



Travel USA Visitor Profile

Bluesgrass, Horses, Bourbon & Boone



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 Bluegrass, Horses, Bourbon, and Boone 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 Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2020:



Day Base Size

313

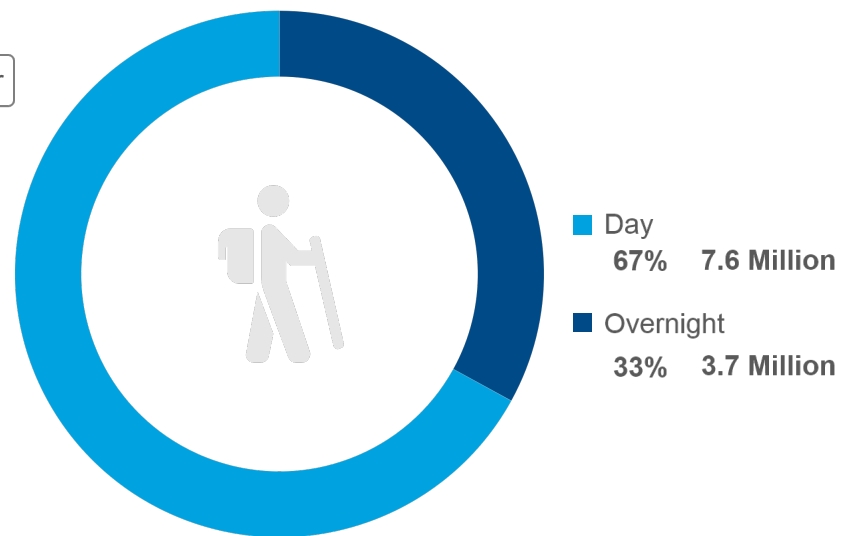
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Bluegrass, Horses, Bourbon, and Boone Region 2020 Domestic Travel Market

