



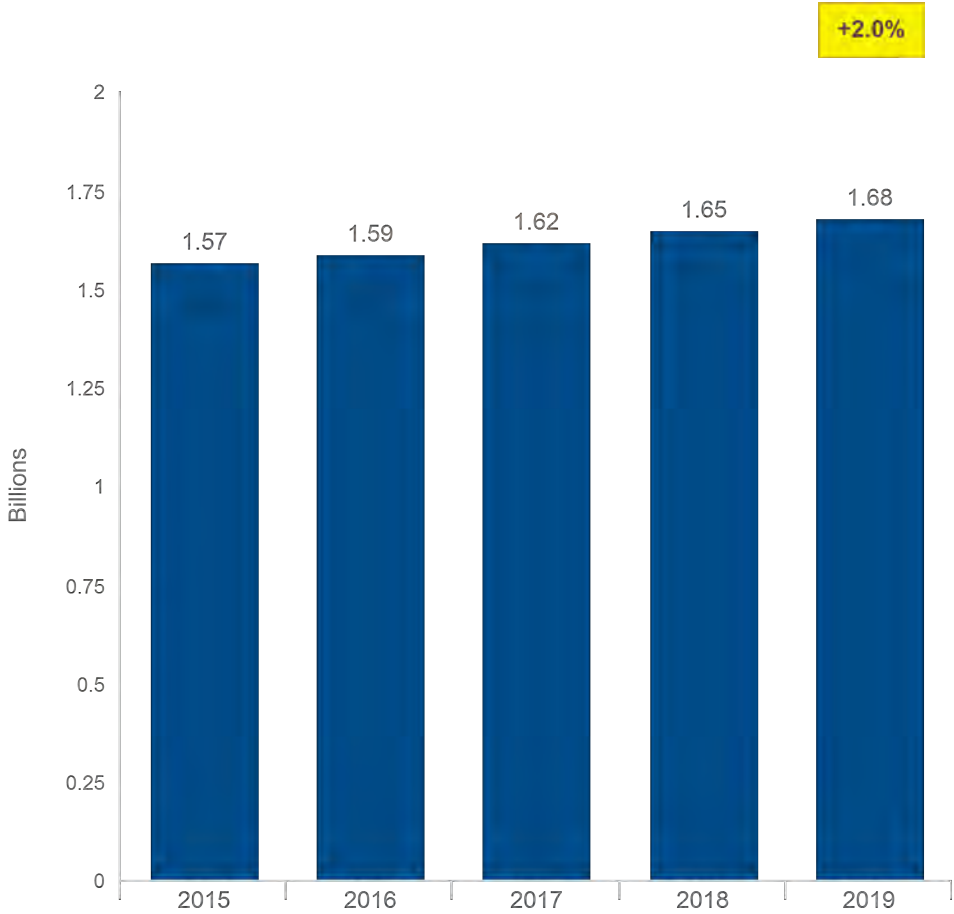
Travel USA Visitor Profile

Overnight Visitation - Kentucky

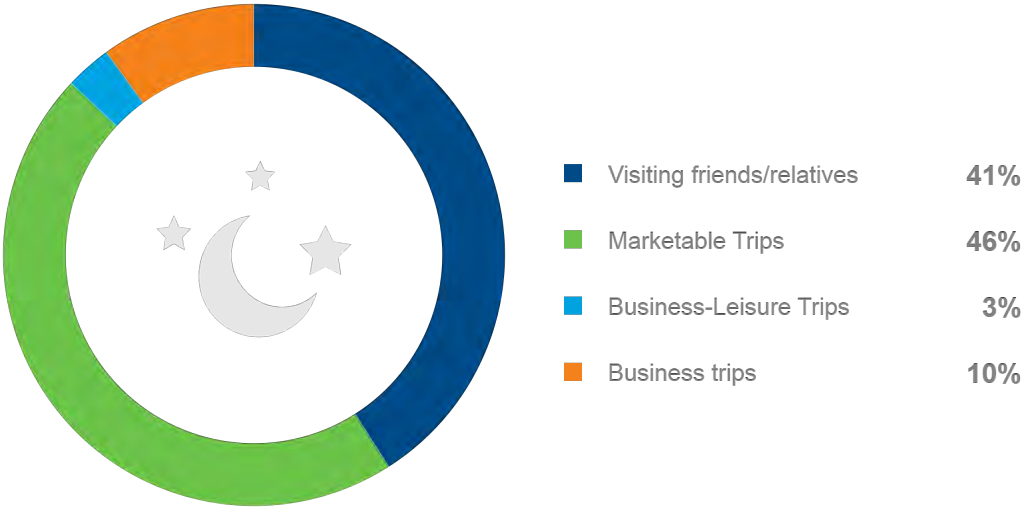


2019

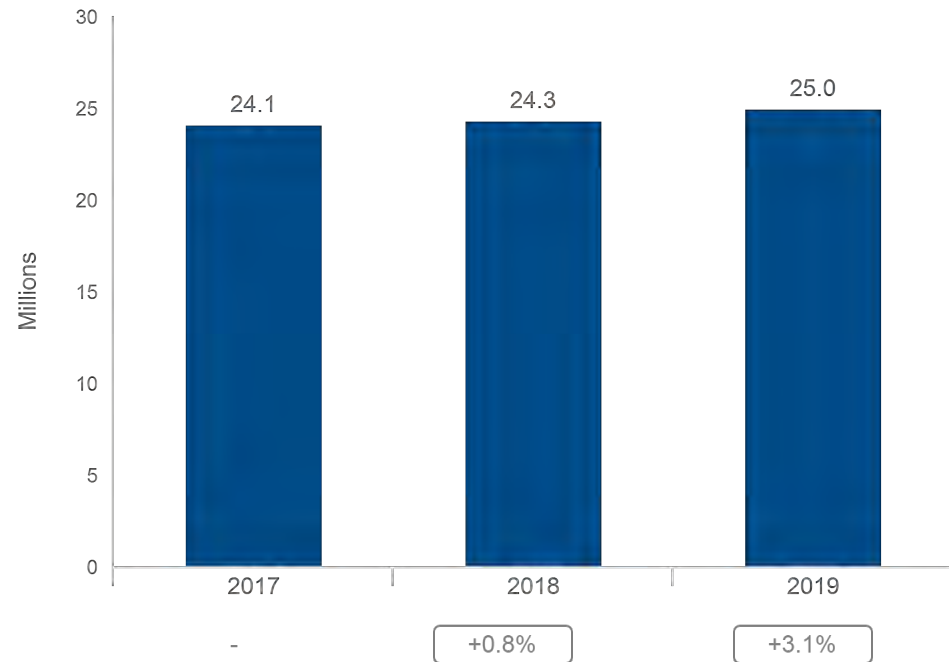
Total Size of U.S. Overnight Travel Market



2019 Overnight Trips



Overnight Trips to Kentucky



Total Size of Kentucky 2019 Domestic Travel Market

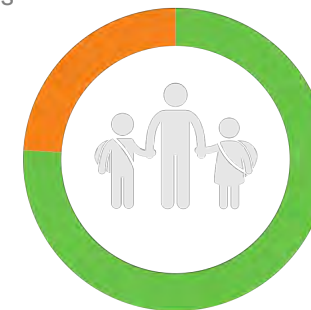
Total Person-Trips
73.4 Million
+3.1% vs. last year



- Day: 66% | 48.3 Million
- Overnight: 34% | 25.0 Million

Size of Kentucky Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips
25.0 Million



