



Travel USA Visitor Profile

Western Waterlands



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 Western Waterlands, the following sample was achieved in 2020:



Day Base Size

240

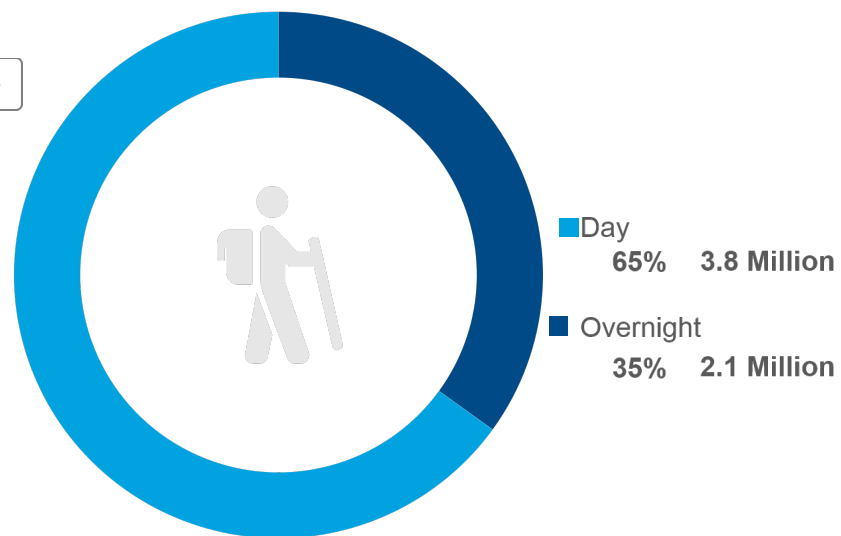
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Western Waterlands 2020 Domestic Travel Market

