



Travel USA Visitor Profile

Daniel Boone Country



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 Daniel Boone Country'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 Daniel Boone Country, the following sample was achieved in 2020:



Overnight Base Size

314

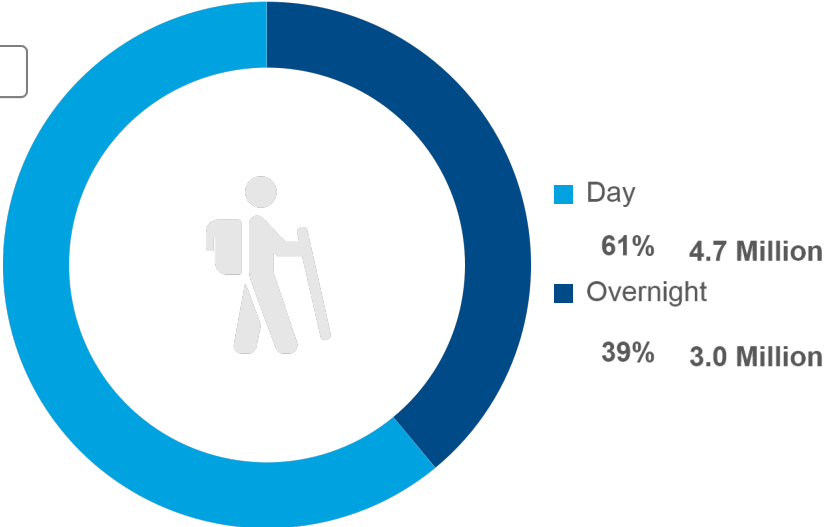
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Daniel Boone Country 2020 Domestic Travel Market

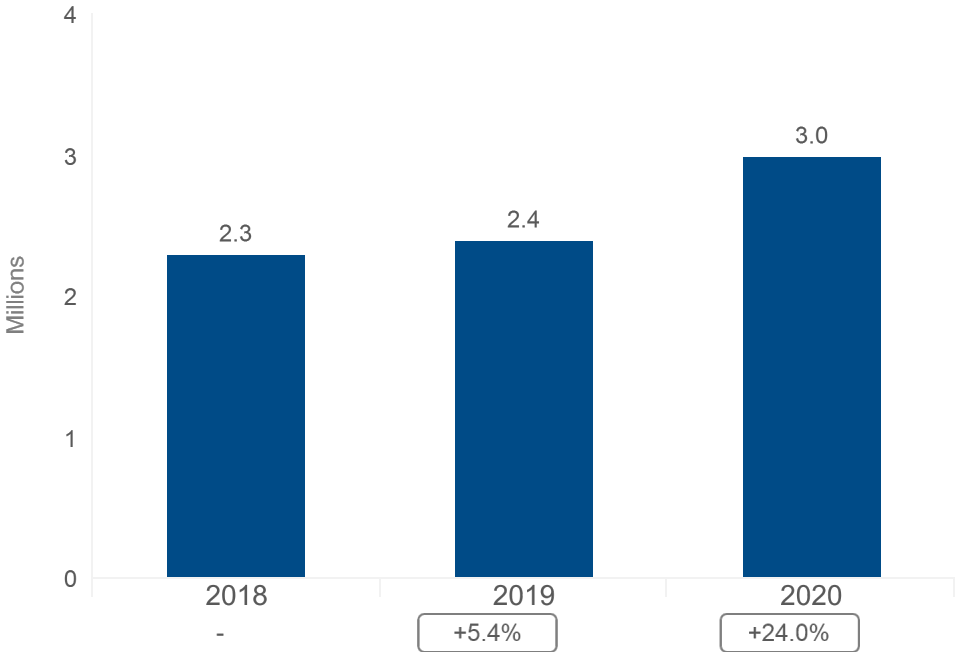
Total Person-Trips

7.7 Million

+9.9% vs. last year



Overnight Trips to Daniel Boone Country



Past Visitation to Daniel Boone Country

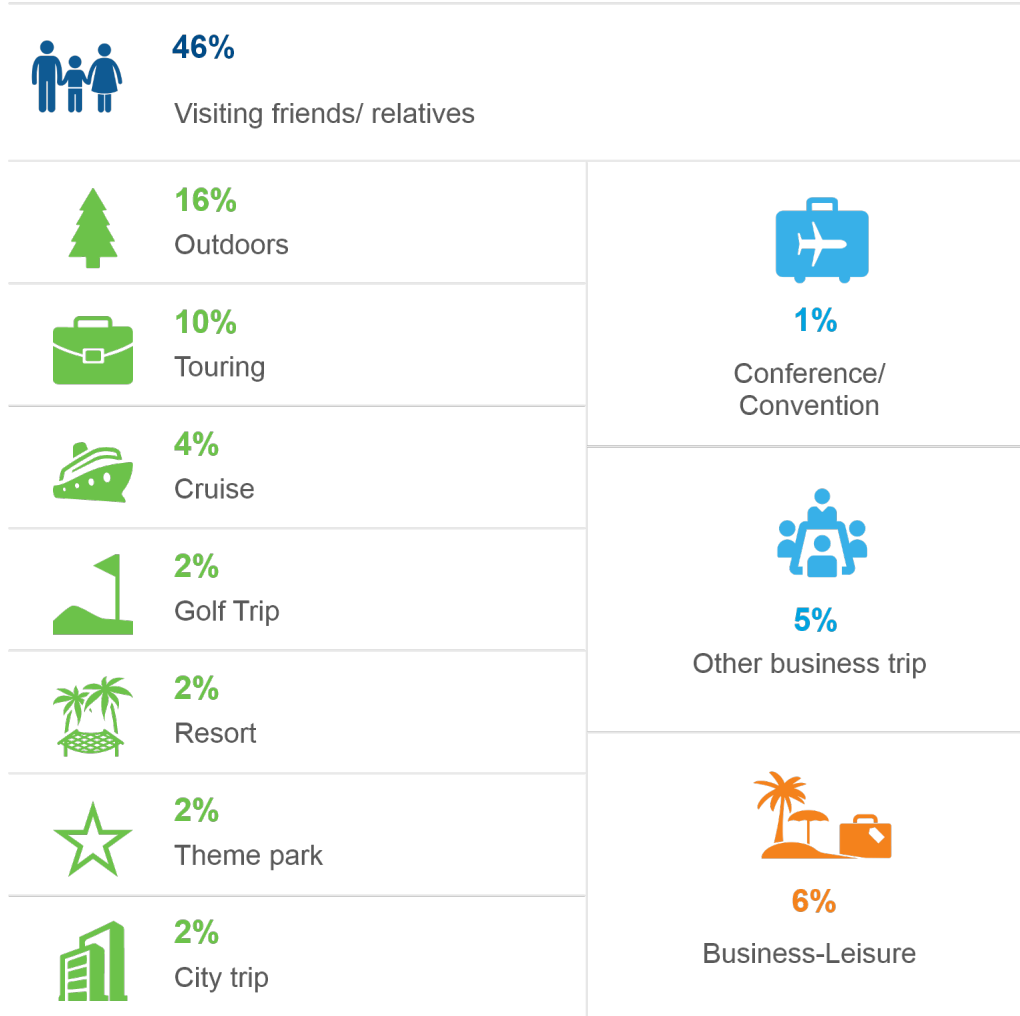
62% of overnight travelers to Daniel Boone Country are repeat visitors

