



Travel USA Visitor Profile

Northern Kentucky River



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.
- 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.
- This report provides an overview for Northern Kentucky River Region's domestic tourism business in 2020.

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 Northern Kentucky River Region, the following sample was achieved in 2020:



Day Base Size

394

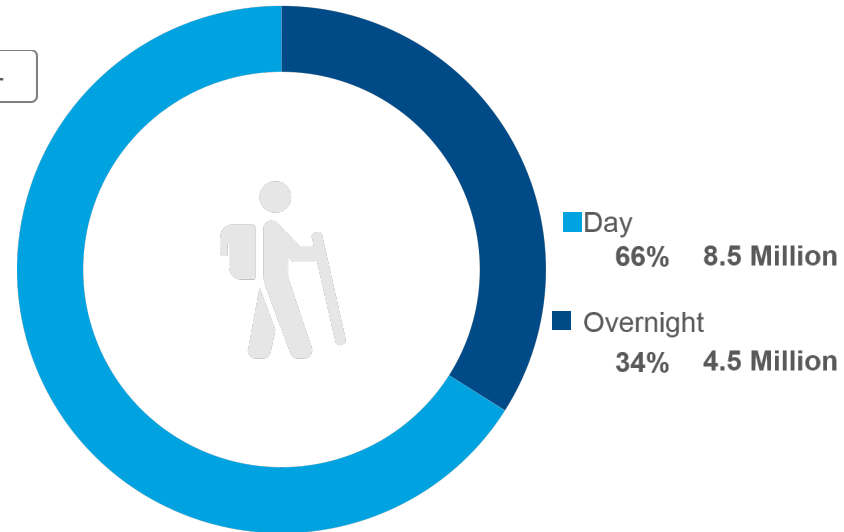
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Northern Kentucky River Region 2020 Domestic Travel Market

