COMPASS
Longwoods INTERNATIONAL

Travel USA Visitor Profile

Caves, Lakes & Corvettes Region

Kentucky UNBRIDLED SPIRIT™

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:

Overnight Base Size

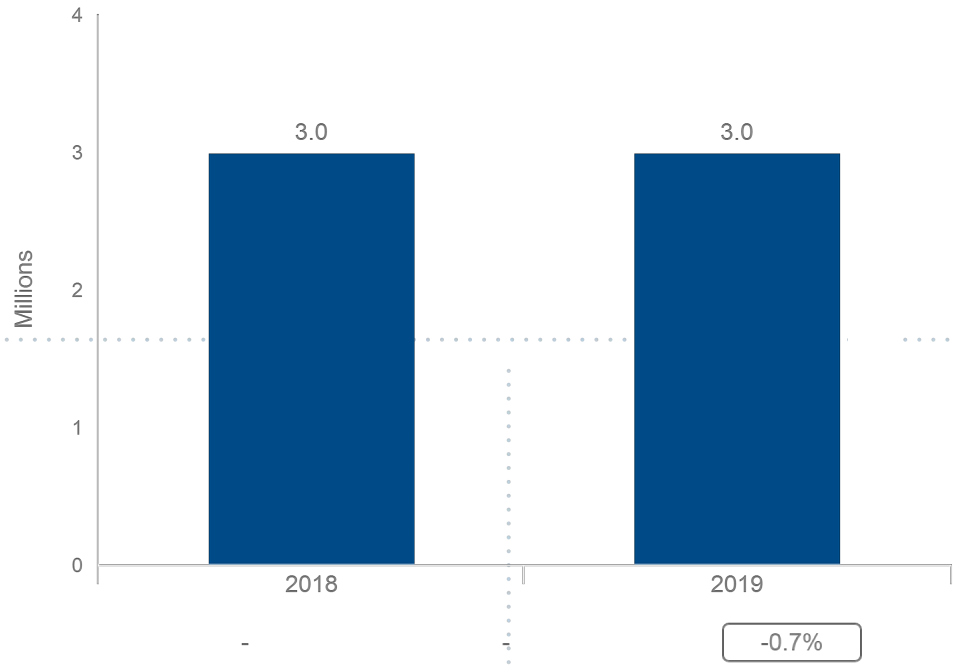
462

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 Caves, Lakes, & Corvettes's Domestic Travel Market

Base: Overnight Person-Trips

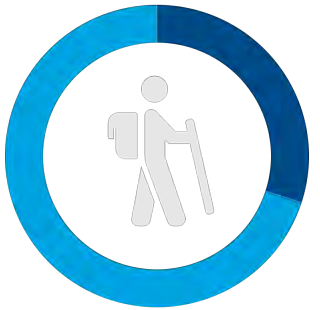
Overnight Trips to Caves, Lakes, & Corvettes



Total Size of Caves, Lakes, & Corvettes Overnight 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 Overnight Trip Characteristics

