COMPASS

Longwoods INTERNATIONAL

Travel USA Visitor Profile

Northern Kentucky River 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 Northern Kentucky River Region'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 Northern Kentucky River Region, the following sample was achieved in 2018 and 2019:

Overnight Base Size

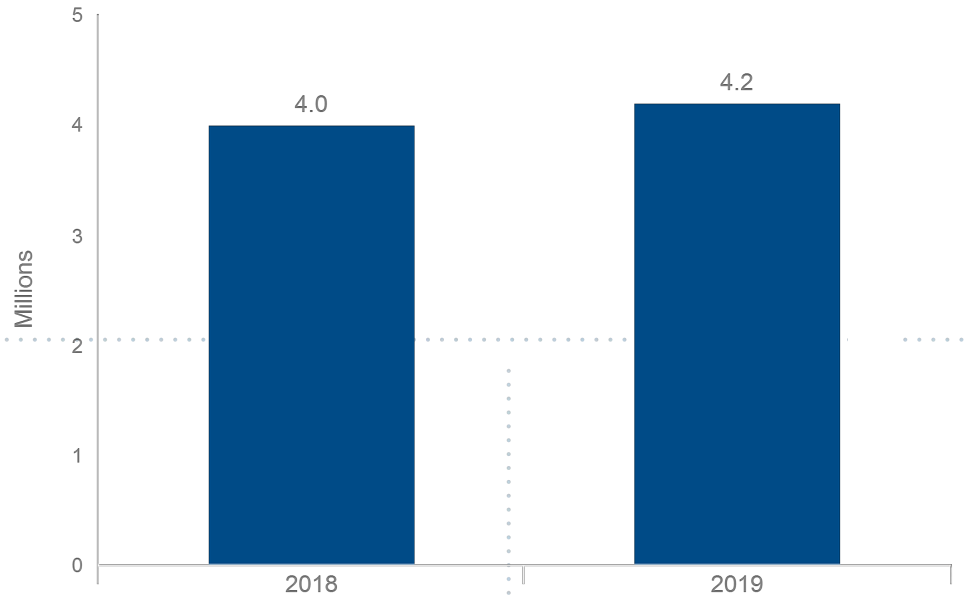
659

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 Northern Kentucky River Region's Domestic Travel Market