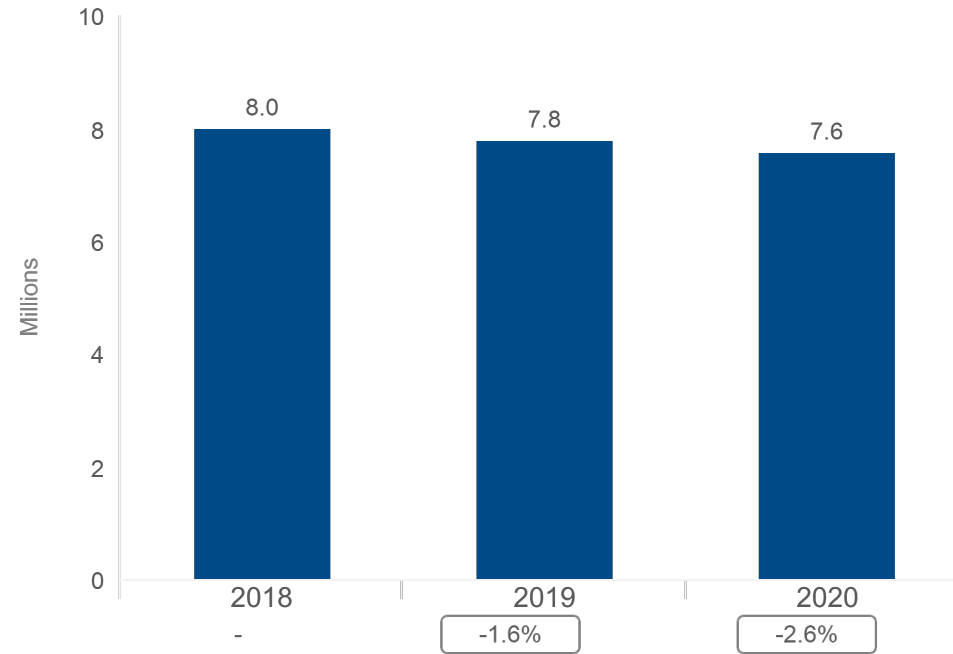
Total Person-Trips

11.4 Million

-6.3% vs. last year



Day Trips to Bluegrass, Horses, Bourbon, and Boone Region



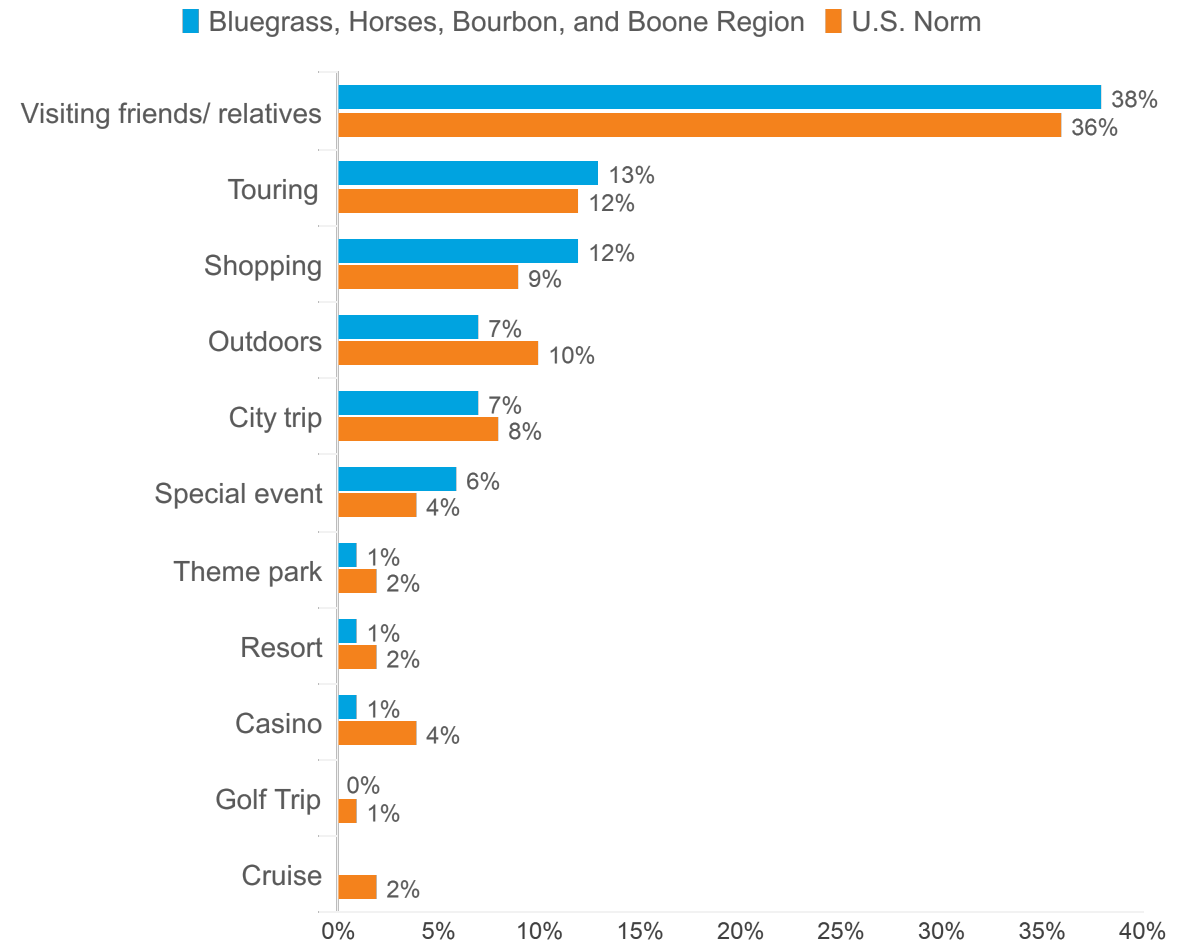
Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2020 Day Person-Trips

