



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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away 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:



Overnight Base Size

388

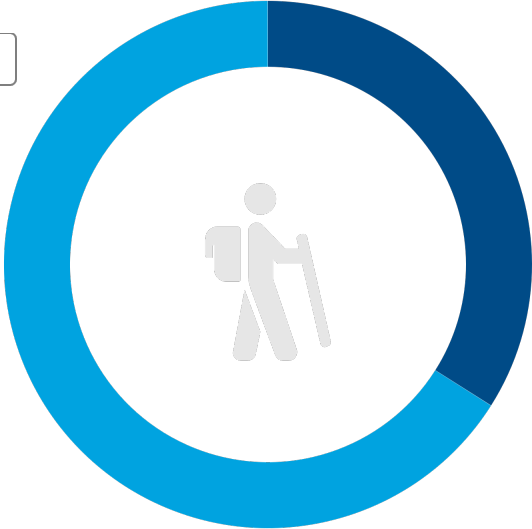
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Northern Kentucky River Region 2020 Domestic Travel Market

Total Person-Trips

13.0 Million

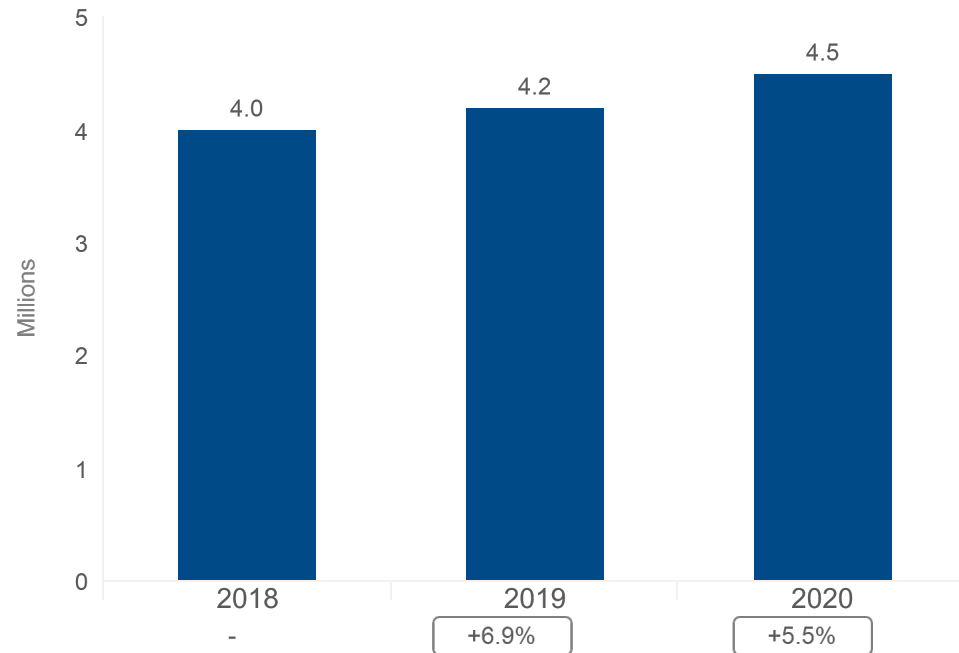
+3.7% vs. last year



■ Day
66% 8.5 Million

■ Overnight
34% 4.5 Million

Overnight Trips to Northern Kentucky River Region



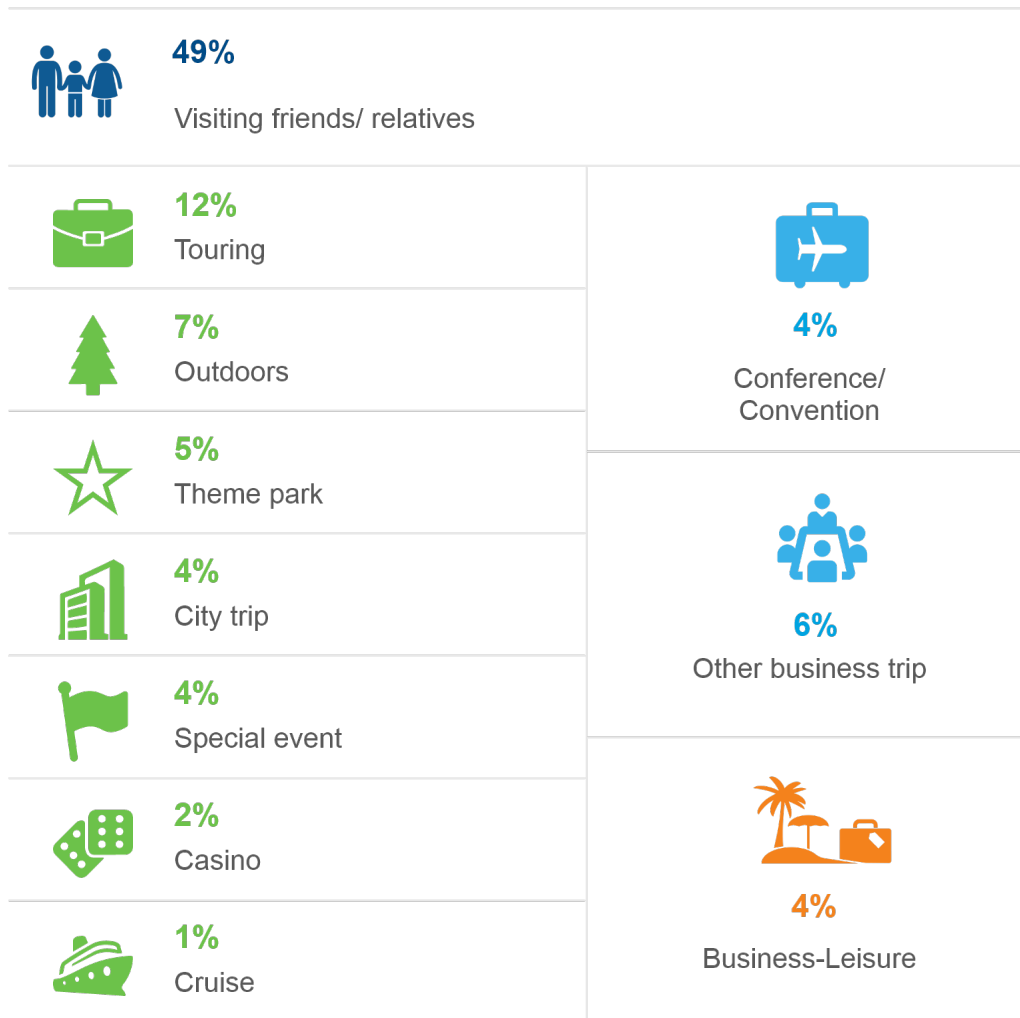
Past Visitation to Northern Kentucky River Region

- 72%** of overnight travelers to Northern Kentucky River Region are repeat visitors
- 56%** of overnight travelers to Northern Kentucky River Region had visited before in the past 12 months

