



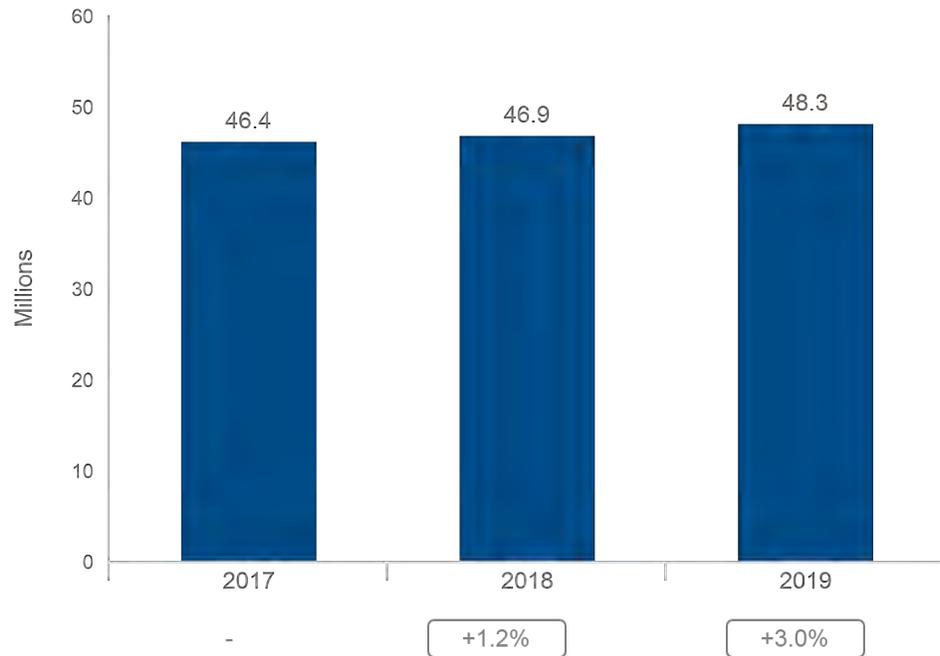
# Travel USA Visitor Profile

Day Visitation - Kentucky



2019

## Day Trips to Kentucky

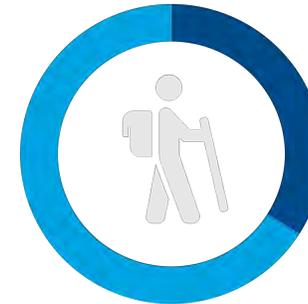


## Total Size of Kentucky 2019 Domestic Travel Market

Total Person-Trips

**73.4 Million**

+3.1% vs. last year

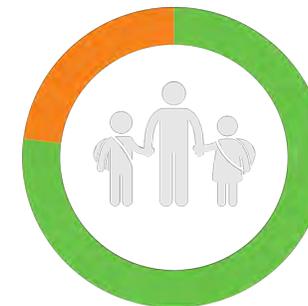


- Day  
66% | 48.3 Million
- Overnight  
34% | 25.0 Million

## Size of Kentucky Day Travel Market - Adults vs. Children

Total Day Person-Trips

**48.3 Million**



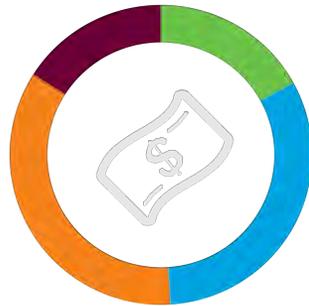
- Adults  
77% | 37.3 Million
- Children  
23% | 11.0 Million

## Domestic Day Expenditures - by Sector

Total Spending

**\$3.062 Billion**

+5.9% vs. last year

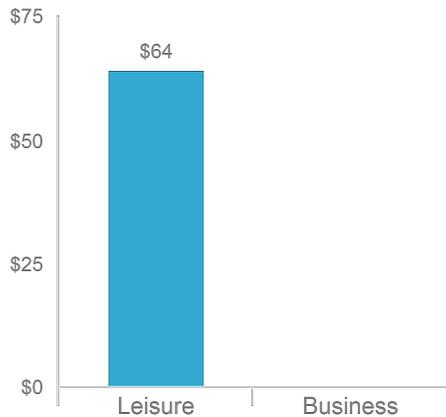


- Lodging  
- | \$-
- Transportation at Destination  
17% | **\$518 Million**
- Restaurant Food & Beverage  
32% | **\$985 Million**
- Retail Purchase  
35% | **\$1,057 Million**
- Recreation/Entertainment  
16% | **\$503 Million**

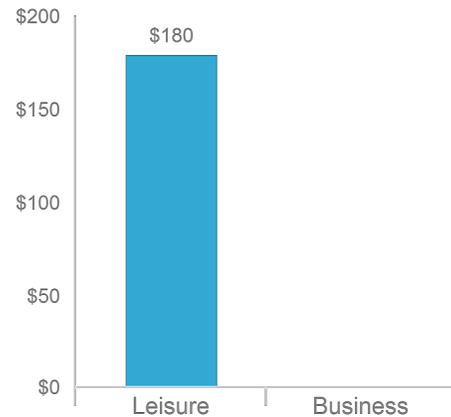
## Average Per Person Expenditures on Domestic Day Trips - by Sector



## Average Per Person Expenditures on Domestic Day Trips - by Trip Purpose



## Average Per Party Expenditures on Domestic Day Trips - by Trip Purpose



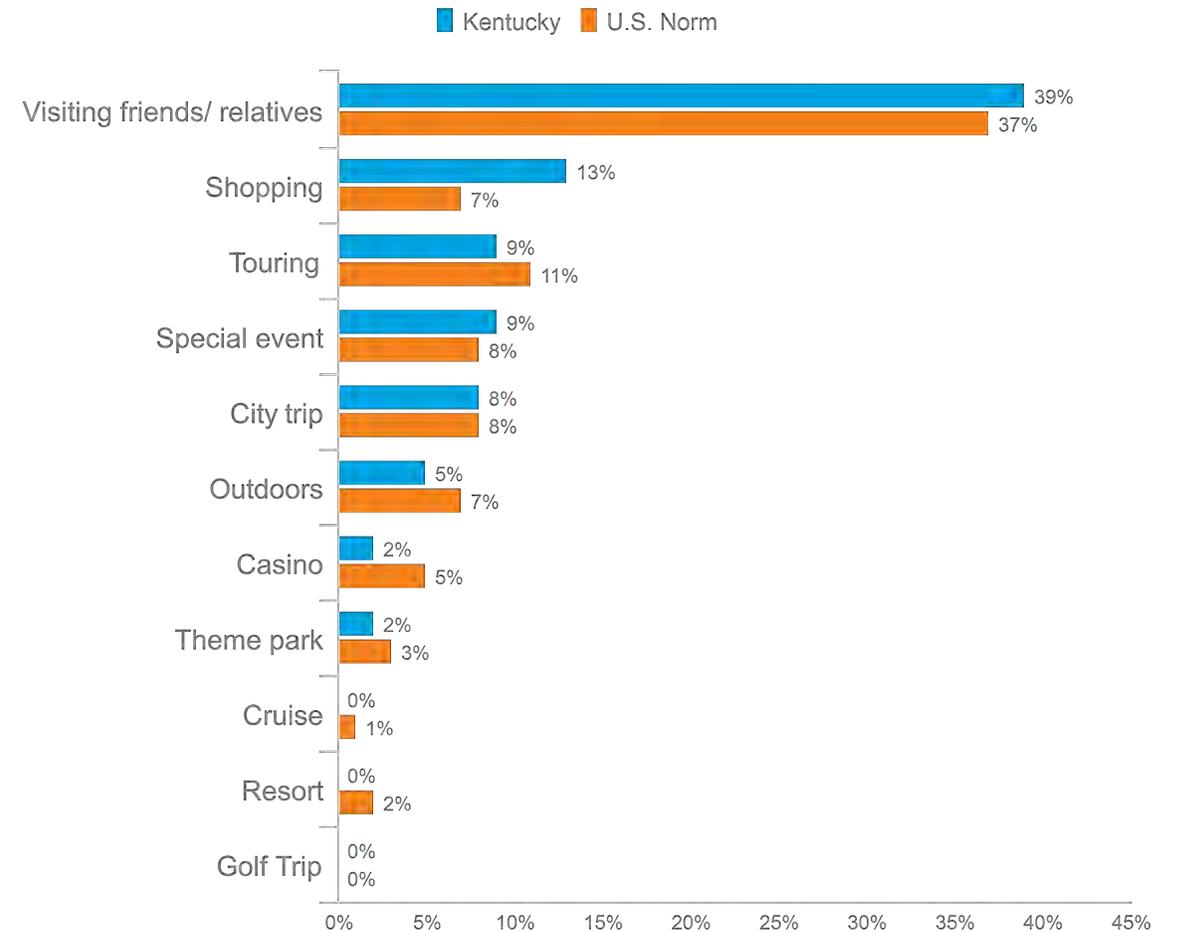
## Average Per Party Expenditures on Domestic Day Trips - by Sector



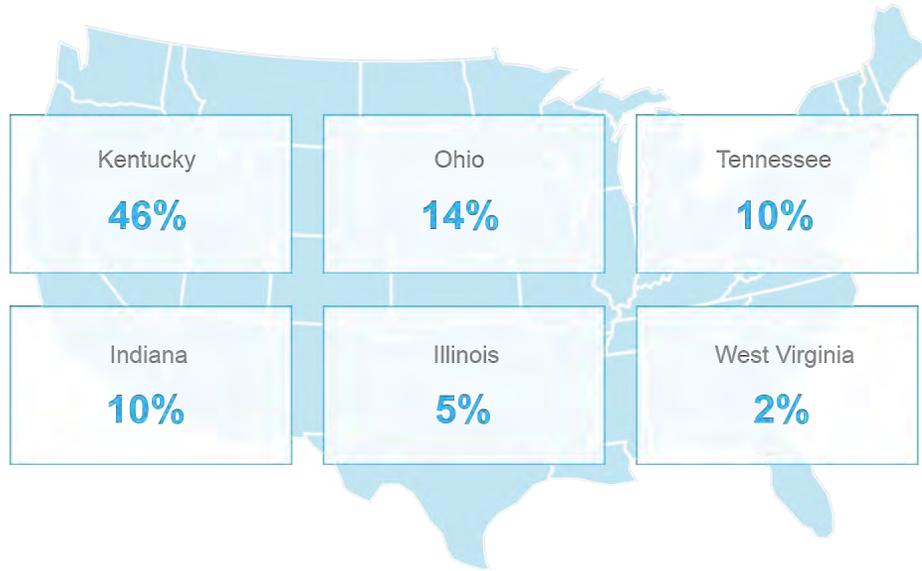
## Main Purpose of Trip

|  |  |
|--|--|
|  <b>39%</b><br>Visiting friends/ relatives |  |
|  <b>13%</b><br>Shopping                   |  |
|  <b>9%</b><br>Touring                     |  <b>1%</b><br>Conference/<br>Convention |
|  <b>9%</b><br>Special event               |  |
|  <b>8%</b><br>City trip                   |  <b>7%</b><br>Other business trip       |
|  <b>5%</b><br>Outdoors                   |  |
|  <b>2%</b><br>Casino                    |  <b>3%</b><br>Business-Leisure        |
|  <b>2%</b><br>Theme park                |  |

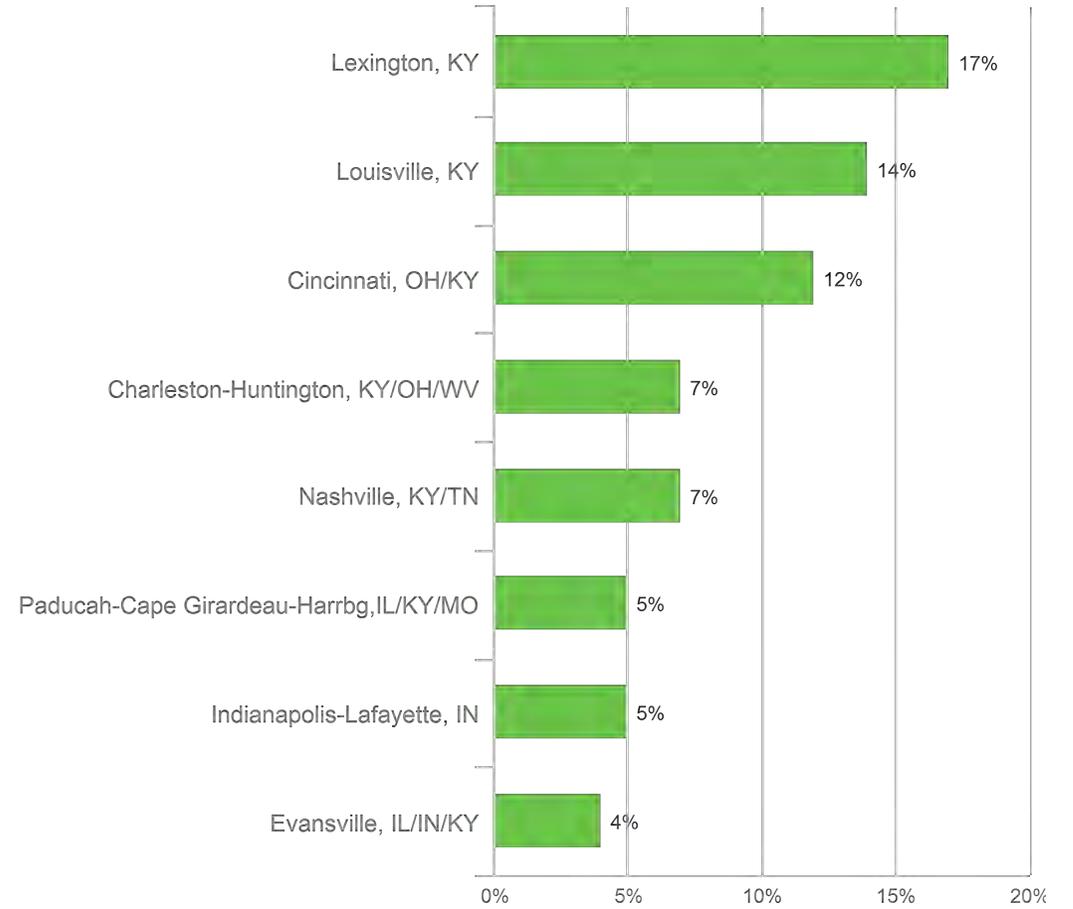
## Main Purpose of Leisure Trip



## State Origin Of Trip



## DMA Origin Of Trip

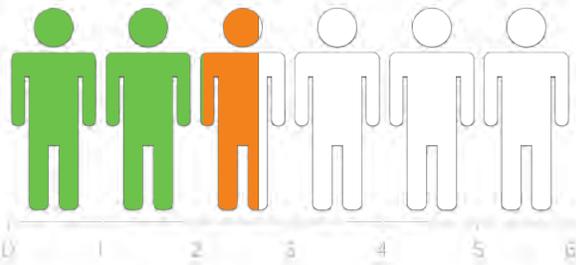


## Season of Trip Total Day Person-Trips



## Size of Travel Party

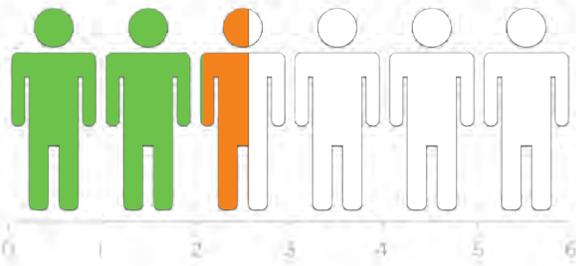
### Kentucky



Total  
**2.7**

Average number of people

### U.S. Norm

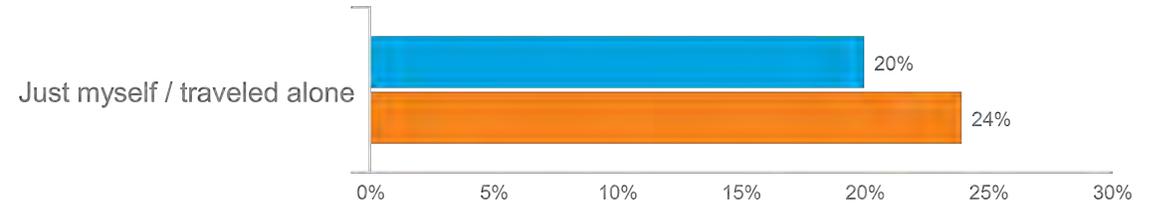


Total  
**2.6**

Average number of people

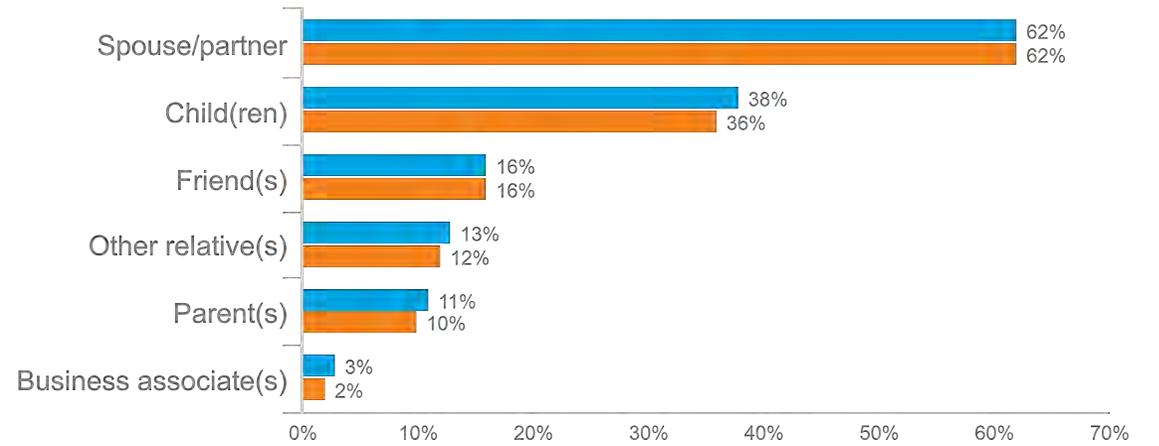
## Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



## Composition of Immediate Travel Party

■ Kentucky ■ U.S. Norm



## Activities and Experiences (Top 10)

Shopping



**32%**

U.S. Norm  
24%

Landmark/historic site



**8%**

U.S. Norm  
7%

National/state park



**8%**

U.S. Norm  
6%

Museum



**7%**

U.S. Norm  
7%

Hiking/backpacking



**7%**

U.S. Norm  
5%

Swimming



**5%**

U.S. Norm  
5%

Fine/upscale dining



**5%**

U.S. Norm  
6%

Casino



**5%**

U.S. Norm  
7%

Fair/exhibition/festival



**4%**

U.S. Norm  
4%

Brewery



**4%**

U.S. Norm  
3%

## Activities of Special Interest (Top 5)

Kentucky

|                                  |            |
|----------------------------------|------------|
| Historic places                  | <b>20%</b> |
| Cultural activities/Attractions  | <b>12%</b> |
| Exceptional Culinary Experiences | <b>7%</b>  |
| Brewery Tours/Beer Tasting       | <b>5%</b>  |
| Winery Tours/Tasting             | <b>4%</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>  |

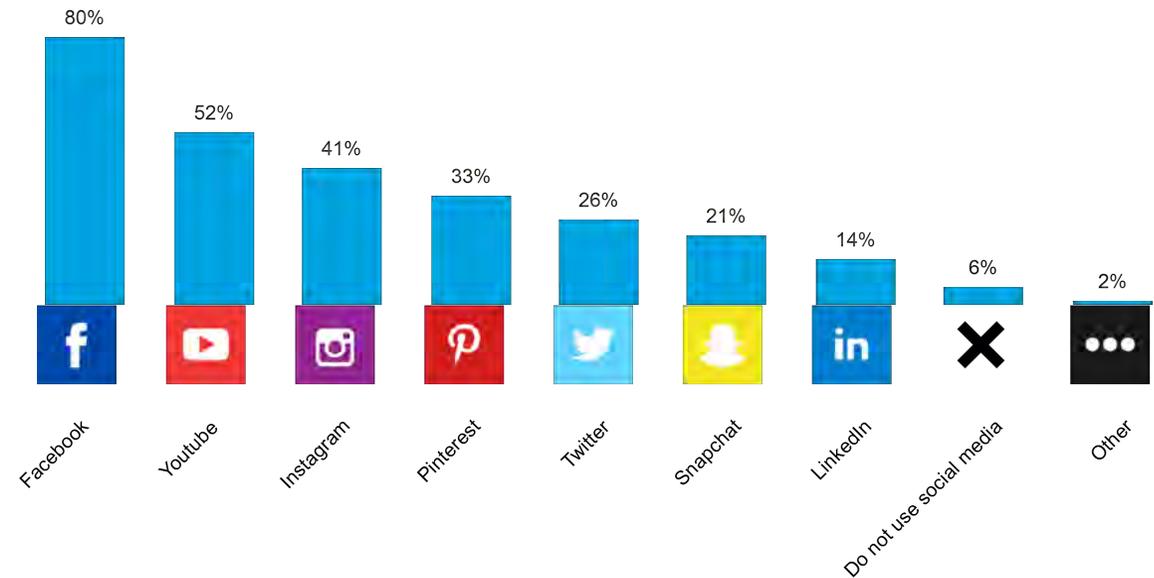
## Online Social Media Use by Travelers

|  | Kentucky   | U.S. Norm  |
|--|------------|------------|
|  Used any social media  | <b>58%</b> | <b>57%</b> |
|  Shared travel stories/photos/videos on social media              | <b>25%</b> | <b>24%</b> |
|  Read online travel reviews that influenced my travel decisions   | <b>25%</b> | <b>23%</b> |
|  Saw a video or photo on social media that inspired me to visit  | <b>20%</b> | <b>16%</b> |
|  Clicked through on a travel advertisement seen on social media | <b>18%</b> | <b>15%</b> |



**76%**  
Followed Influencer

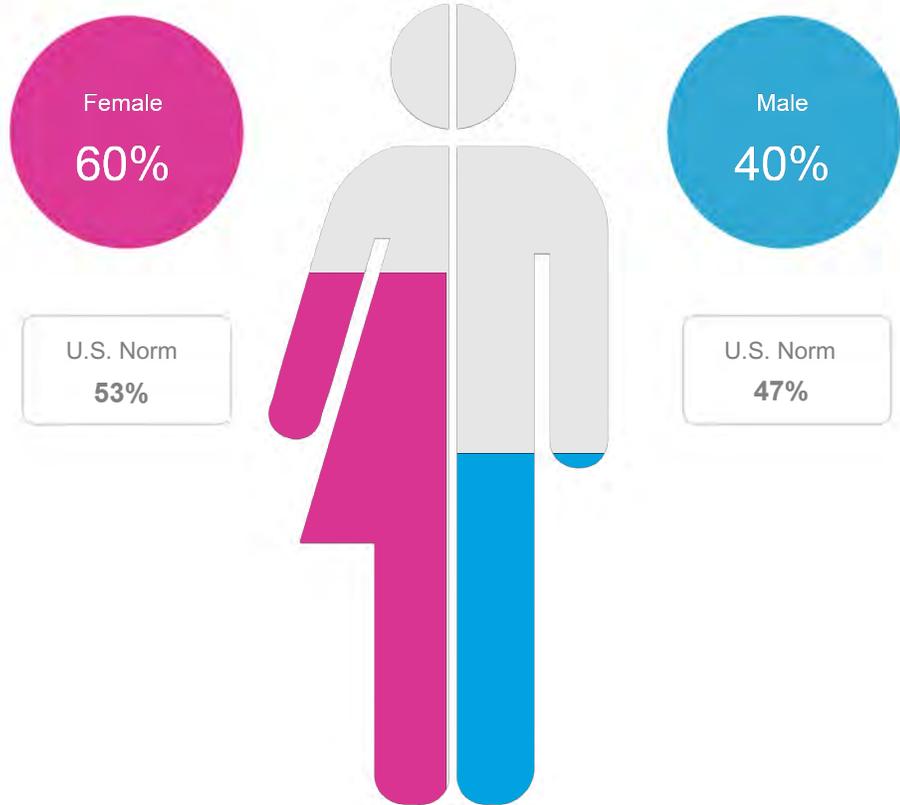
## Social media platforms used in general



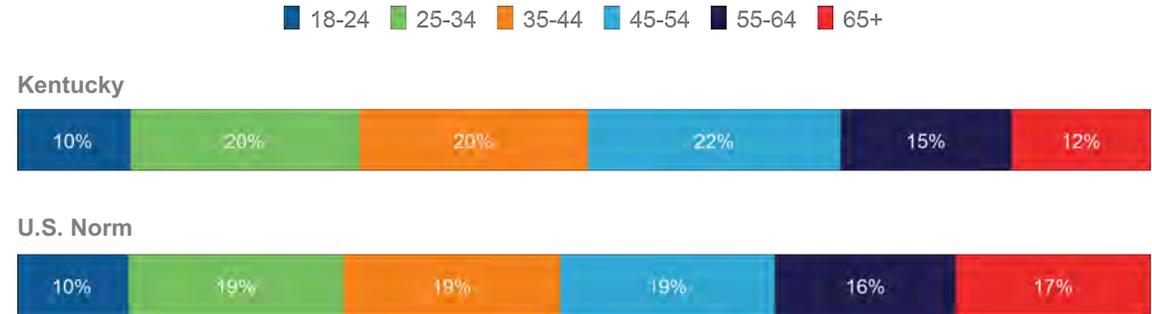
# Demographic Profile of Day Kentucky Visitors

Base: 2019 Day Person-Trips

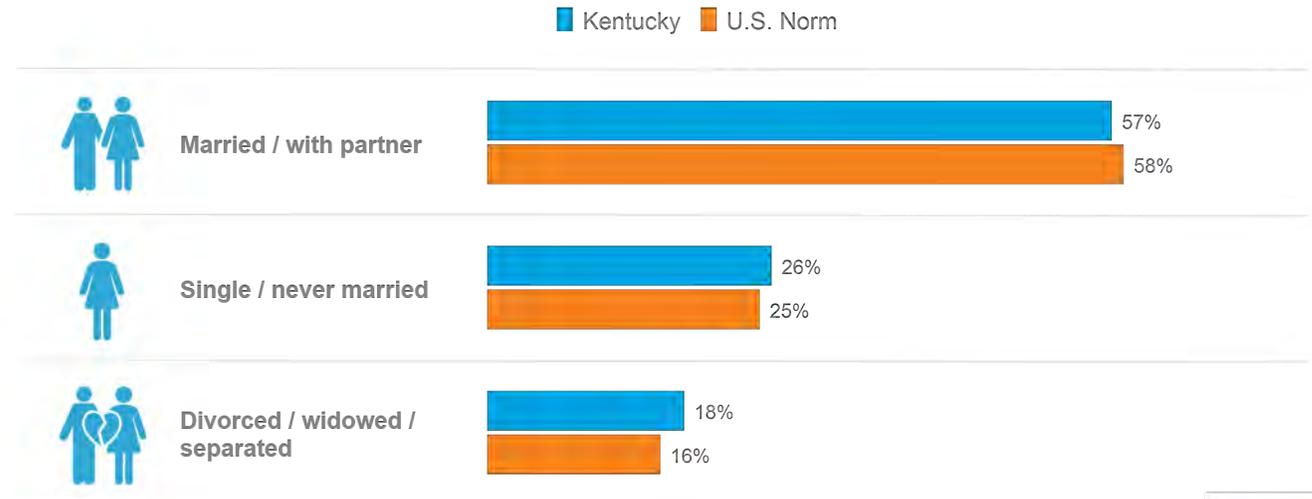
## Gender



## Age



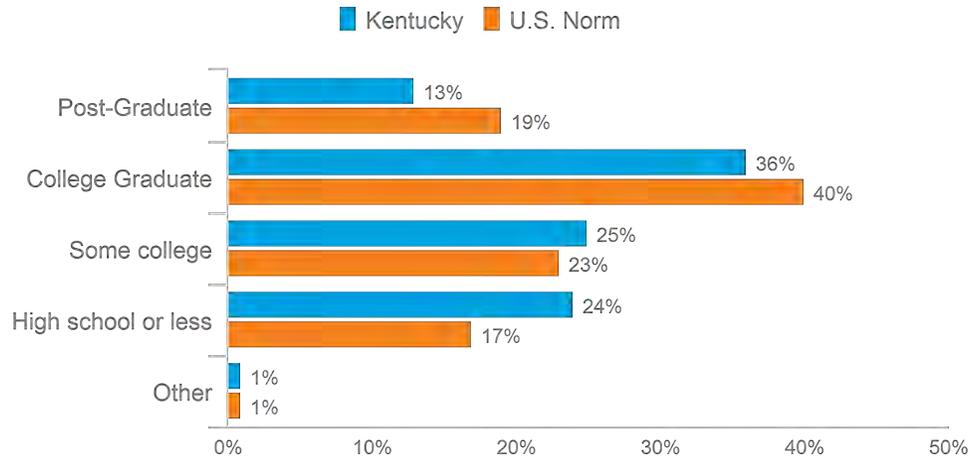
## Marital Status



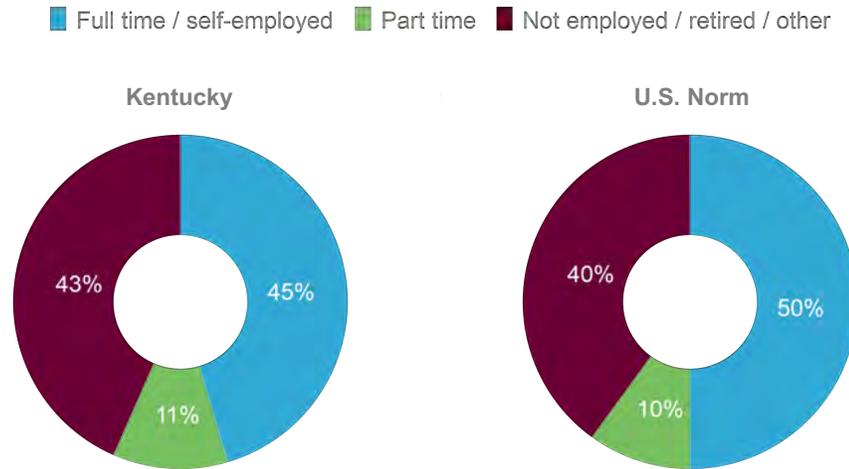
# Demographic Profile of Day Kentucky Visitors

Base: 2019 Day Person-Trips

## Education



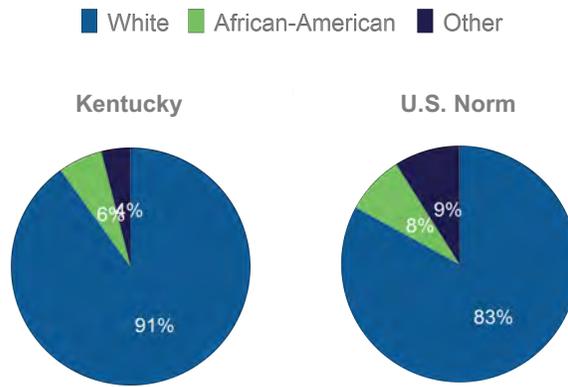
## Employment



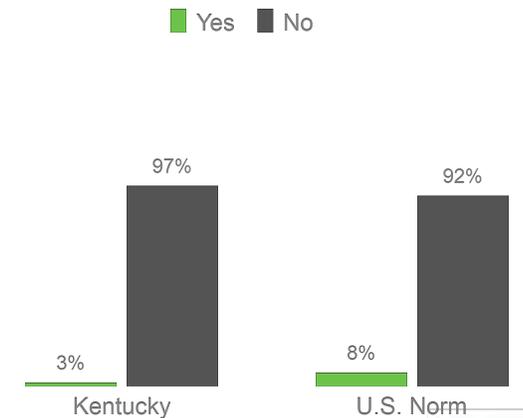
## Household Income



## Race

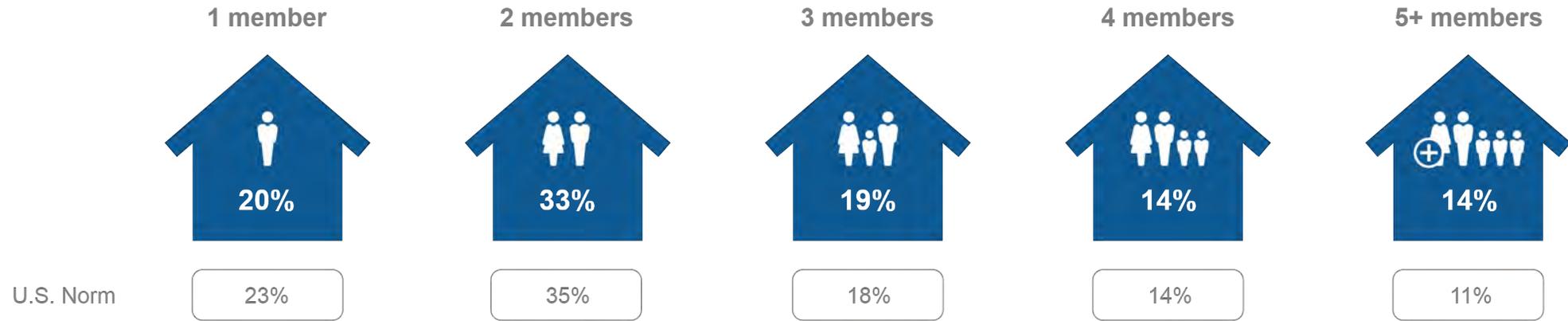


## Hispanic Background



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

## Household Size



## Children in Household

