



# Travel USA Visitor Profile

Kentucky's Appalachians



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 Kentucky's Appalachians'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 Kentucky's Appalachians, the following sample was achieved in 2020:



Overnight Base Size

309

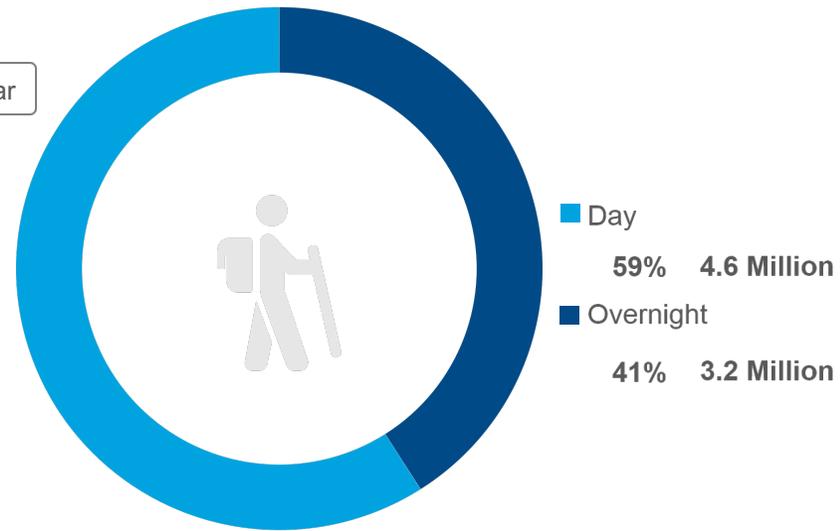
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Kentucky's Appalachians 2020 Domestic Travel Market