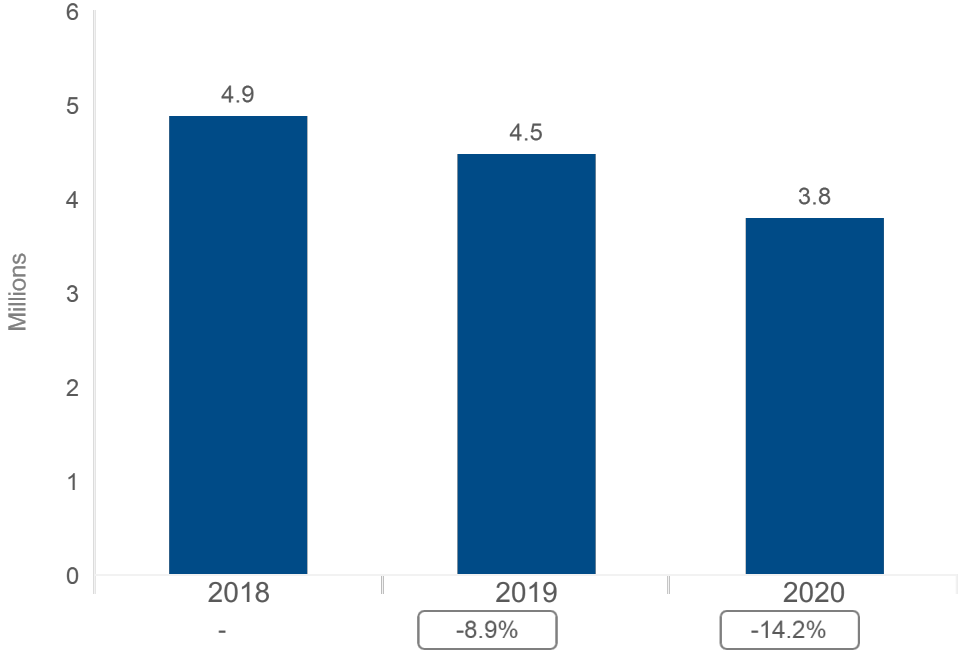
Total Person-Trips

5.9 Million

-8.5% vs. last year



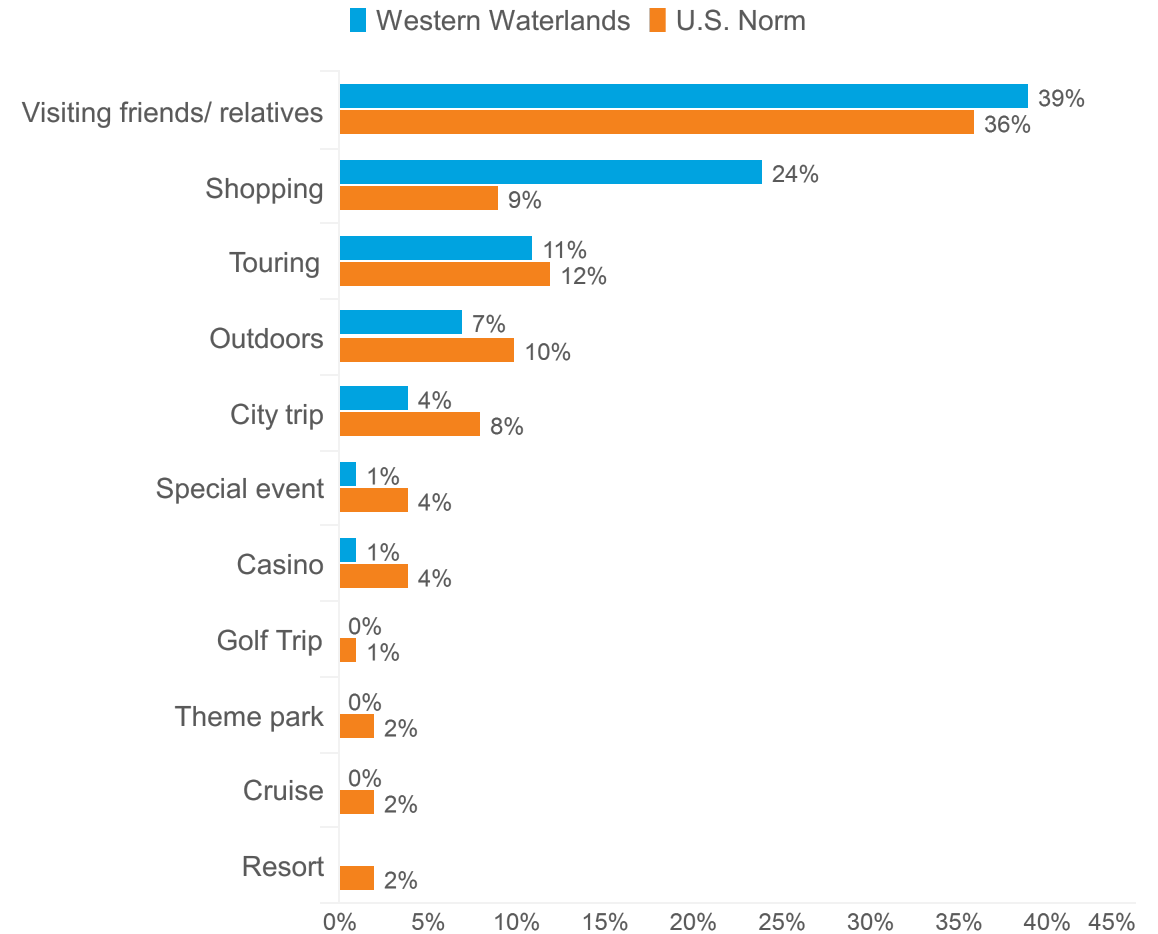
Day Trips to Western Waterlands



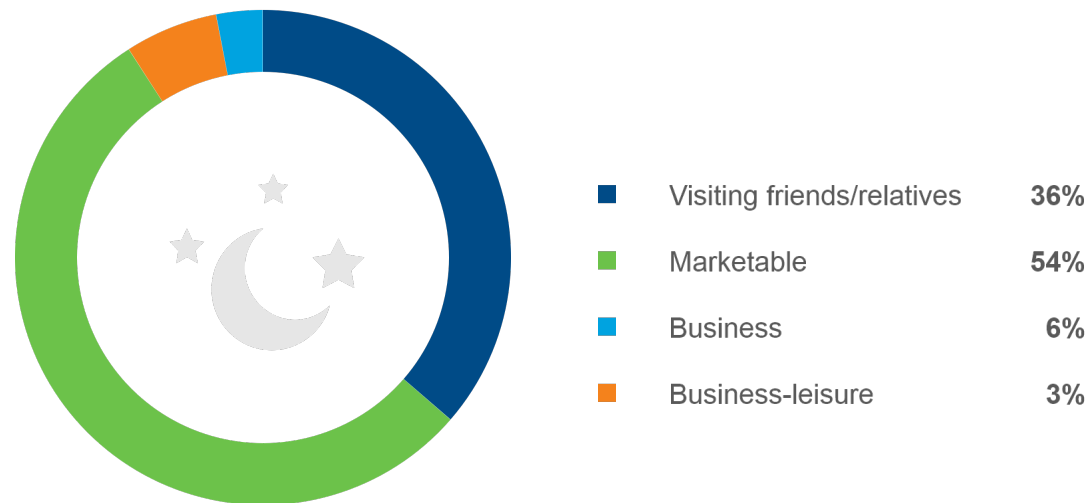
Main Purpose of Trip



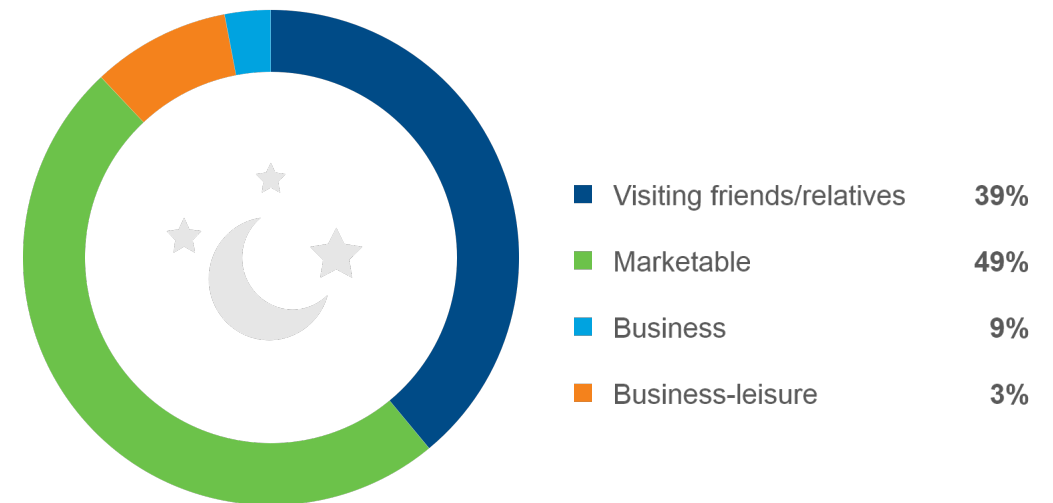
Main Purpose of Leisure Trip



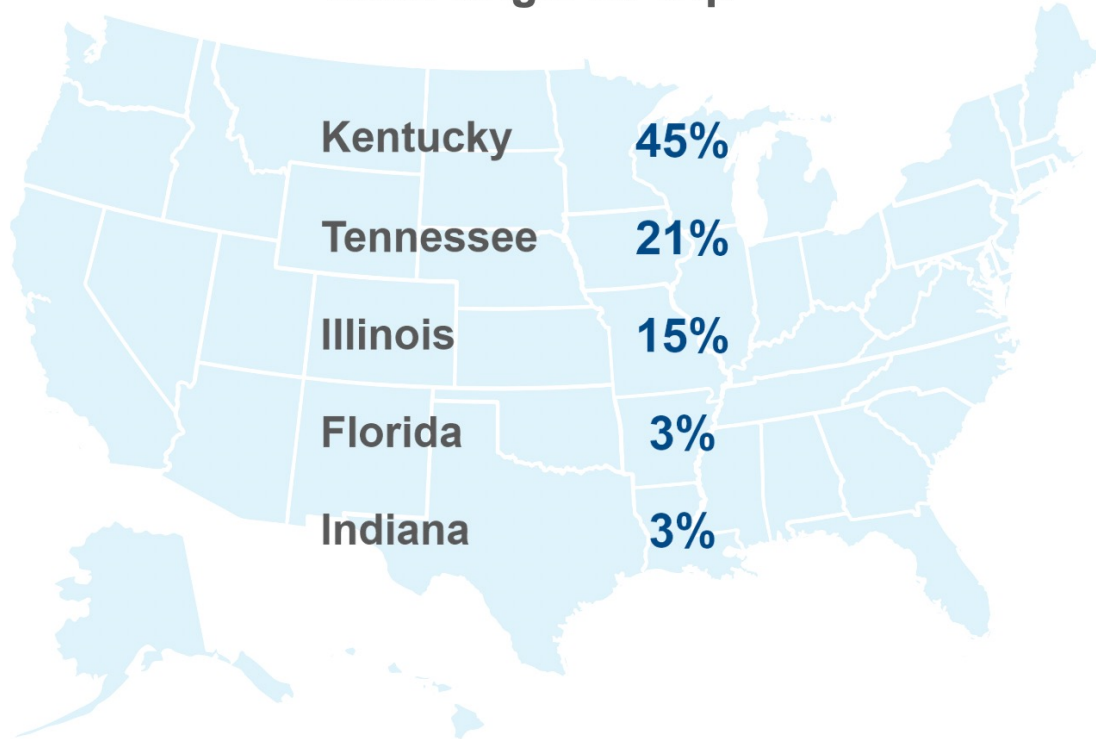
2020 U.S. Day Trips



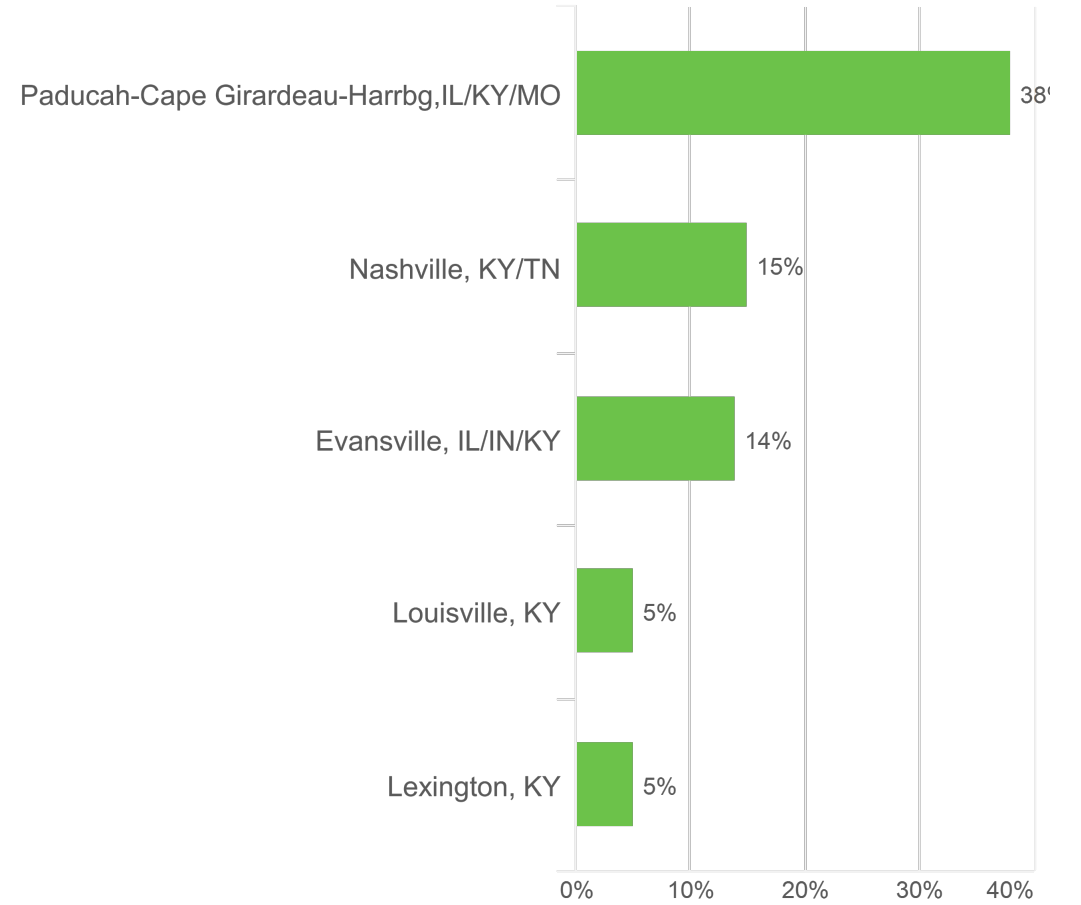