Base: Overnight Person-Trips

Overnight Trips to Northern Kentucky River Region

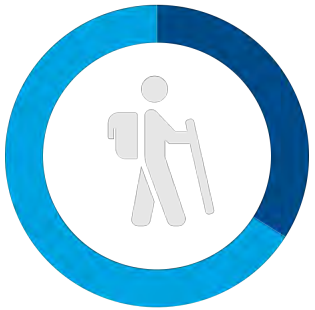


+6.9%

Total Size of Northern Kentucky River Region Overnight Domestic Travel Market

Total Person-Trips

+6.2% vs. last year



Day
66% **8.3 Million**

Overnight
34% **4.2 Million**

Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

Main Purpose of Trip

49% Visiting friends/ relatives

11% Touring

8% Special event

6% City trip

4% Theme park

3% Outdoors

2% Casino

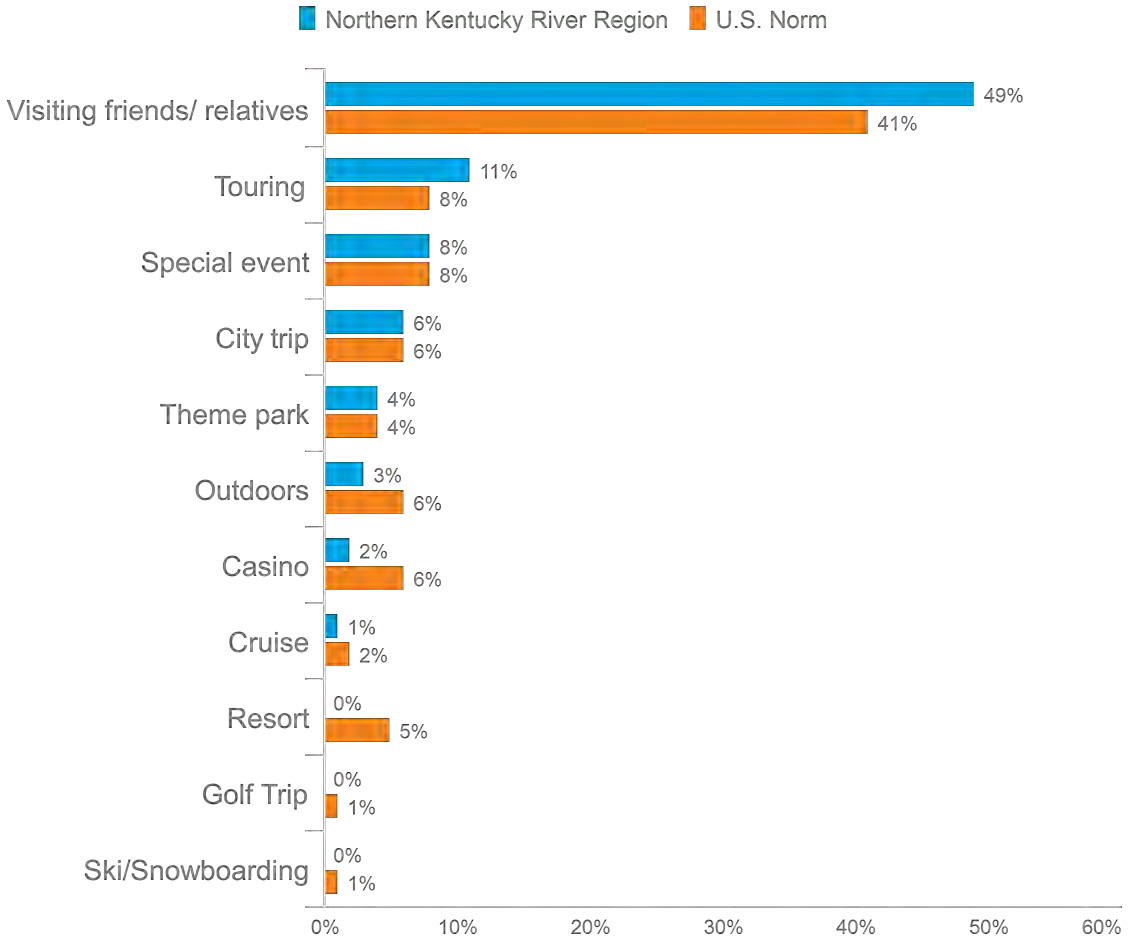
1% Cruise

3% Conference/ Convention

7% Other business trip

4% Business-Leisure

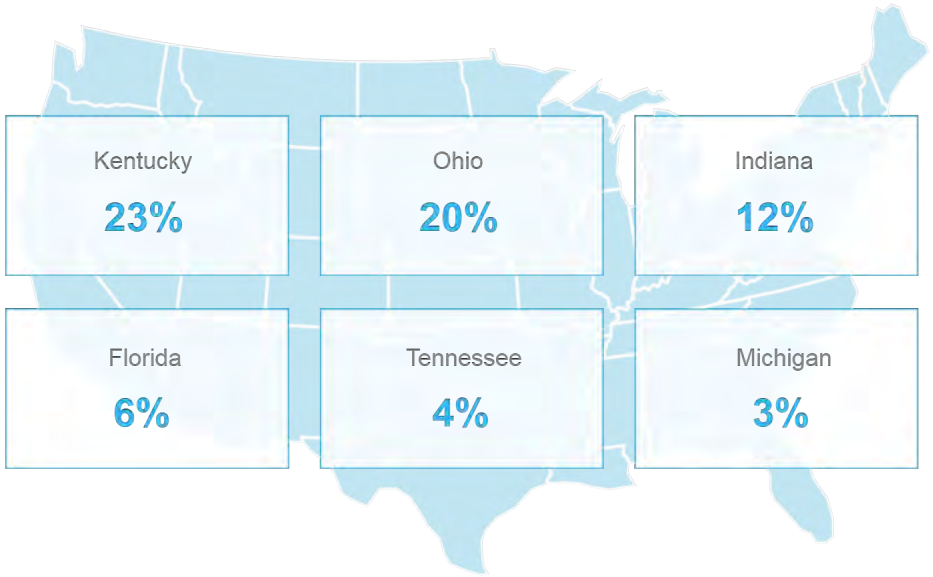
Main Purpose of Leisure Trip



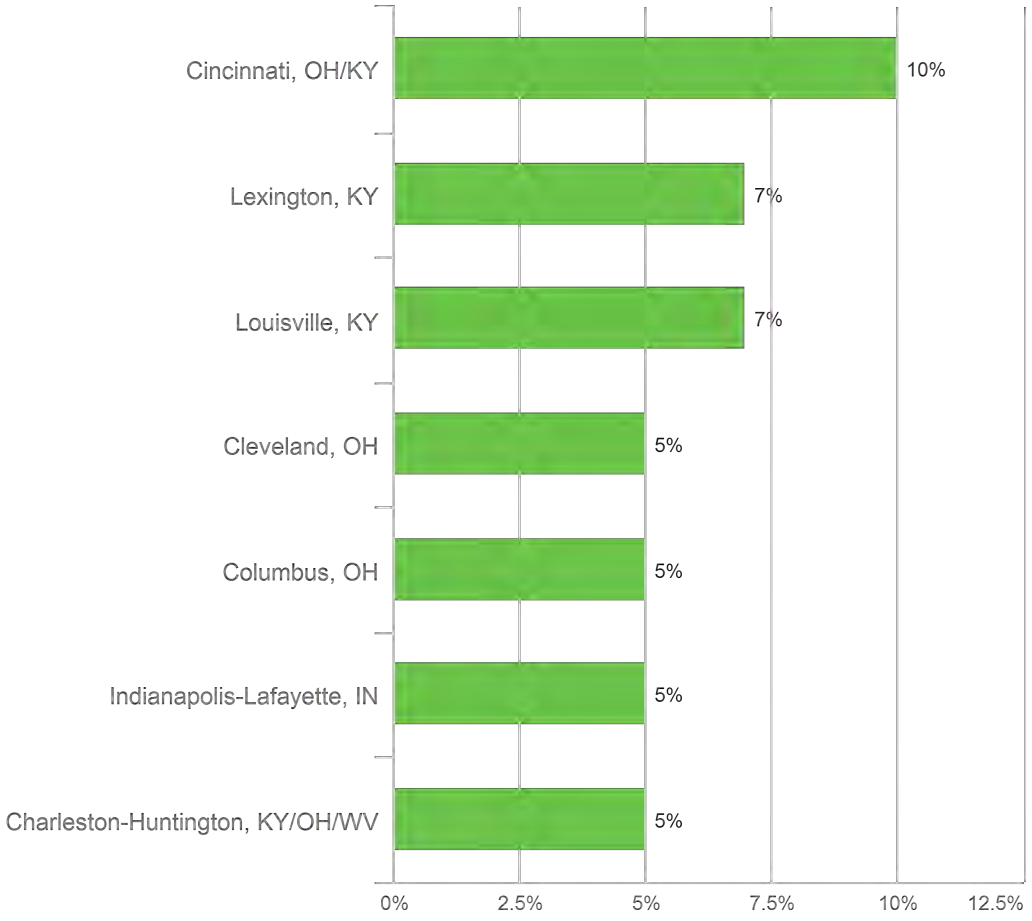
Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