Base: Overnight Person-Trips

Main Purpose of Trip

44%
Visiting friends/ relatives

13%
Touring

10%
Outdoors

8%
Special event

4%
City trip

3%
Theme park

1%
Cruise

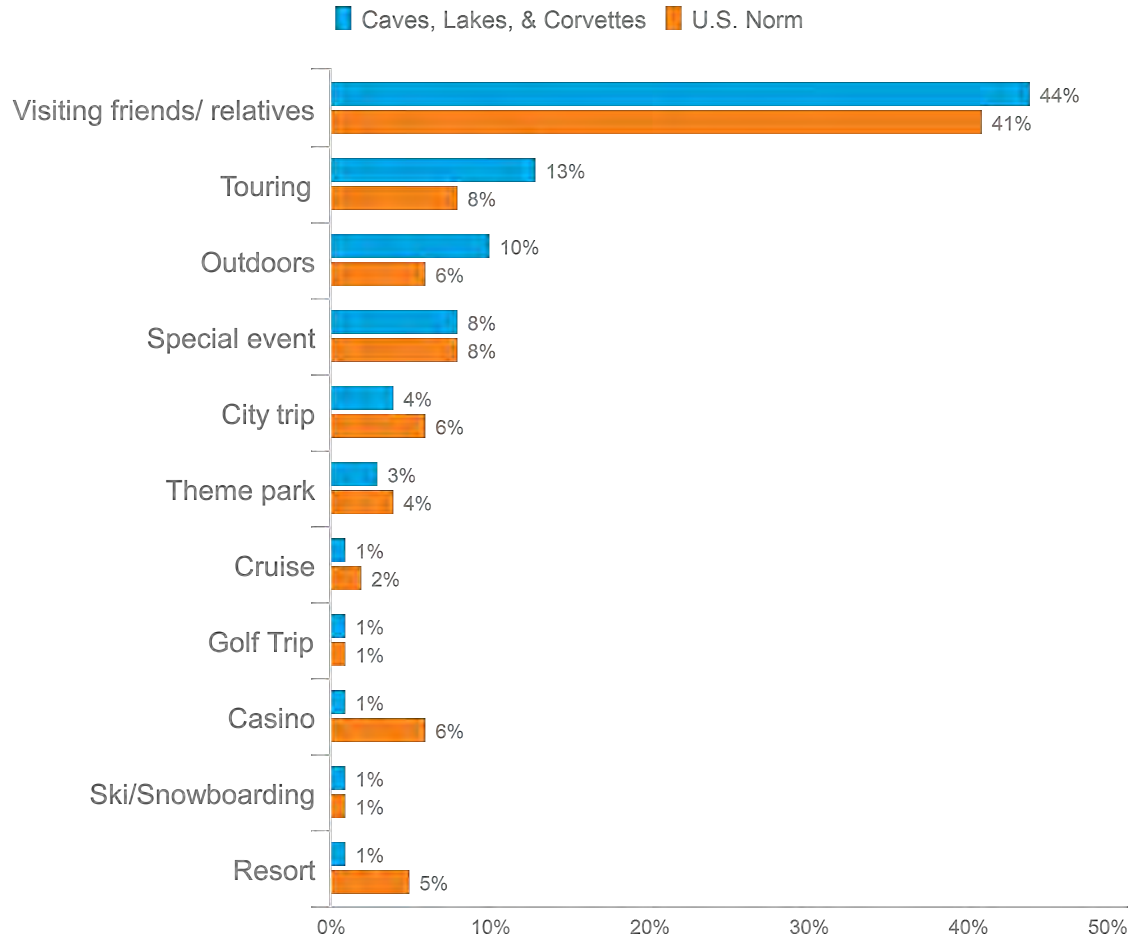
1%
Golf Trip

3%
Conference/ Convention

7%
Other business trip

2%
Business-Leisure

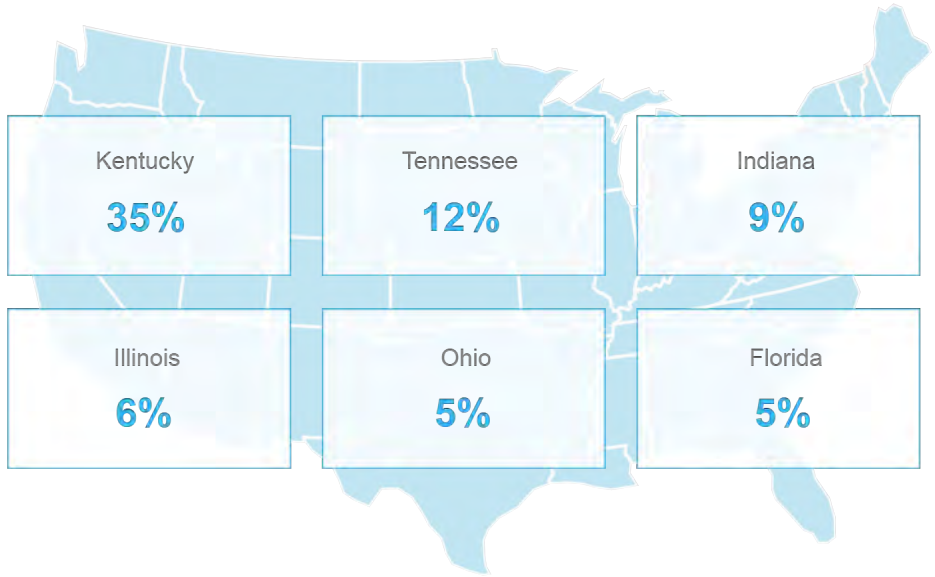
Main Purpose of Leisure Trip



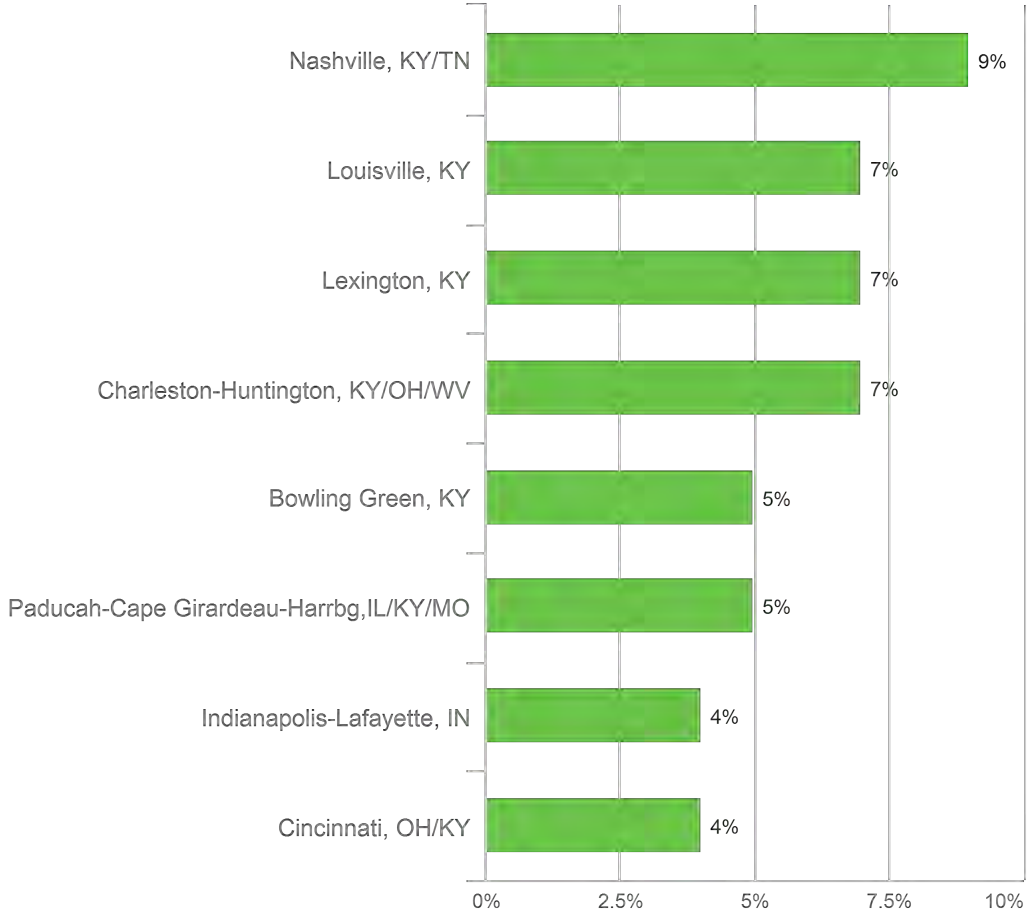
Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: Overnight Person-Trips

