



# Travel USA Visitor Profile

Day Visitation

TEAM  **KENTUCKY**<sup>®</sup>

2023

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## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Kentucky's domestic tourism business in 2023.

## 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 2023:



Day Base Size

1,654

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

Day Visitation - Kentucky



2023

# Kentucky's Day Trip Characteristics

Base: 2023 Day Person-Trips

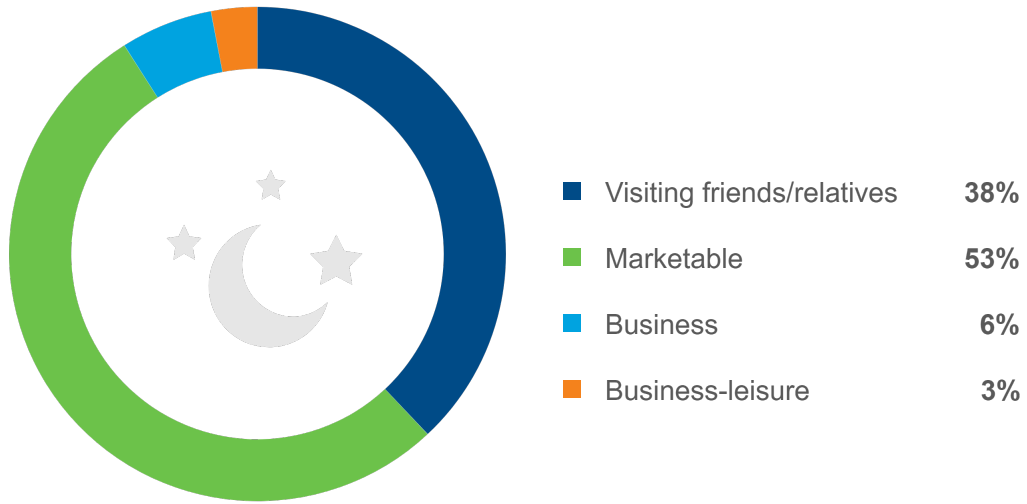
## Main Purpose of Trip

 <b>38%</b> Visiting friends/ relatives	
 <b>13%</b> Touring	 <b>2%</b> Conference/ Convention
 <b>9%</b> Shopping	
 <b>9%</b> Special event	
 <b>8%</b> City trip	 <b>5%</b> Other business trip
 <b>6%</b> Outdoors	
 <b>4%</b> Casino	 <b>3%</b> Business-Leisure
 <b>2%</b> Theme park	

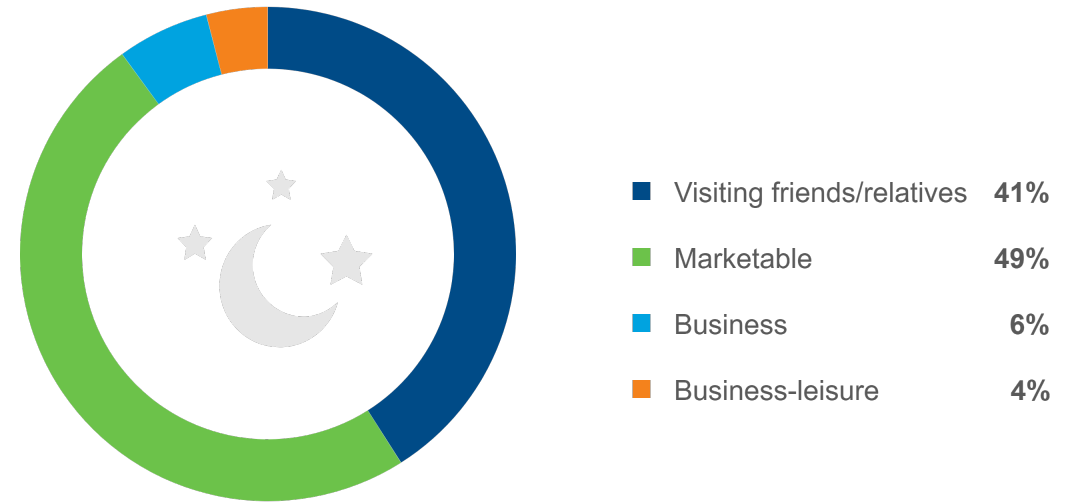
## Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	<b>38%</b>	<b>41%</b>
Touring	<b>13%</b>	<b>11%</b>
Shopping	<b>9%</b>	<b>10%</b>
Special event	<b>9%</b>	<b>6%</b>
City trip	<b>8%</b>	<b>7%</b>
Outdoors	<b>6%</b>	<b>7%</b>
Casino	<b>4%</b>	<b>3%</b>
Theme park	<b>2%</b>	<b>3%</b>

## 2023 Kentucky Day Trips



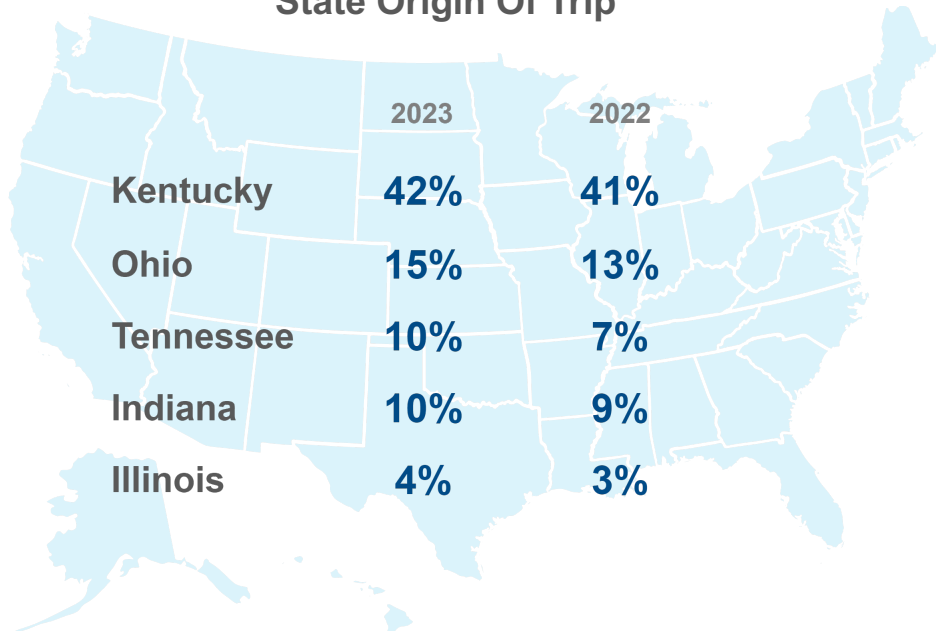
## Last Year's Kentucky Day Trips



# Kentucky's Day Trip Characteristics

Base: 2023 Day Person-Trips

## State Origin Of Trip



## DMA Origin Of Trip

	2023	2022
Louisville, KY	15%	11%
Lexington, KY	15%	15%
Cincinnati, OH/KY	11%	10%
Nashville, KY/TN	7%	5%
Charleston-Huntington, KY/OH/WV	6%	6%
Evansville, IL/IN/KY	4%	6%
Knoxville, TN	4%	3%
Indianapolis-Lafayette, IN	4%	3%
Dayton, OH	3%	2%
Paducah-Cape Girardeau-Harrbg, IL/KY/MO	3%	5%

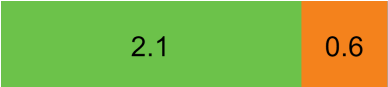


## Season of Trip Total Day Person-Trips

## Size of Travel Party

■ Adults ■ Children

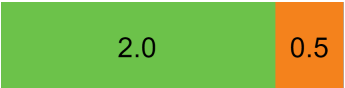
### Kentucky



Total **2.7**

Average number of people

### U.S. Norm



Total **2.6**

Average number of people



**16%** of travel parties had a travel party member that required accessibility services

U.S. Norm: **15%**





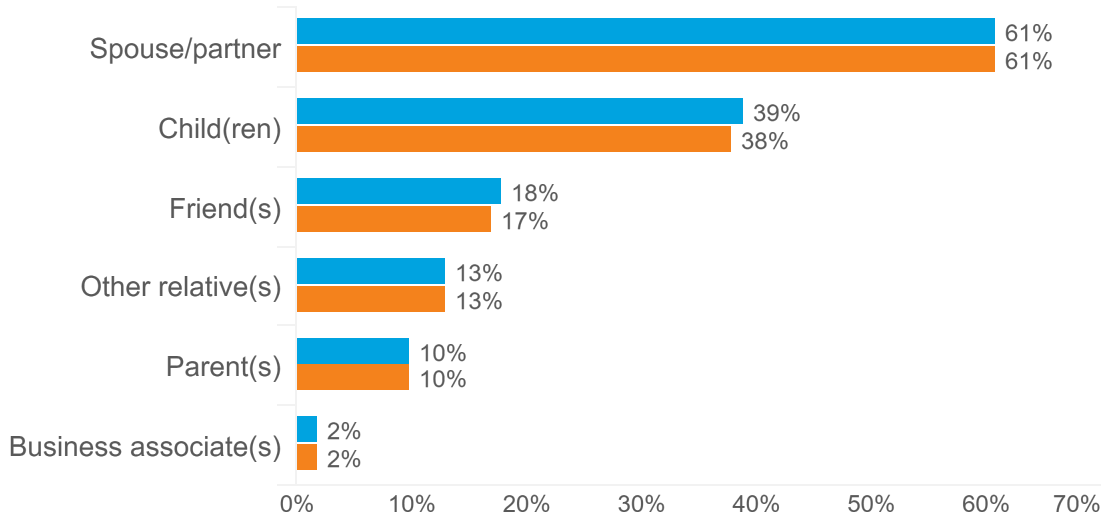
**19%** of trips only had one person in the travel party

U.S. Norm: **25%**

## Composition of Immediate Travel Party

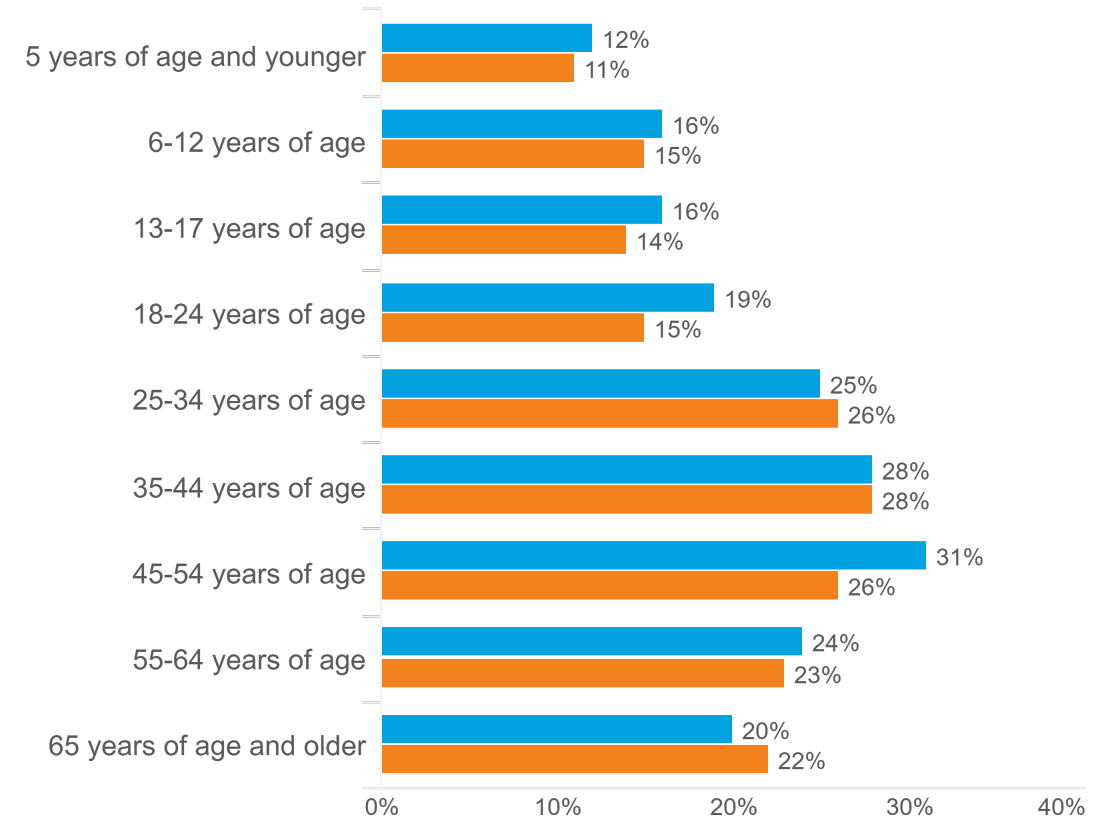
Base: 2023 Day Person-Trips that included more than one person

■ Kentucky ■ U.S. Norm



## Travel Party Age

■ Kentucky ■ U.S. Norm



## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities



U.S. Norm: 10%

## Activities and Experiences (Top 10)







	2023	2022
Shopping	25%	25%
Sightseeing	16%	15%
Landmark/historic site	12%	12%
Attending celebration	10%	11%
Museum	8%	8%
National/state park	8%	7%
Local parks/playgrounds	7%	9%
Bar/nightclub	7%	6%
Hiking/backpacking	7%	7%
Nature tours/wildlife viewing/birding	7%	7%

## Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Kentucky	U.S. Norm
 Outlet/mall shopping	47%	45%
 Shopping at locally owned businesses	40%	42%
 Souvenir shopping	26%	23%
 Big box stores (Walmart, Costco)	25%	26%
 Convenience/grocery shopping	24%	26%
 Antiquing	23%	12%
 Farmers market	12%	13%

## Dining Types on Trip

	Kentucky	U.S. Norm
 Fast food	48%	39%
 Casual dining	40%	43%
 Unique/local food	19%	20%
 Carry-out/food delivery service	12%	12%
 Picnicking	11%	9%
 Fine/upscale dining	6%	10%

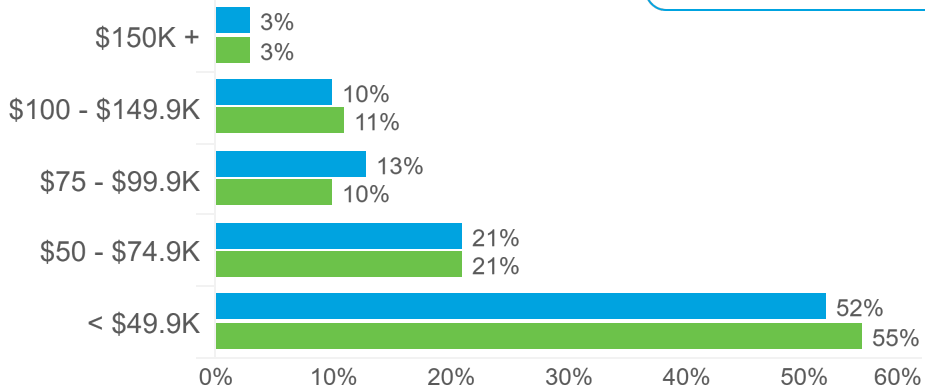
# Demographic Profile of Day Kentucky Visitors

Base: 2023 Day Person-Trips

## Household Income

■ 2023 ■ 2022

Average Income: 59.1K



## Age

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

### Kentucky



Average Age  
45.6

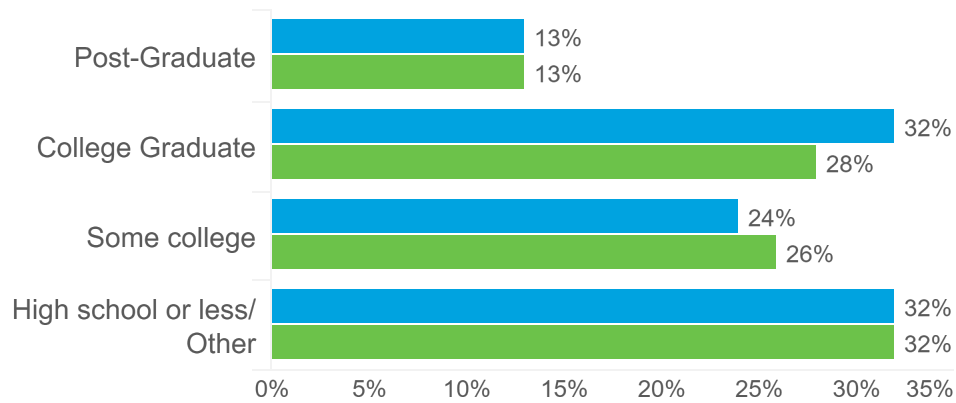
### Previous Year



Average Age  
45.2

## Educational Attainment

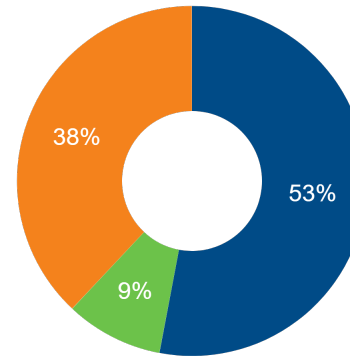
■ 2023 ■ 2022



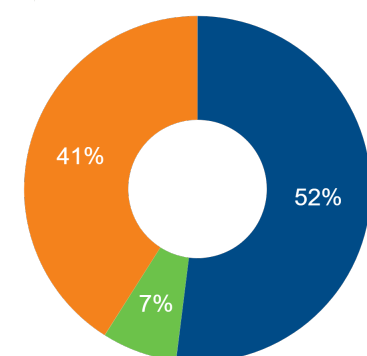
## Employment

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

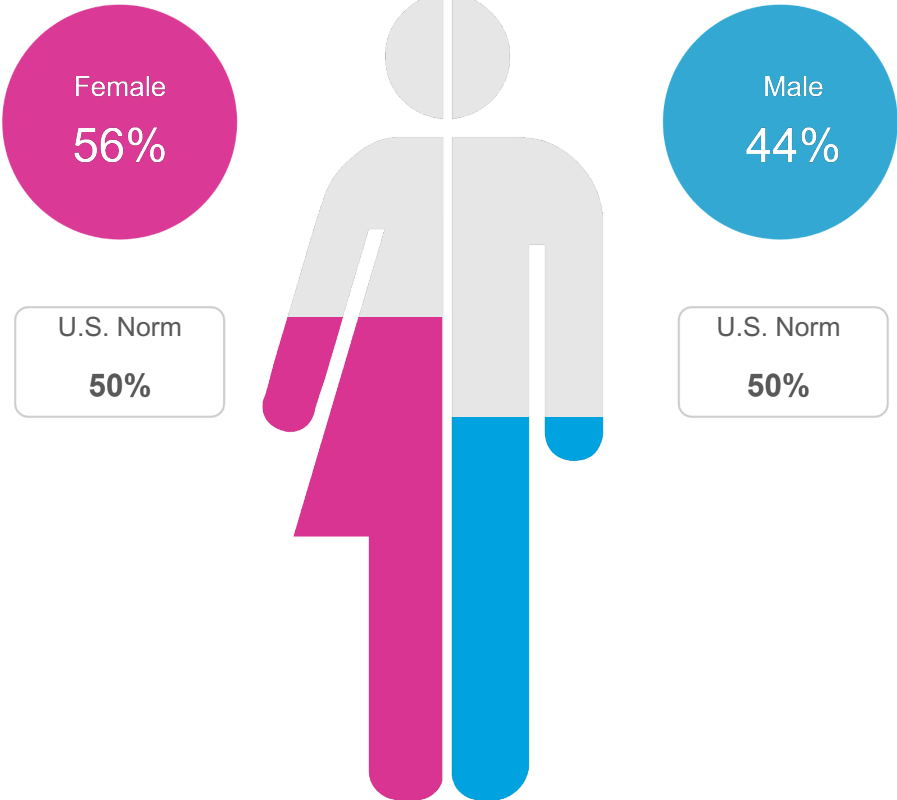
### Kentucky



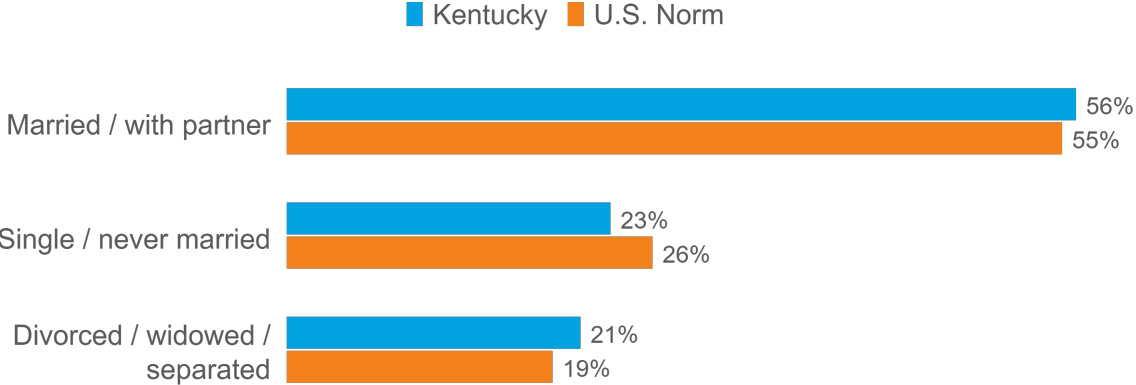
### Kentucky's Previous Year



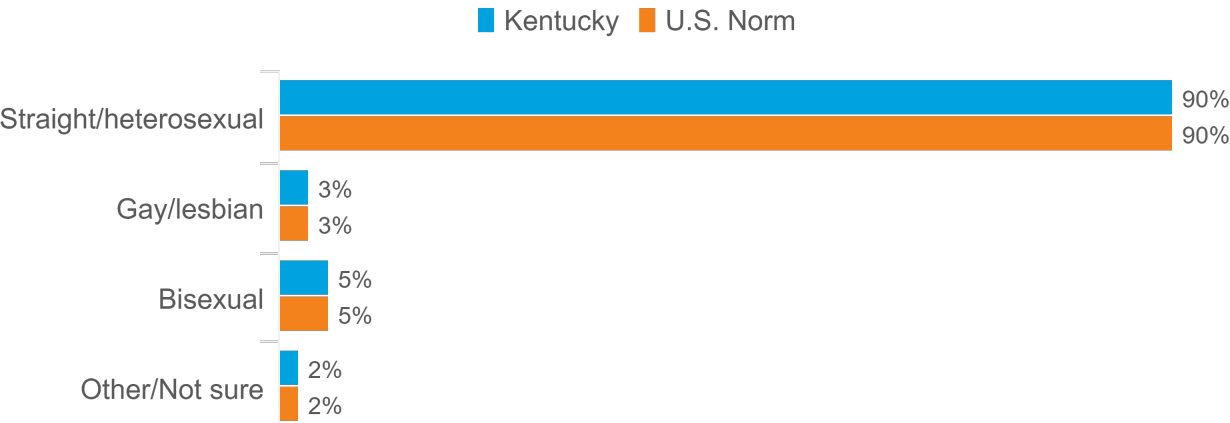
## Gender



## Marital Status

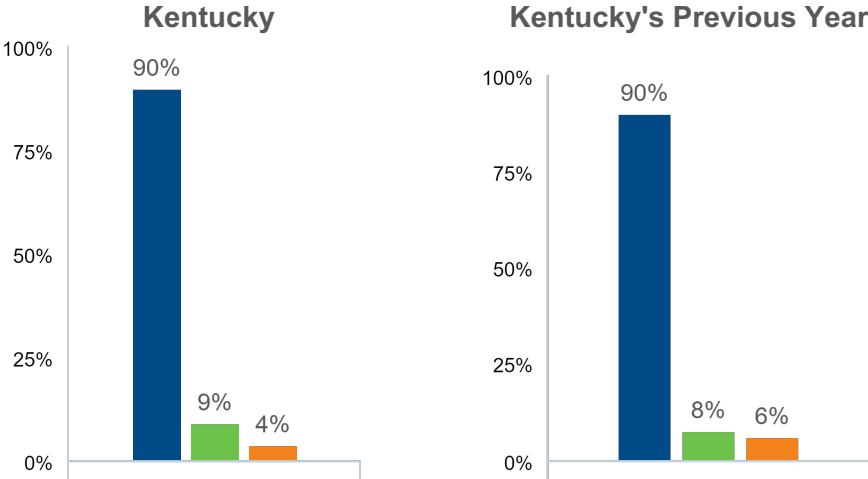


## Sexual Orientation



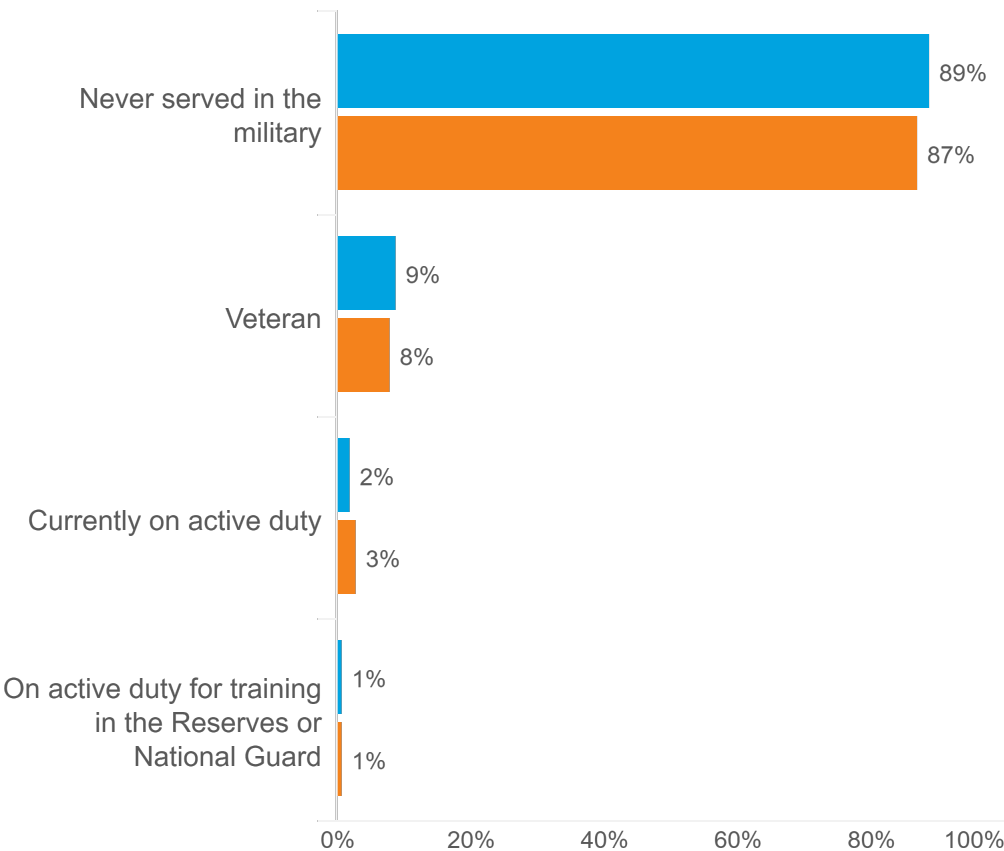
## Race

White African-American Other



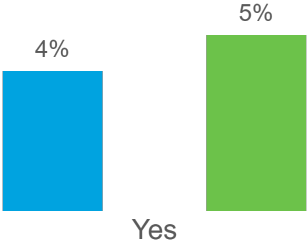
## Military Status

Kentucky U.S. Norm

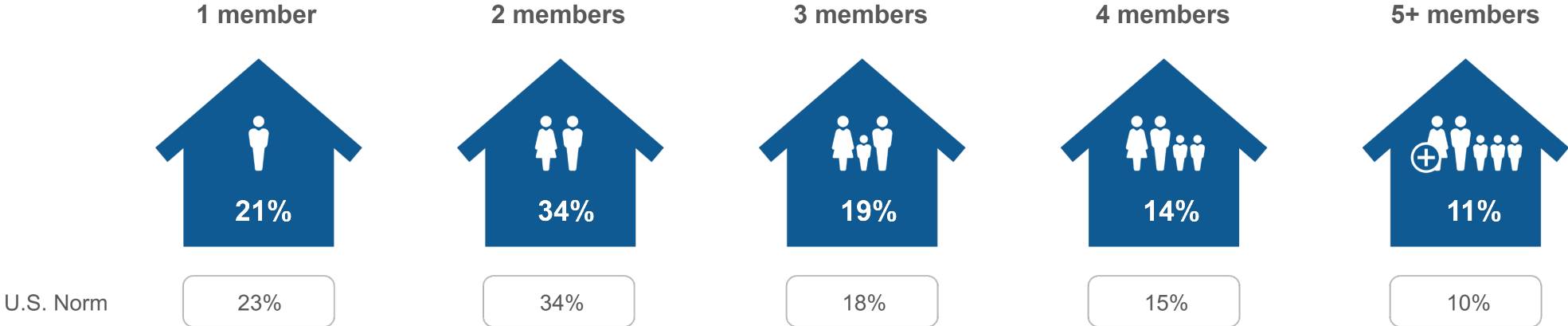


## Hispanic Background

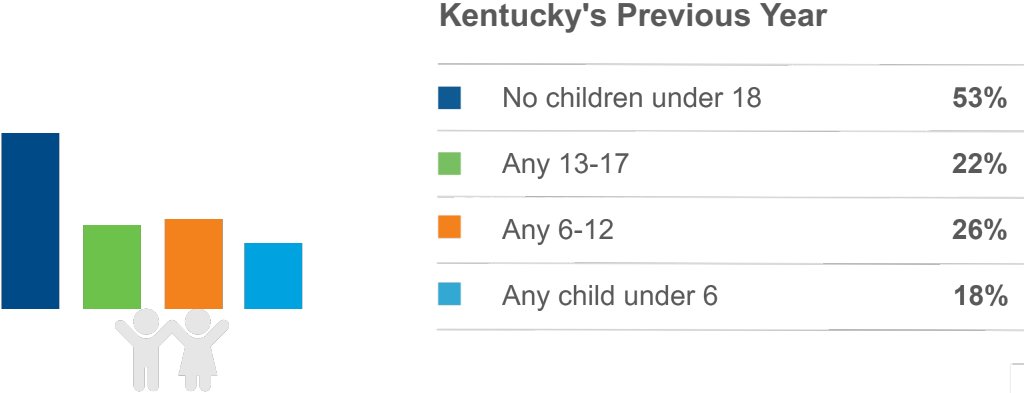
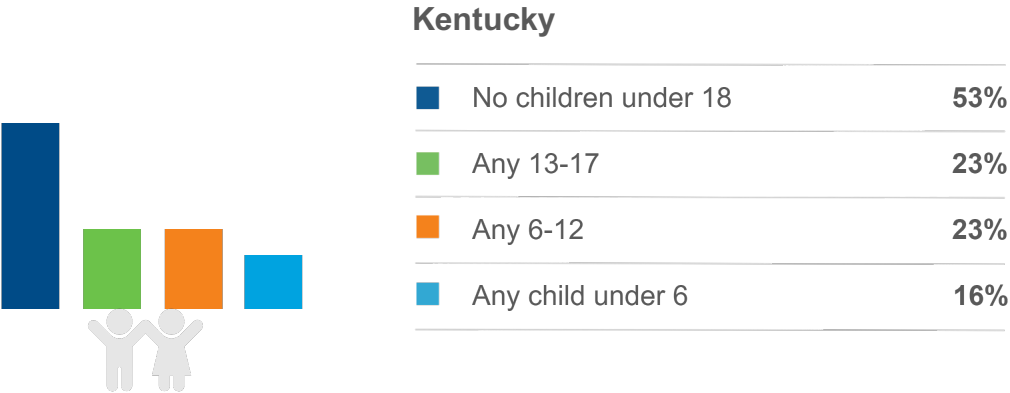
2023 2022



## Household Size



## Children in Household





# Travel USA Visitor Profile

Region Map



2023







# Travel USA Visitor Profile

Northern Kentucky River

TEAM   
KENTUCKY®

2023

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Northern Kentucky River Region's domestic tourism business in 2023.

## 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 2023:



Day Base Size

316

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

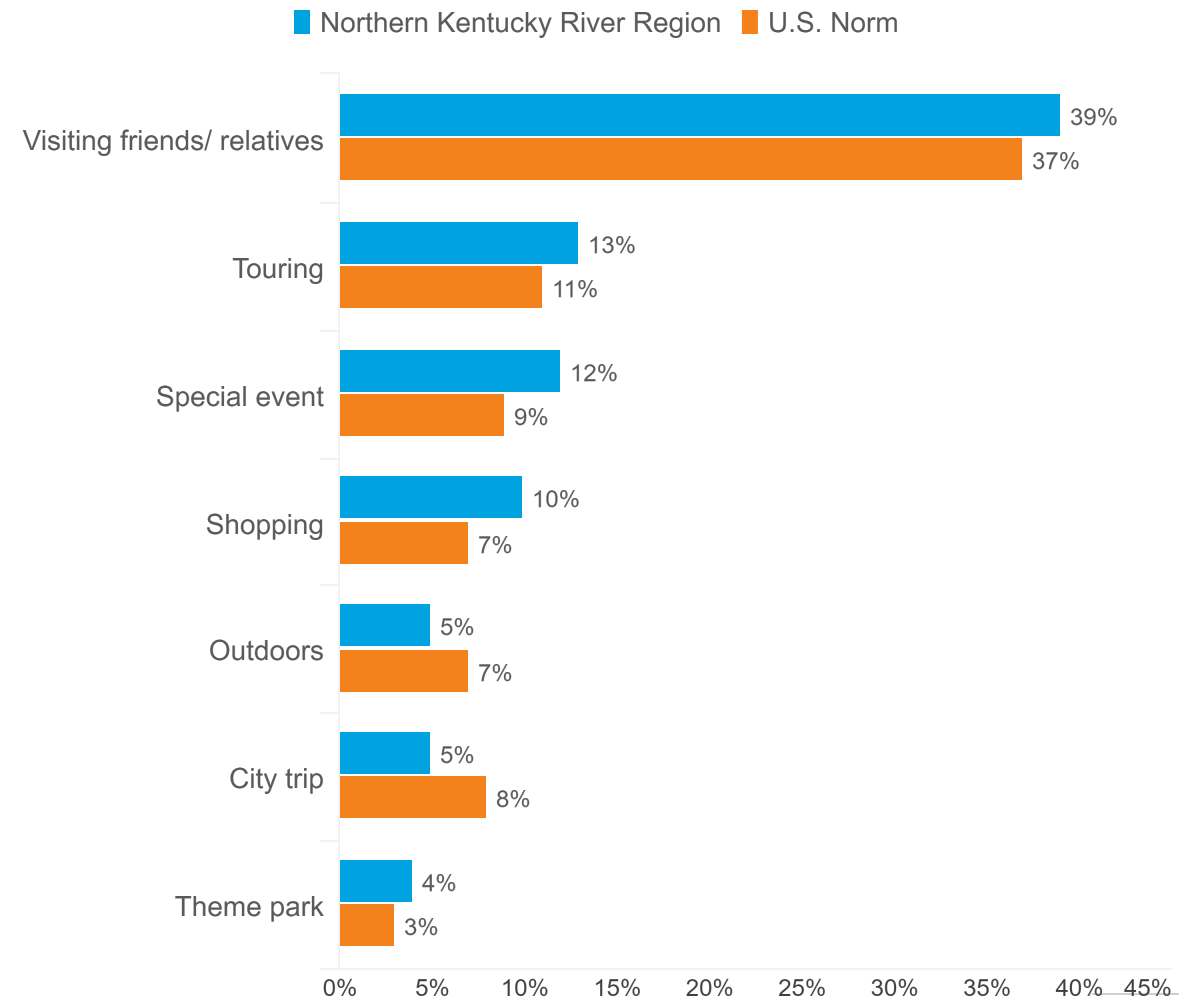
# Northern Kentucky River Region's Day Trip Characteristics

Base: 2023 Day Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip



# Structure of the U.S. and Northern Kentucky River Region Day Travel Market

Base: 2023 Day Person-Trips

### 2023 U.S. Day Trips



■ Visiting friends/relatives	37%
■ Marketable	54%
■ Business	6%
■ Business-leisure	3%

### 2023 Northern Kentucky River Region Day Trips

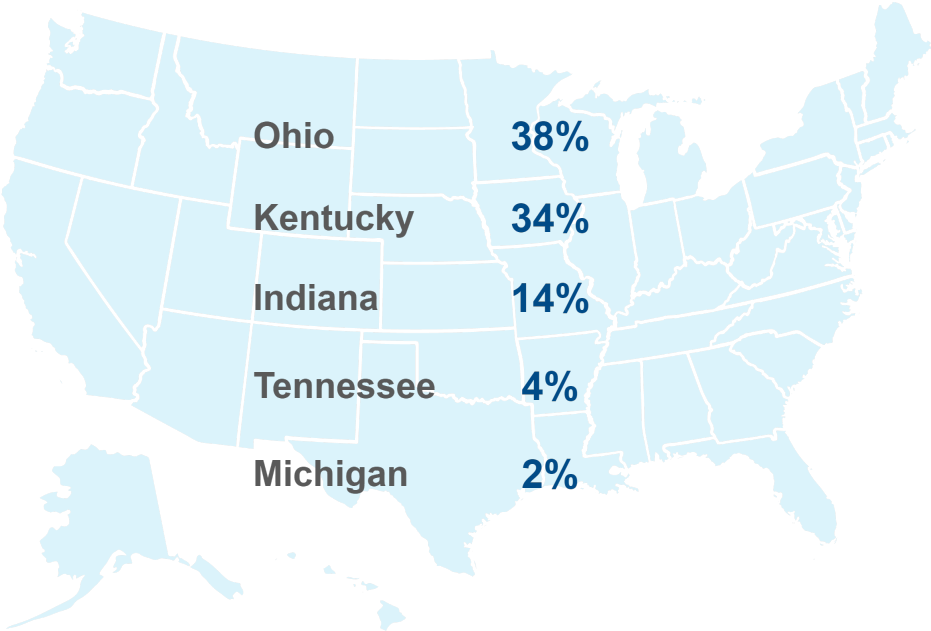


■ Visiting friends/relatives	39%
■ Marketable	51%
■ Business	6%
■ Business-leisure	4%

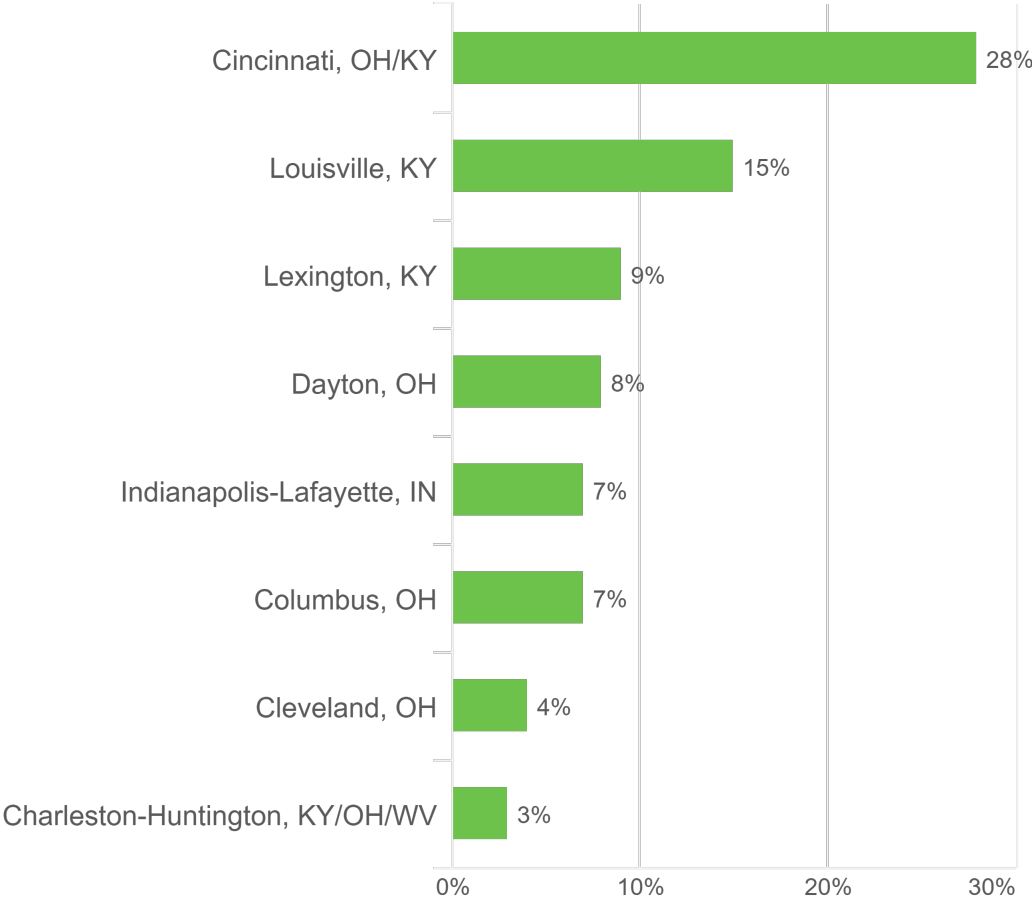
# Northern Kentucky River Region's Day Trip Characteristics

Base: 2023 Day Person-Trips

### State Origin Of Trip



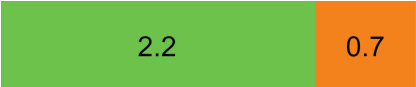
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

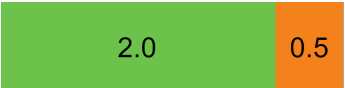
### Northern Kentucky River Region



Total **2.9**

Average number of people

### U.S. Norm



Total **2.6**

Average number of people



**12%** of travel parties had a travel party member that required accessibility services

U.S. Norm: **15%**



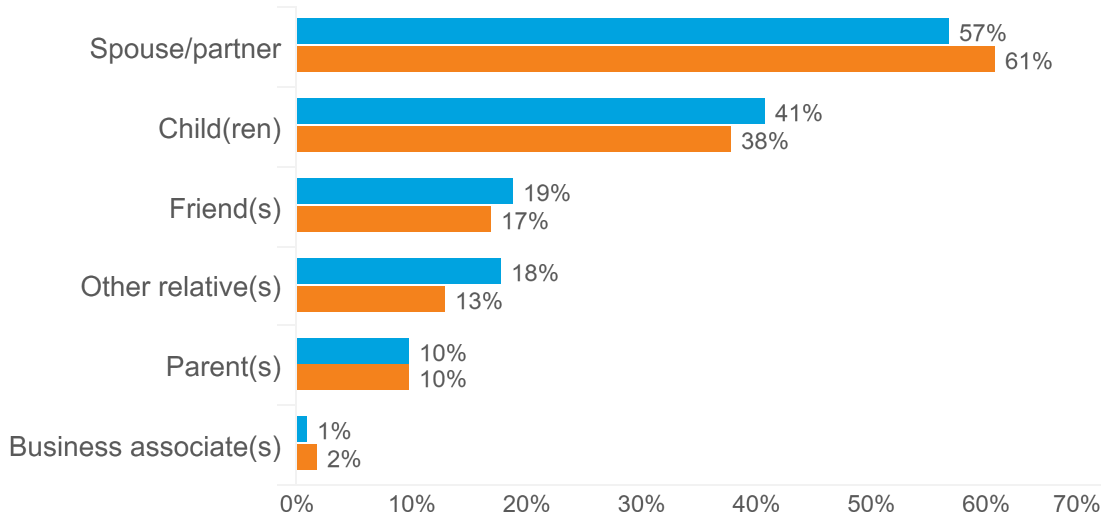
**18%** of trips only had one person in the travel party