- Adults: 76% | 19.1 Million
- Children: 24% | 6.0 Million

Domestic Overnight Expenditures - by Sector

Total Spending

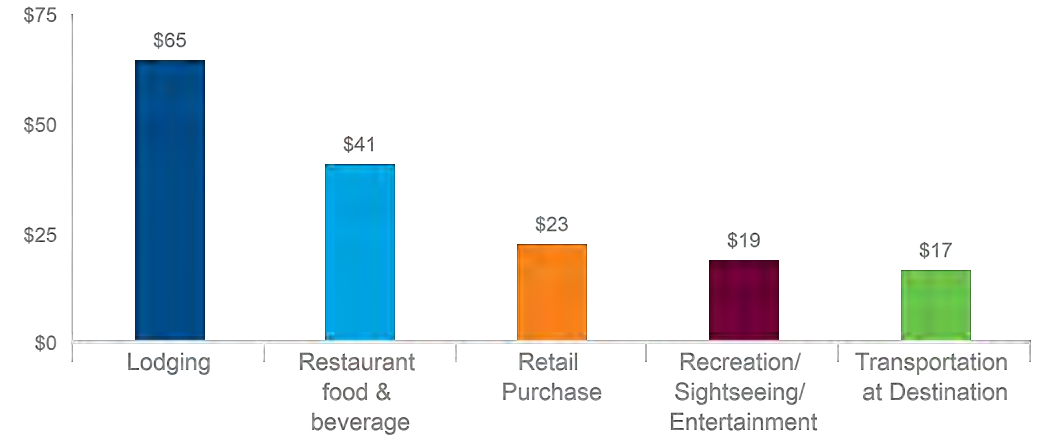
\$4.129 Billion

+4.6% vs. last year

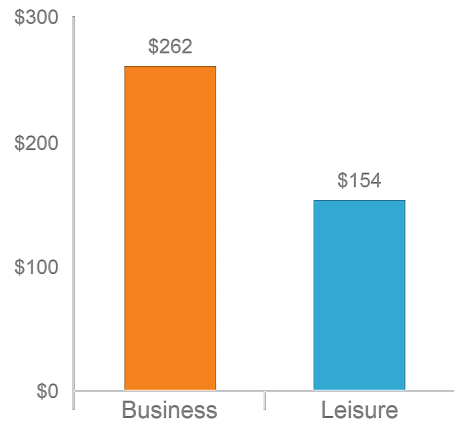


- Lodging
39% | \$1,616 Million
- Transportation at Destination
10% | \$432 Million
- Restaurant Food & Beverage
25% | \$1,035 Million
- Retail Purchase
14% | \$574 Million
- Recreation/Entertainment
11% | \$471 Million

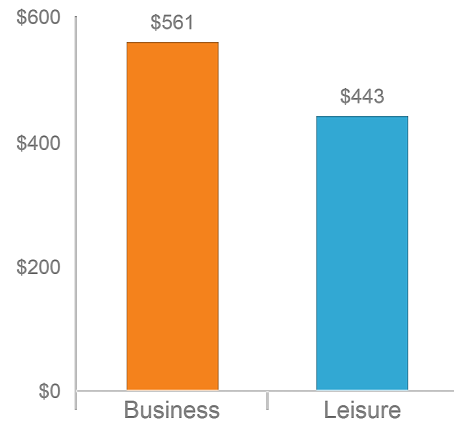
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



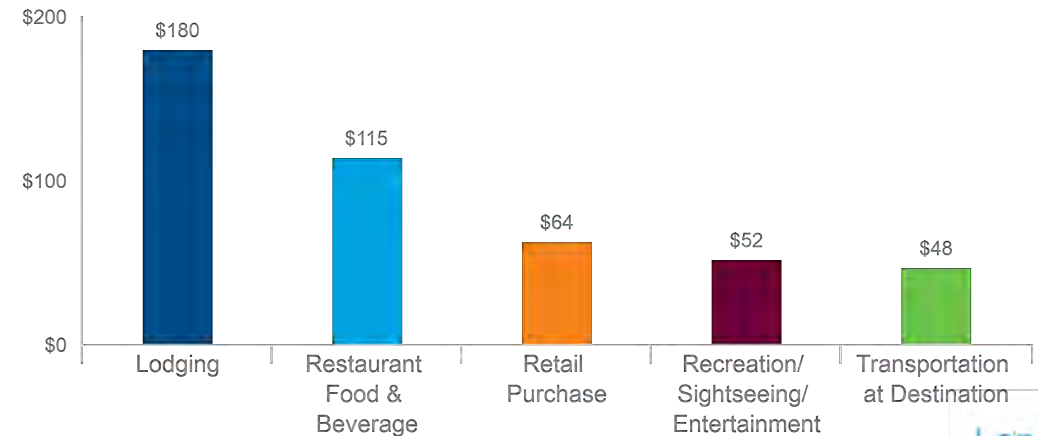
Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose













Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose



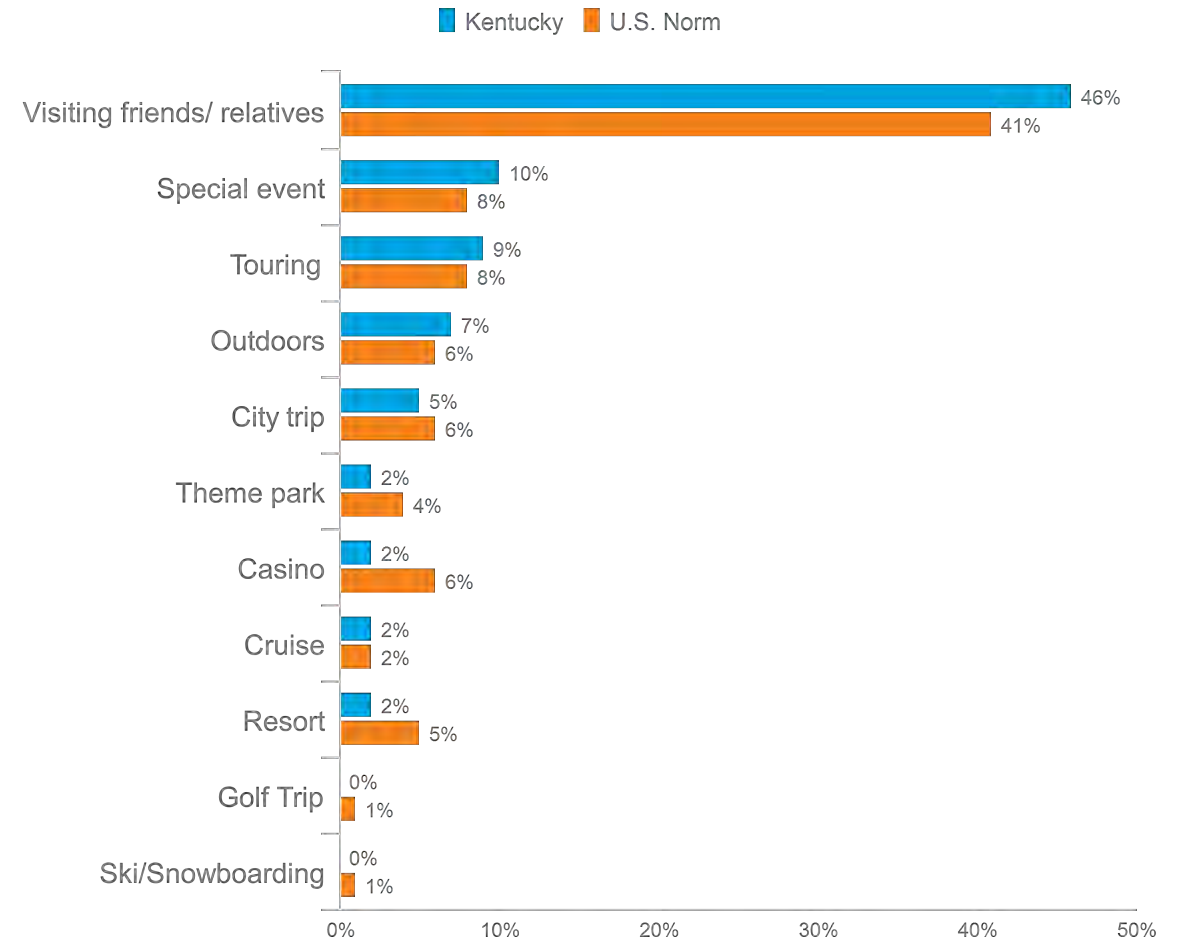
Average Per Party Expenditures on Domestic Overnight Trips - by Sector