43% of overnight travelers to Daniel Boone Country had visited before in the past 12 months

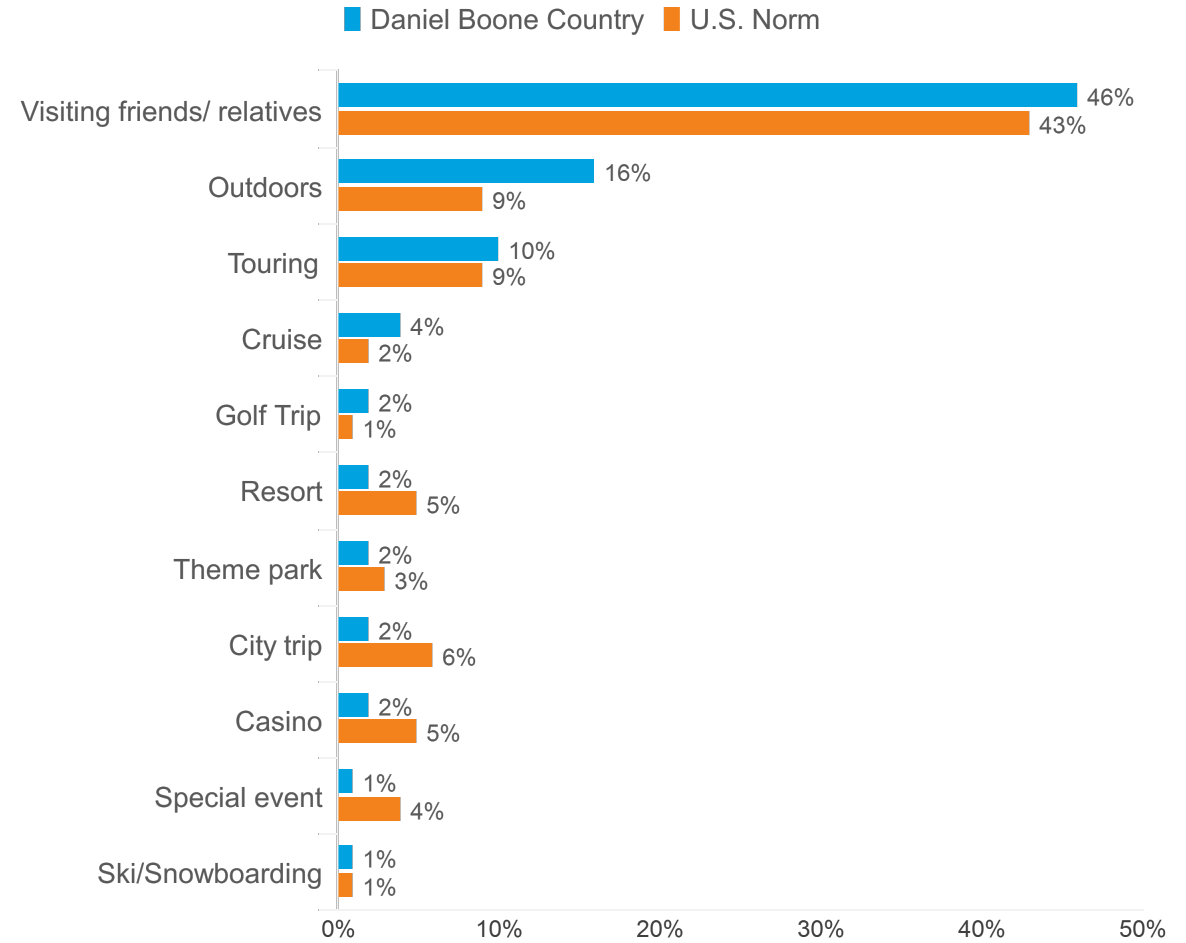
Daniel Boone Country's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

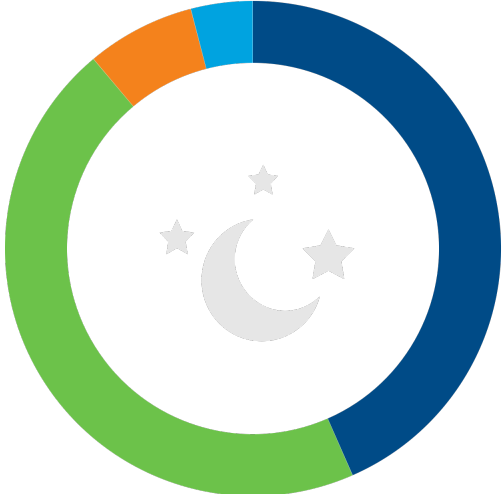
Main Purpose of Trip



Main Purpose of Leisure Trip



2020 U.S. Overnight Trips



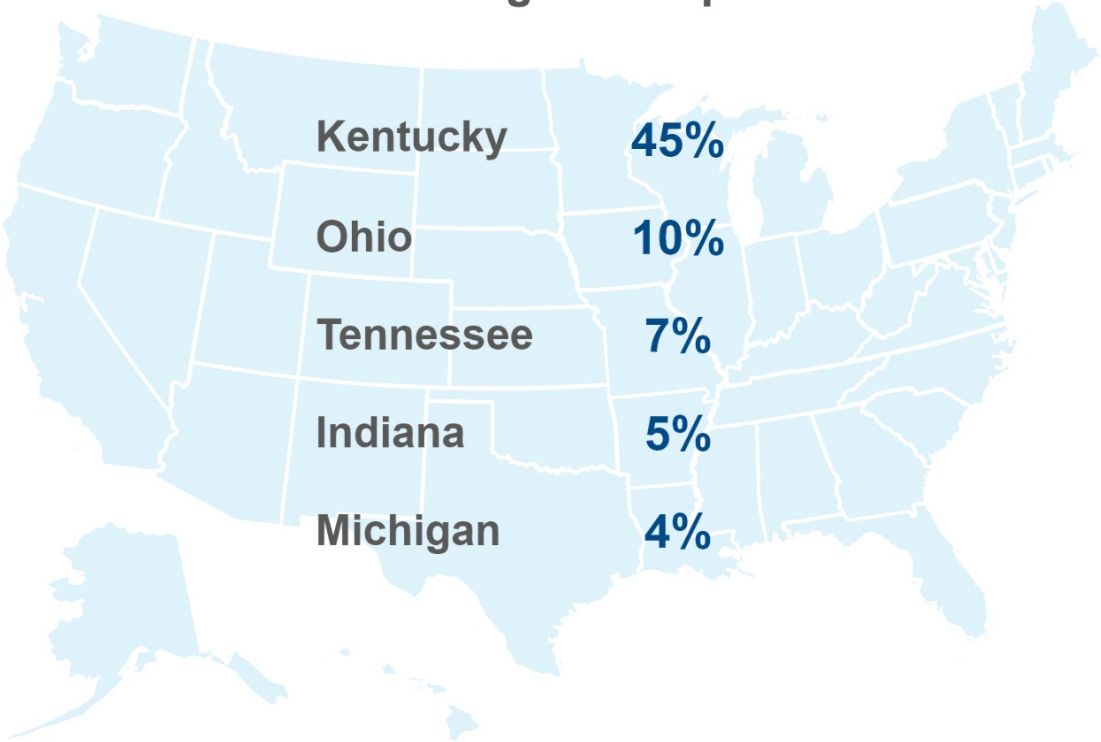
| | |
|------------------------------|-----|
| ■ Visiting friends/relatives | 43% |
| ■ Marketable | 45% |
| ■ Business | 7% |
| ■ Business-leisure | 4% |