U.S. Norm: **25%**

## Composition of Immediate Travel Party

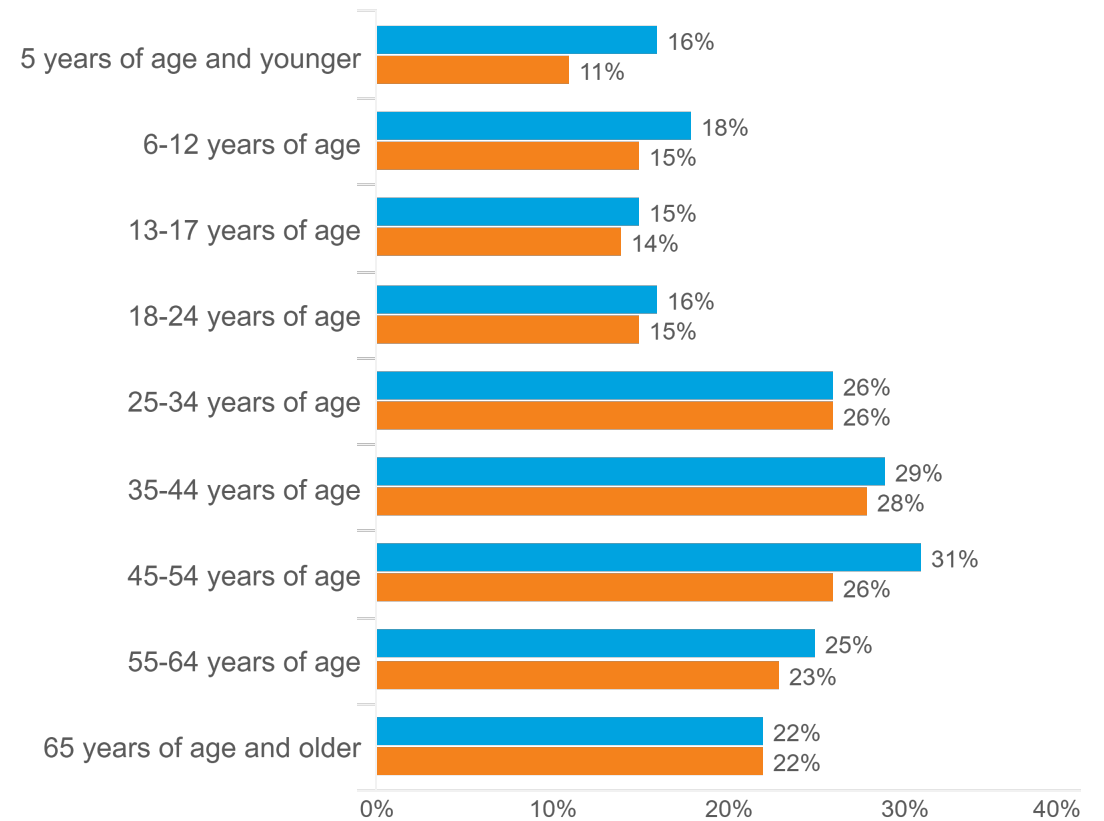
Base: 2023 Day Person-Trips that included more than one person

■ Northern Kentucky River Region ■ U.S. Norm



## Travel Party Age

■ Northern Kentucky River Region ■ U.S. Norm





## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities



U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Northern Kentucky River Region	U.S. Norm
Shopping	23%	21%
Sightseeing	19%	14%
Landmark/historic site	11%	8%
Aquarium	11%	3%
Attending celebration	11%	11%
Local parks/playgrounds	8%	6%
Winery/brewery/distillery tour	7%	4%
Hiking/backpacking	6%	6%
Zoo	6%	5%
Casino	6%	7%

## Shopping Types on Trip







Base: 2023 Day Person-Trips that included Shopping

Northern Kentucky River Region U.S. Norm

	Outlet/mall shopping	51%	45%
	Shopping at locally owned businesses	33%	42%
	Souvenir shopping	29%	23%
	Antiquing	25%	12%
	Convenience/grocery shopping	22%	26%
	Big box stores (Walmart, Costco)	19%	26%
	Farmers market	5%	13%

## Dining Types on Trip

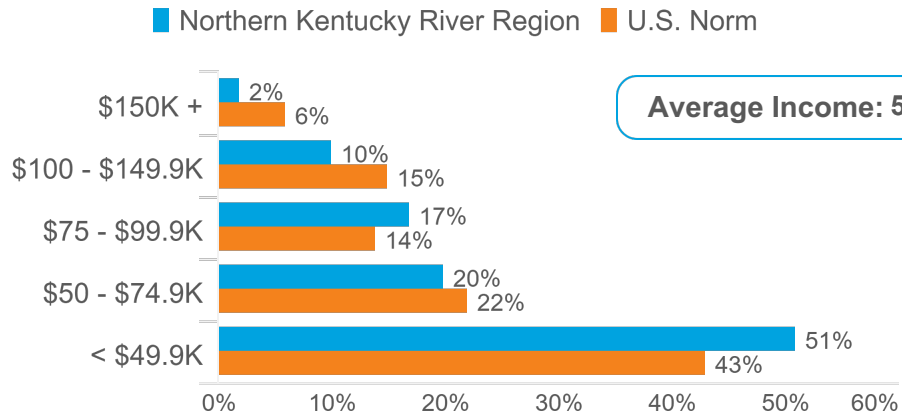
Northern Kentucky River Region U.S. Norm

	Fast food	45%	39%
	Casual dining	38%	43%
	Unique/local food	20%	20%
	Carry-out/food delivery service	10%	12%
	Picnicking	7%	9%
	Fine/upscale dining	4%	10%

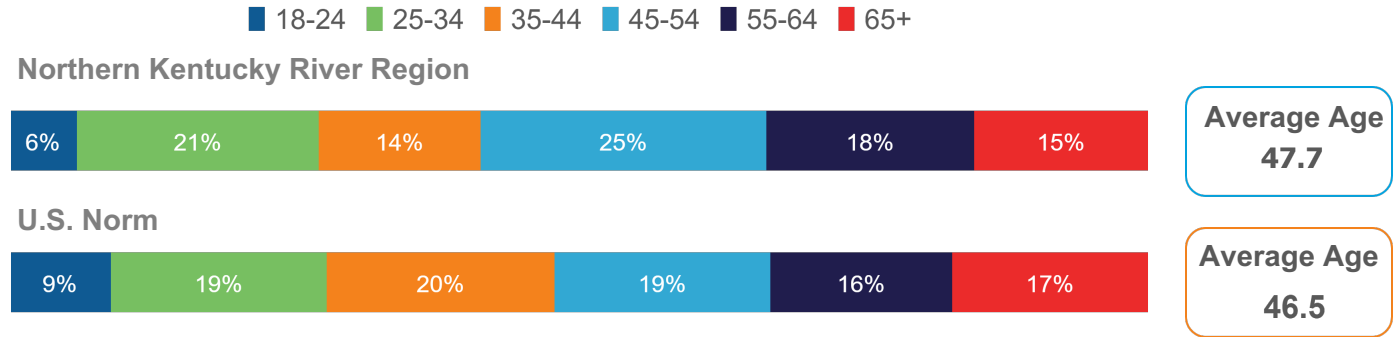
# Demographic Profile of Day Northern Kentucky River Region Visitors

Base: 2023 Day Person-Trips

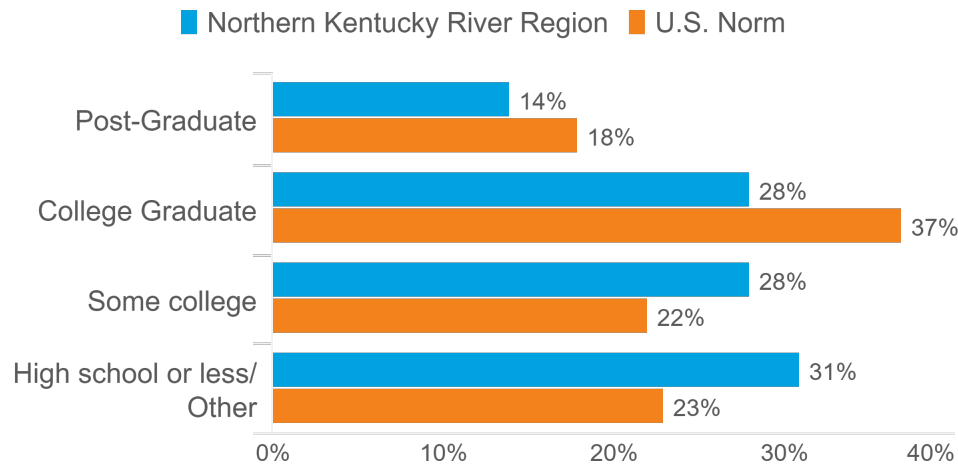
## Household Income



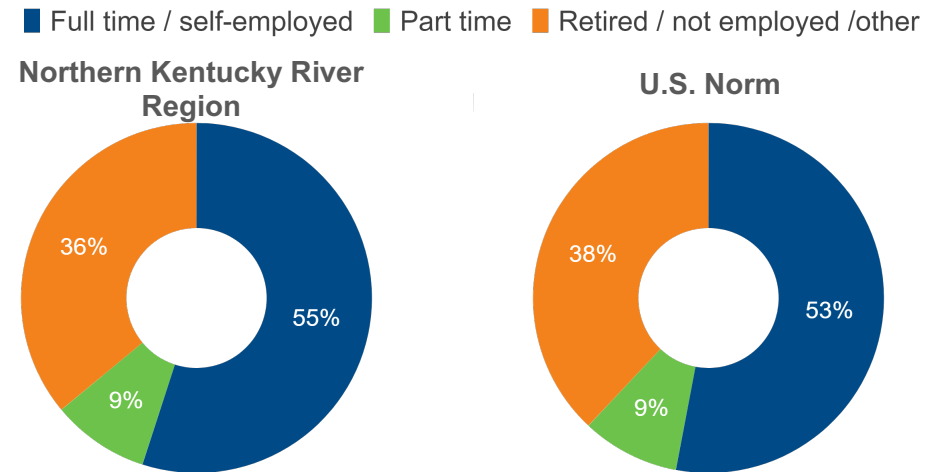
## Age



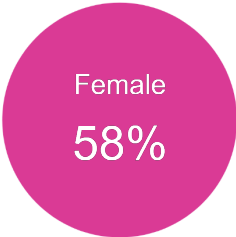
## Educational Attainment



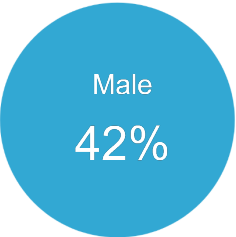
## Employment



## Gender

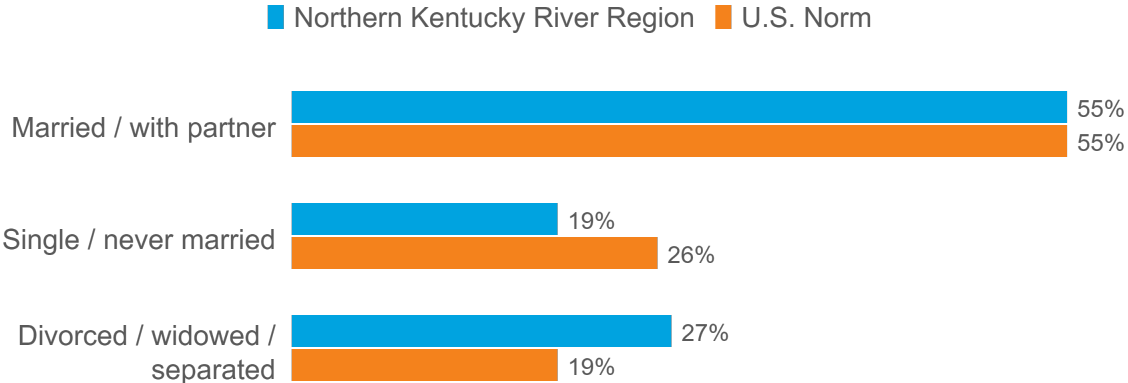


U.S. Norm  
50%

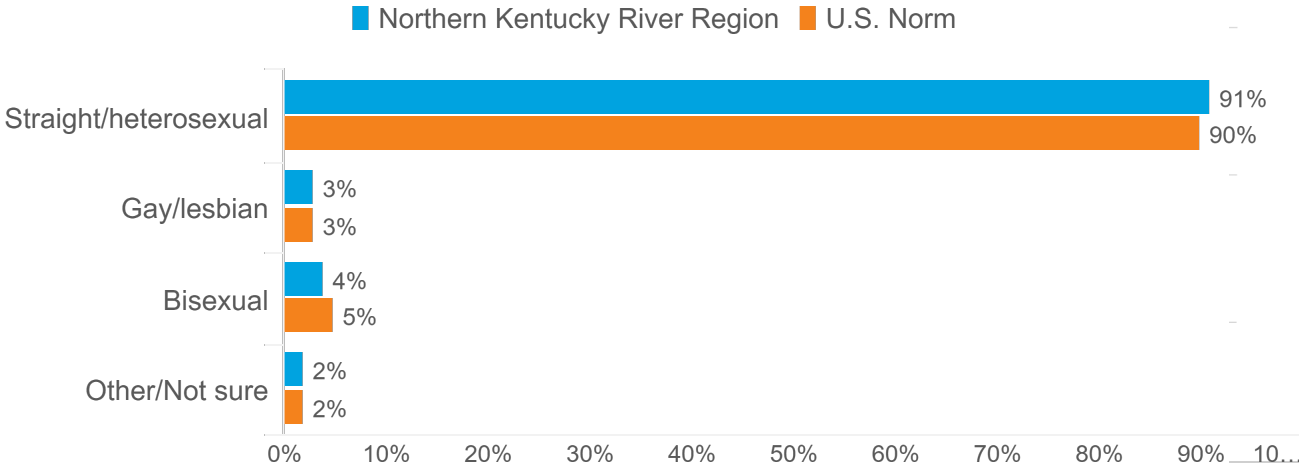


U.S. Norm  
50%

## Marital Status

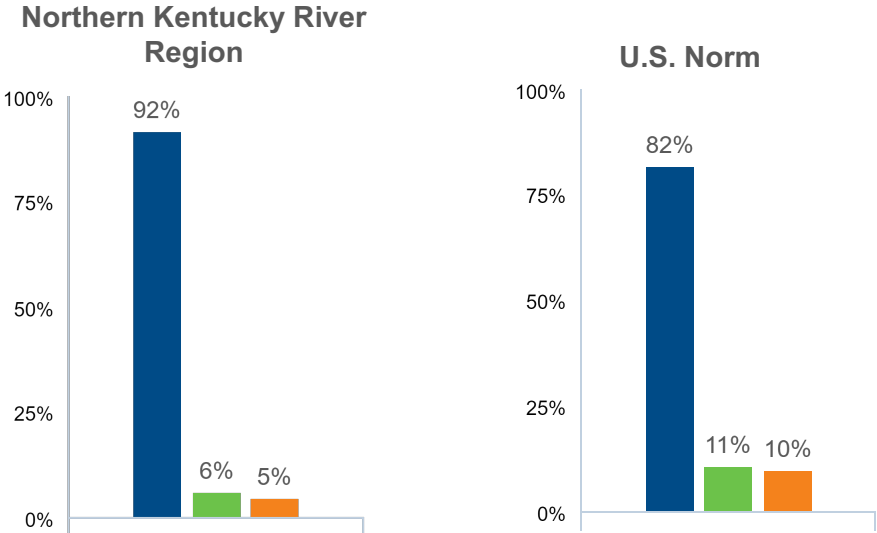


## Sexual Orientation



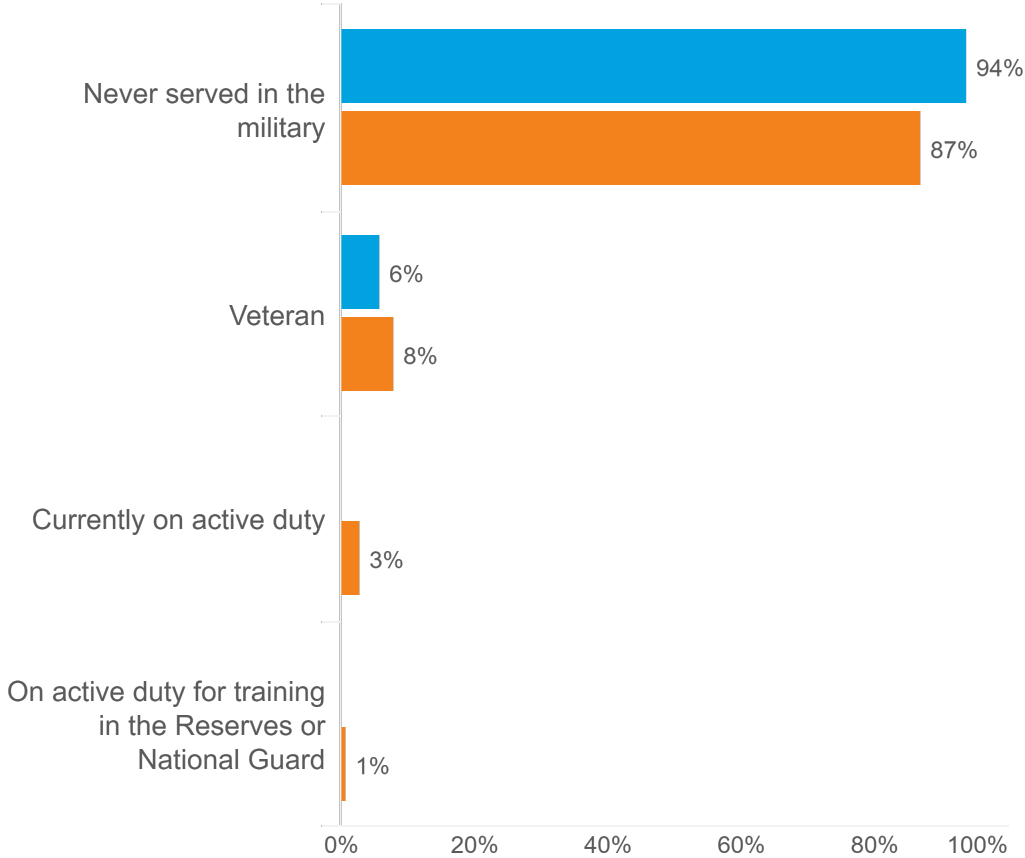
## Race

White African-American Other

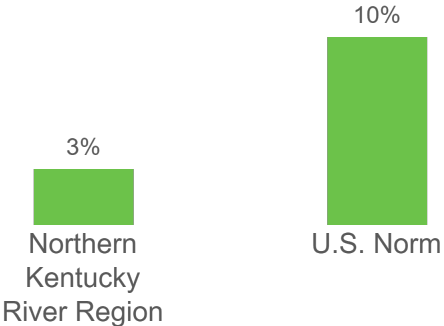


## Military Status

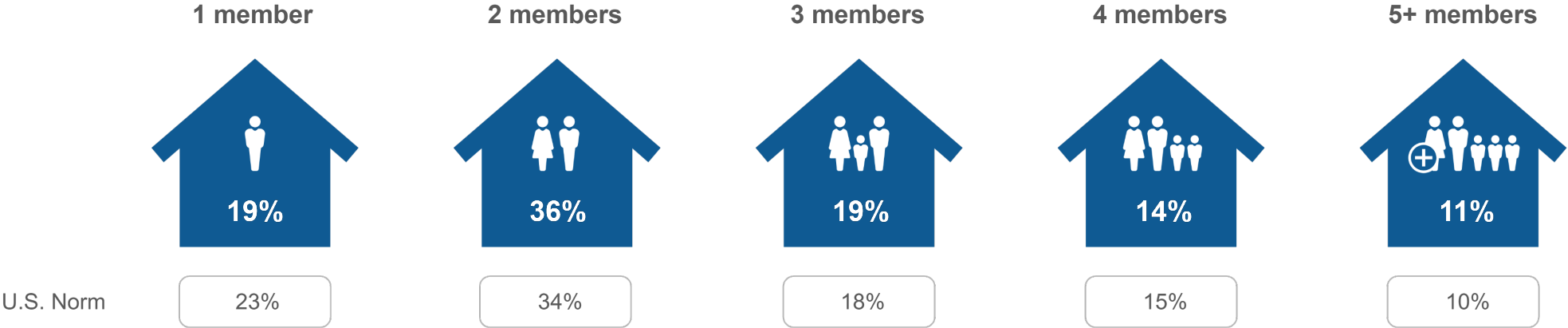
Northern Kentucky River Region U.S. Norm



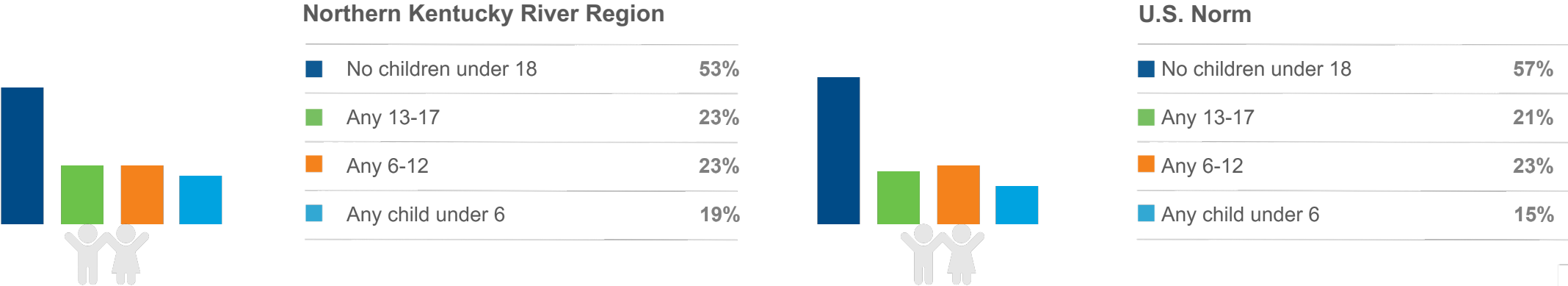
## Hispanic Background



## Household Size



## Children in Household





# Travel USA Visitor Profile

Kentucky's Appalachians



2022/2023

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2022 and 2023 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 Appalachians, the following sample was achieved in 2022/2023:



Day Base Size

310

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



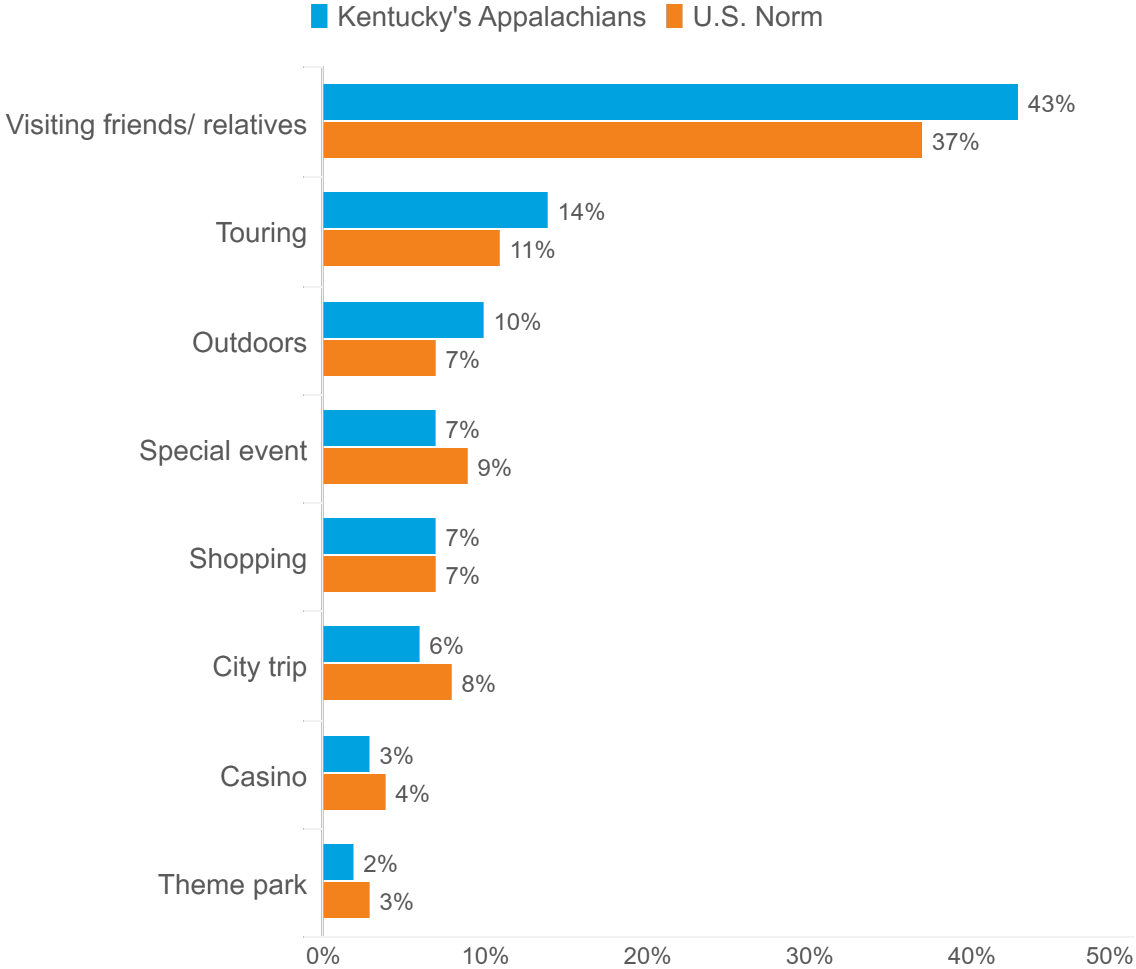
# Kentucky's Appalachians' Day Trip Characteristics

Base: 2022/2023 Day Person-Trips

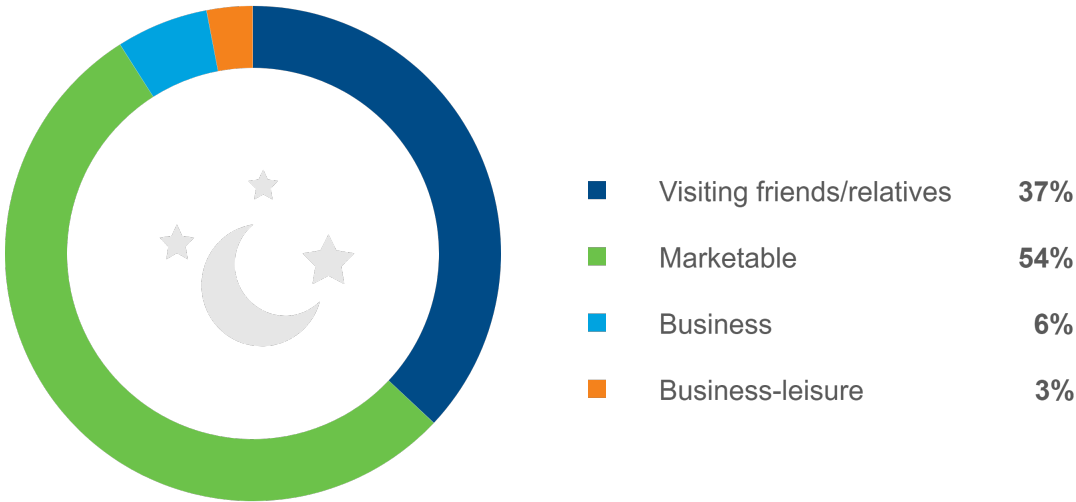
## Main Purpose of Trip

 <b>43%</b> Visiting friends/ relatives	
 <b>14%</b> Touring	 <b>&lt;1%</b> Conference/ Convention
 <b>10%</b> Outdoors	
 <b>7%</b> Special event	 <b>3%</b> Other business trip
 <b>7%</b> Shopping	
 <b>6%</b> City trip	
 <b>3%</b> Casino	 <b>3%</b> Business-Leisure
 <b>2%</b> Theme park	

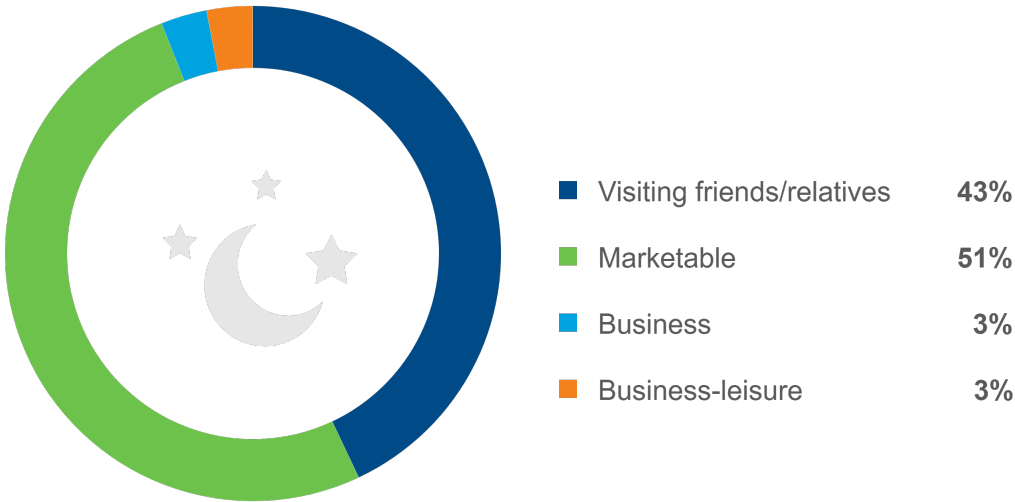
## Main Purpose of Leisure Trip



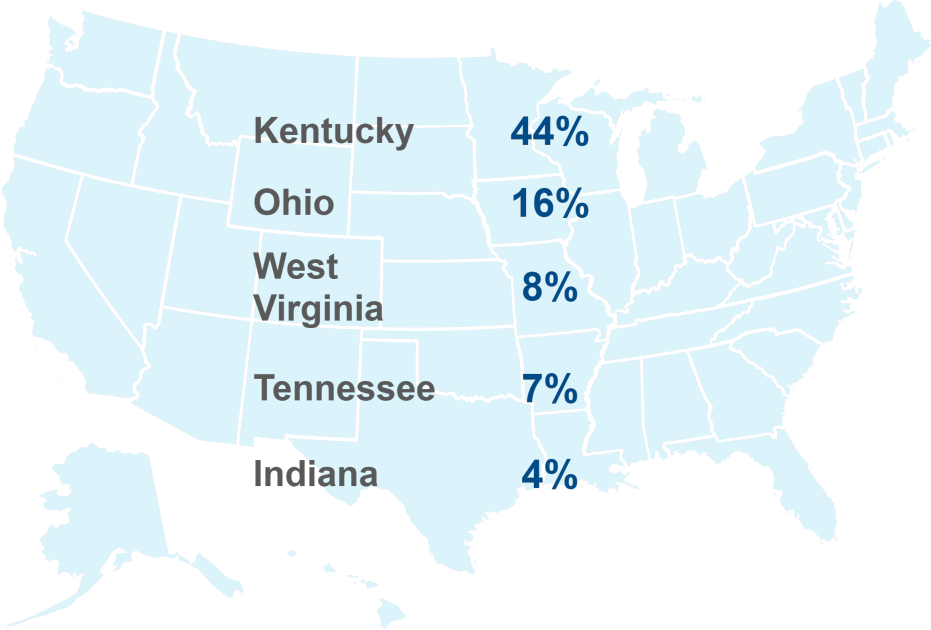
### 2023 U.S. Day Trips



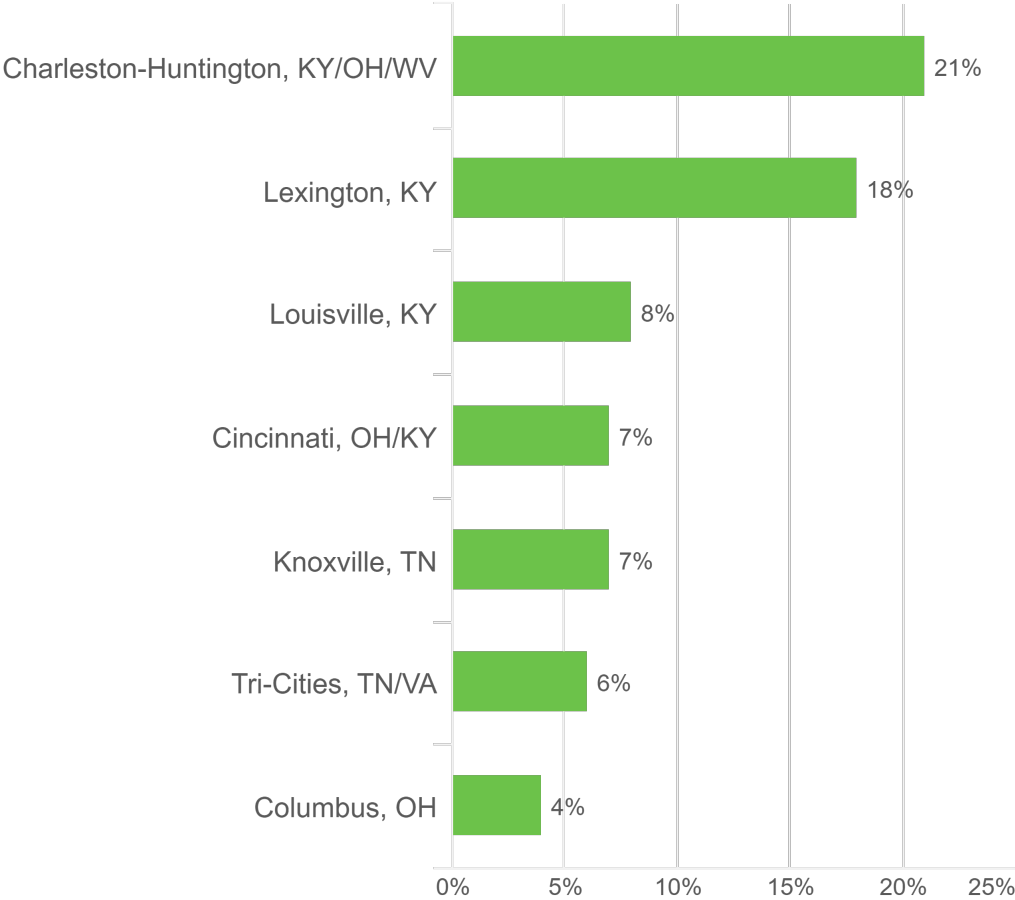
### Kentucky's Appalachians Day Trips



## State Origin Of Trip



## DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

### Kentucky's Appalachians



Average number of people

Total  
**2.7**

### U.S. Norm



Average number of people

Total  
**2.6**



**16%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%

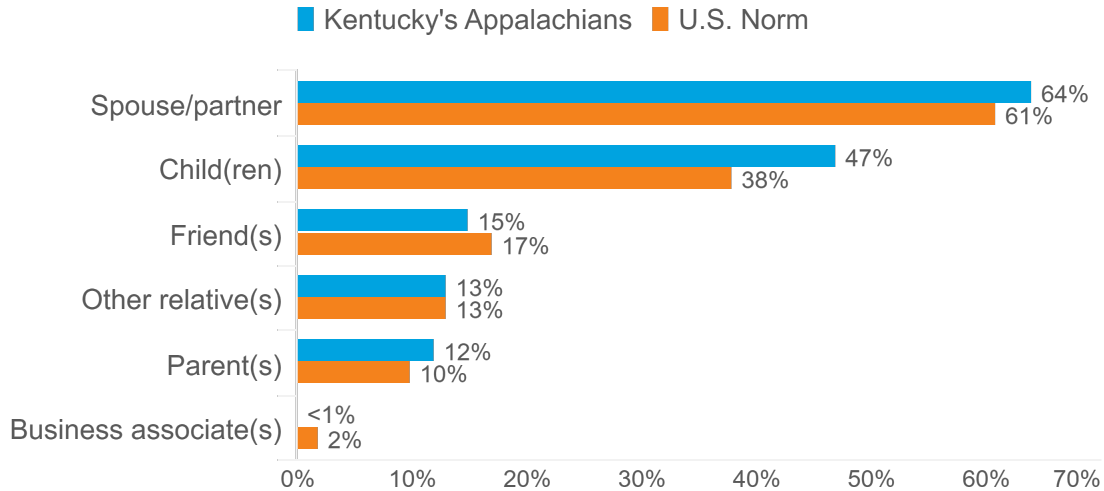


**16%** of trips only had one person in the travel party

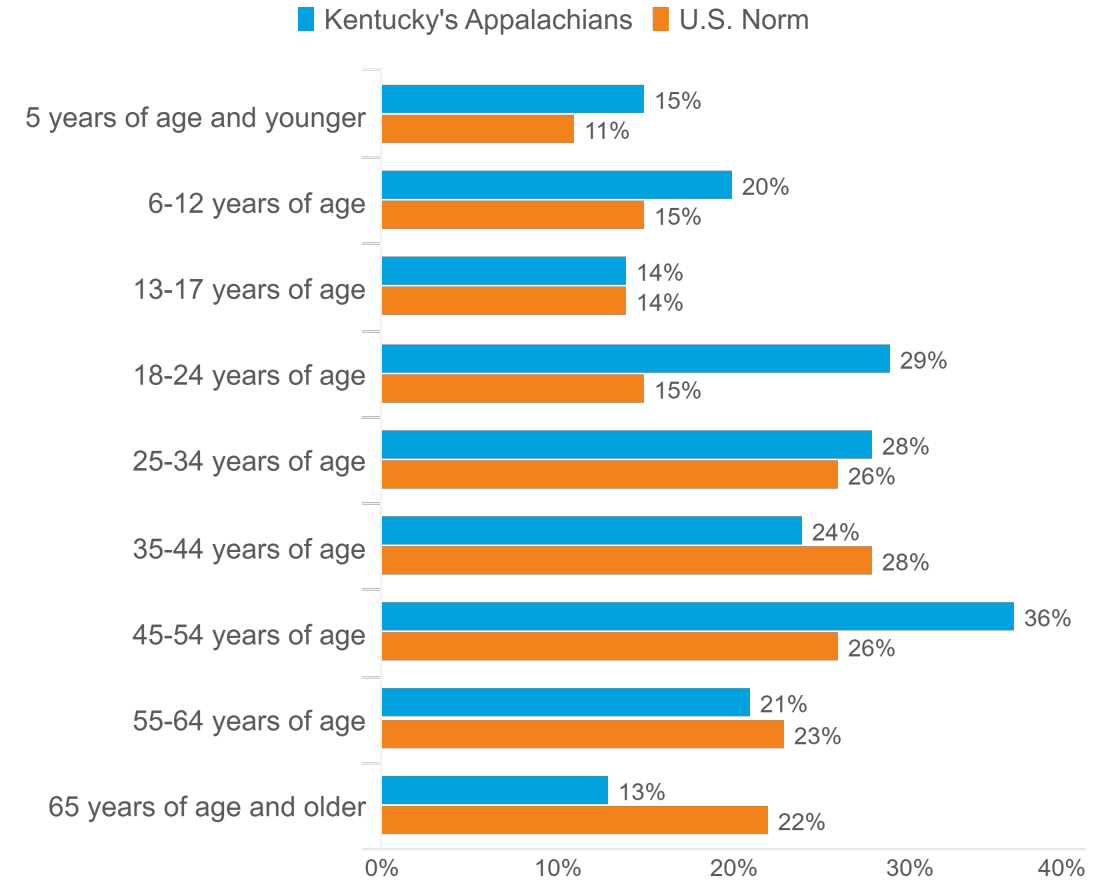
U.S. Norm: **25%**

## Composition of Immediate Travel Party

Base: 2022/2023 Day Person-Trips that included more than one person



## Travel Party Age



Question added in 2023, data is for 2023 only

## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities










U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Kentucky's Appalachians	U.S. Norm
Shopping	21%	21%
Sightseeing	21%	14%
Landmark/historic site	15%	8%
National/state park	14%	5%
Attending celebration	12%	11%
Local parks/playgrounds	12%	6%
Hiking/backpacking	11%	6%
Nature tours/wildlife viewing/birding	10%	5%
Museum	9%	7%
Fishing	6%	4%

## Shopping Types on Trip







Base: 2023 Day Person-Trips that included Shopping

	Kentucky's Appalachians	U.S. Norm
 Outlet/mall shopping	53%	45%
 Shopping at locally owned businesses	40%	42%
 Souvenir shopping	32%	23%
 Big box stores (Walmart, Costco)	31%	26%
 Convenience/grocery shopping	26%	26%
 Antiquing	24%	12%
 Farmers market	15%	13%

Question updated in 2023, data is for 2023 only

## Dining Types on Trip

Kentucky's Appalachians U.S. Norm

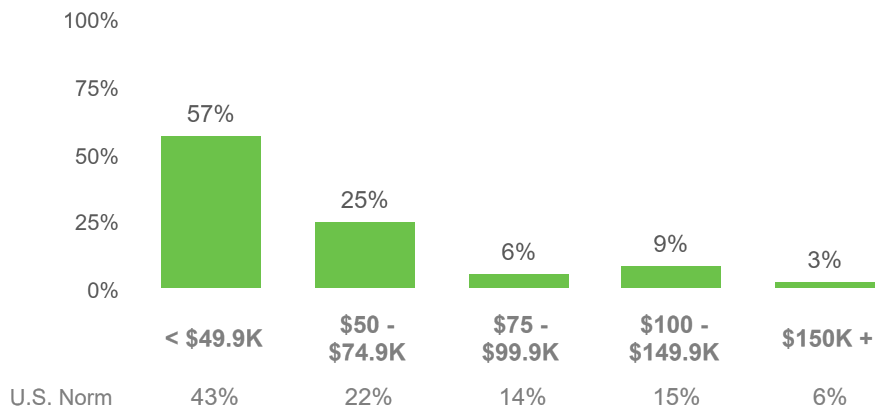
	Kentucky's Appalachians	U.S. Norm
 Fast food	58%	39%
 Casual dining	41%	43%
 Unique/local food	26%	20%
 Picnicking	10%	9%
 Carry-out/food delivery service	9%	12%
 Fine/upscale dining	6%	10%

Question updated in 2023, data is for 2023 only

# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2022/2023 Day Person-Trips

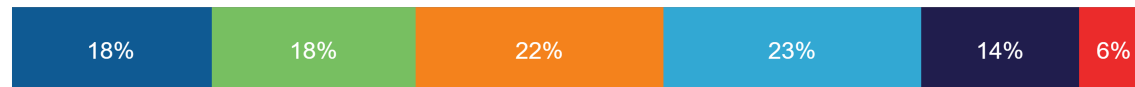
## Household Income



## Age

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

### Kentucky's Appalachians



Average Age  
41.4

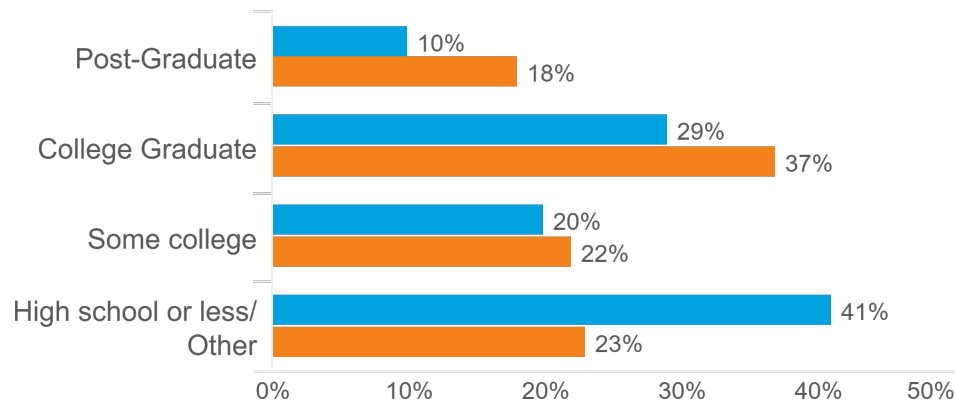
### U.S. Norm



Average Age  
46.5

## Educational Attainment

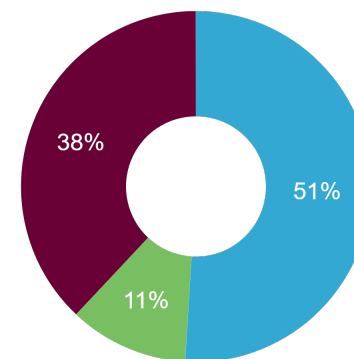
Kentucky's Appalachians U.S. Norm



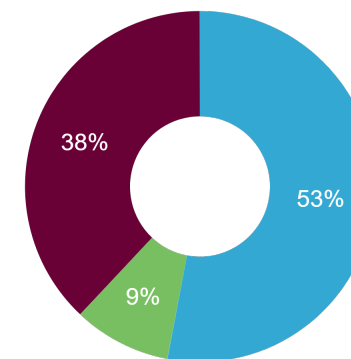
## Employment

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

### Kentucky's Appalachians



### U.S. Norm

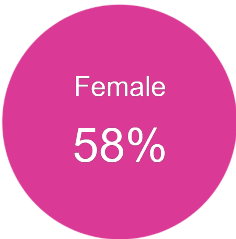




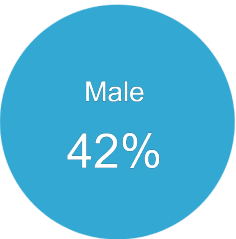
# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2022/2023 Day Person-Trips