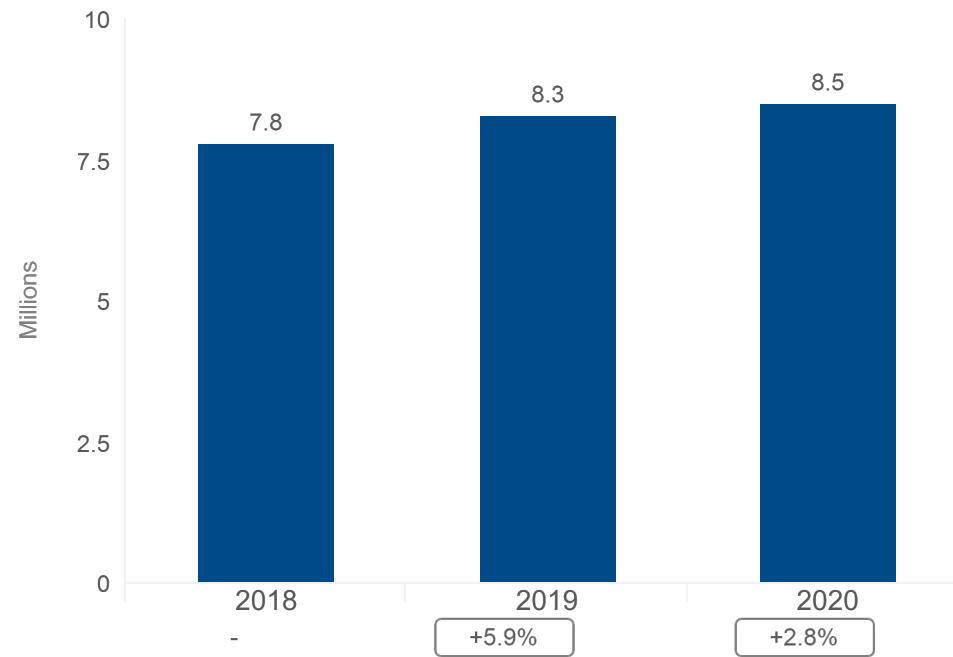
Total Person-Trips

13.0 Million

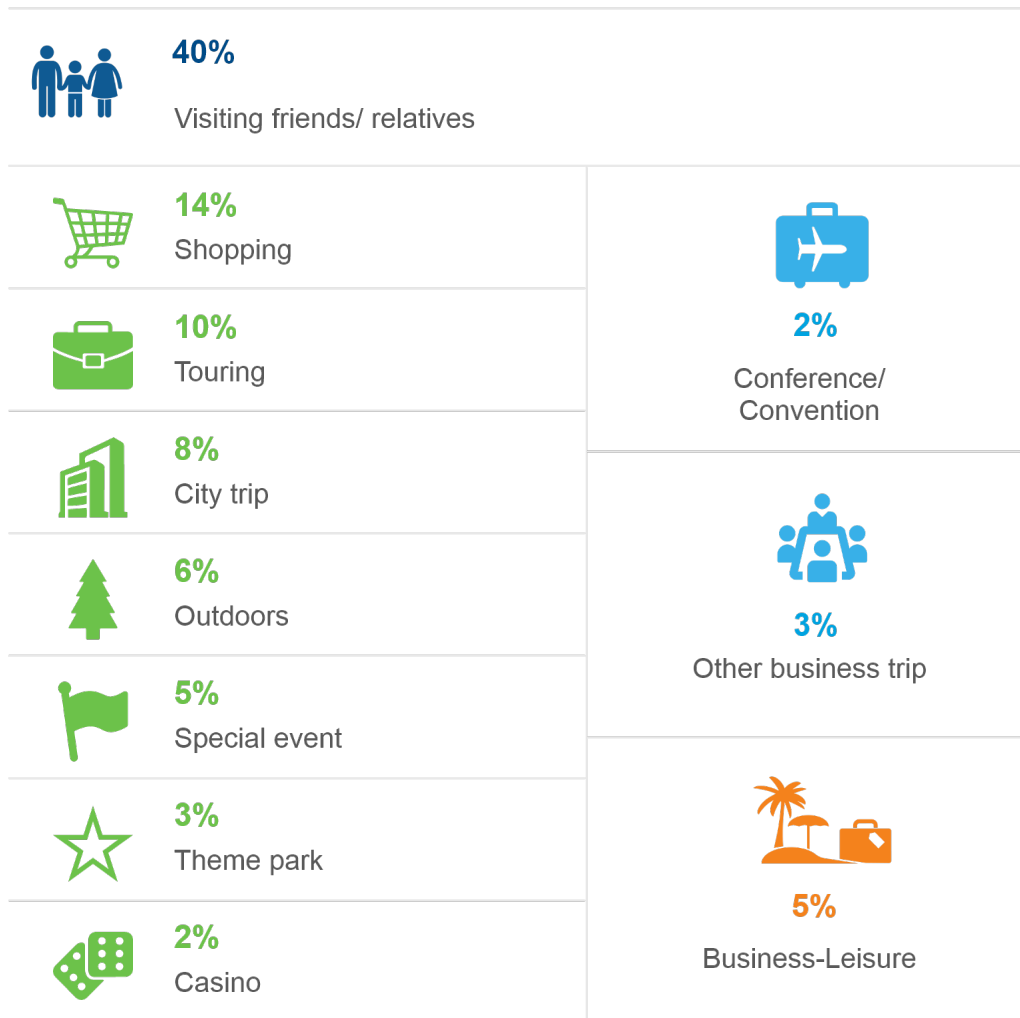
