COMPASS

Longwoods INTERNATIONAL

# Travel USA Visitor Profile

## Kentucky's Appalachians Region

Kentucky UNBRIDLED SPIRIT™

2018/2019

## Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- 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.
- This report provides an overview for Kentucky's Appalachians's domestic tourism business in 2019.

## 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:
Selected to be representative of the U.S. adult population

For Kentucky's Appalachians, the following sample was achieved in 2018 & 2019:

Day Base Size

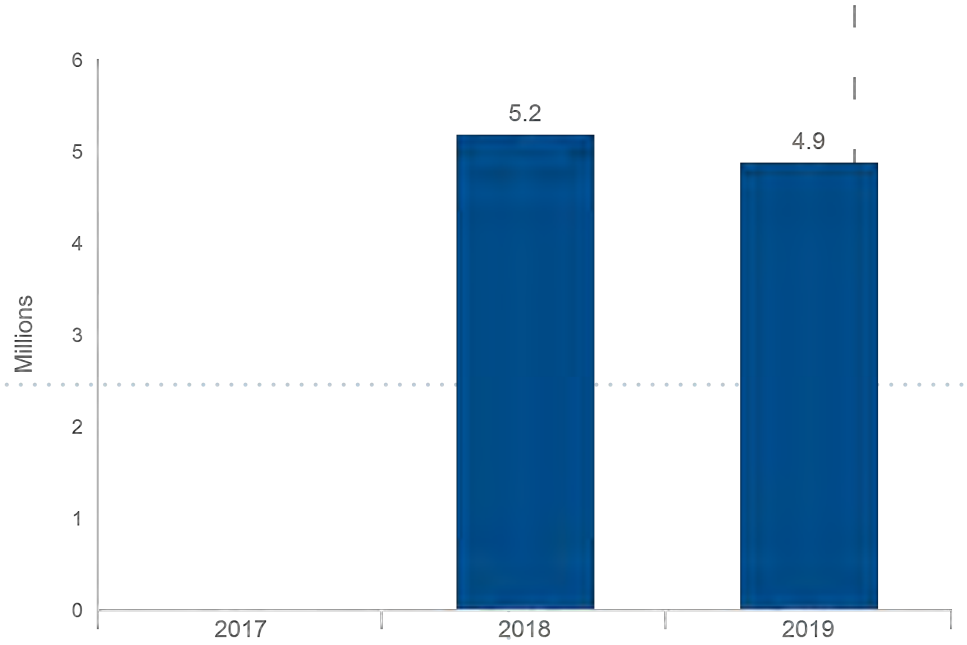
