



Travel USA Visitor Profile

Overnight Visitation

TEAM 
KENTUCKY®

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

2,862

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



2023

Past Visitation to Kentucky












85% of overnight travelers to Kentucky are repeat visitors

61% of overnight travelers to Kentucky had visited before in the past 12 months

Kentucky's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

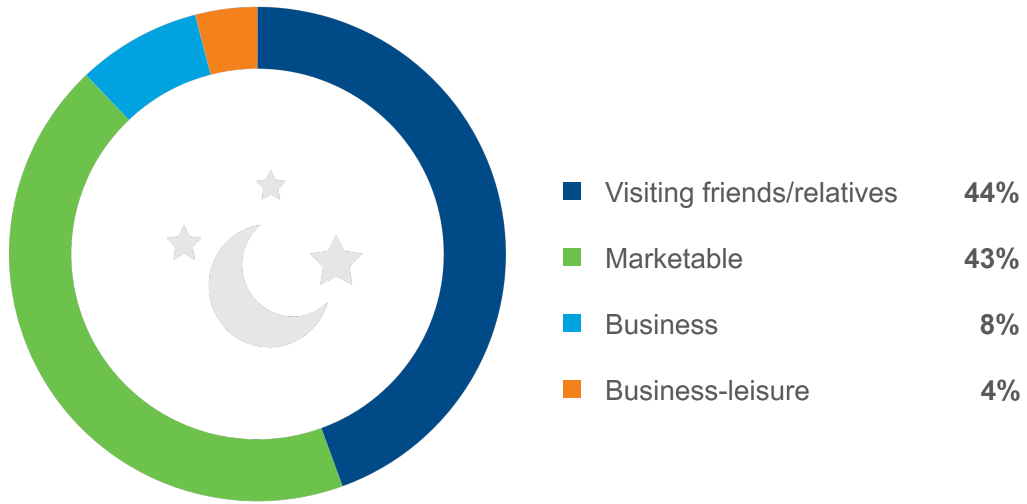
Main Purpose of Trip

 44% Visiting friends/ relatives	
 12% Touring	 3% Conference/ Convention
 9% Special event	
 8% Outdoors	
 4% City trip	 5% Other business trip
 3% Theme park	
 2% Casino	 4% Business-Leisure
 2% Resort	

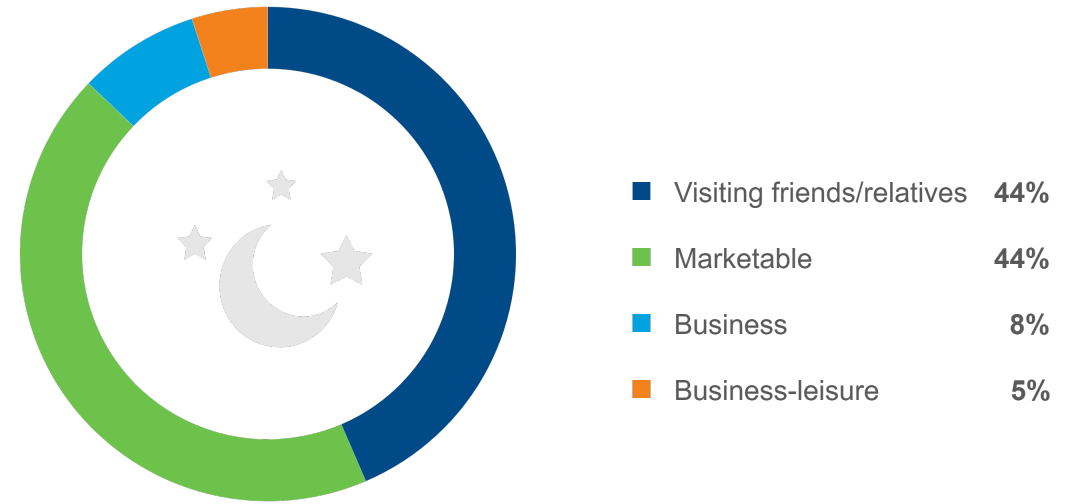
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	44%	44%
Touring	12%	11%
Special event	9%	7%
Outdoors	8%	9%
City trip	4%	5%
Theme park	3%	3%
Casino	2%	3%
Resort	2%	2%

2023 Kentucky Overnight Trips



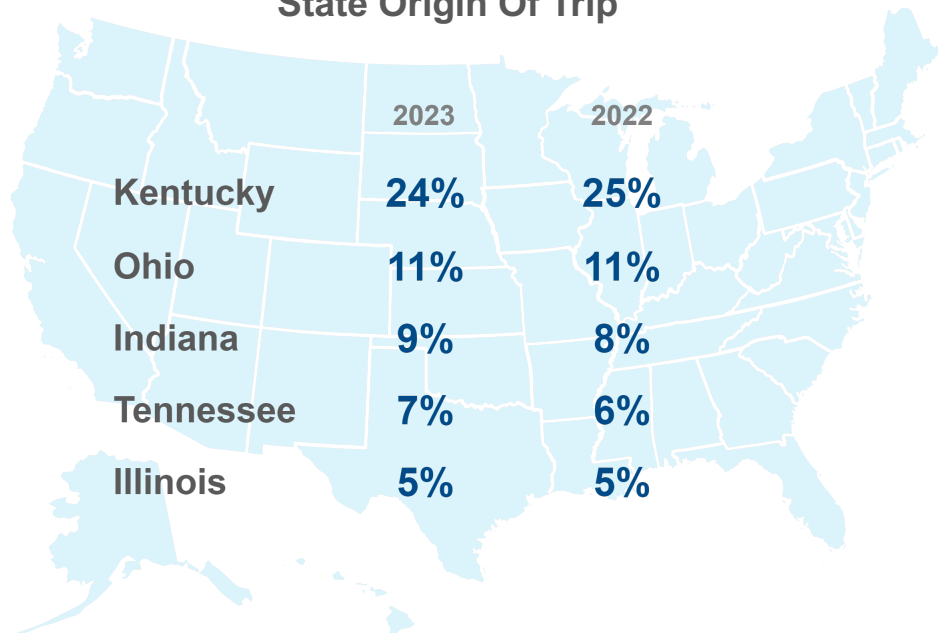
Last Year's Kentucky Overnight Trips



Kentucky's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

State Origin Of Trip



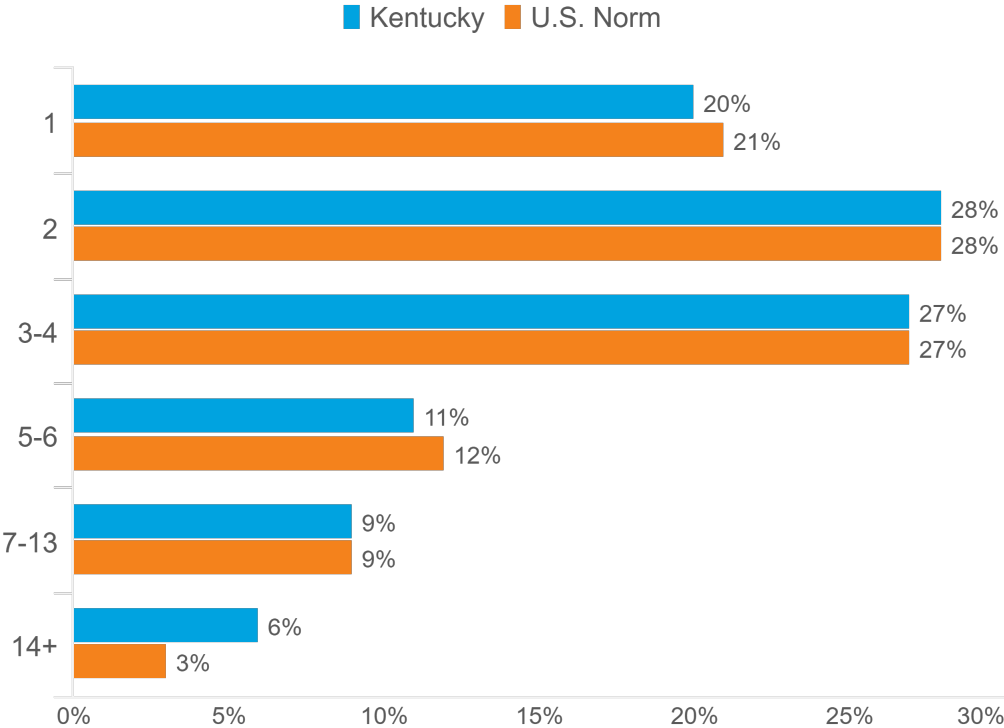
DMA Origin Of Trip

	2023	2022
Lexington, KY	8%	10%
Louisville, KY	7%	6%
Cincinnati, OH/KY	6%	6%
Indianapolis-Lafayette, IN	5%	4%
Nashville, KY/TN	5%	4%
Charleston-Huntington, KY/OH/WV	4%	3%
Chicago, IL	3%	3%
Evansville, IL/IN/KY	3%	3%
New York, NY	3%	3%
Los Angeles, CA	3%	2%



Season of Trip Total Overnight Person-Trips

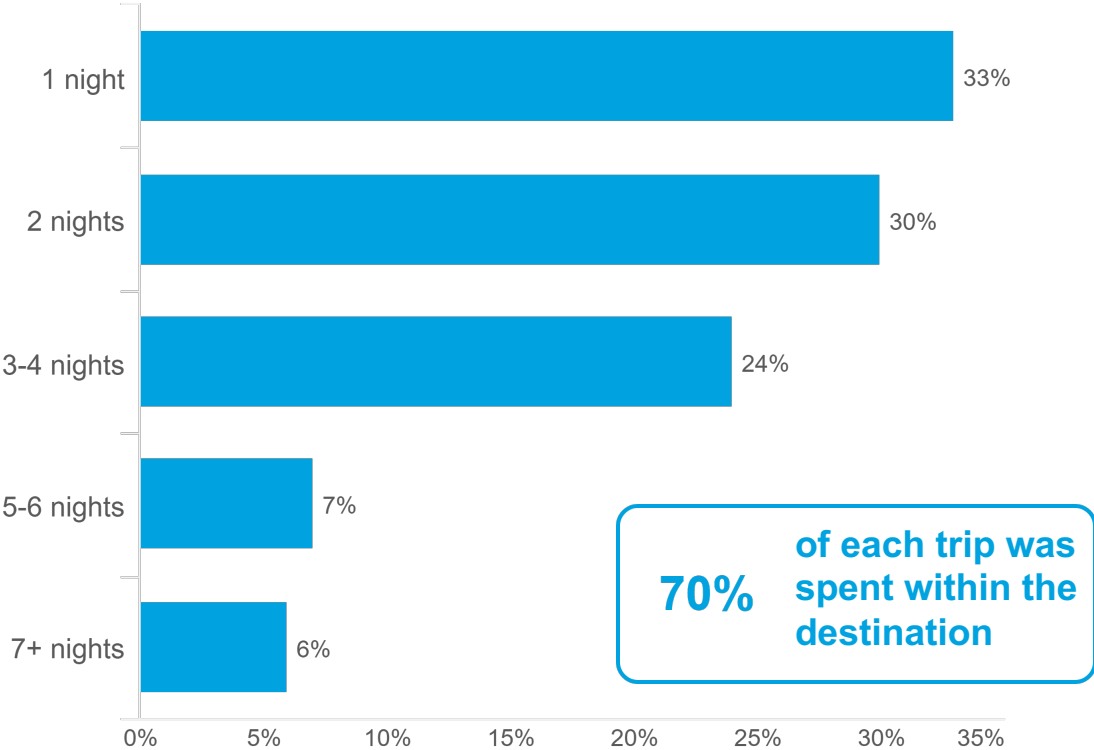
Total Nights Away on Trip



Kentucky
4.2
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Kentucky



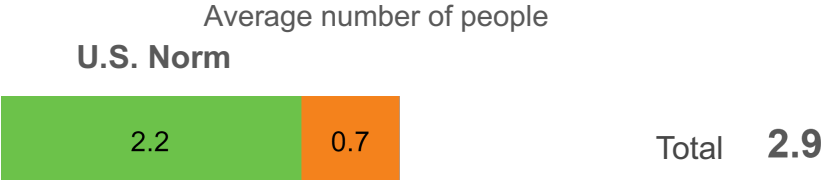
70% of each trip was spent within the destination

Average number of nights
2.9

Average last year
2.8

Size of Travel Party

■ Adults ■ Children



Average number of people

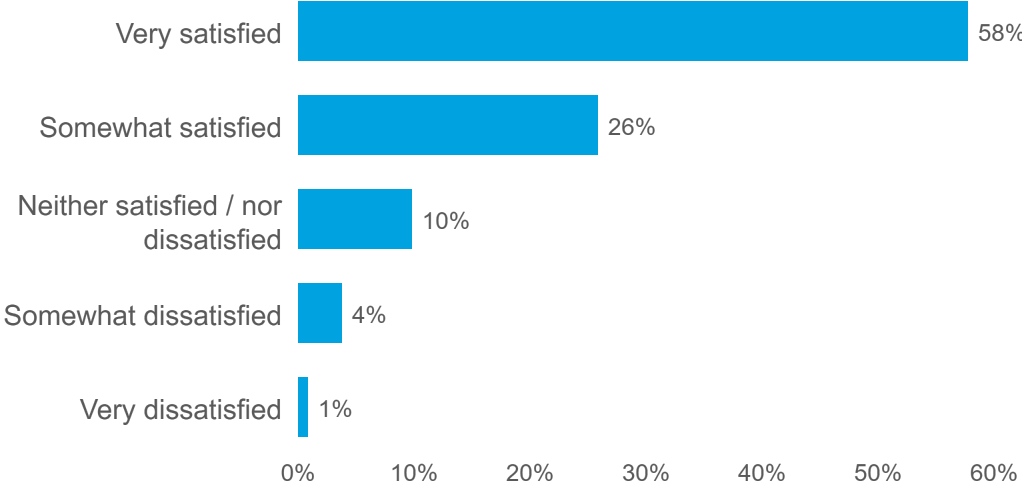


17% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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





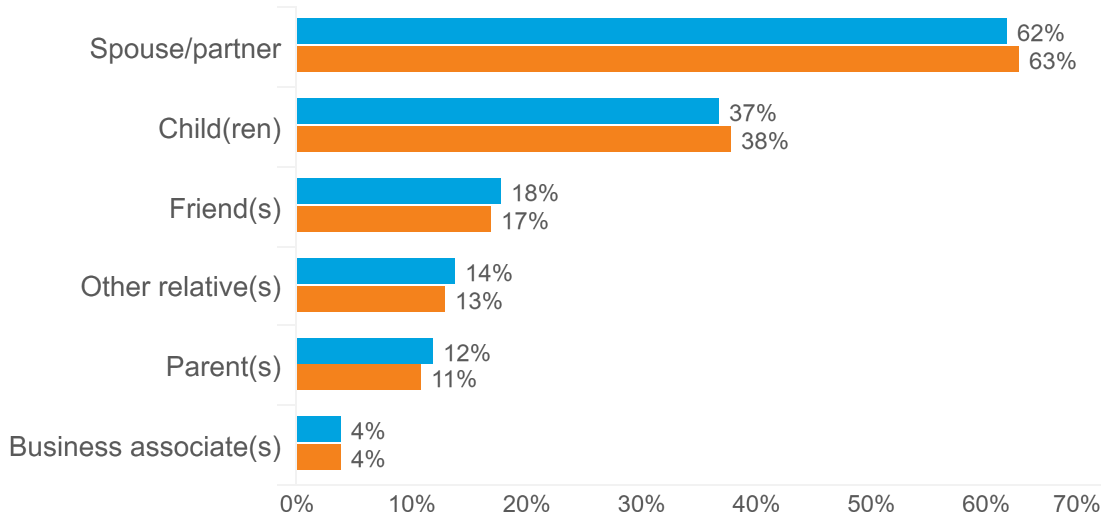
20% of trips only had one person in the travel party

U.S. Norm: **24%**

Composition of Immediate Travel Party

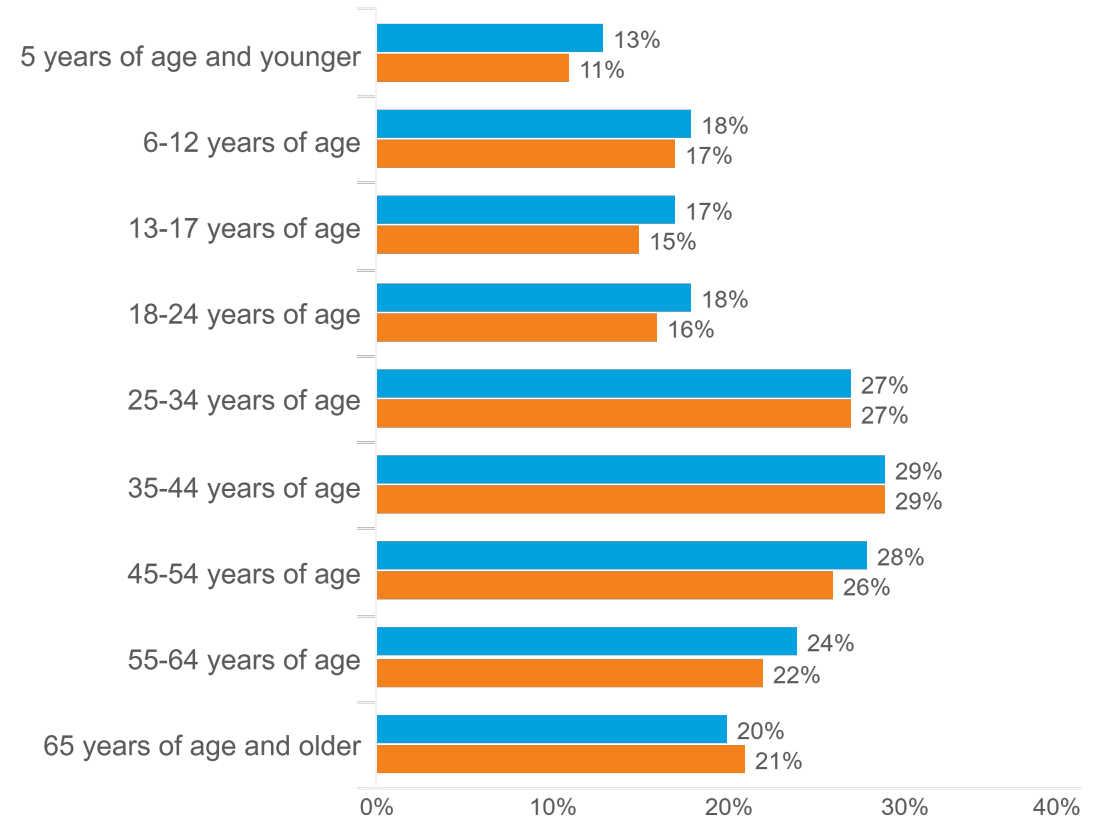
Base: 2023 Overnight Person-Trips that included more than one person

■ Kentucky ■ U.S. Norm



Travel Party Age

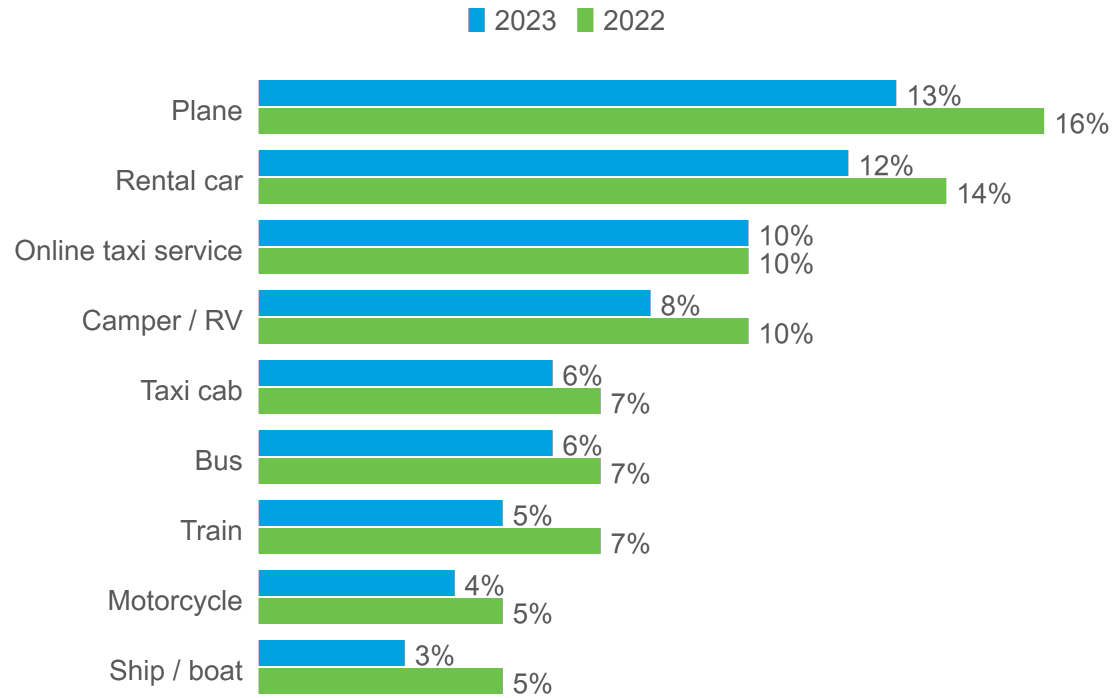
■ Kentucky ■ U.S. Norm



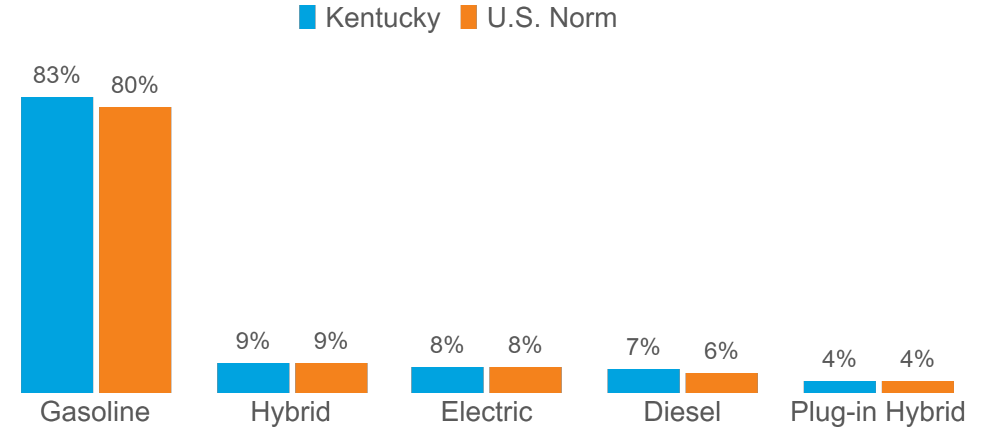
Transportation Used to get to Destination

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

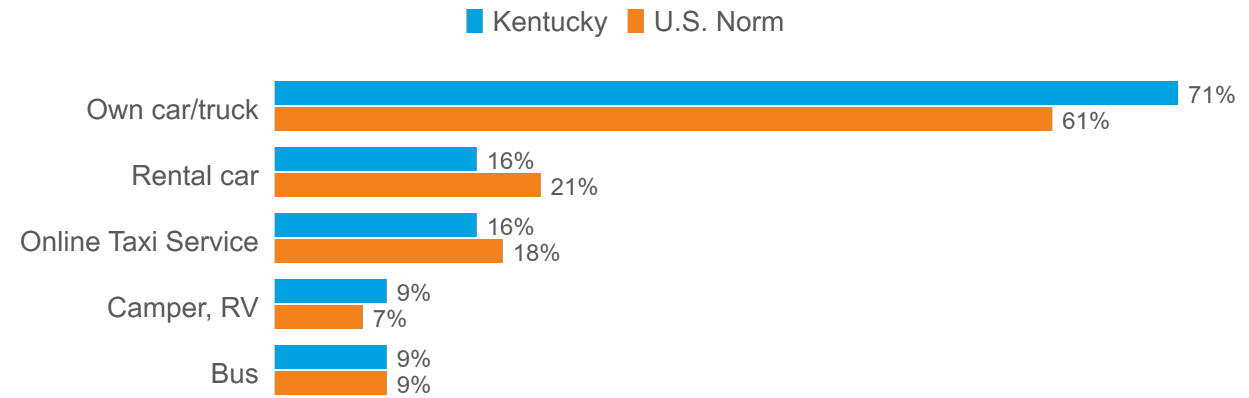
Previous year: **79%**



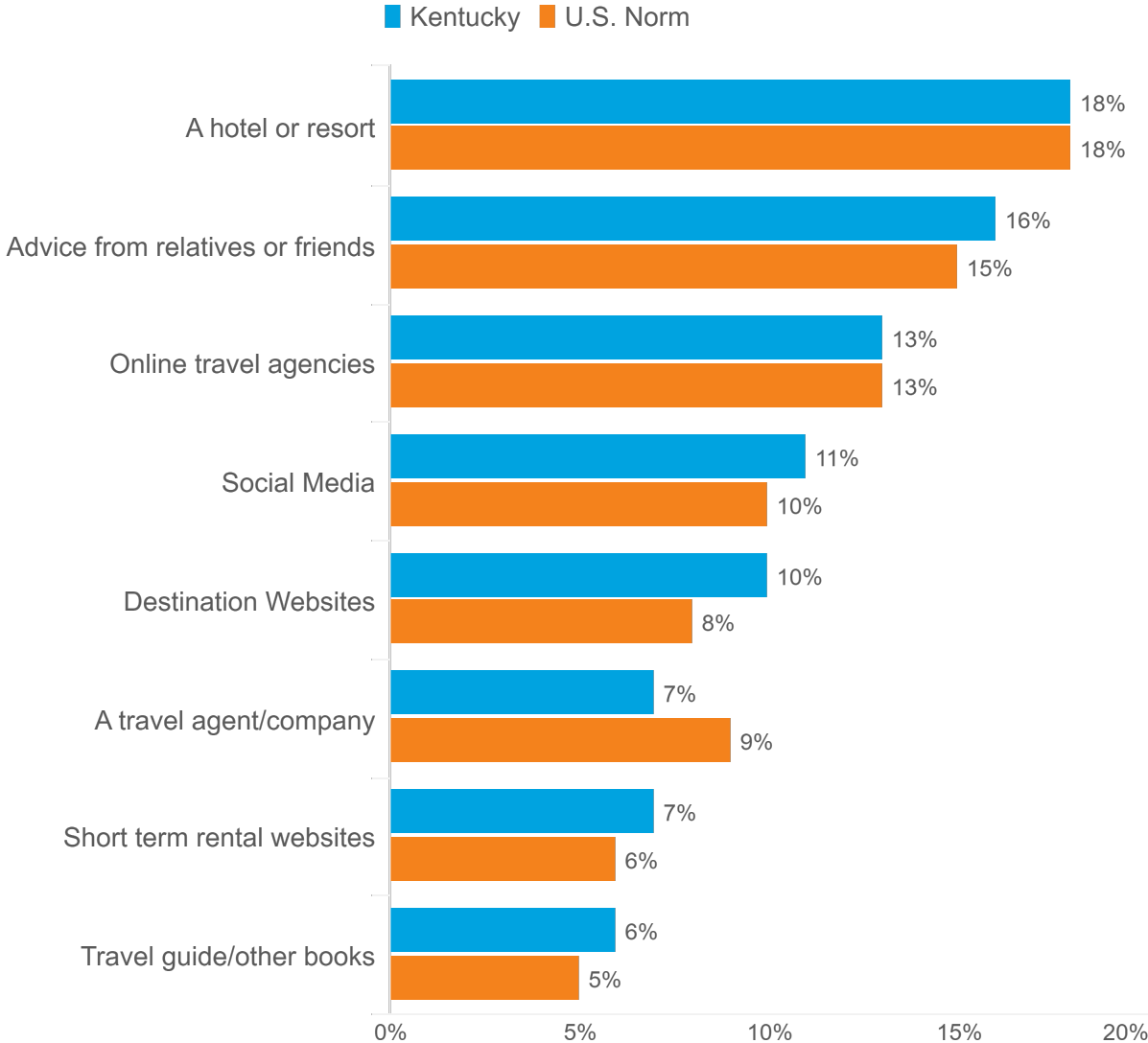
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

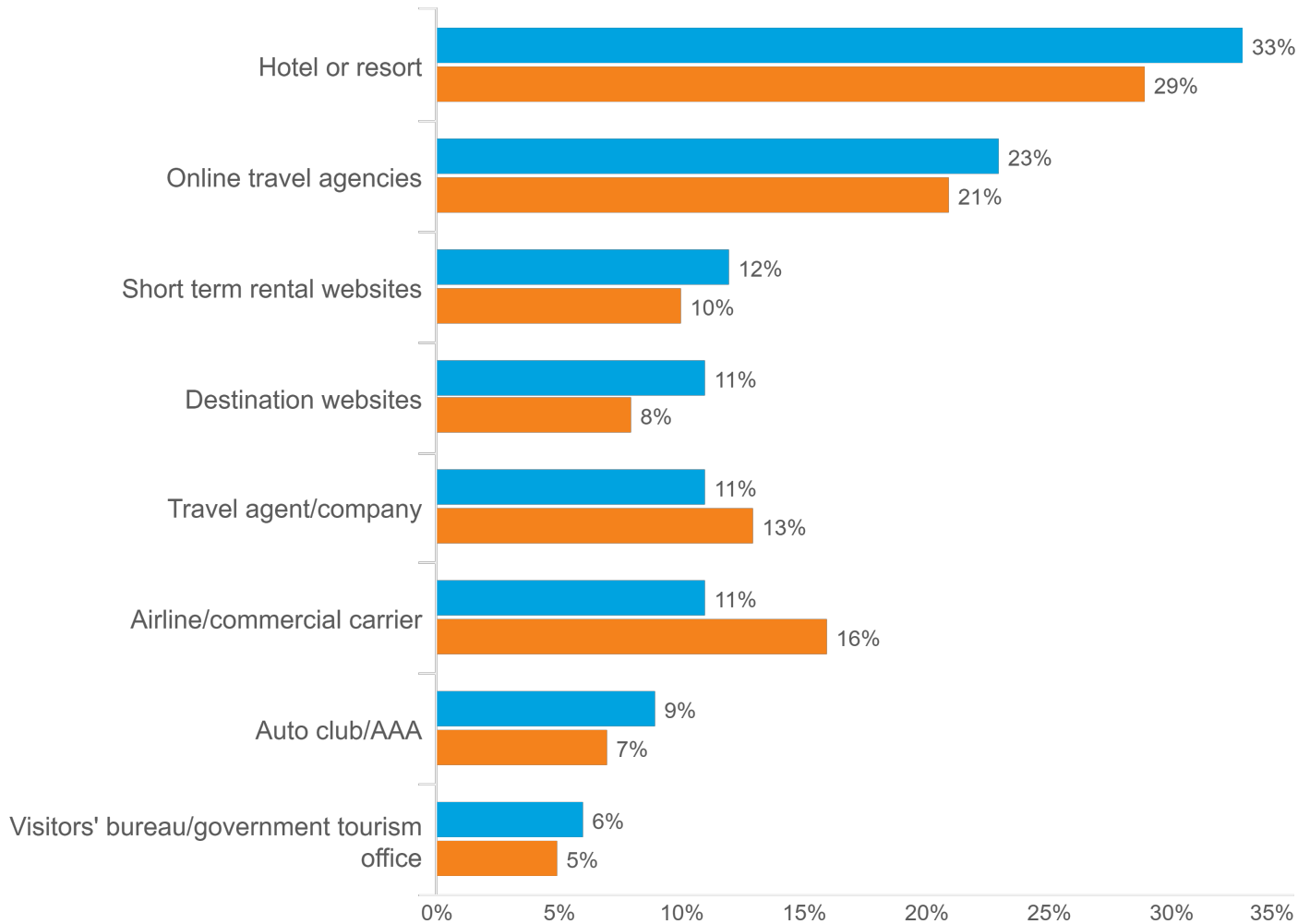
	Kentucky	U.S. Norm
1 month or less	31%	33%
2 months	14%	17%
3-5 months	18%	18%
6-12 months	12%	13%
More than 1 year in advance	5%	4%
Did not plan anything in advance	19%	15%

Kentucky's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

■ Kentucky ■ U.S. Norm



Accommodations

	2023	2022
 Hotel	46%	44%
 Home of friends / relatives	23%	23%
 Motel	16%	16%
 Campground / RV park	8%	7%
 Bed & breakfast	8%	9%
 Rented home / condo / apartment	7%	7%
 Resort hotel	7%	8%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities










U.S. Norm: 15%

Activities and Experiences (Top 10)







	2023	2022
Shopping	26%	26%
Sightseeing	21%	23%
Attending celebration	17%	18%
Landmark/historic site	17%	17%
Museum	14%	14%
Bar/nightclub	14%	13%
Local parks/playgrounds	12%	13%
National/state park	12%	13%
Swimming	12%	13%
Hiking/backpacking	11%	11%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

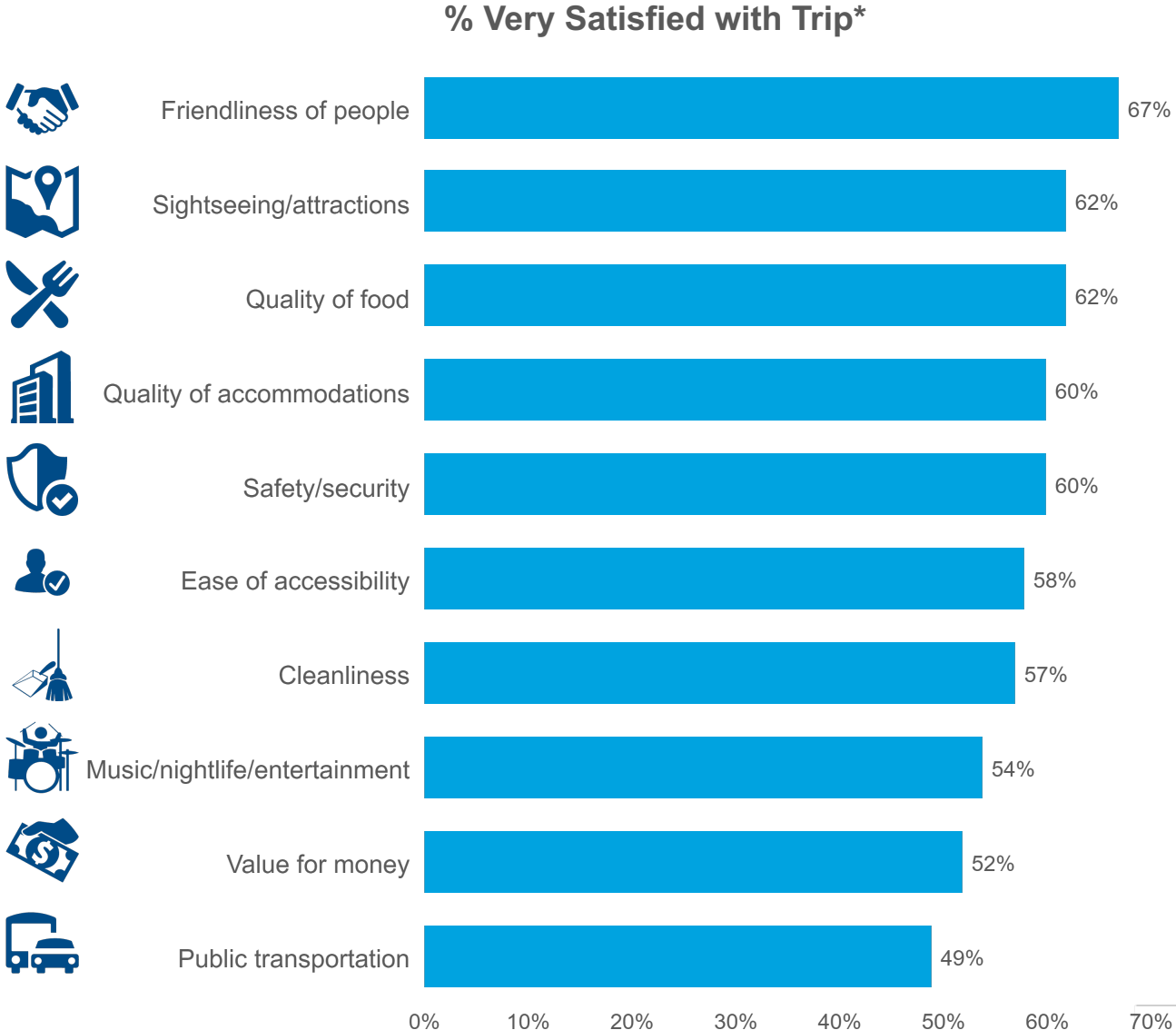
	Kentucky	U.S. Norm
 Shopping at locally owned businesses	48%	48%
 Outlet/mall shopping	48%	44%
 Convenience/grocery shopping	42%	42%
 Souvenir shopping	38%	38%
 Big box stores (Walmart, Costco)	36%	30%
 Farmers market	23%	17%
 Antiquing	21%	12%

Dining Types on Trip

	Kentucky	U.S. Norm
 Casual dining	55%	56%
 Fast food	54%	45%
 Unique/local food	30%	30%
 Carry-out/food delivery service	24%	22%
 Fine/upscale dining	15%	19%
 Picnicking	14%	11%



77%
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

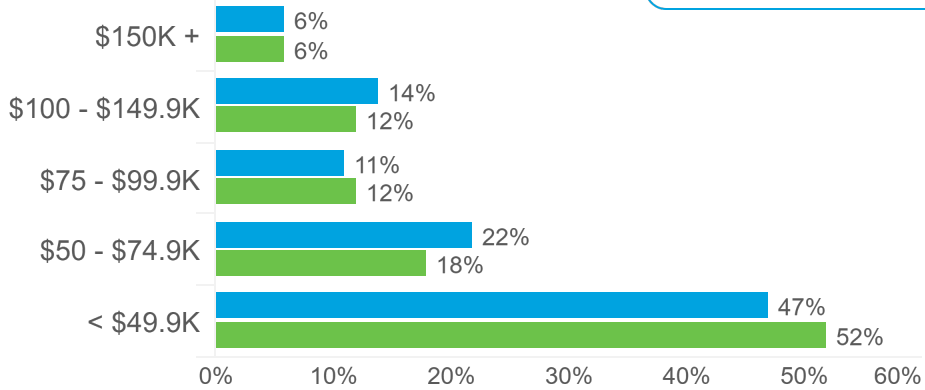
Demographic Profile of Overnight Kentucky Visitors

Base: 2023 Overnight Person-Trips

Household Income

■ 2023 ■ 2022

Average Income: 65.7K



Age

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

Kentucky



Average Age
44.6

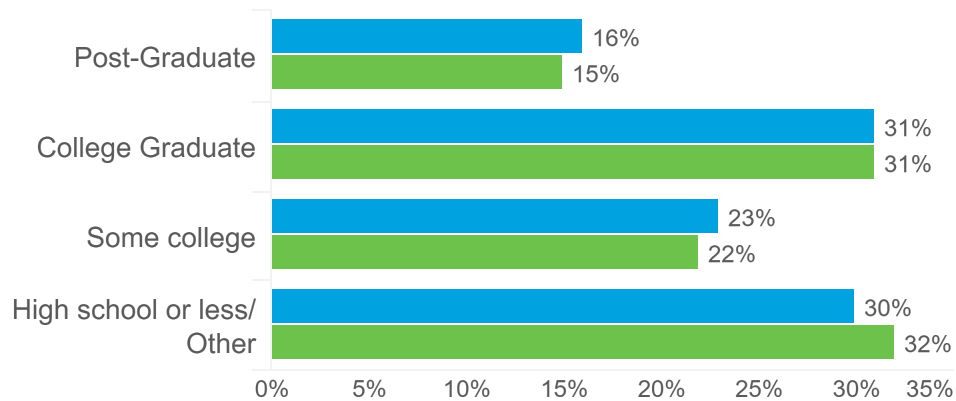
Previous Year



Average Age
43.8

Educational Attainment

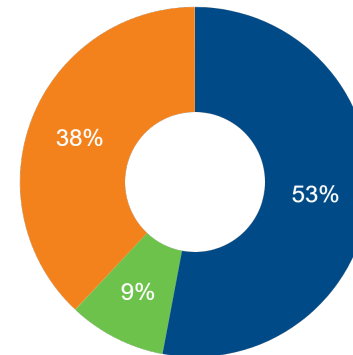
■ 2023 ■ 2022



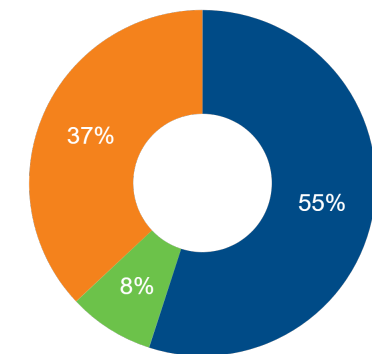
Employment

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

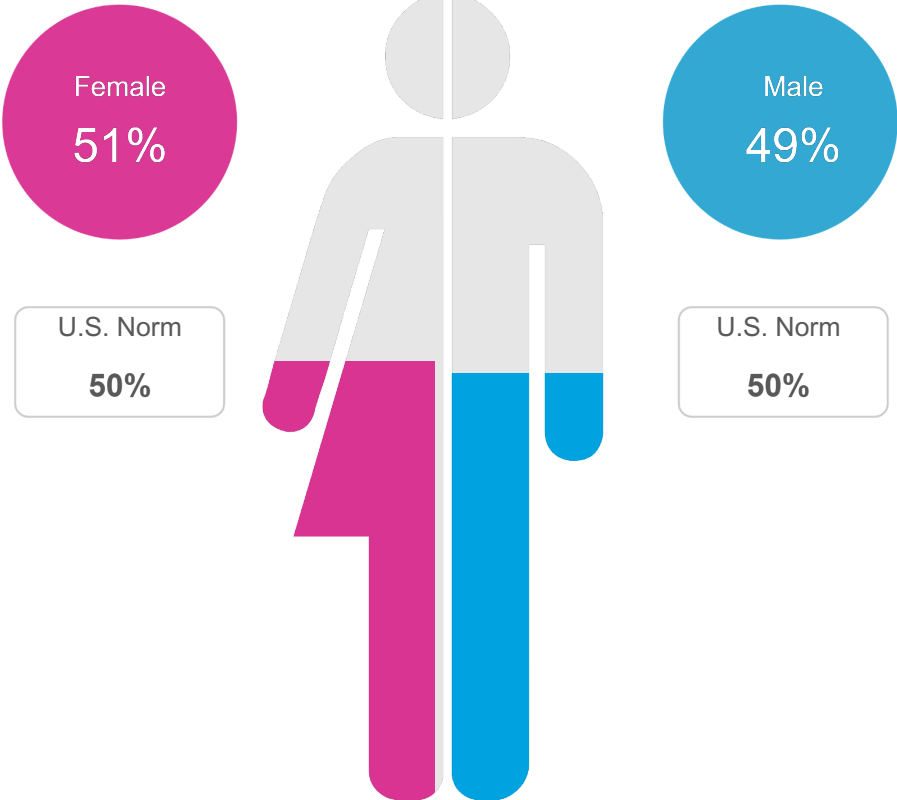
Kentucky



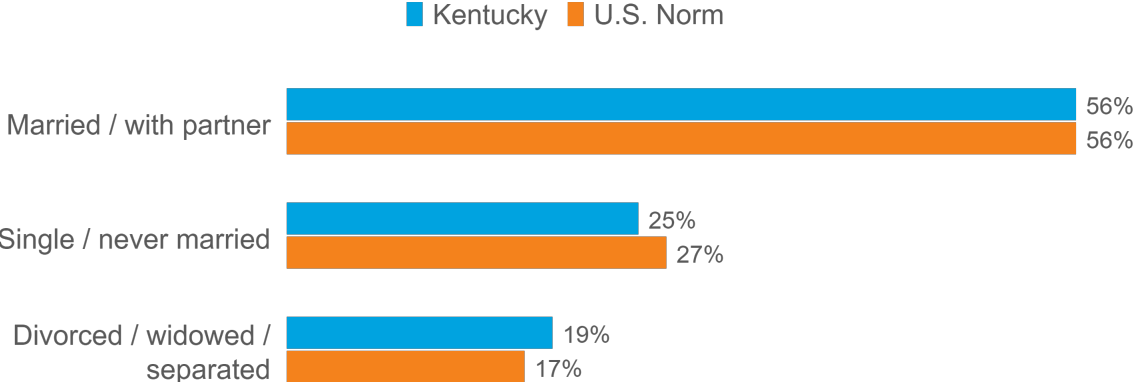
Kentucky's Previous Year



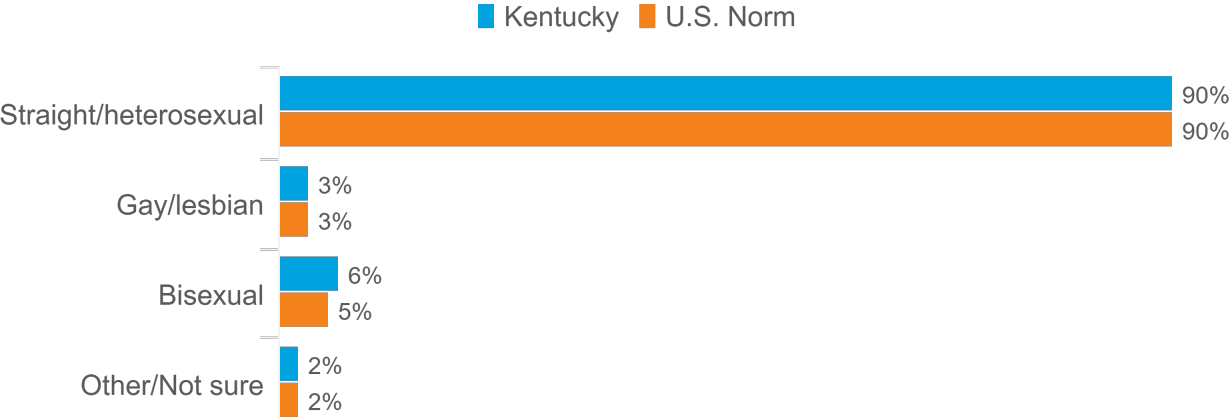
Gender



Marital Status

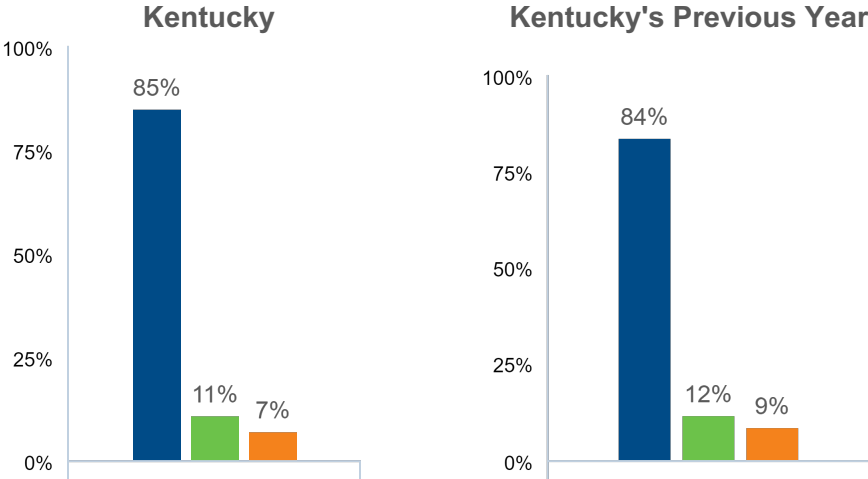


Sexual Orientation



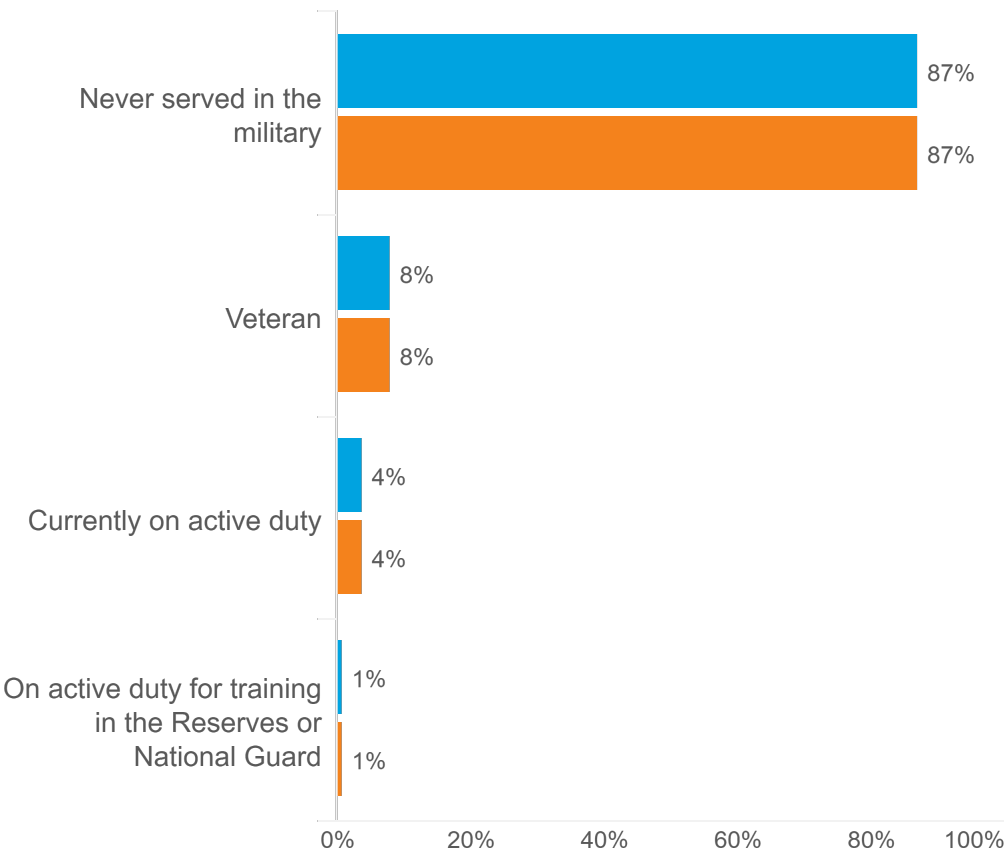
Race

White African-American Other



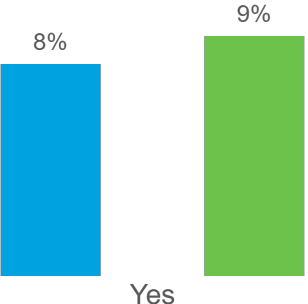
Military Status

Kentucky U.S. Norm

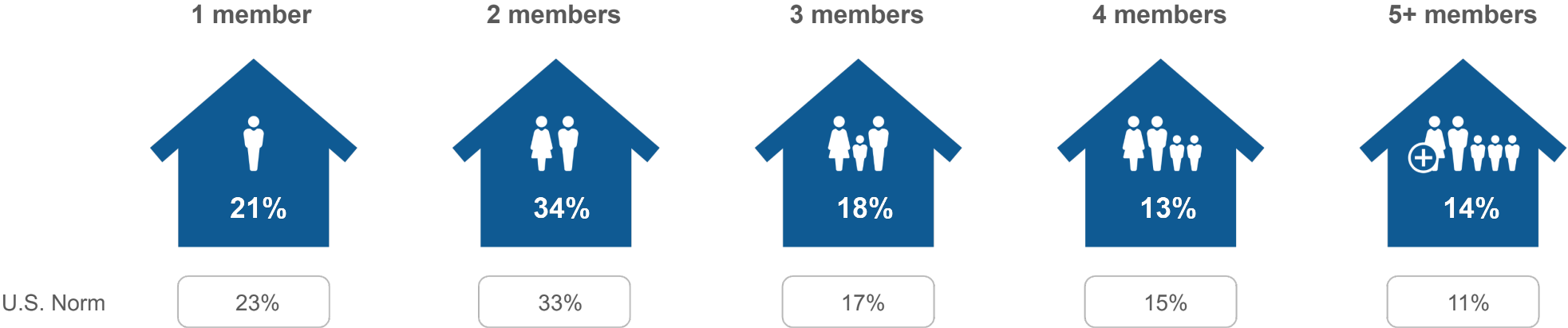


Hispanic Background

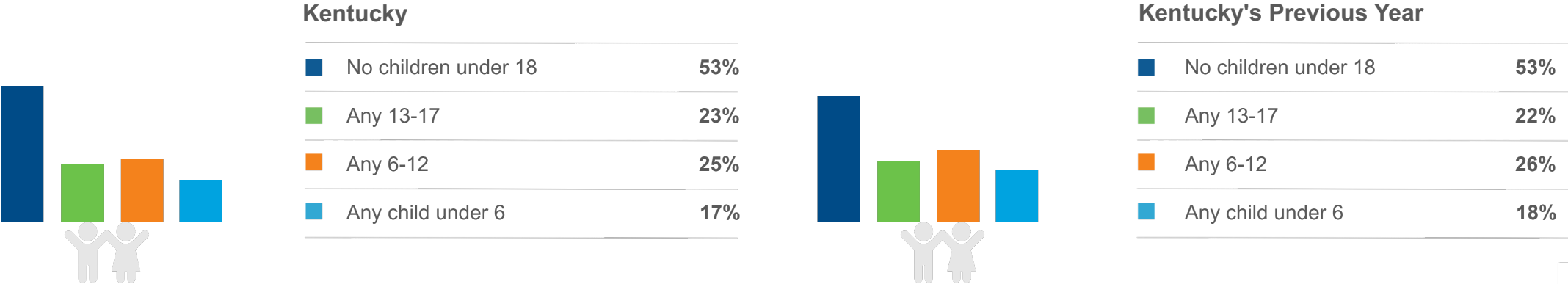
2023 2022



Household Size



Children in Household





Travel USA Visitor Profile

Region Map



2023





Travel USA Visitor Profile

Northern Kentucky River Region



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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

345

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

Past Visitation to Northern Kentucky River Region












68% of overnight travelers to Northern Kentucky River Region are repeat visitors

48% of overnight travelers to Northern Kentucky River Region had visited before in the past 12 months

Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

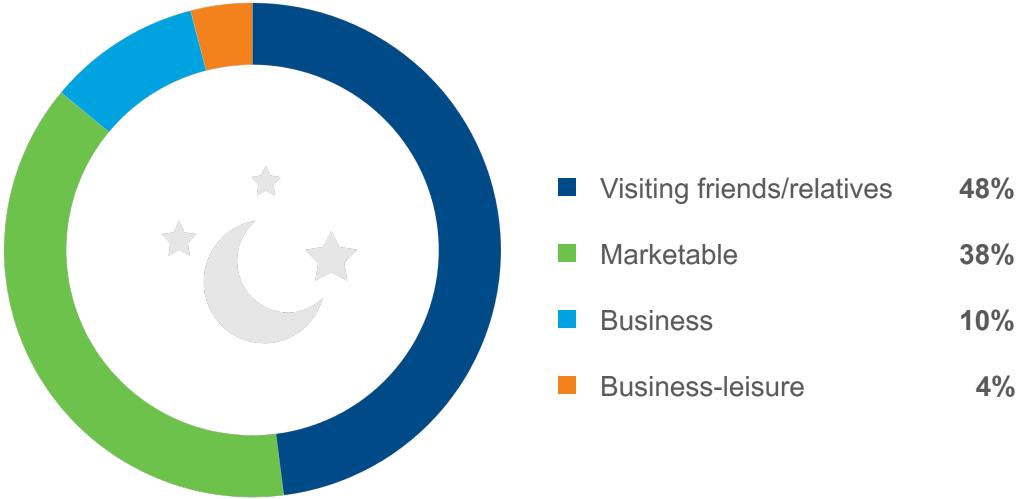
Main Purpose of Trip

 48% Visiting friends/ relatives	
 10% Special event	 3% Conference/ Convention
 9% Touring	
 6% Theme park	 7% Other business trip
 5% Outdoors	
 4% City trip	 4% Business-Leisure
 3% Casino	
 <1% Golf Trip	

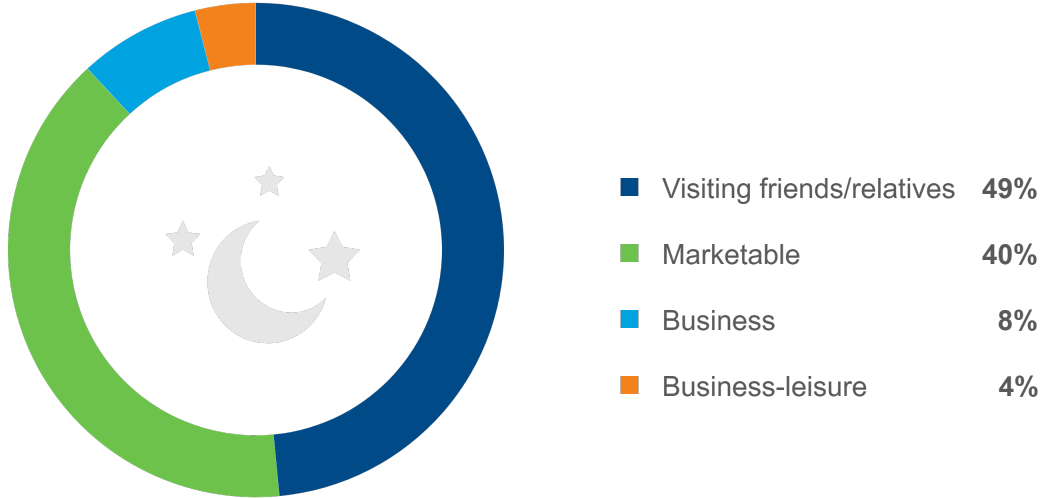
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	48%	49%
Special event	10%	7%
Touring	9%	11%
Theme park	6%	5%
Outdoors	5%	7%
City trip	4%	4%
Casino	3%	2%
Golf Trip	<1%	1%

2023 Northern Kentucky River Region Overnight Trips



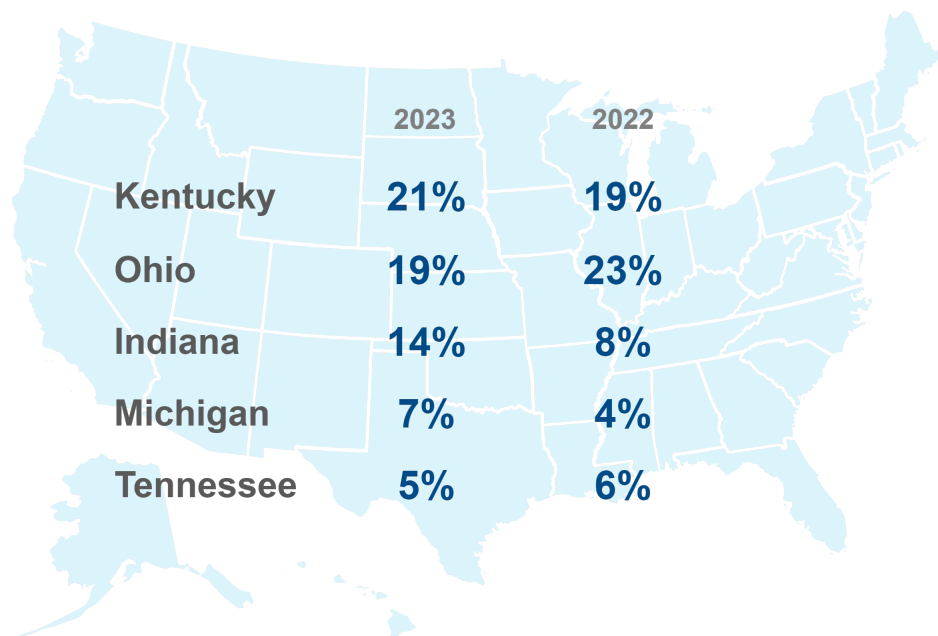
Last Year's Northern Kentucky River Region Overnight Trips



Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

State Origin Of Trip



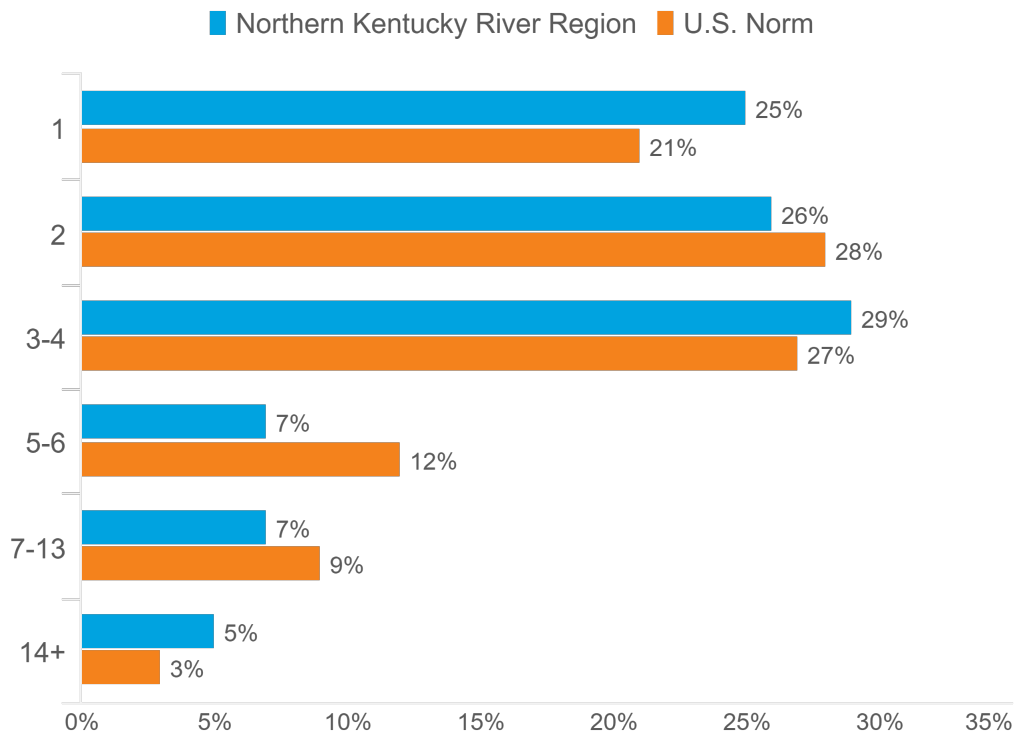
DMA Origin Of Trip

	2023	2022
Cincinnati, OH/KY	10%	11%
Indianapolis-Lafayette, IN	9%	4%
Louisville, KY	7%	4%
Lexington, KY	6%	7%
Columbus, OH	5%	6%
Charleston-Huntington, KY/OH/WV	4%	3%
Chicago, IL	3%	1%
Evansville, IL/IN/KY	3%	2%
Cleveland, OH	3%	4%
Flint-Saginaw-Bay City, MI	3%	<1%

Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

Total Nights Away on Trip



Northern Kentucky River Region

3.8

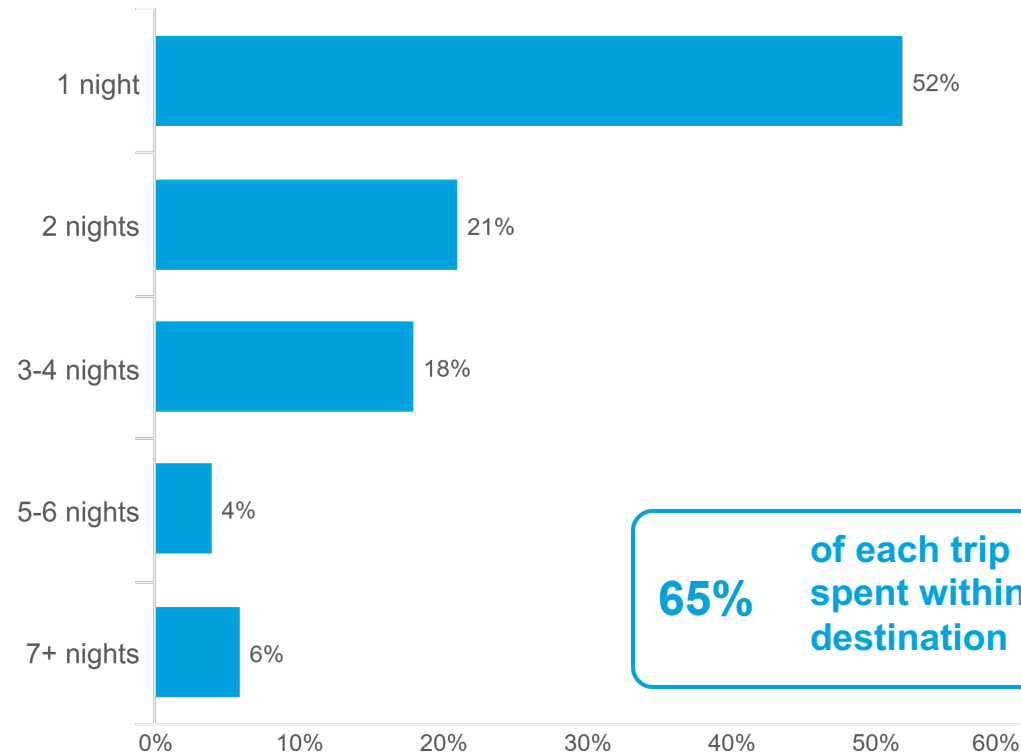
Average Nights

U.S. Norm

3.8

Average Nights

Nights Spent in Northern Kentucky River Region



65%

of each trip was spent within the destination

Average number of nights

2.5

Average last year

2.2

Size of Travel Party

■ Adults ■ Children

Northern Kentucky River Region



Total **2.6**

Average number of people

U.S. Norm



Total **2.9**

Average number of people

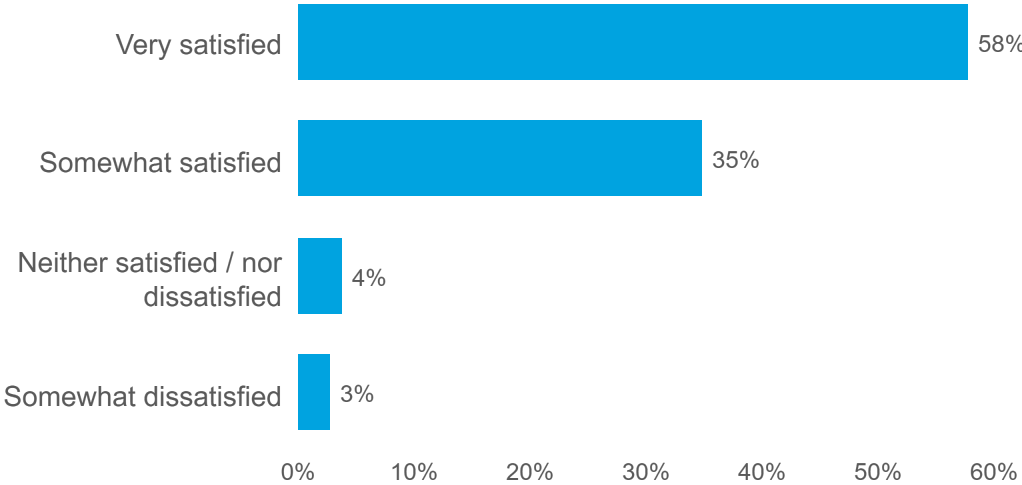


15% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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





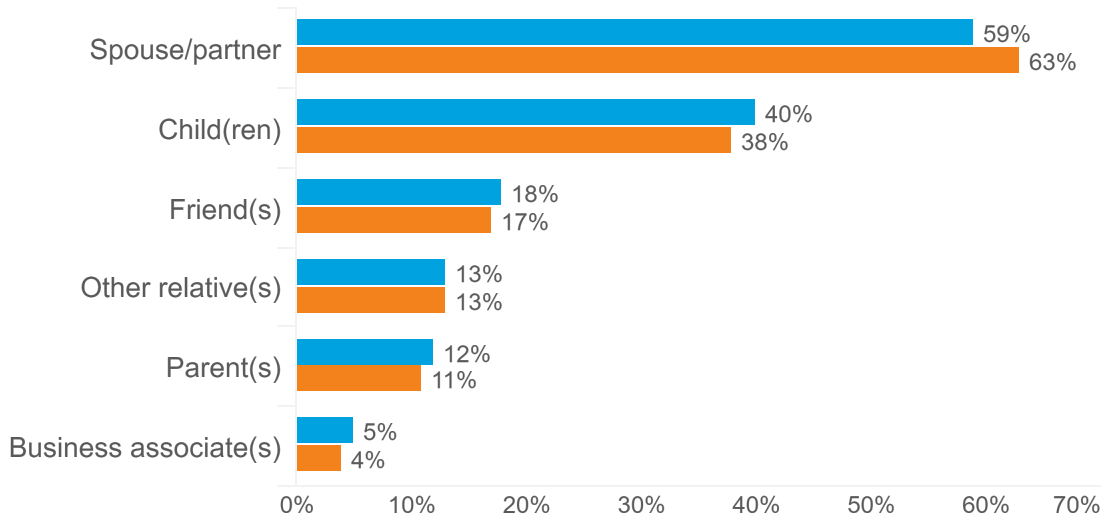
30% of trips only had one person in the travel party

U.S. Norm: **24%**

Composition of Immediate Travel Party

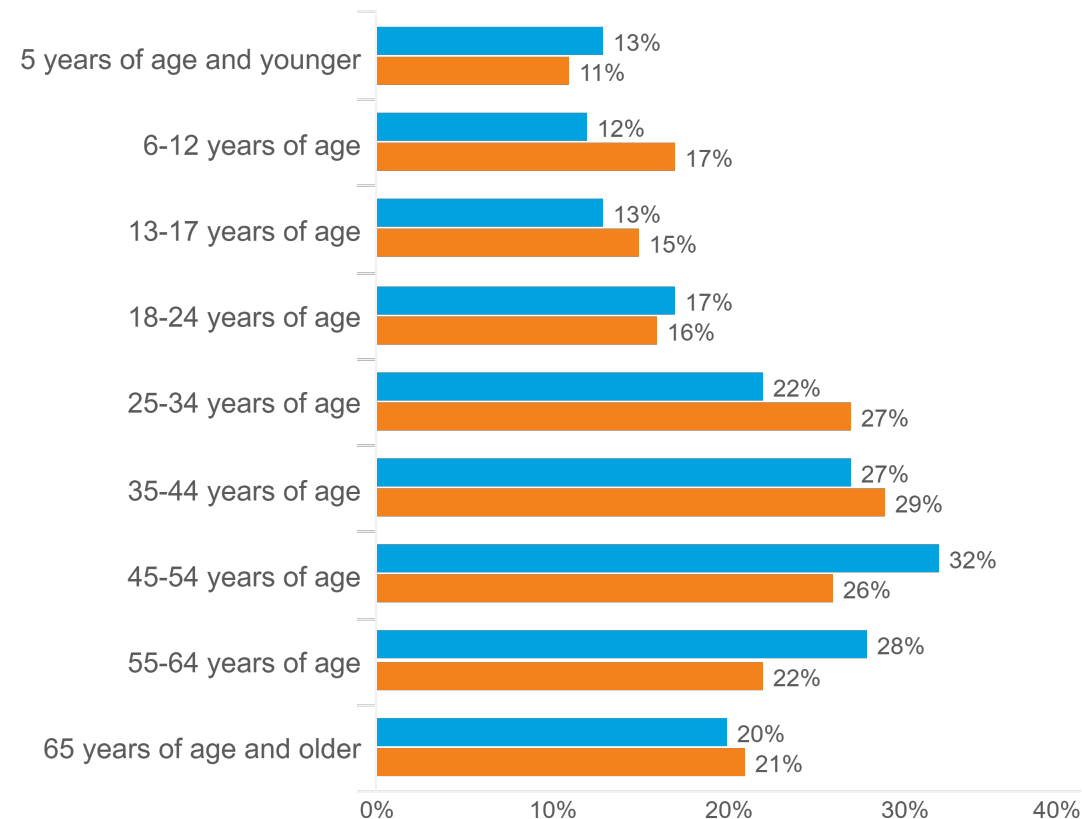
Base: 2023 Overnight Person-Trips that included more than one person

