



Travel USA Visitor Profile

Bluegrass, 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.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- This report provides an overview for Bluegrass, Blues, & BBQ's domestic tourism business in 2020.

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:



Overnight Base Size

276

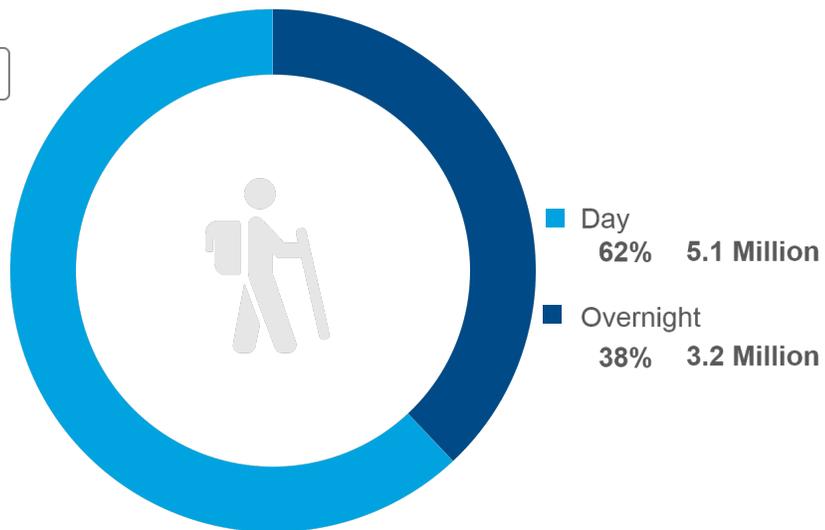
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

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

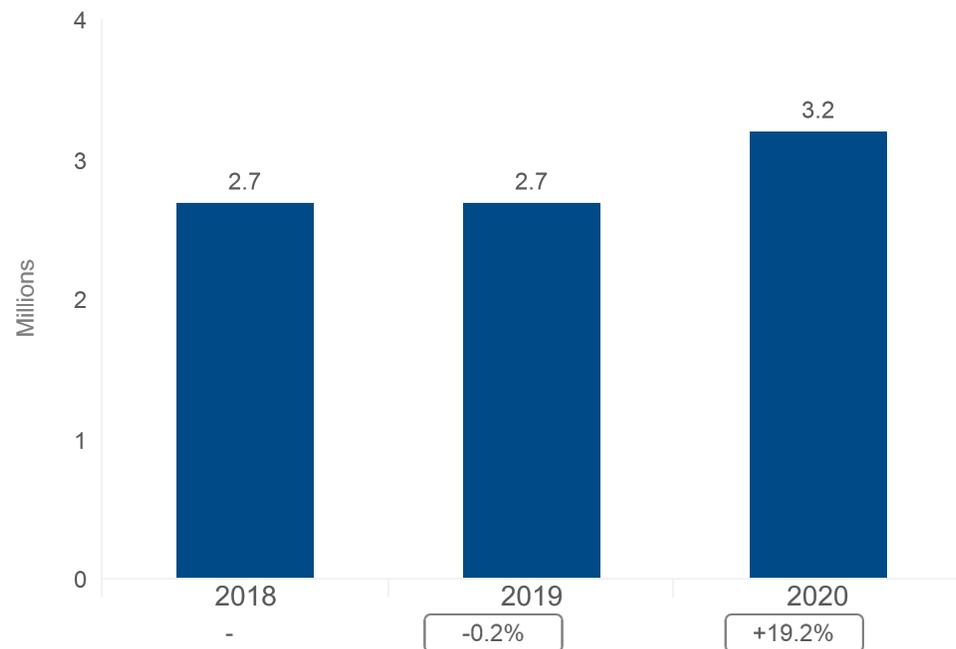
Total Person-Trips

8.3 Million

-5.5% vs. last year



Overnight Trips to Bluegrass, Blues, & BBQ



Past Visitation to Bluegrass, Blues, & BBQ

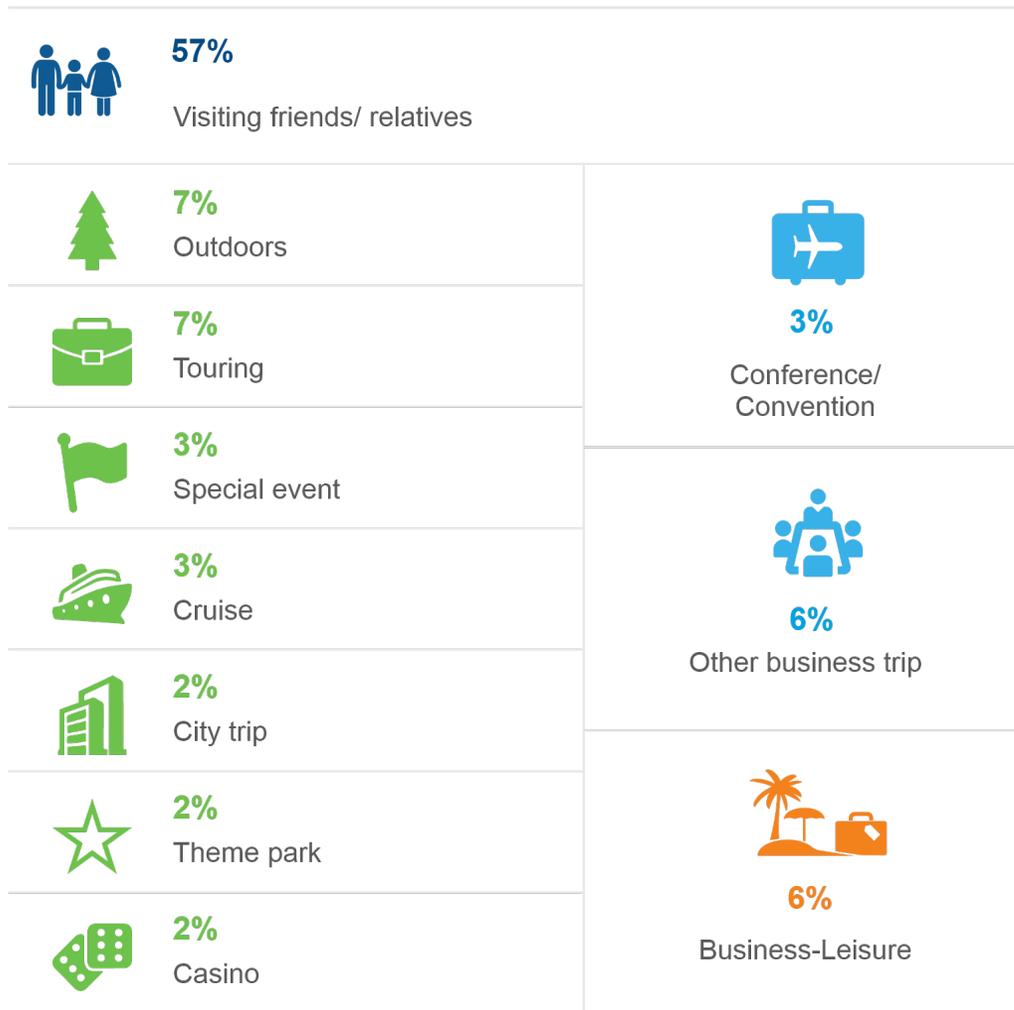
51% of overnight travelers to Bluegrass, Blues, & BBQ are repeat visitors

36% of overnight travelers to Bluegrass, Blues, & BBQ had visited before in the past 12 months

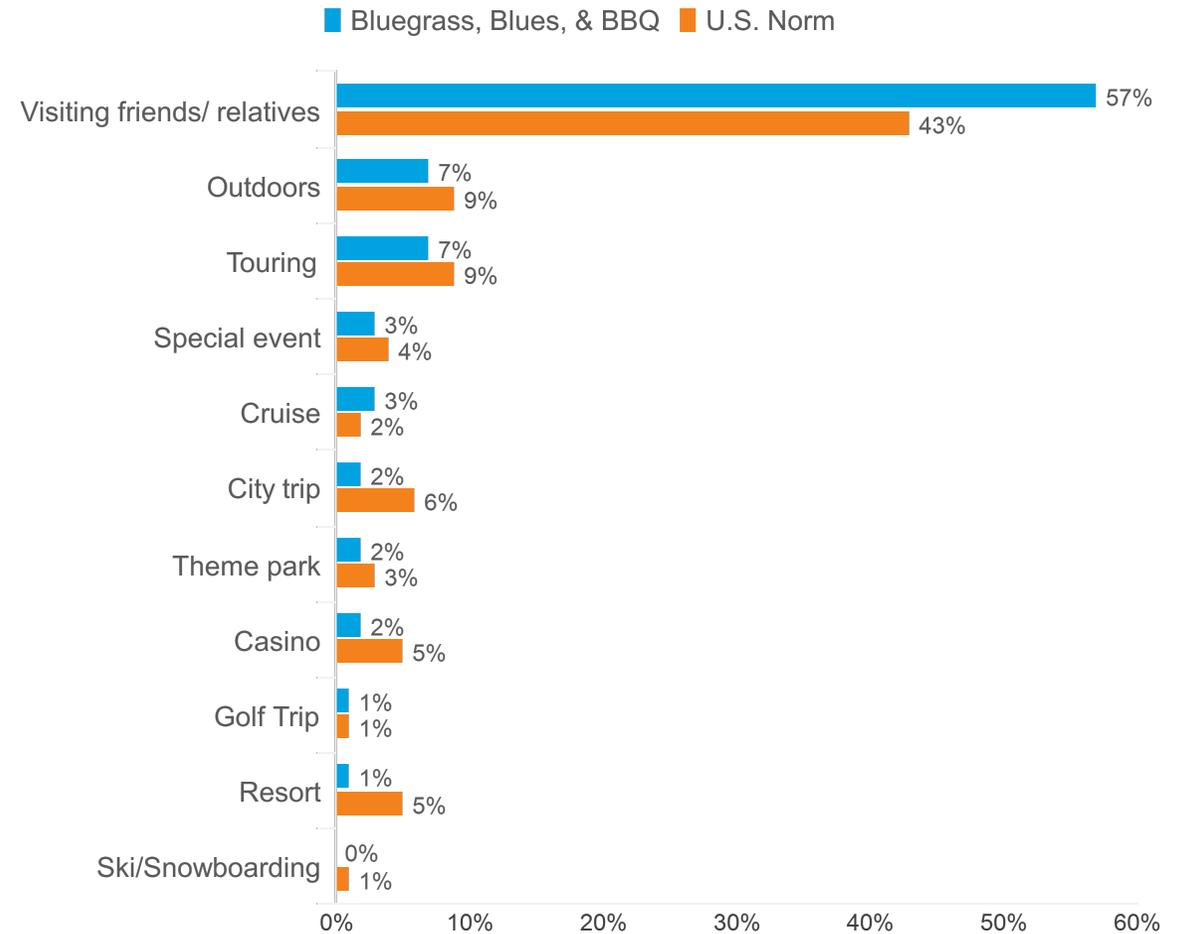
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip



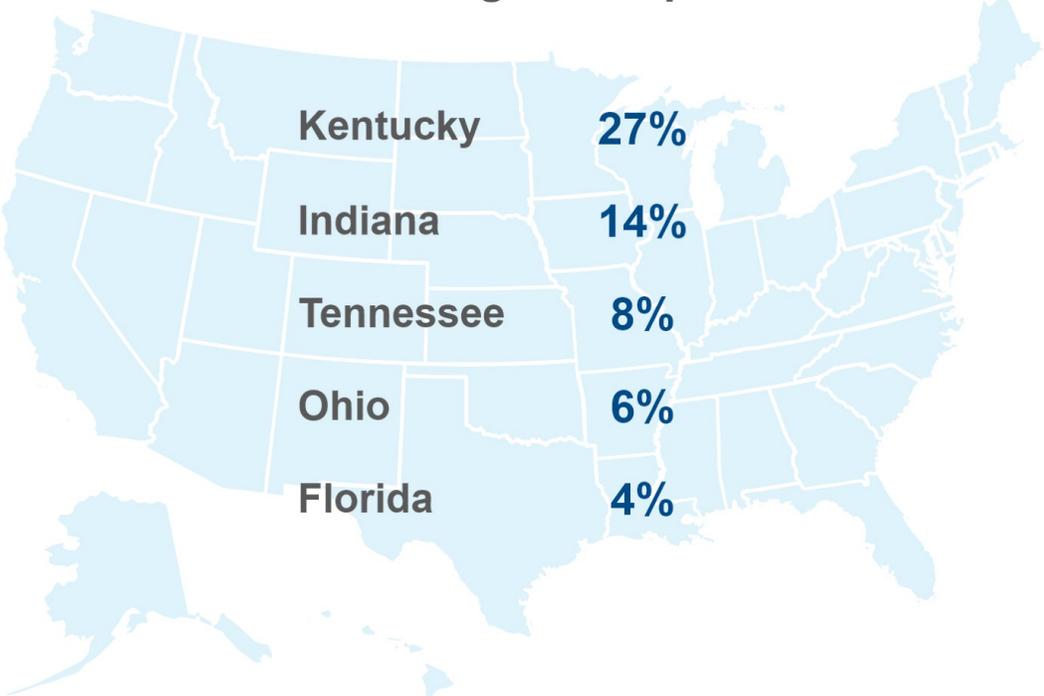
2020 U.S. Overnight Trips



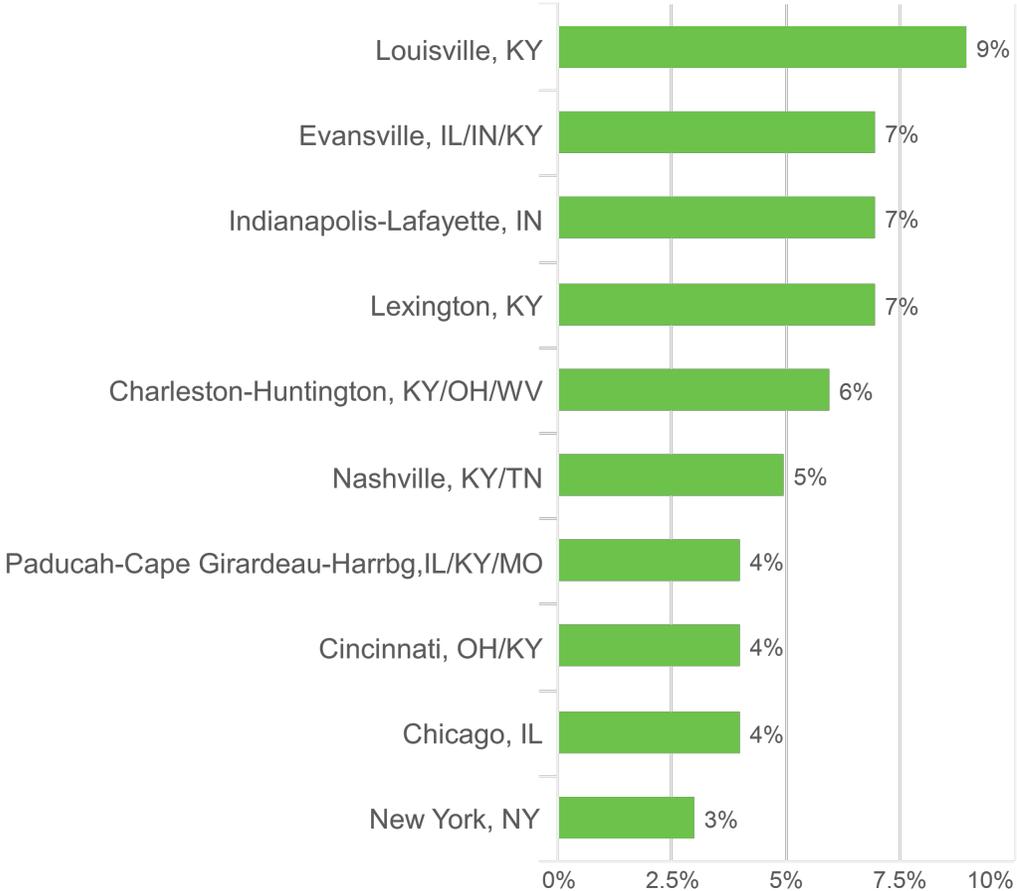
2020 Bluegrass, Blues, & BBQ Overnight Trips



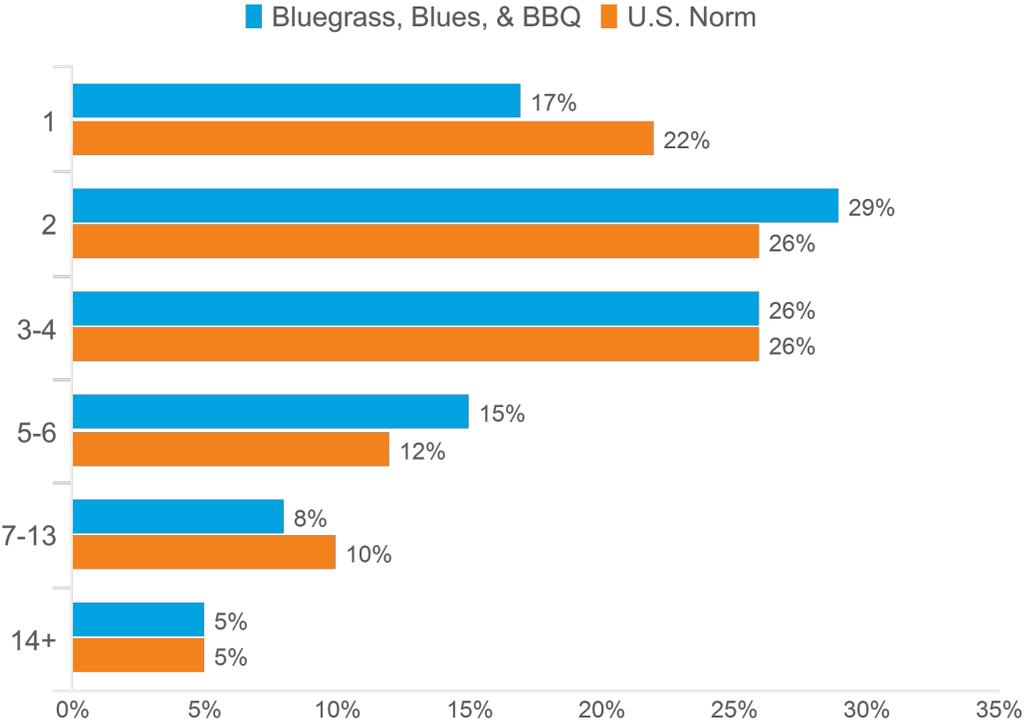
State Origin Of Trip



DMA Origin Of Trip



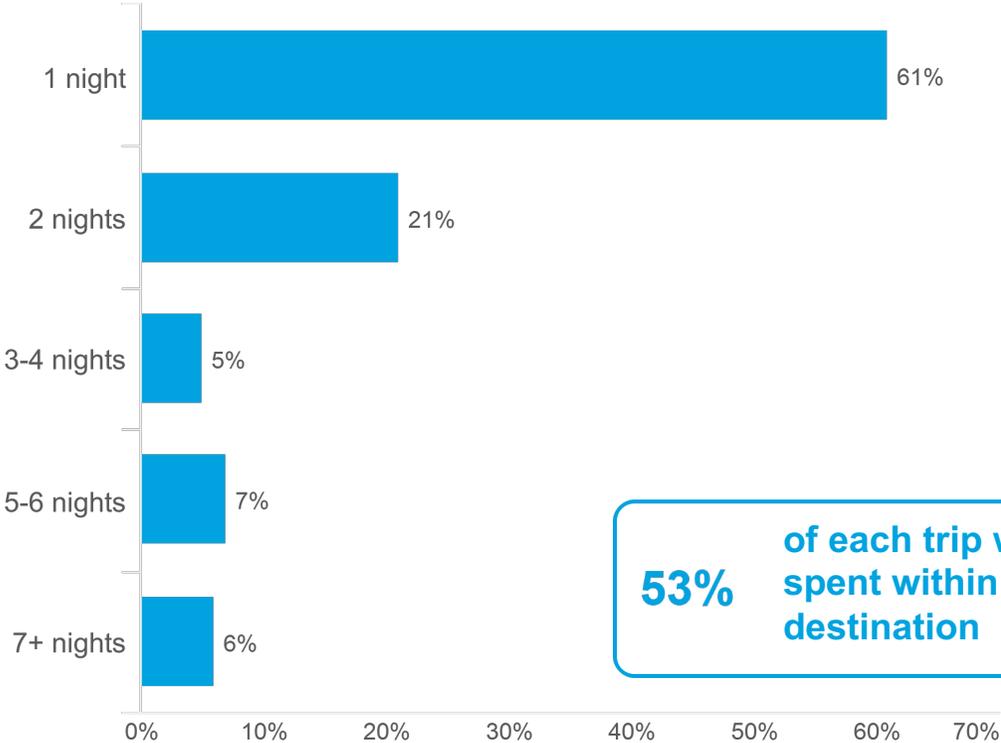
Total Nights Away on Trip



Bluegrass, Blues, & BBQ
4.1
 Average Nights

U.S. Norm
4.1
 Average Nights

Nights Spent in Bluegrass, Blues, & BBQ



53% of each trip was spent within the destination

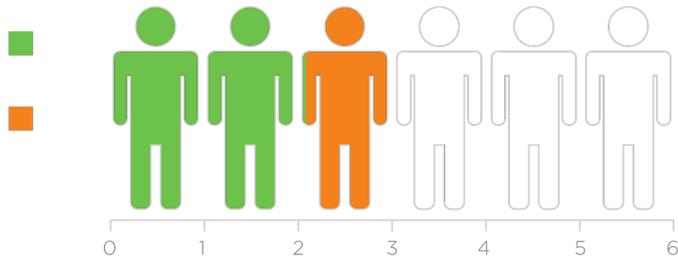
Average number of nights
2.2

Average last year
2.7

Size of Travel Party

■ Adults ■ Children

Bluegrass, Blues, & BBQ

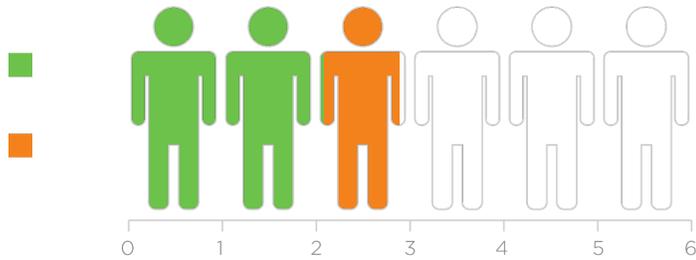


Total

3.1

Average number of people

U.S. Norm



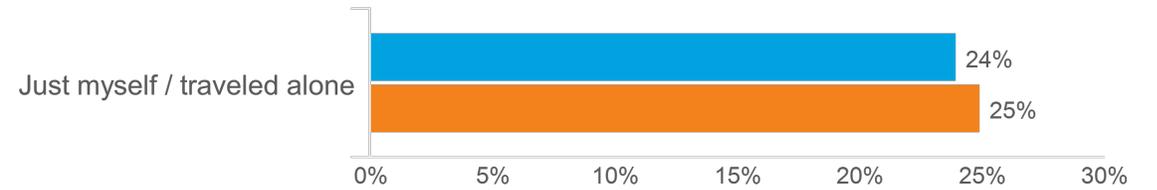
Total

3.0

Average number of people

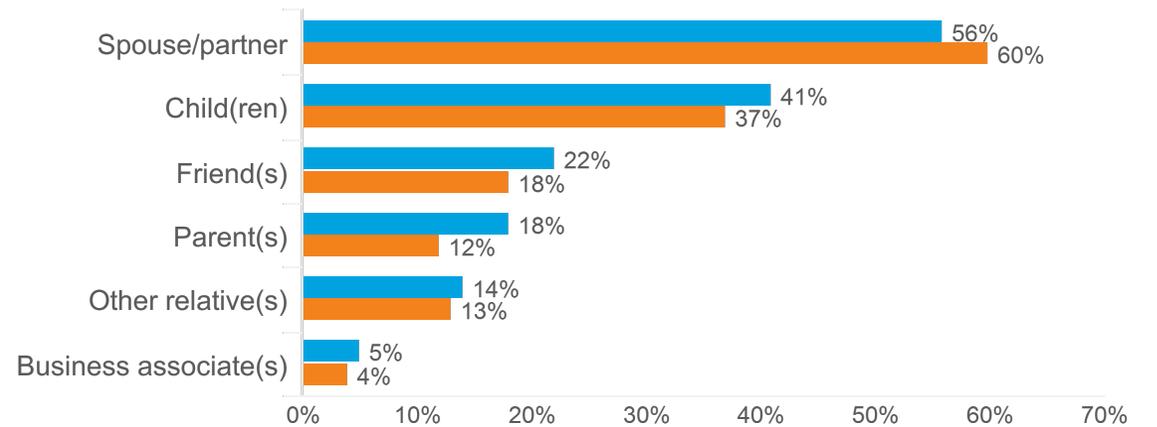
Percent Who Traveled Alone

■ Bluegrass, Blues, & BBQ ■ U.S. Norm



Composition of Immediate Travel Party

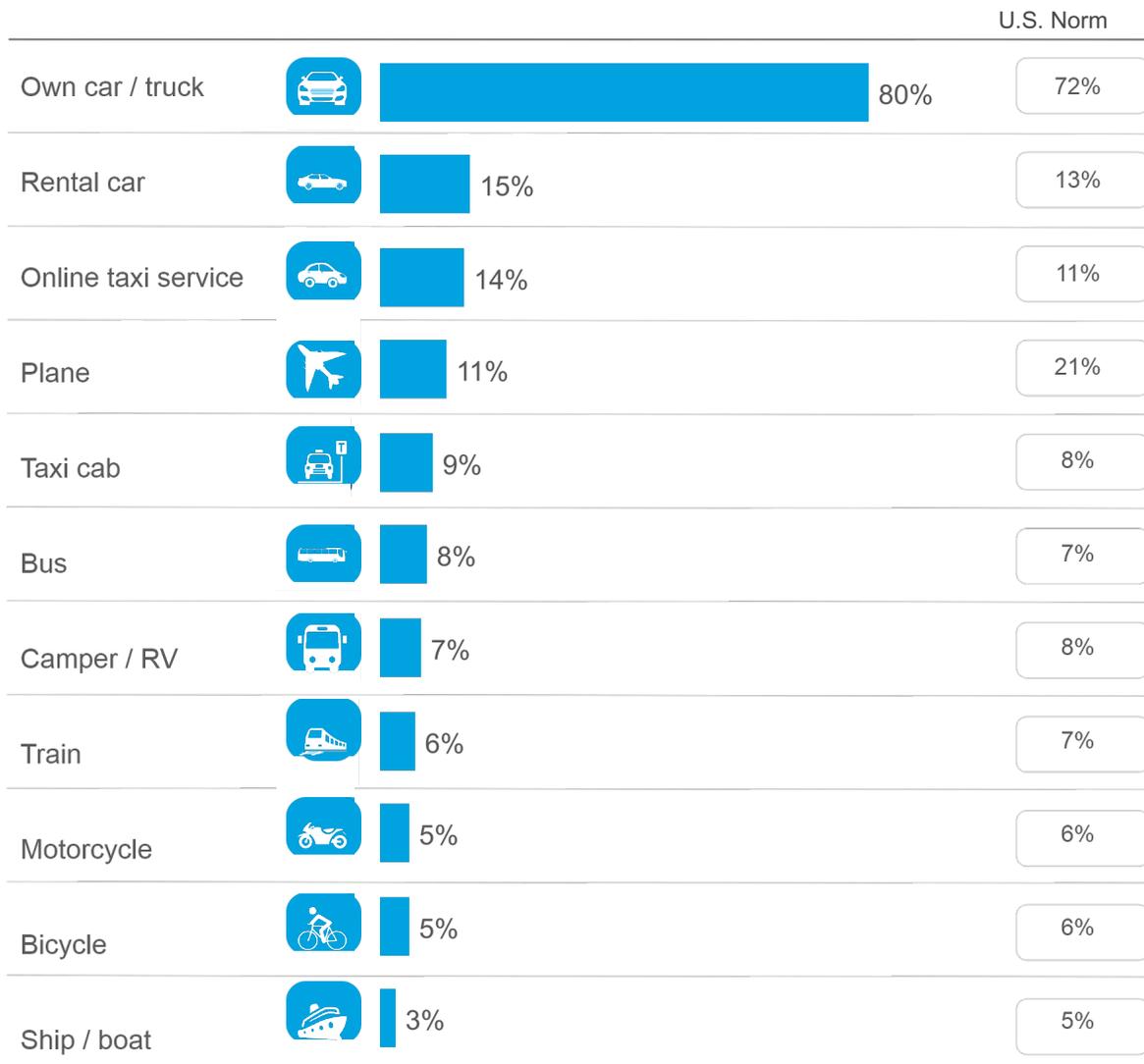
■ Bluegrass, Blues, & BBQ ■ U.S. Norm



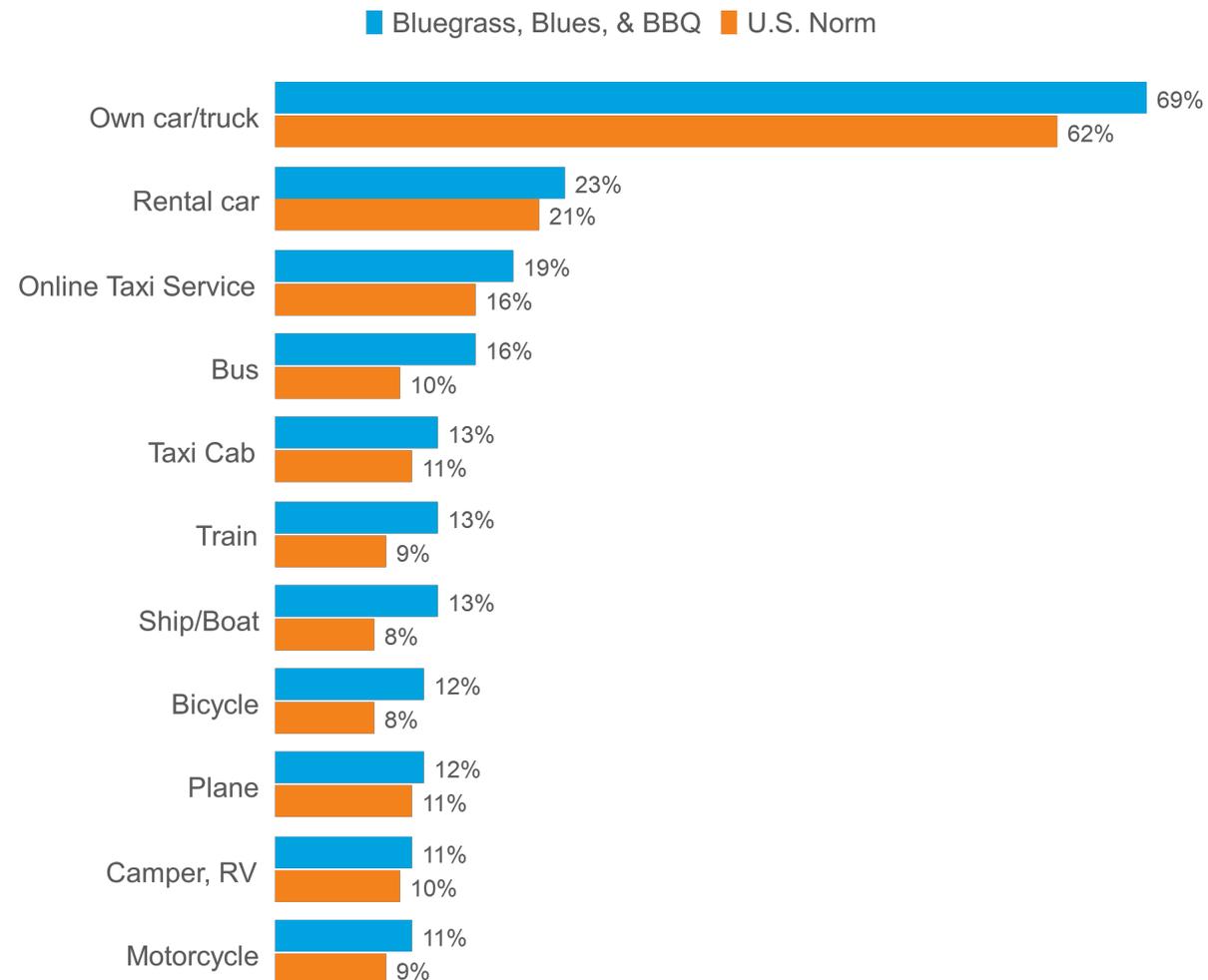
Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Transportation Used to get to Destination

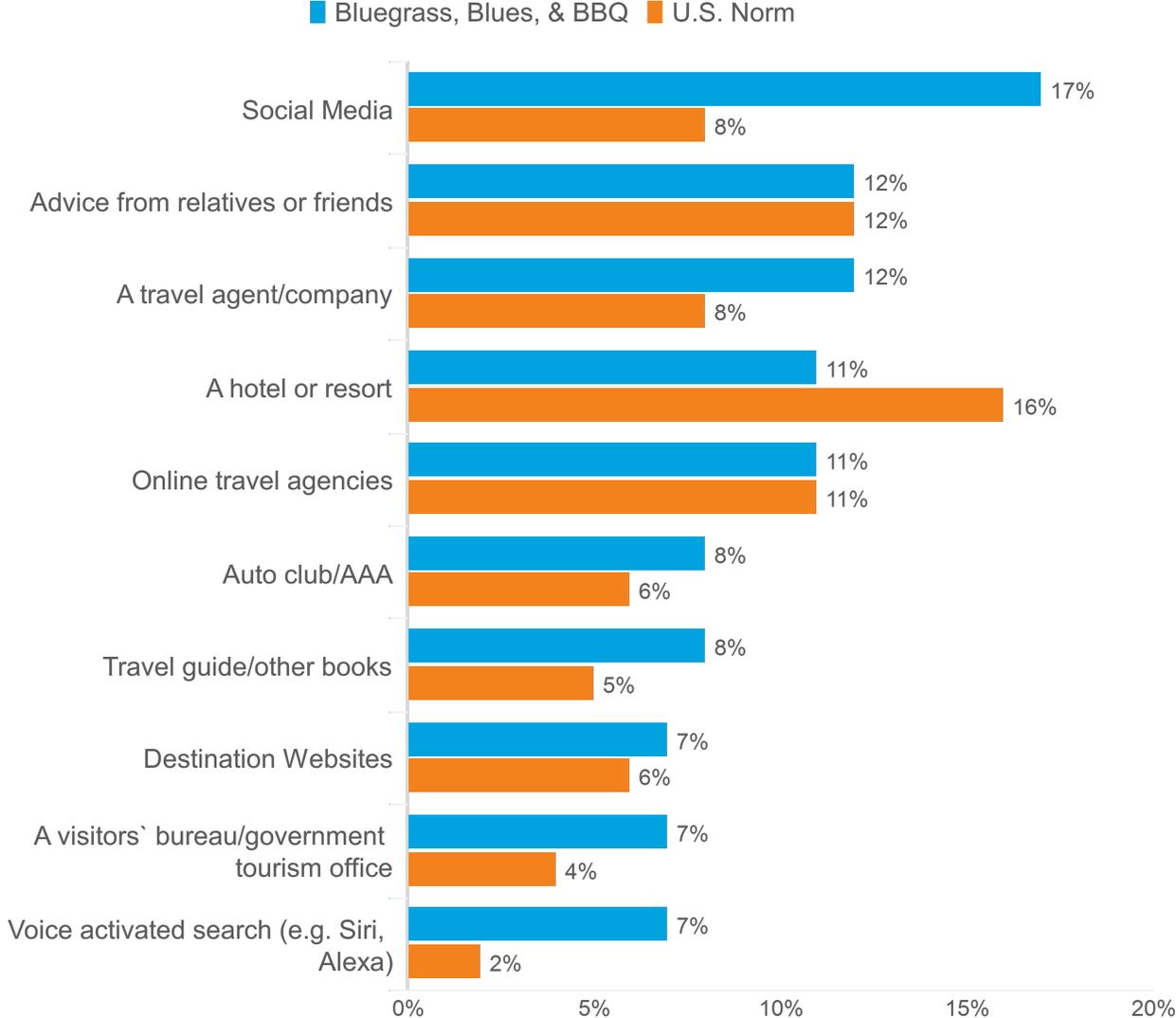


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

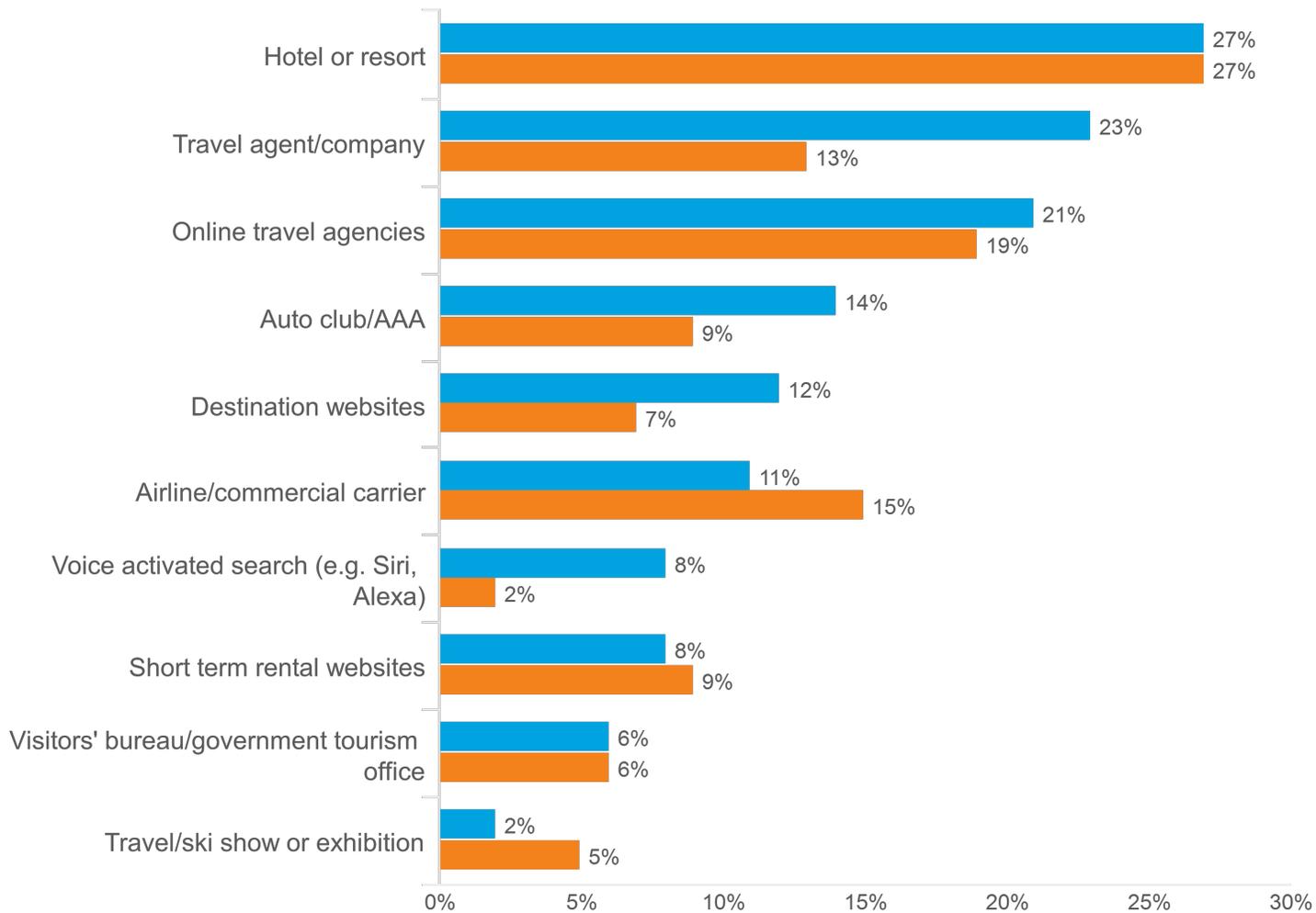
	Bluegrass, Blues, & BBQ	U.S. Norm
1 month or less	31%	33%
2 months	13%	15%
3-5 months	17%	15%
6-12 months	11%	11%
More than 1 year in advance	6%	4%
Did not plan anything in advance	22%	21%

Bluegrass, Blues, & BBQ's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Method of Booking

Bluegrass, Blues, & BBQ U.S. Norm



Accommodations

	Bluegrass, Blues, & BBQ	U.S. Norm
 Hotel	39%	36%
 Home of friends / relatives	28%	22%
 Motel	17%	12%
 Bed & breakfast	11%	7%
 Campground / RV park	10%	6%
 Resort hotel	7%	10%
 Country inn / lodge	7%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 53%

Cultural Activities



U.S. Norm: 26%

Sporting Activities



U.S. Norm: 15%

Business Activities



U.S. Norm: 17%

Activities and Experiences (Top 10)

	Bluegrass, Blues, & BBQ	U.S. Norm
Shopping	26%	22%
Sightseeing	24%	16%
Attending celebration	23%	13%
Local parks/playgrounds	16%	9%
Swimming	16%	12%
Landmark/historic site	15%	11%
Fishing	15%	7%
National/state park	15%	8%
Museum	14%	9%
Aquarium	14%	5%

Shopping Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Outlet/mall shopping	61%	49%
 Big box stores (Walmart, Costco)	46%	36%
 Convenience/grocery shopping	43%	43%
 Souvenir shopping	42%	37%
 Boutique shopping	27%	26%
 Antiquing	23%	12%

Base is the 26% of travelers who shopped on their trip.

Dining Types on Trip

	Bluegrass, Blues, & BBQ	U.S. Norm
 Unique/local food	50%	40%
 Street food/food trucks	27%	19%
 Food delivery service (UberEATS, DoorDash, etc.)	26%	20%
 Fine/upscale dining	20%	20%
 Picnicking	19%	13%
 Gastropubs	8%	8%



64%
of overnight travelers were
very satisfied with their overall
trip experience



Quality of food



Friendliness of people



Public transportation



Safety/security



Cleanliness



Sightseeing/attractions



Quality of accommodations



Music/nightlife/entertainment

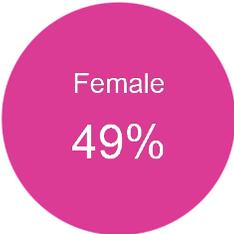


Value for money

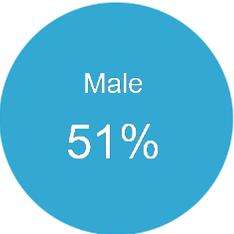
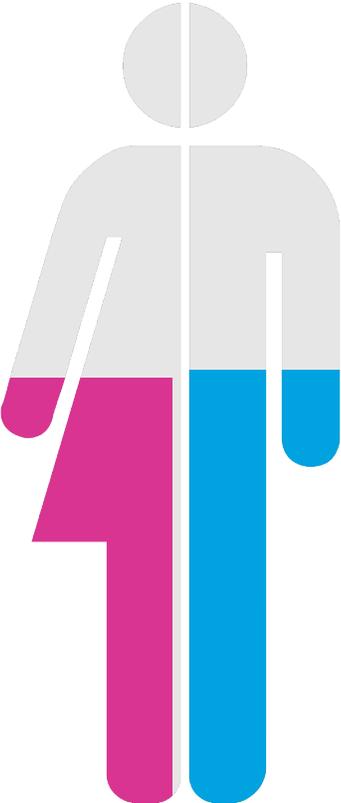


0% 10% 20% 30% 40% 50% 60% 70%

Gender



U.S. Norm
48%



U.S. Norm
52%

Age

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

Bluegrass, Blues, & BBQ



Average Age
39.7

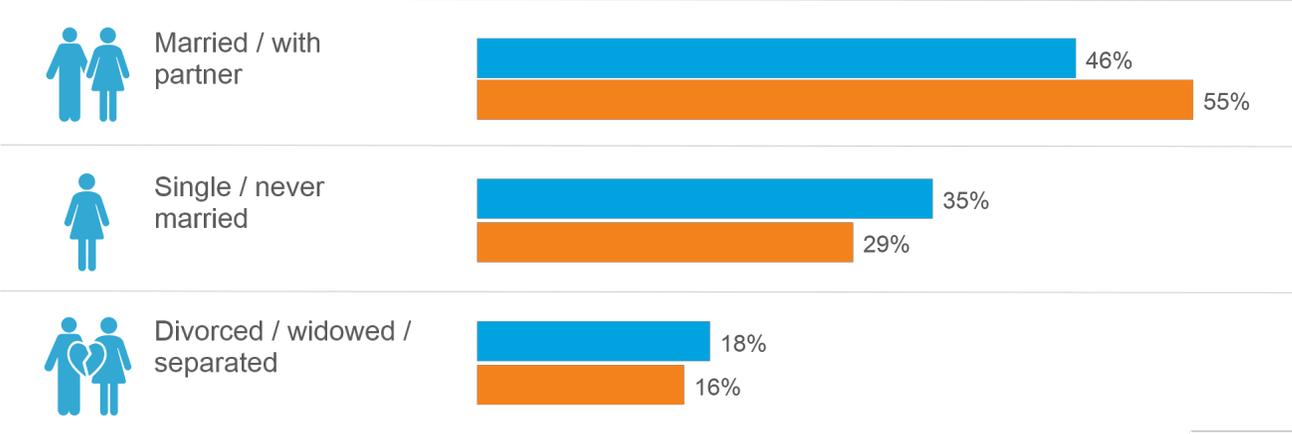
U.S. Norm



Average Age
43.1

Marital Status

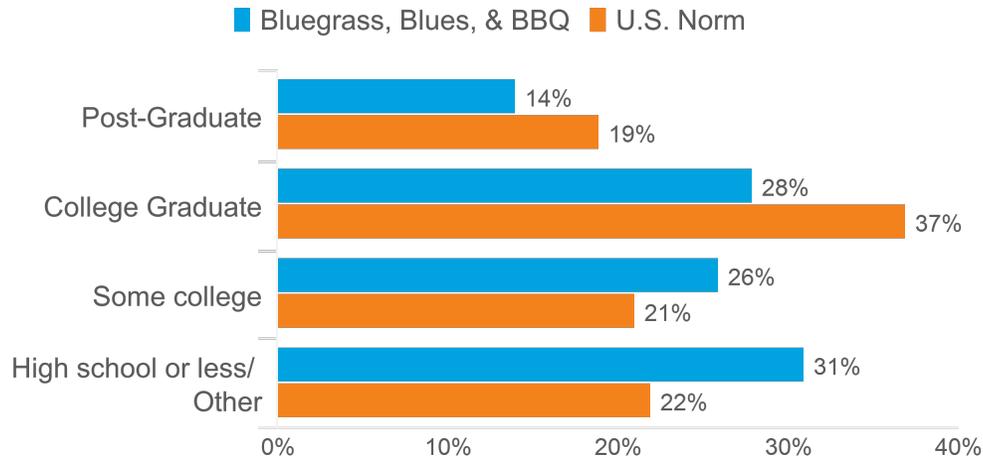
Bluegrass, Blues, & BBQ U.S. Norm



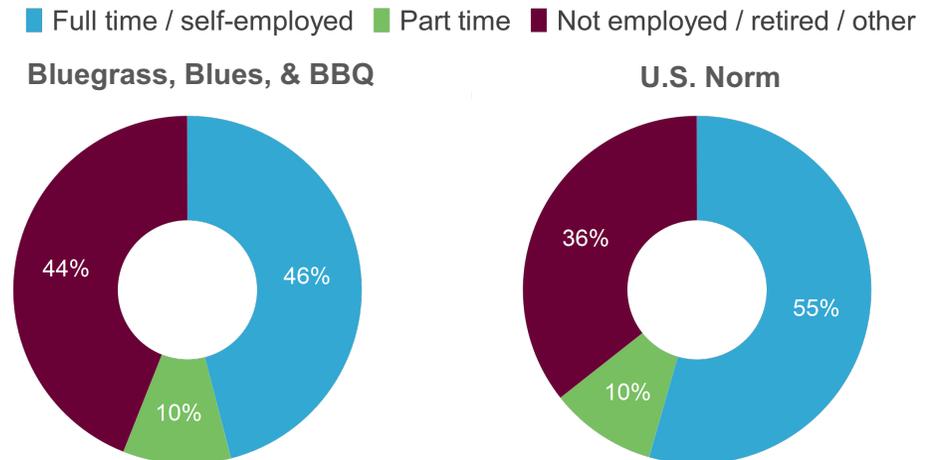
Demographic Profile of Overnight Bluegrass, Blues, & BBQ Visitors

Base: 2020 Overnight Person-Trips

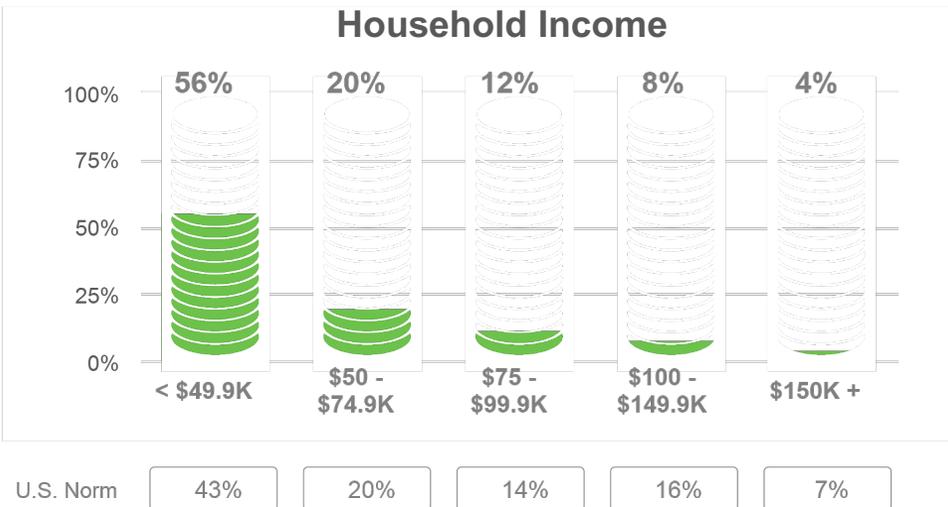
Education



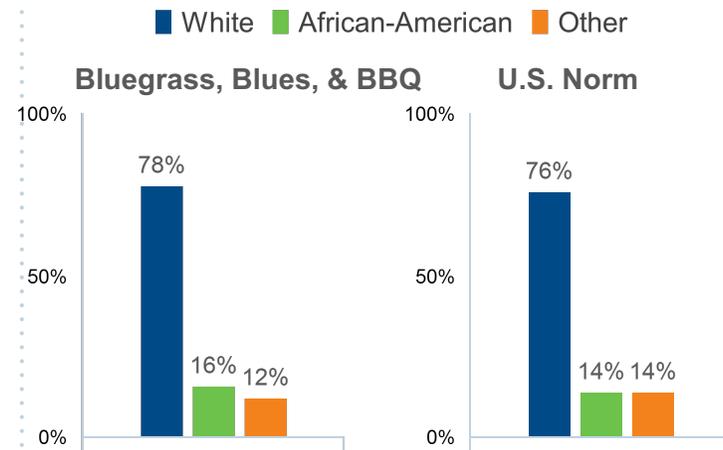
Employment



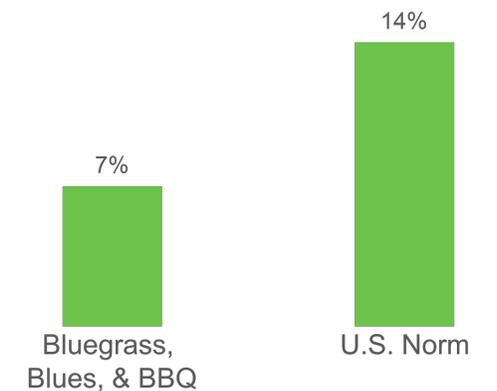
Household Income



Race



Hispanic Background



Household Size



Children in Household