303

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

# Size and Structure of Kentucky's Appalachians's Domestic Travel Market

Base: Day Person-Trips

## Day Trips to Kentucky's Appalachians




-

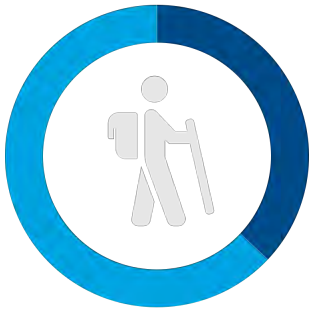
-

-6.4%

## Total Size of Kentucky's Appalachians Day Domestic Travel Market

Total Person-Trips

-5.5% vs. last year



Day
**63%** **4.9 Million**

Overnight
**37%** **2.9 Million**

# Kentucky's Appalachians's Day Trip Characteristics

Base: Day Person-Trips

## Main Purpose of Trip

**56%** Visiting friends/ relatives

**12%** Shopping

**10%** Touring

**4%** Special event

**4%** Outdoors

**4%** City trip

**1%** Casino

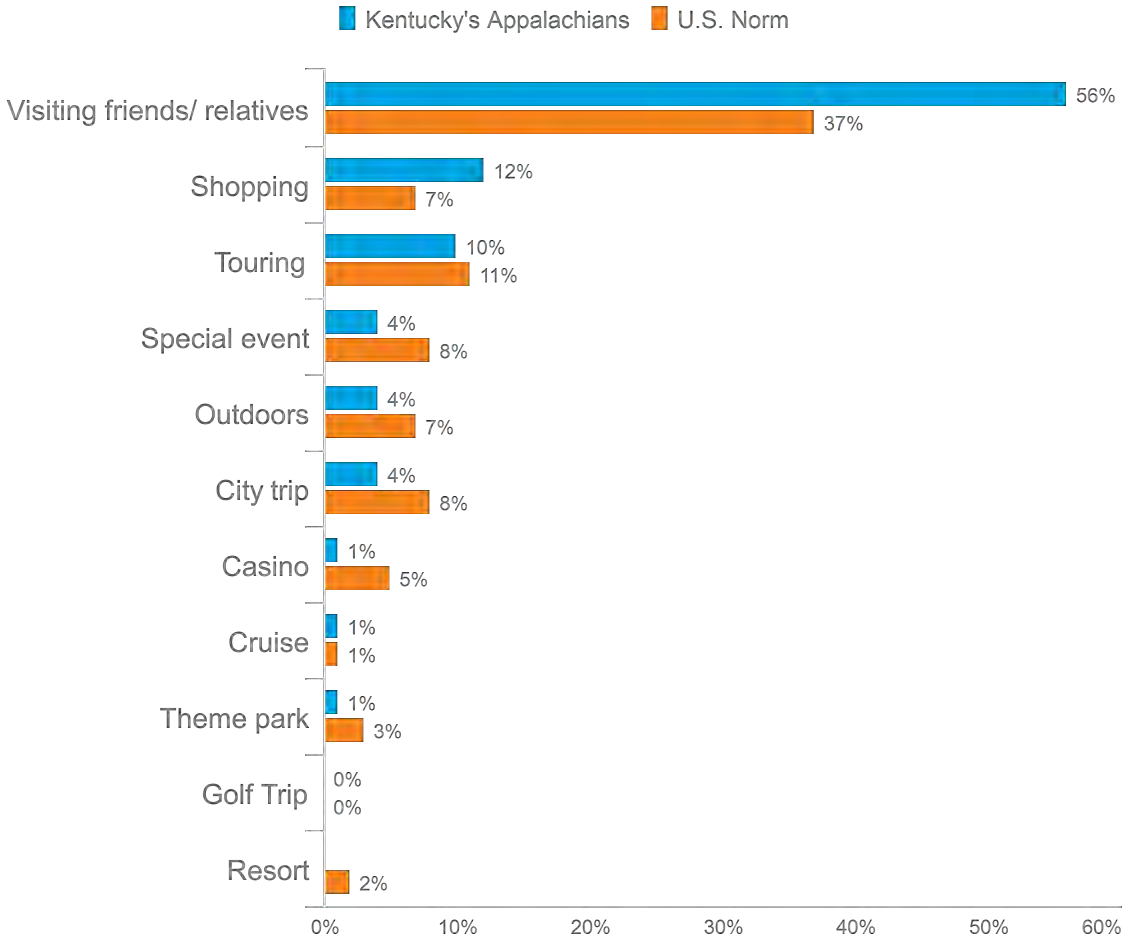
**1%** Cruise

**1%** Conference/ Convention

**4%** Other business trip

**2%** Business-Leisure

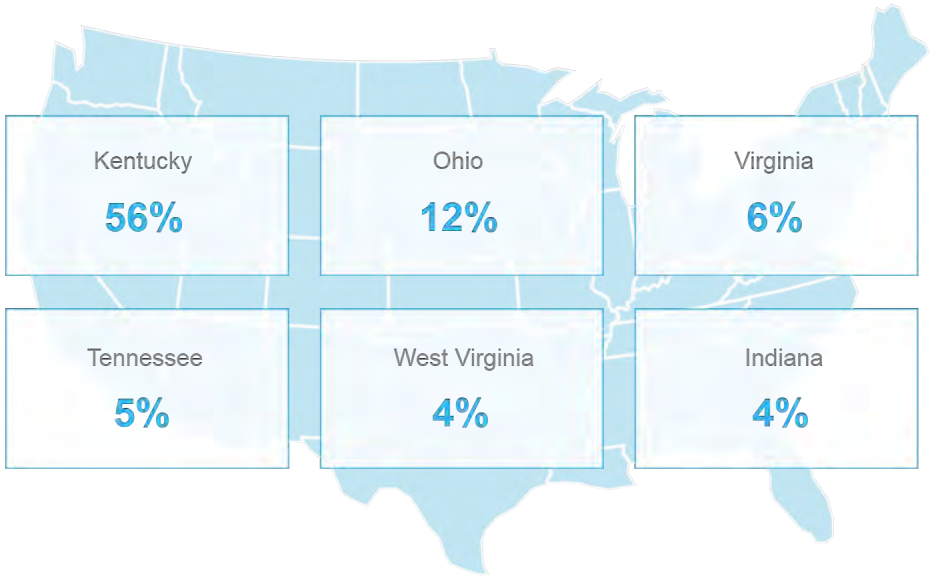
## Main Purpose of Leisure Trip



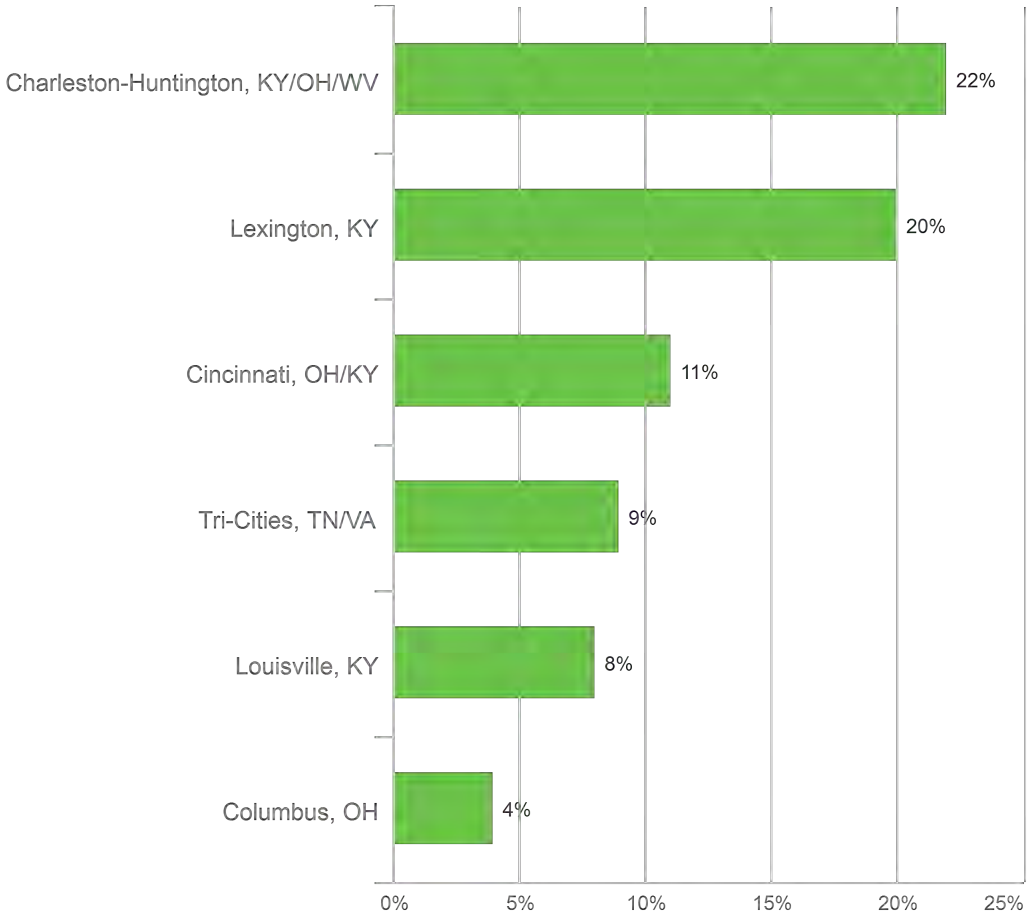
# Kentucky's Appalachians's Day Trip Characteristics

Base: Day Person-Trips

## State Origin Of Trip




## DMA Origin Of Trip




Longwoods INTERNATIONAL

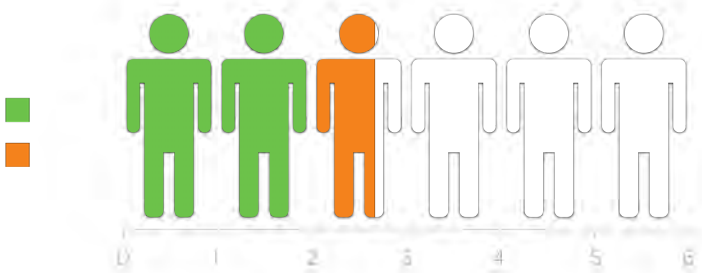
# Kentucky's Appalachians's Day Trip Characteristics