## Gender

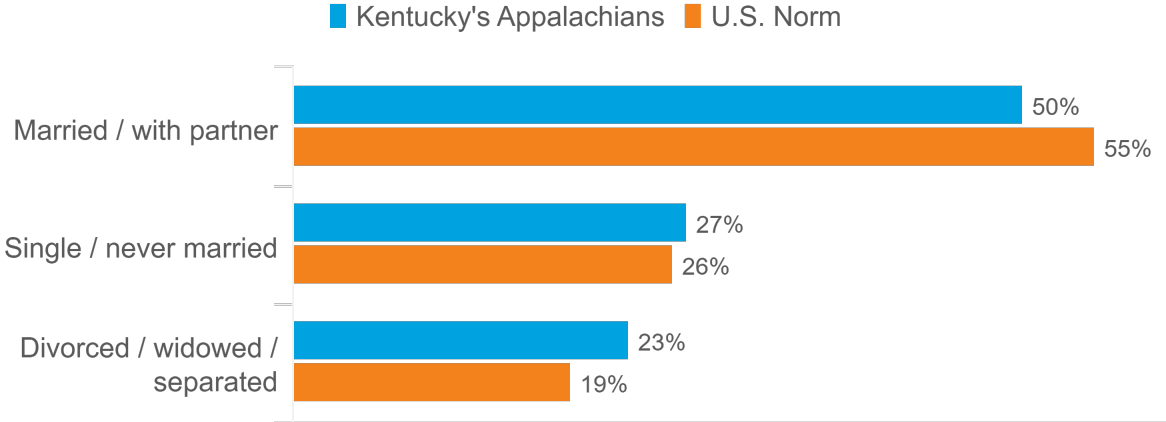


U.S. Norm  
50%

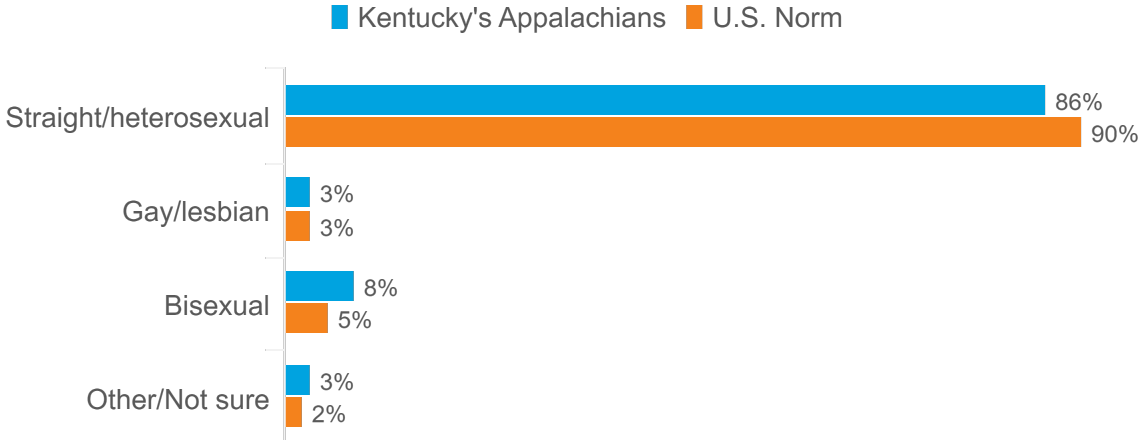


U.S. Norm  
50%

## Marital Status



## Sexual Orientation

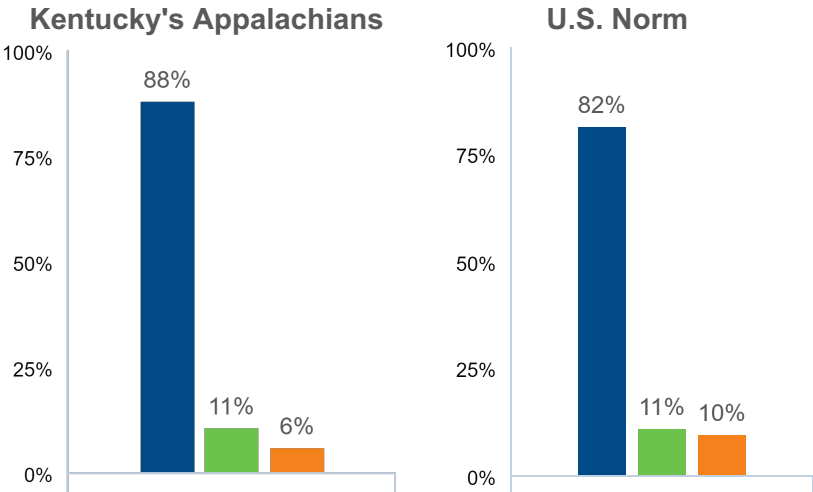


# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2022/2023 Day Person-Trips

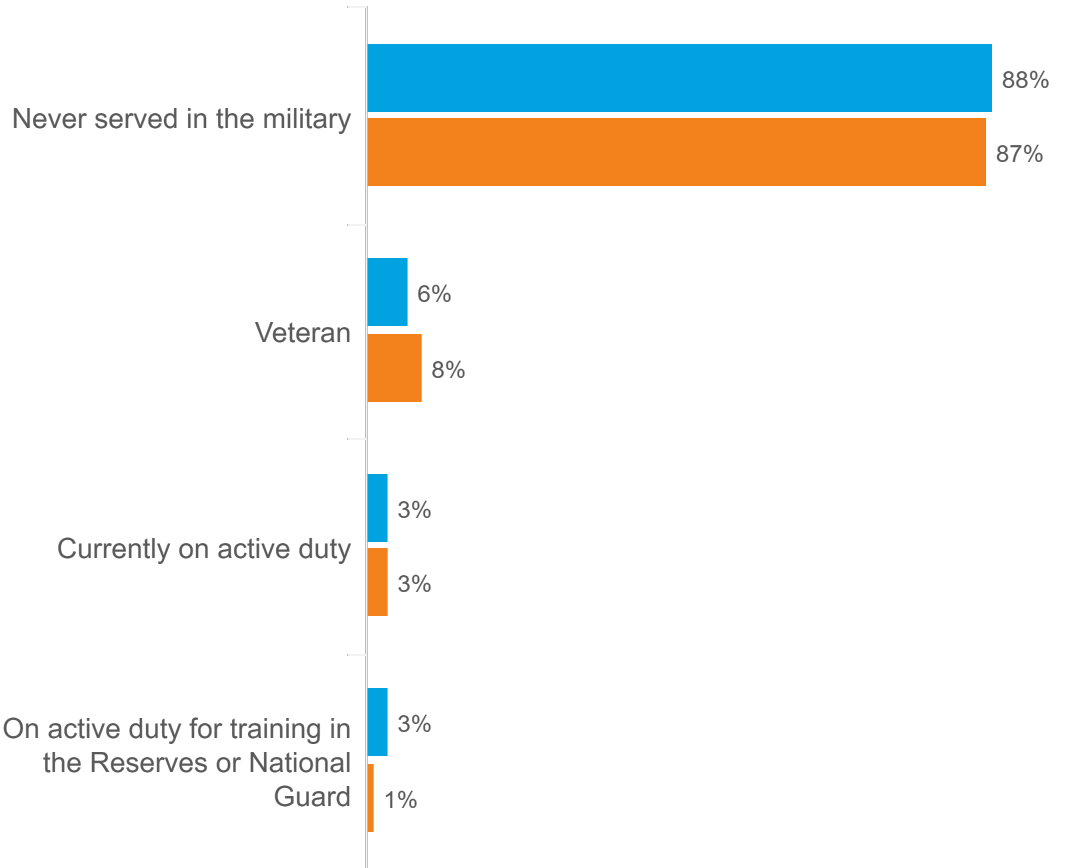
## Race

White African-American Other



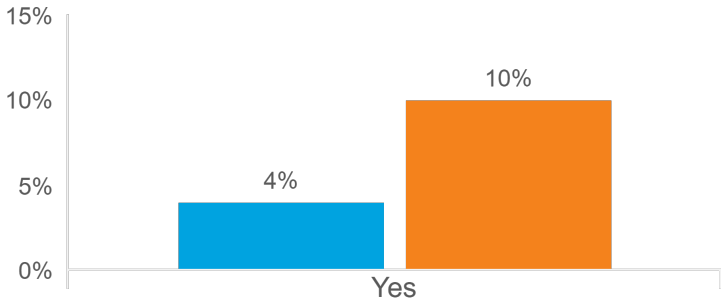
## Military Status

Kentucky's Appalachians U.S. Norm



## Hispanic Background

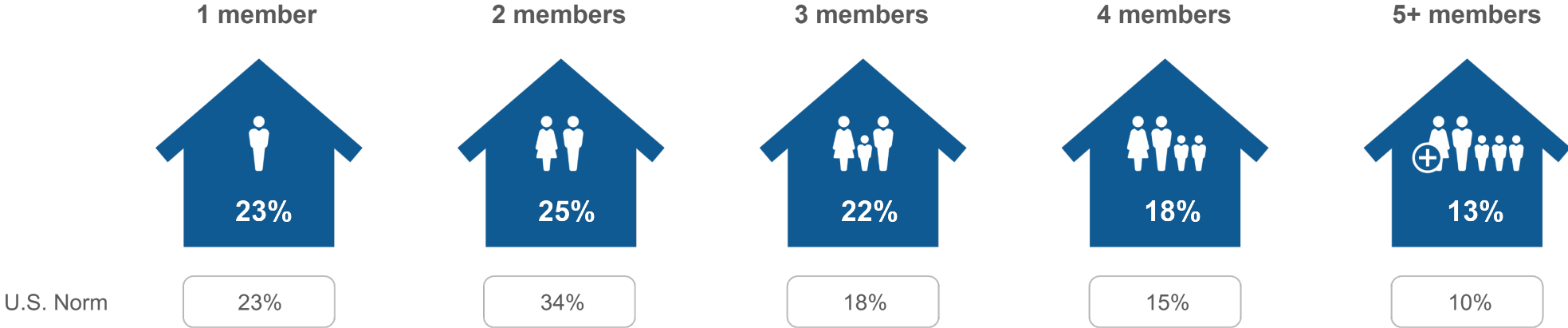
Kentucky's Appalachians U.S. Norm



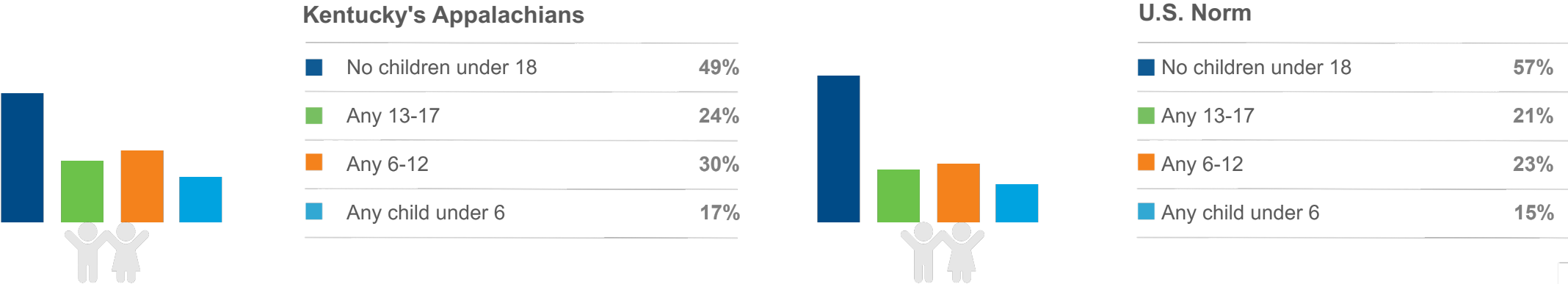
# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: 2022/2023 Day Person-Trips

## Household Size



## Children in Household





# Travel USA Visitor Profile

Daniel Boone Country



2022/2023

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2022 and 2023 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 Daniel Boone Country, the following sample was achieved in 2022/2023:

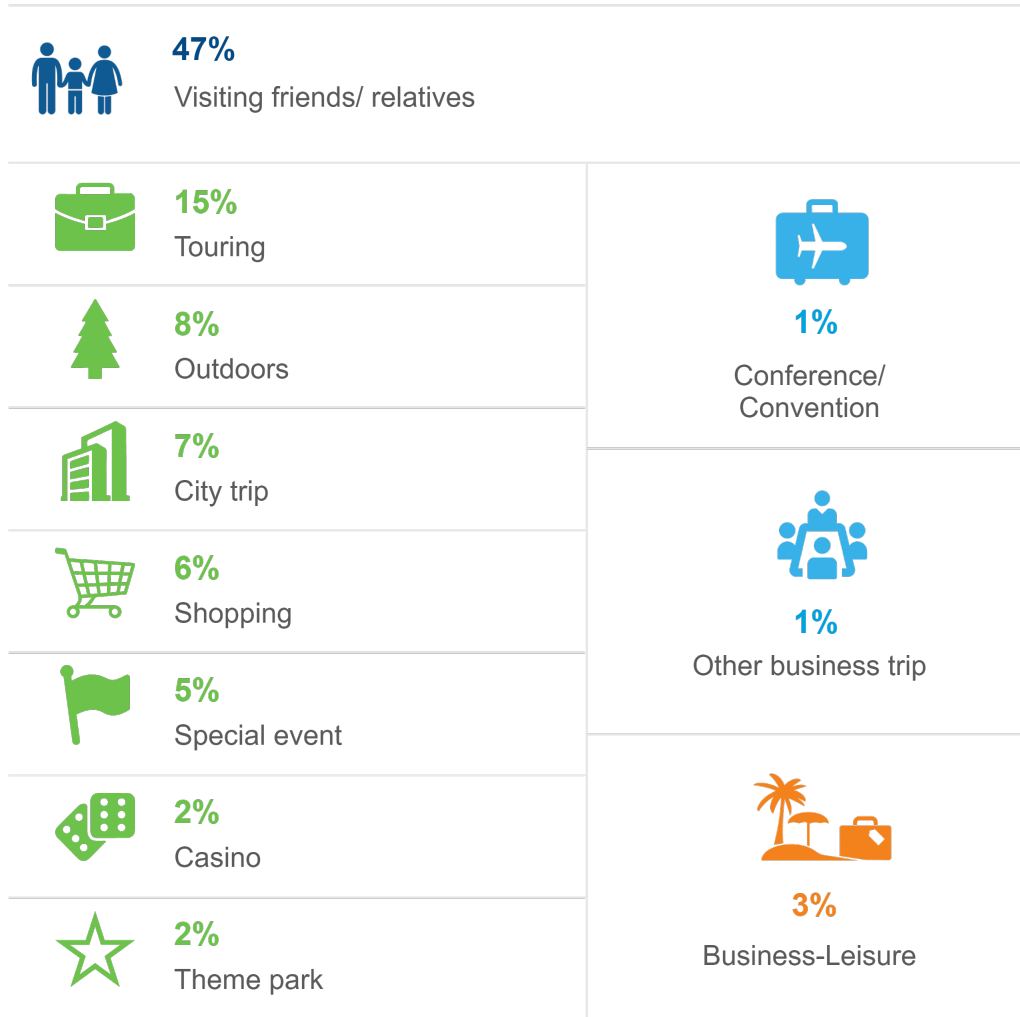


Day Base Size

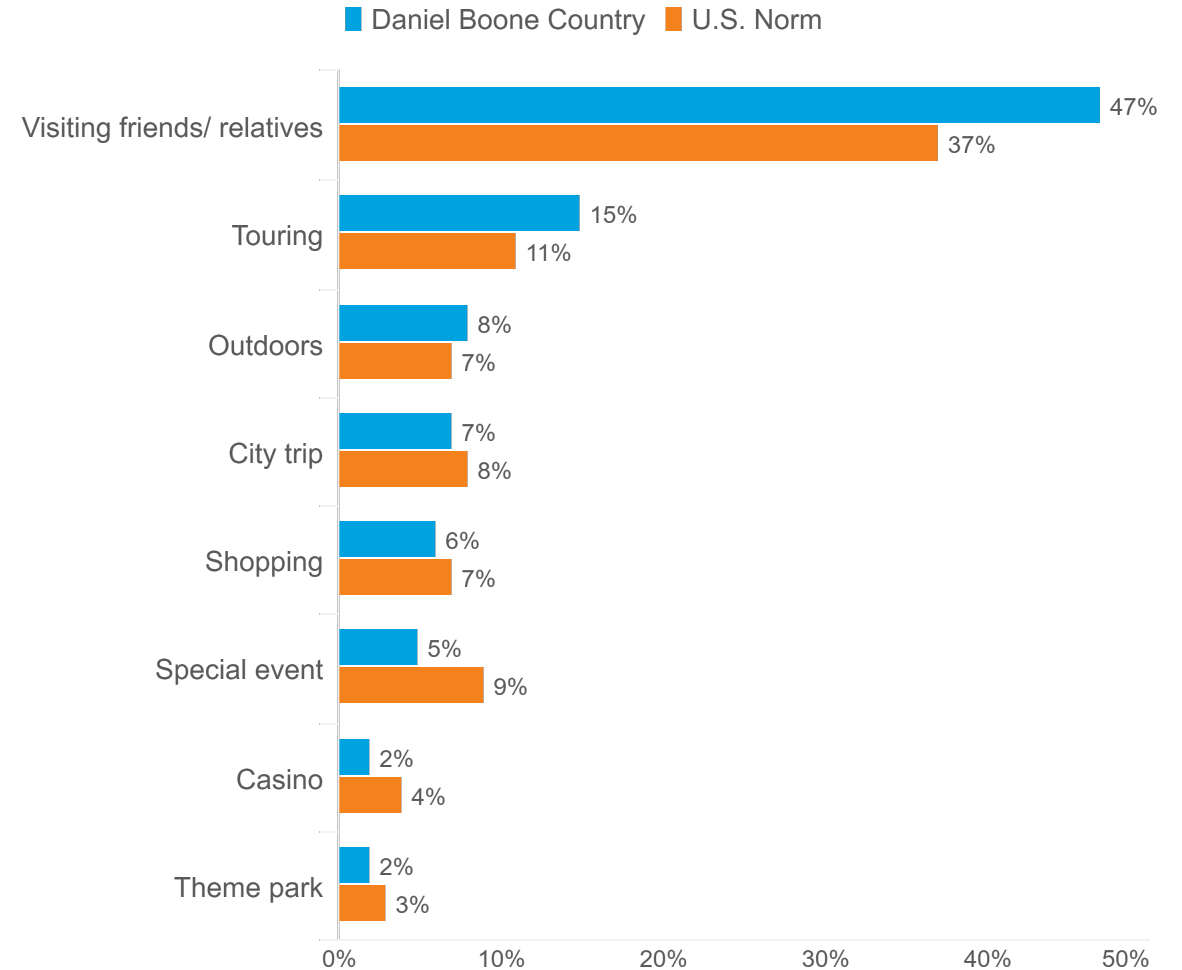
327

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

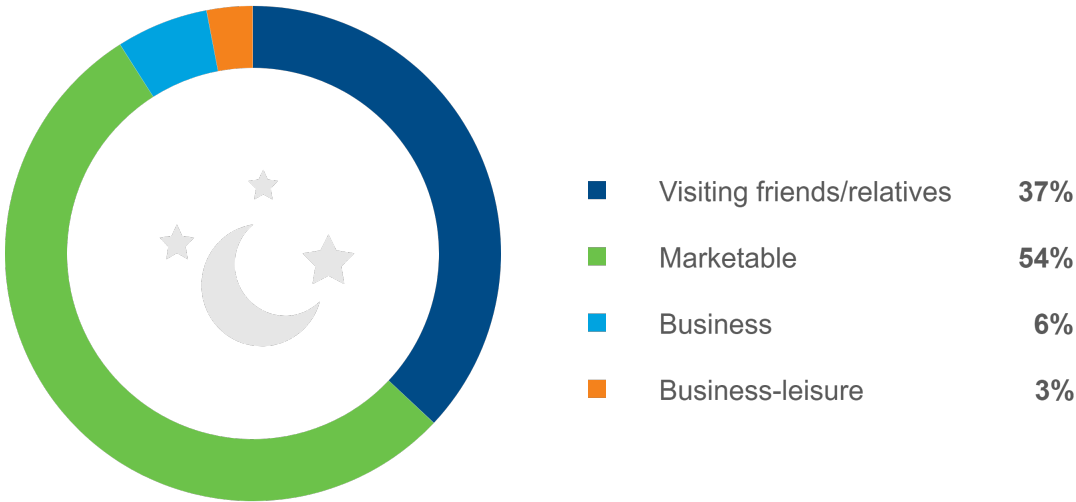
## Main Purpose of Trip



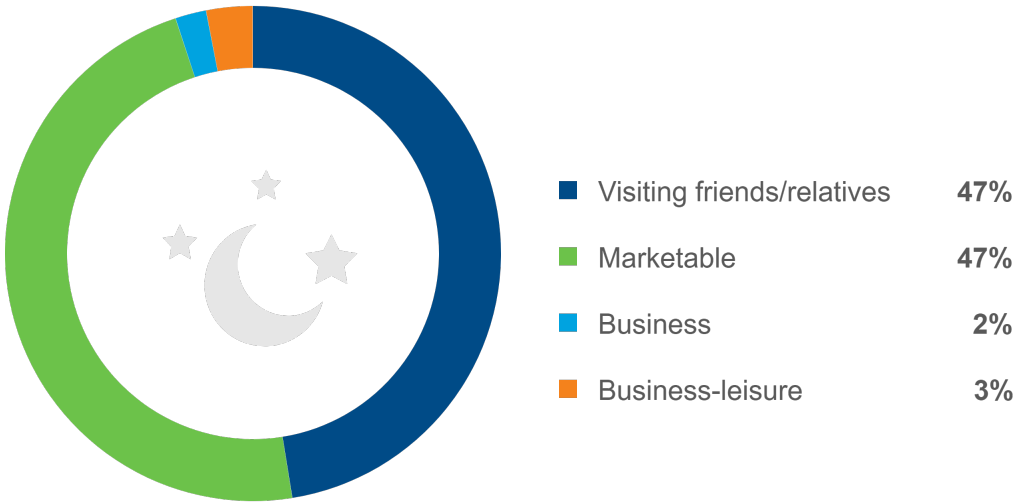
## Main Purpose of Leisure Trip



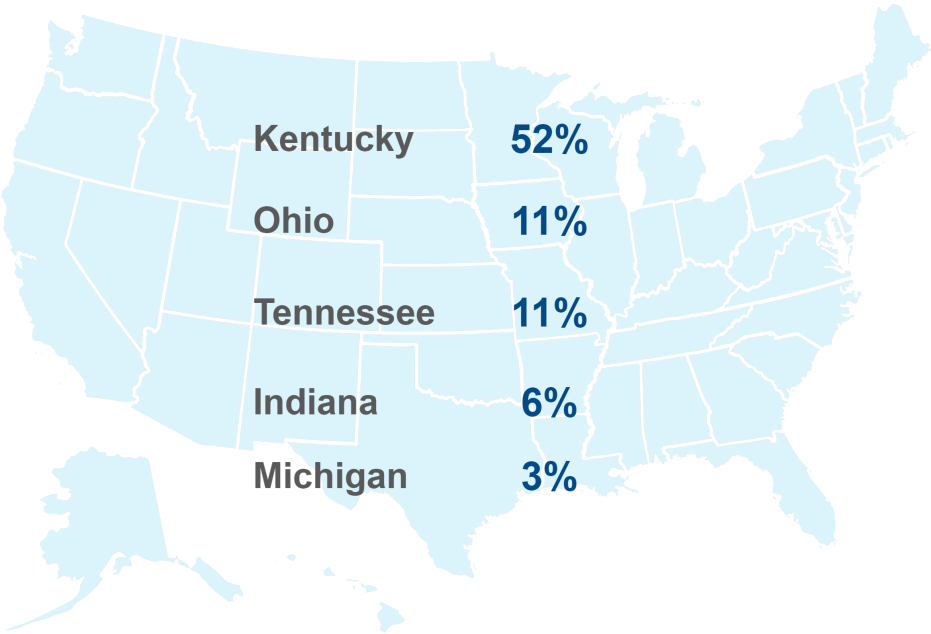
### 2023 U.S. Day Trips



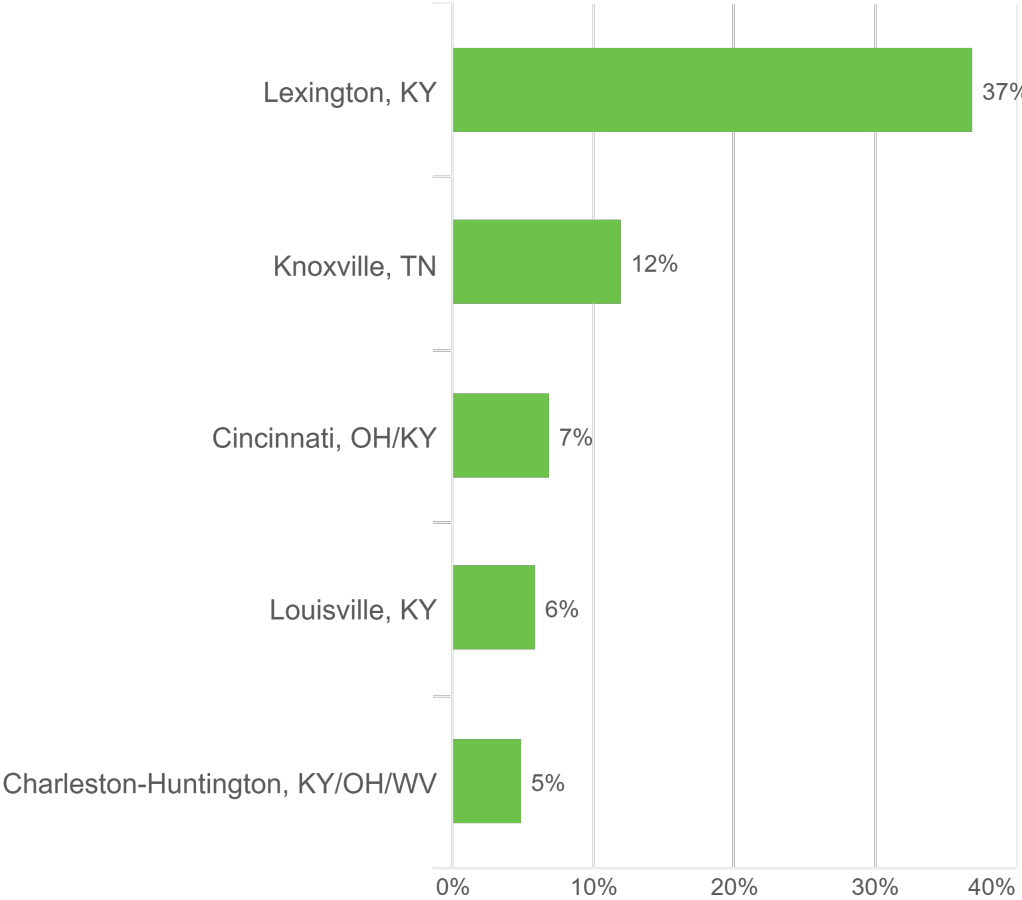
### Daniel Boone Country Day Trips



## State Origin Of Trip



## DMA Origin Of Trip





## Size of Travel Party

■ Adults ■ Children

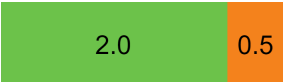
### Daniel Boone Country



Average number of people

Total  
**2.7**

### U.S. Norm



Average number of people

Total  
**2.6**



**14%** of travel parties had a travel party member that required accessibility services  
U.S. Norm: 15%

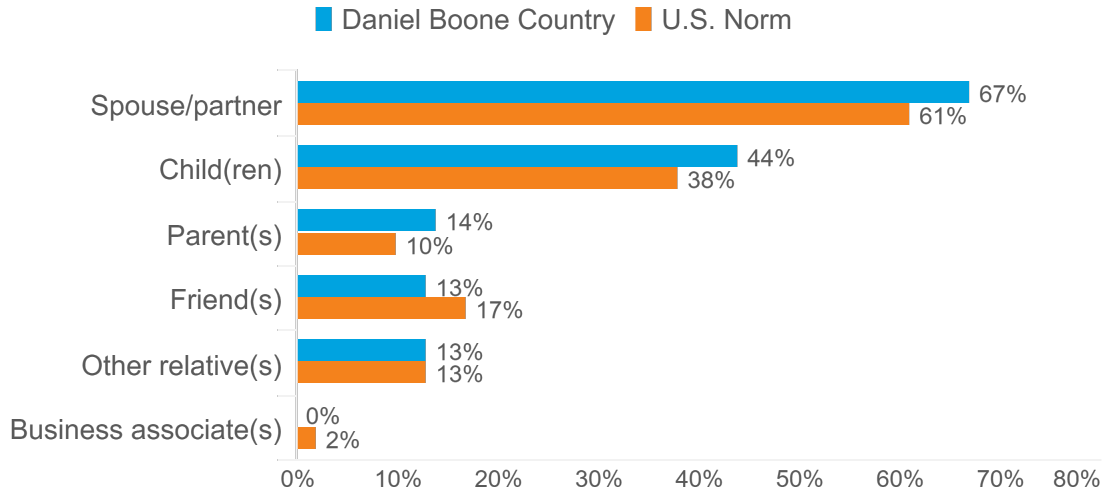


**17%** of trips only had one person in the travel party

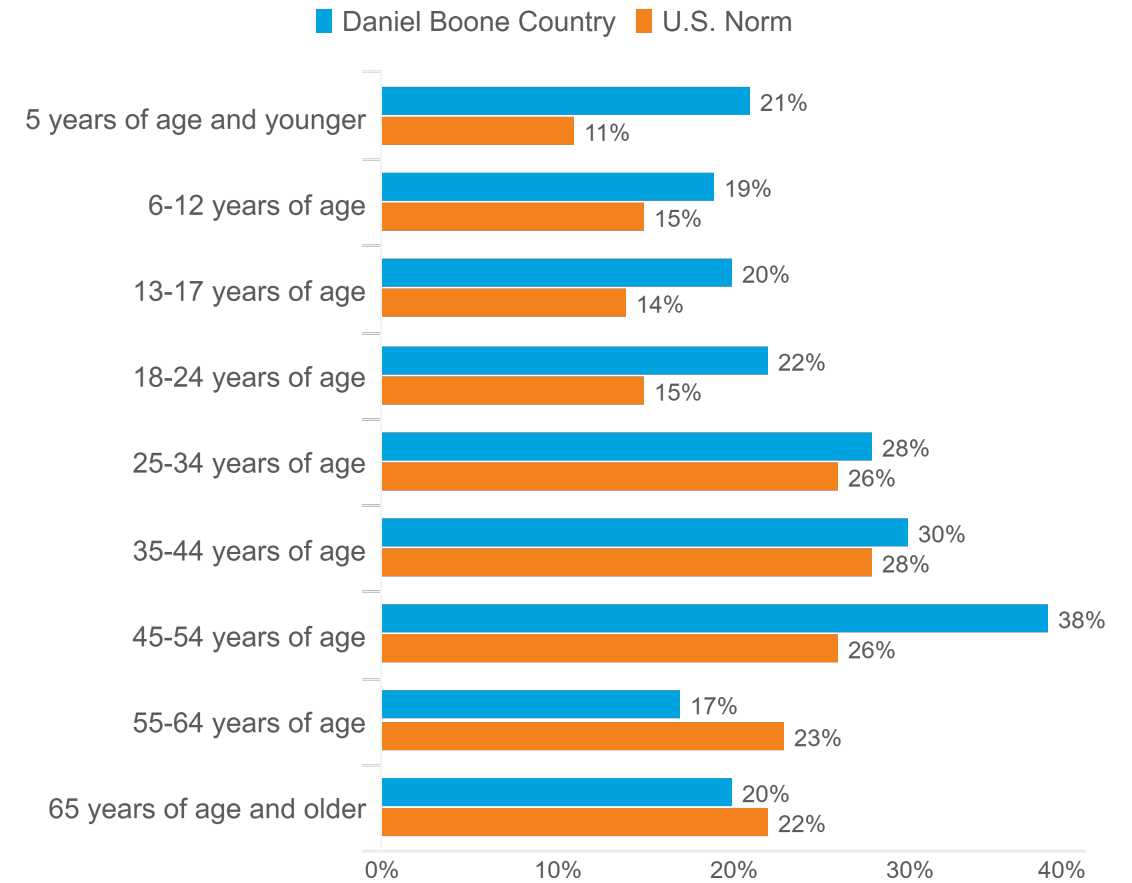
U.S. Norm: **25%**

## Composition of Immediate Travel Party

Base: 2022/2023 Day Person-Trips that included more than one person



## Travel Party Age



Question added in 2023, data is for 2023 only

## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities










U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Daniel Boone Country	U.S. Norm
Shopping	23%	21%
Sightseeing	20%	14%
Landmark/historic site	17%	8%
National/state park	16%	5%
Local parks/playgrounds	15%	6%
Attending celebration	13%	11%
Hiking/backpacking	13%	6%
Fishing	11%	4%
Nature tours/wildlife viewing/birding	10%	5%
Camping	9%	3%







## Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Daniel Boone Country	U.S. Norm
 Outlet/mall shopping	55%	45%
 Big box stores (Walmart, Costco)	46%	26%
 Souvenir shopping	46%	23%
 Convenience/grocery shopping	39%	26%
 Shopping at locally owned businesses	33%	42%
 Farmers market	23%	13%
 Antiquing	22%	12%

Question updated in 2023, data is for 2023 only

## Dining Types on Trip

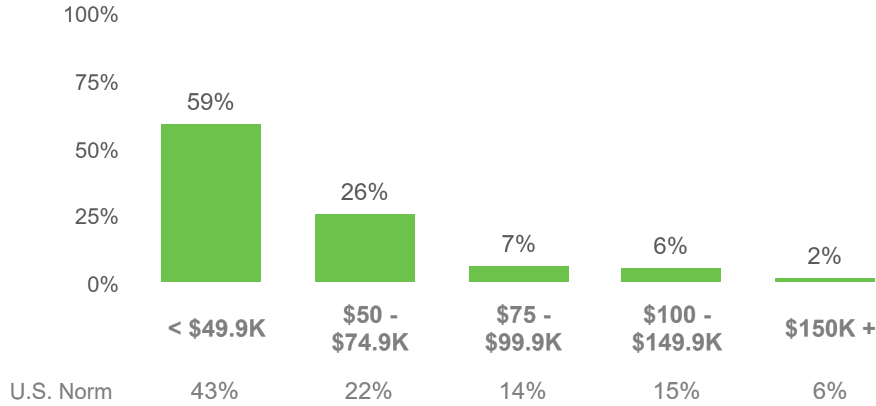
	Daniel Boone Country	U.S. Norm
 Fast food	52%	39%
 Casual dining	31%	43%
 Picnicking	25%	9%
 Unique/local food	14%	20%
 Carry-out/food delivery service	14%	12%
 Fine/upscale dining	6%	10%

Question updated in 2023, data is for 2023 only

# Demographic Profile of Day Daniel Boone Country Visitors

Base: 2022/2023 Day Person-Trips

## Household Income



## Age

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

### Daniel Boone Country



Average Age  
45.2

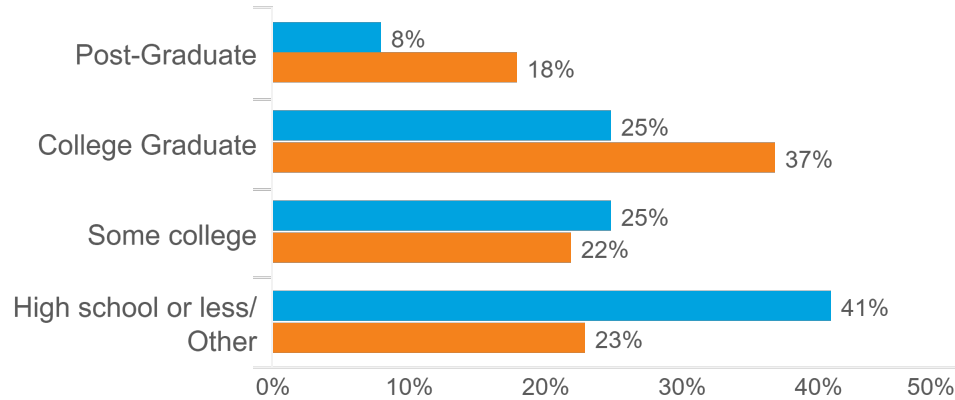
### U.S. Norm



Average Age  
46.5

## Educational Attainment

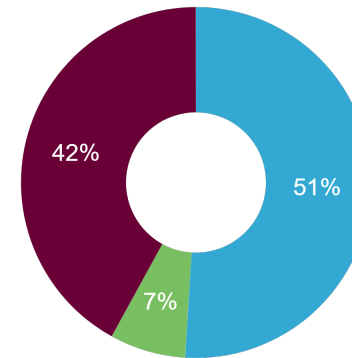
Daniel Boone Country U.S. Norm



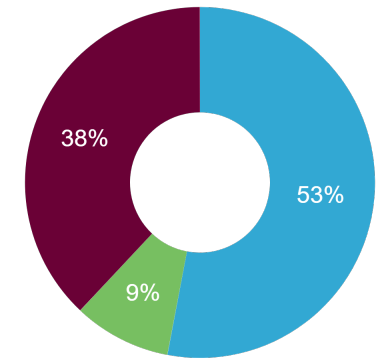
## Employment

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

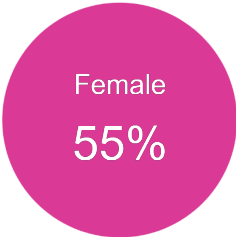
### Daniel Boone Country



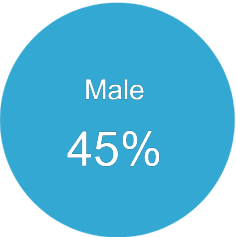
### U.S. Norm



## Gender



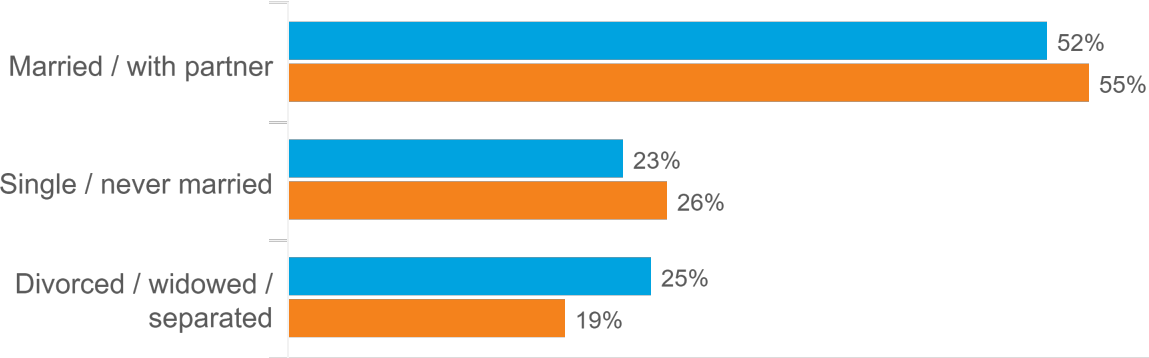
U.S. Norm  
50%



U.S. Norm  
50%

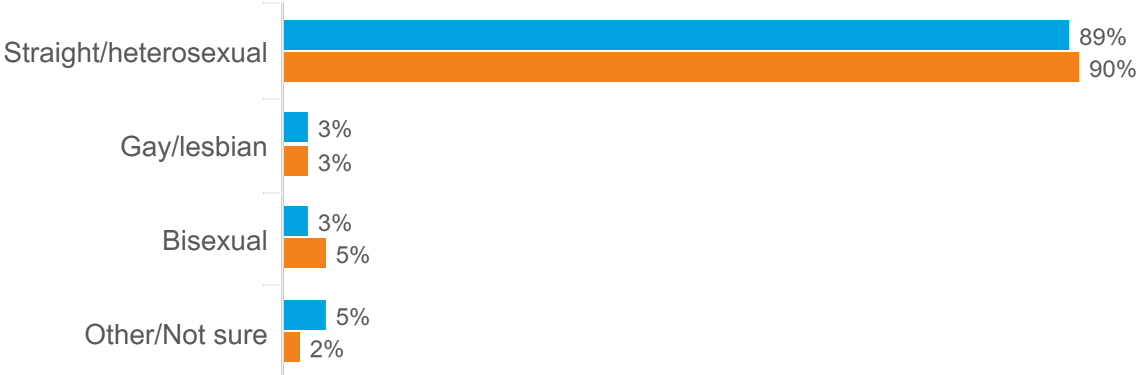
## Marital Status

Daniel Boone Country U.S. Norm



## Sexual Orientation

Daniel Boone Country U.S. Norm

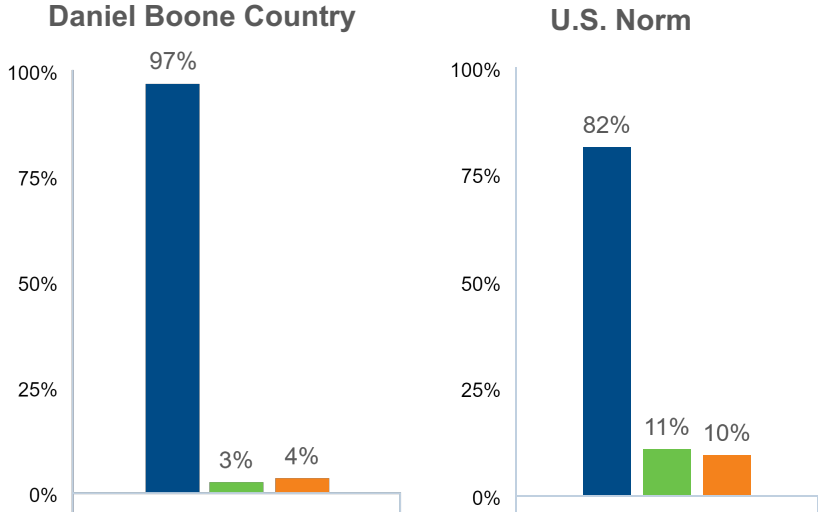


# Demographic Profile of Day Daniel Boone Country Visitors

Base: 2022/2023 Day Person-Trips

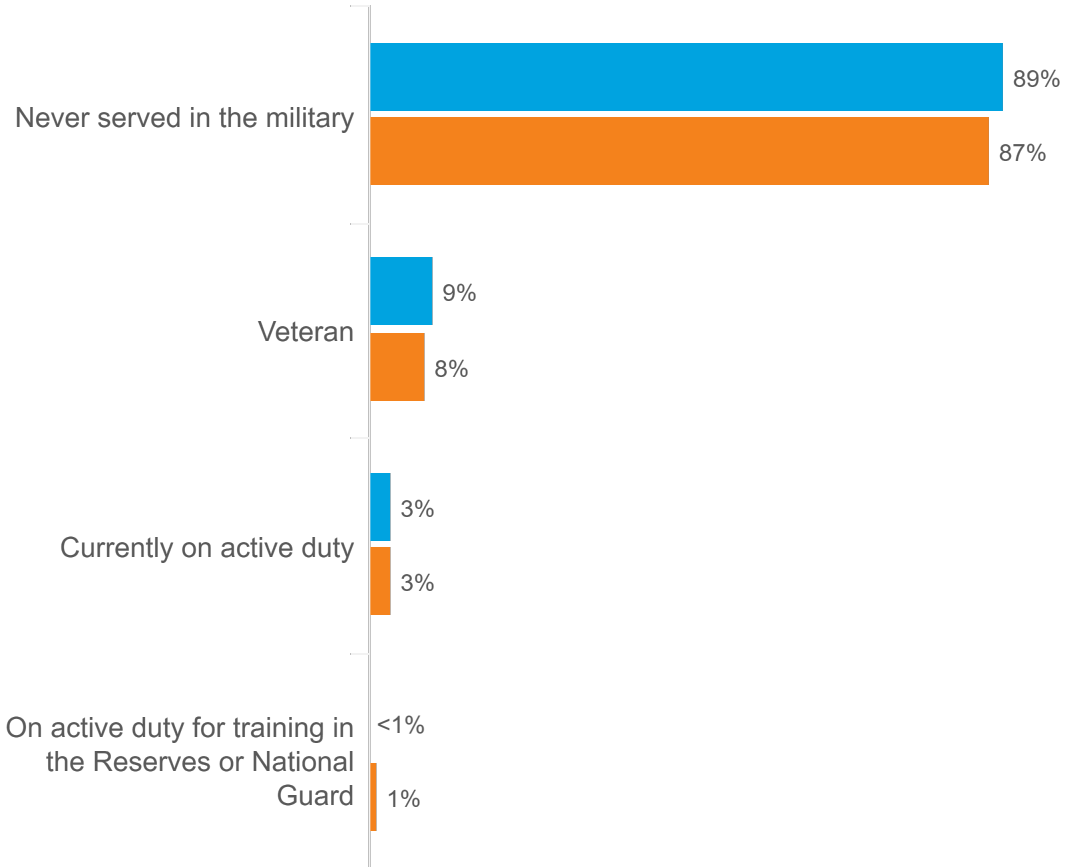
## Race

White African-American Other



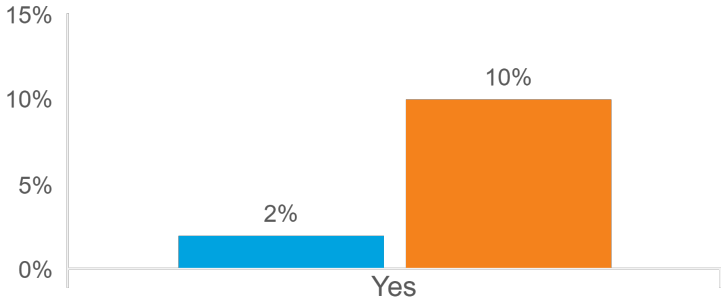
## Military Status

Daniel Boone Country U.S. Norm

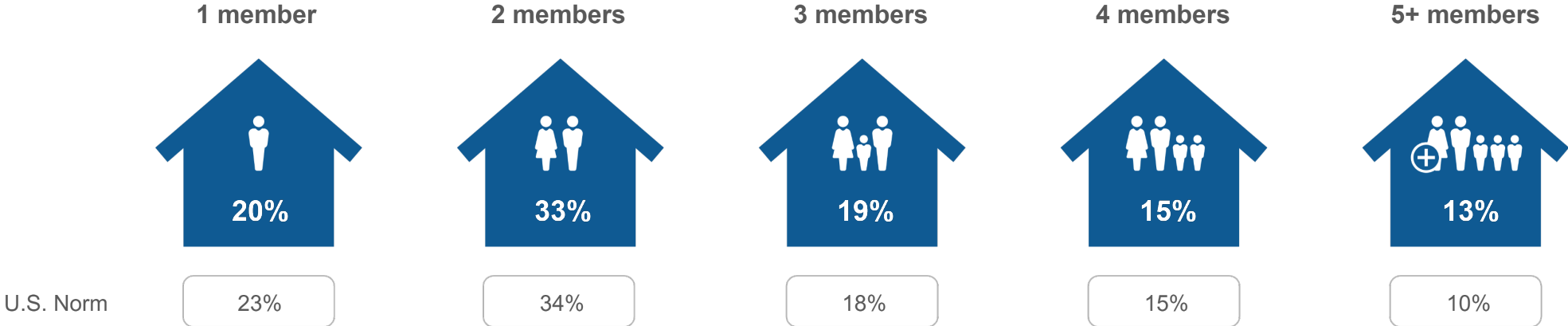


## Hispanic Background

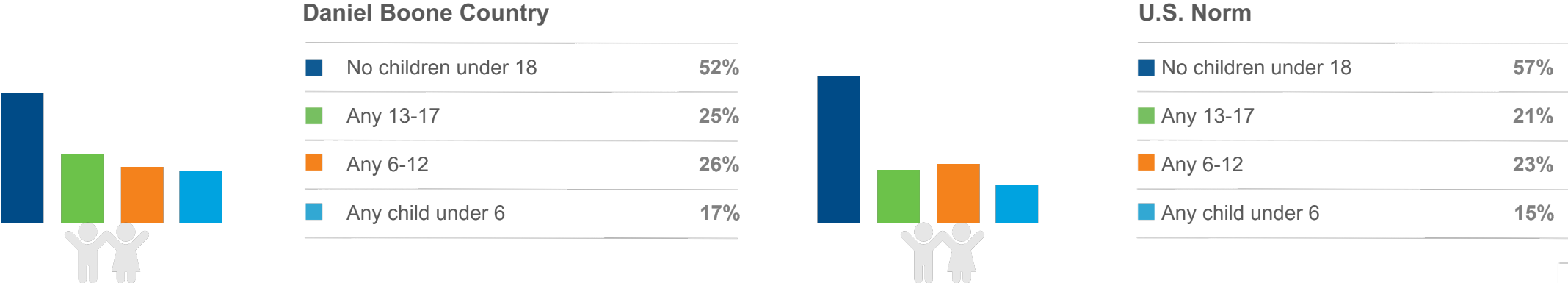
Daniel Boone Country U.S. Norm



## Household Size



## Children in Household







# Travel USA Visitor Profile

Kentucky's Southern Shorelines



2022/2023

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2022 and 2023 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 2022/2023:



Day Base Size

213

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

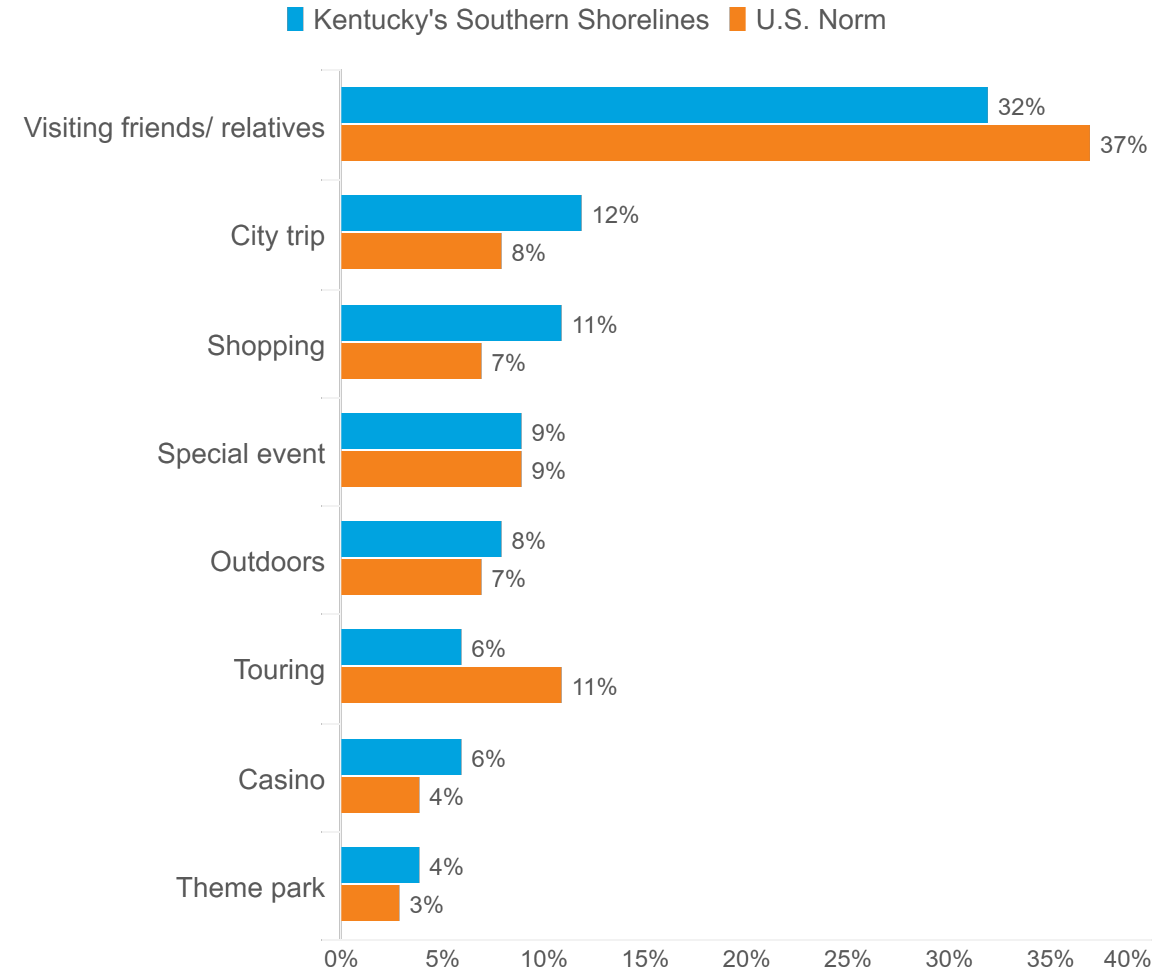
# Kentucky's Southern Shorelines' Day Trip Characteristics

Base: 2022/2023 Day Person-Trips

## Main Purpose of Trip



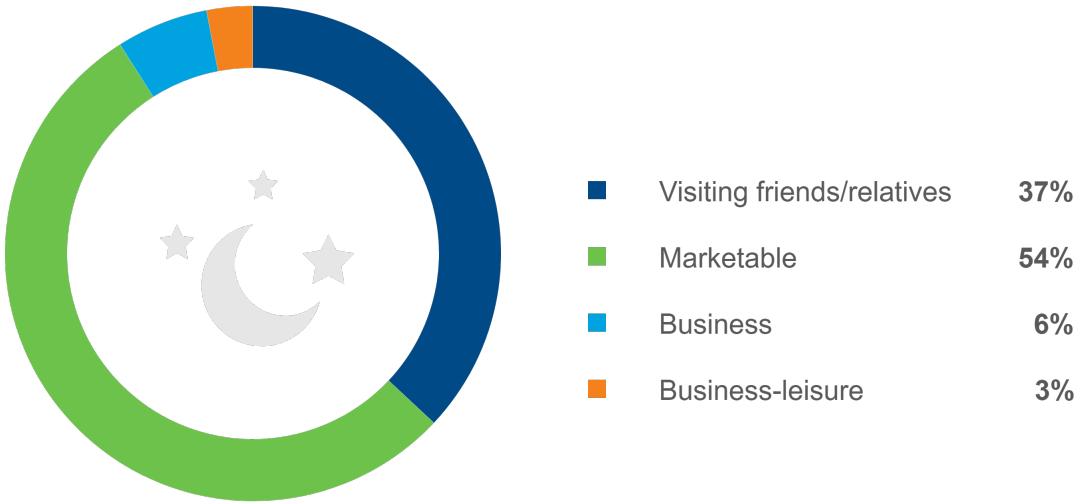
## Main Purpose of Leisure Trip



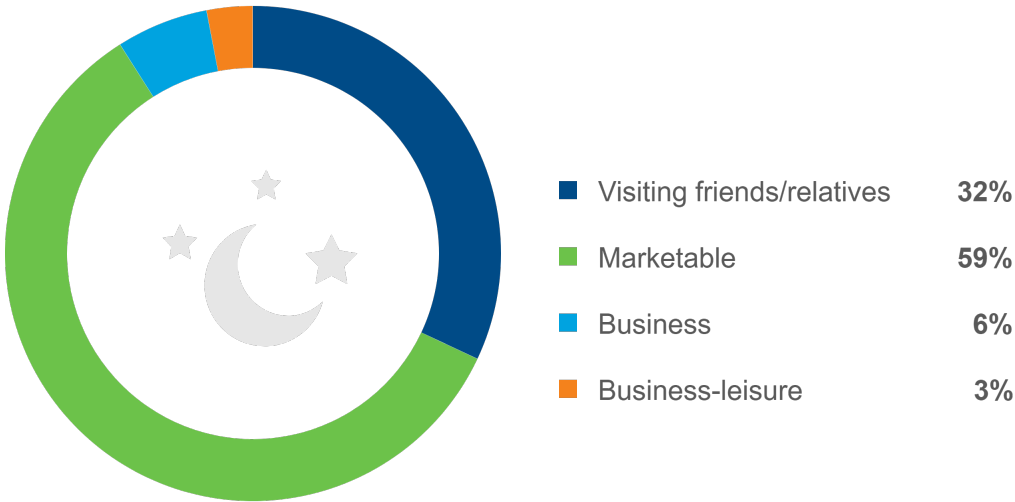
# Structure of the U.S. and Kentucky's Southern Shorelines Day Travel Market

Base: 2022/2023 Day Person-Trips

### 2023 U.S. Day Trips



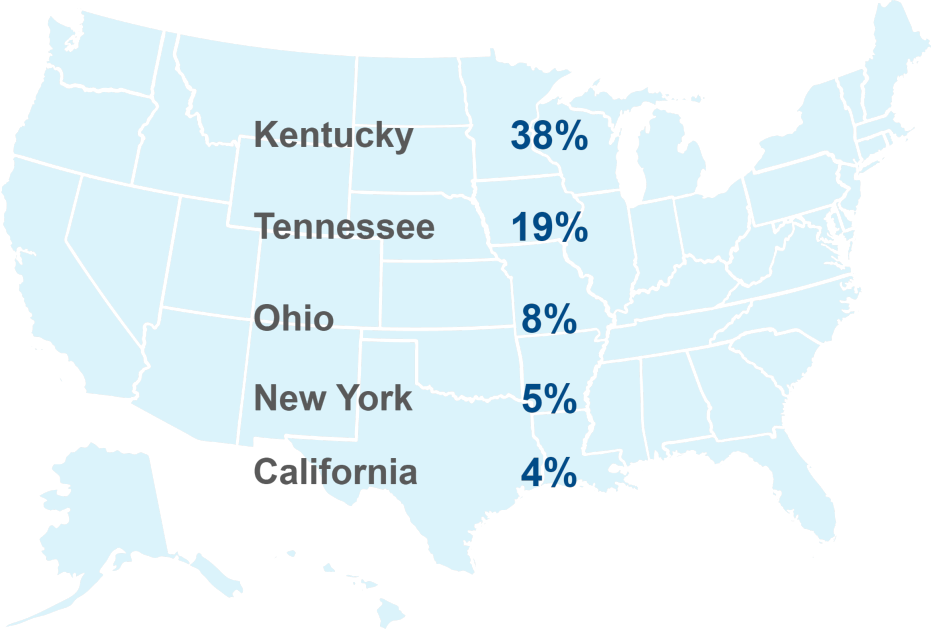
### Kentucky's Southern Shorelines Day Trips



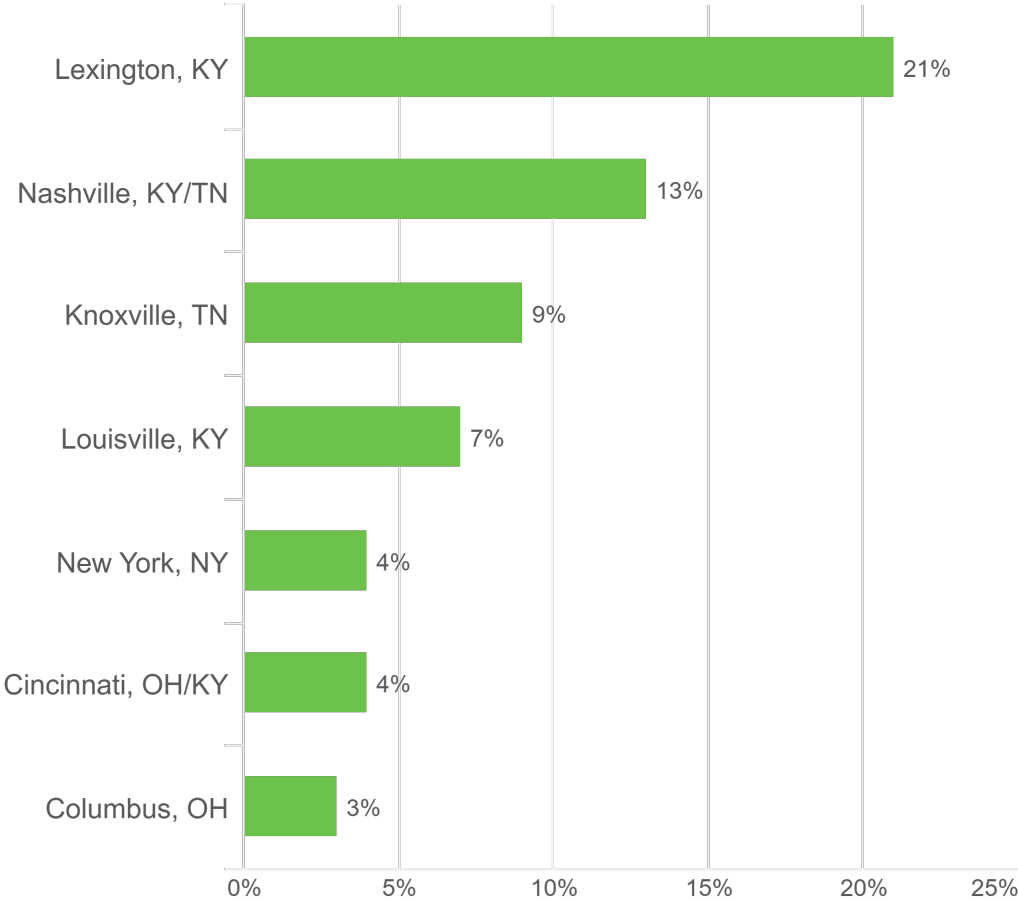
# Kentucky's Southern Shorelines' Day Trip Characteristics

Base: 2022/2023 Day Person-Trips

### State Origin Of Trip



### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

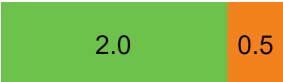
### Kentucky's Southern Shorelines



Average number of people

Total  
**2.7**

### U.S. Norm



Average number of people

Total  
**2.6**



**15%** of travel parties had a travel party member that required accessibility services

U.S. Norm: **15%**



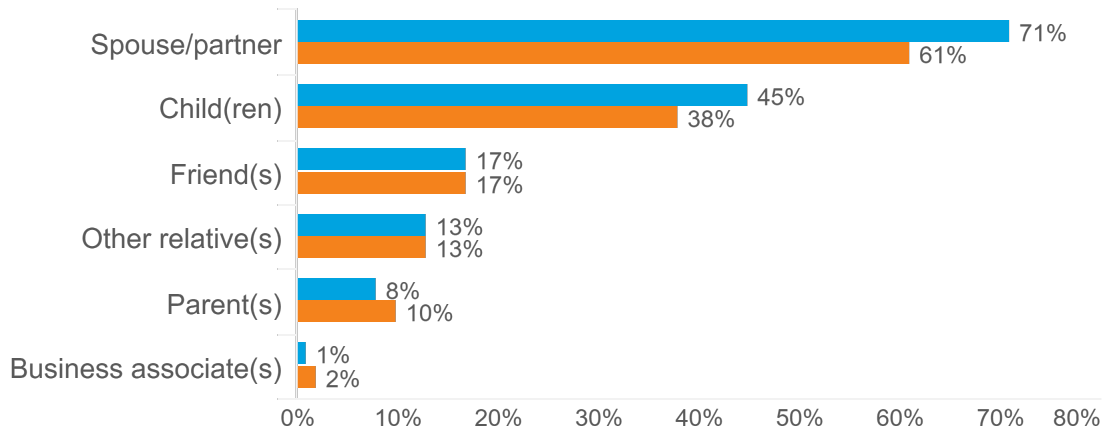
**20%** of trips only had one person in the travel party

U.S. Norm: **25%**

## Composition of Immediate Travel Party

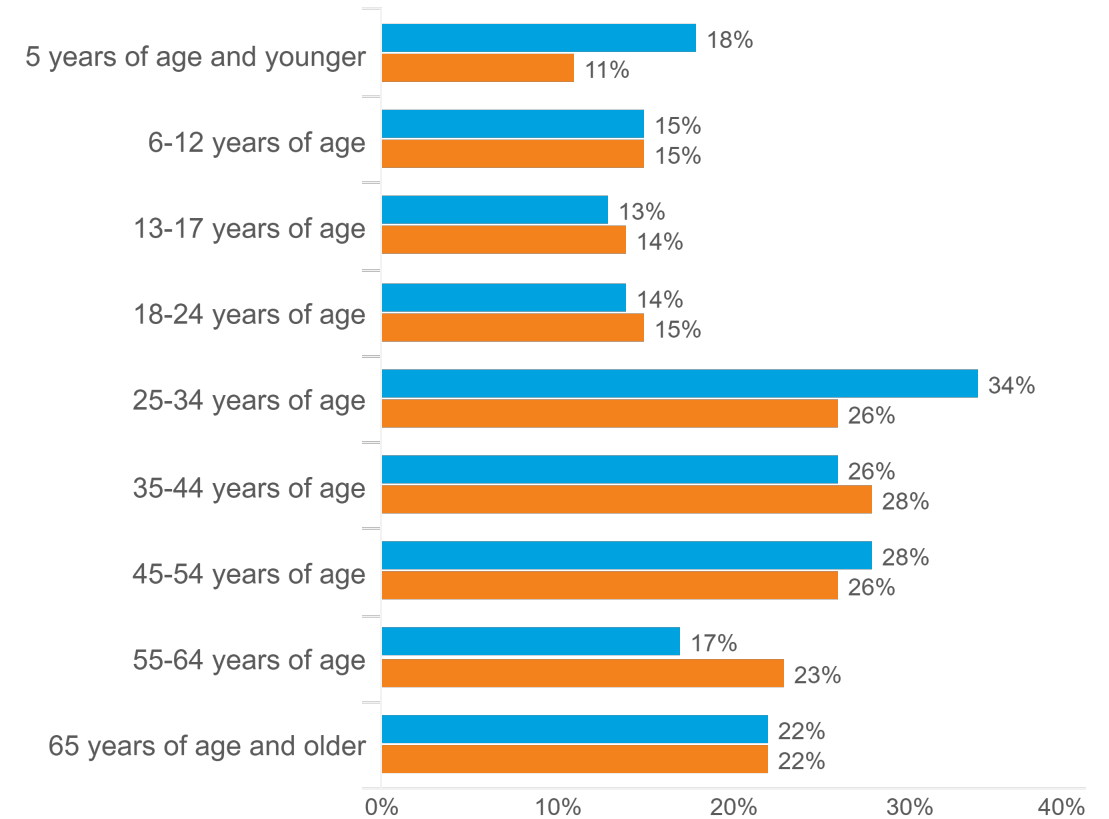
Base: 2022/2023 Day Person-Trips that included more than one person

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



## Travel Party Age

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



Question added in 2023, data is for 2023 only

## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities



U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Kentucky's Southern Shorelines	U.S. Norm
Shopping	28%	21%
Sightseeing	20%	14%
Landmark/historic site	12%	8%
Hiking/backpacking	11%	6%
Museum	10%	7%
Local parks/playgrounds	9%	6%
Art gallery	8%	4%
National/state park	8%	5%
Zoo	8%	5%
Fishing	7%	4%



## Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

Kentucky's Southern  
Shorelines

U.S. Norm



Outlet/mall shopping

56%

45%



Shopping at locally owned  
businesses

49%

42%



Big box stores (Walmart,  
Costco)

38%

26%



Convenience/grocery  
shopping

33%

26%



Antiquing

24%

12%



Souvenir shopping

20%

23%



Farmers market

15%

13%

Question updated in 2023, data is for 2023 only

## Dining Types on Trip

Kentucky's Southern  
Shorelines

U.S. Norm



Casual dining

44%

43%



Fast food

41%

39%



Unique/local food

24%

20%



Picnicking

14%

9%



Carry-out/food delivery  
service

8%

12%



Fine/upscale dining

4%

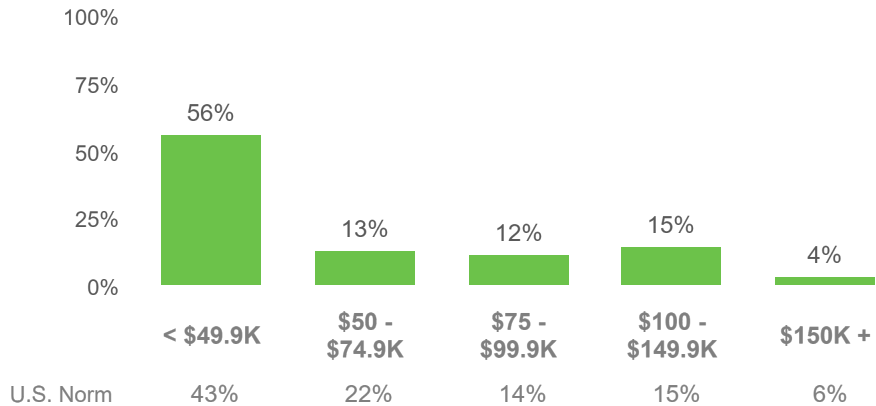
10%

Question updated in 2023, data is for 2023 only

# Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2022/2023 Day Person-Trips

## Household Income



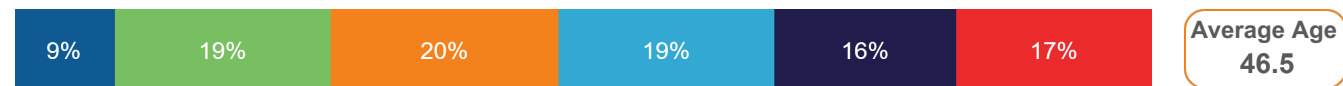
## Age

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

### Kentucky's Southern Shorelines

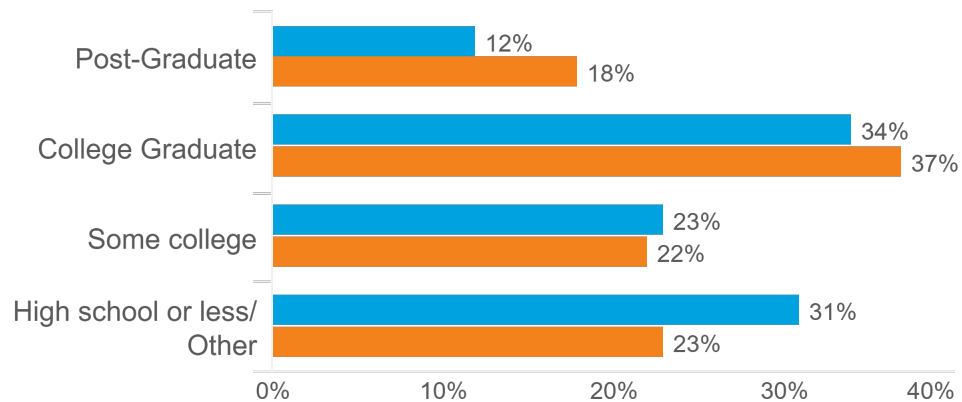


### U.S. Norm



## Educational Attainment

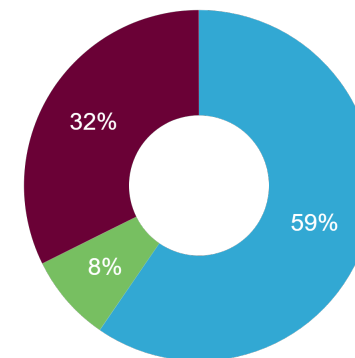
Kentucky's Southern Shorelines U.S. Norm



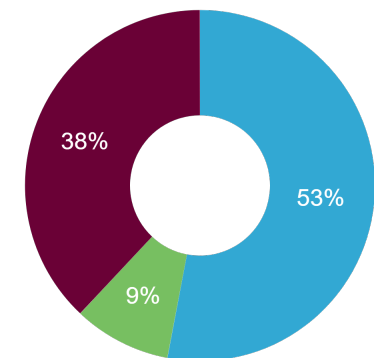
## Employment

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

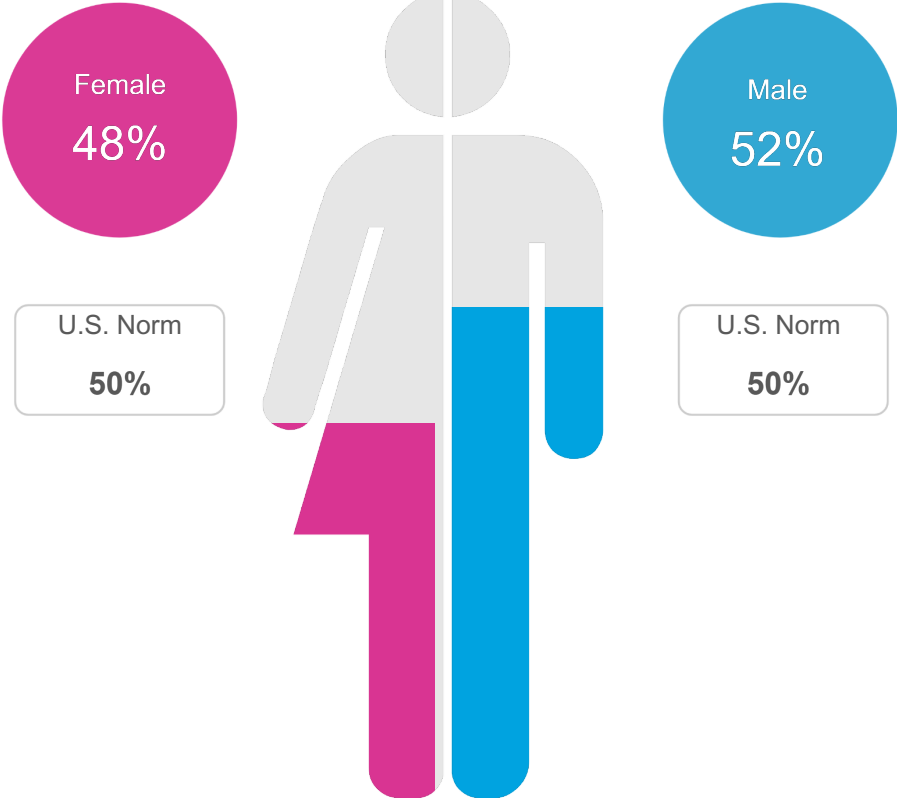
### Kentucky's Southern Shorelines



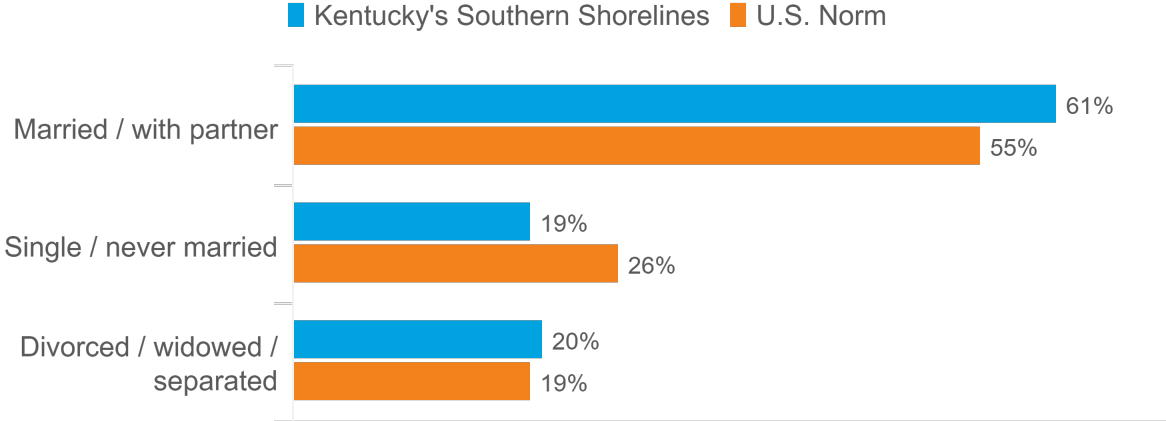
### U.S. Norm



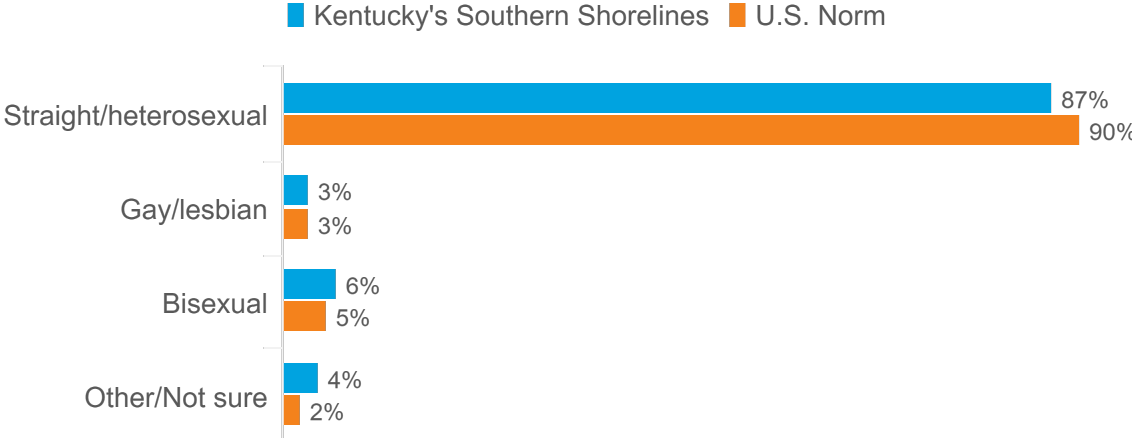
## Gender



## Marital Status



## Sexual Orientation



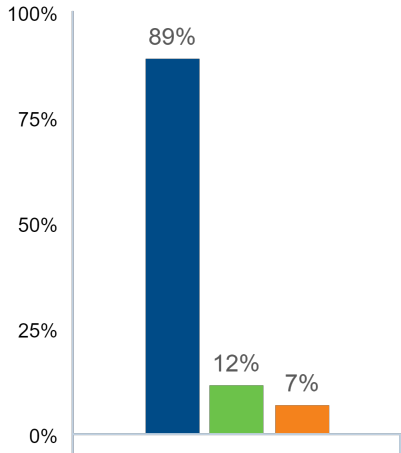
# Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2022/2023 Day Person-Trips

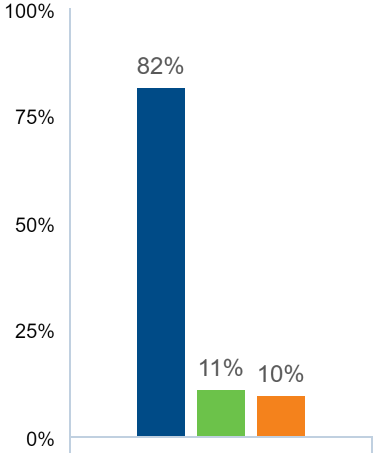
## Race

White African-American Other

Kentucky's Southern Shorelines

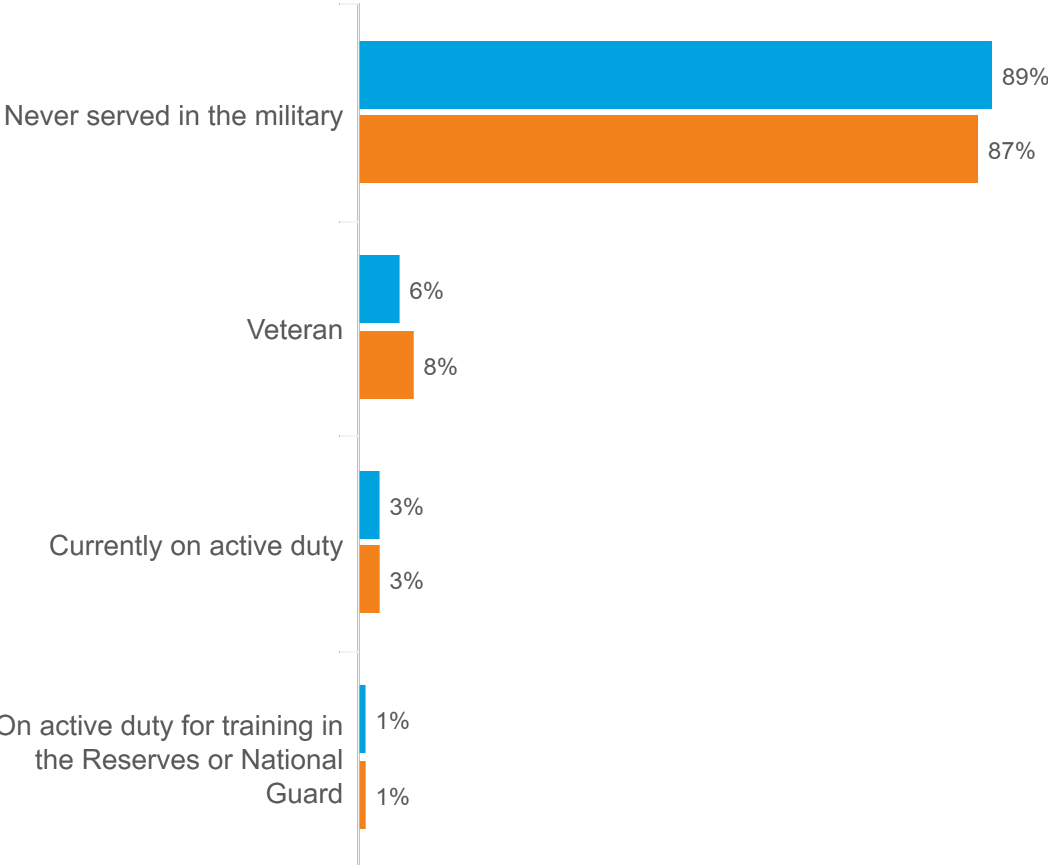


U.S. Norm



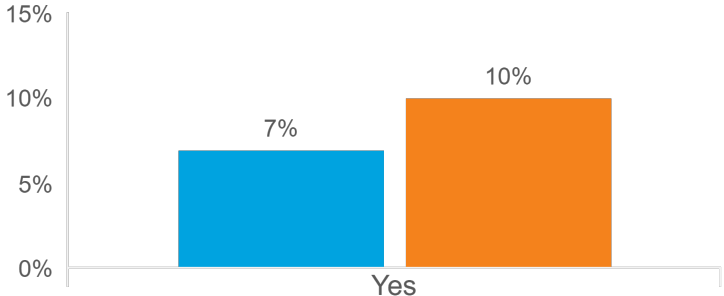
## Military Status

Kentucky's Southern Shorelines U.S. Norm



## Hispanic Background

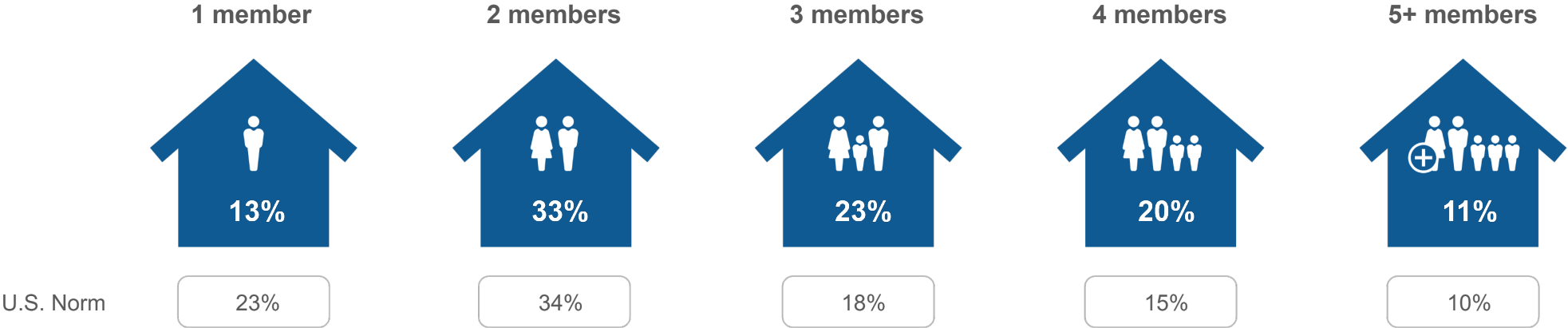
Kentucky's Southern Shorelines U.S. Norm



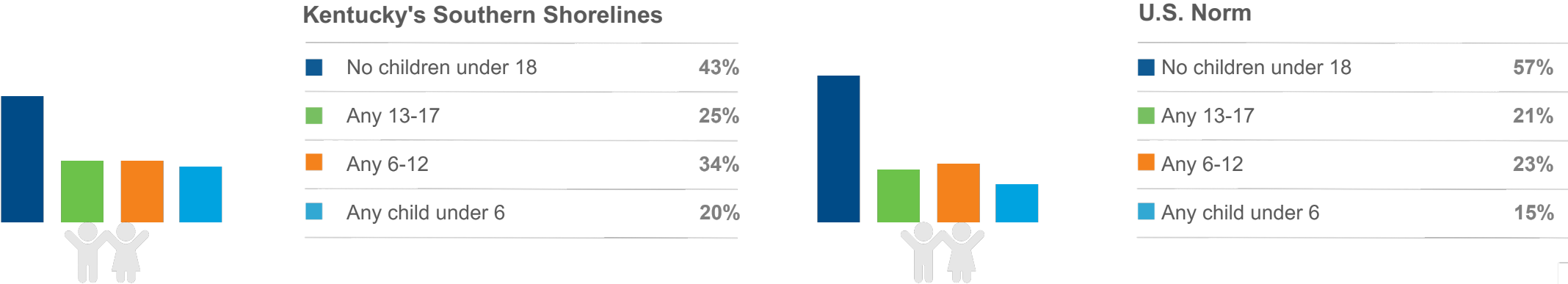
# Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2022/2023 Day Person-Trips

## Household Size



## Children in Household





# Travel USA Visitor Profile

Caves, Lakes & Corvettes

TEAM   
KENTUCKY<sup>®</sup>

2022/2023

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2022 and 2023 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 Caves, Lakes, & Corvettes, the following sample was achieved in 2022/2023:



Day Base Size

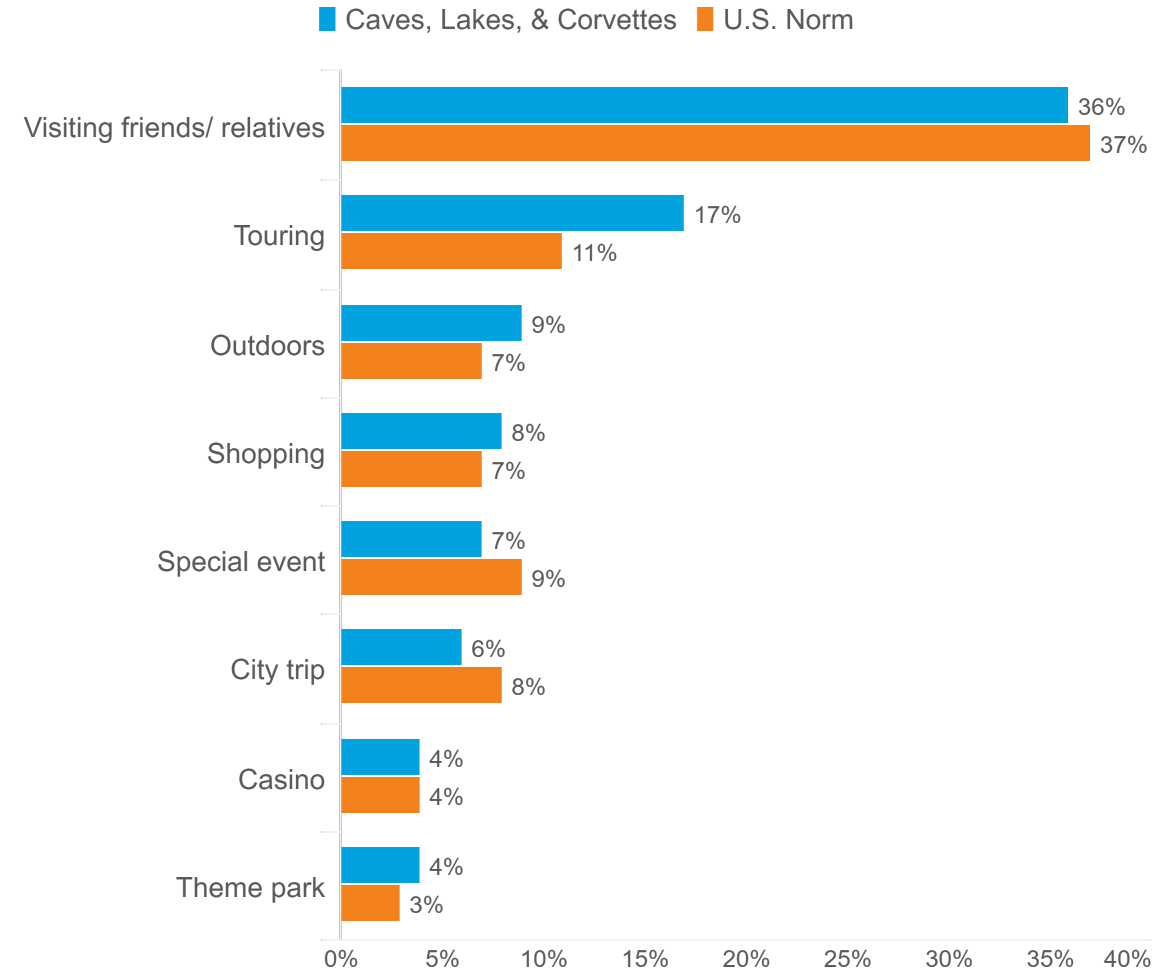
372

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

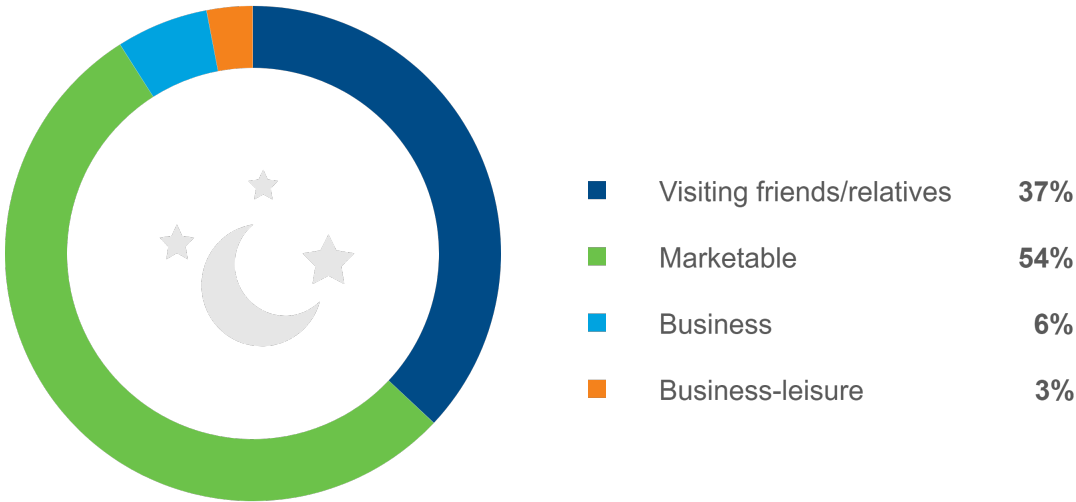


## Main Purpose of Leisure Trip

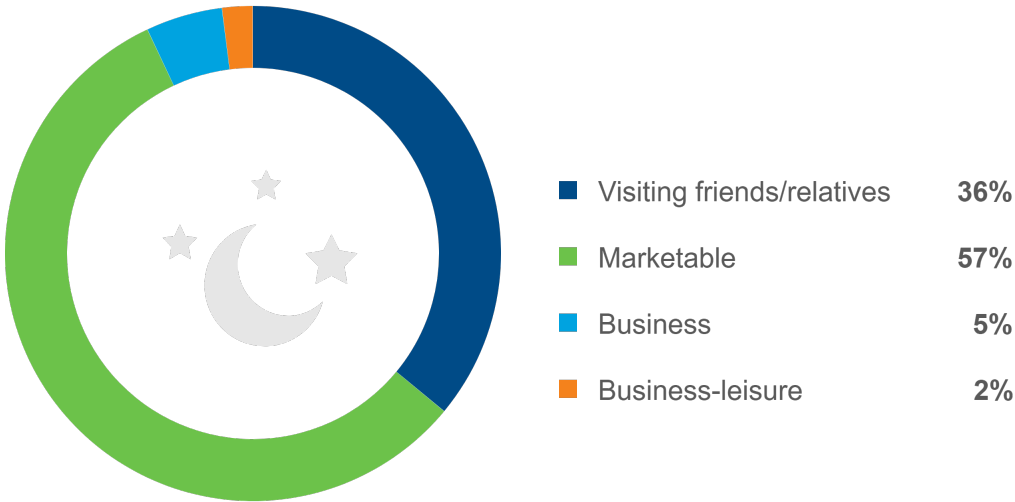




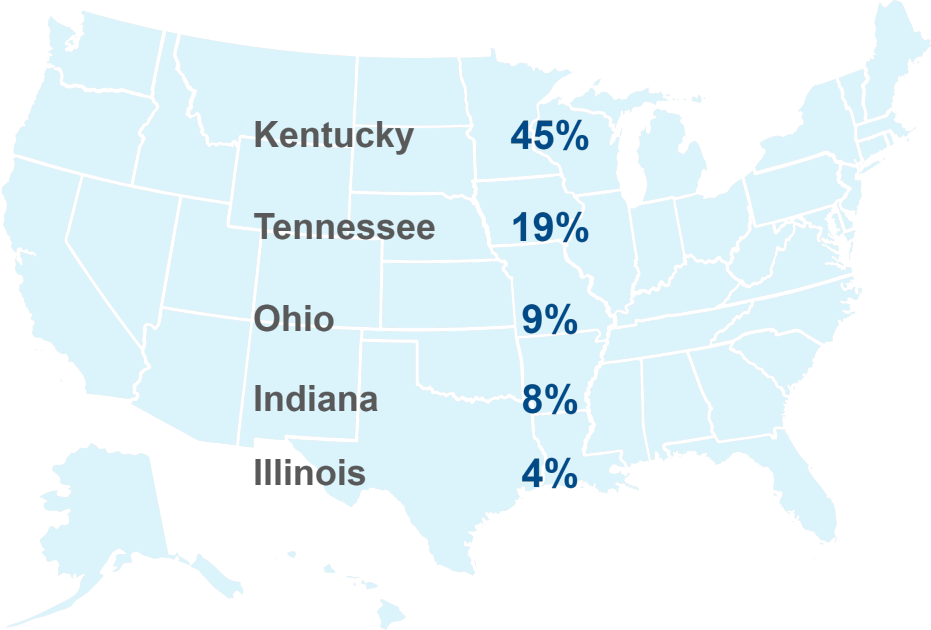
### 2023 U.S. Day Trips



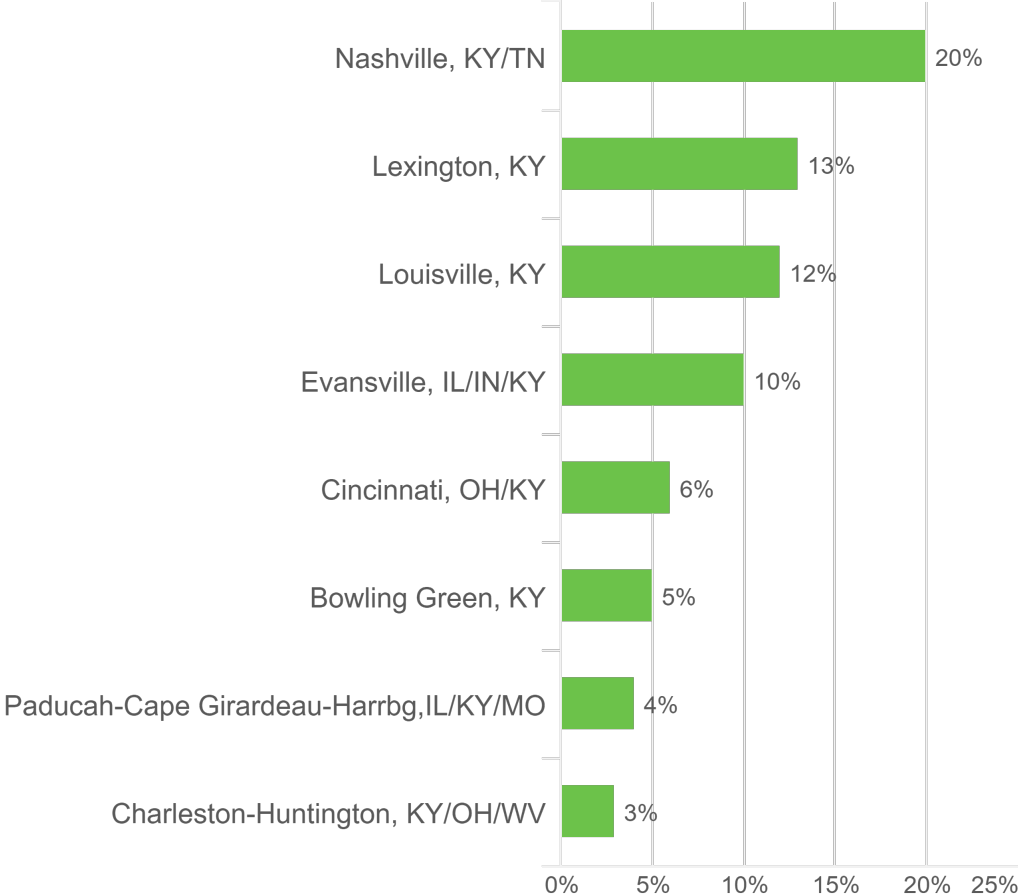
### Caves, Lakes, & Corvettes Day Trips



## State Origin Of Trip



## DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

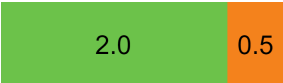
### Caves, Lakes, & Corvettes



Average number of people

Total  
**2.9**

### U.S. Norm



Average number of people

Total  
**2.6**



**14%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%

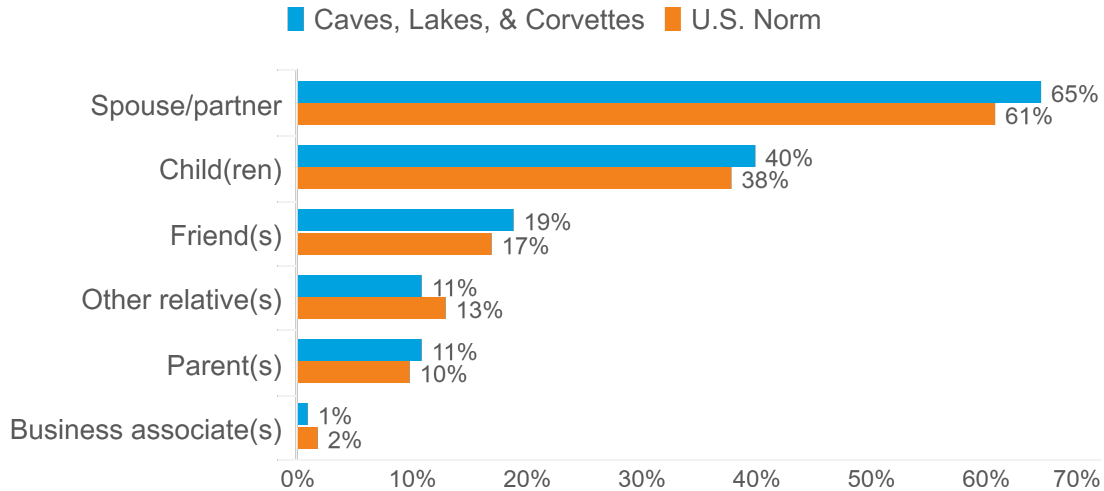


**12%** of trips only had one person in the travel party

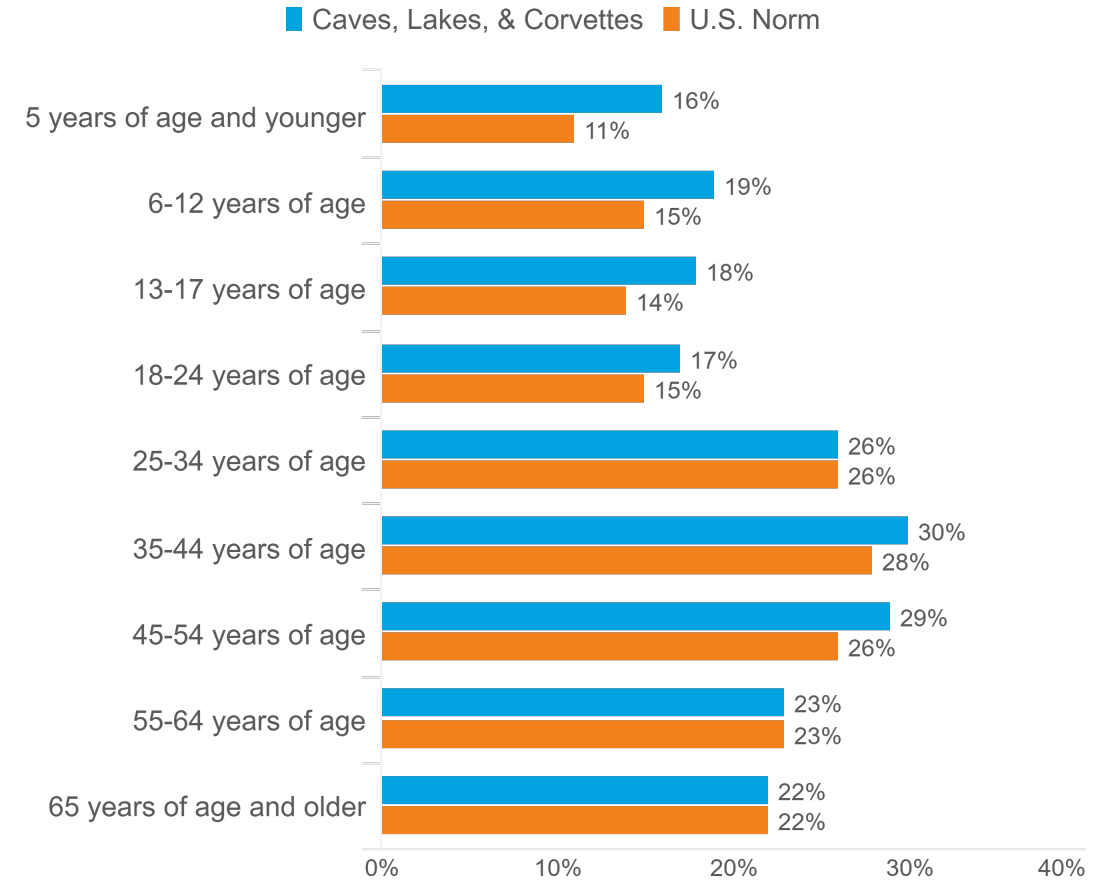
U.S. Norm: **25%**

## Composition of Immediate Travel Party

Base: 2022/2023 Day Person-Trips that included more than one person



## Travel Party Age



Question added in 2023, data is for 2023 only

## Activity Groupings

### Outdoor Activities



46%

U.S. Norm: 32%

### Entertainment Activities



45%

U.S. Norm: 40%

### Cultural Activities



27%

U.S. Norm: 20%

### Sporting Activities



12%

U.S. Norm: 14%

### Business Activities



4%





U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Caves, Lakes, & Corvettes	U.S. Norm
Shopping	24%	21%
Sightseeing	23%	14%
Landmark/historic site	19%	8%
National/state park	13%	5%
Hiking/backpacking	12%	6%
Nature tours/wildlife viewing/birding	11%	5%
Local parks/playgrounds	10%	6%
Museum	10%	7%
Camping	9%	3%
Attending celebration	9%	11%







## Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Caves, Lakes, & Corvettes	U.S. Norm
 Shopping at locally owned businesses	45%	42%
 Outlet/mall shopping	38%	45%
 Souvenir shopping	36%	23%
 Big box stores (Walmart, Costco)	26%	26%
 Convenience/grocery shopping	22%	26%
 Farmers market	22%	13%
 Antiquing	19%	12%

Question updated in 2023, data is for 2023 only

## Dining Types on Trip

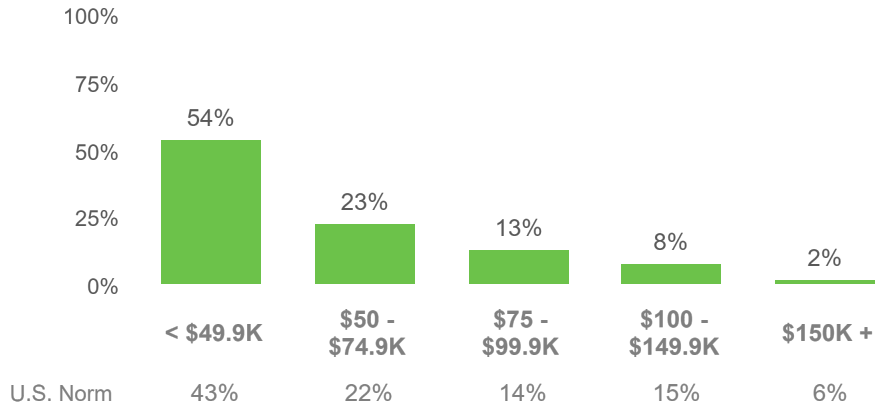
	Caves, Lakes, & Corvettes	U.S. Norm
 Fast food	52%	39%
 Casual dining	46%	43%
 Unique/local food	20%	20%
 Picnicking	12%	9%
 Carry-out/food delivery service	11%	12%
 Fine/upscale dining	6%	10%

Question updated in 2023, data is for 2023 only

# Demographic Profile of Day Caves, Lakes, & Corvettes Visitors

Base: 2022/2023 Day Person-Trips

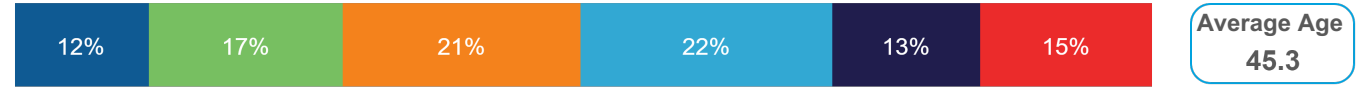
## Household Income



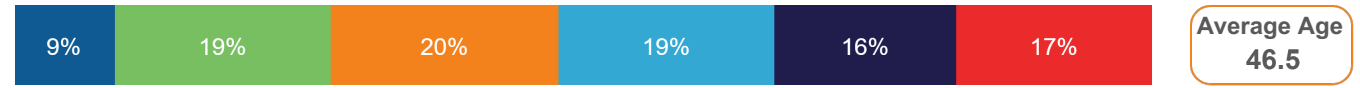
## Age

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

### Caves, Lakes, & Corvettes

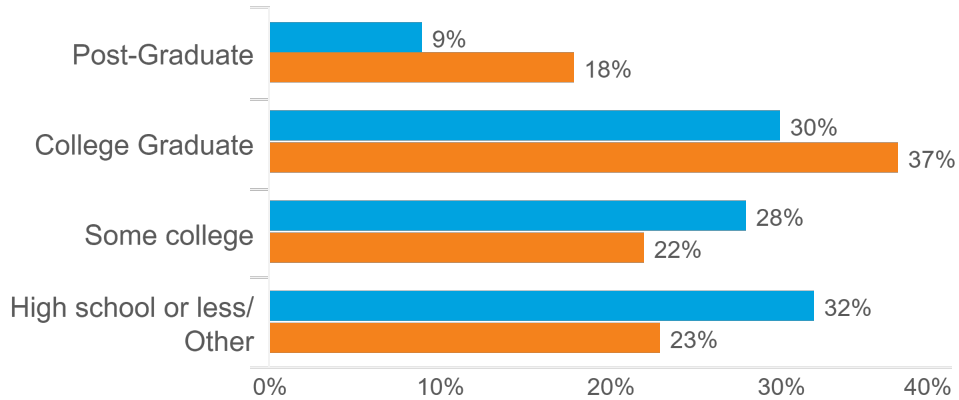


### U.S. Norm



## Educational Attainment

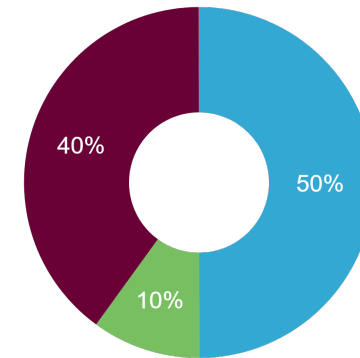
Caves, Lakes, & Corvettes U.S. Norm



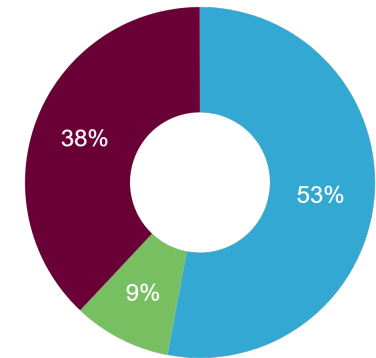
## Employment

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

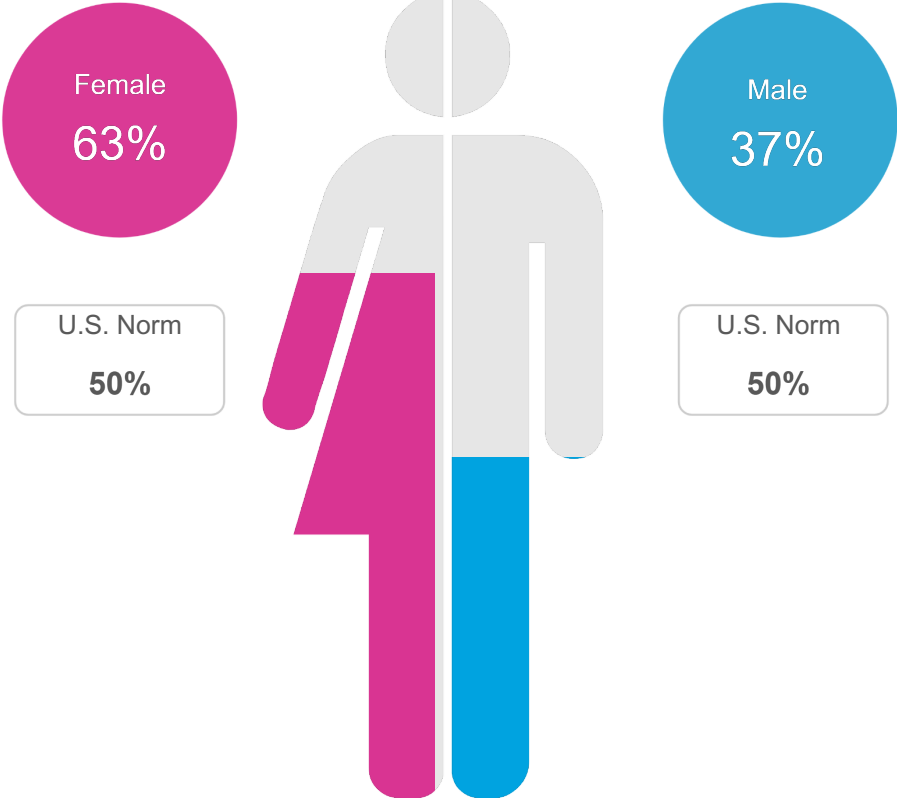
### Caves, Lakes, & Corvettes



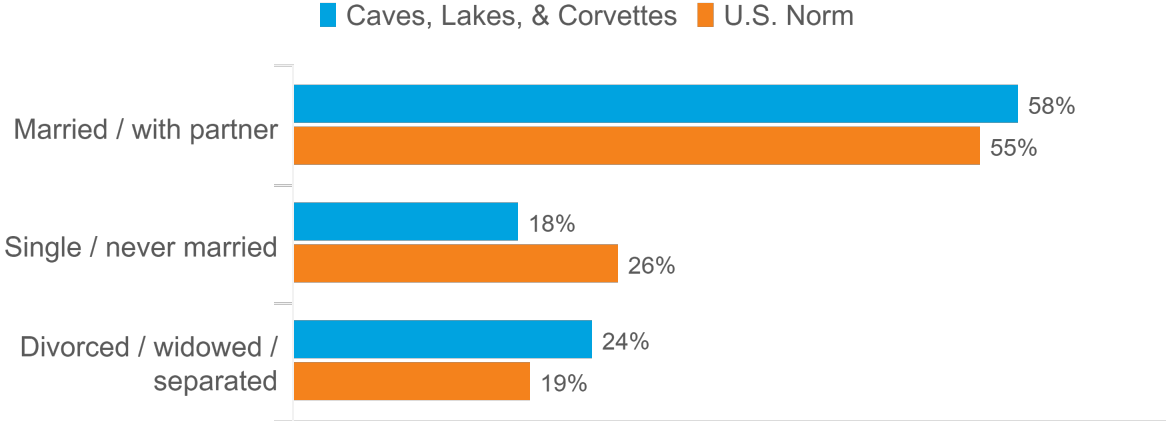
### U.S. Norm



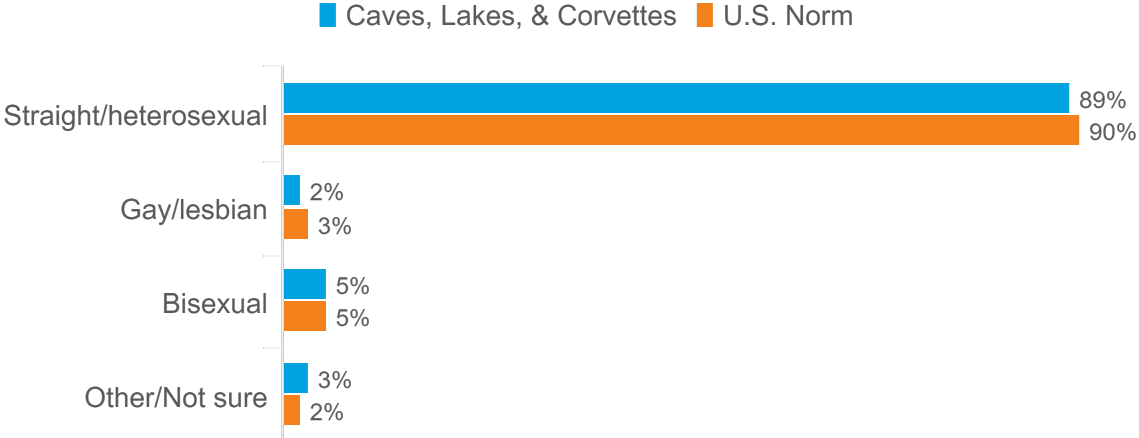
## Gender



## Marital Status



## Sexual Orientation



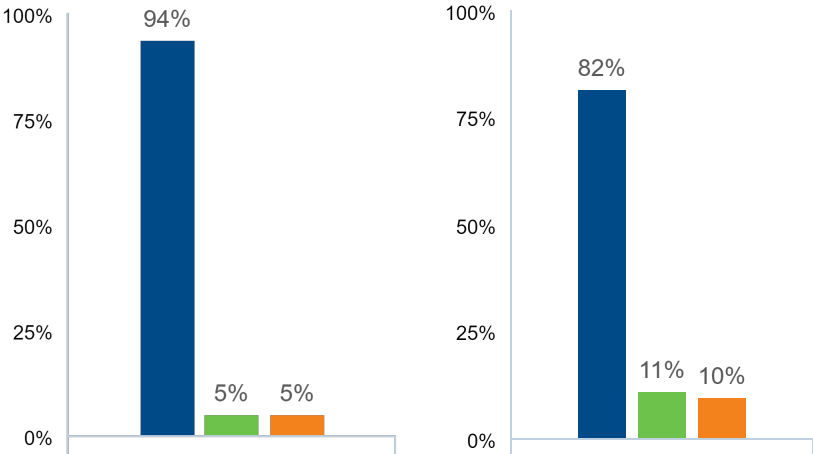


## Race

White African-American Other

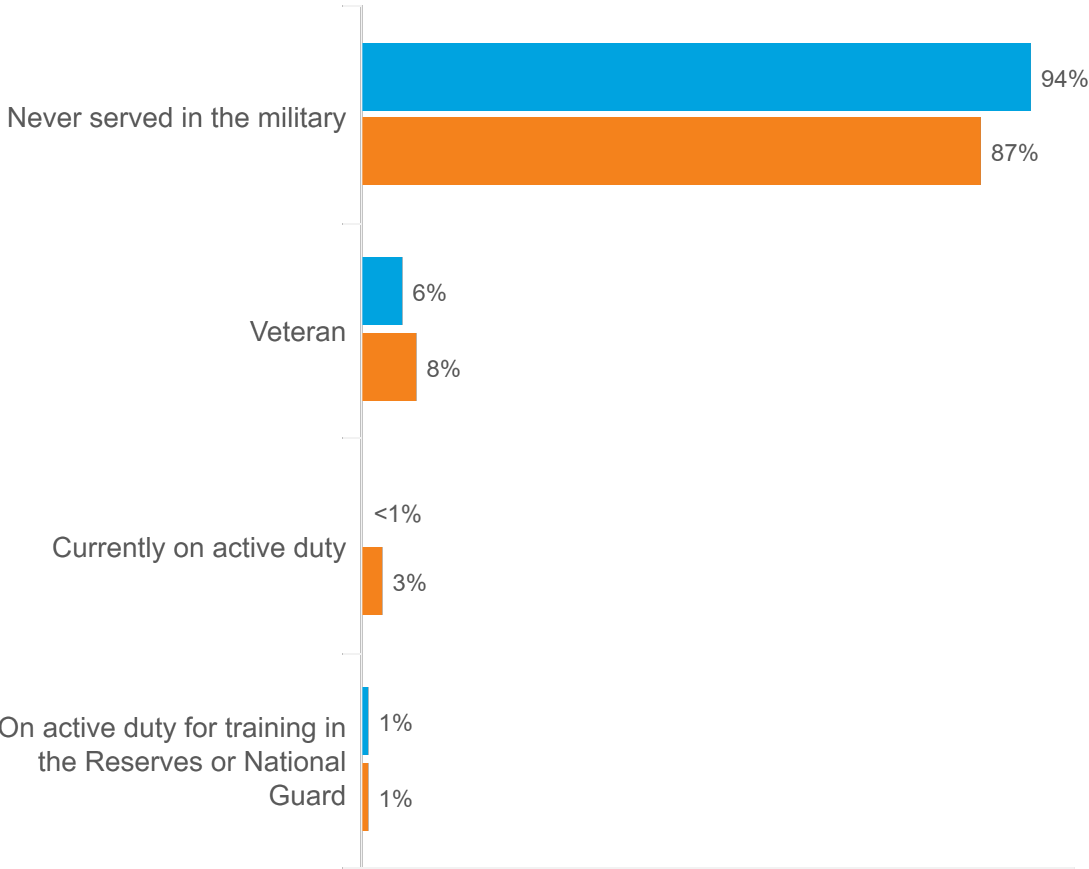
Caves, Lakes, & Corvettes

U.S. Norm



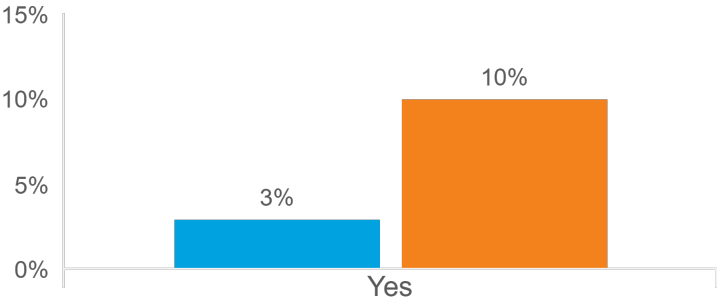
## Military Status

Caves, Lakes, & Corvettes U.S. Norm

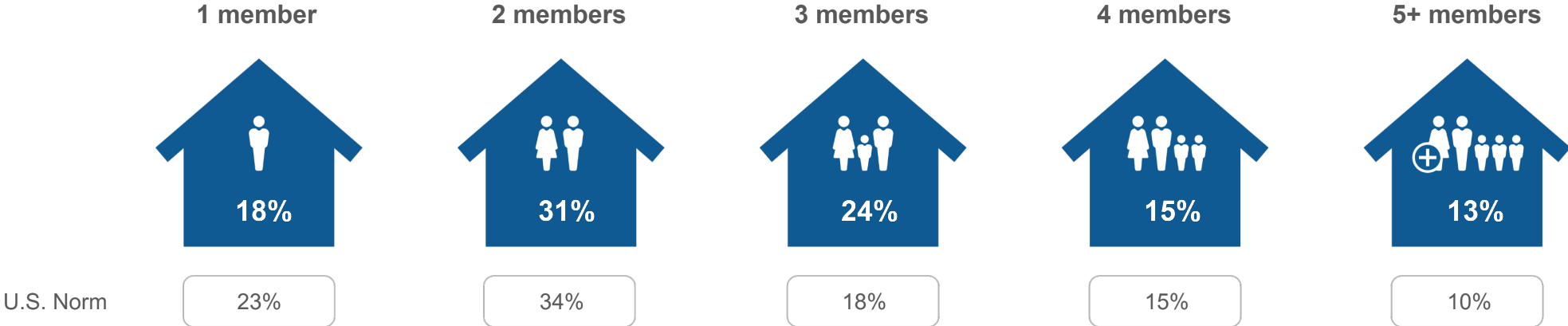


## Hispanic Background

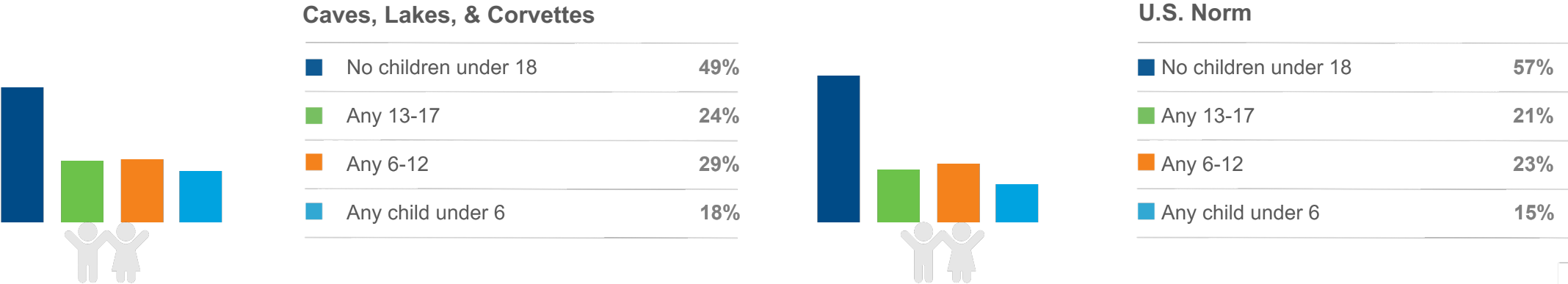
Caves, Lakes, & Corvettes U.S. Norm



## Household Size



## Children in Household





# Travel USA Visitor Profile

Western Waterlands



2022/2023

## Introduction

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- 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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For Western Waterlands, the following sample was achieved in 2022/2023:









Day Base Size

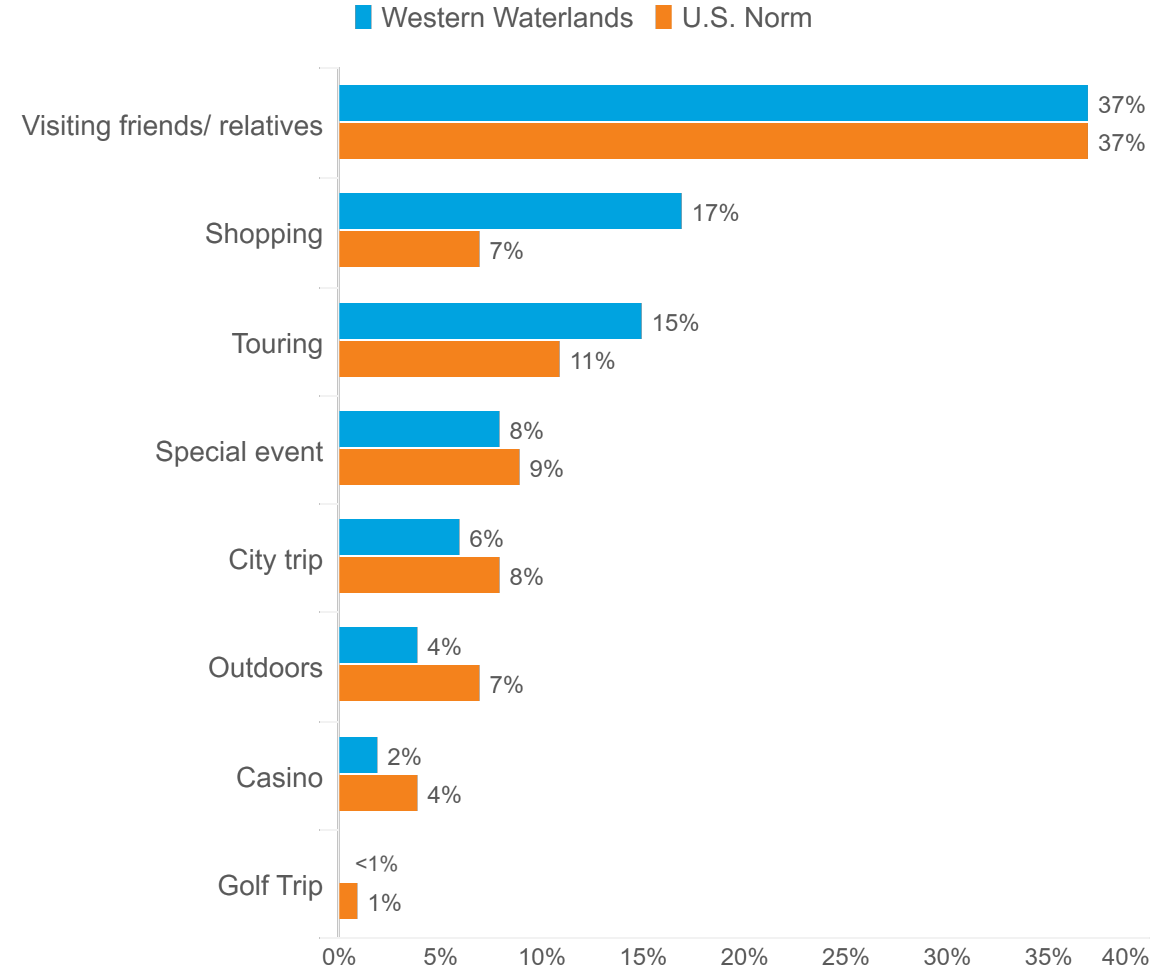
212

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

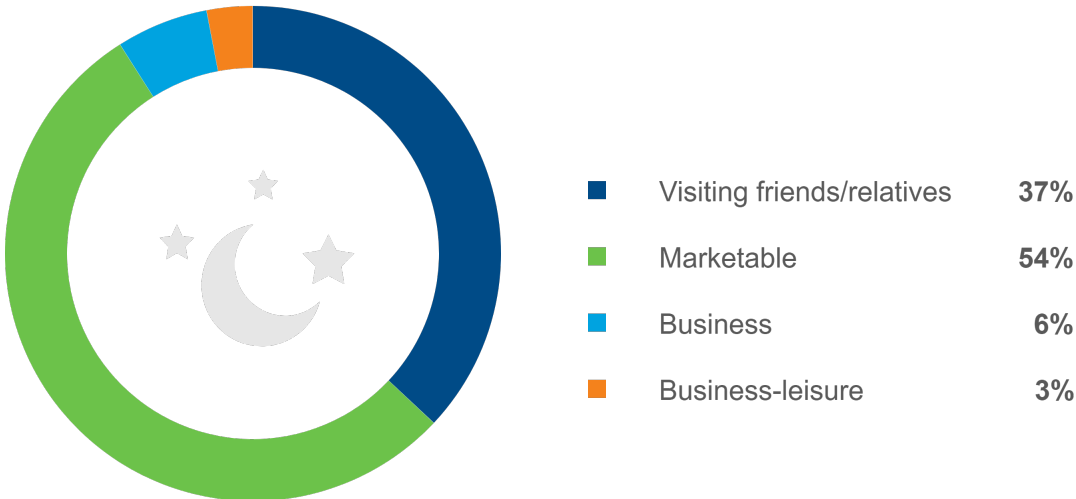
## Main Purpose of Trip

 <b>37%</b> Visiting friends/ relatives	
 <b>17%</b> Shopping	
 <b>15%</b> Touring	 <b>1%</b> Conference/ Convention
 <b>8%</b> Special event	
 <b>6%</b> City trip	 <b>4%</b> Other business trip
 <b>4%</b> Outdoors	
 <b>2%</b> Casino	 <b>3%</b> Business-Leisure
 <b>&lt;1%</b> Golf Trip	