State Origin Of Trip



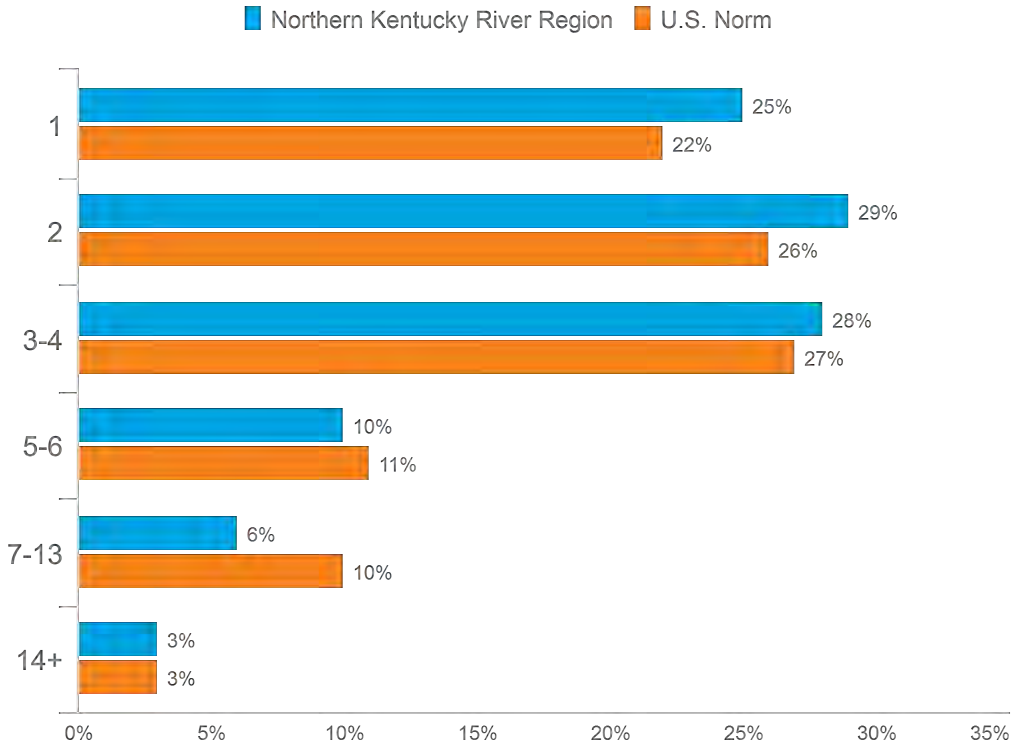
DMA Origin Of Trip



Northern Kentucky River Region's Overnight Trip Characteristics

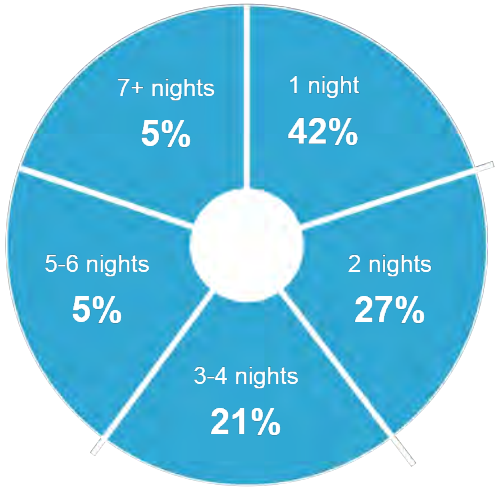
Base: Overnight Person-Trips

Total Nights Away on Trip



Northern Kentucky River Region
3.5
Average Nights

U.S. Norm
3.8
Average Nights



Nights Spent in Northern Kentucky River Region

Average number of nights
2.8

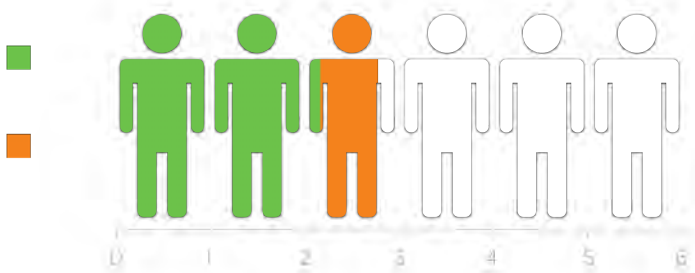
Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