2020 Daniel Boone Country Overnight Trips

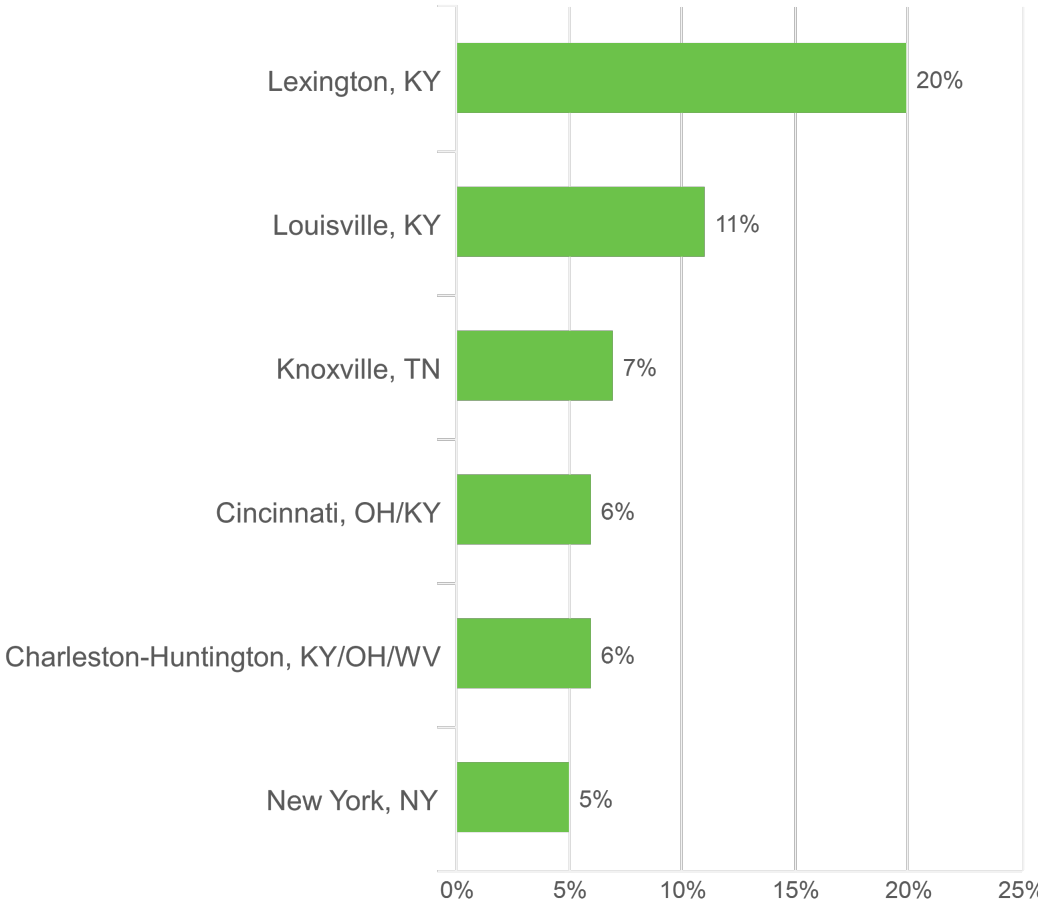


| | |
|------------------------------|-----|
| ■ Visiting friends/relatives | 46% |
| ■ Marketable | 42% |
| ■ Business | 6% |
| ■ Business-leisure | 6% |