State Origin Of Trip



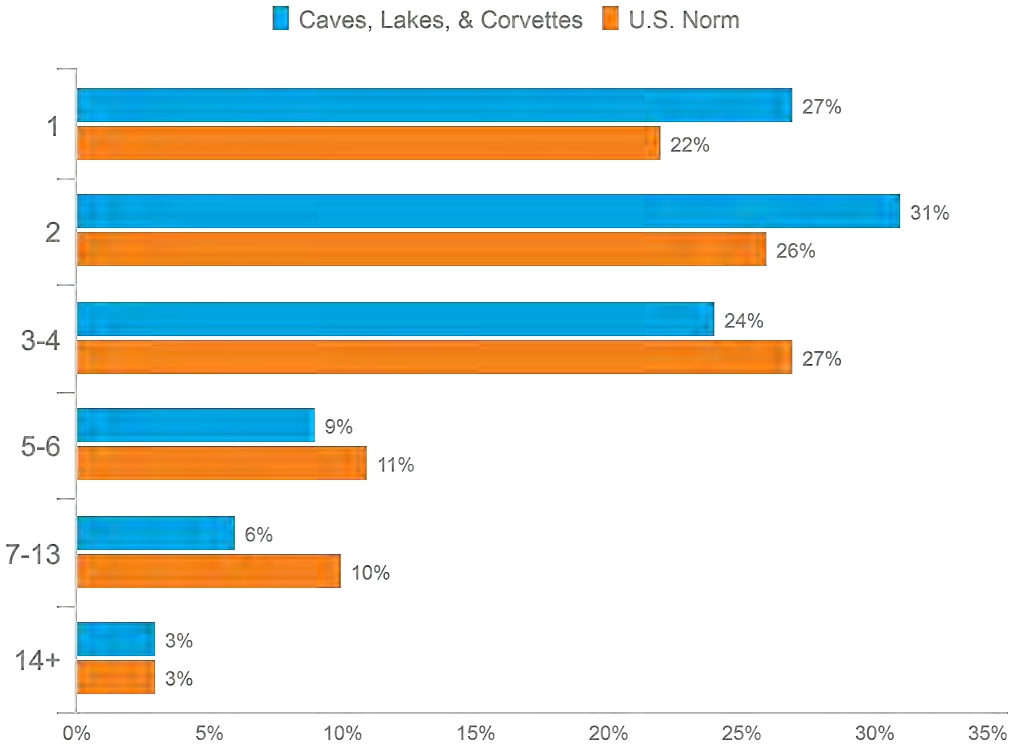
DMA Origin Of Trip



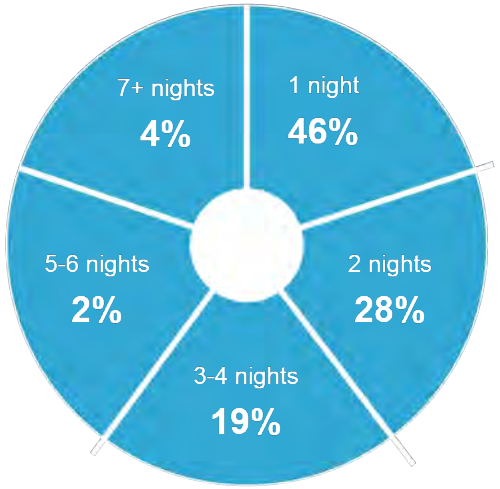
Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: Overnight Person-Trips

Total Nights Away on Trip



Caves, Lakes, & Corvettes	U.S. Norm
3.3	3.8
Average Nights	Average Nights



Nights Spent in Caves, Lakes, & Corvettes

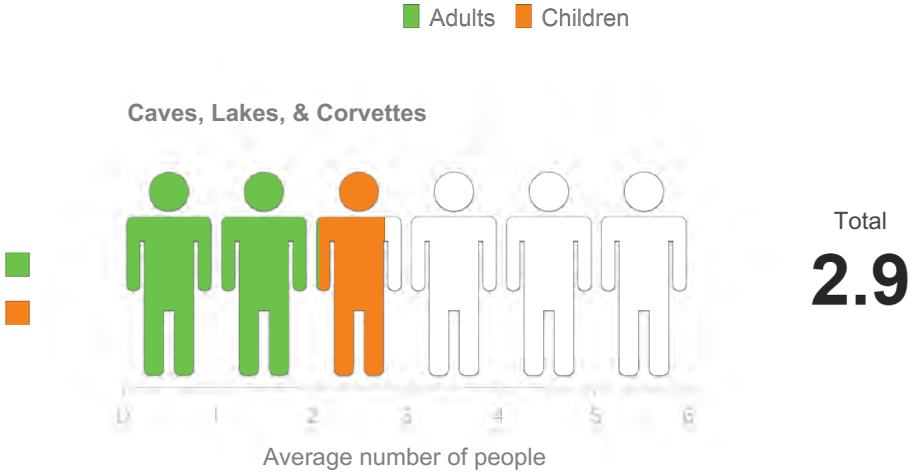
Average number of nights[1]

2.4

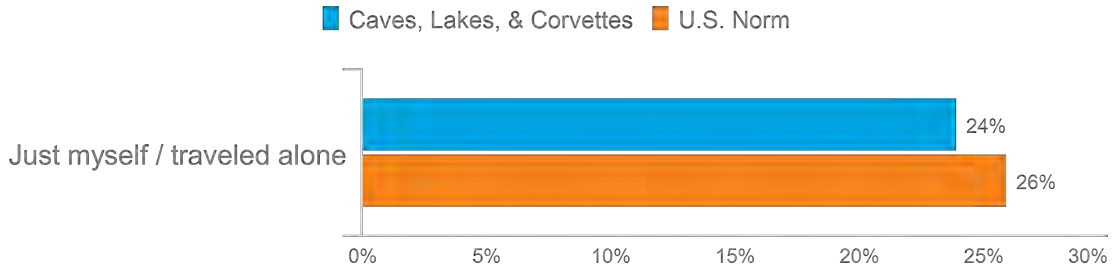
Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: Overnight Person-Trips