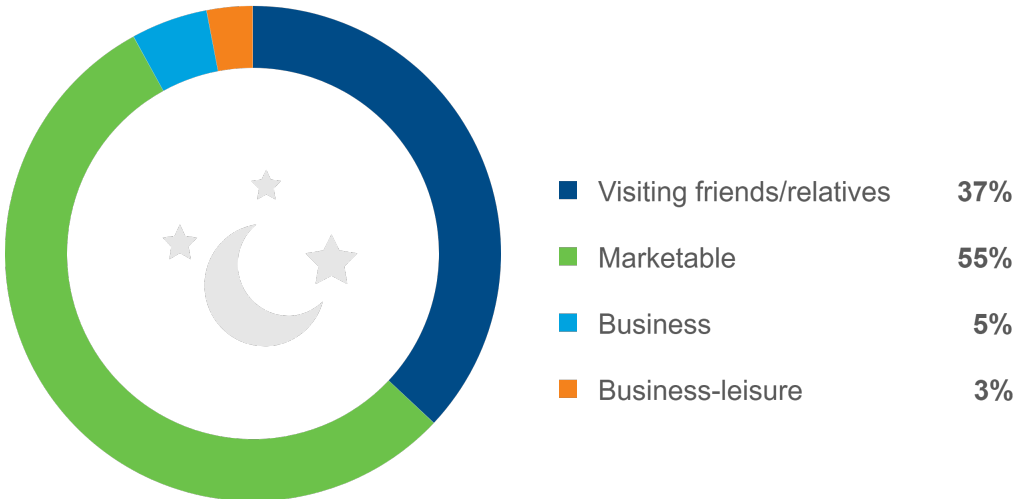
## Main Purpose of Leisure Trip



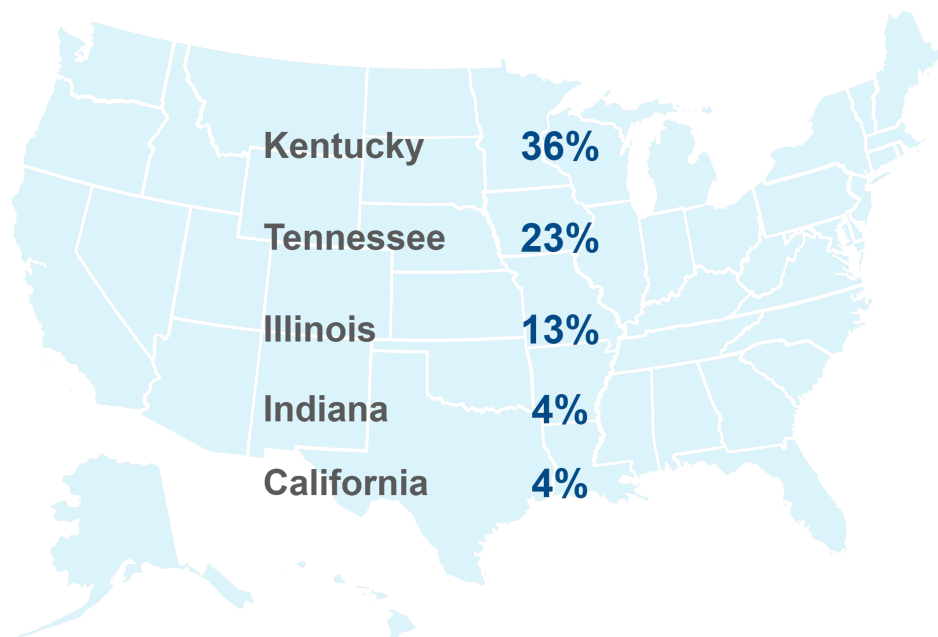
### 2023 U.S. Day Trips



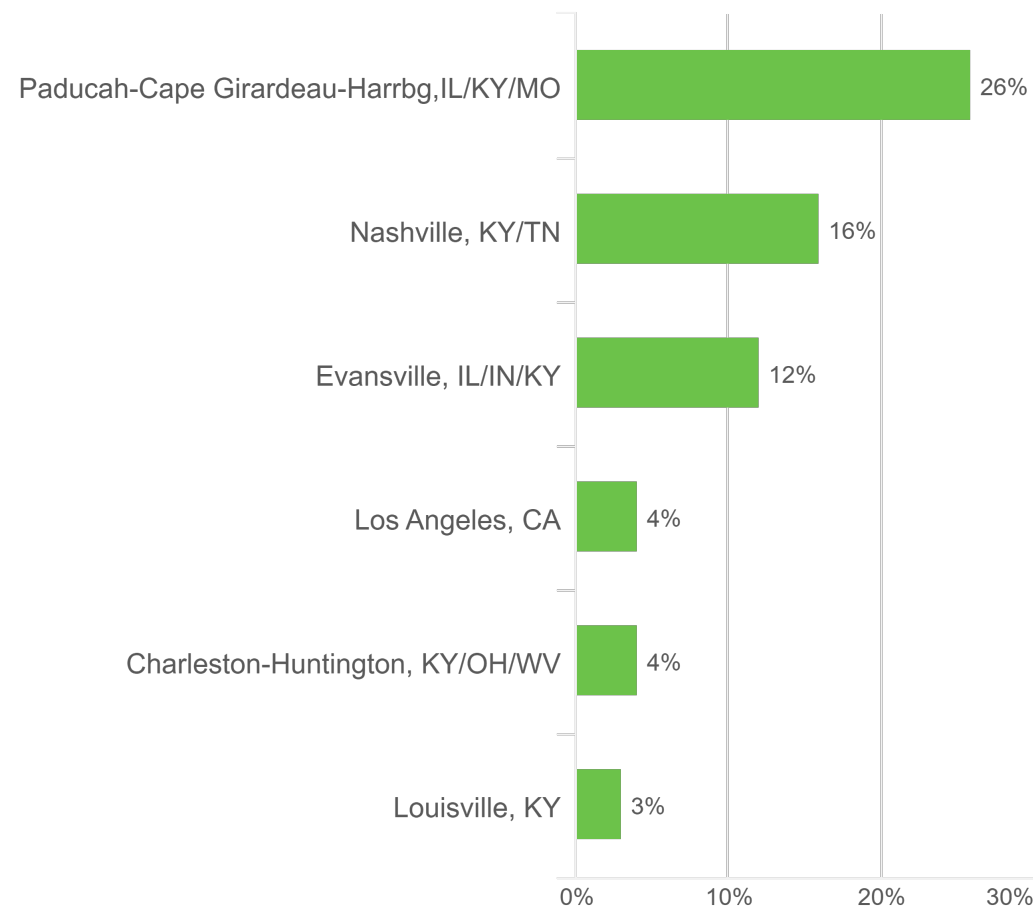
### Western Waterlands Day Trips



## State Origin Of Trip



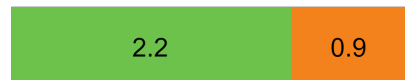
## DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

### Western Waterlands



Average number of people

Total  
**3.1**

### U.S. Norm



Average number of people

Total  
**2.6**



**17%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%



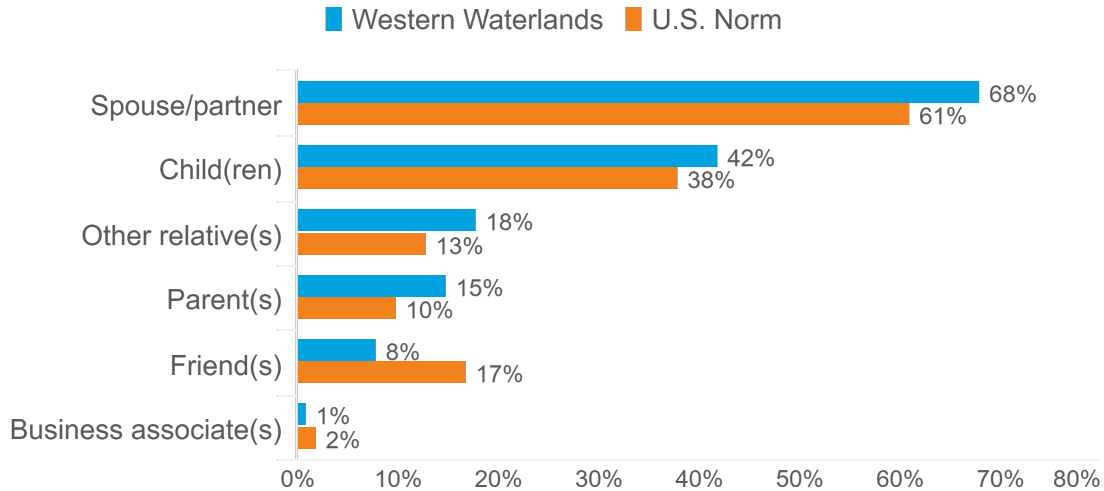


**17%** of trips only had one person in the travel party

U.S. Norm: **25%**

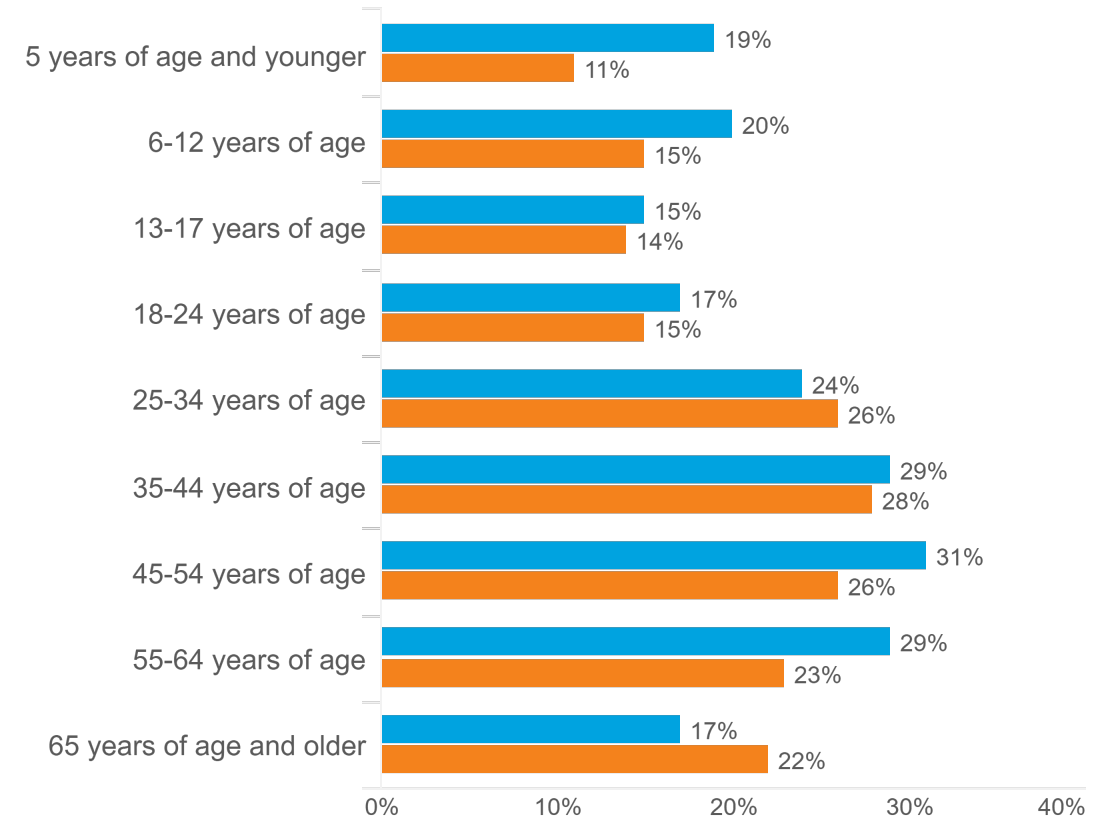
## Composition of Immediate Travel Party

Base: 2022/2023 Day Person-Trips that included more than one person



## Travel Party Age

■ Western Waterlands ■ U.S. Norm



Question added in 2023, data is for 2023 only

## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities



U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Western Waterlands	U.S. Norm
Shopping	34%	21%
Landmark/historic site	18%	8%
Sightseeing	18%	14%
Local parks/playgrounds	14%	6%
Museum	10%	7%
Nature tours/wildlife viewing/birding	9%	5%
Swimming	8%	6%
Attending celebration	7%	11%
Hiking/backpacking	7%	6%
National/state park	6%	5%







## Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Western Waterlands	U.S. Norm
 Outlet/mall shopping	72%	45%
 Shopping at locally owned businesses	42%	42%
 Antiquing	21%	12%
 Big box stores (Walmart, Costco)	19%	26%
 Convenience/grocery shopping	18%	26%
 Farmers market	16%	13%
 Souvenir shopping	12%	23%

Question updated in 2023, data is for 2023 only

## Dining Types on Trip

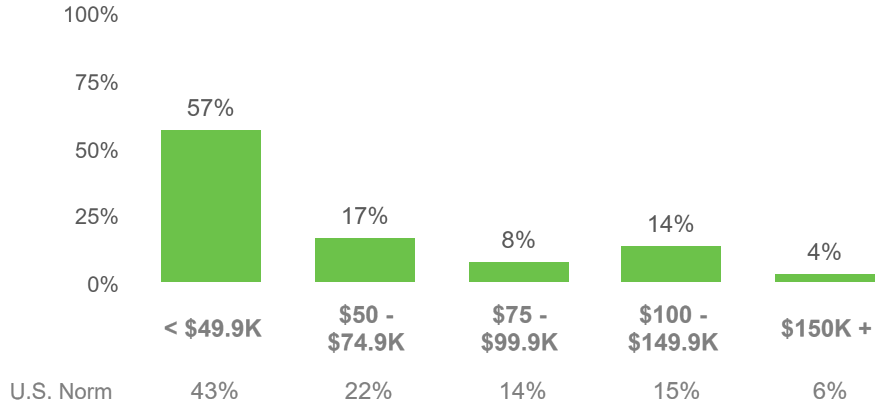
	Western Waterlands	U.S. Norm
 Fast food	47%	39%
 Casual dining	47%	43%
 Unique/local food	21%	20%
 Carry-out/food delivery service	12%	12%
 Picnicking	7%	9%
 Fine/upscale dining	7%	10%

Question updated in 2023, data is for 2023 only

# Demographic Profile of Day Western Waterlands Visitors

Base: 2022/2023 Day Person-Trips

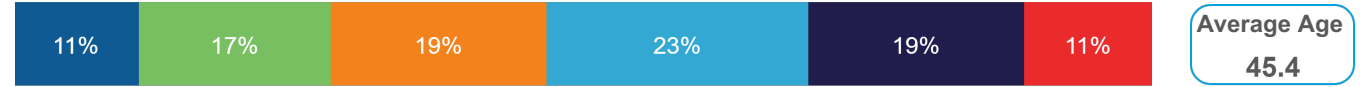
## Household Income



## Age

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

### Western Waterlands

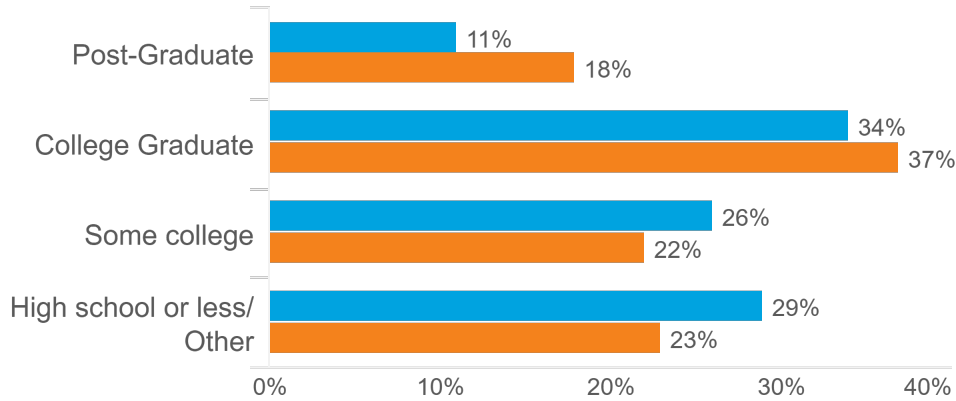


### U.S. Norm



## Educational Attainment

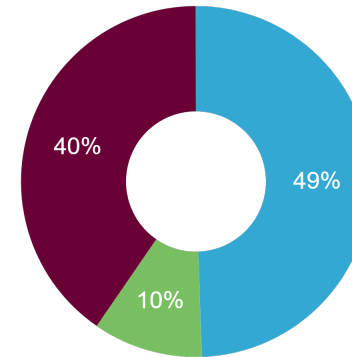
Western Waterlands U.S. Norm



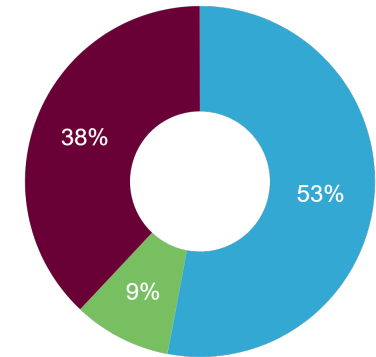
## Employment

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

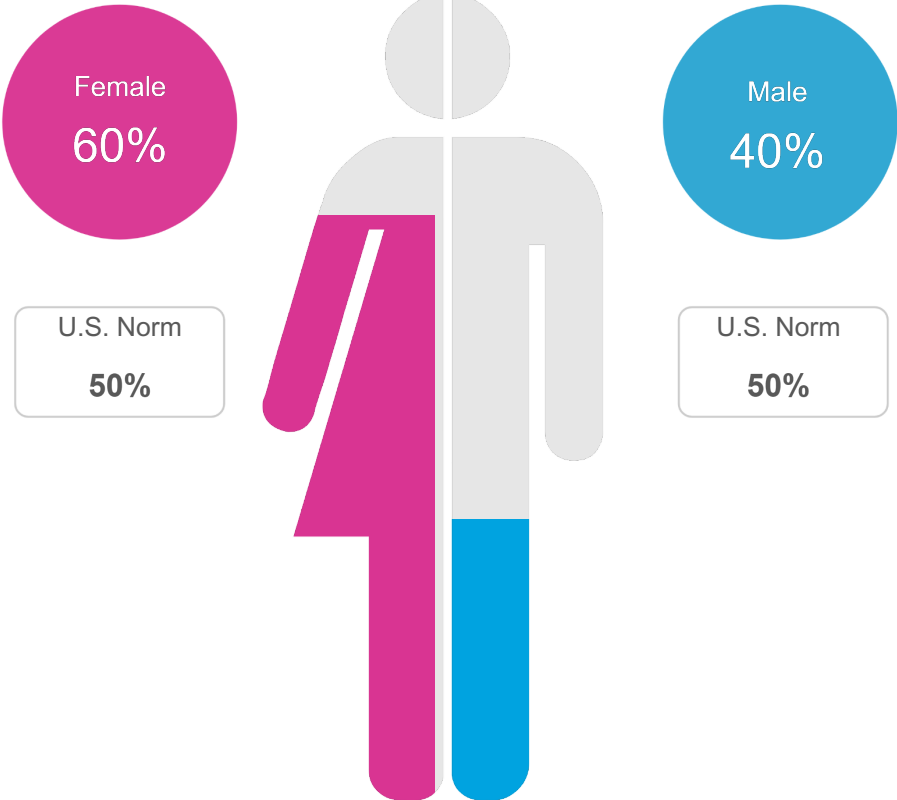
### Western Waterlands



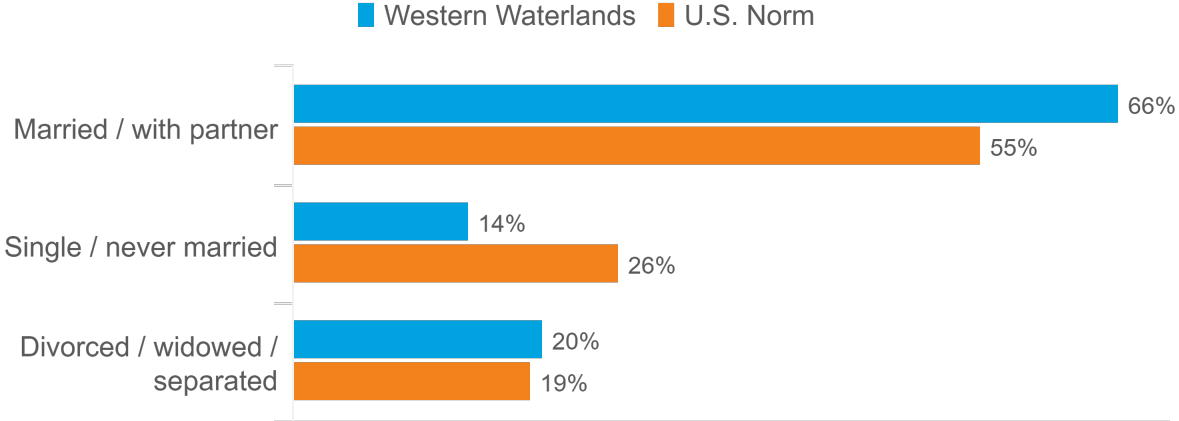
### U.S. Norm



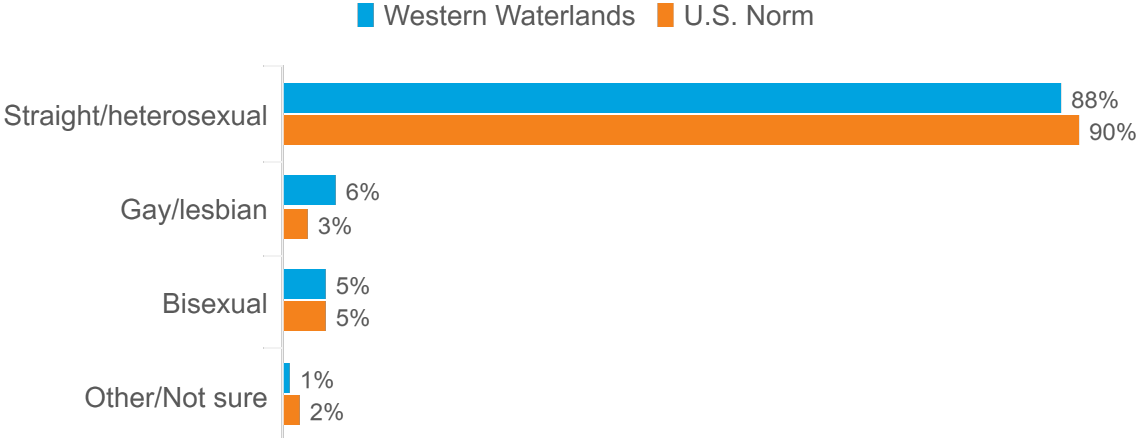
## Gender



## Marital Status



## Sexual Orientation

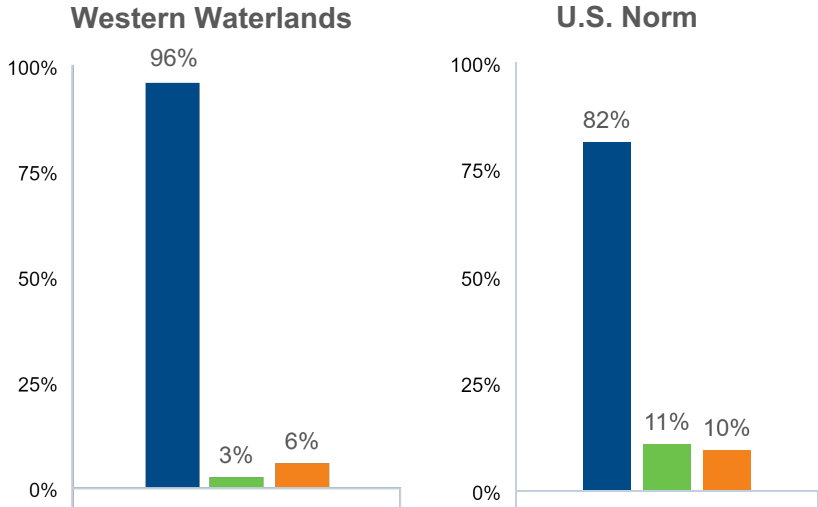


# Demographic Profile of Day Western Waterlands Visitors

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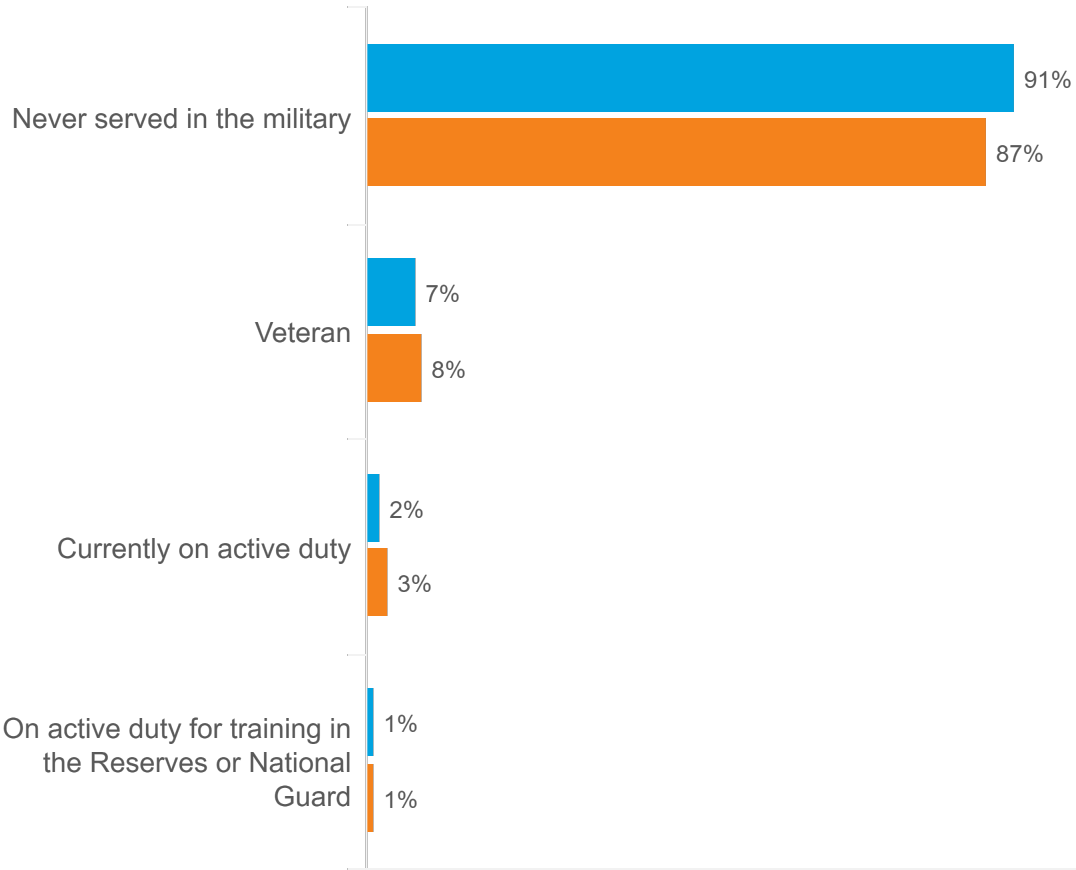
## Race

White African-American Other



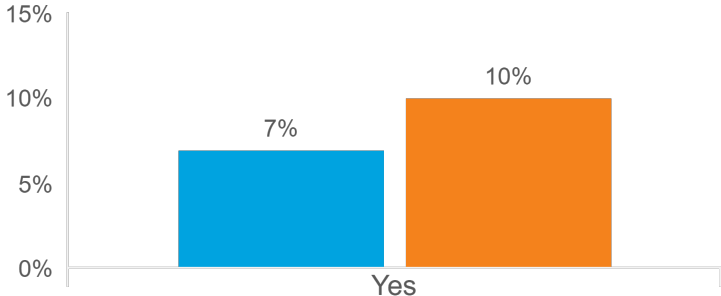
## Military Status

Western Waterlands U.S. Norm

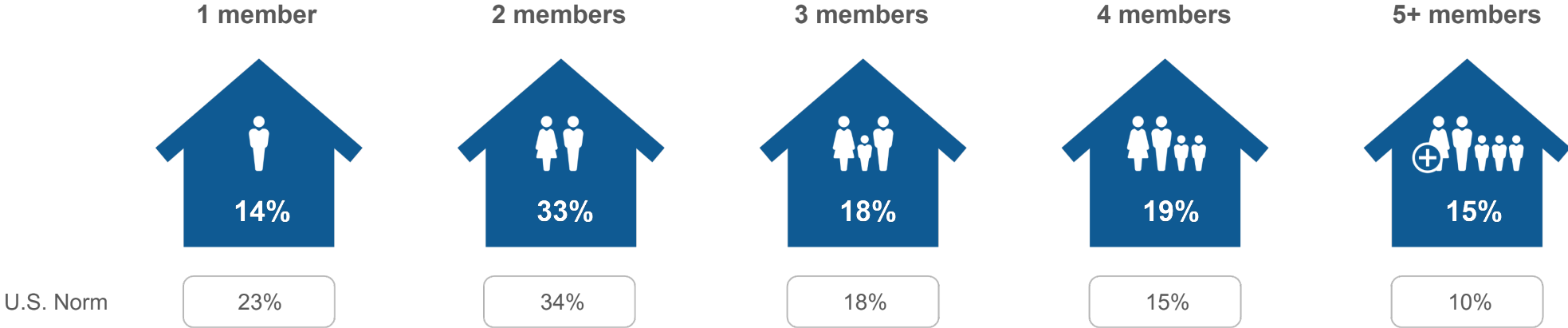


## Hispanic Background

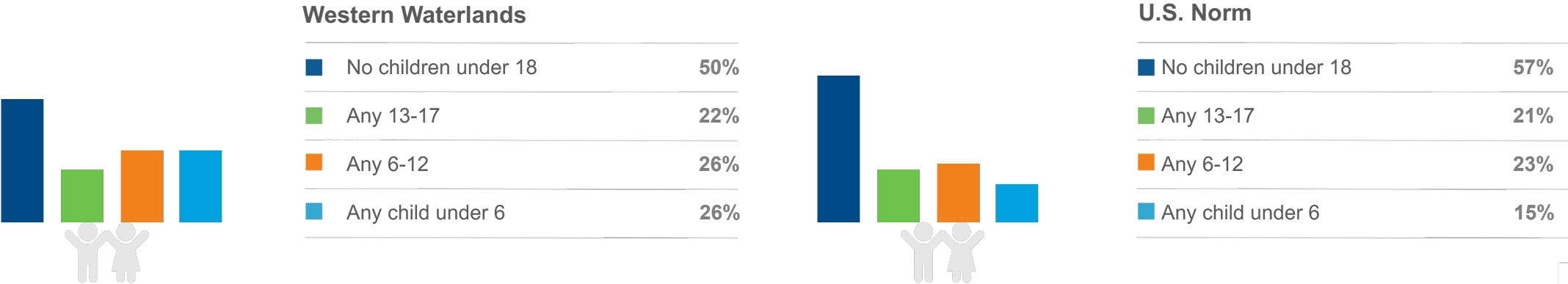
Western Waterlands U.S. Norm



## Household Size



## Children in Household





# Travel USA Visitor Profile

Bluegrass, Blues & BBQ



2022/2023



## Introduction

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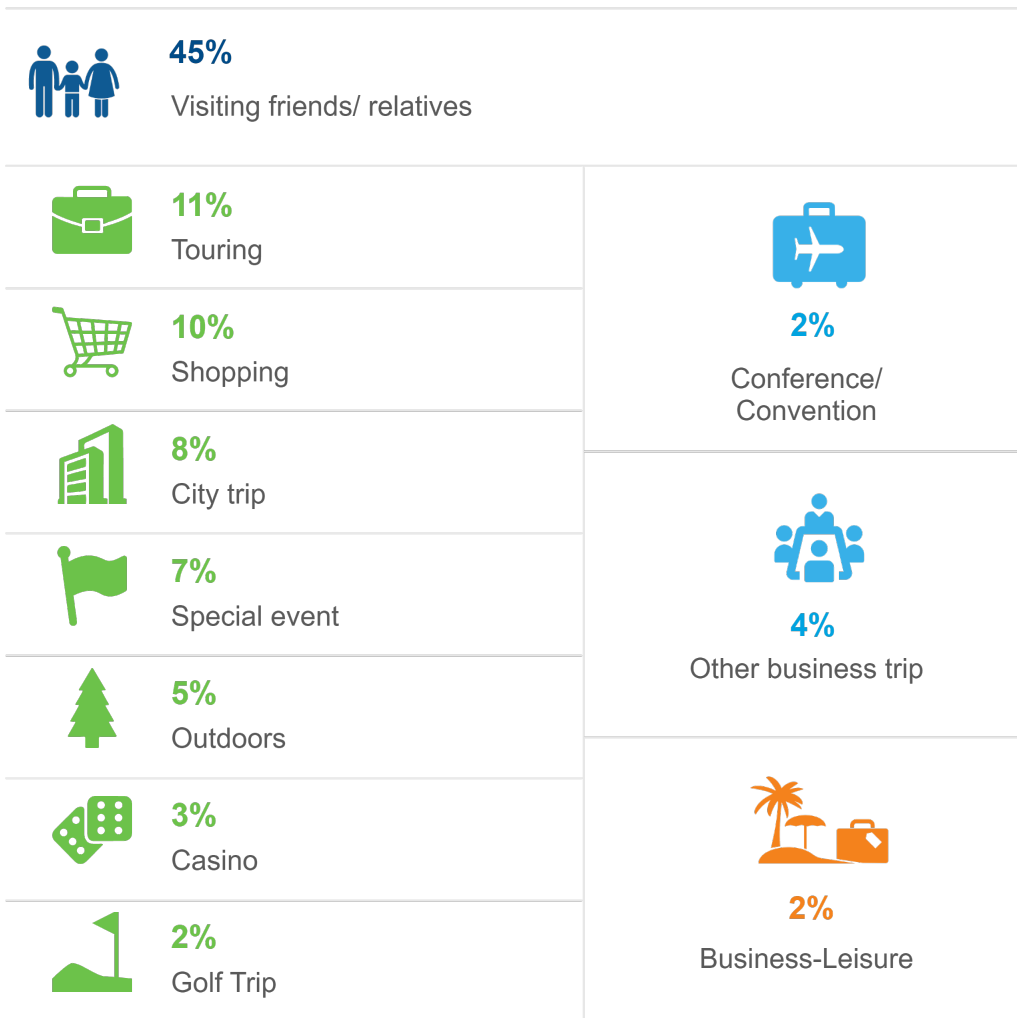


Day Base Size

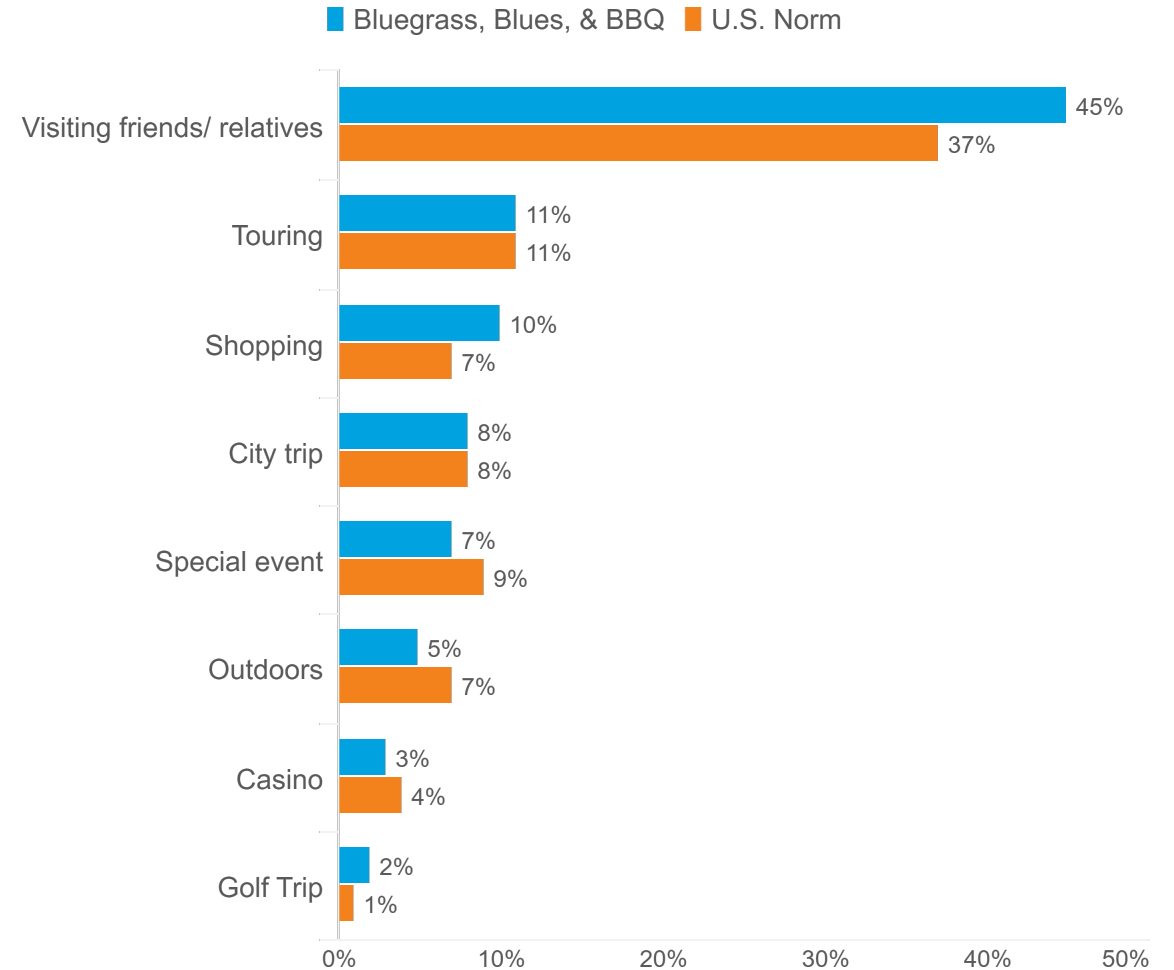
332

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

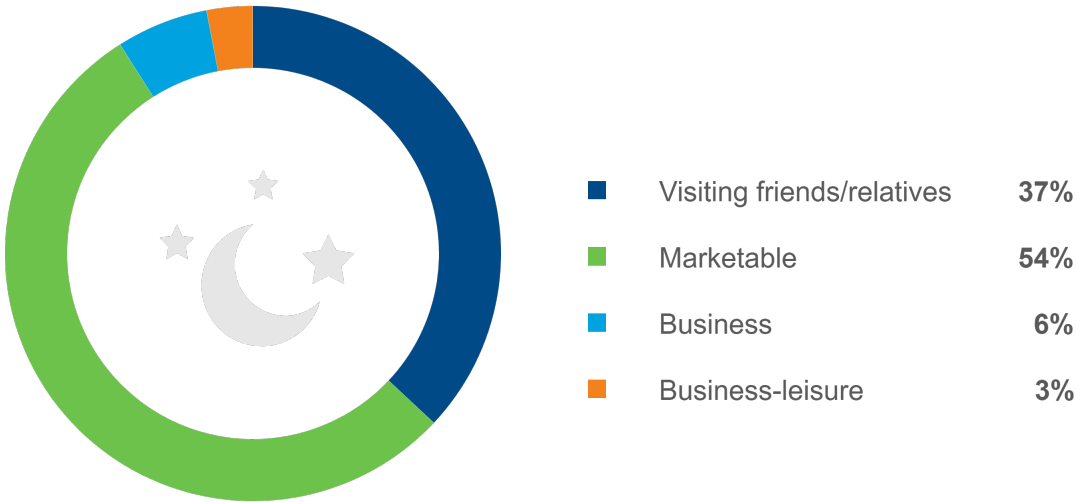
## Main Purpose of Trip



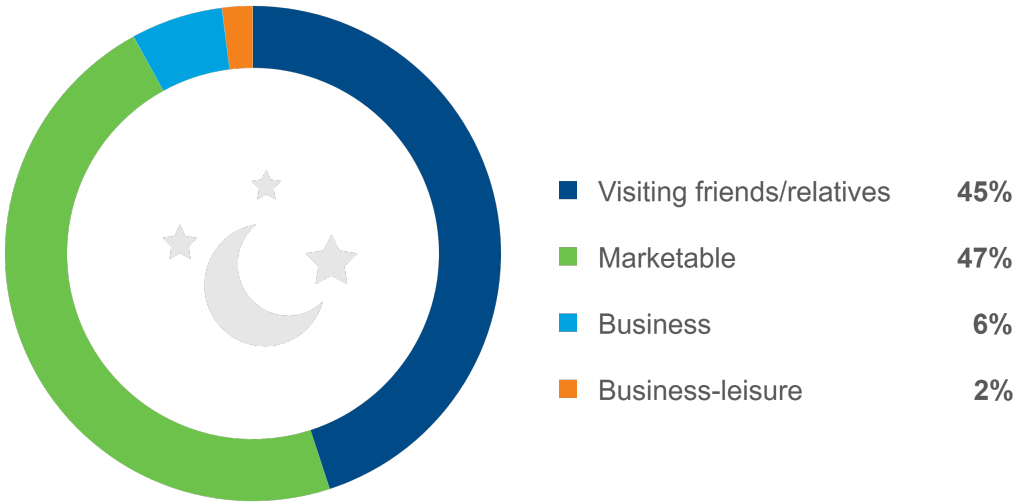
## Main Purpose of Leisure Trip



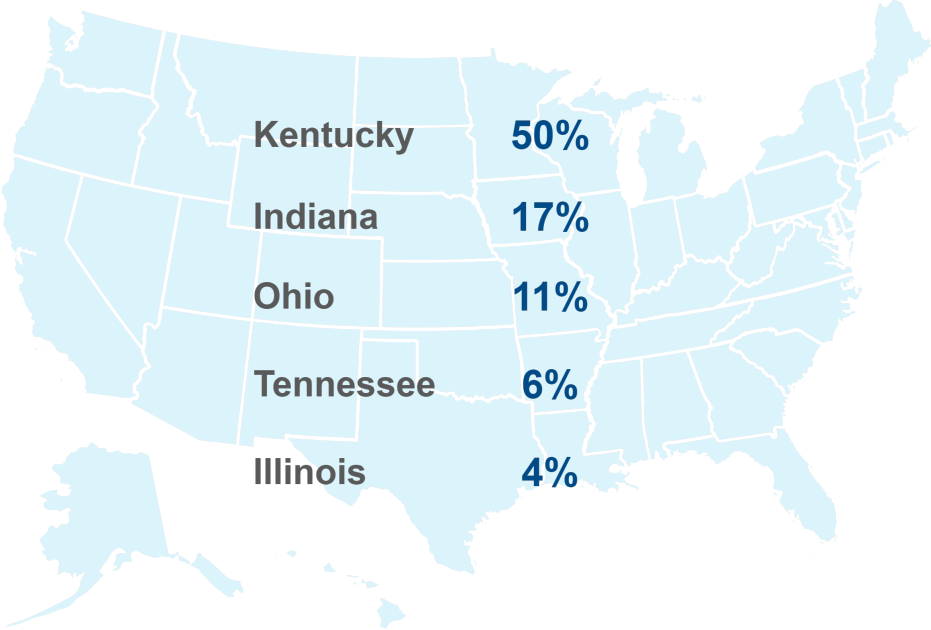
### 2023 U.S. Day Trips



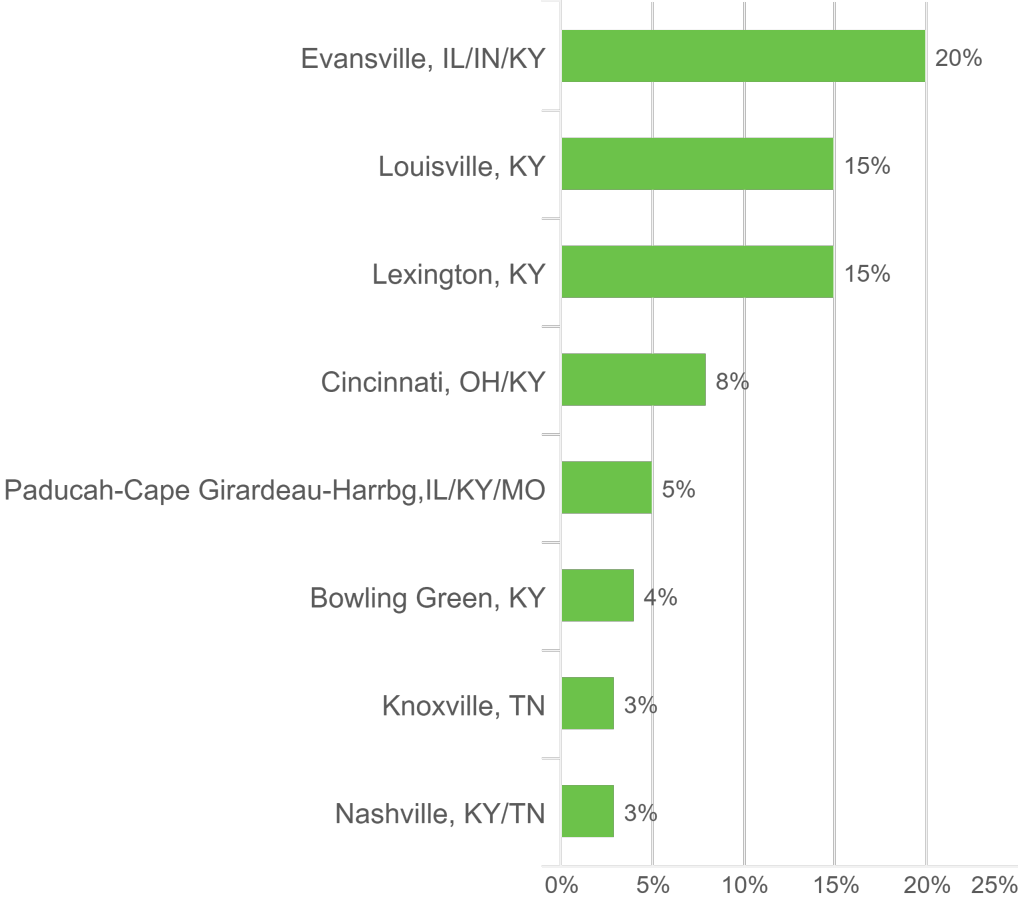
### Bluegrass, Blues, & BBQ Day Trips



## State Origin Of Trip



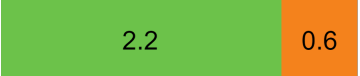
## DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

