



Travel USA Visitor Profile

Kentucky's Appalachians 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 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:

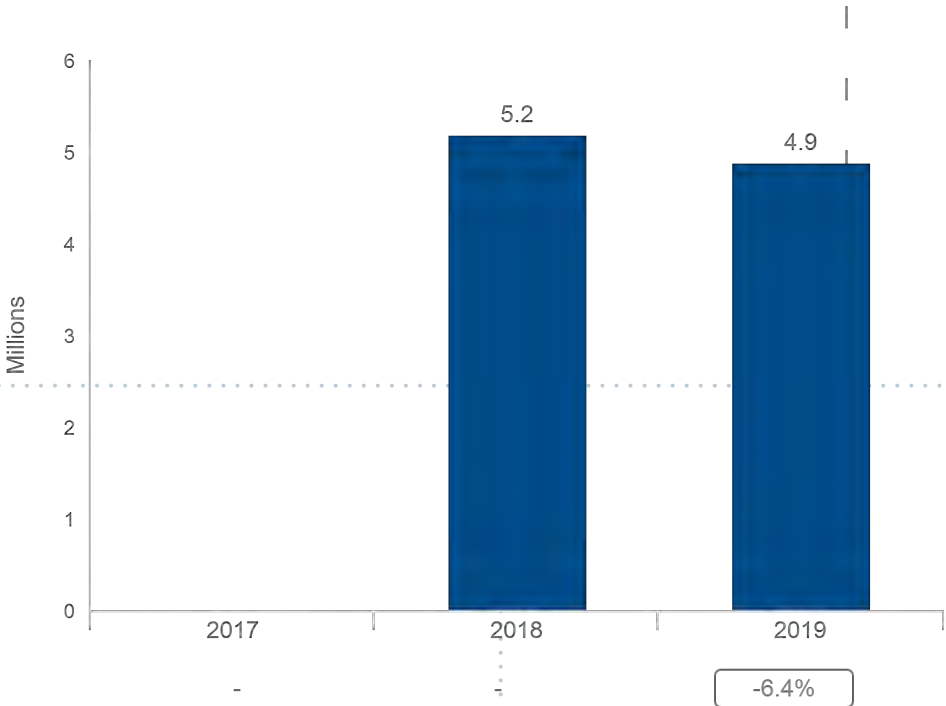


Day Base Size

303

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

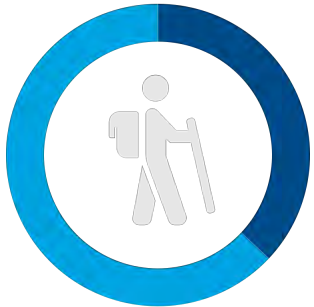
Day Trips to Kentucky's Appalachians