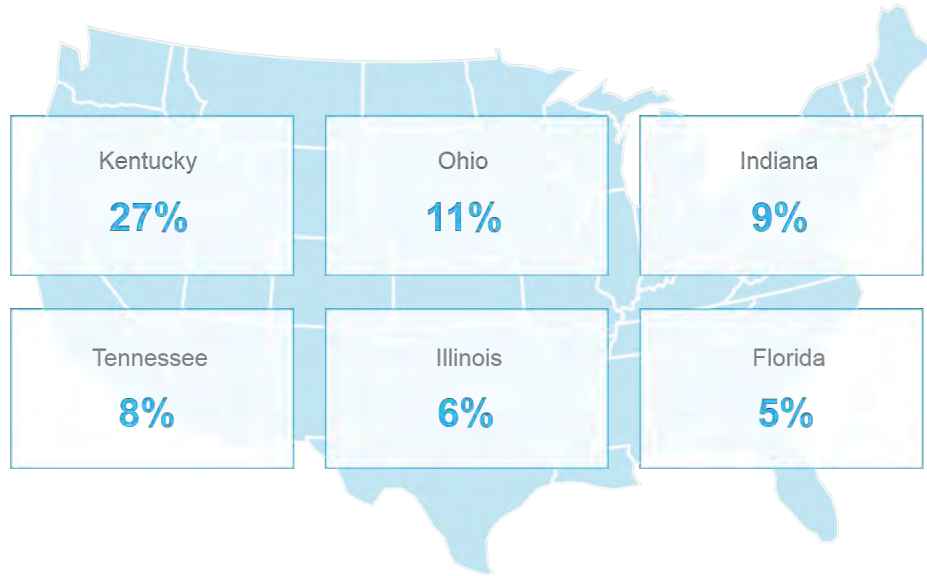
Main Purpose of Trip

 46% Visiting friends/ relatives	
 10% Special event	 4% Conference/ Convention
 9% Touring	
 7% Outdoors	
 5% City trip	 7% Other business trip
 2% Theme park	
 2% Casino	 4% Business-Leisure
 2% Cruise	

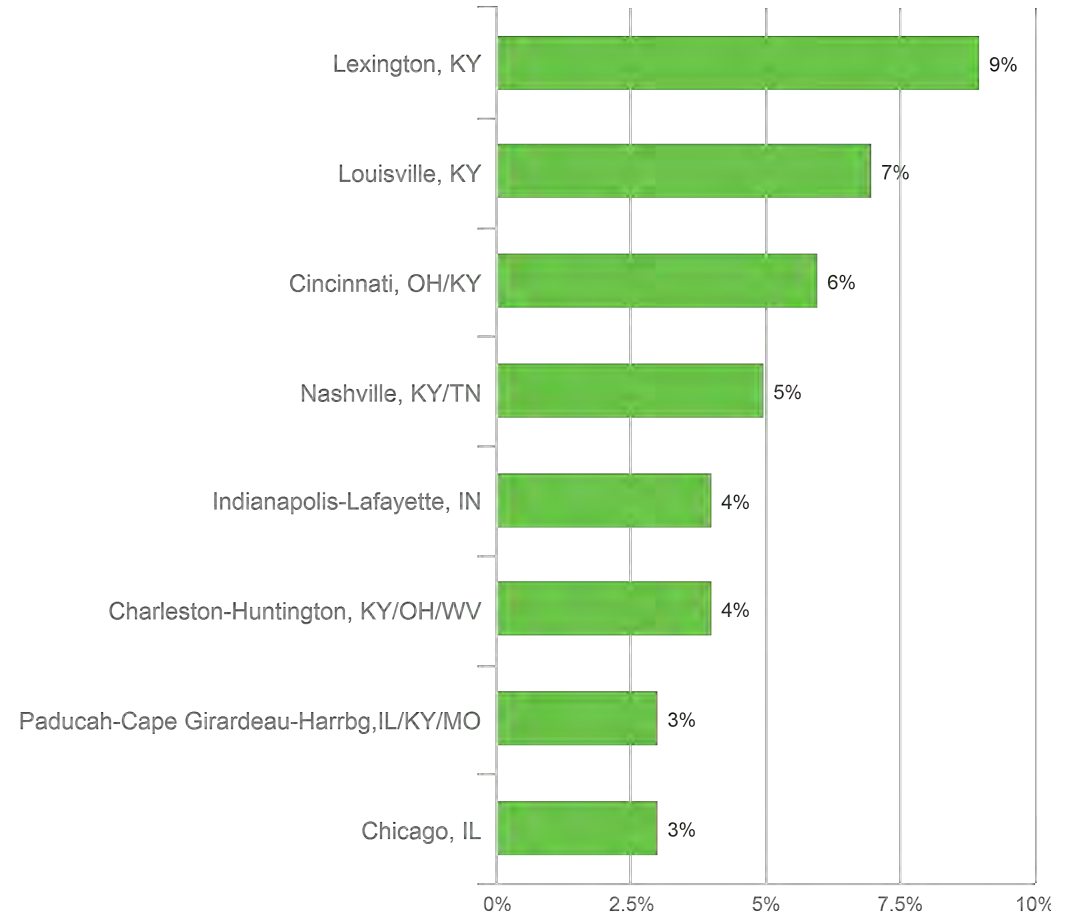
Main Purpose of Leisure Trip



State Origin Of Trip



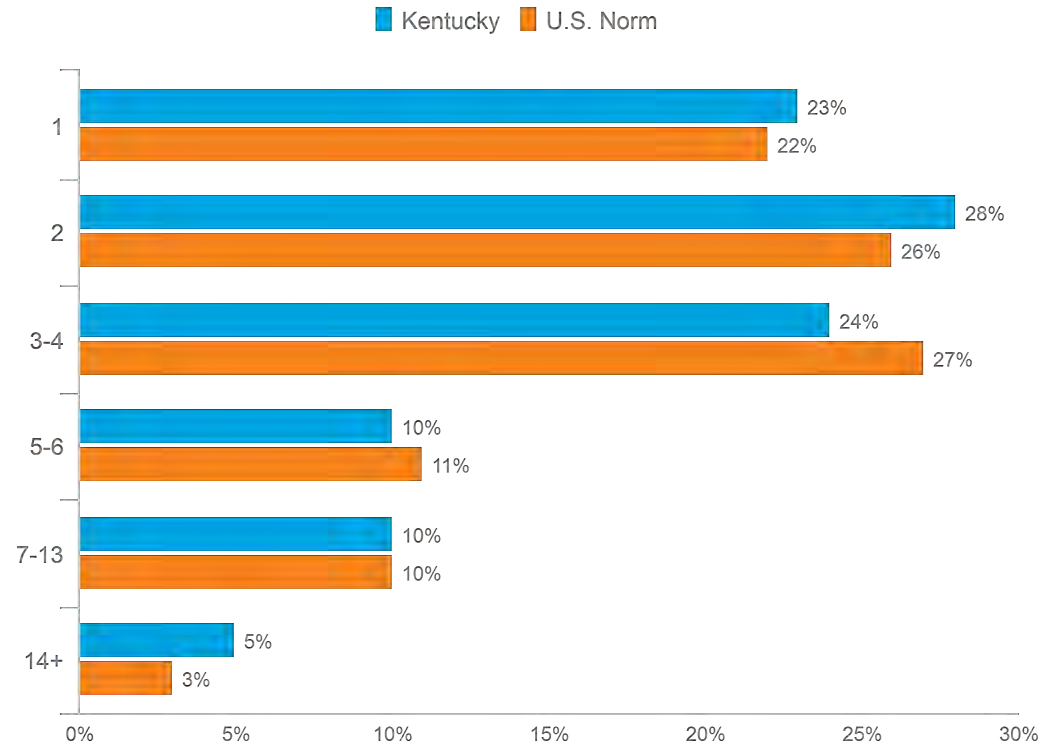
DMA Origin Of Trip



Season of Trip Total Overnight Person-Trips

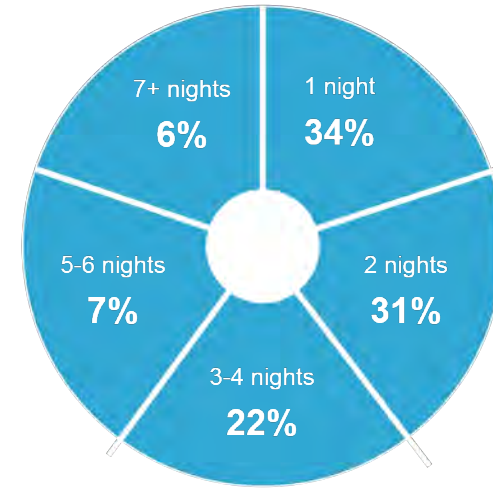


Total Nights Away on Trip



Kentucky
4.0
Average Nights

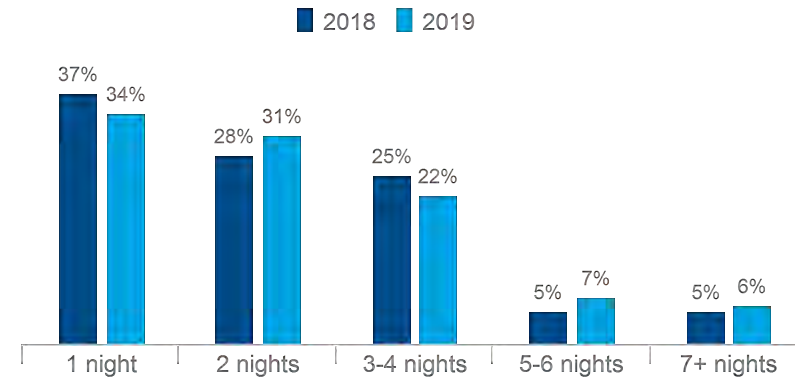
U.S. Norm
3.8
Average Nights



Nights Spent in Kentucky

Average number of nights
2.8

Number of Nights Spent in Kentucky - Trended



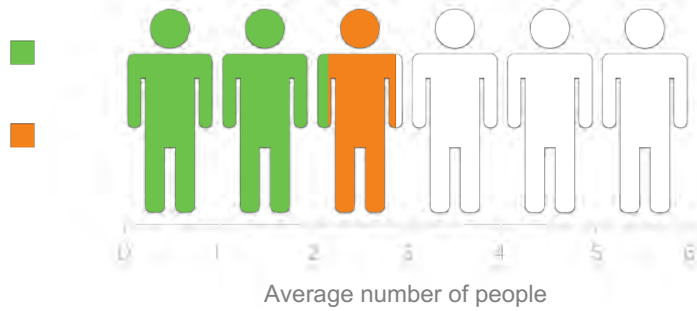
Average in 2019
2.8
Nights

Average last year
2.8
Nights

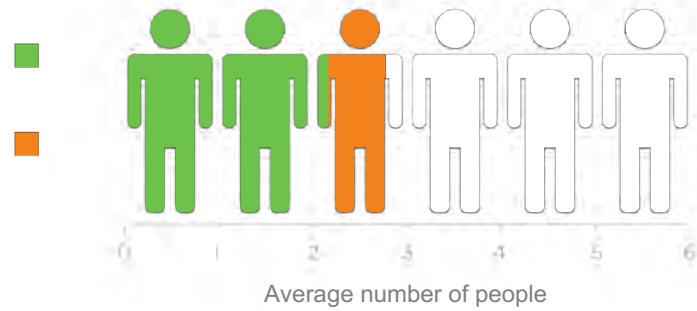
Size of Travel Party

■ Adults ■ Children

Kentucky

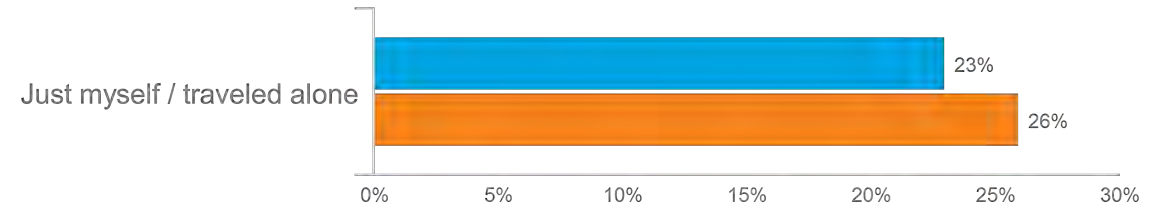


U.S. Norm



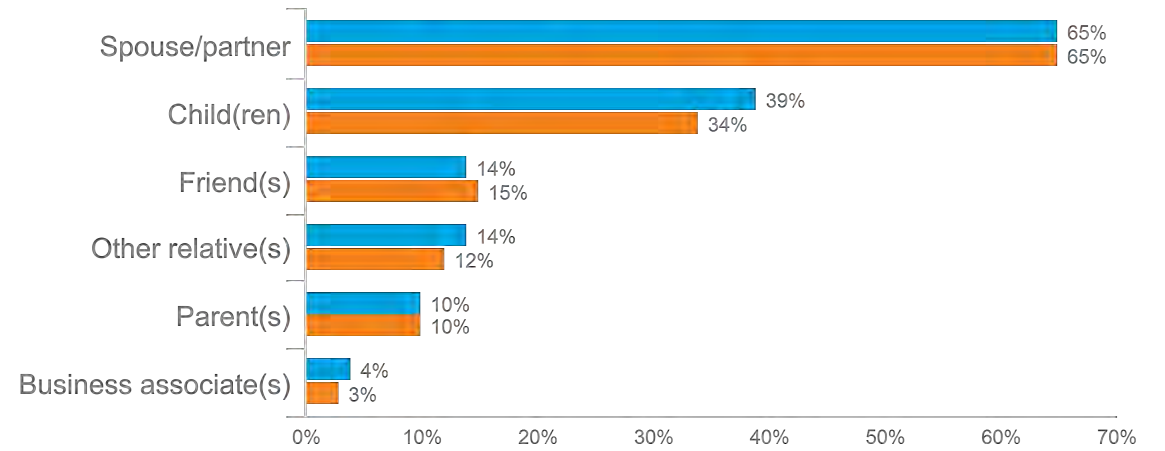
Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



Composition of Immediate Travel Party

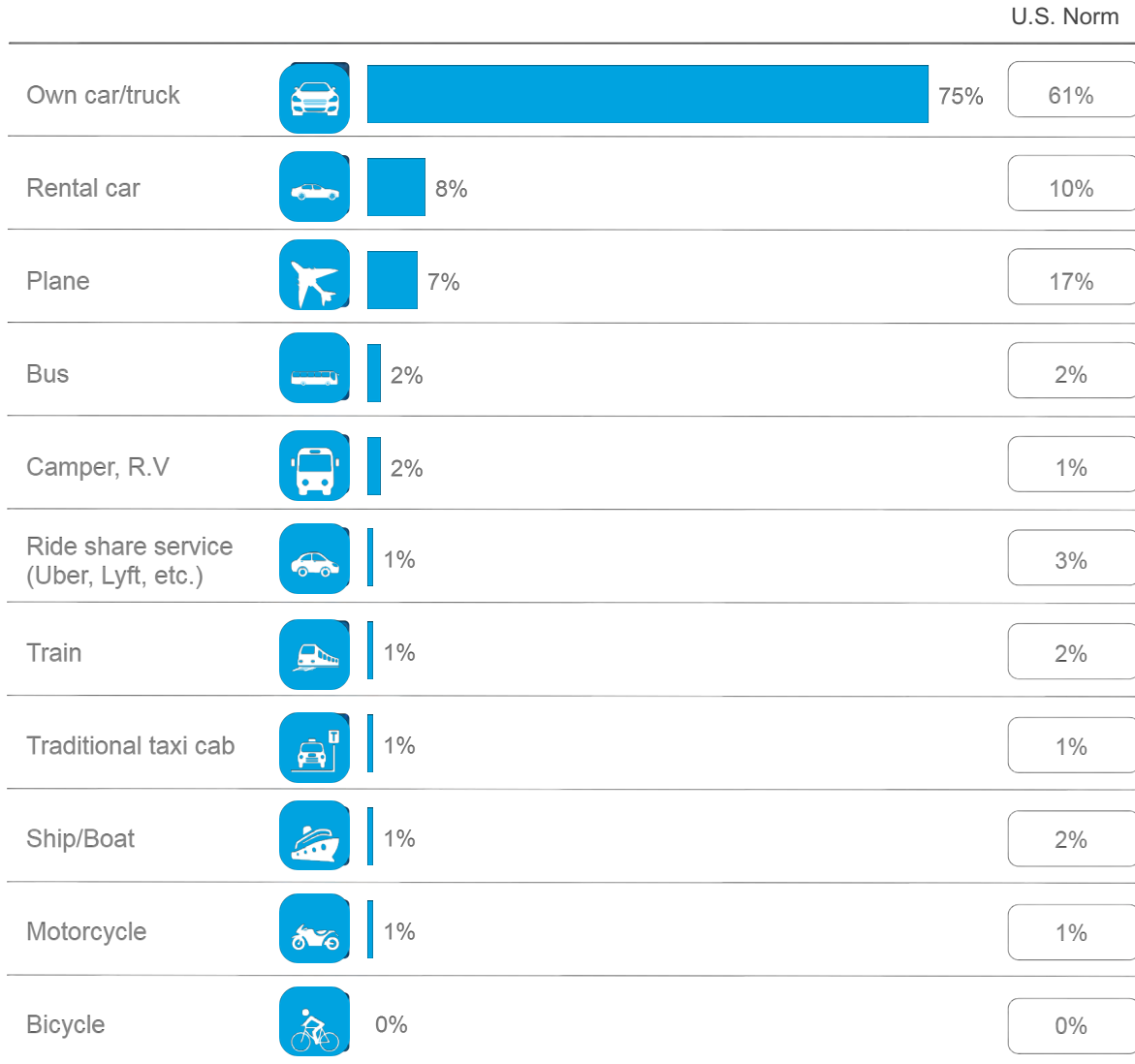
■ Kentucky ■ U.S. Norm



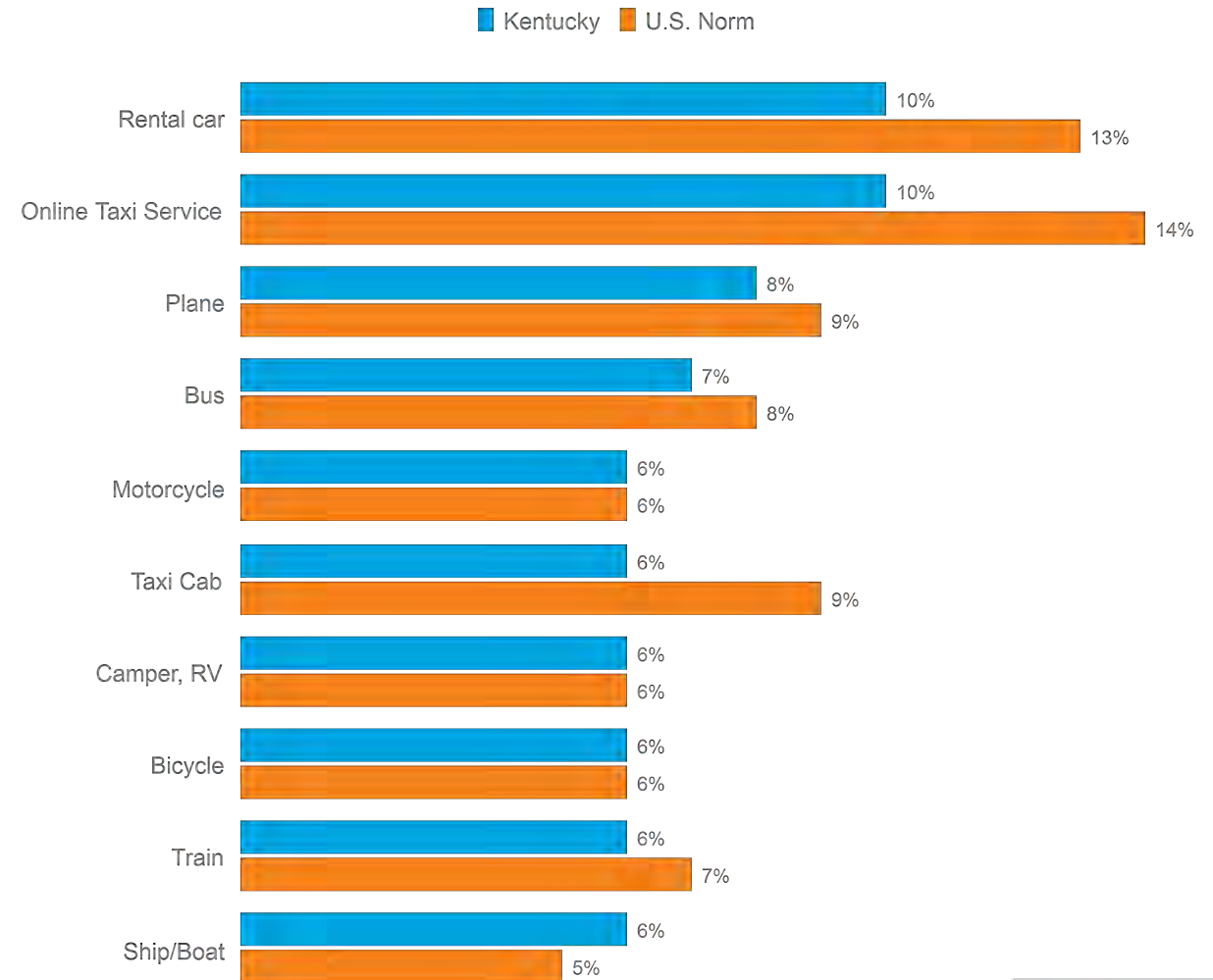
Kentucky's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

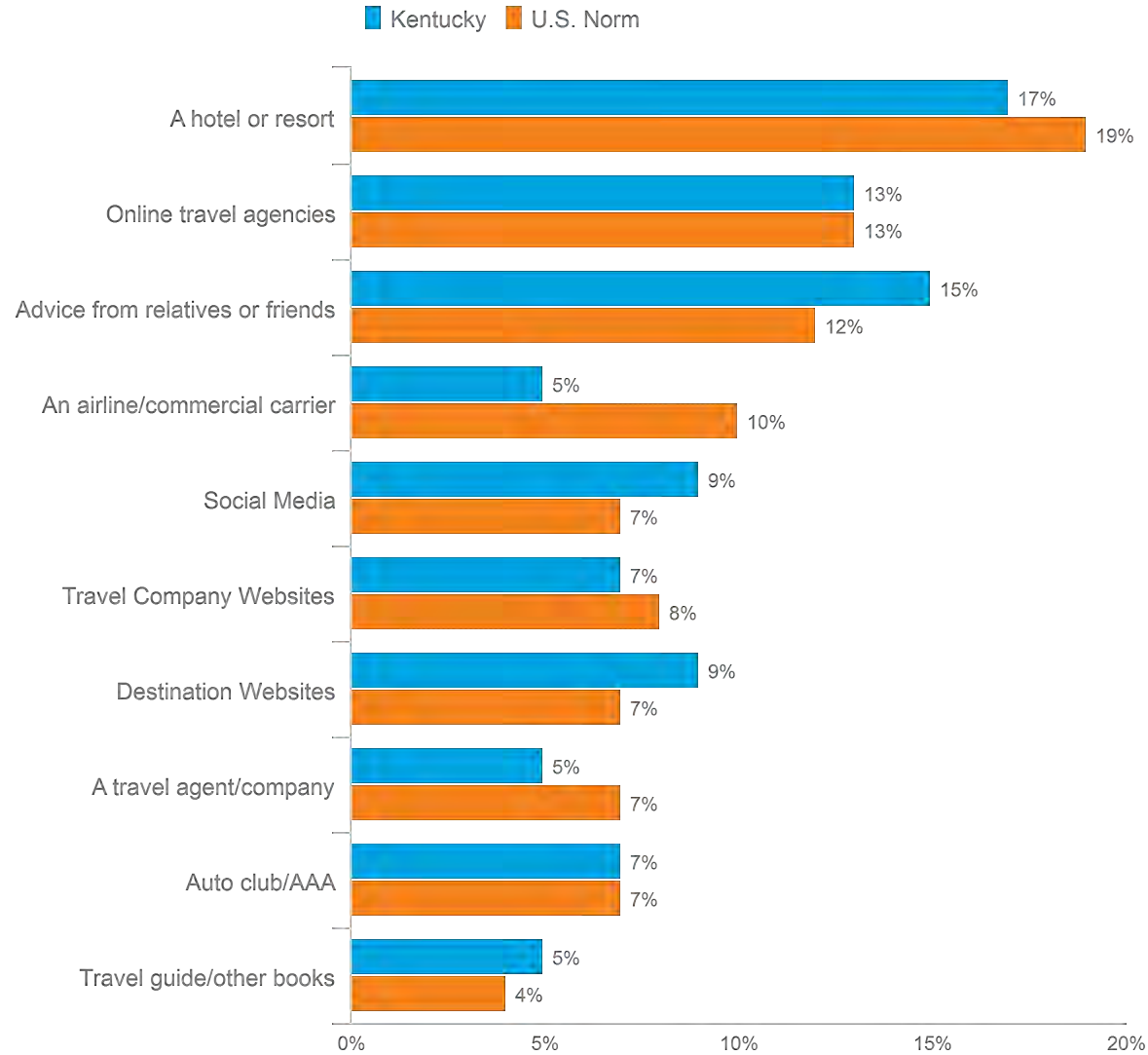
Primary Method of Transportation



Other Transportation



Trip Planning Information Sources



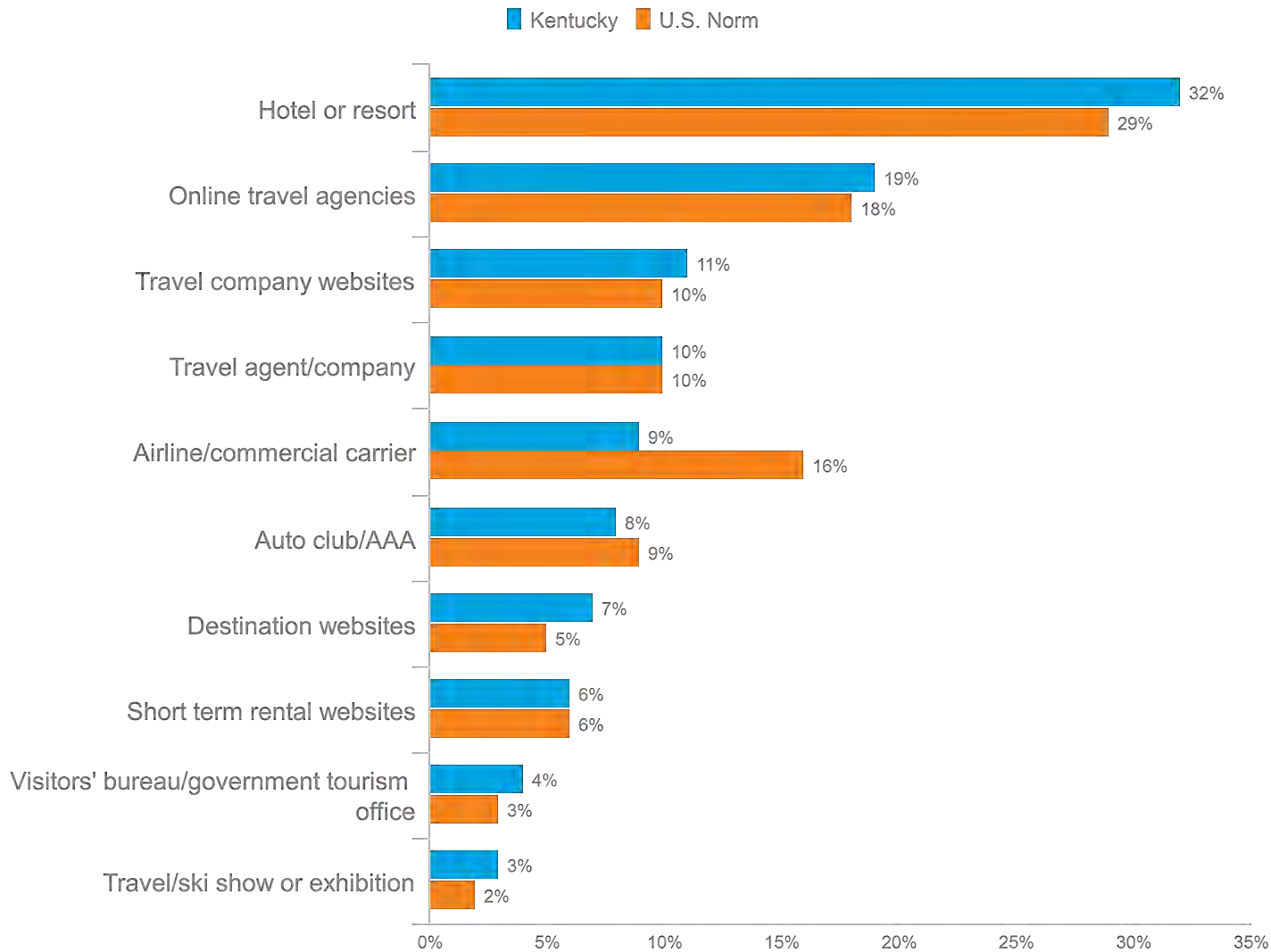
Length of Trip Planning

	Kentucky	U.S. Norm
More than 1 year in advance	3%	4%
6-12 months	11%	14%
3-5 months	15%	18%
2 months	17%	17%
1 month or less	34%	33%
Did not plan anything in advance	19%	14%








Kentucky's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Method of Booking



Accommodations

	Kentucky	U.S. Norm
 Home of friends or relatives	28%	22%
 Other hotel	28%	22%
 Motel	26%	16%
 Resort hotel	13%	23%
 Campground / trailer park / RV park	6%	4%
 Other	6%	5%
 Bed & breakfast	5%	5%

Activities and Experiences (Top 10)

Shopping



30%

U.S. Norm
29%

Landmark/historic site



17%

U.S. Norm
12%

Museum



15%

U.S. Norm
10%

National/state park



13%

U.S. Norm
9%

Swimming



11%

U.S. Norm
13%

Bar/nightclub



11%

U.S. Norm
14%

Hiking/backpacking



10%

U.S. Norm
7%

Fine/upscale dining



10%

U.S. Norm
12%

Brewery



8%

U.S. Norm
6%

Casino



7%

U.S. Norm
12%

Activities of Special Interest (Top 5)

Kentucky

Historic places	26%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	10%
Brewery Tours/Beer Tasting	9%
Winery Tours/Tasting	7%






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%

Kentucky's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Kentucky	U.S. Norm	Kentucky	U.S. Norm
	Used any device	79%	84%	79%	79%
	Laptop	38%	39%	29%	26%
	Desktop/Home computer	33%	38%	0%	0%
	Smartphone	32%	30%	64%	63%
	Tablet	14%	14%	22%	22%

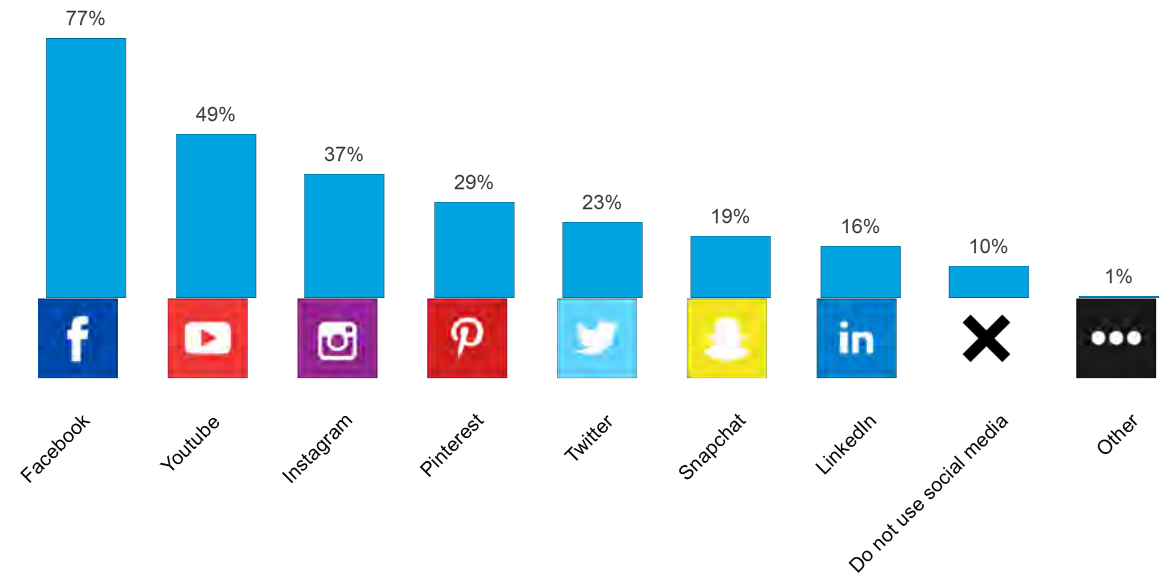
Online Social Media Use by Travelers

	Kentucky	U.S. Norm
 Used any social media	56%	55%
 Shared travel stories/photos/videos on social media	25%	24%
 Read online travel reviews that influenced my travel decisions	24%	22%
 Saw a video or photo on social media that inspired me to visit	16%	14%
 Clicked through on a travel advertisement seen on social media	16%	13%





















72%
Followed Influencer

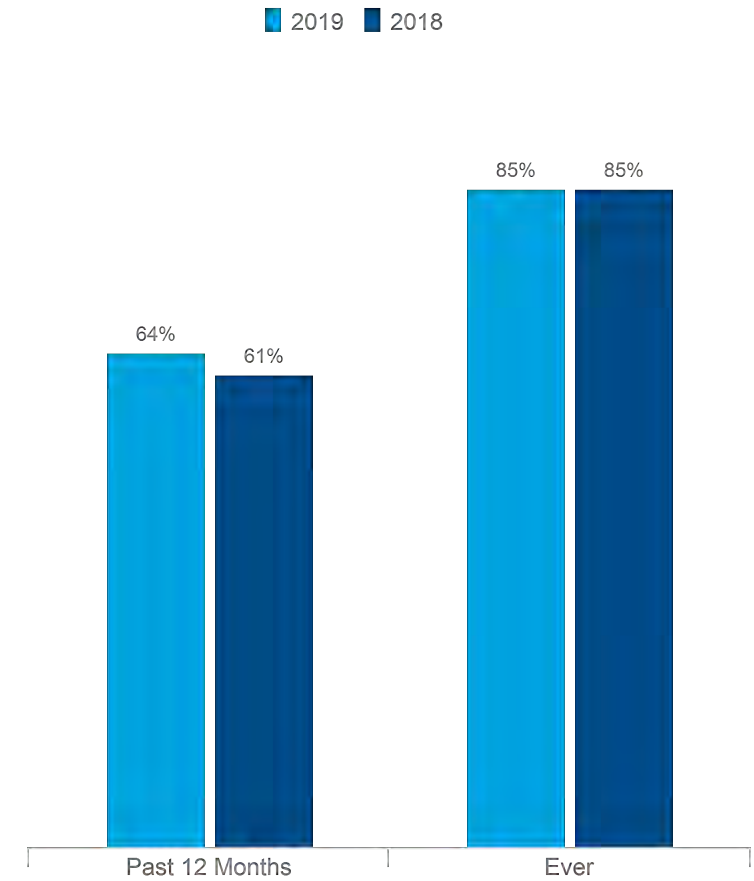
Social media platforms used in general



% Very Satisfied with Trip

	Overall trip experience		73%
	Friendliness of people		70%
	Safety and Security		65%
	Quality of accommodations		64%
	Quality of food		60%
	Cleanliness		59%
	Sightseeing and attractions		56%
	Value for money		53%
	Music/nightlife/entertainment		38%

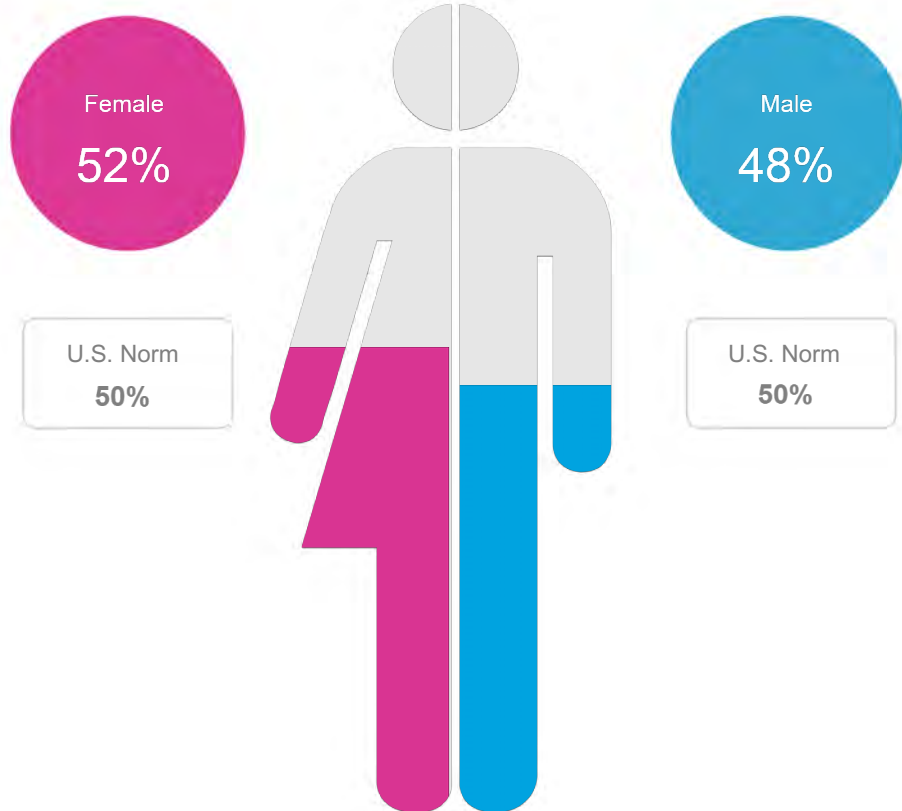
Past Visitation to Kentucky



Demographic Profile of Overnight Kentucky Visitors

Base: 2019 Overnight Person-Trips

Gender



Age

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

Kentucky

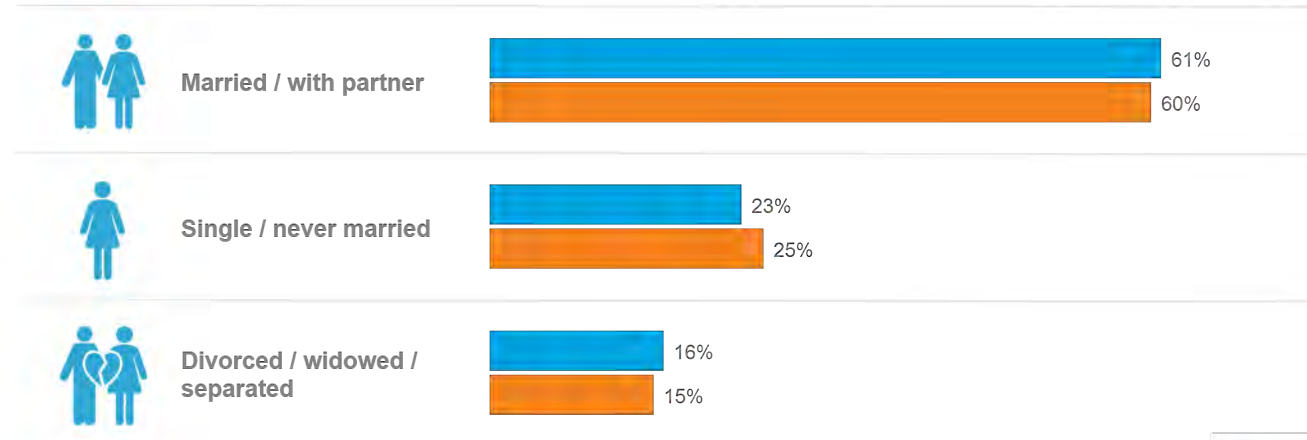


U.S. Norm



Marital Status

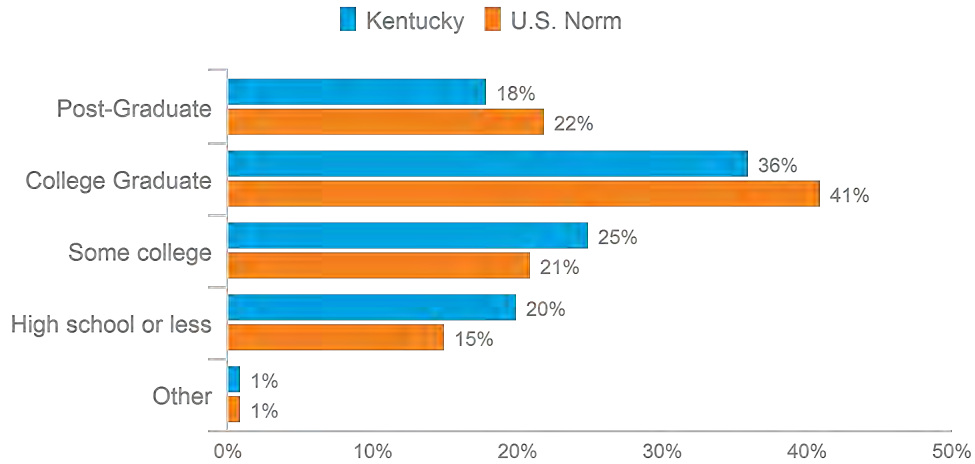
Kentucky U.S. Norm



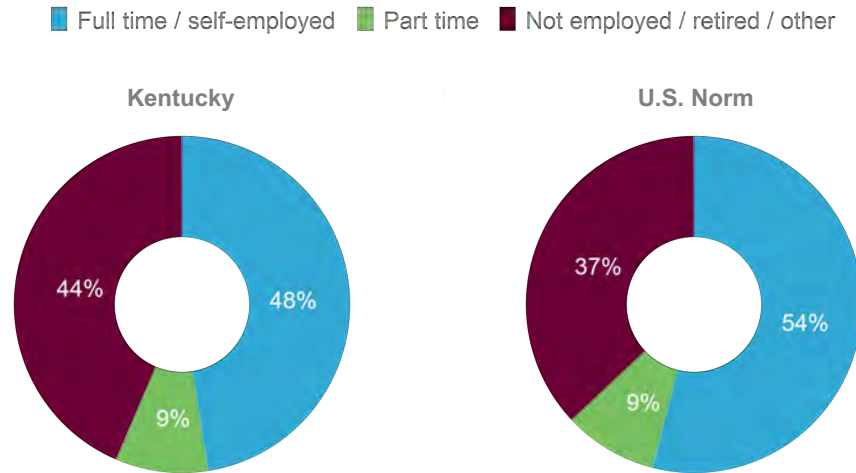
Demographic Profile of Overnight Kentucky Visitors

Base: 2019 Overnight Person-Trips

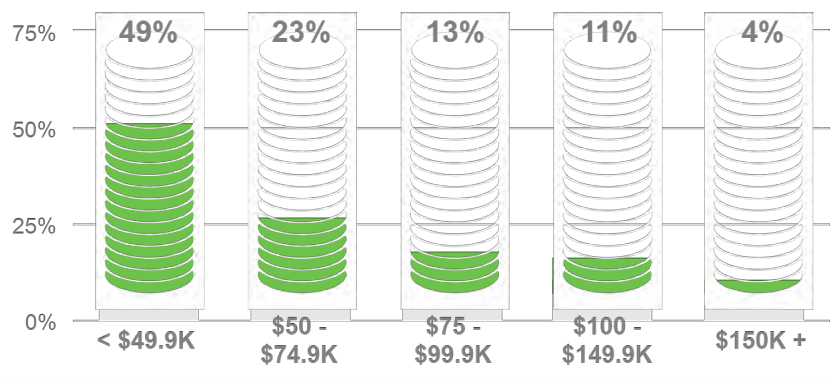
Education



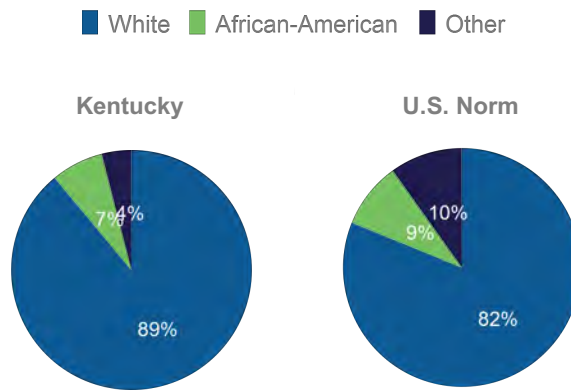
Employment



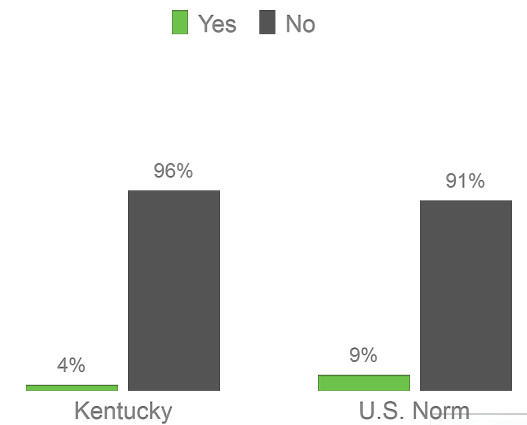
Household Income



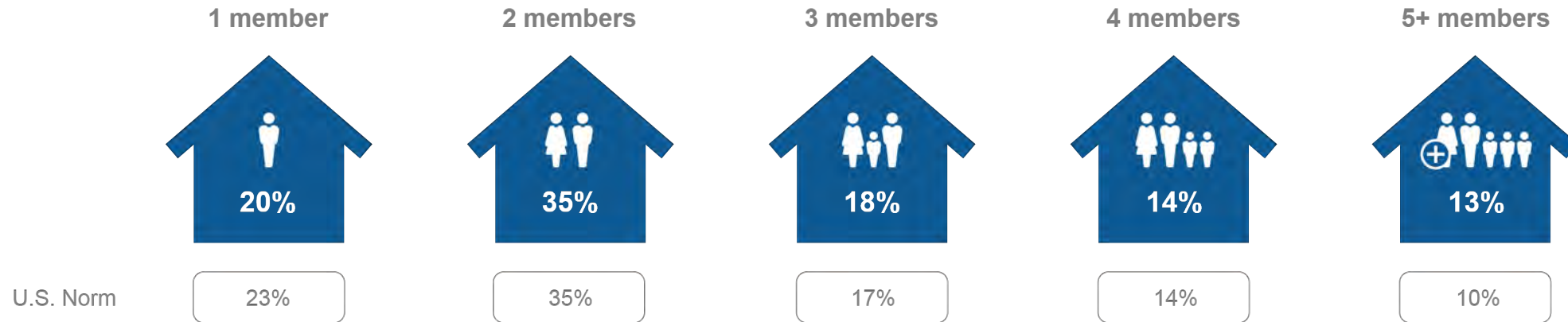
Race



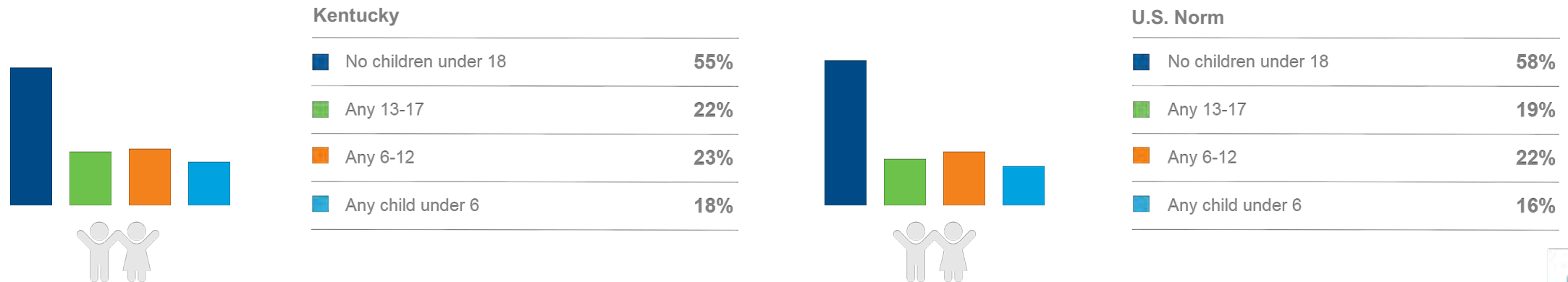
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Regions Maps & Visitor Volumes



2019