



## Travel USA Visitor Profile

Kentucky's Appalachians



2020

## Introduction

- 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2019 and 2020 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2020 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

## 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. Respondents are selected to be representative of the U.S. adult population.

For Kentucky's Appalachians, the following sample was achieved in 2020:



Day Base Size

317

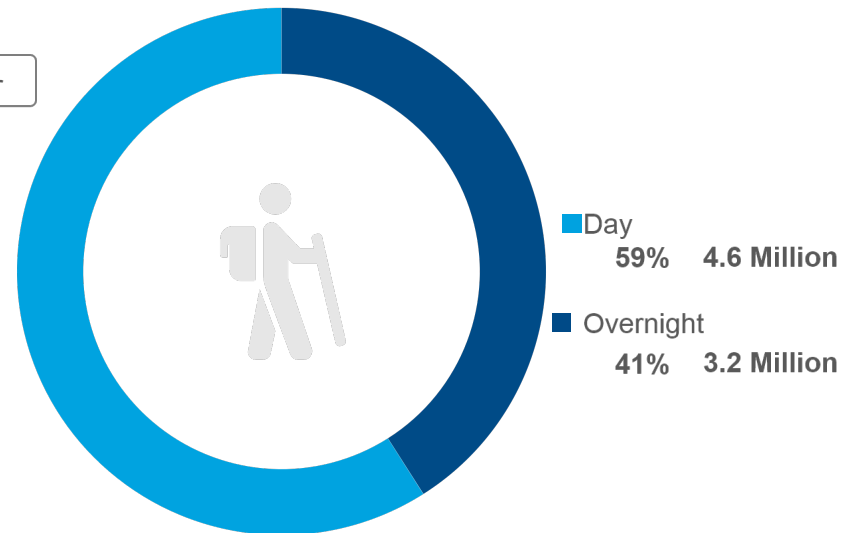
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Kentucky's Appalachians 2020 Domestic Travel Market