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

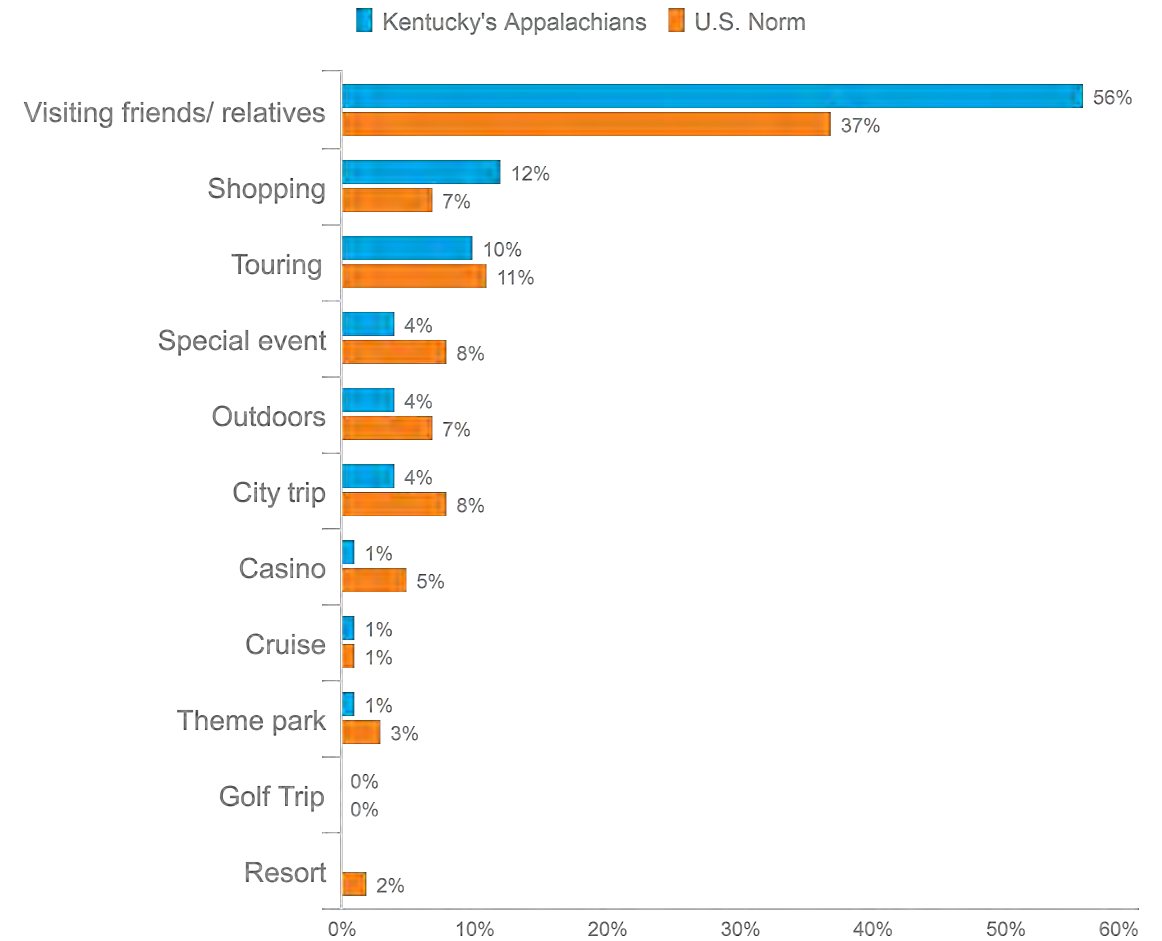
Kentucky's Appalachians's Day Trip Characteristics

Base: Day Person-Trips

Main Purpose of Trip

 56% Visiting friends/ relatives	
 12% Shopping	
 10% Touring	 1% Conference/ Convention
 4% Special event	
 4% Outdoors	 4% Other business trip
 4% City trip	
 1% Casino	
 1% Cruise	 2% Business-Leisure