Western Waterlands Day Trips



State Origin Of Trip

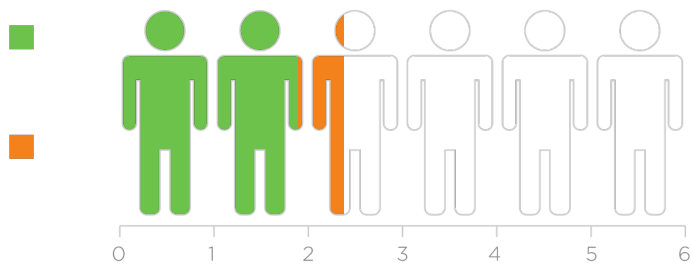


DMA Origin Of Trip



Size of Travel Party

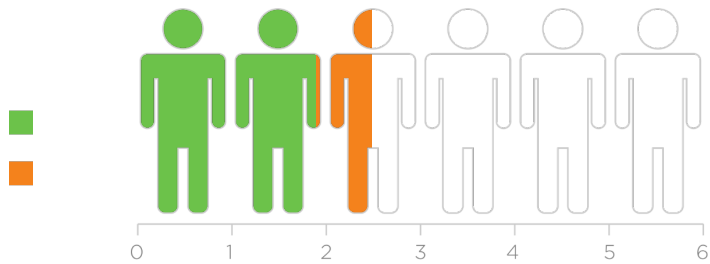
Western Waterlands



Total
2.5

Average number of people

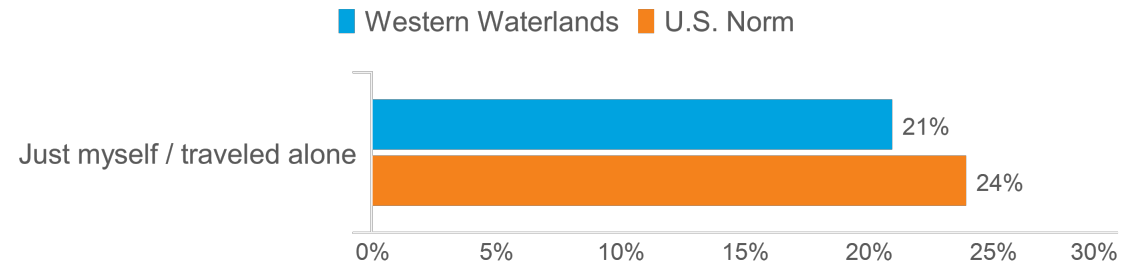
U.S. Norm



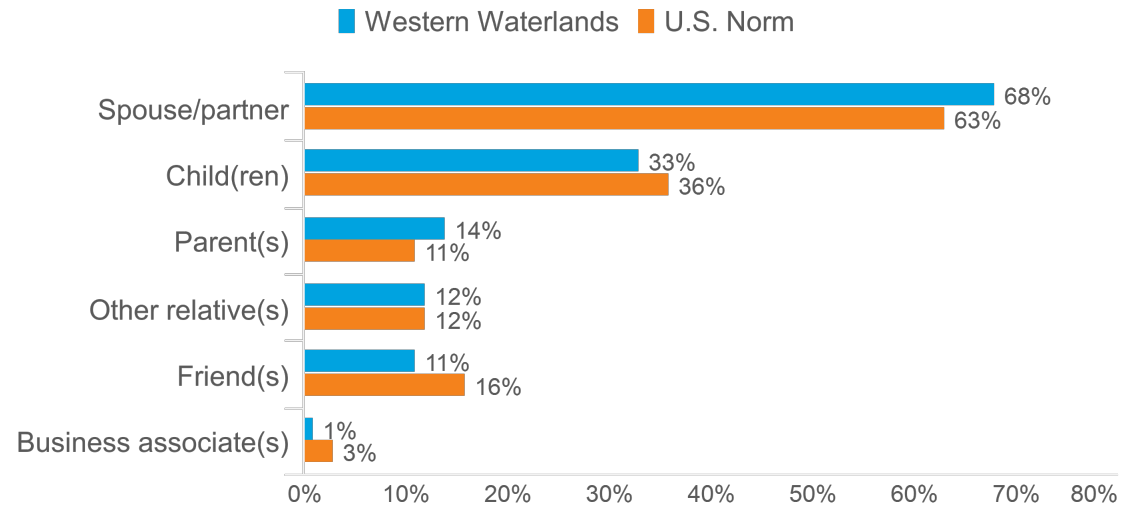
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



29%

U.S. Norm: 36%

Entertainment Activities



54%

U.S. Norm: 45%

Cultural Activities



15%

U.S. Norm: 17%

Sporting Activities



5%

U.S. Norm: 8%









Business Activities









9%

U.S. Norm: 10%

Activities and Experiences (Top 10)







	Western Waterlands	U.S. Norm
 Shopping	36%	20%
 Sightseeing	16%	13%
 Landmark/historic site	10%	8%
 Professional medical services	9%	4%
 National/state park	7%	6%
 Nature tours/wildlife viewing/birding	7%	5%
 Business meeting	7%	6%
 Local parks/playgrounds	6%	6%
 Hiking/backpacking	6%	7%
 Fishing	5%	5%

Shopping Types on Trip

	Western Waterlands	U.S. Norm
 Outlet/mall shopping	67%	49%
 Big box stores (Walmart, Costco)	52%	31%
 Convenience/grocery shopping	36%	28%
 Boutique shopping	20%	21%
 Souvenir shopping	16%	20%
 Antiquing	10%	12%

Base is the 36% of travelers who shopped on their trip.