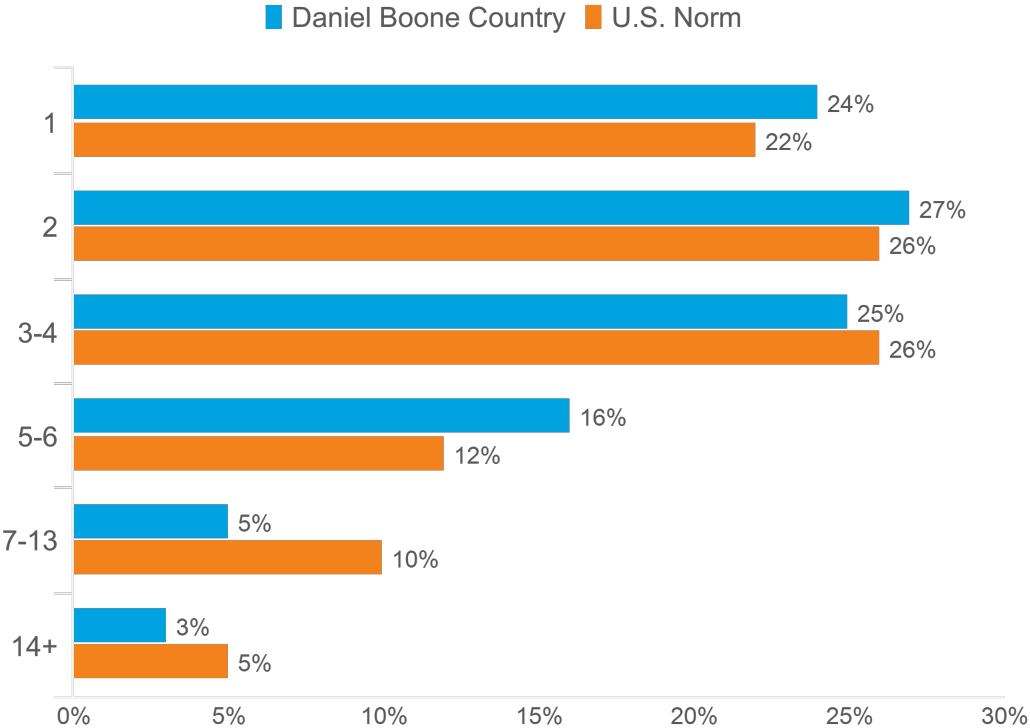
State Origin Of Trip



DMA Origin Of Trip



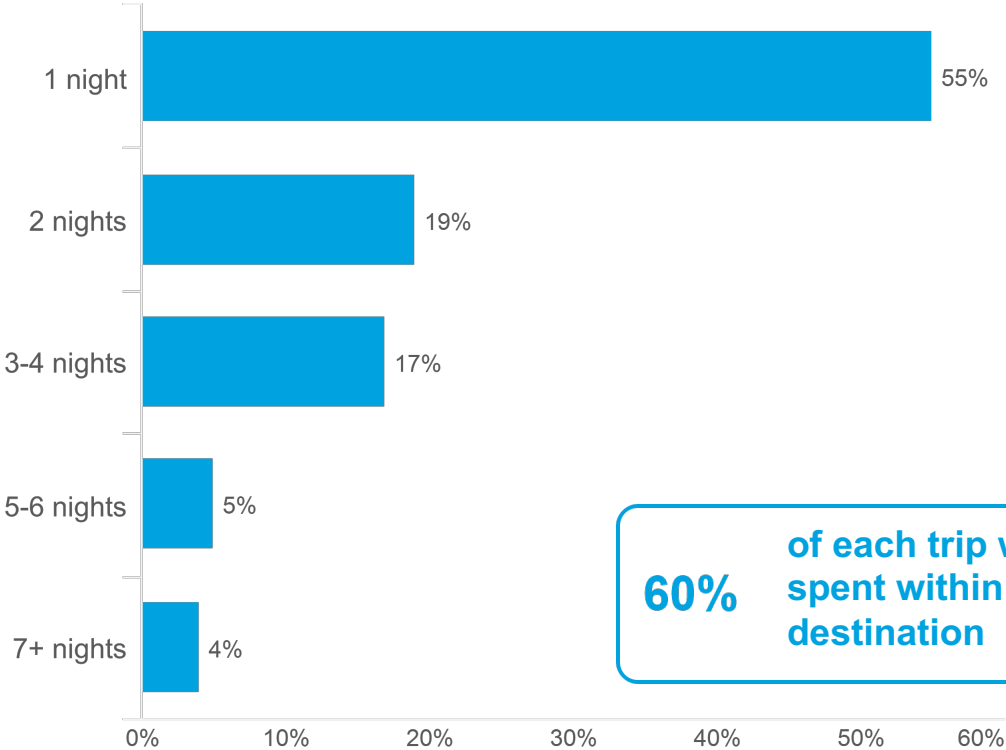
Total Nights Away on Trip



Daniel Boone Country
3.5
Average Nights

U.S. Norm
4.1
Average Nights

Nights Spent in Daniel Boone Country



60% of each trip was spent within the destination

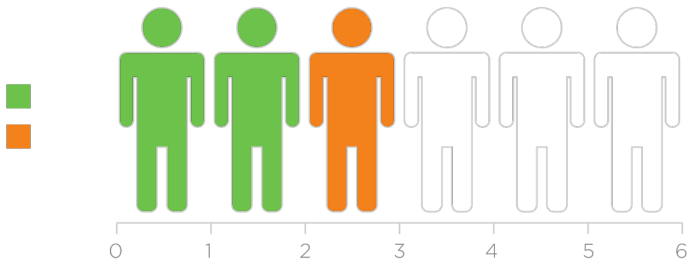
Average number of nights
2.1

Average last year
2.2

Size of Travel Party

■ Adults ■ Children

Daniel Boone Country

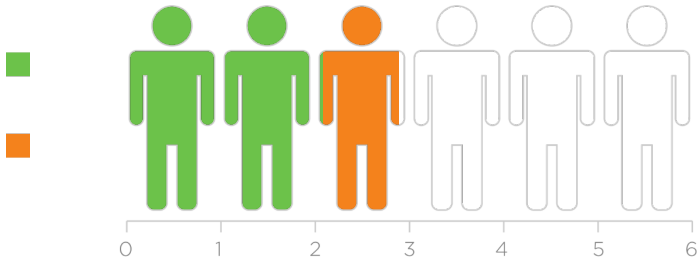