### Bluegrass, Blues, & BBQ



Average number of people

Total  
**2.8**

### U.S. Norm



Average number of people

Total  
**2.6**



**20%** of travel parties had a travel party member that required accessibility services  
U.S. Norm: 15%

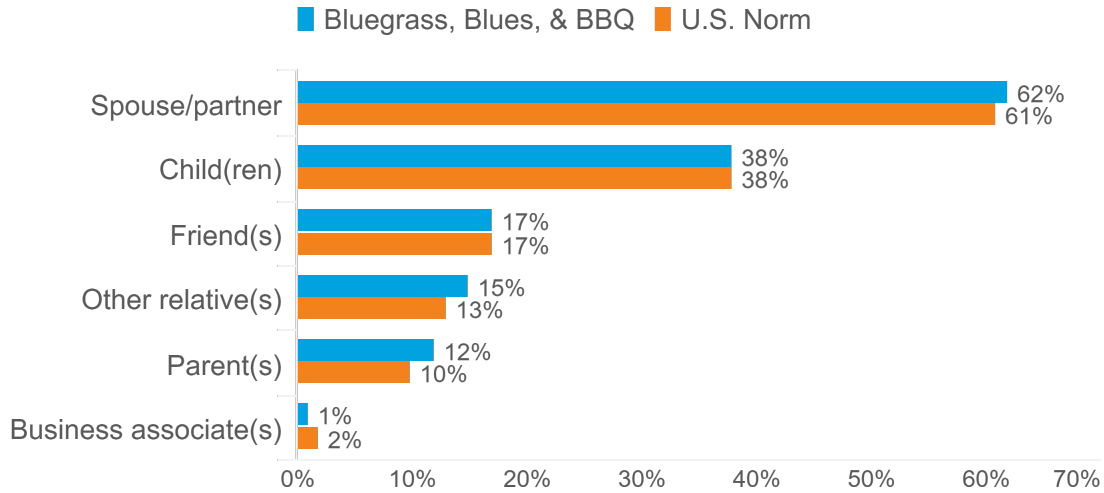


**18%** of trips only had one person in the travel party

U.S. Norm: **25%**

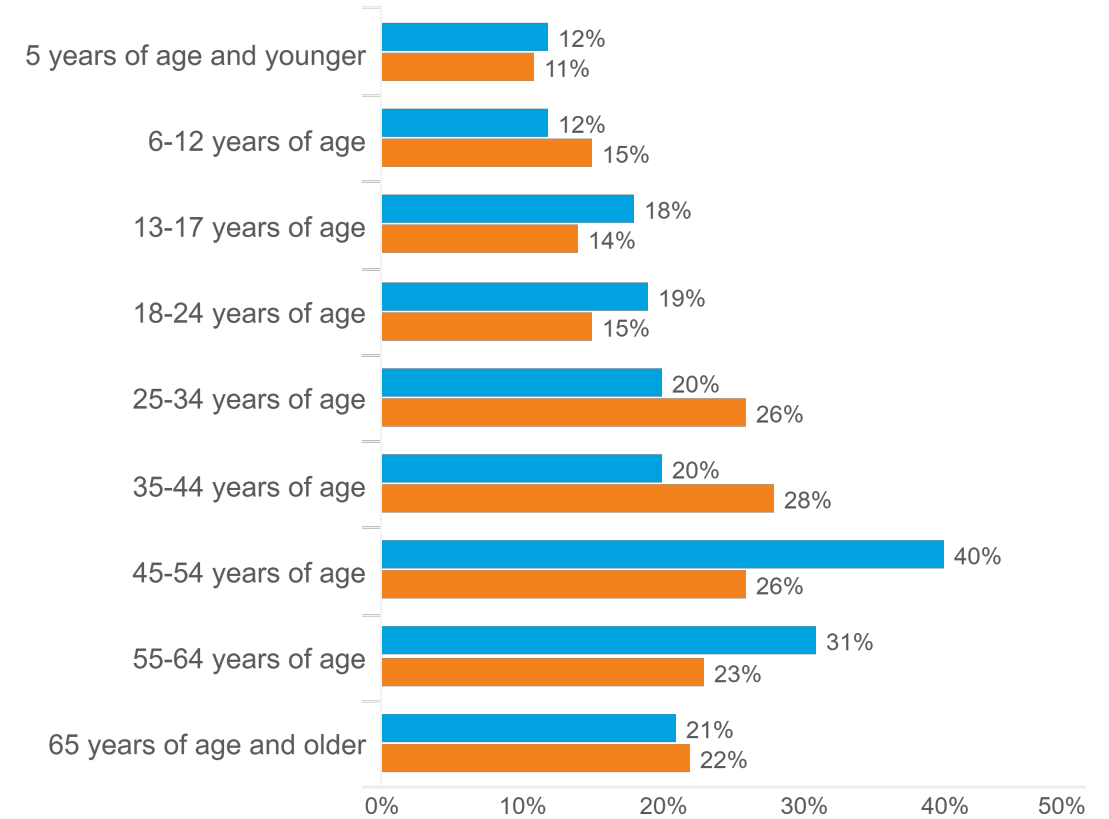
## Composition of Immediate Travel Party

Base: 2022/2023 Day Person-Trips that included more than one person



## Travel Party Age

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Question added in 2023, data is for 2023 only

## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities










U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	34%	21%
Sightseeing	17%	14%
Landmark/historic site	16%	8%
Attending celebration	14%	11%
Local parks/playgrounds	13%	6%
Museum	10%	7%
Winery/brewery/distillery tour	9%	4%
Fishing	8%	4%
Casino	7%	7%
Bar/nightclub	7%	7%

## Shopping Types on Trip







Base: 2023 Day Person-Trips that included Shopping

	Bluegrass, Blues, & BBQ	U.S. Norm
 Outlet/mall shopping	52%	45%
 Shopping at locally owned businesses	42%	42%
 Big box stores (Walmart, Costco)	34%	26%
 Antiquing	33%	12%
 Convenience/grocery shopping	29%	26%
 Souvenir shopping	28%	23%
 Farmers market	24%	13%

Question updated in 2023, data is for 2023 only

## Dining Types on Trip

Bluegrass, Blues, & BBQ U.S. Norm

	Bluegrass, Blues, & BBQ	U.S. Norm
 Fast food	56%	39%
 Casual dining	50%	43%
 Unique/local food	21%	20%
 Carry-out/food delivery service	13%	12%
 Picnicking	10%	9%
 Fine/upscale dining	5%	10%

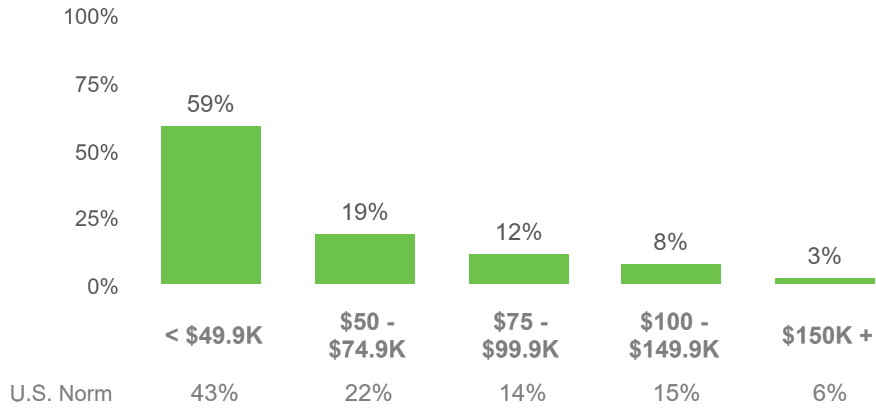
Question updated in 2023, data is for 2023 only



# Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2022/2023 Day Person-Trips

## Household Income



## Age

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

### Bluegrass, Blues, & BBQ



Average Age  
46.7

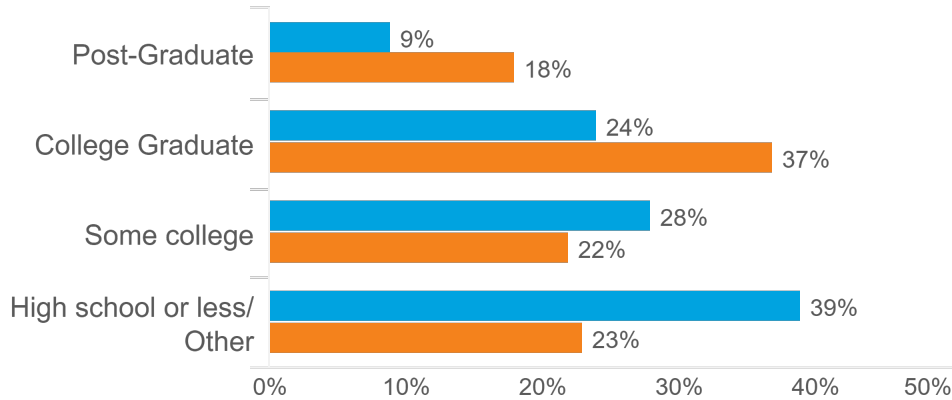
### U.S. Norm



Average Age  
46.5

## Educational Attainment

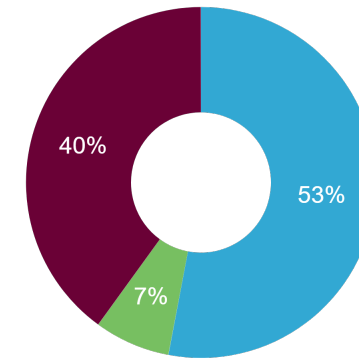
Bluegrass, Blues, & BBQ U.S. Norm



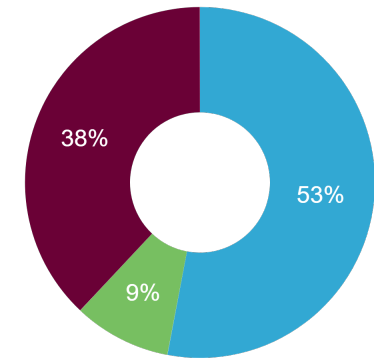
## Employment

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

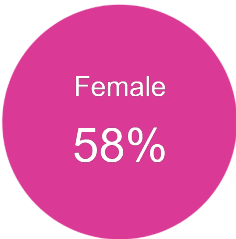
### Bluegrass, Blues, & BBQ



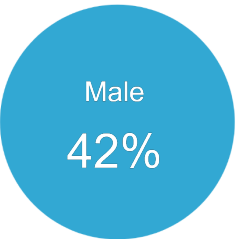
### U.S. Norm



## Gender

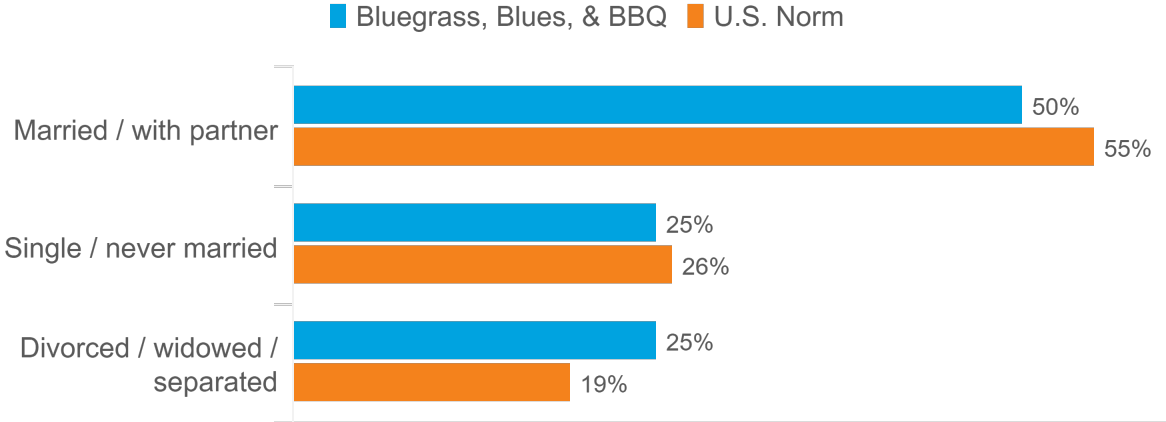


U.S. Norm  
50%

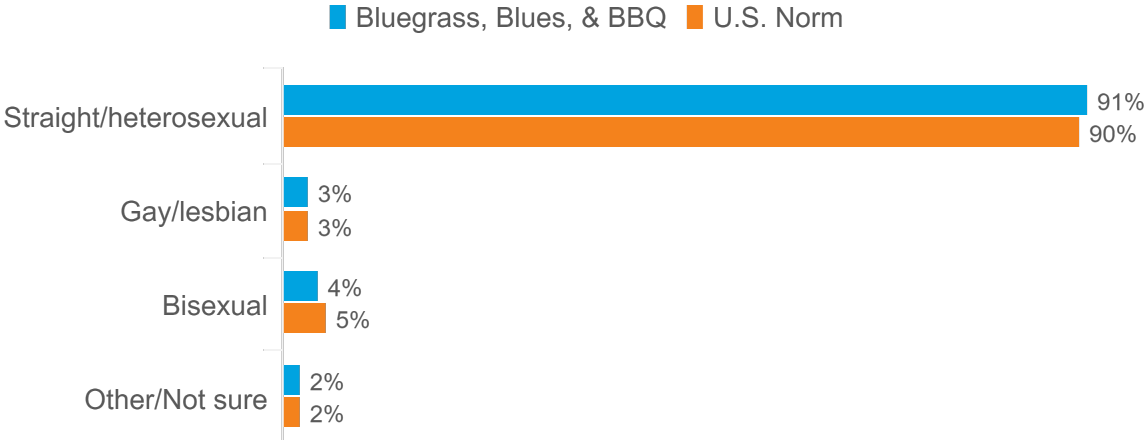


U.S. Norm  
50%

## Marital Status

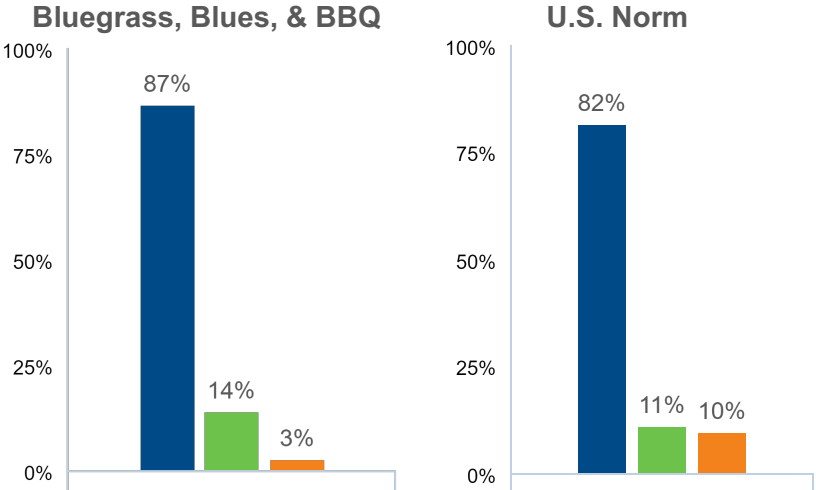


## Sexual Orientation



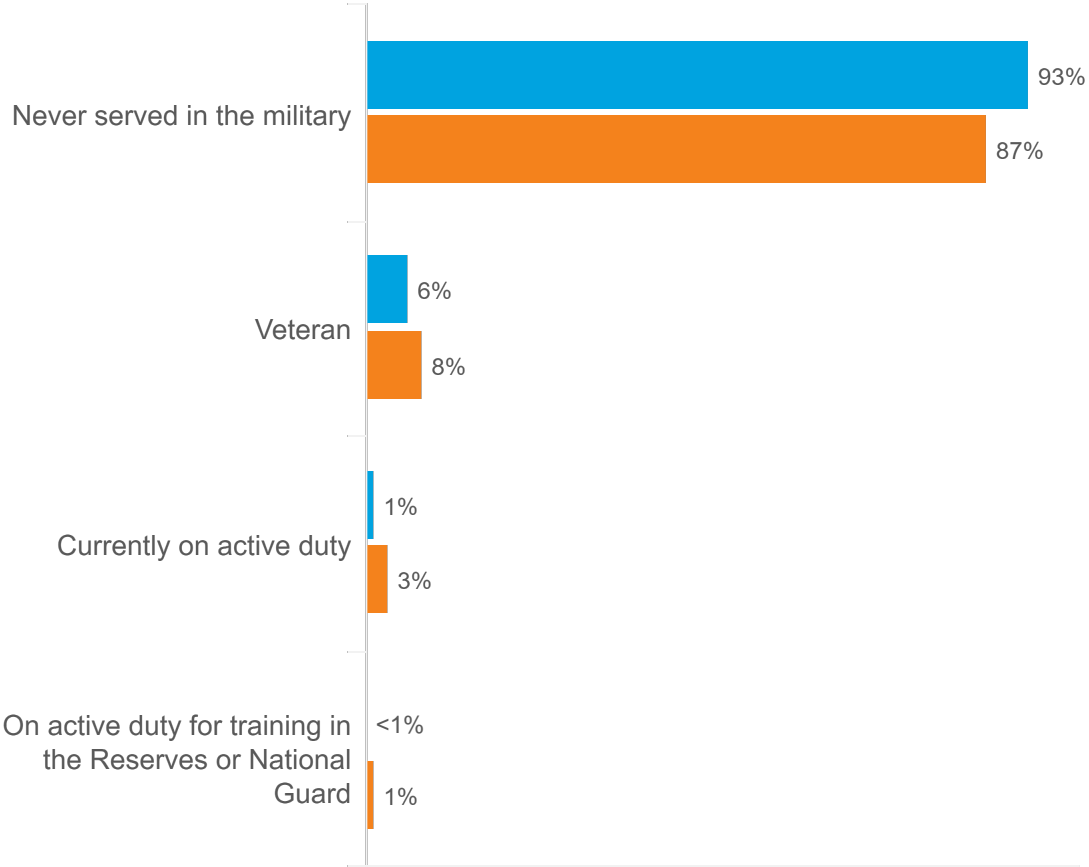
## Race

White African-American Other



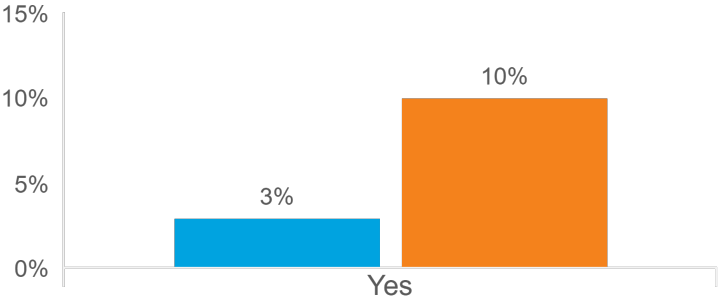
## Military Status

Bluegrass, Blues, & BBQ U.S. Norm

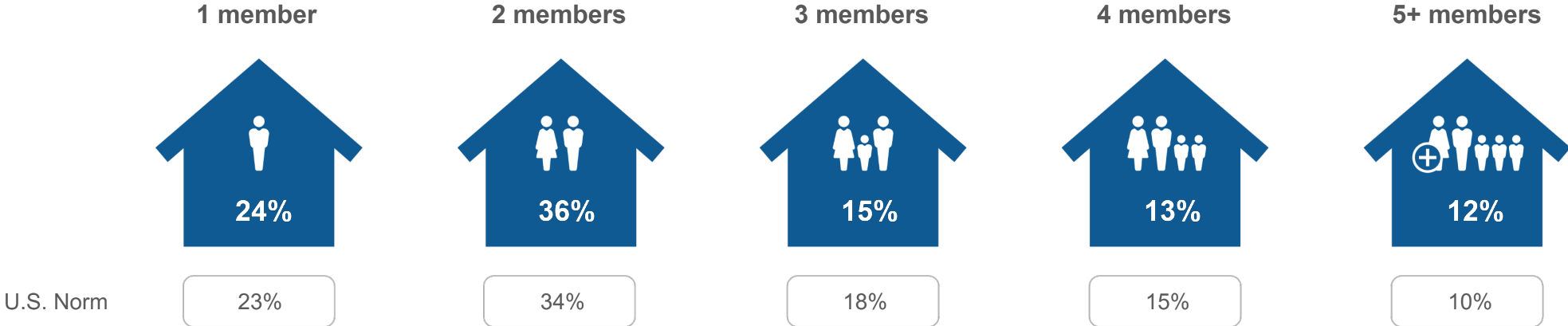


## Hispanic Background

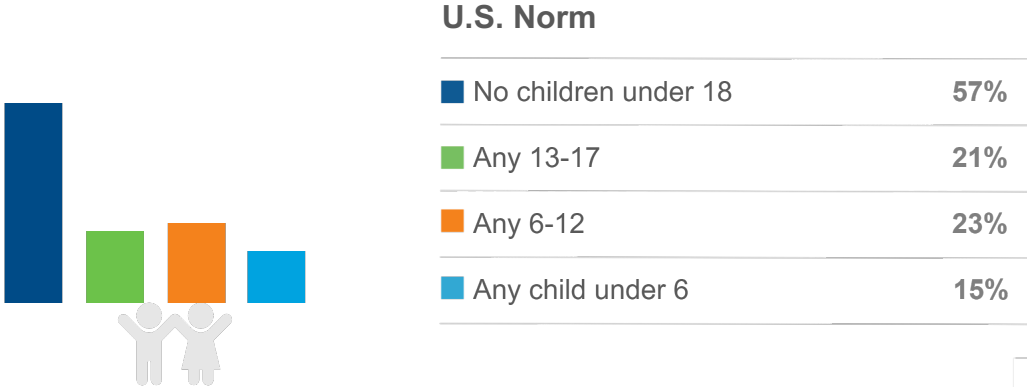
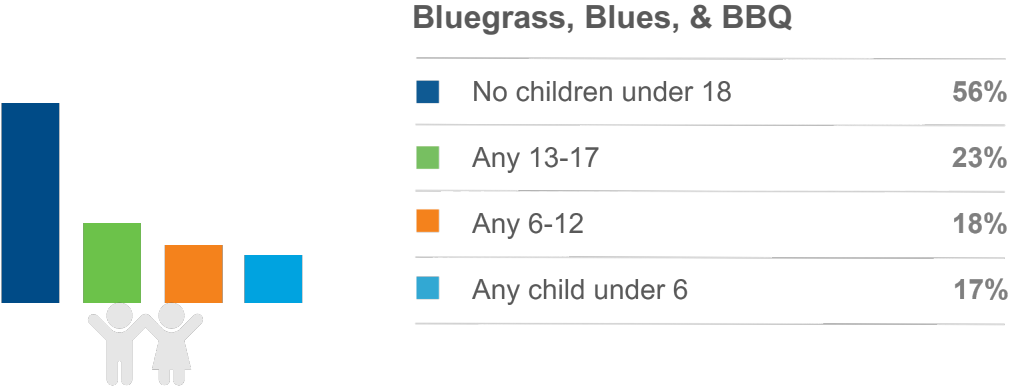
Bluegrass, Blues, & BBQ U.S. Norm



## Household Size



## Children in Household





# Travel USA Visitor Profile

Bourbon, Horses, & History

TEAM  KENTUCKY<sup>®</sup>

2023

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Bourbon, Horses, & History's domestic tourism business in 2023.

## 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 2023:



Day Base Size

319

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

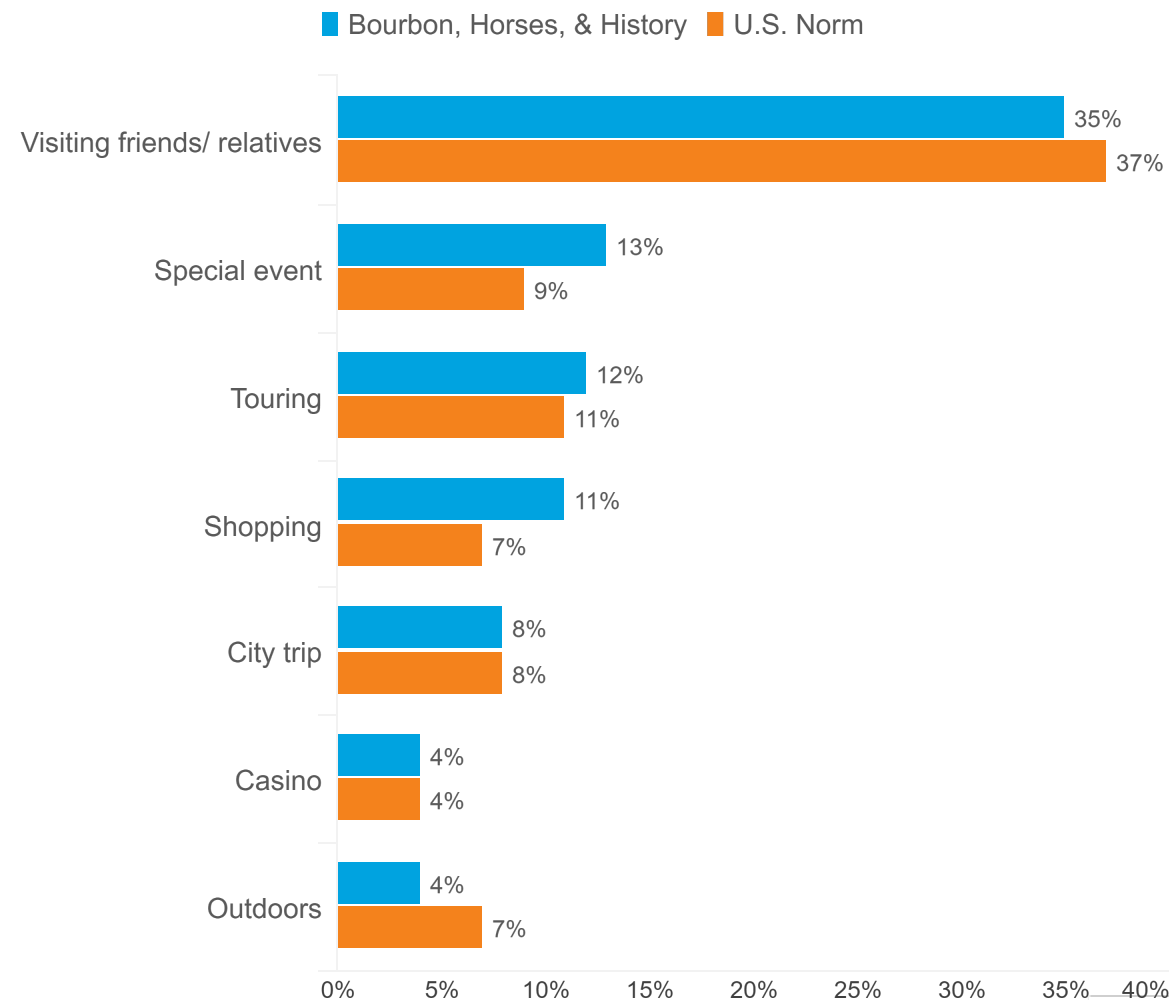
# Bourbon, Horses, & History's Day Trip Characteristics

Base: 2023 Day Person-Trips

## Main Purpose of Trip

 <b>35%</b> Visiting friends/ relatives	
 <b>13%</b> Special event	 <b>3%</b> Conference/ Convention
 <b>12%</b> Touring	
 <b>11%</b> Shopping	
 <b>8%</b> City trip	 <b>6%</b> Other business trip
 <b>4%</b> Casino	
 <b>4%</b> Outdoors	 <b>2%</b> Business-Leisure
 <b>1%</b> Theme park	

## Main Purpose of Leisure Trip



### 2023 U.S. Day Trips



■ Visiting friends/relatives	37%
■ Marketable	54%
■ Business	6%
■ Business-leisure	3%

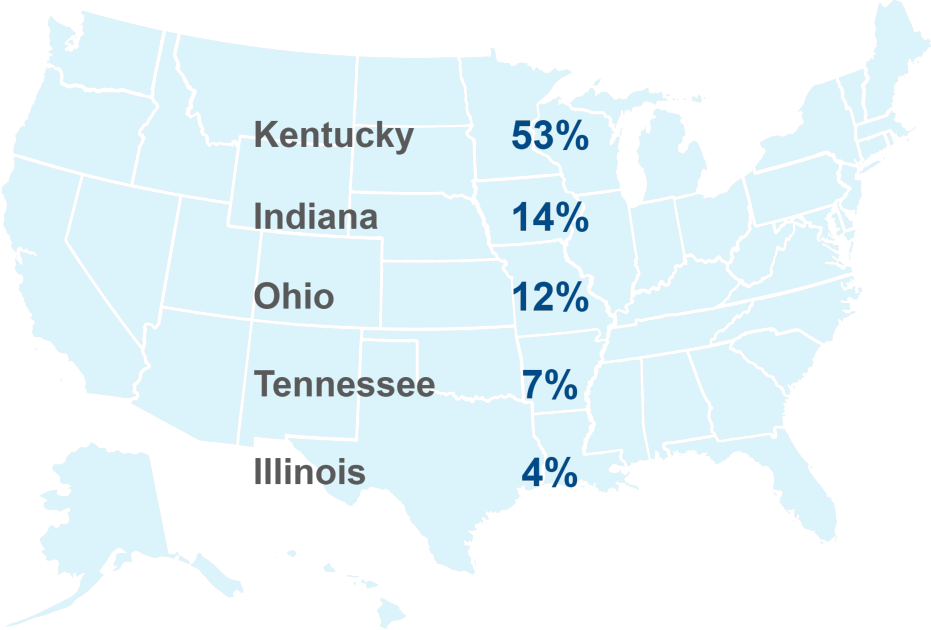
### 2023 Bourbon, Horses, & History Day Trips



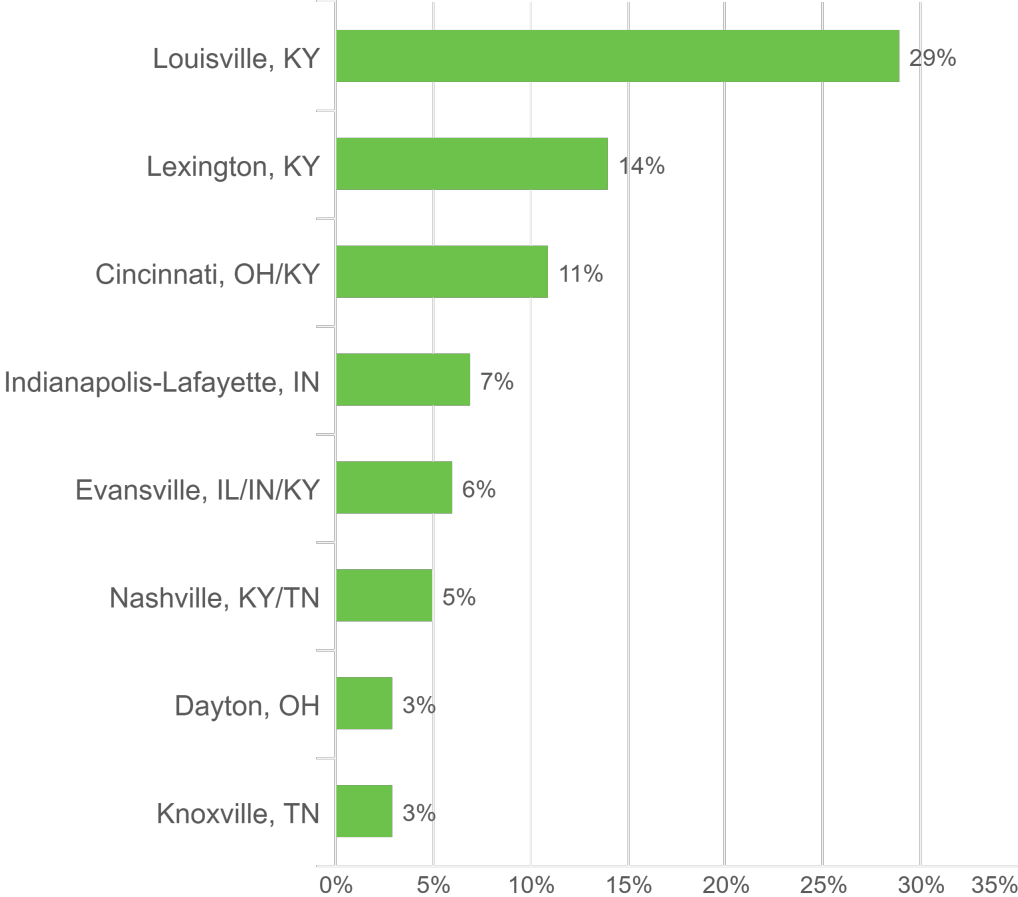
■ Visiting friends/relatives	35%
■ Marketable	54%
■ Business	8%
■ Business-leisure	2%



### State Origin Of Trip



### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

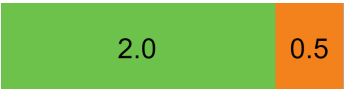
### Bourbon, Horses, & History



Total **2.7**

Average number of people

### U.S. Norm



Total **2.6**

Average number of people



**11%** of travel parties had a travel party member that required accessibility services

U.S. Norm: 15%



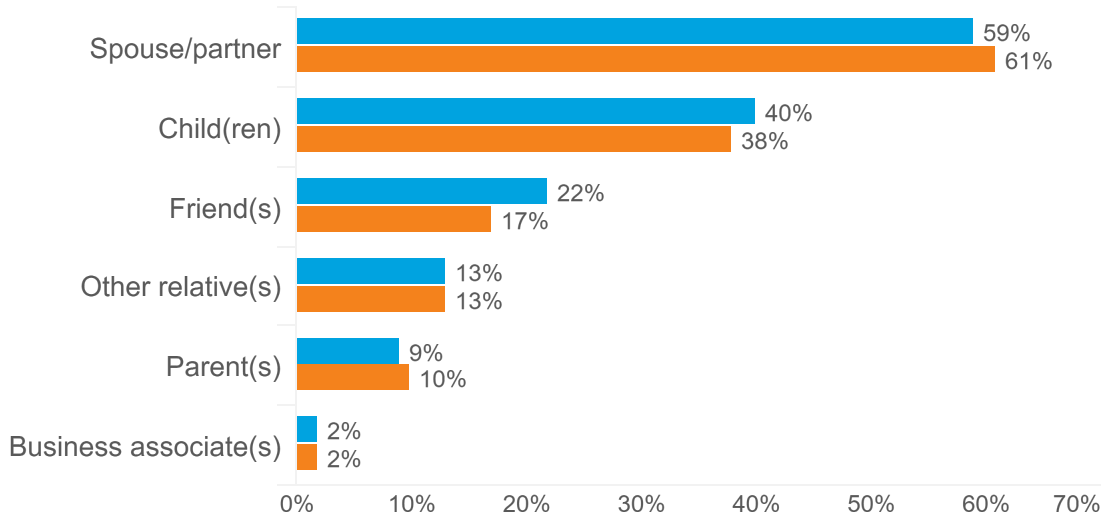
**22%** of trips only had one person in the travel party

U.S. Norm: **25%**

## Composition of Immediate Travel Party

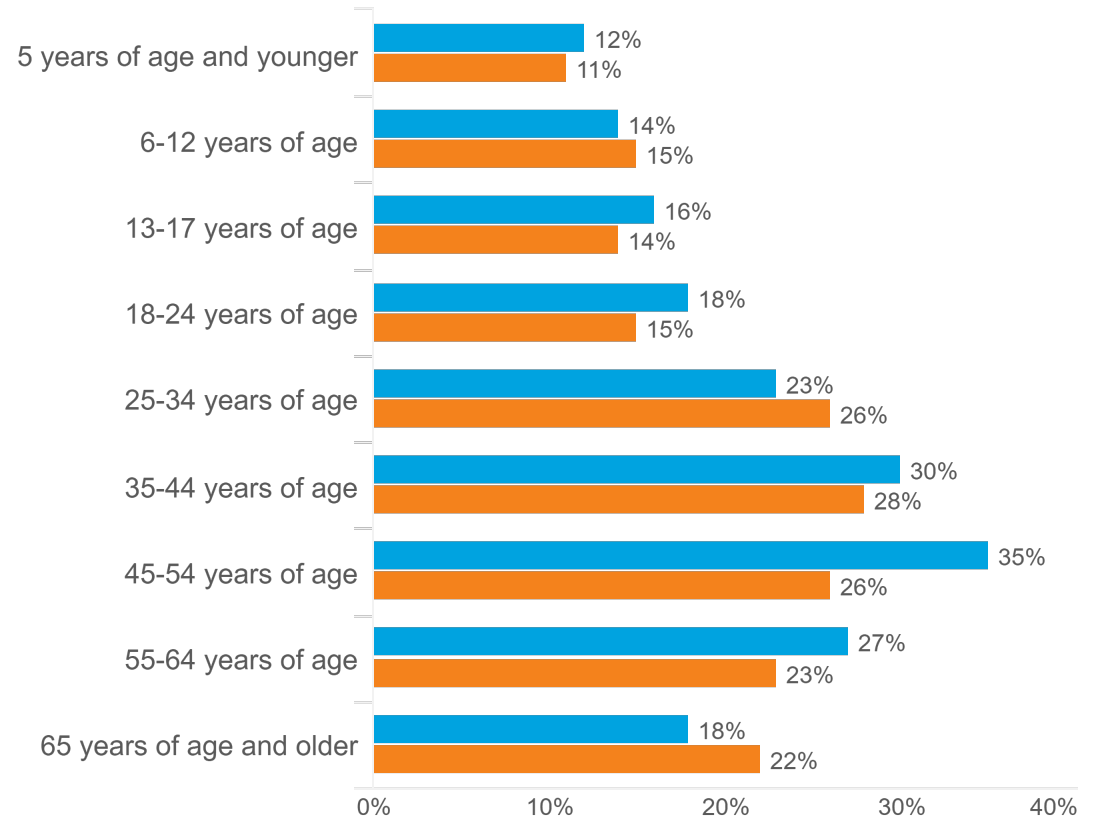
Base: 2023 Day Person-Trips that included more than one person

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



## Travel Party Age

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



## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities



U.S. Norm: 10%

## Activities and Experiences (Top 10)

	Bourbon, Horses, & History	U.S. Norm
Shopping	28%	21%
Landmark/historic site	18%	8%
Sightseeing	18%	14%
Winery/brewery/distillery tour	13%	4%
Attending celebration	9%	11%
National/state park	8%	5%
Hiking/backpacking	8%	6%
Bar/nightclub	7%	7%
Nature tours/wildlife viewing/birding	7%	5%
Local parks/playgrounds	7%	6%

## Shopping Types on Trip







Base: 2023 Day Person-Trips that included Shopping

Bourbon, Horses, & History U.S. Norm

	Outlet/mall shopping	50%	45%
	Shopping at locally owned businesses	44%	42%
	Antiquing	29%	12%
	Souvenir shopping	27%	23%
	Big box stores (Walmart, Costco)	23%	26%
	Convenience/grocery shopping	21%	26%
	Farmers market	13%	13%

## Dining Types on Trip

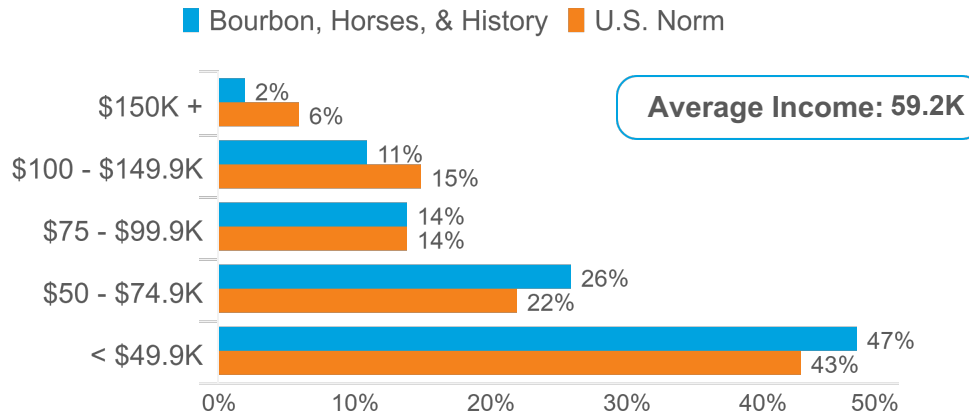
Bourbon, Horses, & History U.S. Norm

	Casual dining	49%	43%
	Fast food	46%	39%
	Unique/local food	23%	20%
	Carry-out/food delivery service	14%	12%
	Picnicking	10%	9%
	Fine/upscale dining	7%	10%

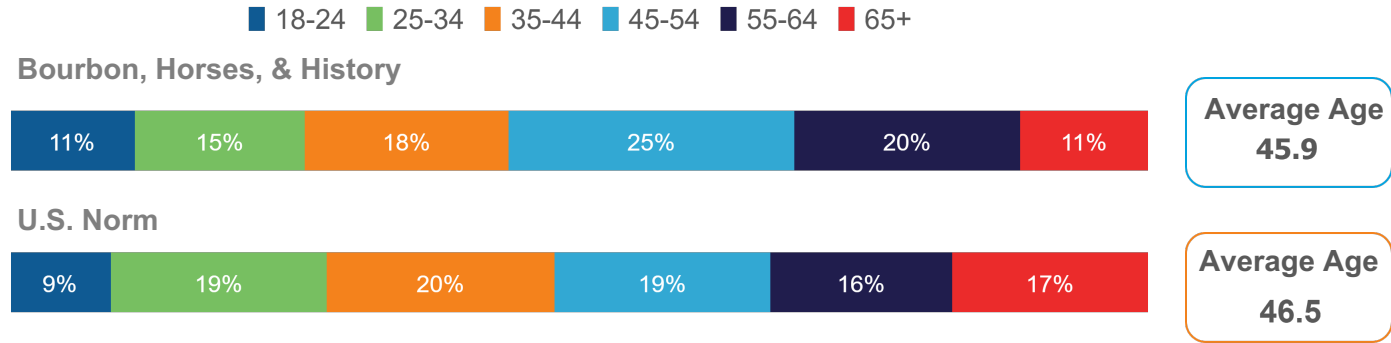
# Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2023 Day Person-Trips

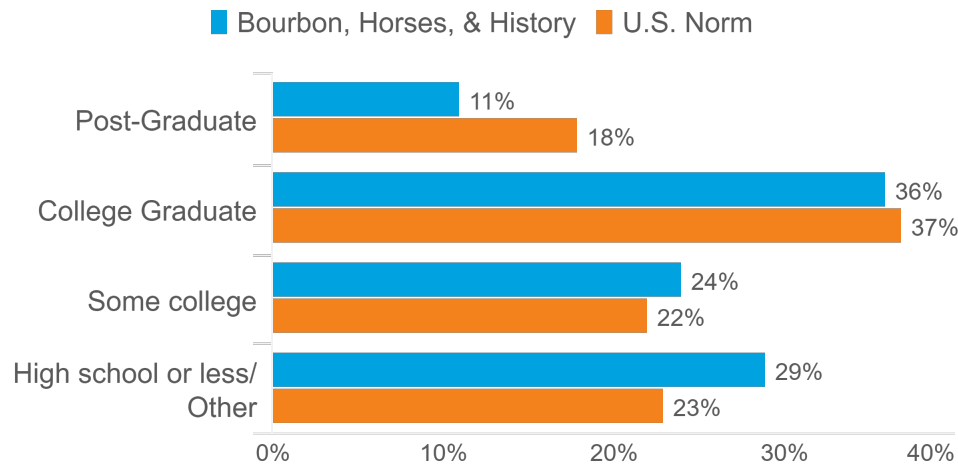
## Household Income



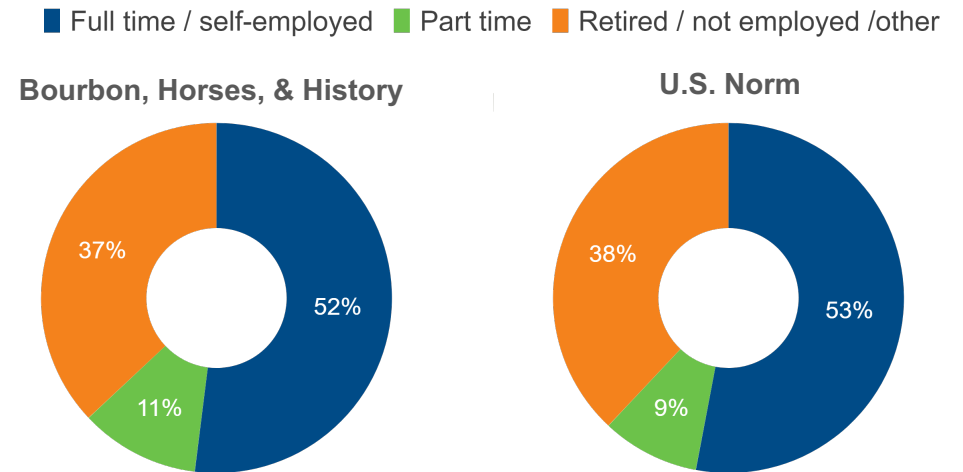
## Age



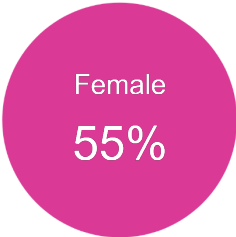
## Educational Attainment



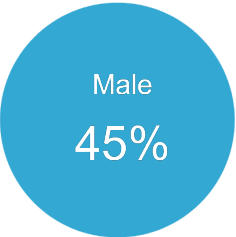
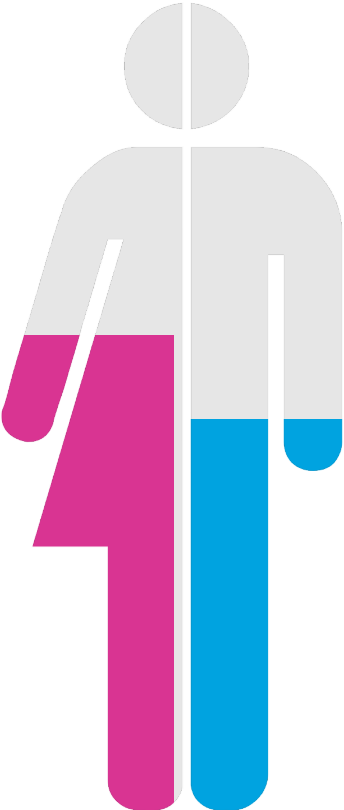
## Employment