■ Northern Kentucky River Region ■ U.S. Norm



Travel Party Age

■ Northern Kentucky River Region ■ U.S. Norm



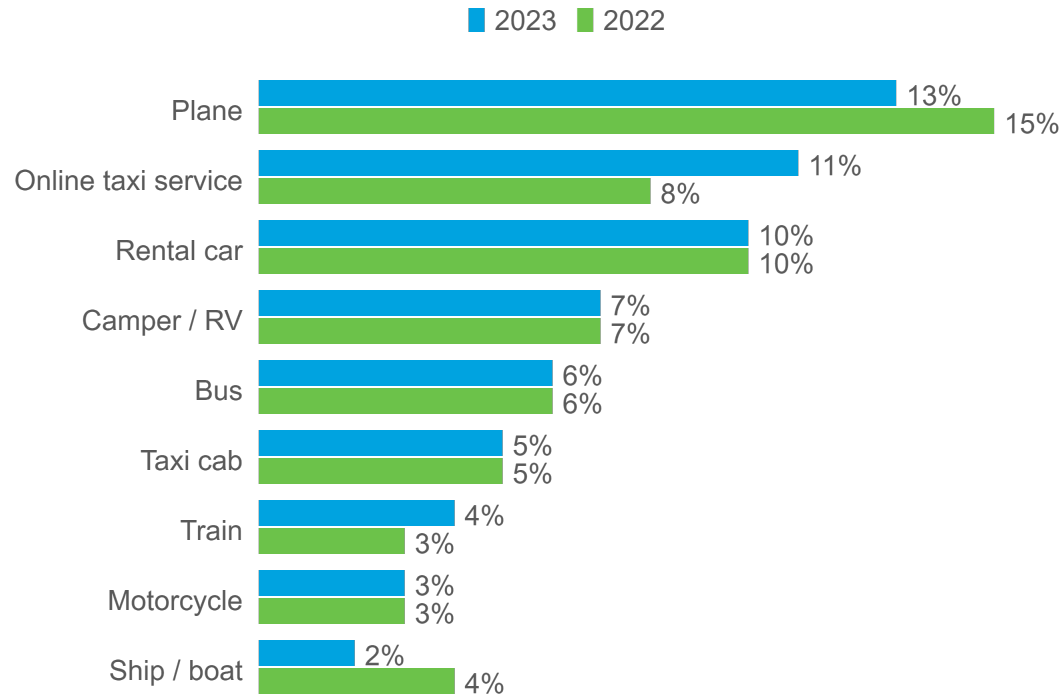
Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

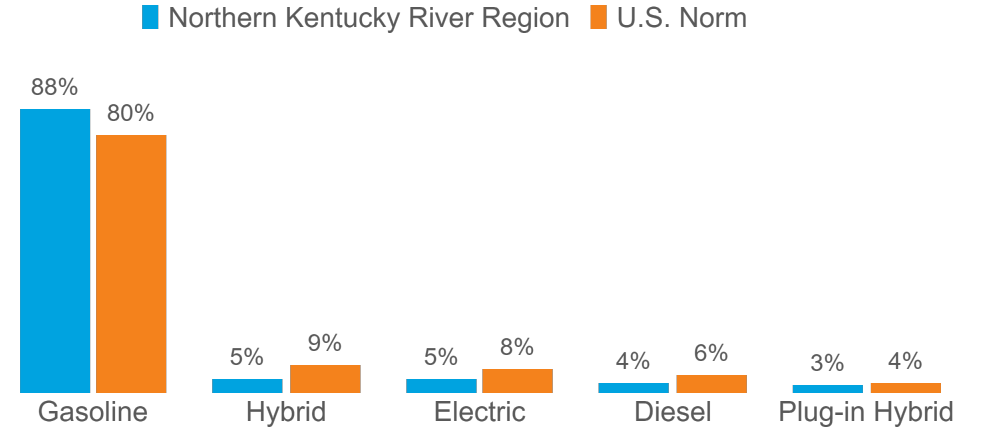
Transportation Used to get to Destination

82% of overnight travelers use own car/truck to get to their destination

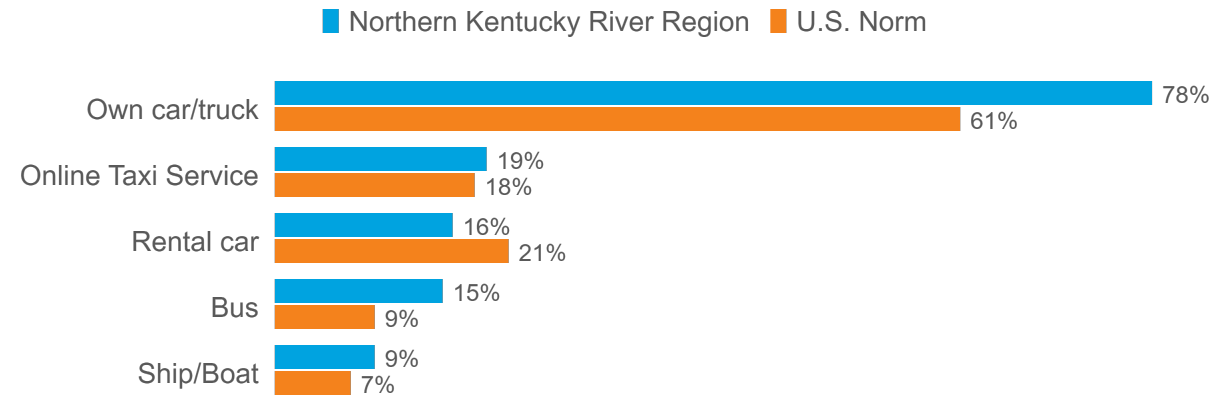
Previous year: **75%**



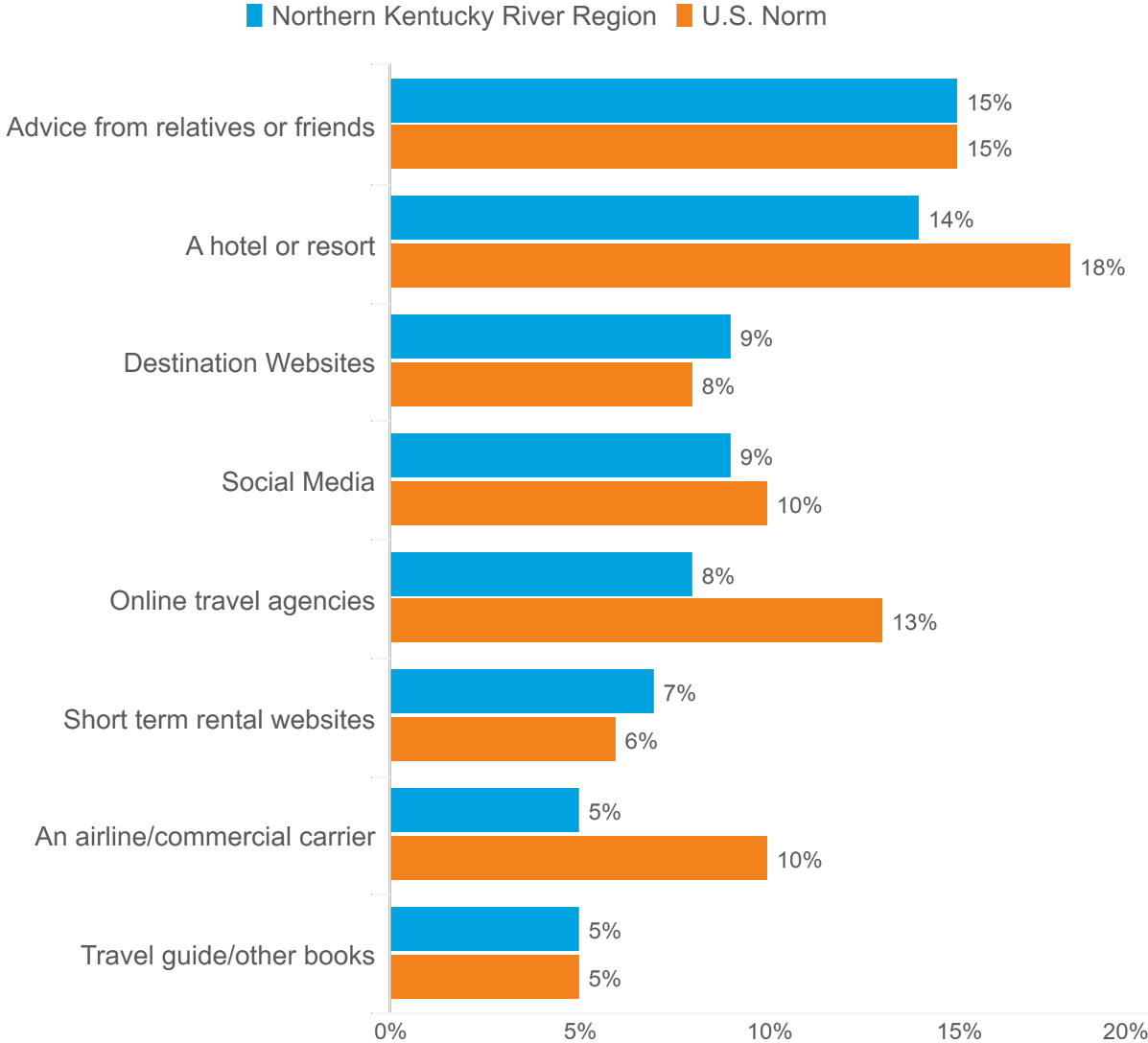
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

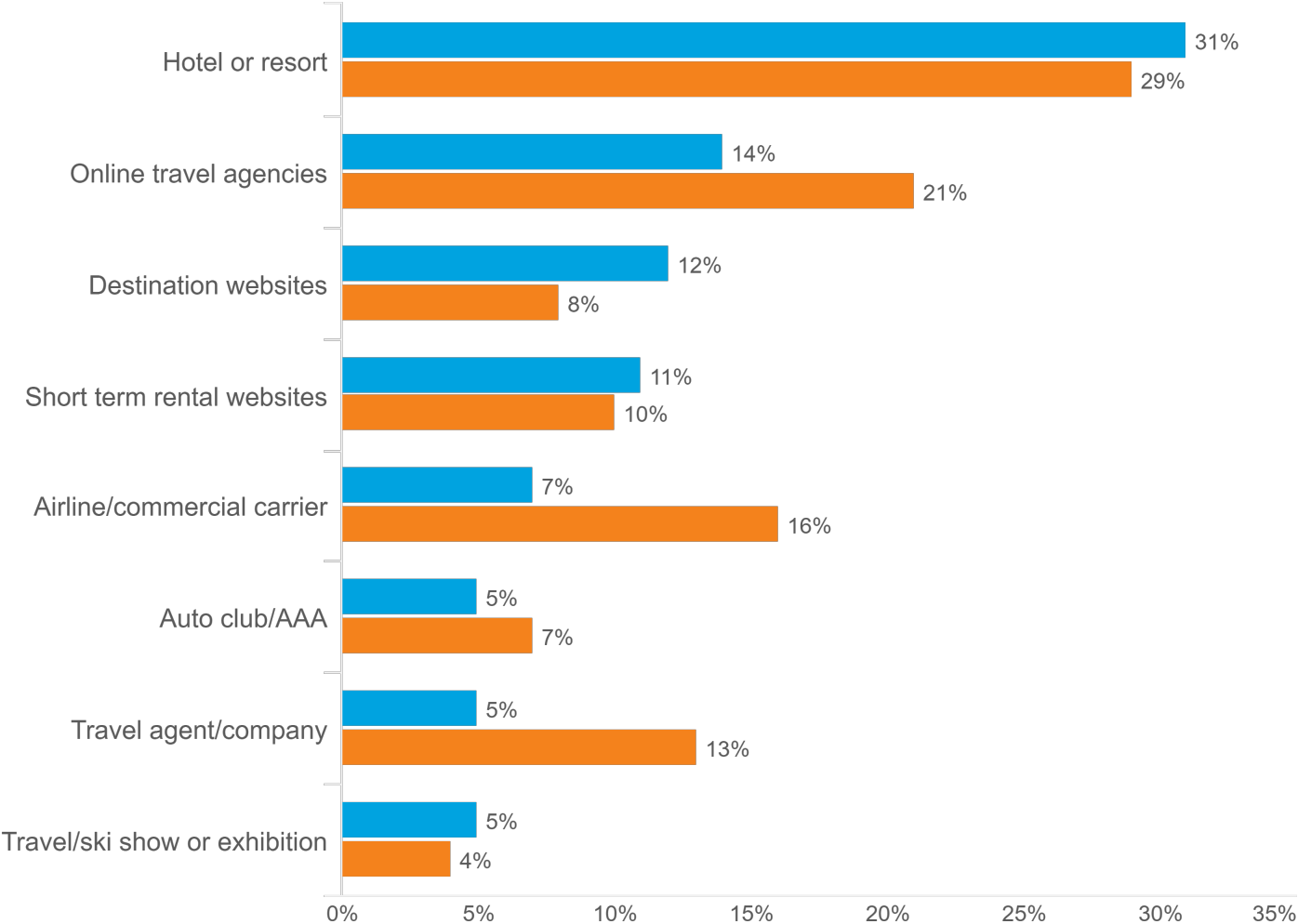
	Northern Kentucky River Region	U.S. Norm
1 month or less	35%	33%
2 months	13%	17%
3-5 months	18%	18%
6-12 months	9%	13%
More than 1 year in advance	3%	4%
Did not plan anything in advance	21%	15%

Northern Kentucky River Region's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

■ Northern Kentucky River Region ■ U.S. Norm



Accommodations

	2023	2022
 Hotel	49%	42%
 Home of friends / relatives	23%	24%
 Motel	14%	15%
 Rented home / condo / apartment	6%	4%
 Campground / RV park	5%	8%
 Resort hotel	5%	7%
 Rented cottage / cabin	4%	2%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities



U.S. Norm: 15%

Activities and Experiences (Top 10)

	2023	2022
Shopping	26%	25%
Sightseeing	20%	25%
Museum	15%	17%
Local parks/playgrounds	14%	13%
Landmark/historic site	11%	11%
Attending celebration	11%	19%
Bar/nightclub	11%	16%
Business meeting	10%	7%
Attended pro/college sports event	9%	6%
Zoo	9%	11%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

Northern Kentucky River Region U.S. Norm



Shopping at locally owned businesses

44%

48%



Outlet/mall shopping

42%

44%



Big box stores (Walmart, Costco)

35%

30%



Convenience/grocery shopping

30%

42%



Souvenir shopping

27%

38%



Antiquing

15%

12%



Farmers market

15%

17%

Dining Types on Trip

Northern Kentucky River Region U.S. Norm



Casual dining

56%

56%



Fast food

54%

45%



Carry-out/food delivery service

23%

22%



Unique/local food

23%

30%



Fine/upscale dining

13%

19%



Picnicking

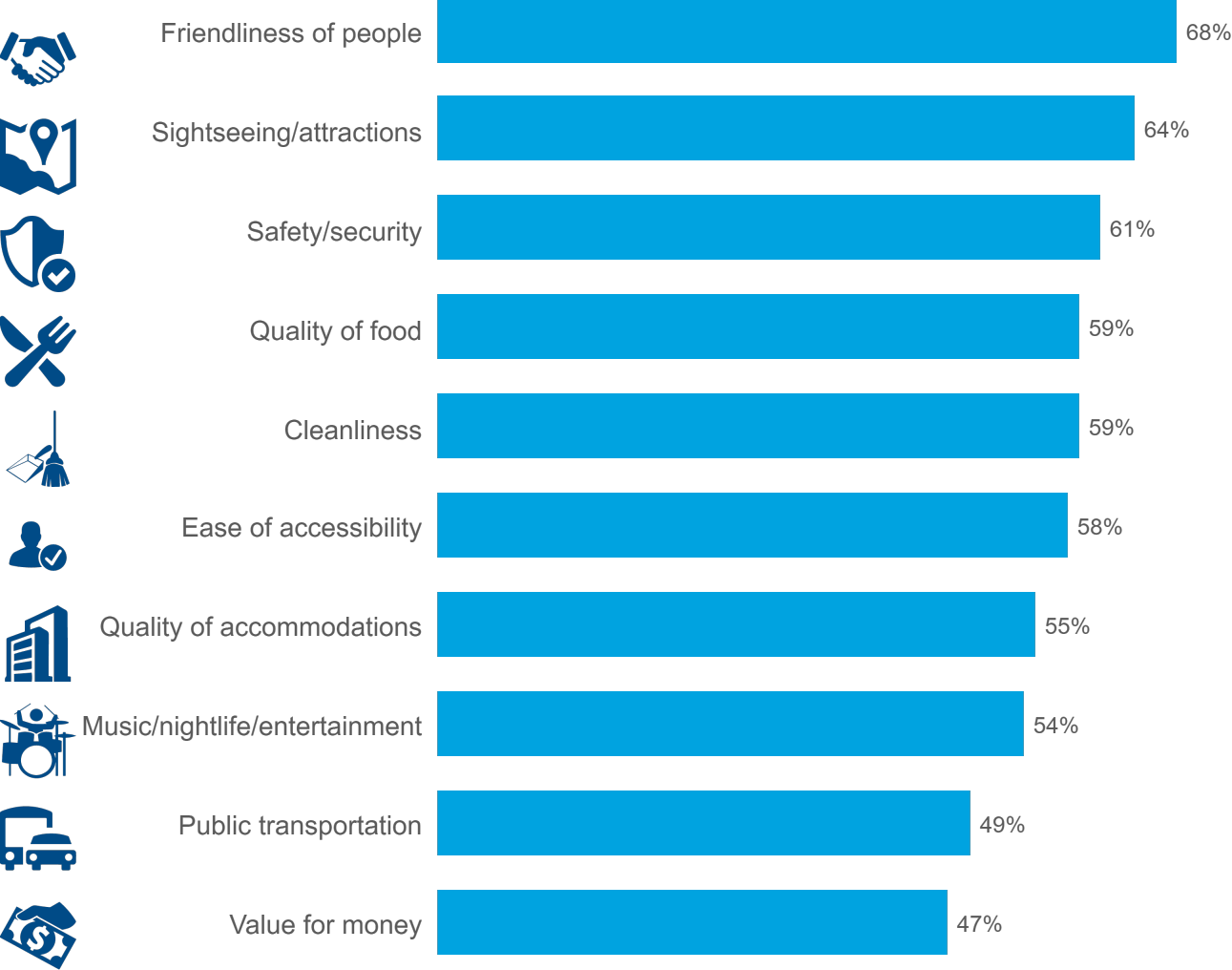
12%

11%



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

% Very Satisfied with Trip*

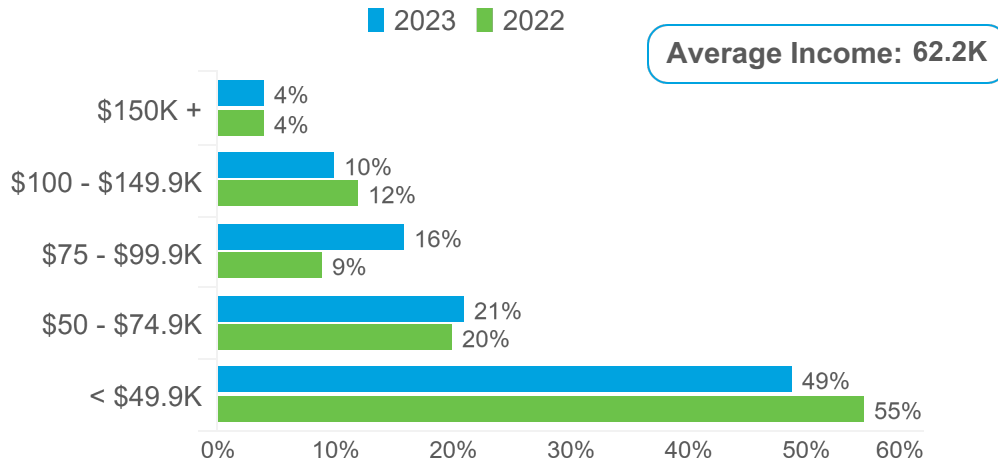


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

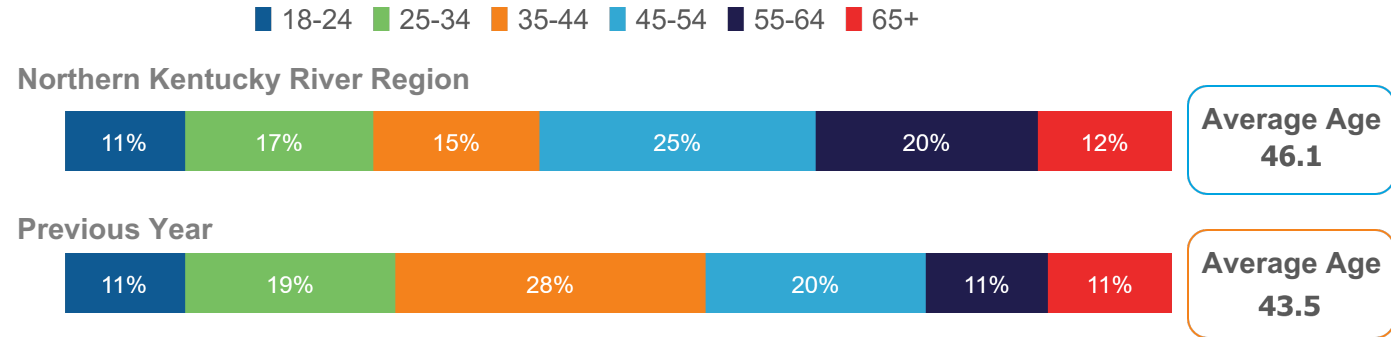
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2023 Overnight Person-Trips

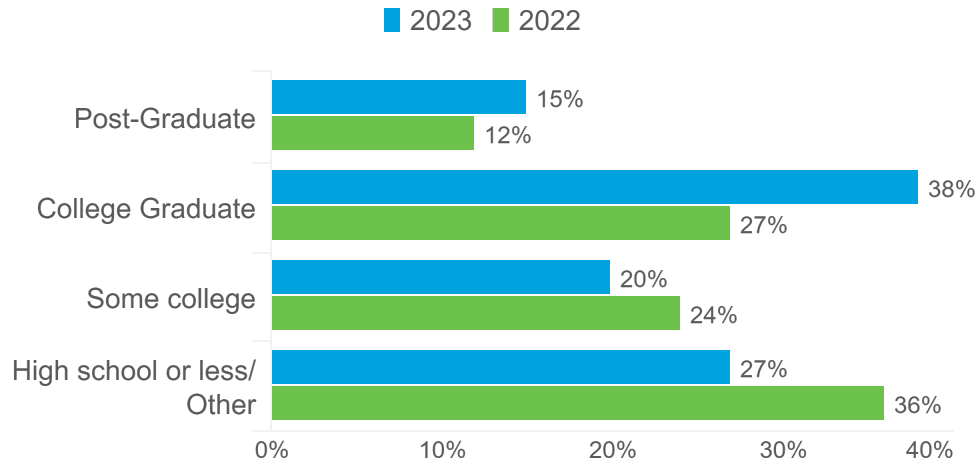
Household Income



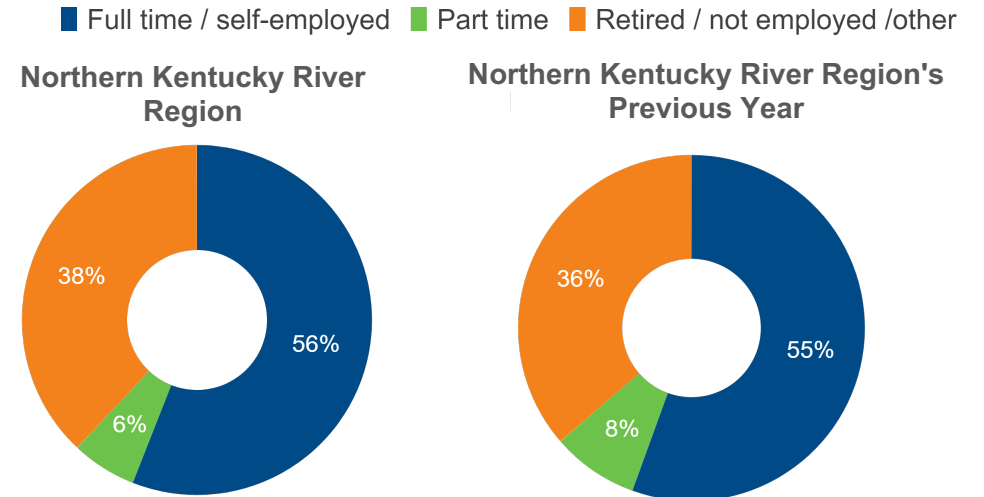
Age



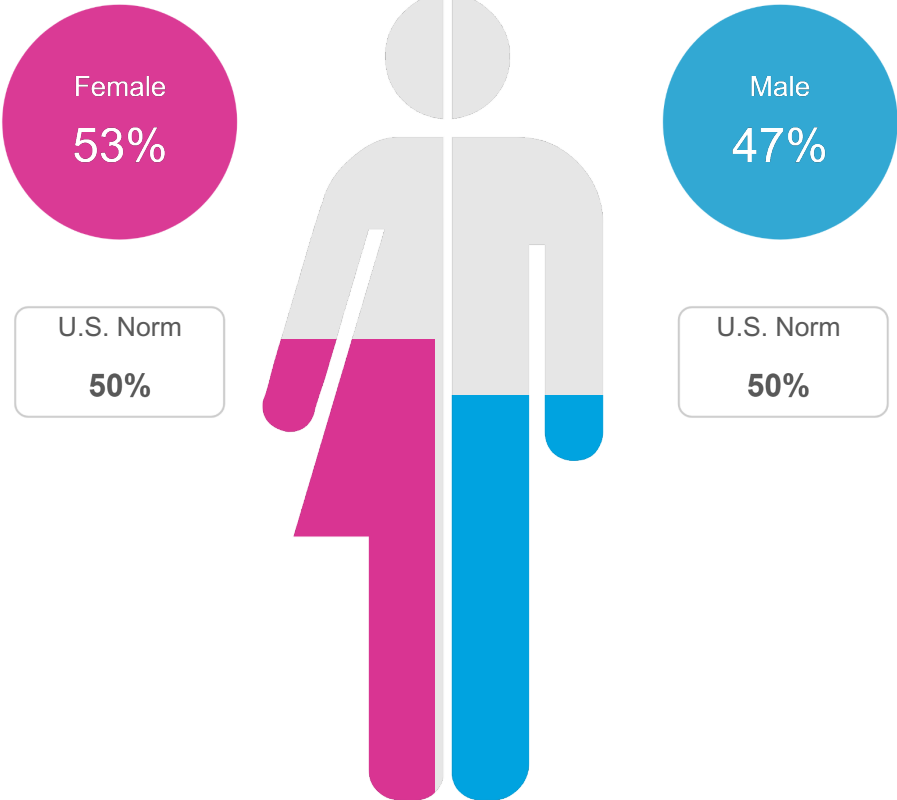
Educational Attainment



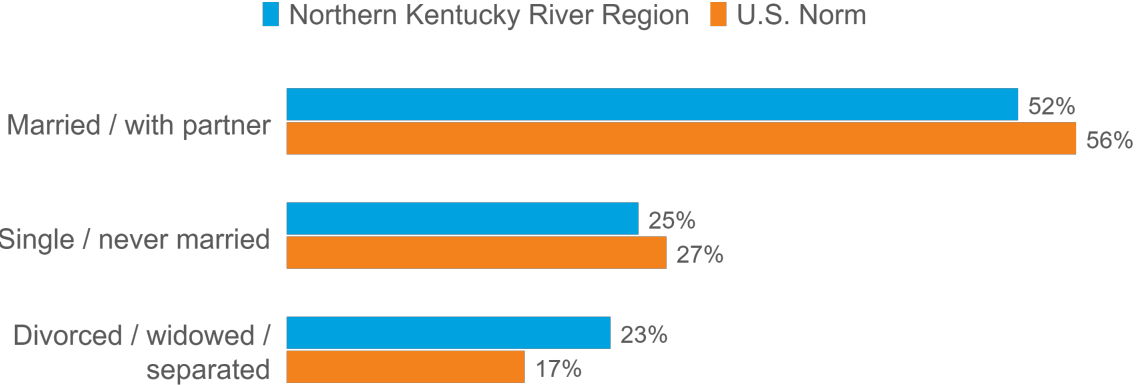
Employment



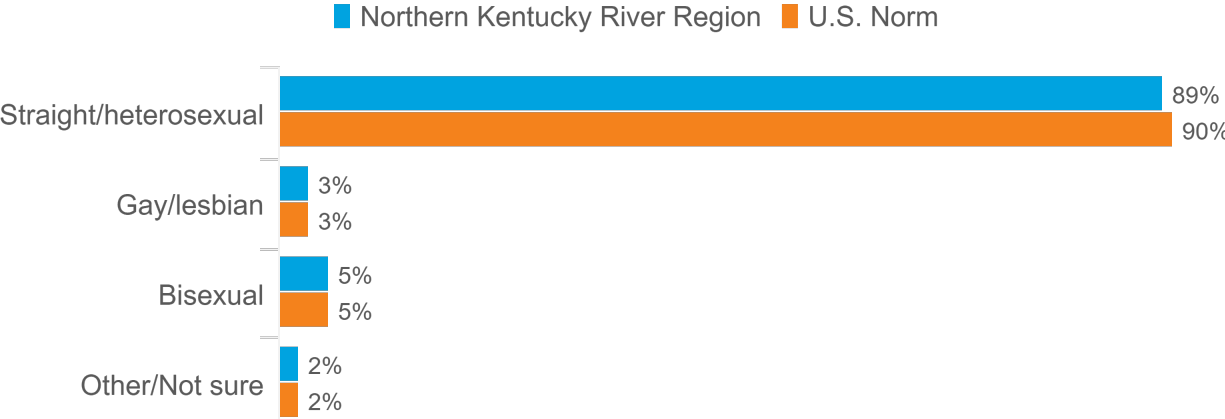
Gender



Marital Status



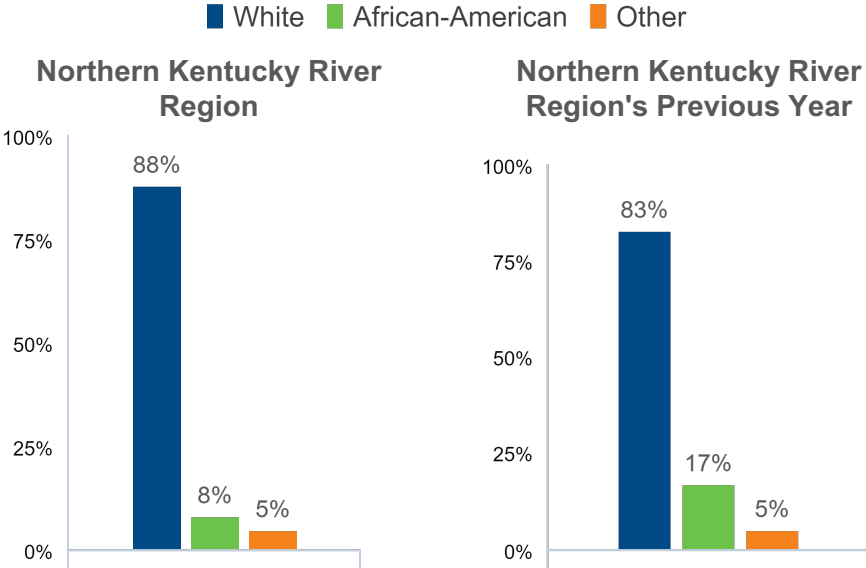
Sexual Orientation



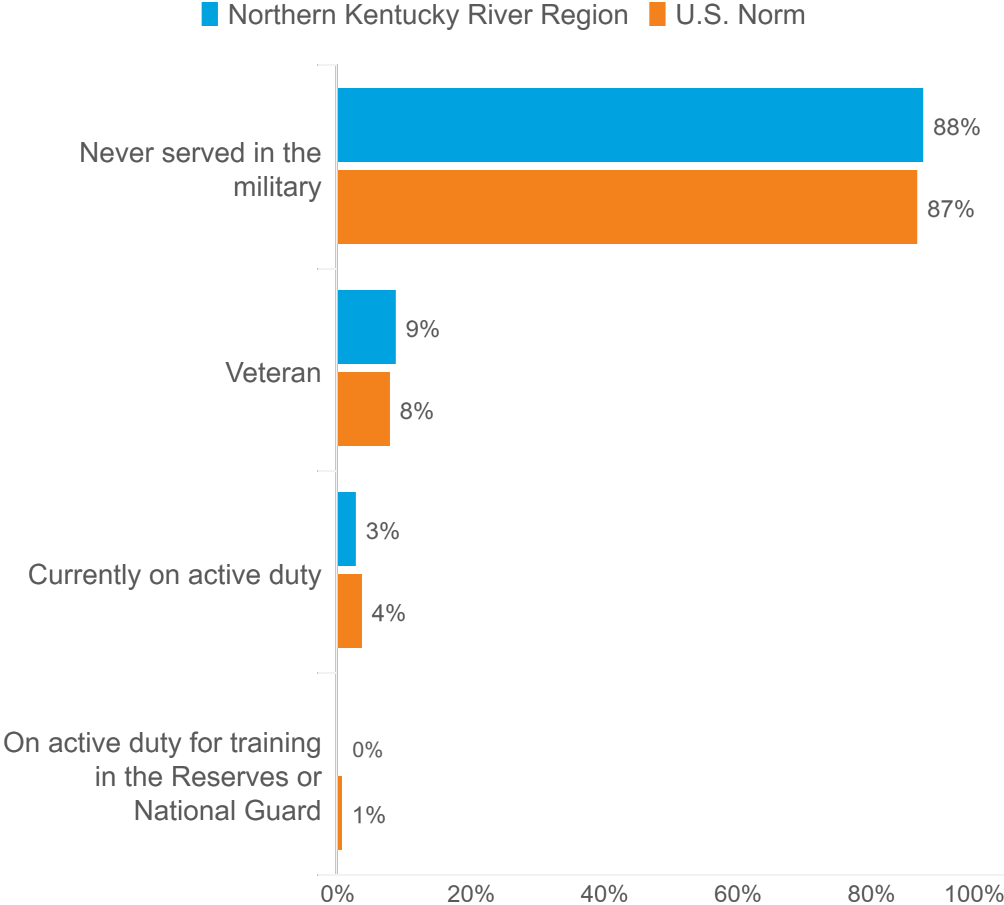
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2023 Overnight Person-Trips

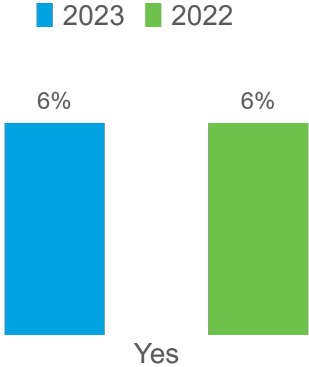
Race



Military Status



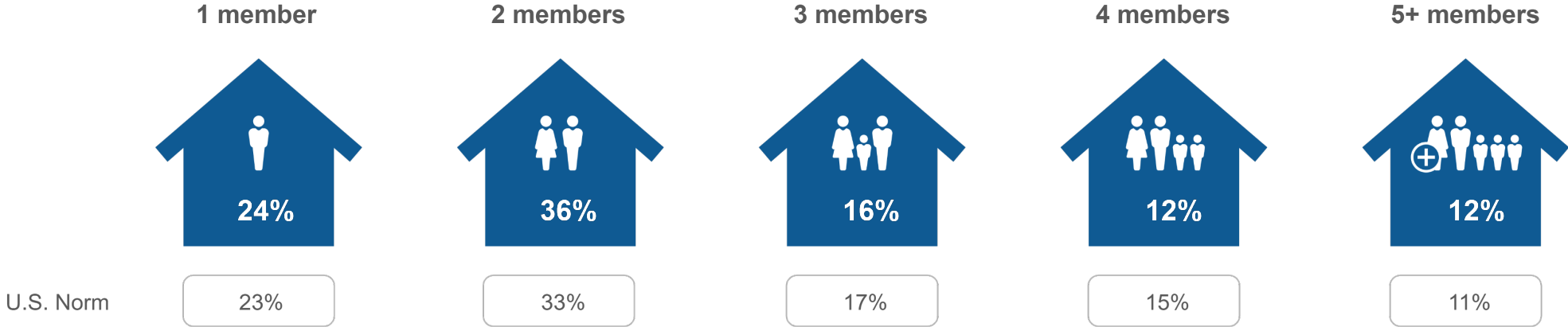
Hispanic Background



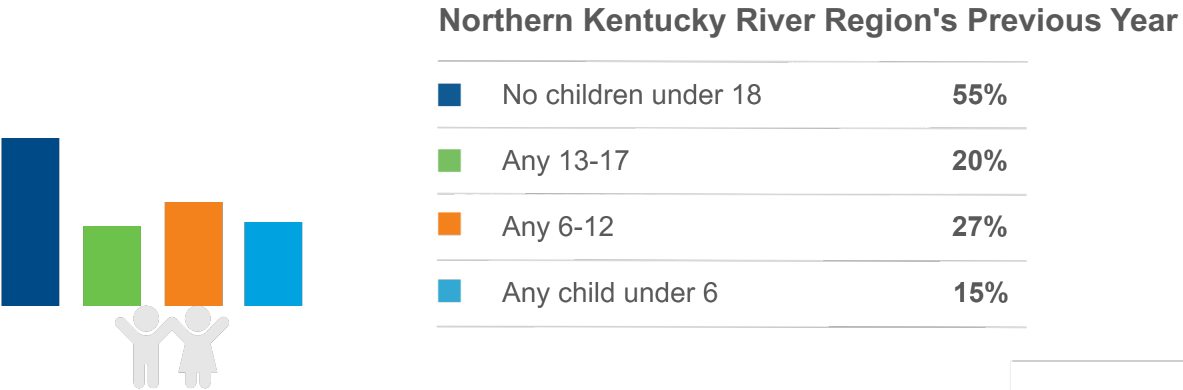
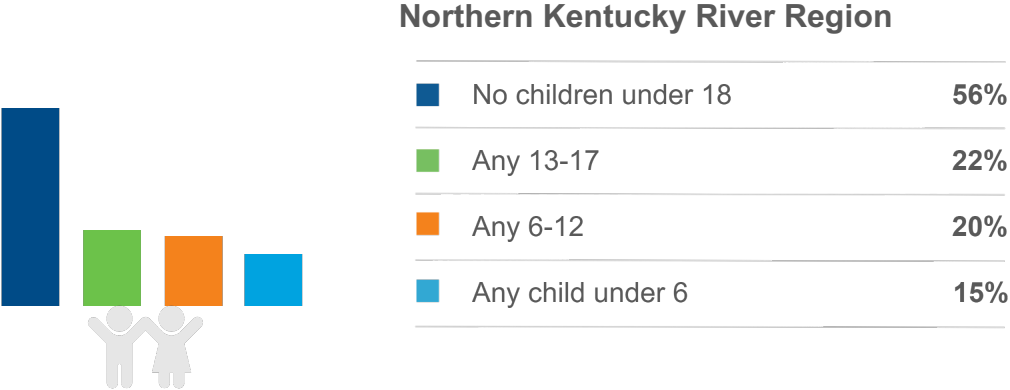
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: 2023 Overnight Person-Trips

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or 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 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:



Overnight Base Size

601

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

Past Visitation to Kentucky's Appalachians

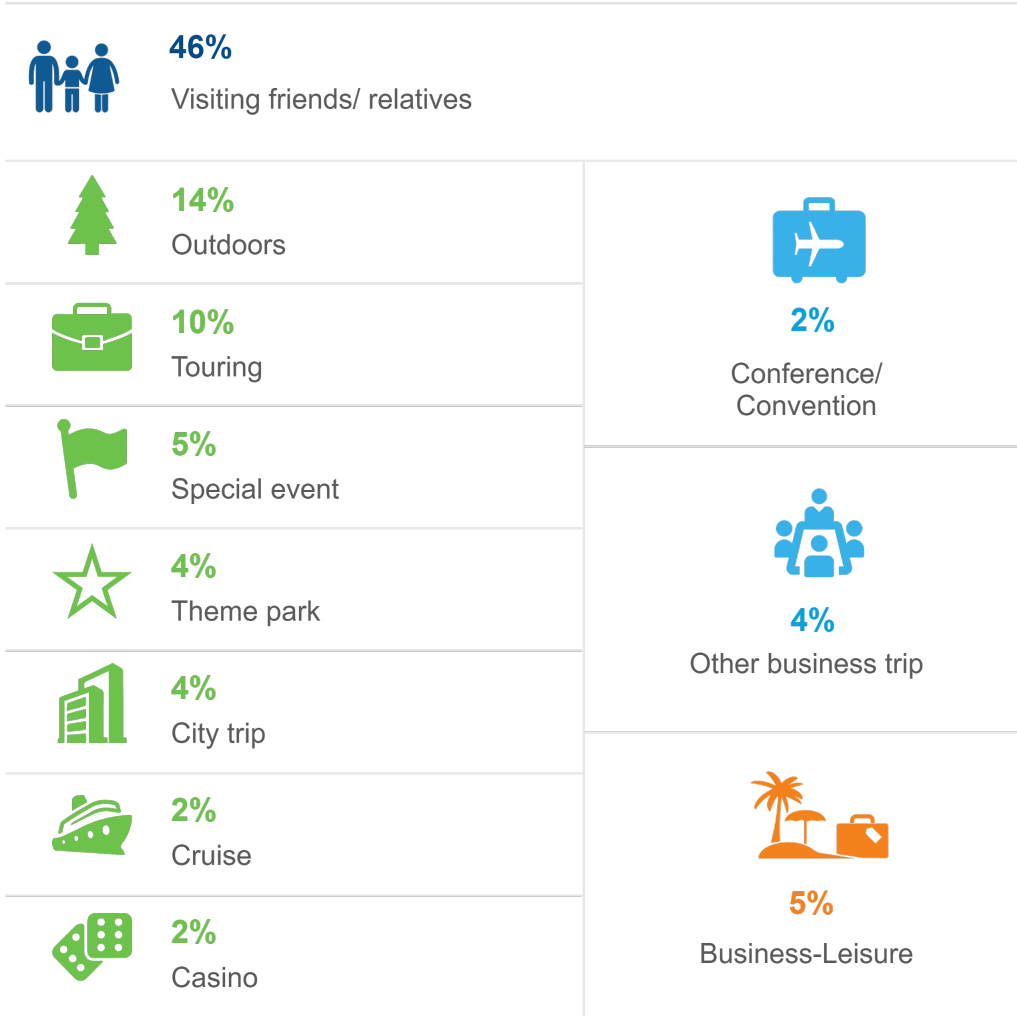
69% of overnight travelers to Kentucky's Appalachians are repeat visitors

50% of overnight travelers to Kentucky's Appalachians had visited before in the past 12 months

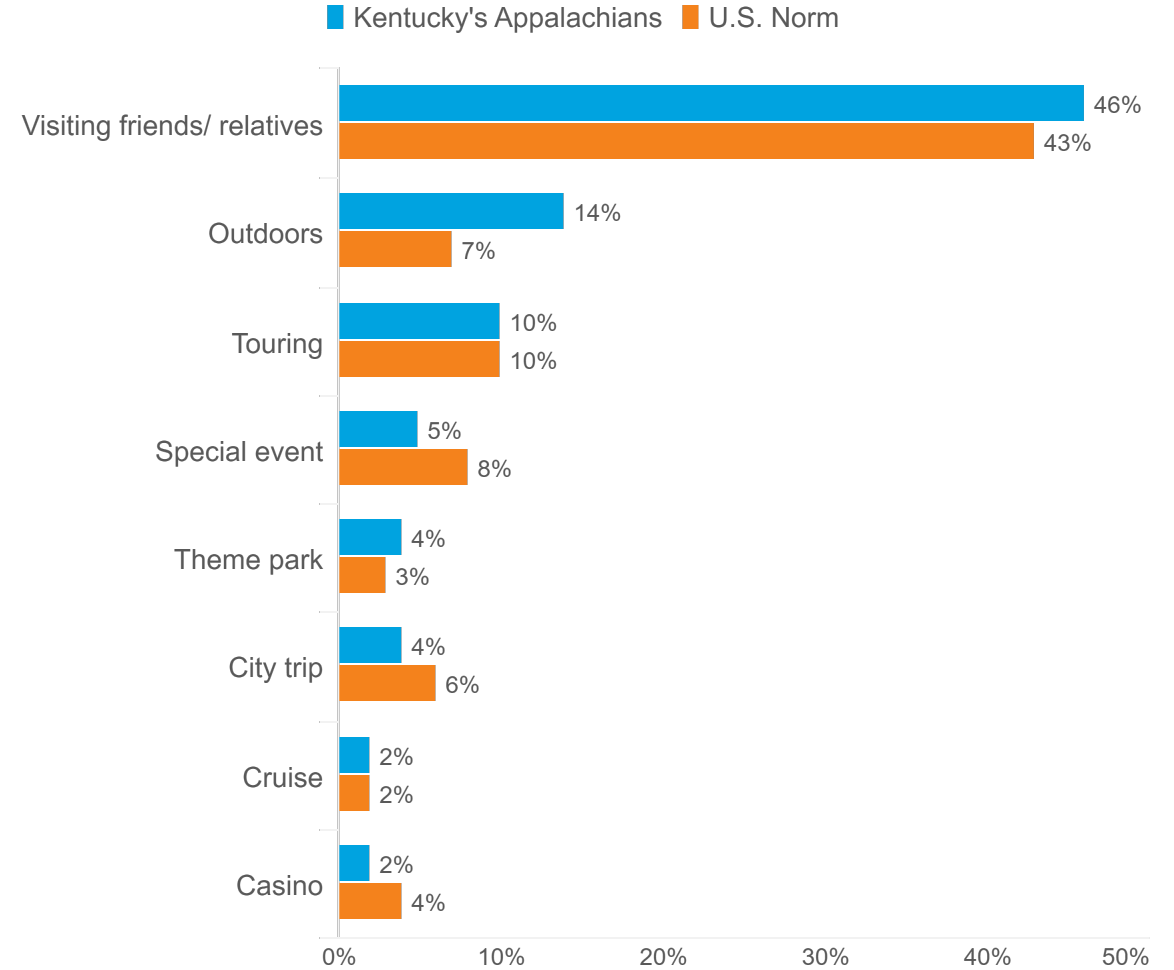
Kentucky's Appalachians' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2023 U.S. Overnight Trips



■ Visiting friends/relatives	43%
■ Marketable	47%
■ Business	7%
■ Business-leisure	4%

Kentucky's Appalachians Overnight Trips

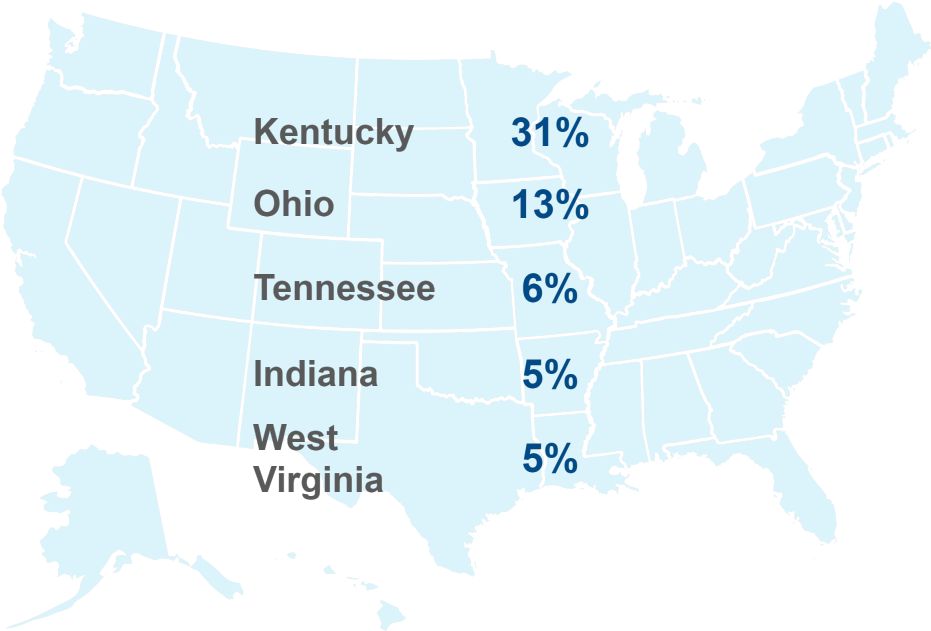


■ Visiting friends/relatives	46%
■ Marketable	42%
■ Business	7%
■ Business-leisure	5%

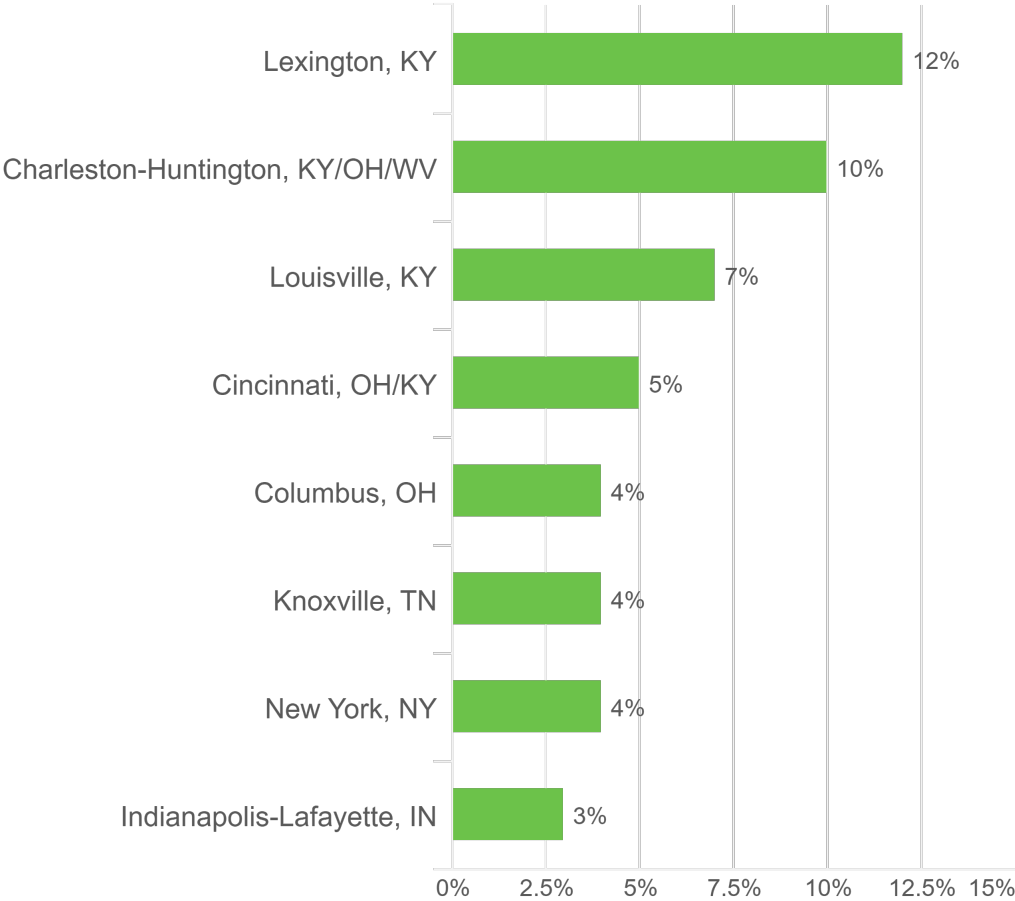
Kentucky's Appalachians' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

State Origin Of Trip



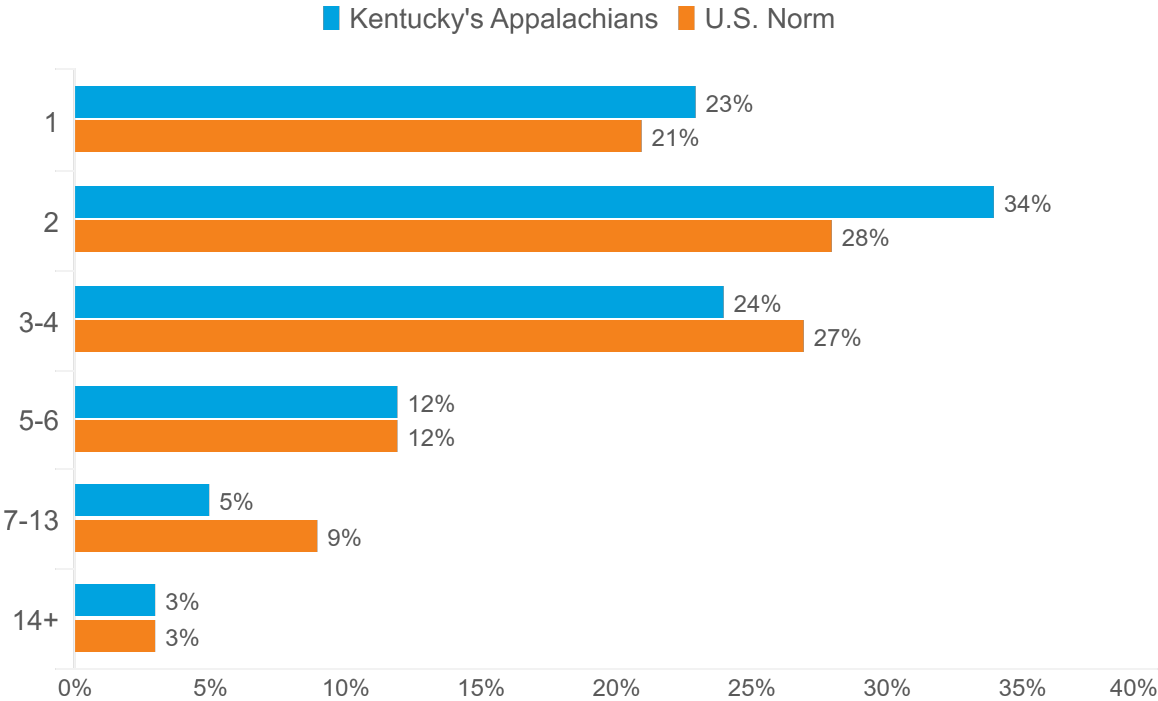
DMA Origin Of Trip



Kentucky's Appalachians' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

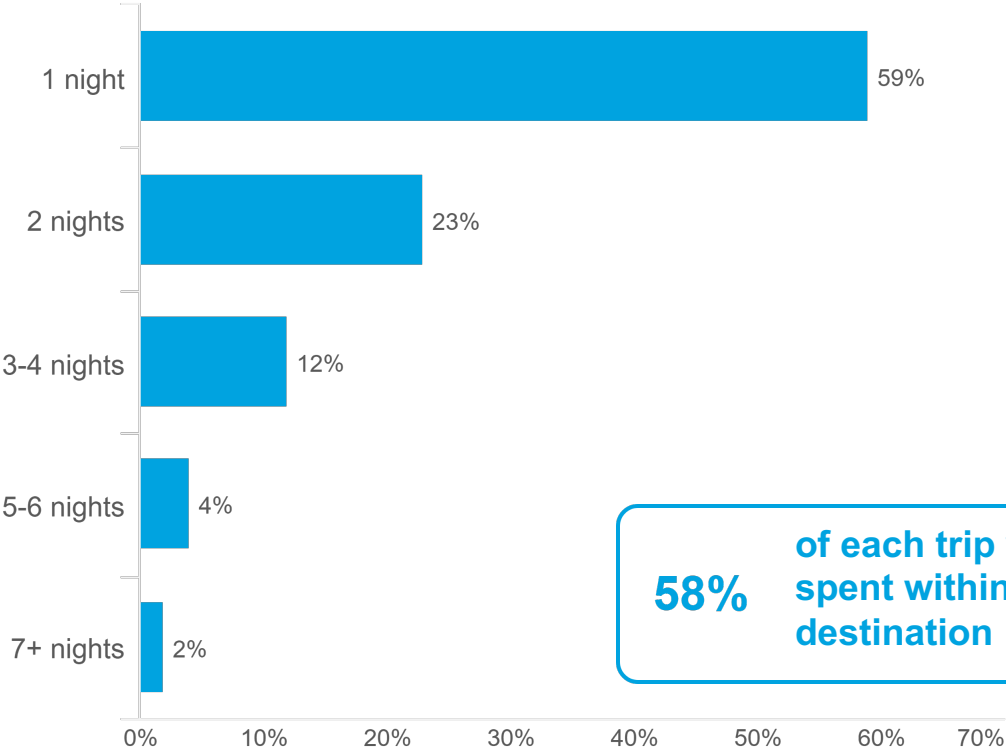
Total Nights Away on Trip



Kentucky's Appalachians
3.4
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Kentucky's Appalachians

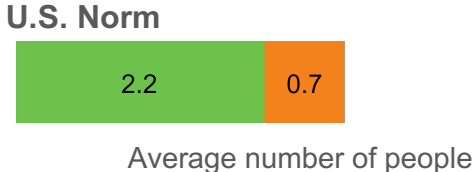
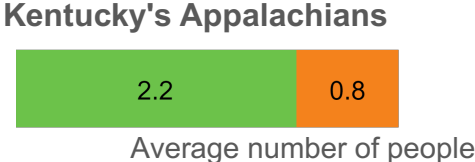


58% of each trip was spent within the destination

Average number of nights
2.0

Size of Travel Party

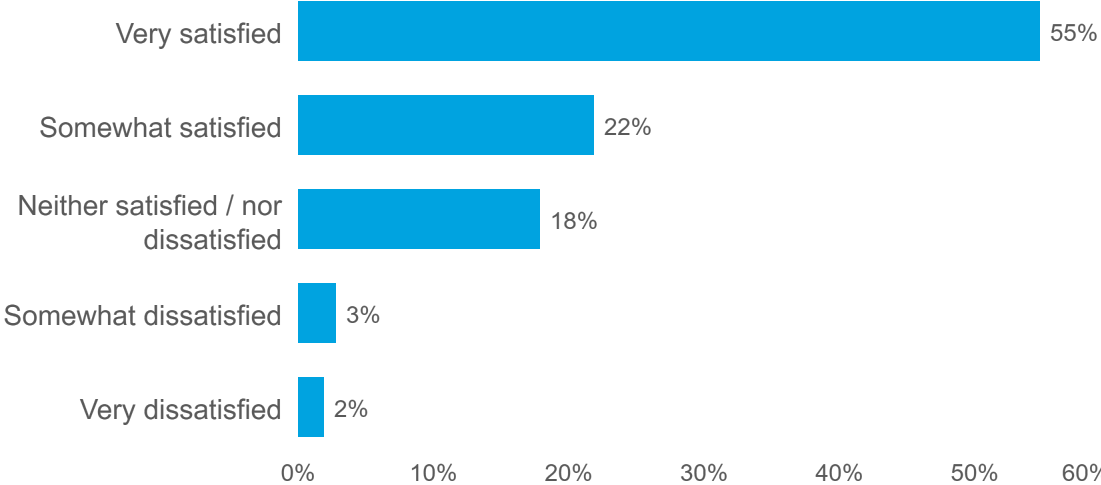
Adults Children



28% of travel parties had a travel party member that required accessibility services
U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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



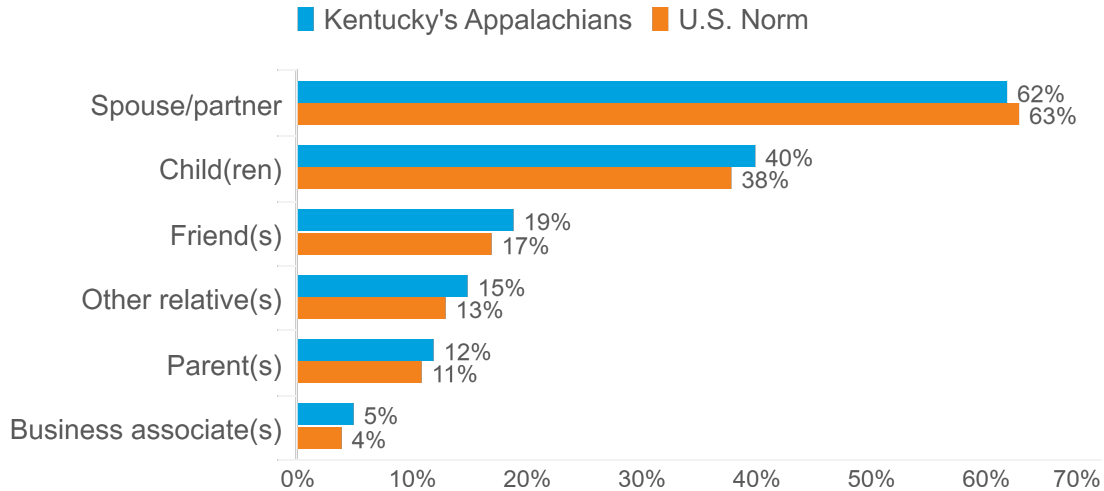


21% of trips only had one person in the travel party

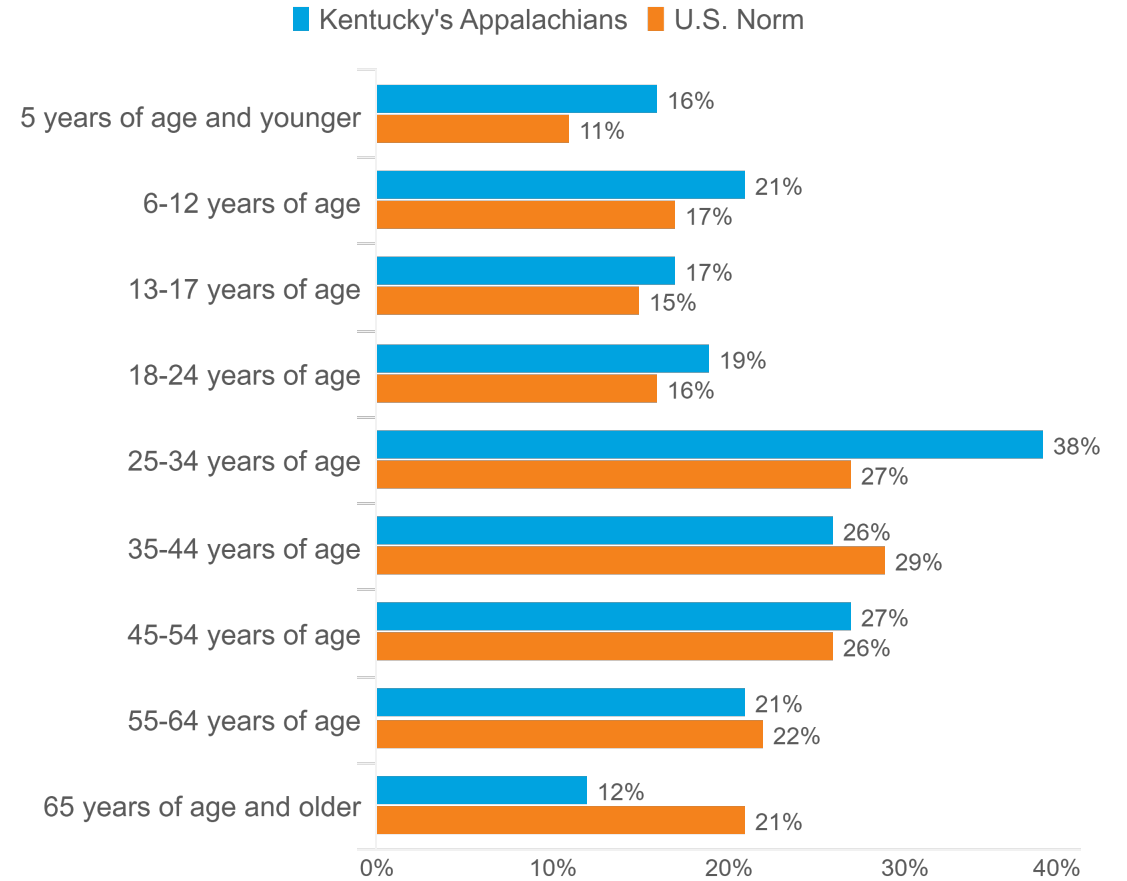
U.S. Norm: **24%**

Composition of Immediate Travel Party

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

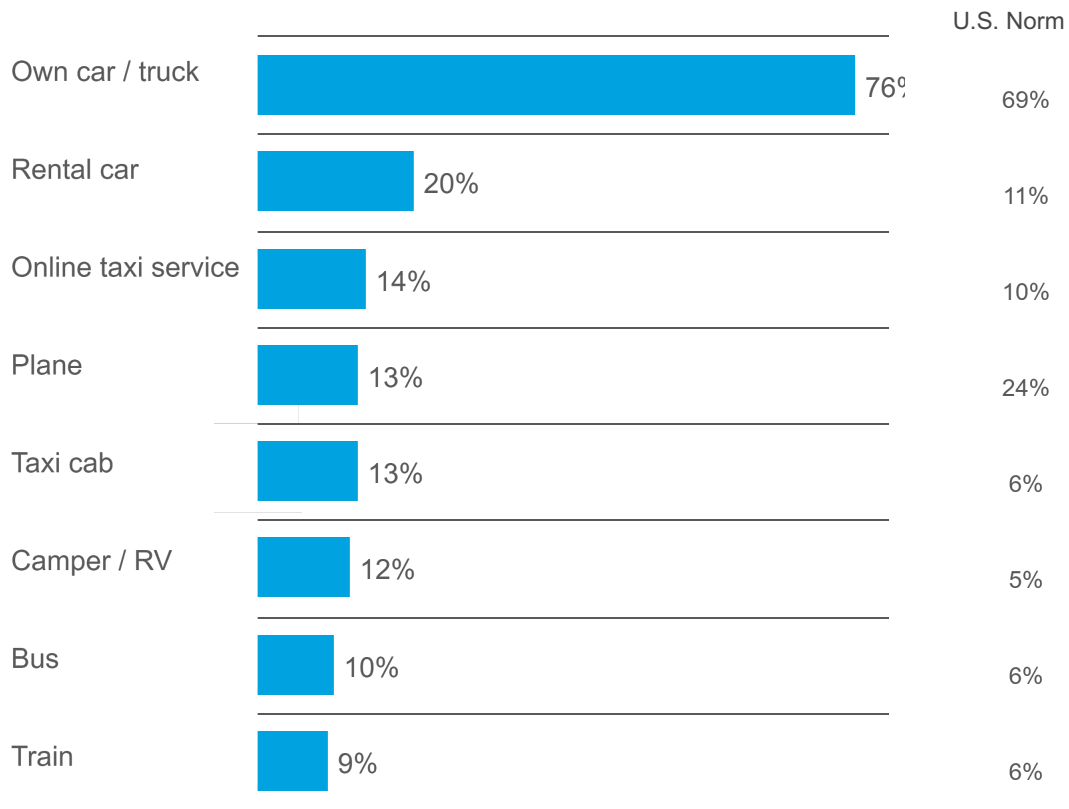


Travel Party Age

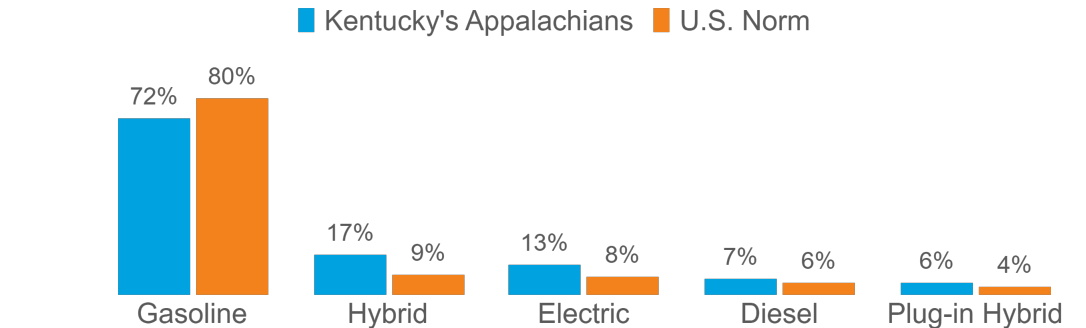


Question added in 2023, data is for 2023 only

Transportation Used to get to Destination

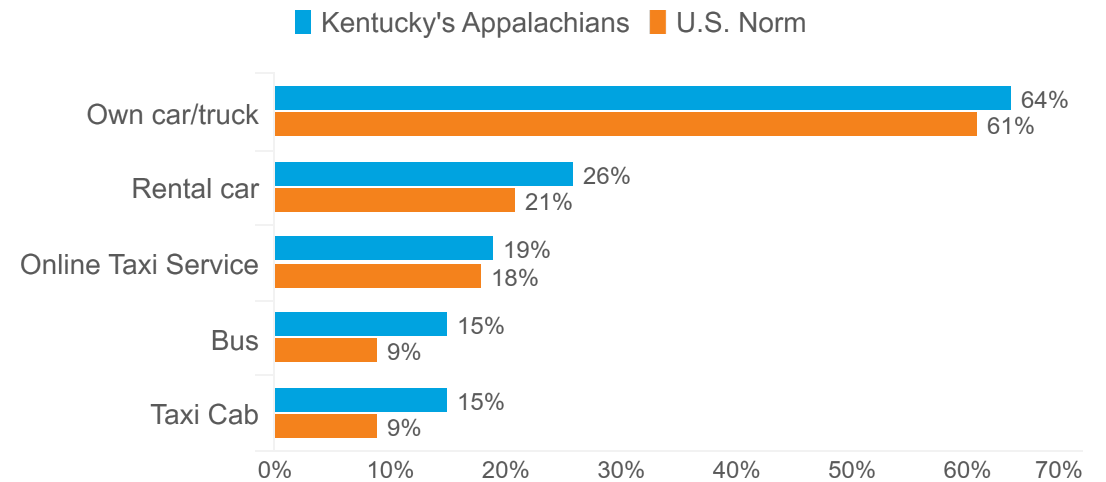


Type of Vehicle Used to get to Destination



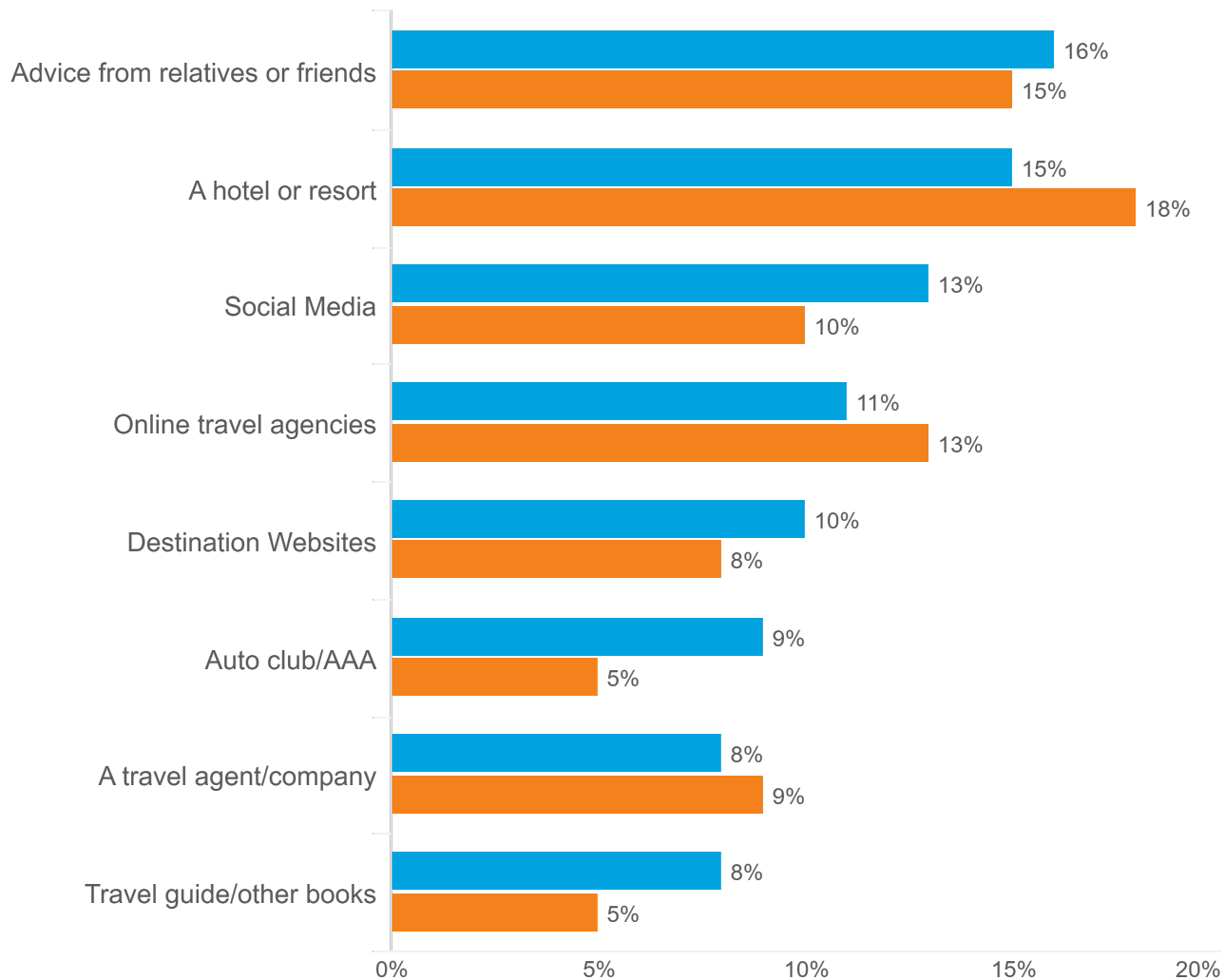
Question added in 2023, data is for 2023 only

