COMPASS
Longwoods INTERNATIONAL

Travel USA Visitor Profile

Bourbon, Horses & History 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 Bourbon, Horses, & History'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 Bourbon, Horses, & History, the following sample was achieved in 2018 & 2019:

Day Base Size

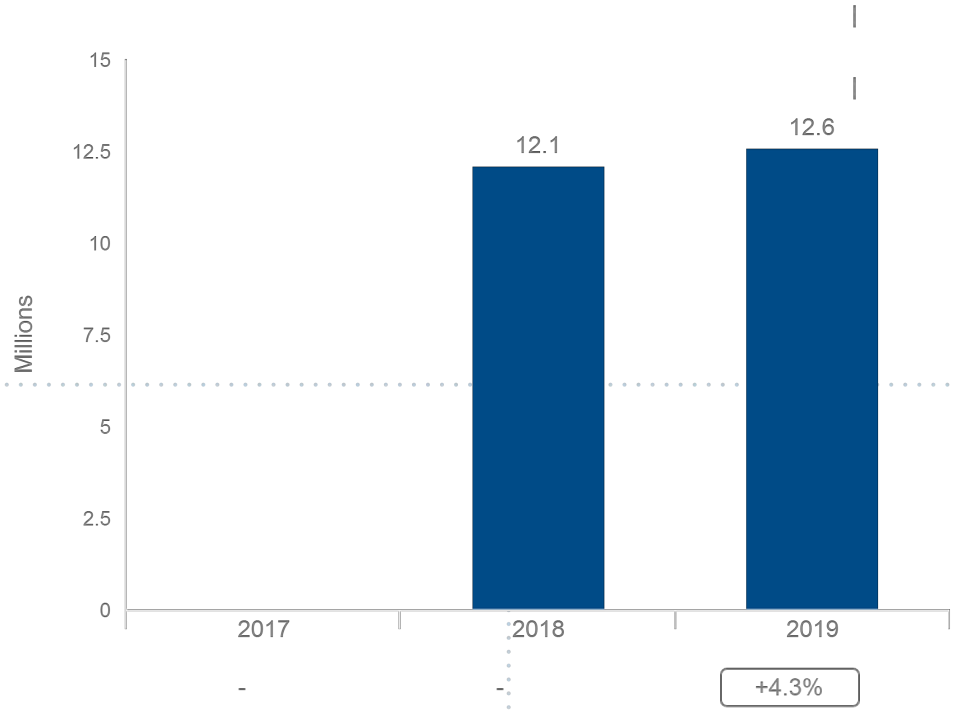
773

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 Bourbon, Horses, & History's Domestic Travel Market

Base: Day Person-Trips

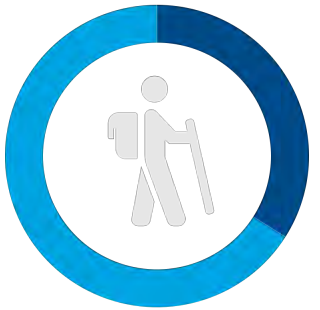
Day Trips to Bourbon, Horses, & History



Total Size of Bourbon, Horses, & History Day Domestic Travel Market

Total Person-Trips

+4.5% vs. last year



Day
66% **12.6 Million**

Overnight
34% **6.6 Million**

Bourbon, Horses, & History's Day Trip Characteristics

Base: Day Person-Trips

Main Purpose of Trip

36%
Visiting friends/ relatives

12%
Special event

11%
Shopping

9%
Touring

7%
City trip

3%
Casino

3%
Outdoors

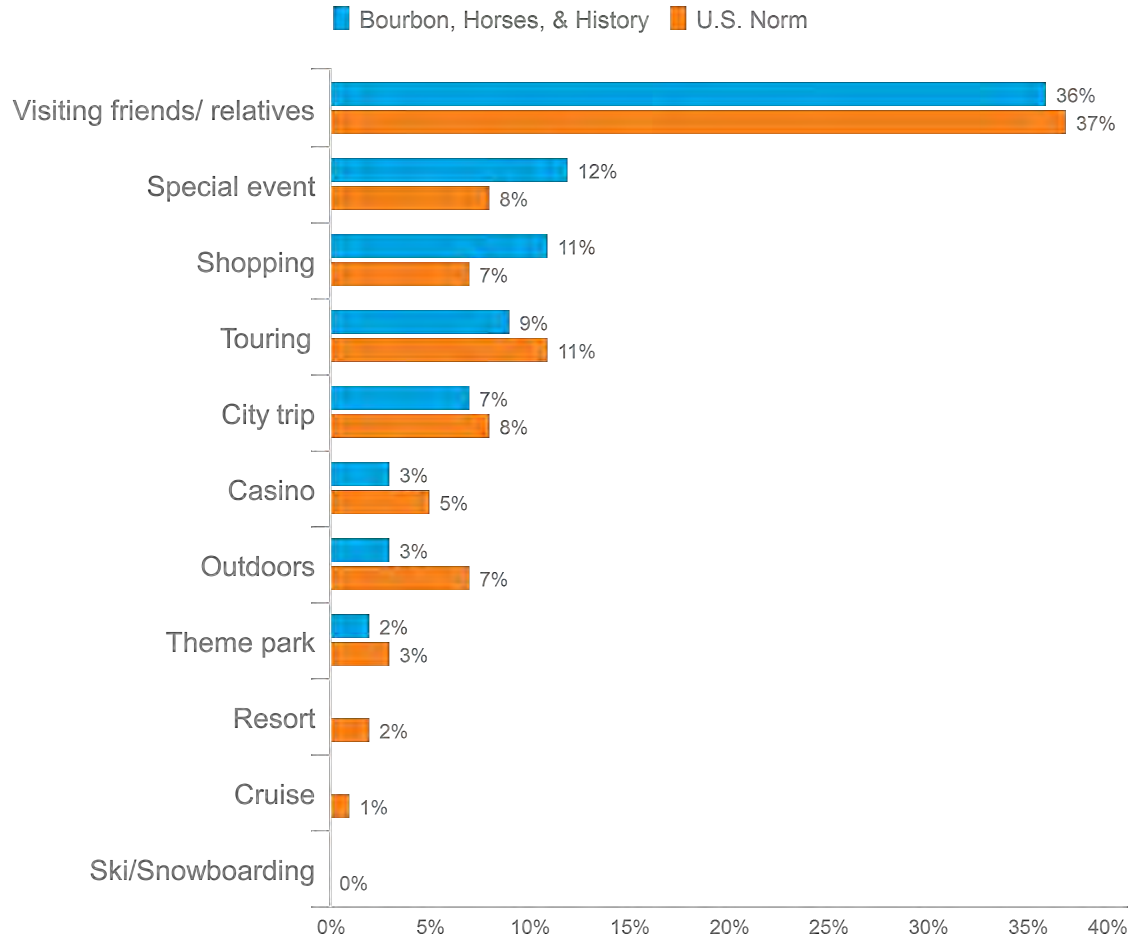
2%
Theme park

2%
Conference/ Convention

9%
Other business trip

4%
Business-Leisure

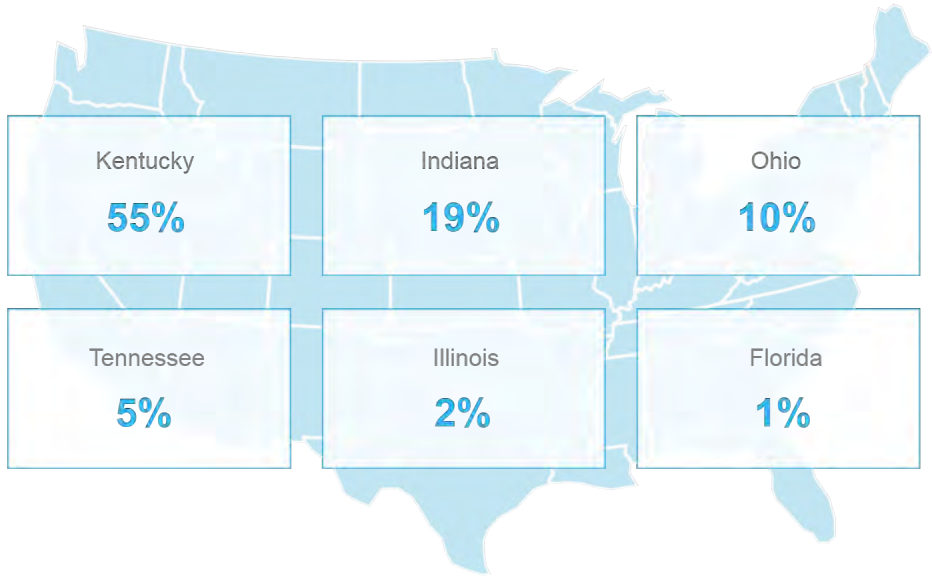
Main Purpose of Leisure Trip



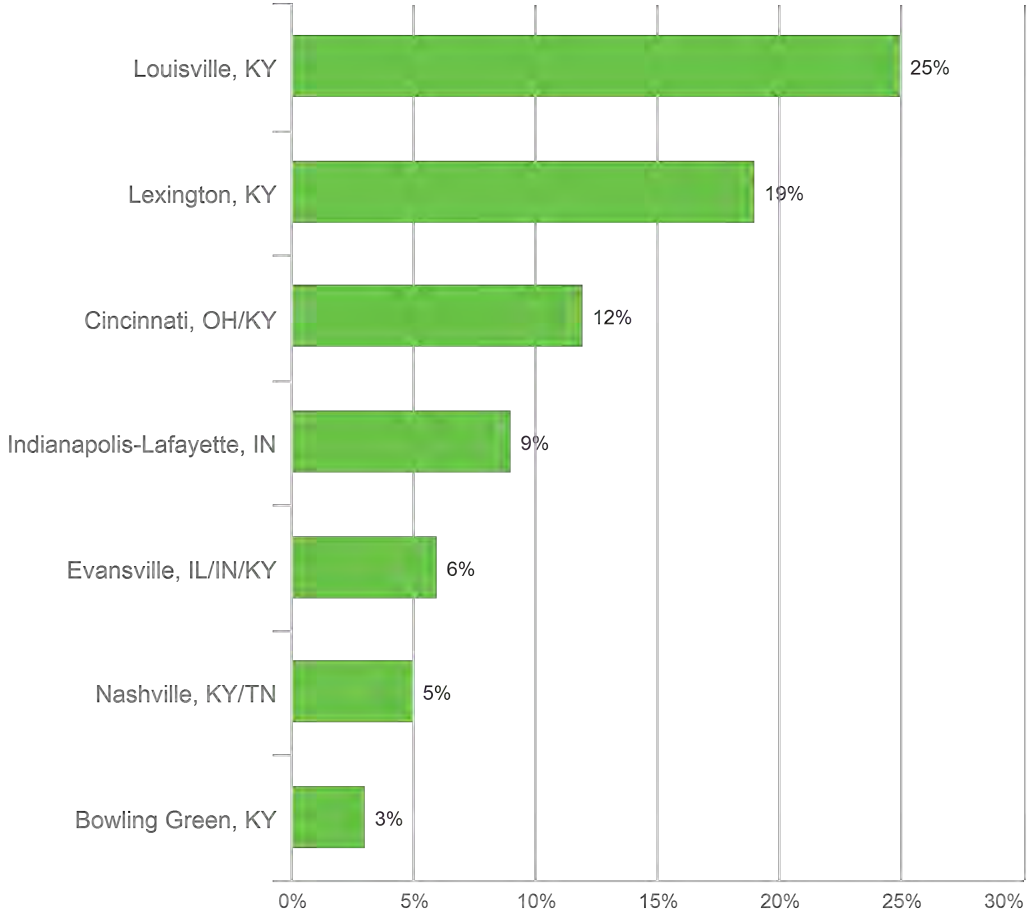
Bourbon, Horses, & History's Day Trip Characteristics

Base: Day Person-Trips

State Origin Of Trip



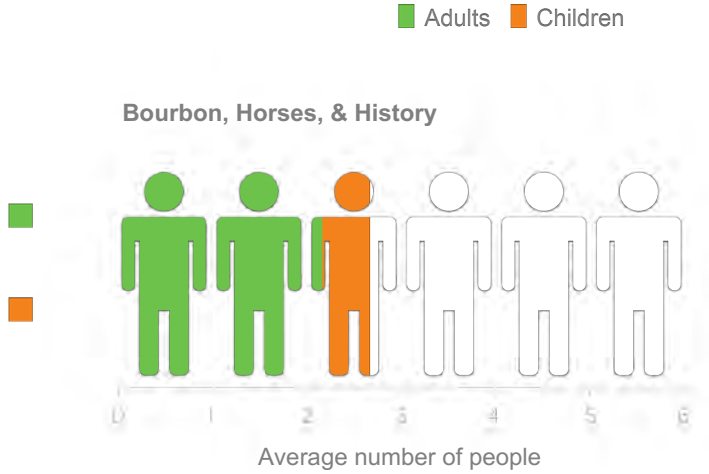
DMA Origin Of Trip



Bourbon, Horses, & History's Day Trip Characteristics

Base: Day Person-Trips

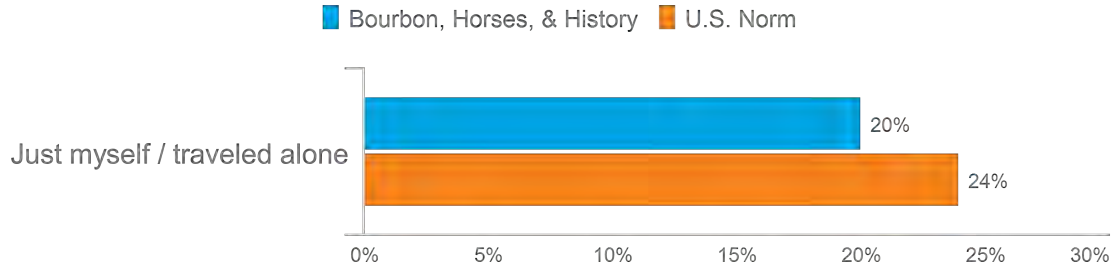
Size of Travel Party



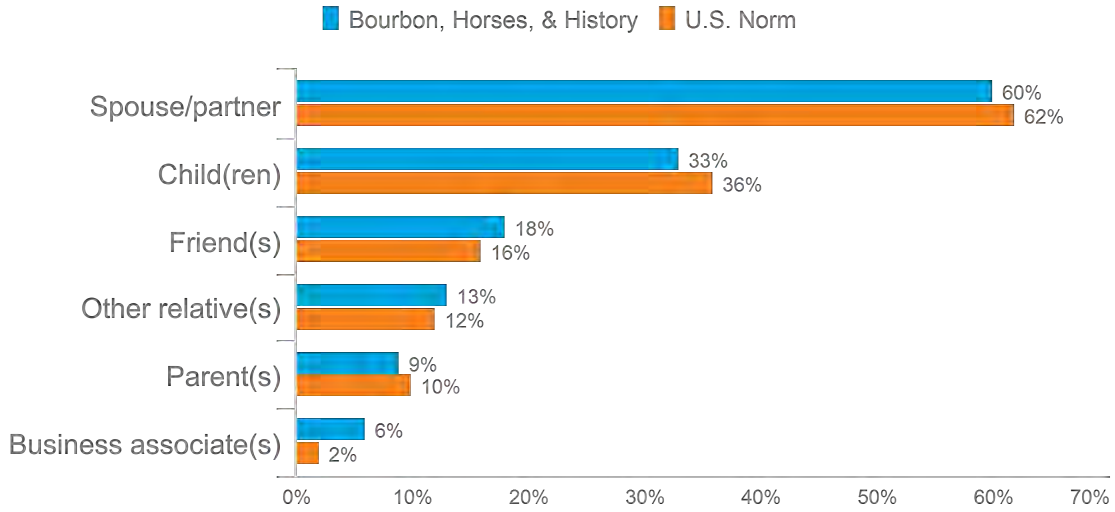
Total
2.6

Total
2.6

Percent Who Traveled Alone



Composition of Immediate Travel Party



Bourbon, Horses, & History: During Trip

Base: Day Person-Trips

Activities and Experiences (Top 10)

Shopping	Landmark/historic site	Brewery	Fine/upscale dining	Museum
30%	10%	7%	7%	7%
U.S. Norm	U.S. Norm	U.S. Norm	U.S. Norm	U.S. Norm
24%	7%	3%	6%	7%

Bar/nightclub	National/state park	Casino	Zoo	Fair/exhibition/festival
6%	6%	6%	5%	5%
U.S. Norm	U.S. Norm	U.S. Norm	U.S. Norm	U.S. Norm
5%	6%	7%	4%	4%

Activities of Special Interest (Top 5)

Bourbon, Horses, & History

Historic places	18%
Cultural activities/Attractions	13%
Brewery Tours/Beer Tasting	10%
Exceptional Culinary Experiences	8%
Winery Tours/Tasting	5%

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%

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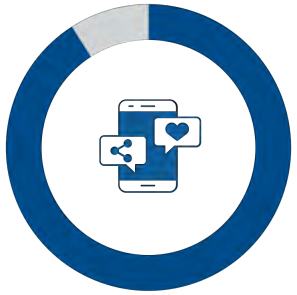
Bourbon, Horses, & History's Day Trip Characteristics

Base: Day Person-Trips

Online Social Media Use by Travelers

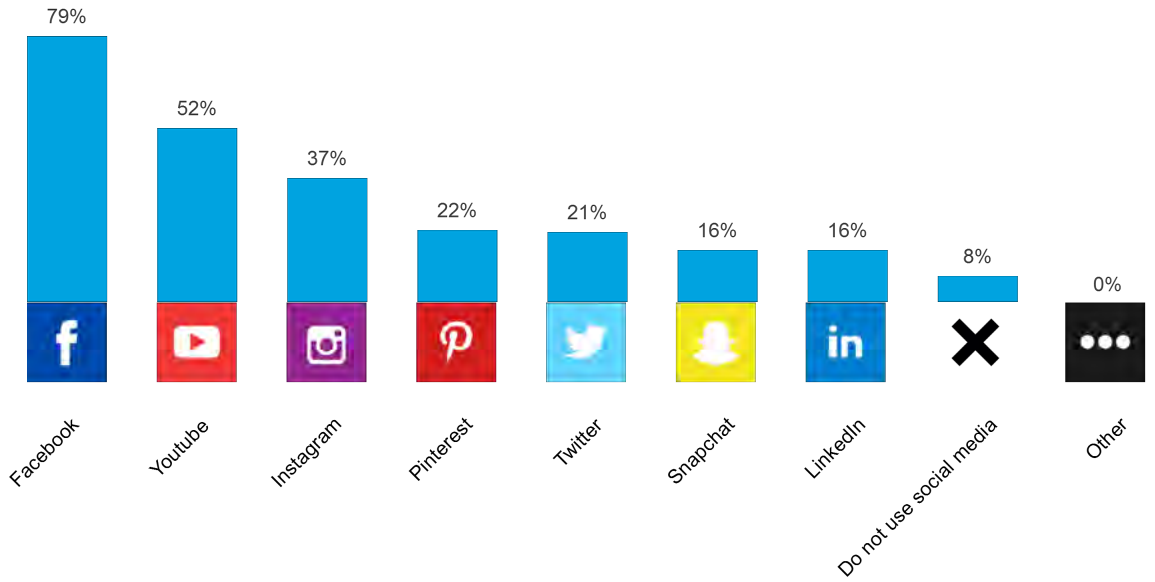
	Bourbon, Horses, & History	U.S. Norm
Used any social media	56%	57%
Read online travel reviews that influenced my travel decisions	28%	23%
Shared travel stories/photos/videos on social media	25%	24%
Saw a video or photo on social media that inspired me to visit	24%	16%
Clicked through on a travel advertisement seen on social media	17%	15%



91%

Followed Influencer

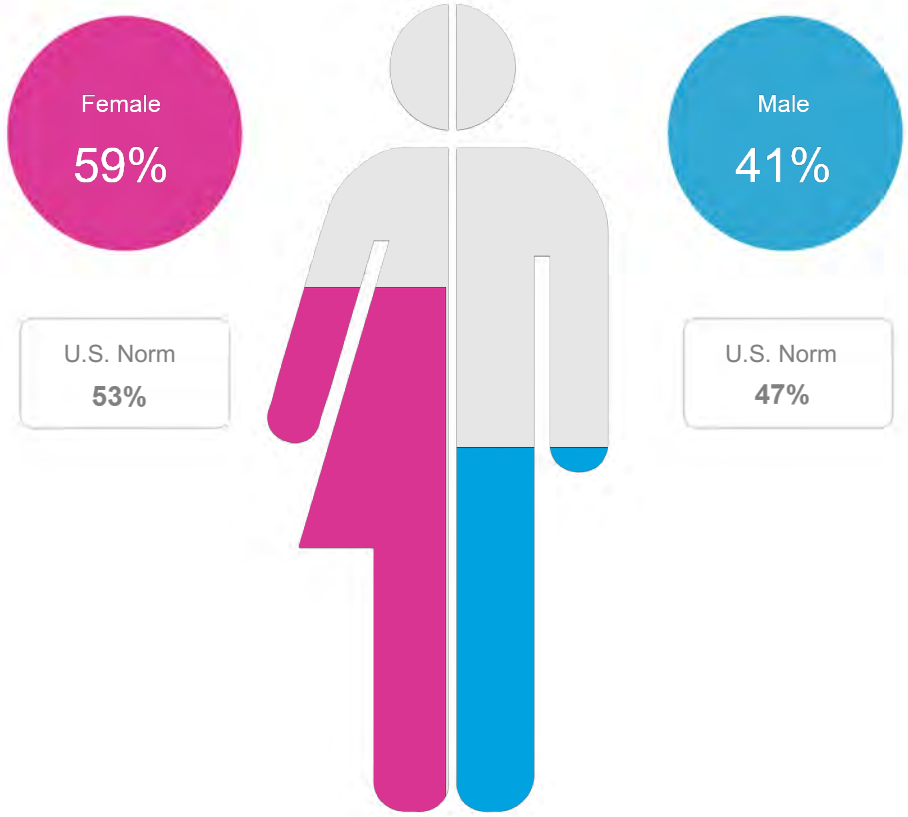
Social media platforms used in general



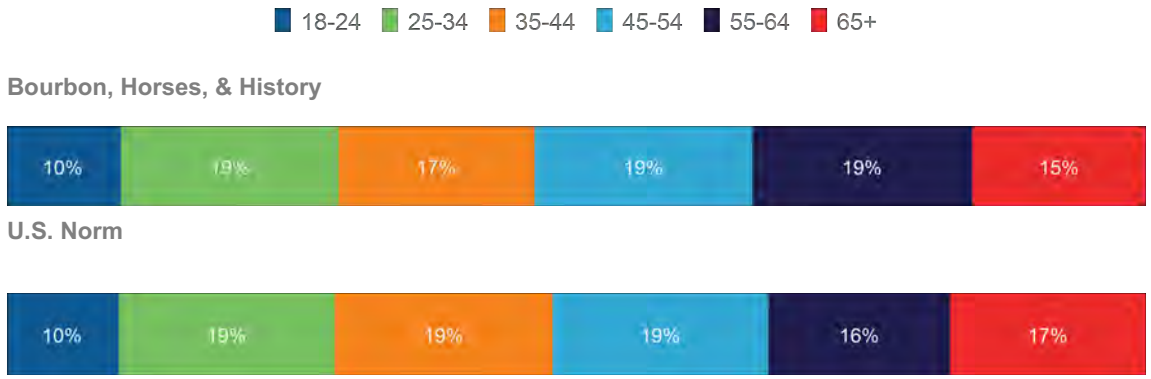
Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: Day Person-Trips

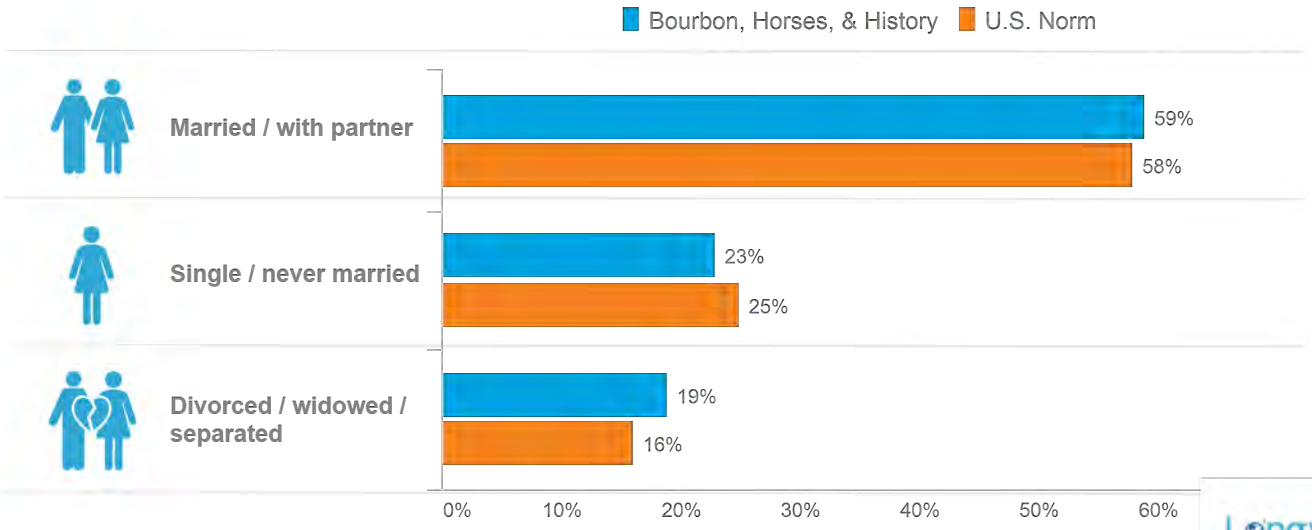
Gender



Age



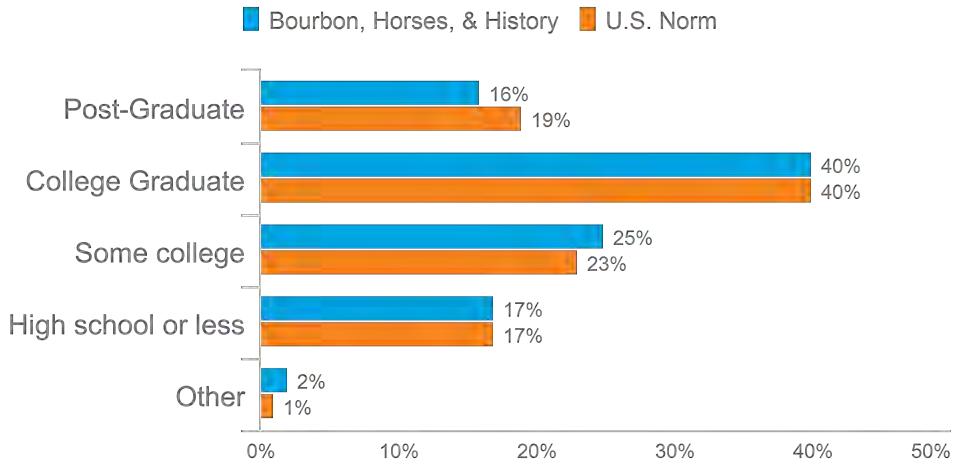
Marital Status



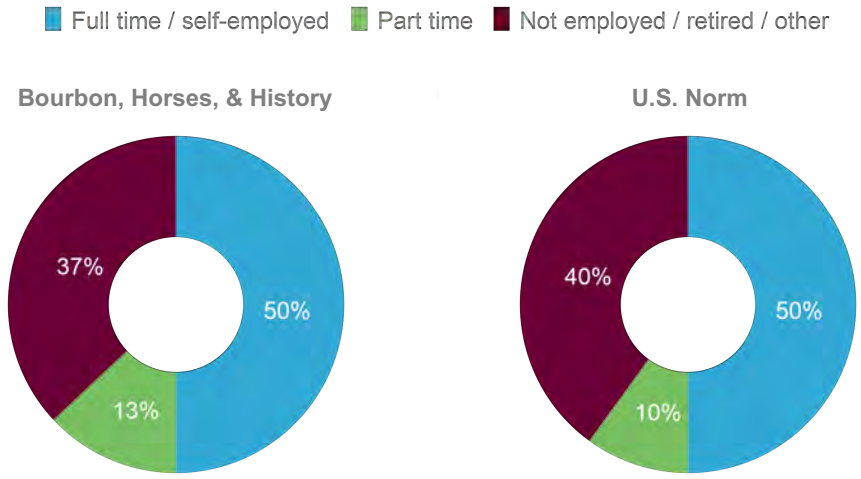
Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: Day Person-Trips

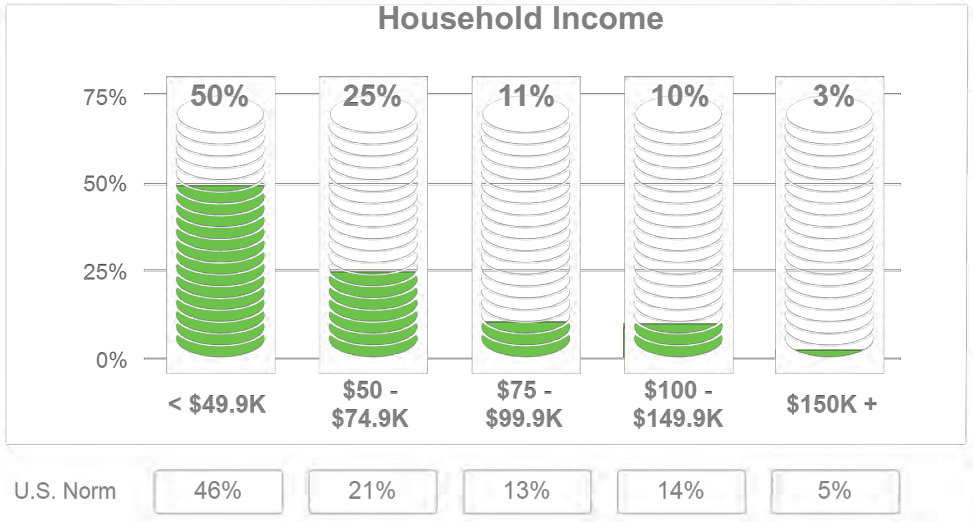
Education



Employment

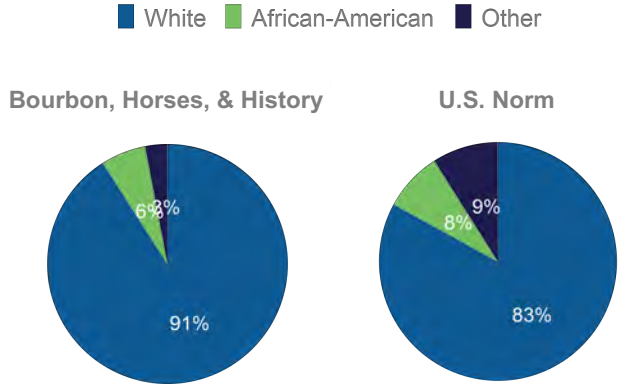


Household Income

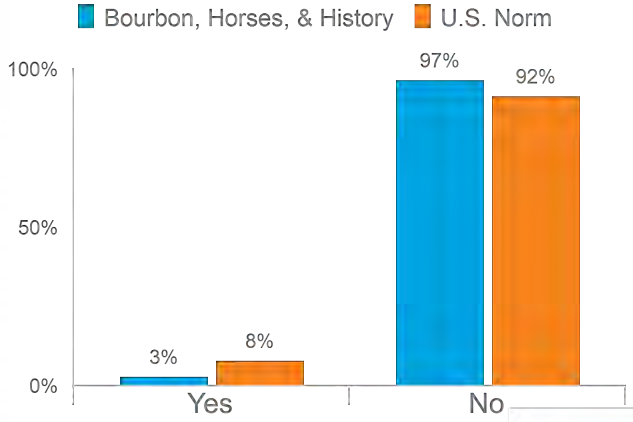


	< $49.9K	$50 - $74.9K	$75 - $99.9K	$100 - $149.9K	$150K +
U.S. Norm	46%	21%	13%	14%	5%

Race



Hispanic Background



Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: Day Person-Trips

Household Size

	1 member	2 members	3 members	4 members	5+ members
	23%	37%	15%	12%	13%
U.S. Norm	23%	35%	18%	14%	11%

Children in Household

Bourbon, Horses, & History

No children under 18	58%
Any 13-17	19%
Any 6-12	20%
Any child under 6	17%

U.S. Norm

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