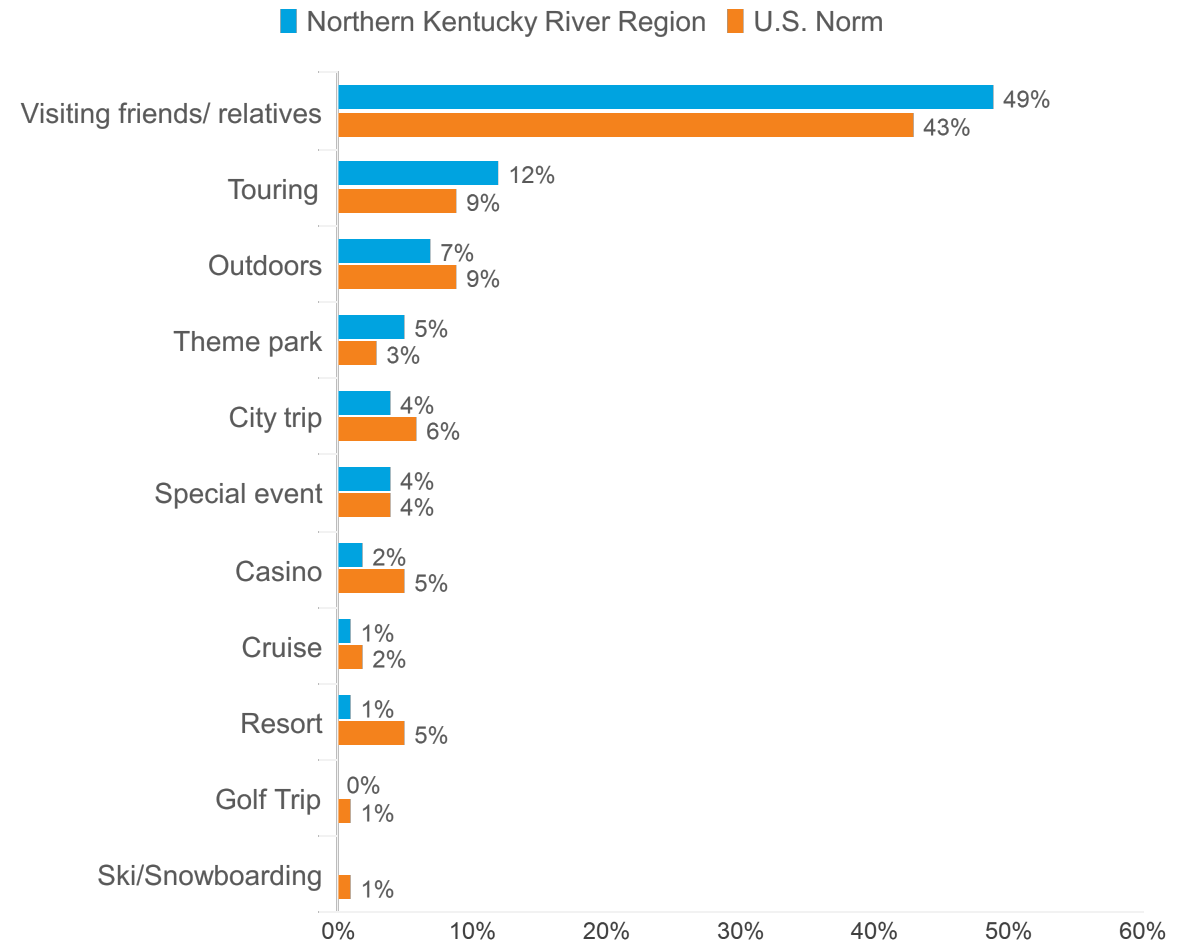
Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

