



Travel USA Visitor Profile

KENTUCKY Overnight Visitation

2022

Overnight Visitation Table of Contents

- 3 – Methodology
- 4 – Kentucky (State Level)
- 20 – Regions Map
- 22 – Northern Kentucky River
- 39 – Kentucky’s Appalachians
- 56 – Daniel Boone Country
- 73 – Kentucky’s Southern Shorelines
- 90 – Caves, Lakes & Corvettes
- 107 – Western Waterlands
- 124 – Bluegrass, Blues & BBQ
- 141 – Bourbon, Horses & History
- 158 – Bluegrass, Horses, Bourbon & Boone

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 Kentucky's domestic tourism business in 2022.

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 Kentucky, the following sample was achieved in 2022:



Overnight Base Size

3,116

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



Travel USA Visitor Profile












Overnight Visitation - Kentucky

2022

Kentucky's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

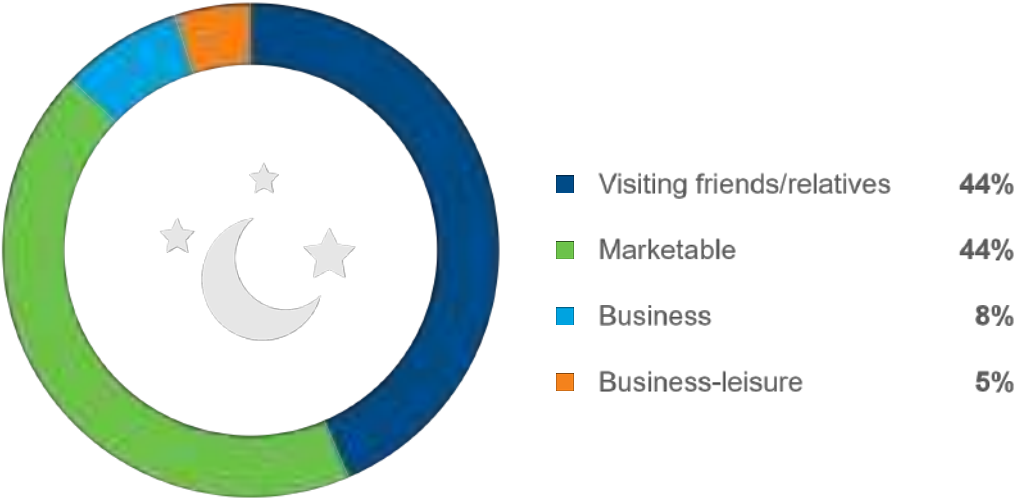
Main Purpose of Trip

 44% Visiting friends/ relatives	
 11% Touring	 3% Conference/ Convention
 9% Outdoors	
 7% Special event	 5% Other business trip
 5% City trip	
 3% Theme park	
 3% Casino	 5% Business-Leisure
 2% Resort	

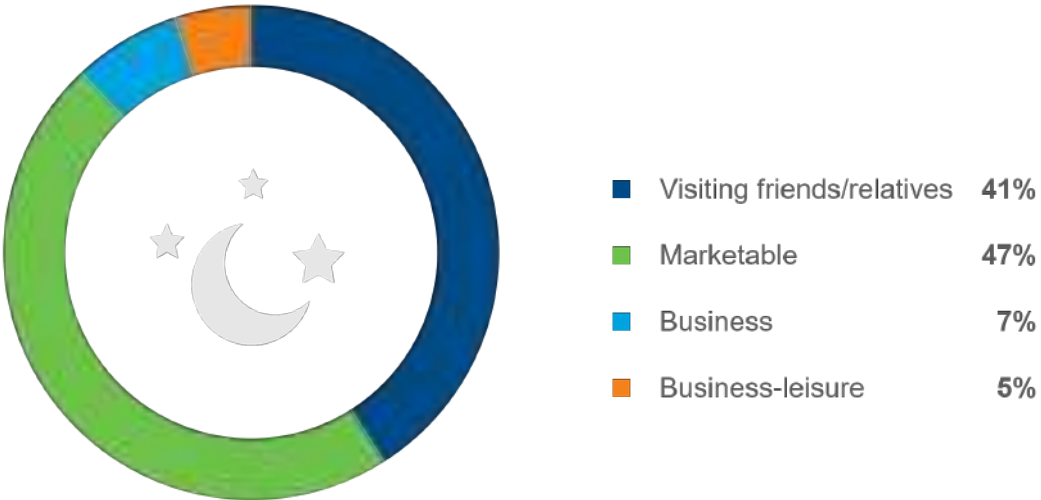
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	44%	41%
Touring	11%	13%
Outdoors	9%	10%
Special event	7%	6%
City trip	5%	6%
Theme park	3%	3%
Casino	3%	3%
Resort	2%	3%

2022 Kentucky Overnight Trips



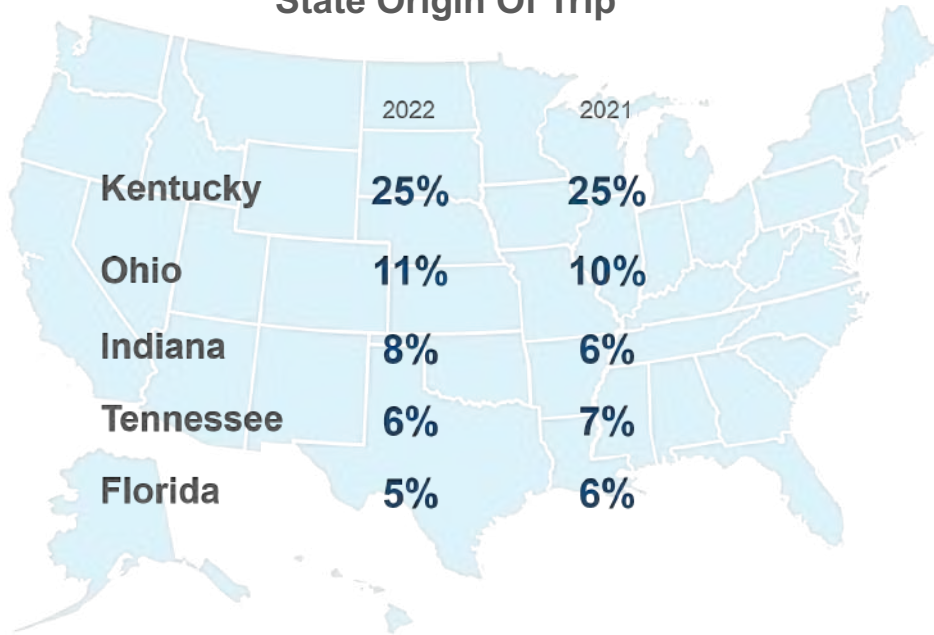
Last year's Kentucky Overnight Trips



Kentucky's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

State Origin Of Trip



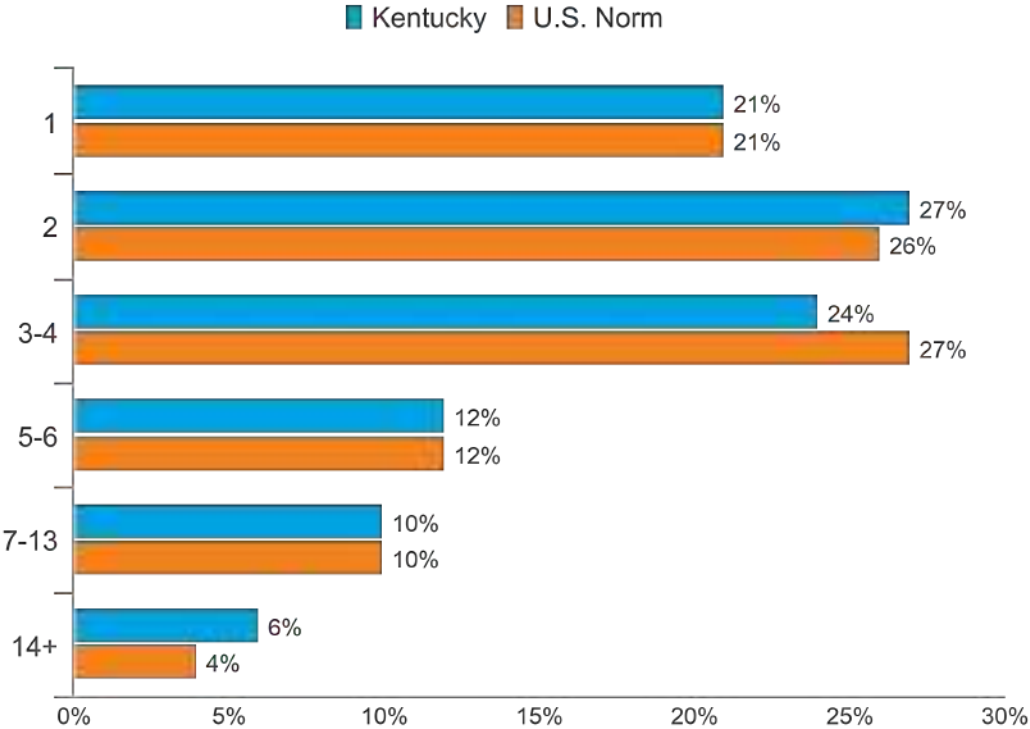
DMA Origin Of Trip

	2022	2021
Lexington, KY	10%	8%
Louisville, KY	6%	8%
Cincinnati, OH/KY	6%	5%
Indianapolis-Lafayette, IN	4%	3%
Nashville, KY/TN	4%	4%
Charleston-Huntington, KY/OH/WV	3%	3%
Paducah-Cape Girardeau-Harrbg, IL/KY/MO	3%	3%
Evansville, IL/IN/KY	3%	3%
New York, NY	3%	3%
Chicago, IL	3%	3%

Season of Trip Total Overnight Person-Trips



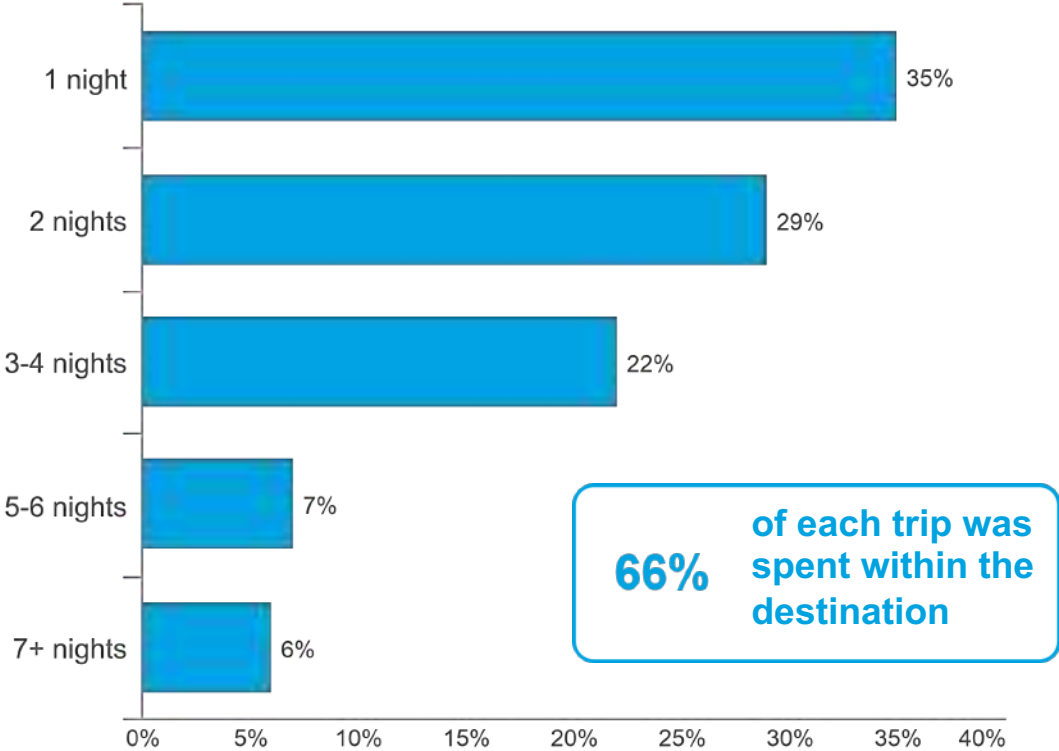
Total Nights Away on Trip



Kentucky
4.3
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Kentucky



Average number
of nights
2.8

Average last
year
2.7

66% of each trip was spent within the destination

Size of Travel Party

Children Adults

Kentucky



Total **3.1**

Average number of people

U.S. Norm

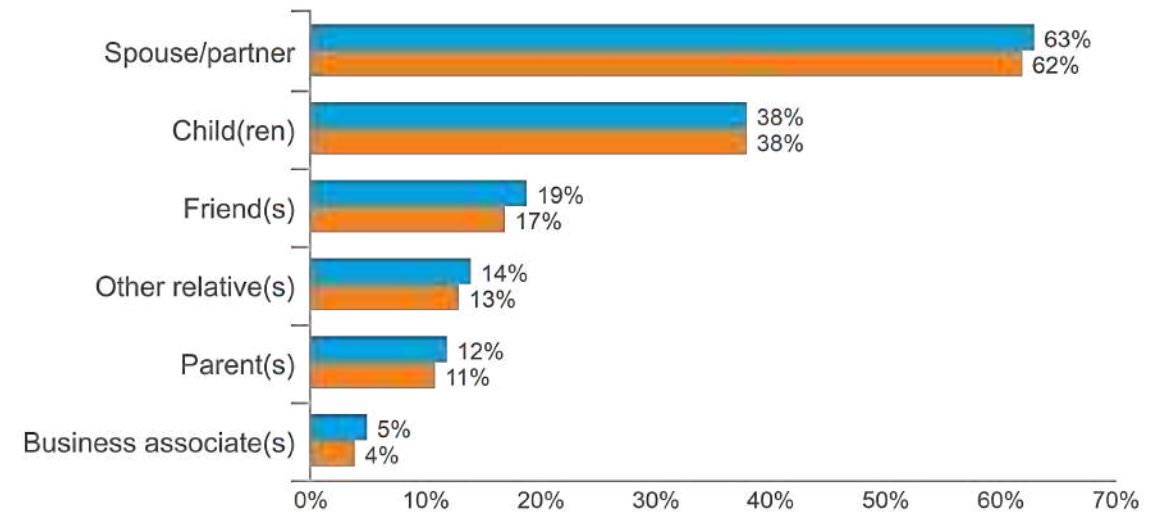


Total **2.9**

Average number of people

Composition of Immediate Travel Party

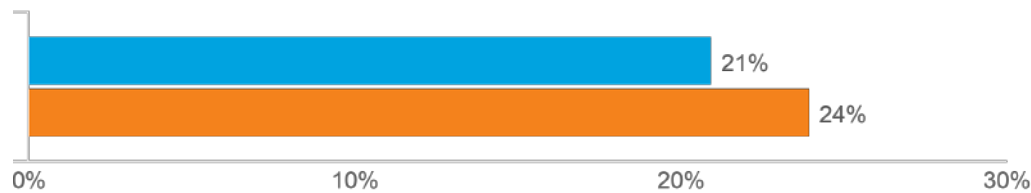
Kentucky U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

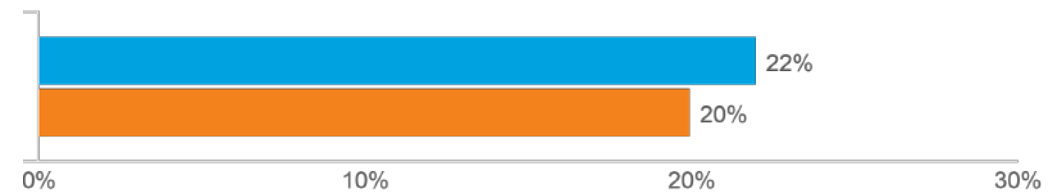
Percent Who Traveled Alone

Kentucky U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Kentucky U.S. Norm

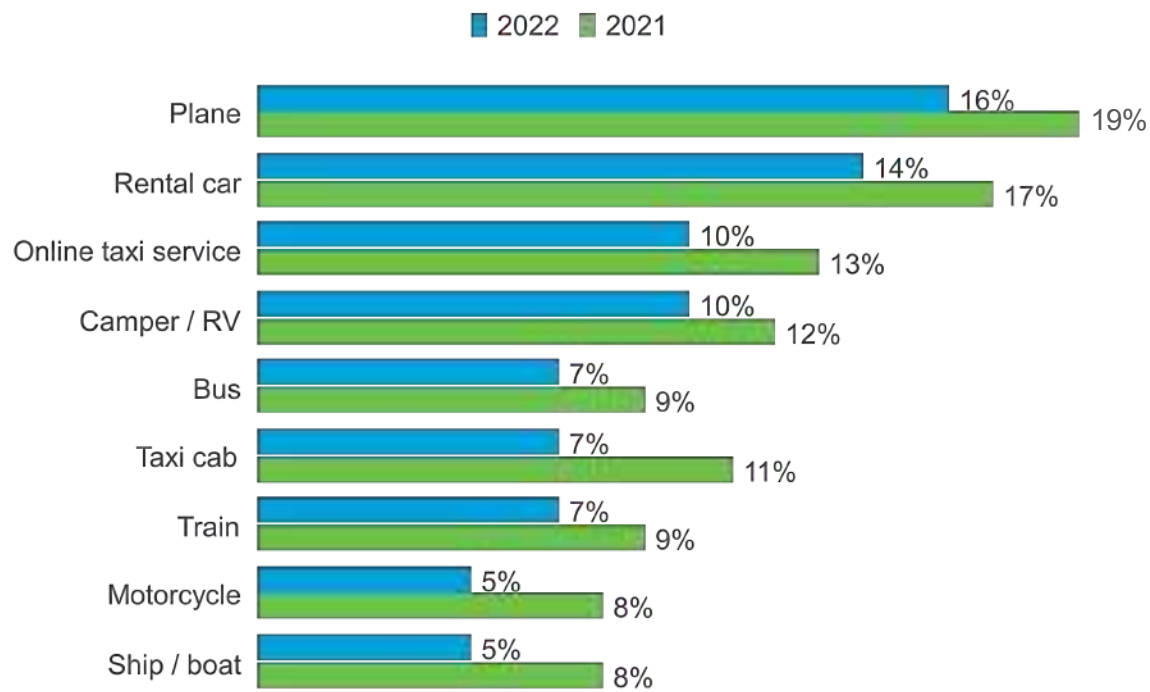


Transportation Used to get to Destination



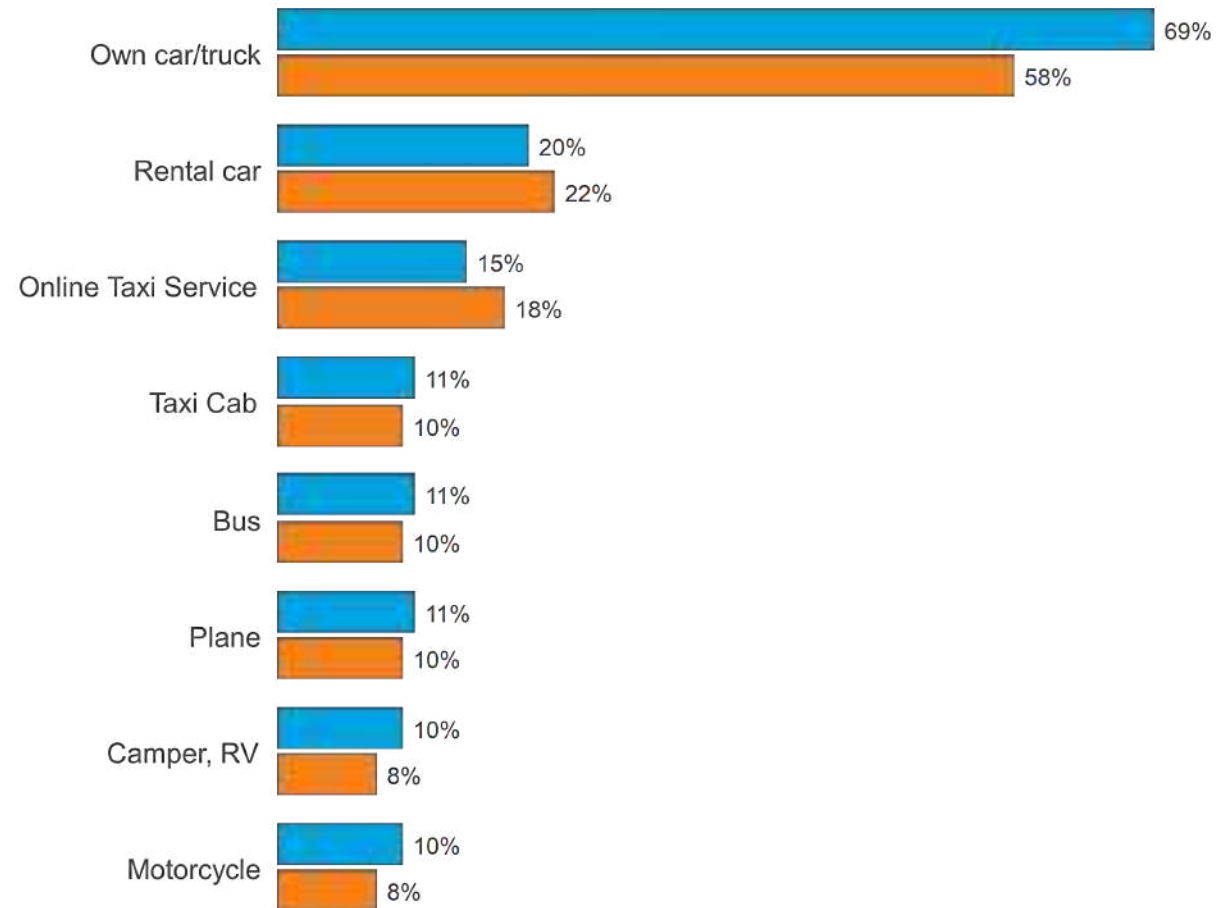
79% of overnight travelers use own car/truck to get to their destination

Previous year: 79%

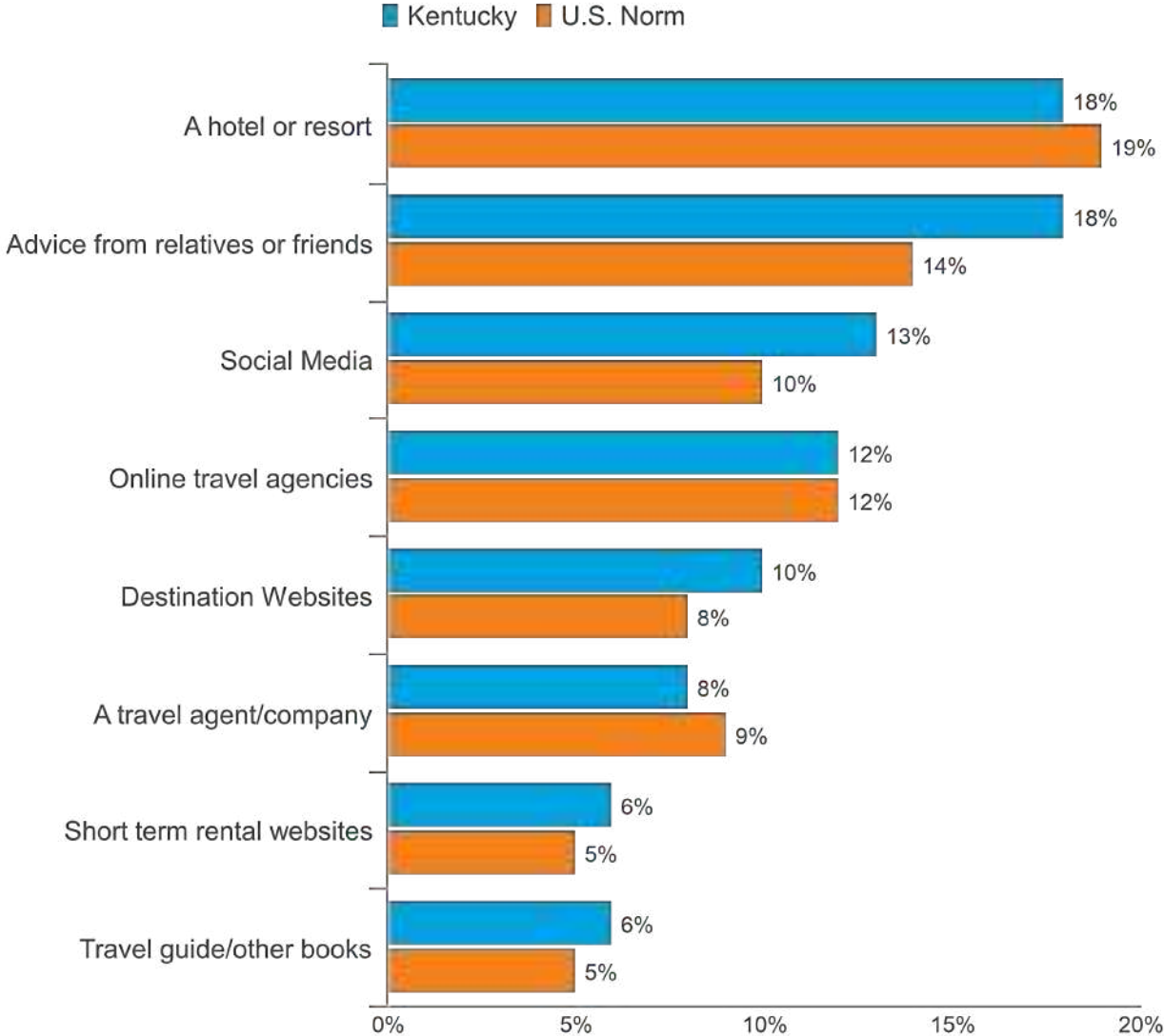


Transportation Used within Destination

■ Kentucky ■ U.S. Norm



Trip Planning Information Sources



Length of Trip Planning

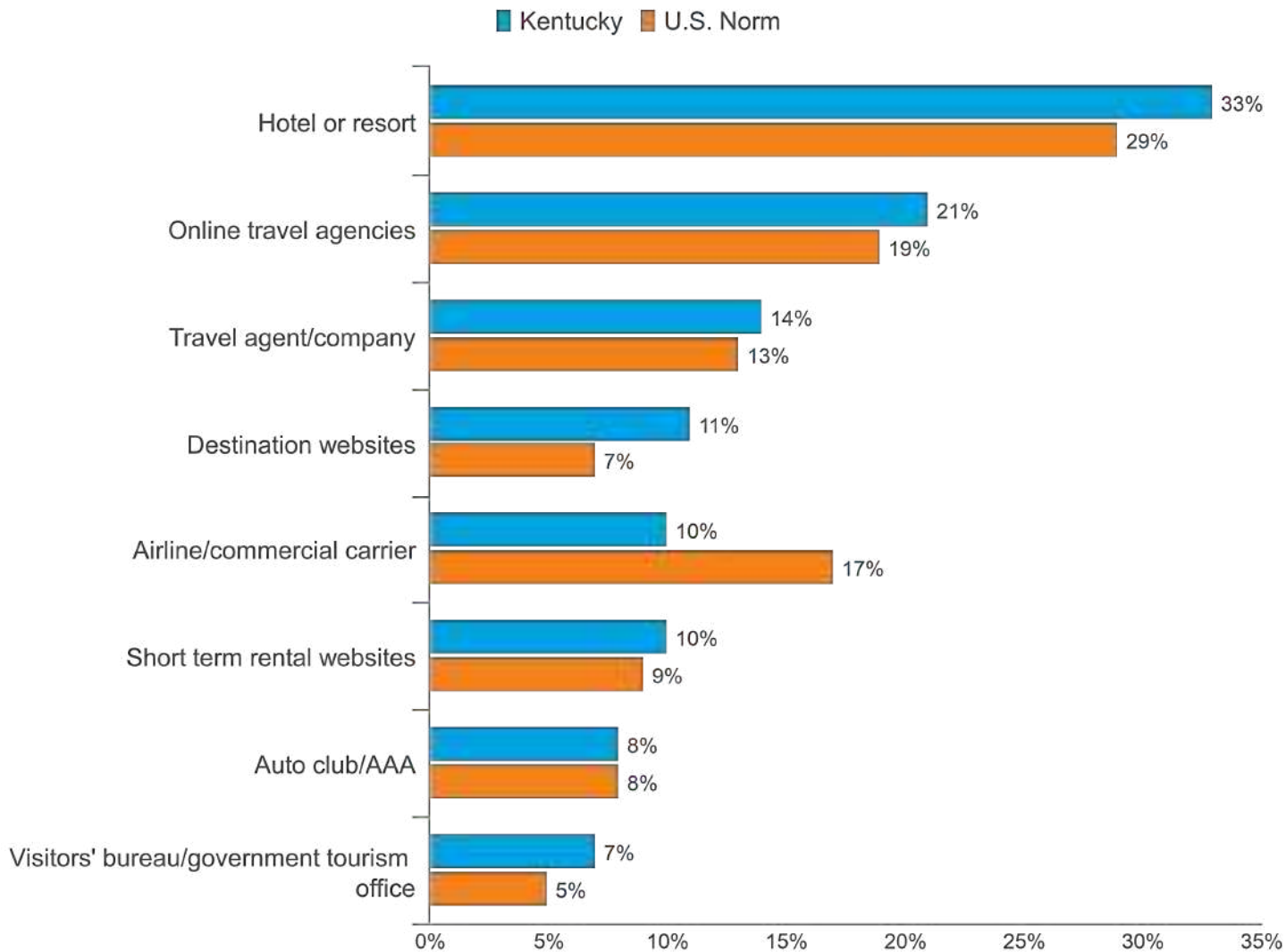
	Kentucky	U.S. Norm
1 month or less	30%	31%
2 months	14%	16%
3-5 months	15%	18%
6-12 months	14%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	22%	16%










Kentucky's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Method of Booking



Accommodations

	2022	2021
 Hotel	44%	44%
 Home of friends / relatives	23%	21%
 Motel	16%	18%
 Bed & breakfast	9%	12%
 Resort hotel	8%	11%
 Campground / RV park	7%	10%
 Rented home / condo / apartment	7%	9%

Activity Groupings

Outdoor Activities



49%

U.S. Norm: 48%

Entertainment Activities



53%

U.S. Norm: 54%

Cultural Activities



34%

U.S. Norm: 29%

Sporting Activities



24%

U.S. Norm: 21%











Business Activities









19%

U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
 Shopping	26%	24%
 Sightseeing	23%	20%
 Attending celebration	18%	18%
 Landmark/historic site	17%	16%
 Museum	14%	15%
 Local parks/playgrounds	13%	12%
 Bar/nightclub	13%	12%
 Winery/brewery/distillery tour	13%	10%
 National/state park	13%	11%
 Swimming	13%	13%

Shopping Types on Trip

	Kentucky	U.S. Norm
 Outlet/mall shopping	51%	48%
 Convenience/grocery shopping	50%	44%
 Big box stores (Walmart, Costco)	47%	33%
 Souvenir shopping	43%	41%
 Boutique shopping	24%	29%
 Antiquing	20%	12%

Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Kentucky	U.S. Norm
 Unique/local food	49%	47%
 Street food/food trucks	22%	23%
 Food delivery service (UberEATS, DoorDash, etc.)	21%	21%
 Fine/upscale dining	20%	25%
 Picnicking	17%	13%
 Gastropubs	9%	10%



70%
of overnight travelers were
very satisfied with their overall
trip experience

Past Visitation to Kentucky

84% of overnight travelers to
Kentucky are repeat visitors

58% of overnight travelers to Kentucky
had visited before in the past 12
months



Friendliness of people

64%



Quality of food

60%



Safety/security

59%



Sightseeing/attractions

59%



Quality of accommodations

57%



Cleanliness

55%



Ease of accessibility

54%



Music/nightlife/entertainment

49%



Value for money

45%



Public transportation

45%

0% 10% 20% 30% 40% 50% 60% 70%

*Very satisfied = selected top box on a five point scale

Ease of Accessibility only asked to those with travel limiting disabilities within travel party

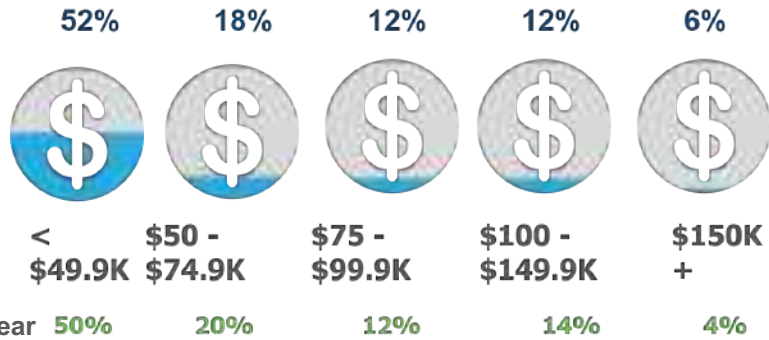


Demographic Profile of Overnight Kentucky Visitors

Base: 2022 Overnight Person-Trips

Household Income

Average Income **62.4K**



Previous Year: < \$49.9K (50%), \$50 - \$74.9K (20%), \$75 - \$99.9K (12%), \$100 - \$149.9K (14%), \$150K + (4%)

Age

Legend: 18-24 (Dark Blue), 25-34 (Green), 35-44 (Orange), 45-54 (Light Blue), 55-64 (Dark Blue), 65+ (Red)

Kentucky



Average Age **43.8**

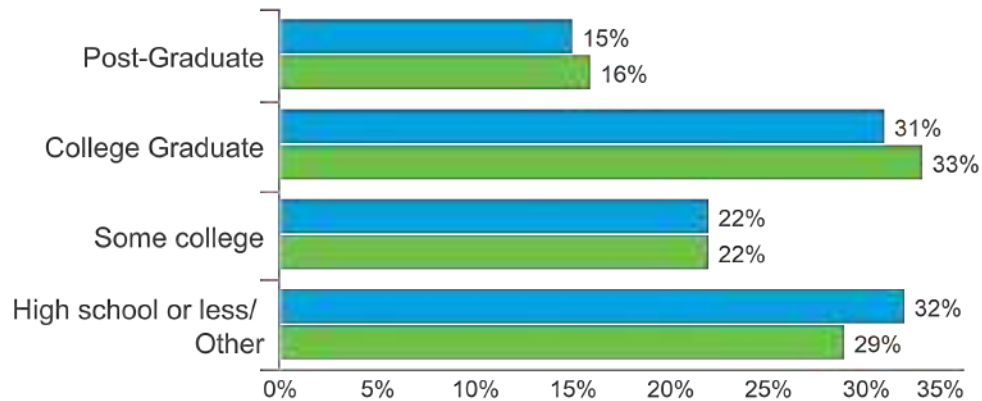
Previous Year



Average Age **42.8**

Educational Attainment

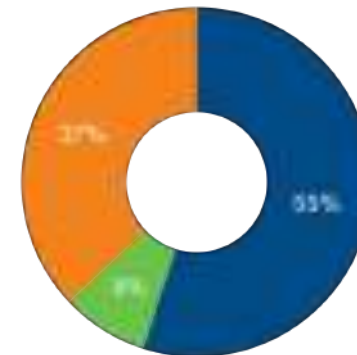
Legend: 2022 (Blue), 2021 (Green)



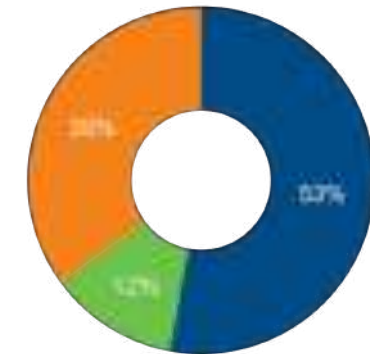
Employment

Legend: Full time / self-employed (Dark Blue), Part time (Green), Retired / not employed / other (Orange)

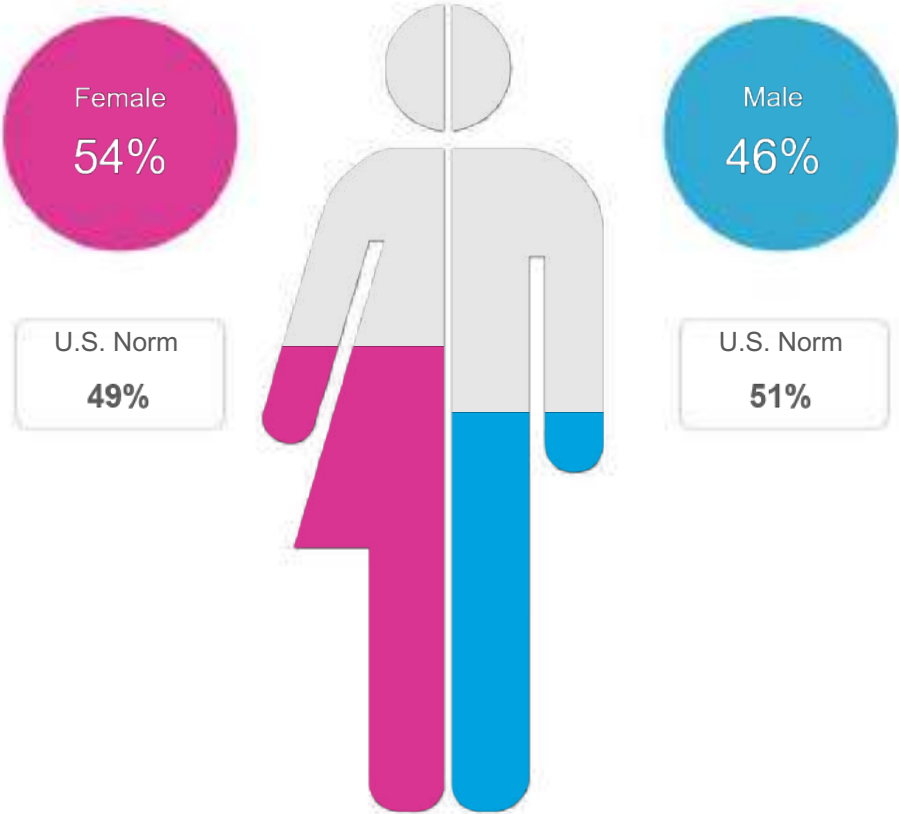
Kentucky



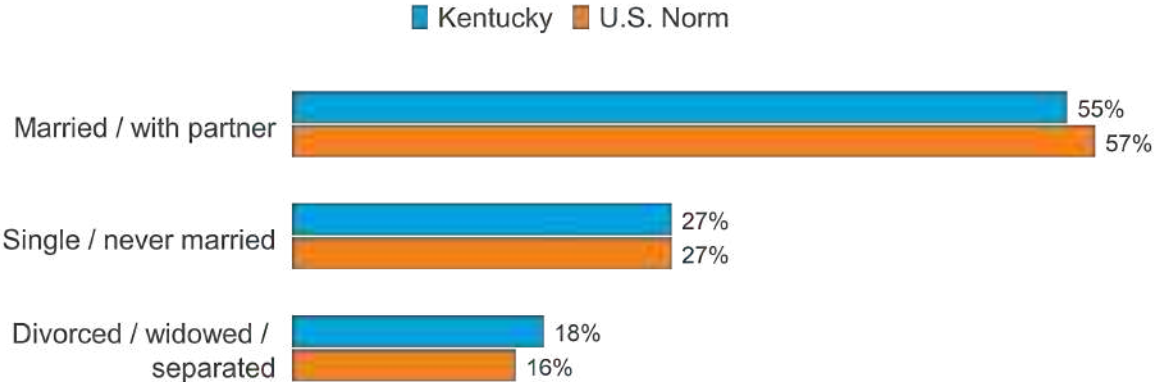
Kentucky's Previous Year



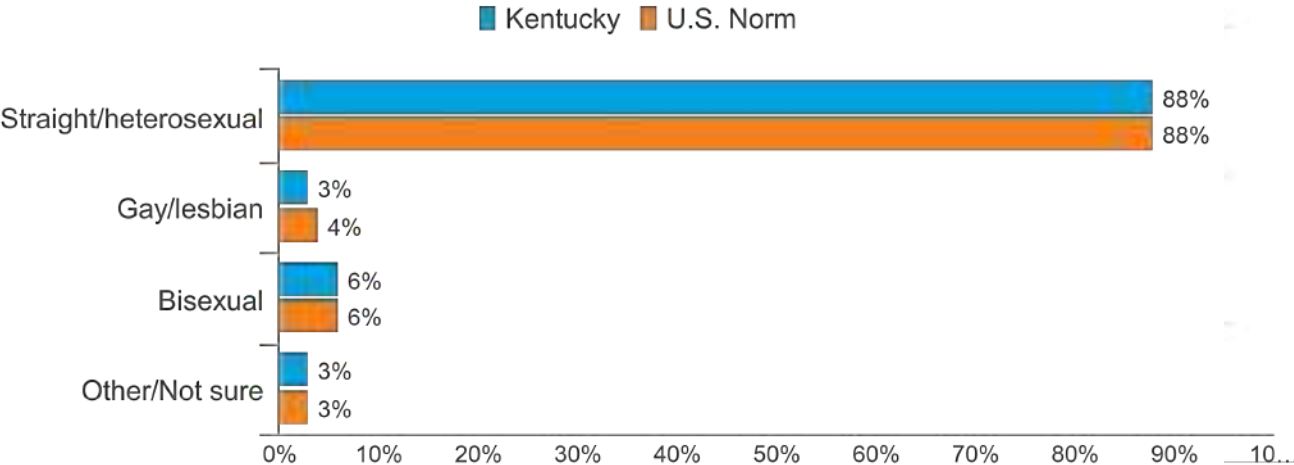
Gender



Marital Status



Sexual Orientation

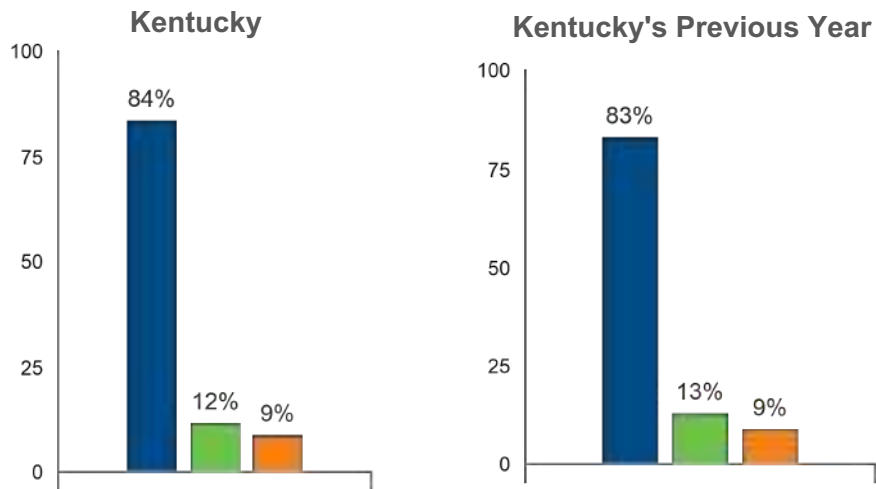


Demographic Profile of Overnight Kentucky Visitors

Base: 2022 Overnight Person-Trips

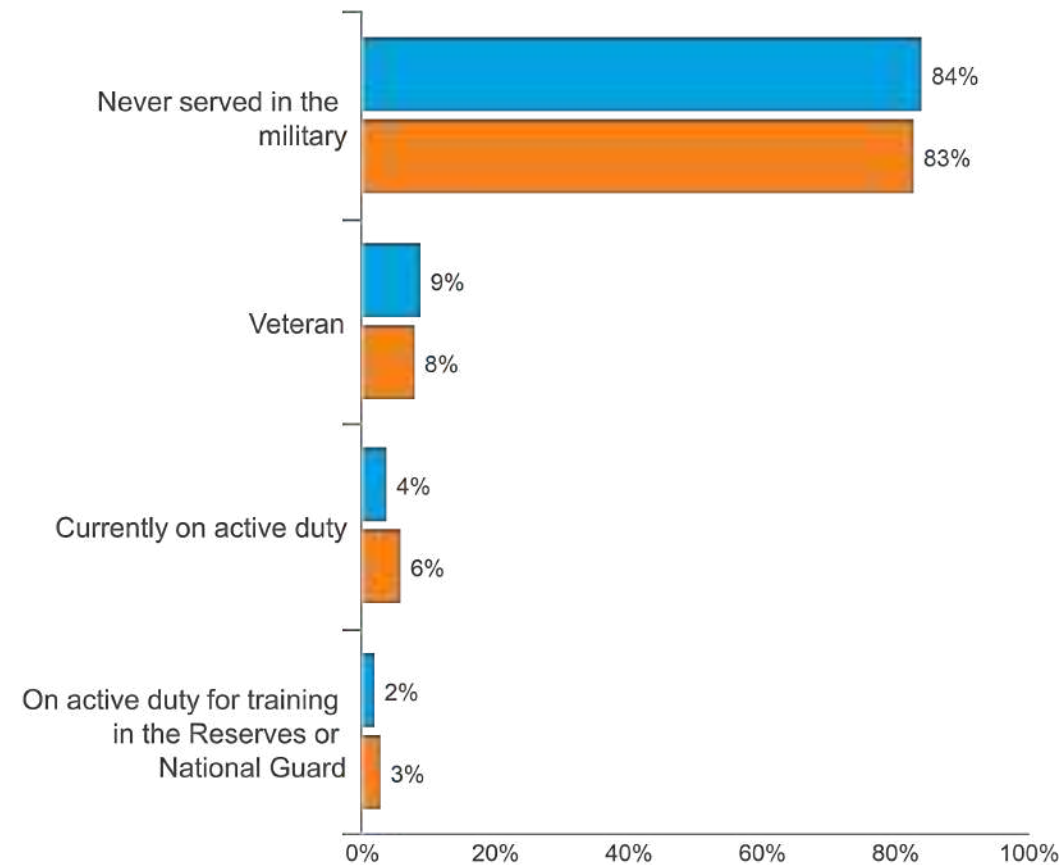
Race

■ White ■ African-American ■ Other



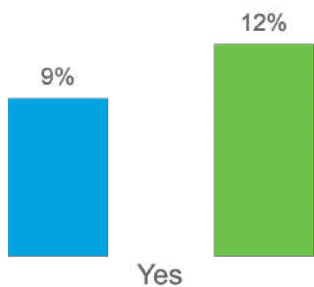
Military Status

■ Kentucky ■ U.S. Norm

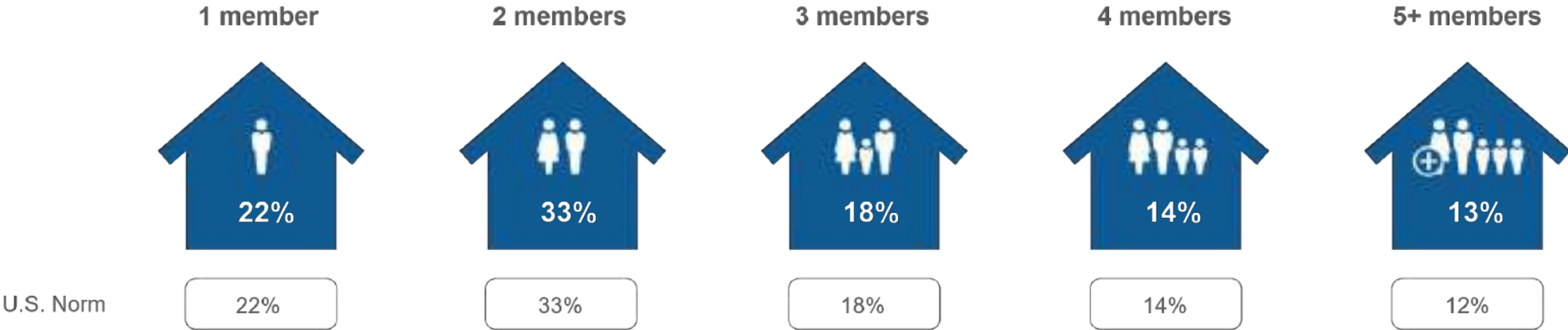


Hispanic Background

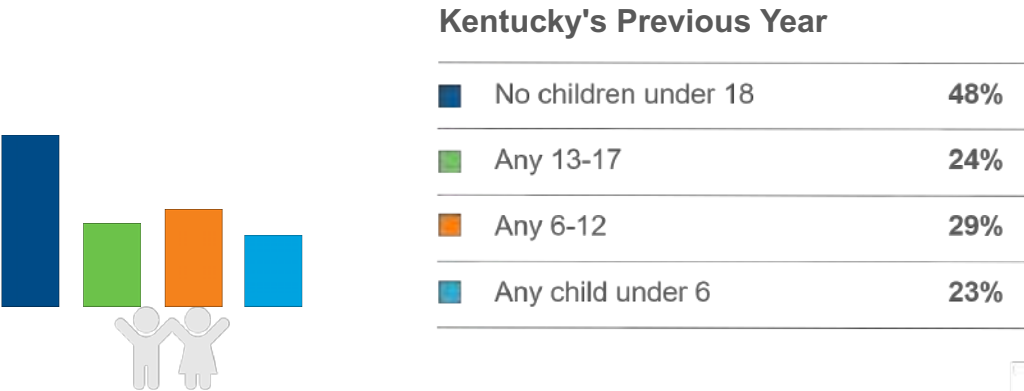
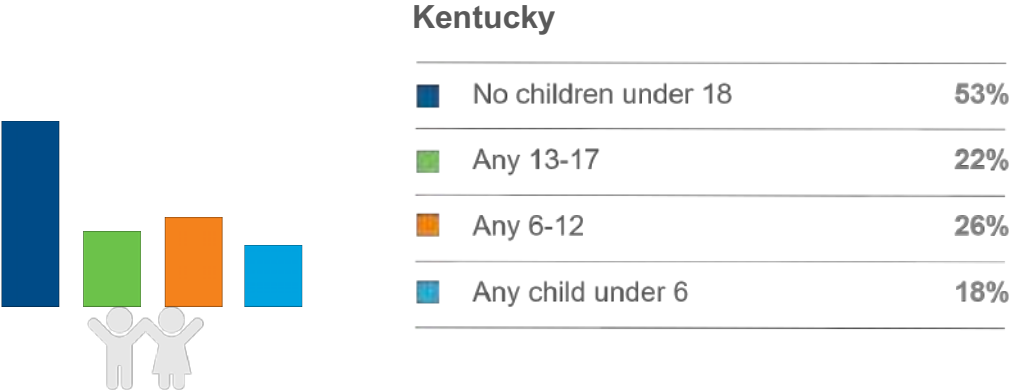
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

Regions Map

2022





Travel USA Visitor Profile

Northern Kentucky River

2022

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.
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- This report provides an overview for Northern Kentucky River Region's domestic tourism business in 2022.

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 2022:



Overnight Base Size












352

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

Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

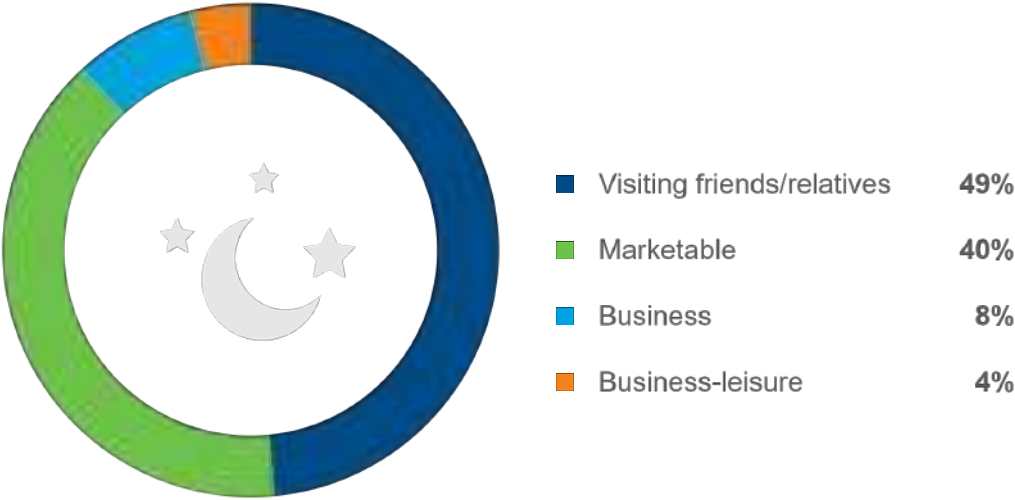
Main Purpose of Trip

 49% Visiting friends/ relatives	
 11% Touring	 3% Conference/ Convention
 7% Special event	
 7% Outdoors	
 5% Theme park	 5% Other business trip
 4% City trip	
 2% Casino	 4% Business-Leisure
 2% Cruise	

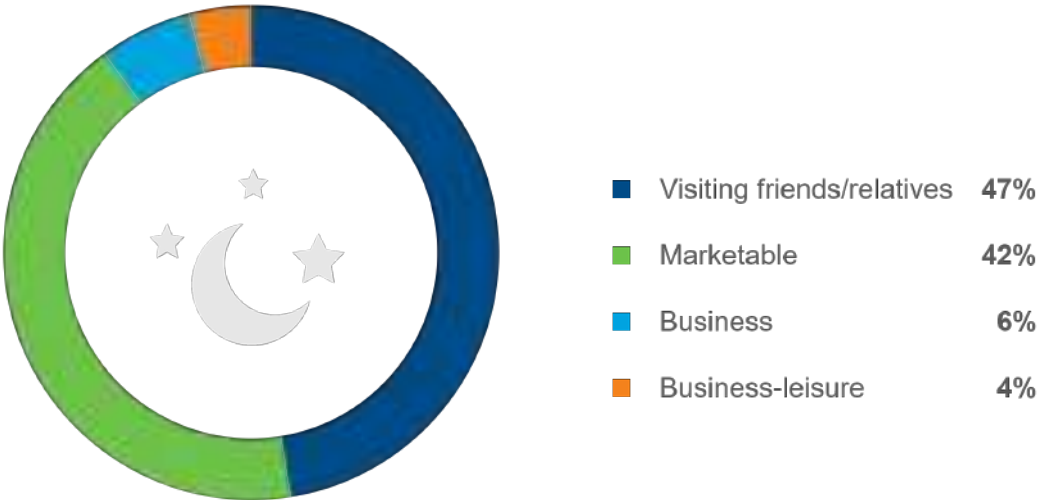
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	49%	47%
Touring	11%	12%
Special event	7%	5%
Outdoors	7%	10%
Theme park	5%	4%
City trip	4%	7%
Casino	2%	1%
Cruise	2%	1%

2022 Northern Kentucky River Region Overnight Trips



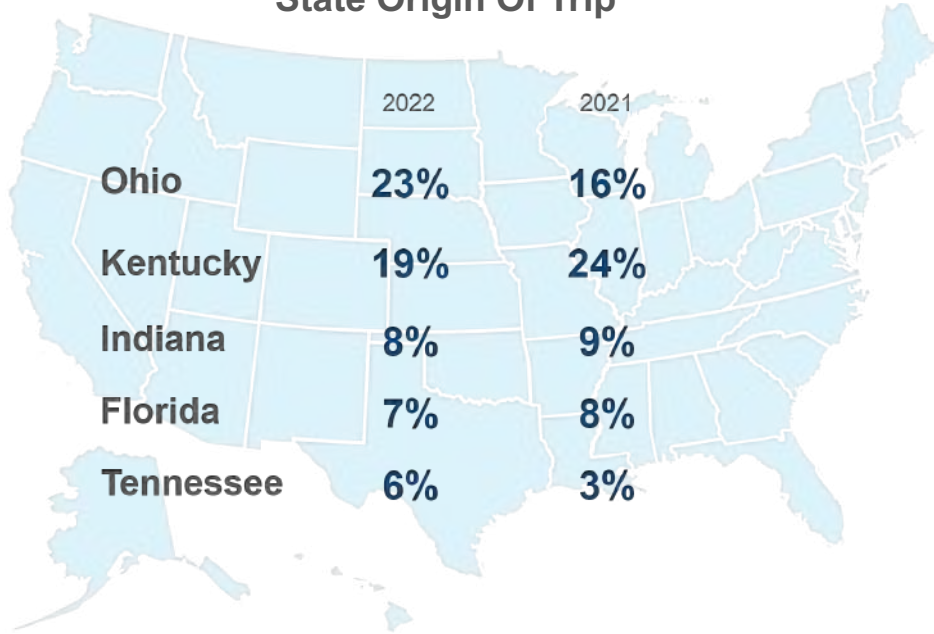
Last year's Northern Kentucky River Region Overnight Trips



Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip

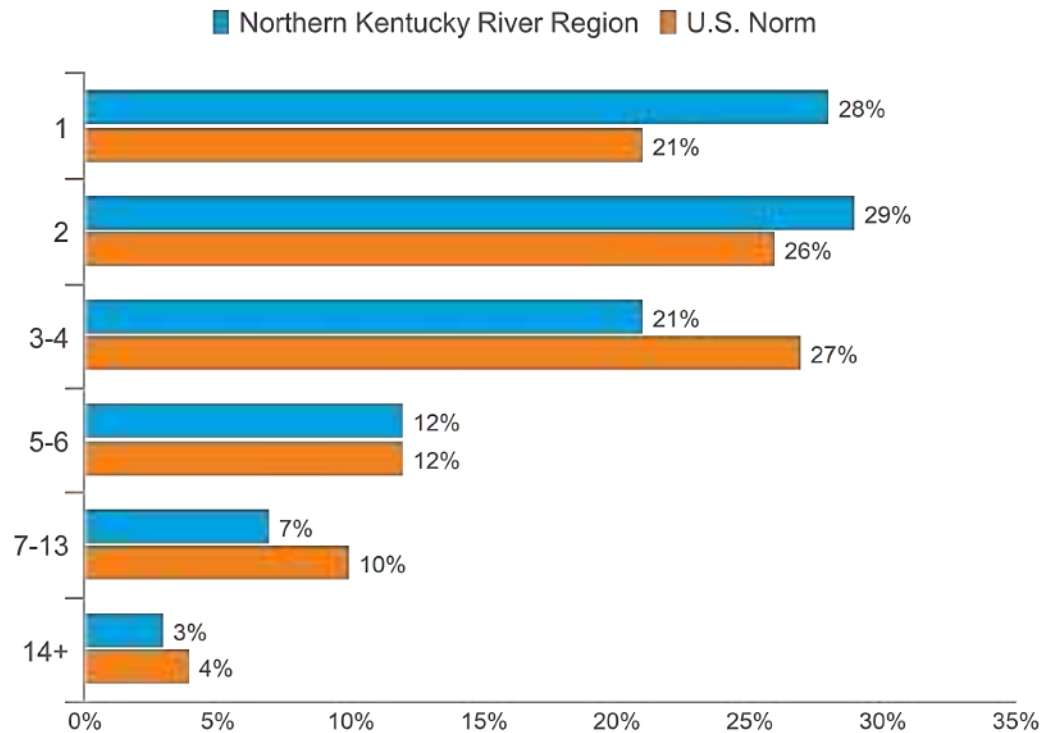
	2022	2021
Cincinnati, OH/KY	11%	6%
Lexington, KY	7%	11%
Columbus, OH	6%	4%
Louisville, KY	4%	9%
Cleveland, OH	4%	2%
Indianapolis-Lafayette, IN	4%	4%
Dayton, OH	4%	2%
Knoxville, TN	3%	2%
Nashville, KY/TN	3%	2%
Jacksonville, FL/GA	3%	1%

Past Visitation to Northern Kentucky River Region

58% of overnight travelers to Northern Kentucky River Region are repeat visitors

39% of overnight travelers to Northern Kentucky River Region had visited before in the past 12 months

Total Nights Away on Trip



Northern Kentucky River Region

3.4

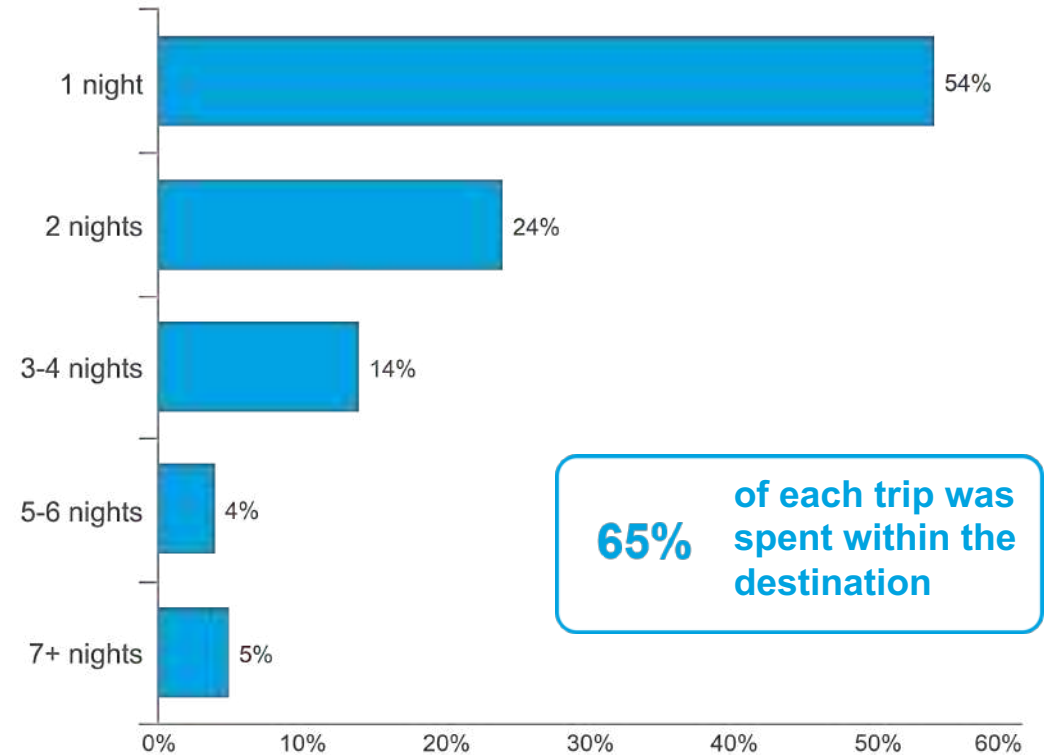
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Northern Kentucky River Region



65% of each trip was spent within the destination

Average number of nights

2.2

Average last year

2.7

Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

Children Adults

Northern Kentucky River Region



Total **2.8**

Average number of people

U.S. Norm

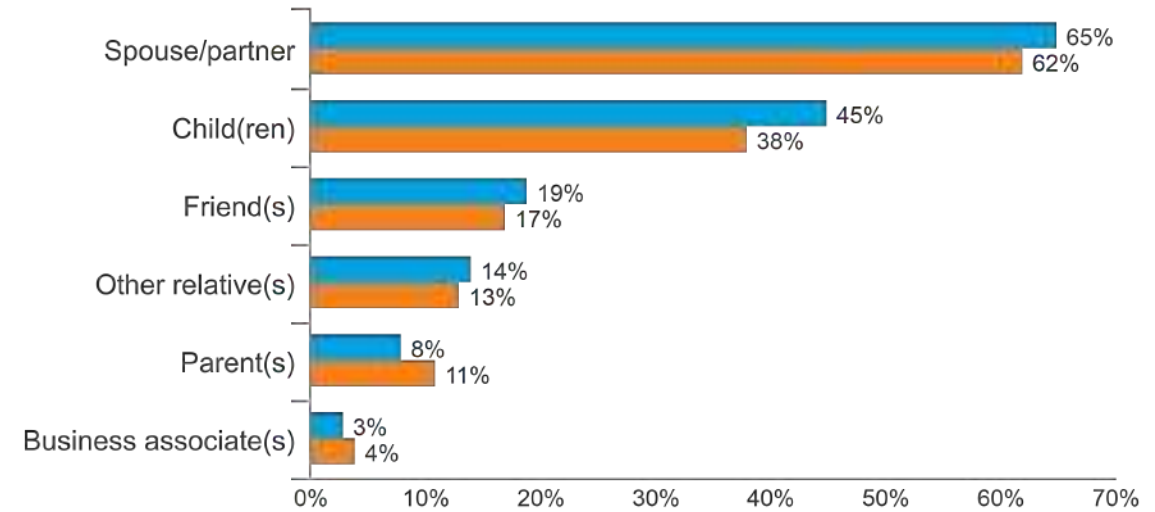


Total **2.9**

Average number of people

Composition of Immediate Travel Party

Northern Kentucky River Region U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone

Northern Kentucky River Region U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Northern Kentucky River Region U.S. Norm