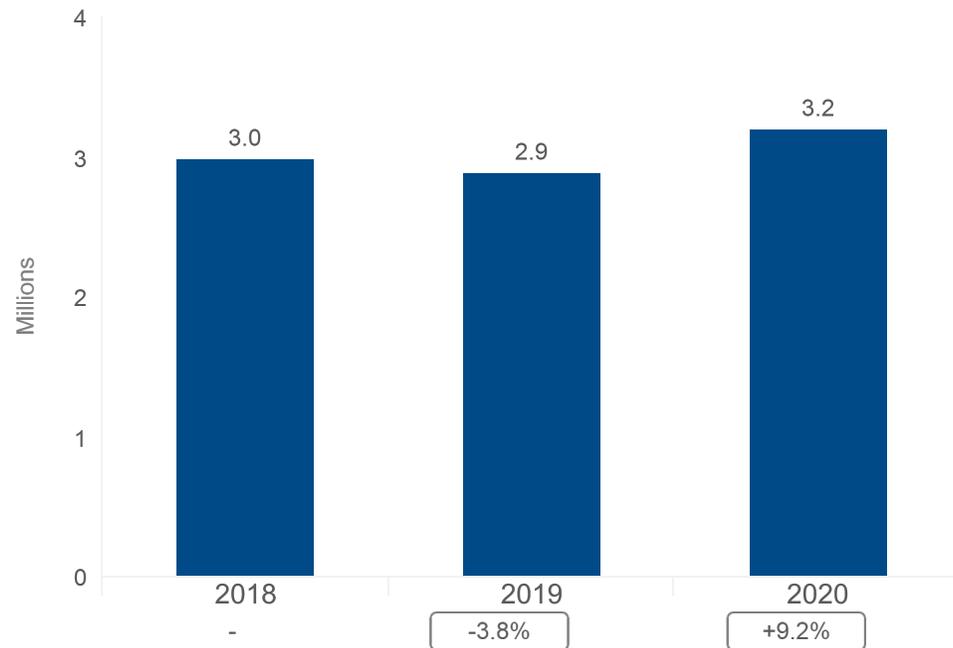
Total Person-Trips

**7.8 Million**

-0.4% vs. last year



## Overnight Trips to Kentucky's Appalachians



## Past Visitation to Kentucky's Appalachians

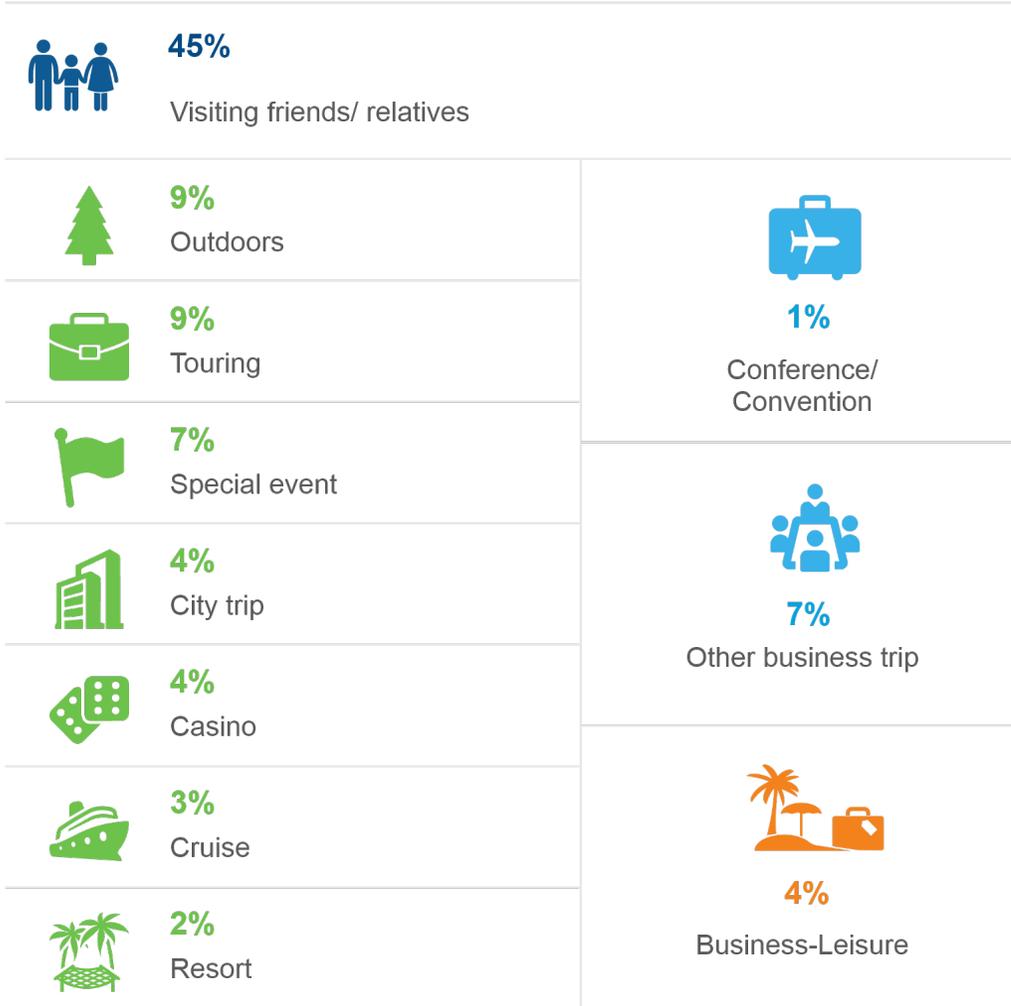
**66%** of overnight travelers to Kentucky's Appalachians are repeat visitors

