



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:

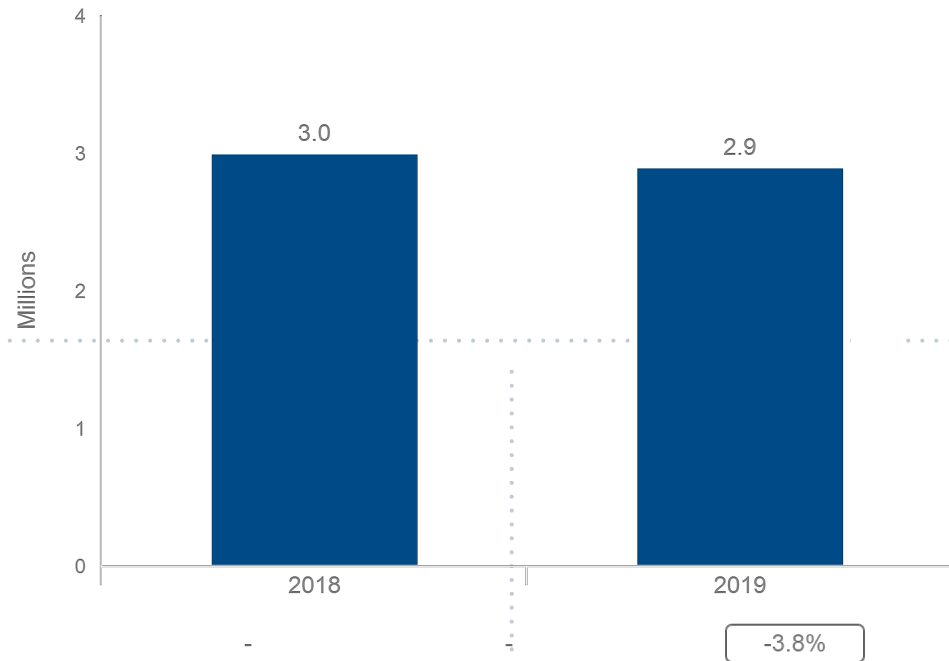


Overnight Base Size

458

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

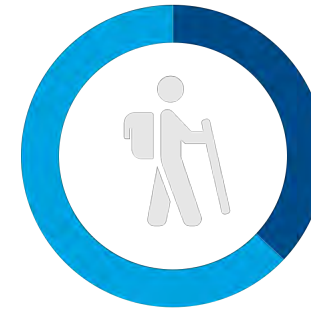
Overnight Trips to Kentucky's Appalachians



Total Size of Kentucky's Appalachians Overnight Domestic Travel Market

Total Person-Trips

-5.5% vs. last year














Day
63% 4.9 Million

Overnight
37% 2.9 Million

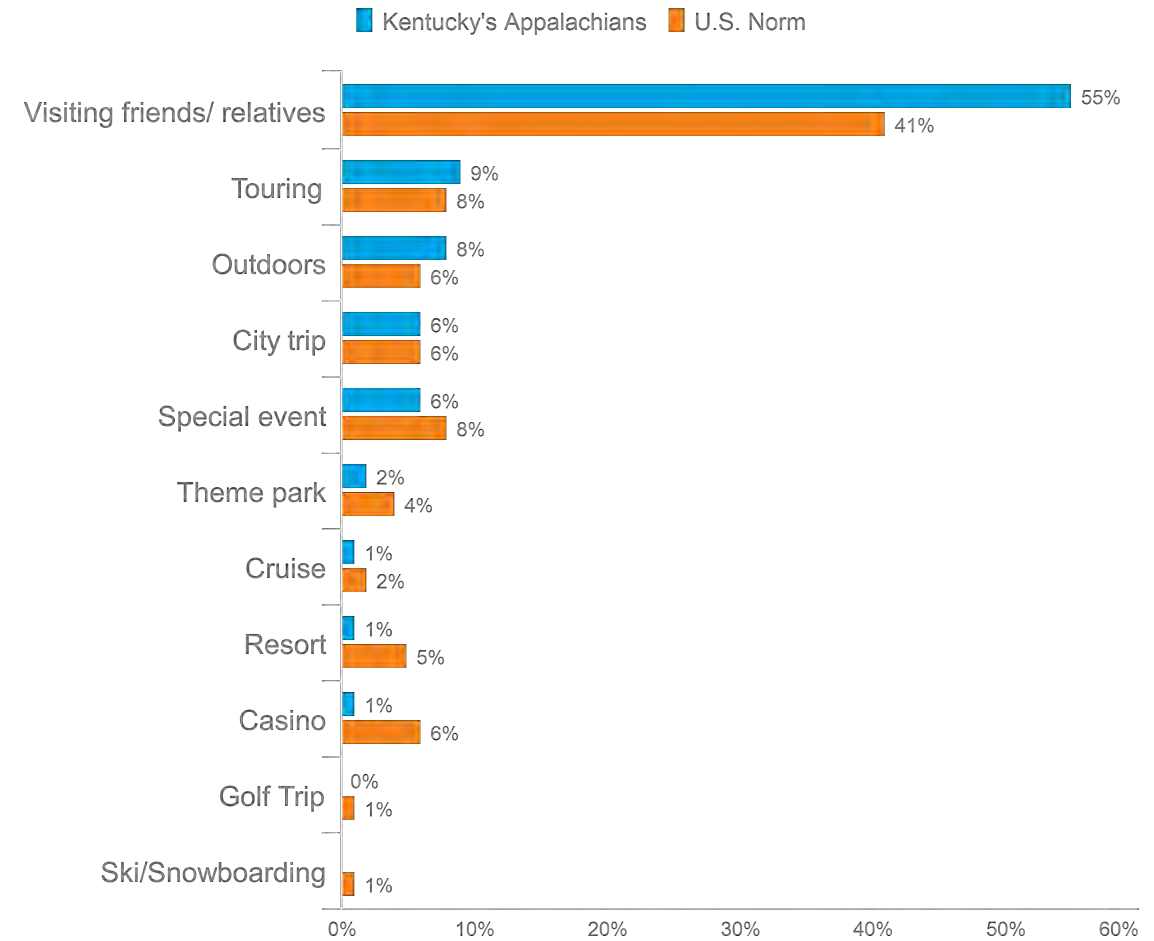
Kentucky's Appalachians's Overnight Trip Characteristics

Base: Overnight Person-Trips

Main Purpose of Trip

 55% Visiting friends/ relatives	
 9% Touring	 3% Conference/ Convention
 8% Outdoors	
 6% City trip	 4% Other business trip
 6% Special event	
 2% Theme park	
 1% Cruise	 4% Business-Leisure
 1% Resort	