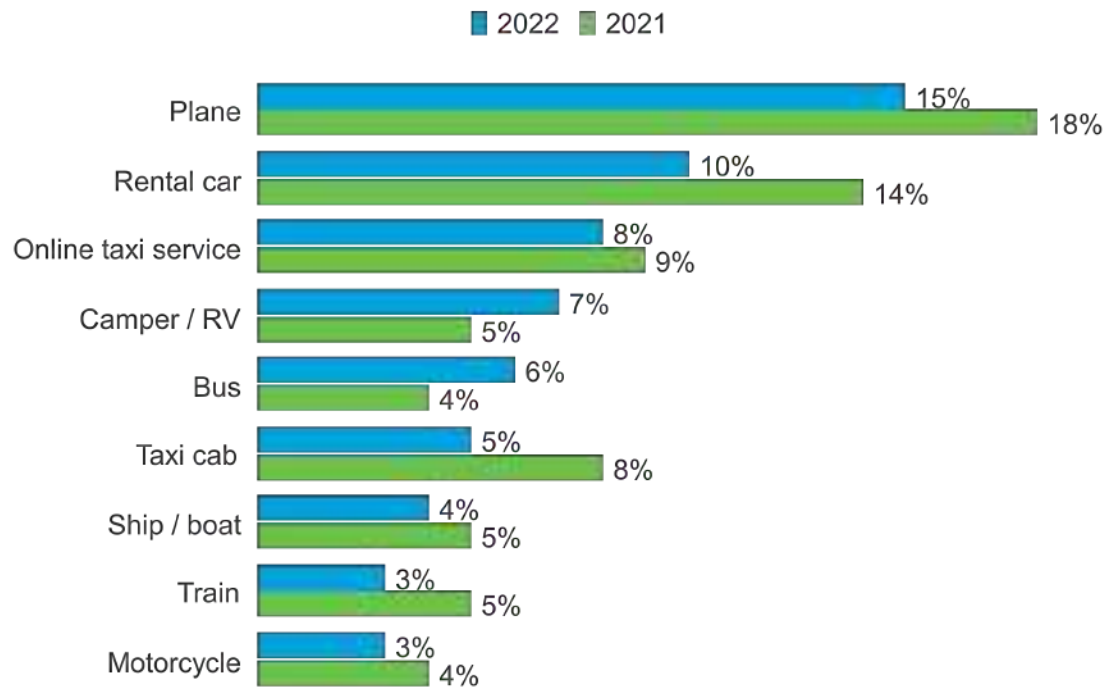


Transportation Used to get to Destination



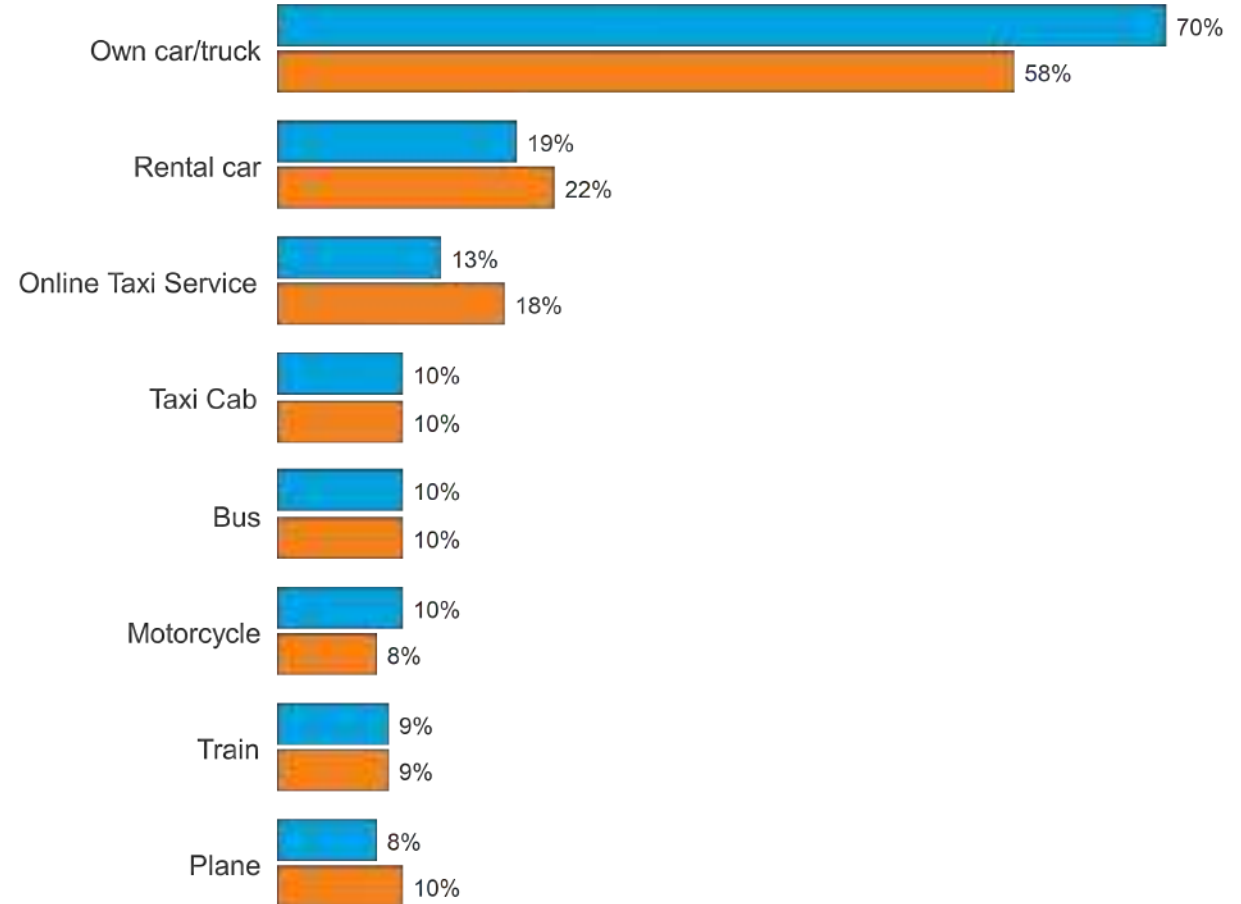
75% of overnight travelers use own car/truck to get to their destination

Previous year: 79%

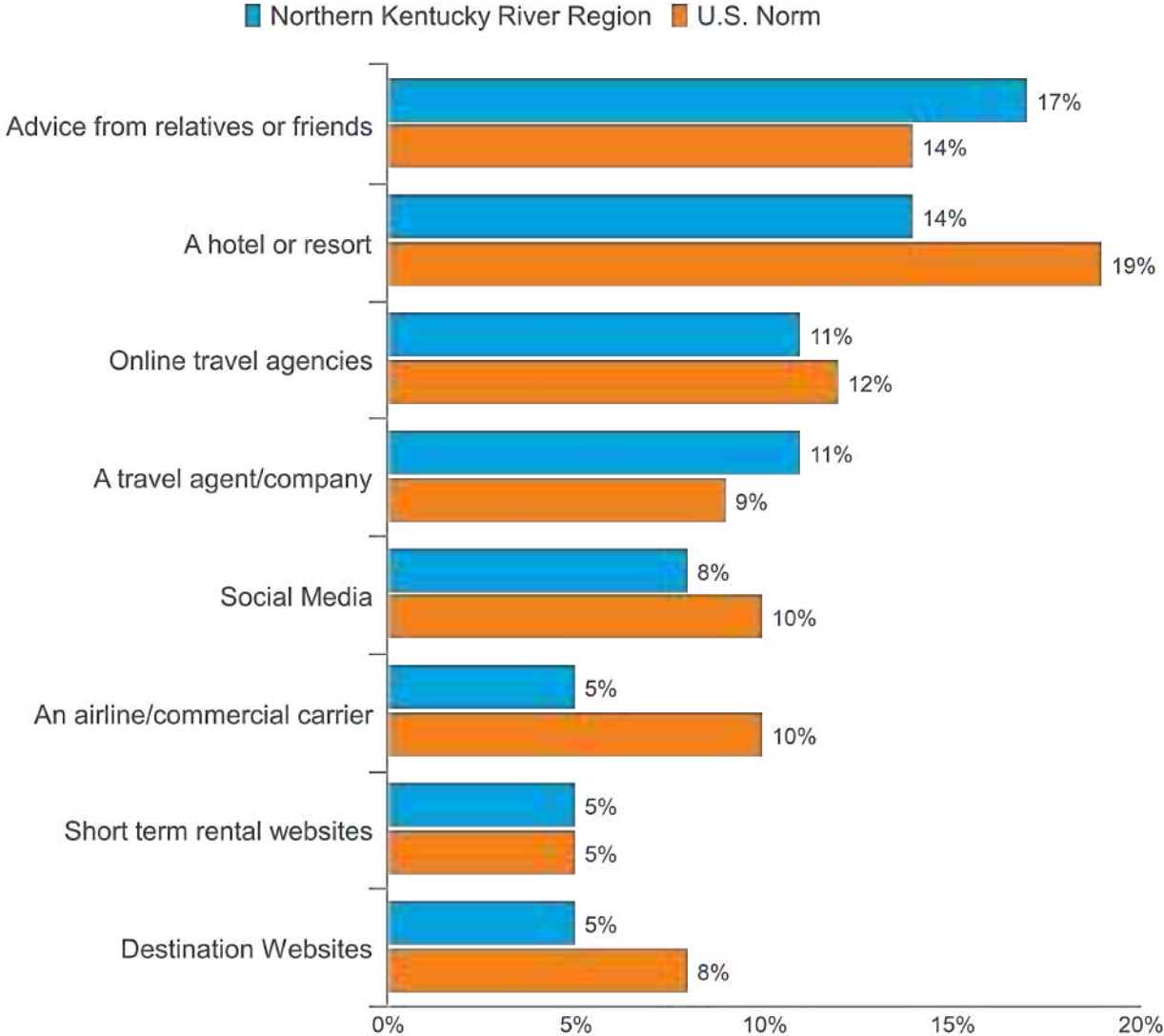


Transportation Used within Destination

■ Northern Kentucky River Region ■ U.S. Norm



Trip Planning Information Sources



Length of Trip Planning

	Northern Kentucky River Region	U.S. Norm
1 month or less	32%	31%
2 months	13%	16%
3-5 months	12%	18%
6-12 months	12%	14%
More than 1 year in advance	6%	5%
Did not plan anything in advance	24%	16%

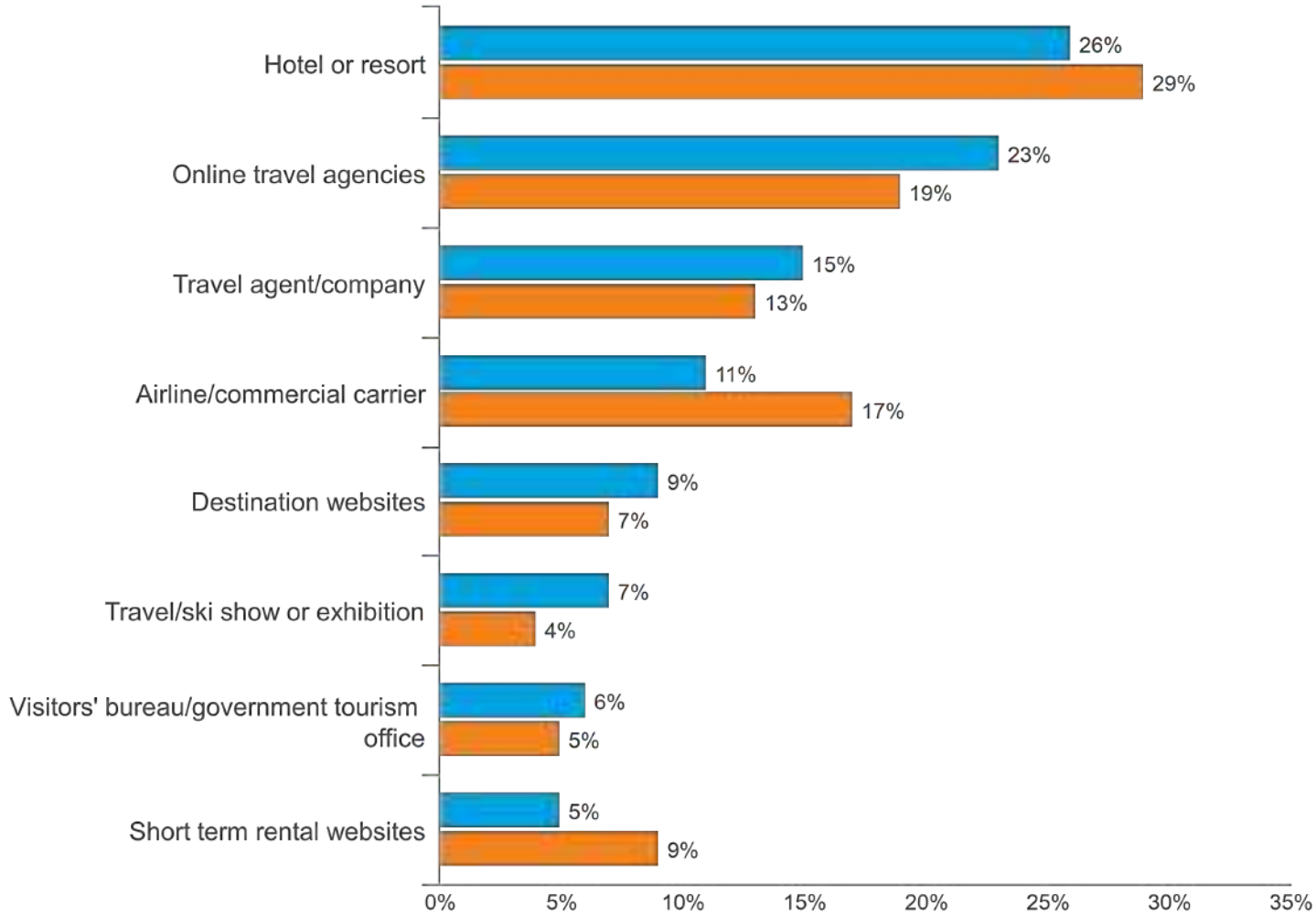


Northern Kentucky River Region's Overnight Trip Characteristics








Base: 2022 Overnight Person-Trips

Method of Booking

■ Northern Kentucky River Region ■ U.S. Norm



Accommodations

	2022	2021
 Hotel	42%	44%
 Home of friends / relatives	24%	23%
 Motel	15%	14%
 Campground / RV park	8%	6%
 Bed & breakfast	8%	8%
 Resort hotel	7%	8%
 Rented home / condo / apartment	4%	3%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 21%

Business Activities





U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
Shopping	25%	25%
Sightseeing	25%	15%
Attending celebration	19%	17%
Museum	17%	16%
Bar/nightclub	16%	9%
Local parks/playgrounds	13%	8%
Fishing	13%	10%
Swimming	13%	12%
Nature tours/wildlife viewing/birding	12%	6%
National/state park	12%	4%

Shopping Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Outlet/mall shopping	59%	48%
 Souvenir shopping	42%	41%
 Convenience/grocery shopping	39%	44%
 Big box stores (Walmart, Costco)	36%	33%
 Boutique shopping	19%	29%
 Antiquing	13%	12%

Base: 2022 Overnight Person-Trips that included Shopping

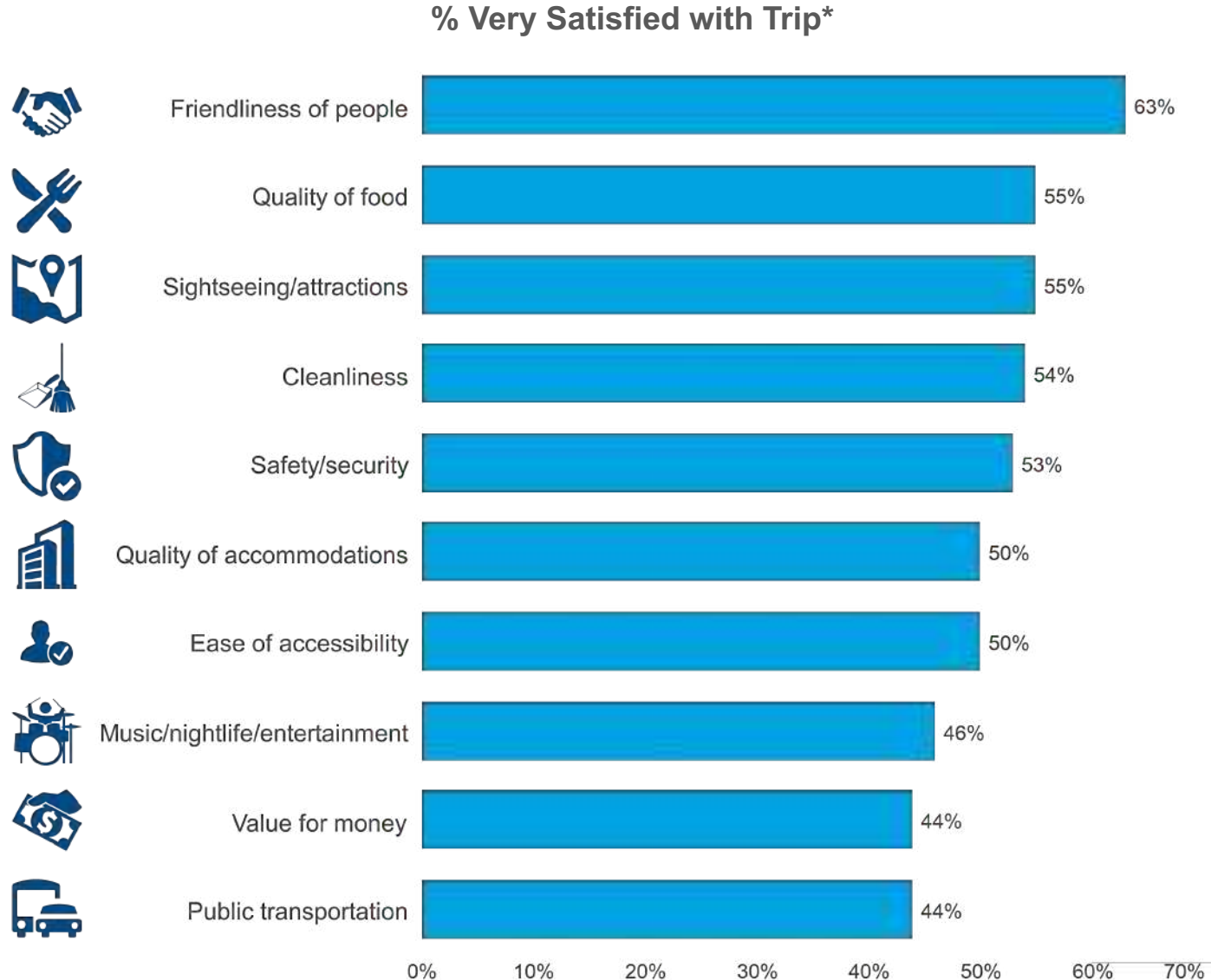
Dining Types on Trip

	Northern Kentucky River Region	U.S. Norm
 Unique/local food	48%	47%
 Street food/food trucks	22%	23%
 Food delivery service (UberEATS, DoorDash, etc.)	21%	21%
 Fine/upscale dining	17%	25%
 Picnicking	15%	13%
 Gastropubs	7%	10%



60%

of overnight travelers were very satisfied with their overall trip experience



*Very satisfied = selected top box on a five point scale

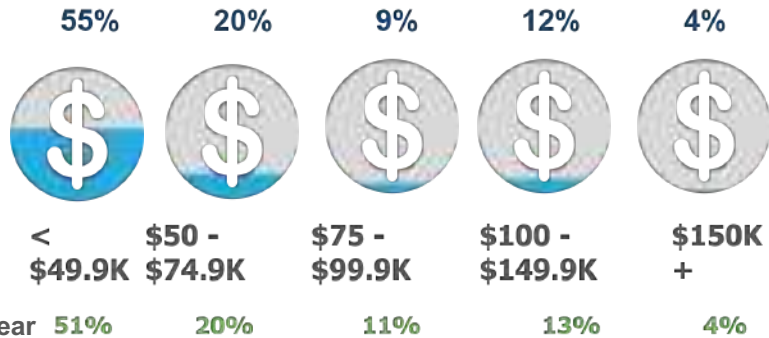
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2022 Overnight Person-Trips

Household Income

Average Income **57.9K**



Previous Year **51%** **20%** **11%** **13%** **4%**

Age

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

Northern Kentucky River Region



Average Age **43.5**

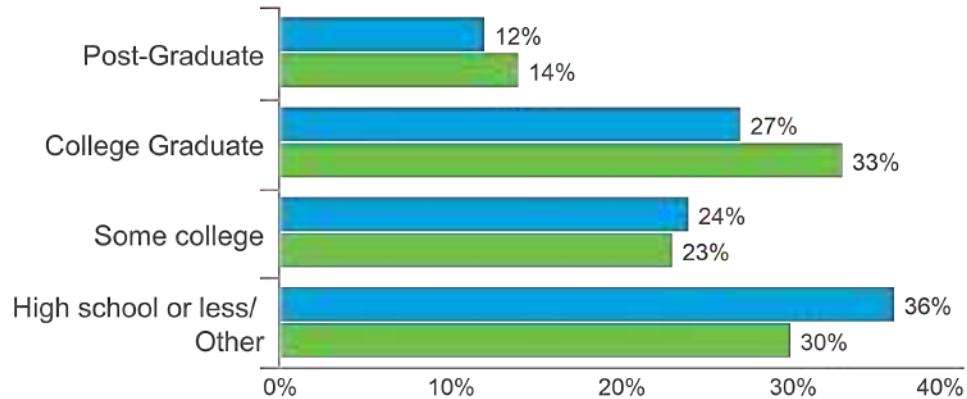
Previous Year



Average Age **43.2**

Educational Attainment

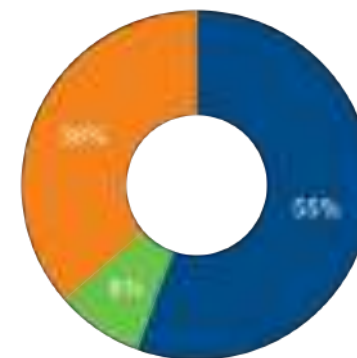
■ 2022 ■ 2021



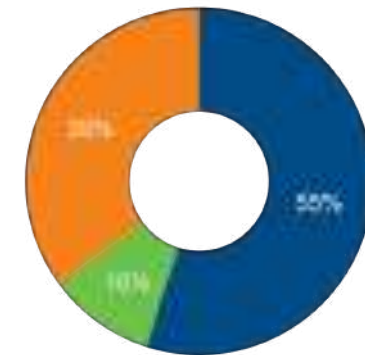
Employment

■ Full time / self-employed ■ Part time ■ Retired / not employed / other

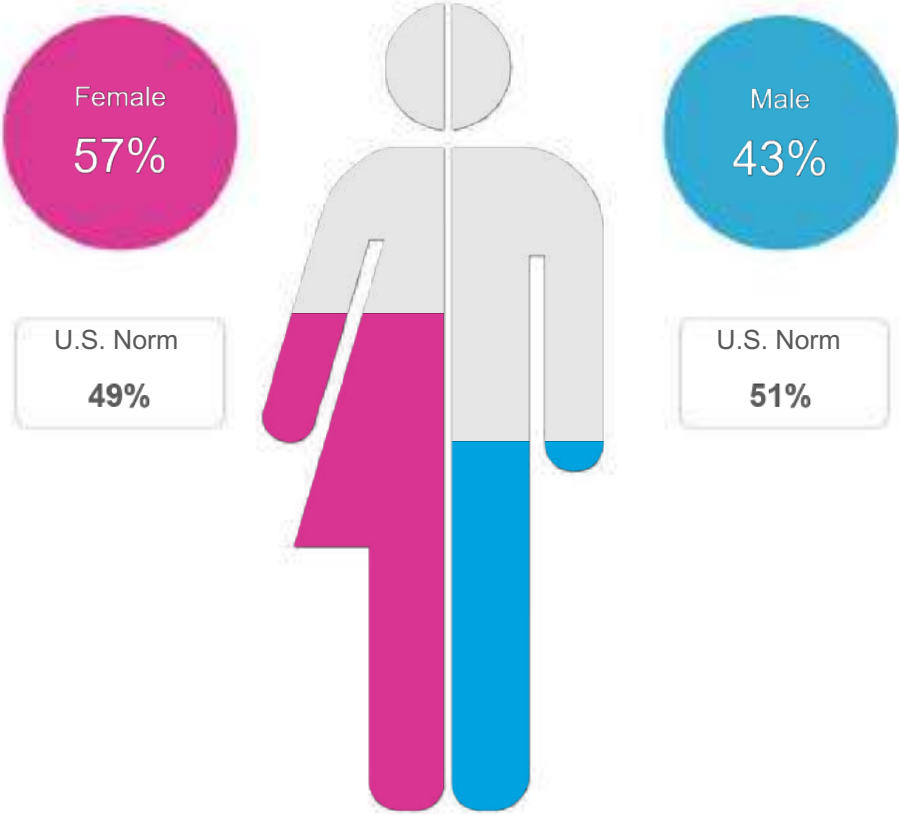
Northern Kentucky River Region



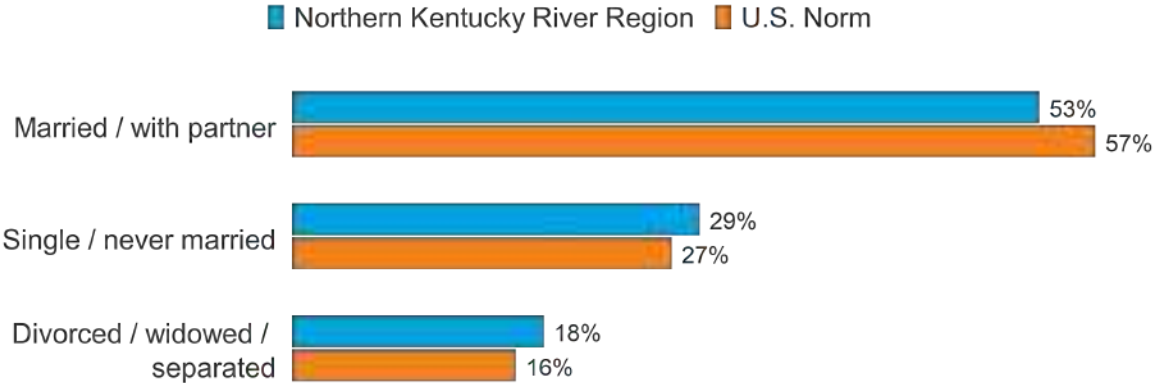
Northern Kentucky River Region's Previous Year



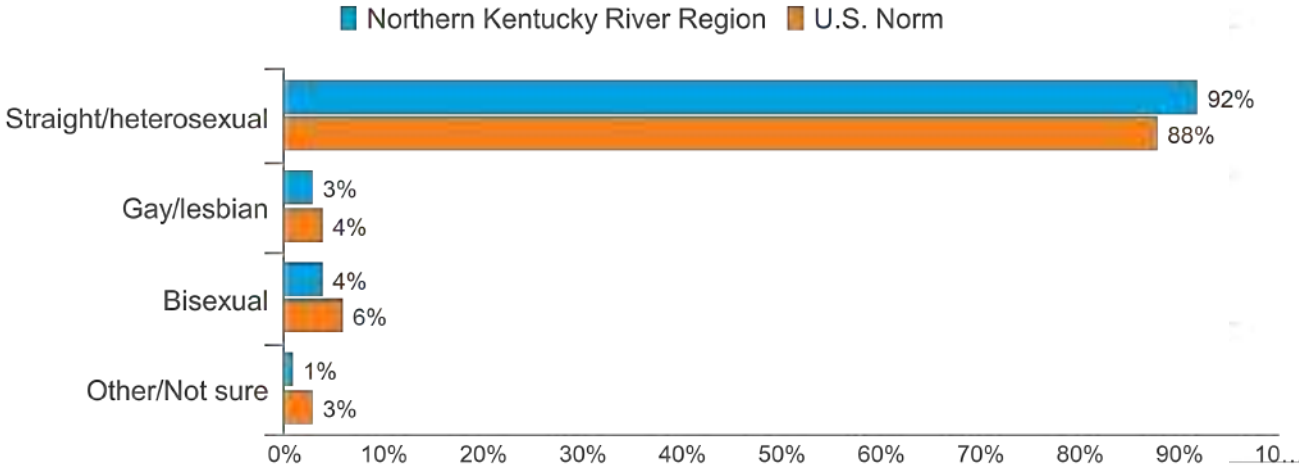
Gender



Marital Status



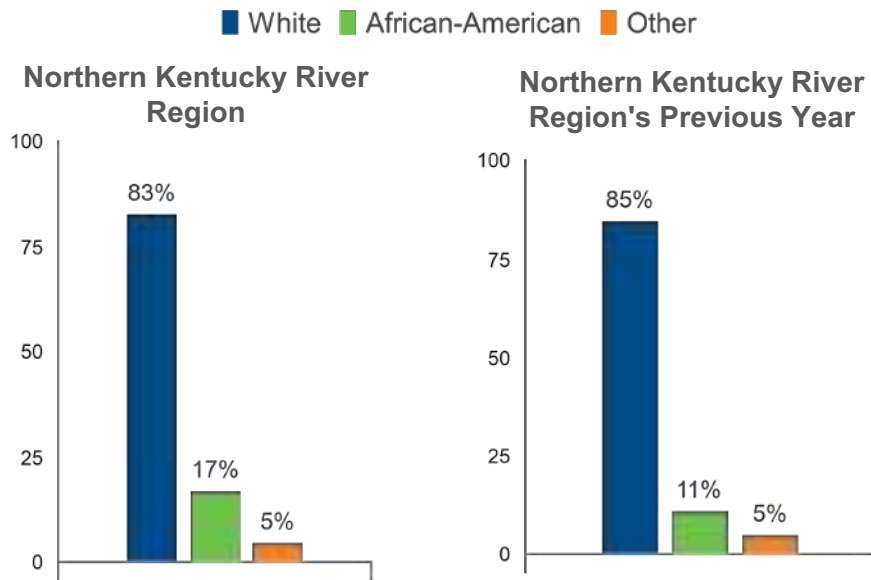
Sexual Orientation



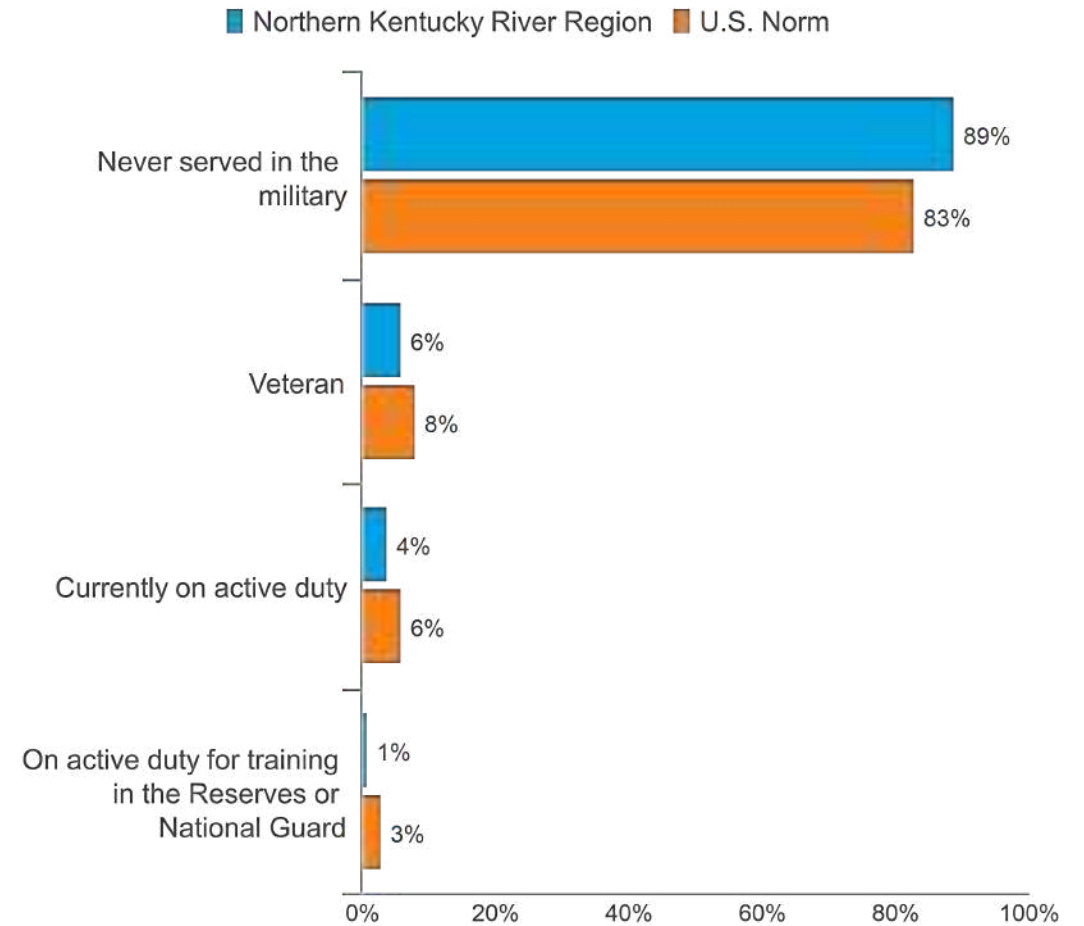
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2022 Overnight Person-Trips

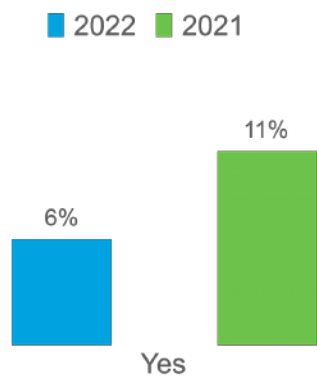
Race



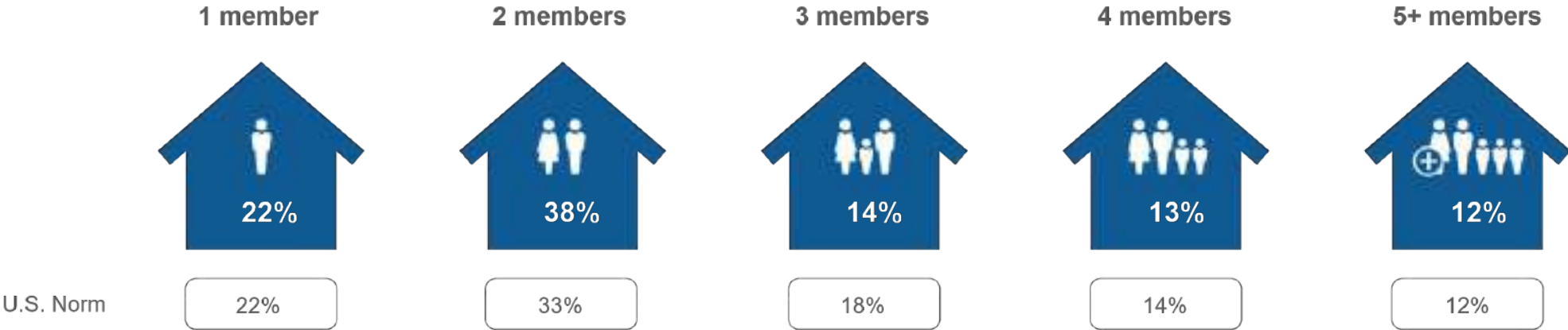
Military Status



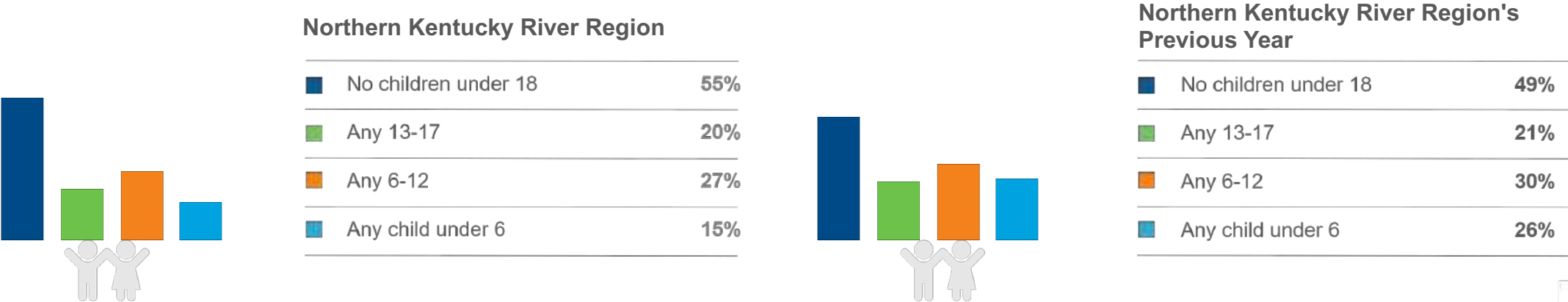
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Appalachians

2022

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 Kentucky's Appalachians' domestic tourism business in 2022.

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 Kentucky's Appalachians, the following sample was achieved in 2022:



Overnight Base Size











332

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

Kentucky's Appalachians' Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

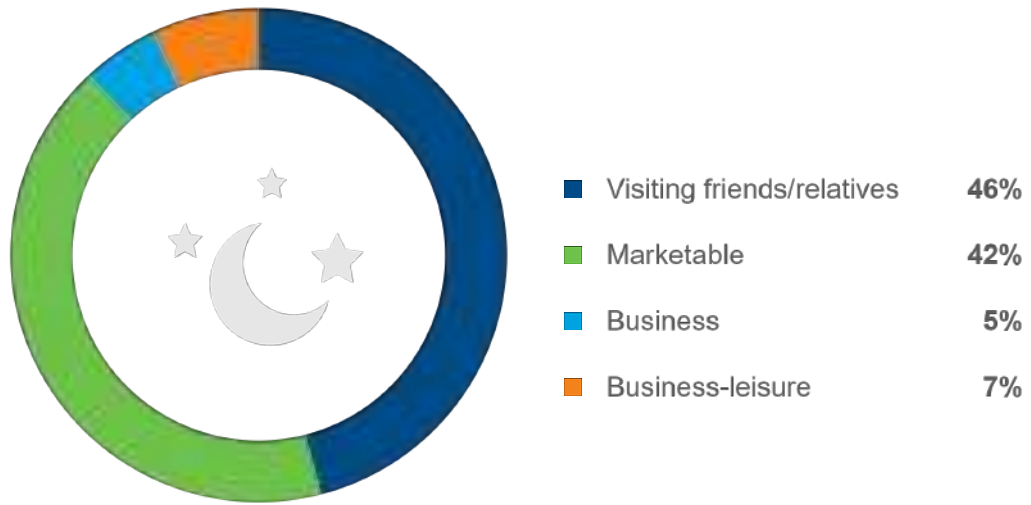
Main Purpose of Trip

 46% Visiting friends/ relatives	
 14% Outdoors	 2% Conference/ Convention
 9% Touring	
 7% Special event	
 6% Theme park	 3% Other business trip
 5% City trip	
 2% Casino	 7% Business-Leisure

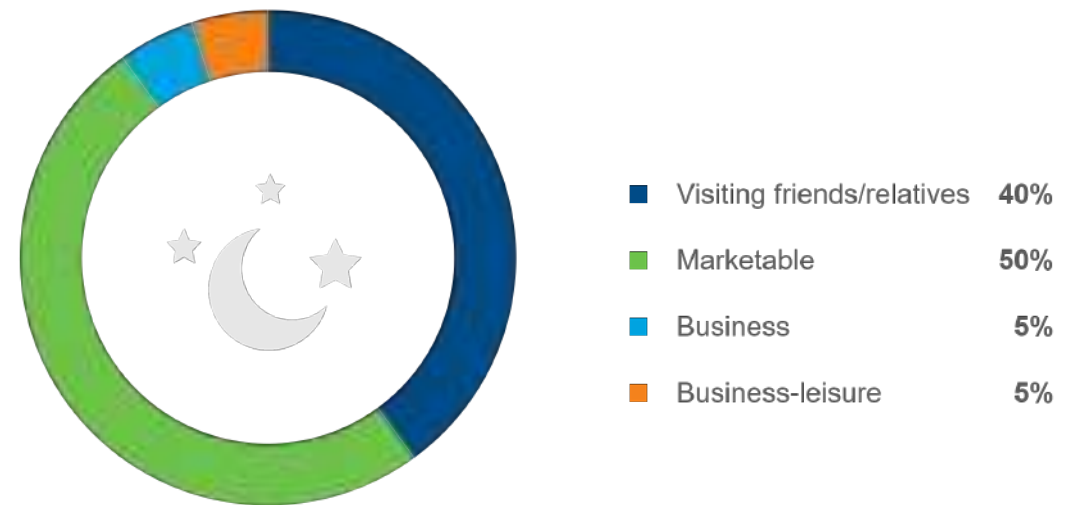
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	46%	40%
Outdoors	14%	10%
Touring	9%	17%
Special event	7%	5%
Theme park	6%	2%
City trip	5%	6%
Casino	2%	2%

2022 Kentucky's Appalachians Overnight Trips

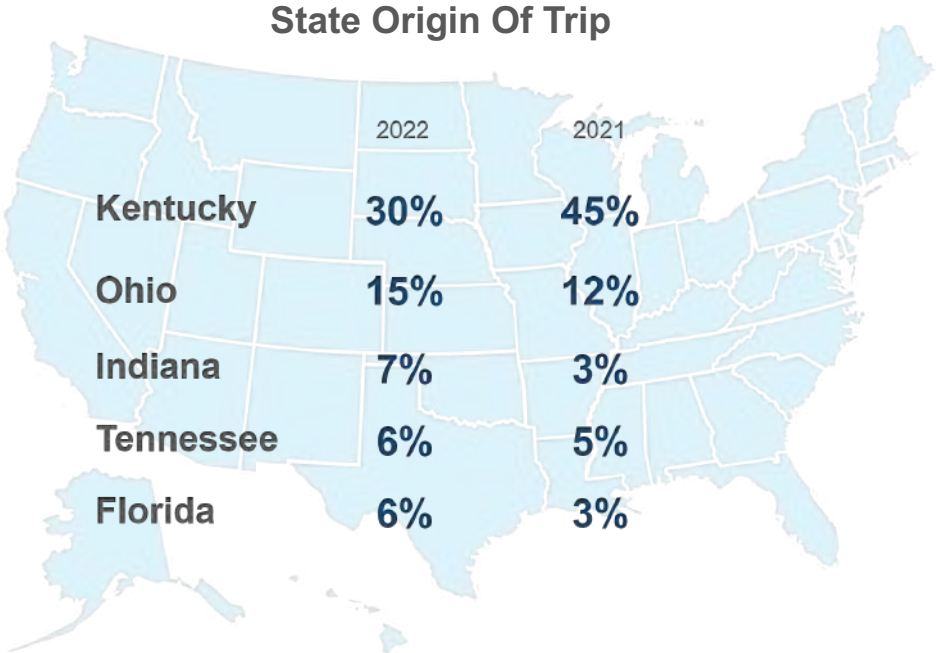


Last year's Kentucky's Appalachians Overnight Trips



Kentucky's Appalachians' Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips



	2022	2021
Lexington, KY	13%	17%
Charleston-Huntington, KY/OH/WV	9%	9%
Columbus, OH	7%	2%
Louisville, KY	7%	13%
Cincinnati, OH/KY	5%	5%
Indianapolis-Lafayette, IN	5%	2%
Knoxville, TN	4%	2%
New York, NY	4%	2%
Orlando-Daytona Beach-Melbrn, FL	3%	2%

Past Visitation to Kentucky's Appalachians

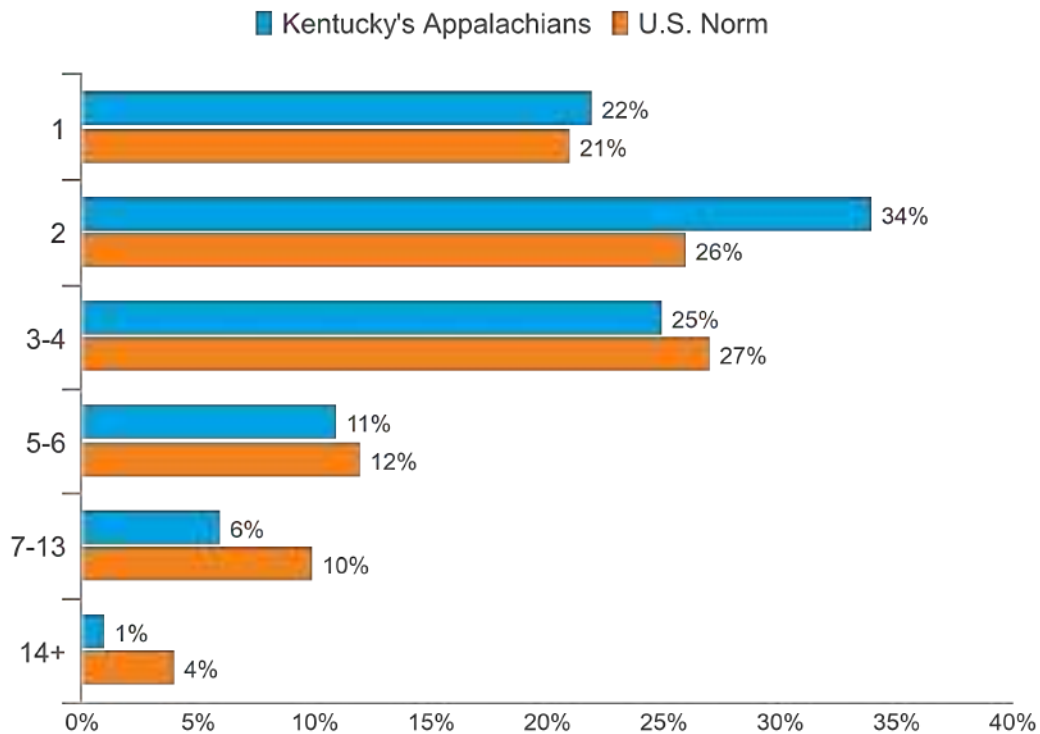
72% of overnight travelers to Kentucky's Appalachians are repeat visitors

53% of overnight travelers to Kentucky's Appalachians had visited before in the past 12 months

Kentucky's Appalachians' Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Total Nights Away on Trip



Kentucky's Appalachians

3.2

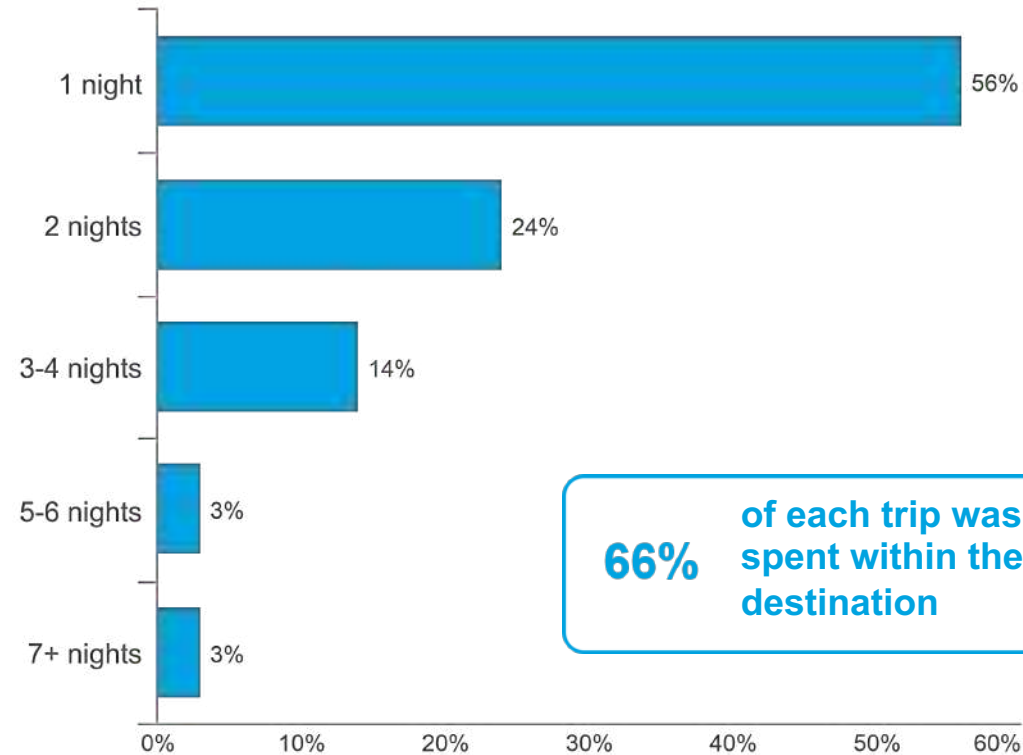
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Kentucky's Appalachians



66%

of each trip was spent within the destination

Average number of nights

2.1

Average last year

1.6

Kentucky's Appalachians' Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

Children Adults

Kentucky's Appalachians



Total **3.2**

Average number of people

U.S. Norm

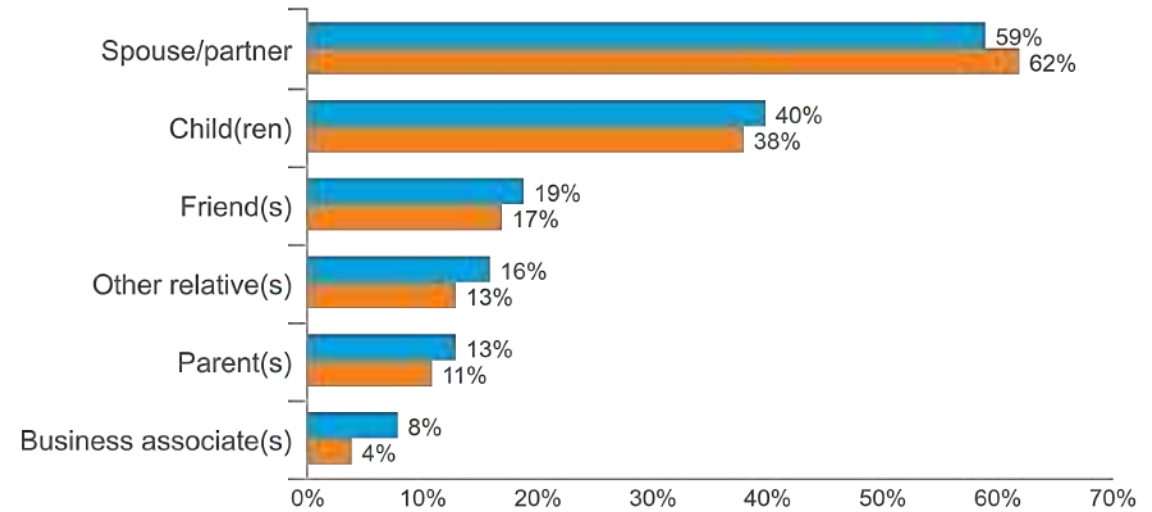


Total **2.9**

Average number of people

Composition of Immediate Travel Party

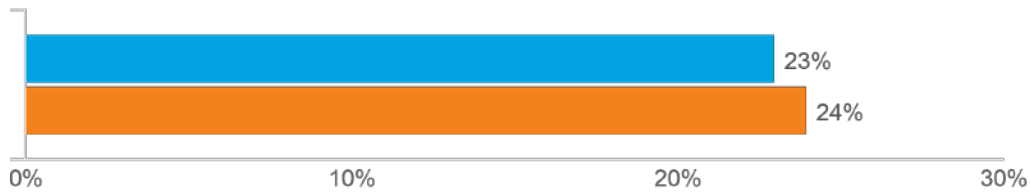
Kentucky's Appalachians U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

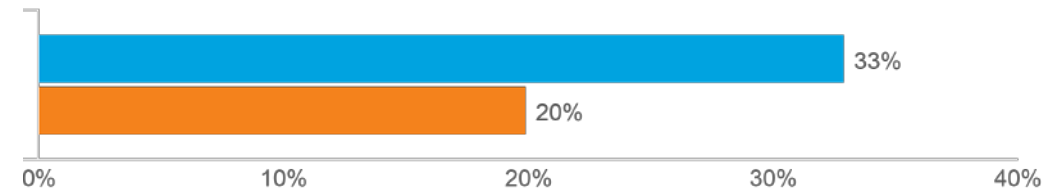
Percent Who Traveled Alone

Kentucky's Appalachians U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Kentucky's Appalachians U.S. Norm

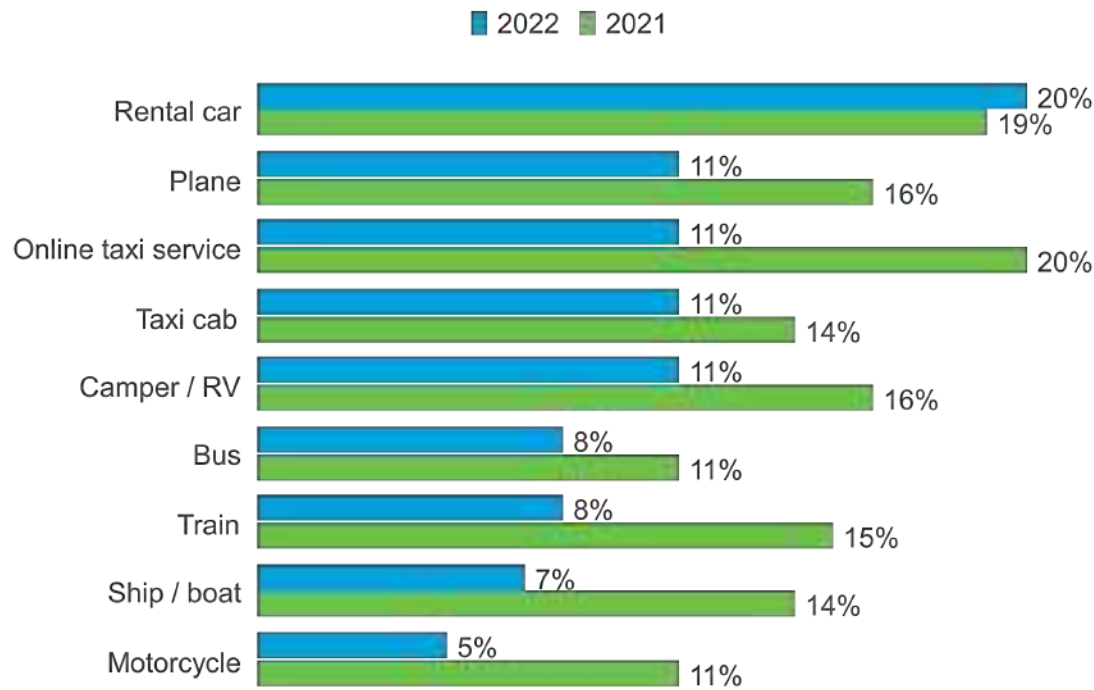


Transportation Used to get to Destination



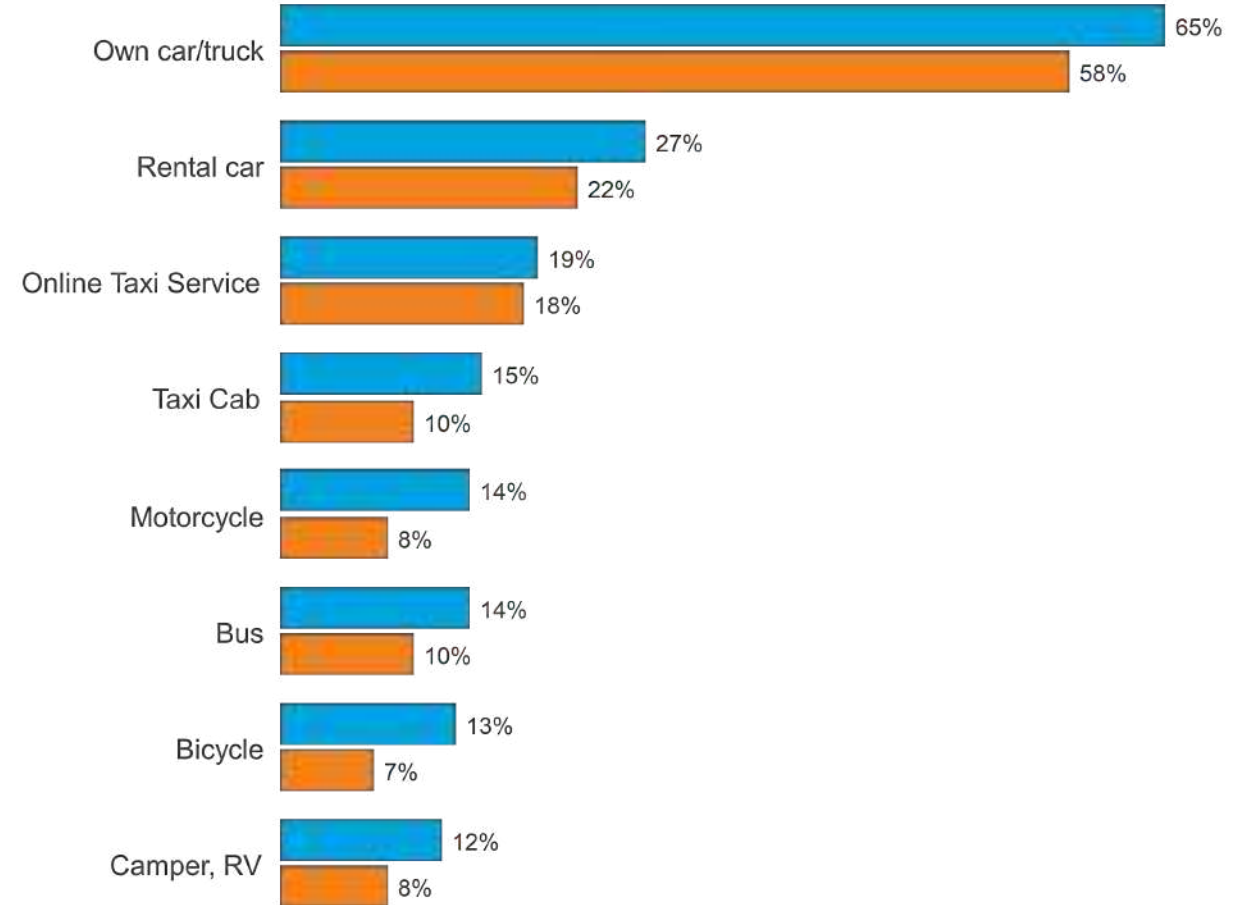
75% of overnight travelers use own car/truck to get to their destination

Previous year: **82%**

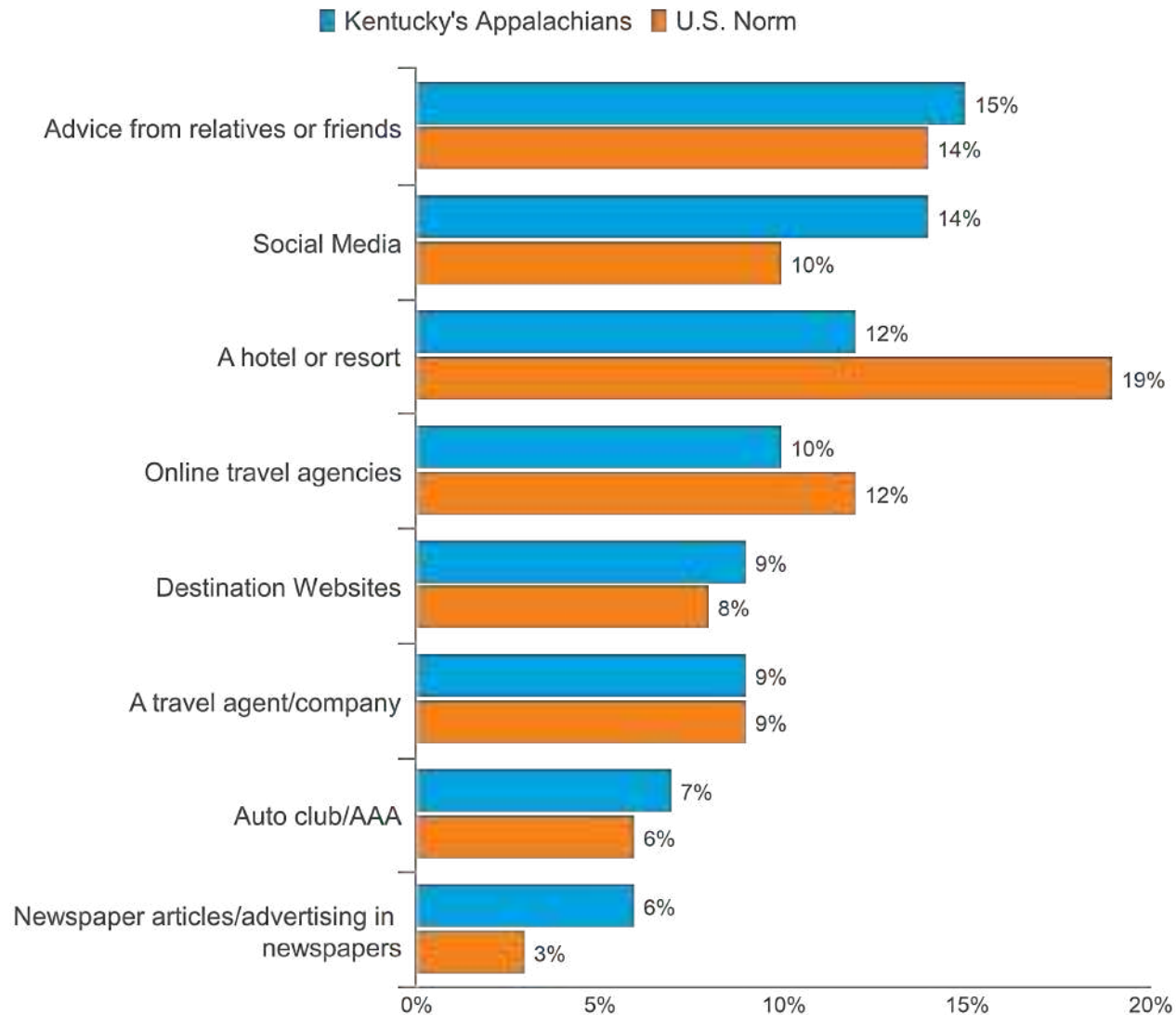


Transportation Used within Destination

■ Kentucky's Appalachians ■ U.S. Norm



Trip Planning Information Sources



Length of Trip Planning

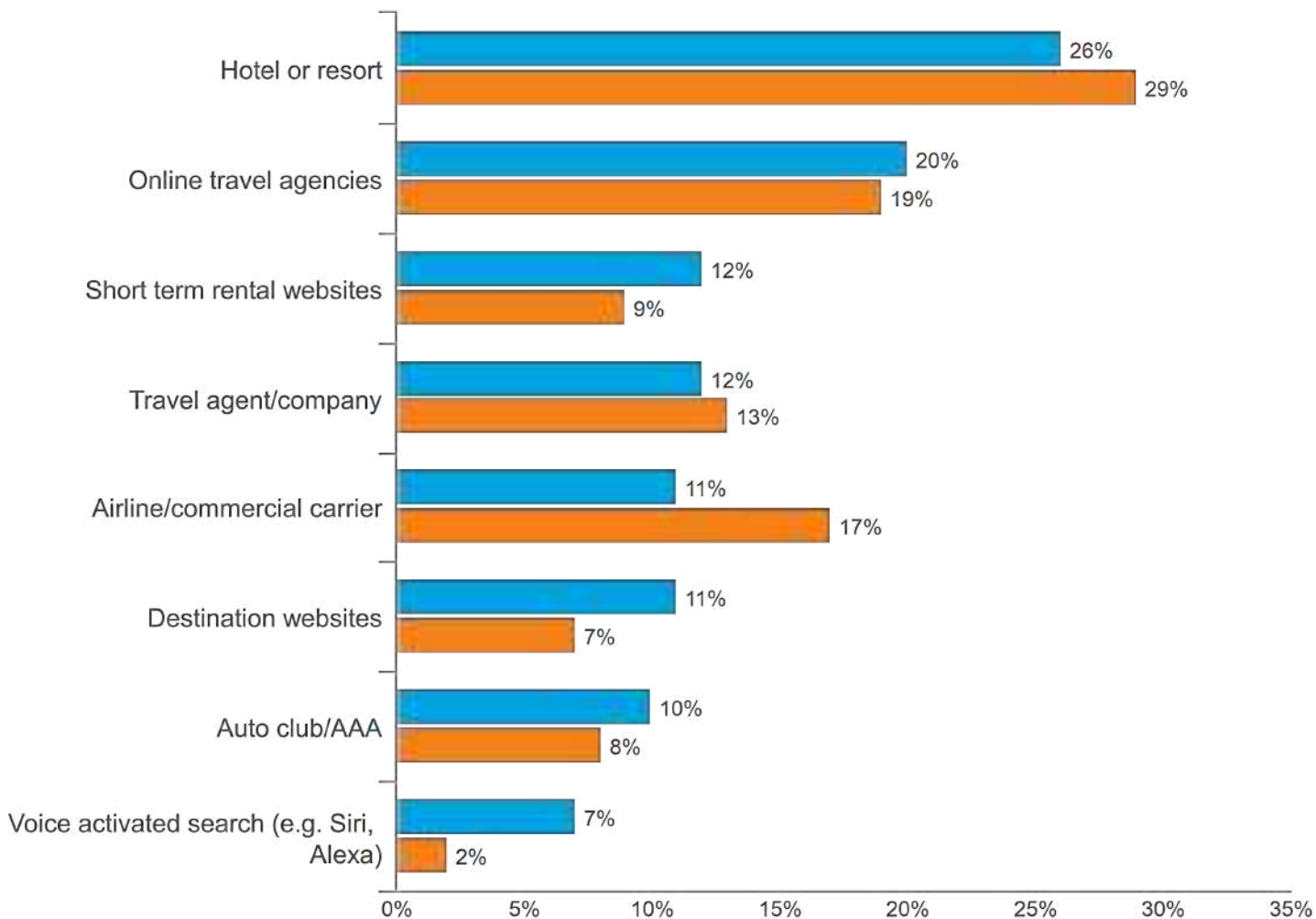
	Kentucky's Appalachians	U.S. Norm
1 month or less	31%	31%
2 months	9%	16%
3-5 months	16%	18%
6-12 months	17%	14%
More than 1 year in advance	7%	5%
Did not plan anything in advance	20%	16%

Kentucky's Appalachians' Overnight Trip Characteristics








Base: 2022 Overnight Person-Trips

Method of Booking

■ Kentucky's Appalachians ■ U.S. Norm



Accommodations

	2022	2021
 Hotel	41%	43%
 Home of friends / relatives	17%	13%
 Motel	17%	20%
 Campground / RV park	11%	8%
 Rented cottage / cabin	8%	5%
 Bed & breakfast	8%	13%
 Resort hotel	8%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 21%