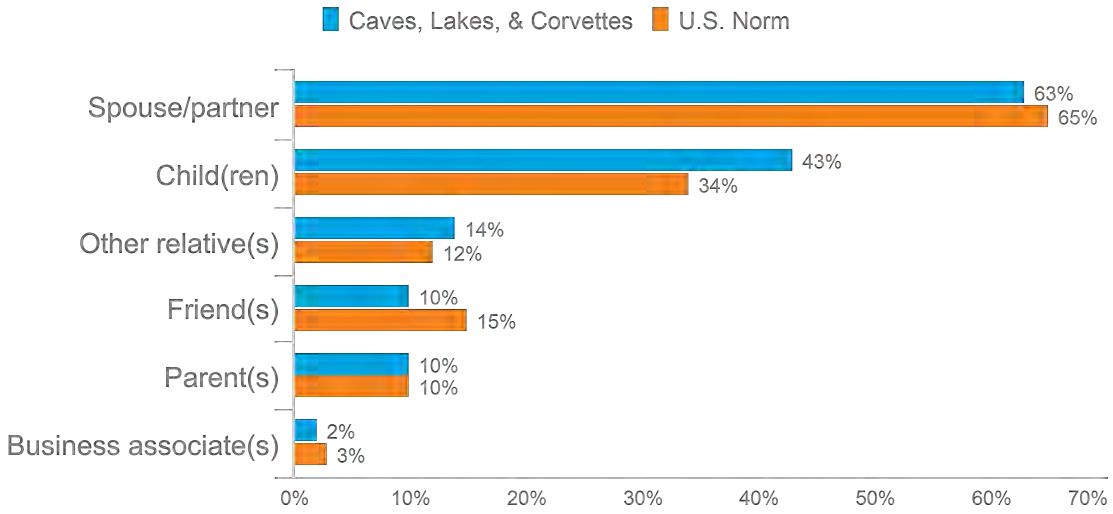
Size of Travel Party



Percent Who Traveled Alone



Composition of Immediate Travel Party



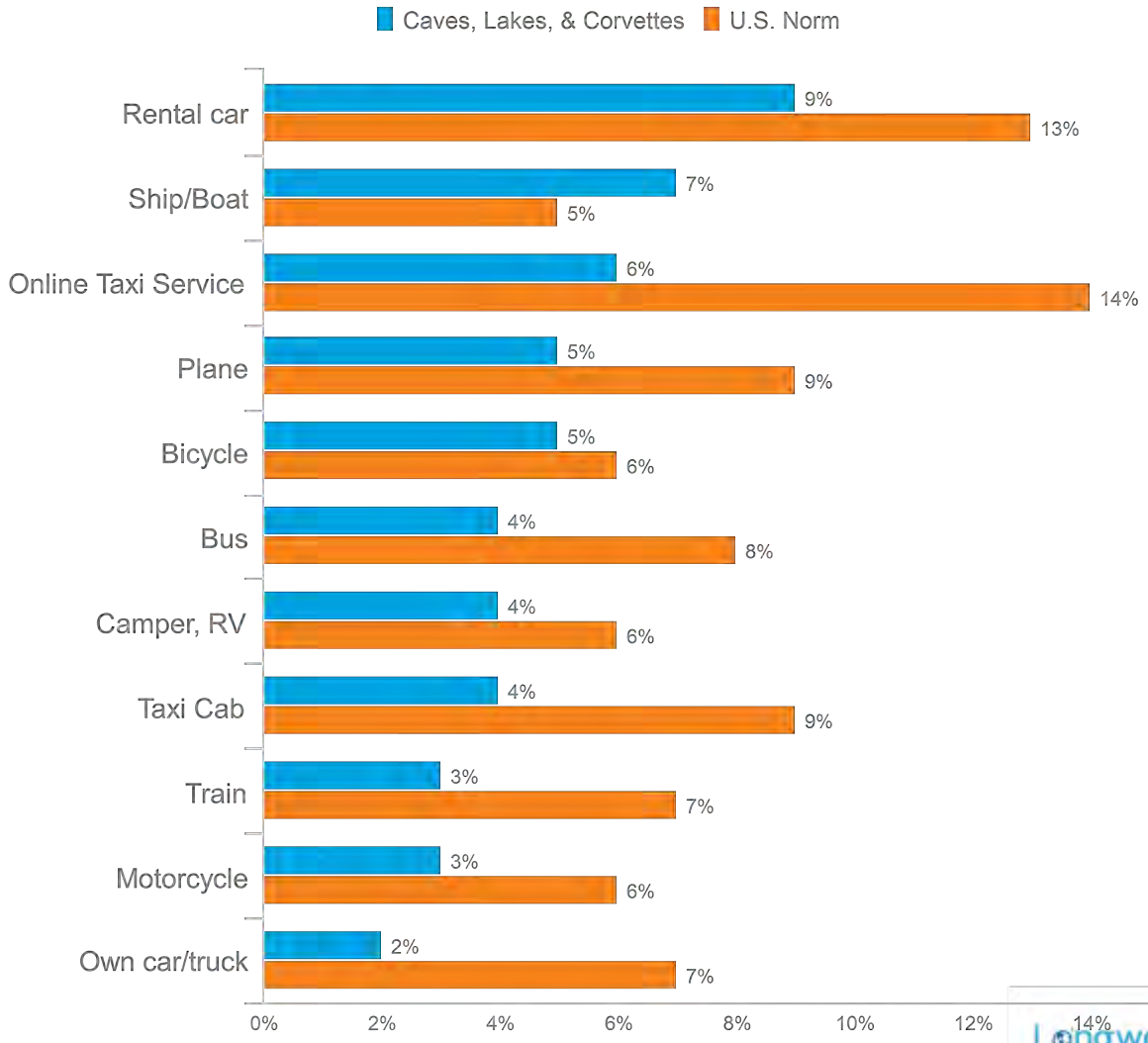
Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Primary Method of Transportation

		U.S. Norm
Own car/truck	82%	61%
Rental car	8%	10%
Plane	5%	17%
Ride share service (Uber, Lyft, etc.)	2%	3%
Motorcycle	2%	1%
Camper, R.V	1%	1%
Bus	0%	2%
Traditional taxi cab	0%	1%
Ship/Boat	0%	2%
Bicycle	0%	0%
Train	0%	2%