Base: Day Person-Trips

## Size of Travel Party

Adults Children

**Kentucky's Appalachians**

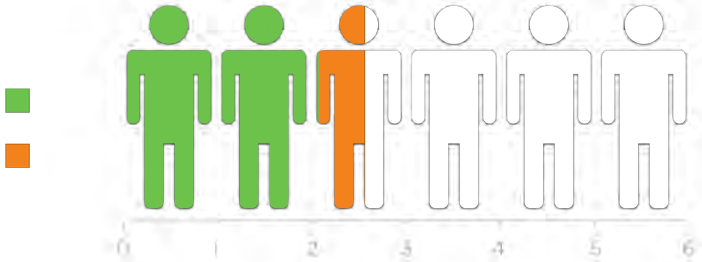



Average number of people

Total

**2.7**

**U.S. Norm**

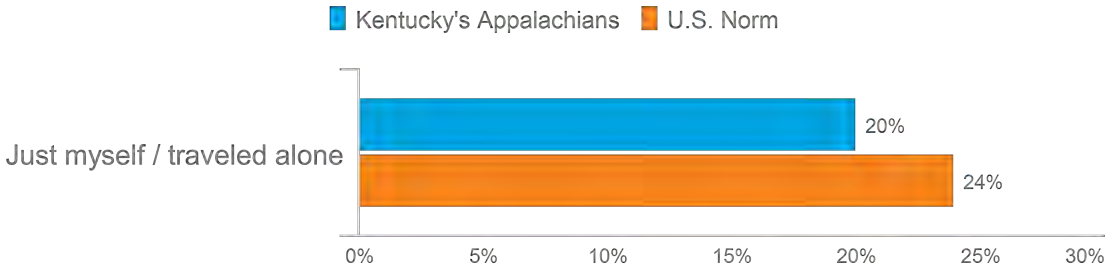



Average number of people

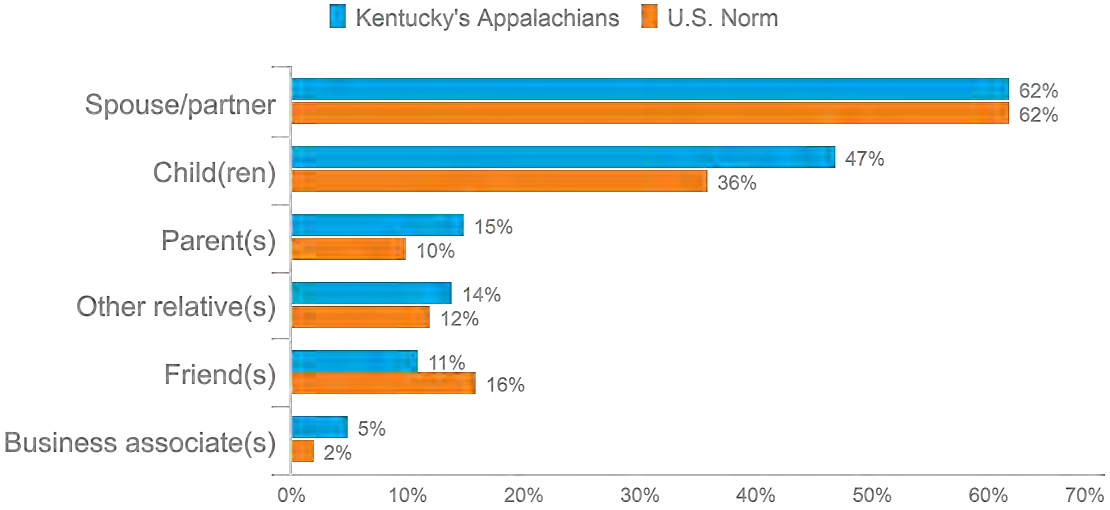
Total

**2.6**

## Percent Who Traveled Alone




## Composition of Immediate Travel Party



# Kentucky's Appalachians: During Trip

Base: Day Person-Trips

## Activities and Experiences (Top 10)

| | Kentucky's Appalachians | U.S. Norm |
|---|---|---|
| Shopping | 39% | 24% |
| Landmark/historic site | 10% | 7% |
| National/state park | 9% | 6% |
| Hiking/backpacking | 8% | 5% |
| Fishing | 7% | 3% |
| Swimming | 6% | 5% |
| Museum | 5% | 7% |
| Camping | 5% | 2% |
| Fine/upscale dining | 4% | 6% |
| Business Convention, Conference | 4% | 2% |

