



Travel USA®

Overnight 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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350. Bluegrass, Horses, Bourbon, & Boone

393. Bourbon, Horses, & History

Longwoods
INTERNATIONAL

Travel USA®

Overnight Visitation Kentucky Profile Report

2025



Travel USA® Overview

Methodology

Longwoods International began tracking domestic American travelers in 1985 and has conducted large-scale syndicated visitor research quarterly since 1990.

It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

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

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

Kentucky's base size for overnight trips in 2025:

2,985

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

Pre-Trip

Traveler Profiles & Origins



State & DMA of Origin

Top Traveler Markets for Kentucky

2025

Kentucky	20%
Ohio	11%
Indiana	10%
Tennessee	6%
Florida	5%



2025

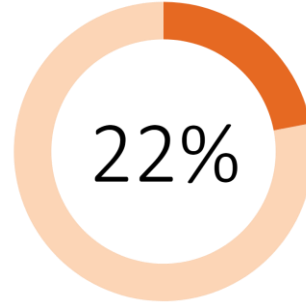
Lexington, KY	8%
Louisville, KY	7%
Cincinnati, OH/KY	6%
Indianapolis-Lafayette, IN	5%
New York, NY	4%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

20%

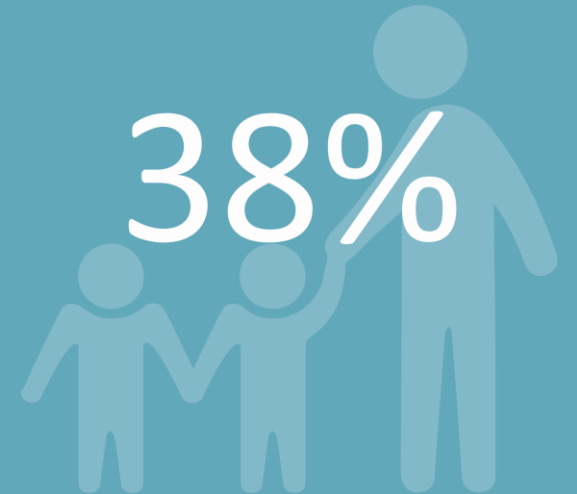


Travel Parties with Pets



Travel Parties
with Children

38%



Travel Party Composition

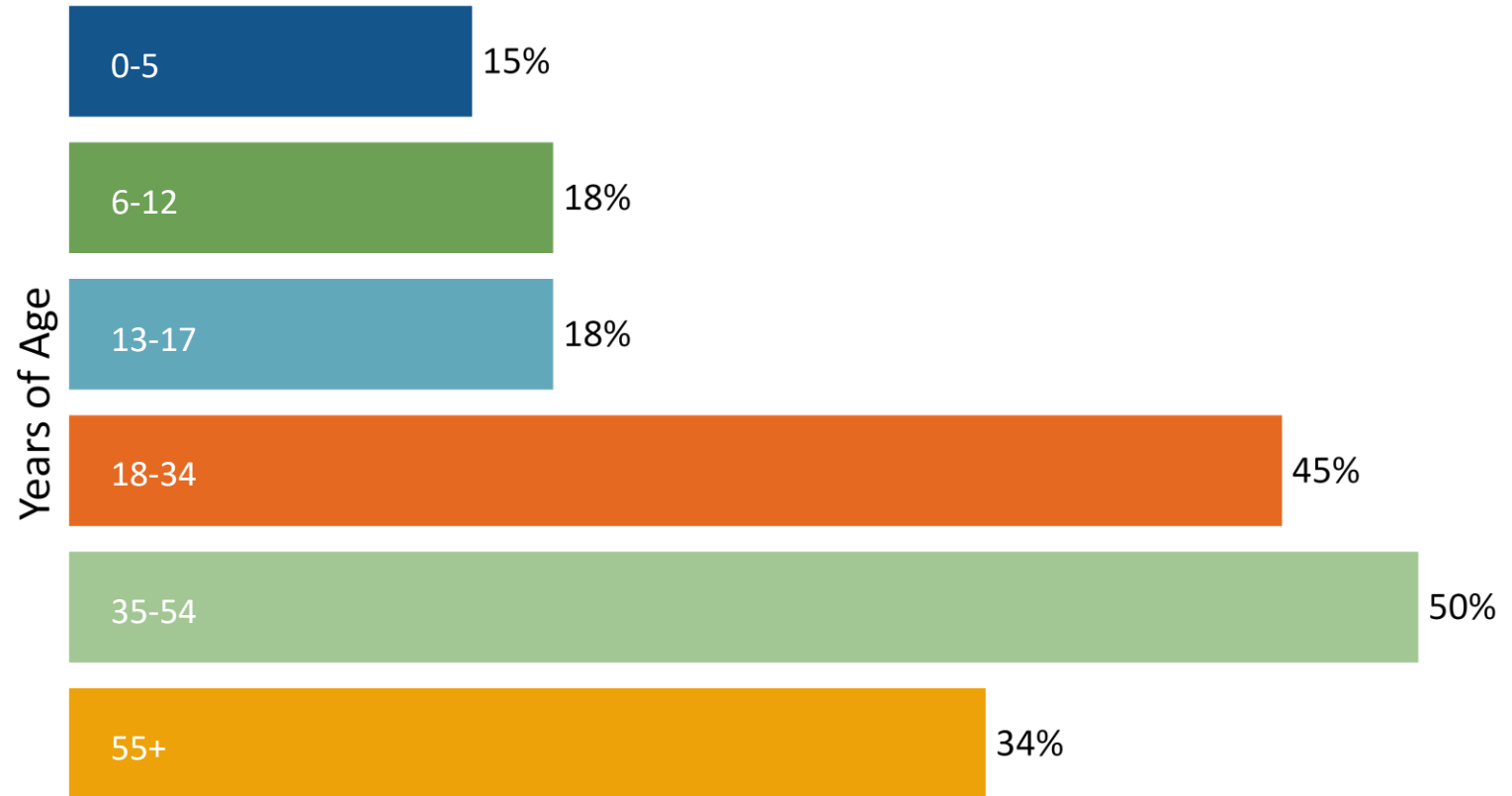
Travel Party Size & Age

Average Travel
Party Size

3.3



Travel Party Age



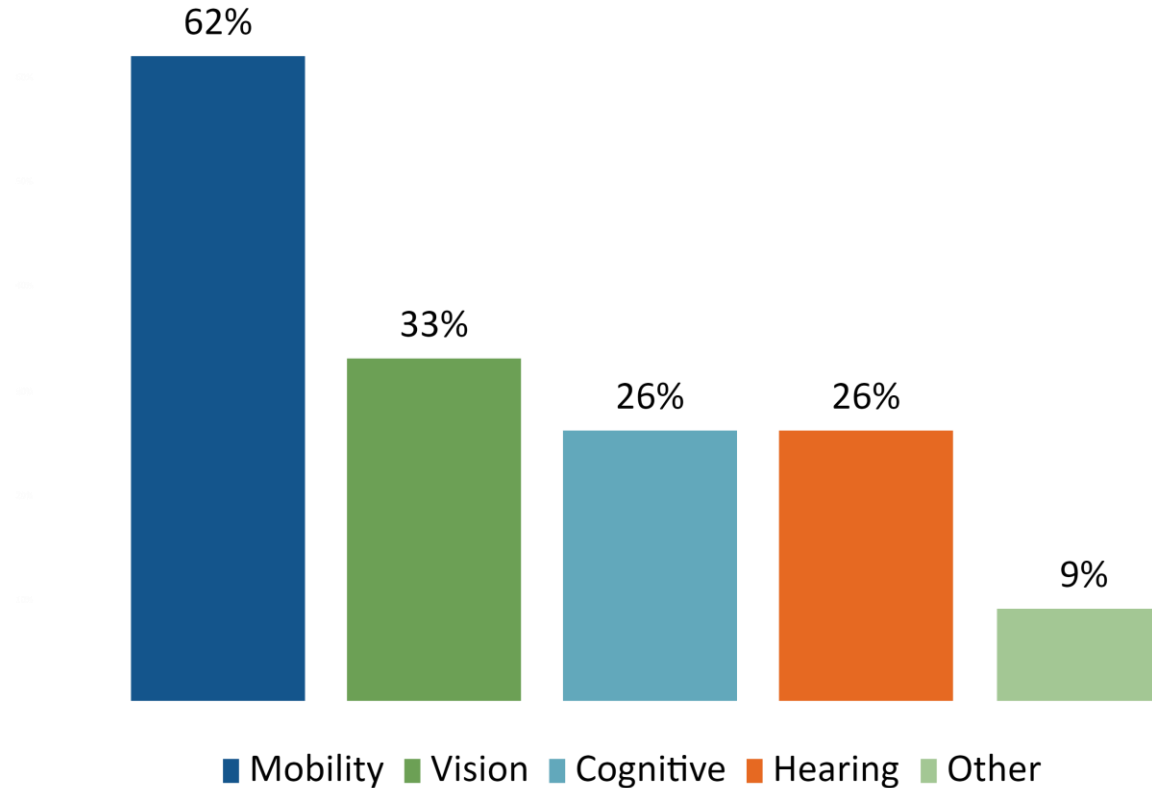
Travelers with Travel-Limiting Disabilities

Disability Categorizations

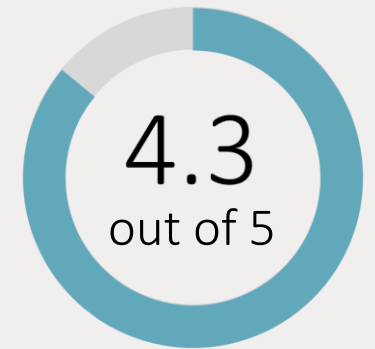
Travel Parties with
an Individual Who
Required
Accessibility
Services

22%

▲ +4.6% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

41%

Visiting friends / relatives



+2.5% vs U.S. Norm

12%

Touring



+1.0% vs U.S. Norm

10%

Outdoors



+1.5% vs U.S. Norm

8%

Special event



+0.3% vs U.S. Norm

6%

City trip

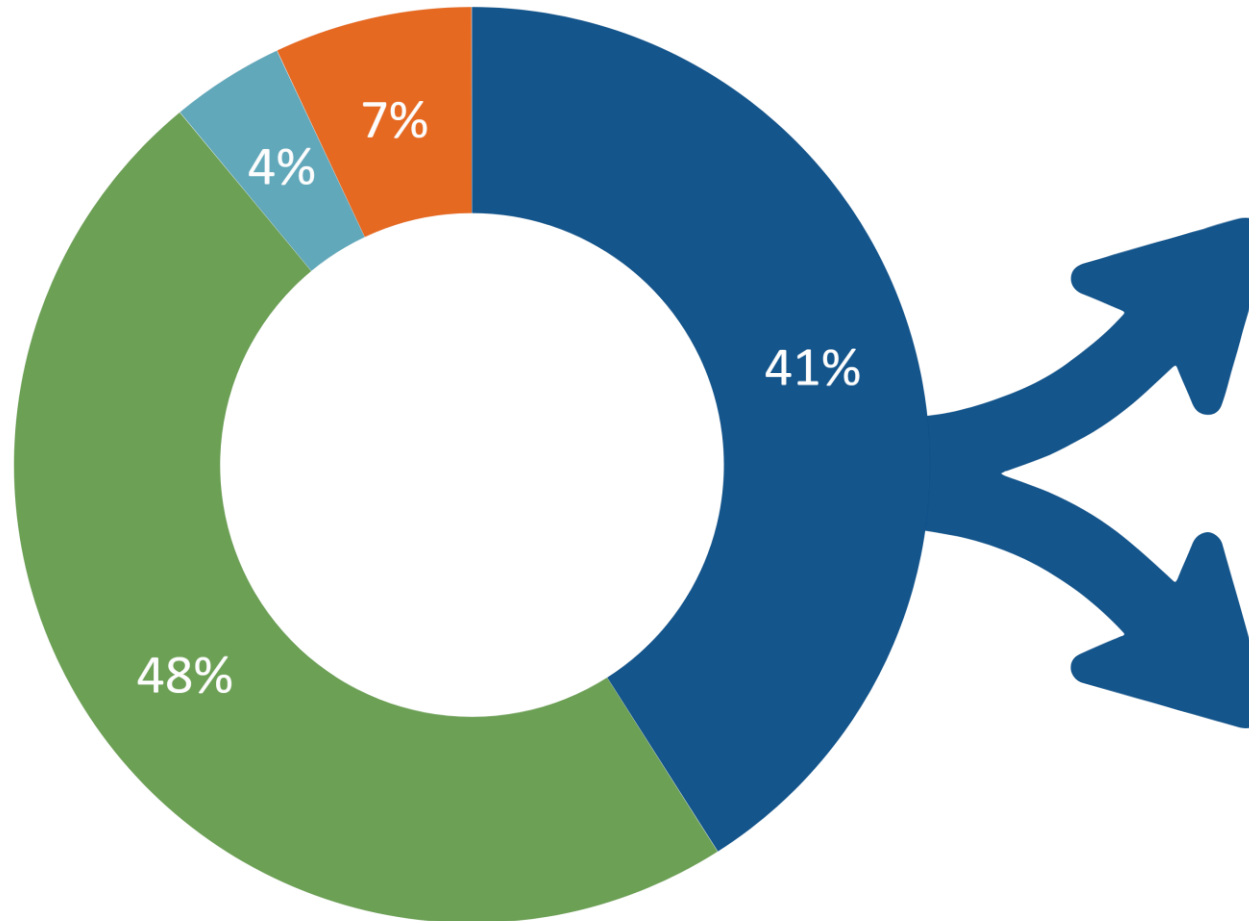


-0.7% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



88%

Visited Friends/Relatives Who
Live in Kentucky

12%

Met Friends/Relatives in
Kentucky Who Live Elsewhere

Top Traveler Personas

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

24%

Budget friendly traveler:
prioritizing affordability
and value for money

17%

Family traveler:
prioritizing activities and
accommodations
suitable for children

15%

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

9%

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

7%

Luxury traveler: seeking
high-end experiences
and personalized
services

7%

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

Pre-Trip

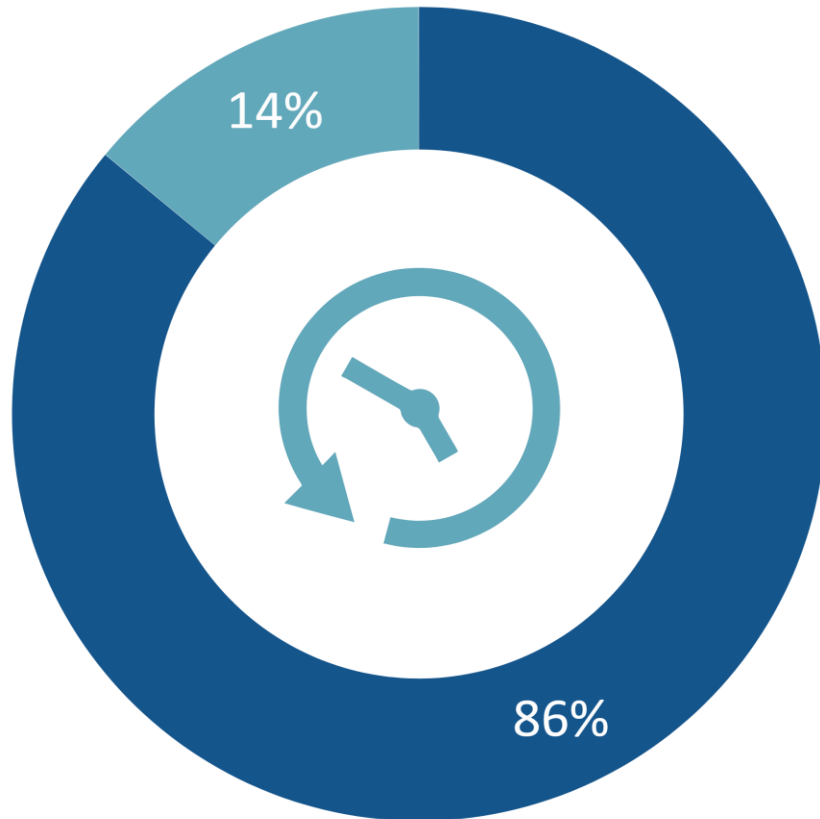
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

14%

▲ +3.4% vs U.S. Norm

2 months or
less

45%

▼ -2.8% vs U.S. Norm

3-5 months

20%

▼ -1.1% vs U.S. Norm

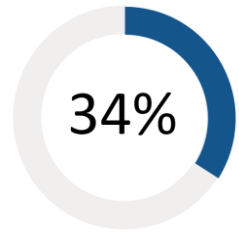
6 months or
more

21%

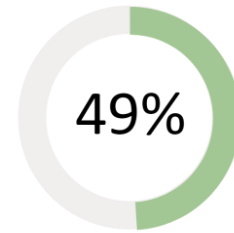
▲ +0.6% vs U.S. Norm

Sources of Trip Planning

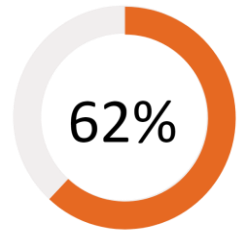
Share of Travelers Who Used Each Media Type for Trip Planning



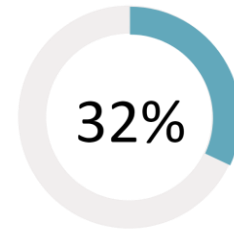
Print



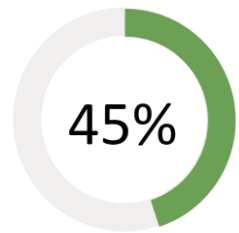
In-Person



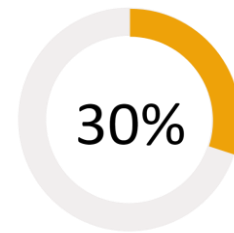
Online/Digital



TV/Video



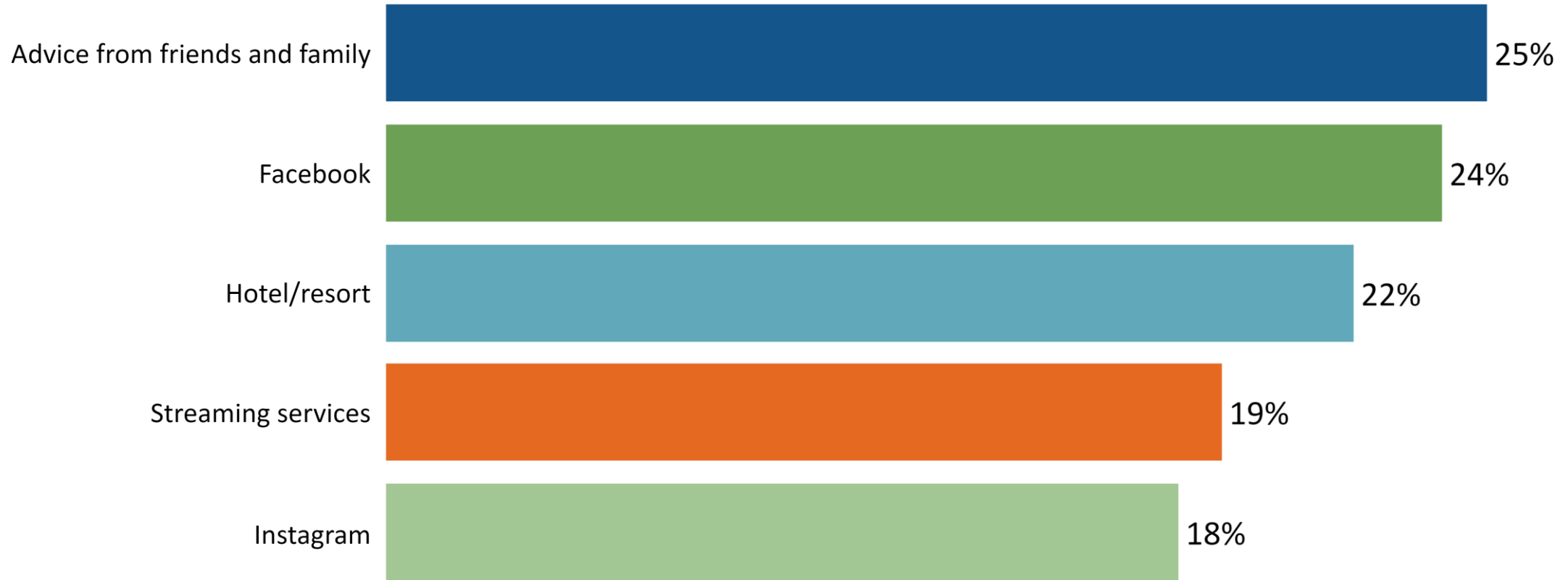
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

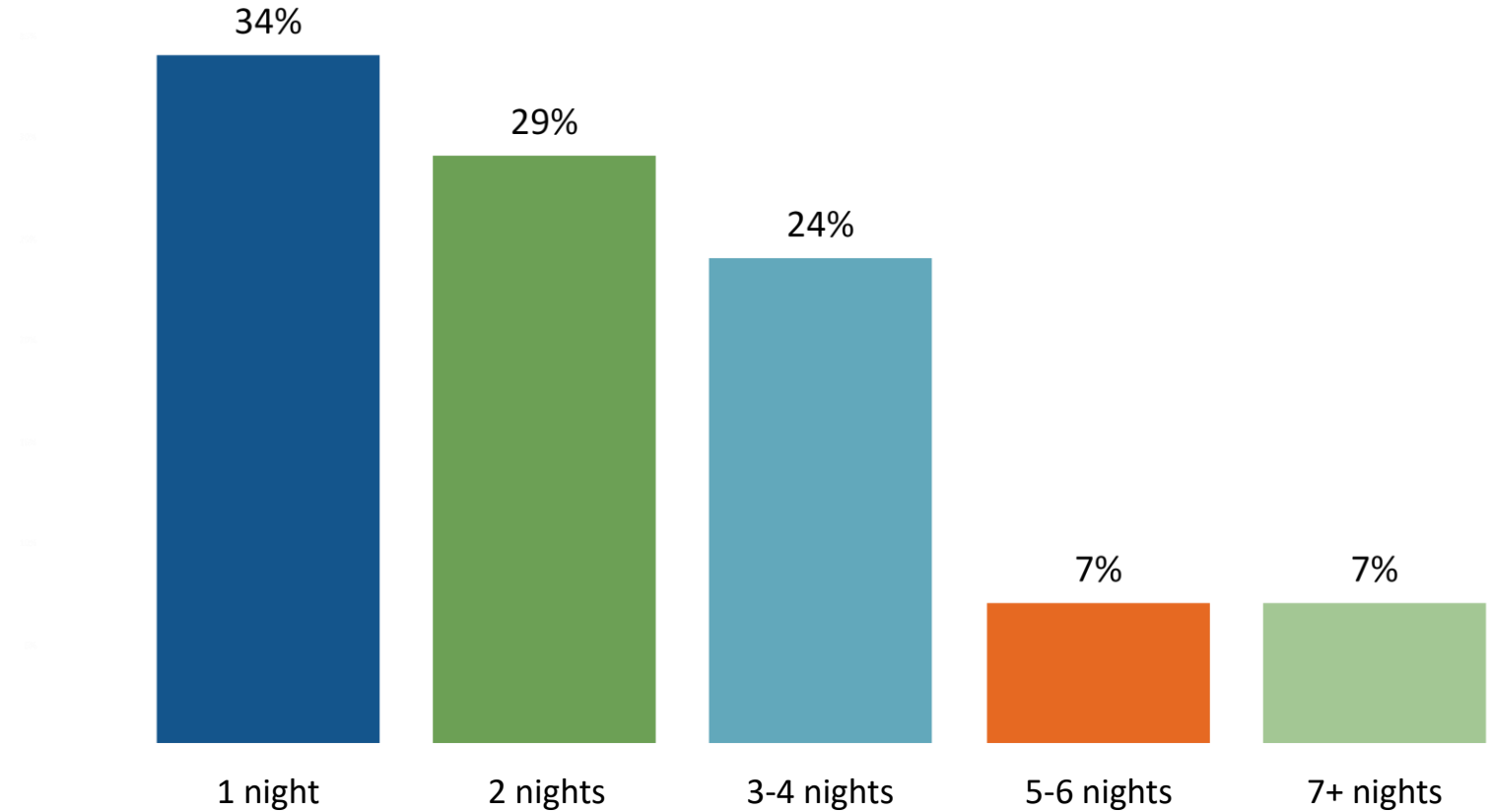
Trip Structure

Trip Structure

Nights Spent in Kentucky

Average
Number of Nights

2.9



Trip Structure

Share of Total Trip Spent in Kentucky

Average Number of
Nights Spent in Kentucky

2.9

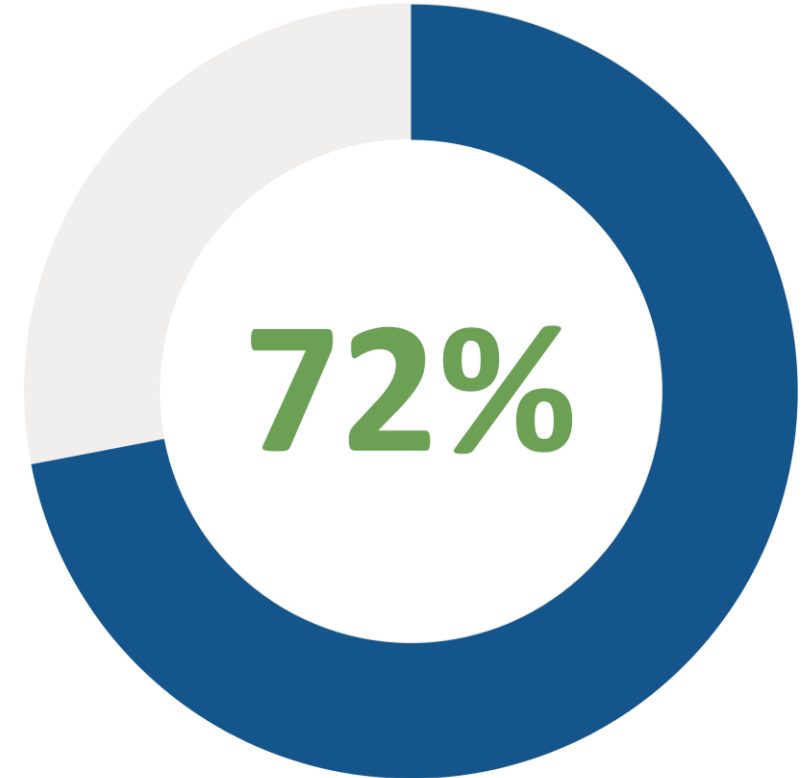
Average Number of
Total Trip Nights

4.0

=

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

Share of Total Trip Spent in
Kentucky

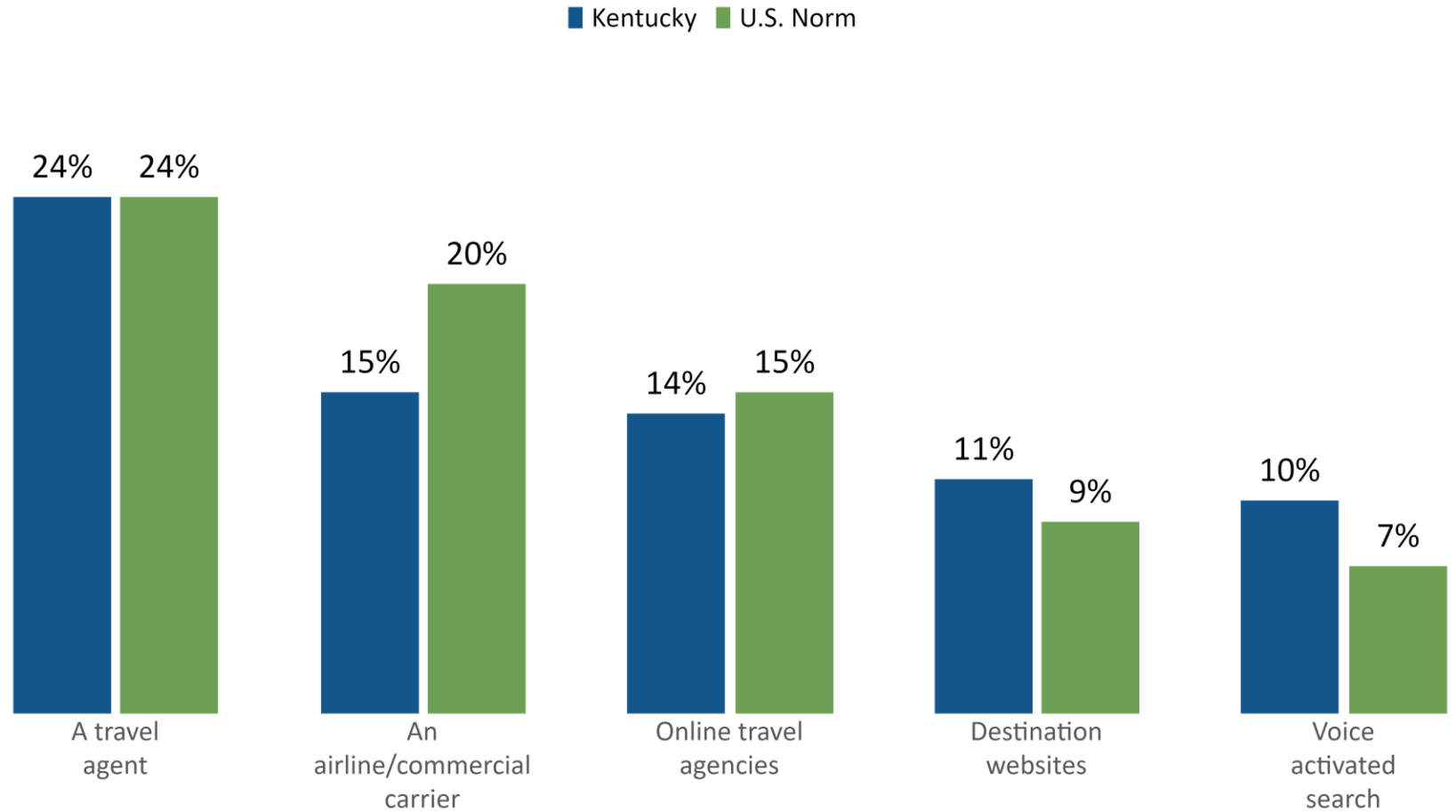


During Trip

Transportation & Accommodations

Booking: Transportation

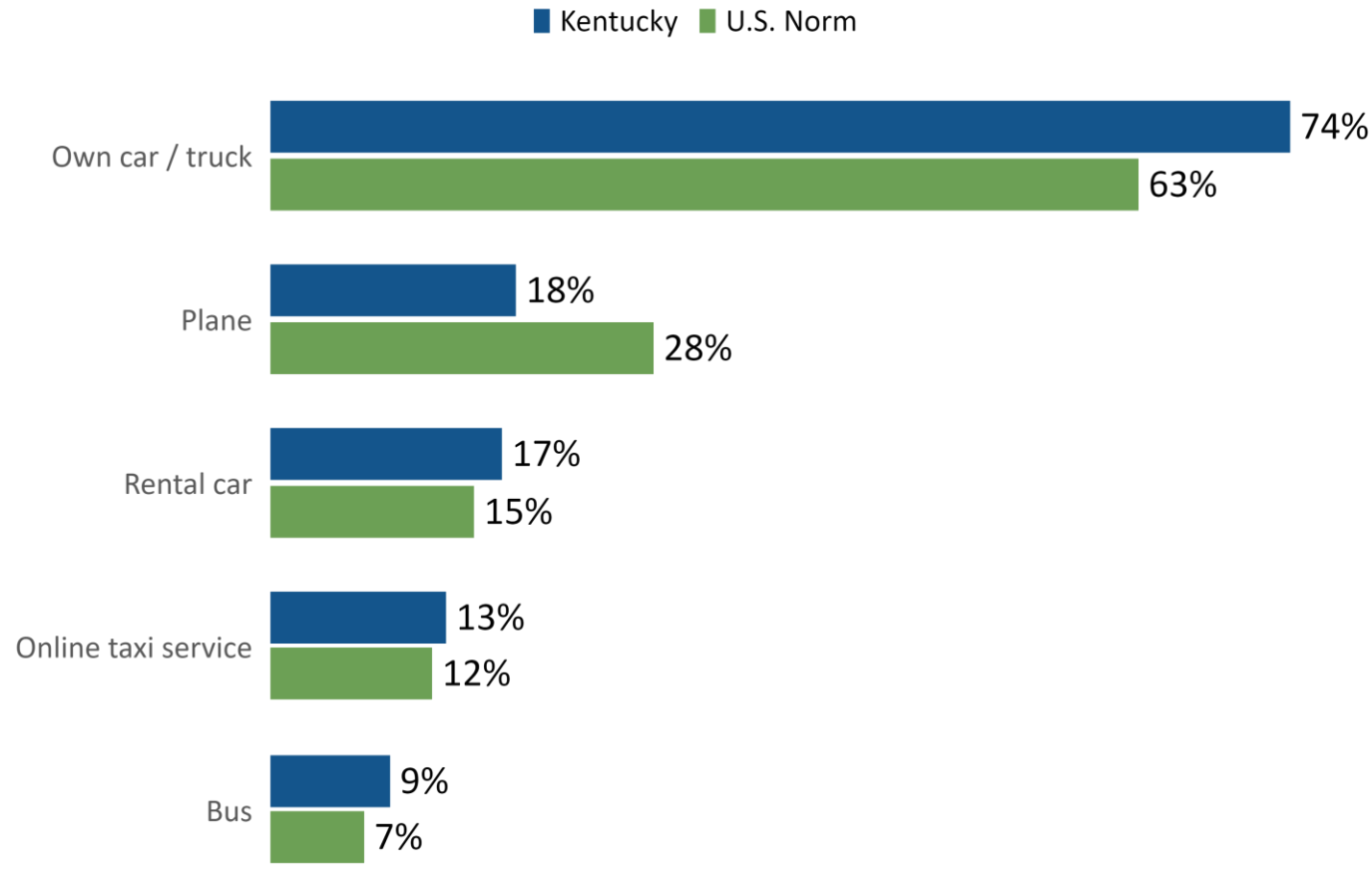
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation to Destination

Top Modes of Transportation Used by Travelers to Get to Kentucky



Vehicle Type

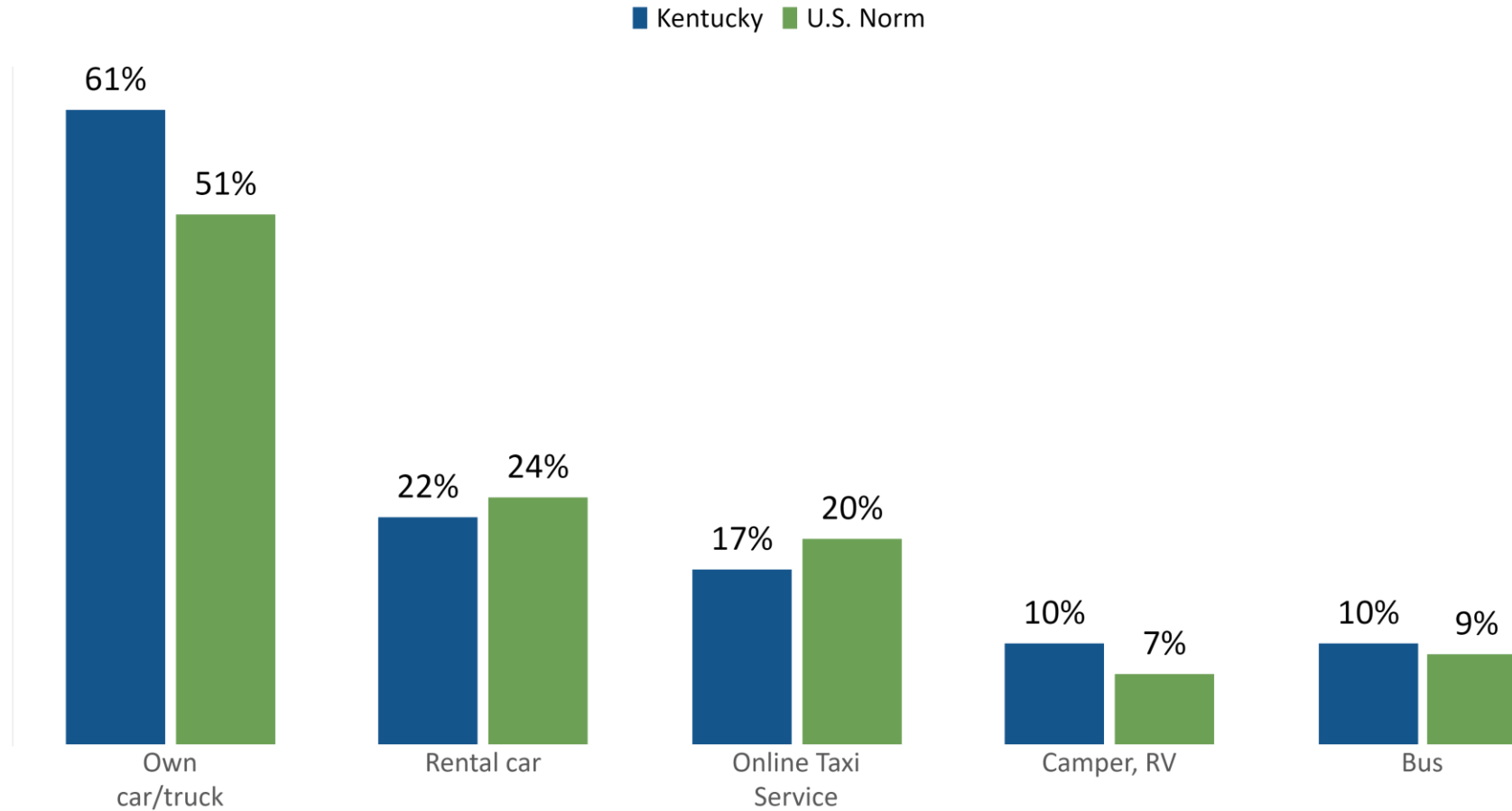
Gasoline/diesel	83%	▲	+4.3% vs U.S. Norm
Hybrid	12%	▼	-0.4% vs U.S. Norm
Electric	10%	◀	0.0% vs U.S. Norm
Plug-in-hybrid	7%	▲	+1.2% vs U.S. Norm

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

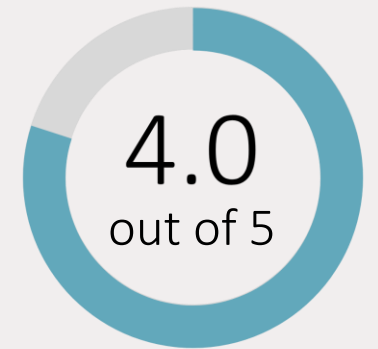
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Kentucky



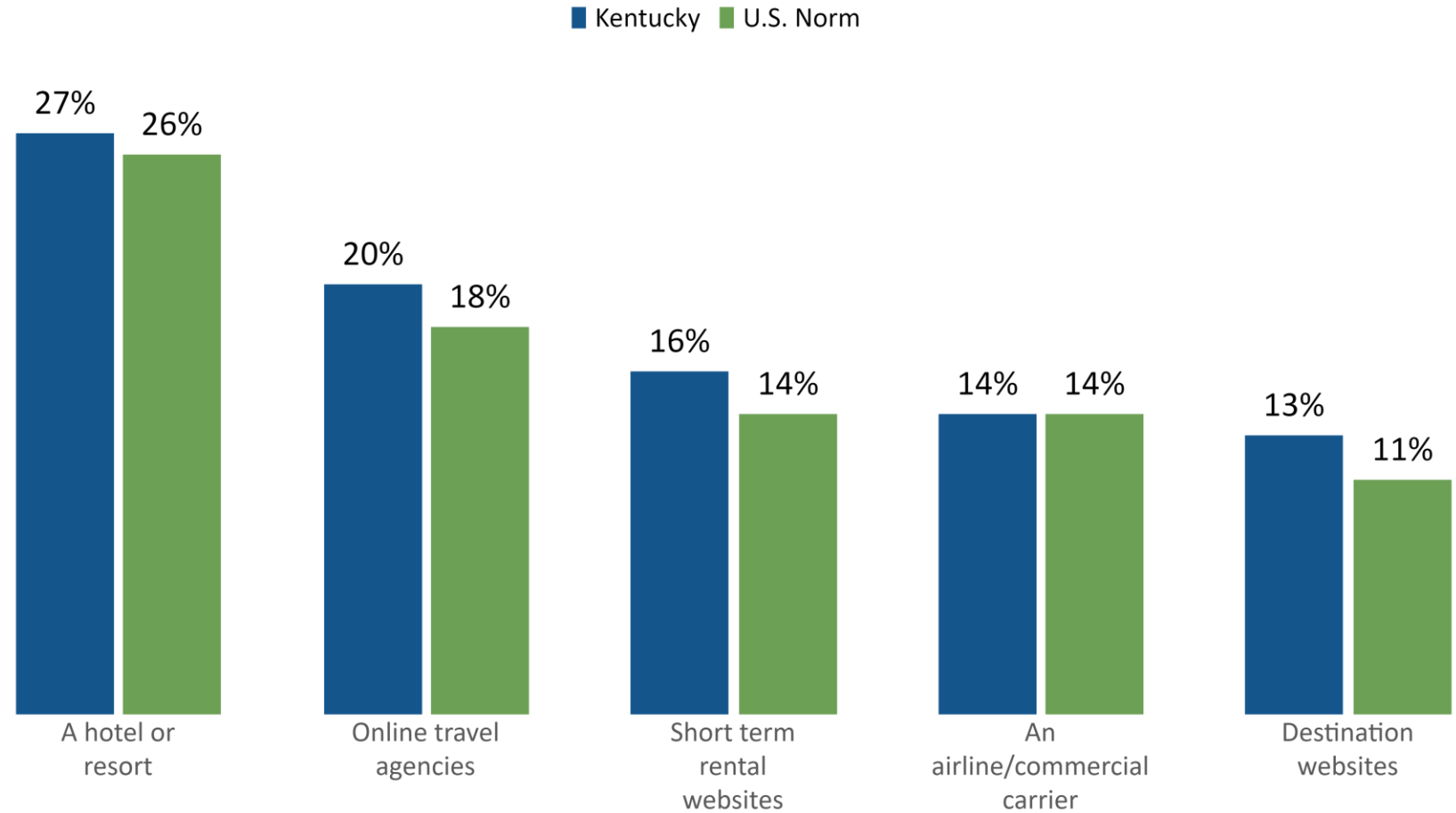
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

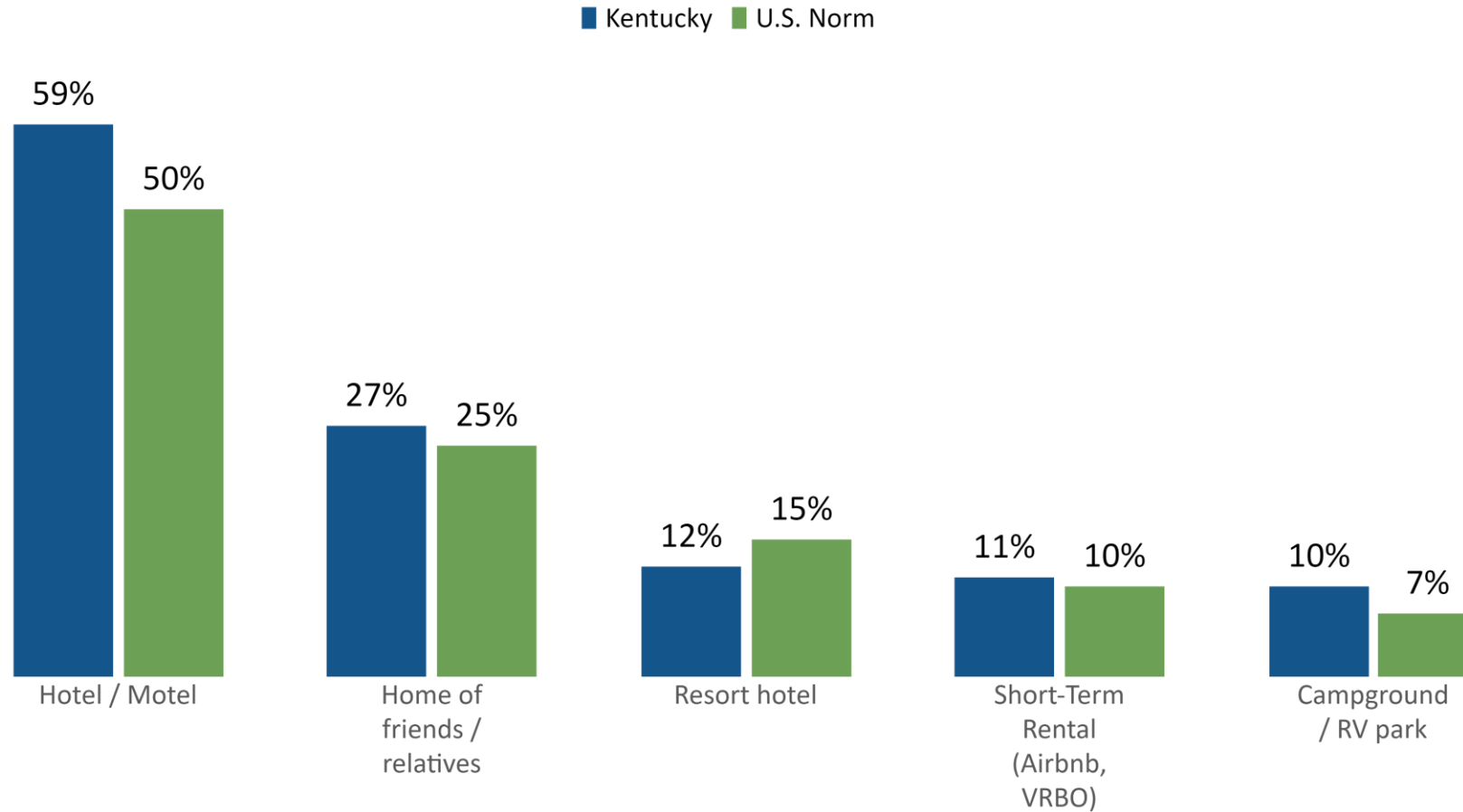
Top Booking Sources for Accommodations



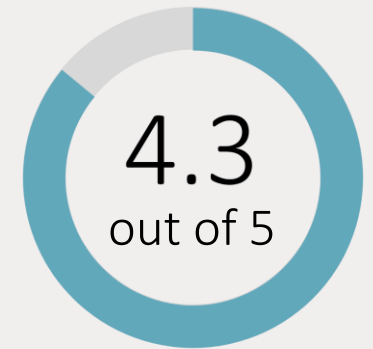
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Kentucky Travelers



Quality of Accommodations



Average Satisfaction Rating

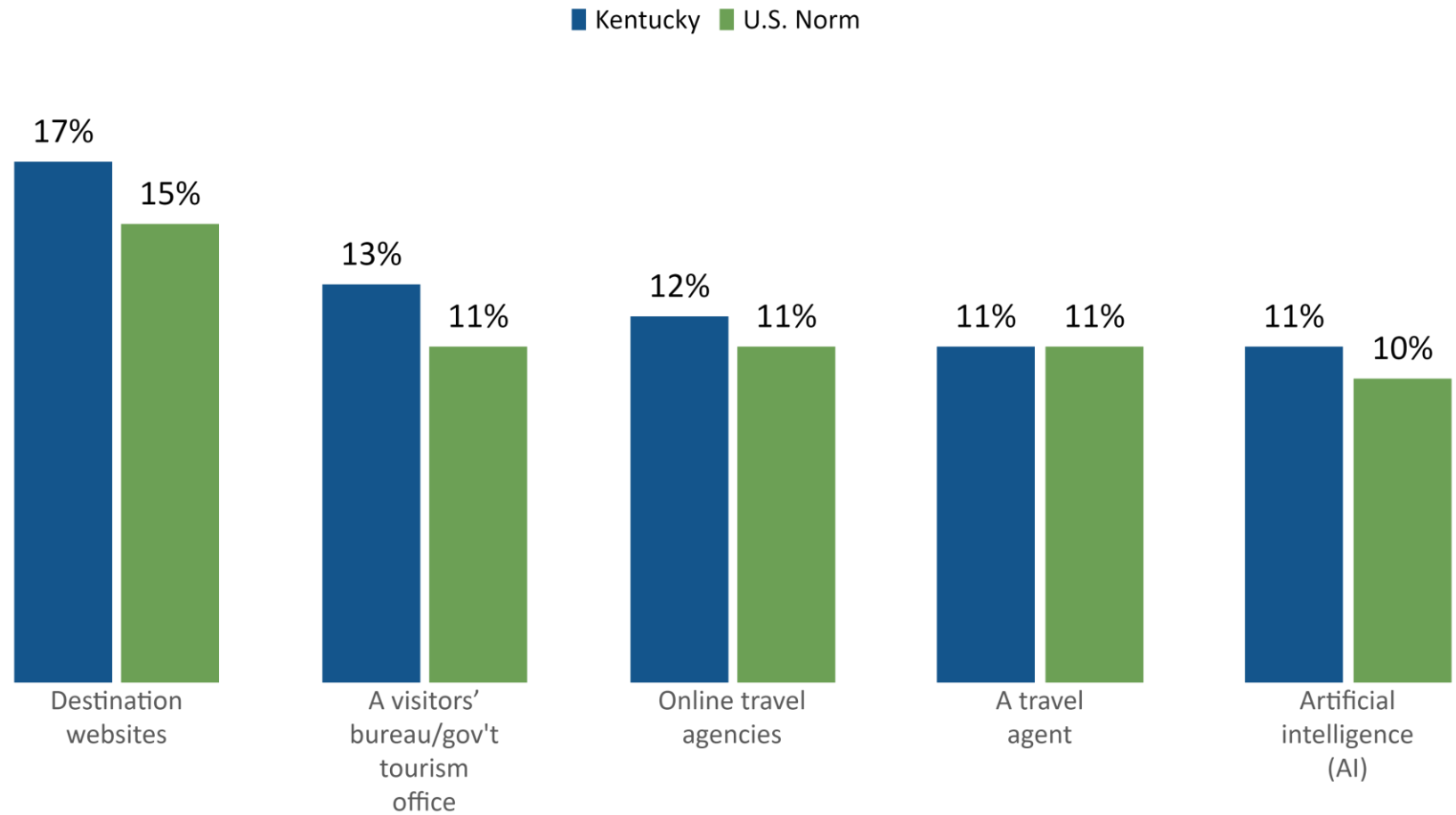
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



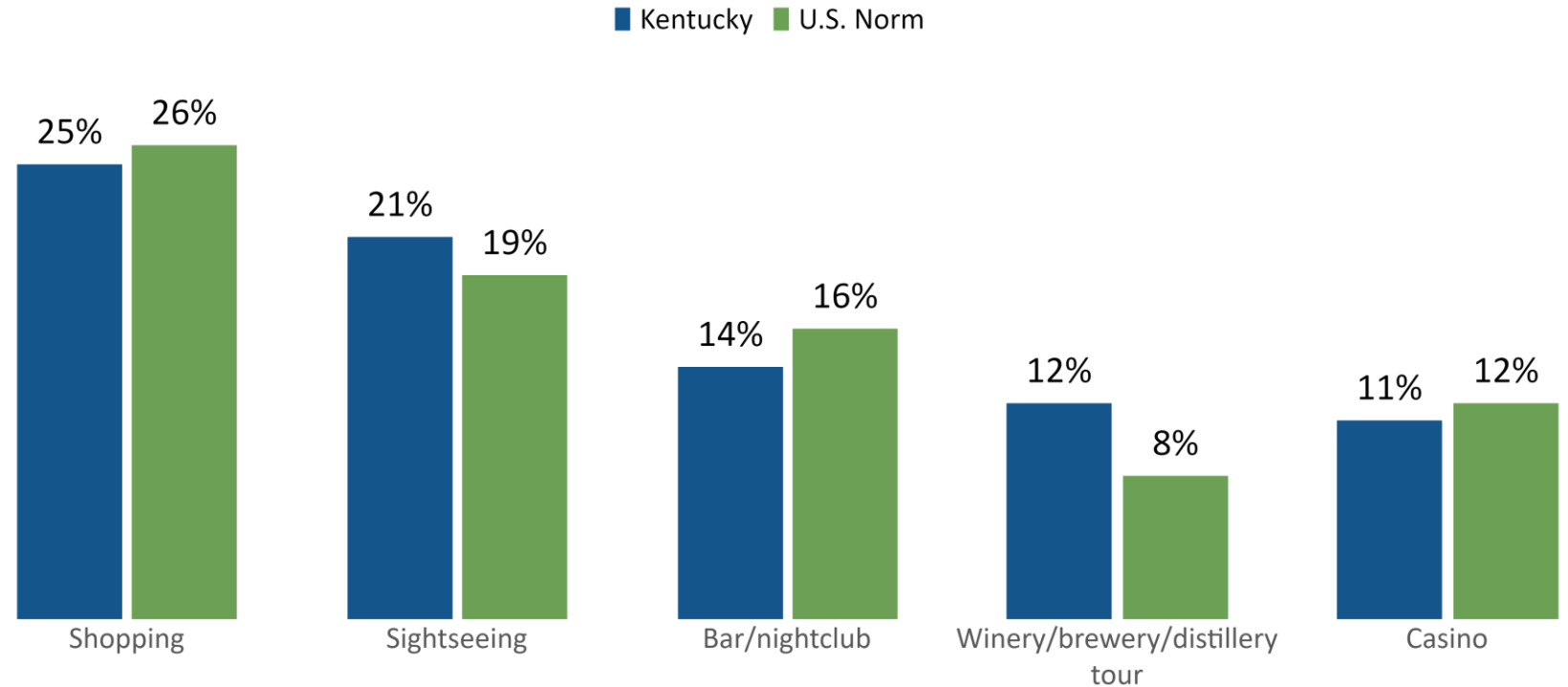
Entertainment Activities

Top Entertainment Activities for Kentucky Travelers

62%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%



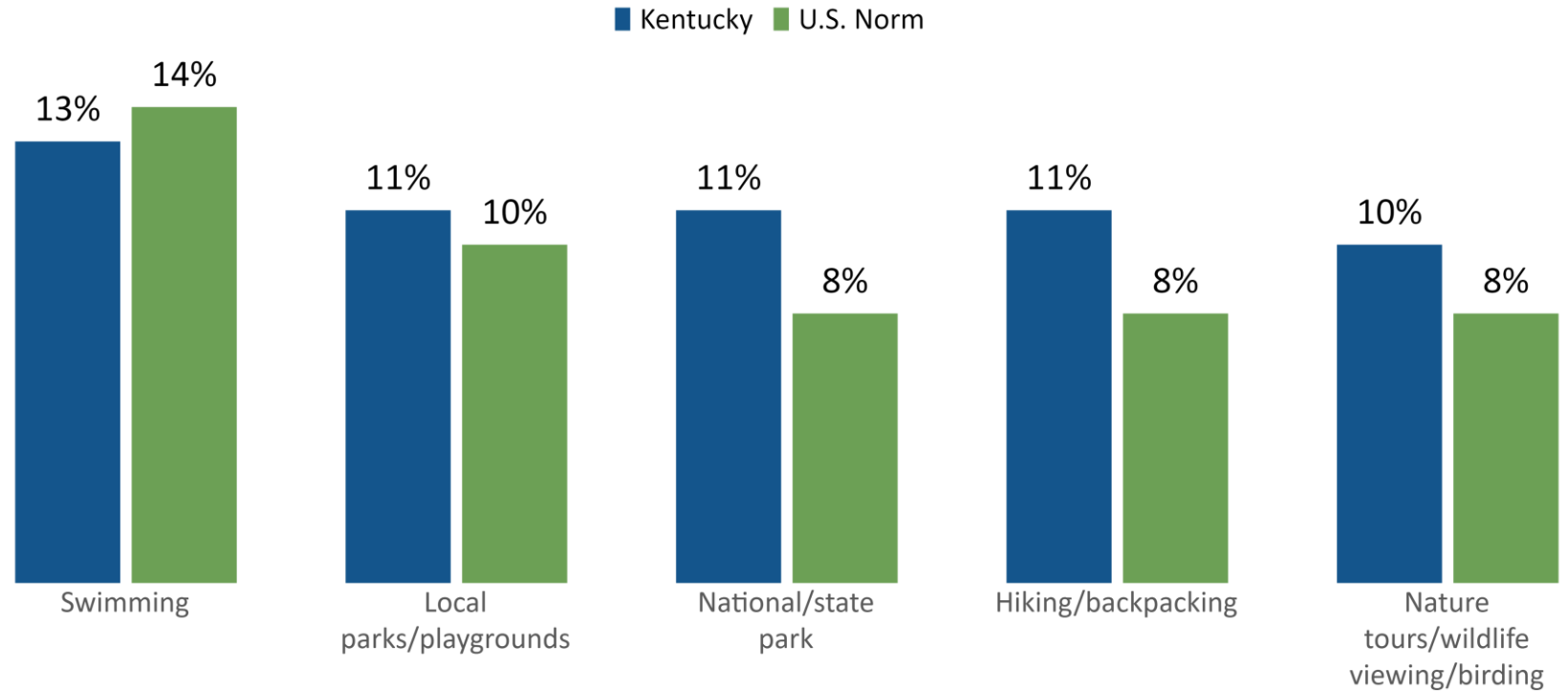
Recreational Activities

Top Recreational Activities for Kentucky Travelers

54%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%



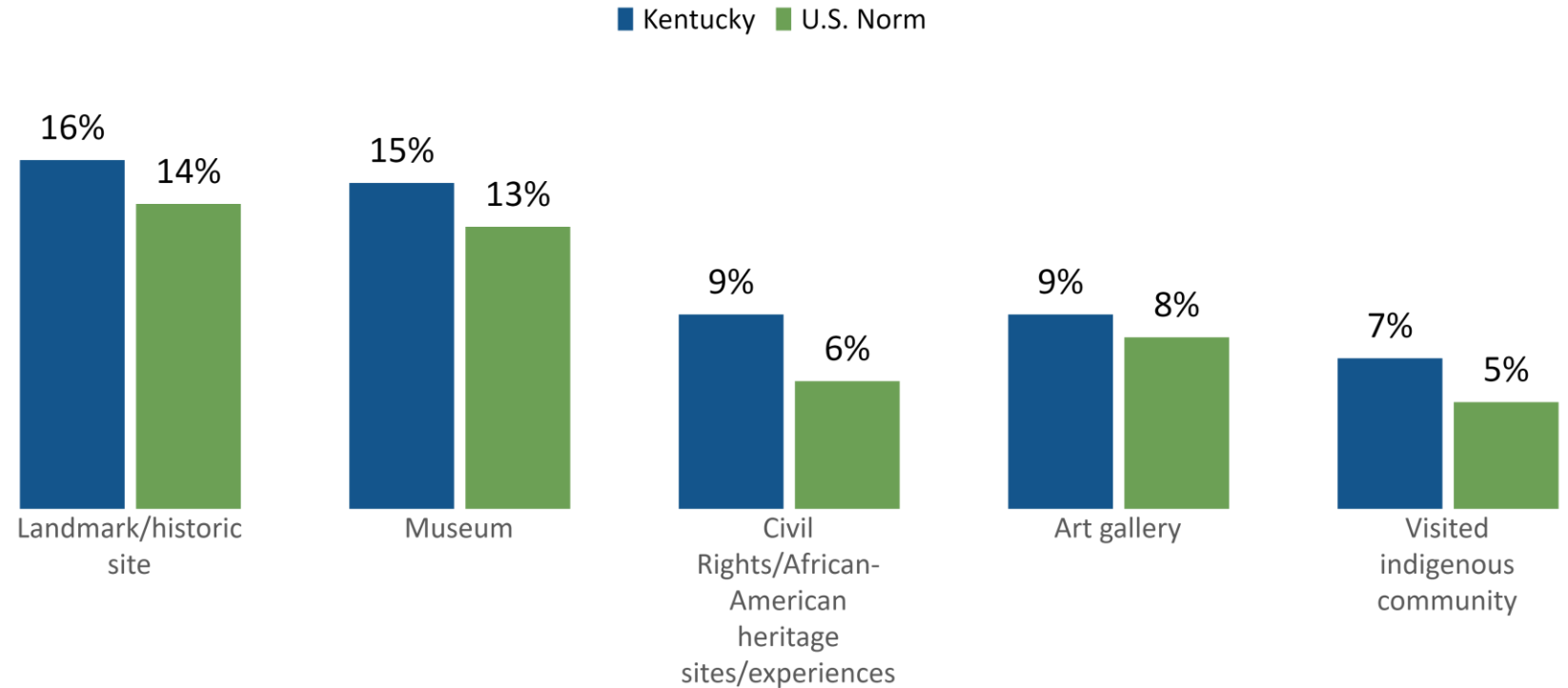
Cultural Activities

Top Cultural Activities for Kentucky Travelers

38%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



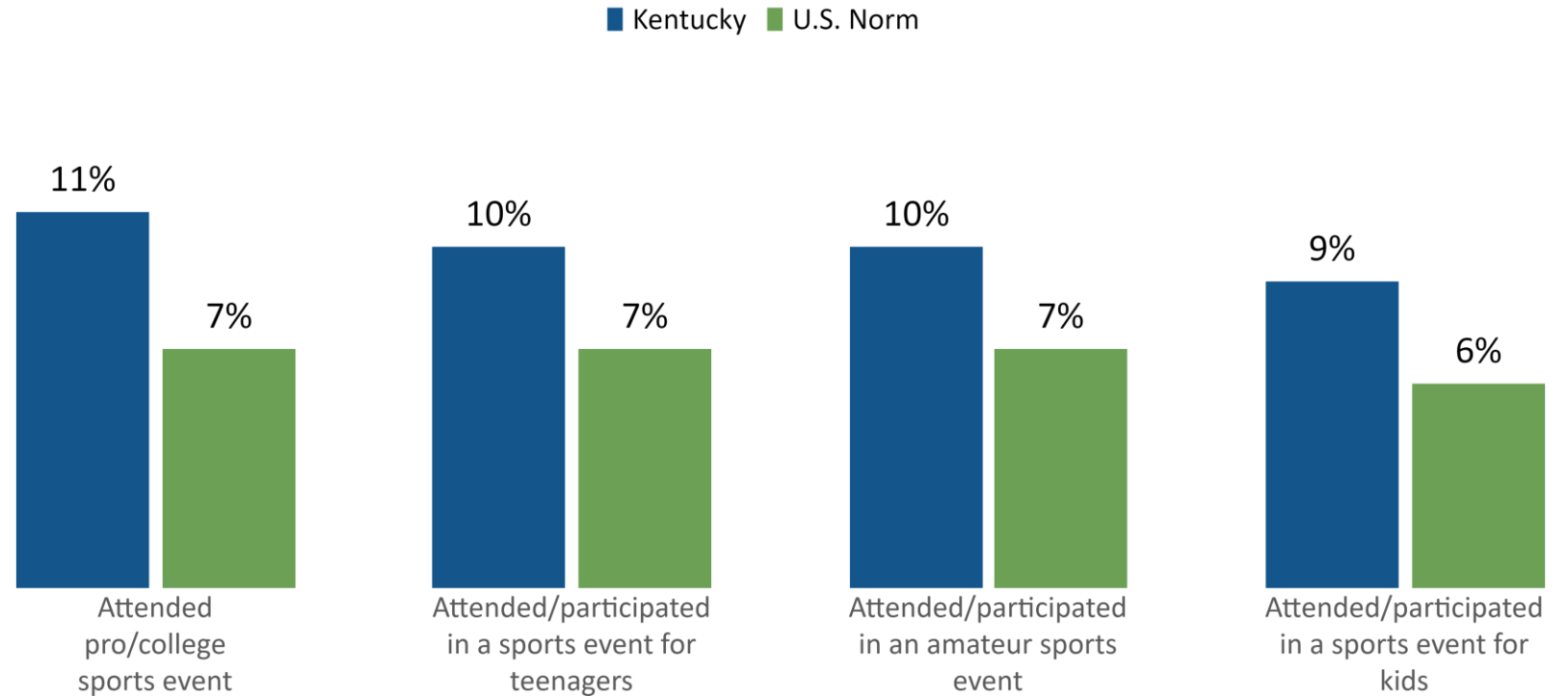
Sporting Events

Top Sporting Events for Kentucky Travelers

28%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%



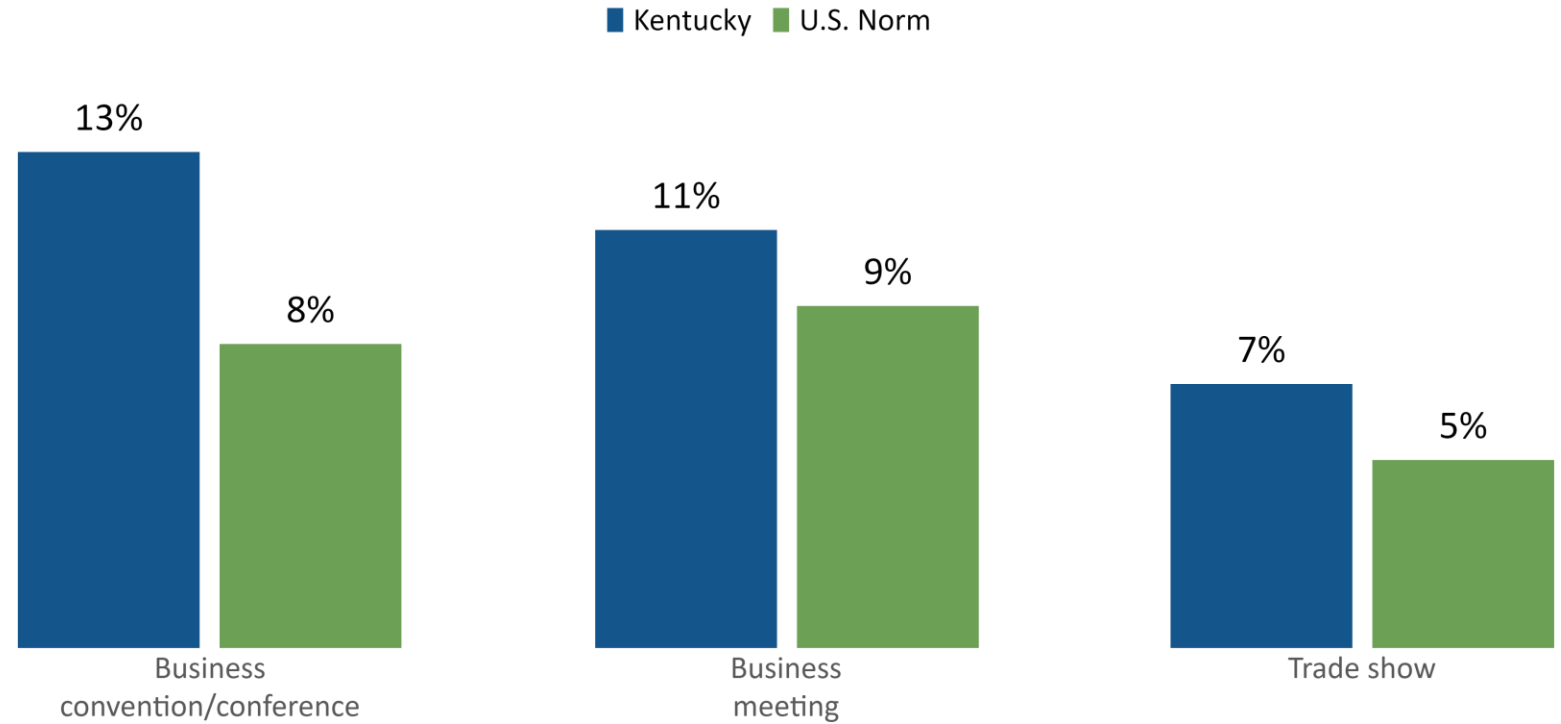
Business Activities

Top Business Activities for Kentucky Travelers

24%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%



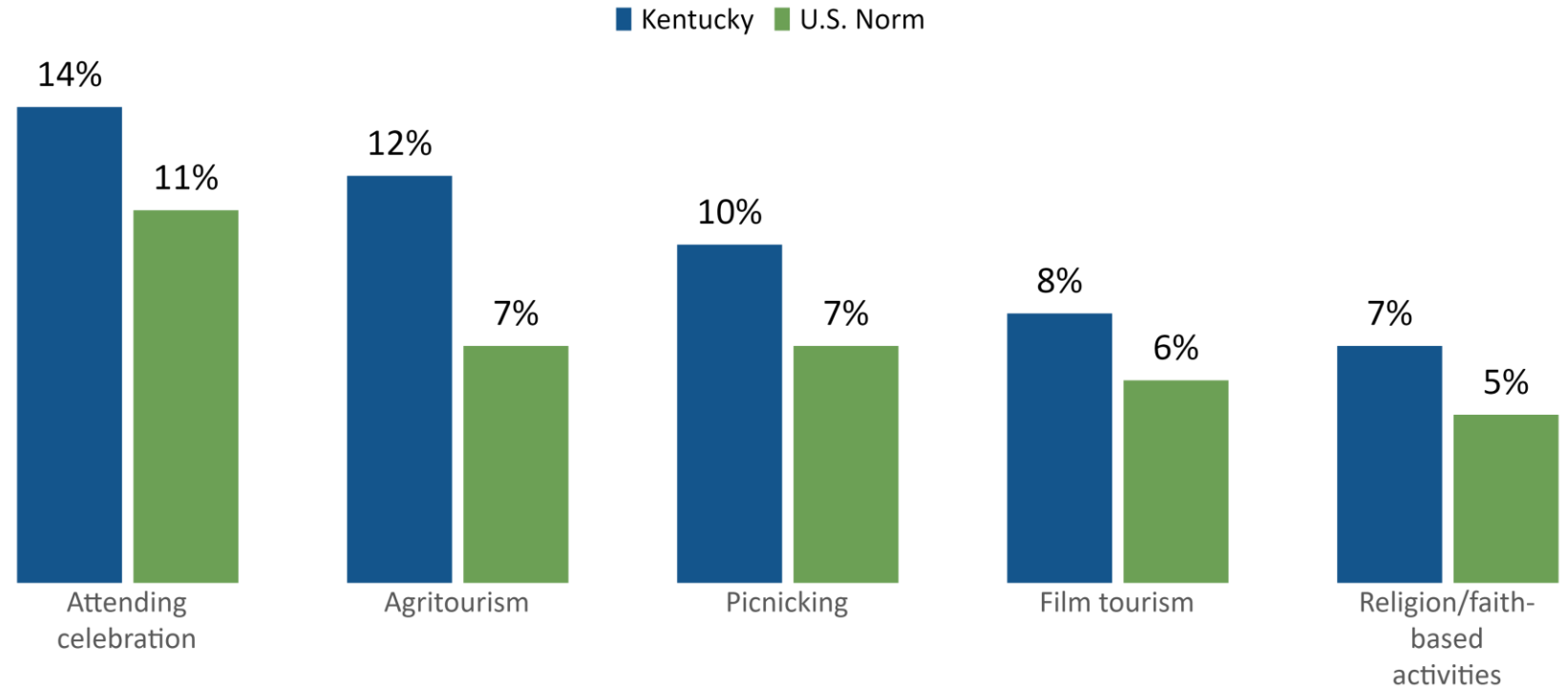
Other Activities

Top Other Activities for Kentucky Travelers

47%

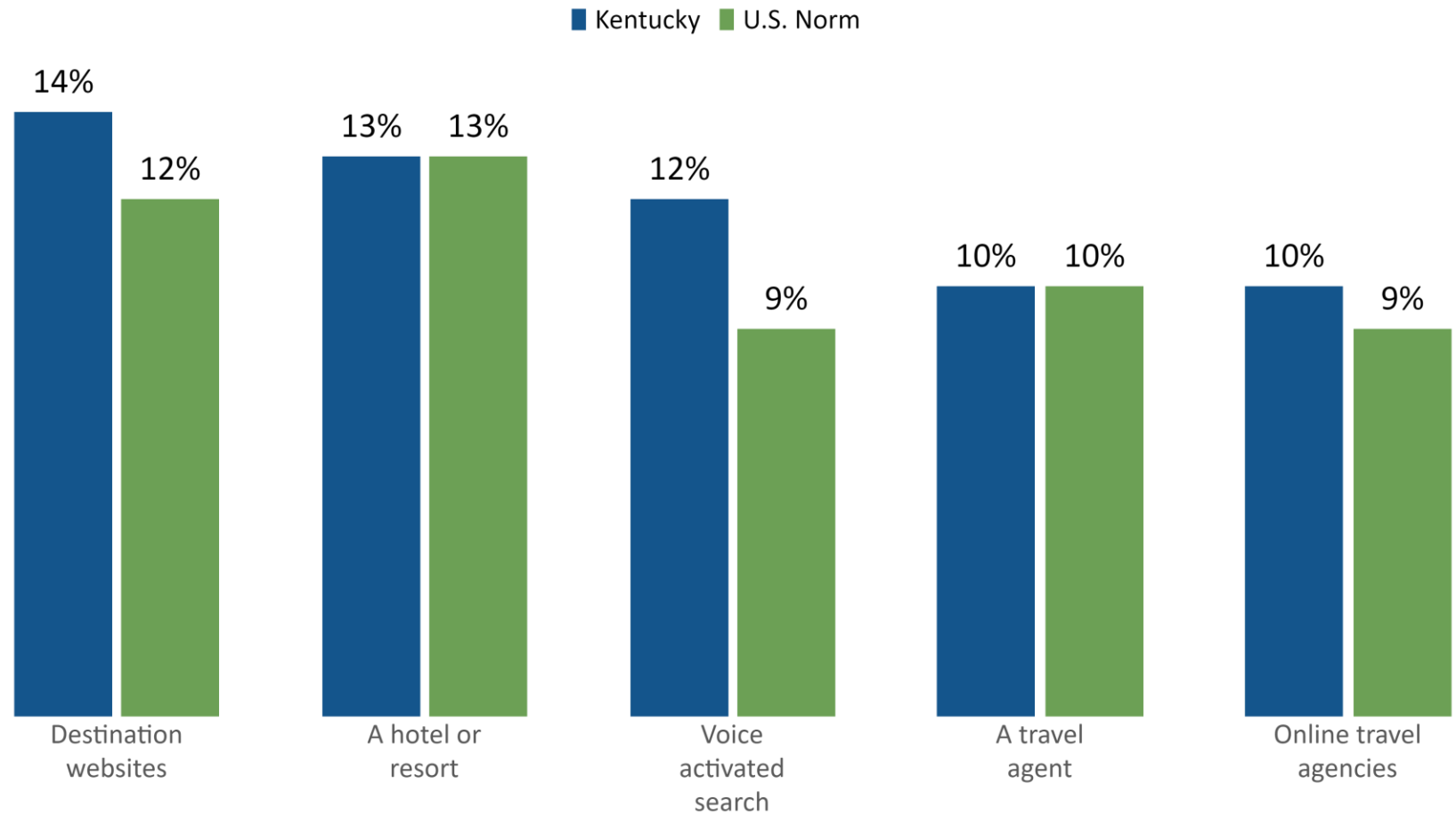
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



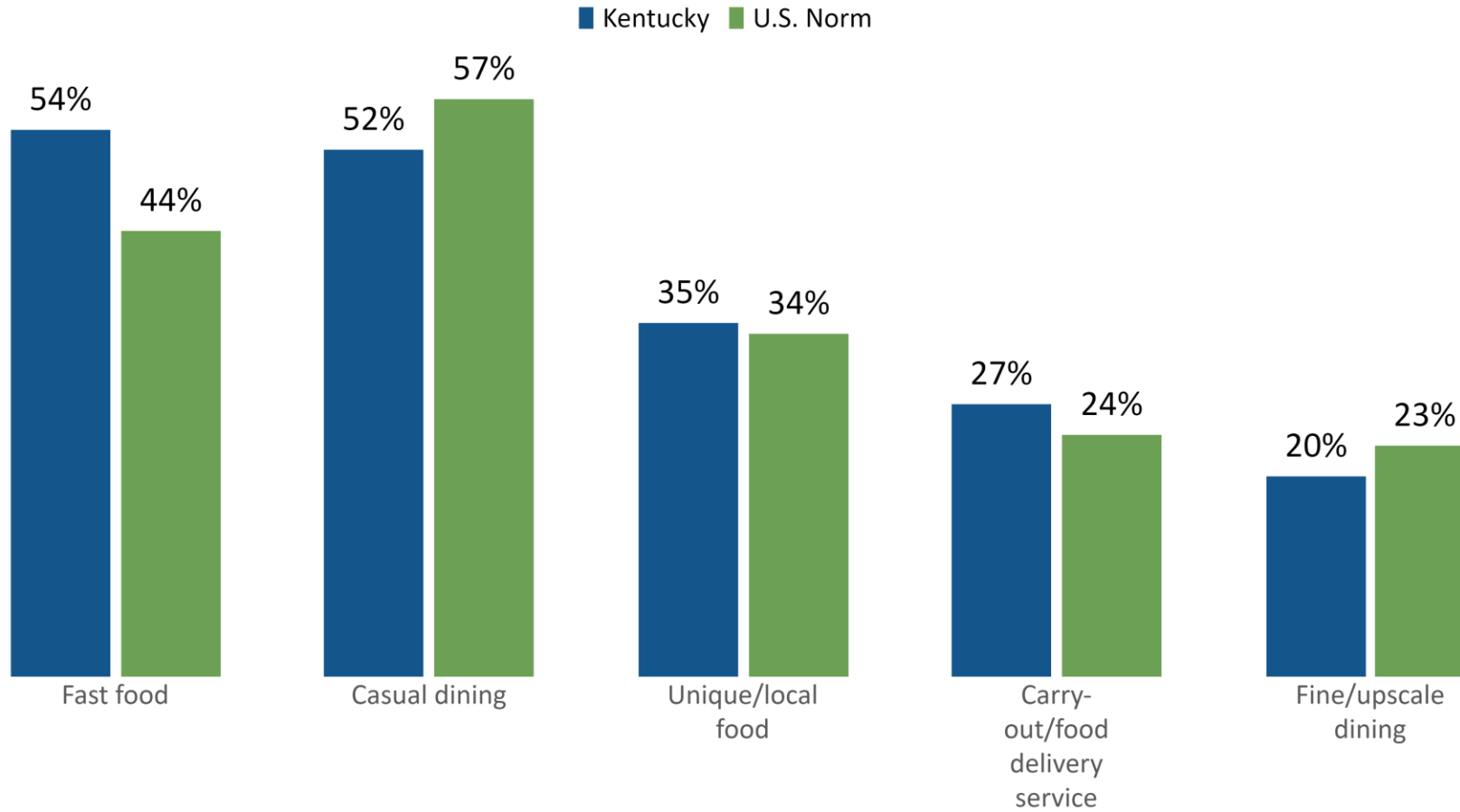
Booking: Dining

Top Booking Sources for Dining

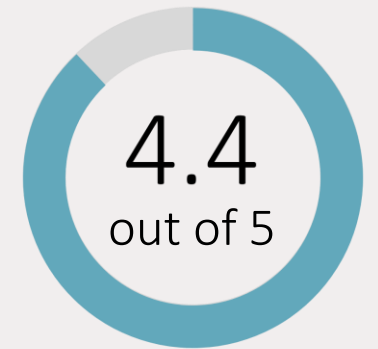


Dining

Top Dining Categories for Kentucky Travelers



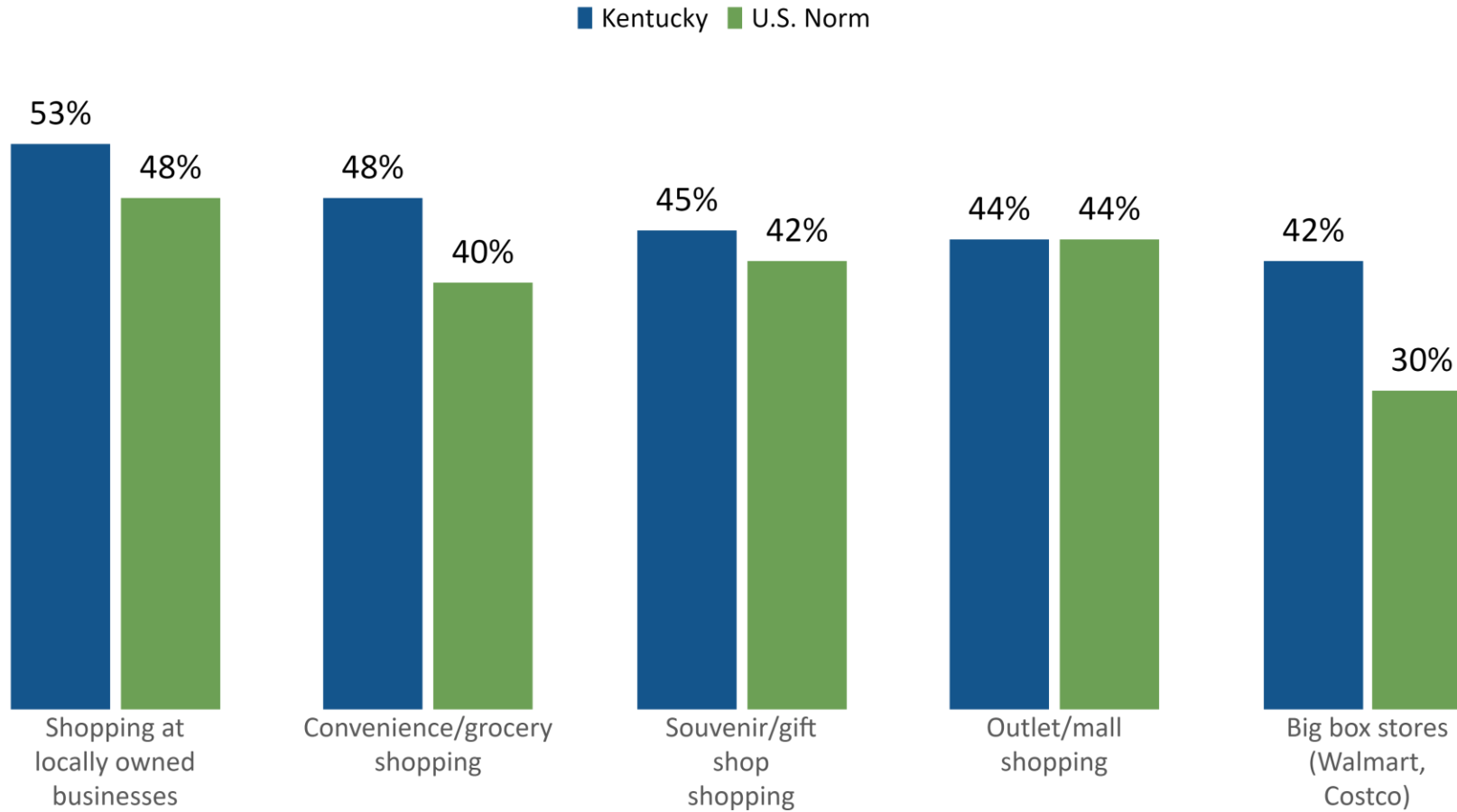
Quality of Food



Average Satisfaction Rating

Shopping

Top Shopping Categories for Kentucky Travelers



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

Post-Trip

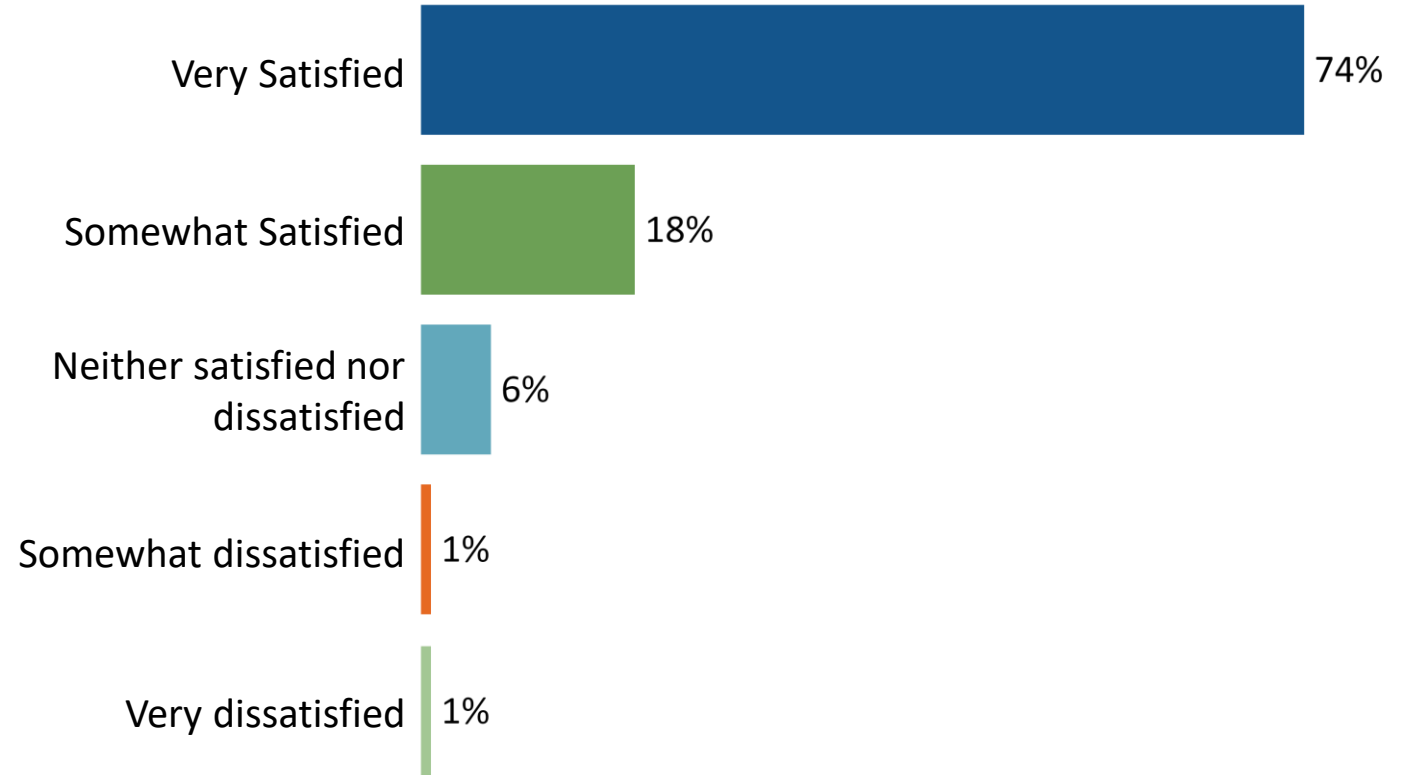
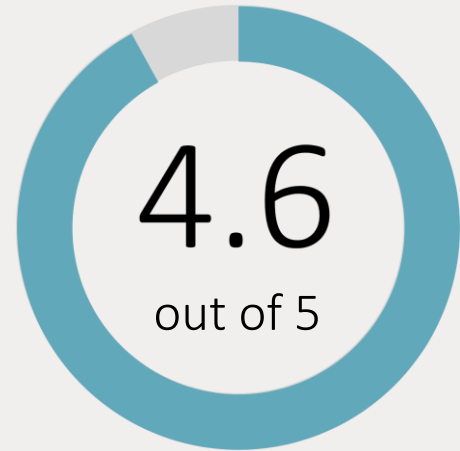
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Overnight Visitors Rated Their Kentucky Experience

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Kentucky Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



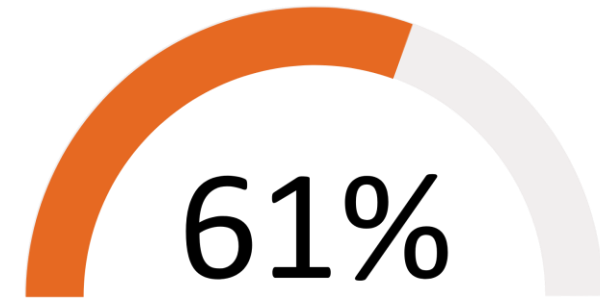
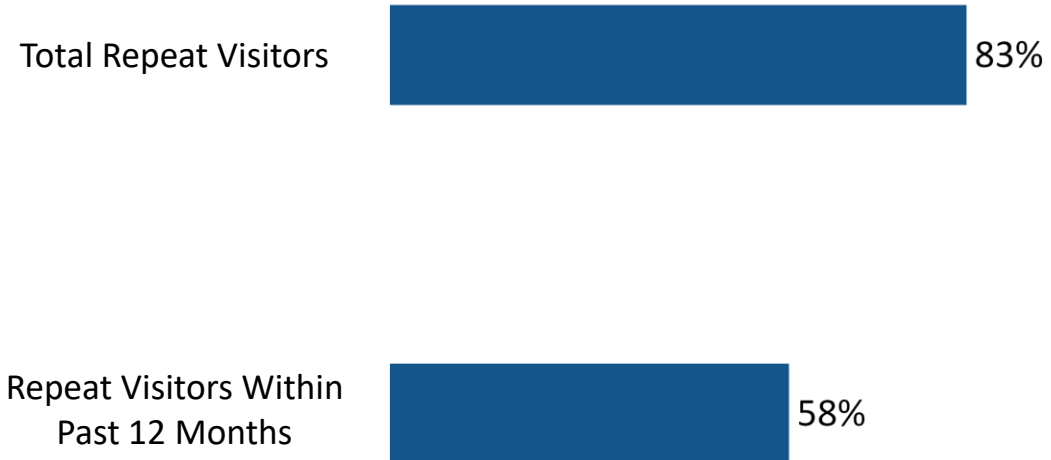
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Kentucky

Past Visitation



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

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

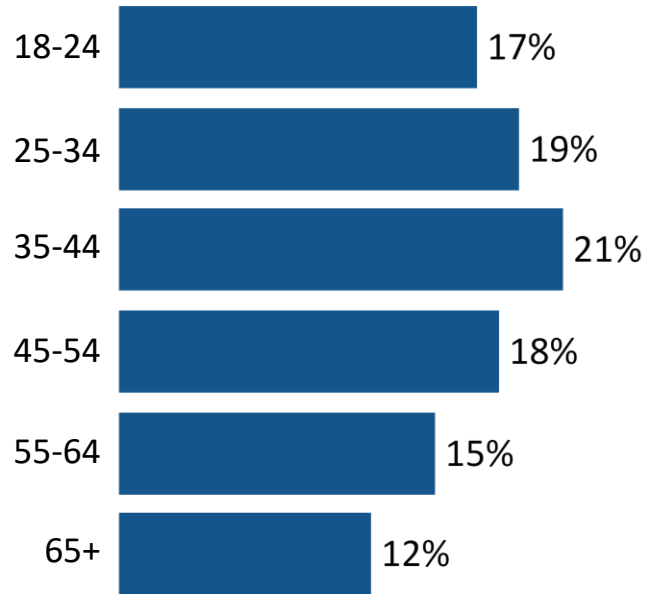
Respondent Demographics



Age, Gender, & Household Income

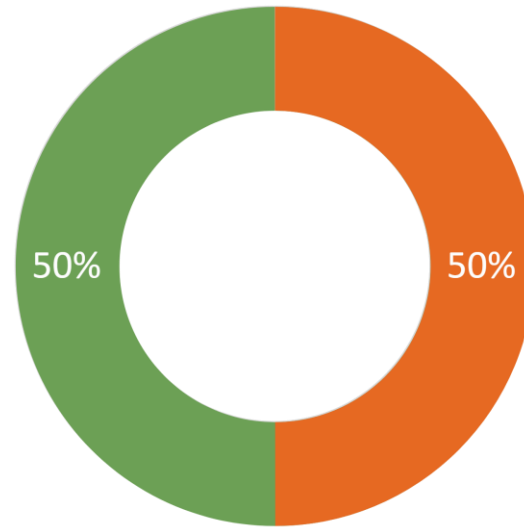
Respondent Demographics for Kentucky

Age



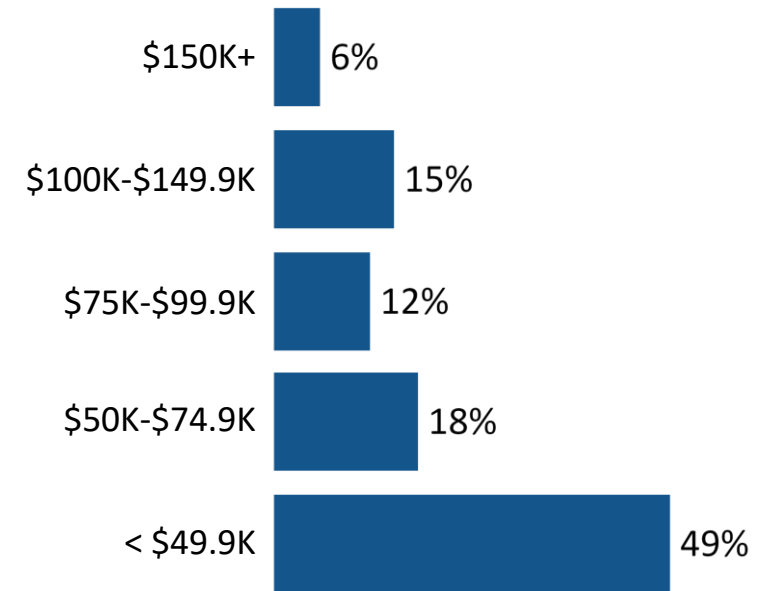
Average Age: 42.8

Gender



Female Male

Household Income

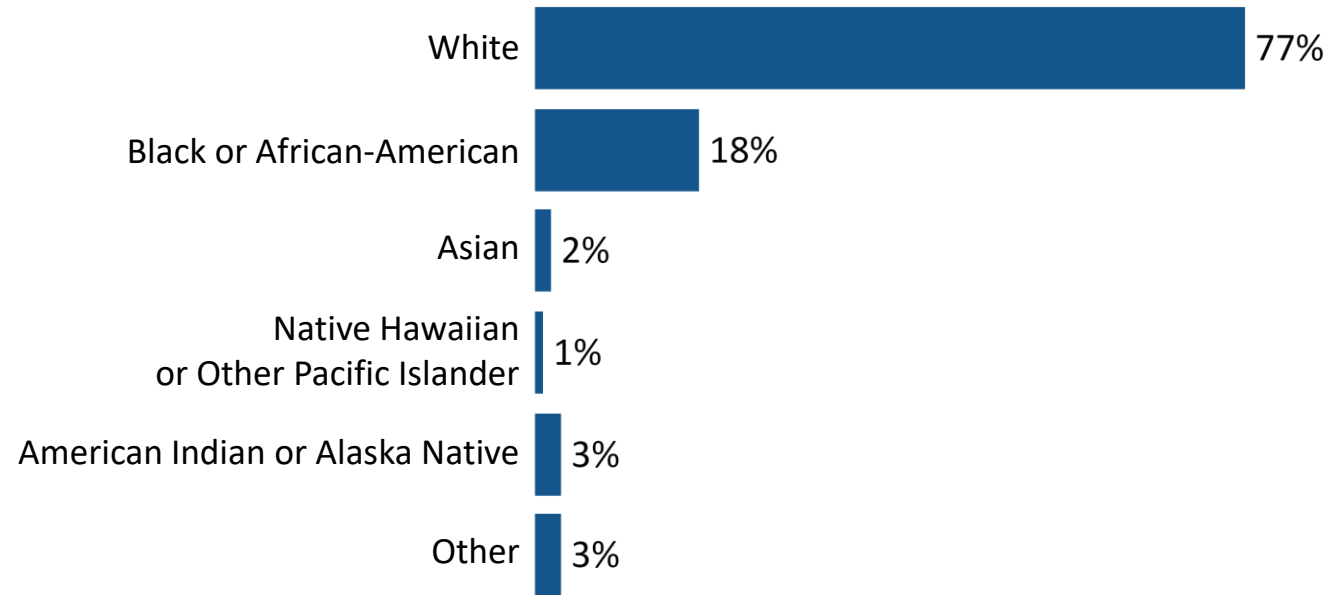


Average Income: \$66.2K

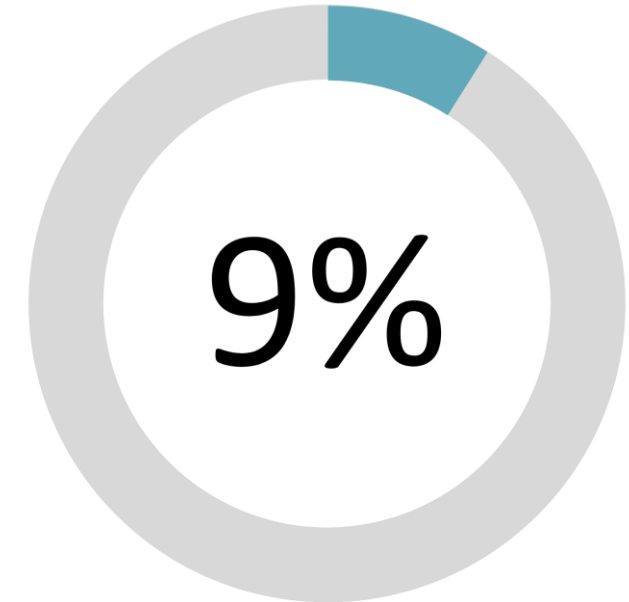
Race & Hispanic Background

Respondent Demographics for Kentucky

Race



Hispanic Background



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

Additional Demographics

Respondent Demographics for Kentucky

Employment

56% full-time / self-employed

11% part-time

33% retired / not employed / other

Marital Status

51% married / living with a partner

31% single / never married

18% divorced / widowed / separated

Military Status*

82% never served in the military

10% veteran

7% currently on active duty

4% on active duty for training

Education

33% high school diploma or less / other

21% attended some college

31% associate's or bachelor's degree

14% graduate or professional degree

Sexual Orientation

88% straight

4% gay / lesbian

6% bisexual

2% other / not sure

Household Size

22% 1 member

32% 2 members

18% 3 members

15% 4 members

13% 5+ members

* Multi-select to include status for all household members

Longwoods
INTERNATIONAL

Travel USA®

Kentucky Regional Map

2025







Travel USA®

Overnight Visitation Northern Kentucky River Profile Report

2024/2025



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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 overnight trips in 2024/2025:

708

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	23%
------	-----

Kentucky	18%
----------	-----

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

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

Tennessee	4%
-----------	----



2024/2025

Cincinnati, OH/KY	14%
-------------------	-----

Louisville, KY	7%
----------------	----

Lexington, KY	7%
---------------	----

Indianapolis-Lafayette, IN	6%
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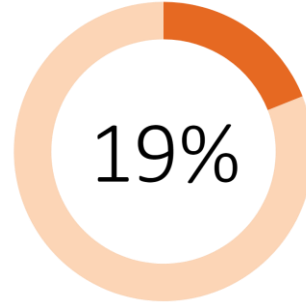
Columbus, OH	6%
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Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

23%

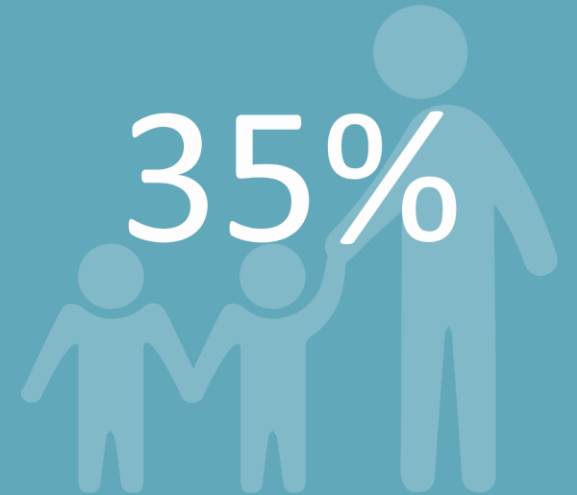


Travel Parties with Pets



Travel Parties
with Children

35%



Travel Party Composition

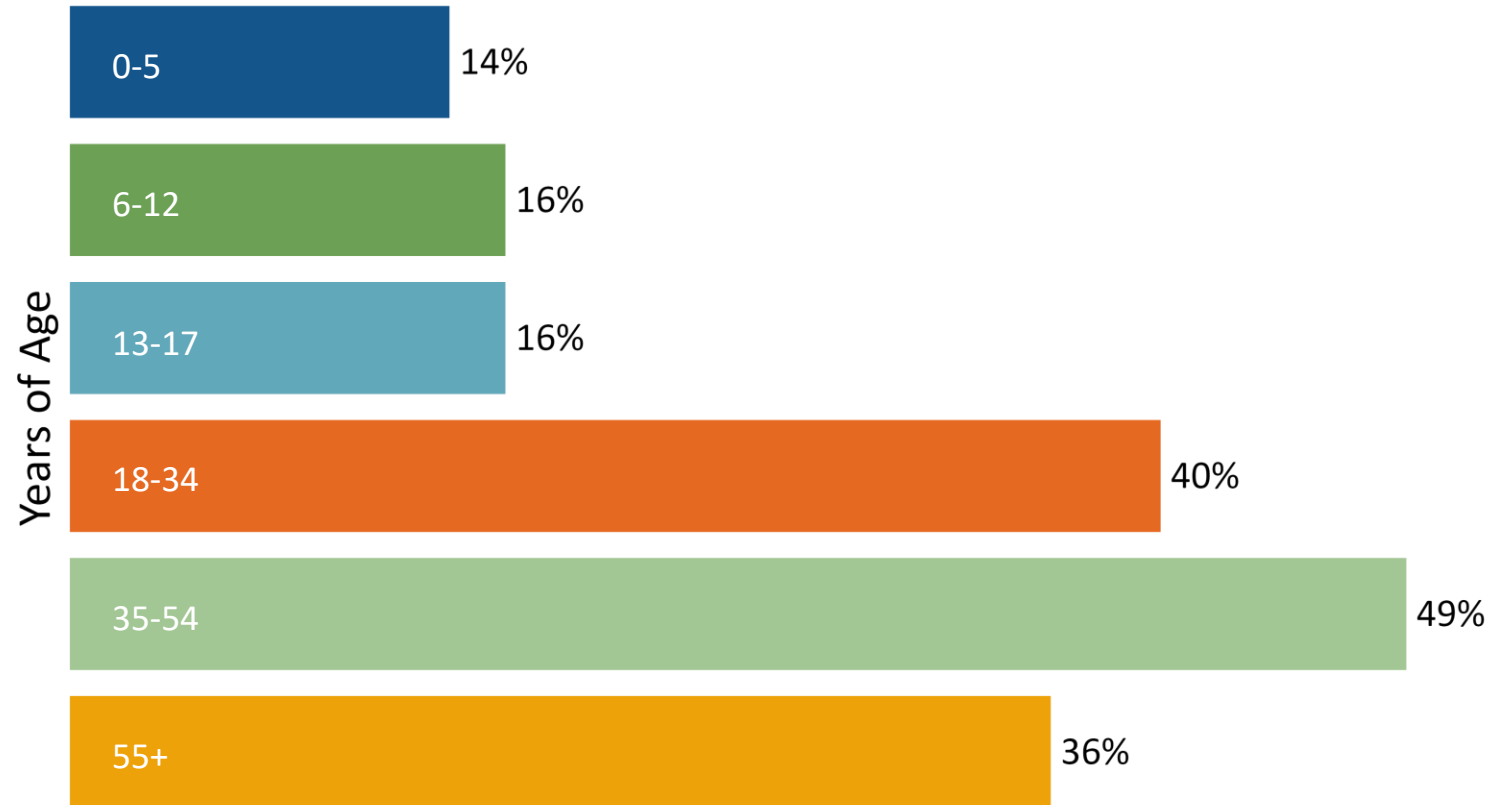
Travel Party Size & Age

Average Travel
Party Size

2.8



Travel Party Age



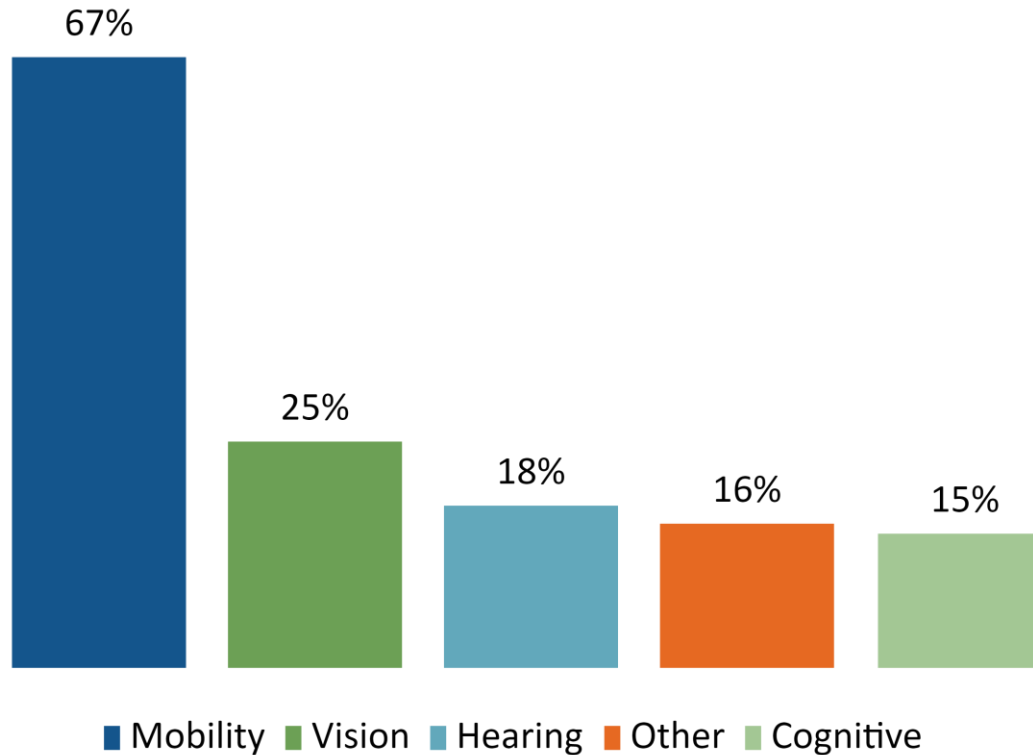
Travelers with Travel-Limiting Disabilities

Disability Categorizations

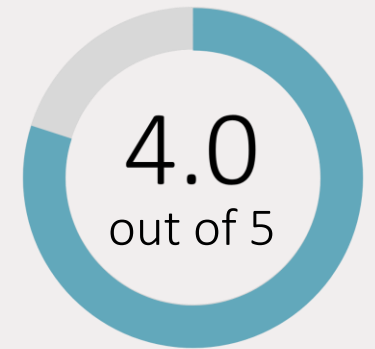
Travel Parties with
an Individual Who
Required
Accessibility
Services

20%

▲ +2.5% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

44%

Visiting friends / relatives

▲ +5.9% vs U.S. Norm

13%

Touring

▲ +1.9% vs U.S. Norm

9%

Outdoors

▲ +0.3% vs U.S. Norm

8%

Special event

▲ +0.3% vs U.S. Norm

5%

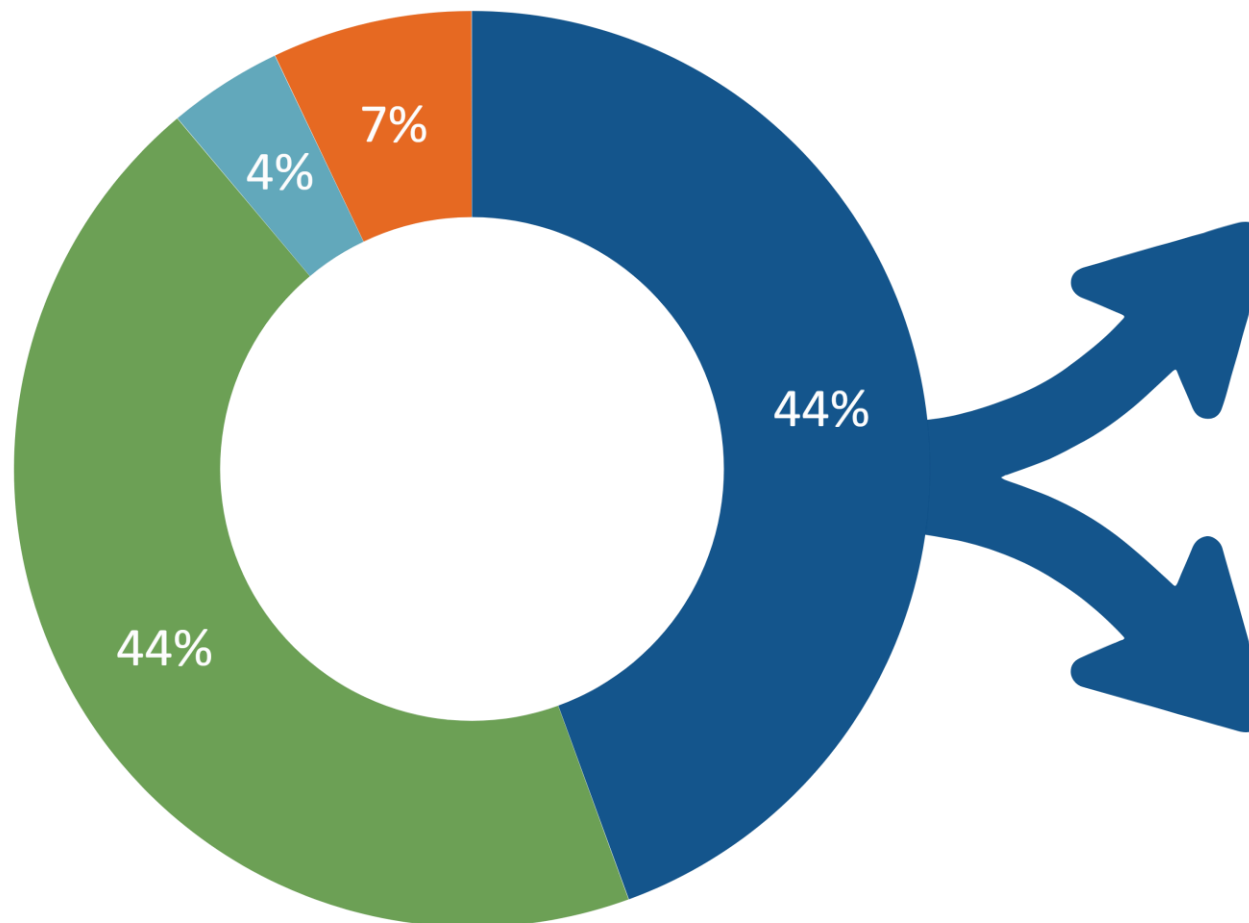
Other business trip

▲ +1.6% 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 Northern Kentucky River
Region

8%

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

29%

Budget friendly traveler:
prioritizing affordability
and value for money

15%

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

15%

Family traveler:
prioritizing activities and
accommodations
suitable for children

8%

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

7%

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

7%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

Pre-Trip

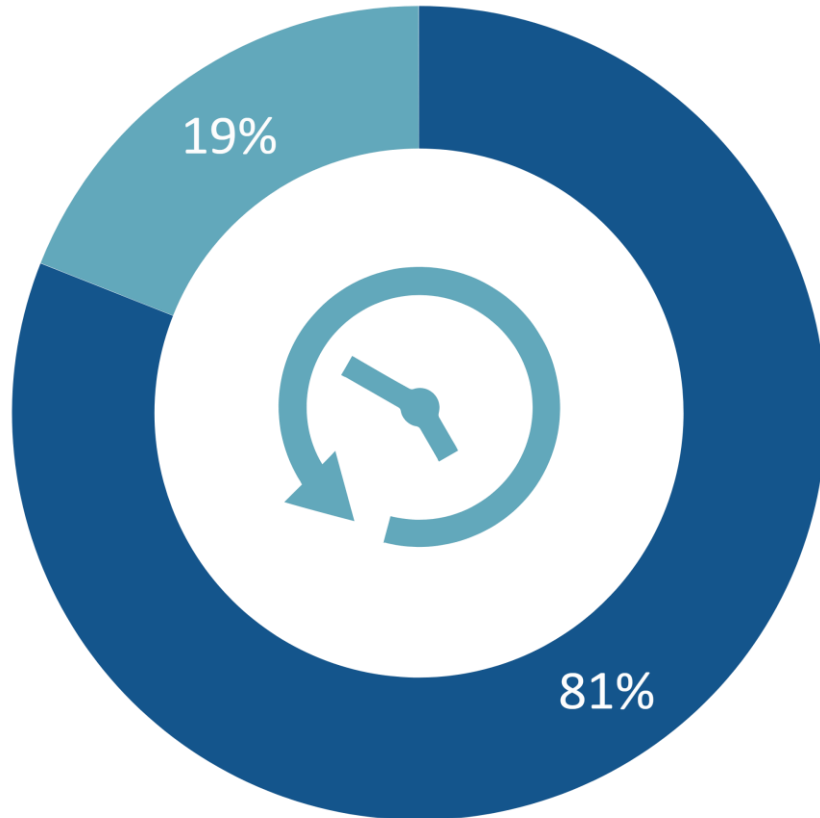
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

19%



+8.3% vs U.S. Norm

2 months or
less

48%



+0.1% vs U.S. Norm

3-5 months

14%



-6.6% vs U.S. Norm

6 months or
more

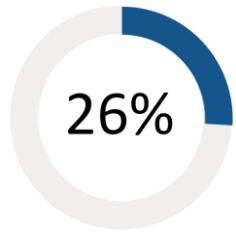
19%



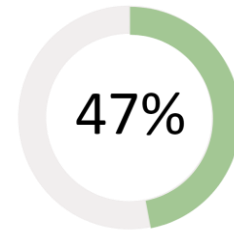
-1.9% vs U.S. Norm

Sources of Trip Planning

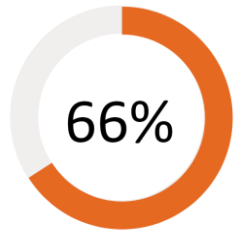
Share of Travelers Who Used Each Media Type for Trip Planning



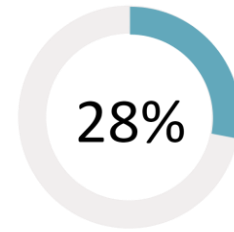
Print



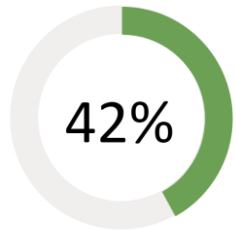
In-Person



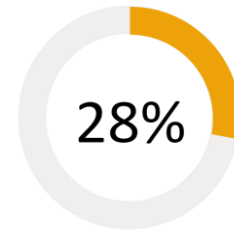
Online/Digital



TV/Video



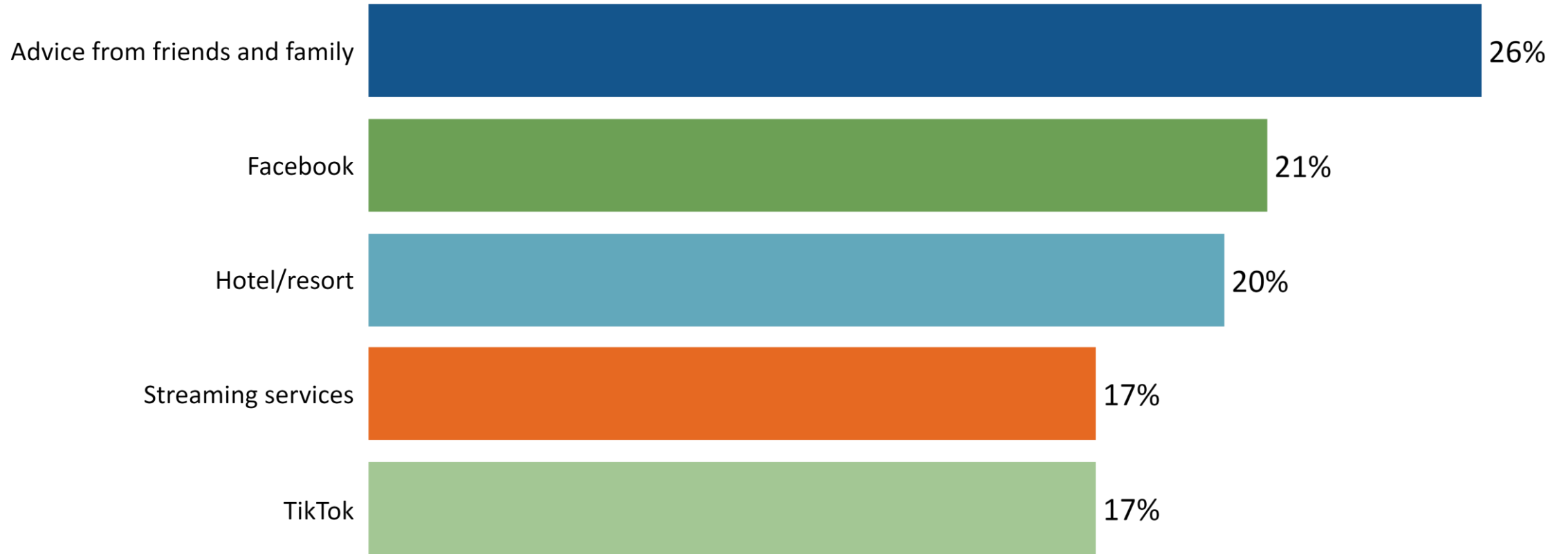
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

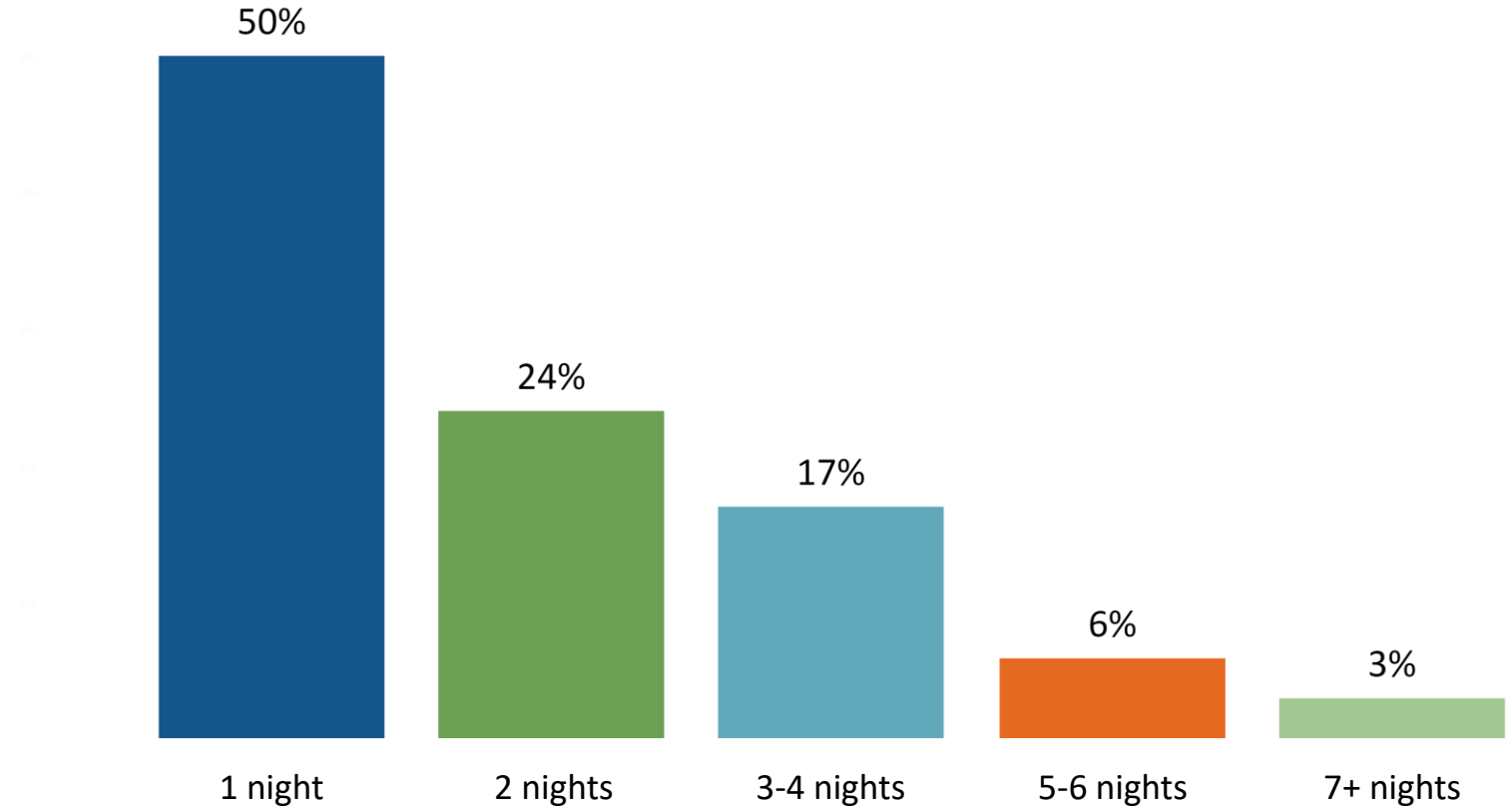
Trip Structure

Trip Structure

Nights Spent in Northern Kentucky River Region

Average
Number of Nights

2.3



Trip Structure

Share of Total Trip Spent in Northern Kentucky River Region

Average Number of
Nights Spent in Northern
Kentucky River Region

2.3

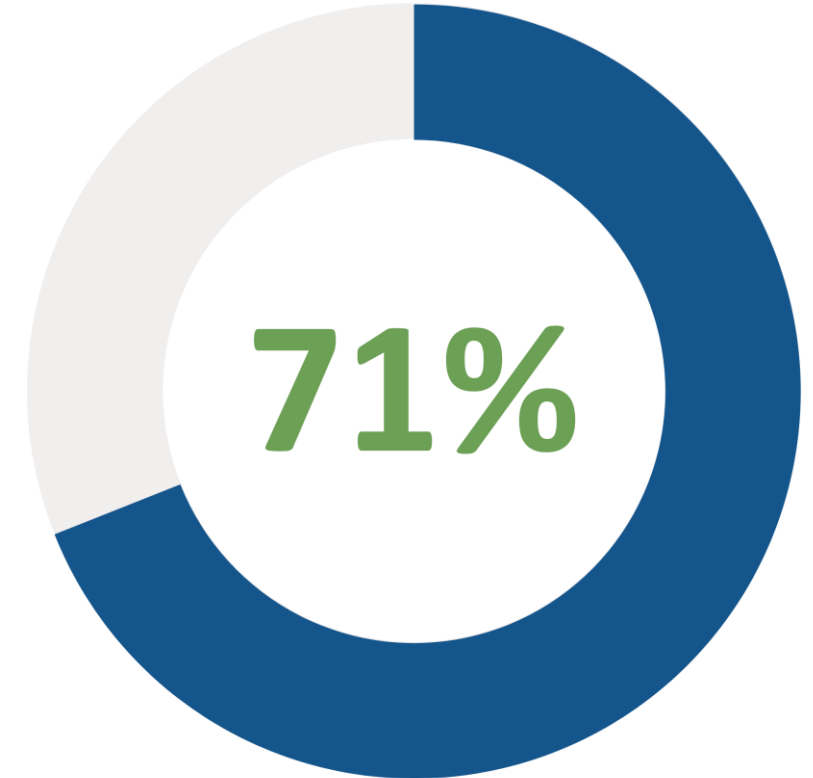
Average Number of
Total Trip Nights

3.2

=

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

Share of Total Trip Spent in
Northern Kentucky River Region



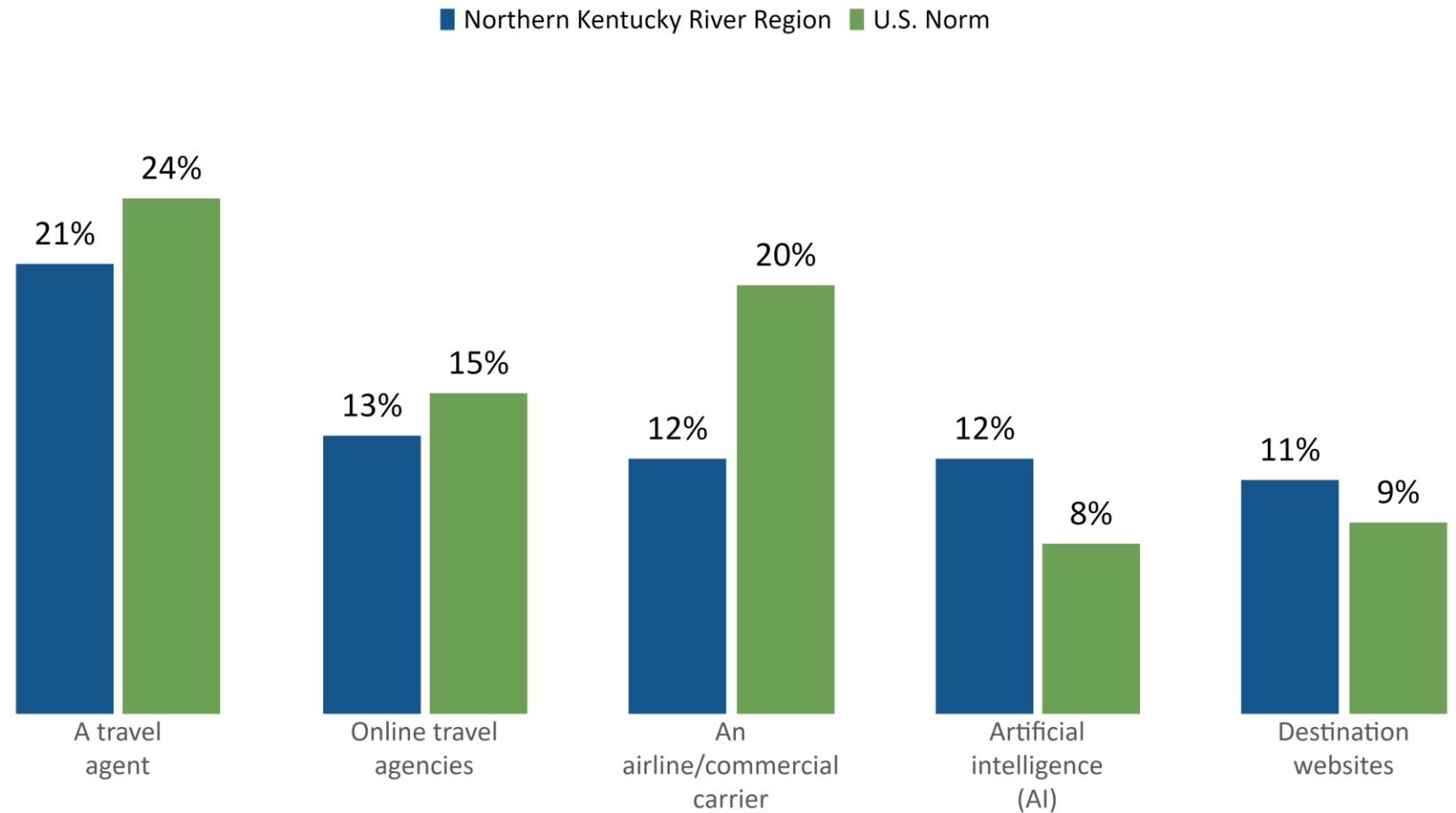
A higher percentage identifies the destination as the primary focus of travelers' itinerary.