+3.7% vs. last year



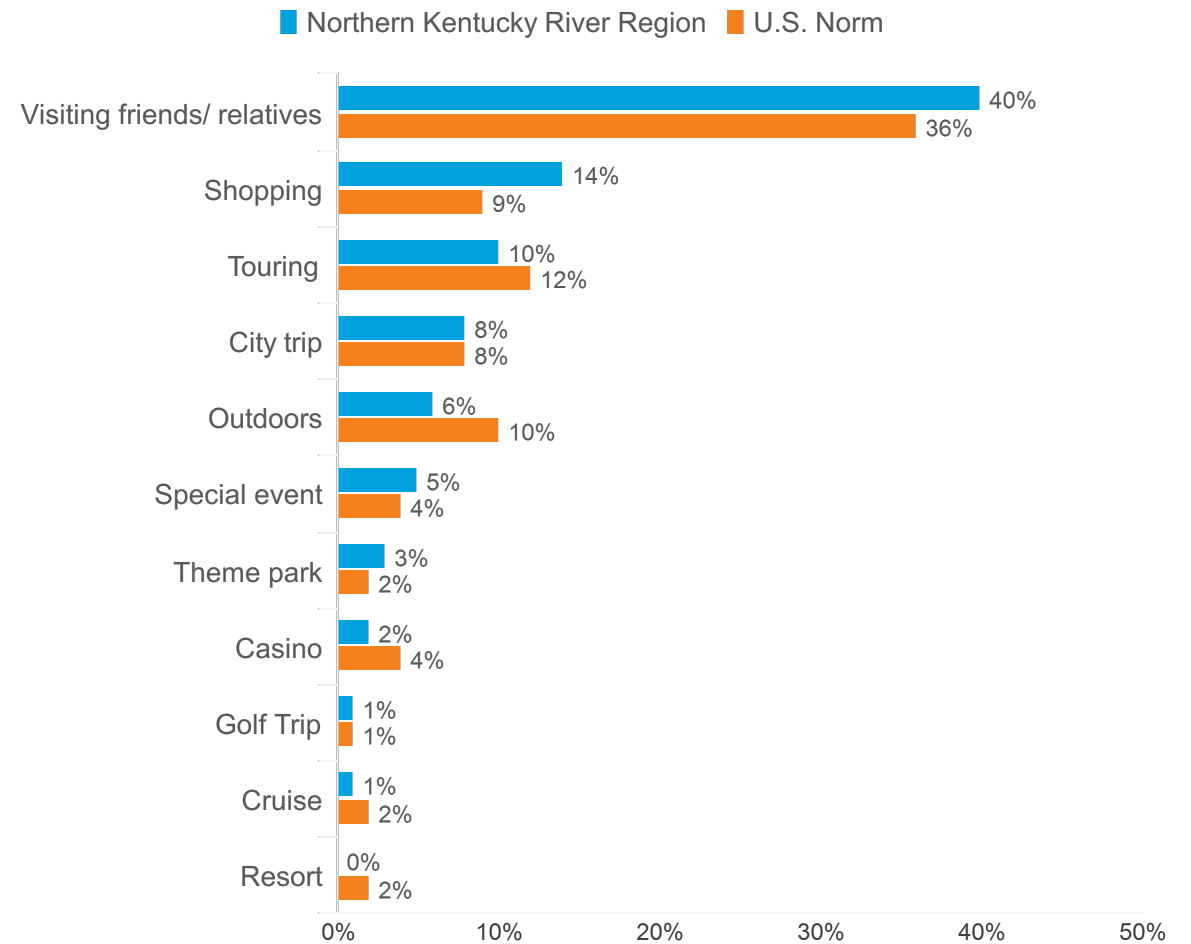
Day Trips to Northern Kentucky River Region



