



# Travel USA Visitor Profile

Bourbon, Horses & History



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.
- 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.
- This report provides an overview for Bourbon, Horses, & History'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 Bourbon, Horses, & History, the following sample was achieved in 2020:



Day Base Size

395

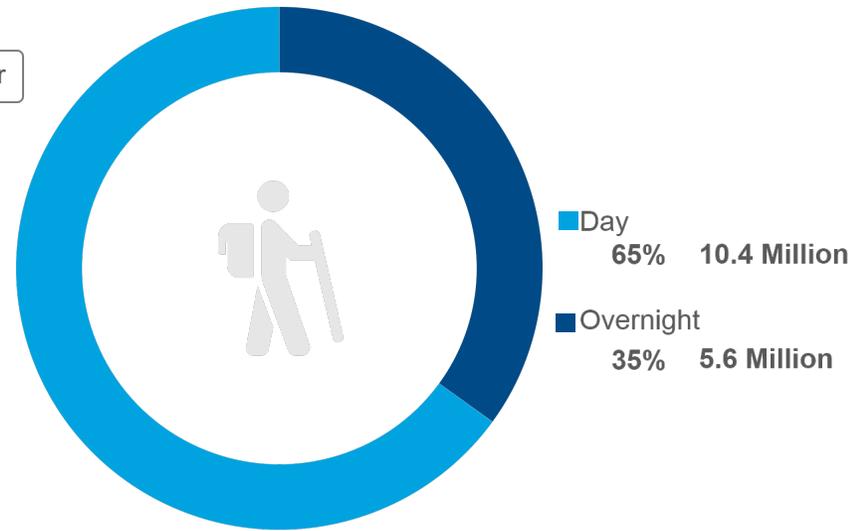
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Bourbon, Horses, & History 2020 Domestic Travel Market