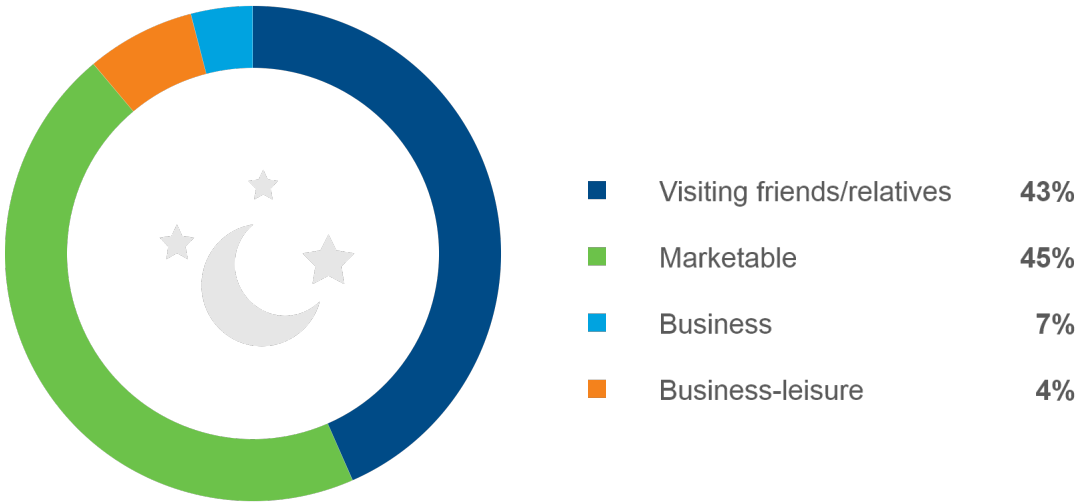
Main Purpose of Trip



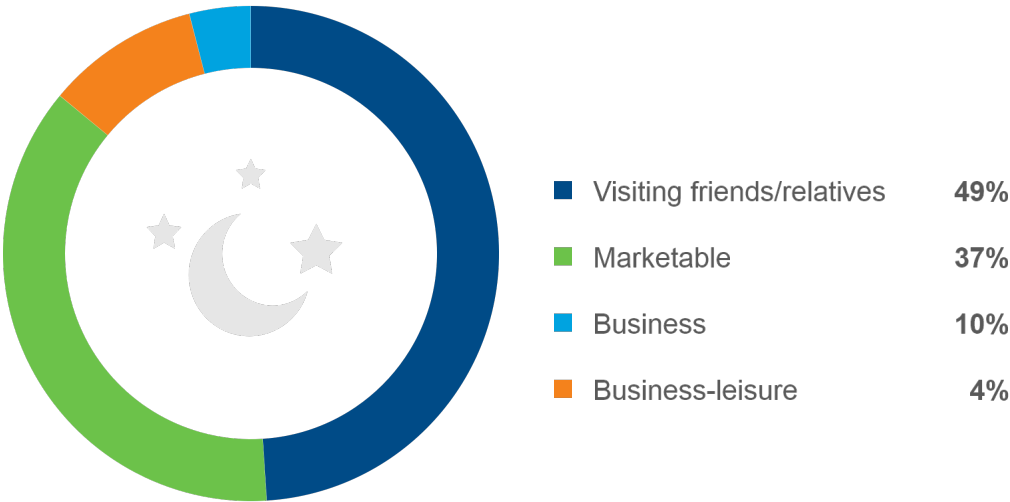
Main Purpose of Leisure Trip



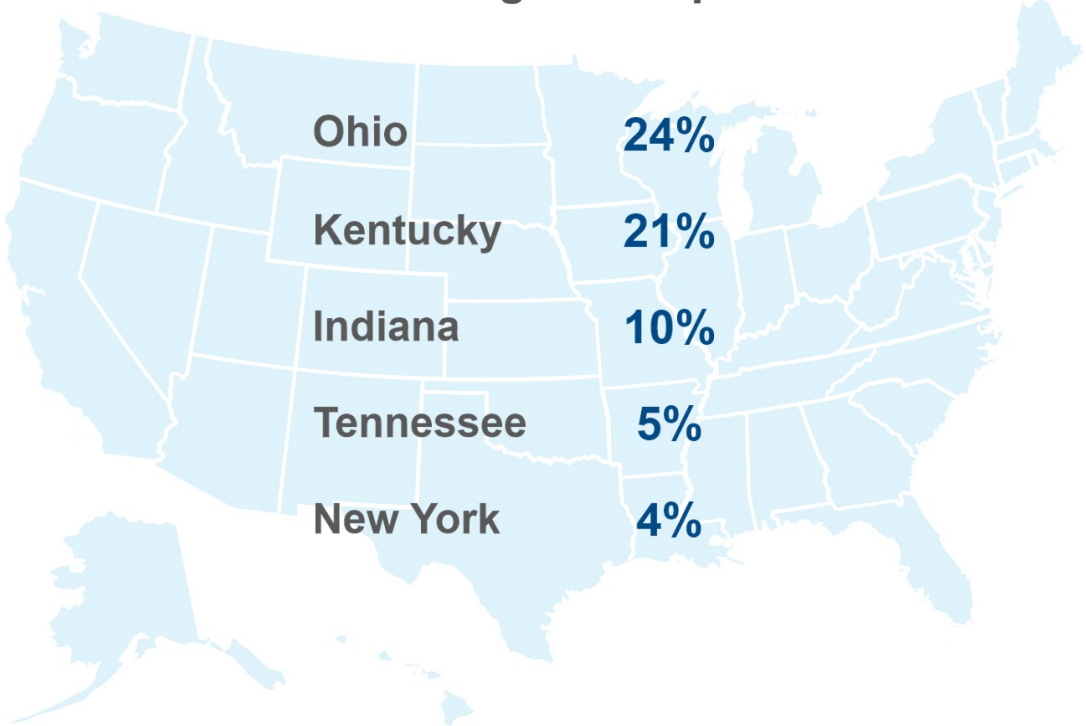
2020 U.S. Overnight Trips



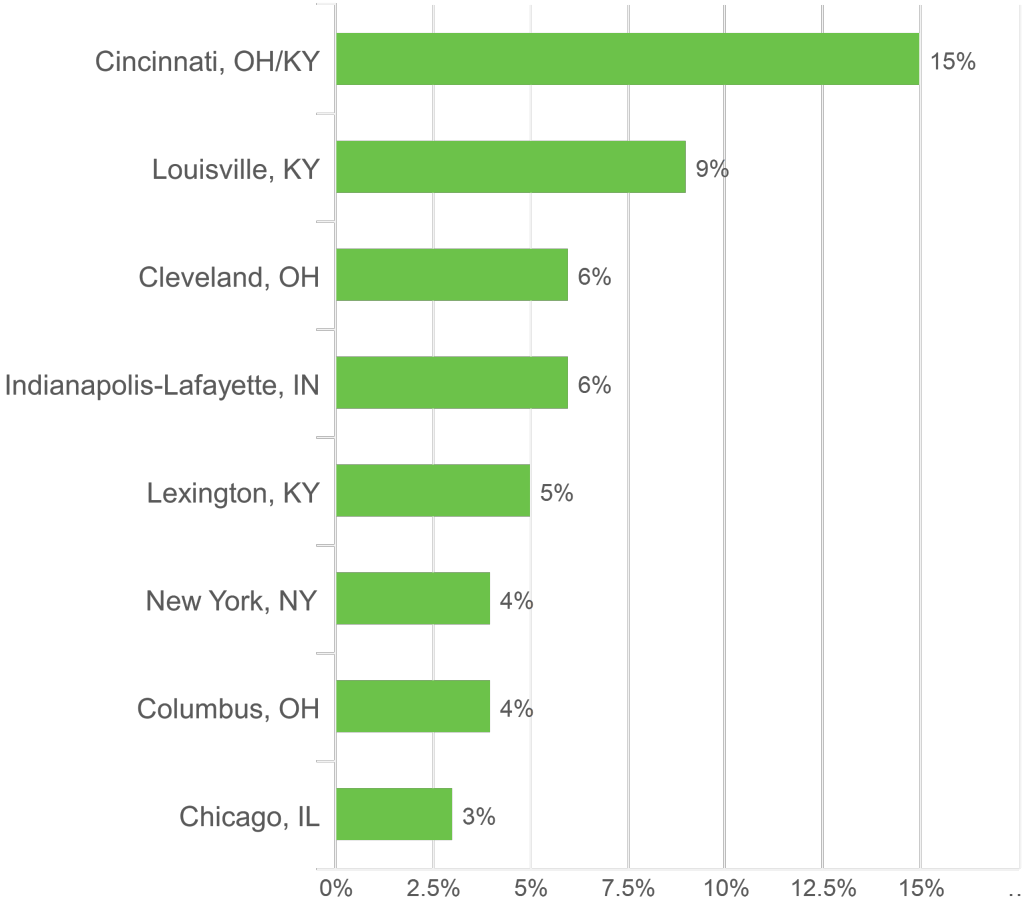
2020 Northern Kentucky River Region Overnight Trips