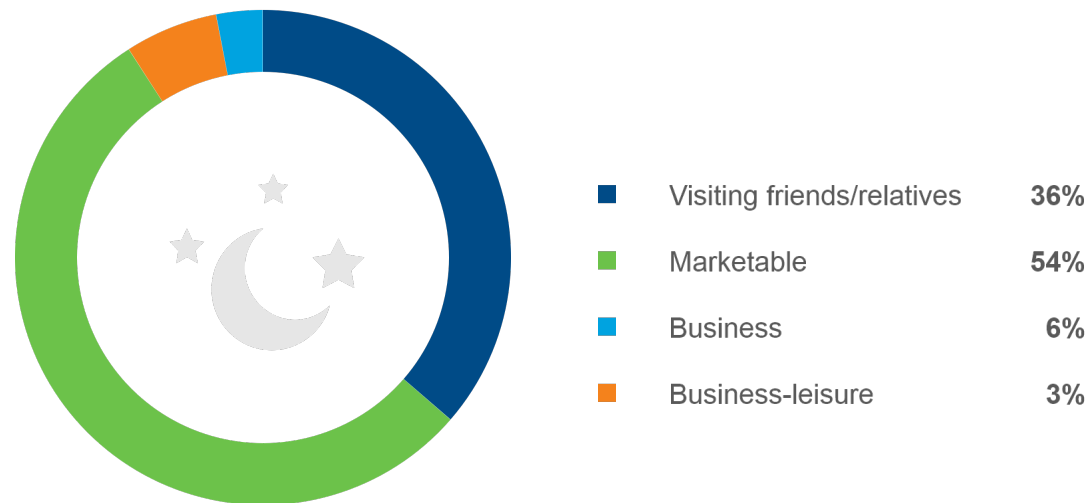
Main Purpose of Trip



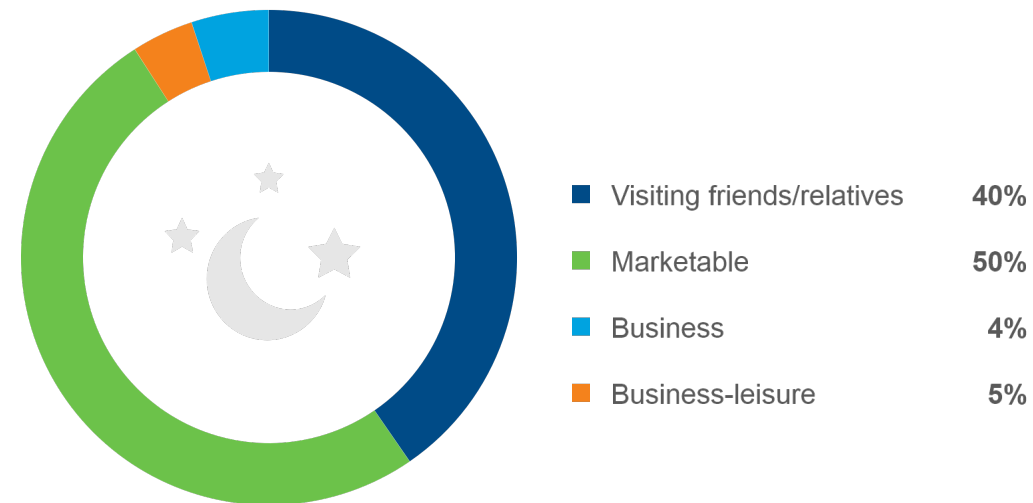
Main Purpose of Leisure Trip



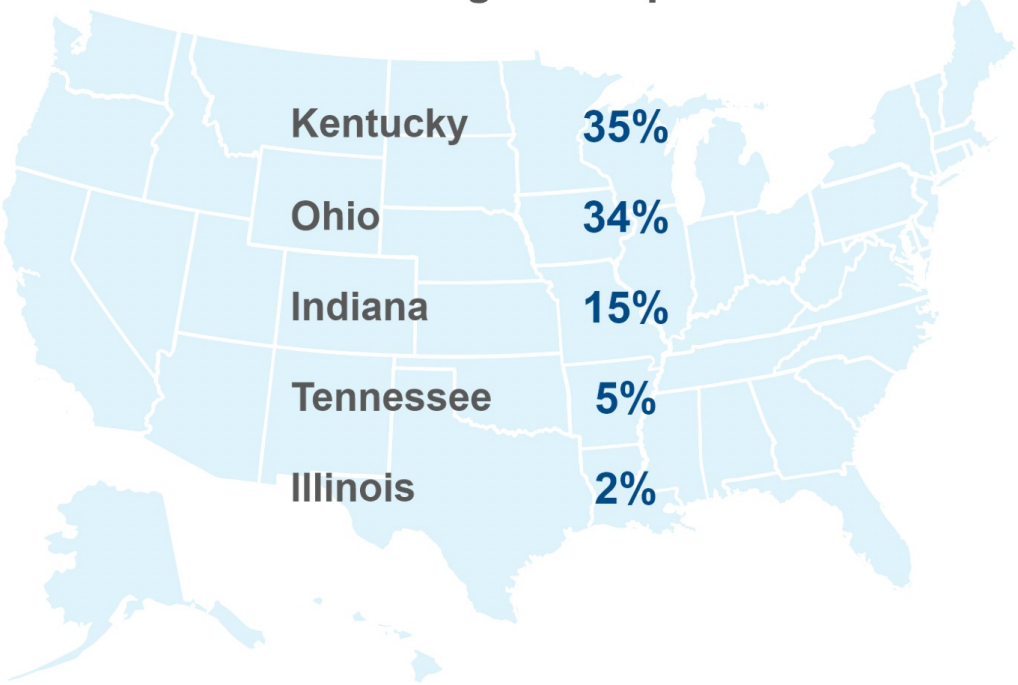
2020 U.S. Day Trips



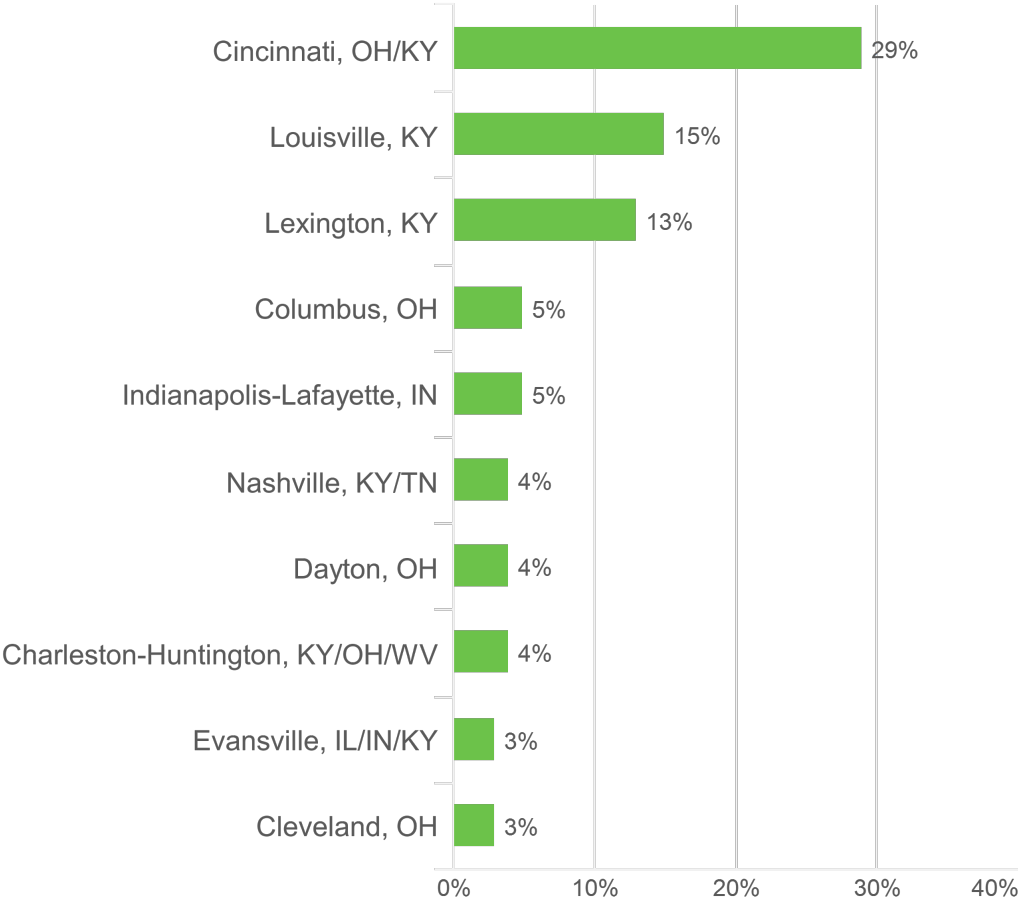
2020 Northern Kentucky River Region Day Trips