### Activities of Special Interest (Top 5)
Kentucky's Appalachians

| | |
|---|---|
| Historic places | 19% |
| Cultural activities/Attractions | 16% |
| Winery Tours/Tasting | 9% |
| Brewery Tours/Beer Tasting | 9% |
| Exceptional Culinary Experiences | 8% |

### Activities of Special Interest (Top 5)
U.S. Norm

| | |
|---|---|
| Historic places | 17% |
| Cultural activities/Attractions | 13% |
| Exceptional Culinary Experiences | 7% |
| Brewery Tours/Beer Tasting | 5% |
| Winery Tours/Tasting | 5% |

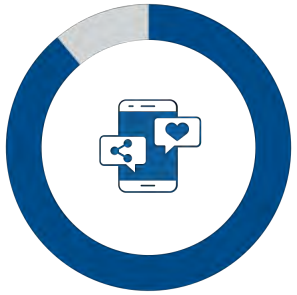
Longwoods INTERNATIONAL

# Kentucky's Appalachians's Day Trip Characteristics

Base: Day Person-Trips

## Online Social Media Use by Travelers

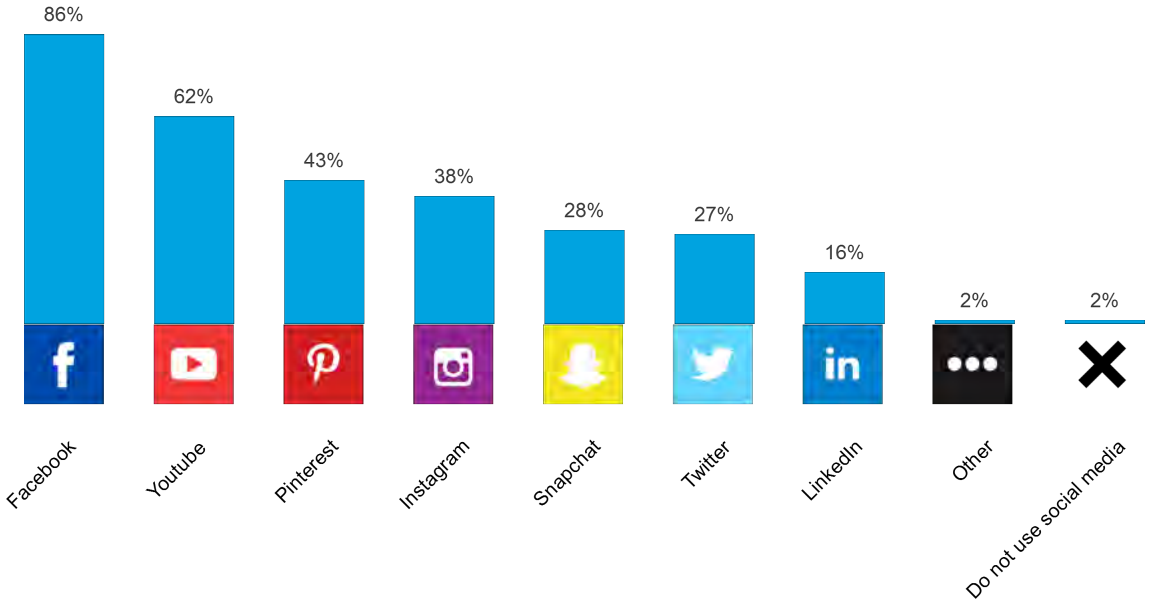
| | Kentucky's Appalachians | U.S. Norm |
|---|---|---|
| Used any social media | 62% | 57% |
| Shared travel stories/photos/videos on social media | 32% | 24% |
| Clicked through on a travel advertisement seen on social media | 24% | 15% |
| Followed a social media influencer such as a celebrity, blogger, or opinion leader | 22% | 11% |
| Followed a destination on social media | 21% | 12% |



**89%**

Followed Influencer

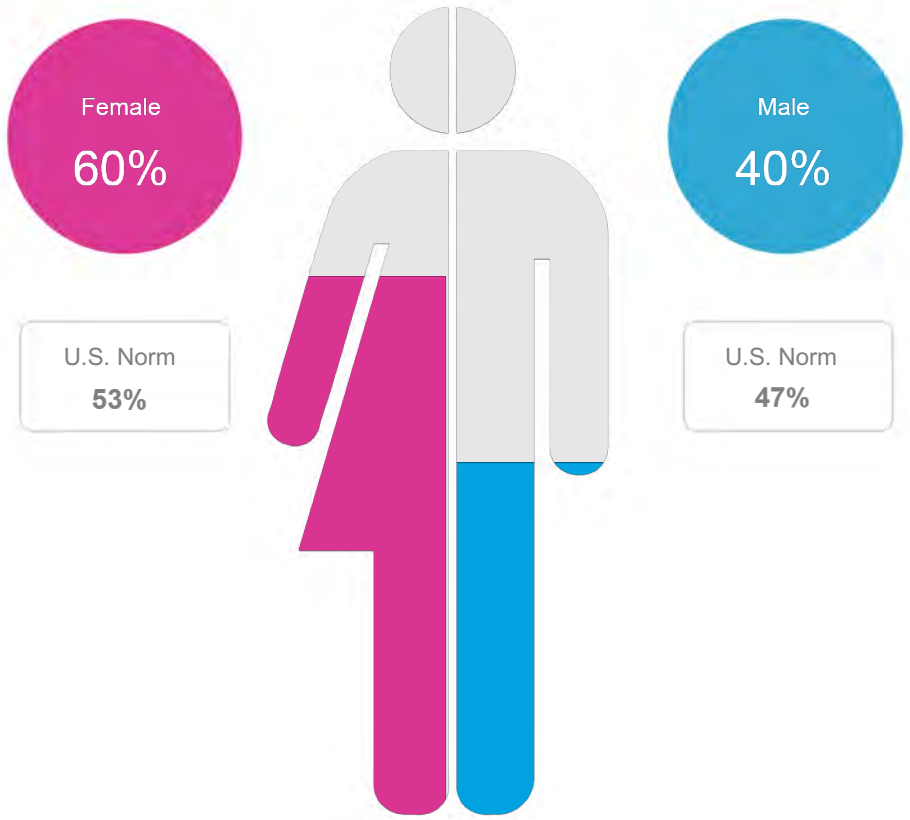
## Social media platforms used in general



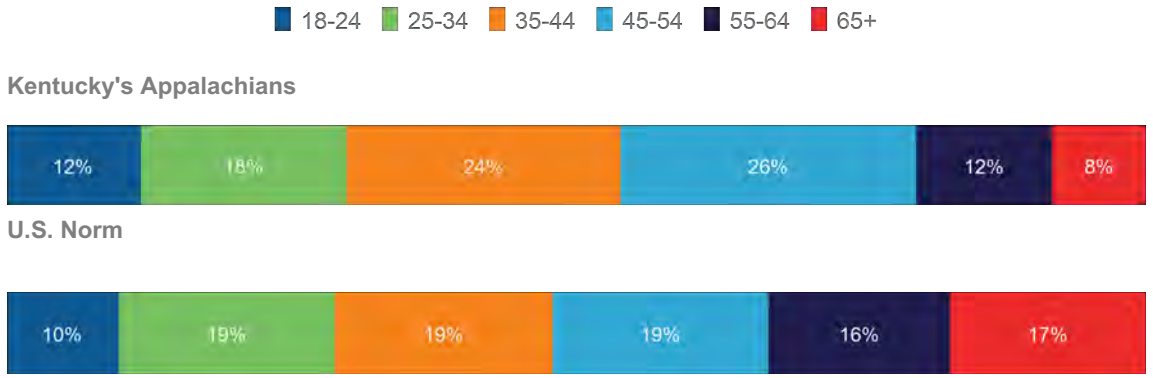
# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: Day Person-Trips