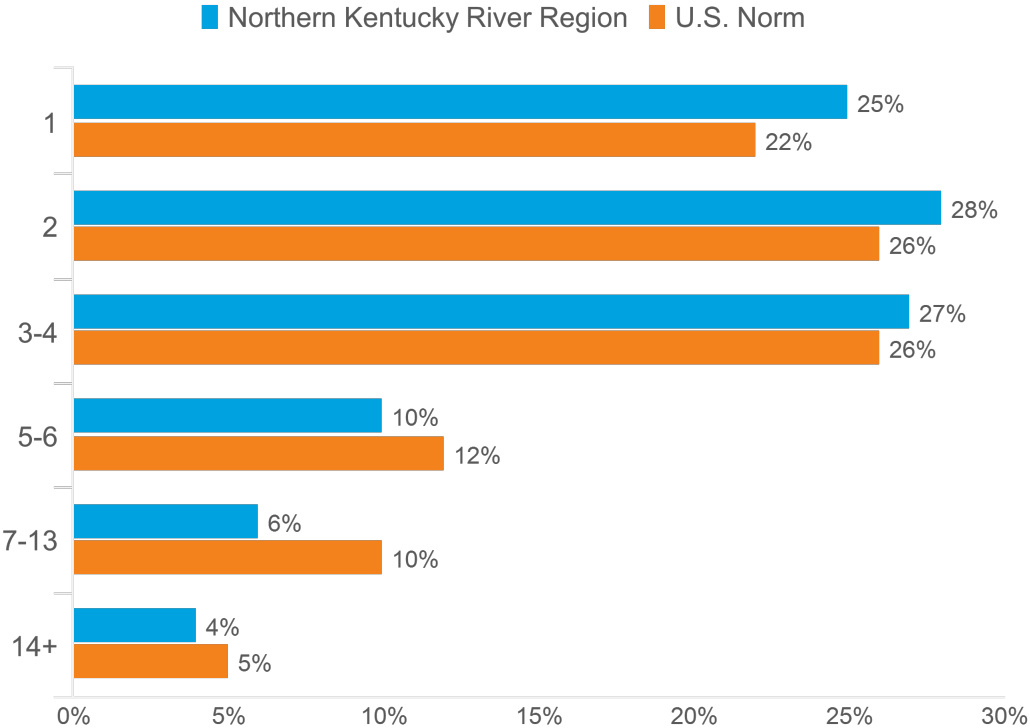
State Origin Of Trip



DMA Origin Of Trip



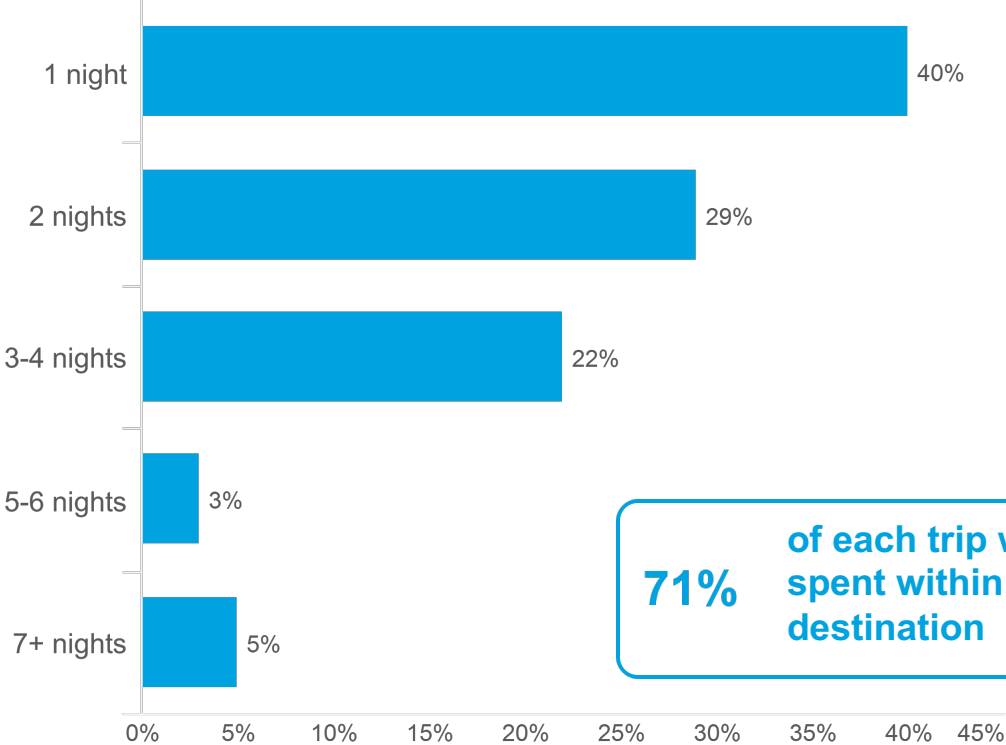
Total Nights Away on Trip



Northern Kentucky River Region
3.7
Average Nights

U.S. Norm
4.1
Average Nights

Nights Spent in Northern Kentucky River Region



71% of each trip was spent within the destination

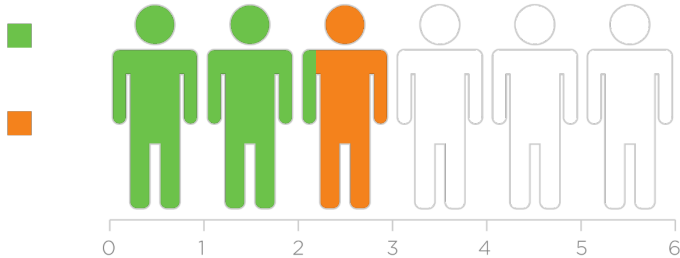
Average number of nights
2.6

Average last year
3.1

Size of Travel Party

■ Adults ■ Children

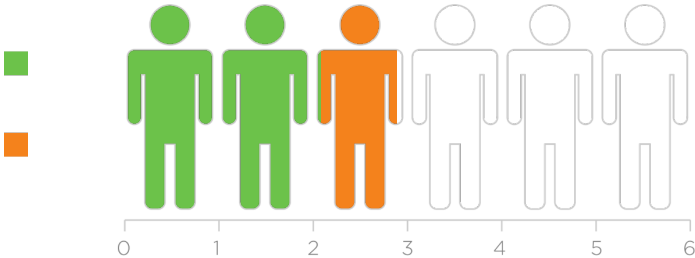