State Origin Of Trip

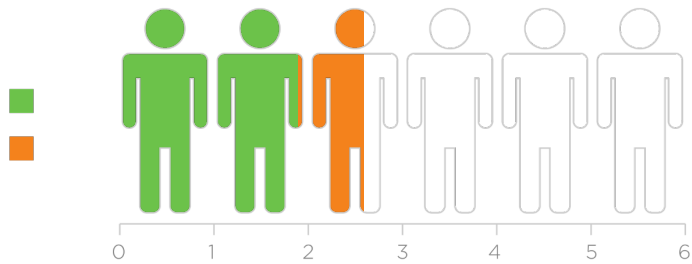


DMA Origin Of Trip



Size of Travel Party

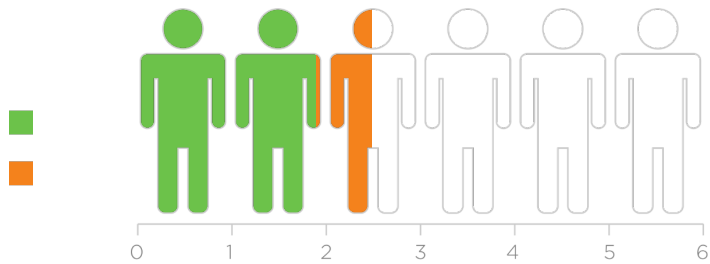
Northern Kentucky River Region



Total
2.7

Average number of people

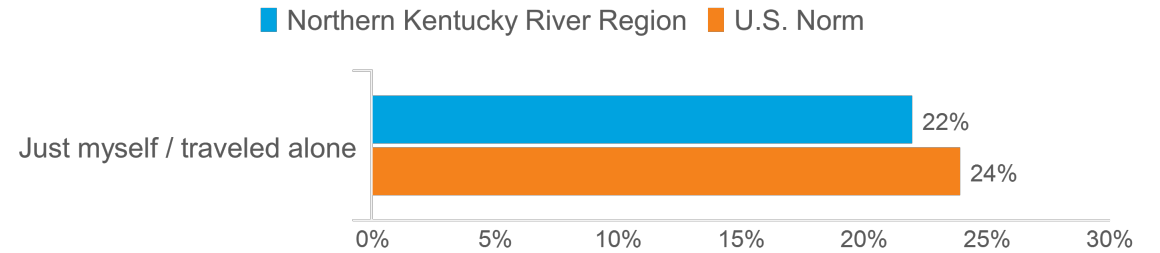
U.S. Norm



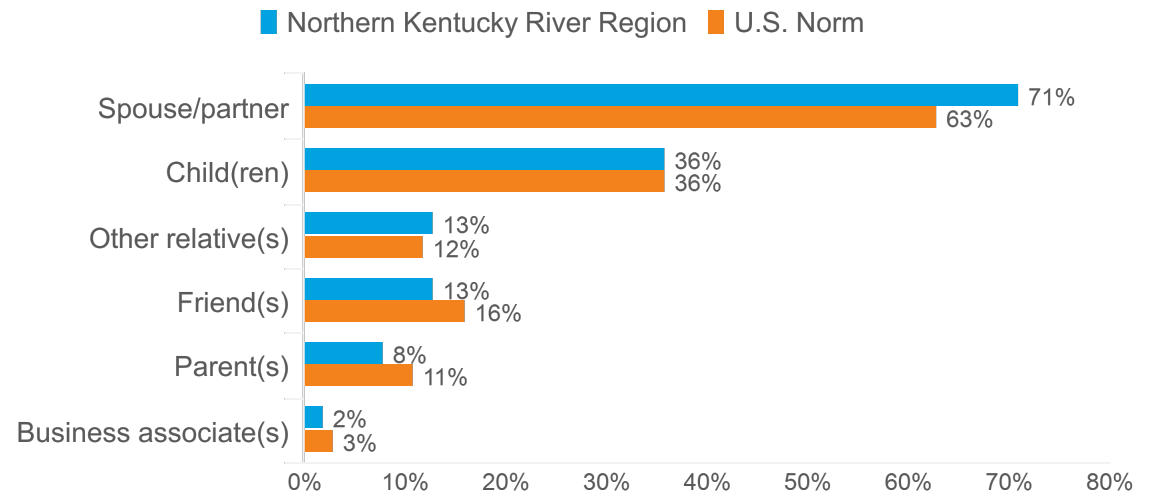
Total
2.6

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)







	Northern Kentucky River Region	U.S. Norm
Shopping	21%	20%
Sightseeing	11%	13%
Landmark/historic site	10%	8%
Local parks/playgrounds	9%	6%
Attending celebration	6%	9%
Hiking/backpacking	6%	7%
Swimming	5%	6%
Fishing	5%	5%
Aquarium	5%	3%
Museum	5%	5%