Total

3.1

Average number of people

U.S. Norm



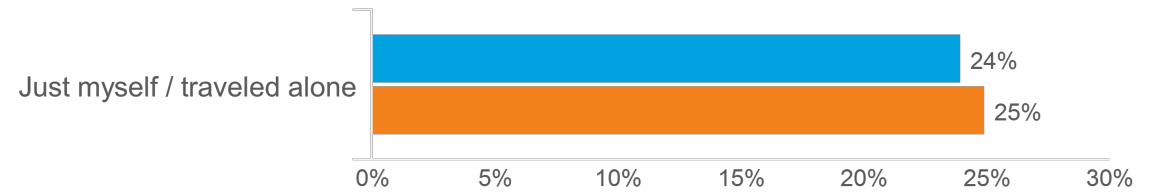
Total

3.0

Average number of people

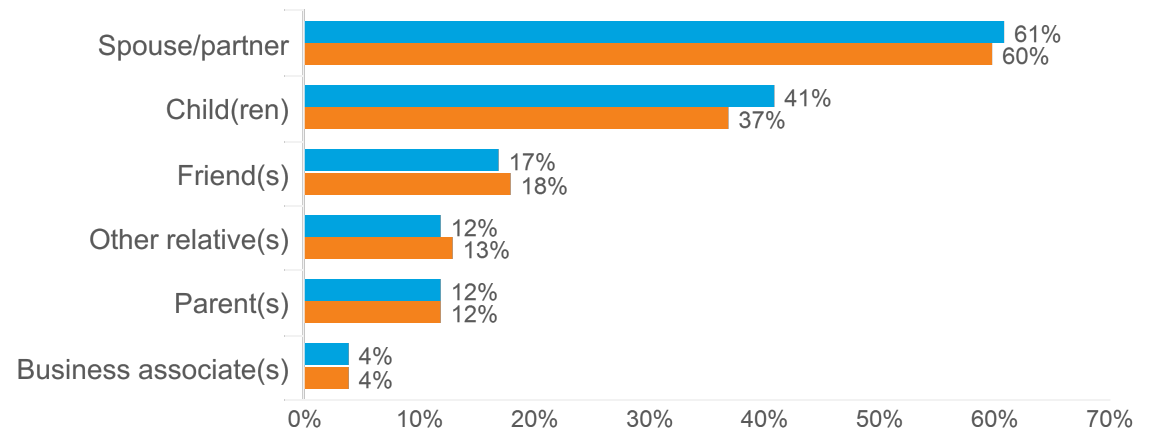
Percent Who Traveled Alone

■ Daniel Boone Country ■ U.S. Norm



Composition of Immediate Travel Party

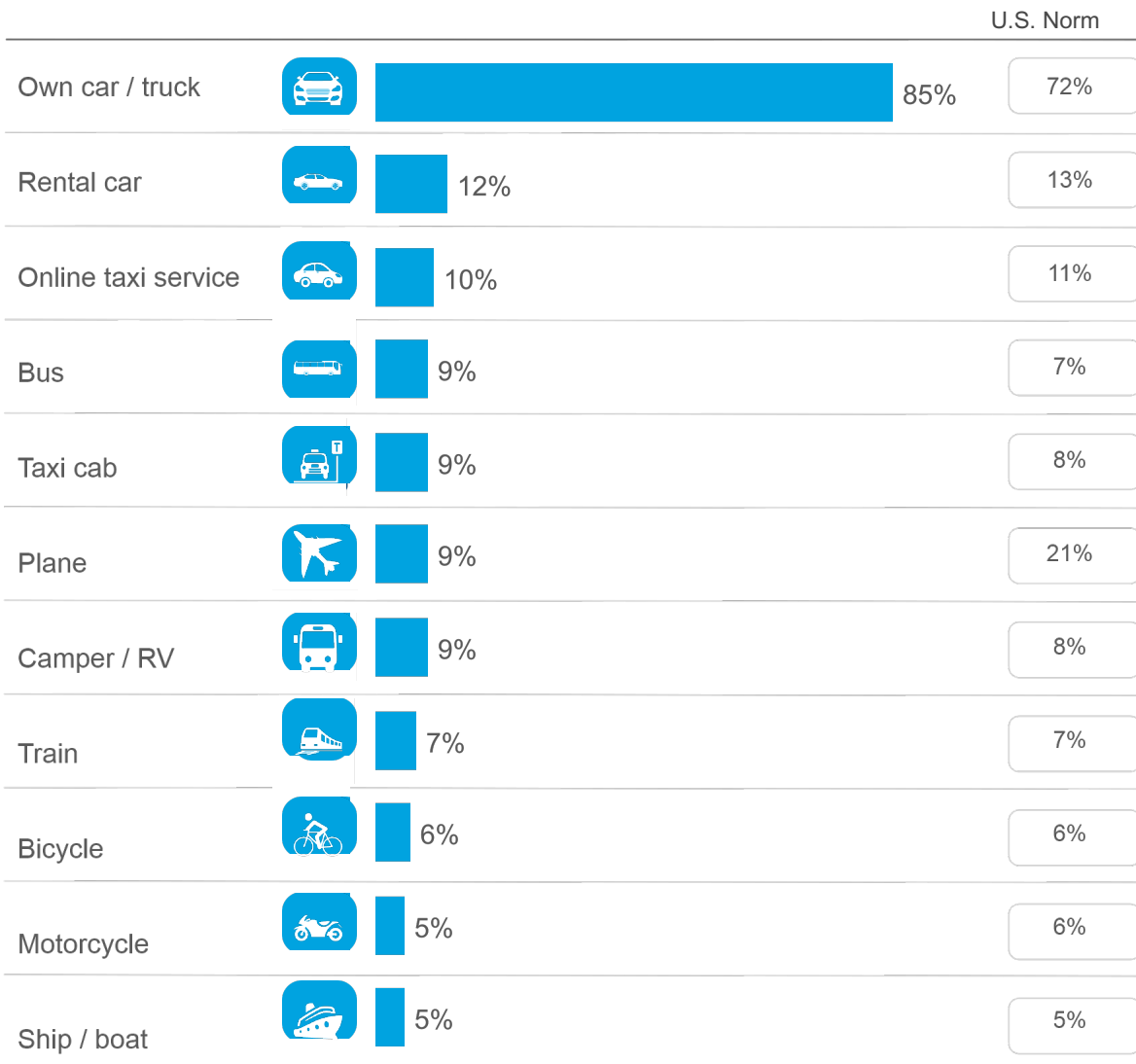
■ Daniel Boone Country ■ U.S. Norm



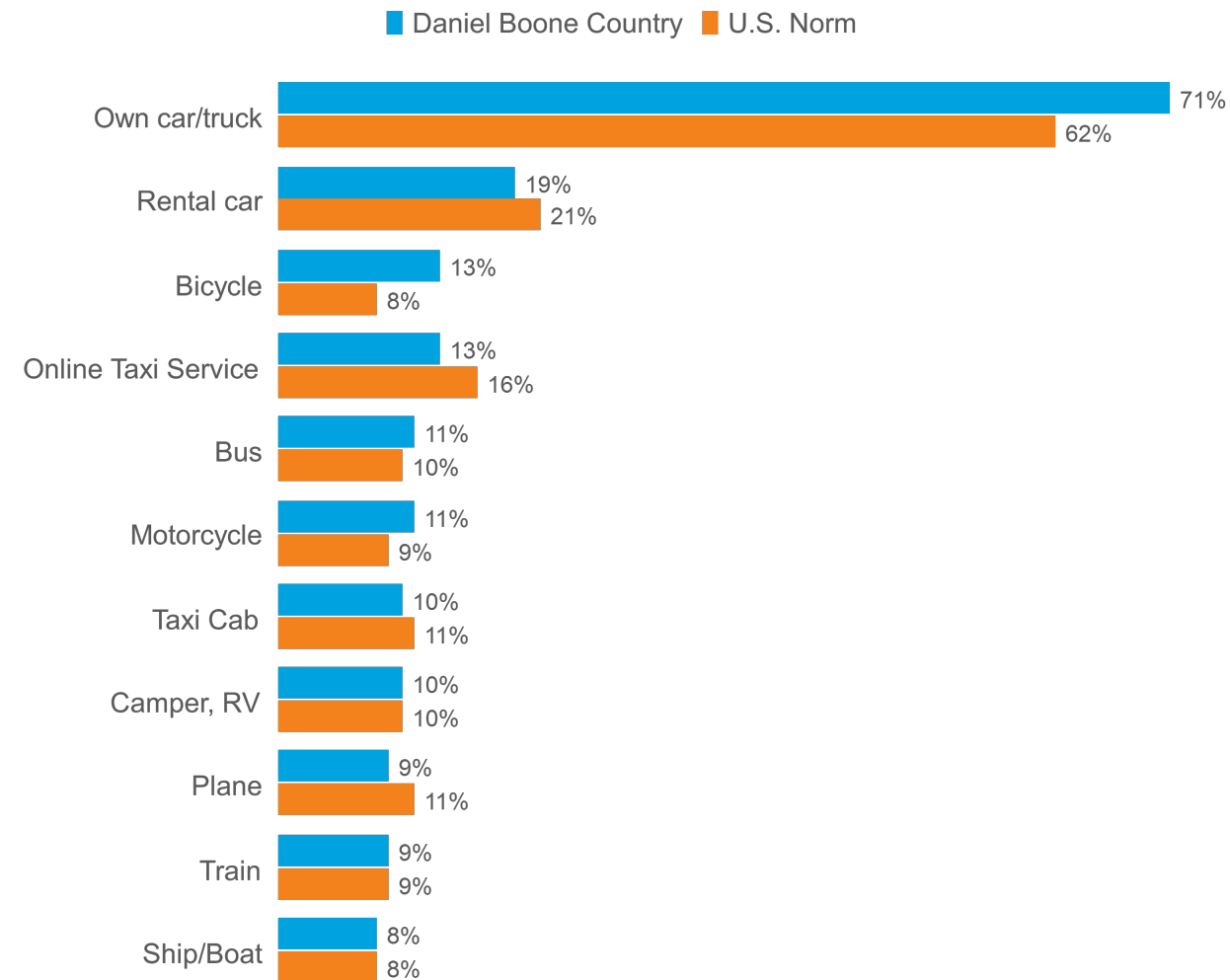
Daniel Boone Country's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Transportation Used to get to Destination