Business Activities






U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
Shopping	27%	20%
Sightseeing	24%	15%
Attending celebration	23%	18%
Swimming	19%	12%
Hiking/backpacking	17%	9%
Local parks/playgrounds	16%	10%
Landmark/historic site	16%	10%
Camping	16%	9%
Theme park	16%	10%
Nature tours/wildlife viewing/birding	15%	9%

Shopping Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Big box stores (Walmart, Costco)	60%	33%
 Outlet/mall shopping	56%	48%
 Convenience/grocery shopping	54%	44%
 Souvenir shopping	43%	41%
 Antiquing	18%	12%
 Boutique shopping	16%	29%

Base: 2022 Overnight Person-Trips that included Shopping

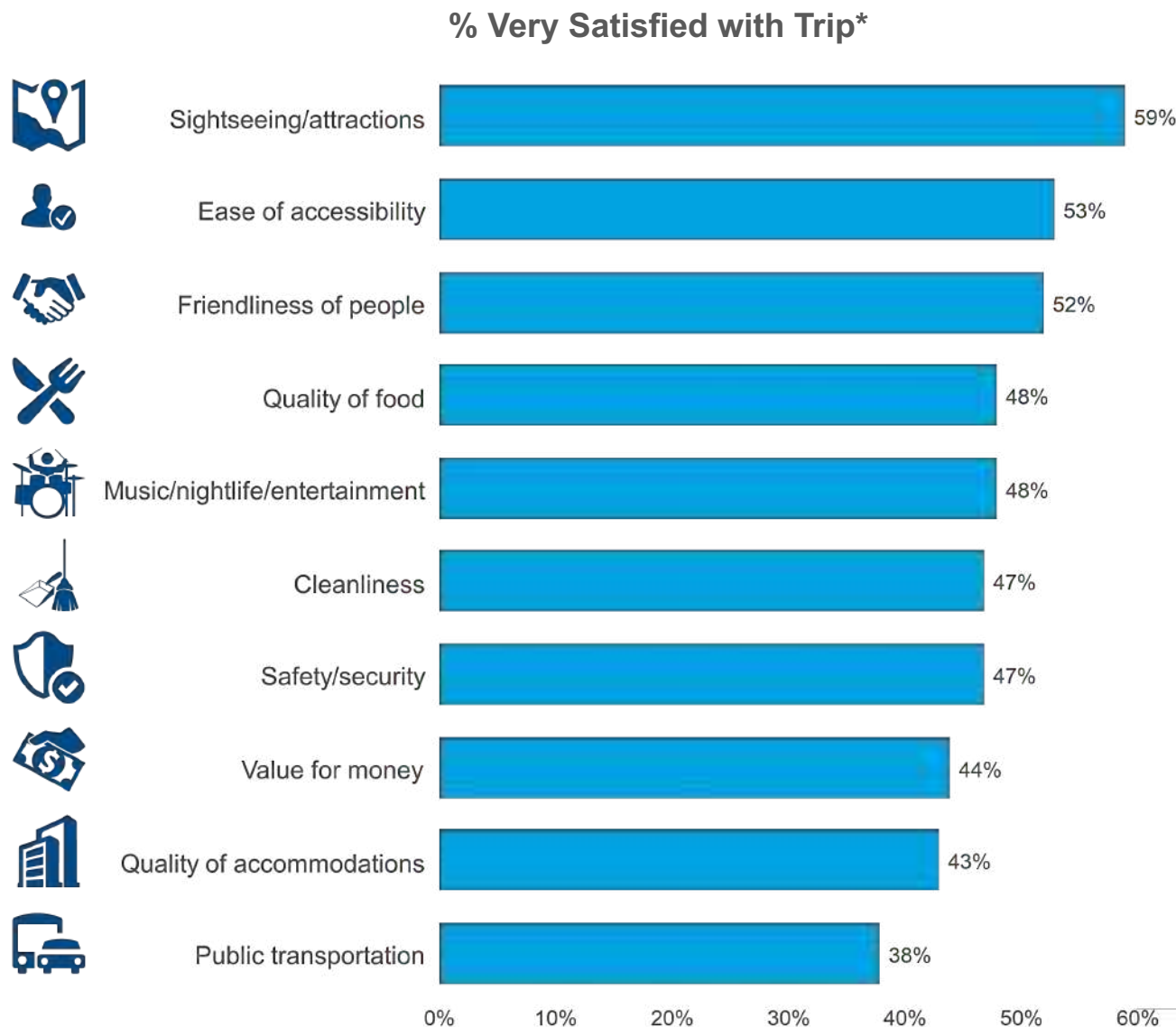
Dining Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Unique/local food	47%	47%
 Street food/food trucks	30%	23%
 Picnicking	25%	13%
 Food delivery service (UberEATS, DoorDash, etc.)	23%	21%
 Fine/upscale dining	20%	25%
 Gastropubs	8%	10%



56%

of overnight travelers were very satisfied with their overall trip experience



*Very satisfied = selected top box on a five point scale

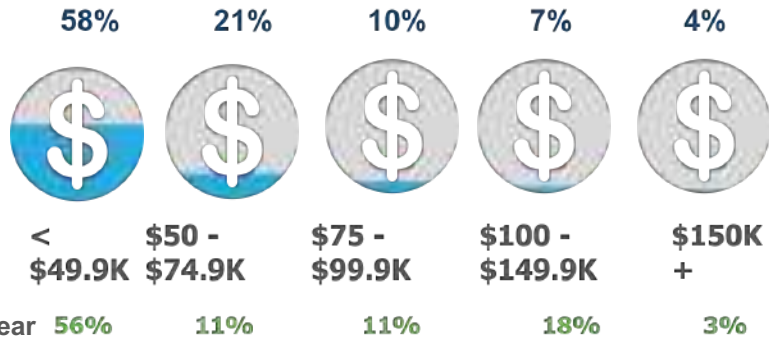
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2022 Overnight Person-Trips

Household Income

Average Income **53.6K**



Previous Year **56%** **11%** **11%** **18%** **3%**

Age

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

Kentucky's Appalachians



Average Age **41.0**

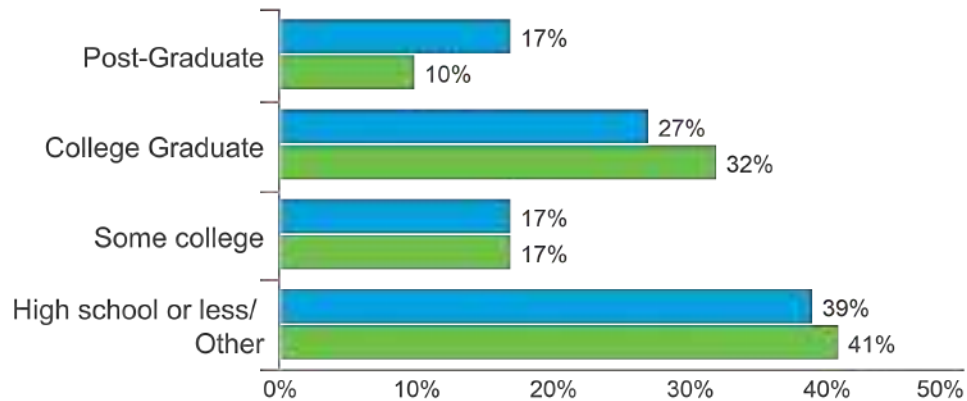
Previous Year



Average Age **38.3**

Educational Attainment

■ 2022 ■ 2021



Employment

■ Full time / self-employed ■ Part time ■ Retired / not employed / other

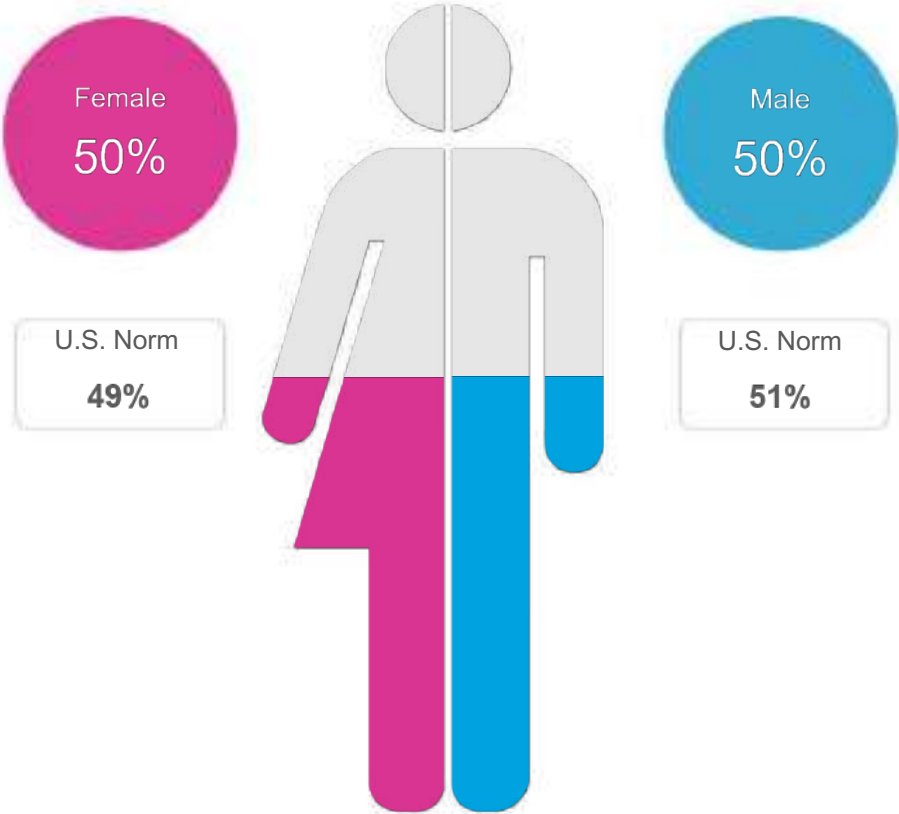
Kentucky's Appalachians



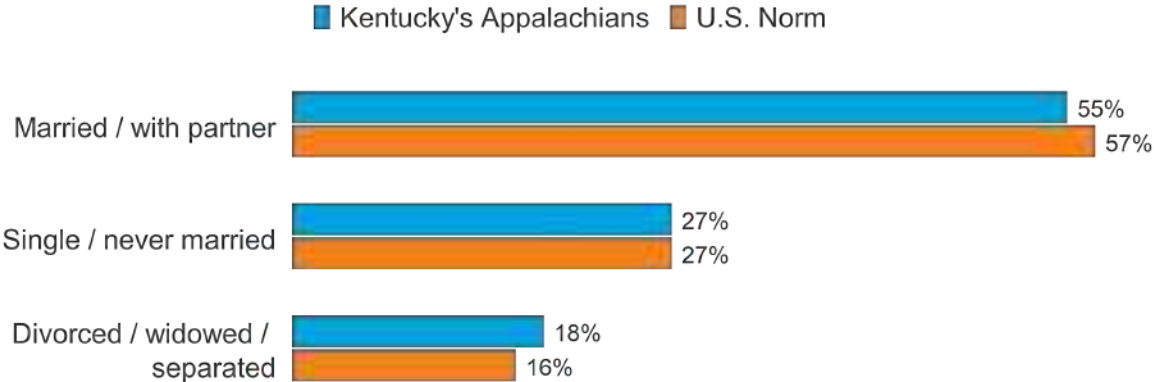
Kentucky's Appalachians' Previous Year



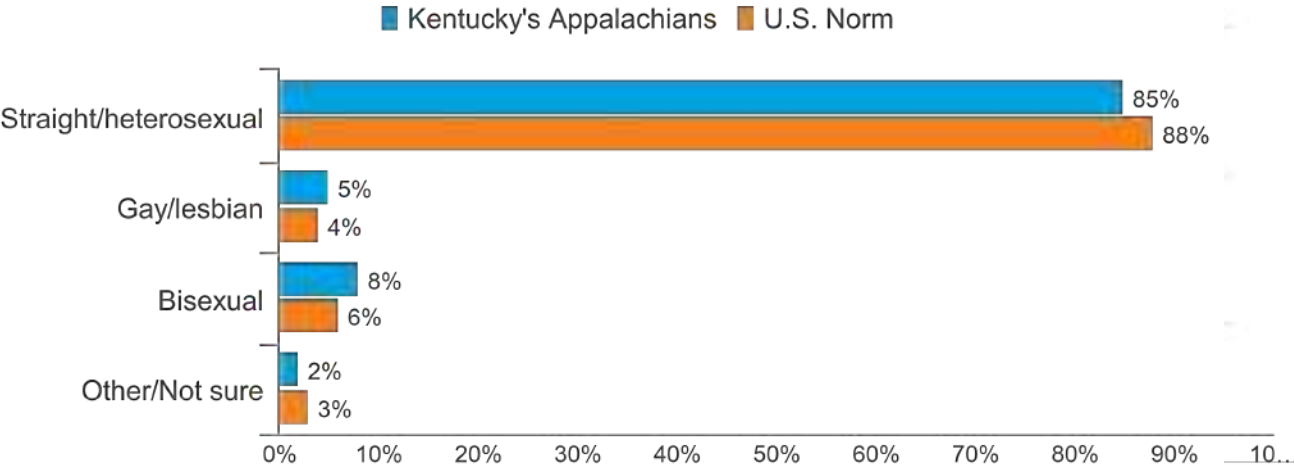
Gender



Marital Status



Sexual Orientation



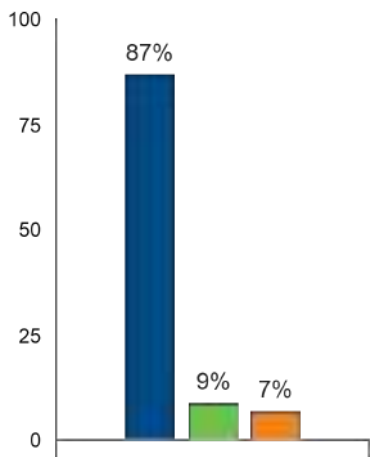
Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2022 Overnight Person-Trips

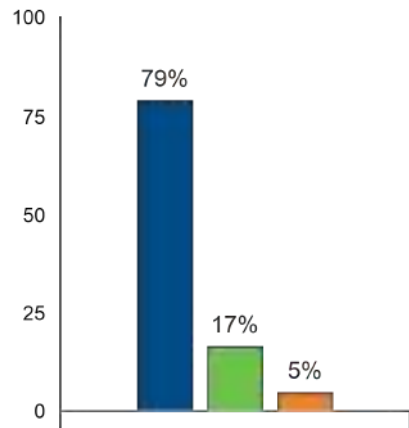
Race

■ White ■ African-American ■ Other

Kentucky's Appalachians

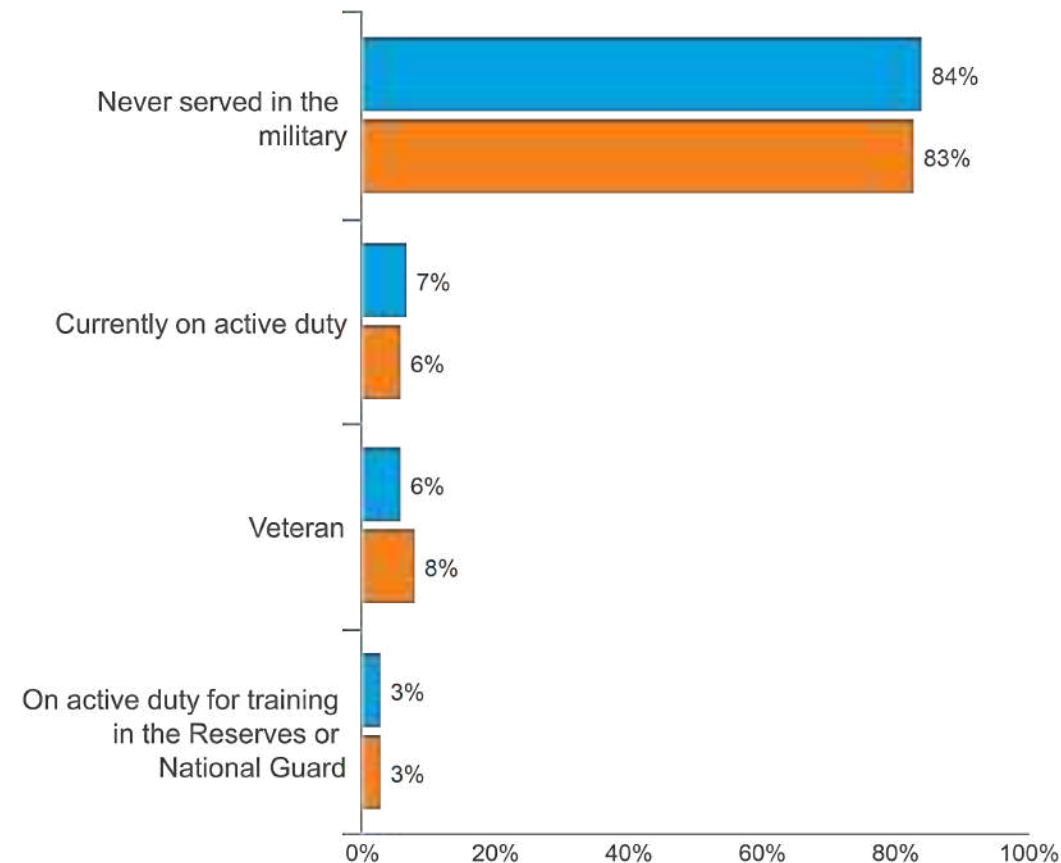


Kentucky's Appalachians's Previous Year



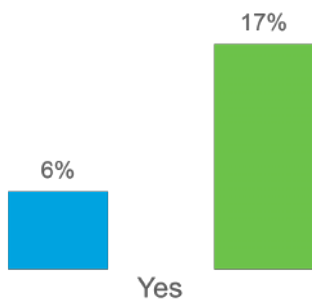
Military Status

■ Kentucky's Appalachians ■ U.S. Norm

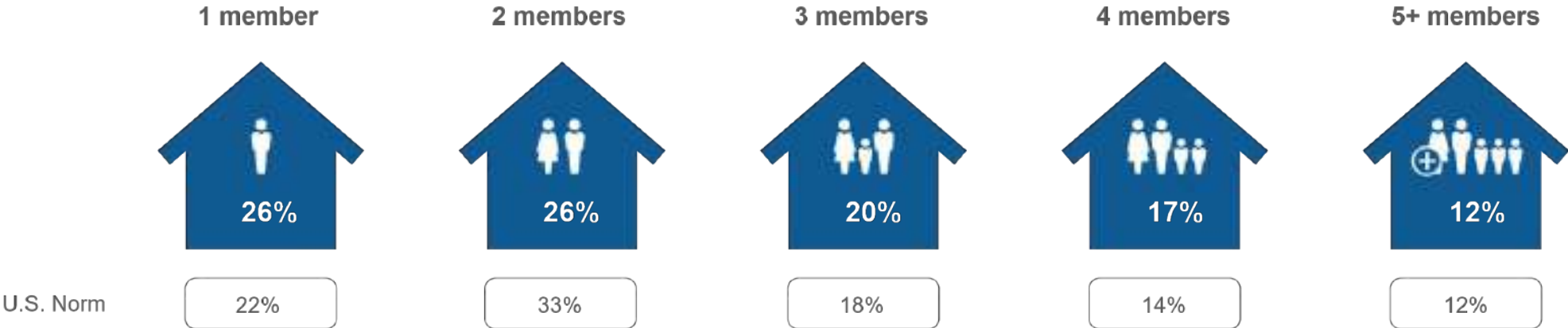


Hispanic Background

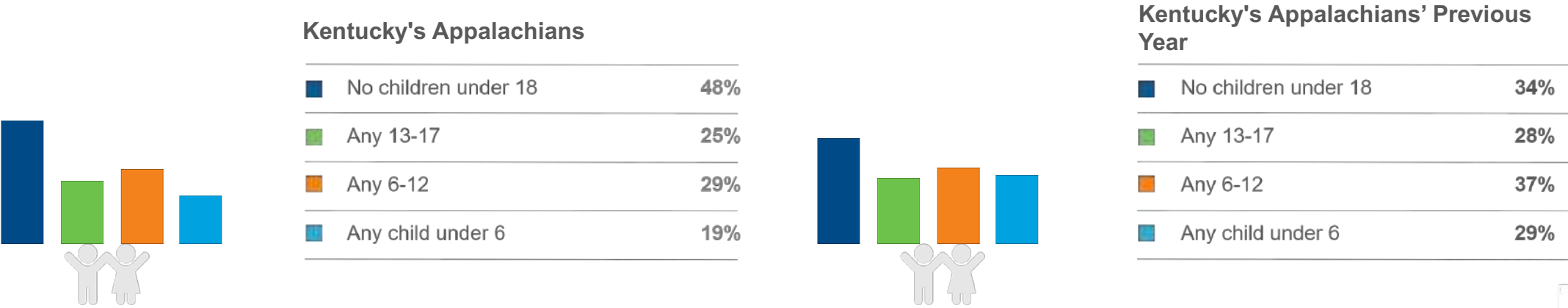
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

Daniel Boone Country

2022

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 2022.

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 2022:



Overnight Base Size












290

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

Daniel Boone Country's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Main Purpose of Trip

 52% Visiting friends/ relatives	
 13% Outdoors	 2% Conference/ Convention
 10% Touring	
 4% Theme park	 3% Other business trip
 3% Special event	
 3% Cruise	
 2% City trip	 5% Business-Leisure
 1% Casino	

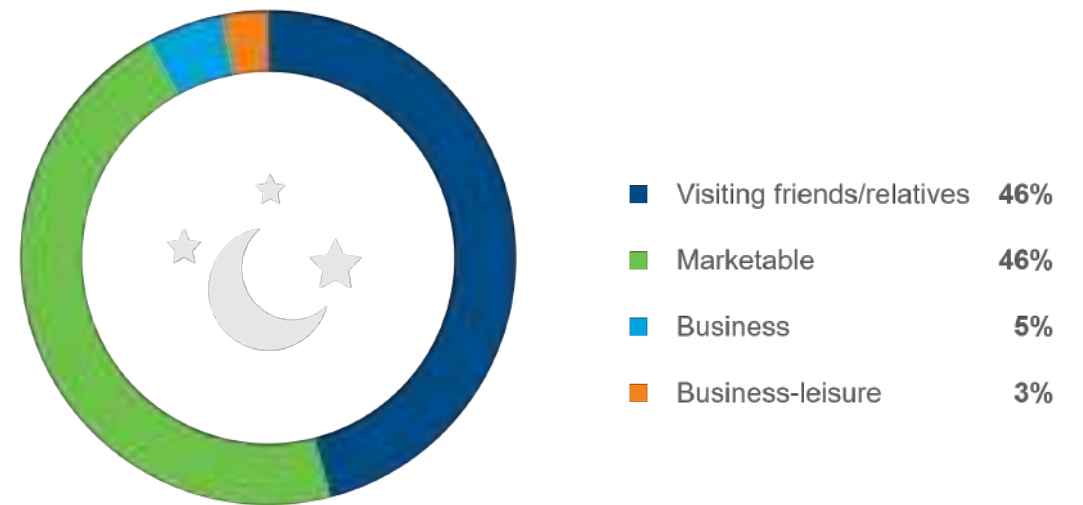
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	52%	46%
Outdoors	13%	13%
Touring	10%	13%
Theme park	4%	4%
Special event	3%	6%
Cruise	3%	1%
City trip	2%	4%
Casino	1%	4%

2022 Daniel Boone Country Overnight Trips



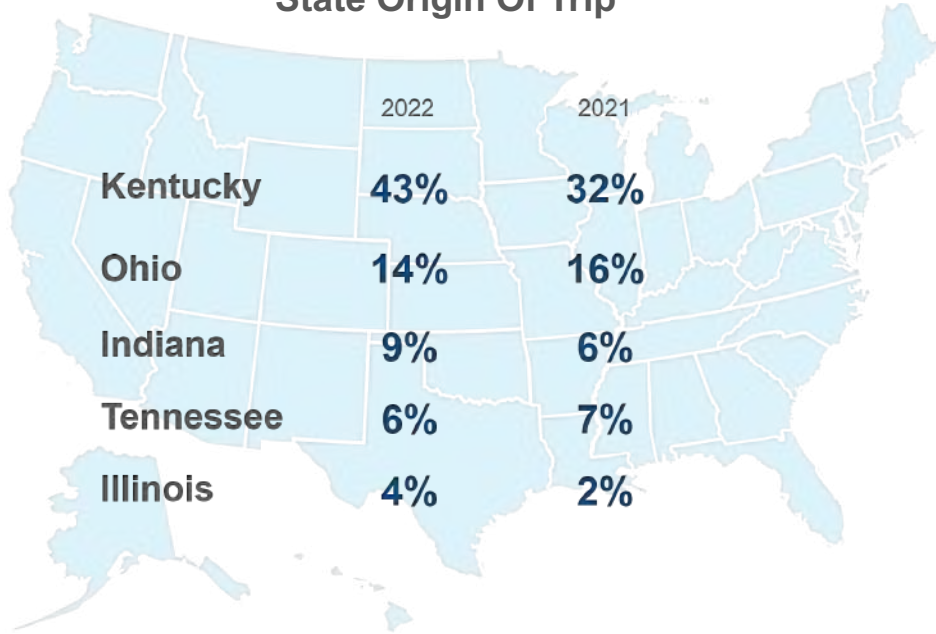
Last year's Daniel Boone Country Overnight Trips



Daniel Boone Country's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip

	2022	2021
Lexington, KY	23%	13%
Charleston-Huntington, KY/OH/WV	10%	8%
Cincinnati, OH/KY	9%	8%
Indianapolis-Lafayette, IN	7%	3%
Knoxville, TN	5%	5%
Louisville, KY	4%	8%
Dayton, OH	3%	3%

Past Visitation to Daniel Boone Country

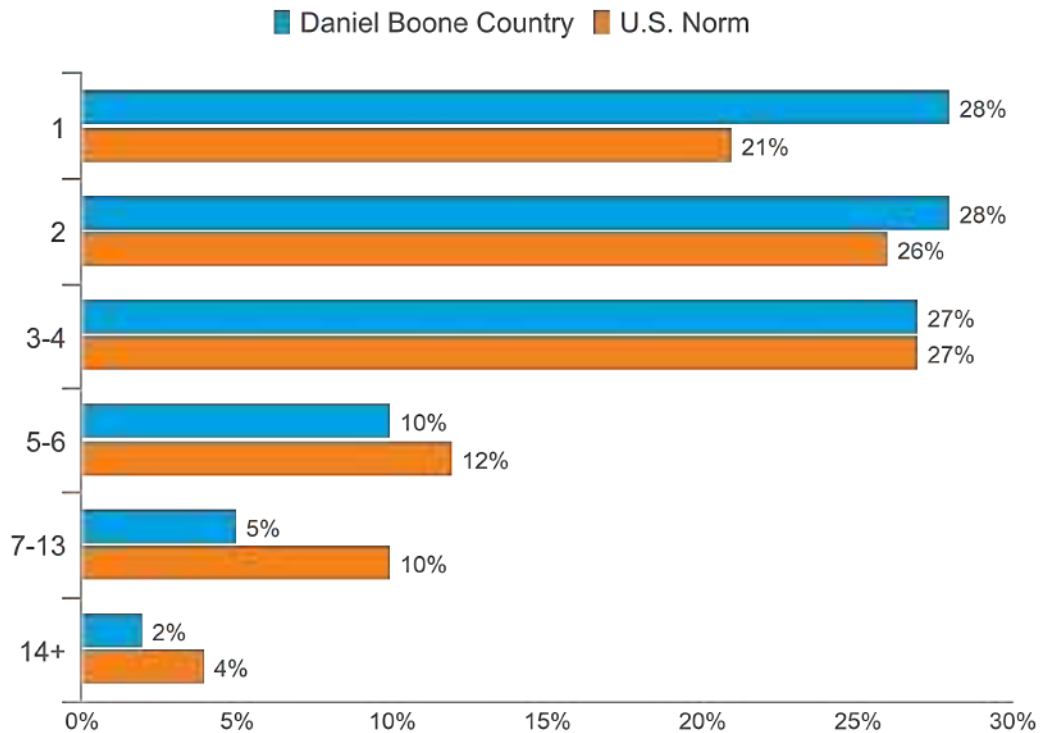
69% of overnight travelers to Daniel Boone Country are repeat visitors

45% of overnight travelers to Daniel Boone Country had visited before in the past 12 months

Daniel Boone Country's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Total Nights Away on Trip



Daniel Boone Country

3.1

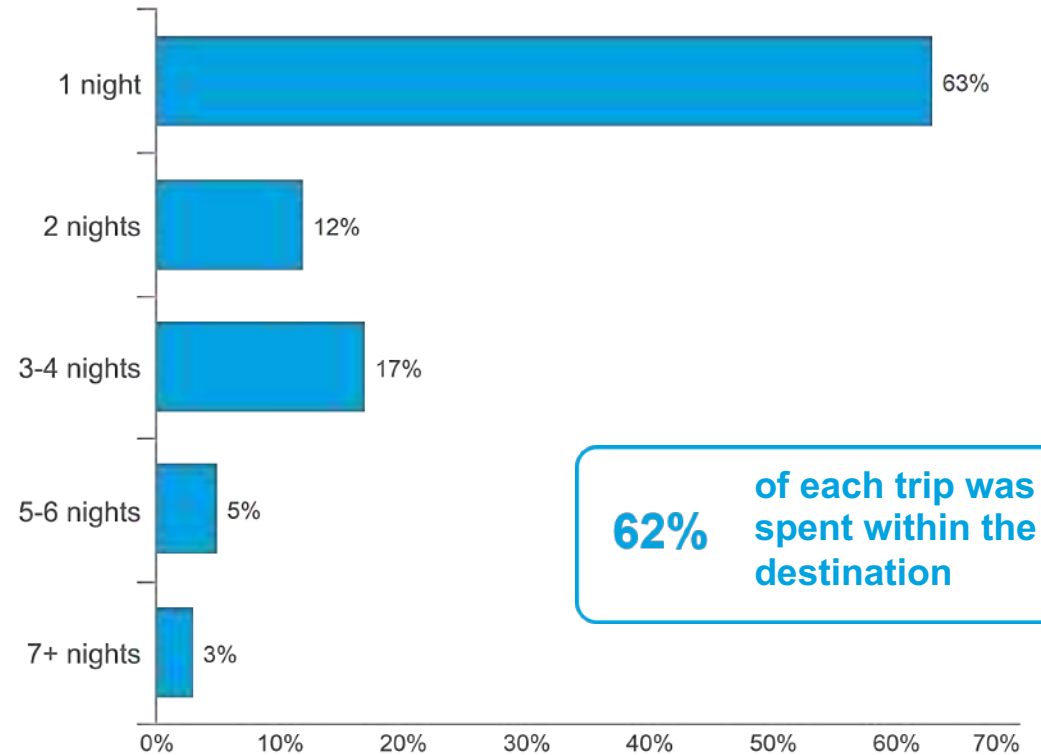
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Daniel Boone Country



62% of each trip was spent within the destination

Average number of nights

1.9

Average last year

2.0

Size of Travel Party

Children Adults

Daniel Boone Country



Total **2.8**

Average number of people

U.S. Norm

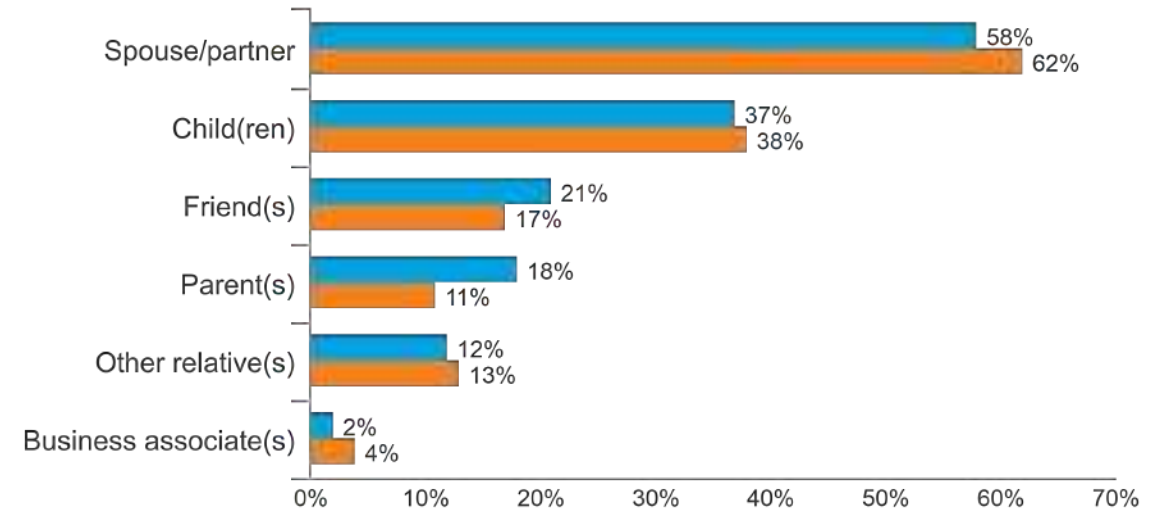


Total **2.9**

Average number of people

Composition of Immediate Travel Party

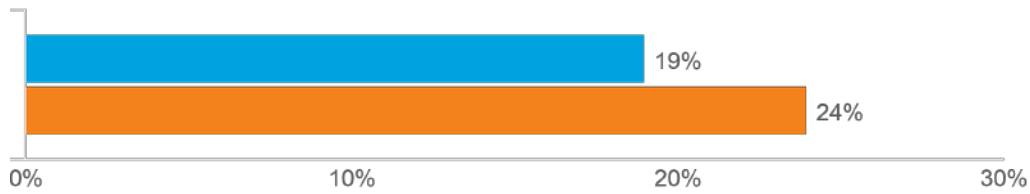
Daniel Boone Country U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

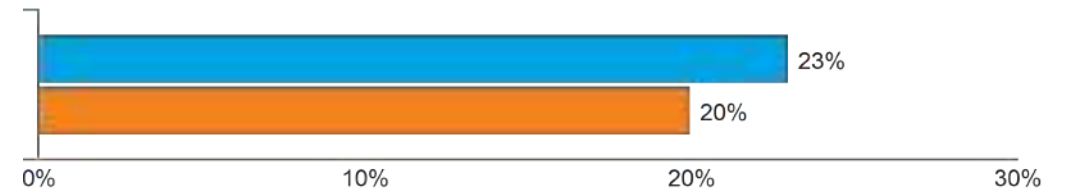
Percent Who Traveled Alone

Daniel Boone Country U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Daniel Boone Country U.S. Norm

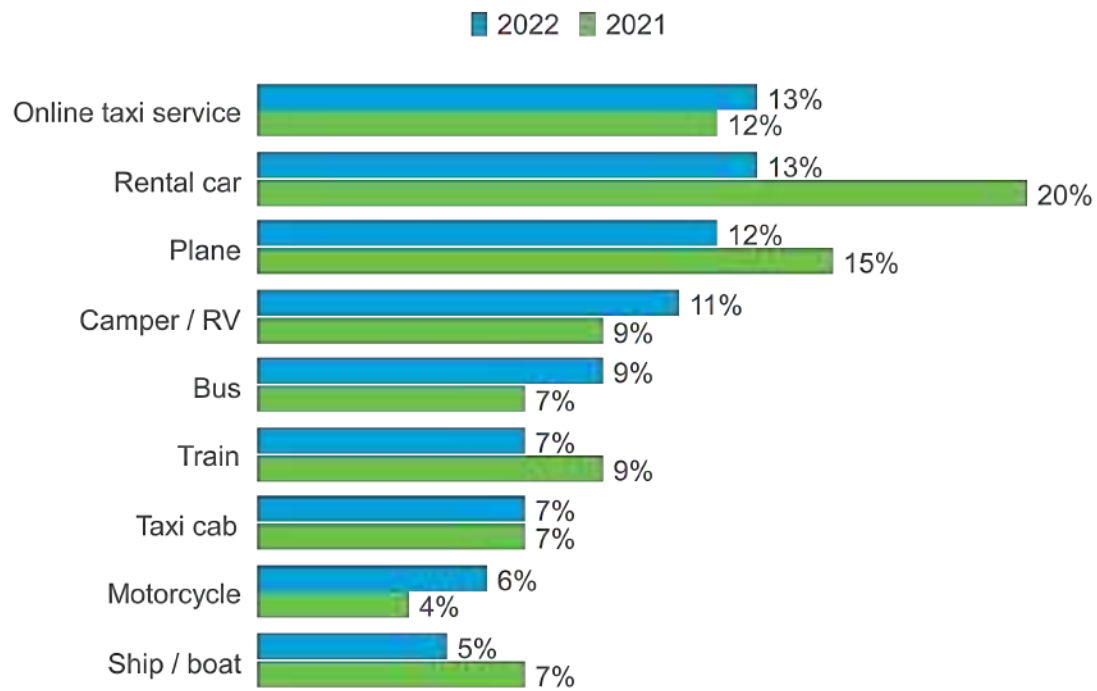


Transportation Used to get to Destination



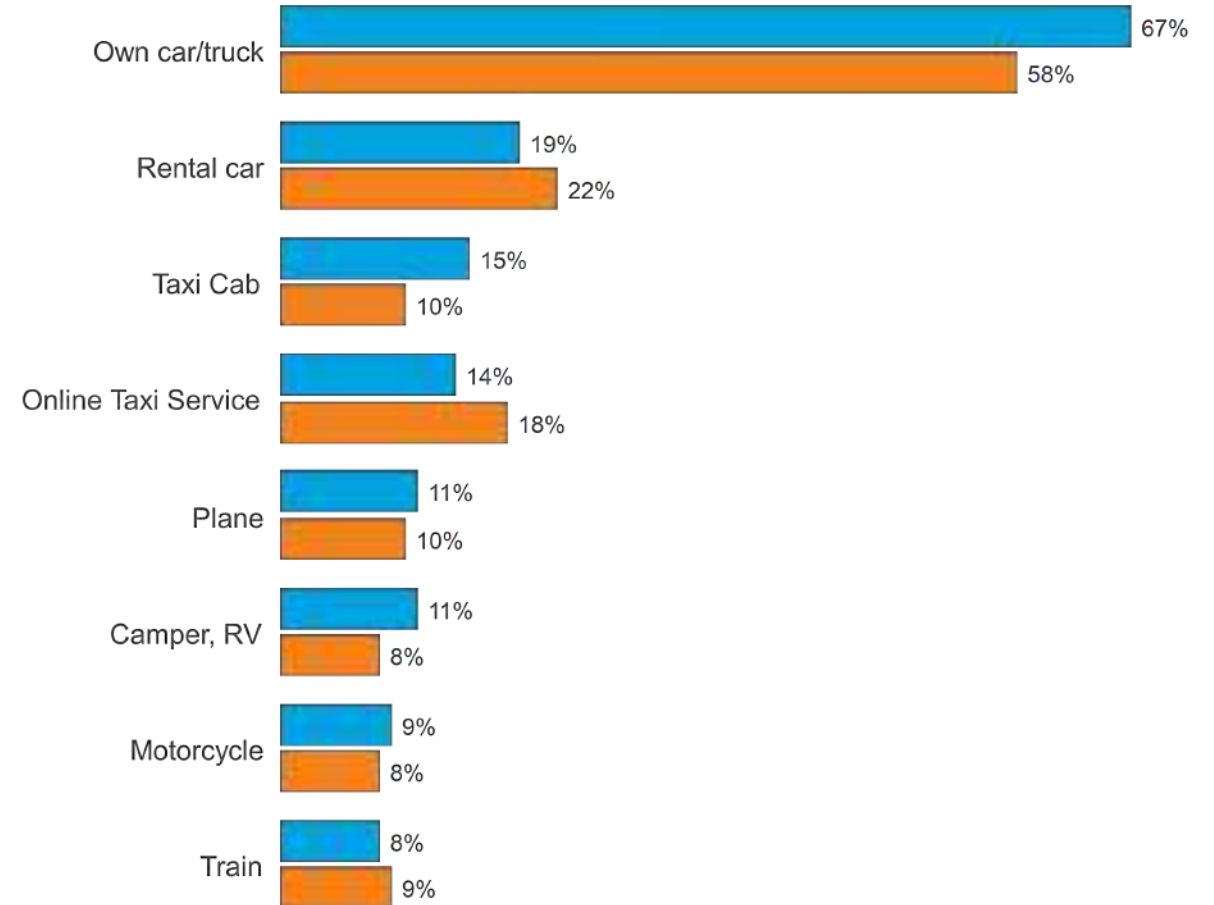
81% of overnight travelers use own car/truck to get to their destination

Previous year: **75%**

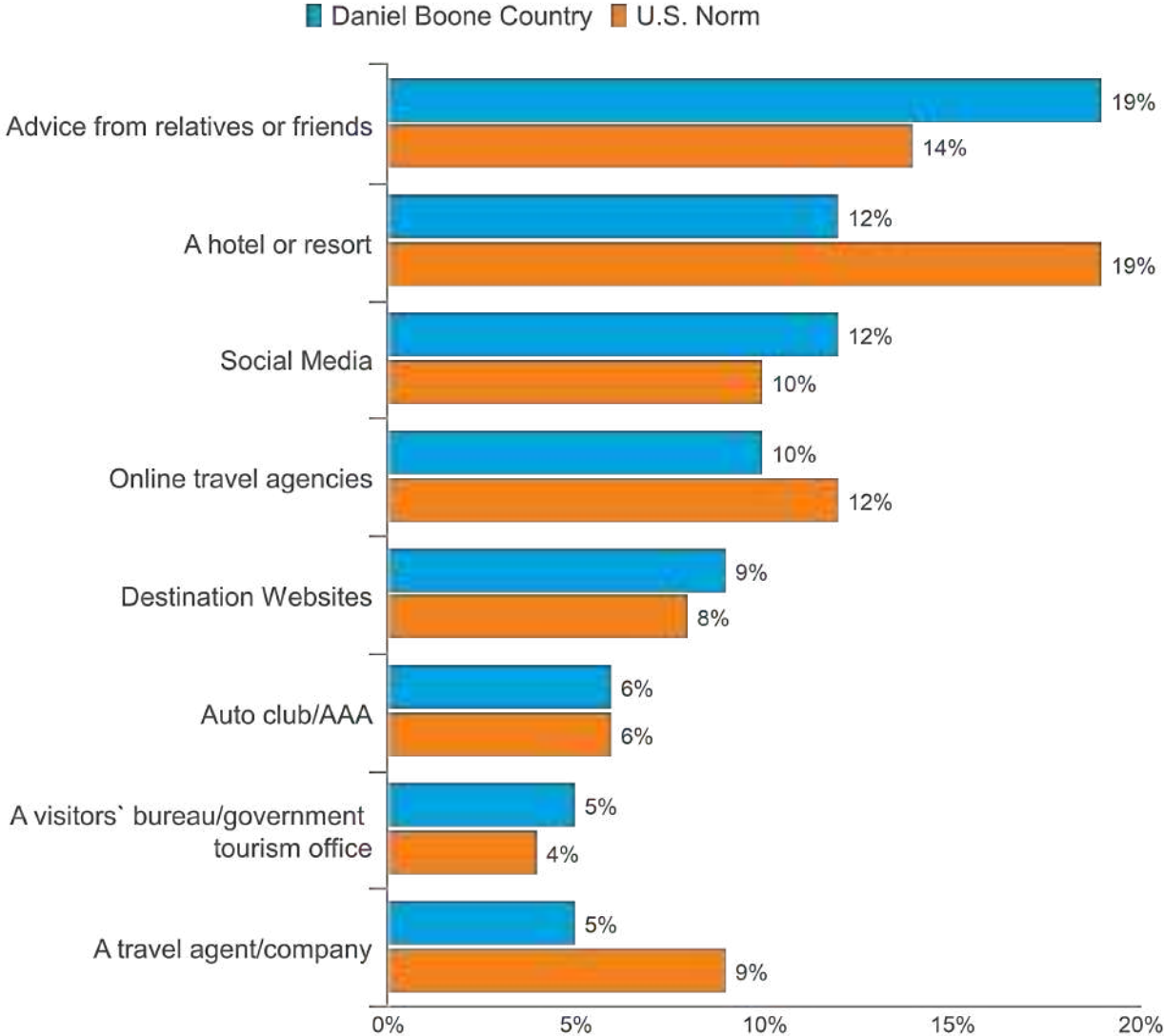


Transportation Used within Destination

■ Daniel Boone Country ■ U.S. Norm



Trip Planning Information Sources



Length of Trip Planning

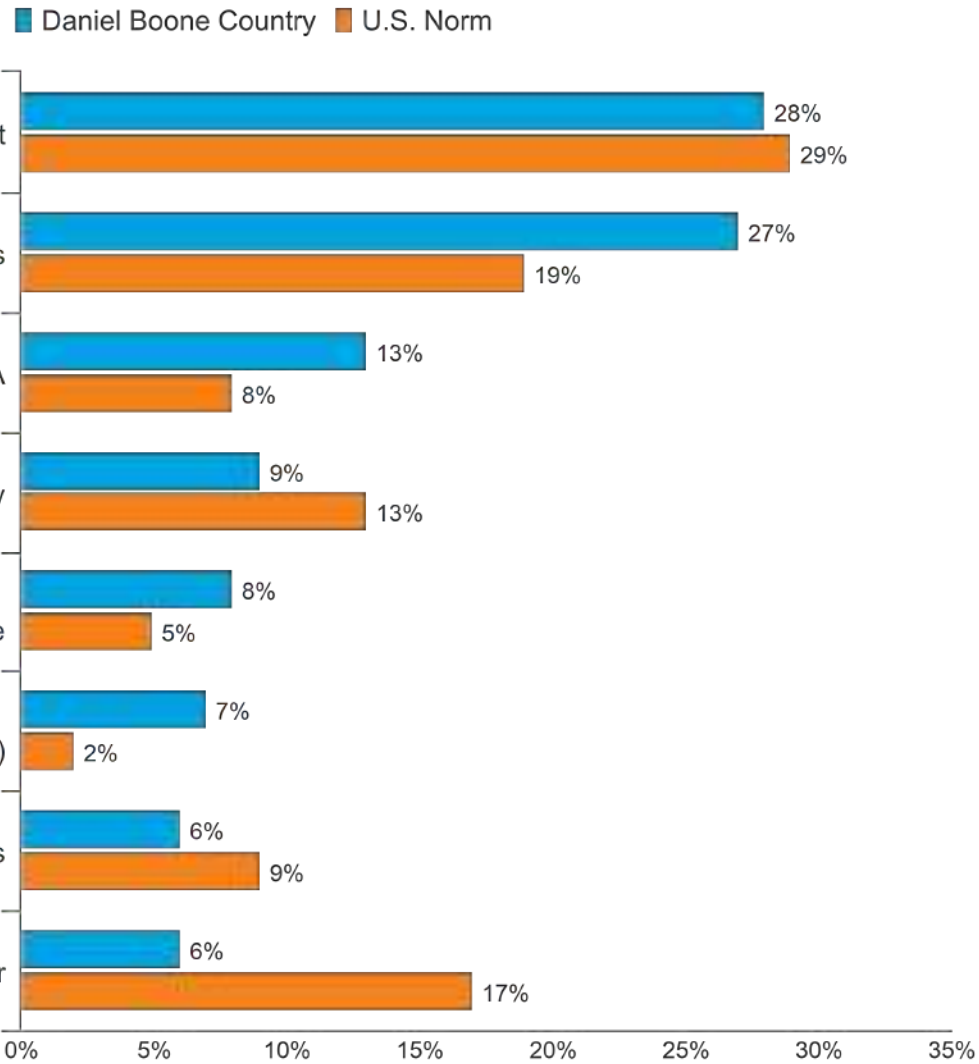
	Daniel Boone Country	U.S. Norm
1 month or less	36%	31%
2 months	14%	16%
3-5 months	13%	18%
6-12 months	14%	14%
More than 1 year in advance	4%	5%
Did not plan anything in advance	20%	16%










Daniel Boone Country's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Method of Booking



Accommodations

	2022	2021
 Hotel	30%	40%
 Home of friends / relatives	23%	17%
 Motel	17%	18%
 Bed & breakfast	10%	6%
 Campground / RV park	8%	9%
 Rented cottage / cabin	8%	7%
 Resort hotel	8%	6%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 21%

Business Activities









U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
Shopping	28%	21%
Sightseeing	22%	17%
Landmark/historic site	21%	14%
Hiking/backpacking	19%	14%
Attending celebration	19%	14%
National/state park	17%	14%
Bar/nightclub	13%	7%
Camping	13%	10%
Nature tours/wildlife viewing/birding	12%	8%
Fishing	12%	10%

Shopping Types on Trip

	Daniel Boone Country	U.S. Norm
 Convenience/grocery shopping	51%	44%
 Big box stores (Walmart, Costco)	46%	33%
 Outlet/mall shopping	45%	48%
 Souvenir shopping	29%	41%
 Antiquing	24%	12%
 Boutique shopping	8%	29%

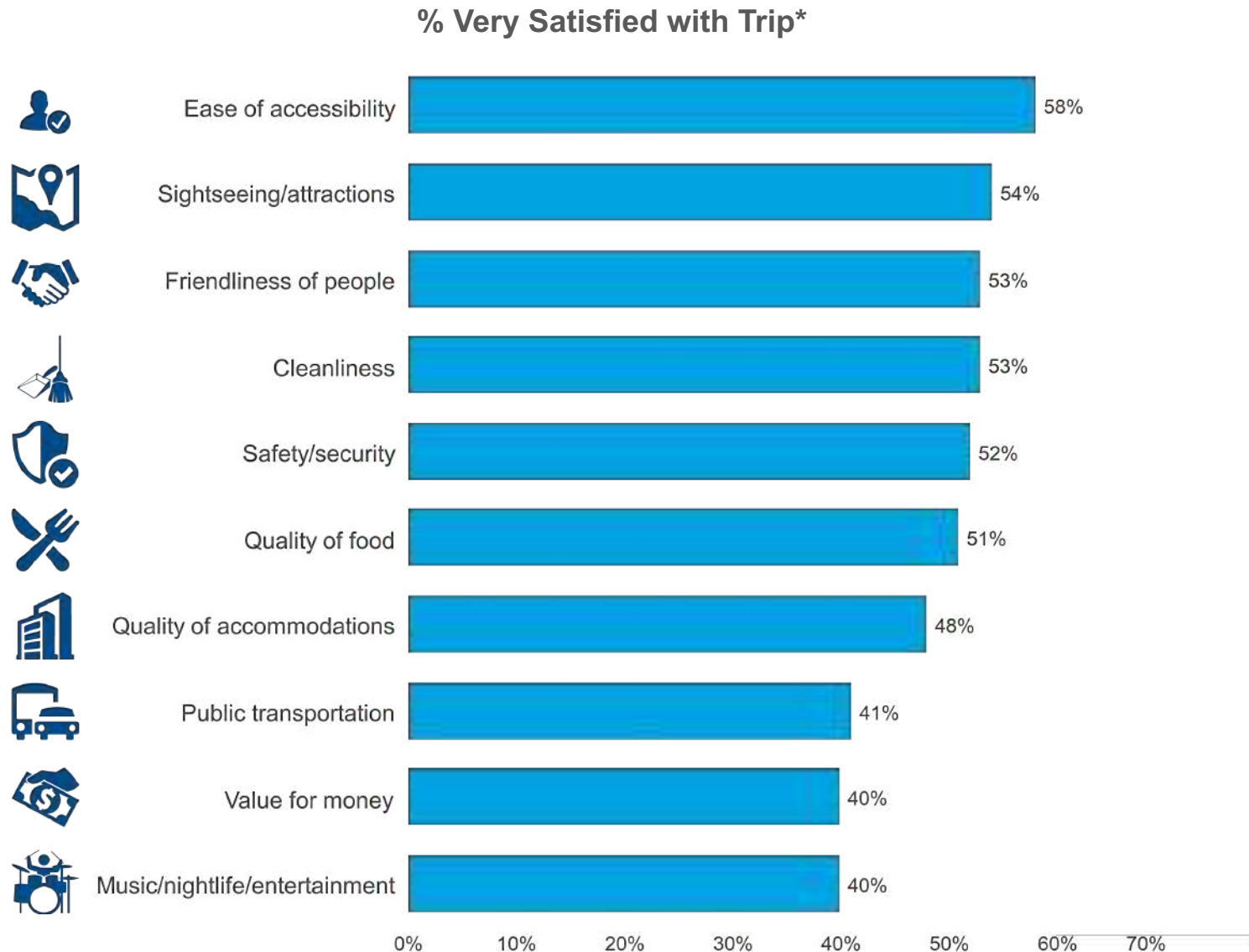
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Daniel Boone Country	U.S. Norm
 Unique/local food	44%	47%
 Street food/food trucks	22%	23%
 Food delivery service (UberEATS, DoorDash, etc.)	22%	21%
 Picnicking	20%	13%
 Fine/upscale dining	12%	25%
 Gastropubs	9%	10%



61%
of overnight travelers were
very satisfied with their overall
trip experience



*Very satisfied = selected top box on a five point scale

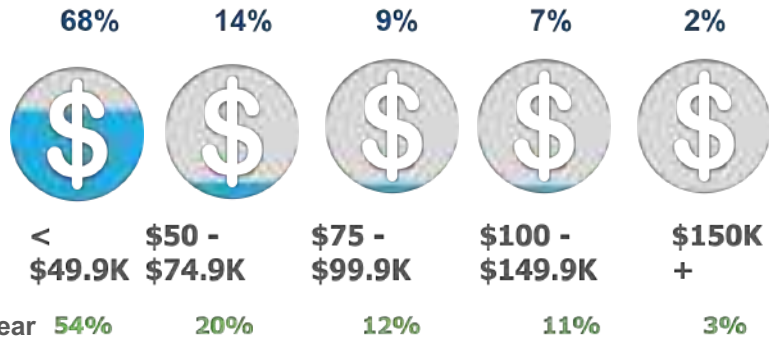
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Demographic Profile of Overnight Daniel Boone Country Visitors

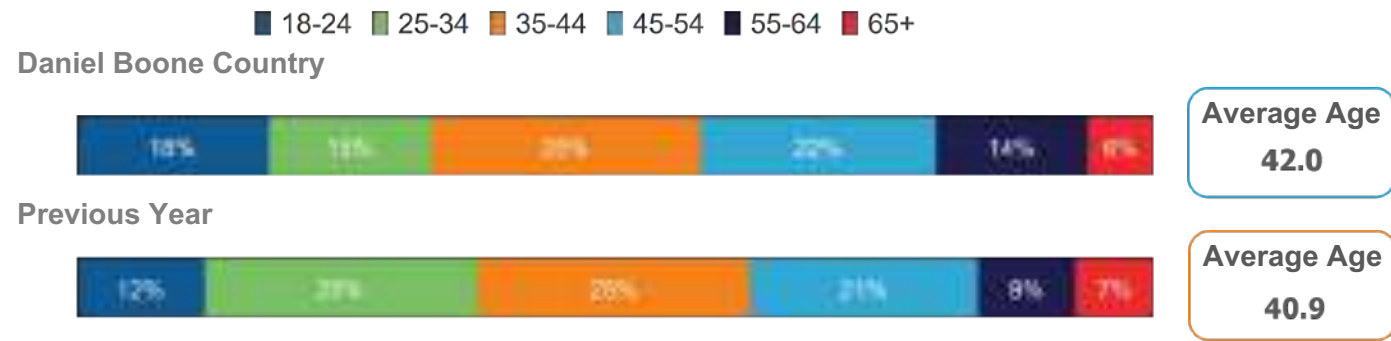
Base: 2022 Overnight Person-Trips

Household Income

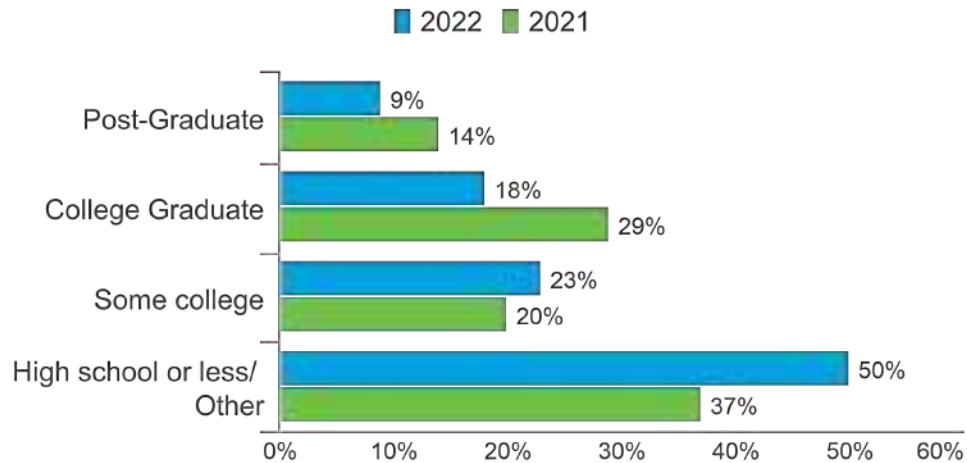
Average Income **46.1K**



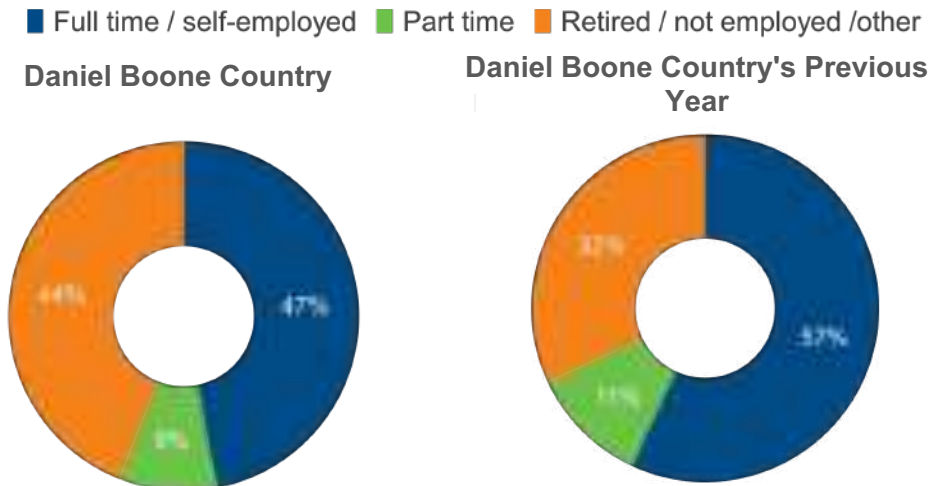
Age



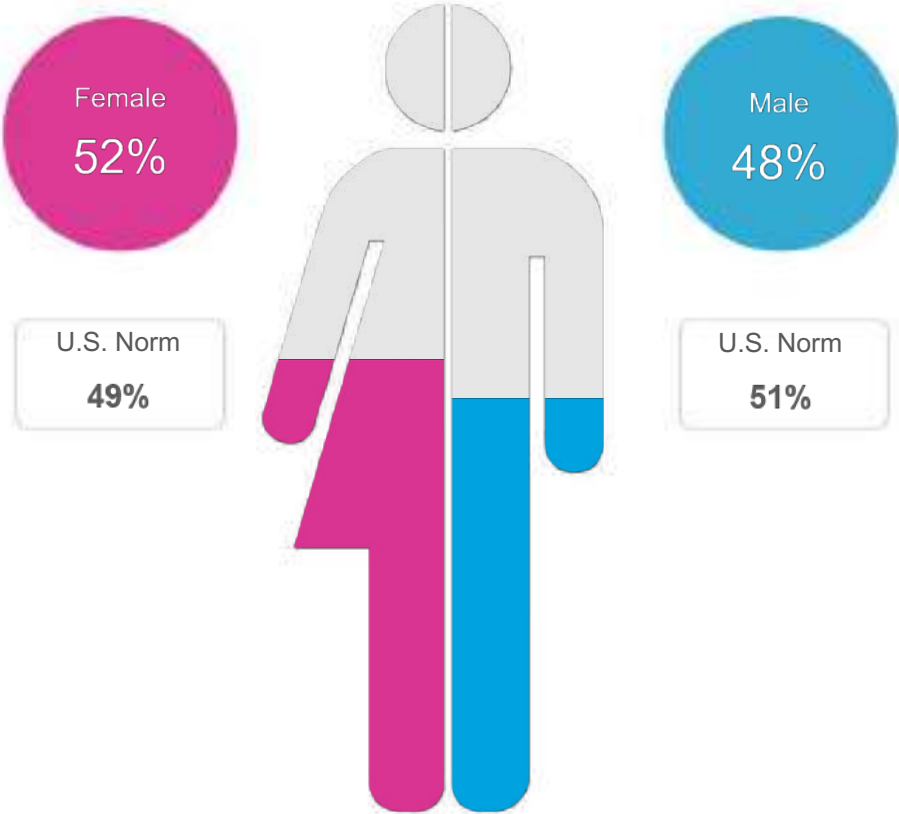
Educational Attainment



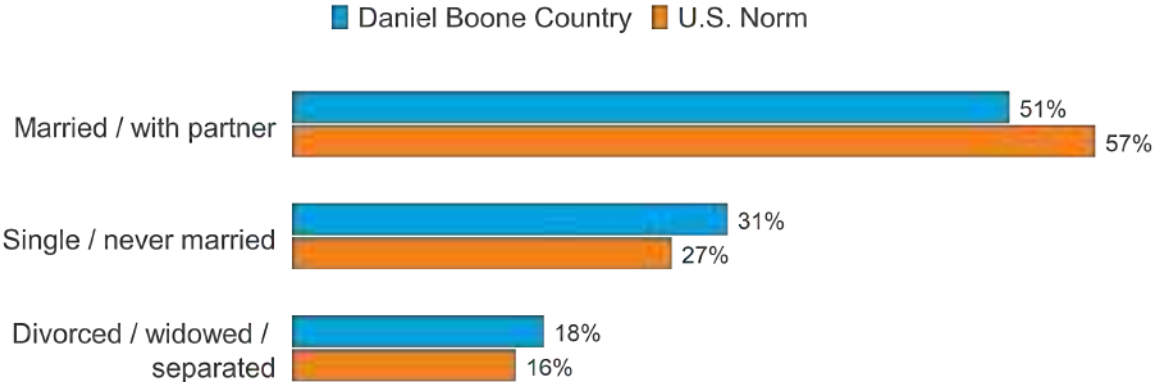
Employment



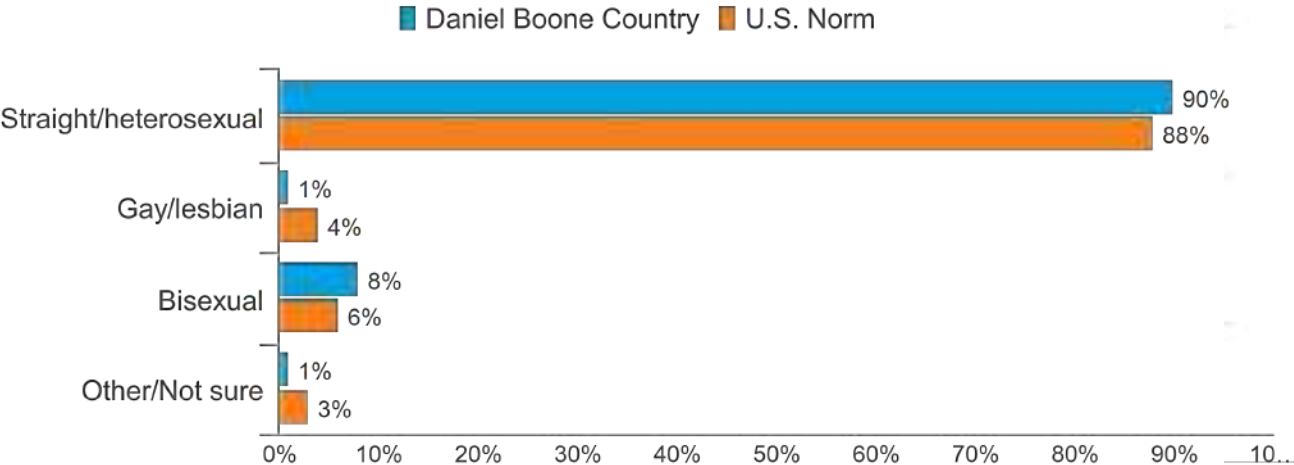
Gender



Marital Status

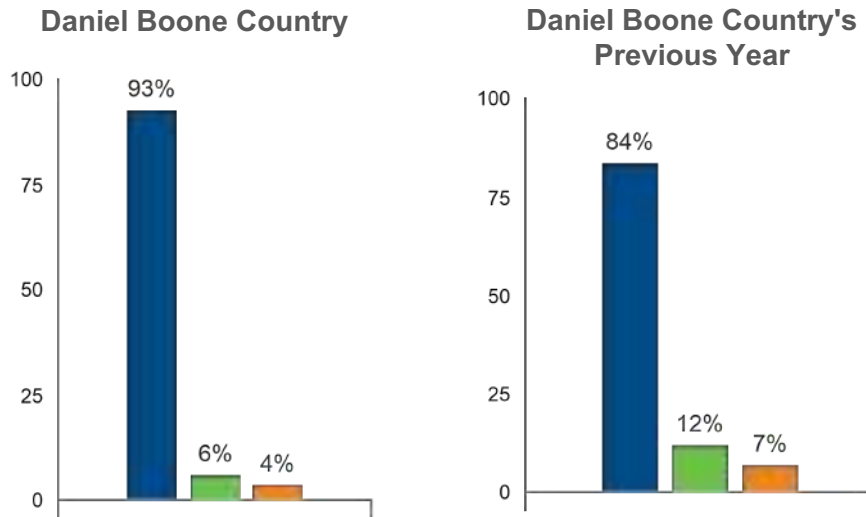


Sexual Orientation



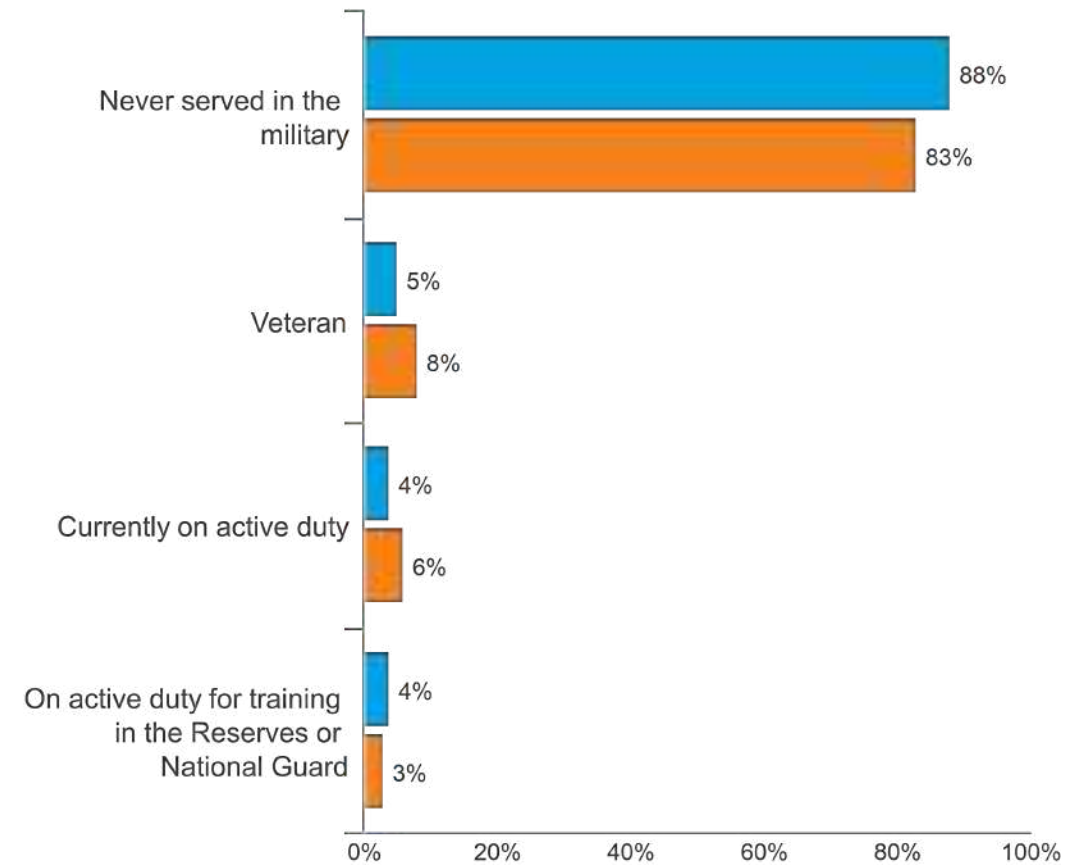
Race

■ White ■ African-American ■ Other



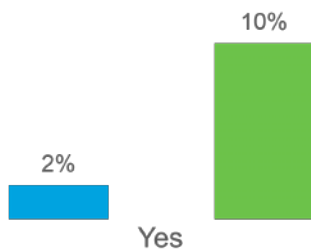
Military Status

■ Daniel Boone Country ■ U.S. Norm

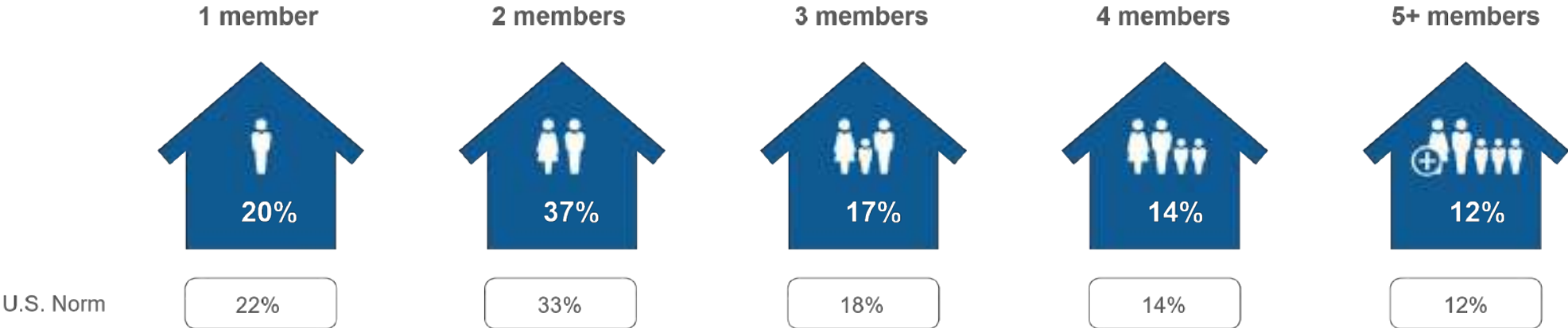


Hispanic Background

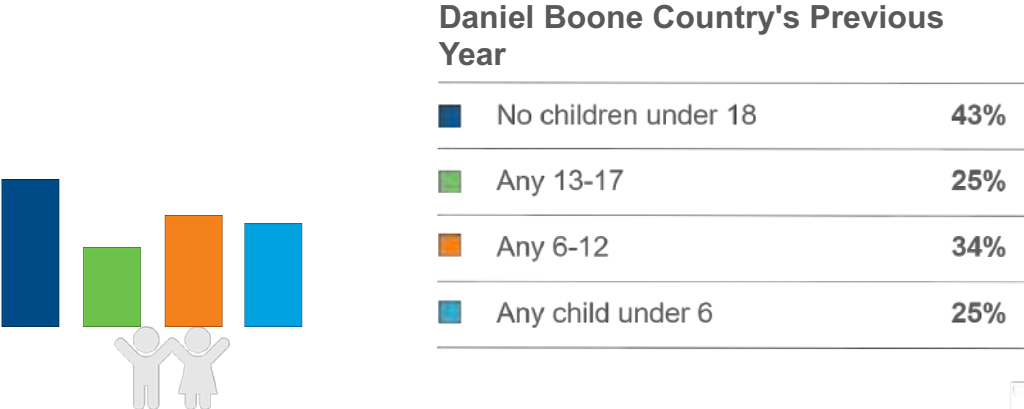
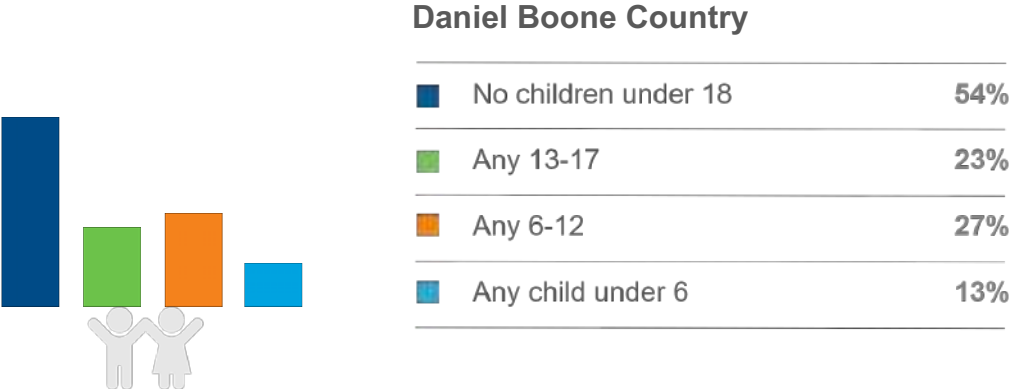
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Southern Shorelines