Shopping Types on Trip

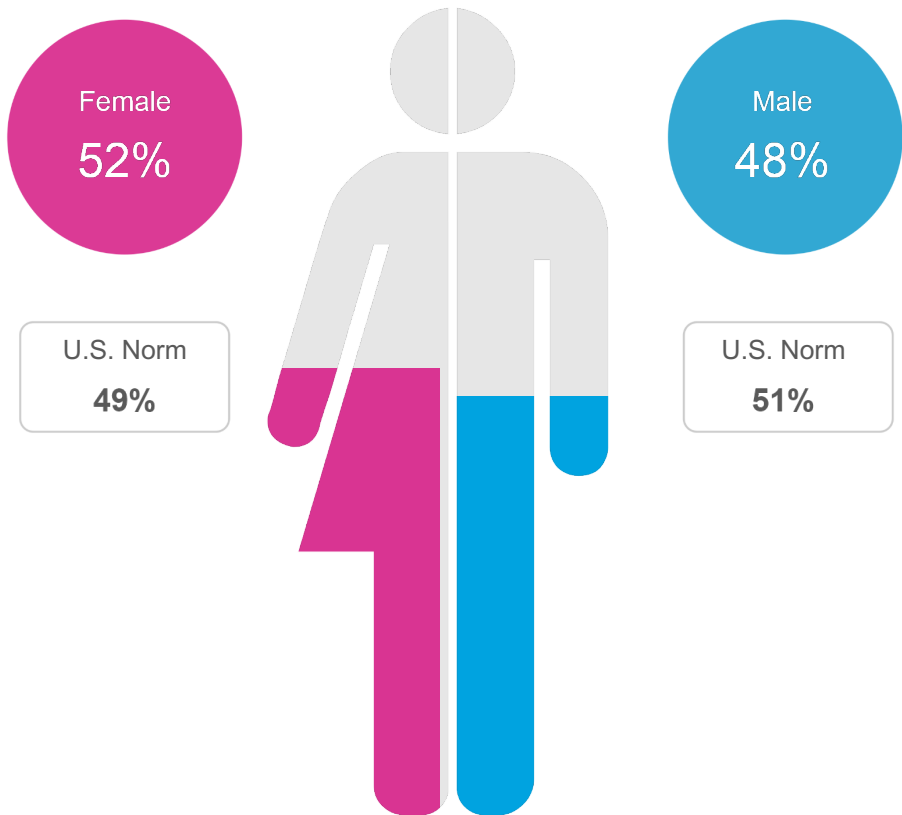
	Northern Kentucky River Region	U.S. Norm
 Outlet/mall shopping	57%	49%
 Big box stores (Walmart, Costco)	30%	31%
 Boutique shopping	23%	21%
 Convenience/grocery shopping	21%	28%
 Antiquing	13%	12%
 Souvenir shopping	8%	20%

Base is the 21% of travelers who shopped on their trip.

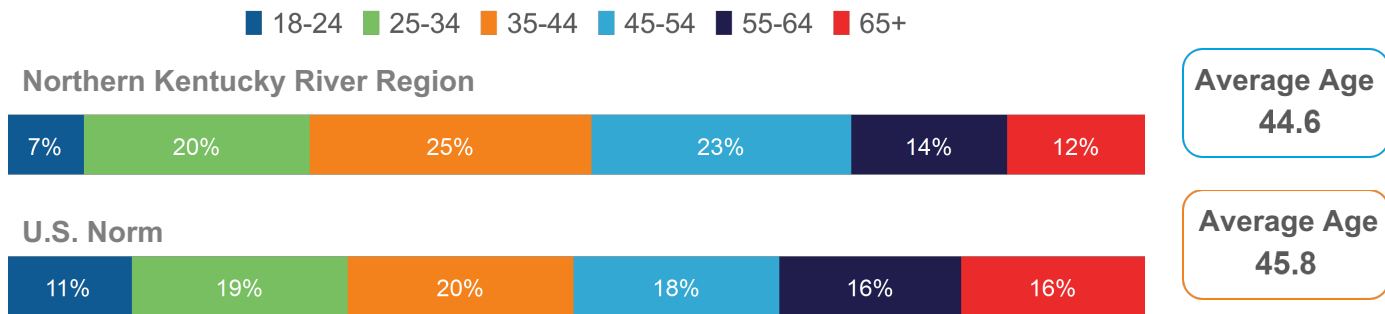
Dining Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Unique/local food	32%	34%
 Street food/food trucks	16%	15%
 Picnicking	12%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	8%	12%
 Fine/upscale dining	7%	12%
 Gastropubs	3%	5%