**51%** of overnight travelers to Kentucky's Appalachians had visited before in the past 12 months

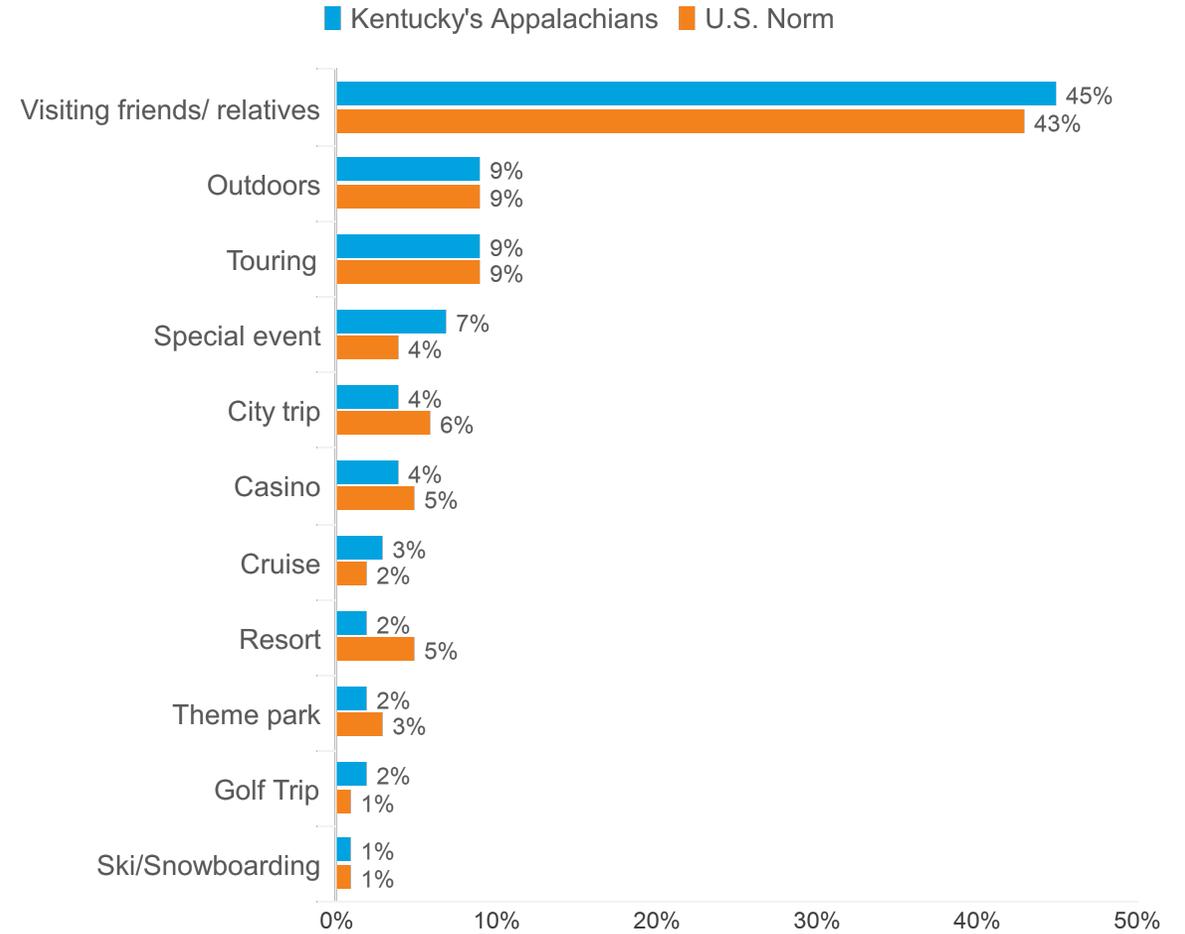
# Kentucky's Appalachians's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

