



Travel USA Visitor Profile

Bluegrass, Horses, Bourbon & Boone Region



2018/2019

Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- 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.
- This report provides an overview for Bluegrass, Horses, Bourbon, and Boone Region's domestic tourism business in 2019.

Methodology

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

Selected to be representative of the U.S. adult population

For Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2018 & 2019:



Overnight Base Size

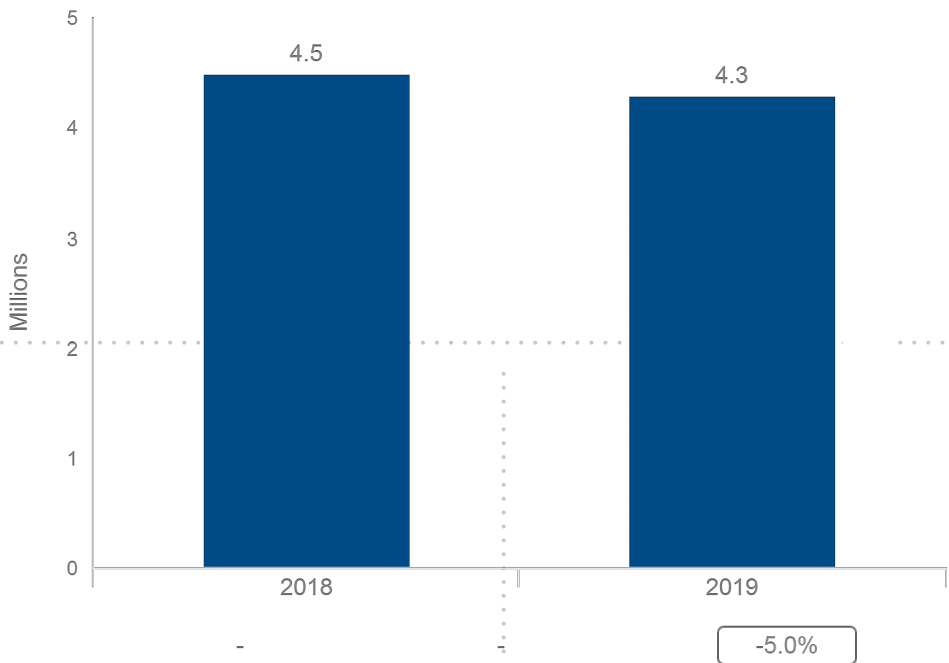
672

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

Size and Structure of Bluegrass, Horses, Bourbon, and Boone Region's Domestic Travel Market

Base: Overnight Person-Trips

Overnight Trips to Bluegrass, Horses, Bourbon, and Boone Region



Total Size of Bluegrass, Horses, Bourbon, and Boone Region Overnight Domestic Travel Market