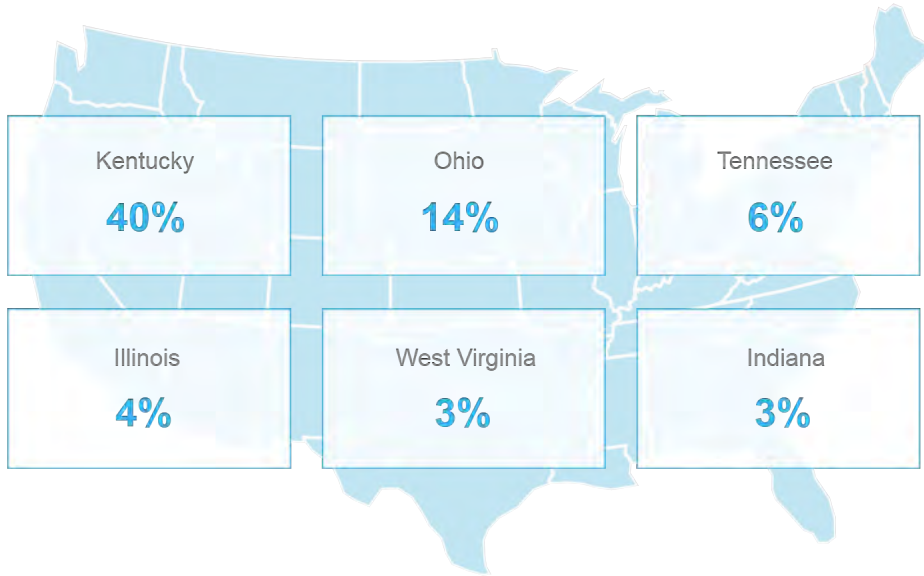
Main Purpose of Leisure Trip



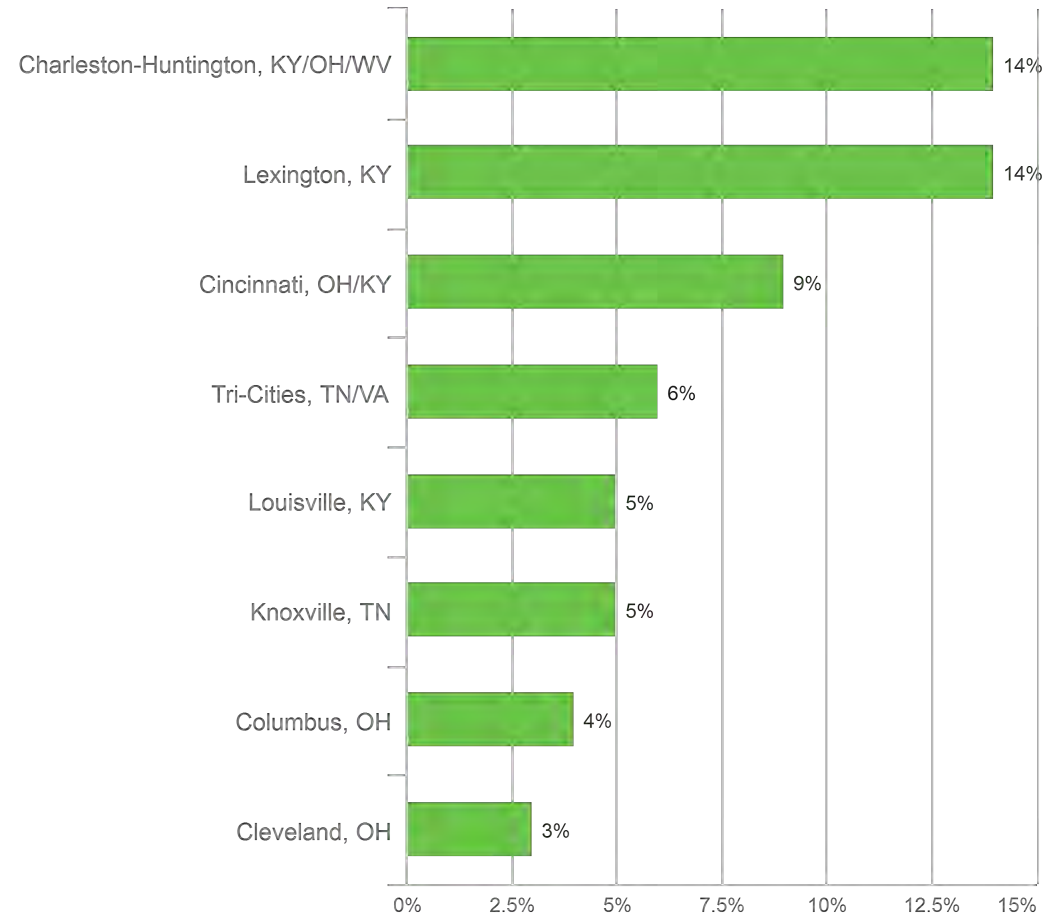
Kentucky's Appalachians's Overnight Trip Characteristics

