



Travel USA Visitor Profile

Caves, Lakes & Corvettes 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 Caves, Lakes, & Corvettes'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 Caves, Lakes, & Corvettes, the following sample was achieved in 2018 & 2019:

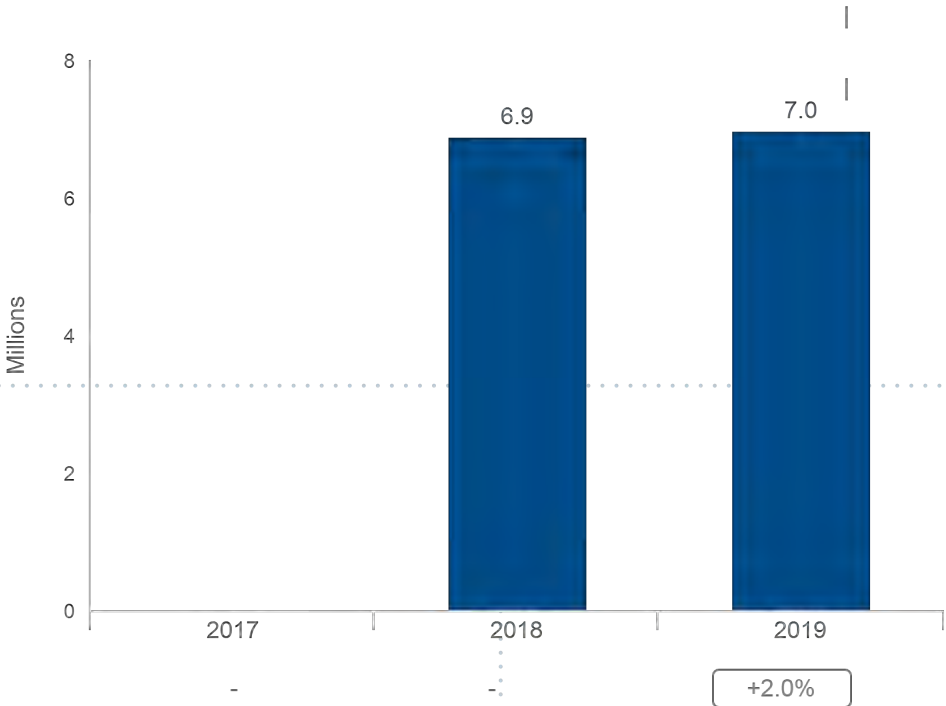


Day Base Size

428