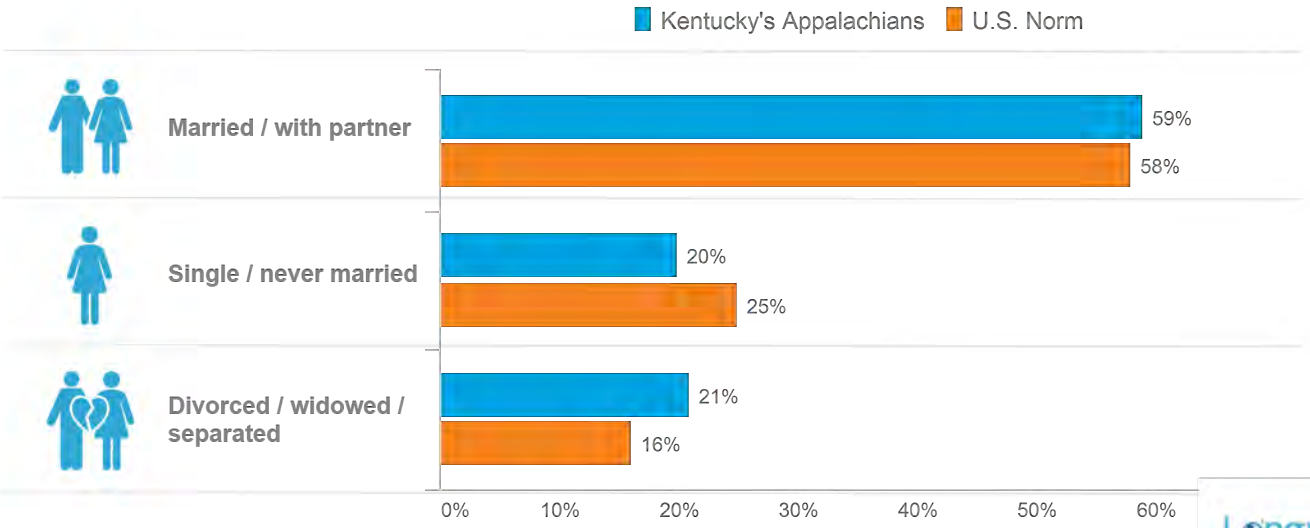
## Gender




## Age



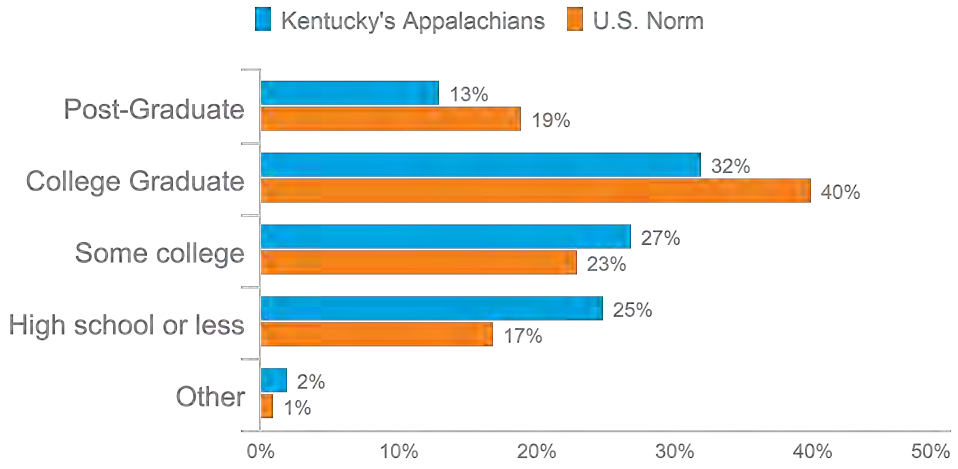

## Marital Status



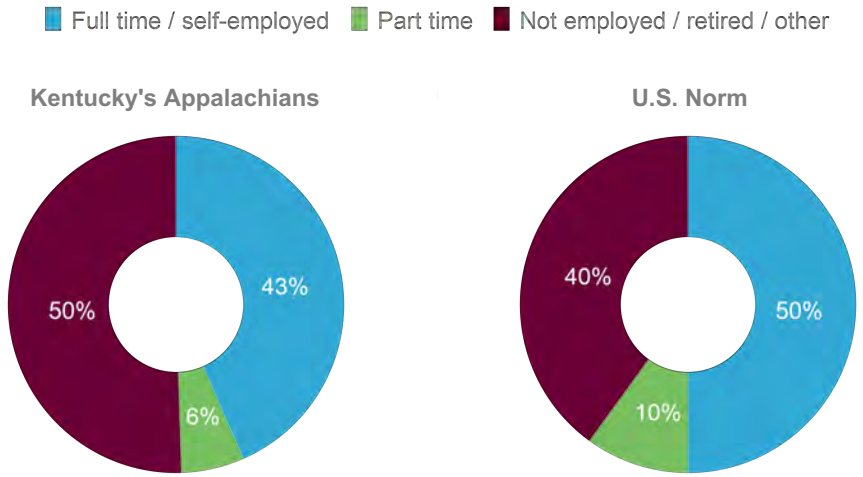
# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: Day Person-Trips