Base: Overnight Person-Trips

State Origin Of Trip



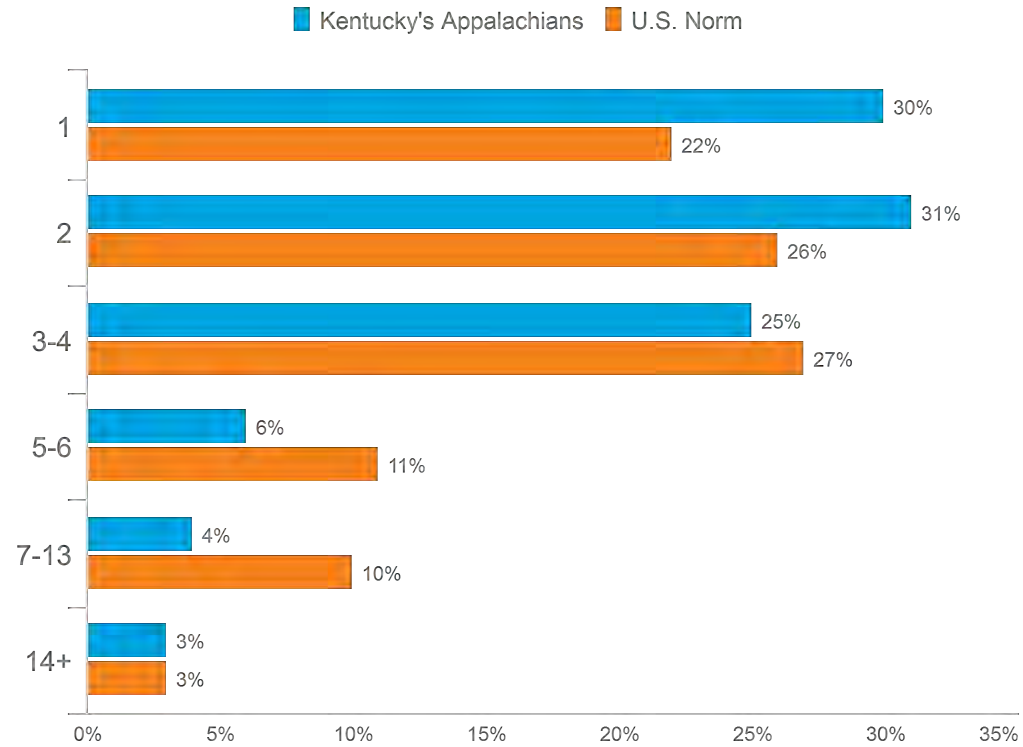
DMA Origin Of Trip



Kentucky's Appalachians's Overnight Trip Characteristics

Base: Overnight Person-Trips

Total Nights Away on Trip



Kentucky's Appalachians

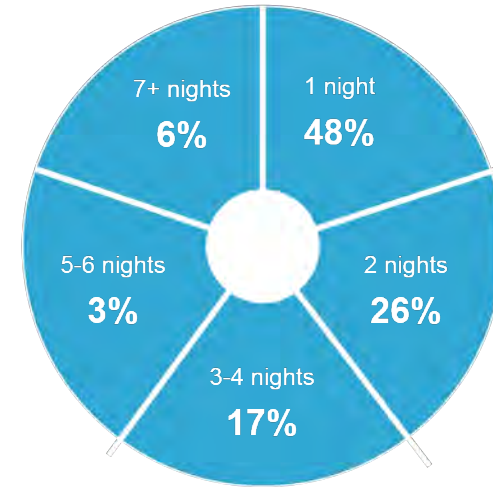
3.4

Average Nights

U.S. Norm

3.8

Average Nights



Nights Spent in Kentucky's Appalachians

Average number of nights

2.9

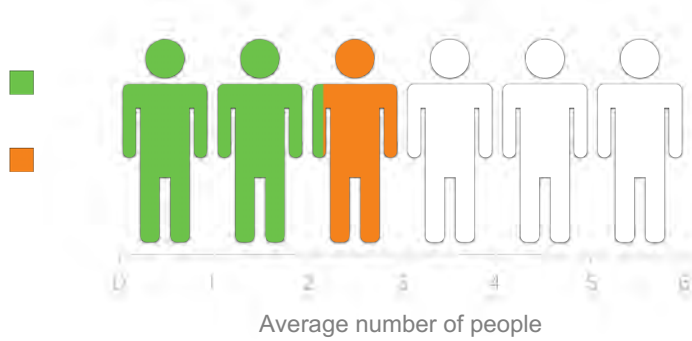
Kentucky's Appalachians's Overnight Trip Characteristics