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

Day Trips to Caves, Lakes, & Corvettes



Total Size of Caves, Lakes, & Corvettes Day Domestic Travel Market

Total Person-Trips

+1.2% vs. last year



Day
70% 7.0 Million

Overnight
30% 3.0 Million

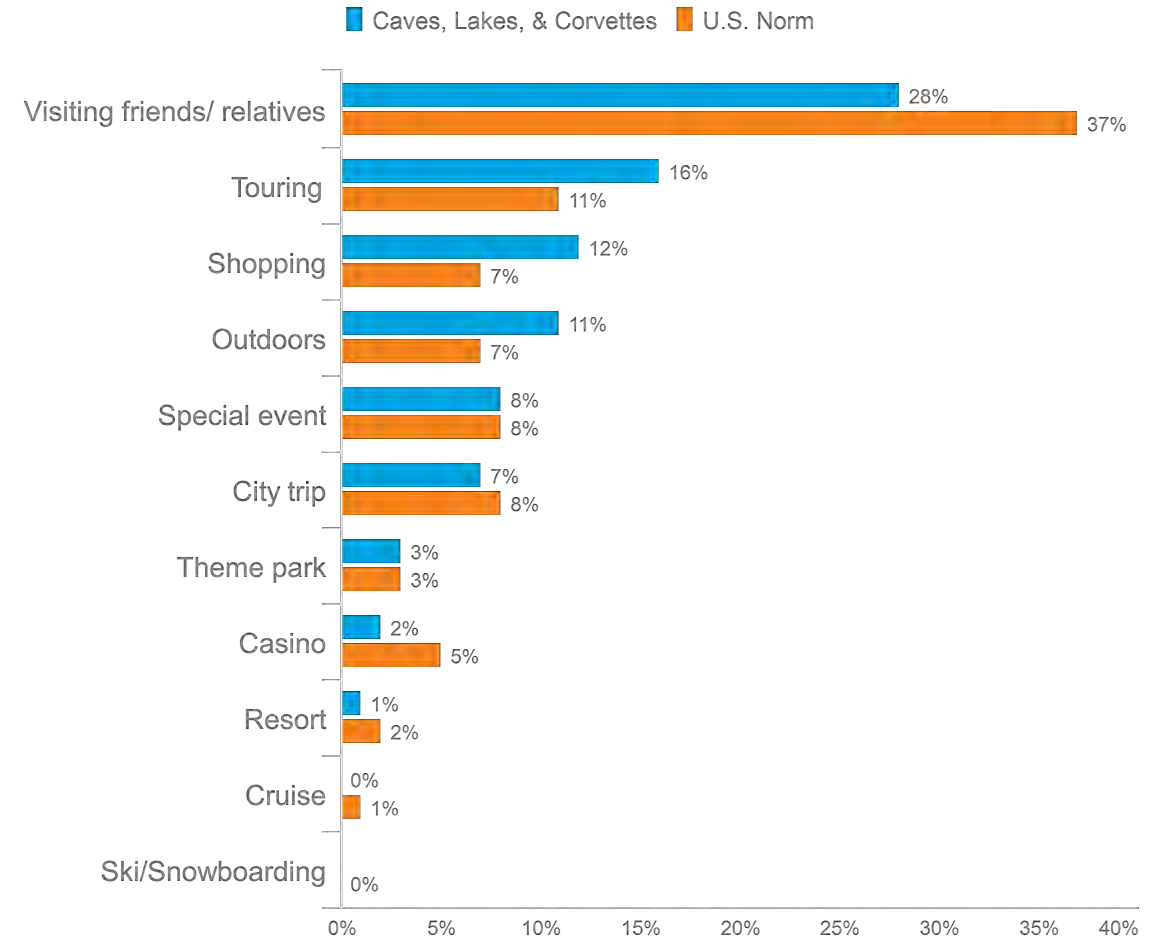
Caves, Lakes, & Corvettes's Day Trip Characteristics

