



## Travel USA Visitor Profile

Bluegrass, Horses, Bourbon & Boone



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, Horses, Bourbon, and Boone Region'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, Horses, Bourbon, and Boone Region, the following sample was achieved in 2020:



Overnight Base Size

324

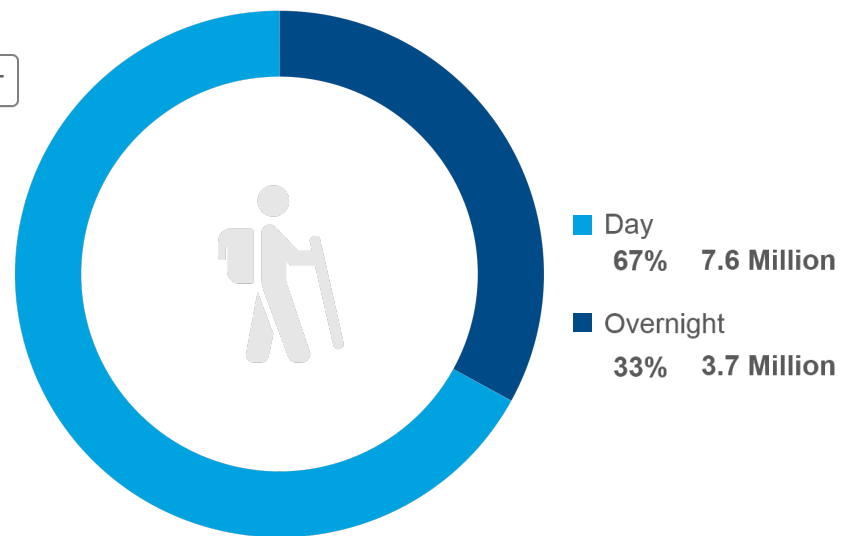
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Bluegrass, Horses, Bourbon, and Boone Region 2020 Domestic Travel Market

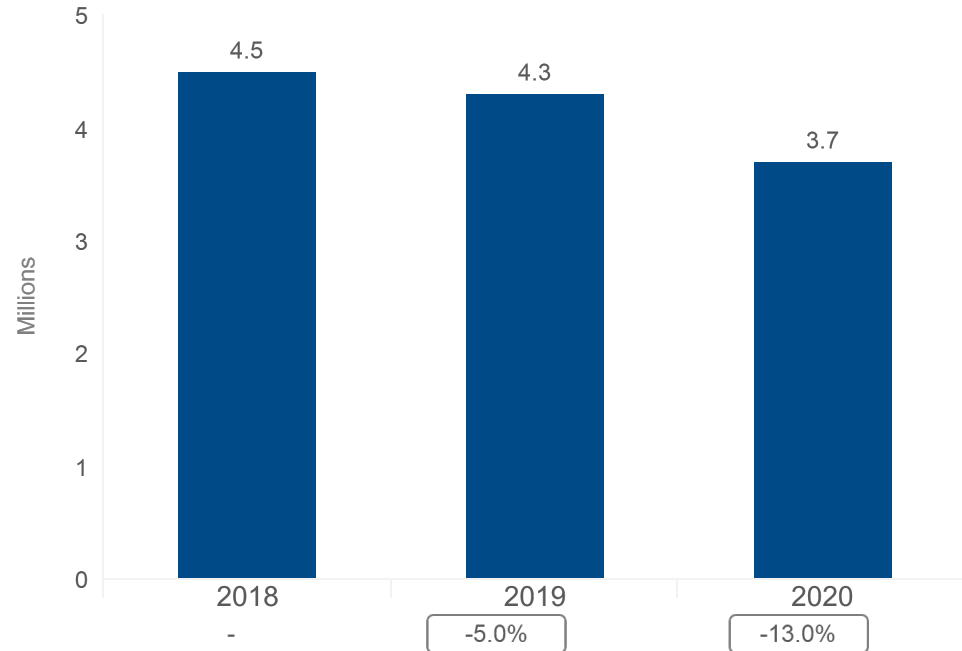
Total Person-Trips

**11.4 Million**

-6.3% vs. last year



## Overnight Trips to Bluegrass, Horses, Bourbon, and Boone Region



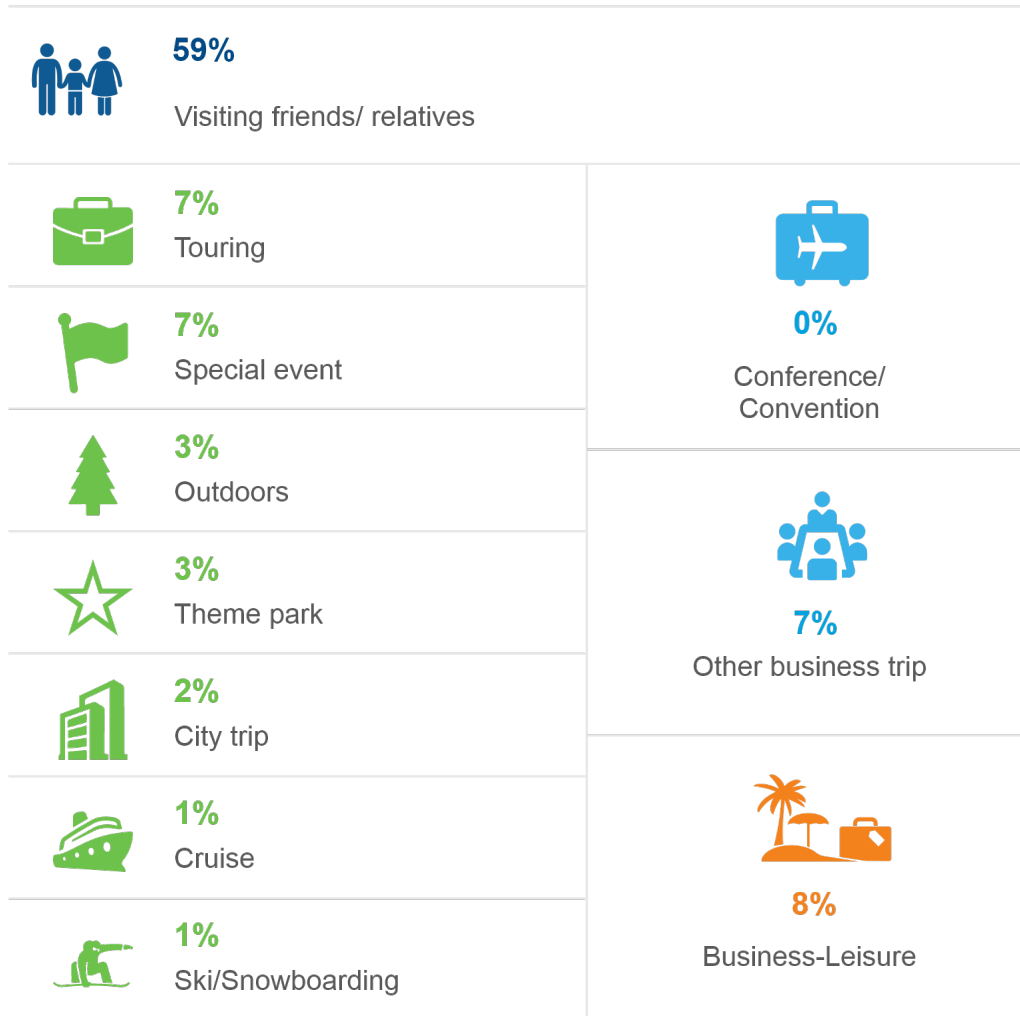
## Past Visitation to Bluegrass, Horses, Bourbon, and Boone Region

- 76%** of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region are repeat visitors
- 58%** of overnight travelers to Bluegrass, Horses, Bourbon, and Boone Region had visited before in the past 12 months

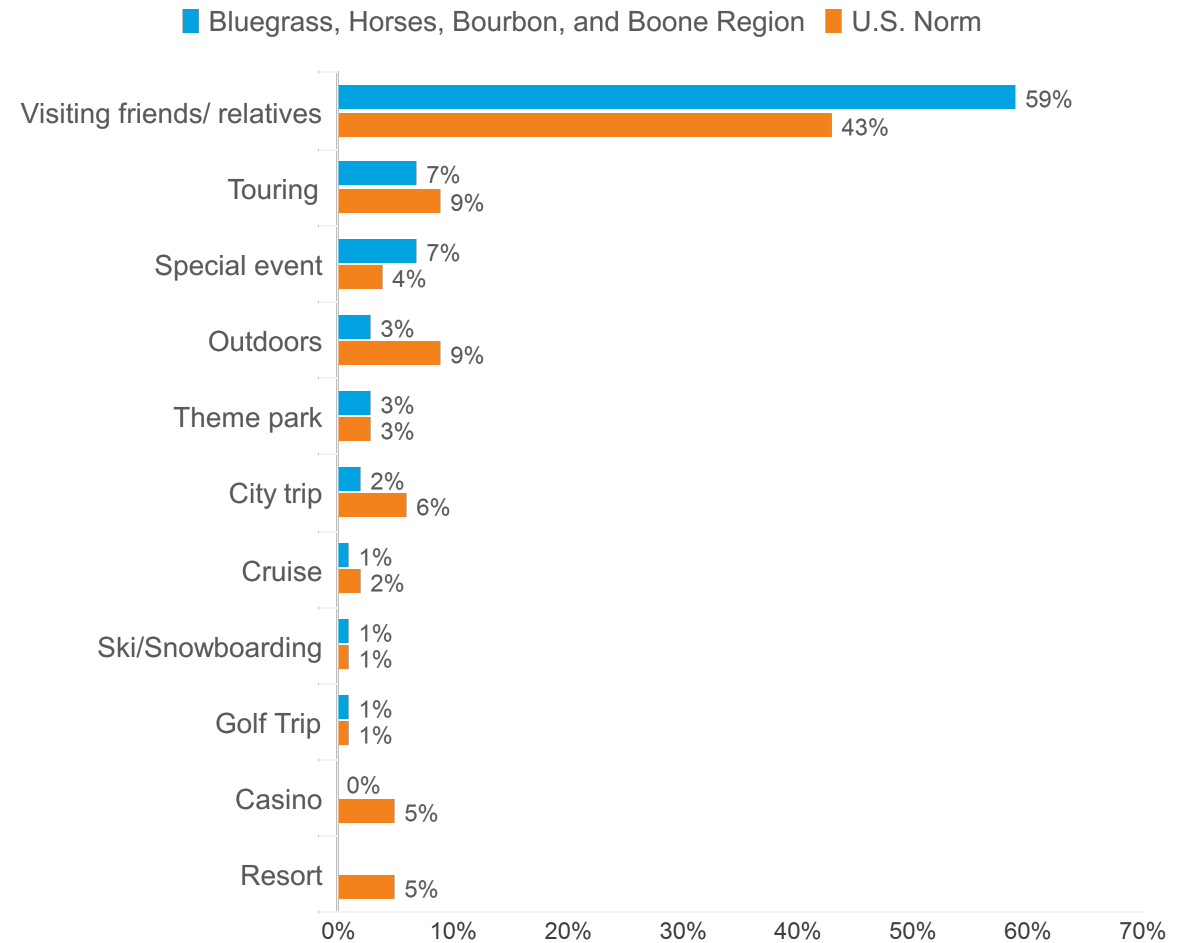
# Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

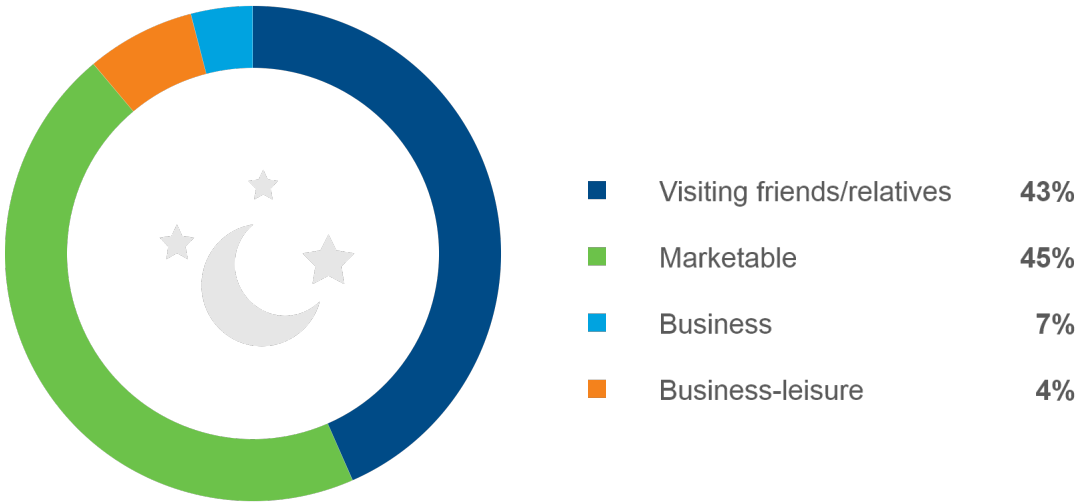
## Main Purpose of Trip



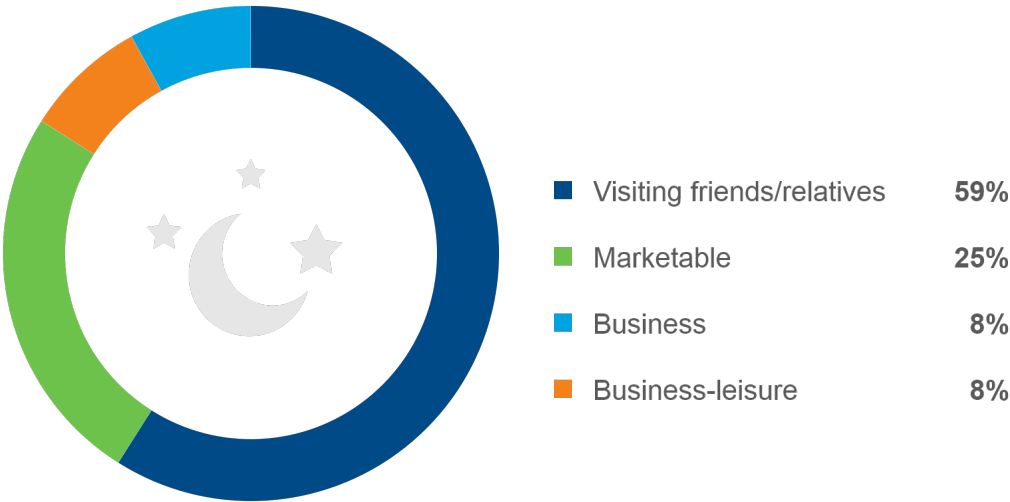
## Main Purpose of Leisure Trip



### 2020 U.S. Overnight Trips



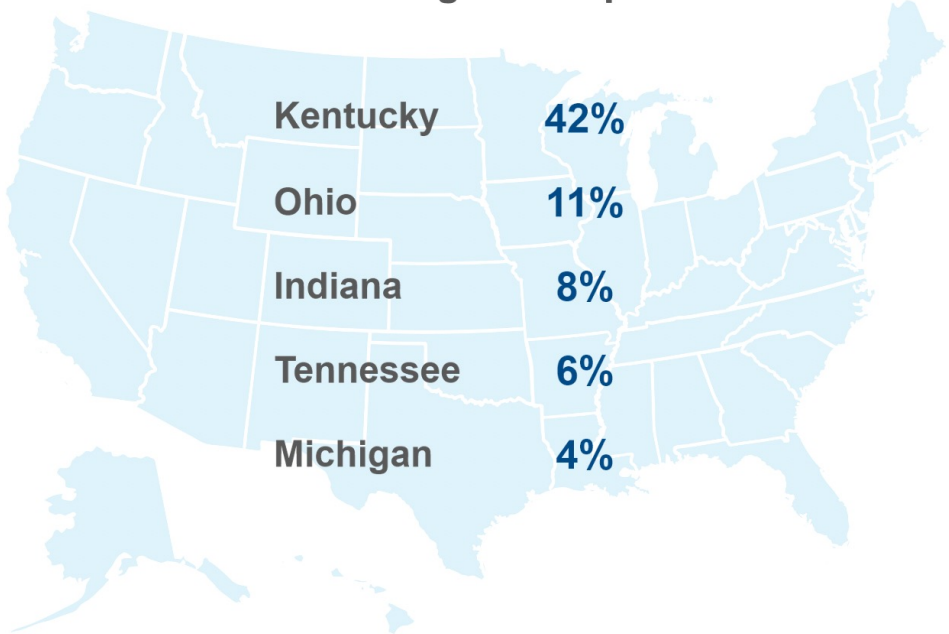
### 2020 Bluegrass, Horses, Bourbon, and Boone Region Overnight Trips



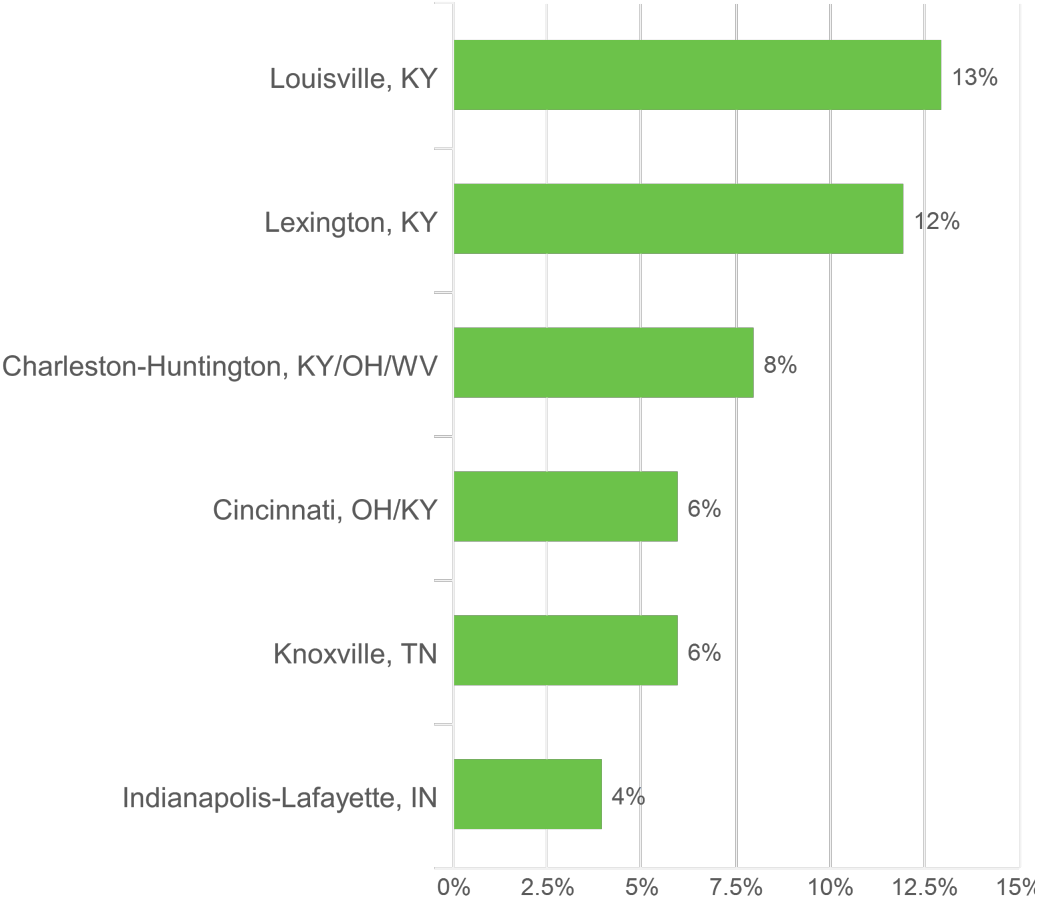
# Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

### State Origin Of Trip



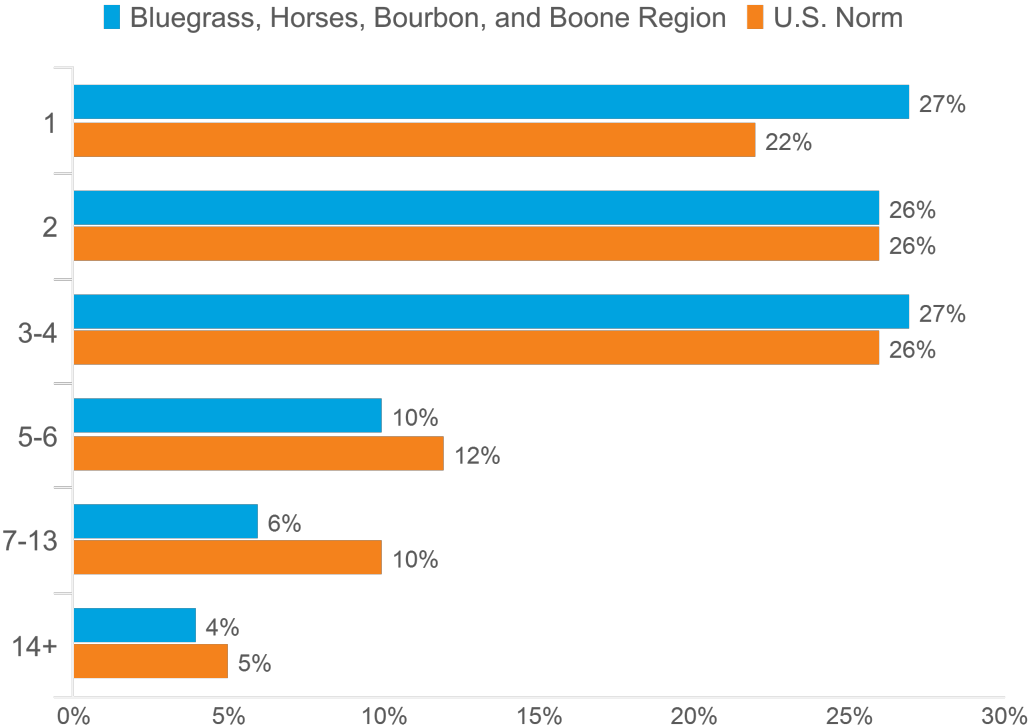
### DMA Origin Of Trip



# Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

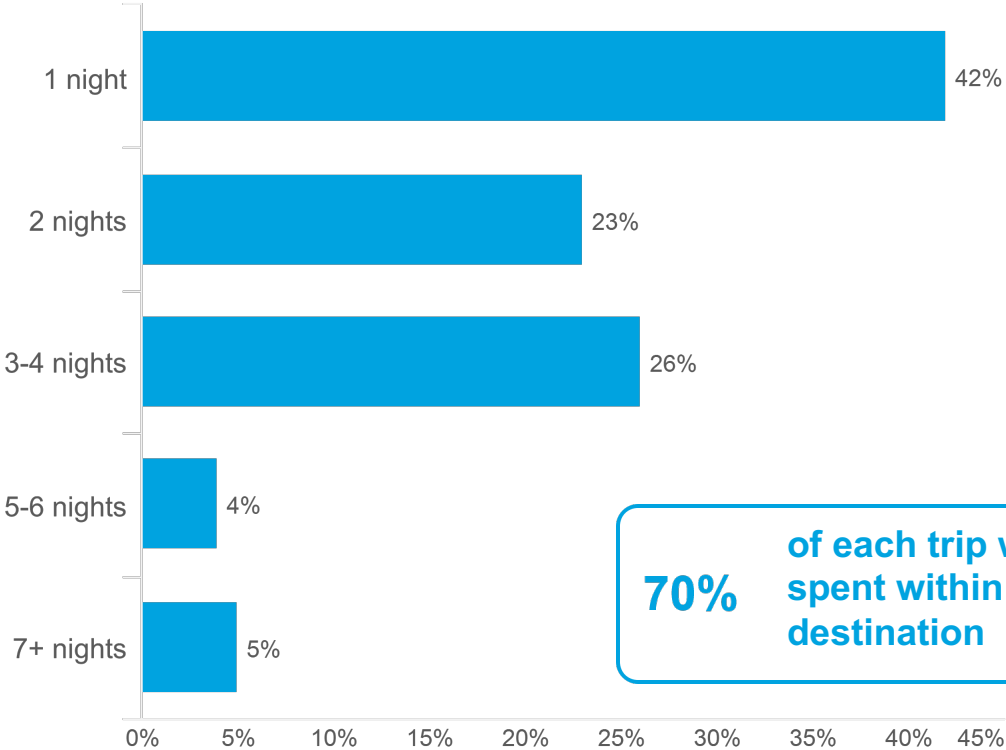
## Total Nights Away on Trip



Bluegrass, Horses, Bourbon, and Boone Region  
**3.6**  
Average Nights

U.S. Norm  
**4.1**  
Average Nights

## Nights Spent in Bluegrass, Horses, Bourbon, and Boone Region



**70%** of each trip was spent within the destination

Average number of nights  
**2.5**

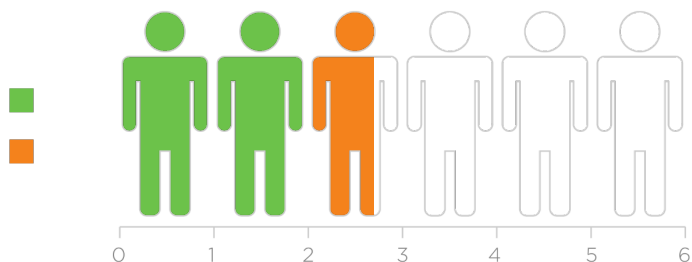
Average last year  
**2.1**



## Size of Travel Party

■ Adults ■ Children

### Bluegrass, Horses, Bourbon, and Boone Region

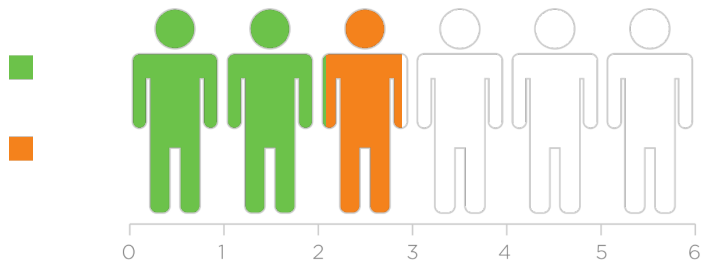


Total

**2.8**

Average number of people

### U.S. Norm



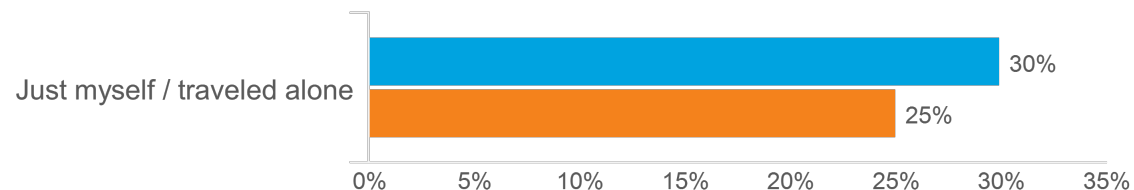
Total

**3.0**

Average number of people

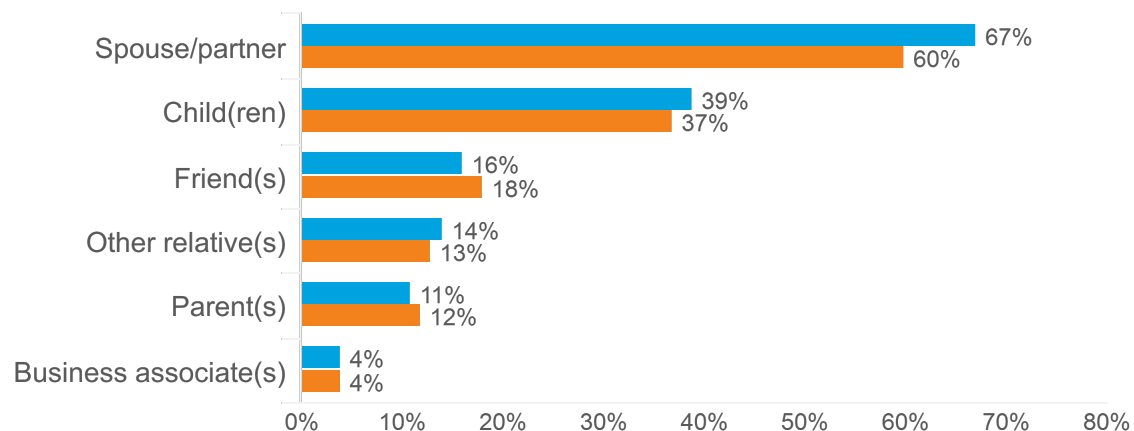
## Percent Who Traveled Alone

■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



## Composition of Immediate Travel Party

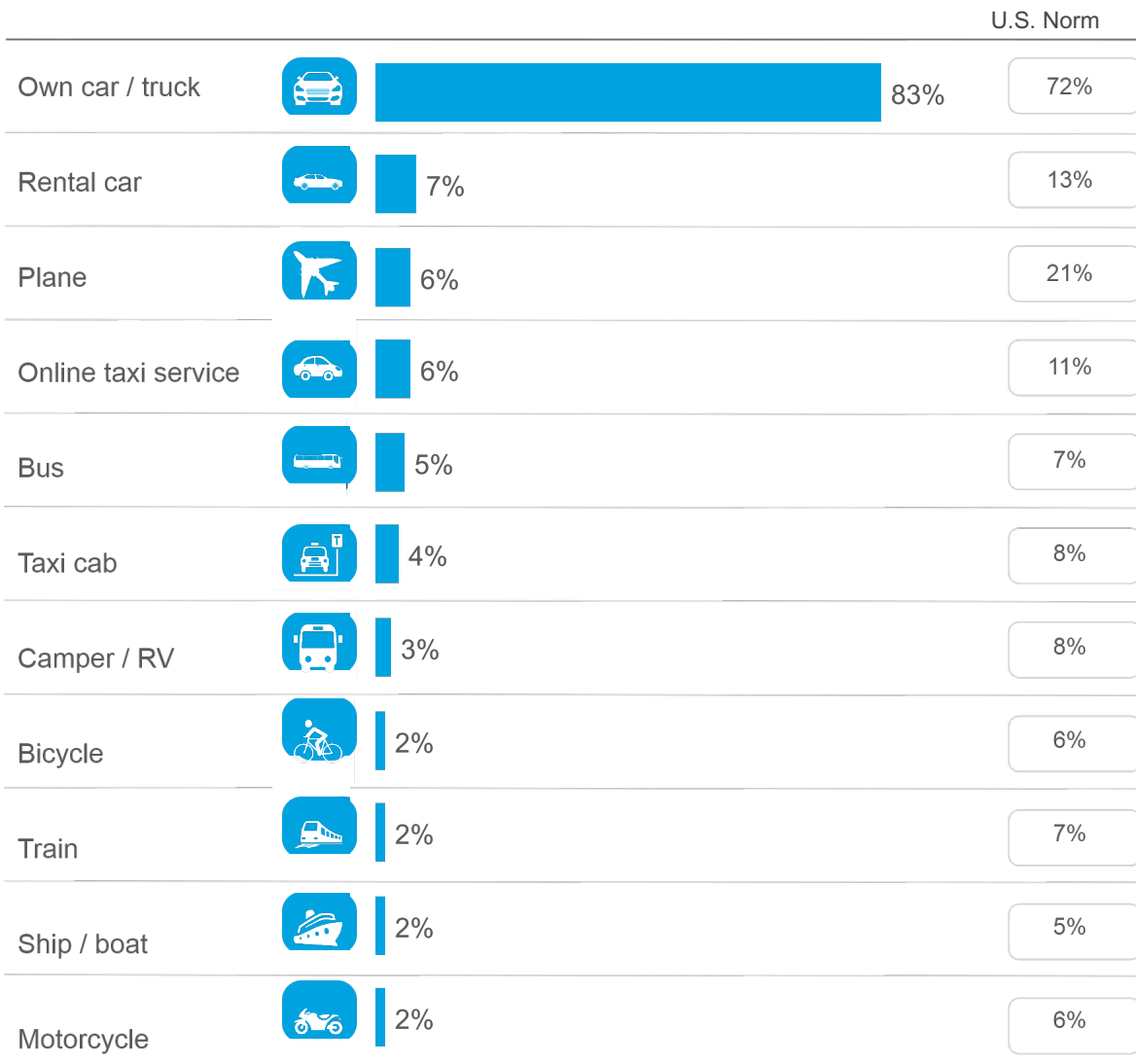
■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



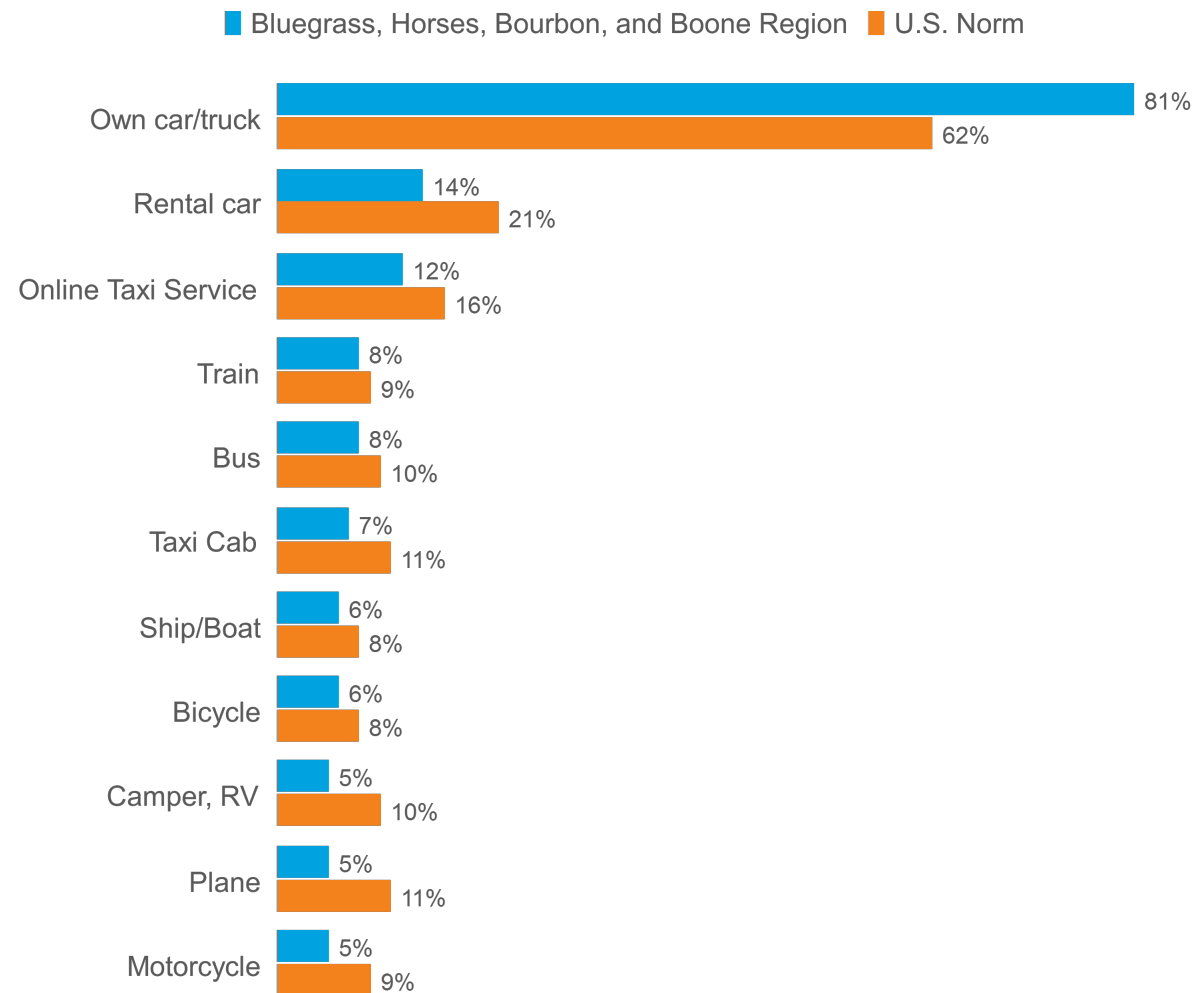
# Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Transportation Used to get to Destination

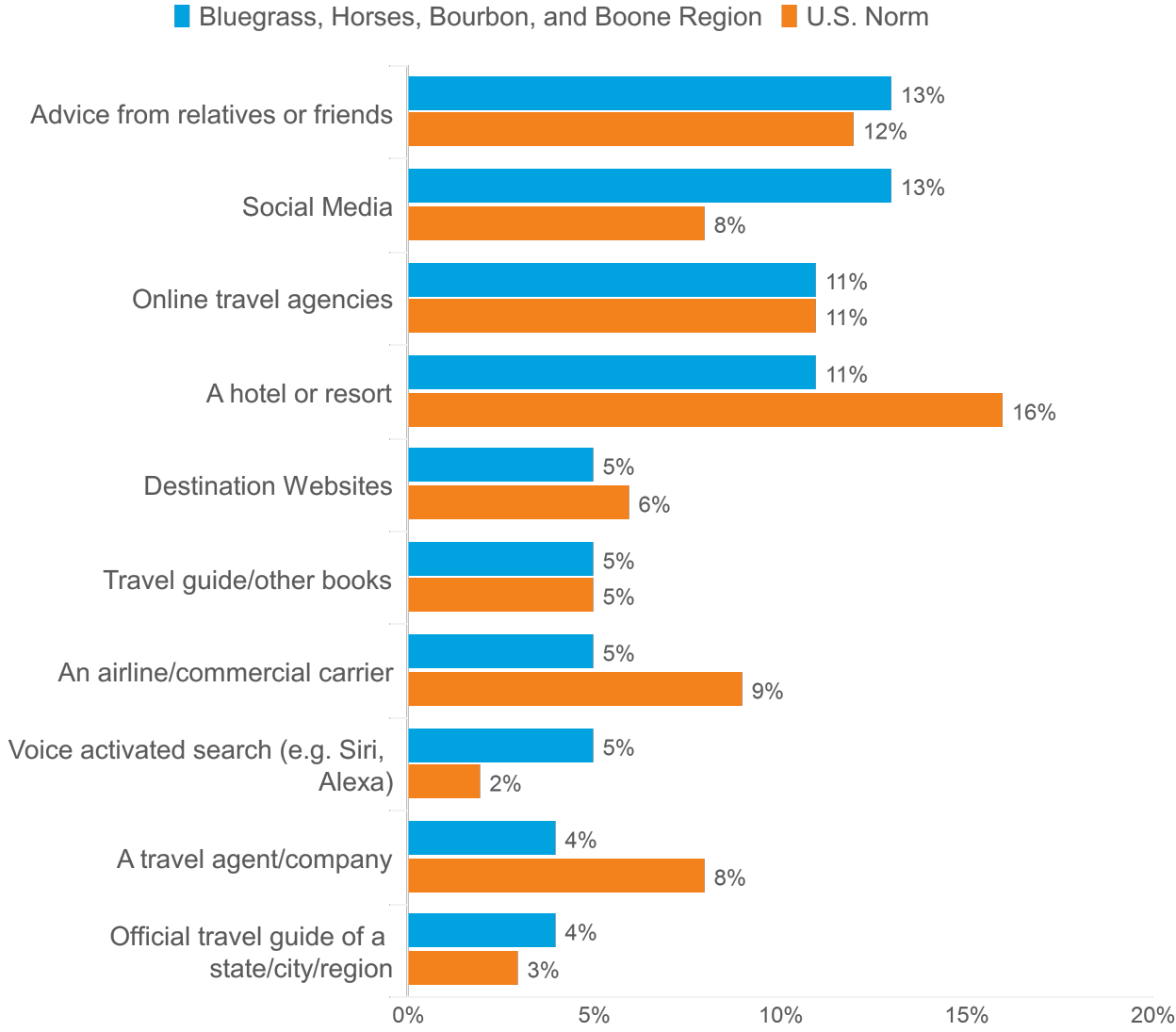


## Transportation Used within Destination



Question updated in 2020

## Trip Planning Information Sources



## Length of Trip Planning

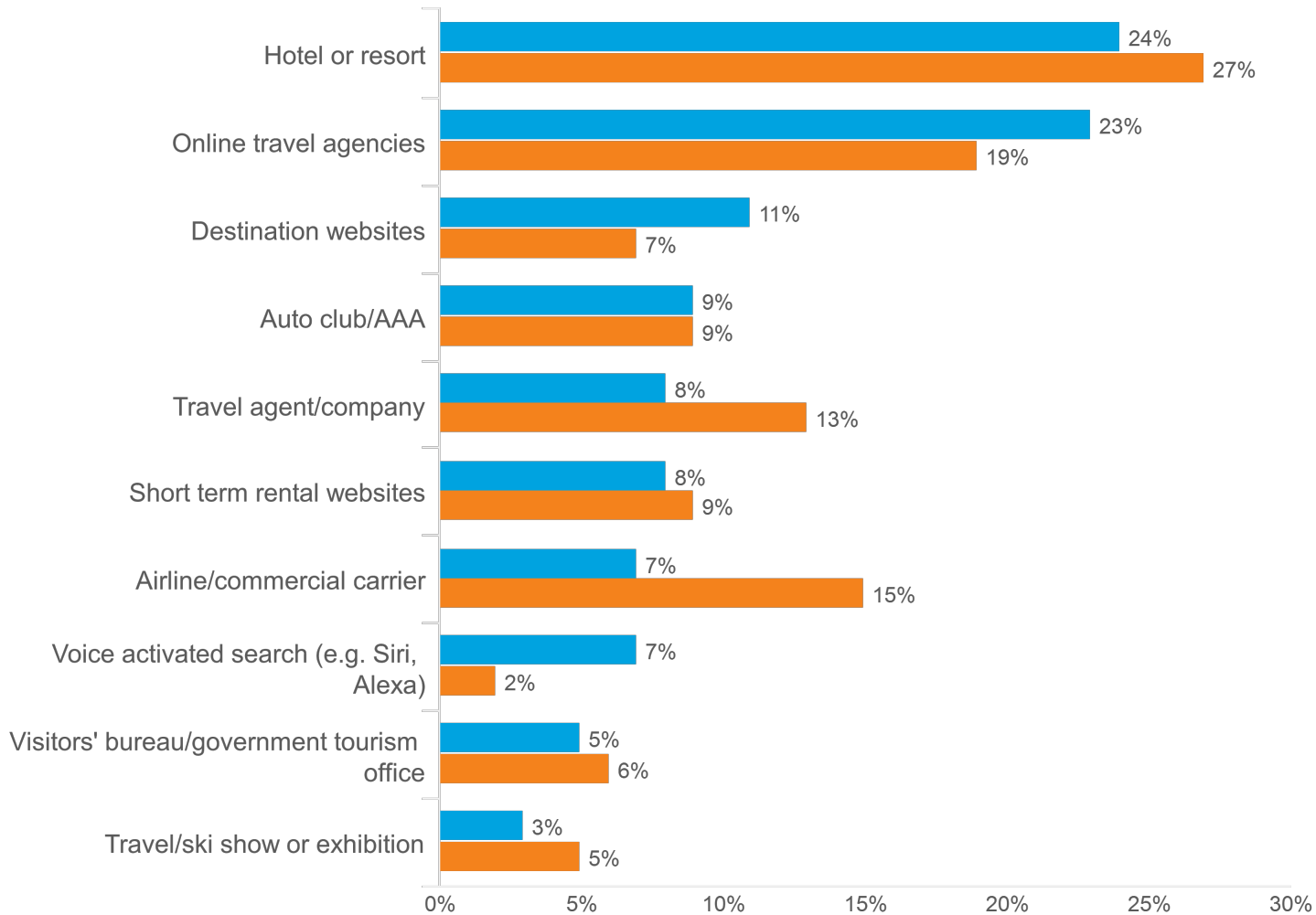
	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
1 month or less	36%	33%
2 months	12%	15%
3-5 months	9%	15%
6-12 months	5%	11%
More than 1 year in advance	8%	4%
Did not plan anything in advance	30%	21%

# Bluegrass, Horses, Bourbon, and Boone Region's Overnight Trip Characteristics








Base: 2020 Overnight Person-Trips

## Method of Booking

■ Bluegrass, Horses, Bourbon, and Boone Region ■ U.S. Norm



## Accommodations

		Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
	Hotel	40%	36%
	Home of friends / relatives	32%	22%
	Motel	15%	12%
	Rented home / condo / apartment	5%	6%
	Campground / RV park	5%	6%
	Country inn / lodge	5%	4%
	Bed & breakfast	4%	7%

## 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, Horses, Bourbon, and Boone Region U.S. Norm







	Shopping	26%	22%
	Sightseeing	21%	16%
	Attending celebration	18%	13%
	Landmark/historic site	13%	11%
	Bar/nightclub	11%	11%
	Business meeting	11%	9%
	Camping	11%	6%
	Museum	11%	9%
	Hiking/backpacking	11%	9%
	Local parks/playgrounds	11%	9%

## Shopping Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Outlet/mall shopping	47%	49%
 Big box stores (Walmart, Costco)	41%	36%
 Convenience/grocery shopping	41%	43%
 Boutique shopping	27%	26%
 Souvenir shopping	27%	37%
 Antiquing	26%	12%

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

## Dining Types on Trip

	Bluegrass, Horses, Bourbon, and Boone Region	U.S. Norm
 Unique/local food	41%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	23%	20%
 Fine/upscale dining	19%	20%
 Picnicking	17%	13%
 Street food/food trucks	16%	19%
 Gastropubs	7%	8%



**71%**  
of overnight travelers were  
very satisfied with their overall  
trip experience



Friendliness of people

67%



Quality of food

62%



Quality of accommodations

61%



Cleanliness

59%



Safety/security

57%



Public transportation

55%



Sightseeing/attractions

55%



Value for money

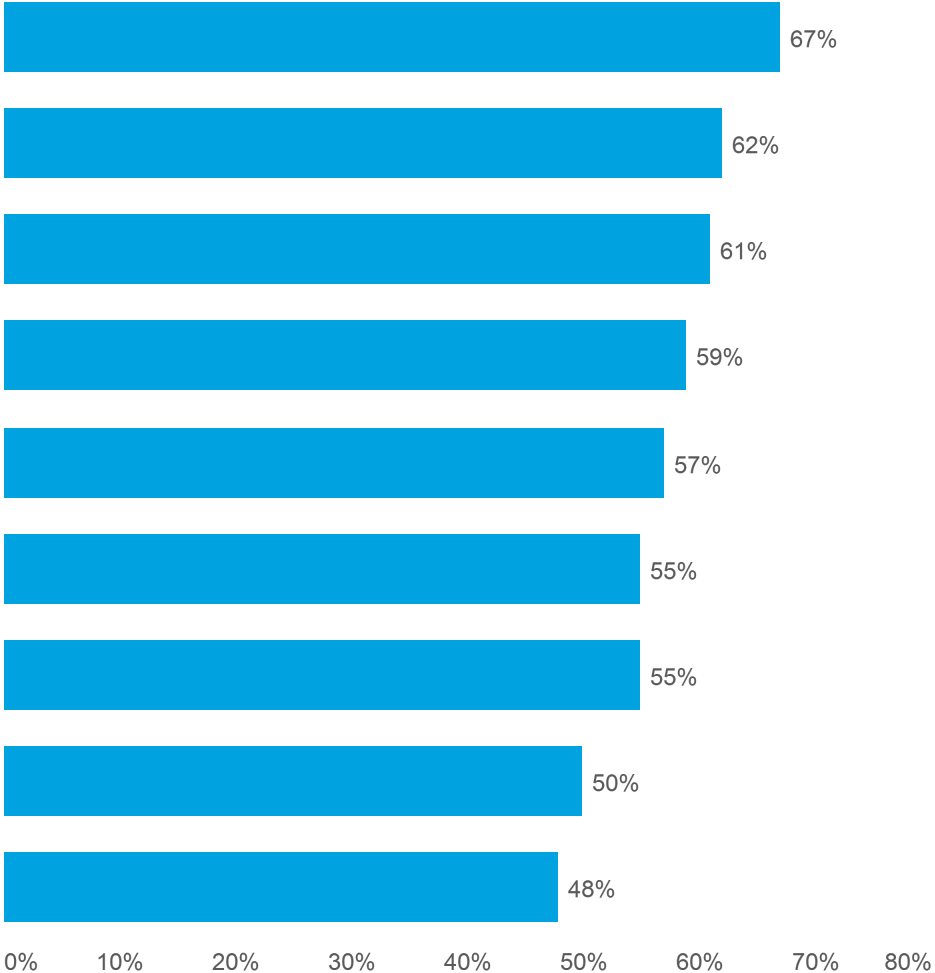
50%



Music/nightlife/entertainment

48%

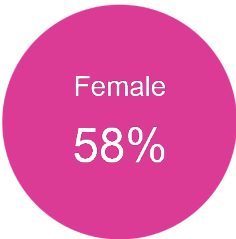
**% Very Satisfied with Trip**



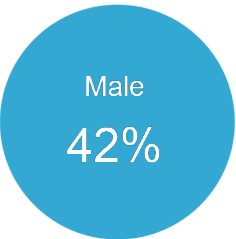
# Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020 Overnight Person-Trips

## Gender



U.S. Norm  
48%



U.S. Norm  
52%

## Age

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

### Bluegrass, Horses, Bourbon, and Boone Region



Average Age  
42.3

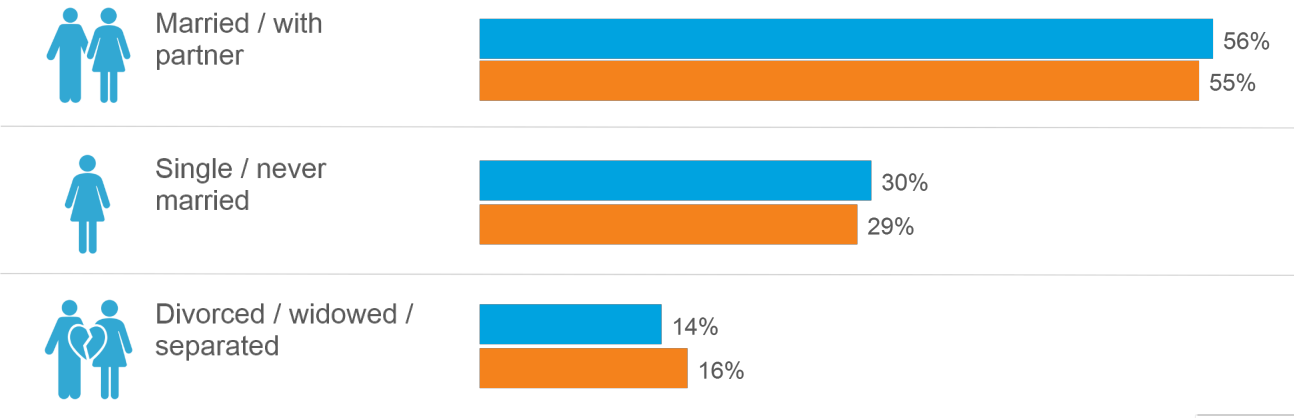
### U.S. Norm



Average Age  
43.1

## Marital Status

Bluegrass, Horses, Bourbon, and Boone Region U.S. Norm

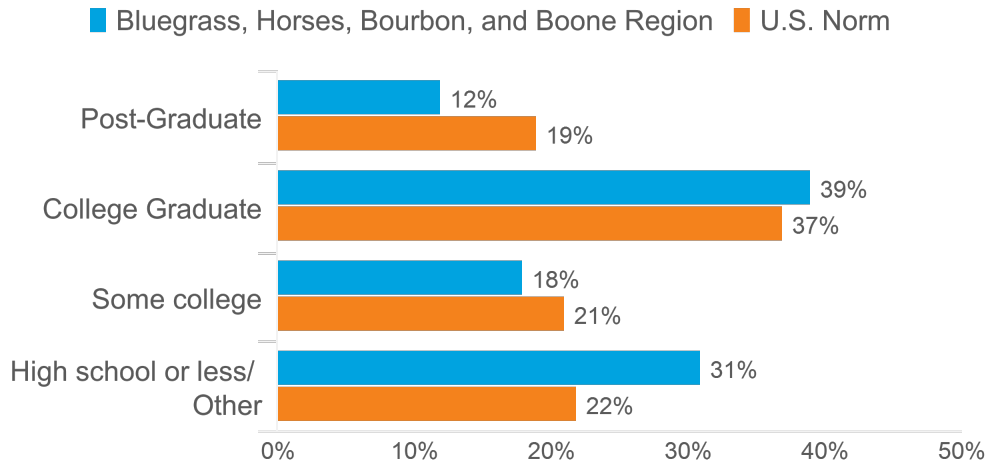




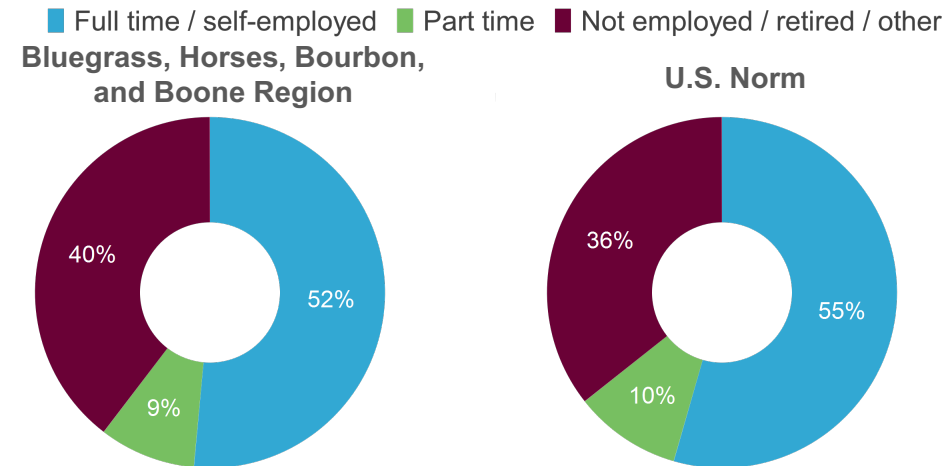
# Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020 Overnight Person-Trips

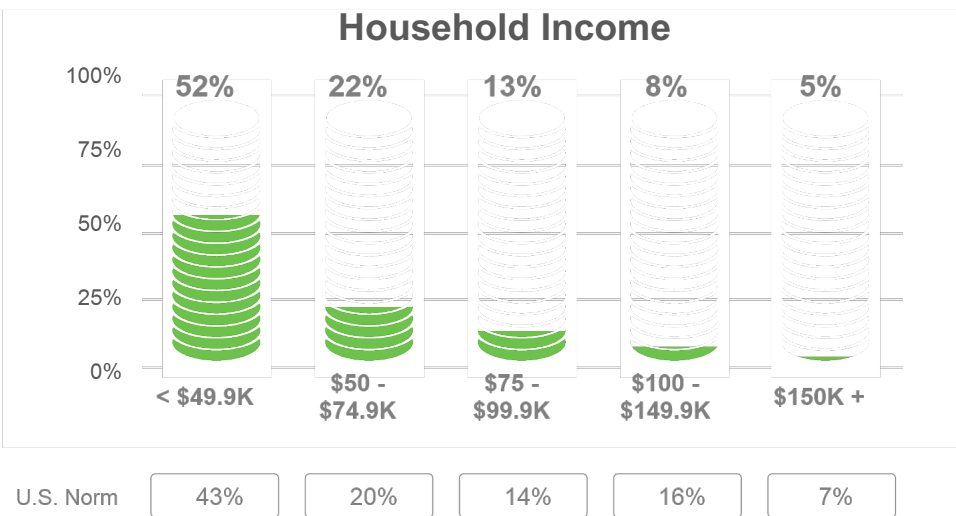
## Education



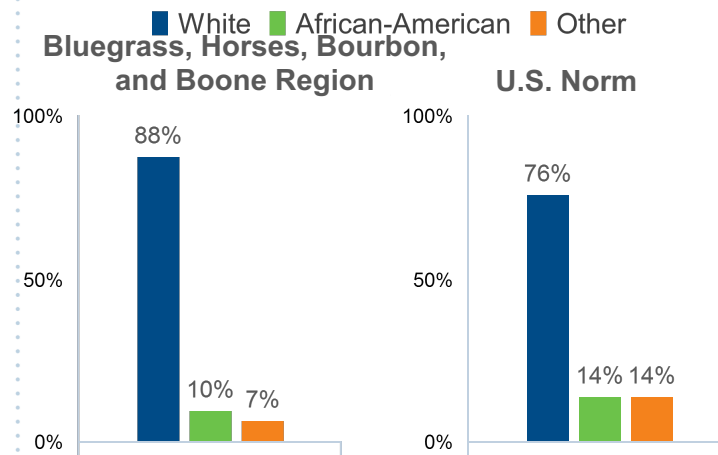
## Employment



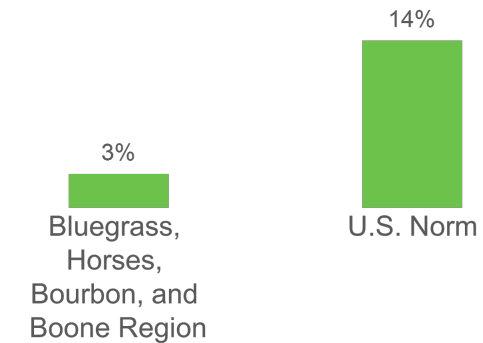
## Household Income



## Race



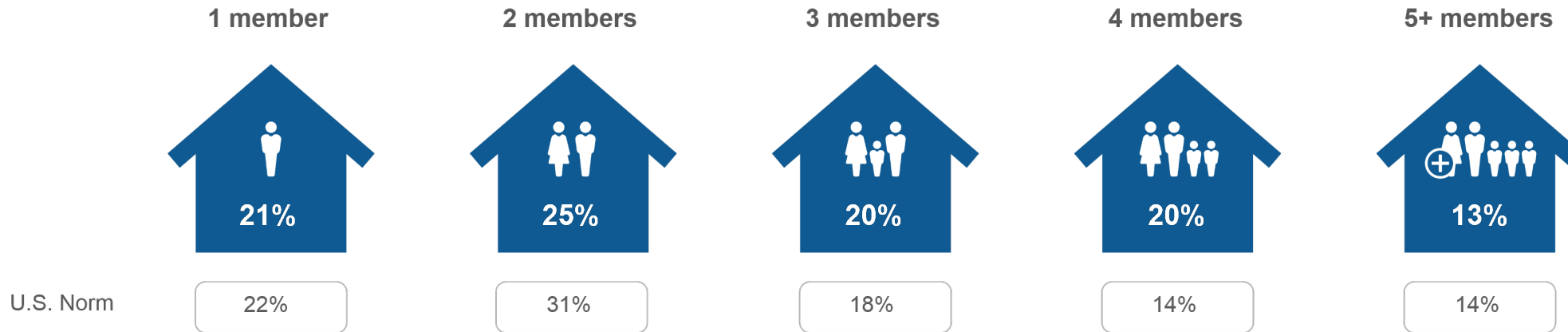
## Hispanic Background



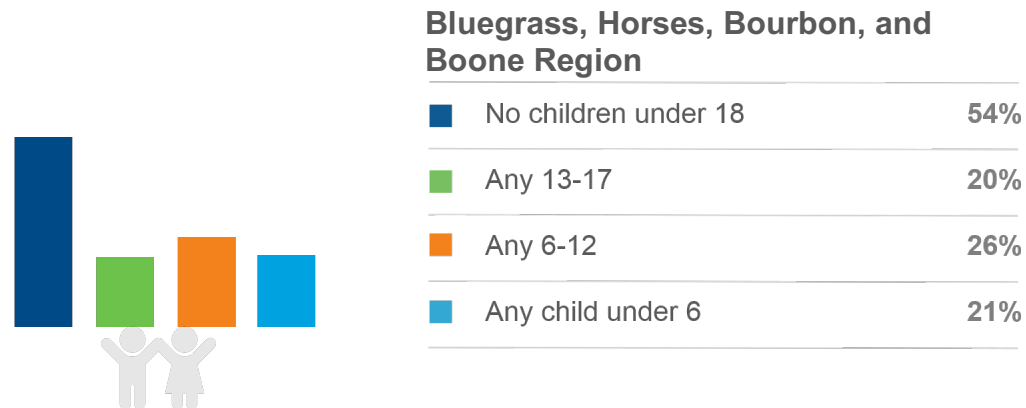
# Demographic Profile of Overnight Bluegrass, Horses, Bourbon, and Boone Region Visitors

Base: 2020 Overnight Person-Trips

## Household Size



## Children in Household



### U.S. Norm

No children under 18	52%
Any 13-17	23%
Any 6-12	27%
Any child under 6	19%