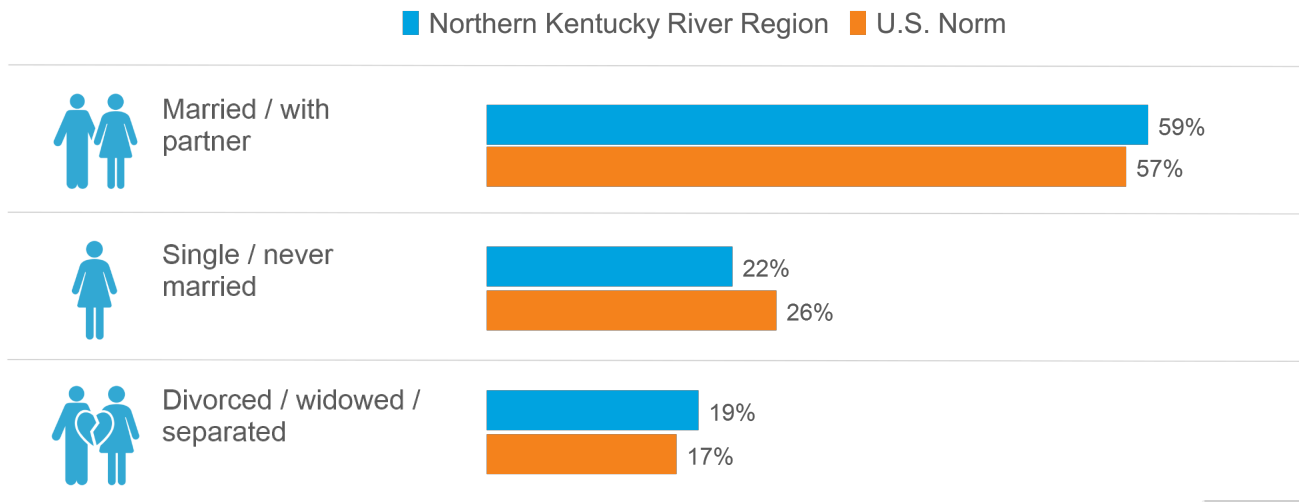
Gender



Age



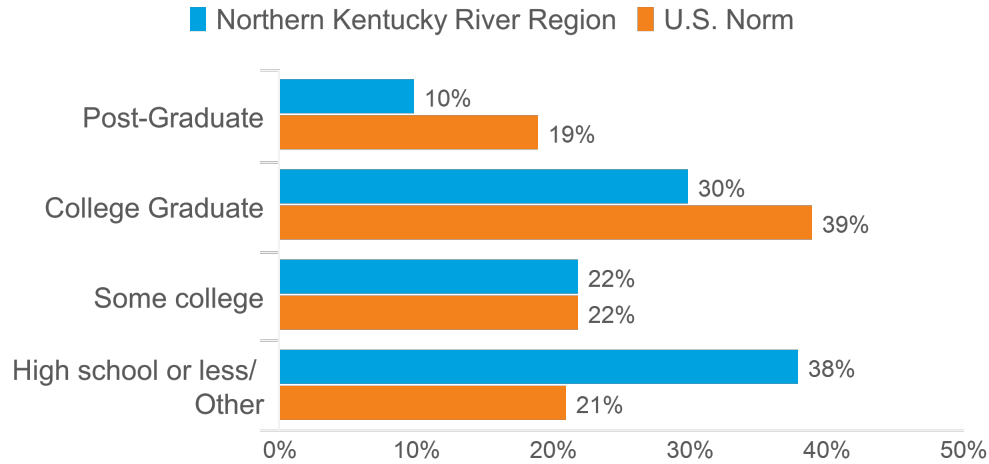
Marital Status



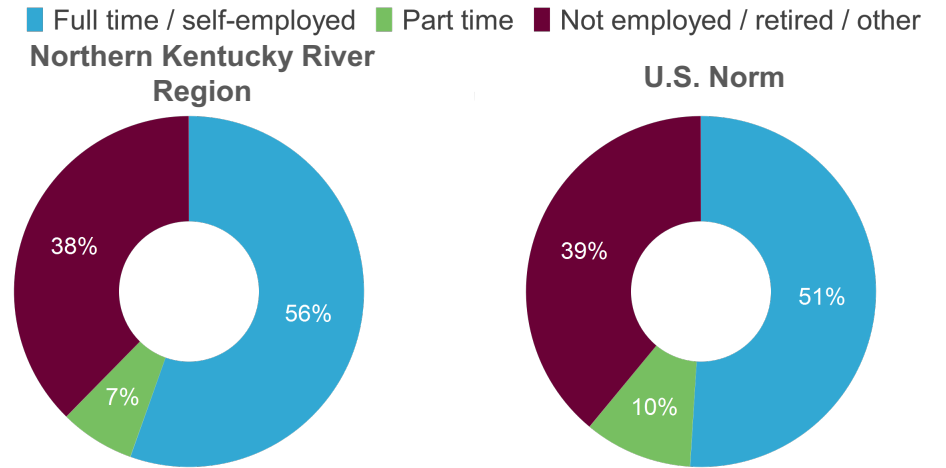
Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2020 Day Person-Trips

