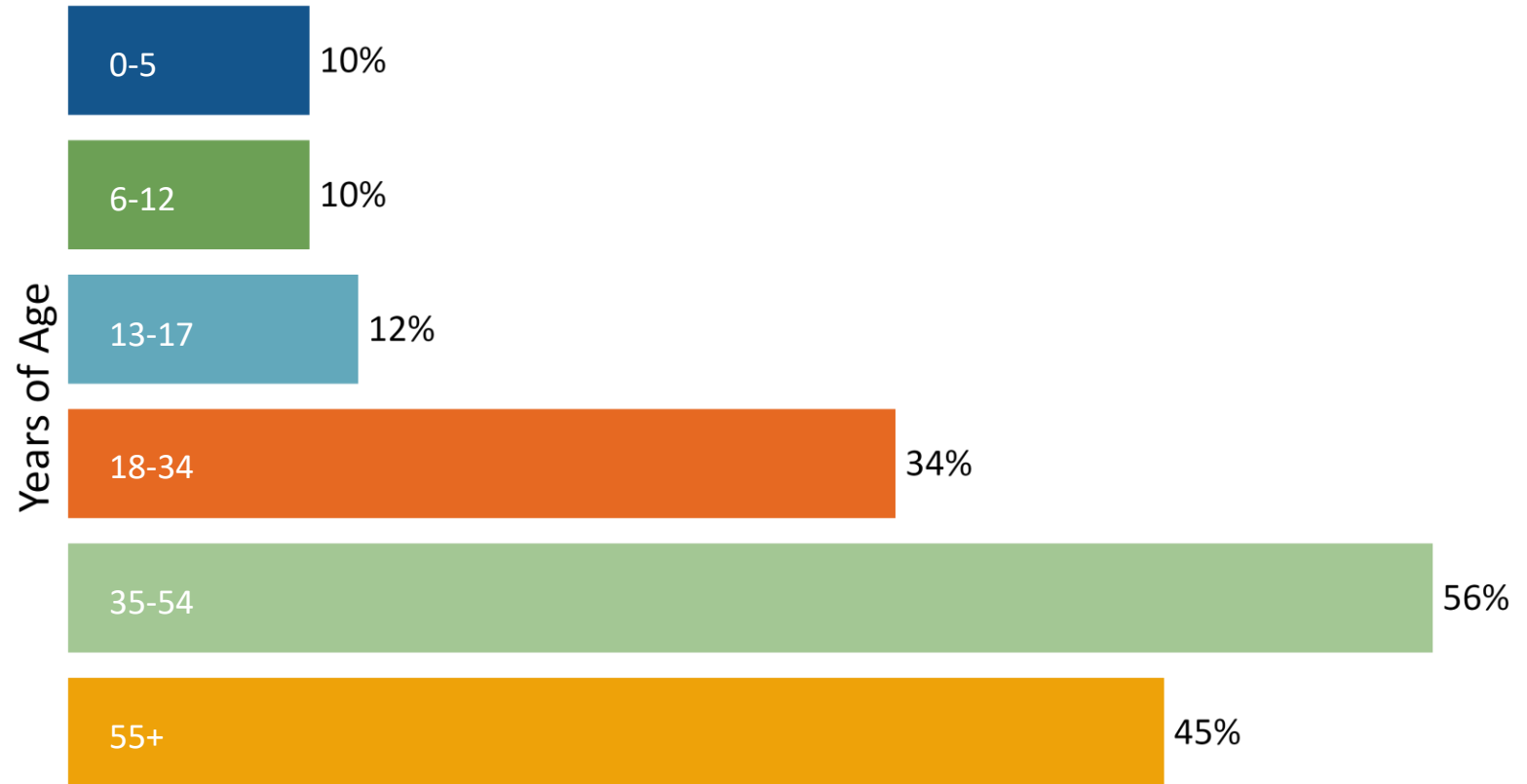
Travel Party Size & Age

Average Travel
Party Size

2.5



Travel Party Age



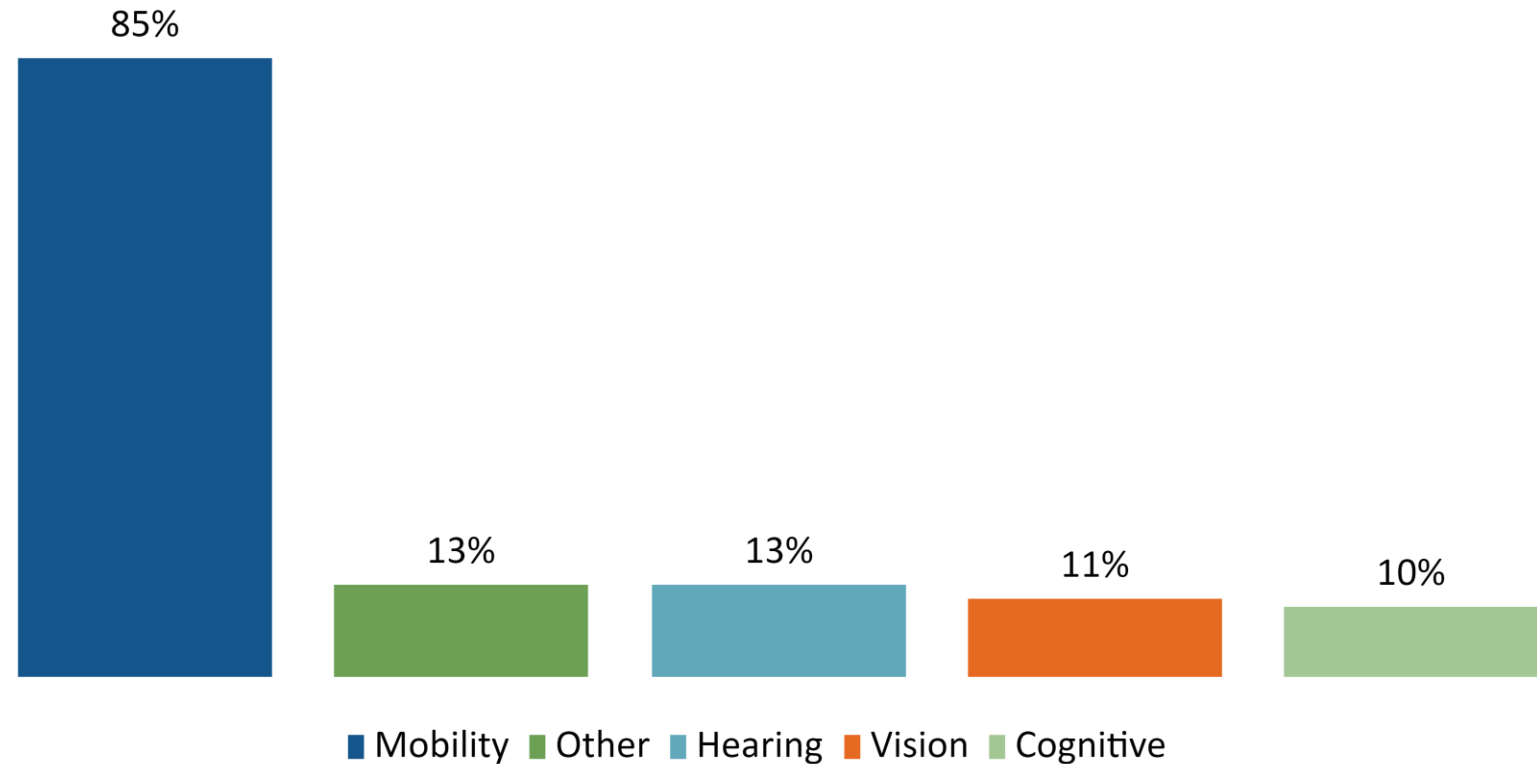
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

13%

▼ -2.2% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

43%

Visiting friends / relatives

▲ +7.8% vs U.S. Norm

12%

Special event

▲ +2.7% vs U.S. Norm

11%

Shopping

▲ +4.6% vs U.S. Norm

9%

City trip

▼ -1.4% vs U.S. Norm

7%

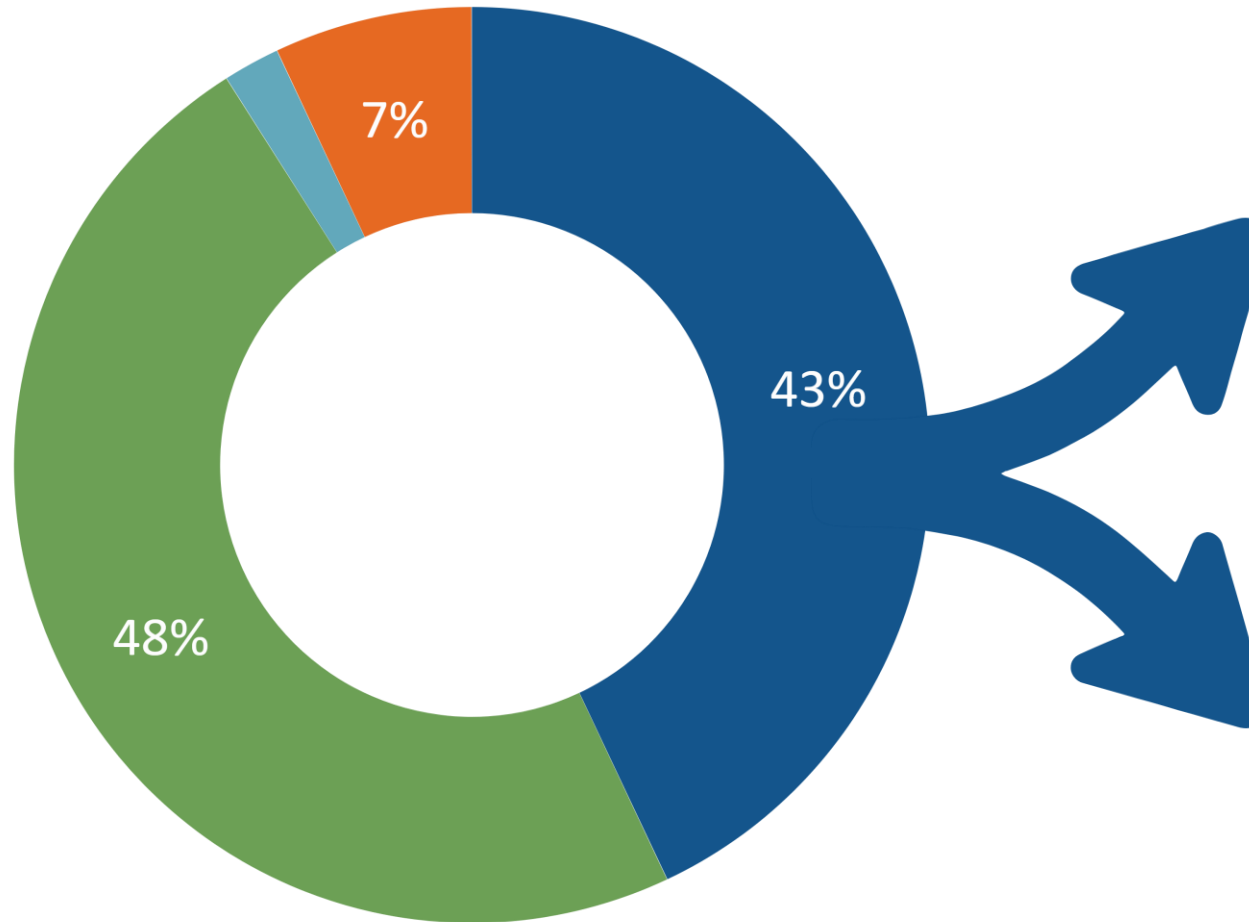
Touring

▼ -3.5% vs U.S. Norm

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 Bluegrass, Horses,
Bourbon, and Boone Region

9%

Met Friends/Relatives in
Bluegrass, Horses, Bourbon,
and Boone Region Who Live
Elsewhere

Top Traveler Personas

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

34%

Budget friendly traveler:
prioritizing affordability
and value for money

14%

Family traveler:
prioritizing activities and
accommodations
suitable for children