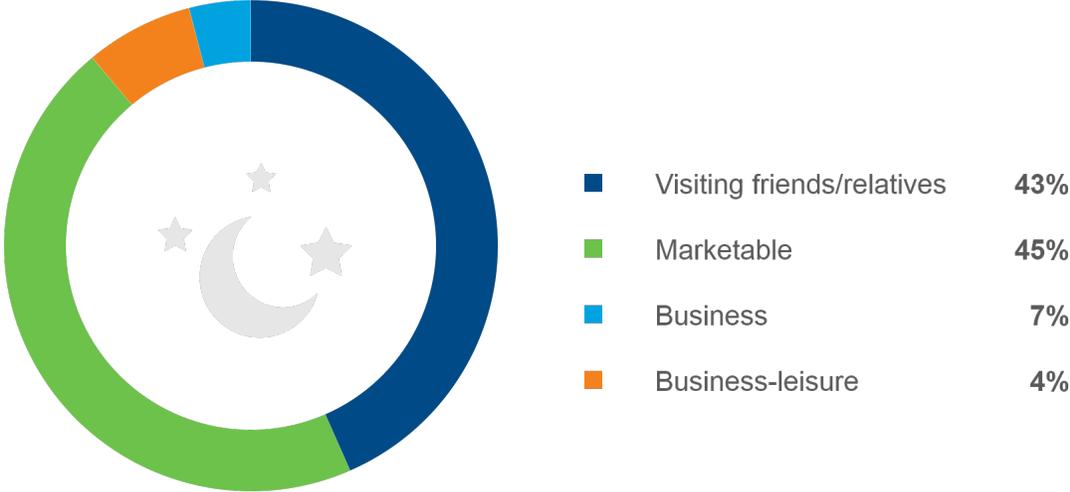
## Main Purpose of Trip



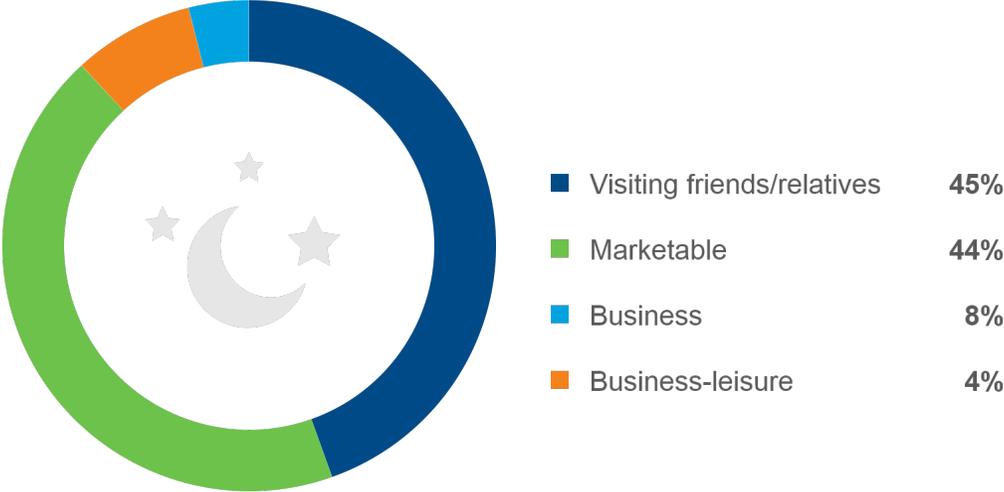
## Main Purpose of Leisure Trip