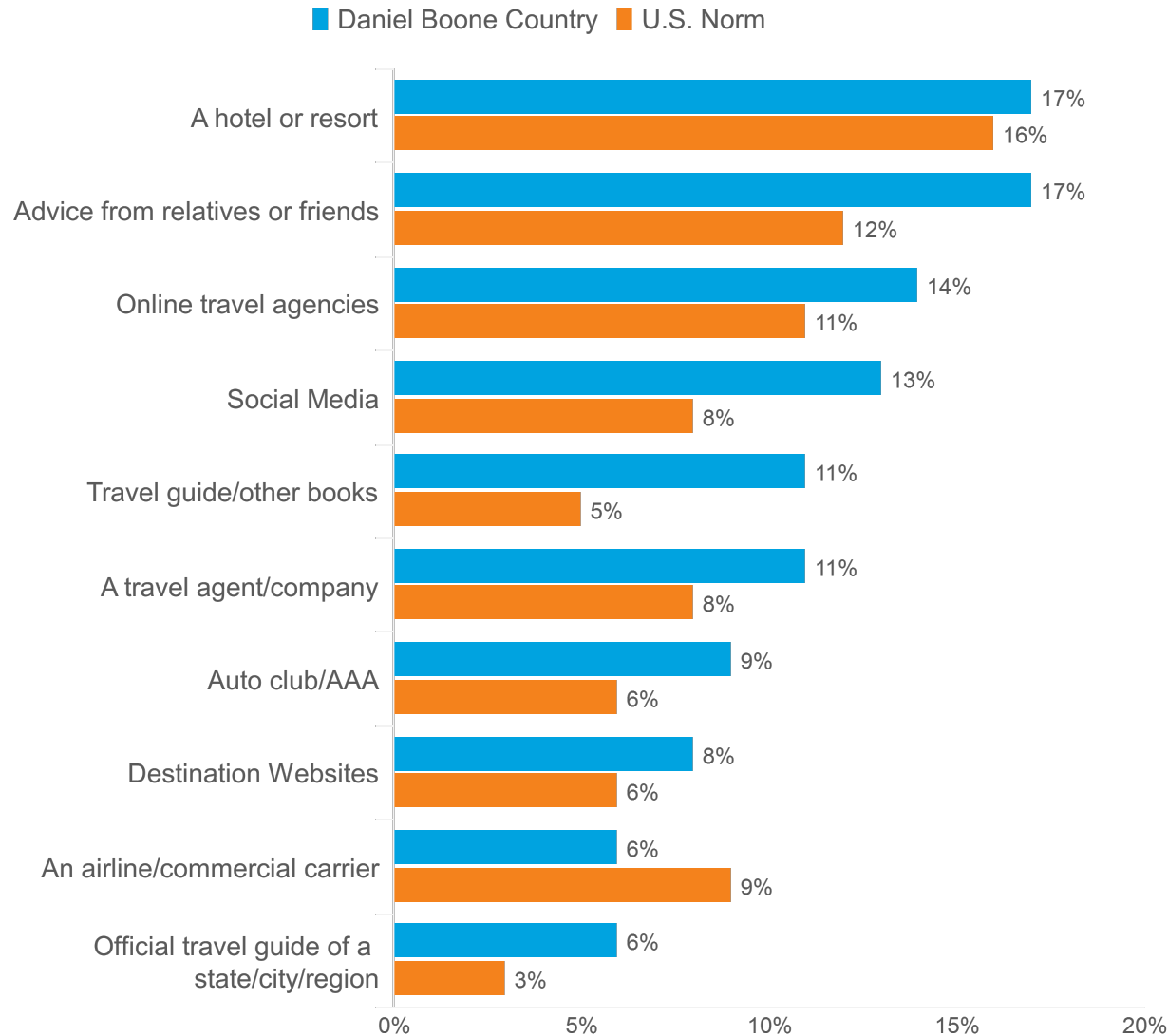


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



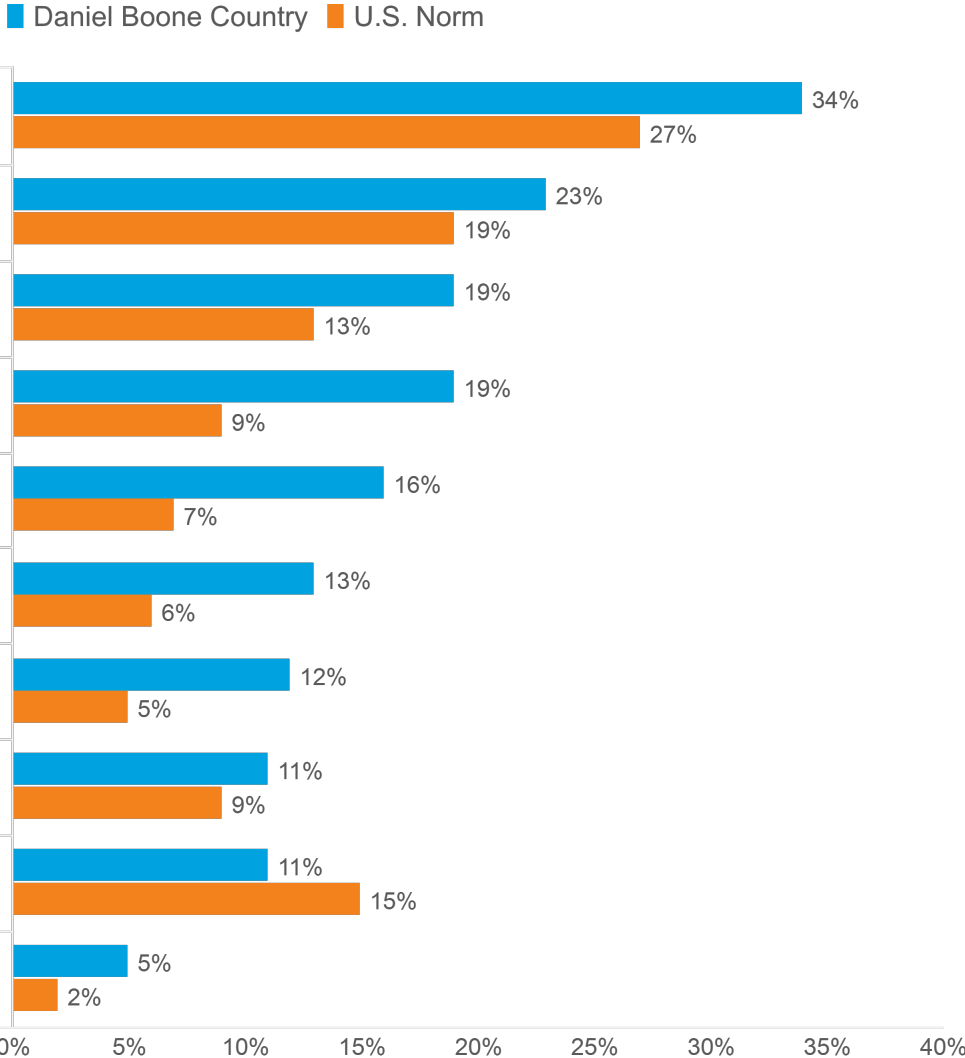
Length of Trip Planning

| | Daniel Boone Country | U.S. Norm |
|----------------------------------|----------------------|-----------|
| 1 month or less | 27% | 33% |
| 2 months | 13% | 15% |
| 3-5 months | 17% | 15% |
| 6-12 months | 9% | 11% |
| More than 1 year in advance | 7% | 4% |
| Did not plan anything in advance | 27% | 21% |








Daniel Boone Country's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Method of Booking



Accommodations

| | Daniel Boone Country | U.S. Norm |
|---|----------------------|-----------|
|  Hotel | 35% | 36% |
|  Home of friends / relatives | 21% | 22% |
|  Motel | 18% | 12% |
|  Campground / RV park | 12% | 6% |
|  Resort hotel | 10% | 10% |
|  Bed & breakfast | 10% | 7% |
|  Time share | 8% | 4% |

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)







| | Daniel Boone Country | U.S. Norm |
|-------------------------|----------------------|-----------|
| Sightseeing | 22% | 16% |
| Shopping | 22% | 22% |
| Hiking/backpacking | 19% | 9% |
| Attending celebration | 16% | 13% |
| Swimming | 15% | 12% |
| National/state park | 15% | 8% |
| Fishing | 15% | 7% |
| Local parks/playgrounds | 15% | 9% |
| Landmark/historic site | 14% | 11% |
| Camping | 14% | 6% |

Shopping Types on Trip

| | Daniel Boone Country | U.S. Norm |
|--|----------------------|-----------|
|  Outlet/mall shopping | 49% | 49% |
|  Souvenir shopping | 48% | 37% |
|  Convenience/grocery shopping | 40% | 43% |
|  Big box stores (Walmart, Costco) | 32% | 36% |
|  Boutique shopping | 27% | 26% |
|  Antiquing | 20% | 12% |

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

Dining Types on Trip

| | Daniel Boone Country | U.S. Norm |
|--|----------------------|-----------|
|  Unique/local food | 45% | 40% |
|  Picnicking | 24% | 13% |
|  Food delivery service (UberEATS, DoorDash, etc.) | 23% | 20% |
|  Street food/food trucks | 21% | 19% |
|  Fine/upscale dining | 15% | 20% |
|  Gastropubs | 9% | 8% |



62%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people

64%



Quality of accommodations

61%



Safety/security

55%



Sightseeing/attractions

54%



Quality of food

53%



Value for money

51%



Cleanliness

49%



Music/nightlife/entertainment

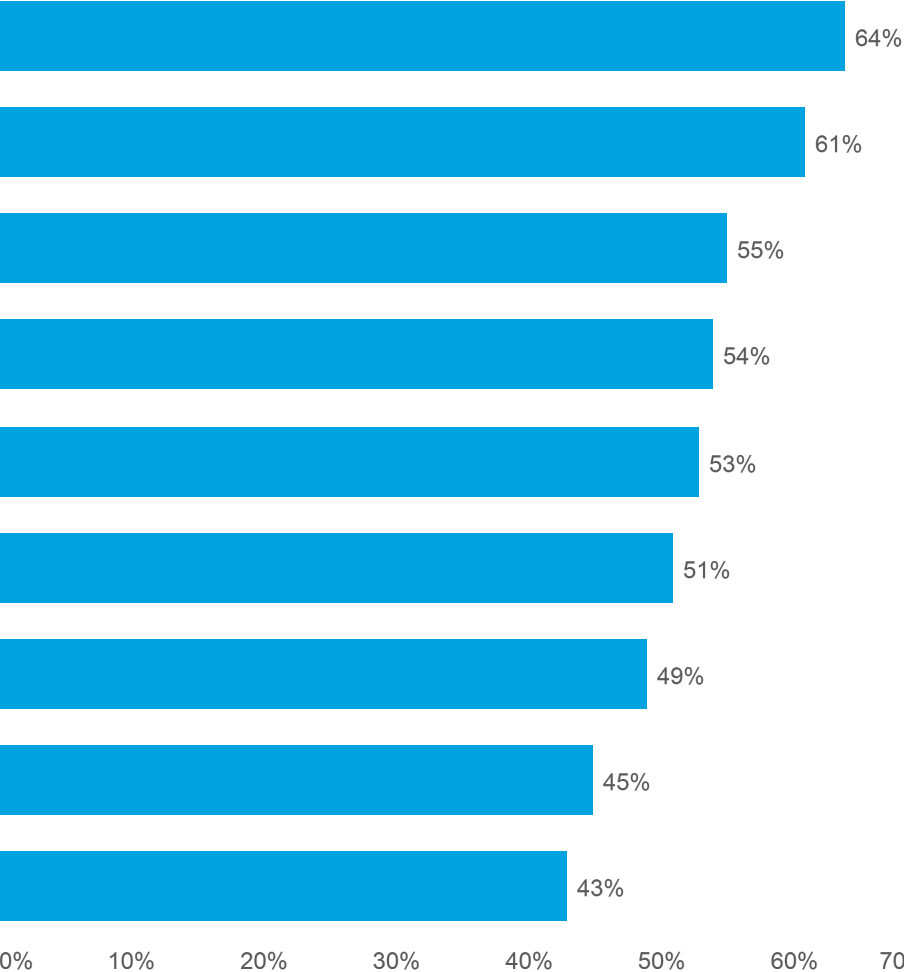
45%



Public transportation

43%

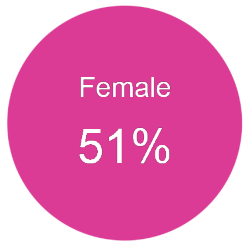
% Very Satisfied with Trip



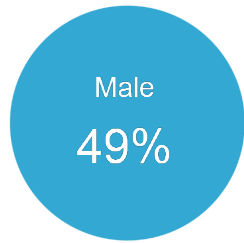
Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2020 Overnight Person-Trips

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

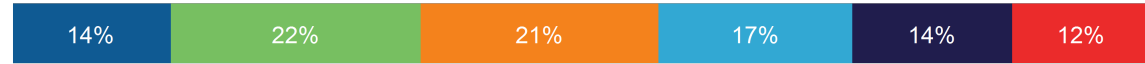
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Daniel Boone Country