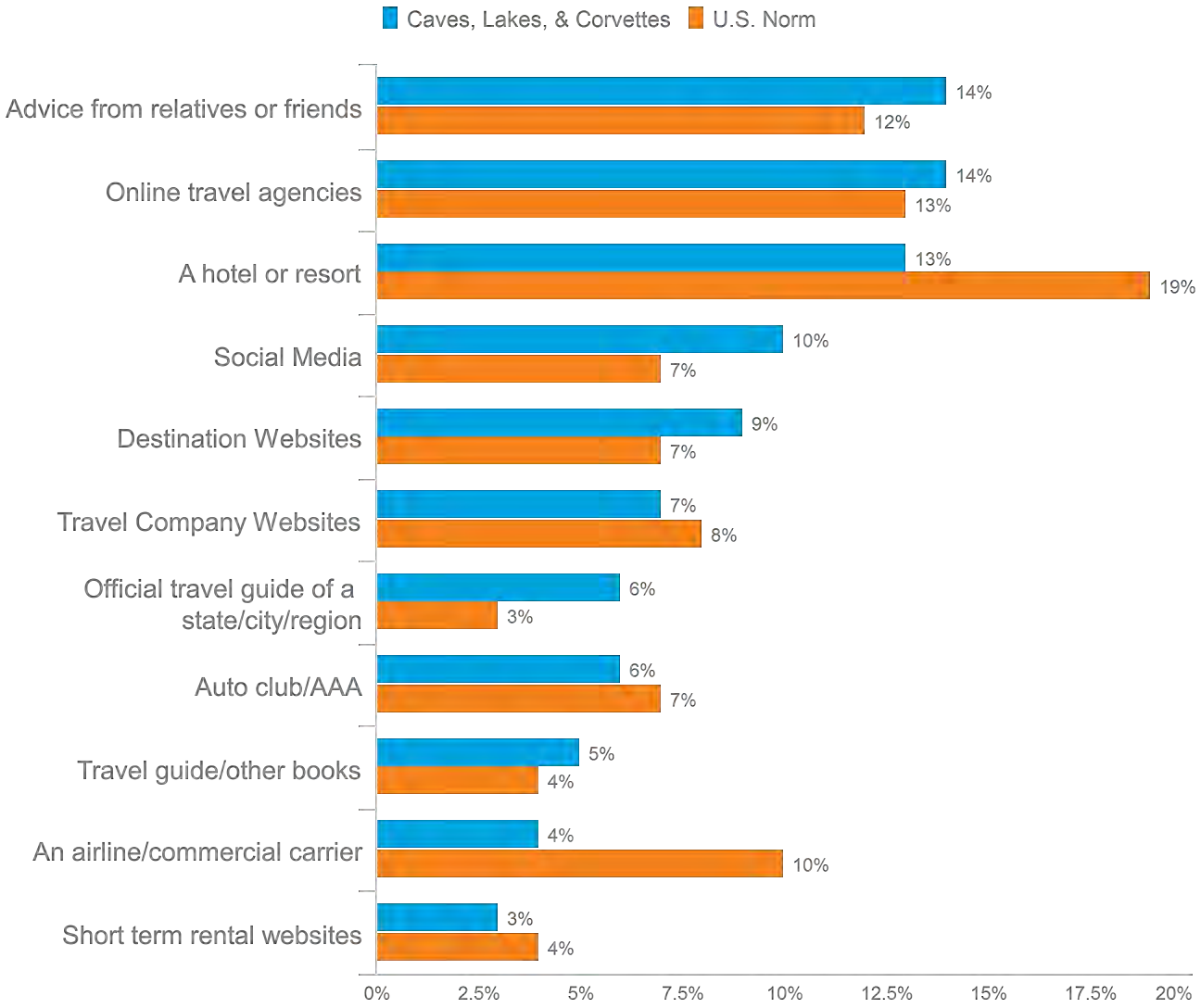
Other Transportation



Caves, Lakes, & Corvettes: Pre-Trip

Base: Overnight Person-Trips

Trip Planning Information Sources



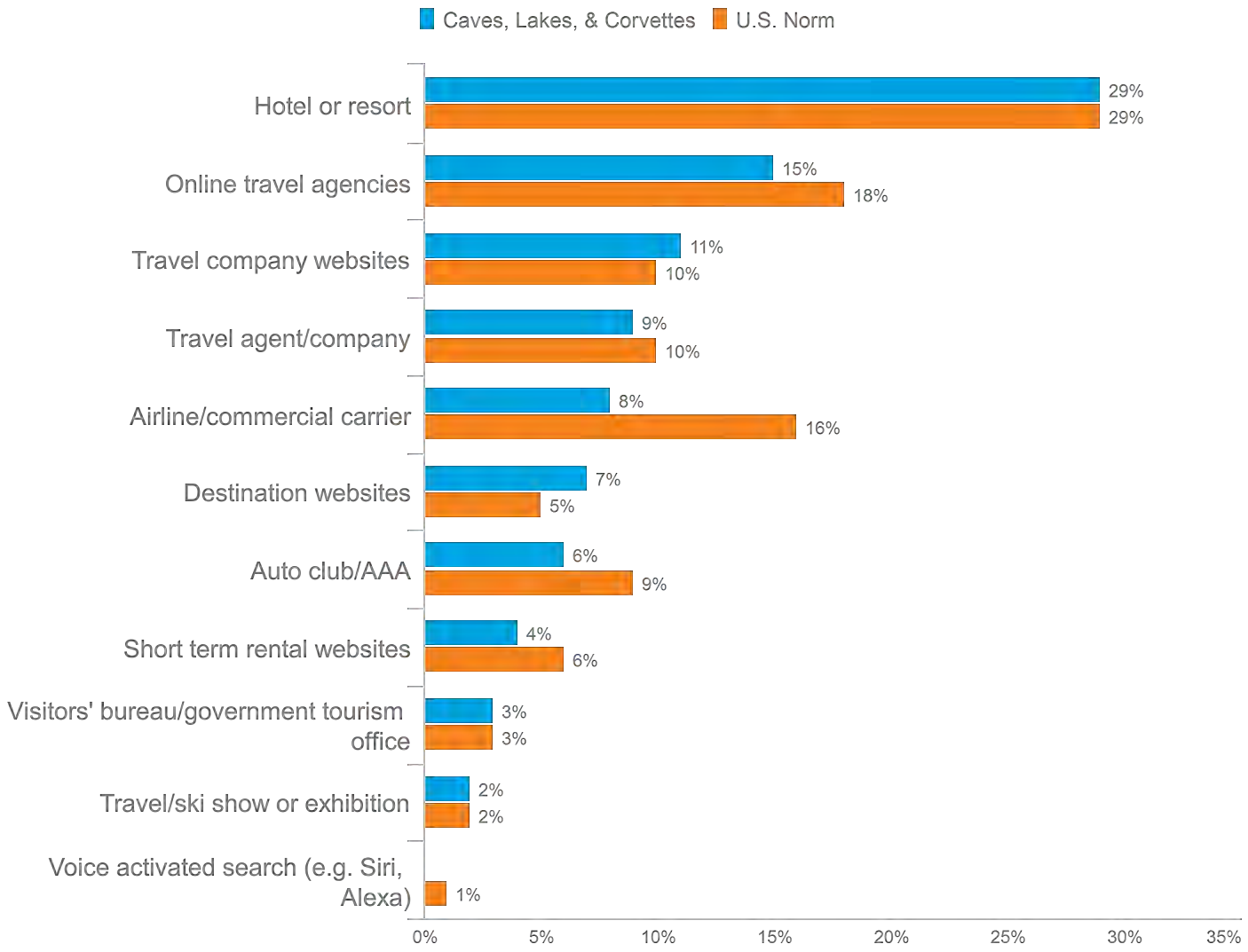
Length of Trip Planning

	Caves, Lakes, & Corvettes	U.S. Norm
More than 1 year in advance	**3%**	**4%**
6-12 months	**8%**	**14%**
3-5 months	**16%**	**18%**
2 months	**17%**	**17%**
1 month or less	**36%**	**33%**
Did not plan anything in advance	**21%**	**14%**

Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: Overnight Person-Trips

Method of Booking



Accommodations

	Caves, Lakes, & Corvettes	U.S. Norm
Motel	32%	16%
Other hotel	24%	22%
Home of friends or relatives	23%	22%
Resort hotel	11%	23%
Other	6%	5%
Campground / trailer park / RV park	6%	4%
Rented cottage/cabin	5%	3%