Base: Overnight Person-Trips

Size of Travel Party

■ Adults ■ Children

Kentucky's Appalachians



Total
3.0

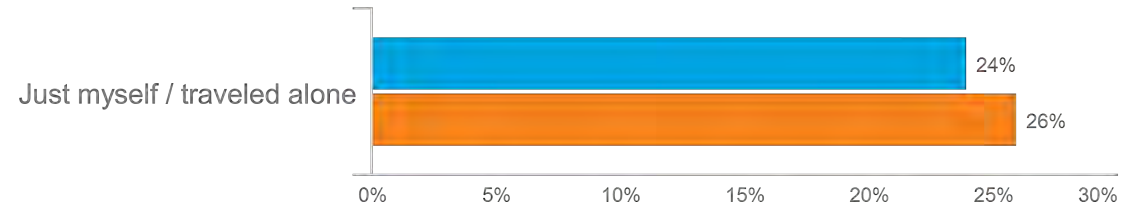
U.S. Norm



Total
2.7

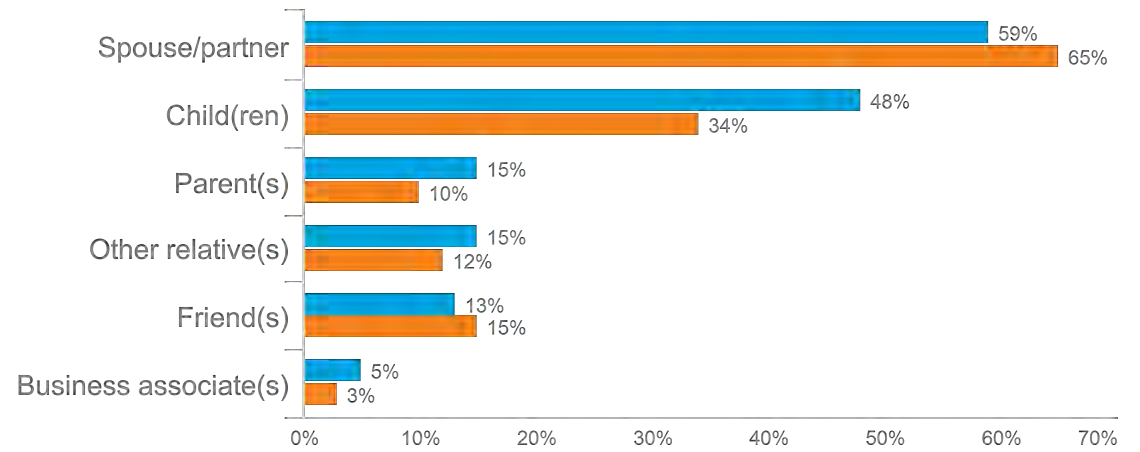
Percent Who Traveled Alone

■ Kentucky's Appalachians ■ U.S. Norm



Composition of Immediate Travel Party

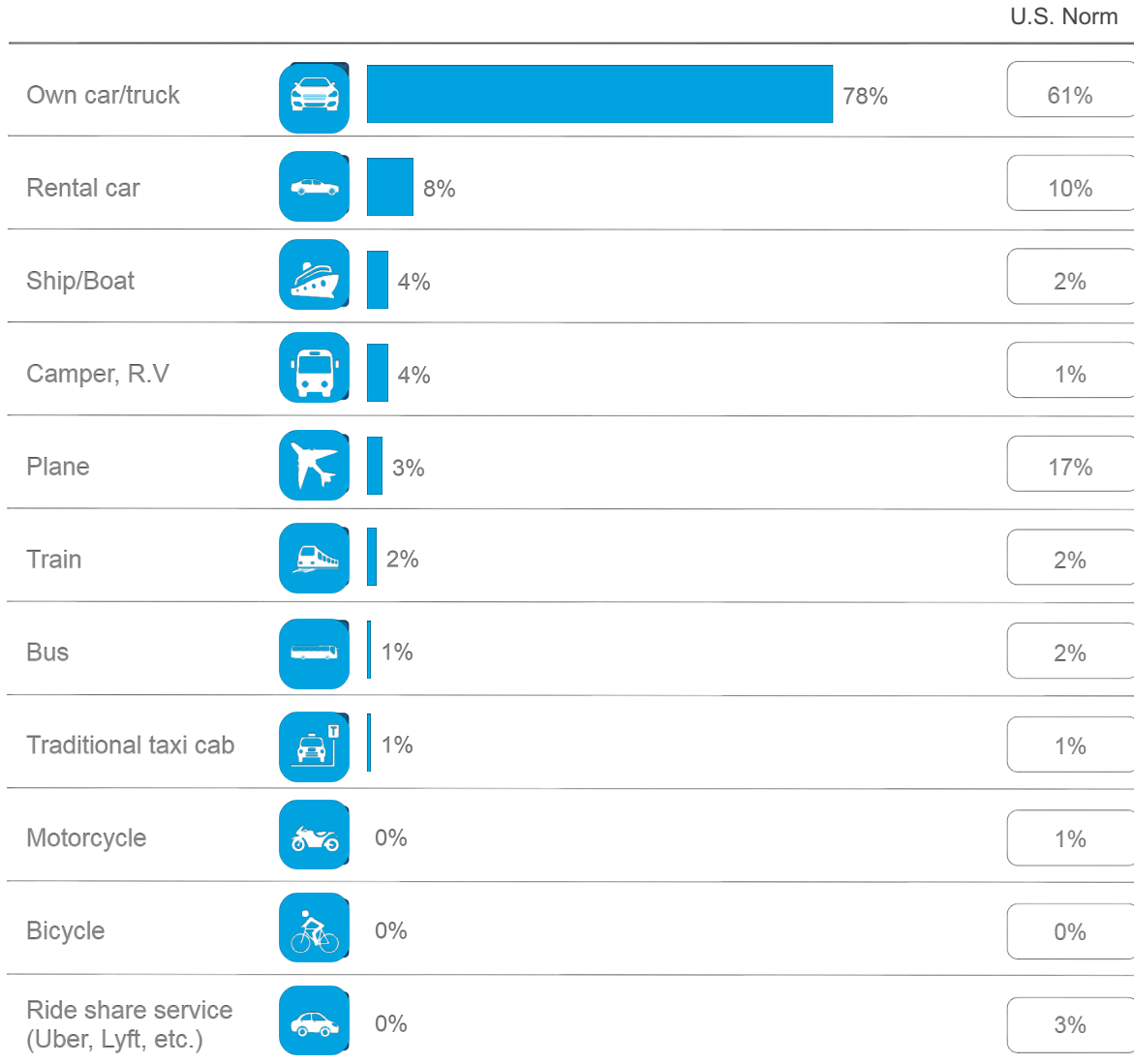
■ Kentucky's Appalachians ■ U.S. Norm



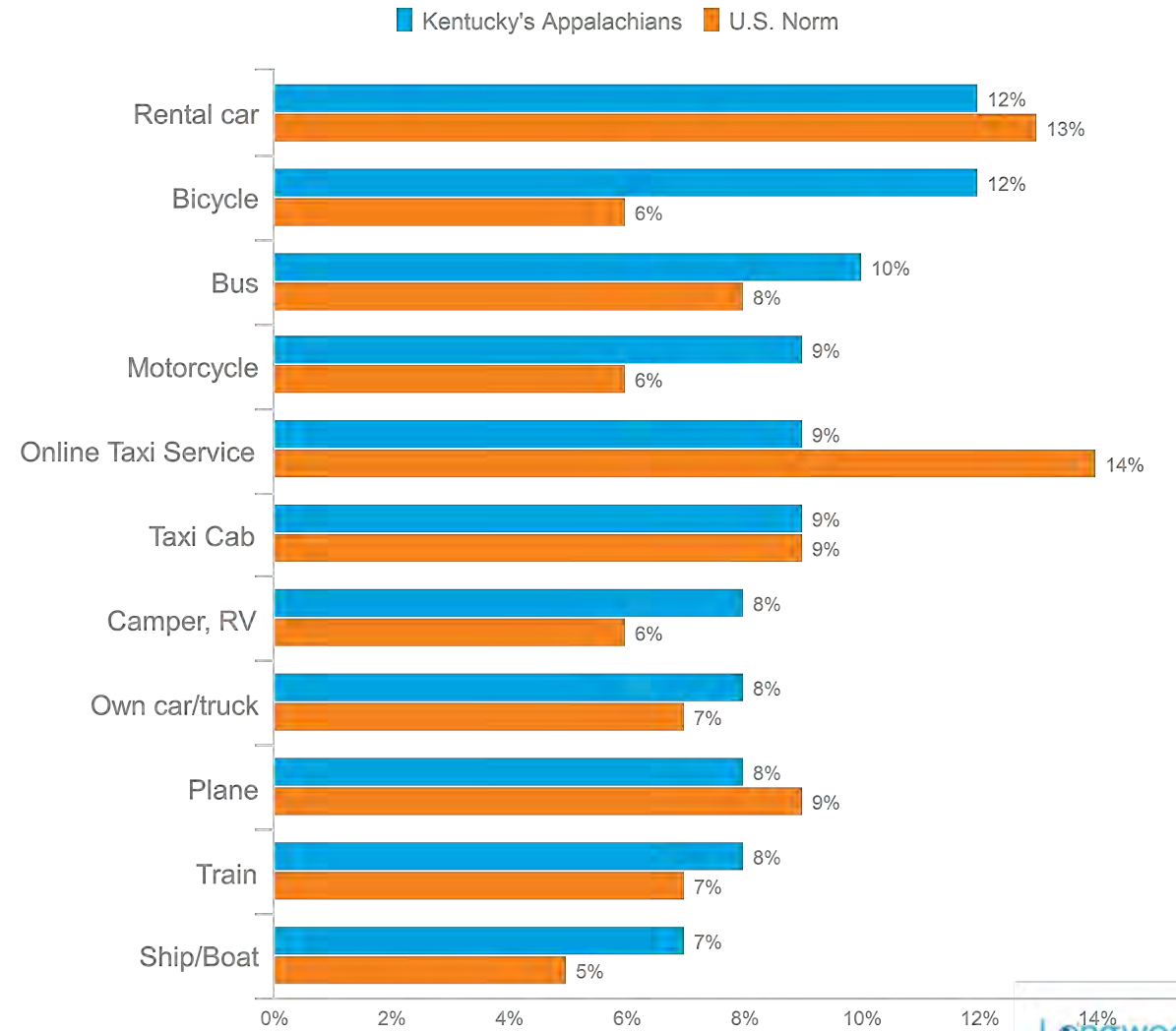
Kentucky's Appalachians's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