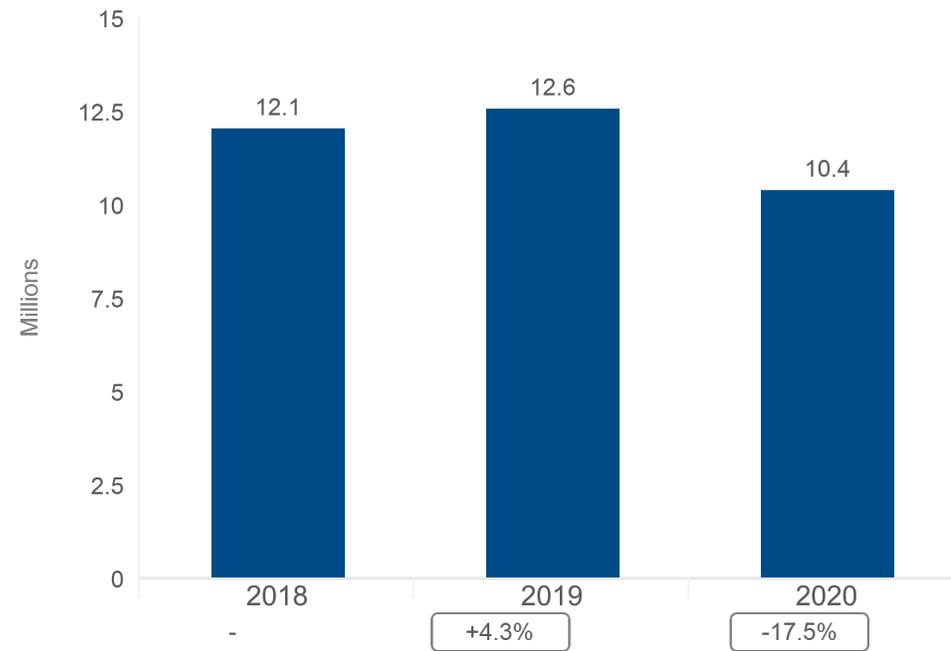
Total Person-Trips

**16.0 Million**

-16.8% vs. last year



## Day Trips to Bourbon, Horses, & History



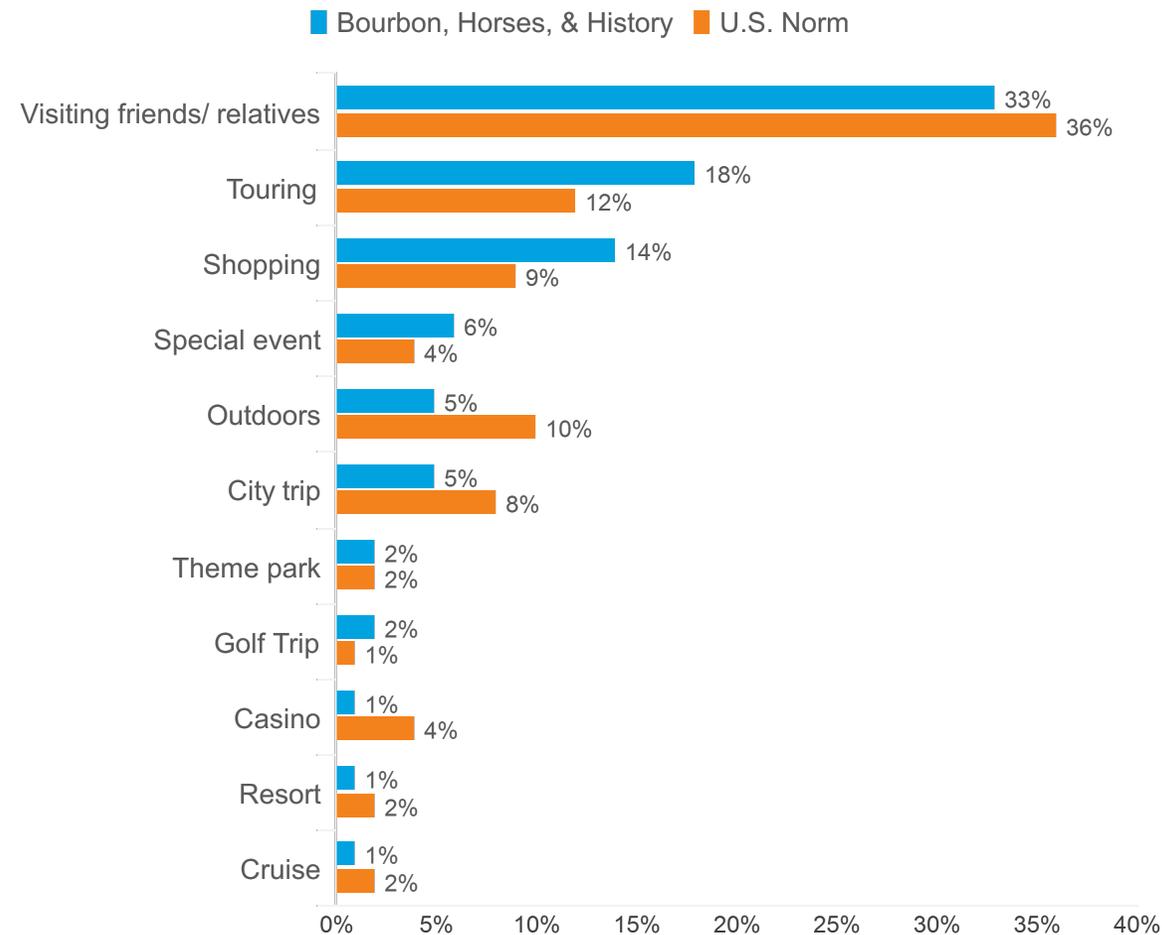
# Bourbon, Horses, & History's Day Trip Characteristics