Base: Day Person-Trips

Main Purpose of Trip



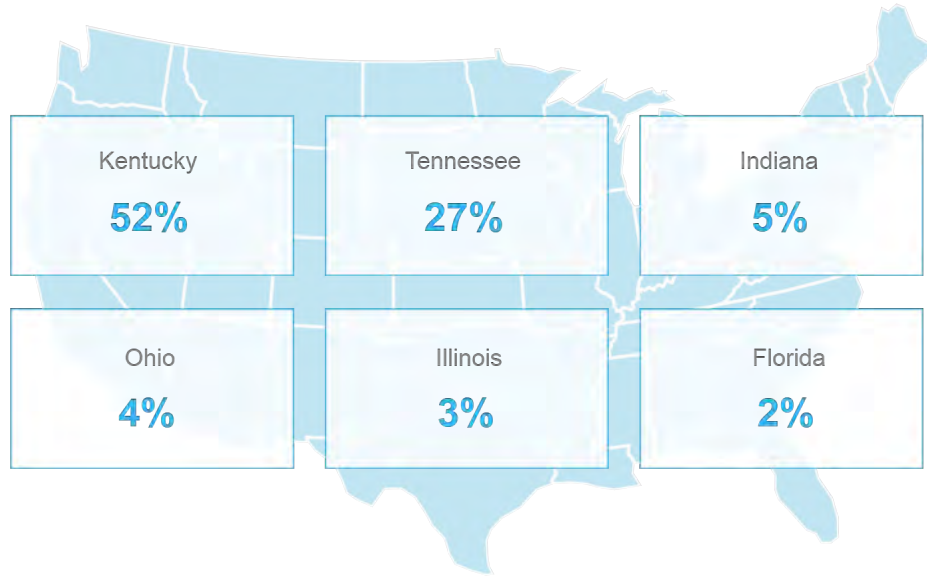
Main Purpose of Leisure Trip



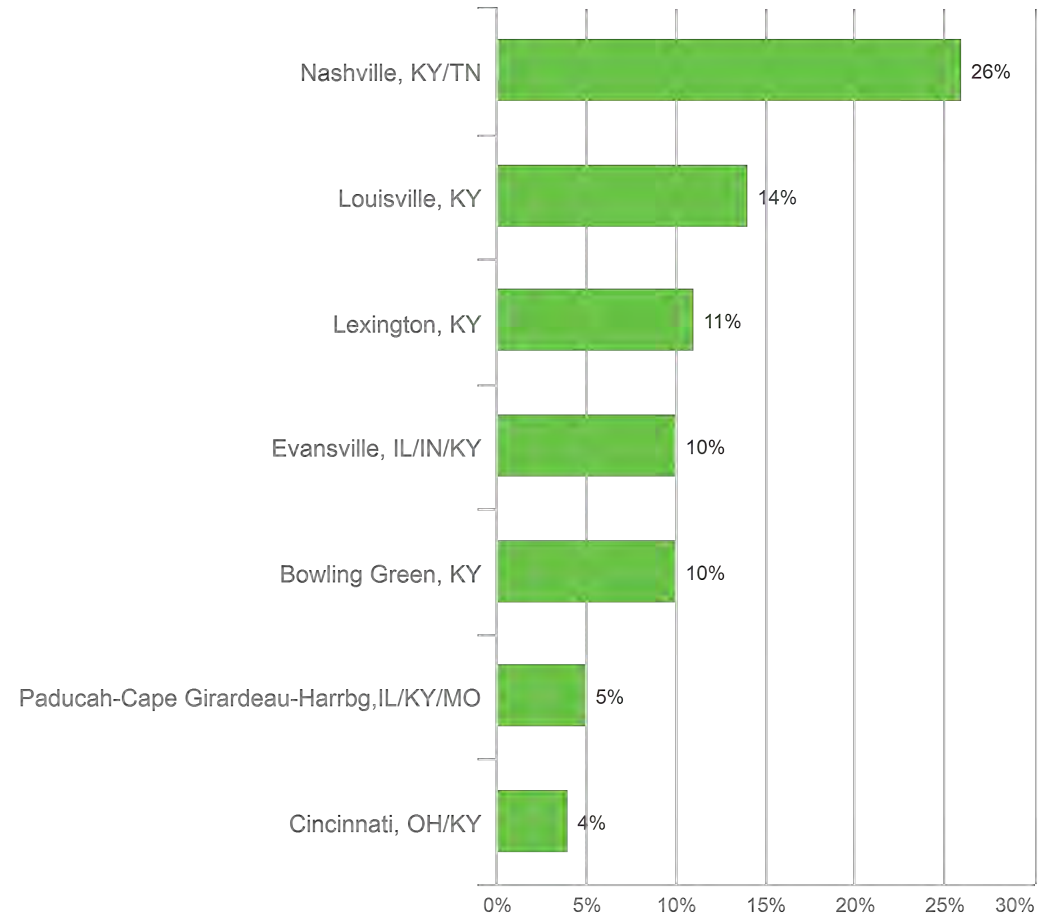
Caves, Lakes, & Corvettes's Day Trip Characteristics