Size of Travel Party

Adults Children

Northern Kentucky River Region

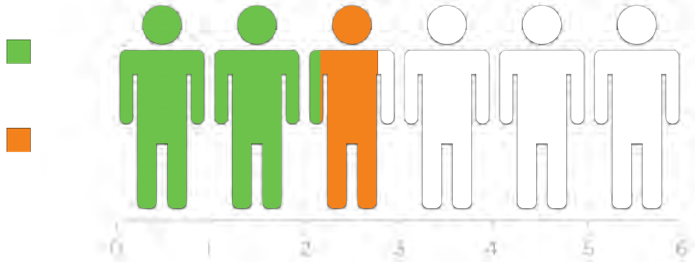


Average number of people

Total

2.8

U.S. Norm

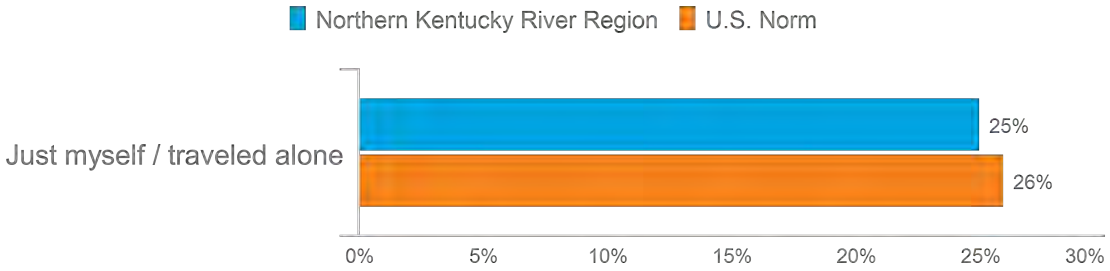


Average number of people

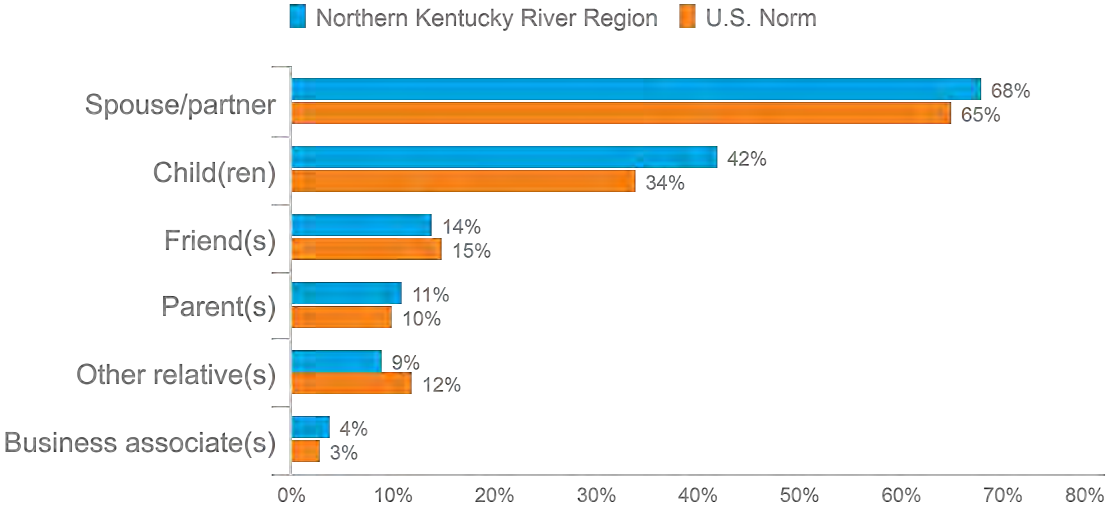
Total

2.7

Percent Who Traveled Alone



Composition of Immediate Travel Party



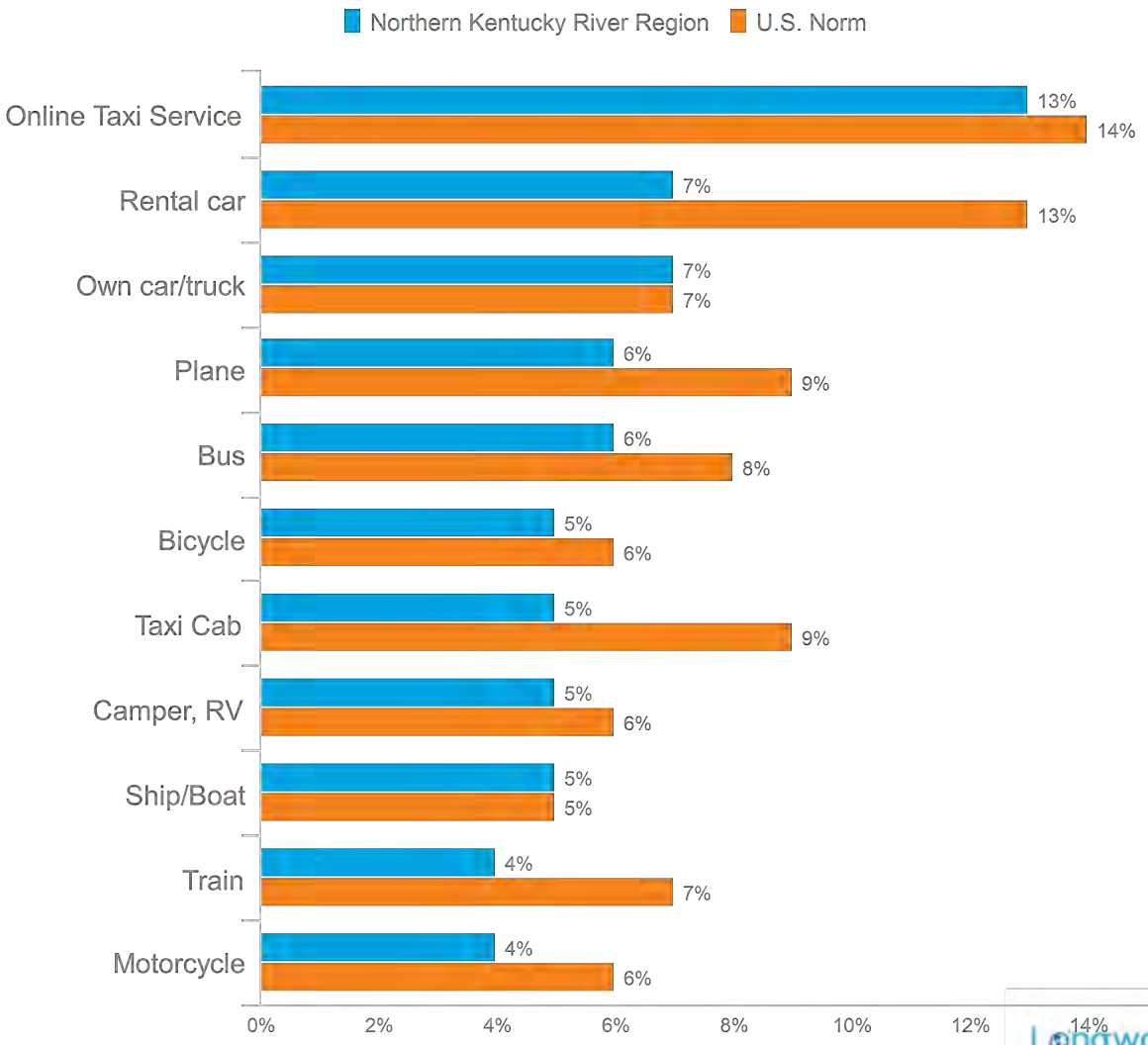
Northern Kentucky River Region's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Primary Method of Transportation

		U.S. Norm
Own car/truck	77%	61%
Plane	7%	17%
Rental car	5%	10%
Bus	5%	2%
Train	2%	2%
Camper, R.V	1%	1%
Ride share service (Uber, Lyft, etc.)	1%	3%
Traditional taxi cab	1%	1%
Ship/Boat	0%	2%
Motorcycle	0%	1%
Bicycle	0%	0%

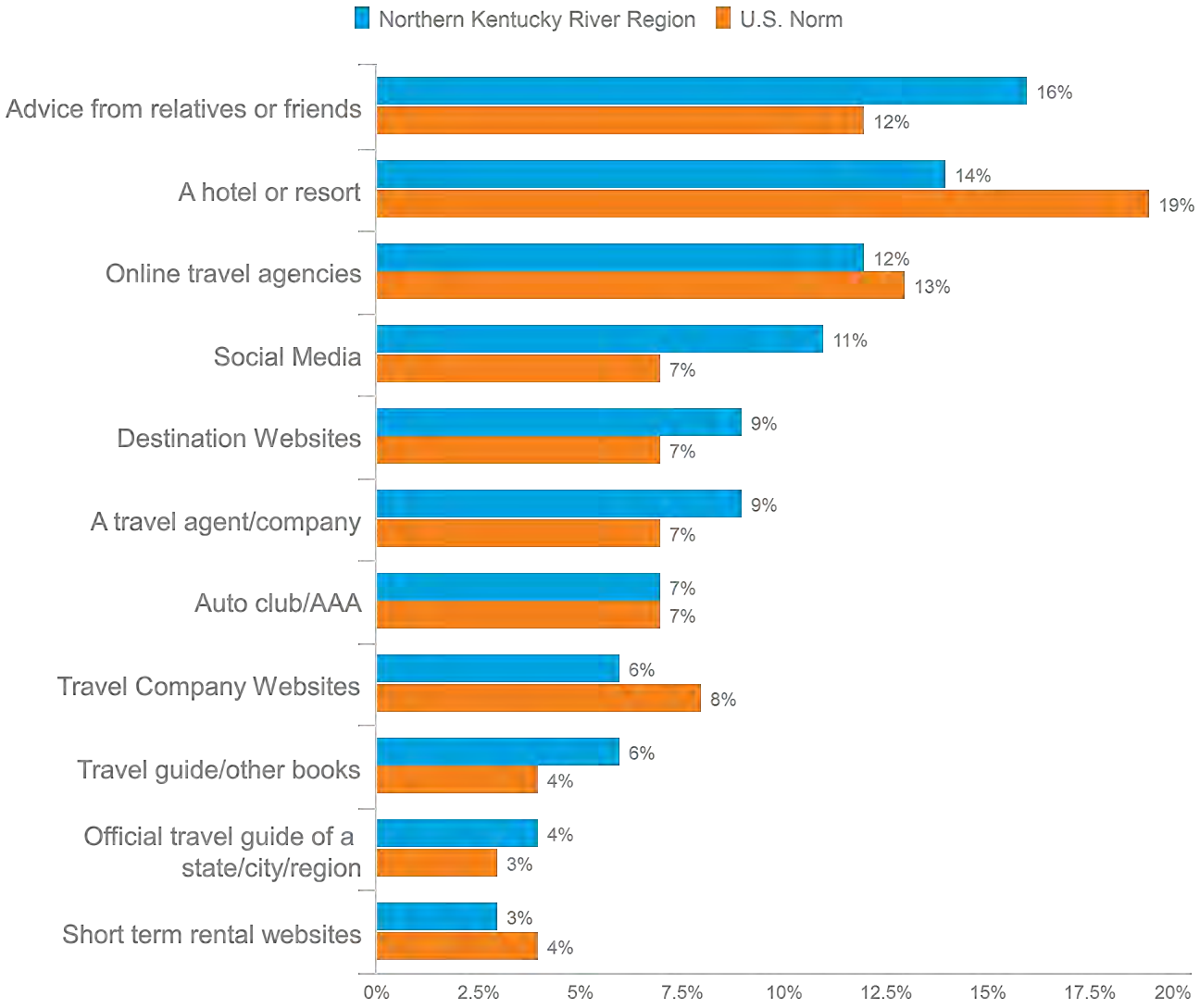
Other Transportation



Northern Kentucky River Region: Pre-Trip

Base: Overnight Person-Trips

Trip Planning Information Sources



Length of Trip Planning

	Northern Kentucky River Region	U.S. Norm
More than 1 year in advance	**4%**	**4%**
6-12 months	**10%**	**14%**
3-5 months	**17%**	**18%**
2 months	**14%**	**17%**
1 month or less	**35%**	**33%**
Did not plan anything in advance	**20%**	**14%**

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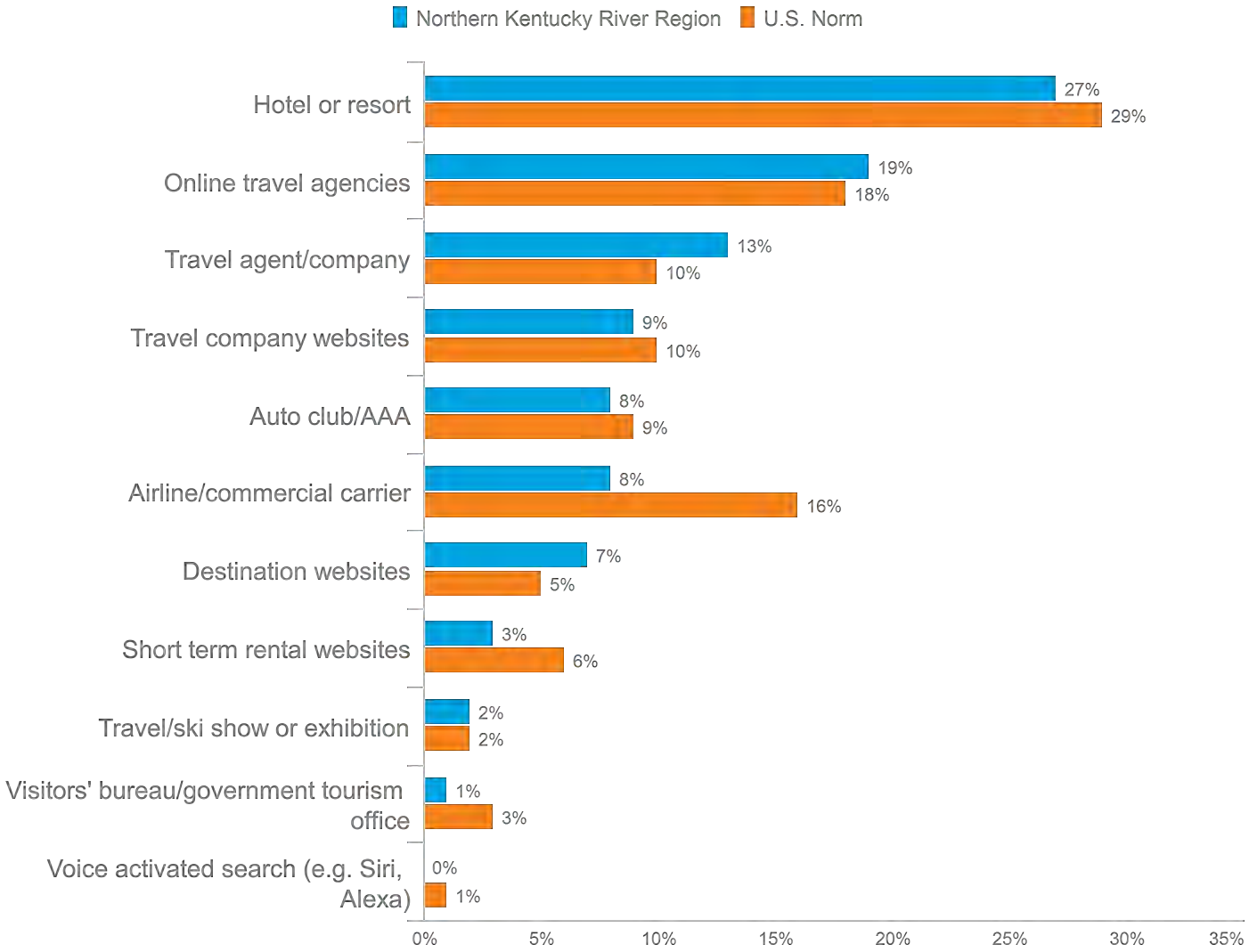
Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

Method of Booking



Accommodations

	Northern Kentucky River Region	U.S. Norm
Home of friends or relatives	26%	22%
Other hotel	25%	22%
Motel	22%	16%
Resort hotel	15%	23%
Other	6%	5%
Campground / trailer park / RV park	4%	4%
Bed & breakfast	3%	5%

Northern Kentucky River Region: During Trip

Base: Overnight Person-Trips

Activities and Experiences (Top 10)

Shopping	Museum	Landmark/historic site	Bar/nightclub	National/state park
30%	**17%**	**14%**	**12%**	**10%**
30%	17%	14%	12%	10%
29%	10%	12%	14%	9%

Casino	Theme park	Zoo	Swimming	Hiking/backpacking
9%	**8%**	**8%**	**7%**	**7%**
9%	8%	8%	7%	7%
12%	7%	5%	13%	7%

Activities of Special Interest (Top 5)

Northern Kentucky River Region

Historic places	24%
Cultural activities/Attractions	18%
Religious Travel	10%
Brewery Tours/Beer Tasting	8%
Winery Tours/Tasting	8%

Activities of Special Interest (Top 5)

U.S. Norm

Historic places	21%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	11%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%

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Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

	Devices Used for Planning		Devices Used During Trip	
	Northern Kentucky River Region	U.S. Norm	Northern Kentucky River Region	U.S. Norm
Used any device	85%	84%	78%	79%
Laptop	37%	39%	28%	26%
Desktop/Home computer	35%	38%	0%	0%
Smartphone	33%	30%	63%	63%
Tablet	17%	14%	25%	22%

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Northern Kentucky River Region's Overnight Trip Characteristics

Base: Overnight Person-Trips

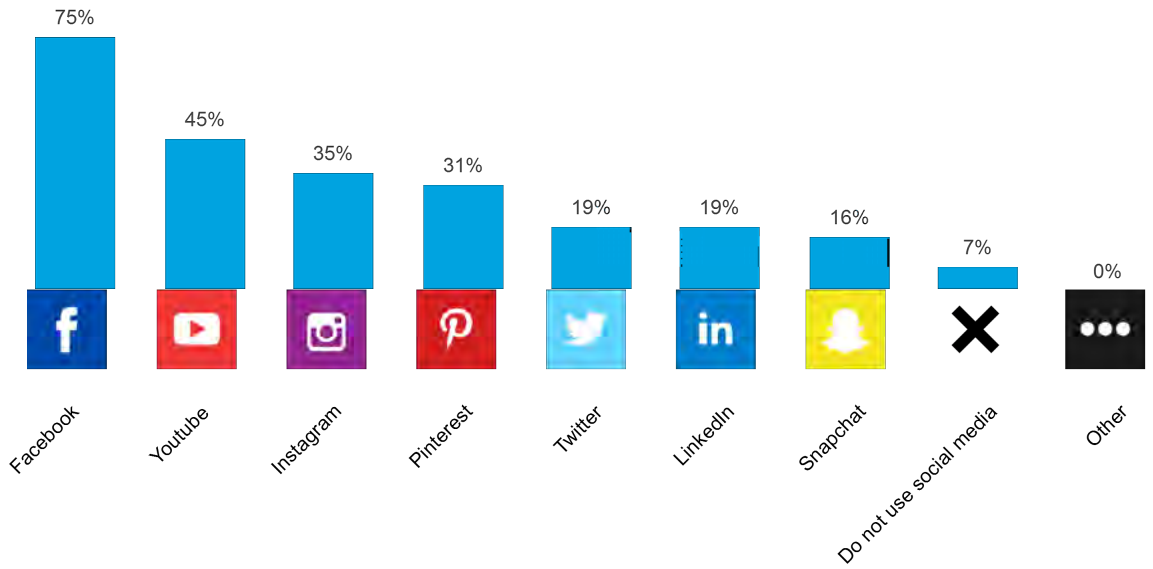
Online Social Media Use by Travelers

	Northern Kentucky River Region	U.S. Norm
Used any social media	57%	55%
Shared travel stories/photos/videos on social media	26%	24%
Saw a video or photo on social media that inspired me to visit	23%	14%
Read online travel reviews that influenced my travel decisions	20%	22%
Clicked through on a travel advertisement seen on social media	18%	13%

82%

Followed Influencer

Social media platforms used in general



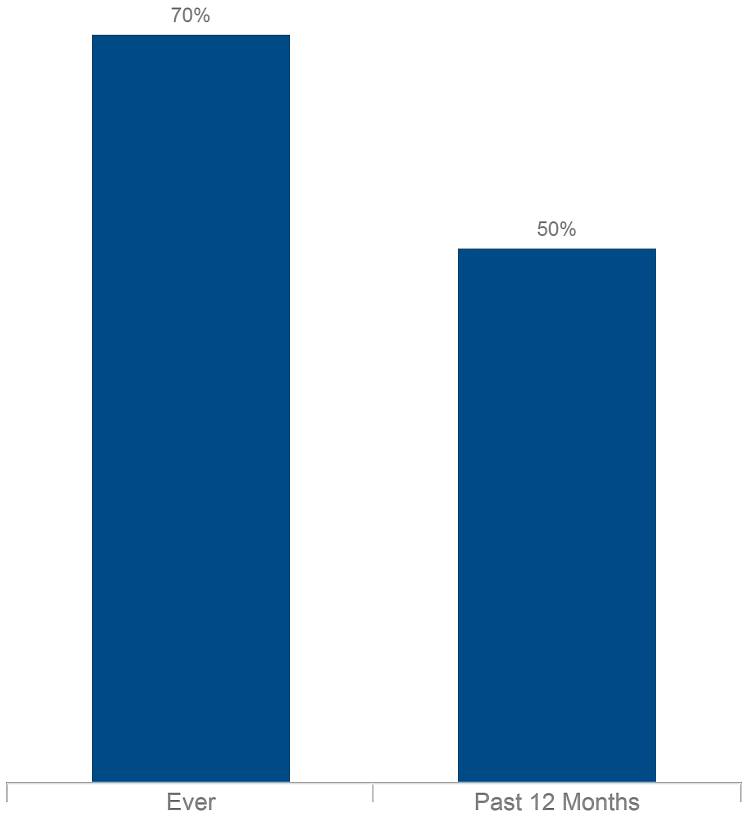
Northern Kentucky River Region: During Trip

Base: Overnight Person-Trips

% Very Satisfied with Trip

Overall trip experience	68%
Friendliness of people	61%
Safety and Security	58%
Quality of accommodations	57%
Cleanliness	55%
Quality of food	54%
Sightseeing and attractions	50%
Value for money	47%
Music/nightlife/entertainment	38%

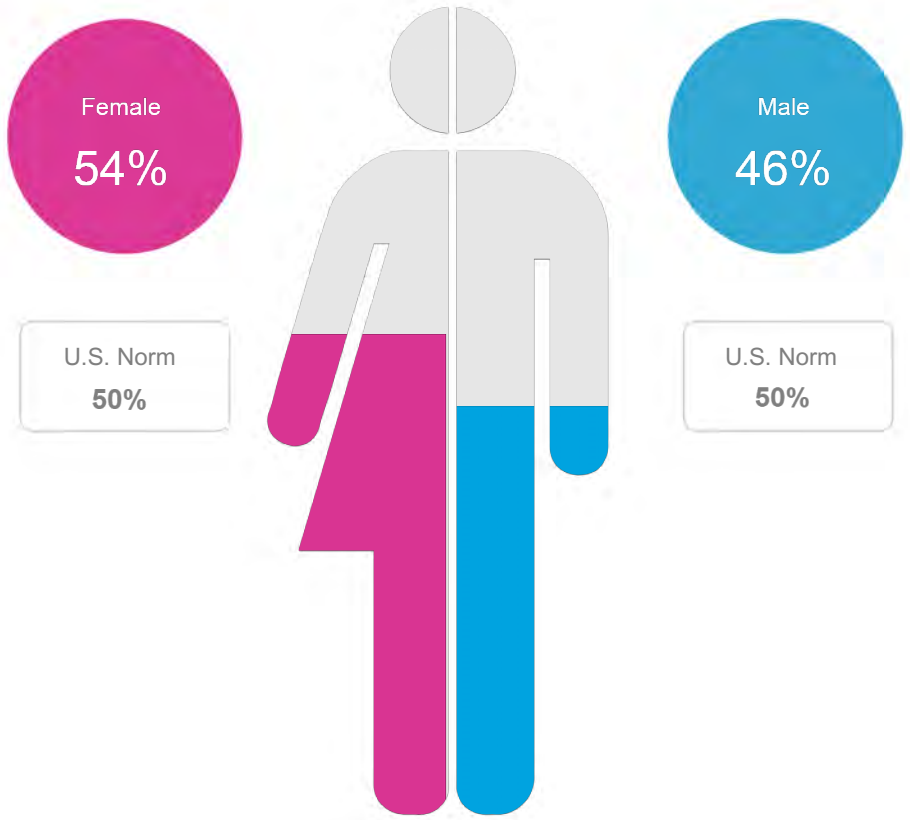
Past Visitation to Northern Kentucky River Region



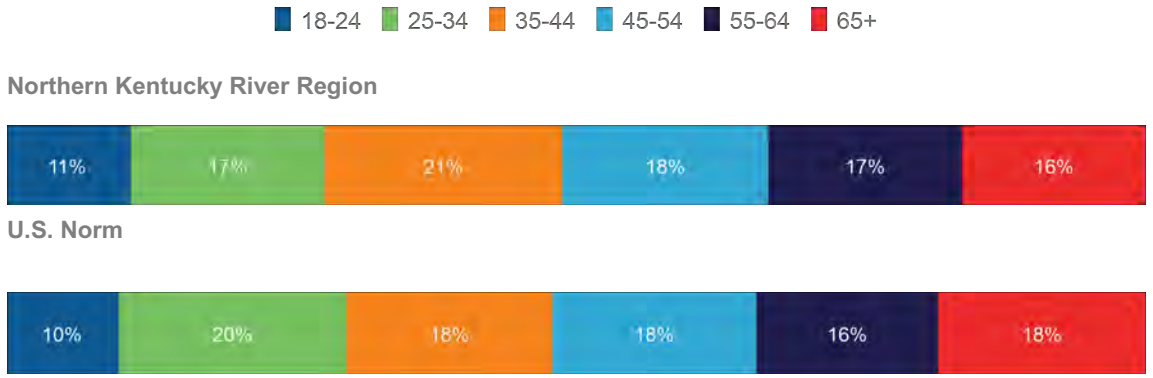
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: Overnight Person-Trips

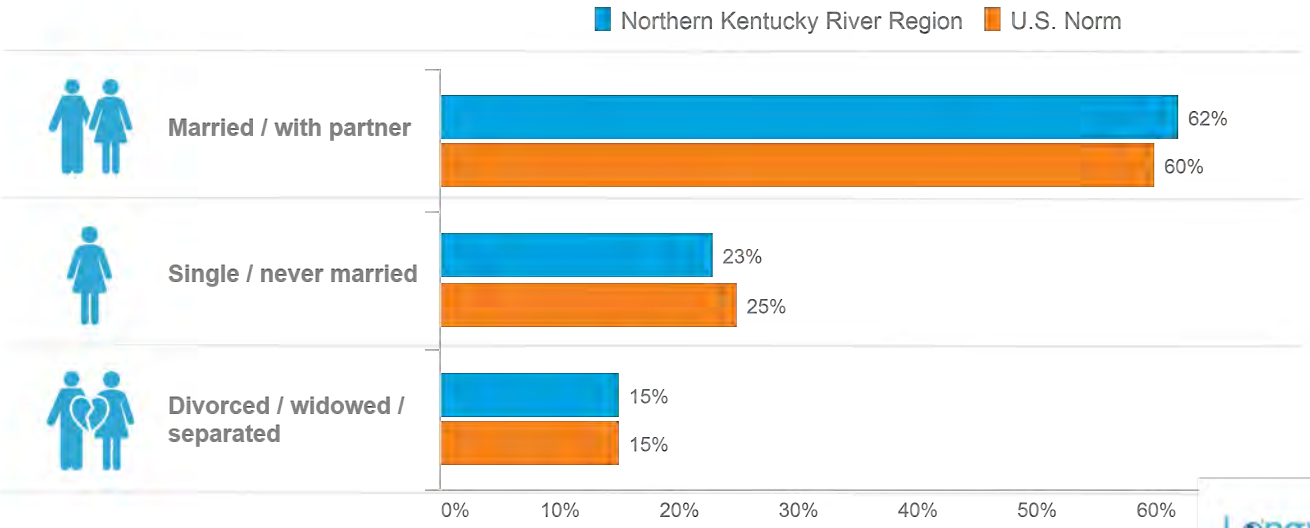
Gender



Age



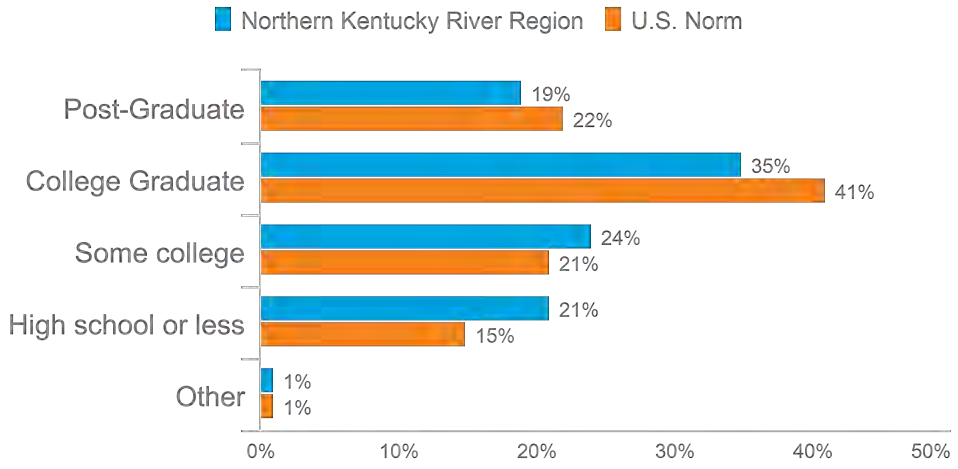
Marital Status



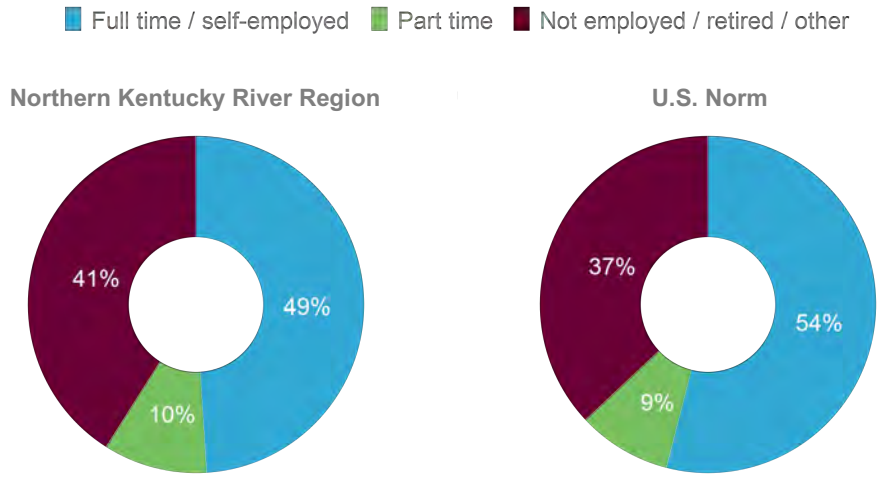
Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: Overnight Person-Trips

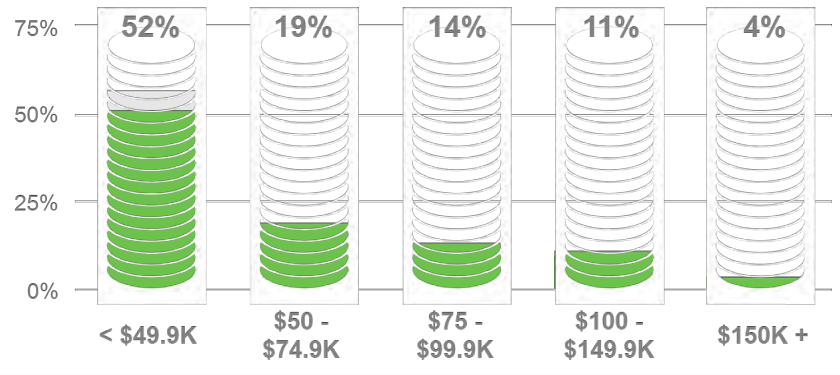
Education



Employment

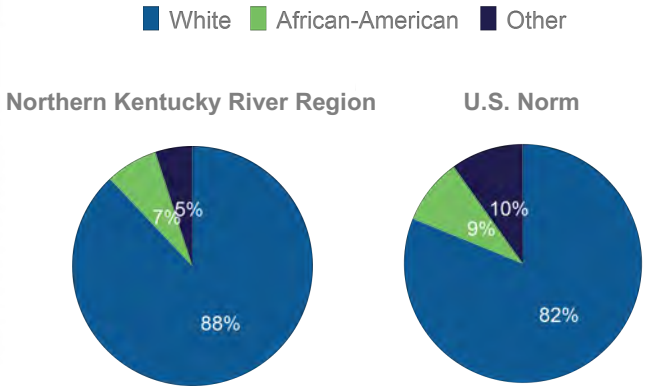


Household Income

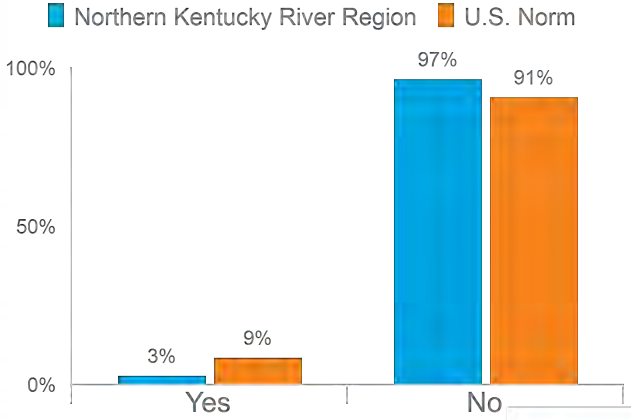


	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
U.S. Norm	39%	21%	15%	17%	8%

Race



Hispanic Background



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Demographic Profile of Overnight Northern Kentucky River Region Visitors

Base: Overnight Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	19%	35%	22%	11%	12%
U.S. Norm	23%	35%	17%	14%	10%

Children in Household

Northern Kentucky River Region

No children under 18	54%
Any 13-17	19%
Any 6-12	21%
Any child under 6	20%

U.S. Norm

No children under 18	58%
Any 13-17	19%
Any 6-12	22%
Any child under 6	16%

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