2021/2022

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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 Kentucky's Southern Shorelines, the following sample was achieved in 2021/2022:



Overnight Base Size












424

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

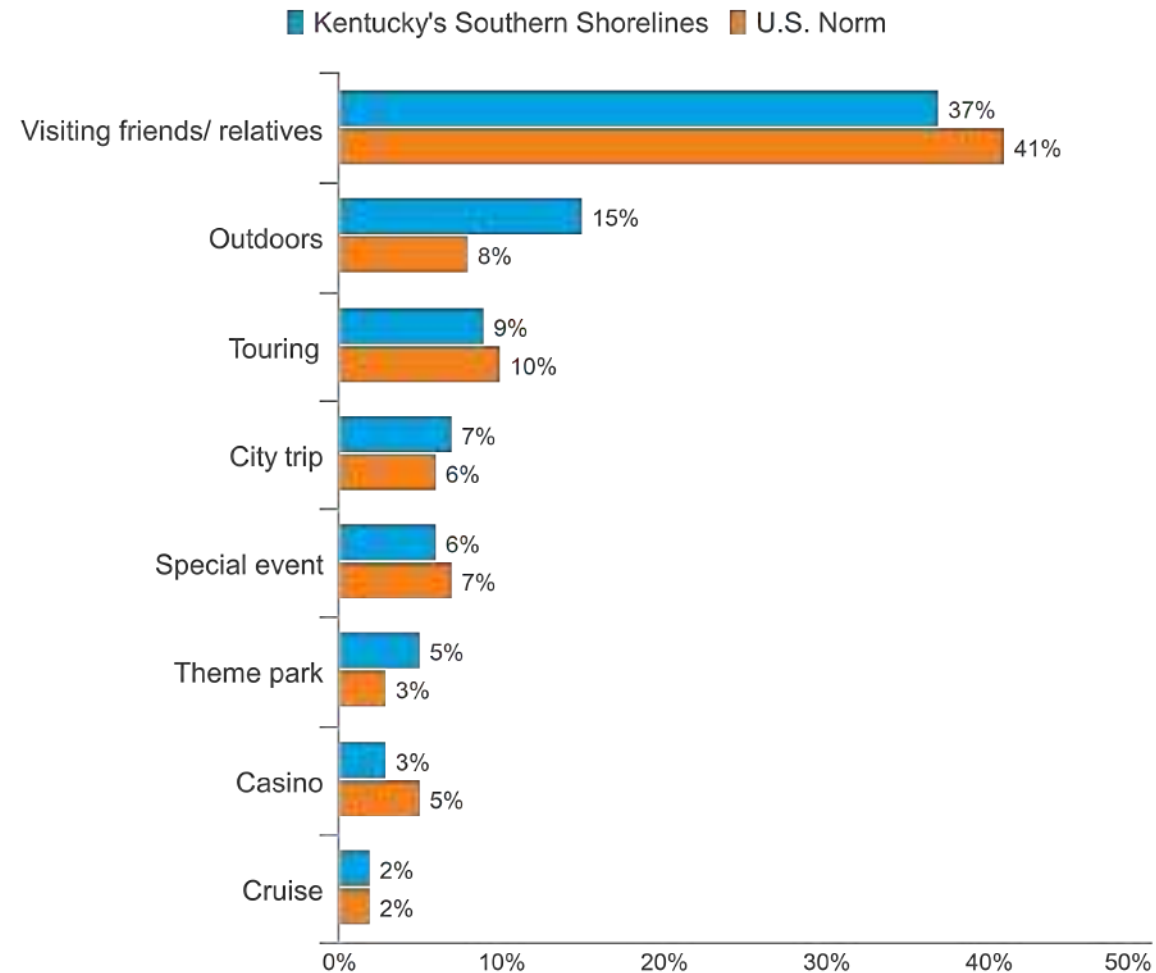
Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips

Main Purpose of Trip

 37% Visiting friends/ relatives	
 15% Outdoors	 2% Conference/ Convention
 9% Touring	
 7% City trip	
 6% Special event	 6% Other business trip
 5% Theme park	
 3% Casino	 4% Business-Leisure
 2% Cruise	

Main Purpose of Leisure Trip



2022 U.S. Overnight Trips



■	Visiting friends/relatives	41%
■	Marketable	48%
■	Business	8%
■	Business-leisure	4%

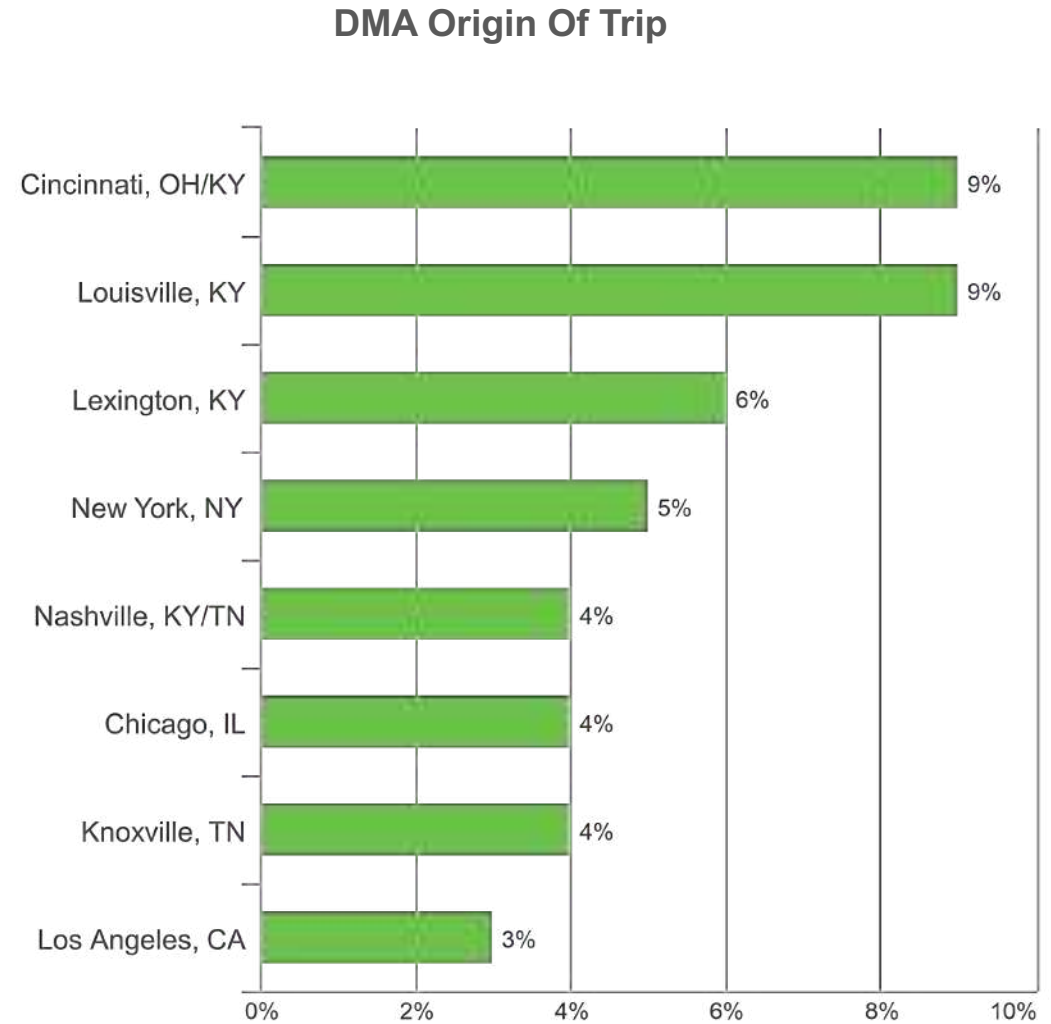
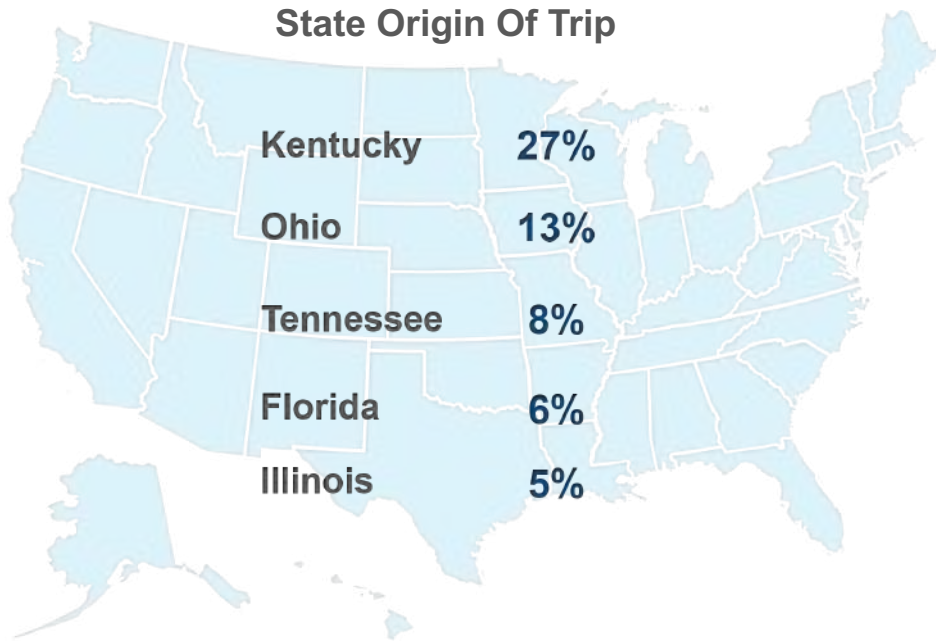
Kentucky's Southern Shorelines Overnight Trips



■	Visiting friends/relatives	37%
■	Marketable	52%
■	Business	8%
■	Business-leisure	4%

Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips



Past Visitation to Kentucky's Southern Shorelines

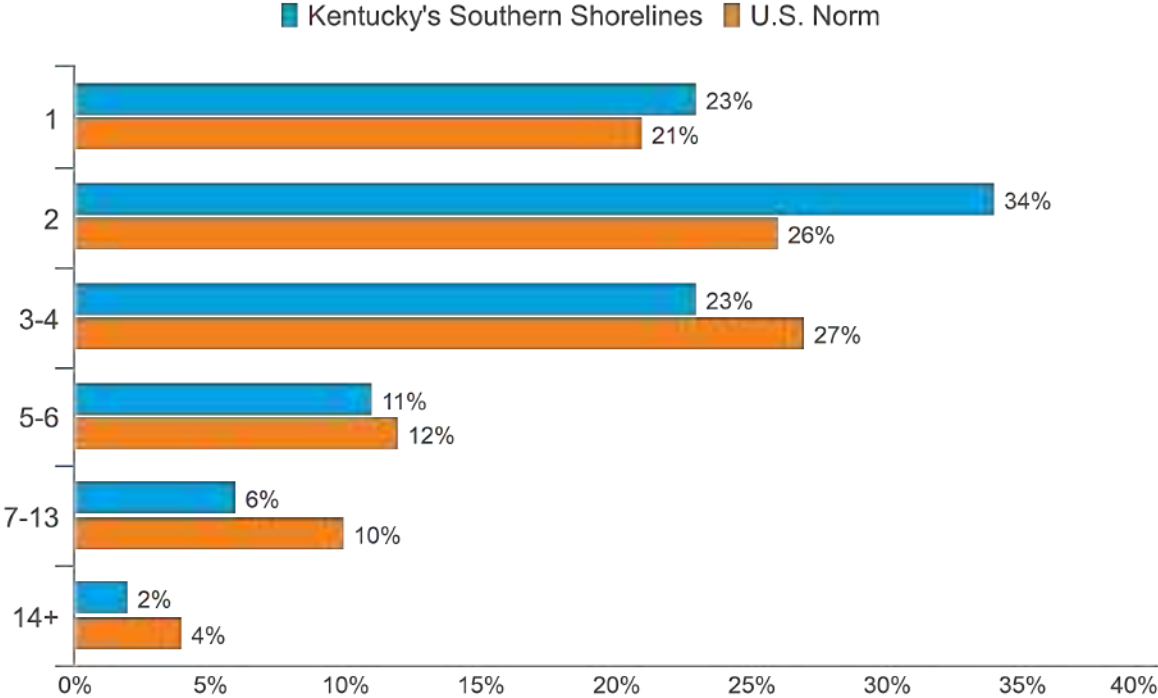
65% of overnight travelers to Kentucky's Southern Shorelines are repeat visitors

45% of overnight travelers to Kentucky's Southern Shorelines had visited before in the past 12 months

Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips

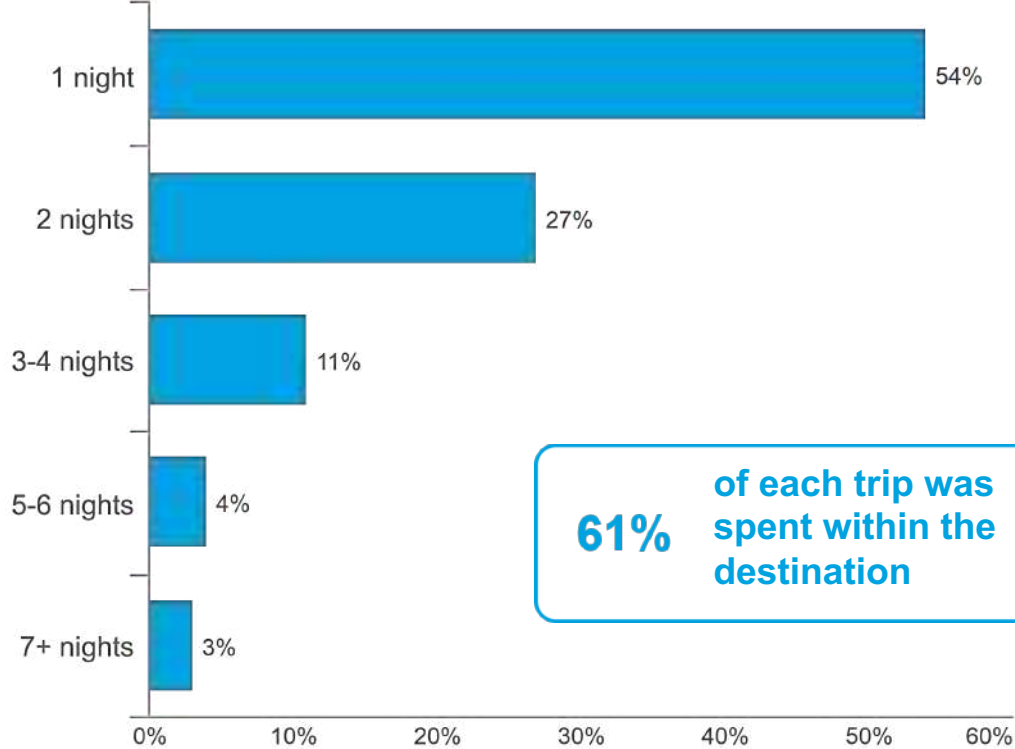
Total Nights Away on Trip



Kentucky's Southern Shorelines
3.3
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Kentucky's Southern Shorelines



61% of each trip was spent within the destination

Average number of nights
2.0

Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips

Size of Travel Party

■ Adults ■ Children

Kentucky's Southern Shorelines



Average number of people

Total
3.5

U.S. Norm

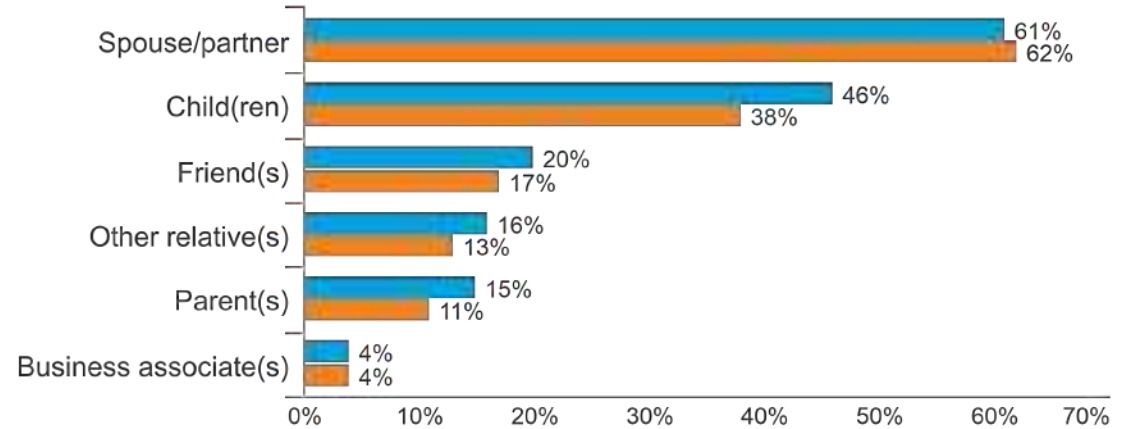


Average number of people

Total
2.9

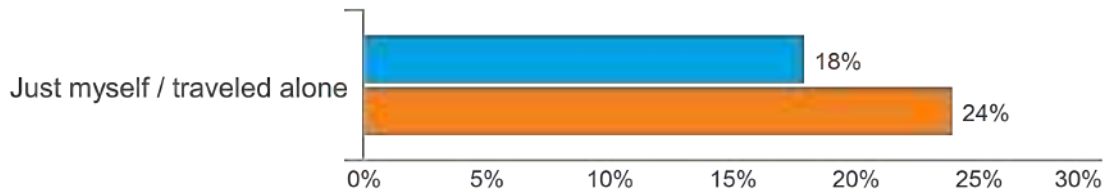
Composition of Immediate Travel Party

■ Kentucky's Southern Shorelines ■ U.S. Norm



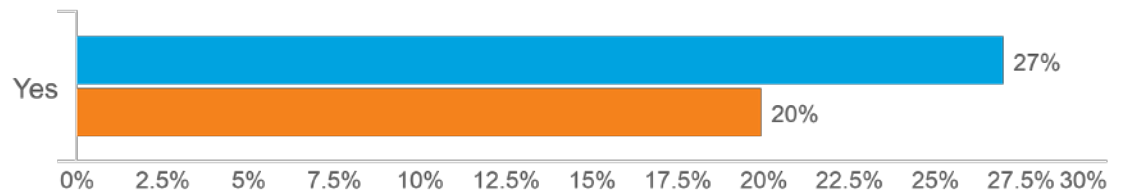
Percent Who Traveled Alone

■ Kentucky's Southern Shorelines ■ U.S. Norm



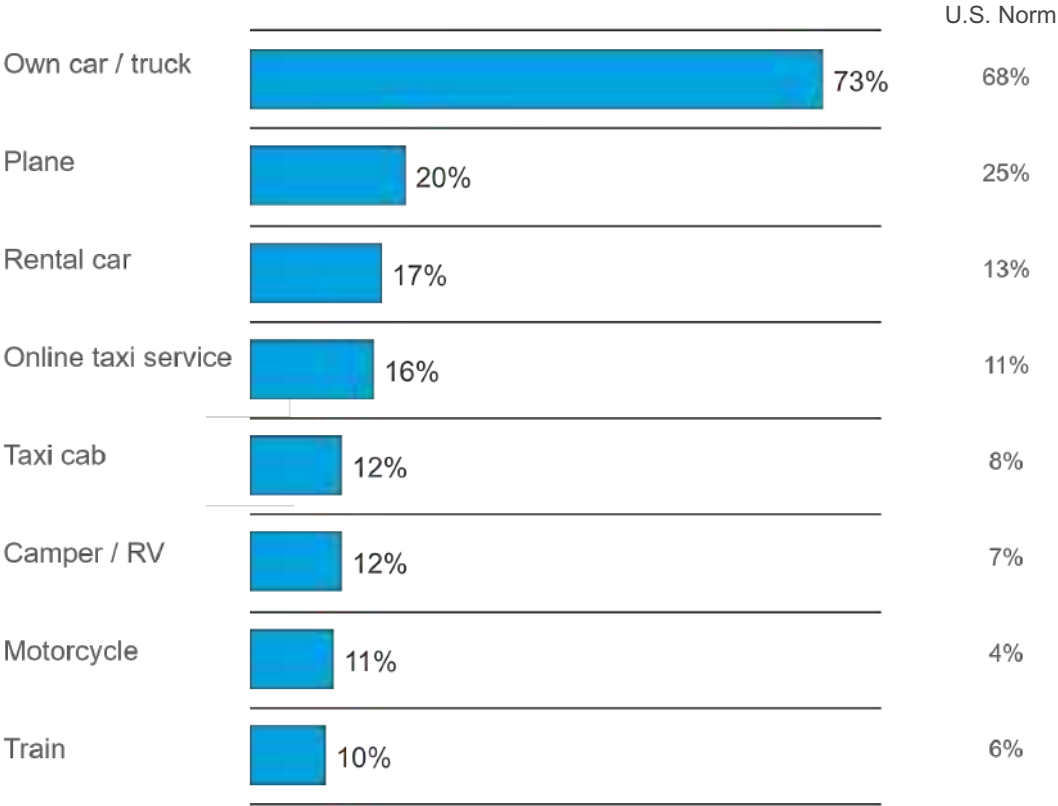
Percent Who Had Travel Party Member with Disabilities

■ Kentucky's Southern Shorelines ■ U.S. Norm

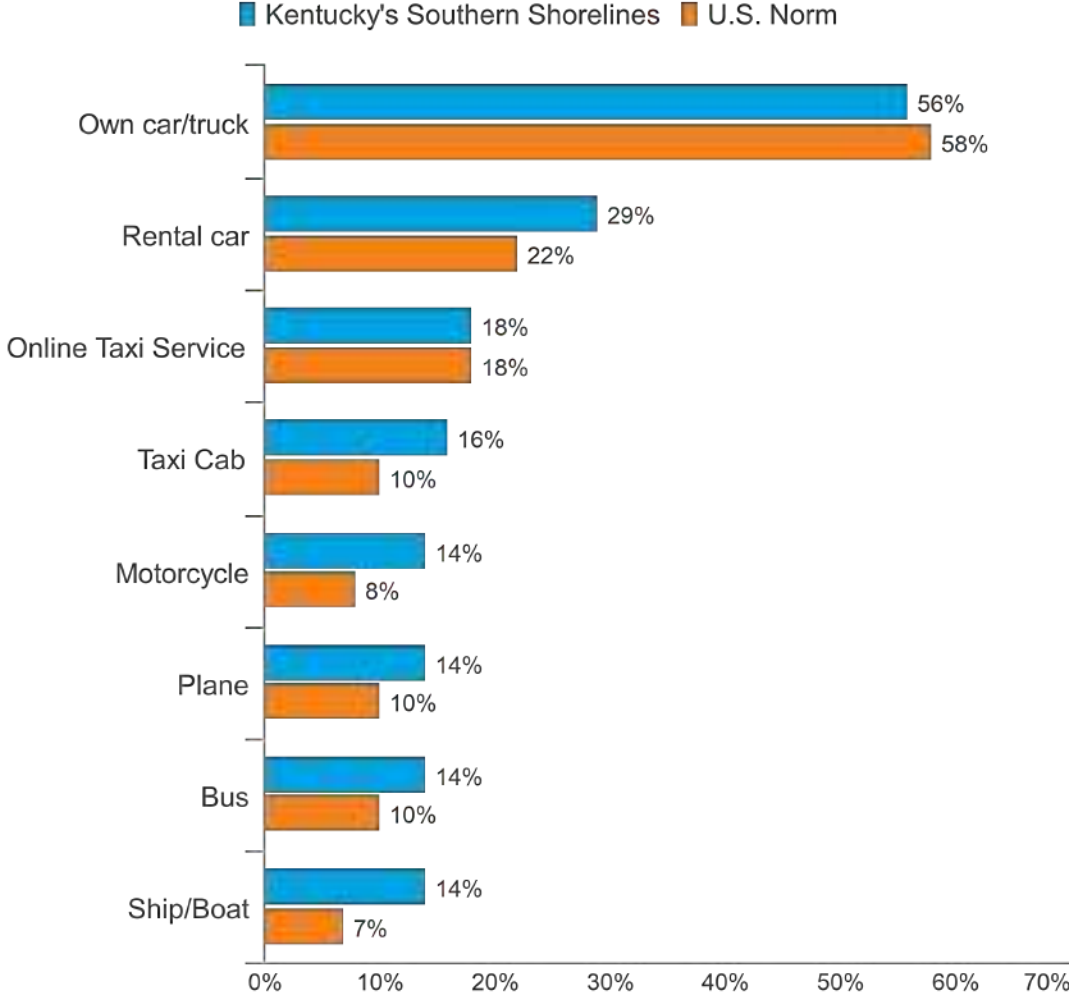


Question added in 2022, data is for 2022 only

Transportation Used to get to Destination



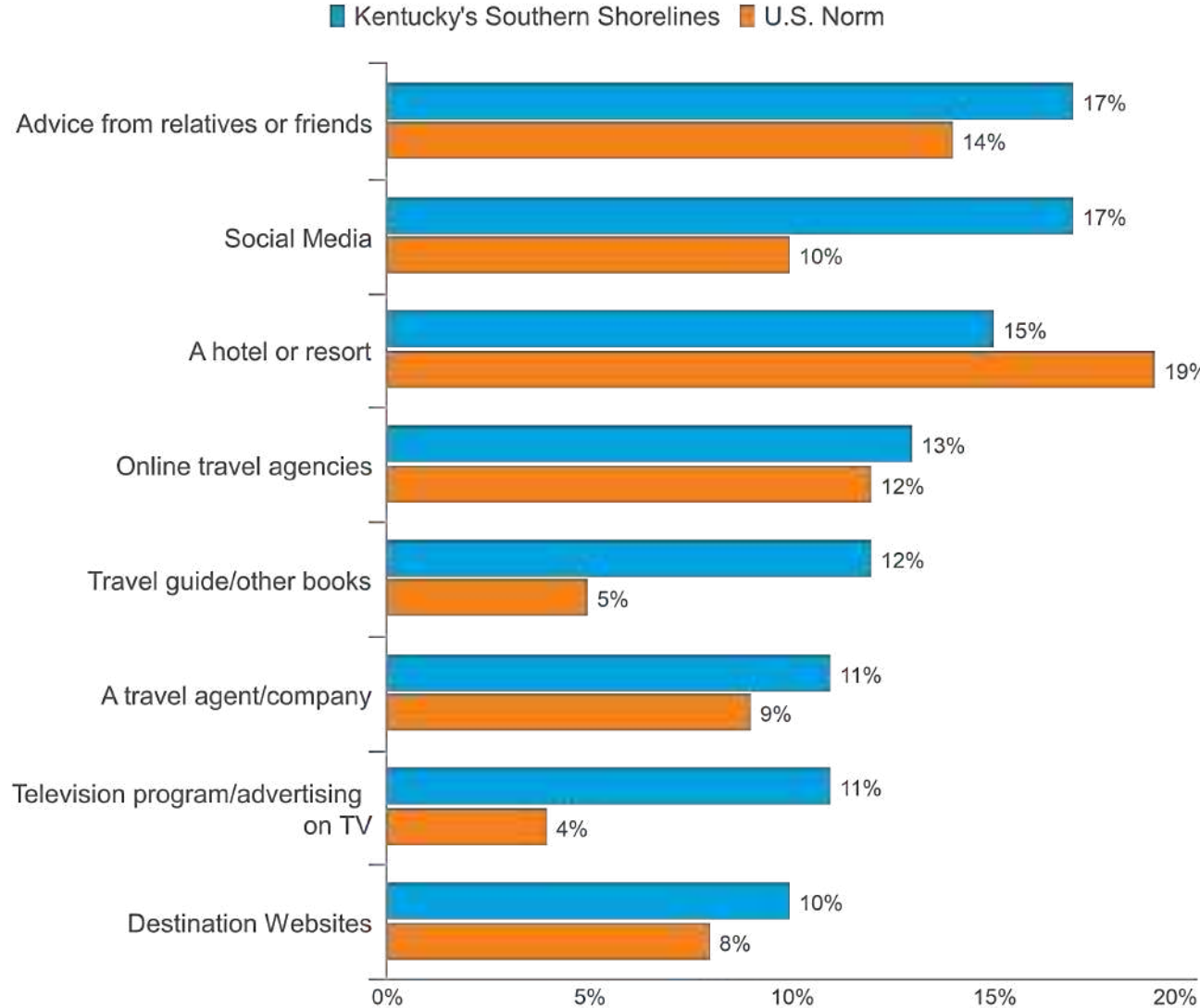
Transportation Used within Destination



Question updated in 2020



Trip Planning Information Sources



Length of Trip Planning

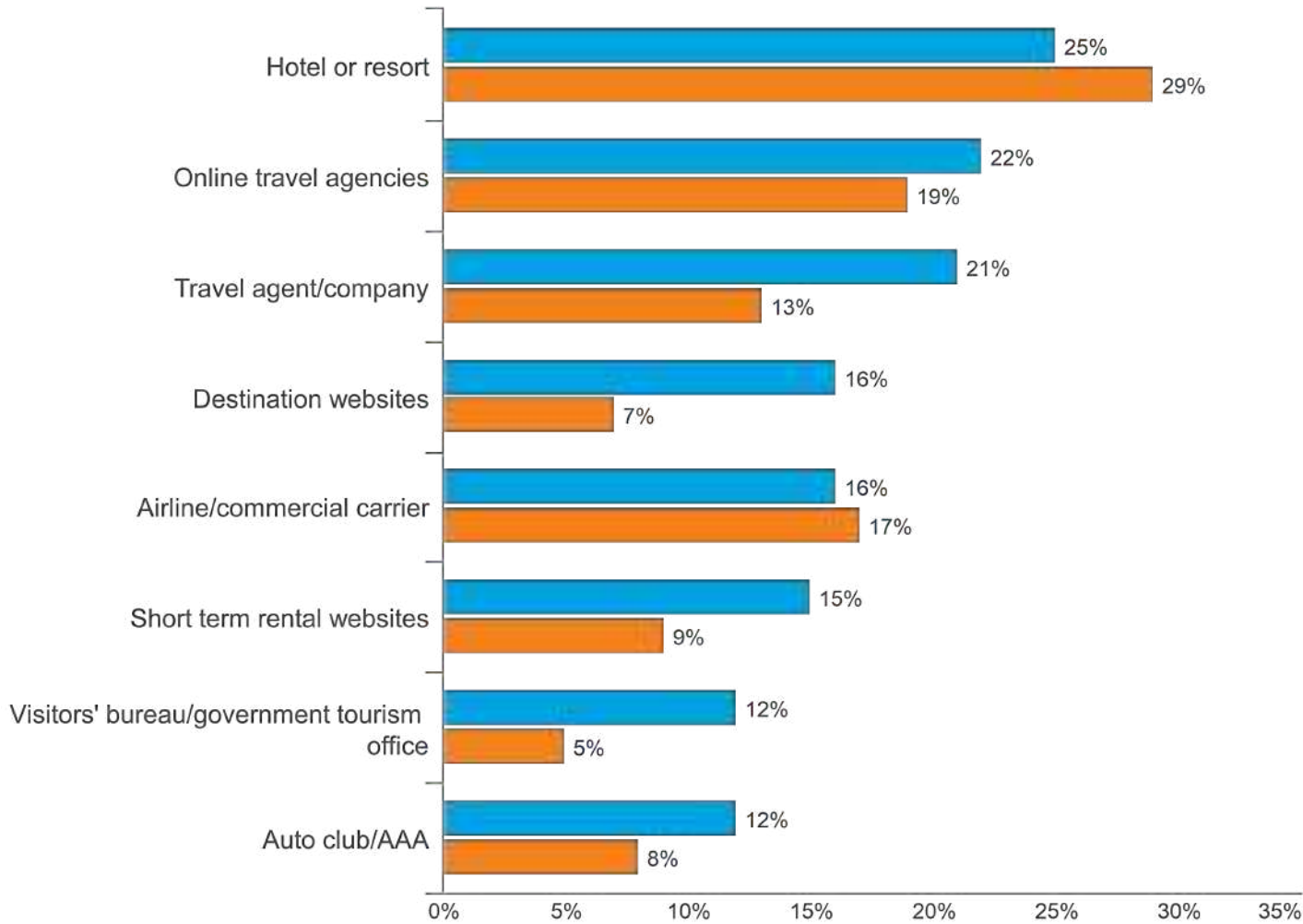
	Kentucky's Southern Shorelines	U.S. Norm
Did not plan anything in advance	22%	16%
More than 1 year in advance	7%	5%
6-12 months	14%	14%
3-5 months	18%	18%
2 months	12%	16%
1 month or less	27%	31%

Kentucky's Southern Shorelines' Overnight Trip Characteristics








Base: 2021/2022 Overnight Person-Trips

Method of Booking

■ Kentucky's Southern Shorelines ■ U.S. Norm



Accommodations

	Kentucky's Southern Shorelines	U.S. Norm
 Hotel	40%	41%
 Home of friends / relatives	16%	20%
 Bed & breakfast	15%	7%
 Motel	13%	12%
 Rented cottage / cabin	10%	4%
 Campground / RV park	10%	5%
 Resort hotel	10%	12%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 21%

Business Activities



U.S. Norm: 17%

Activities and Experiences (Top 10)







	Kentucky's Southern Shorelines	U.S. Norm
Shopping	20%	26%
Swimming	18%	14%
Attending celebration	18%	14%
Sightseeing	17%	20%
Landmark/historic site	16%	13%
Zoo	15%	7%
Theme park	14%	8%
National/state park	14%	8%
Museum	14%	11%
Fishing	14%	7%

Shopping Types on Trip

		Kentucky's Southern Shorelines	U.S. Norm
	Outlet/mall shopping	57%	48%
	Convenience/grocery shopping	48%	44%
	Big box stores (Walmart, Costco)	44%	33%
	Souvenir shopping	38%	41%
	Boutique shopping	27%	29%
	Antiquing	22%	12%

Base: 2021/2022 Overnight Person-Trips that included Shopping

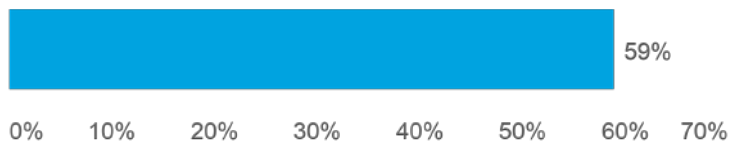
Dining Types on Trip

		Kentucky's Southern Shorelines	U.S. Norm
	Unique/local food	43%	47%
	Food delivery service (UberEATS, DoorDash, etc.)	28%	21%
	Picnicking	26%	13%
	Fine/upscale dining	25%	25%
	Street food/food trucks	25%	23%
	Gastropubs	10%	10%

61%
of overnight travelers were
very satisfied with their overall
trip experience



Satisfaction with Ease of Accessibility



Data is for 2022 only; Ease of Accessibility only asked to those with travel limiting disabilities within travel party



Sightseeing/attractions



Value for money



Friendliness of people



Quality of food



Safety/security



Cleanliness



Quality of accommodations

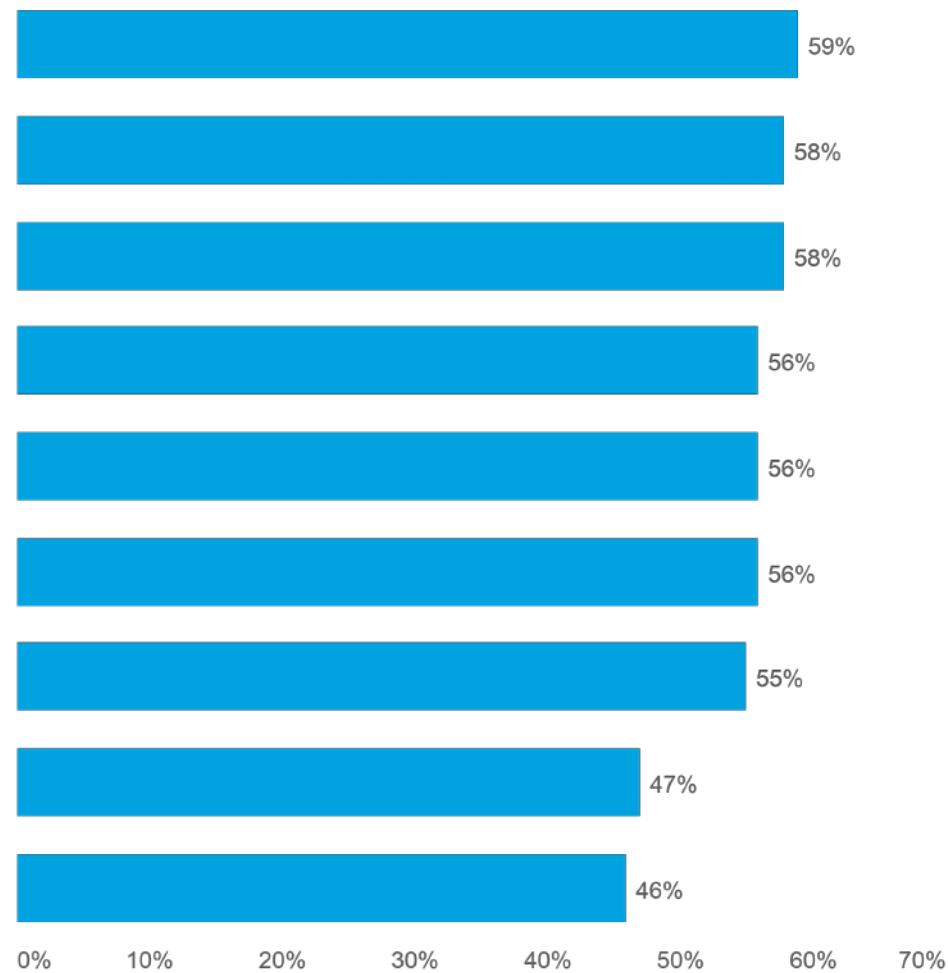


Music/nightlife/entertainment



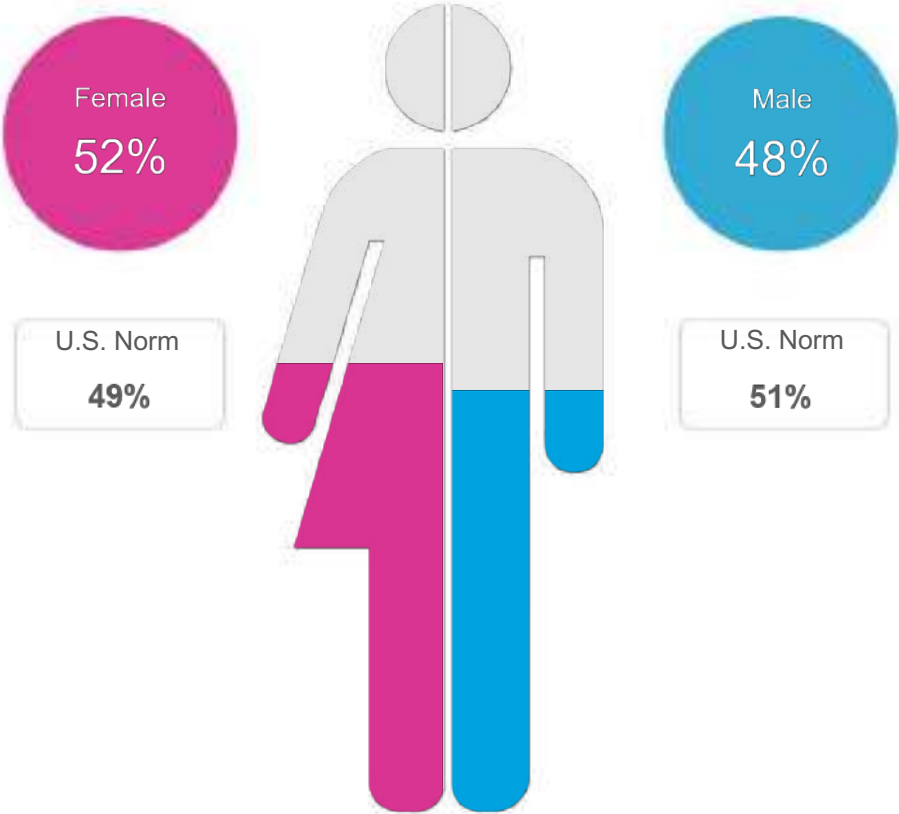
Public transportation

% Very Satisfied with Trip

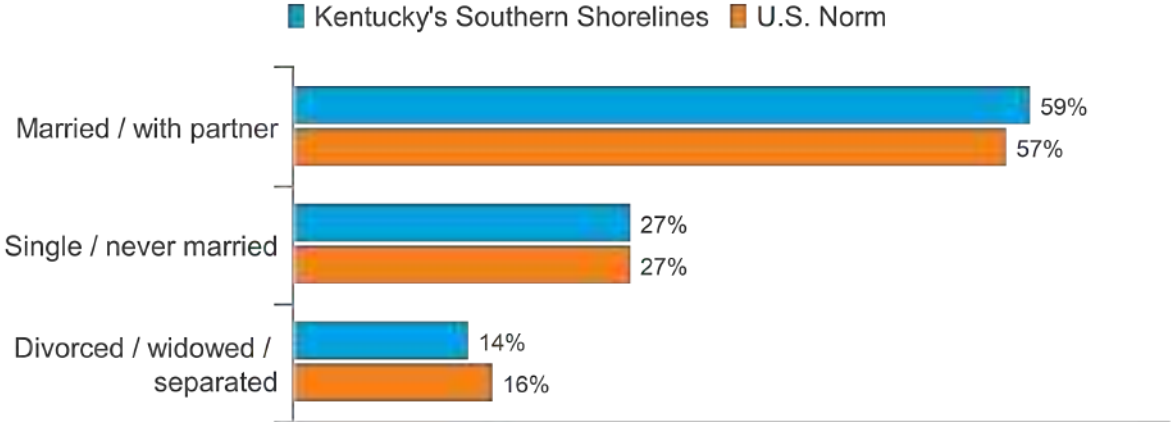


*Very Satisfied = selected top box on a five point scale

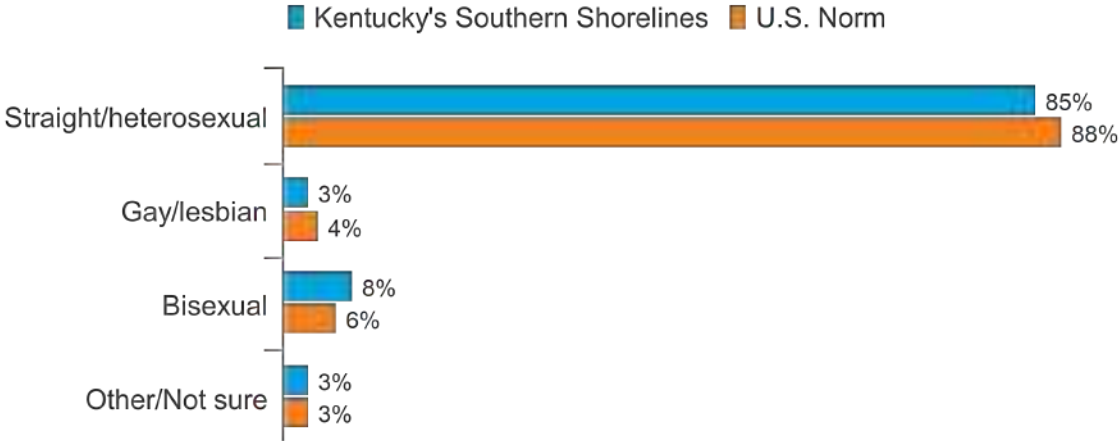
Gender



Marital Status



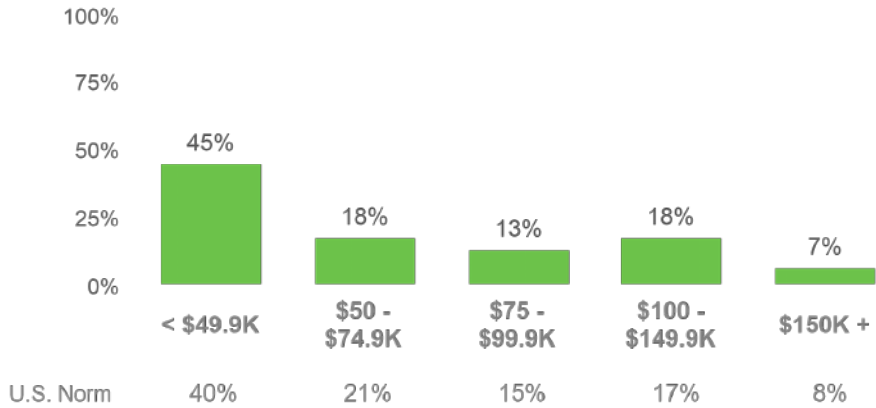
Sexual Orientation



Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

Base: 2021/2022 Overnight Person-Trips

Household Income



Age

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

Kentucky's Southern Shorelines



Average Age
38.7

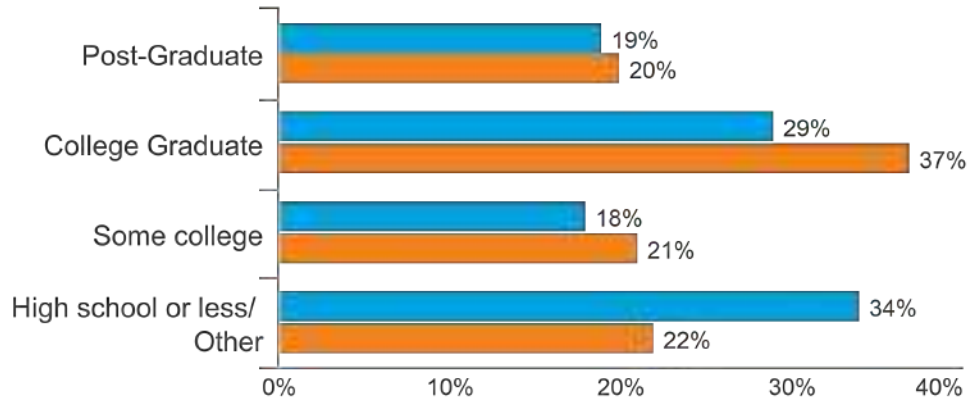
U.S. Norm



Average Age
44.8

Educational Attainment

Kentucky's Southern Shorelines U.S. Norm



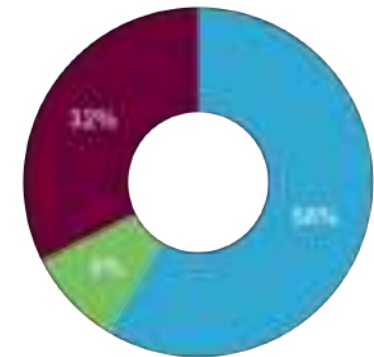
Employment

Full time / self-employed Part time Retired / not employed / other

Kentucky's Southern Shorelines



U.S. Norm

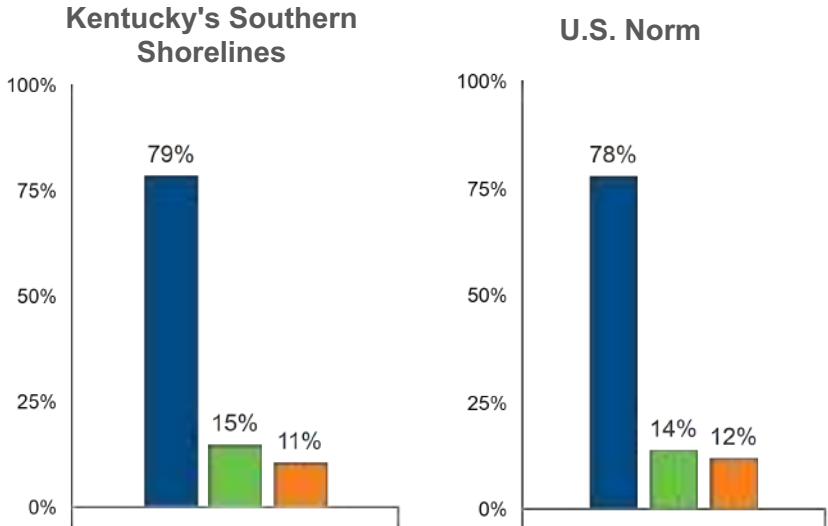


Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

Base: 2021/2022 Overnight Person-Trips

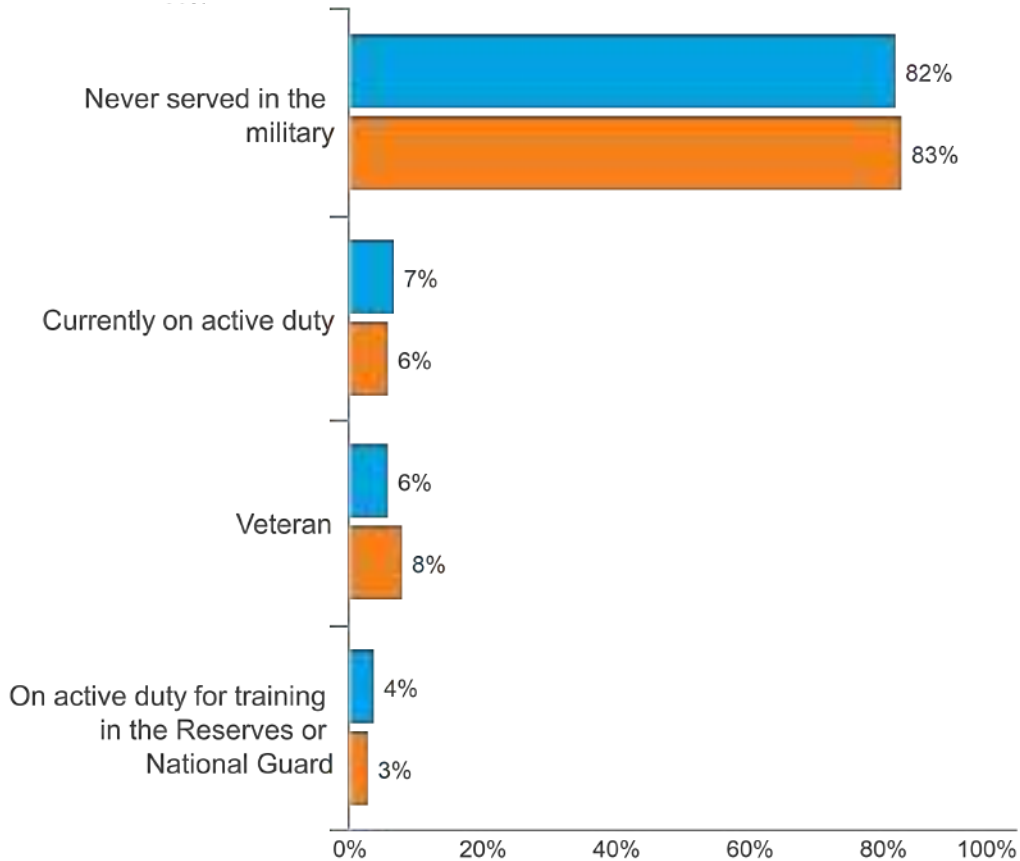
Race

White African-American Other



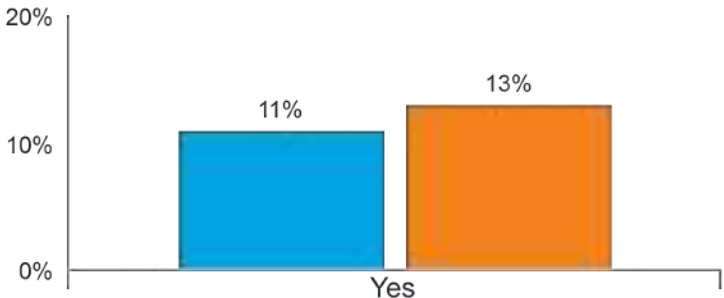
Military Status

Kentucky's Southern Shorelines U.S. Norm



Hispanic Background

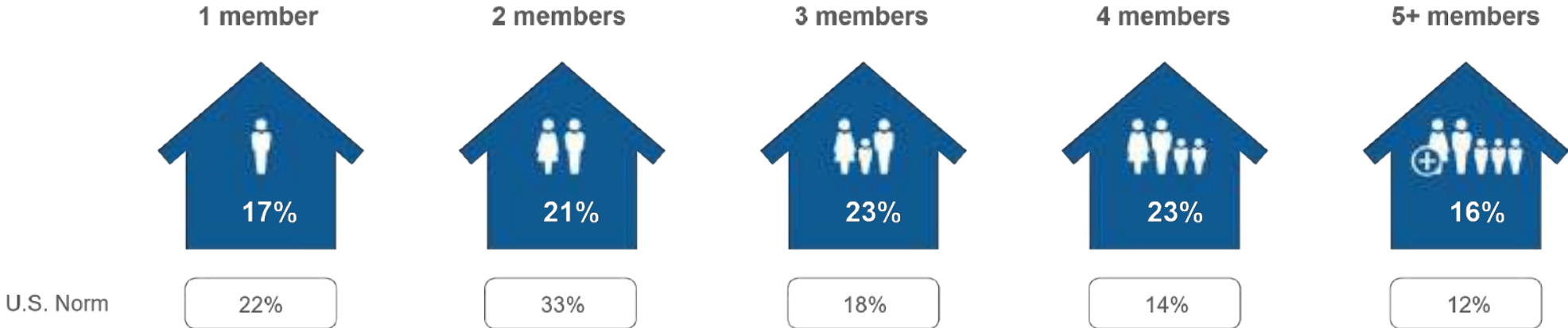
Kentucky's Southern Shorelines U.S. Norm



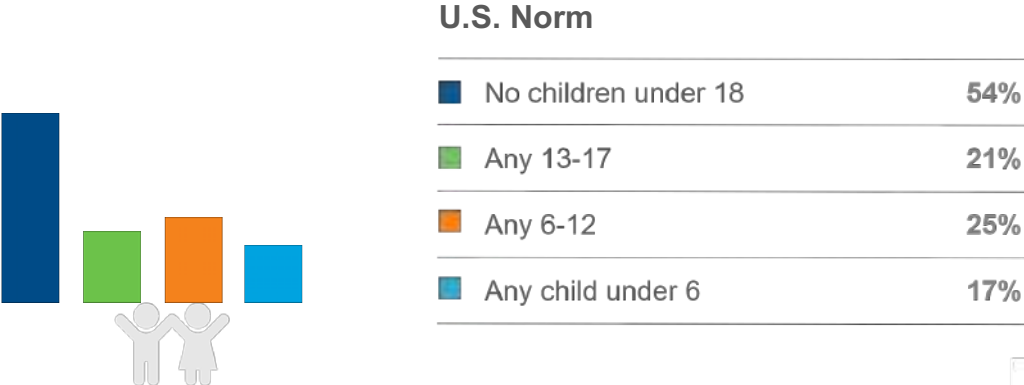
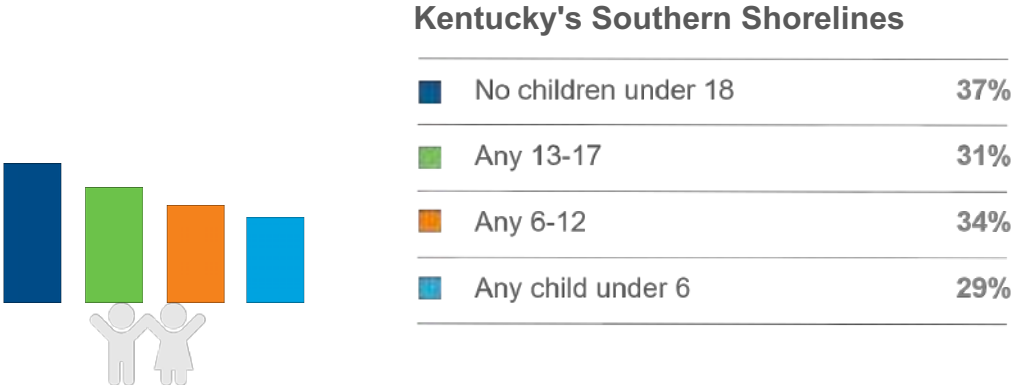
Question added in 2022, data is for 2022 only



Household Size



Children in Household





Travel USA Visitor Profile

Caves, Lakes & Corvettes

2022

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 Caves, Lakes, & Corvettes' domestic tourism business in 2022.