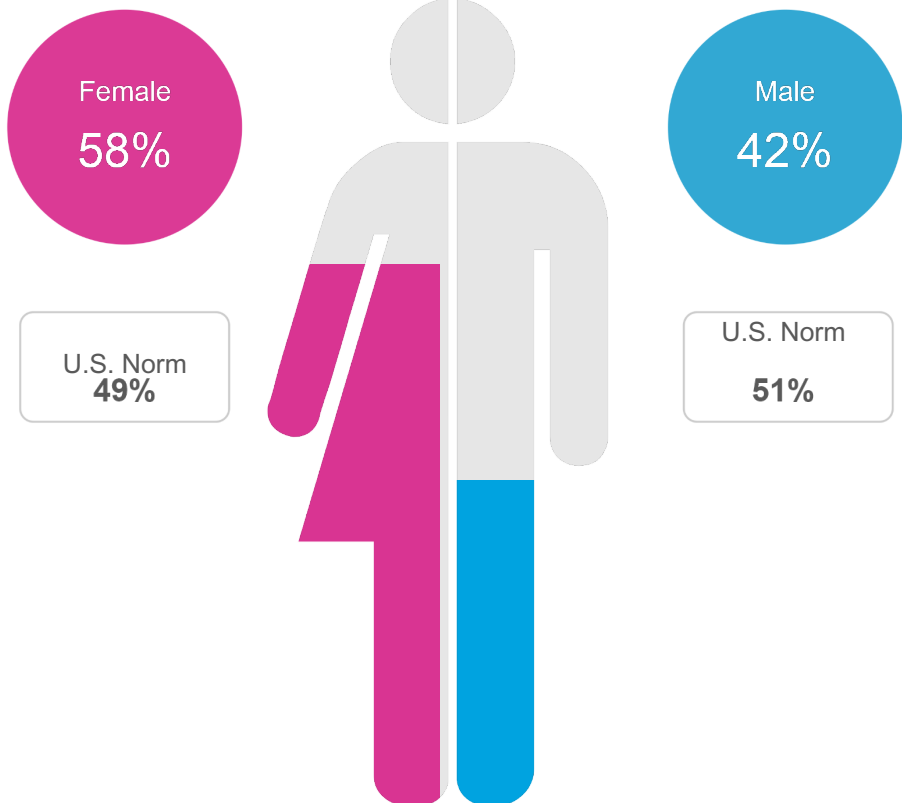
Dining Types on Trip

	Western Waterlands	U.S. Norm
 Unique/local food	36%	34%
 Fine/upscale dining	11%	12%
 Picnicking	11%	14%
 Food delivery service (UberEATS, DoorDash, etc.)	8%	12%
 Gastropubs	4%	5%
 Street food/food trucks	3%	15%