During Trip

Transportation & Accommodations

Booking: Transportation

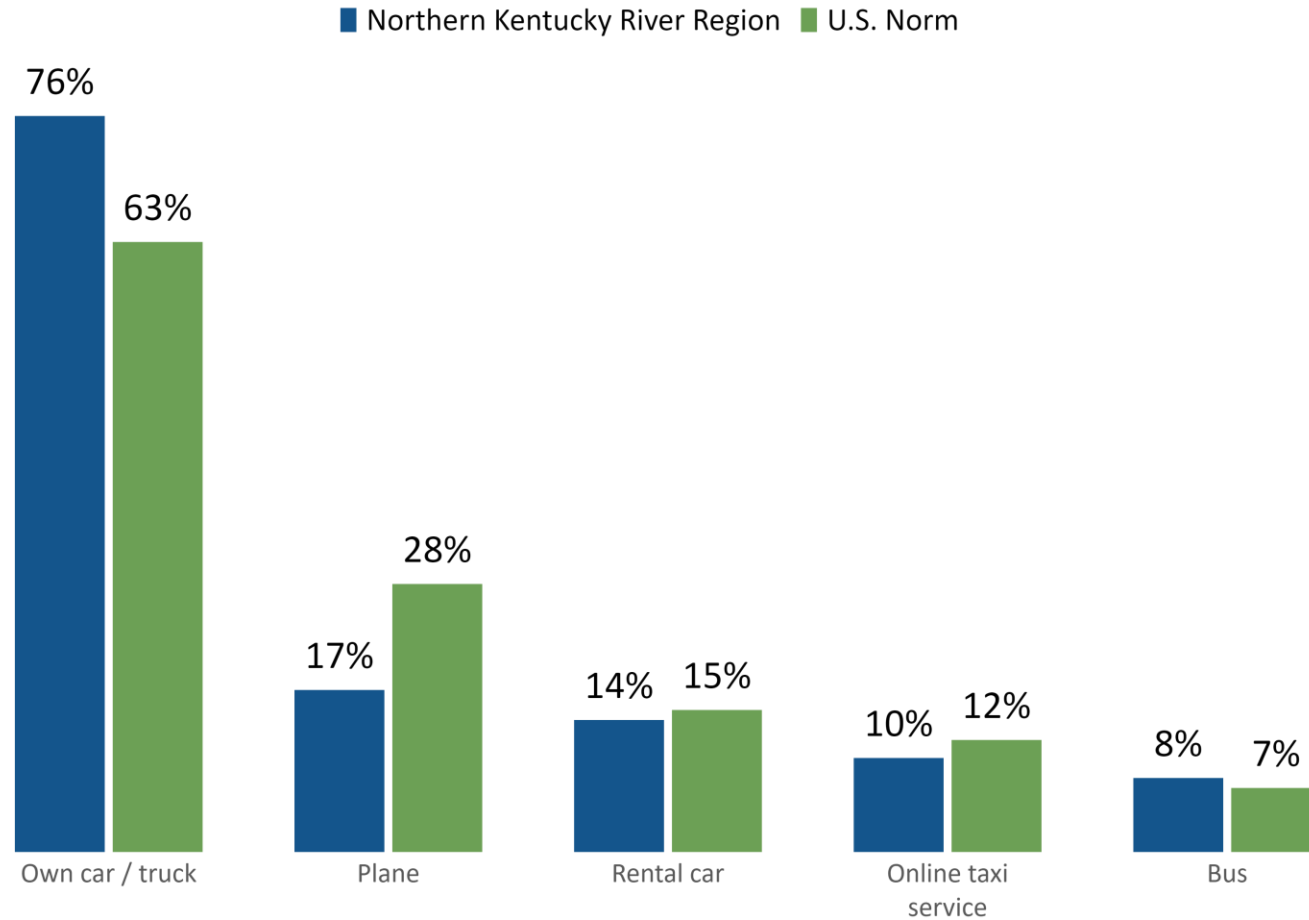
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Northern Kentucky River Region



Vehicle Type

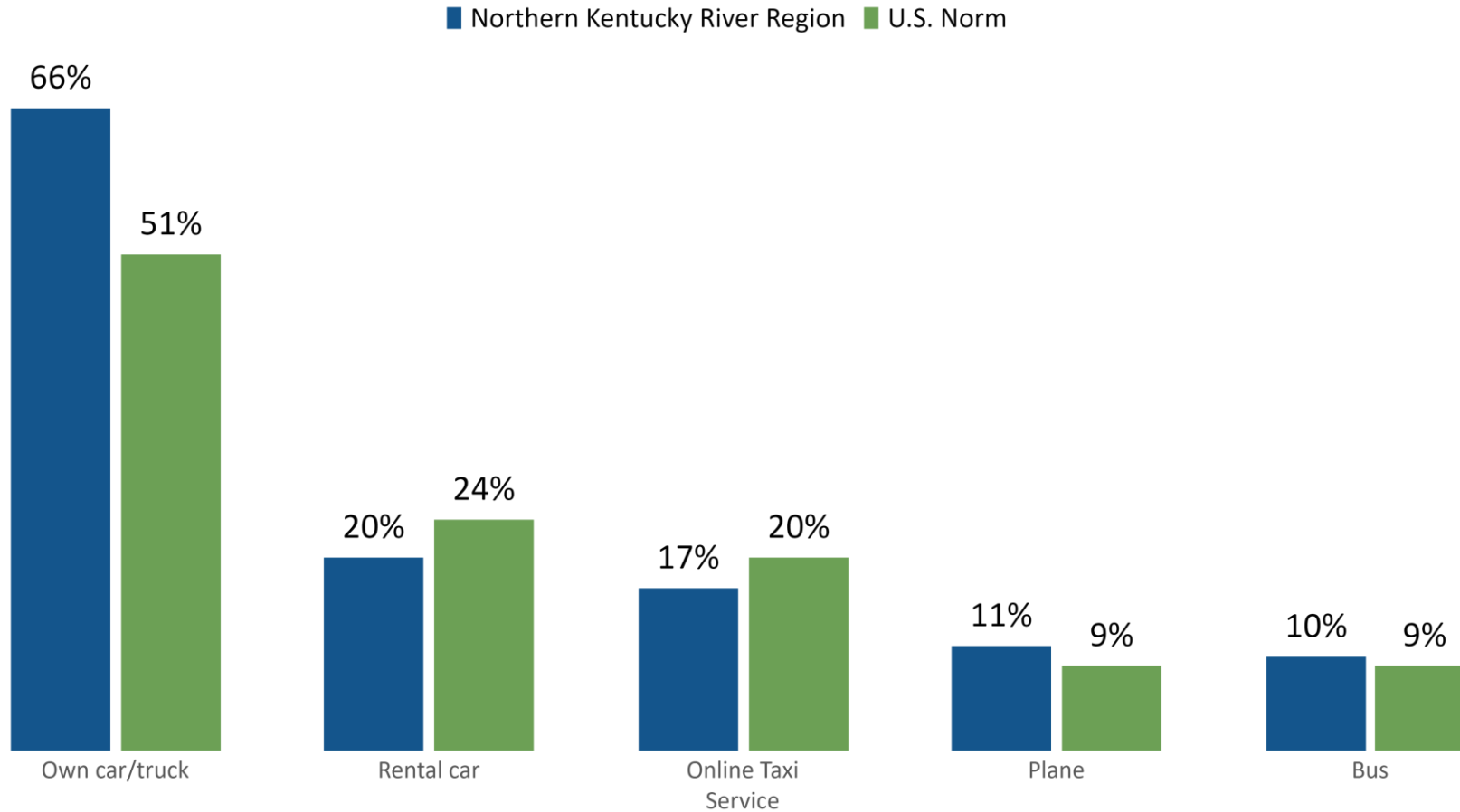
Gasoline/diesel	88%	▲	+8.6% vs U.S. Norm
Hybrid	9%	▼	-3.7% vs U.S. Norm
Electric	8%	▼	-2.9% vs U.S. Norm
Plug-in-hybrid	5%	▼	-1.2% vs U.S. Norm

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

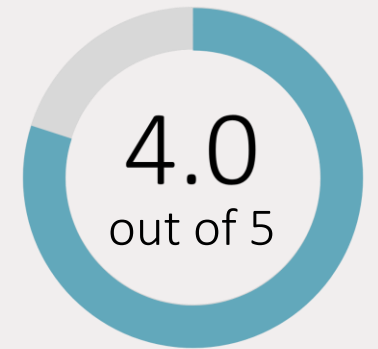
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Northern Kentucky River Region



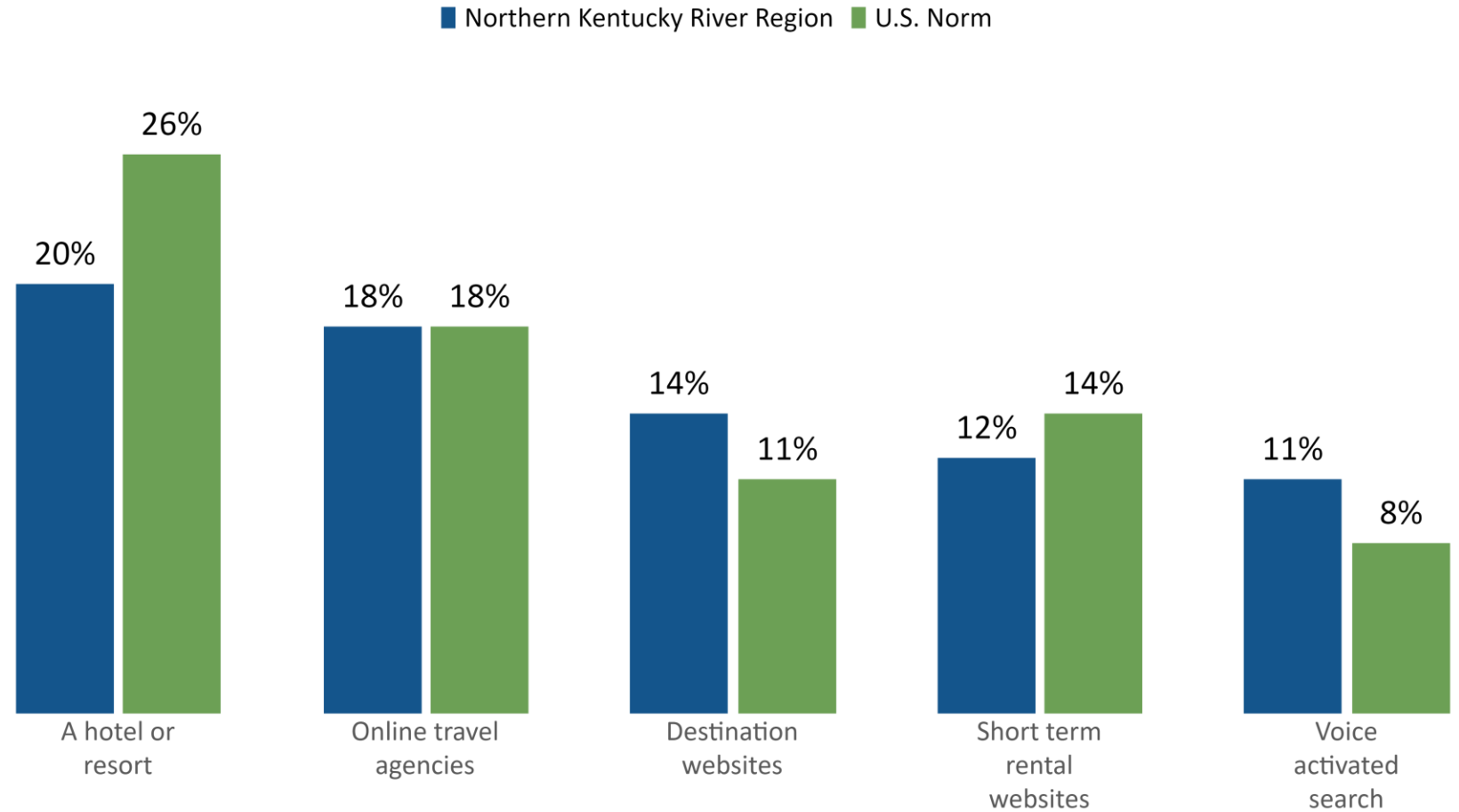
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

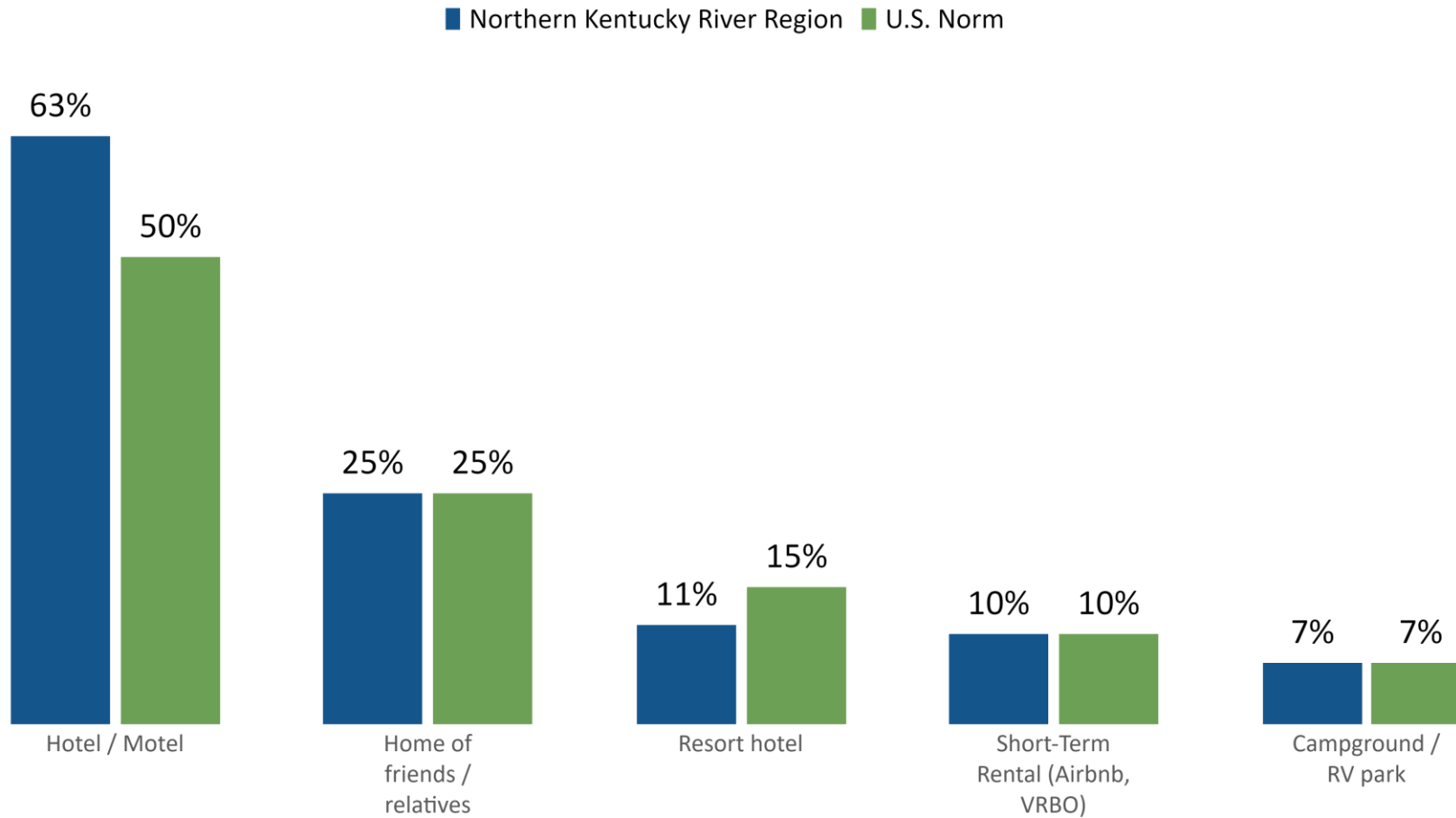
Top Booking Sources for Accommodations



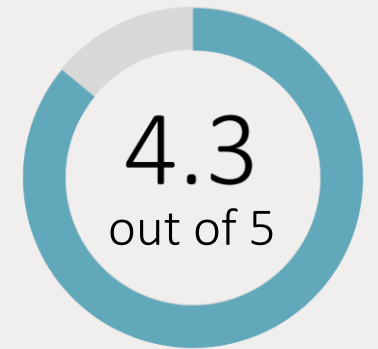
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Northern Kentucky River Region Travelers



Quality of Accommodations



Average Satisfaction Rating

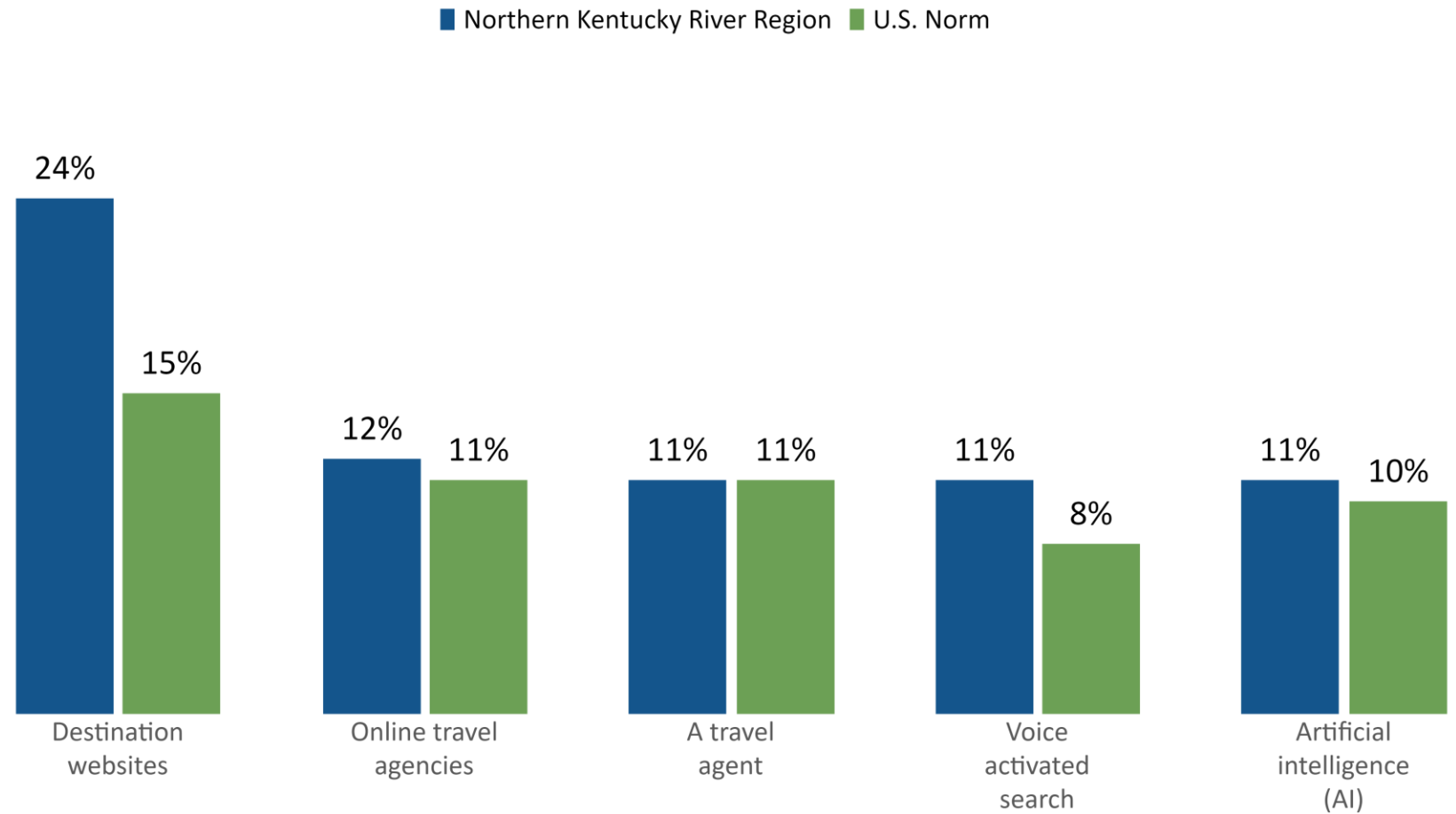
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



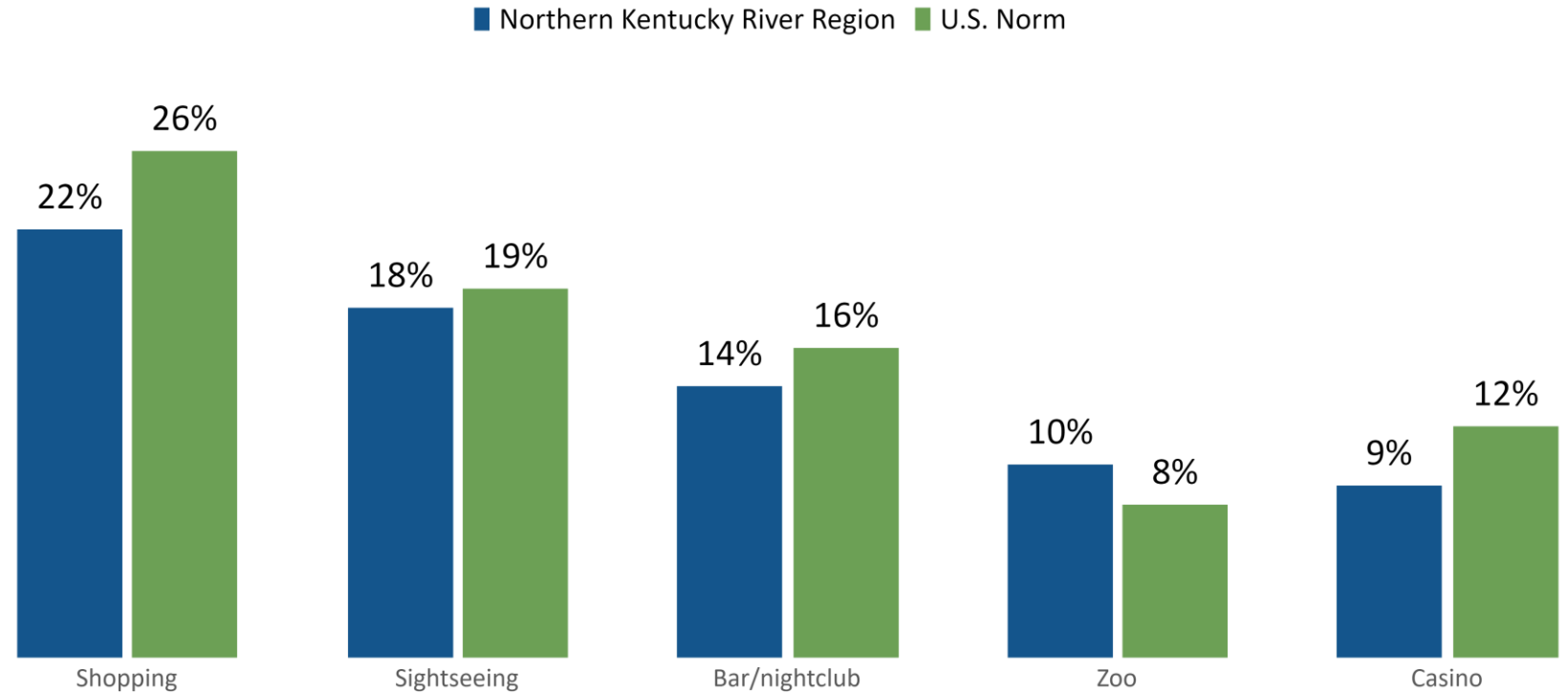
Entertainment Activities

Top Entertainment Activities for Northern Kentucky River Region Travelers

57%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%



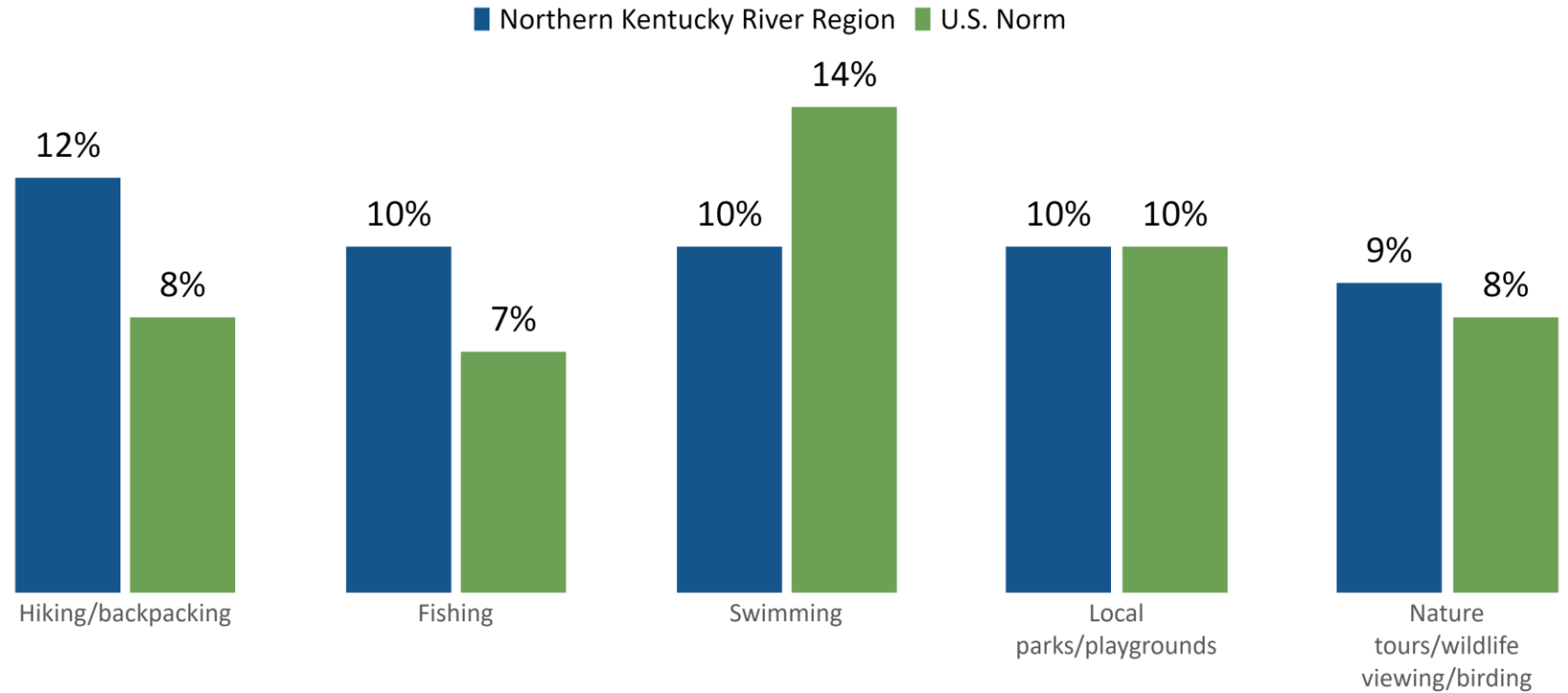
Recreational Activities

Top Recreational Activities for Northern Kentucky River Region Travelers

47%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%



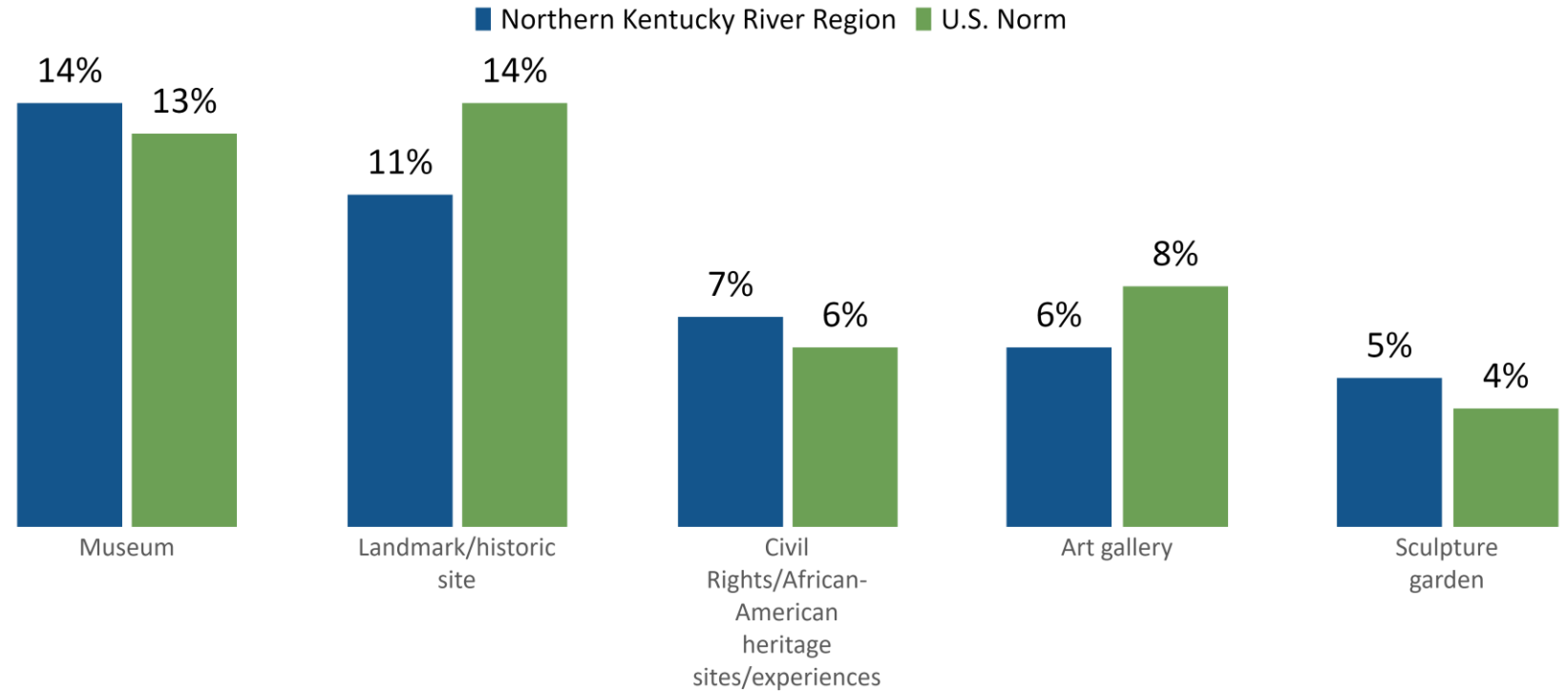
Cultural Activities

Top Cultural Activities for Northern Kentucky River Region Travelers

32%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



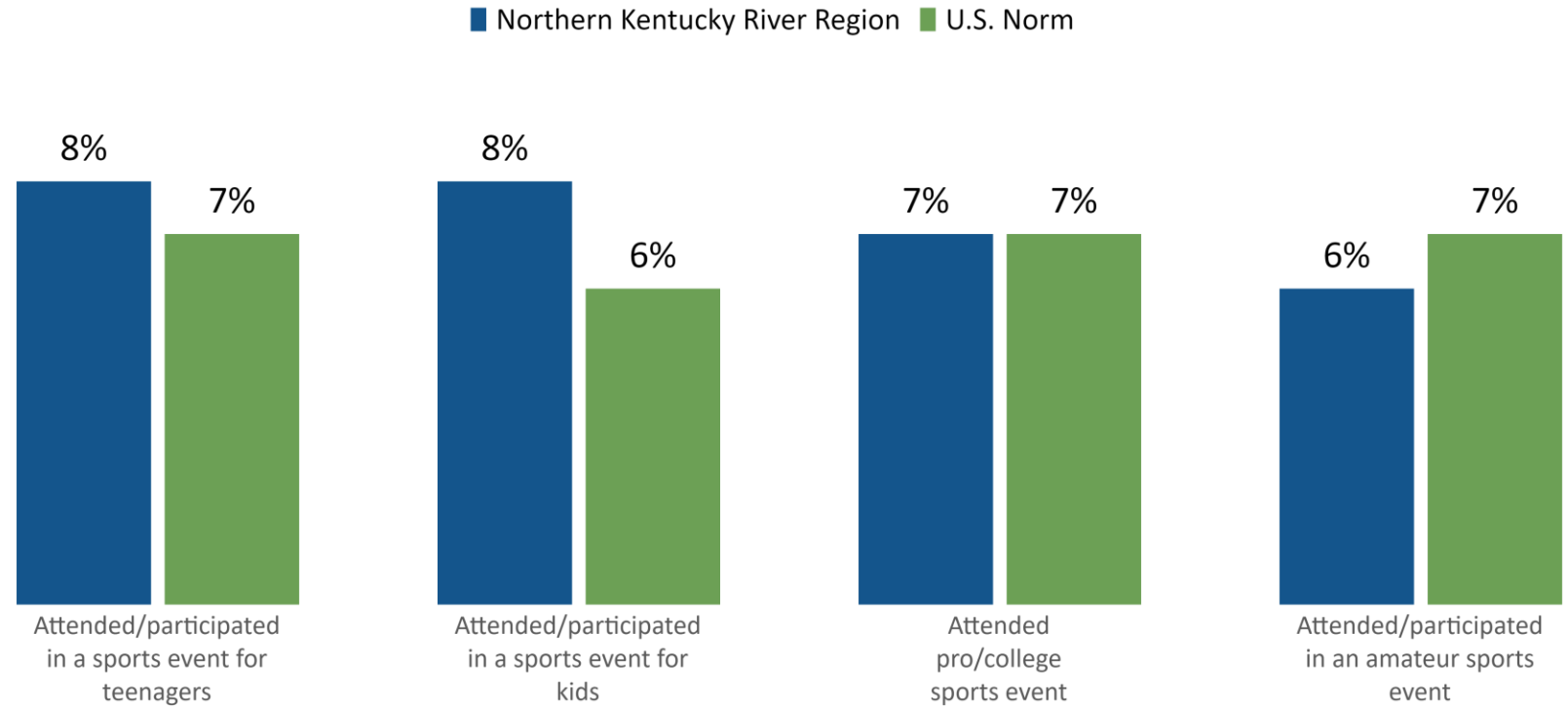
Sporting Events

Top Sporting Events for Northern Kentucky River Region Travelers

23%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%



Business Activities

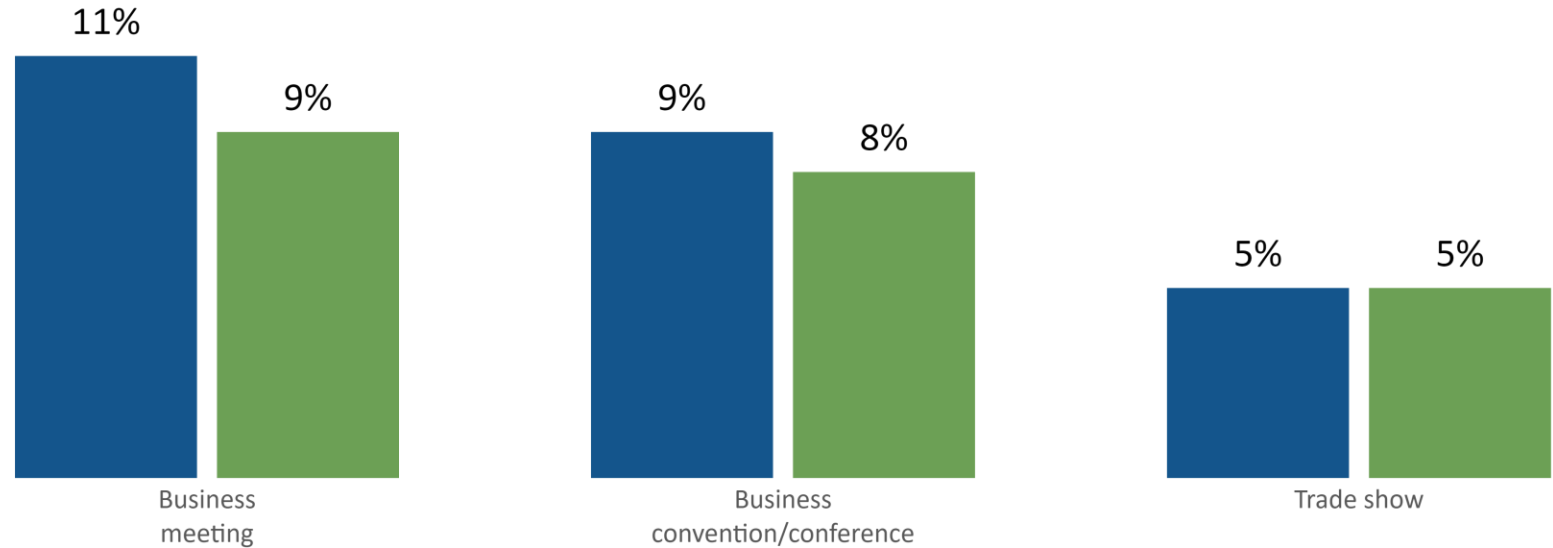
Top Business Activities for Northern Kentucky River Region Travelers

21%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%

■ Northern Kentucky River Region ■ U.S. Norm



Other Activities

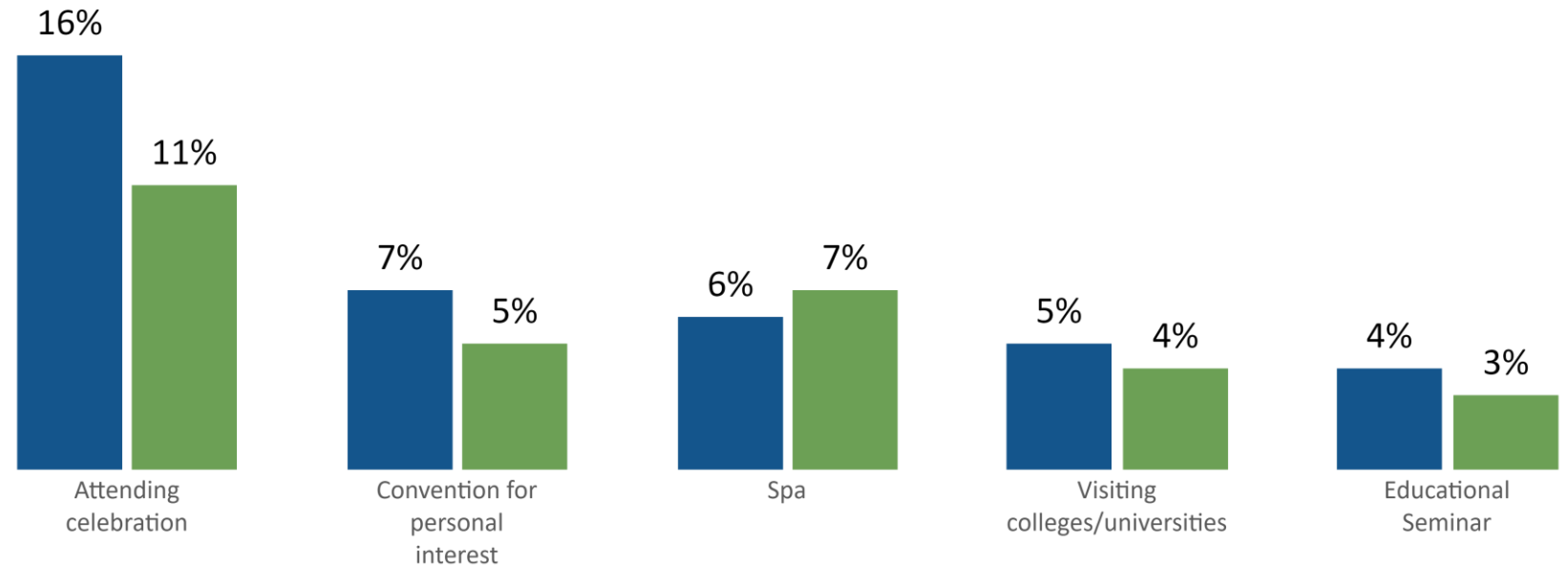
Top Other Activities for Northern Kentucky River Region Travelers

38%

Participated in
Other
Activities
During Their Trip

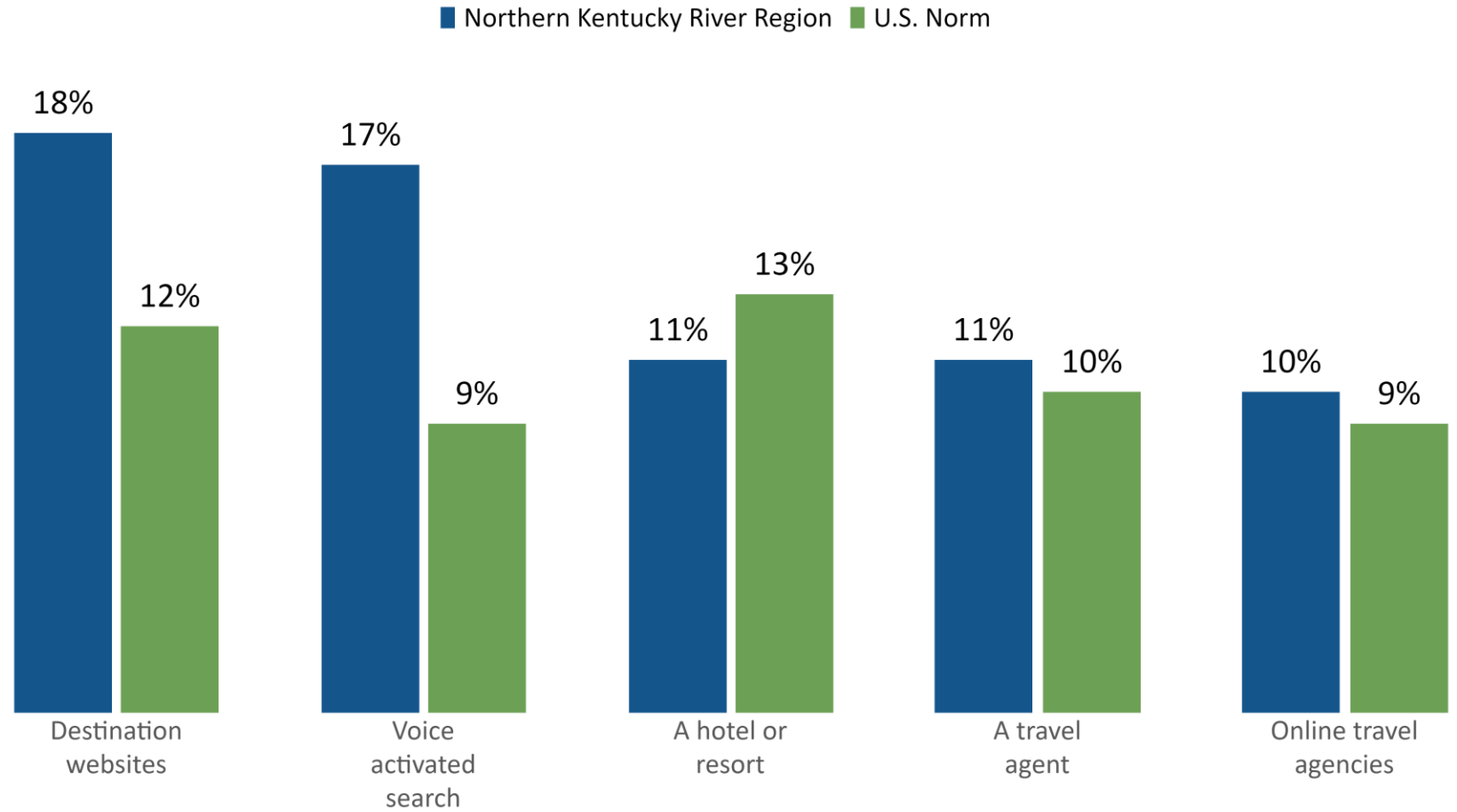
U.S. Norm: 41%

■ Northern Kentucky River Region ■ U.S. Norm



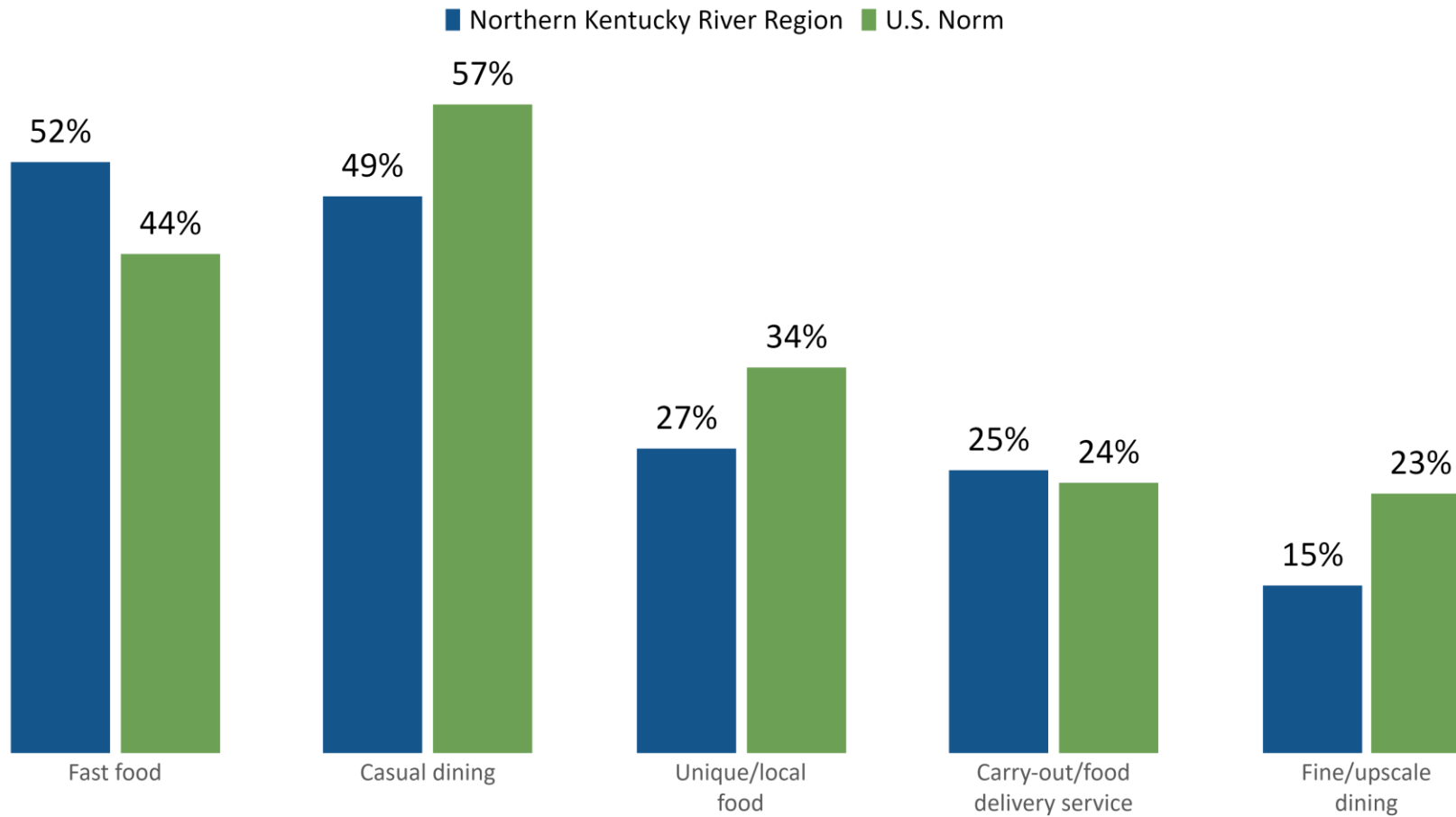
Booking: Dining

Top Booking Sources for Dining

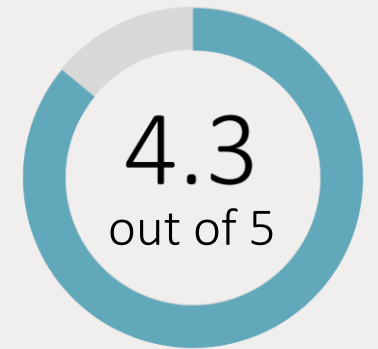


Dining

Top Dining Categories for Northern Kentucky River Region Travelers



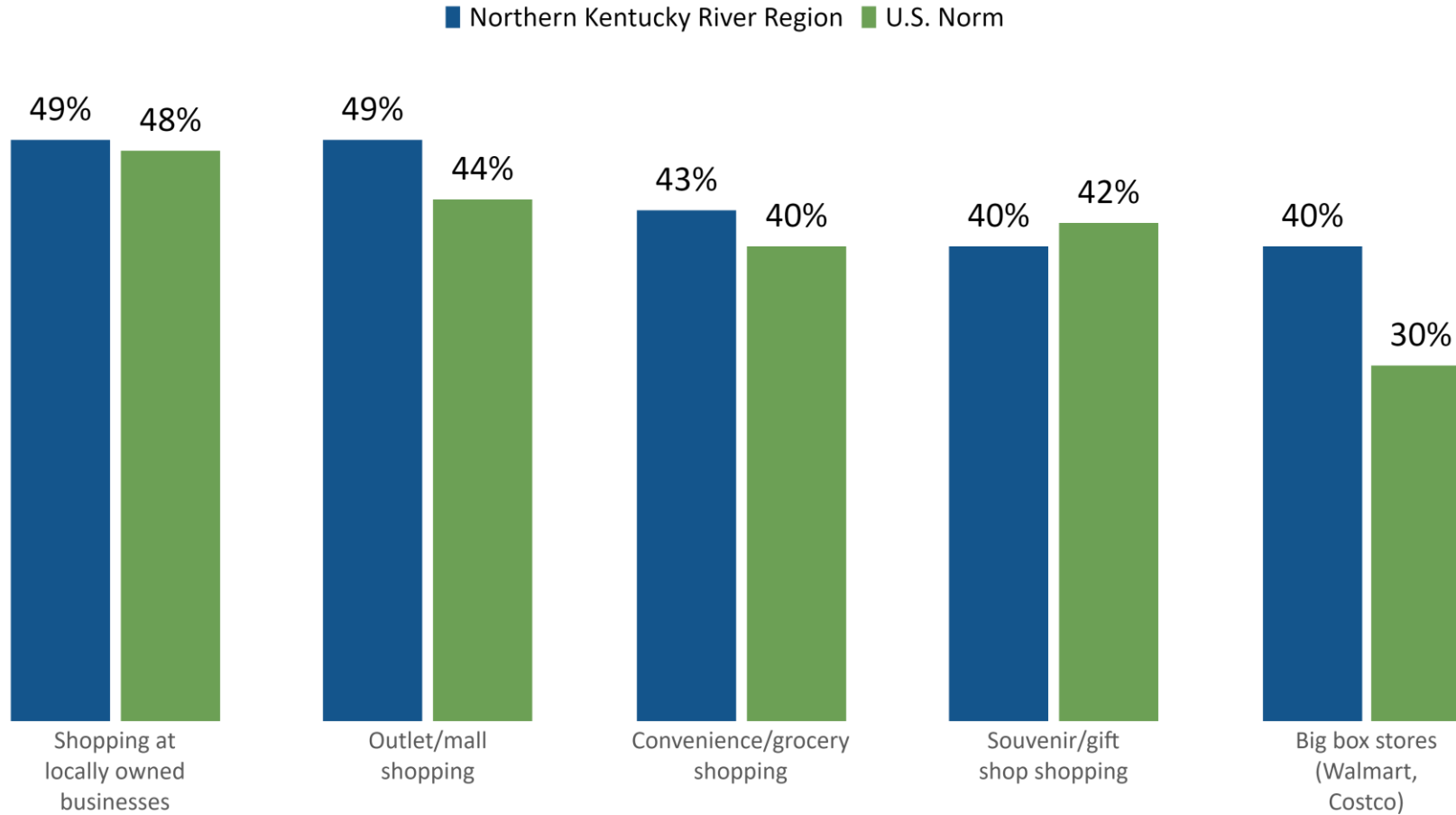
Quality of Food



Average Satisfaction Rating

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

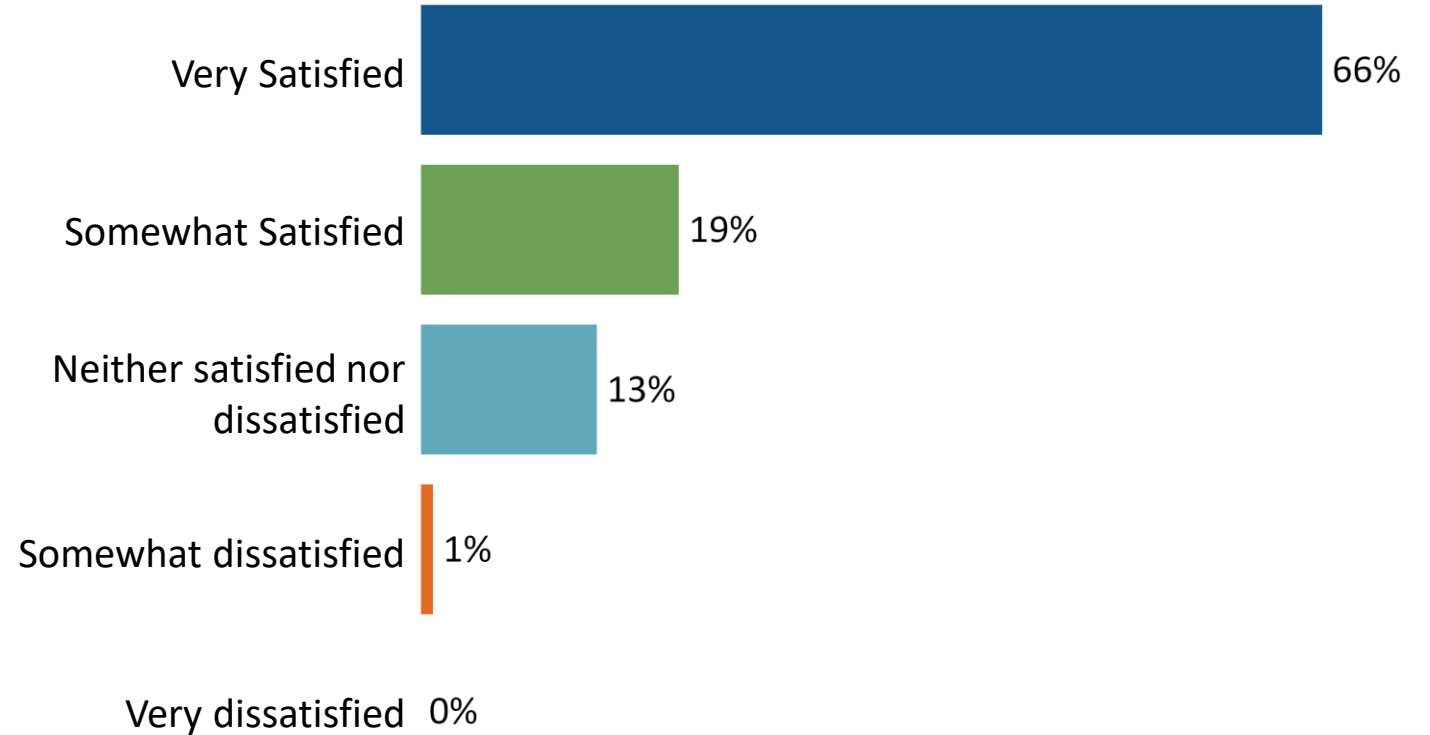
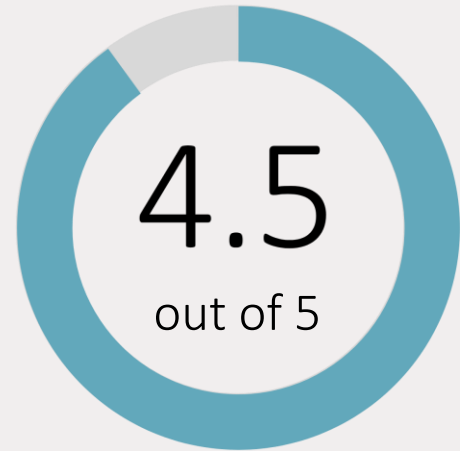
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Overnight Visitors Rated Their Northern Kentucky River Region Experience

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Northern Kentucky River Region Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



Friendliness of People



Visitor Retention Metrics

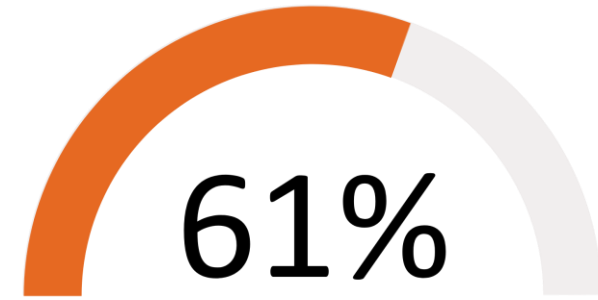
Key Predictors of Future Travel to Northern Kentucky River Region

Past Visitation

Total Repeat Visitors



Repeat Visitors Within
Past 12 Months



Selected That They Were
'Very Likely' to Return to
Northern Kentucky River
Region

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

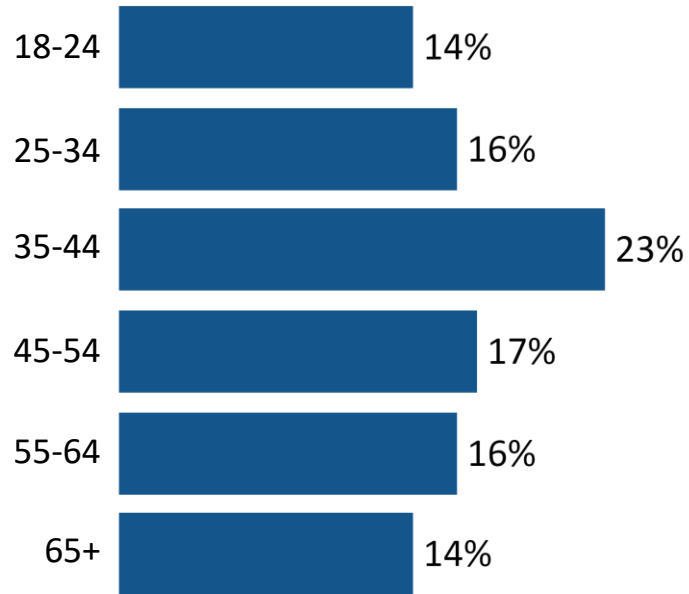
Respondent Demographics



Age, Gender, & Household Income

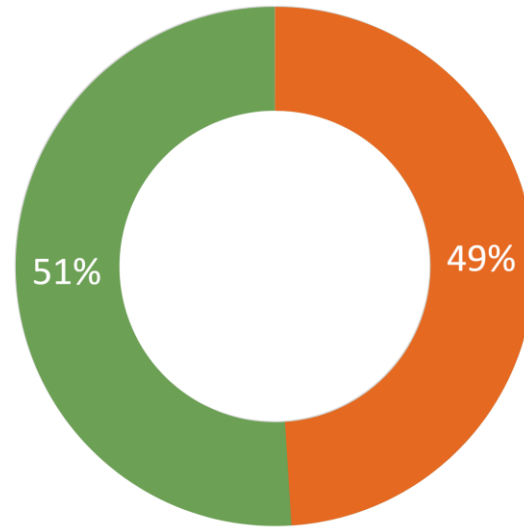
Respondent Demographics for Northern Kentucky River Region

Age



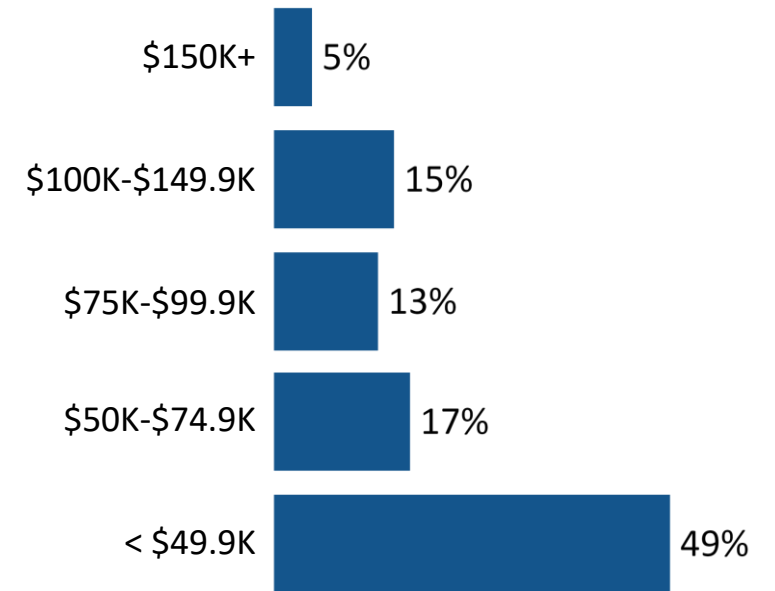
Average Age: 44.1

Gender



Female Male

Household Income

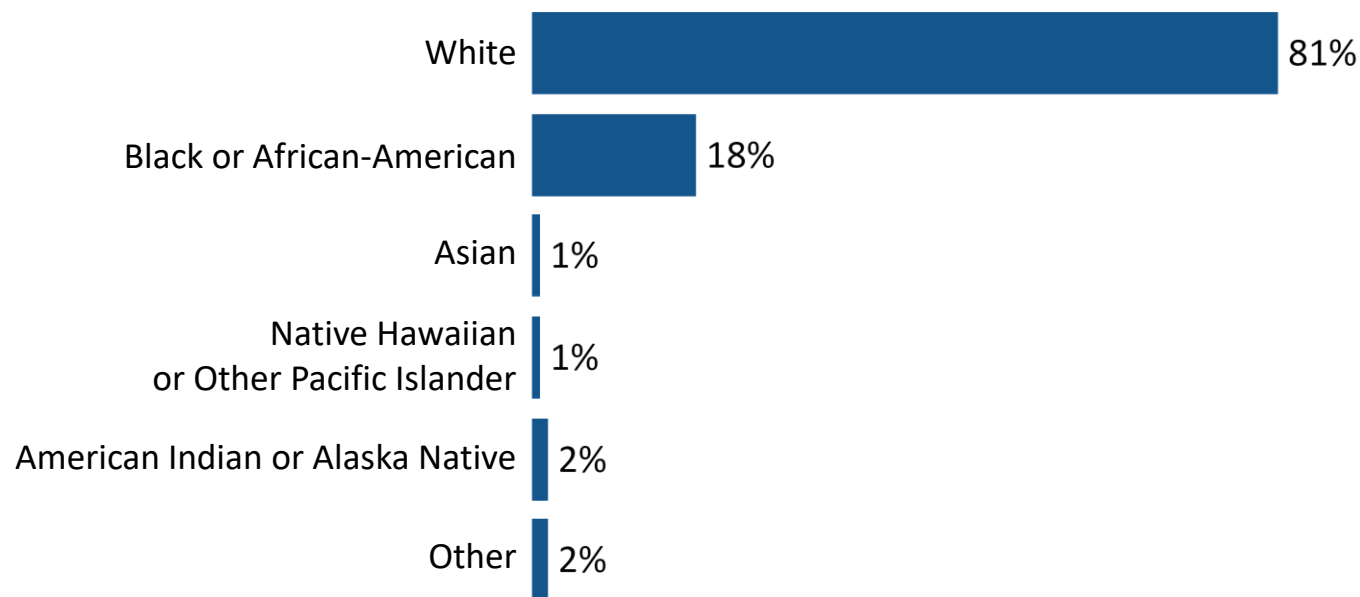


Average Income: \$65.2K

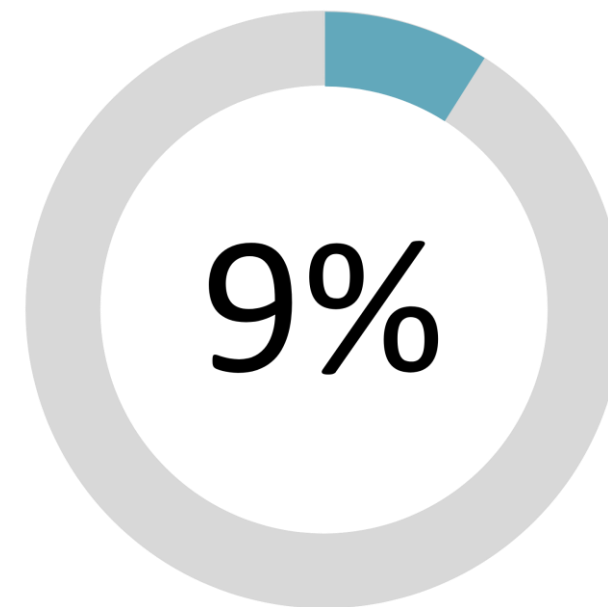
Race & Hispanic Background

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

7% part-time

34% retired / not employed / other

Marital Status

55% married / living with a partner

29% single / never married

16% divorced / widowed / separated

Military Status*

84% never served in the military

11% veteran

5% currently on active duty

2% on active duty for training

Education

31% high school diploma or less / other

24% attended some college

32% associate's or bachelor's degree

13% graduate or professional degree

Sexual Orientation

91% straight

2% gay / lesbian

4% bisexual

2% other / not sure

Household Size

20% 1 member

38% 2 members

18% 3 members

14% 4 members

10% 5+ members

** Multi-select to include status for all household members*



Travel USA®

Overnight Visitation Kentucky's Appalachians 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 Appalachians's base size for overnight trips in 2024/2025:

545

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 Appalachians

2024/2025

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

Ohio	16%
------	-----

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

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

West Virginia	4%
---------------	----



2024/2025

Lexington, KY	12%
---------------	-----

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

Cincinnati, OH/KY	8%
-------------------	----

Charleston-Huntington, KY/OH/WV	7%
------------------------------------	----

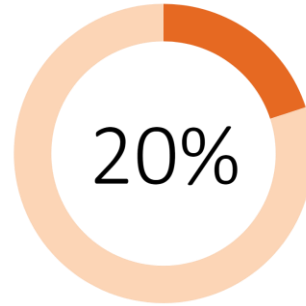
Indianapolis-Lafayette, IN	4%
-------------------------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

23%



Travel Parties with Pets



Travel Parties
with Children

39%



Travel Party Composition

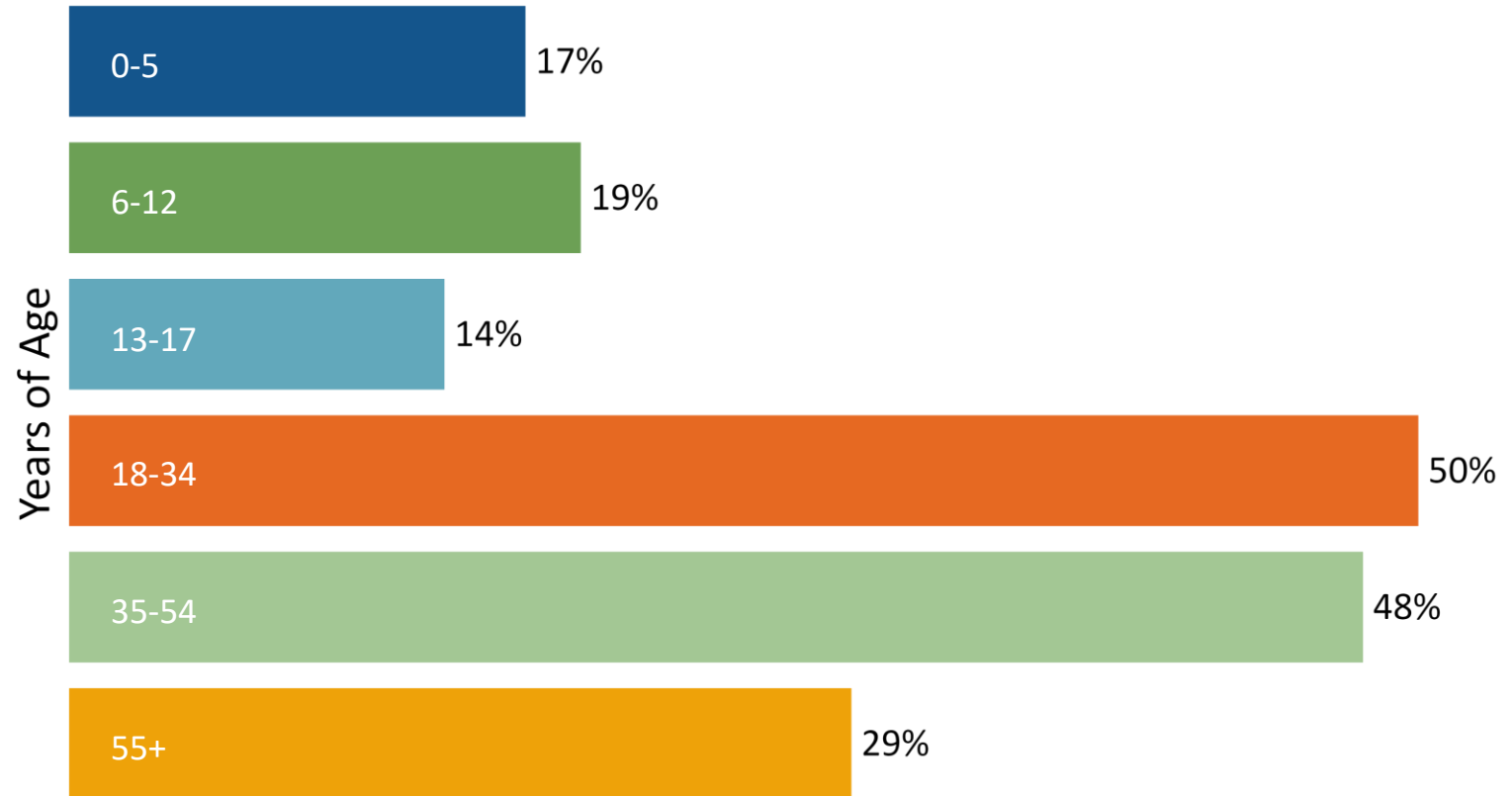
Travel Party Size & Age

Average Travel
Party Size

2.7



Travel Party Age



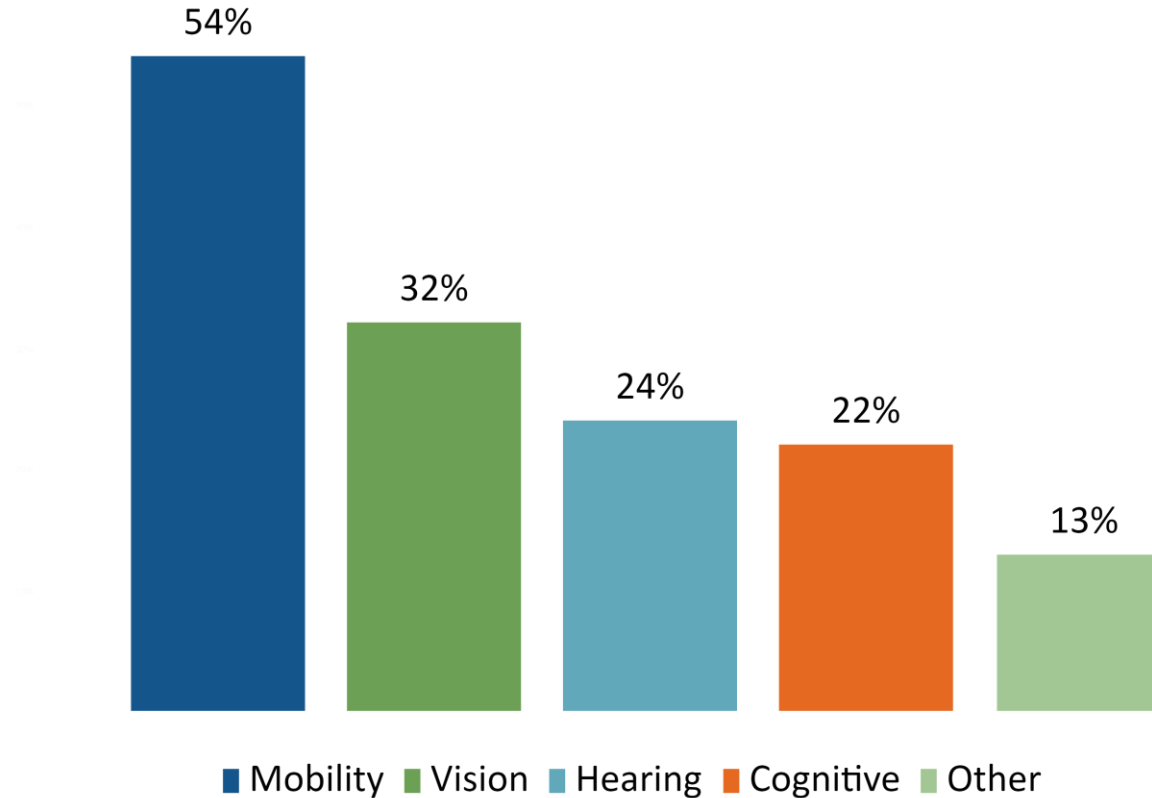
Travelers with Travel-Limiting Disabilities

Disability Categorizations

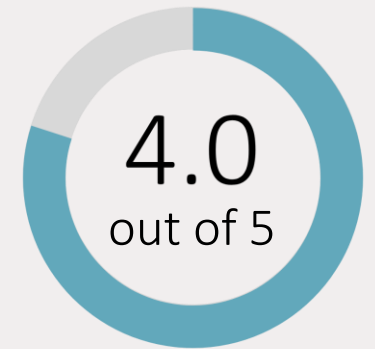
Travel Parties with
an Individual Who
Required
Accessibility
Services

26%

▲ +8.5% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

See Reference Guide for disability definitions.

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

44%

Visiting friends / relatives

▲ +5.7% vs U.S. Norm

13%

Touring

▲ +1.5% vs U.S. Norm

9%

Outdoors

▲ +0.1% vs U.S. Norm

7%

Special event

▼ -0.7% vs U.S. Norm

5%

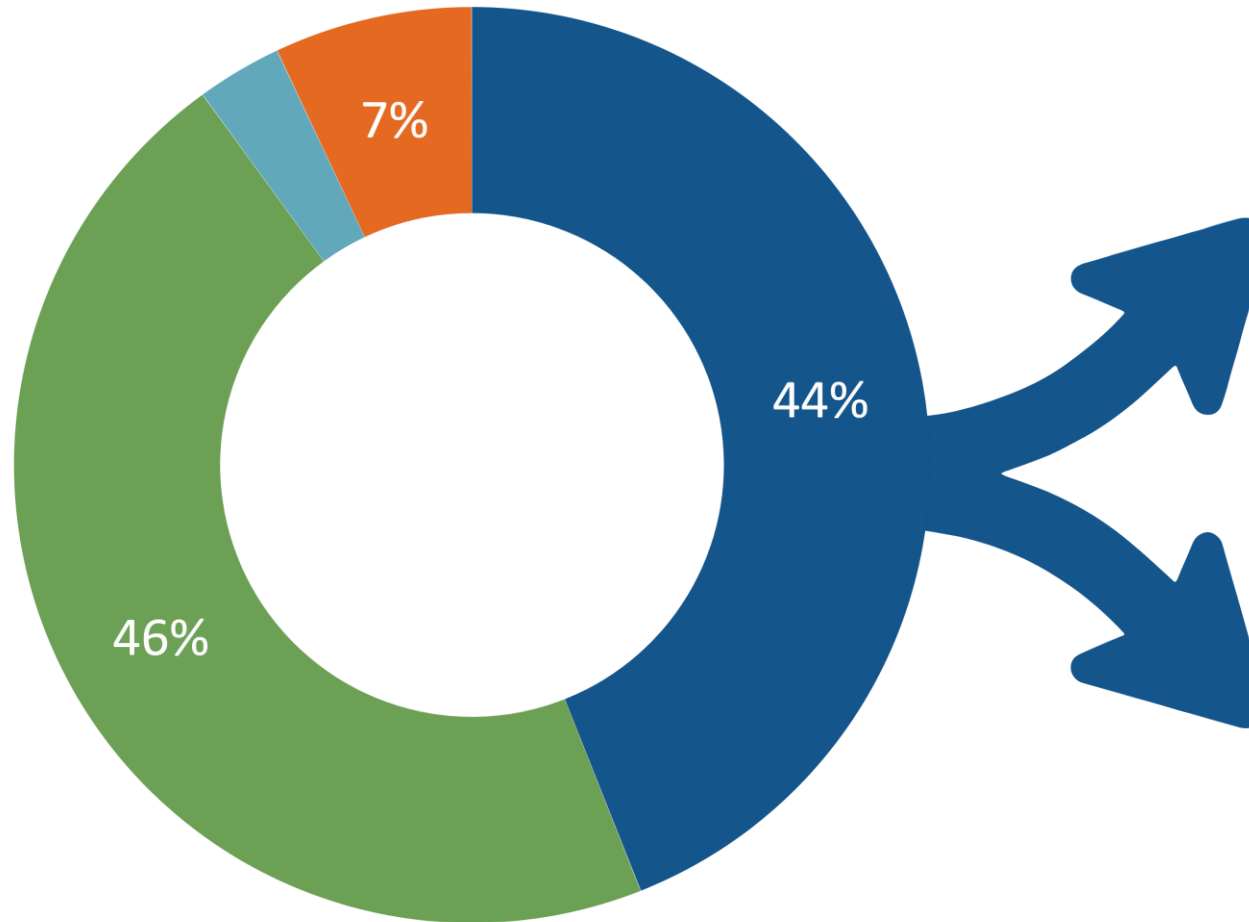
City trip

▼ -2.4% 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

20%

Family traveler:
prioritizing activities and
accommodations
suitable for children

20%

Budget friendly traveler:
prioritizing affordability
and value for money

16%

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

7%

Luxury traveler: seeking
high-end experiences
and personalized
services

6%

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

6%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

Pre-Trip

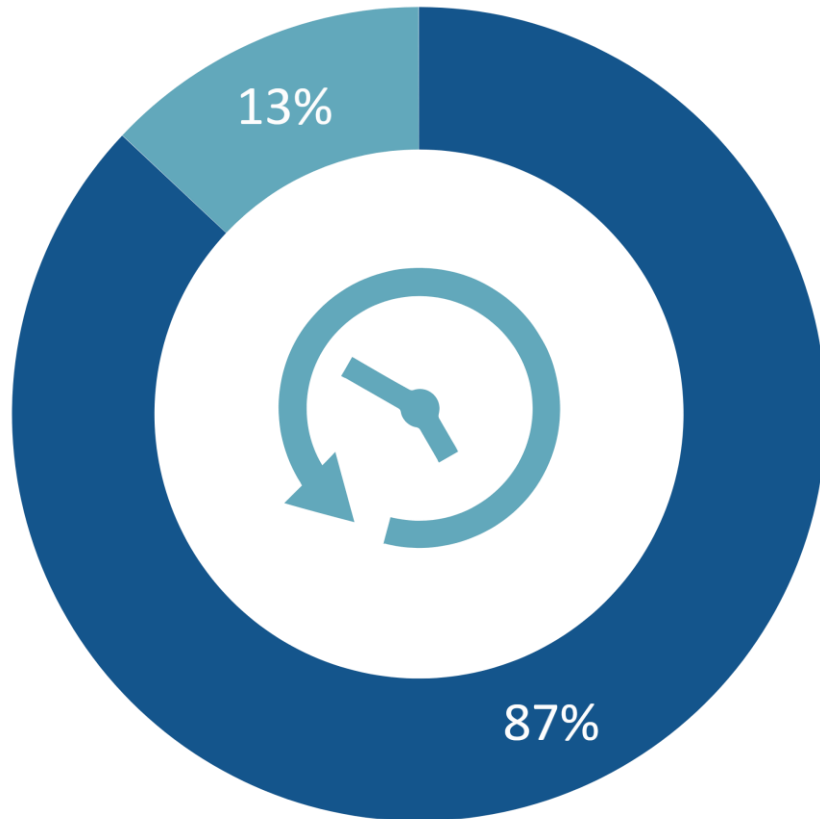
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

13%

▲ +2.7% vs U.S. Norm

2 months or
less

40%

▼ -7.7% vs U.S. Norm

3-5 months

19%

▼ -1.4% vs U.S. Norm

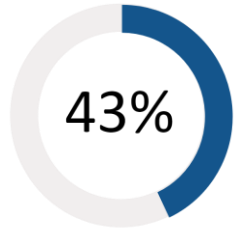
6 months or
more

27%

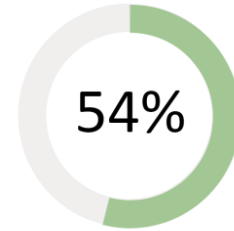
▲ +6.4% vs U.S. Norm

Sources of Trip Planning

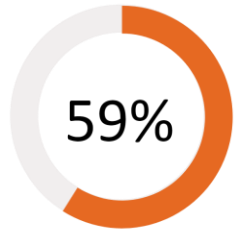
Share of Travelers Who Used Each Media Type for Trip Planning



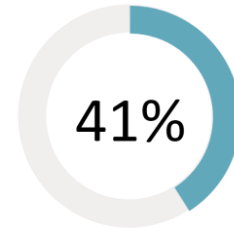
Print



In-Person



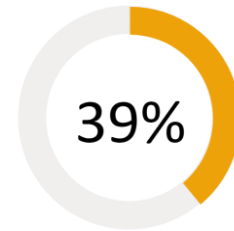
Online/Digital



TV/Video



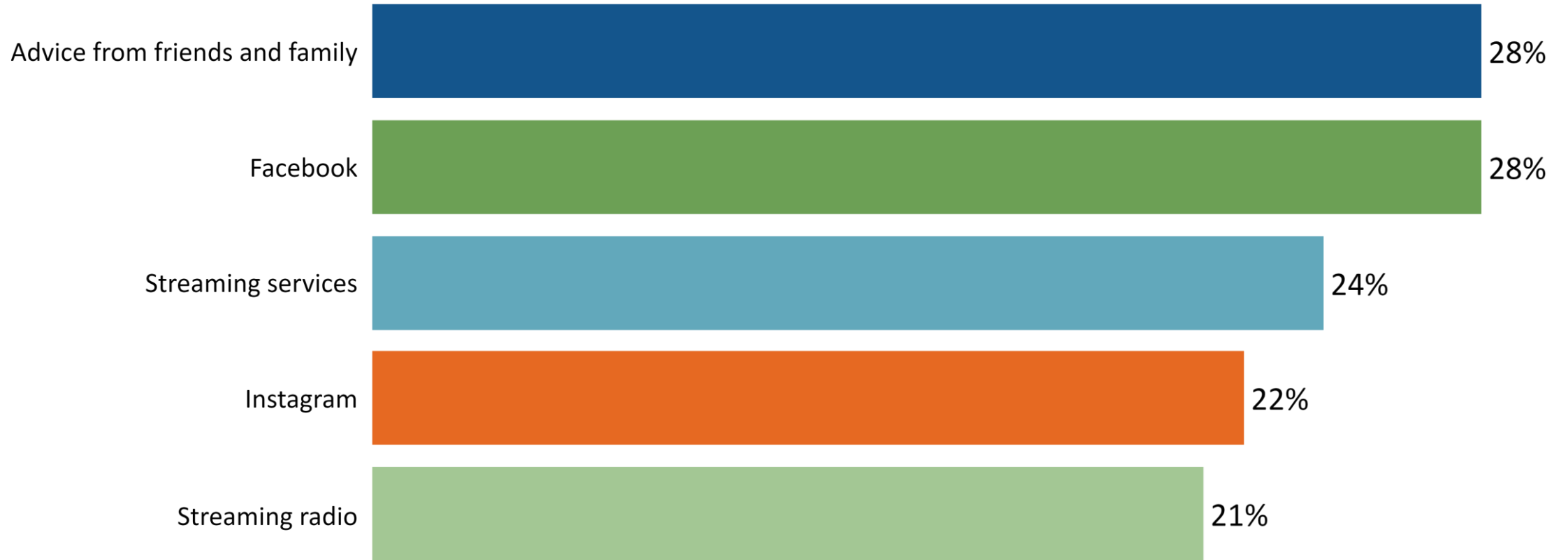
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

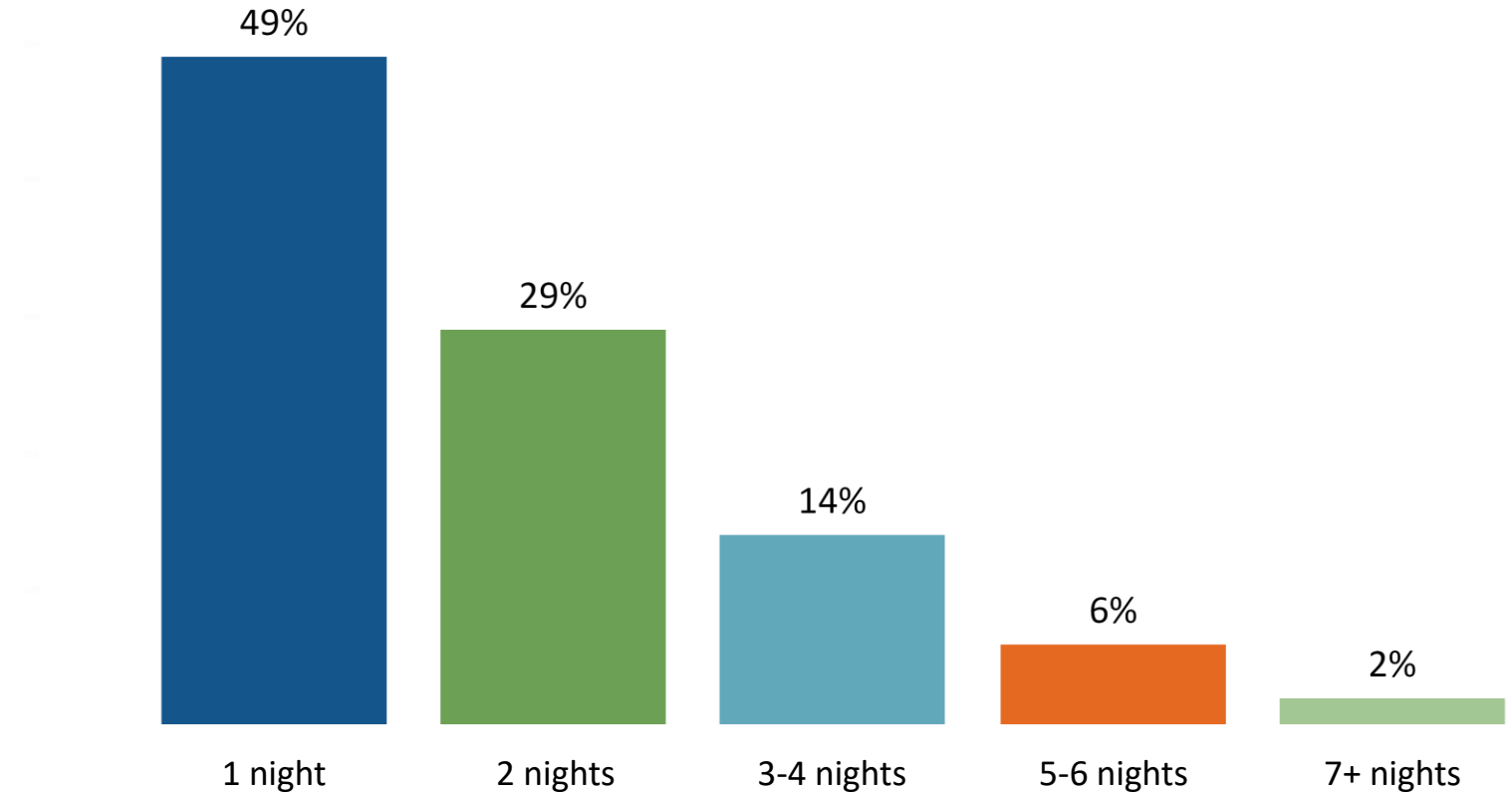
Trip Structure

Trip Structure

Nights Spent in Kentucky's Appalachians

Average
Number of Nights

2.0



Trip Structure

Share of Total Trip Spent in Kentucky's Appalachians

Average Number of
Nights Spent in Kentucky's
Appalachians

2.0

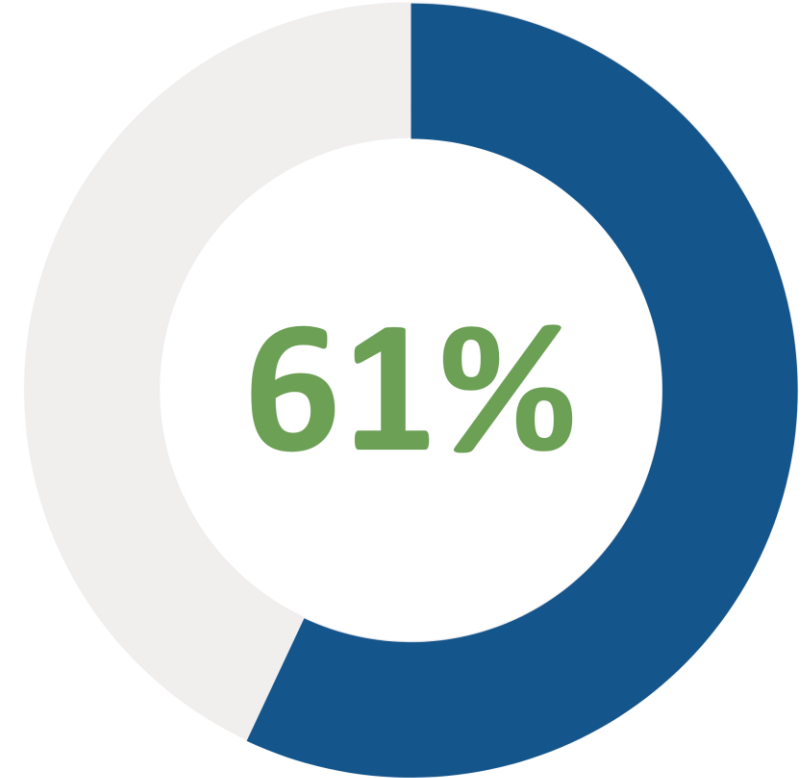
Average Number of
Total Trip Nights

3.3

=

Share of Total Trip Spent in
Kentucky's Appalachians

61%



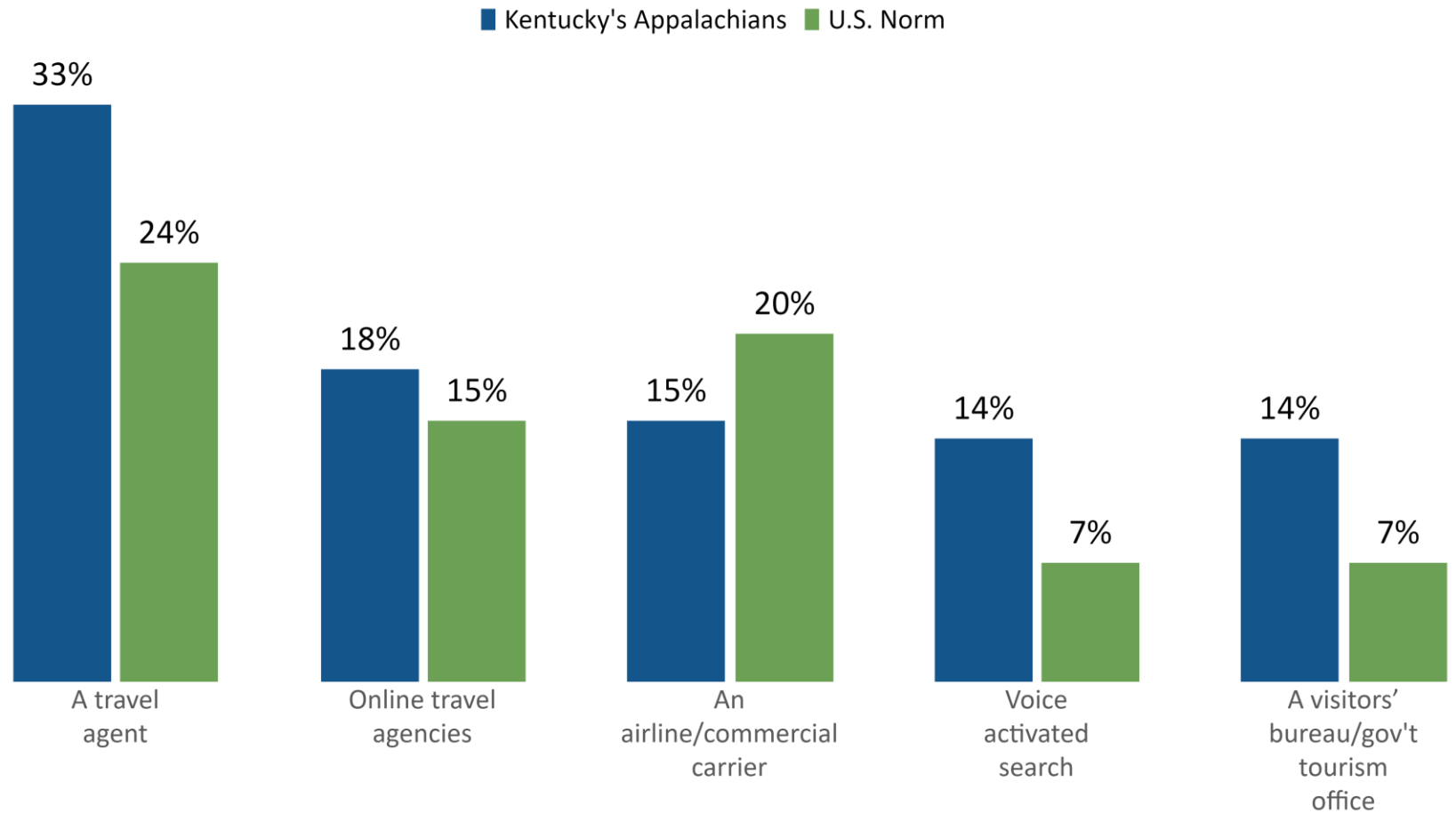
*Accounts for trip nights that
Kentucky's Appalachians travelers
spent in other destinations.*

During Trip

Transportation & Accommodations

Booking: Transportation

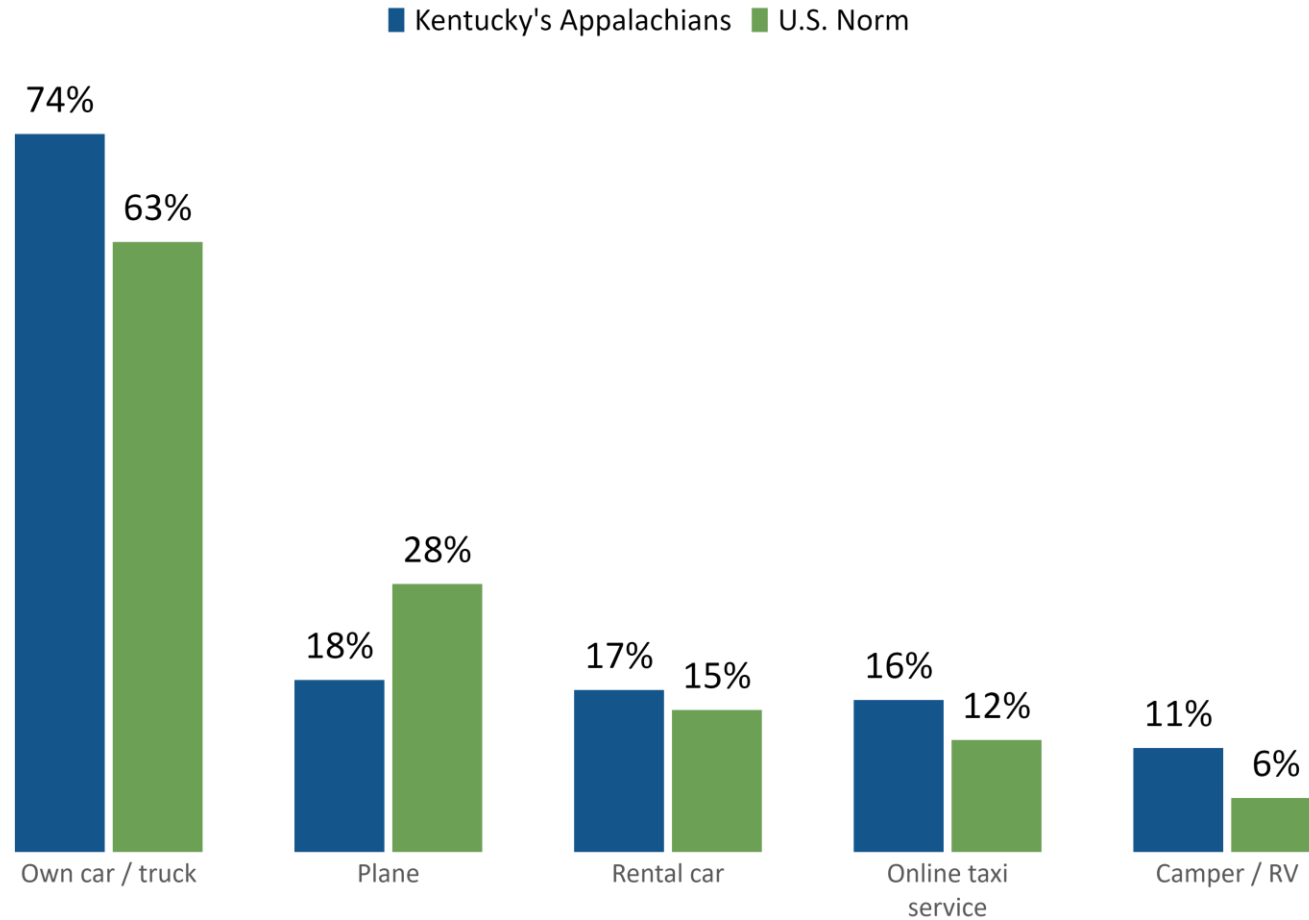
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Kentucky's Appalachians



Vehicle Type

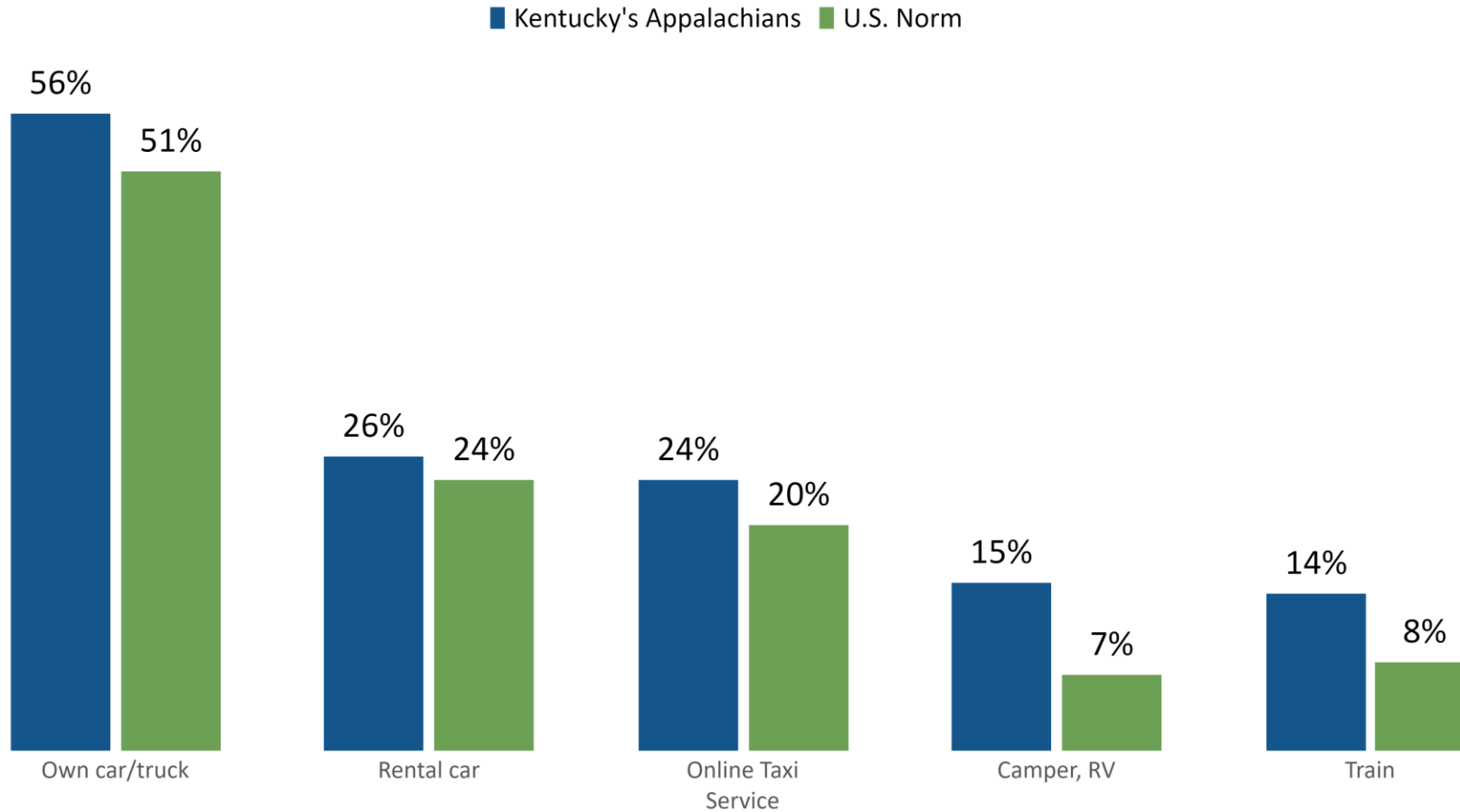
Gasoline/diesel	81%	▲	+2.5% vs U.S. Norm
Hybrid	9%	▼	-3.0% vs U.S. Norm
Electric	14%	▲	+3.1% vs U.S. Norm
Plug-in-hybrid	7%	▲	+0.5% vs U.S. Norm

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

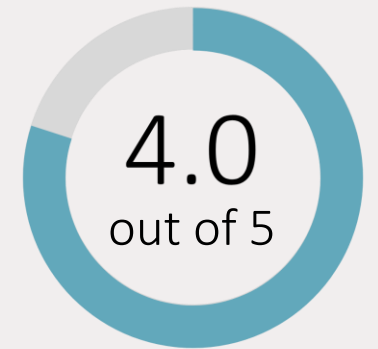
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Kentucky's Appalachians



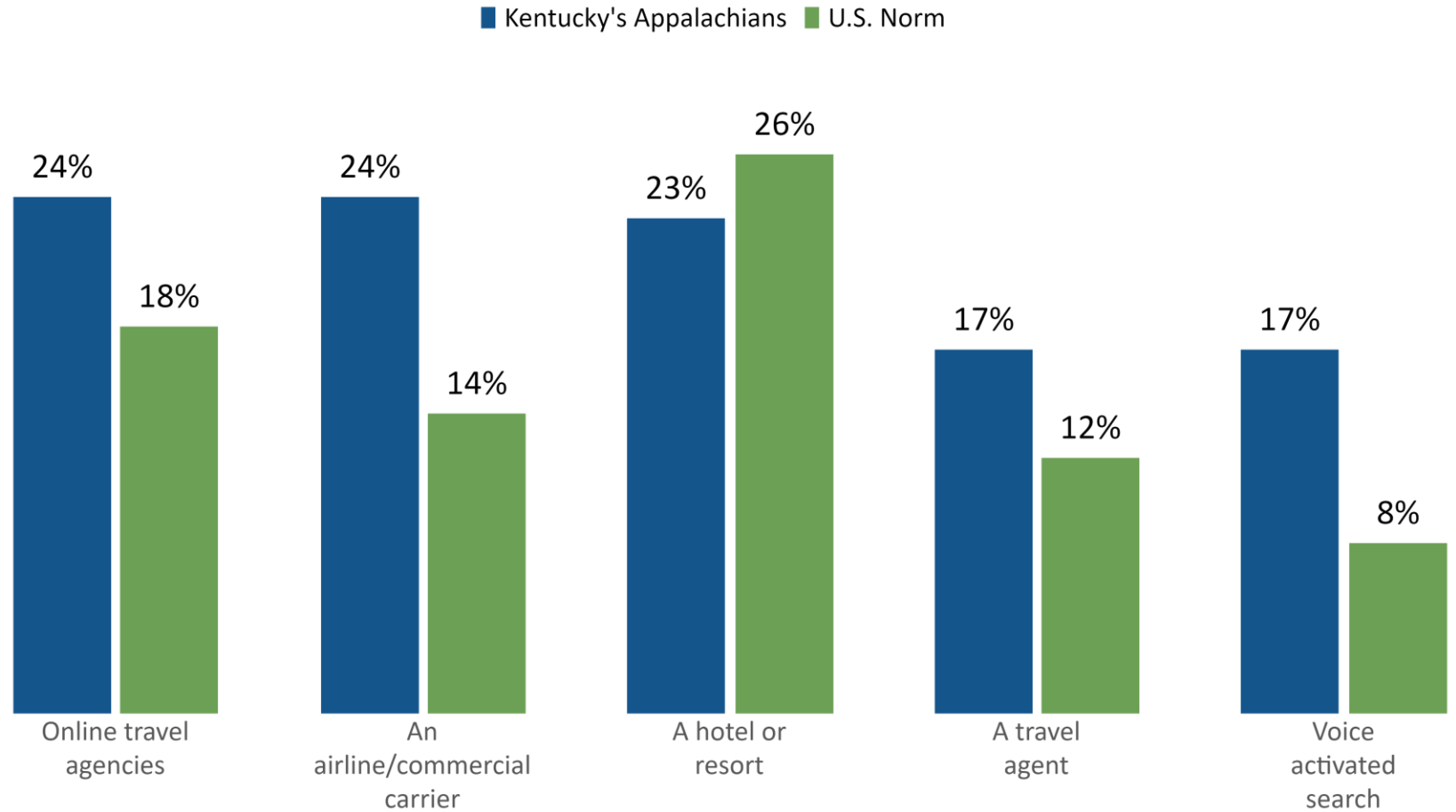
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

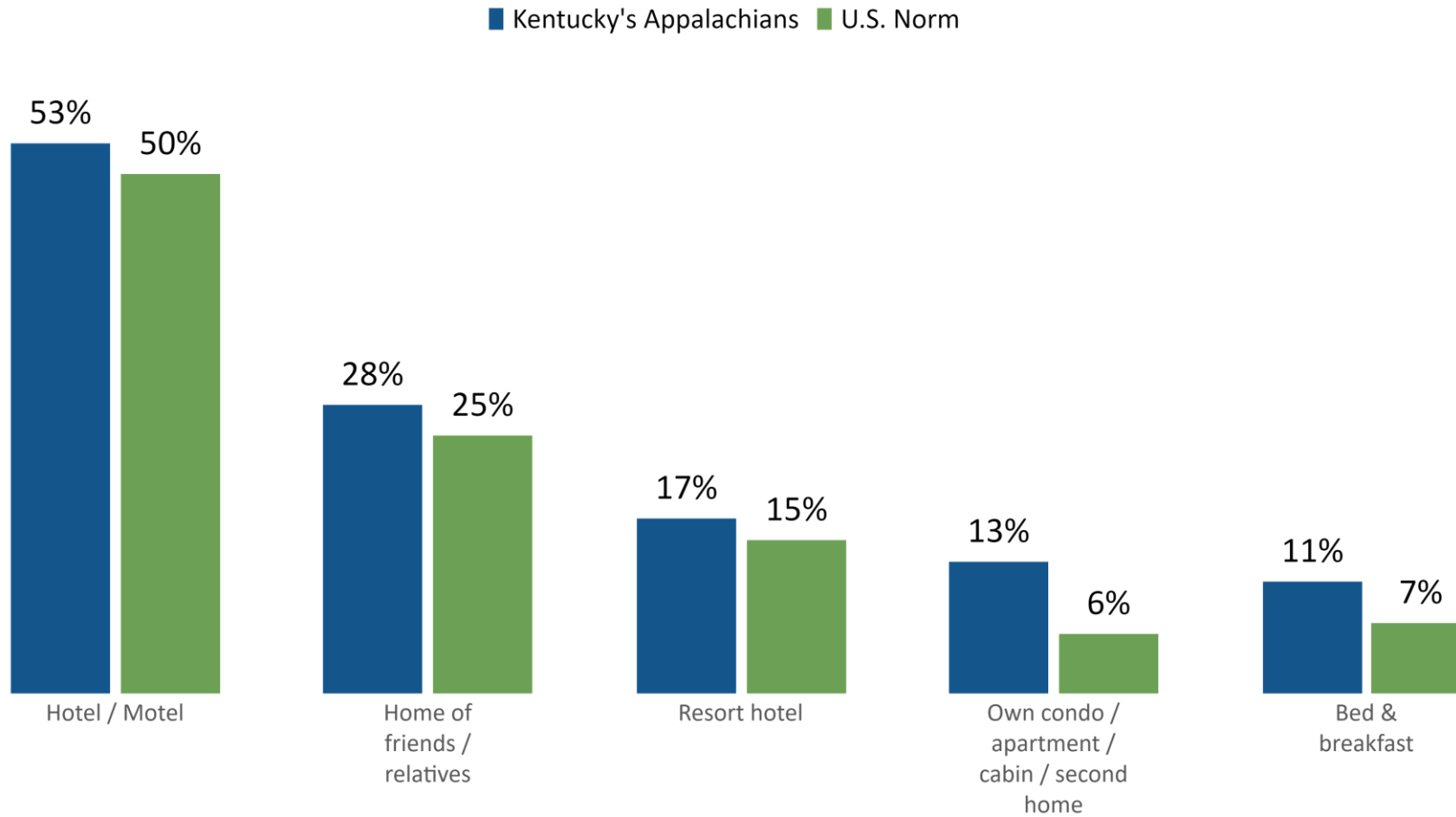
Top Booking Sources for Accommodations



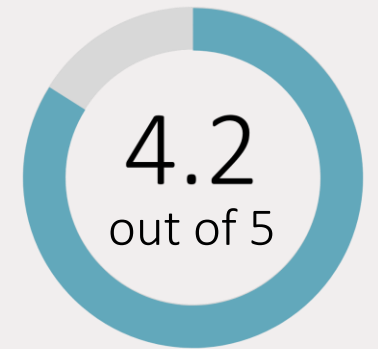
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Kentucky's Appalachians Travelers