Transportation Used within Destination



Trip Planning Information Sources

■ Kentucky's Appalachians ■ U.S. Norm



Length of Trip Planning

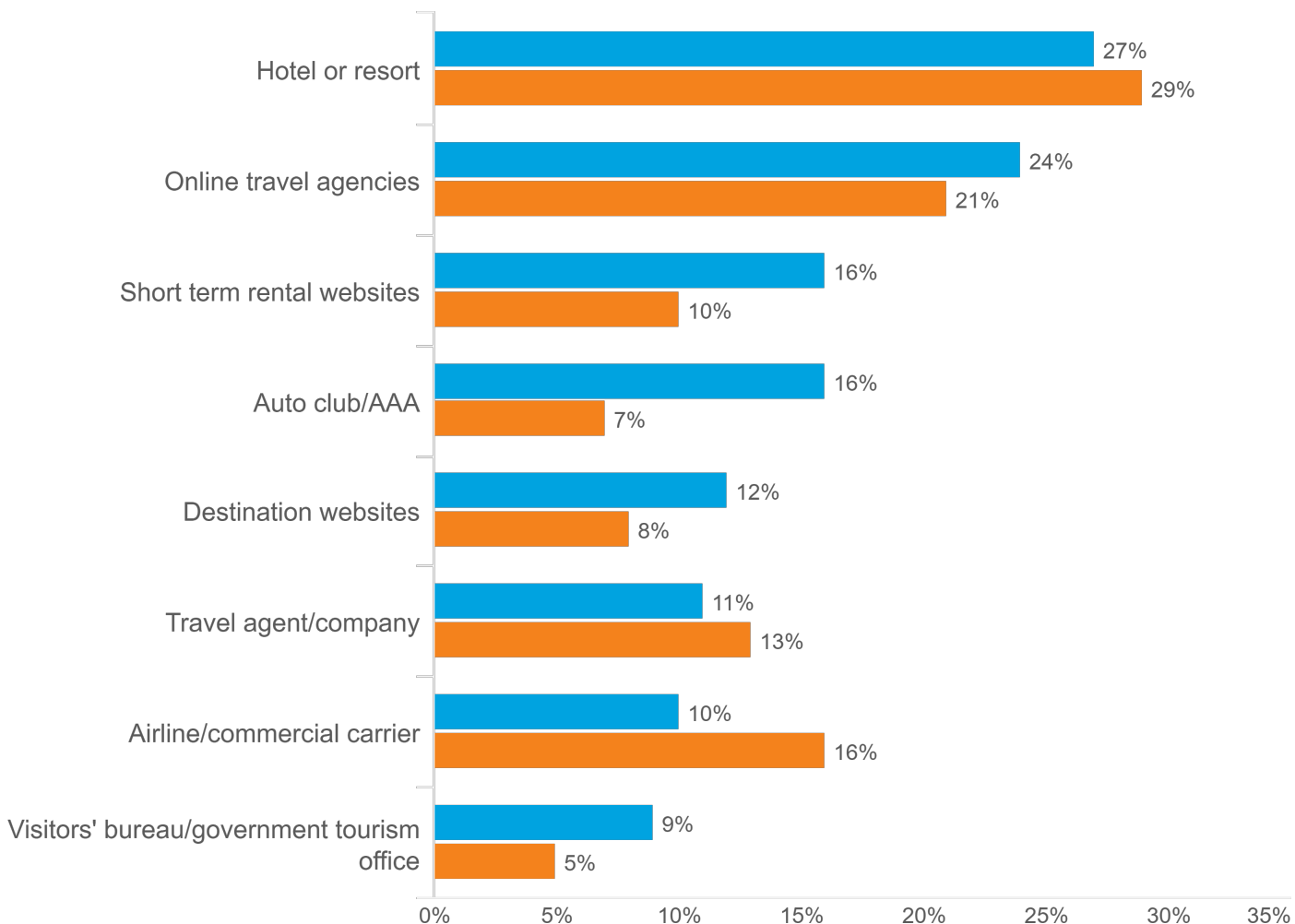
	Kentucky's Appalachians	U.S. Norm
Did not plan anything in advance	19%	15%
More than 1 year in advance	6%	4%
6-12 months	15%	13%
3-5 months	20%	18%
2 months	10%	17%
1 month or less	29%	33%

Kentucky's Appalachians' Overnight Trip Characteristics








Base: 2022/2023 Overnight Person-Trips

Method of Booking

■ Kentucky's Appalachians ■ U.S. Norm



Accommodations

	Kentucky's Appalachians	U.S. Norm
 Hotel	41%	42%
 Motel	18%	11%
 Home of friends / relatives	17%	22%
 Campground / RV park	11%	5%
 Bed & breakfast	11%	6%
 Rented cottage / cabin	9%	4%
 Resort hotel	9%	10%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities










U.S. Norm: 15%

Activities and Experiences (Top 10)

	Kentucky's Appalachians	U.S. Norm
Shopping	26%	26%
Sightseeing	23%	20%
Attending celebration	19%	15%
Swimming	17%	14%
Landmark/historic site	17%	13%
Hiking/backpacking	16%	8%
Nature tours/wildlife viewing/birding	16%	8%
Camping	15%	5%
National/state park	15%	8%
Local parks/playgrounds	14%	10%







Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

	Kentucky's Appalachians	U.S. Norm
 Shopping at locally owned businesses	47%	48%
 Souvenir shopping	39%	38%
 Outlet/mall shopping	35%	44%
 Convenience/grocery shopping	32%	42%
 Antiquing	32%	12%
 Big box stores (Walmart, Costco)	26%	30%
 Farmers market	22%	17%

Question updated in 2023, data is for 2023 only

Dining Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Fast food	63%	45%
 Casual dining	46%	56%
 Unique/local food	36%	30%
 Carry-out/food delivery service	25%	22%
 Picnicking	21%	11%
 Fine/upscale dining	15%	19%

Question updated in 2023, data is for 2023 only



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



Sightseeing/attractions

58%



Friendliness of people

55%



Safety/security

53%



Music/nightlife/entertainment

51%



Quality of food

51%



Cleanliness

48%



Quality of accommodations

47%



Value for money

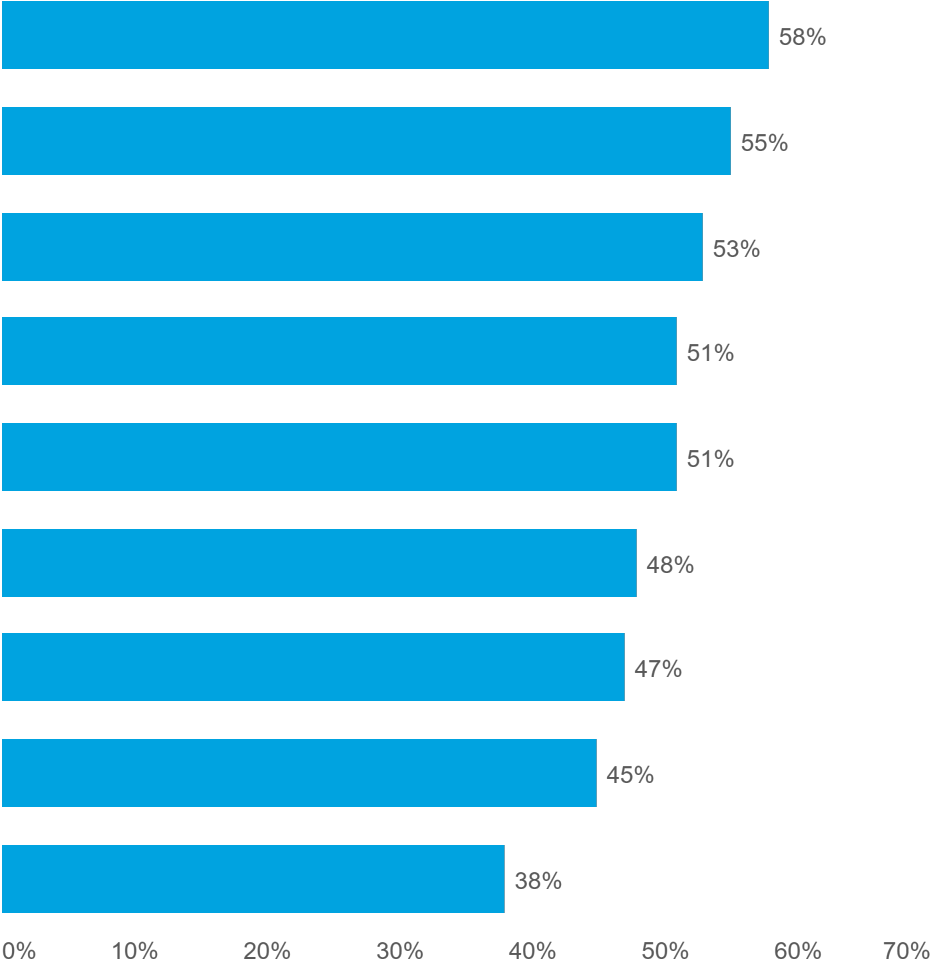
45%



Public transportation

38%

% Very Satisfied with Trip

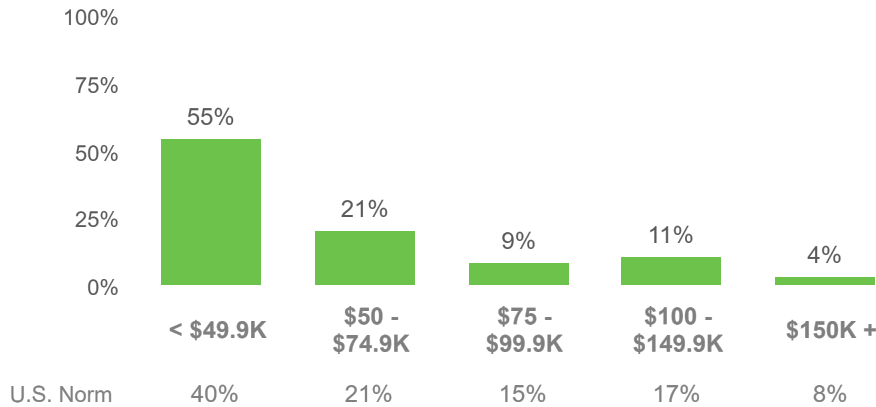


*Very Satisfied = selected top box on a five point scale

Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2022/2023 Overnight Person-Trips

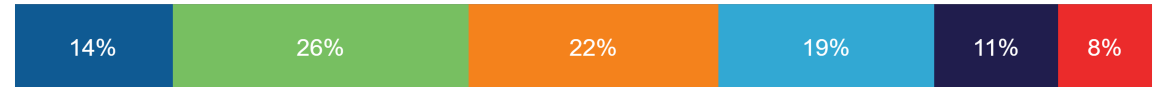
Household Income



Age

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

Kentucky's Appalachians



Average Age
40.6

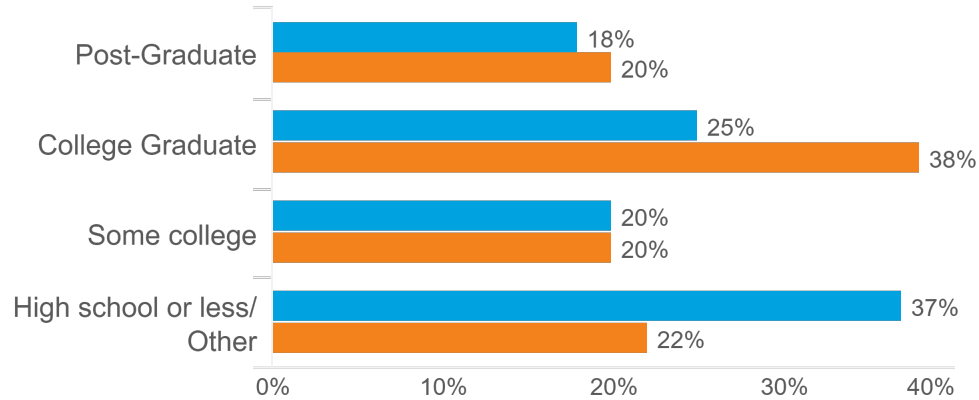
U.S. Norm



Average Age
45.2

Educational Attainment

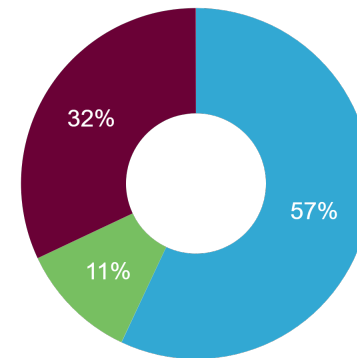
Kentucky's Appalachians U.S. Norm



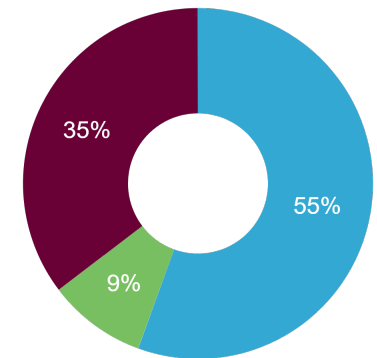
Employment

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

Kentucky's Appalachians



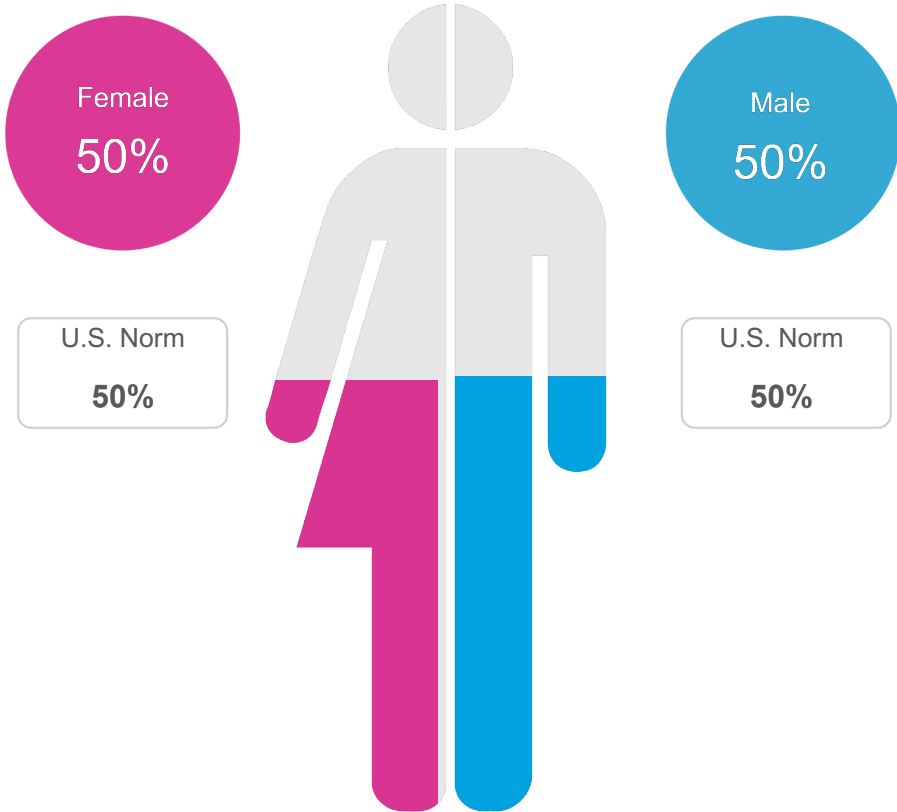
U.S. Norm



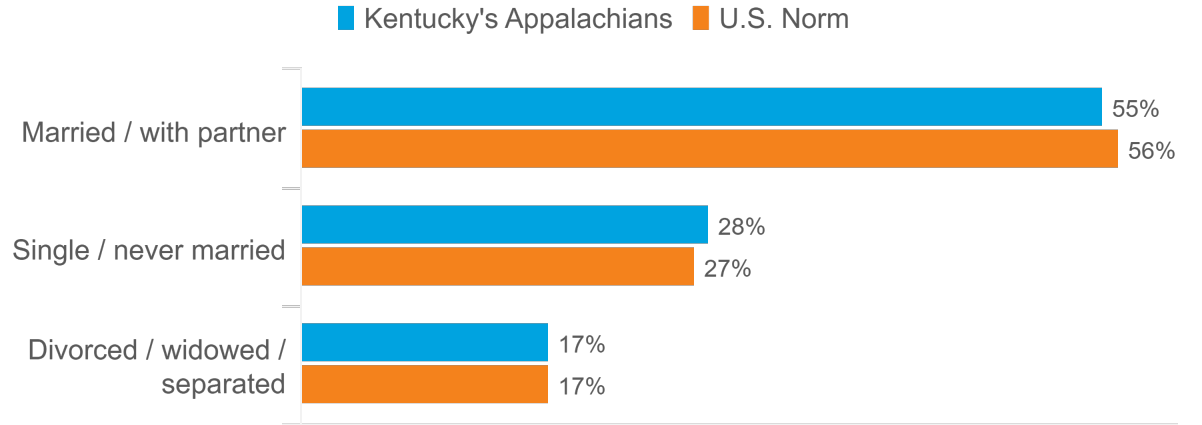
Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2022/2023 Overnight Person-Trips

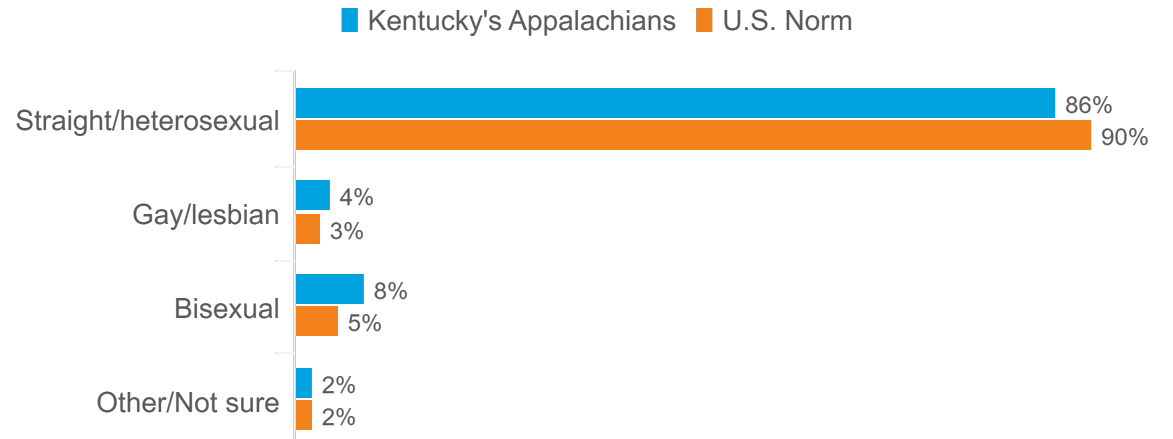
Gender



Marital Status



Sexual Orientation

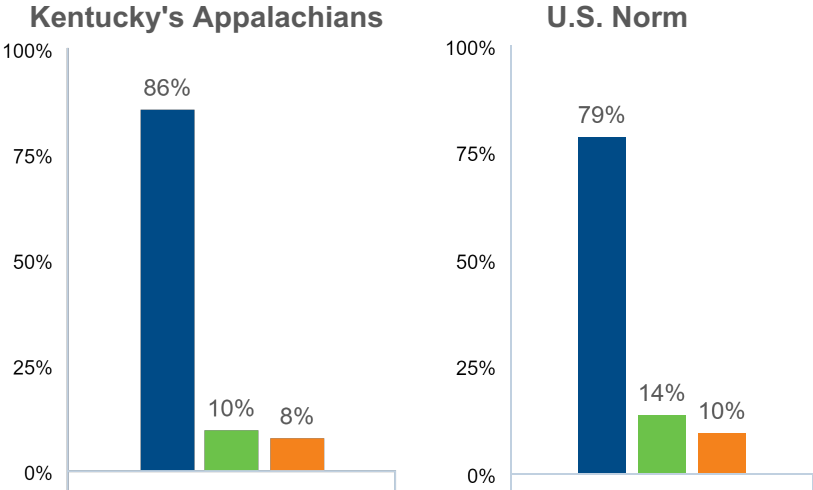


Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2022/2023 Overnight Person-Trips

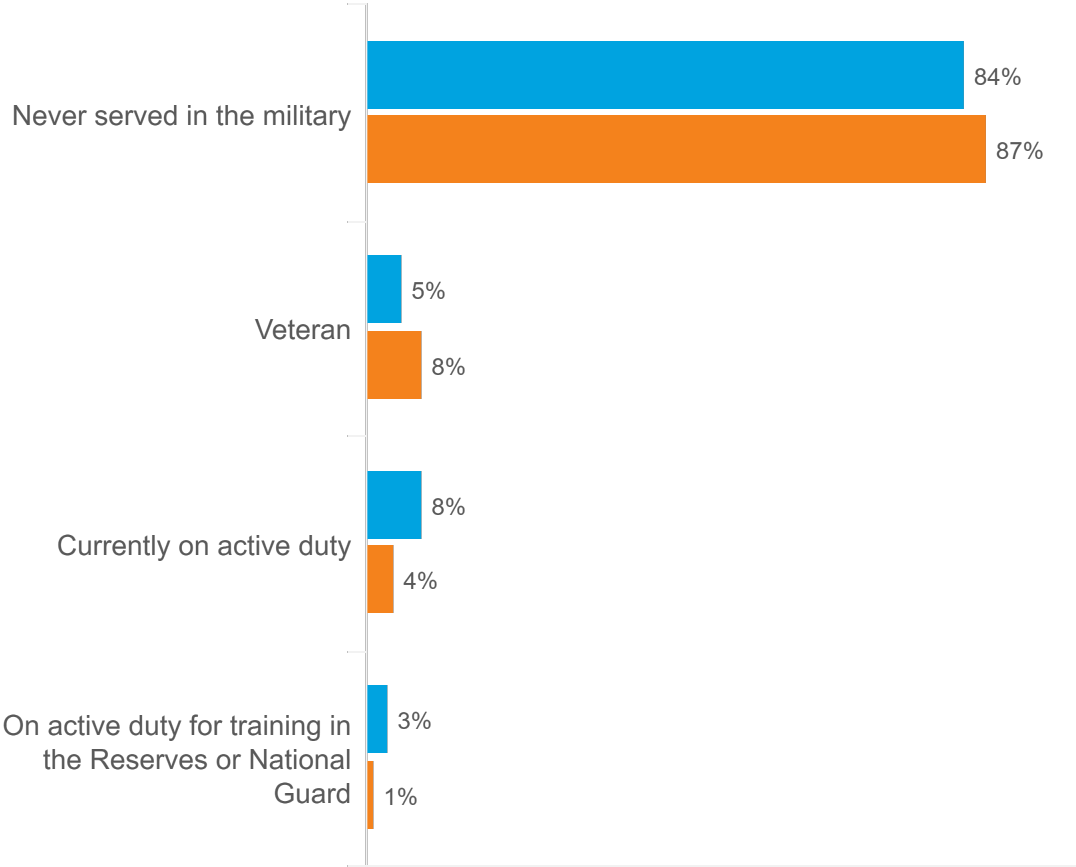
Race

White African-American Other



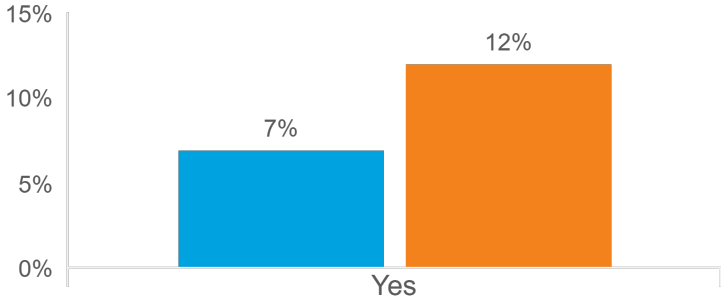
Military Status

Kentucky's Appalachians U.S. Norm

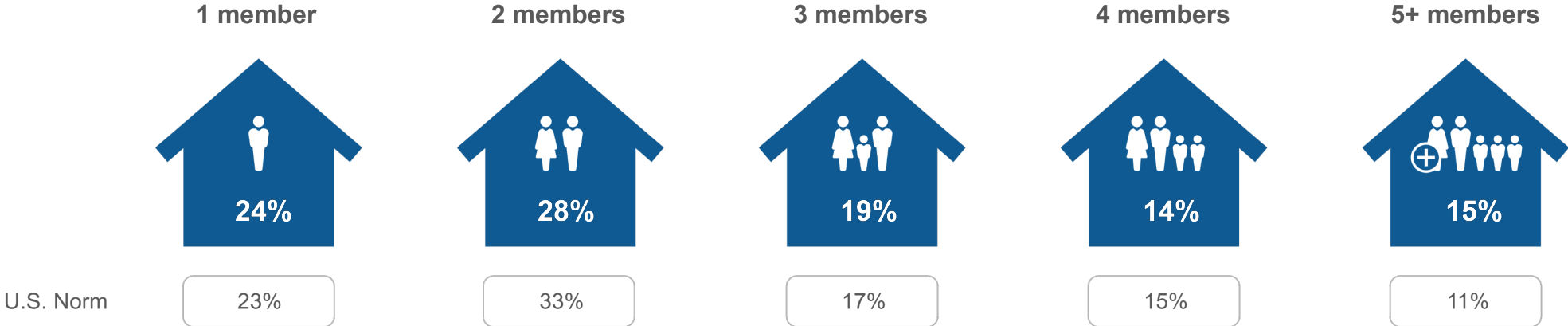


Hispanic Background

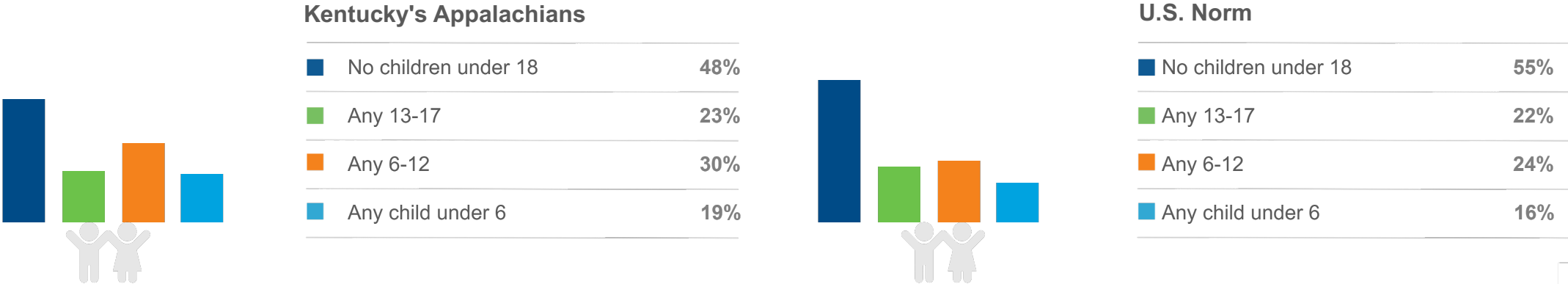
Kentucky's Appalachians U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Daniel Boone Country



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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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:



Overnight Base Size

546



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

Past Visitation to Daniel Boone Country

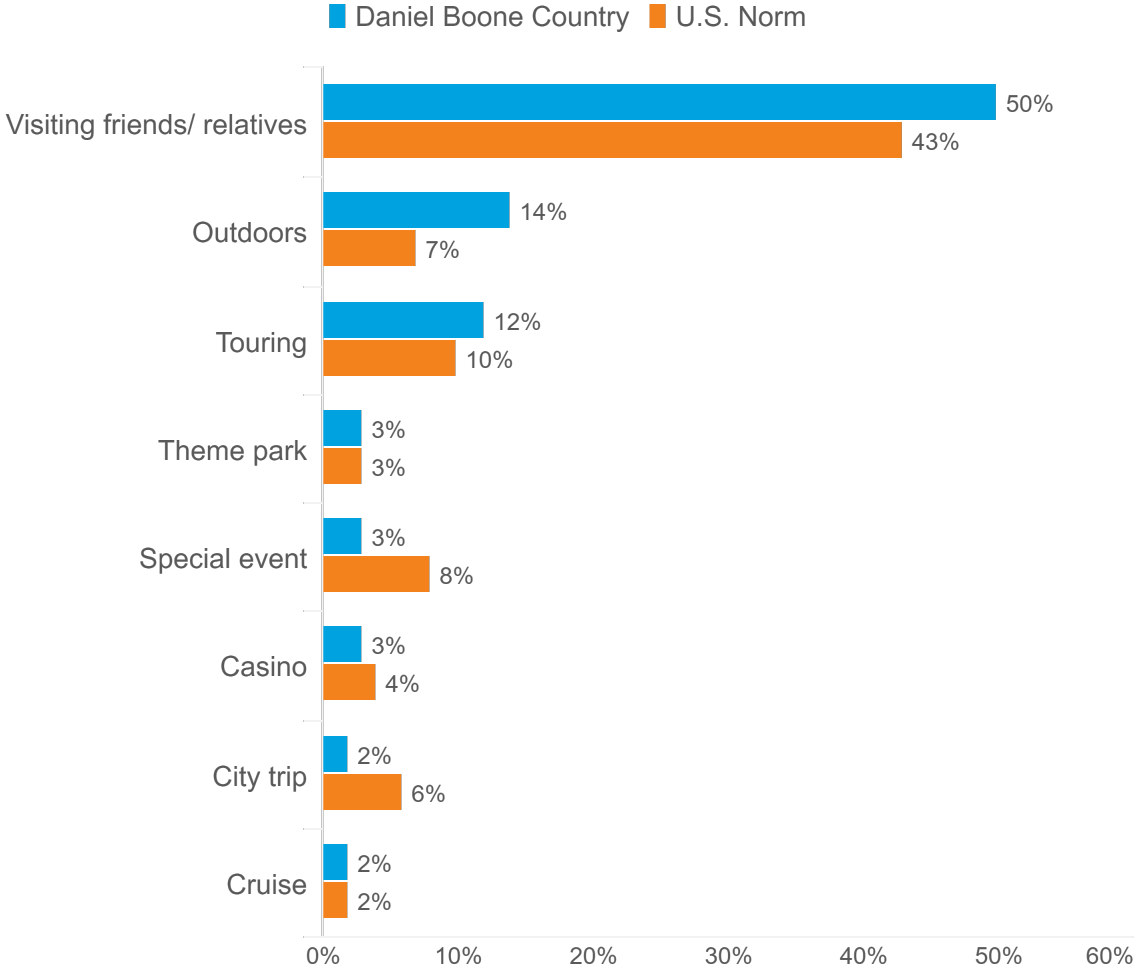
70% of overnight travelers to Daniel Boone Country are repeat visitors

49% of overnight travelers to Daniel Boone Country had visited before in the past 12 months

Main Purpose of Trip

 50% Visiting friends/ relatives	 2% Conference/ Convention
 14% Outdoors	
 12% Touring	
 3% Theme park	
 3% Special event	 4% Other business trip
 3% Casino	
 2% City trip	
 2% Cruise	 3% Business-Leisure

Main Purpose of Leisure Trip



2023 U.S. Overnight Trips



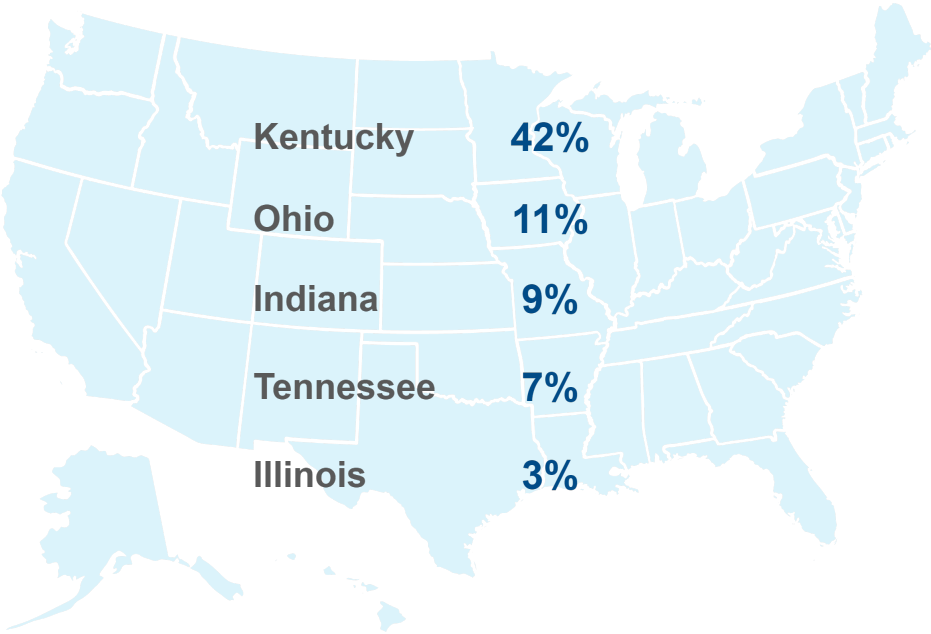
■	Visiting friends/relatives	43%
■	Marketable	47%
■	Business	7%
■	Business-leisure	4%

Daniel Boone Country Overnight Trips

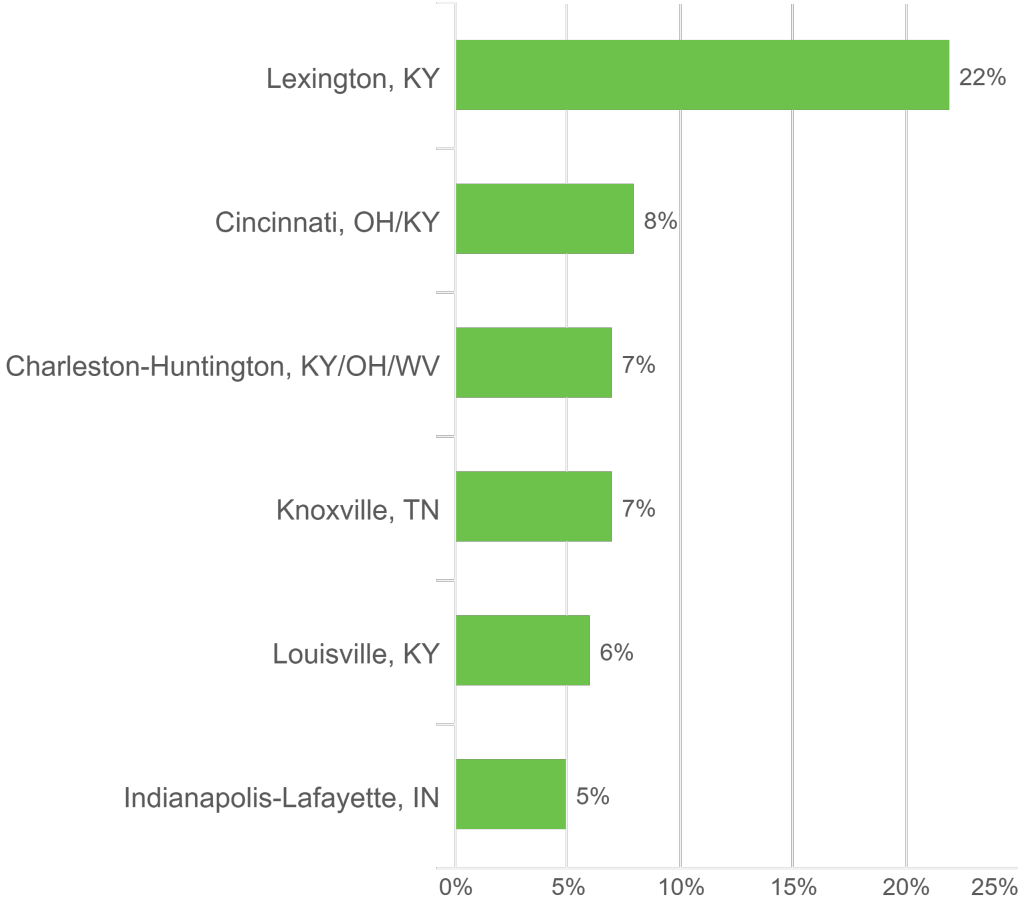


■	Visiting friends/relatives	50%
■	Marketable	40%
■	Business	6%
■	Business-leisure	3%

State Origin Of Trip



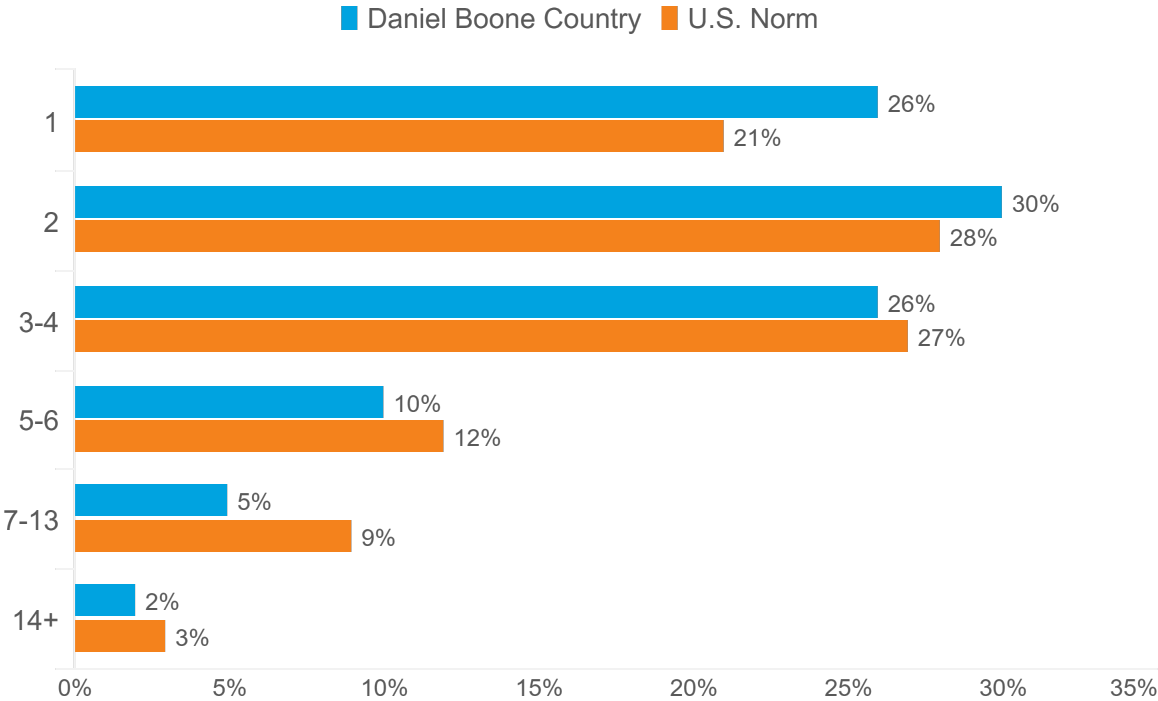
DMA Origin Of Trip



Daniel Boone Country's Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

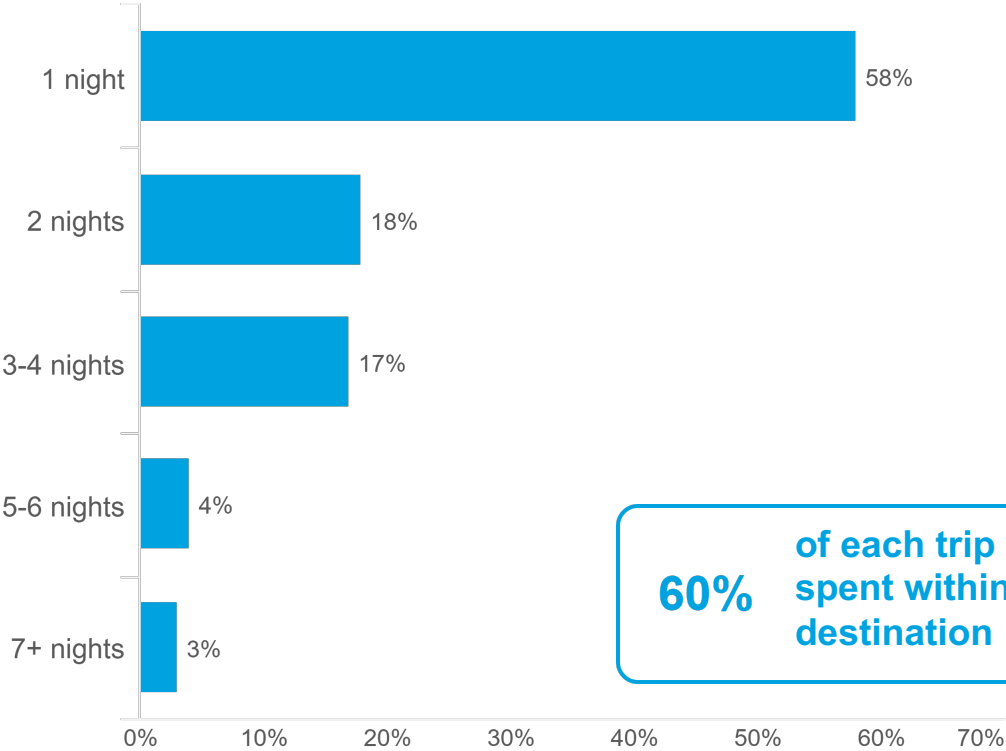
Total Nights Away on Trip



Daniel Boone Country
3.2
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Daniel Boone Country



60% of each trip was spent within the destination

Average number of nights
1.9

Size of Travel Party

■ Adults ■ Children

Daniel Boone Country



Average number of people

Total
2.8

U.S. Norm



Average number of people

Total
2.9

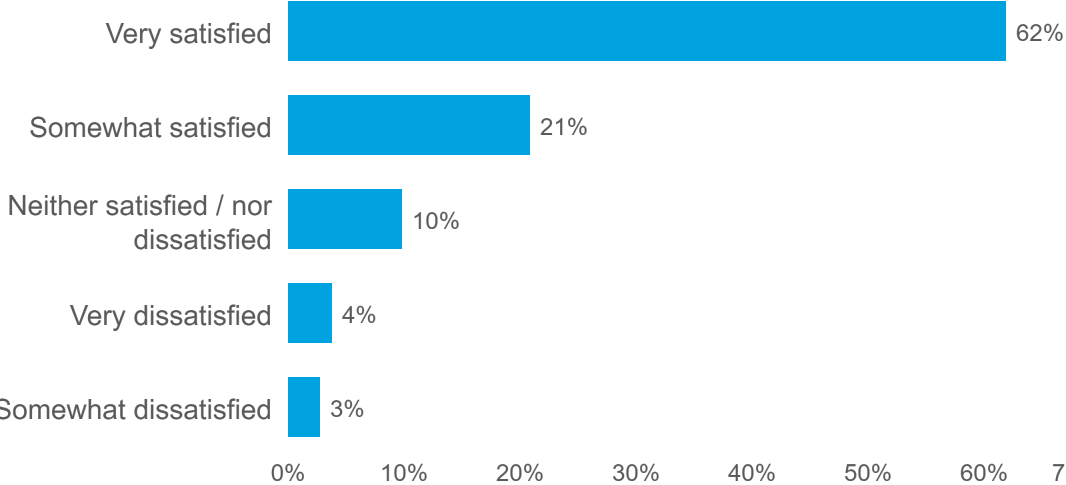


21% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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



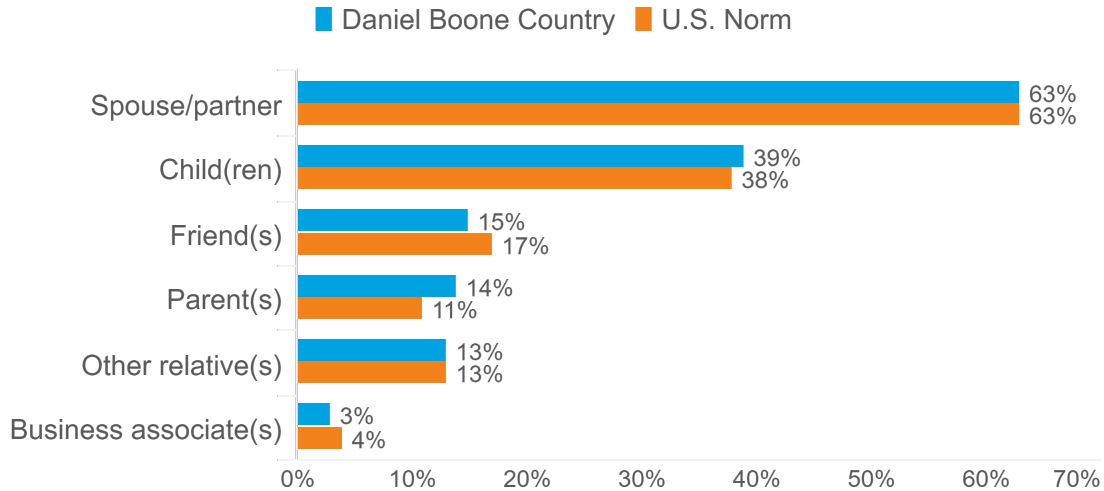


19% of trips only had one person in the travel party

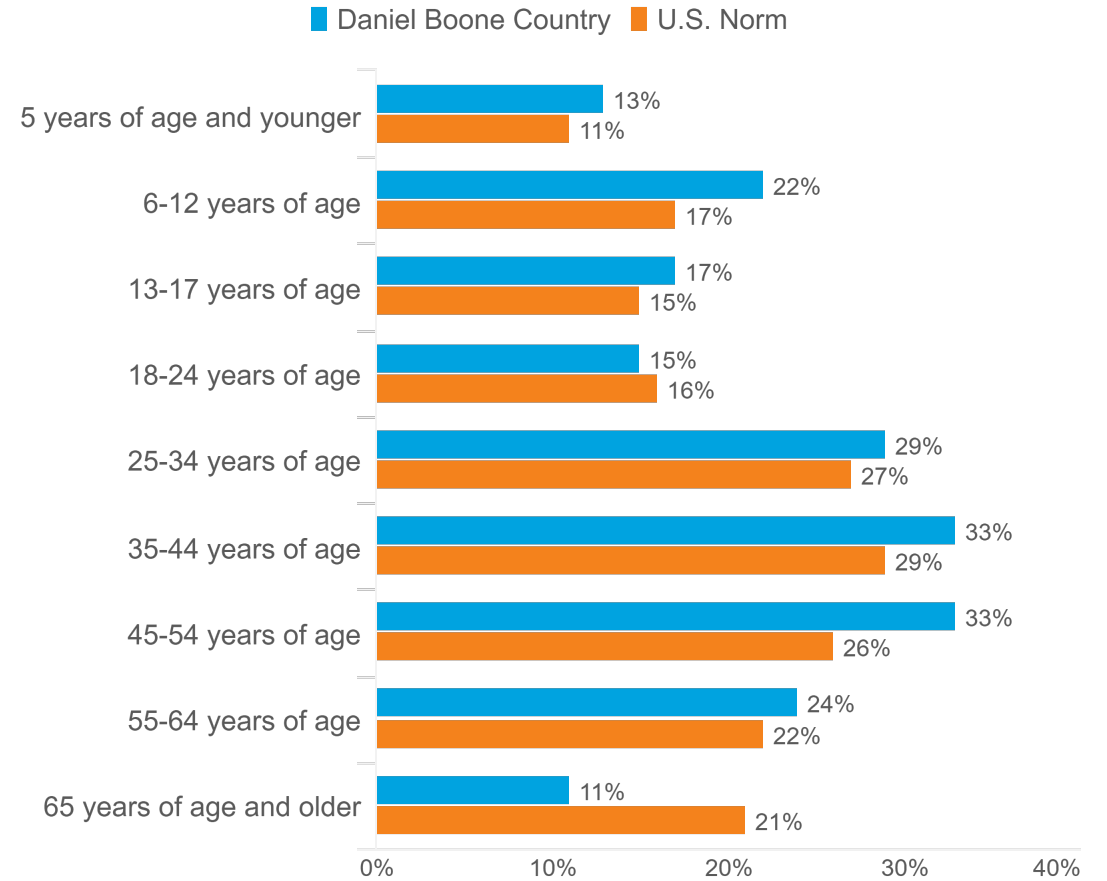
U.S. Norm: **24%**

Composition of Immediate Travel Party

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

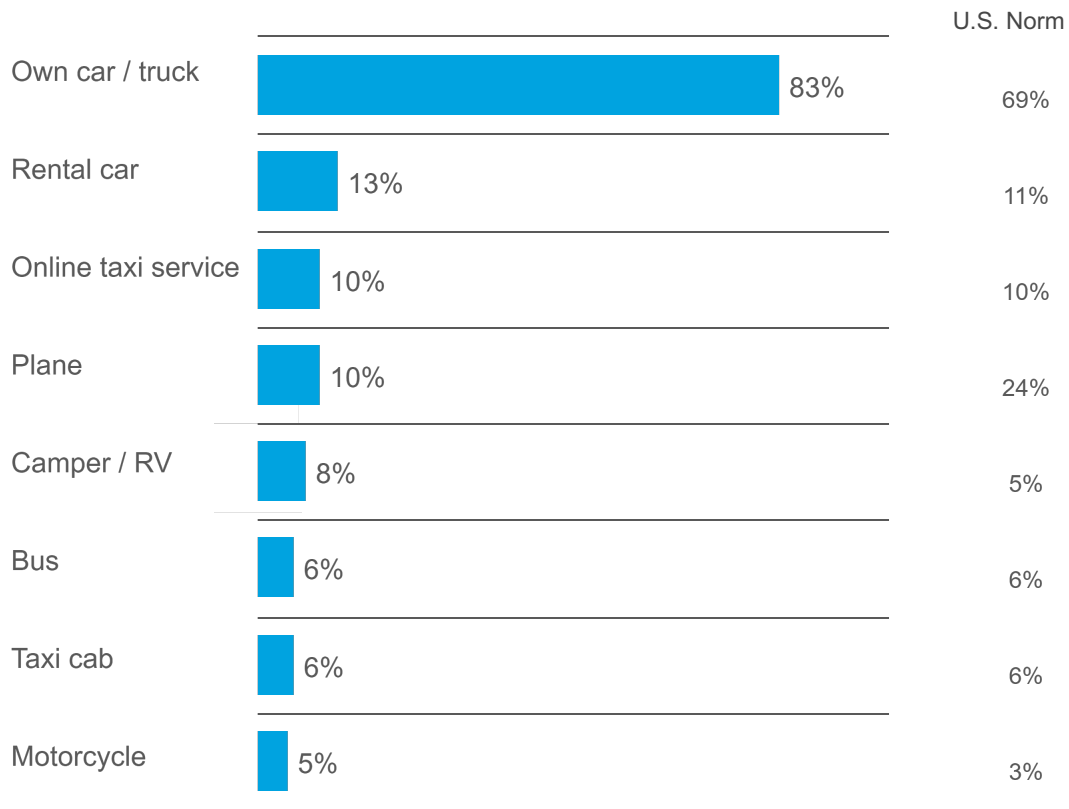


Travel Party Age

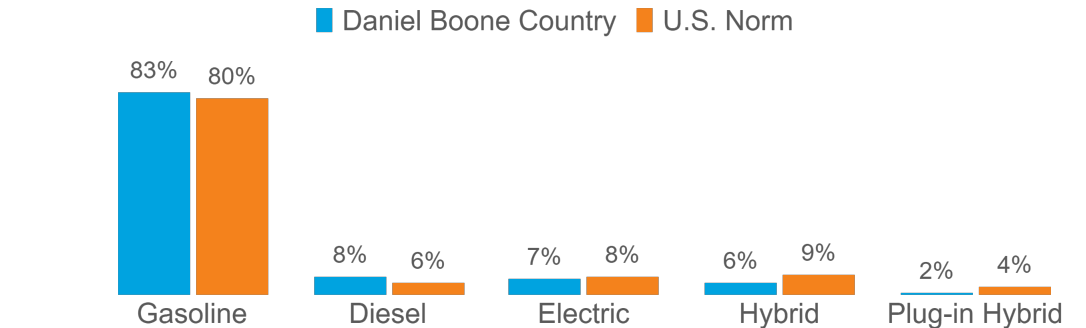


Question added in 2023, data is for 2023 only

Transportation Used to get to Destination

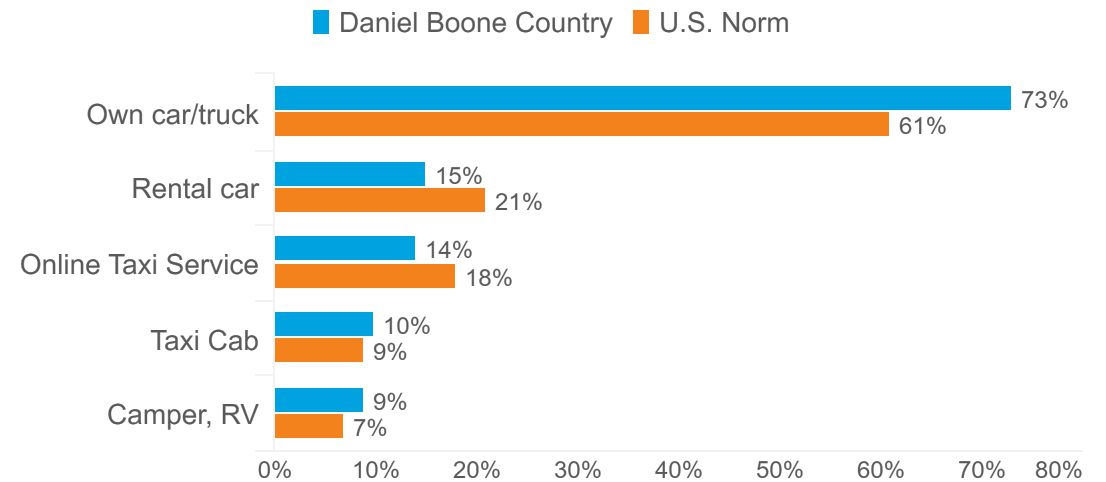


Type of Vehicle Used to get to Destination

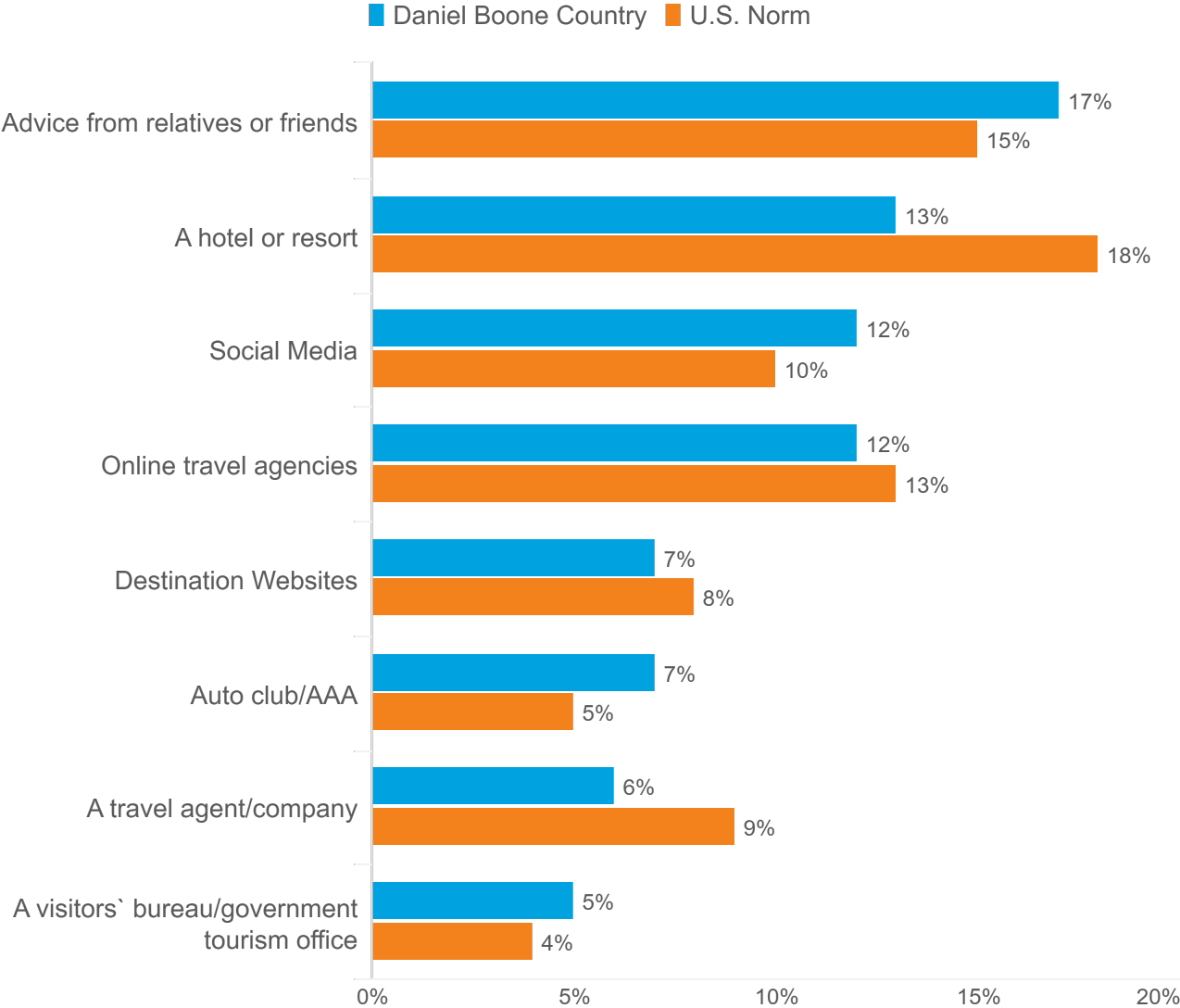


Question added in 2023, data is for 2023 only

Transportation Used within Destination



Trip Planning Information Sources



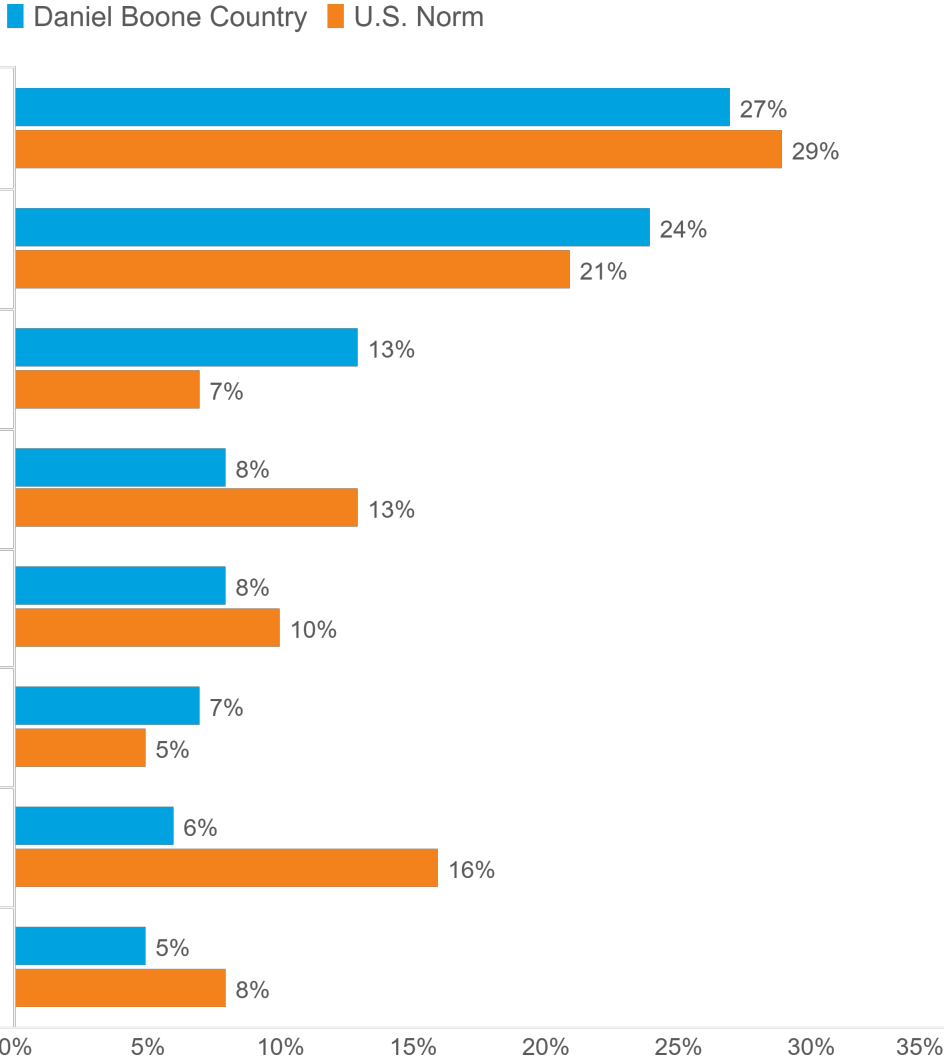
Length of Trip Planning

	Daniel Boone Country	U.S. Norm
Did not plan anything in advance	22%	15%
More than 1 year in advance	4%	4%
6-12 months	12%	13%
3-5 months	15%	18%
2 months	15%	17%
1 month or less	32%	33%








Daniel Boone Country's Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Method of Booking



Accommodations

	Daniel Boone Country	U.S. Norm
 Hotel	33%	42%
 Home of friends / relatives	22%	22%
 Motel	16%	11%
 Campground / RV park	9%	5%
 Bed & breakfast	9%	6%
 Rented cottage / cabin	9%	4%
 Resort hotel	7%	10%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities










U.S. Norm: 15%

Activities and Experiences (Top 10)

	Daniel Boone Country	U.S. Norm
Shopping	25%	26%
Sightseeing	22%	20%
Landmark/historic site	19%	13%
Hiking/backpacking	19%	8%
Attending celebration	18%	15%
National/state park	17%	8%
Bar/nightclub	14%	15%
Camping	14%	5%
Fishing	13%	6%
Nature tours/wildlife viewing/birding	13%	8%







Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

	Daniel Boone Country	U.S. Norm
 Shopping at locally owned businesses	53%	48%
 Outlet/mall shopping	45%	44%
 Big box stores (Walmart, Costco)	42%	30%
 Convenience/grocery shopping	40%	42%
 Souvenir shopping	33%	38%
 Antiquing	33%	12%
 Farmers market	20%	17%

Question updated in 2023, data is for 2023 only

Dining Types on Trip

	Daniel Boone Country	U.S. Norm
 Fast food	55%	45%
 Casual dining	49%	56%
 Unique/local food	27%	30%
 Carry-out/food delivery service	22%	22%
 Picnicking	17%	11%
 Fine/upscale dining	9%	19%

Question updated in 2023, data is for 2023 only



68%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people

63%



Sightseeing/attractions

61%



Quality of food

57%



Safety/security

57%



Cleanliness

56%



Quality of accommodations

54%



Music/nightlife/entertainment

47%



Value for money

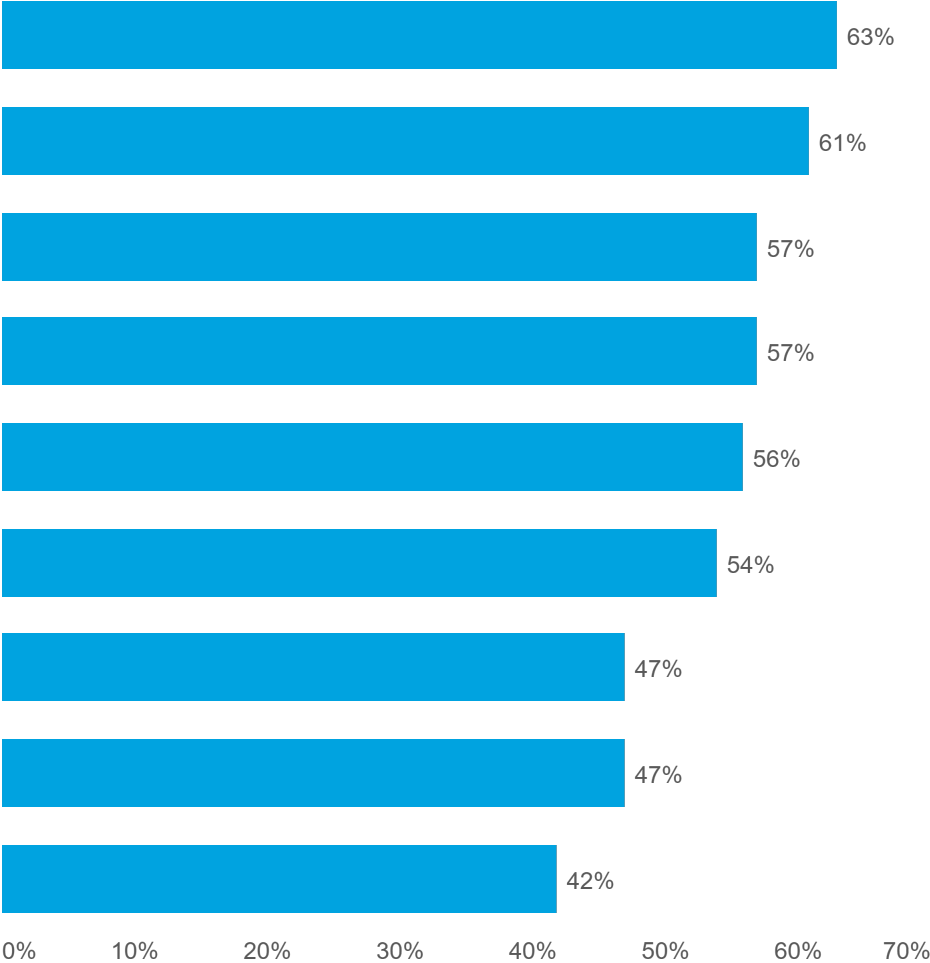
47%



Public transportation

42%

% Very Satisfied with Trip

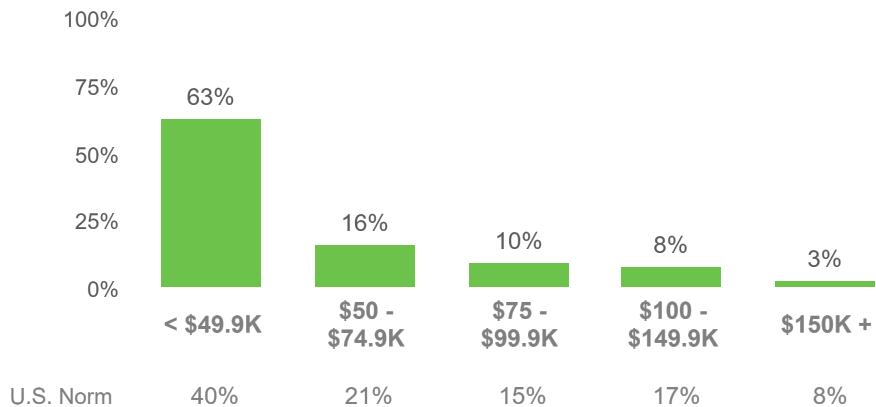


*Very Satisfied = selected top box on a five point scale

Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2022/2023 Overnight Person-Trips

Household Income



Age

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

Daniel Boone Country



Average Age
42.9

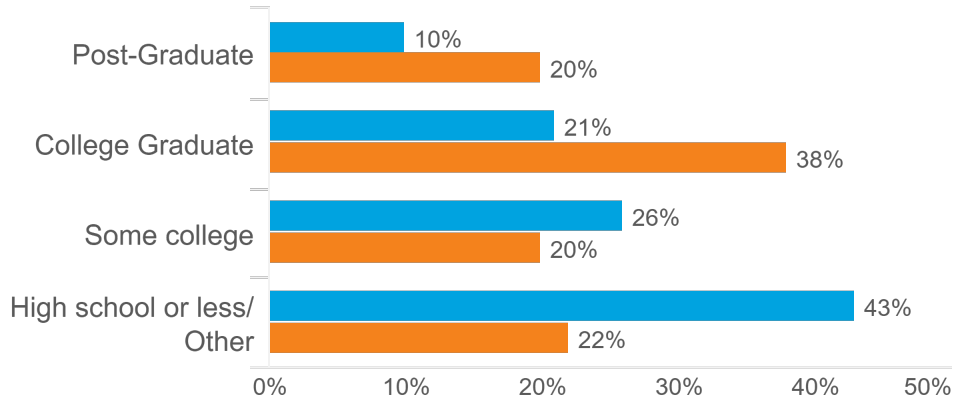
U.S. Norm



Average Age
45.2

Educational Attainment

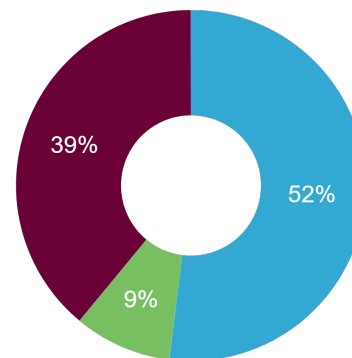
Daniel Boone Country U.S. Norm



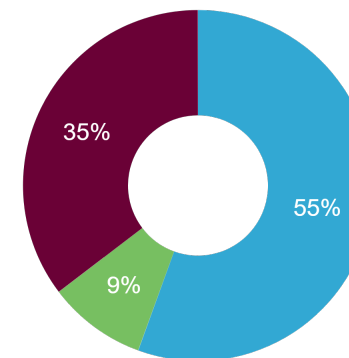
Employment

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

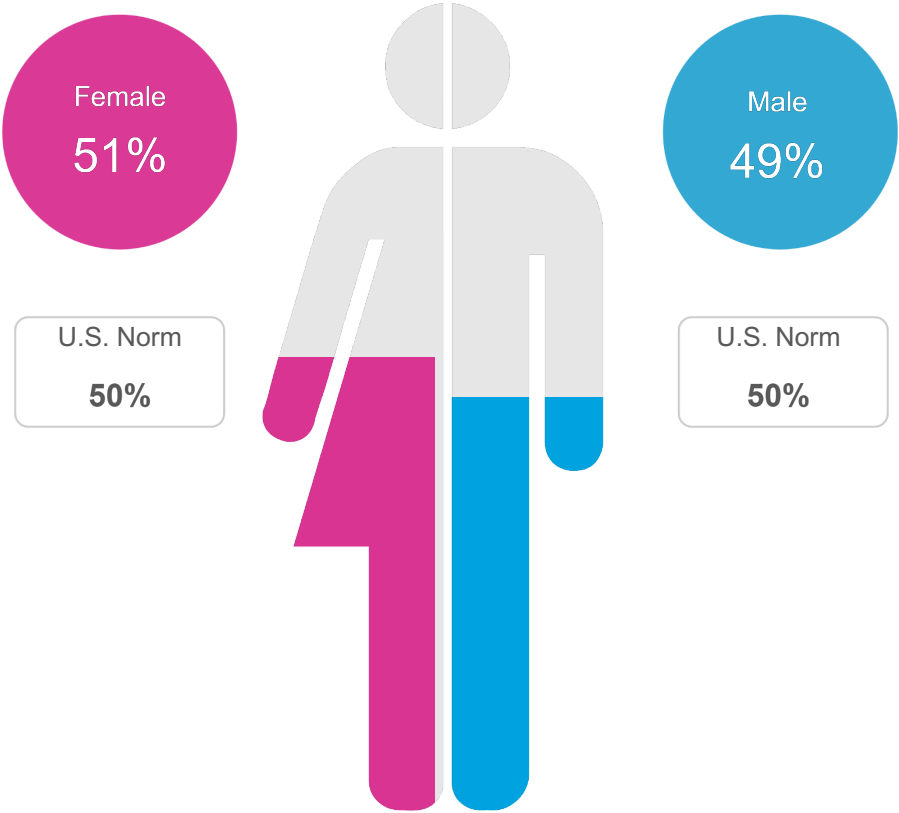
Daniel Boone Country



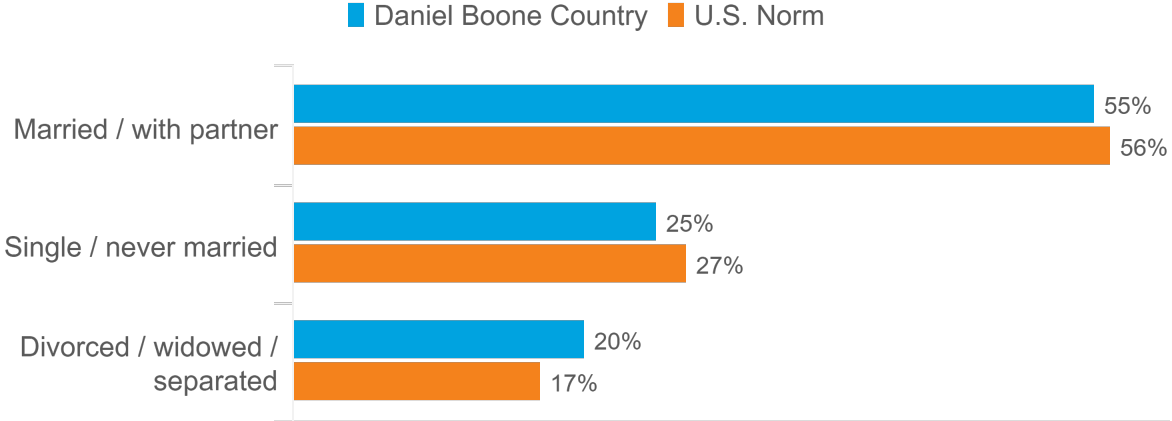
U.S. Norm



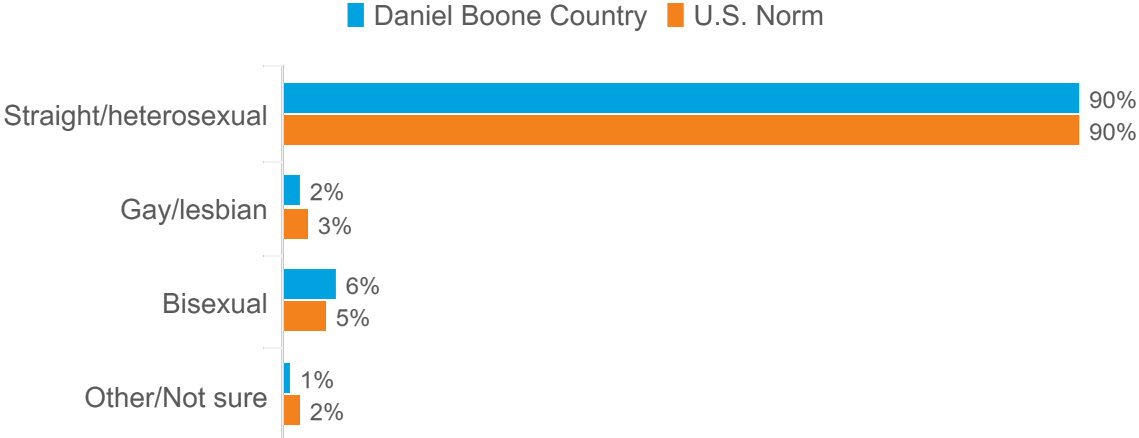
Gender



Marital Status



Sexual Orientation

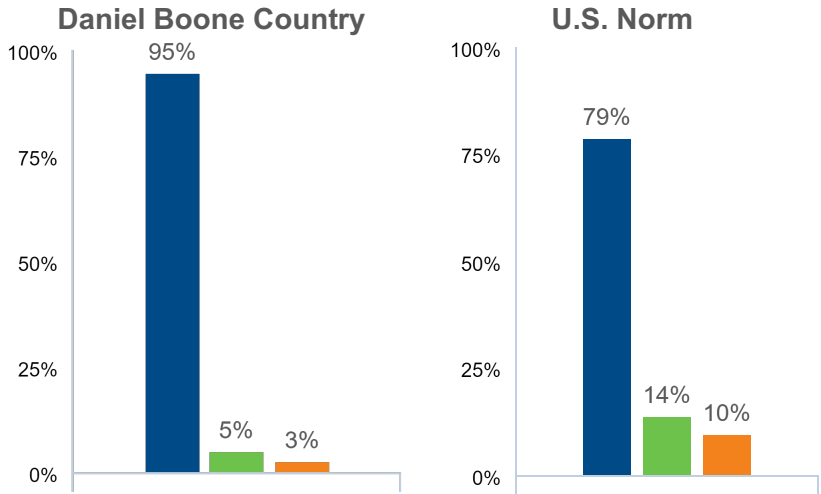


Demographic Profile of Overnight Daniel Boone Country Visitors

Base: 2022/2023 Overnight Person-Trips

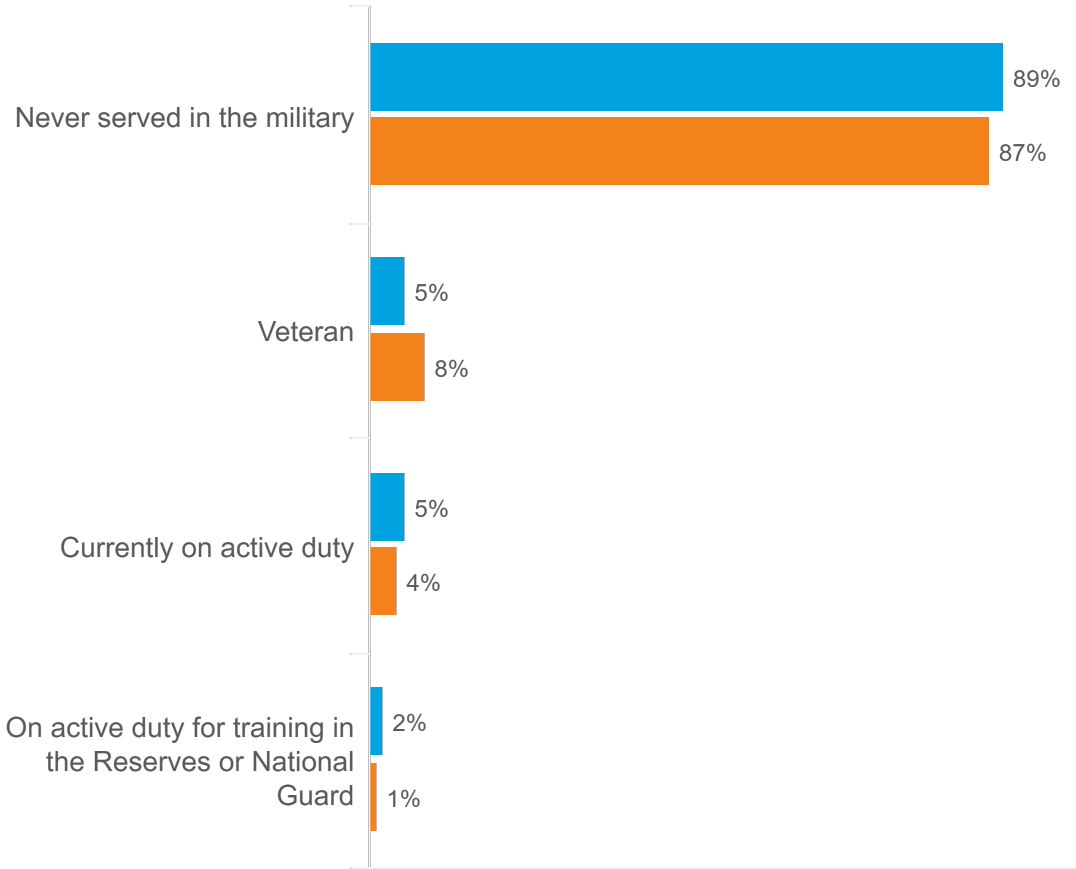
Race

White African-American Other



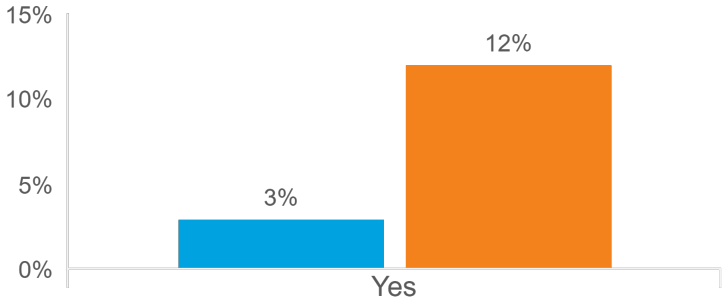
Military Status

Daniel Boone Country U.S. Norm

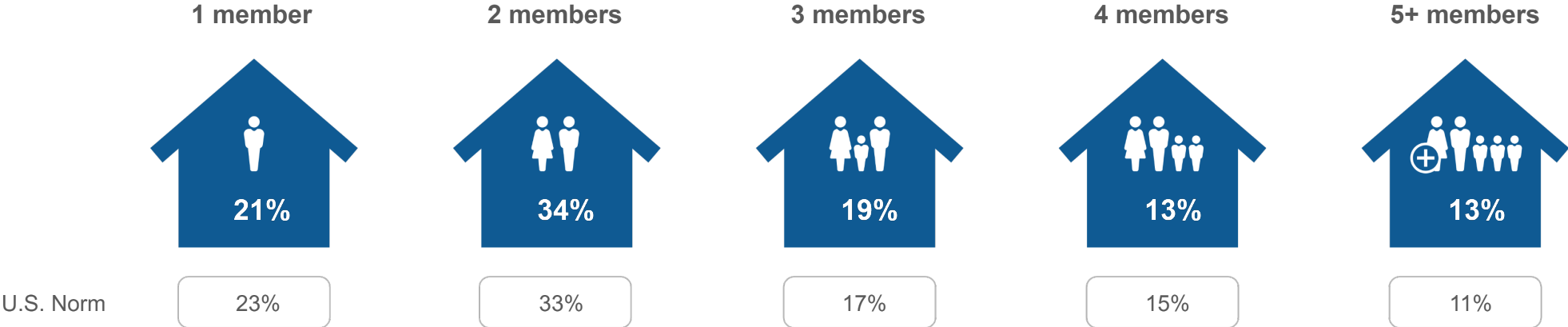


Hispanic Background

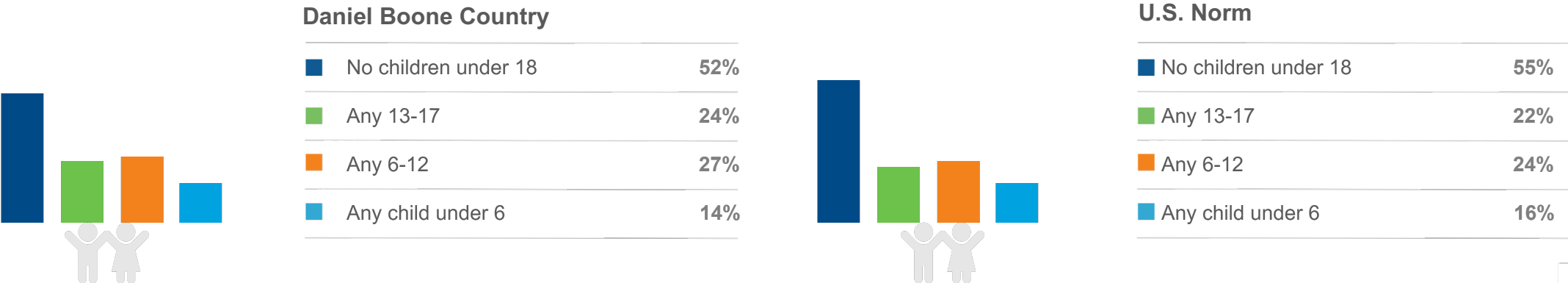
Daniel Boone Country U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Kentucky's Southern Shorelines

TEAM 
KENTUCKY®

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or 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 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:



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.

