



# Travel USA Visitor Profile

Daniel Boone Country Region



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 Daniel Boone Country'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 Daniel Boone Country, the following sample was achieved in 2018 & 2019:

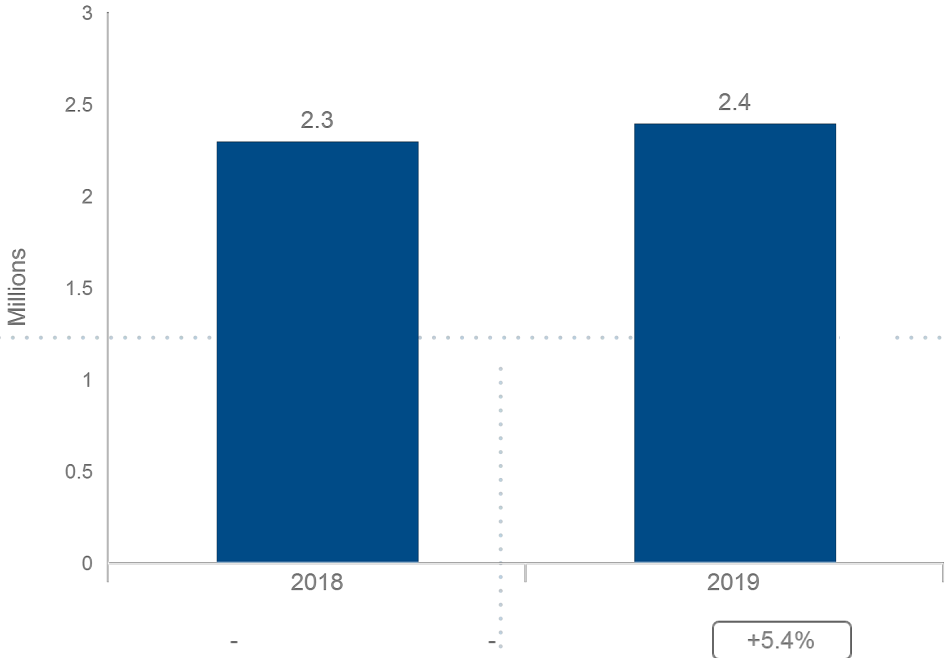


Overnight Base Size

372

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

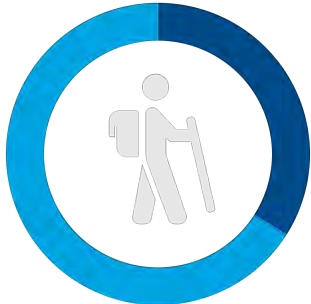
## Overnight Trips to Daniel Boone Country