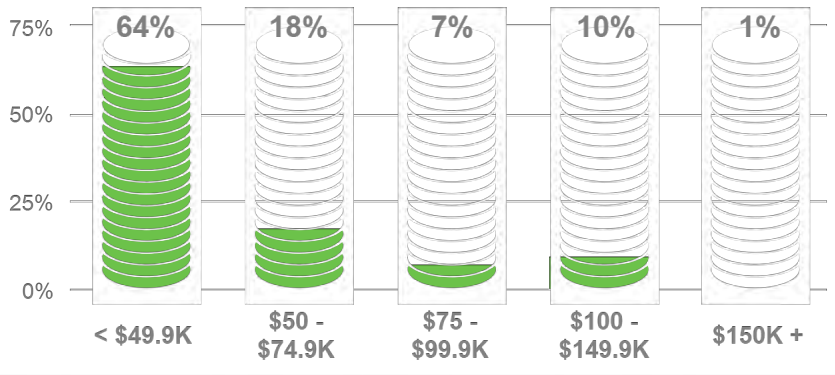
## Education




## Employment

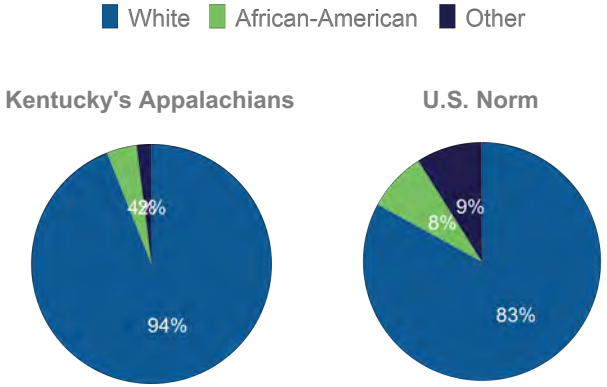



## Household Income

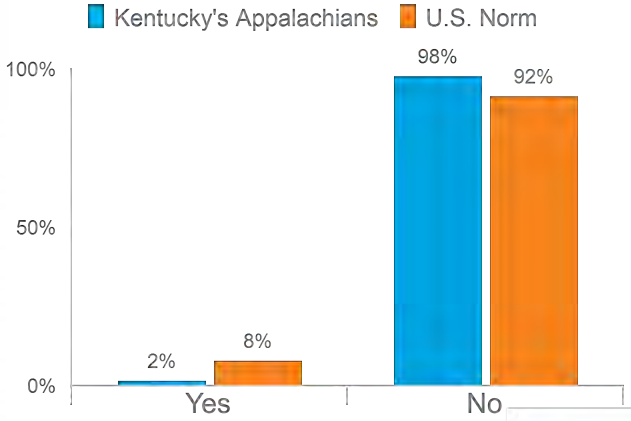



| | < $49.9K | $50 - $74.9K | $75 - $99.9K | $100 - $149.9K | $150K + |
|---|---|---|---|---|---|
| U.S. Norm | 46% | 21% | 13% | 14% | 5% |

## Race




## Hispanic Background




Longwoods INTERNATIONAL

# Demographic Profile of Day Kentucky's Appalachians Visitors

Base: Day Person-Trips

* n < 250

## Household Size

| | 1 member | 2 members | 3 members | 4 members | 5+ members |
|---|---|---|---|---|---|
| | 14% | 31% | 22% | 20% | 13% |
| U.S. Norm | 23% | 35% | 18% | 14% | 11% |

## Children in Household

**Kentucky's Appalachians**

| | |
|---|---|
| No children under 18 | 44% |
| Any 13-17 | 25% |
| Any 6-12 | 26% |
| Any child under 6 | 24% |

**U.S. Norm**

| | |
|---|---|
| No children under 18 | 57% |
| Any 13-17 | 19% |
| Any 6-12 | 22% |
| Any child under 6 | 16% |

Longwoods INTERNATIONAL