Base: Day Person-Trips

State Origin Of Trip



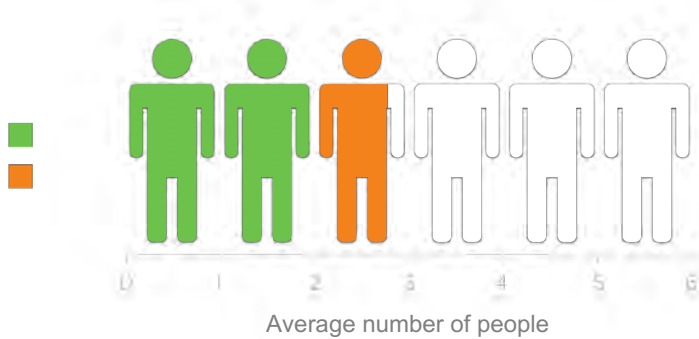
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Caves, Lakes, & Corvettes



Total
2.8

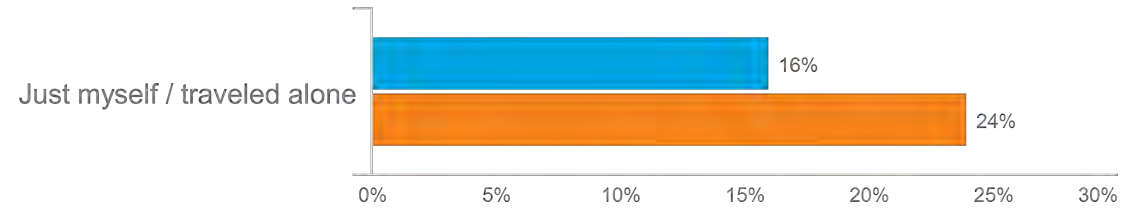
U.S. Norm



Total
2.6

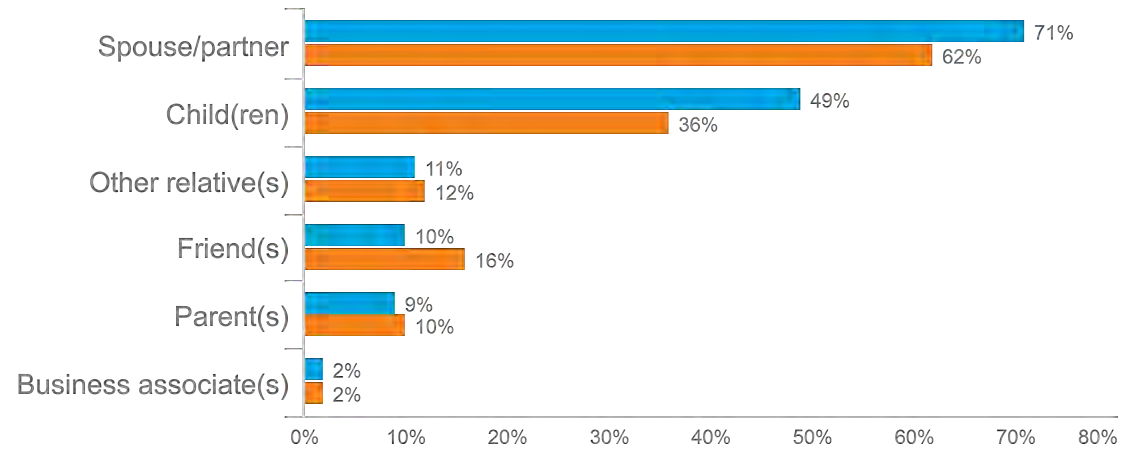
Percent Who Traveled Alone

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



Composition of Immediate Travel Party

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



Activities and Experiences (Top 10)

Shopping



30%

U.S. Norm
24%

National/state park



20%

U.S. Norm
6%

Landmark/historic site



19%

U.S. Norm
7%

Museum



11%

U.S. Norm
7%

Hiking/backpacking



9%

U.S. Norm
5%

Swimming



8%

U.S. Norm
5%

Theme park



6%

U.S. Norm
5%

Fair/exhibition/festival



5%

U.S. Norm
4%

Fishing



5%

U.S. Norm
3%

Bar/nightclub



5%

U.S. Norm
5%

Activities of Special Interest (Top 5)