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 Caves, Lakes, & Corvettes, the following sample was achieved in 2022:



Overnight Base Size












335

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

Caves, Lakes, & Corvettes' Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

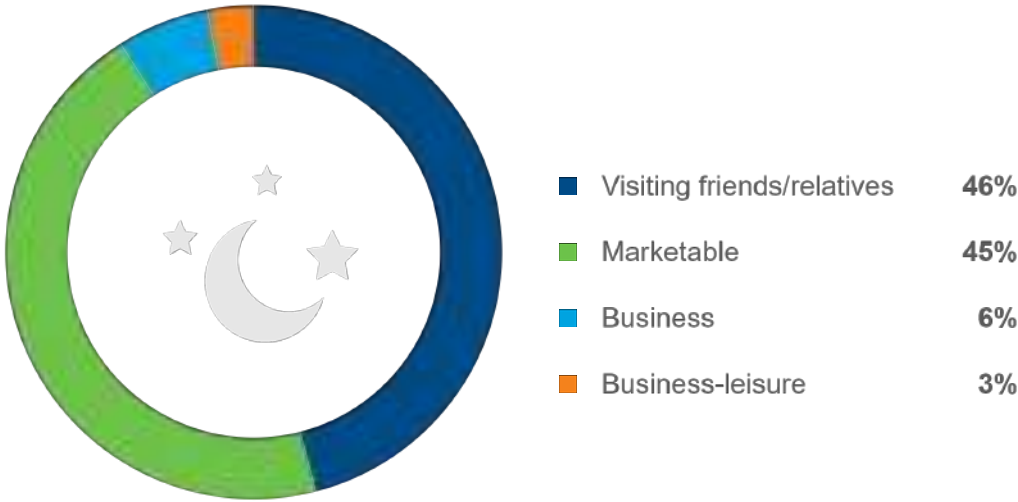
Main Purpose of Trip

 46% Visiting friends/ relatives	
 16% Outdoors	 2% Conference/ Convention
 12% Touring	
 5% City trip	 5% Other business trip
 5% Special event	
 4% Theme park	
 2% Casino	 3% Business-Leisure
 1% Ski/Snowboarding	

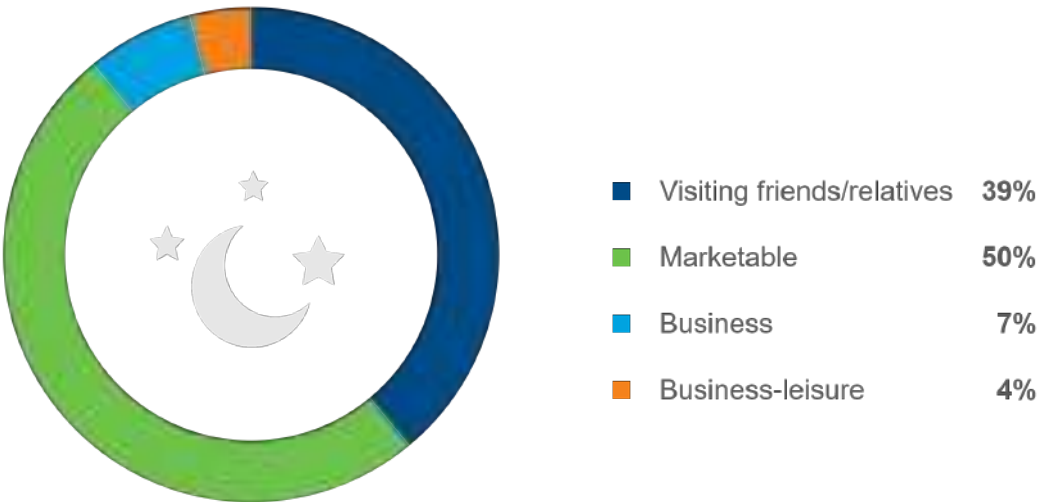
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	46%	39%
Outdoors	16%	11%
Touring	12%	14%
City trip	5%	6%
Special event	5%	6%
Theme park	4%	3%
Casino	2%	3%
Ski/Snowboarding	1%	3%

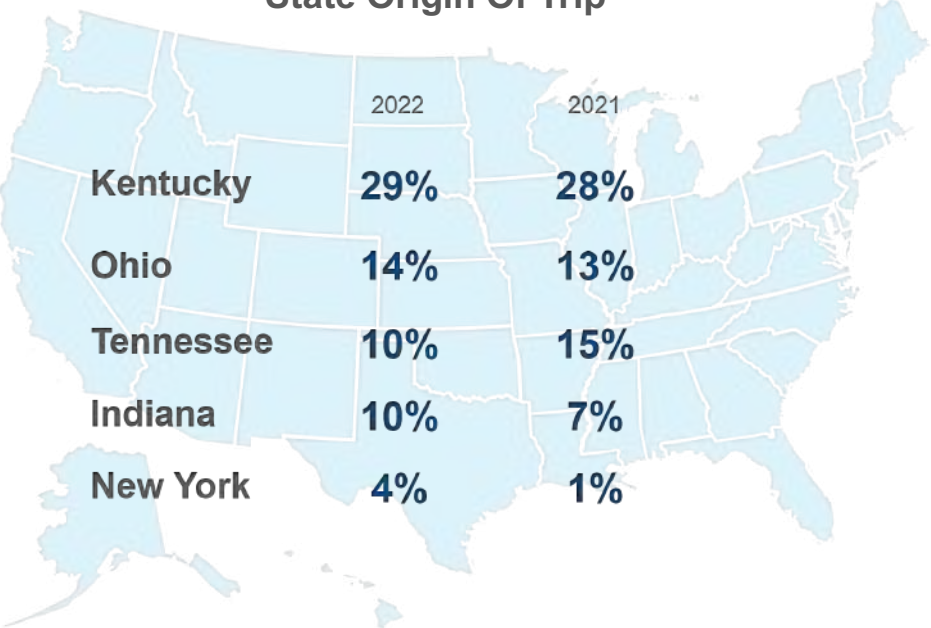
2022 Caves, Lakes, & Corvettes Overnight Trips



Last year's Caves, Lakes, & Corvettes Overnight Trips



State Origin Of Trip



DMA Origin Of Trip

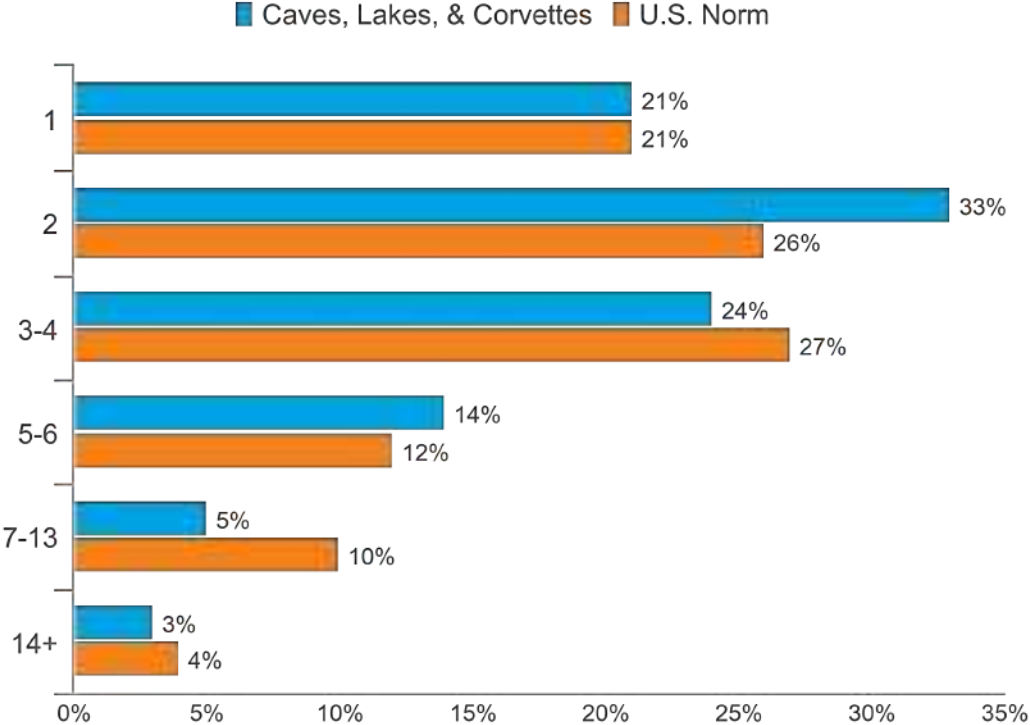
	2022	2021
Nashville, KY/TN	8%	7%
Lexington, KY	7%	5%
Louisville, KY	6%	14%
Cincinnati, OH/KY	6%	5%
Bowling Green, KY	6%	3%
Indianapolis-Lafayette, IN	6%	2%
Evansville, IL/IN/KY	6%	3%
Paducah-Cape Girardeau-Harrbg, IL/KY/MO	4%	3%
Dayton, OH	4%	1%
New York, NY	3%	1%

Past Visitation to Caves, Lakes, & Corvettes

67% of overnight travelers to Caves, Lakes, & Corvettes are repeat visitors

37% of overnight travelers to Caves, Lakes, & Corvettes had visited before in the past 12 months

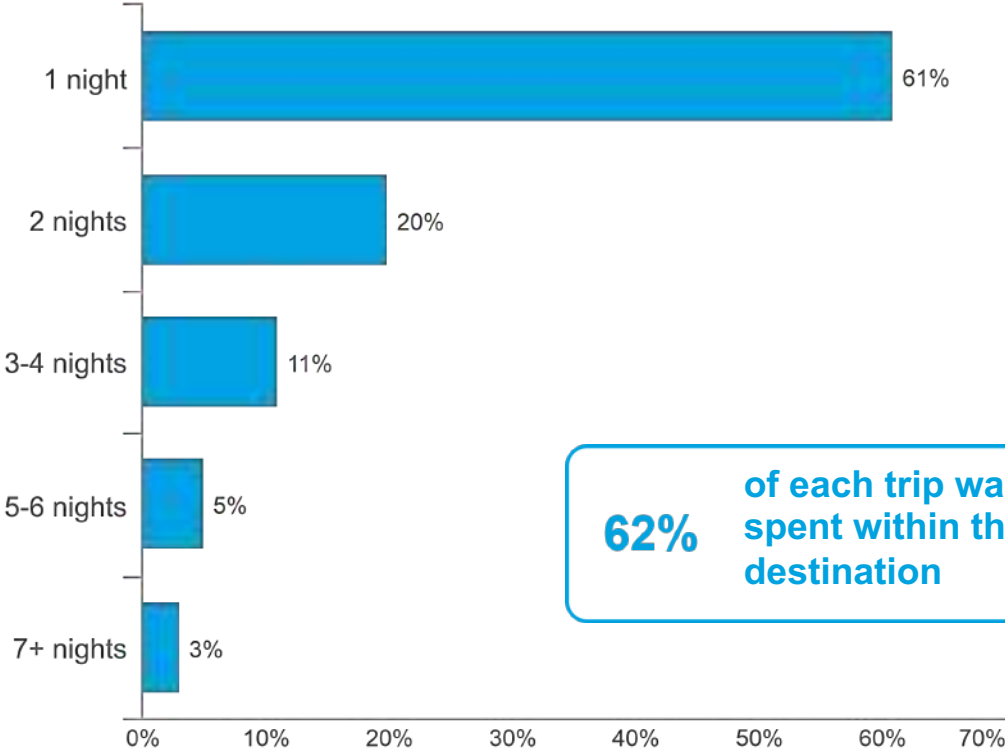
Total Nights Away on Trip



Caves, Lakes, & Corvettes
3.6
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Caves, Lakes, & Corvettes



62% of each trip was spent within the destination

Average number of nights
2.2

Average last year
2.0

Size of Travel Party

Children Adults

Caves, Lakes, & Corvettes



Total **2.8**

Average number of people

U.S. Norm

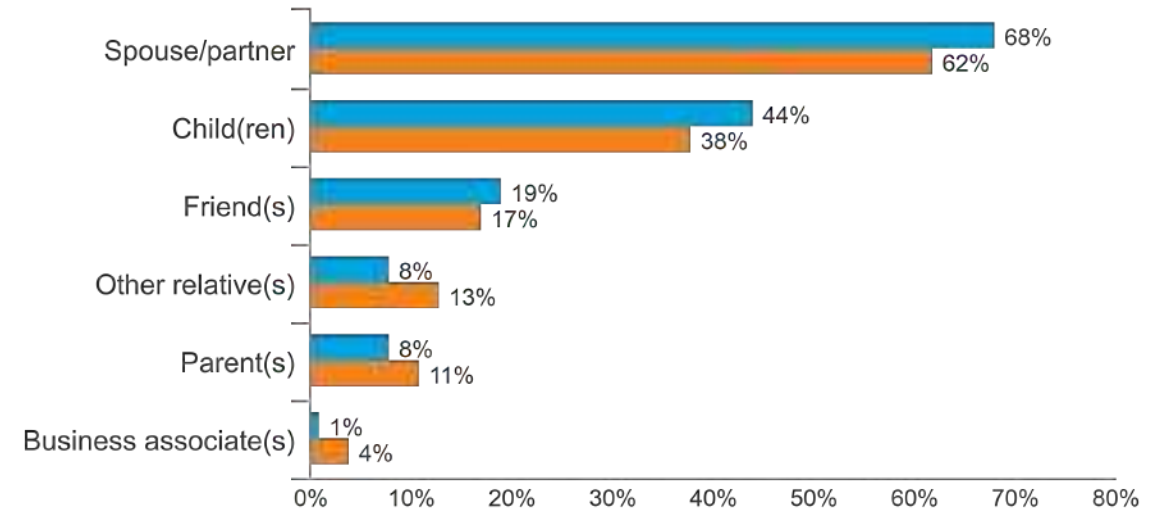


Total **2.9**

Average number of people

Composition of Immediate Travel Party

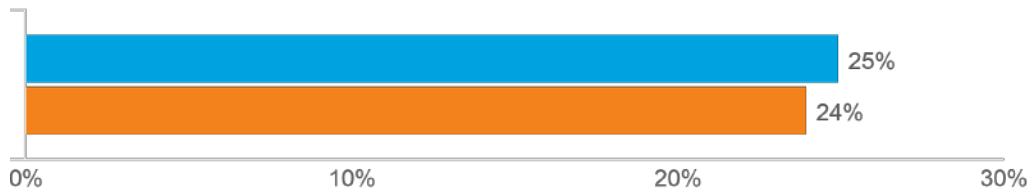
Caves, Lakes, & Corvettes U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

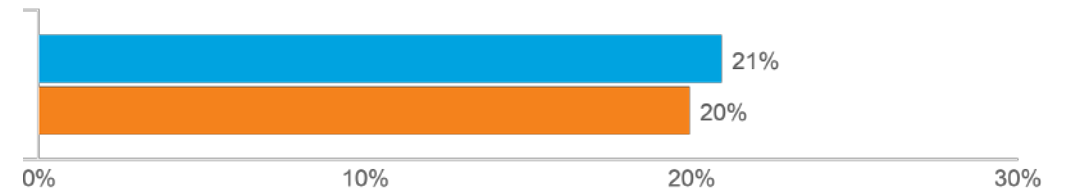
Percent Who Traveled Alone

Caves, Lakes, & Corvettes U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Caves, Lakes, & Corvettes U.S. Norm

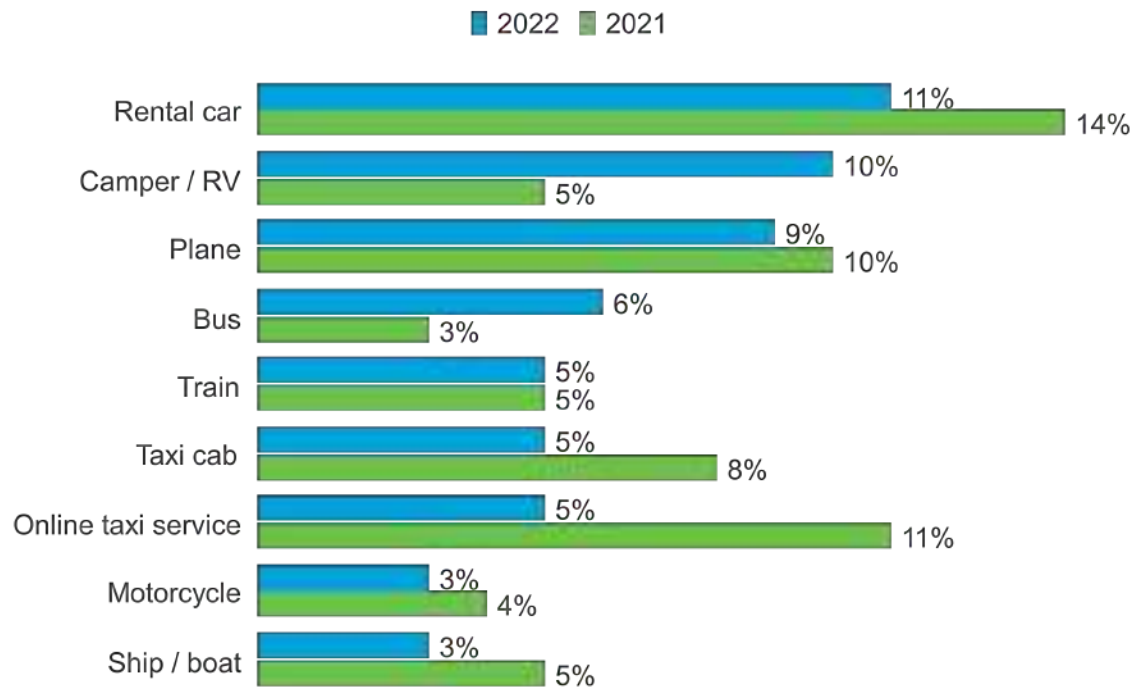


Transportation Used to get to Destination



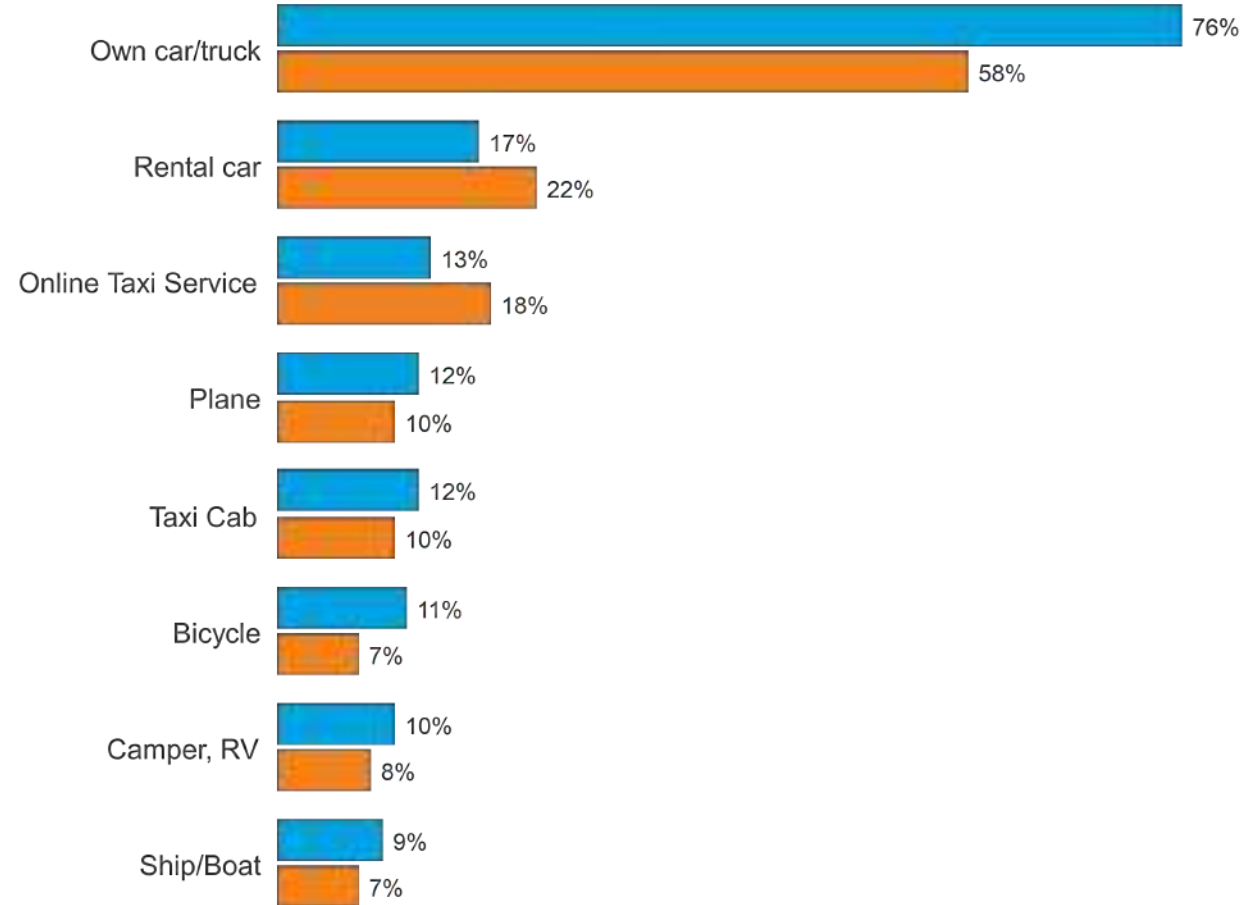
83% of overnight travelers use own car/truck to get to their destination

Previous year: **81%**

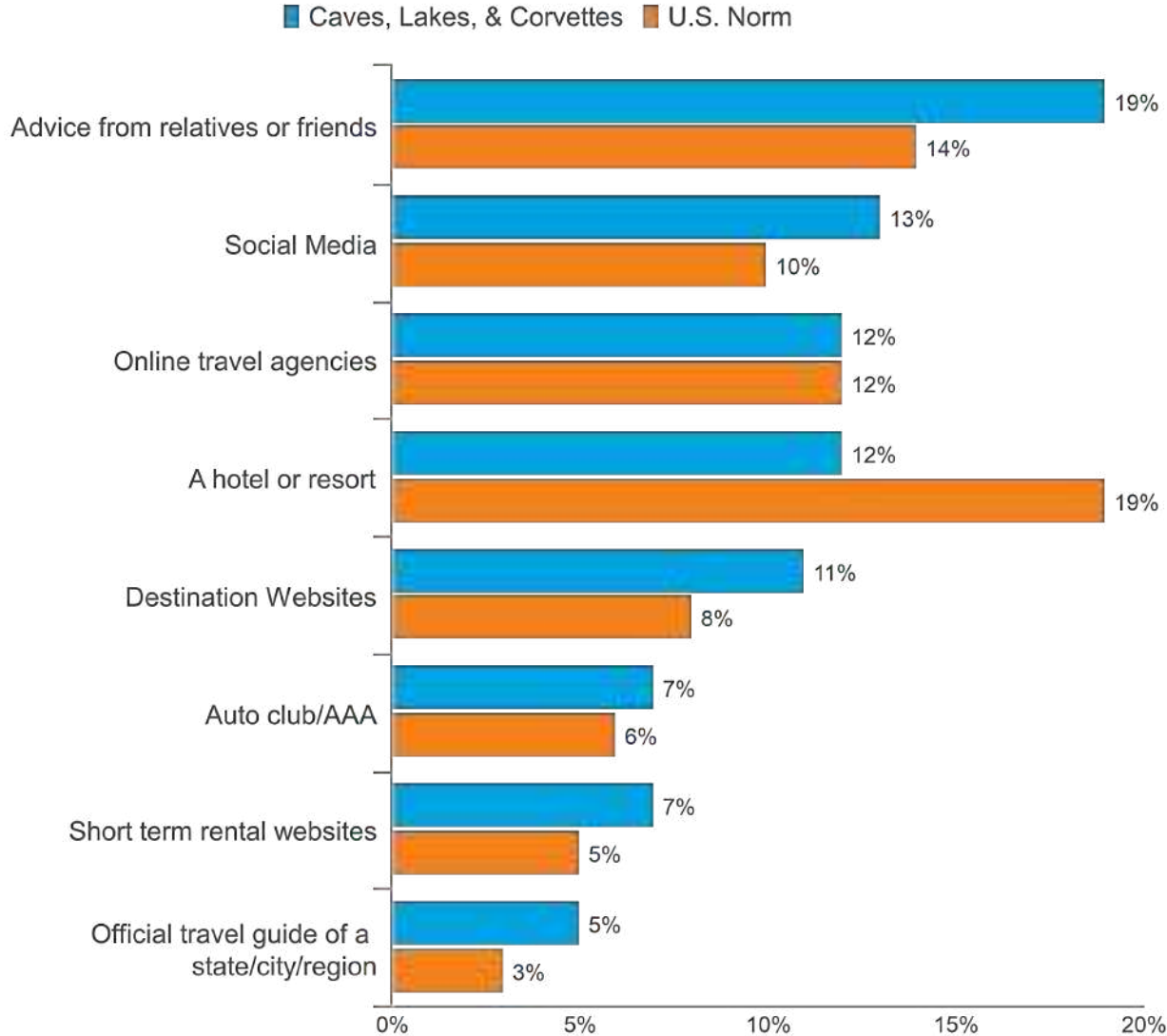


Transportation Used within Destination

■ Caves, Lakes, & Corvettes ■ U.S. Norm



Trip Planning Information Sources



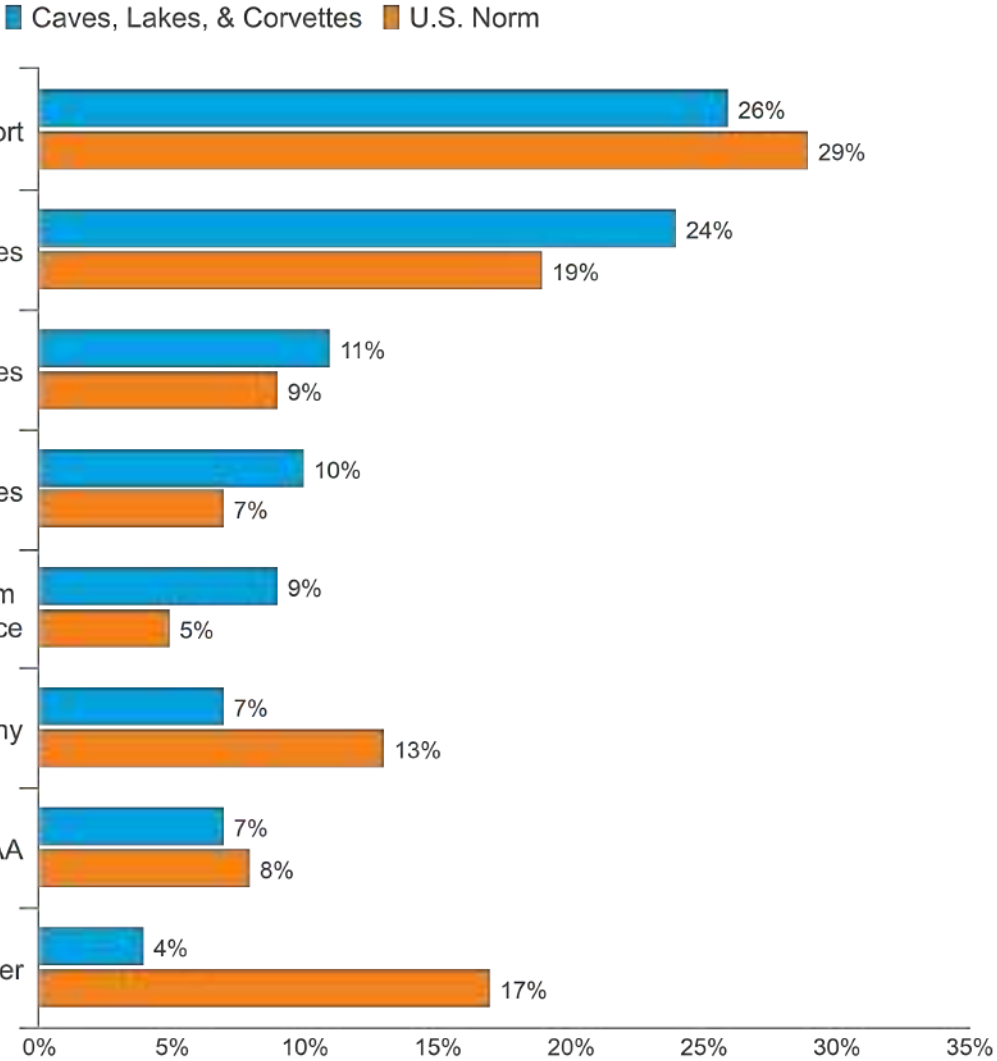
Length of Trip Planning

	Caves, Lakes, & Corvettes (%)	U.S. Norm (%)
1 month or less	32%	31%
2 months	12%	16%
3-5 months	14%	18%
6-12 months	8%	14%
More than 1 year in advance	5%	5%
Did not plan anything in advance	29%	16%








Caves, Lakes, & Corvettes' Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Method of Booking



Accommodations

	2022	2021
 Hotel	39%	34%
 Home of friends / relatives	21%	24%
 Motel	19%	21%
 Campground / RV park	11%	8%
 Rented home / condo / apartment	7%	6%
 Bed & breakfast	6%	8%
 Rented cottage / cabin	5%	8%

Activity Groupings

Outdoor Activities



51%

U.S. Norm: 48%

Entertainment Activities



50%

U.S. Norm: 54%

Cultural Activities



34%

U.S. Norm: 29%

Sporting Activities



15%

U.S. Norm: 21%

Business Activities









14%

U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
 Shopping	23%	25%
 Landmark/historic site	22%	18%
 Sightseeing	21%	20%
 Nature tours/wildlife viewing/birding	18%	12%
 National/state park	17%	16%
 Fishing	17%	9%
 Local parks/playgrounds	16%	17%
 Bar/nightclub	16%	11%
 Hiking/backpacking	15%	13%
 Attending celebration	15%	17%

Shopping Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Convenience/grocery shopping	57%	44%
 Big box stores (Walmart, Costco)	51%	33%
 Outlet/mall shopping	49%	48%
 Souvenir shopping	46%	41%
 Boutique shopping	22%	29%
 Antiquing	20%	12%

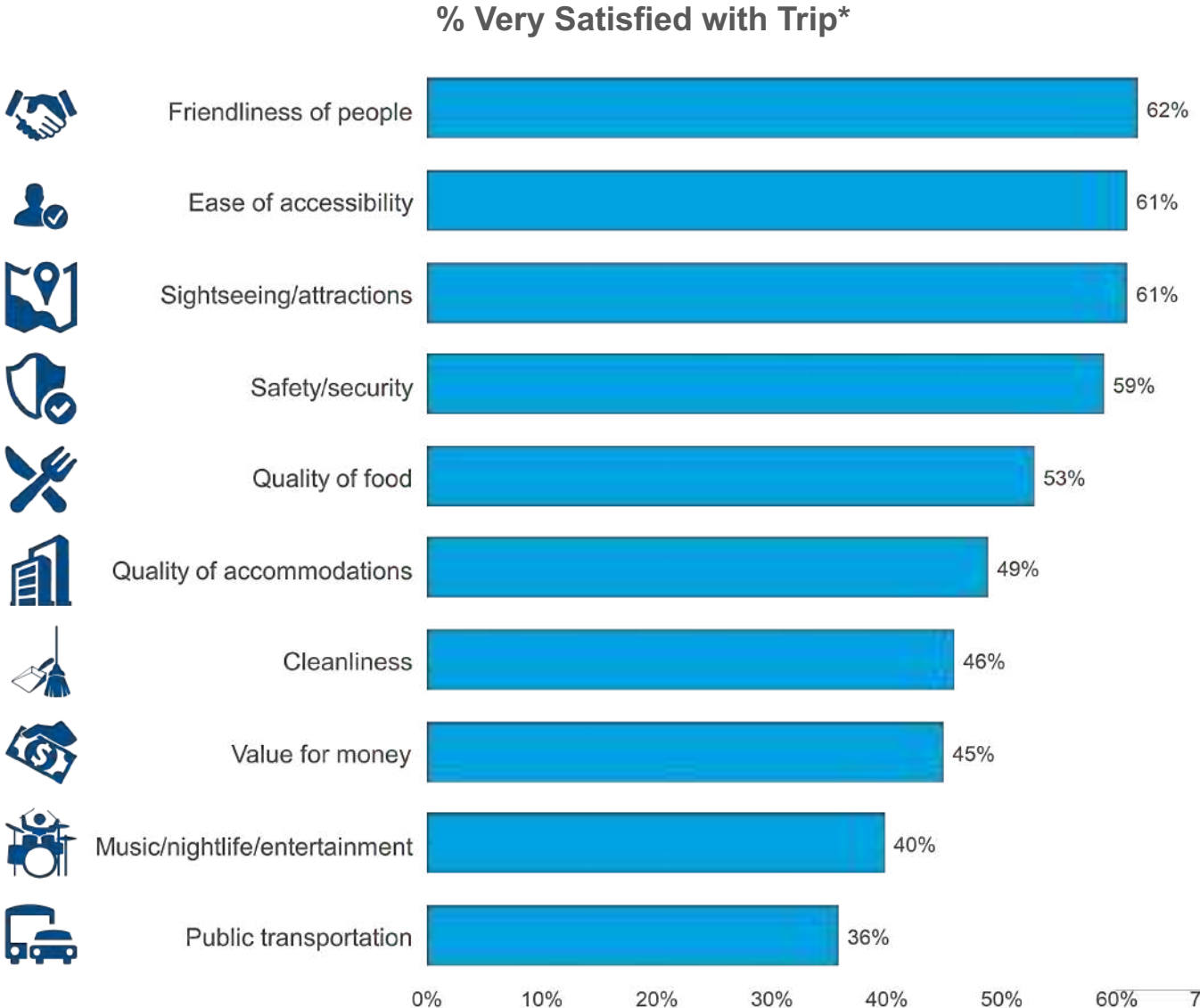
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Caves, Lakes, & Corvettes	U.S. Norm
 Unique/local food	51%	47%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	21%
 Fine/upscale dining	22%	25%
 Street food/food trucks	21%	23%
 Picnicking	16%	13%
 Gastropubs	6%	10%



67%
of overnight travelers were
very satisfied with their overall
trip experience



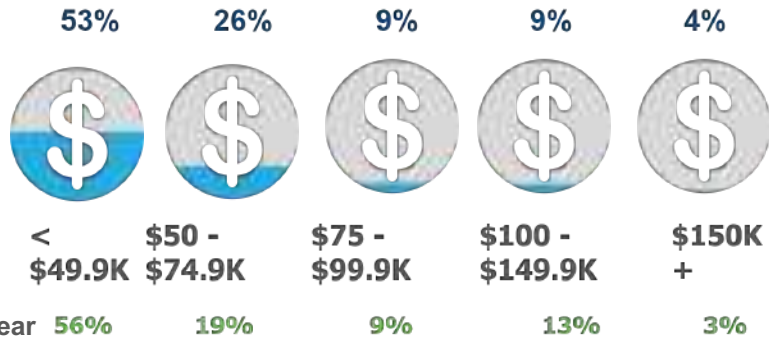
*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: 2022 Overnight Person-Trips

Household Income

Average Income **56.1K**



Age

Legend: 18-24 (Dark Blue), 25-34 (Green), 35-44 (Orange), 45-54 (Light Blue), 55-64 (Dark Blue), 65+ (Red)

Caves, Lakes, & Corvettes



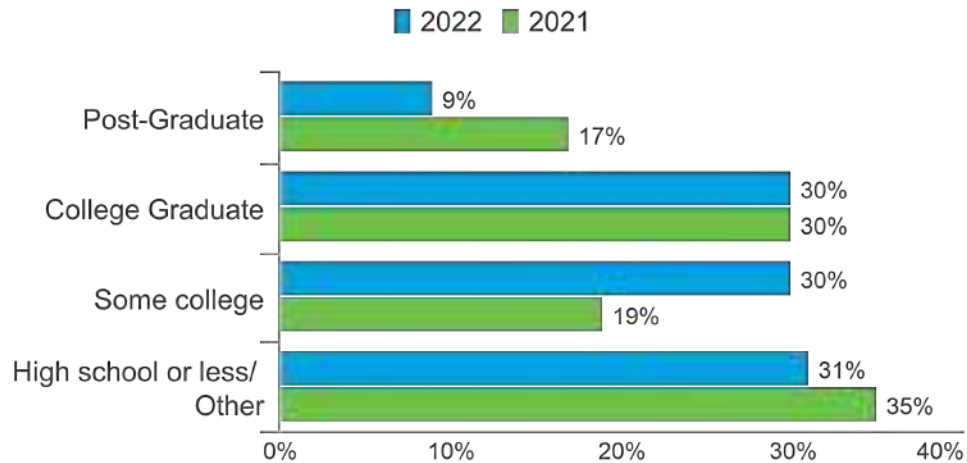
Average Age **45.5**

Previous Year



Average Age **43.8**

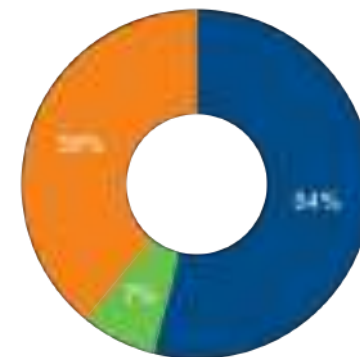
Educational Attainment



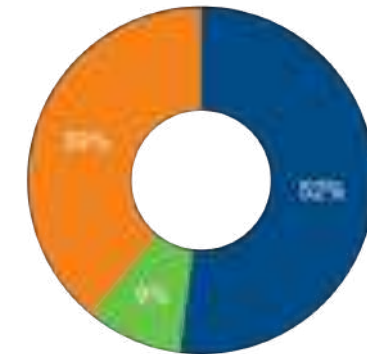
Employment

Legend: Full time / self-employed (Dark Blue), Part time (Green), Retired / not employed / other (Orange)

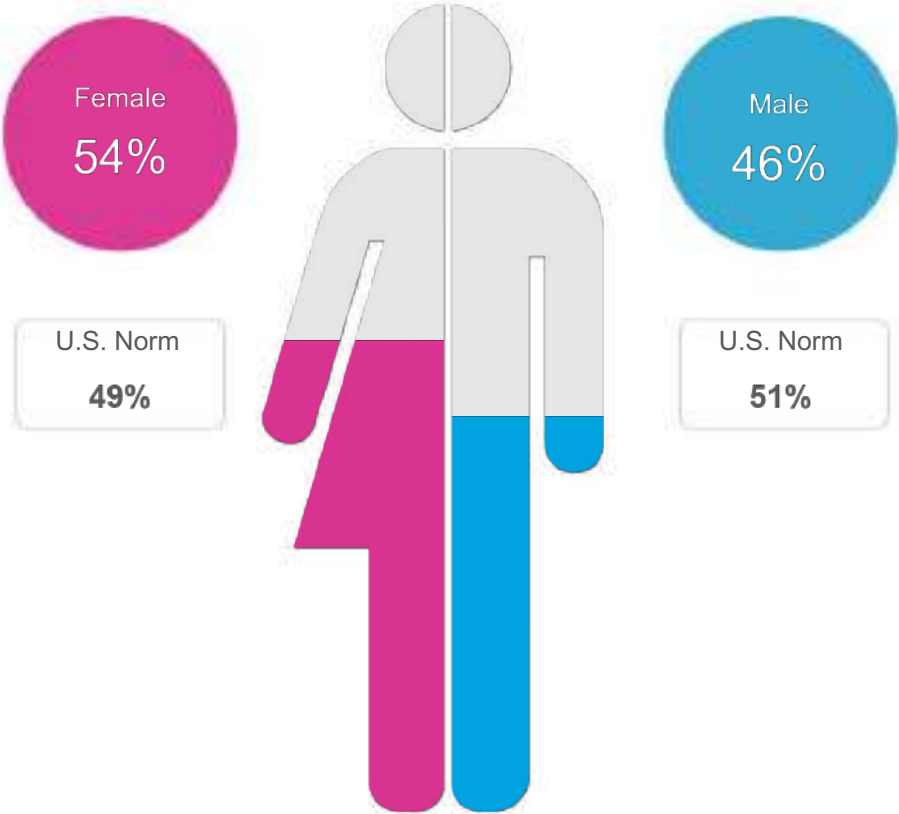
Caves, Lakes, & Corvettes



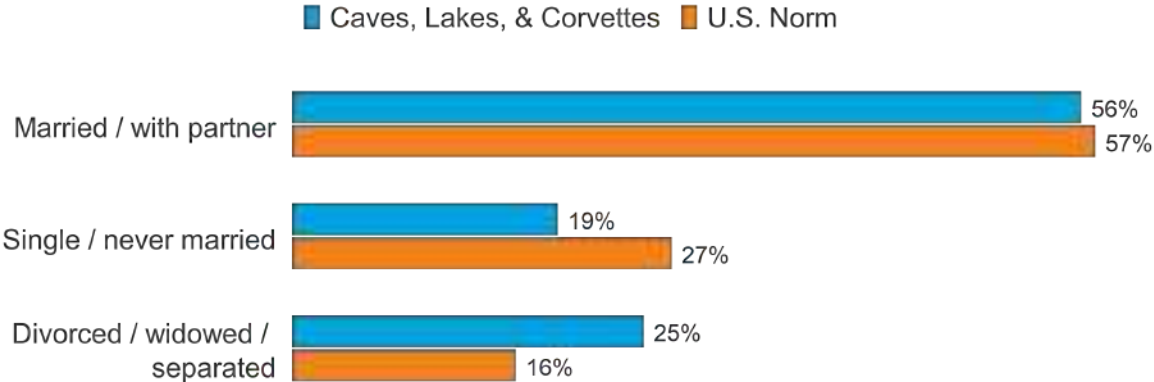
Caves, Lakes, & Corvettes' Previous Year



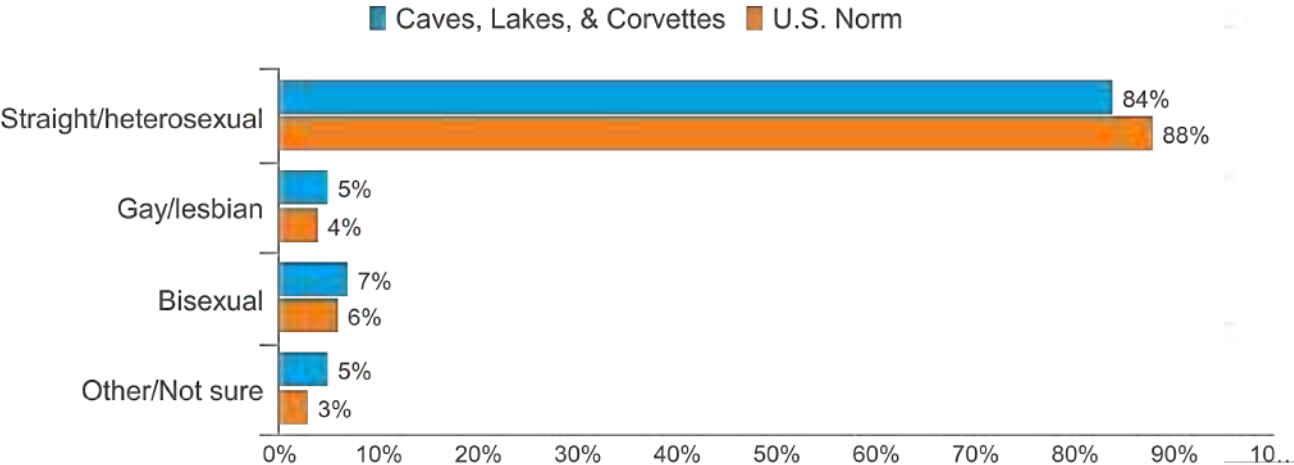
Gender



Marital Status

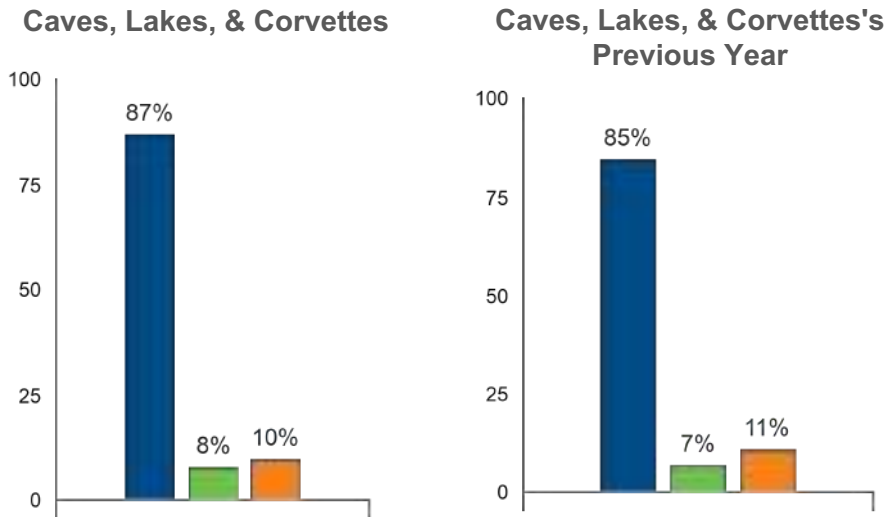


Sexual Orientation



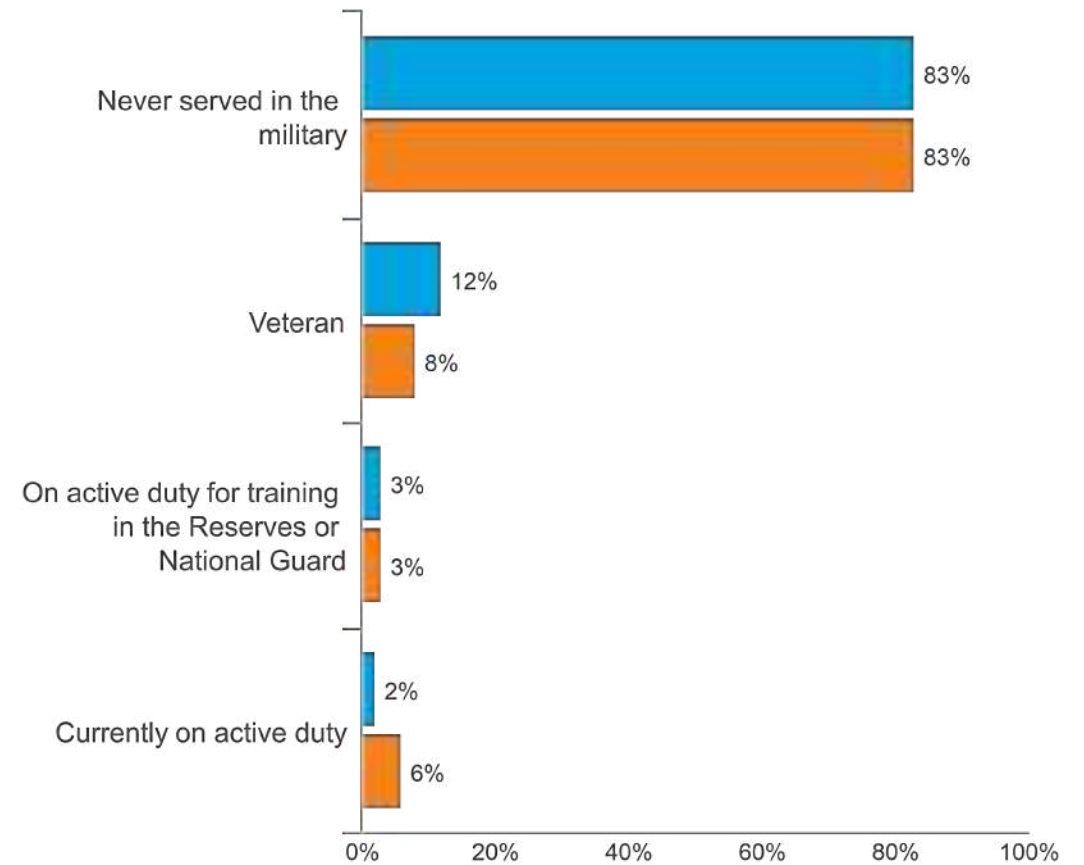
Race

■ White ■ African-American ■ Other



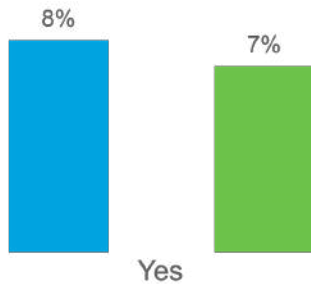
Military Status

■ Caves, Lakes, & Corvettes ■ U.S. Norm



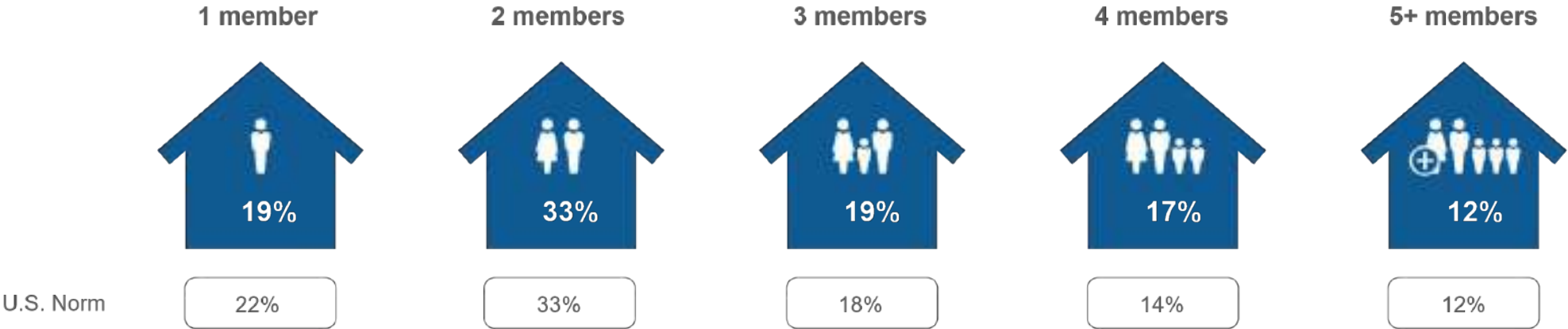
Hispanic Background

■ 2022 ■ 2021

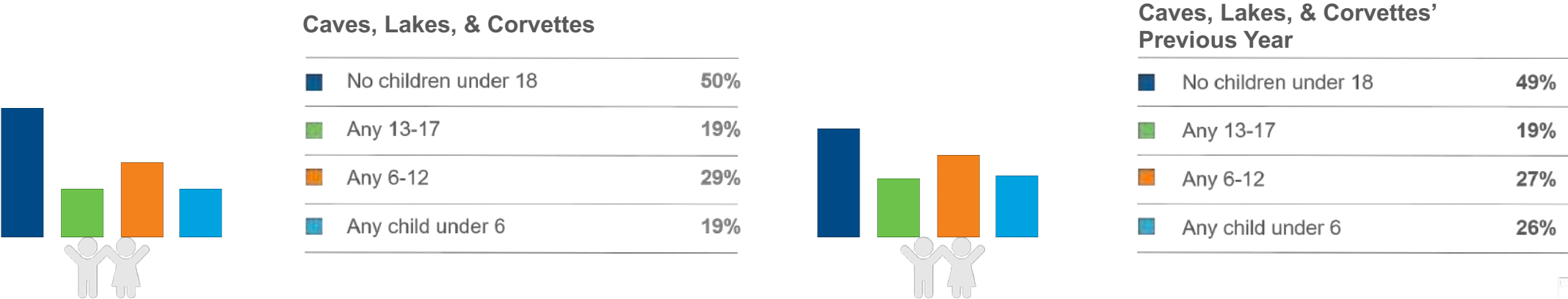


Yes

Household Size



Children in Household





Travel USA Visitor Profile

Western Waterlands

2021/2022

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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2021 and 2022 trips. This is to ensure a sufficient sample base for reliable results.

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 2021/2022:



Overnight Base Size












361

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

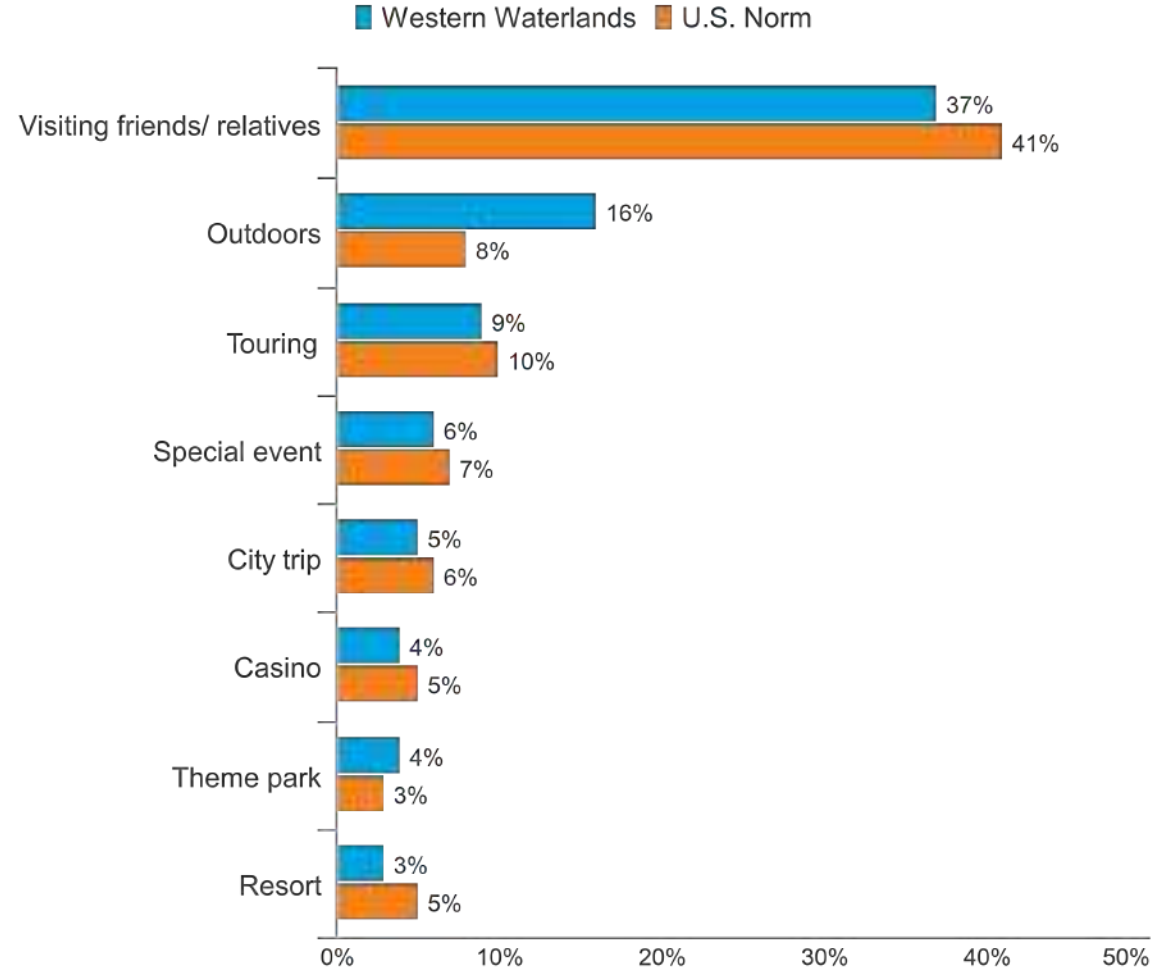
Western Waterlands' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips

Main Purpose of Trip

 37% Visiting friends/ relatives	
 16% Outdoors	 3% Conference/ Convention
 9% Touring	
 6% Special event	
 5% City trip	 7% Other business trip
 4% Casino	
 4% Theme park	 4% Business-Leisure
 3% Resort	

Main Purpose of Leisure Trip



2022 U.S. Overnight Trips



■ Visiting friends/relatives	41%
■ Marketable	48%
■ Business	8%
■ Business-leisure	4%

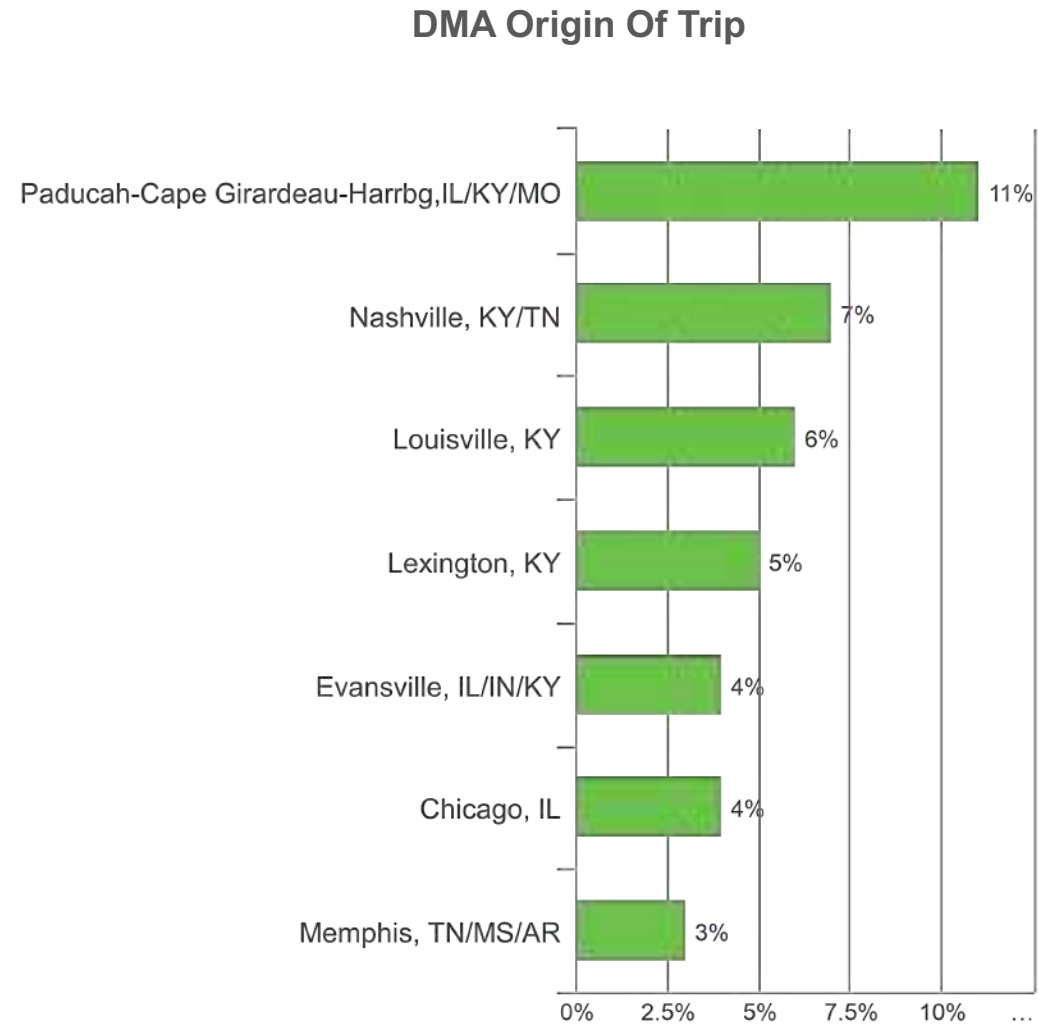
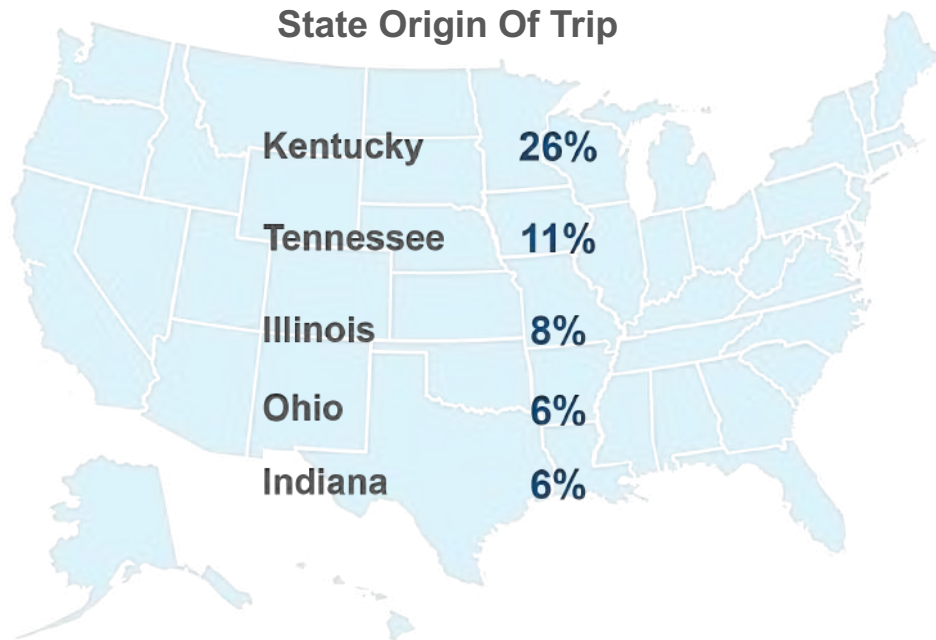
Western Waterlands Overnight Trips



■ Visiting friends/relatives	37%
■ Marketable	49%
■ Business	10%
■ Business-leisure	4%

Western Waterlands' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips



Past Visitation to Western Waterlands

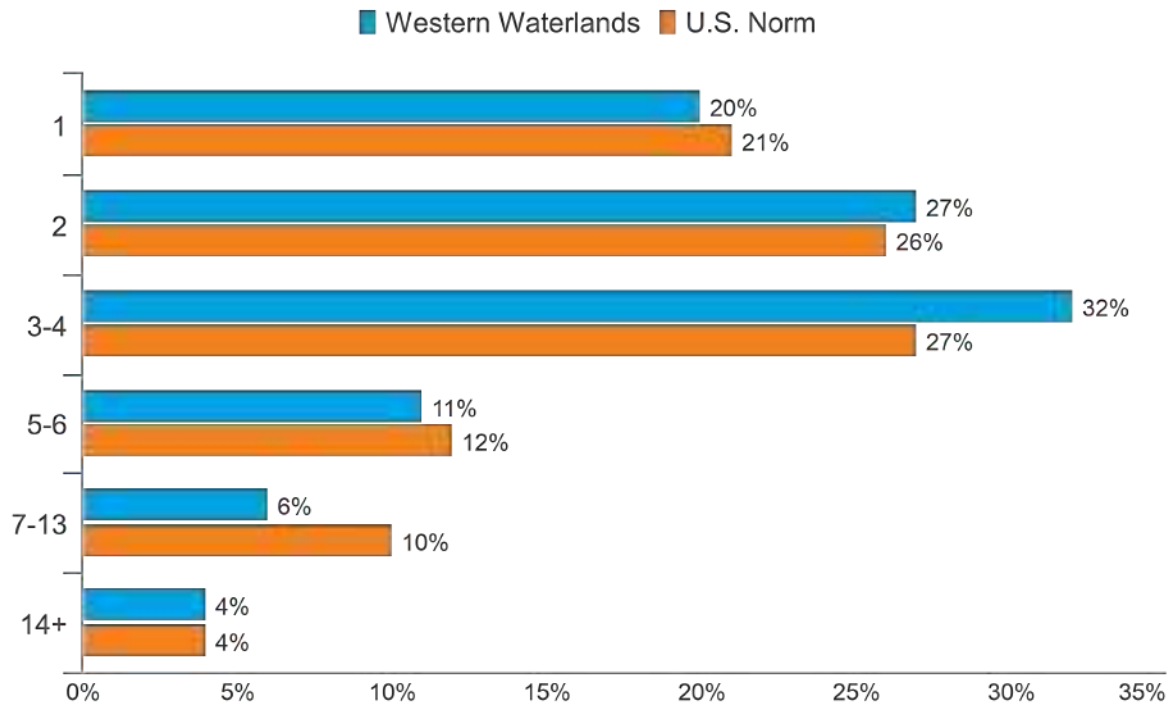
69% of overnight travelers to Western Waterlands are repeat visitors

49% of overnight travelers to Western Waterlands had visited before in the past 12 months

Western Waterlands' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips

Total Nights Away on Trip



Western Waterlands

3.7

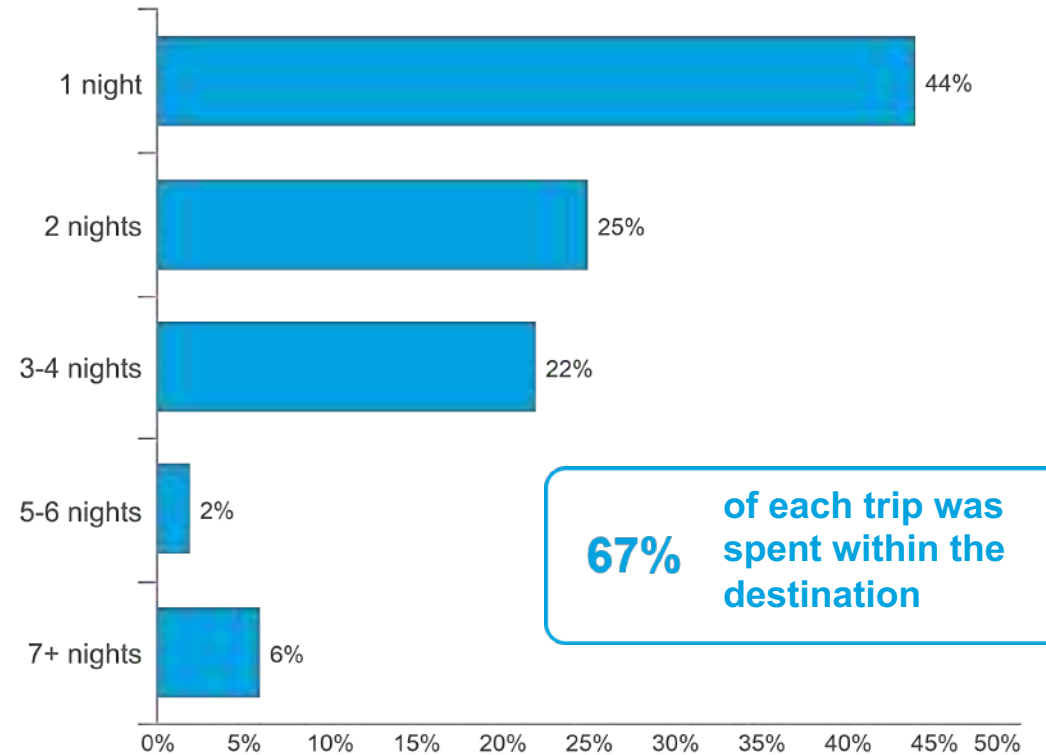
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Western Waterlands