Base: 2020 Day Person-Trips

## Main Purpose of Trip



## Main Purpose of Leisure Trip



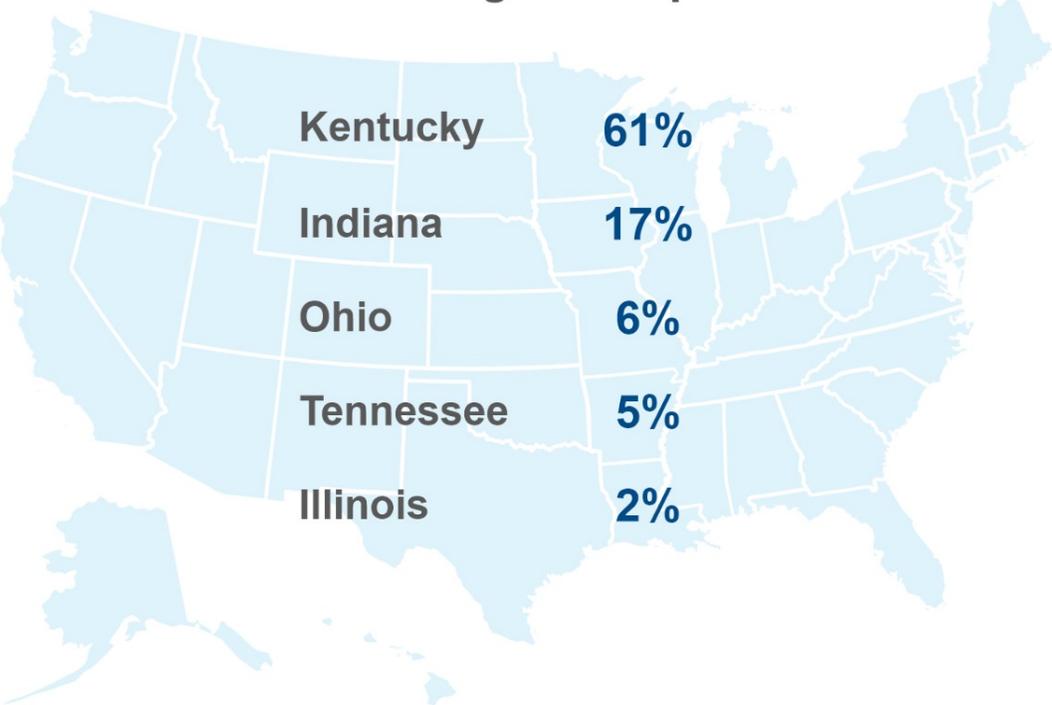
### 2020 U.S. Day Trips



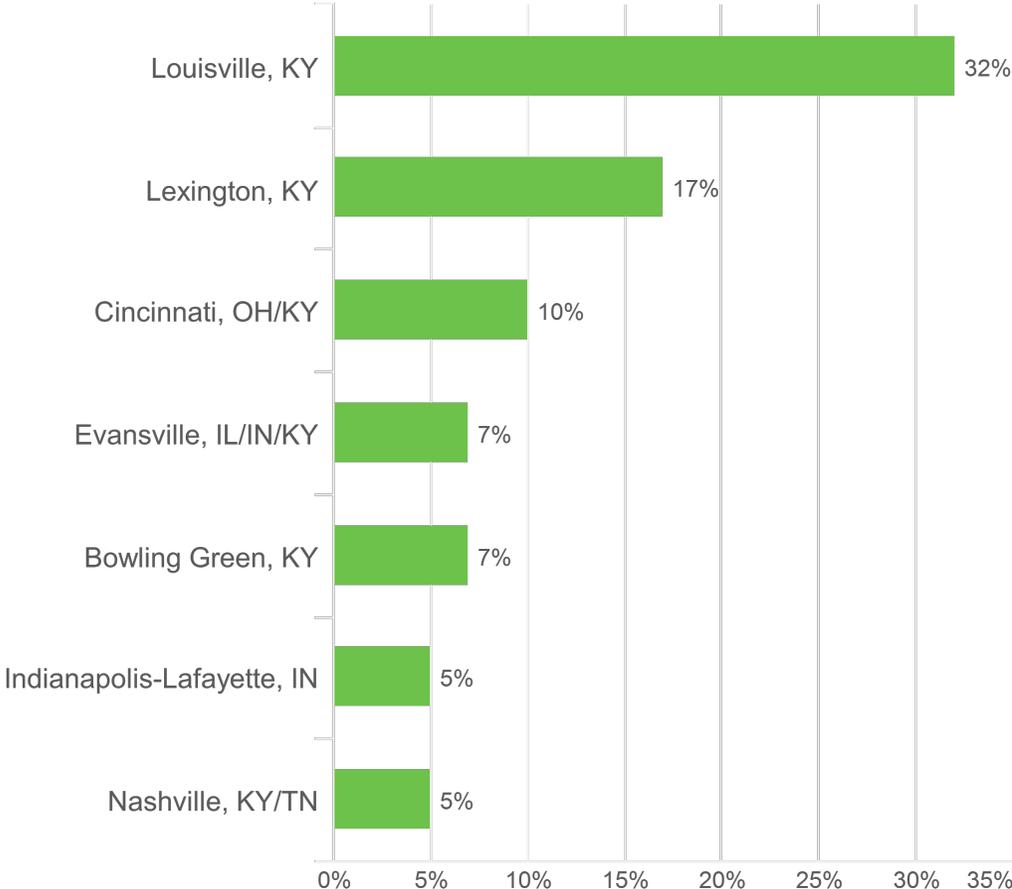
### 2020 Bourbon, Horses, & History Day Trips



## State Origin Of Trip

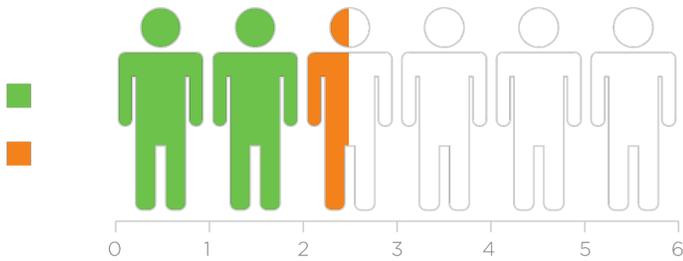


## DMA Origin Of Trip



## Size of Travel Party

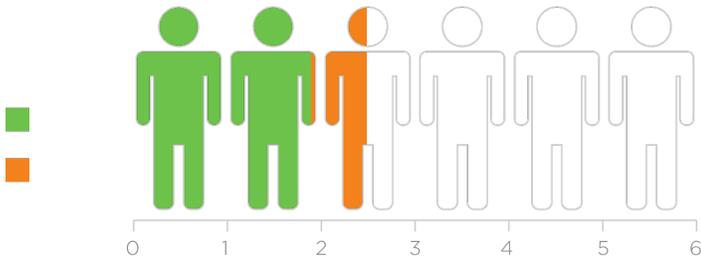
### Bourbon, Horses, & History



Total  
**2.6**

Average number of people

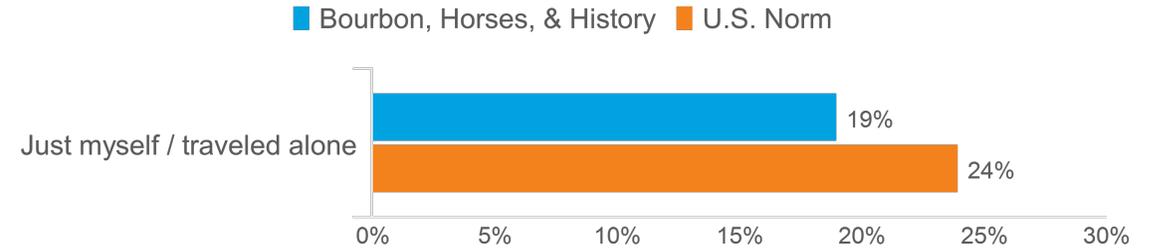
### U.S. Norm



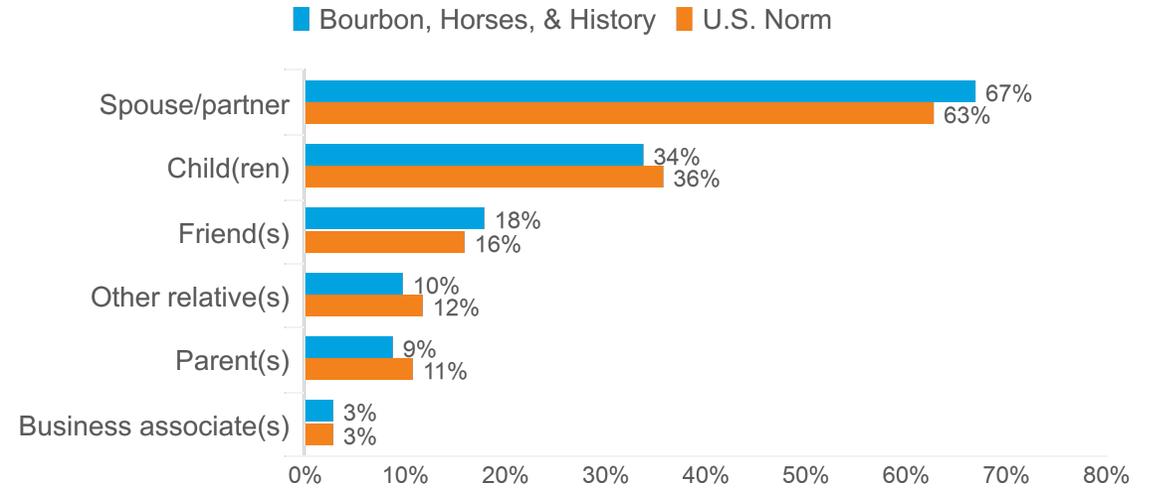
Total  
**2.6**

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)

	Bourbon, Horses, & History	U.S. Norm
Shopping	25%	20%
Sightseeing	16%	13%
Landmark/historic site	12%	8%
Winery/brewery/distillery tour	12%	4%
Local parks/playgrounds	9%	6%
Attending celebration	8%	9%
Nature tours/wildlife viewing/birding	6%	5%
Museum	6%	5%
Fishing	6%	5%
Business meeting	6%	6%

## Shopping Types on Trip

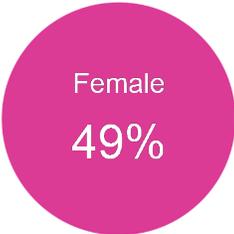
	Bourbon, Horses, & History	U.S. Norm
 Outlet/mall shopping	53%	49%
 Big box stores (Walmart, Costco)	39%	31%
 Convenience/grocery shopping	27%	28%
 Boutique shopping	22%	21%
 Antiquing	19%	12%
 Souvenir shopping	16%	20%

Base is the 25% of travelers who shopped on their trip.

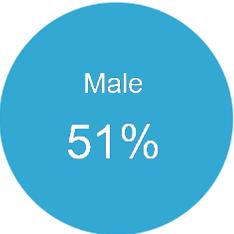
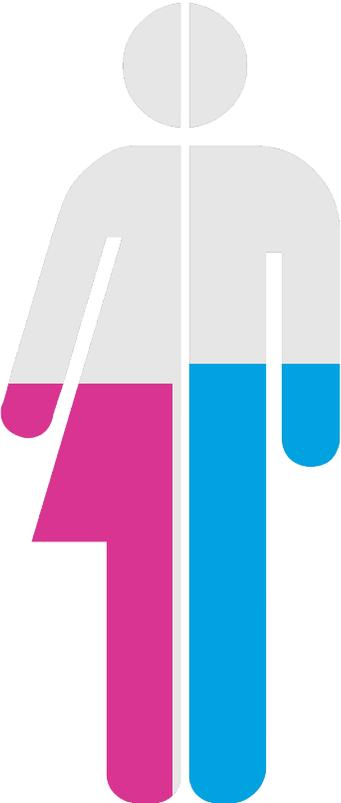
## Dining Types on Trip

	Bourbon, Horses, & History	U.S. Norm
 Unique/local food	43%	34%
 Fine/upscale dining	11%	12%
 Food delivery service (UberEATS, DoorDash, etc.)	11%	12%
 Street food/food trucks	10%	15%
 Picnicking	8%	14%
 Gastropubs	4%	5%

## Gender



U.S. Norm  
49%

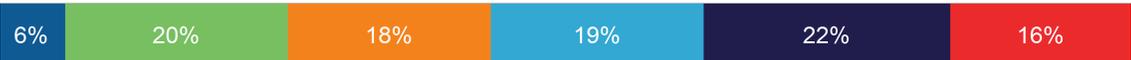


U.S. Norm  
51%

## Age

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

### Bourbon, Horses, & History



Average Age  
47.6

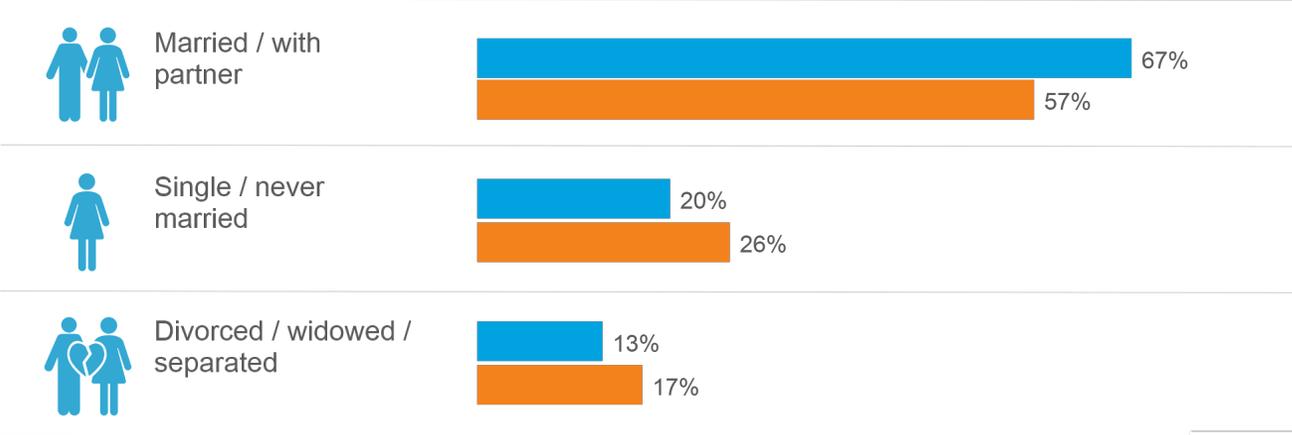
### U.S. Norm



Average Age  
45.8

## Marital Status

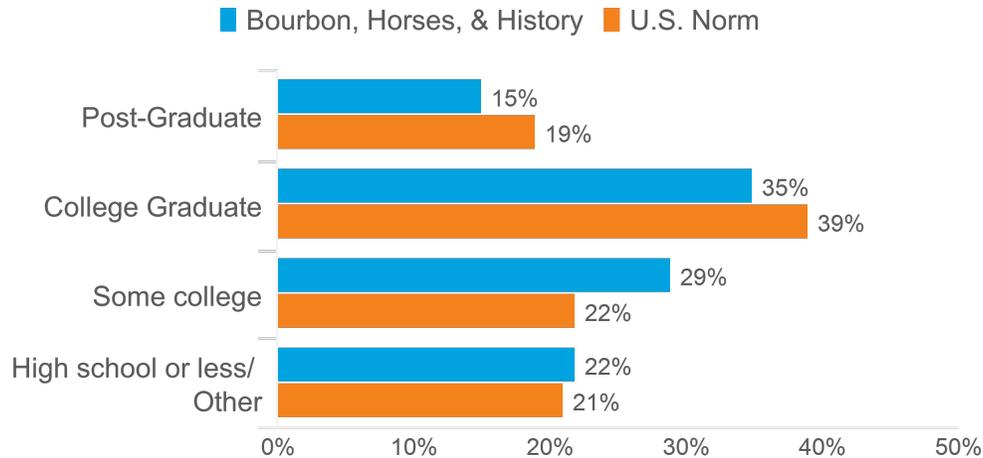
Bourbon, Horses, & History U.S. Norm



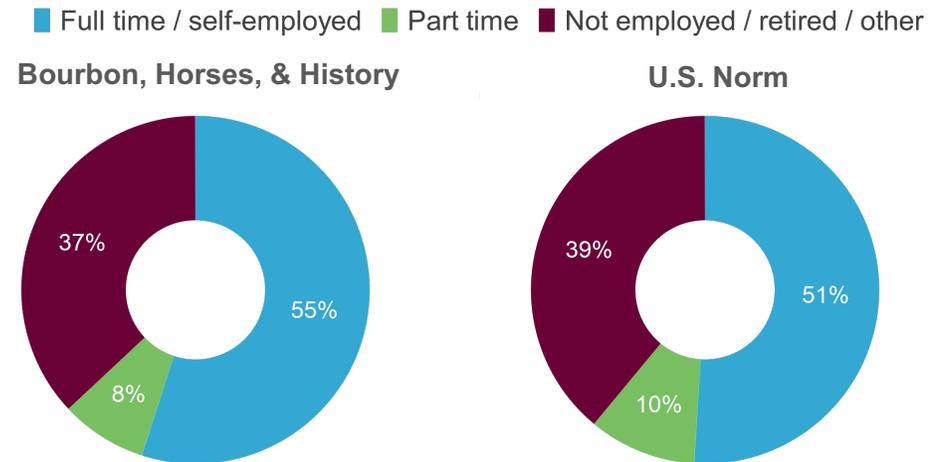
# Demographic Profile of Day Bourbon, Horses, & History Visitors

Base: 2020 Day Person-Trips

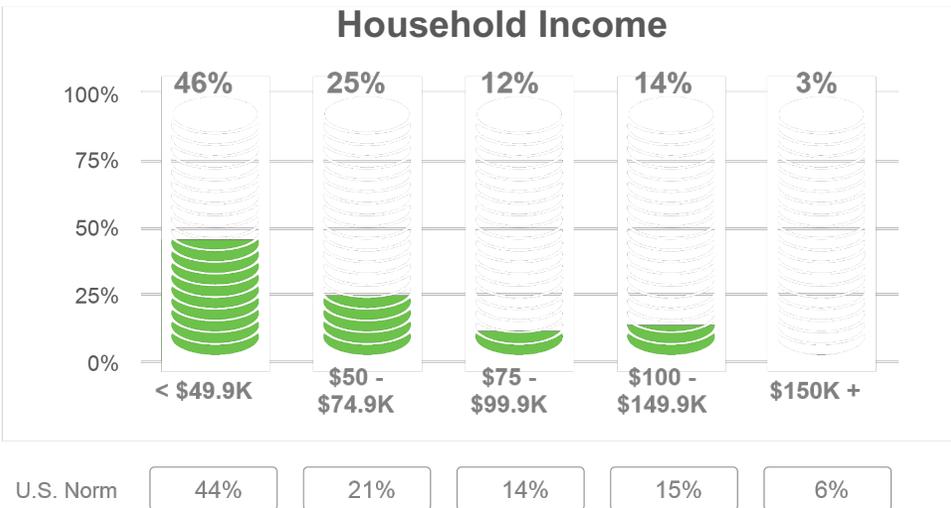
## Education



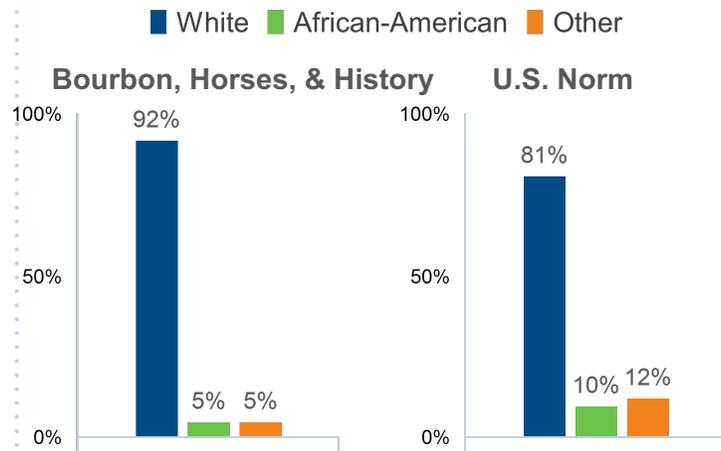
## Employment



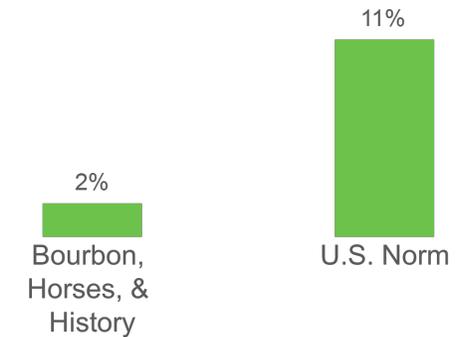
## Household Income



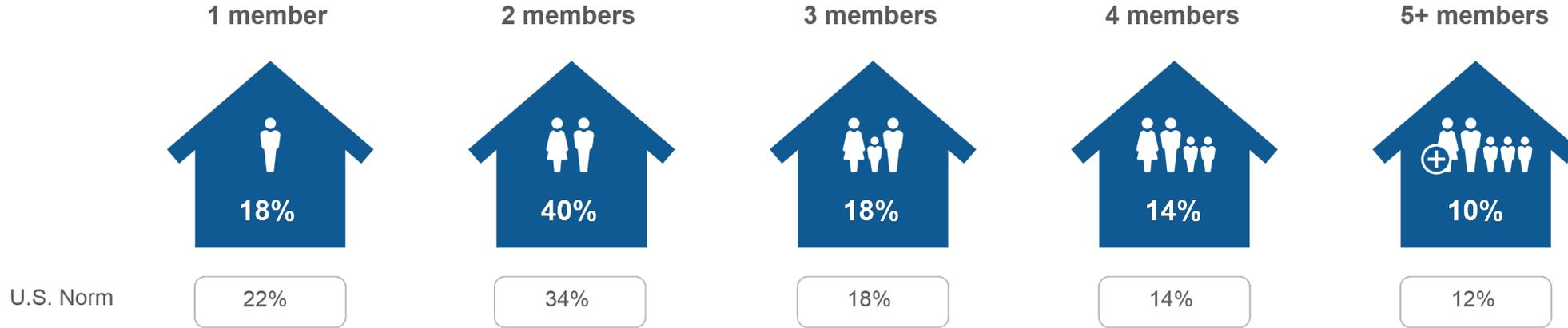
## Race



## Hispanic Background



## Household Size



## Children in Household