Quality of Accommodations



Average Satisfaction Rating

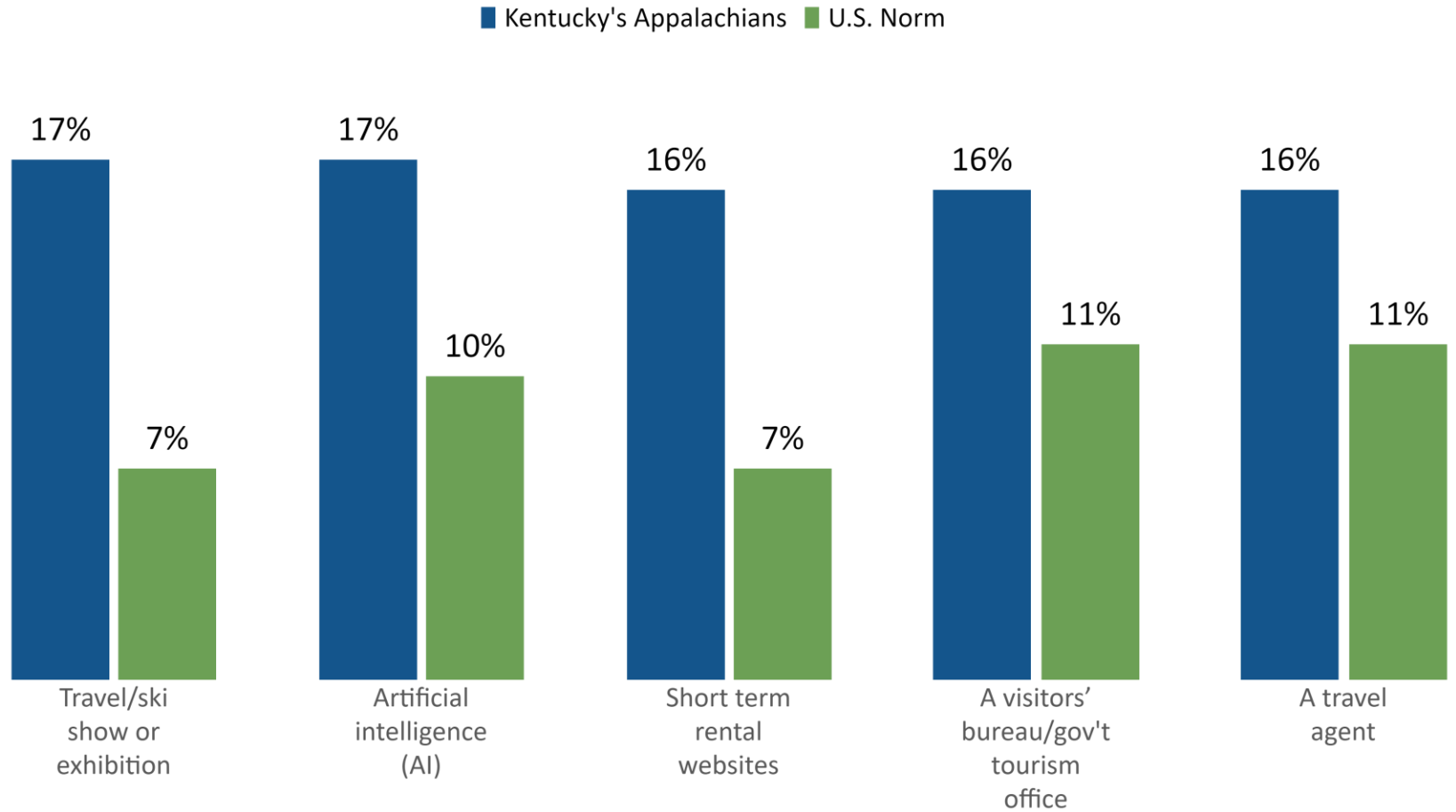
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



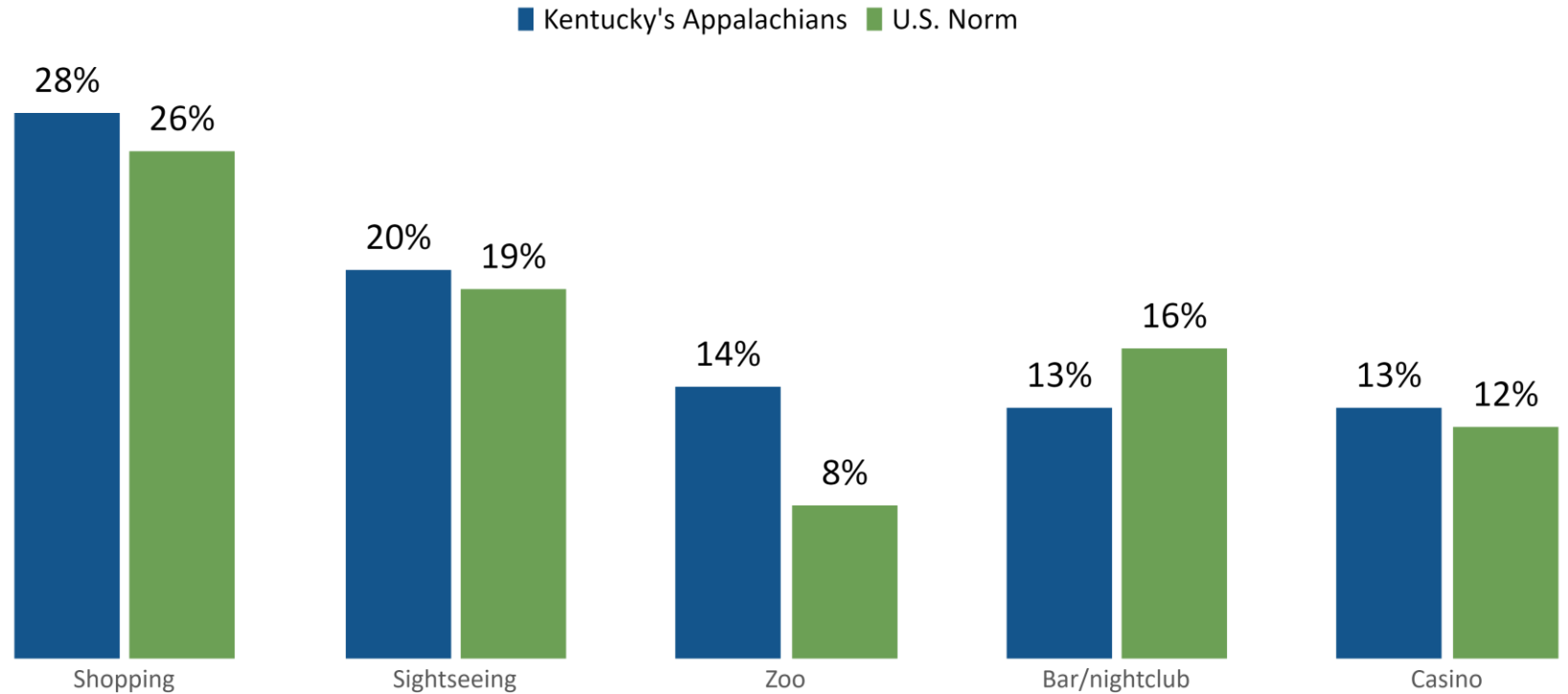
Entertainment Activities

Top Entertainment Activities for Kentucky's Appalachians Travelers

62%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%



Recreational Activities

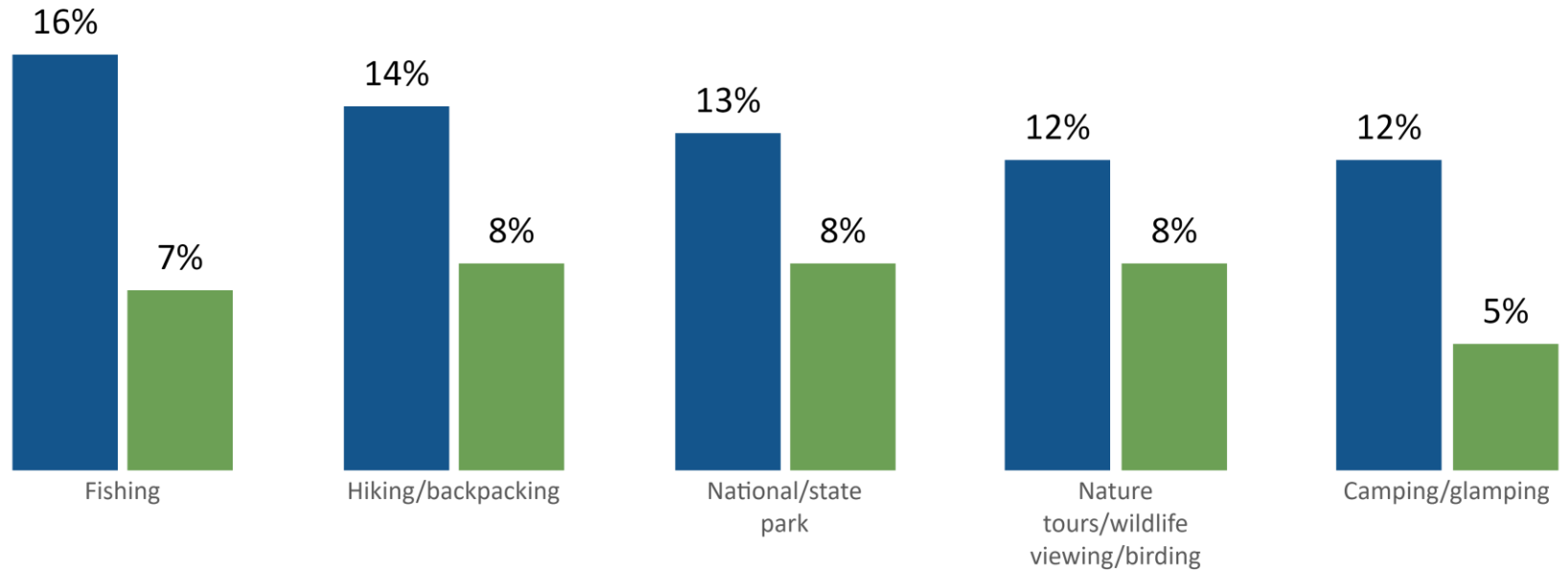
Top Recreational Activities for Kentucky's Appalachians Travelers

65%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%

■ Kentucky's Appalachians ■ U.S. Norm



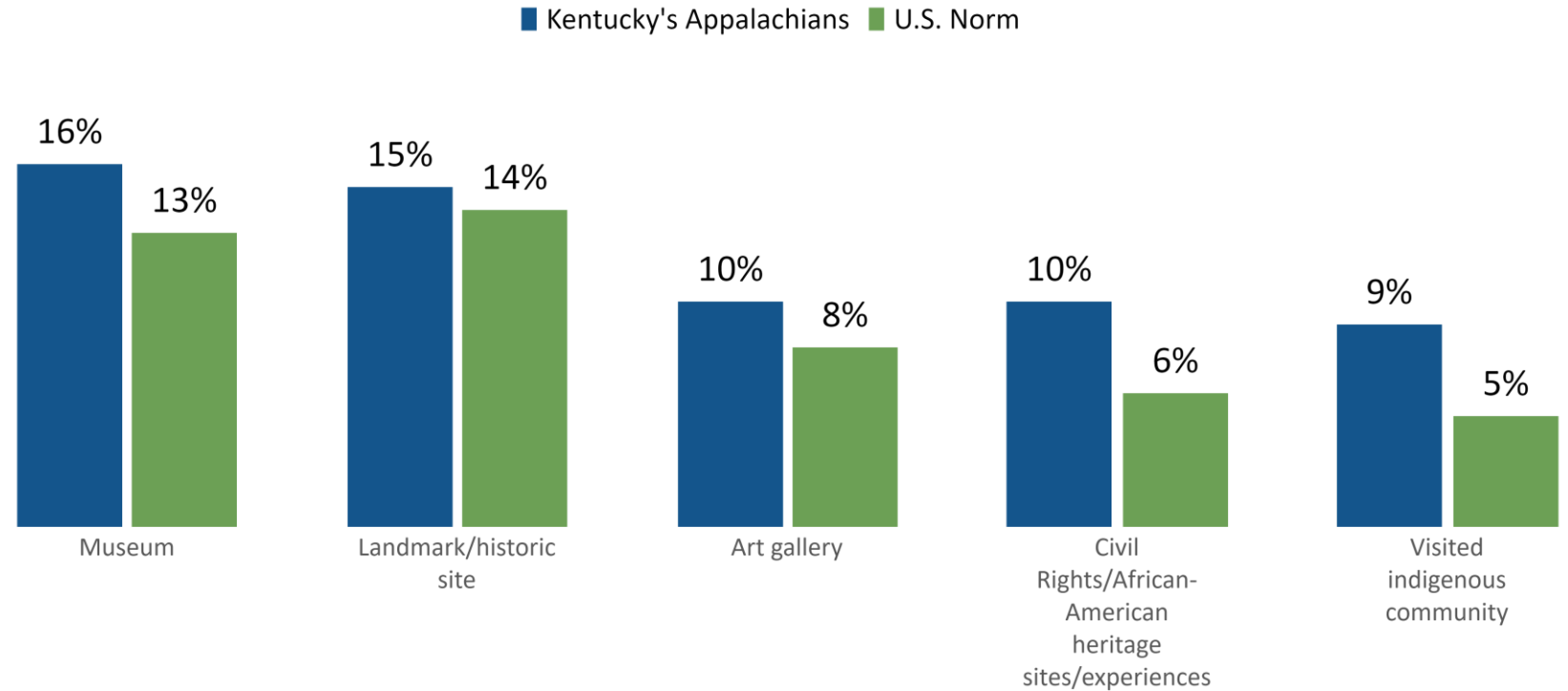
Cultural Activities

Top Cultural Activities for Kentucky's Appalachians Travelers

45%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



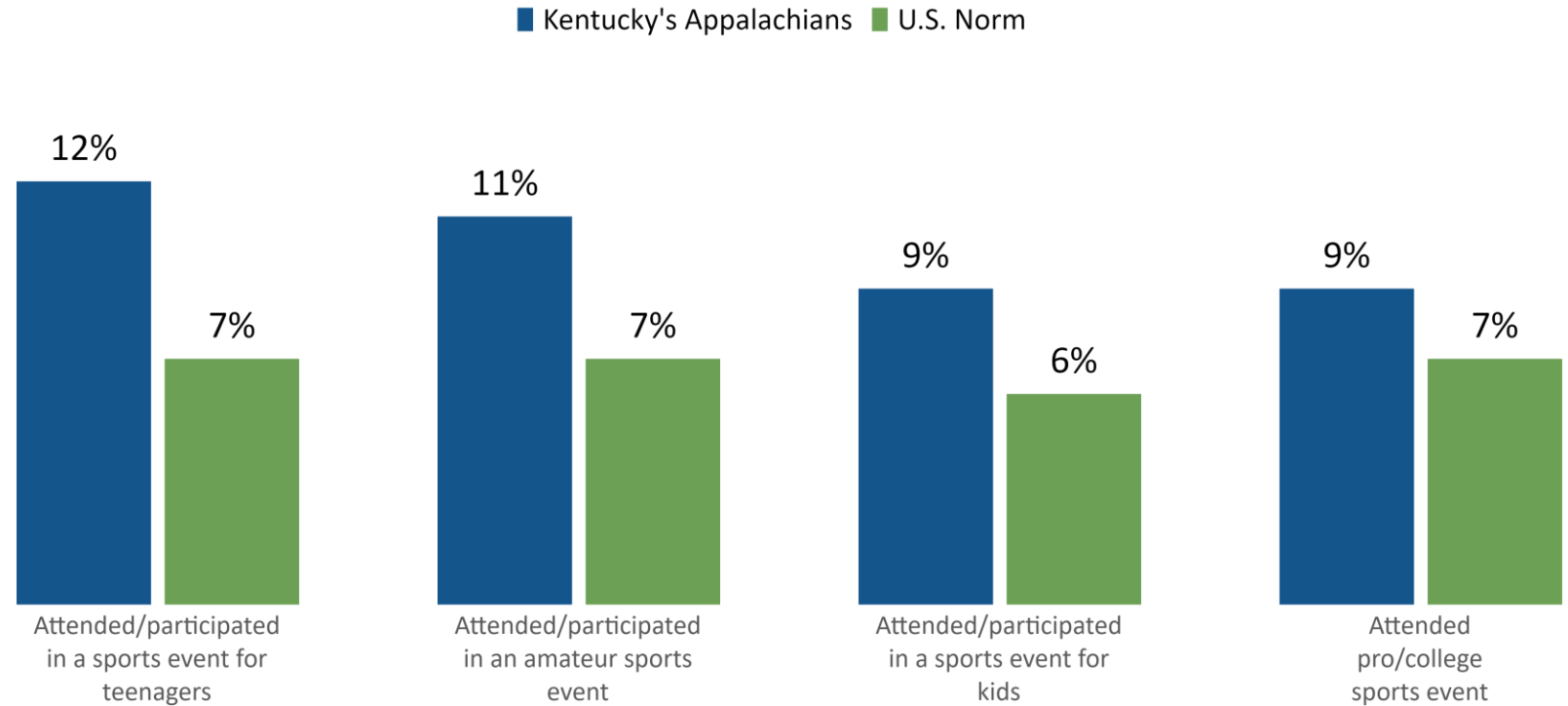
Sporting Events

Top Sporting Events for Kentucky's Appalachians Travelers

31%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%



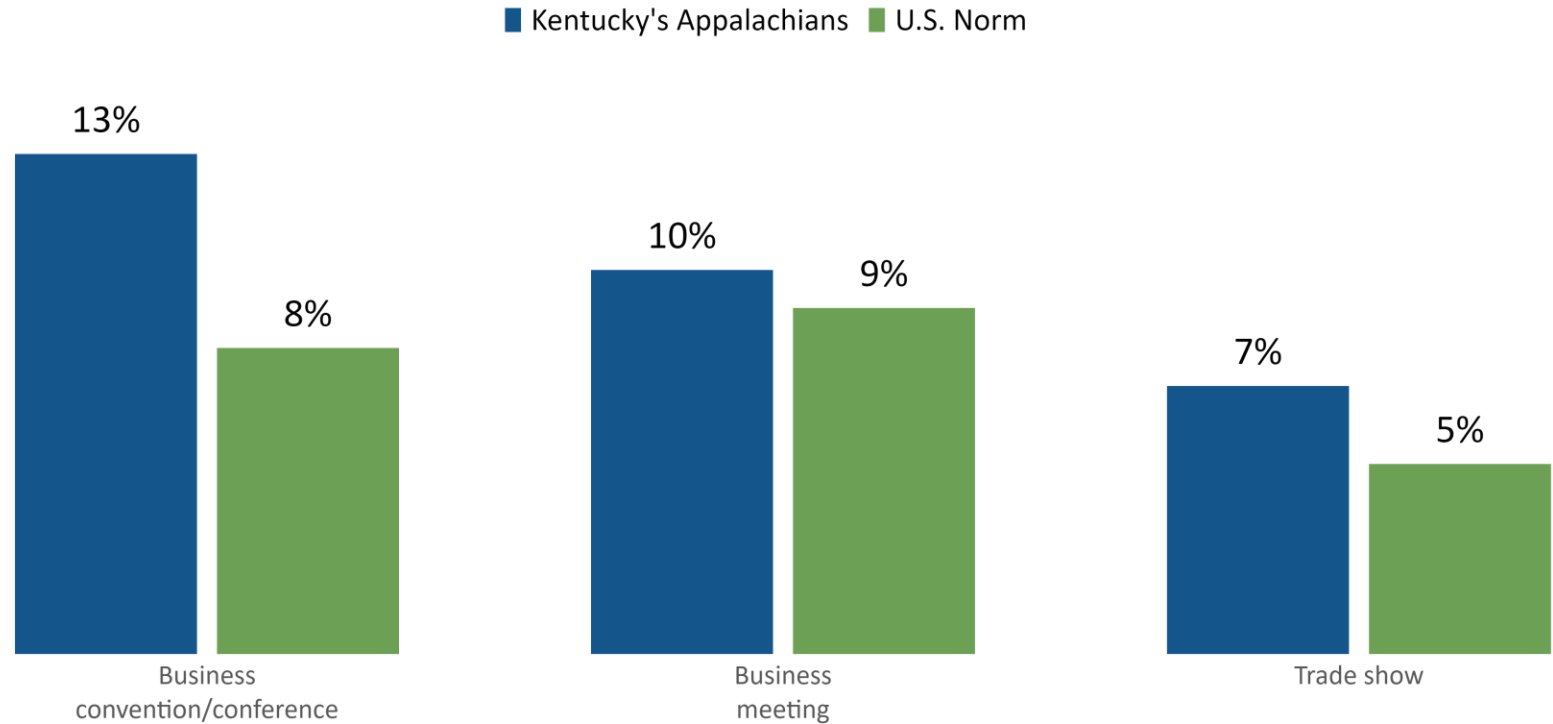
Business Activities

Top Business Activities for Kentucky's Appalachians Travelers

24%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%



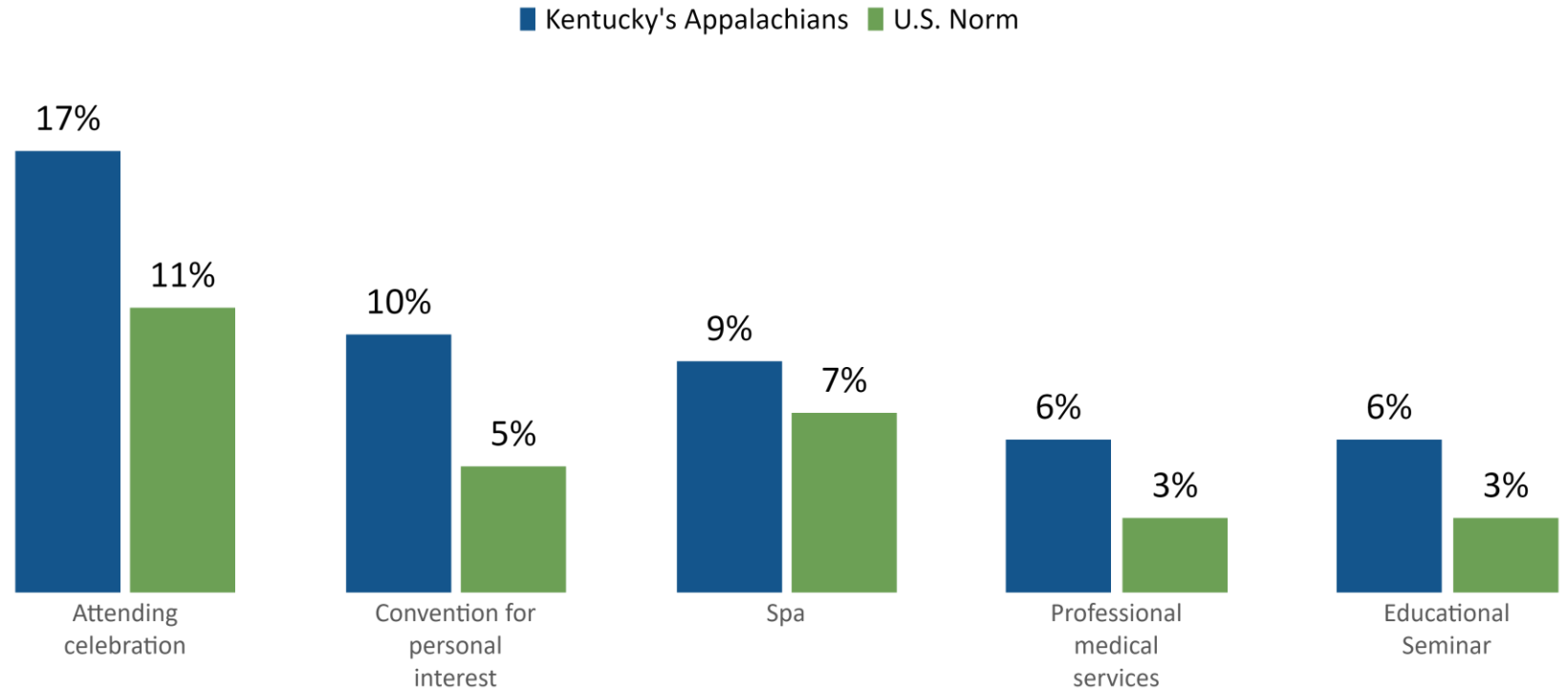
Other Activities

Top Other Activities for Kentucky's Appalachians Travelers

47%

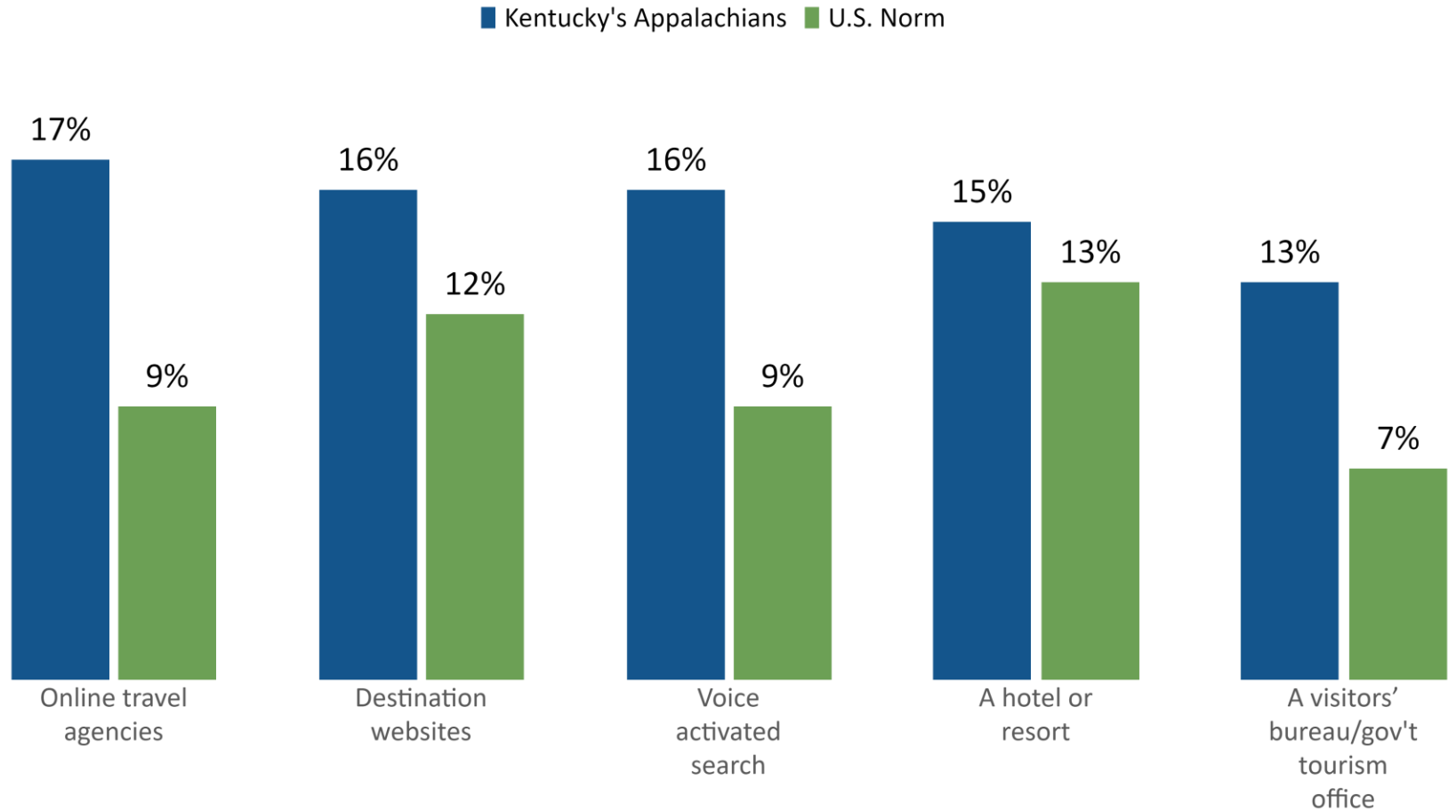
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



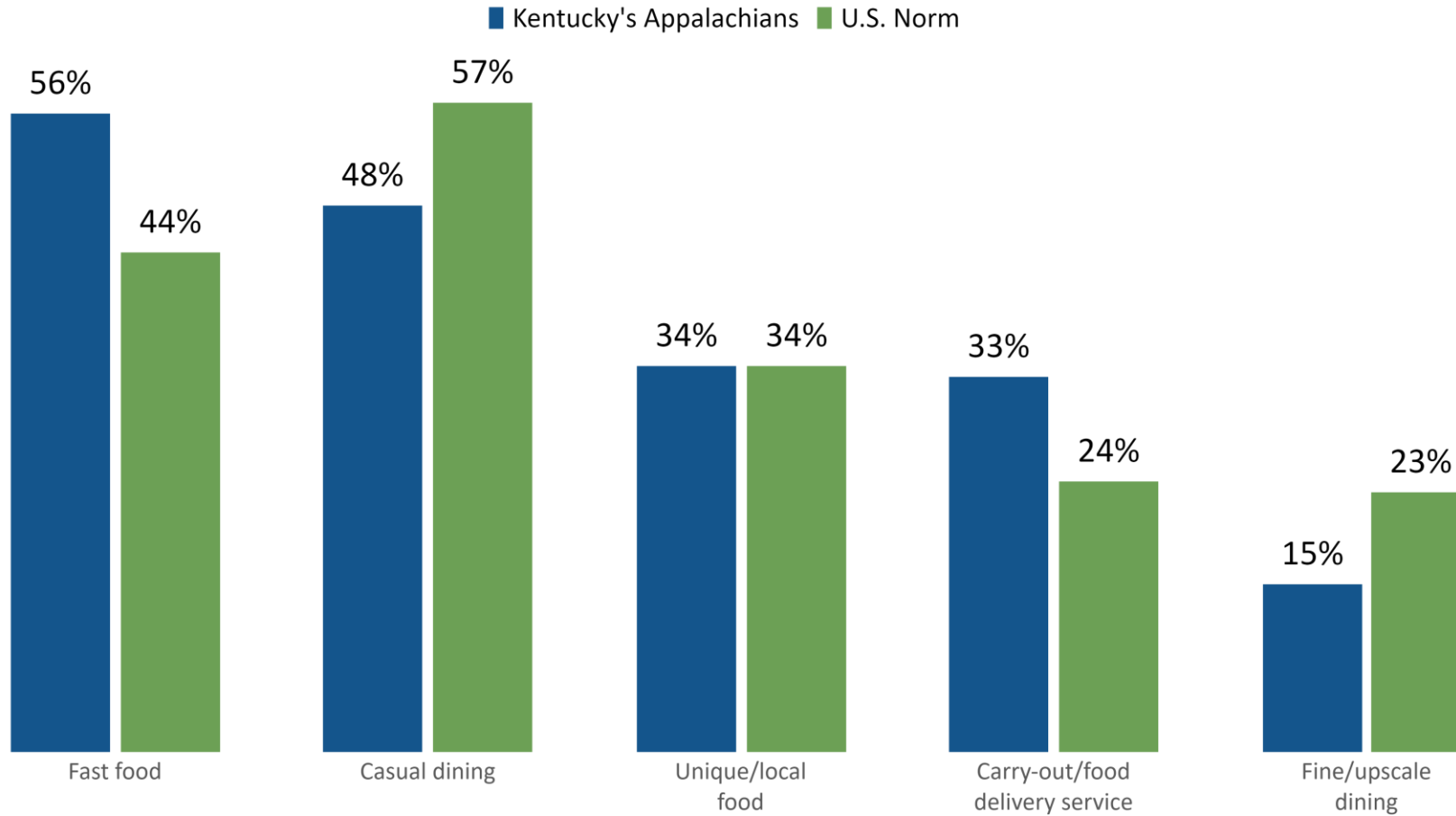
Booking: Dining

Top Booking Sources for Dining

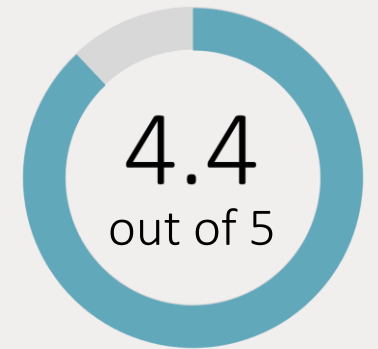


Dining

Top Dining Categories for Kentucky's Appalachians Travelers



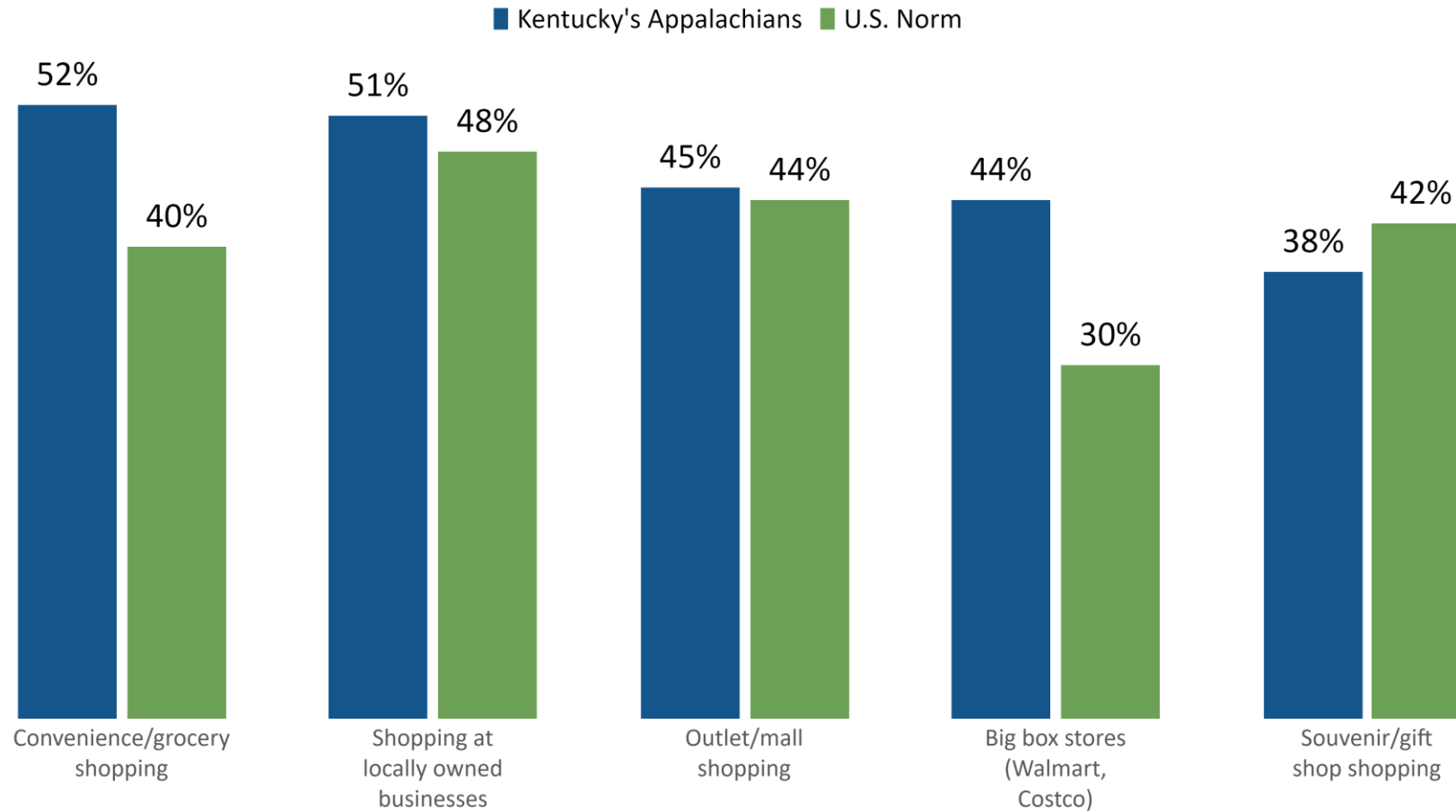
Quality of Food



Average Satisfaction Rating

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

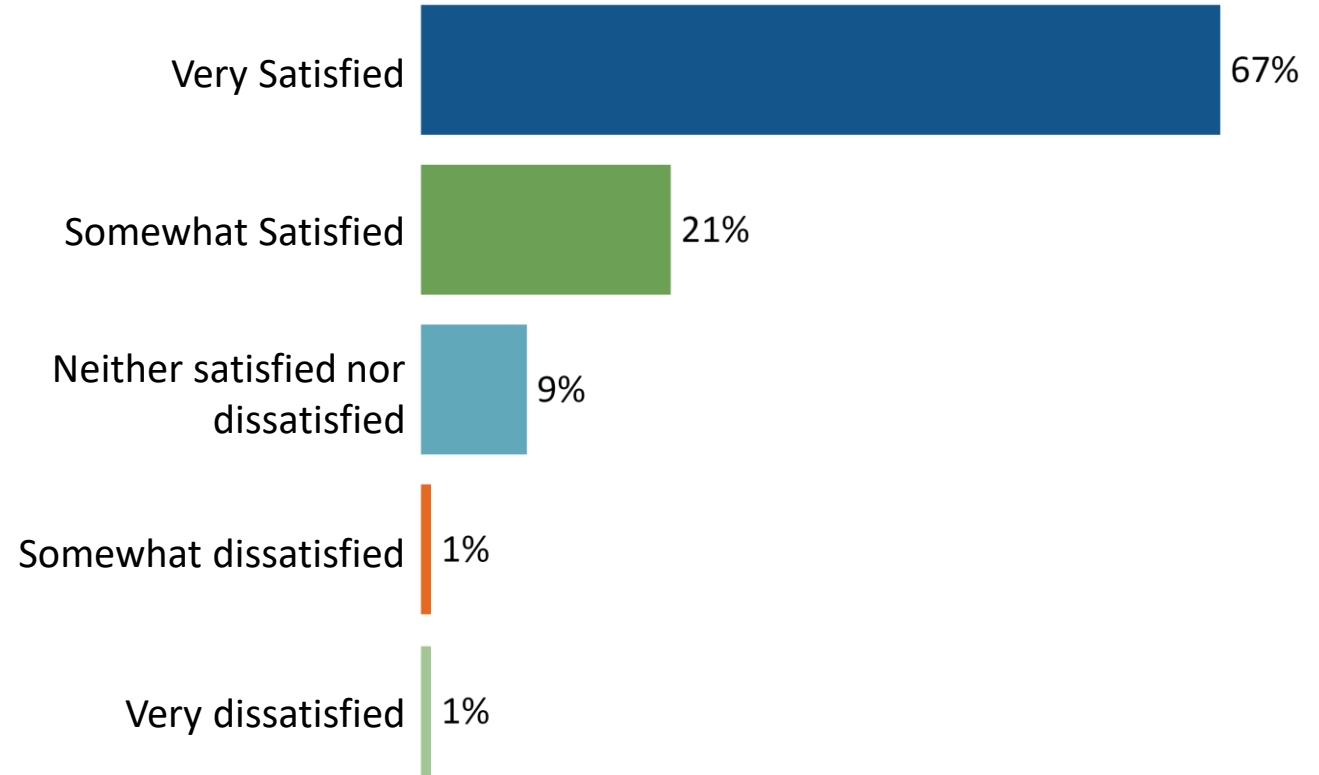
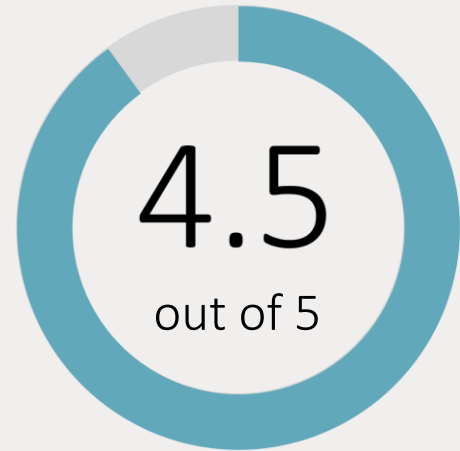
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Overnight Visitors Rated Their Kentucky's Appalachians Experience

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Kentucky's Appalachians Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



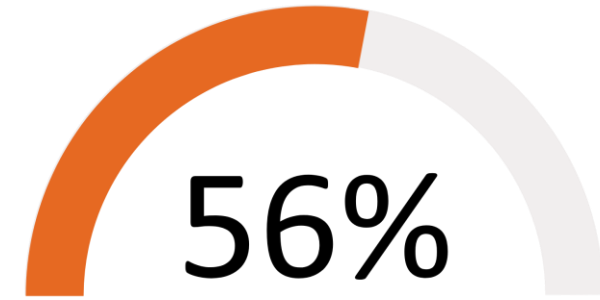
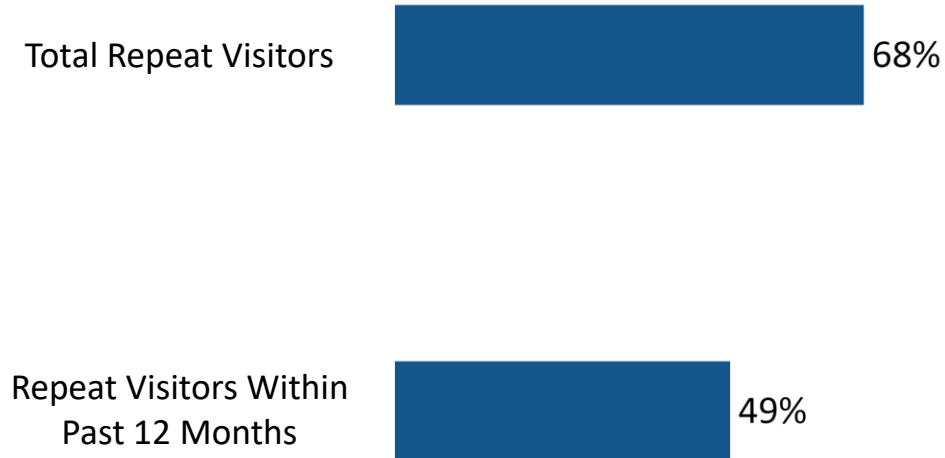
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Kentucky's Appalachians

Past Visitation



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

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

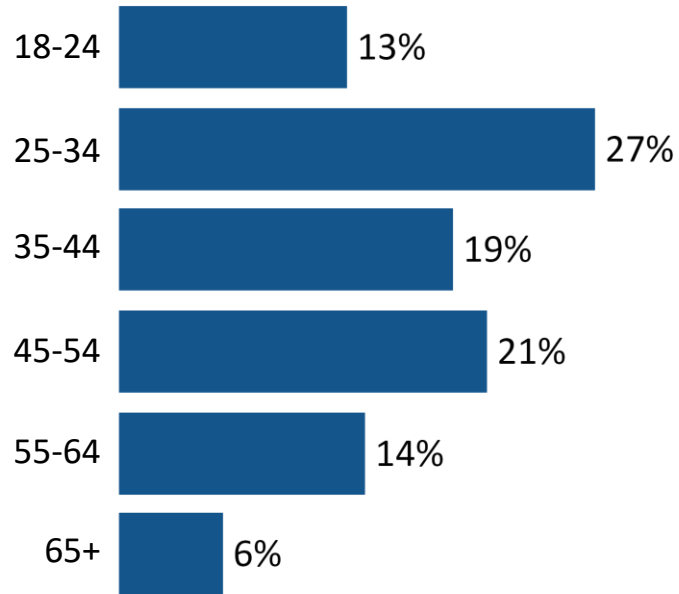
Respondent Demographics



Age, Gender, & Household Income

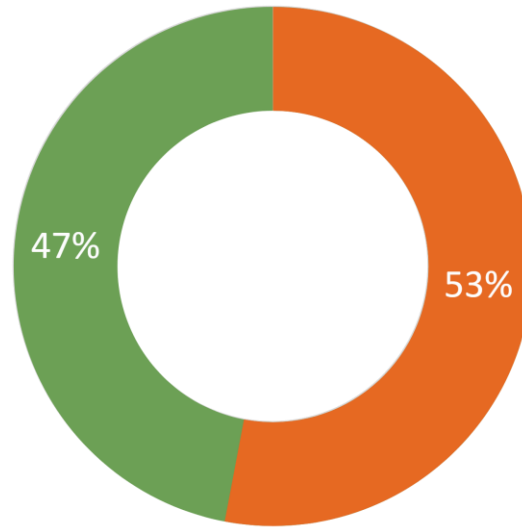
Respondent Demographics for Kentucky's Appalachians

Age



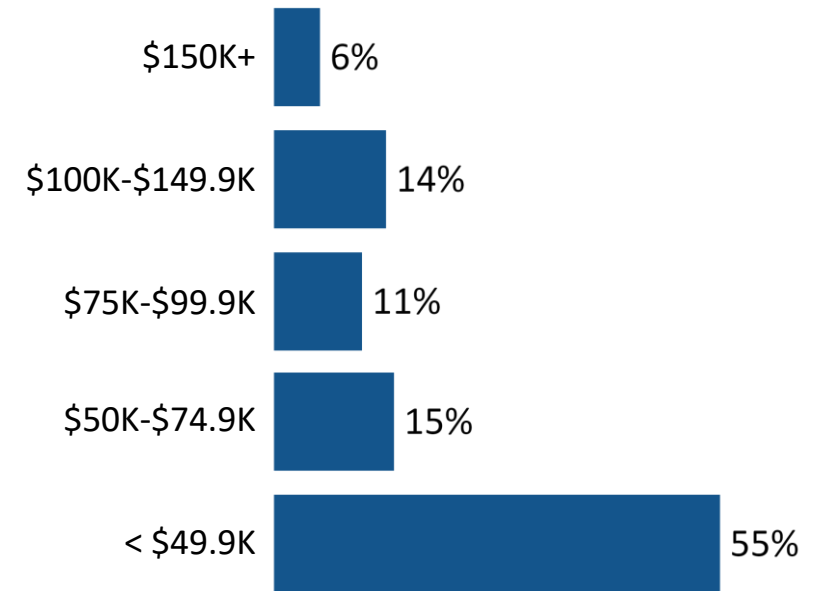
Average Age: 41.0

Gender



Female Male

Household Income

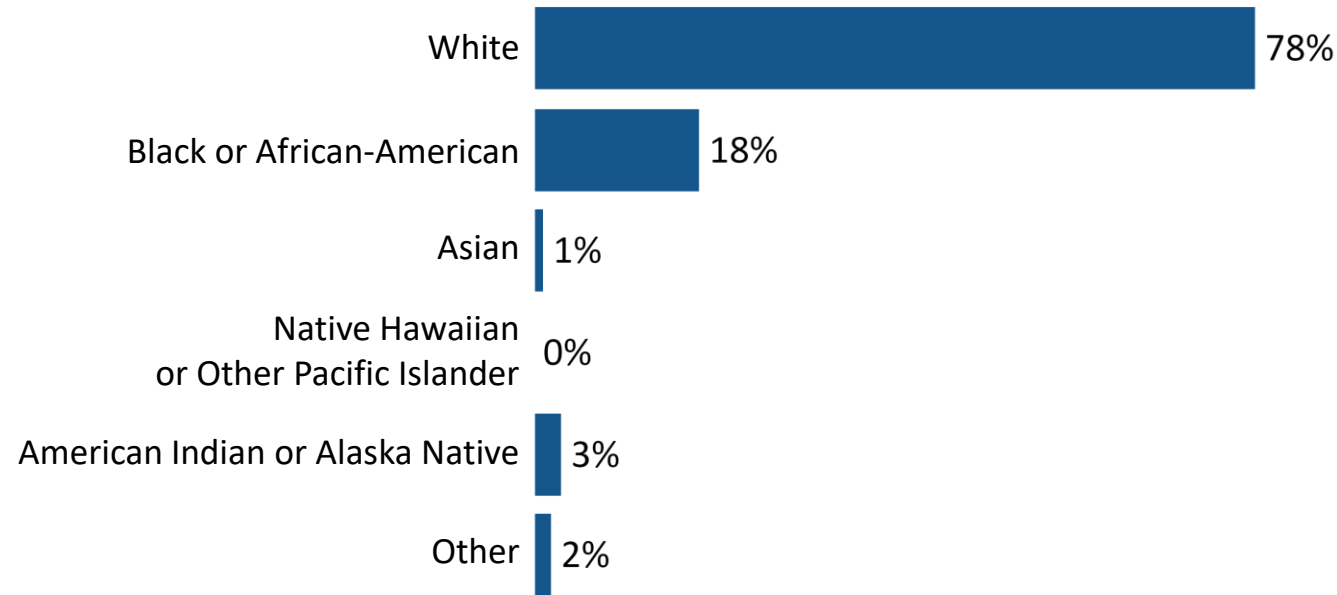


Average Income: \$62.3K

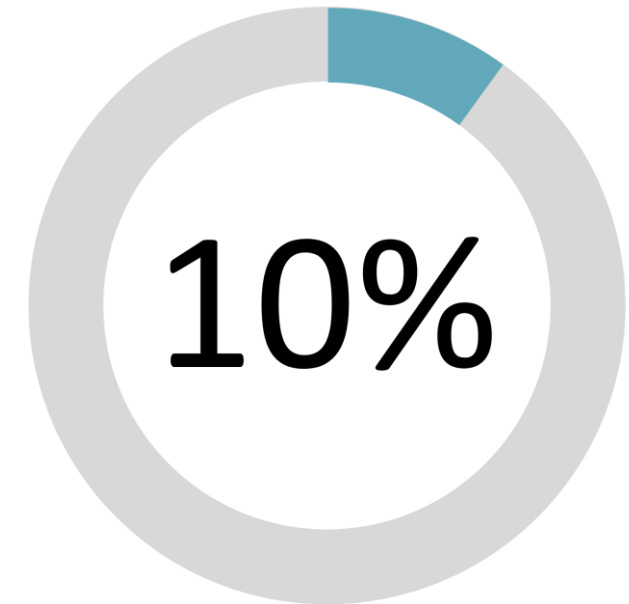
Race & Hispanic Background

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

64% full-time / self-employed

9% part-time

26% retired / not employed / other

Marital Status

55% married / living with a partner

32% single / never married

13% divorced / widowed / separated

Military Status*

84% never served in the military

7% veteran

8% currently on active duty

4% on active duty for training

Education

40% high school diploma or less / other

18% attended some college

31% associate's or bachelor's degree

12% graduate or professional degree

Sexual Orientation

90% straight

3% gay / lesbian

4% bisexual

3% other / not sure

Household Size

20% 1 member

32% 2 members

23% 3 members

16% 4 members

9% 5+ members

* Multi-select to include status for all household members



Travel USA®

Overnight 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 overnight trips in 2024/2025:

525

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	33%
----------	-----

Ohio	13%
------	-----

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

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

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



2024/2025

Lexington, KY	17%
---------------	-----

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

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

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

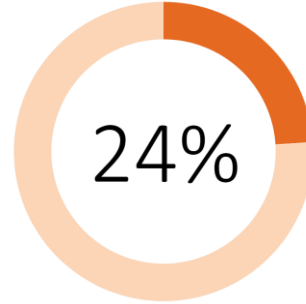
New York, NY	4%
--------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

20%



Travel Parties with Pets



Travel Parties
with Children

39%



Travel Party Composition

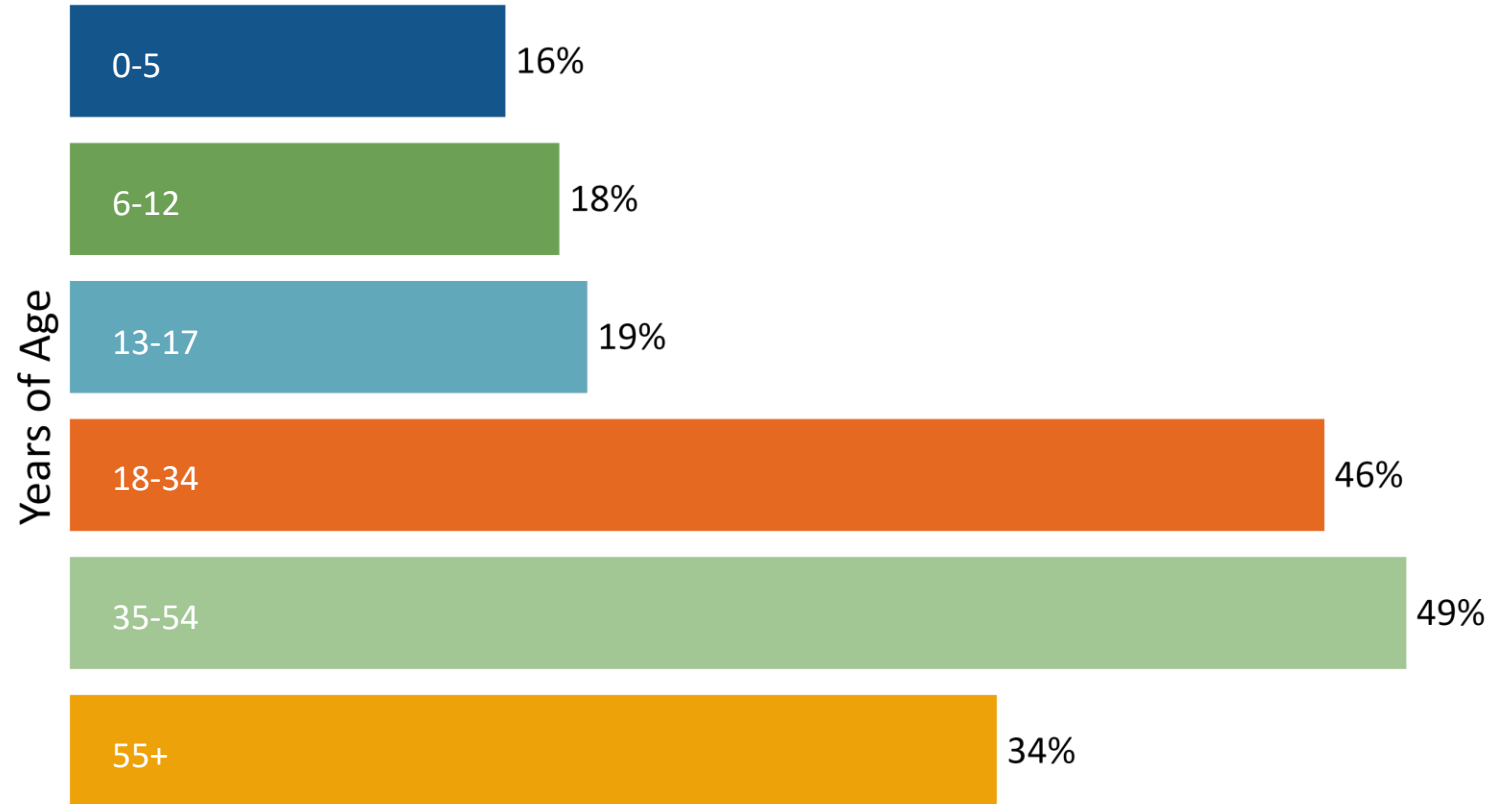
Travel Party Size & Age

Average Travel
Party Size

3.0



Travel Party Age



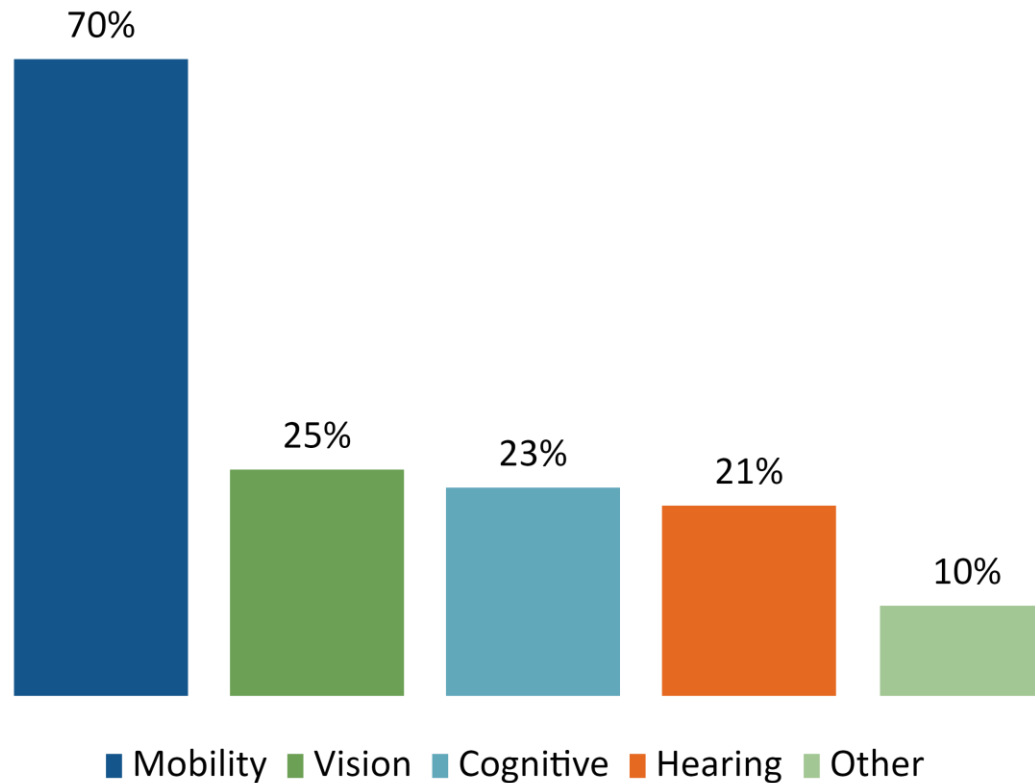
Travelers with Travel-Limiting Disabilities

Disability Categorizations

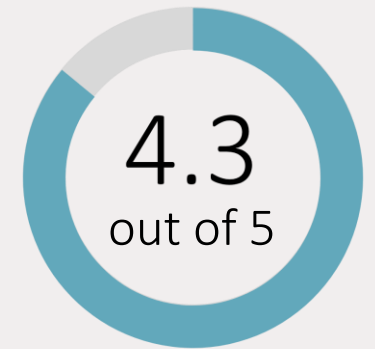
Travel Parties with
an Individual Who
Required
Accessibility
Services

26%

▲ +8.9% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

See Reference Guide for disability definitions.

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

42%

Visiting friends / relatives

▲ +3.5% vs U.S. Norm

16%

Outdoors

▲ +7.0% vs U.S. Norm

15%

Touring

▲ +3.8% vs U.S. Norm

6%

Special event

▼ -2.6% vs U.S. Norm

5%

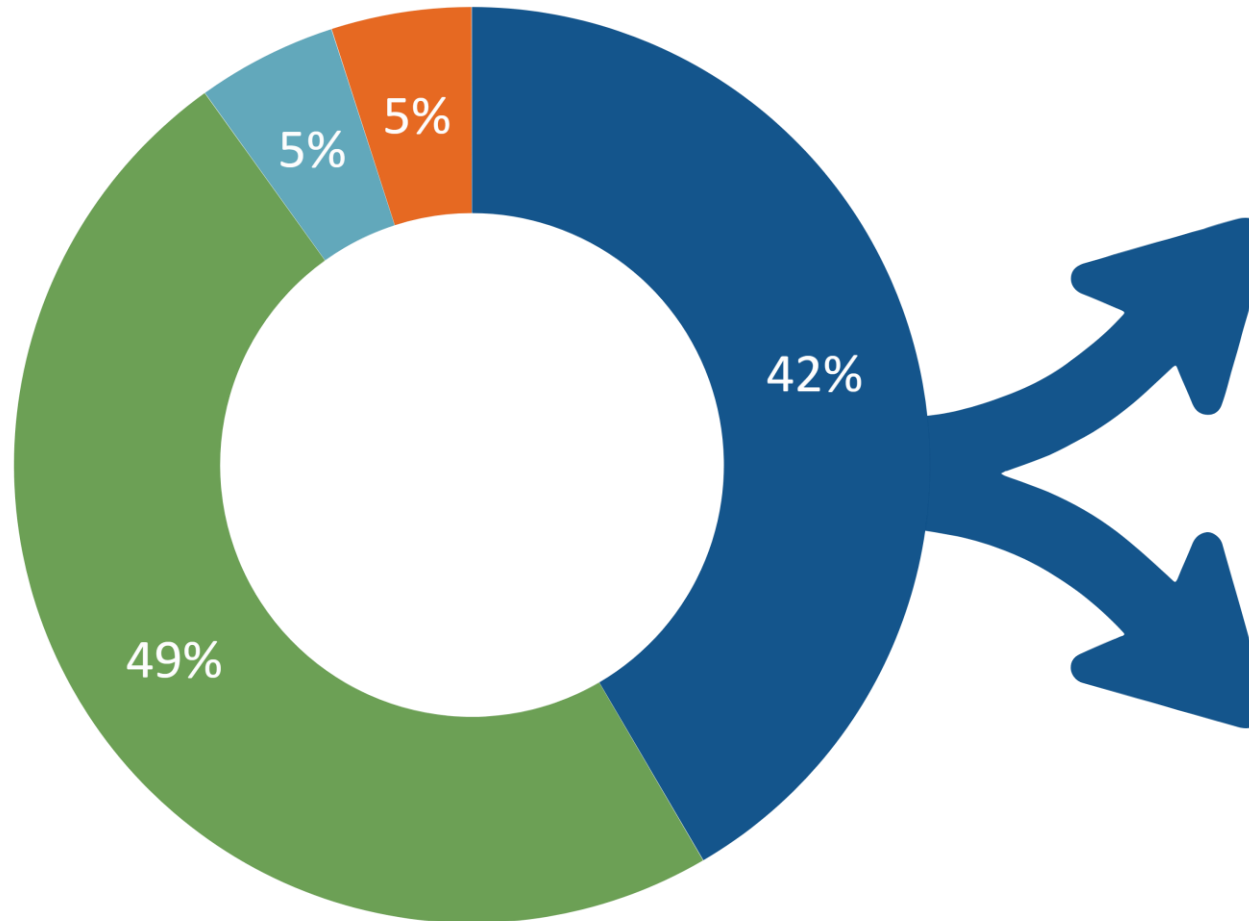
Business-Leisure

▲ +1.7% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



90%

Visited Friends/Relatives Who
Live in Daniel Boone Country

10%

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

26%

Budget friendly traveler:
prioritizing affordability
and value for money

20%

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

18%

Family traveler:
prioritizing activities and
accommodations
suitable for children

7%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

7%

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

5%

Luxury traveler: seeking
high-end experiences
and personalized
services

Pre-Trip

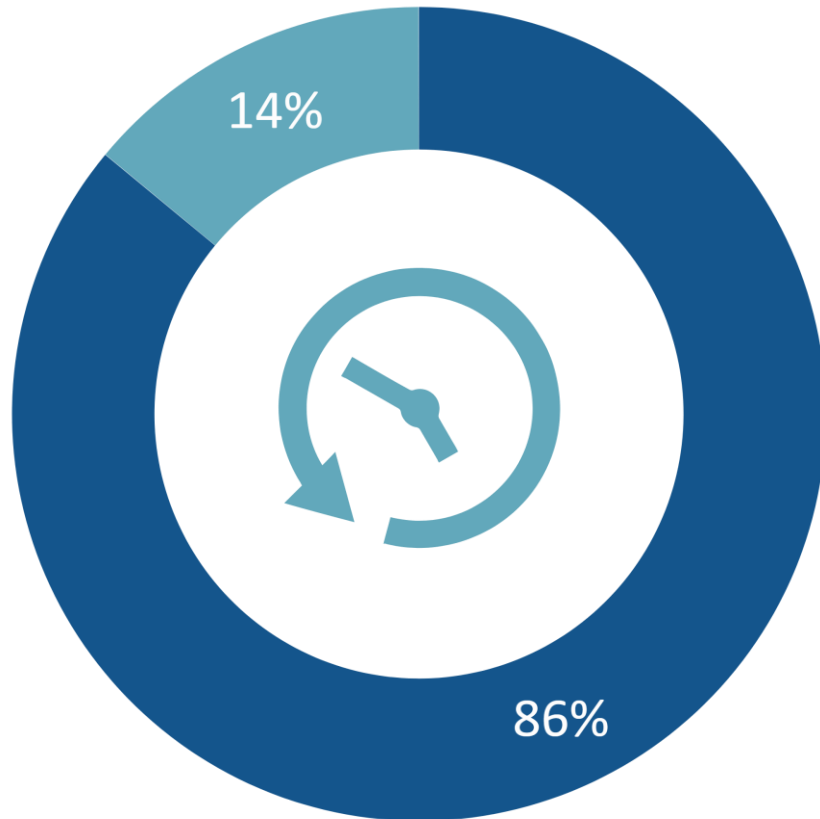
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

14%

▲ +4.0% vs U.S. Norm

2 months or
less

49%

▲ +0.7% vs U.S. Norm

3-5 months

18%

▼ -2.9% vs U.S. Norm

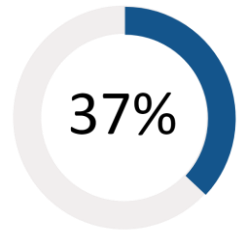
6 months or
more

19%

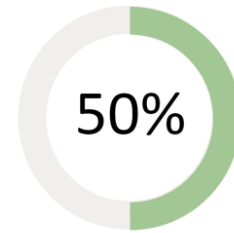
▼ -1.7% vs U.S. Norm

Sources of Trip Planning

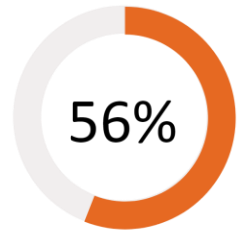
Share of Travelers Who Used Each Media Type for Trip Planning



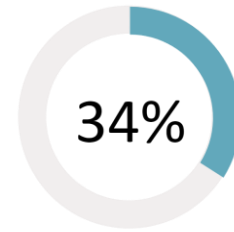
Print



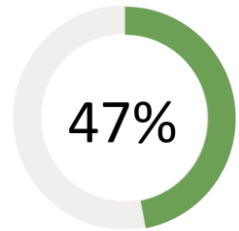
In-Person



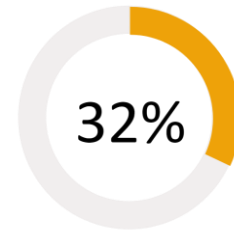
Online/Digital



TV/Video



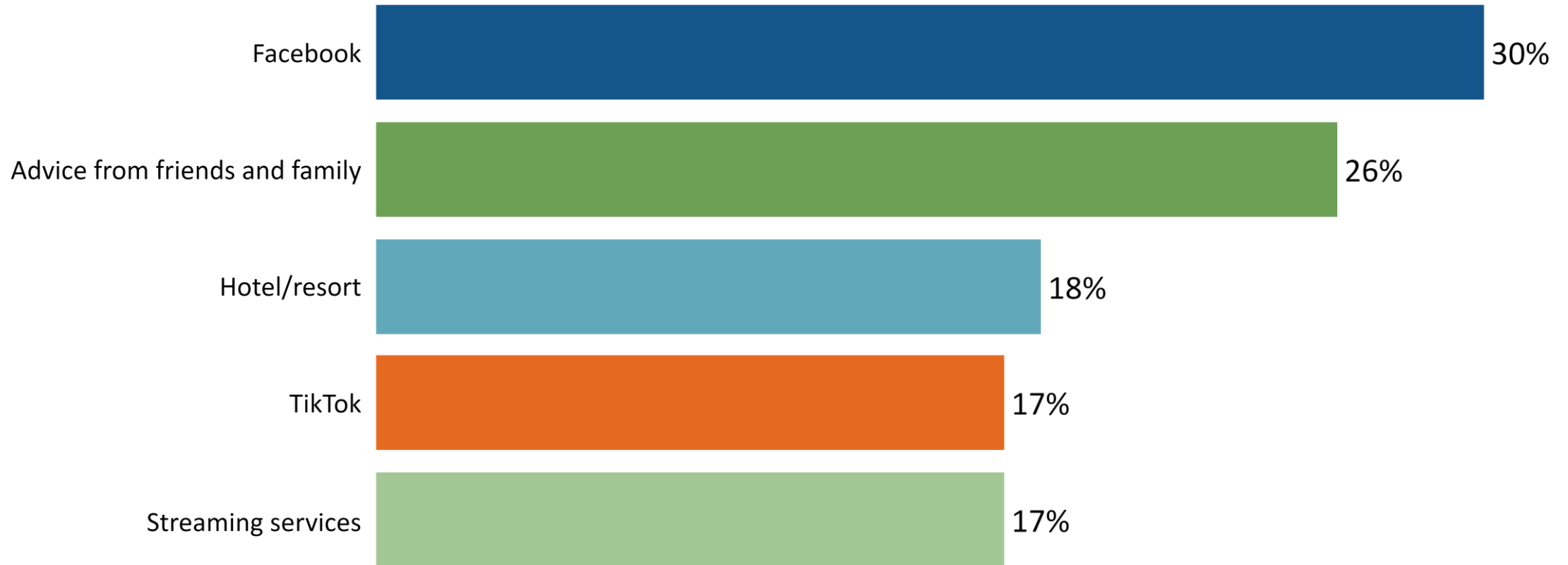
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

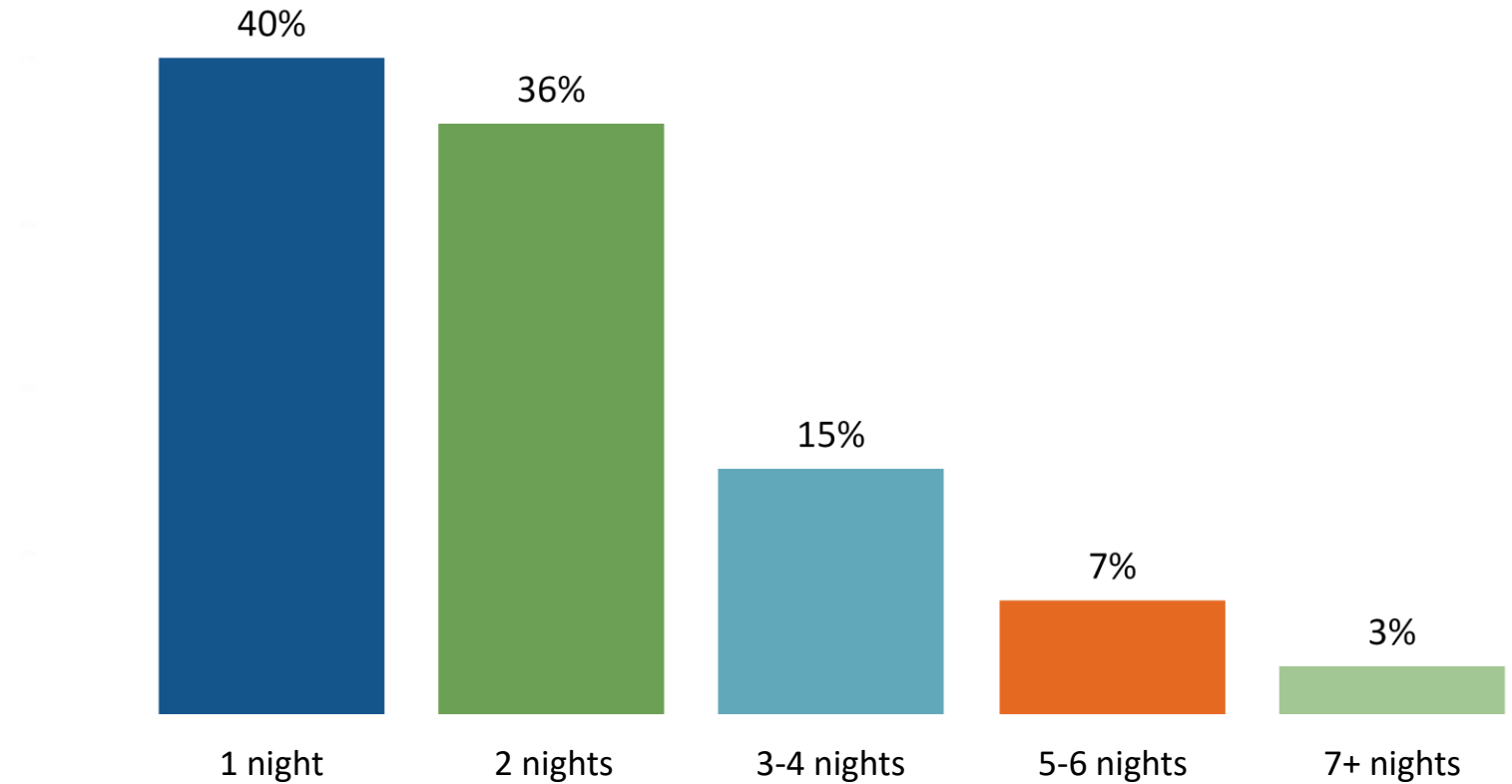
Trip Structure

Trip Structure

Nights Spent in Daniel Boone Country

Average
Number of Nights

2.3



Trip Structure

Share of Total Trip Spent in Daniel Boone Country

Average Number of
Nights Spent in Daniel
Boone Country

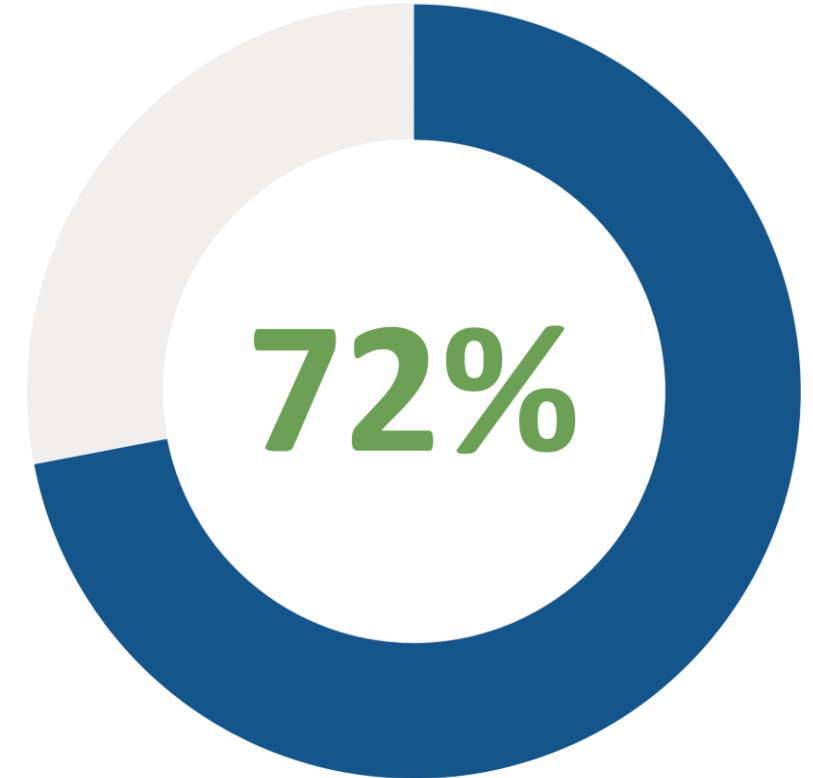
2.3

Average Number of
Total Trip Nights

3.2

=

Share of Total Trip Spent in
Daniel Boone Country



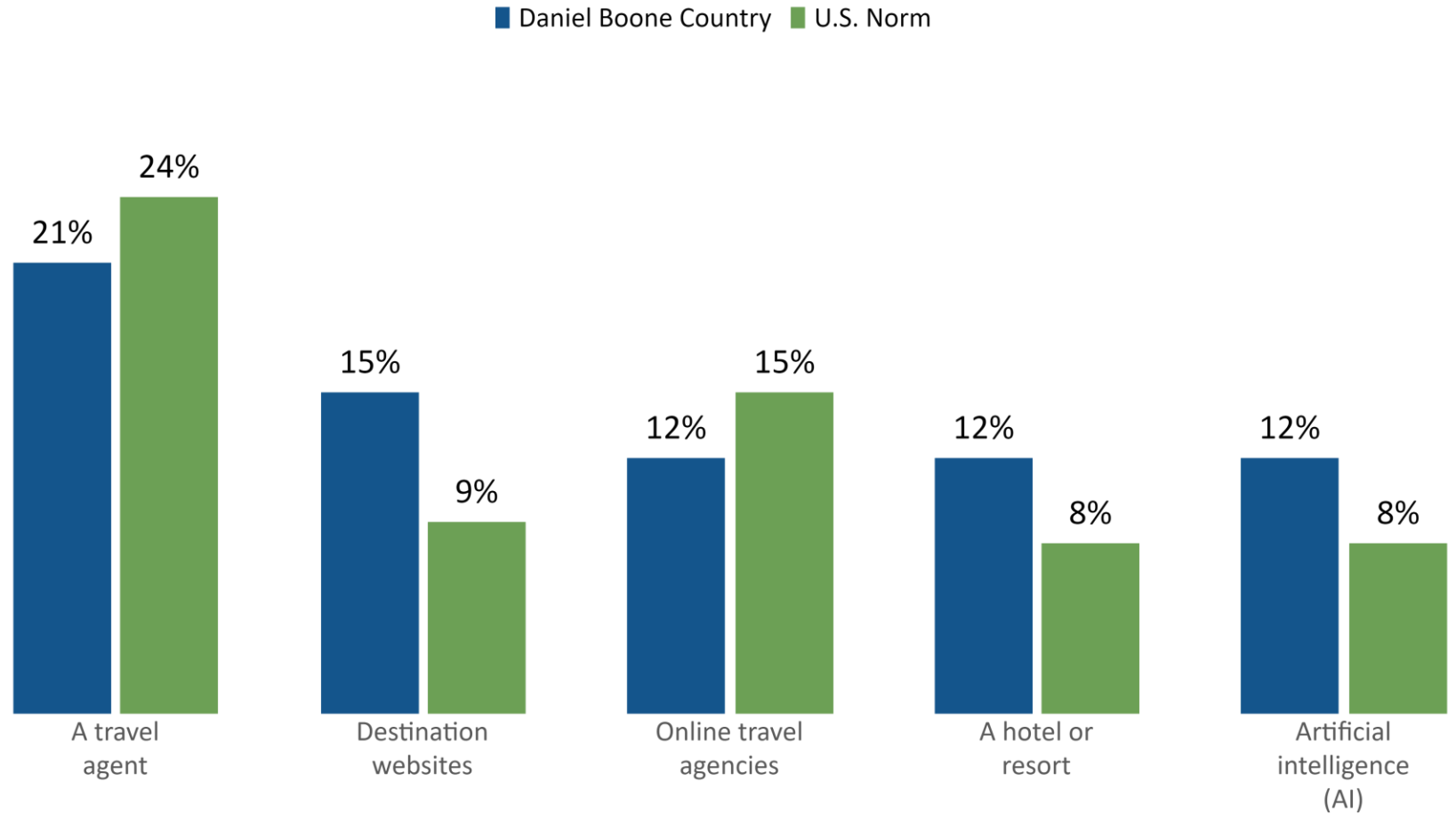
*Accounts for trip nights that Daniel
Boone Country travelers spent in
other destinations.*

During Trip

Transportation & Accommodations

Booking: Transportation

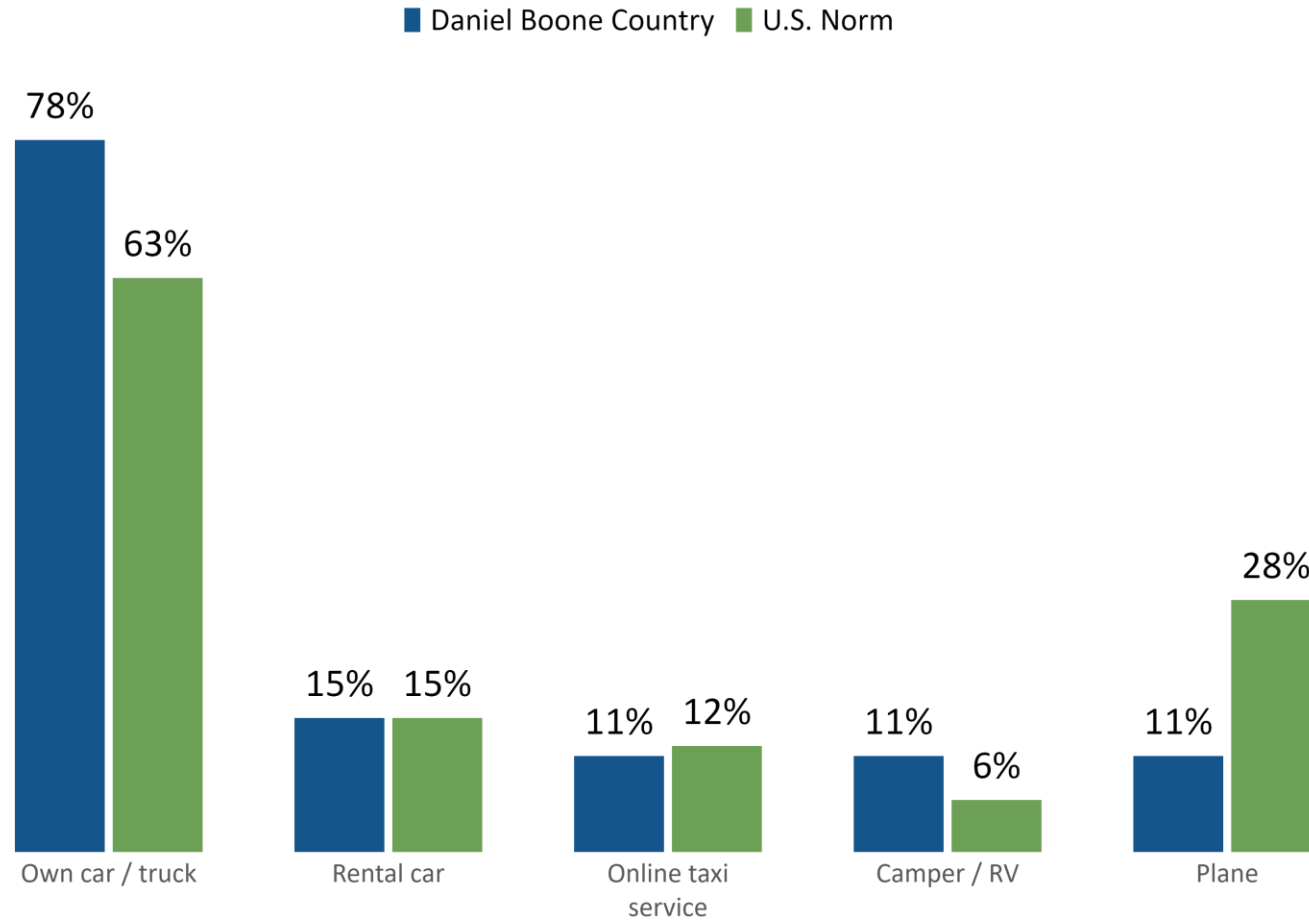
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Daniel Boone Country



Vehicle Type

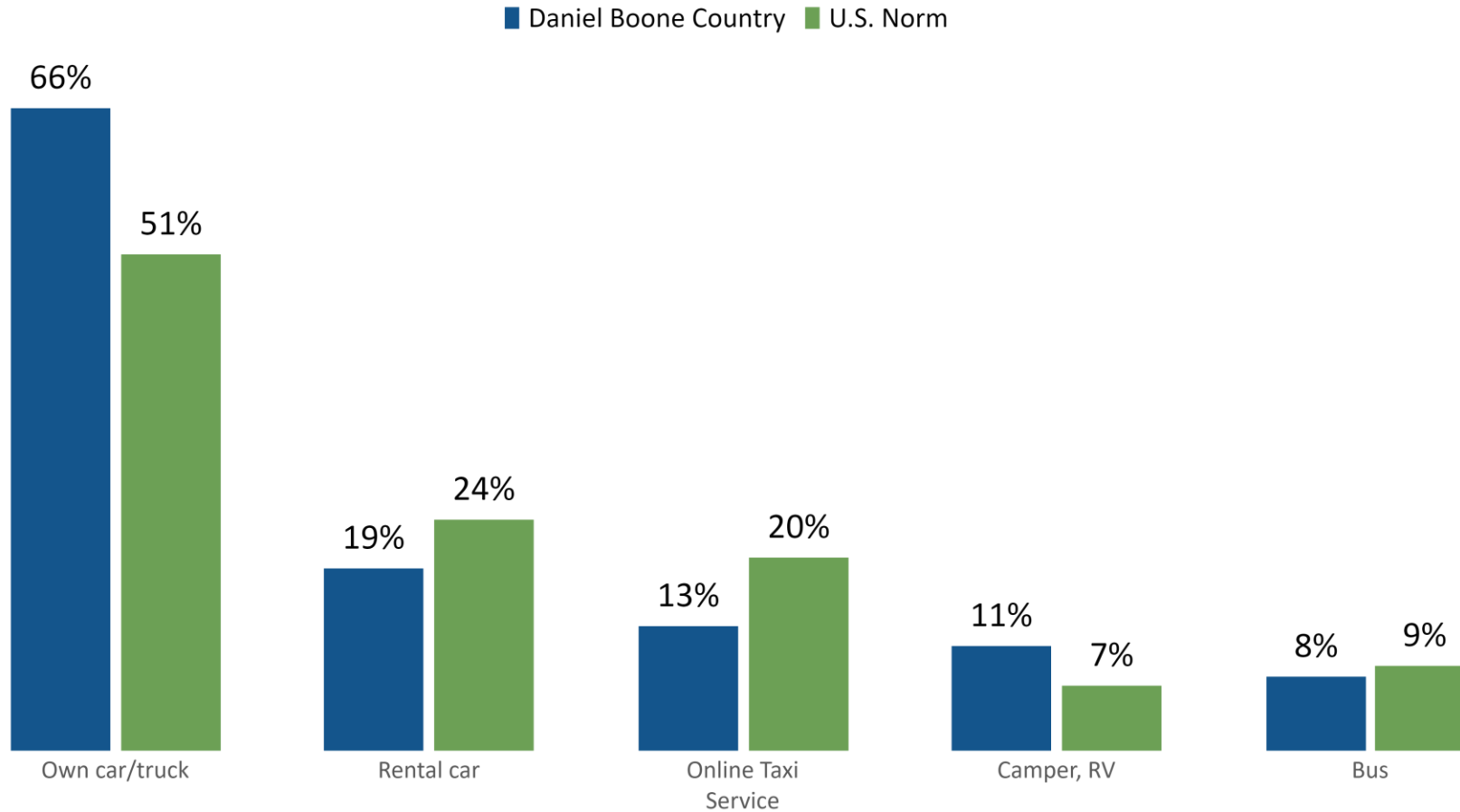
Gasoline/diesel	83%	▲	+4.6% vs U.S. Norm
Hybrid	12%	▼	-0.2% vs U.S. Norm
Electric	9%	▼	-1.8% vs U.S. Norm
Plug-in-hybrid	6%	▼	-0.4% vs U.S. Norm

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

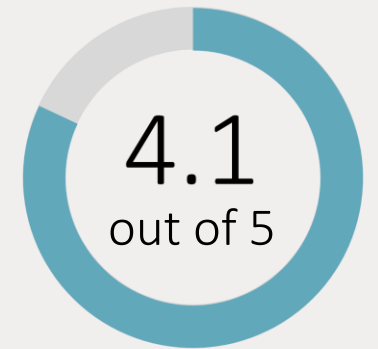
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Daniel Boone Country



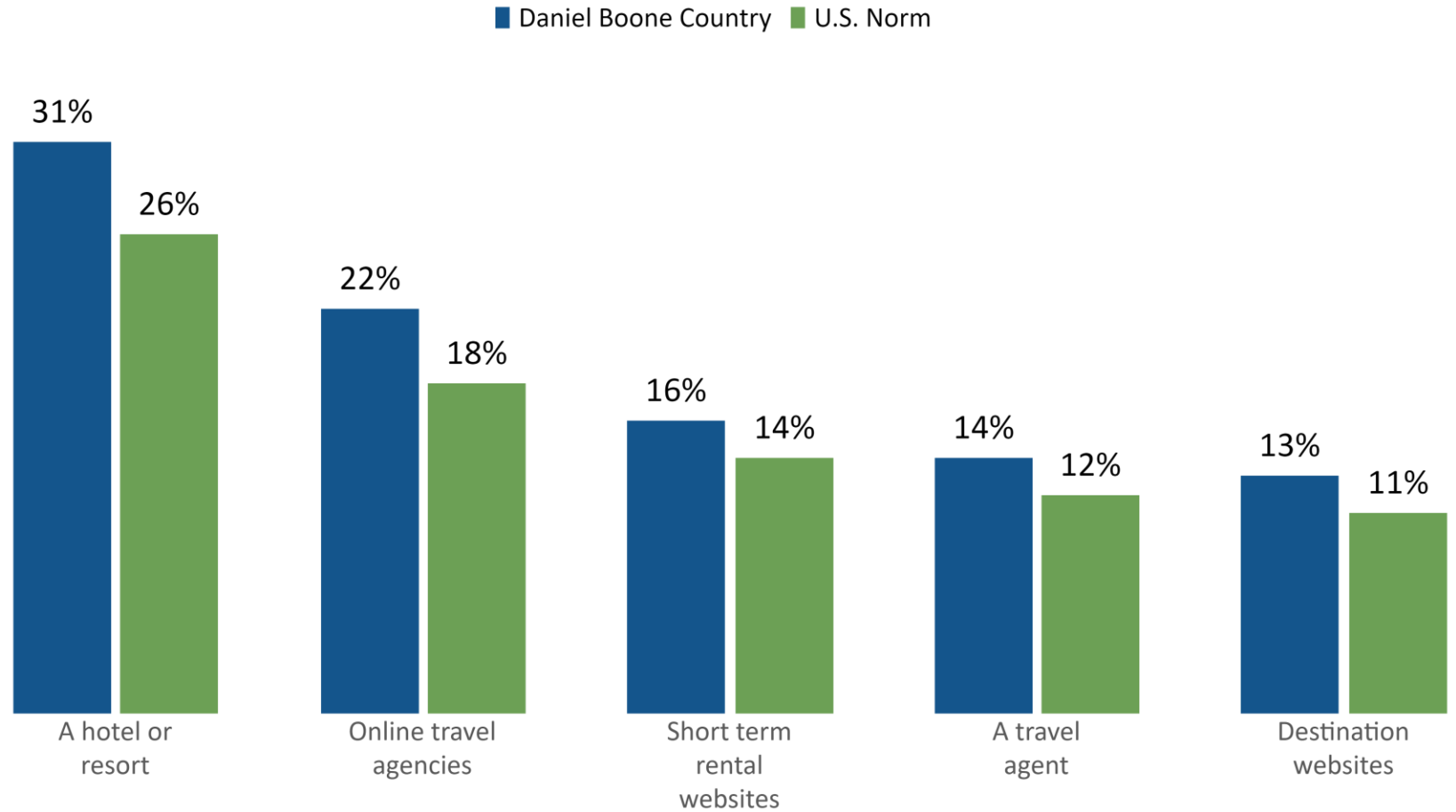
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

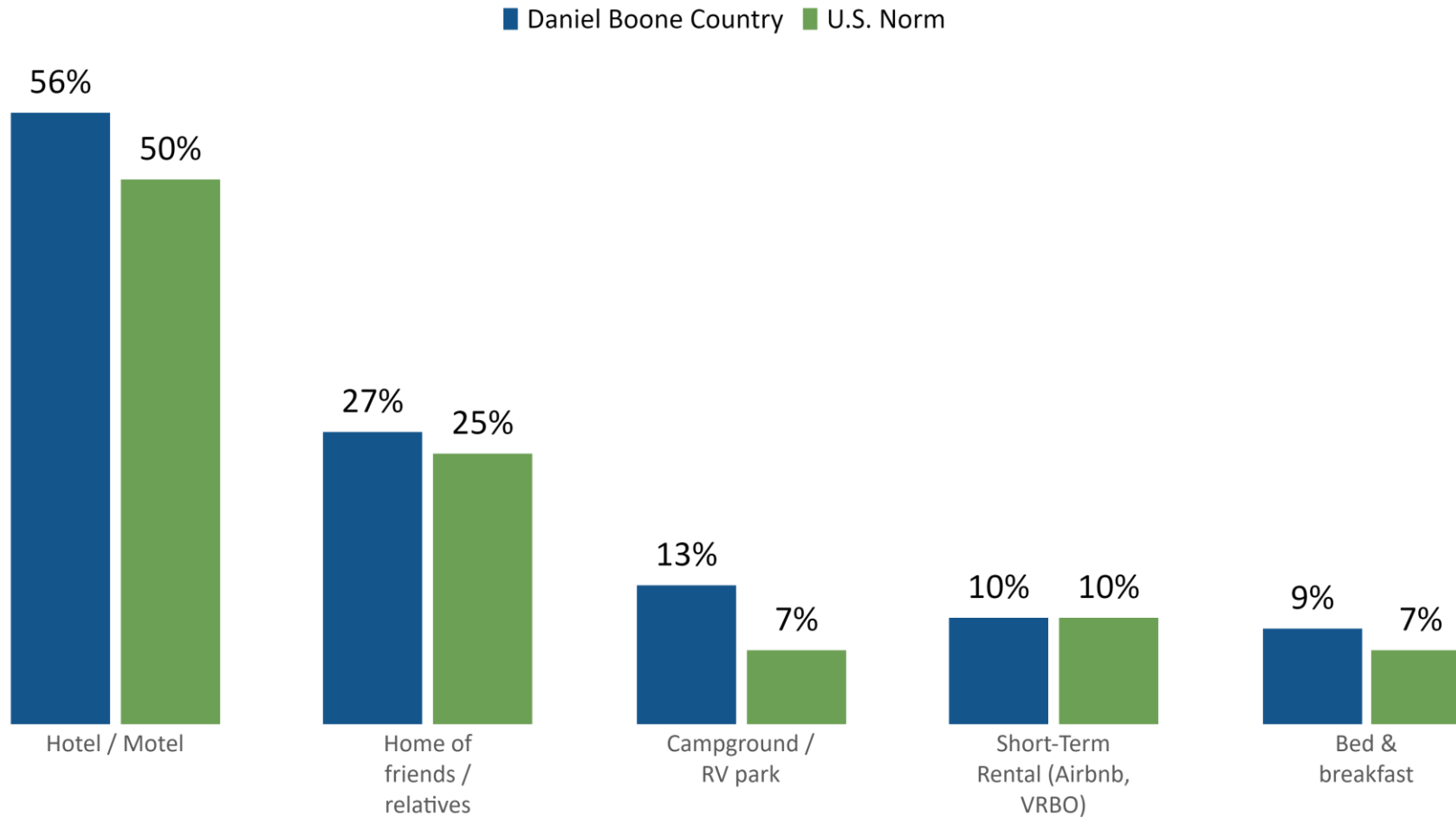
Top Booking Sources for Accommodations



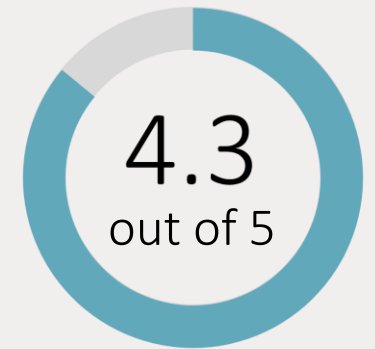
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Daniel Boone Country Travelers



Quality of Accommodations



Average Satisfaction Rating

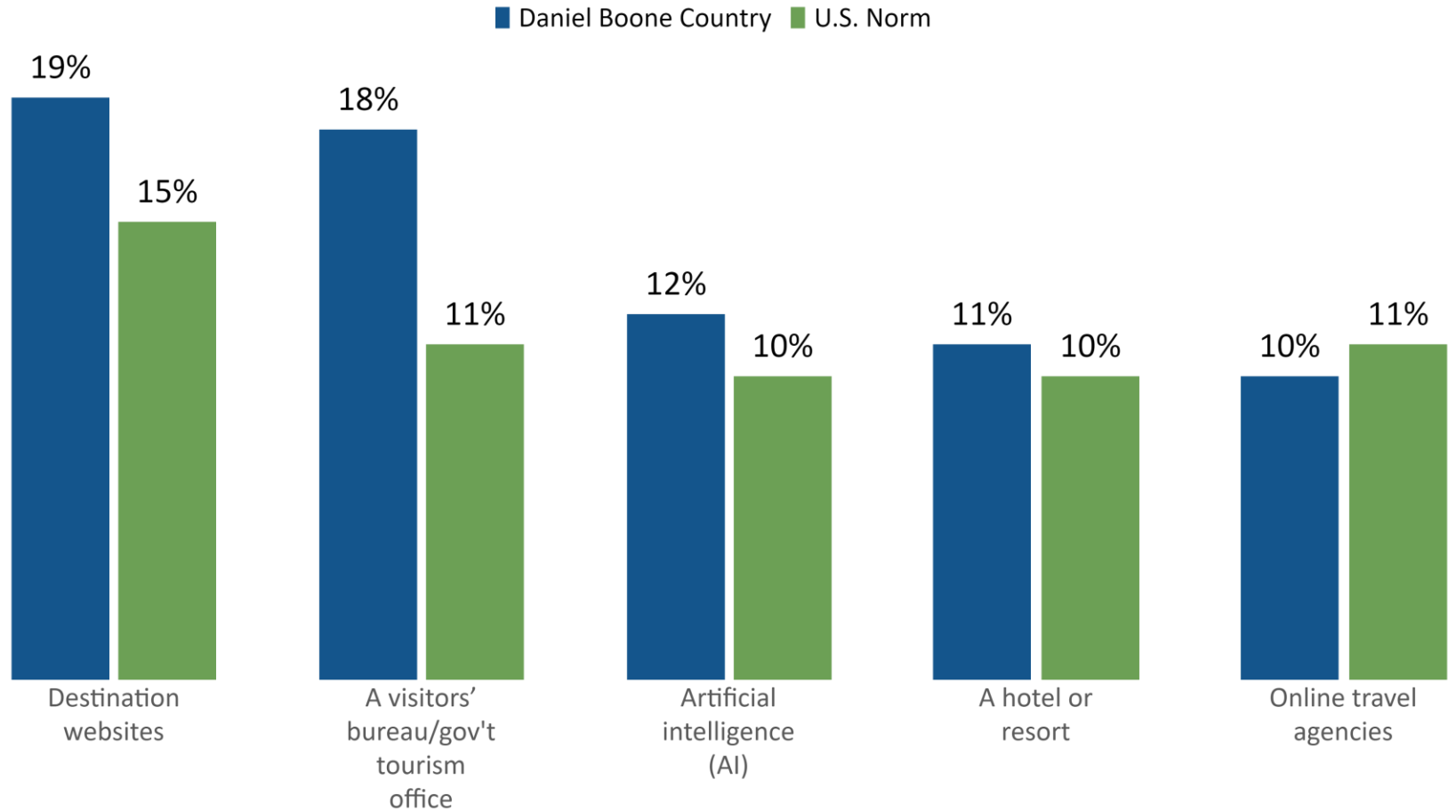
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



Entertainment Activities

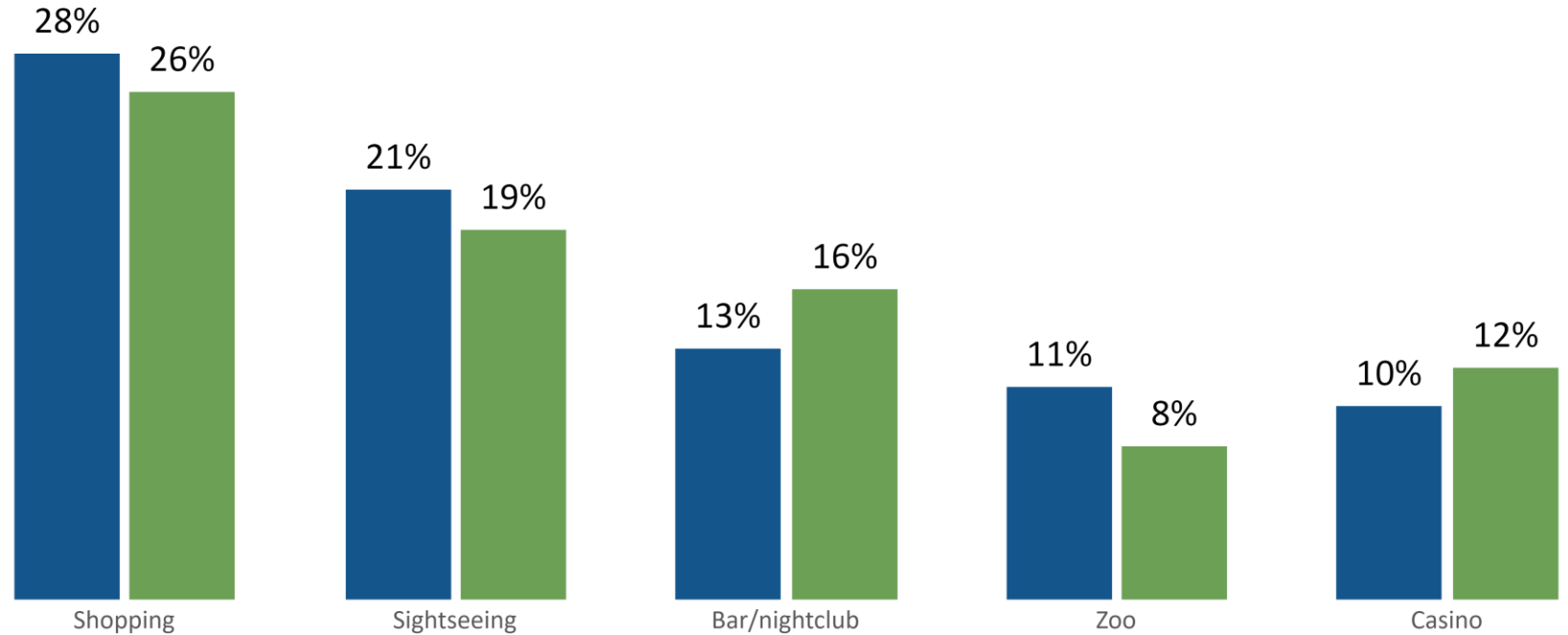
Top Entertainment Activities for Daniel Boone Country Travelers

60%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%

■ Daniel Boone Country ■ U.S. Norm



Recreational Activities

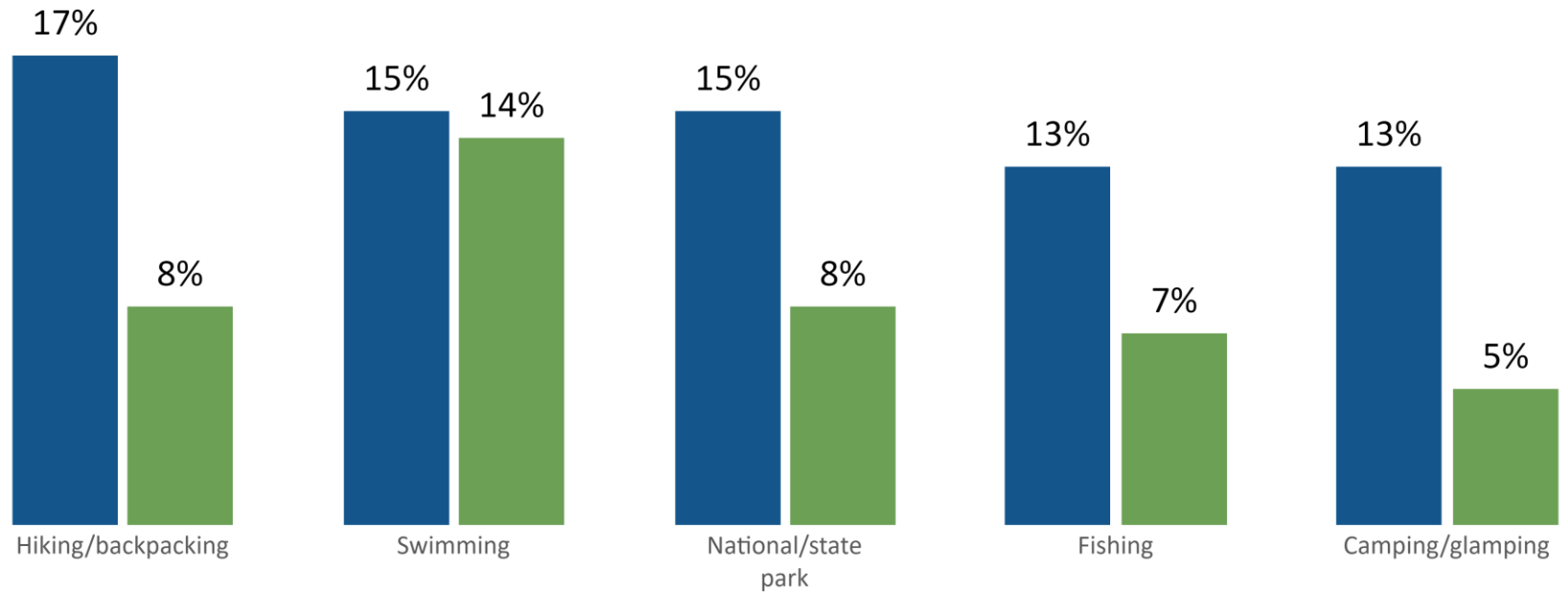
Top Recreational Activities for Daniel Boone Country Travelers

60%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%

■ Daniel Boone Country ■ U.S. Norm



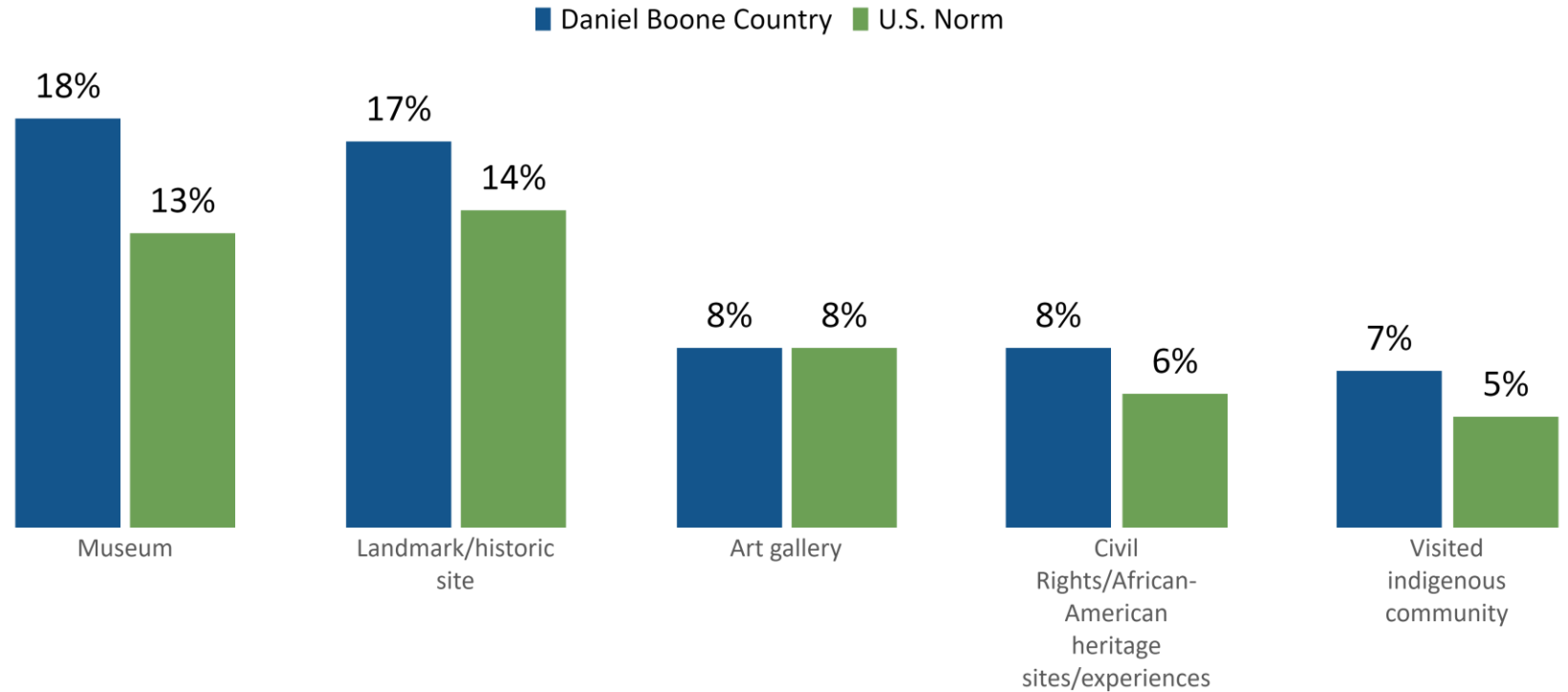
Cultural Activities

Top Cultural Activities for Daniel Boone Country Travelers

39%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



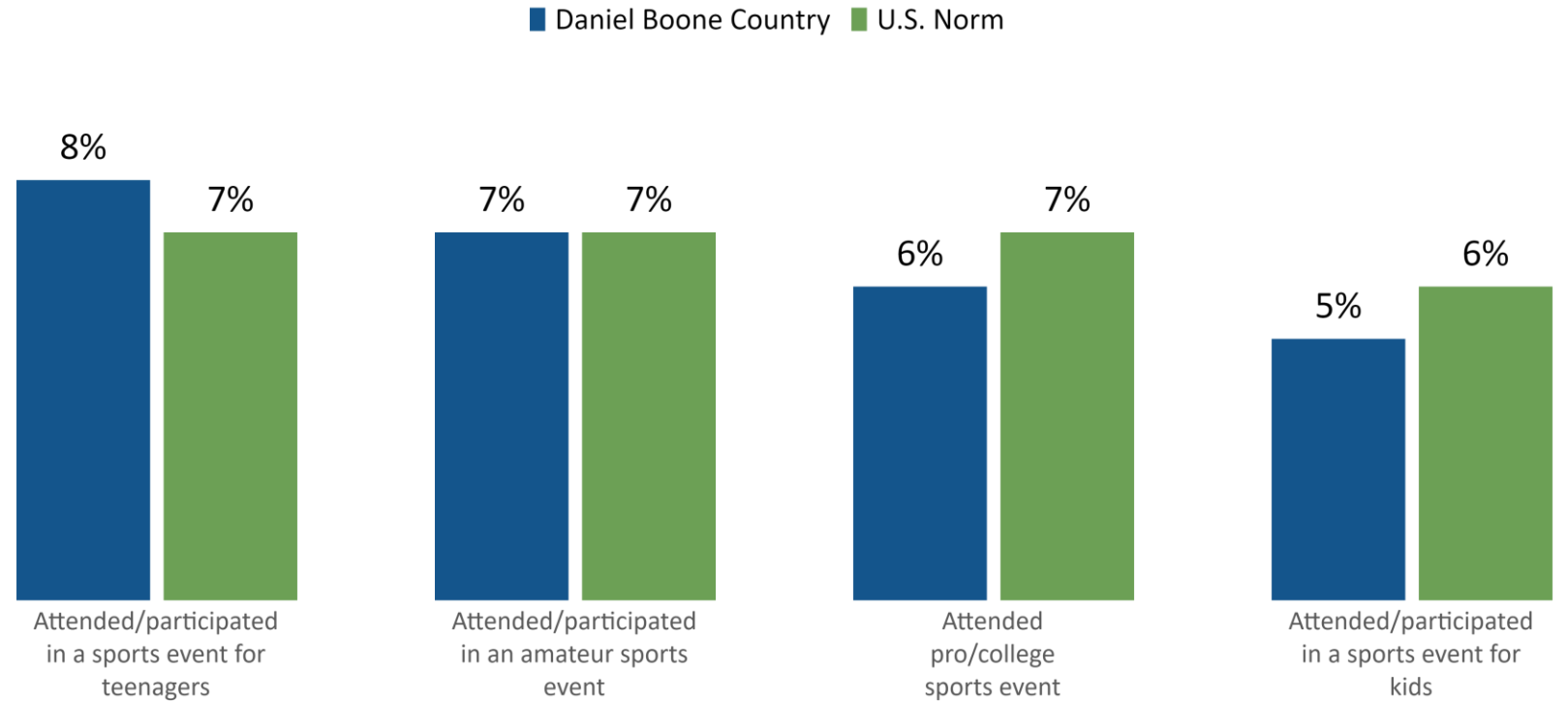
Sporting Events

Top Sporting Events for Daniel Boone Country Travelers

19%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%



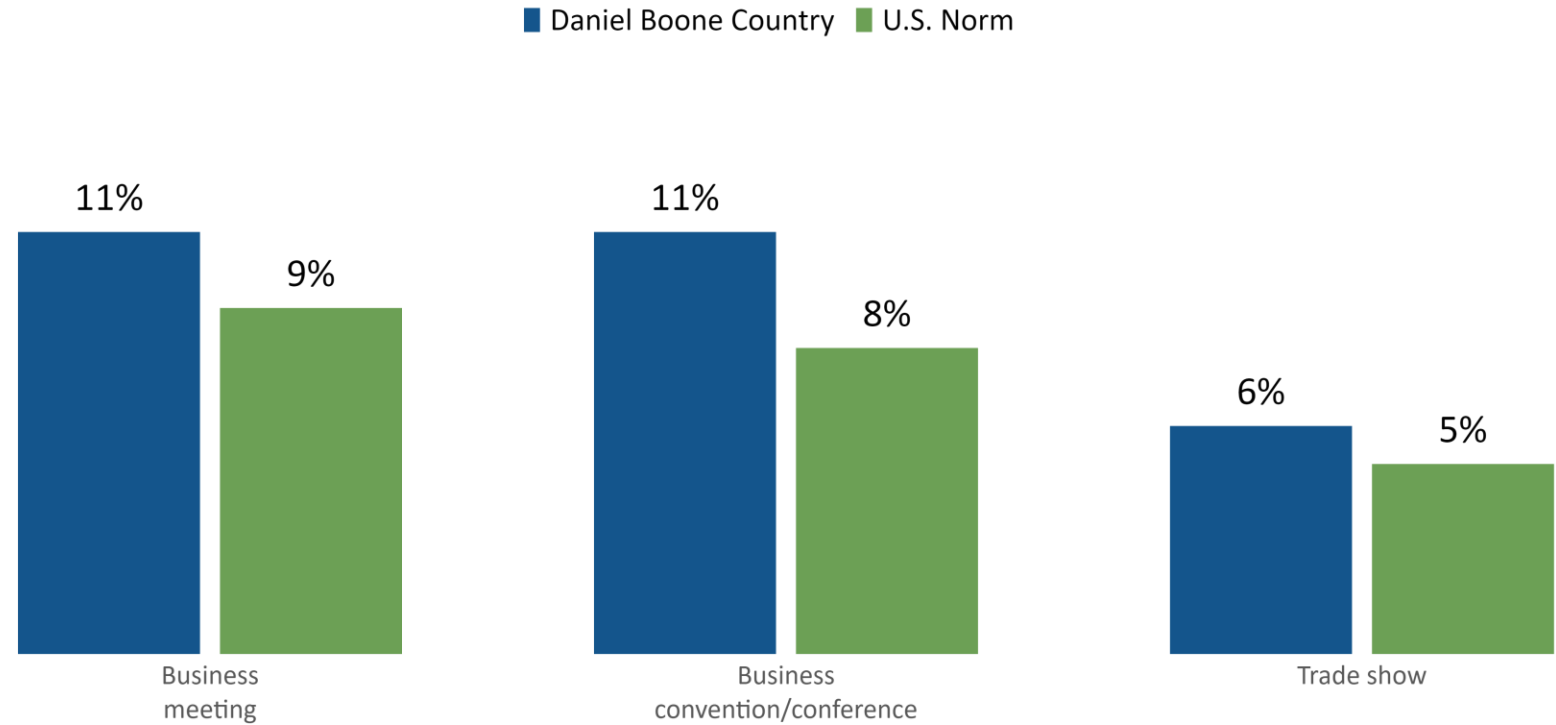
Business Activities

Top Business Activities for Daniel Boone Country Travelers

21%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%



Other Activities

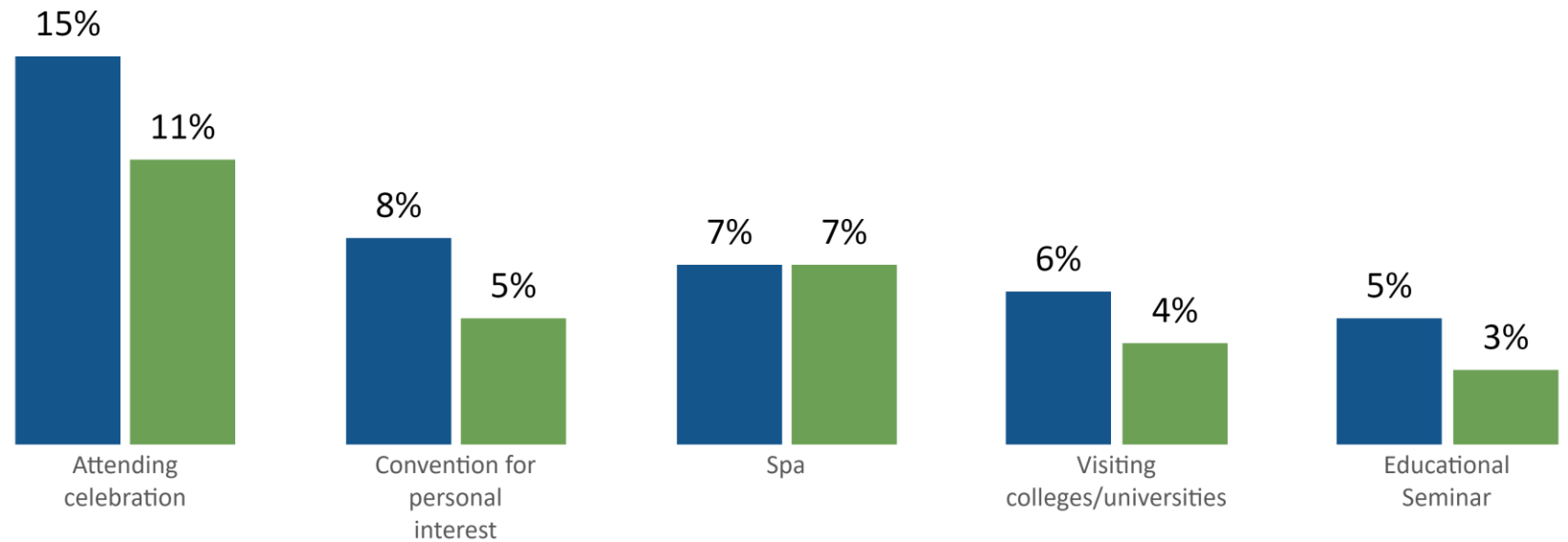
Top Other Activities for Daniel Boone Country Travelers

39%

Participated in
Other
Activities
During Their Trip

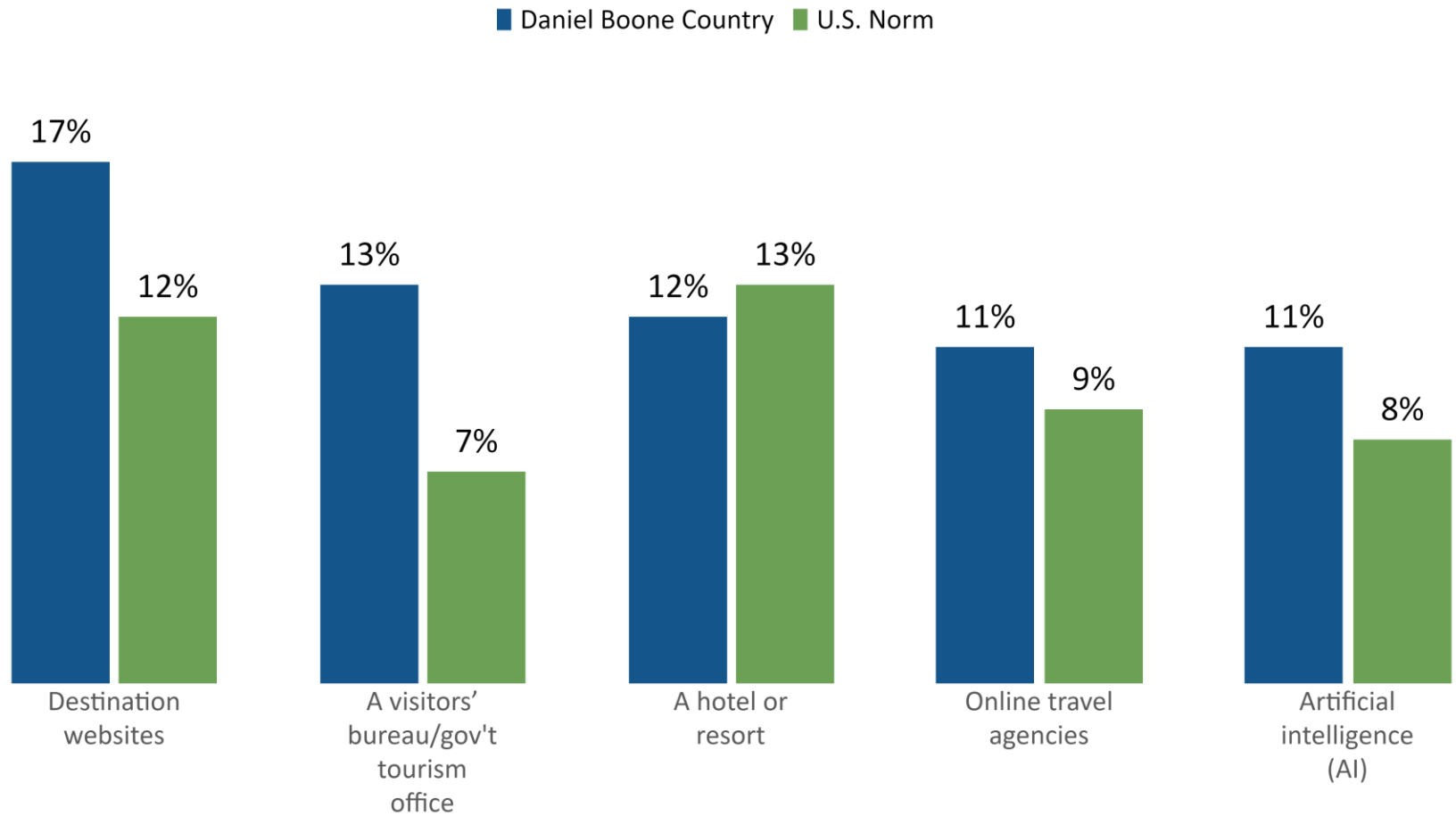
U.S. Norm: 41%

■ Daniel Boone Country ■ U.S. Norm



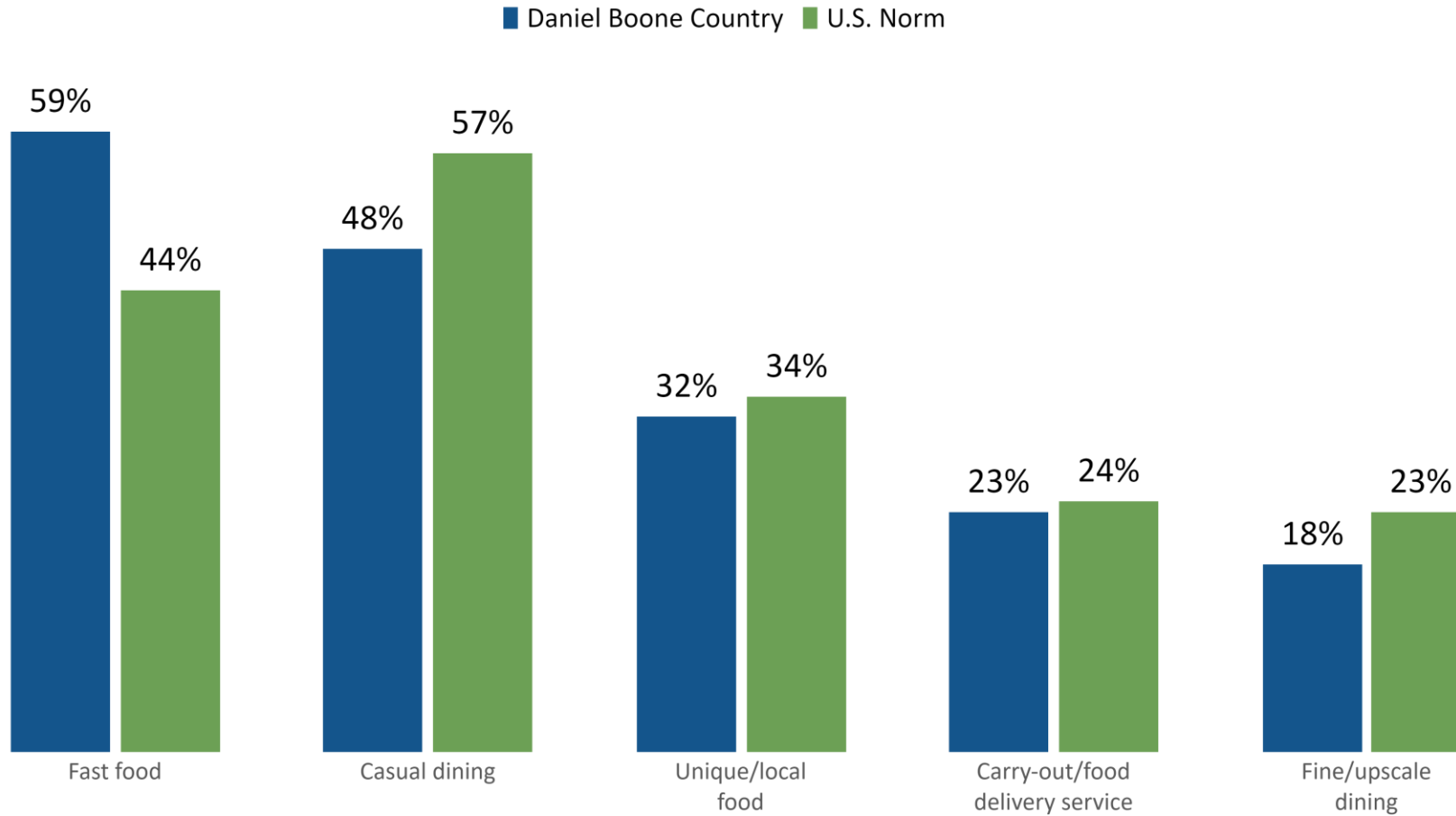
Booking: Dining

Top Booking Sources for Dining

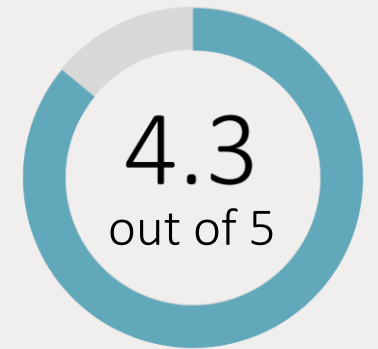


Dining

Top Dining Categories for Daniel Boone Country Travelers



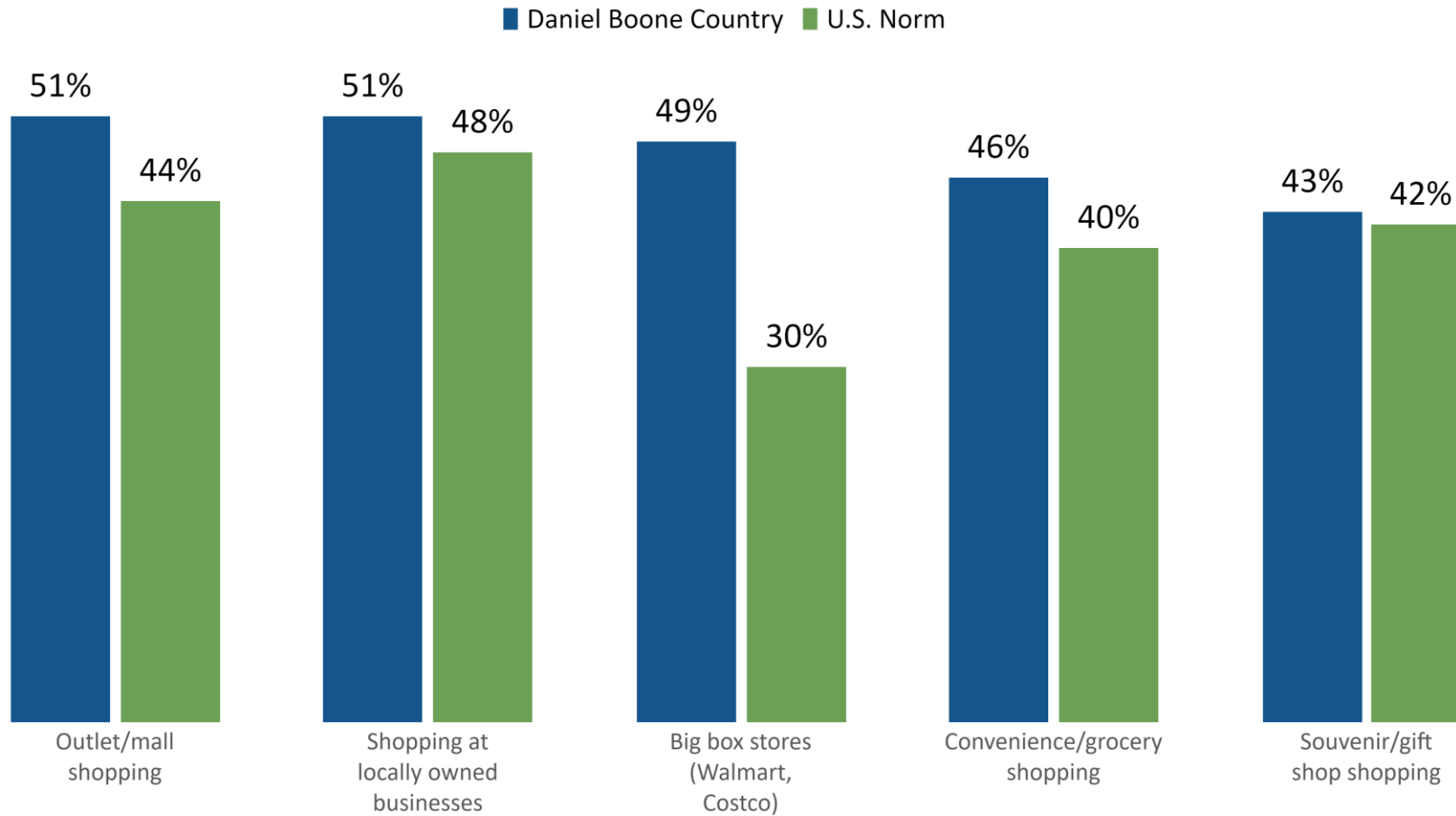
Quality of Food



Average Satisfaction Rating

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

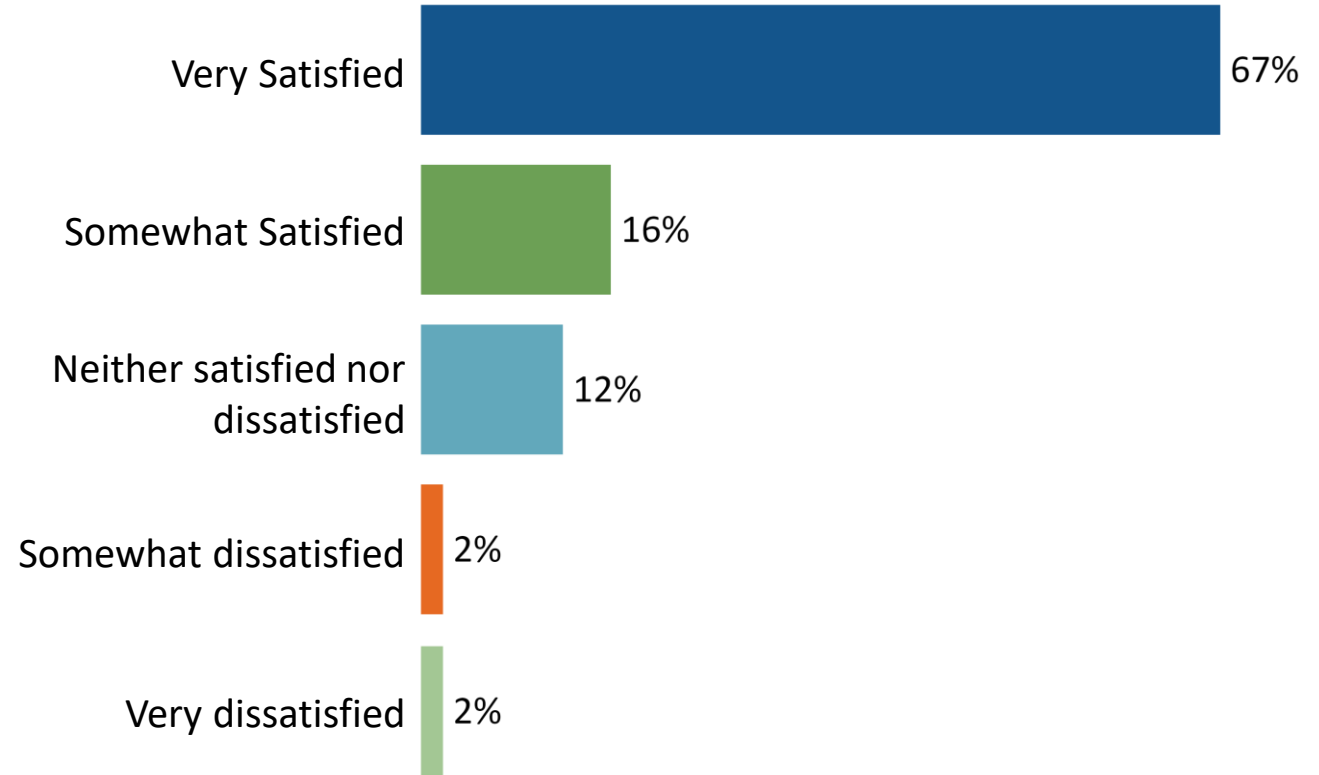
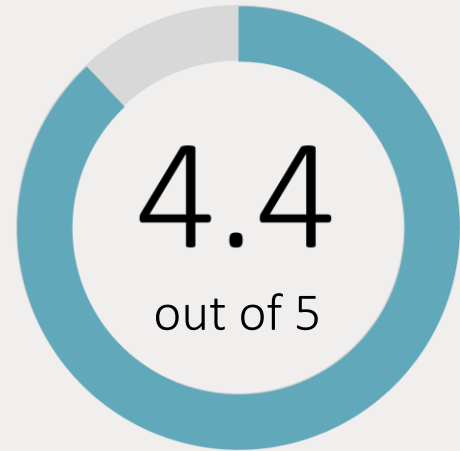
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Overnight Visitors Rated Their Daniel Boone Country Experience

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Daniel Boone Country Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



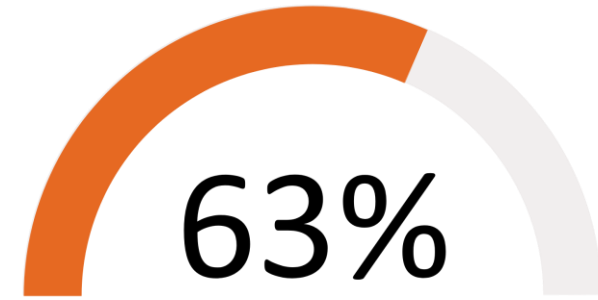
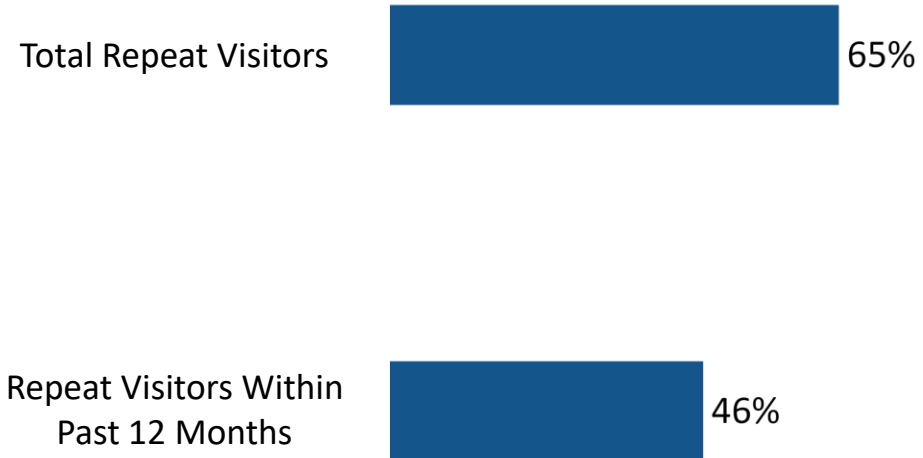
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Daniel Boone Country

Past Visitation



Selected That They Were
'Very Likely' to Return to
Daniel Boone Country

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

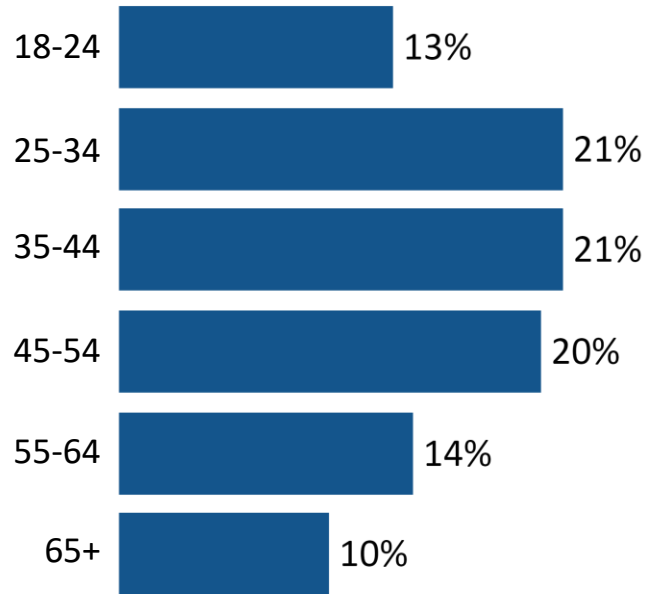
Respondent Demographics



Age, Gender, & Household Income

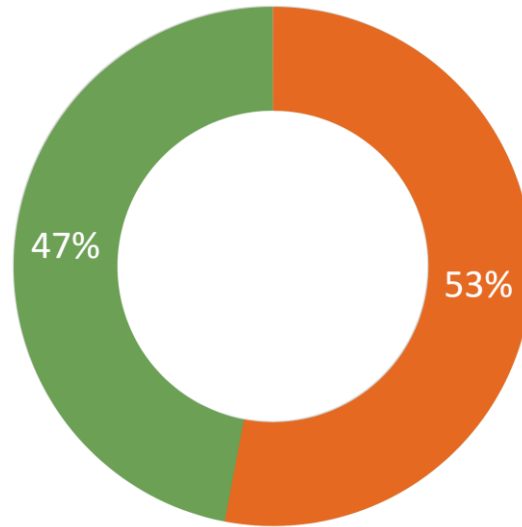
Respondent Demographics for Daniel Boone Country

Age



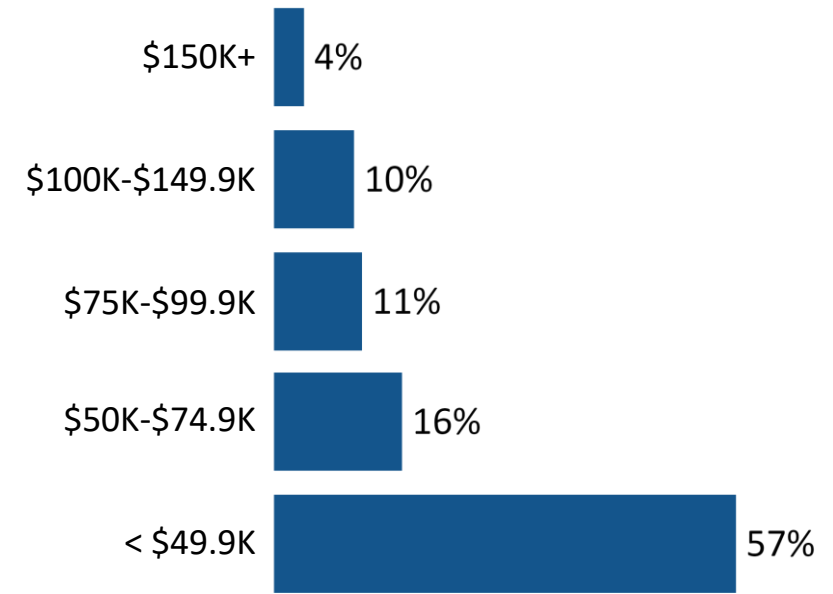
Average Age: 42.9

Gender



Female Male

Household Income

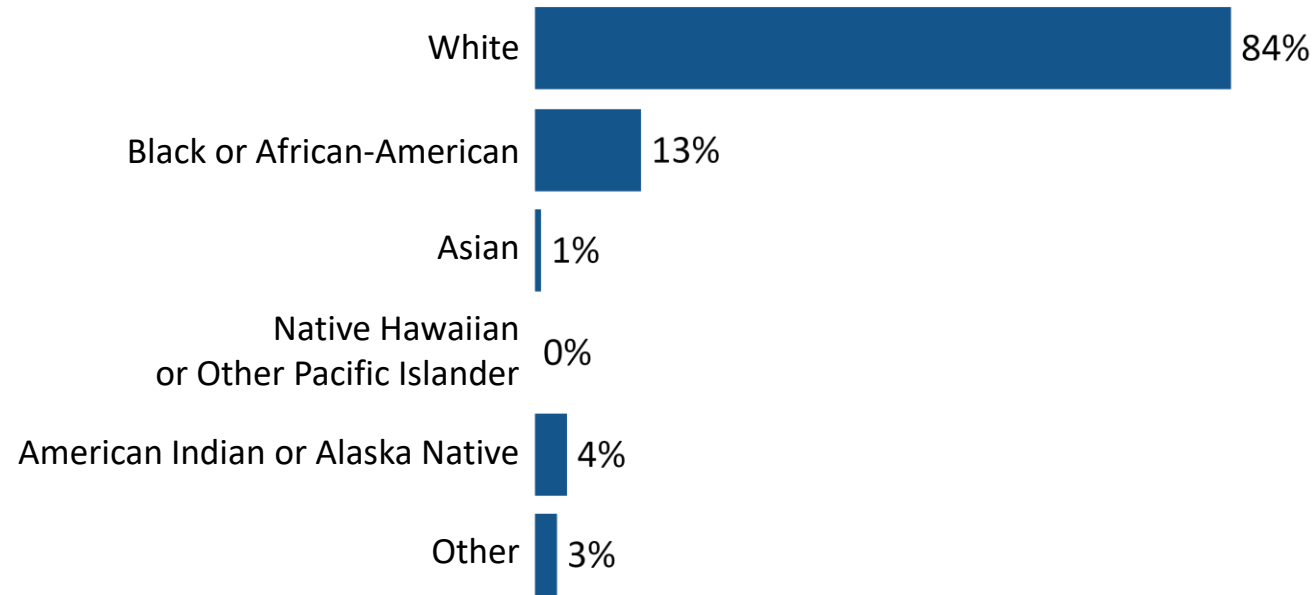


Average Income: \$57.4K

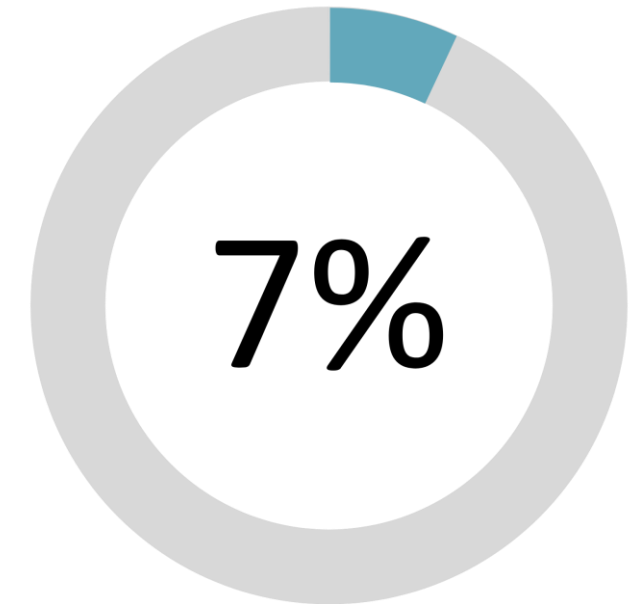
Race & Hispanic Background

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

57% full-time / self-employed

7% part-time

36% retired / not employed / other

Marital Status

59% married / living with a partner

22% single / never married

20% divorced / widowed / separated

Military Status*

87% never served in the military

8% veteran

4% currently on active duty

1% on active duty for training

Education

35% high school diploma or less / other

27% attended some college

26% associate's or bachelor's degree

12% graduate or professional degree

Sexual Orientation

89% straight

2% gay / lesbian

7% bisexual

1% other / not sure

Household Size

19% 1 member

36% 2 members

19% 3 members

16% 4 members

11% 5+ members

* Multi-select to include status for all household members



Travel USA®

Overnight Visitation Kentucky's Southern Shorelines 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 overnight trips in 2024/2025:

427

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	19%
----------	-----

Florida	9%
---------	----

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

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

California	6%
------------	----



2024/2025

Lexington, KY	7%
---------------	----

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

Louisville, KY	6%
----------------	----

New York, NY	5%
--------------	----

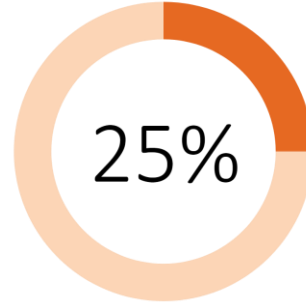
Chicago, IL	4%
-------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

24%

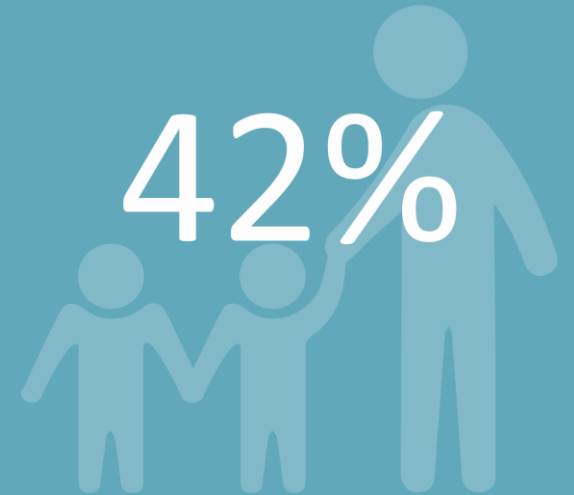


Travel Parties with Pets



Travel Parties
with Children

42%



Travel Party Composition

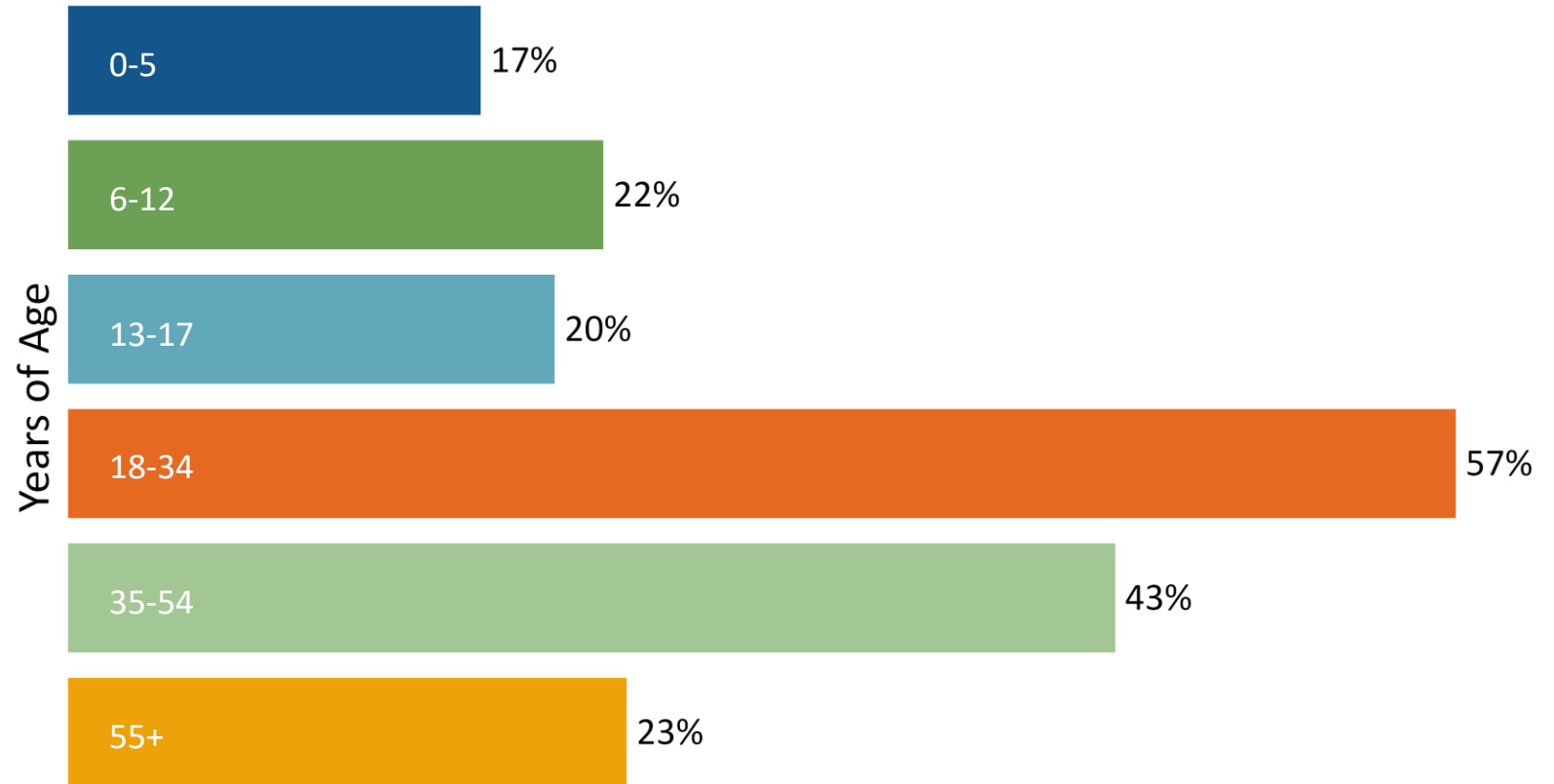
Travel Party Size & Age

Average Travel
Party Size

2.8



Travel Party Age



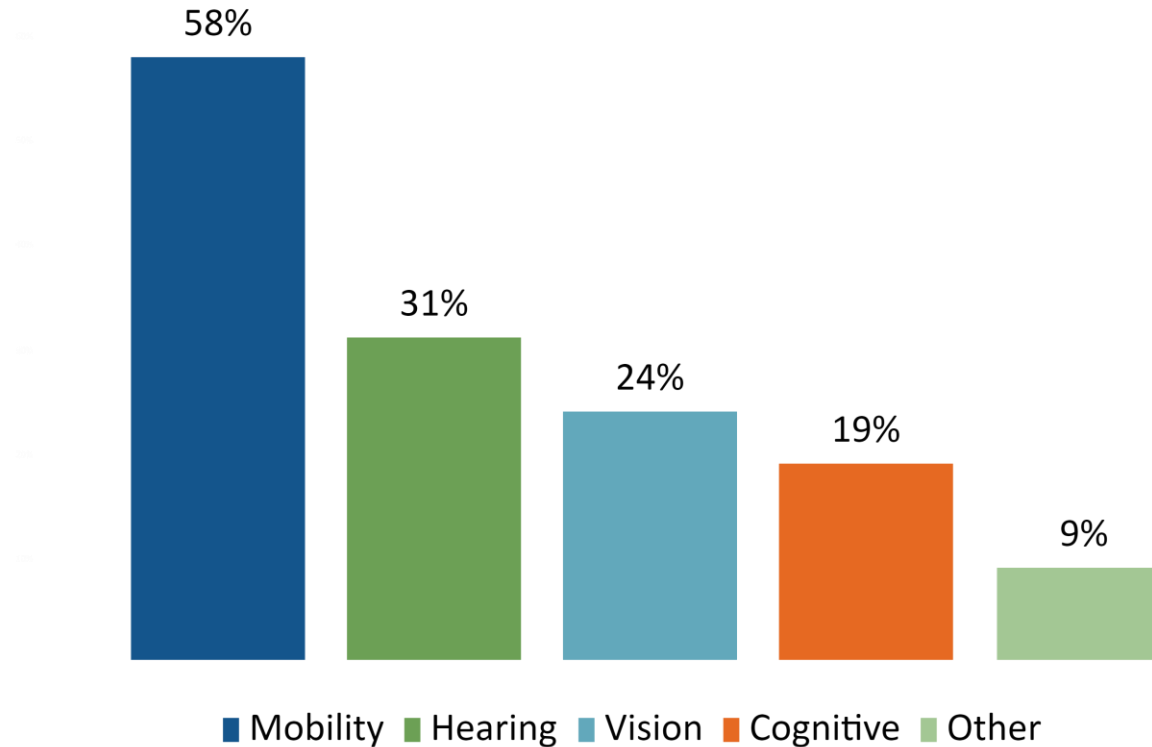
Travelers with Travel-Limiting Disabilities

Disability Categorizations

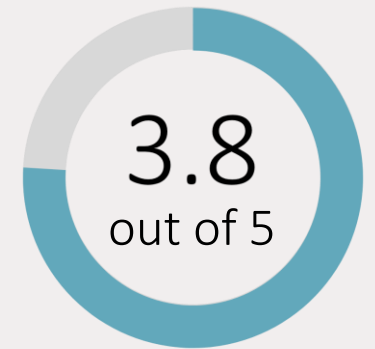
Travel Parties with
an Individual Who
Required
Accessibility
Services

26%

▲ +9.0% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

46%

Visiting friends / relatives

▲ +7.7% vs U.S. Norm

14%

Outdoors

▲ +5.5% vs U.S. Norm

10%

Touring

▼ -1.4% vs U.S. Norm

8%

City trip

▲ +0.9% vs U.S. Norm

5%

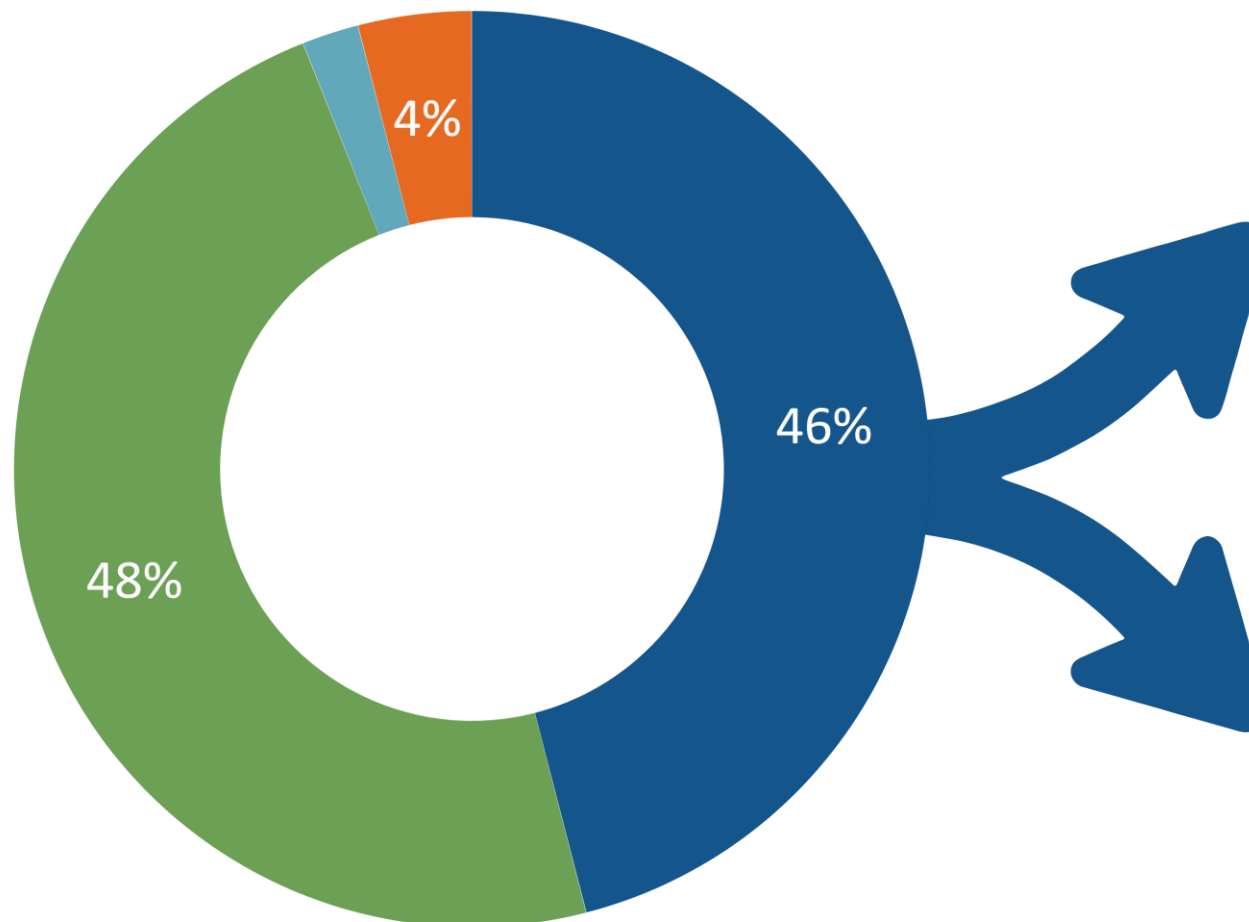
Special event

▼ -2.9% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



95%

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

5%

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

24%

Family traveler:
prioritizing activities and
accommodations
suitable for children

17%

Budget friendly traveler:
prioritizing affordability
and value for money

10%

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

10%

Luxury traveler: seeking
high-end experiences
and personalized
services

7%

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

7%

Wellness/retreat seeker:
seeking to rejuvenate
through activities like
yoga and spa treatments

Pre-Trip

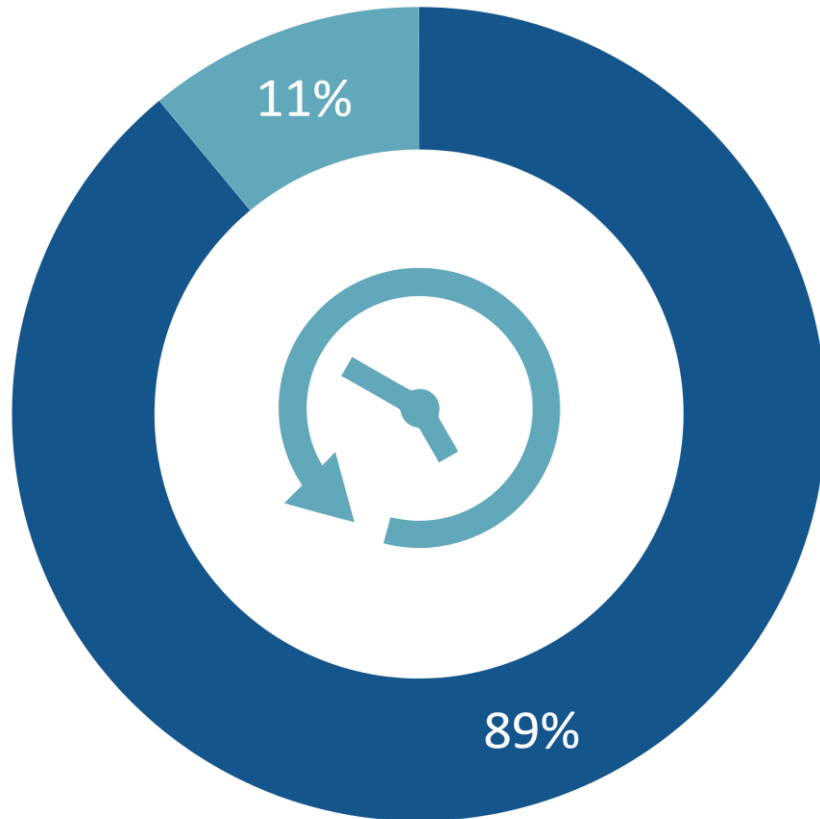
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

11%

▲ +0.8% vs U.S. Norm

2 months or
less

47%

▼ -0.7% vs U.S. Norm

3-5 months

20%

▼ -0.6% vs U.S. Norm

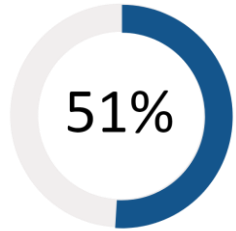
6 months or
more

21%

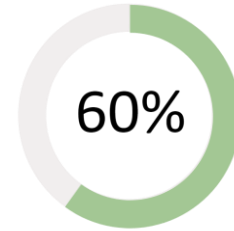
▲ +0.5% vs U.S. Norm

Sources of Trip Planning

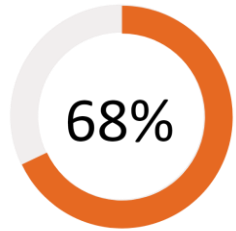
Share of Travelers Who Used Each Media Type for Trip Planning



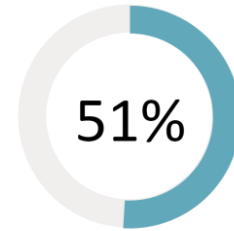
Print



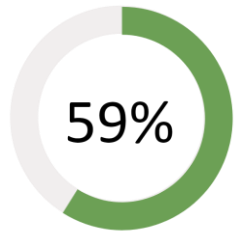
In-Person



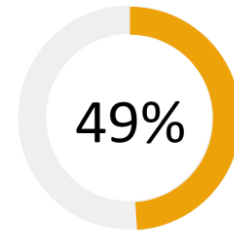
Online/Digital



TV/Video



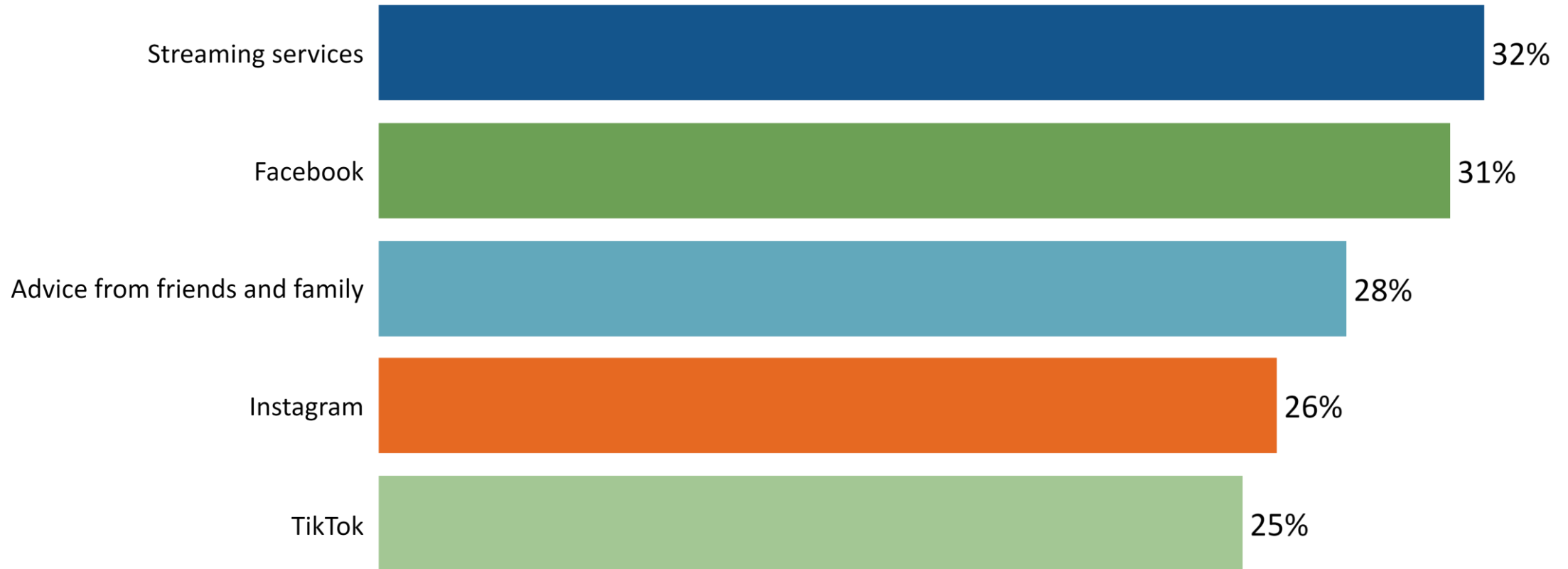
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

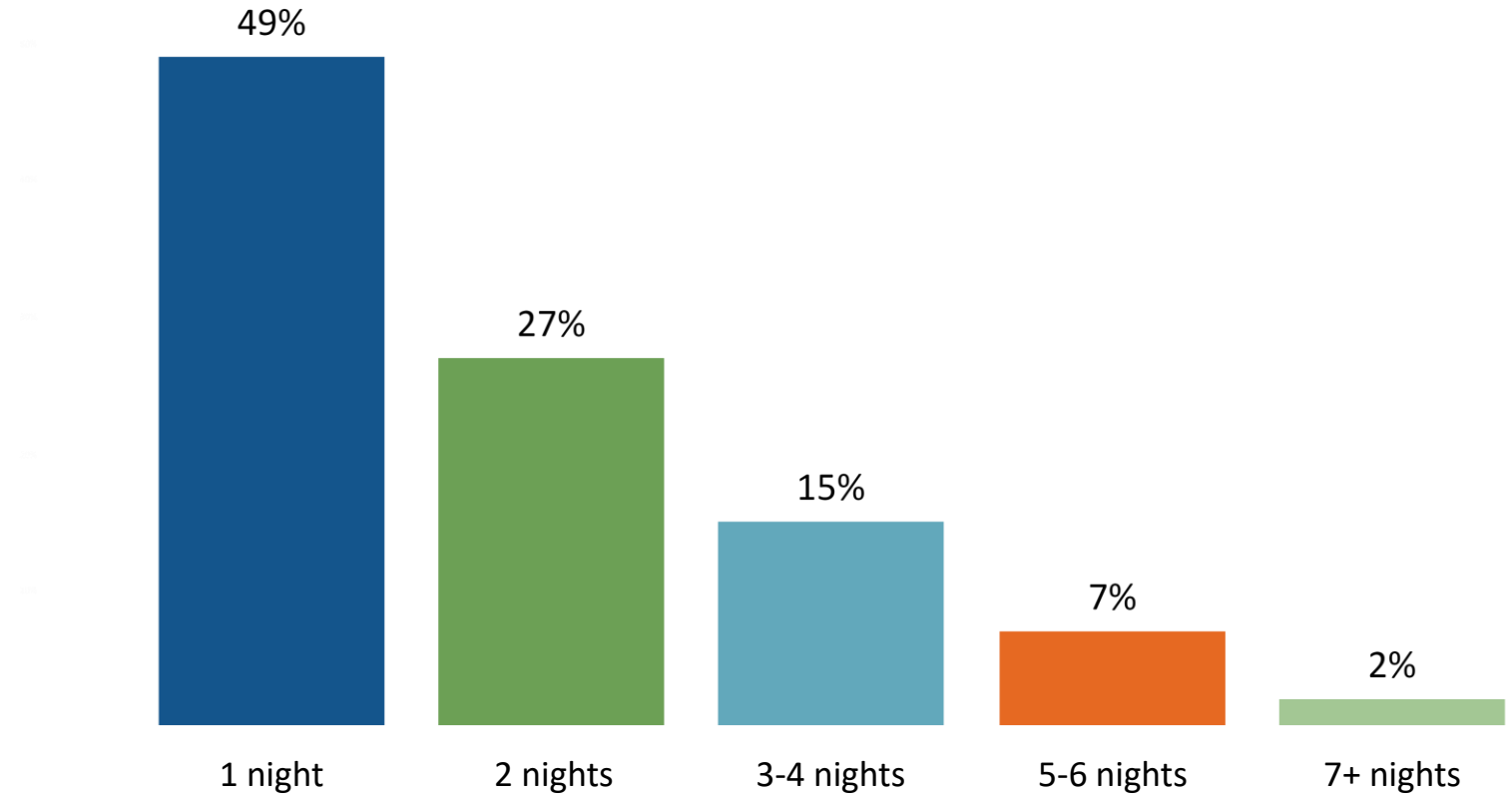
Trip Structure

Trip Structure

Nights Spent in Kentucky's Southern Shorelines

Average
Number of Nights

2.2



Trip Structure

Share of Total Trip Spent in Kentucky's Southern Shorelines

Average Number of
Nights Spent in Kentucky's
Southern Shorelines

2.2

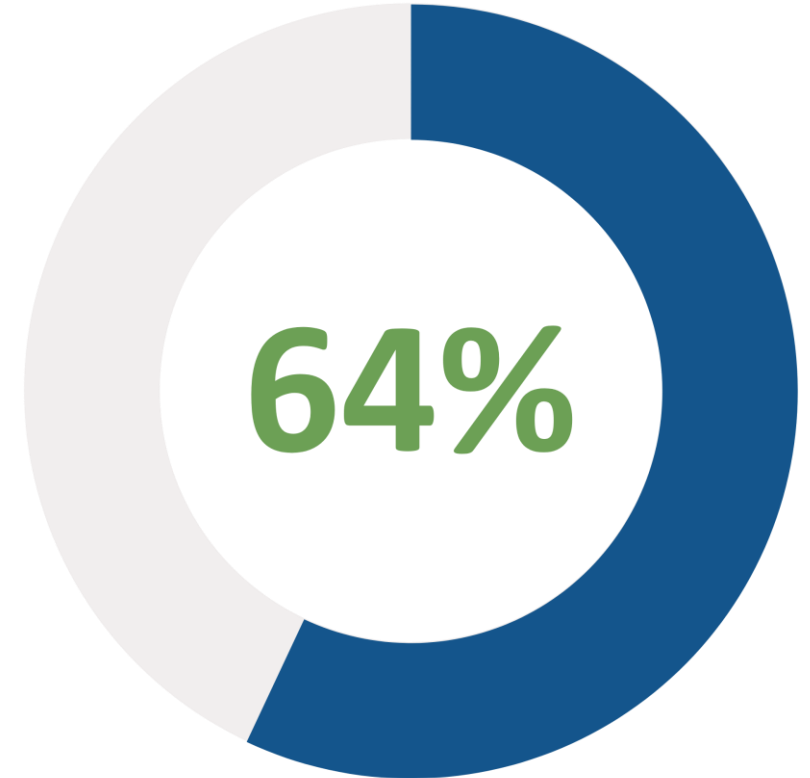
Average Number of
Total Trip Nights

3.4

*Accounts for trip nights that
Kentucky's Southern Shorelines
travelers spent in other destinations.*

=

Share of Total Trip Spent in
Kentucky's Southern Shorelines



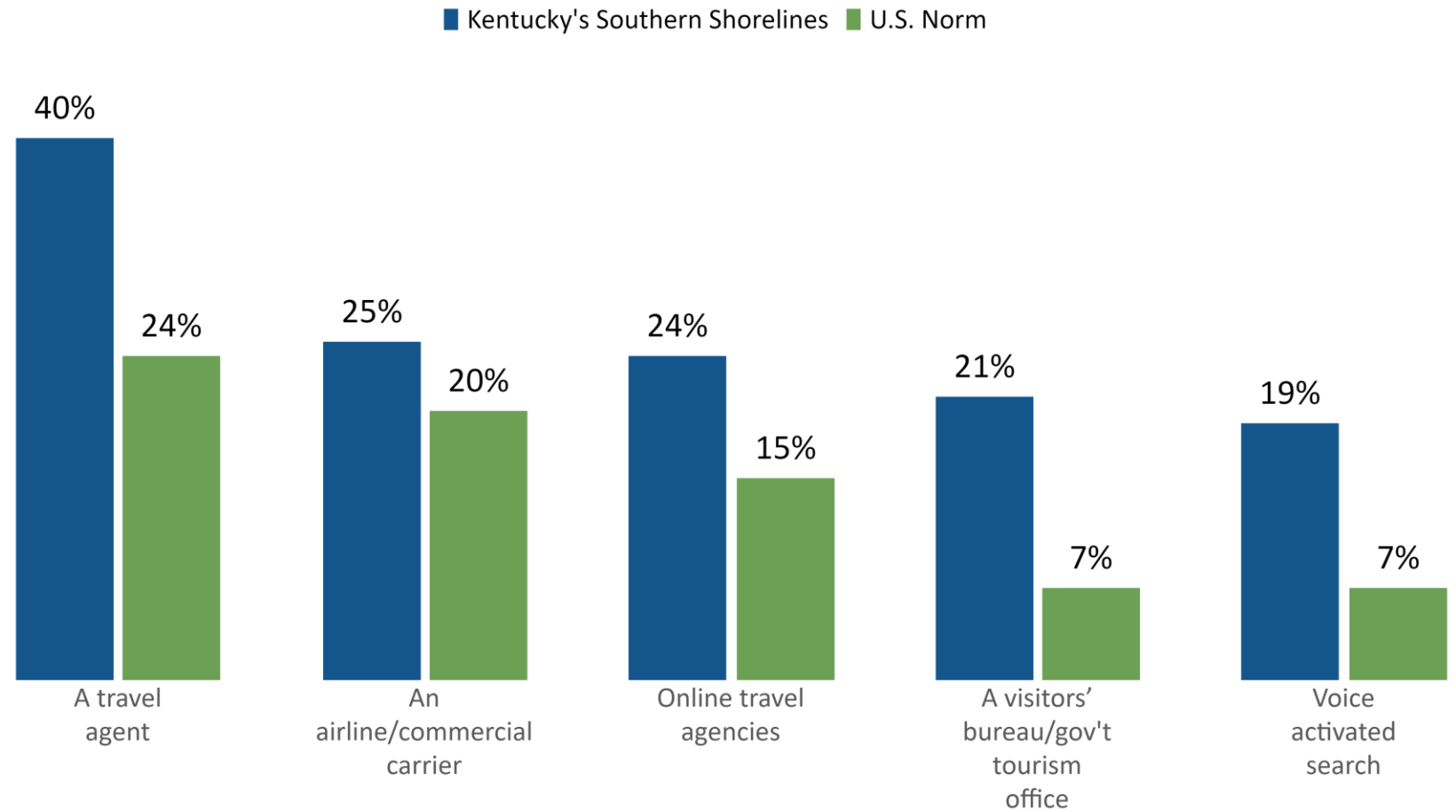
A higher percentage identifies the destination as the primary focus of travelers' itinerary.

During Trip

Transportation & Accommodations

Booking: Transportation

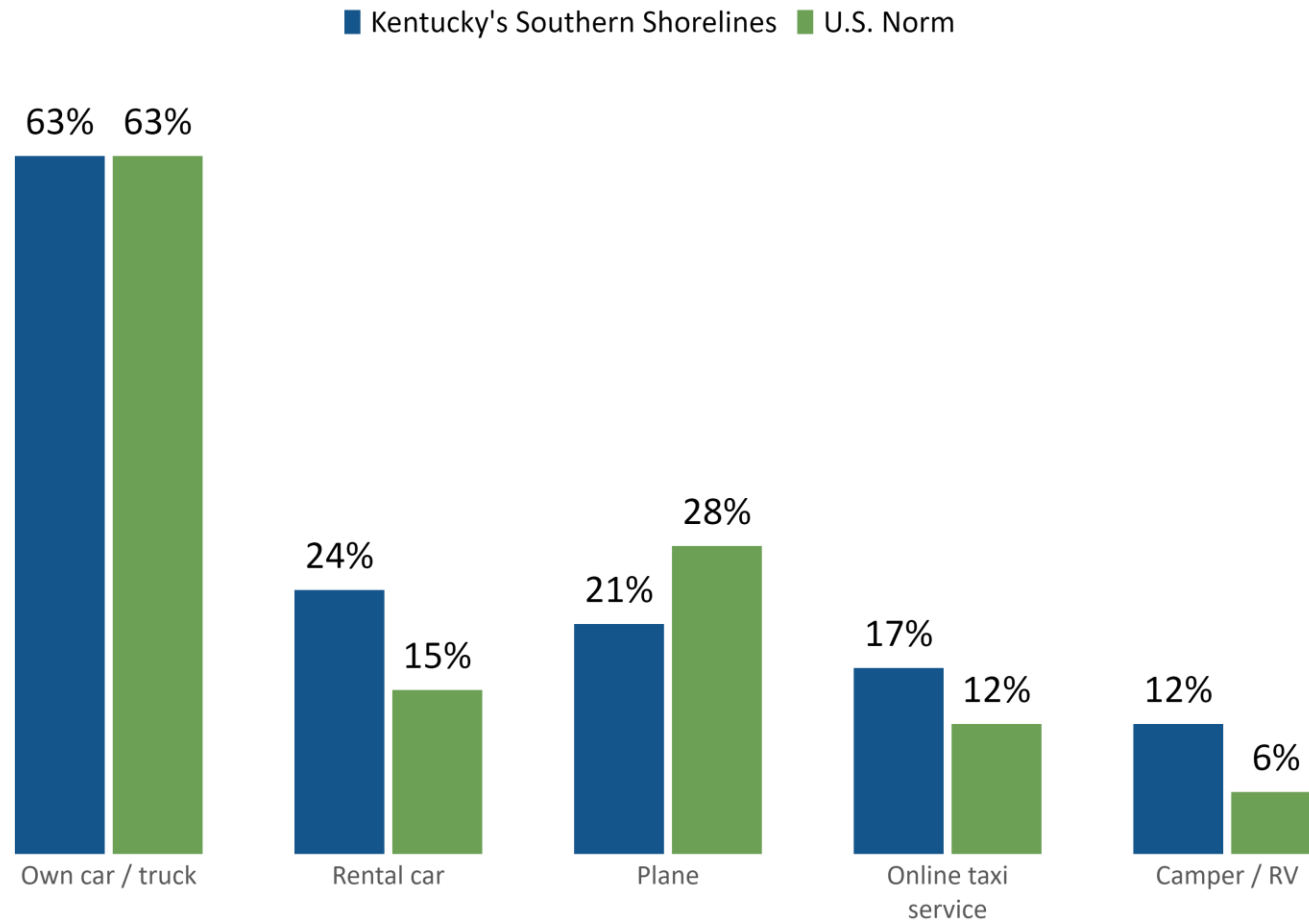
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Kentucky's Southern Shorelines



Vehicle Type

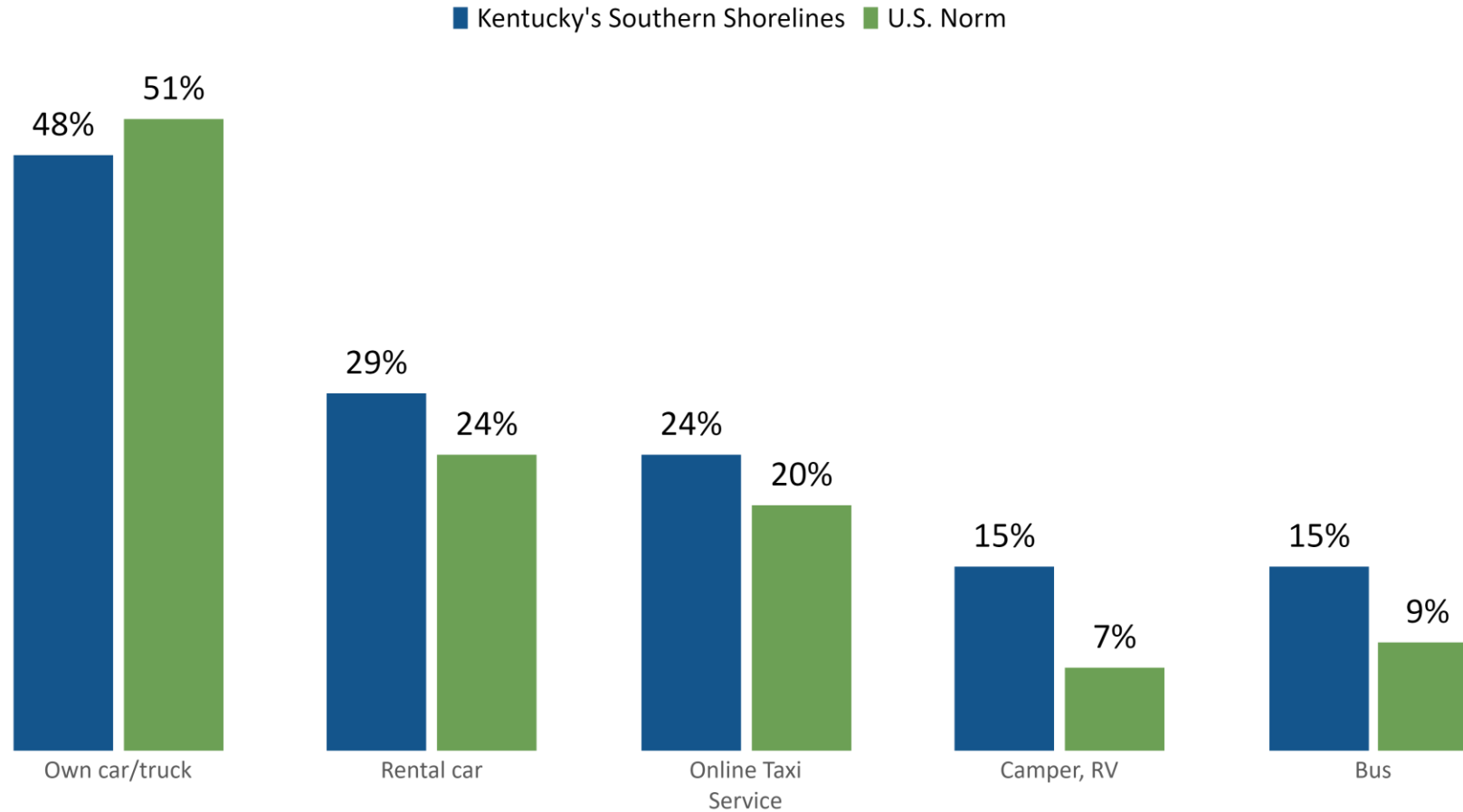
Gasoline/diesel	77%	▼	-1.9% vs U.S. Norm
Hybrid	12%	▼	-0.5% vs U.S. Norm
Electric	17%	▲	+6.2% vs U.S. Norm
Plug-in-hybrid	8%	▲	+2.4% vs U.S. Norm

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

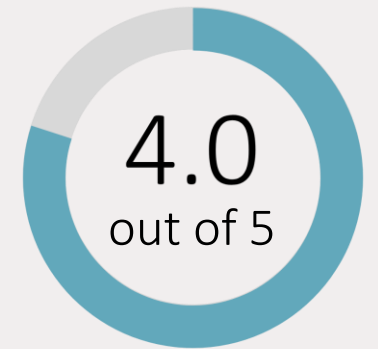
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Kentucky's Southern Shorelines



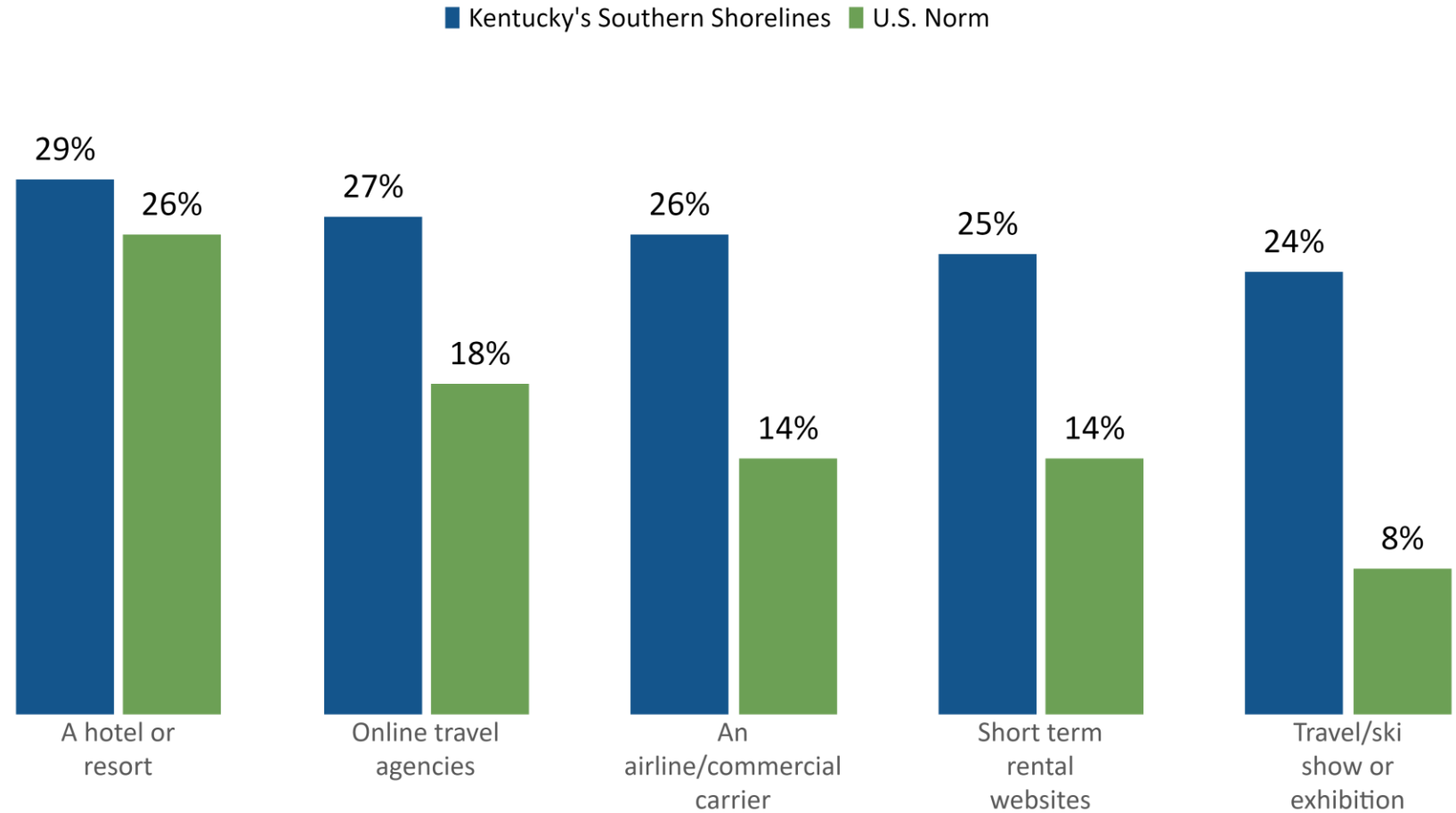
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

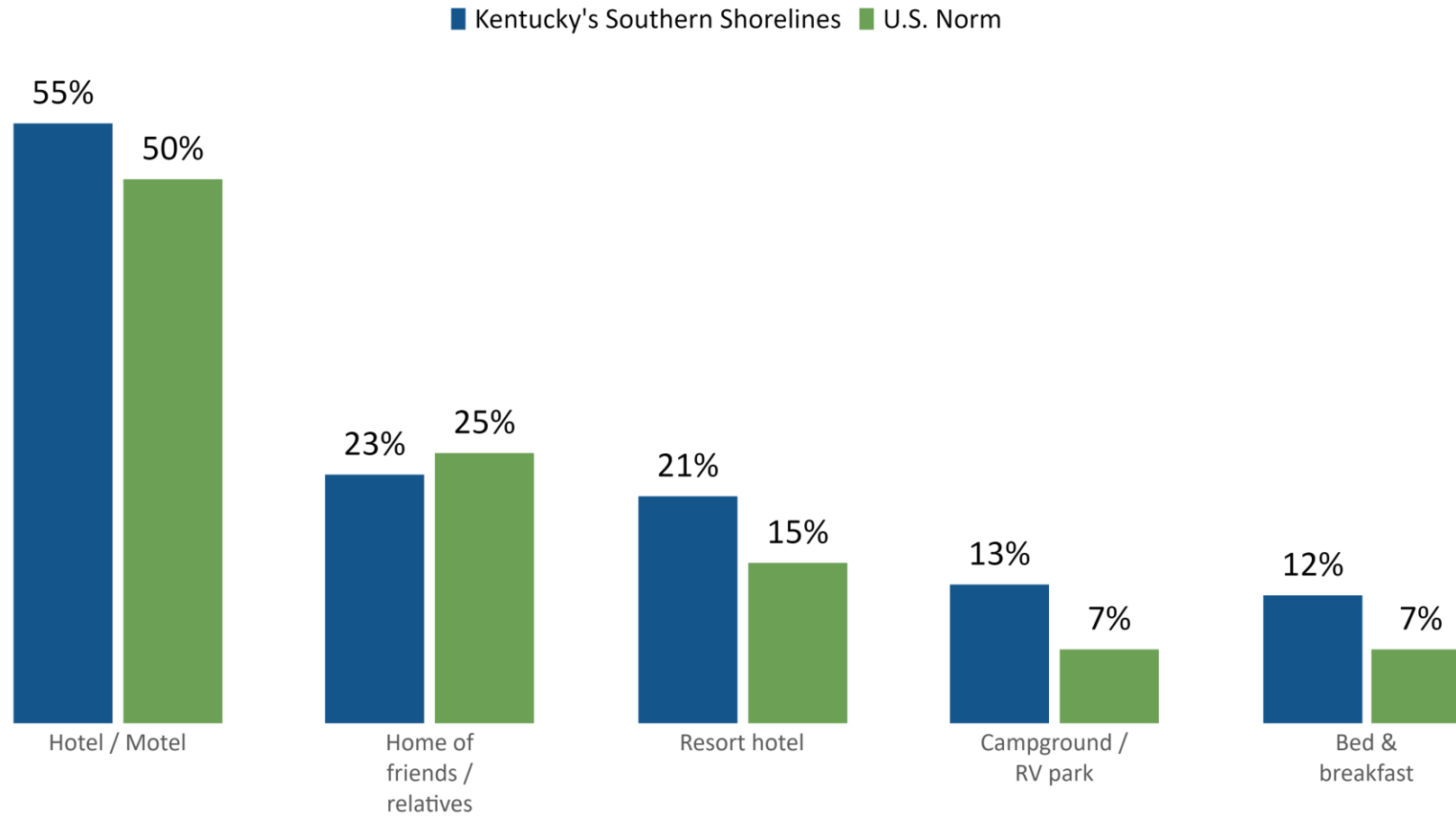
Top Booking Sources for Accommodations



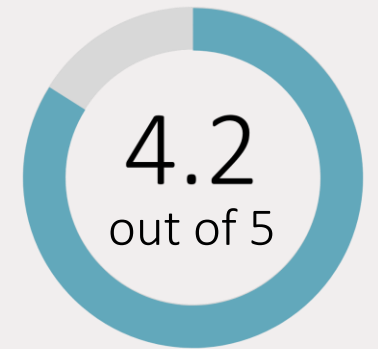
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Kentucky's Southern Shorelines Travelers



Quality of Accommodations



Average Satisfaction Rating

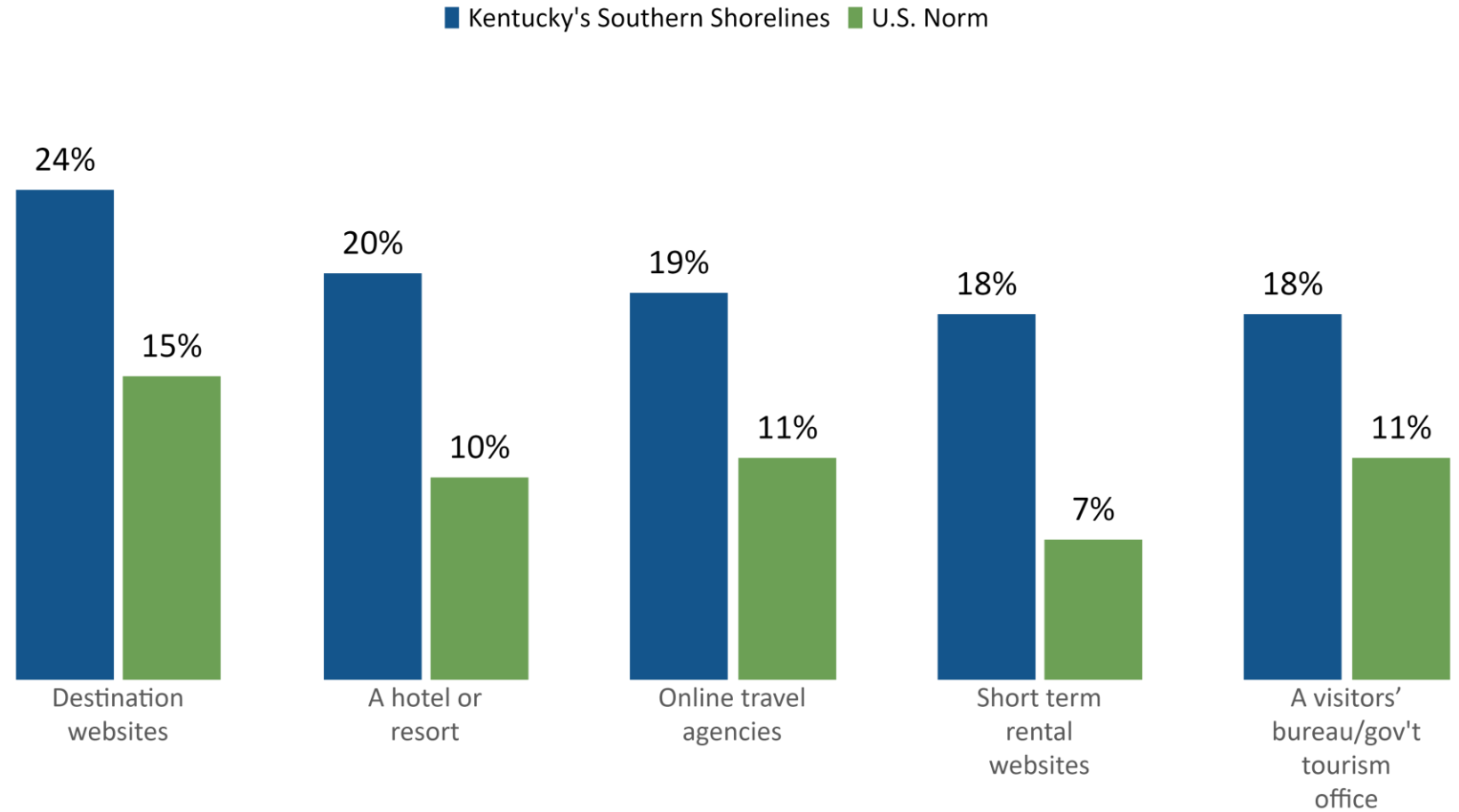
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



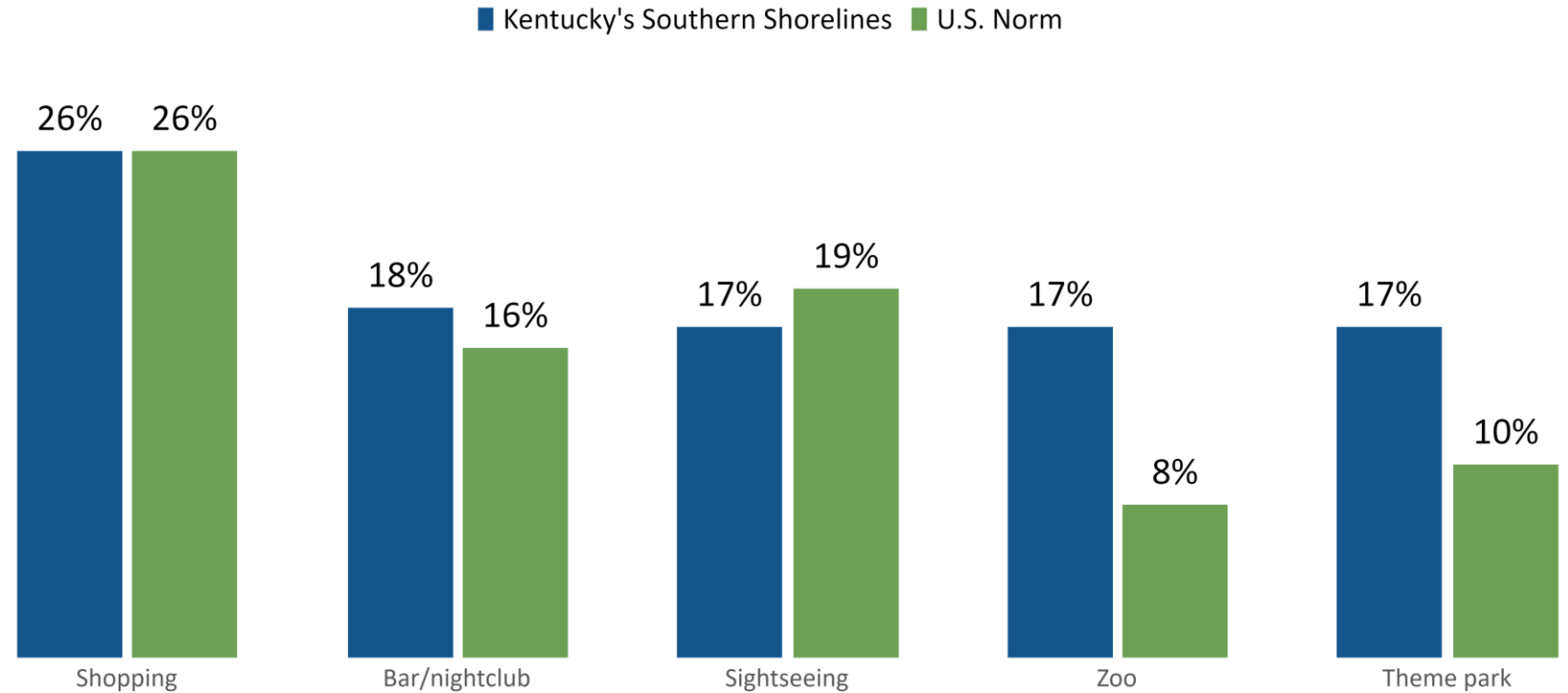
Entertainment Activities

Top Entertainment Activities for Kentucky's Southern Shorelines Travelers

68%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%



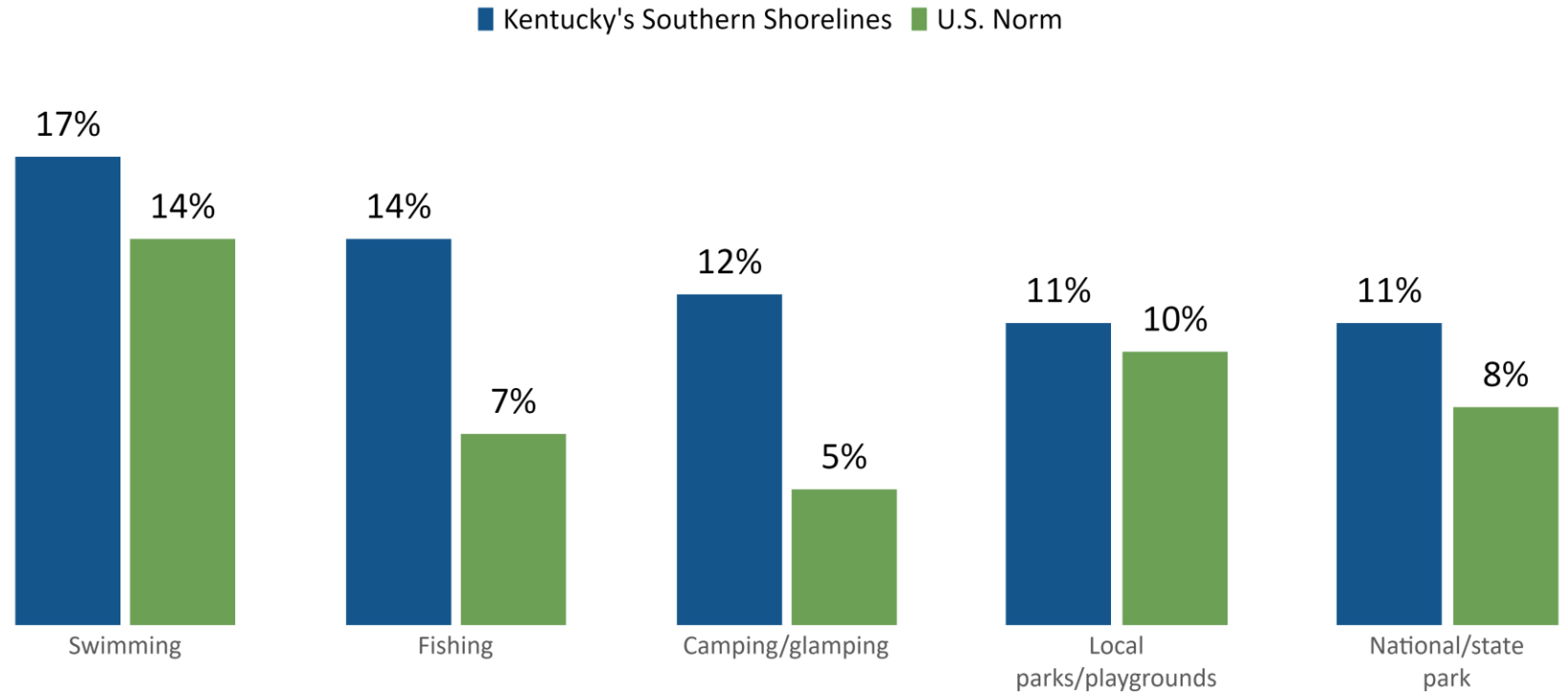
Recreational Activities

Top Recreational Activities for Kentucky's Southern Shorelines Travelers

63%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%



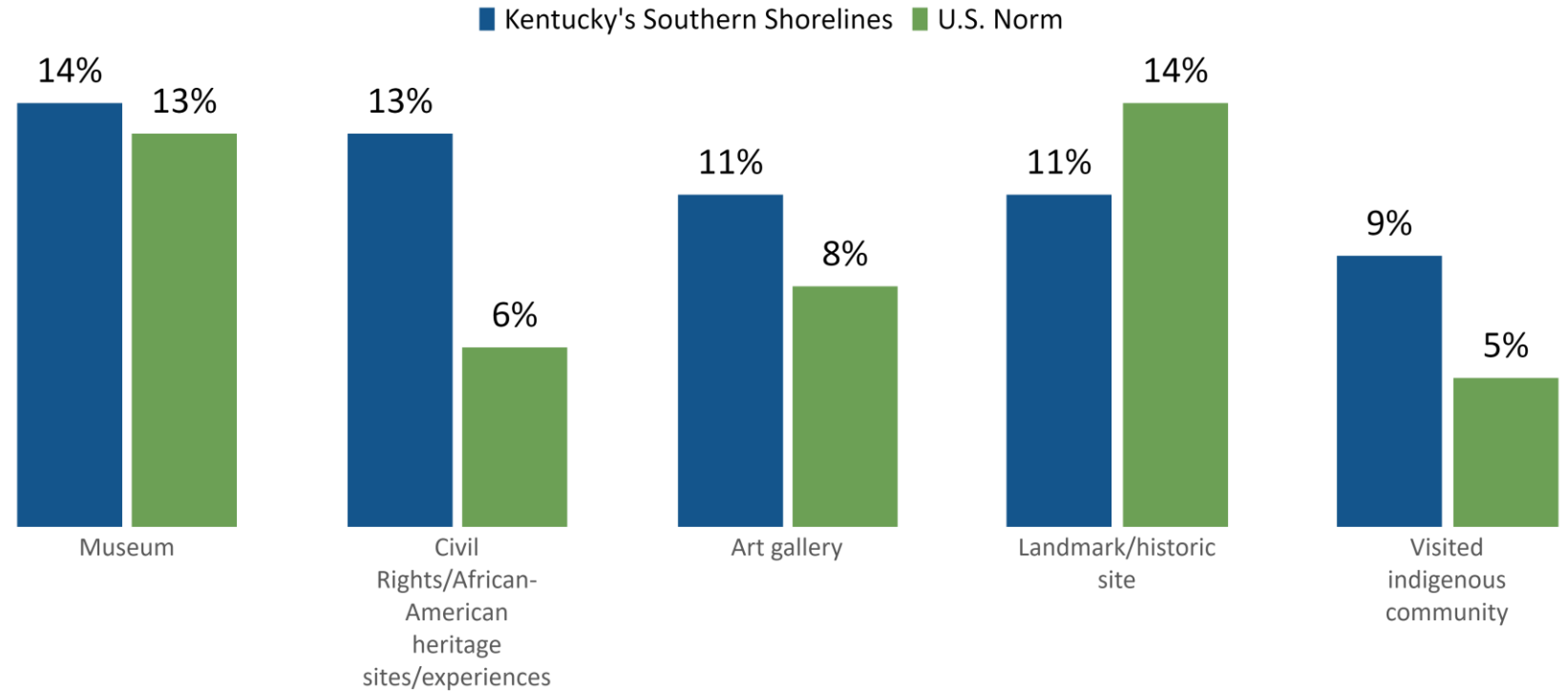
Cultural Activities

Top Cultural Activities for Kentucky's Southern Shorelines Travelers

44%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



Sporting Events

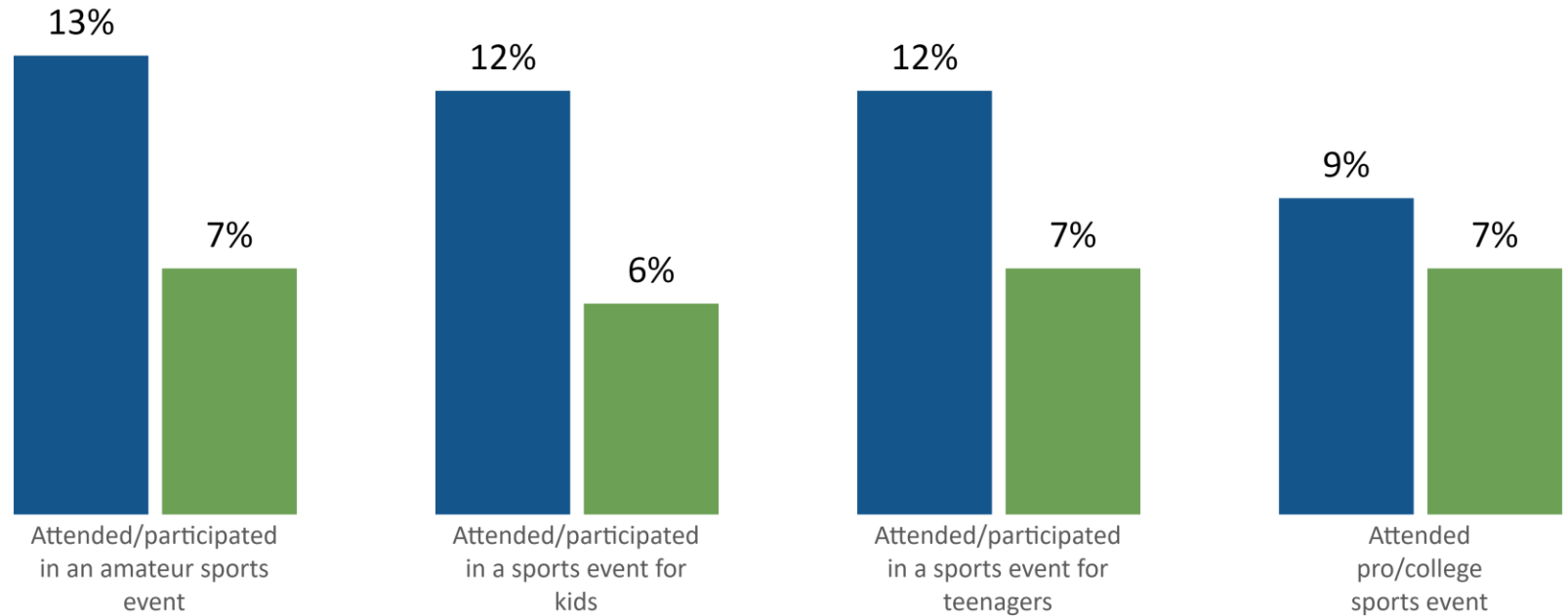
Top Sporting Events for Kentucky's Southern Shorelines Travelers

33%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%

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



Business Activities

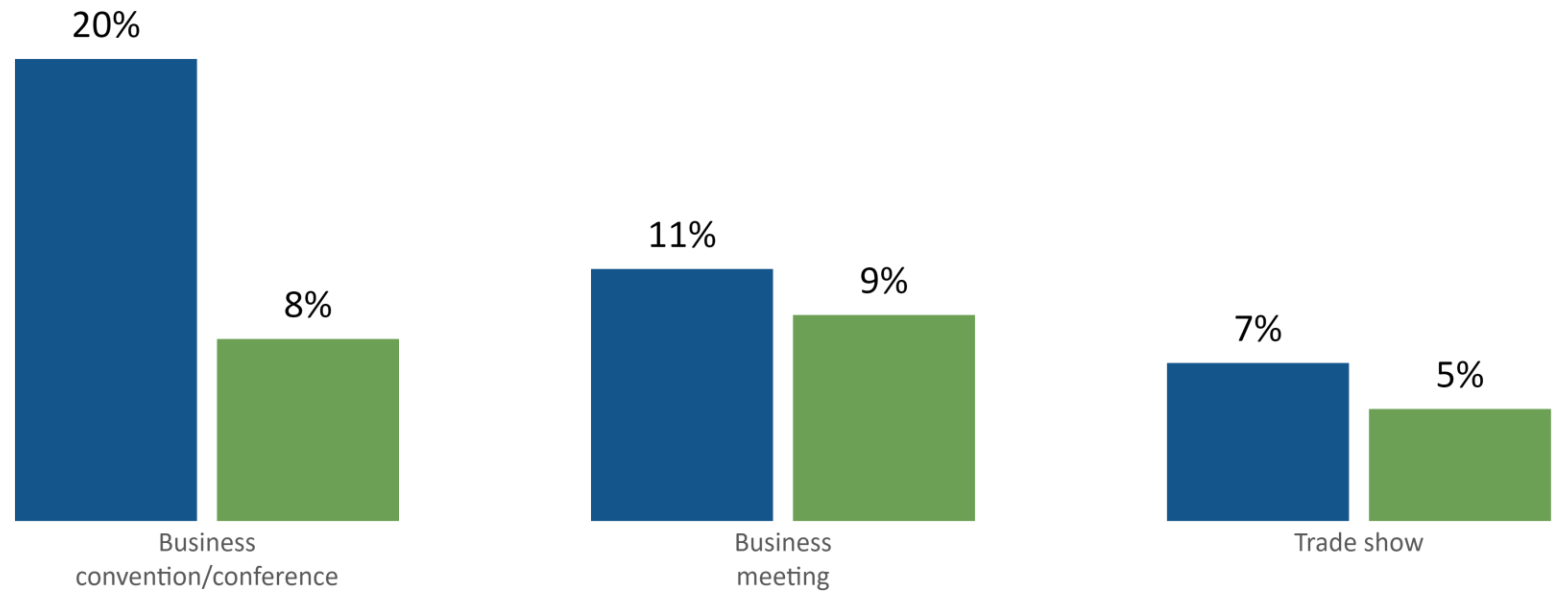
Top Business Activities for Kentucky's Southern Shorelines Travelers

29%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%

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



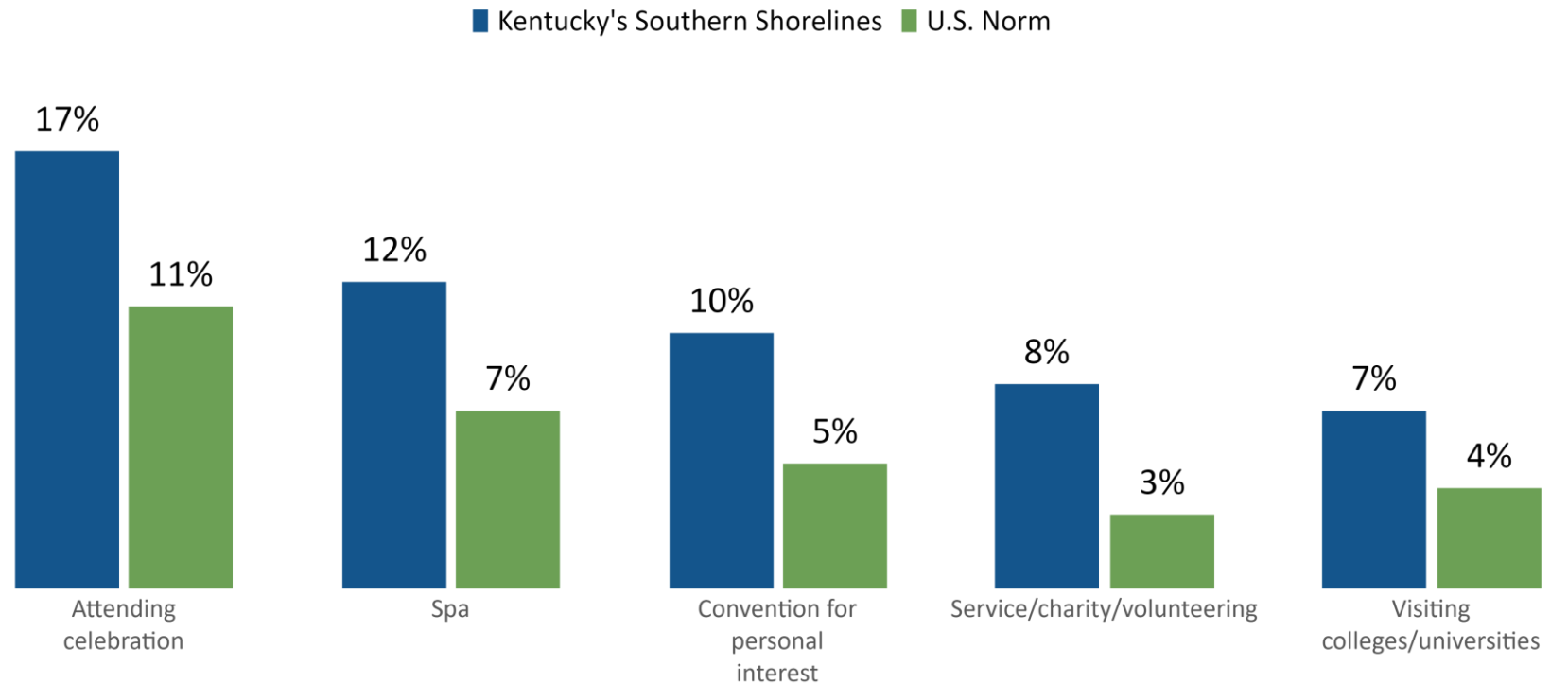
Other Activities

Top Other Activities for Kentucky's Southern Shorelines Travelers

51%

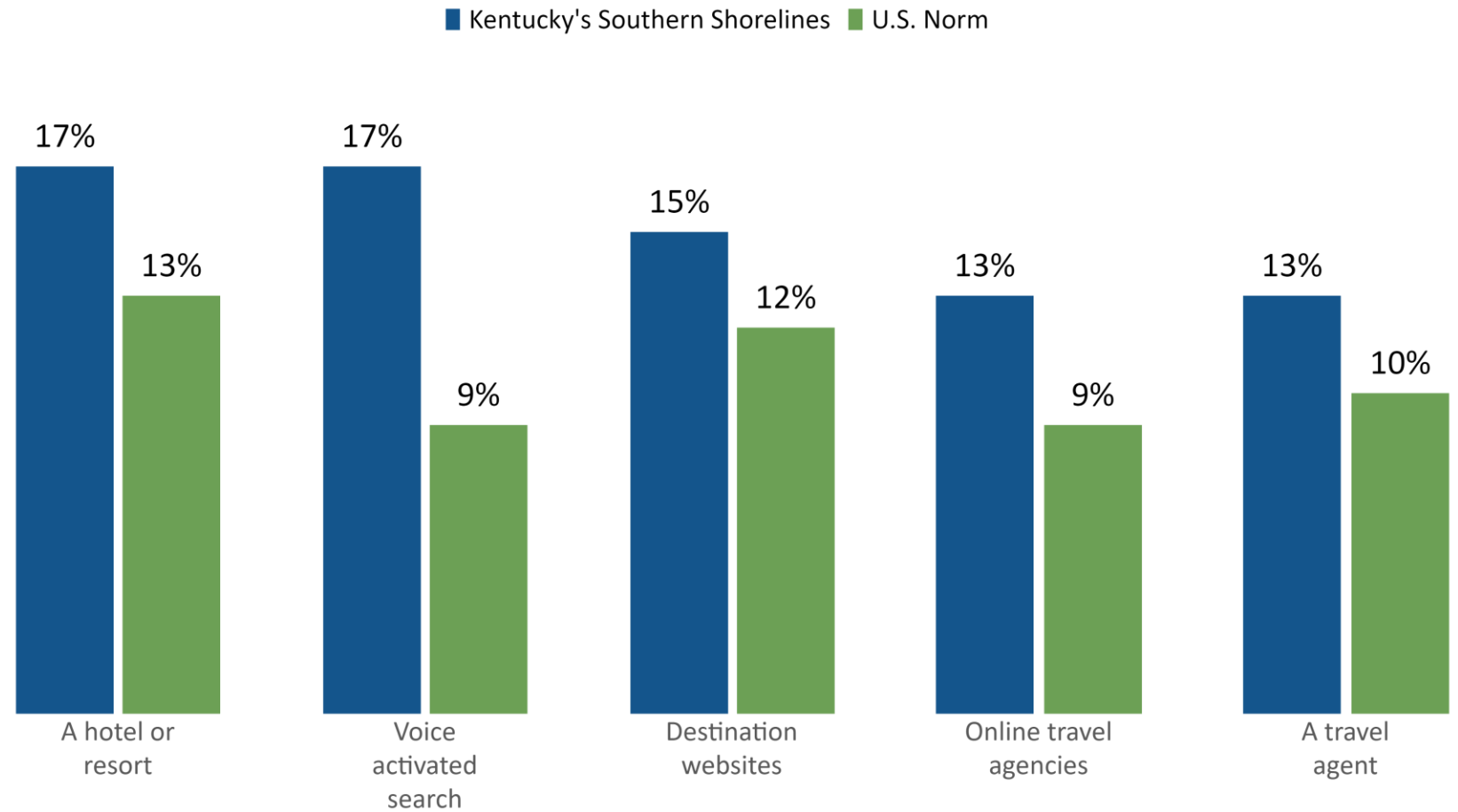
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



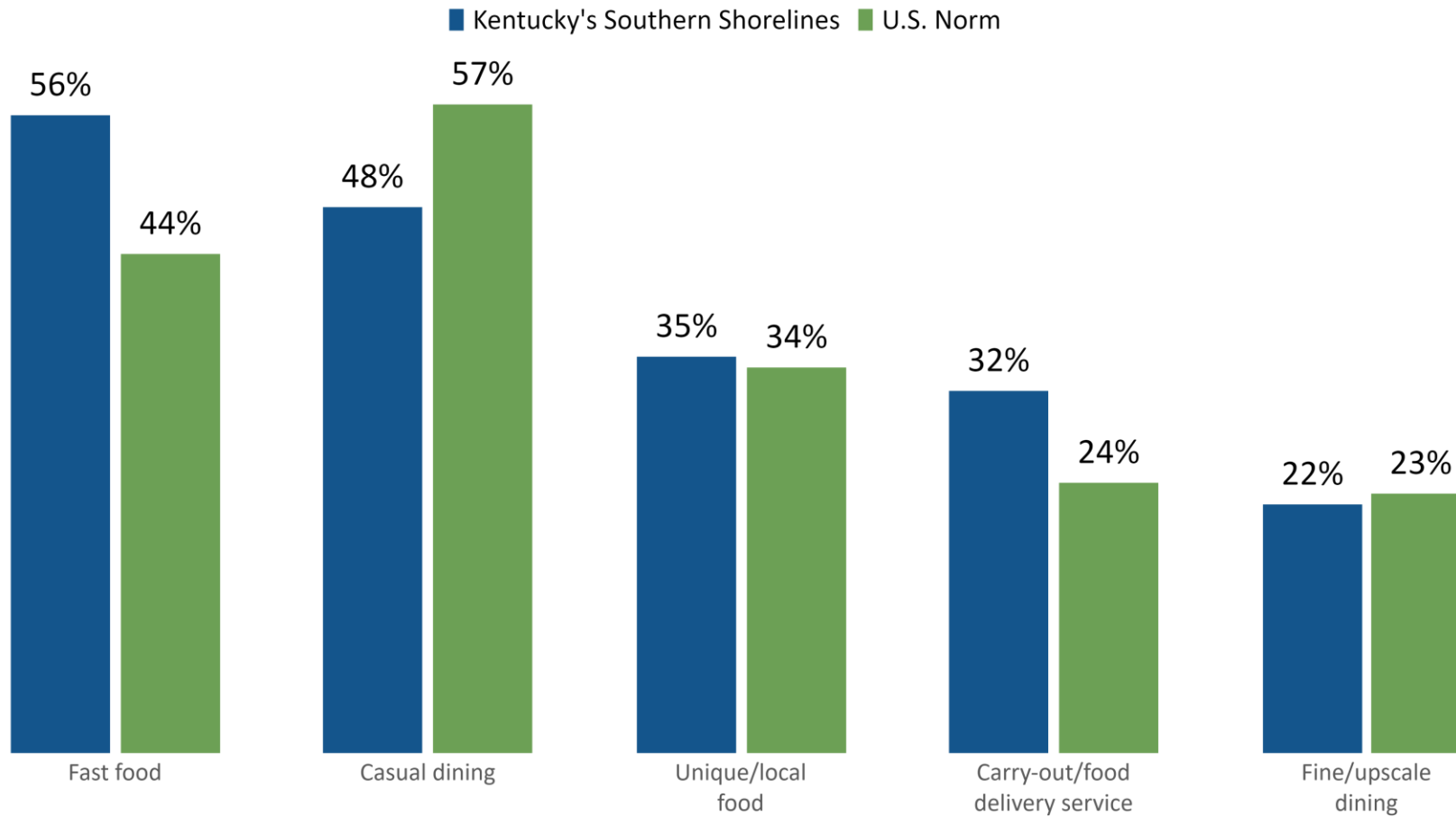
Booking: Dining

Top Booking Sources for Dining

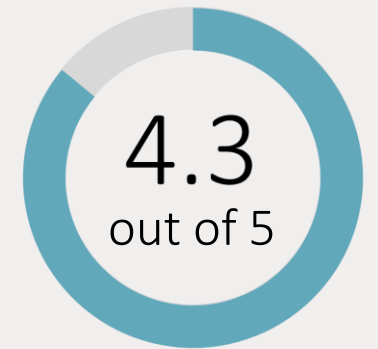


Dining

Top Dining Categories for Kentucky's Southern Shorelines Travelers



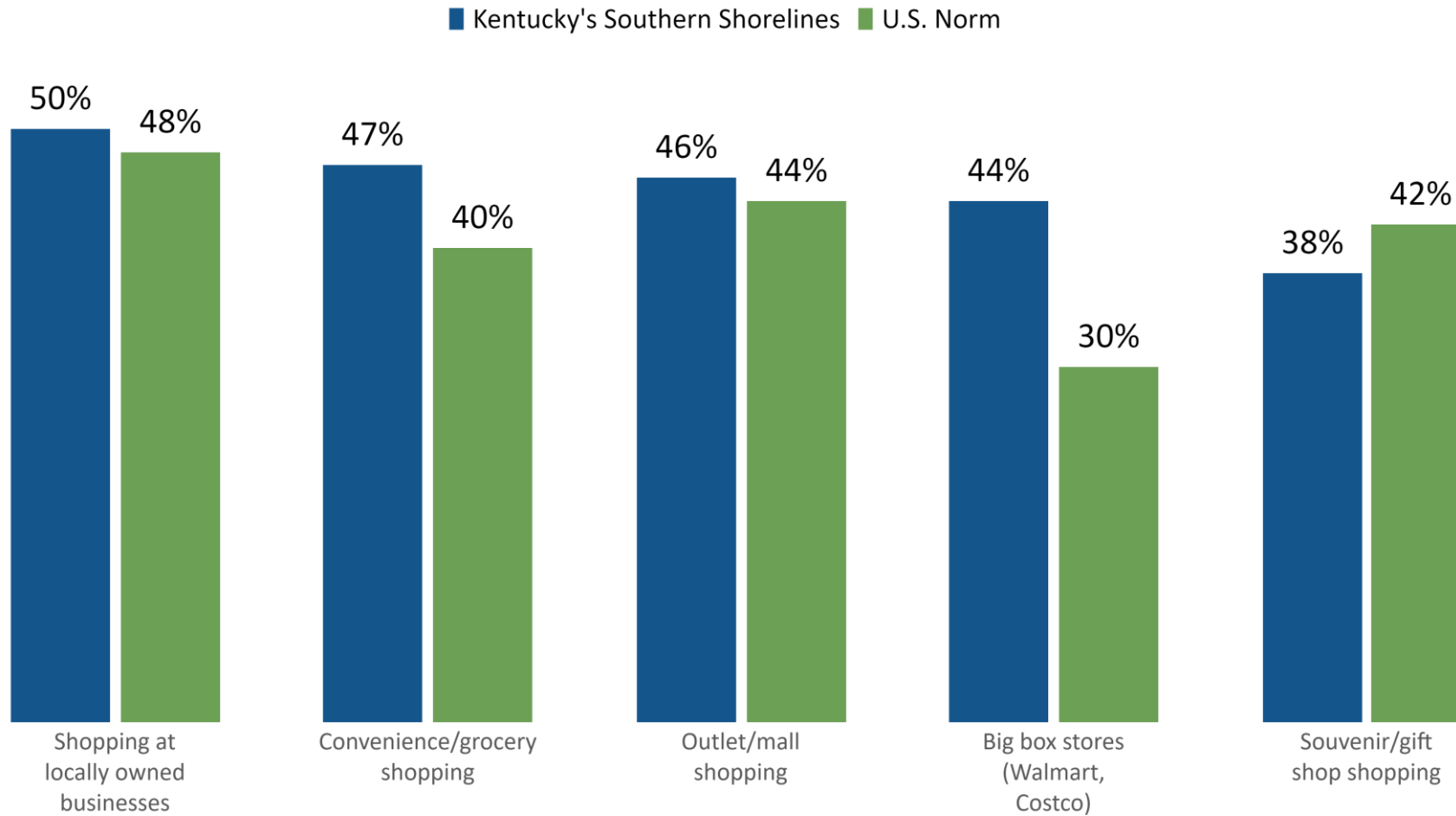
Quality of Food



Average Satisfaction Rating

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

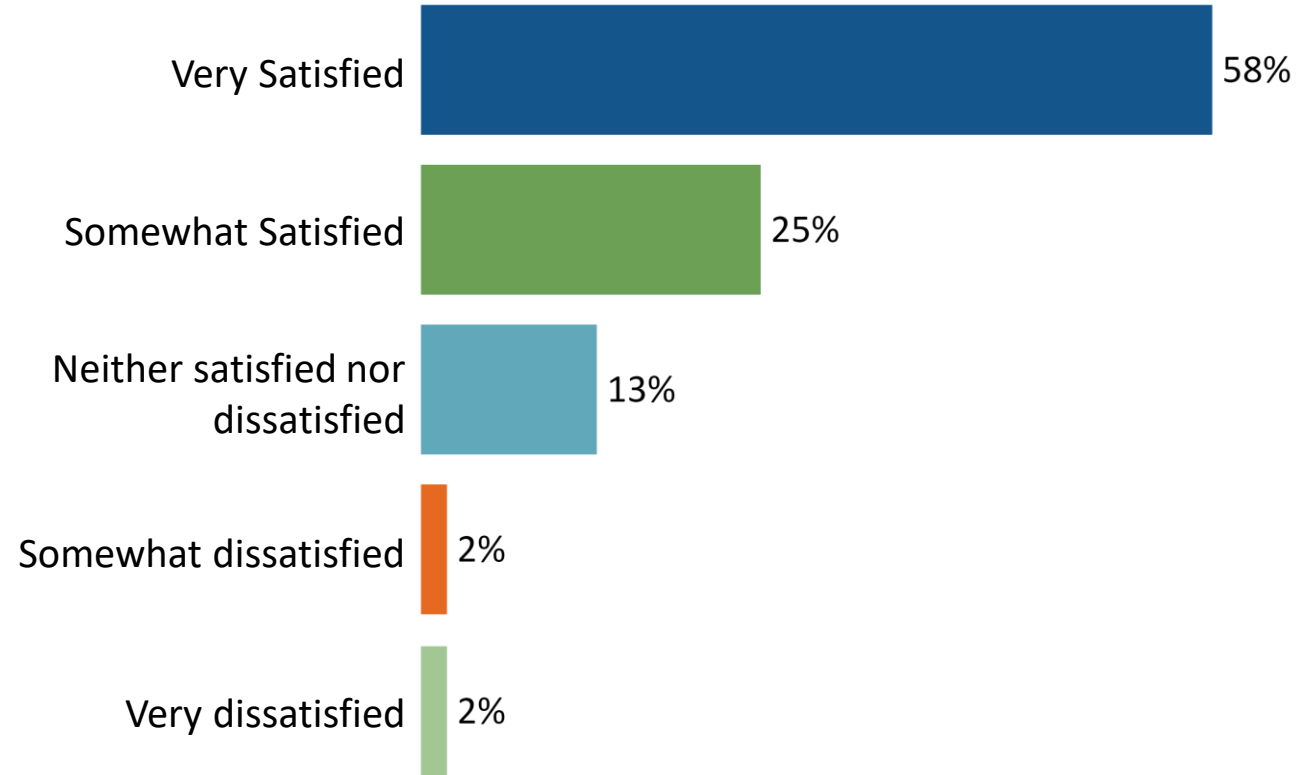
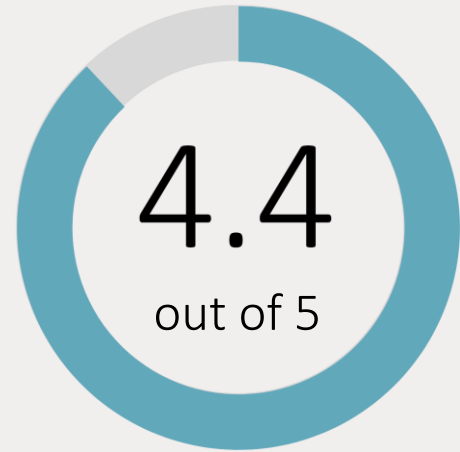
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Overnight Visitors Rated Their Kentucky's Southern Shorelines Experience

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Kentucky's Southern Shorelines Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



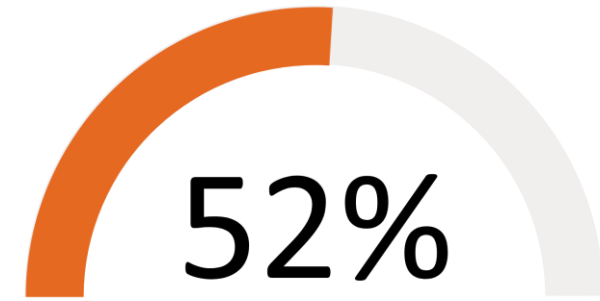
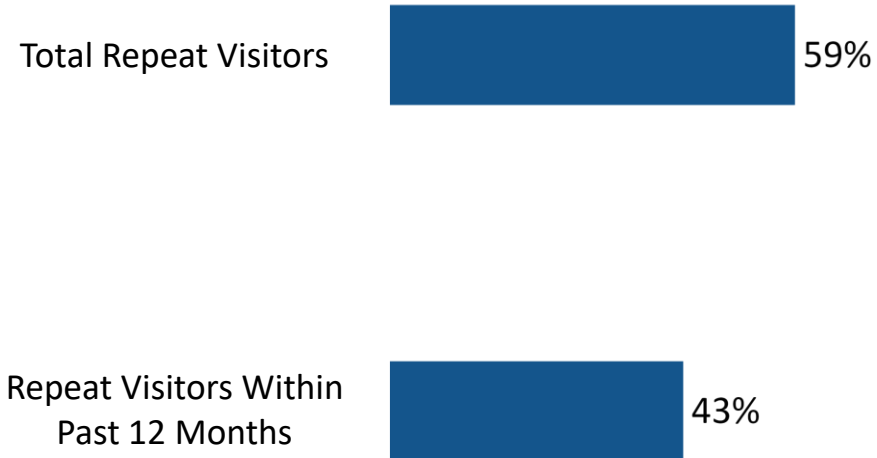
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Kentucky's Southern Shorelines

Past Visitation



Selected That They Were
'Very Likely' to Return to
Kentucky's Southern
Shorelines

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

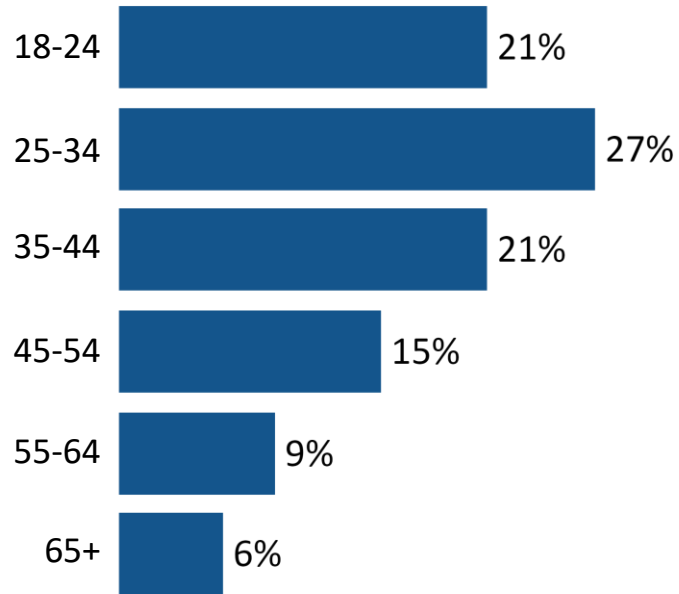
Respondent Demographics



Age, Gender, & Household Income

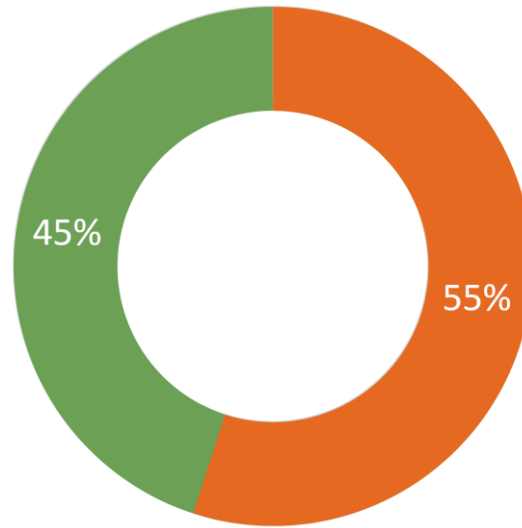
Respondent Demographics for Kentucky's Southern Shorelines

Age



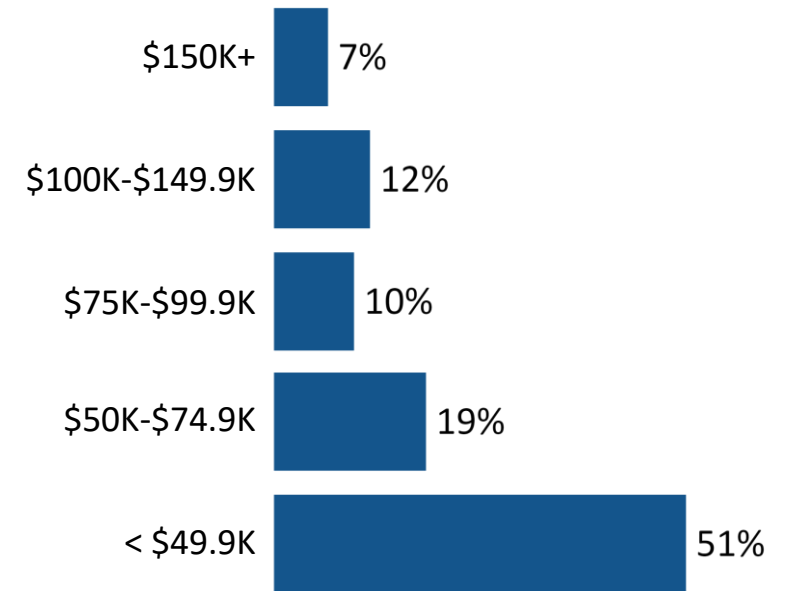
Average Age: 38.2

Gender



Female Male

Household Income

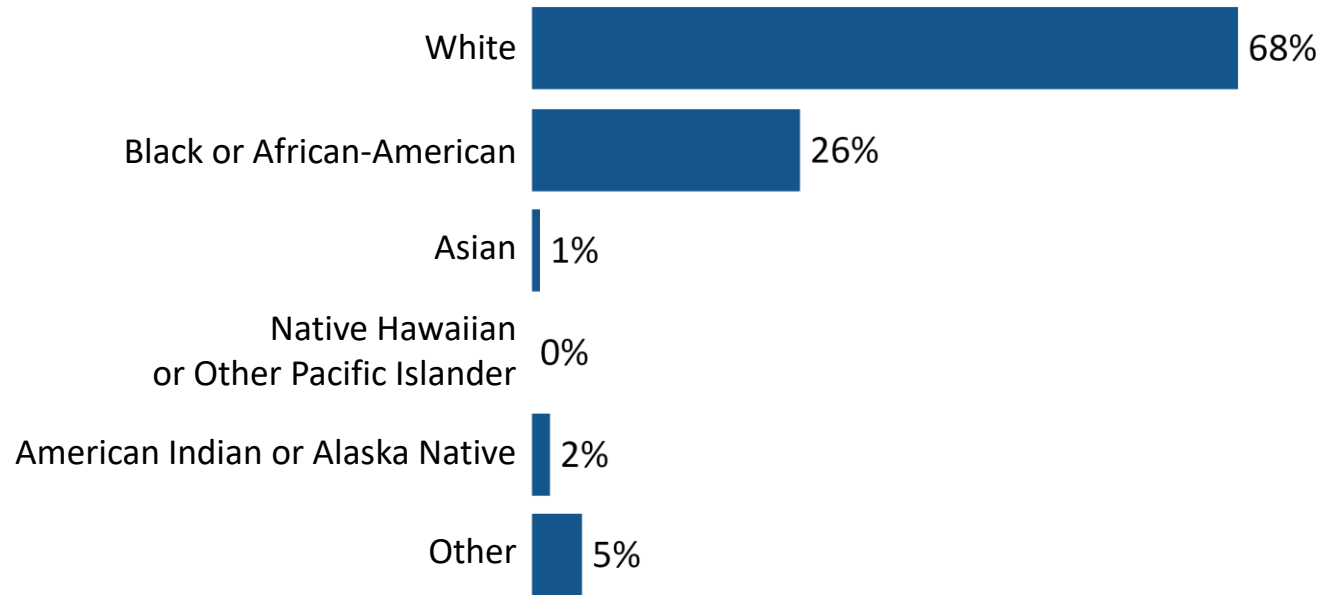


Average Income: \$65.4K

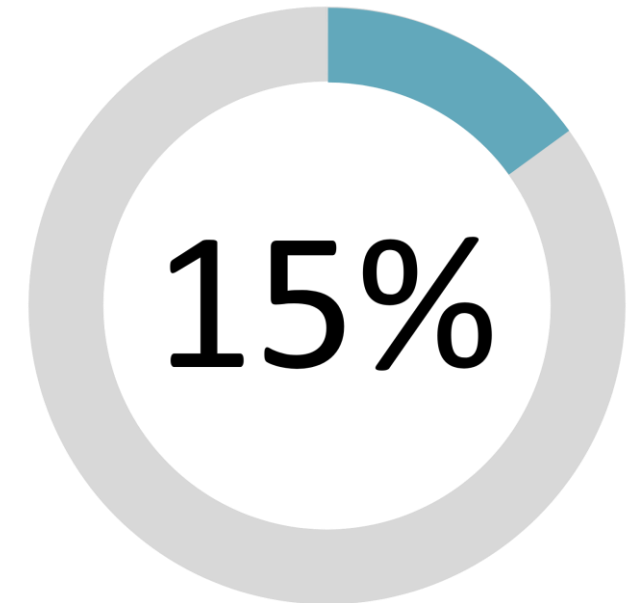
Race & Hispanic Background

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

67% full-time / self-employed

9% part-time

24% retired / not employed / other

Marital Status

53% married / living with a partner

32% single / never married

15% divorced / widowed / separated

Military Status*

78% never served in the military

8% veteran

9% currently on active duty

7% on active duty for training

Education

32% high school diploma or less / other

23% attended some college

29% associate's or bachelor's degree

15% graduate or professional degree

Sexual Orientation

90% straight

1% gay / lesbian

7% bisexual

2% other / not sure

Household Size

21% 1 member

23% 2 members

22% 3 members

22% 4 members

12% 5+ members

* Multi-select to include status for all household members

Longwoods
INTERNATIONAL

Travel USA®

Overnight 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.