## Total Size of Daniel Boone Country Overnight Domestic Travel Market

Total Person-Trips

+3.8% vs. last year

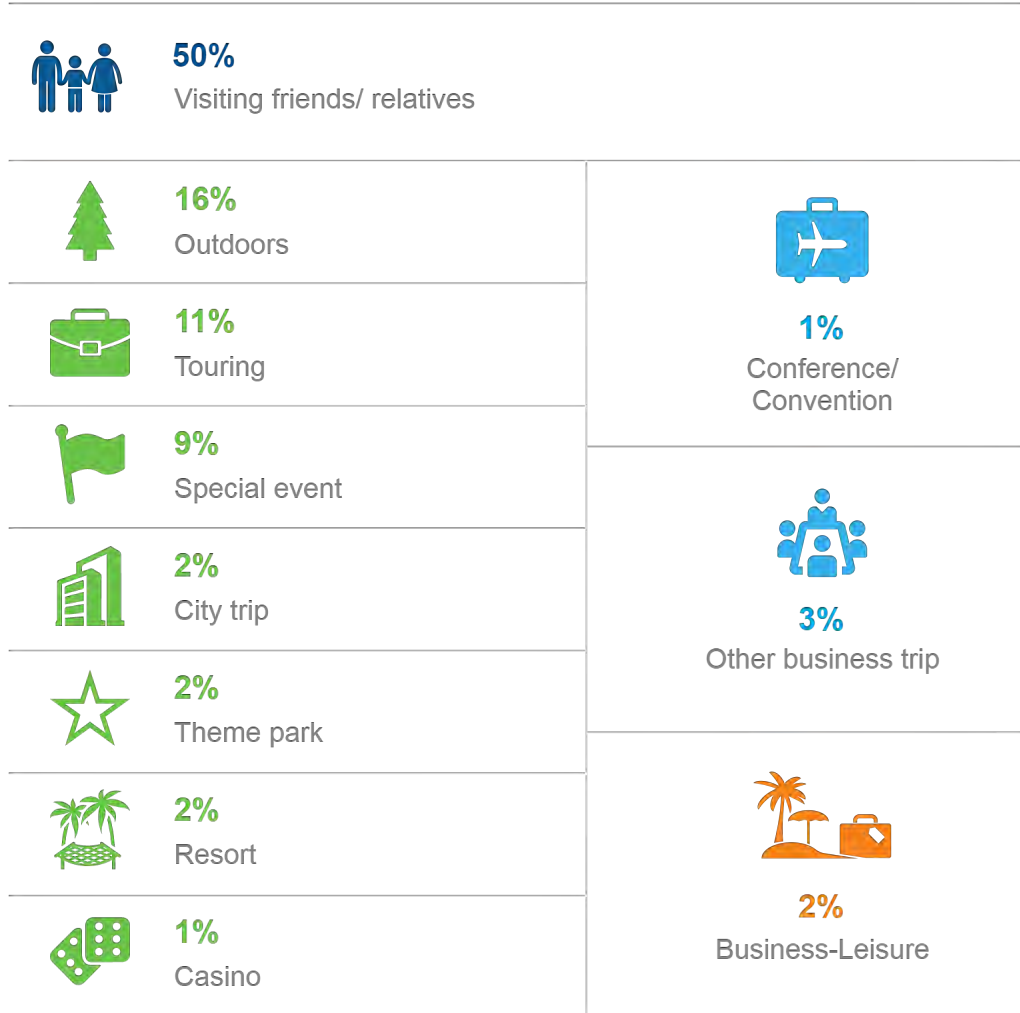


Day	66%	4.6 Million
Overnight	34%	2.4 Million

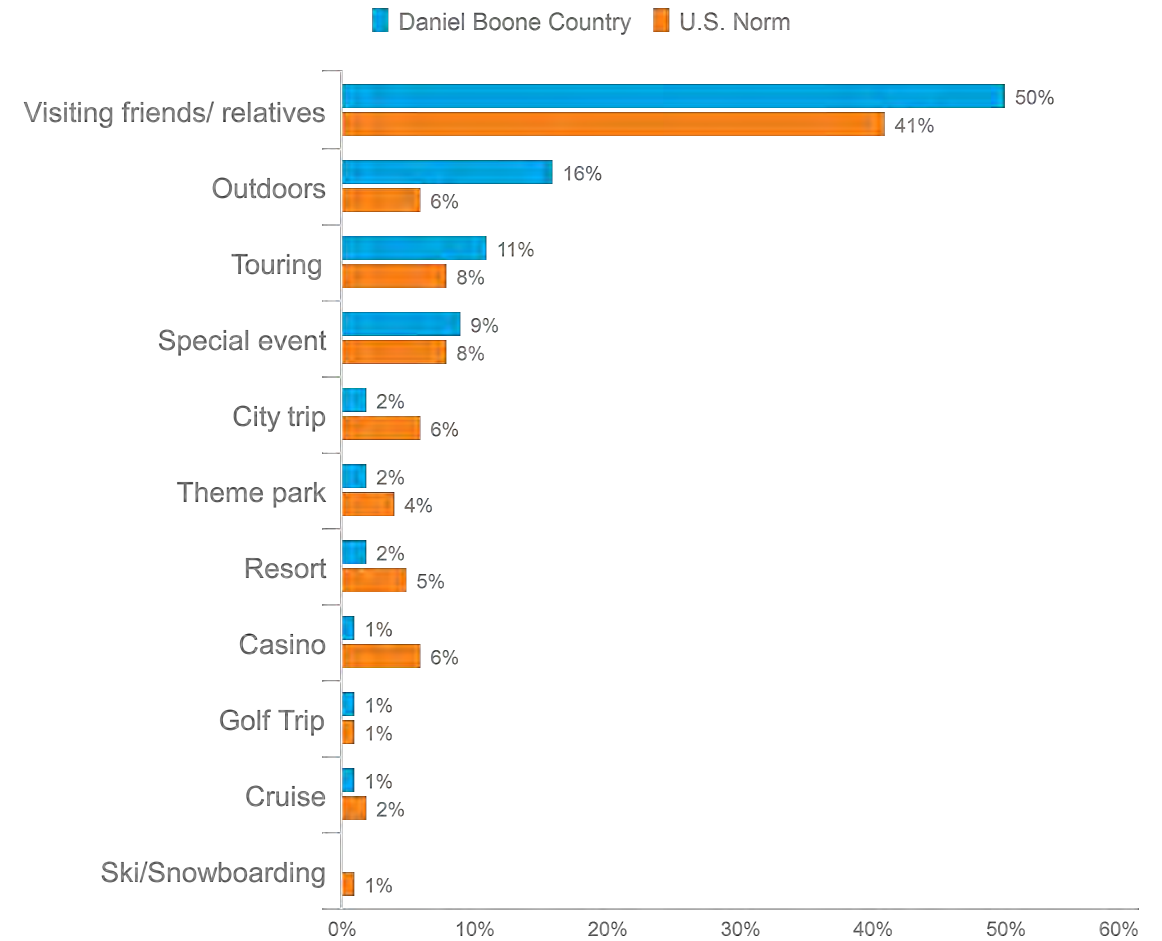
# Daniel Boone Country's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Main Purpose of Trip



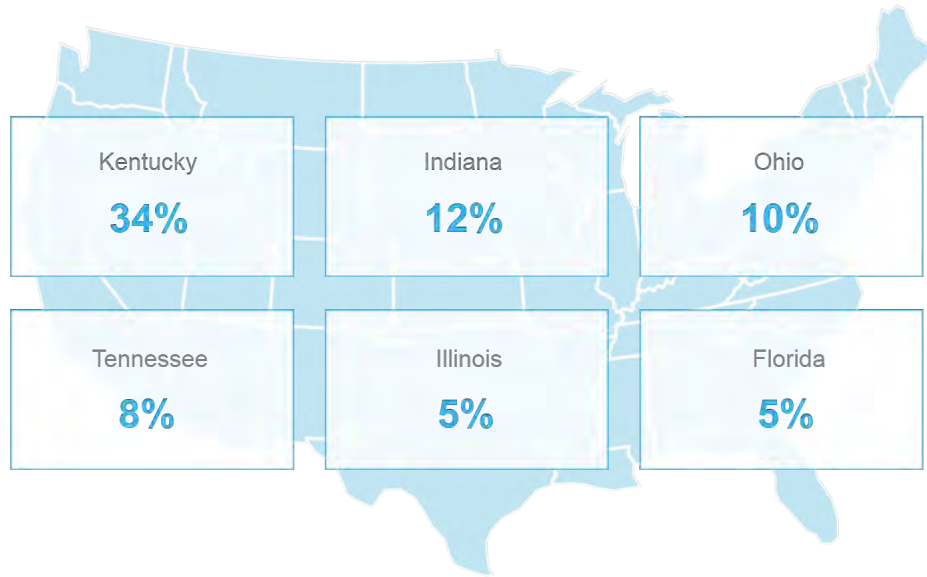
## Main Purpose of Leisure Trip



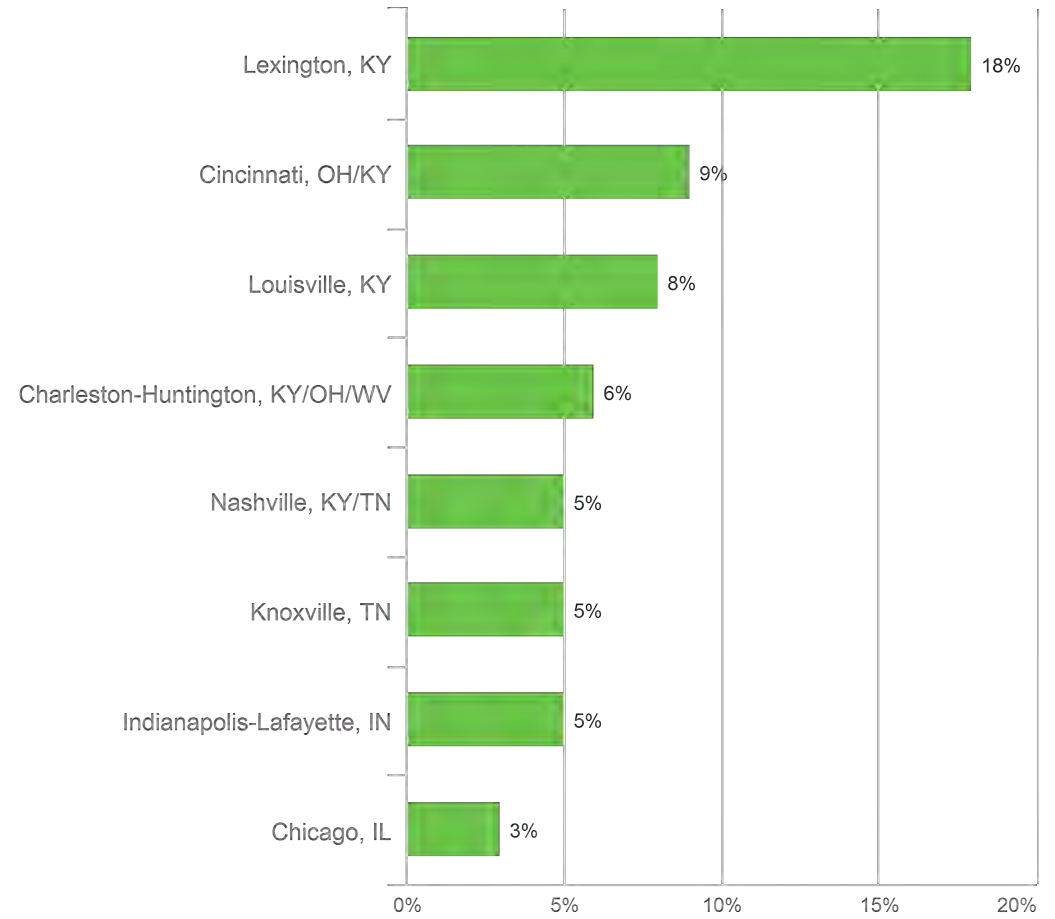
# Daniel Boone Country's Overnight Trip Characteristics

Base: Overnight Person-Trips

## State Origin Of Trip



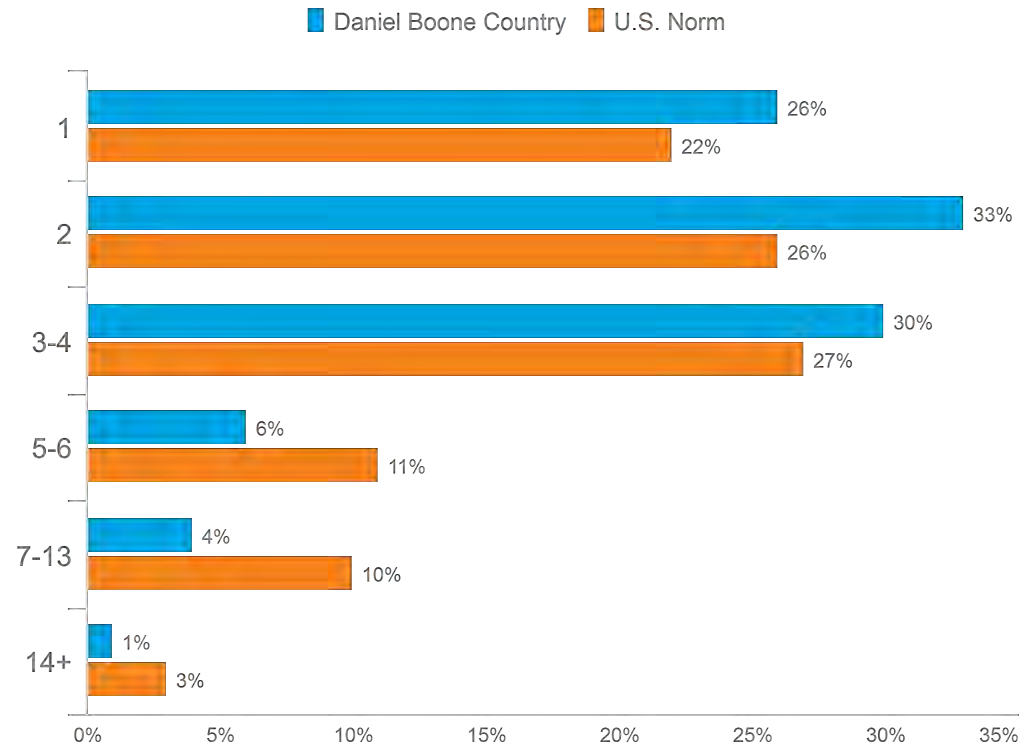
## DMA Origin Of Trip



# Daniel Boone Country's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Total Nights Away on Trip



Daniel Boone Country

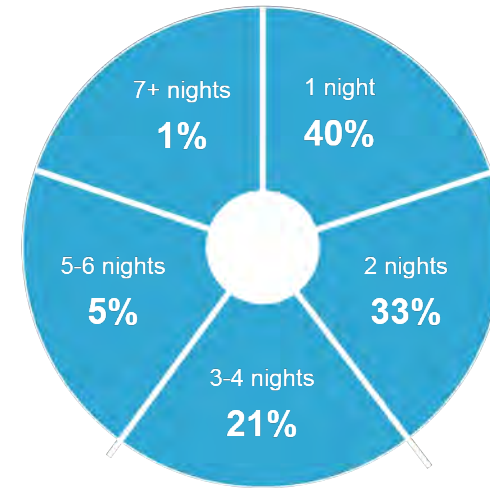
**2.8**

Average Nights

U.S. Norm

**3.8**

Average Nights



## Nights Spent in Daniel Boone Country

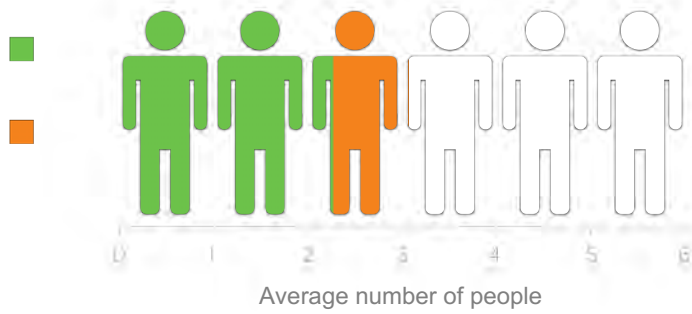
Average number of nights

**2.2**

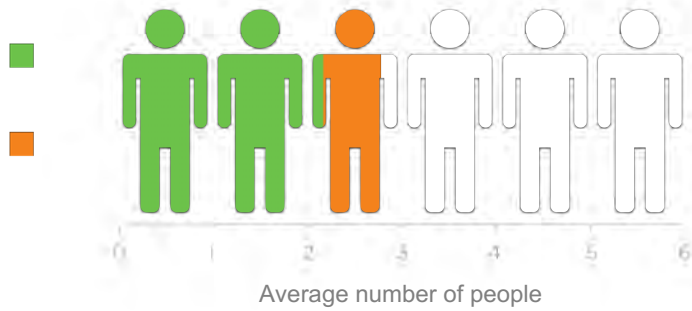
## Size of Travel Party

■ Adults ■ Children

### Daniel Boone Country

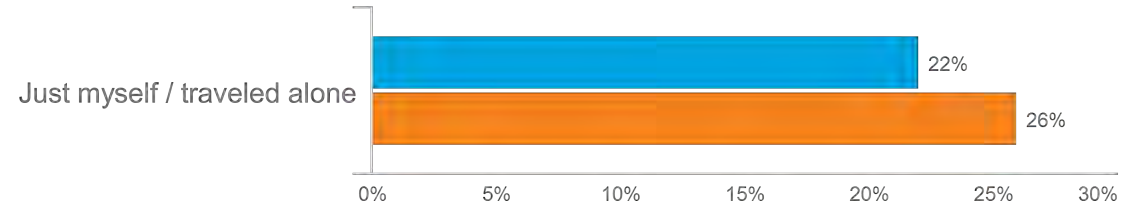


### U.S. Norm



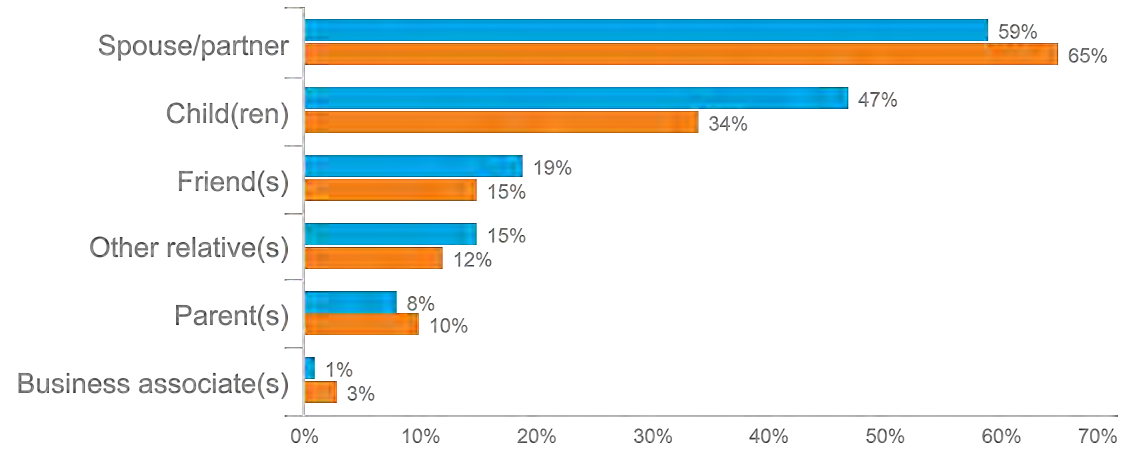
## Percent Who Traveled Alone

■ Daniel Boone Country ■ U.S. Norm



## Composition of Immediate Travel Party

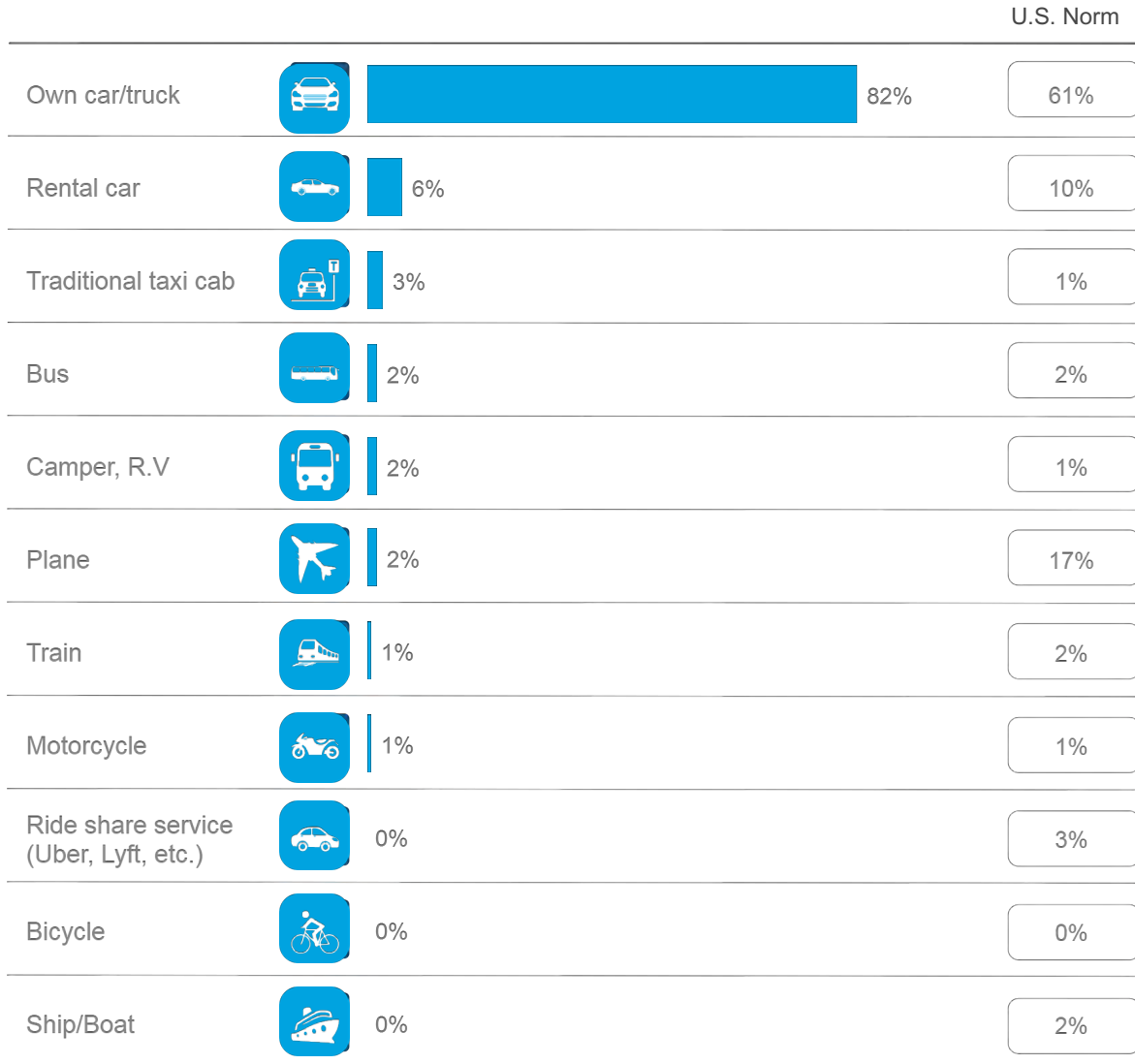
■ Daniel Boone Country ■ U.S. Norm



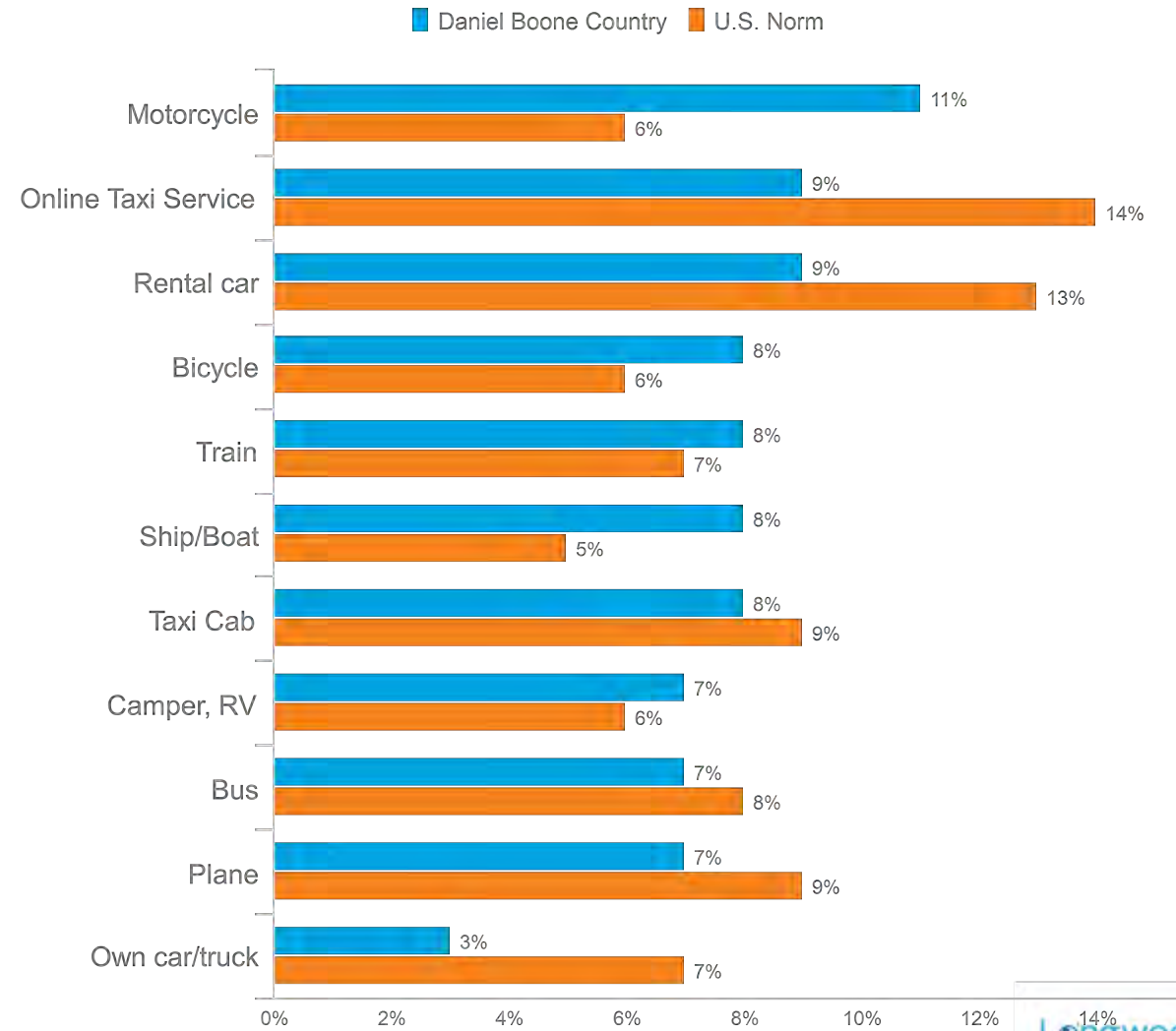
# Daniel Boone Country's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

## Primary Method of Transportation

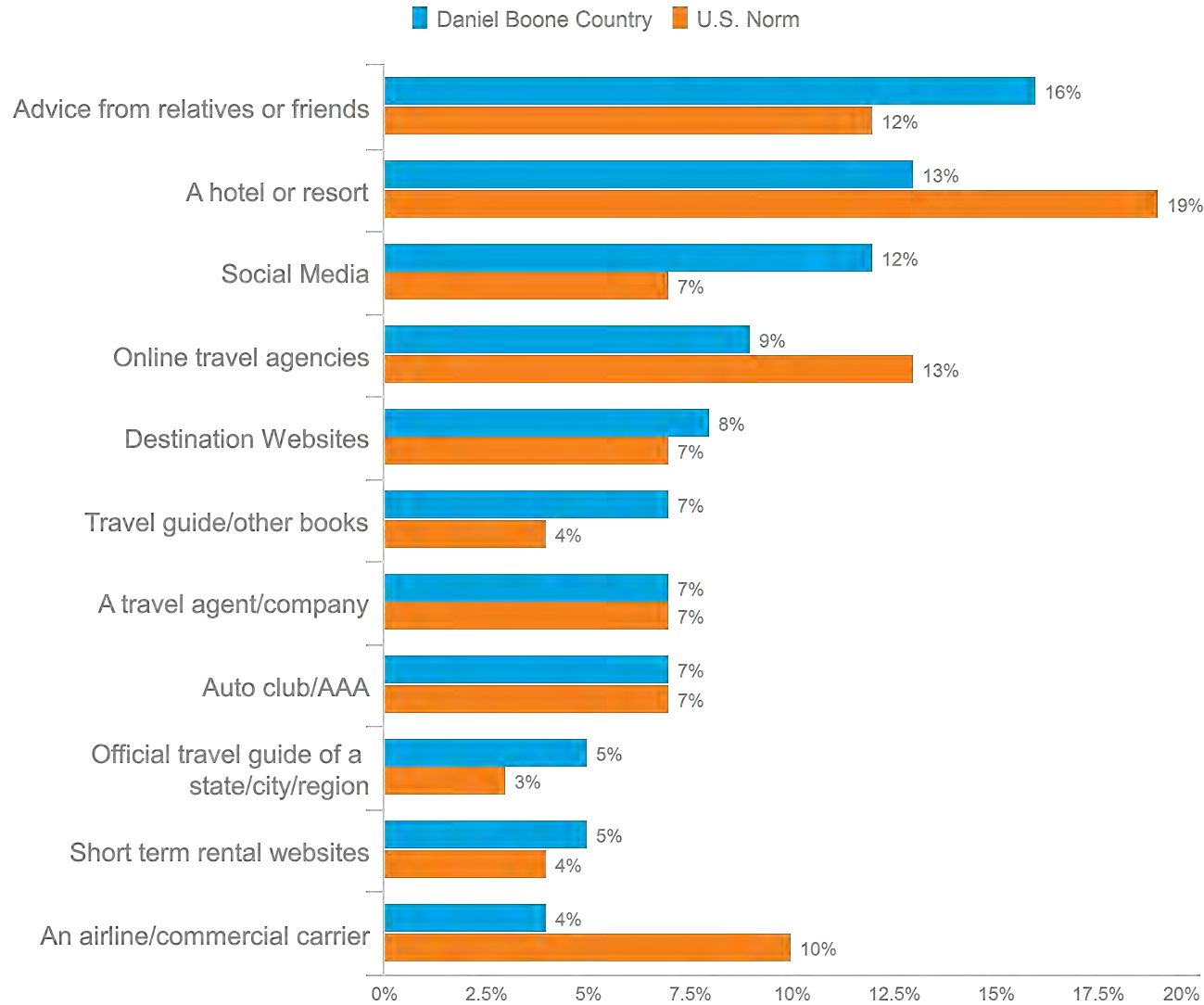


## Other Transportation





## Trip Planning Information Sources



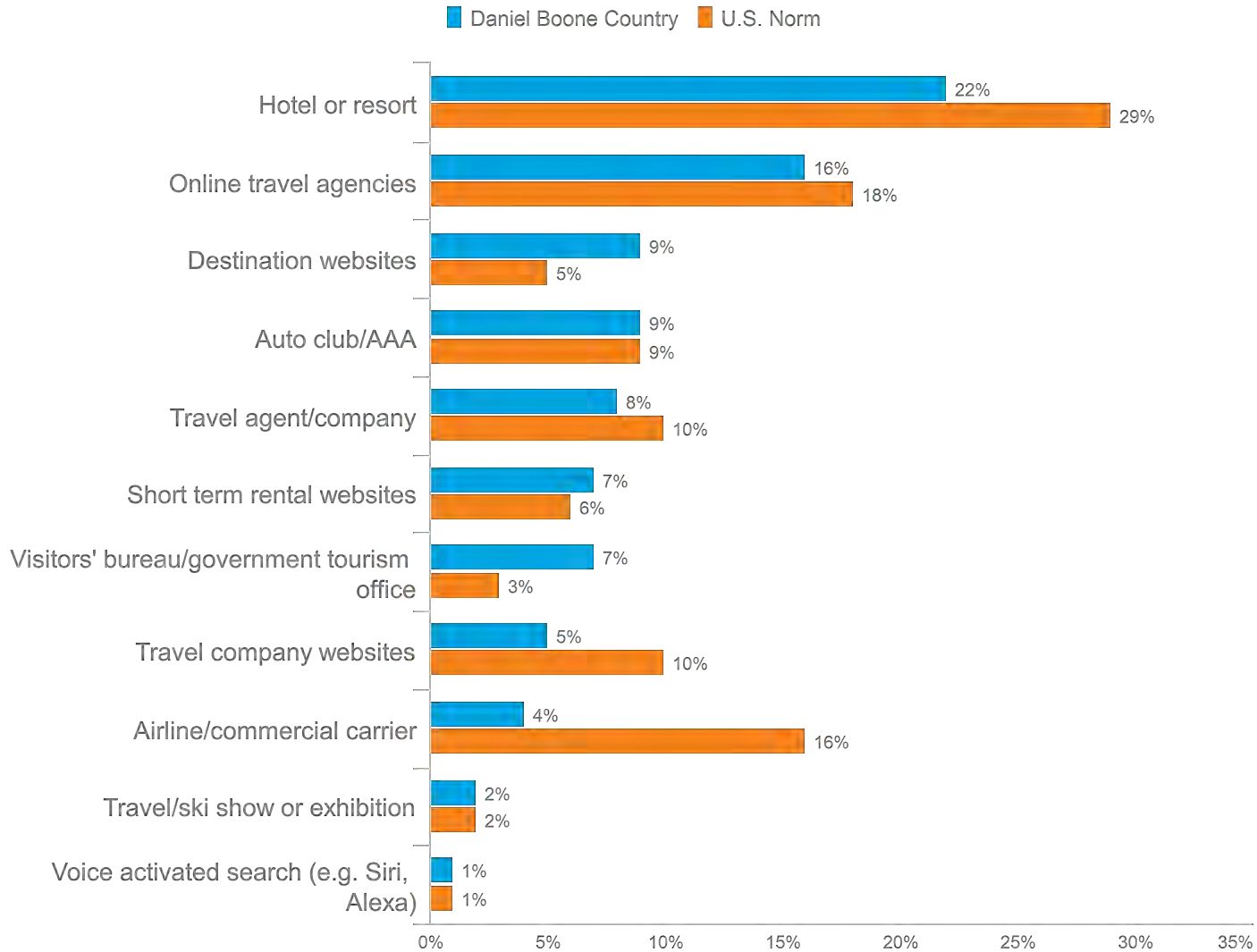
## Length of Trip Planning

	Daniel Boone Country	U.S. Norm
More than 1 year in advance	2%	4%
6-12 months	8%	14%
3-5 months	18%	18%
2 months	17%	17%
1 month or less	38%	33%
Did not plan anything in advance	17%	14%








# Daniel Boone Country's Overnight Trip Characteristics

Base: Overnight Person-Trips

## Method of Booking



## Accommodations

	Daniel Boone Country	U.S. Norm
 Home of friends or relatives	25%	22%
 Motel	24%	16%
 Other hotel	14%	22%
 Campground / trailer park / RV park	14%	4%
 Resort hotel	10%	23%
 Other	7%	5%
 Rented cottage/cabin	6%	3%

## Activities and Experiences (Top 10)

Shopping



**29%**

29%  
29%

Hiking/backpacking



**24%**

24%  
7%

National/state park



**21%**

21%  
9%

Landmark/historic site



**13%**

13%  
12%

Swimming



**13%**

13%  
13%

Museum



**12%**

12%  
10%

Camping



**10%**

10%  
4%

Fishing



**8%**

8%  
5%

Bar/nightclub



**7%**

7%  
14%

Mountain climbing



**7%**

7%  
2%

## Activities of Special Interest (Top 5)

Daniel Boone Country

Historic places	27%
Cultural activities/Attractions	11%
Eco-tourism	8%
Exceptional Culinary Experiences	7%
Winery Tours/Tasting	7%






## 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%

# Daniel Boone Country's Overnight Trip Characteristics

Base: Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Daniel Boone Country	U.S. Norm	Daniel Boone Country	U.S. Norm
	Used any device	<b>79%</b>	<b>84%</b>	<b>79%</b>	<b>79%</b>
	Smartphone	<b>39%</b>	<b>30%</b>	<b>63%</b>	<b>63%</b>
	Laptop	<b>37%</b>	<b>39%</b>	<b>27%</b>	<b>26%</b>
	Desktop/Home computer	<b>30%</b>	<b>38%</b>	<b>0%</b>	<b>0%</b>
	Tablet	<b>21%</b>	<b>14%</b>	<b>24%</b>	<b>22%</b>

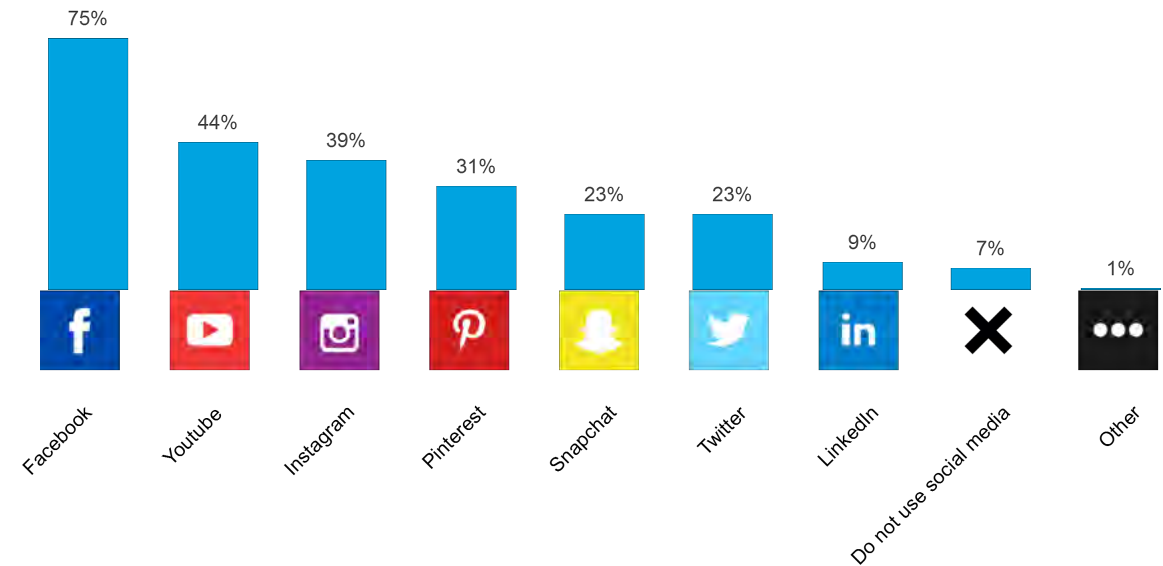
## Online Social Media Use by Travelers

	Daniel Boone Country	U.S. Norm
 Used any social media	66%	55%
 Shared travel stories/photos/videos on social media	29%	24%
 Read online travel reviews that influenced my travel decisions	24%	22%
 Saw a video or photo on social media that inspired me to visit	24%	14%
 Clicked through on a travel advertisement seen on social media	23%	13%





















**48%**  
Followed Influencer

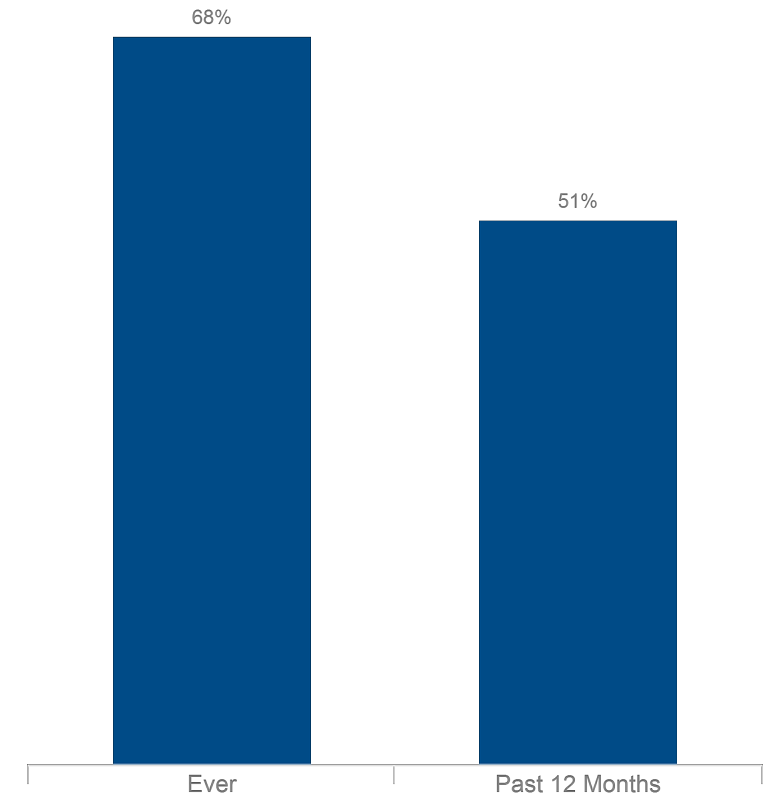
## Social media platforms used in general



## % Very Satisfied with Trip

	Overall trip experience		74%
	Friendliness of people		70%
	Safety and Security		64%
	Quality of food		61%
	Sightseeing and attractions		59%
	Quality of accommodations		58%
	Value for money		58%
	Cleanliness		57%
	Music/nightlife/entertainment		36%

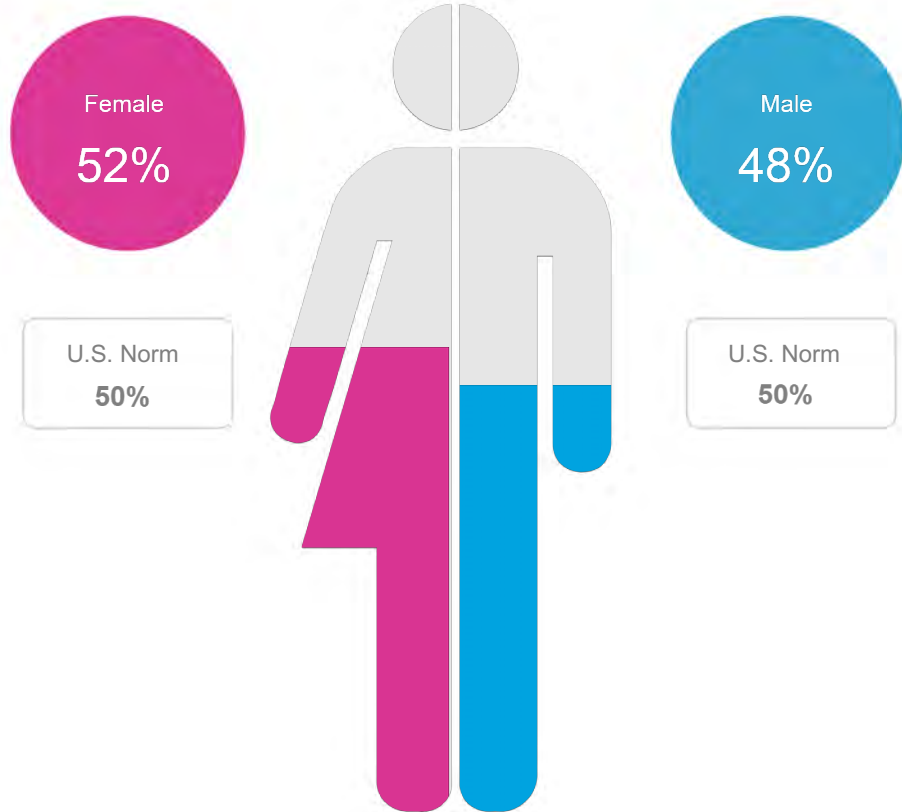
## Past Visitation to Daniel Boone Country



# Demographic Profile of Overnight Daniel Boone Country Visitors

Base: Overnight Person-Trips

## Gender



## Age

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

### Daniel Boone Country

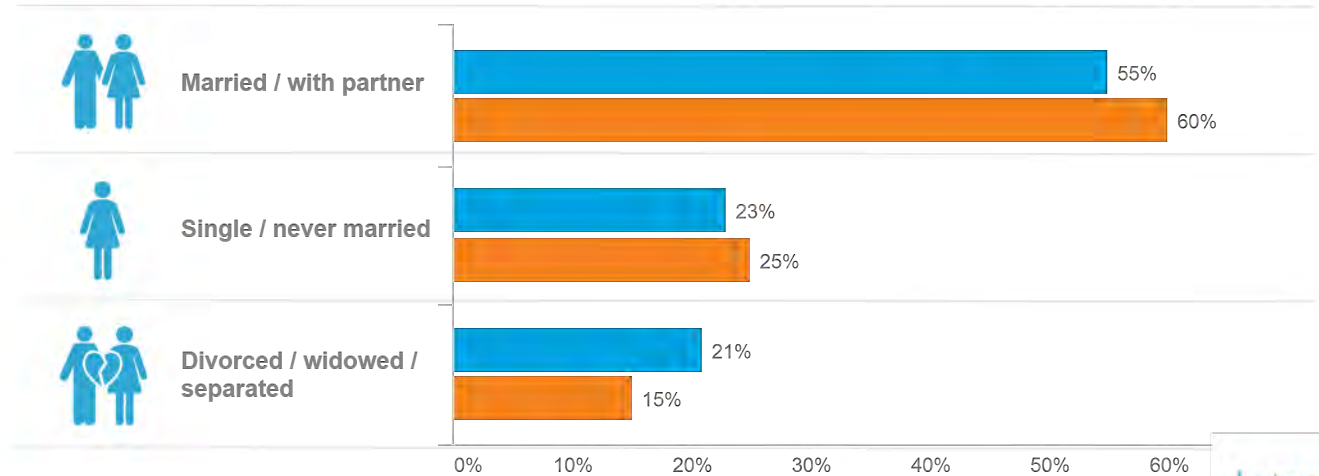


### U.S. Norm



## Marital Status

Daniel Boone Country U.S. Norm

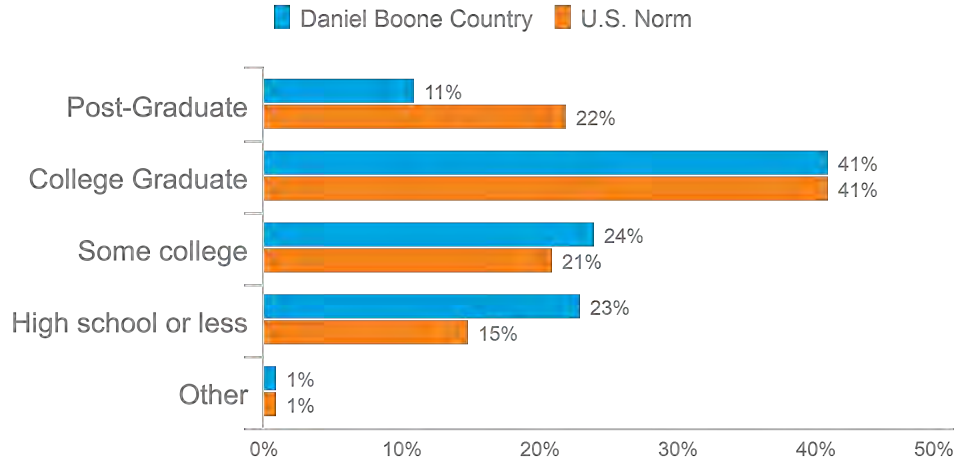


# Demographic Profile of Overnight Daniel Boone Country Visitors

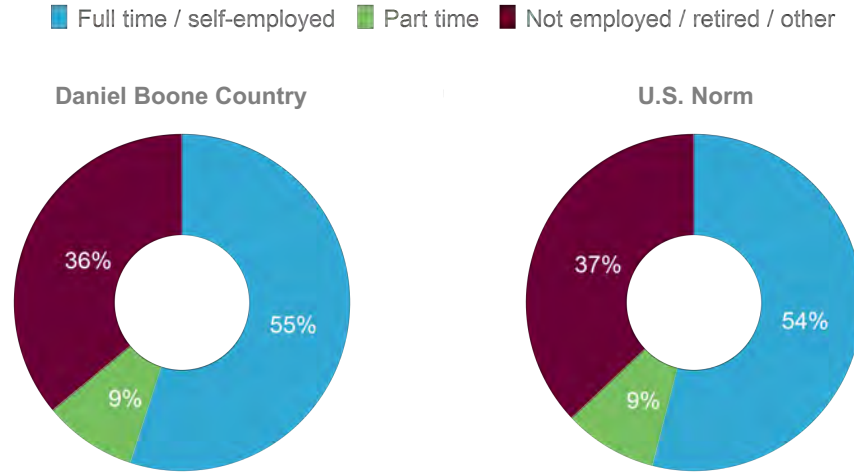
Base: Overnight Person-Trips

\* n < 250

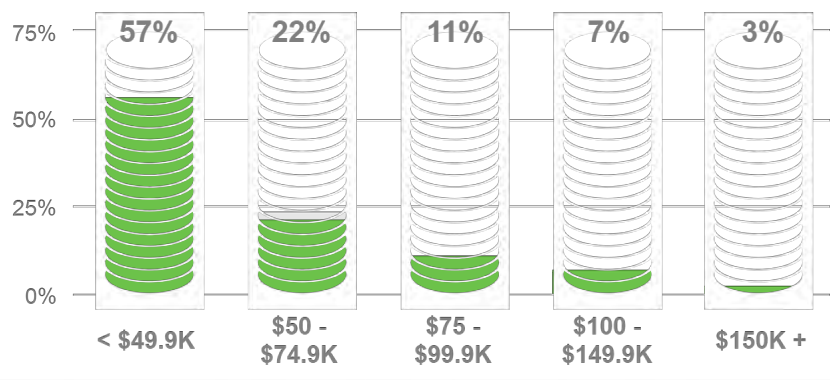
## Education



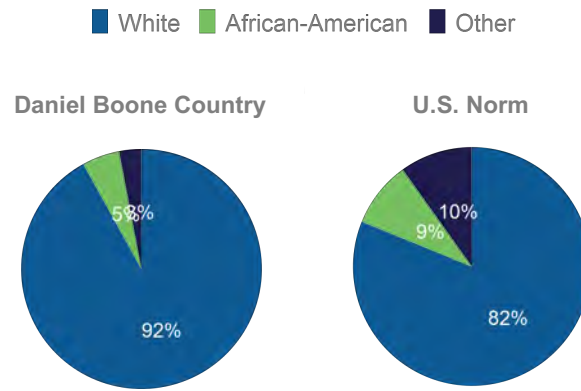
## Employment



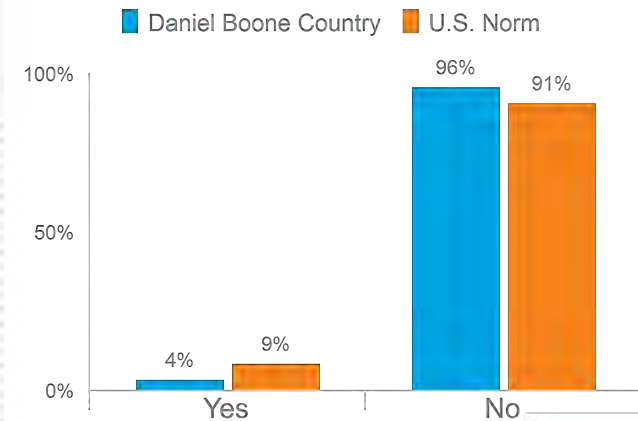
## Household Income



## Race



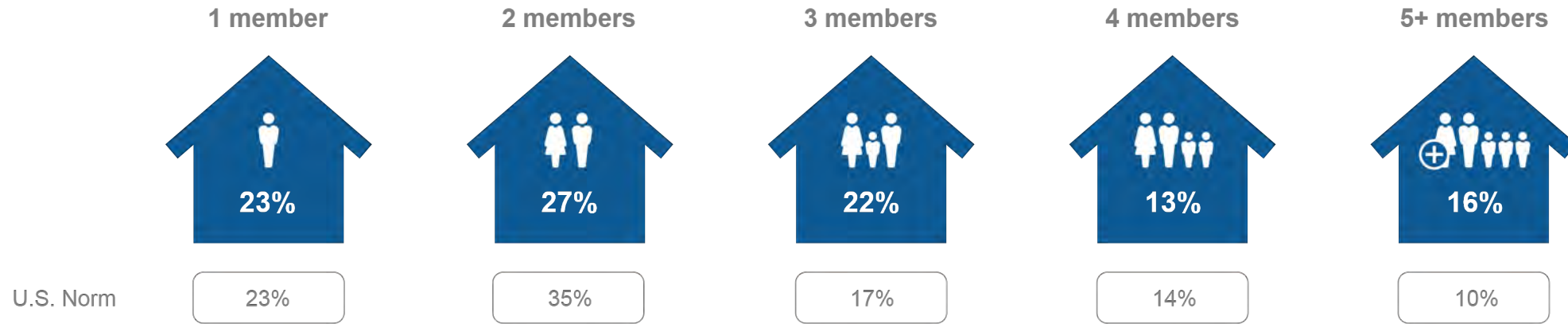
## Hispanic Background



U.S. Norm    39%    21%    15%    17%    8%



## Household Size



## Children in Household