Caves, Lakes, & Corvettes: During Trip

Base: Overnight Person-Trips

Activities and Experiences (Top 10)

Shopping	National/state park	Landmark/historic site	Museum	Swimming
29%	19%	19%	14%	13%
29%	19%	19%	14%	13%
29%	9%	12%	10%	13%

Hiking/backpacking	Bar/nightclub	Theme park	Camping	Zoo
13%	9%	9%	8%	7%
13%	9%	9%	8%	7%
7%	14%	7%	4%	5%

Activities of Special Interest (Top 5)
Caves, Lakes, & Corvettes

Historic places	28%
Cultural activities/Attractions	13%
Brewery Tours/Beer Tasting	7%
Exceptional Culinary Experiences	6%
Agritourism	6%

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%

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Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: Overnight Person-Trips

	Devices Used for Planning		Devices Used During Trip	
	Caves, Lakes, & Corvettes	U.S. Norm	Caves, Lakes, & Corvettes	U.S. Norm
Used any device	81%	84%	83%	79%
Desktop/Home computer	35%	38%	0%	0%
Laptop	35%	39%	27%	26%
Smartphone	32%	30%	68%	63%
Tablet	16%	14%	27%	22%

Caves, Lakes, & Corvettes's Overnight Trip Characteristics

Base: Overnight Person-Trips

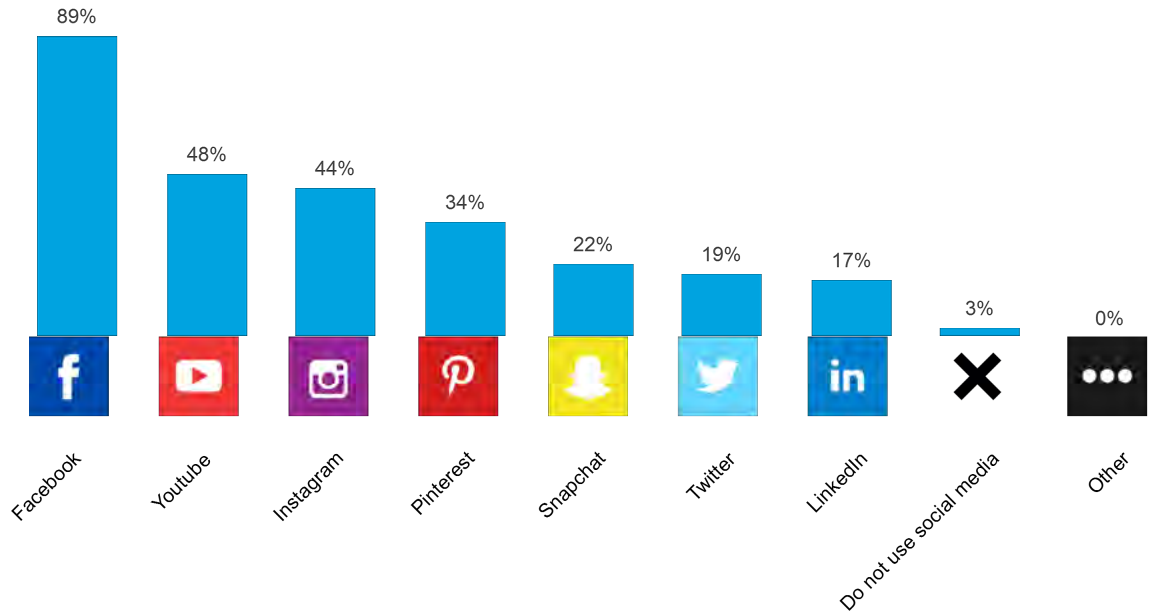
Online Social Media Use by Travelers

	Caves, Lakes, & Corvettes	U.S. Norm
Used any social media	56%	55%
Shared travel stories/photos/videos on social media	28%	24%
Saw a video or photo on social media that inspired me to visit	20%	14%
Read online travel reviews that influenced my travel decisions	19%	22%
Followed a destination on social media	15%	12%

100%

Followed Influencer

Social media platforms used in general



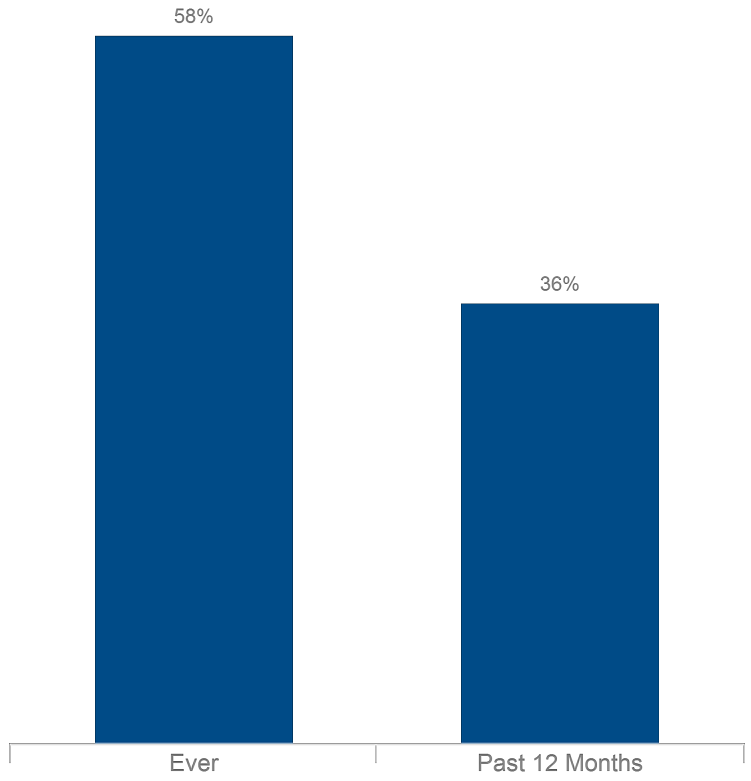
Caves, Lakes, & Corvettes: During Trip

Base: Overnight Person-Trips

% Very Satisfied with Trip

Overall trip experience	66%
Friendliness of people	65%
Safety and Security	63%
Quality of food	58%
Sightseeing and attractions	57%
Quality of accommodations	56%
Cleanliness	54%
Value for money	52%
Music/nightlife/entertainment	37%