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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 overnight trips in 2024/2025:

587

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	23%
----------	-----

Ohio	11%
------	-----

Indiana	11%
---------	-----

Tennessee	9%
-----------	----

Michigan	6%
----------	----



2024/2025

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

Lexington, KY	7%
---------------	----

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

Nashville, KY/TN	7%
------------------	----

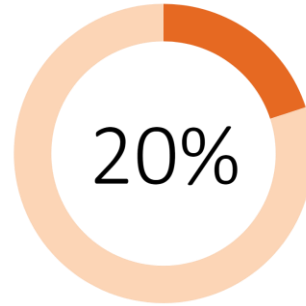
Cincinnati, OH/KY	4%
-------------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

21%

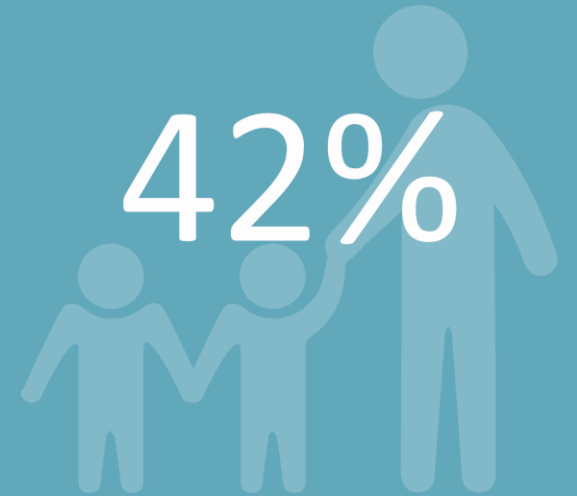


Travel Parties with Pets



Travel Parties
with Children

42%



Travel Party Composition

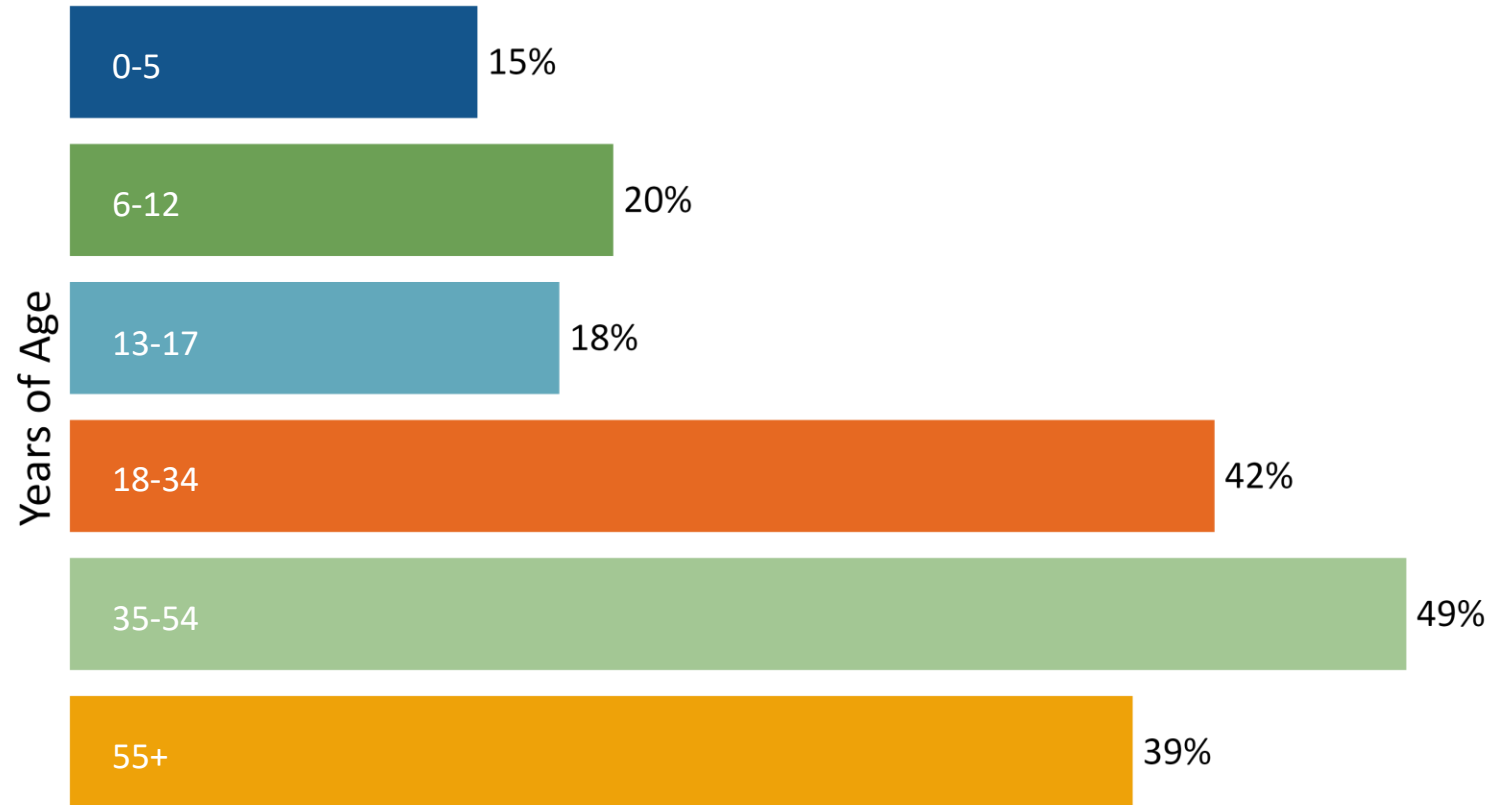
Travel Party Size & Age

Average Travel
Party Size

3.0



Travel Party Age



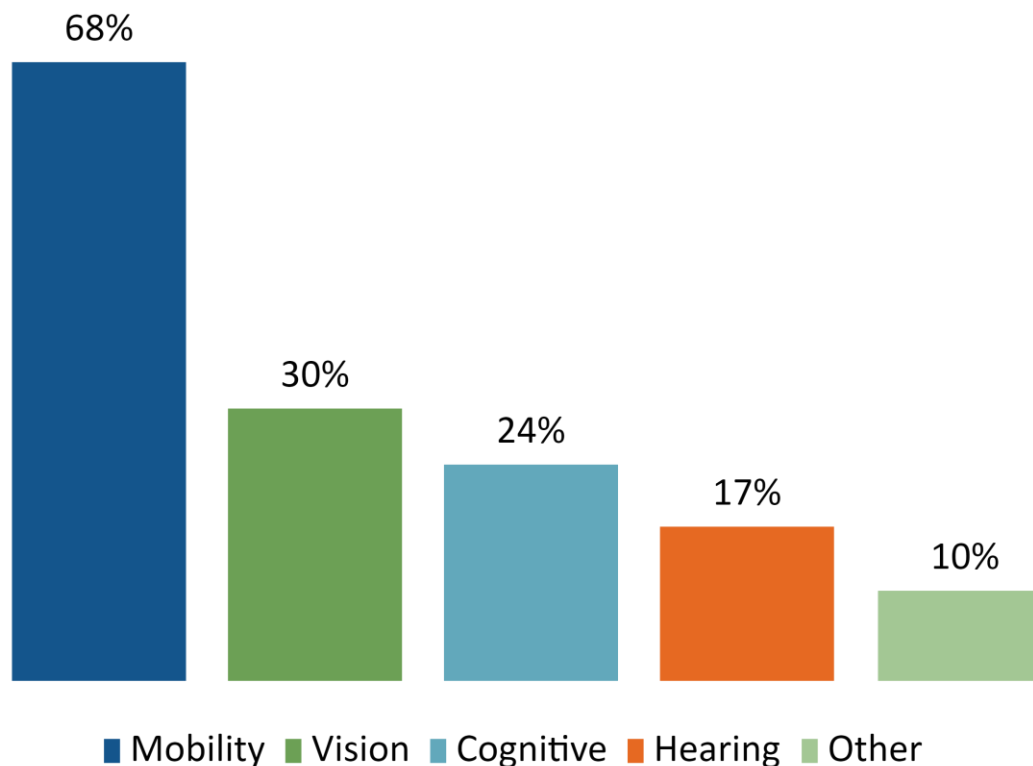
Travelers with Travel-Limiting Disabilities

Disability Categorizations

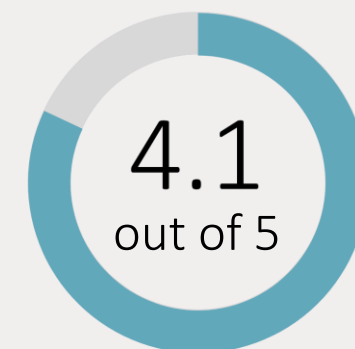
Travel Parties with
an Individual Who
Required
Accessibility
Services

23%

▲ +5.4% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

See Reference Guide for disability definitions.

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

43%

Visiting friends / relatives

▲ +4.9% vs U.S. Norm

15%

Touring

▲ +4.2% vs U.S. Norm

14%

Outdoors

▲ +4.9% vs U.S. Norm

7%

Special event

▼ -1.4% vs U.S. Norm

4%

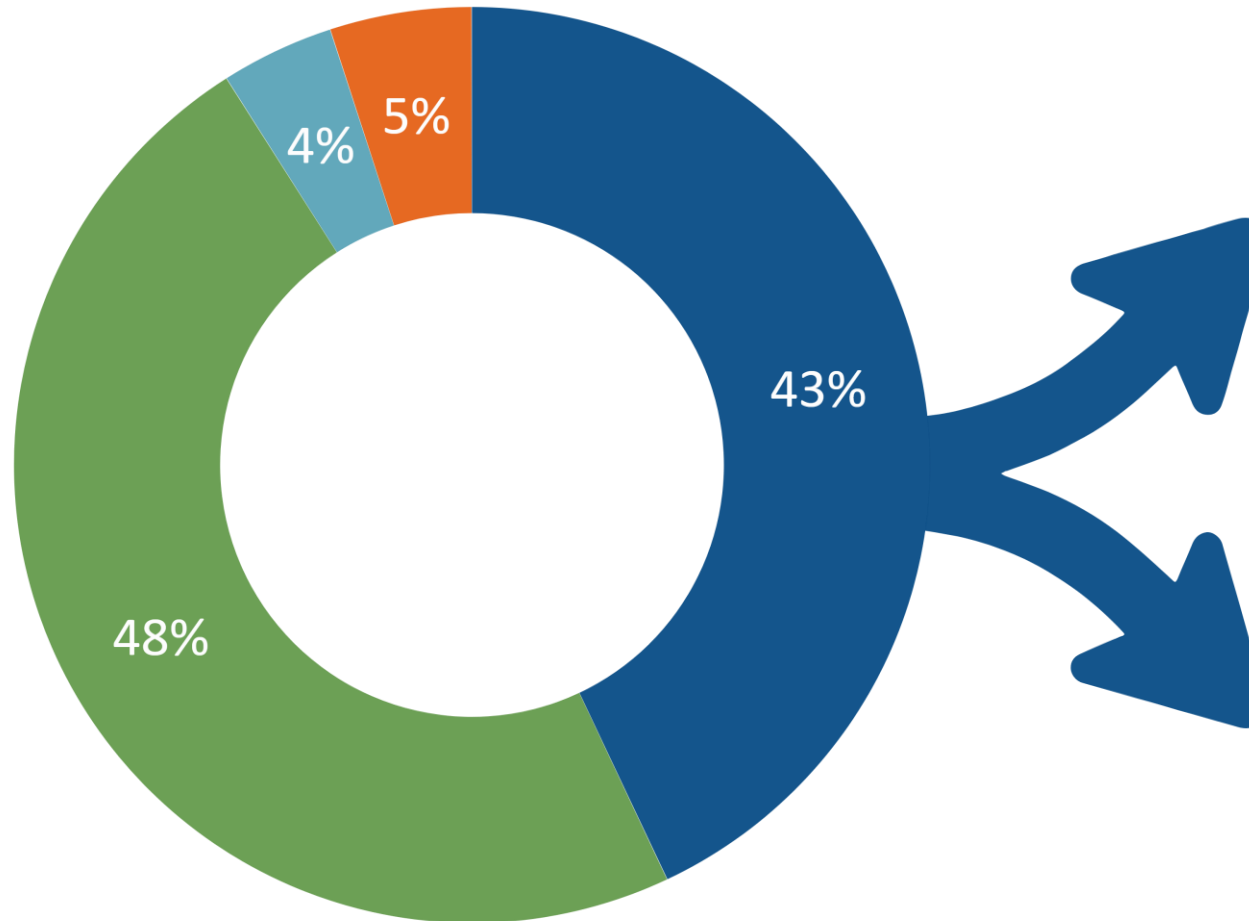
City trip

▼ -2.8% 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 Caves, Lakes, &
Corvettes

13%

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

23%

Budget friendly traveler:
prioritizing affordability
and value for money

22%

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

16%

Family traveler:
prioritizing activities and
accommodations
suitable for children

8%

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

6%

Luxury traveler: seeking
high-end experiences
and personalized
services

5%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

Pre-Trip

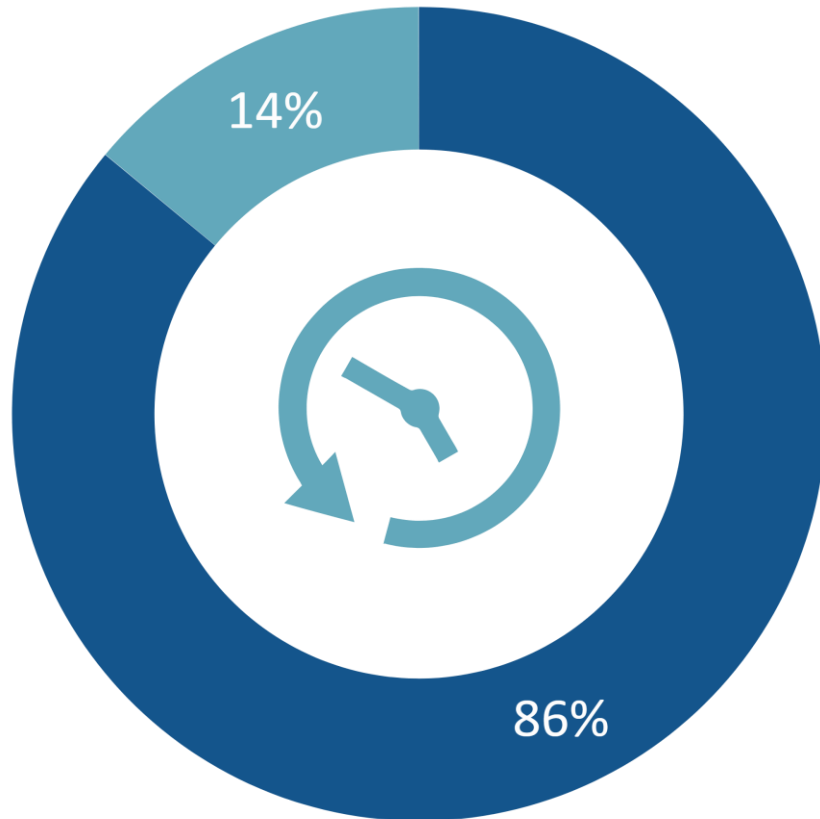
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

14%



+3.6% vs U.S. Norm

2 months or
less

48%



+0.1% vs U.S. Norm

3-5 months

20%



-0.7% vs U.S. Norm

6 months or
more

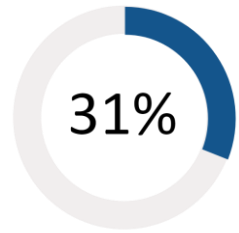
18%



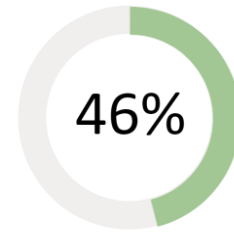
-3.0% vs U.S. Norm

Sources of Trip Planning

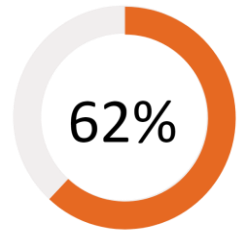
Share of Travelers Who Used Each Media Type for Trip Planning



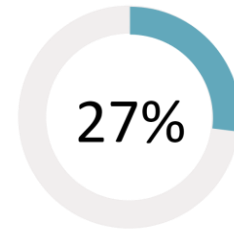
Print



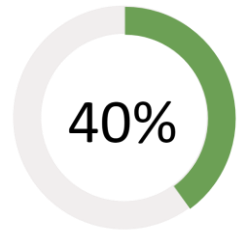
In-Person



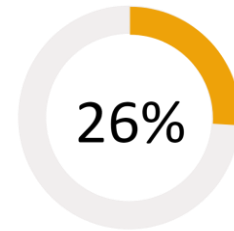
Online/Digital



TV/Video



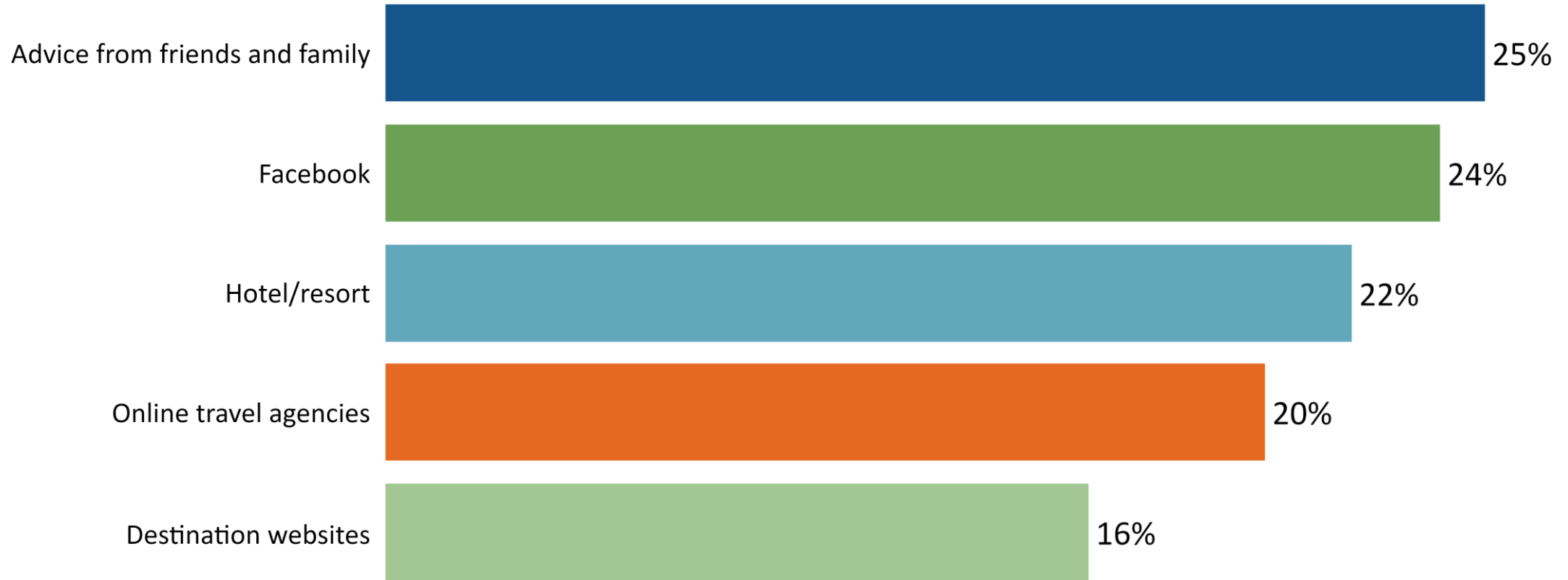
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

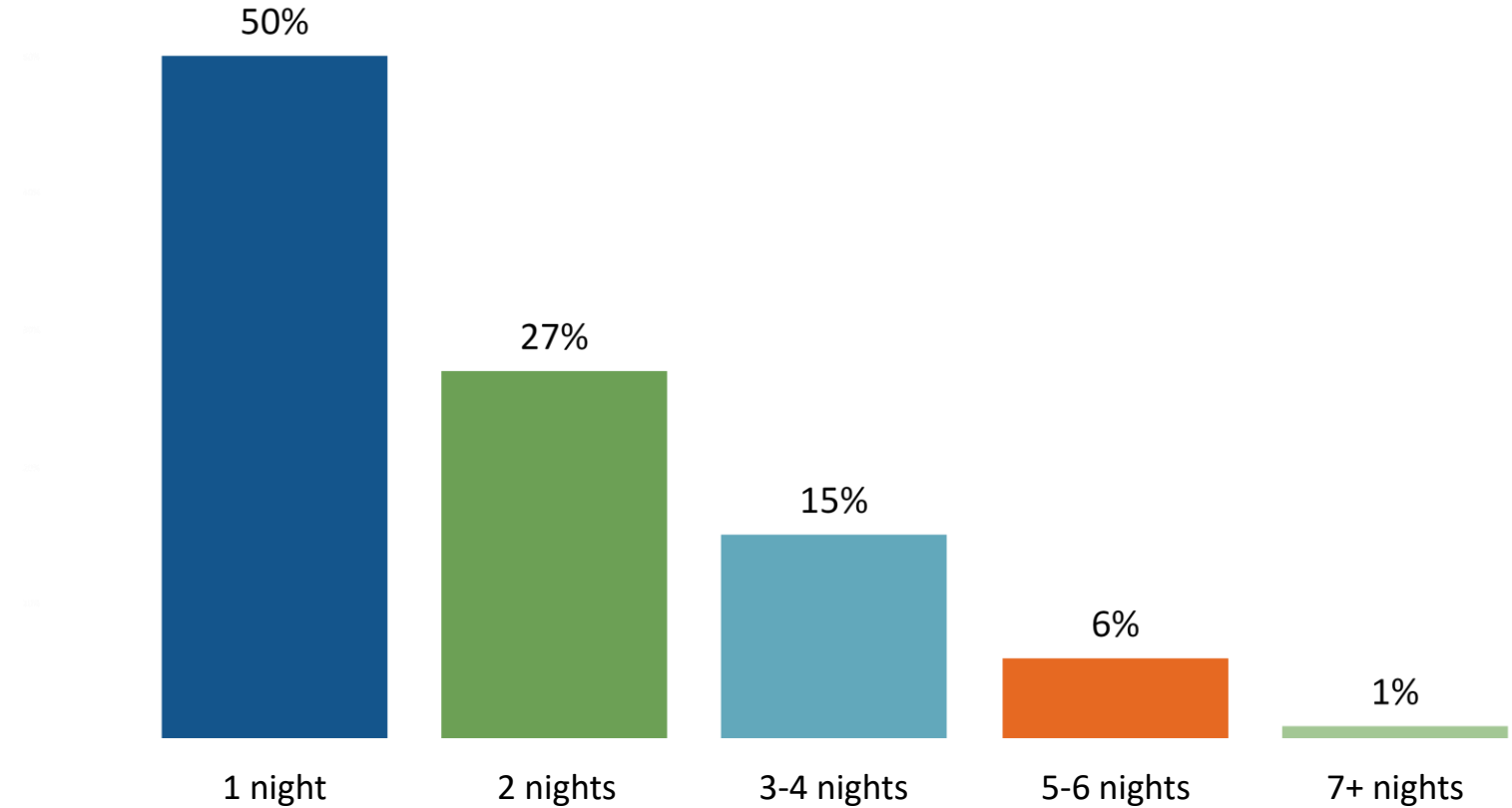
Trip Structure

Trip Structure

Nights Spent in Caves, Lakes, & Corvettes

Average
Number of Nights

2.0



Trip Structure

Share of Total Trip Spent in Caves, Lakes, & Corvettes

Average Number of
Nights Spent in Caves,
Lakes, & Corvettes

2.0

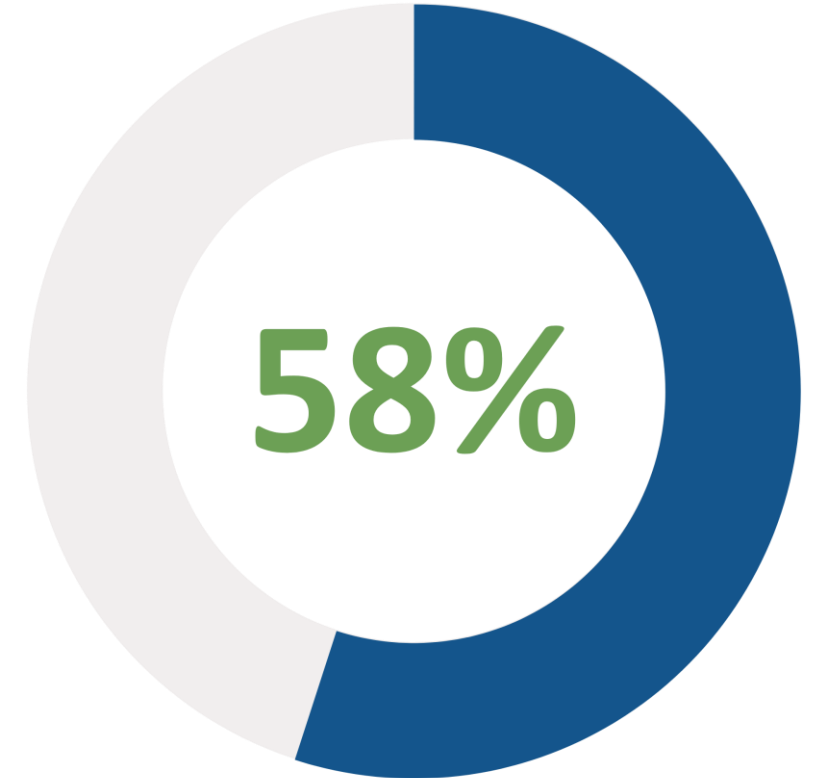
Average Number of
Total Trip Nights

3.5

=

*Accounts for trip nights that Caves,
Lakes, & Corvettes travelers spent in
other destinations.*

Share of Total Trip Spent in
Caves, Lakes, & Corvettes

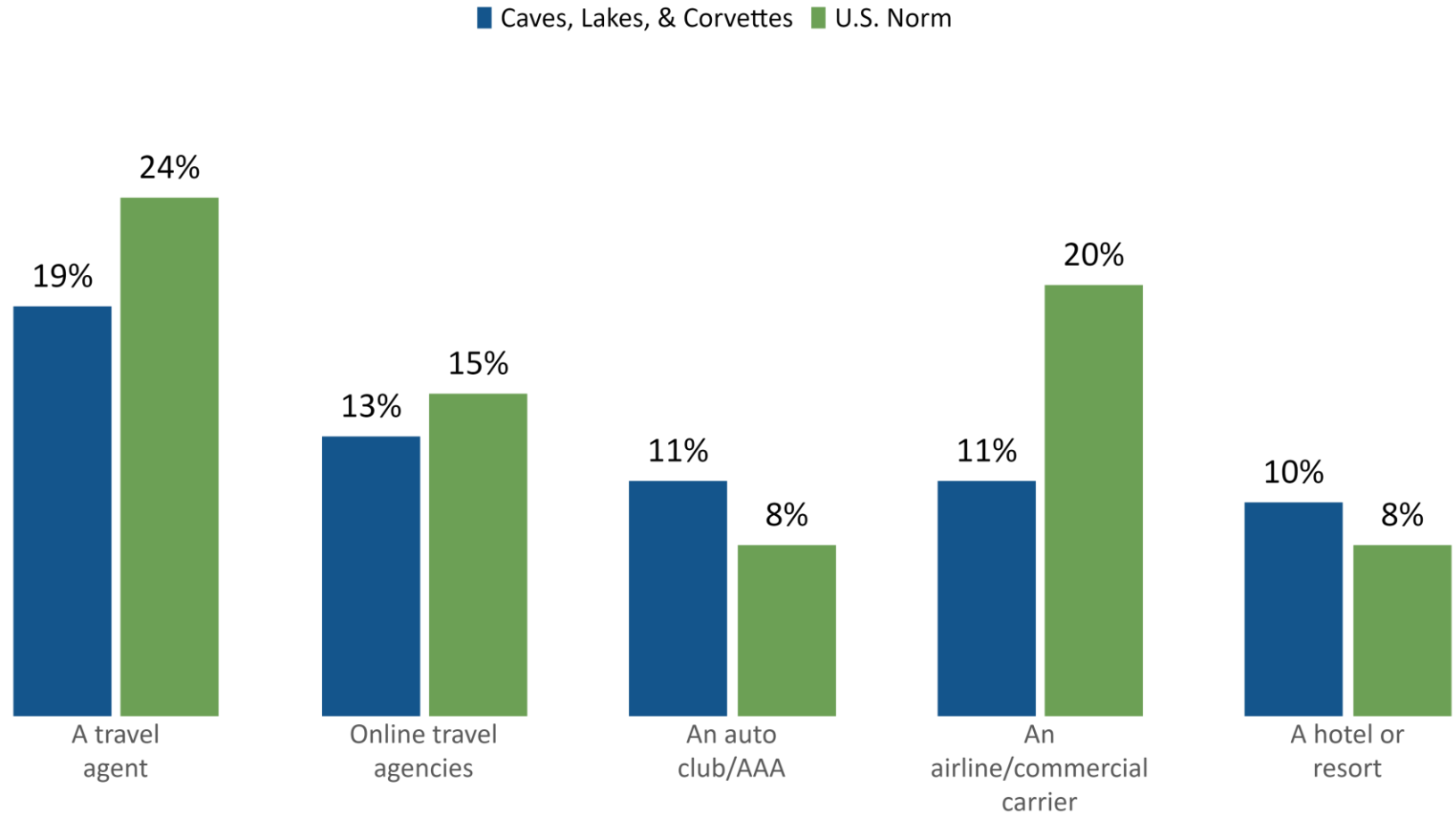


During Trip

Transportation & Accommodations

Booking: Transportation

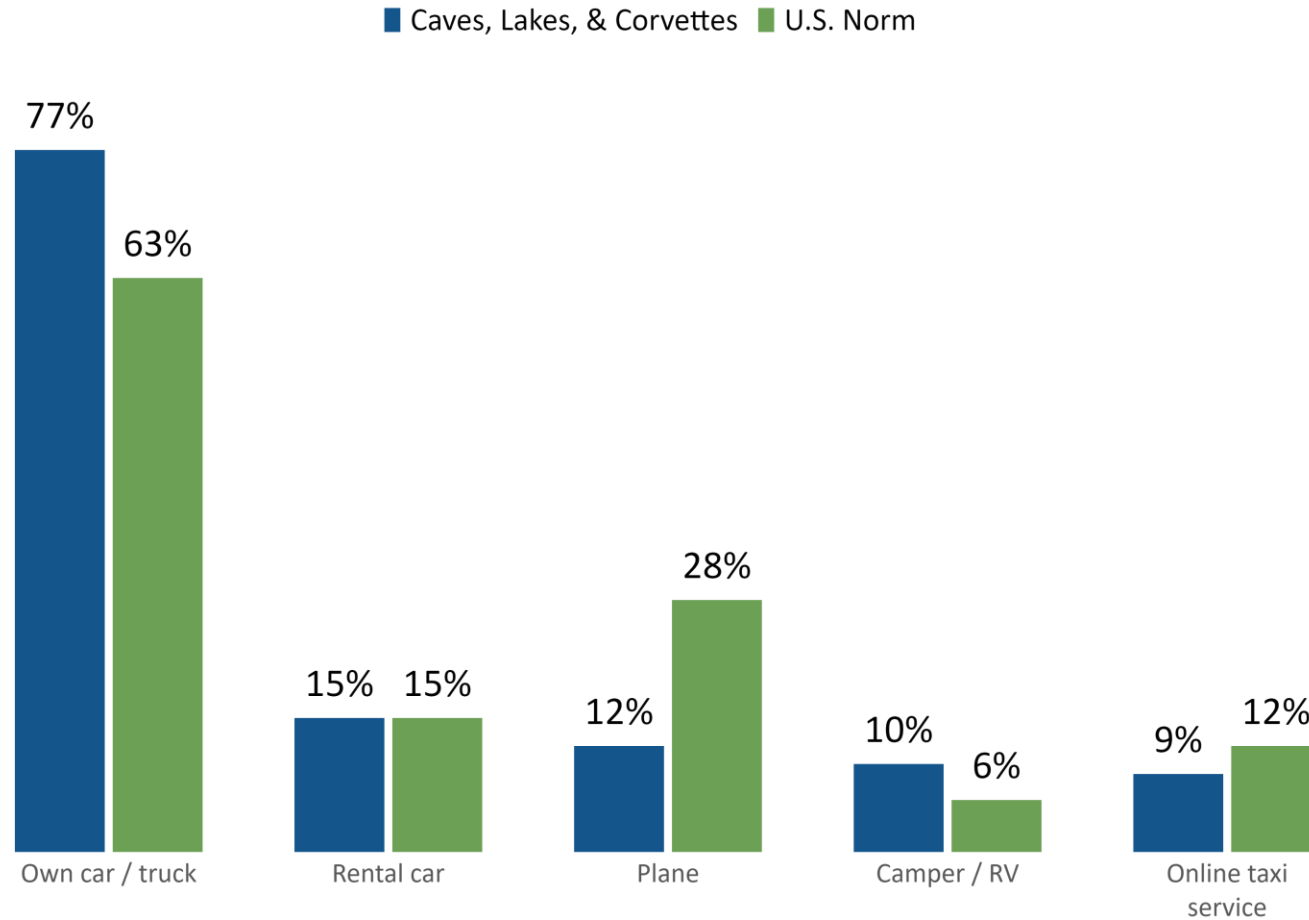
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Caves, Lakes, & Corvettes



Vehicle Type

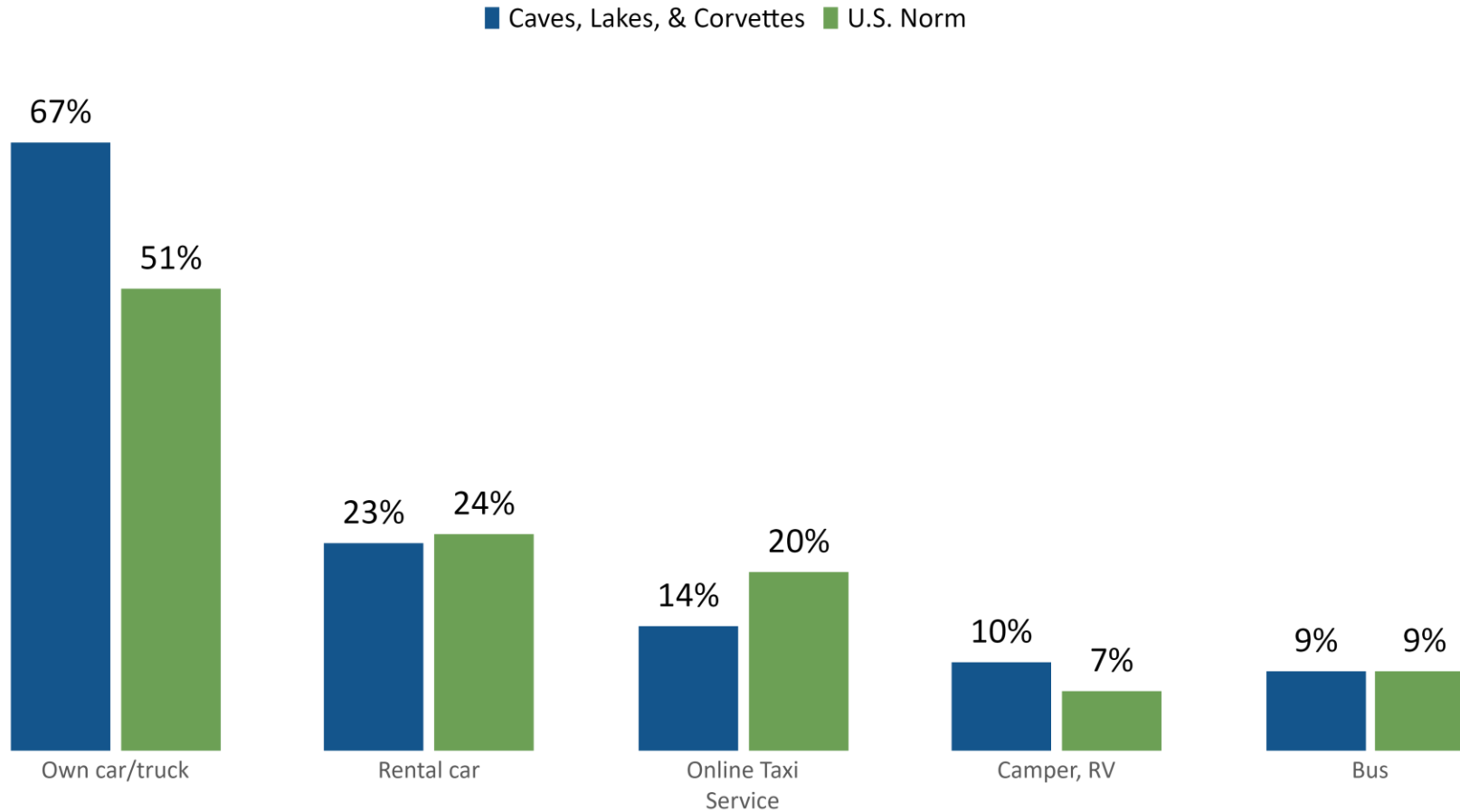
Gasoline/diesel	86%	▲	+6.9% vs U.S. Norm
Hybrid	9%	▼	-2.8% vs U.S. Norm
Electric	8%	▼	-2.4% vs U.S. Norm
Plug-in-hybrid	5%	▼	-1.1% vs U.S. Norm

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

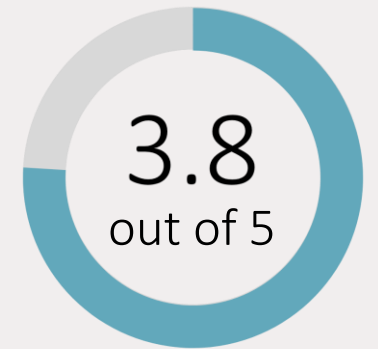
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Caves, Lakes, & Corvettes



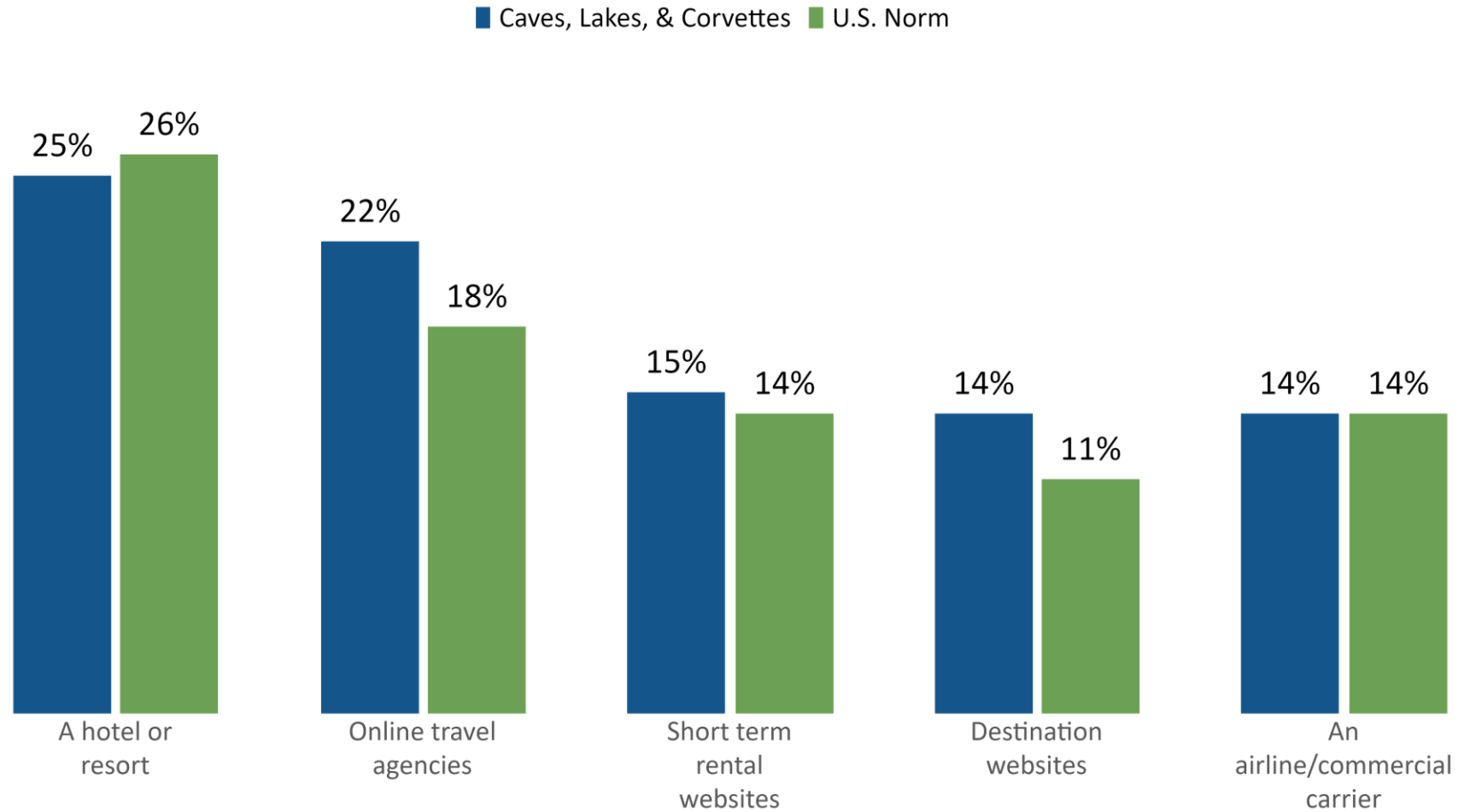
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

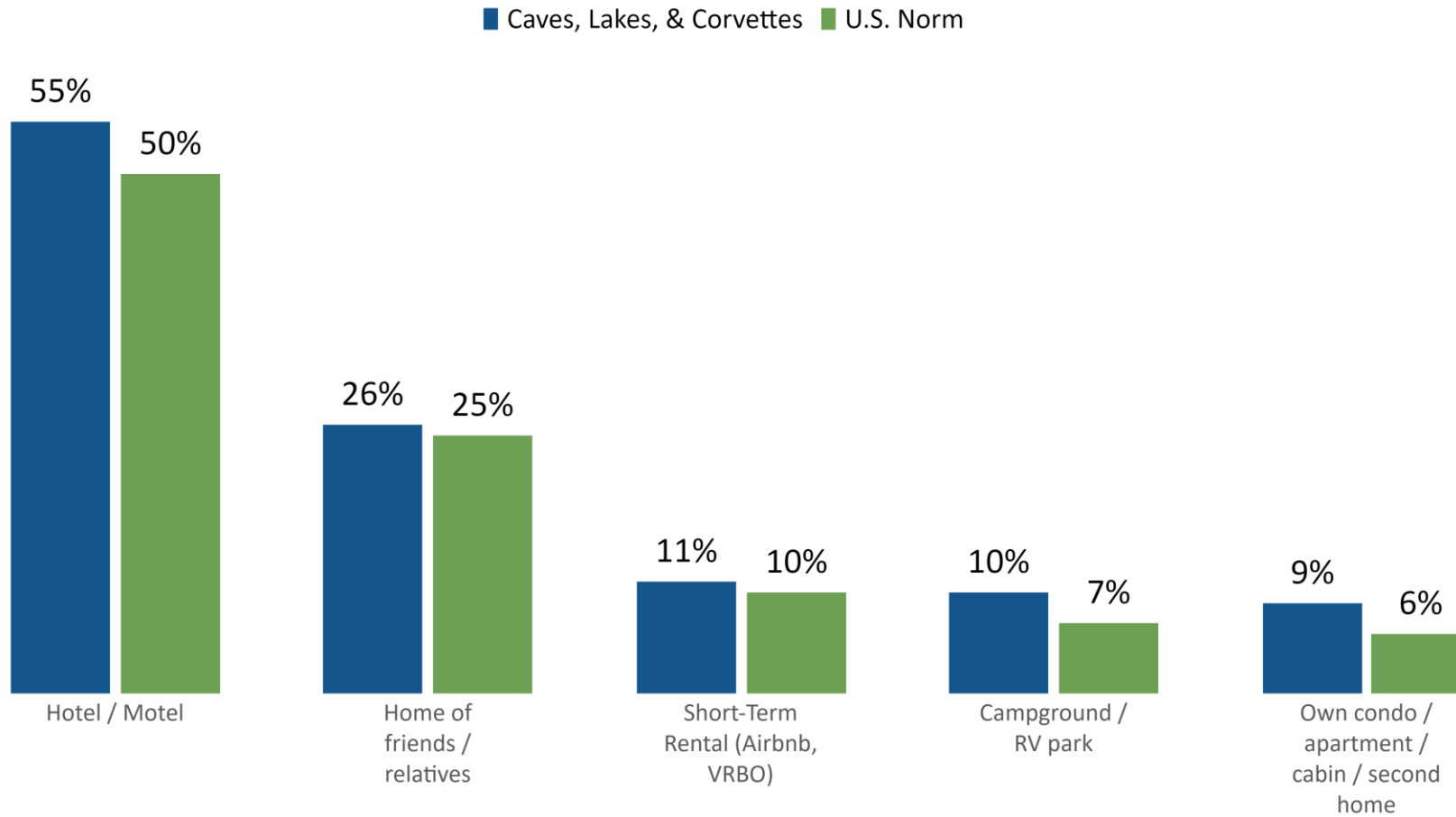
Top Booking Sources for Accommodations



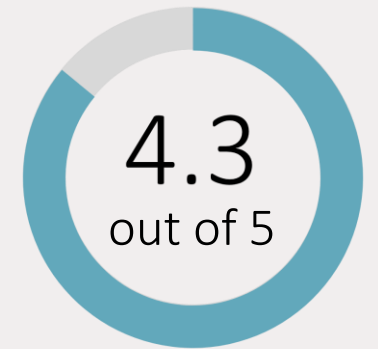
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Caves, Lakes, & Corvettes Travelers



Quality of Accommodations



Average Satisfaction Rating

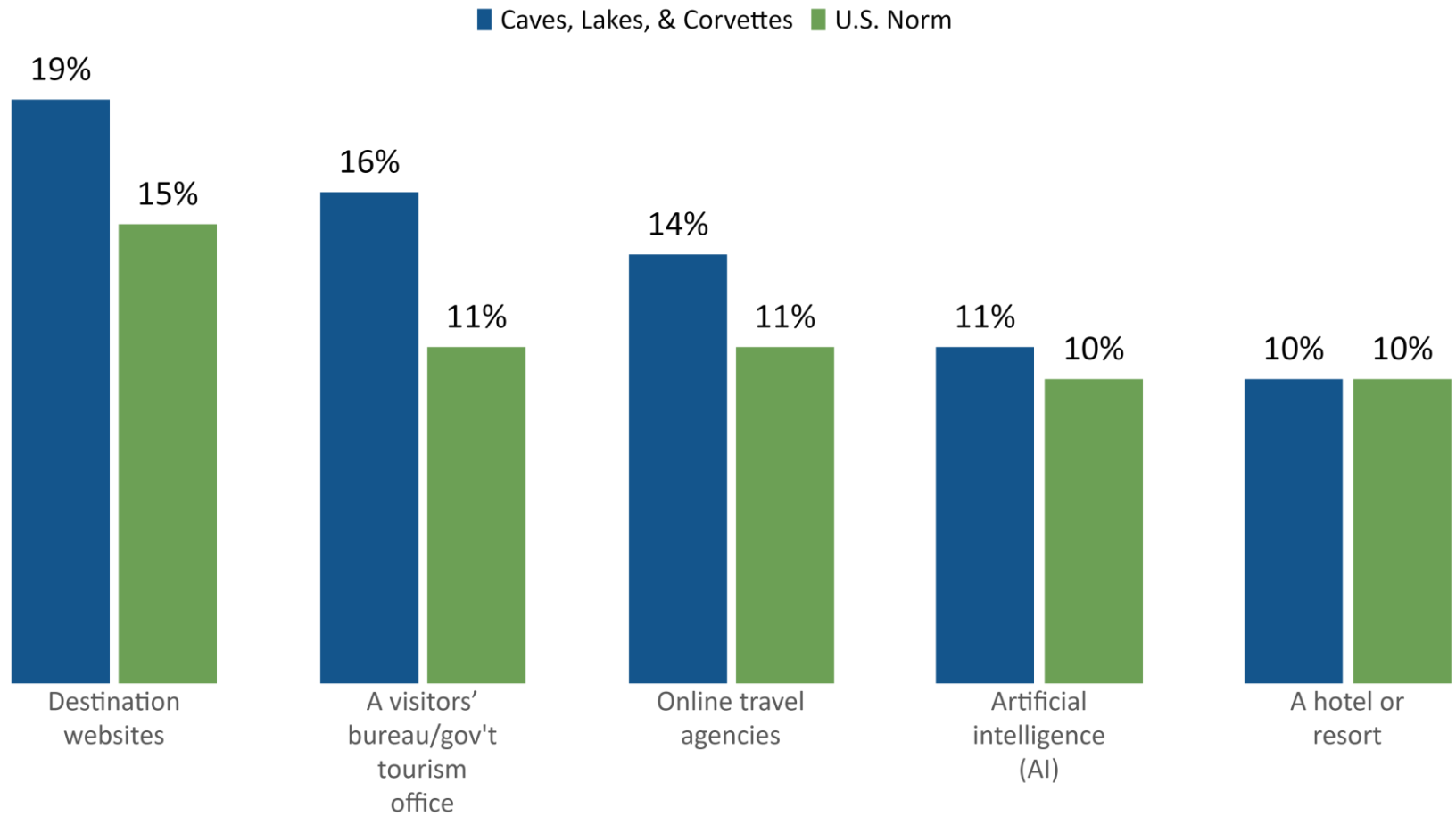
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



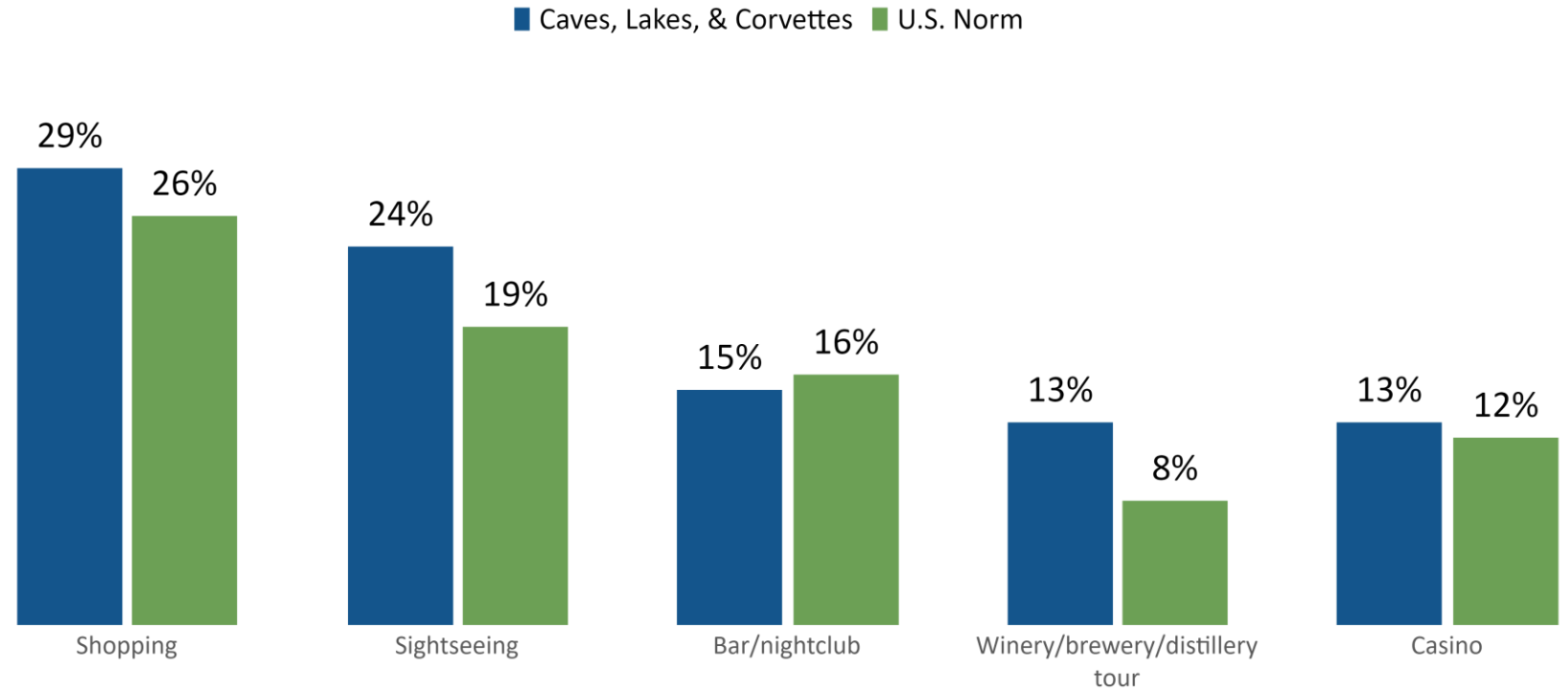
Entertainment Activities

Top Entertainment Activities for Caves, Lakes, & Corvettes Travelers

65%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%



Recreational Activities

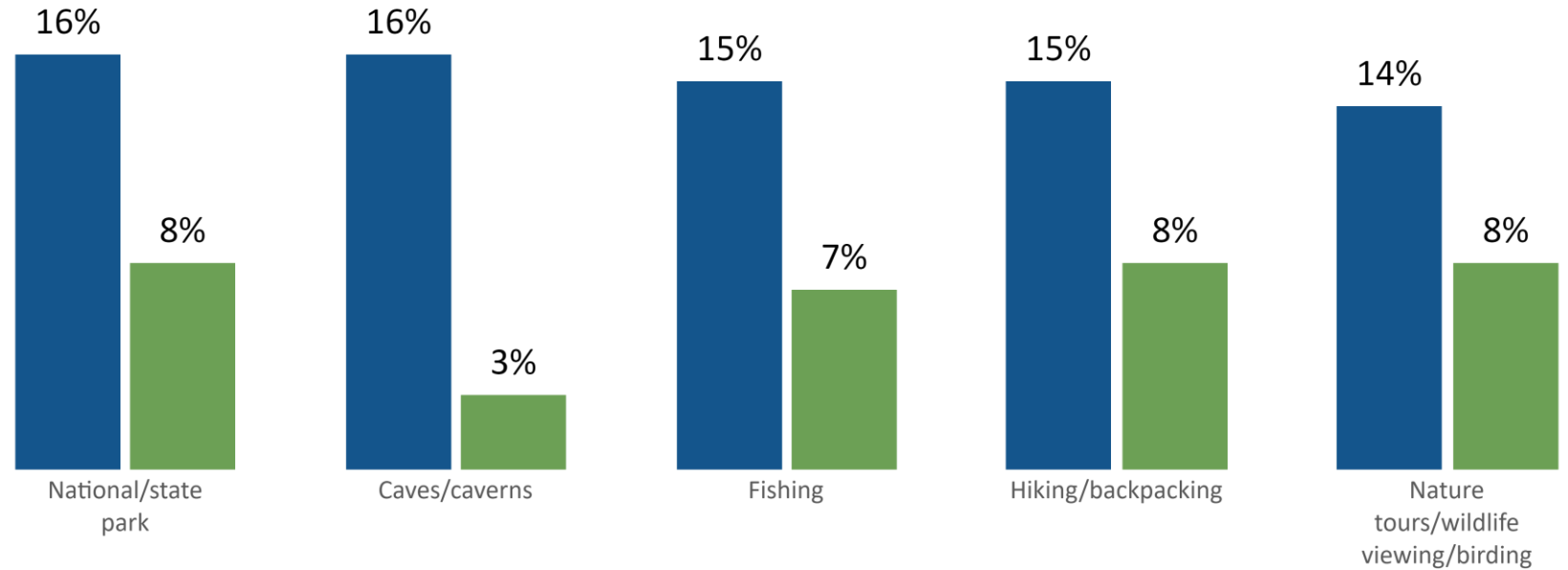
Top Recreational Activities for Caves, Lakes, & Corvettes Travelers

65%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%

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



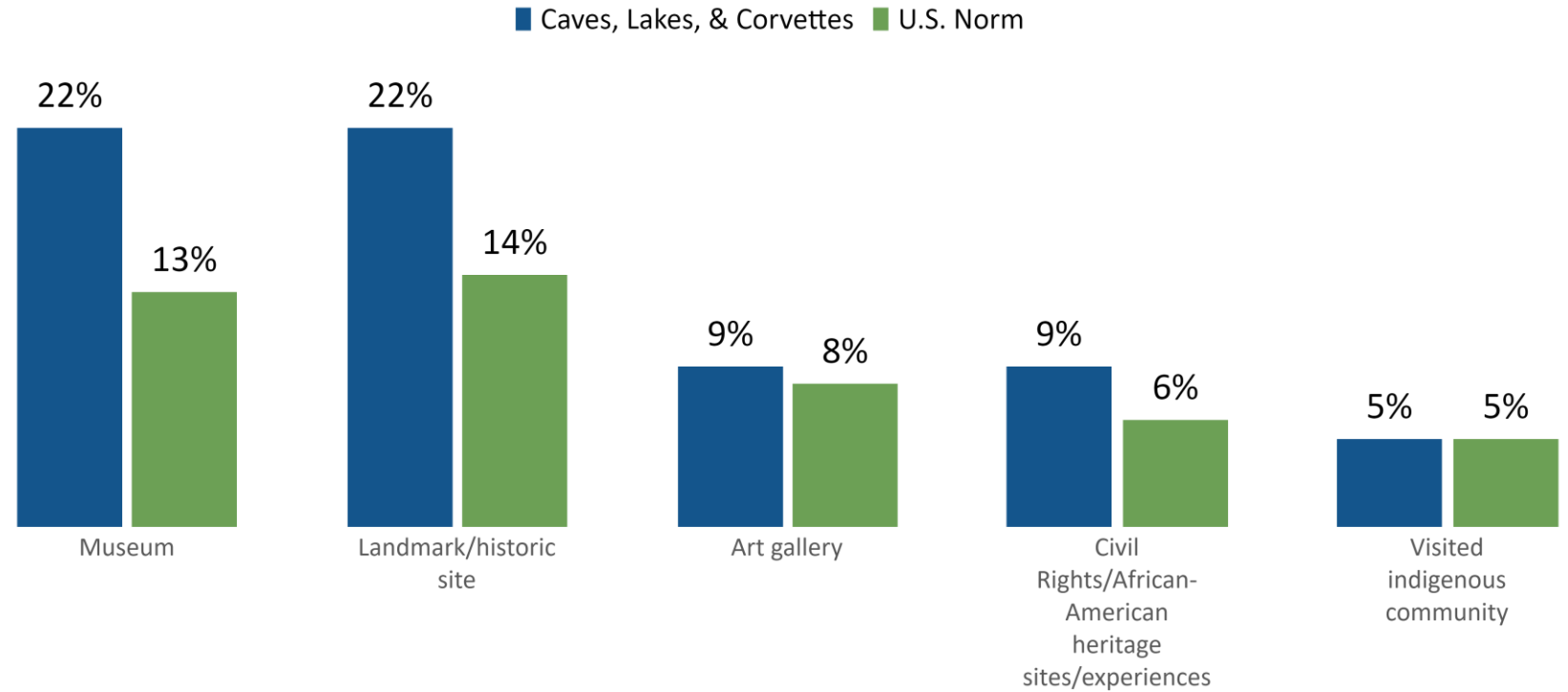
Cultural Activities

Top Cultural Activities for Caves, Lakes, & Corvettes Travelers

44%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



Sporting Events

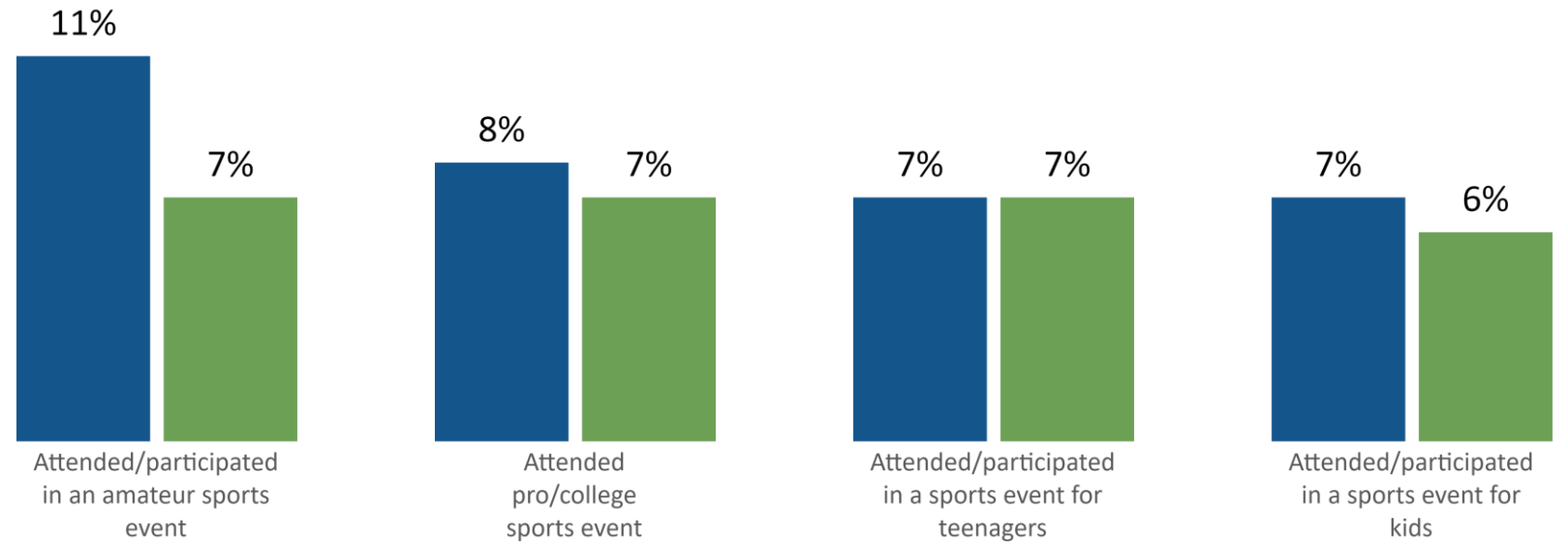
Top Sporting Events for Caves, Lakes, & Corvettes Travelers

23%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%

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



Business Activities

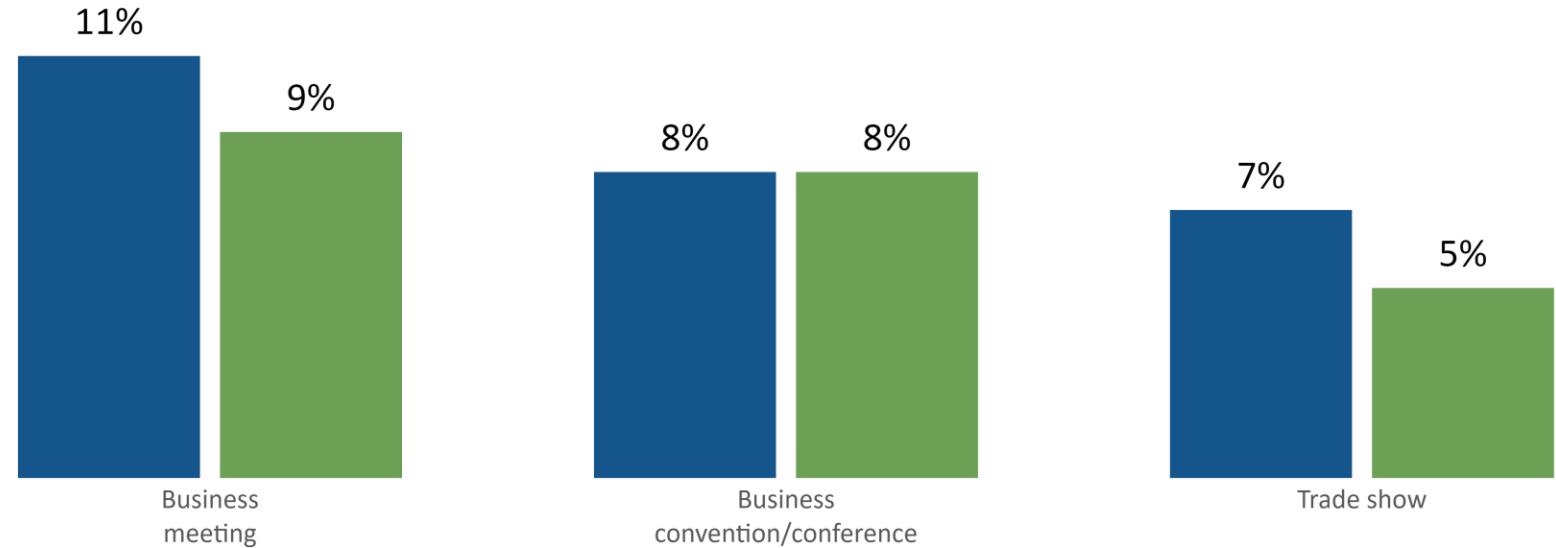
Top Business Activities for Caves, Lakes, & Corvettes Travelers

19%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%

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



Other Activities

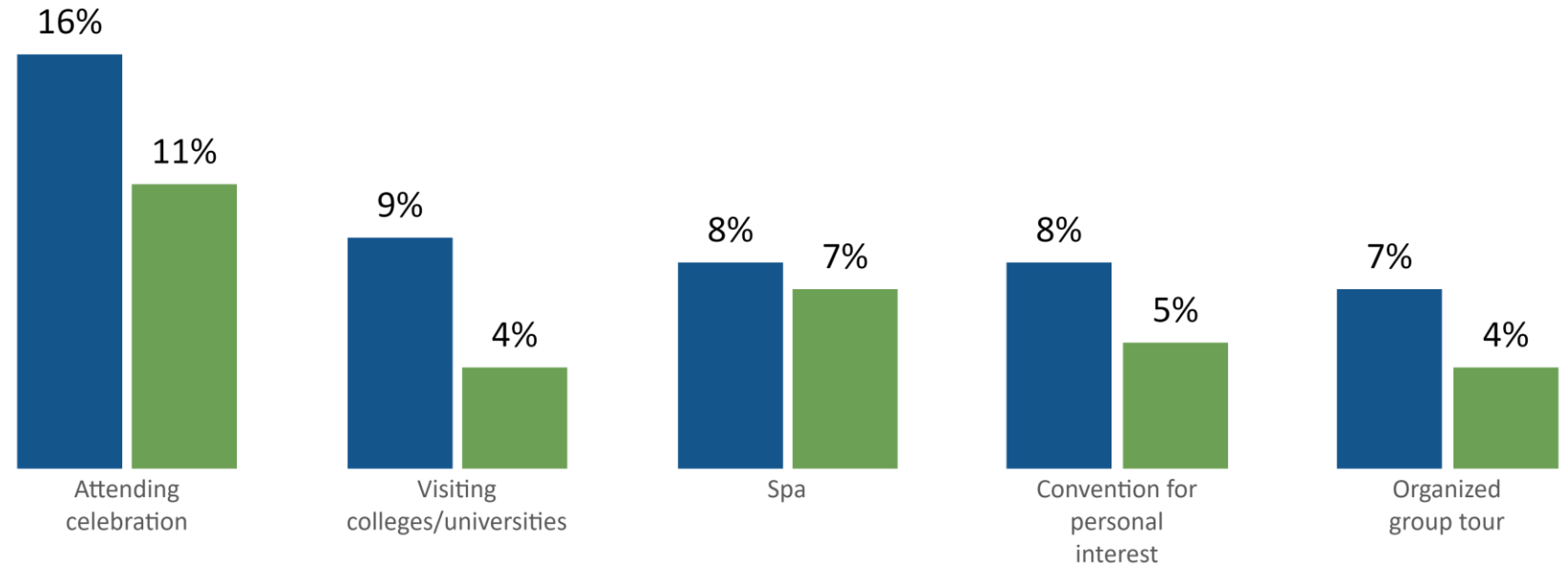
Top Other Activities for Caves, Lakes, & Corvettes Travelers

42%

Participated in
Other
Activities
During Their Trip

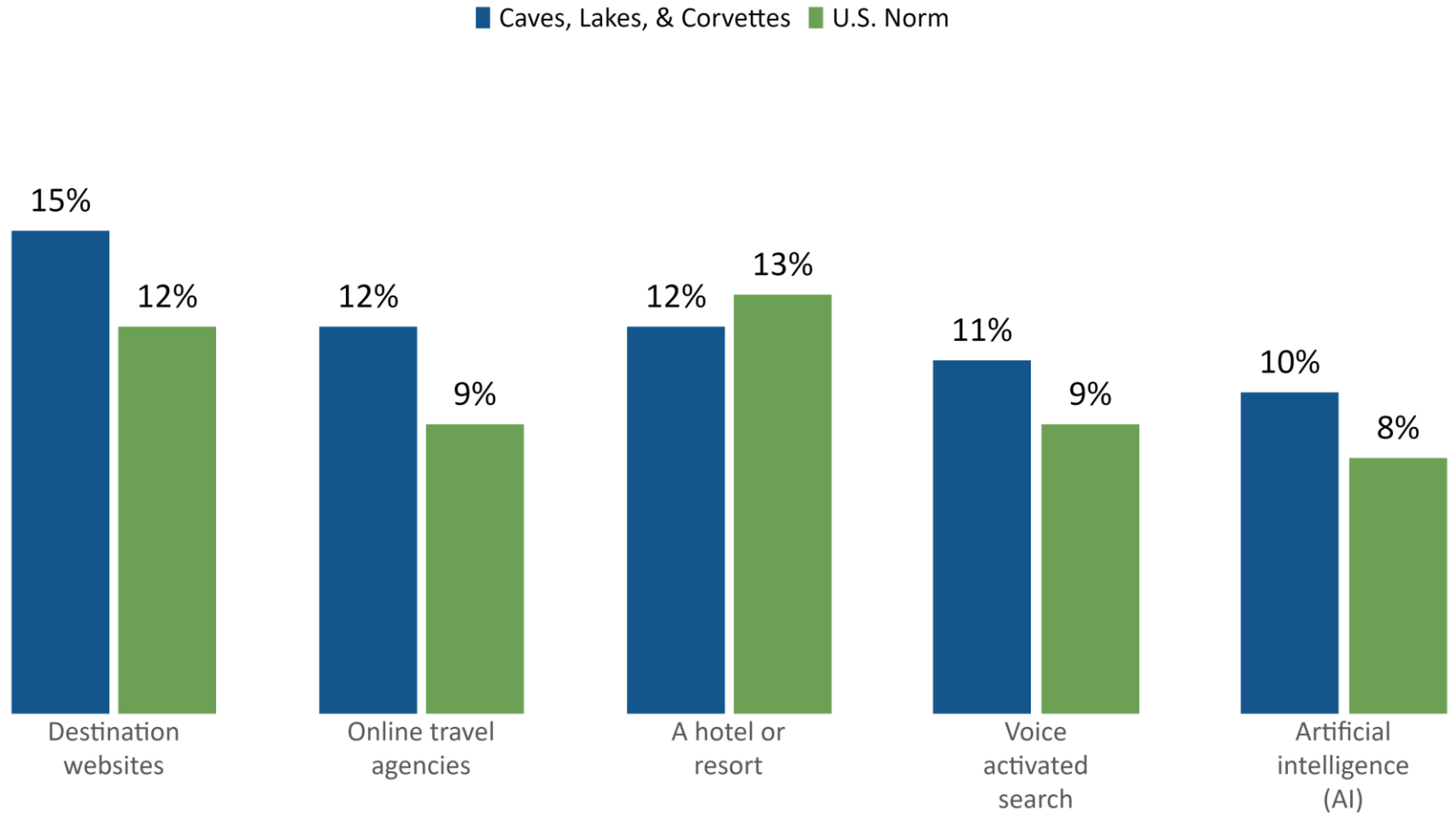
U.S. Norm: 41%

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



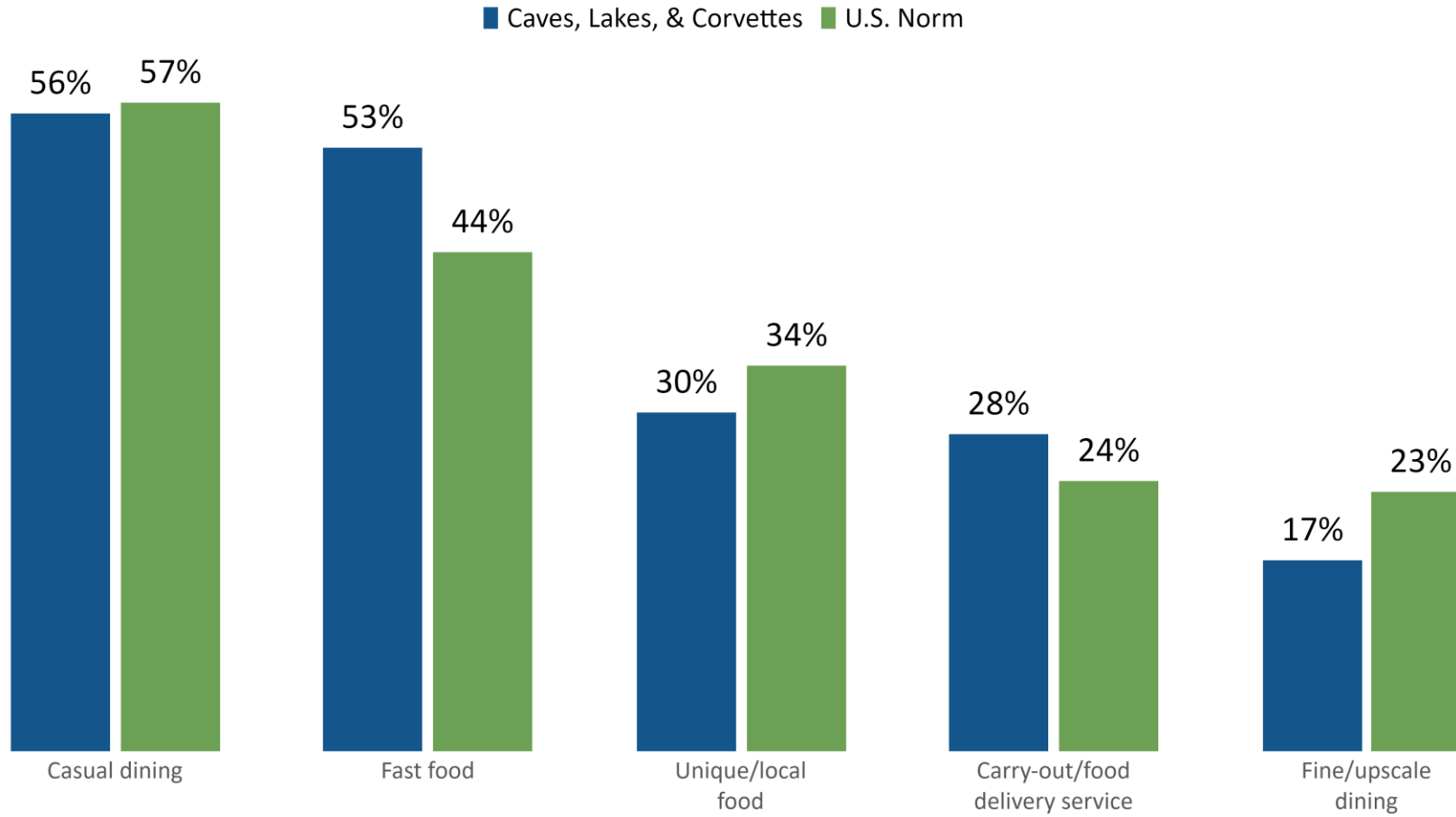
Booking: Dining

Top Booking Sources for Dining

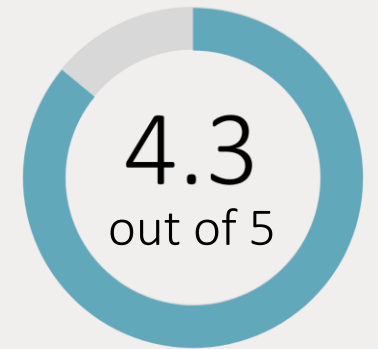


Dining

Top Dining Categories for Caves, Lakes, & Corvettes Travelers



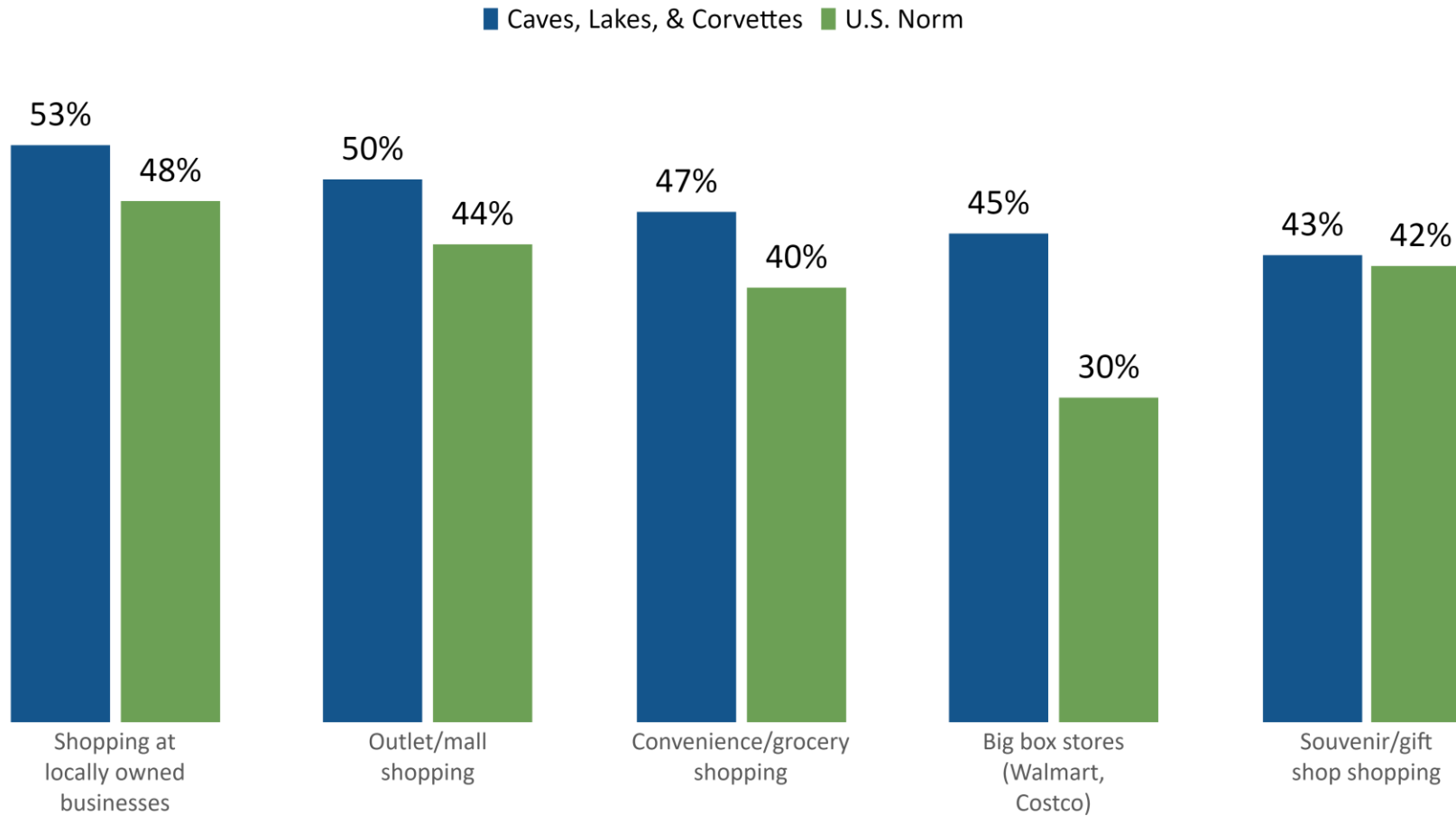
Quality of Food



Average Satisfaction Rating

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

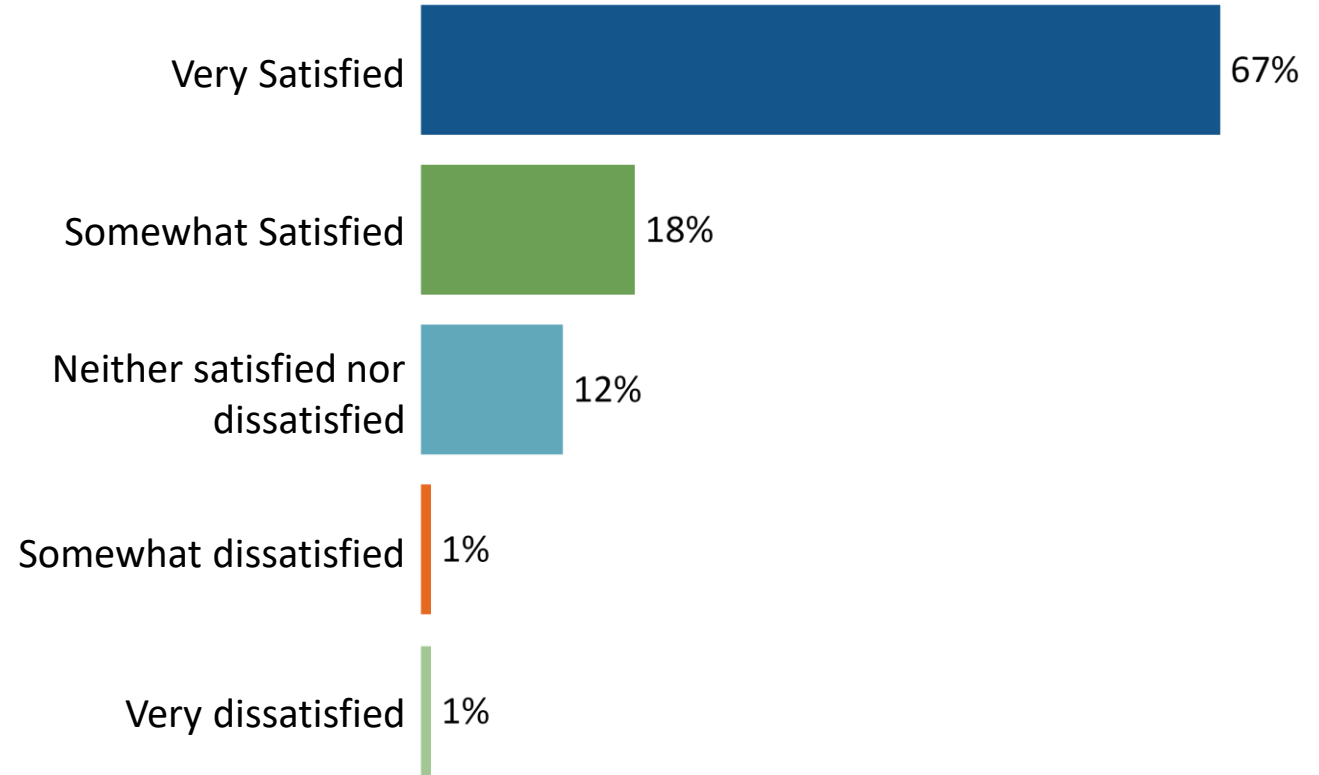
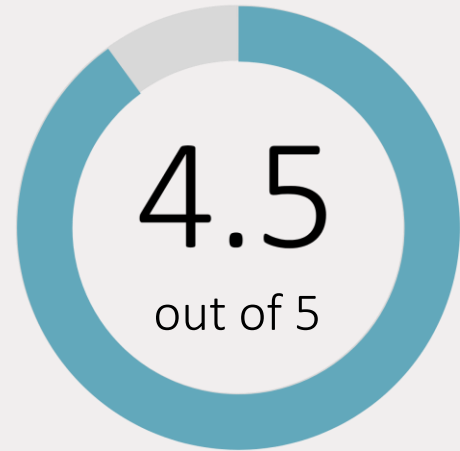
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

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

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Caves, Lakes, & Corvettes Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



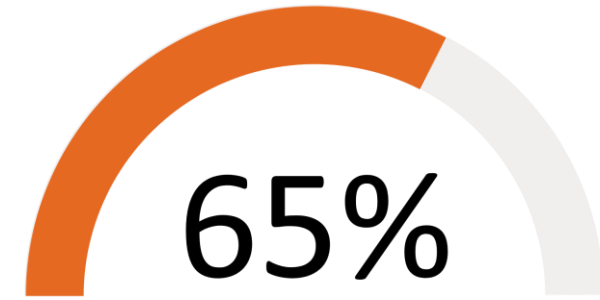
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Caves, Lakes, & Corvettes

Past Visitation



Selected That They Were
'Very Likely' to Return to
Caves, Lakes, & Corvettes

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

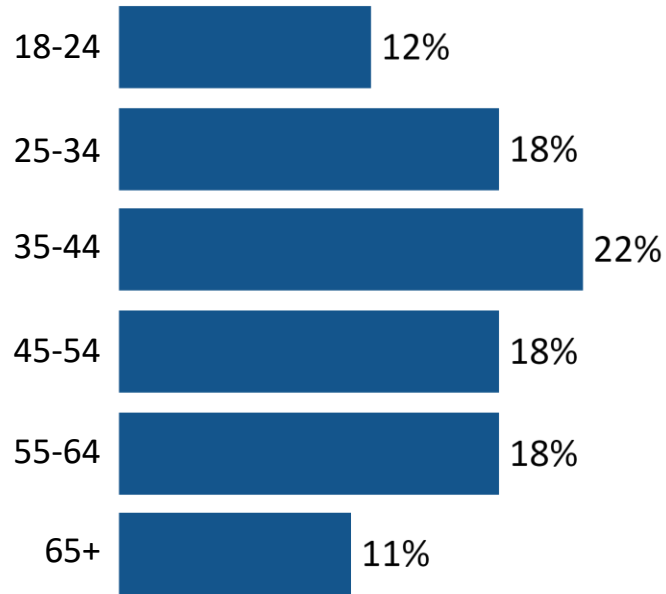
Respondent Demographics



Age, Gender, & Household Income

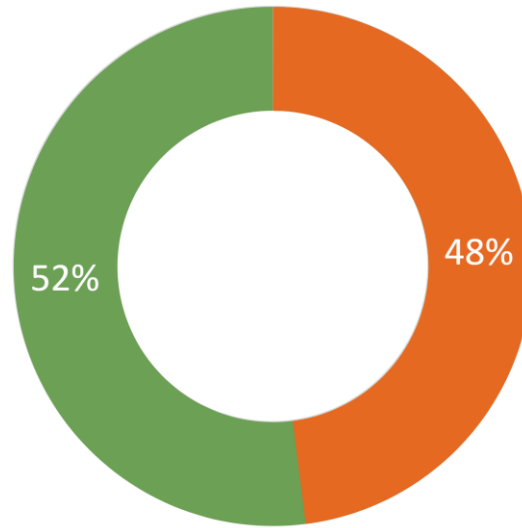
Respondent Demographics for Caves, Lakes, & Corvettes

Age



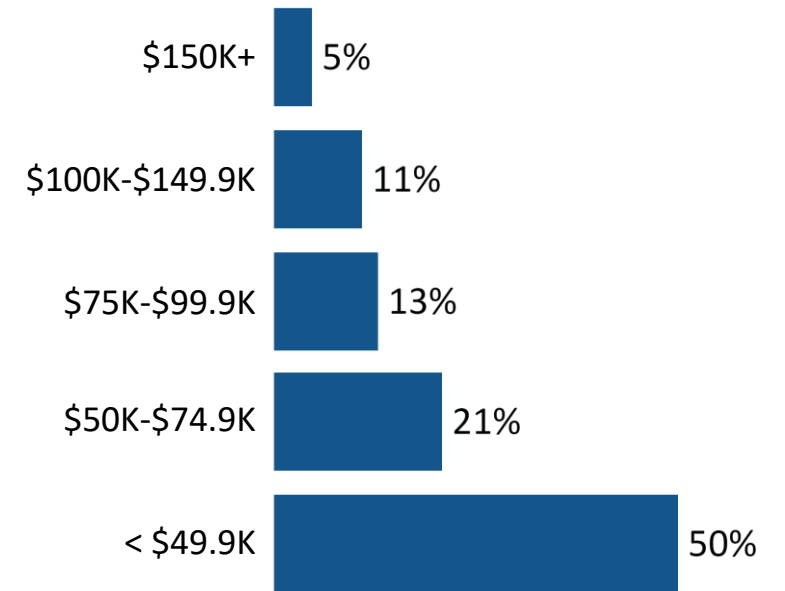
Average Age: 44.2

Gender



Female Male

Household Income

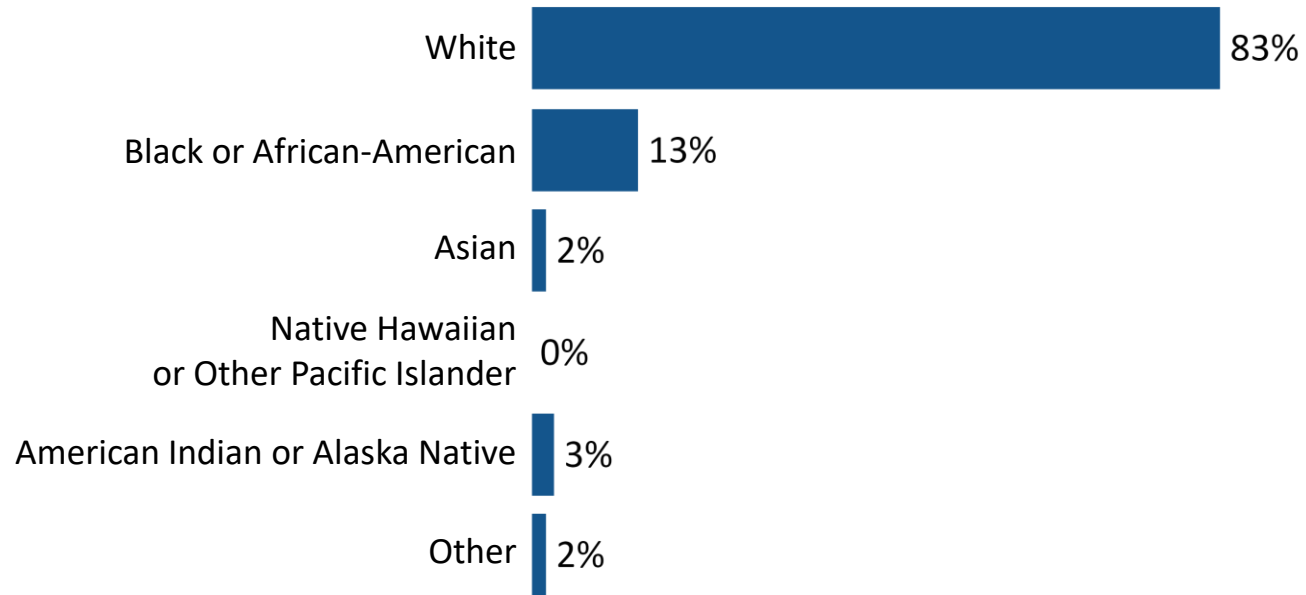


Average Income: \$63.4K

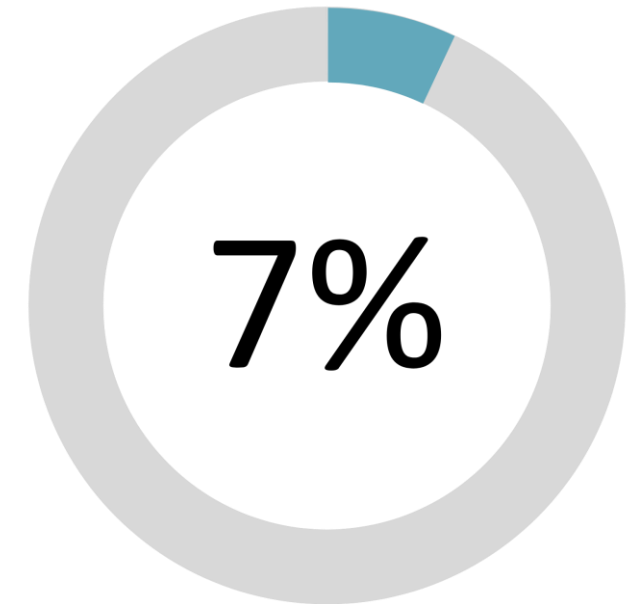
Race & Hispanic Background

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

57% full-time / self-employed

13% part-time

31% retired / not employed / other

Marital Status

51% married / living with a partner

27% single / never married

22% divorced / widowed / separated

Military Status*

80% never served in the military

13% veteran

6% currently on active duty

3% on active duty for training

Education

31% high school diploma or less / other

28% attended some college

31% associate's or bachelor's degree

9% graduate or professional degree

Sexual Orientation

87% straight

5% gay / lesbian

6% bisexual

2% other / not sure

Household Size

20% 1 member

27% 2 members

24% 3 members

17% 4 members

12% 5+ members

* Multi-select to include status for all household members



Travel USA®

Overnight 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 overnight trips in 2024/2025:

322

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	21%
----------	-----

Illinois	9%
----------	----

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

California	7%
------------	----

Missouri	7%
----------	----



2024/2025

Paducah-Cape Girardeau- Harrbg,IL/KY/MO	9%
---	----

Nashville, KY/TN	7%
------------------	----

Lexington, KY	6%
---------------	----

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

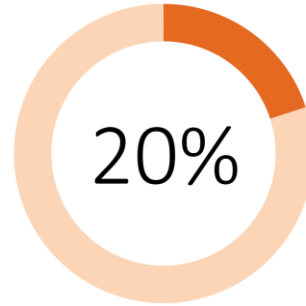
Louisville, KY	4%
----------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

21%



Travel Parties with Pets



Travel Parties
with Children

38%



Travel Party Composition

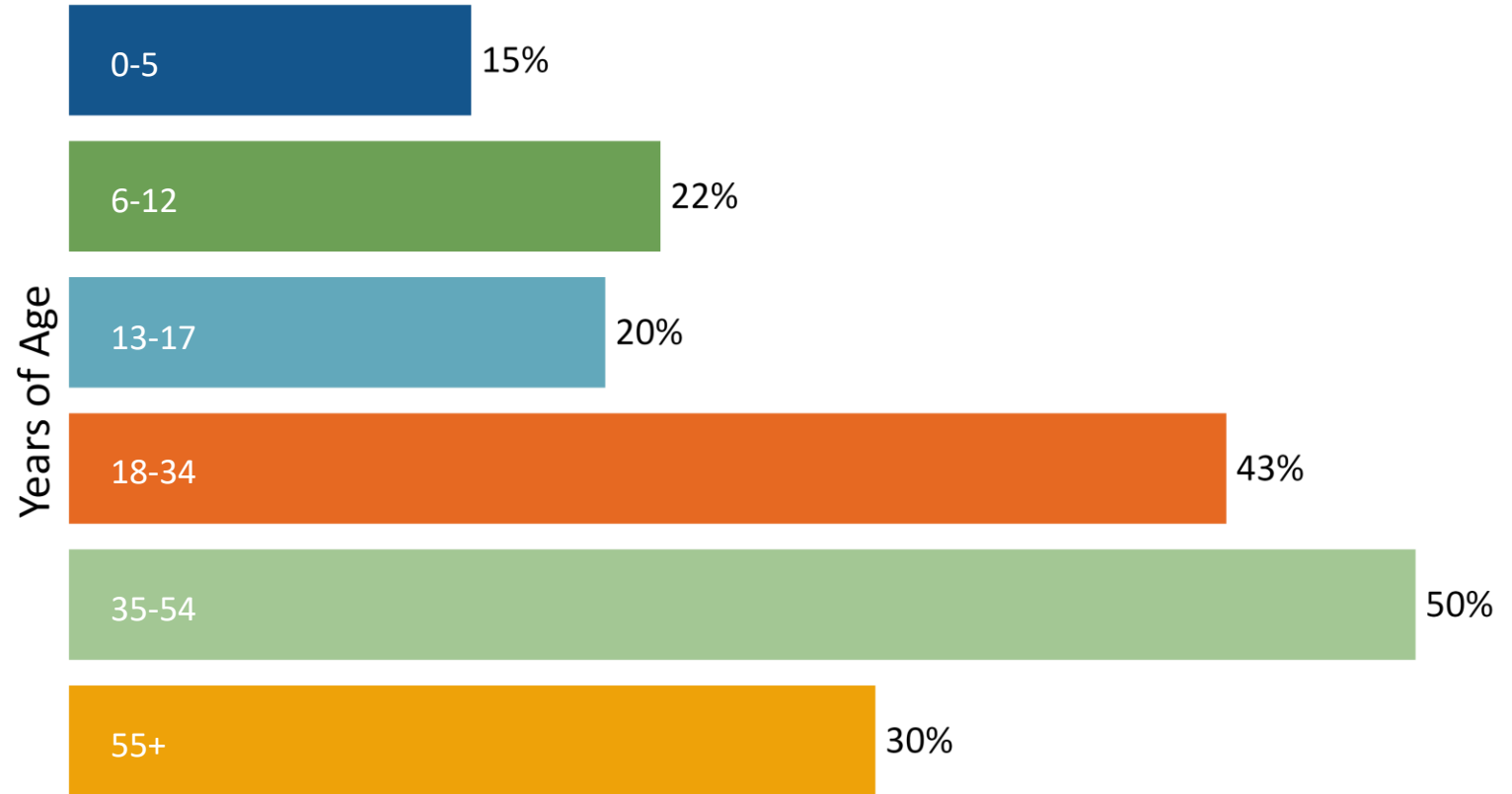
Travel Party Size & Age

Average Travel
Party Size

3.0



Travel Party Age



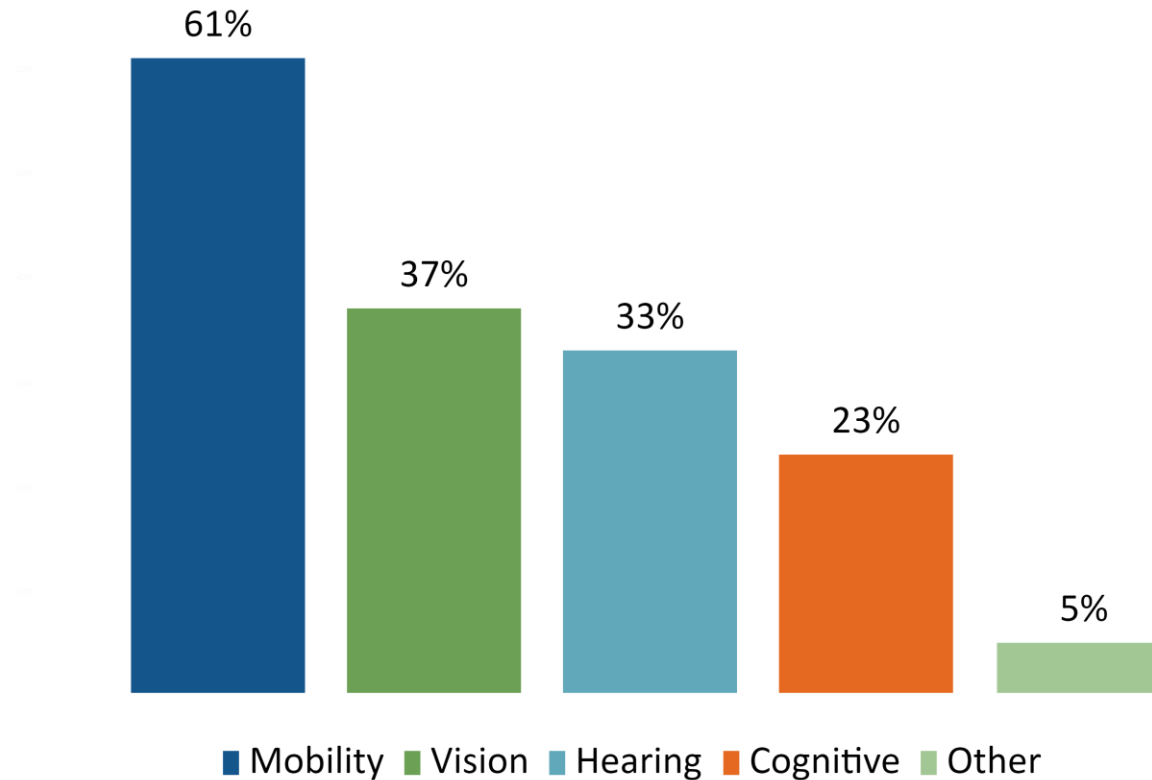
Travelers with Travel-Limiting Disabilities

Disability Categorizations

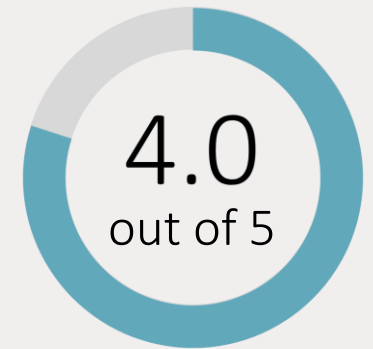
Travel Parties with
an Individual Who
Required
Accessibility
Services

25%

▲ +7.2% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

See Reference Guide for disability definitions.

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

41%

Visiting friends / relatives

▲ +2.0% vs U.S. Norm

12%

Outdoors

▲ +3.7% vs U.S. Norm

10%

Touring

▼ -1.3% vs U.S. Norm

6%

Casino

▲ +1.7% vs U.S. Norm

5%

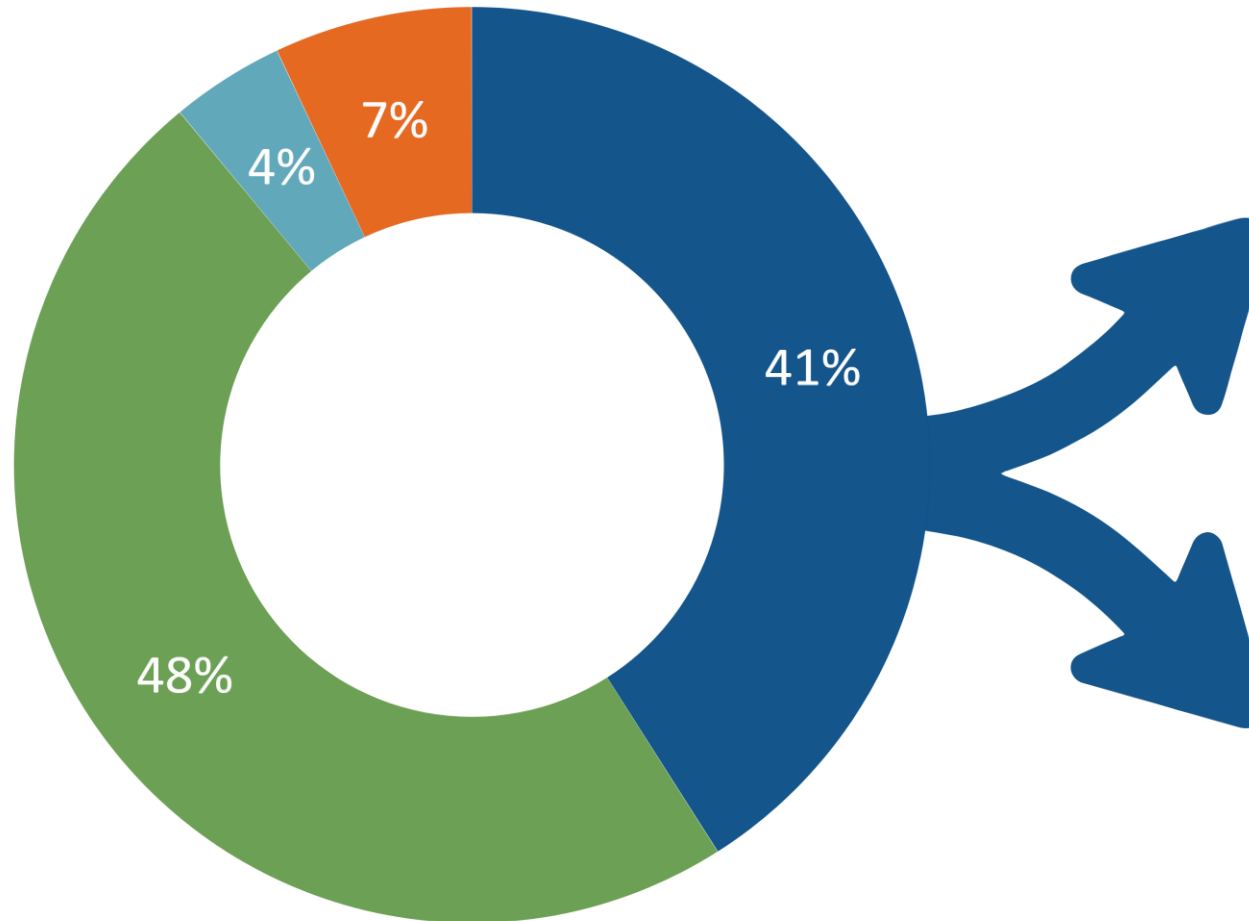
Other business trip

▲ +1.3% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



88%

Visited Friends/Relatives Who
Live in Western Waterlands

12%

Met Friends/Relatives in
Western Waterlands Who Live
Elsewhere

Top Traveler Personas

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

22%

Family traveler:
prioritizing activities and
accommodations
suitable for children

20%

Budget friendly traveler:
prioritizing affordability
and value for money

16%

Luxury traveler: seeking
high-end experiences
and personalized
services

14%

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

7%

Business traveler:
traveling for work
purposes, prioritizing
convenience
connectivity

7%

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

Pre-Trip

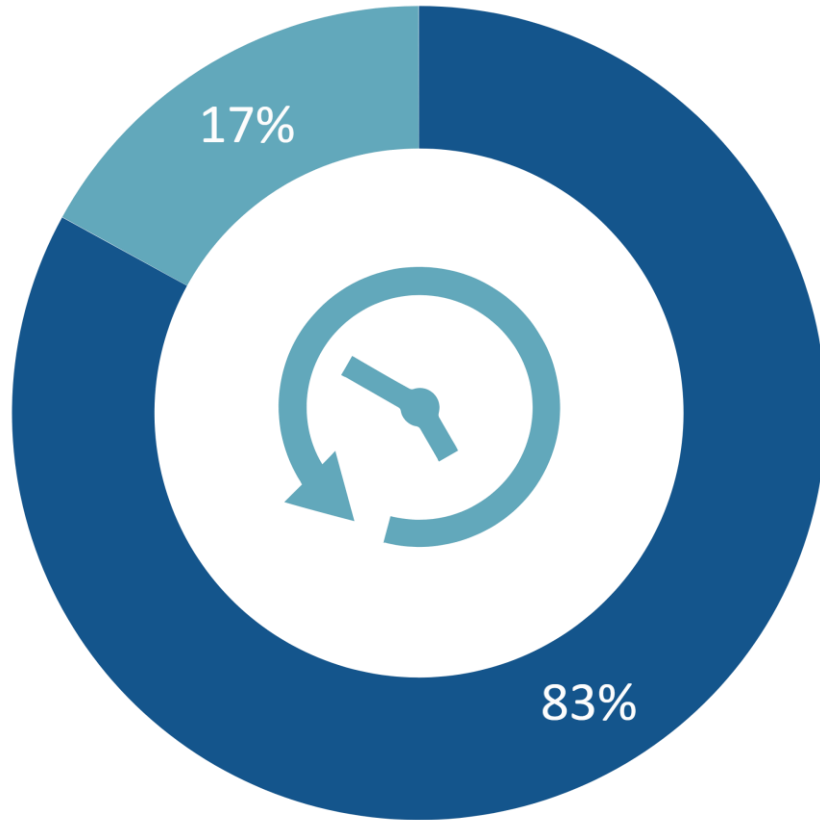
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

17%



+6.1% vs U.S. Norm

2 months or
less

45%



-2.8% vs U.S. Norm

3-5 months

18%



-3.1% vs U.S. Norm

6 months or
more

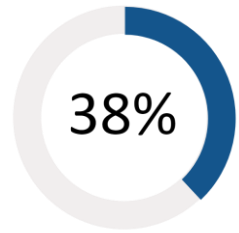
20%



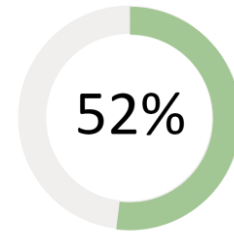
-0.2% vs U.S. Norm

Sources of Trip Planning

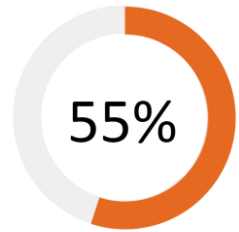
Share of Travelers Who Used Each Media Type for Trip Planning



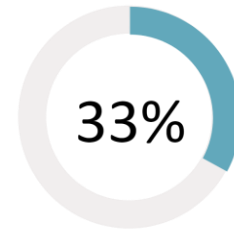
Print



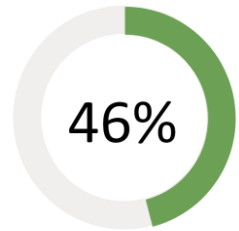
In-Person



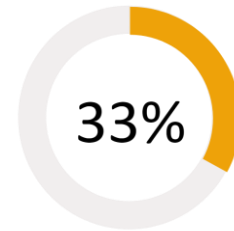
Online/Digital



TV/Video



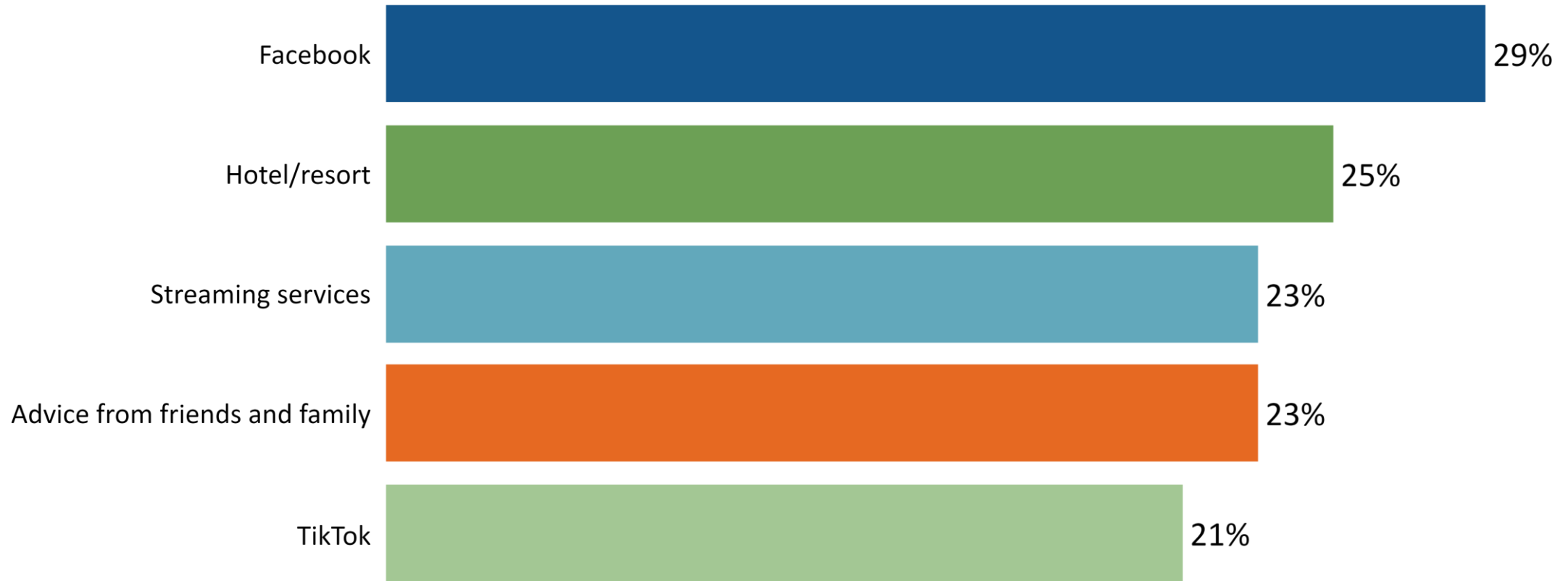
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



See Reference Guide for a full list of information sources.

During Trip

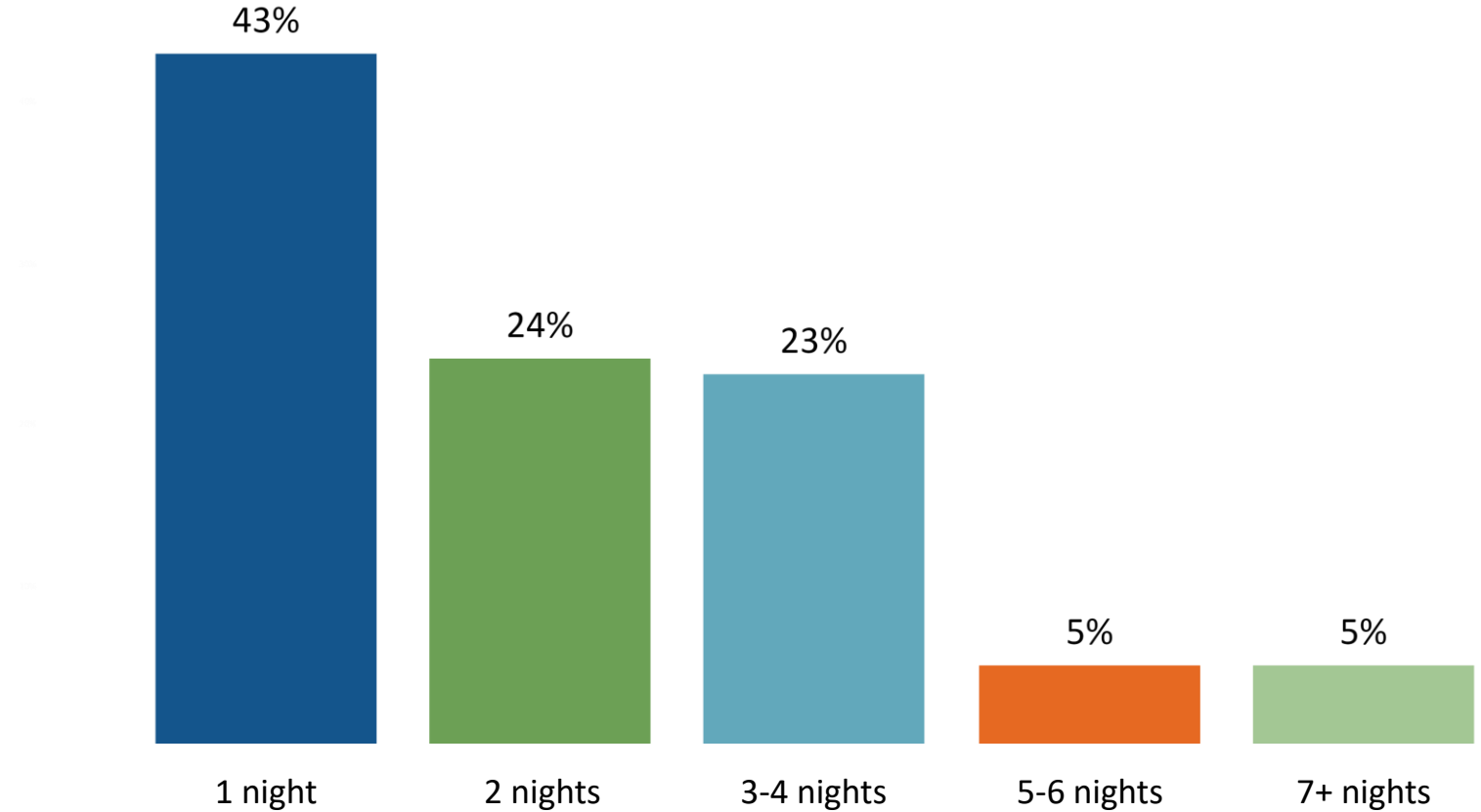
Trip Structure

Trip Structure

Nights Spent in Western Waterlands

Average
Number of Nights

2.7



Trip Structure

Share of Total Trip Spent in Western Waterlands

Average Number of
Nights Spent in Western
Waterlands

2.7

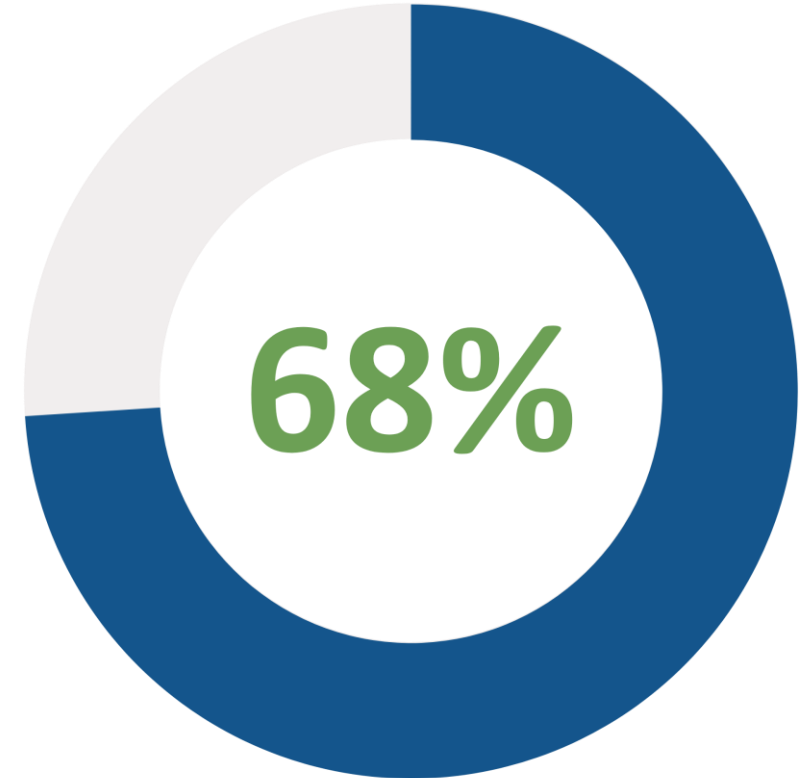
Average Number of
Total Trip Nights

3.9

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

=

Share of Total Trip Spent in
Western Waterlands



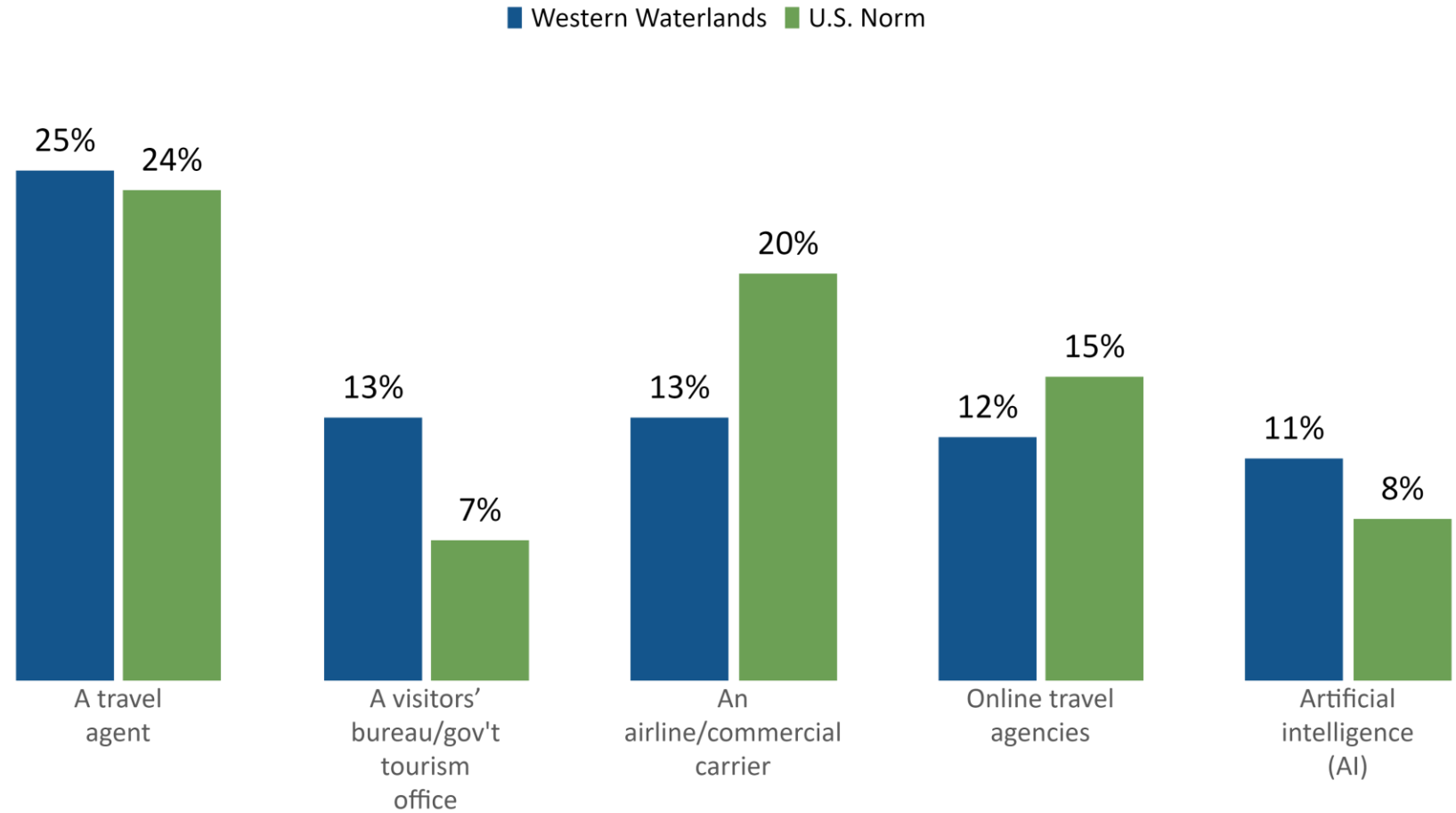
A higher percentage identifies the destination as the primary focus of travelers' itinerary.

During Trip

Transportation & Accommodations

Booking: Transportation

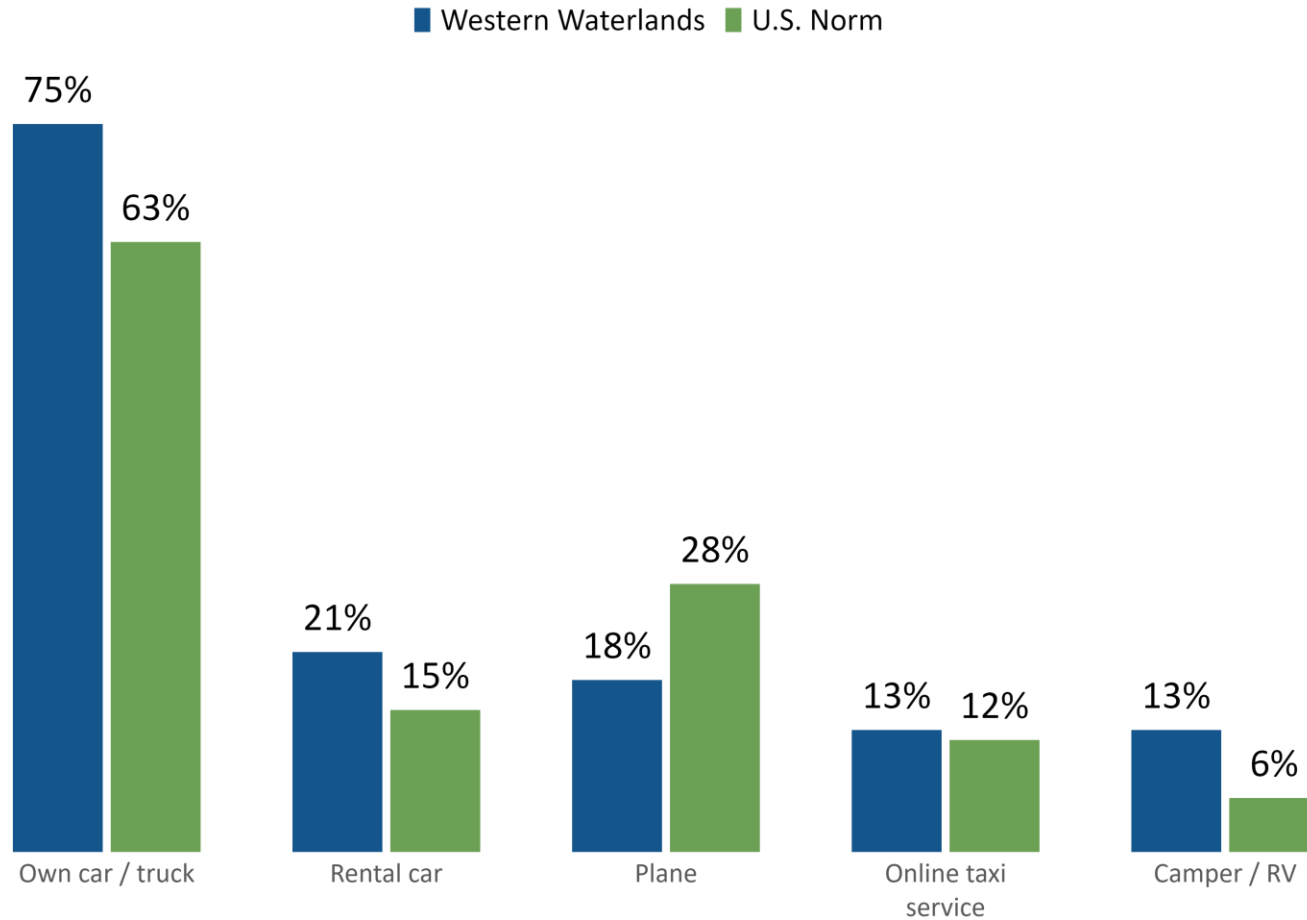
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Western Waterlands



Vehicle Type

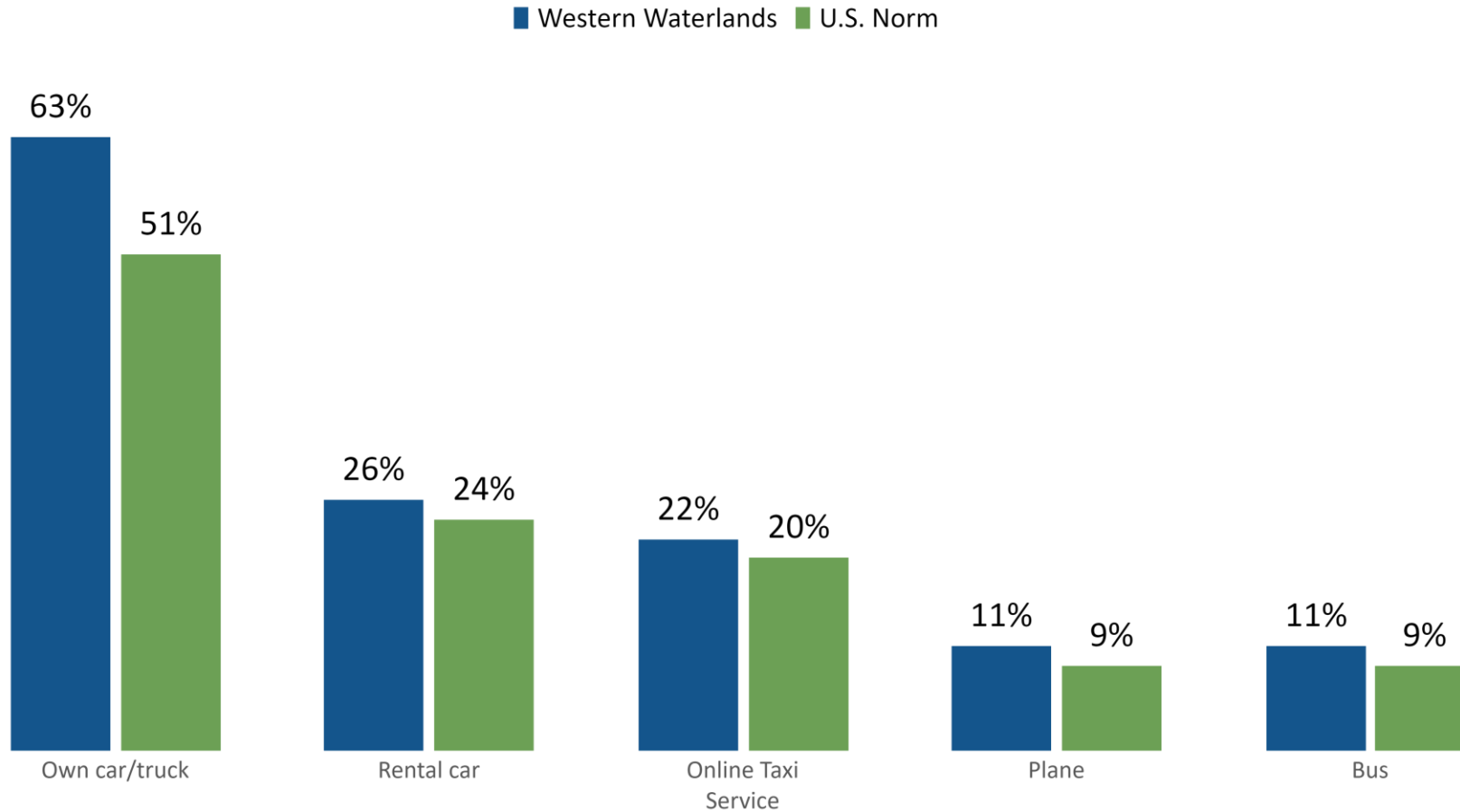
Gasoline/diesel	84%	▲	+4.9% vs U.S. Norm
Hybrid	10%	▼	-2.5% vs U.S. Norm
Electric	7%	▼	-3.1% vs U.S. Norm
Plug-in-hybrid	9%	▲	+2.6% vs U.S. Norm

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

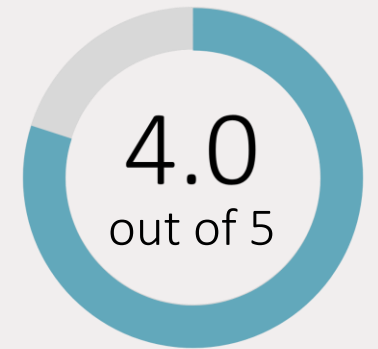
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Western Waterlands



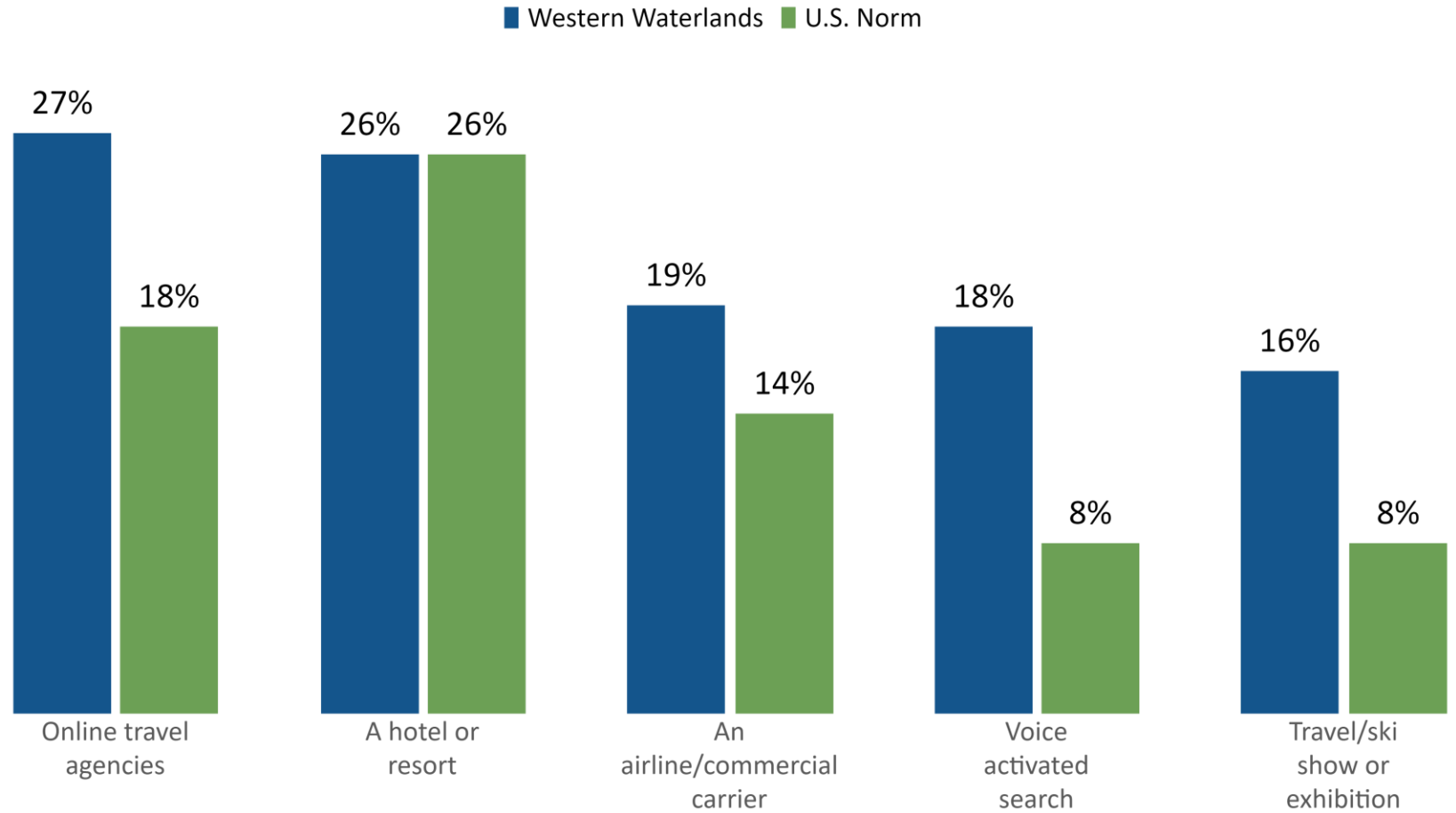
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

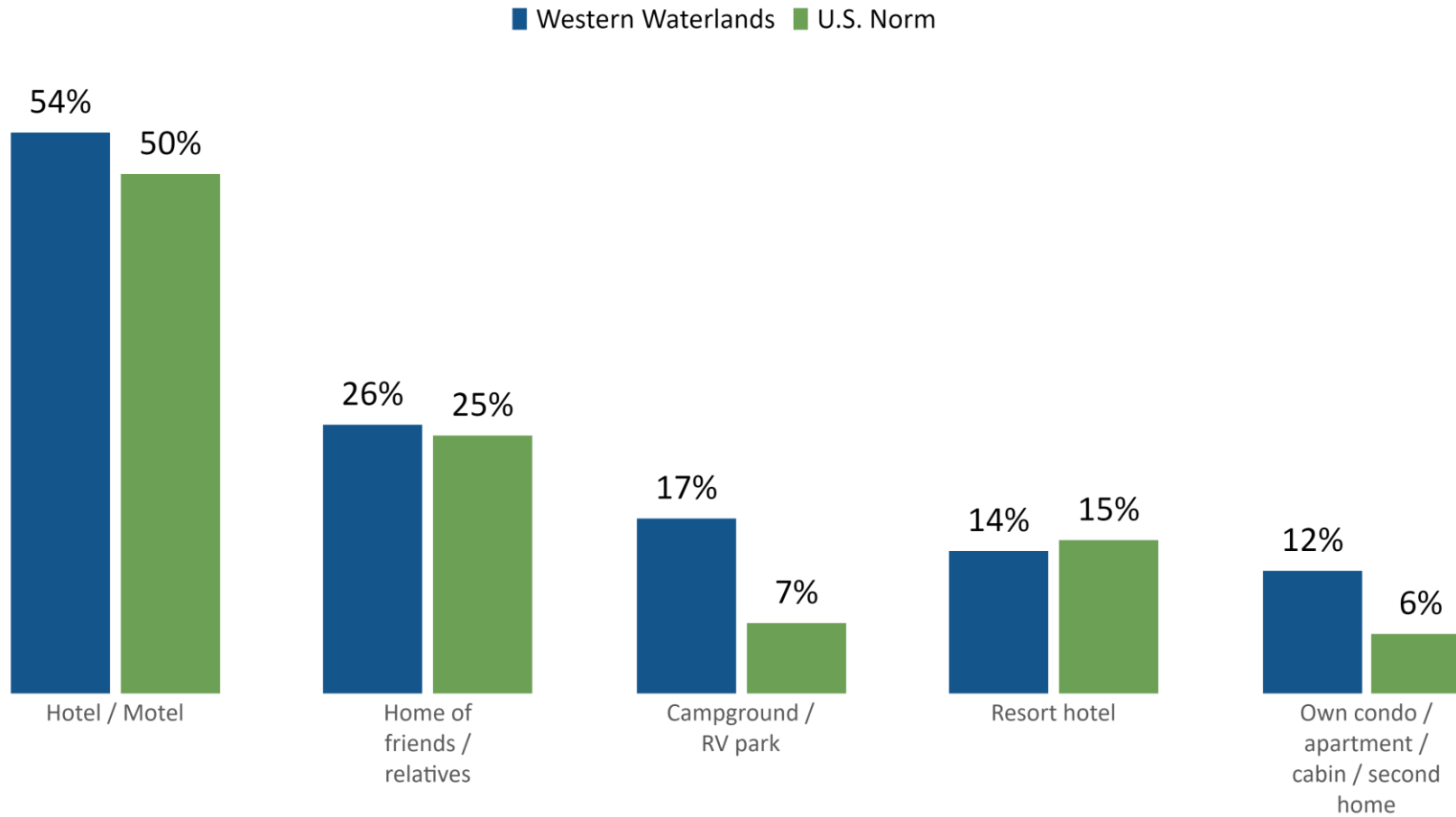
Top Booking Sources for Accommodations



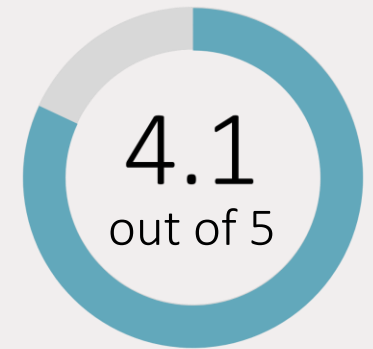
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Western Waterlands Travelers



Quality of Accommodations



Average Satisfaction Rating

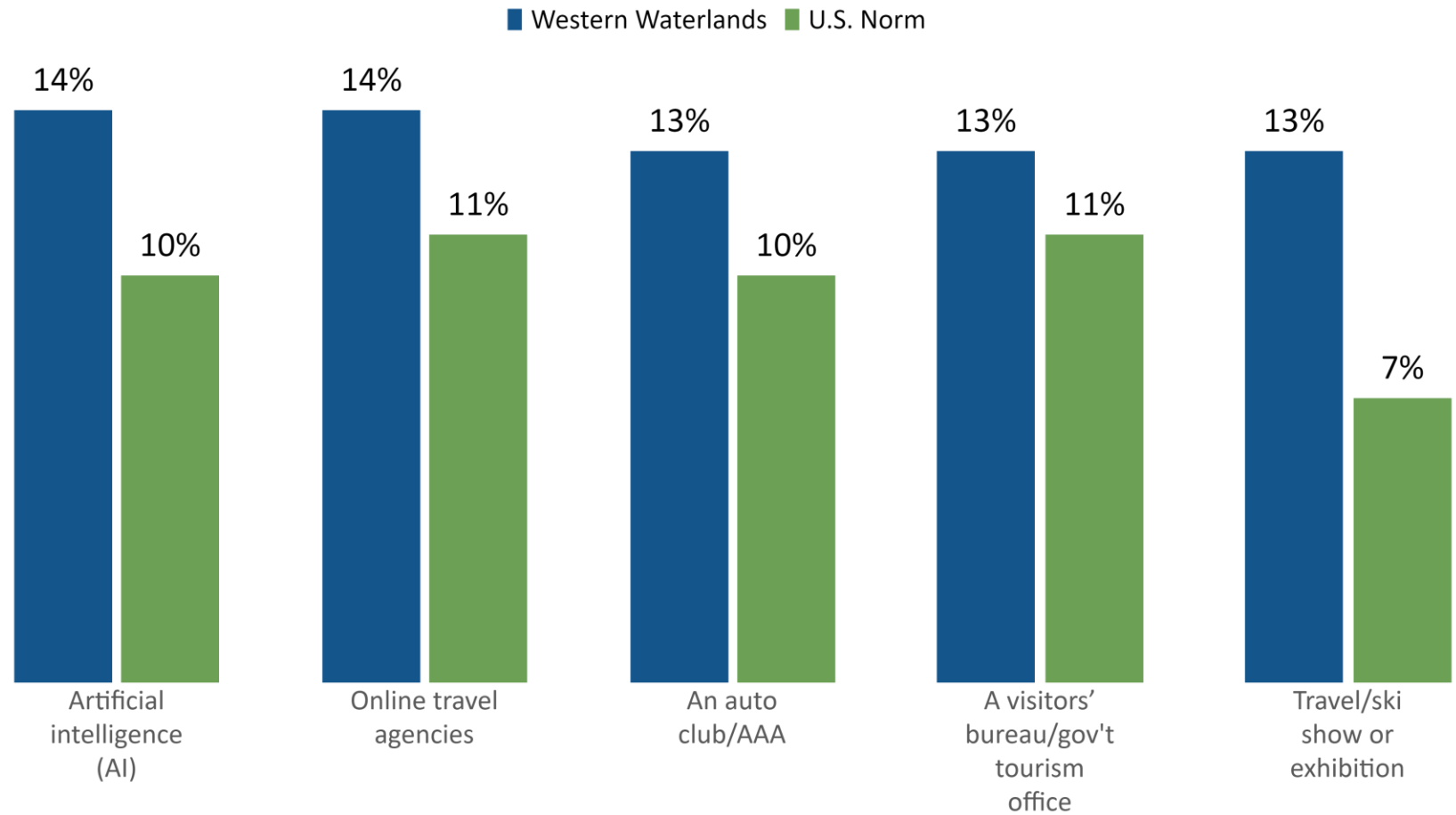
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



Entertainment Activities

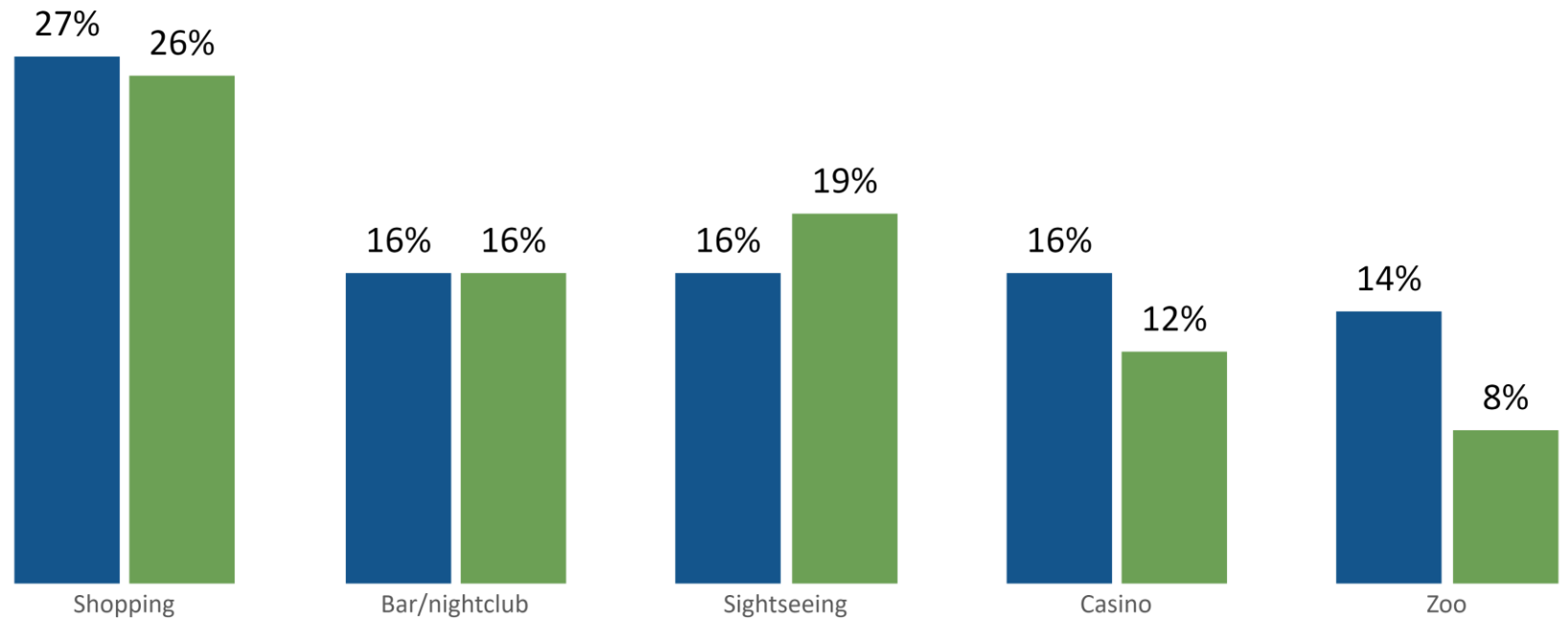
Top Entertainment Activities for Western Waterlands Travelers

65%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%

■ Western Waterlands ■ U.S. Norm



Recreational Activities

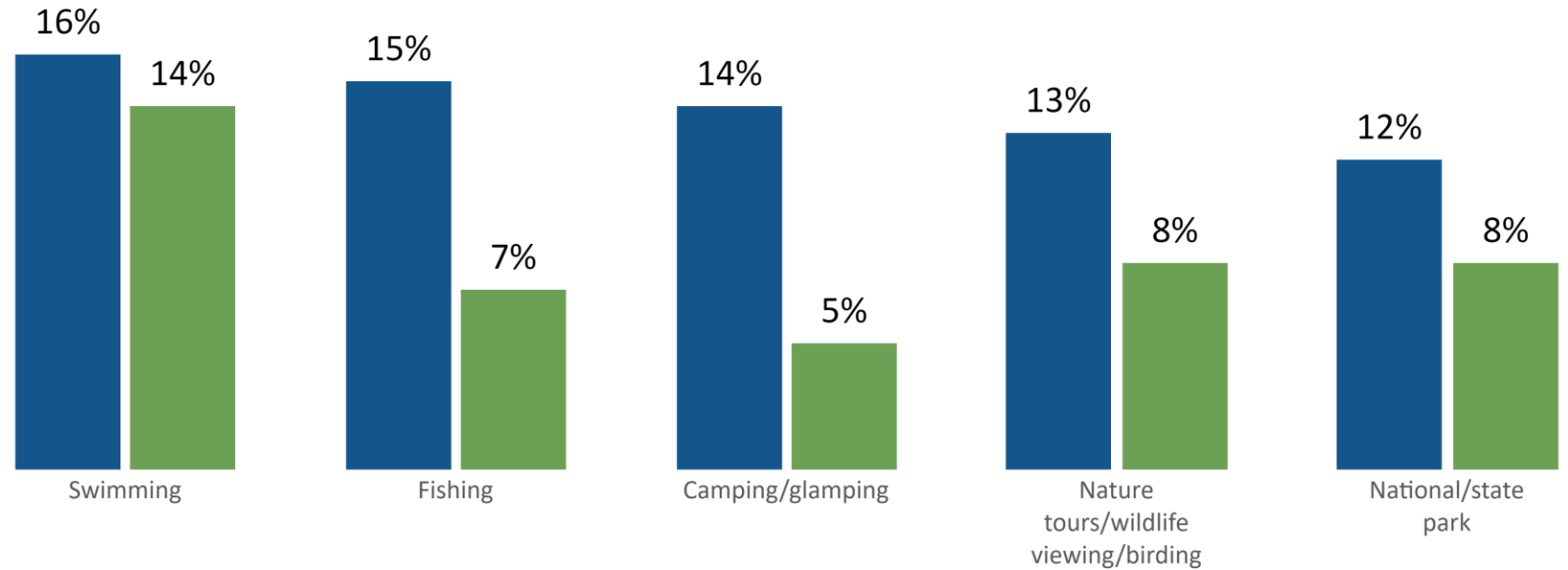
Top Recreational Activities for Western Waterlands Travelers

64%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%

■ Western Waterlands ■ U.S. Norm



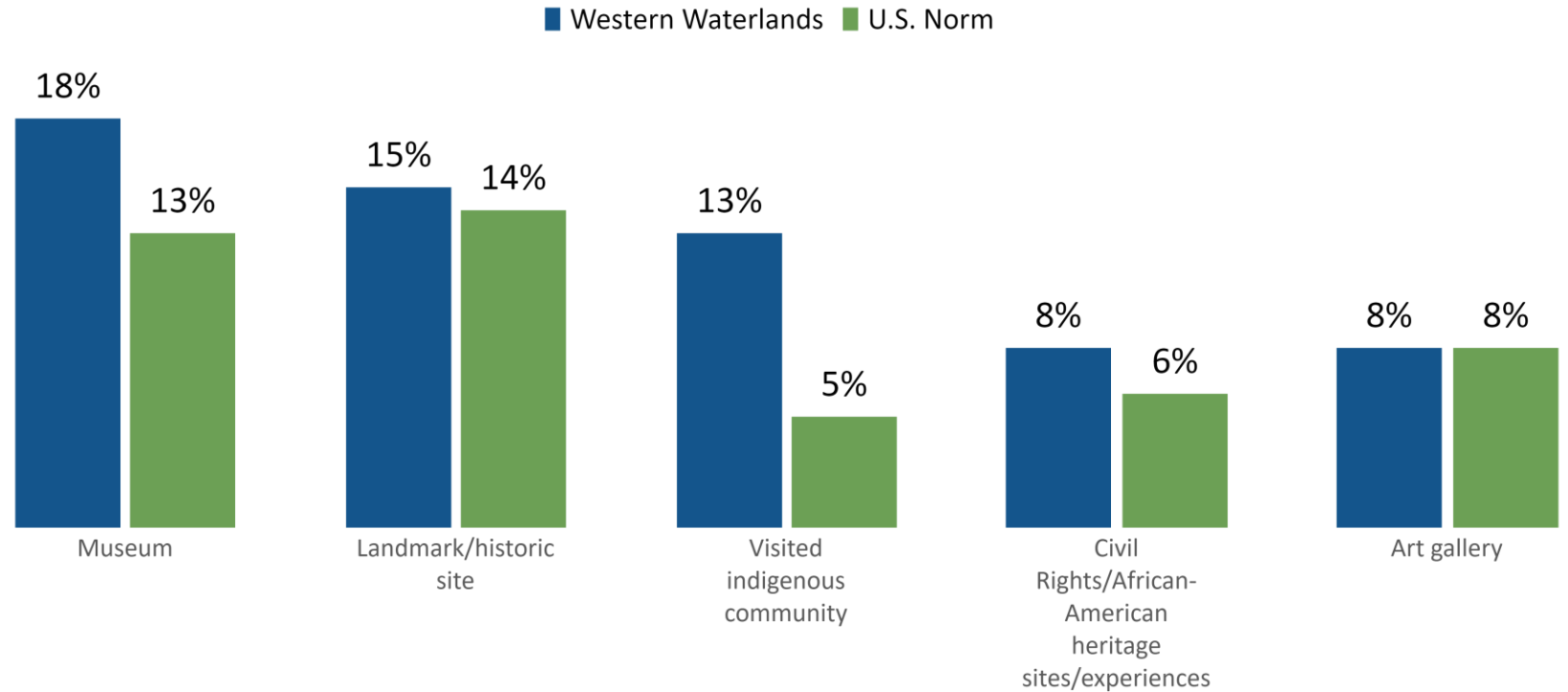
Cultural Activities

Top Cultural Activities for Western Waterlands Travelers

41%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



Sporting Events

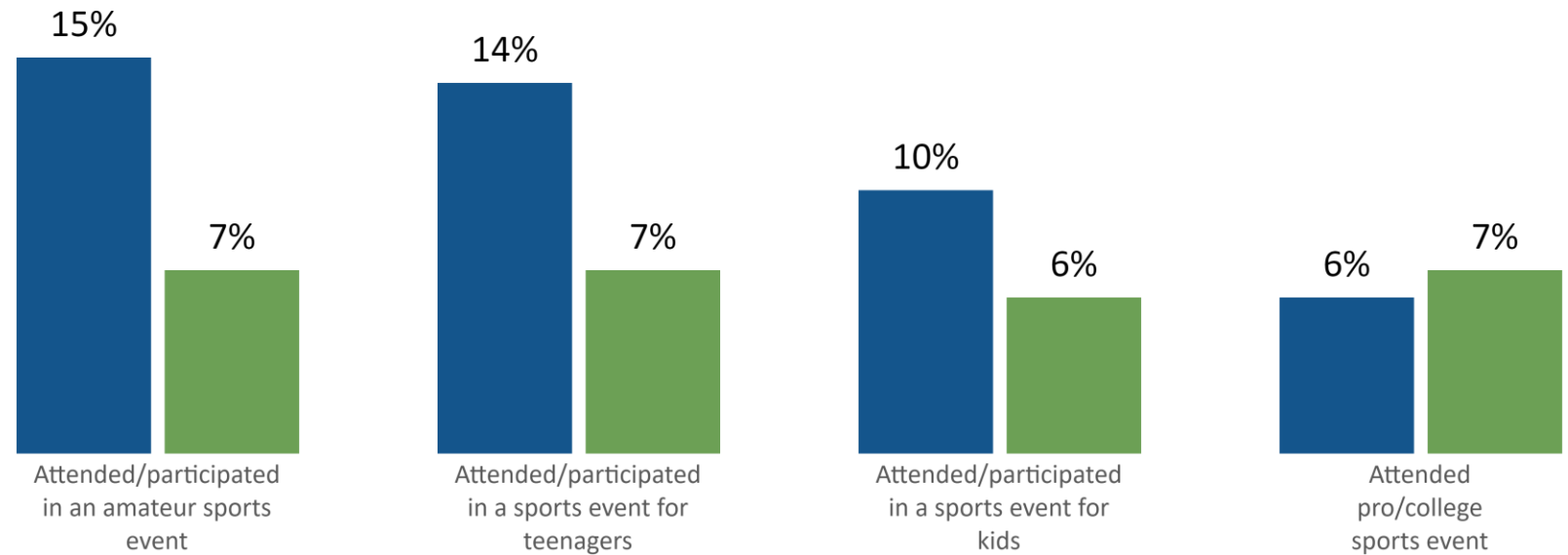
Top Sporting Events for Western Waterlands Travelers

28%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%

■ Western Waterlands ■ U.S. Norm



Business Activities

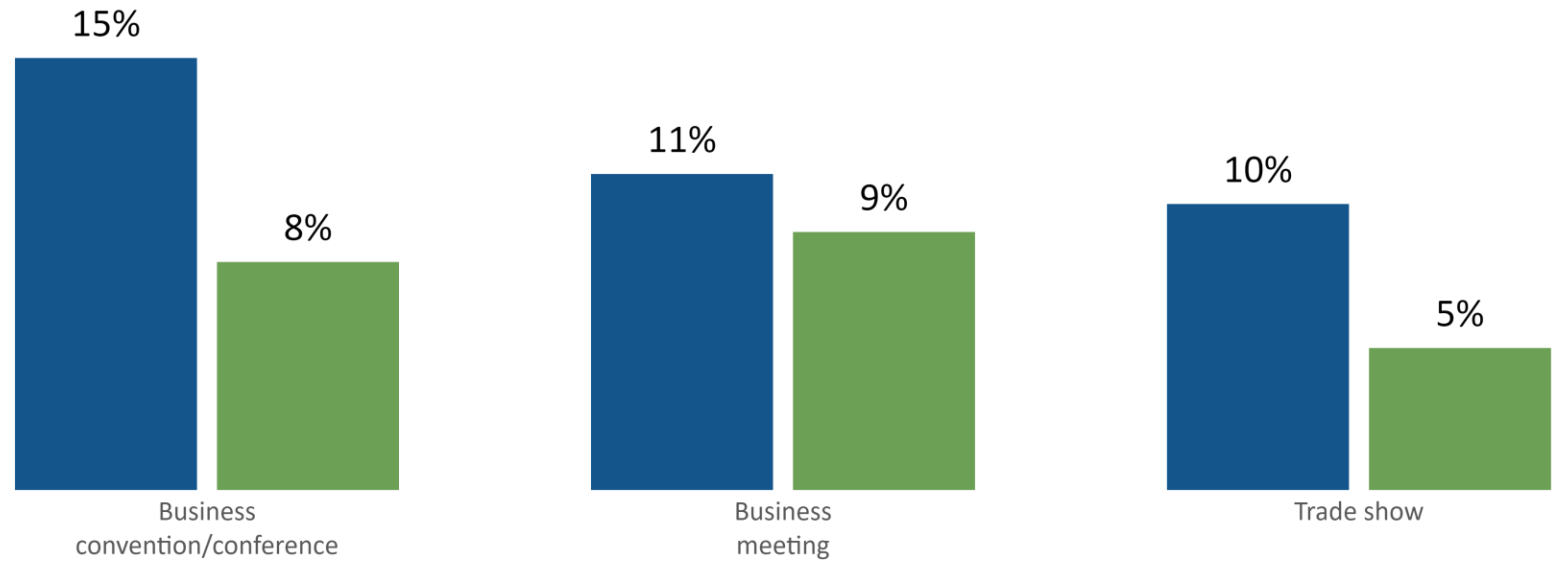
Top Business Activities for Western Waterlands Travelers

28%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%

■ Western Waterlands ■ U.S. Norm



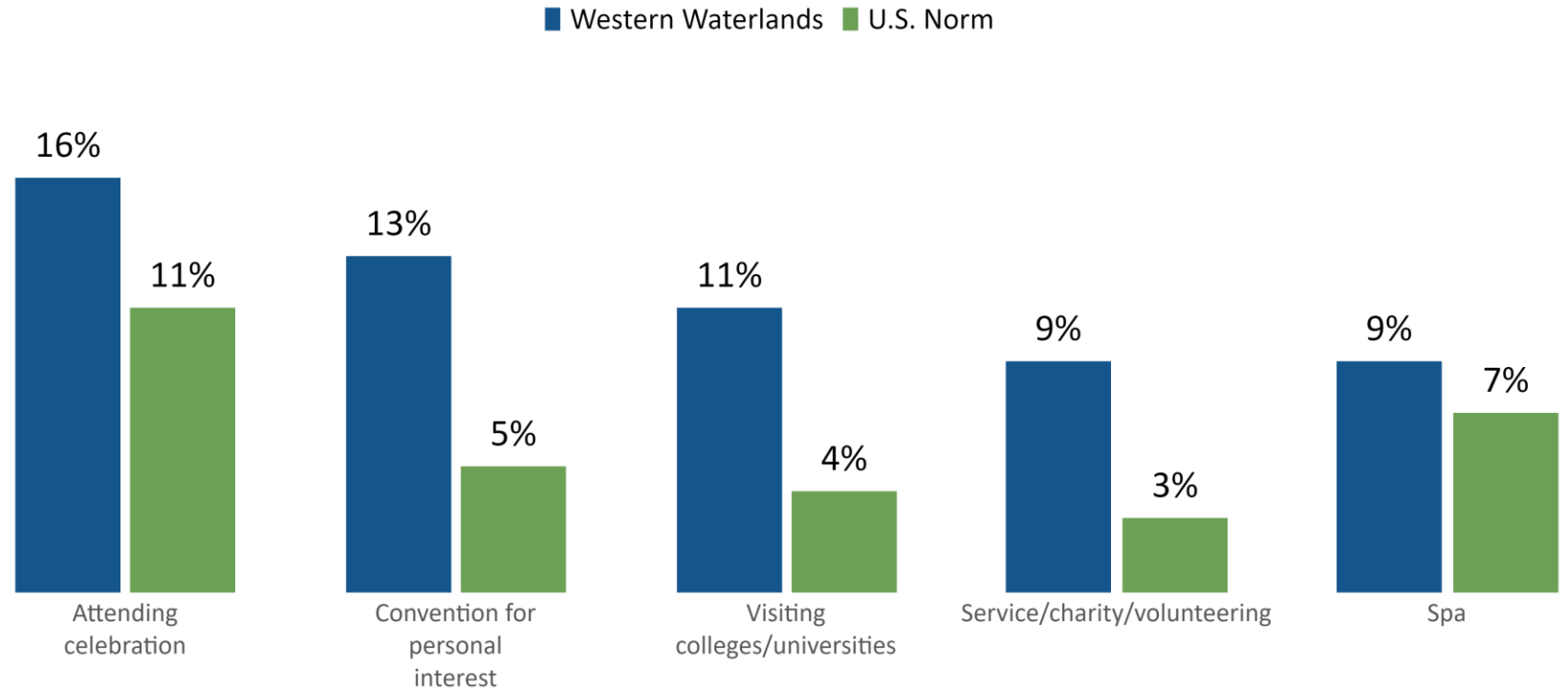
Other Activities

Top Other Activities for Western Waterlands Travelers

48%

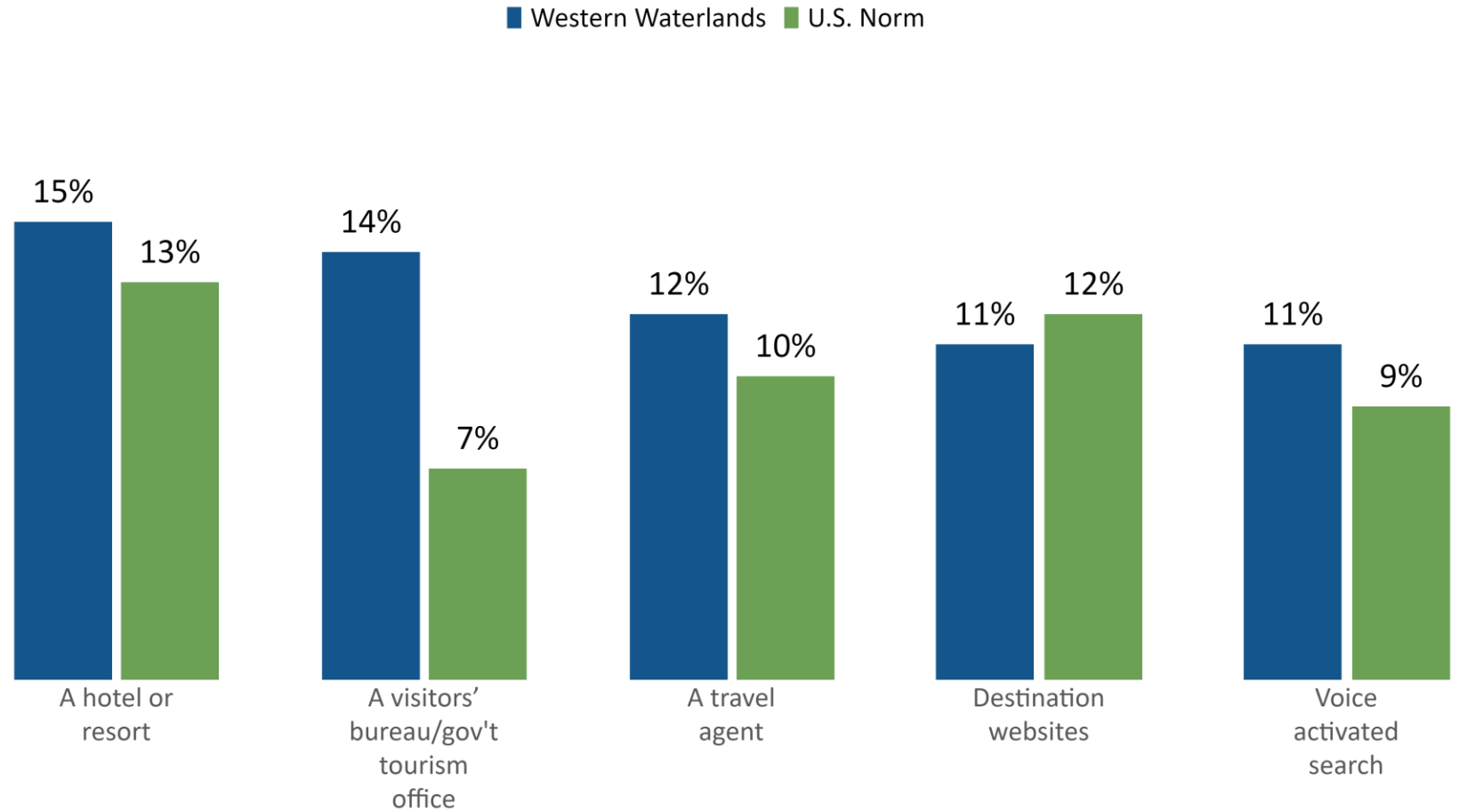
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



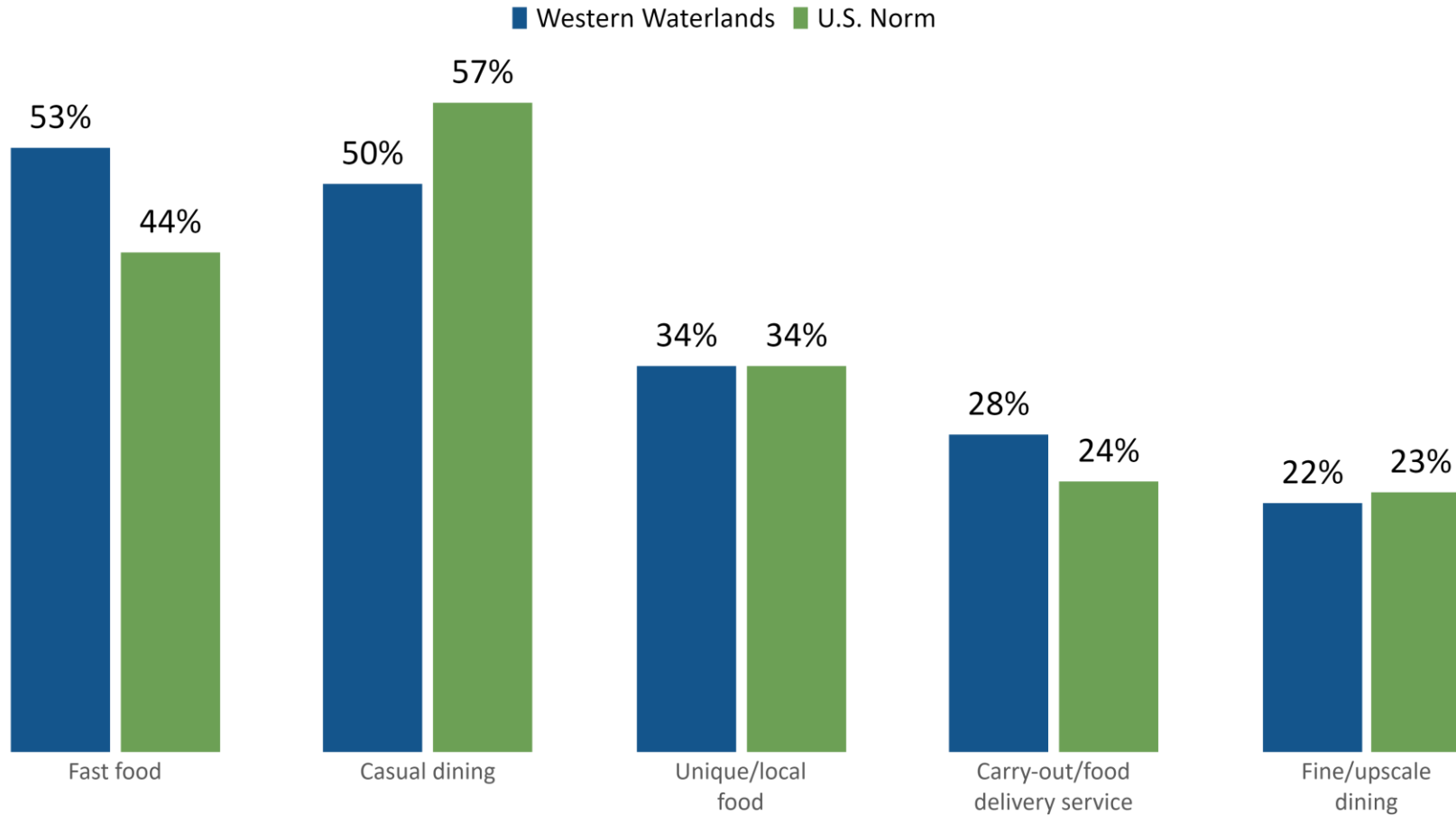
Booking: Dining

Top Booking Sources for Dining

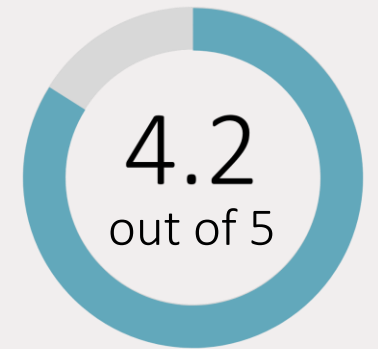


Dining

Top Dining Categories for Western Waterlands Travelers



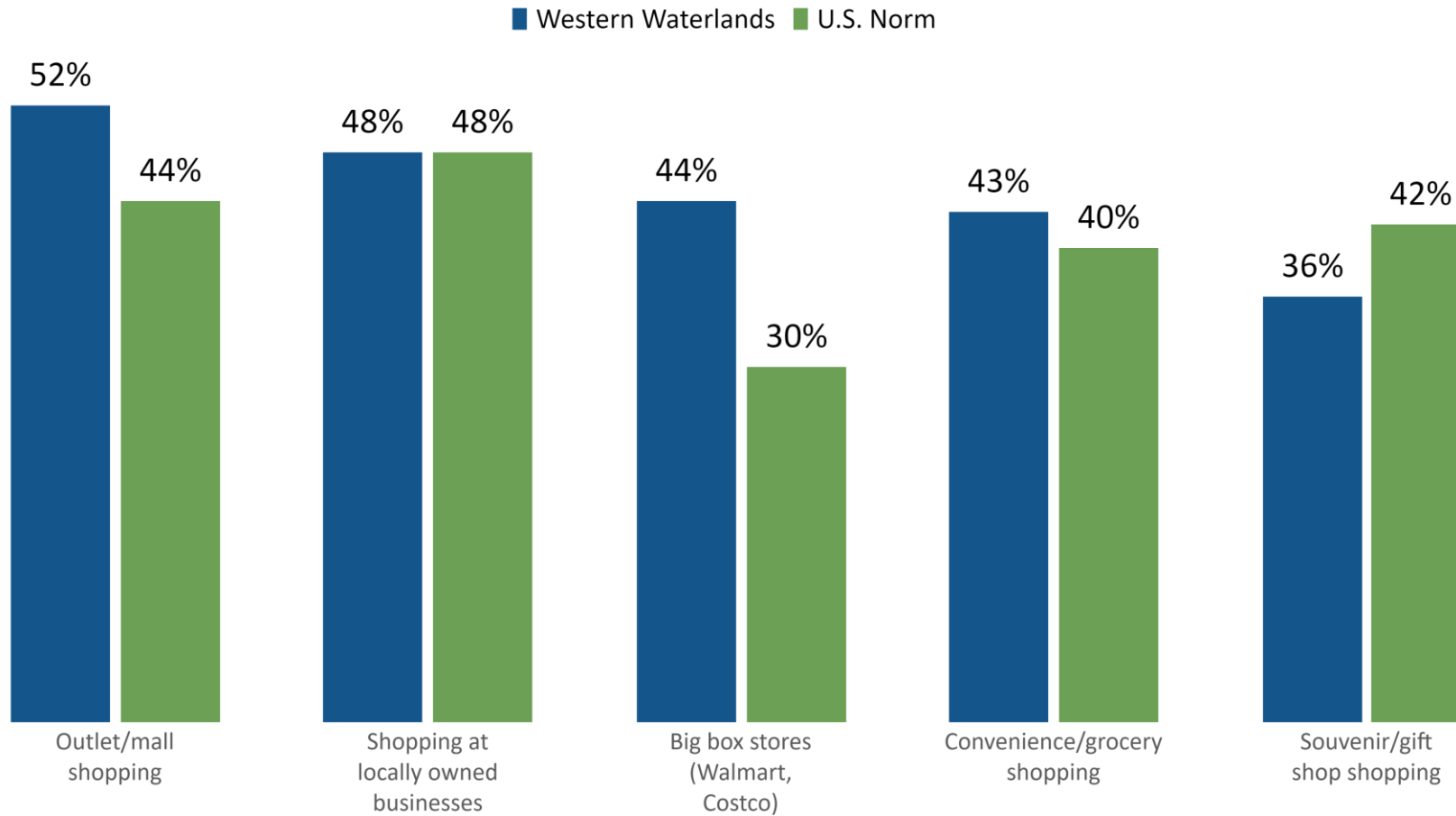
Quality of Food



Average Satisfaction Rating

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

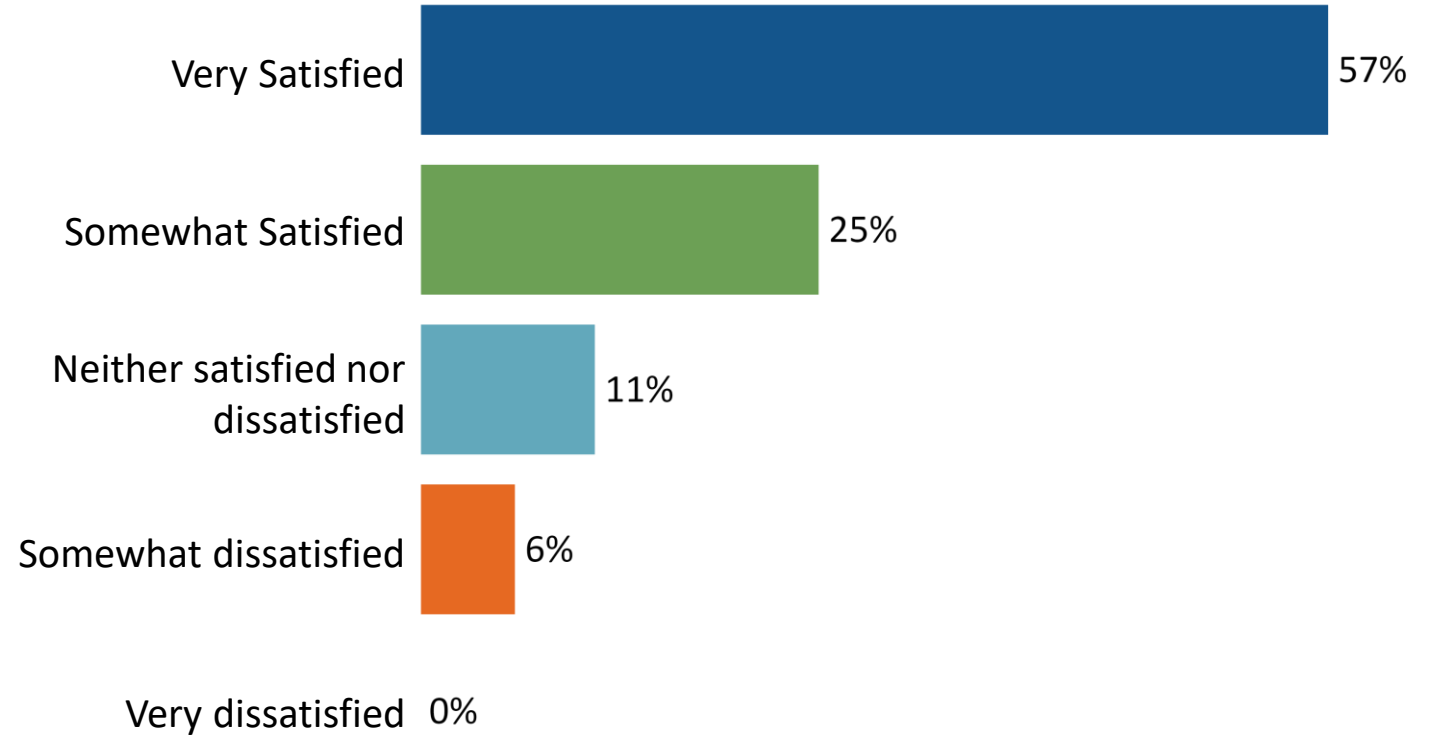
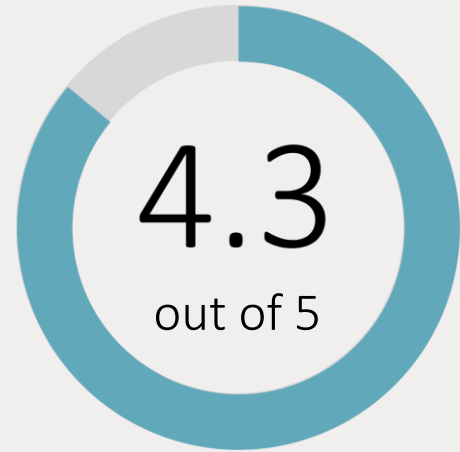
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

How Overnight Visitors Rated Their Western Waterlands Experience

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Western Waterlands Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



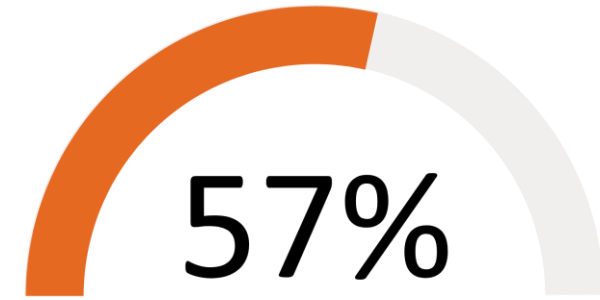
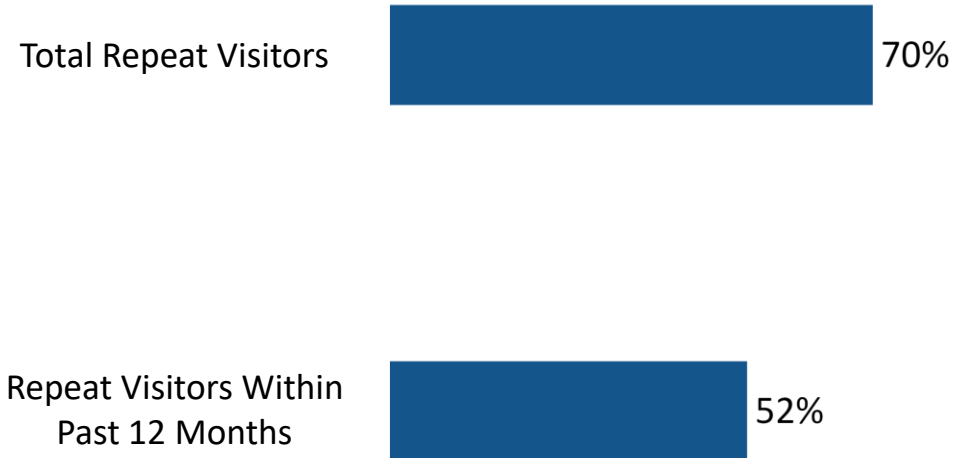
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Western Waterlands

Past Visitation



Selected That They Were
'Very Likely' to Return to
Western Waterlands

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

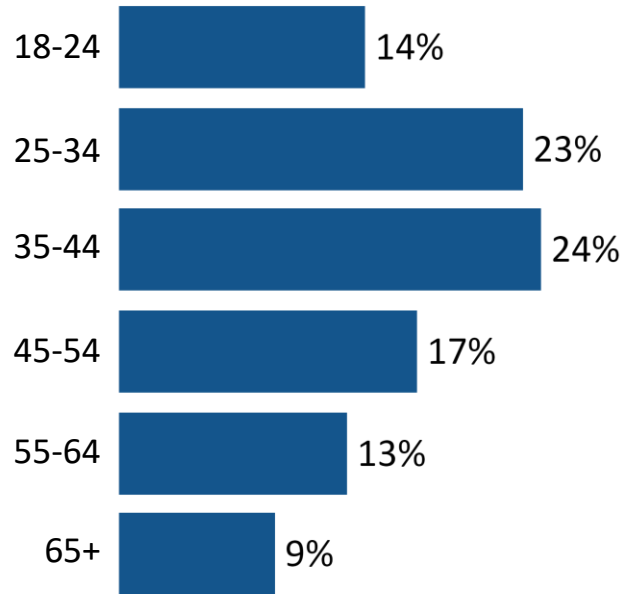
Respondent Demographics



Age, Gender, & Household Income

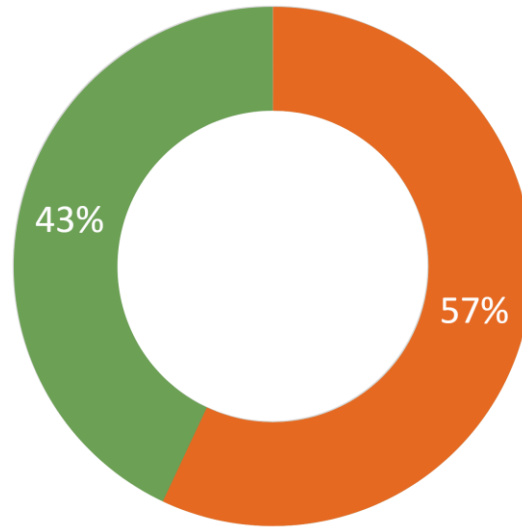
Respondent Demographics for Western Waterlands

Age



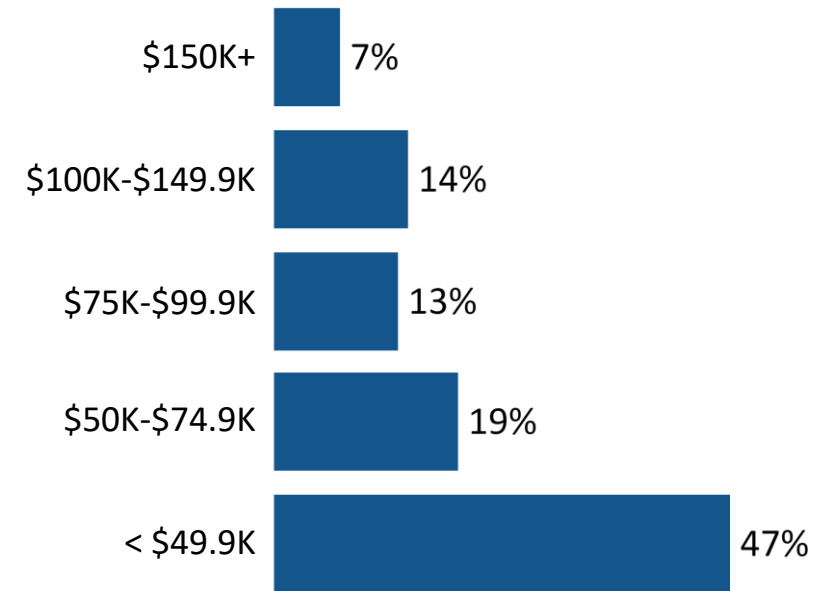
Average Age: 42.1

Gender



Female Male

Household Income

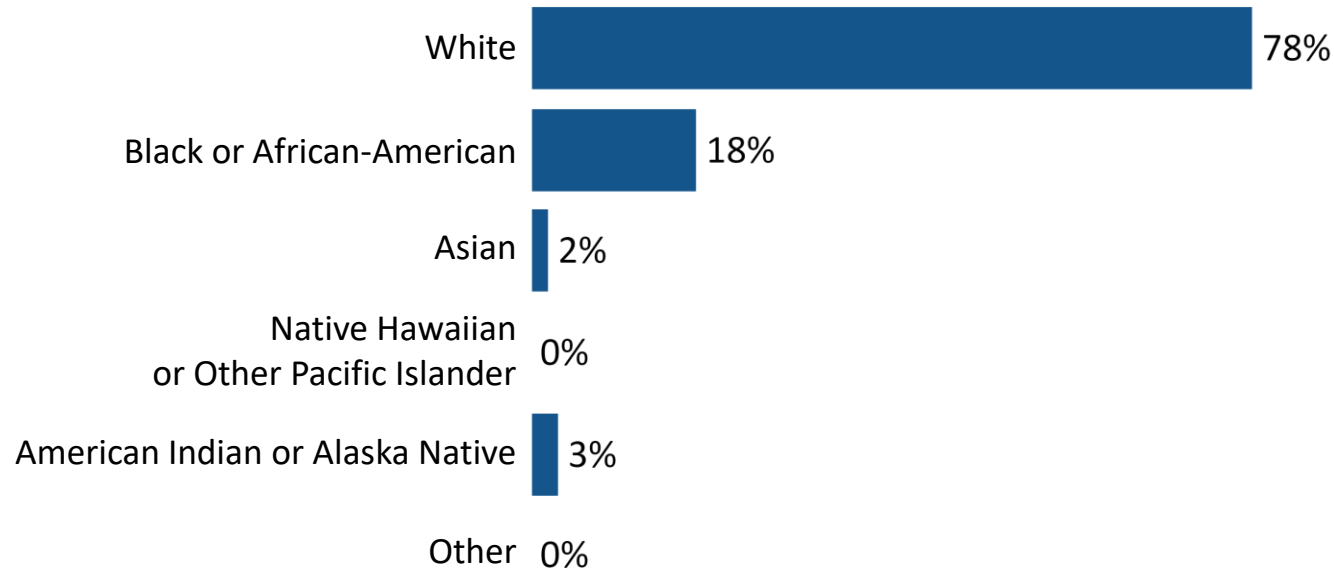


Average Income: \$67.3K

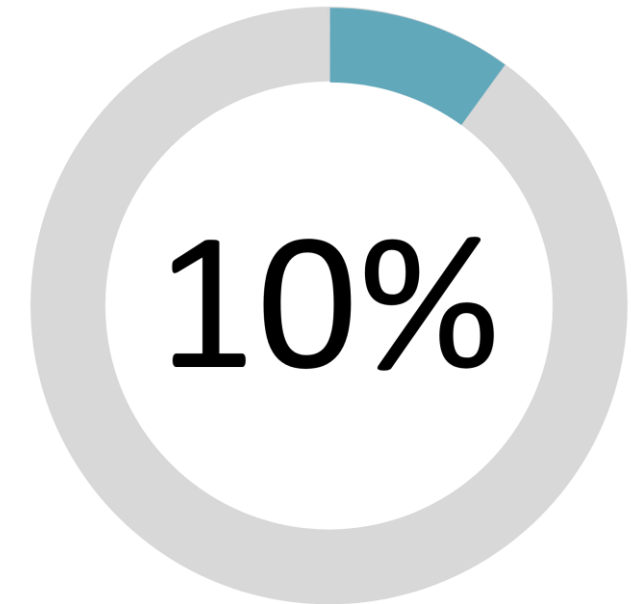
Race & Hispanic Background

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

64% full-time / self-employed

9% part-time

27% retired / not employed / other

Marital Status

55% married / living with a partner

27% single / never married

18% divorced / widowed / separated

Military Status*

76% never served in the military

13% veteran

8% currently on active duty

6% on active duty for training

Education

26% high school diploma or less / other

21% attended some college

36% associate's or bachelor's degree

17% graduate or professional degree

Sexual Orientation

88% straight

2% gay / lesbian

8% bisexual

2% other / not sure

Household Size

16% 1 member

28% 2 members

19% 3 members

24% 4 members

13% 5+ members

* Multi-select to include status for all household members

Longwoods
INTERNATIONAL

Travel USA®

Overnight 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 overnight trips in 2024/2025:

567

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	21%
----------	-----

Ohio	13%
------	-----

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

Michigan	7%
----------	----

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



2024/2025

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

Louisville, KY	6%
----------------	----

Cincinnati, OH/KY	6%
-------------------	----

Indianapolis-Lafayette, IN	5%
----------------------------	----

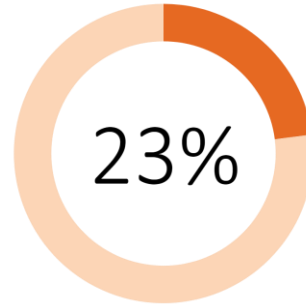
Nashville, KY/TN	4%
------------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

21%

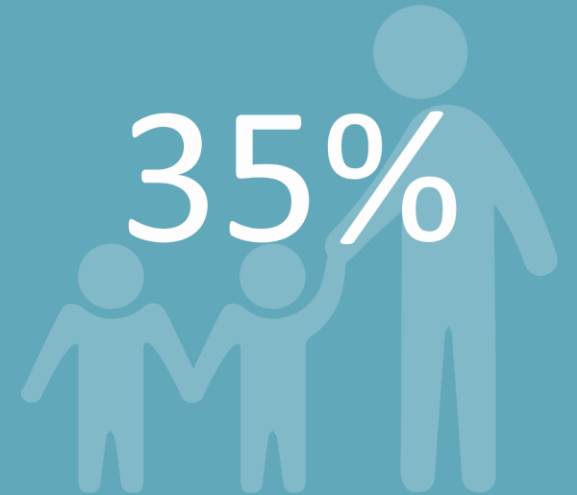


Travel Parties with Pets



Travel Parties
with Children

35%



Travel Party Composition

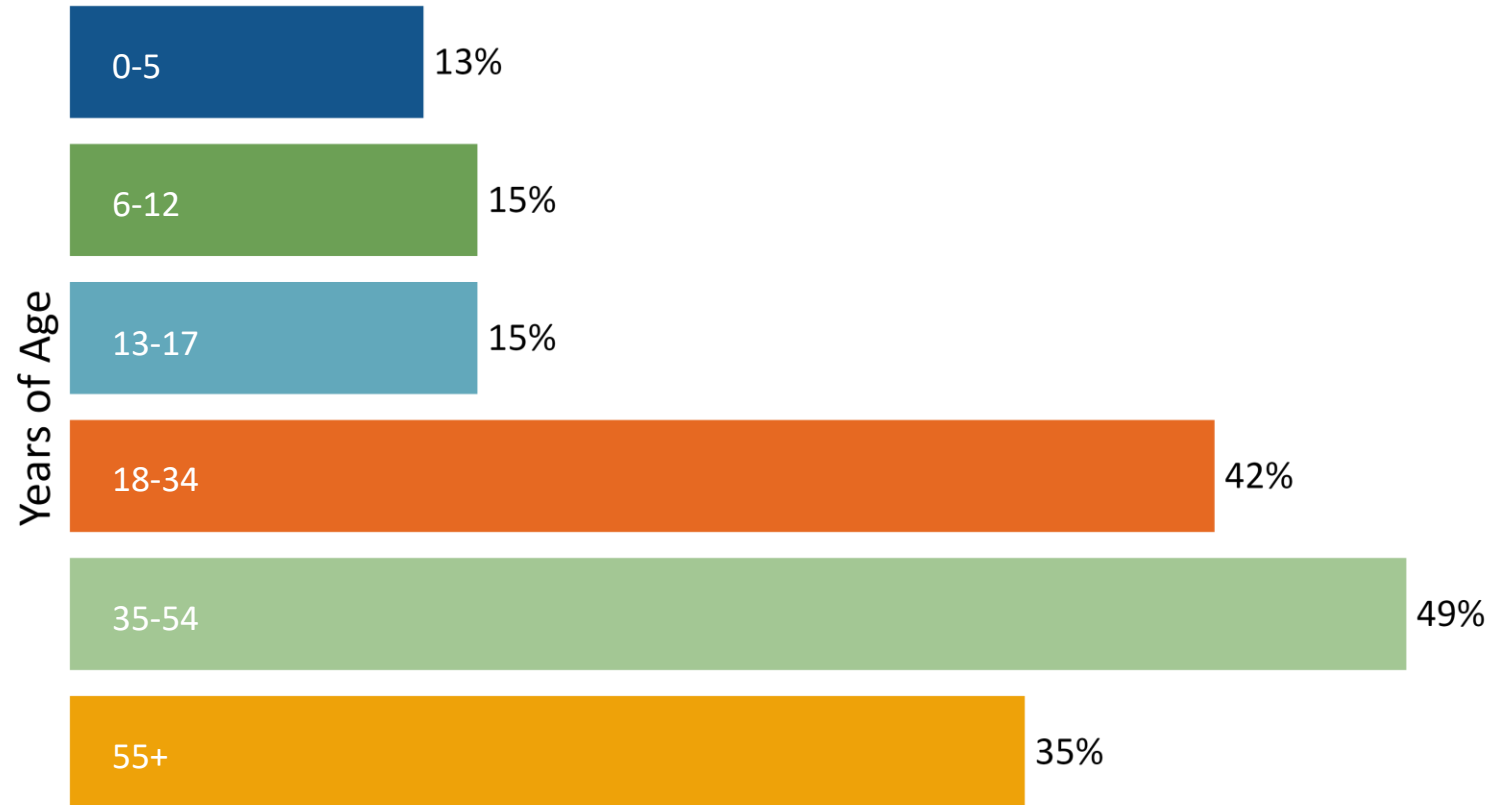
Travel Party Size & Age

Average Travel
Party Size

2.9



Travel Party Age



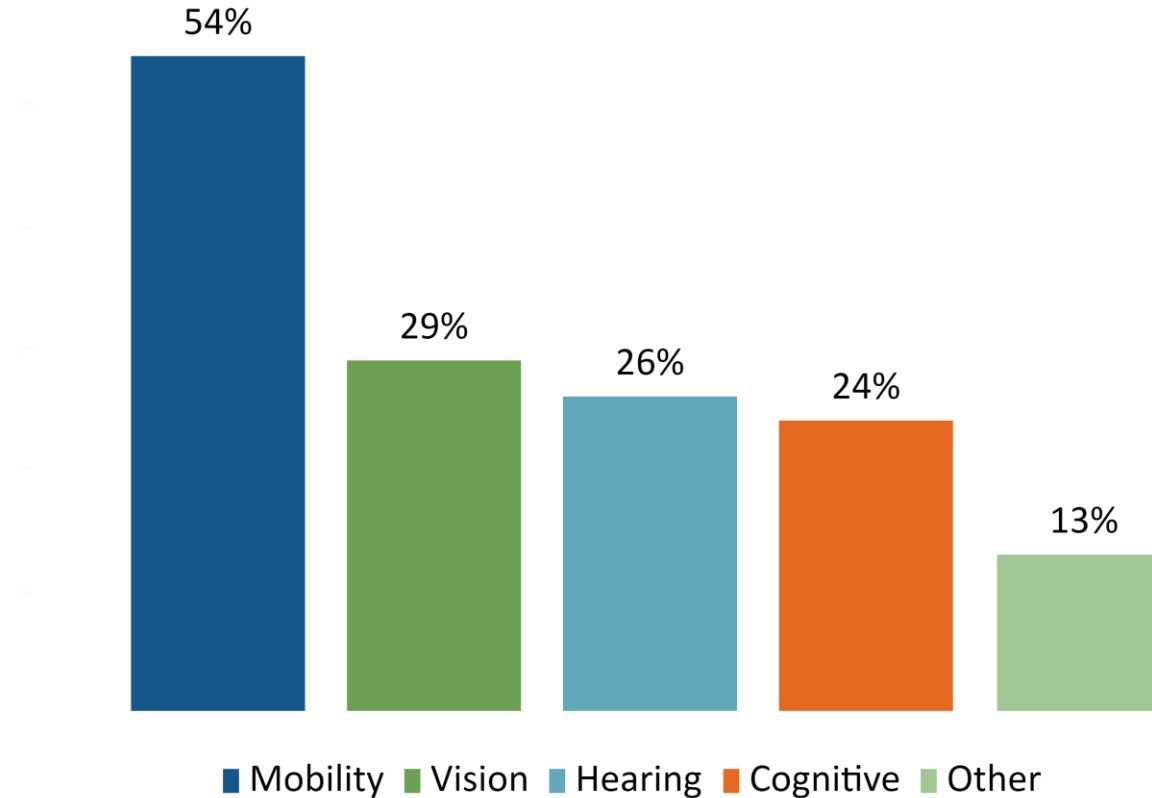
Travelers with Travel-Limiting Disabilities

Disability Categorizations

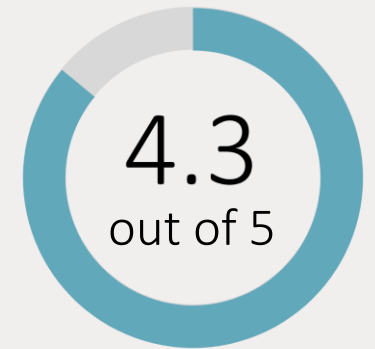
Travel Parties with
an Individual Who
Required
Accessibility
Services

20%

▲ +2.9% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

47%

Visiting friends / relatives

▲ +9.0% vs U.S. Norm

11%

Touring

▼ -0.4% vs U.S. Norm

10%

Special event

▲ +1.8% vs U.S. Norm

7%

Outdoors

▼ -2.0% vs U.S. Norm

5%

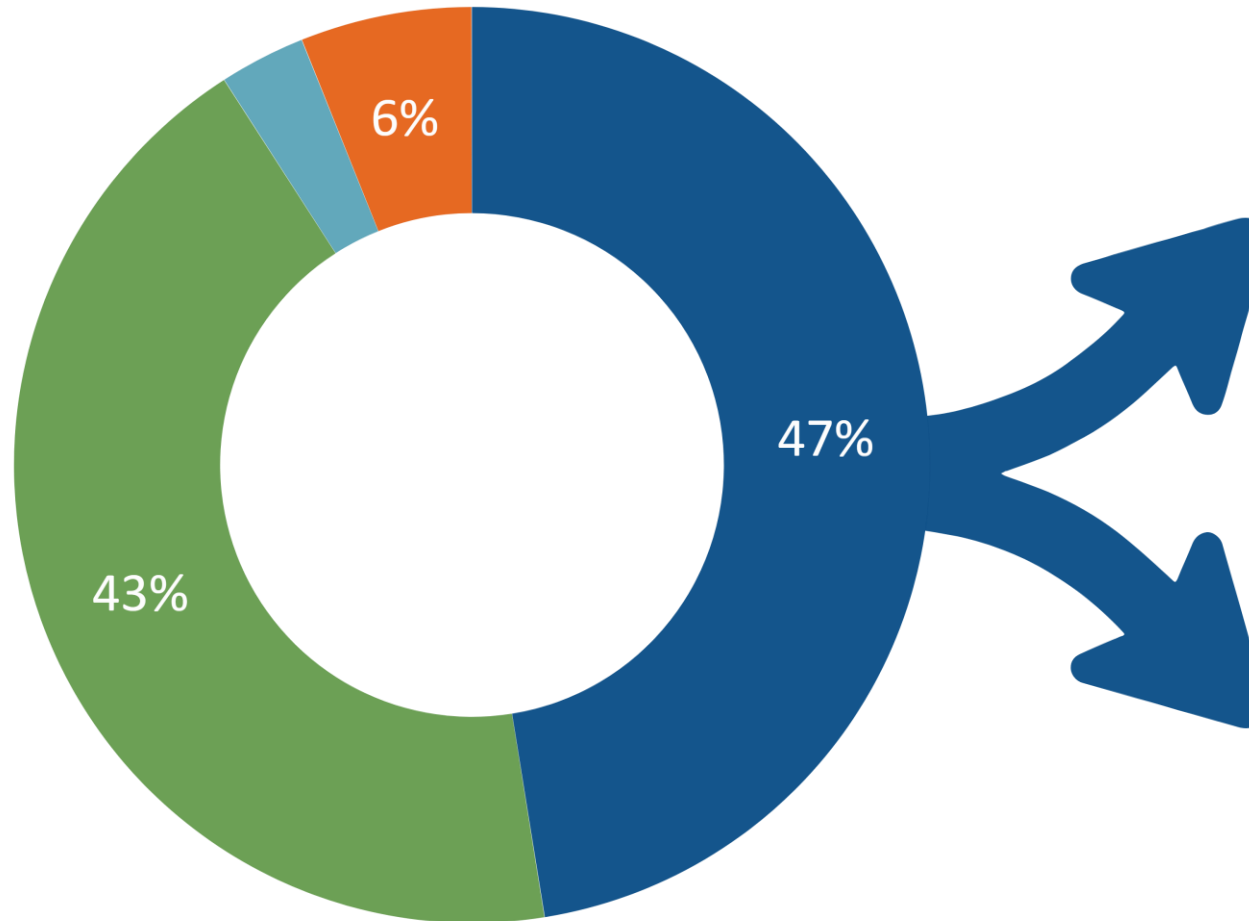
City trip

▼ -1.9% 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 Bluegrass, Blues, & BBQ

6%

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

22%

Budget friendly traveler:
prioritizing affordability
and value for money

20%

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

8%

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

8%

Luxury traveler: seeking
high-end experiences
and personalized
services

Pre-Trip

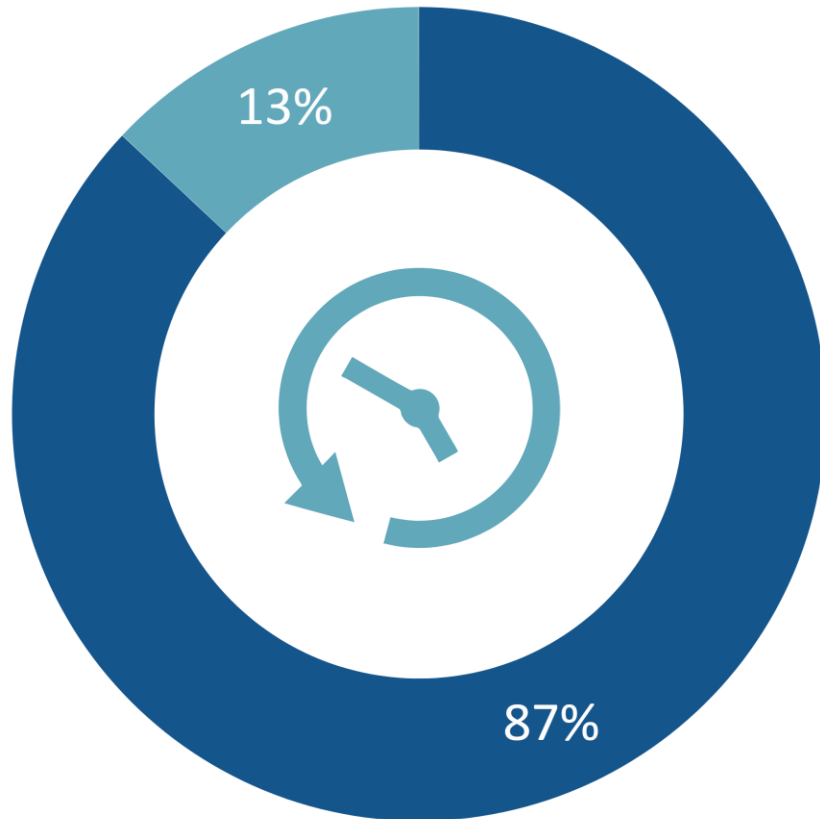
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

13%



+2.2% vs U.S. Norm

2 months or
less

53%



+5.2% vs U.S. Norm

3-5 months

18%



-3.4% vs U.S. Norm

6 months or
more

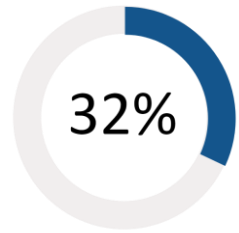
17%



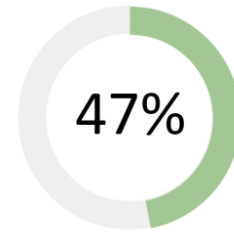
-4.0% vs U.S. Norm

Sources of Trip Planning

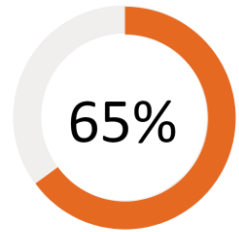
Share of Travelers Who Used Each Media Type for Trip Planning



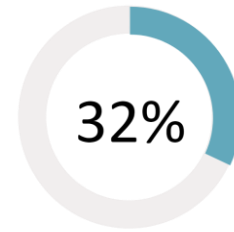
Print



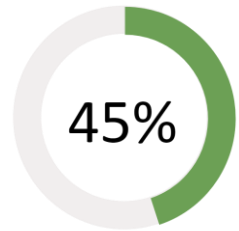
In-Person



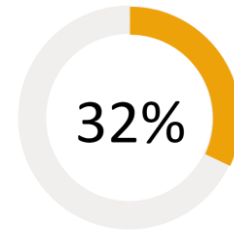
Online/Digital



TV/Video



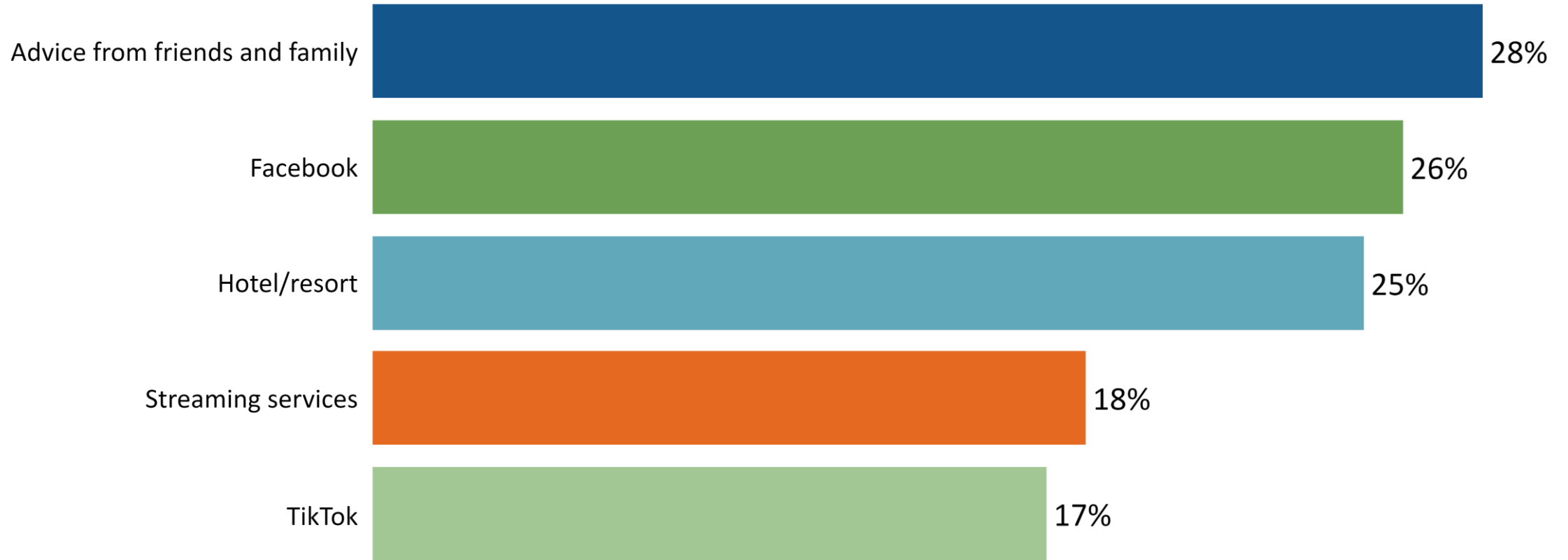
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

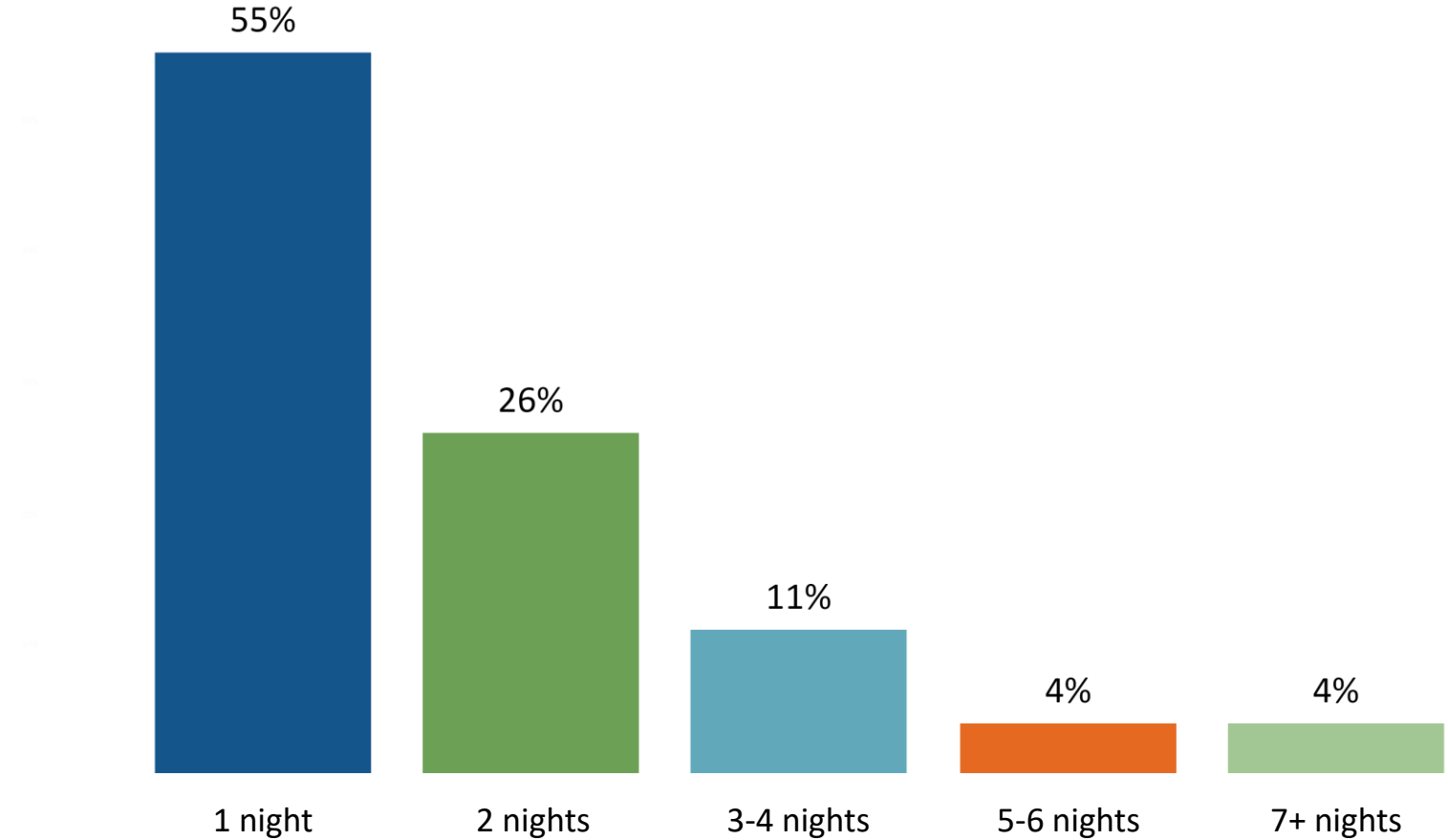
Trip Structure

Trip Structure

Nights Spent in Bluegrass, Blues, & BBQ

Average
Number of Nights

2.0



Trip Structure

Share of Total Trip Spent in Bluegrass, Blues, & BBQ

Average Number of
Nights Spent in Bluegrass,
Blues, & BBQ

2.0

Average Number of
Total Trip Nights

3.6

=

Share of Total Trip Spent in
Bluegrass, Blues, & BBQ

57%

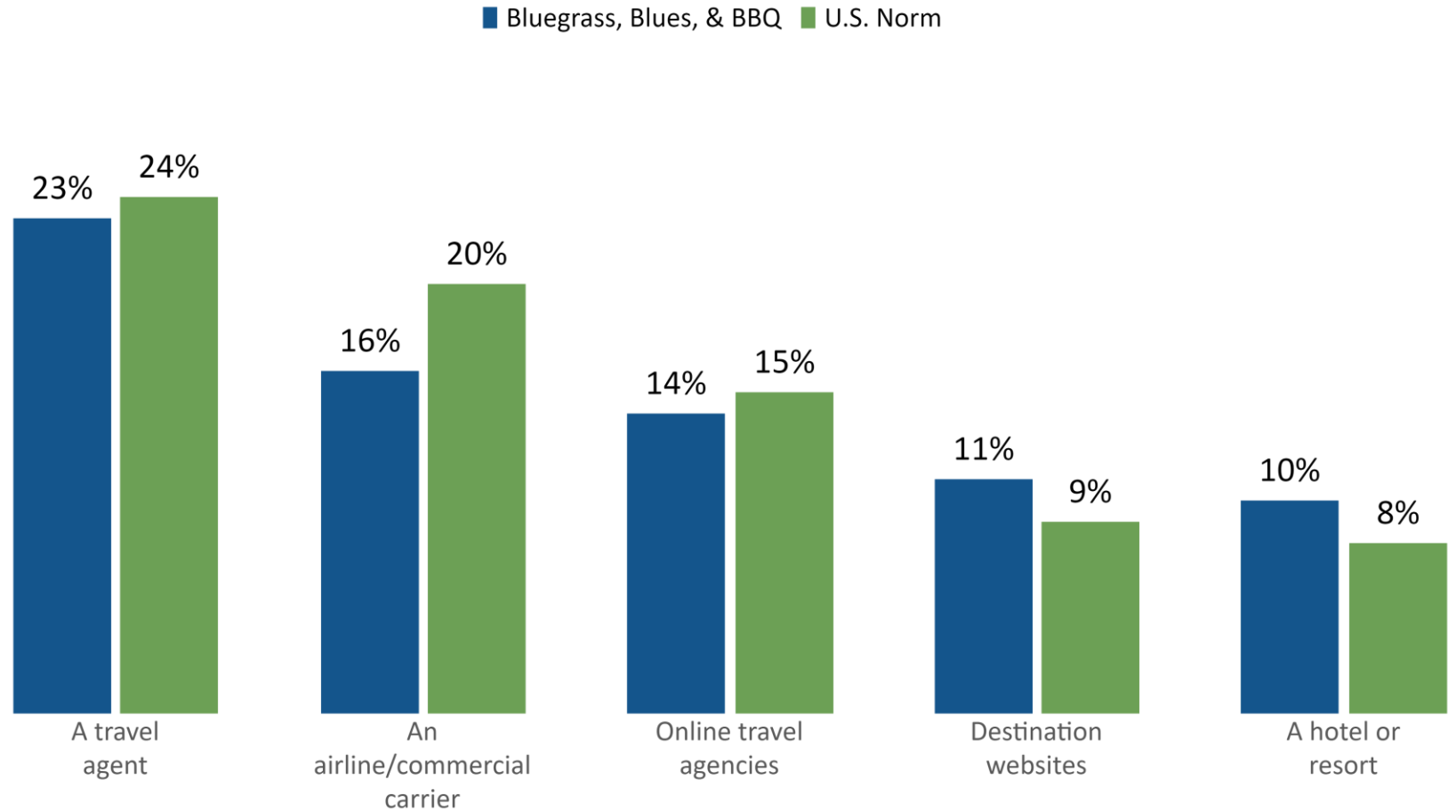
*Accounts for trip nights that
Bluegrass, Blues, & BBQ travelers
spent in other destinations.*

During Trip

Transportation & Accommodations

Booking: Transportation

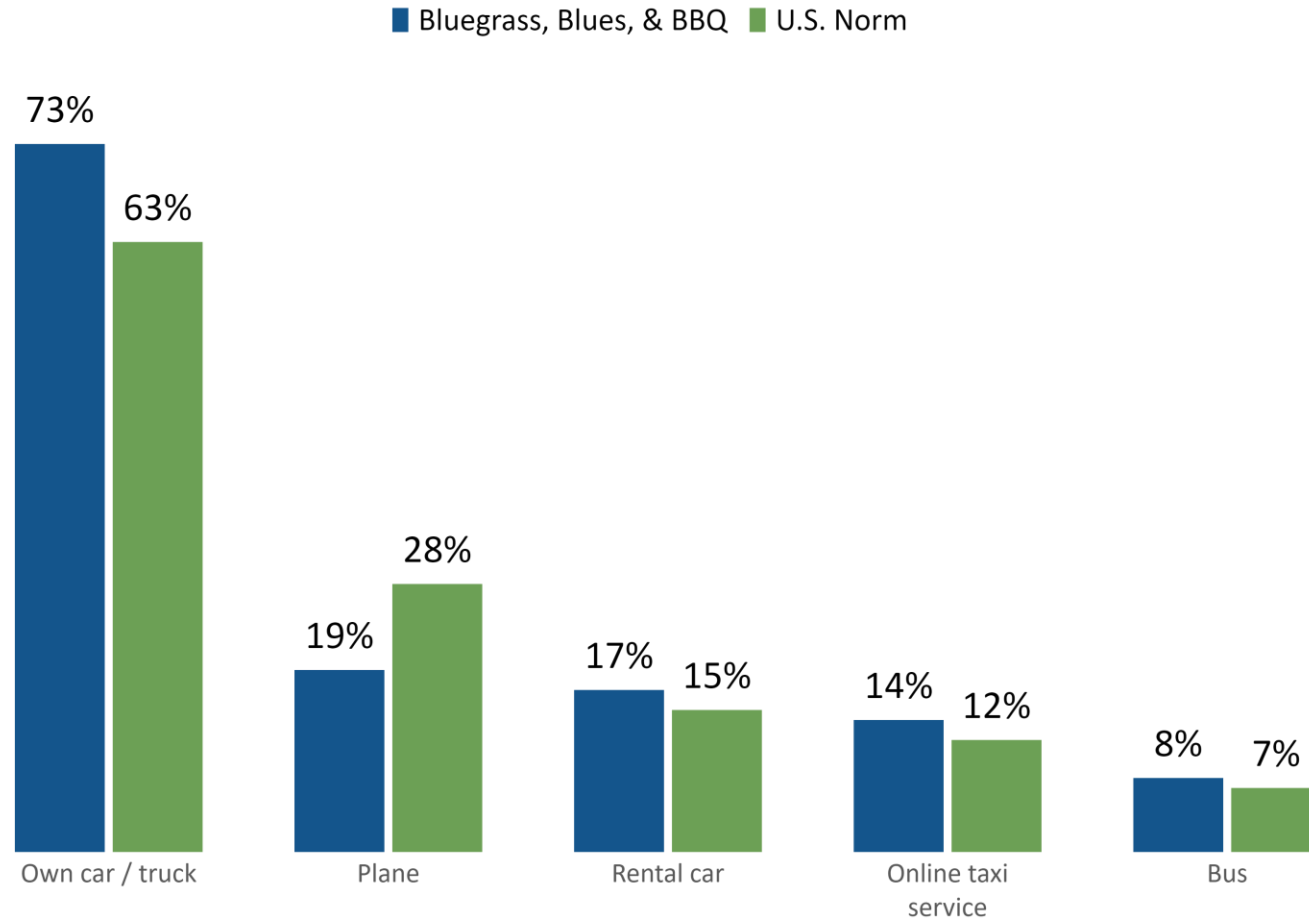
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Bluegrass, Blues, & BBQ



Vehicle Type

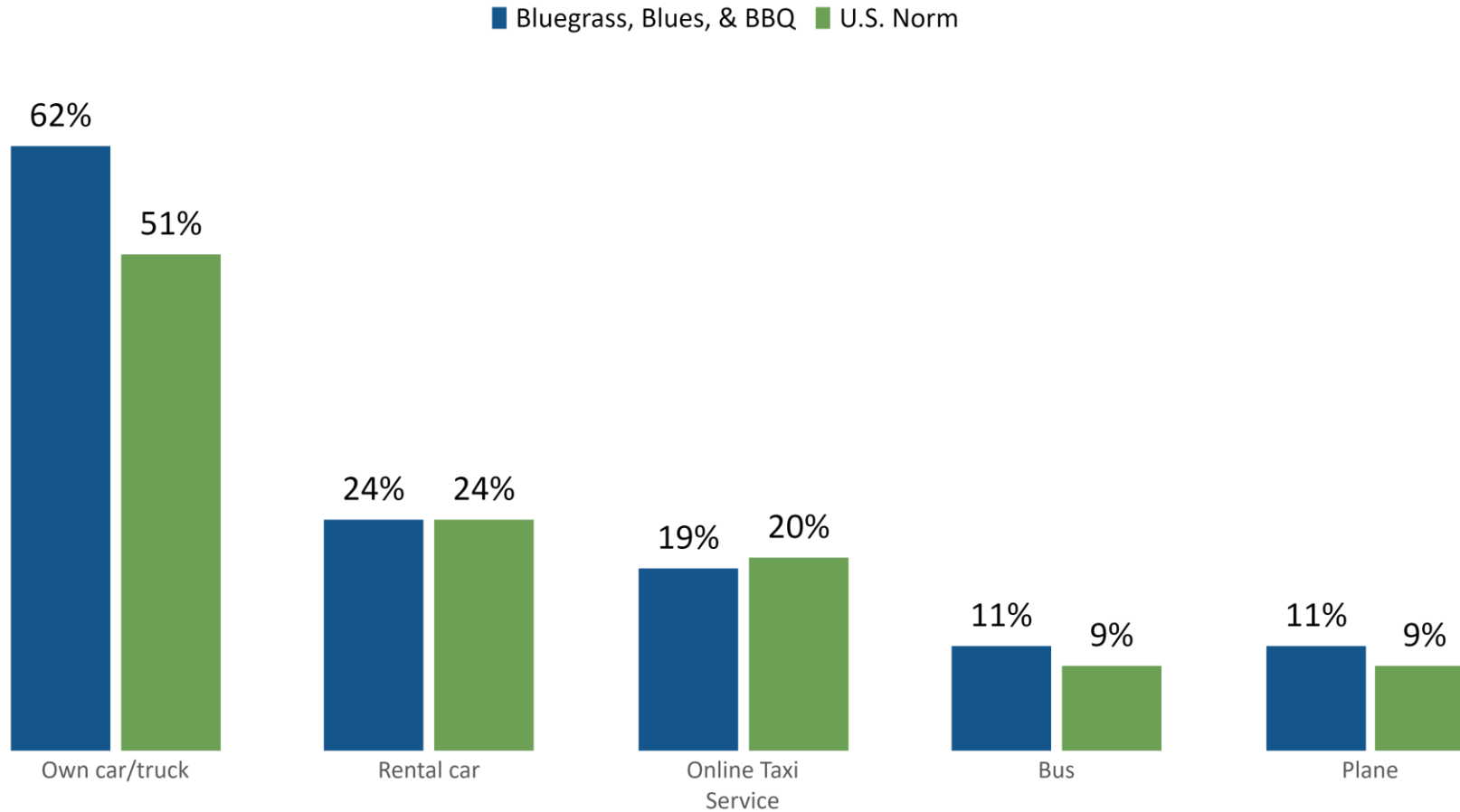
Gasoline/diesel	84%	▲	+5.5% vs U.S. Norm
Hybrid	9%	▼	-3.2% vs U.S. Norm
Electric	8%	▼	-2.8% vs U.S. Norm
Plug-in-hybrid	5%	▼	-1.1% vs U.S. Norm

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

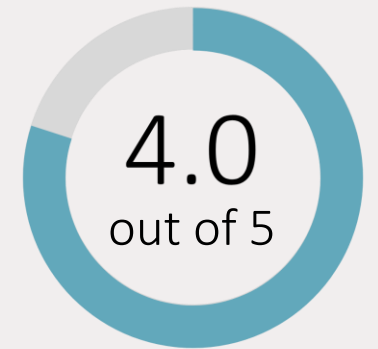
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Bluegrass, Blues, & BBQ



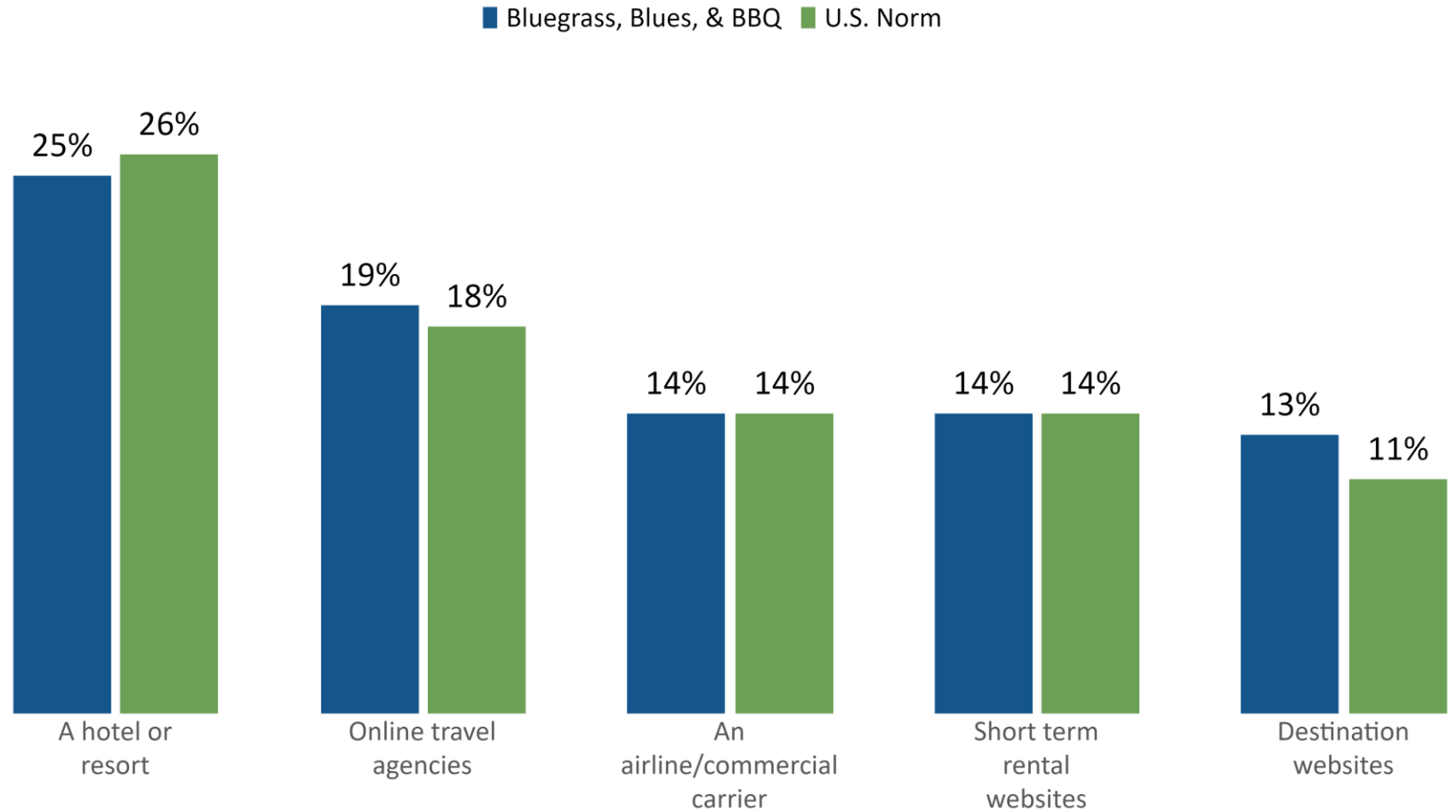
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

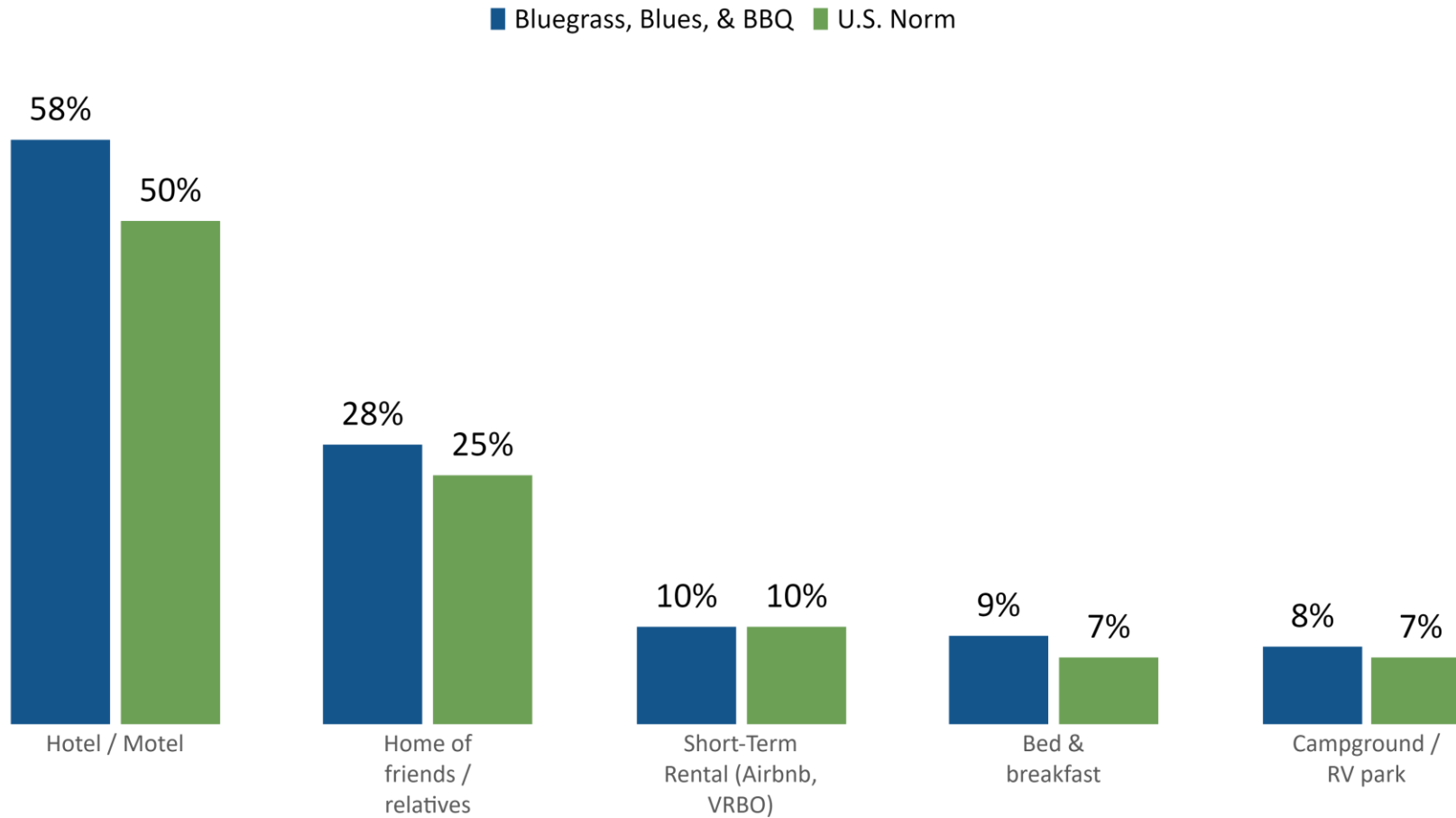
Top Booking Sources for Accommodations



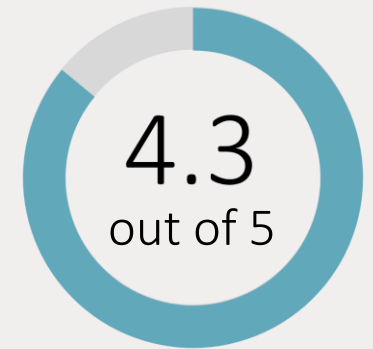
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Bluegrass, Blues, & BBQ Travelers



Quality of Accommodations



Average Satisfaction Rating

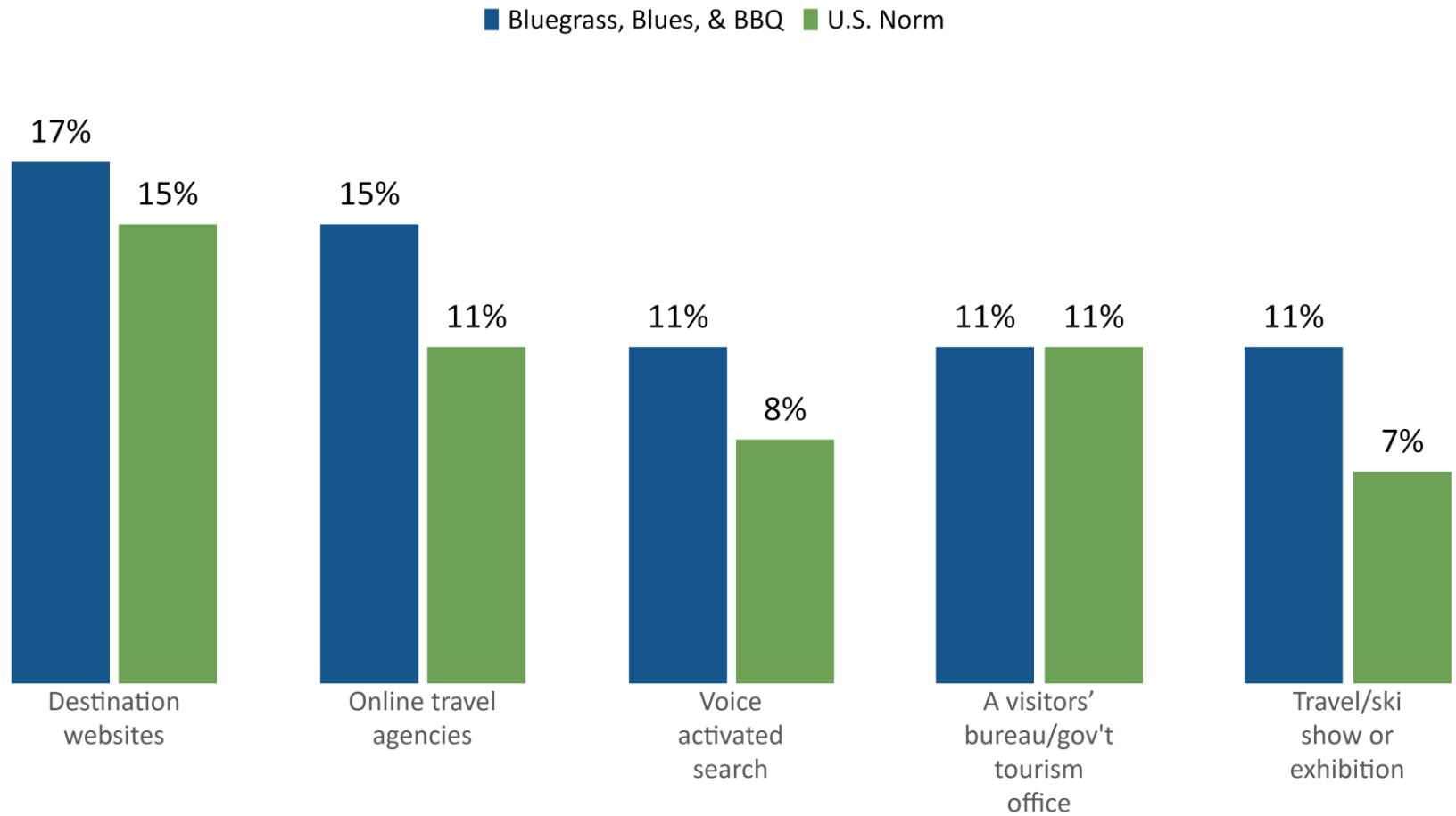
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



Entertainment Activities

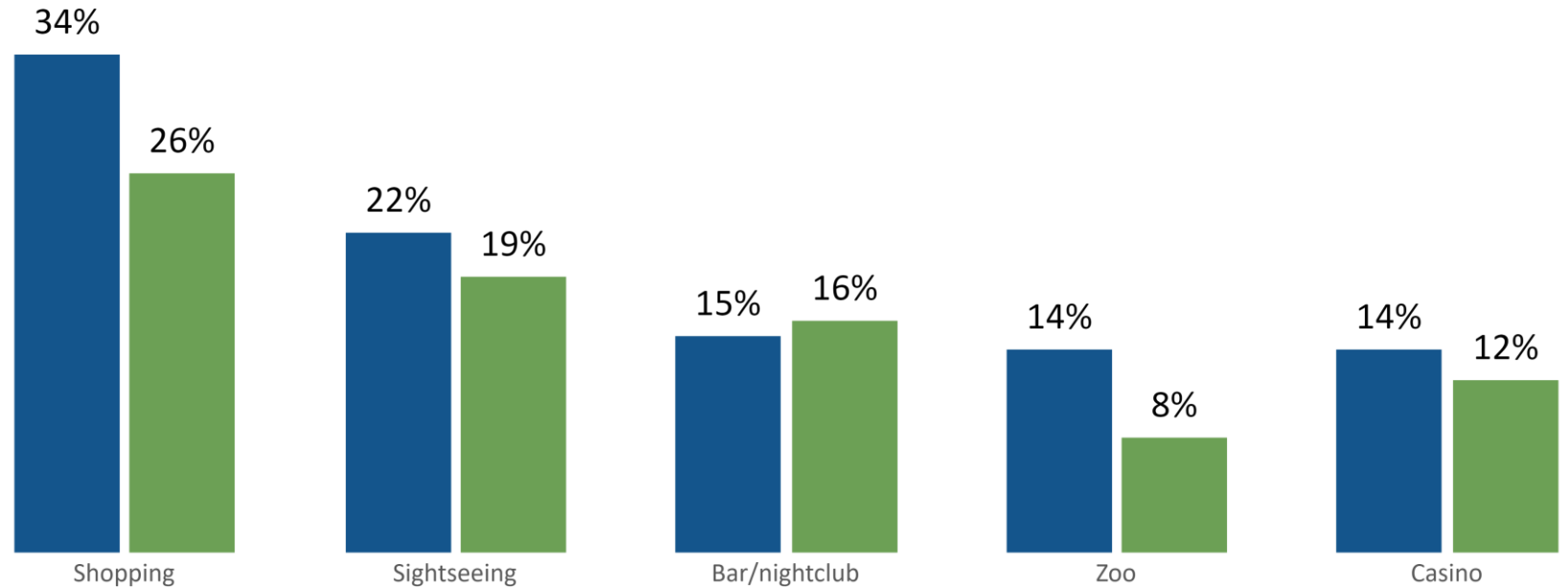
Top Entertainment Activities for Bluegrass, Blues, & BBQ Travelers