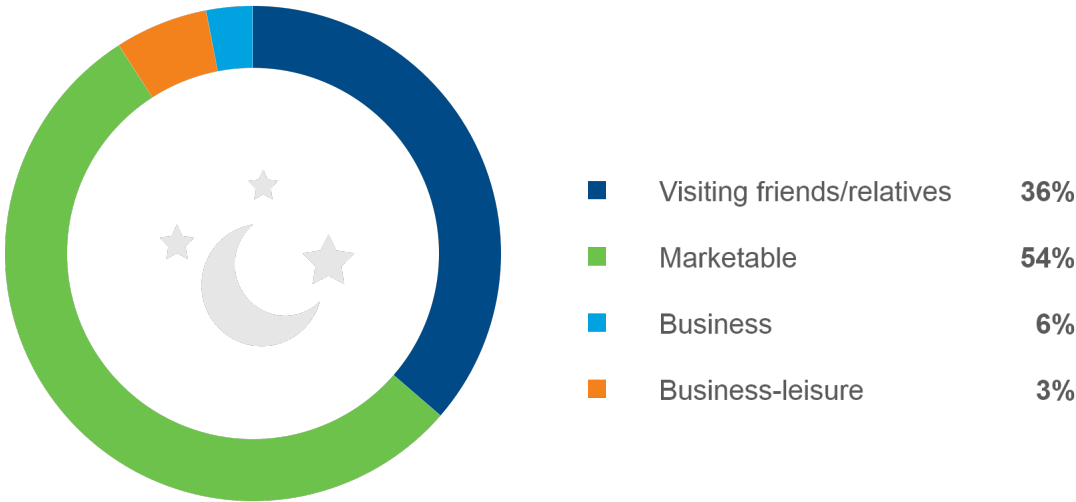
Main Purpose of Trip



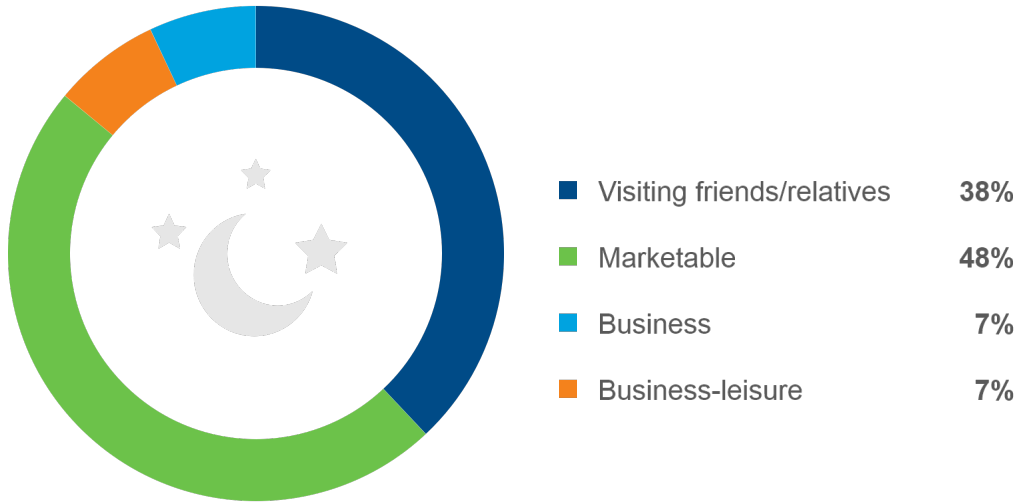
Main Purpose of Leisure Trip