Northern Kentucky River Region



Total
3.1

Average number of people

U.S. Norm

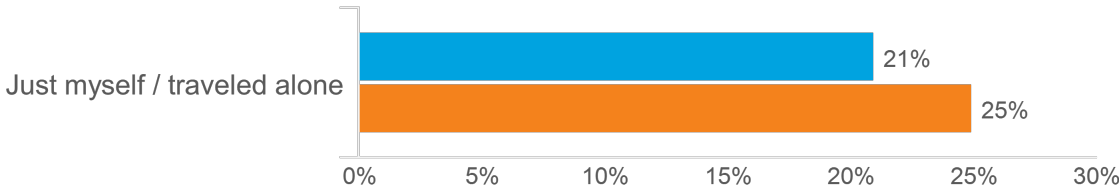


Total
3.0

Average number of people

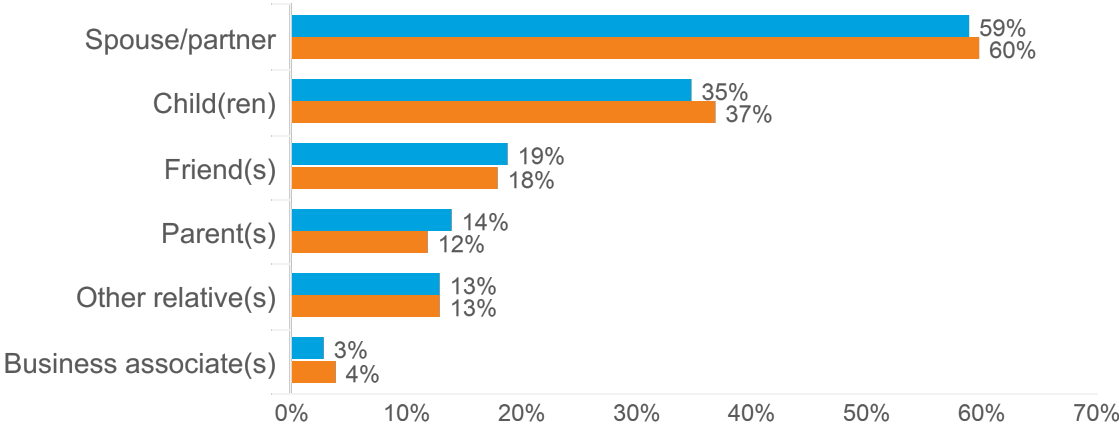
Percent Who Traveled Alone

■ Northern Kentucky River Region ■ U.S. Norm



Composition of Immediate Travel Party

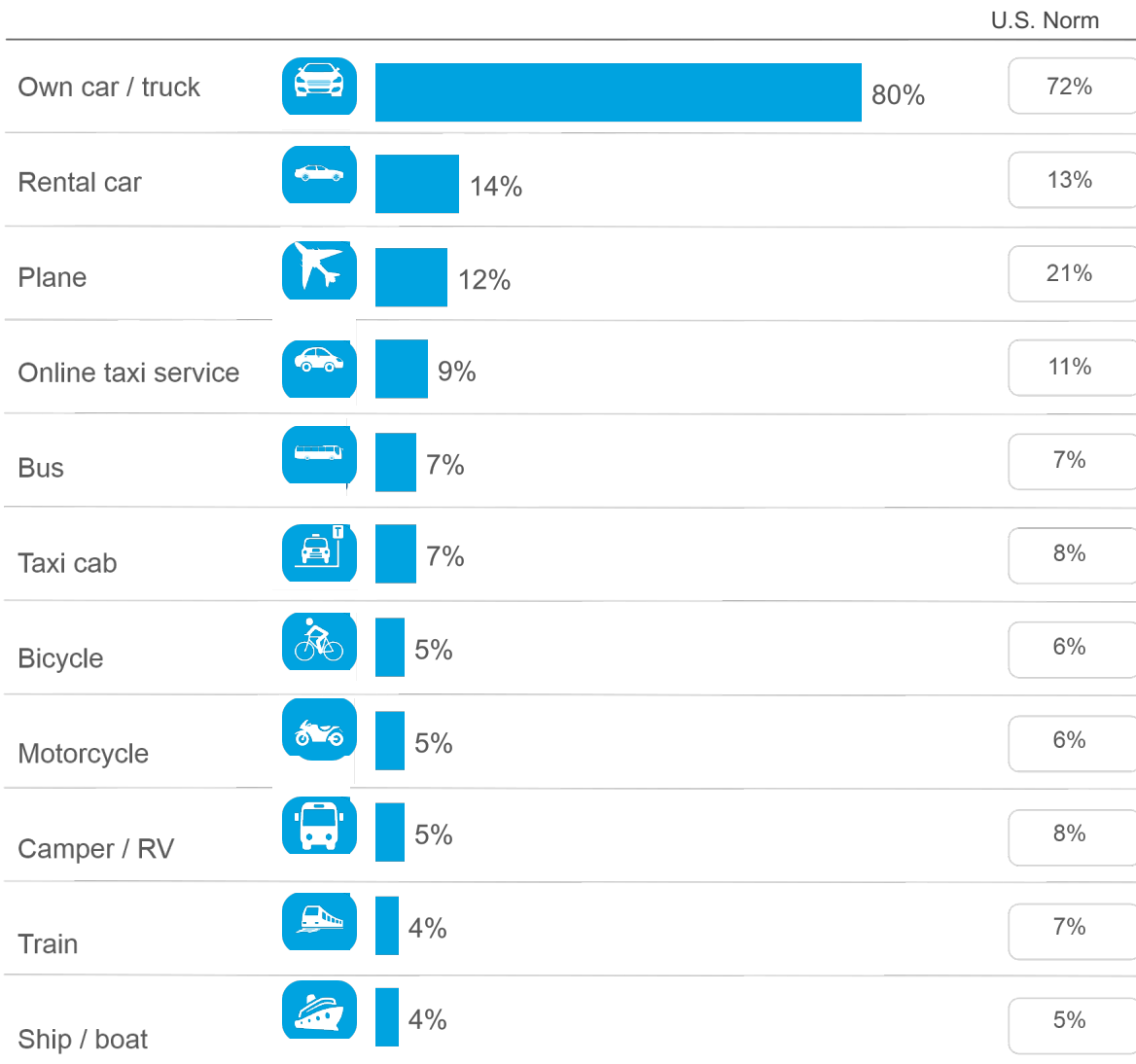
■ Northern Kentucky River Region ■ U.S. Norm



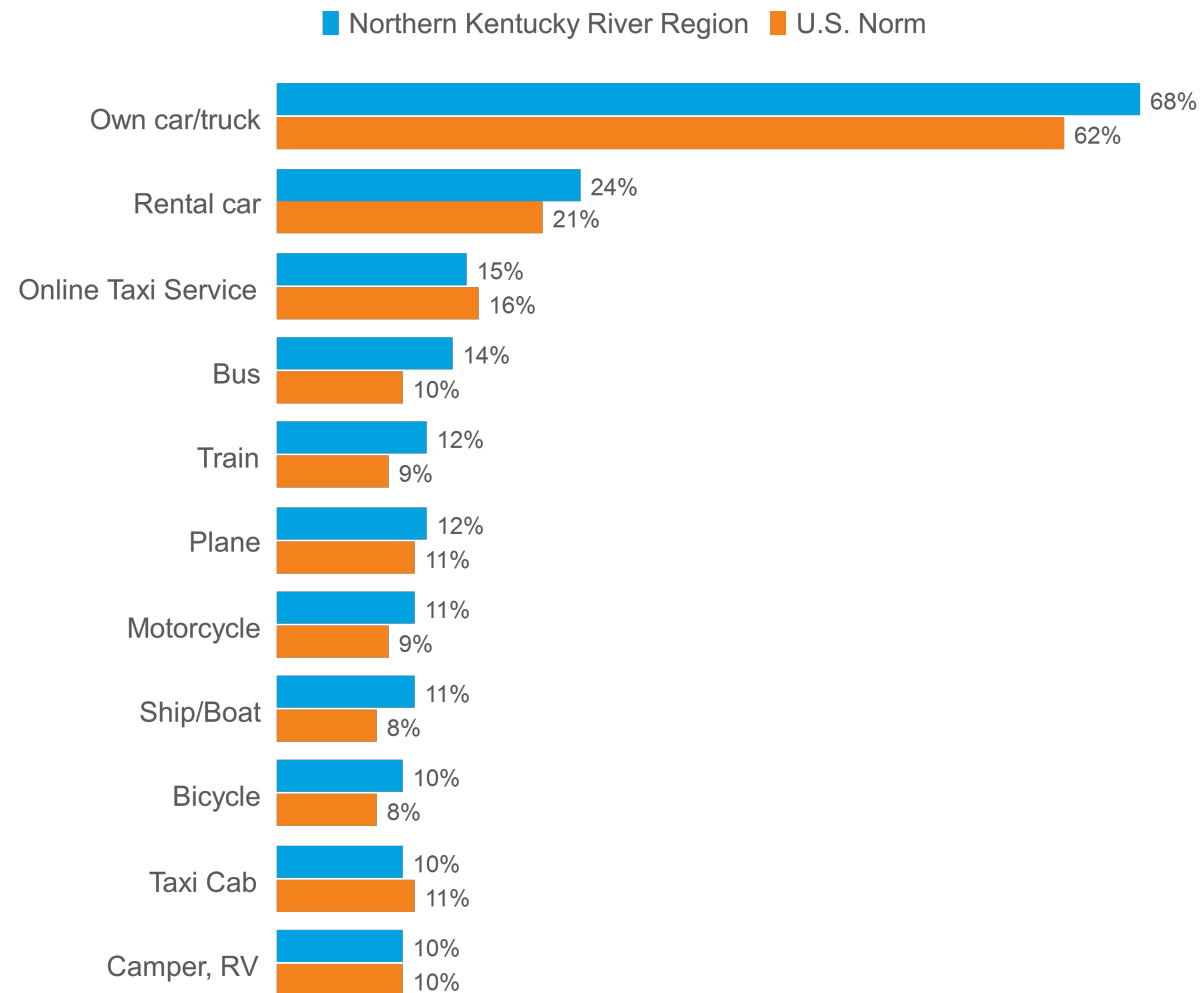
Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Transportation Used to get to Destination