67%

of each trip was
spent within the
destination

Average number
of nights

2.5

Western Waterlands' Overnight Trip Characteristics

Base: 2021/2022 Overnight Person-Trips

Size of Travel Party

■ Adults ■ Children

Western Waterlands



Average number of people

Total
3.1

U.S. Norm

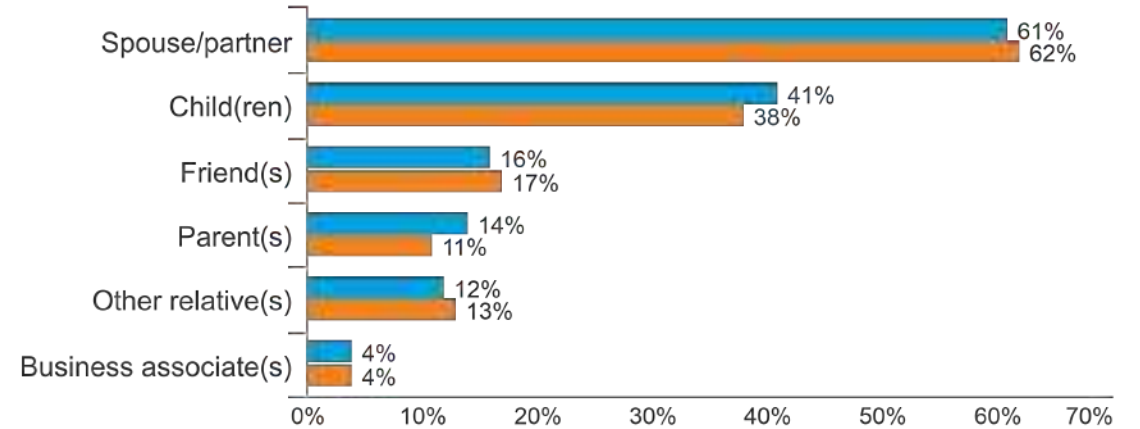


Average number of people

Total
2.9

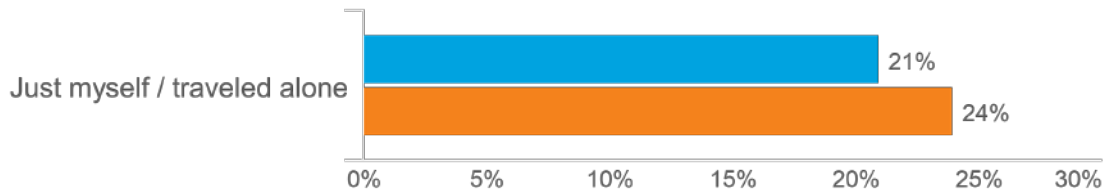
Composition of Immediate Travel Party

■ Western Waterlands ■ U.S. Norm



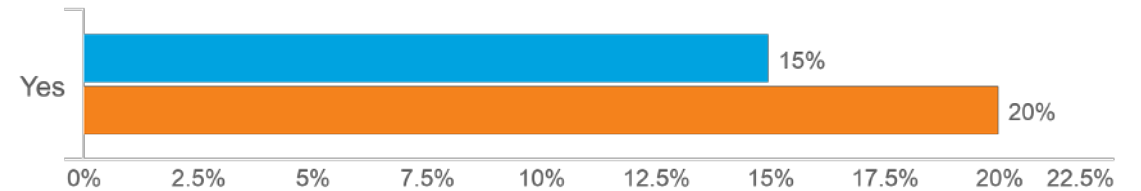
Percent Who Traveled Alone

■ Western Waterlands ■ U.S. Norm



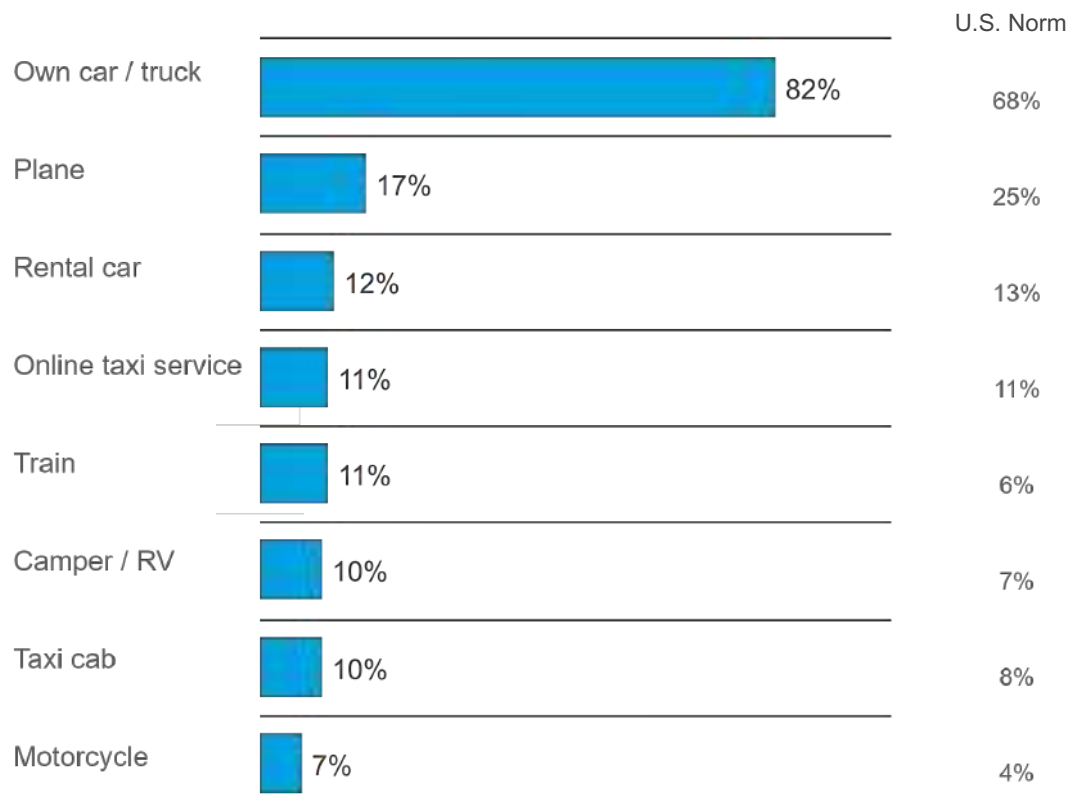
Percent Who Had Travel Party Member with Disabilities

■ Western Waterlands ■ U.S. Norm

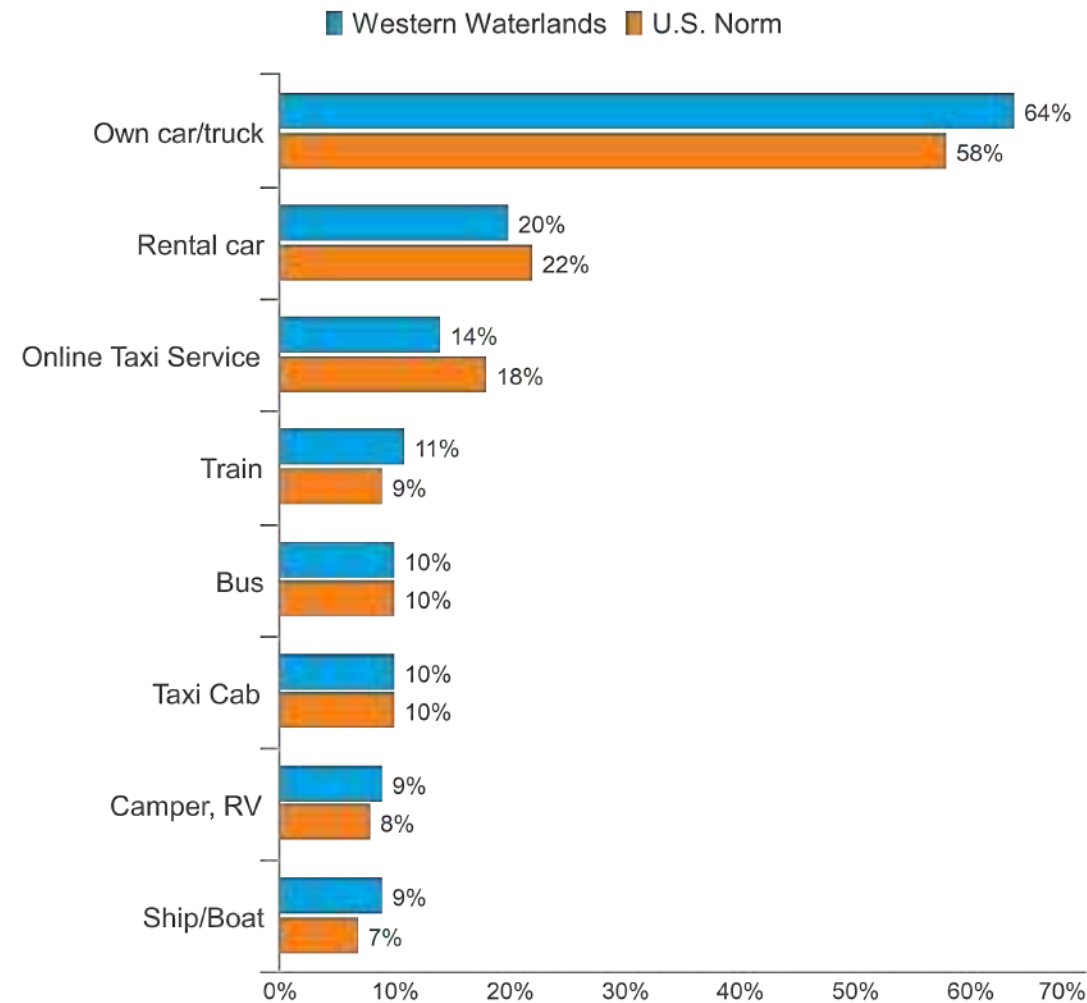


Question added in 2022, data is for 2022 only

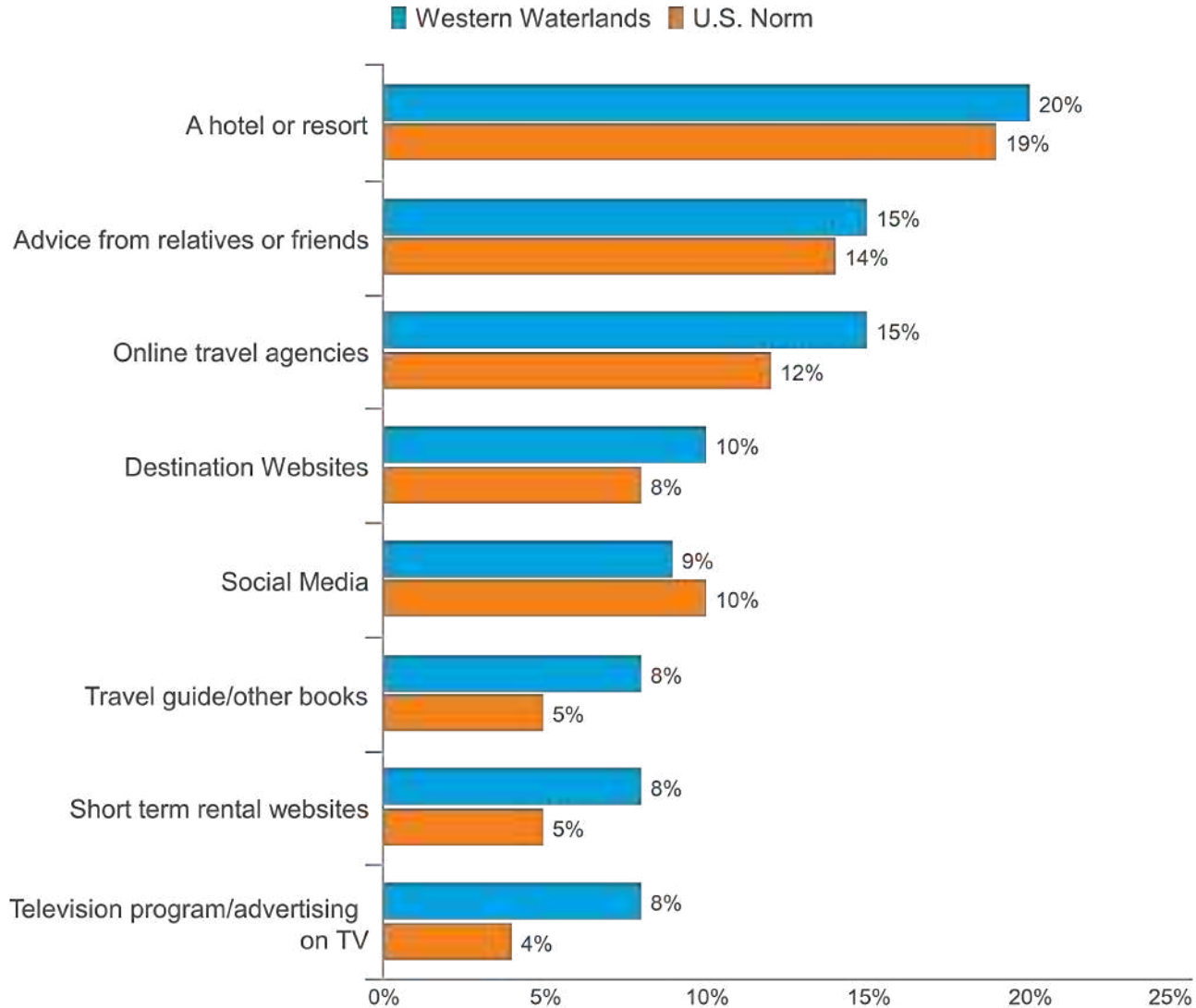
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

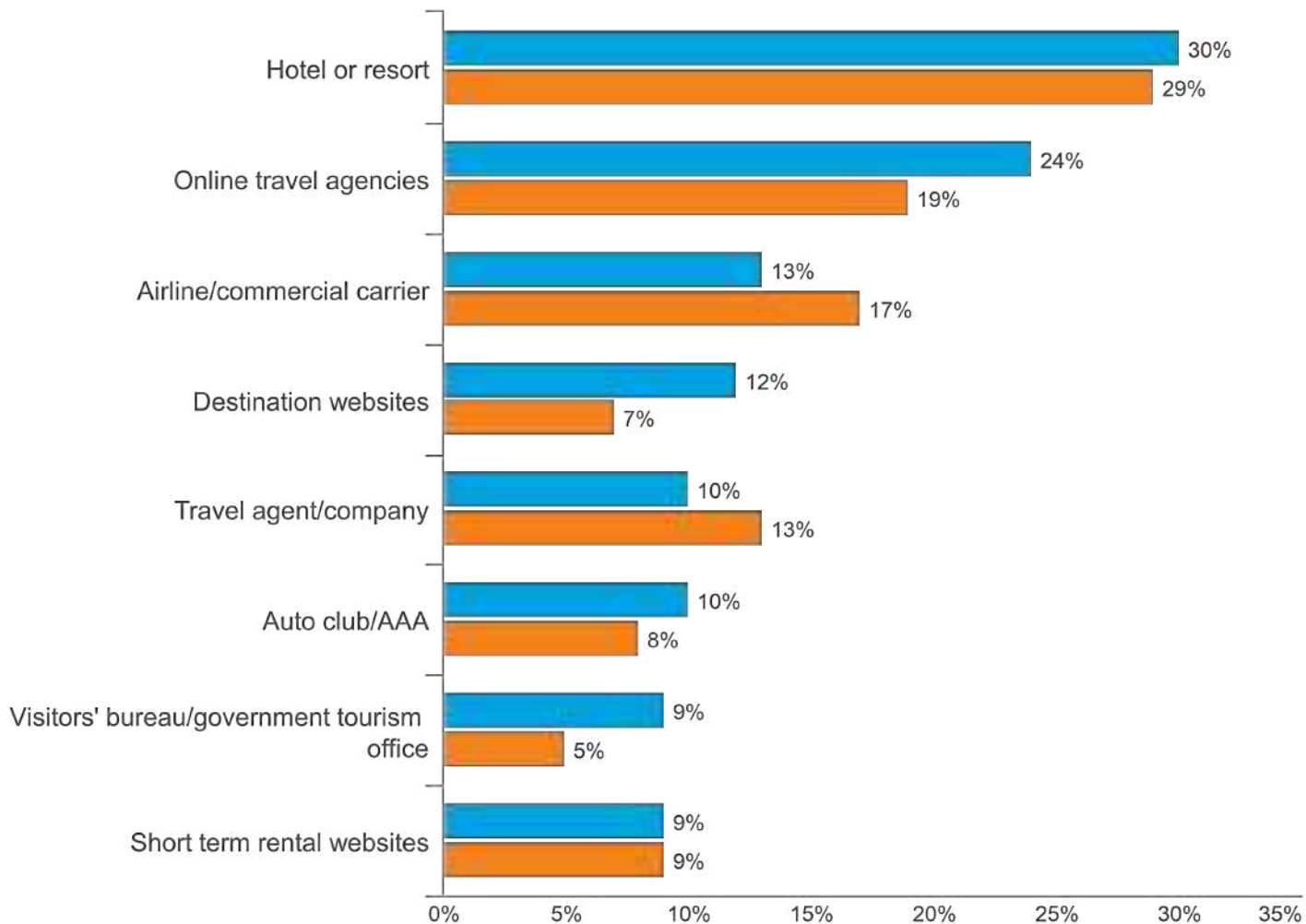
	Western Waterlands	U.S. Norm
Did not plan anything in advance	21%	16%
More than 1 year in advance	5%	5%
6-12 months	14%	14%
3-5 months	16%	18%
2 months	16%	16%
1 month or less	28%	31%

Western Waterlands' Overnight Trip Characteristics








Base: 2021/2022 Overnight Person-Trips

Method of Booking

Western Waterlands U.S. Norm



Accommodations

	Western Waterlands	U.S. Norm
 Hotel	38%	41%
 Home of friends / relatives	18%	20%
 Bed & breakfast	13%	7%
 Motel	12%	12%
 Campground / RV park	12%	5%
 Rented cottage / cabin	11%	4%
 Resort hotel	10%	12%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 21%

Business Activities



U.S. Norm: 17%

Activities and Experiences (Top 10)







	Western Waterlands	U.S. Norm
Shopping	20%	26%
Sightseeing	19%	20%
Attending celebration	17%	14%
Swimming	15%	14%
Landmark/historic site	14%	13%
Museum	13%	11%
Bar/nightclub	11%	15%
Business meeting	11%	9%
Zoo	11%	7%
Attended/participated in an amateur sports event	10%	6%

Shopping Types on Trip

		Western Waterlands	U.S. Norm
	Convenience/grocery shopping	45%	44%
	Outlet/mall shopping	45%	48%
	Big box stores (Walmart, Costco)	38%	33%
	Boutique shopping	38%	29%
	Souvenir shopping	36%	41%
	Antiquing	25%	12%

Base: 2021/2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

		Western Waterlands	U.S. Norm
	Unique/local food	48%	47%
	Street food/food trucks	21%	23%
	Fine/upscale dining	20%	25%
	Picnicking	19%	13%
	Food delivery service (UberEATS, DoorDash, etc.)	19%	21%
	Gastropubs	11%	10%

61%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people



Safety/security



Cleanliness



Quality of accommodations



Sightseeing/attractions



Quality of food



Value for money

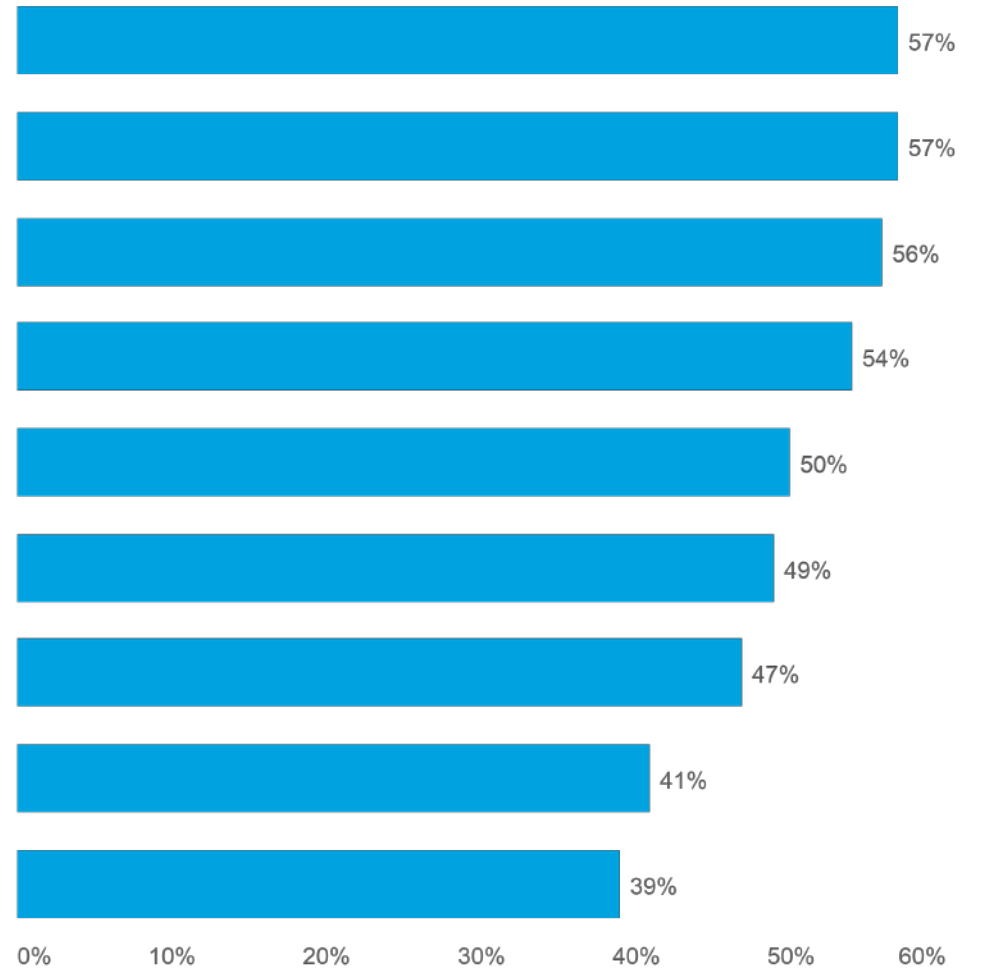


Public transportation

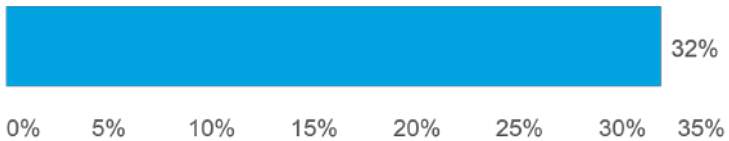


Music/nightlife/entertainment

% Very Satisfied with Trip



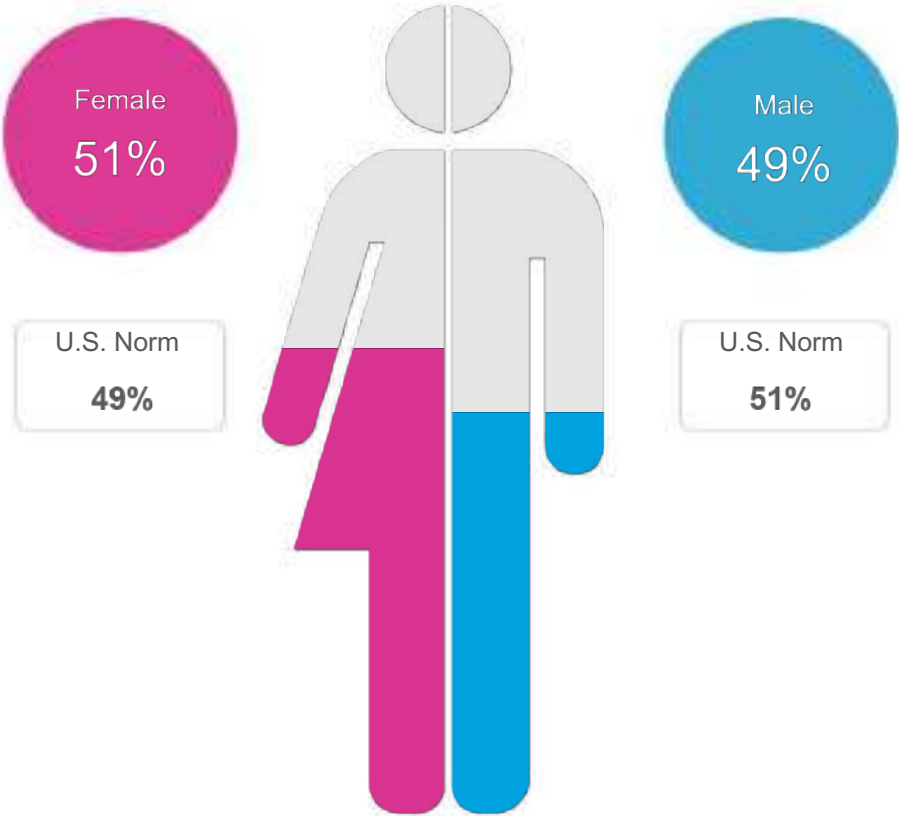
Satisfaction with Ease of Accessibility



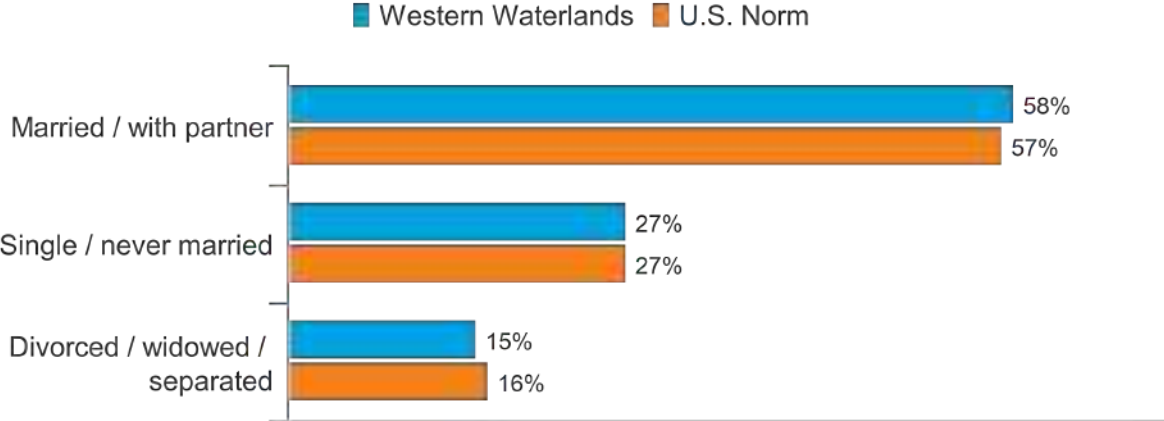
Data is for 2022 only; Ease of Accessibility only asked to those with travel limiting disabilities within travel party

*Very Satisfied = selected top box on a five point scale

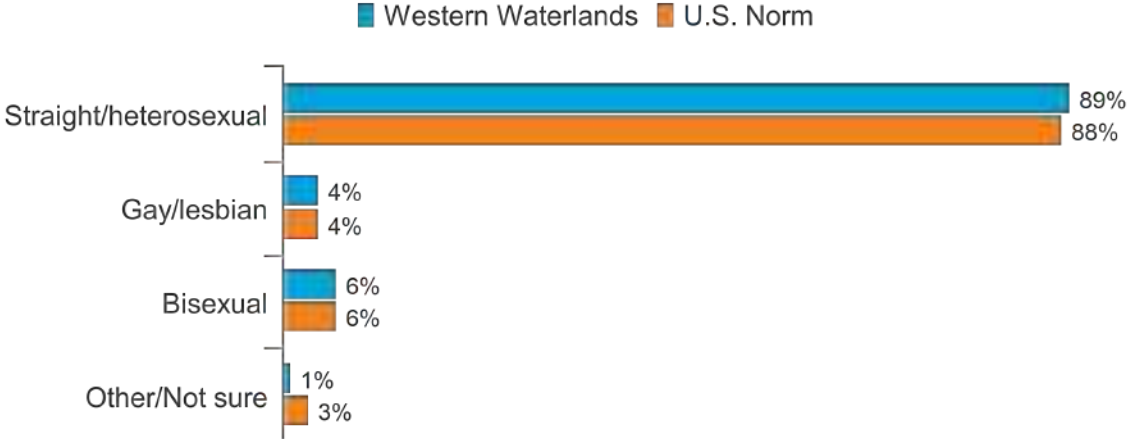
Gender



Marital Status



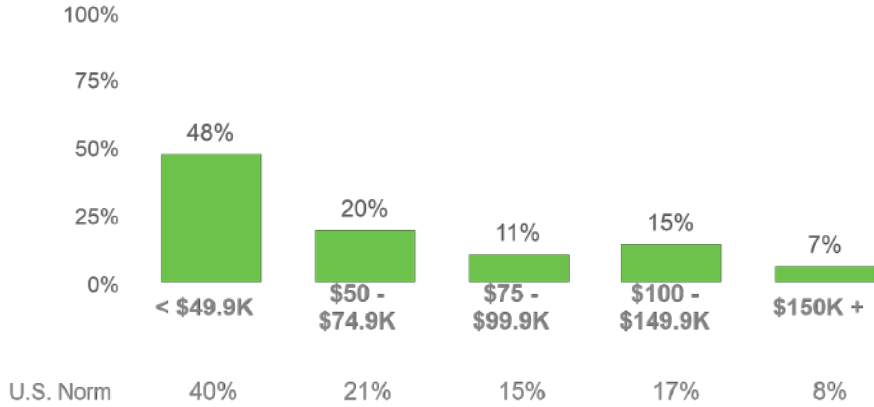
Sexual Orientation



Demographic Profile of Overnight Western Waterlands Visitors

Base: 2021/2022 Overnight Person-Trips

Household Income



Age

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

Western Waterlands



Average Age
40.6

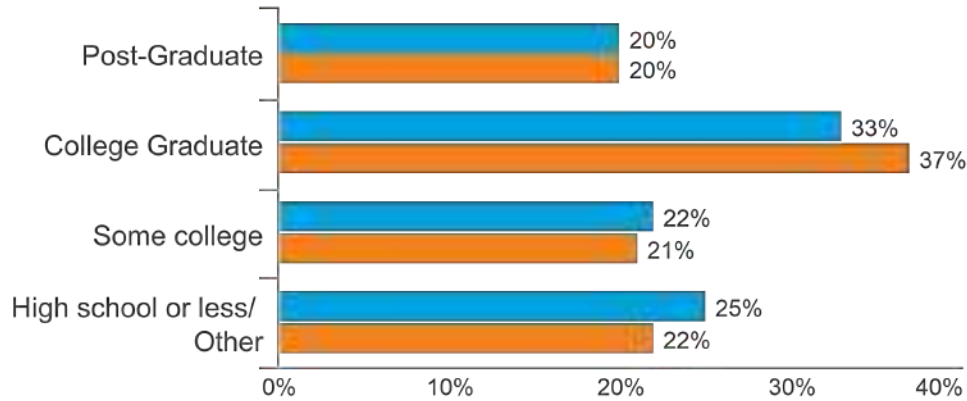
U.S. Norm



Average Age
44.8

Educational Attainment

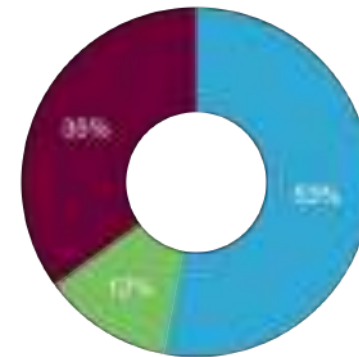
Western Waterlands U.S. Norm



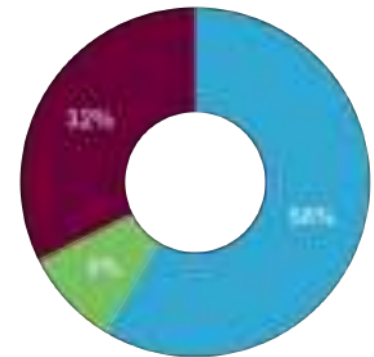
Employment

Full time / self-employed Part time Retired / not employed /other

Western Waterlands



U.S. Norm

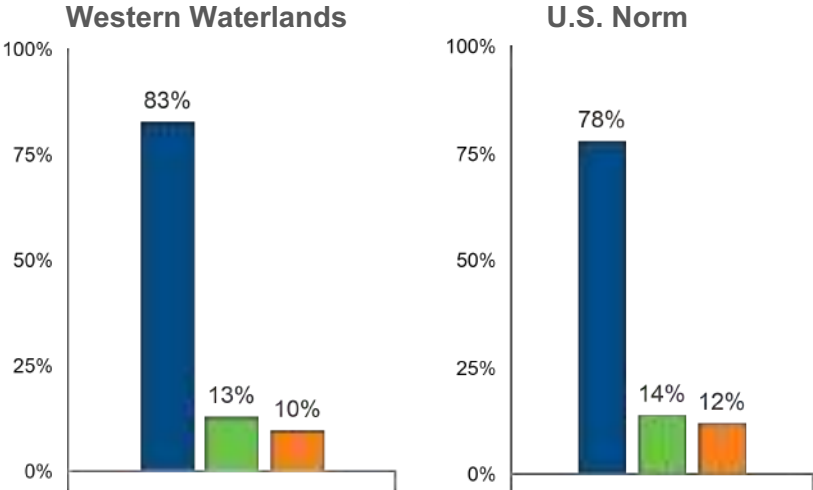


Demographic Profile of Overnight Western Waterlands Visitors

Base: 2021/2022 Overnight Person-Trips

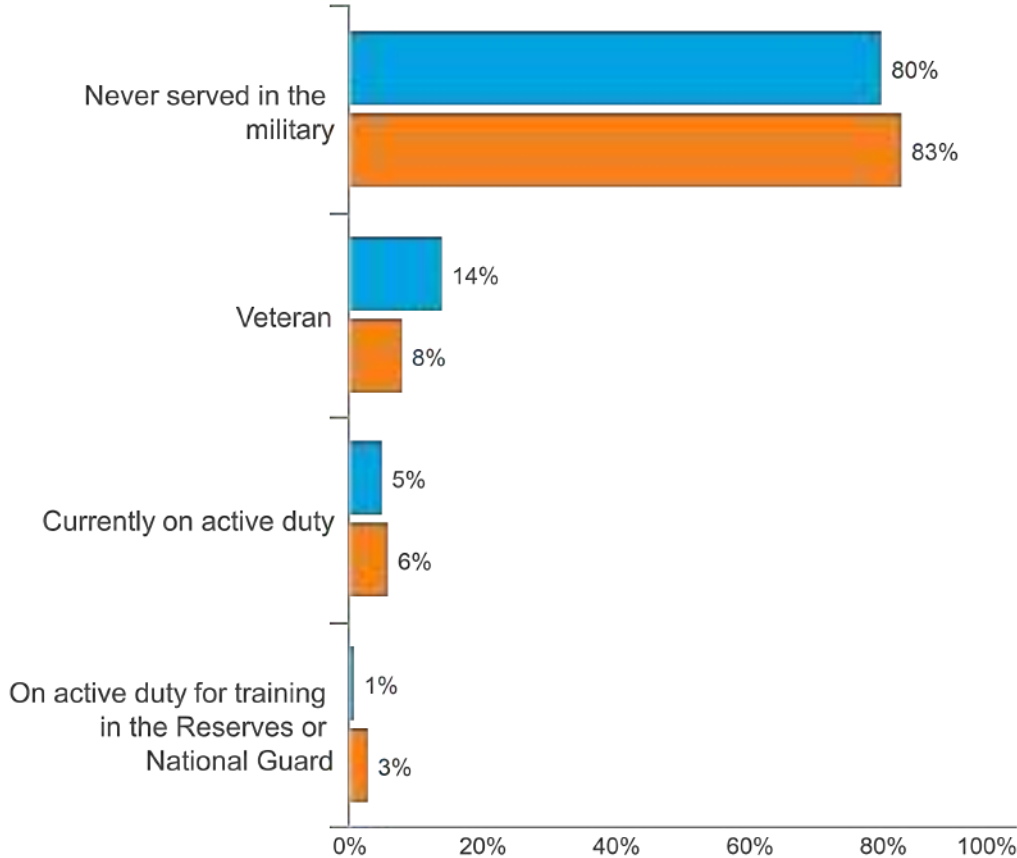
Race

■ White ■ African-American ■ Other



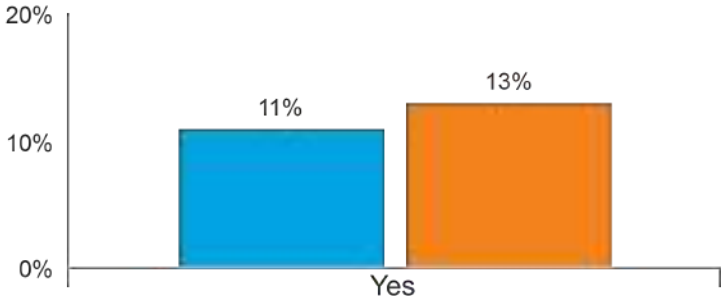
Military Status

■ Western Waterlands ■ U.S. Norm



Hispanic Background

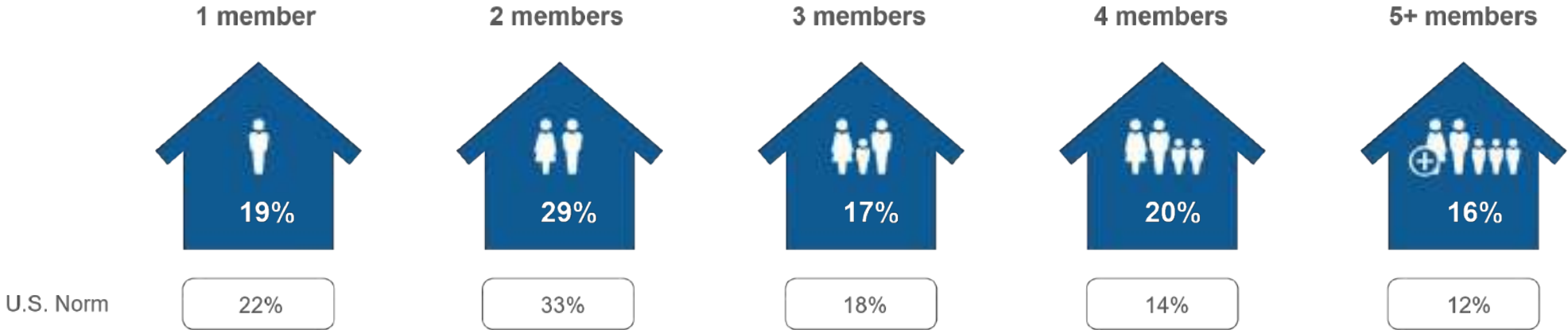
■ Western Waterlands ■ U.S. Norm



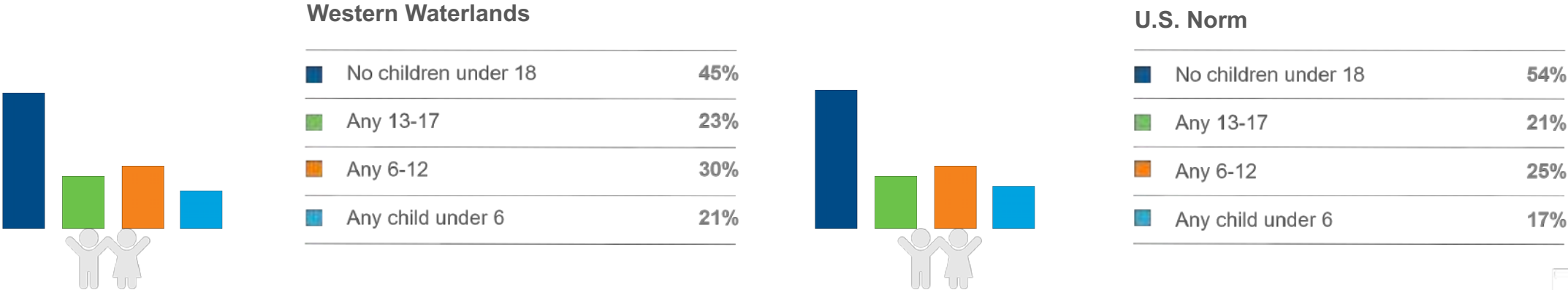
Question added in 2022, data is for 2022 only



Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Blues & BBQ

2022

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 Bluegrass, Blues, & BBQ's domestic tourism business in 2022.

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, Blues, & BBQ, the following sample was achieved in 2022:














Overnight Base Size

310

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

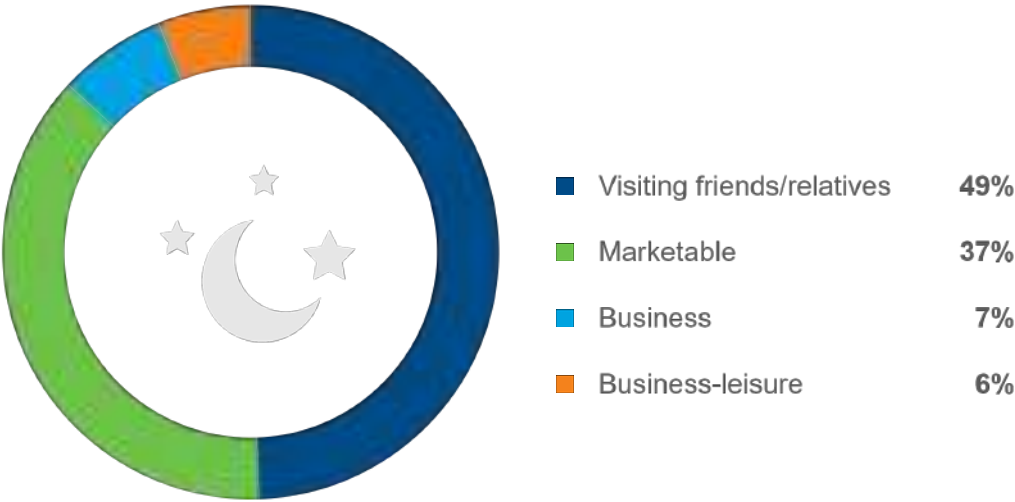
Main Purpose of Trip

 49% Visiting friends/ relatives	
 8% Outdoors	 2% Conference/ Convention
 7% Touring	
 6% Special event	 6% Other business trip
 6% City trip	
 4% Casino	
 4% Theme park	 6% Business-Leisure
 1% Ski/Snowboarding	

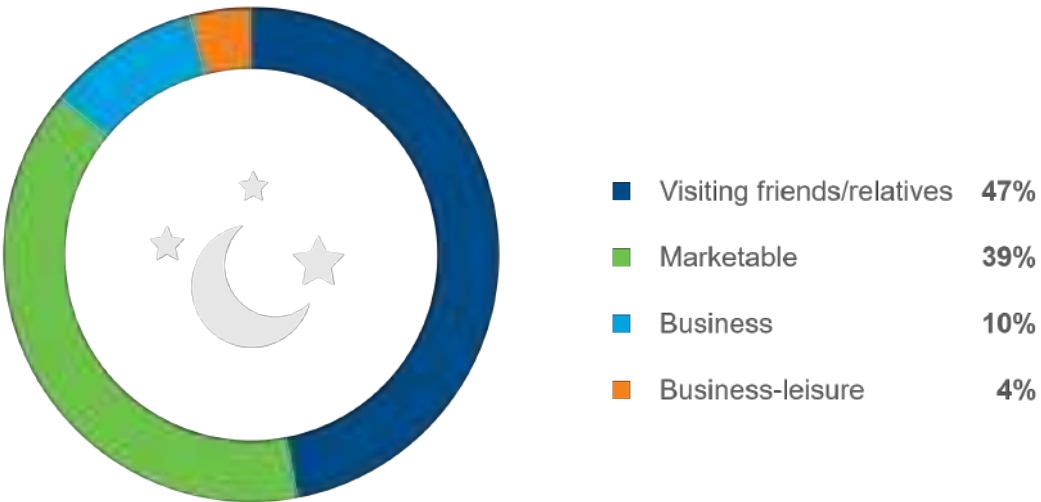
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	49%	47%
Outdoors	8%	4%
Touring	7%	10%
Special event	6%	7%
City trip	6%	6%
Casino	4%	5%
Theme park	4%	4%
Ski/Snowboarding	1%	1%

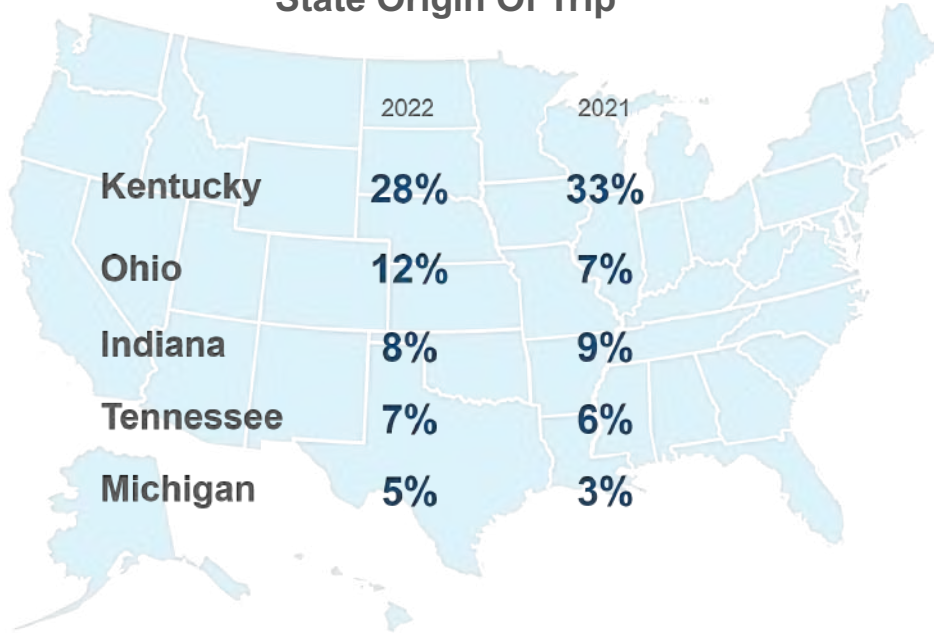
2022 Bluegrass, Blues, & BBQ Overnight Trips



Last year's Bluegrass, Blues, & BBQ Overnight Trips



State Origin Of Trip



DMA Origin Of Trip

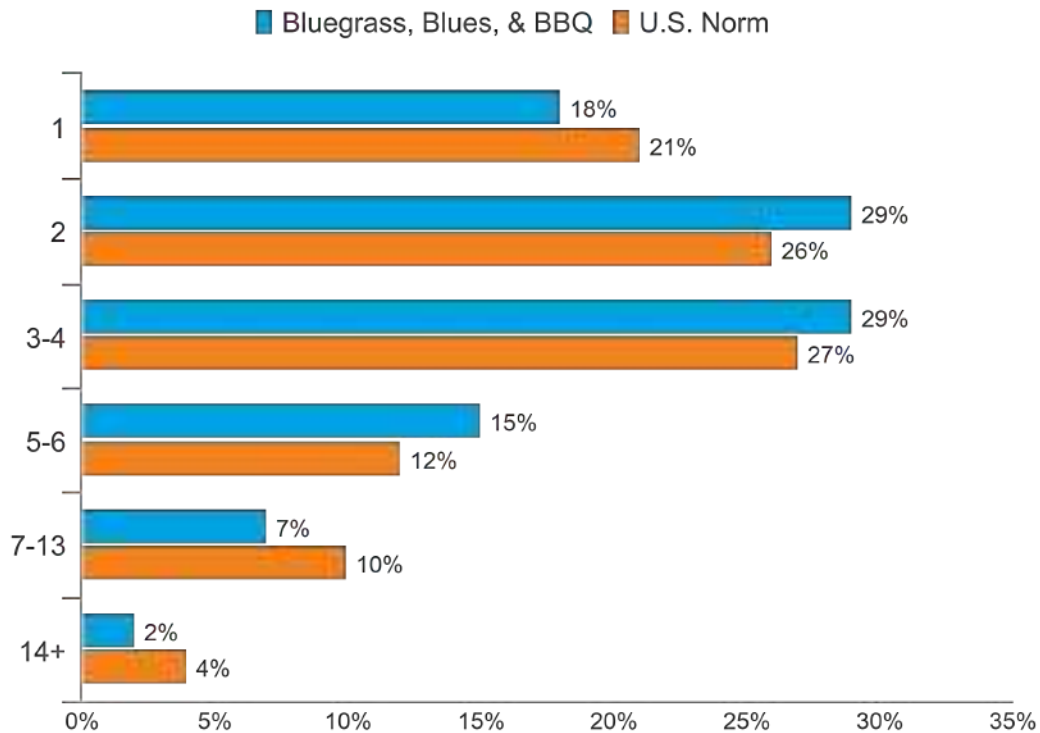
	2022	2021
Lexington, KY	10%	10%
Louisville, KY	7%	13%
Evansville, IL/IN/KY	6%	4%
Paducah-Cape Girardeau-Harrbg,IL/KY/MO	6%	3%
Indianapolis-Lafayette, IN	5%	3%
Dayton, OH	5%	3%
Nashville, KY/TN	4%	4%
Cincinnati, OH/KY	4%	4%
Los Angeles, CA	3%	3%
Charleston-Huntington, KY/OH/WV	3%	2%

Past Visitation to Bluegrass, Blues, & BBQ

59% of overnight travelers to Bluegrass, Blues, & BBQ are repeat visitors

40% of overnight travelers to Bluegrass, Blues, & BBQ had visited before in the past 12 months

Total Nights Away on Trip



Bluegrass, Blues, & BBQ

3.7

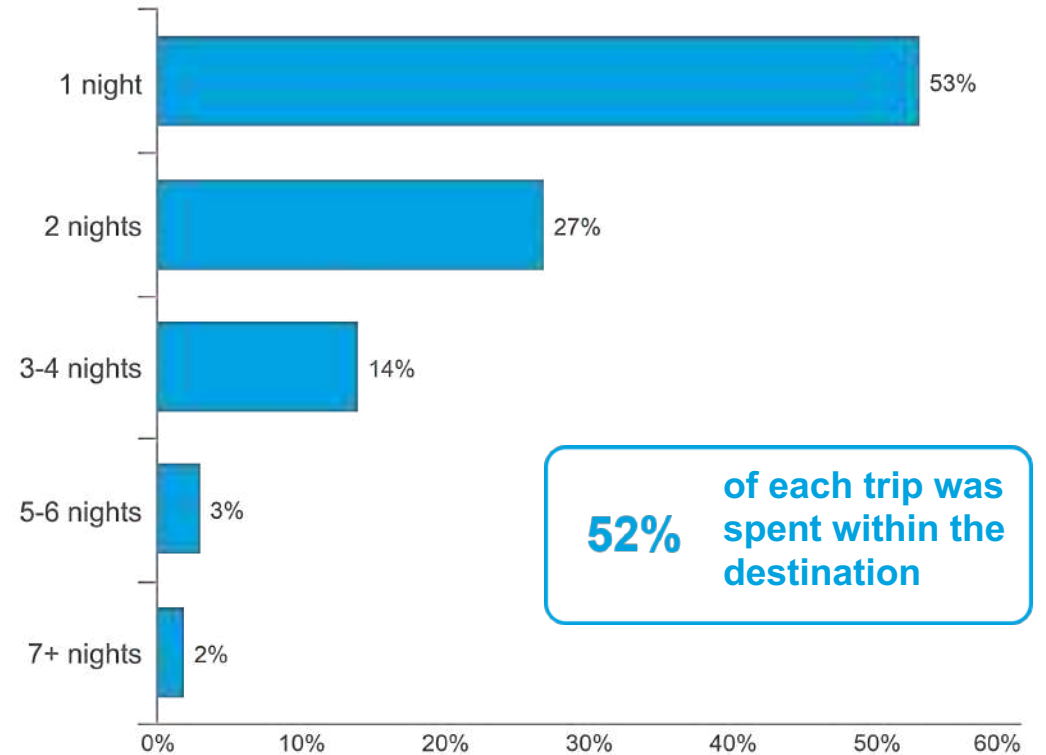
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Bluegrass, Blues, & BBQ



52% of each trip was spent within the destination

Average number of nights

1.9

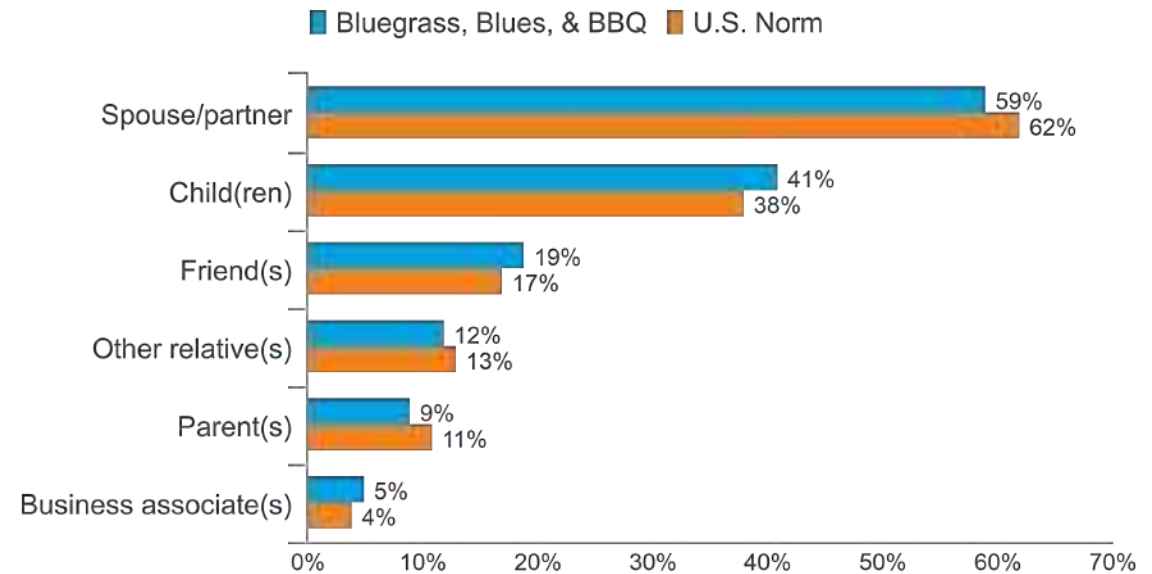
Average last year

1.8

Size of Travel Party

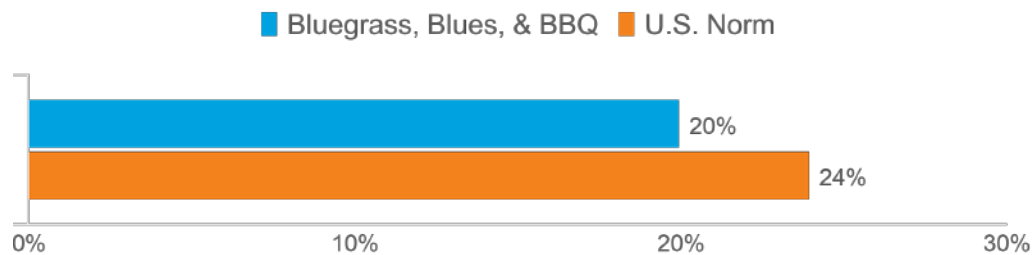


Composition of Immediate Travel Party

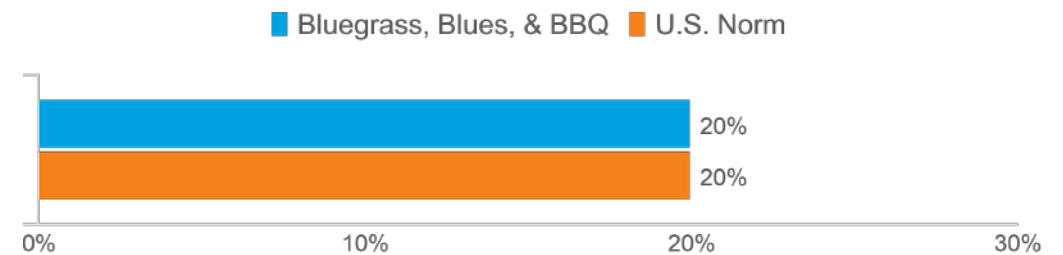


Base: 2022 Overnight Person-Trips that included more than one person

Percent Who Traveled Alone



Percent Who Had Travel Party Member with Disabilities

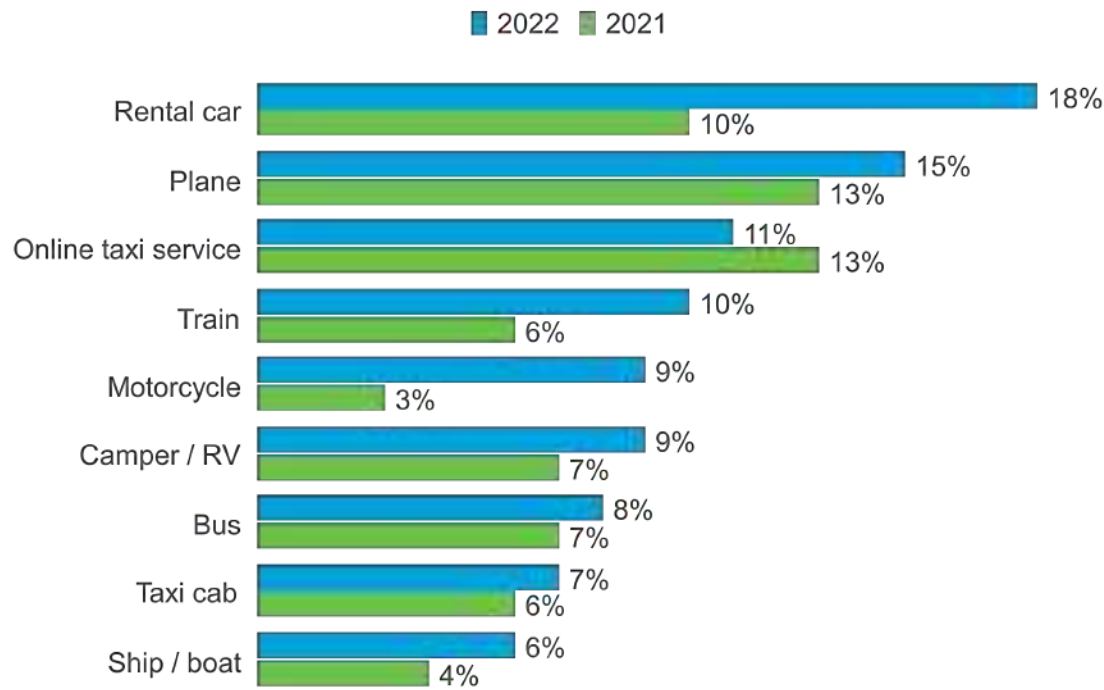


Transportation Used to get to Destination



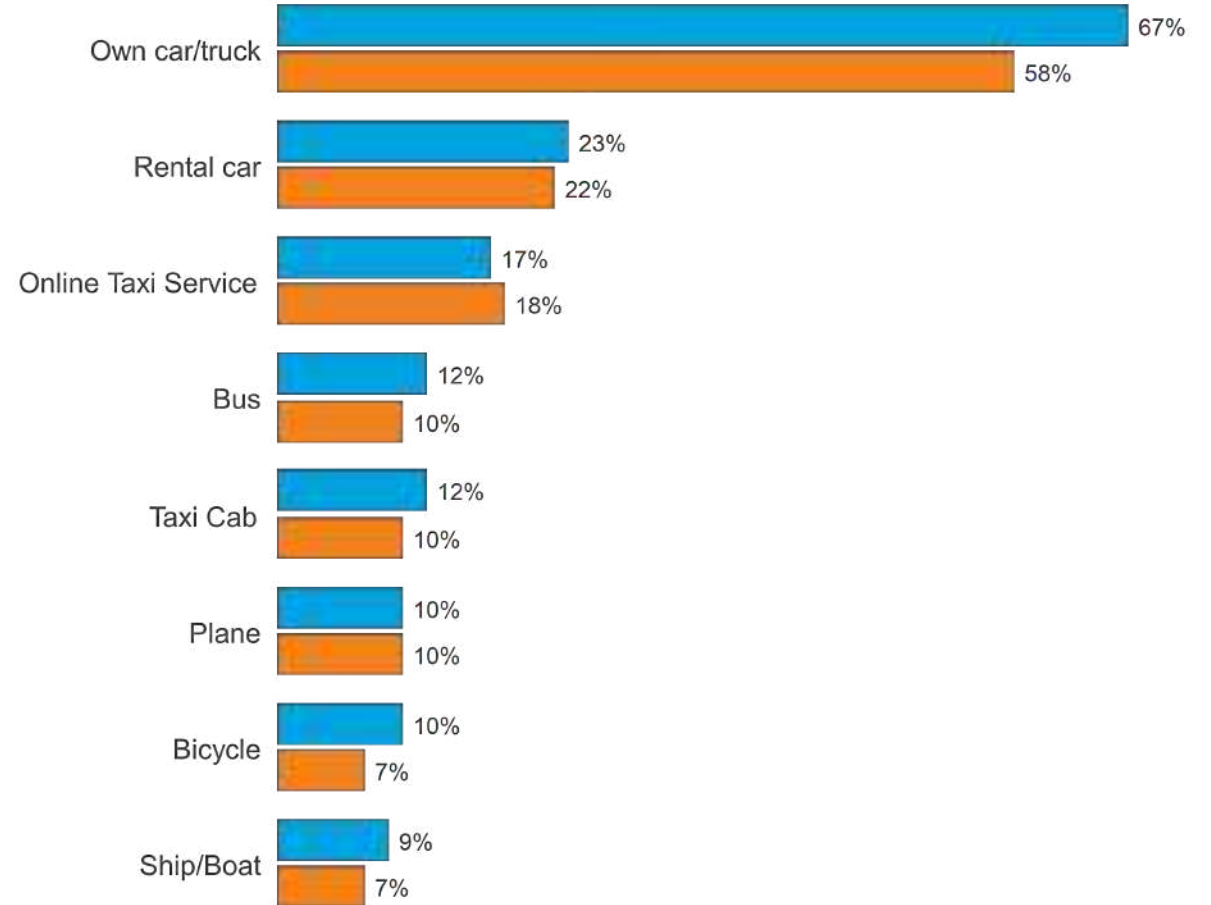
78% of overnight travelers use own car/truck to get to their destination

Previous year: 83%

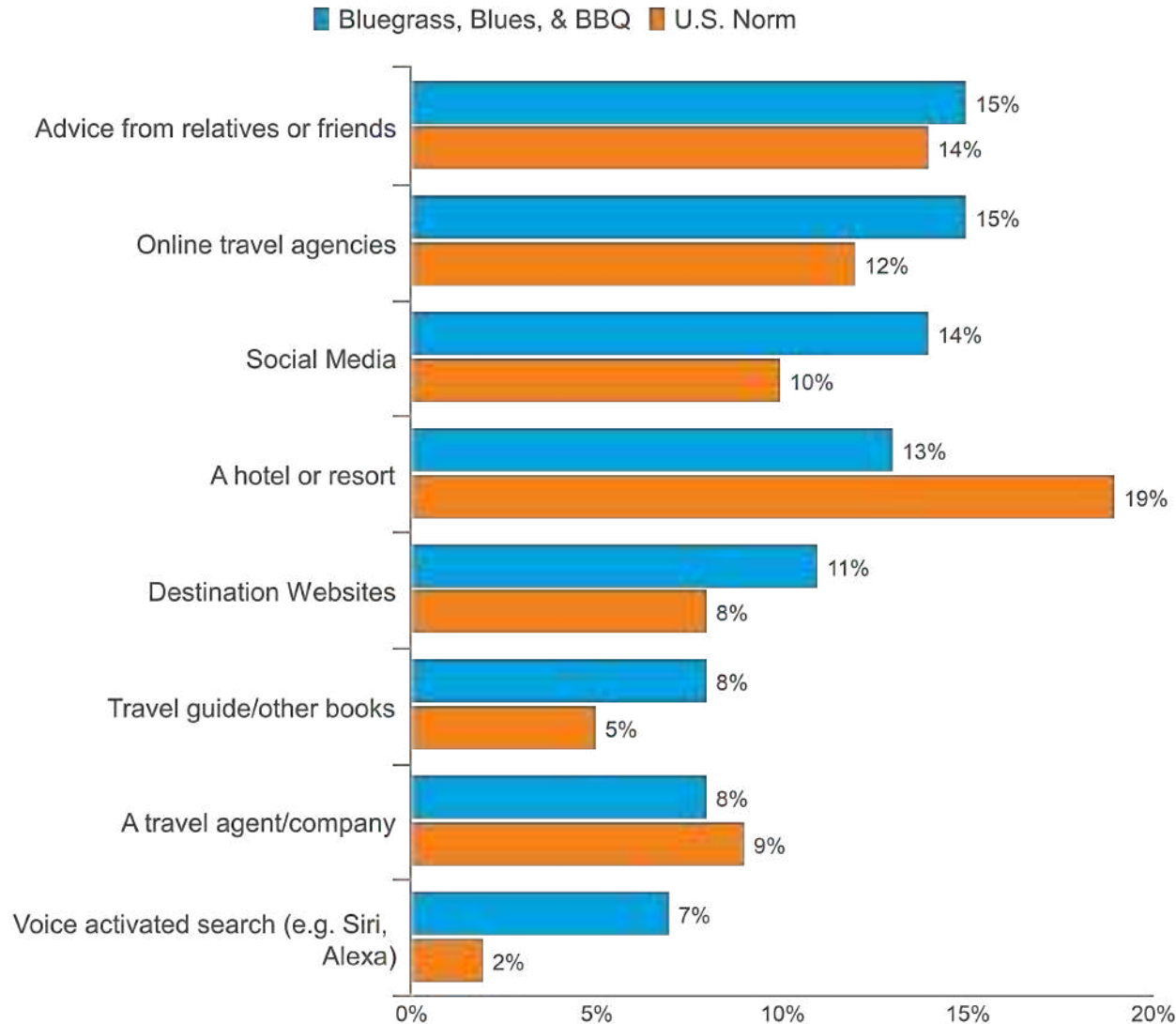


Transportation Used within Destination

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Trip Planning Information Sources