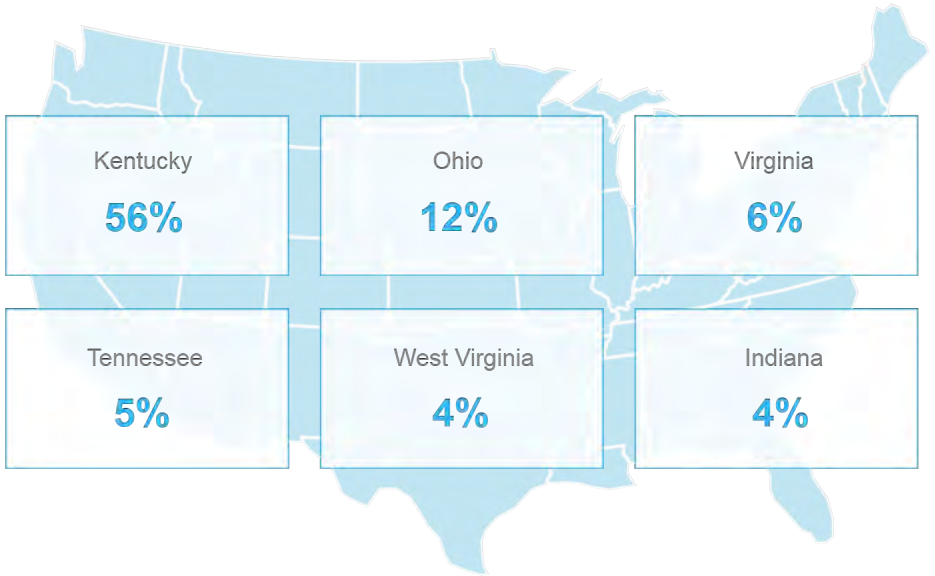
Main Purpose of Leisure Trip



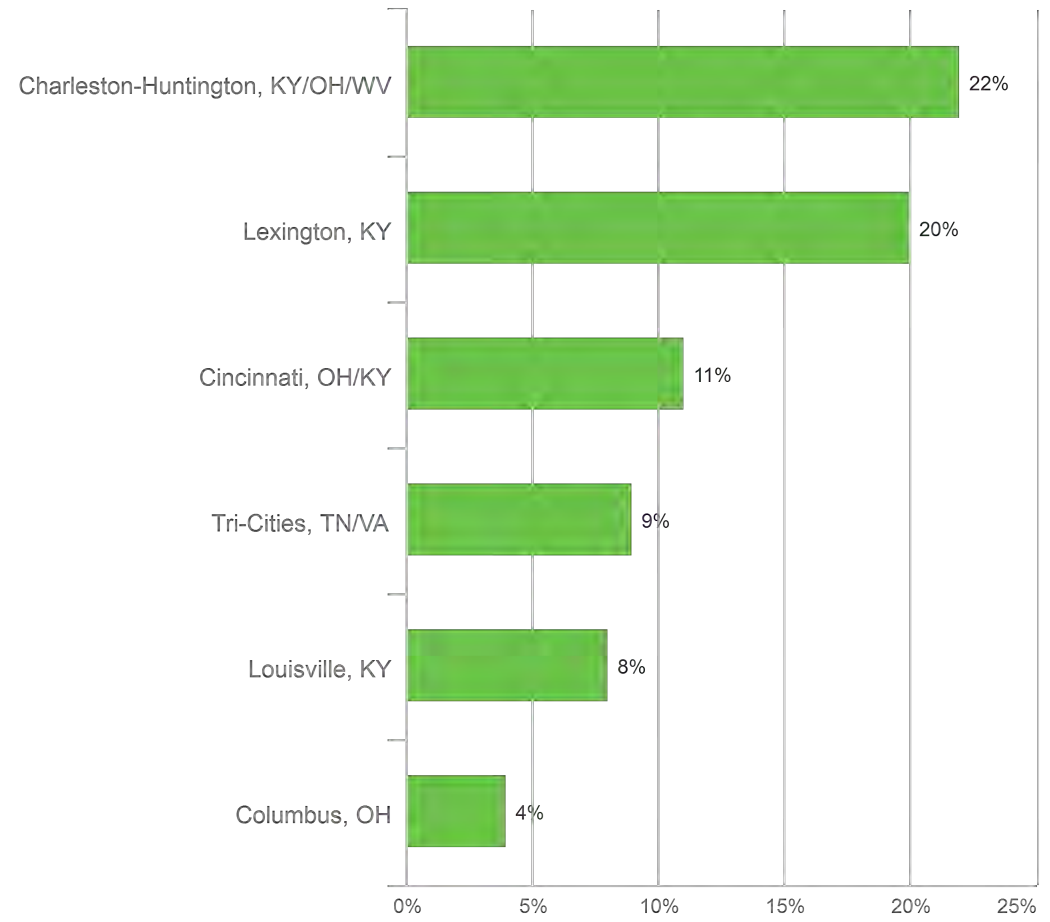
Kentucky's Appalachians's Day Trip Characteristics