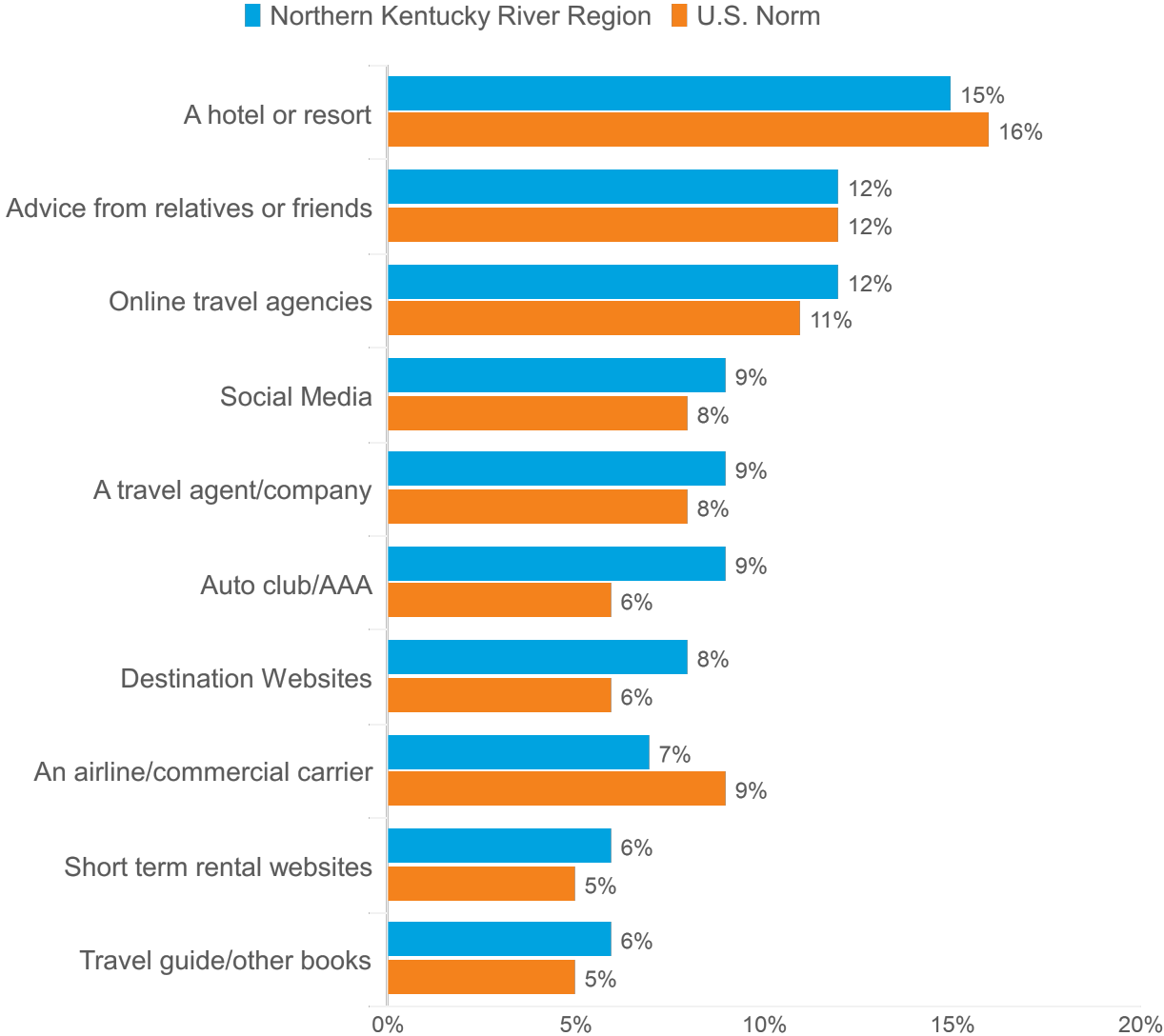


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

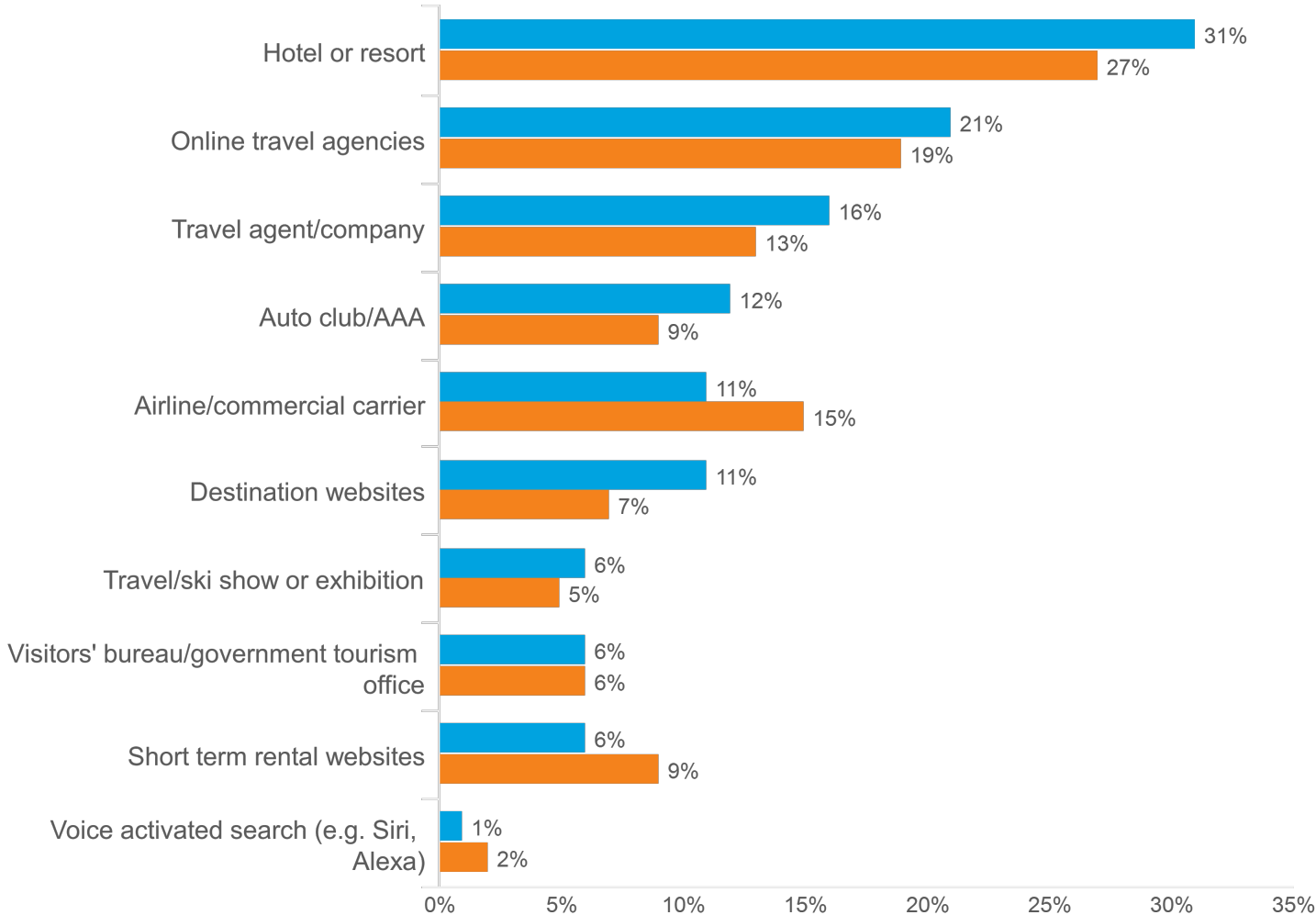
	Northern Kentucky River Region	U.S. Norm
1 month or less	31%	33%
2 months	13%	15%
3-5 months	16%	15%
6-12 months	10%	11%
More than 1 year in advance	7%	4%
Did not plan anything in advance	22%	21%

Northern Kentucky River Region's Overnight Trip Characteristics








Base: 2020 Overnight Person-Trips

Method of Booking

■ Northern Kentucky River Region ■ U.S. Norm



Accommodations

		Northern Kentucky River Region (%)	U.S. Norm (%)
	Hotel	39%	36%
	Home of friends / relatives	24%	22%
	Motel	16%	12%
	Resort hotel	10%	10%
	Country inn / lodge	7%	4%
	Bed & breakfast	6%	7%
	Campground / RV park	6%	6%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 53%

Cultural Activities



U.S. Norm: 26%

Sporting Activities



U.S. Norm: 15%

Business Activities



U.S. Norm: 17%

Activities and Experiences (Top 10)







	Northern Kentucky River Region	U.S. Norm
Shopping	22%	22%
Museum	16%	9%
Attending celebration	16%	13%
Sightseeing	16%	16%
Swimming	14%	12%
Aquarium	12%	5%
Local parks/playgrounds	12%	9%
Bar/nightclub	11%	11%
Zoo	11%	6%
Fishing	11%	7%


Shopping Types on Trip

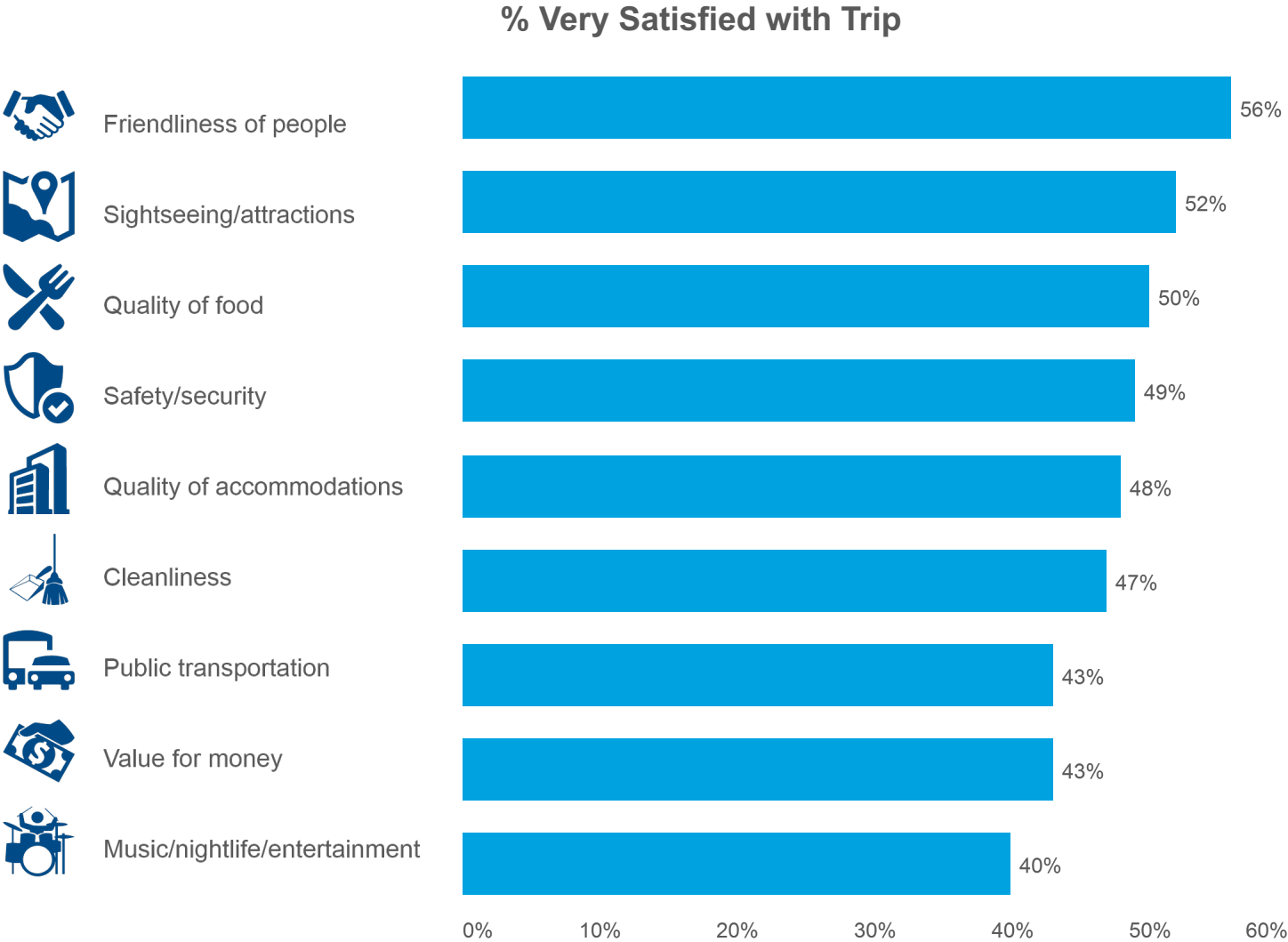
	Northern Kentucky River Region	U.S. Norm
 Convenience/grocery shopping	46%	43%
 Outlet/mall shopping	44%	49%
 Souvenir shopping	38%	37%
 Big box stores (Walmart, Costco)	38%	36%
 Boutique shopping	24%	26%
 Antiquing	16%	12%

Base is the 22% of travelers who shopped on their trip.

Dining Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Unique/local food	40%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	20%
 Street food/food trucks	20%	19%
 Picnicking	17%	13%
 Fine/upscale dining	16%	20%
 Gastropubs	9%	8%

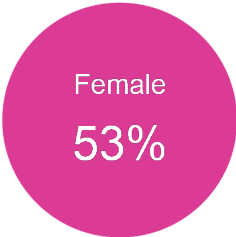
 **58%**
of overnight travelers were
very satisfied with their overall
trip experience



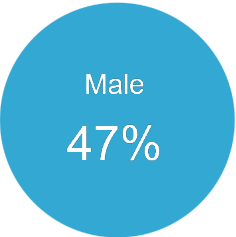
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2020 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Northern Kentucky River Region



Average Age
42.3

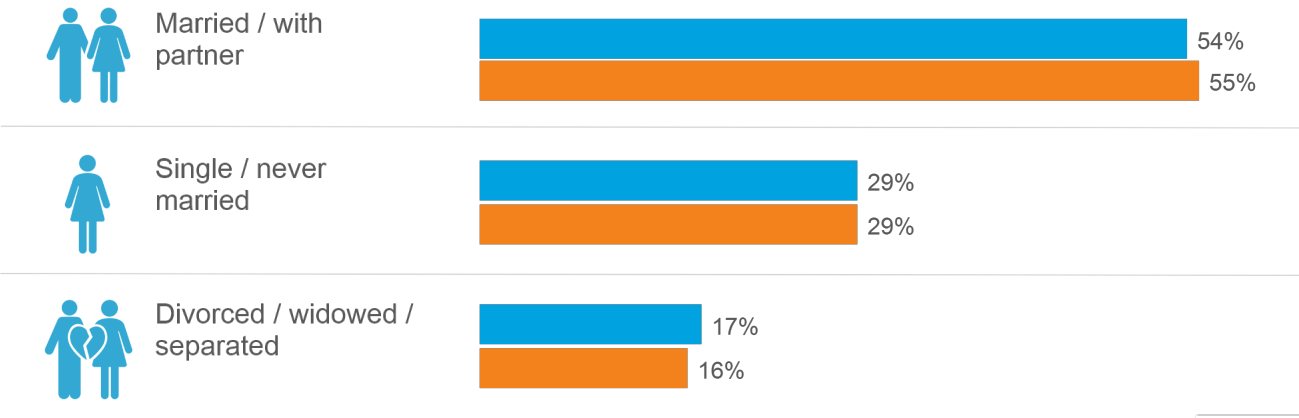
U.S. Norm



Average Age
43.1

Marital Status

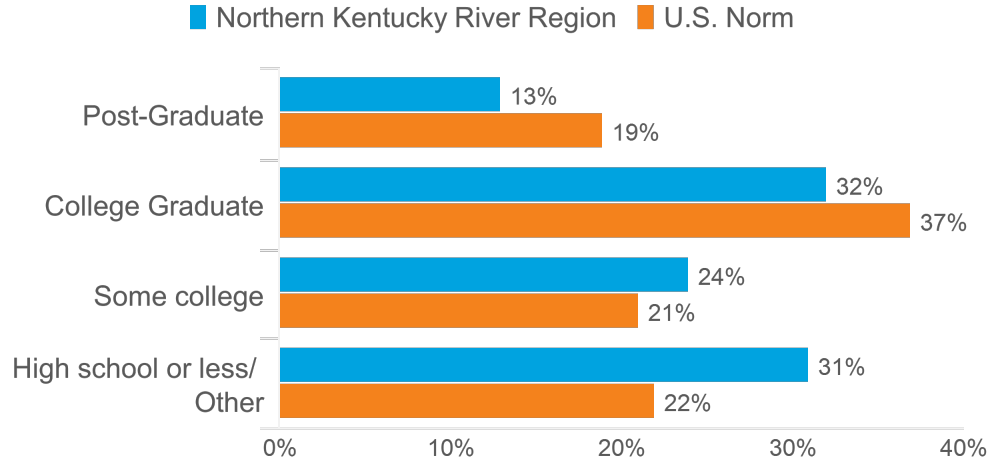
■ Northern Kentucky River Region ■ U.S. Norm