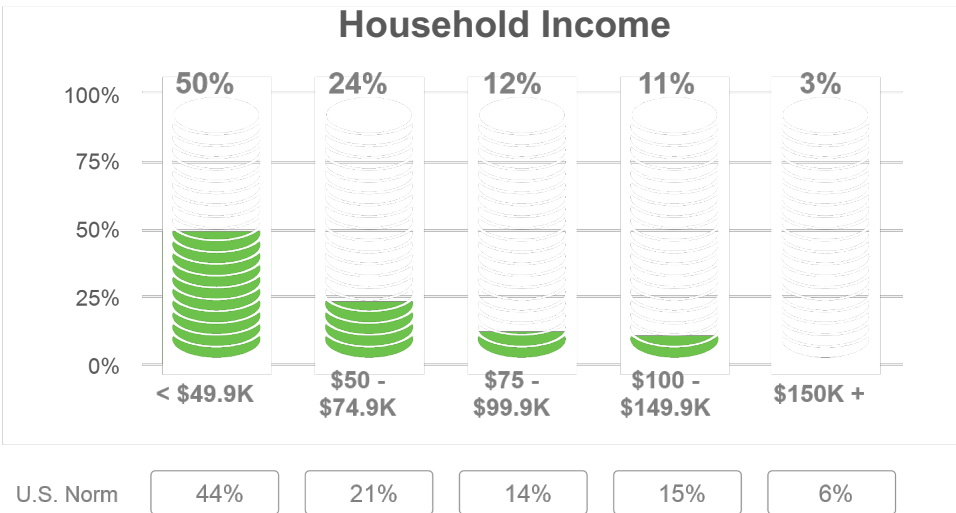
Education



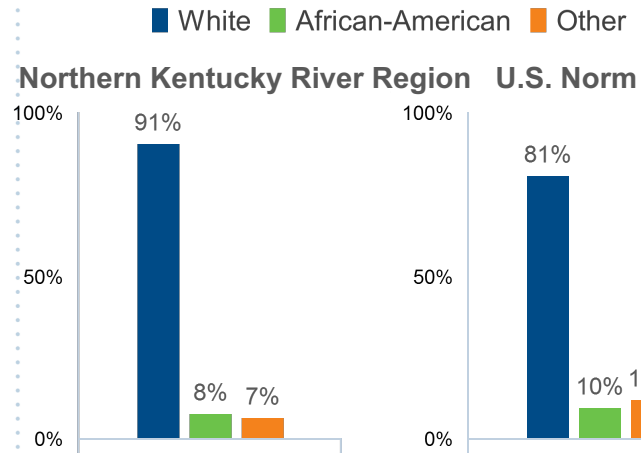
Employment



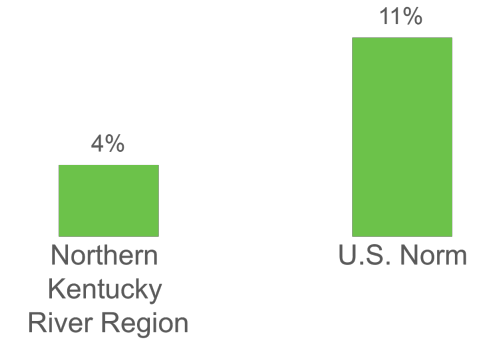
Household Income



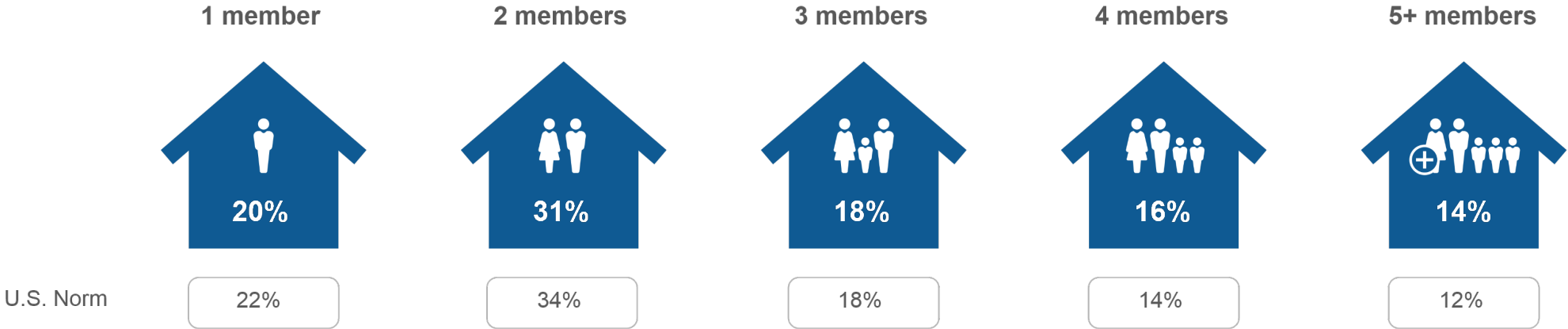
Race



Hispanic Background



Household Size



Children in Household