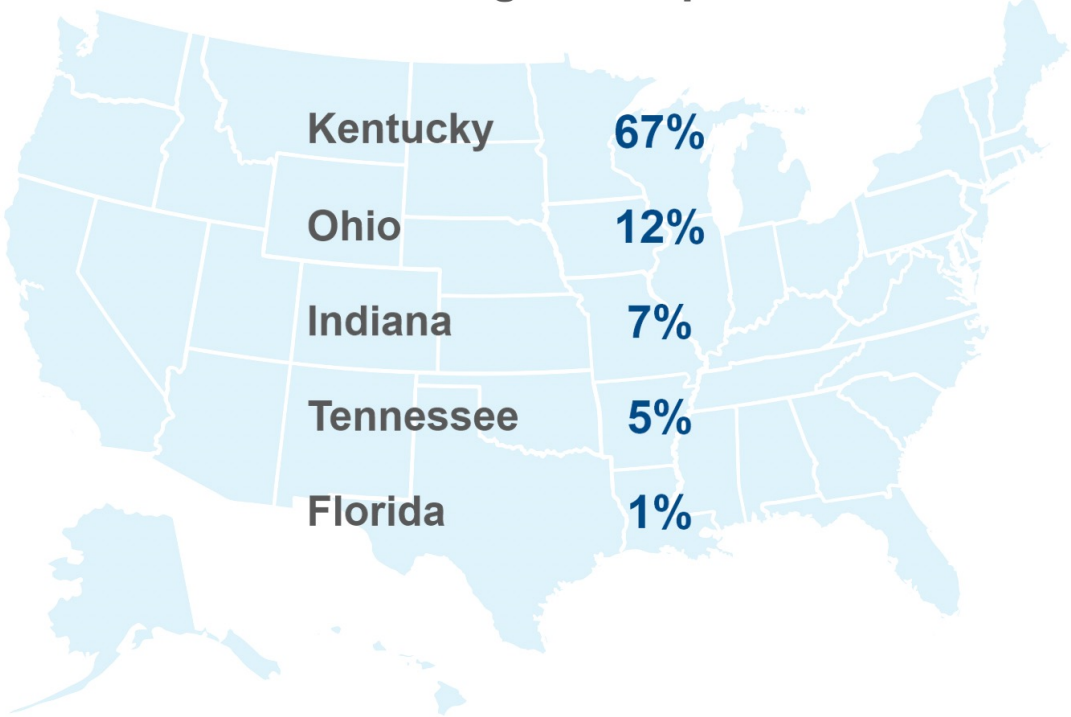
2020 U.S. Day Trips



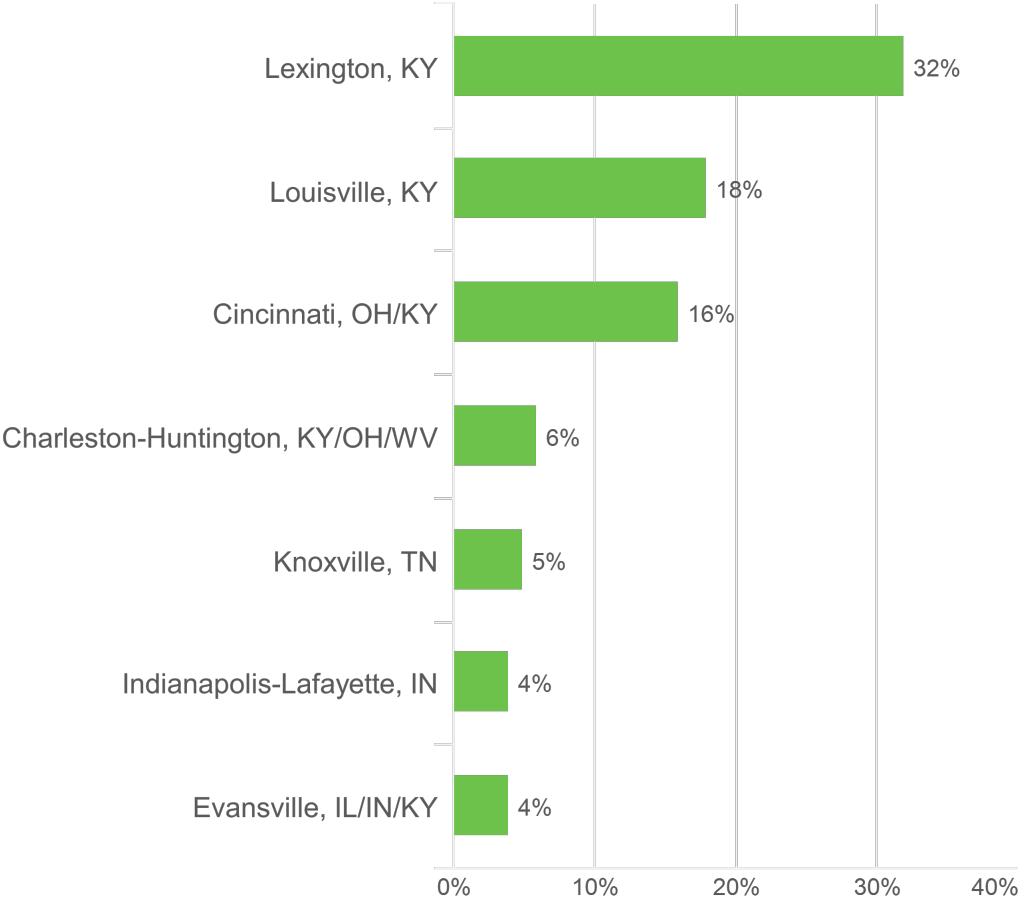
2020 Bluegrass, Horses, Bourbon, and Boone Region Day Trips