Length of Trip Planning

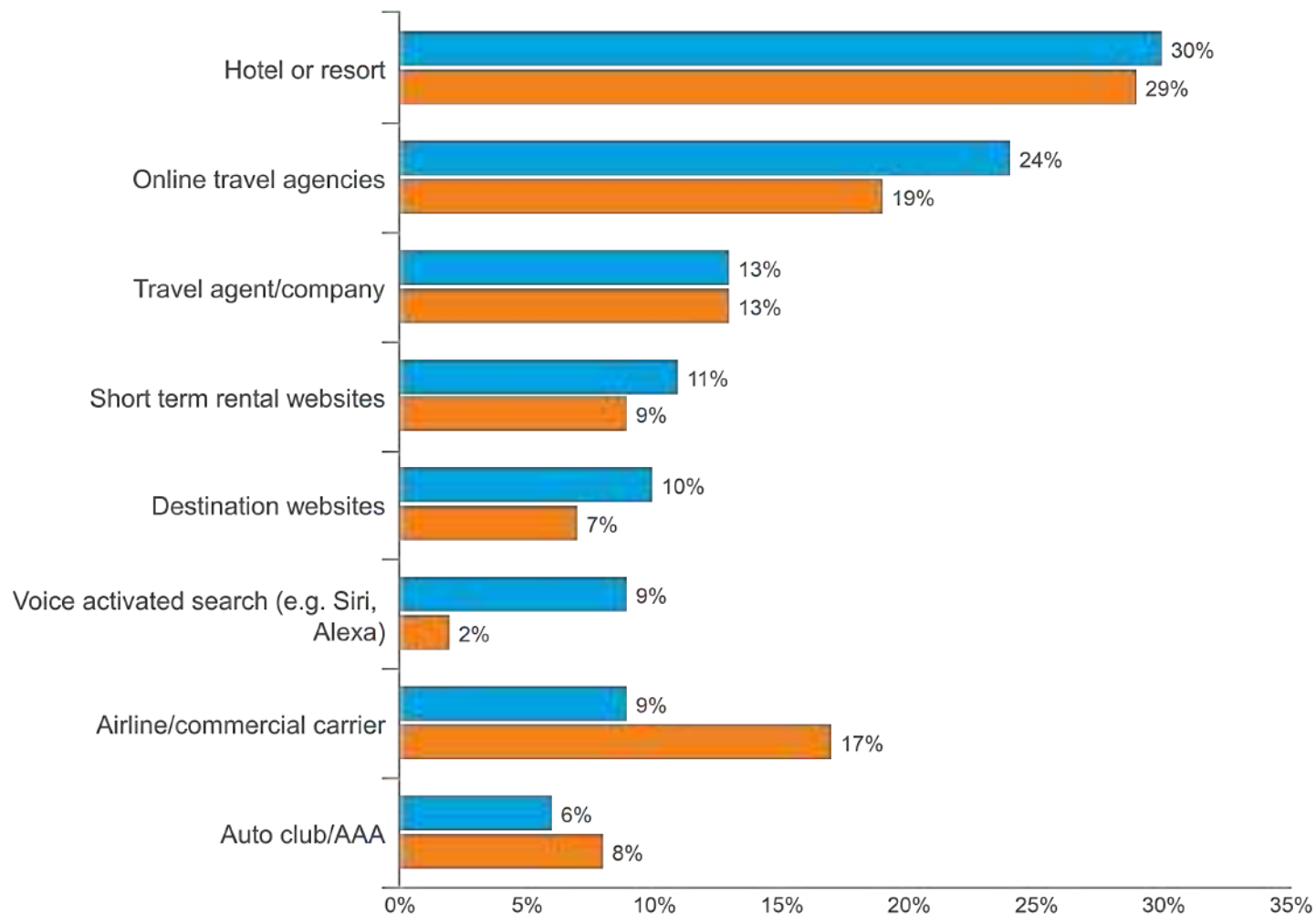
	Bluegrass, Blues, & BBQ	U.S. Norm
1 month or less	27%	31%
2 months	15%	16%
3-5 months	19%	18%
6-12 months	11%	14%
More than 1 year in advance	4%	5%
Did not plan anything in advance	23%	16%

Bluegrass, Blues, & BBQ's Overnight Trip Characteristics








Base: 2022 Overnight Person-Trips

Method of Booking

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Accommodations

	2022	2021
 Hotel	43%	41%
 Home of friends / relatives	24%	22%
 Motel	12%	20%
 Bed & breakfast	11%	7%
 Rented home / condo / apartment	11%	5%
 Campground / RV park	6%	7%
 Rented cottage / cabin	5%	3%

Activity Groupings

Outdoor Activities



52%

U.S. Norm: 48%

Entertainment Activities



61%

U.S. Norm: 54%

Cultural Activities



39%

U.S. Norm: 29%

Sporting Activities



24%

U.S. Norm: 21%











Business Activities



17%

U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
 Shopping	28%	23%
 Sightseeing	24%	18%
 Landmark/historic site	22%	18%
 Attending celebration	20%	18%
 National/state park	17%	8%
 Bar/nightclub	17%	9%
 Fishing	16%	13%
 Nature tours/wildlife viewing/birding	16%	13%
 Winery/brewery/distillery tour	15%	8%
 Museum	14%	12%

Shopping Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Big box stores (Walmart, Costco)	59%	33%
 Outlet/mall shopping	54%	48%
 Convenience/grocery shopping	50%	44%
 Souvenir shopping	43%	41%
 Antiquing	24%	12%
 Boutique shopping	22%	29%

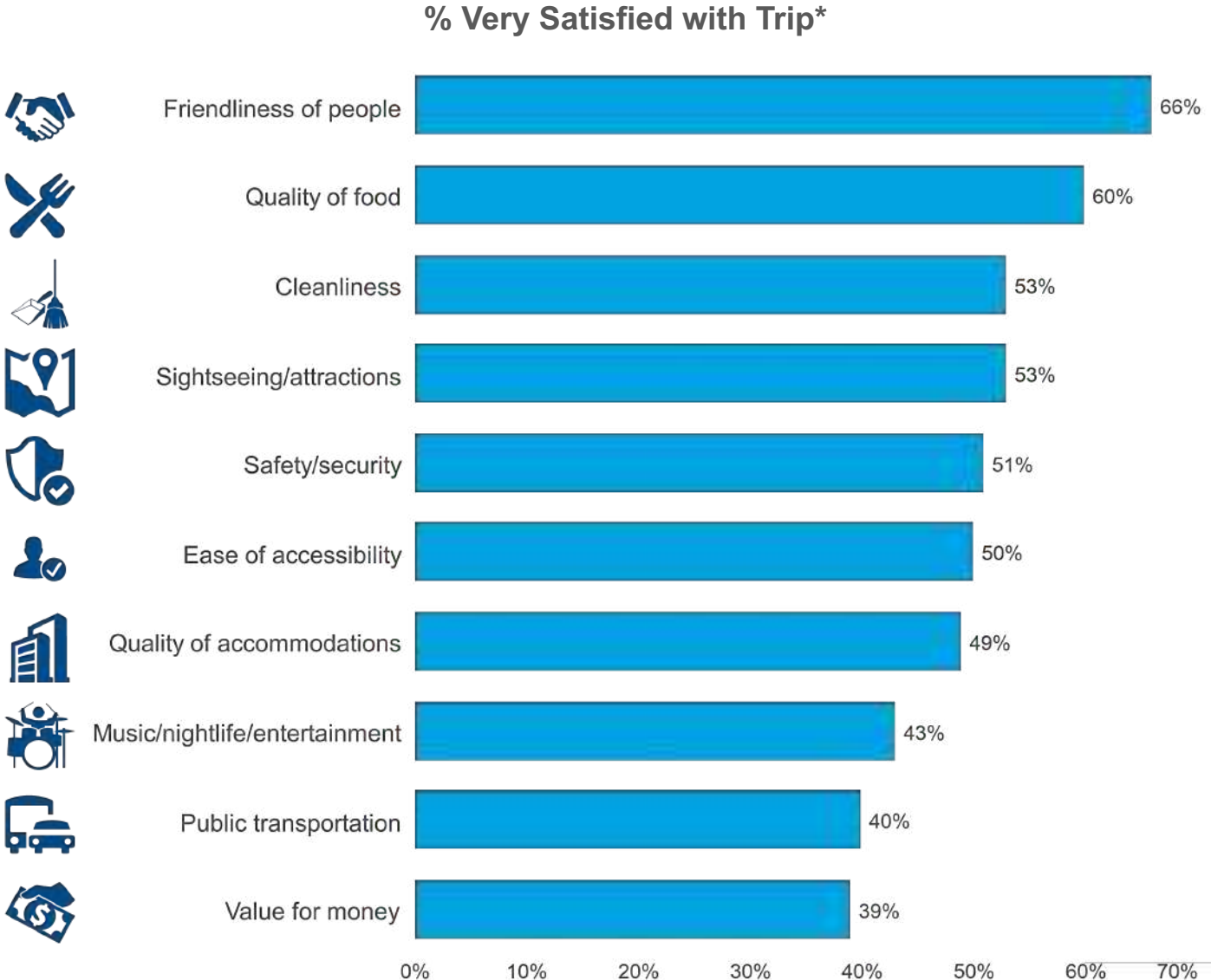
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	54%	47%
 Street food/food trucks	29%	23%
 Fine/upscale dining	27%	25%
 Food delivery service (UberEATS, DoorDash, etc.)	25%	21%
 Picnicking	16%	13%
 Gastropubs	13%	10%



63%
of overnight travelers were
very satisfied with their overall
trip experience



*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

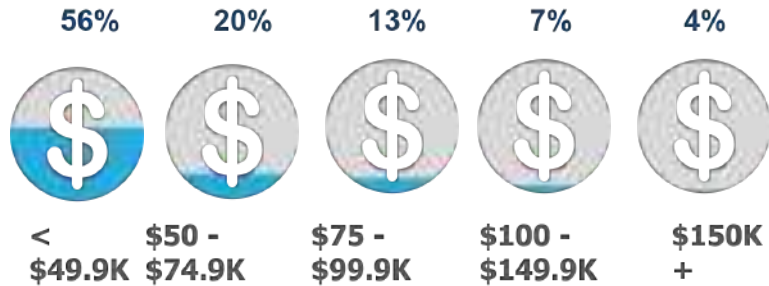
Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2022 Overnight Person-Trips

Household Income

Average Income

55.2K



Previous Year 53% 18% 13% 11% 5%

Age

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

Bluegrass, Blues, & BBQ



Average Age 42.3

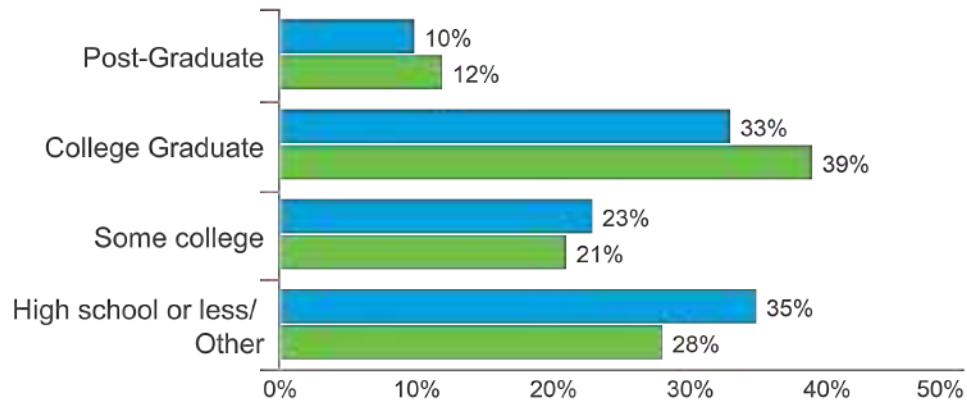
Previous Year



Average Age 42.6

Educational Attainment

2022 2021

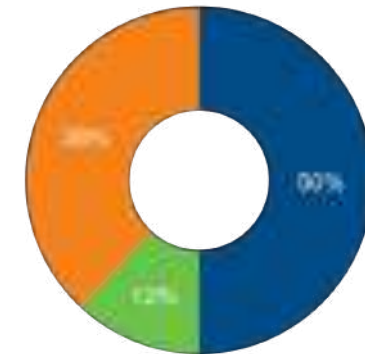
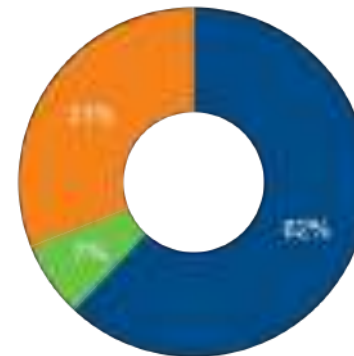


Employment

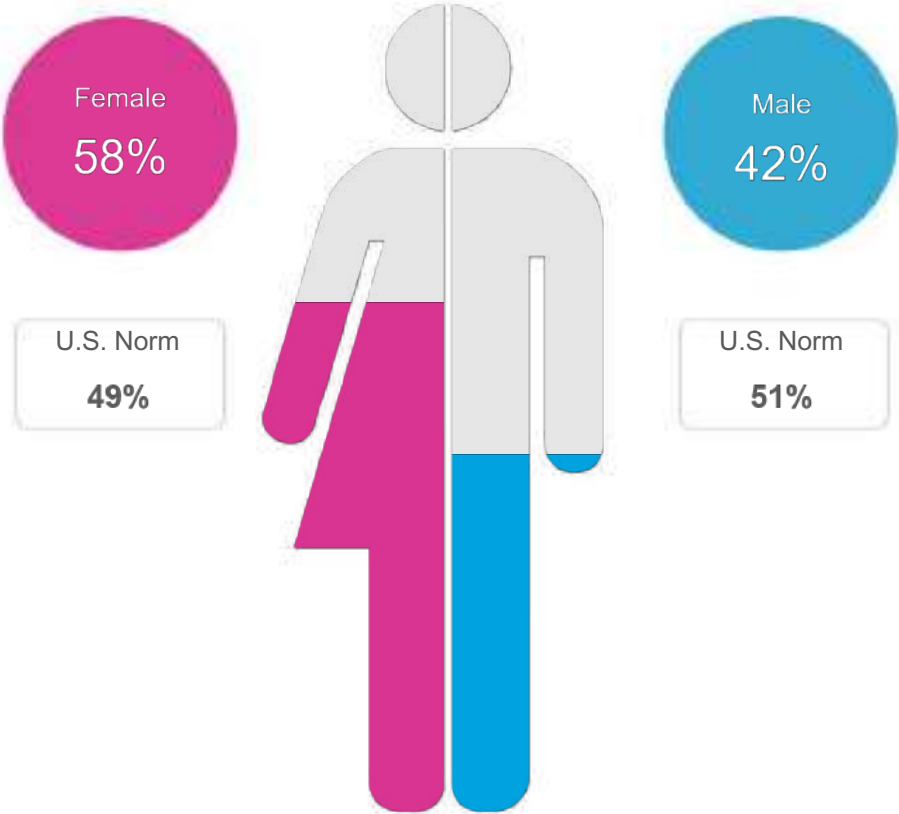
Full time / self-employed Part time Retired / not employed / other

Bluegrass, Blues, & BBQ

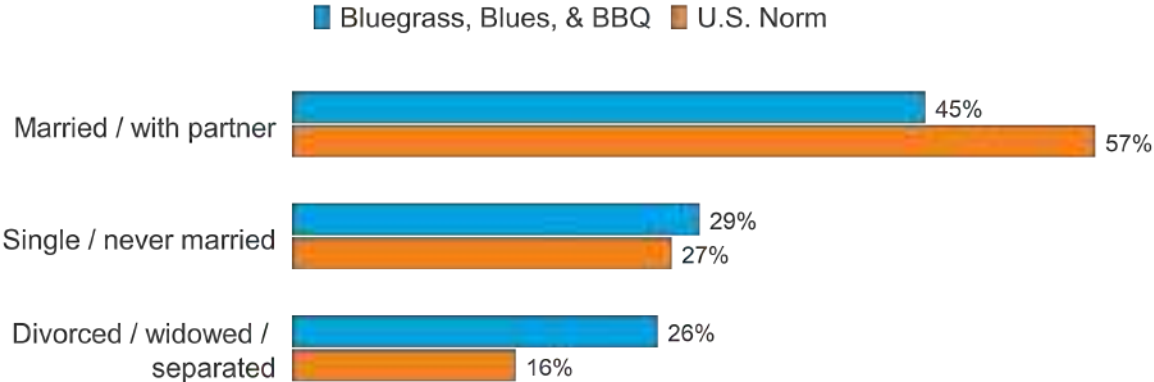
Bluegrass, Blues, & BBQ's Previous Year



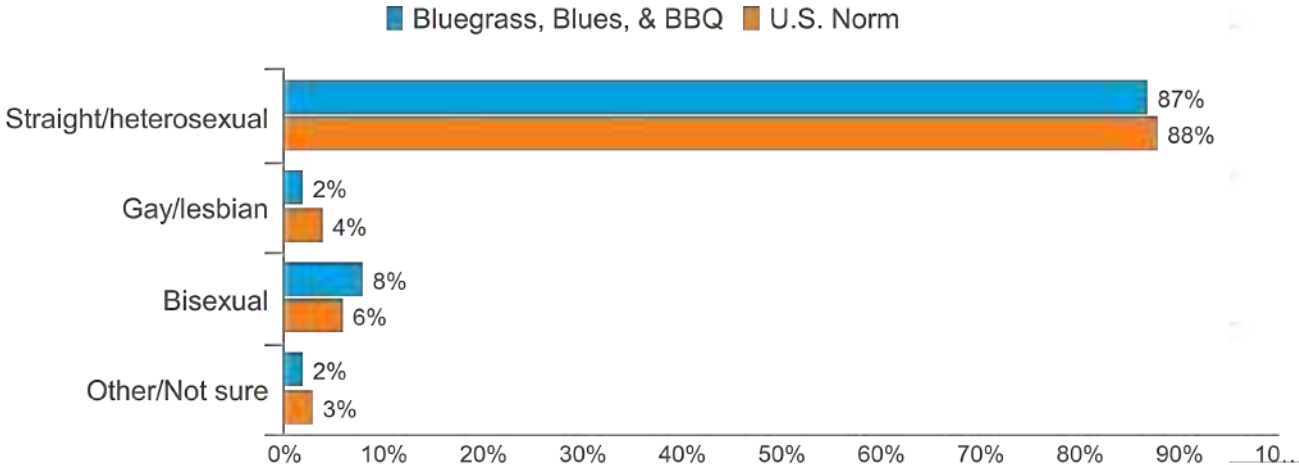
Gender



Marital Status



Sexual Orientation



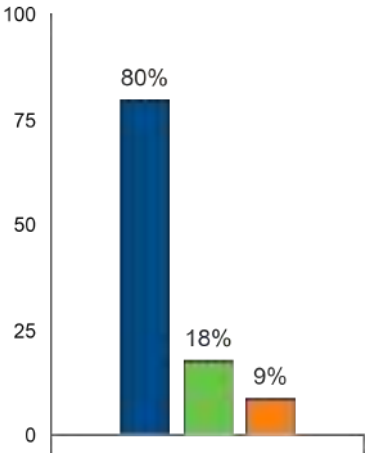
Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2022 Overnight Person-Trips

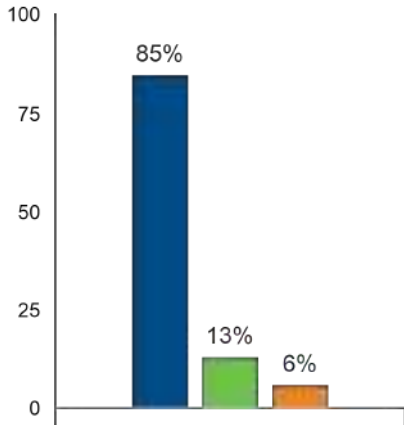
Race

■ White ■ African-American ■ Other

Bluegrass, Blues, & BBQ

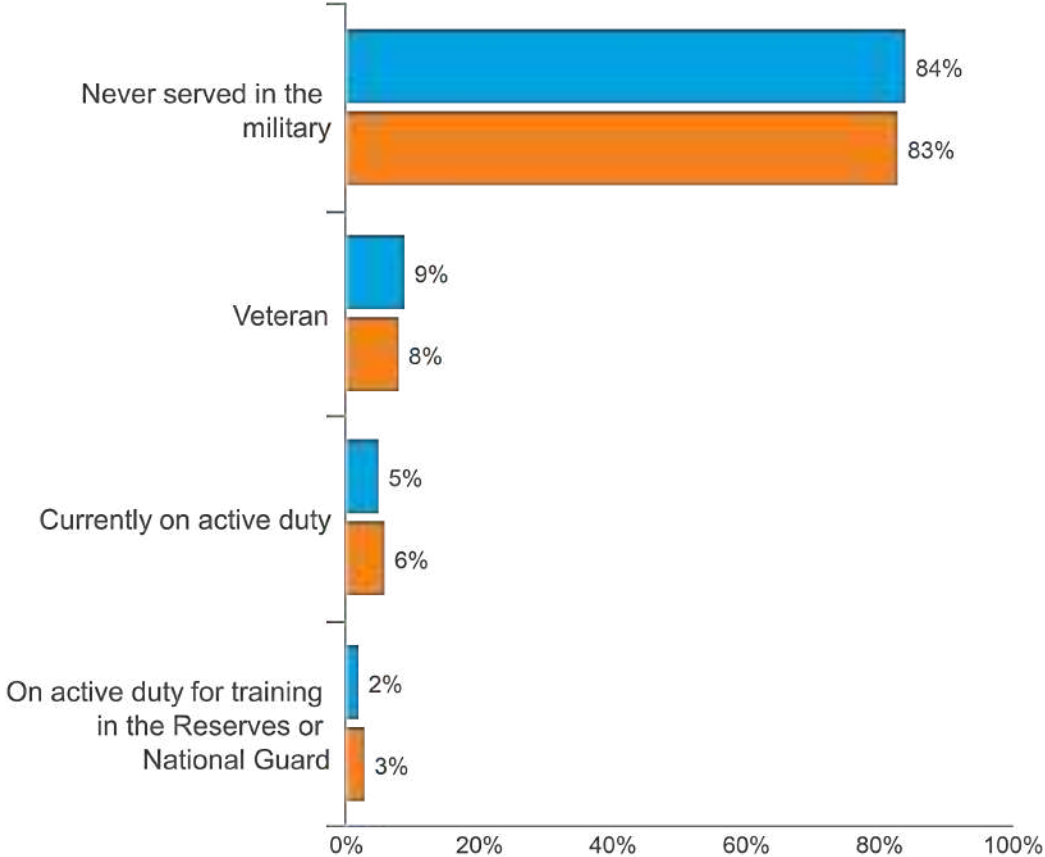


Bluegrass, Blues, & BBQ's Previous Year



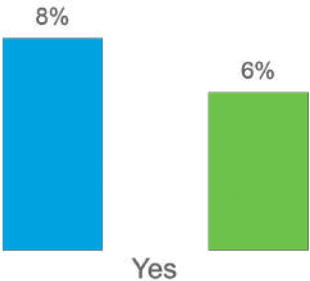
Military Status

■ Bluegrass, Blues, & BBQ ■ U.S. Norm

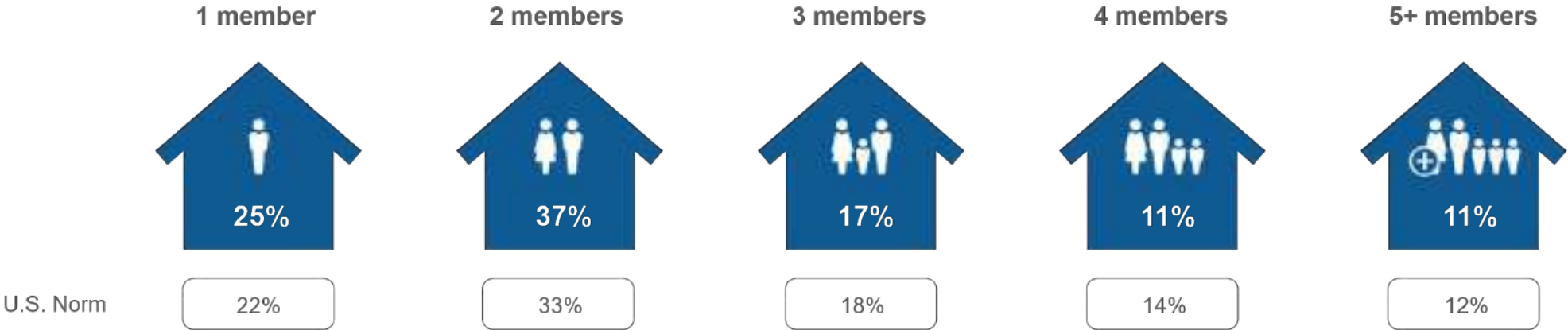


Hispanic Background

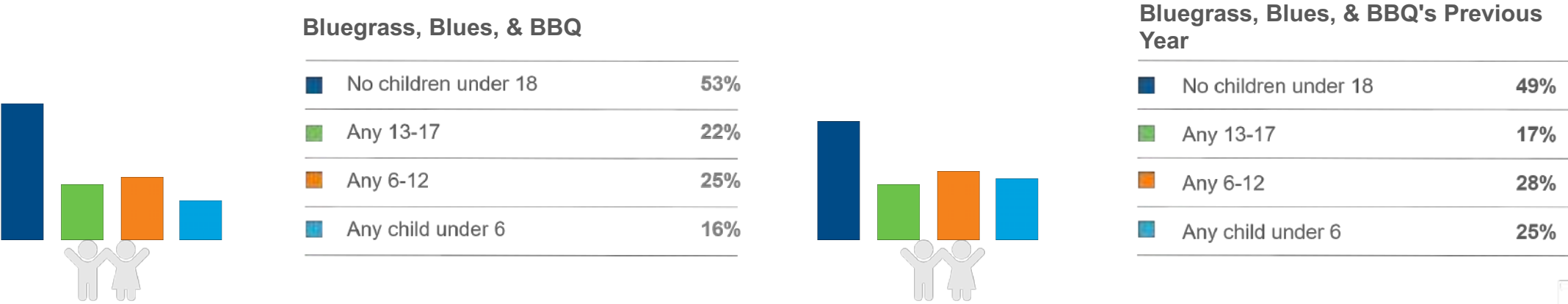
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

Bourbon, Horses, & History

2022

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 Bourbon, Horses, & History's domestic tourism business in 2022.

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 Bourbon, Horses, & History, the following sample was achieved in 2022:














Overnight Base Size

480

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

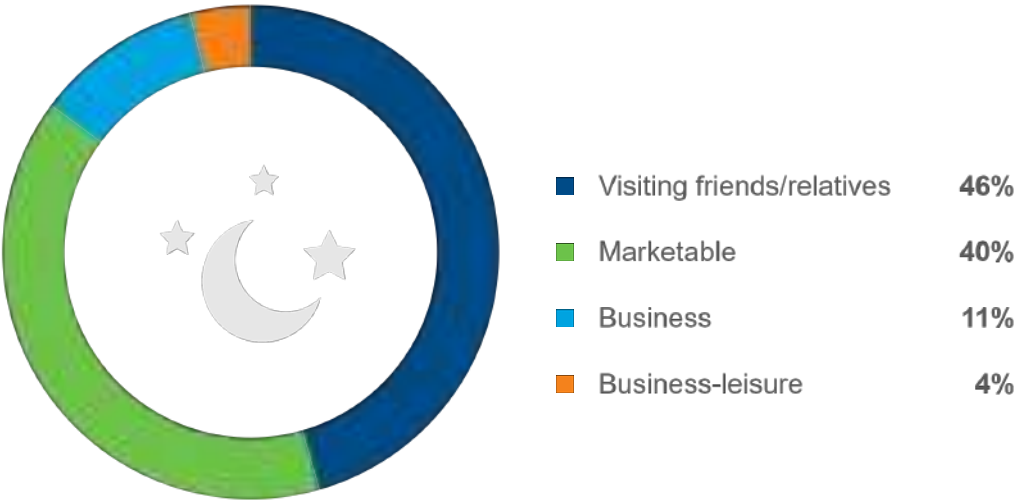
Main Purpose of Trip

 46% Visiting friends/ relatives	
 14% Touring	 5% Conference/ Convention
 11% Special event	
 5% Outdoors	
 4% City trip	 6% Other business trip
 2% Casino	
 1% Theme park	 4% Business-Leisure
 1% Resort	

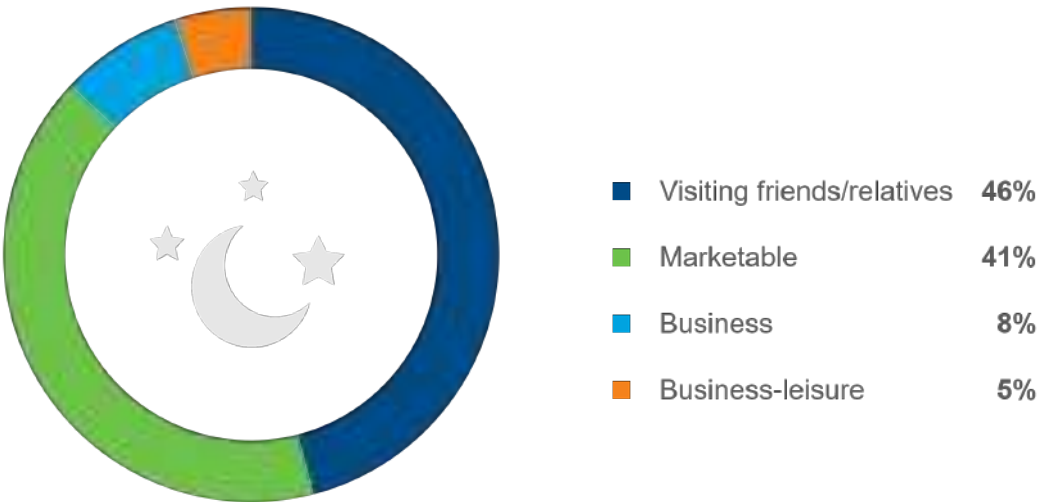
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	46%	46%
Touring	14%	12%
Special event	11%	7%
Outdoors	5%	6%
City trip	4%	9%
Casino	2%	4%
Theme park	1%	3%
Resort	1%	1%

2022 Bourbon, Horses, & History Overnight Trips



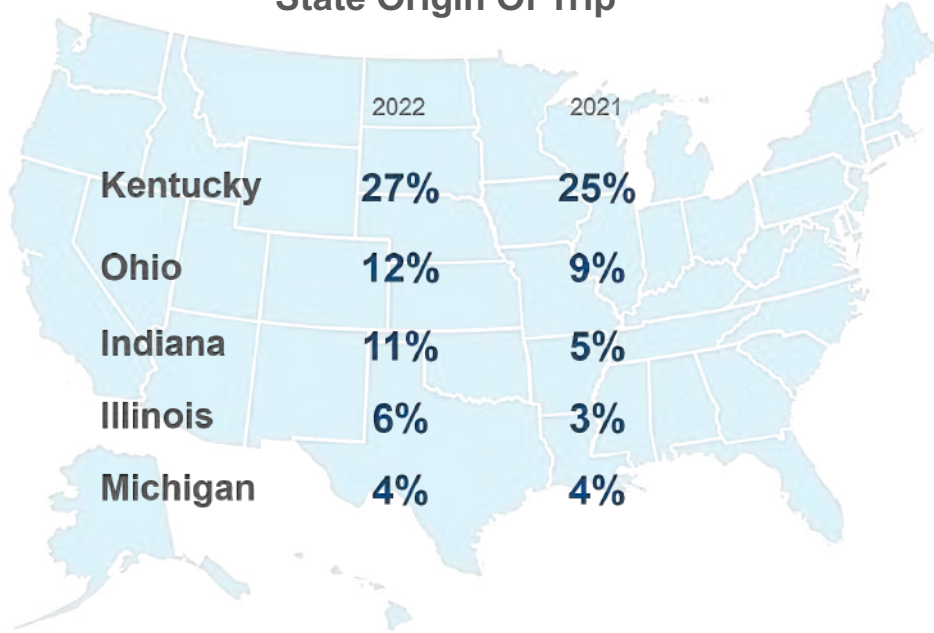
Last year's Bourbon, Horses, & History Overnight Trips



Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip

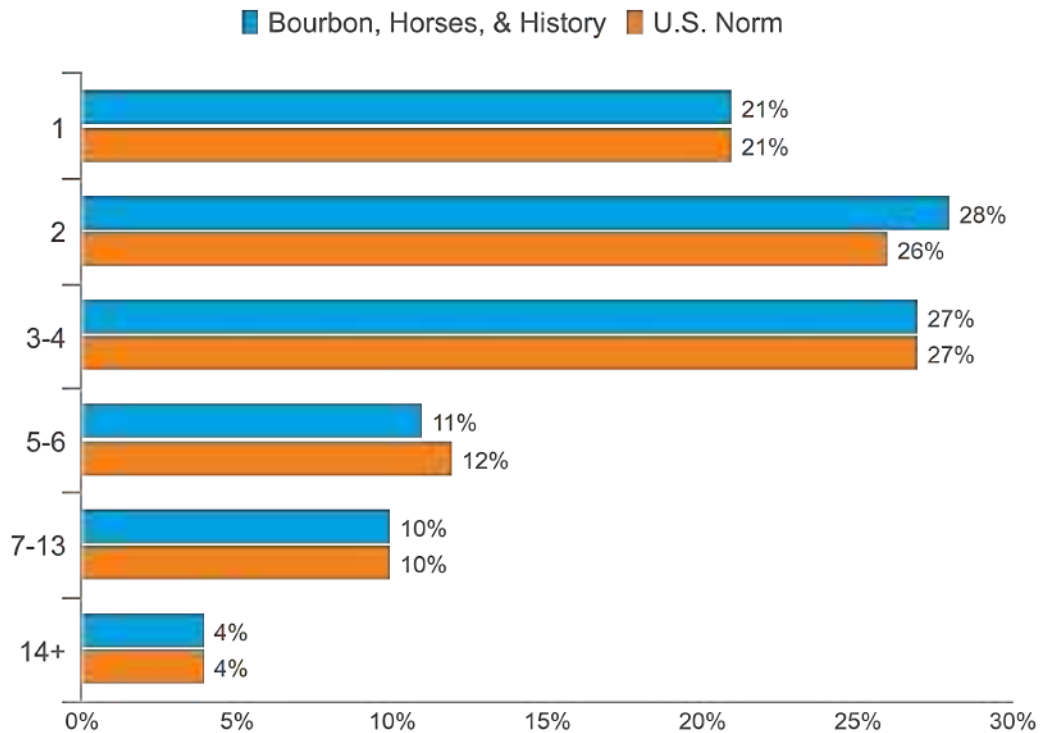
	2022	2021
Lexington, KY	10%	7%
Indianapolis-Lafayette, IN	8%	2%
Louisville, KY	8%	10%
Cincinnati, OH/KY	6%	4%
Chicago, IL	4%	1%
Columbus, OH	4%	2%
St. Louis, IL/MO	3%	3%
Charleston-Huntington, KY/OH/WV	3%	1%
Paducah-Cape Girardeau-Harrbg, IL/KY/MO	3%	3%
Nashville, KY/TN	3%	8%

Past Visitation to Bourbon, Horses, & History

63% of overnight travelers to Bourbon, Horses, & History are repeat visitors

42% of overnight travelers to Bourbon, Horses, & History had visited before in the past 12 months

Total Nights Away on Trip



Bourbon, Horses, & History

3.8

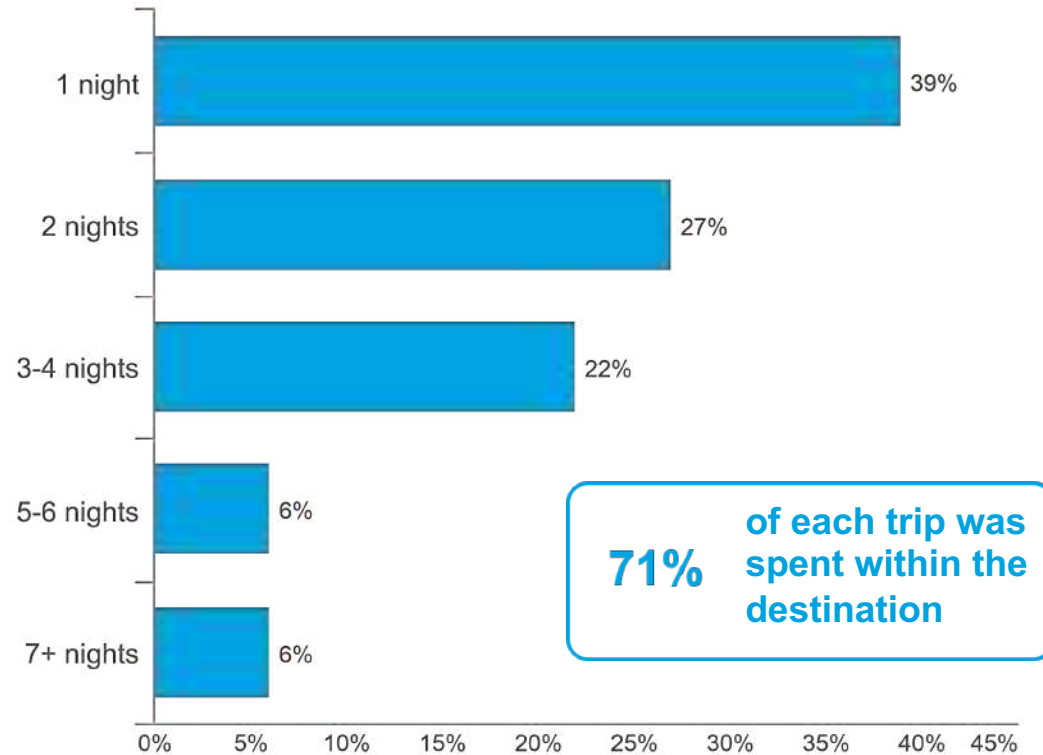
Average Nights

U.S. Norm

3.9

Average Nights

Nights Spent in Bourbon, Horses, & History



71% of each trip was spent within the destination

Average number of nights

2.7

Average last year

2.6

Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2022 Overnight Person-Trips

Size of Travel Party

Children Adults

Bourbon, Horses, & History



Total **2.8**

Average number of people

U.S. Norm

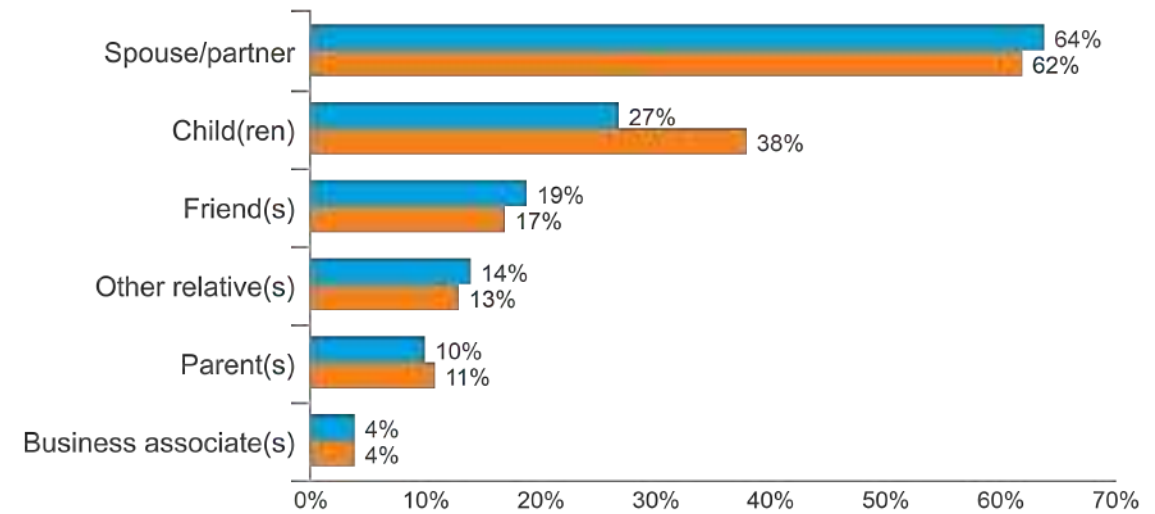


Total **2.9**

Average number of people

Composition of Immediate Travel Party

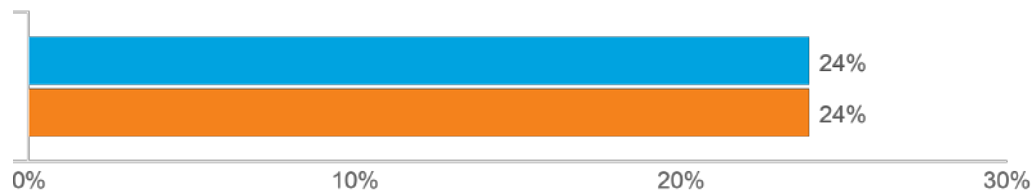
Bourbon, Horses, & History U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

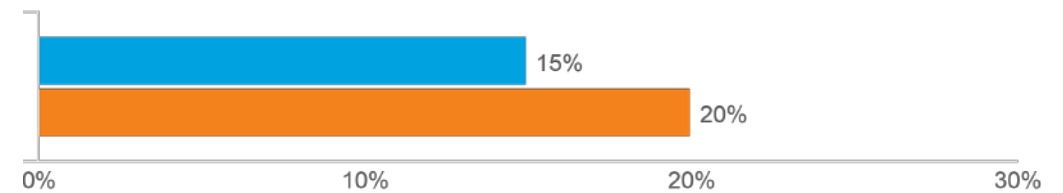
Percent Who Traveled Alone

Bourbon, Horses, & History U.S. Norm



Percent Who Had Travel Party Member with Disabilities

Bourbon, Horses, & History U.S. Norm

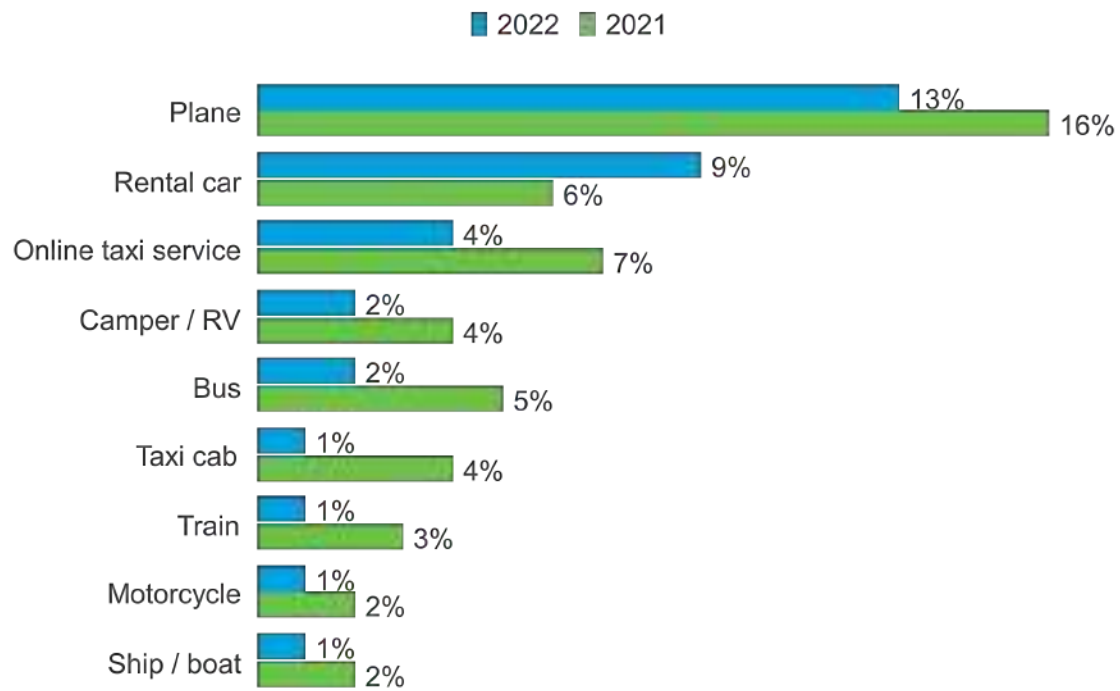


Transportation Used to get to Destination



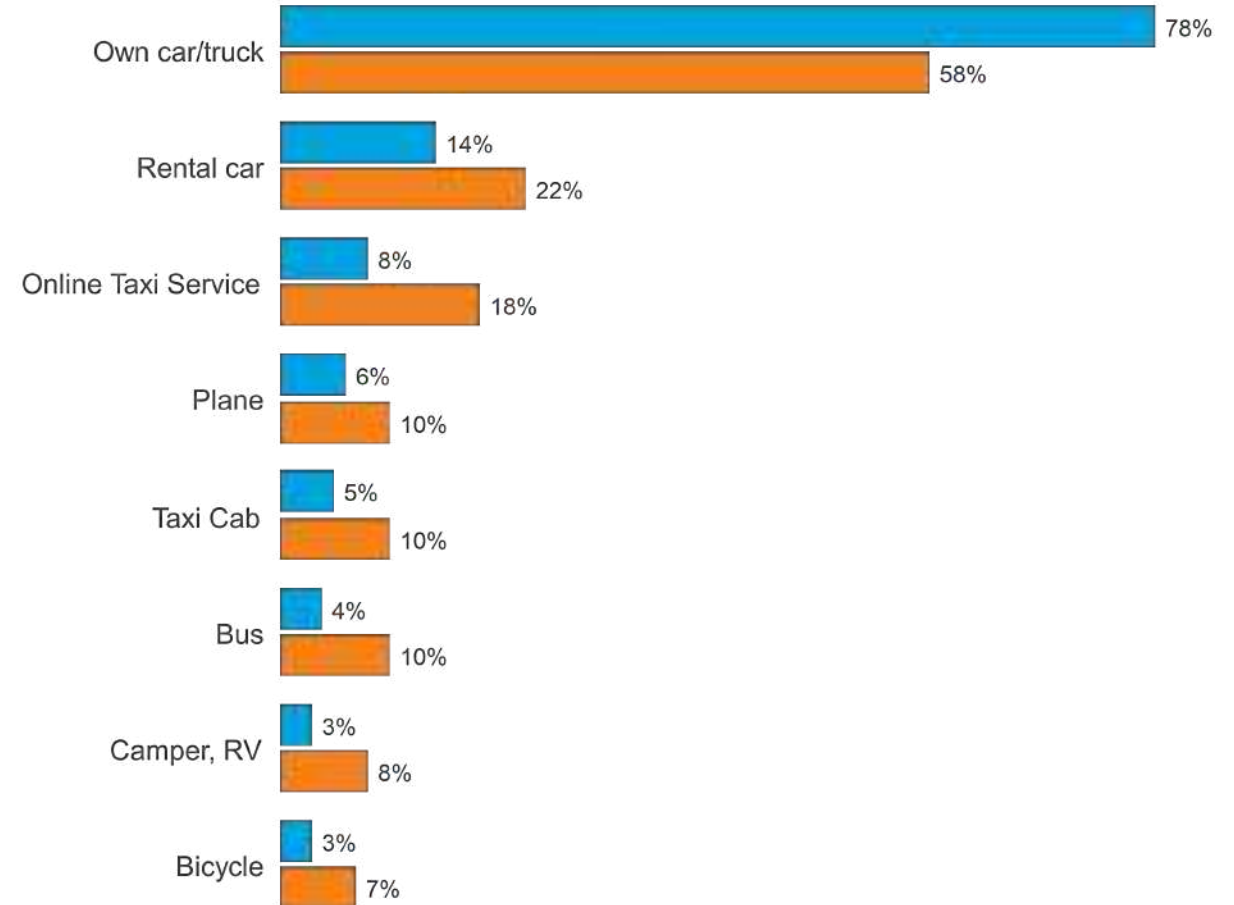
81% of overnight travelers use own car/truck to get to their destination

Previous year: **78%**

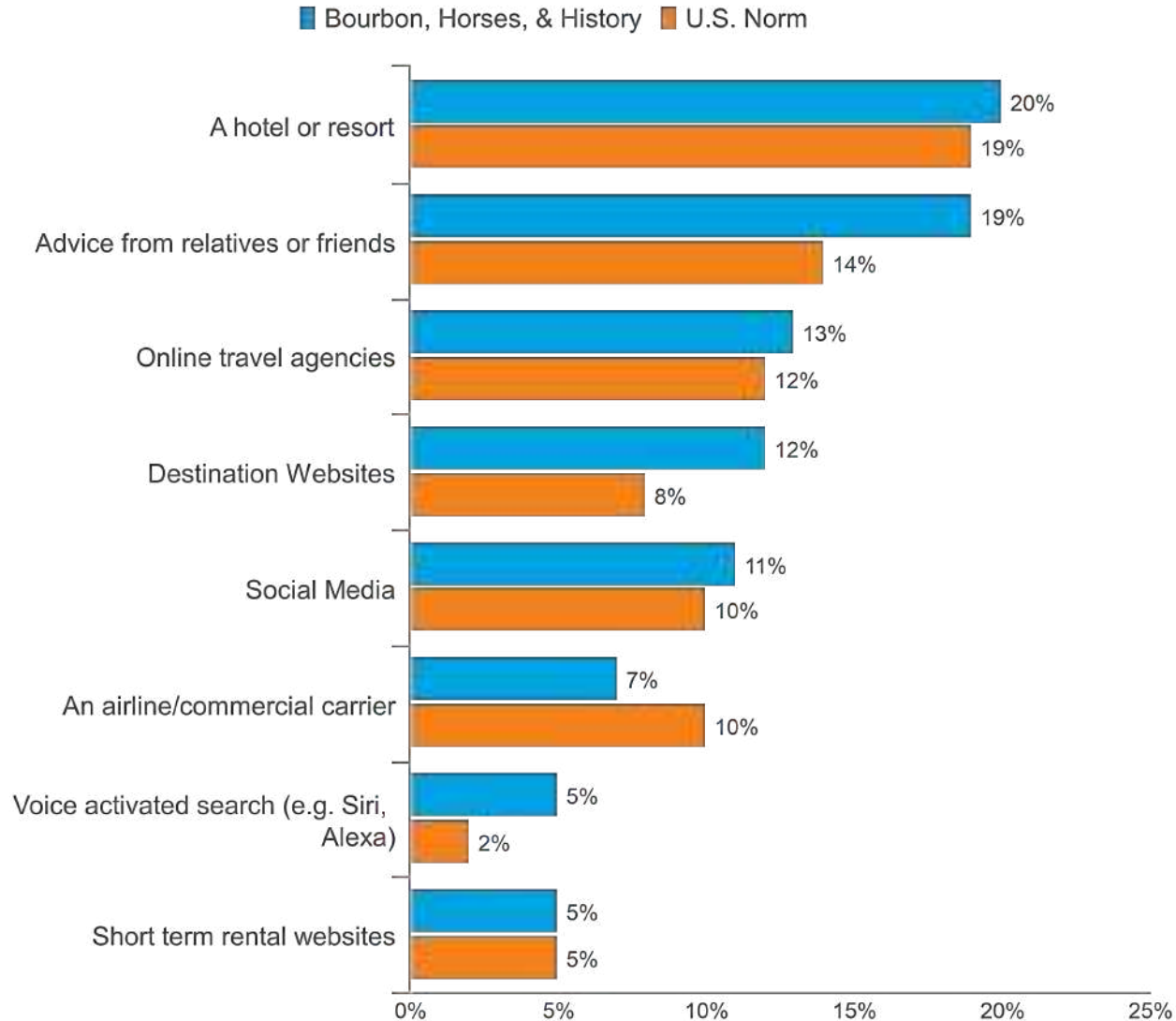


Transportation Used within Destination

■ Bourbon, Horses, & History ■ U.S. Norm



Trip Planning Information Sources



Length of Trip Planning

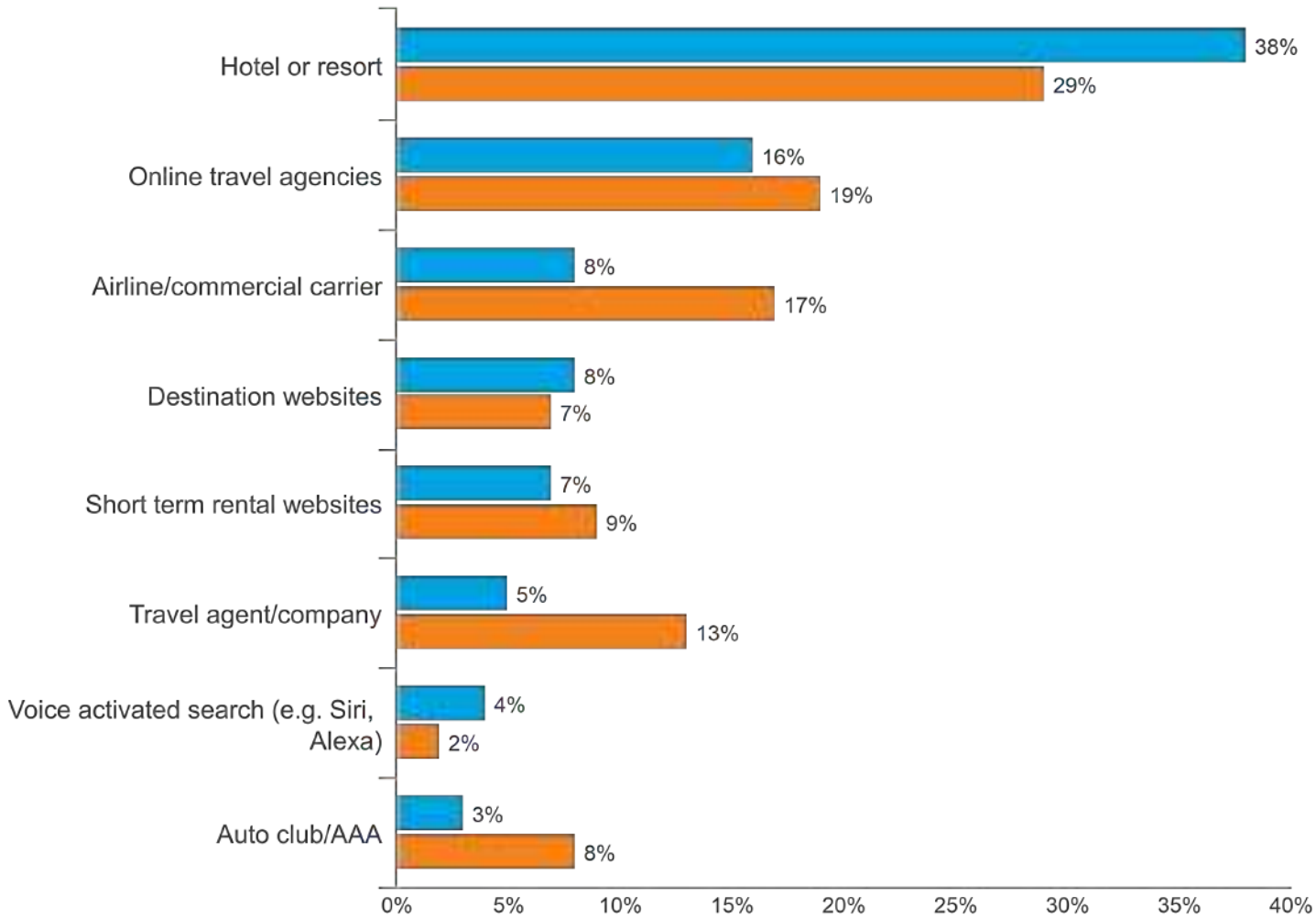
	Bourbon, Horses, & History (%)	U.S. Norm (%)
1 month or less	36%	31%
2 months	15%	16%
3-5 months	15%	18%
6-12 months	12%	14%
More than 1 year in advance	3%	5%
Did not plan anything in advance	20%	16%

Bourbon, Horses, & History's Overnight Trip Characteristics








Base: 2022 Overnight Person-Trips

Method of Booking

■ Bourbon, Horses, & History ■ U.S. Norm



Accommodations

	2022	2021
 Hotel	44%	45%
 Home of friends / relatives	28%	28%
 Motel	12%	11%
 Rented home / condo / apartment	6%	5%
 Resort hotel	4%	7%
 Bed & breakfast	4%	5%
 Campground / RV park	3%	5%

Activity Groupings

Outdoor Activities



35%

U.S. Norm: 48%

Entertainment Activities



48%

U.S. Norm: 54%

Cultural Activities



26%

U.S. Norm: 29%

Sporting Activities



12%

U.S. Norm: 21%











Business Activities








13%

U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
 Shopping	27%	24%
 Sightseeing	22%	20%
 Winery/brewery/distillery tour	20%	15%
 Landmark/historic site	19%	17%
 Attending celebration	17%	16%
 Bar/nightclub	15%	13%
 Museum	13%	13%
 National/state park	11%	8%
 Hiking/backpacking	10%	8%
 Local parks/playgrounds	10%	10%

Shopping Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Outlet/mall shopping	59%	48%
 Convenience/grocery shopping	50%	44%
 Souvenir shopping	45%	41%
 Big box stores (Walmart, Costco)	37%	33%
 Boutique shopping	26%	29%
 Antiquing	26%	12%

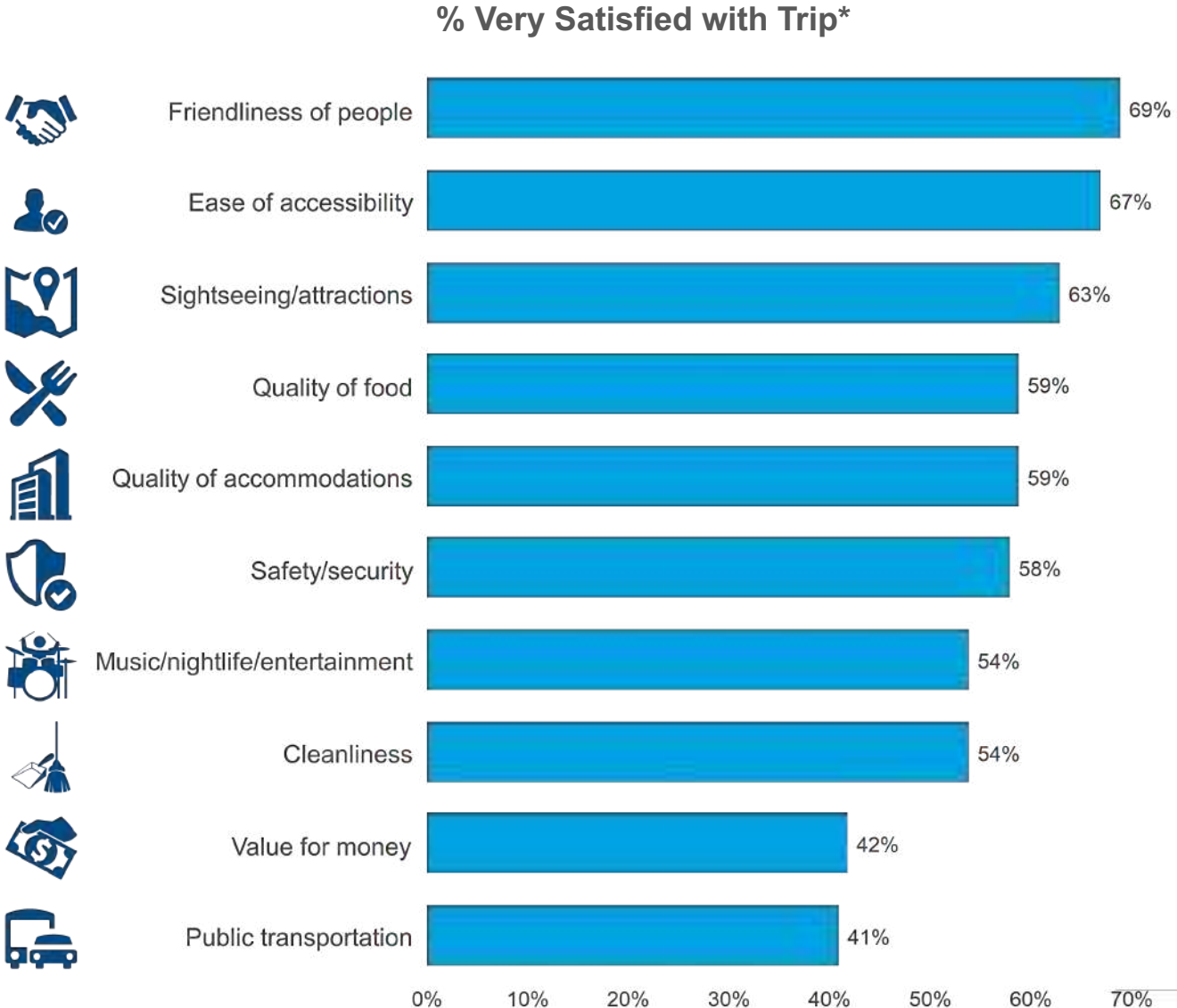
Base: 2022 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Unique/local food	59%	47%
 Fine/upscale dining	24%	25%
 Street food/food trucks	21%	23%
 Food delivery service (UberEATS, DoorDash, etc.)	17%	21%
 Picnicking	12%	13%
 Gastropubs	10%	10%



65%
of overnight travelers were
very satisfied with their overall
trip experience



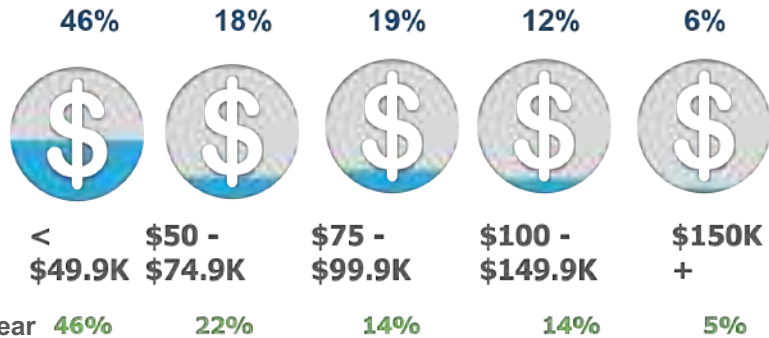
*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2022 Overnight Person-Trips

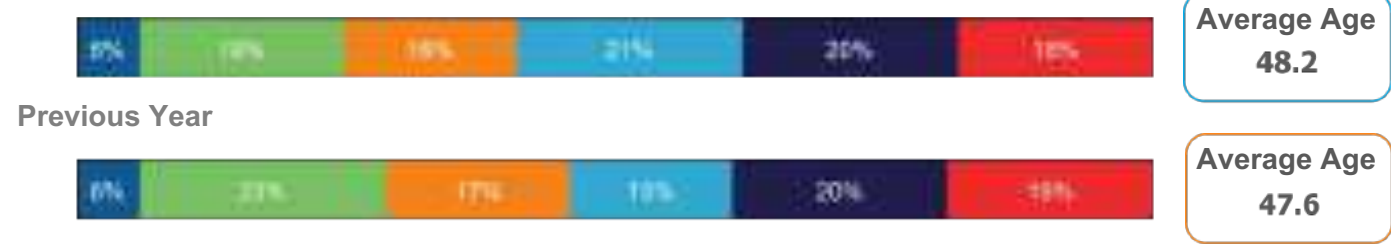
Household Income

Average Income **67.2K**

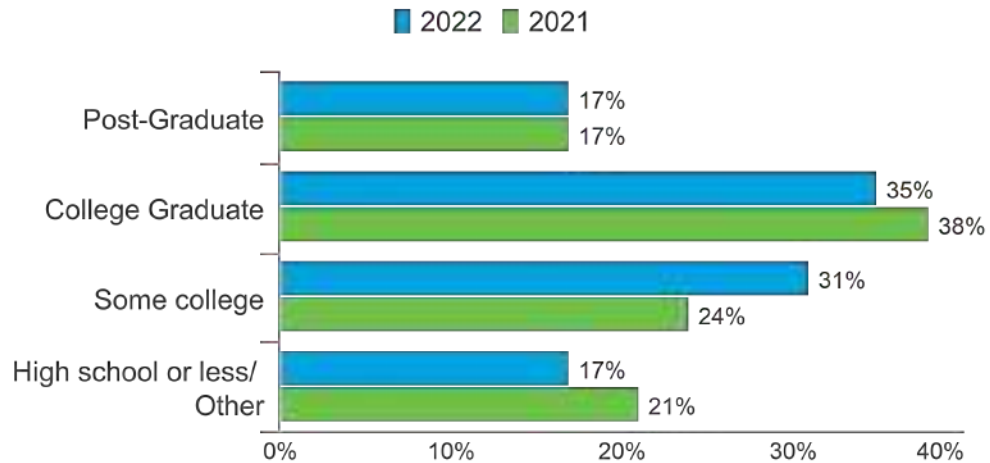


Age

Legend: 18-24 (Dark Blue), 25-34 (Green), 35-44 (Orange), 45-54 (Light Blue), 55-64 (Dark Blue), 65+ (Red)