Base: Day Person-Trips

State Origin Of Trip



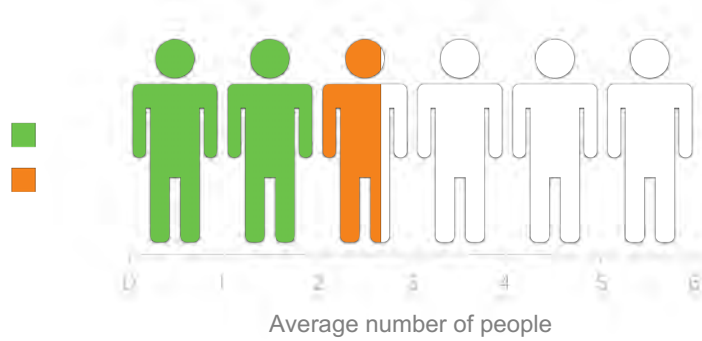
DMA Origin Of Trip



Size of Travel Party

■ Adults ■ Children

Kentucky's Appalachians

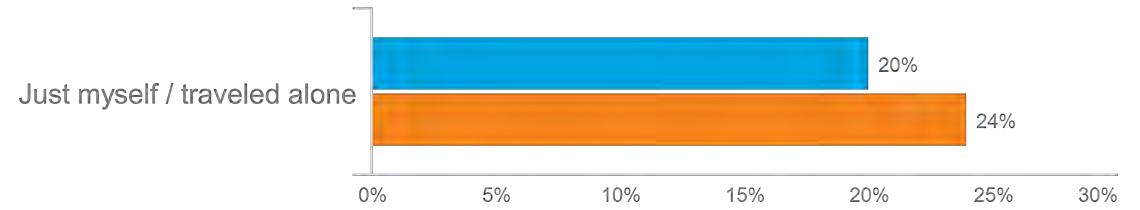


U.S. Norm



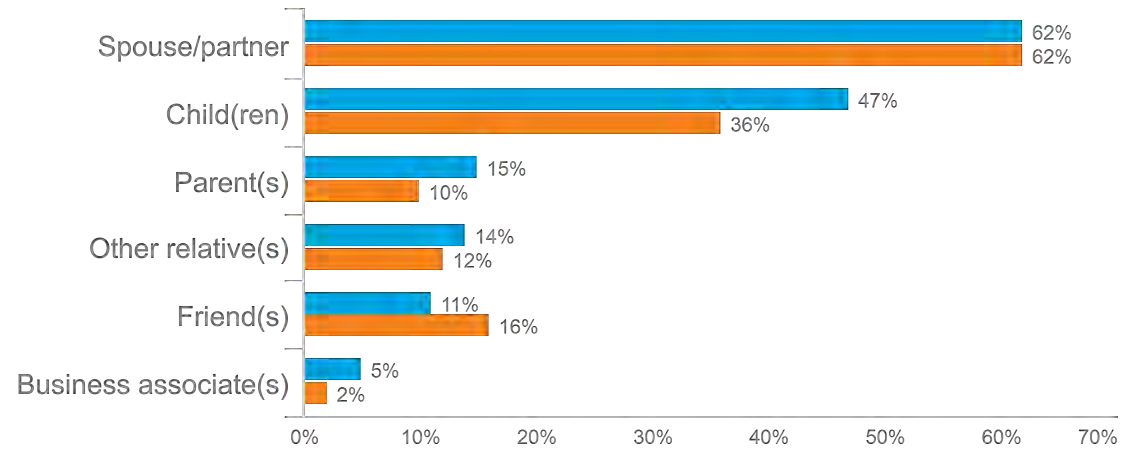
Percent Who Traveled Alone

■ Kentucky's Appalachians ■ U.S. Norm



Composition of Immediate Travel Party

■ Kentucky's Appalachians ■ U.S. Norm



Activities and Experiences (Top 10)

Shopping



39%

U.S. Norm
24%

Landmark/historic site



10%

U.S. Norm
7%

National/state park



9%

U.S. Norm
6%

Hiking/backpacking



8%

U.S. Norm
5%

Fishing



7%

U.S. Norm
3%

Swimming



6%

U.S. Norm
5%

Museum



5%

U.S. Norm
7%

Camping



5%

U.S. Norm
2%

Fine/upscale dining



4%

U.S. Norm
6%

Business Convention,
Conference



4%

U.S. Norm
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%

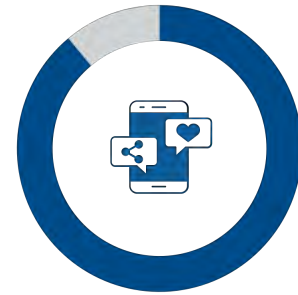
Activities of Special Interest (Top 5)

U.S. Norm

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

Online Social Media Use by Travelers

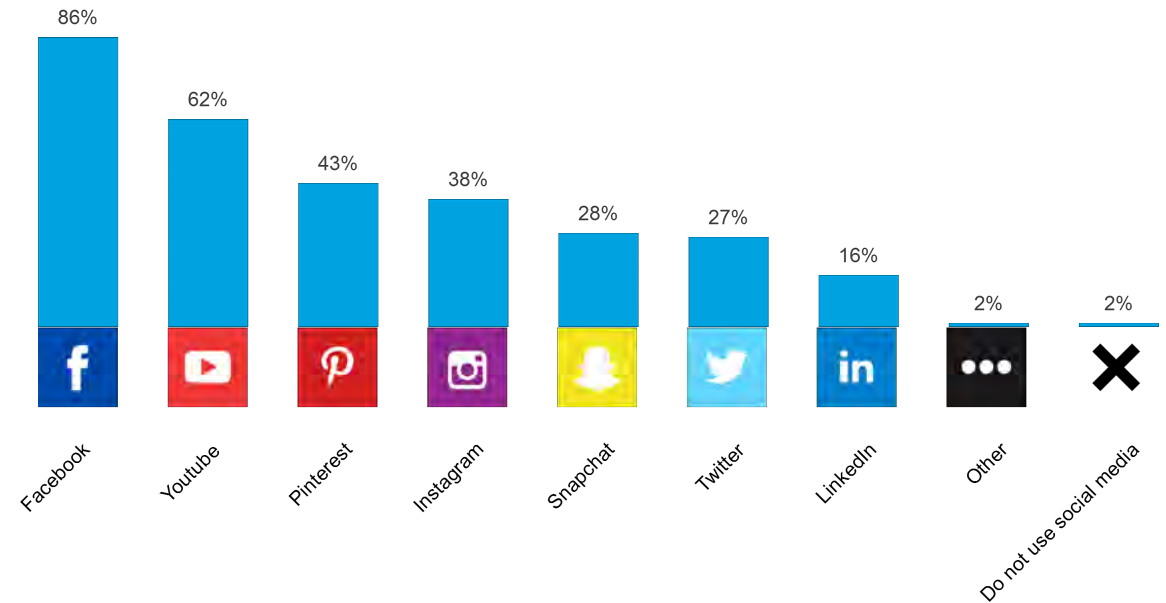
	Kentucky's Appalachians	U.S. Norm
 Used any social media	62%	57%
 Shared travel stories/photos/videos on social media	32%	24%
 Clicked through on a travel advertisement seen on social media	24%	15%
Followed a social media influencer such as a celebrity, blogger, or opinion leader	22%	11%
 Followed a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



89%

Followed Influencer

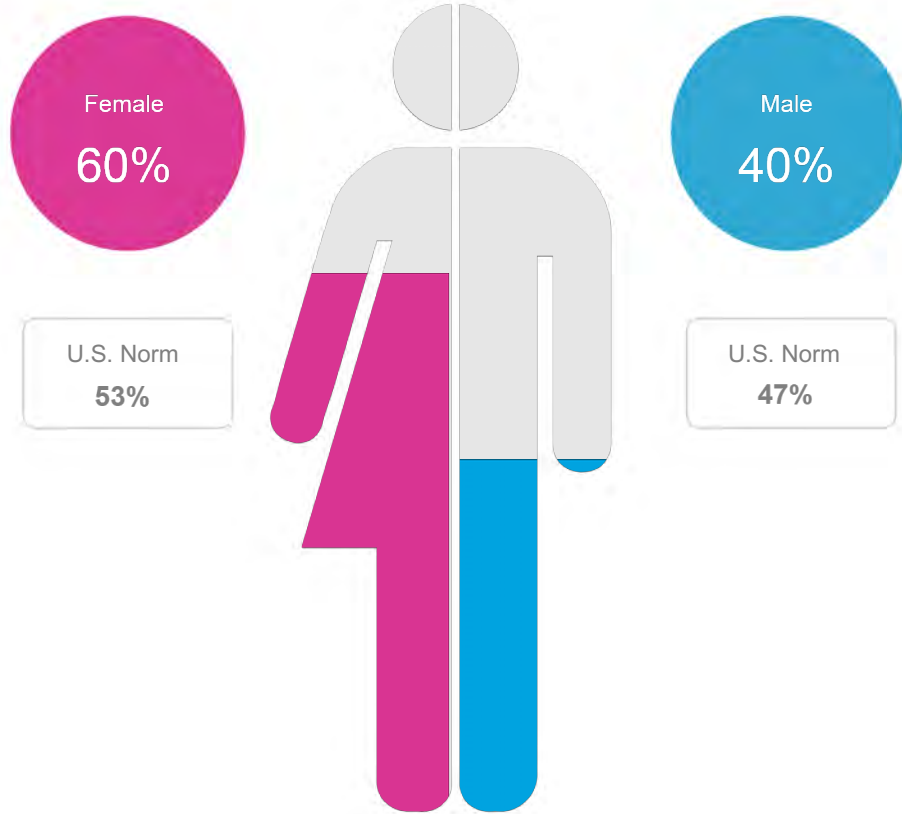
Social media platforms used in general



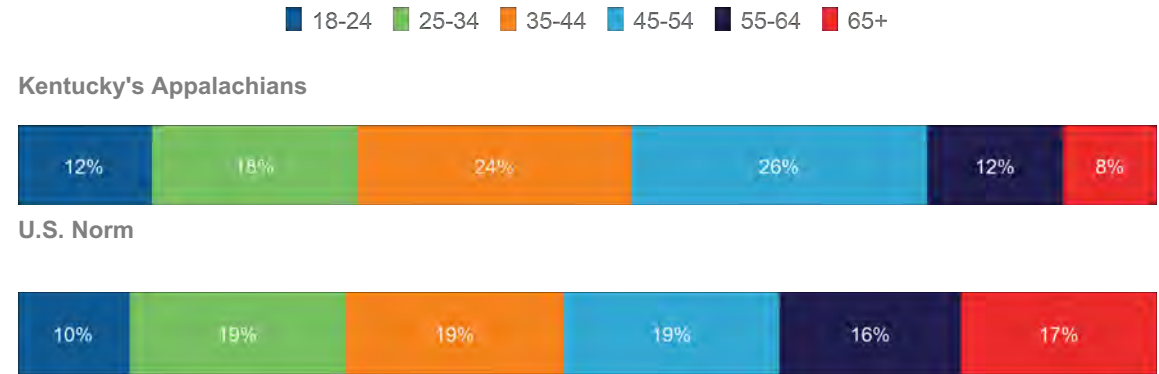
Demographic Profile of Day Kentucky's Appalachians Visitors

Base: Day Person-Trips

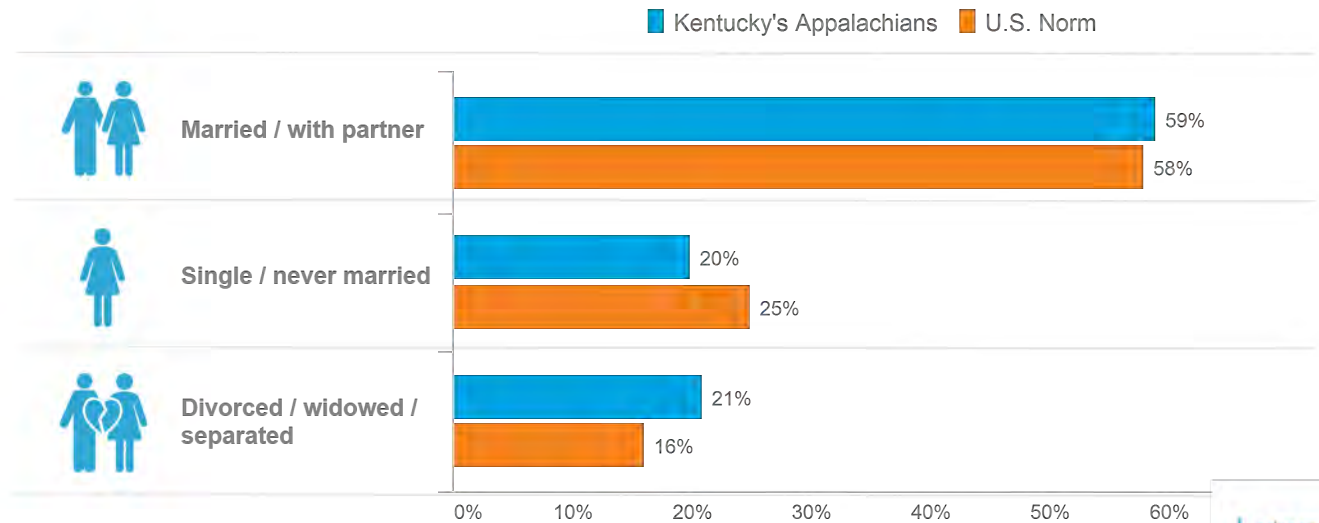
Gender



Age



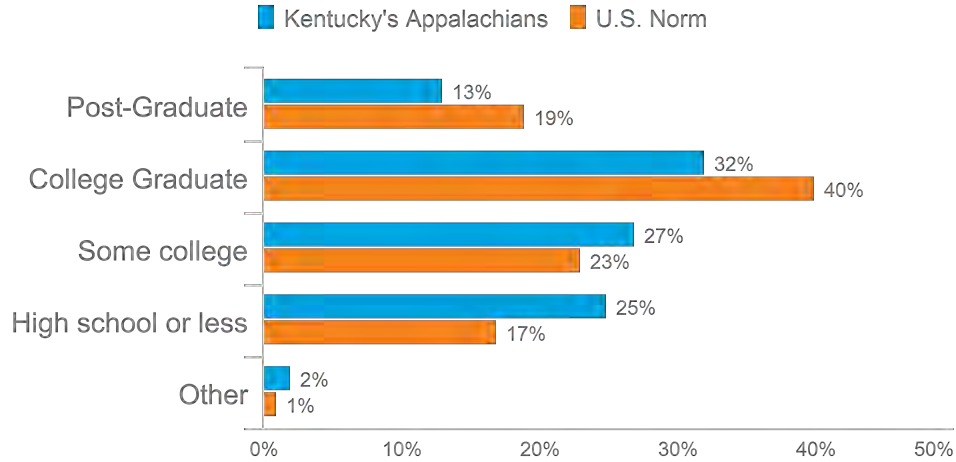
Marital Status



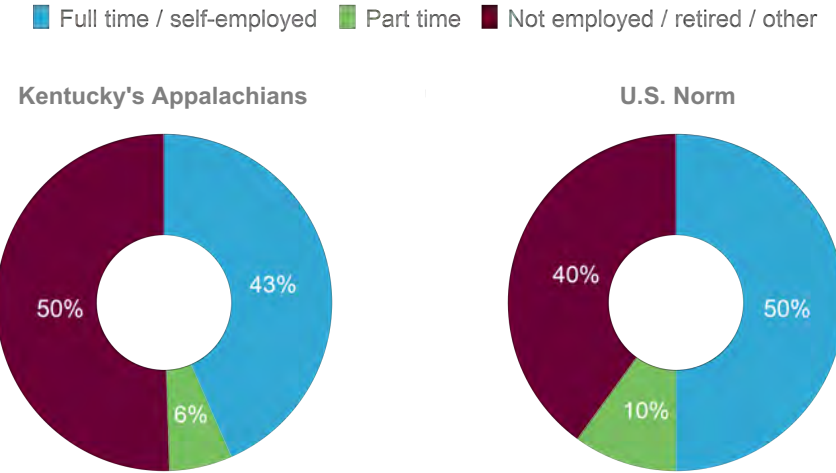
Demographic Profile of Day Kentucky's Appalachians Visitors

Base: Day Person-Trips

Education



Employment

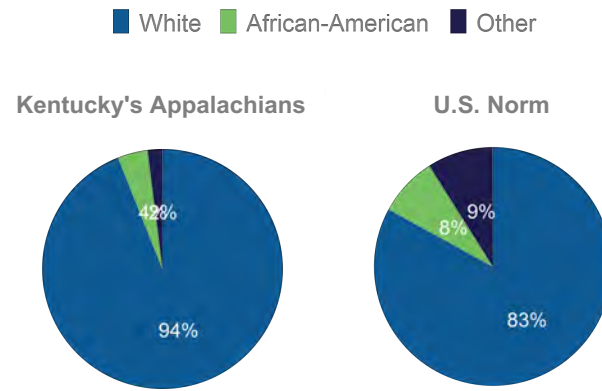


Household Income

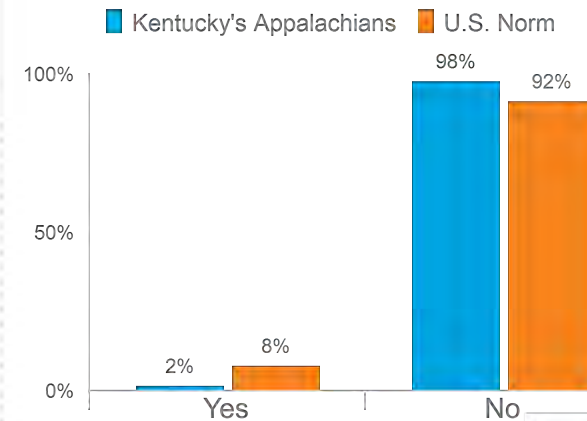


U.S. Norm: 46%, 21%, 13%, 14%, 5%

Race



Hispanic Background

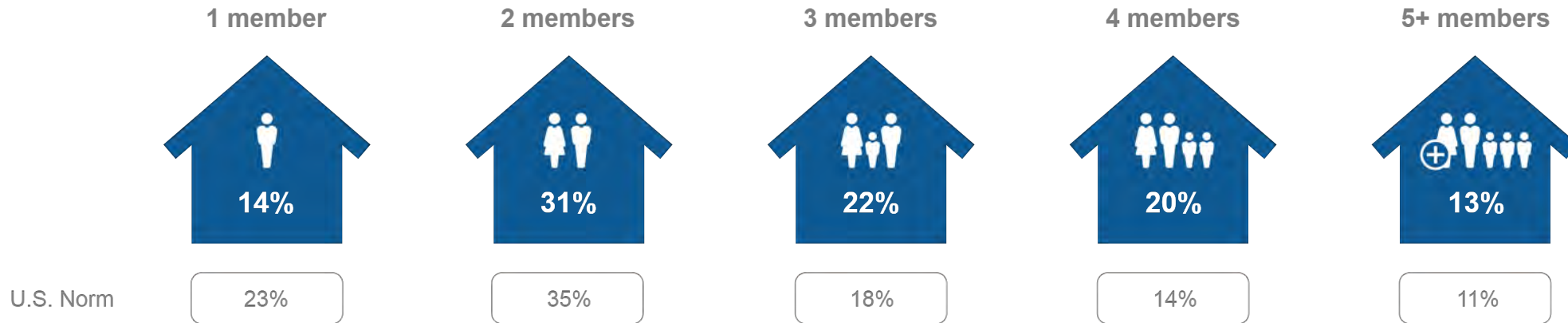


Demographic Profile of Day Kentucky's Appalachians Visitors

Base: Day Person-Trips

* n < 250

Household Size



Children in Household