68%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Recreational Activities

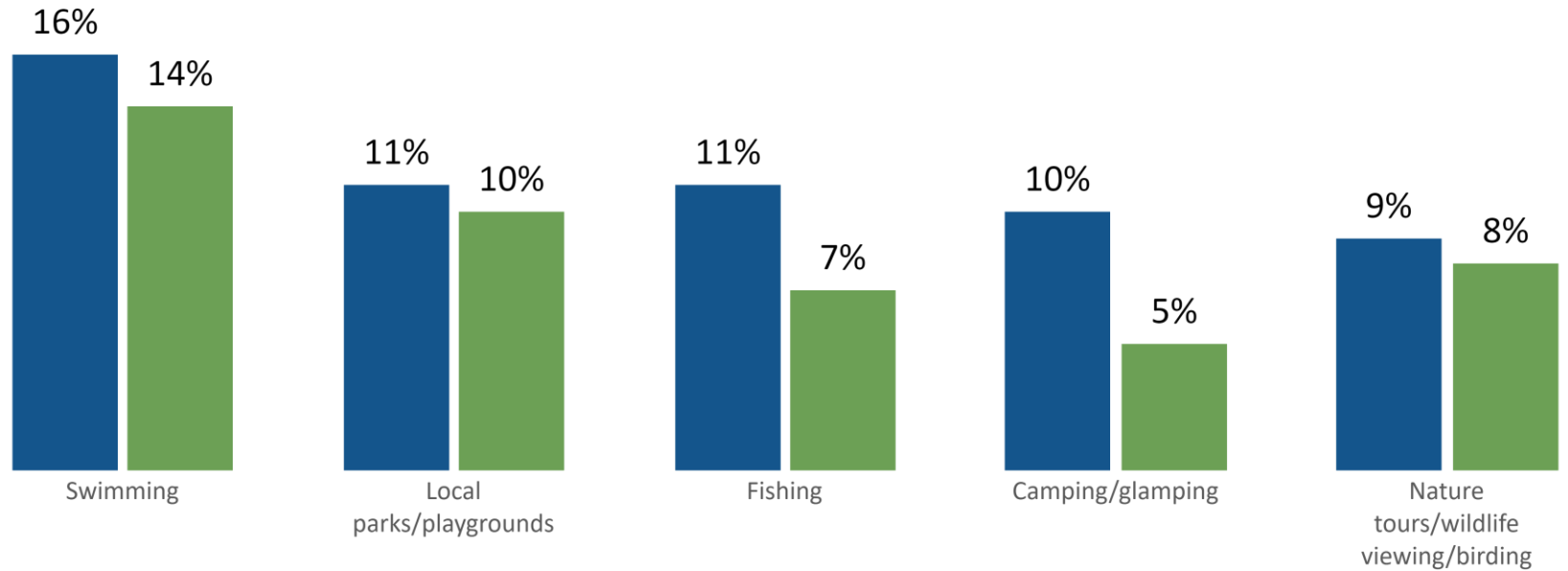
Top Recreational Activities for Bluegrass, Blues, & BBQ Travelers

52%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



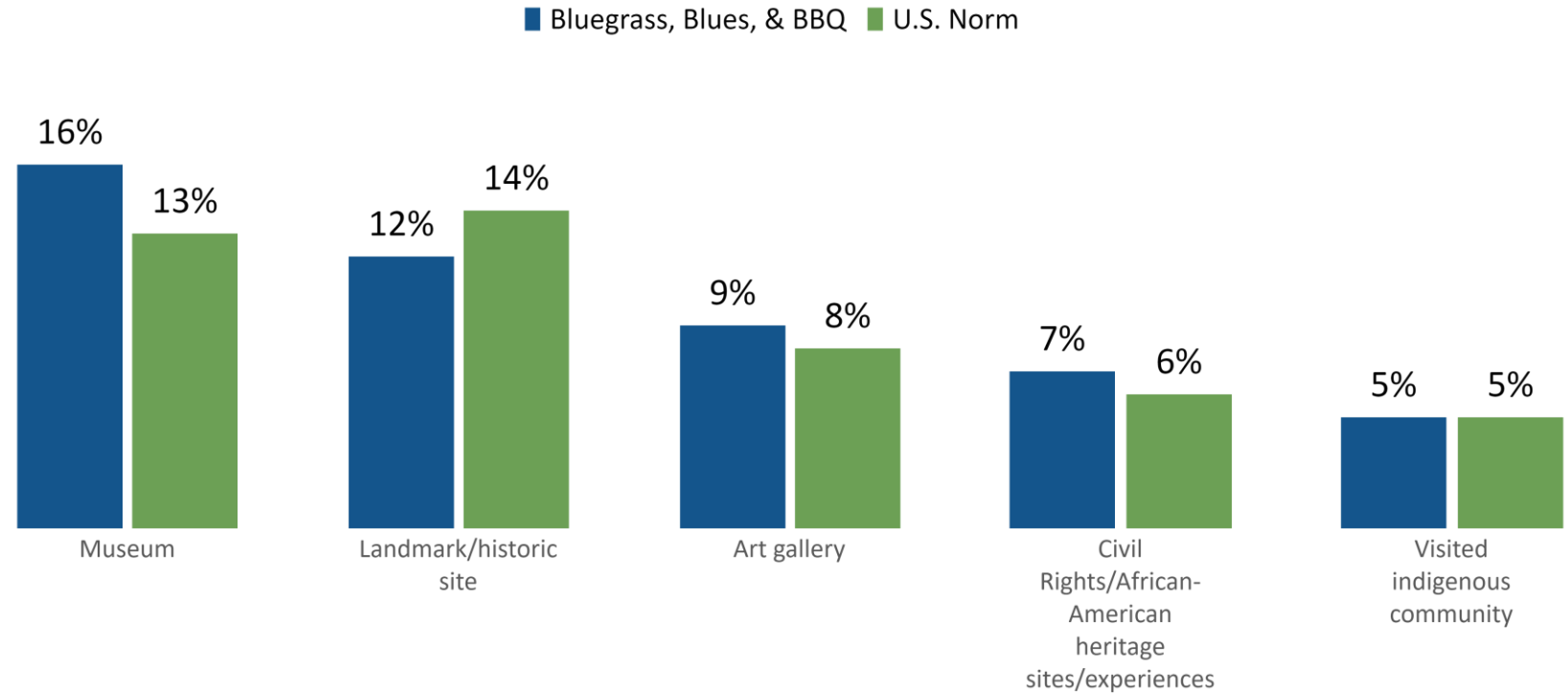
Cultural Activities

Top Cultural Activities for Bluegrass, Blues, & BBQ Travelers

33%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



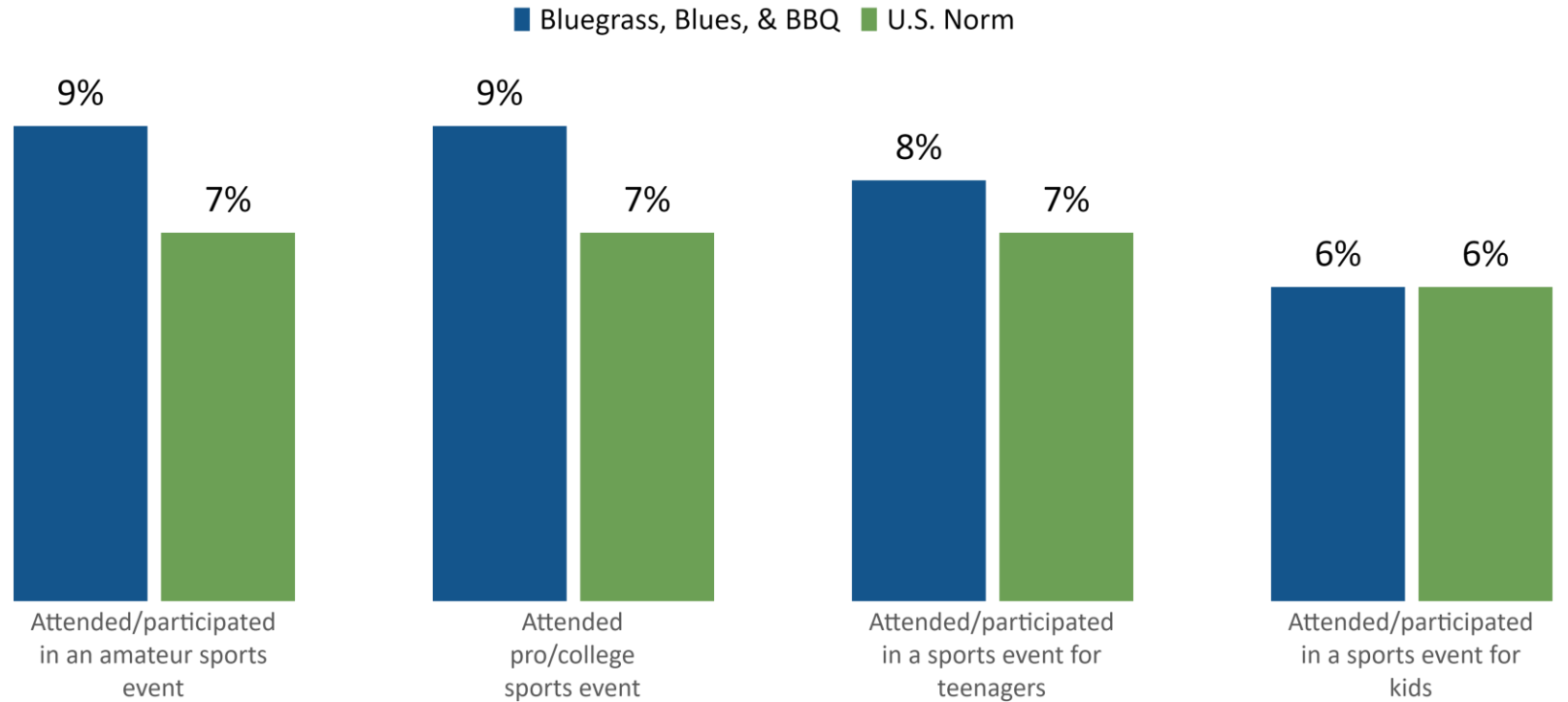
Sporting Events

Top Sporting Events for Bluegrass, Blues, & BBQ Travelers

23%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%



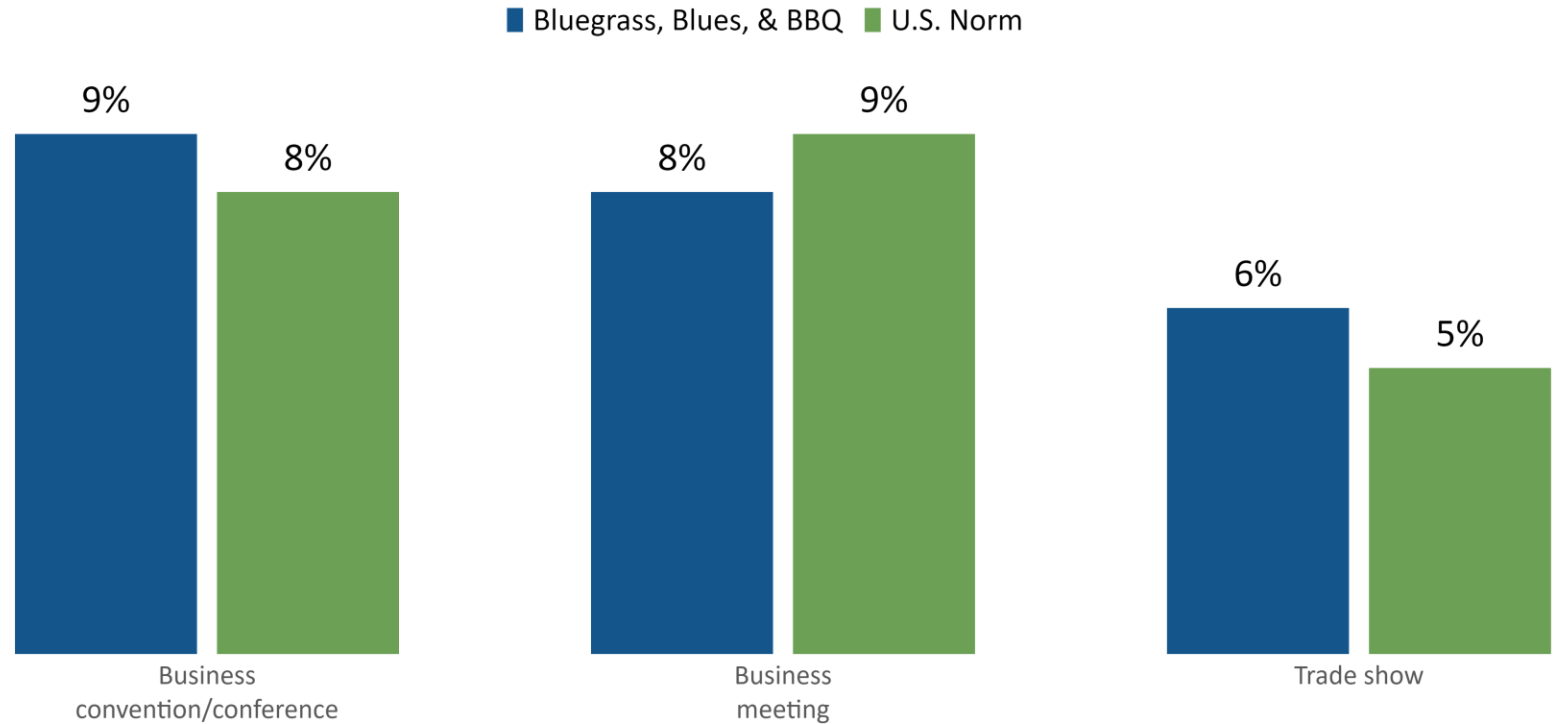
Business Activities

Top Business Activities for Bluegrass, Blues, & BBQ Travelers

18%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%



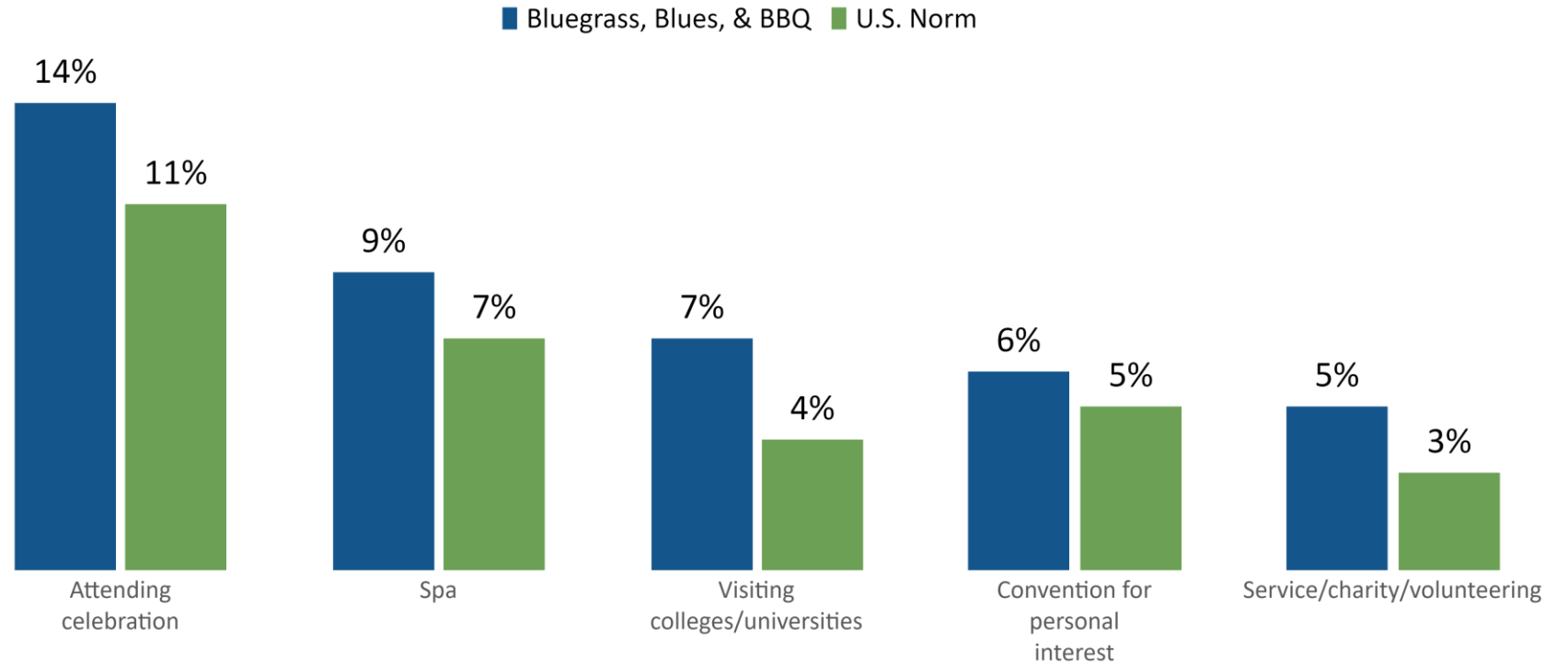
Other Activities

Top Other Activities for Bluegrass, Blues, & BBQ Travelers

38%

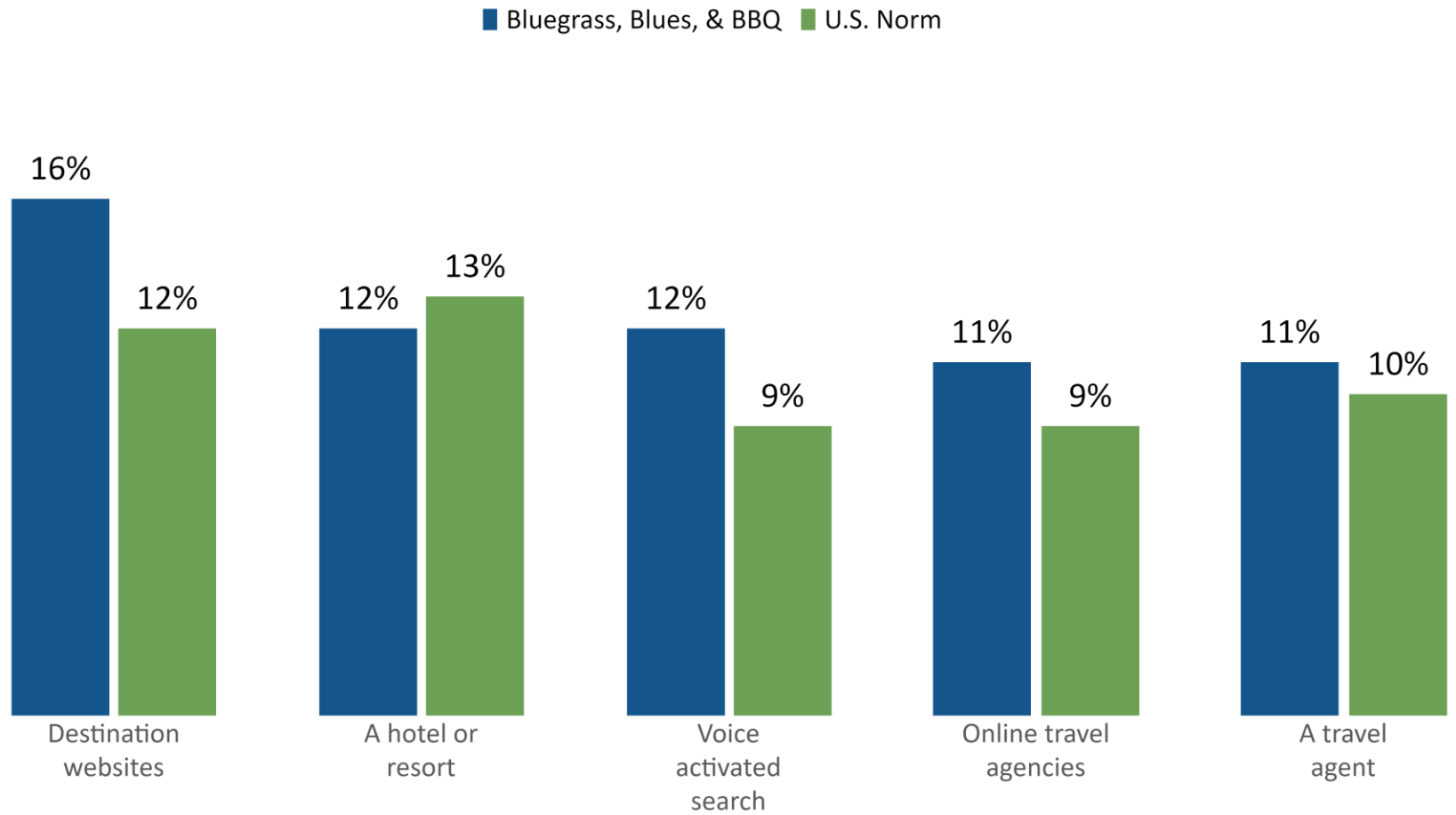
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



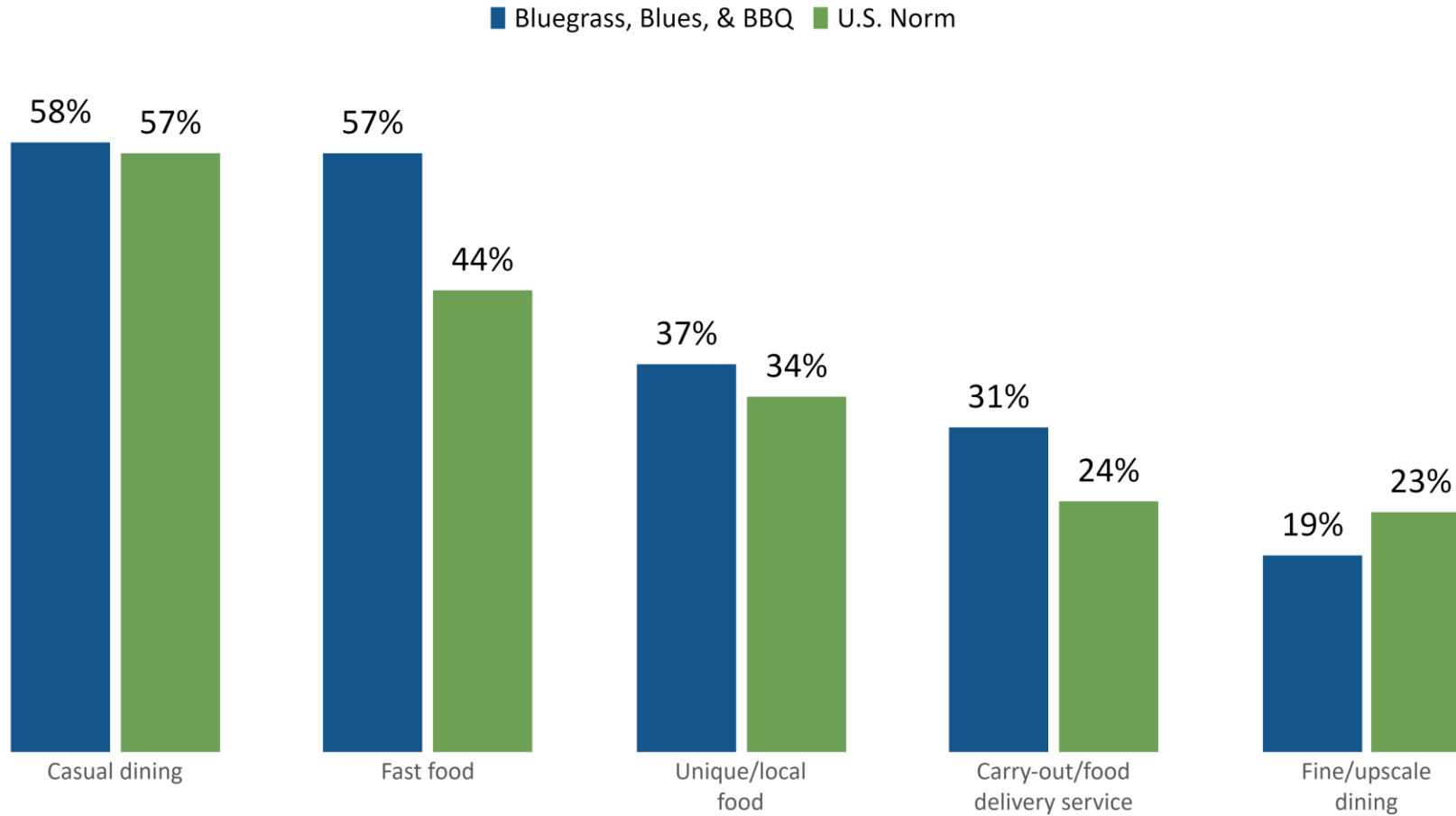
Booking: Dining

Top Booking Sources for Dining

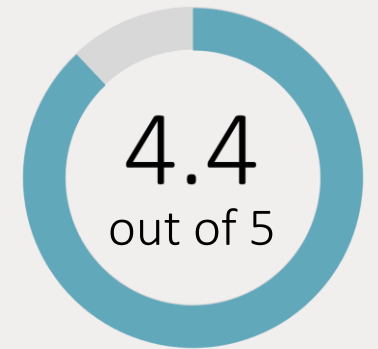


Dining

Top Dining Categories for Bluegrass, Blues, & BBQ Travelers



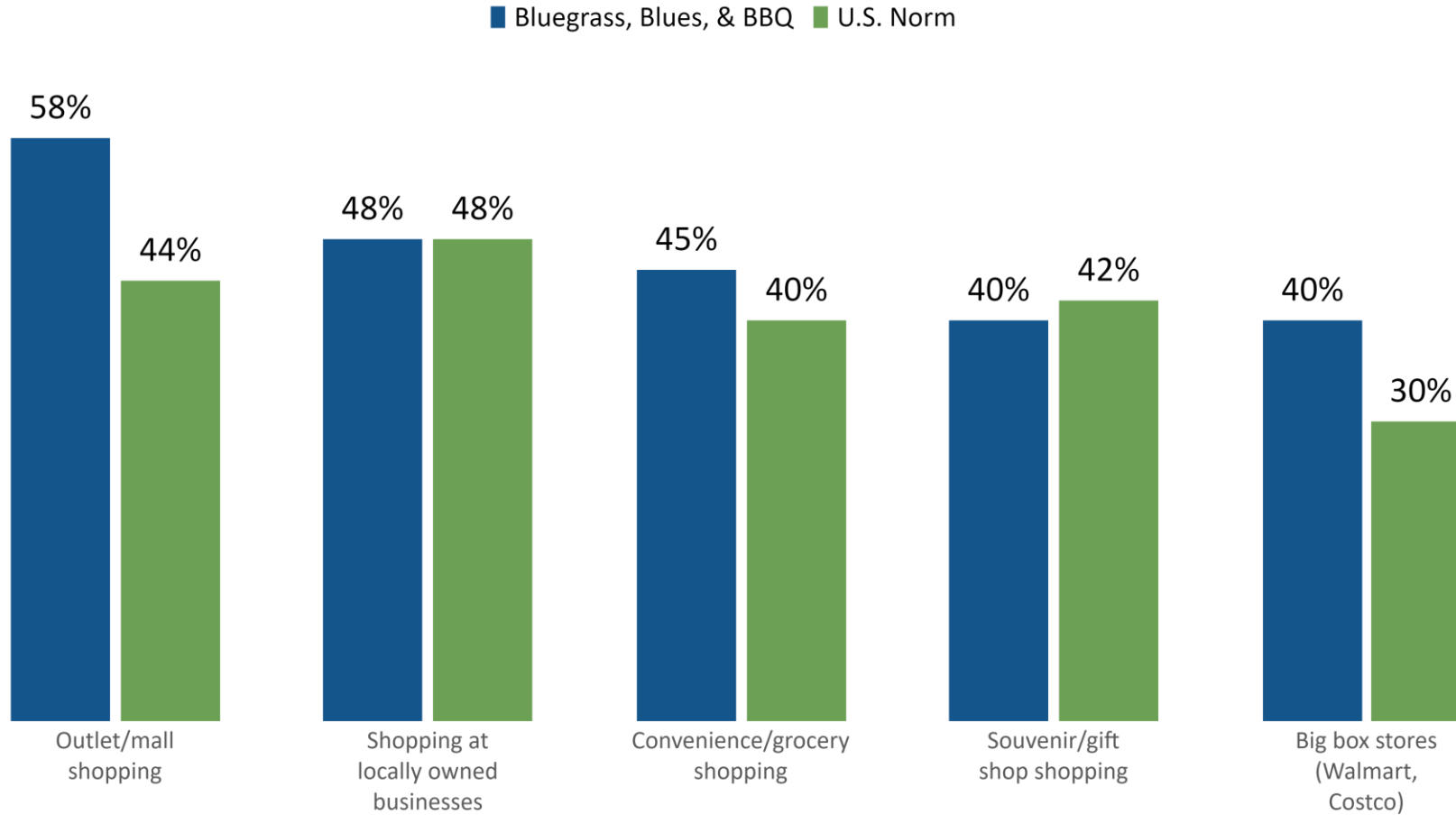
Quality of Food



Average Satisfaction Rating

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

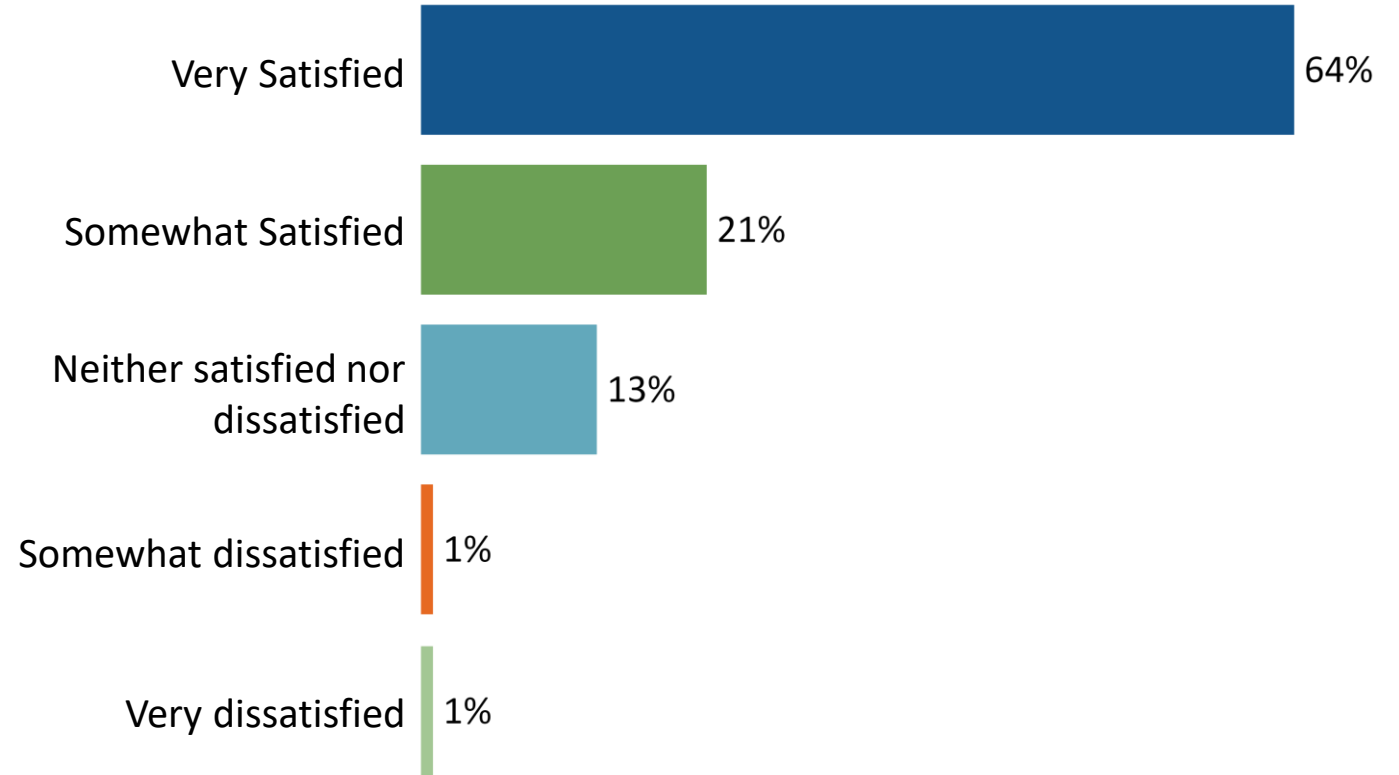
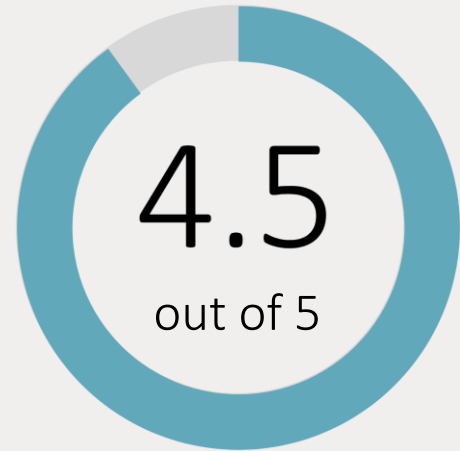
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

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

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Bluegrass, Blues, & BBQ Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



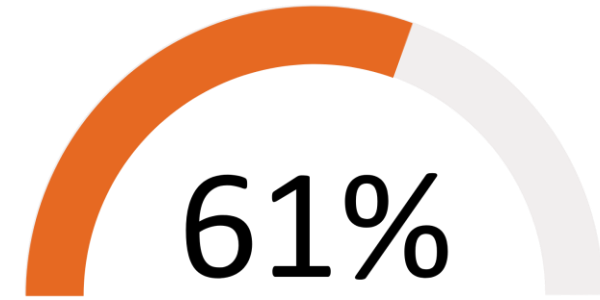
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Bluegrass, Blues, & BBQ

Past Visitation



Selected That They Were
'Very Likely' to Return to
Bluegrass, Blues, & BBQ

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

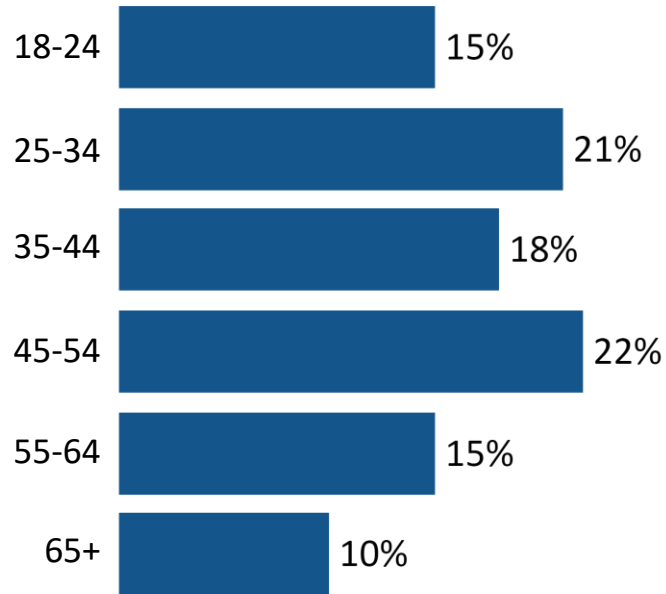
Respondent Demographics



Age, Gender, & Household Income

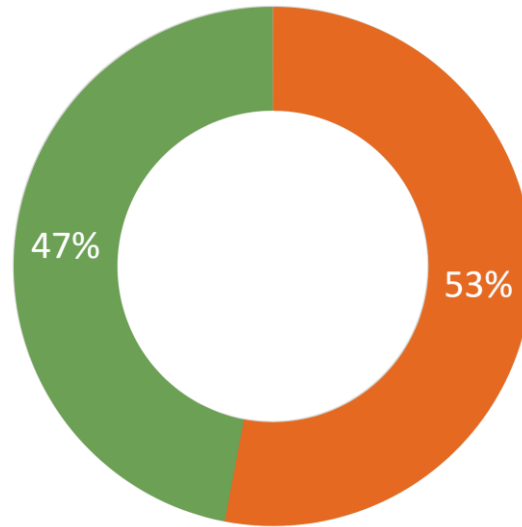
Respondent Demographics for Bluegrass, Blues, & BBQ

Age



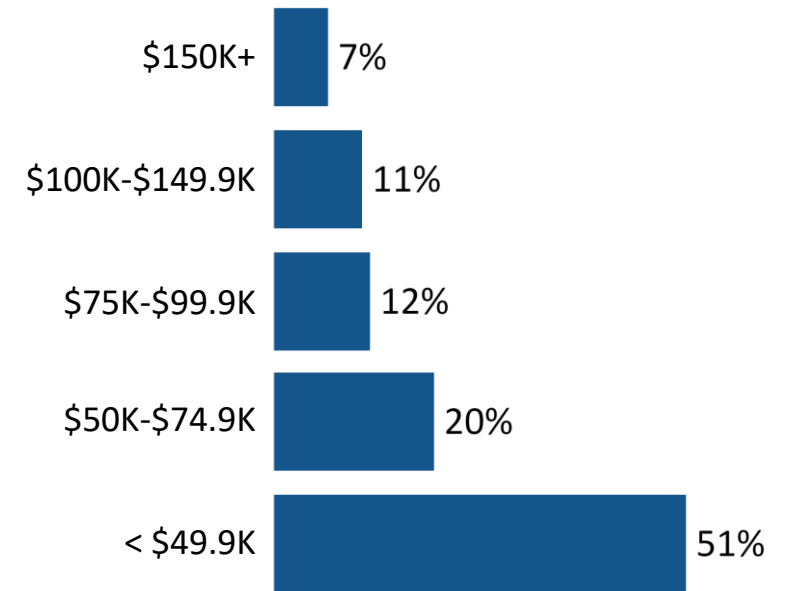
Average Age: 42.6

Gender



Female Male

Household Income

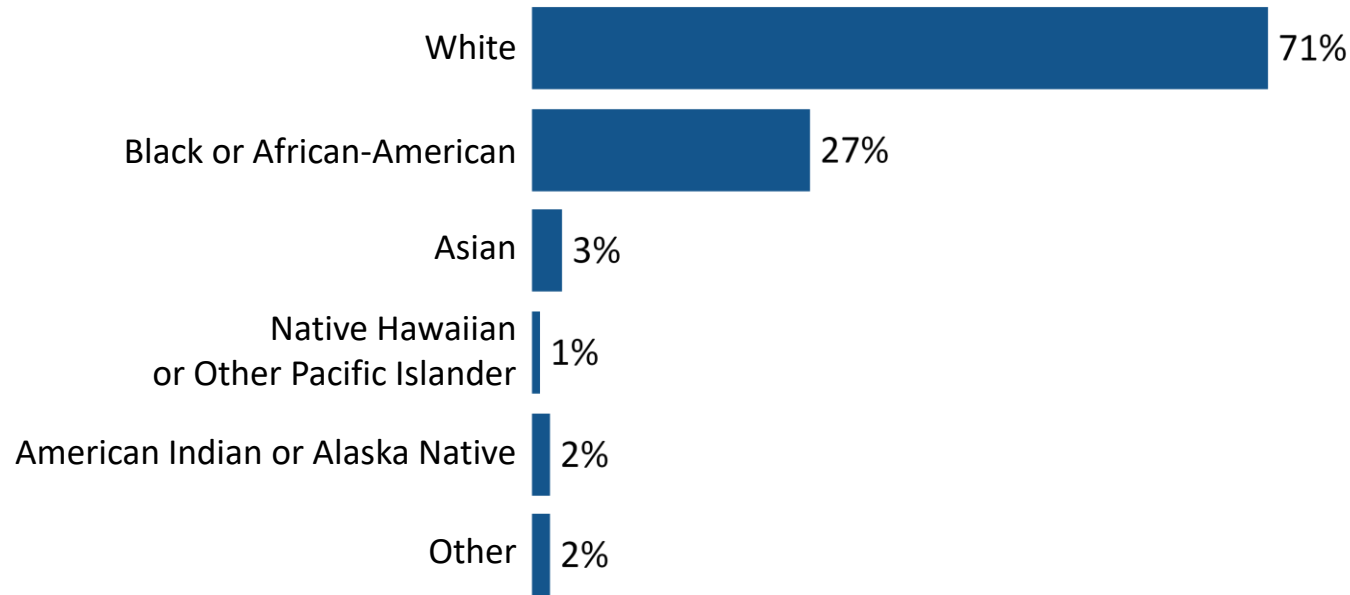


Average Income: \$63.7K

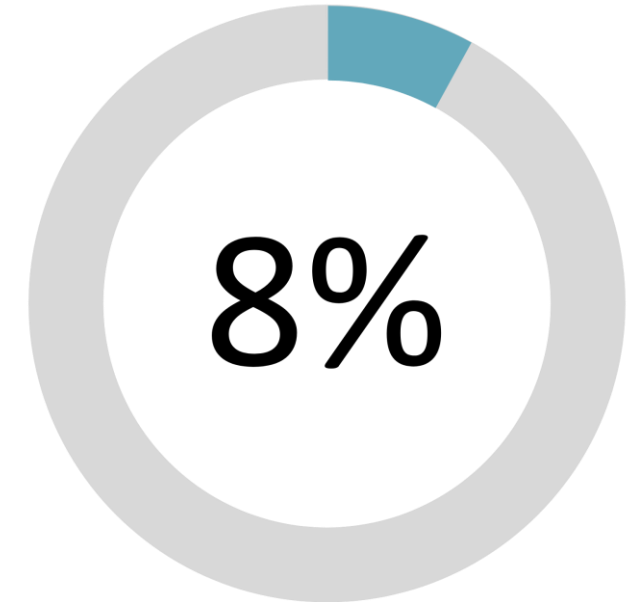
Race & Hispanic Background

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

64% full-time / self-employed

10% part-time

27% retired / not employed / other

Marital Status

50% married / living with a partner

32% single / never married

18% divorced / widowed / separated

Military Status*

86% never served in the military

9% veteran

5% currently on active duty

3% on active duty for training

Education

32% high school diploma or less / other

23% attended some college

34% associate's or bachelor's degree

11% graduate or professional degree

Sexual Orientation

90% straight

3% gay / lesbian

6% bisexual

2% other / not sure

Household Size

21% 1 member

34% 2 members

19% 3 members

17% 4 members

9% 5+ members

* Multi-select to include status for all household members



Travel USA®

Overnight 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 overnight trips in 2024/2025:

539

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

Kentucky	31%
----------	-----

Ohio	13%
------	-----

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

Tennessee	4%
-----------	----

Illinois	4%
----------	----



2024/2025

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

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

Cincinnati, OH/KY	8%
-------------------	----

Indianapolis-Lafayette, IN	5%
-------------------------------	----

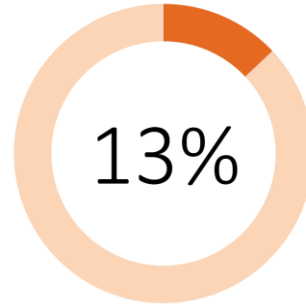
Nashville, KY/TN	4%
------------------	----

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

25%

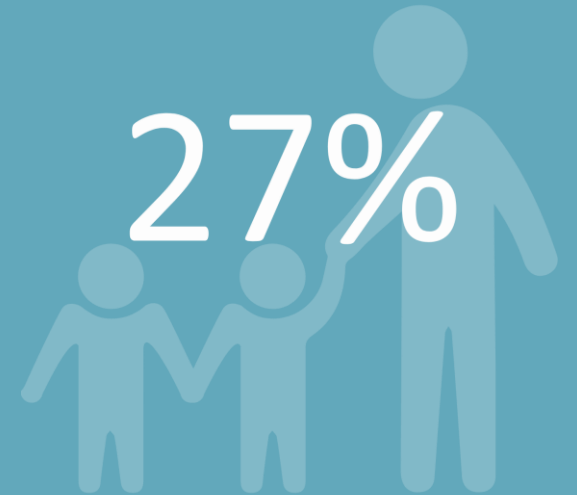


Travel Parties with Pets



Travel Parties
with Children

27%



Travel Party Composition

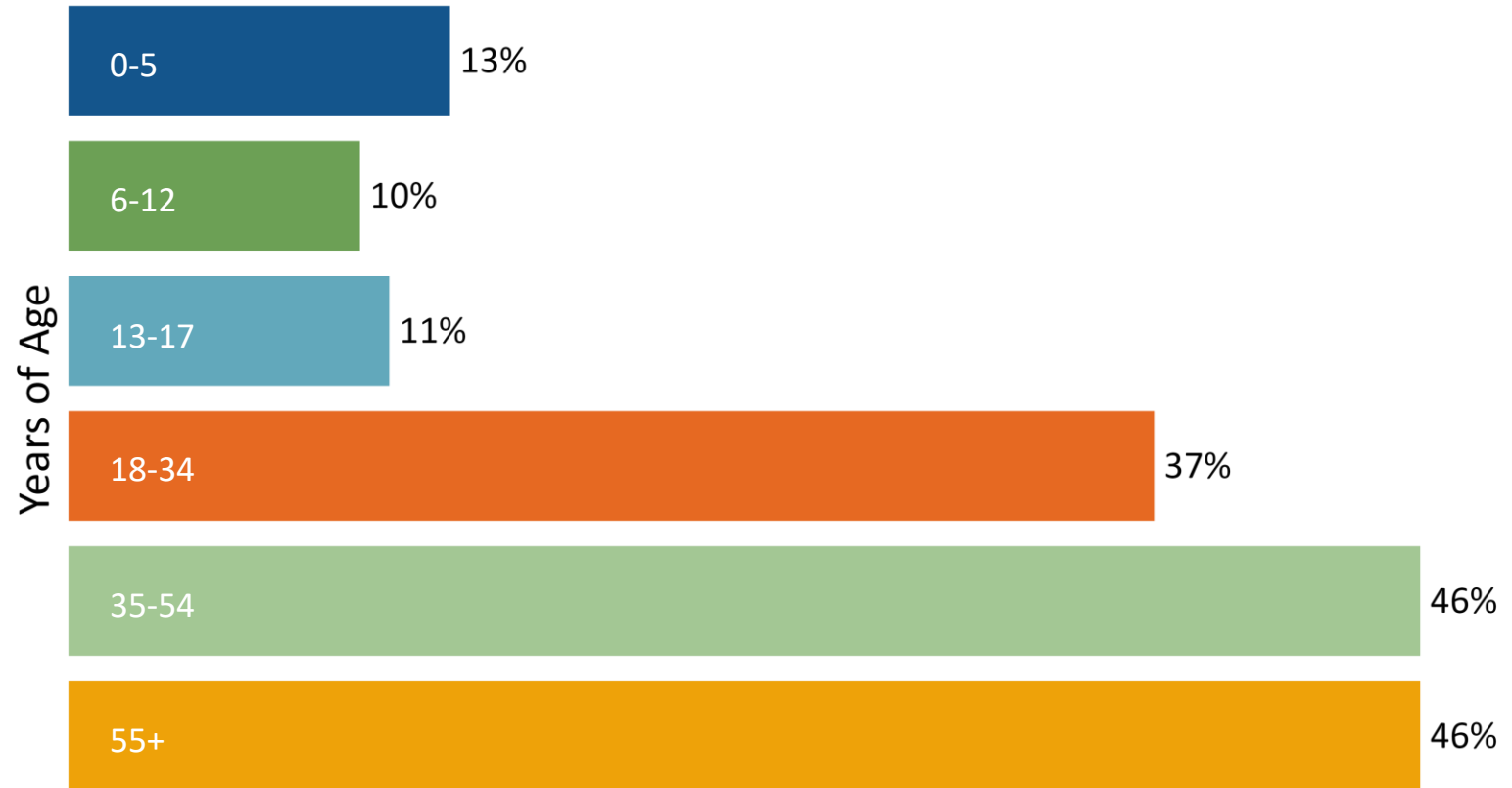
Travel Party Size & Age

Average Travel
Party Size

2.6



Travel Party Age



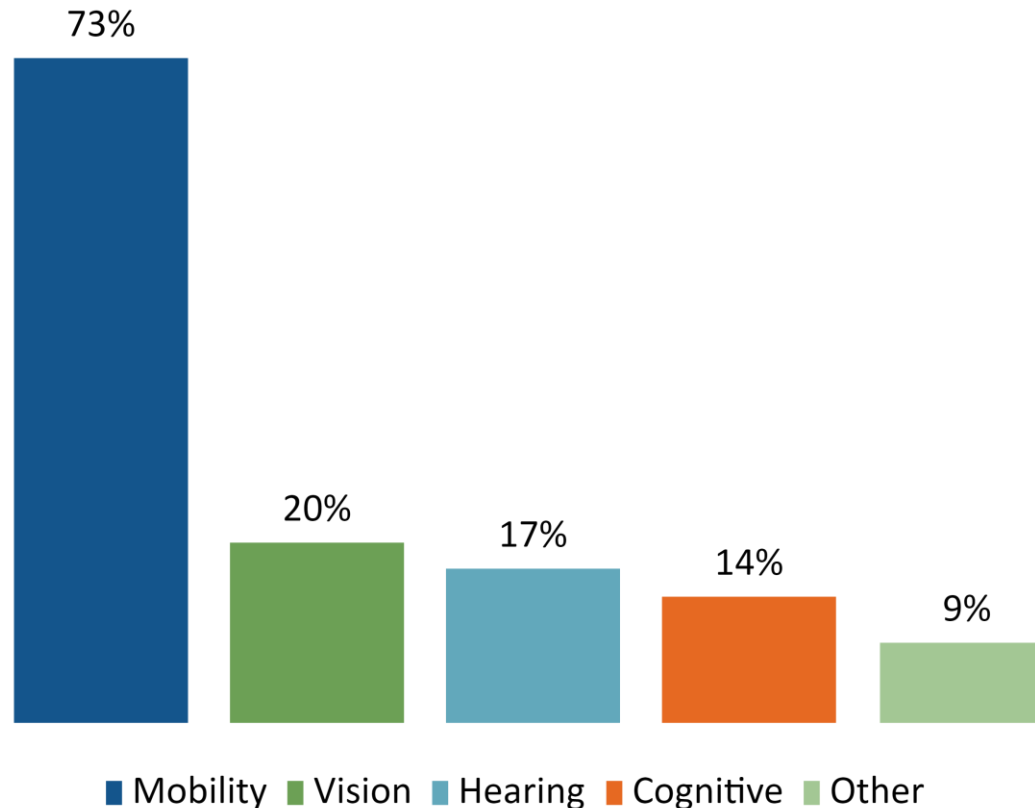
Travelers with Travel-Limiting Disabilities

Disability Categorizations

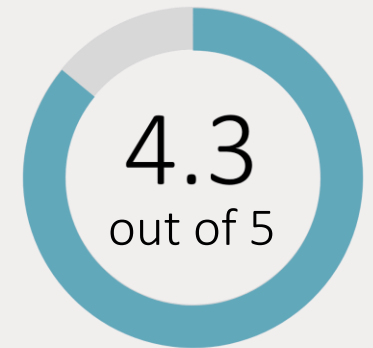
Travel Parties with
an Individual Who
Required
Accessibility
Services

13%

▼ -4.0% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

52%

Visiting friends / relatives

▲ +13.7% vs U.S. Norm

12%

Touring

▲ +0.5% vs U.S. Norm

9%

Special event

▲ +0.4% vs U.S. Norm

7%

Outdoors

▼ -1.9% vs U.S. Norm

6%

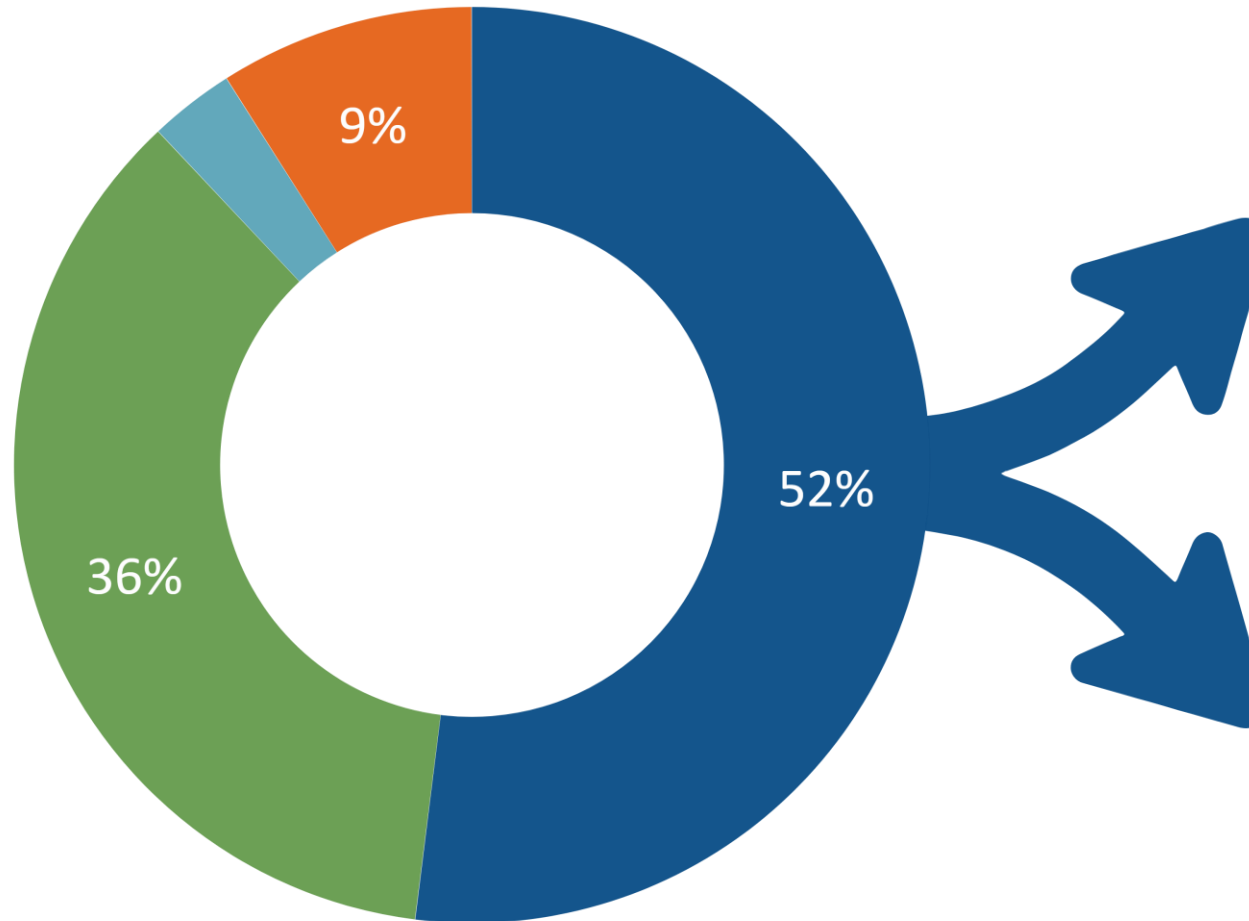
Other business trip

▲ +2.3% 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 Bluegrass, Horses,
Bourbon, and Boone Region

13%

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

27%

Budget friendly traveler:
prioritizing affordability
and value for money

19%

Family traveler:
prioritizing activities and
accommodations
suitable for children

15%

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

11%

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

7%

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

6%

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

Pre-Trip

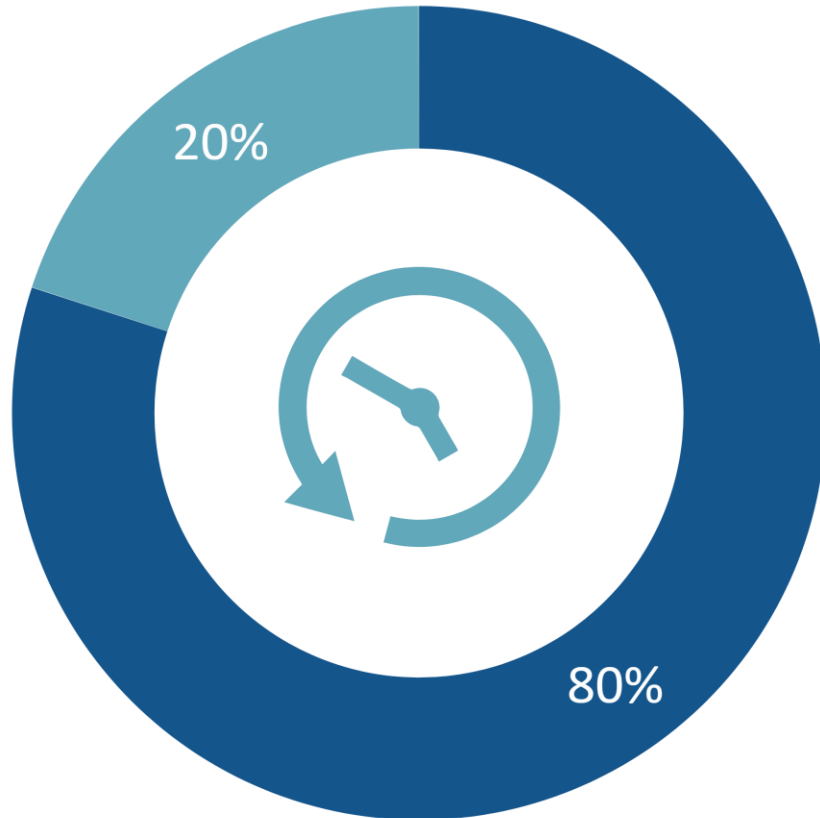
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

20%



+9.9% vs U.S. Norm

2 months or
less

48%



+0.3% vs U.S. Norm

3-5 months

17%



-4.3% vs U.S. Norm

6 months or
more

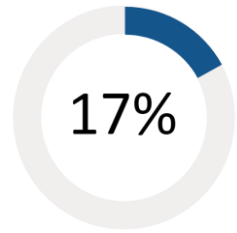
15%



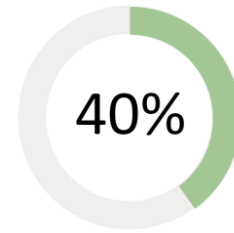
-6.0% vs U.S. Norm

Sources of Trip Planning

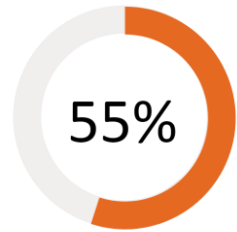
Share of Travelers Who Used Each Media Type for Trip Planning



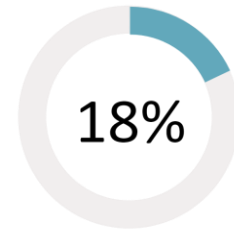
Print



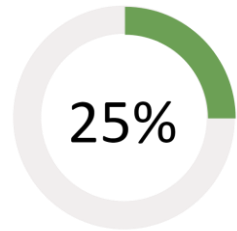
In-Person



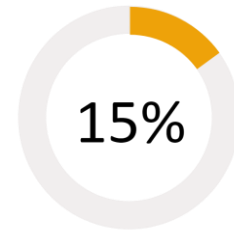
Online/Digital



TV/Video



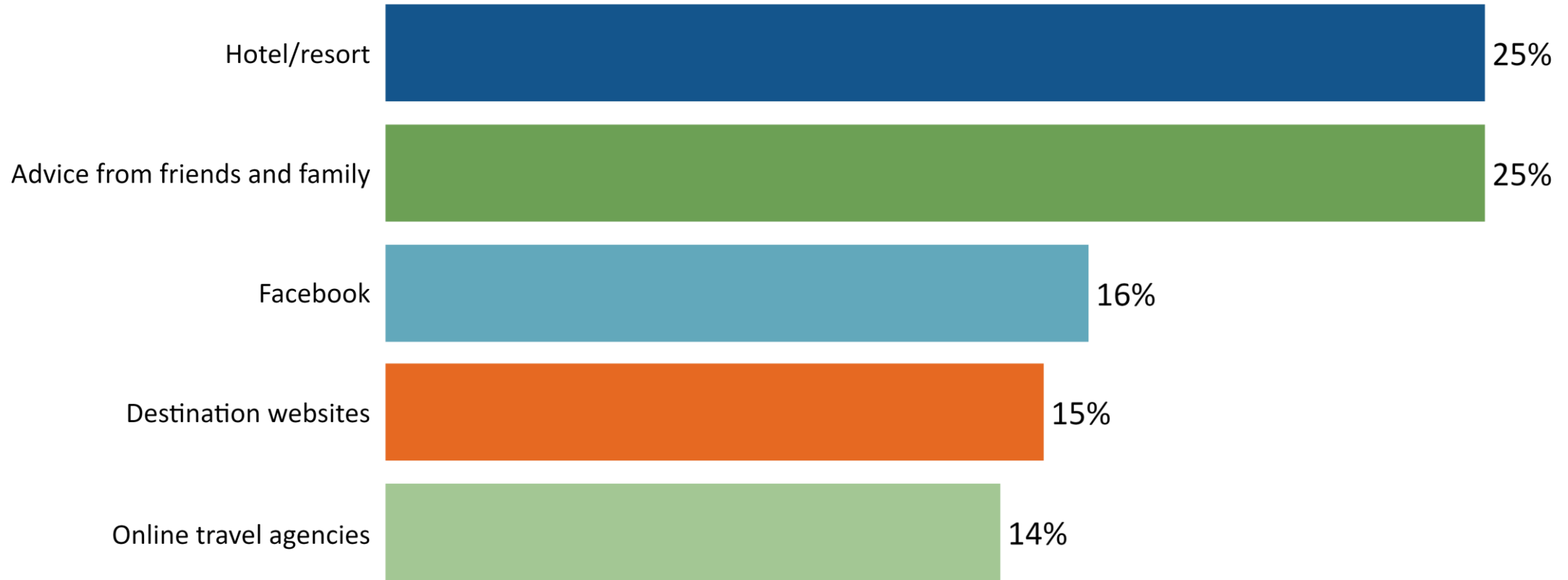
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

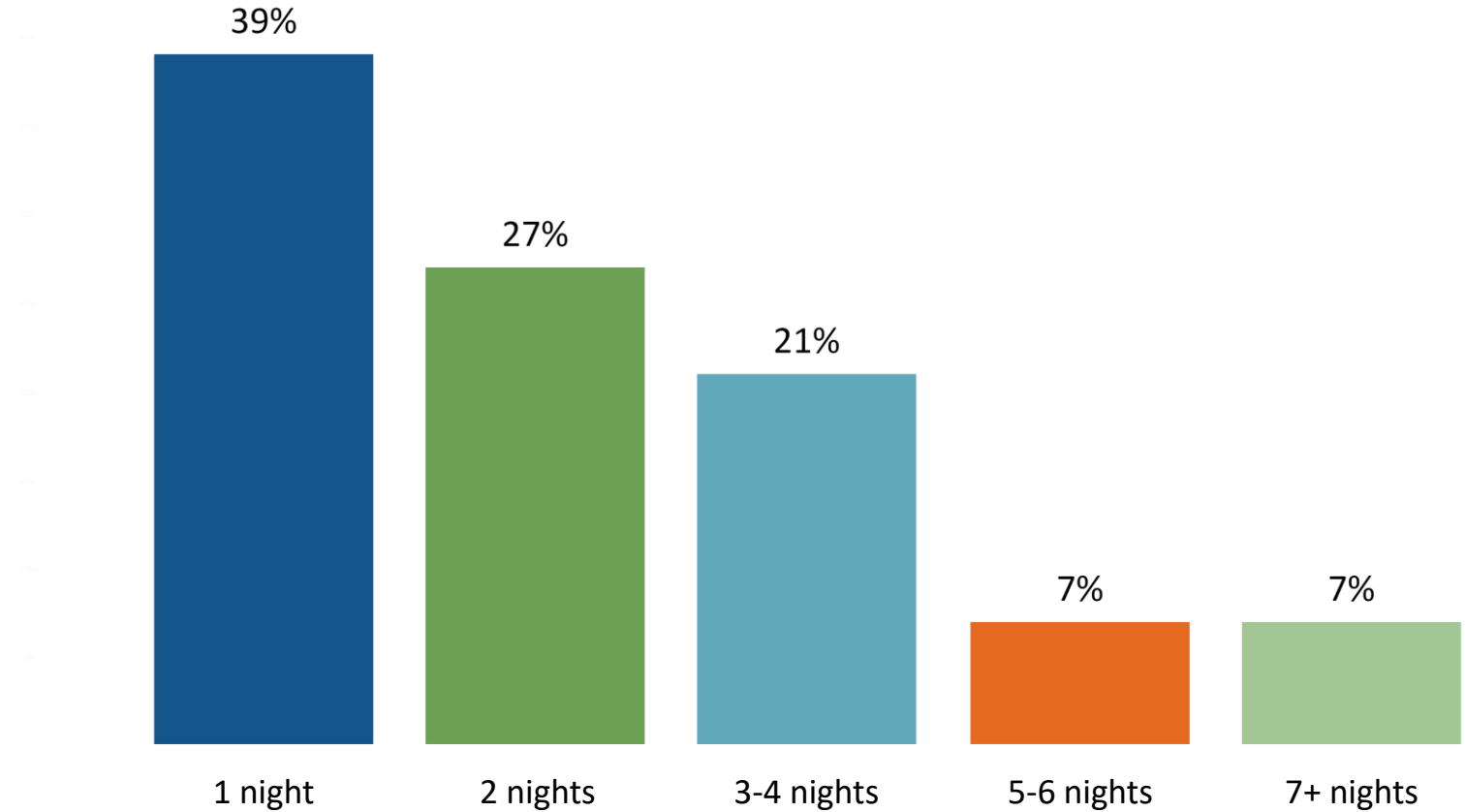
Trip Structure

Trip Structure

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

Average
Number of Nights

2.7



Trip Structure

Share of Total Trip Spent in Bluegrass, Horses, Bourbon, and Boone Region

Average Number of
Nights Spent in Bluegrass,
Horses, Bourbon, and
Boone Region

2.7

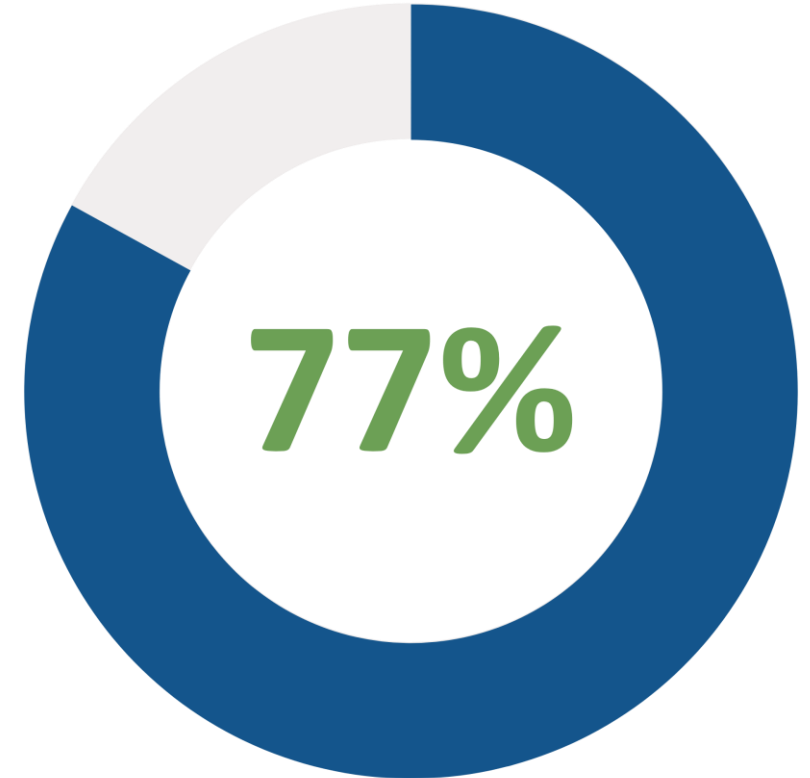
Average Number of
Total Trip Nights

3.6

=

*Accounts for trip nights that
Bluegrass, Horses, Bourbon, and
Boone Region travelers spent in
other destinations.*

Share of Total Trip Spent in
Bluegrass, Horses, Bourbon, and Boone Region



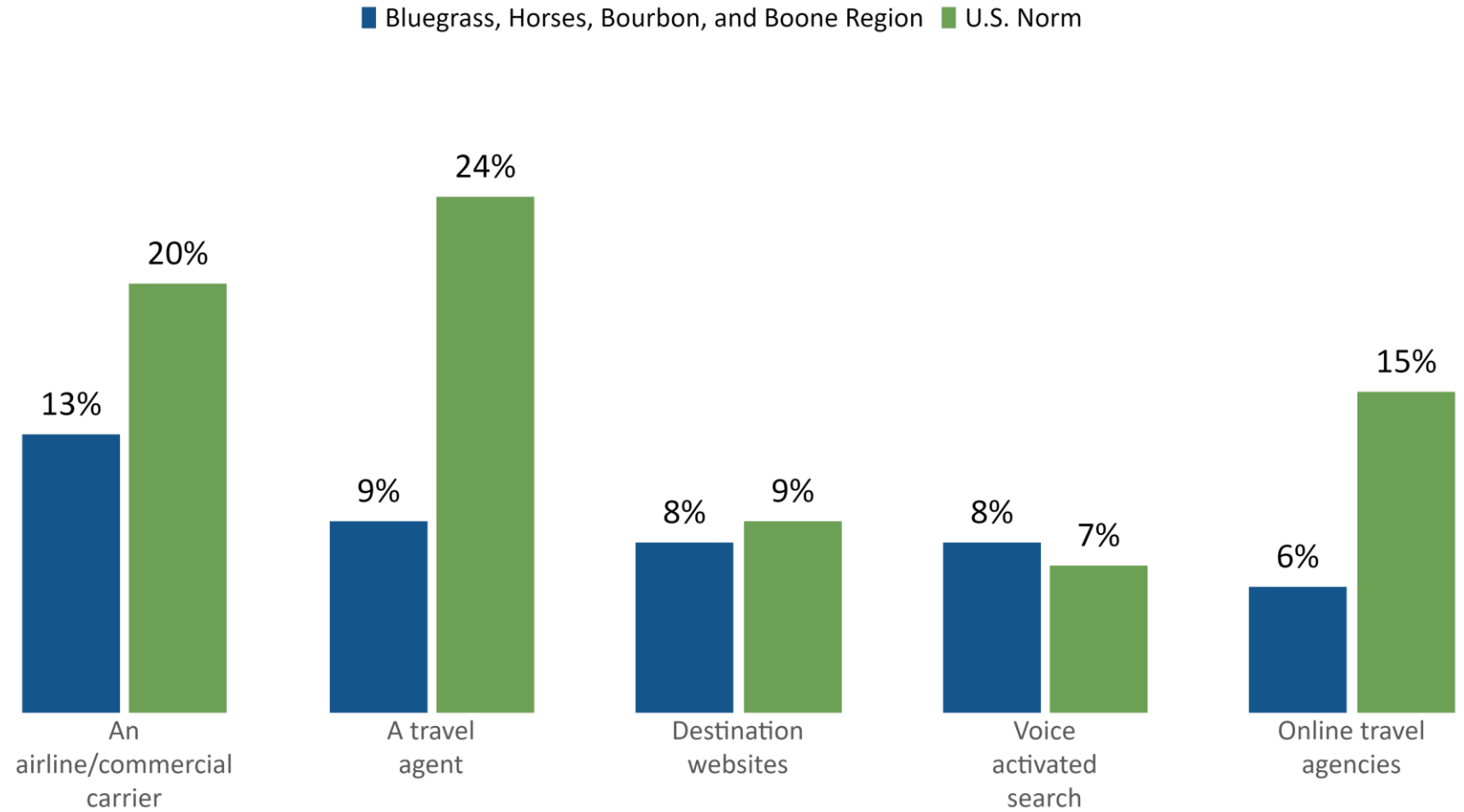
A higher percentage identifies the destination as the primary focus of travelers' itinerary.

During Trip

Transportation & Accommodations

Booking: Transportation

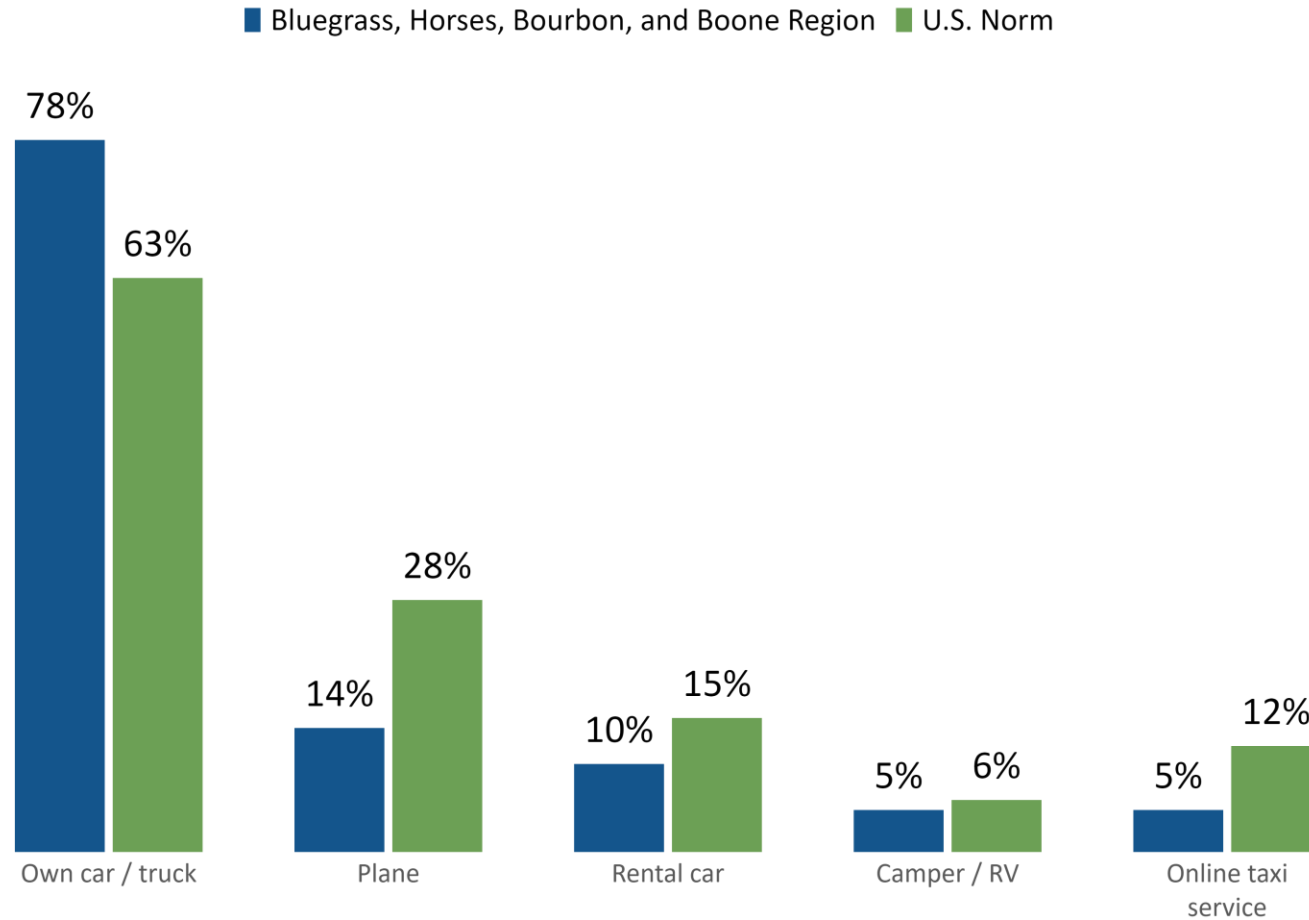
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation *to* Destination

Top Modes of Transportation Used by Travelers to Get to Bluegrass, Horses, Bourbon, and Boone Region



Vehicle Type

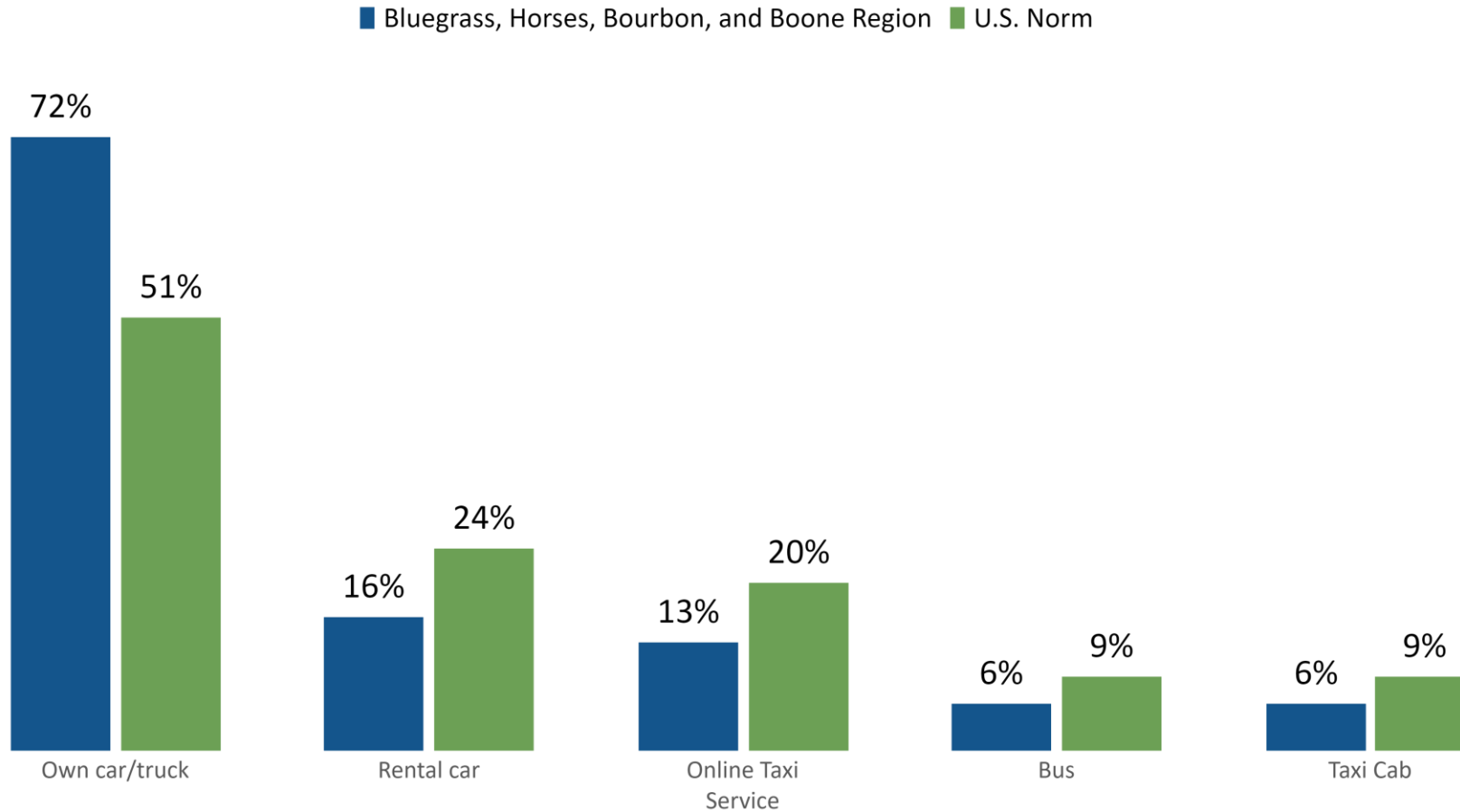
Gasoline/diesel	94%	▲ +14.6% vs U.S. Norm
Hybrid	5%	▼ -7.4% vs U.S. Norm
Electric	2%	▼ -8.2% vs U.S. Norm
Plug-in-hybrid	1%	▼ -4.6% vs U.S. Norm

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

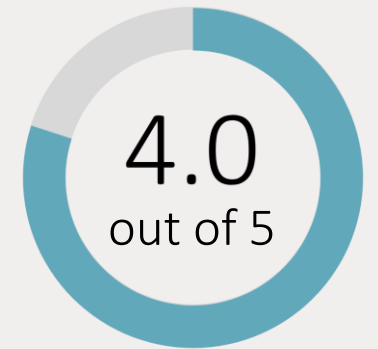
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Bluegrass, Horses, Bourbon, and Boone Region



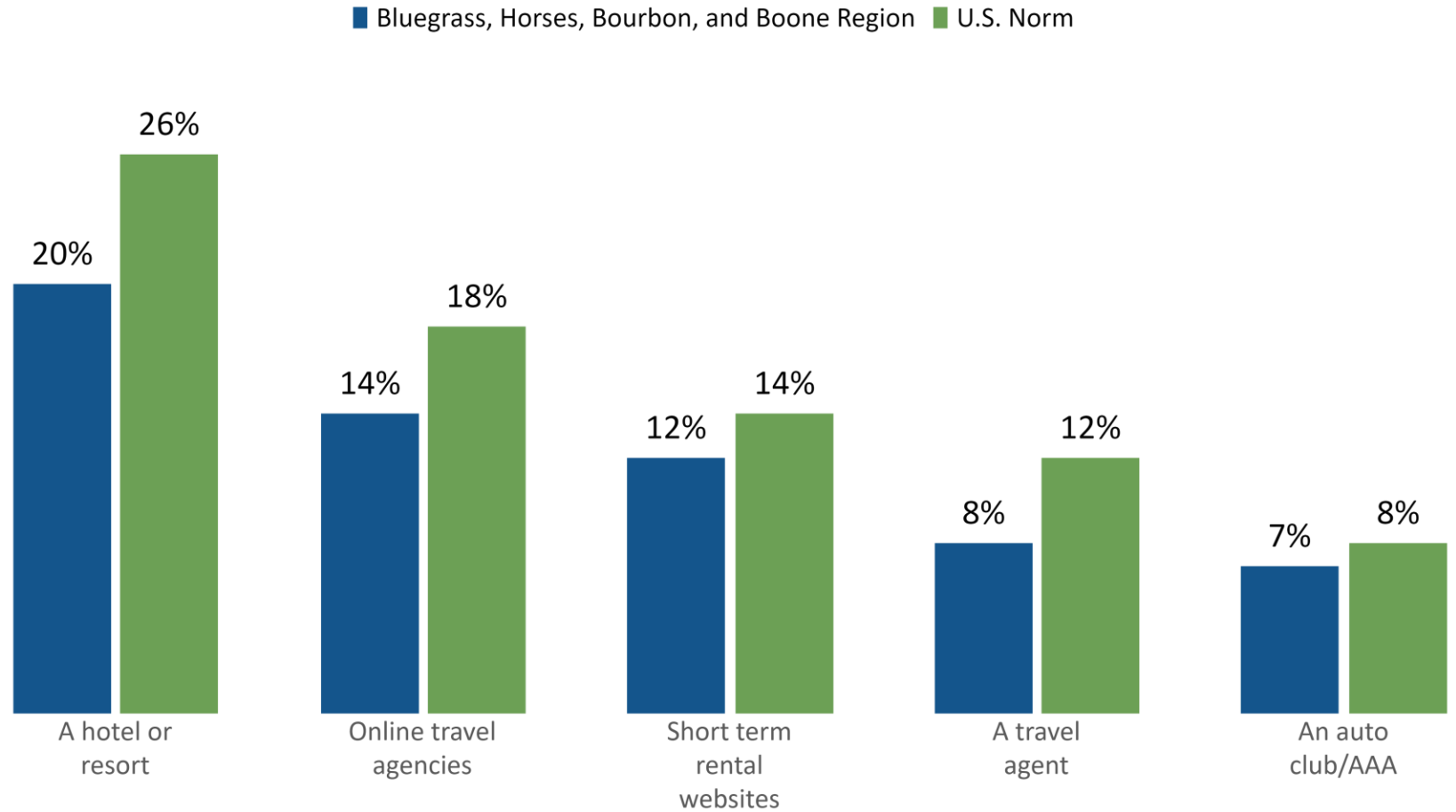
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

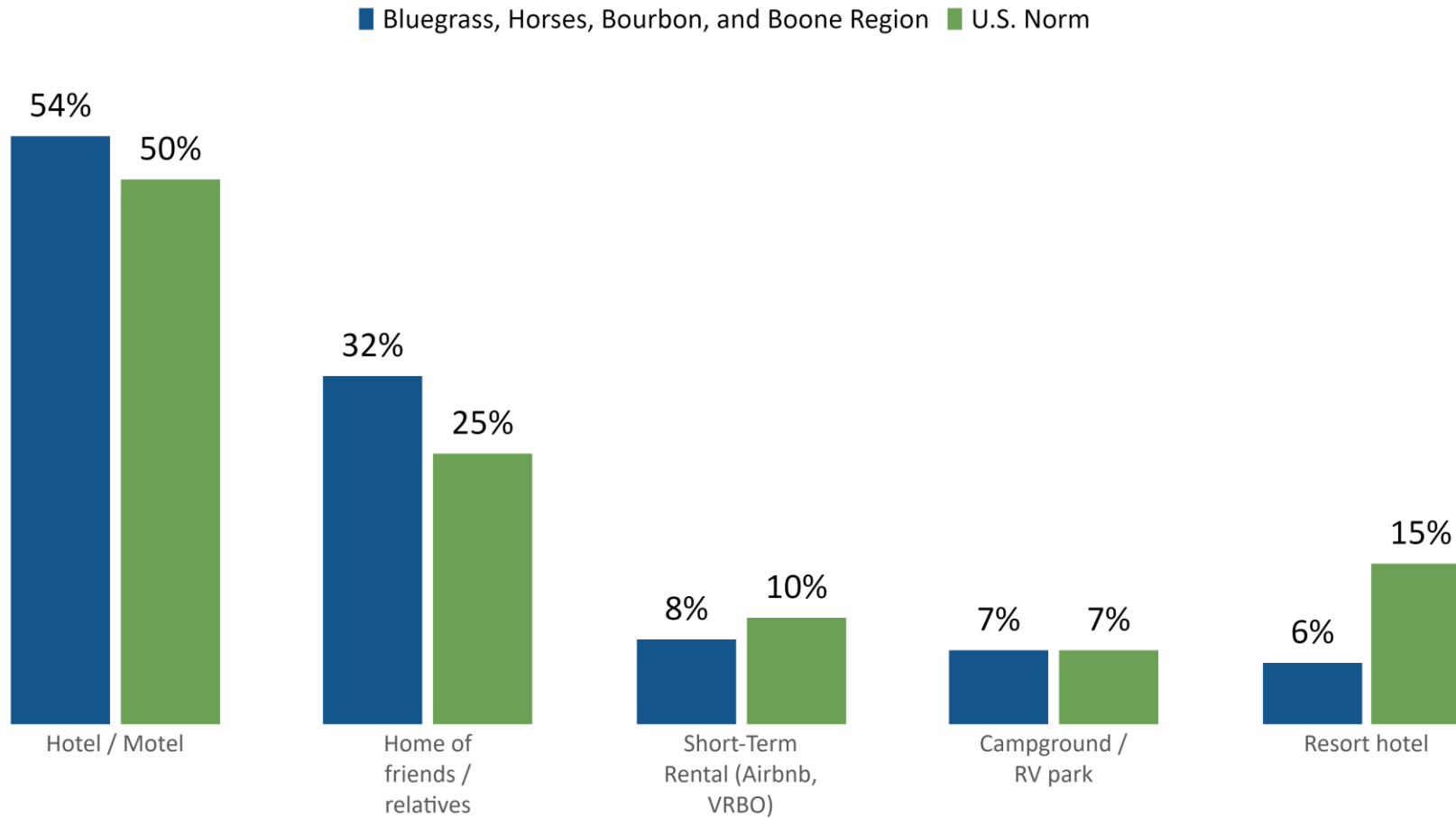
Top Booking Sources for Accommodations



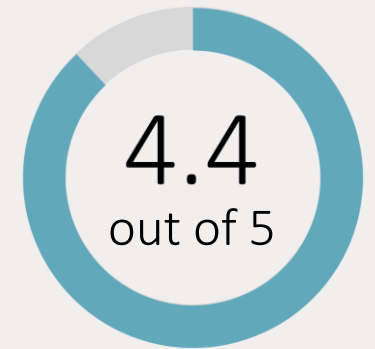
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Bluegrass, Horses, Bourbon, and Boone Region Travelers



Quality of Accommodations



Average Satisfaction Rating

During Trip

Destination Activities

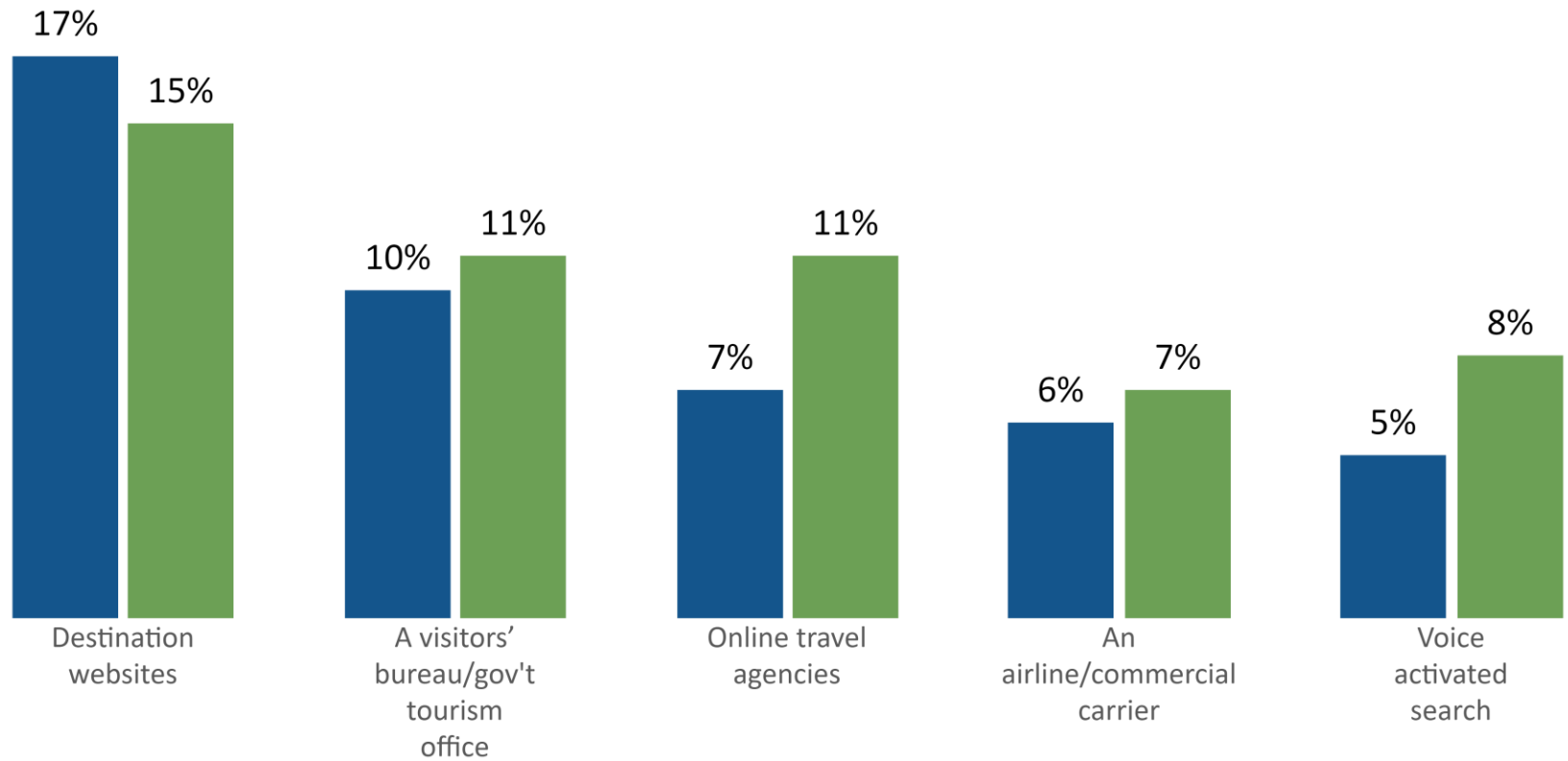


Booking: Activities

Top Booking Sources for Activities



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



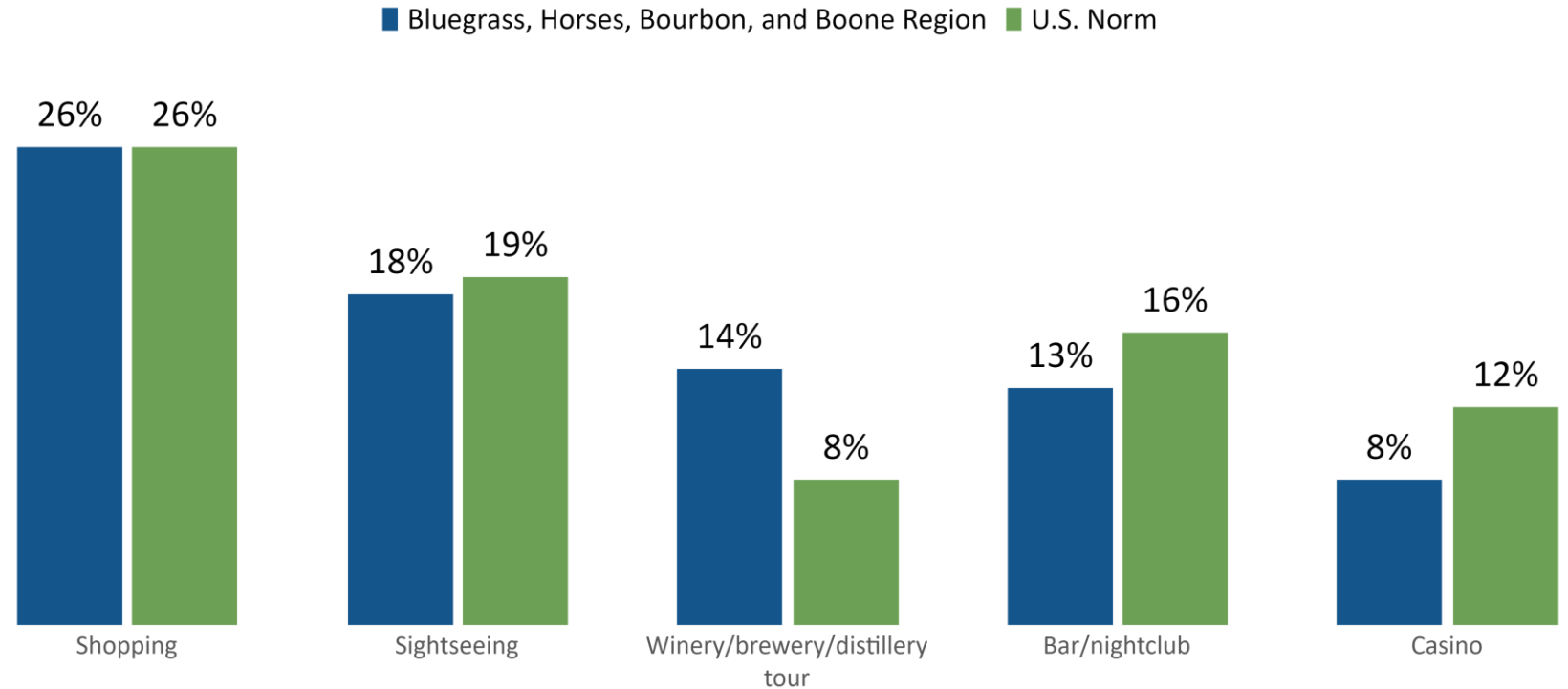
Entertainment Activities

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

53%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%



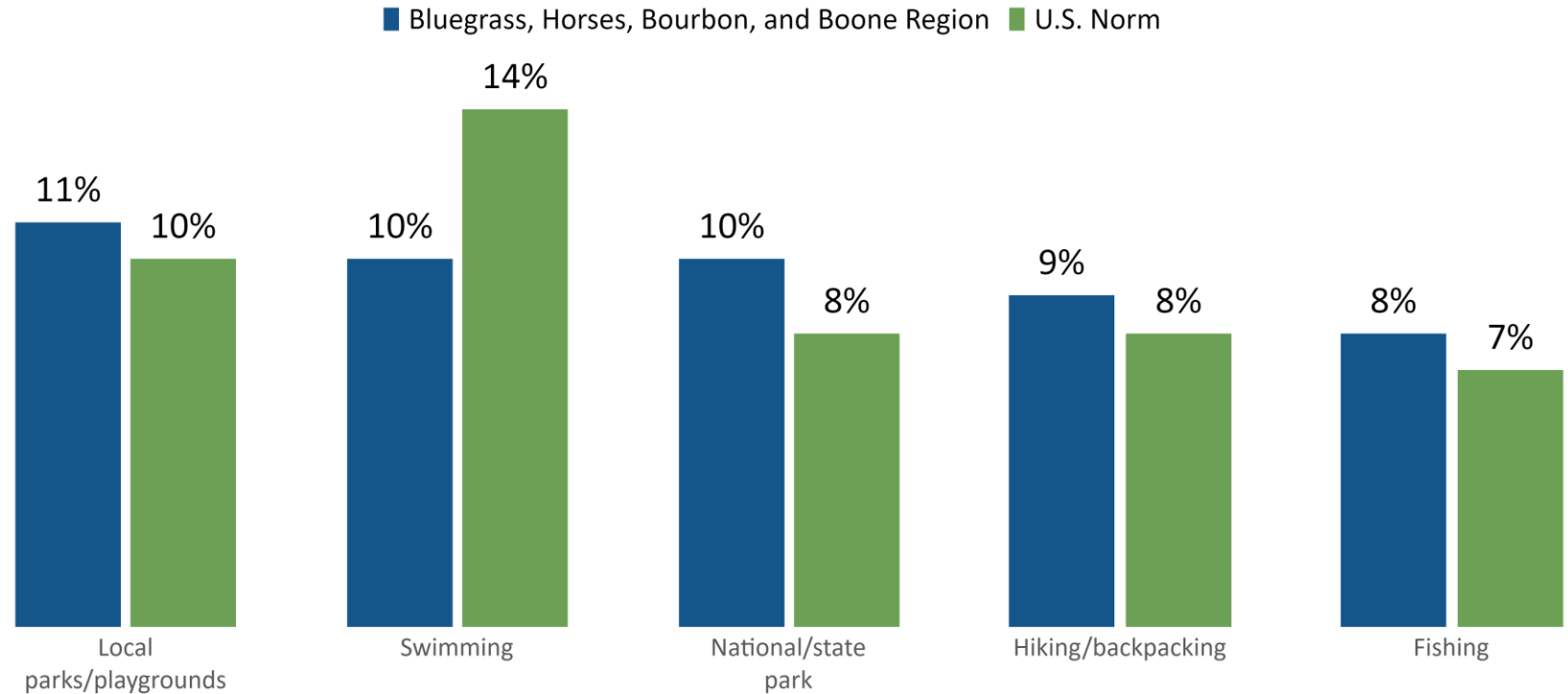
Recreational Activities

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

42%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%



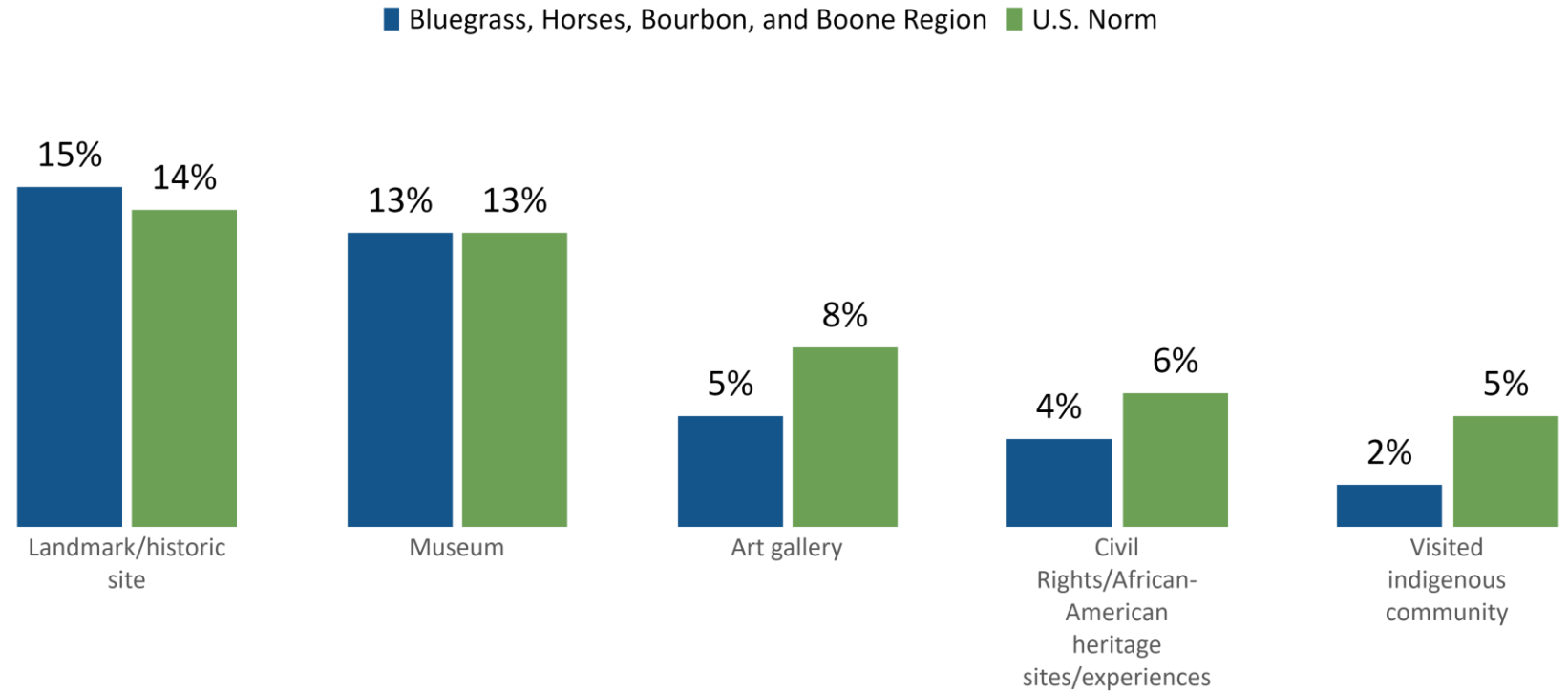
Cultural Activities

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

29%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



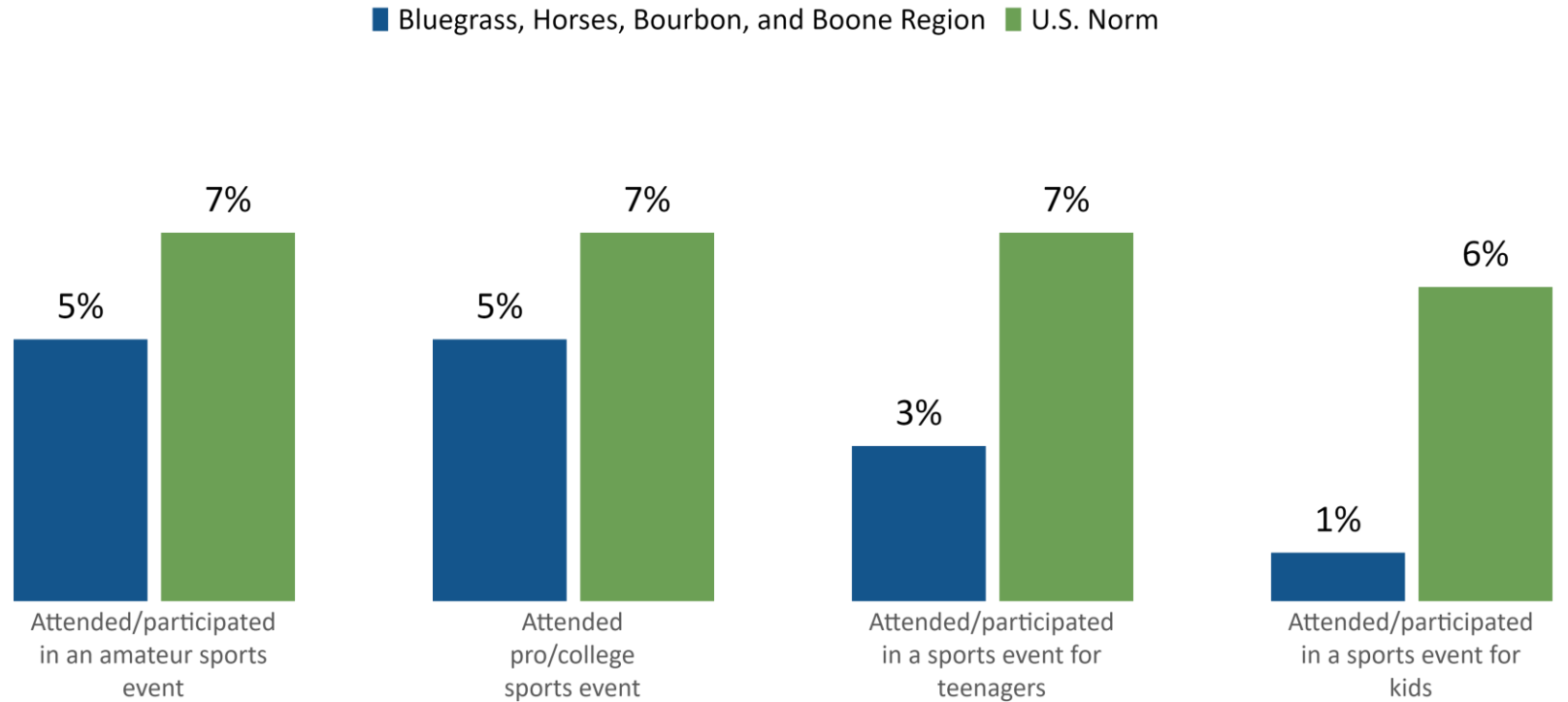
Sporting Events

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

12%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%



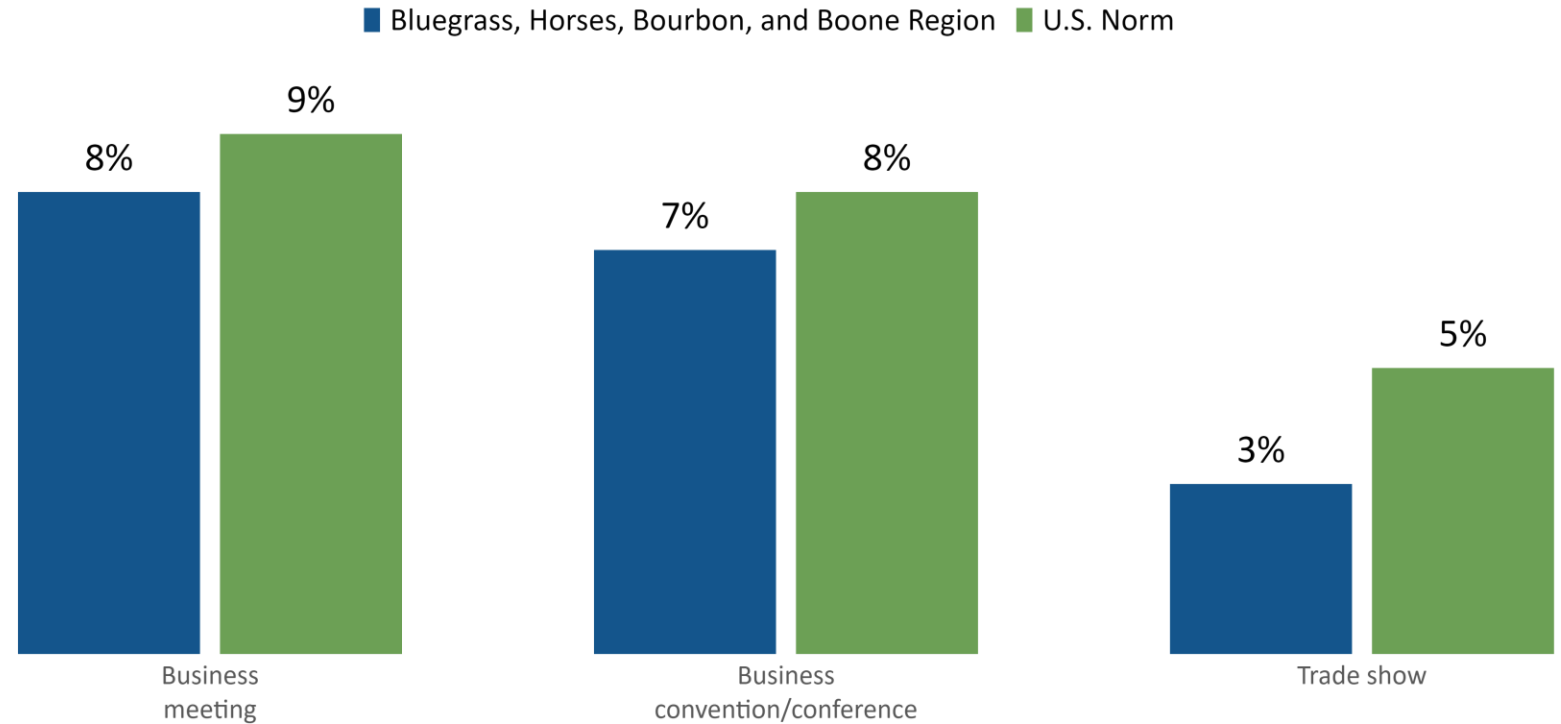
Business Activities

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

15%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%



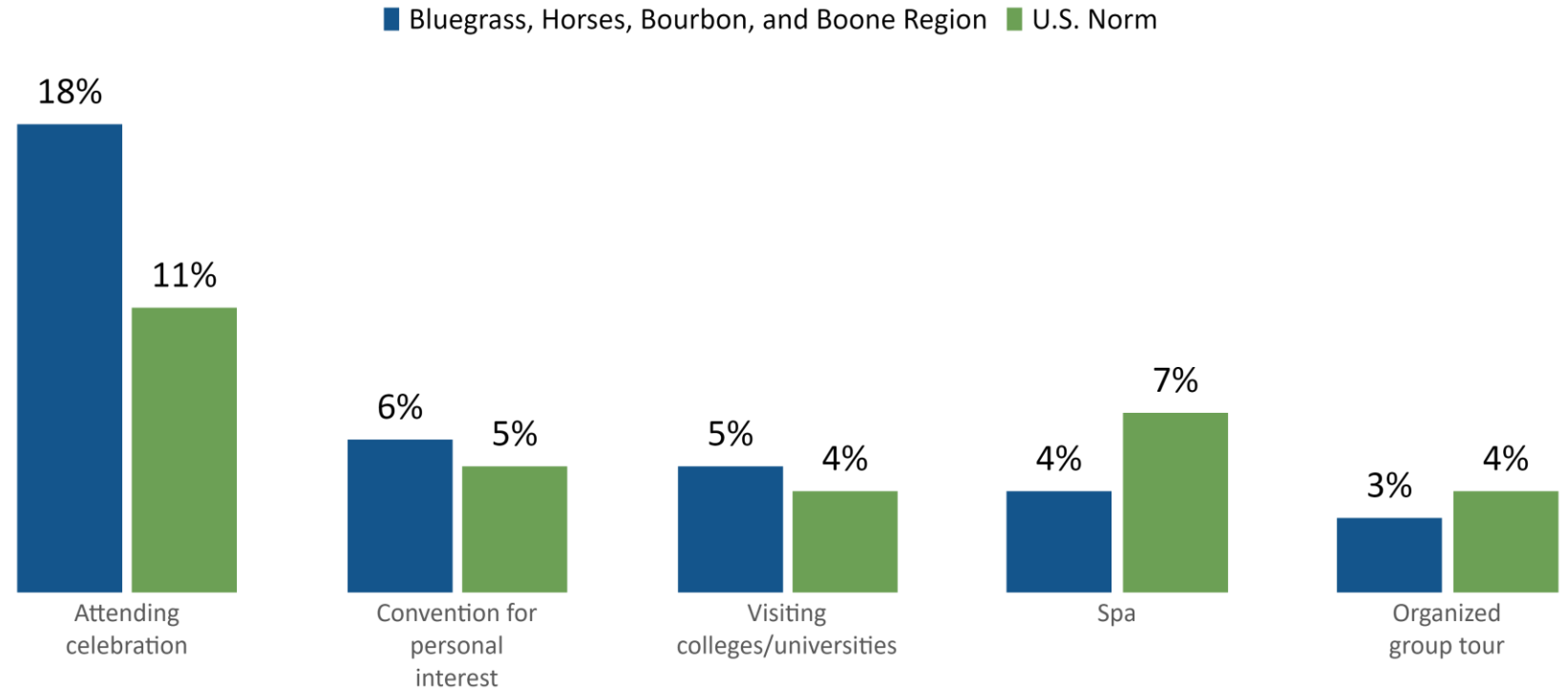
Other Activities

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

35%

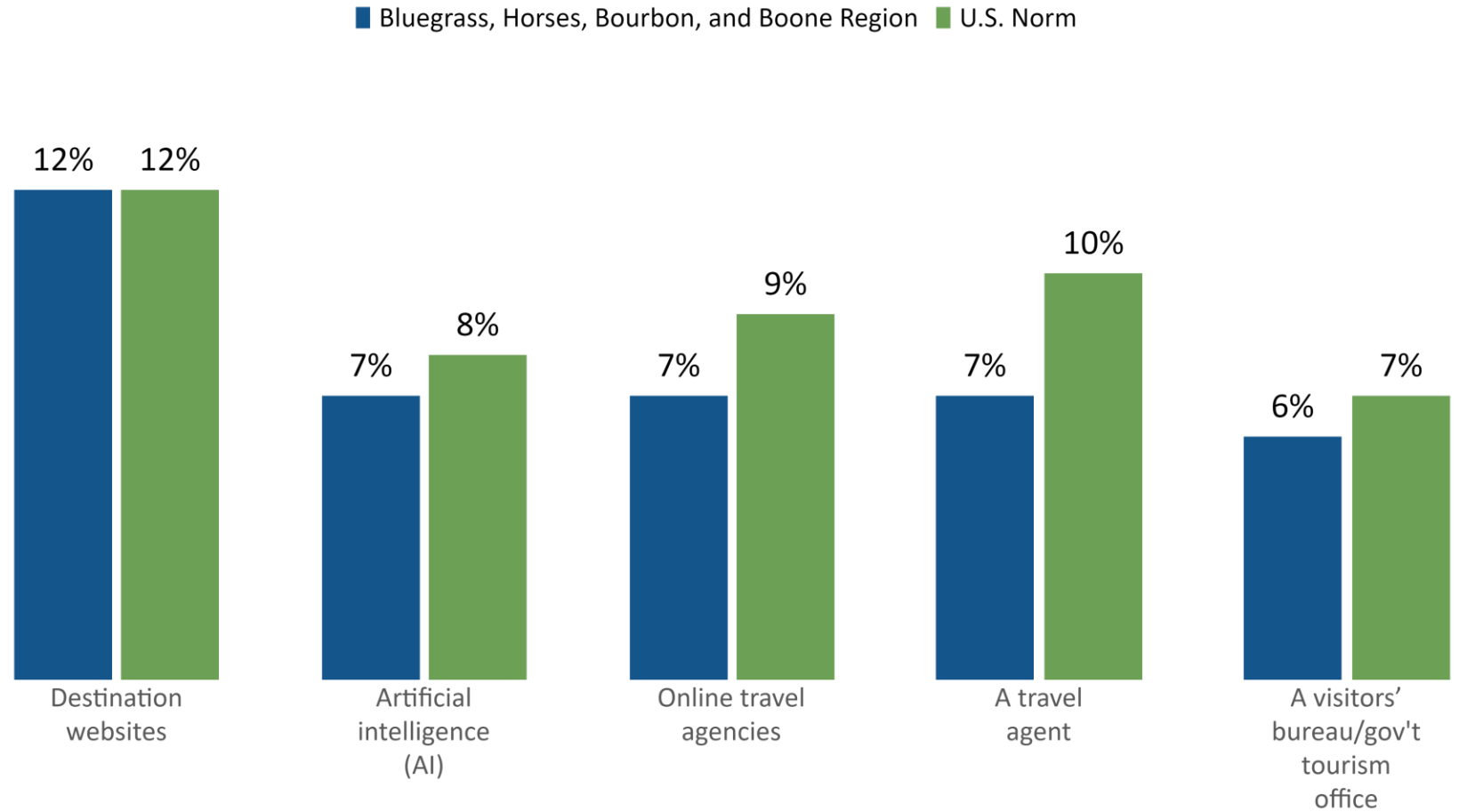
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