State Origin Of Trip

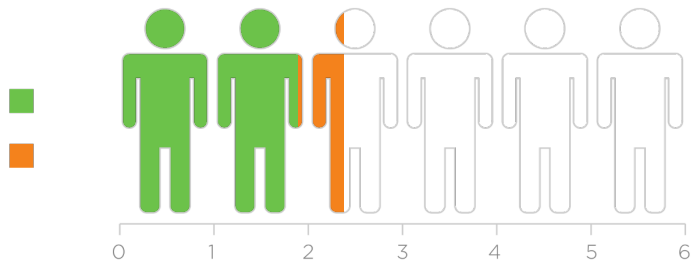


DMA Origin Of Trip



Size of Travel Party

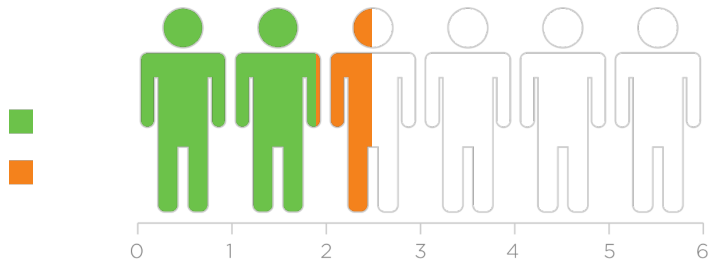
Bluegrass, Horses, Bourbon, and Boone Region



Total
2.5

Average number of people

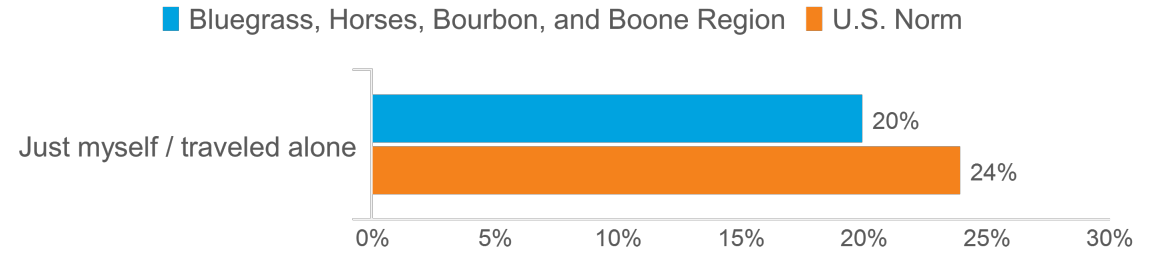
U.S. Norm



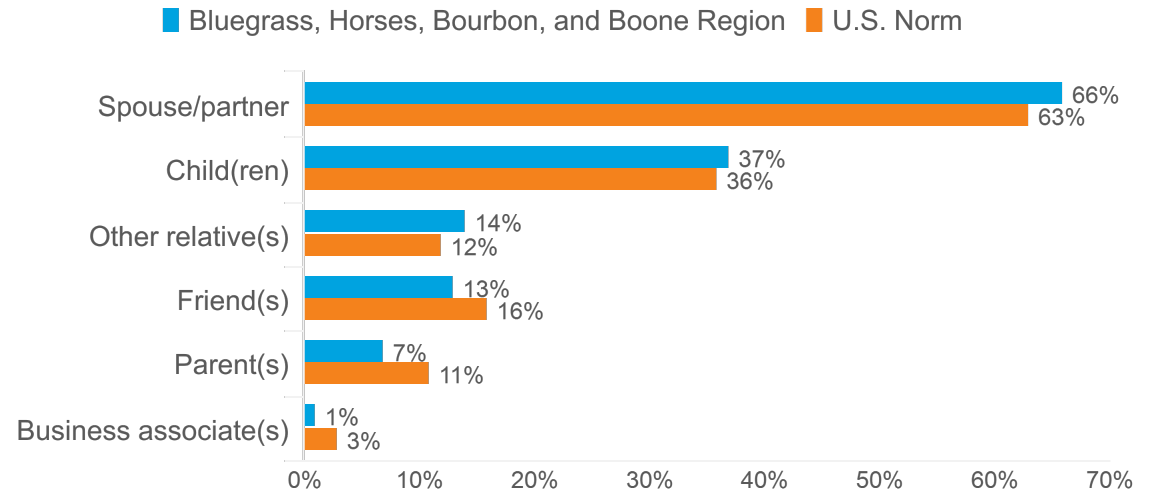
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