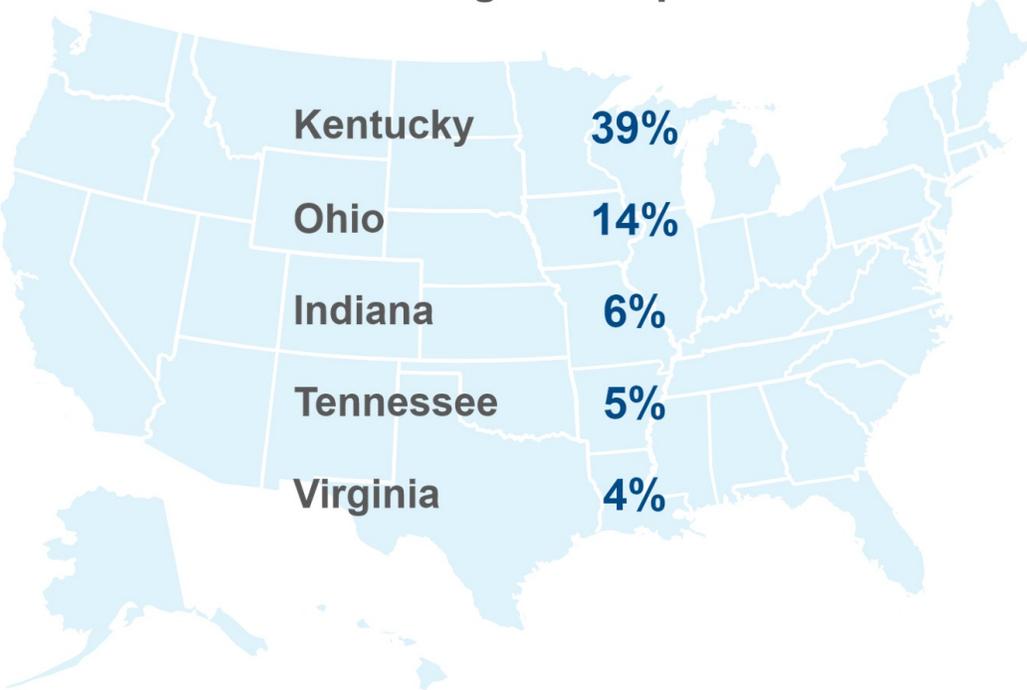
### 2020 U.S. Overnight Trips



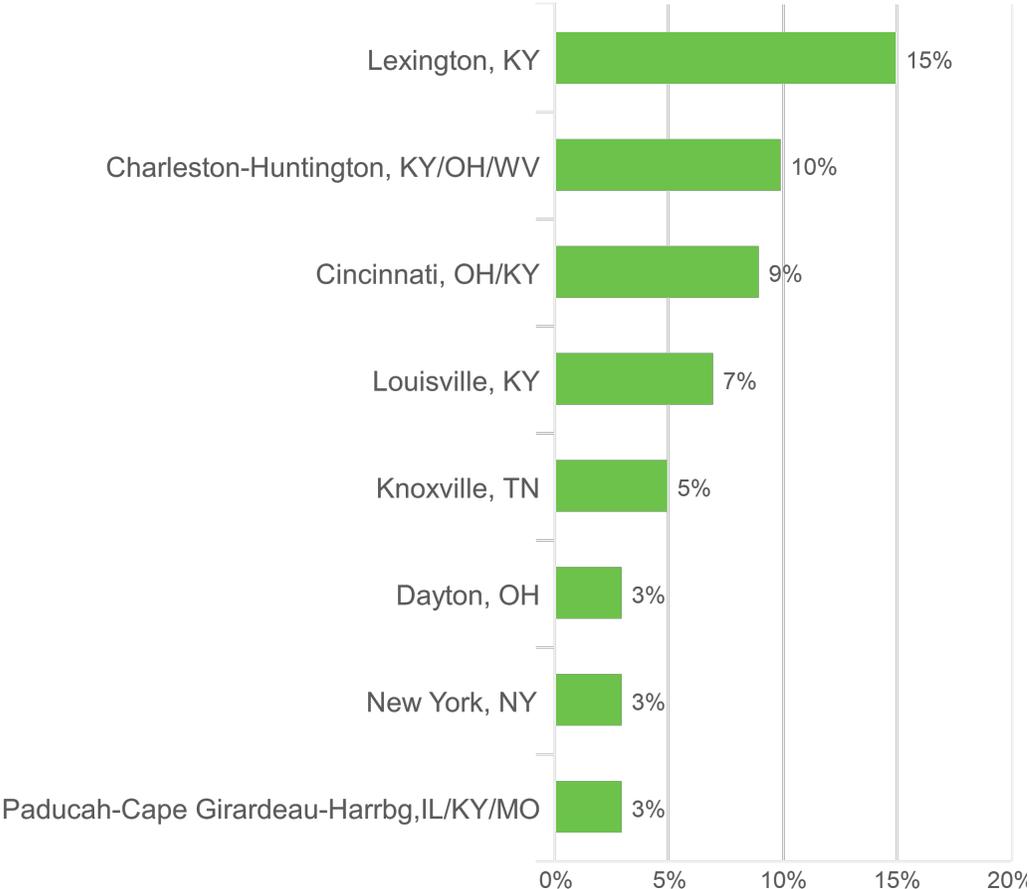
### 2020 Kentucky's Appalachians Overnight Trips