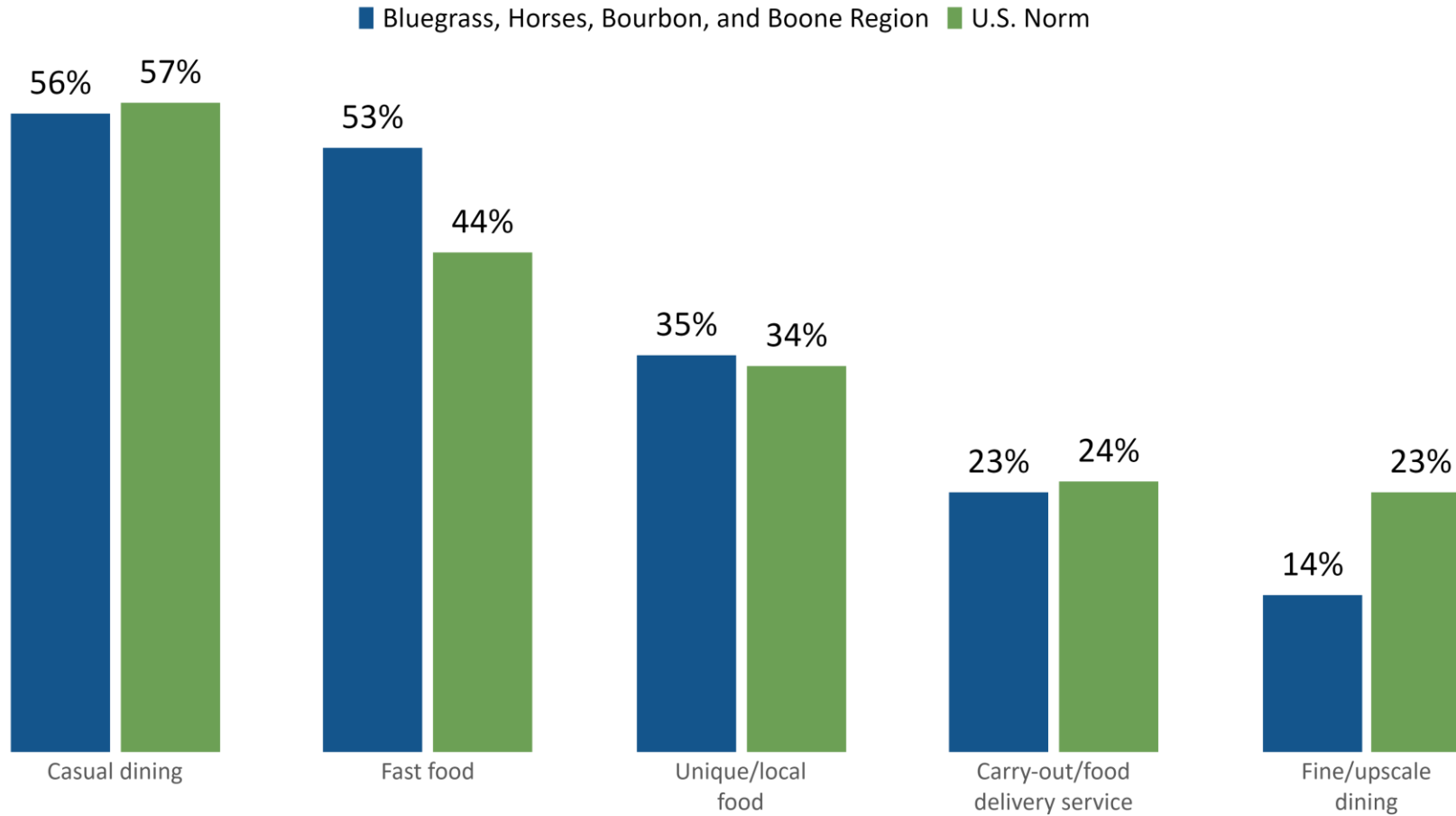
Booking: Dining

Top Booking Sources for Dining

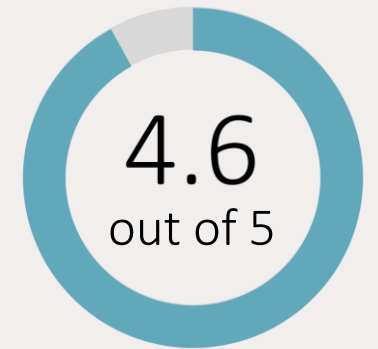


Dining

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



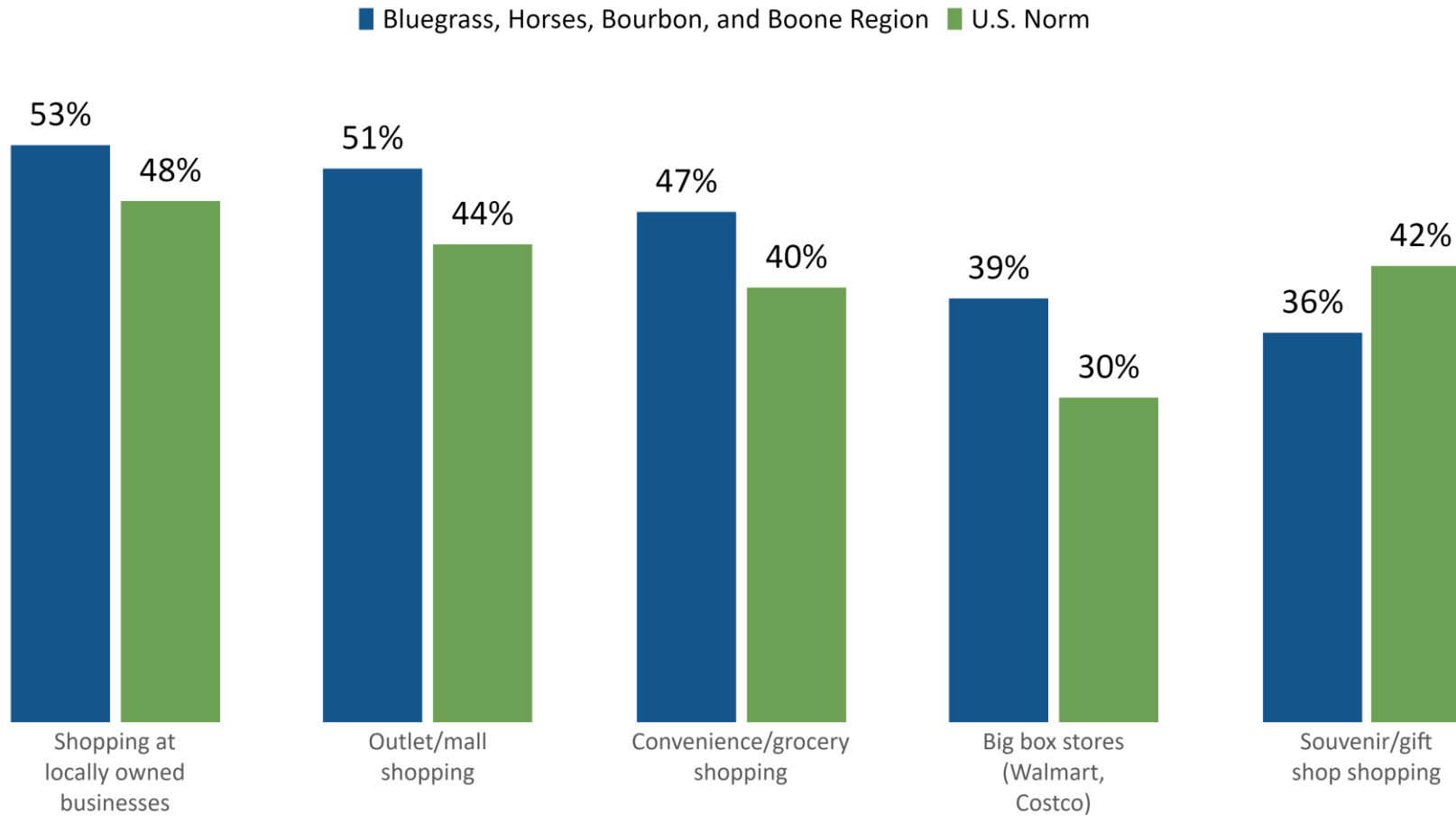
Quality of Food



Average Satisfaction Rating

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

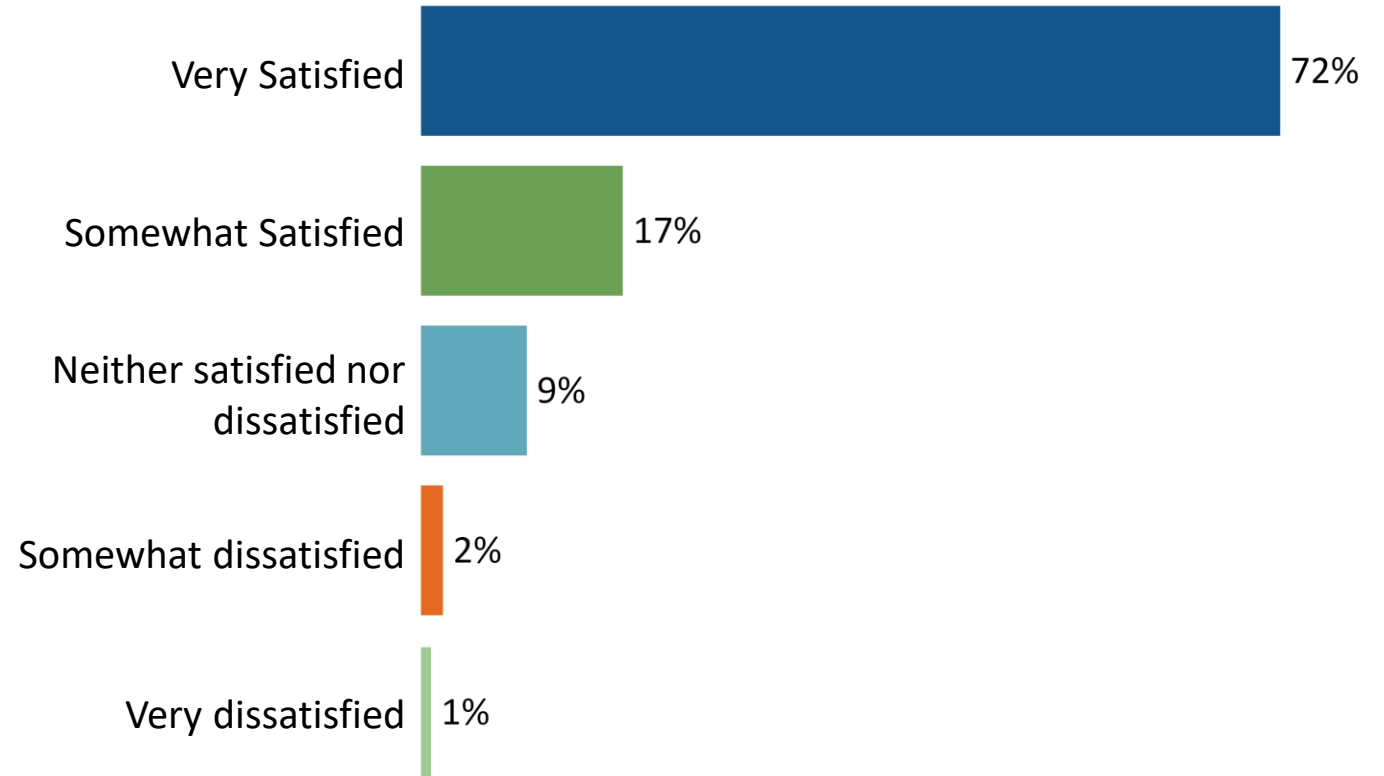
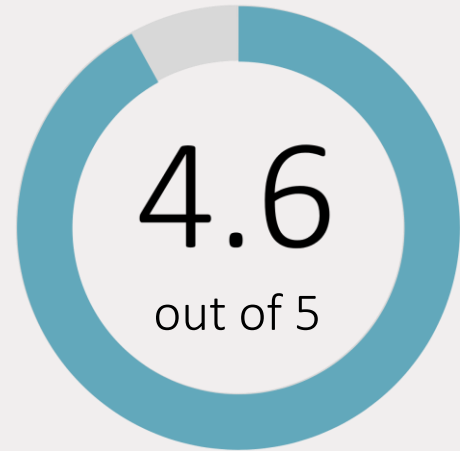
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

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

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Bluegrass, Horses, Bourbon, and Boone Region Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



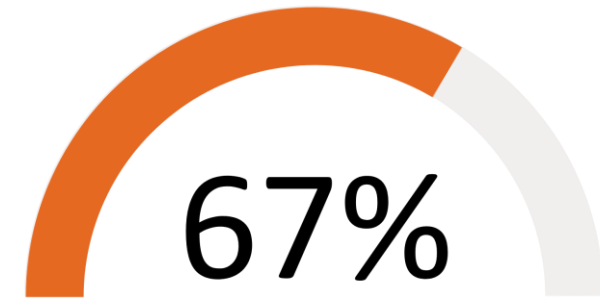
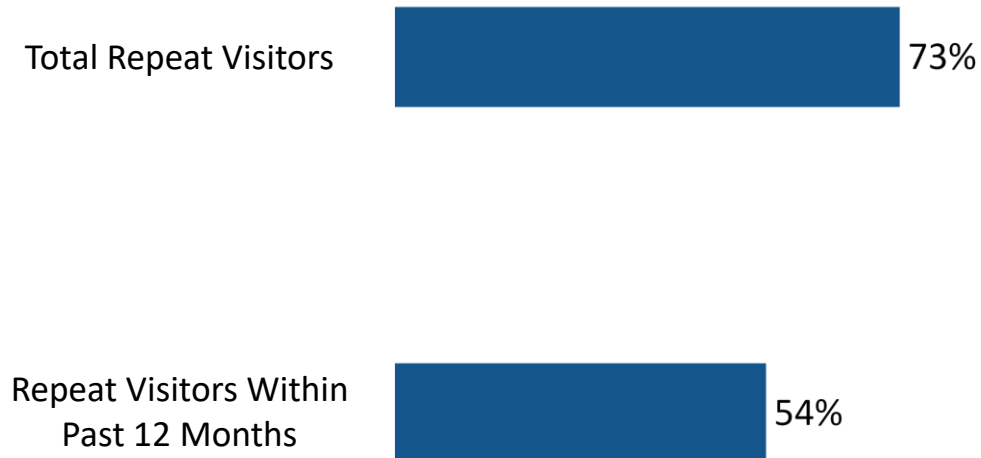
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Bluegrass, Horses, Bourbon, and Boone Region

Past Visitation



Selected That They Were
'Very Likely' to Return to
Bluegrass, Horses,
Bourbon, and Boone
Region

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

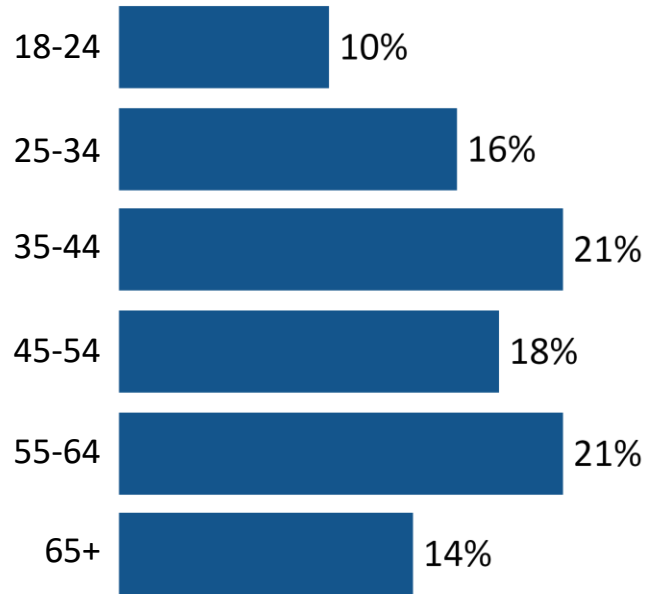
Respondent Demographics



Age, Gender, & Household Income

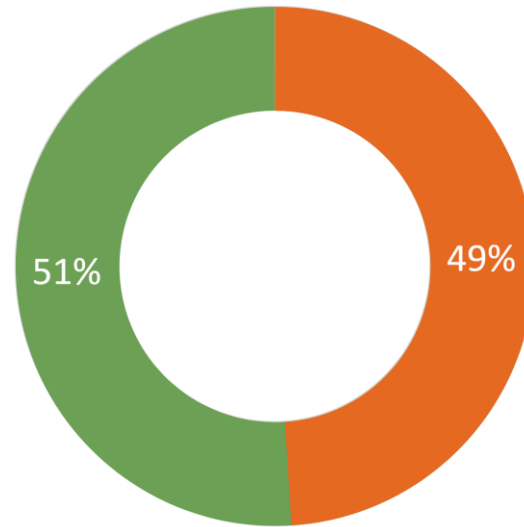
Respondent Demographics for Bluegrass, Horses, Bourbon, and Boone Region

Age



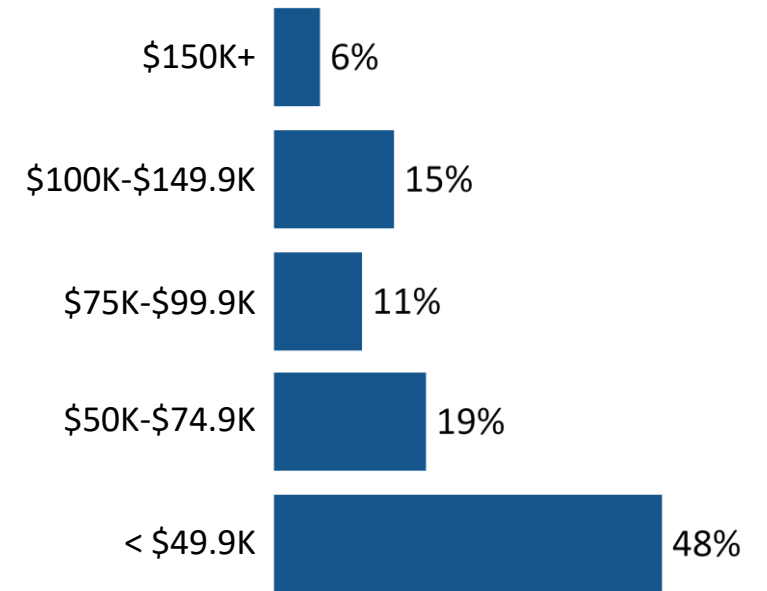
Average Age: 46.3

Gender



Female Male

Household Income

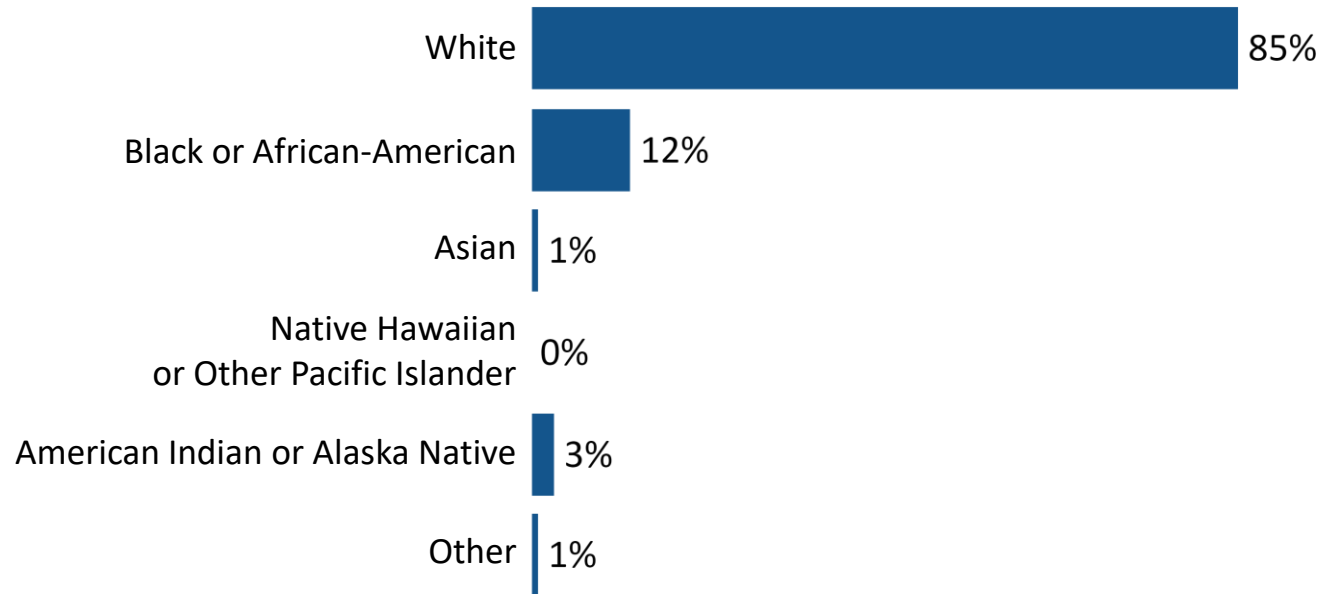


Average Income: \$66.7K

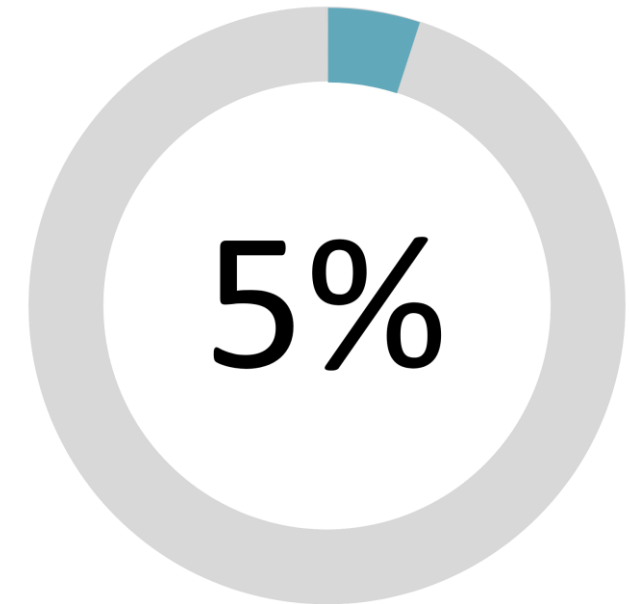
Race & Hispanic Background

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

56% full-time / self-employed

8% part-time

36% retired / not employed / other

Marital Status

55% married / living with a partner

23% single / never married

21% divorced / widowed / separated

Military Status*

88% never served in the military

11% veteran

1% currently on active duty

0% on active duty for training

Education

31% high school diploma or less / other

24% attended some college

34% associate's or bachelor's degree

12% graduate or professional degree

Sexual Orientation

89% straight

5% gay / lesbian

4% bisexual

3% other / not sure

Household Size

23% 1 member

36% 2 members

19% 3 members

13% 4 members

10% 5+ members

* Multi-select to include status for all household members

Longwoods
INTERNATIONAL

Travel USA®

Overnight Visitation Bourbon, Horses, & History Profile Report

2025



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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 overnight trips in 2025:

400

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	21%
Indiana	11%
Ohio	11%
Tennessee	6%
Michigan	5%



2025

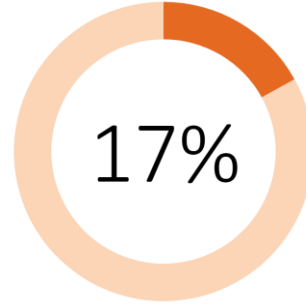
Lexington, KY	8%
Louisville, KY	8%
Indianapolis-Lafayette, IN	7%
Cincinnati, OH/KY	7%
Chicago, IL	3%

Travel Party Composition

Solo Travelers, Children, & Pets

Solo Travel
Parties

23%

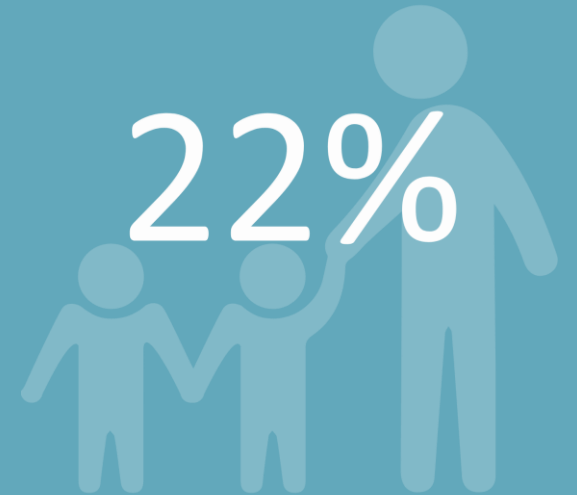


Travel Parties with Pets



Travel Parties
with Children

22%



Travel Party Composition

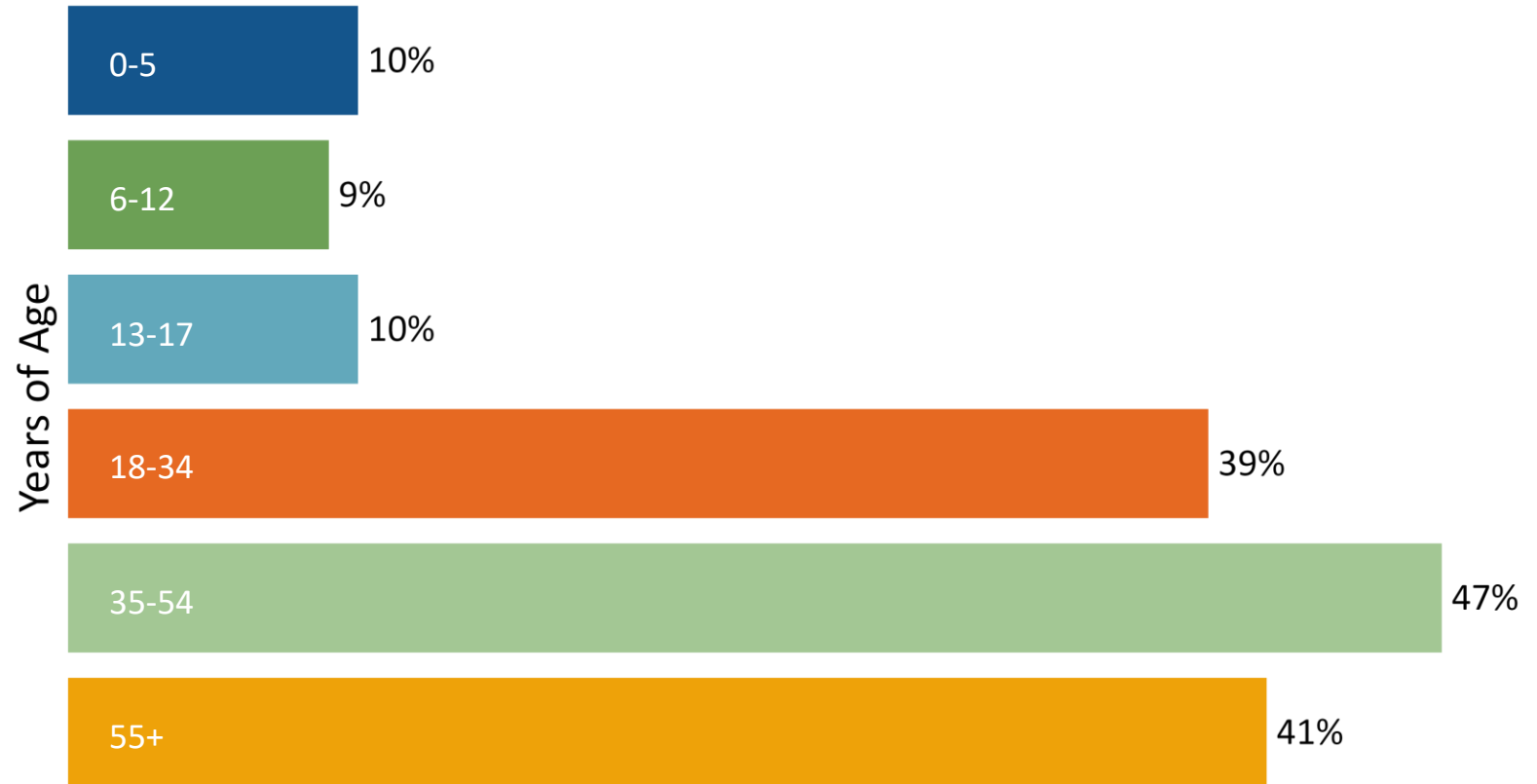
Travel Party Size & Age

Average Travel
Party Size

2.7



Travel Party Age



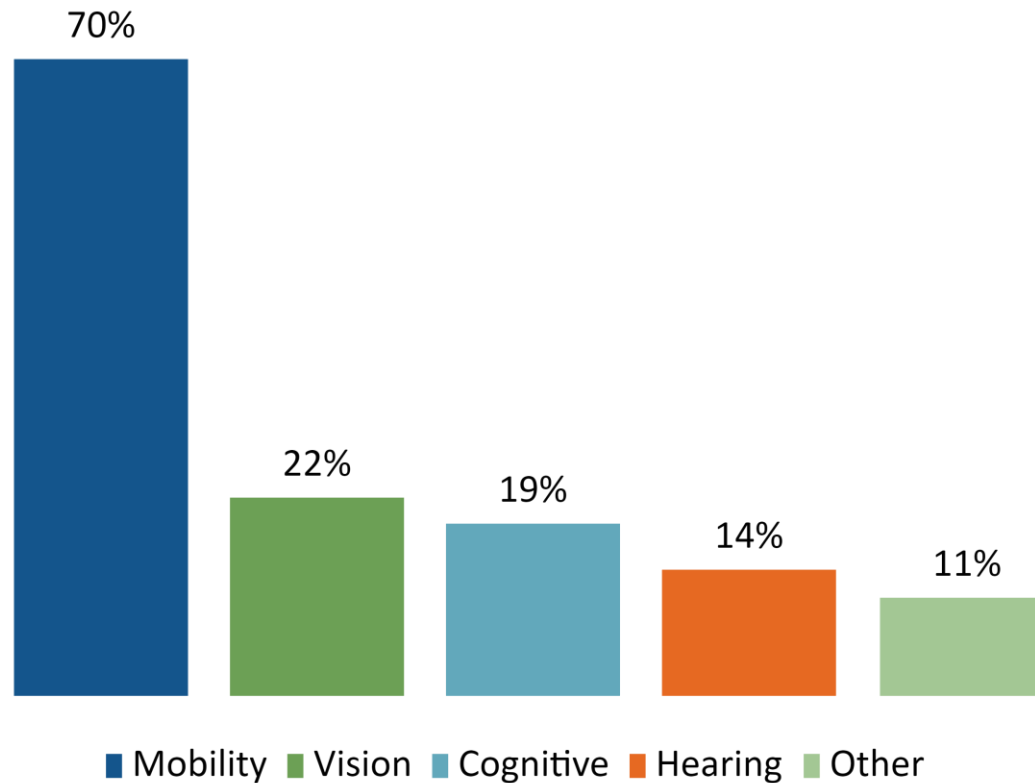
Travelers with Travel-Limiting Disabilities

Disability Categorizations

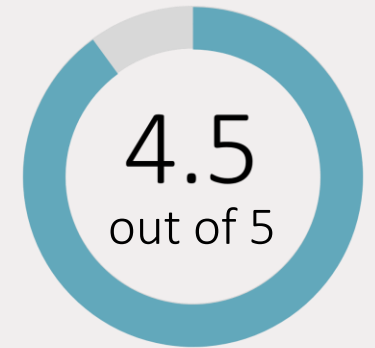
Travel Parties with
an Individual Who
Required
Accessibility
Services

12%

▼ -5.0% vs U.S. Norm



Ease of
Accessibility



Average Satisfaction Rating

Pre-Trip

Traveler Motivators & Segmentation



Main Purpose of Trip

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

47%

Visiting friends / relatives



+8.0% vs U.S. Norm

13%

Special event



+5.1% vs U.S. Norm

12%

Touring



+0.6% vs U.S. Norm

6%

Other business trip



+2.5% vs U.S. Norm

5%

City trip

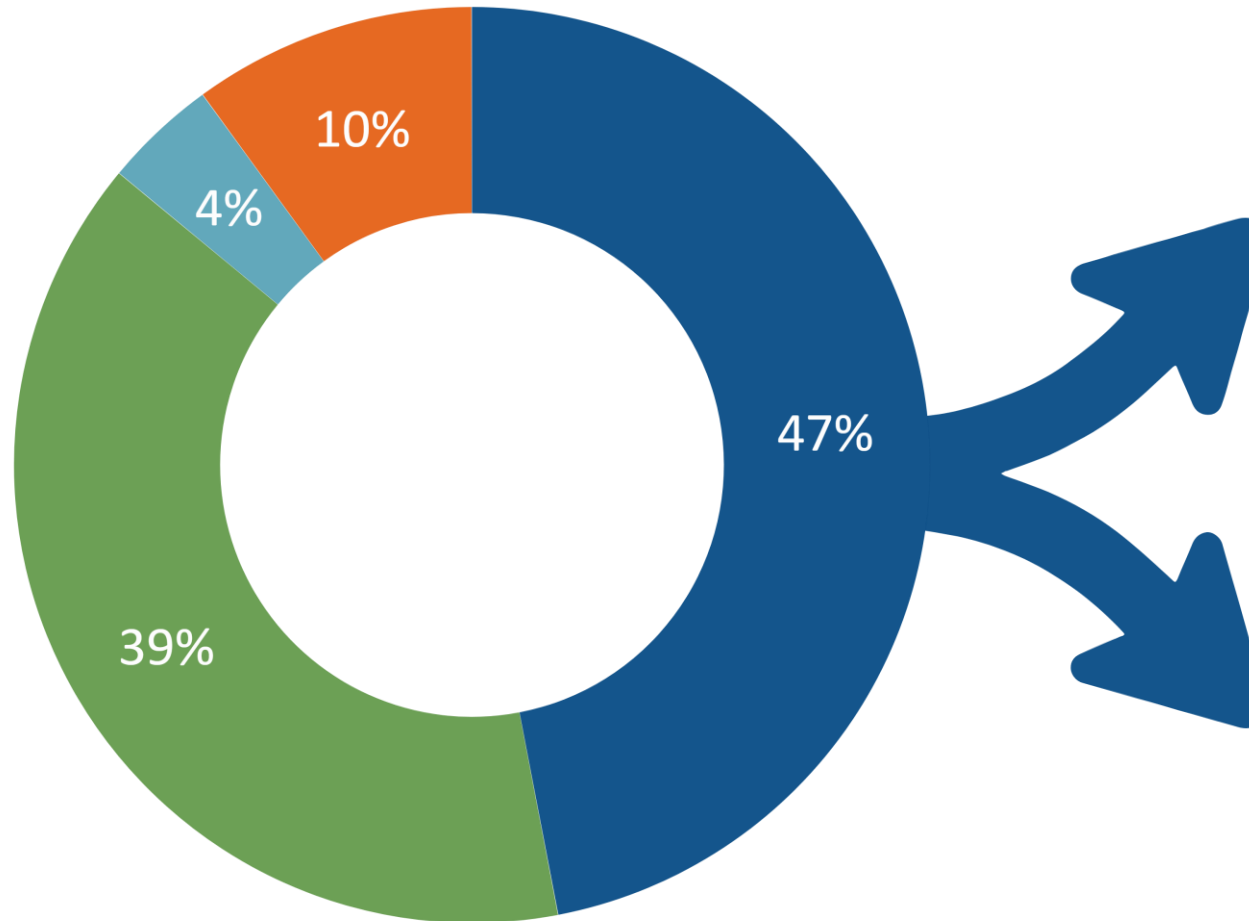


-1.8% vs U.S. Norm

Market Segmentation

A Macro View of Travelers' Main Purpose of Trip

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



89%

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

11%

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

27%

Budget friendly traveler:
prioritizing affordability
and value for money

14%

Family traveler:
prioritizing activities and
accommodations
suitable for children

13%

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

12%

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

11%

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

7%

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

Pre-Trip

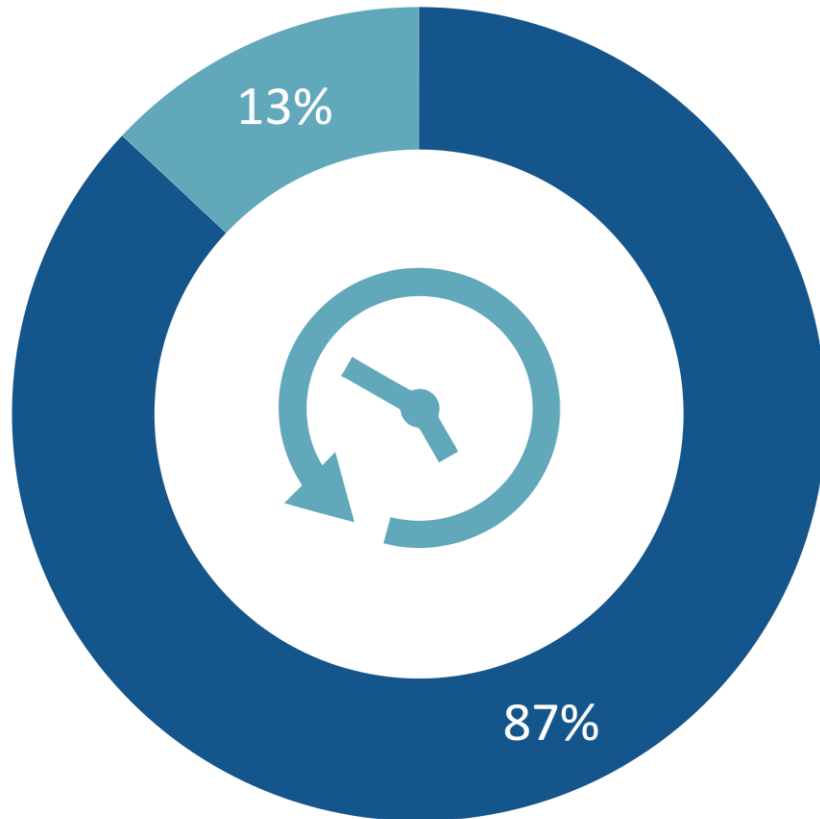
Travel Planning



Duration of Travel Planning

When Travelers Began Research for Their Trip

■ Planned in advance ■ Did not plan in advance



Did not plan
anything in
advance

13%



+2.4% vs U.S. Norm

2 months or
less

52%



+4.2% vs U.S. Norm

3-5 months

19%



-2.2% vs U.S. Norm

6 months or
more

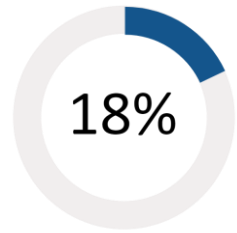
16%



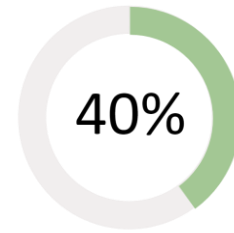
-4.5% vs U.S. Norm

Sources of Trip Planning

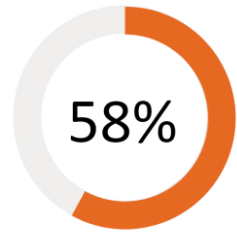
Share of Travelers Who Used Each Media Type for Trip Planning



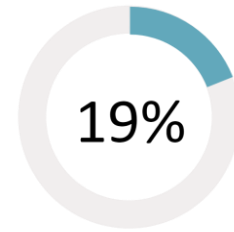
Print



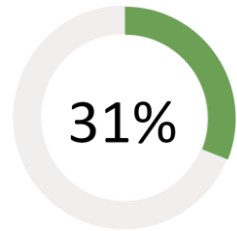
In-Person



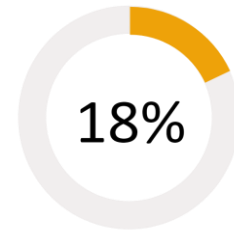
Online/Digital



TV/Video



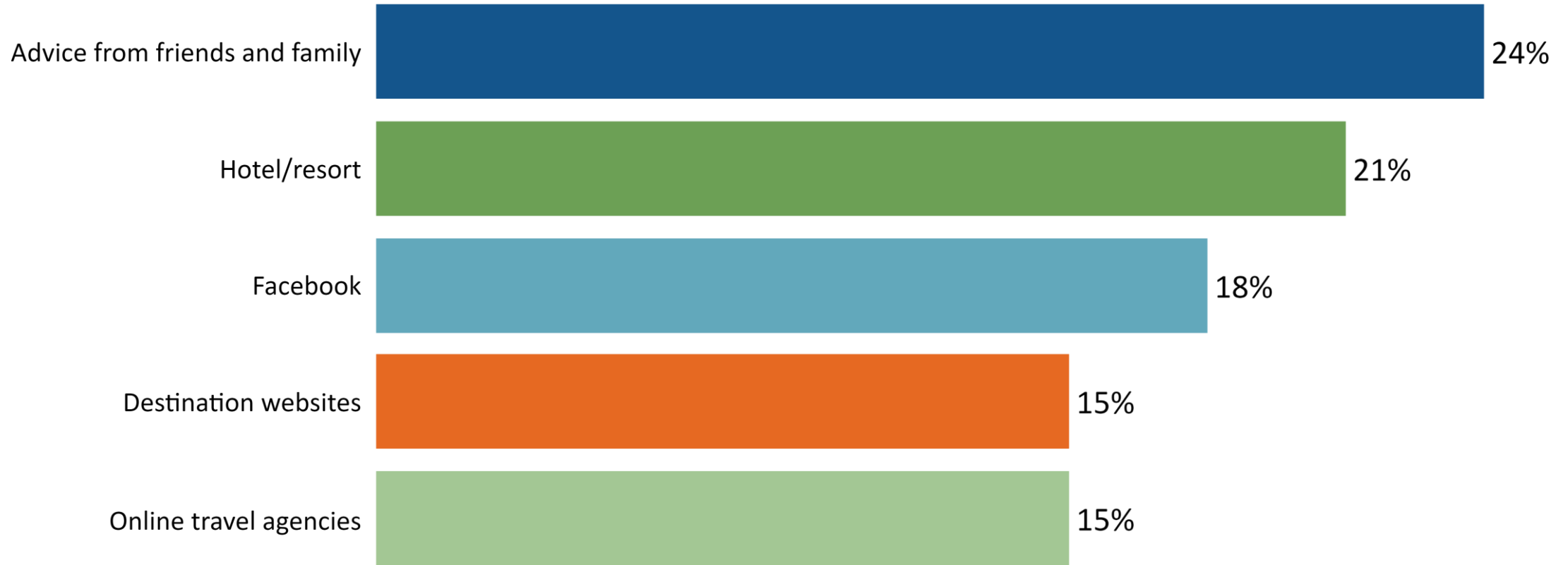
Social Media



Radio/Audio

Sources of Trip Planning

Top Information Sources Travelers Used for Trip Planning



During Trip

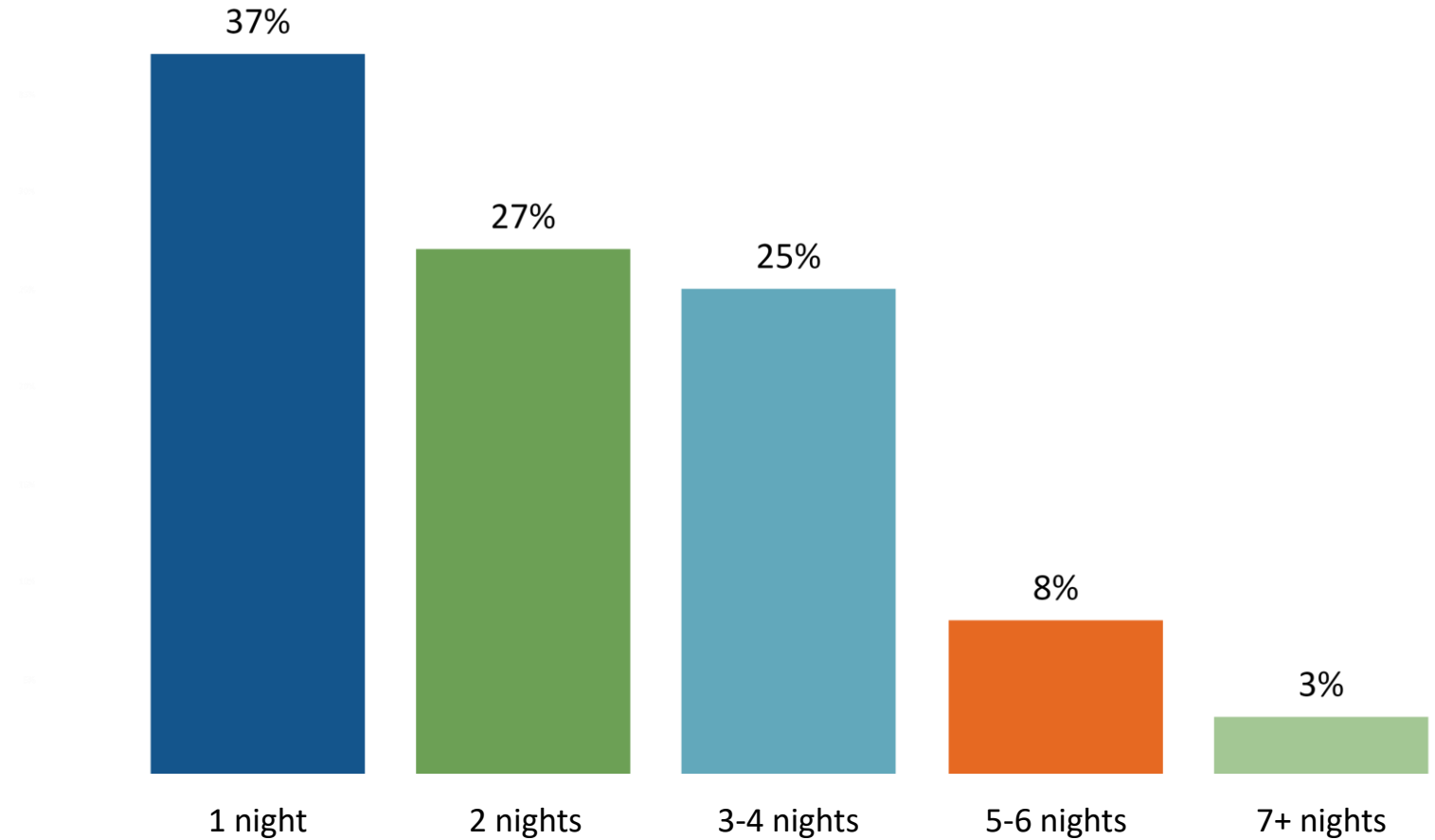
Trip Structure

Trip Structure

Nights Spent in Bourbon, Horses, & History

Average
Number of Nights

2.5



Trip Structure

Share of Total Trip Spent in Bourbon, Horses, & History

Average Number of
Nights Spent in Bourbon,
Horses, & History

2.5

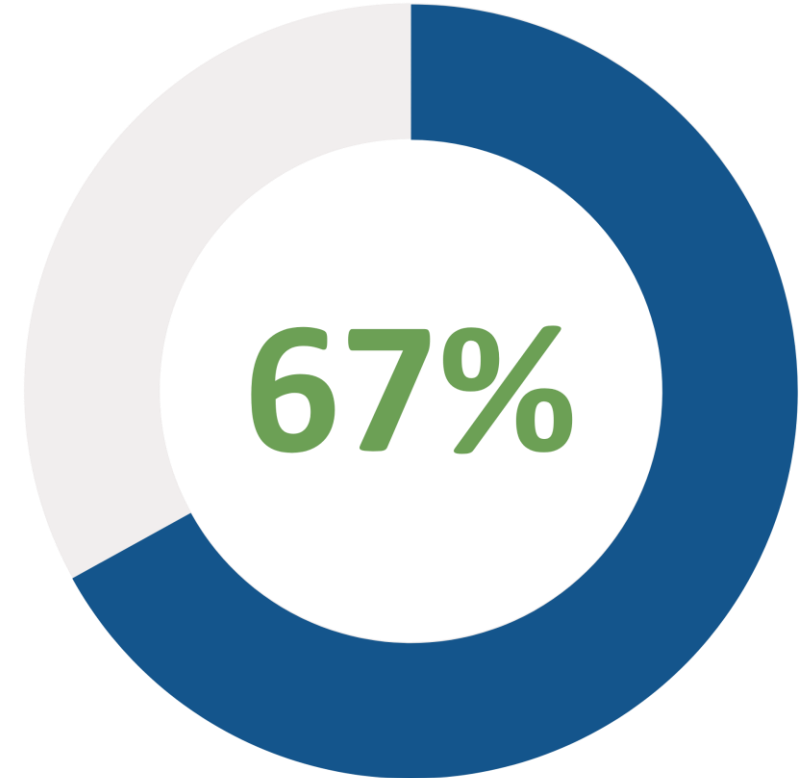
Average Number of
Total Trip Nights

3.8

*Accounts for trip nights that
Bourbon, Horses, & History travelers
spent in other destinations.*

=

Share of Total Trip Spent in
Bourbon, Horses, & History



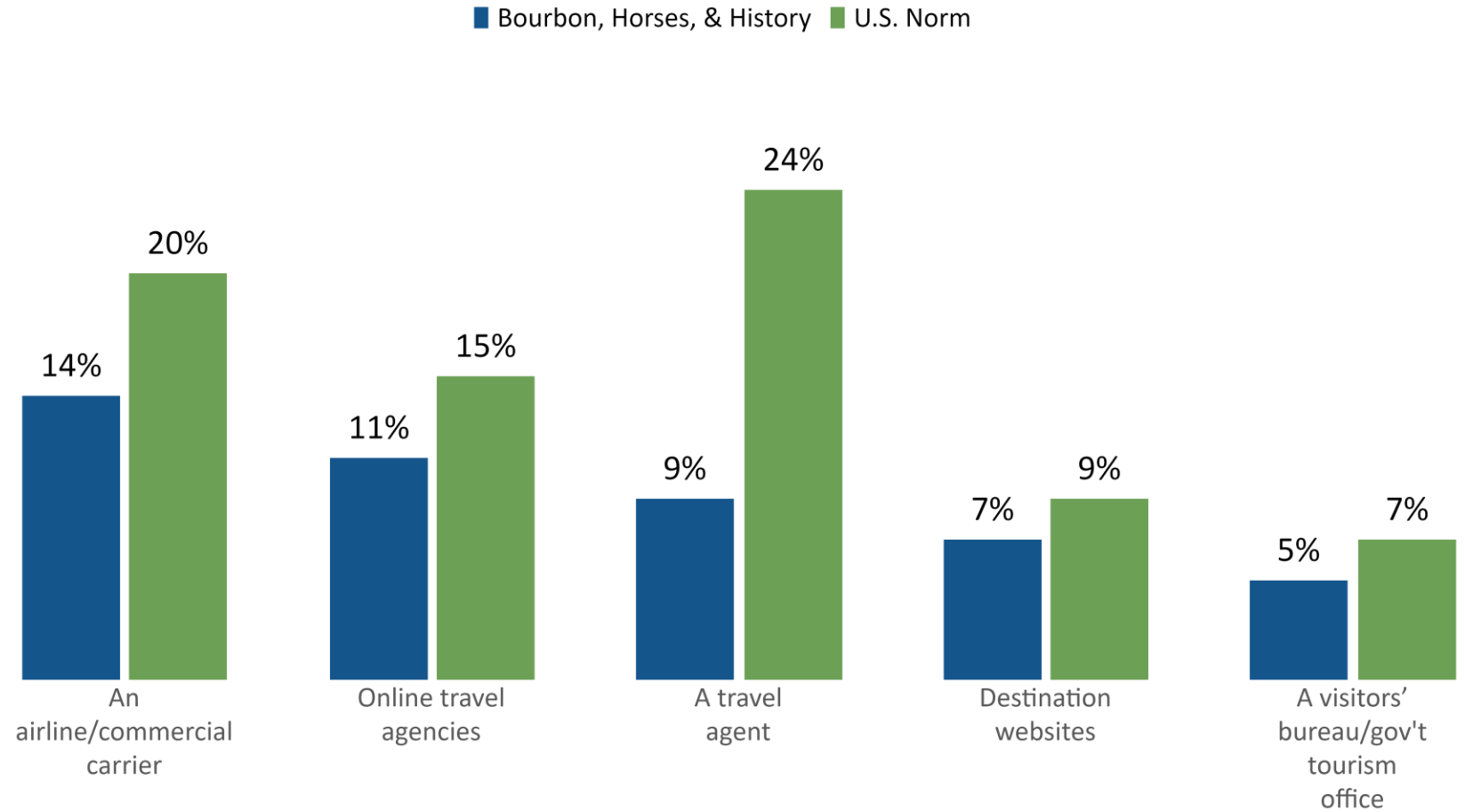
A higher percentage identifies the destination as the primary focus of travelers' itinerary.

During Trip

Transportation & Accommodations

Booking: Transportation

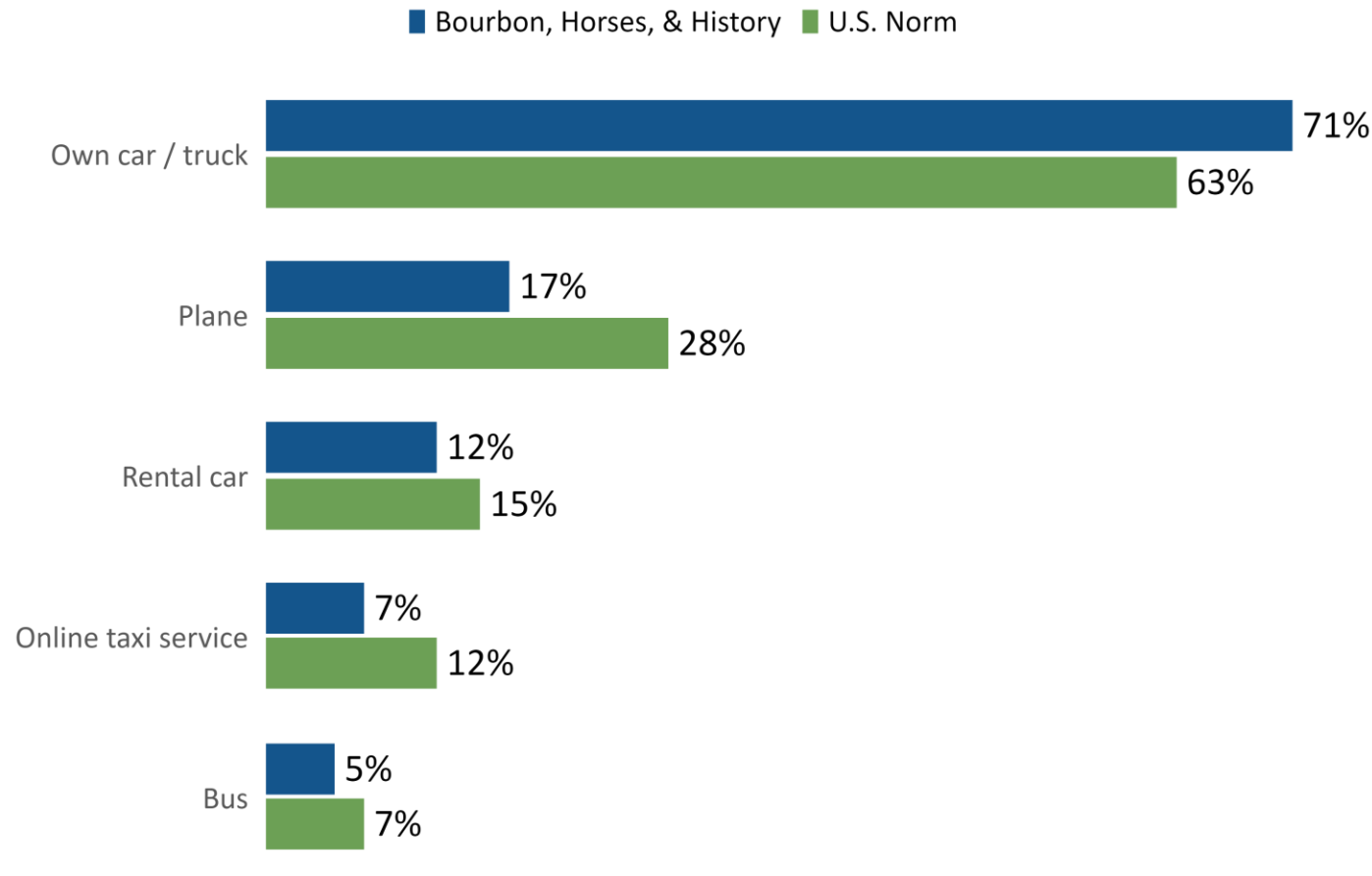
Top Booking Sources for Transportation



See Reference Guide for a full list of booking sources.

Transportation to Destination

Top Modes of Transportation Used by Travelers to Get to Bourbon, Horses, & History



Vehicle Type

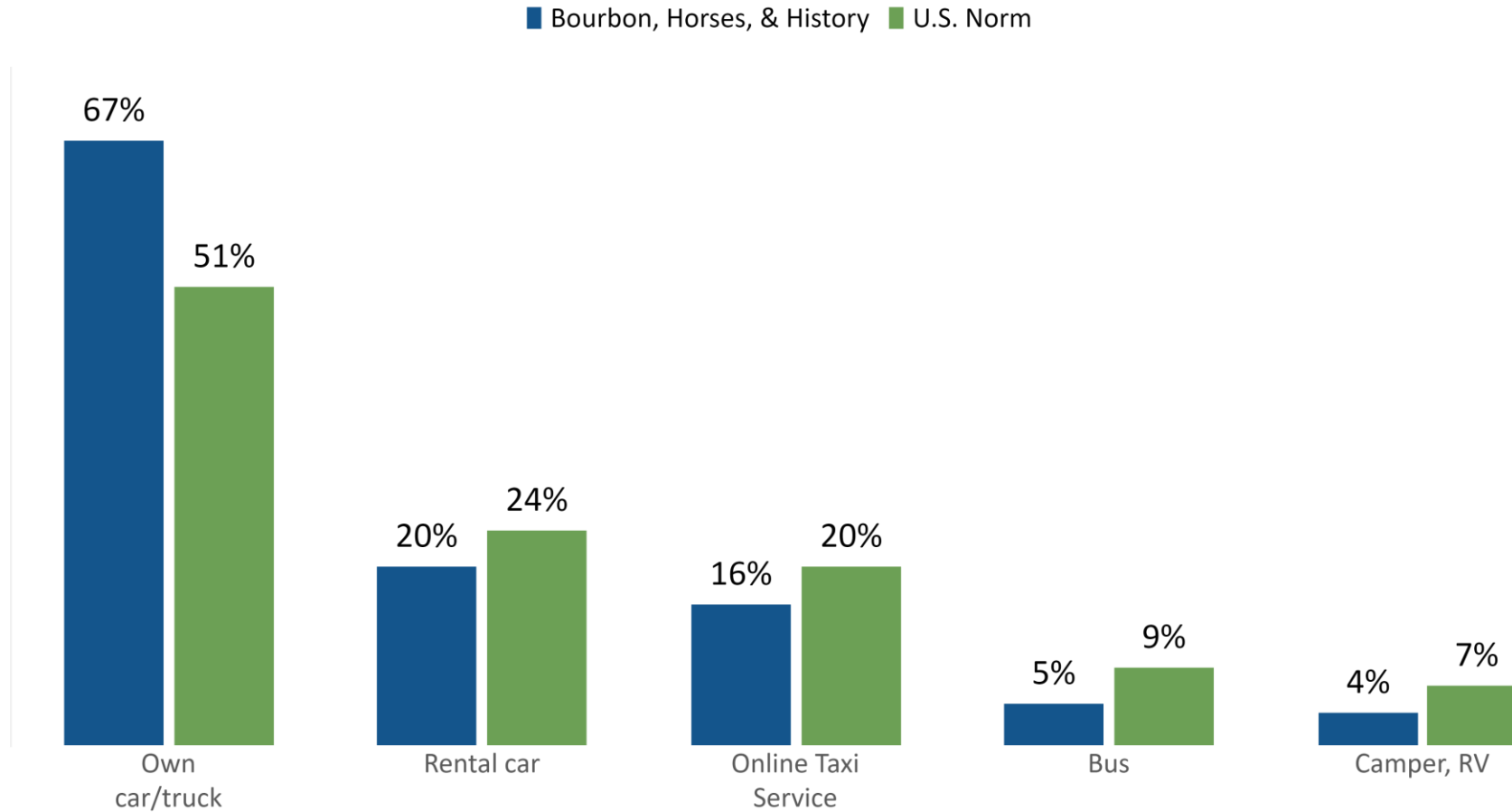
Gasoline/diesel	87%	▲	+8.4% vs U.S. Norm
Hybrid	8%	▼	-3.9% vs U.S. Norm
Electric	3%	▼	-7.0% vs U.S. Norm
Plug-in-hybrid	4%	▼	-2.4% vs U.S. Norm

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

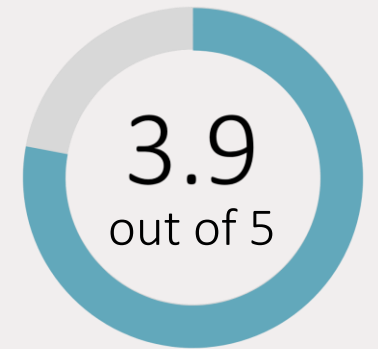
See Reference Guide for a full list of transportation modes.

Transportation *Within* Destination

Top Modes of Transportation Used by Travelers in Bourbon, Horses, & History



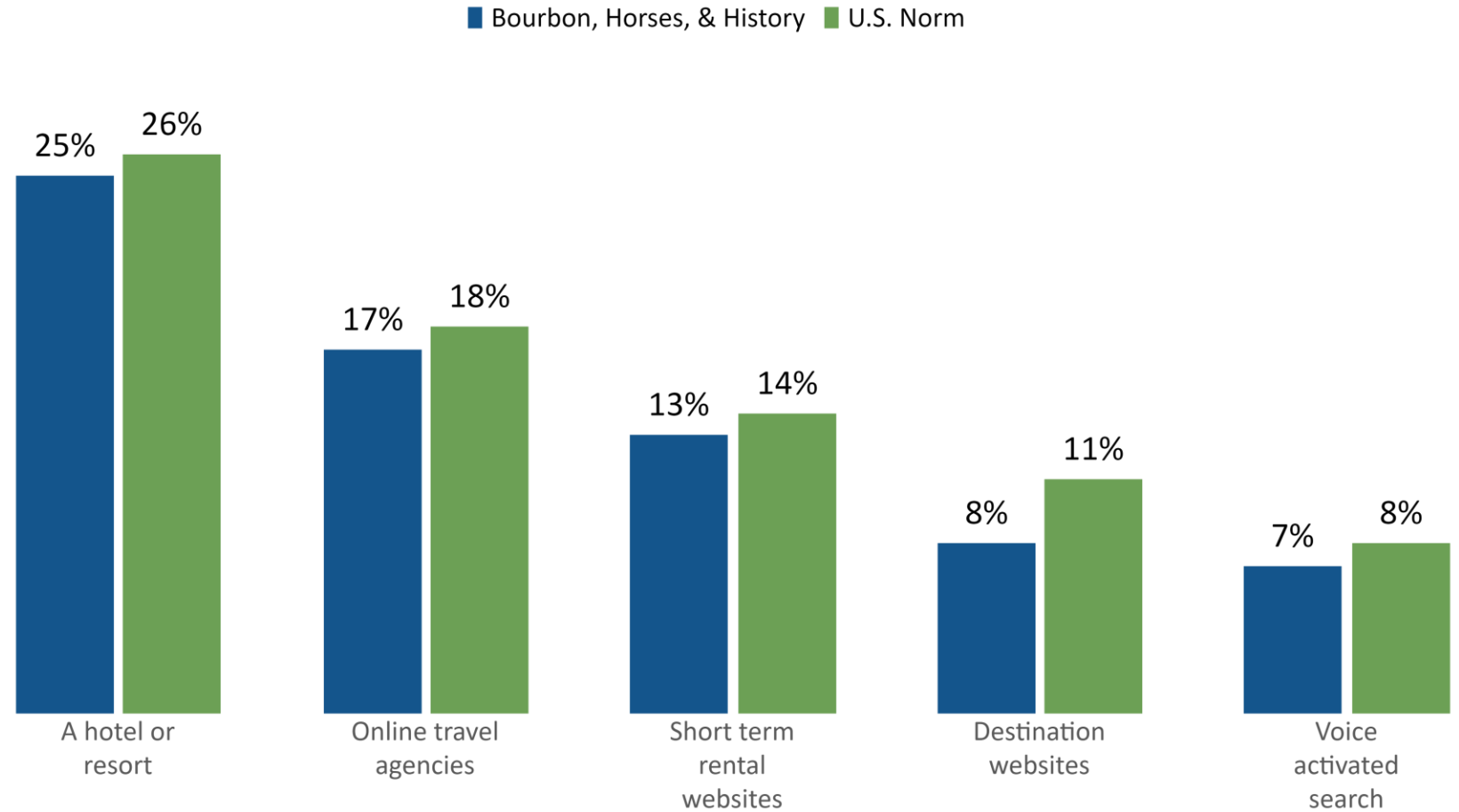
Public
Transportation



Average Satisfaction Rating

Booking: Accommodations

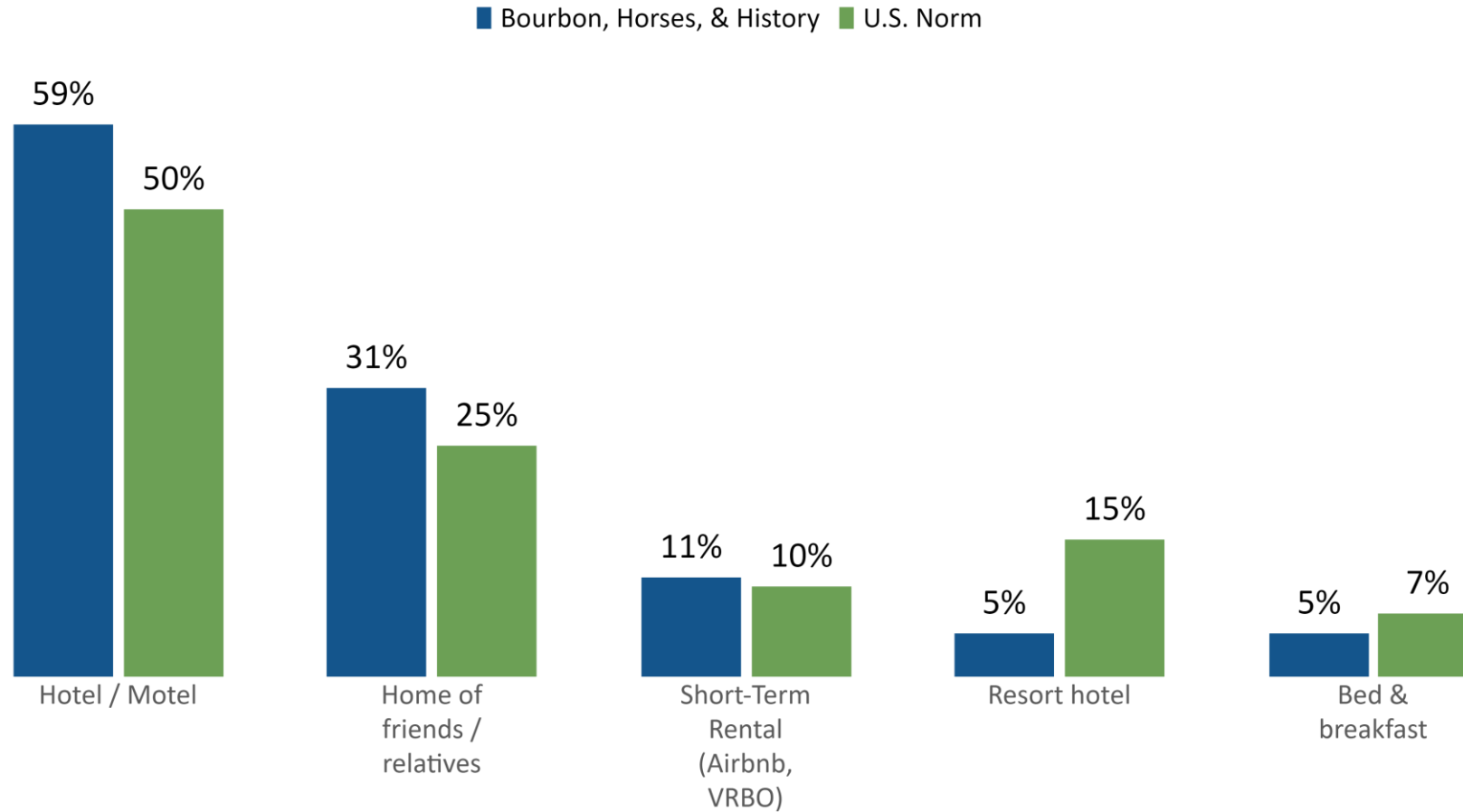
Top Booking Sources for Accommodations



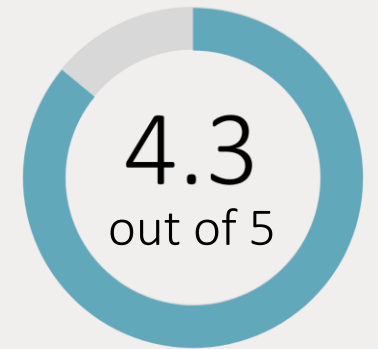
See Reference Guide for a full list of booking sources.

Accommodations

Top Accommodation Types for Bourbon, Horses, & History Travelers



Quality of Accommodations



Average Satisfaction Rating

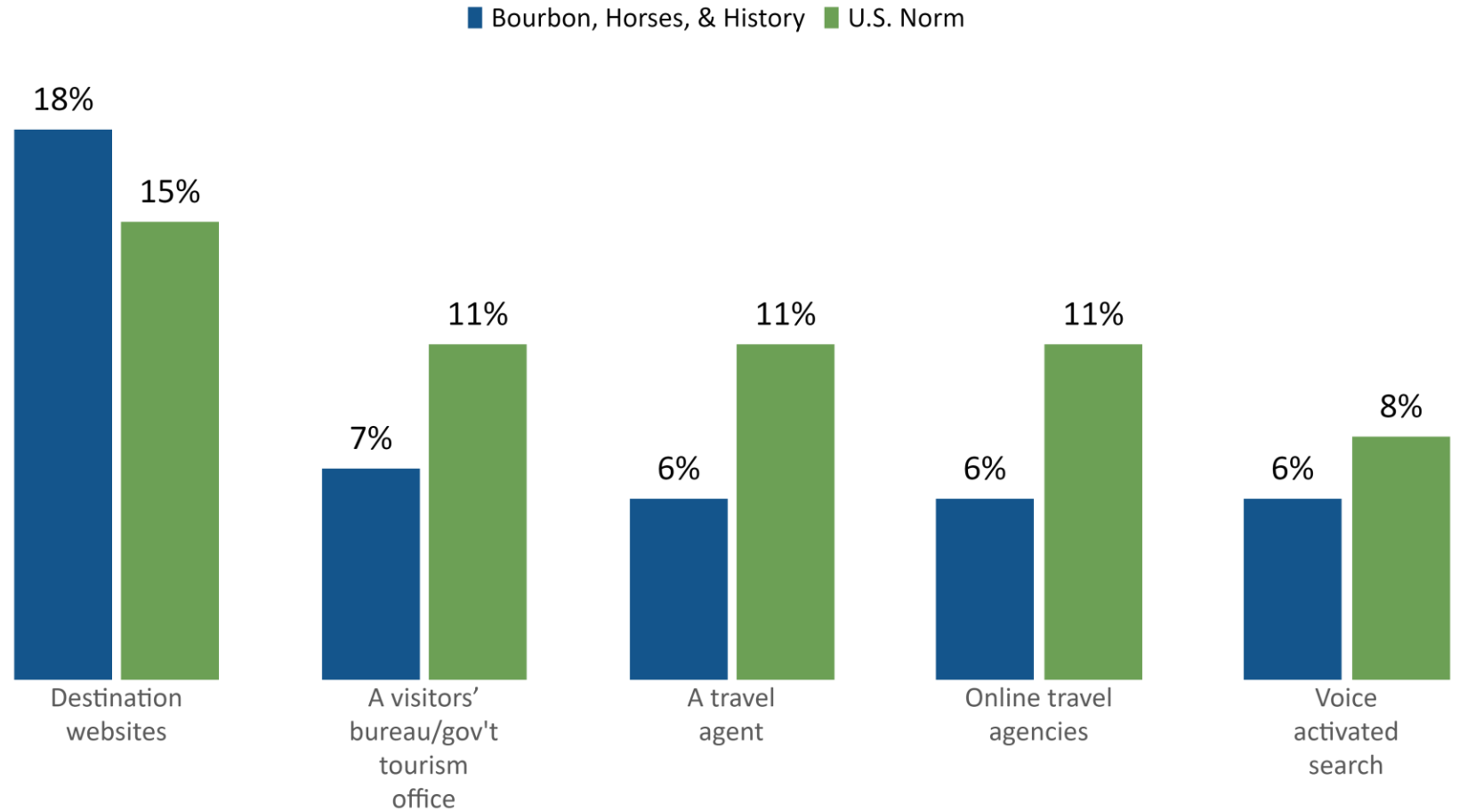
During Trip

Destination Activities



Booking: Activities

Top Booking Sources for Activities



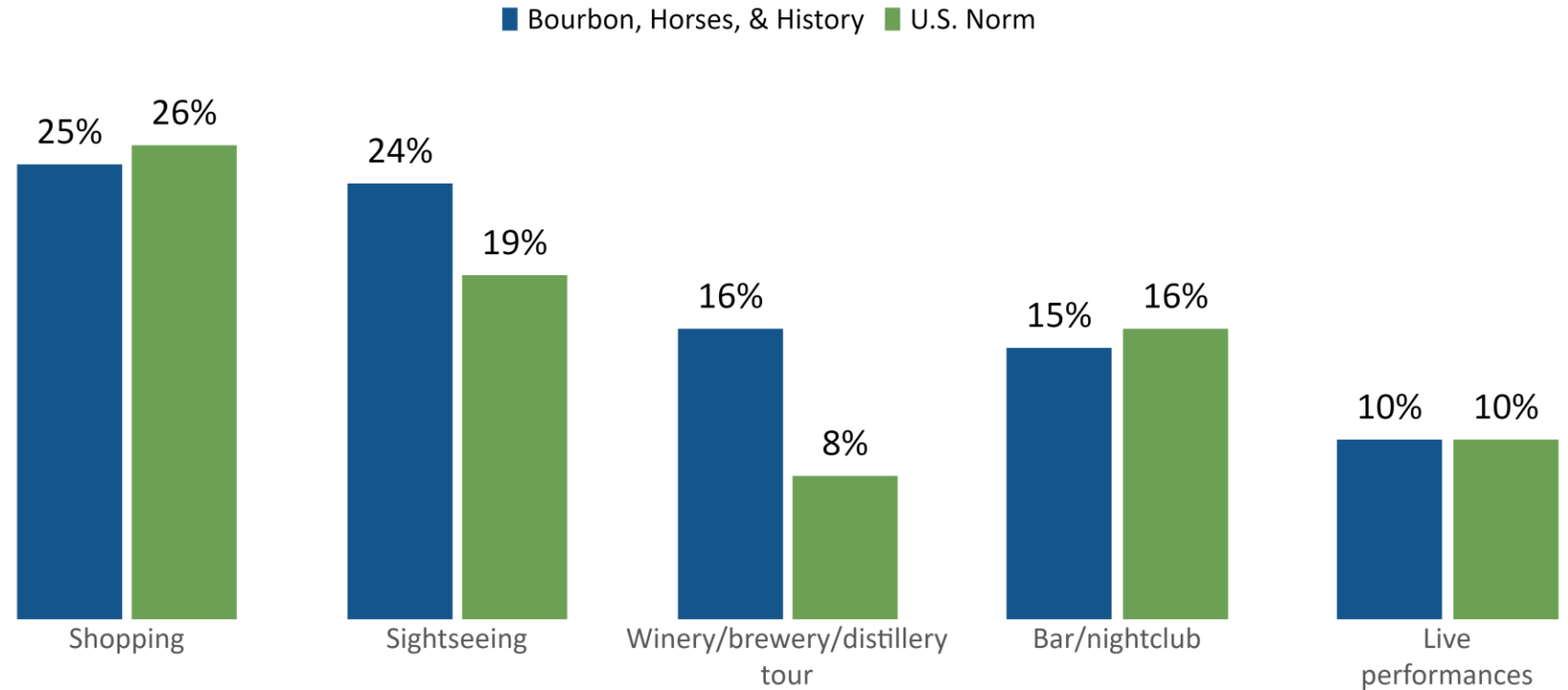
Entertainment Activities

Top Entertainment Activities for Bourbon, Horses, & History Travelers

65%

Participated in
Entertainment
Activities
During Their Trip

U.S. Norm: 62%



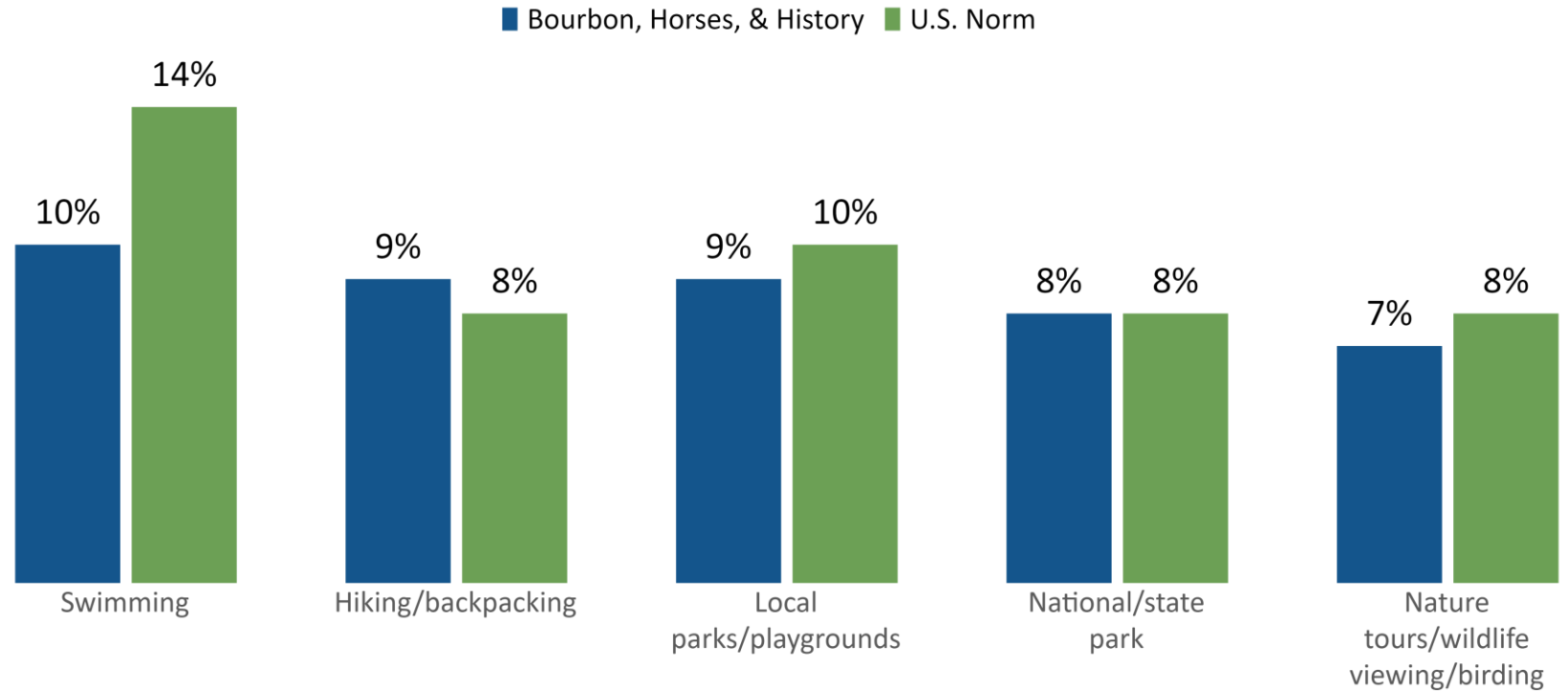
Recreational Activities

Top Recreational Activities for Bourbon, Horses, & History Travelers

44%

Participated in
Recreational
Activities
During Their Trip

U.S. Norm: 52%



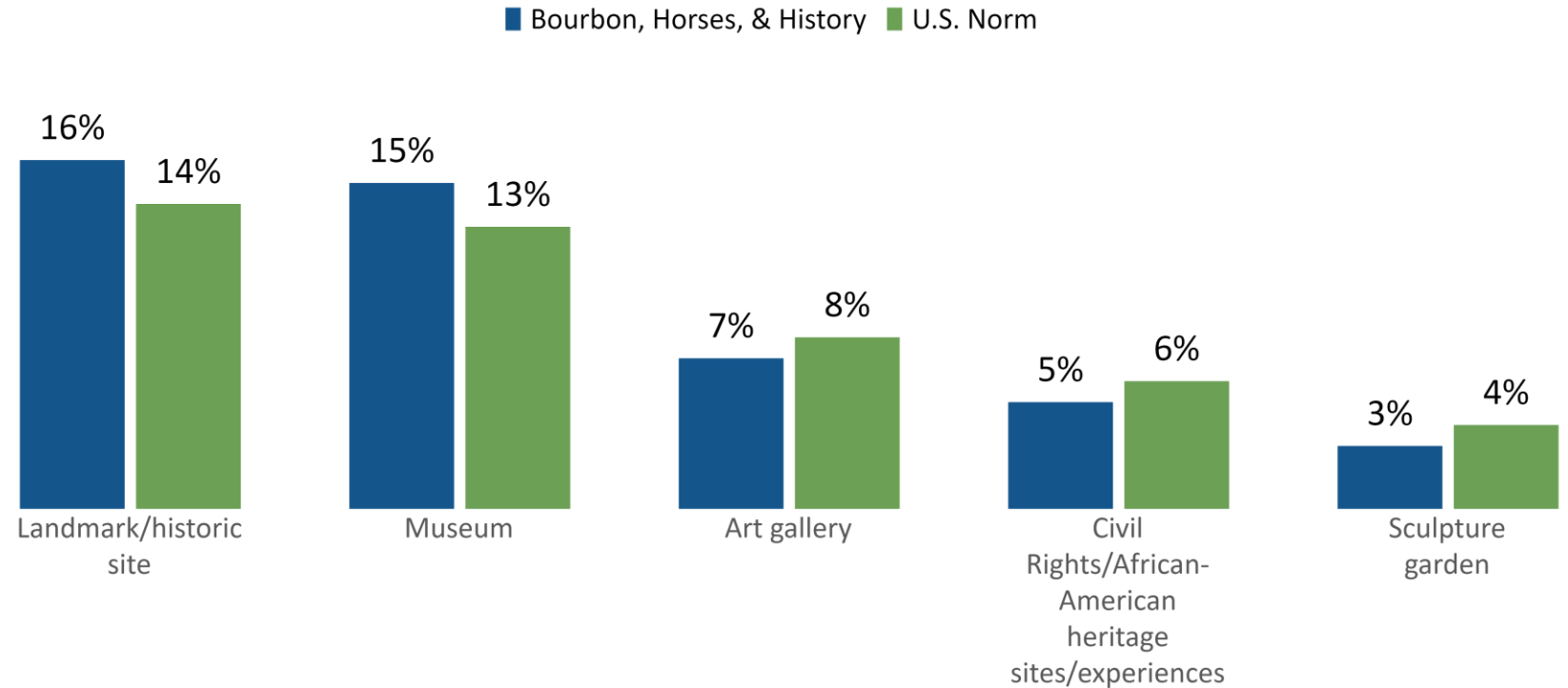
Cultural Activities

Top Cultural Activities for Bourbon, Horses, & History Travelers

31%

Participated in
Cultural
Activities
During Their Trip

U.S. Norm: 33%



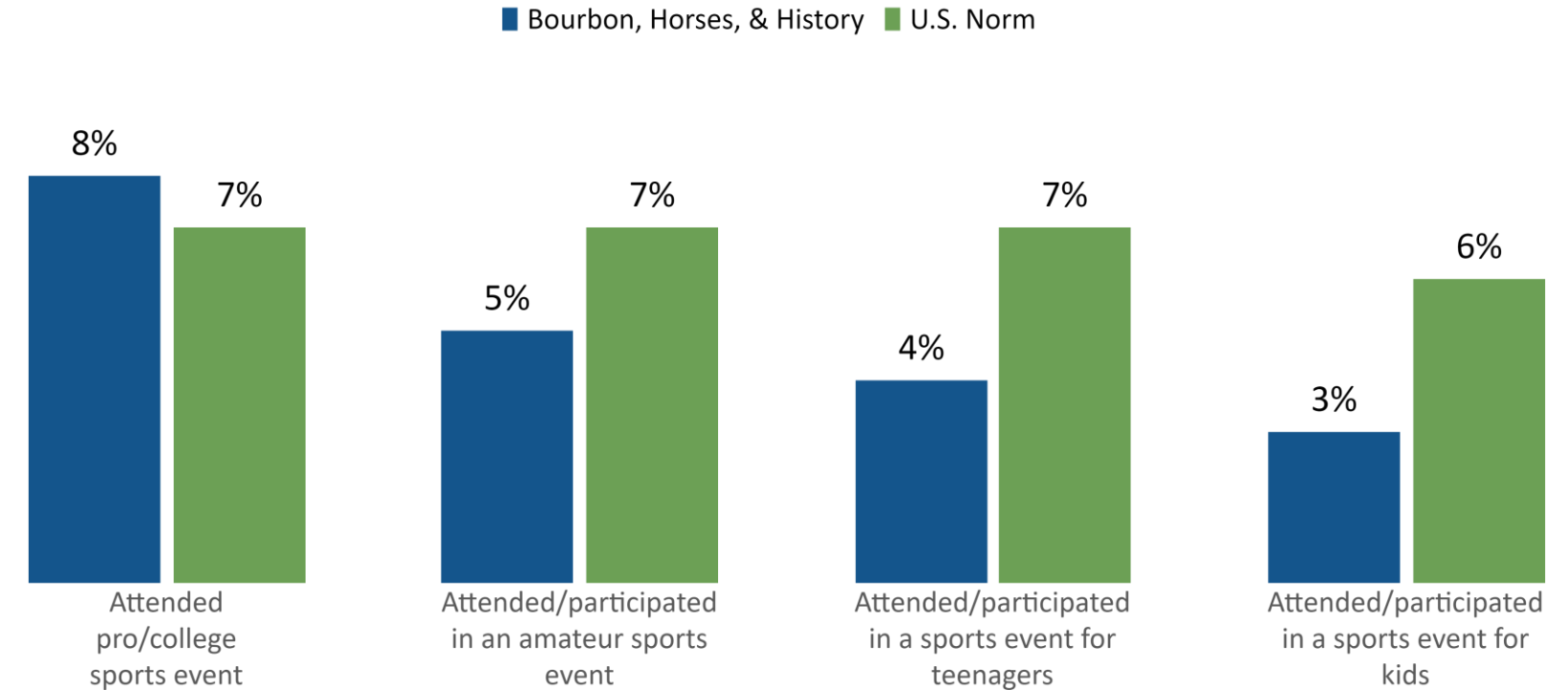
Sporting Events

Top Sporting Events for Bourbon, Horses, & History Travelers

17%

Participated in
Sporting
Events
During Their Trip

U.S. Norm: 21%



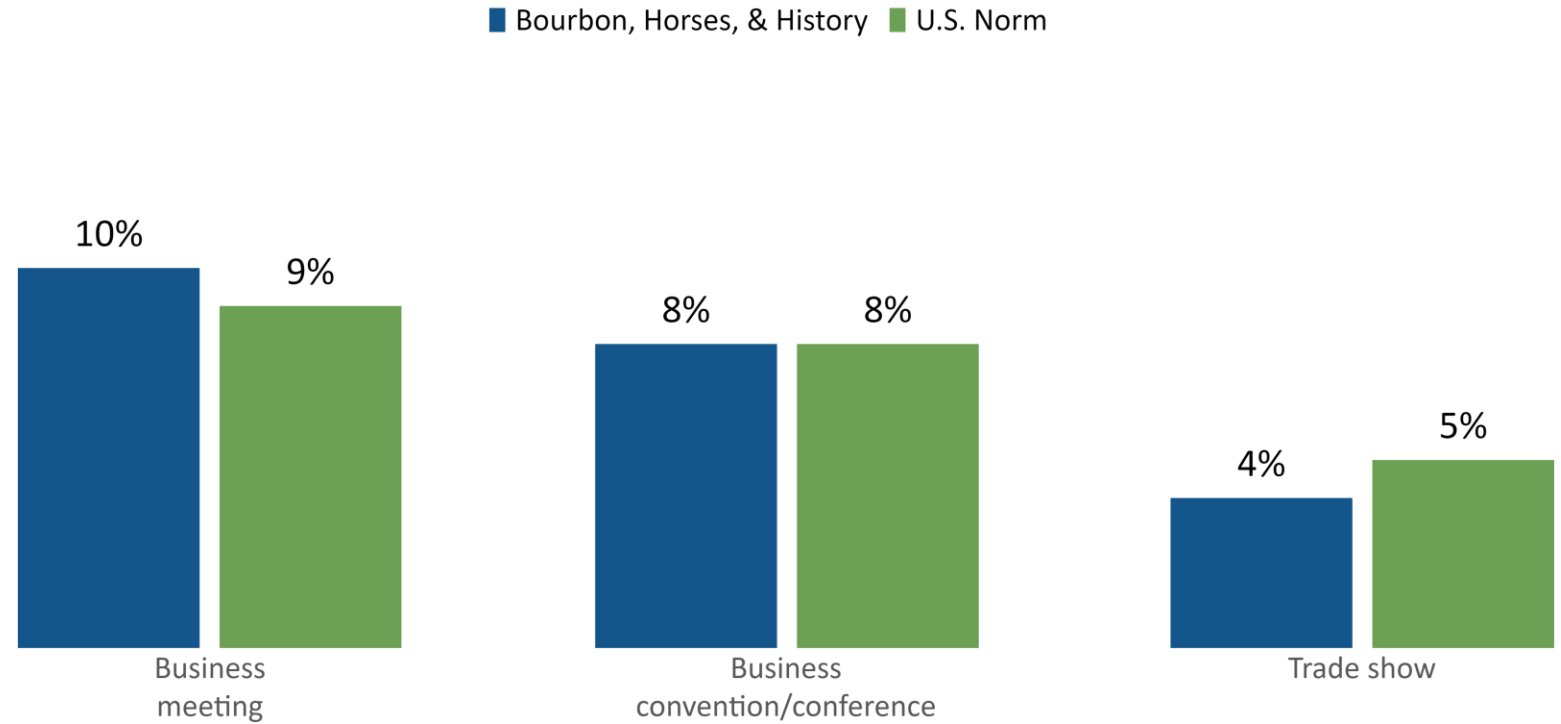
Business Activities

Top Business Activities for Bourbon, Horses, & History Travelers

16%

Participated in
Business
Activities
During Their Trip

U.S. Norm: 17%



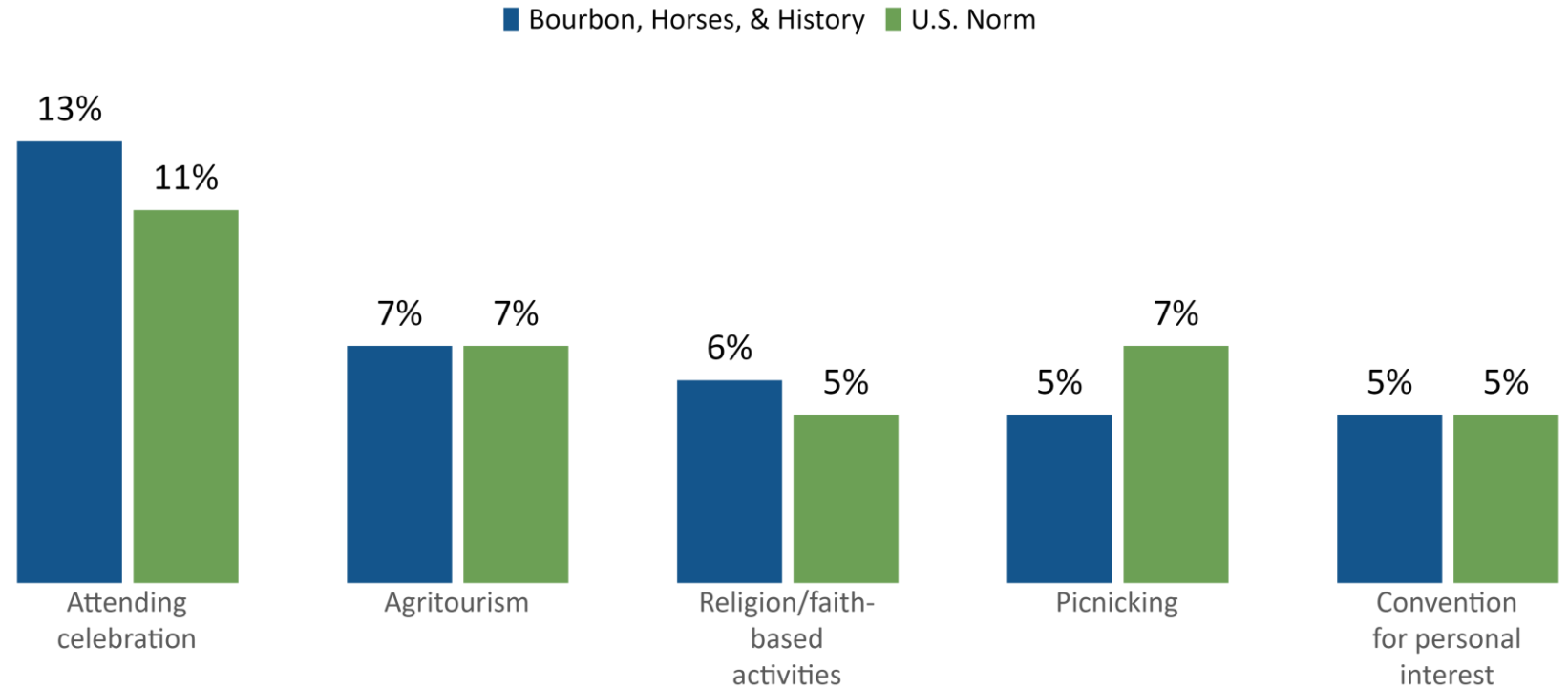
Other Activities

Top Other Activities for Bourbon, Horses, & History Travelers

40%

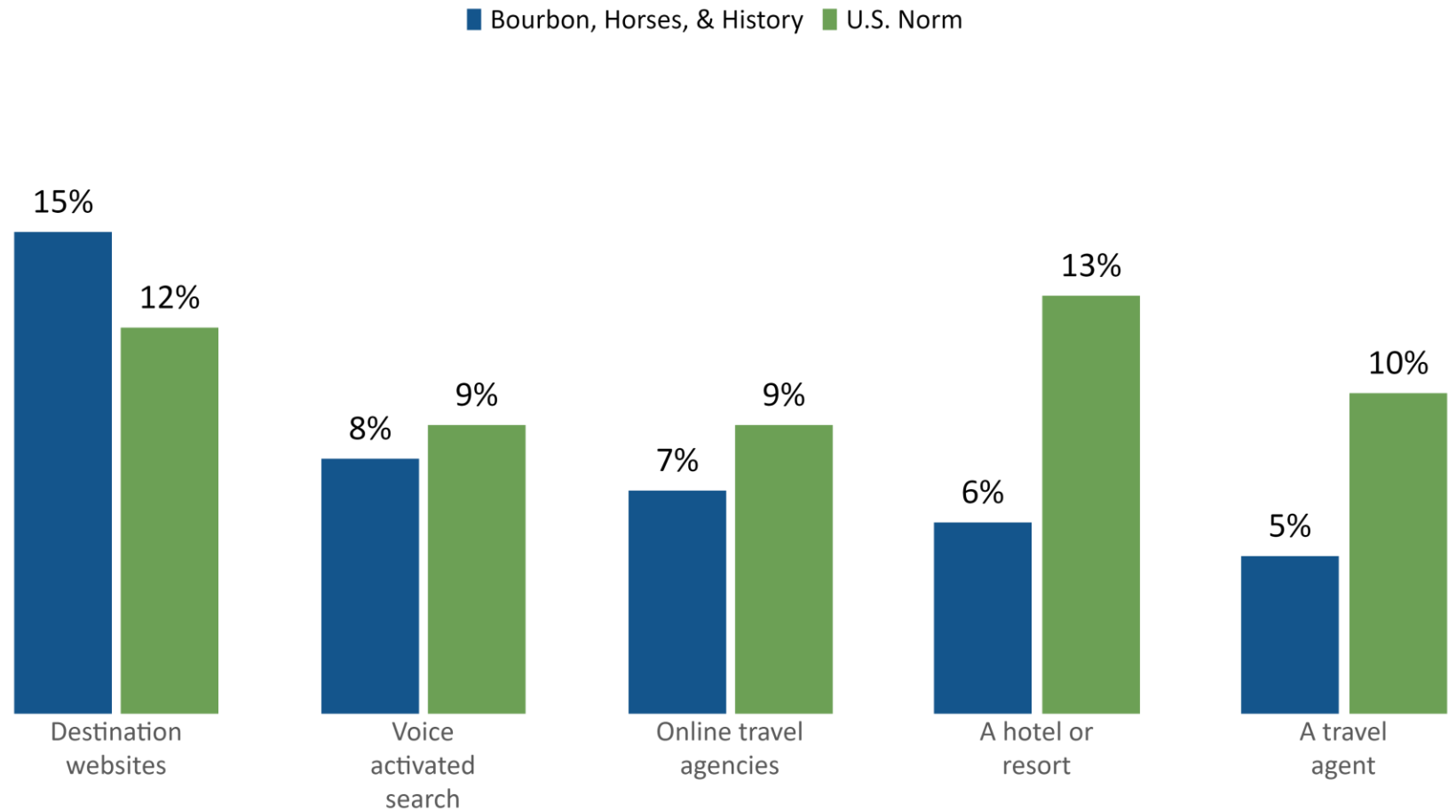
Participated in
Other
Activities
During Their Trip

U.S. Norm: 41%



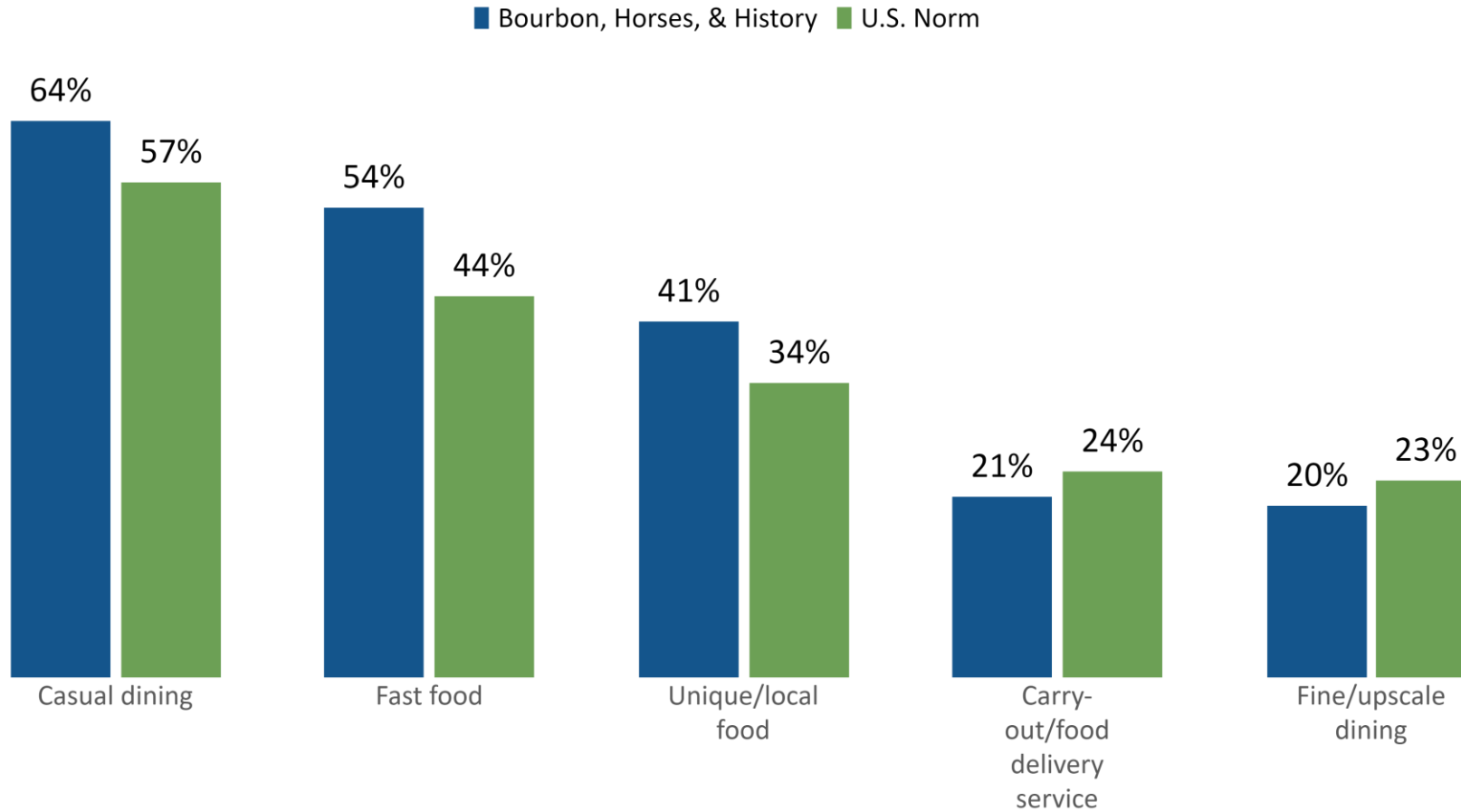
Booking: Dining

Top Booking Sources for Dining

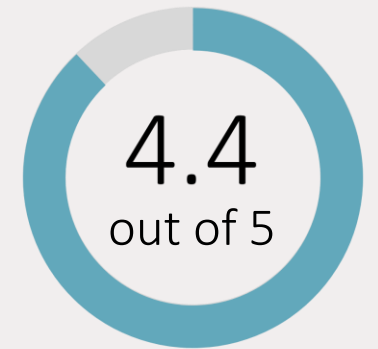


Dining

Top Dining Categories for Bourbon, Horses, & History Travelers



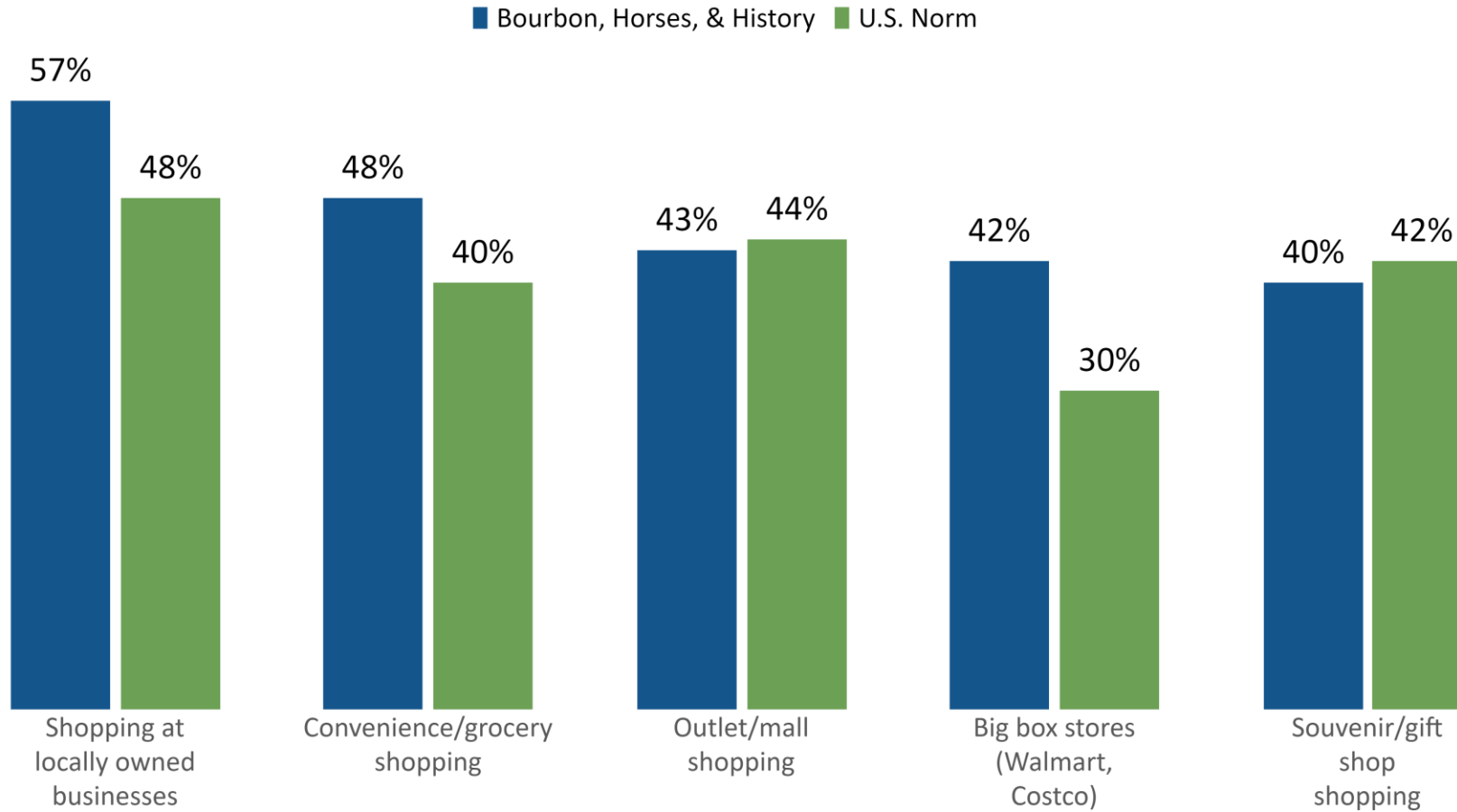
Quality of Food



Average Satisfaction Rating

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

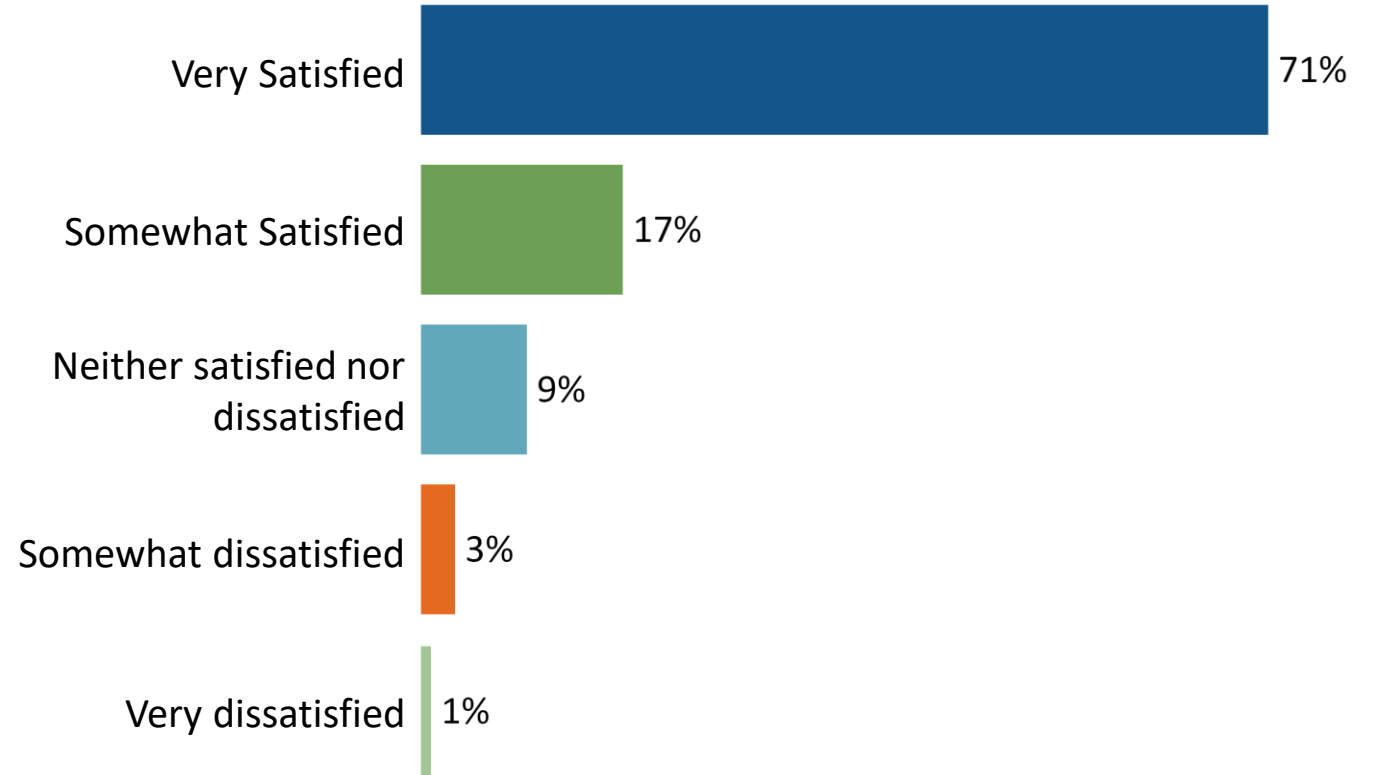
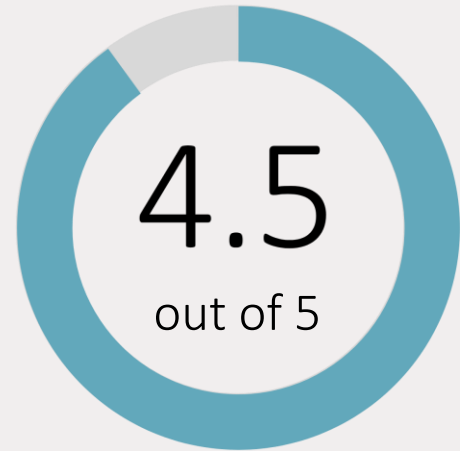
Traveler Satisfaction & Retention



Satisfaction with Overall Trip

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

Average Satisfaction Rating



Additional Satisfaction Indicators

Key Components of the Bourbon, Horses, & History Experience

Safety & Security



Cleanliness of Destination



Value for Money



Sightseeing & Attractions



Music, Nightlife, & Entertainment



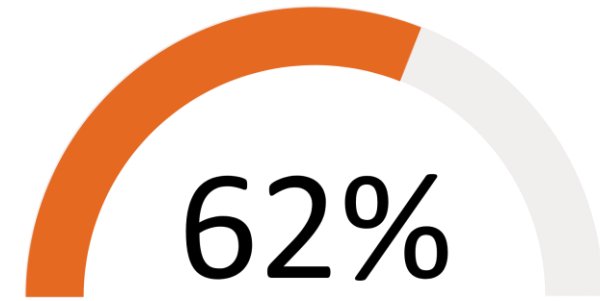
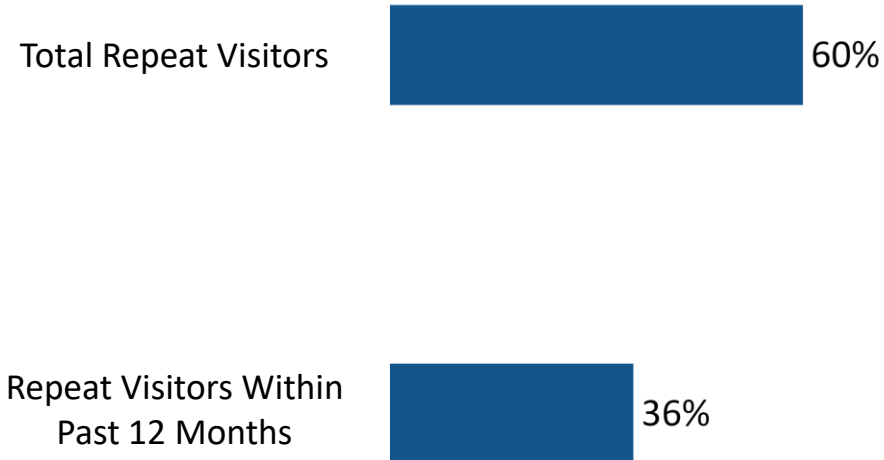
Friendliness of People



Visitor Retention Metrics

Key Predictors of Future Travel to Bourbon, Horses, & History

Past Visitation



Selected That They Were
'Very Likely' to Return to
Bourbon, Horses, & History

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

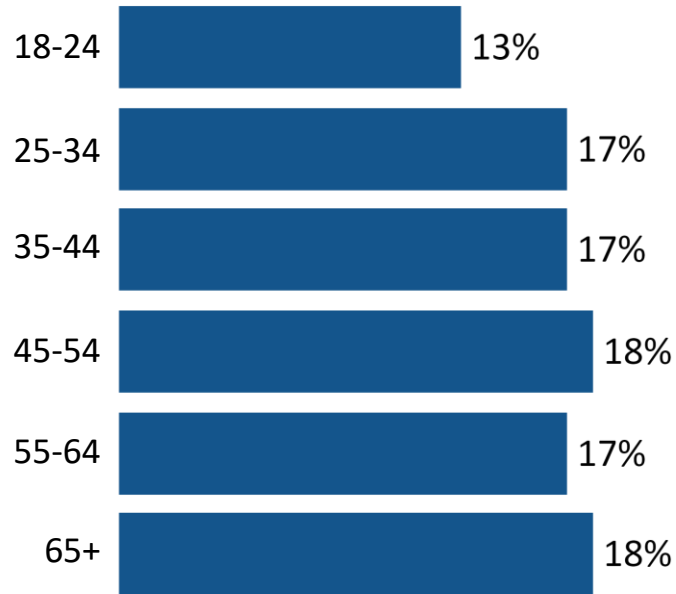
Respondent Demographics



Age, Gender, & Household Income

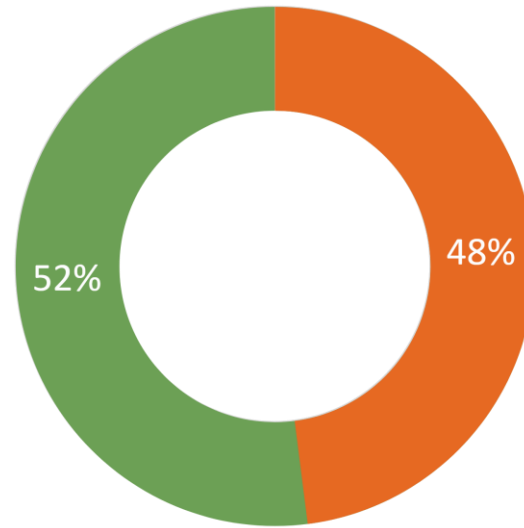
Respondent Demographics for Bourbon, Horses, & History

Age



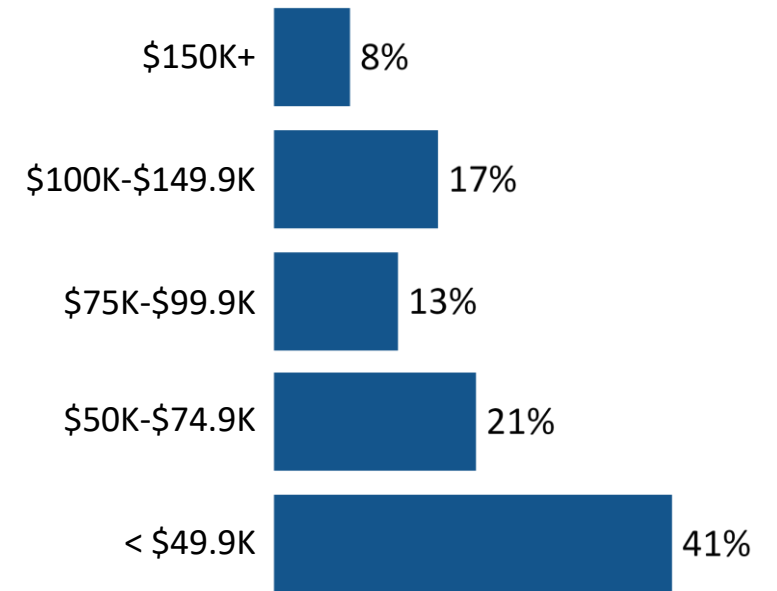
Average Age: 46.3

Gender



Female Male

Household Income

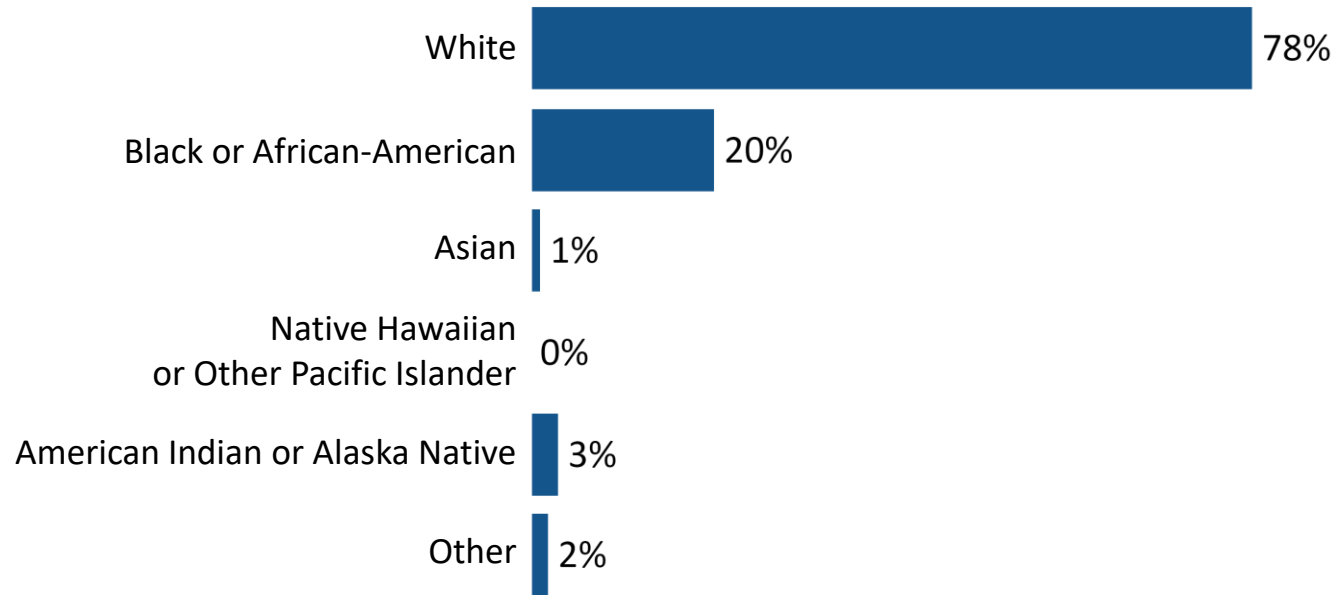


Average Income: \$73.9K

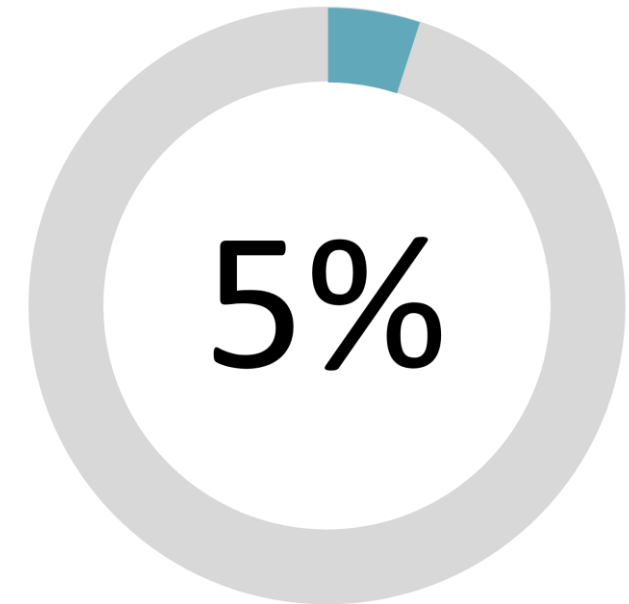
Race & Hispanic Background

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

57% full-time / self-employed

9% part-time

35% retired / not employed / other

Marital Status

46% married / living with a partner

31% single / never married

24% divorced / widowed / separated

Military Status*

83% never served in the military

13% veteran

2% currently on active duty

2% on active duty for training

Education

27% high school diploma or less / other

20% attended some college

37% associate's or bachelor's degree

15% graduate or professional degree

Sexual Orientation

86% straight

3% gay / lesbian

9% bisexual

2% other / not sure

Household Size

29% 1 member

36% 2 members

16% 3 members

8% 4 members

10% 5+ members

* Multi-select to include status for all household members