Total Person-Trips

-2.9% vs. last year

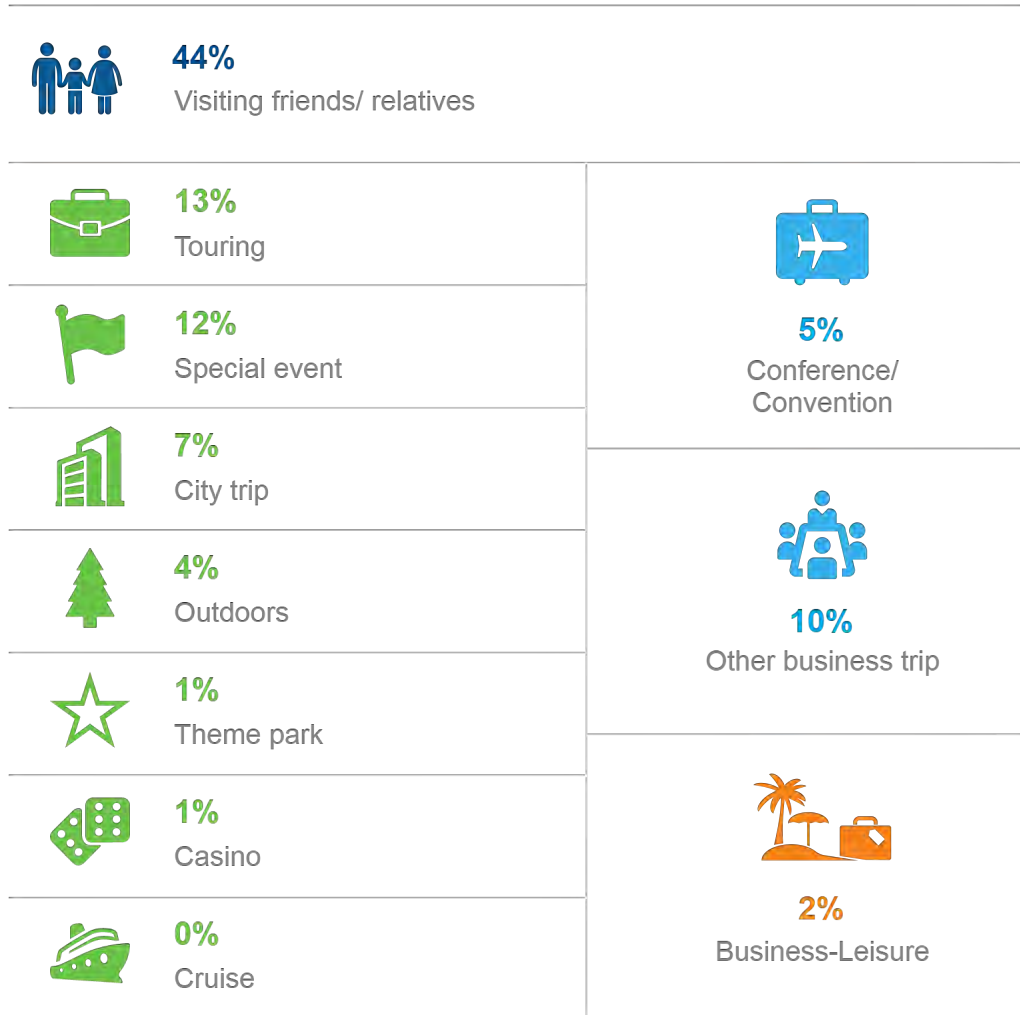


Day	65%	7.8 Million
Overnight	35%	4.3 Million

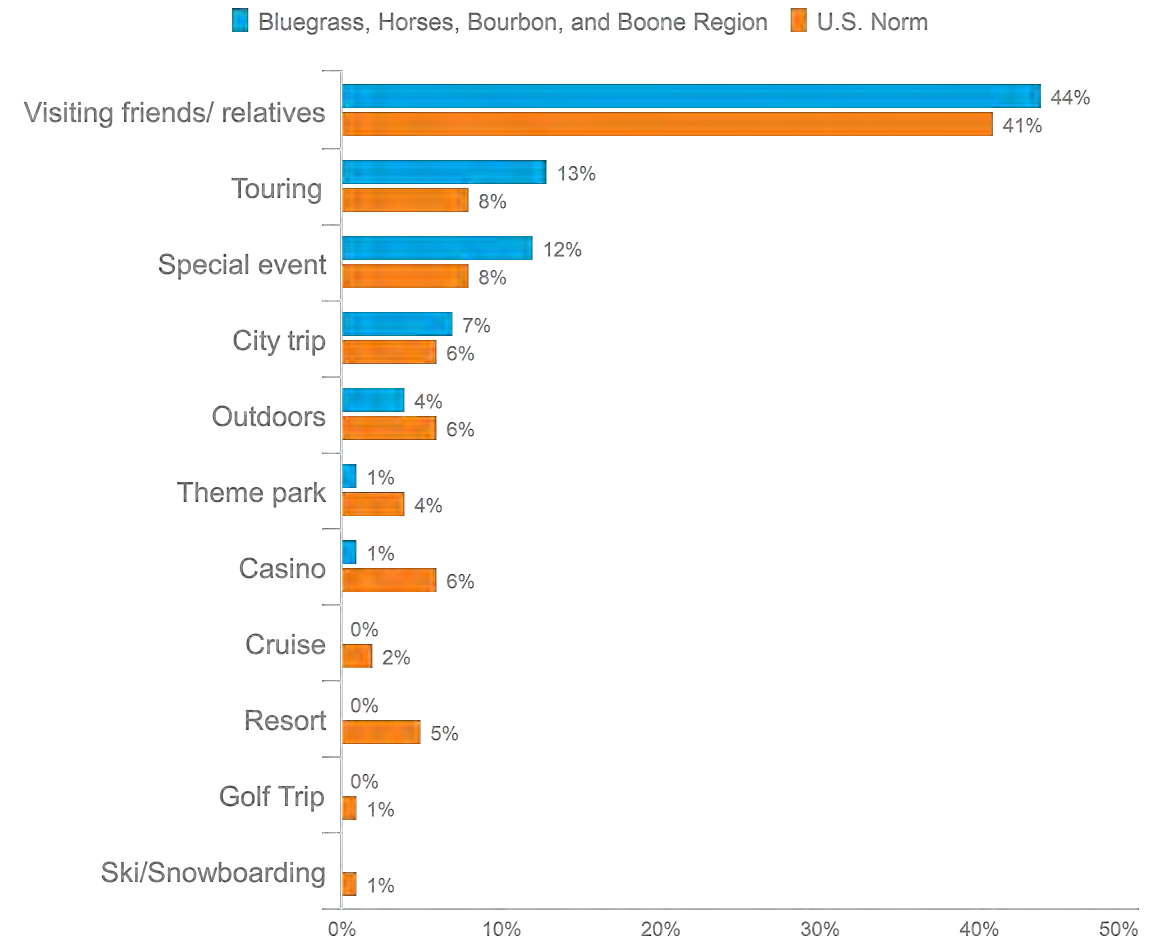
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

Main Purpose of Trip



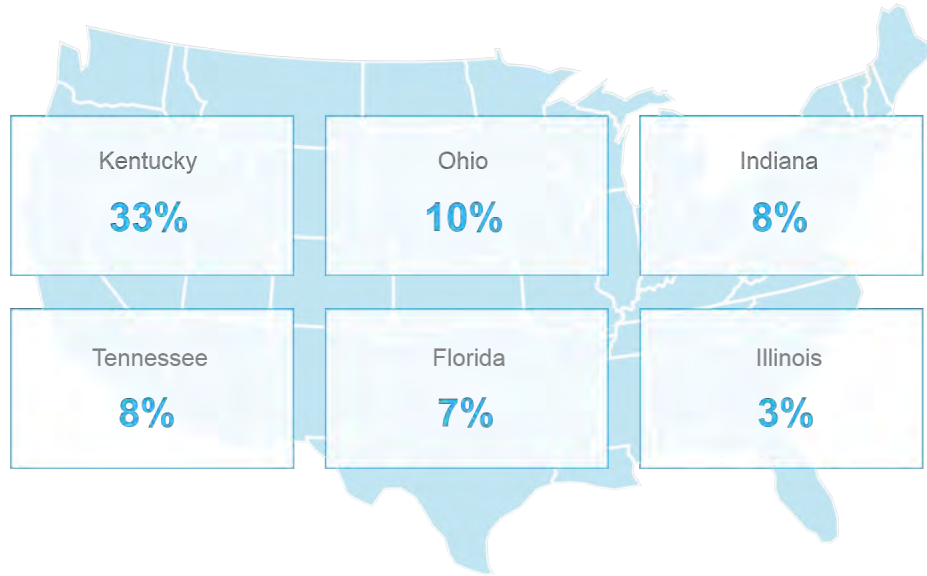
Main Purpose of Leisure Trip



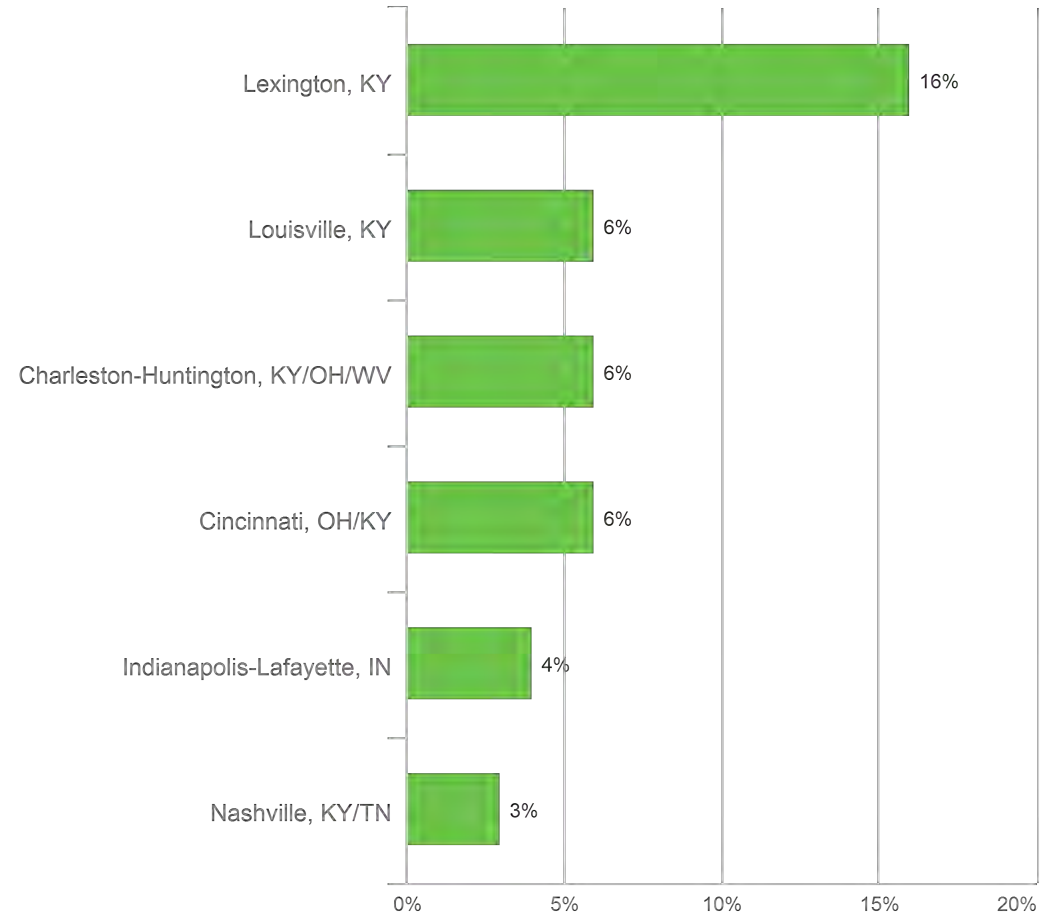
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