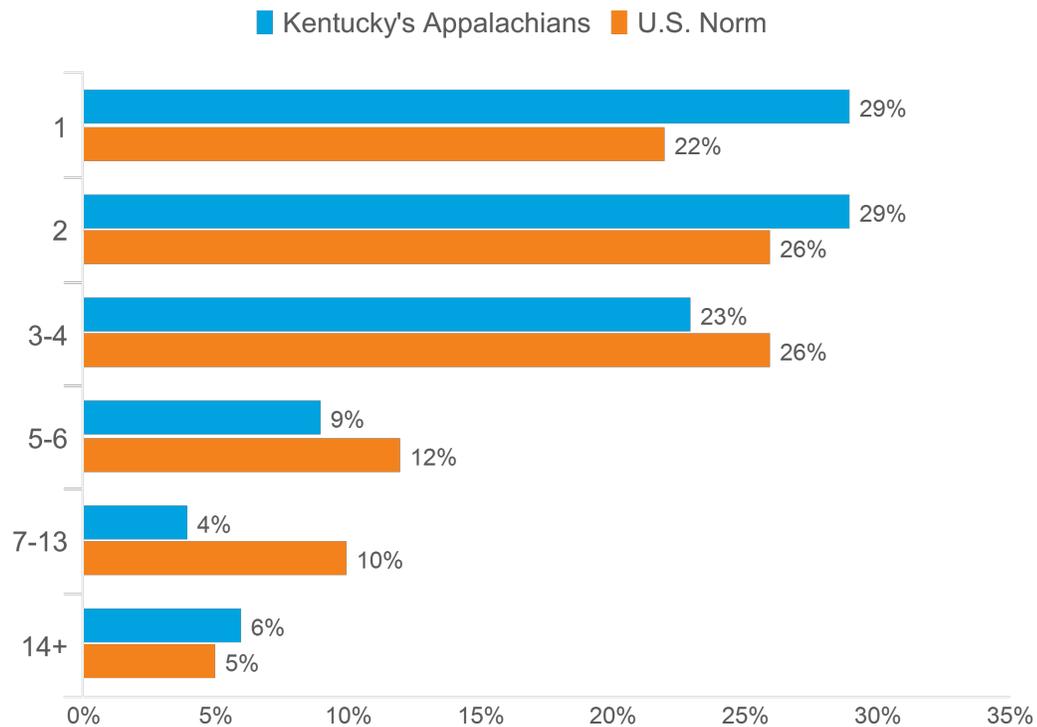
## State Origin Of Trip



## DMA Origin Of Trip



## Total Nights Away on Trip



Kentucky's Appalachians

**4.0**

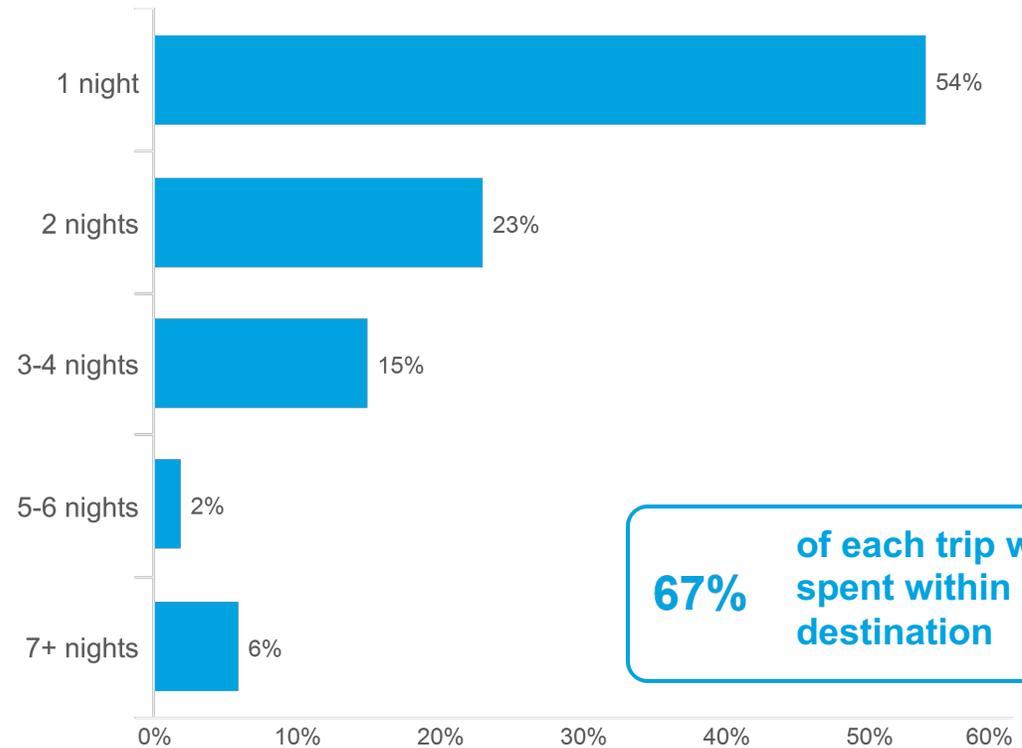
Average Nights

U.S. Norm

**4.1**

Average Nights

## Nights Spent in Kentucky's Appalachians



**67%**

of each trip was spent within the destination