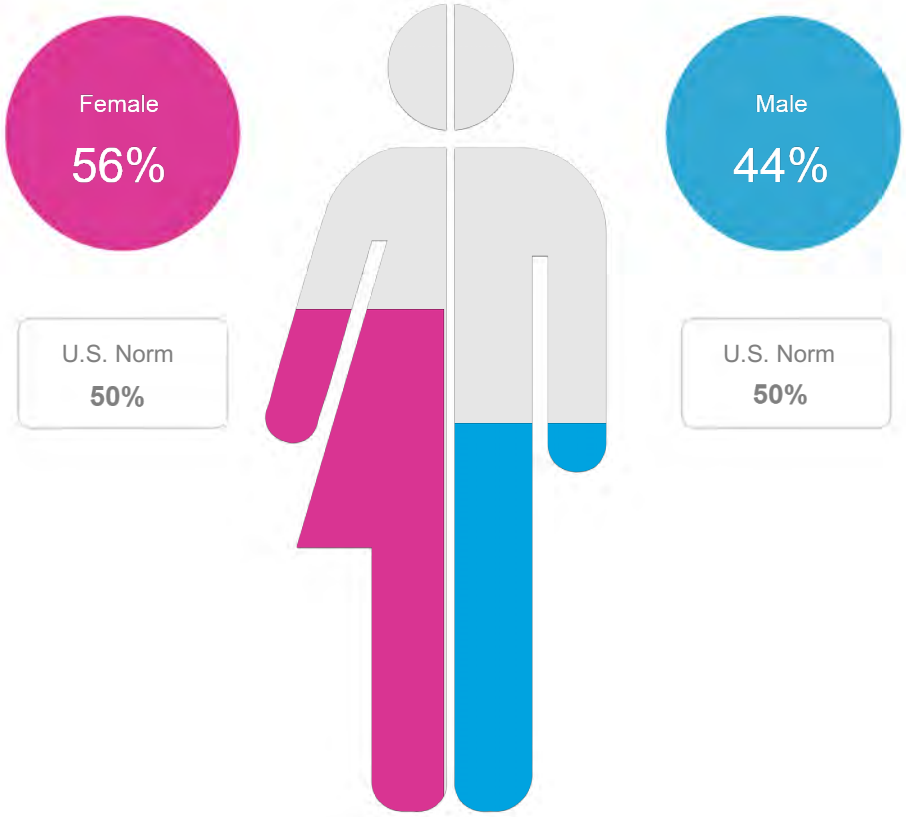
Past Visitation to Caves, Lakes, & Corvettes



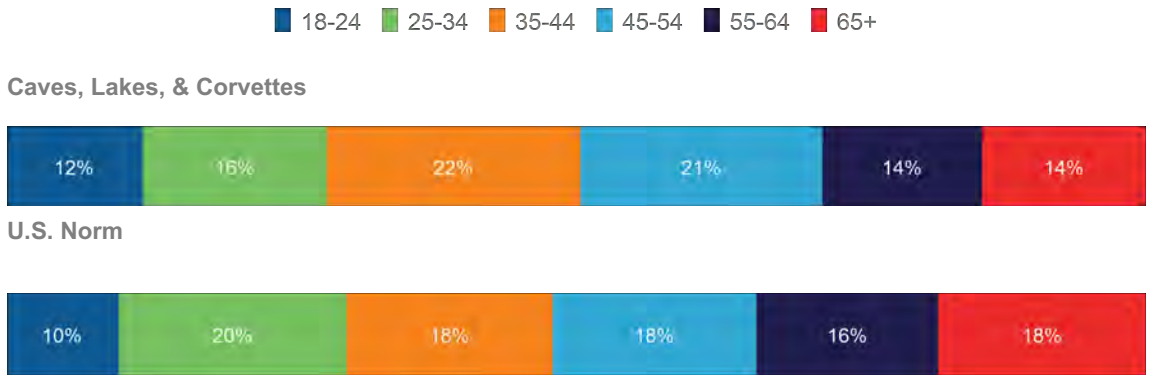
Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: Overnight Person-Trips