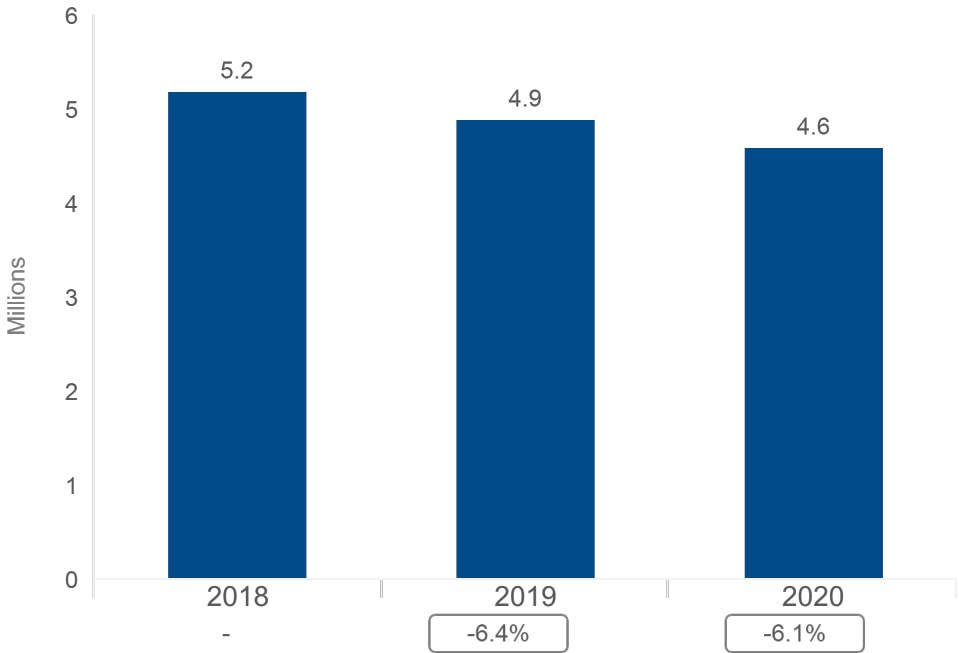
Total Person-Trips

**7.8 Million**

-0.4% vs. last year



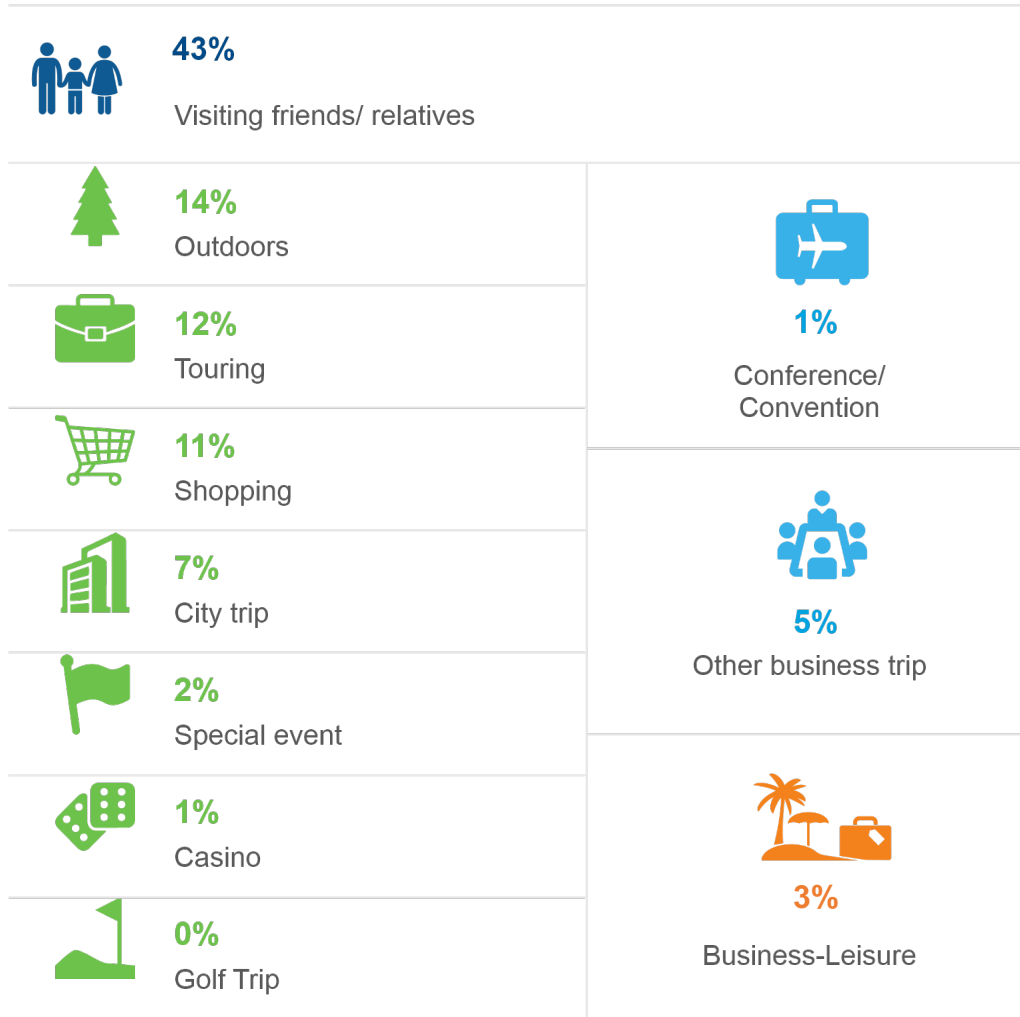
## Day Trips to Kentucky's Appalachians



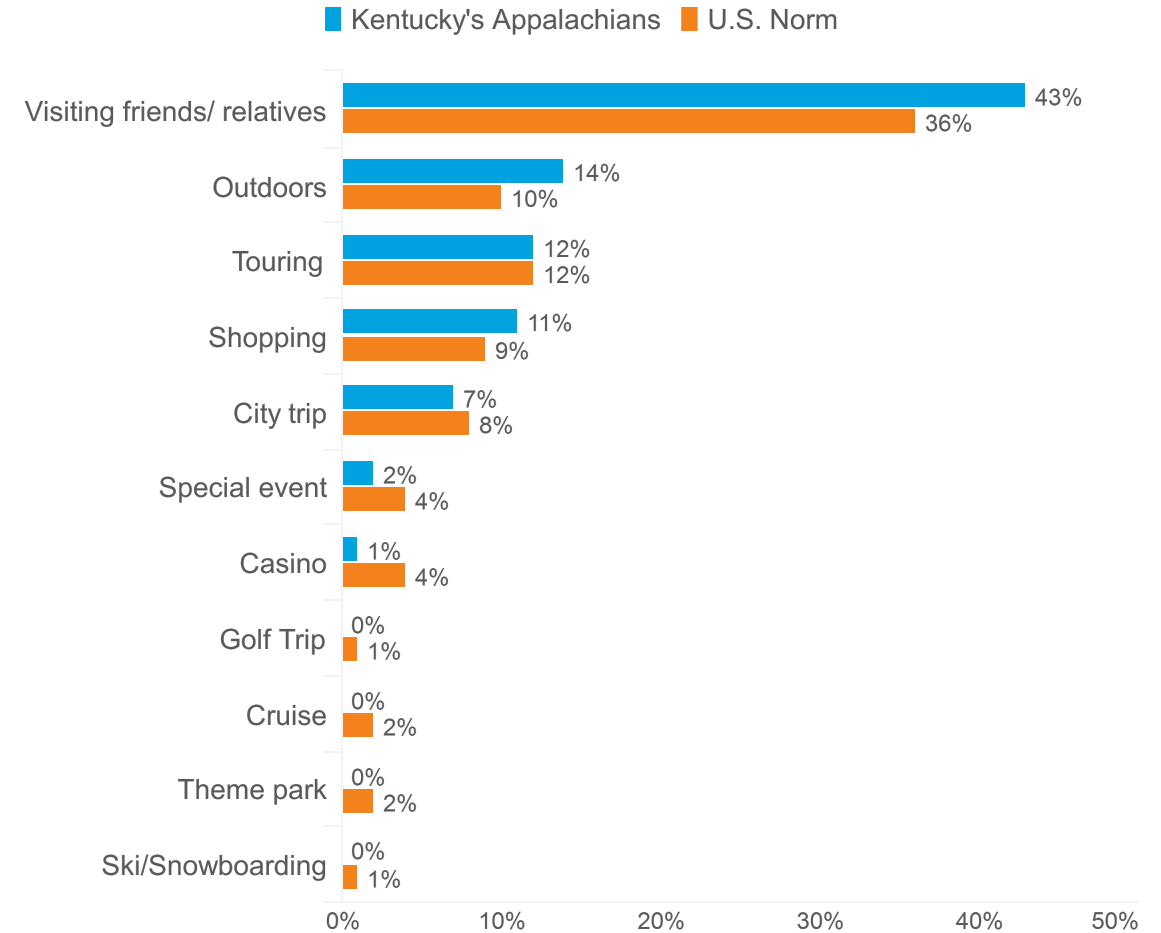
# Kentucky's Appalachians's Day Trip Characteristics

Base: 2019/2020 Day Person-Trips

## Main Purpose of Trip



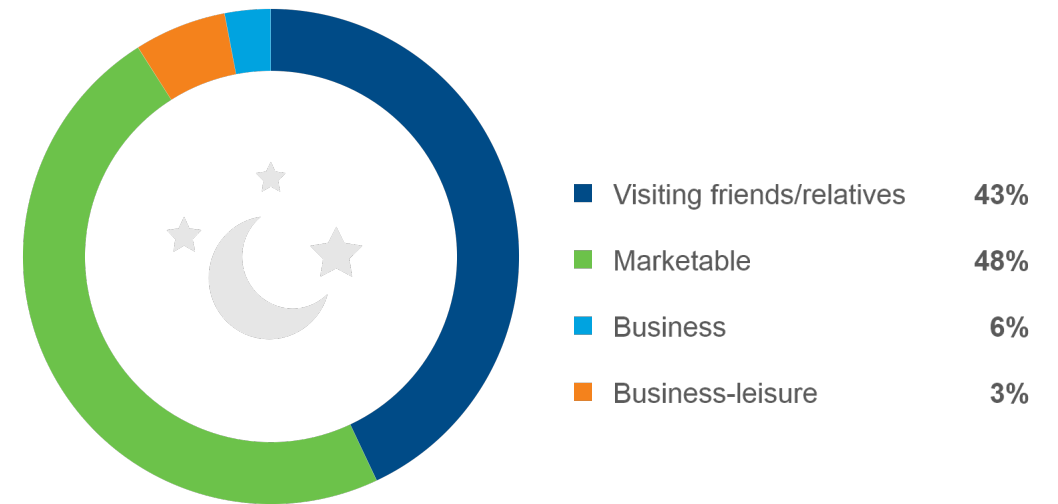
## Main Purpose of Leisure Trip



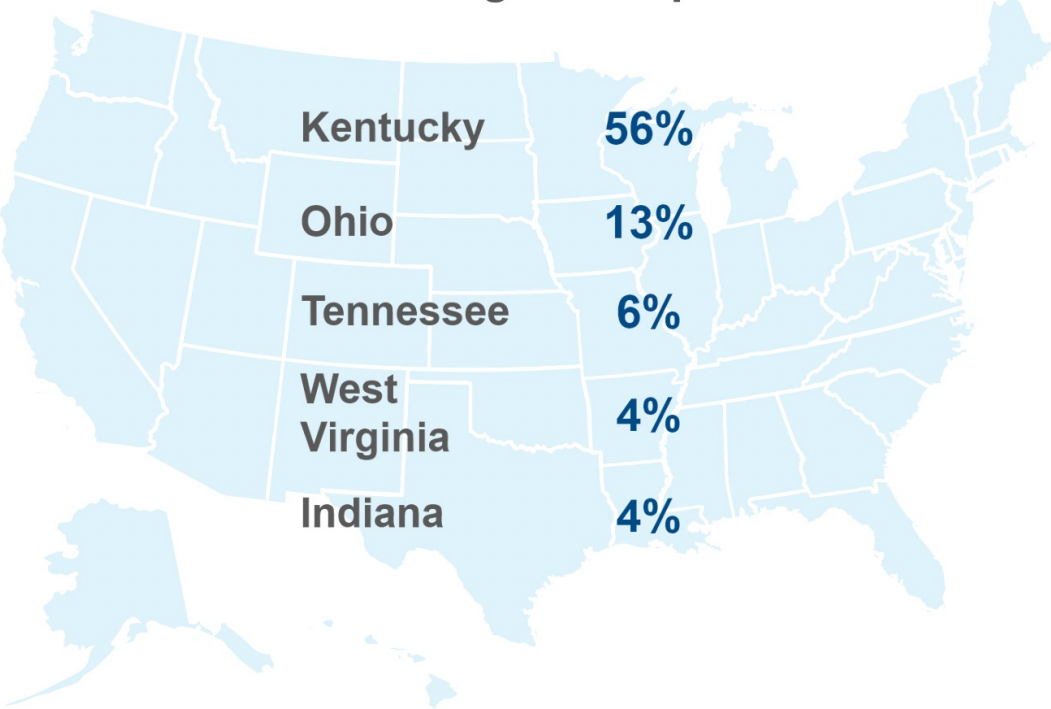
## 2020 U.S. Day Trips



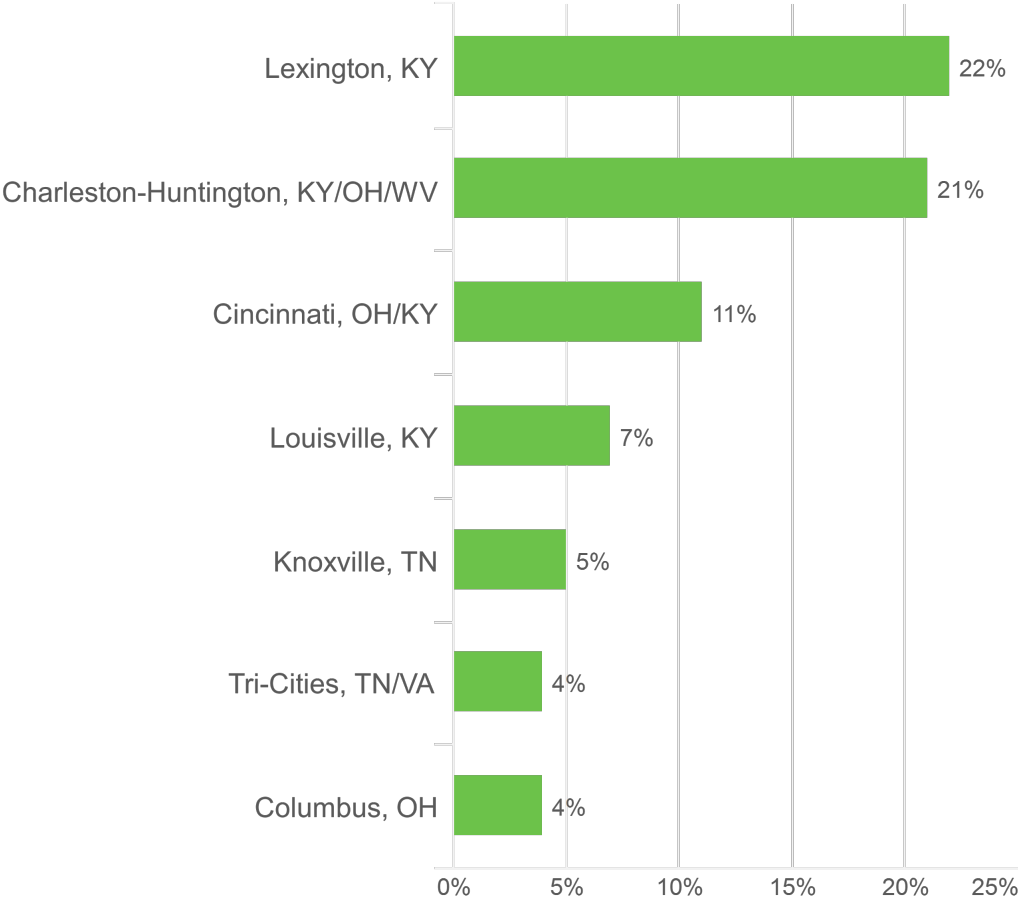
## Kentucky's Appalachians Day Trips



## State Origin Of Trip

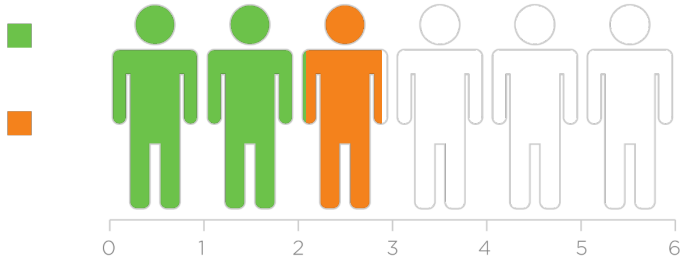


## DMA Origin Of Trip



## Size of Travel Party

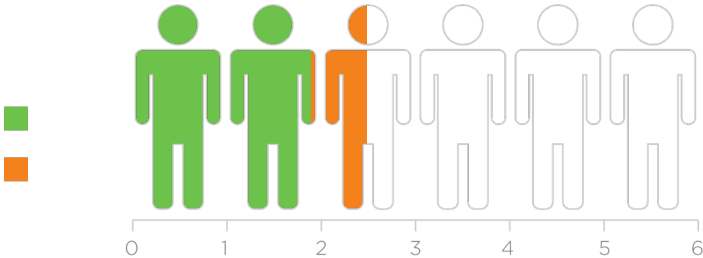
### Kentucky's Appalachians



Total  
**2.9**

Average number of people

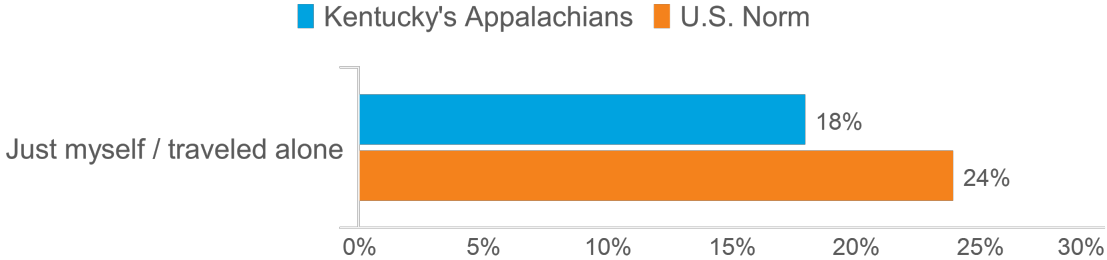
### U.S. Norm



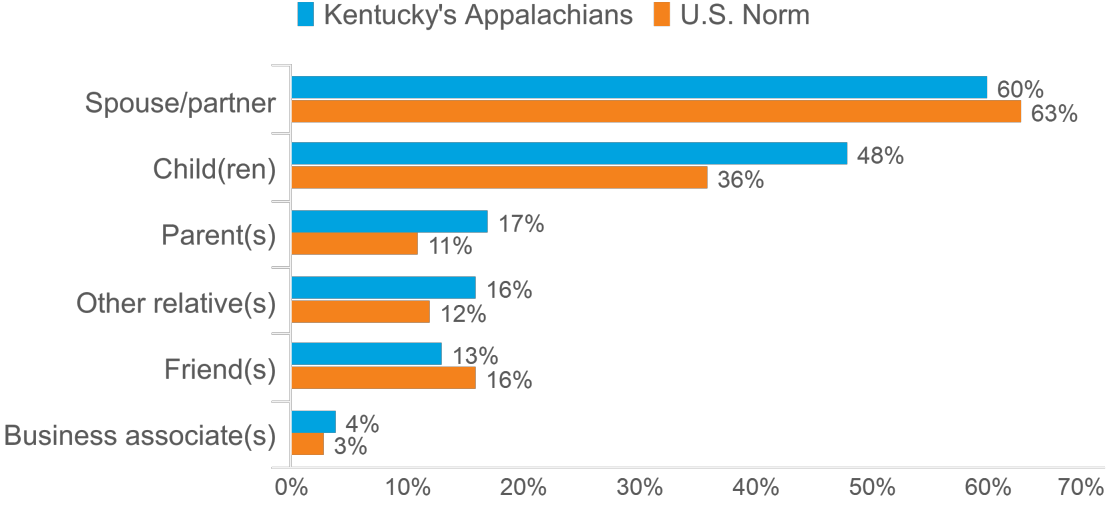
Total  
**2.6**

Average number of people

## Percent Who Traveled Alone



## Composition of Immediate Travel Party





## Activity Groupings

### Outdoor Activities



U.S. Norm: 36%

### Entertainment Activities



U.S. Norm: 45%

### Cultural Activities



U.S. Norm: 17%

### Sporting Activities



U.S. Norm: 8%

### Business Activities



U.S. Norm: 10%

## Activities and Experiences (Top 10)







	Kentucky's Appalachians	U.S. Norm
Shopping	27%	20%
Landmark/historic site	17%	8%
Hiking/backpacking	15%	7%
Sightseeing	14%	13%
Local parks/playgrounds	14%	6%
Fishing	11%	5%
Attending celebration	10%	9%
Camping	9%	3%
Swimming	9%	6%
National/state park	8%	6%

## Shopping Types on Trip

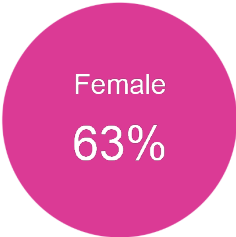
	Kentucky's Appalachians	U.S. Norm
 Big box stores (Walmart, Costco)	51%	31%
 Outlet/mall shopping	44%	49%
 Convenience/grocery shopping	40%	28%
 Souvenir shopping	9%	20%
 Antiquing	8%	12%
 Boutique shopping	4%	21%

Base is the 27% of travelers who shopped on their trip.

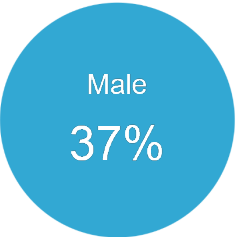
## Dining Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Unique/local food	34%	34%
 Picnicking	23%	14%
 Street food/food trucks	15%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	11%	12%
 Fine/upscale dining	10%	12%
 Gastropubs	1%	5%

## Gender



U.S. Norm  
49%

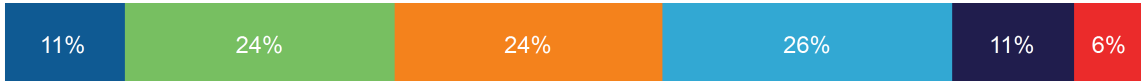


U.S. Norm  
51%

## Age

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

### Kentucky's Appalachians

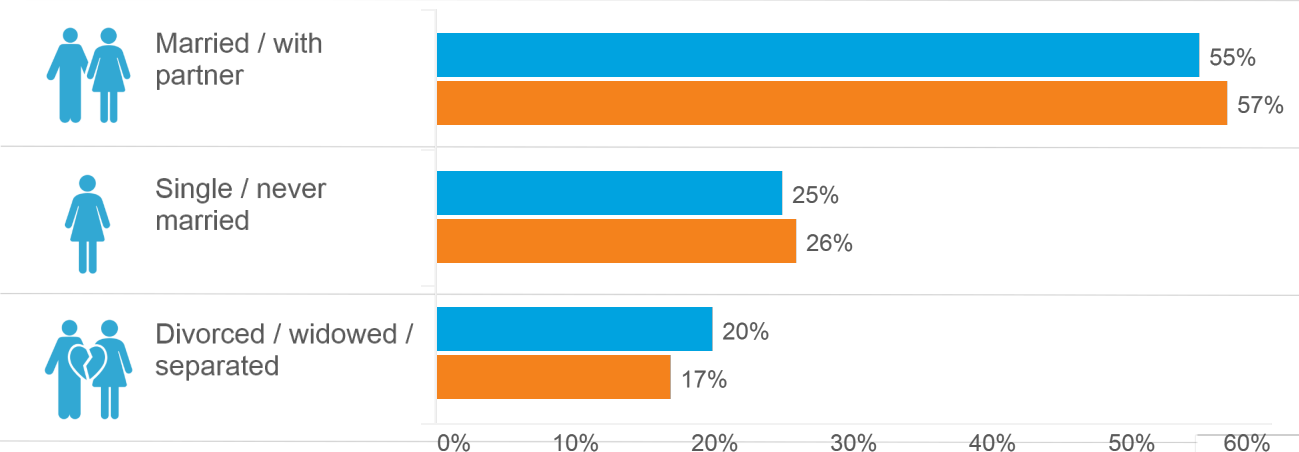


### U.S. Norm



## Marital Status

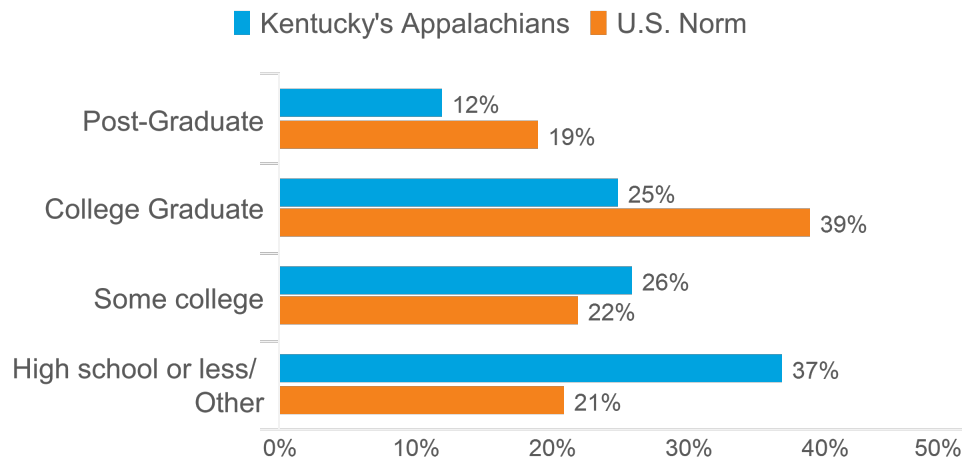
Kentucky's Appalachians U.S. Norm



# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2019/2020 Day Person-Trips

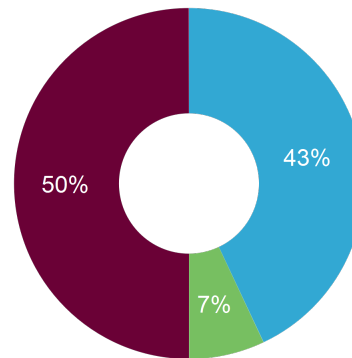
## Education



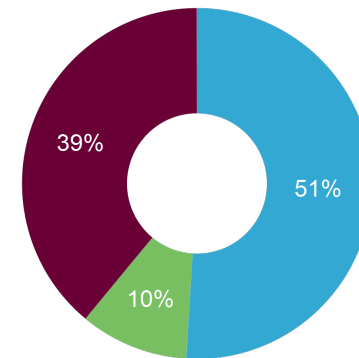
## Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

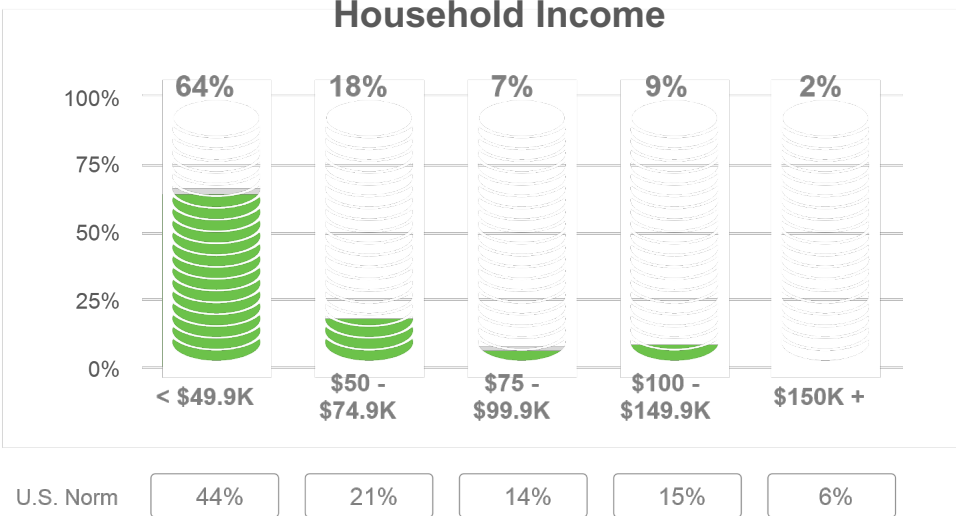
### Kentucky's Appalachians



### U.S. Norm



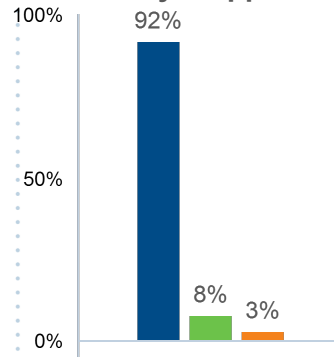
## Household Income



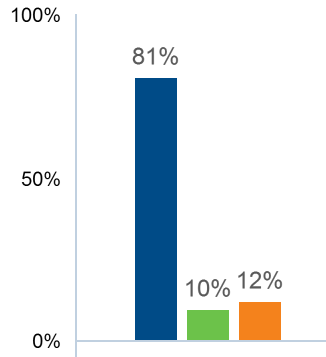
## Race

■ White ■ African-American ■ Other

### Kentucky's Appalachians



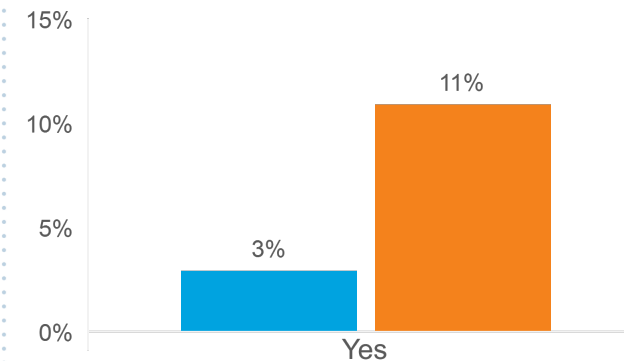
### U.S. Norm



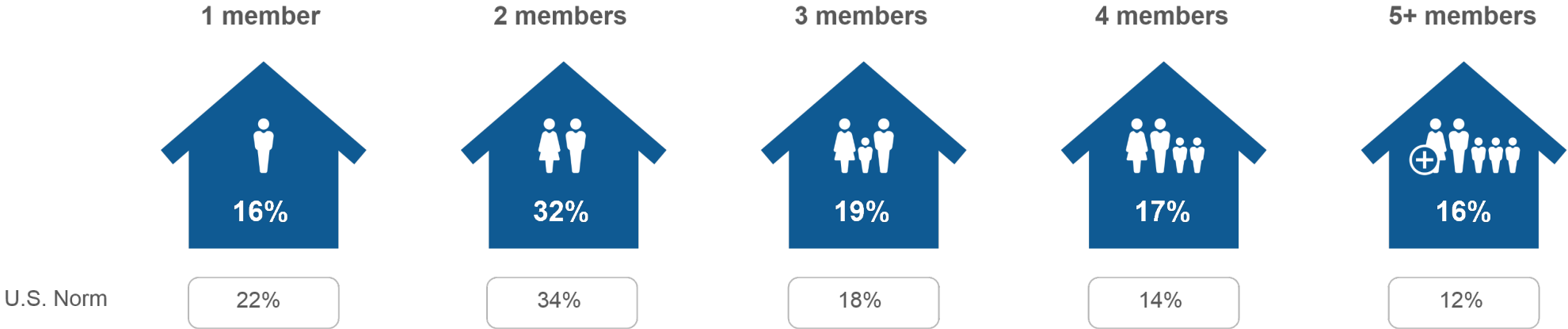
Question updated in 2020, 2020 data only

## Hispanic Background

■ Kentucky's Appalachians ■ U.S. Norm



## Household Size



## Children in Household