State Origin Of Trip



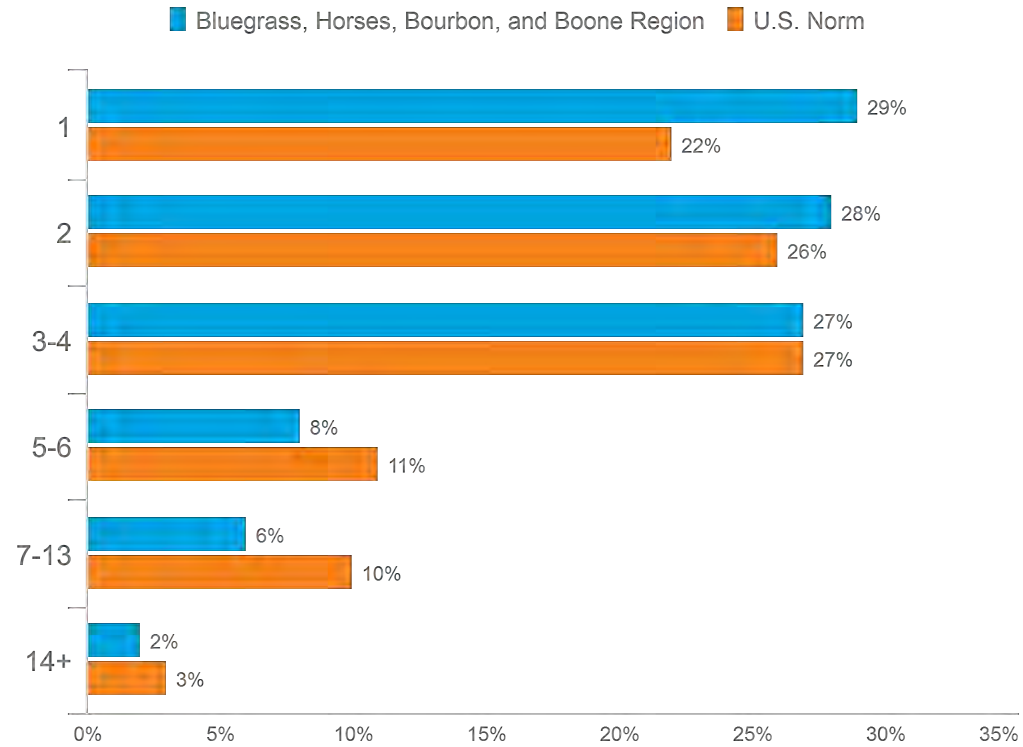
DMA Origin Of Trip



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

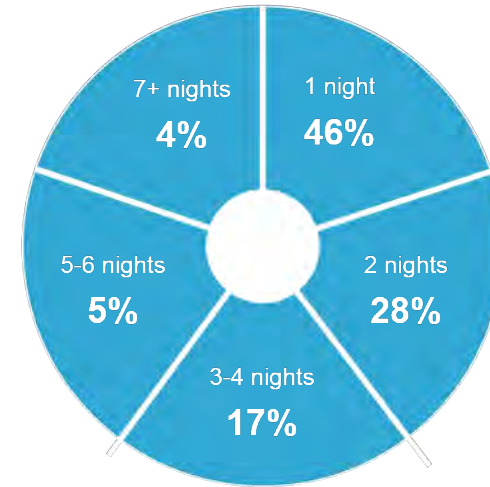
Base: Overnight Person-Trips

Total Nights Away on Trip



Bluegrass, Horses, Bourbon, and Boone Region
3.1
 Average Nights

U.S. Norm
3.8
 Average Nights



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

Average number of nights
¹
2.3

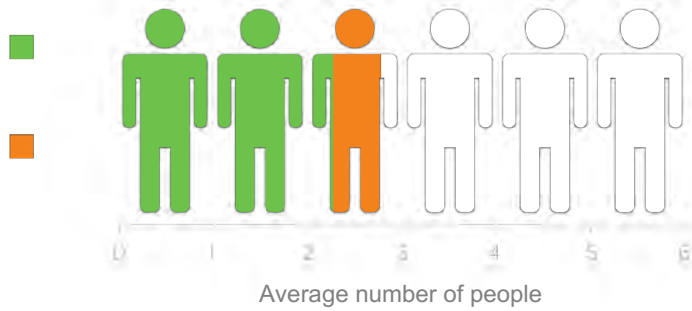
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

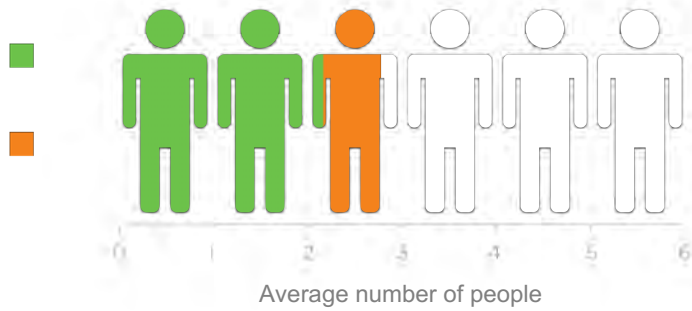
Size of Travel Party

■ Adults ■ Children

Bluegrass, Horses, Bourbon, and Boone Region

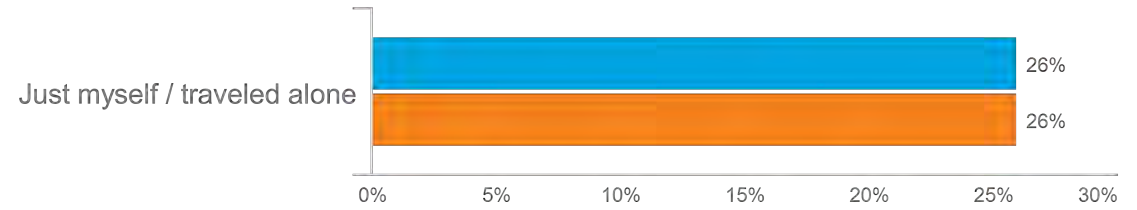


U.S. Norm



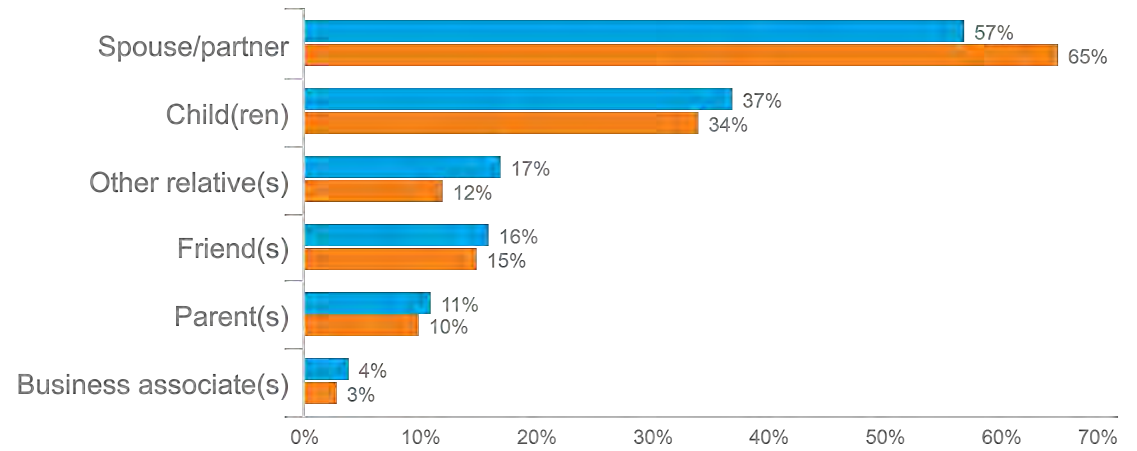
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