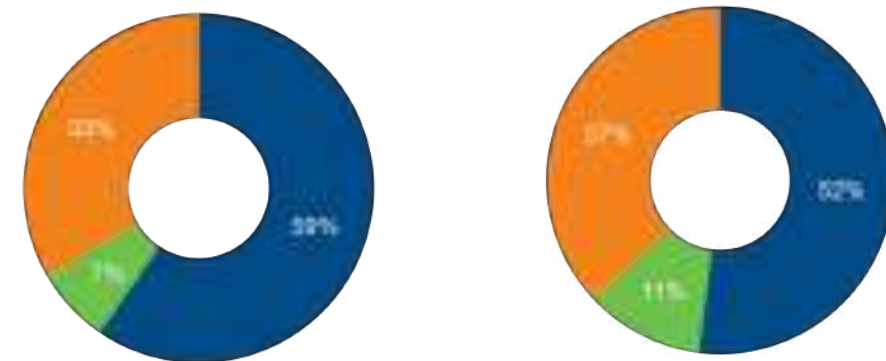


Educational Attainment

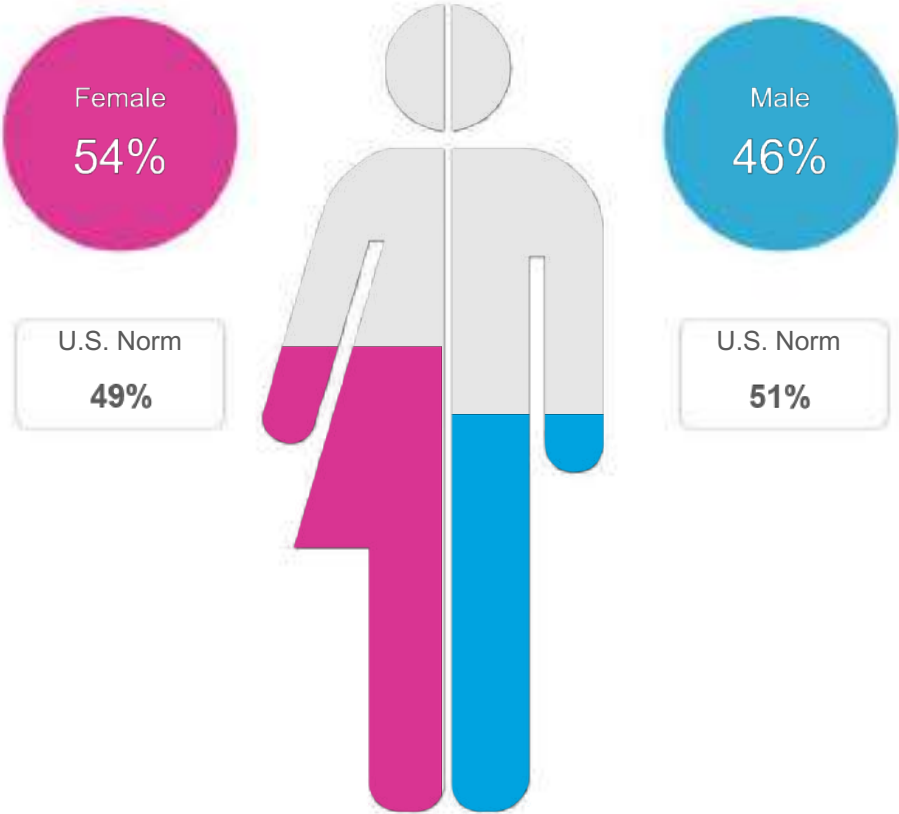


Employment

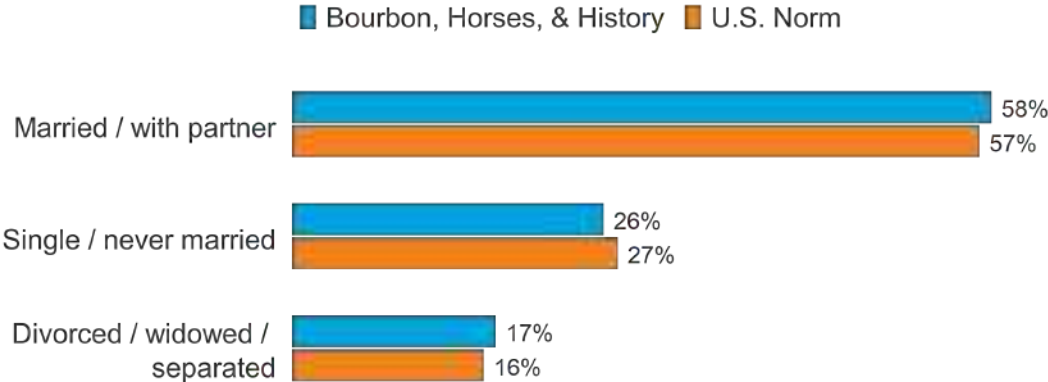
Legend: Full time / self-employed (Dark Blue), Part time (Green), Retired / not employed / other (Orange)



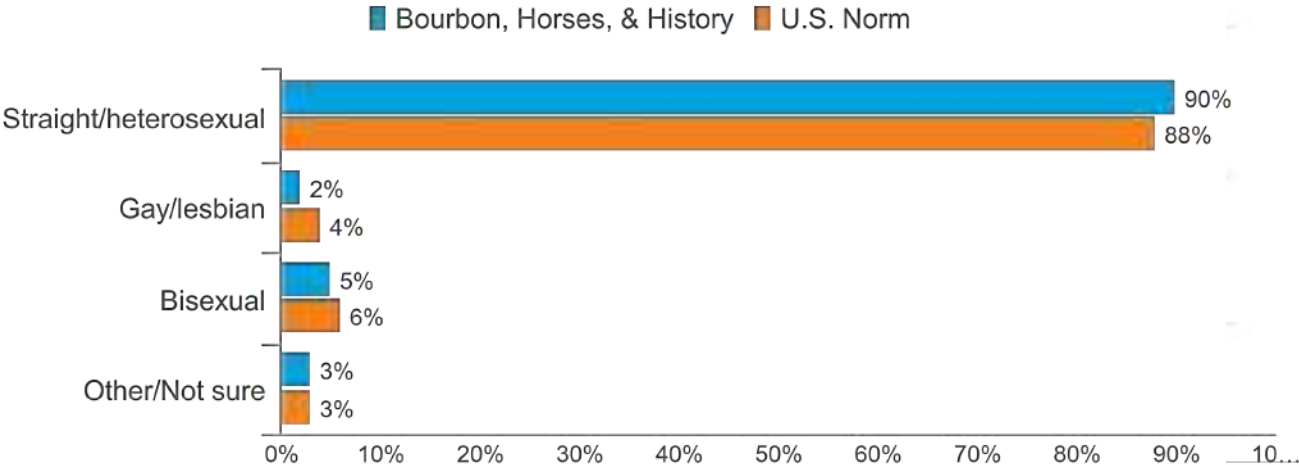
Gender



Marital Status



Sexual Orientation

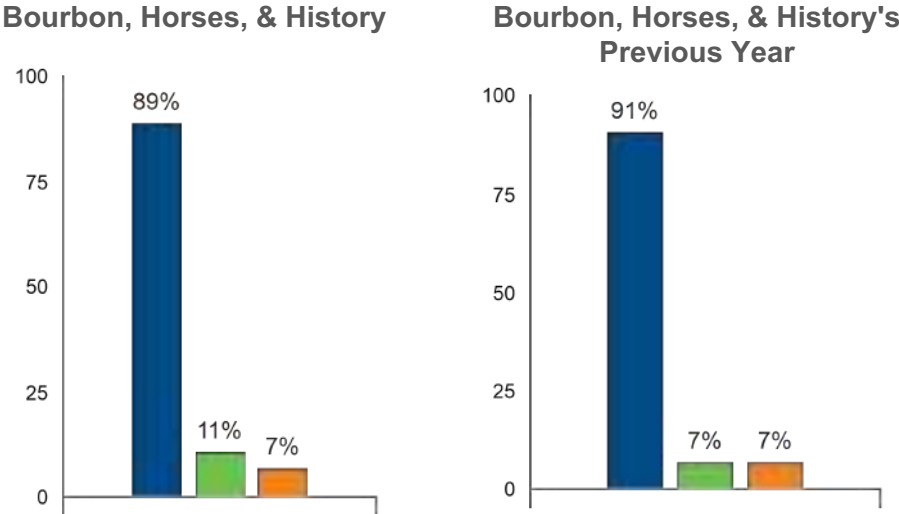


Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2022 Overnight Person-Trips

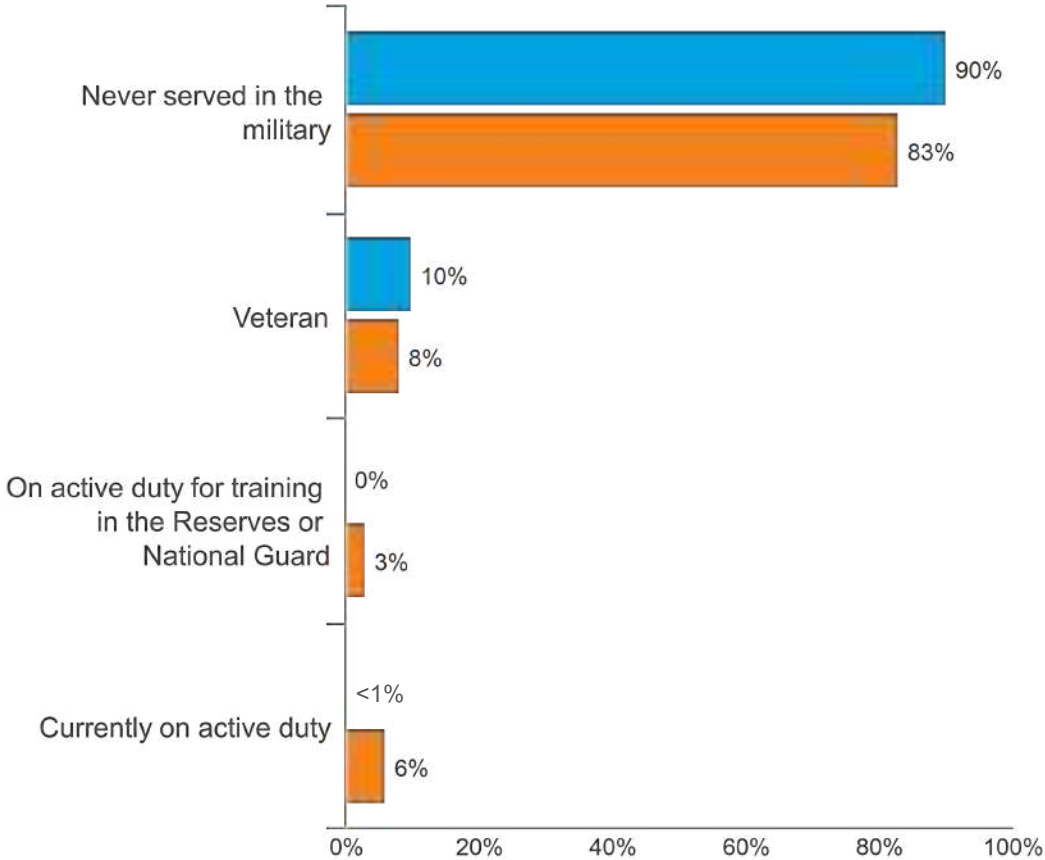
Race

■ White ■ African-American ■ Other



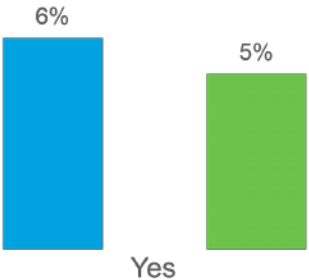
Military Status

■ Bourbon, Horses, & History ■ U.S. Norm

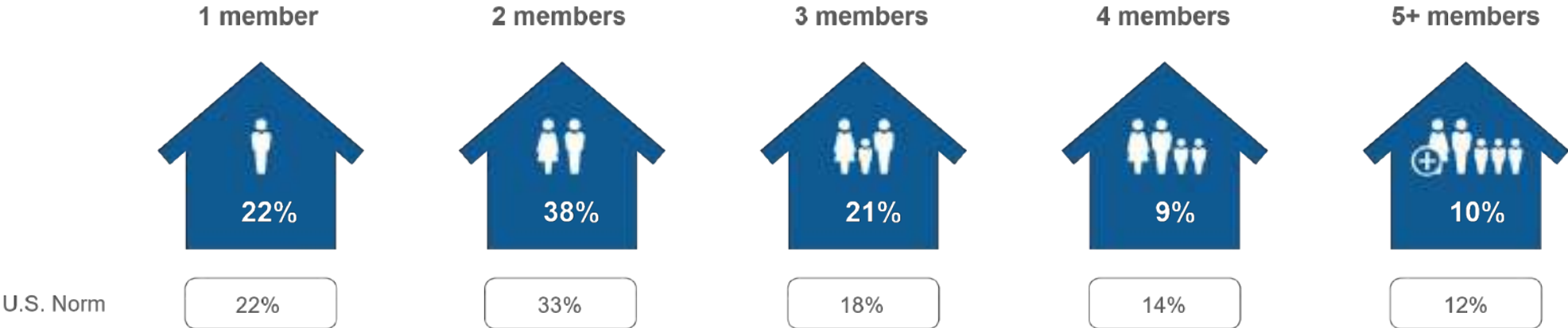


Hispanic Background

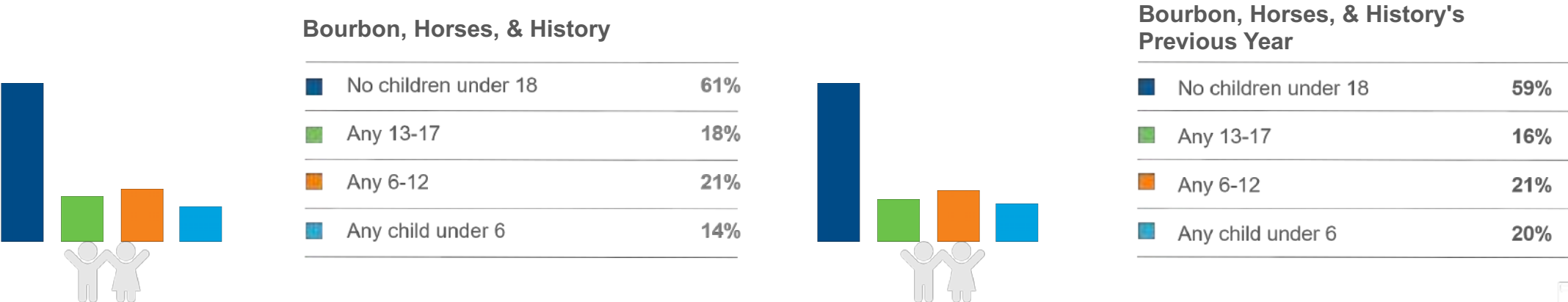
■ 2022 ■ 2021



Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Horses, Bourbon, & Boone

2022

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 Bluegrass, Horses, Bourbon, and Boone Region's domestic tourism business in 2022.

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 2022:



Overnight Base Size












298

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

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

Base: 2022 Overnight Person-Trips

Main Purpose of Trip

 47% Visiting friends/ relatives	
 12% Touring	 2% Conference/ Convention
 11% Special event	
 6% Outdoors	
 5% City trip	 6% Other business trip
 2% Theme park	
 1% Casino	 5% Business-Leisure
 1% Golf Trip	

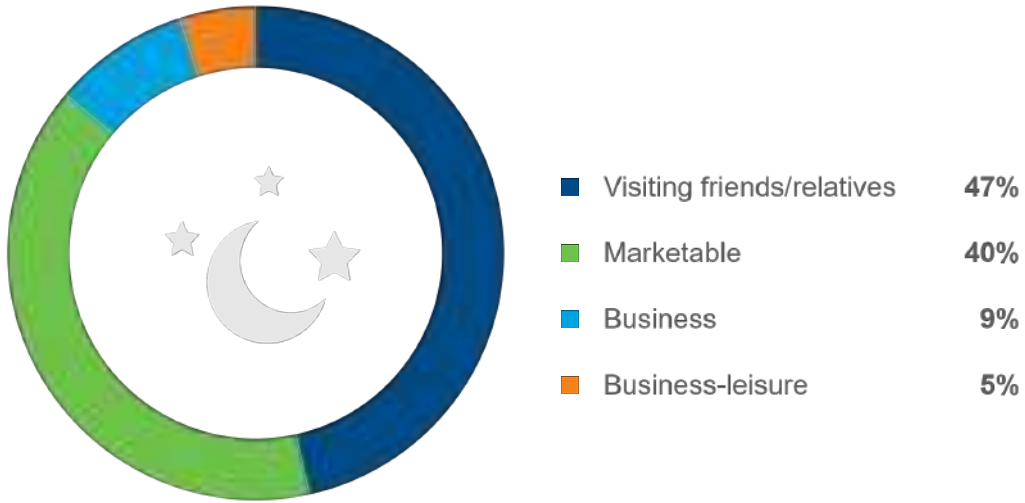
Main Purpose of Leisure Trip

	2022	2021
Visiting friends/ relatives	47%	54%
Touring	12%	11%
Special event	11%	7%
Outdoors	6%	6%
City trip	5%	4%
Theme park	2%	2%
Casino	1%	4%
Golf Trip	1%	0%

Structure of the Bluegrass, Horses, Bourbon, and Boone Region Overnight Travel Market

Base: 2022 Overnight Person-Trips

2022 Bluegrass, Horses, Bourbon, and Boone Region Overnight Trips



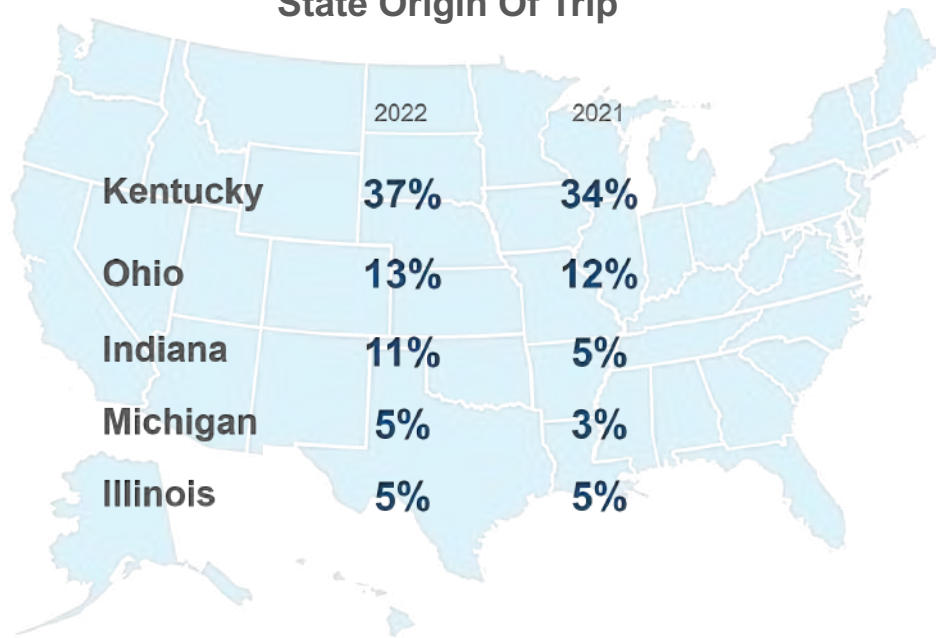
Last year's Bluegrass, Horses, Bourbon, and Boone Region Overnight Trips



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

Base: 2022 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip

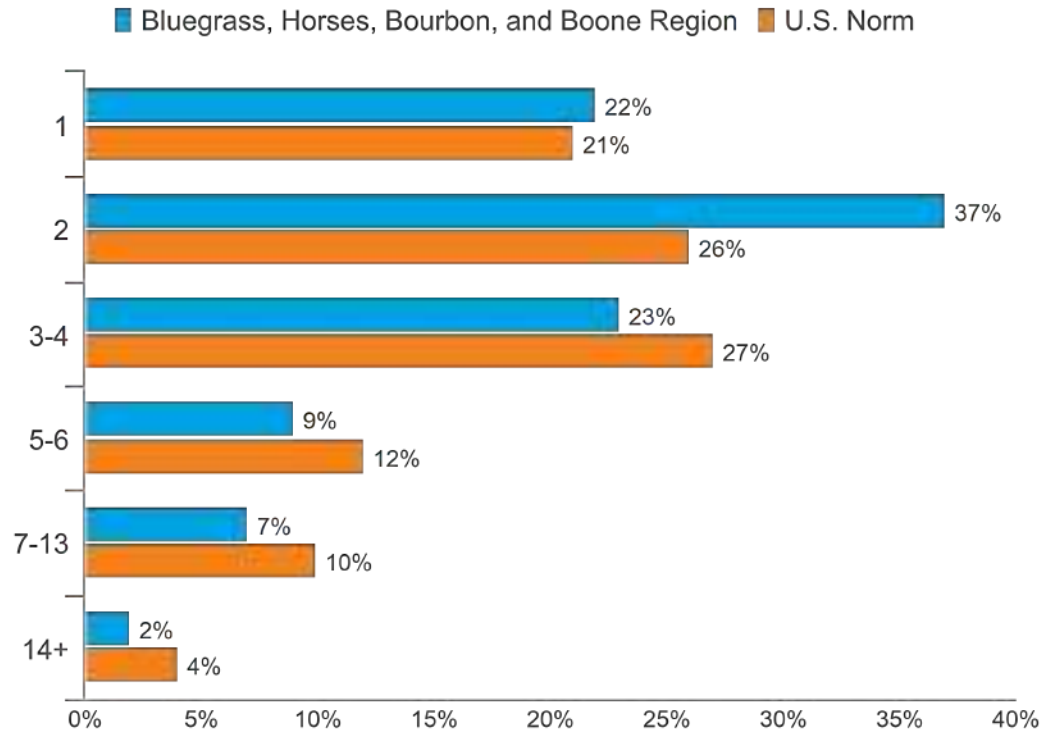
	2022	2021
Lexington, KY	16%	11%
Indianapolis-Lafayette, IN	8%	3%
Cincinnati, OH/KY	7%	9%
Louisville, KY	6%	7%
Charleston-Huntington, KY/OH/WV	4%	8%
Evansville, IL/IN/KY	4%	4%
Detroit, MI	4%	3%
Dayton, OH	3%	3%
Chicago, IL	3%	3%
Paducah-Cape Girardeau-Harrbg, IL/KY/MO	3%	3%

Past Visitation to Bluegrass, Horses, Bourbon, and Boone Region

65% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region are repeat visitors

45% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region had visited before in the past 12 months

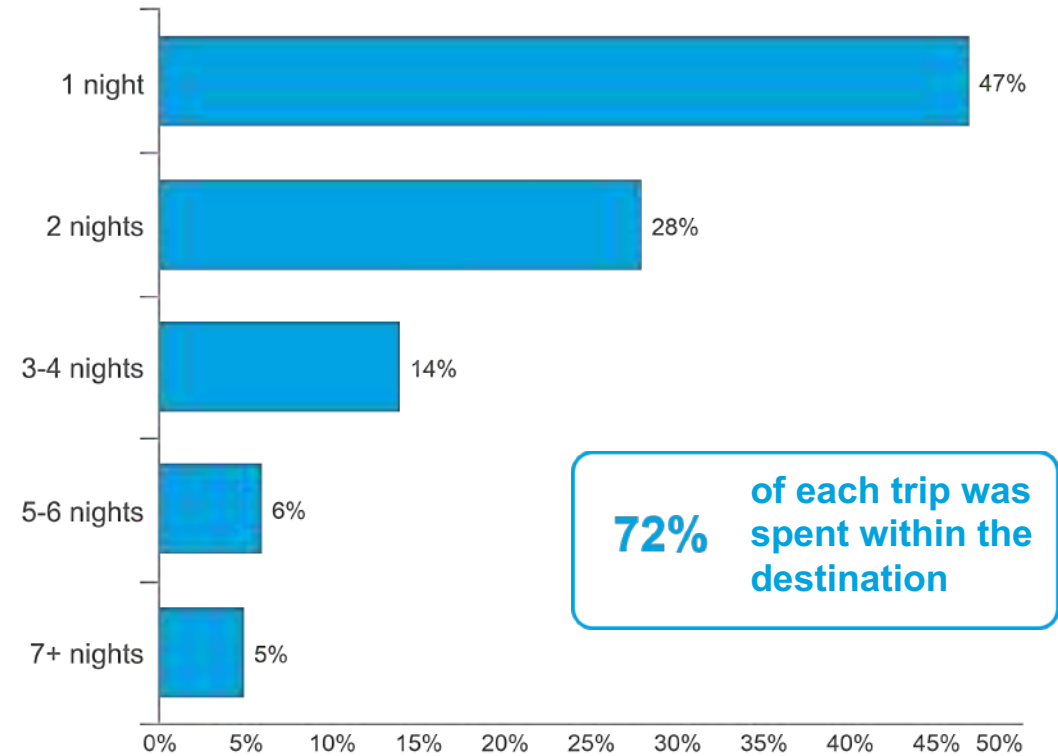
Total Nights Away on Trip



Bluegrass, Horses, Bourbon, and Boone Region
3.2
 Average Nights

U.S. Norm
3.9
 Average Nights

Nights Spent in Bluegrass, Horses, Bourbon, and Boone Region



72% of each trip was spent within the destination

Average number of nights
2.3

Average last year
2.5

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

Base: 2022 Overnight Person-Trips

Size of Travel Party

Children Adults

Bluegrass, Horses, Bourbon, and Boone Region



Total **3.1**

Average number of people

U.S. Norm

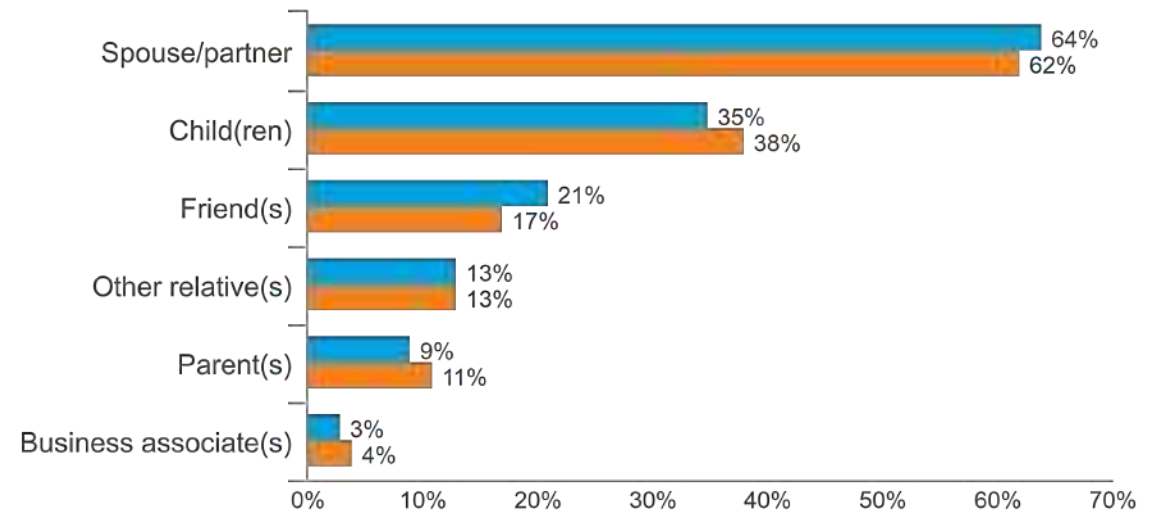


Total **2.9**

Average number of people

Composition of Immediate Travel Party

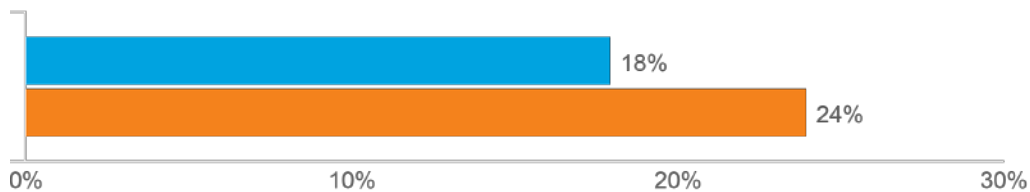
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



Base: 2022 Overnight Person-Trips that included more than one person

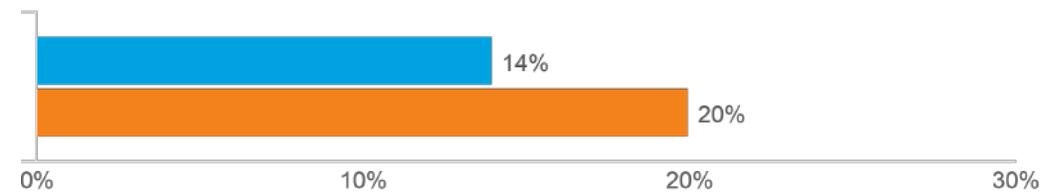
Percent Who Traveled Alone

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



Percent Who Had Travel Party Member with Disabilities

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

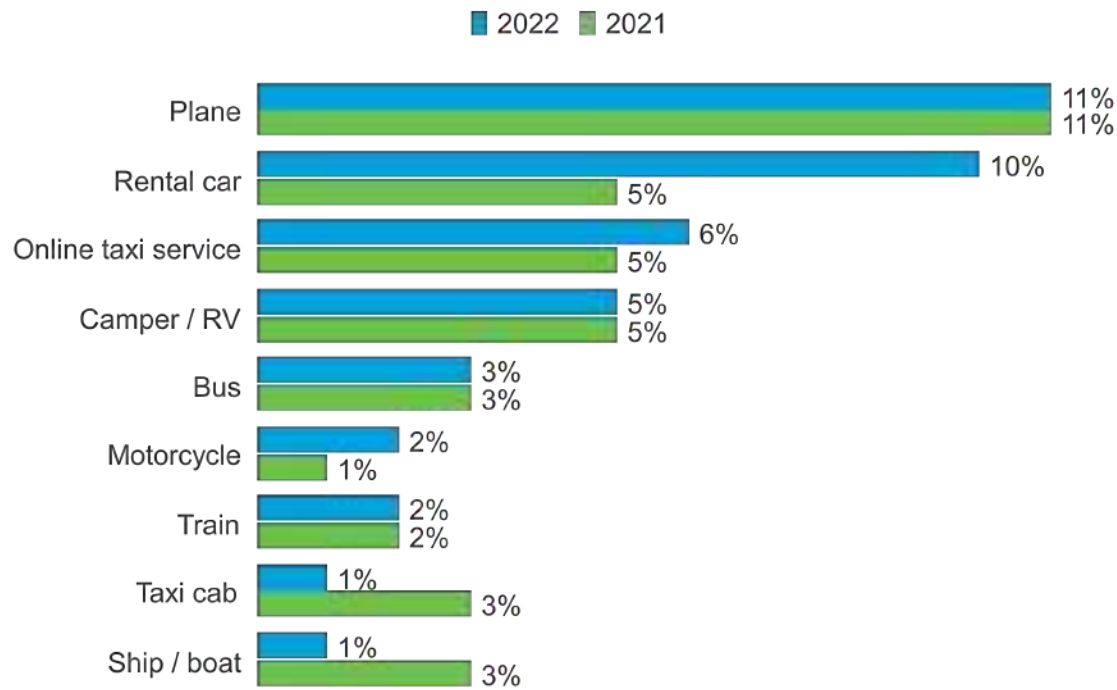


Transportation Used to get to Destination



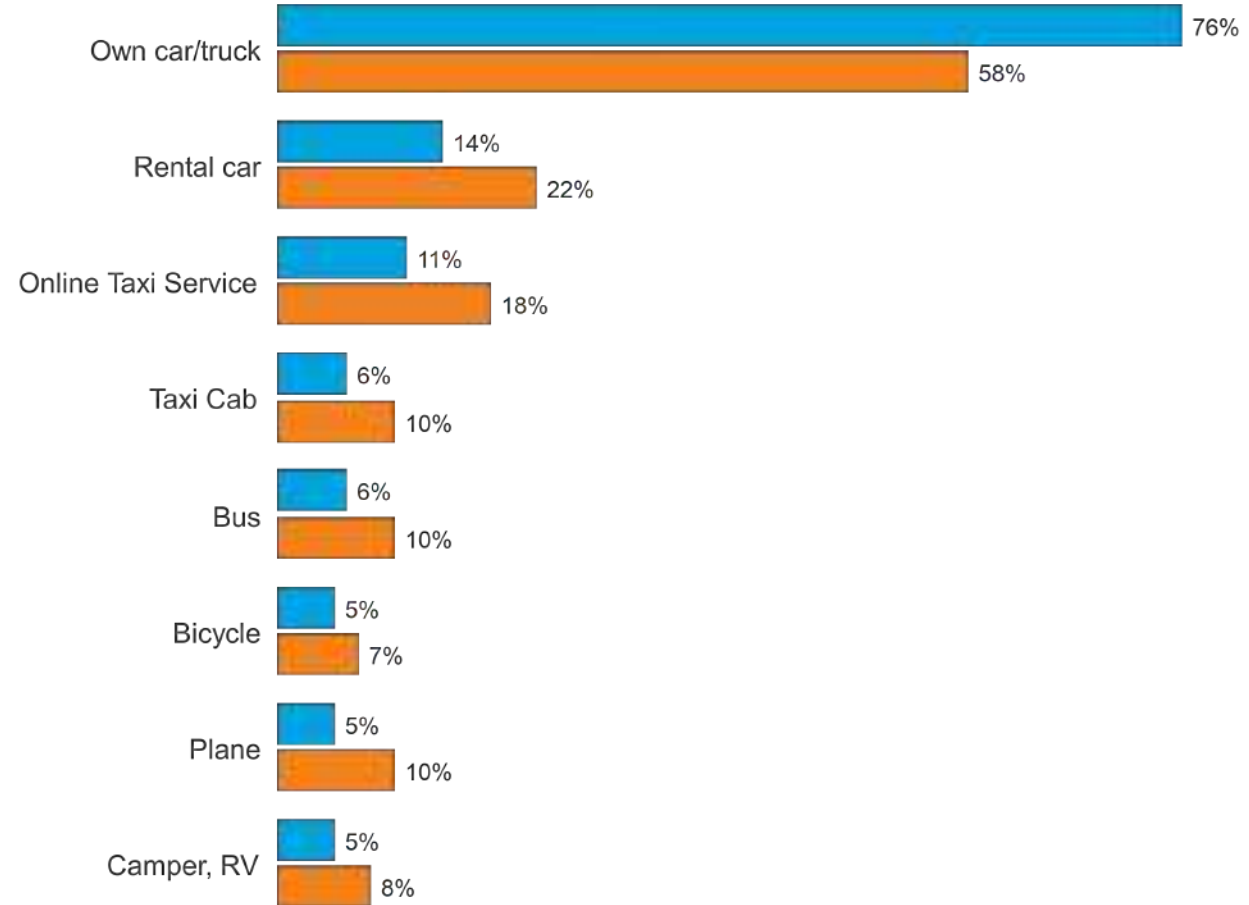
80% of overnight travelers use own car/truck to get to their destination

Previous year: 82%

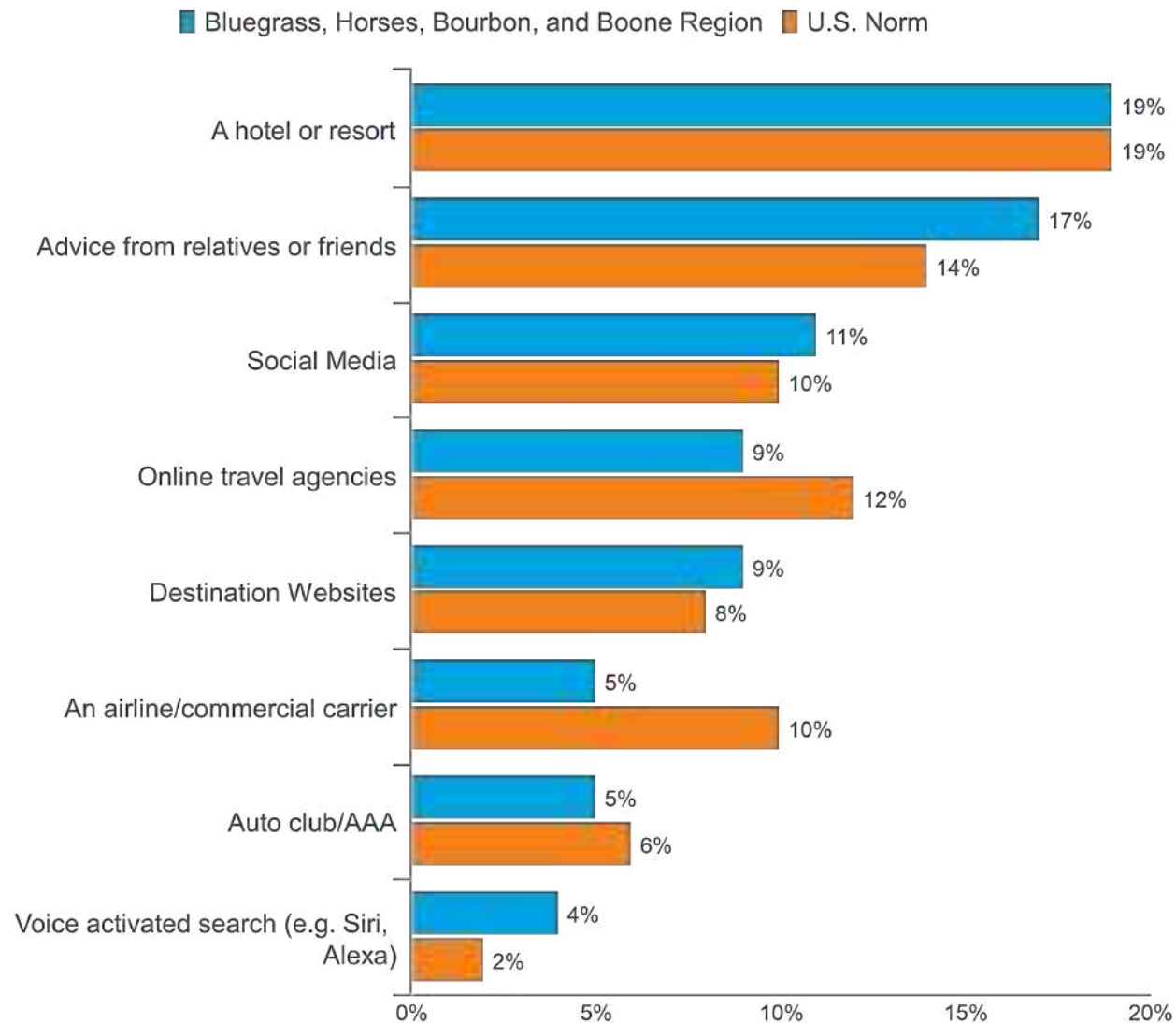


Transportation Used within Destination

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



Trip Planning Information Sources



Length of Trip Planning

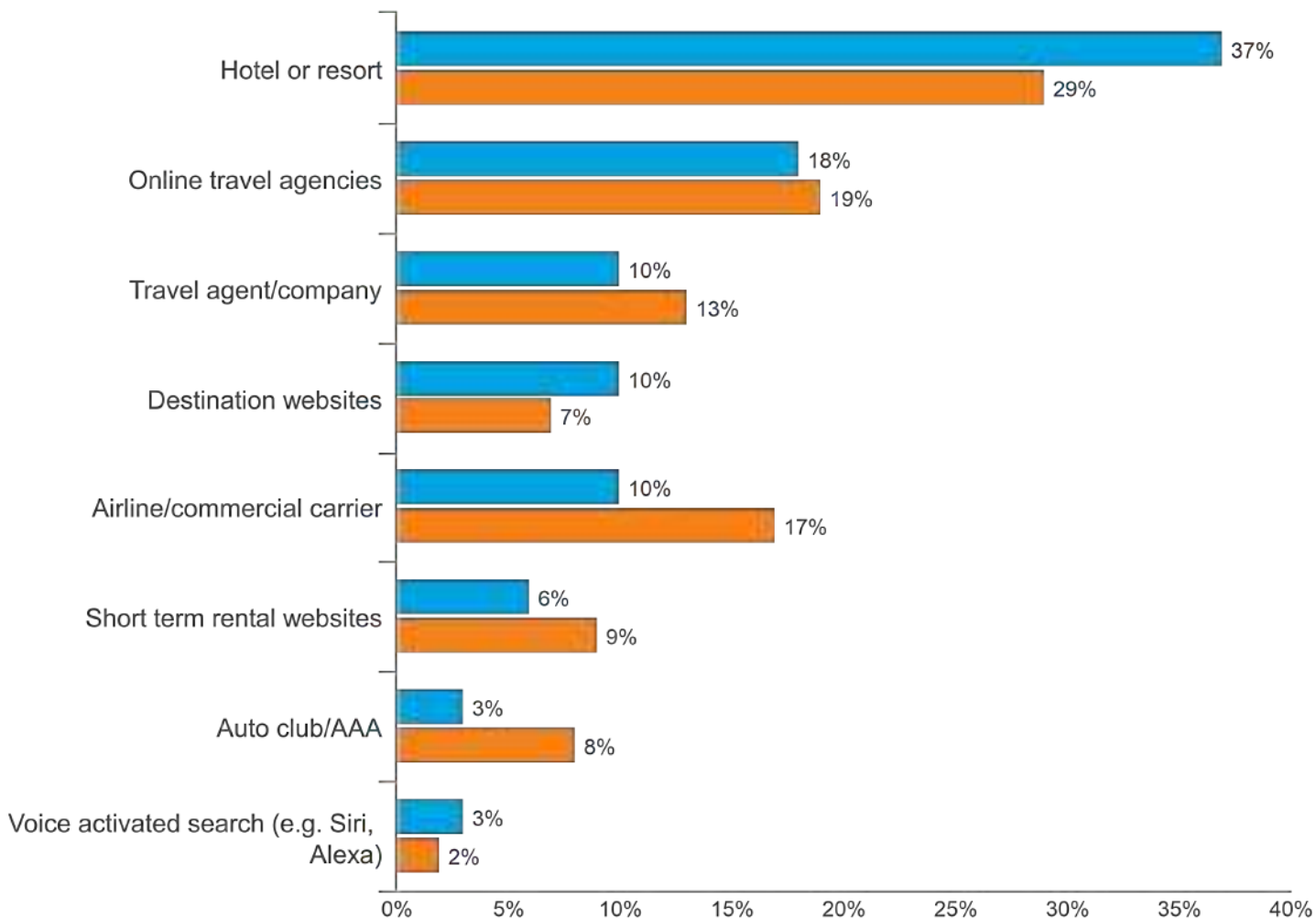
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
1 month or less	34%	31%
2 months	16%	16%
3-5 months	11%	18%
6-12 months	14%	14%
More than 1 year in advance	2%	5%
Did not plan anything in advance	23%	16%

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








Base: 2022 Overnight Person-Trips

Method of Booking

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



Accommodations

	2022	2021
 Hotel	47%	42%
 Home of friends / relatives	25%	27%
 Motel	14%	14%
 Bed & breakfast	4%	6%
 Own condo / apartment / cabin / second home	3%	1%
 Campground / RV park	3%	6%
 Rented home / condo / apartment	3%	3%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 21%

Business Activities









U.S. Norm: 17%

Activities and Experiences (Top 10)







	2022	2021
Shopping	27%	22%
Sightseeing	24%	24%
Landmark/historic site	21%	14%
Attending celebration	16%	14%
Winery/brewery/distillery tour	16%	9%
Bar/nightclub	15%	8%
Museum	15%	10%
Local parks/playgrounds	13%	11%
National/state park	12%	10%
Hiking/backpacking	9%	10%

Shopping Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Outlet/mall shopping	62%	48%
 Convenience/grocery shopping	49%	44%
 Big box stores (Walmart, Costco)	46%	33%
 Souvenir shopping	38%	41%
 Boutique shopping	24%	29%
 Antiquing	23%	12%

Base: 2022 Overnight Person-Trips that included Shopping

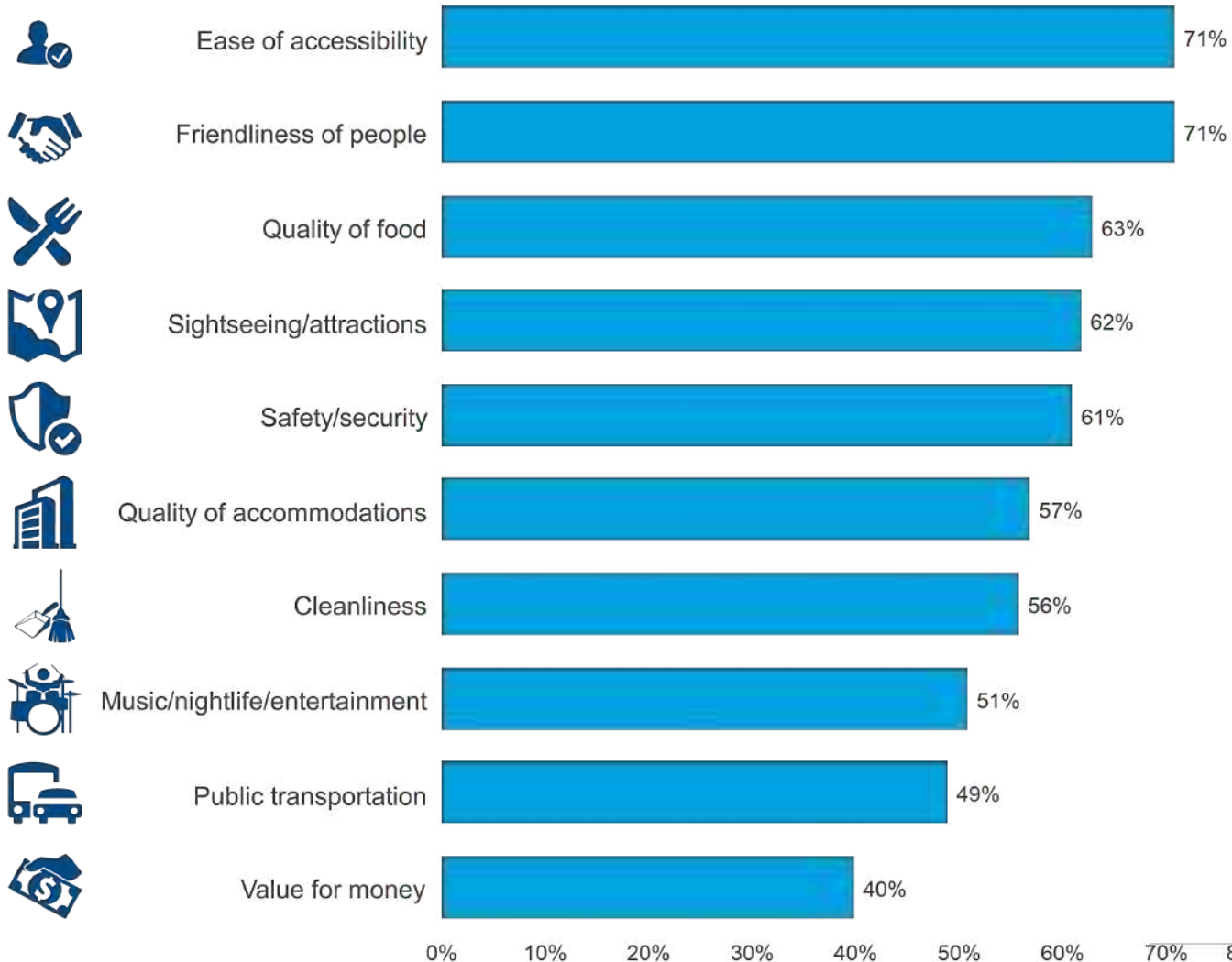
Dining Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Unique/local food	44%	47%
 Fine/upscale dining	24%	25%
 Street food/food trucks	22%	23%
 Food delivery service (UberEATS, DoorDash, etc.)	17%	21%
 Picnicking	14%	13%
 Gastropubs	11%	10%



73%
of overnight travelers were
very satisfied with their overall
trip experience

% Very Satisfied with Trip*



*Very satisfied = selected top box on a five point scale

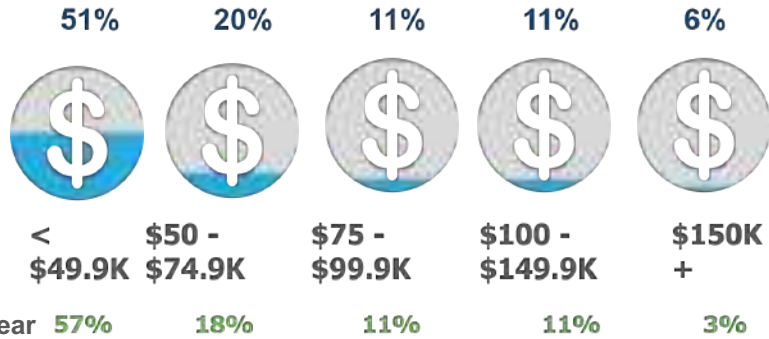
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

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

Base: 2022 Overnight Person-Trips

Household Income

Average Income **63.3K**



Age

Legend: 18-24 (Dark Blue), 25-34 (Green), 35-44 (Orange), 45-54 (Light Blue), 55-64 (Dark Blue), 65+ (Red)

Bluegrass, Horses, Bourbon, and Boone Region



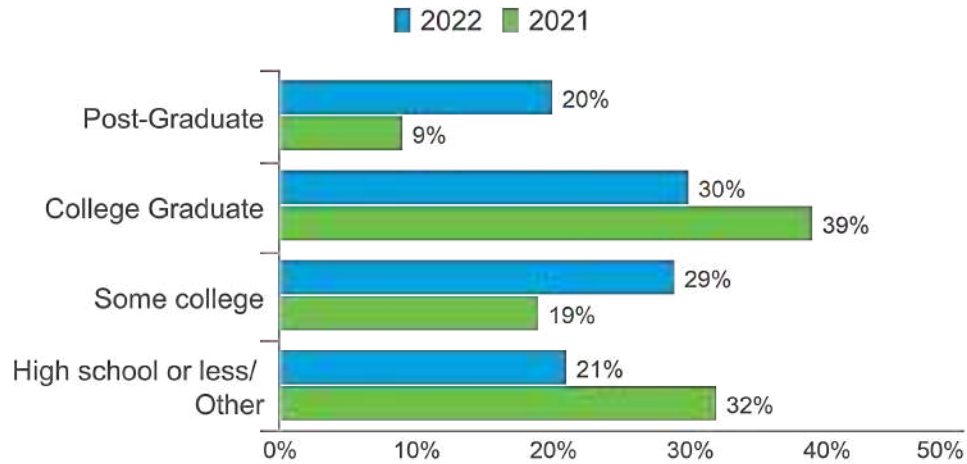
Average Age **45.6**

Previous Year



Average Age **48.5**

Educational Attainment



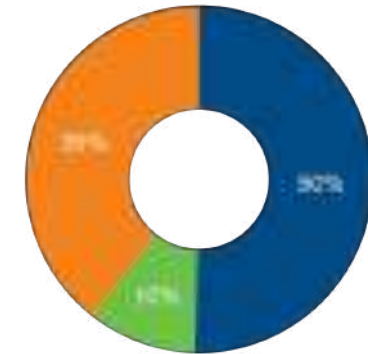
Employment

Legend: Full time / self-employed (Dark Blue), Part time (Green), Retired / not employed / other (Orange)

Bluegrass, Horses, Bourbon, and Boone Region



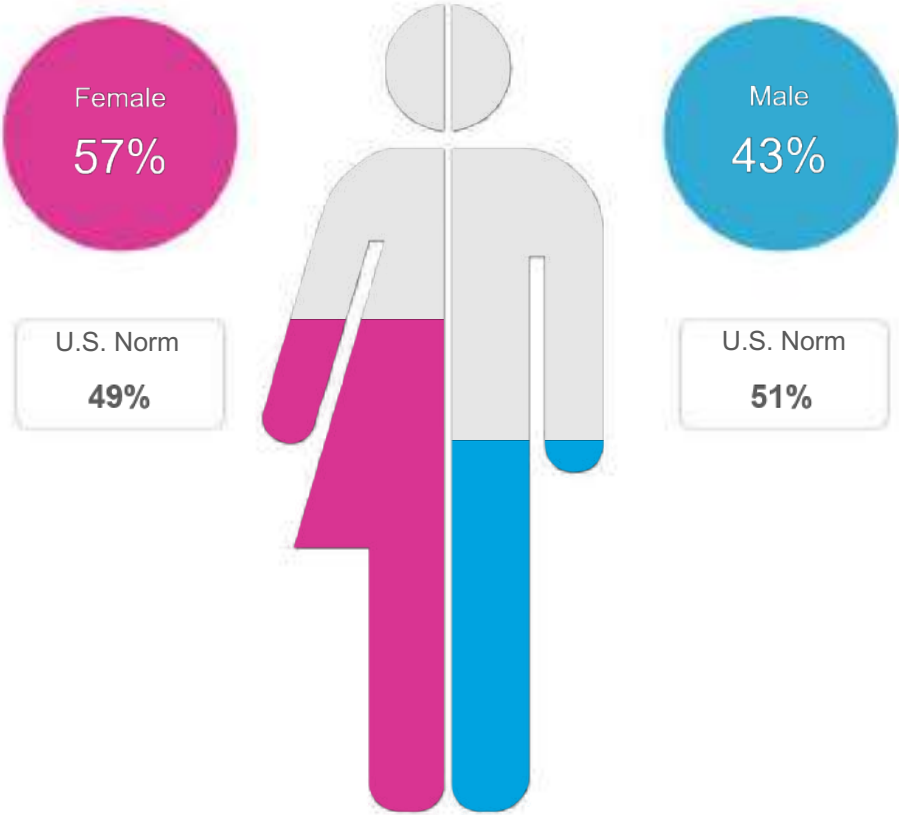
Bluegrass, Horses, Bourbon, and Boone Region's Previous Year



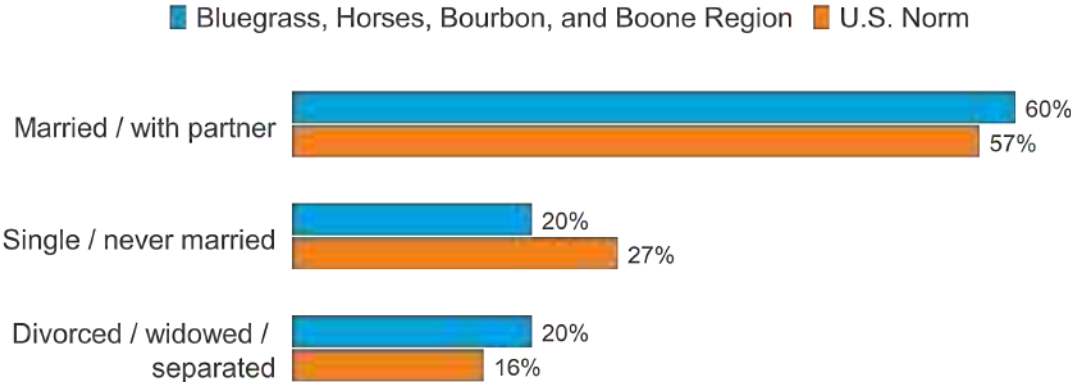
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2022 Overnight Person-Trips

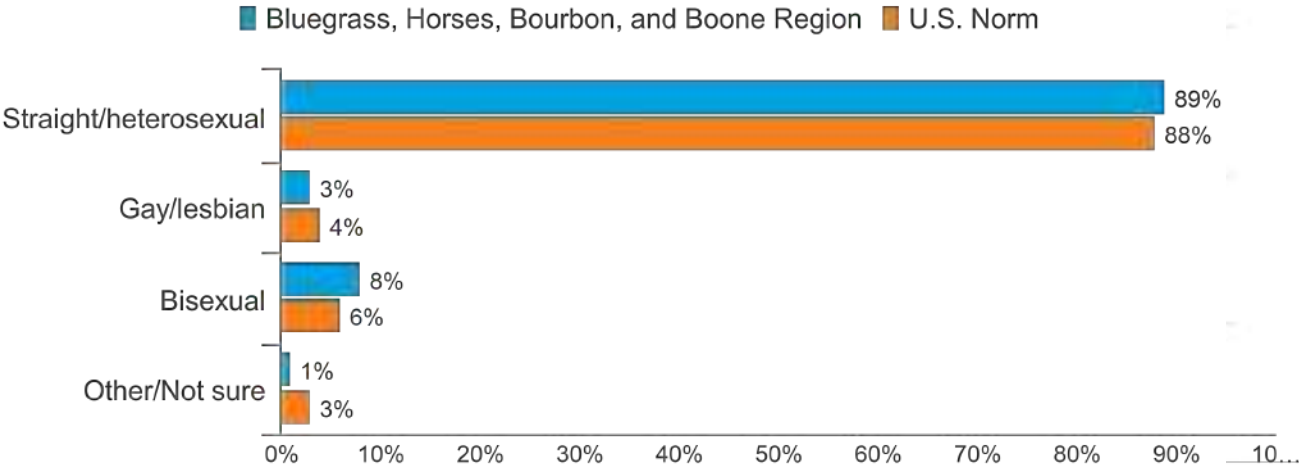
Gender



Marital Status



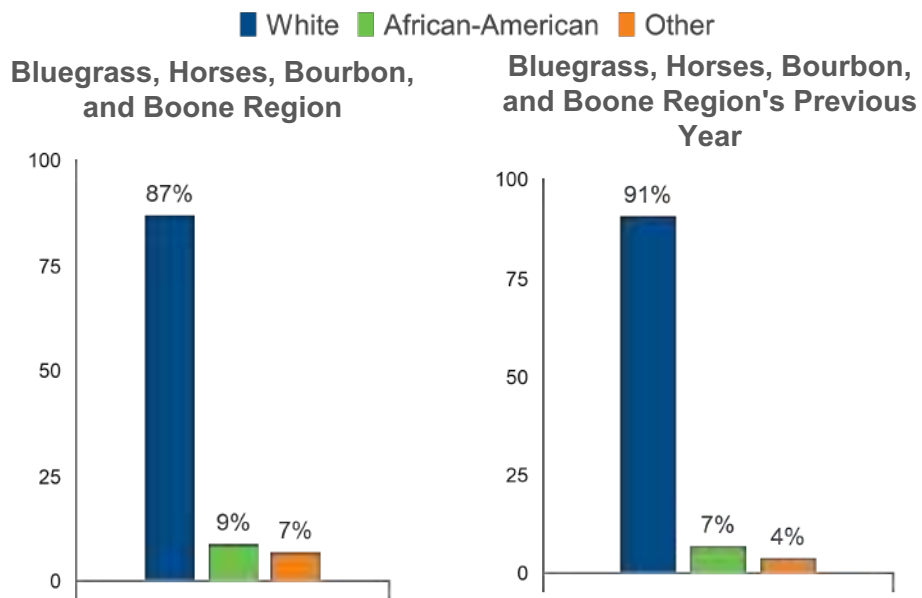
Sexual Orientation



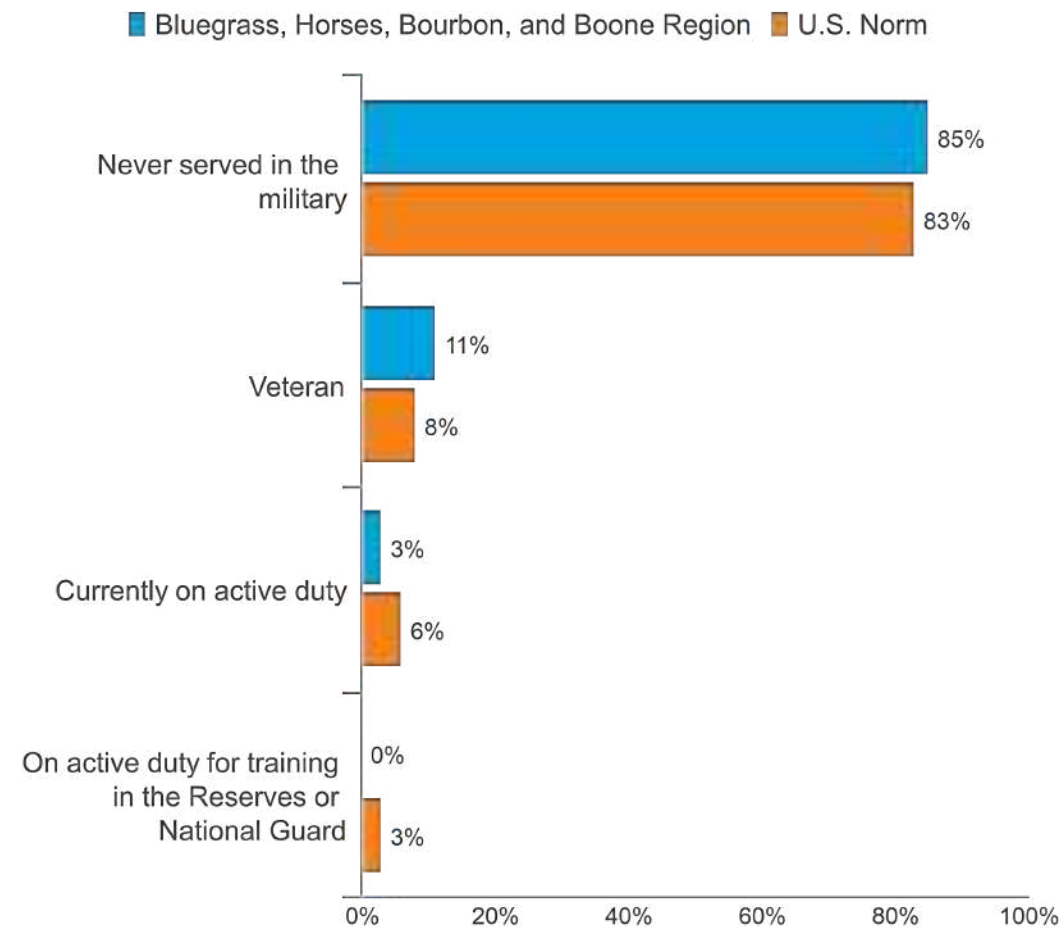
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2022 Overnight Person-Trips

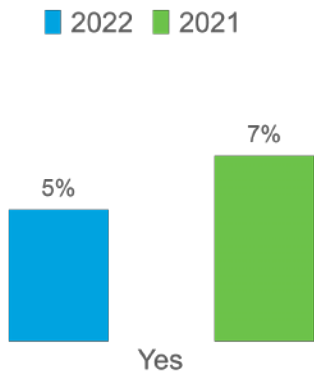
Race



Military Status



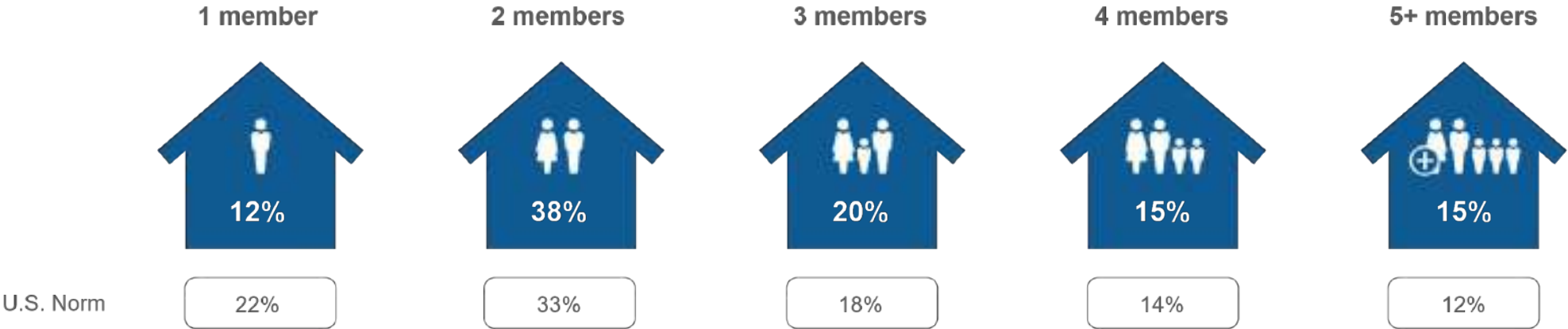
Hispanic Background



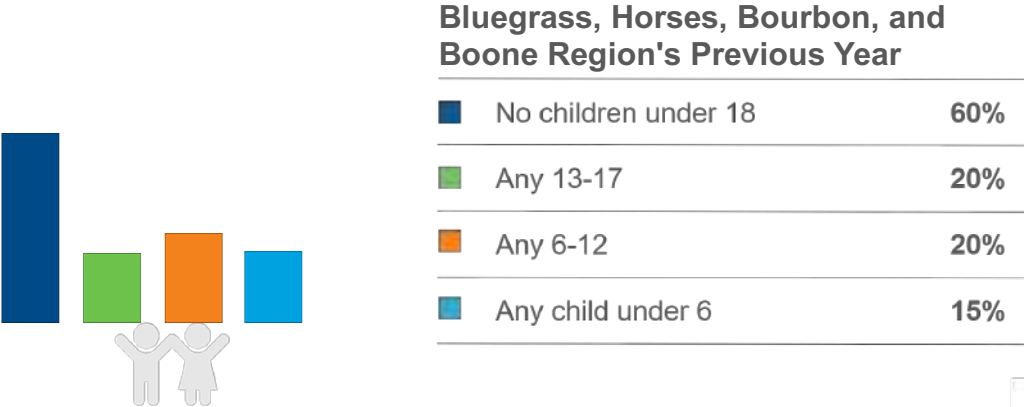
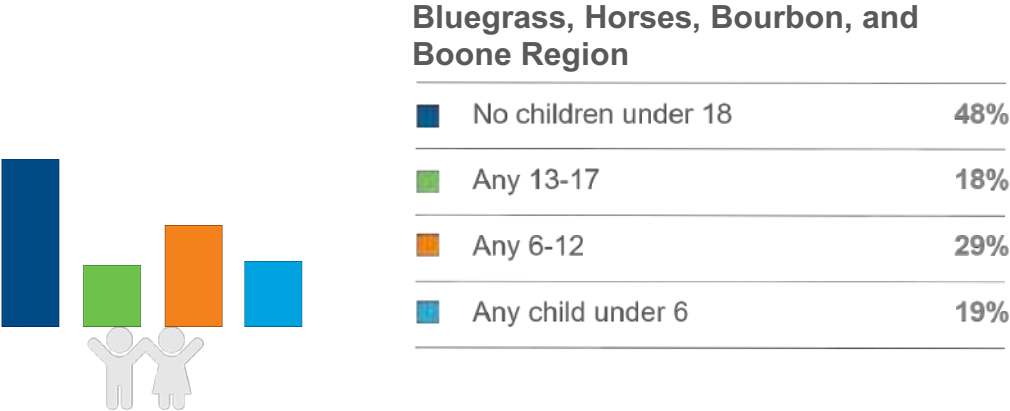
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2022 Overnight Person-Trips

Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL