



Travel USA Visitor Profile

Bluesgrass, Blues & BBQ



2020

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- 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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2019 and 2020 trips. This is to ensure a sufficient sample base for reliable results
- However, visitor volumes and expenditures represent 2020 only. These are based on our survey data and a careful review of other known destination data sources to ensure that our estimates are as accurate as possible, such as government data and STR reporting.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

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. Respondents are selected to be representative of the U.S. adult population.

For Bluegrass, Blues, & BBQ, the following sample was achieved in 2020:



Day Base Size

368

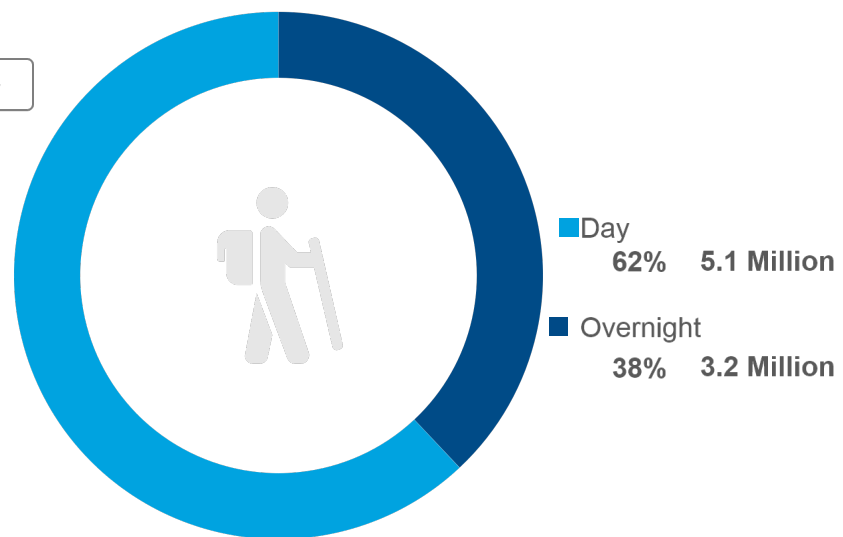
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Bluegrass, Blues, & BBQ 2020 Domestic Travel Market

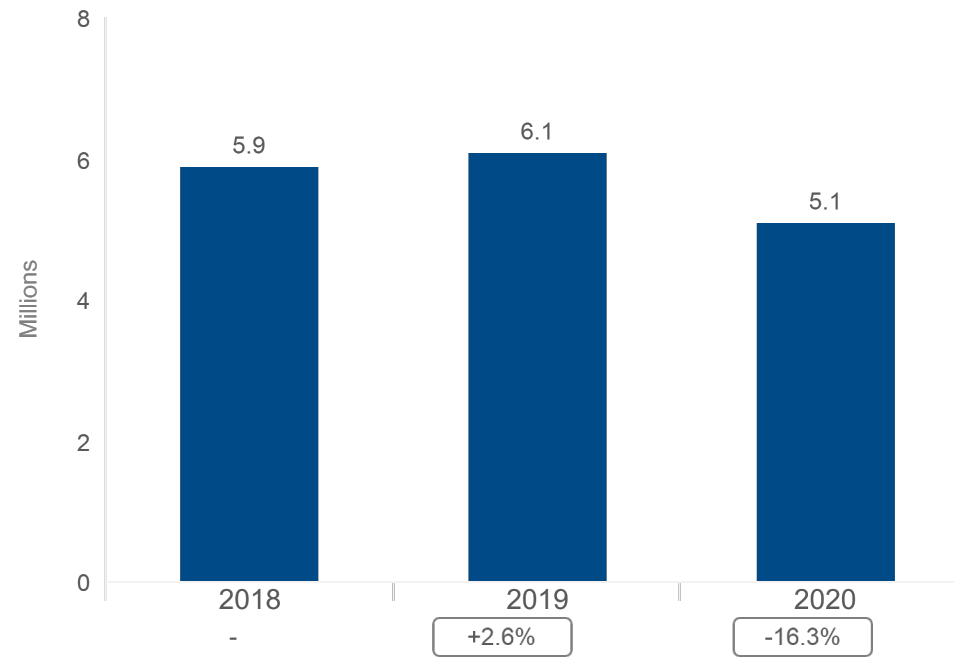
Total Person-Trips

8.3 Million

-5.5% vs. last year



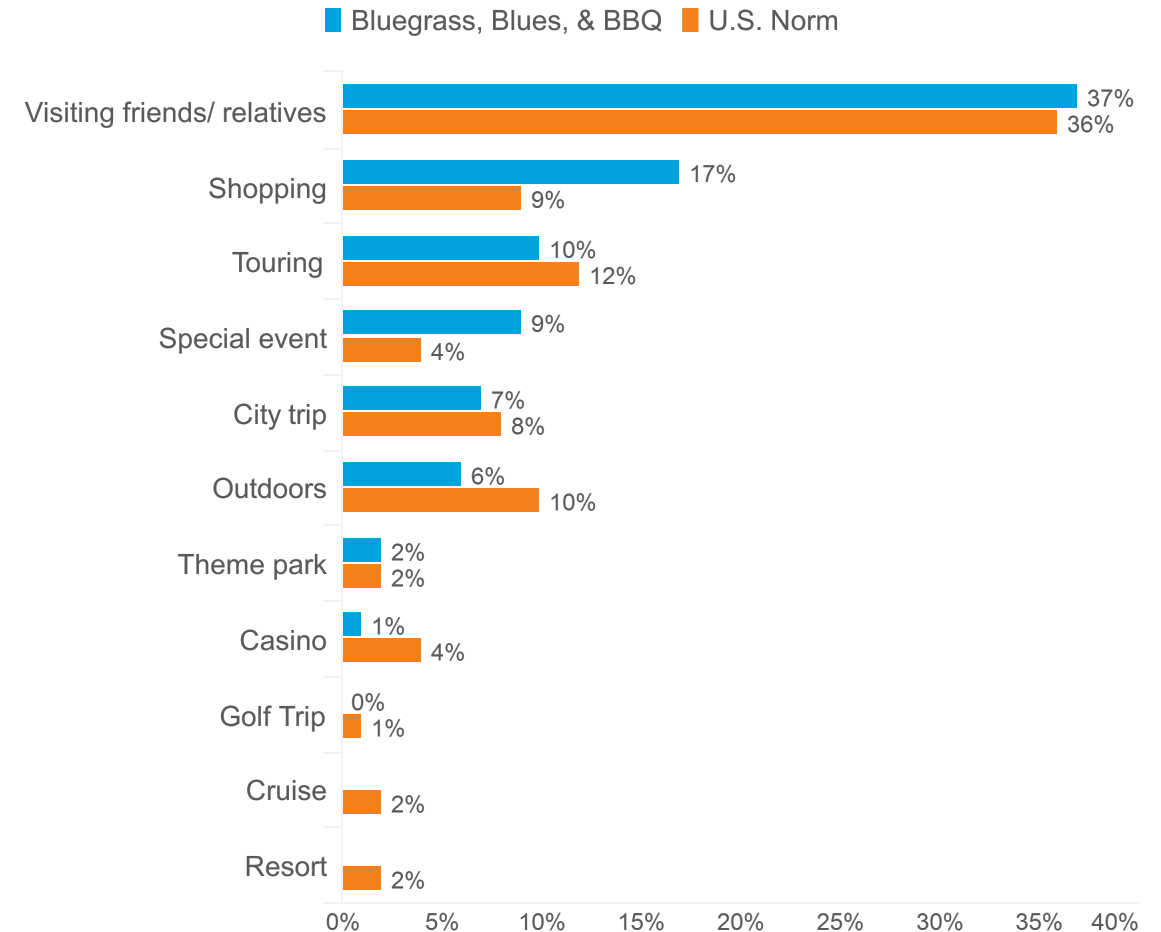
Day Trips to Bluegrass, Blues, & BBQ



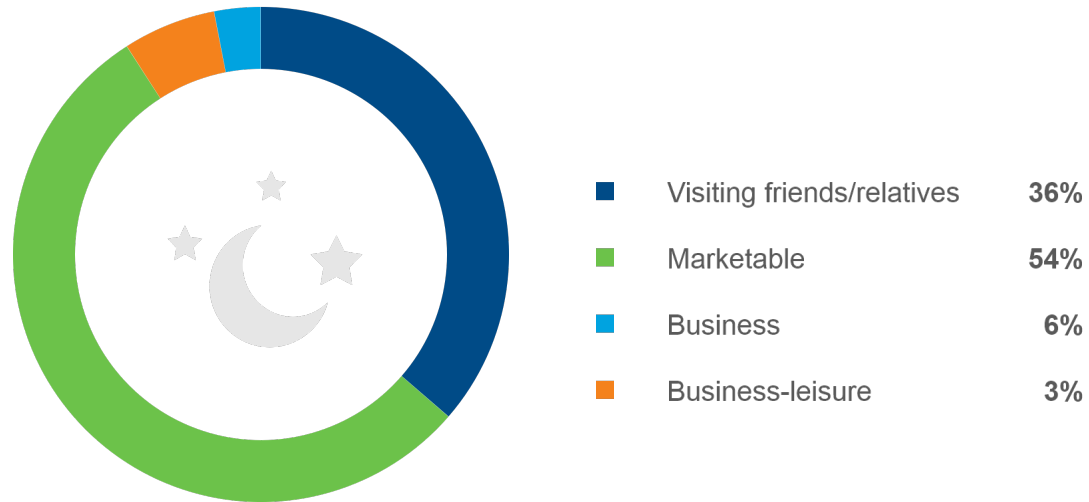
Main Purpose of Trip



Main Purpose of Leisure Trip



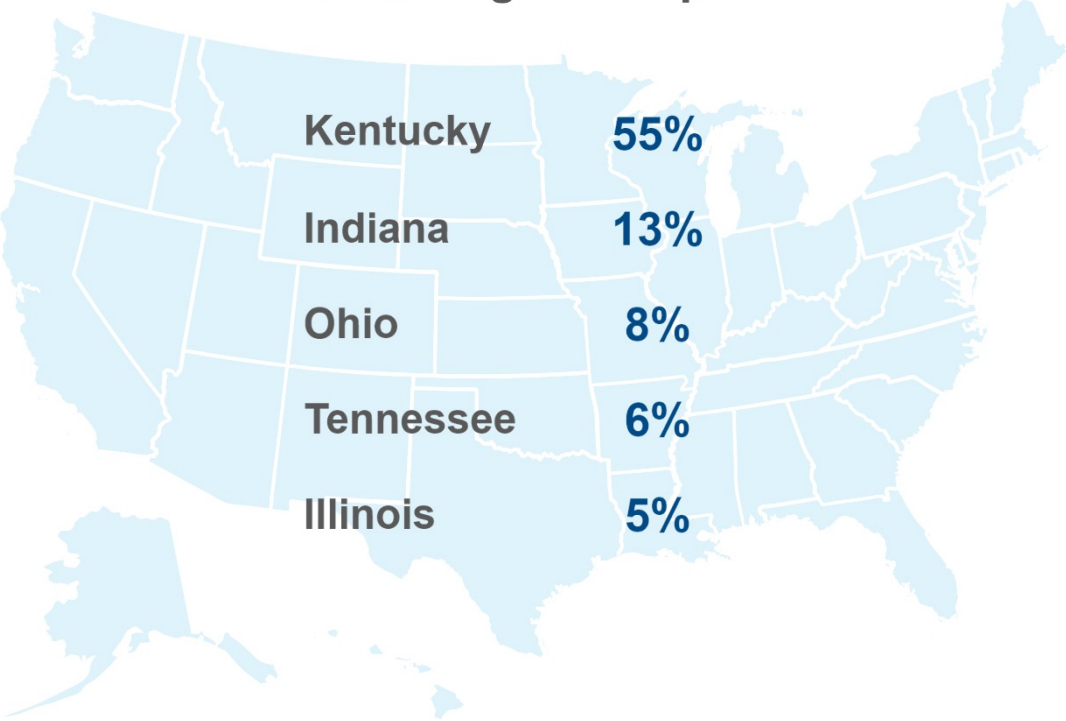
2020 U.S. Day Trips



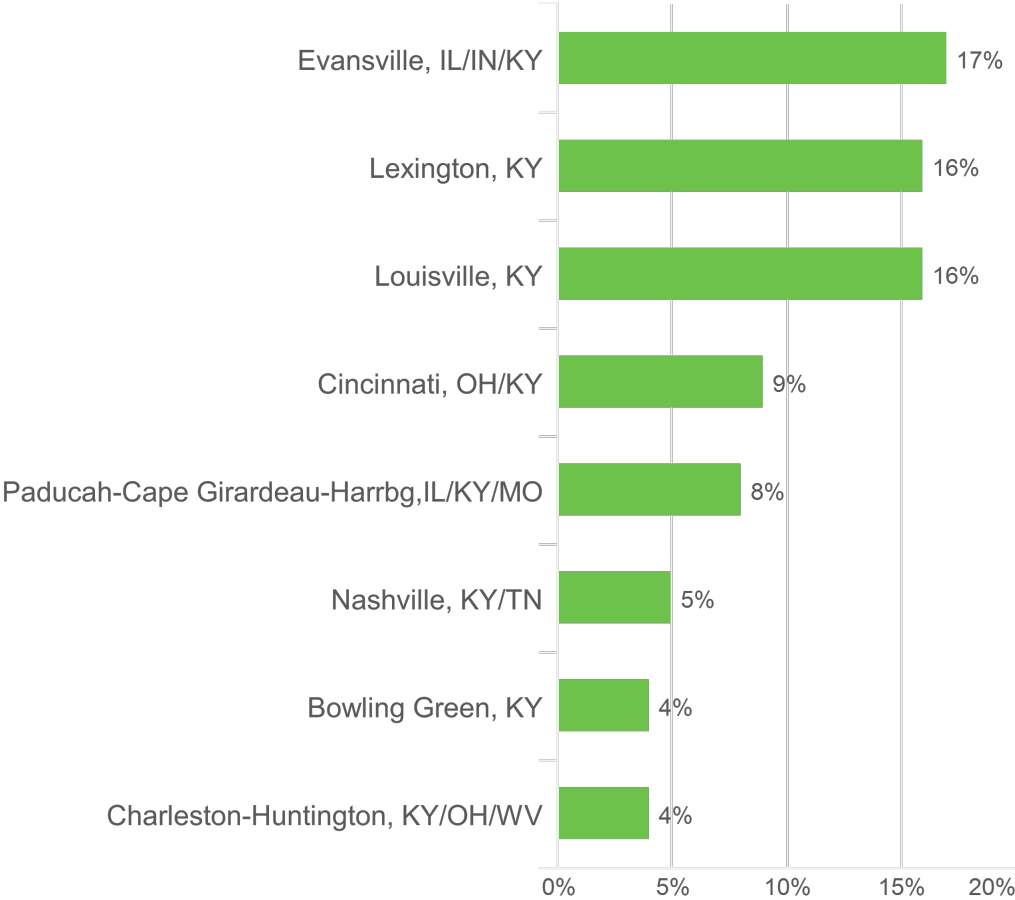
Bluegrass, Blues, & BBQ Day Trips



State Origin Of Trip

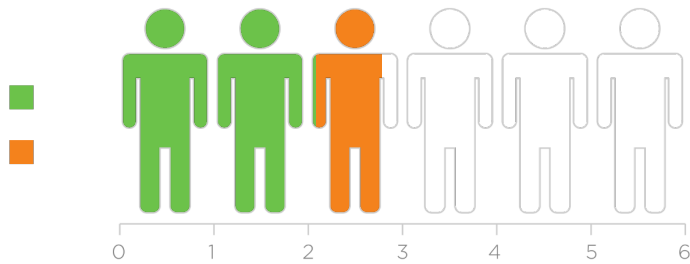


DMA Origin Of Trip



Size of Travel Party

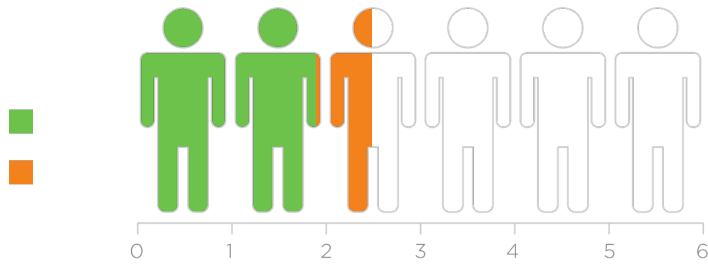
Bluegrass, Blues, & BBQ



Total
2.8

Average number of people

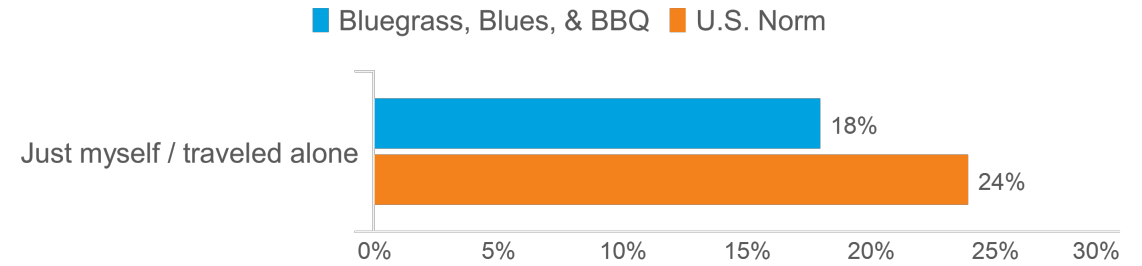
U.S. Norm



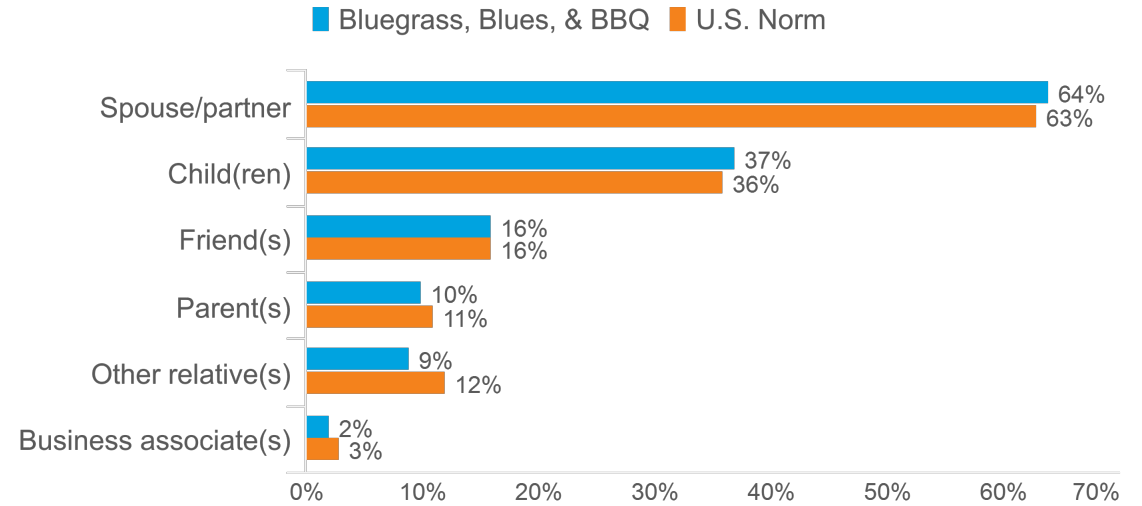
Total
2.6

Average number of people

Percent Who Traveled Alone



Composition of Immediate Travel Party



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 45%

Cultural Activities



U.S. Norm: 17%

Sporting Activities



U.S. Norm: 8%

Business Activities









U.S. Norm: 10%

Activities and Experiences (Top 10)







	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	29%	20%
Local parks/playgrounds	14%	6%
Landmark/historic site	14%	8%
Sightseeing	13%	13%
Hiking/backpacking	10%	7%
Fishing	8%	5%
Nature tours/wildlife viewing/birding	8%	5%
Attending celebration	7%	9%
Camping	6%	3%
National/state park	6%	6%

Shopping Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Outlet/mall shopping	69%	49%
 Big box stores (Walmart, Costco)	41%	31%
 Convenience/grocery shopping	41%	28%
 Boutique shopping	22%	21%
 Antiquing	14%	12%
 Souvenir shopping	6%	20%

Base is the 29% of travelers who shopped on their trip.

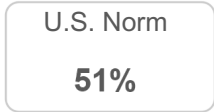
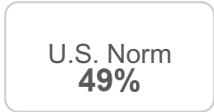
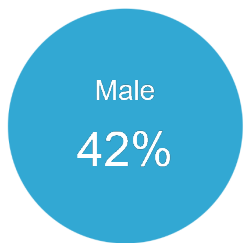
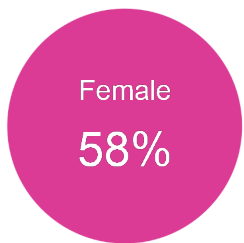
Dining Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	51%	34%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	12%
 Street food/food trucks	14%	15%
 Picnicking	11%	14%
 Fine/upscale dining	7%	12%
 Gastropubs	5%	5%

Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

Base: 2019/2020 Day Person-Trips

Gender



Age

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

Bluegrass, Blues, & BBQ

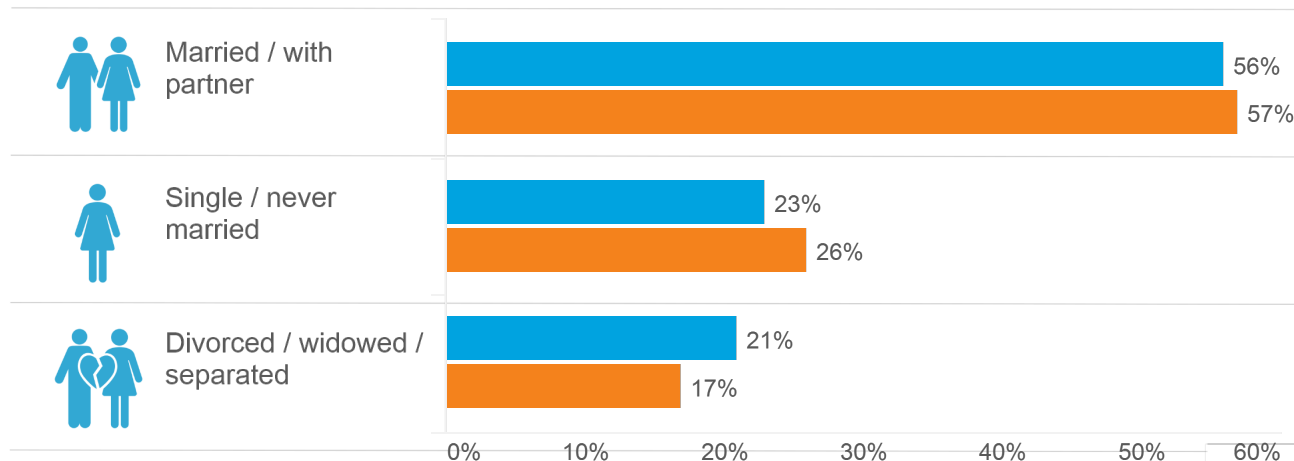


U.S. Norm



Marital Status

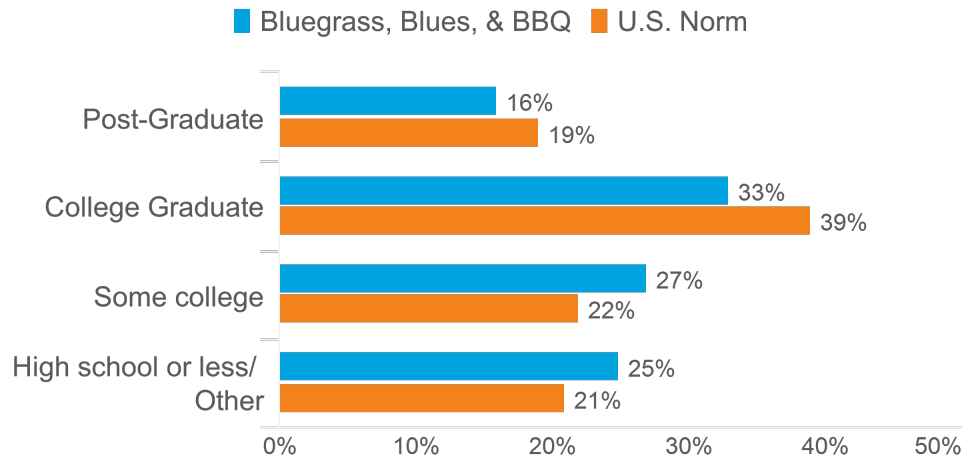
Bluegrass, Blues, & BBQ U.S. Norm



Demographic Profile of Day Bluegrass, Blues, & BBQ Visitors

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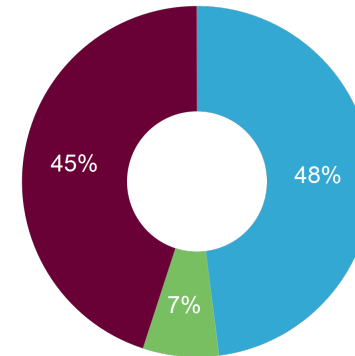
Education



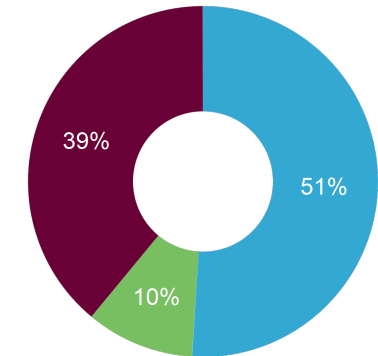
Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

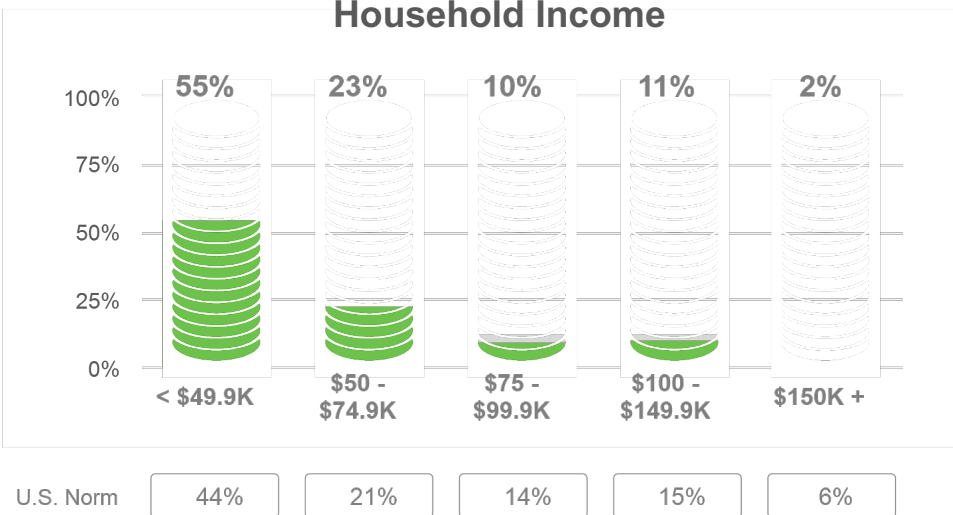
Bluegrass, Blues, & BBQ



U.S. Norm



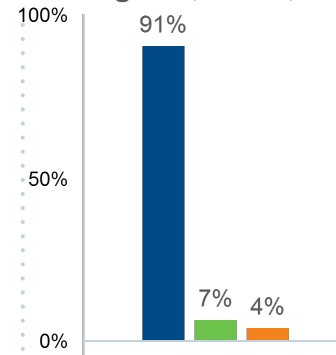
Household Income



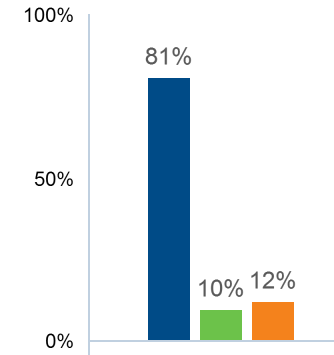
Race

■ White ■ African-American ■ Other

Bluegrass, Blues, & BBQ



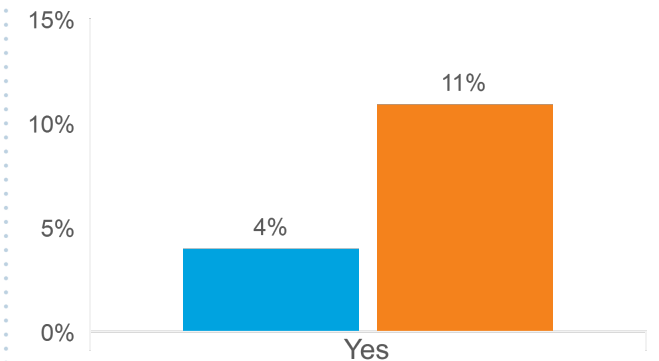
U.S. Norm



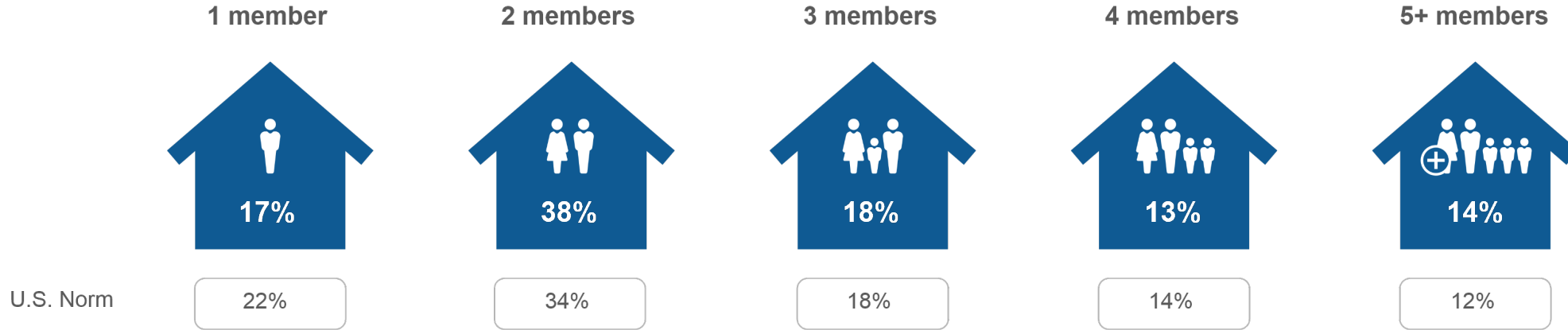
Question updated in 2020, 2020 data only

Hispanic Background

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Household Size



Children in Household