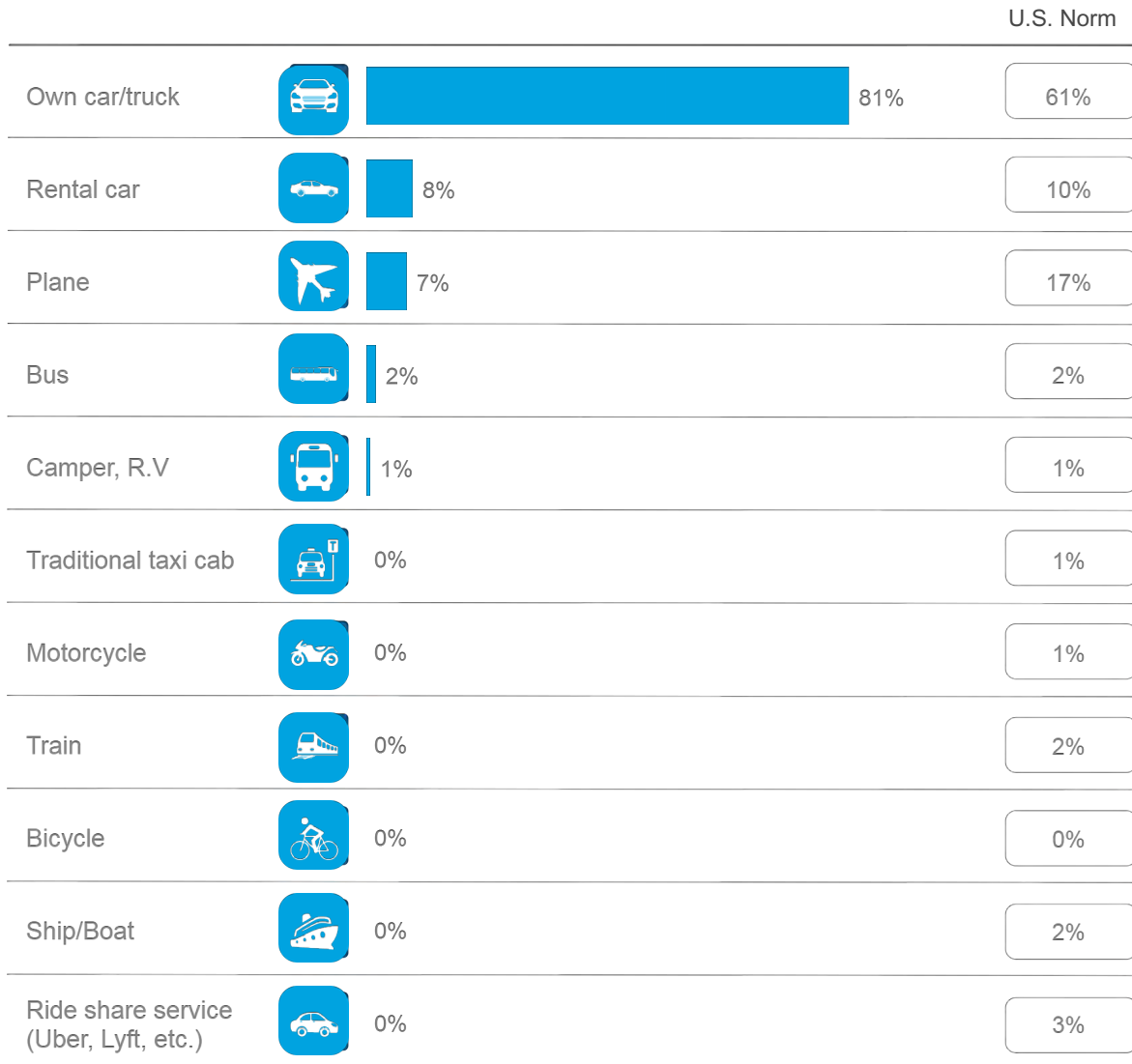
■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



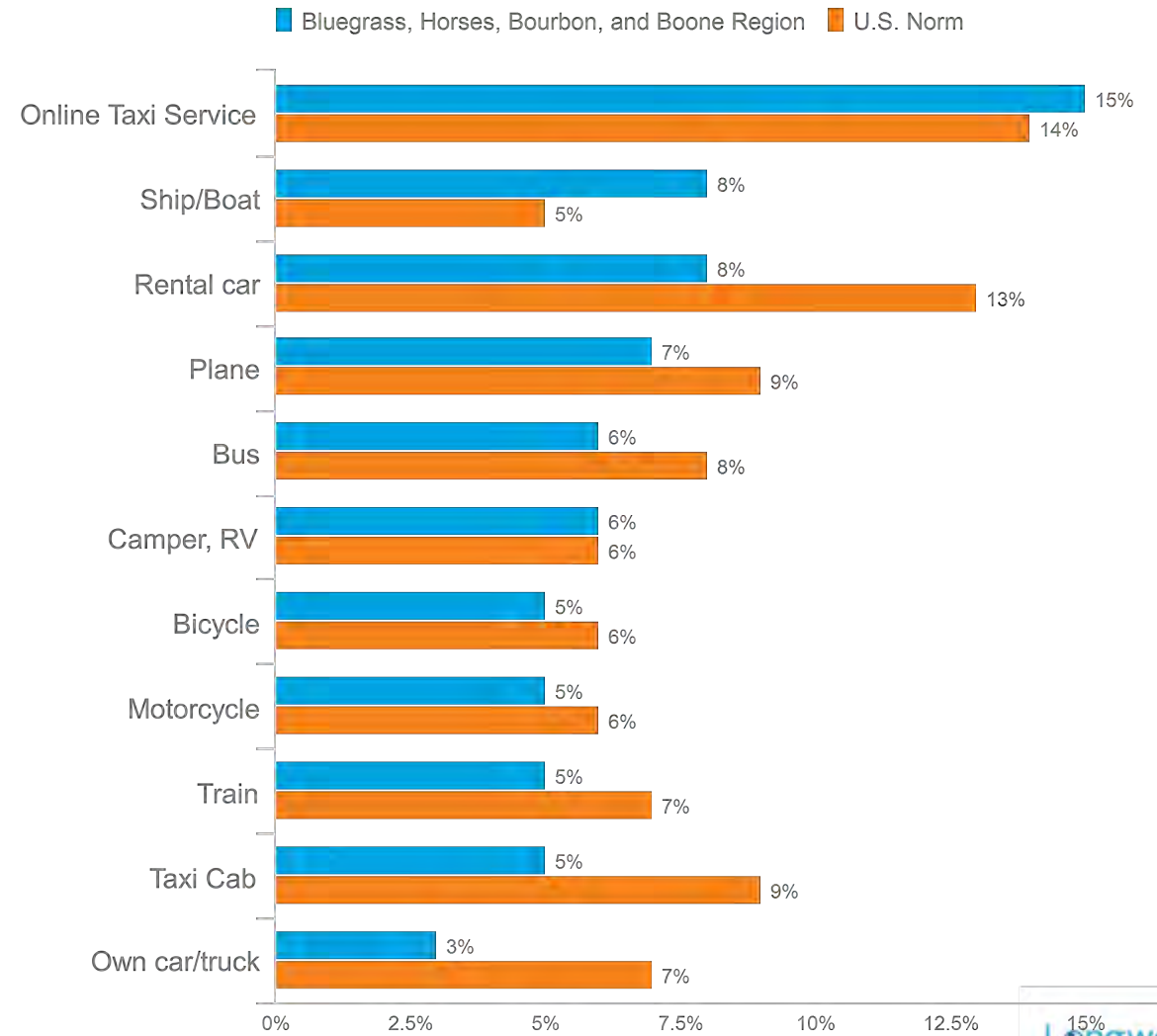
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Primary Method of Transportation

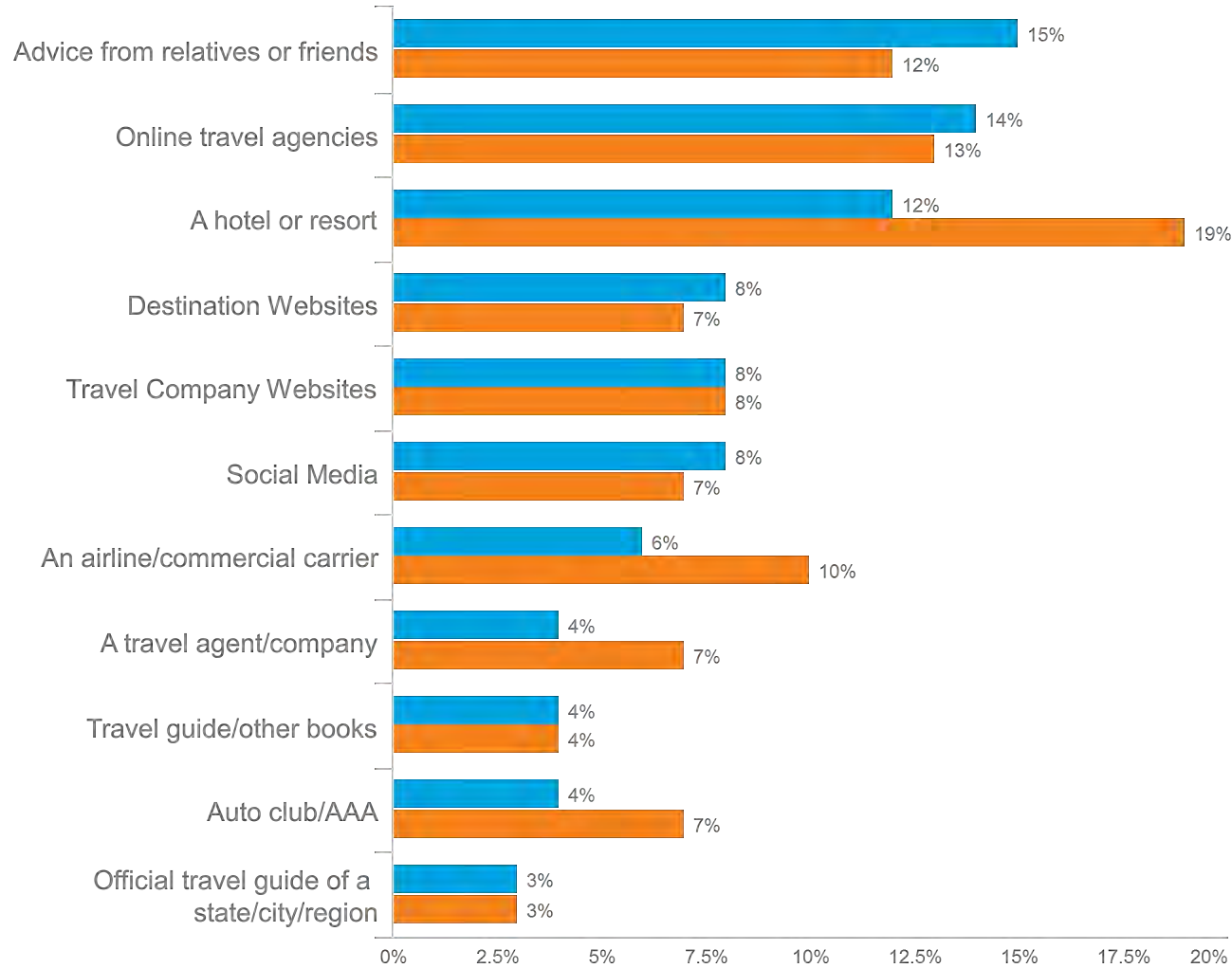


Other Transportation



Trip Planning Information Sources

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



Length of Trip Planning

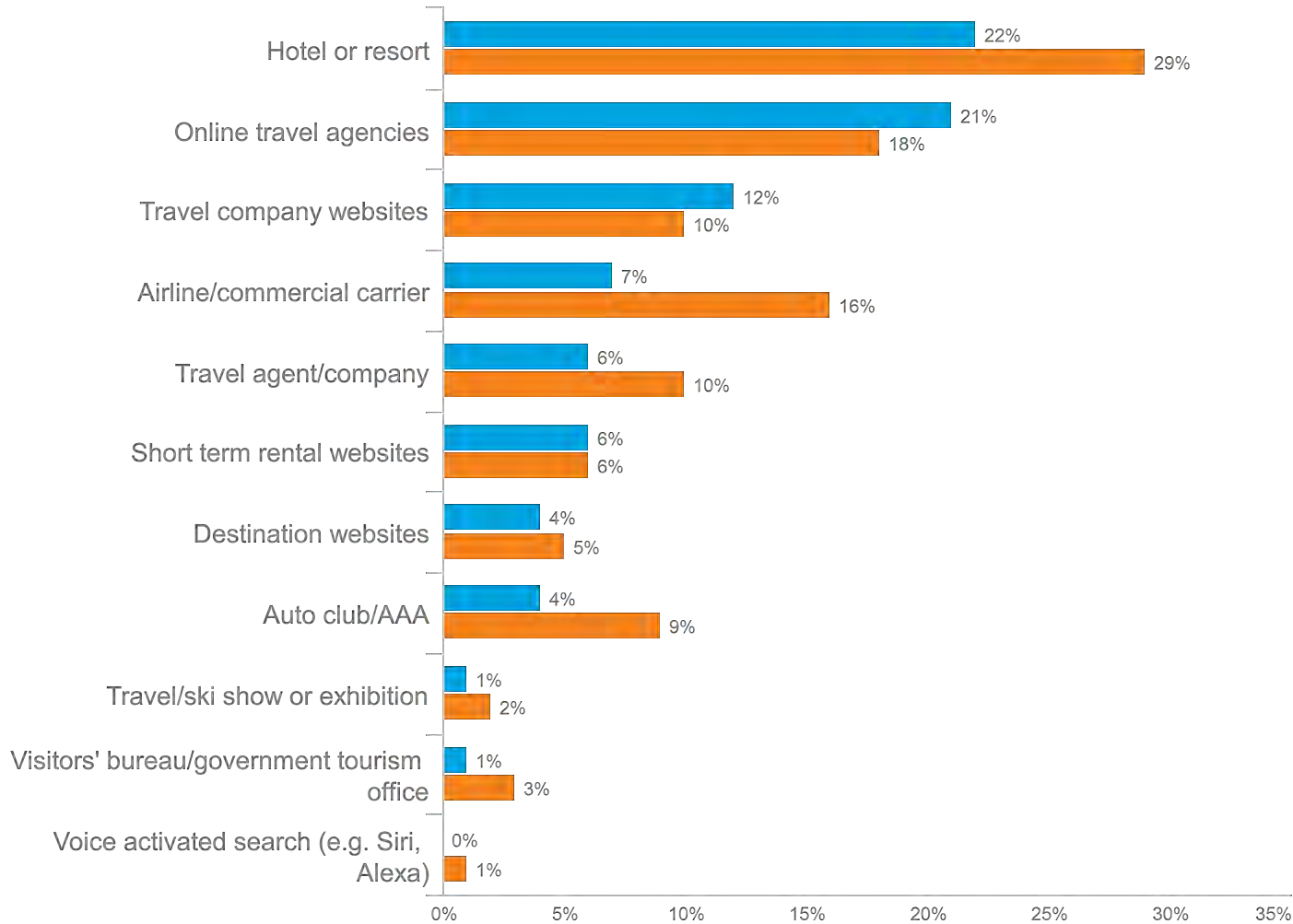
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
More than 1 year in advance	1%	4%
6-12 months	10%	14%
3-5 months	14%	18%
2 months	15%	17%
1 month or less	40%	33%
Did not plan anything in advance	20%	14%

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








Base: Overnight Person-Trips

Method of Booking

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



Accommodations

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Home of friends or relatives	30%	22%
 Other hotel	29%	22%
 Motel	21%	16%
 Other	8%	5%
 Resort hotel	7%	23%
 Rented home / condo / apartment	3%	5%
 Bed & breakfast	3%	5%

Activities and Experiences (Top 10)

Shopping



34%

34%
29%

Landmark/historic site



17%

17%
12%

Bar/nightclub



15%

15%
14%

Museum



13%

13%
10%

Brewery



12%

12%
6%

Hiking/backpacking



11%

11%
7%

Fine/upscale dining



10%

10%
12%

Swimming



9%

9%
13%

National/state park



8%

8%
9%

Winery



8%

8%
4%

Activities of Special Interest (Top 5) Bluegrass, Horses, Bourbon, and Boone Region






Historic places	25%
Cultural activities/Attractions	16%
Brewery Tours/Beer Tasting	13%
Exceptional Culinary Experiences	10%
Winery Tours/Tasting	10%

Activities of Special Interest (Top 5) U.S. Norm

Historic places	21%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	11%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%

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






Base: Overnight Person-Trips

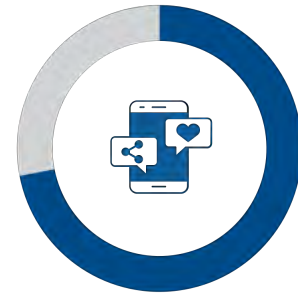
	Devices Used for Planning		Devices Used During Trip	
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Used any device	81%	84%	81%	79%
 Laptop	43%	39%	26%	26%
 Smartphone	35%	30%	71%	63%
 Desktop/Home computer	27%	38%	0%	0%
 Tablet	15%	14%	18%	22%

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

Base: Overnight Person-Trips

Online Social Media Use by Travelers

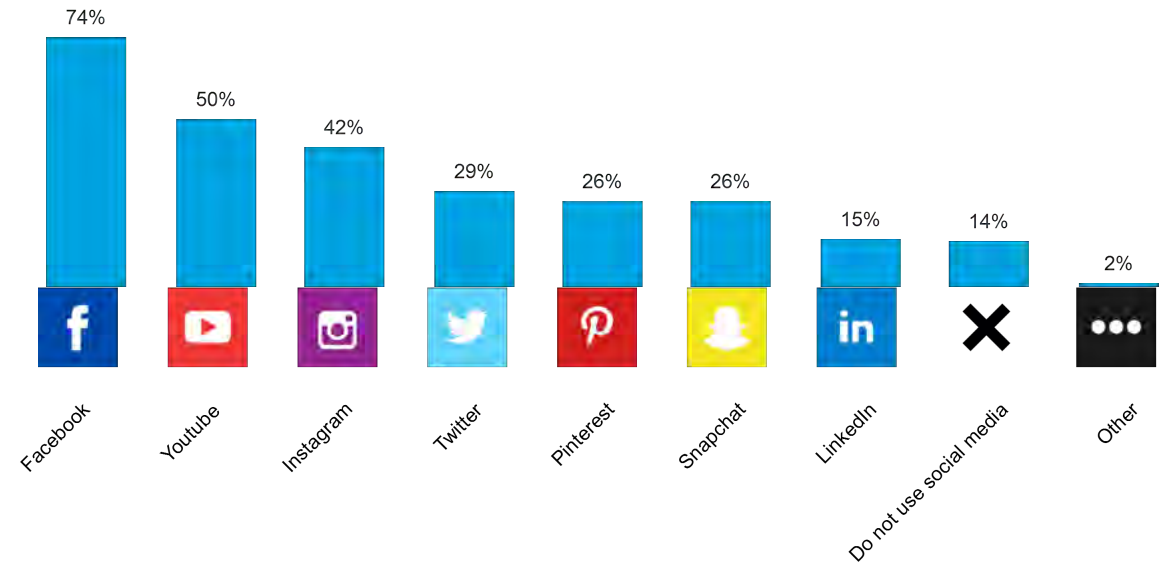
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Used any social media	54%	55%
 Read online travel reviews that influenced my travel decisions	27%	22%
 Shared travel stories/photos/videos on social media	25%	24%
 Saw a video or photo on social media that inspired me to visit	17%	14%
 Clicked through on a travel advertisement seen on social media	17%	13%



72%

Followed Influencer










Social media platforms used in general



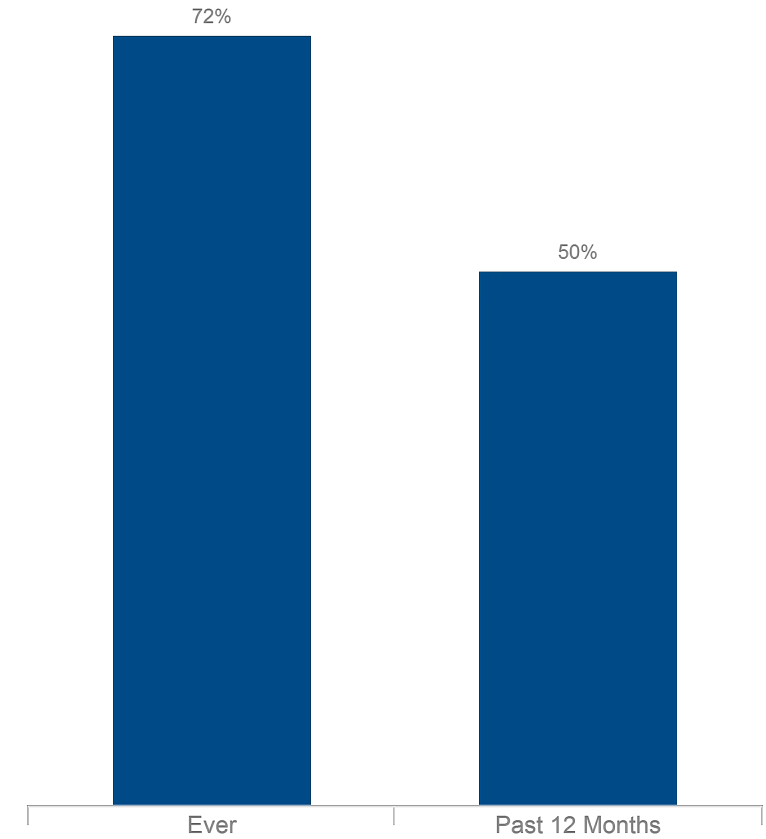
Bluegrass, Horses, Bourbon, and Boone Region: During Trip

Base: Overnight Person-Trips

% Very Satisfied with Trip

	Overall trip experience	★★★★★★★☆☆	71%
	Friendliness of people	★★★★★★★☆☆	66%
	Safety and Security	★★★★★★★☆☆	66%
	Quality of food	★★★★★★★☆☆	64%
	Quality of accommodations	★★★★★★★☆☆	63%
	Cleanliness	★★★★★★★☆☆	60%
	Value for money	★★★★★★★☆☆	53%
	Sightseeing and attractions	★★★★★★★☆☆	51%
	Music/nightlife/entertainment	★★★★★★★☆☆	34%

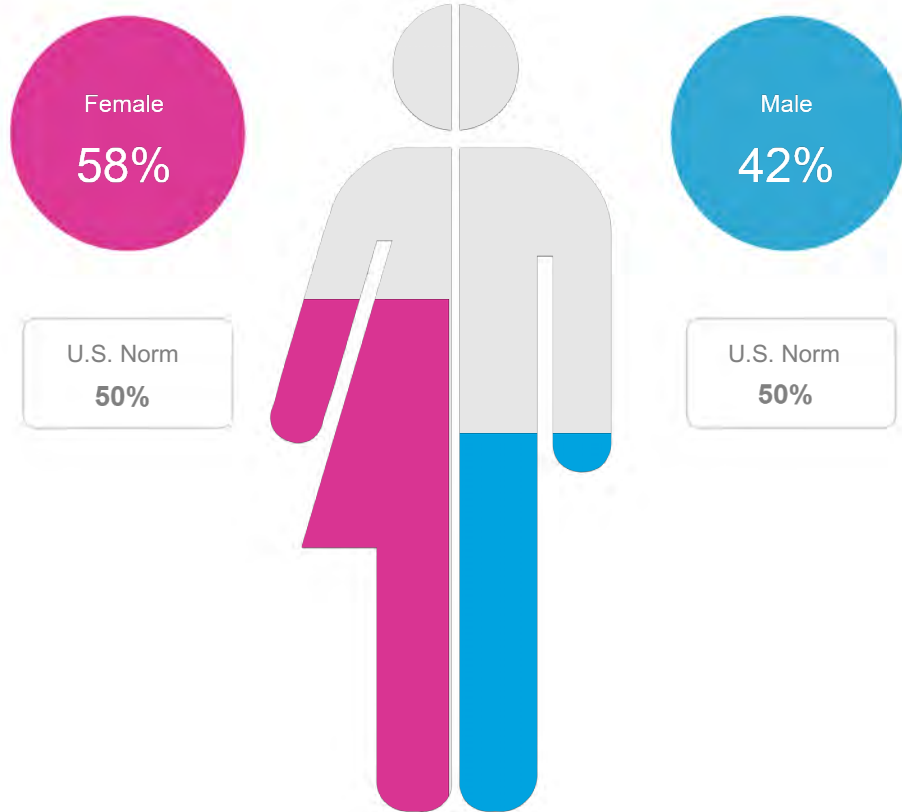
Past Visitation to Bluegrass, Horses, Bourbon, and Boone Region