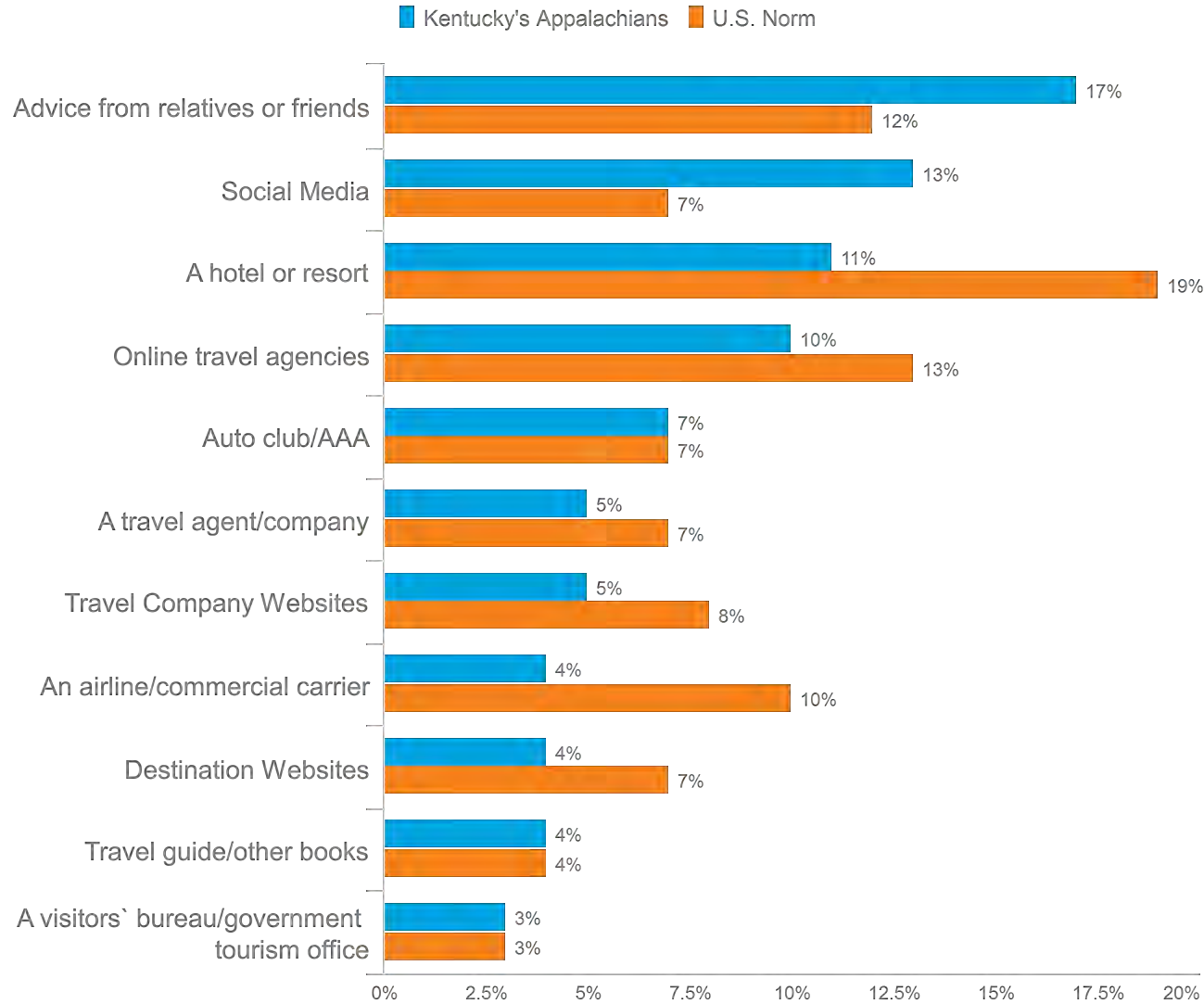
Primary Method of Transportation



Other Transportation



Trip Planning Information Sources



Length of Trip Planning

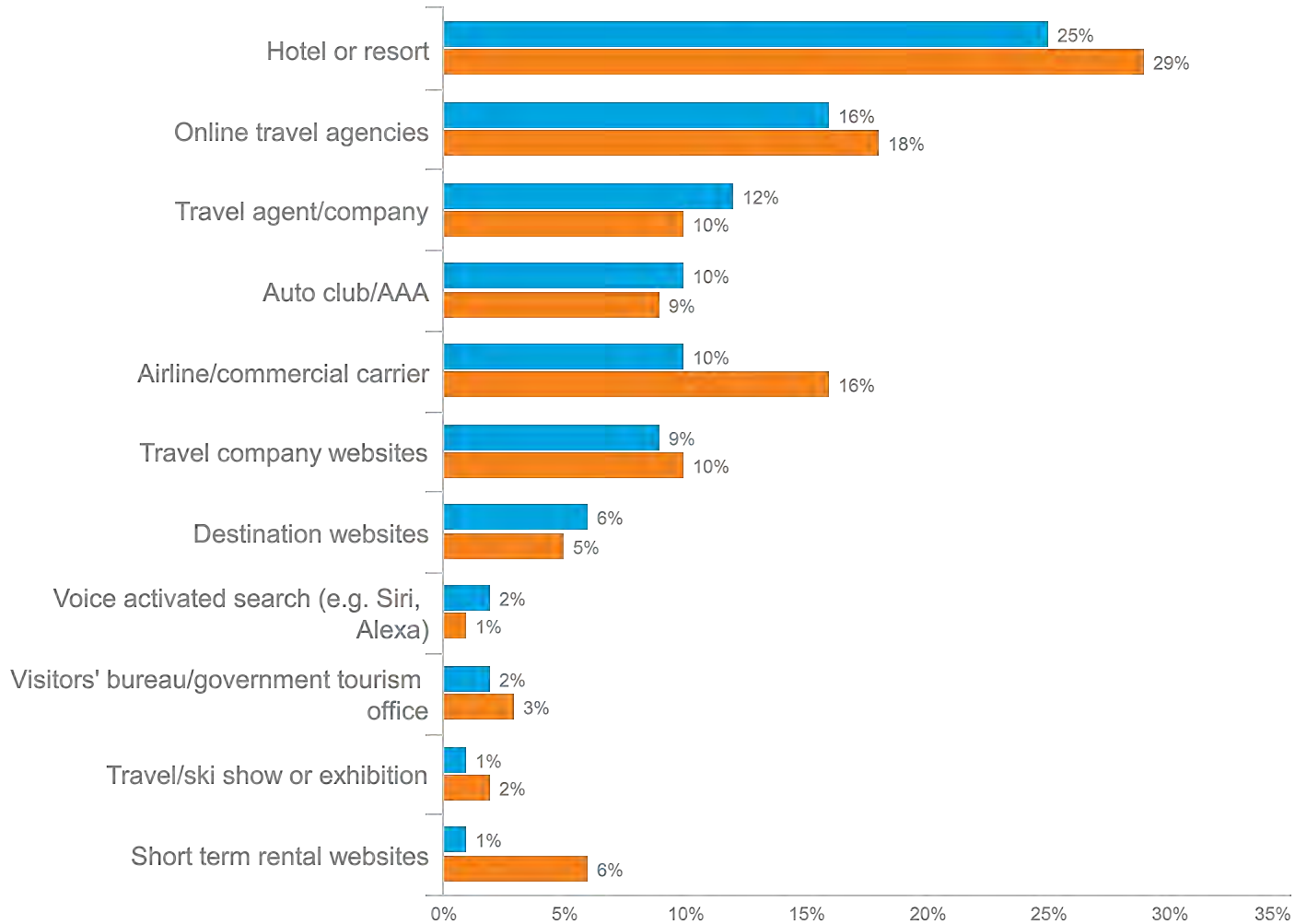
	Kentucky's Appalachians	U.S. Norm
More than 1 year in advance	5%	4%
6-12 months	11%	14%
3-5 months	12%	18%
2 months	11%	17%
1 month or less	32%	33%
Did not plan anything in advance	29%	14%