## Gender

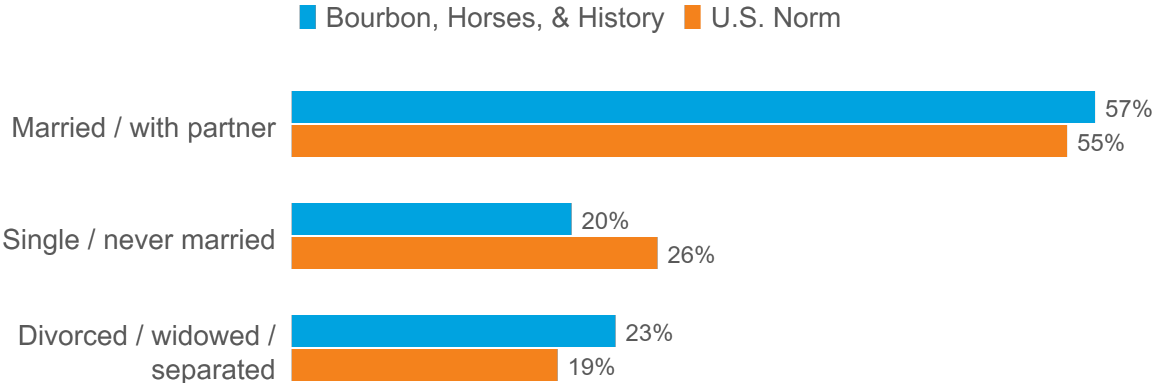


U.S. Norm  
50%

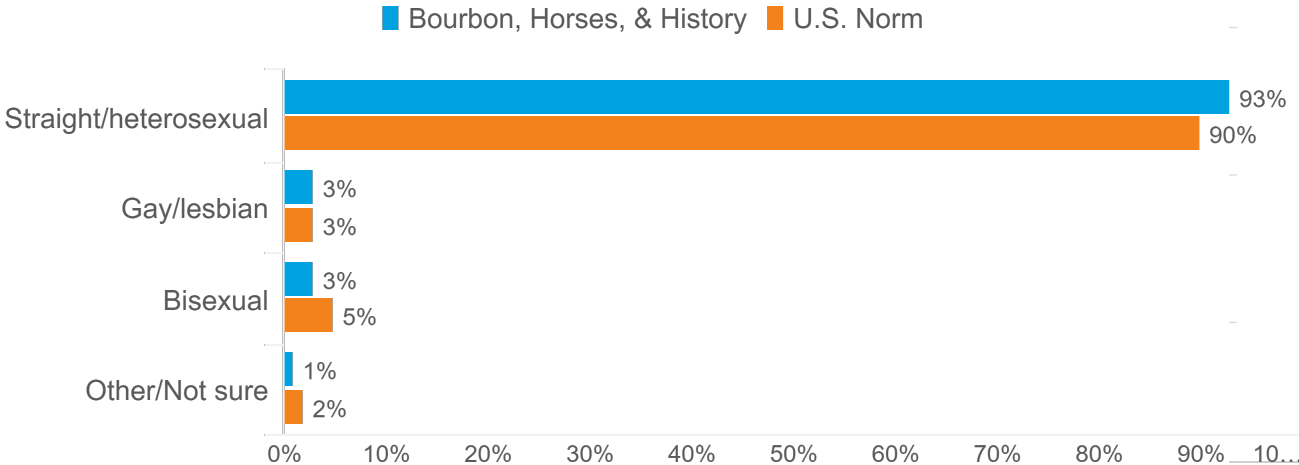


U.S. Norm  
50%

## Marital Status



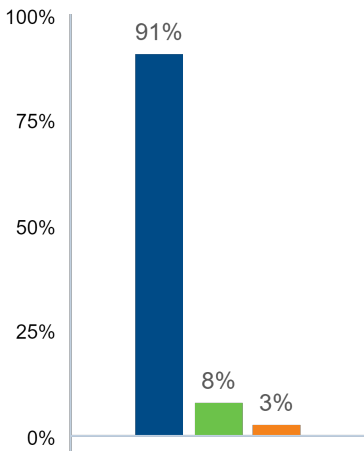
## Sexual Orientation



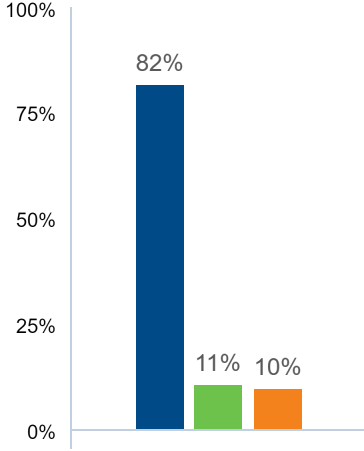
## Race

White African-American Other

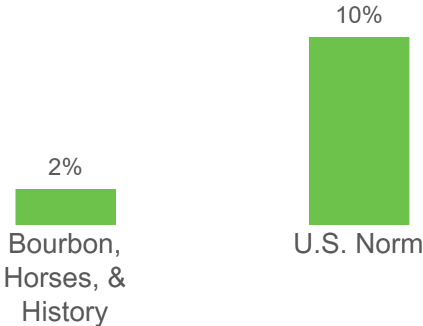
### Bourbon, Horses, & History



### U.S. Norm

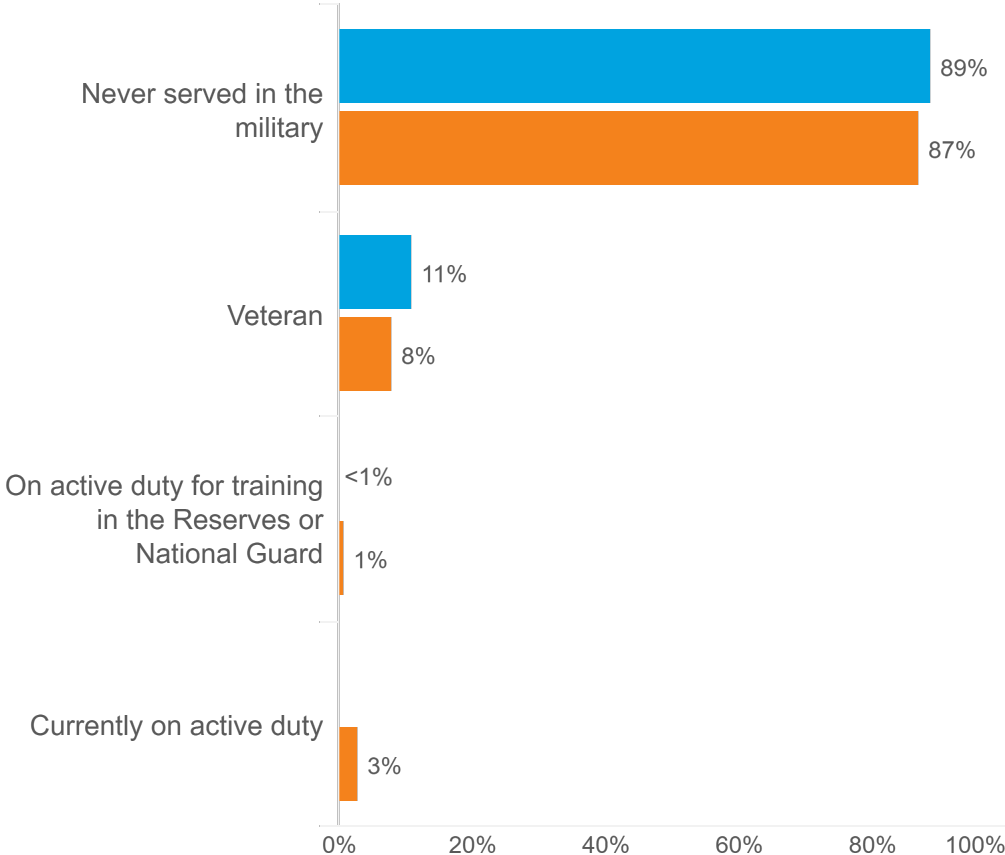


## Hispanic Background



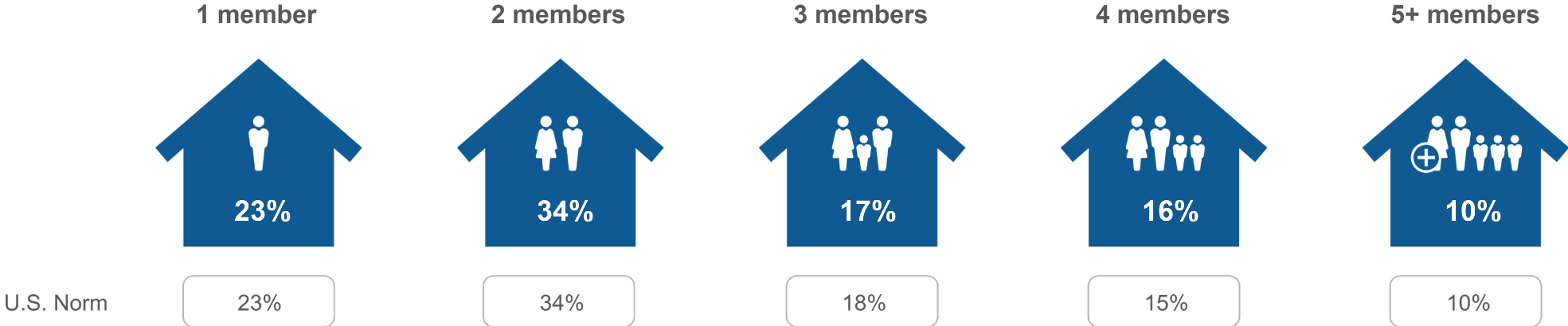
## Military Status

Bourbon, Horses, & History U.S. Norm

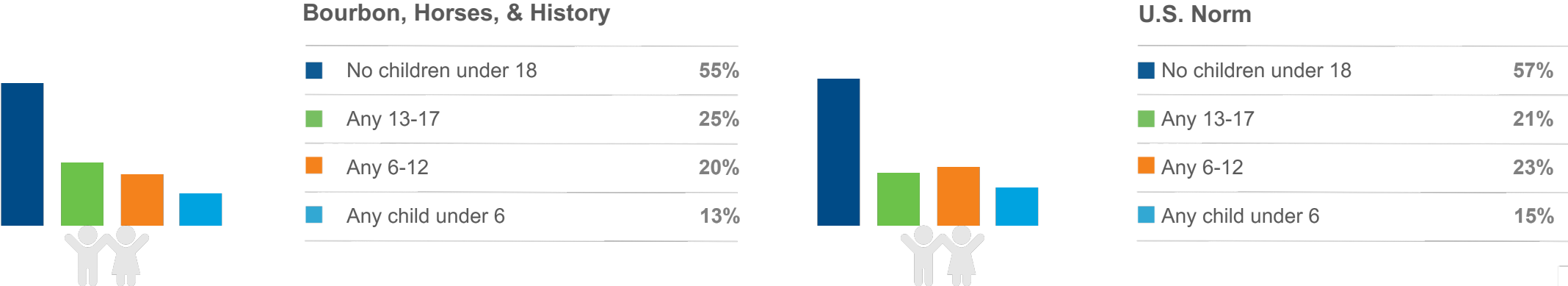




## Household Size



## Children in Household





# Travel USA Visitor Profile

Bluegrass, Horses, Bourbon, & Boone



2022/2023

## Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2022 and 2023 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 Bluegrass, Horses, Bourbon, and Boone Region, the following sample was achieved in 2022/2023:



Day Base Size

396

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

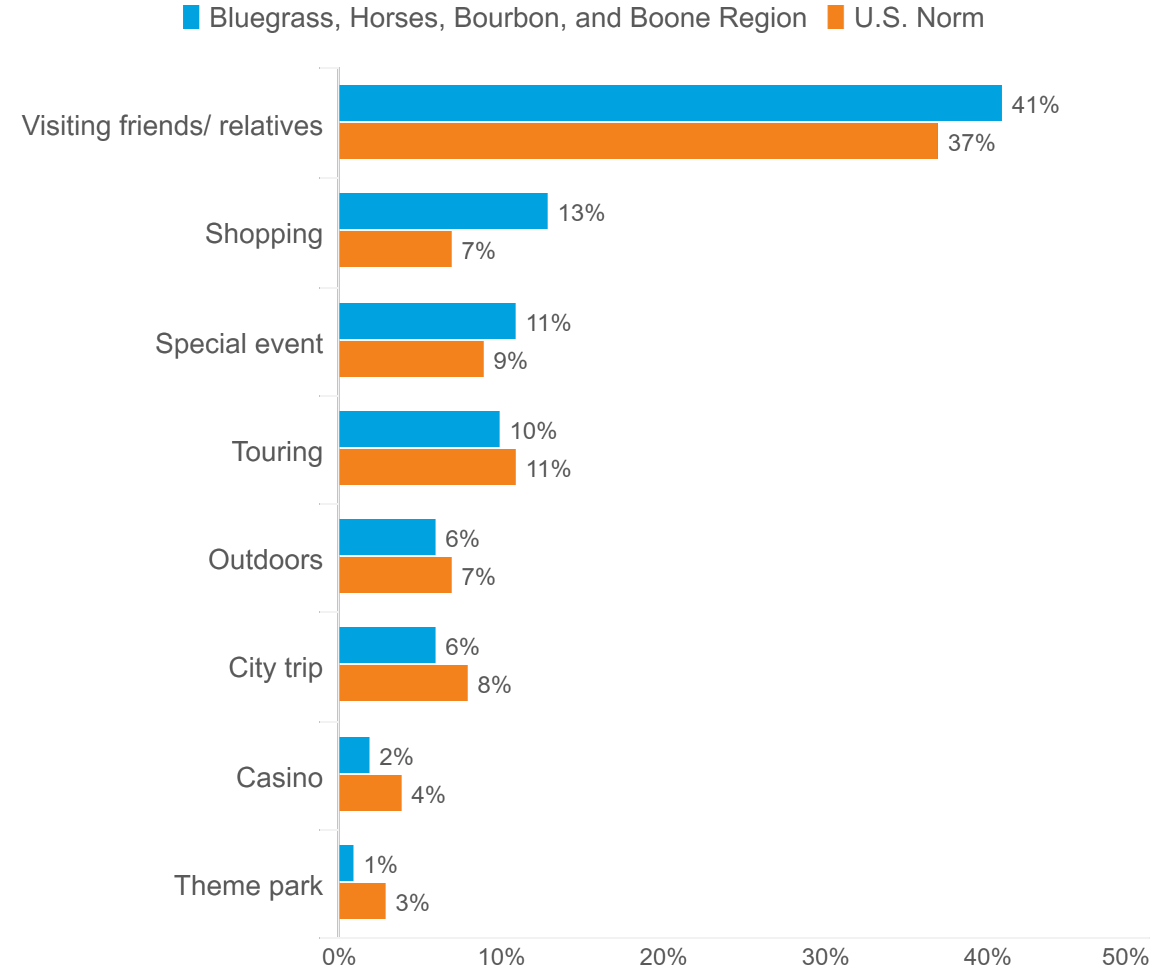
# Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2022/2023 Day Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip



# Structure of the U.S. and Bluegrass, Horses, Bourbon, and Boone Region Day Travel Market

Base: 2022/2023 Day Person-Trips

### 2023 U.S. Day Trips



■ Visiting friends/relatives	37%
■ Marketable	54%
■ Business	6%
■ Business-leisure	3%

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

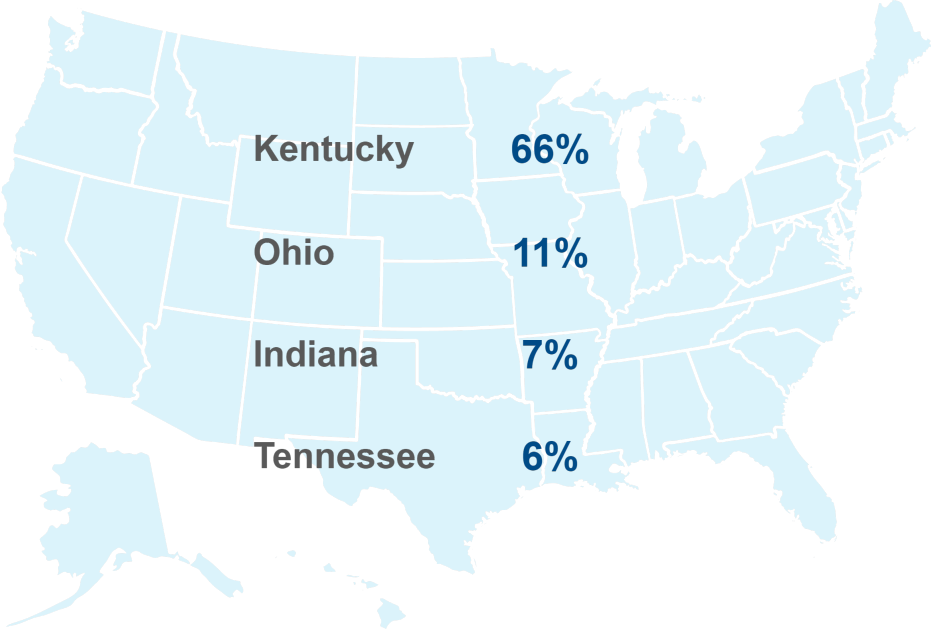


■ Visiting friends/relatives	41%
■ Marketable	50%
■ Business	6%
■ Business-leisure	3%

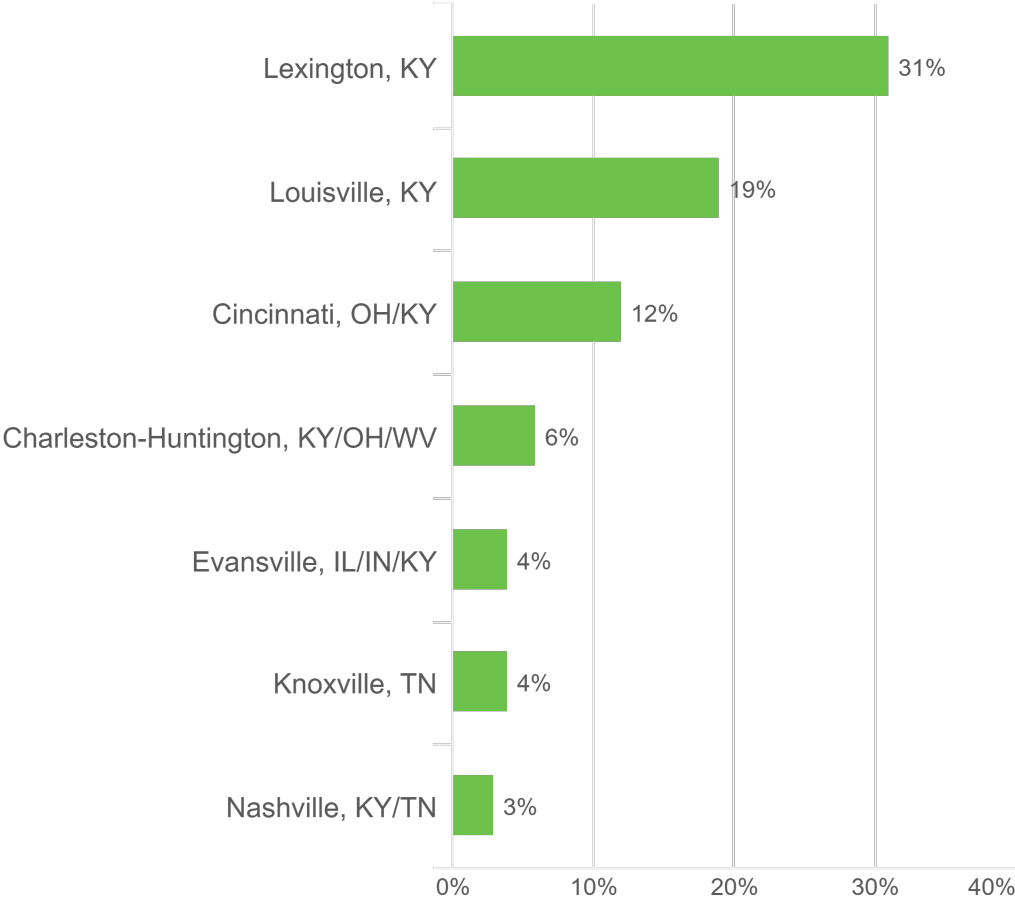
# Bluegrass, Horses, Bourbon, and Boone Region's Day Trip Characteristics

Base: 2022/2023 Day Person-Trips

### State Origin Of Trip



### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

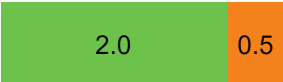
### Bluegrass, Horses, Bourbon, and Boone Region



Average number of people

Total  
**2.8**

### U.S. Norm



Average number of people

Total  
**2.6**



**14%** of travel parties had a travel party member that required accessibility services  
U.S. Norm: 15%

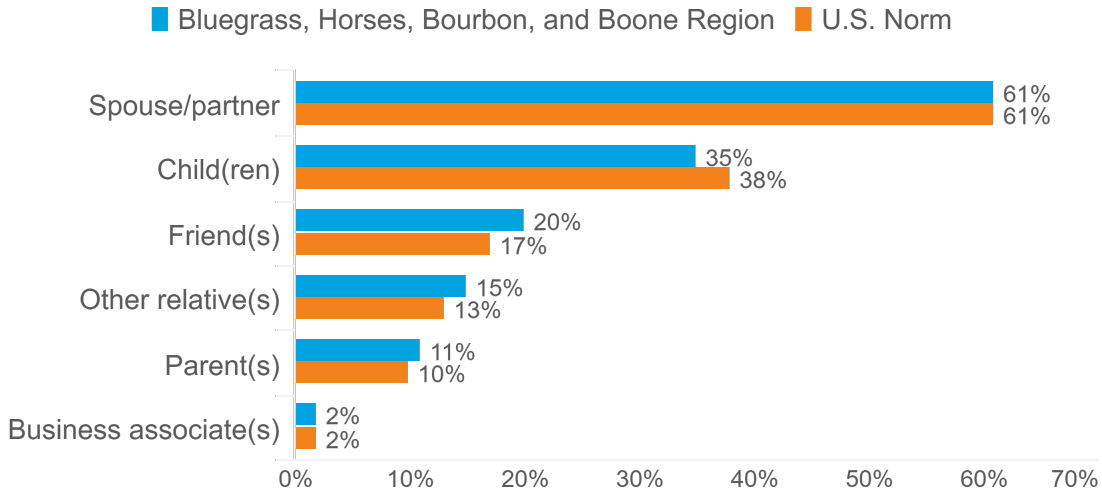


**17%** of trips only had one person in the travel party

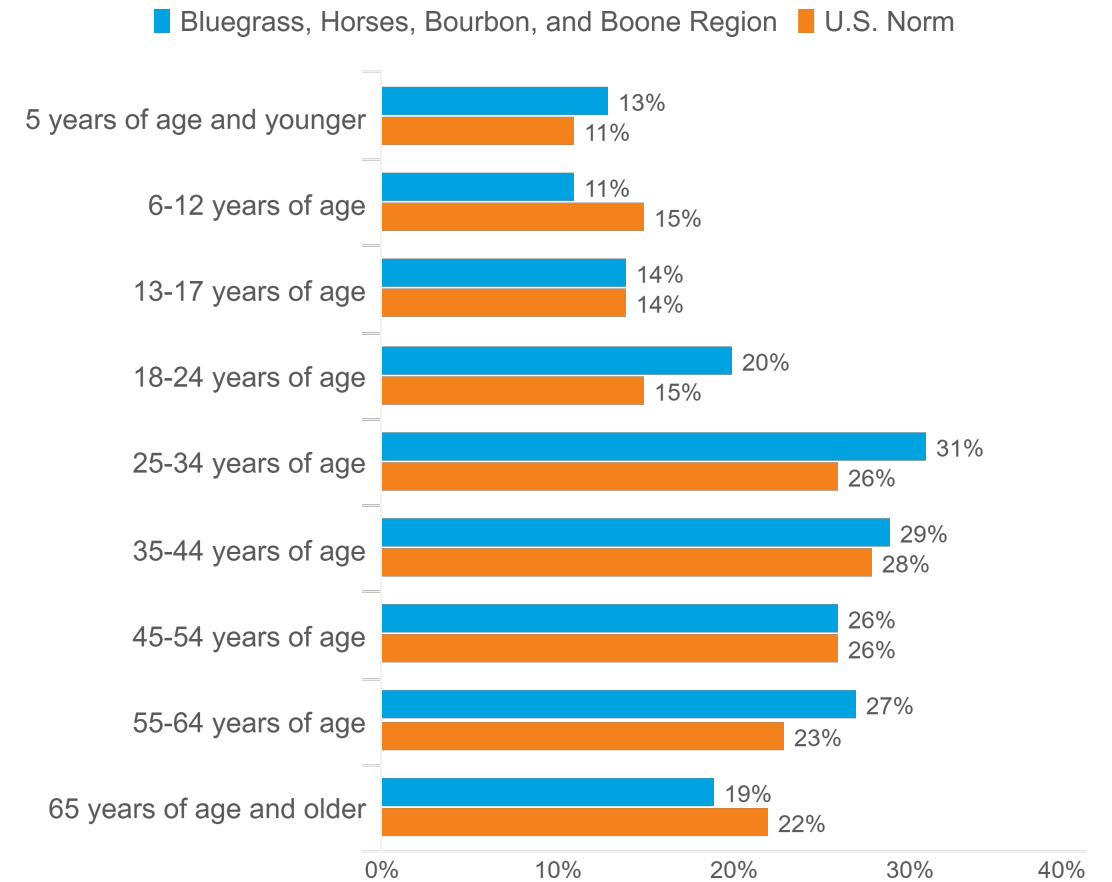
U.S. Norm: **25%**

## Composition of Immediate Travel Party

Base: 2022/2023 Day Person-Trips that included more than one person



## Travel Party Age



Question added in 2023, data is for 2023 only



## Activity Groupings

### Outdoor Activities



U.S. Norm: 32%

### Entertainment Activities



U.S. Norm: 40%

### Cultural Activities



U.S. Norm: 20%

### Sporting Activities



U.S. Norm: 14%

### Business Activities



U.S. Norm: 10%

## Activities and Experiences (Top 10)

Bluegrass, Horses, Bourbon, and Boone Region

U.S. Norm

	Shopping	29%	21%
	Sightseeing	15%	14%
	Landmark/historic site	12%	8%
	Attending celebration	11%	11%
	Winery/brewery/distillery tour	9%	4%
	Local parks/playgrounds	8%	6%
	Bar/nightclub	8%	7%
	National/state park	7%	5%
	Hiking/backpacking	6%	6%
	Museum	5%	7%

## Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping  
Bluegrass, Horses,  
Bourbon, and Boone  
Region

U.S. Norm



Outlet/mall shopping

50%

45%



Shopping at locally owned  
businesses

49%

42%



Big box stores (Walmart,  
Costco)

31%

26%



Souvenir shopping

25%

23%



Antiquing

20%

12%



Convenience/grocery  
shopping

19%

26%



Farmers market

9%

13%

Question updated in 2023, data is for 2023 only

## Dining Types on Trip

Bluegrass, Horses,  
Bourbon, and Boone  
Region

U.S. Norm



Fast food

46%

39%



Casual dining

40%

43%



Unique/local food

19%

20%



Picnicking

8%

9%



Carry-out/food delivery  
service

7%

12%



Fine/upscale dining

5%

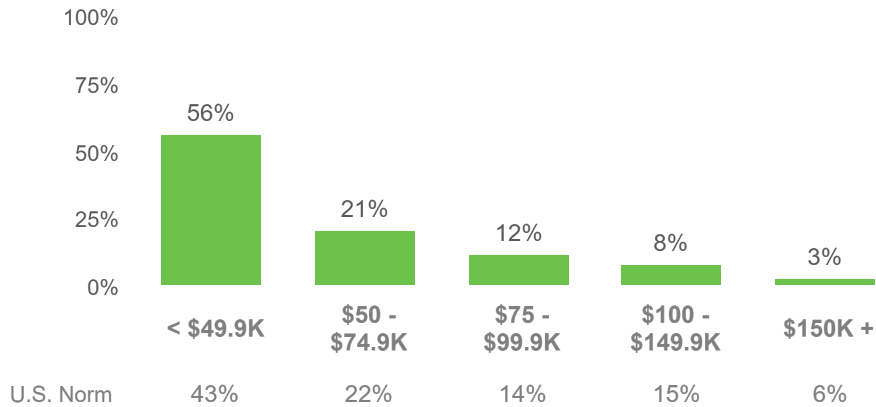
10%

Question updated in 2023, data is for 2023 only

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

Base: 2022/2023 Day Person-Trips

## Household Income



## Age

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

### Bluegrass, Horses, Bourbon, and Boone Region

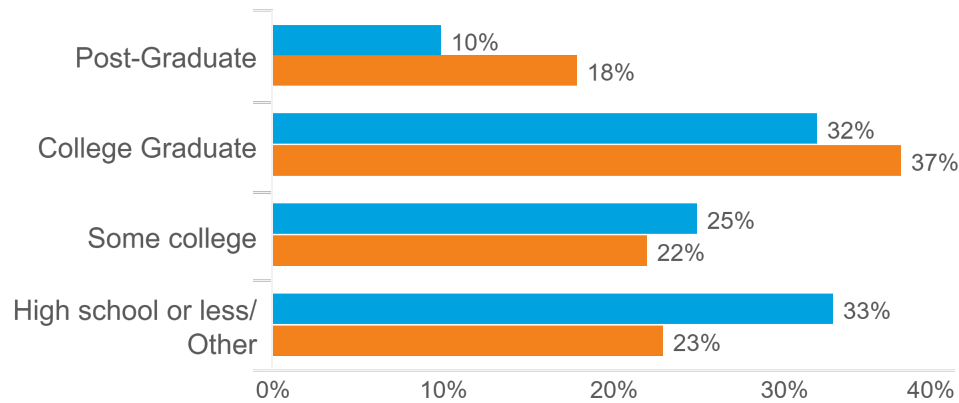


### U.S. Norm



## Educational Attainment

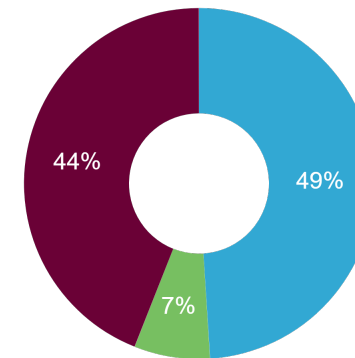
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



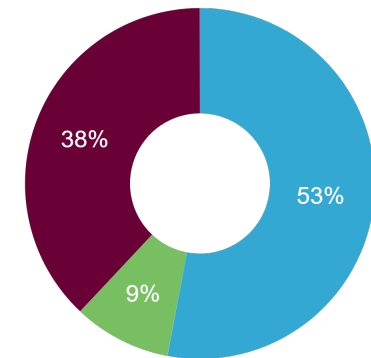
## Employment

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

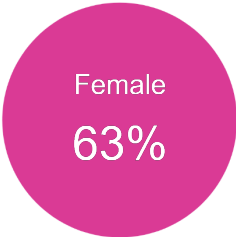
### Bluegrass, Horses, Bourbon, and Boone Region



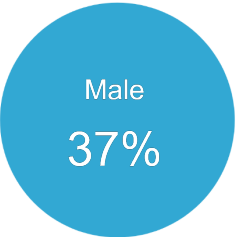
### U.S. Norm



## Gender



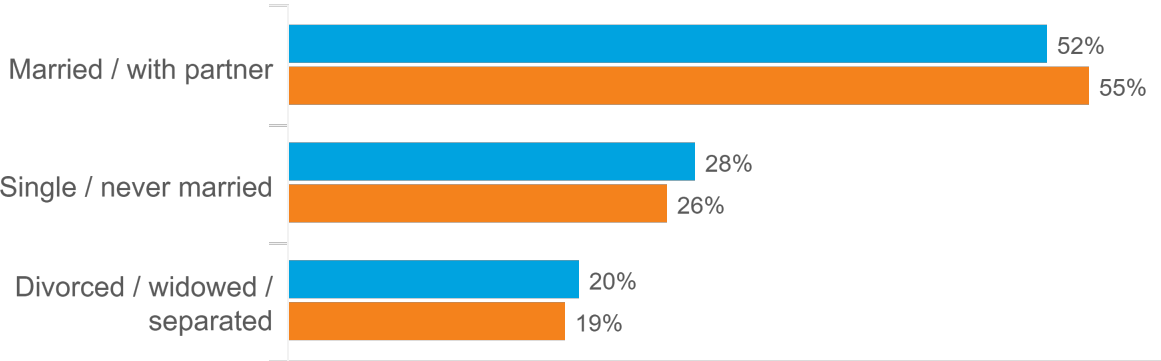
U.S. Norm  
50%



U.S. Norm  
50%

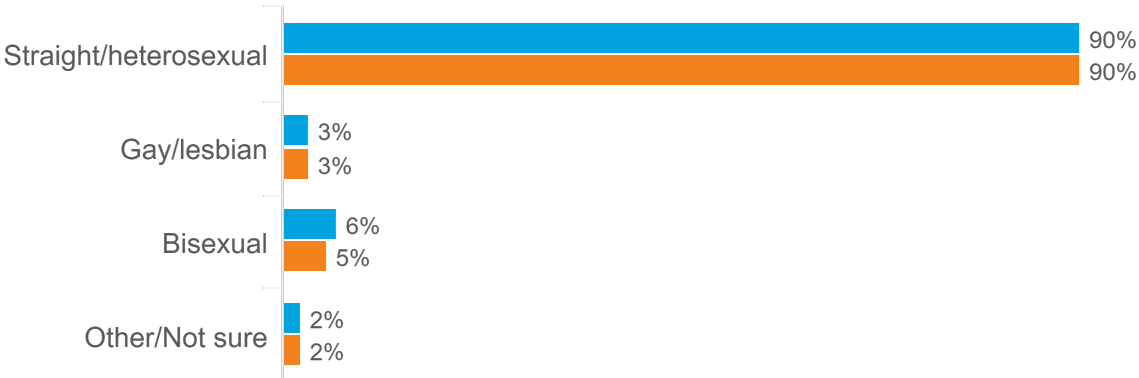
## Marital Status

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



## Sexual Orientation

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

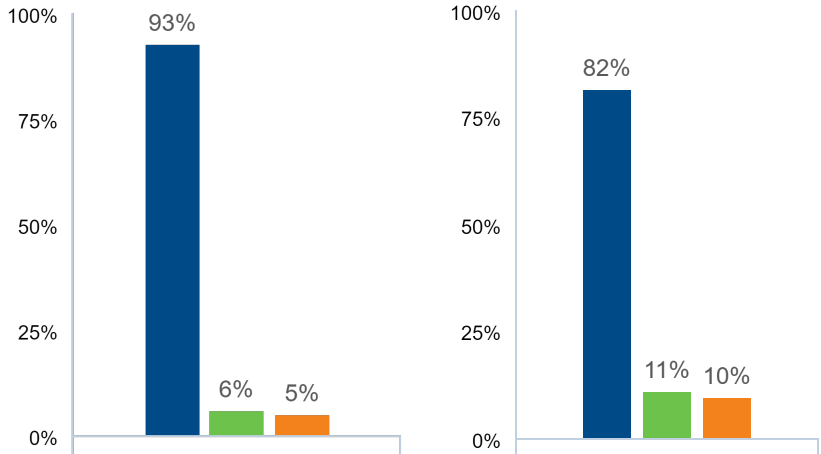


# Demographic Profile of Day Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2022/2023 Day Person-Trips

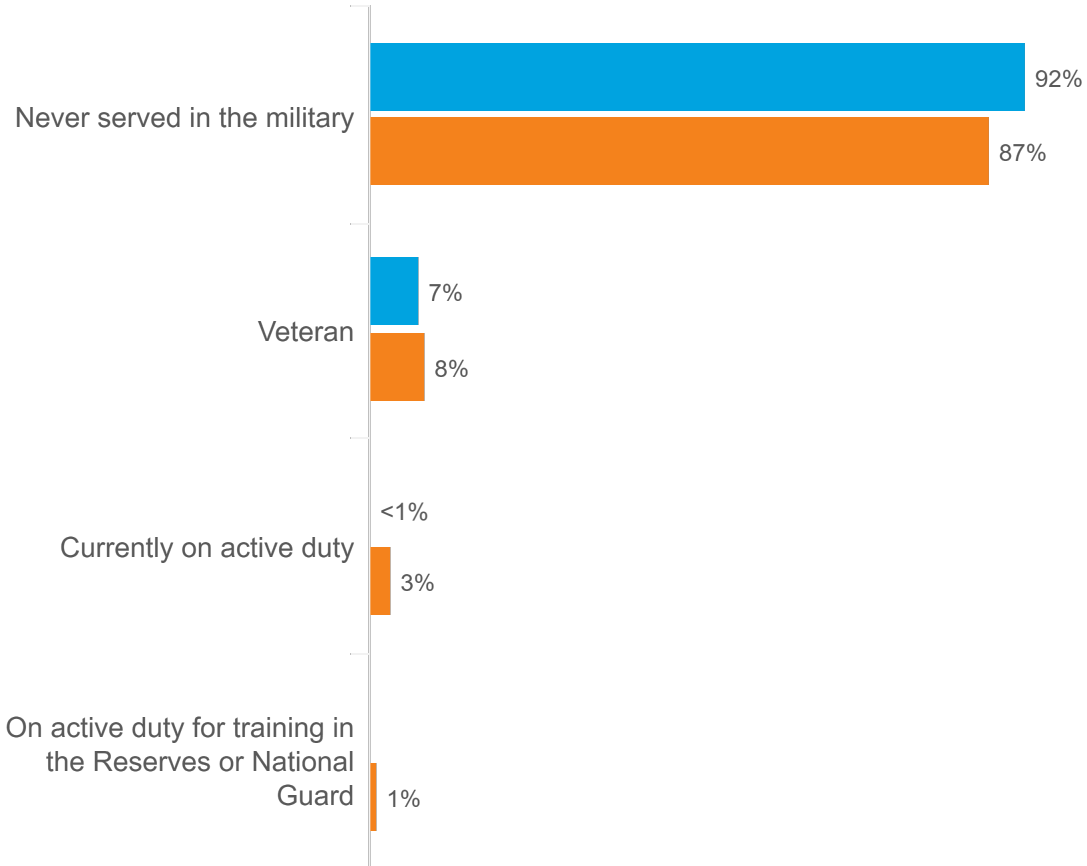
## Race

■ White 
 ■ African-American 
 ■ Other  
**Bluegrass, Horses, Bourbon, and Boone Region**



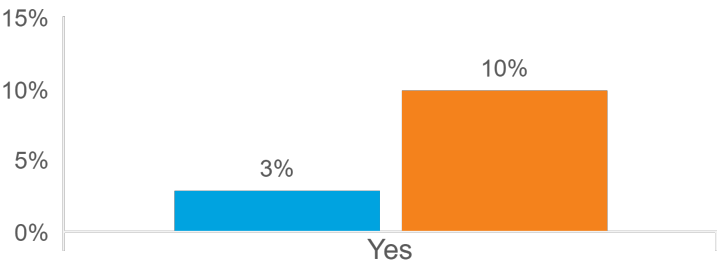
## Military Status

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

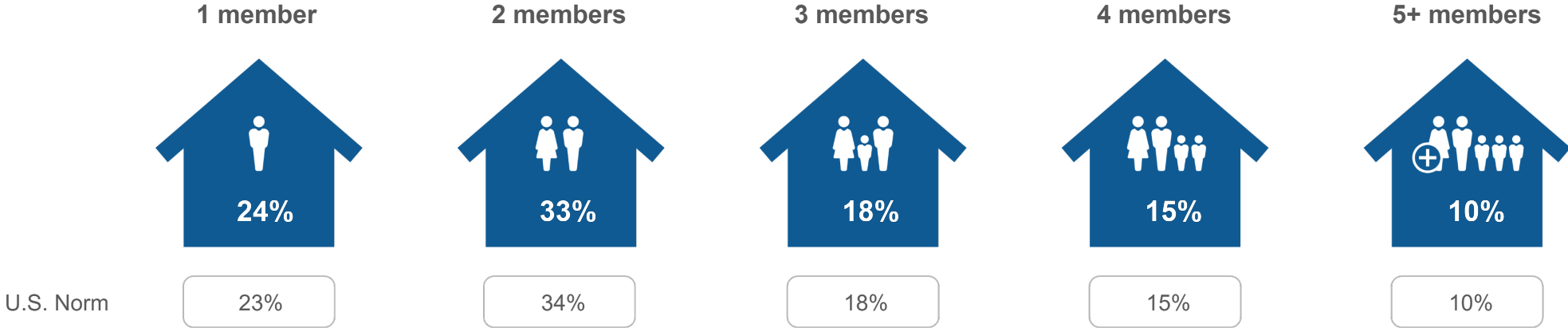


## Hispanic Background

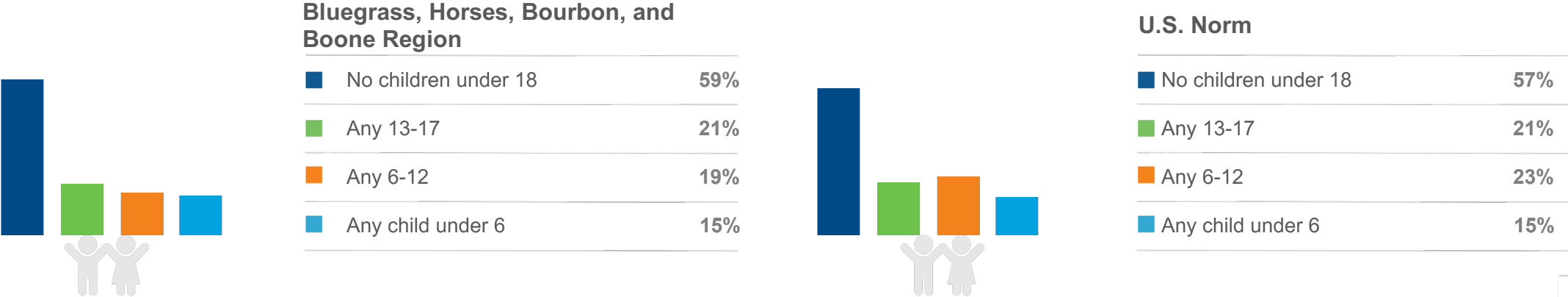
■ Bluegrass, Horses, Bourbon, and Boone Region 
 ■ U.S. Norm



## Household Size



## Children in Household



C  M P A S S

Longwoods  
INTERNATIONAL