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)

Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm







	Shopping	26%	20%
	Sightseeing	15%	13%
	Landmark/historic site	13%	8%
	Hiking/backpacking	10%	7%
	Nature tours/wildlife viewing/birding	9%	5%
	Local parks/playgrounds	8%	6%
	Winery/brewery/distillery tour	8%	4%
	National/state park	8%	6%
	Attending celebration	7%	9%
	Fishing	6%	5%

Shopping Types on Trip

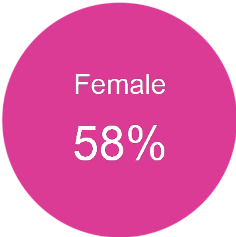
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Outlet/mall shopping	54%	49%
 Big box stores (Walmart, Costco)	36%	31%
 Boutique shopping	35%	21%
 Convenience/grocery shopping	28%	28%
 Antiquing	9%	12%
 Souvenir shopping	9%	20%

Base is the 26% of travelers who shopped on their trip.

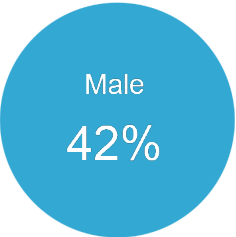
Dining Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Unique/local food	43%	34%
 Picnicking	12%	14%
 Street food/food trucks	9%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	9%	12%
 Fine/upscale dining	7%	12%
 Gastropubs	3%	5%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Bluegrass, Horses, Bourbon, and Boone Region