Past Visitation to Kentucky's Southern Shorelines

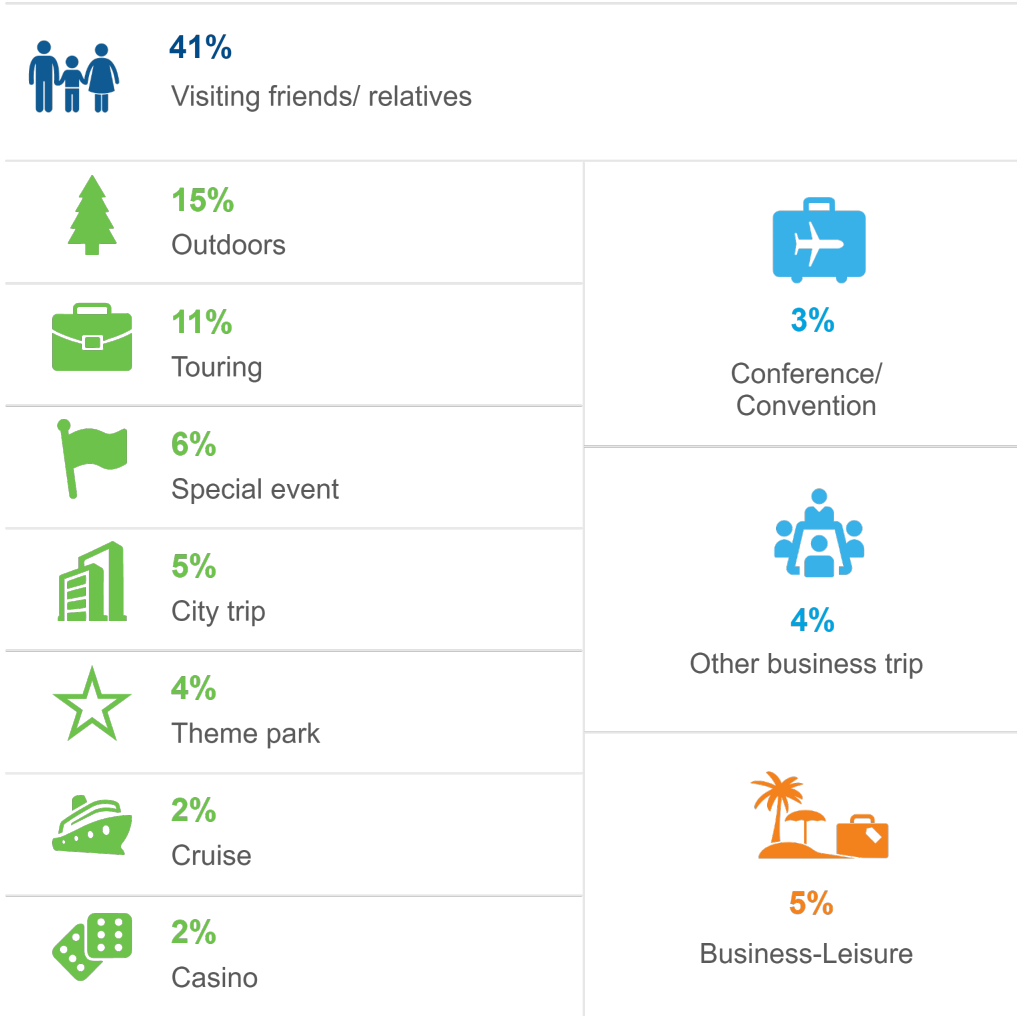
67% of overnight travelers to Kentucky's Southern Shorelines are repeat visitors

48% of overnight travelers to Kentucky's Southern Shorelines had visited before in the past 12 months

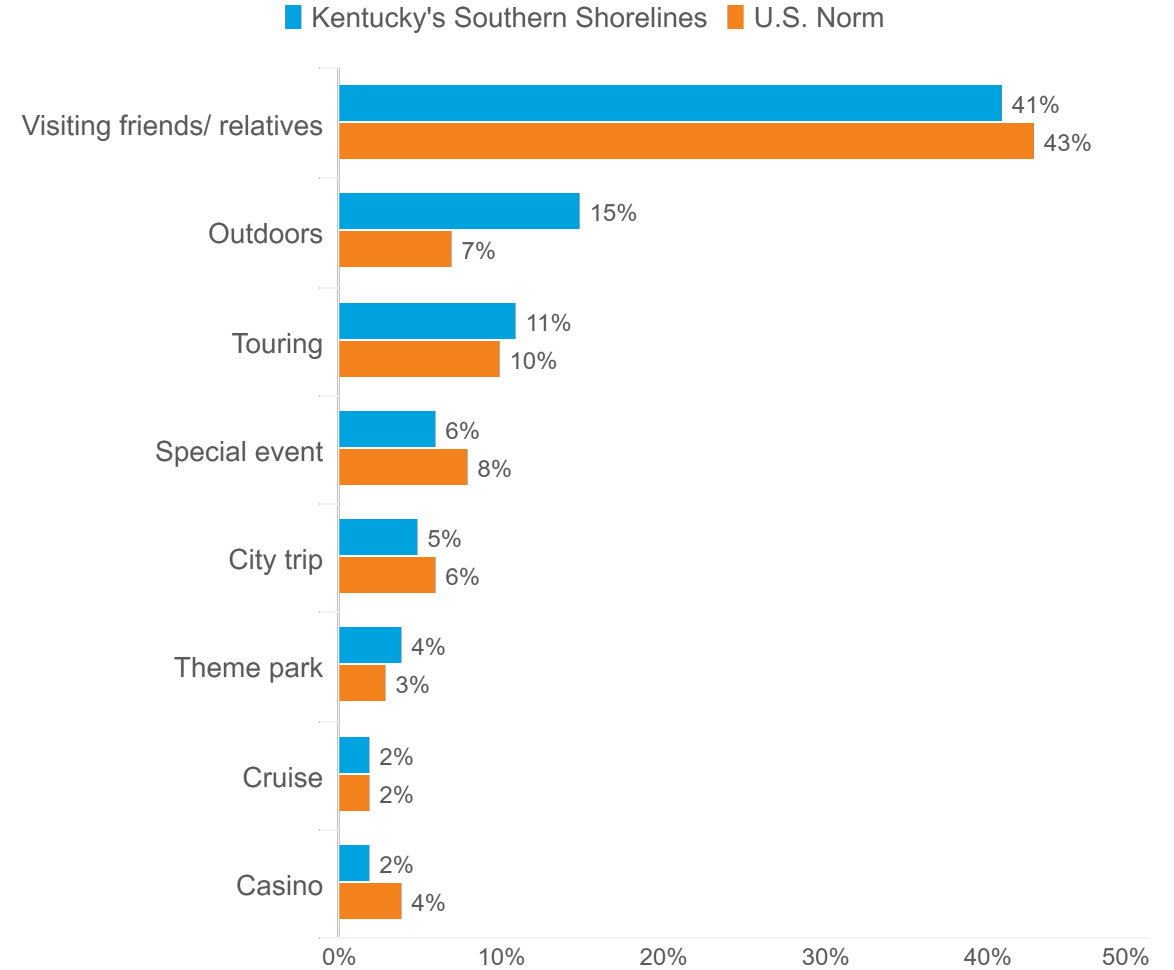
Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2023 U.S. Overnight Trips



■ Visiting friends/relatives	43%
■ Marketable	47%
■ Business	7%
■ Business-leisure	4%

Kentucky's Southern Shorelines Overnight Trips

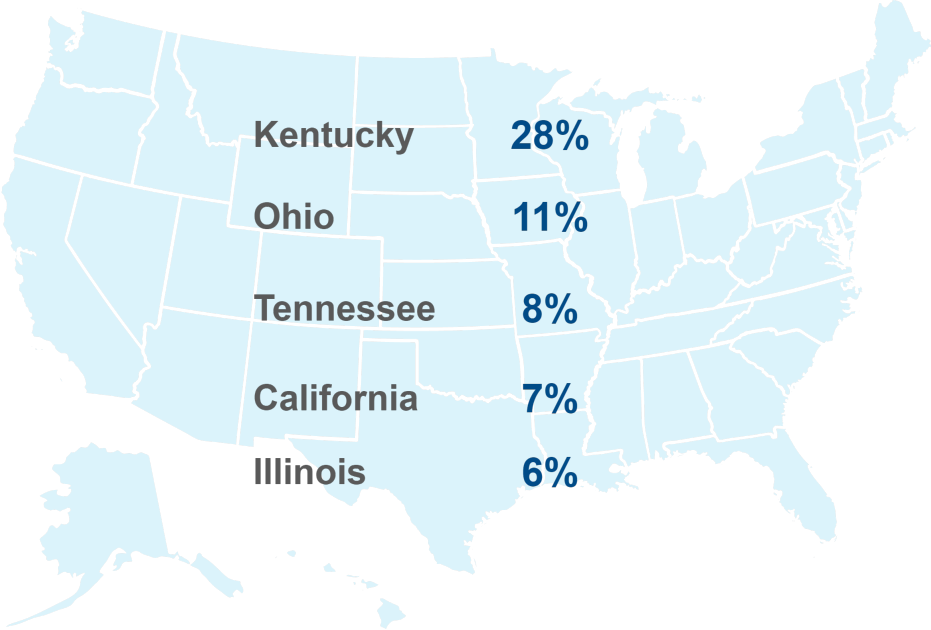


■ Visiting friends/relatives	41%
■ Marketable	47%
■ Business	7%
■ Business-leisure	5%

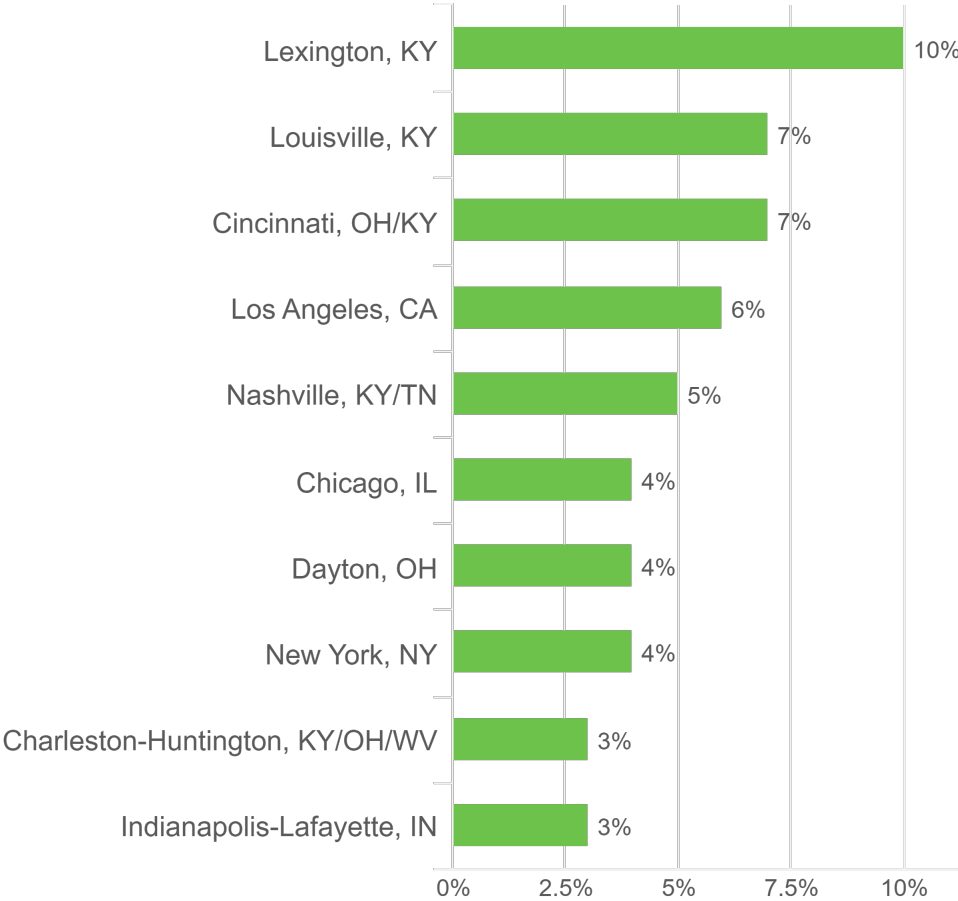
Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

State Origin Of Trip



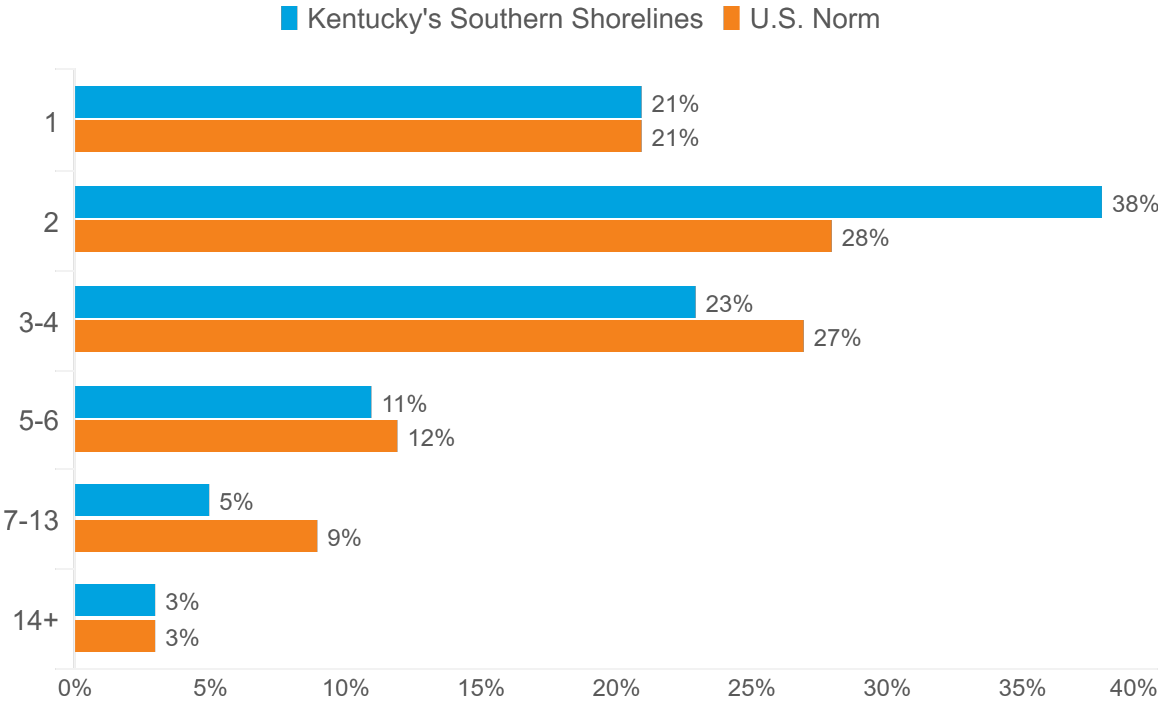
DMA Origin Of Trip



Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

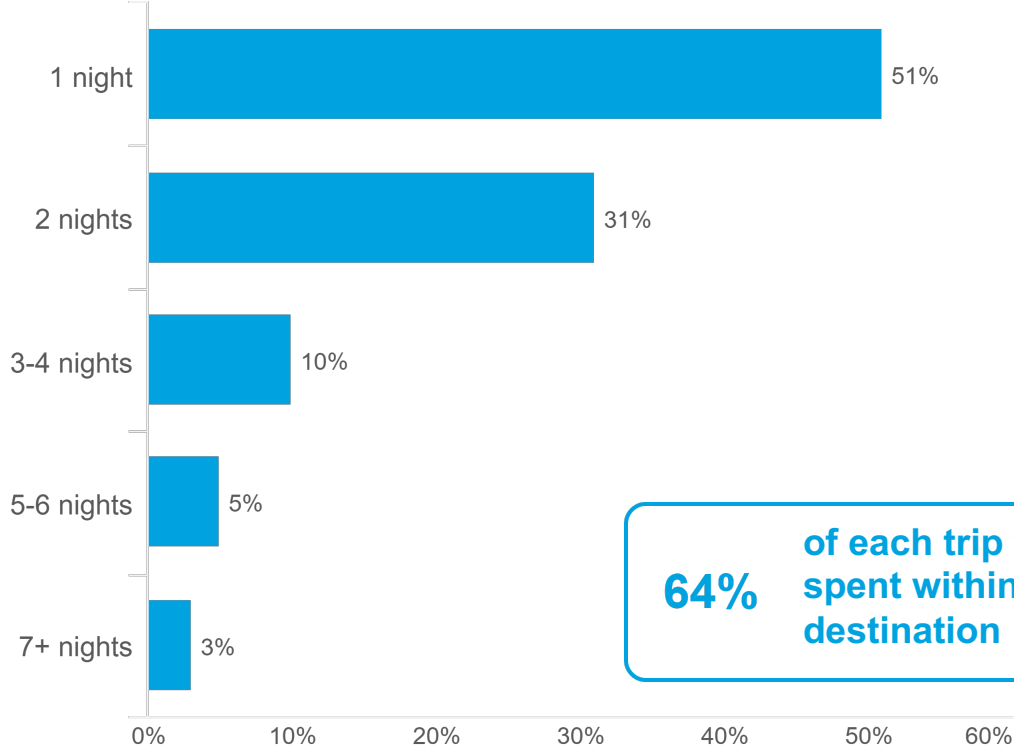
Total Nights Away on Trip



Kentucky's Southern Shorelines
3.2
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Kentucky's Southern Shorelines



64% of each trip was spent within the destination

Average number of nights
2.1

Size of Travel Party

■ Adults ■ Children

Kentucky's Southern Shorelines



Average number of people

Total
3.3

U.S. Norm



Average number of people

Total
2.9

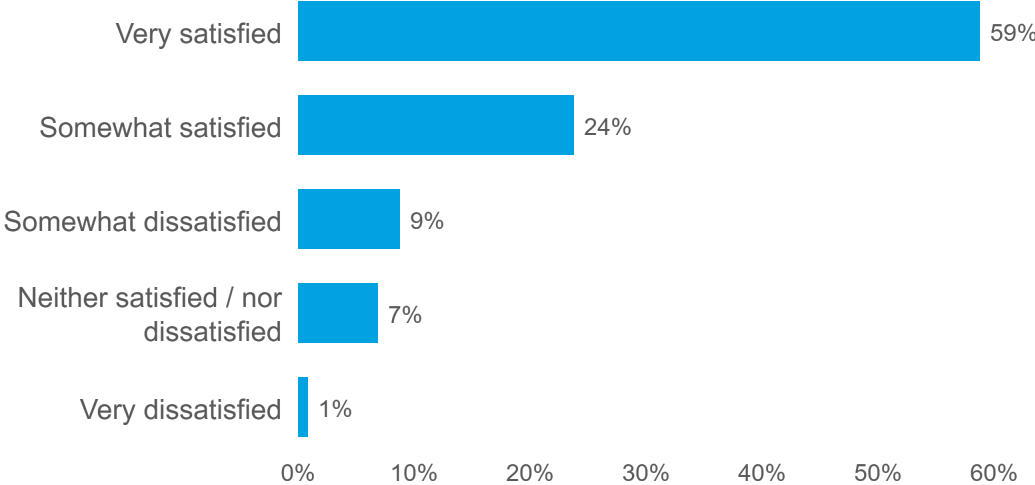


24% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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





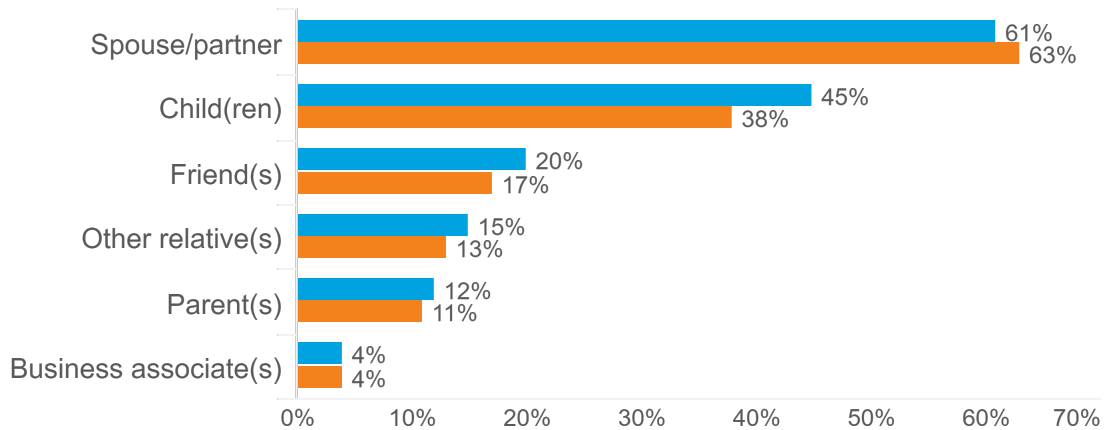
18% of trips only had one person in the travel party

U.S. Norm: **24%**

Composition of Immediate Travel Party

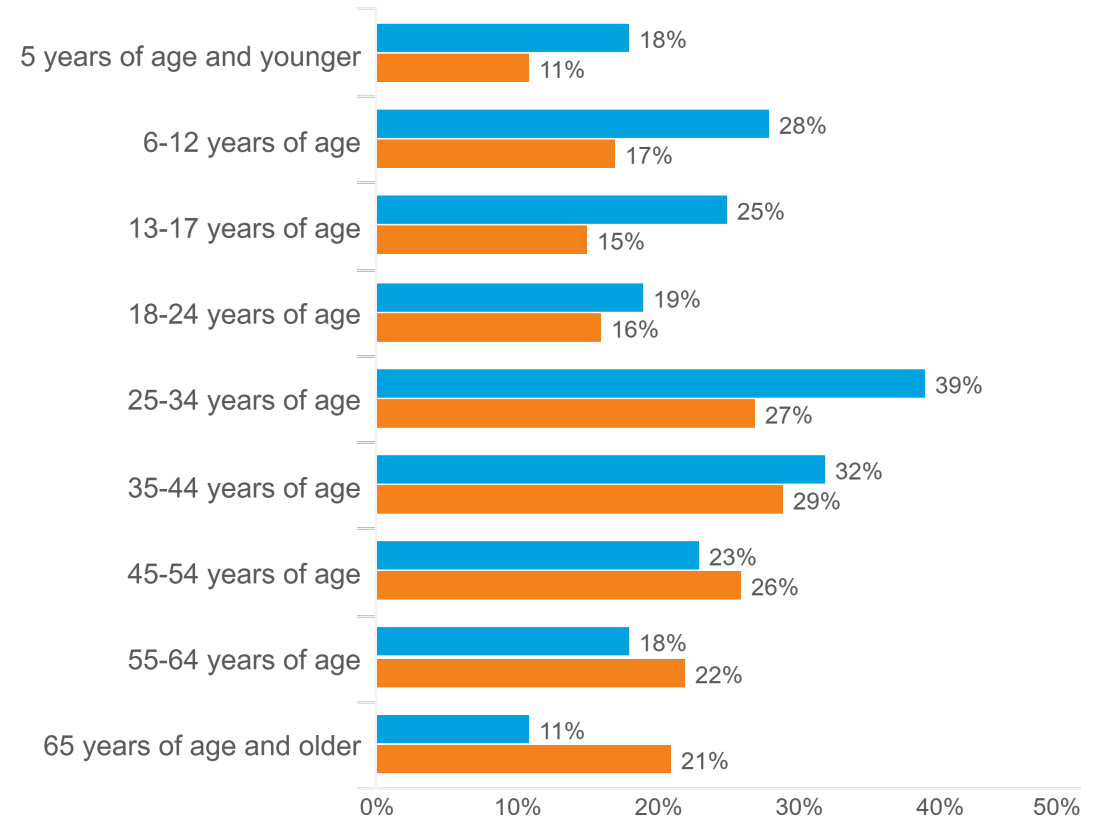
Base: 2022/2023 Overnight Person-Trips that included more than one person

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



Travel Party Age

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

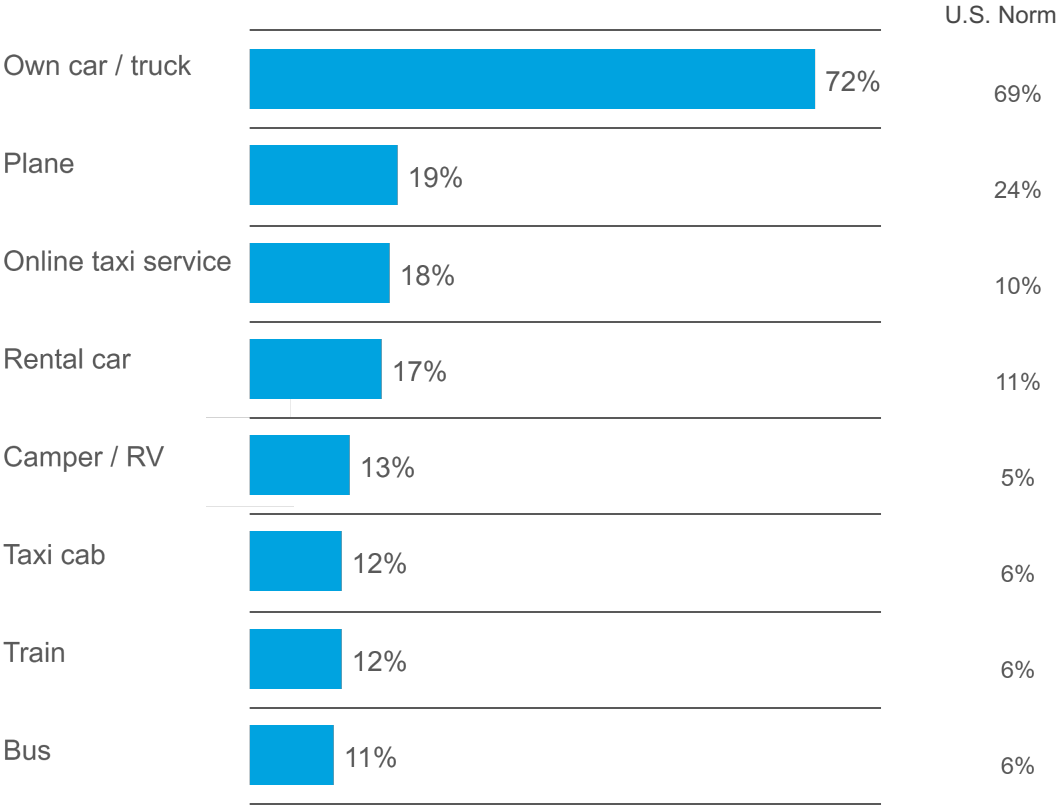


Question added in 2023, data is for 2023 only

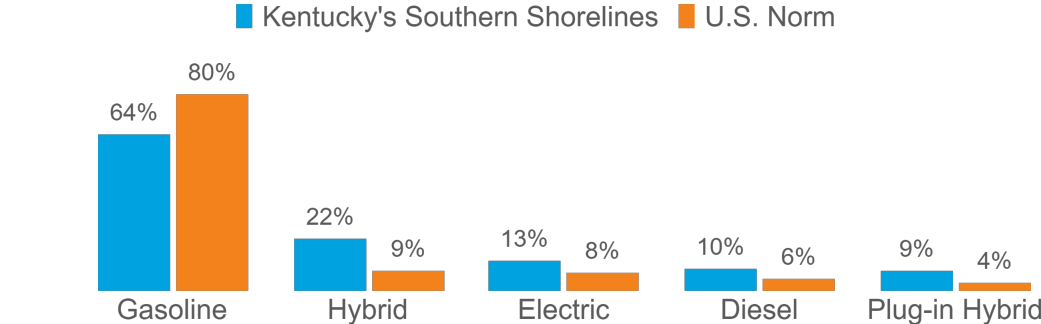
Kentucky's Southern Shorelines' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Transportation Used to get to Destination

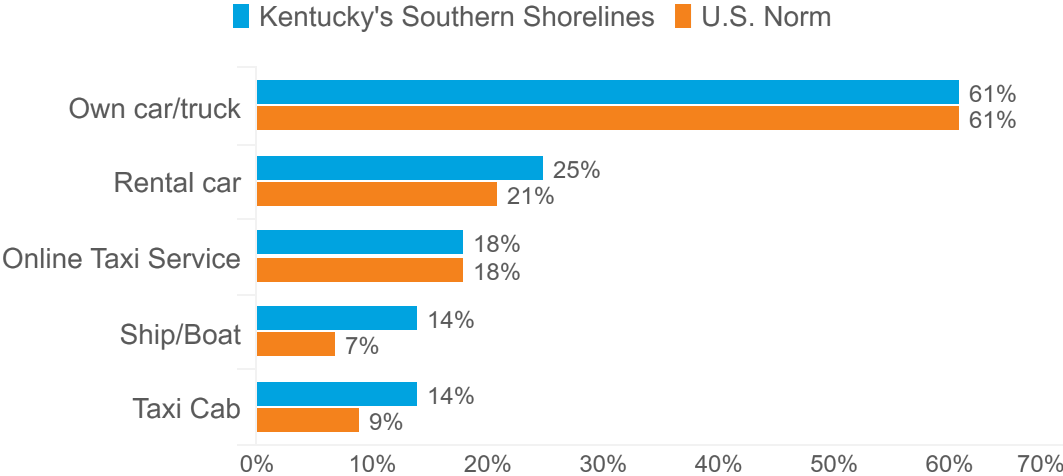


Type of Vehicle Used to get to Destination



Question added in 2023, data is for 2023 only

Transportation Used within Destination

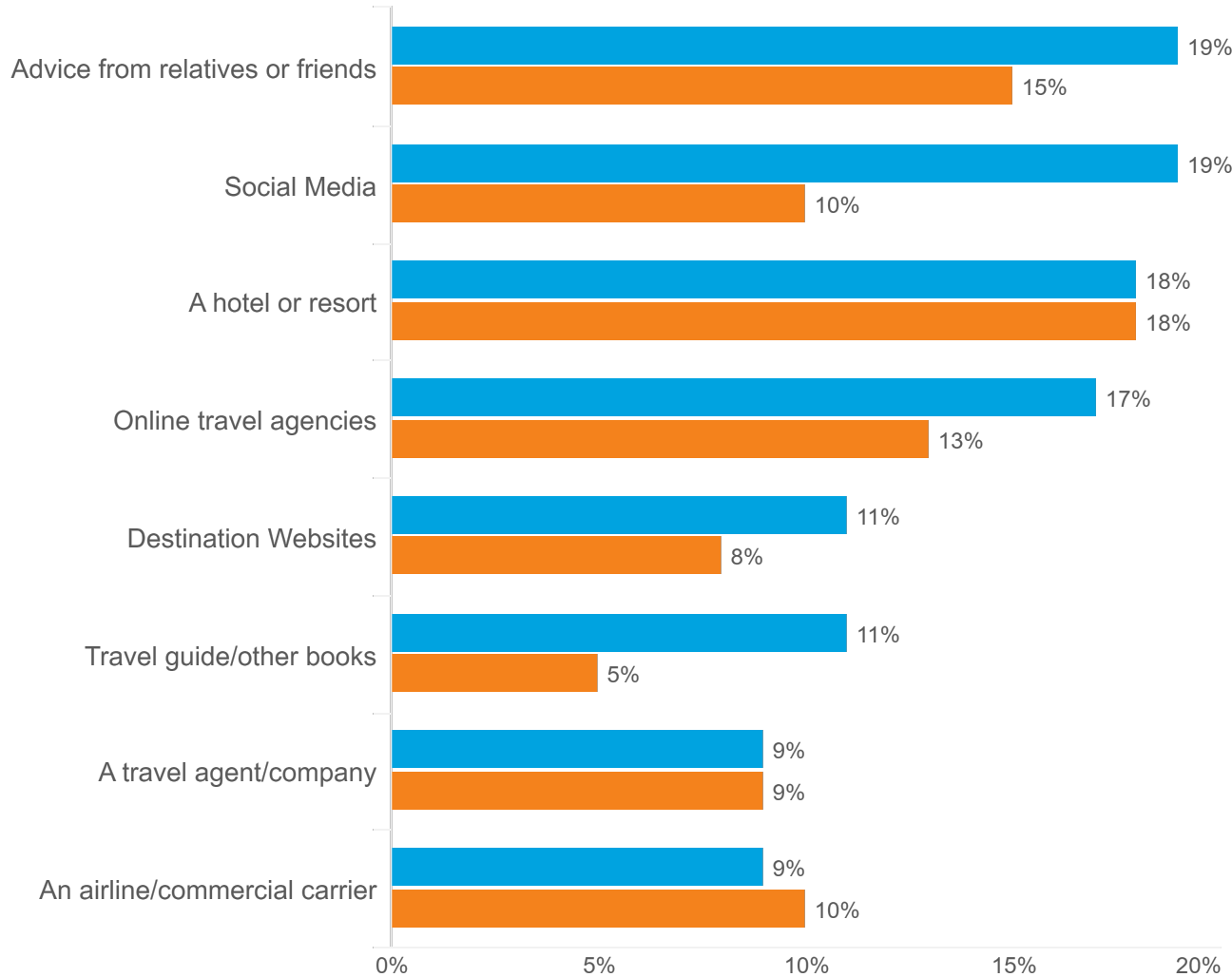


Question updated in 2020



Trip Planning Information Sources

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



Length of Trip Planning

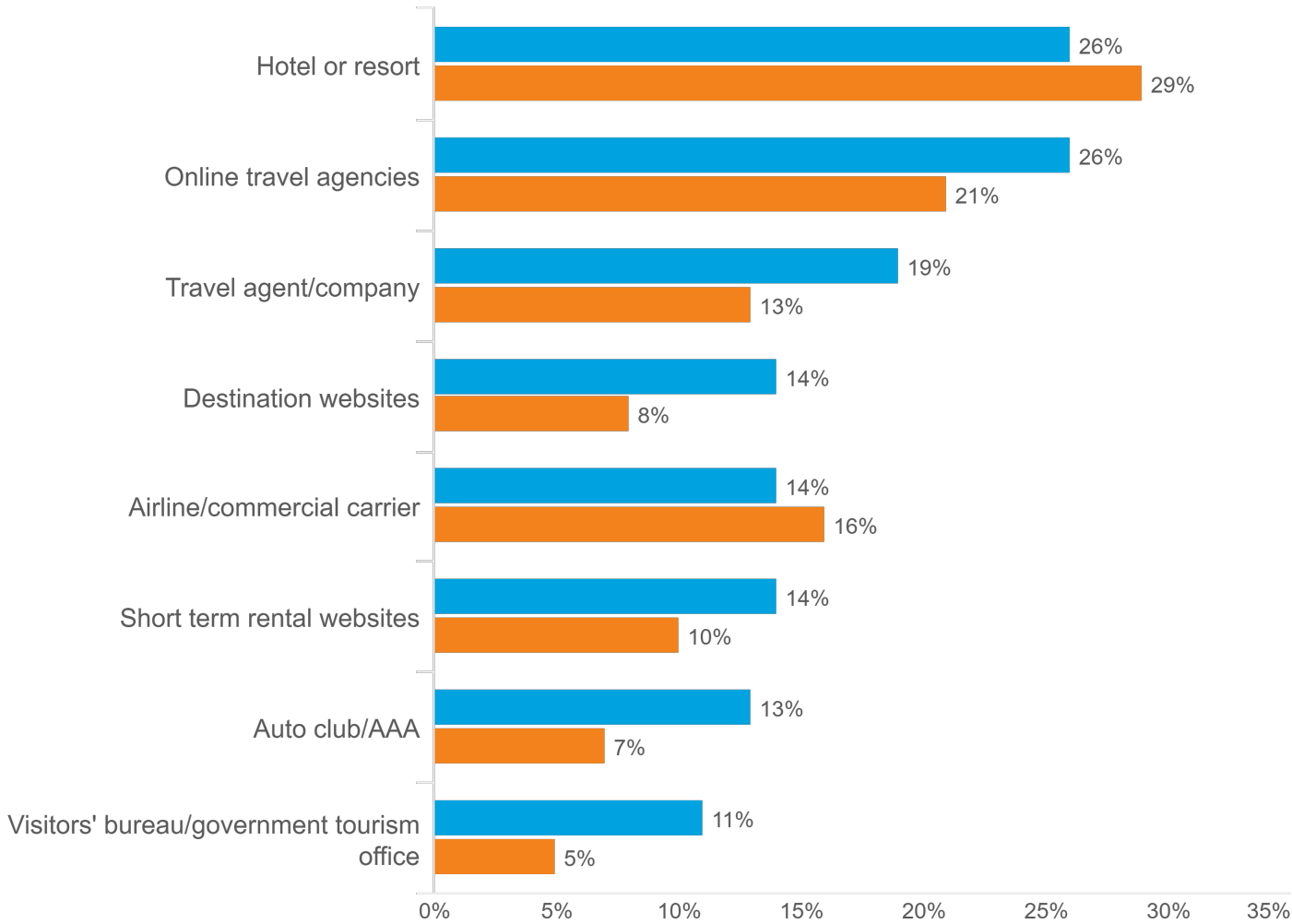
	Kentucky's Southern Shorelines	U.S. Norm
Did not plan anything in advance	19%	15%
More than 1 year in advance	5%	4%
6-12 months	15%	13%
3-5 months	19%	18%
2 months	15%	17%
1 month or less	27%	33%

Kentucky's Southern Shorelines' Overnight Trip Characteristics








Base: 2022/2023 Overnight Person-Trips

Method of Booking

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



Accommodations

	Kentucky's Southern Shorelines	U.S. Norm
 Hotel	42%	42%
 Home of friends / relatives	17%	22%
 Motel	14%	11%
 Bed & breakfast	13%	6%
 Rented cottage / cabin	12%	4%
 Resort hotel	11%	10%
 Campground / RV park	10%	5%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities



U.S. Norm: 15%

Activities and Experiences (Top 10)

	Kentucky's Southern Shorelines	U.S. Norm
Shopping	22%	26%
Sightseeing	21%	20%
Attending celebration	21%	15%
Swimming	18%	14%
Landmark/historic site	18%	13%
Fishing	16%	6%
Civil Rights/African-American heritage sights/experiences	15%	5%
Local parks/playgrounds	15%	10%
Camping	15%	5%
National/state park	15%	8%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

Kentucky's Southern
Shorelines

U.S. Norm



Outlet/mall shopping

58%

44%



Convenience/grocery shopping

47%

42%



Souvenir shopping

40%

38%



Big box stores (Walmart, Costco)

40%

30%



Shopping at locally owned businesses

38%

48%



Farmers market

28%

17%



Antiquing

22%

12%

Question updated in 2023, data is for 2023 only

Dining Types on Trip

Kentucky's Southern
Shorelines

U.S. Norm



Fast food

53%

45%



Casual dining

45%

56%



Unique/local food

42%

30%



Carry-out/food delivery service

32%

22%



Picnicking

25%

11%



Fine/upscale dining

19%

19%

Question updated in 2023, data is for 2023 only

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



Friendliness of people

64%



Cleanliness

58%



Sightseeing/attractions

58%



Value for money

57%



Safety/security

57%



Quality of accommodations

57%



Quality of food

55%



Music/nightlife/entertainment

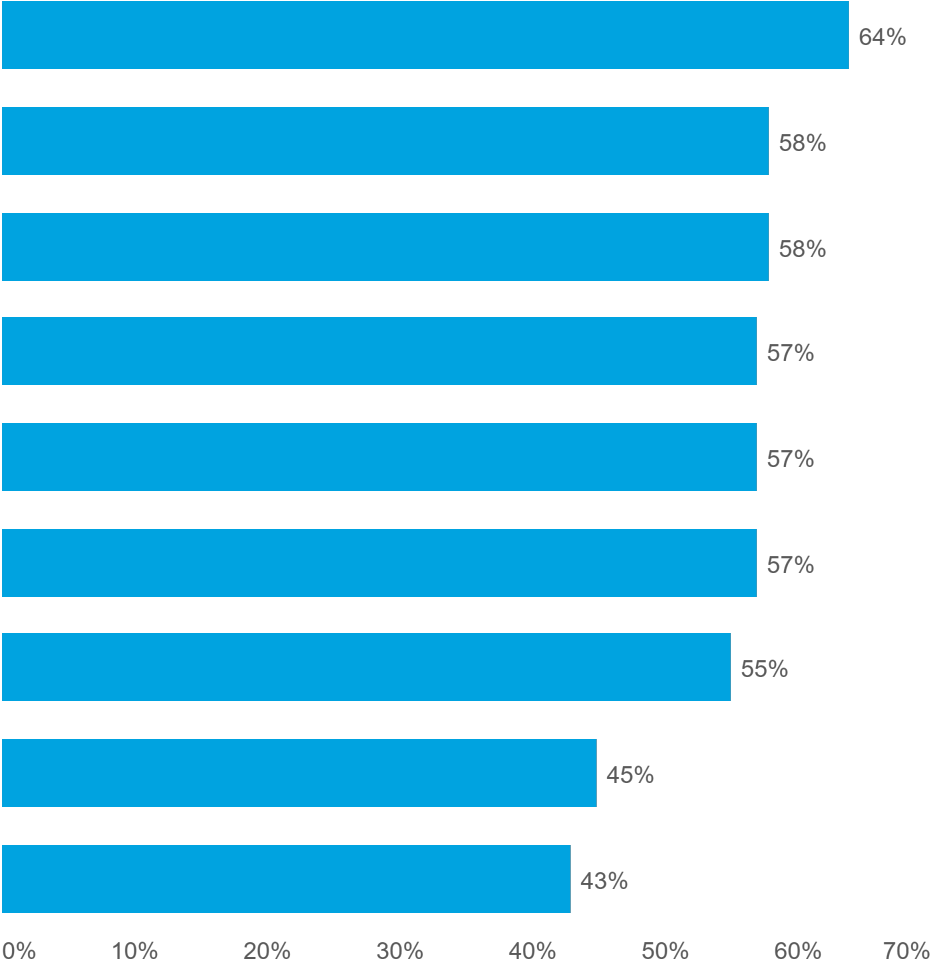
45%



Public transportation

43%

% Very Satisfied with Trip

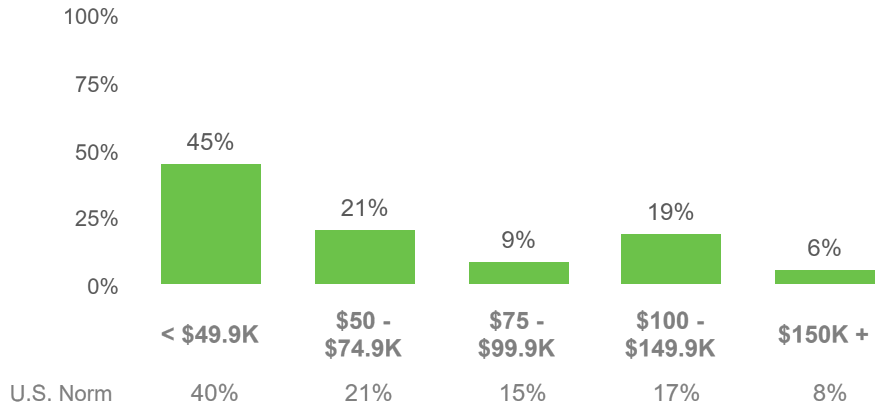


*Very Satisfied = selected top box on a five point scale

Demographic Profile of Overnight Kentucky's Southern Shorelines Visitors

Base: 2022/2023 Overnight Person-Trips

Household Income



Age

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

Kentucky's Southern Shorelines



Average Age
39.9

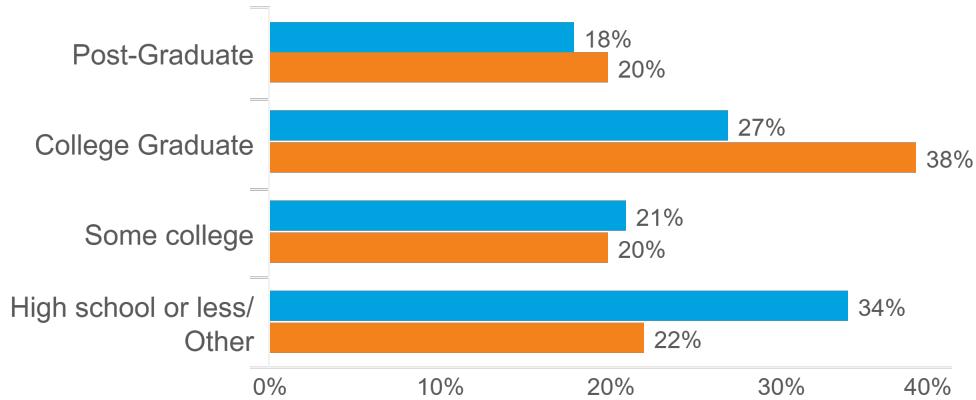
U.S. Norm



Average Age
45.2

Educational Attainment

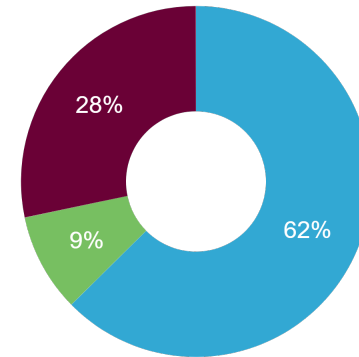
Kentucky's Southern Shorelines U.S. Norm



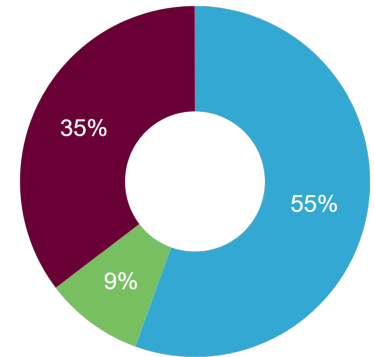
Employment

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

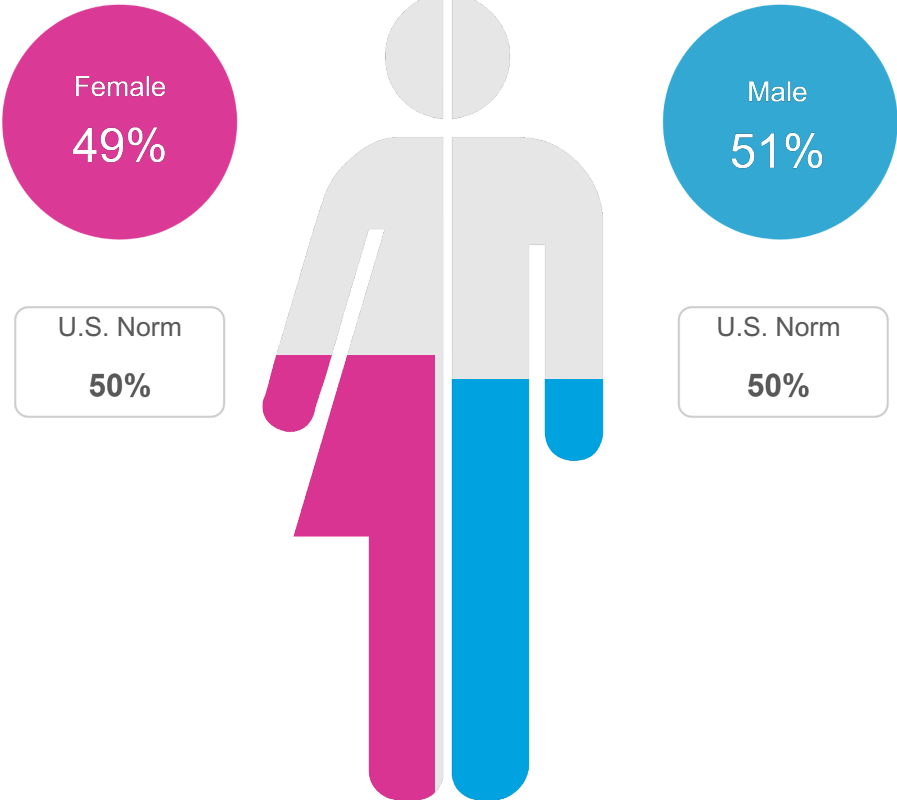
Kentucky's Southern Shorelines



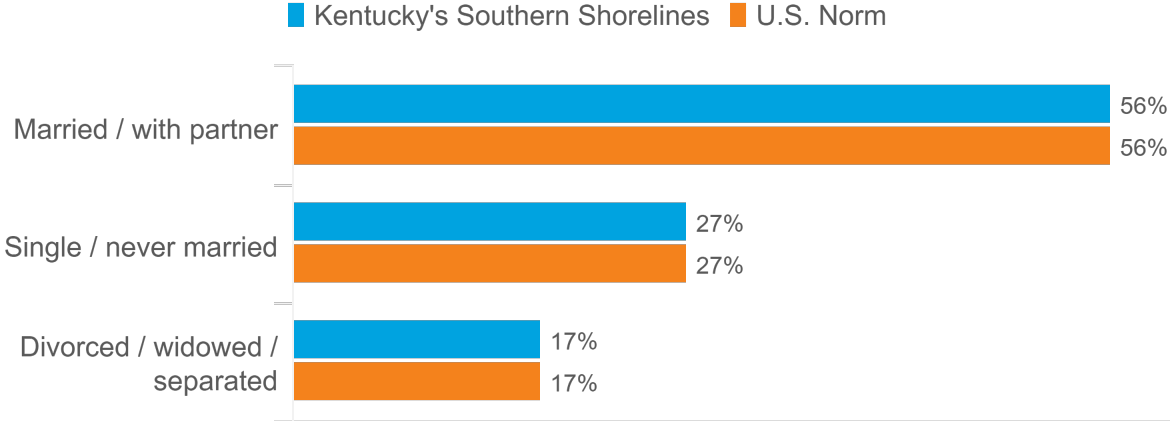
U.S. Norm



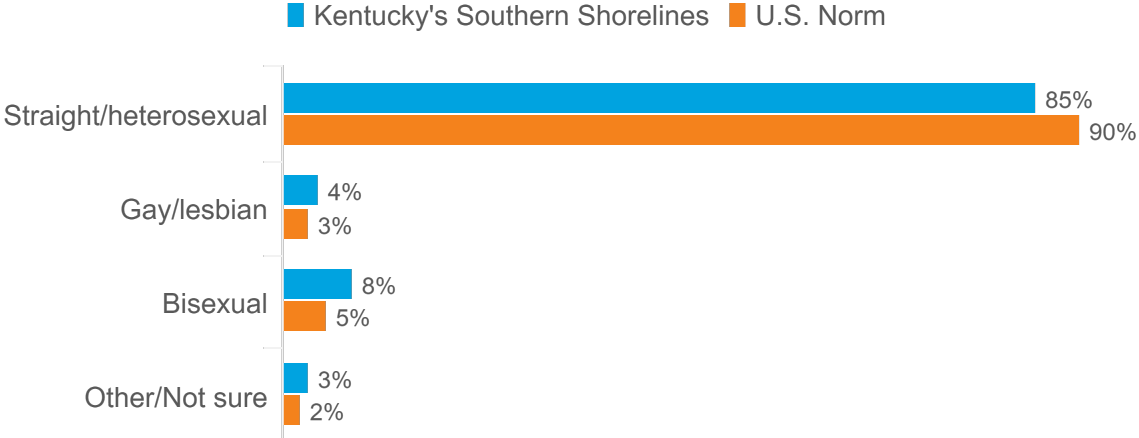
Gender



Marital Status



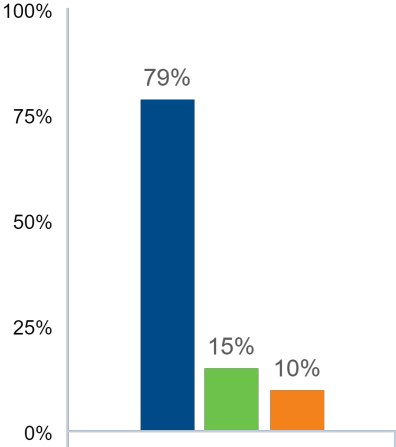
Sexual Orientation



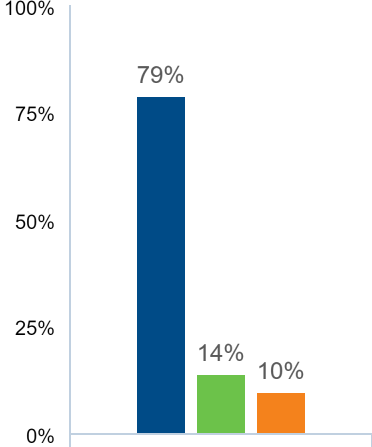
Race

White African-American Other

Kentucky's Southern Shorelines

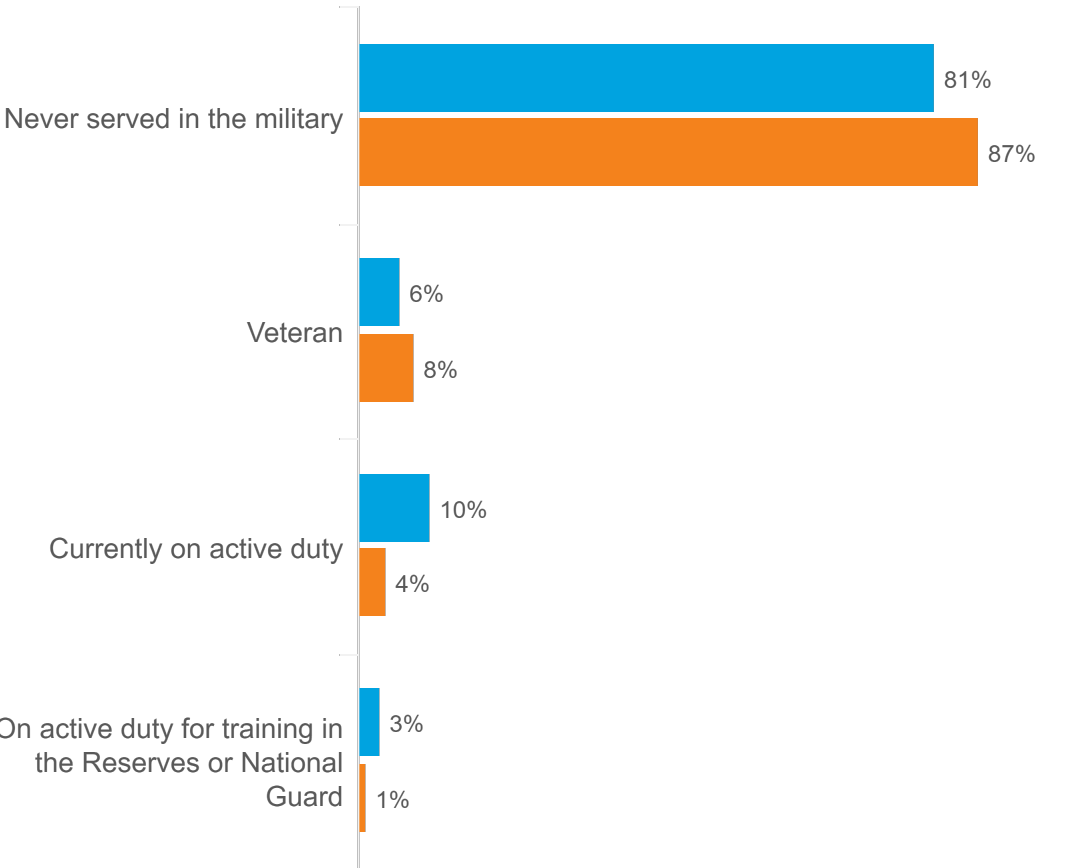


U.S. Norm



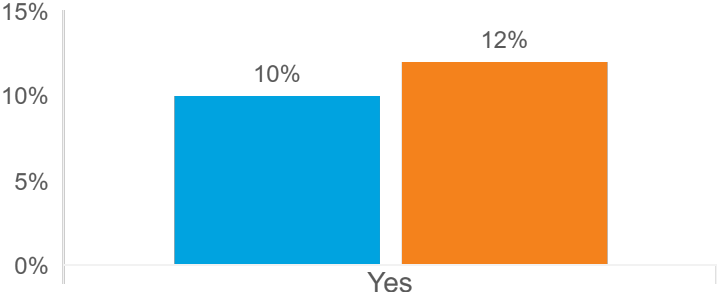
Military Status

Kentucky's Southern Shorelines U.S. Norm

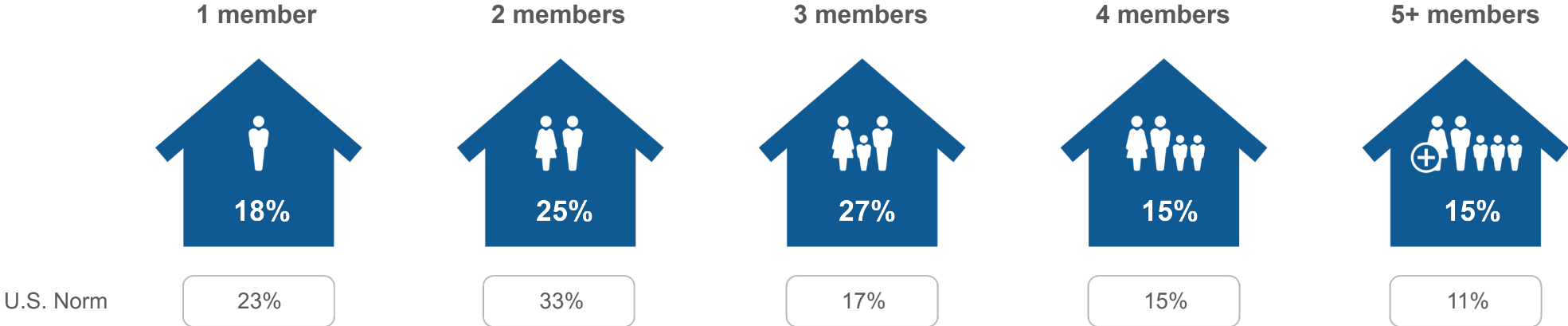


Hispanic Background

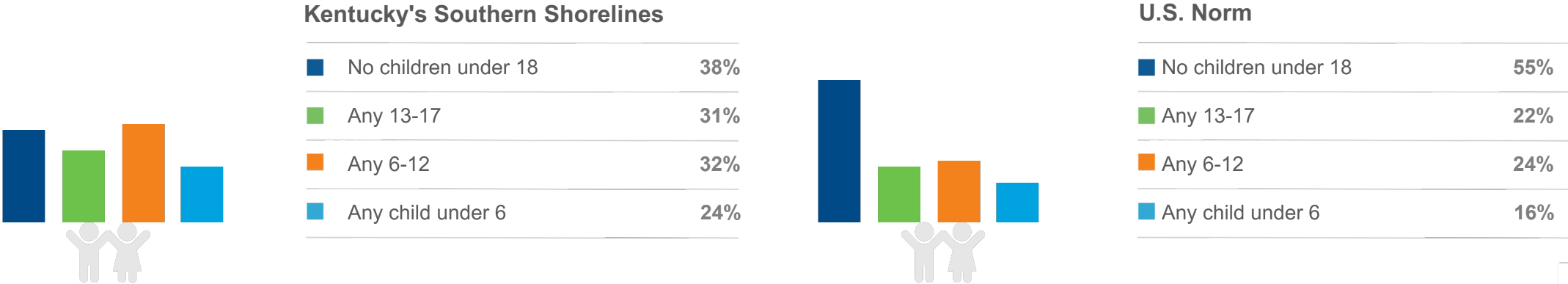
Kentucky's Southern Shorelines U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Caves, Lakes & Corvettes

TEAM 
KENTUCKY®

2022/2023

Introduction

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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:



Overnight Base Size

603

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

Past Visitation to Caves, Lakes, & Corvettes

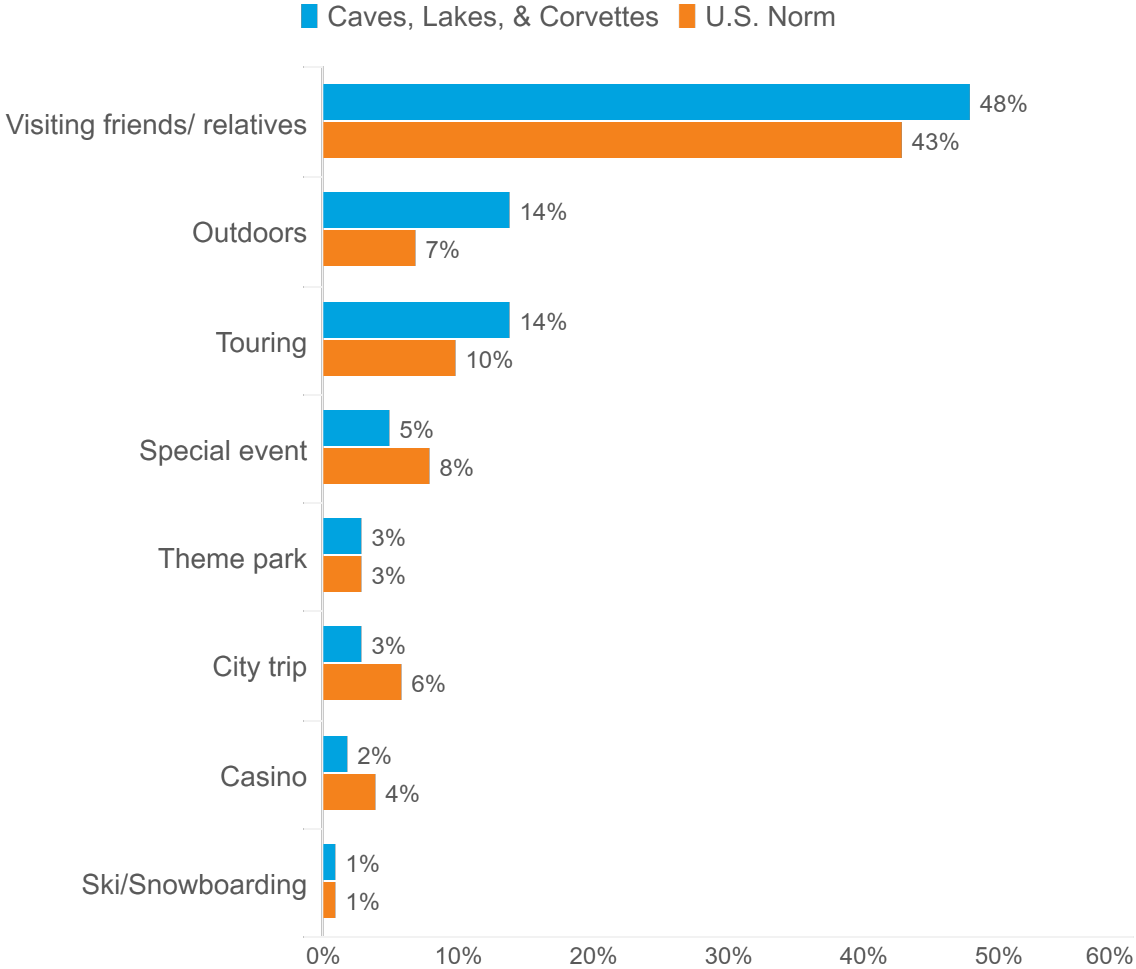
62% of overnight travelers to Caves, Lakes, & Corvettes are repeat visitors

38% of overnight travelers to Caves, Lakes, & Corvettes had visited before in the past 12 months