13%

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

13%

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

10%

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

3%

Food & wine traveler:
seeking unique or local
foods, food & wine tours

During Trip

Destination Activities



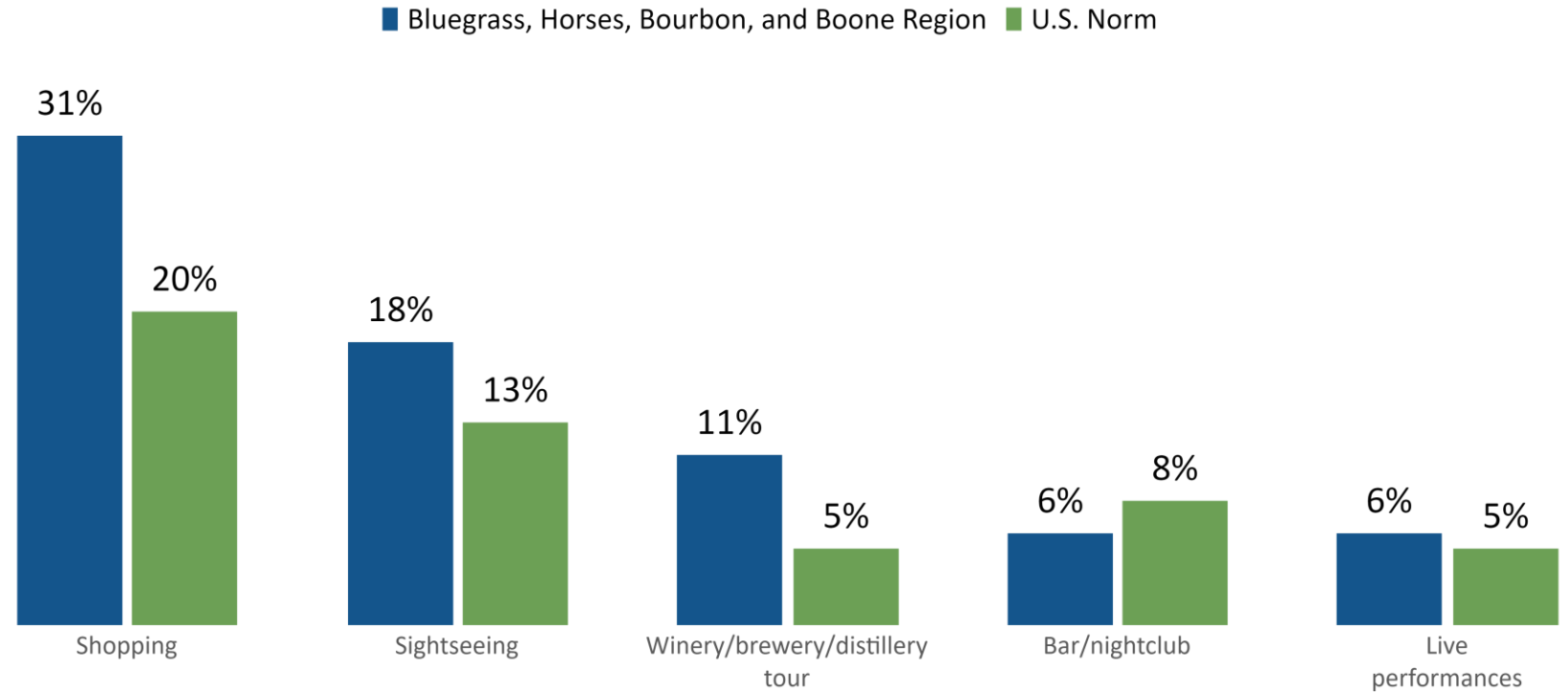
Entertainment Activities

Top Entertainment Activities for Bluegrass, Horses, Bourbon, and Boone Region Travelers

52%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



Recreational Activities

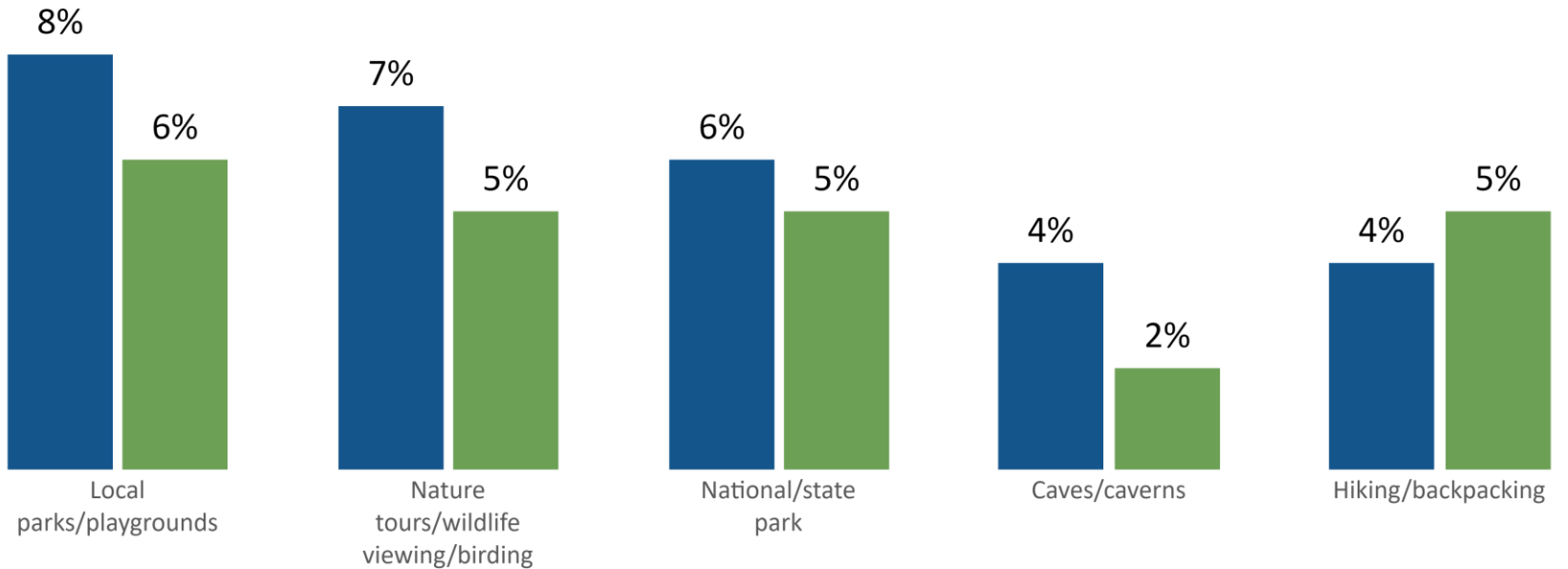
Top Recreational Activities for Bluegrass, Horses, Bourbon, and Boone Region Travelers

27%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%

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



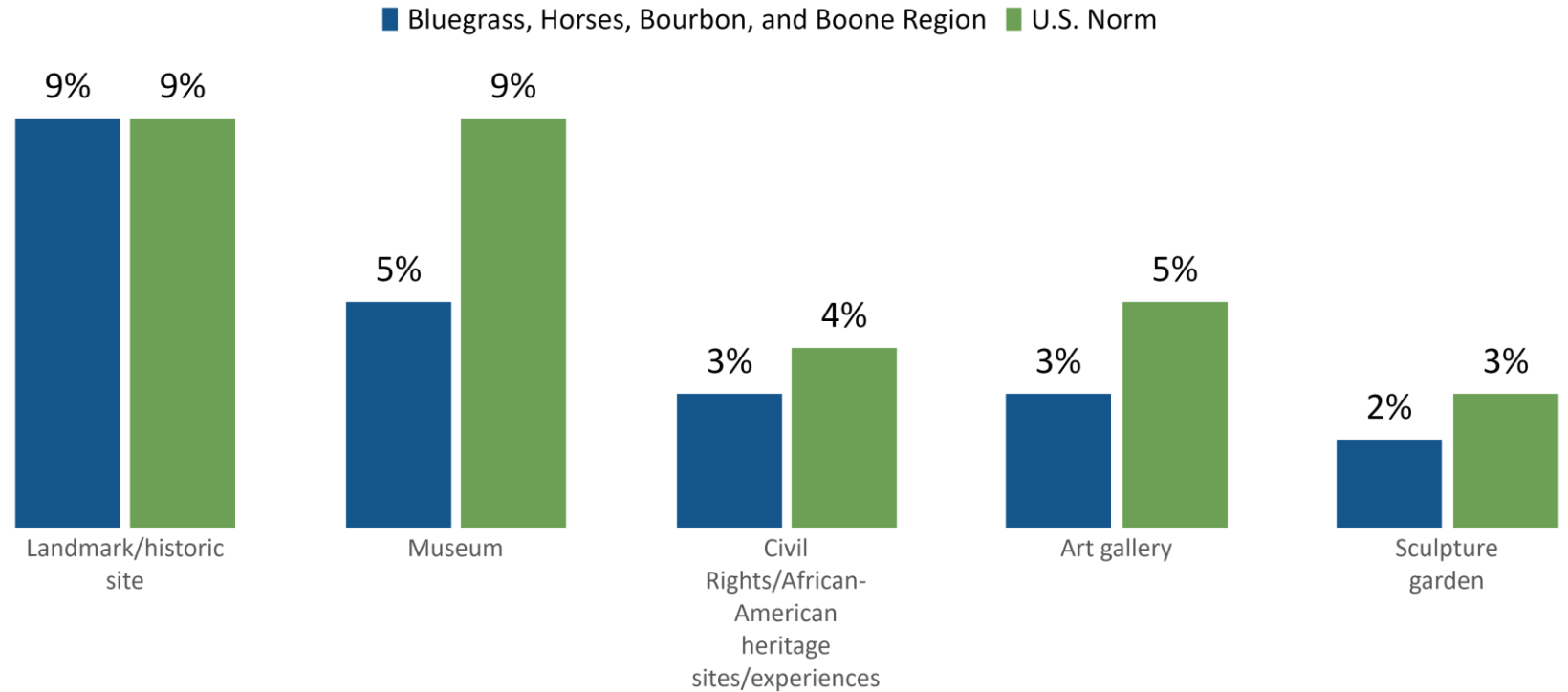
Cultural Activities

Top Cultural Activities for Bluegrass, Horses, Bourbon, and Boone Region Travelers

17%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



Sporting Events

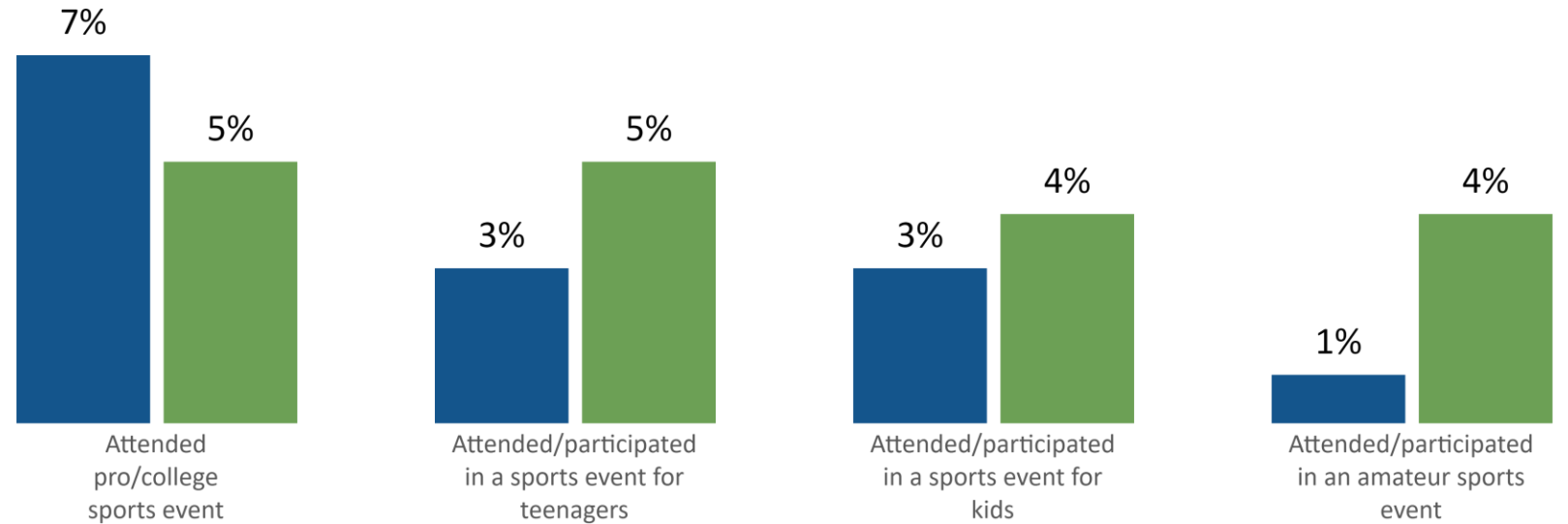
Top Sporting Events for Bluegrass, Horses, Bourbon, and Boone Region Travelers

12%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%

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



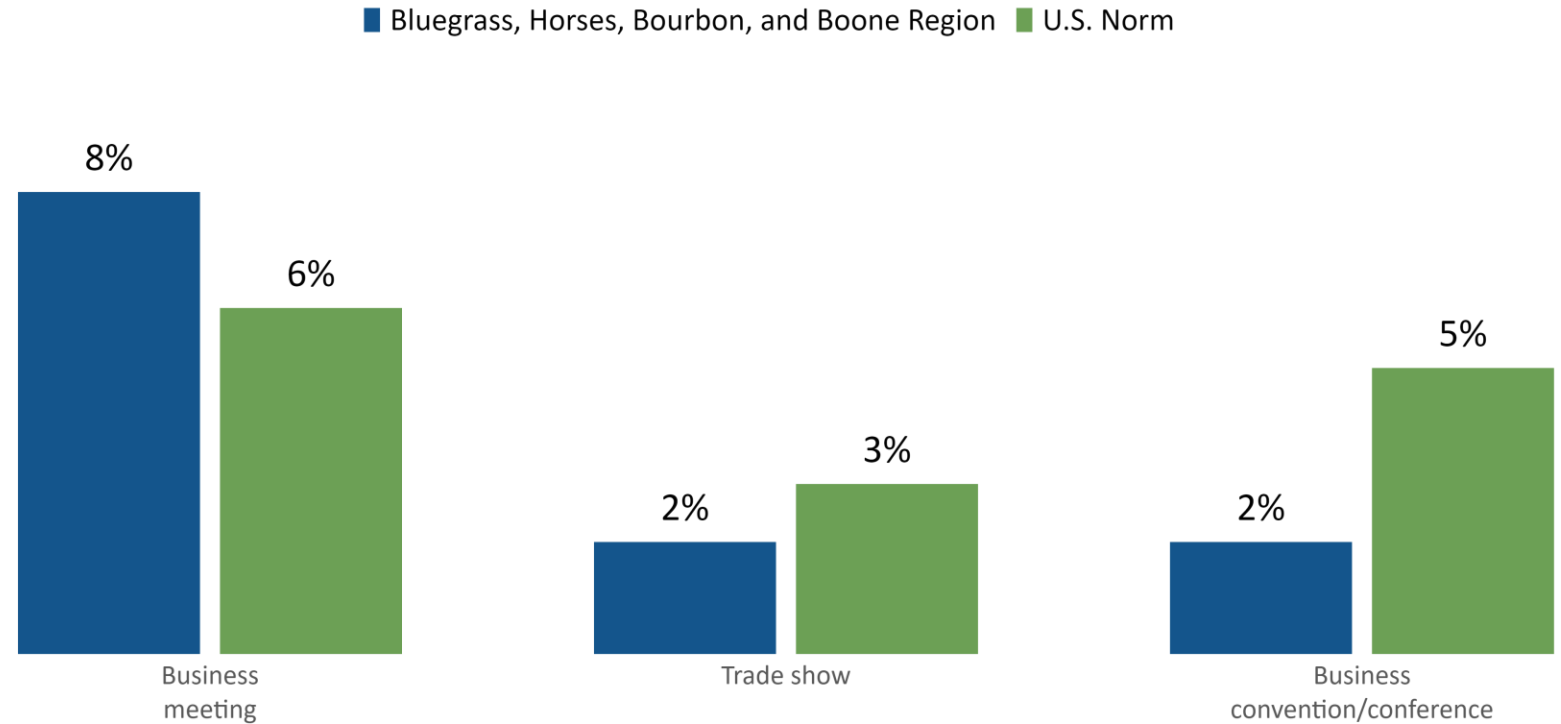
Business Activities

Top Business Activities for Bluegrass, Horses, Bourbon, and Boone Region Travelers

11%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%



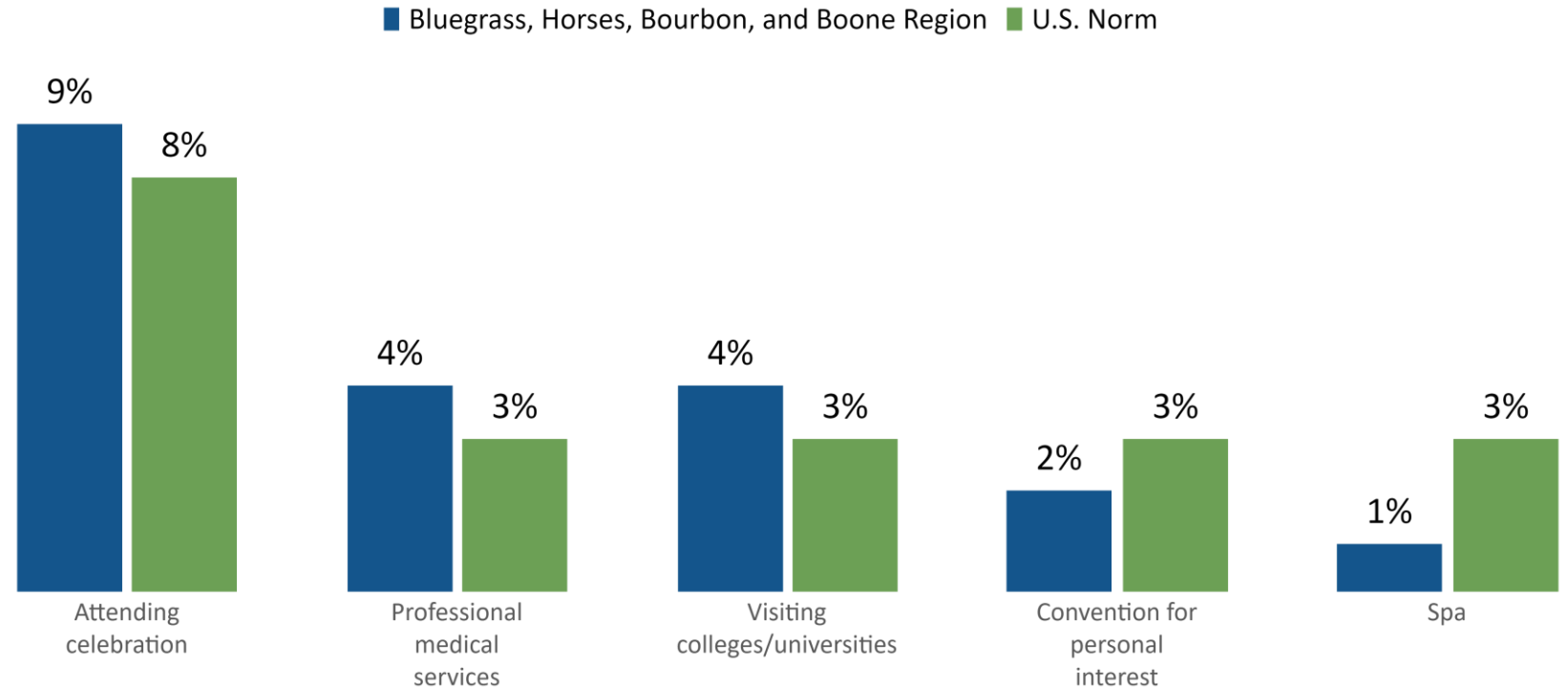
Other Activities

Top Other Activities for Bluegrass, Horses, Bourbon, and Boone Region Travelers

25%

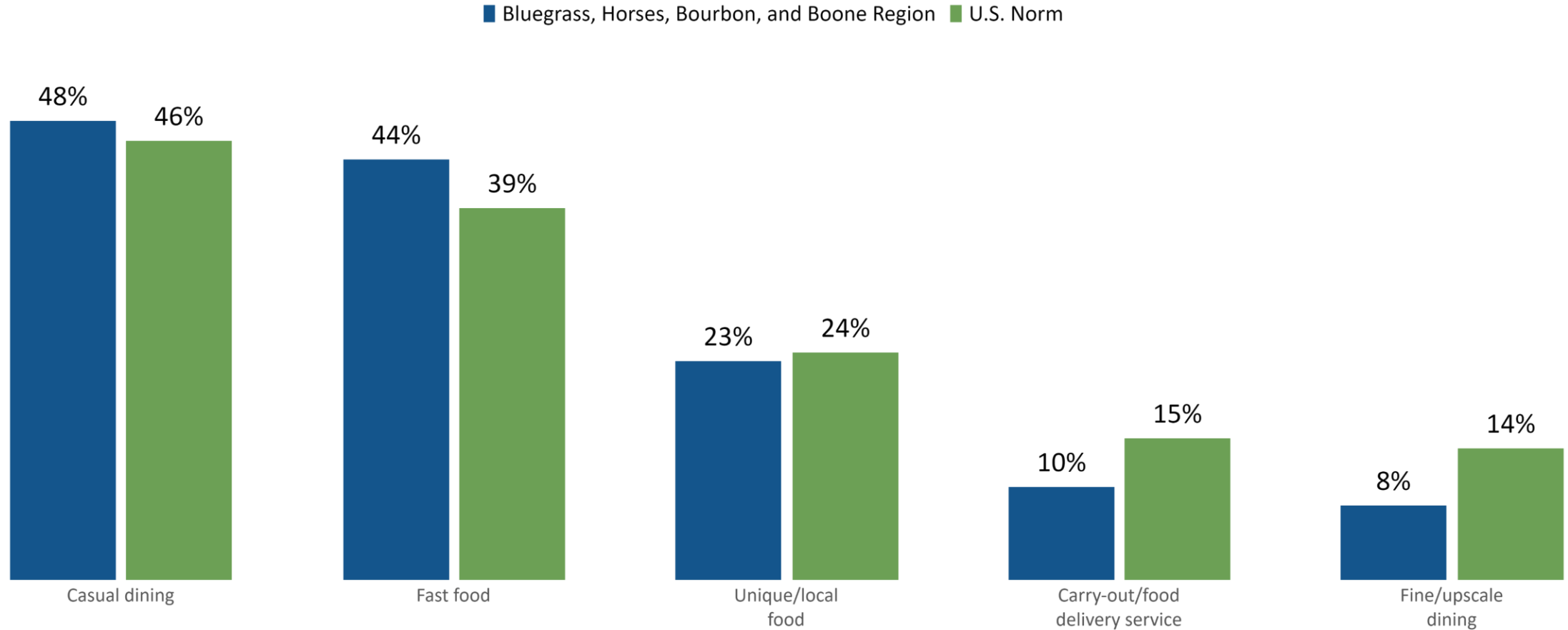
Participated in
Other
Activities
During Their Trip

U.S. Norm: 30%



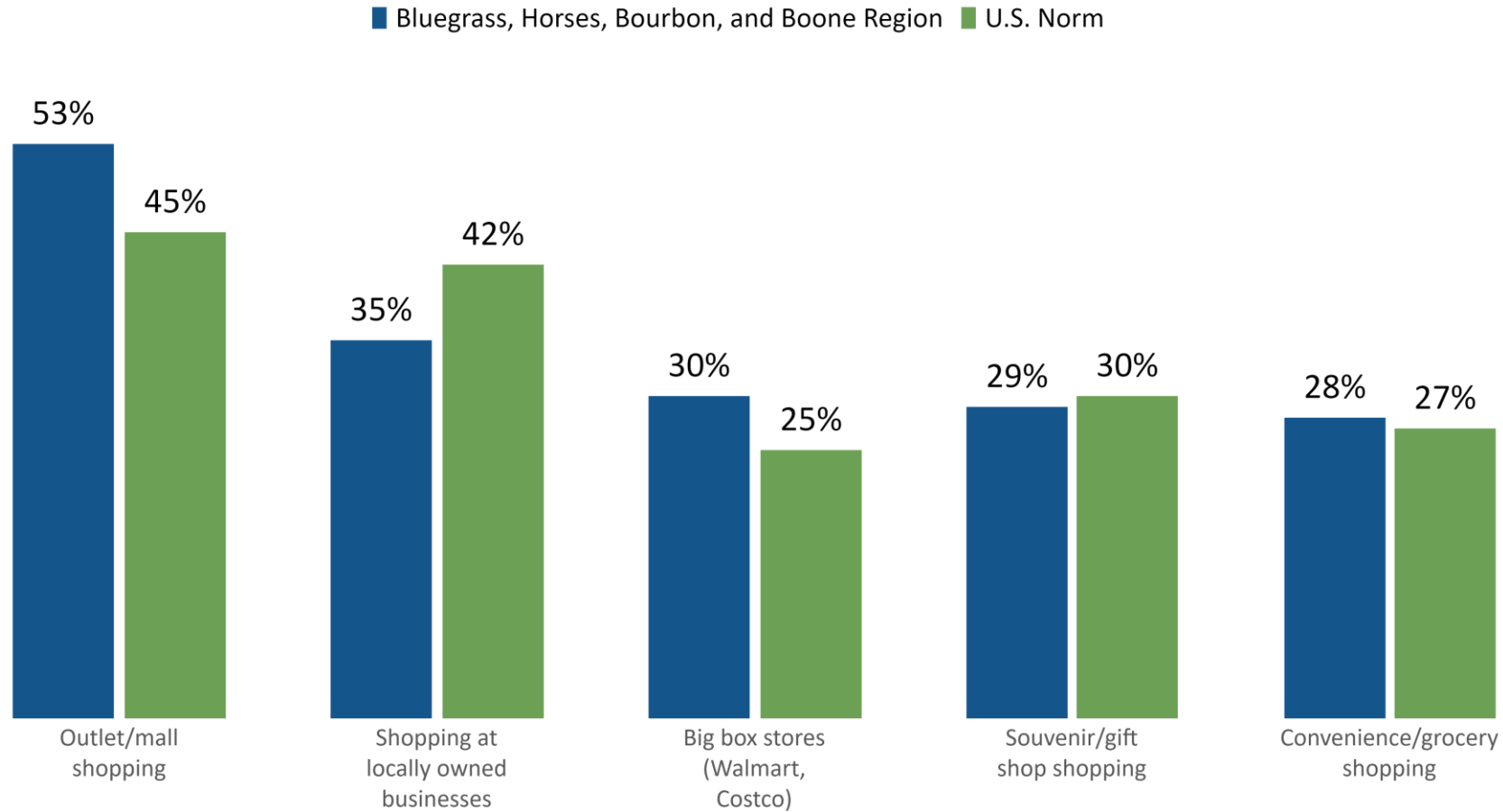
Dining

Top Dining Categories for Bluegrass, Horses, Bourbon, and Boone Region Travelers



Shopping

Top Shopping Categories for Bluegrass, Horses, Bourbon, and Boone Region Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Bluegrass, Horses, Bourbon, and Boone Region.

Post-Trip

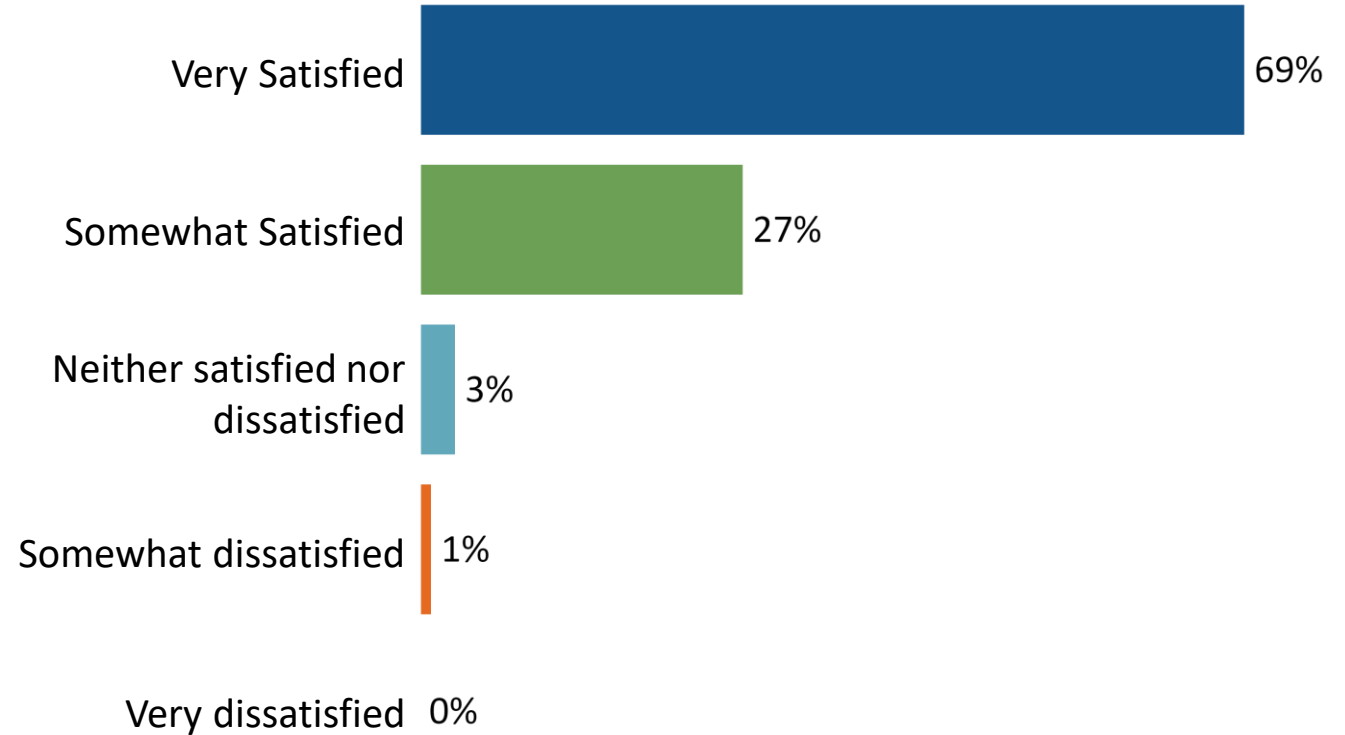
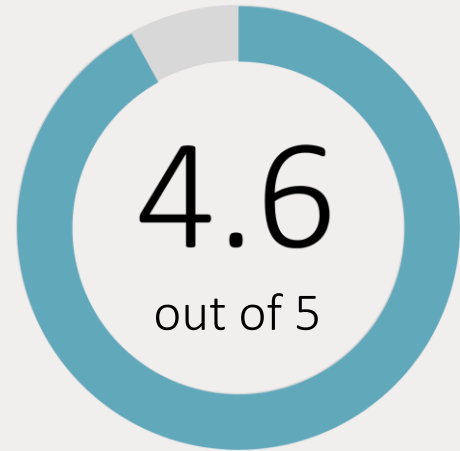
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Bluegrass, Horses, Bourbon, and Boone Region Experience

Average Satisfaction Rating



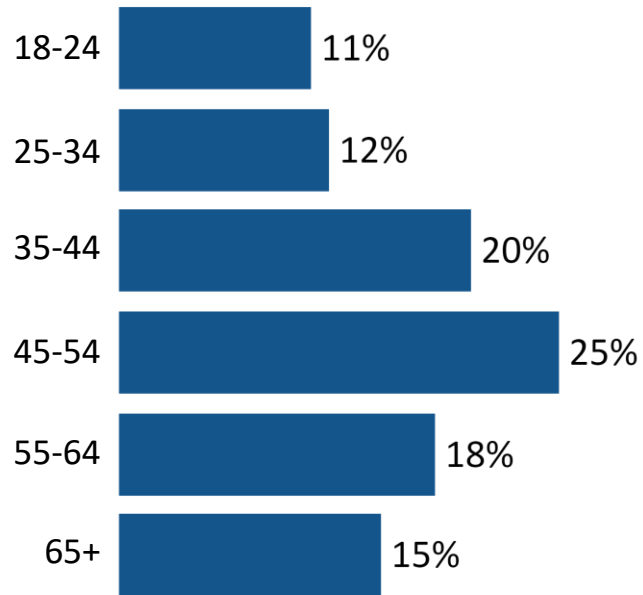
Respondent Demographics



Age, Gender, & Household Income

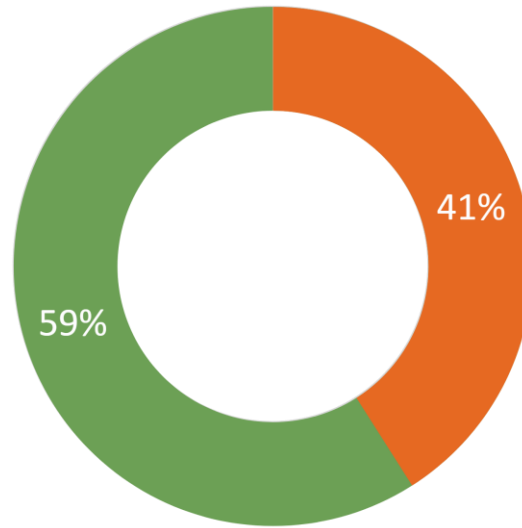
Respondent Demographics for Bluegrass, Horses, Bourbon, and Boone Region

Age



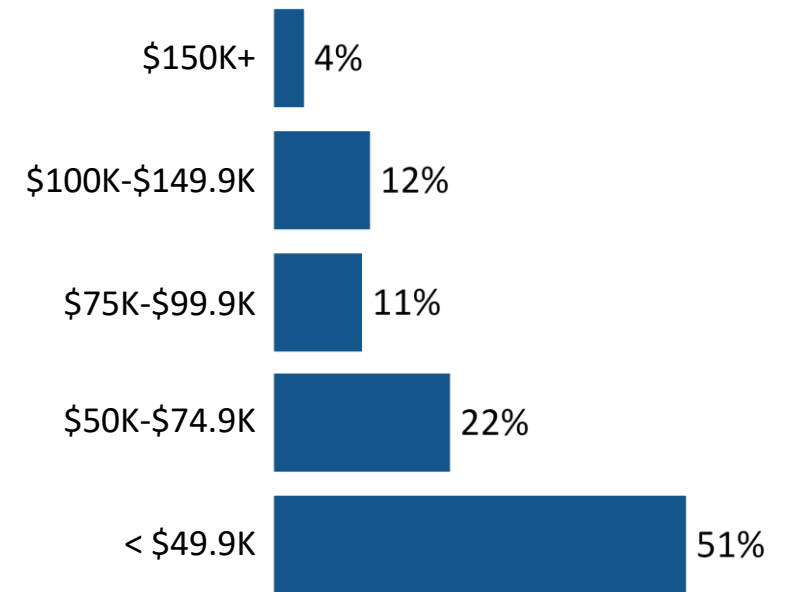
Average Age: 47.0

Gender



Female Male

Household Income

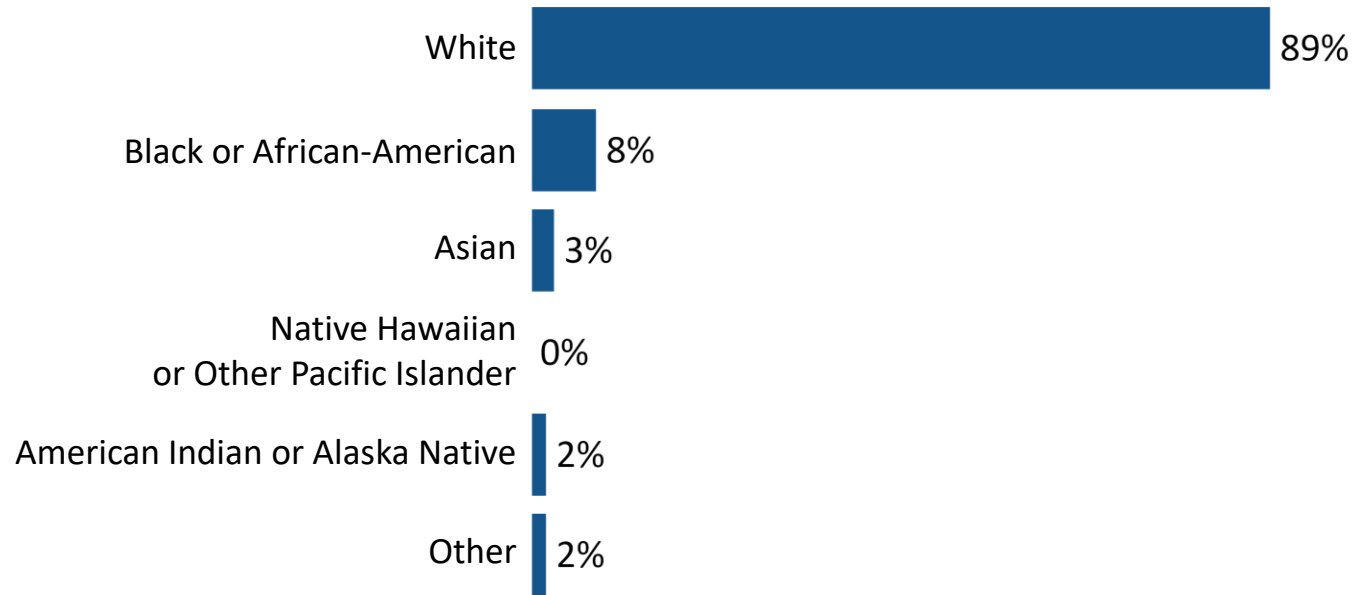


Average Income: \$61.0K

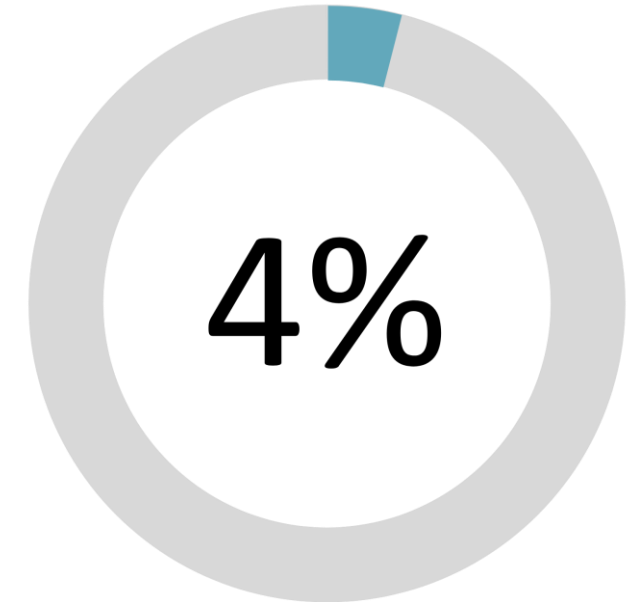
Race & Hispanic Background

Respondent Demographics for Bluegrass, Horses, Bourbon, and Boone Region

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 Bluegrass, Horses, Bourbon, and Boone Region

Employment

48% full-time / self-employed

8% part-time

43% retired / not employed / other

Marital Status

51% married / living with a partner

24% single / never married

25% divorced / widowed / separated

Military Status*

87% never served in the military

10% veteran

1% currently on active duty

1% on active duty for training

Education

31% high school diploma or less / other

25% attended some college

32% associate's or bachelor's degree

12% graduate or professional degree

Sexual Orientation

88% straight

2% gay / lesbian

6% bisexual

4% other / not sure

Household Size

21% 1 member

37% 2 members

19% 3 members

12% 4 members

11% 5+ members

* Multi-select to include status for all household members



Travel USA®

Day Visitation Bourbon, Horses, & History 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.

Bourbon, Horses, & History's base size for day trips in 2025:

260

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 Bourbon, Horses, & History

	2025
Kentucky	44%
Indiana	21%
Ohio	11%
Florida	4%
Illinois	2%



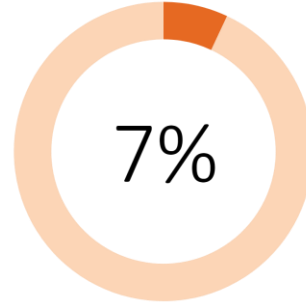
	2025
Louisville, KY	32%
Lexington, KY	11%
Cincinnati, OH/KY	10%
Indianapolis-Lafayette, IN	7%
Evansville, IL/IN/KY	5%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

18%

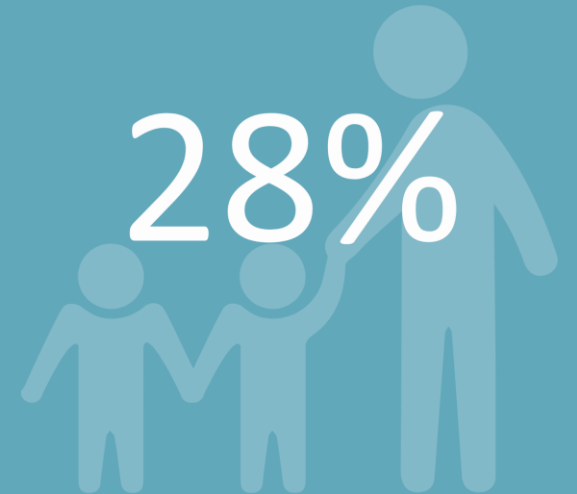


Travel Parties with Pets



Travel Parties
with Children

28%



Travel Party Composition

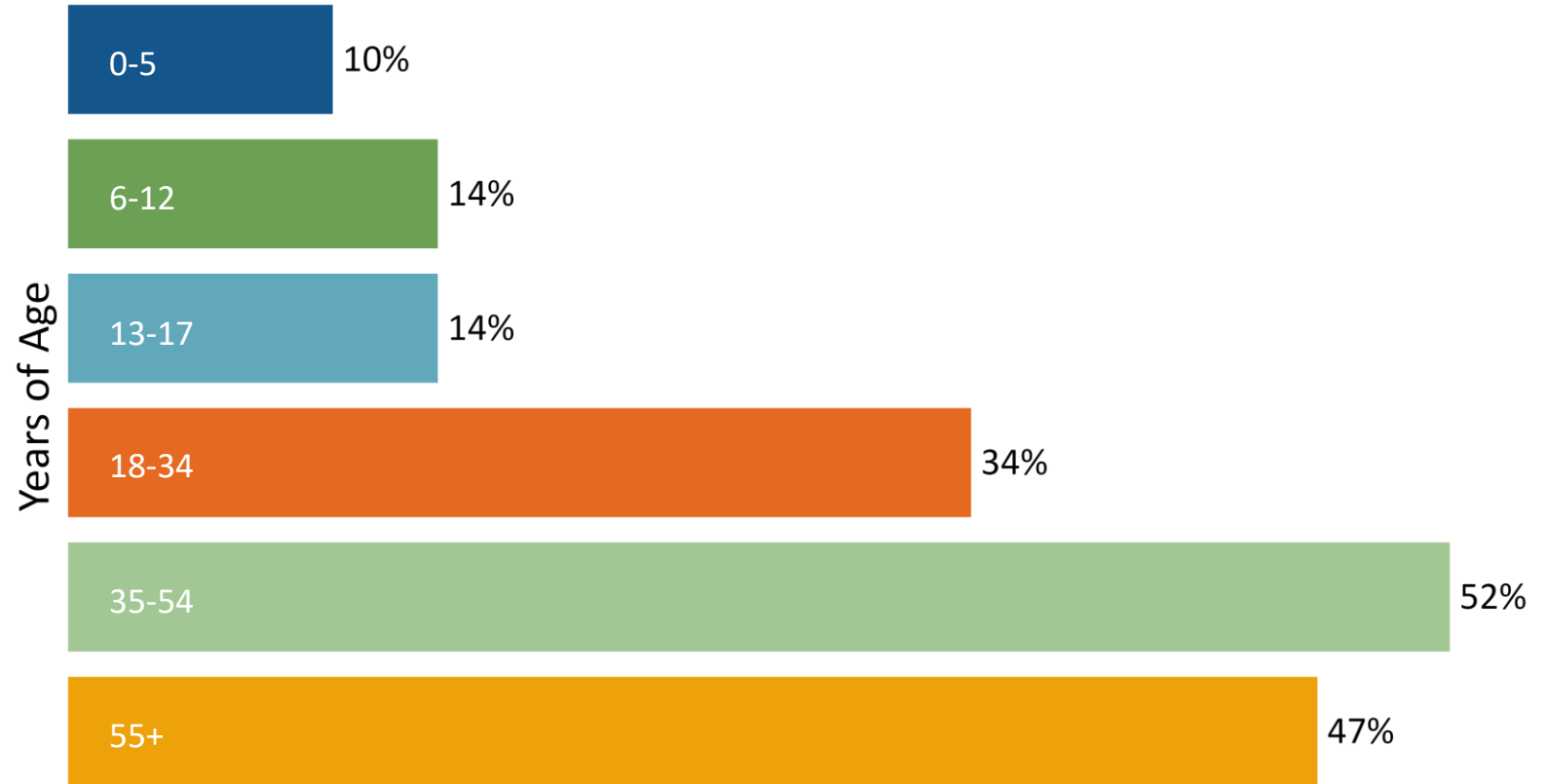
Travel Party Size & Age

Average Travel
Party Size

2.5



Travel Party Age



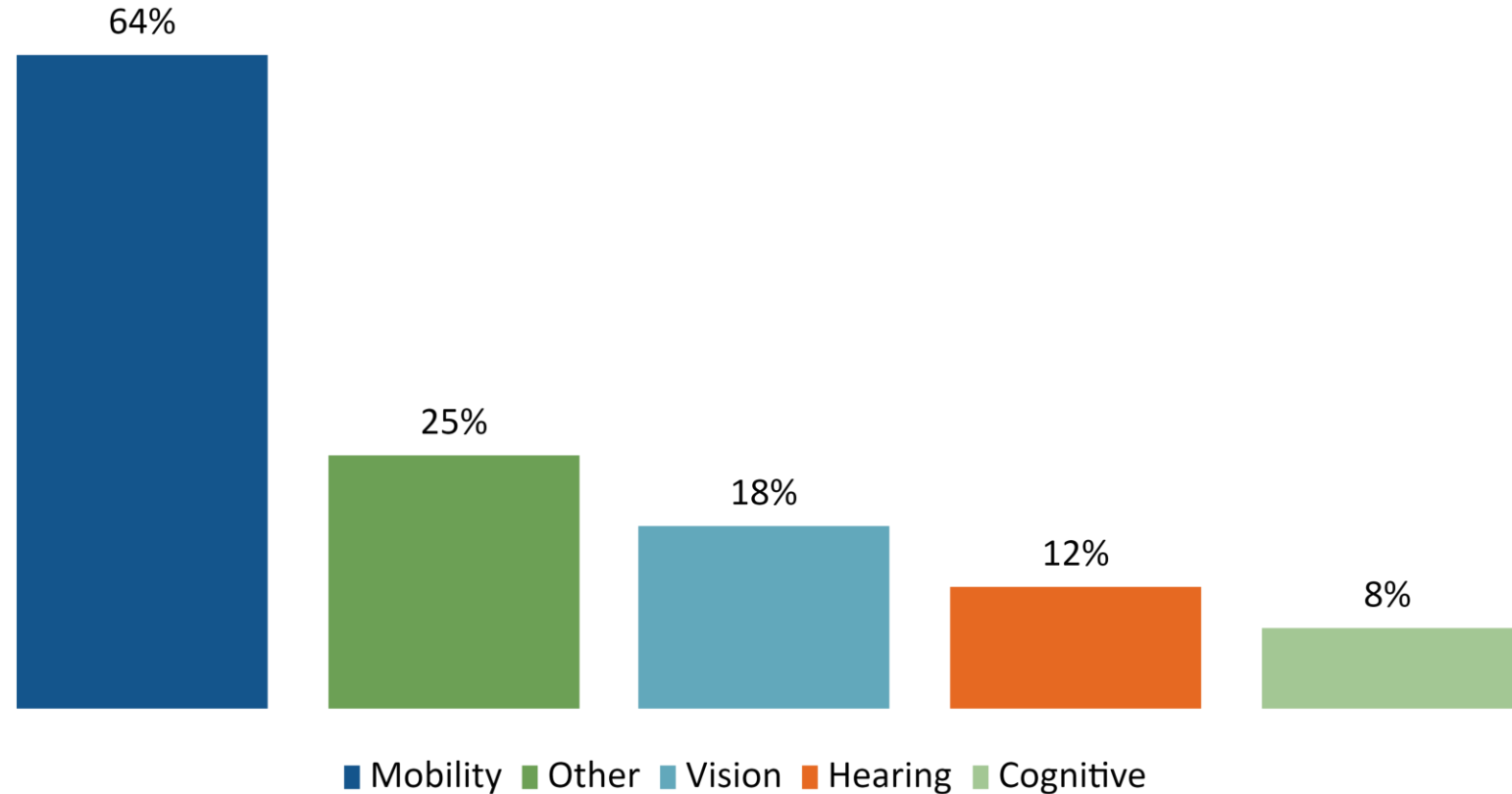
Travelers with Travel-Limiting Disabilities

Disability Categorizations

Travel Parties with
an Individual Who
Required
Accessibility
Services

16%

▲ +0.4% vs U.S. Norm



Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

47%

Visiting friends / relatives



+11.6% vs U.S. Norm

11%

Touring



+0.5% vs U.S. Norm

8%

Special event



-1.4% vs U.S. Norm

7%

City trip



-2.6% vs U.S. Norm

6%

Other business trip

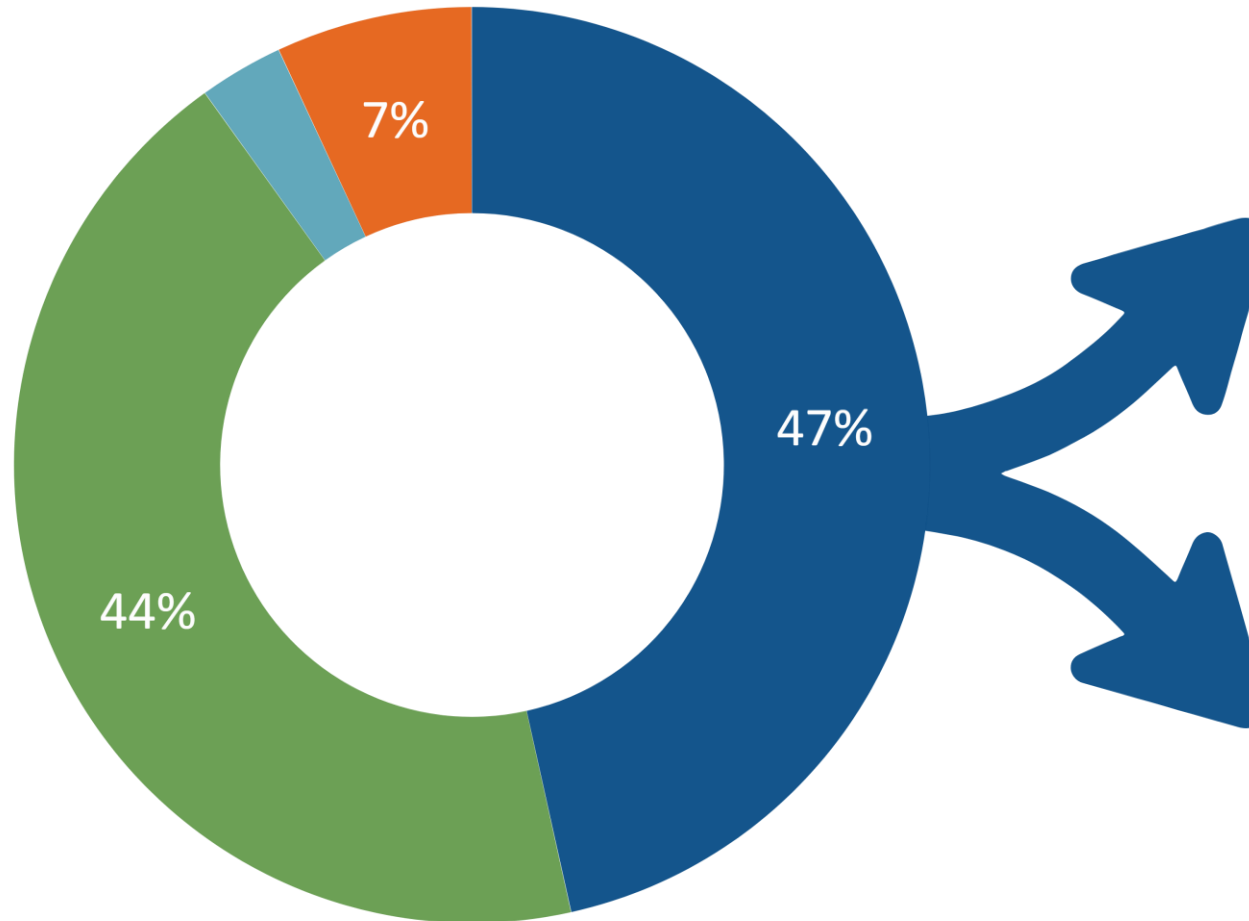


+2.1% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



94%

Visited Friends/Relatives Who
Live in Bourbon, Horses, &
History

6%

Met Friends/Relatives in
Bourbon, Horses, & History
Who Live Elsewhere

Top Traveler Personas

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

34%

Budget friendly traveler:
prioritizing affordability
and value for money

19%

Family traveler:
prioritizing activities and
accommodations
suitable for children

12%

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

10%

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

6%

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

6%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

During Trip

Destination Activities



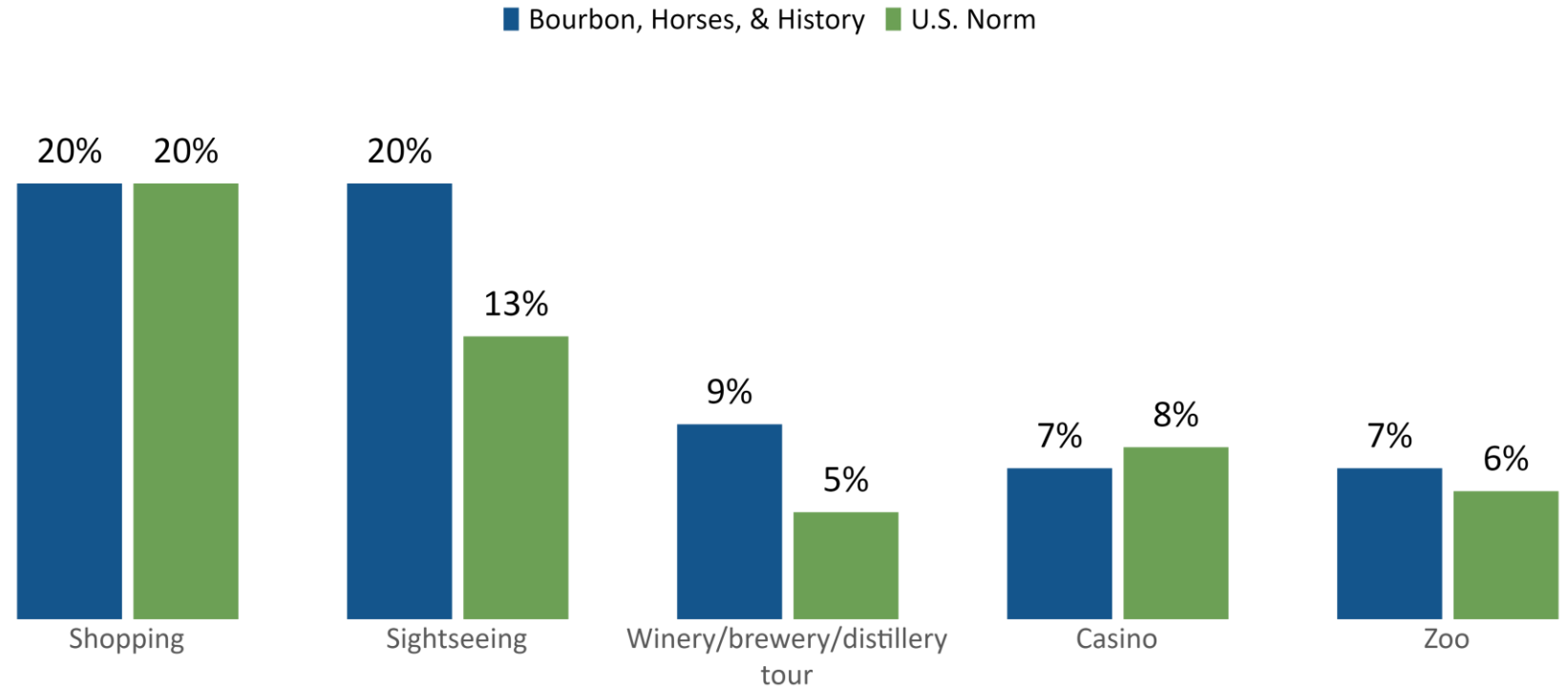
Entertainment Activities

Top Entertainment Activities for Bourbon, Horses, & History Travelers

50%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 51%



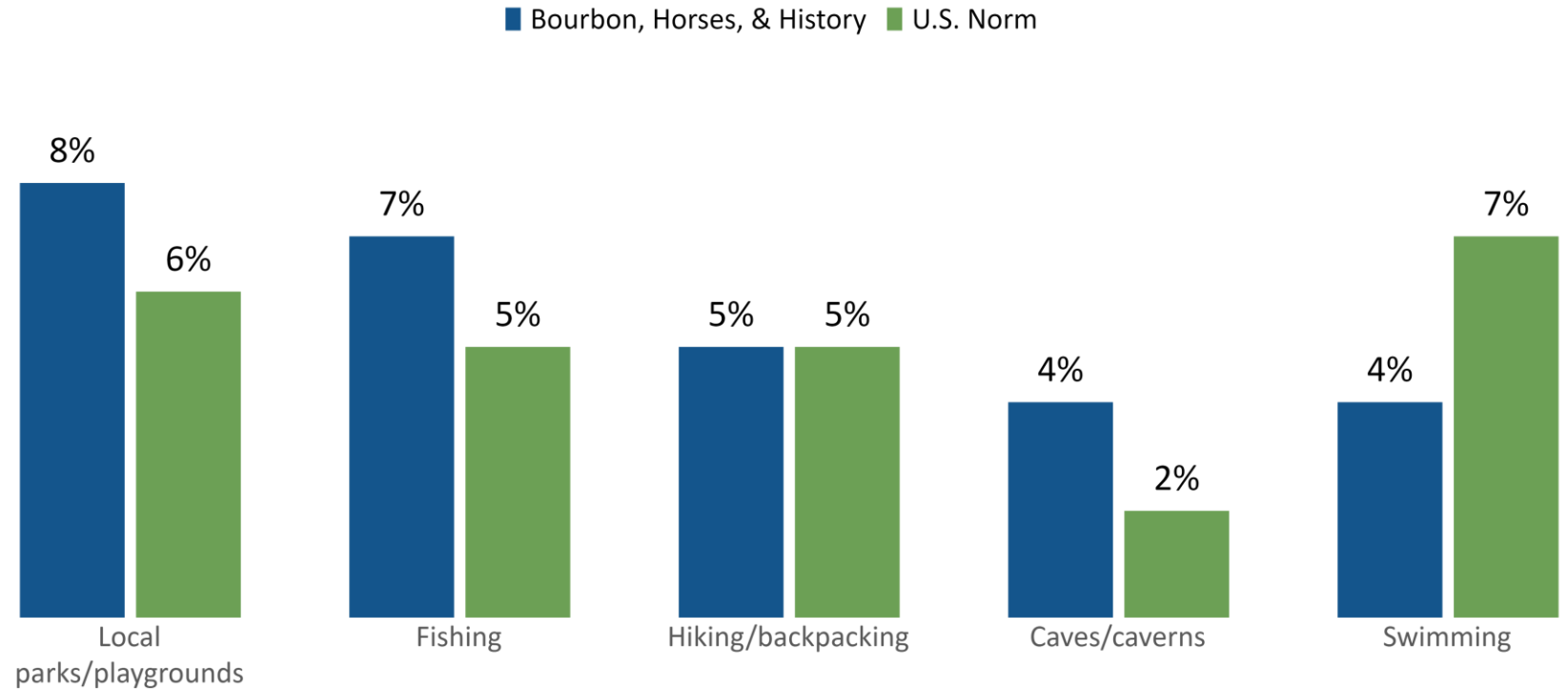
Recreational Activities

Top Recreational Activities for Bourbon, Horses, & History Travelers

29%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 36%



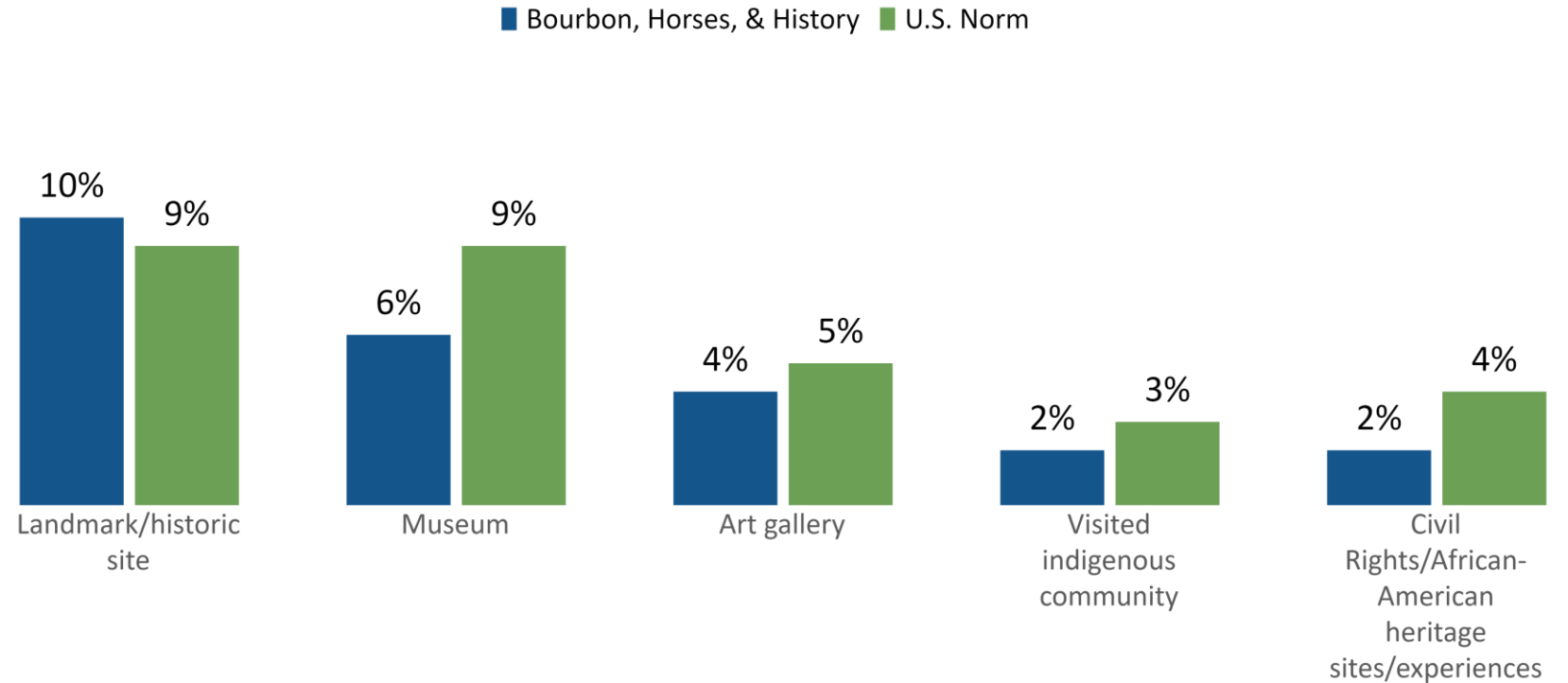
Cultural Activities

Top Cultural Activities for Bourbon, Horses, & History Travelers

20%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 23%



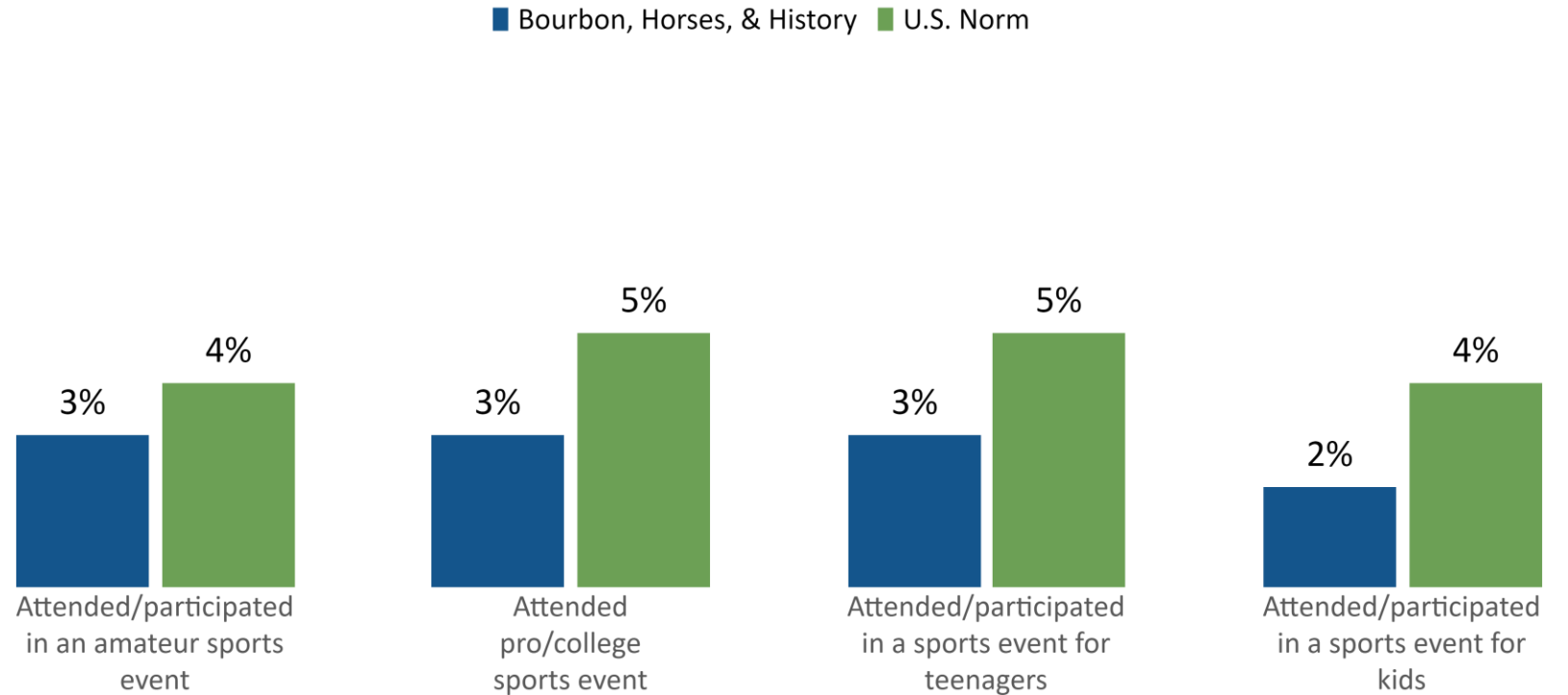
Sporting Events

Top Sporting Events for Bourbon, Horses, & History Travelers

8%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 14%



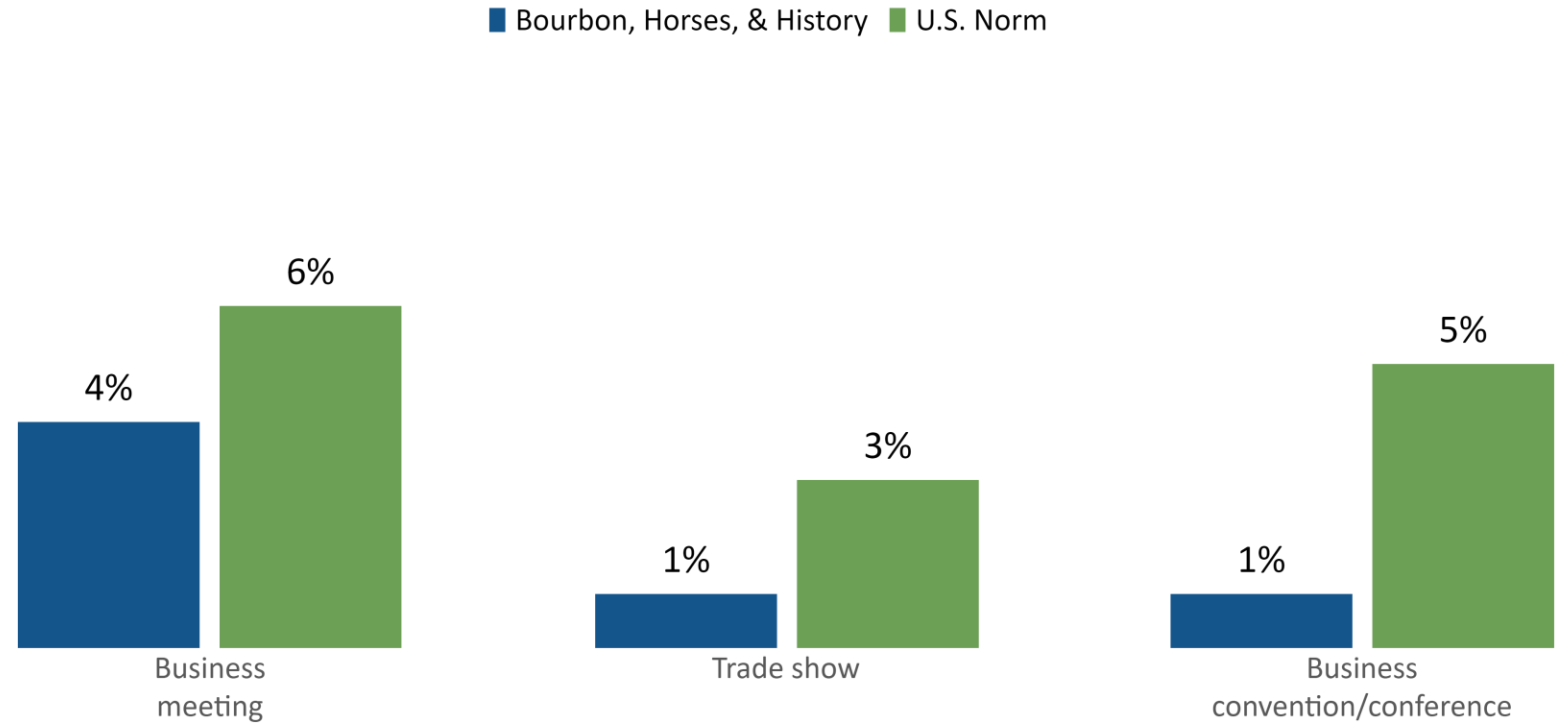
Business Activities

Top Business Activities for Bourbon, Horses, & History Travelers

6%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 12%



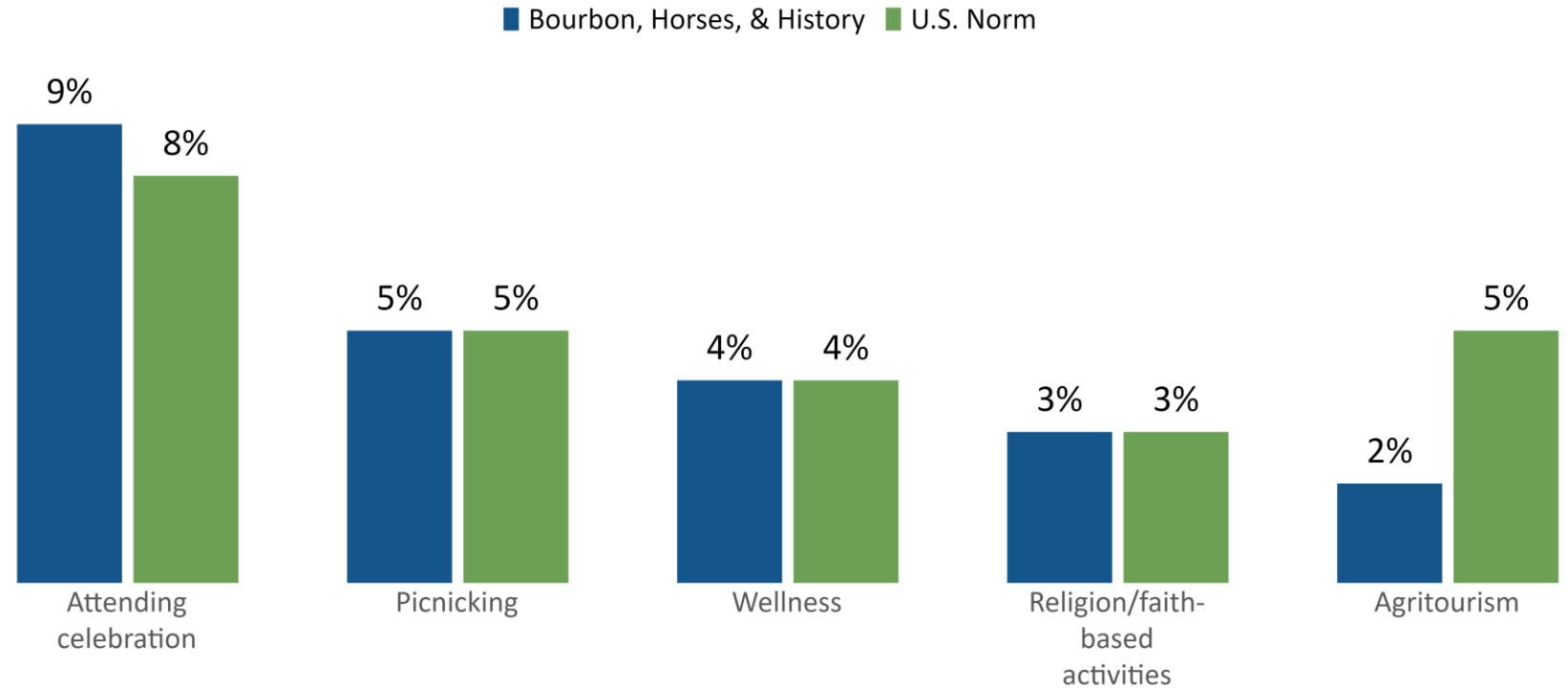
Other Activities

Top Other Activities for Bourbon, Horses, & History Travelers

27%

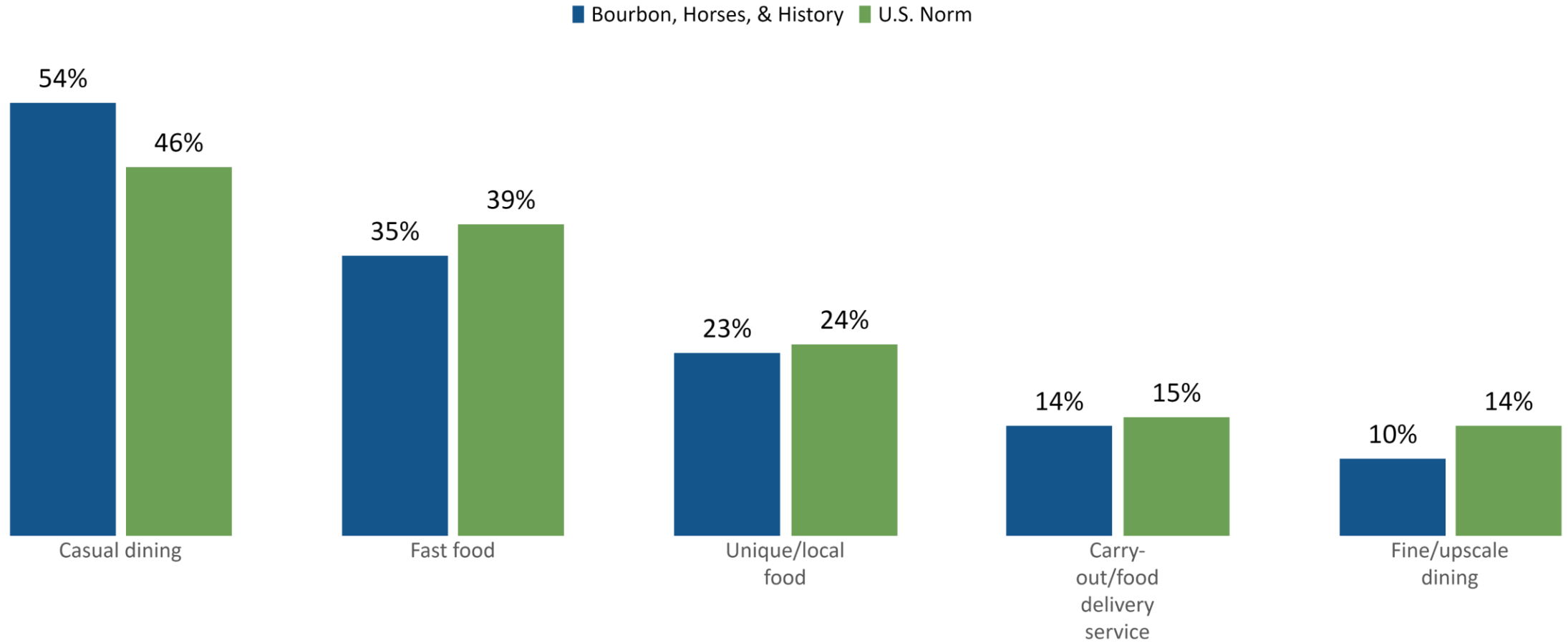
Participated in
Other
Activities
During Their Trip

U.S. Norm: 30%



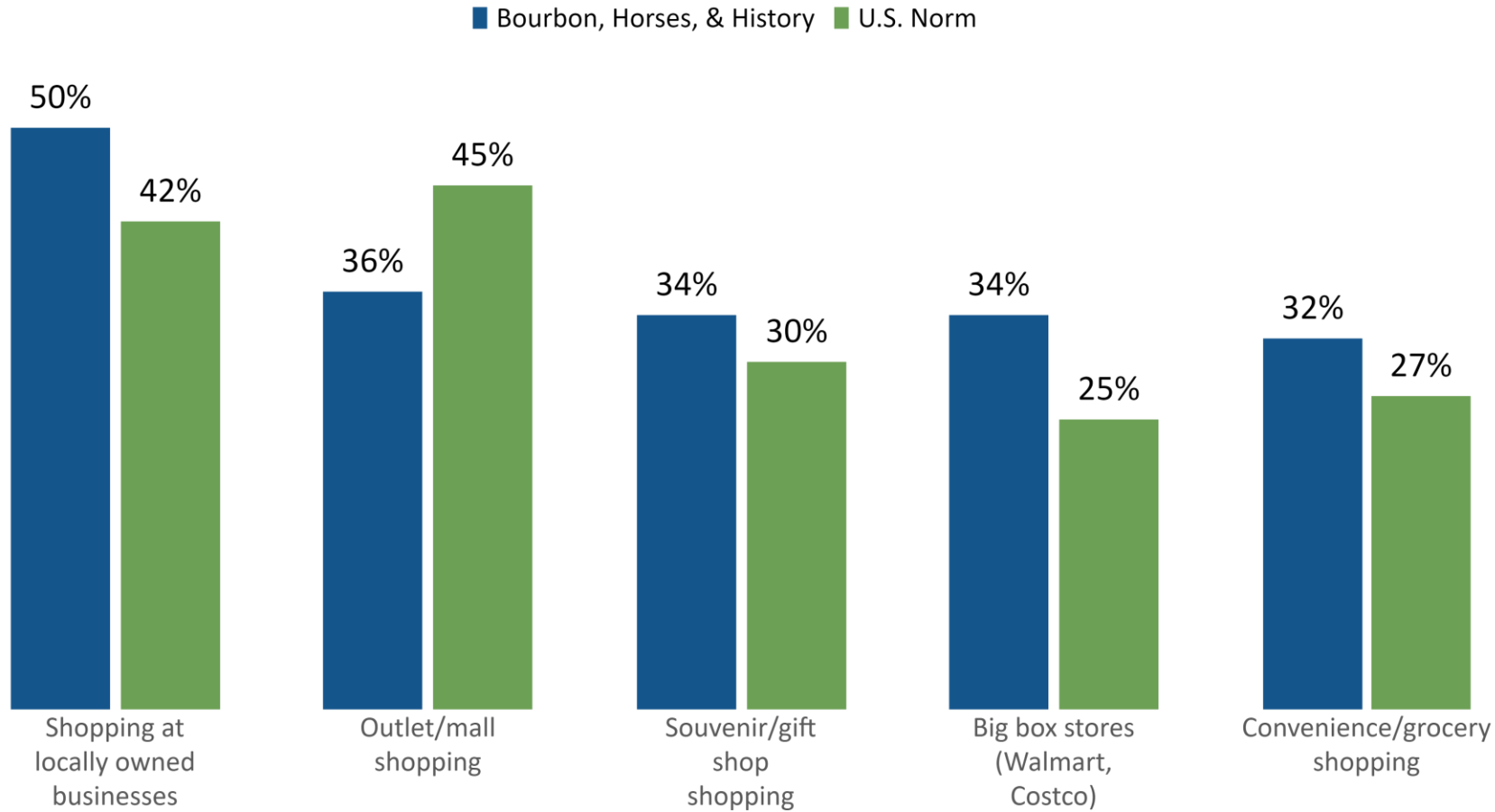
Dining

Top Dining Categories for Bourbon, Horses, & History Travelers



Shopping

Top Shopping Categories for Bourbon, Horses, & History Travelers



This question is only asked of travelers who selected 'shopping' as an activity during their trip to Bourbon, Horses, & History.

Post-Trip

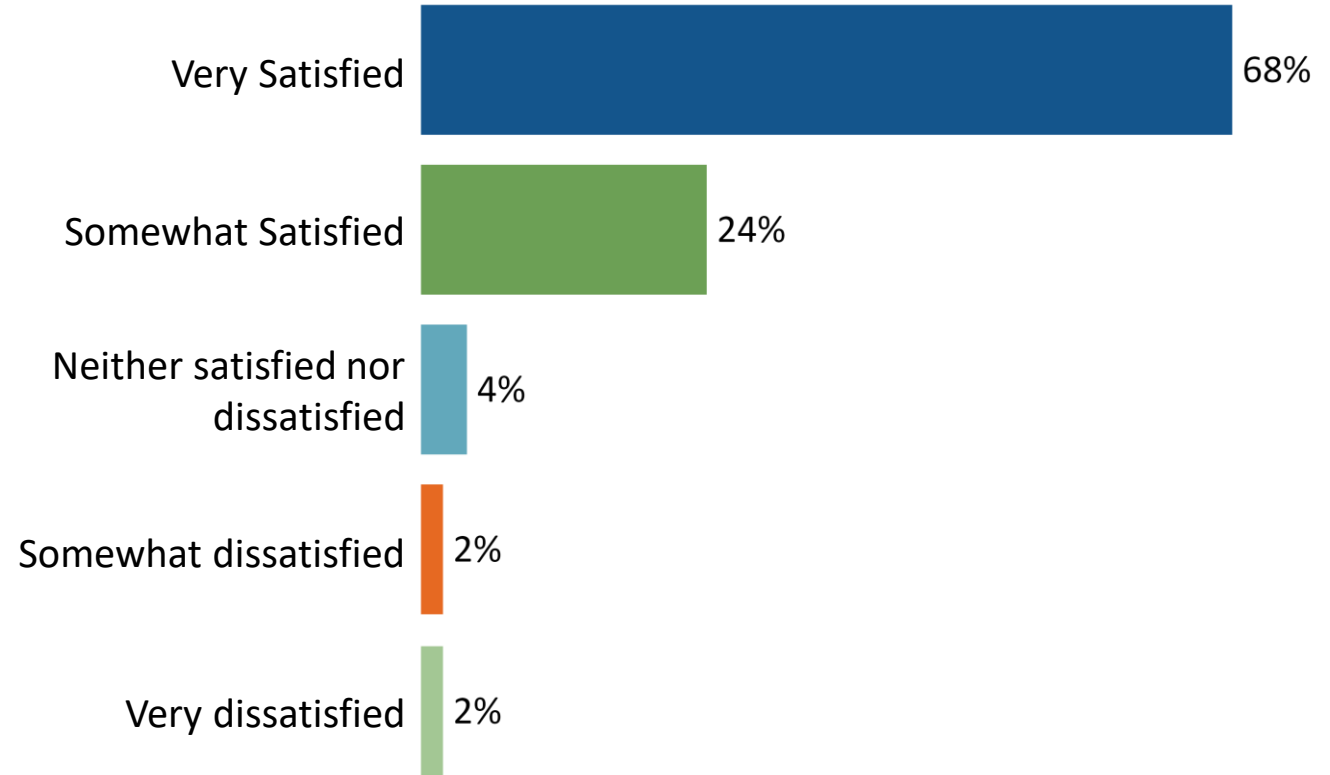
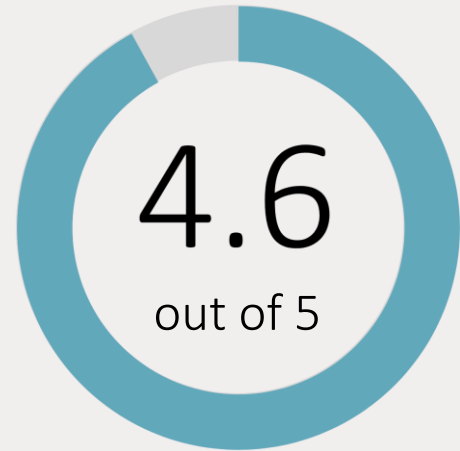
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Day Visitors Rated Their Bourbon, Horses, & History Experience

Average Satisfaction Rating



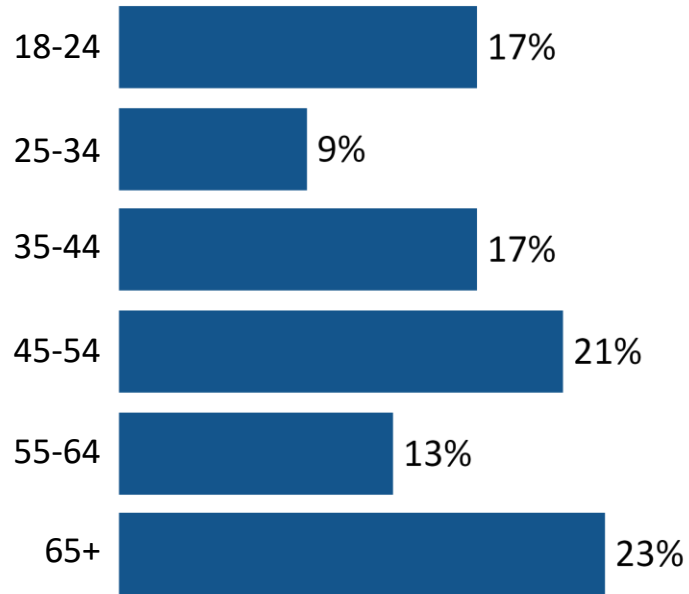
Respondent Demographics



Age, Gender, & Household Income

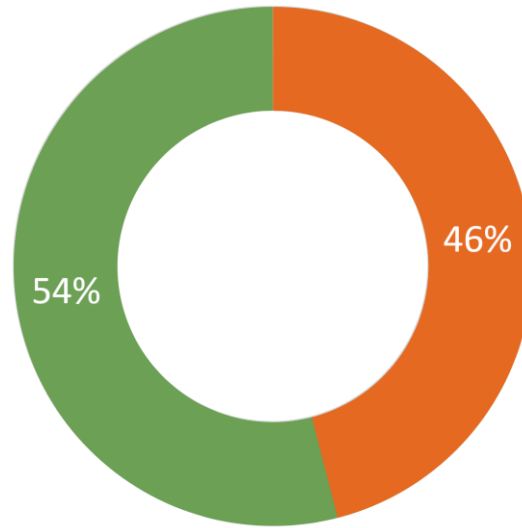
Respondent Demographics for Bourbon, Horses, & History

Age



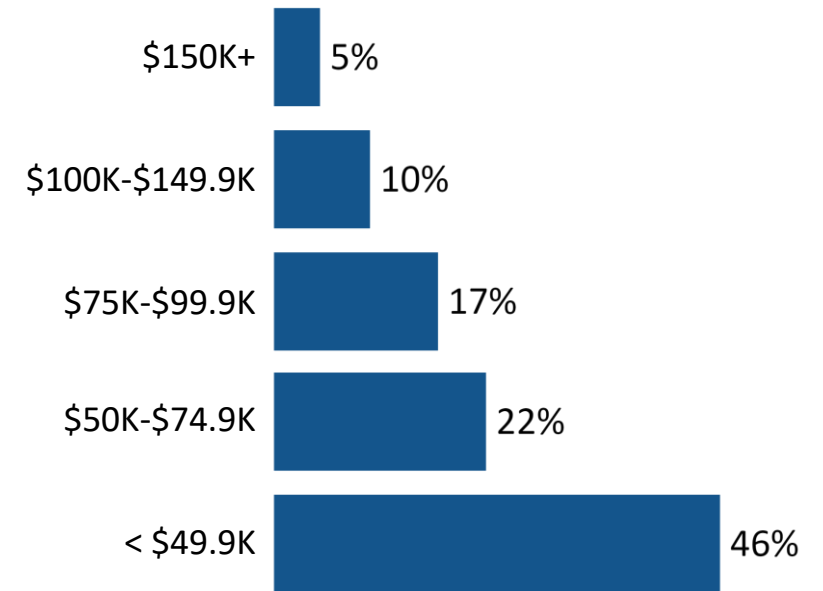
Average Age: 48.0

Gender



Female Male

Household Income

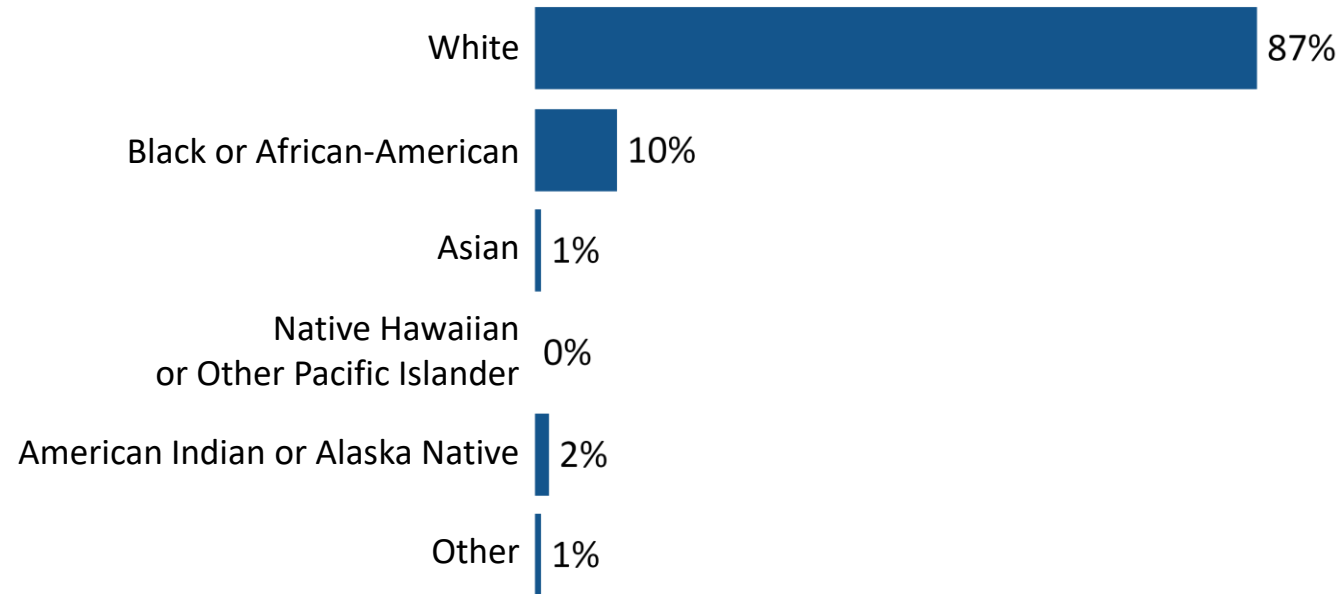


Average Income: \$63.1K

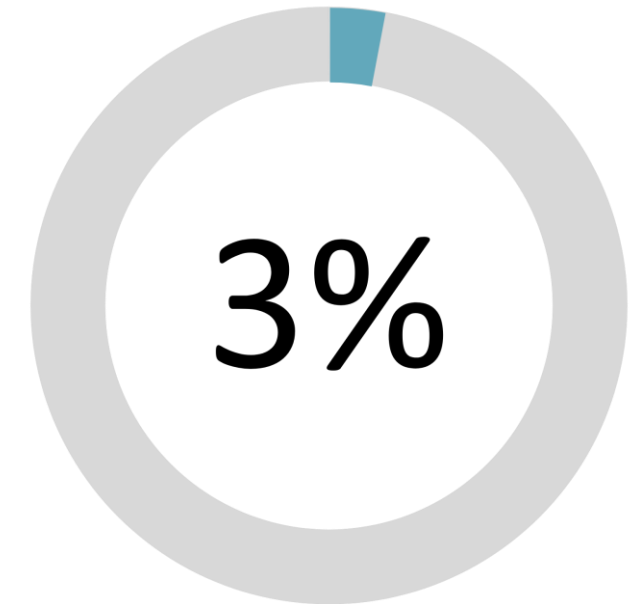
Race & Hispanic Background

Respondent Demographics for Bourbon, Horses, & History

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 Bourbon, Horses, & History

Employment

53% full-time / self-employed

6% part-time

41% retired / not employed / other

Marital Status

53% married / living with a partner

27% single / never married

20% divorced / widowed / separated

Military Status*

87% never served in the military

12% veteran

0% currently on active duty

1% on active duty for training

Education

28% high school diploma or less / other

28% attended some college

30% associate's or bachelor's degree

13% graduate or professional degree

Sexual Orientation

89% straight

2% gay / lesbian

7% bisexual

3% other / not sure

Household Size

27% 1 member

40% 2 members

18% 3 members

9% 4 members

6% 5+ members

* Multi-select to include status for all household members