Average Age
40.0

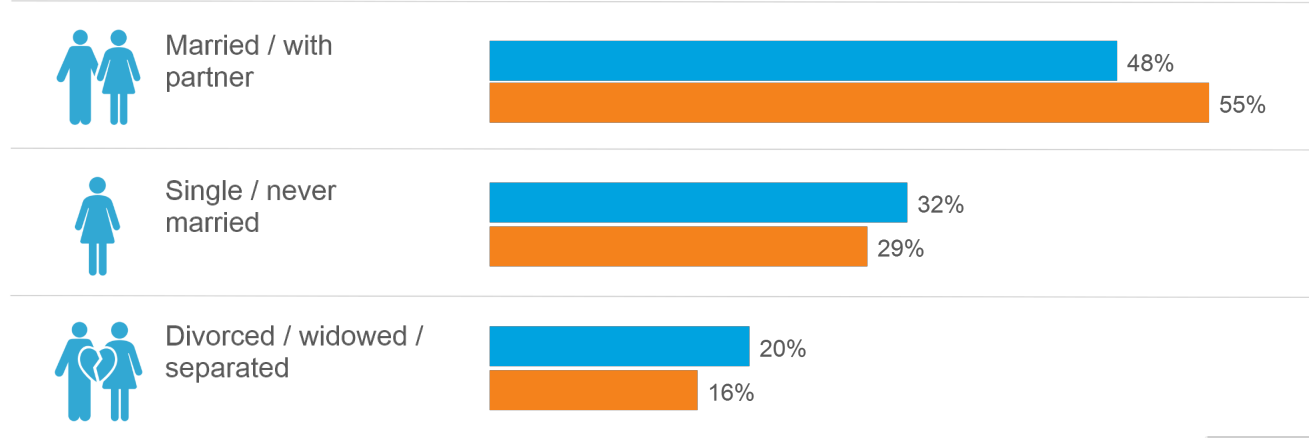
U.S. Norm



Average Age
43.1

Marital Status

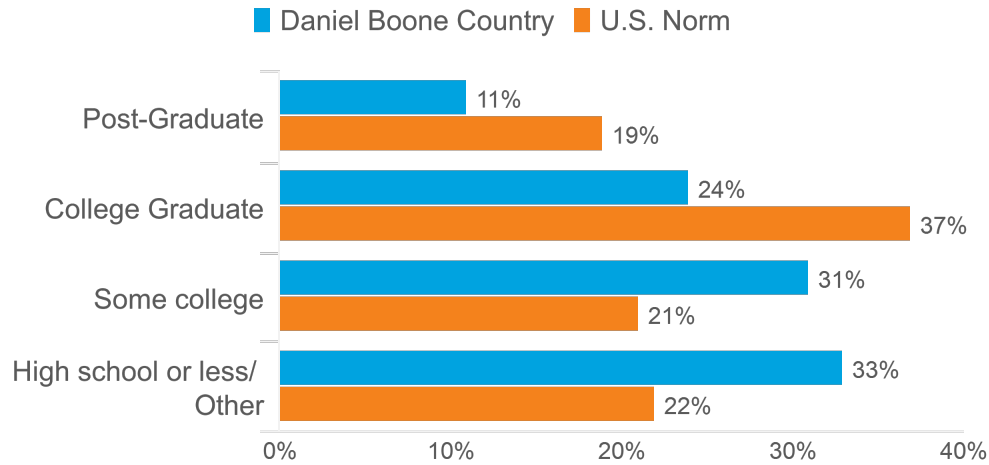
■ Daniel Boone Country ■ U.S. Norm



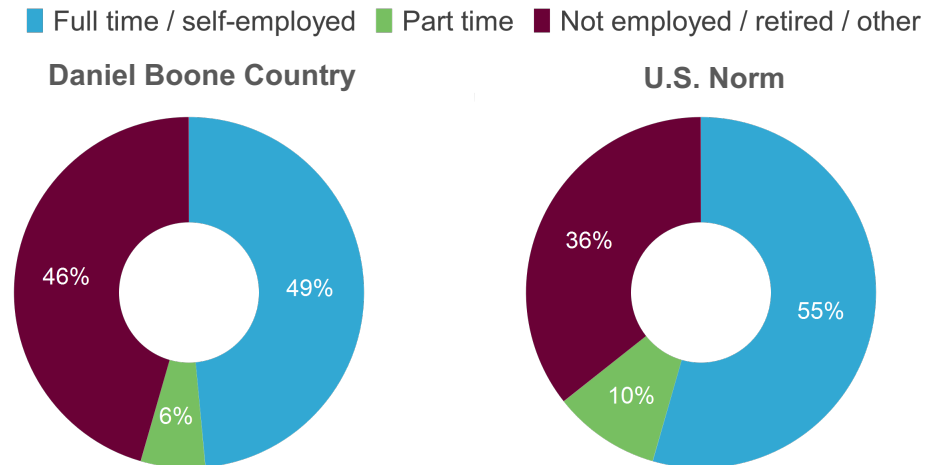
Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2020 Overnight Person-Trips

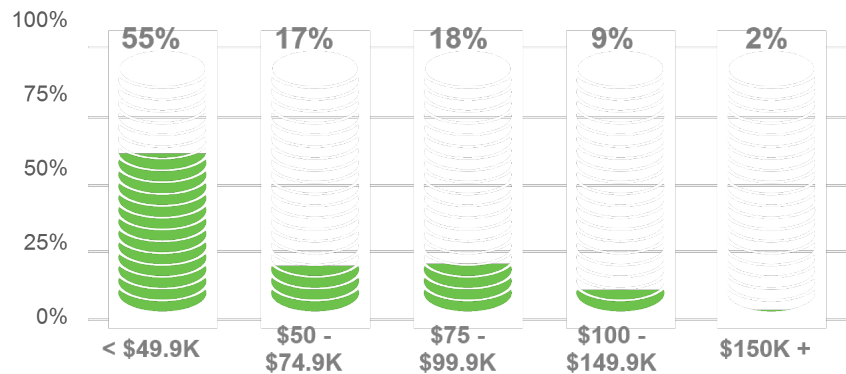
Education



Employment

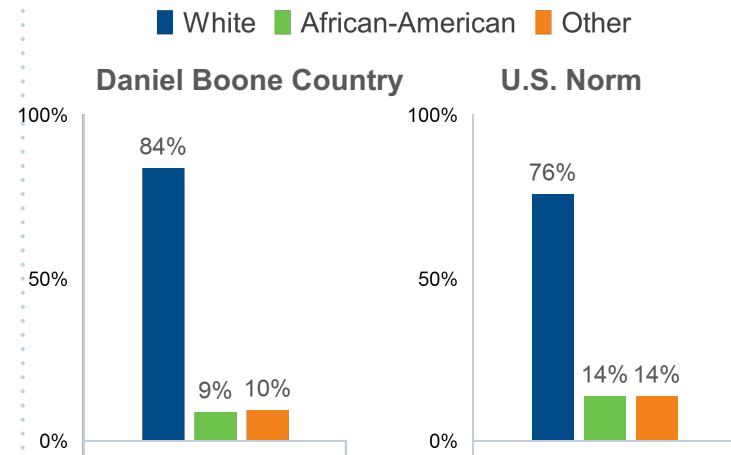


Household Income

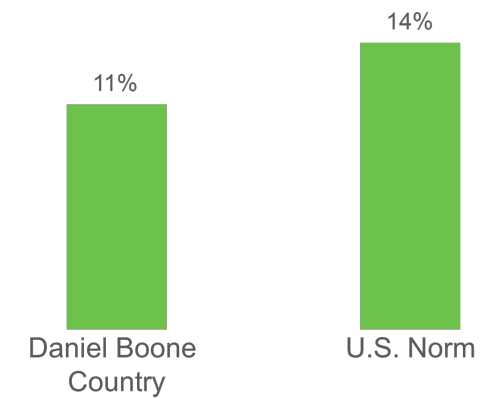


U.S. Norm: 43% | 20% | 14% | 16% | 7%

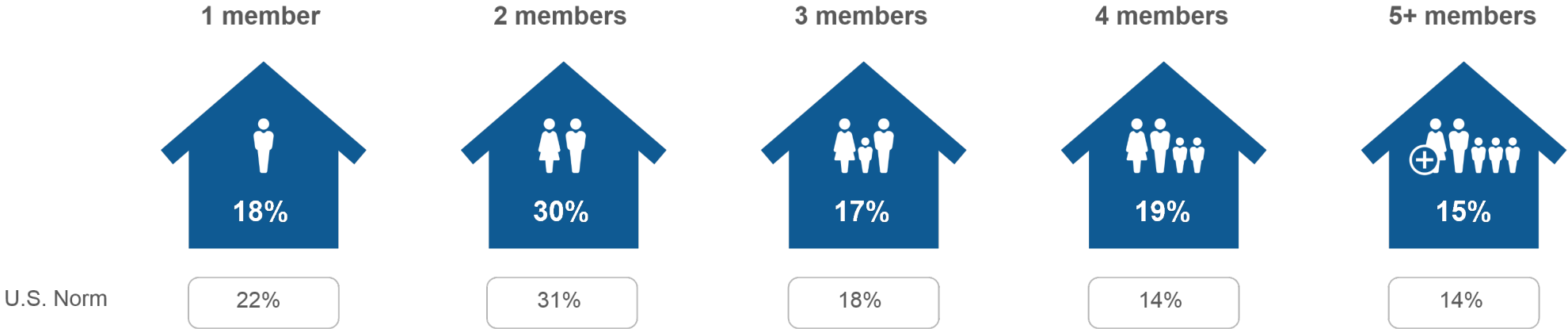
Race



Hispanic Background



Household Size



Children in Household