Average number of nights

**2.7**

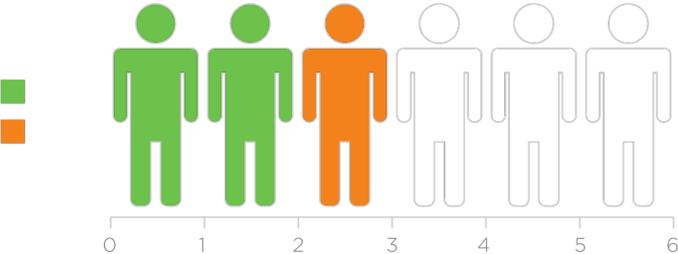
Average last year

**2.0**

## Size of Travel Party

■ Adults ■ Children

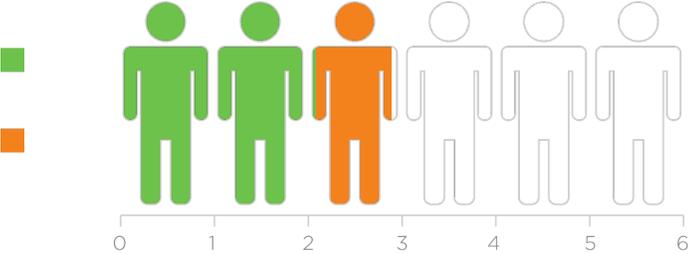
### Kentucky's Appalachians



Total  
**3.1**

Average number of people

### U.S. Norm

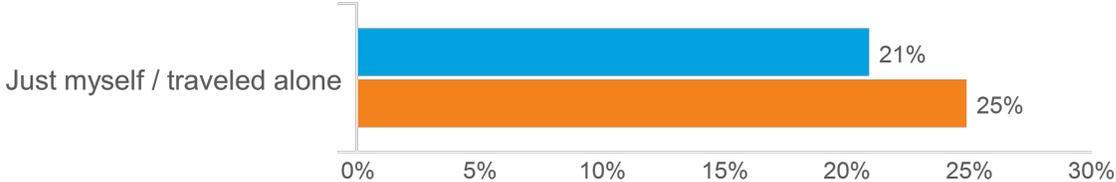