Demographic Profile of Day Western Waterlands Visitors

Base: 2019/2020 Day Person-Trips

Gender



Age

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

Western Waterlands

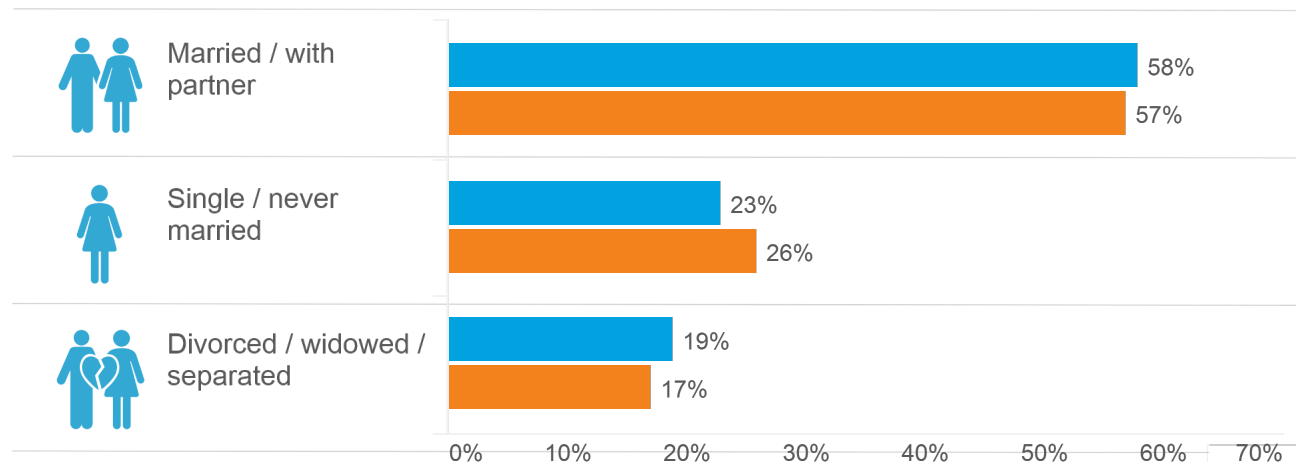


U.S. Norm



Marital Status

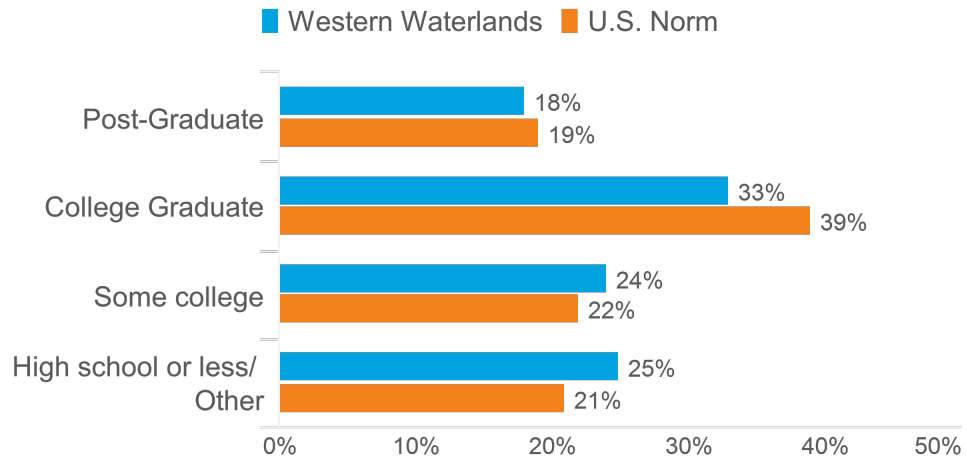
Western Waterlands U.S. Norm



Demographic Profile of Day Western Waterlands Visitors

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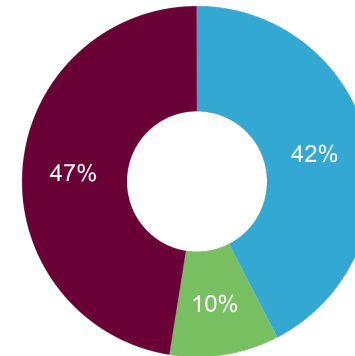
Education



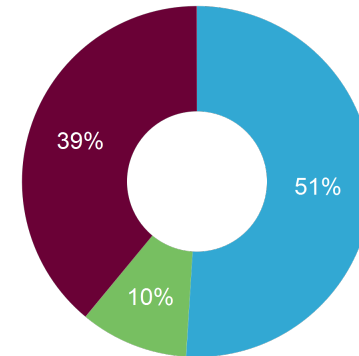
Employment

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

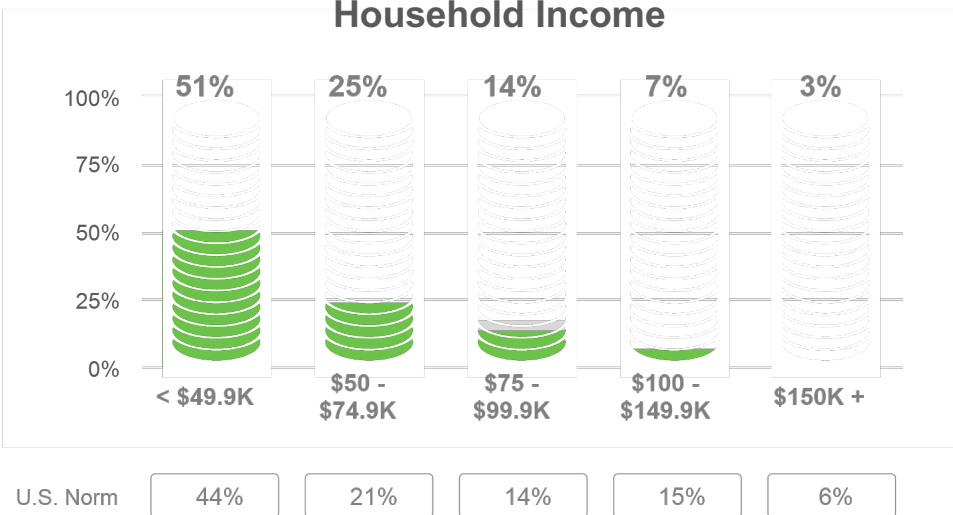
Western Waterlands



U.S. Norm



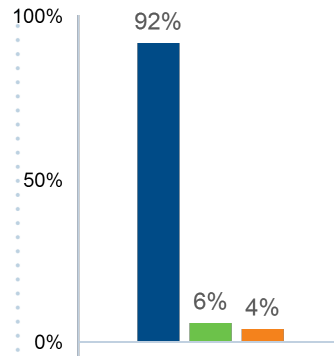
Household Income



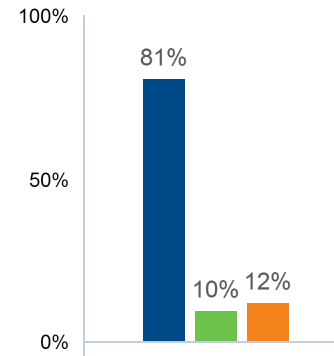
Race

■ White ■ African-American ■ Other

Western Waterlands



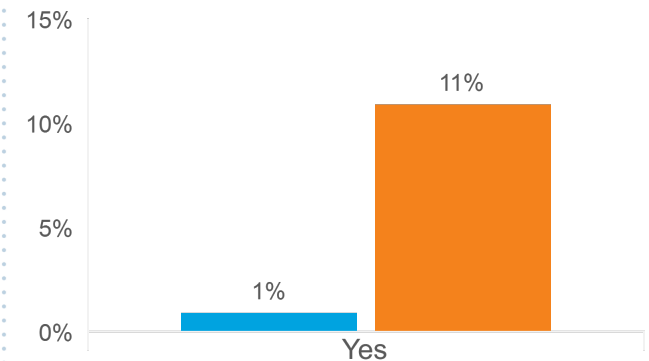
U.S. Norm



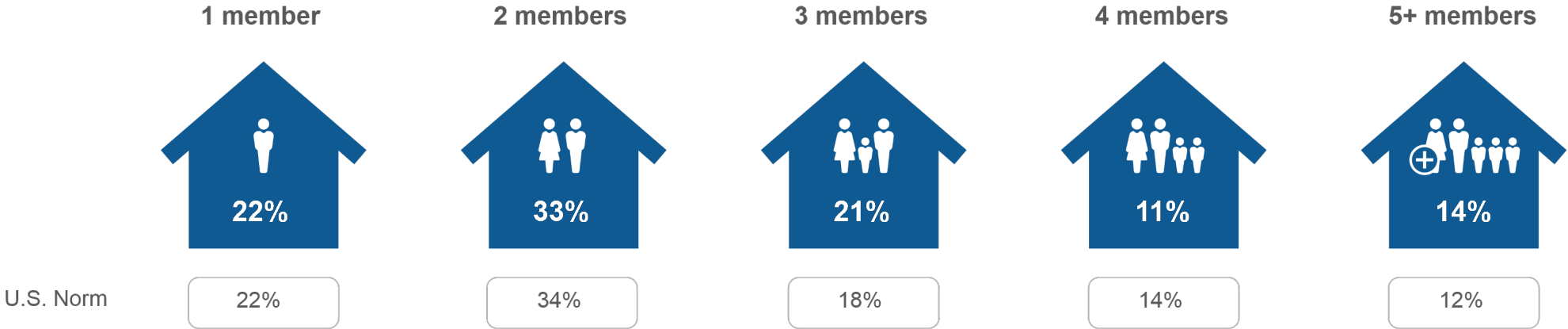
Question updated in 2020, 2020 data only

Hispanic Background

■ Western Waterlands ■ U.S. Norm



Household Size



Children in Household