Main Purpose of Trip

 48% Visiting friends/ relatives	
 14% Outdoors	 2% Conference/ Convention
 14% Touring	
 5% Special event	
 3% Theme park	 5% Other business trip
 3% City trip	
 2% Casino	 2% Business-Leisure
 1% Ski/Snowboarding	

Main Purpose of Leisure Trip



2023 U.S. Overnight Trips



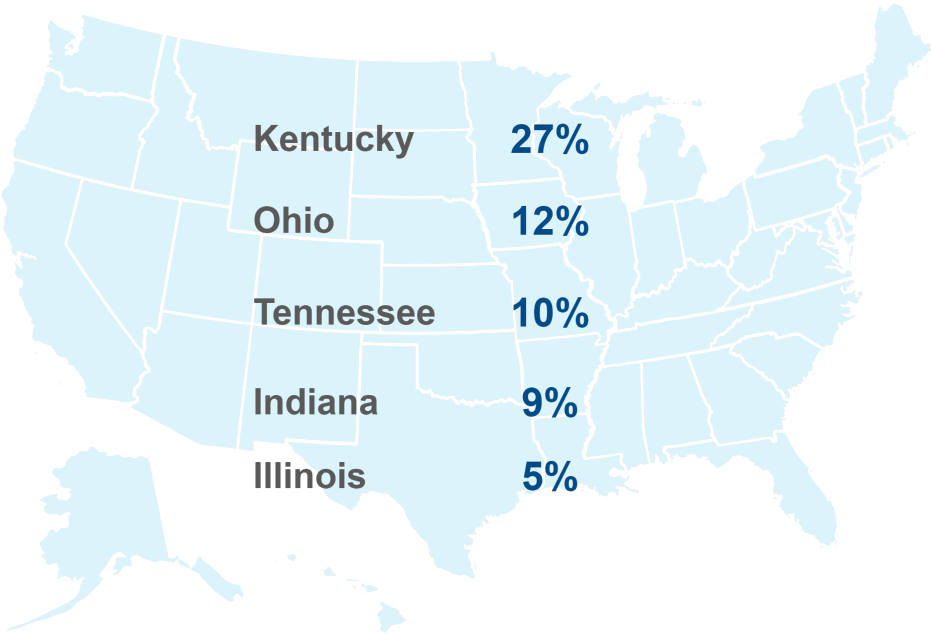
■ Visiting friends/relatives	43%
■ Marketable	47%
■ Business	7%
■ Business-leisure	4%

Caves, Lakes, & Corvettes Overnight Trips

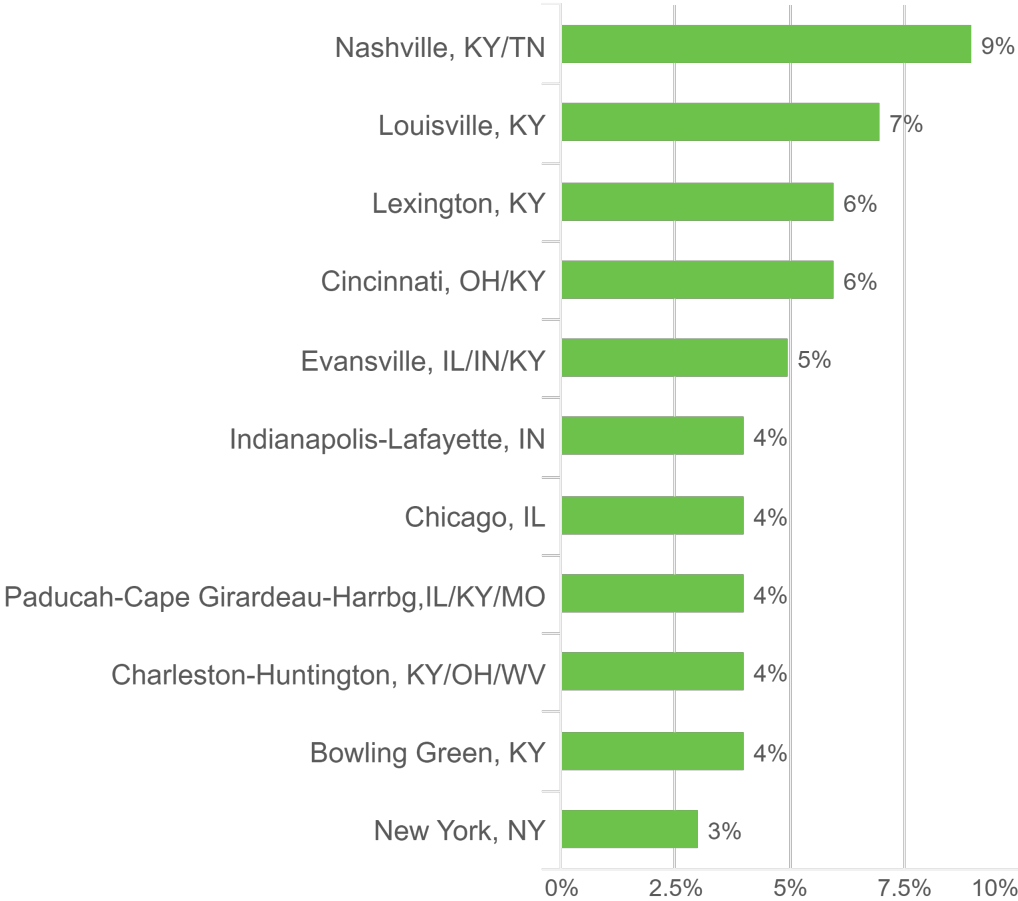


■ Visiting friends/relatives	48%
■ Marketable	42%
■ Business	7%
■ Business-leisure	2%

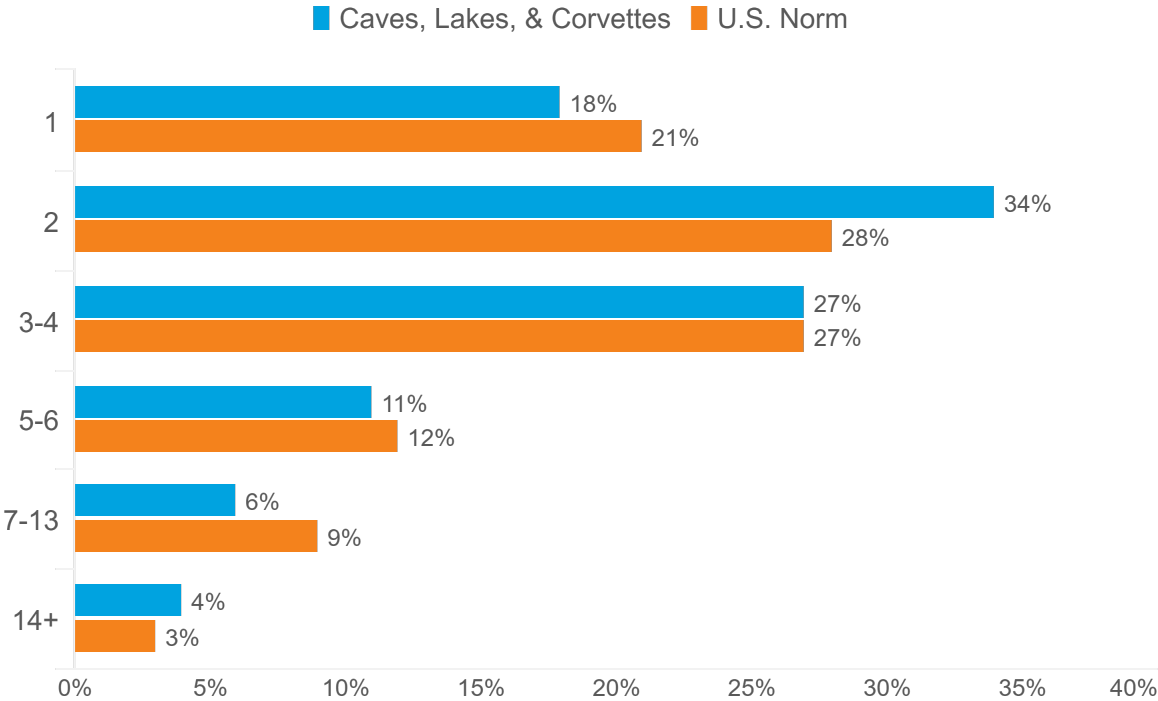
State Origin Of Trip



DMA Origin Of Trip



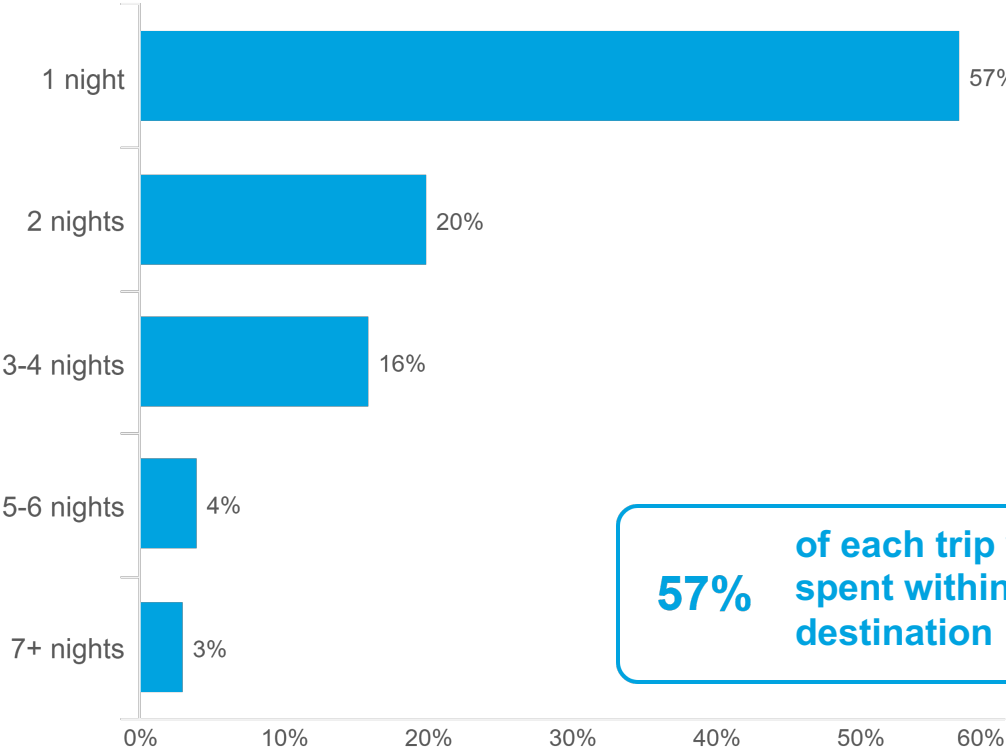
Total Nights Away on Trip



Caves, Lakes, & Corvettes
3.7
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Caves, Lakes, & Corvettes



57% of each trip was spent within the destination

Average number of nights
2.1

Size of Travel Party

■ Adults ■ Children

Caves, Lakes, & Corvettes



Average number of people

Total
2.9

U.S. Norm



Average number of people

Total
2.9

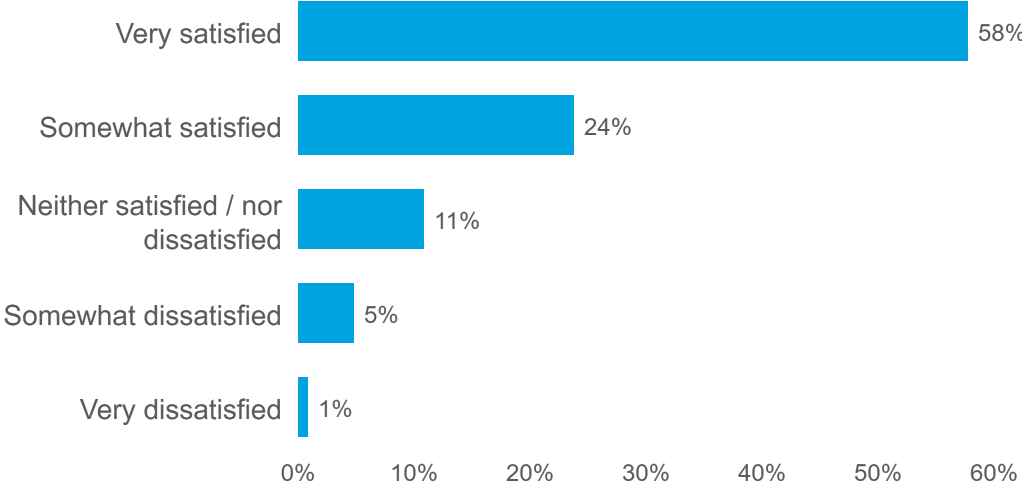


18% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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



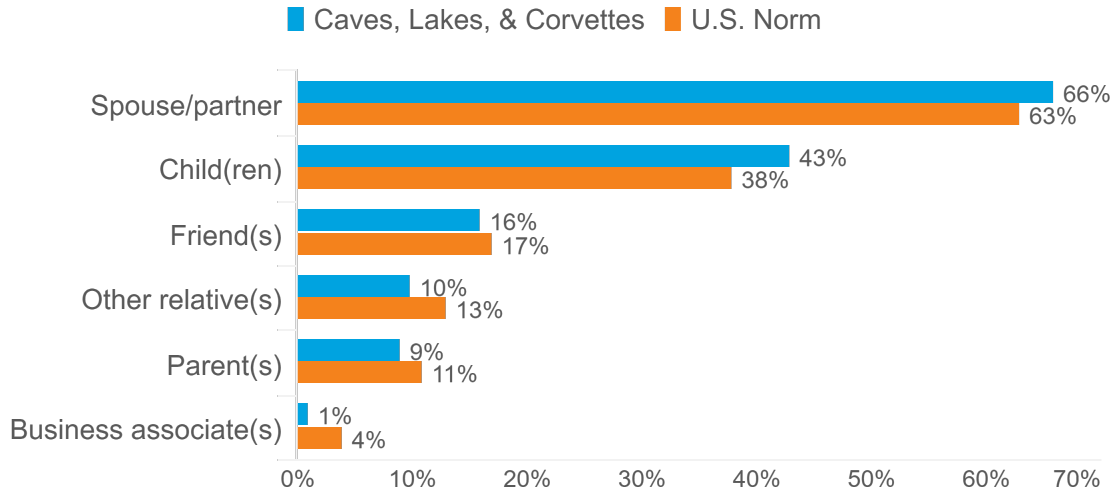


20% of trips only had one person in the travel party

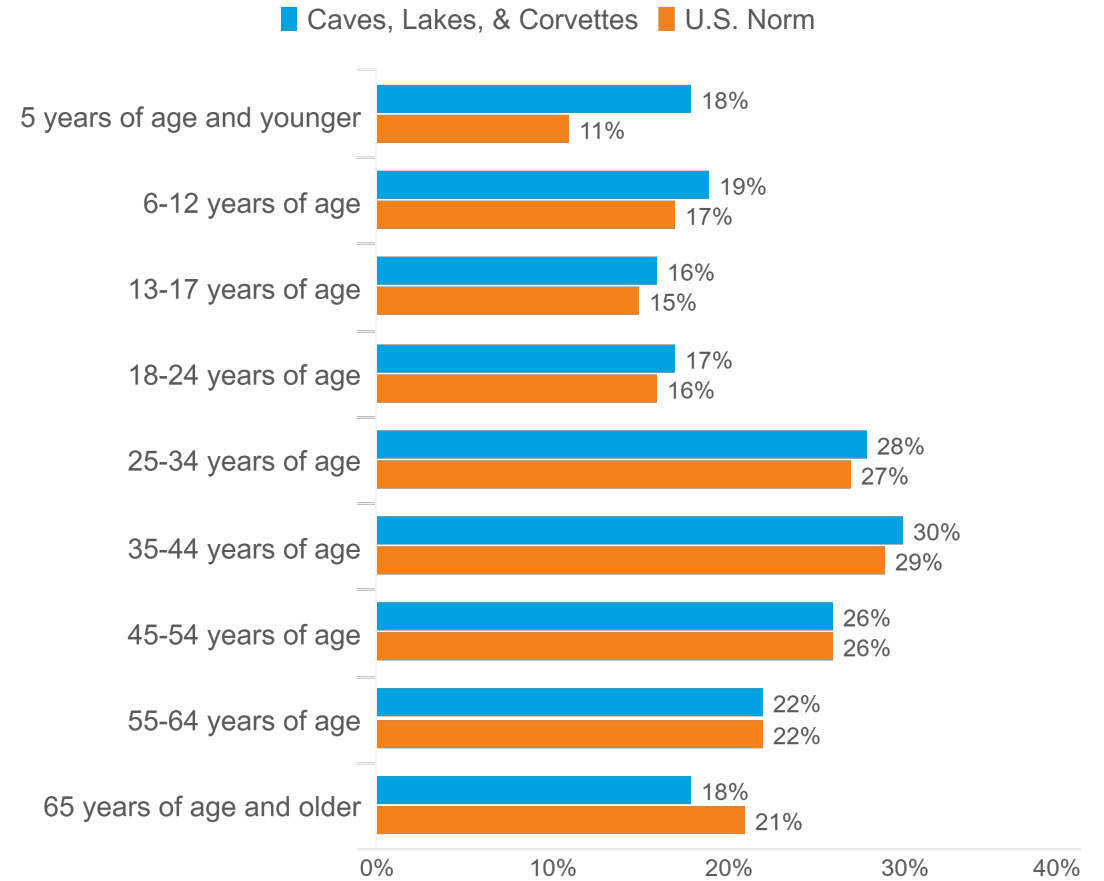
U.S. Norm: **24%**

Composition of Immediate Travel Party

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

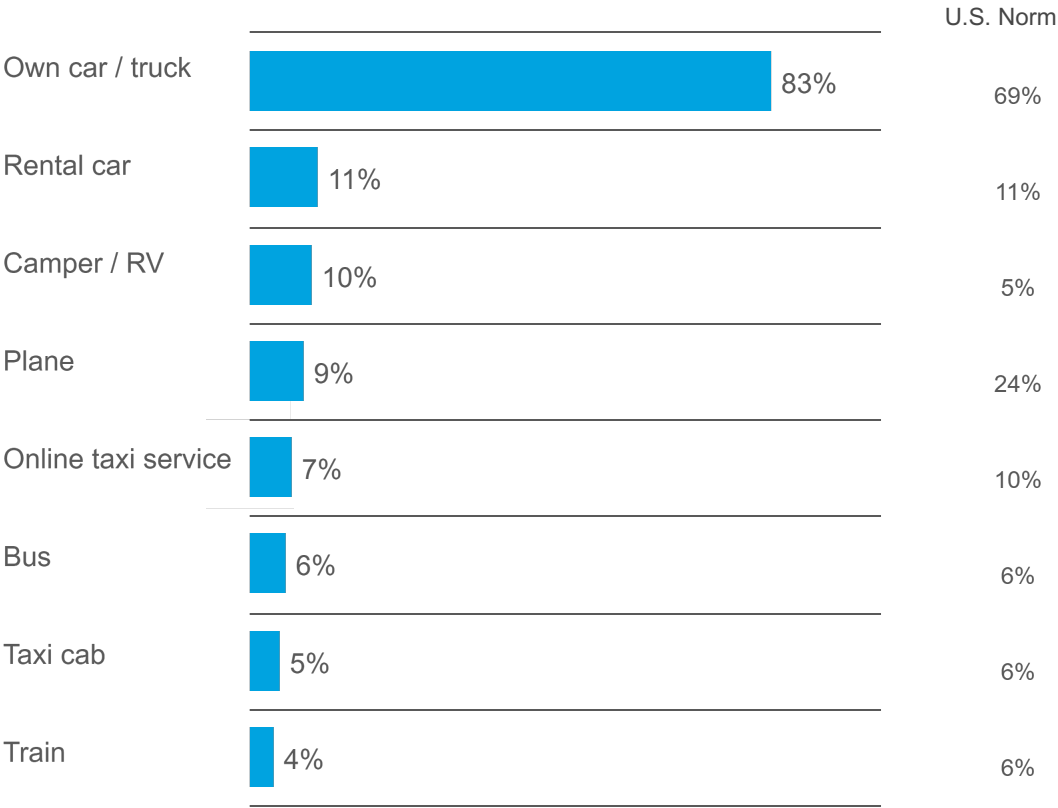


Travel Party Age



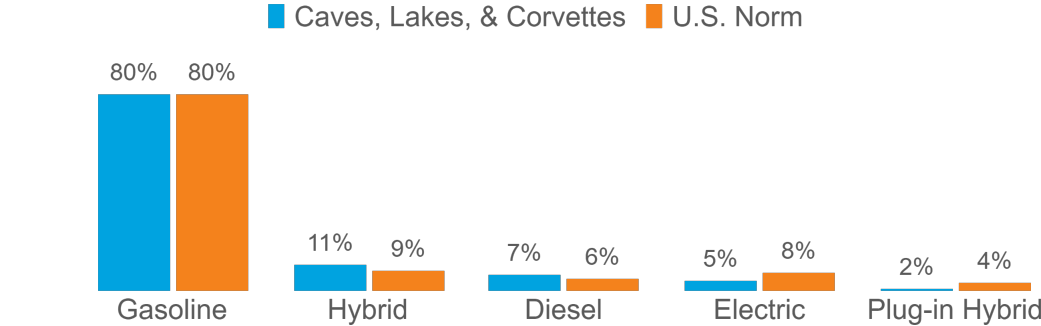
Question added in 2023, data is for 2023 only

Transportation Used to get to Destination



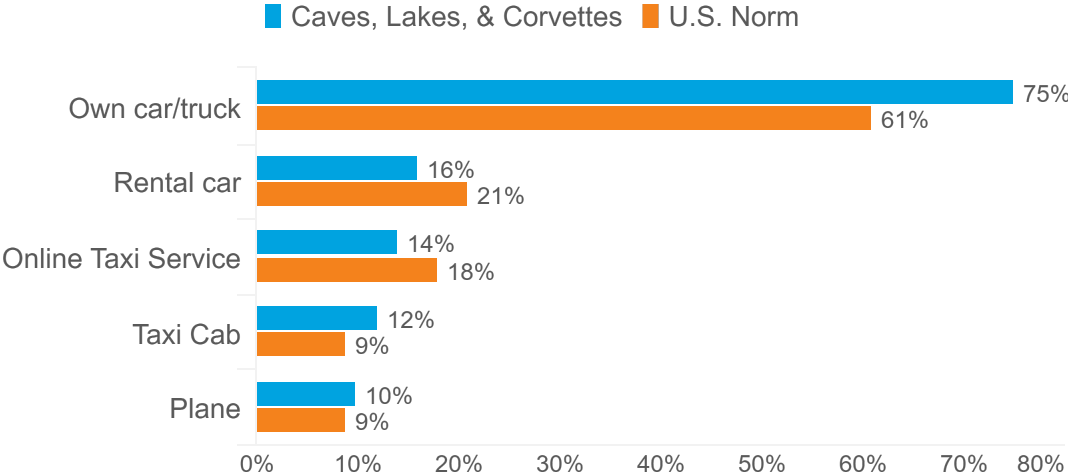
Question updated in 2020

Type of Vehicle Used to get to Destination



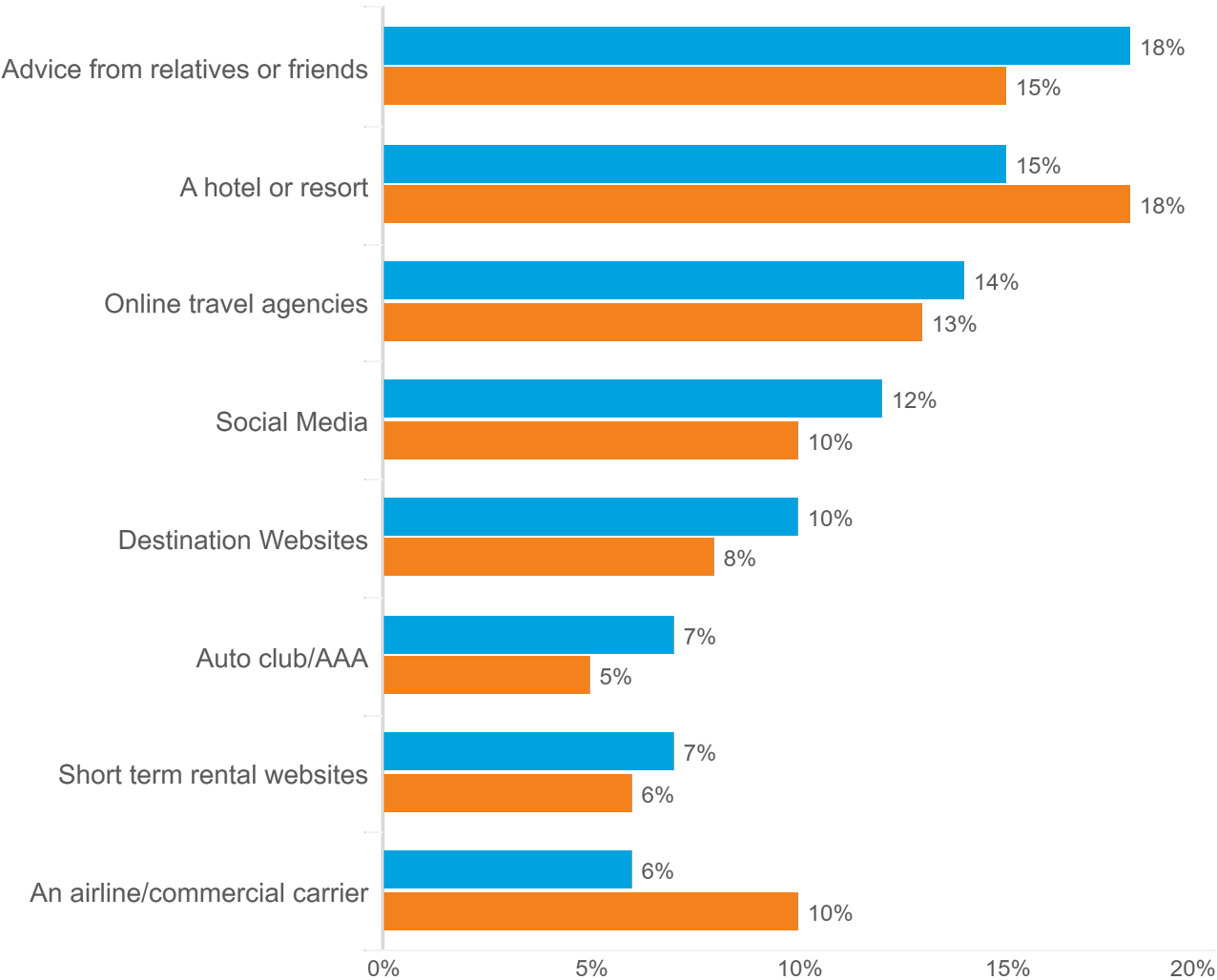
Question added in 2023, data is for 2023 only

Transportation Used within Destination



Trip Planning Information Sources

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



Length of Trip Planning

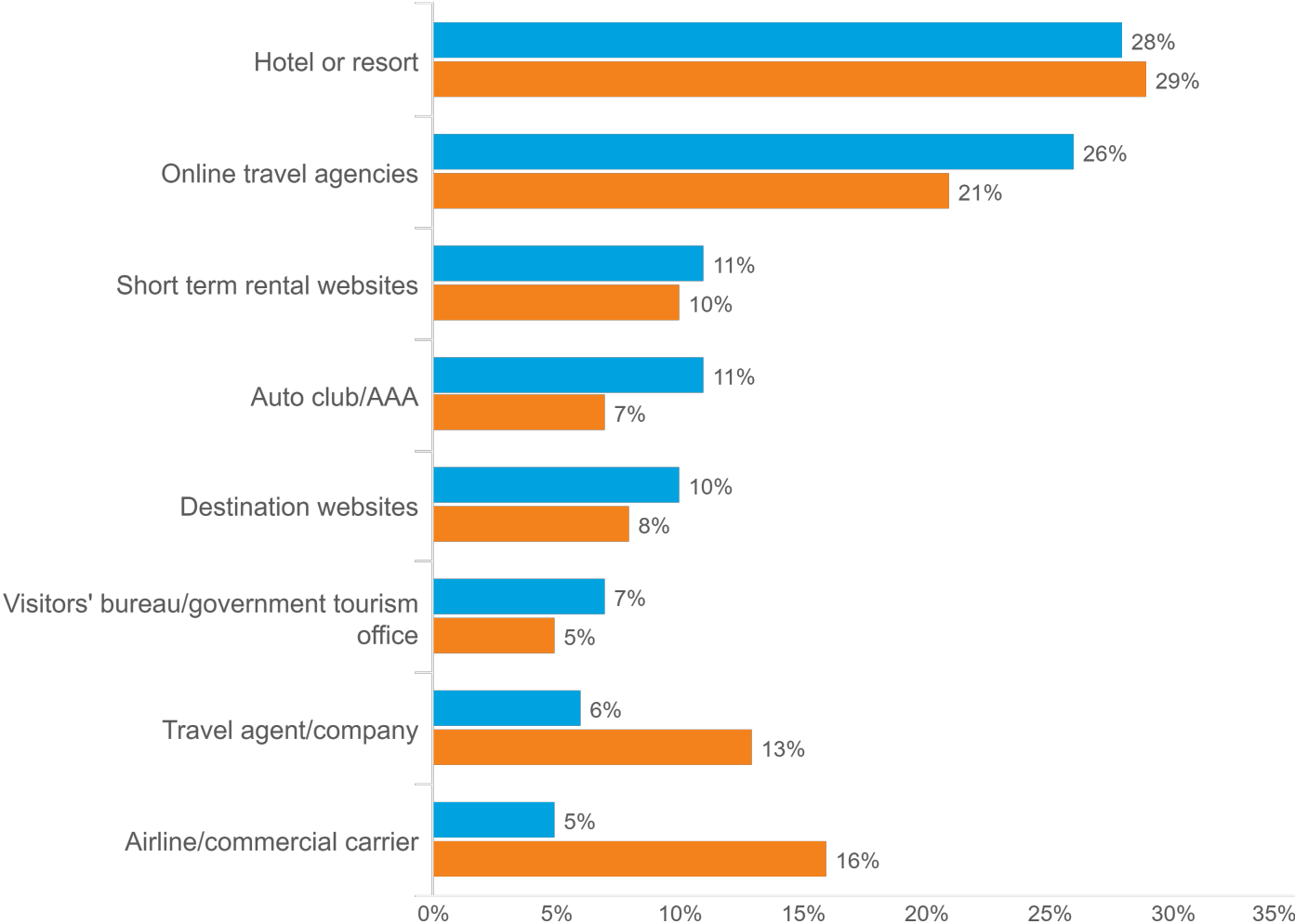
	Caves, Lakes, & Corvettes (%)	U.S. Norm (%)
Did not plan anything in advance	24%	15%
More than 1 year in advance	4%	4%
6-12 months	10%	13%
3-5 months	16%	18%
2 months	13%	17%
1 month or less	33%	33%

Caves, Lakes, & Corvettes' Overnight Trip Characteristics








Base: 2022/2023 Overnight Person-Trips

Method of Booking

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



Accommodations

	Caves, Lakes, & Corvettes	U.S. Norm
 Hotel	42%	42%
 Home of friends / relatives	20%	22%
 Motel	17%	11%
 Campground / RV park	12%	5%
 Bed & breakfast	7%	6%
 Rented cottage / cabin	7%	4%
 Rented home / condo / apartment	6%	7%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities










U.S. Norm: 15%

Activities and Experiences (Top 10)

	Caves, Lakes, & Corvettes	U.S. Norm
Shopping	27%	26%
Sightseeing	25%	20%
Landmark/historic site	21%	13%
National/state park	18%	8%
Nature tours/wildlife viewing/birding	17%	8%
Attending celebration	17%	15%
Local parks/playgrounds	16%	10%
Fishing	16%	6%
Hiking/backpacking	16%	8%
Swimming	15%	14%

Shopping Types on Trip







Base: 2023 Overnight Person-Trips that included Shopping

	Caves, Lakes, & Corvettes	U.S. Norm
 Outlet/mall shopping	54%	44%
 Shopping at locally owned businesses	43%	48%
 Convenience/grocery shopping	39%	42%
 Souvenir shopping	34%	38%
 Antiquing	33%	12%
 Big box stores (Walmart, Costco)	26%	30%
 Farmers market	20%	17%

Question updated in 2023, data is for 2023 only

Dining Types on Trip

Caves, Lakes, & Corvettes U.S. Norm

	Caves, Lakes, & Corvettes	U.S. Norm
 Casual dining	60%	56%
 Fast food	55%	45%
 Unique/local food	35%	30%
 Carry-out/food delivery service	29%	22%
 Picnicking	17%	11%
 Fine/upscale dining	14%	19%

Question updated in 2023, data is for 2023 only



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



Friendliness of people

64%



Sightseeing/attractions

63%



Safety/security

58%



Quality of food

52%



Quality of accommodations

50%



Cleanliness

50%



Value for money

46%



Music/nightlife/entertainment

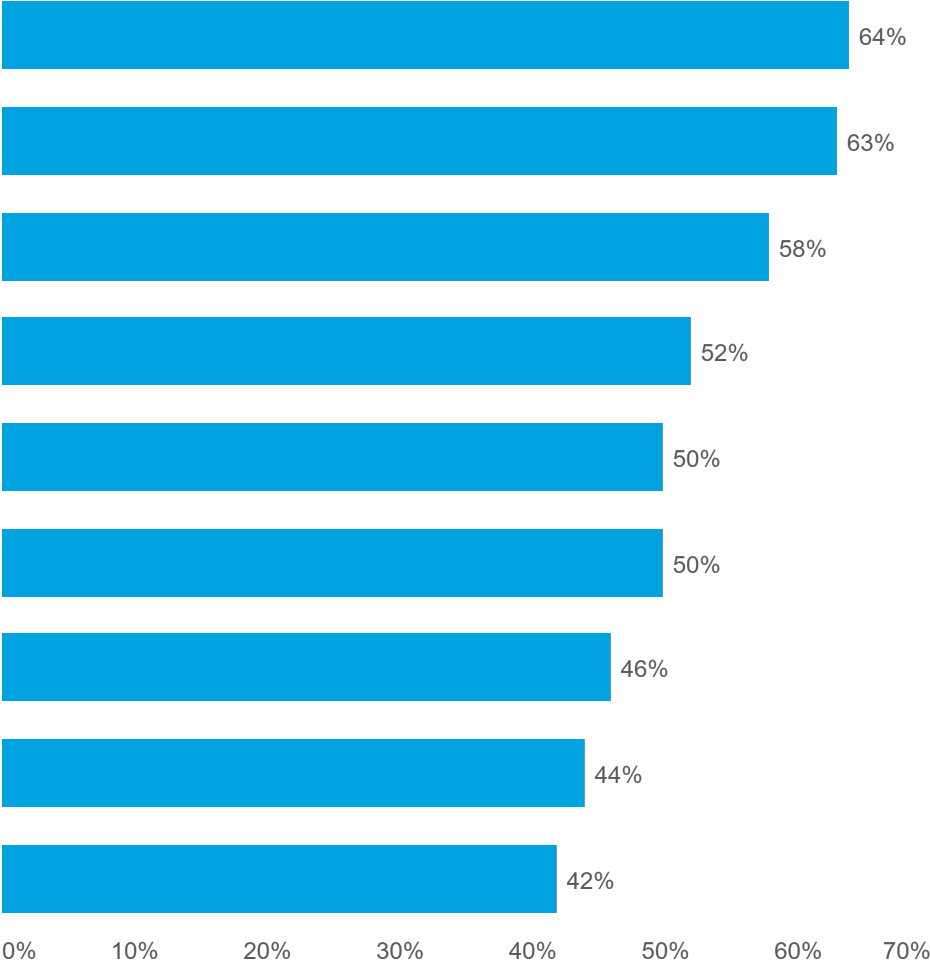
44%



Public transportation

42%

% Very Satisfied with Trip

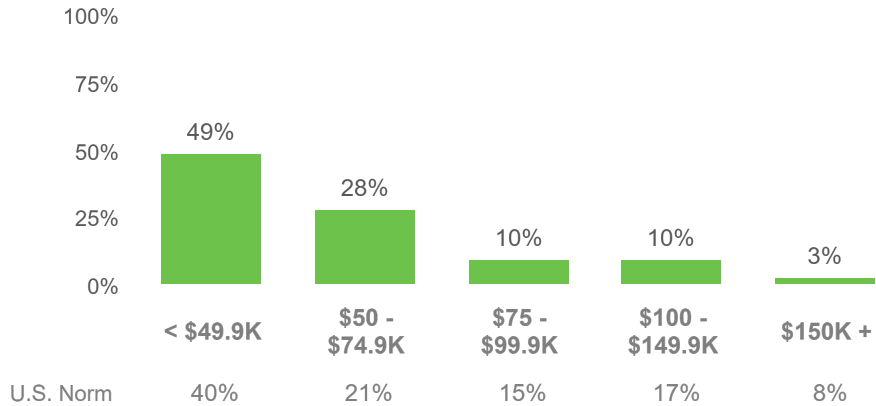


*Very Satisfied = selected top box on a five point scale

Demographic Profile of Overnight Caves, Lakes, & Corvettes Visitors

Base: 2022/2023 Overnight Person-Trips

Household Income



Age

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

Caves, Lakes, & Corvettes



Average Age
45.0

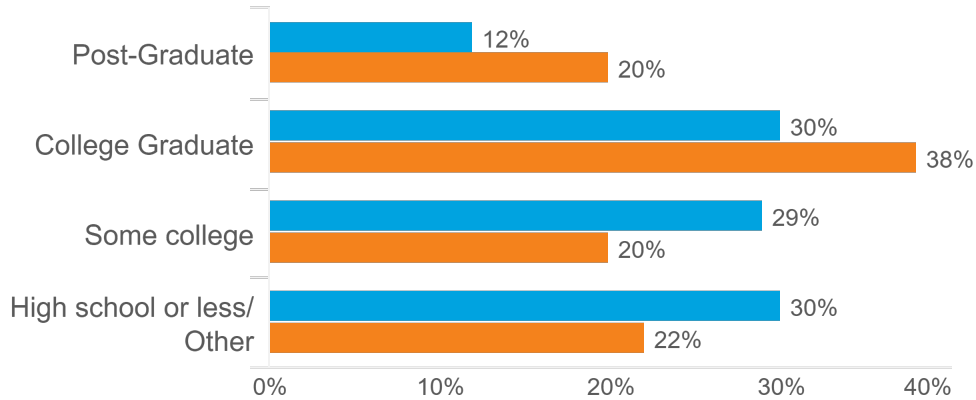
U.S. Norm



Average Age
45.2

Educational Attainment

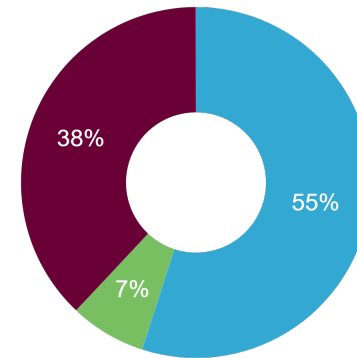
Caves, Lakes, & Corvettes U.S. Norm



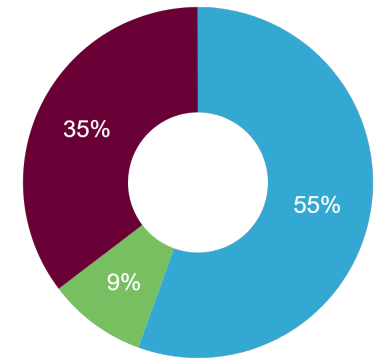
Employment

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

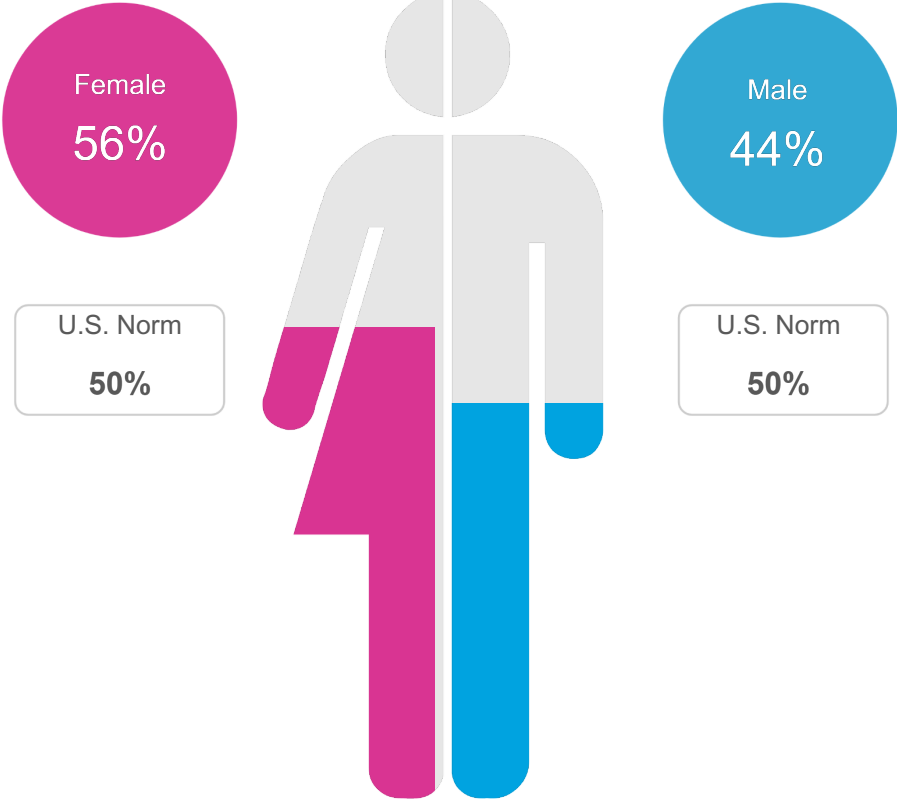
Caves, Lakes, & Corvettes



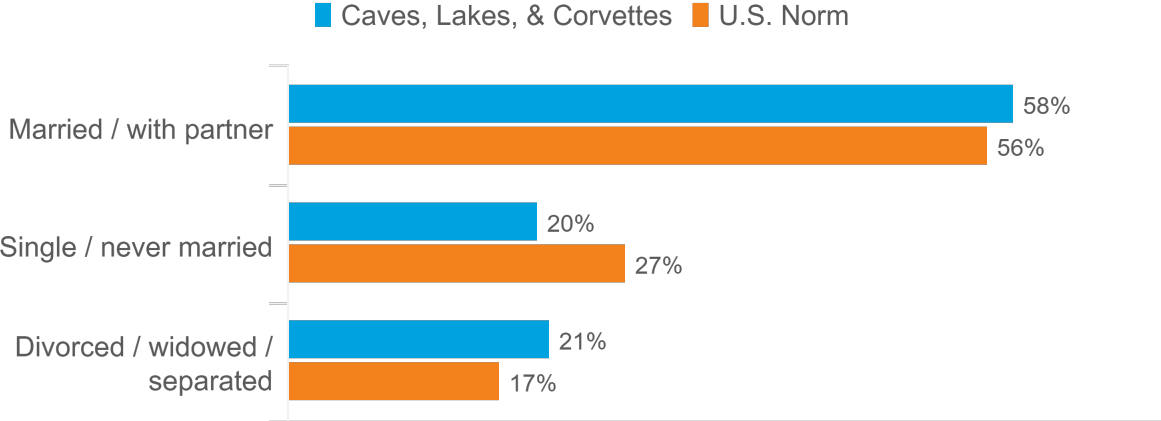
U.S. Norm



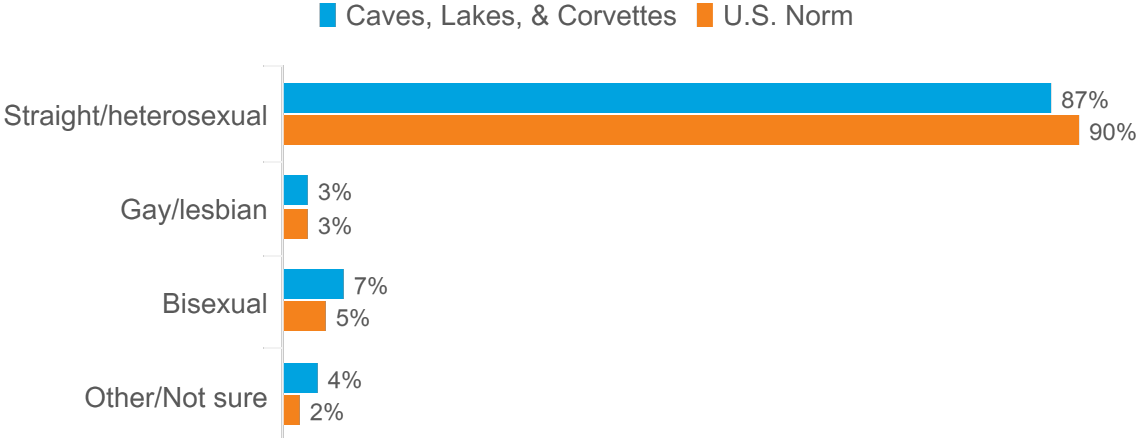
Gender



Marital Status



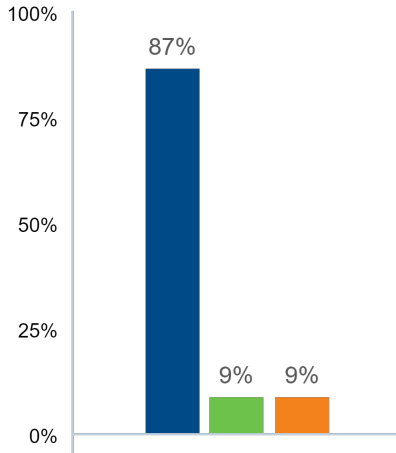
Sexual Orientation



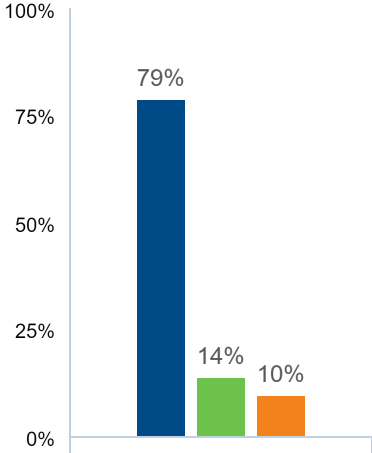
Race

White African-American Other

Caves, Lakes, & Corvettes

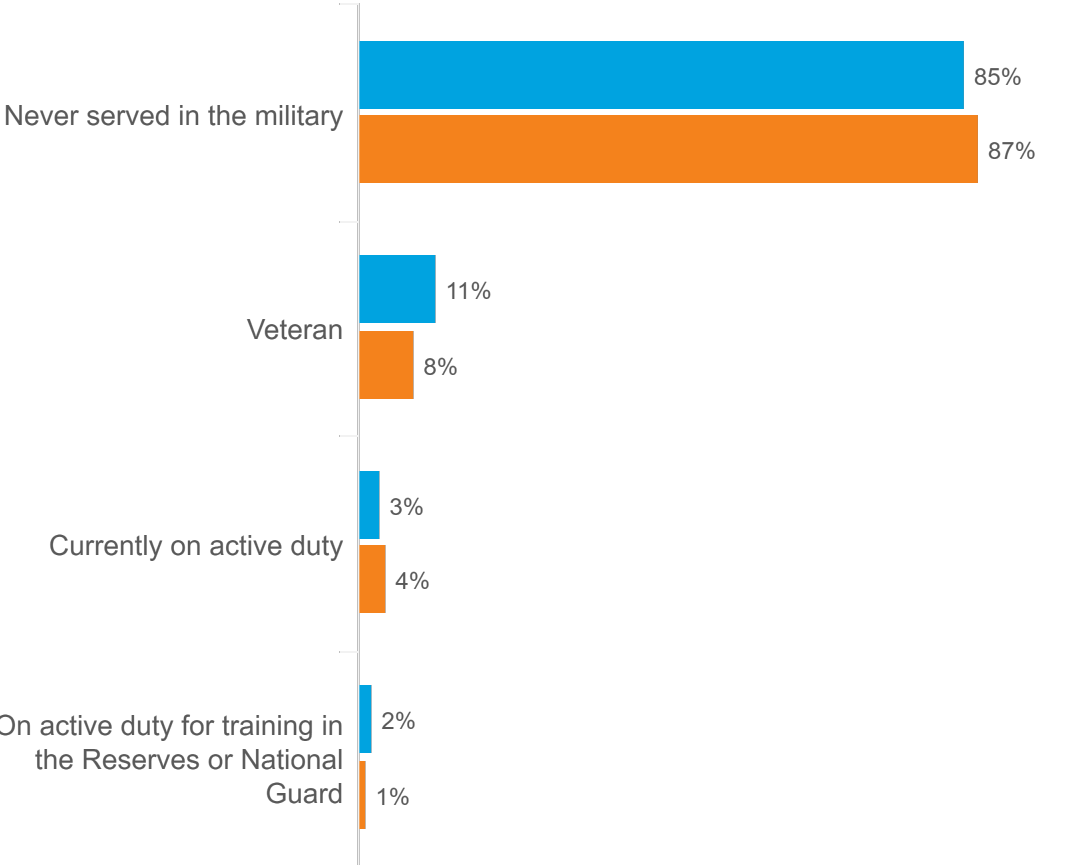


U.S. Norm



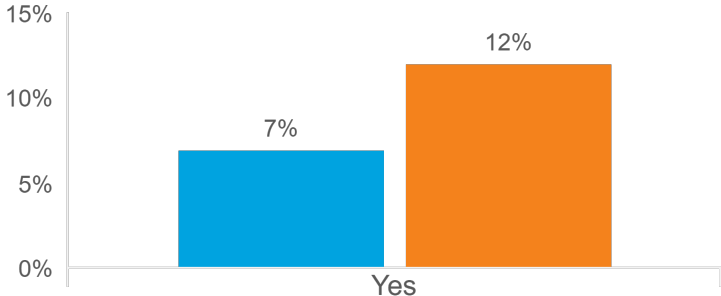
Military Status

Caves, Lakes, & Corvettes U.S. Norm

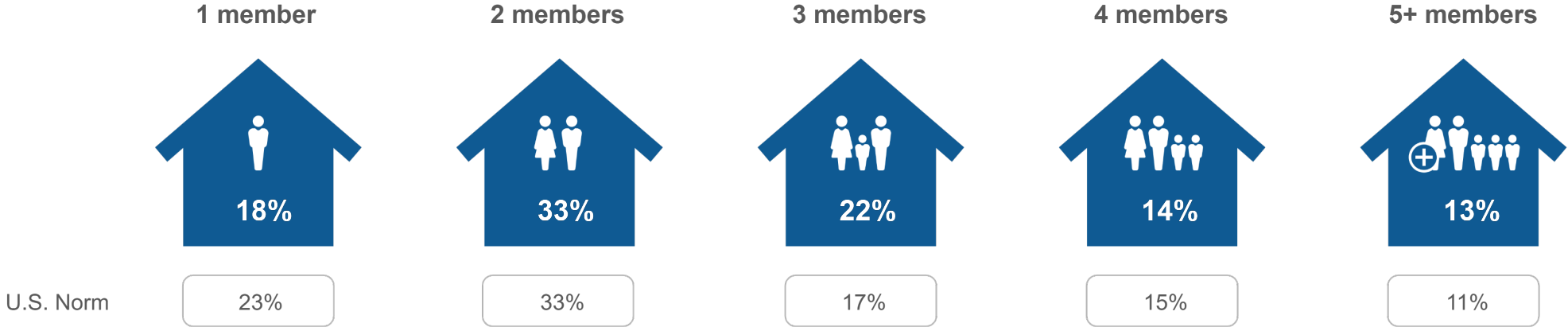


Hispanic Background

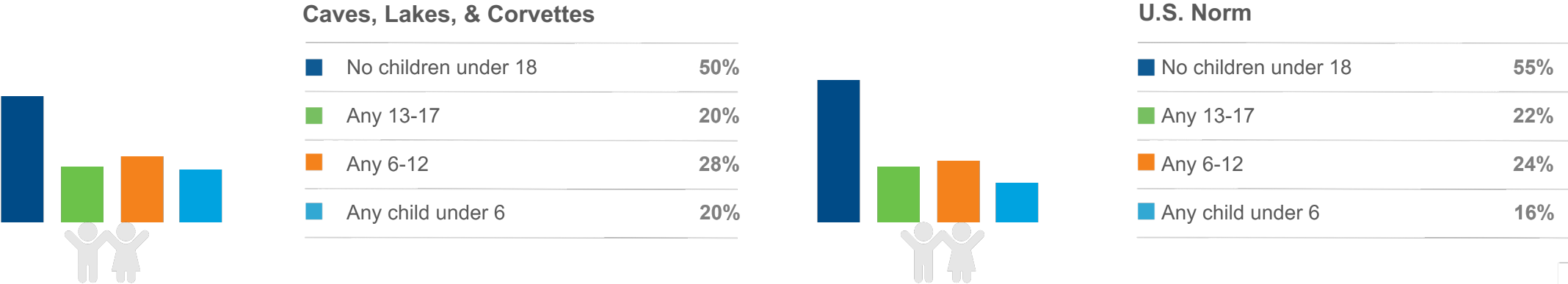
Caves, Lakes, & Corvettes U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Western Waterlands

TEAM  KENTUCKY[®]

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or 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 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 Western Waterlands, the following sample was achieved in 2022/2023:



Overnight Base Size

342

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

Past Visitation to Western Waterlands

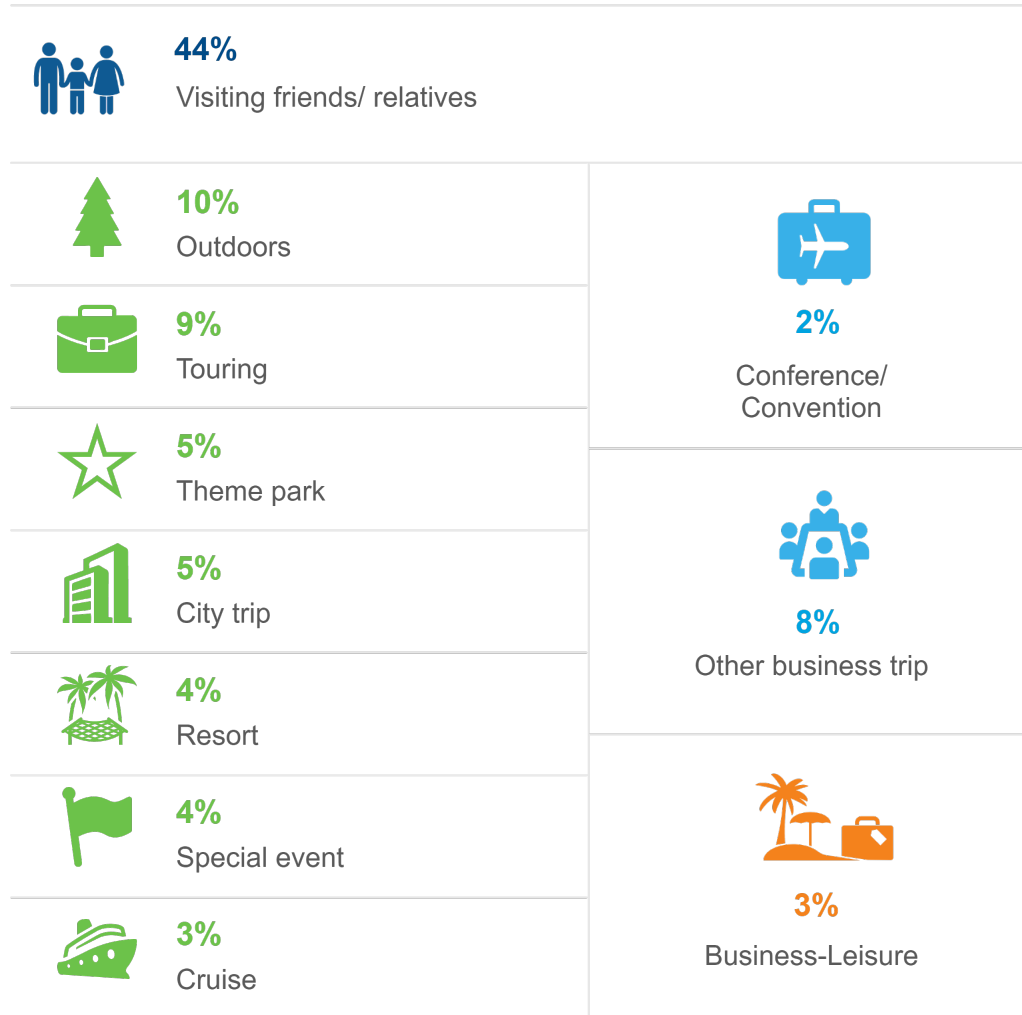
72% of overnight travelers to Western Waterlands are repeat visitors

51% of overnight travelers to Western Waterlands had visited before in the past 12 months

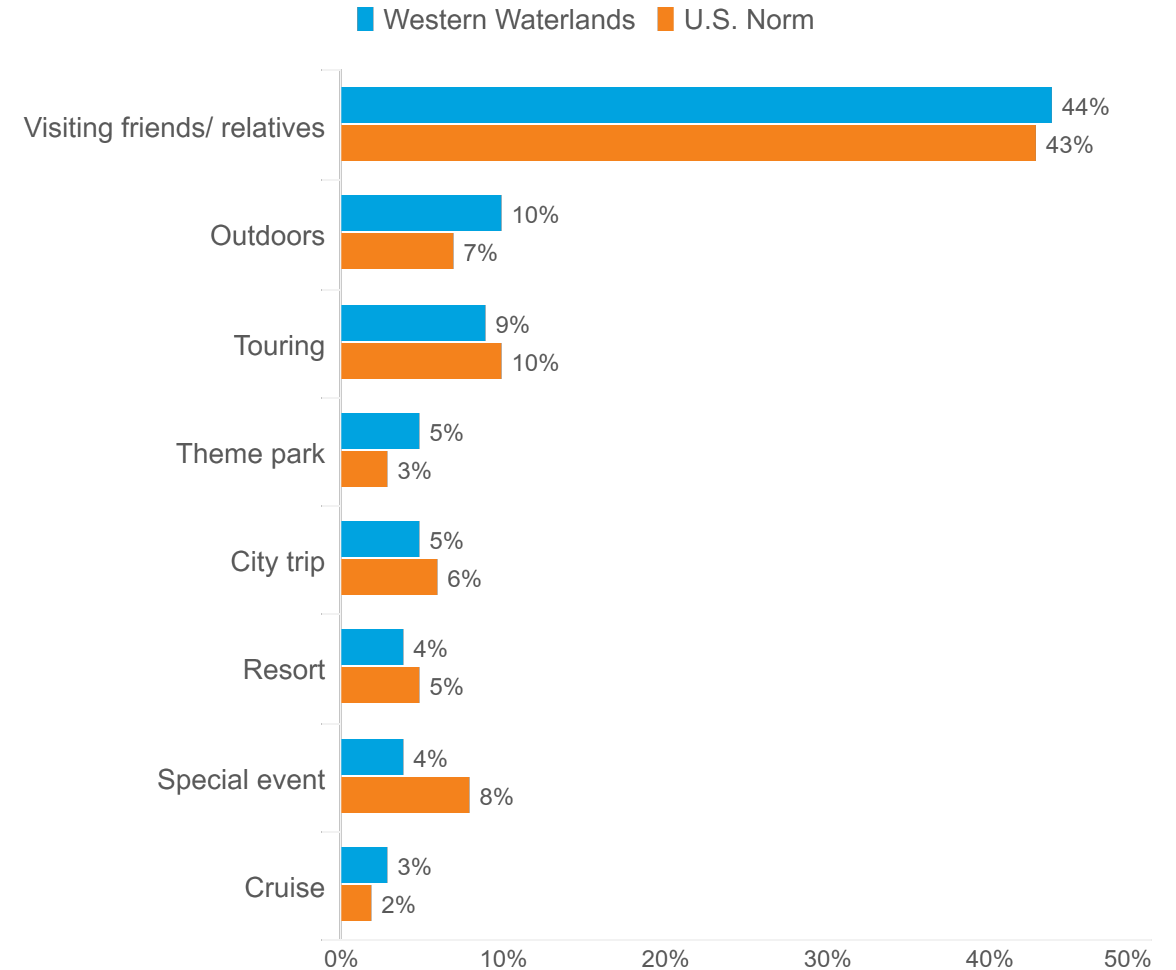
Western Waterlands's Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



2023 U.S. Overnight Trips



■	Visiting friends/relatives	43%
■	Marketable	47%
■	Business	7%
■	Business-leisure	4%

Western Waterlands Overnight Trips

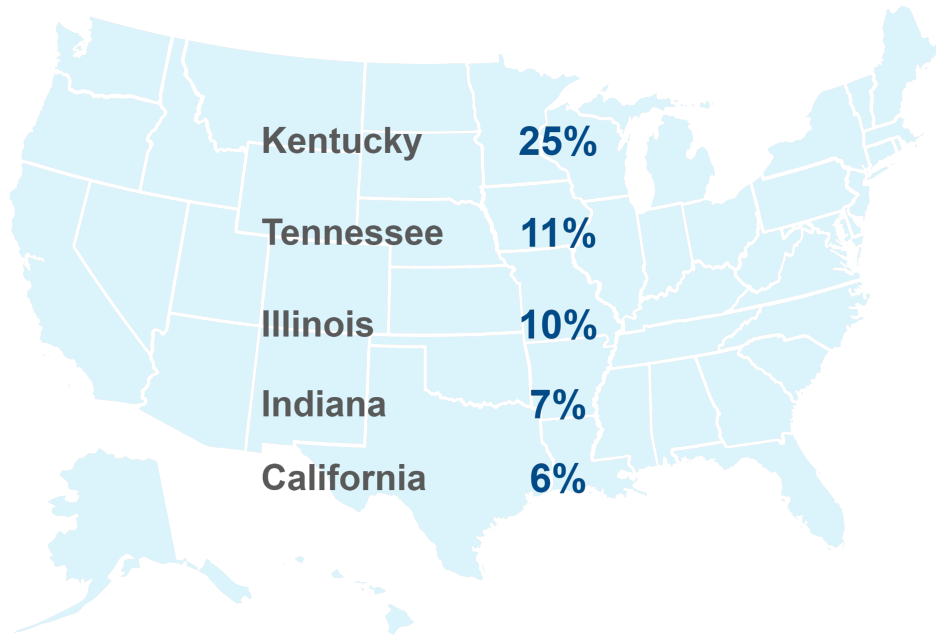


■	Visiting friends/relatives	44%
■	Marketable	43%
■	Business	10%
■	Business-leisure	3%

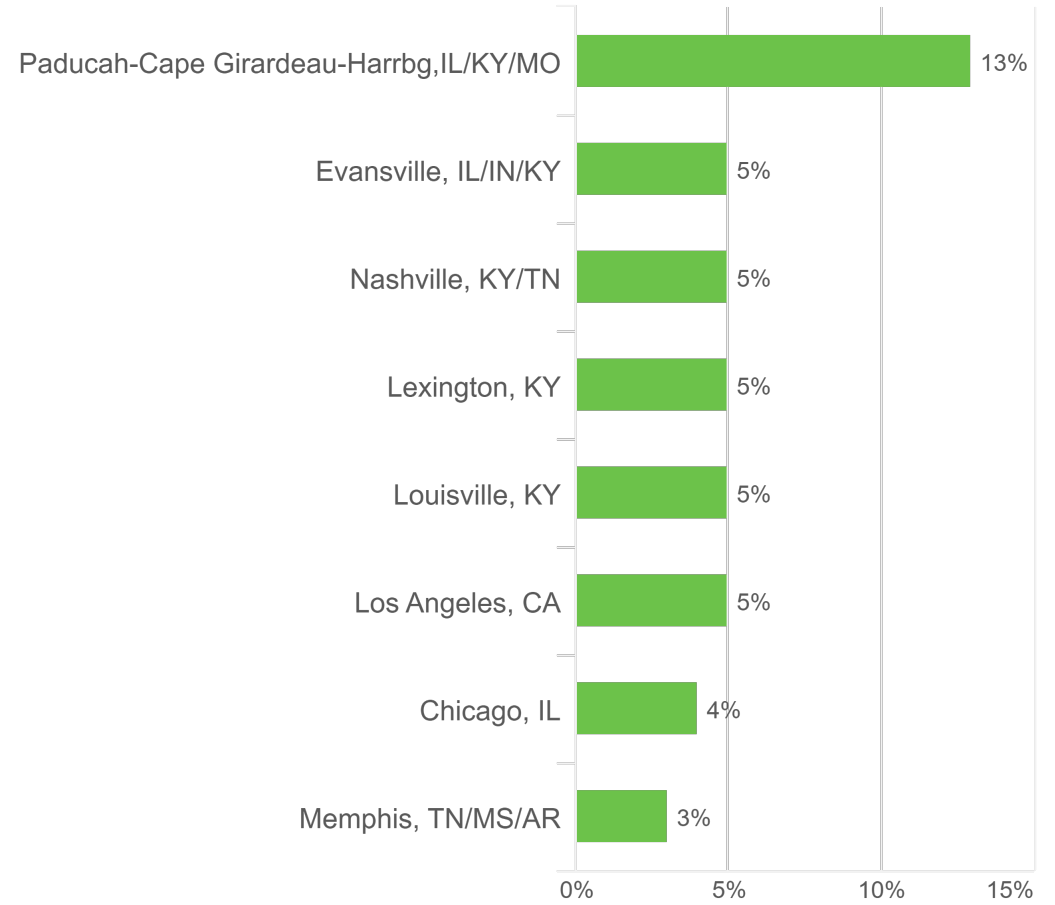
Western Waterlands' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

State Origin Of Trip



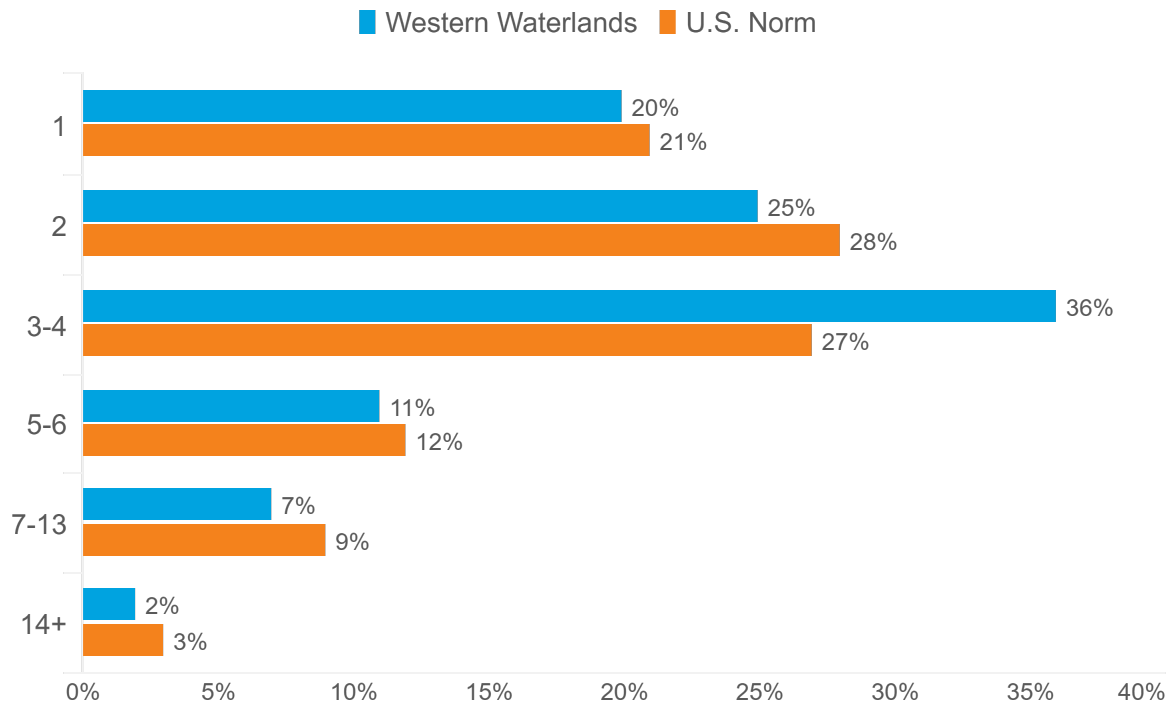
DMA Origin Of Trip



Western Waterlands' Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Total Nights Away on Trip



Western Waterlands

3.4

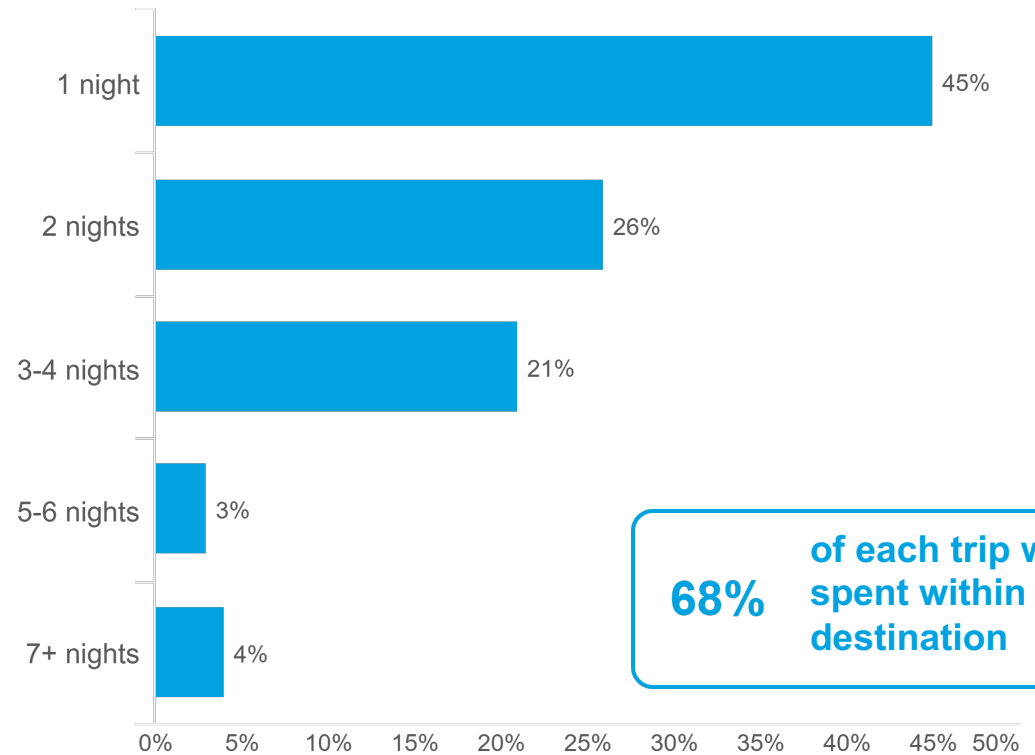
Average Nights

U.S. Norm

3.8

Average Nights

Nights Spent in Western Waterlands



68%

of each trip was
spent within the
destination

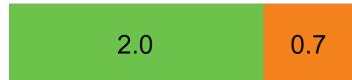
Average number
of nights

2.3

Size of Travel Party

■ Adults ■ Children

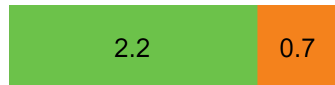
Western Waterlands



Average number of people

Total
2.7

U.S. Norm



Average number of people

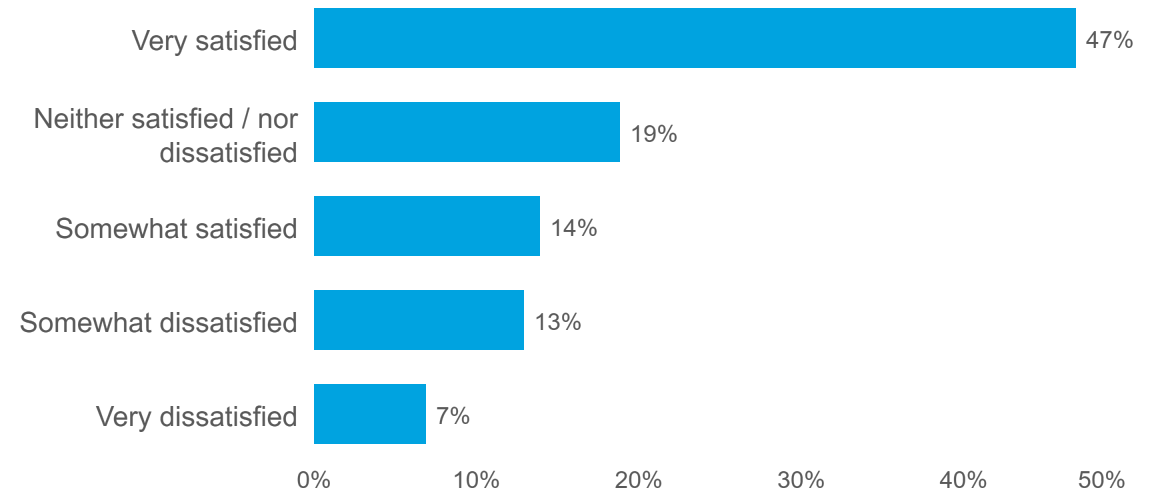
Total
2.9



17% of travel parties had a travel party member that required accessibility services
U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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