Kentucky's Appalachians's Overnight Trip Characteristics








Base: Overnight Person-Trips

Method of Booking

■ Kentucky's Appalachians ■ U.S. Norm



Accommodations

	Kentucky's Appalachians	U.S. Norm
 Home of friends or relatives	28%	22%
 Motel	25%	16%
 Other hotel	21%	22%
 Resort hotel	10%	23%
 Other	8%	5%
 Campground / trailer park / RV park	6%	4%
 Bed & breakfast	6%	5%

Activities and Experiences (Top 10)

Shopping



29%

29%
29%

National/state park



15%

15%
9%

Hiking/backpacking



14%

14%
7%

Landmark/historic site



12%

12%
12%

Swimming



10%

10%
13%

Fishing



10%

10%
5%

Museum



10%

10%
10%

Fair/exhibition/festival



8%

8%
4%

Camping



8%

8%
4%

Winery



6%

6%
4%

Activities of Special Interest (Top 5)

Kentucky's Appalachians

Historic places	24%
Cultural activities/Attractions	15%
Exceptional Culinary Experiences	10%
Brewery Tours/Beer Tasting	8%
Winery Tours/Tasting	7%






Activities of Special Interest (Top 5)

U.S. Norm

Historic places	21%
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Winery Tours/Tasting	6%

Kentucky's Appalachians's Overnight Trip Characteristics






Base: Overnight Person-Trips

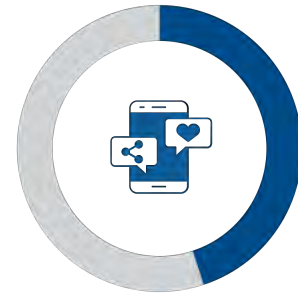
	Devices Used for Planning		Devices Used During Trip	
	Kentucky's Appalachians	U.S. Norm	Kentucky's Appalachians	U.S. Norm
 Used any device	80%	84%	76%	79%
 Smartphone	39%	30%	61%	63%
 Laptop	35%	39%	26%	26%
 Desktop/Home computer	30%	38%	0%	0%
 Tablet	20%	14%	25%	22%

Kentucky's Appalachians's Overnight Trip Characteristics

Base: Overnight Person-Trips

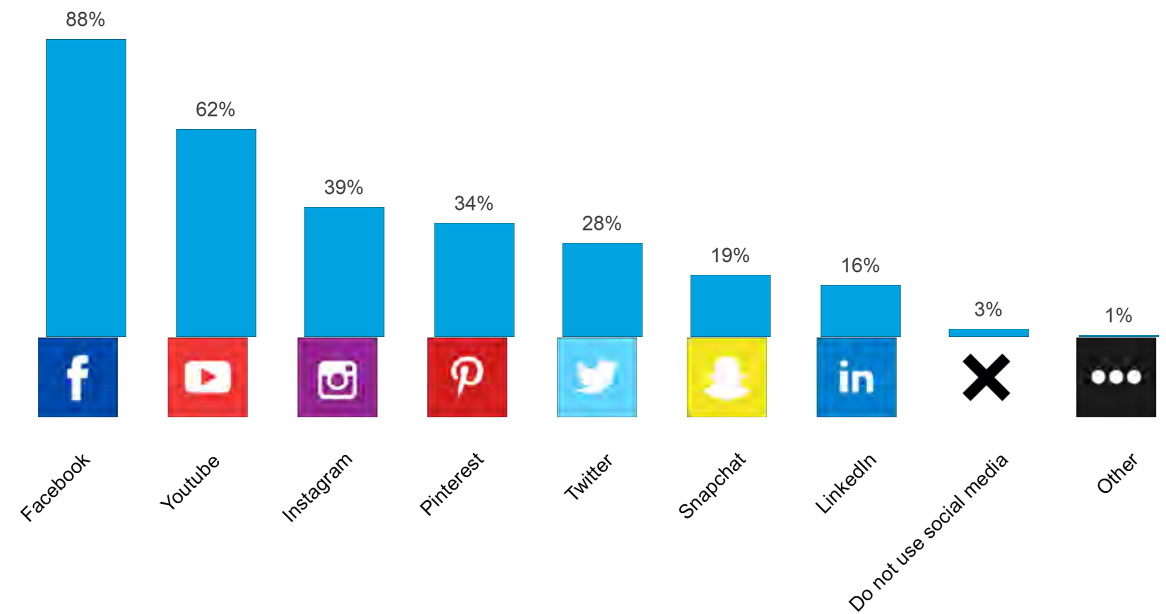
Online Social Media Use by Travelers

	Kentucky's Appalachians	U.S. Norm
 Used any social media	52%	55%
 Shared travel stories/photos/videos on social media	22%	24%
 Read online travel reviews that influenced my travel decisions	19%	22%
 Clicked through on a travel advertisement seen on social media	17%	13%
 Made a comment on a social media post published by a travel destination	17%	10%





















45%
Followed Influencer

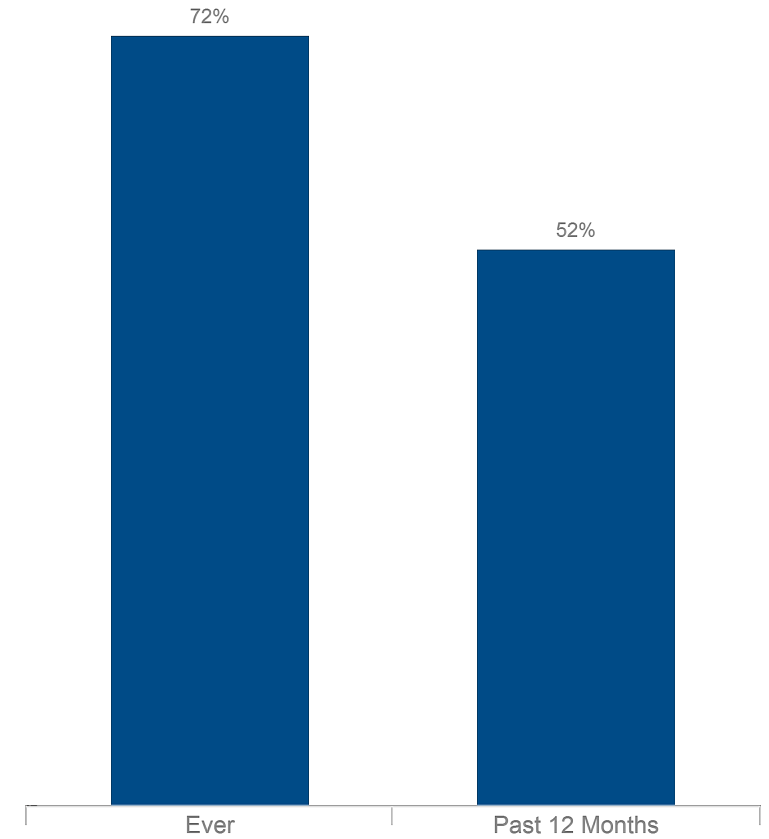
Social media platforms used in general



% Very Satisfied with Trip

	Overall trip experience		70%
	Friendliness of people		65%
	Safety and Security		64%
	Quality of food		60%
	Sightseeing and attractions		59%
	Quality of accommodations		57%
	Value for money		54%
	Cleanliness		52%
	Music/nightlife/entertainment		37%

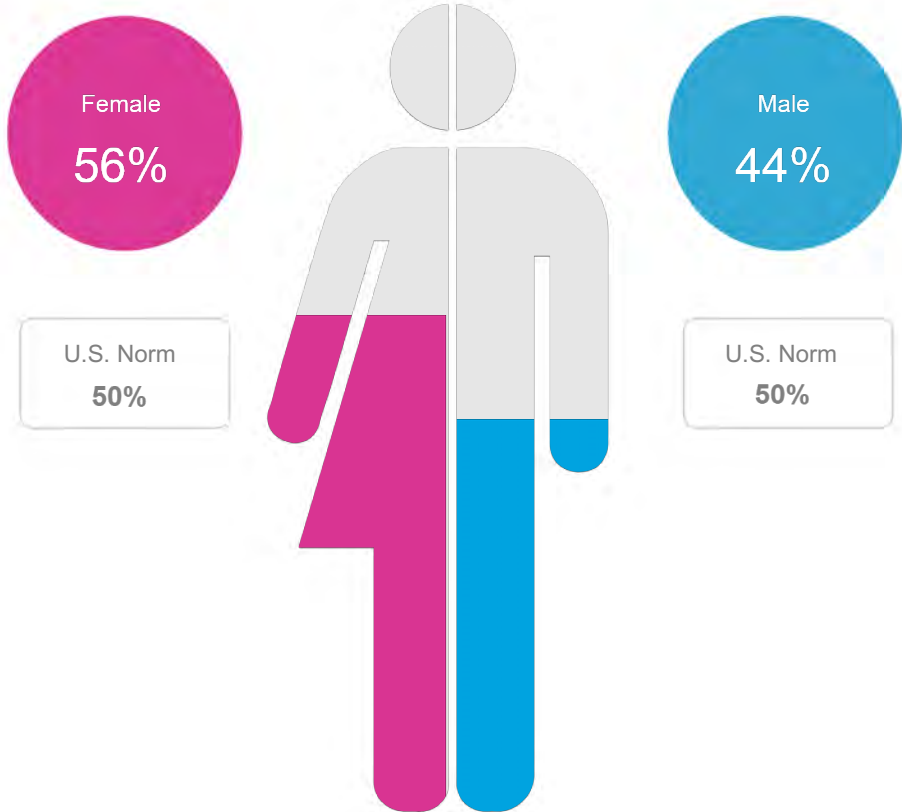
Past Visitation to Kentucky's Appalachians



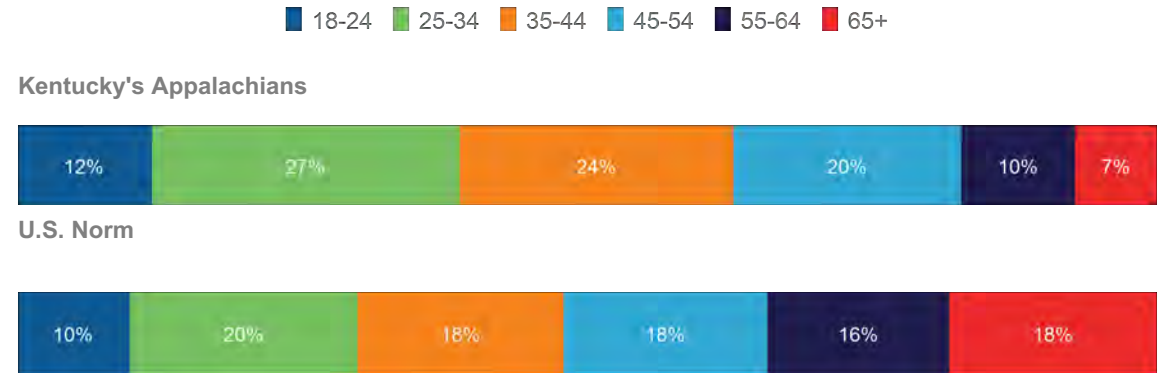
Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: Overnight Person-Trips

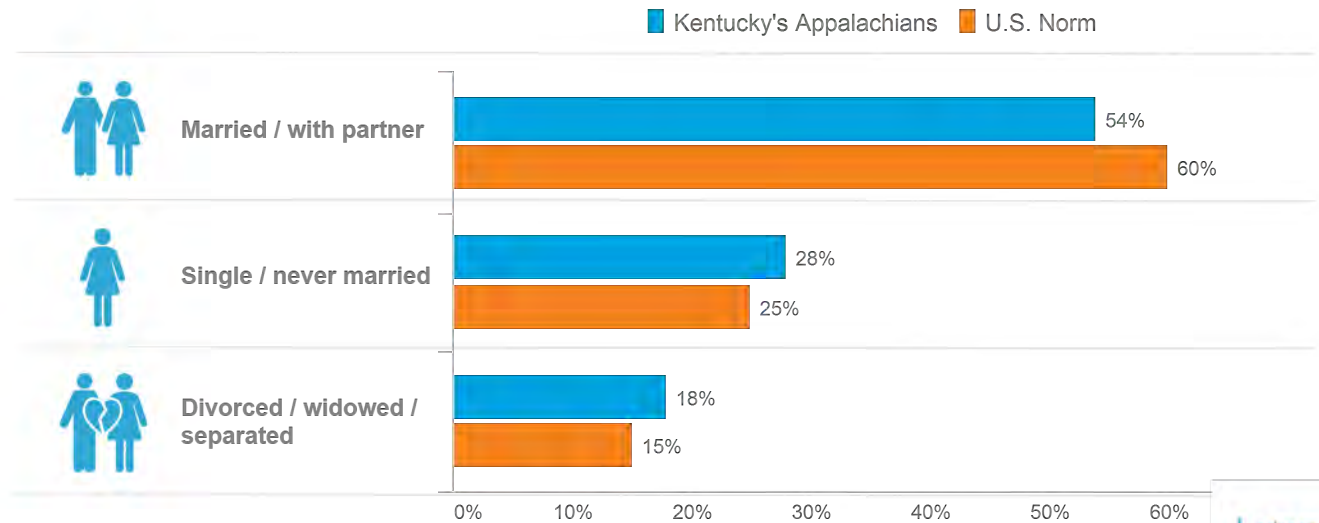
Gender



Age



Marital Status

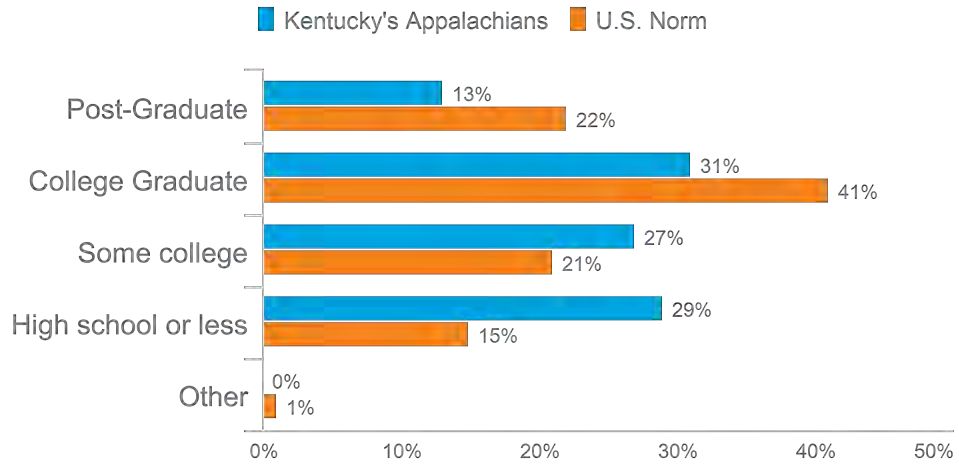


Demographic Profile of Overnight Kentucky's Appalachians Visitors

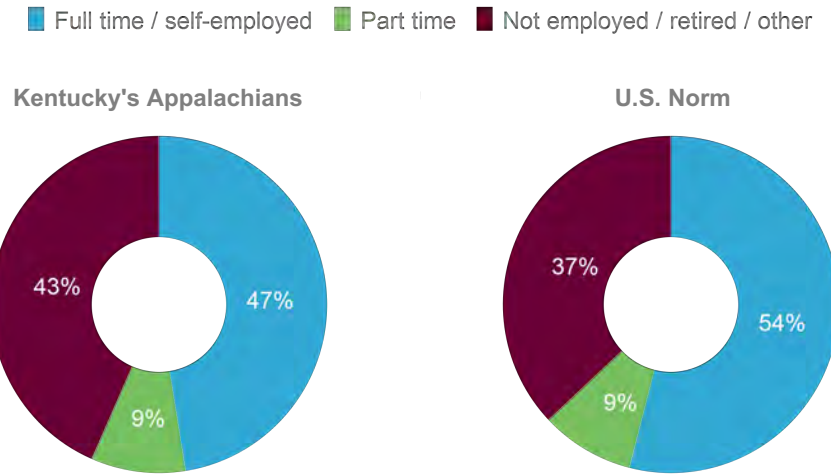
Base: Overnight Person-Trips

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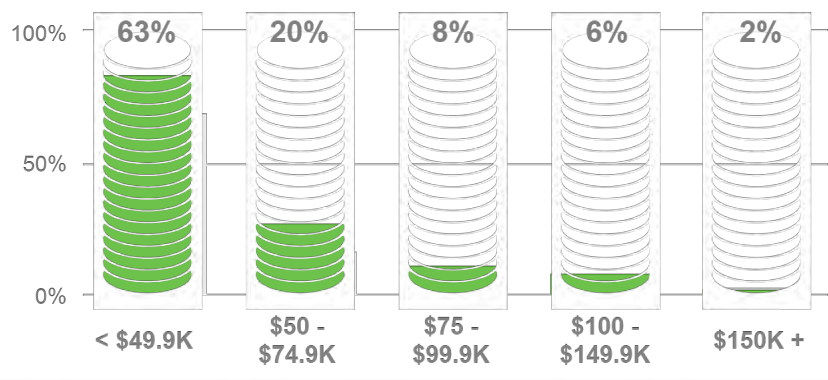
Education



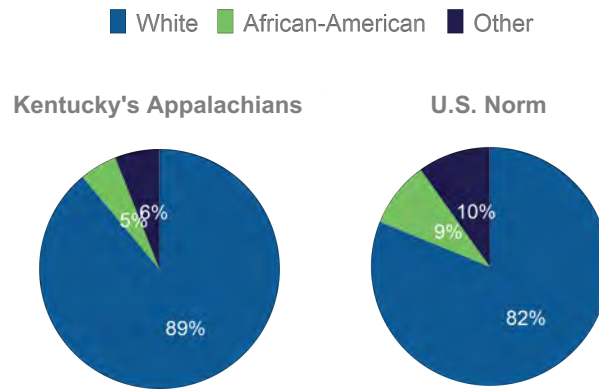
Employment



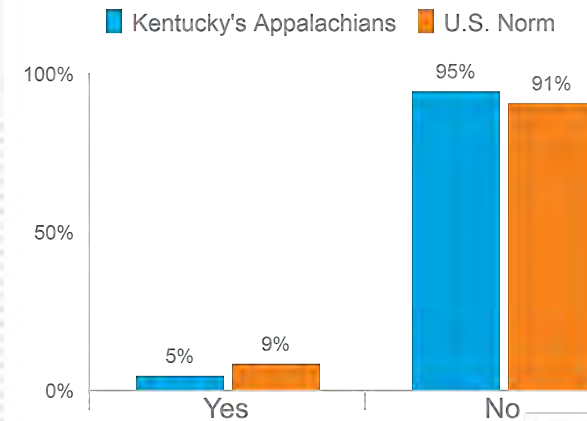
Household Income



Race



Hispanic Background

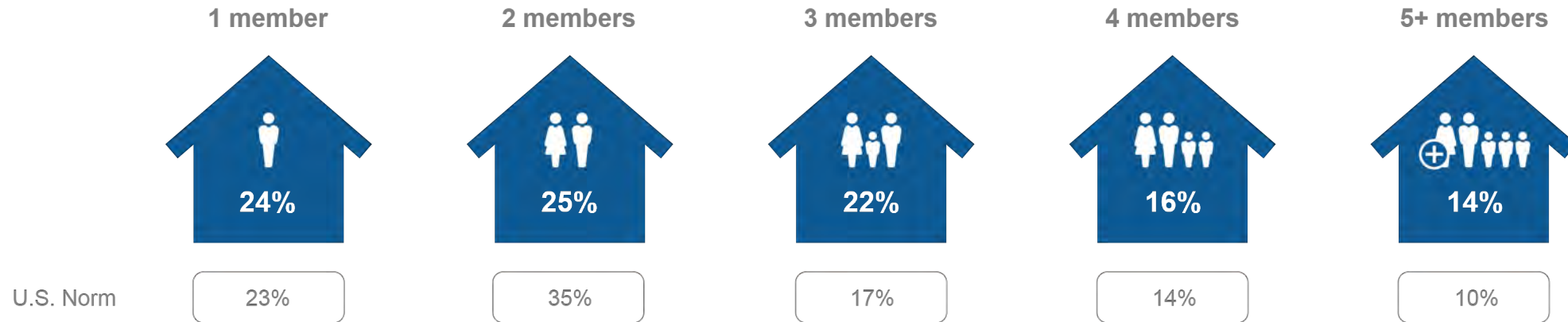


U.S. Norm 39% 21% 15% 17% 8%

Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: Overnight Person-Trips

Household Size



Children in Household