Caves, Lakes, & Corvettes






Historic places	31%
Cultural activities/Attractions	16%
Winery Tours/Tasting	7%
Exceptional Culinary Experiences	7%
Brewery Tours/Beer Tasting	5%

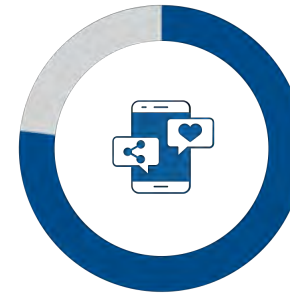
Activities of Special Interest (Top 5)

U.S. Norm

Historic places	17%
Cultural activities/Attractions	13%
Exceptional Culinary Experiences	7%
Brewery Tours/Beer Tasting	5%
Winery Tours/Tasting	5%

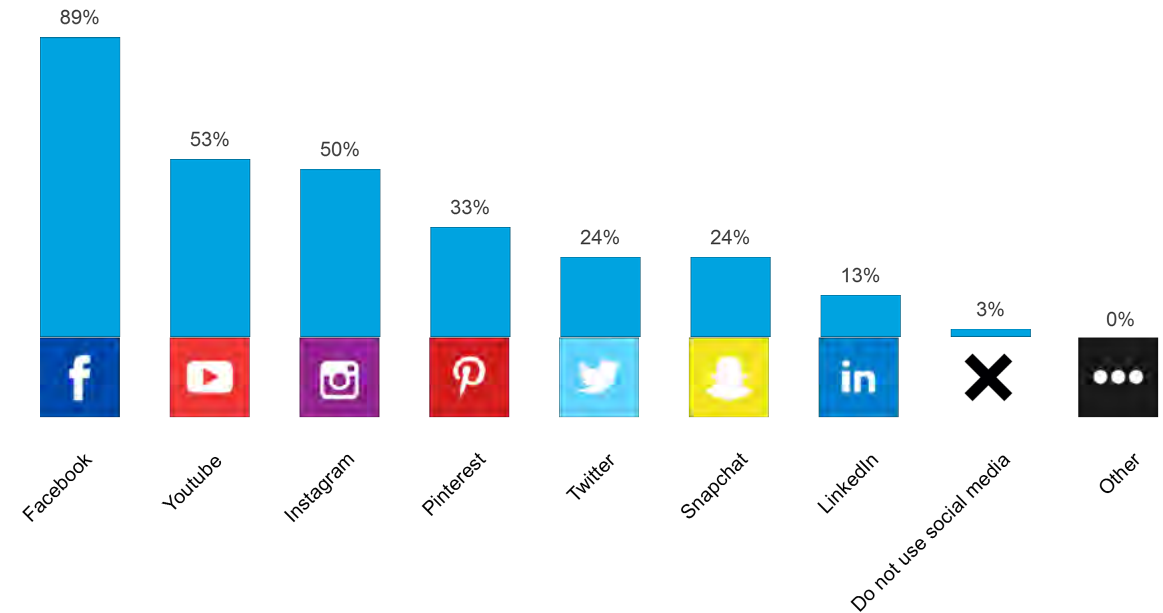
Online Social Media Use by Travelers

	Caves, Lakes, & Corvettes	U.S. Norm
 Used any social media	59%	57%
 Shared travel stories/photos/videos on social media	29%	24%
 Read online travel reviews that influenced my travel decisions	29%	23%
 Saw a video or photo on social media that inspired me to visit	21%	16%
 Clicked through on a travel advertisement seen on social media	21%	15%