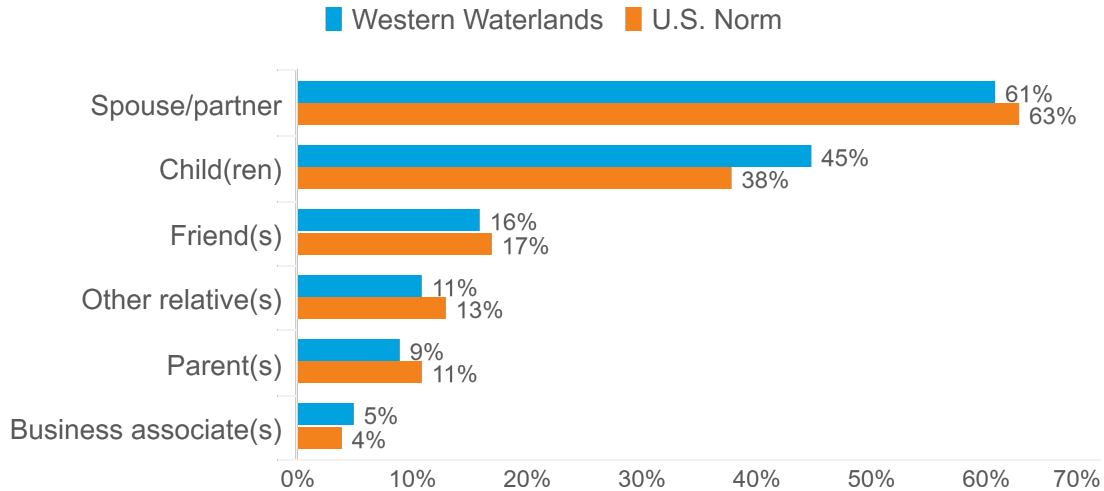


22% of trips only had one person in the travel party

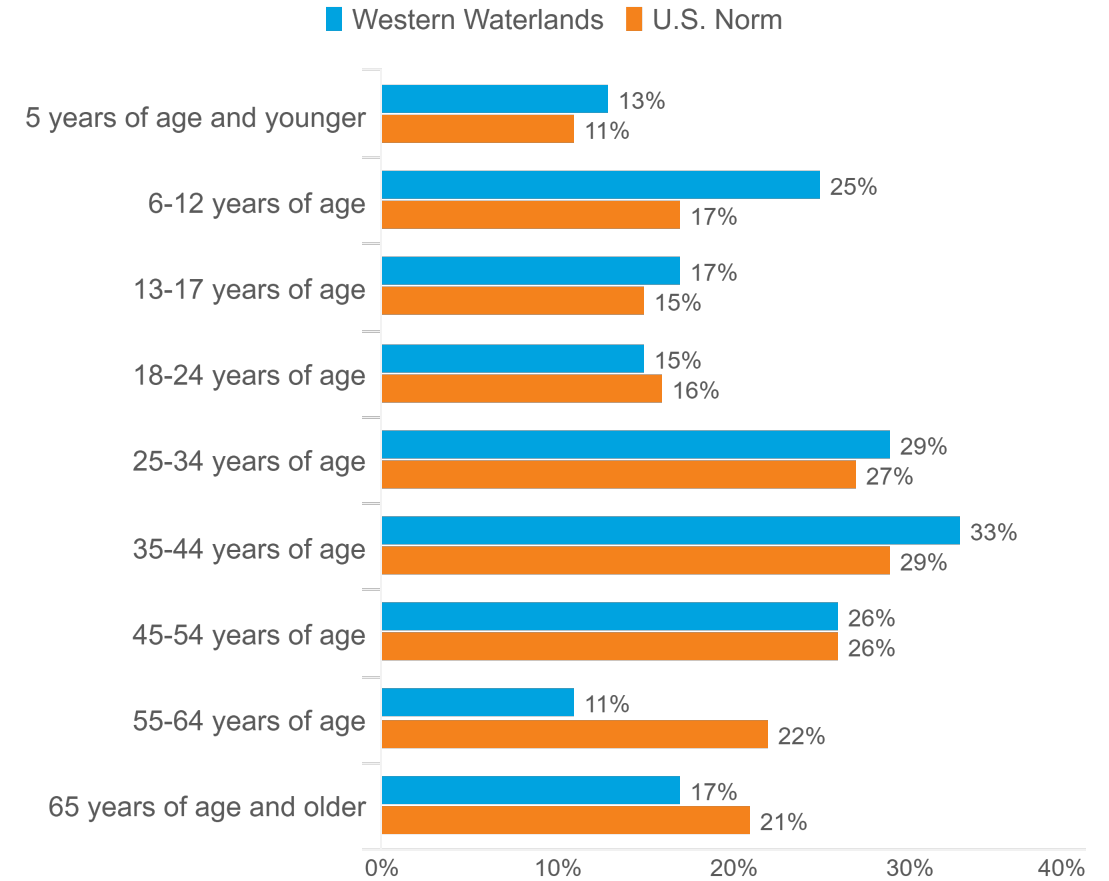
U.S. Norm: **24%**

Composition of Immediate Travel Party

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

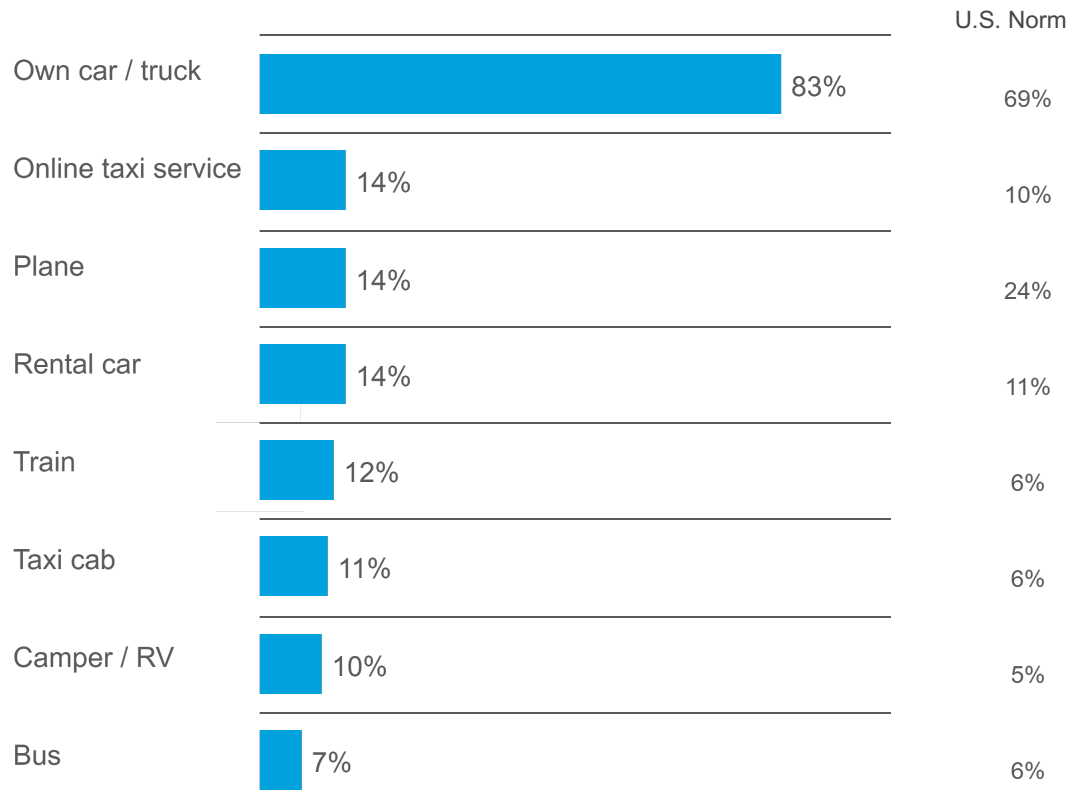


Travel Party Age

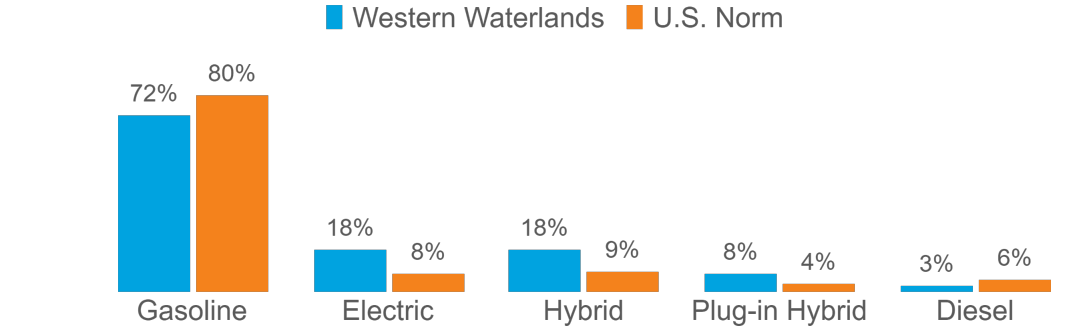


Question added in 2023, data is for 2023 only

Transportation Used to get to Destination

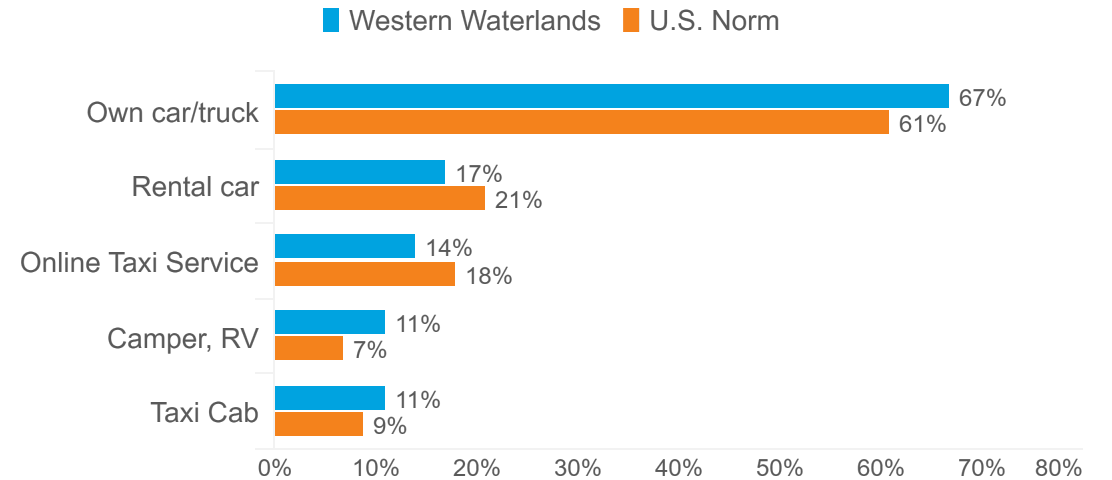


Type of Vehicle Used to get to Destination

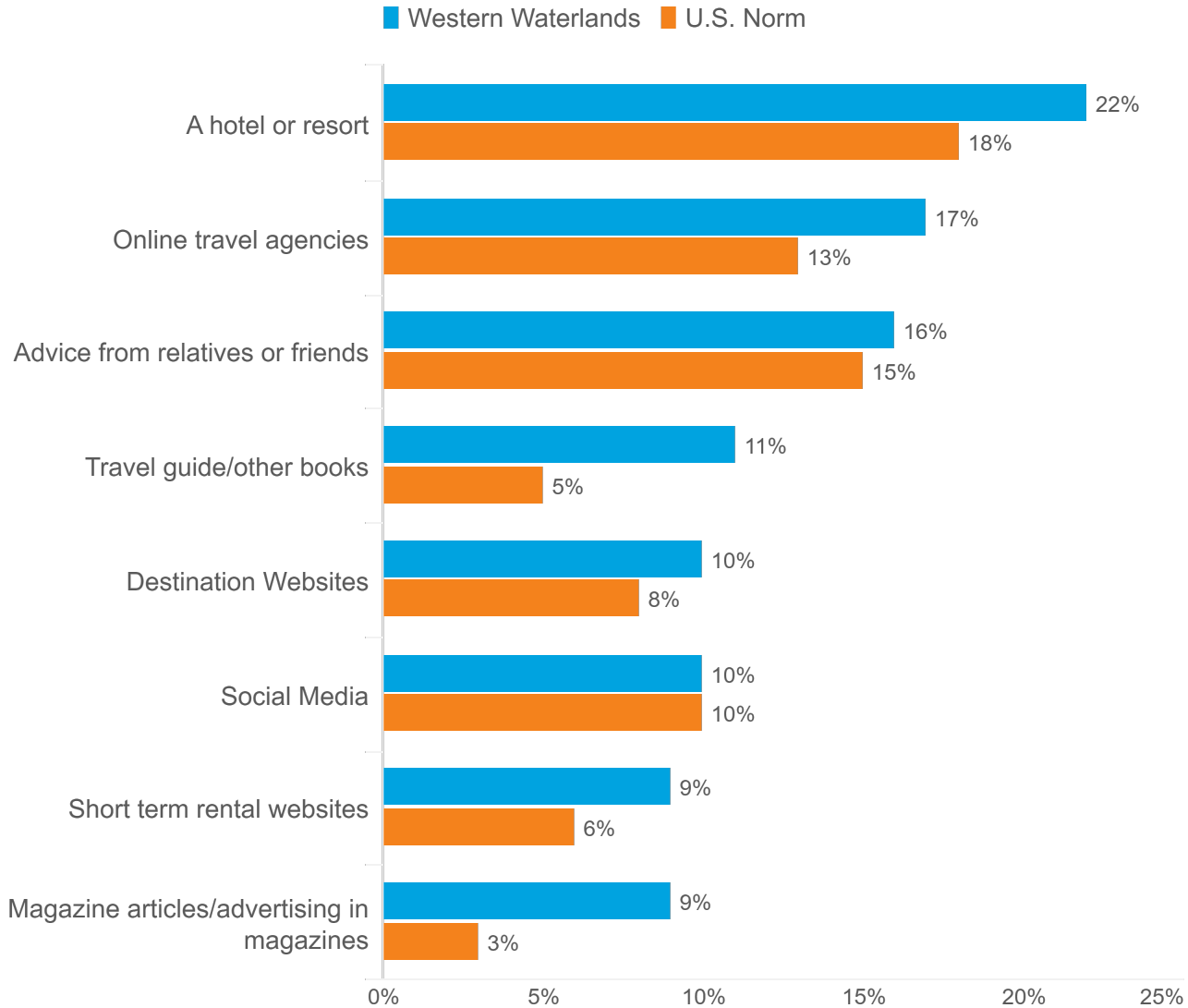


Question added in 2023, data is for 2023 only

Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

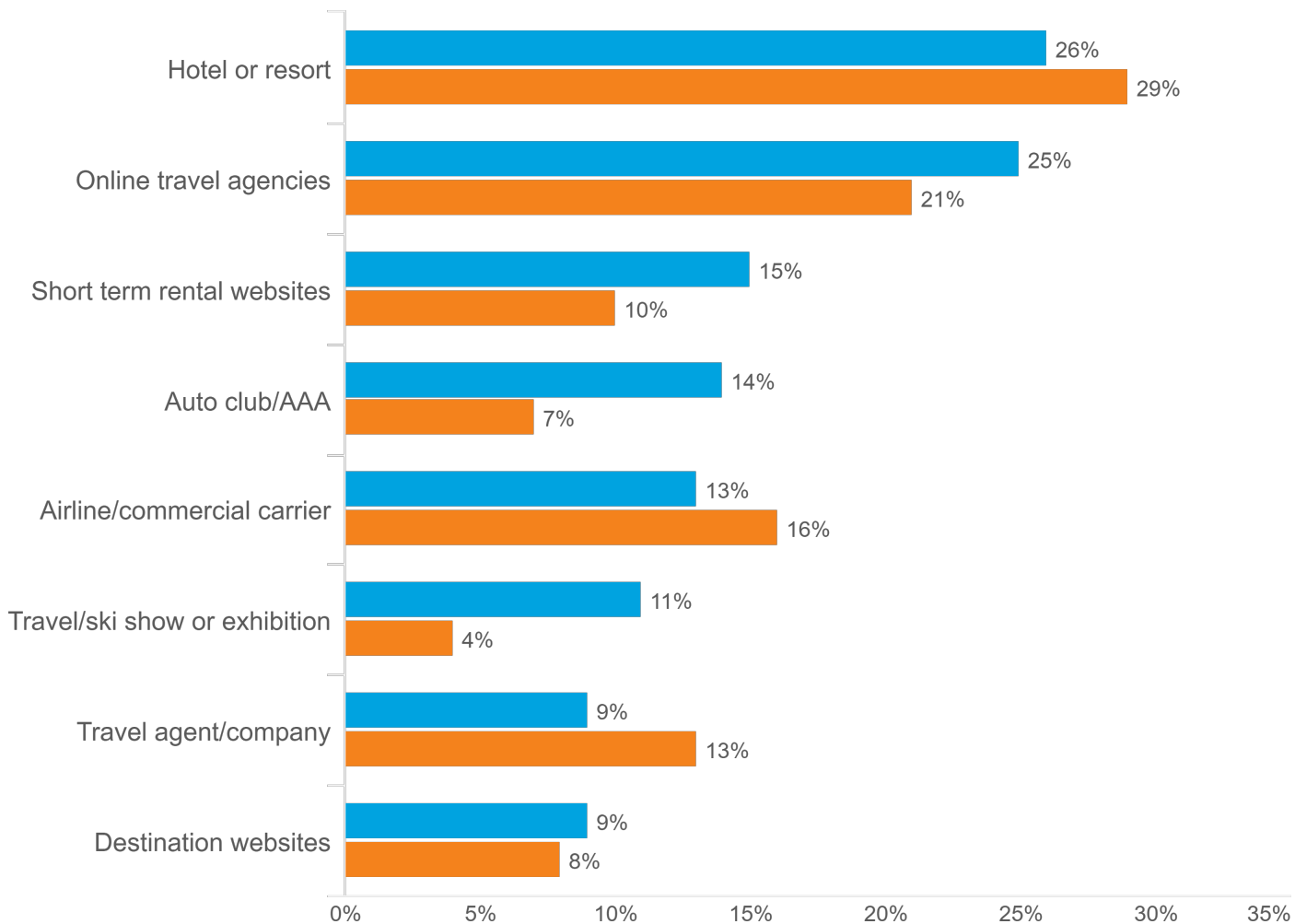
	Western Waterlands	U.S. Norm
Did not plan anything in advance	20%	15%
More than 1 year in advance	2%	4%
6-12 months	15%	13%
3-5 months	20%	18%
2 months	16%	17%
1 month or less	27%	33%

Western Waterlands' Overnight Trip Characteristics








Base: 2022/2023 Overnight Person-Trips

Method of Booking

Western Waterlands U.S. Norm



Accommodations

	Western Waterlands	U.S. Norm
 Hotel	39%	42%
 Home of friends / relatives	21%	22%
 Motel	17%	11%
 Bed & breakfast	15%	6%
 Rented cottage / cabin	13%	4%
 Resort hotel	10%	10%
 Own condo / apartment / cabin / second home	10%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities






U.S. Norm: 15%

Activities and Experiences (Top 10)

	Western Waterlands	U.S. Norm
Attending celebration	21%	15%
Shopping	19%	26%
Sightseeing	17%	20%
Landmark/historic site	16%	13%
Bar/nightclub	13%	15%
Swimming	13%	14%
Museum	13%	11%
Business convention/conference	12%	7%
Attended/participated in an amateur sports event	12%	5%
Local parks/playgrounds	12%	10%







Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping


	Western Waterlands	U.S. Norm
 Outlet/mall shopping	60%	44%
 Convenience/grocery shopping	45%	42%
 Big box stores (Walmart, Costco)	41%	30%
 Antiquing	38%	12%
 Shopping at locally owned businesses	35%	48%
 Farmers market	22%	17%
 Souvenir shopping	16%	38%

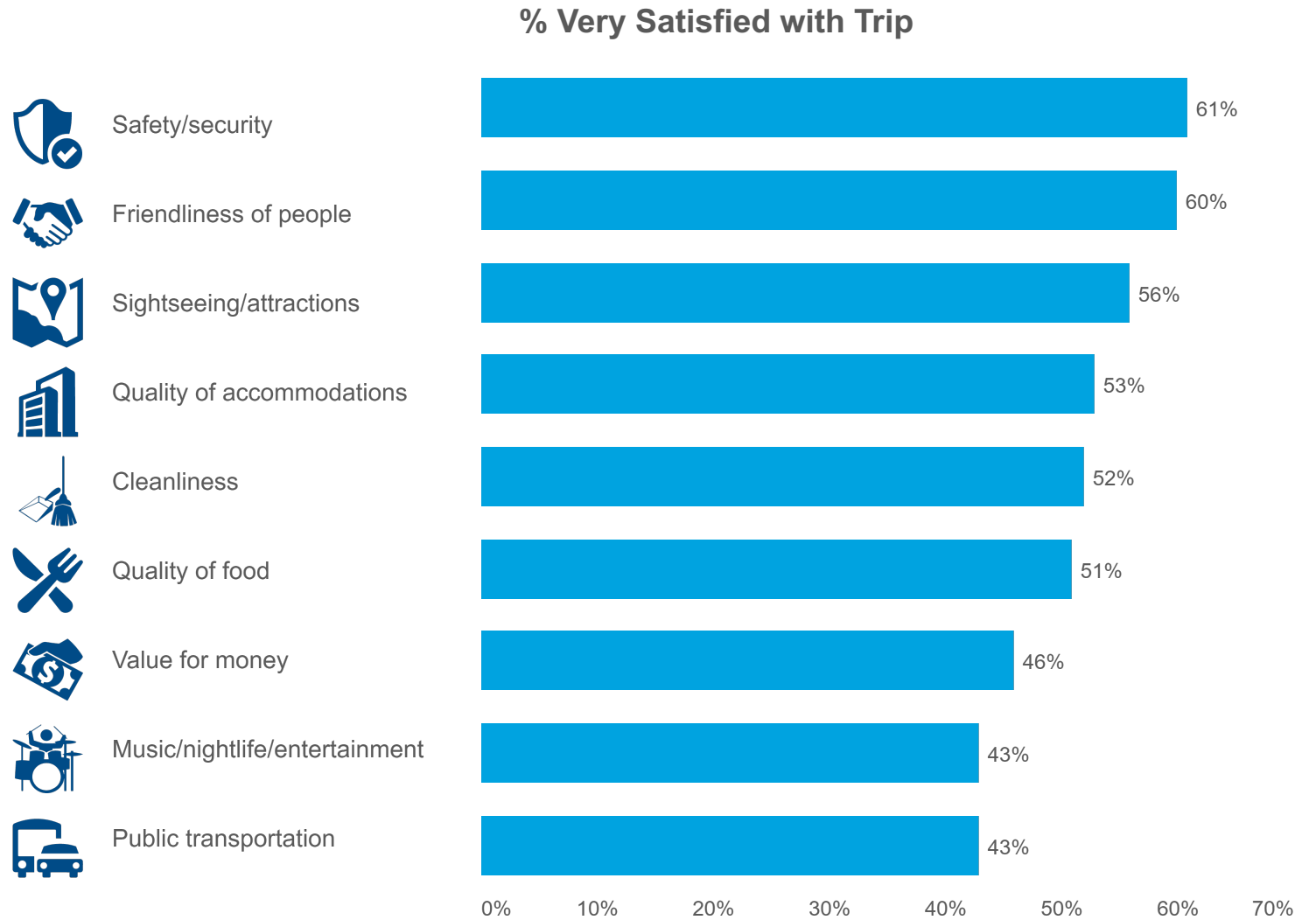
Question updated in 2023, data is for 2023 only

Dining Types on Trip

	Western Waterlands	U.S. Norm
 Casual dining	52%	56%
 Fast food	50%	45%
 Carry-out/food delivery service	35%	22%
 Unique/local food	35%	30%
 Fine/upscale dining	18%	19%
 Picnicking	14%	11%

Question updated in 2023, data is for 2023 only

 **59%**
of overnight travelers were
very satisfied with their overall
trip experience

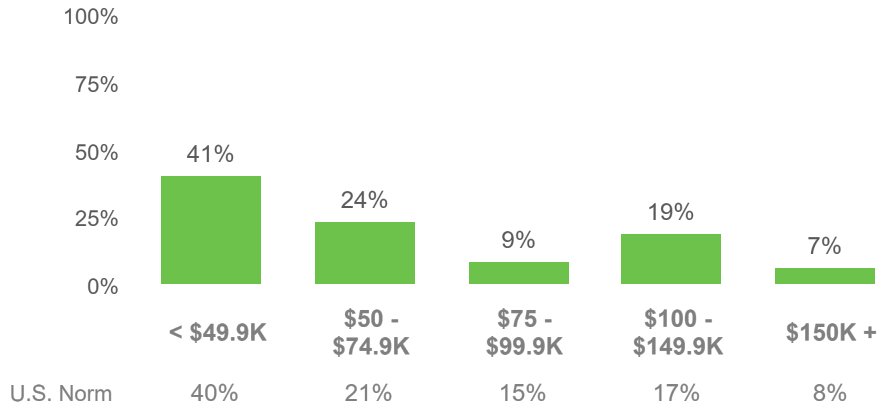


*Very Satisfied = selected top box on a five point scale

Demographic Profile of Overnight Western Waterlands Visitors

Base: 2022/2023 Overnight Person-Trips

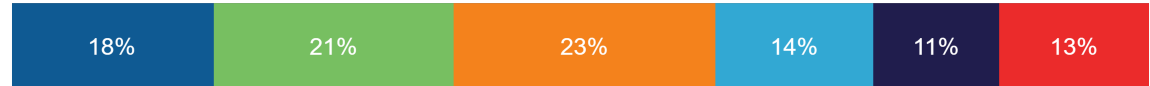
Household Income



Age

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

Western Waterlands



Average Age
41.9

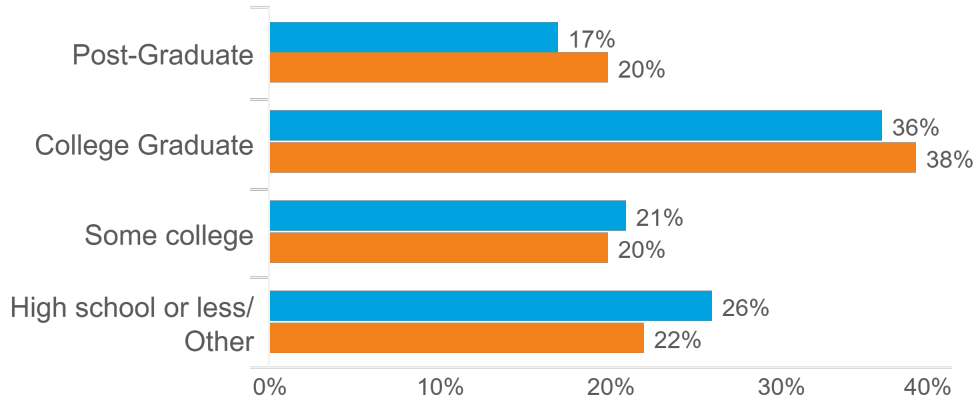
U.S. Norm



Average Age
45.2

Educational Attainment

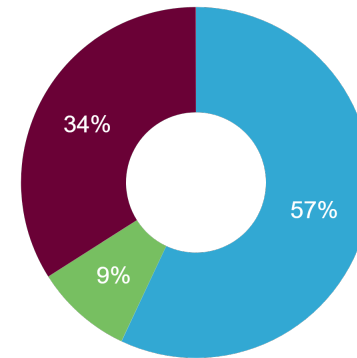
Western Waterlands U.S. Norm



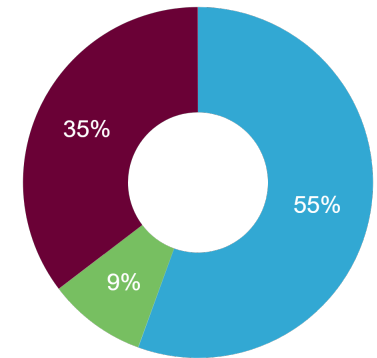
Employment

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

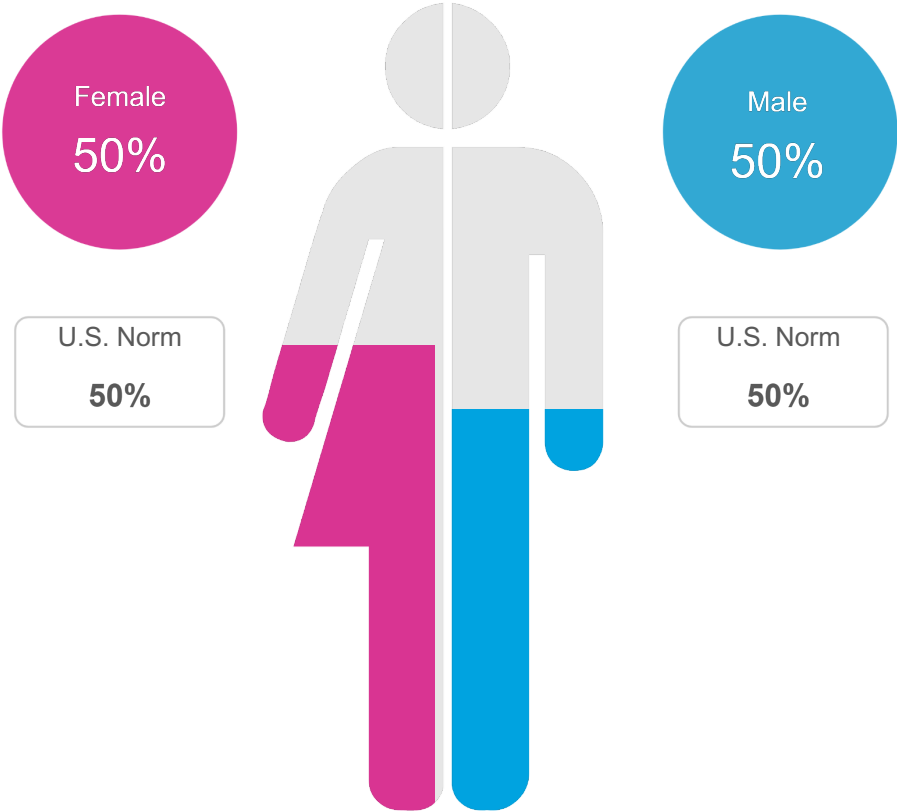
Western Waterlands



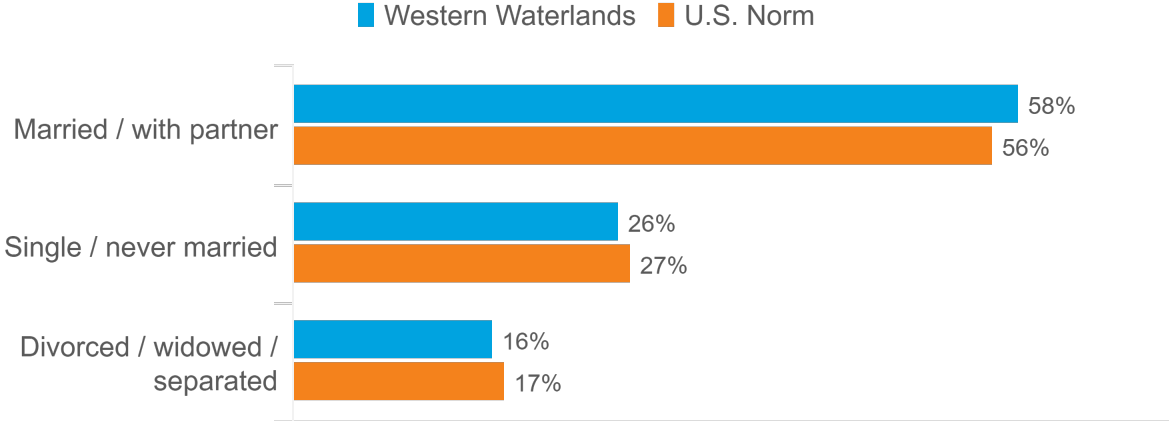
U.S. Norm



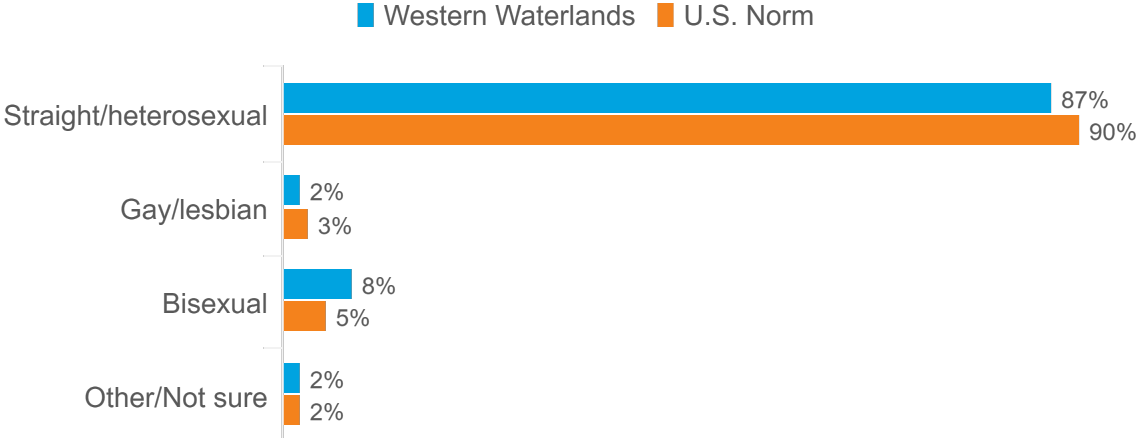
Gender



Marital Status

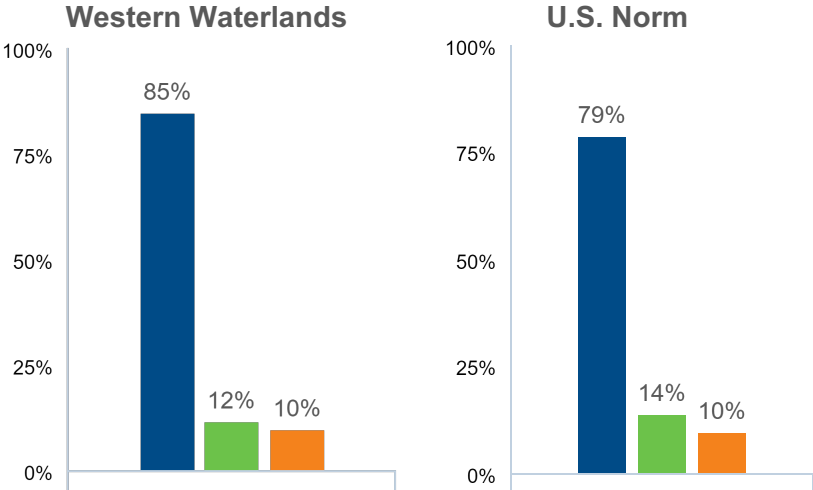


Sexual Orientation



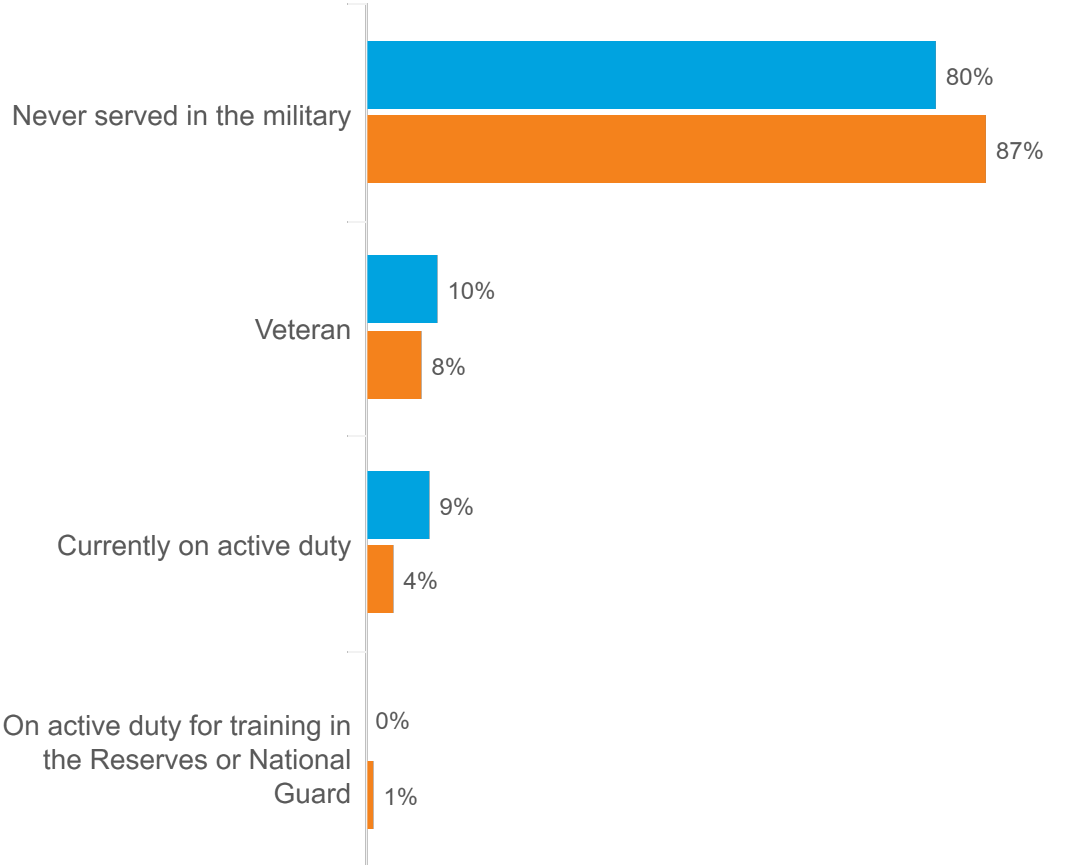
Race

White African-American Other



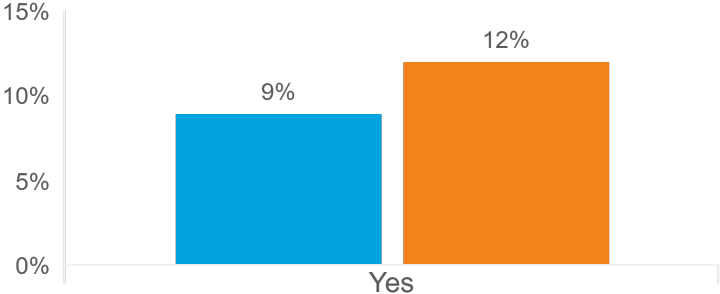
Military Status

Western Waterlands U.S. Norm

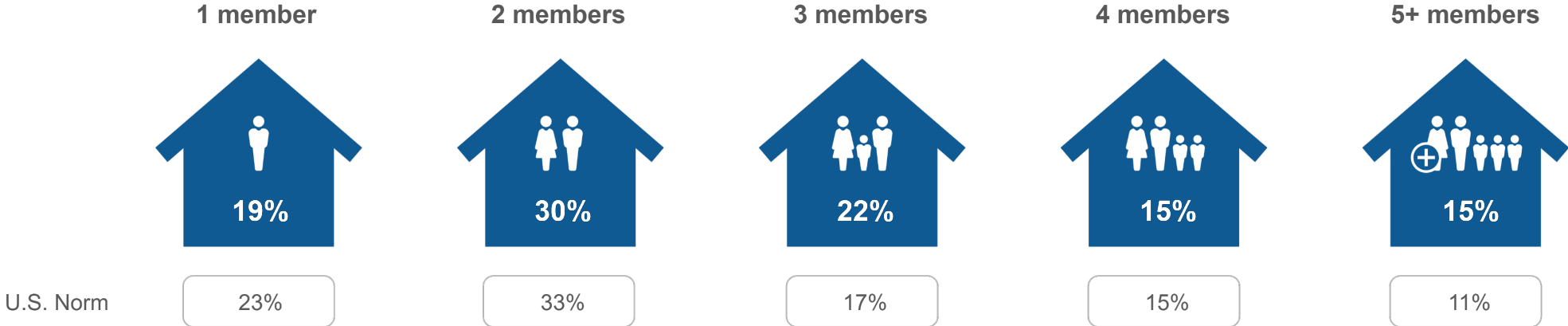


Hispanic Background

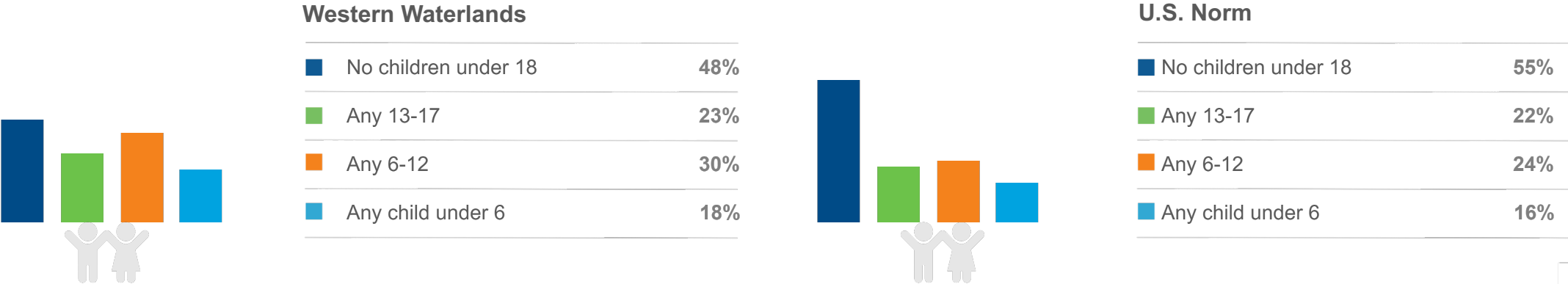
Western Waterlands U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Bluegrass, Blues & BBQ

TEAM 
KENTUCKY®

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or 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 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, Blues, & BBQ, the following sample was achieved in 2022/2023:



Overnight Base Size

613












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

Past Visitation to Bluegrass, Blues, & BBQ

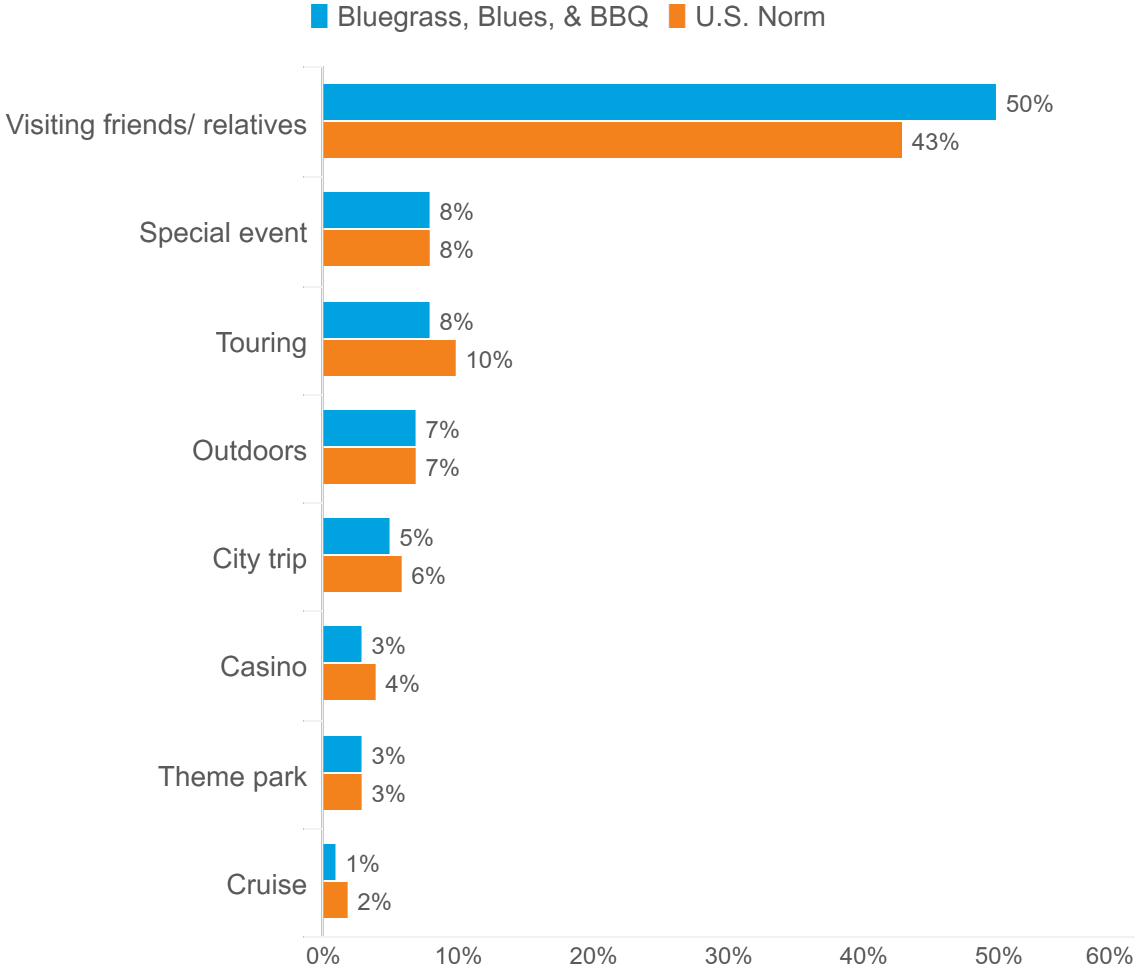
58% of overnight travelers to Bluegrass, Blues, & BBQ are repeat visitors

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

Main Purpose of Trip

 50% Visiting friends/ relatives	
 8% Special event	 2% Conference/ Convention
 8% Touring	
 7% Outdoors	
 5% City trip	 5% Other business trip
 3% Casino	
 3% Theme park	 6% Business-Leisure
 1% Cruise	

Main Purpose of Leisure Trip



2023 U.S. Overnight Trips



■ Visiting friends/relatives	43%
■ Marketable	47%
■ Business	7%
■ Business-leisure	4%

Bluegrass, Blues, & BBQ Overnight Trips

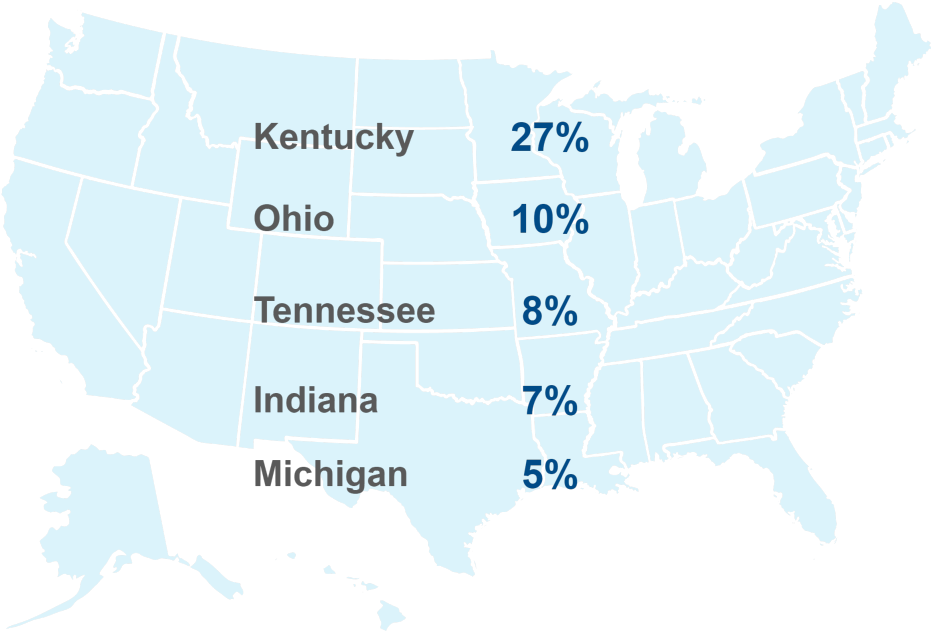


■ Visiting friends/relatives	50%
■ Marketable	37%
■ Business	8%
■ Business-leisure	6%

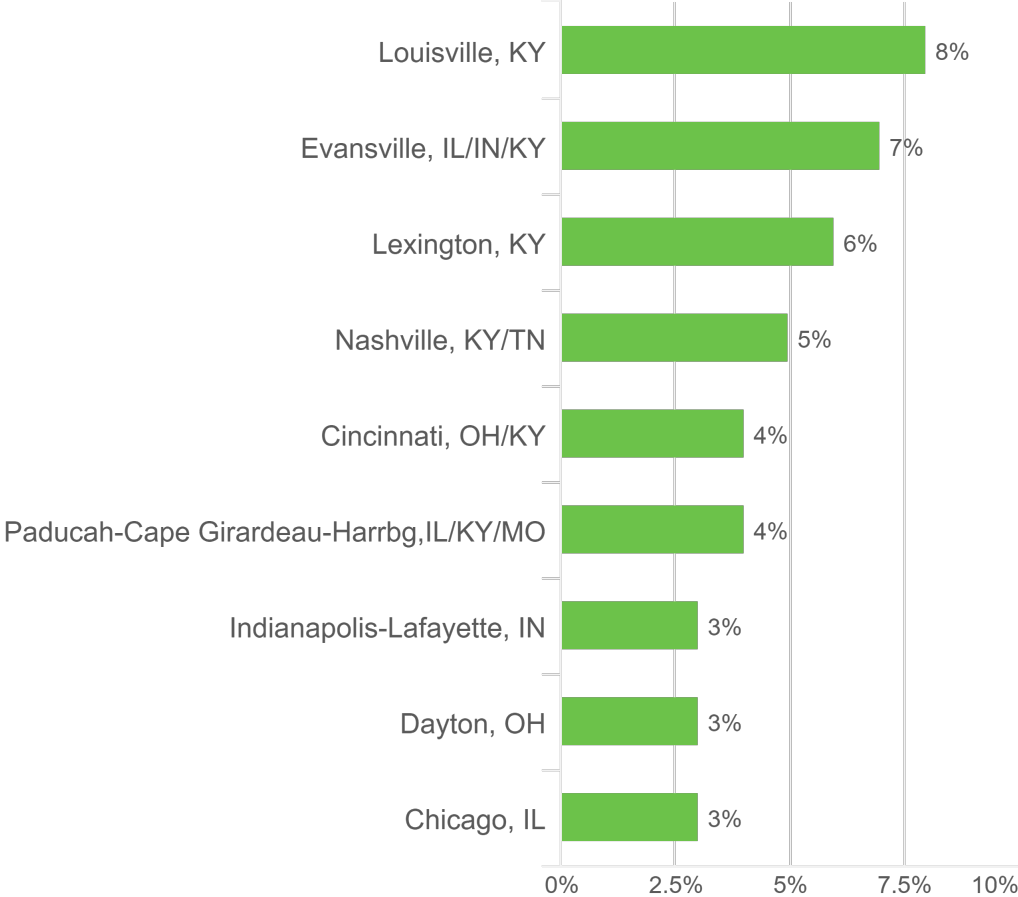
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

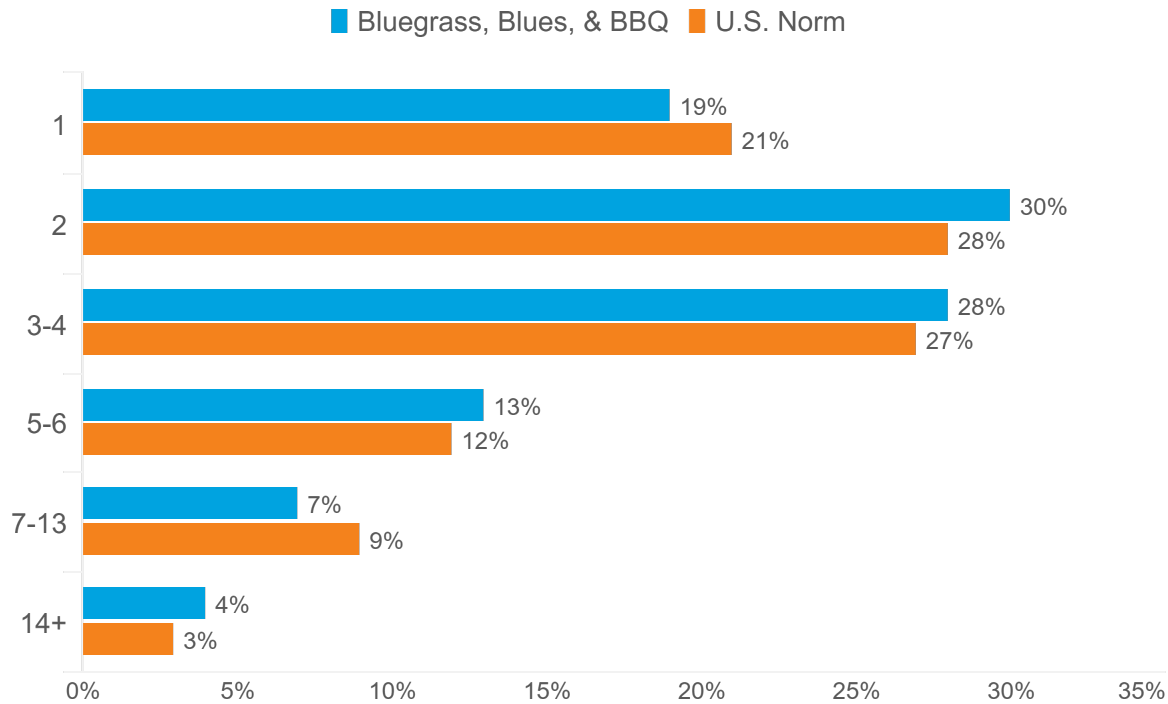
State Origin Of Trip



DMA Origin Of Trip



Total Nights Away on Trip



Bluegrass, Blues, & BBQ

3.8

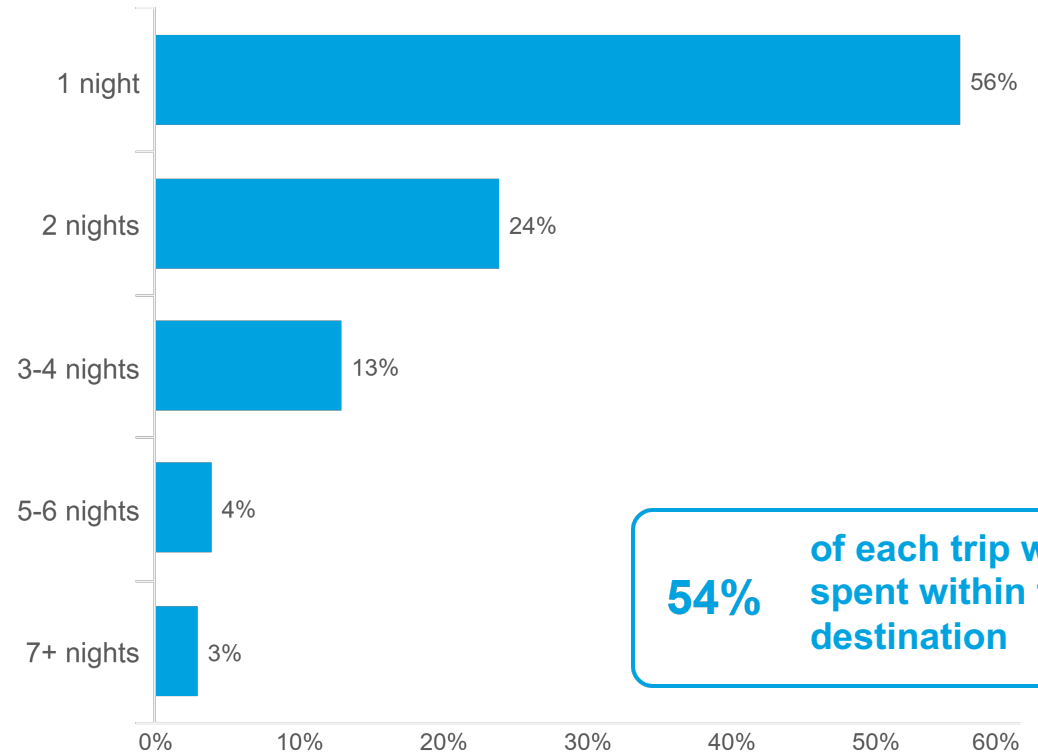
Average Nights

U.S. Norm

3.8

Average Nights

Nights Spent in Bluegrass, Blues, & BBQ



54%

of each trip was spent within the destination

Average number of nights

2.1

Size of Travel Party

■ Adults ■ Children

Bluegrass, Blues, & BBQ



Average number of people

Total
3.0

U.S. Norm



Average number of people

Total
2.9

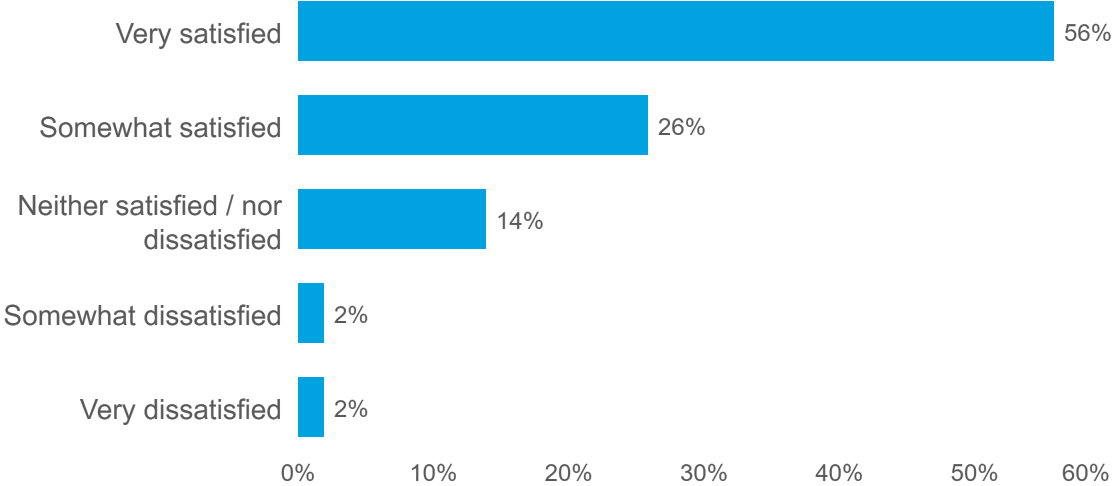


16% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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



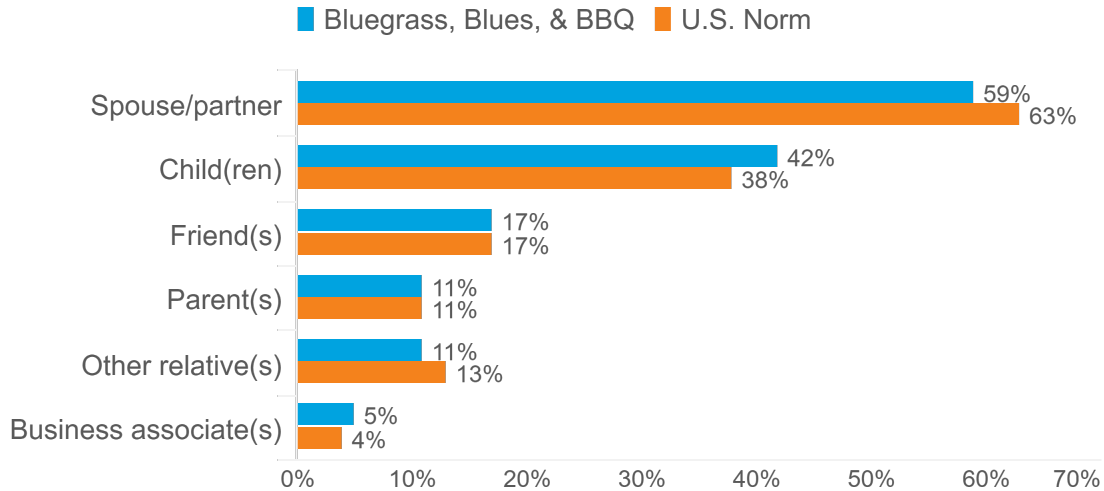


21% of trips only had one person in the travel party

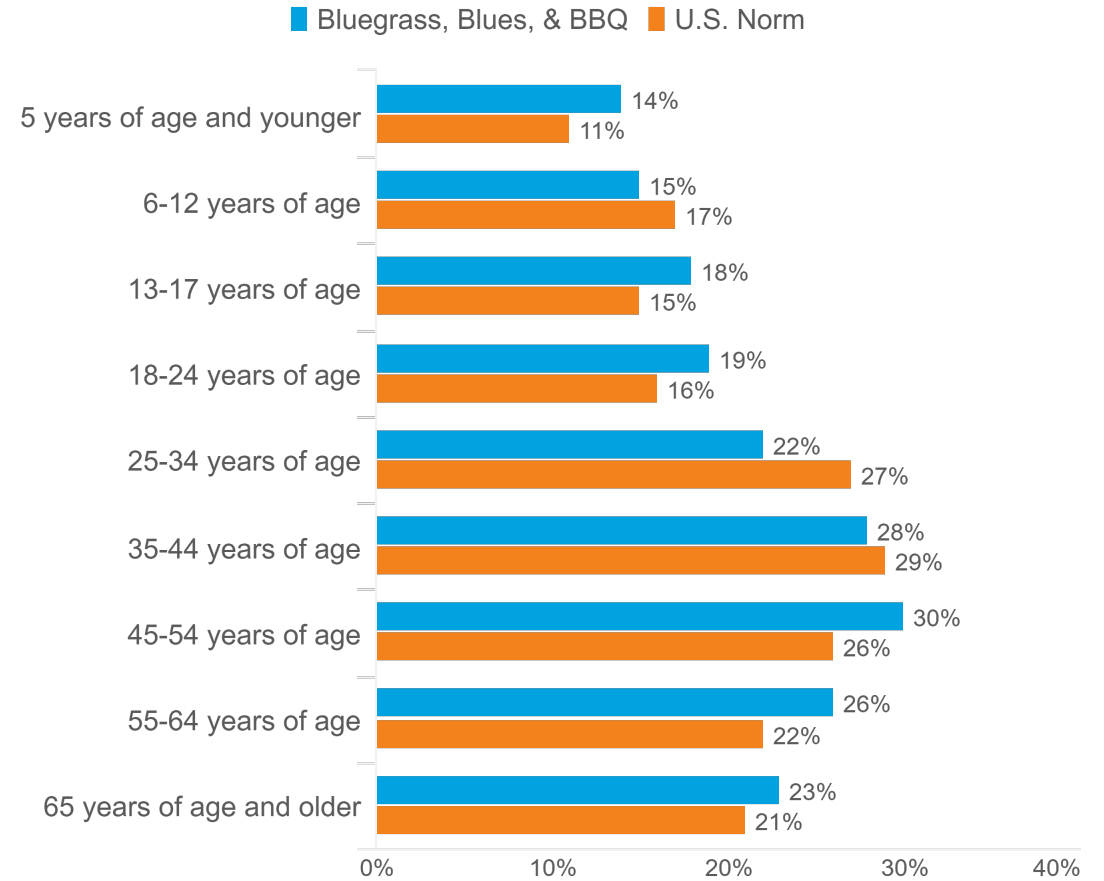
U.S. Norm: **24%**

Composition of Immediate Travel Party

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

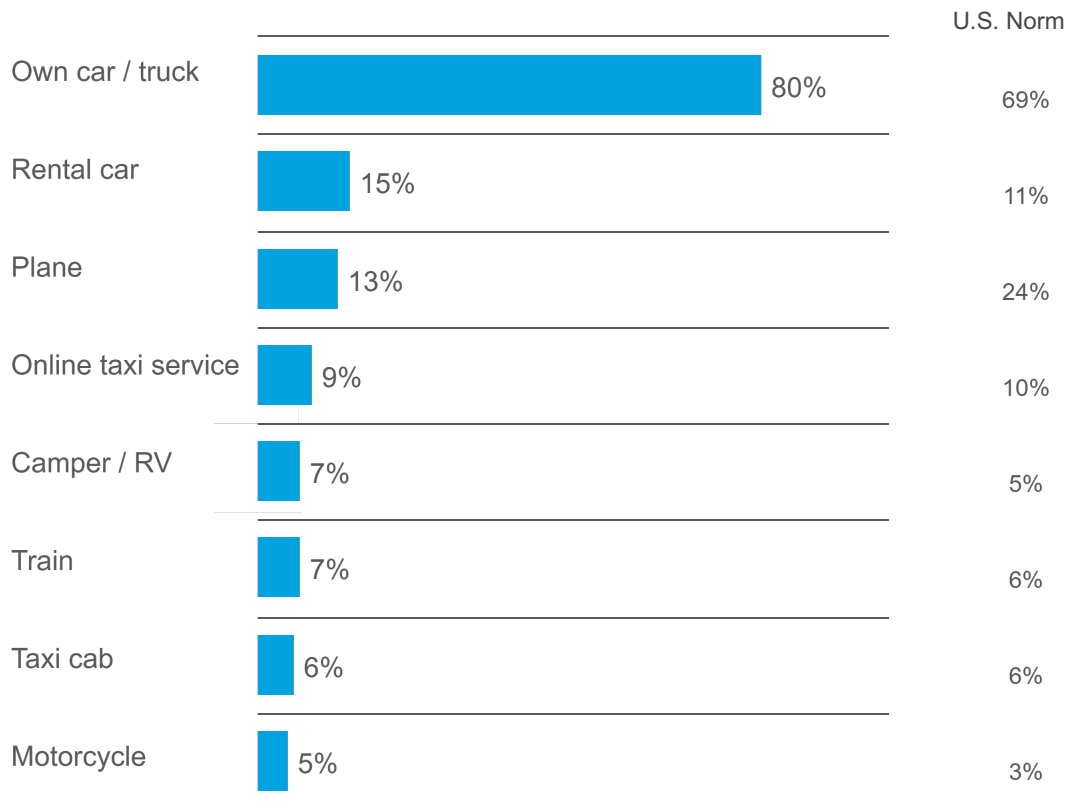


Travel Party Age

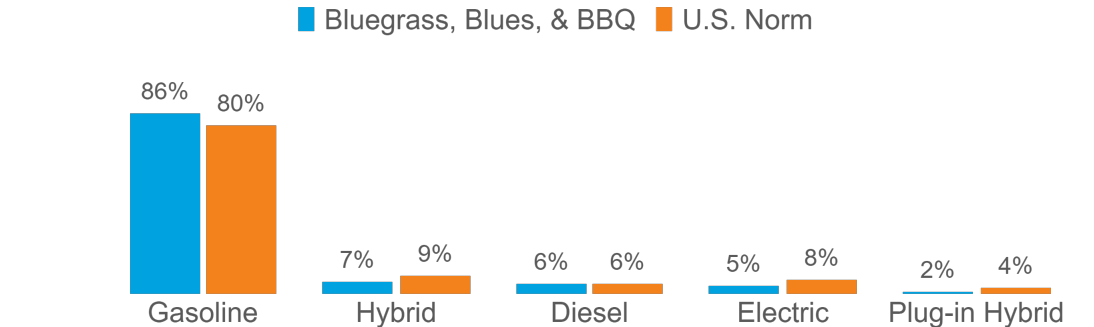


Question added in 2023, data is for 2023 only

Transportation Used to get to Destination

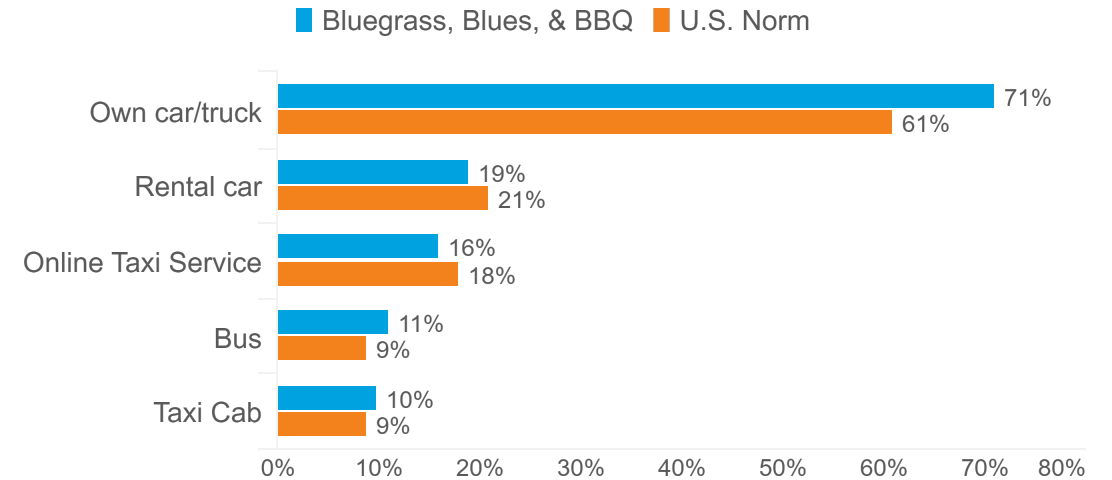


Type of Vehicle Used to get to Destination



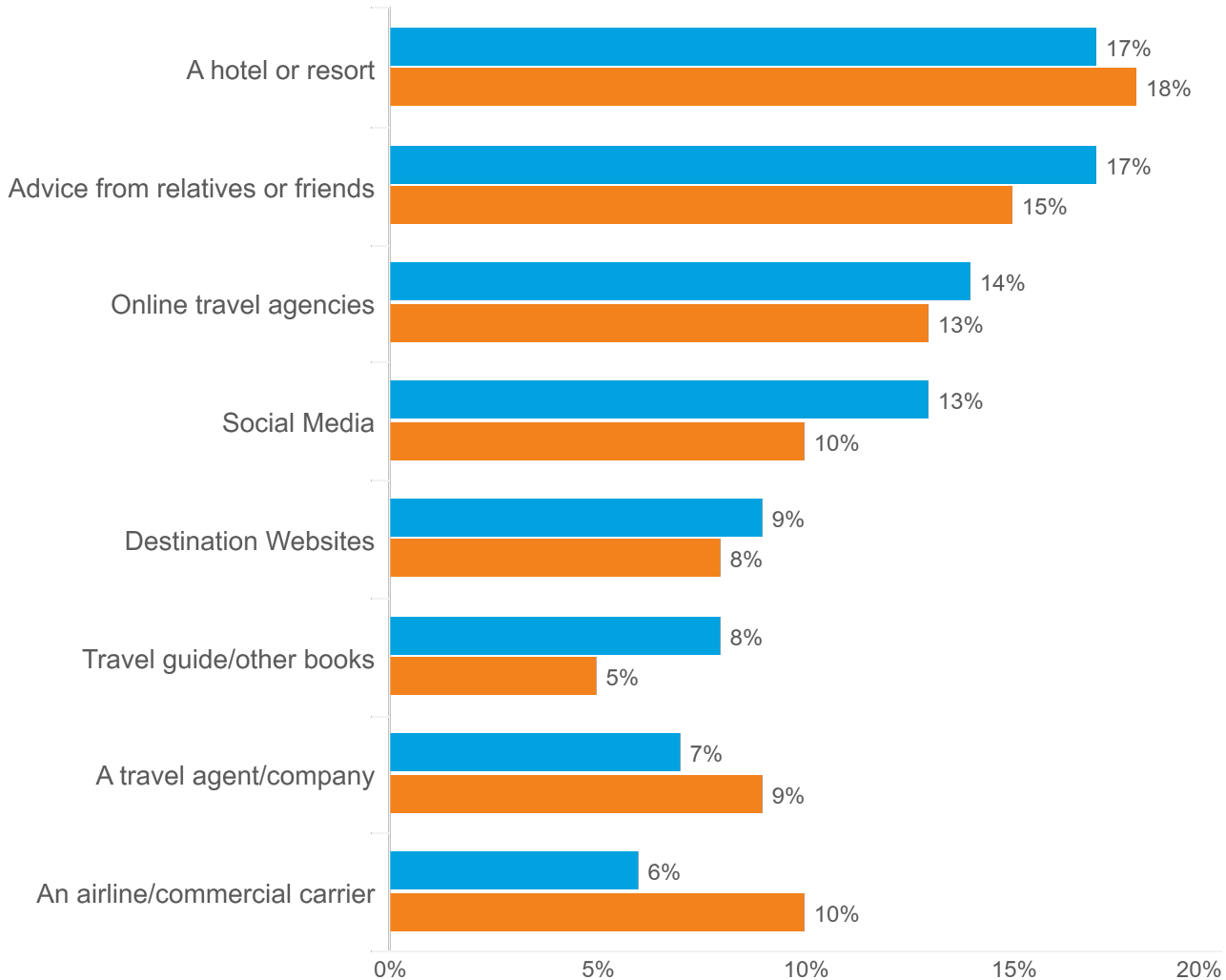
Question added in 2023, data is for 2023 only