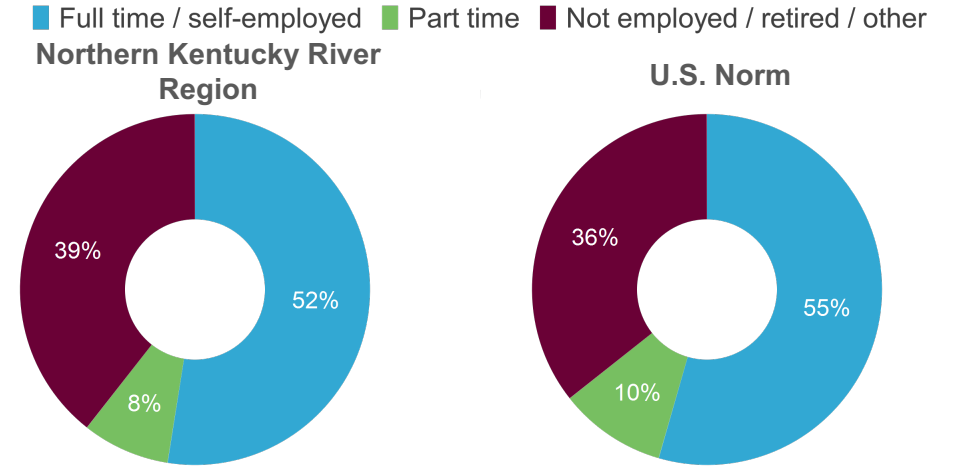
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2020 Overnight Person-Trips

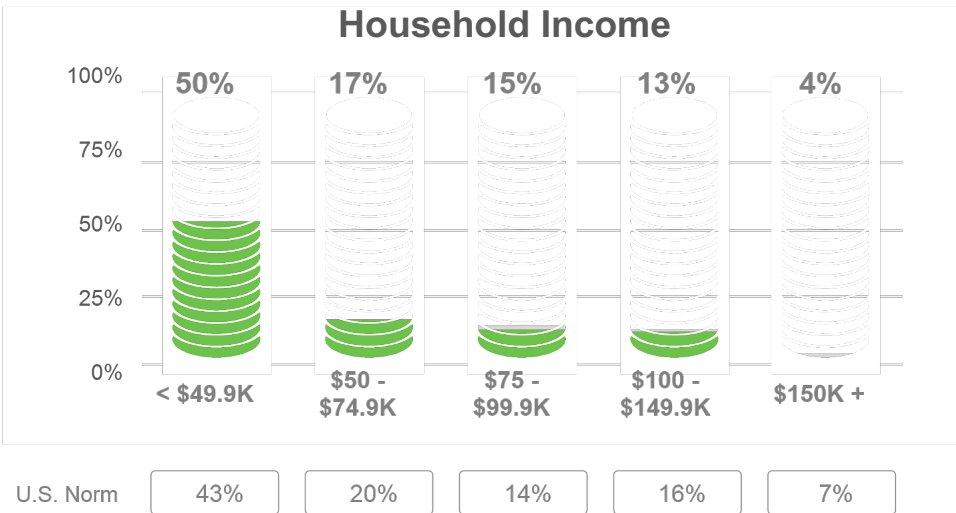
Education



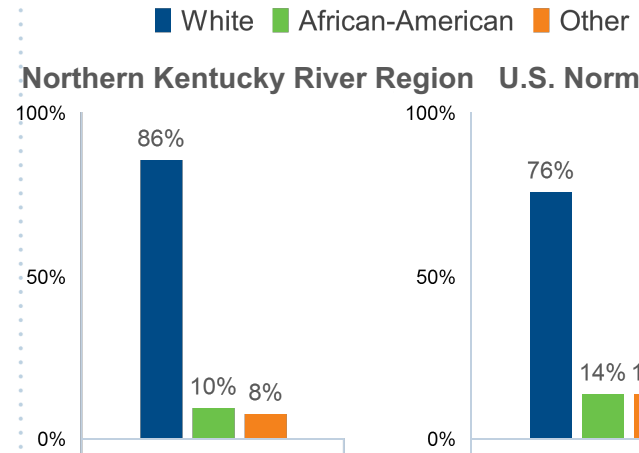
Employment



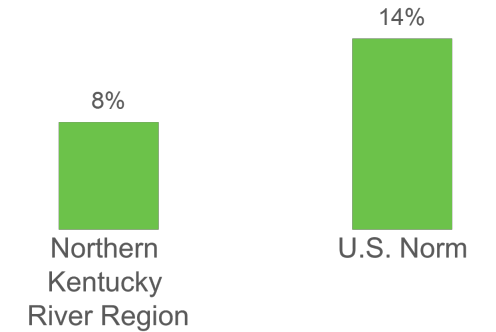
Household Income



Race



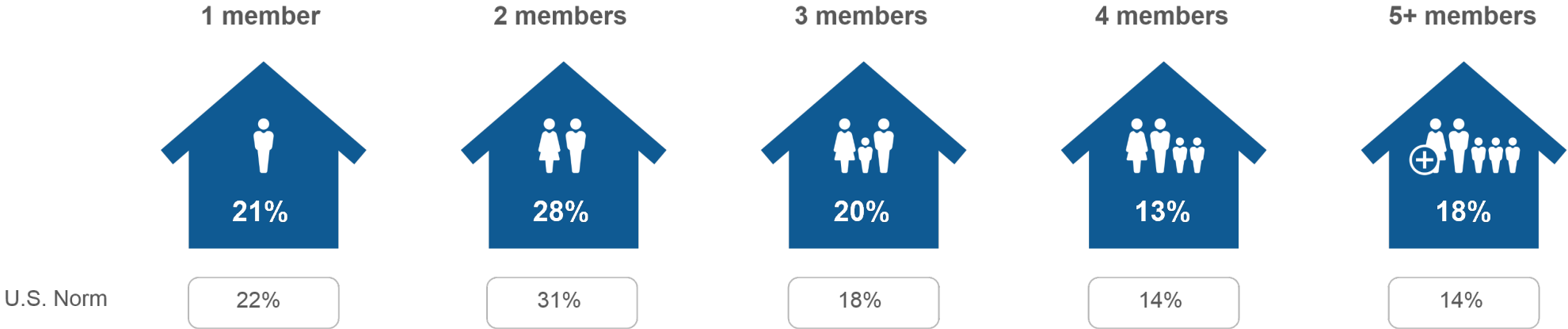
Hispanic Background



Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2020 Overnight Person-Trips

Household Size



Children in Household