77%
Followed Influencer

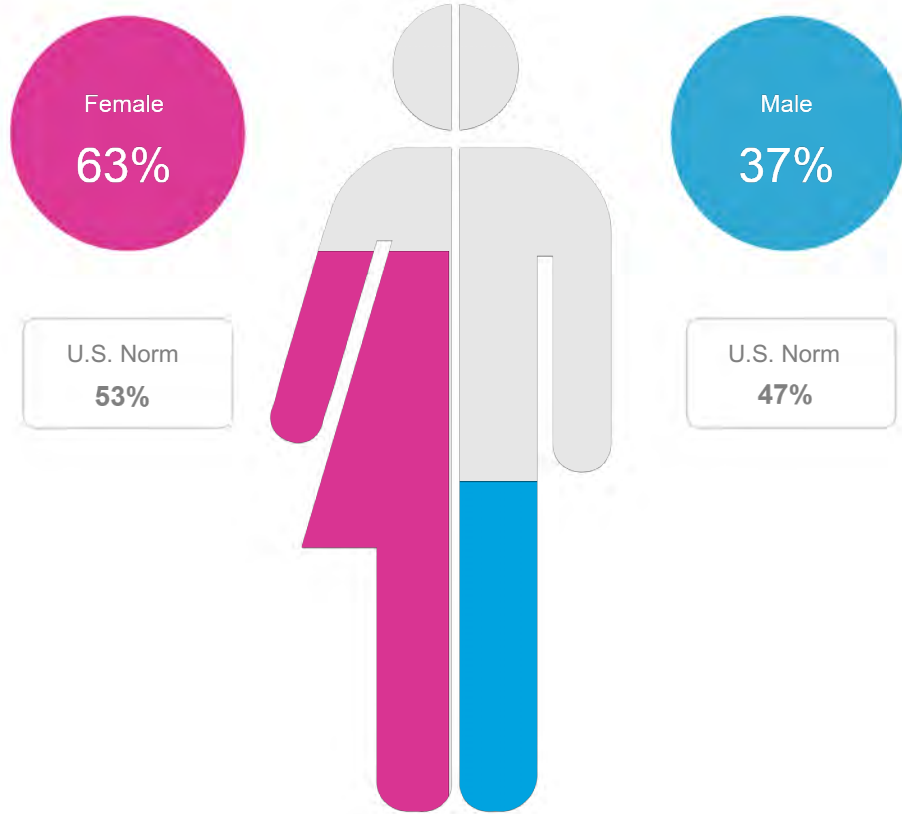
Social media platforms used in general



Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: Day Person-Trips

Gender



Age

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

Caves, Lakes, & Corvettes

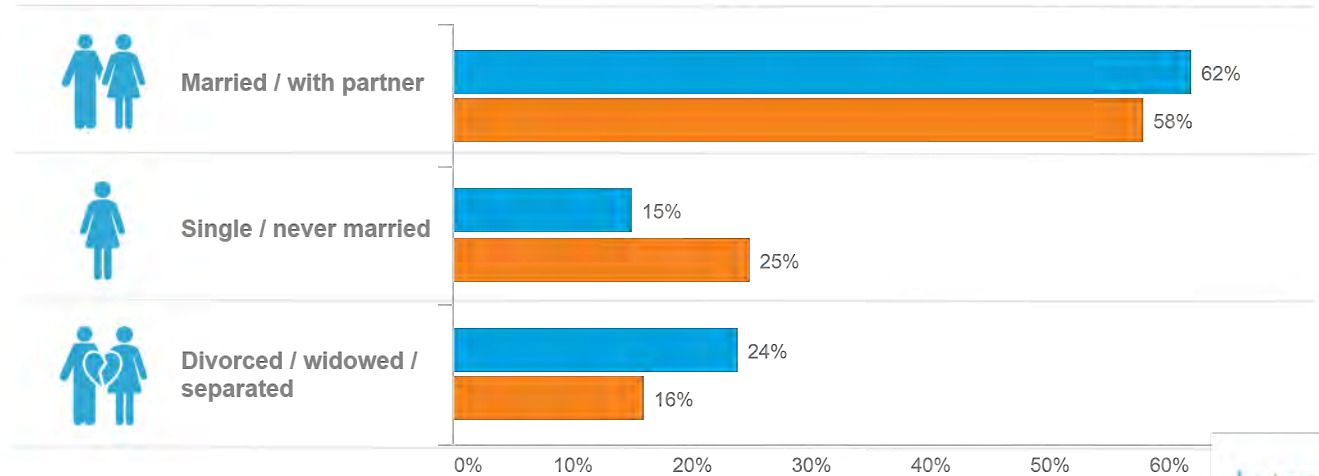


U.S. Norm



Marital Status

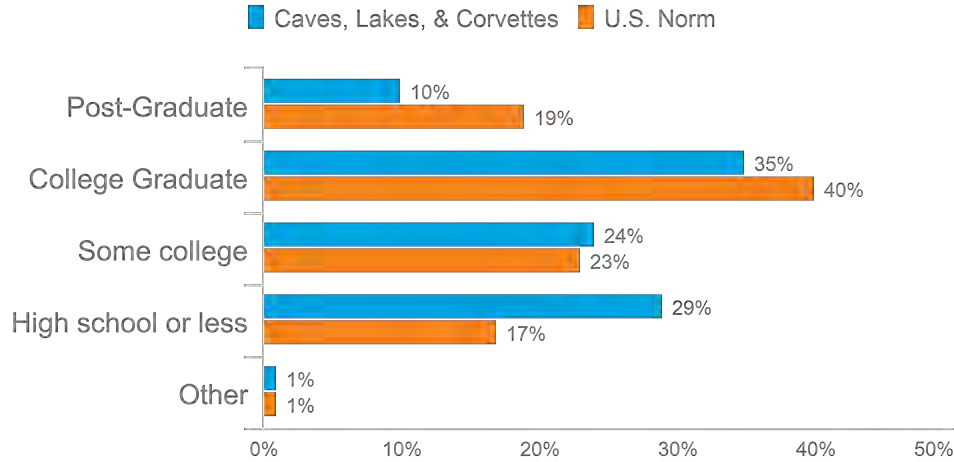
Caves, Lakes, & Corvettes U.S. Norm



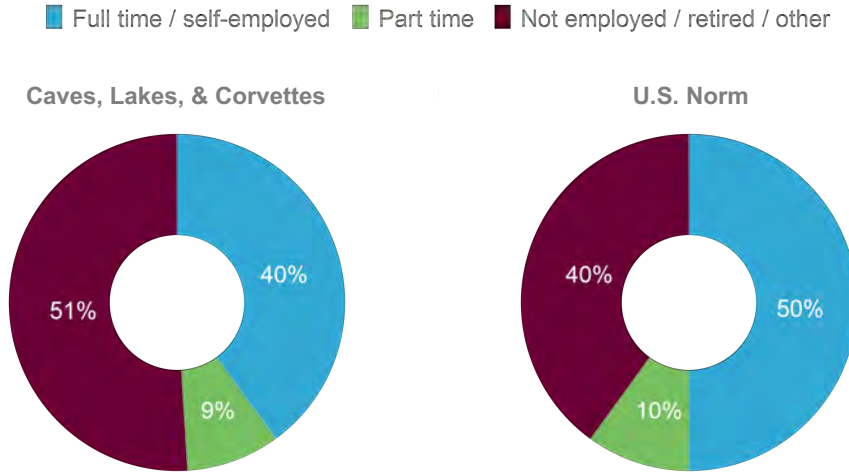
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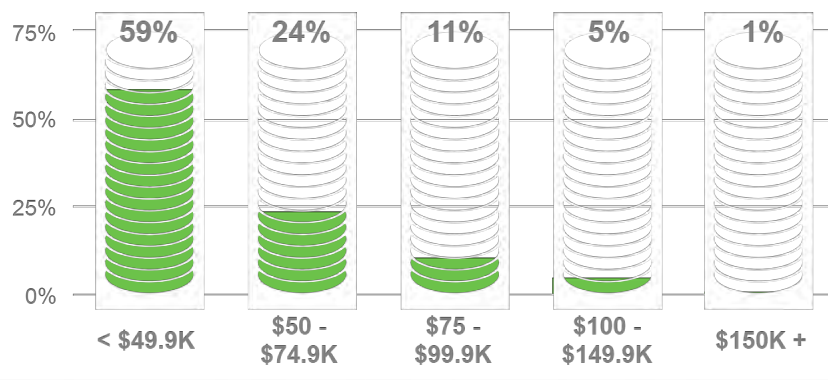
Education



Employment

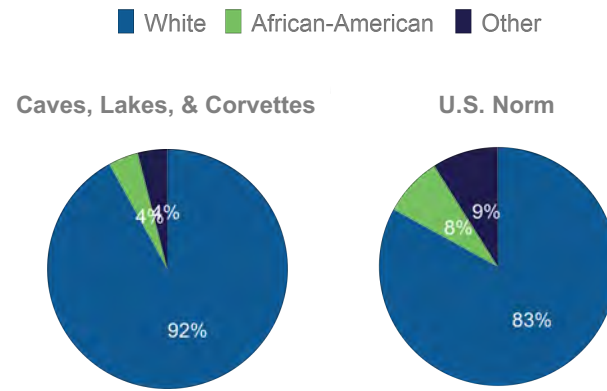


Household Income

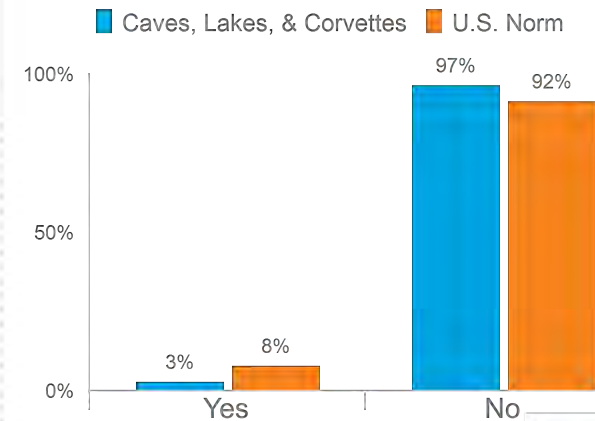


U.S. Norm: 46%, 21%, 13%, 14%, 5%

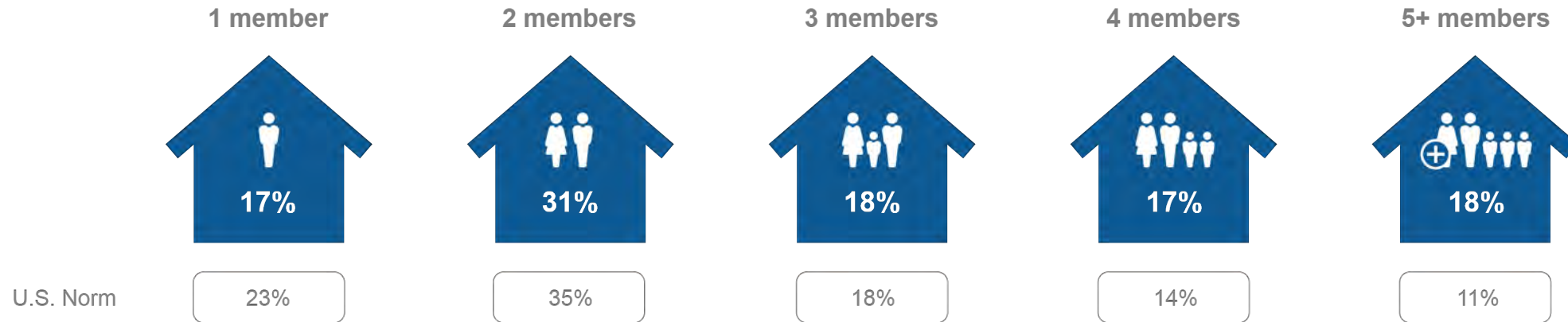
Race



Hispanic Background



Household Size



Children in Household