Average Age
44.9

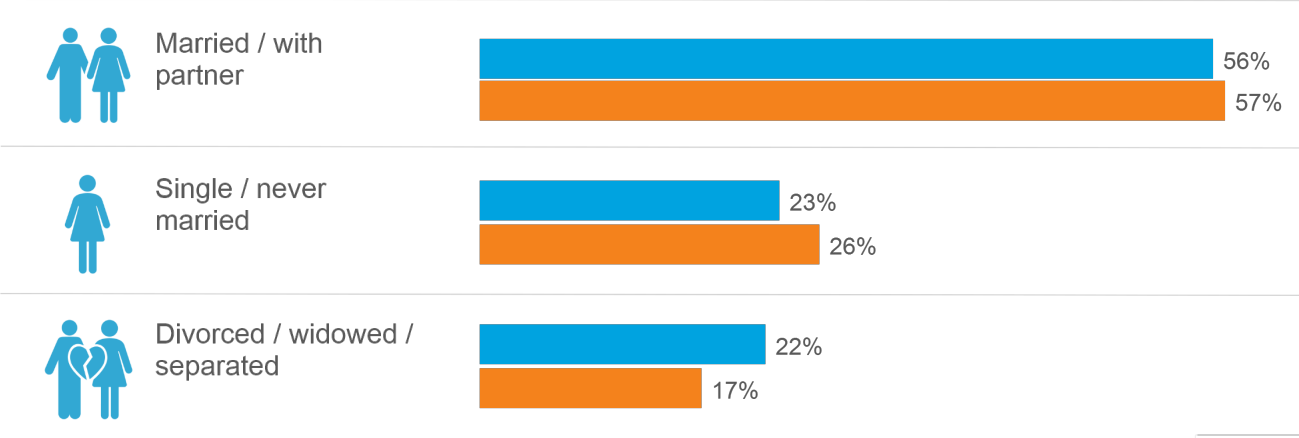
U.S. Norm



Average Age
45.8

Marital Status

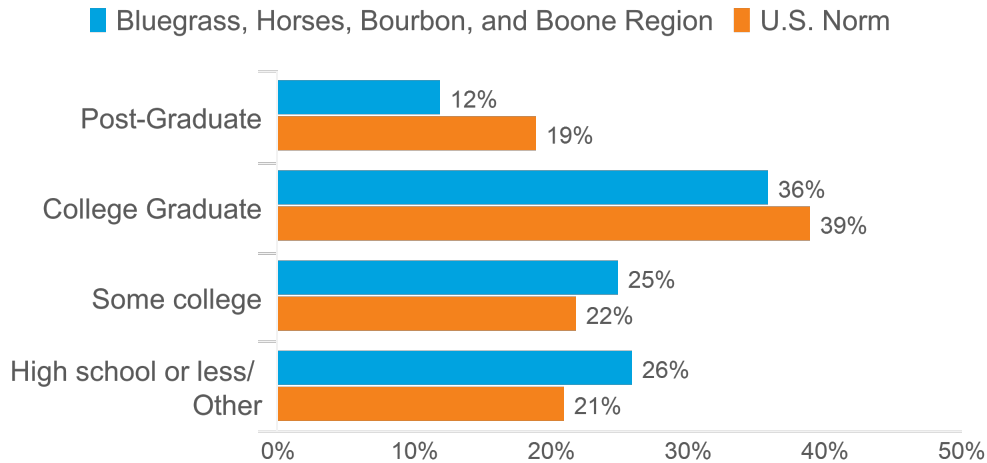
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



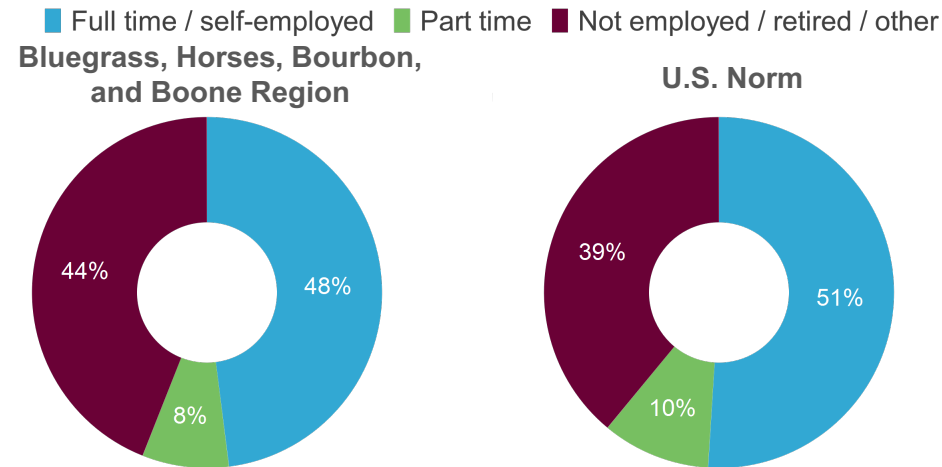
Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020 Day Person-Trips

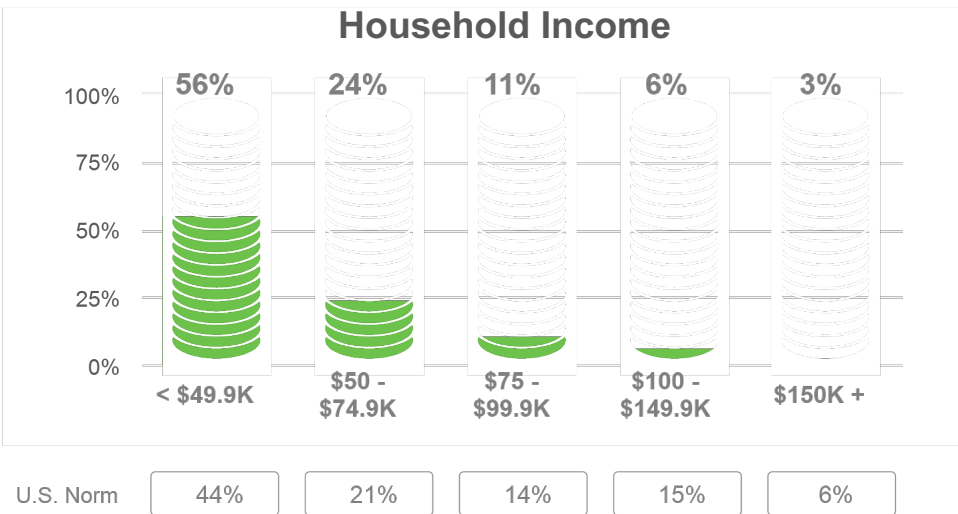
Education



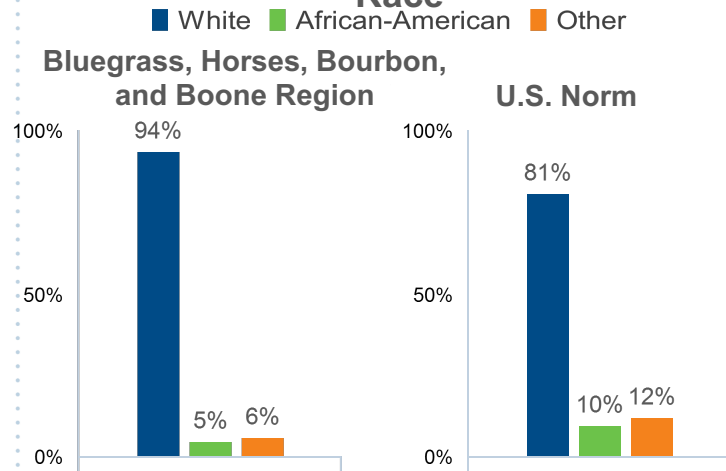
Employment



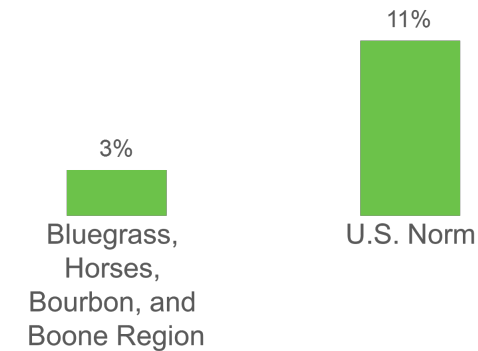
Household Income



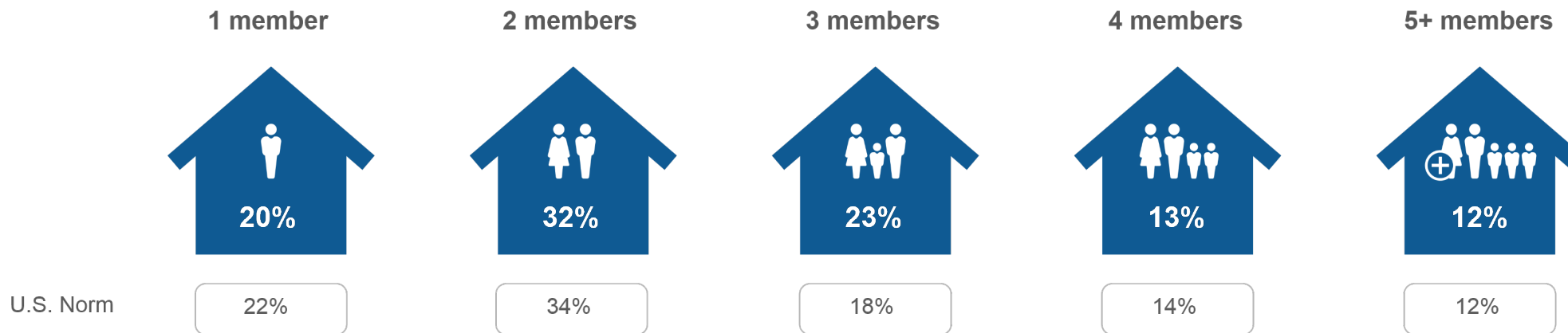
Race



Hispanic Background



Household Size



Children in Household