Transportation Used within Destination



Trip Planning Information Sources

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Length of Trip Planning

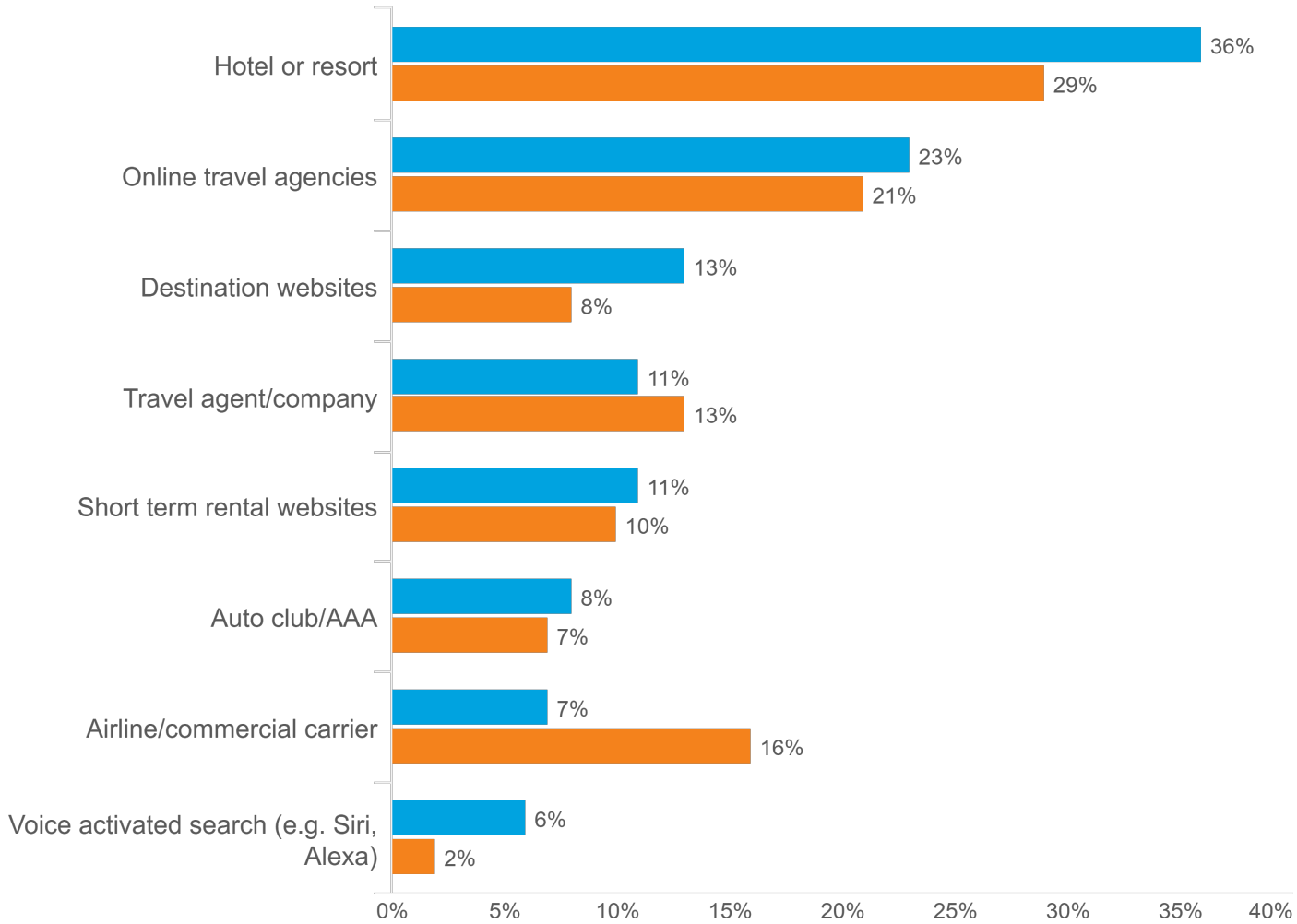
	Bluegrass, Blues, & BBQ	U.S. Norm
Did not plan anything in advance	22%	15%
More than 1 year in advance	4%	4%
6-12 months	12%	13%
3-5 months	18%	18%
2 months	14%	17%
1 month or less	30%	33%

Bluegrass, Blues, & BBQ's Overnight Trip Characteristics








Base: 2022/2023 Overnight Person-Trips

Method of Booking

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Accommodations

	Bluegrass, Blues, & BBQ	U.S. Norm
 Hotel	47%	42%
 Home of friends / relatives	23%	22%
 Motel	14%	11%
 Bed & breakfast	9%	6%
 Rented home / condo / apartment	7%	7%
 Campground / RV park	6%	5%
 Rented cottage / cabin	6%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities



U.S. Norm: 15%

Activities and Experiences (Top 10)

	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	29%	26%
Sightseeing	23%	20%
Landmark/historic site	21%	13%
Attending celebration	19%	15%
Bar/nightclub	16%	15%
Museum	15%	11%
Fishing	15%	6%
Local parks/playgrounds	14%	10%
National/state park	14%	8%
Nature tours/wildlife viewing/birding	14%	8%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

Bluegrass, Blues, & BBQ U.S. Norm



Shopping at locally owned businesses

52%

48%



Outlet/mall shopping

48%

44%



Convenience/grocery shopping

45%

42%



Antiquing

30%

12%



Big box stores (Walmart, Costco)

28%

30%



Souvenir shopping

26%

38%



Farmers market

25%

17%

Question updated in 2023, data is for 2023 only

Dining Types on Trip

Bluegrass, Blues, & BBQ U.S. Norm



Casual dining

62%

56%



Fast food

56%

45%



Unique/local food

35%

30%



Carry-out/food delivery service

25%

22%



Fine/upscale dining

16%

19%



Picnicking

13%

11%

Question updated in 2023, data is for 2023 only



66%
of overnight travelers were
very satisfied with their overall
trip experience



Friendliness of people

66%



Quality of food

63%



Sightseeing/attractions

57%



Cleanliness

55%



Safety/security

55%



Quality of accommodations

53%



Music/nightlife/entertainment

50%



Value for money

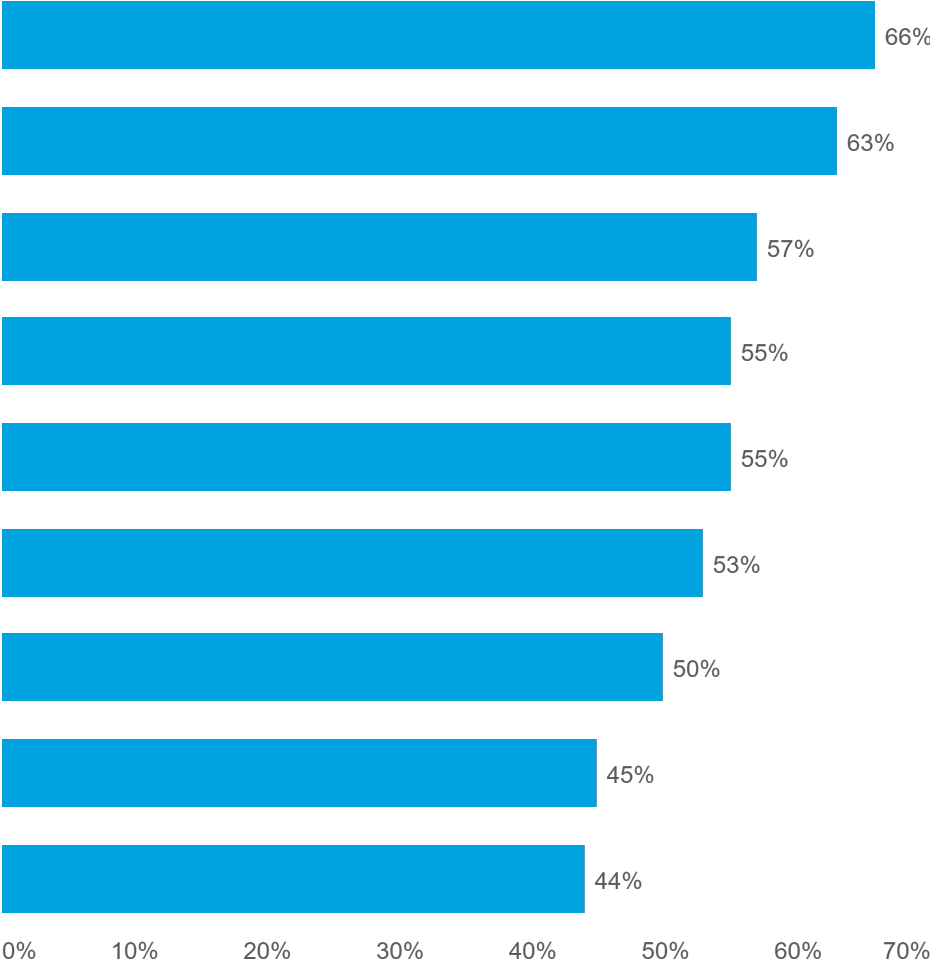
45%



Public transportation

44%

% Very Satisfied with Trip

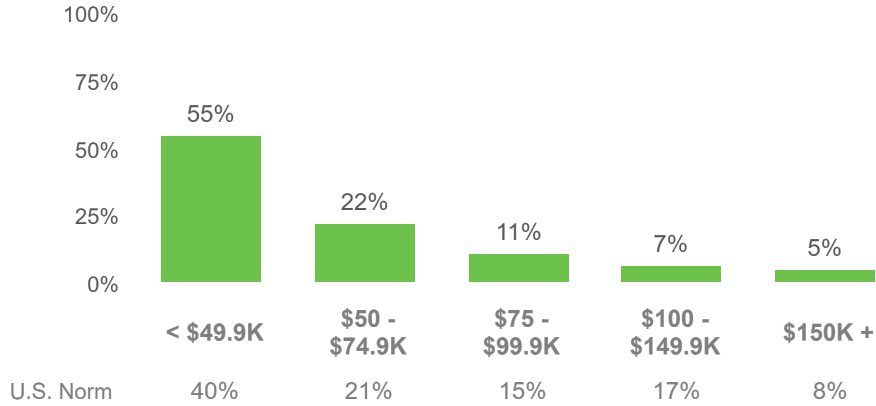


*Very Satisfied = selected top box on a five point scale

Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2022/2023 Overnight Person-Trips

Household Income



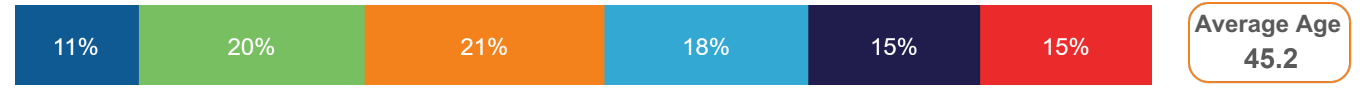
Age

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

Bluegrass, Blues, & BBQ

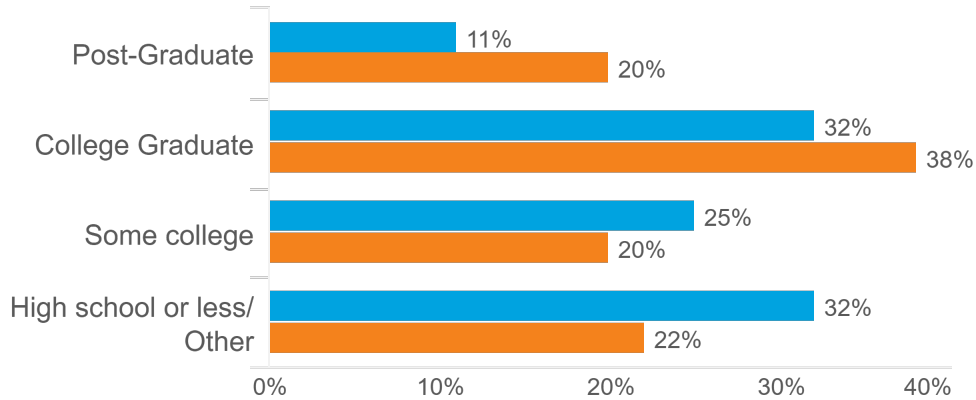


U.S. Norm



Educational Attainment

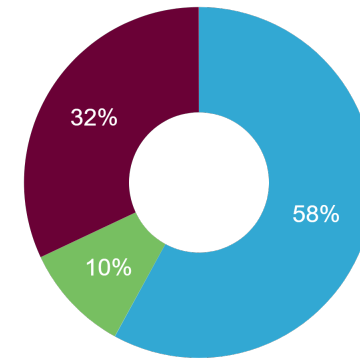
Bluegrass, Blues, & BBQ U.S. Norm



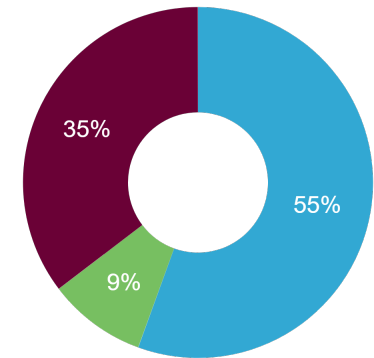
Employment

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

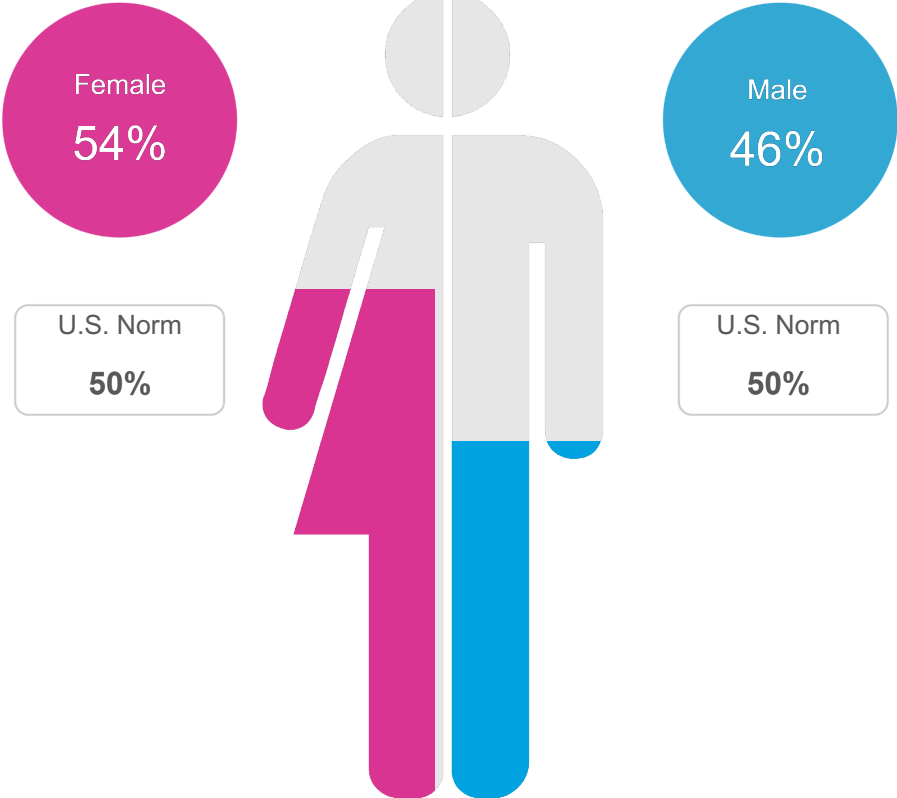
Bluegrass, Blues, & BBQ



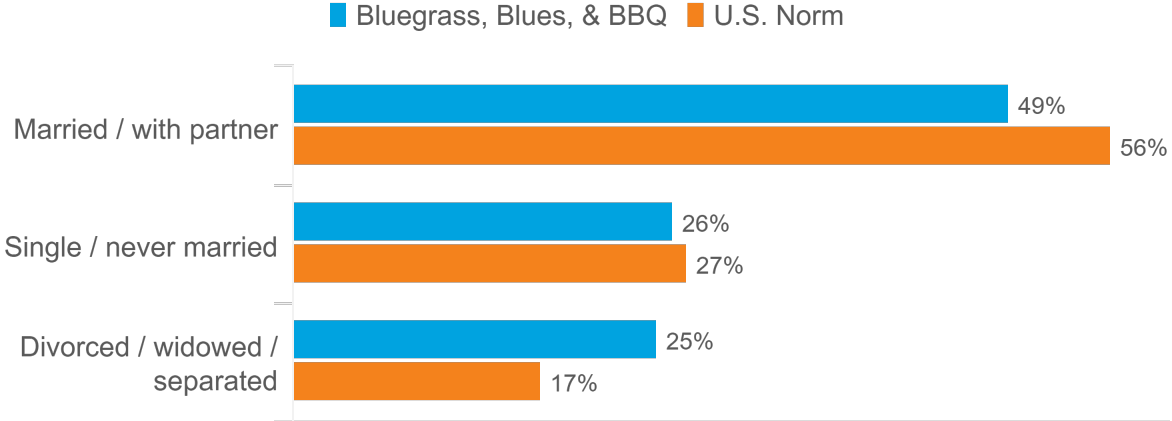
U.S. Norm



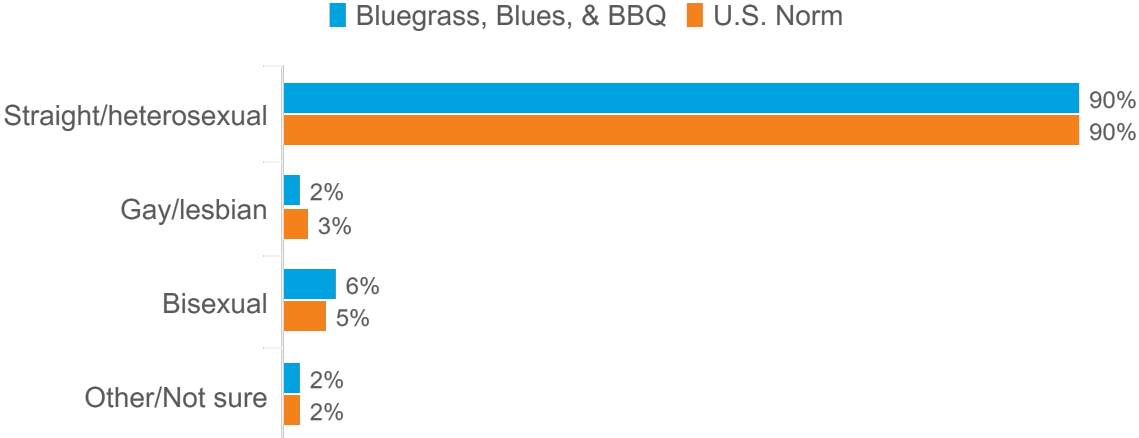
Gender



Marital Status

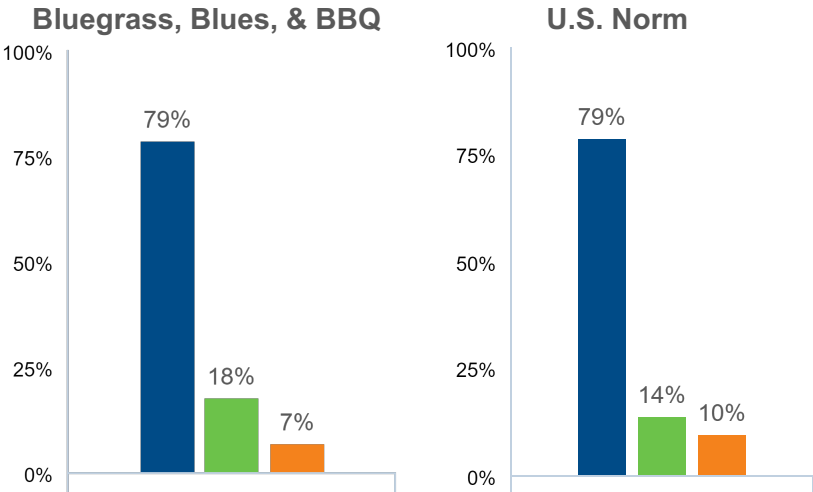


Sexual Orientation



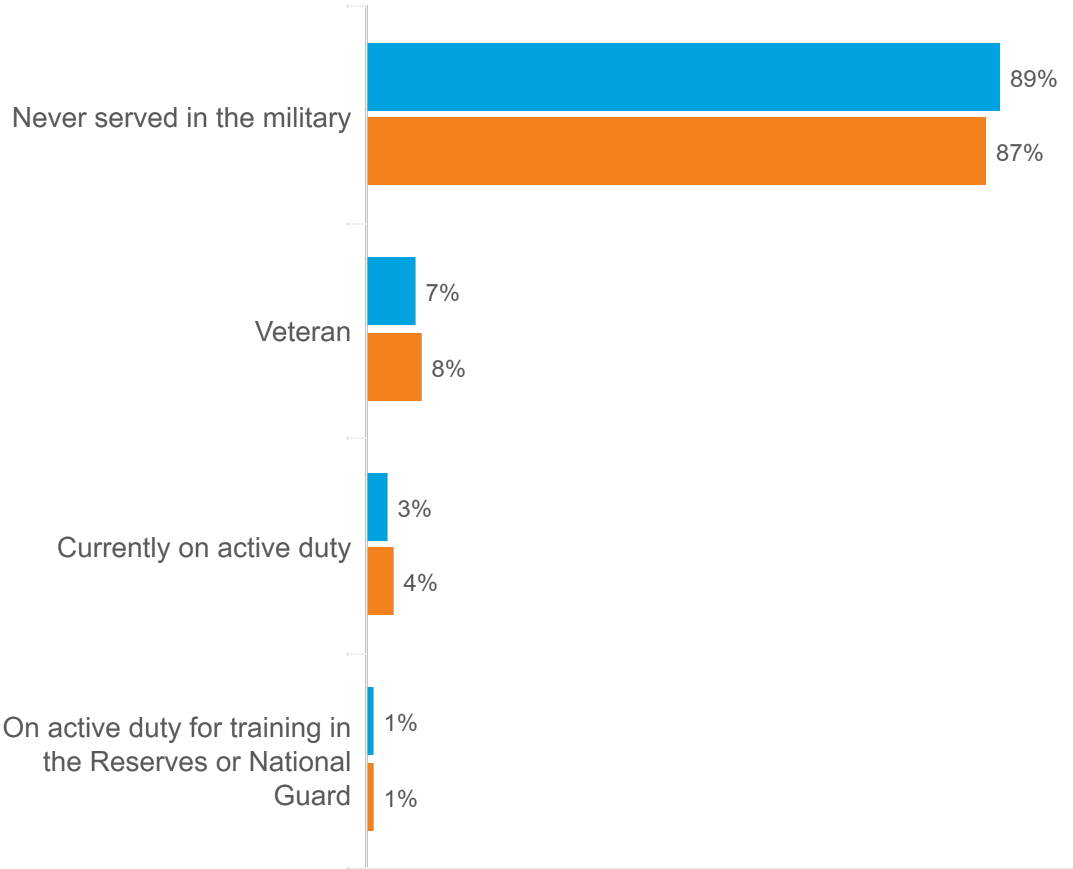
Race

White African-American Other



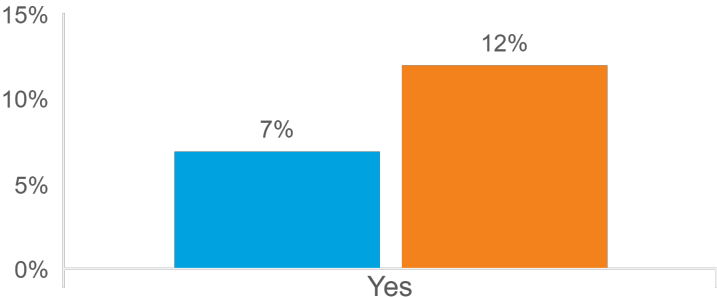
Military Status

Bluegrass, Blues, & BBQ U.S. Norm

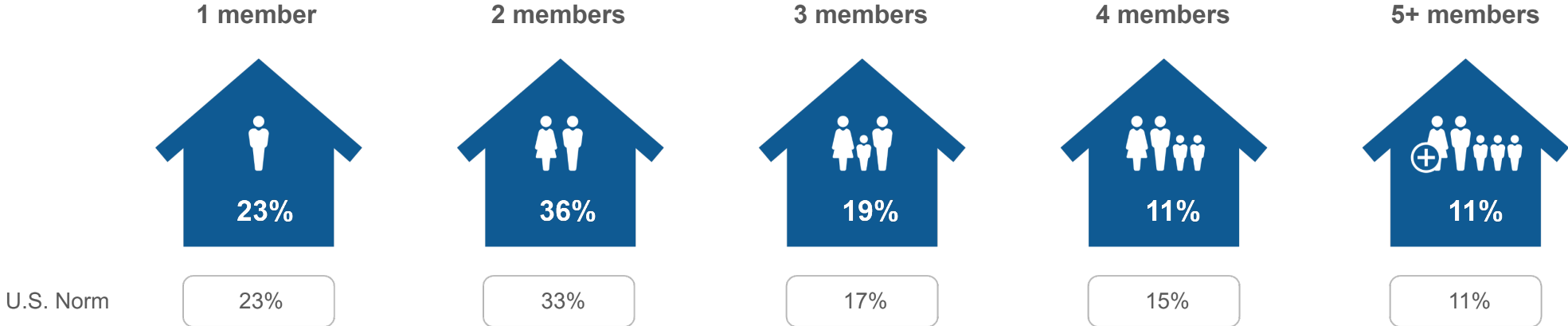


Hispanic Background

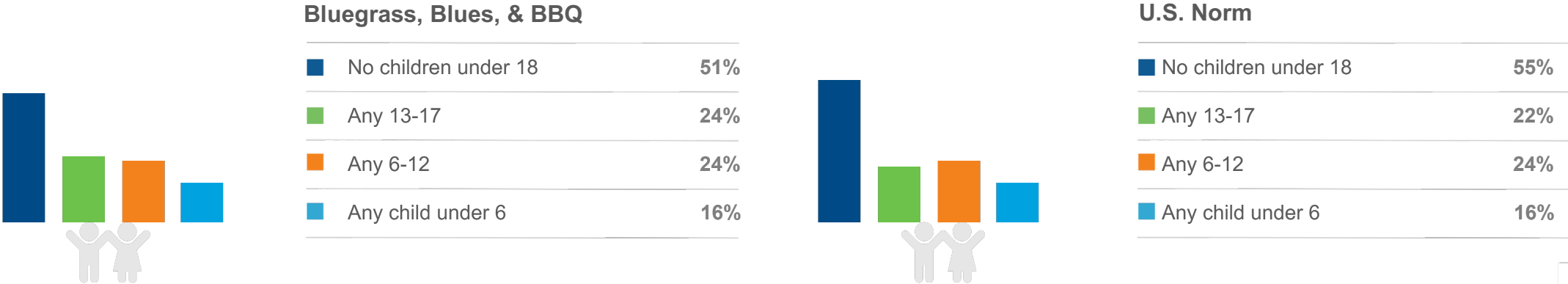
Bluegrass, Blues, & BBQ U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Bourbon, Horses, & History

TEAM  KENTUCKY®

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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or more nights away 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:



Overnight Base Size

465

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

Past Visitation to Bourbon, Horses, & History

62% of overnight travelers to Bourbon, Horses, & History are repeat visitors

41% of overnight travelers to Bourbon, Horses, & History had visited before in the past 12 months

Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

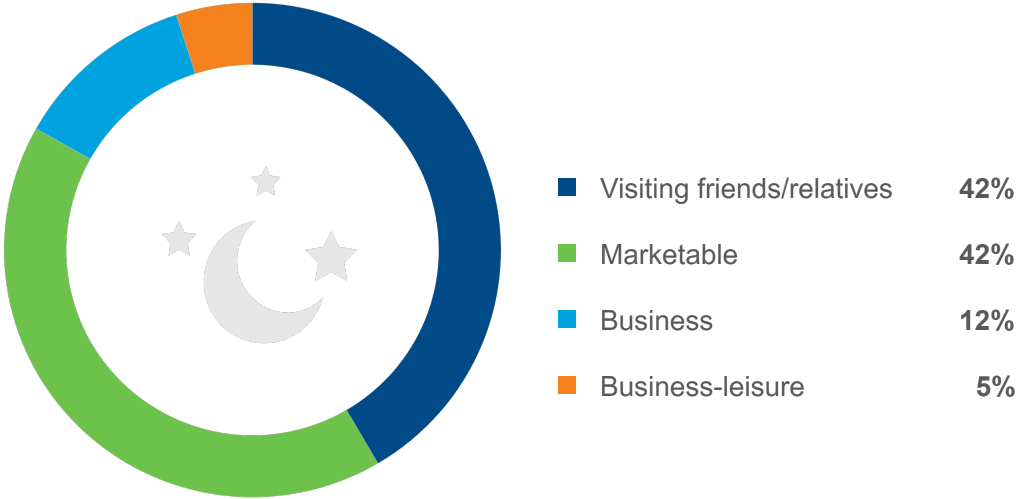
Main Purpose of Trip

 42% Visiting friends/ relatives	
 16% Special event	 6% Conference/ Convention
 12% Touring	
 5% City trip	 6% Other business trip
 4% Outdoors	
 2% Casino	 5% Business-Leisure
 2% Theme park	
 1% Cruise	

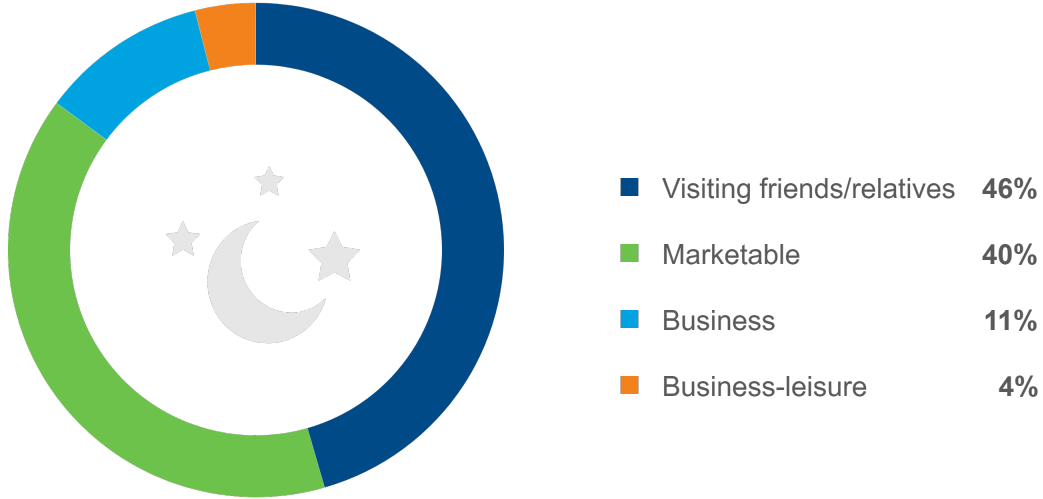
Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	42%	46%
Special event	16%	11%
Touring	12%	14%
City trip	5%	4%
Outdoors	4%	5%
Casino	2%	2%
Theme park	2%	1%
Cruise	1%	<1%

2023 Bourbon, Horses, & History Overnight Trips



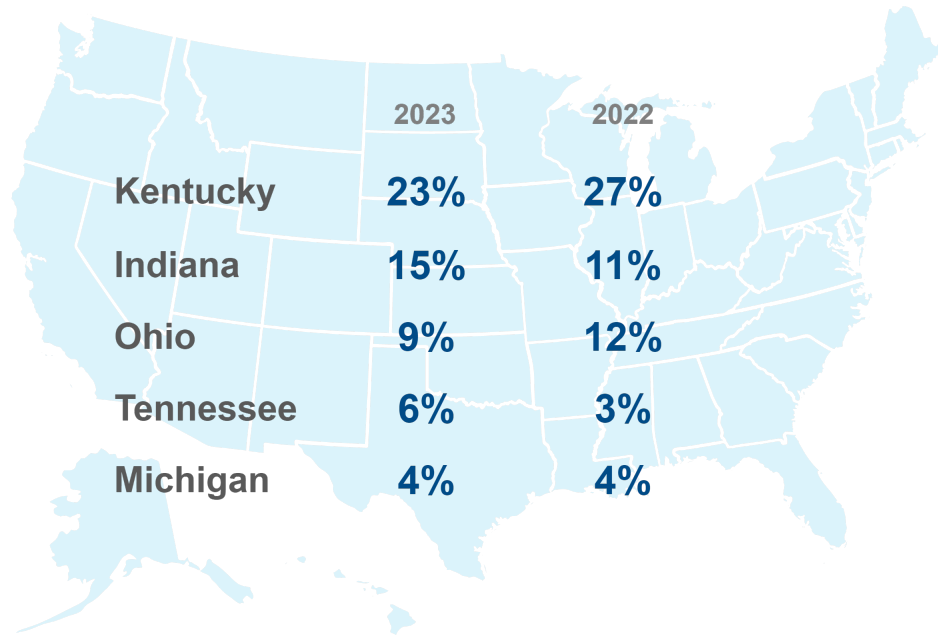
Last Year's Bourbon, Horses, & History Overnight Trips



Bourbon, Horses, & History's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

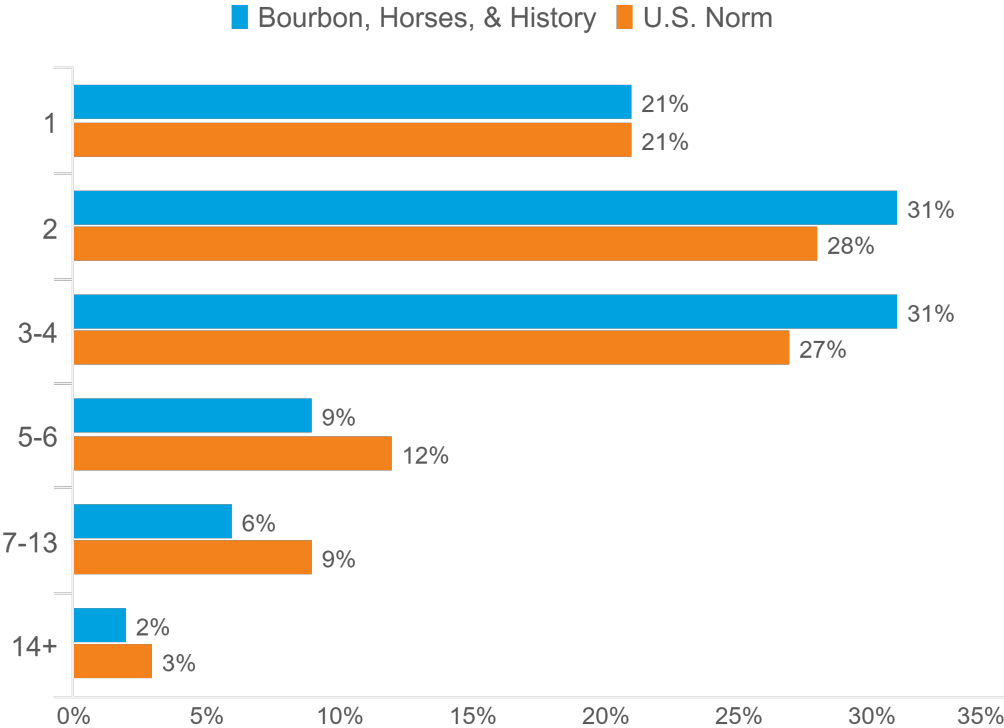
State Origin Of Trip



DMA Origin Of Trip

	2023	2022
Louisville, KY	8%	8%
Indianapolis-Lafayette, IN	7%	8%
Cincinnati, OH/KY	5%	6%
Evansville, IL/IN/KY	5%	3%
Lexington, KY	5%	10%
Nashville, KY/TN	5%	3%
Chicago, IL	4%	4%
Charleston-Huntington, KY/OH/WV	3%	3%
Detroit, MI	3%	2%
Cleveland, OH	2%	2%

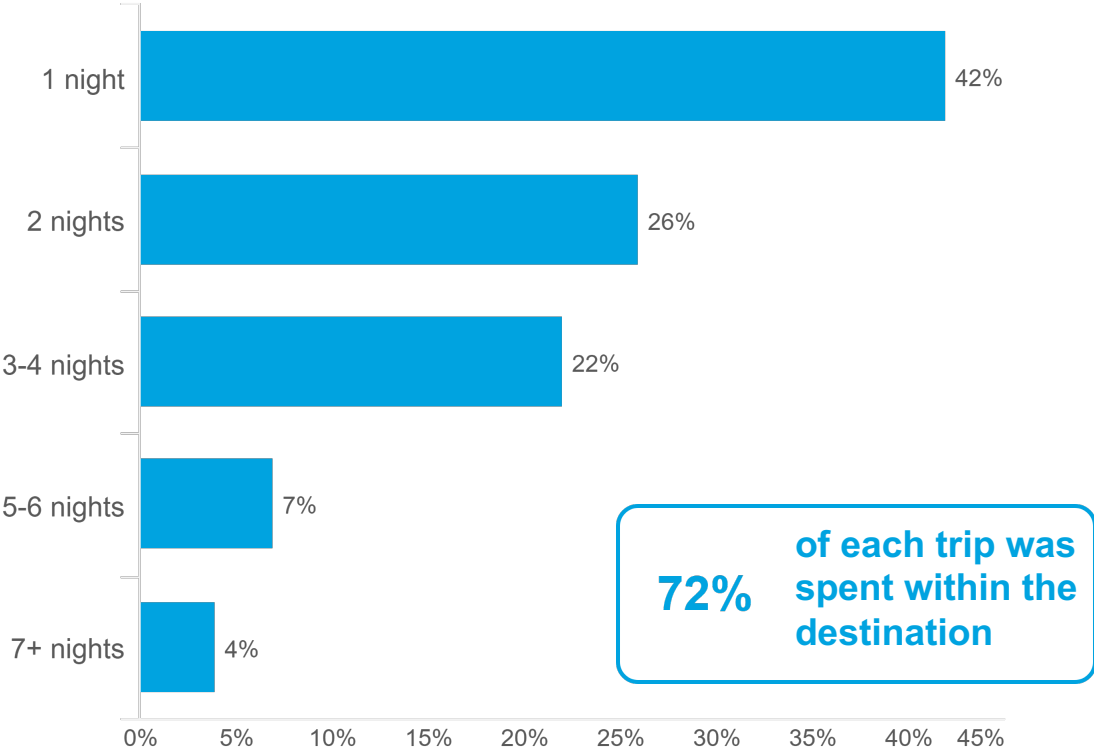
Total Nights Away on Trip



Bourbon, Horses, & History
3.3
 Average Nights

U.S. Norm
3.8
 Average Nights

Nights Spent in Bourbon, Horses, & History



72% of each trip was spent within the destination

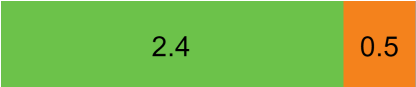
Average number of nights
2.4

Average last year
2.7

Size of Travel Party

■ Adults ■ Children

Bourbon, Horses, & History



Total **2.9**

Average number of people

U.S. Norm



Total **2.9**

Average number of people

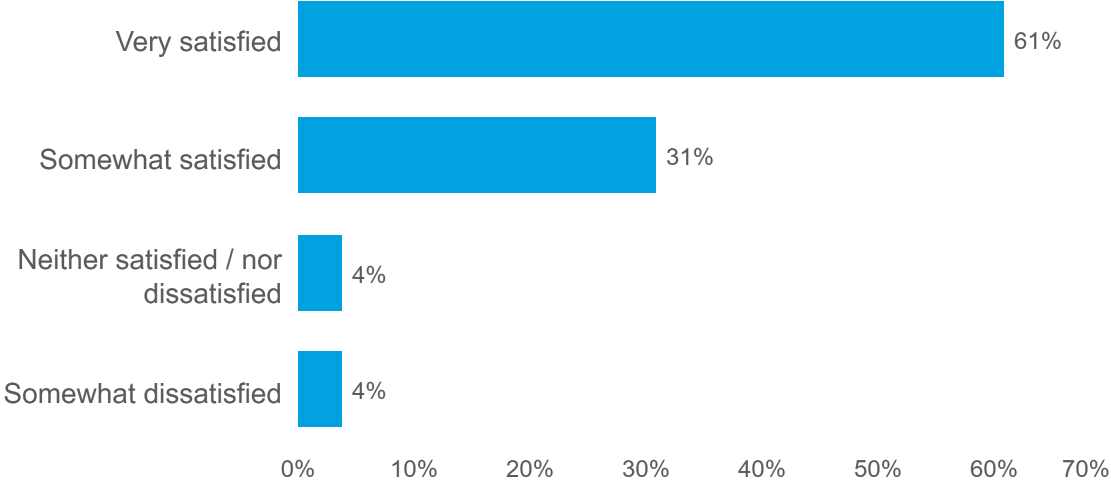


10% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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





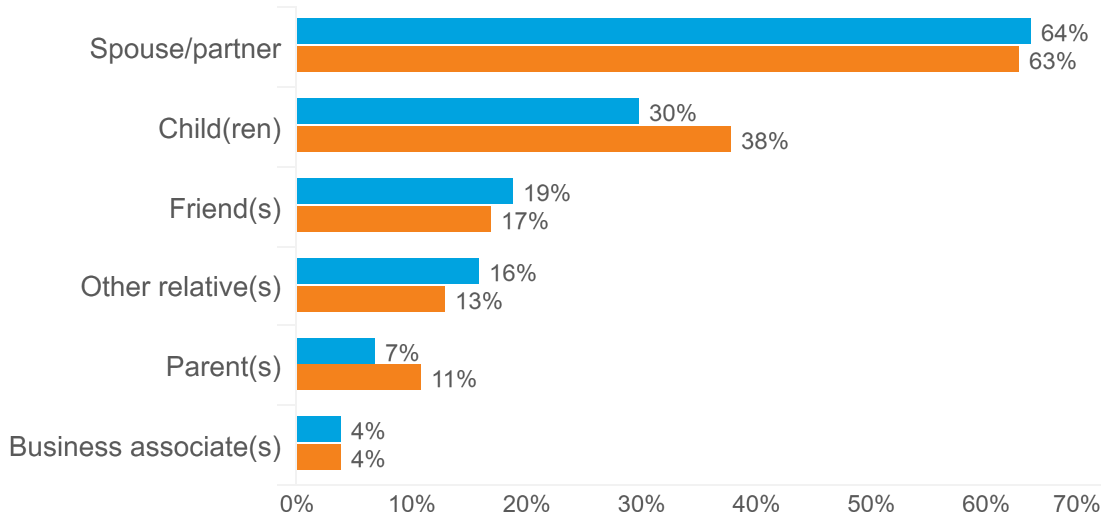
23% of trips only had one person in the travel party

U.S. Norm: **24%**

Composition of Immediate Travel Party

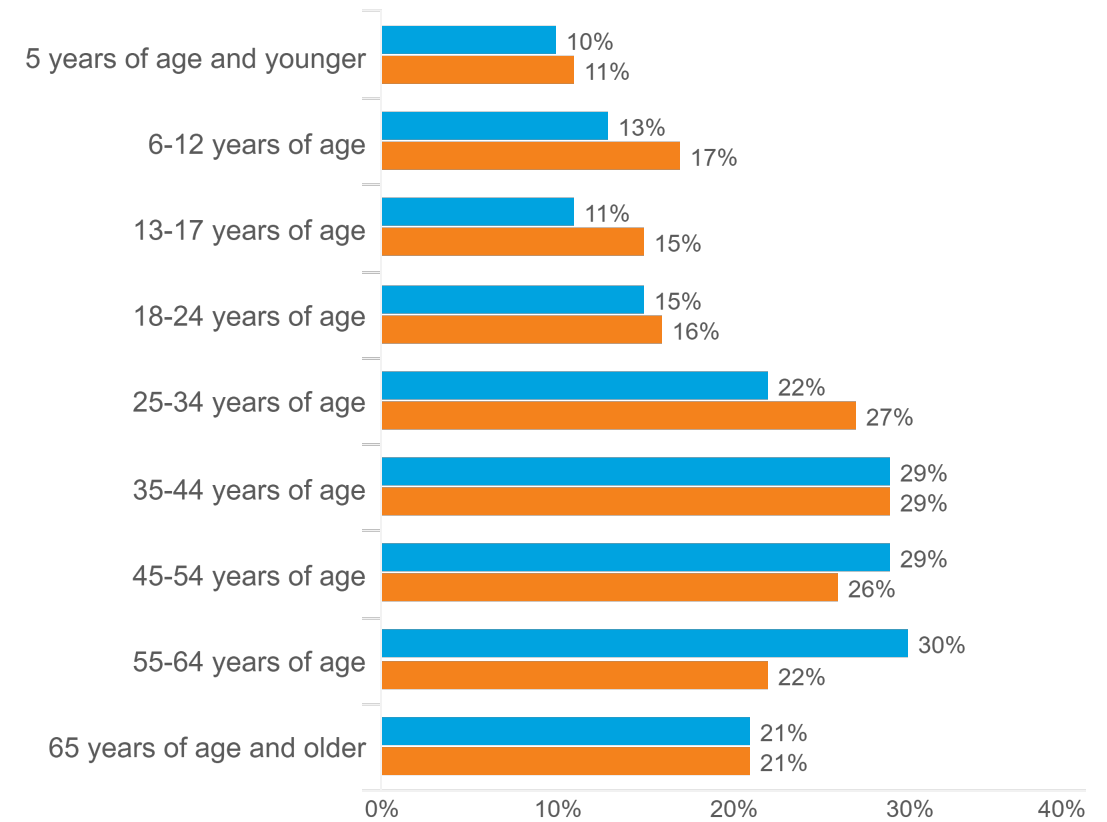
Base: 2023 Overnight Person-Trips that included more than one person

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



Travel Party Age

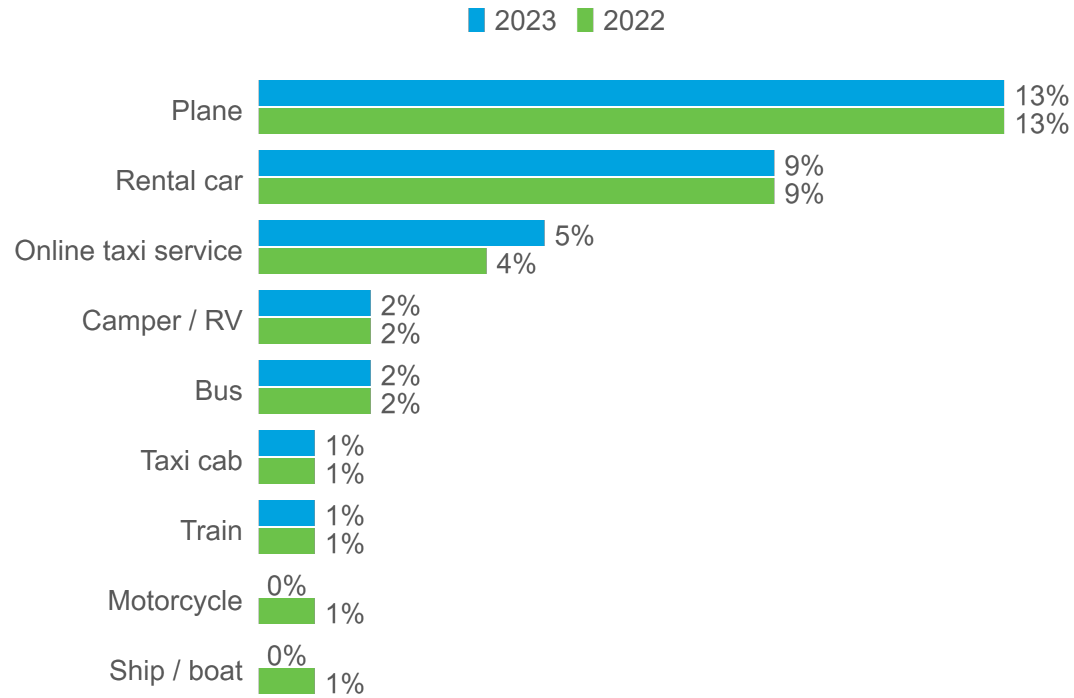
■ Bourbon, Horses, & History ■ U.S. Norm



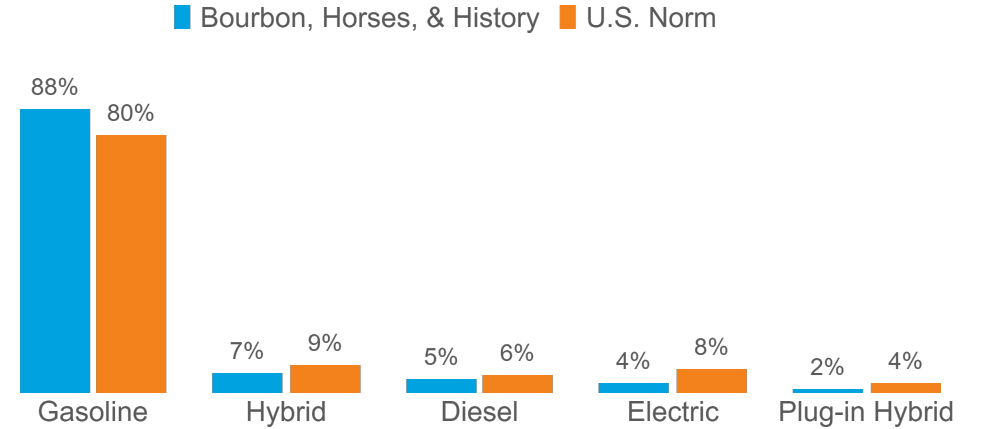
Transportation Used to get to Destination

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

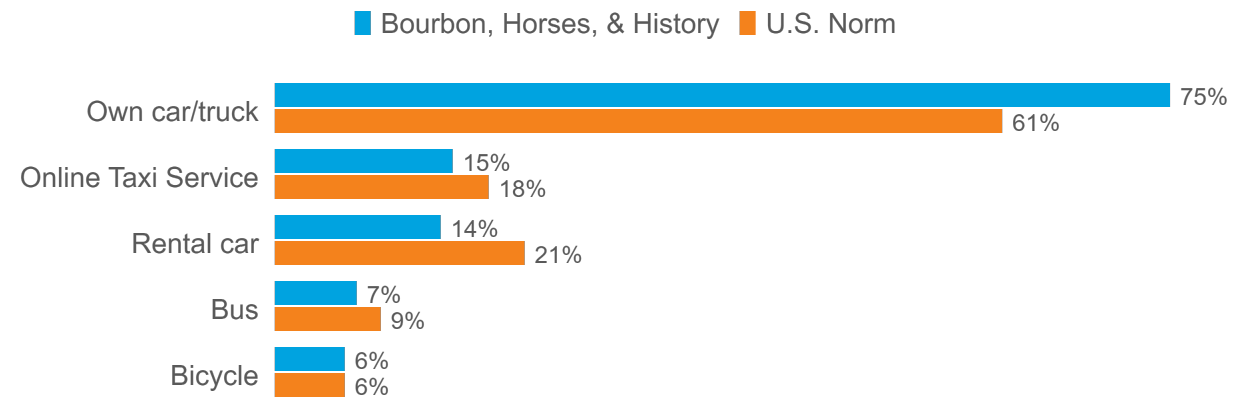
Previous year: **81%**



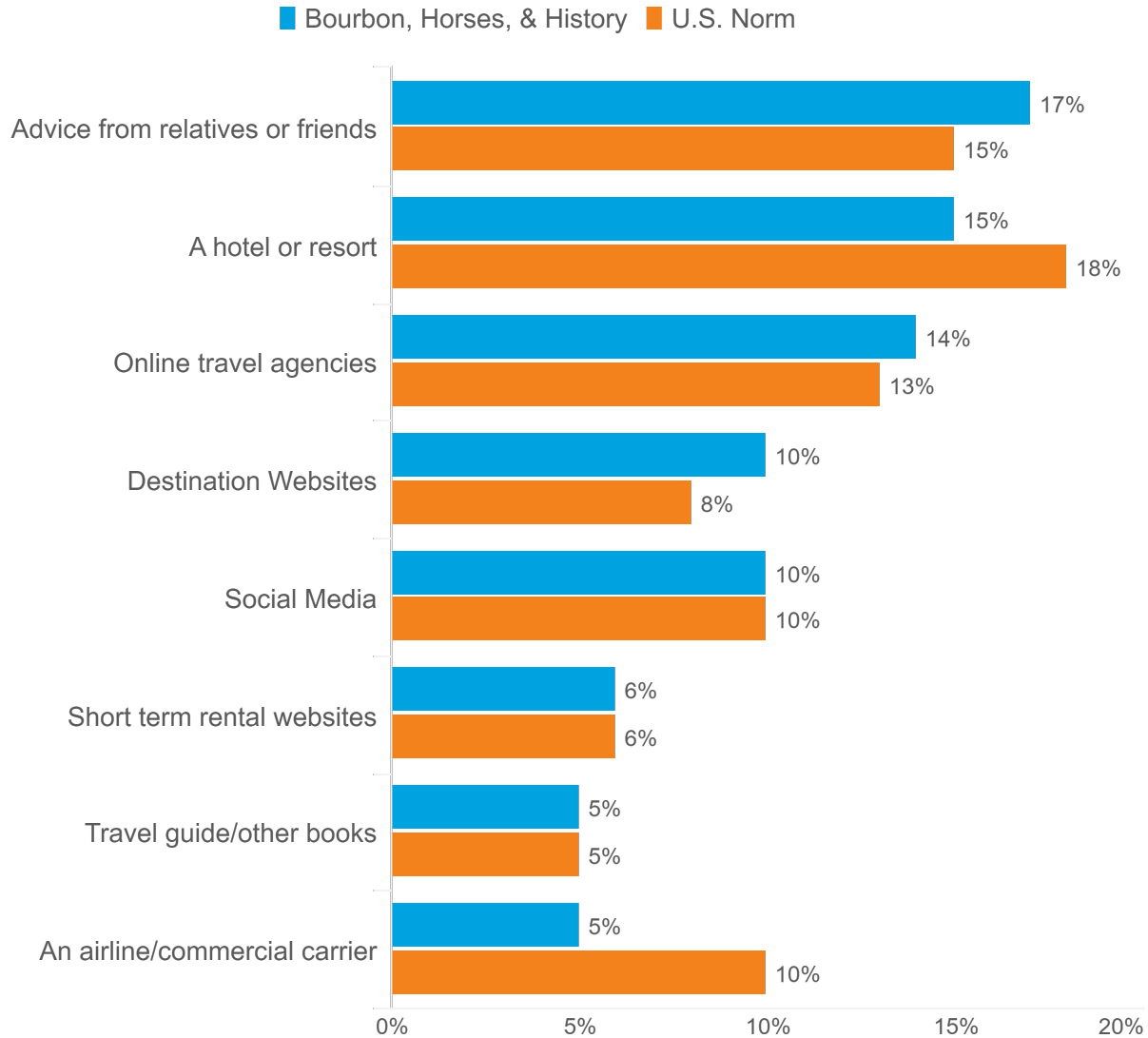
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

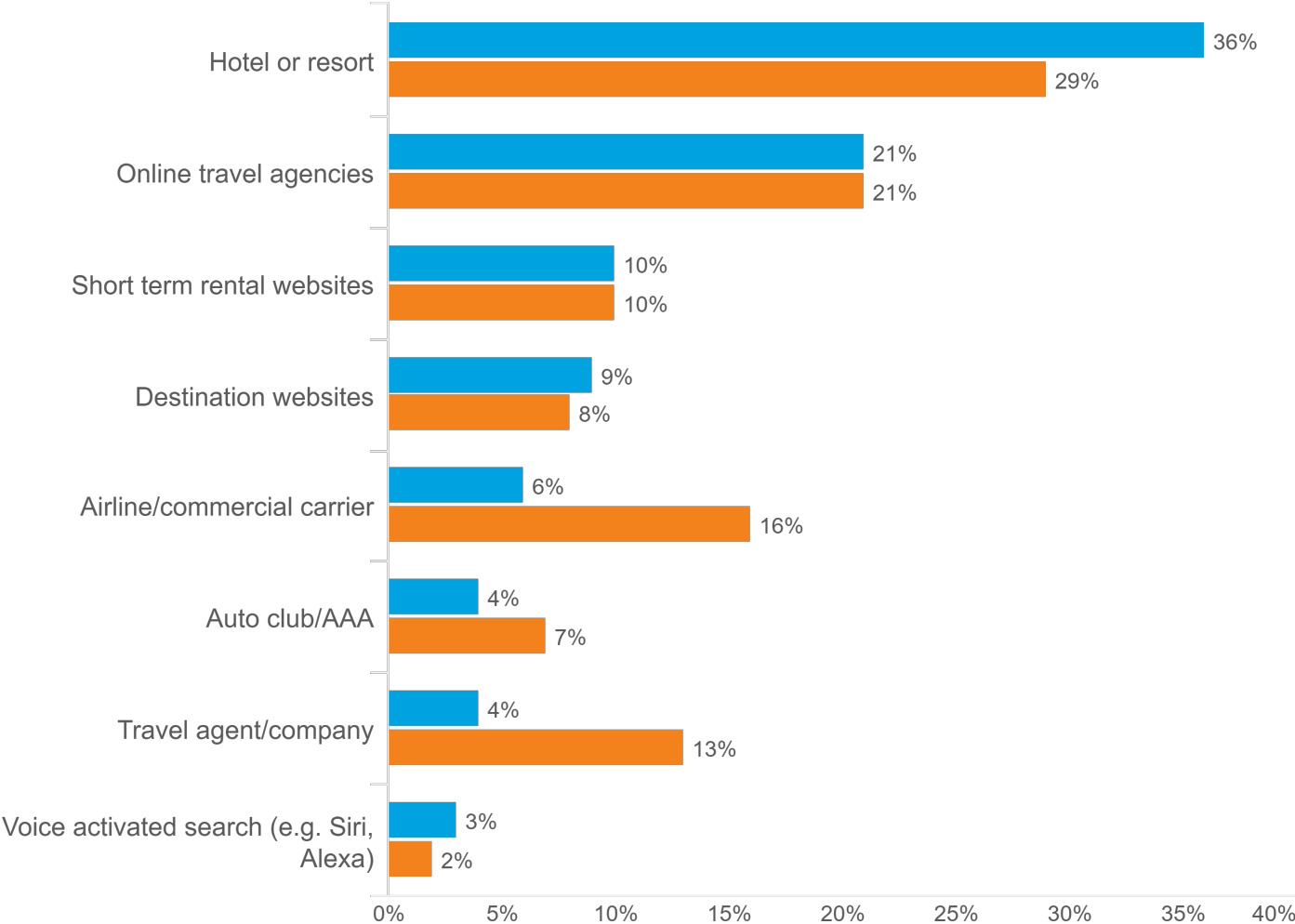
	Bourbon, Horses, & History	U.S. Norm
1 month or less	33%	33%
2 months	18%	17%
3-5 months	16%	18%
6-12 months	15%	13%
More than 1 year in advance	2%	4%
Did not plan anything in advance	14%	15%

Bourbon, Horses, & History's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

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



Accommodations

		2023	2022
	Hotel	53%	44%
	Home of friends / relatives	22%	28%
	Motel	10%	12%
	Bed & breakfast	7%	4%
	Rented home / condo / apartment	6%	6%
	Resort hotel	4%	4%
	Campground / RV park	4%	3%

Activity Groupings

Outdoor Activities



31%

U.S. Norm: 47%

Entertainment Activities



51%

U.S. Norm: 54%

Cultural Activities



31%

U.S. Norm: 28%

Sporting Activities



19%

U.S. Norm: 20%

Business Activities



16%

U.S. Norm: 15%

Activities and Experiences (Top 10)

	2023	2022
Shopping	26%	27%
Sightseeing	25%	22%
Landmark/historic site	20%	19%
Bar/nightclub	19%	15%
Attending celebration	14%	17%
Winery/brewery/distillery tour	14%	20%
Museum	13%	13%
Business convention/conference	9%	6%
Local parks/playgrounds	9%	10%
Hiking/backpacking	9%	10%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

Bourbon, Horses, & History U.S. Norm



Shopping at locally owned businesses

45%

48%



Outlet/mall shopping

41%

44%



Souvenir shopping

38%

38%



Convenience/grocery shopping

35%

42%



Big box stores (Walmart, Costco)

29%

30%



Antiquing

21%

12%



Farmers market

20%

17%

Dining Types on Trip

Bourbon, Horses, & History U.S. Norm



Casual dining

63%

56%



Fast food

51%

45%



Unique/local food

30%

30%



Carry-out/food delivery service

23%

22%



Fine/upscale dining

16%

19%



Picnicking

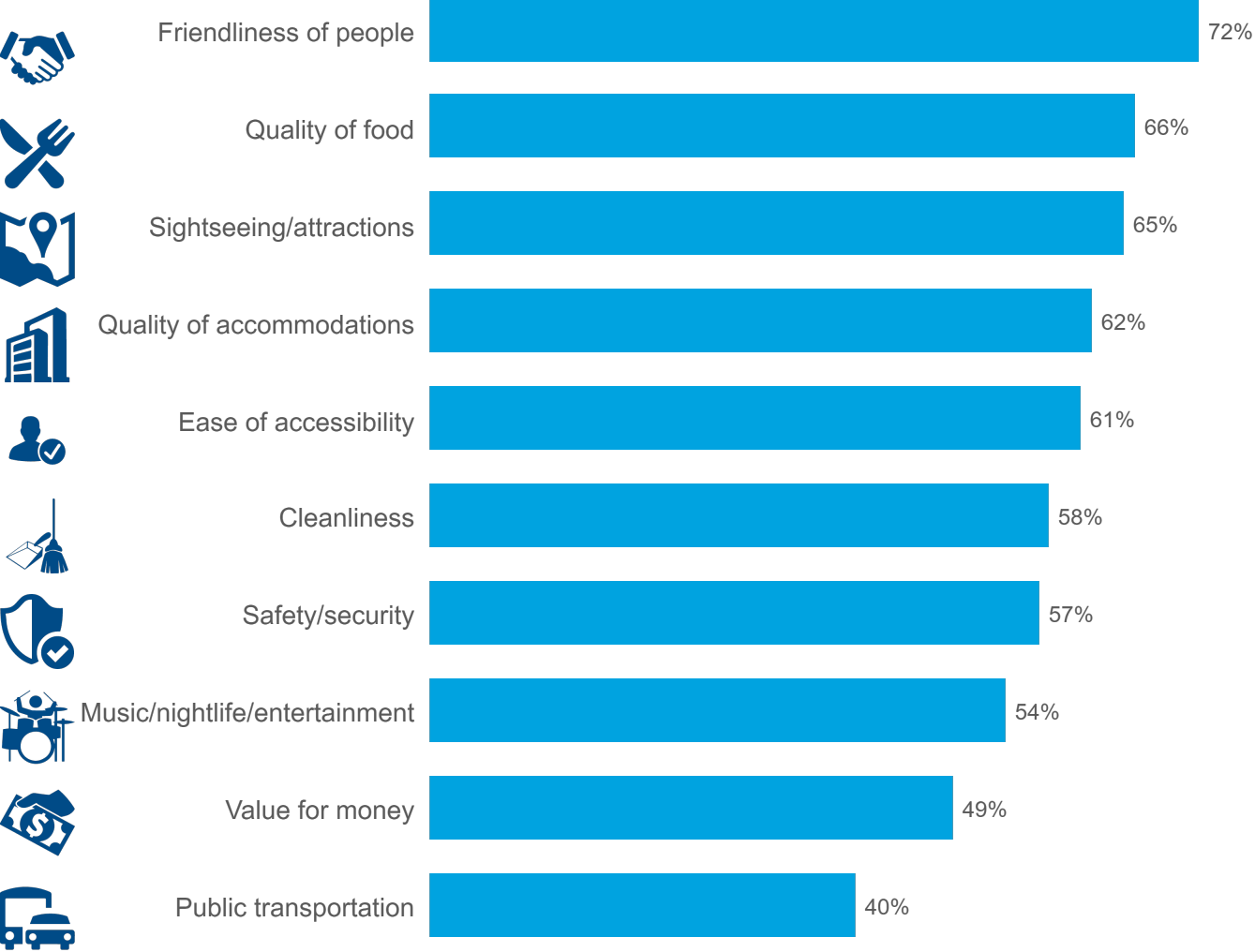
8%

11%



71%
of overnight travelers were
very satisfied with their overall
trip experience

% Very Satisfied with Trip*

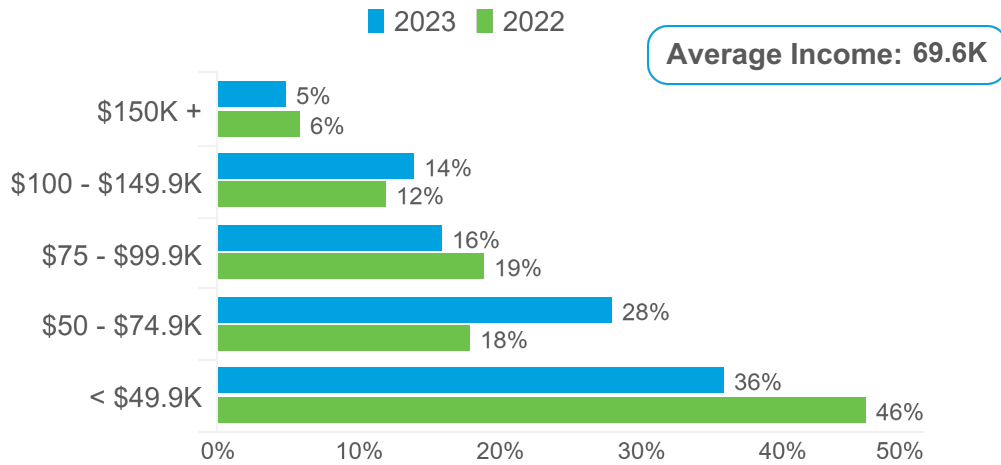


*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

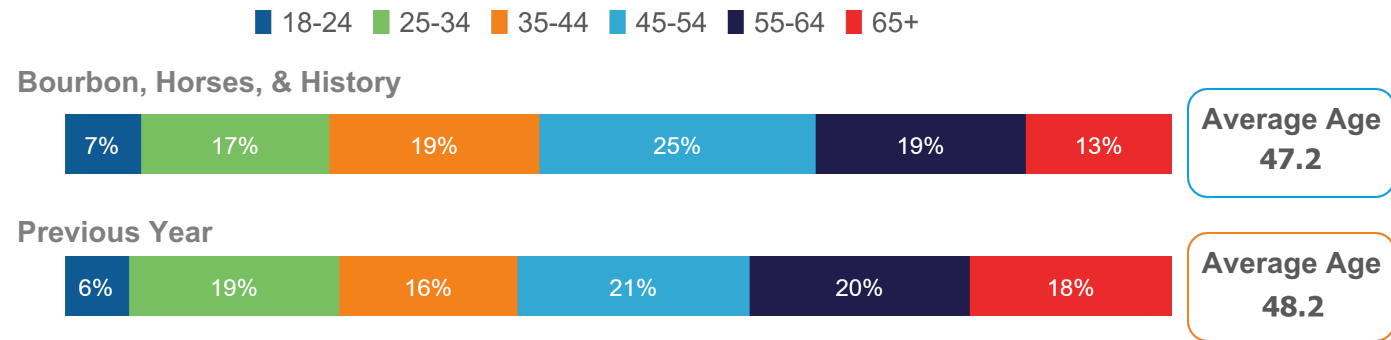
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2023 Overnight Person-Trips

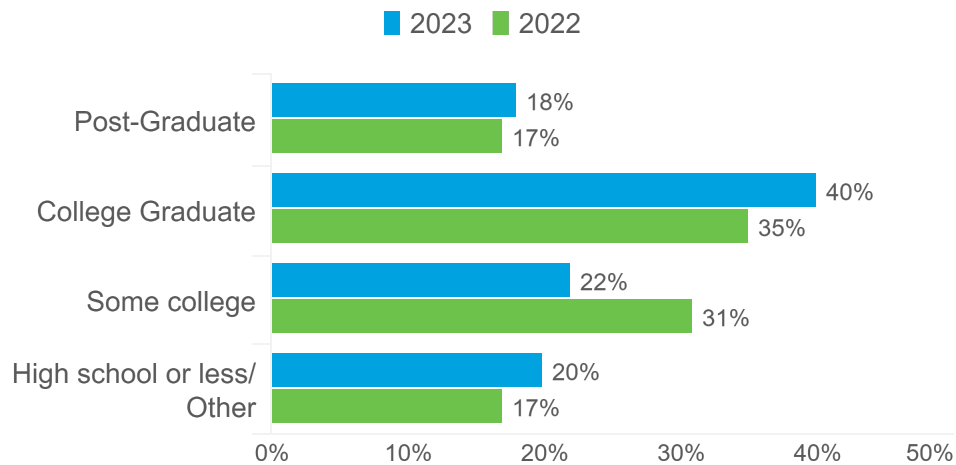
Household Income



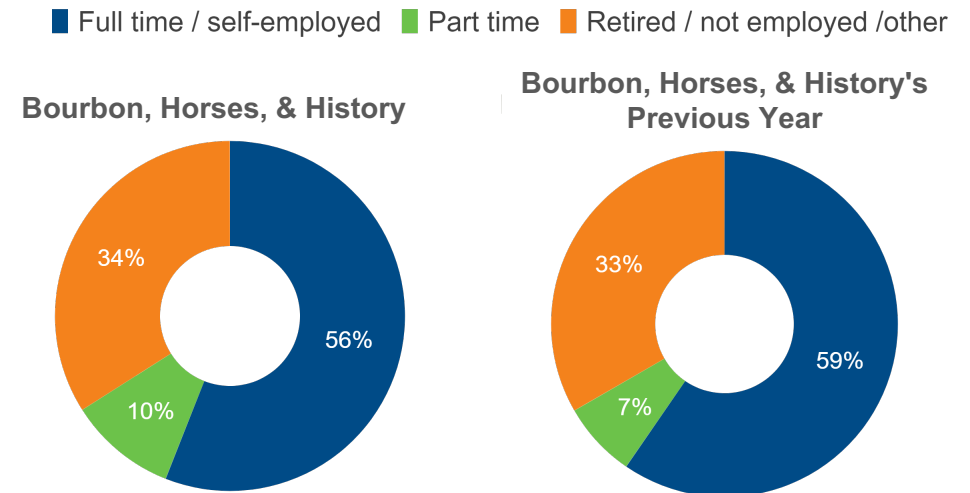
Age



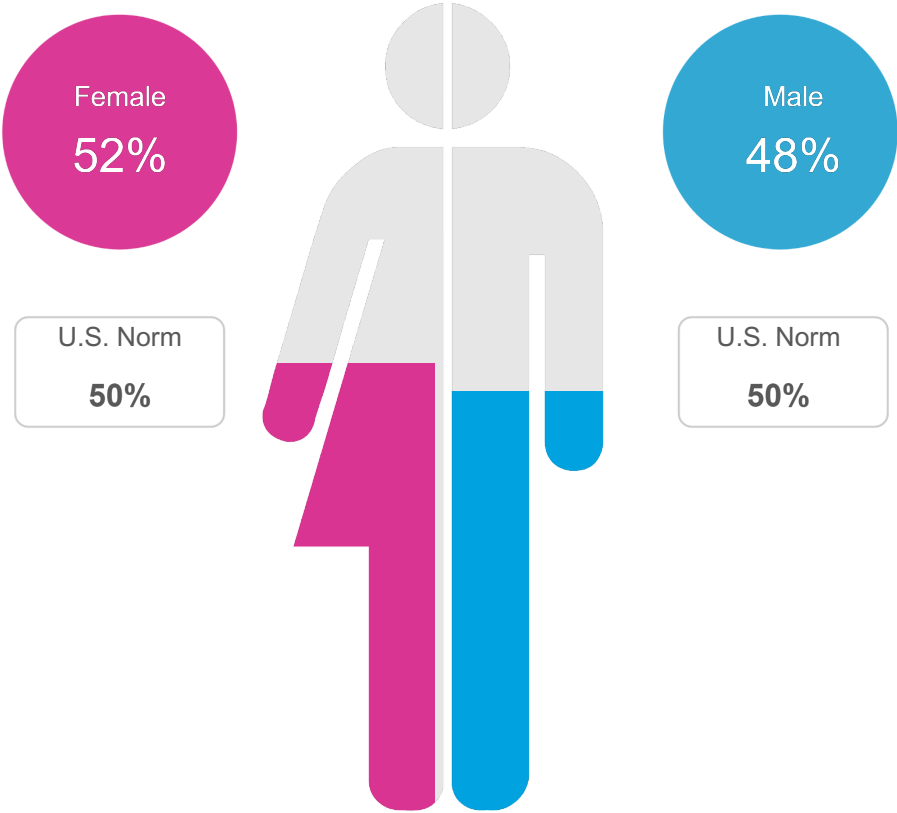
Educational Attainment



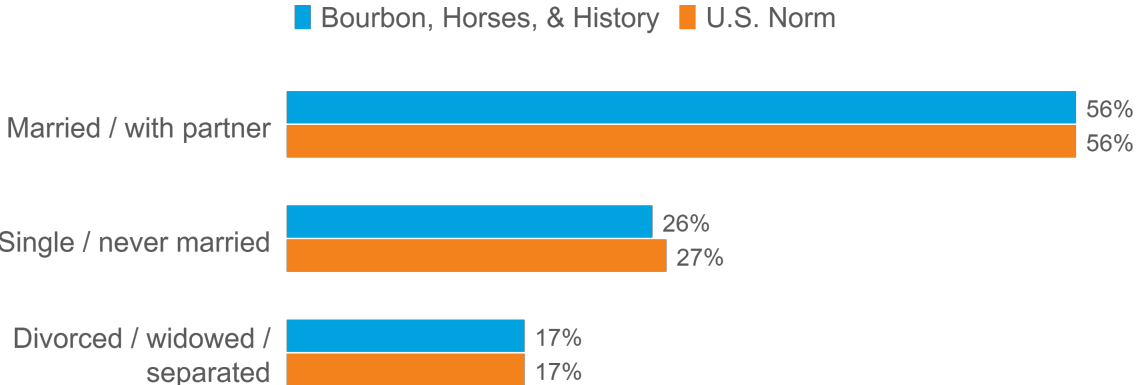
Employment



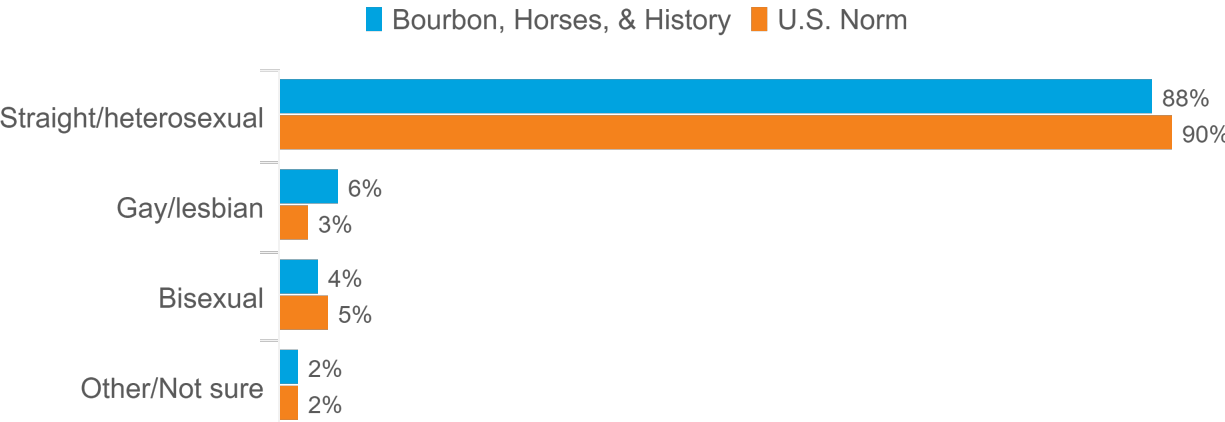
Gender



Marital Status



Sexual Orientation



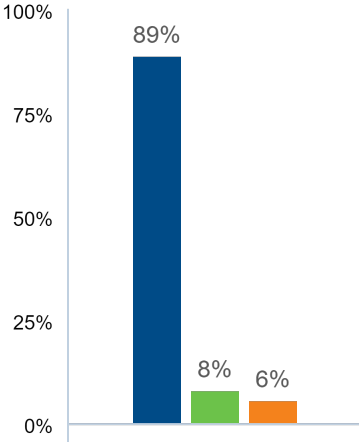
Demographic Profile of Overnight Bourbon, Horses, & History Visitors