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

Base: Overnight Person-Trips

Gender



Age

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

Bluegrass, Horses, Bourbon, and Boone Region

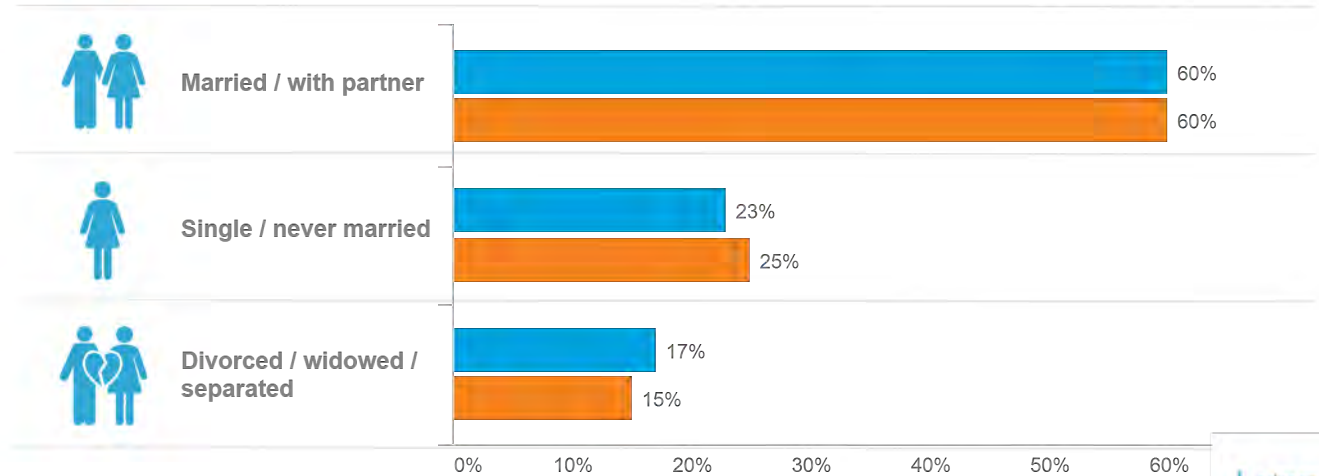


U.S. Norm



Marital Status

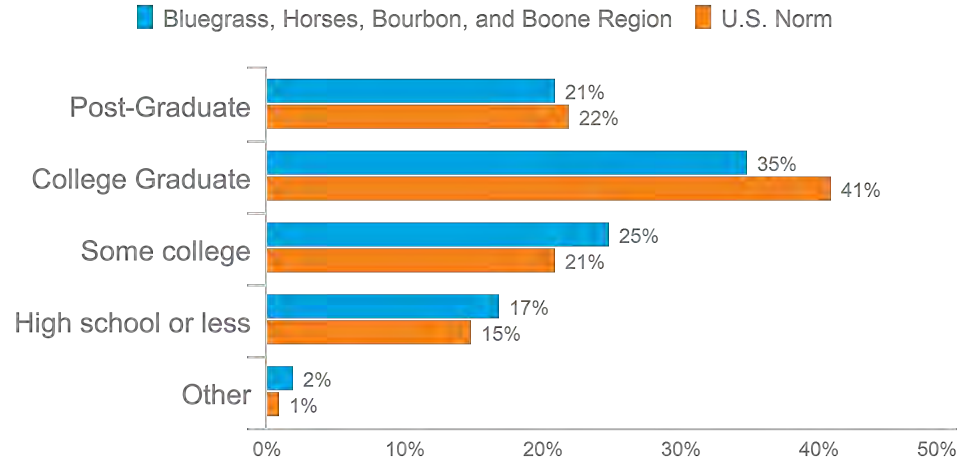
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



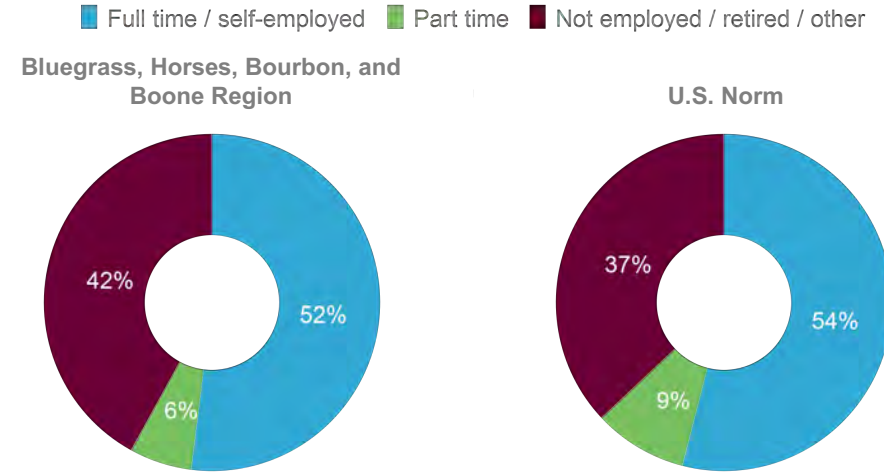
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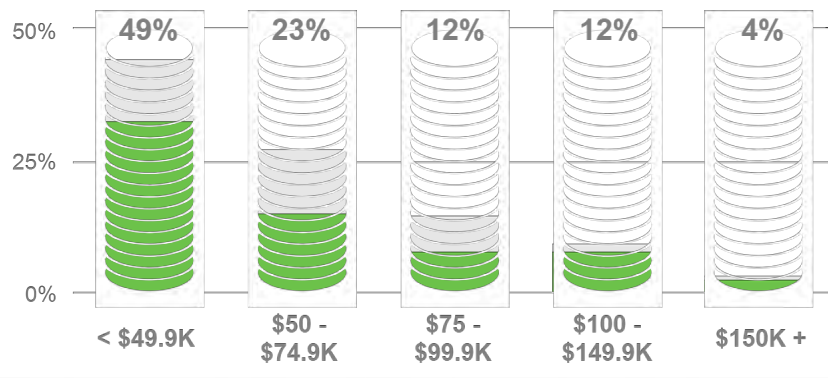
Education



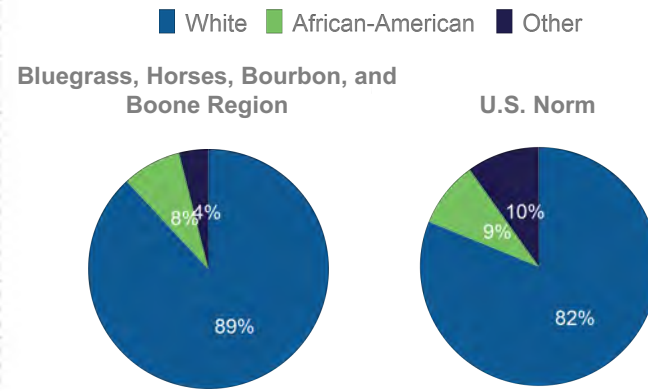
Employment



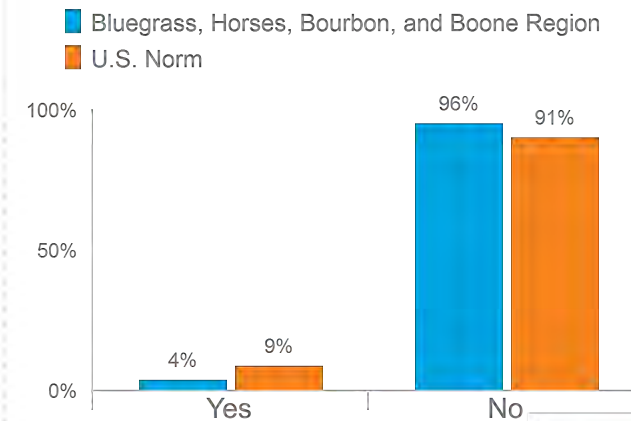
Household Income



Race

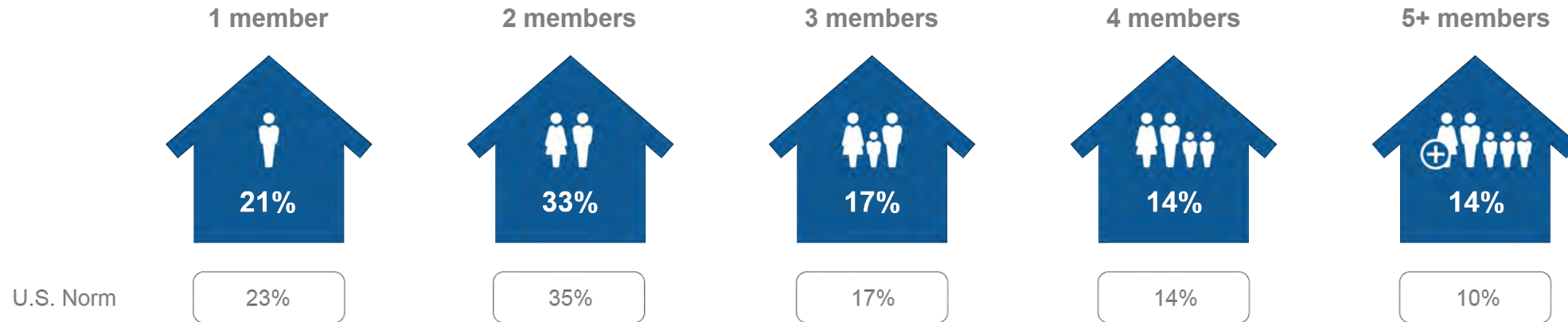


Hispanic Background



U.S. Norm

Household Size



Children in Household