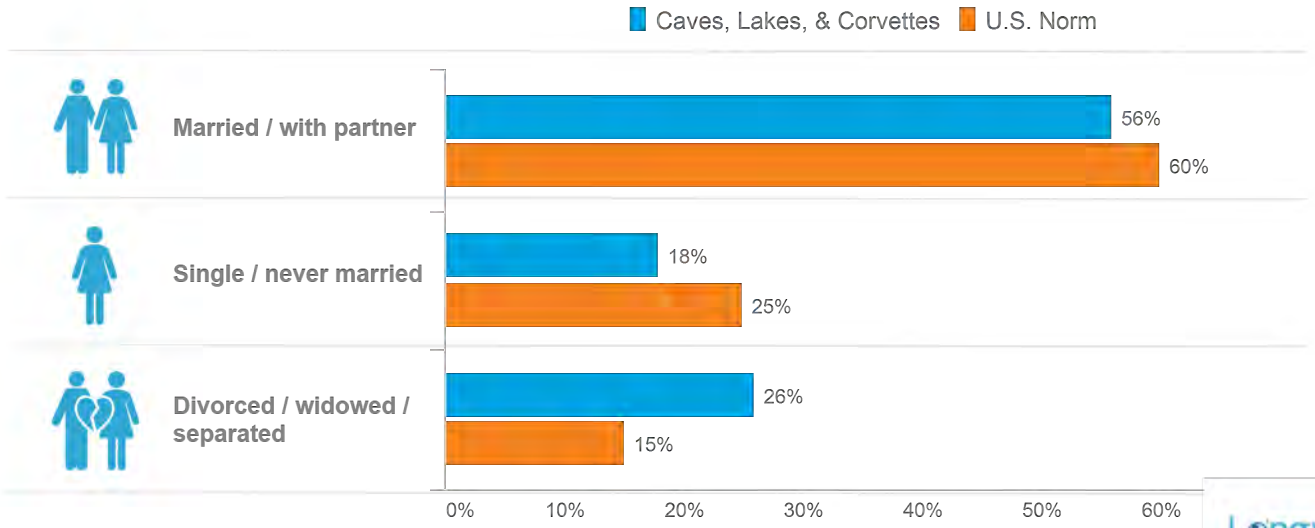
Gender



Age



Marital Status

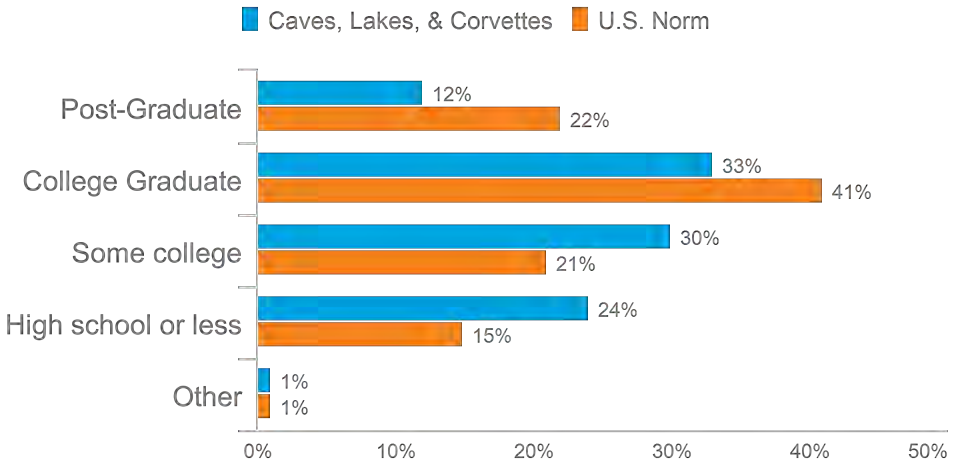


Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

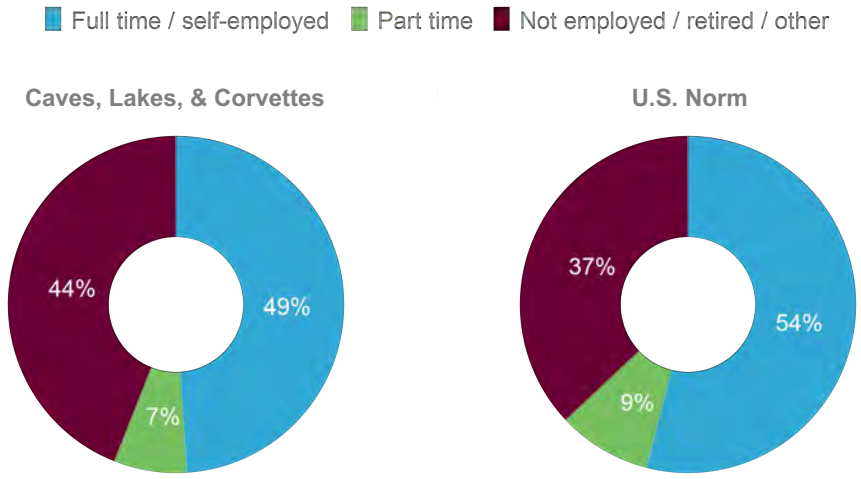
Base: Overnight Person-Trips

* n < 250

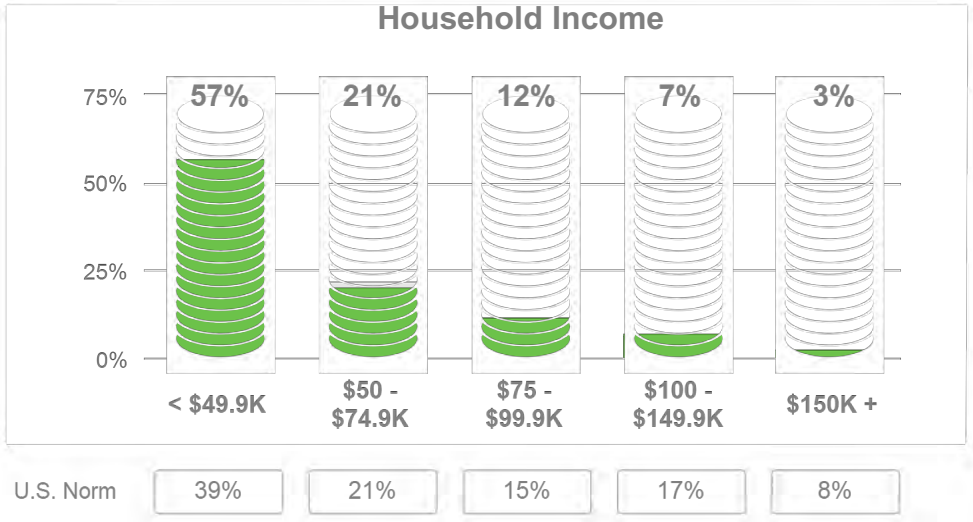
Education



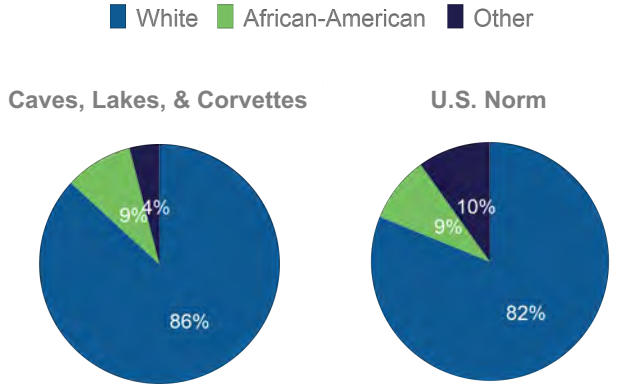
Employment



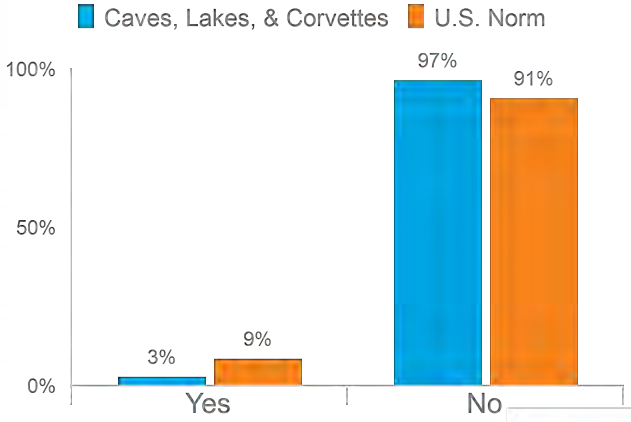
Household Income



Race



Hispanic Background



Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: Overnight Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	21%	34%	20%	11%	14%
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

Caves, Lakes, & Corvettes	
No children under 18	51%
Any 13-17	24%
Any 6-12	26%
Any child under 6	15%

U.S. Norm	
No children under 18	58%
Any 13-17	19%
Any 6-12	22%
Any child under 6	16%