Base: 2023 Overnight Person-Trips

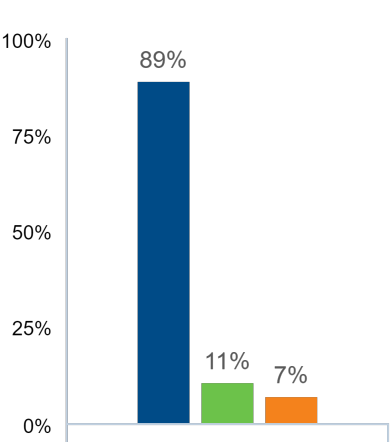
Race

■ White ■ African-American ■ Other

Bourbon, Horses, & History

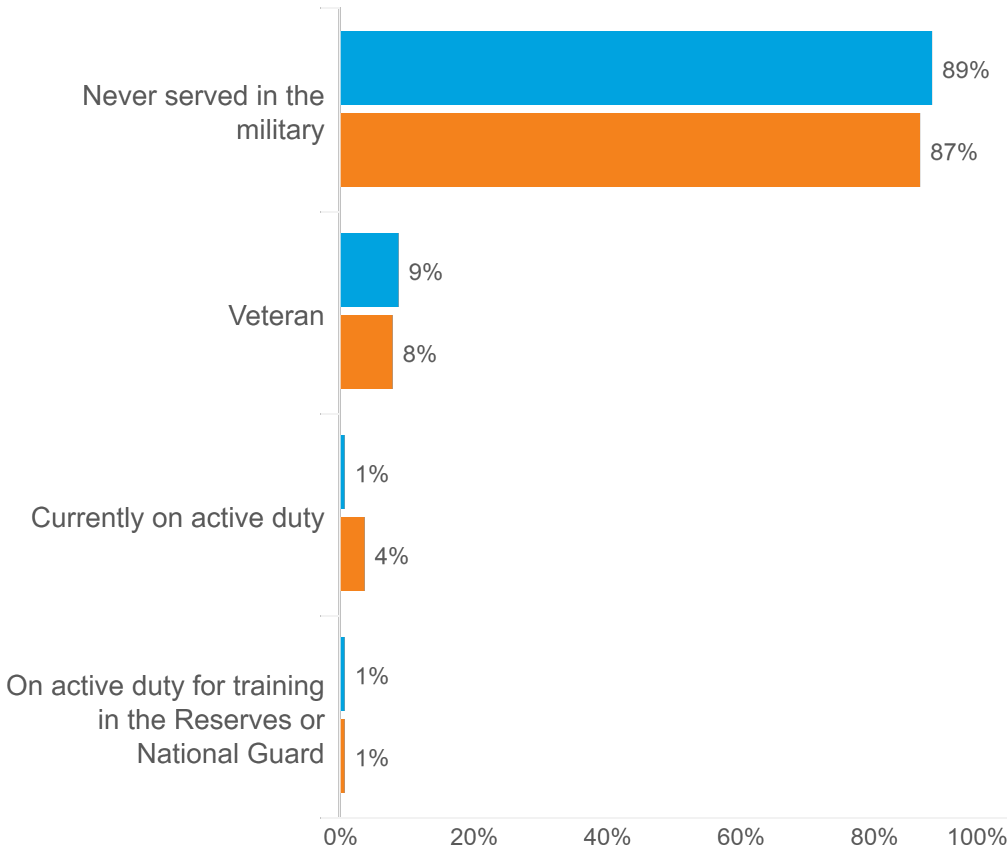


Bourbon, Horses, & History's Previous Year



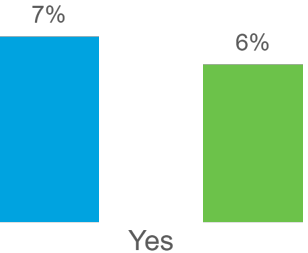
Military Status

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

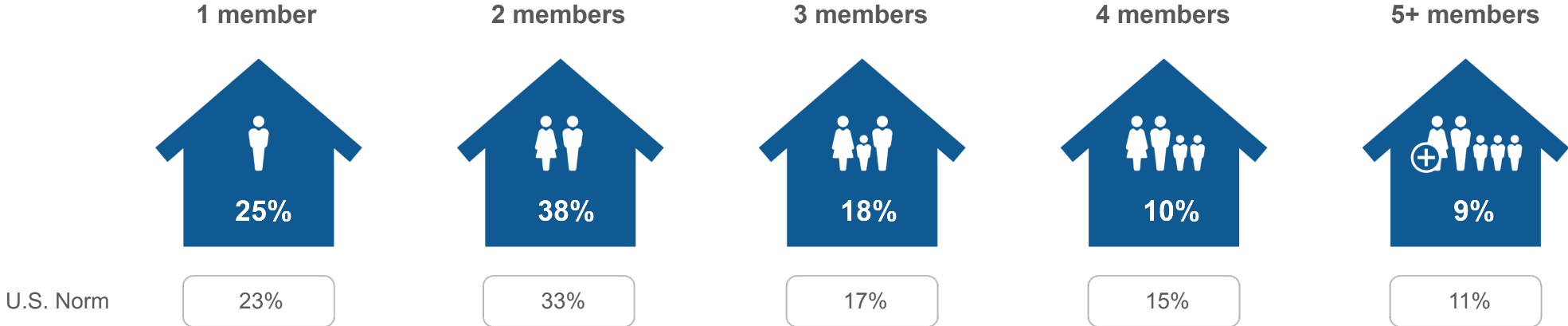


Hispanic Background

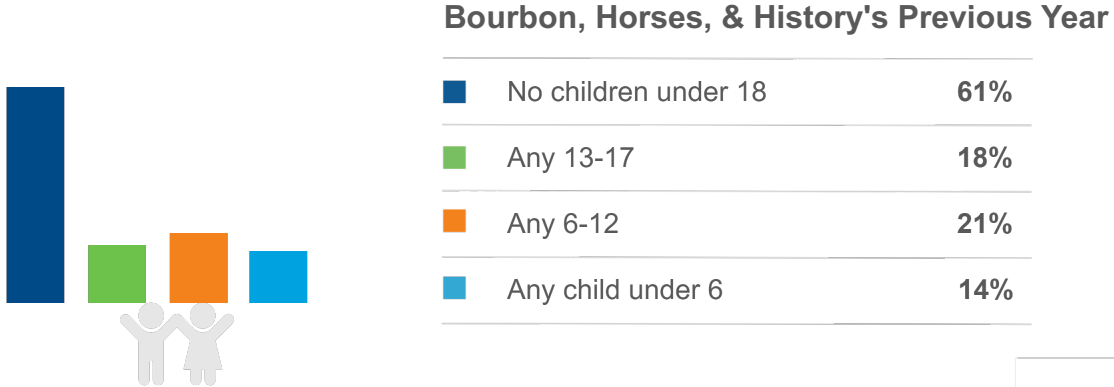
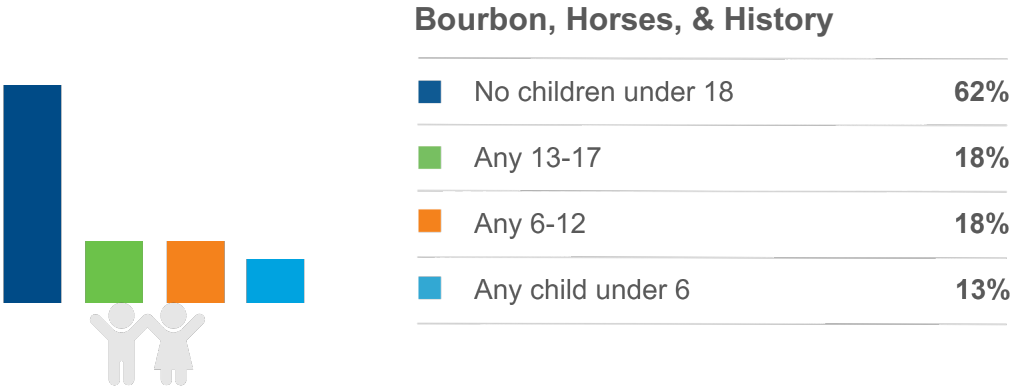
■ 2023 ■ 2022



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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one or 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 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:



Overnight Base Size

590

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

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

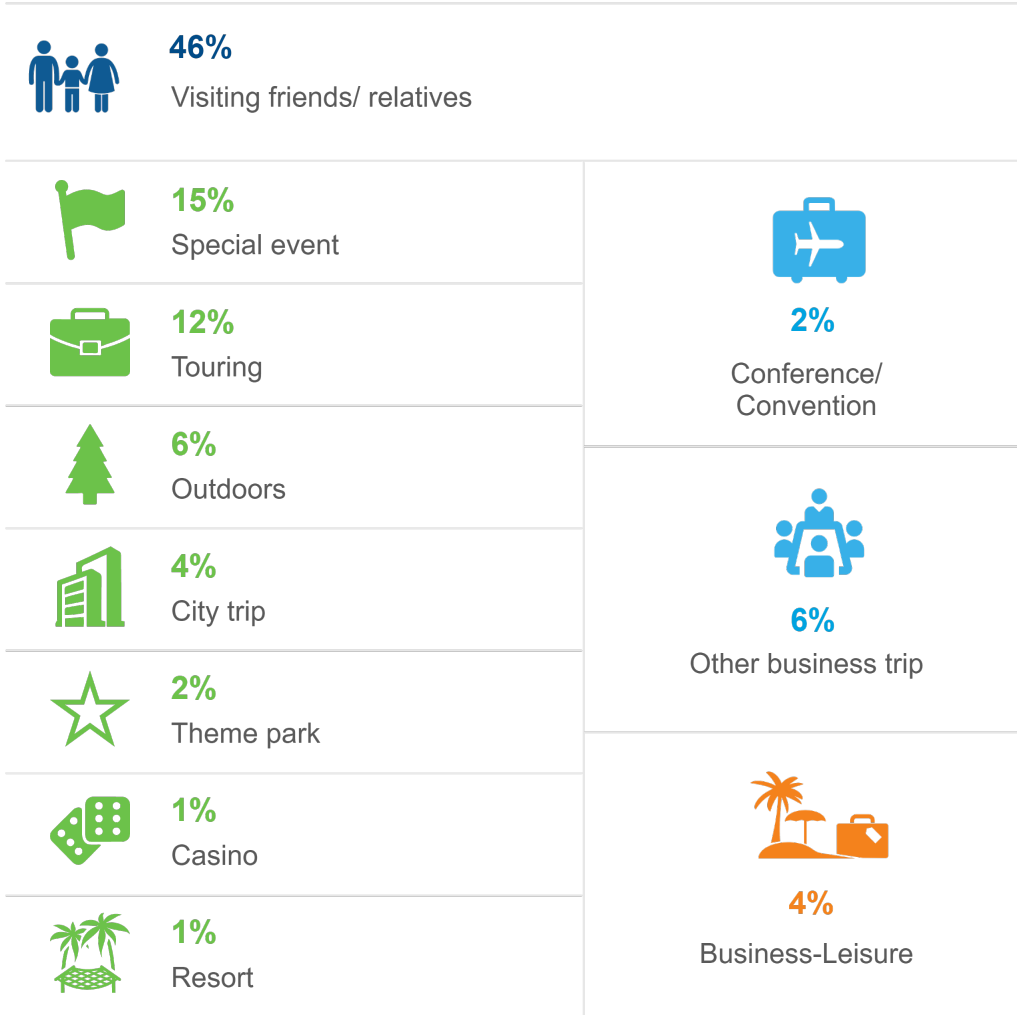
70% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region are repeat visitors

48% of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region had visited before in the past 12 months

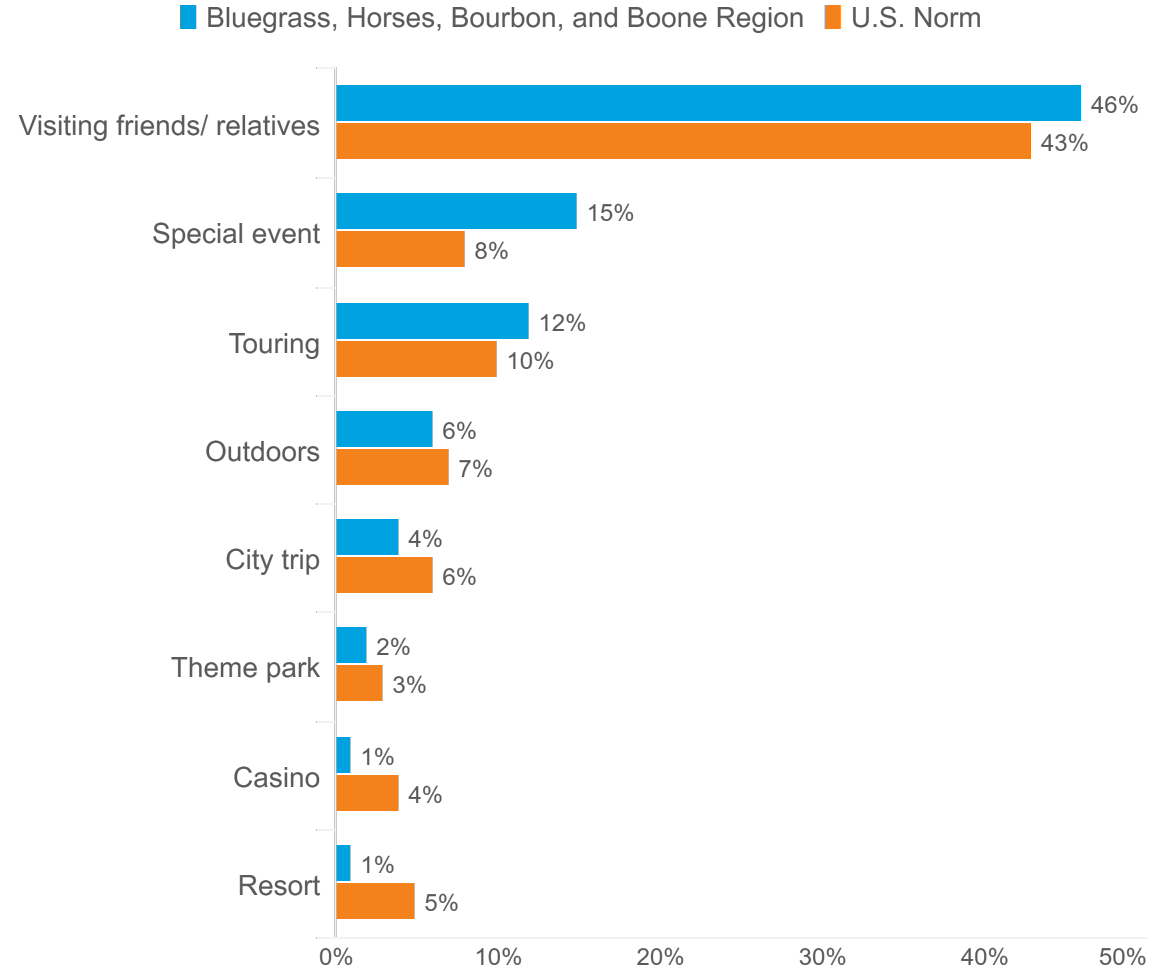
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



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

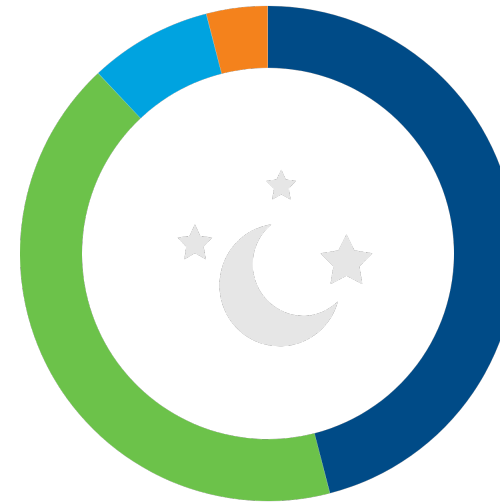
Base: 2022/2023 Overnight Person-Trips

2023 U.S. Overnight Trips



■ Visiting friends/relatives	43%
■ Marketable	47%
■ Business	7%
■ Business-leisure	4%

Bluegrass, Horses, Bourbon, and Boone Region Overnight Trips

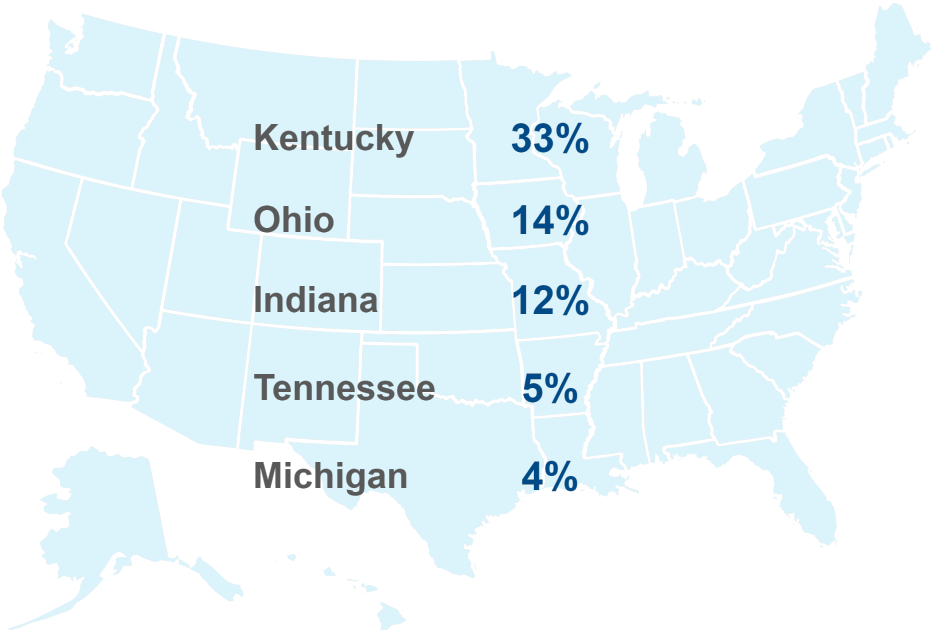


■ Visiting friends/relatives	46%
■ Marketable	42%
■ Business	8%
■ Business-leisure	4%

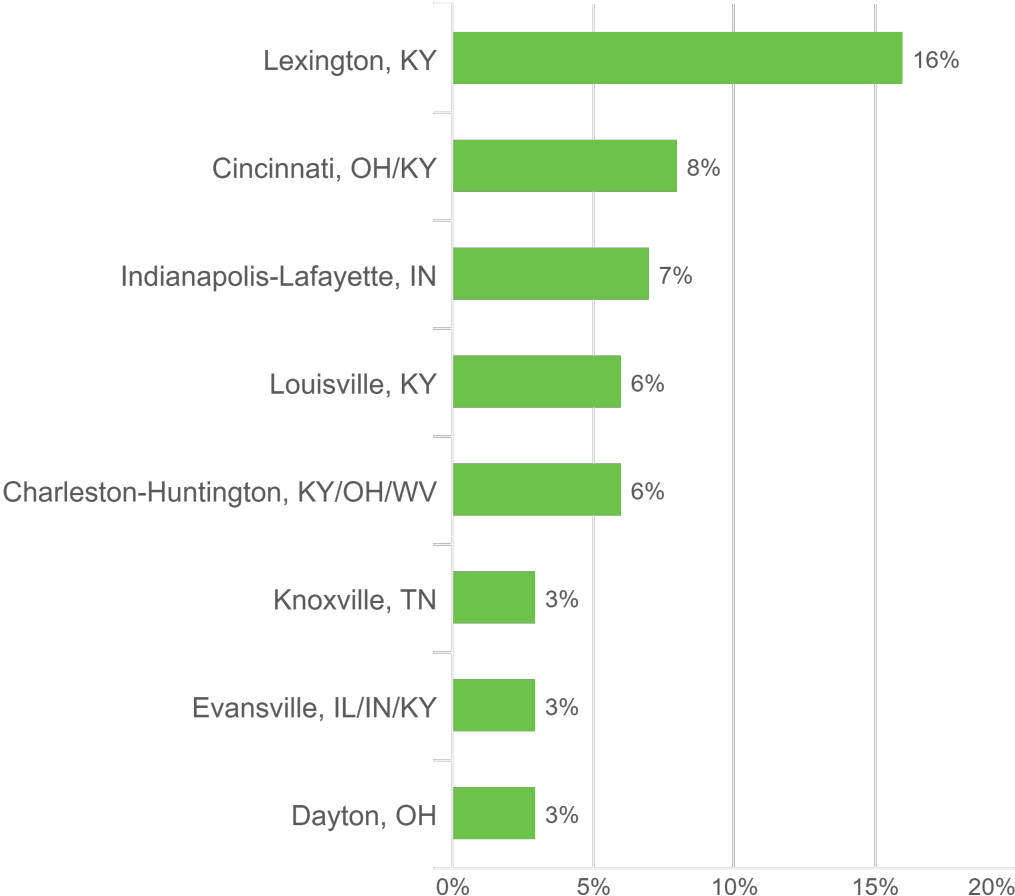
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

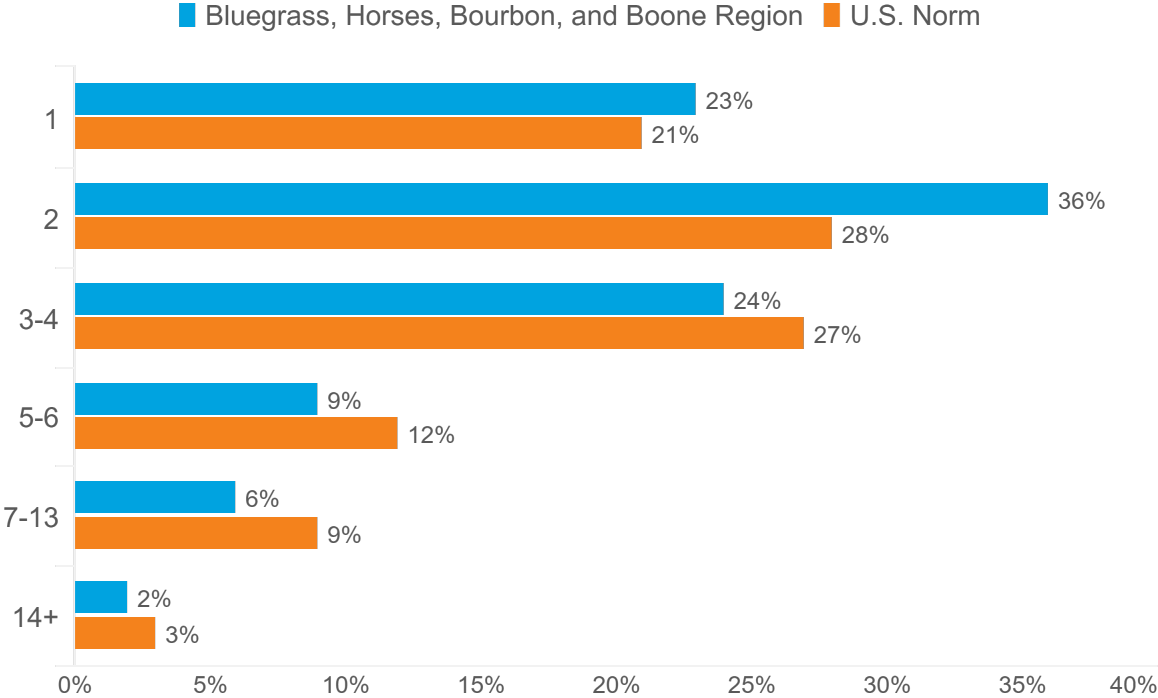
State Origin Of Trip



DMA Origin Of Trip



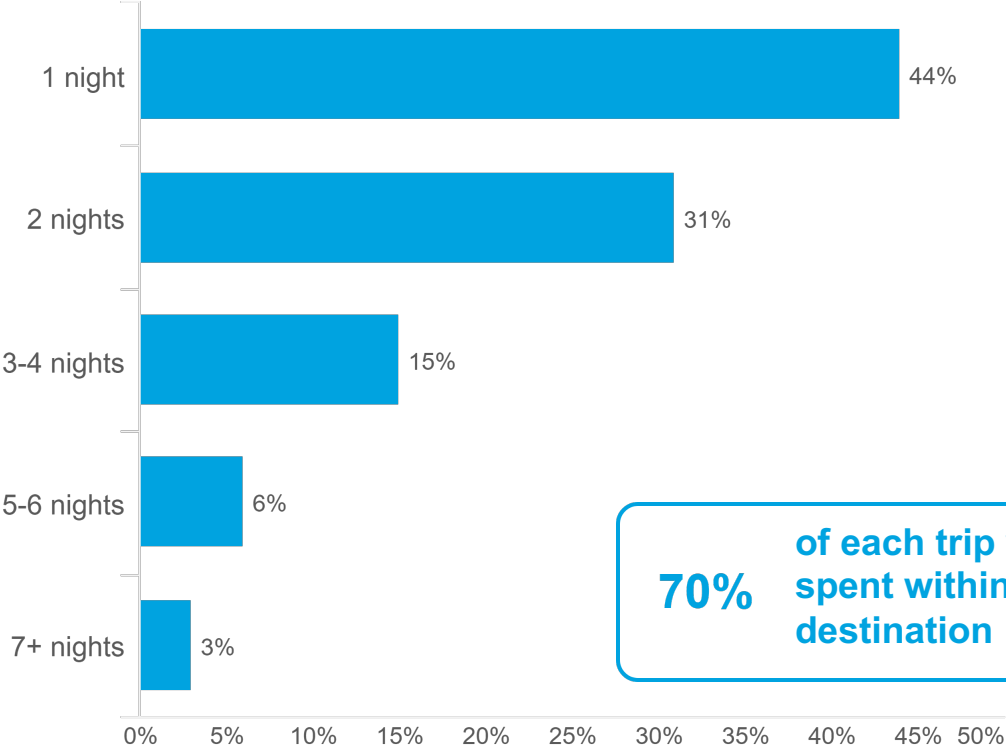
Total Nights Away on Trip



Bluegrass, Horses, Bourbon, and Boone Region
3.3
Average Nights

U.S. Norm
3.8
Average Nights

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

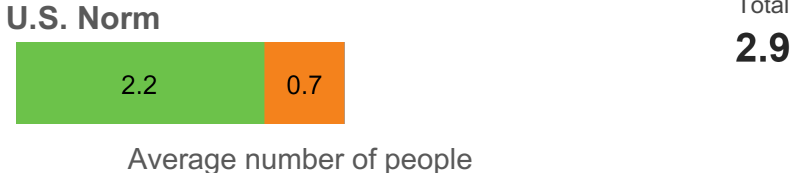
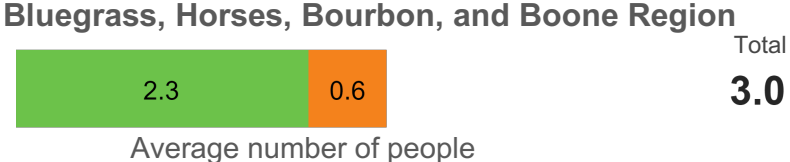


70% of each trip was spent within the destination

Average number of nights
2.3

Size of Travel Party

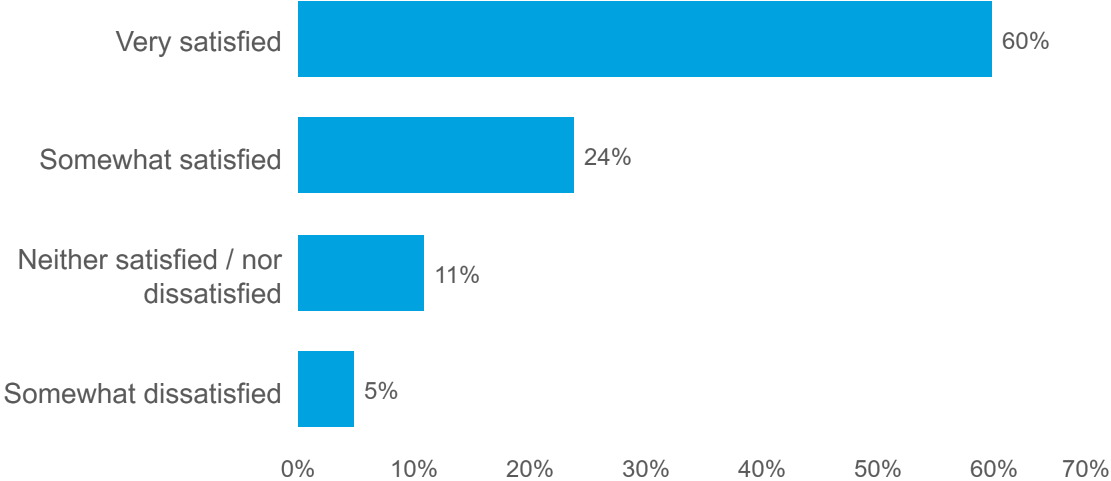
Adults Children



13% of travel parties had a travel party member that required accessibility services
U.S. Norm: 17%

Satisfaction with Ease of Accessibility

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



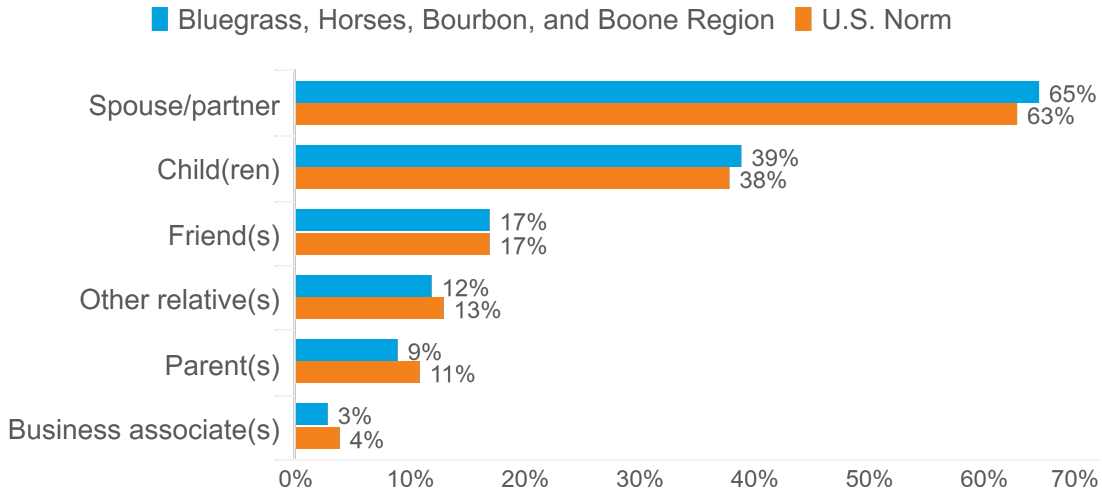


20% of trips only had one person in the travel party

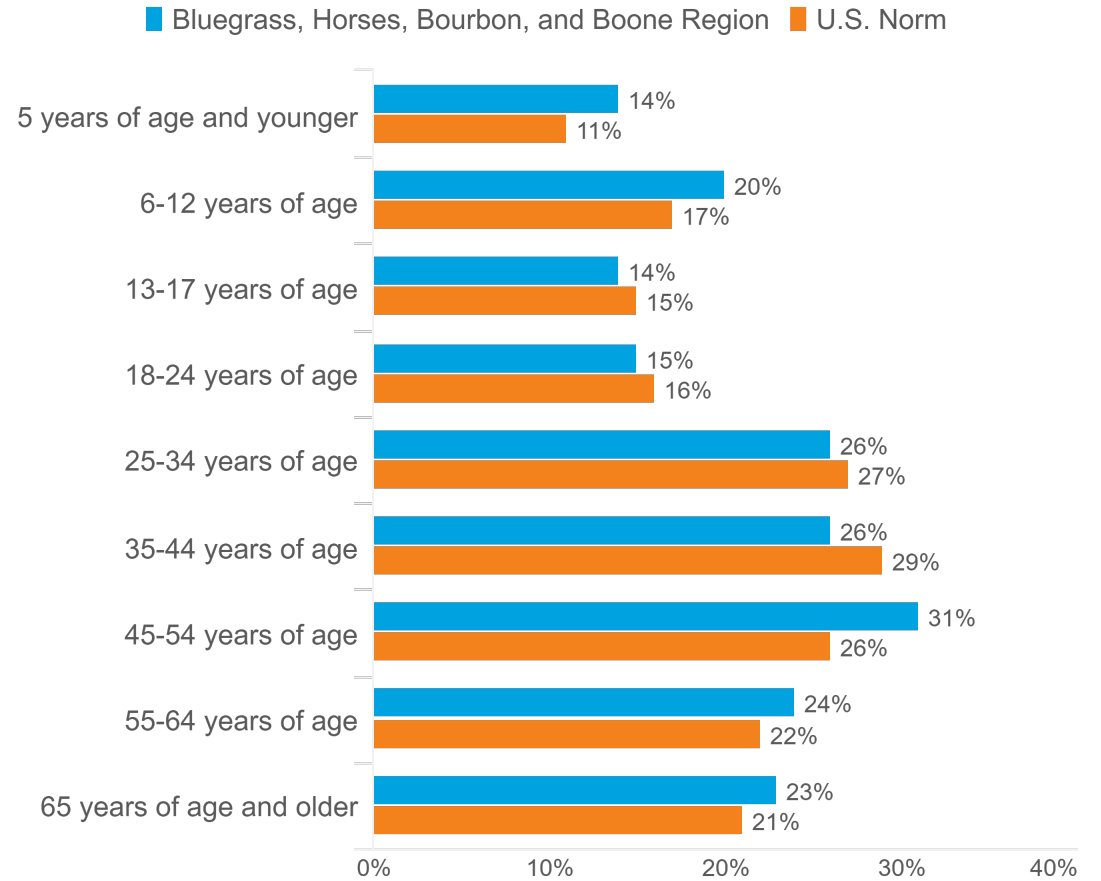
U.S. Norm: **24%**

Composition of Immediate Travel Party

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



Travel Party Age

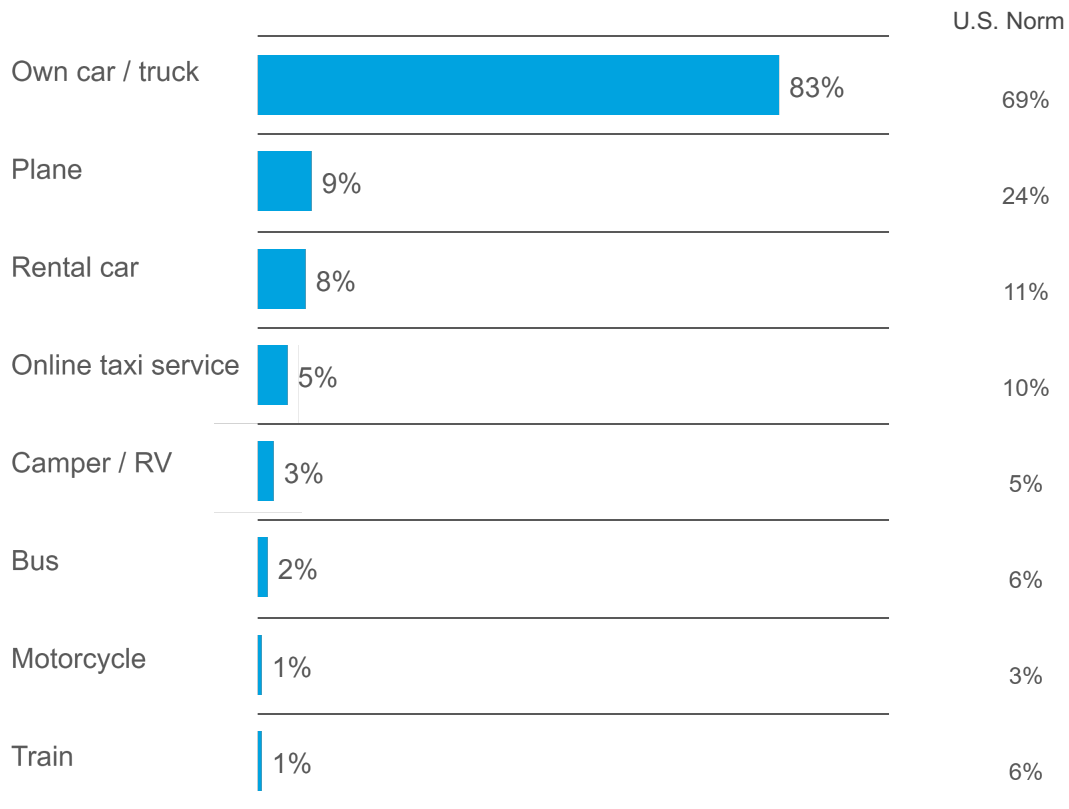


Question added in 2023, data is for 2023 only

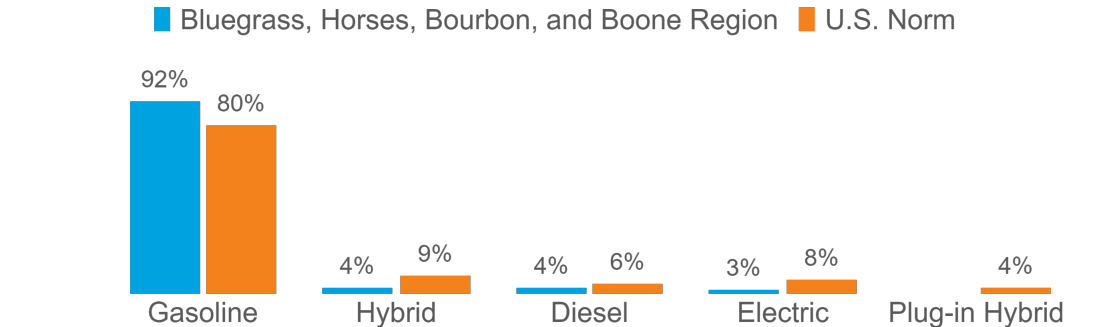
Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2022/2023 Overnight Person-Trips

Transportation Used to get to Destination

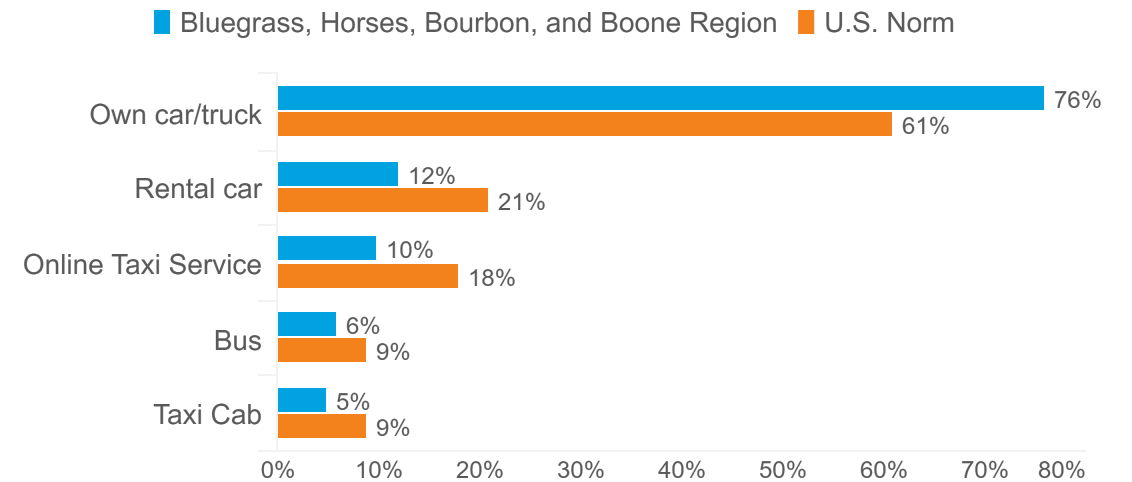


Type of Vehicle Used to get to Destination



Question added in 2023, data is for 2023 only

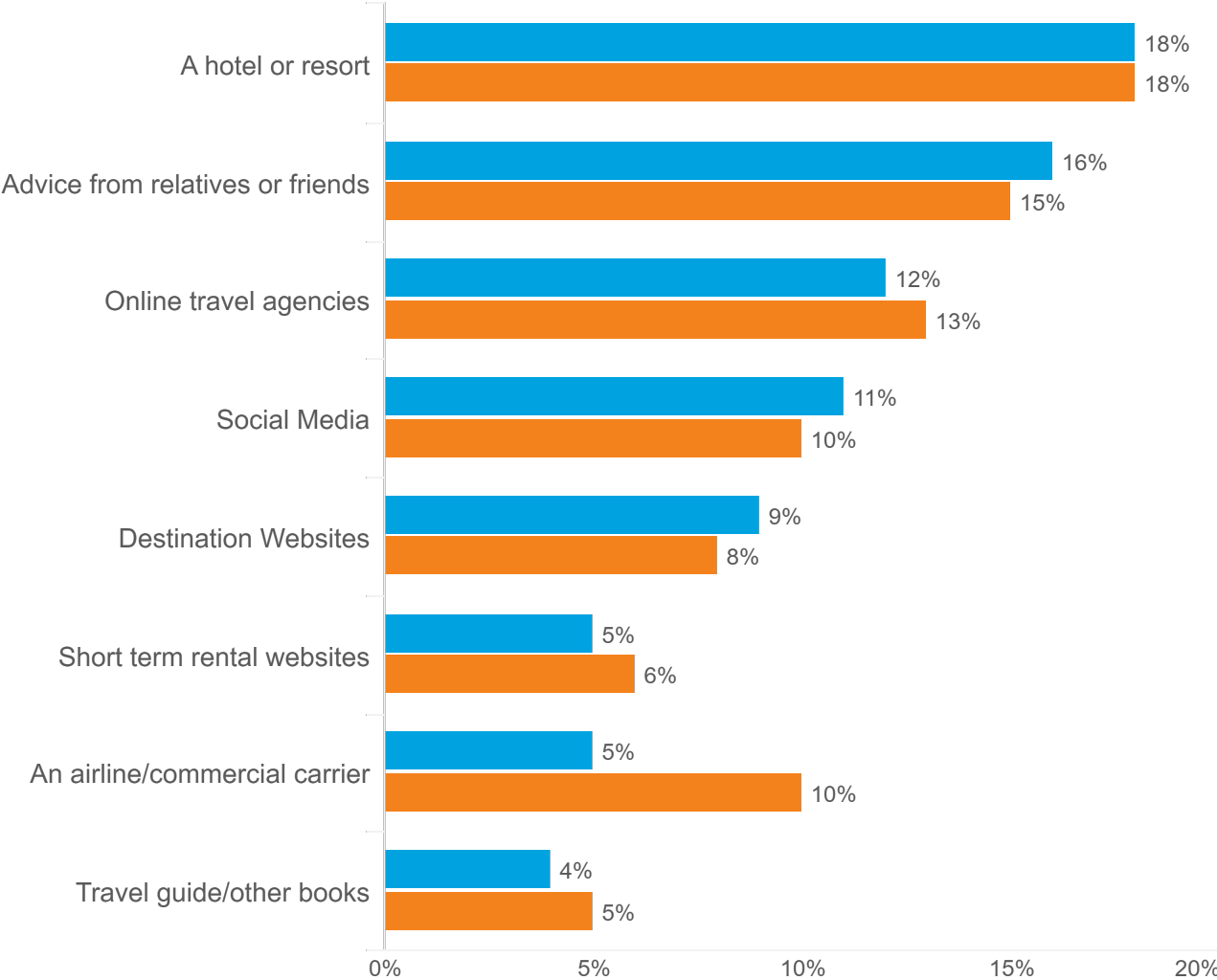
Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources

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



Length of Trip Planning

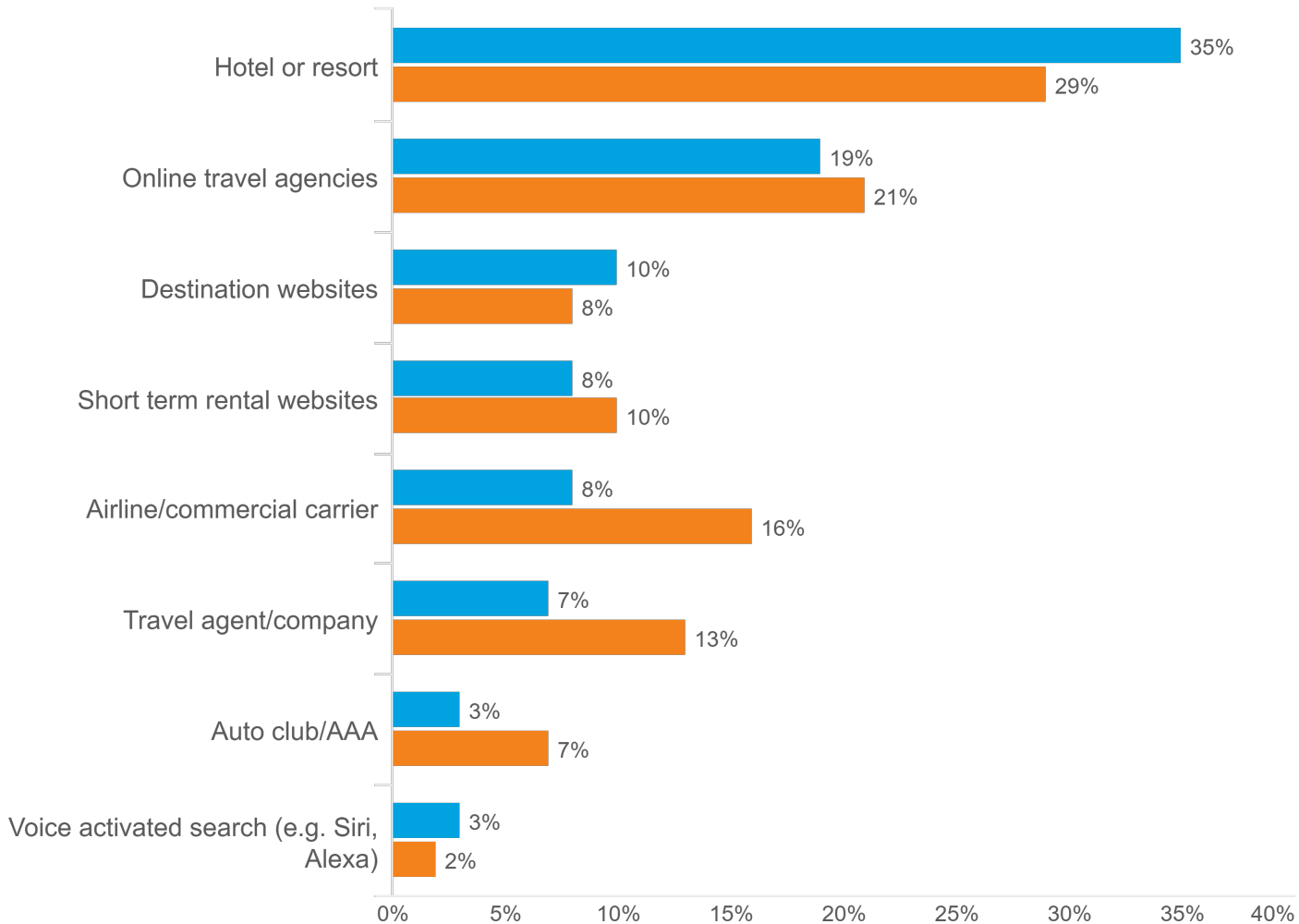
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
Did not plan anything in advance	22%	15%
More than 1 year in advance	3%	4%
6-12 months	14%	13%
3-5 months	14%	18%
2 months	15%	17%
1 month or less	32%	33%

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








Base: 2022/2023 Overnight Person-Trips

Method of Booking

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



Accommodations

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Hotel	45%	42%
 Home of friends / relatives	25%	22%
 Motel	13%	11%
 Bed & breakfast	5%	6%
 Campground / RV park	5%	5%
 Rented home / condo / apartment	4%	7%
 Resort hotel	3%	10%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities



U.S. Norm: 15%

Activities and Experiences (Top 10)

Bluegrass, Horses, Bourbon, and Boone Region

U.S. Norm

	Shopping	25%	26%
	Sightseeing	23%	20%
	Landmark/historic site	19%	13%
	Winery/brewery/distillery tour	16%	7%
	Attending celebration	15%	15%
	Bar/nightclub	15%	15%
	Museum	14%	11%
	Local parks/playgrounds	13%	10%
	National/state park	12%	8%
	Hiking/backpacking	10%	8%

Shopping Types on Trip

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

U.S. Norm



Outlet/mall shopping

62%

44%



Shopping at locally owned
businesses

51%

48%



Convenience/grocery
shopping

39%

42%



Souvenir shopping

36%

38%



Antiquing

28%

12%



Big box stores (Walmart,
Costco)

27%

30%



Farmers market

25%

17%

Question updated in 2023, data is for 2023 only

Dining Types on Trip

Bluegrass, Horses,
Bourbon, and Boone
Region

U.S. Norm



Casual dining

59%

56%



Fast food

51%

45%



Unique/local food

33%

30%



Carry-out/food delivery
service

18%

22%



Picnicking

12%

11%



Fine/upscale dining

11%

19%

Question updated in 2023, data is for 2023 only



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



Friendliness of people

71%



Sightseeing/attractions

65%



Quality of food

64%



Safety/security

64%



Quality of accommodations

59%



Cleanliness

58%



Music/nightlife/entertainment

57%



Public transportation

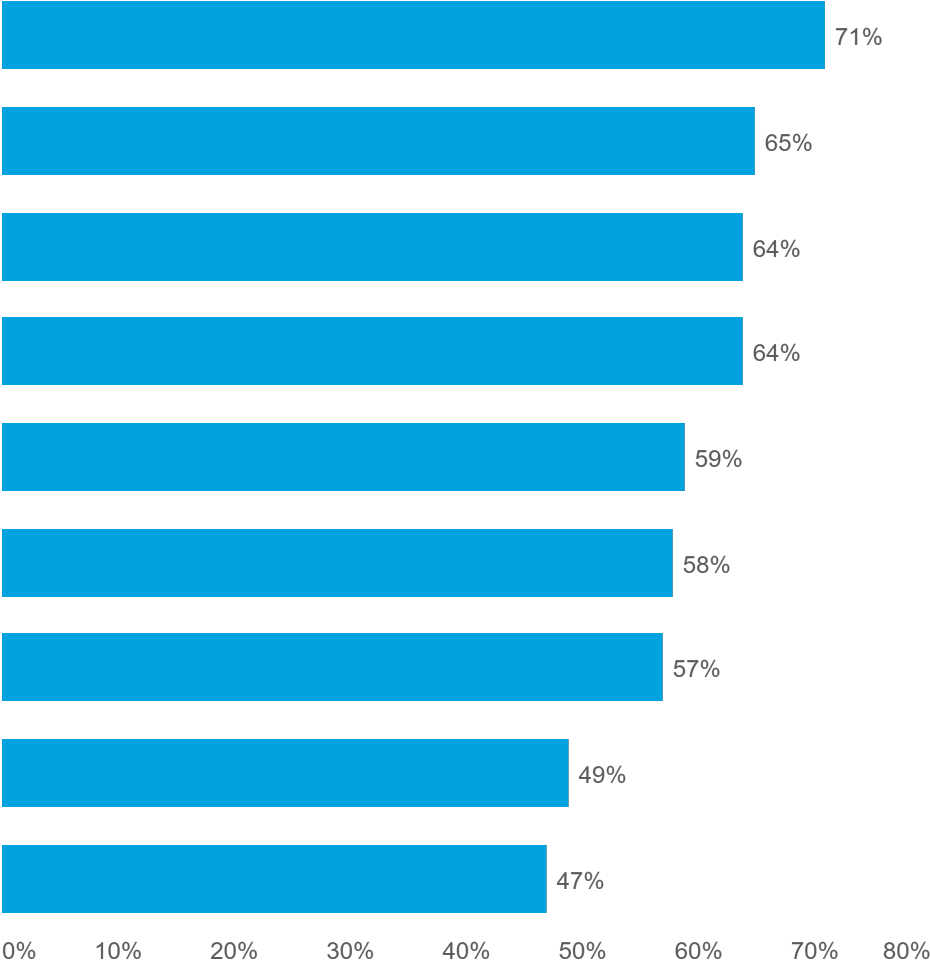
49%



Value for money

47%

% Very Satisfied with Trip

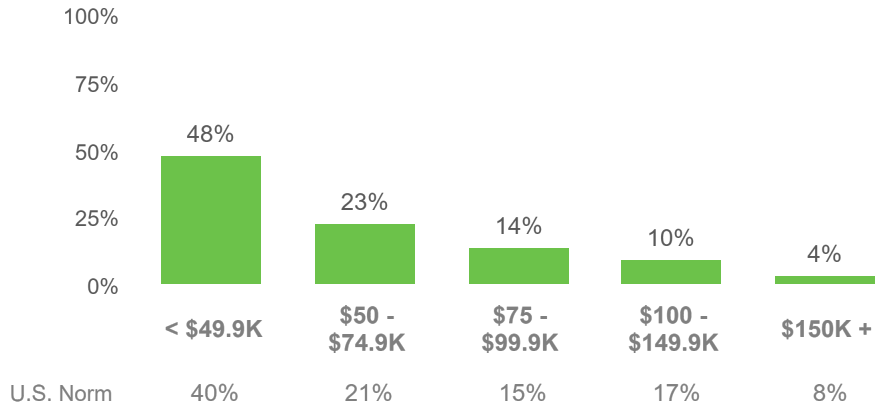


*Very Satisfied = selected top box on a five point scale

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

Base: 2022/2023 Overnight Person-Trips

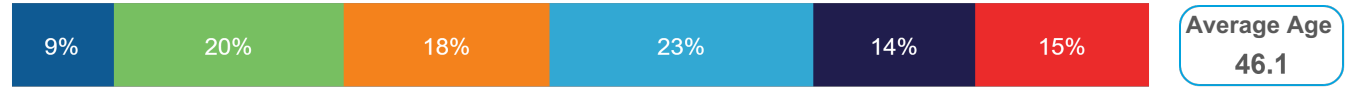
Household Income



Age

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

Bluegrass, Horses, Bourbon, and Boone Region

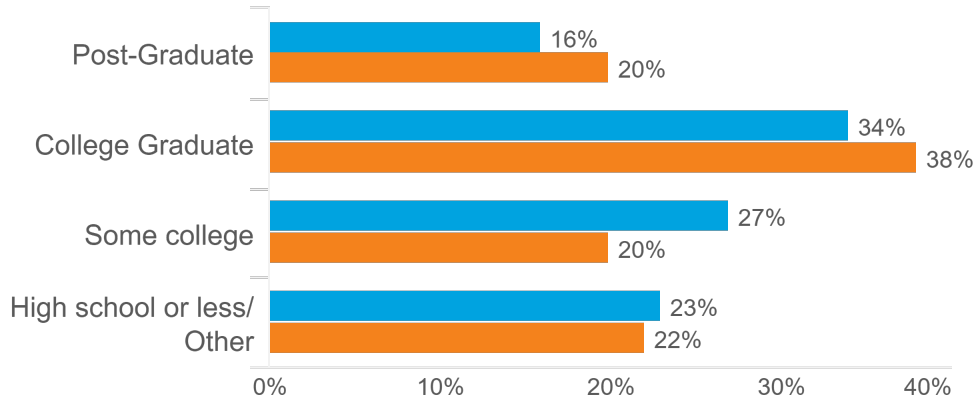


U.S. Norm



Educational Attainment

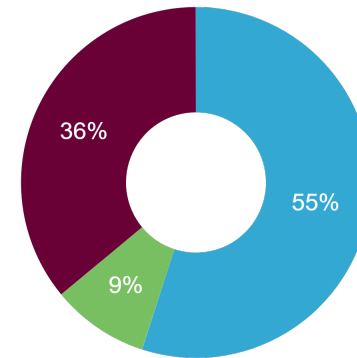
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



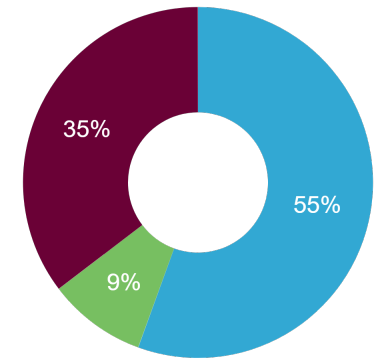
Employment

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

Bluegrass, Horses, Bourbon, and Boone Region



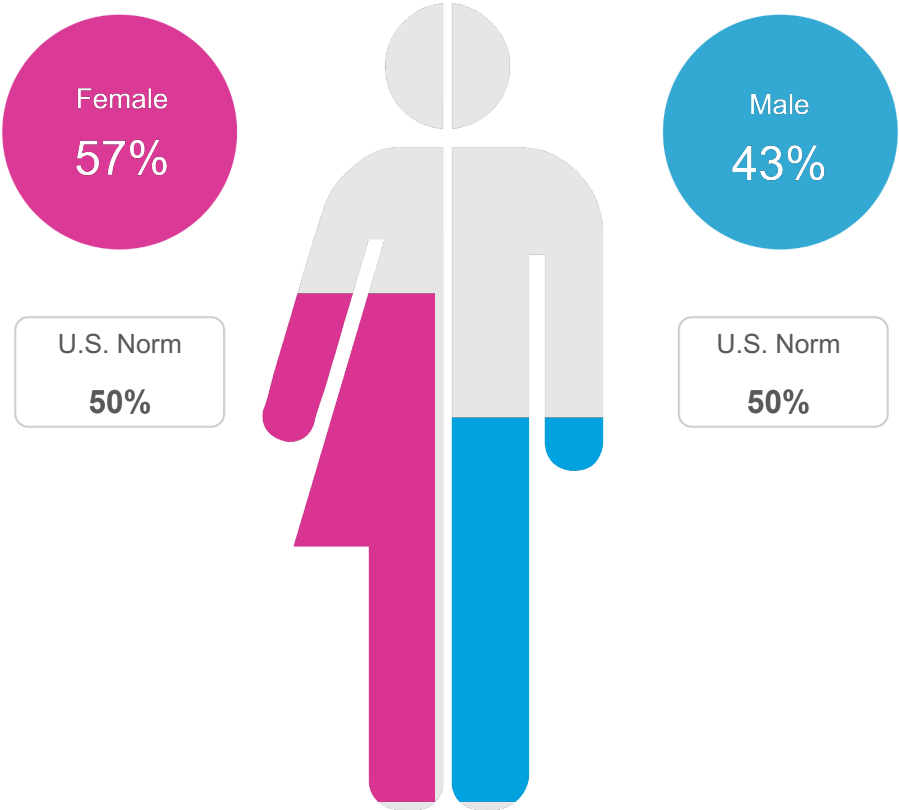
U.S. Norm



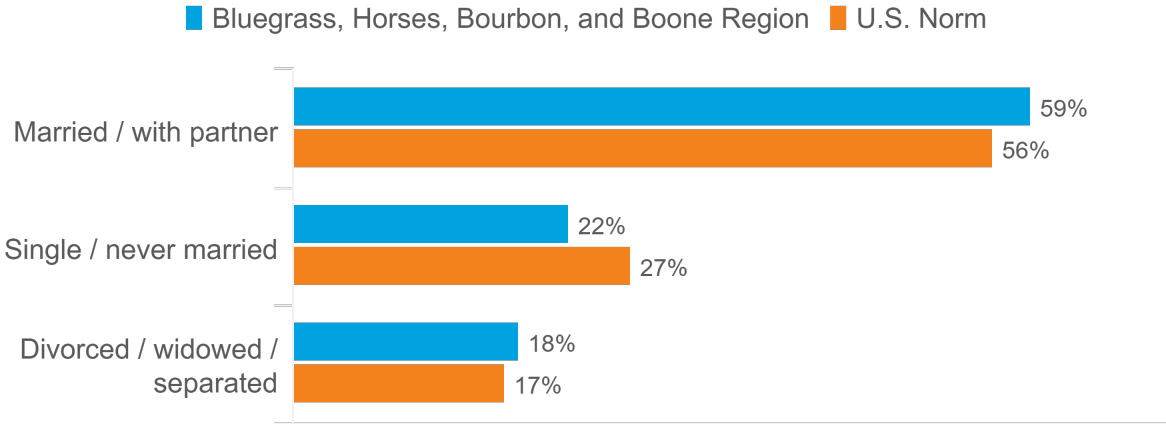
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2022/2023 Overnight Person-Trips

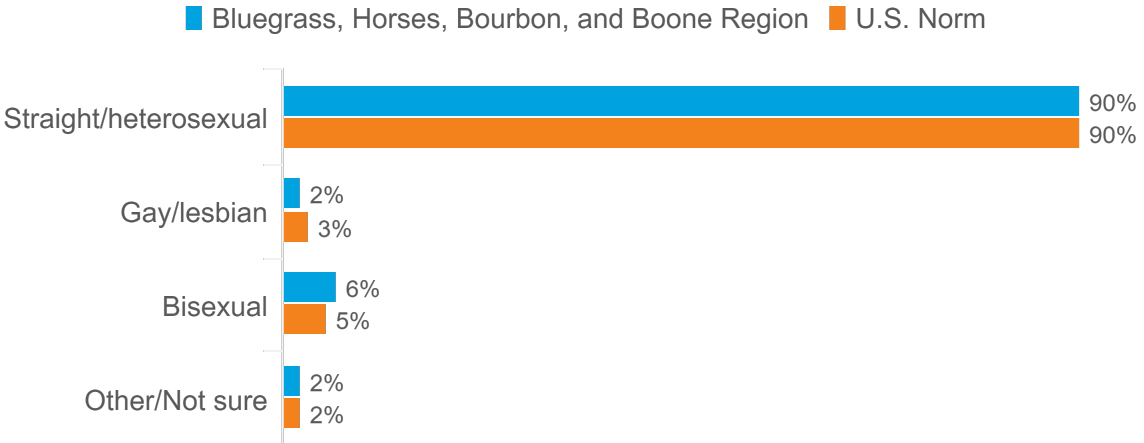
Gender



Marital Status



Sexual Orientation



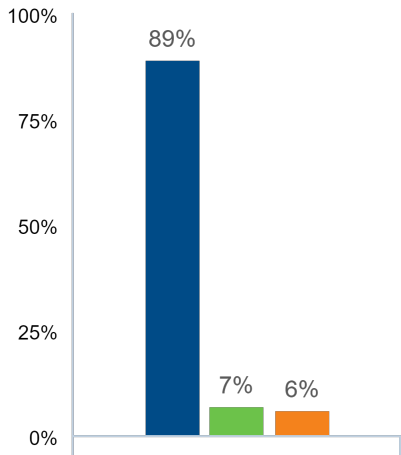
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2022/2023 Overnight Person-Trips

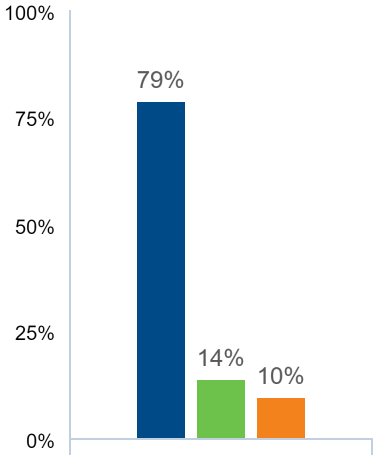
Race

White African-American Other

Bluegrass, Horses, Bourbon, and Boone Region

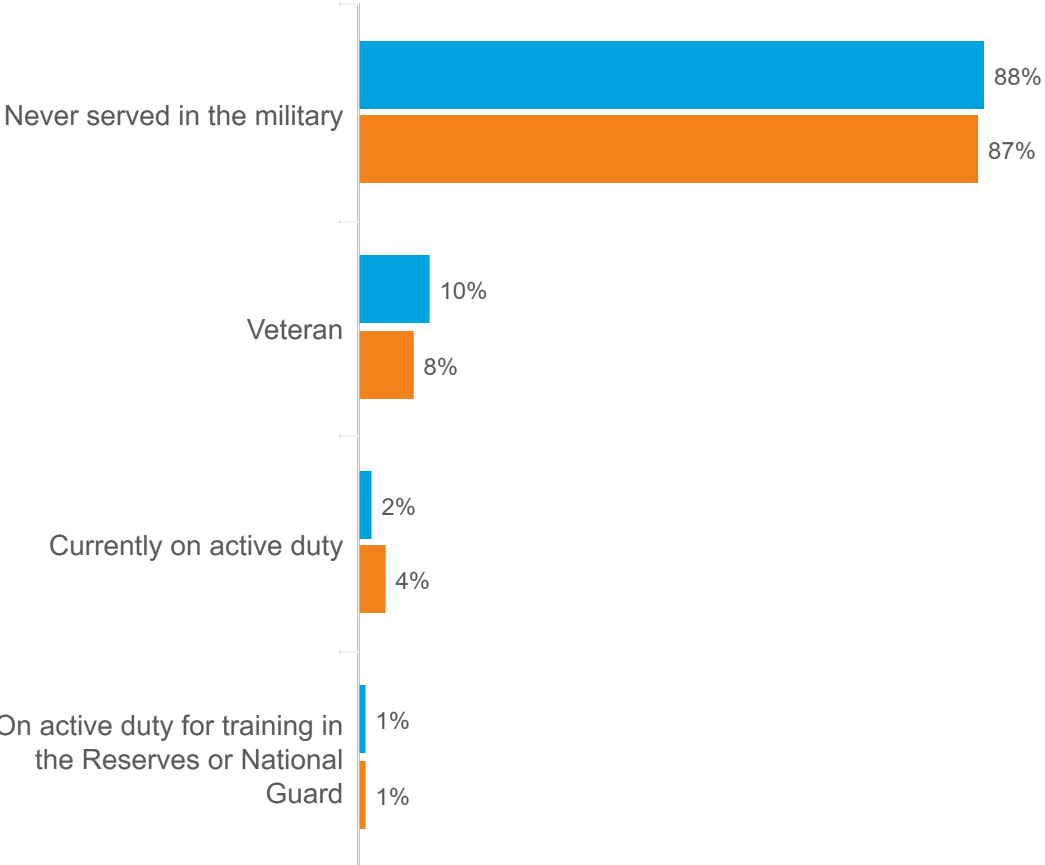


U.S. Norm



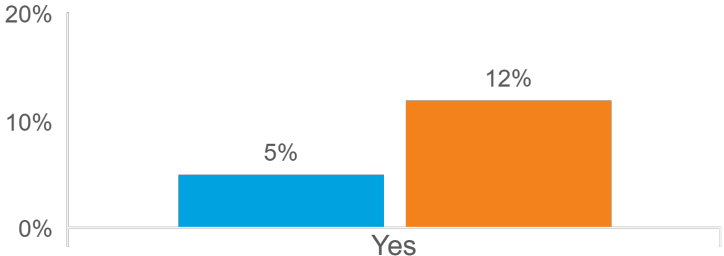
Military Status

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



Hispanic Background

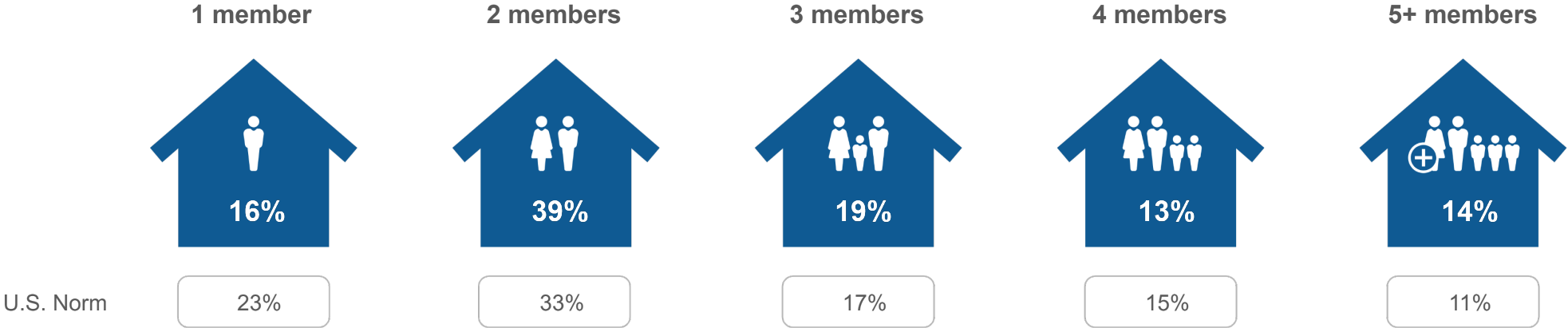
Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm



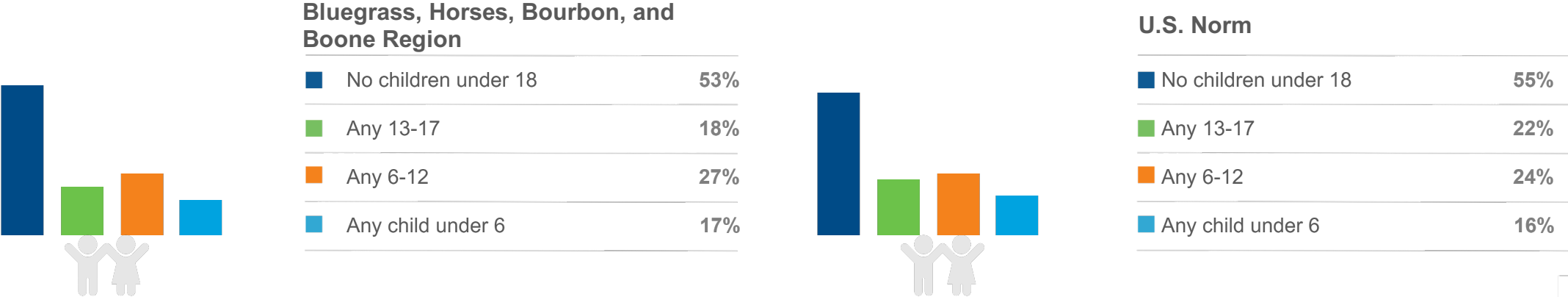
Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2022/2023 Overnight Person-Trips

Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL