



## Travel USA Visitor Profile

Kentucky's Southern Shorelines 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 Southern Shorelines' 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 Southern Shorelines, the following sample was achieved in 2018 & 2019:

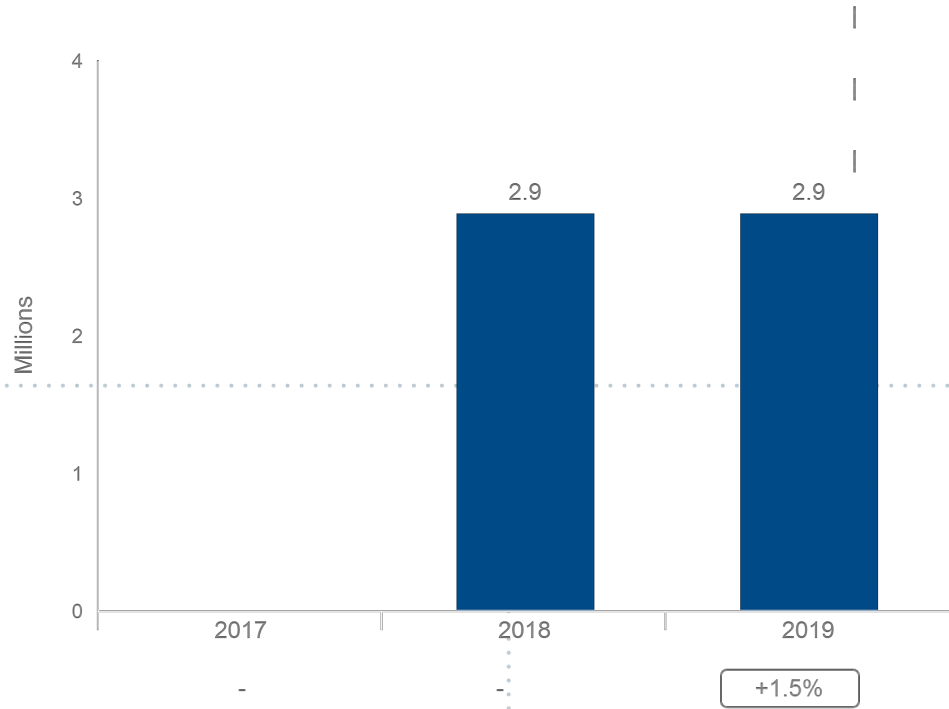


Day Base Size

180

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

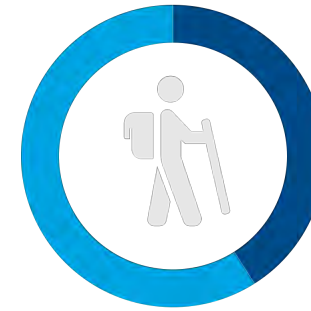
### Day Trips to Kentucky's Southern Shorelines



### Total Size of Kentucky's Southern Shorelines Day Domestic Travel Market

Total Person-Trips

-1.9% vs. last year



Day  
59% 2.9 Million

Overnight  
41% 2.0 Million

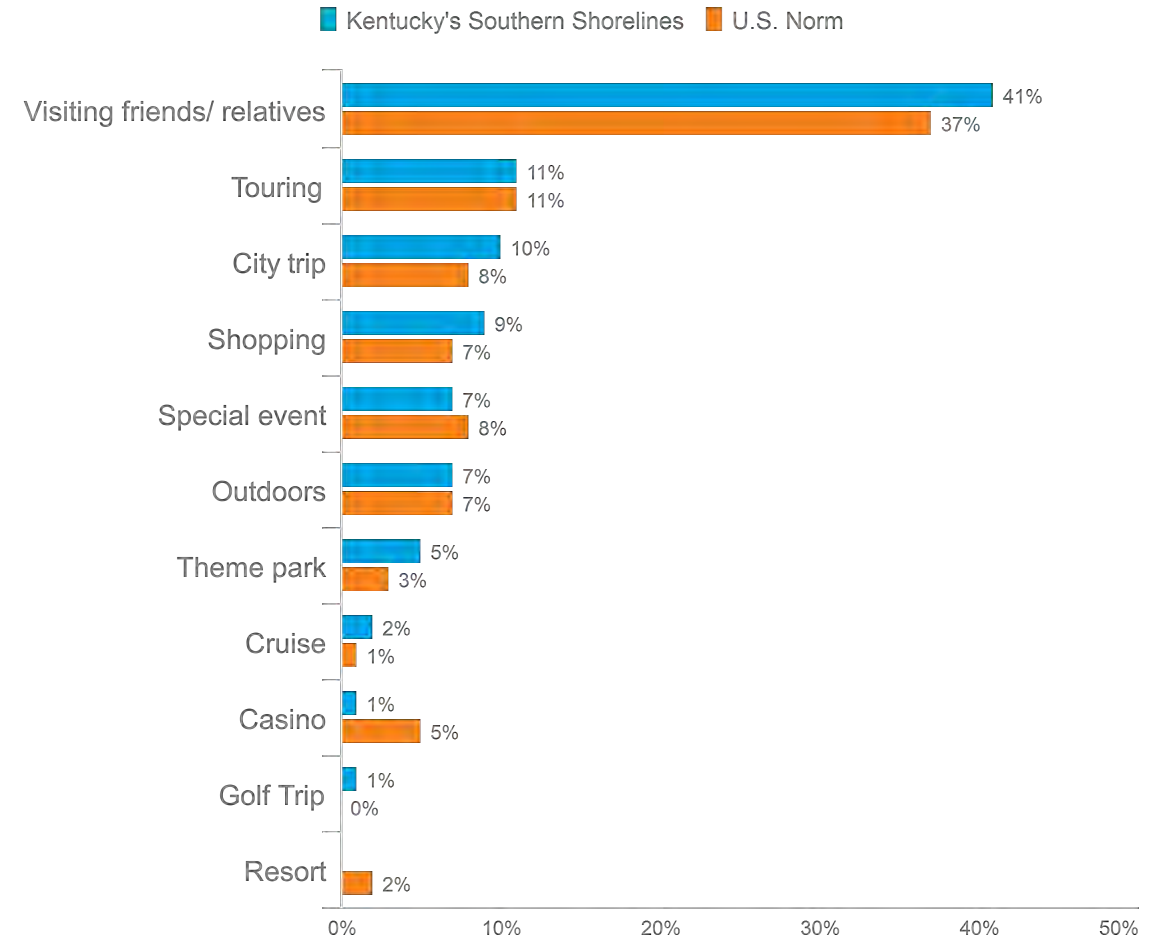
# Kentucky's Southern Shorelines's Day Trip Characteristics

Base: Day Person-Trips

## Main Purpose of Trip

|  |   |
|--|---|
|  <b>41%</b><br>Visiting friends/ relatives |   |
|  <b>11%</b><br>Touring                    | <br><b>0%</b><br>Conference/<br>Convention |
|  <b>10%</b><br>City trip                  |   |
|  <b>9%</b><br>Shopping                    |   |
|  <b>7%</b><br>Special event               | <br><b>5%</b><br>Other business trip       |
|  <b>7%</b><br>Outdoors                   |   |
|  <b>5%</b><br>Theme park                | <br><b>1%</b><br>Business-Leisure        |
|  <b>2%</b><br>Cruise                    |   |

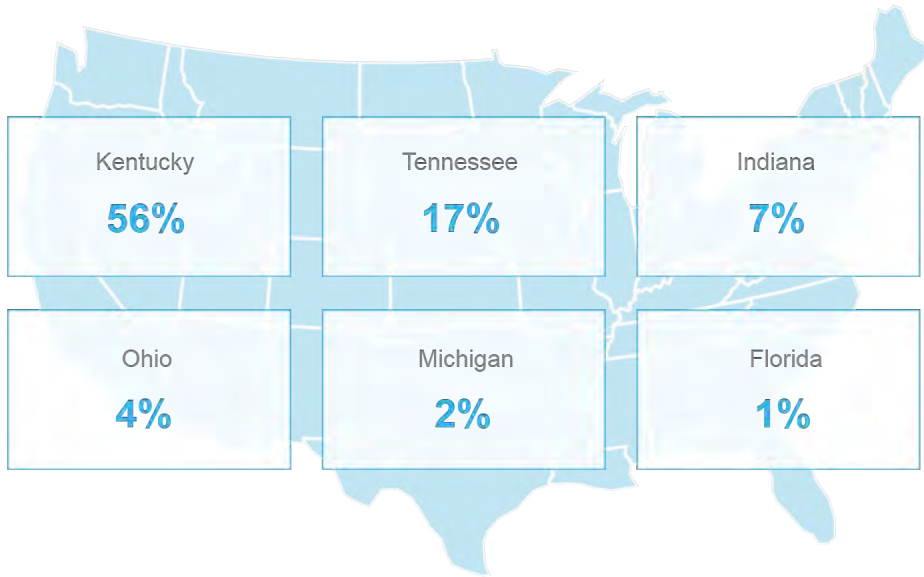
## Main Purpose of Leisure Trip



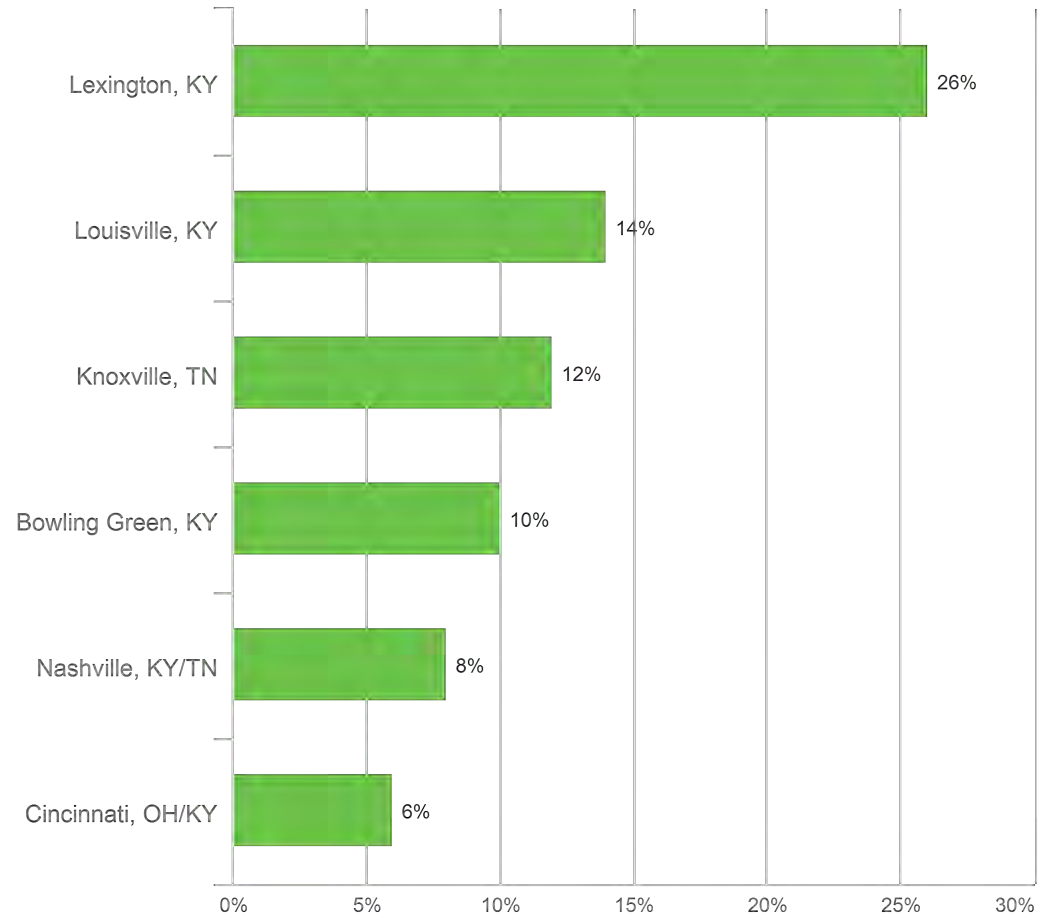
# Kentucky's Southern Shorelines's Day Trip Characteristics

Base: Day Person-Trips

### State Origin Of Trip



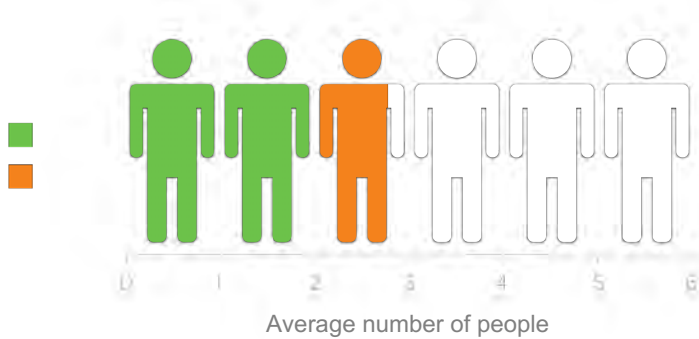
### DMA Origin Of Trip



## Size of Travel Party

■ Adults ■ Children

### Kentucky's Southern Shorelines



Total  
**2.8**

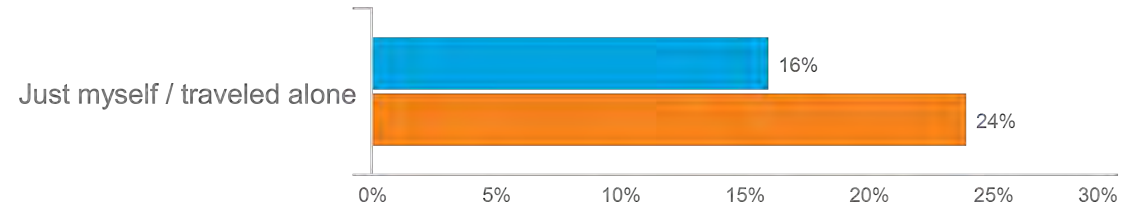
### U.S. Norm



Total  
**2.6**

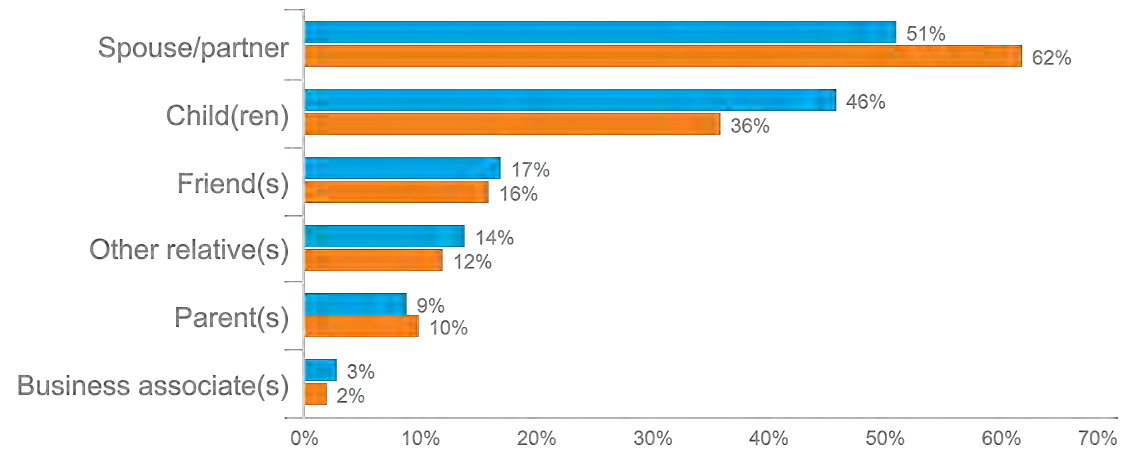
## Percent Who Traveled Alone

■ Kentucky's Southern Shorelines ■ U.S. Norm



## Composition of Immediate Travel Party

■ Kentucky's Southern Shorelines ■ U.S. Norm



## Activities and Experiences (Top 10)

Shopping



**28%**

U.S. Norm

24%

Landmark/historic site



**12%**

U.S. Norm

7%

Fishing



**11%**

U.S. Norm

3%

Swimming



**10%**

U.S. Norm

5%

National/state park



**10%**

U.S. Norm

6%

Camping



**8%**

U.S. Norm

2%

Museum



**6%**

U.S. Norm

7%

Fair/exhibition/festival



**5%**

U.S. Norm

4%

Dance



**5%**

U.S. Norm

2%

Golf



**5%**

U.S. Norm

2%

## Activities of Special Interest (Top 5)

Kentucky's Southern Shorelines

|                                 |            |
|---------------------------------|------------|
| Historic places                 | <b>27%</b> |
| Cultural activities/Attractions | <b>16%</b> |
| Winery Tours/Tasting            | <b>8%</b>  |
| Wedding                         | <b>6%</b>  |
| Medical Tourism                 | <b>6%</b>  |





## Activities of Special Interest (Top 5)

U.S. Norm

|                                  |            |
|----------------------------------|------------|
| Historic places                  | <b>17%</b> |
| Cultural activities/Attractions  | <b>13%</b> |
| Exceptional Culinary Experiences | <b>7%</b>  |
| Brewery Tours/Beer Tasting       | <b>5%</b>  |
| Winery Tours/Tasting             | <b>5%</b>  |



## Online Social Media Use by Travelers

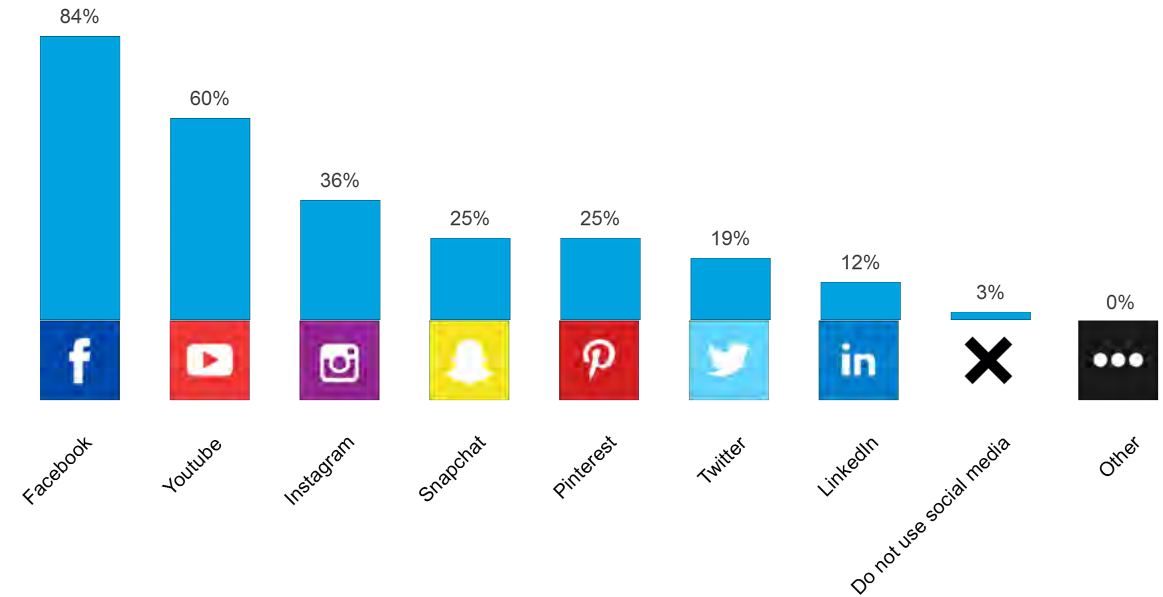
|   | Kentucky's Southern Shorelines | U.S. Norm |
|---|--------------------------------|-----------|
|  Used any social media   | 59%                            | 57%       |
|  Shared travel stories/photos/videos on social media             | 25%                            | 24%       |
|  Read online travel reviews that influenced my travel decisions  | 24%                            | 23%       |
|  Clicked through on a travel advertisement seen on social media | 19%                            | 15%       |
| Followed a social media influencer such as a celebrity, blogger, or opinion leader  | 17%                            | 11%       |



**64%**

Followed Influencer

## Social media platforms used in general

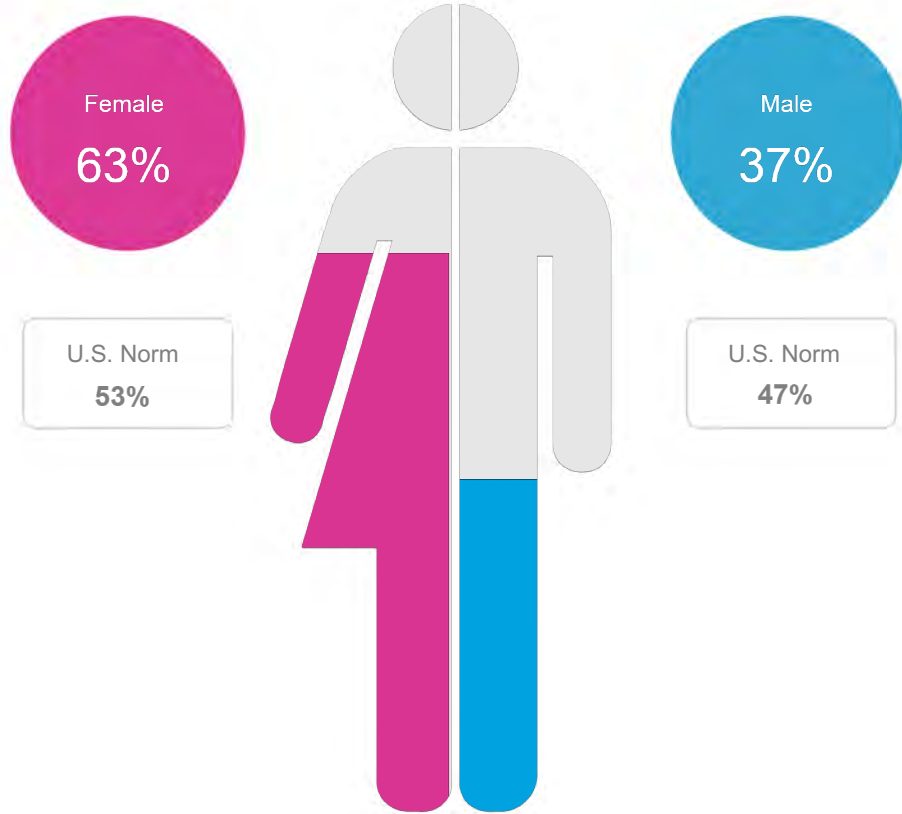




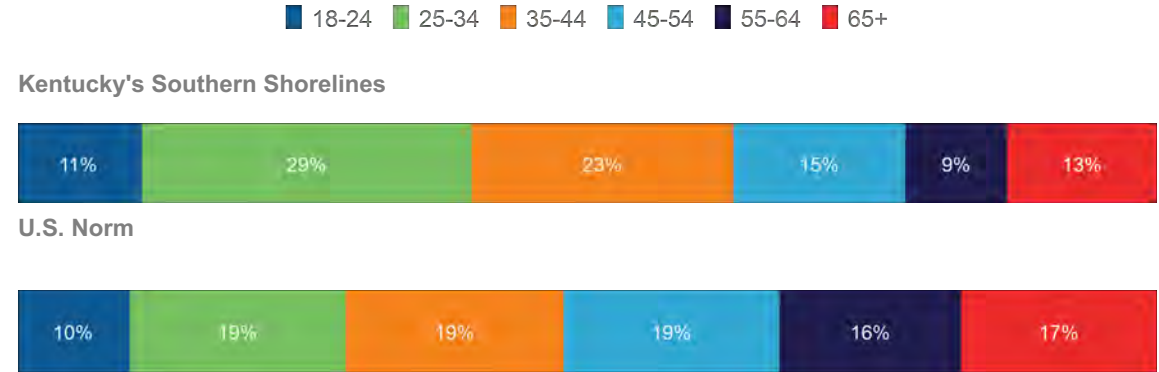
# Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: Day Person-Trips

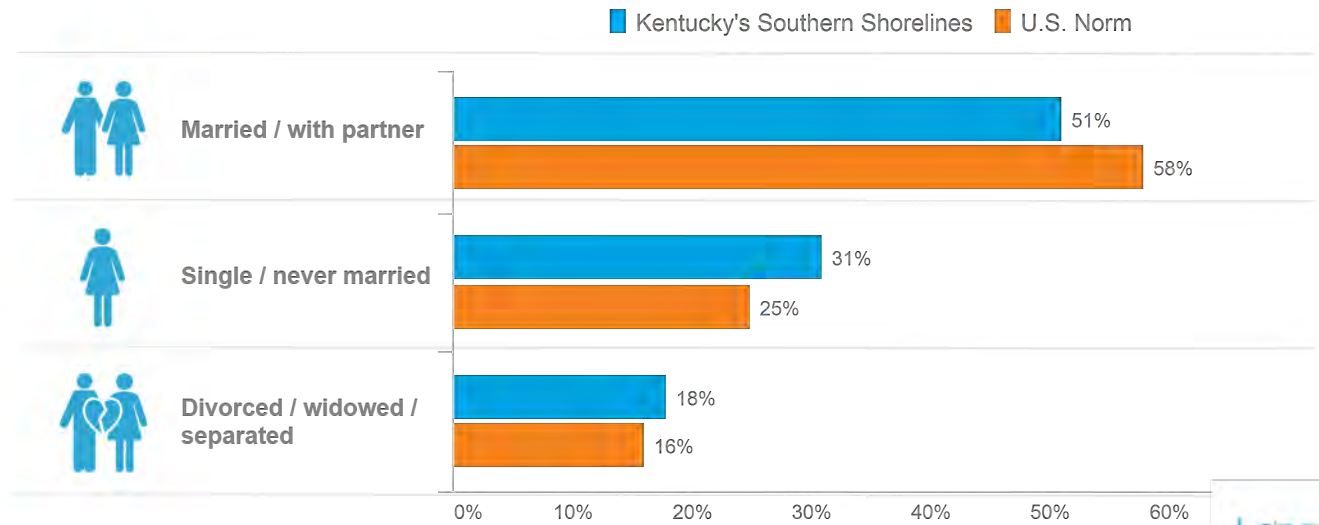
## Gender



## Age



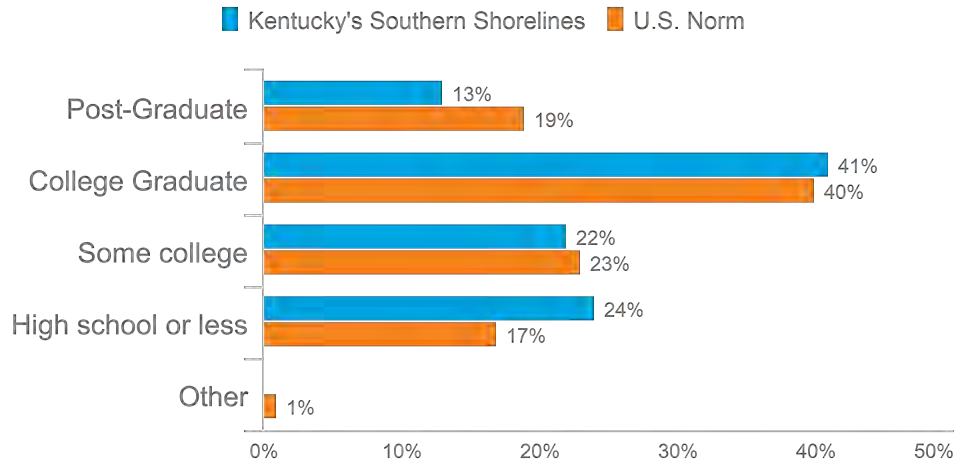
## Marital Status



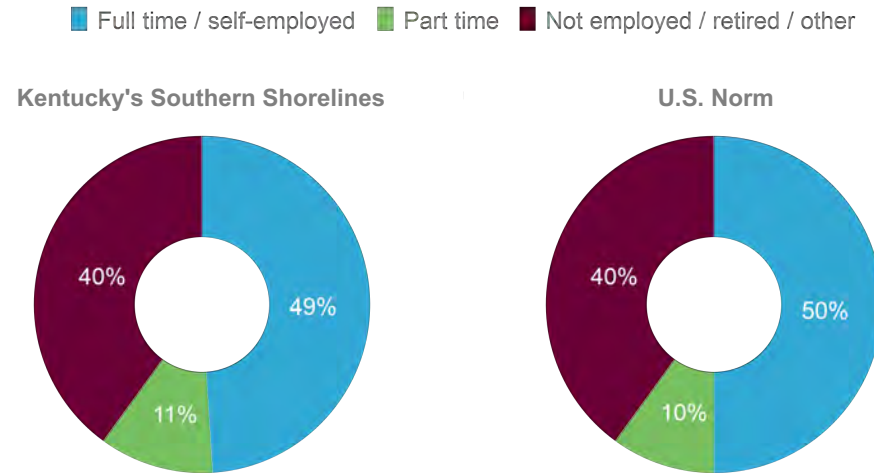
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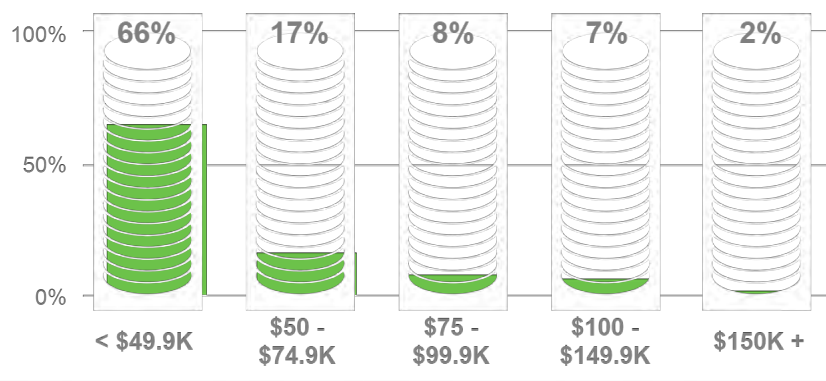
## Education



## Employment

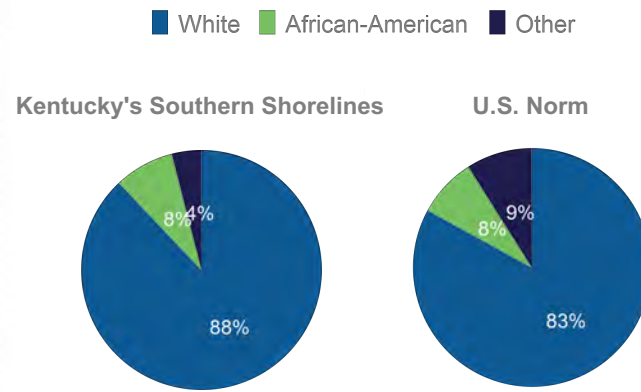


## Household Income

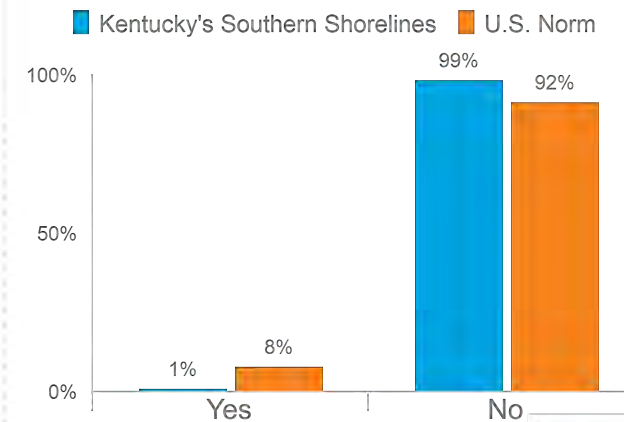


U.S. Norm: 46%, 21%, 13%, 14%, 5%

## Race



## Hispanic Background

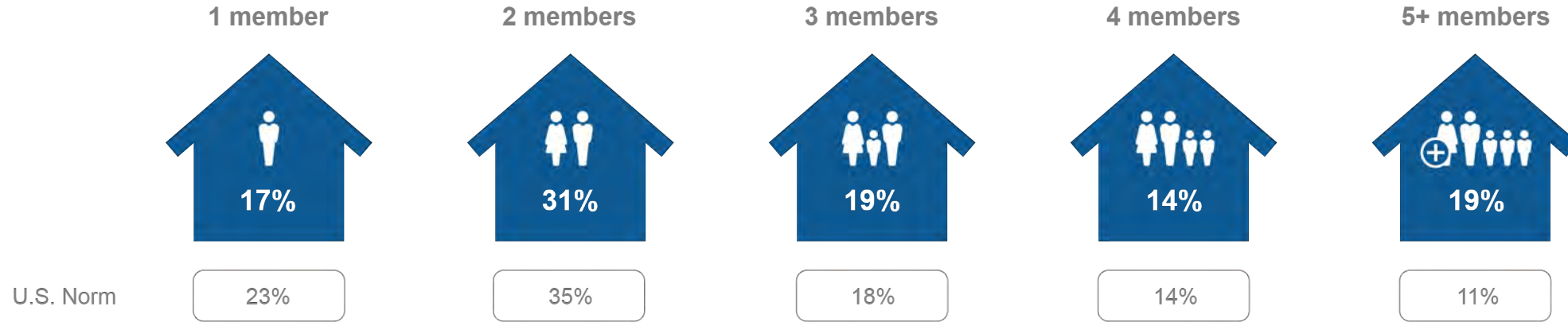


# Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: Day Person-Trips

\* n < 250

## Household Size



## Children in Household