Total  
**3.0**

Average number of people

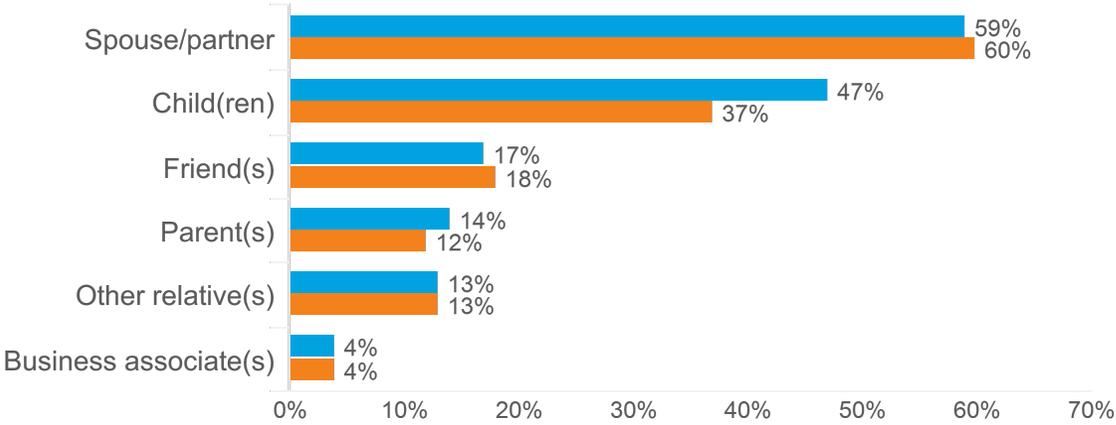
## Percent Who Traveled Alone

■ Kentucky's Appalachians ■ U.S. Norm



## Composition of Immediate Travel Party

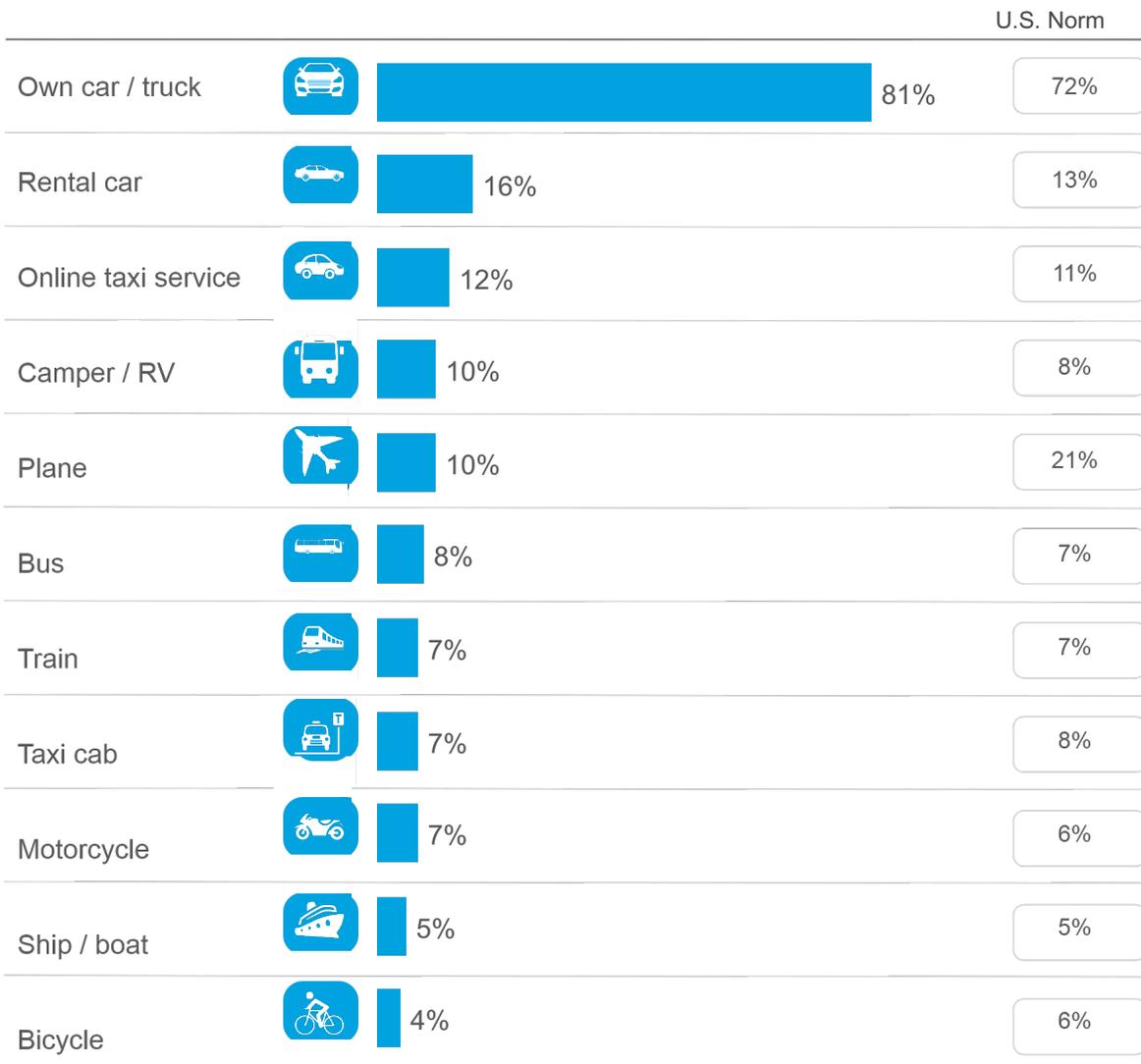
■ Kentucky's Appalachians ■ U.S. Norm



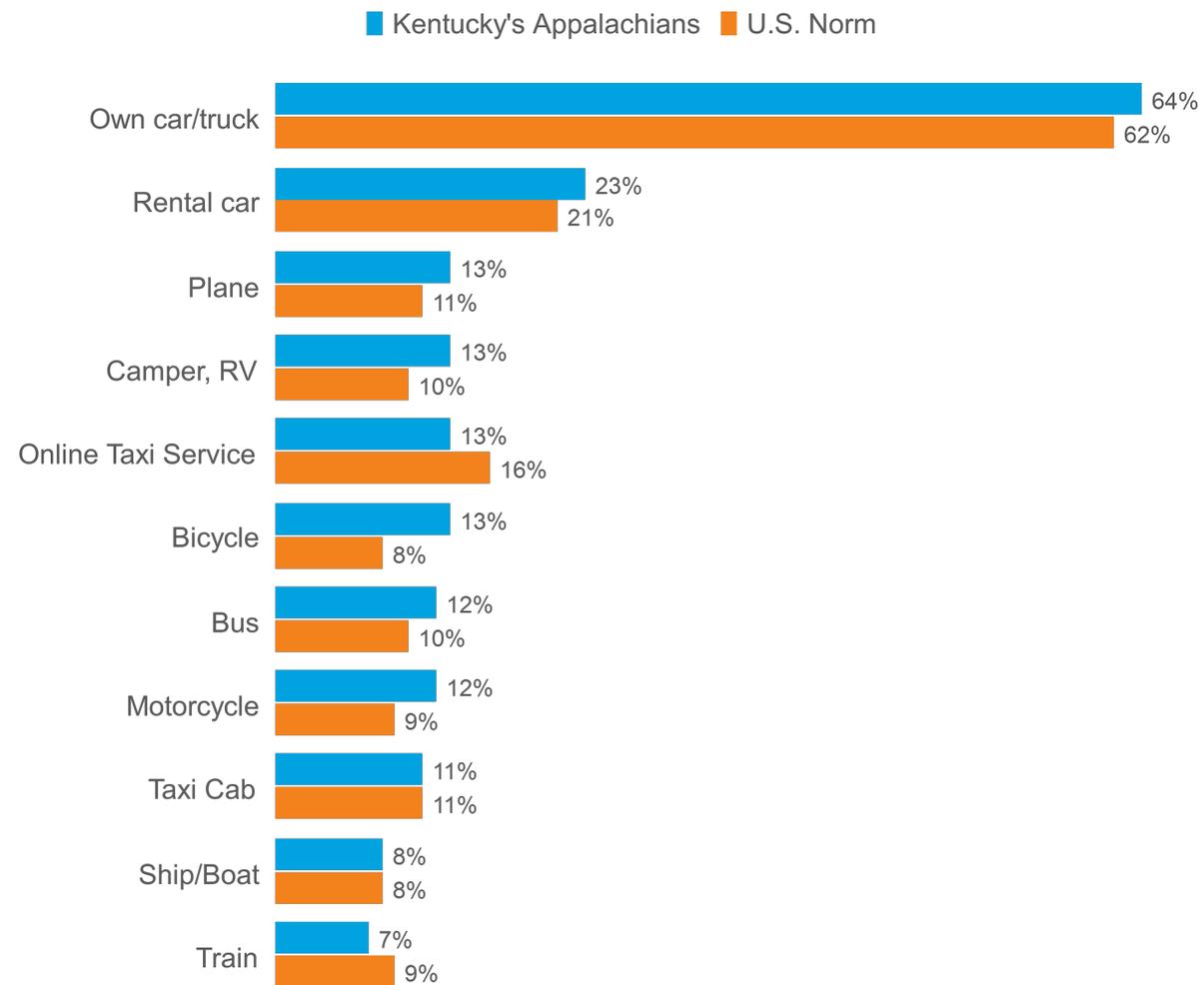
# Kentucky's Appalachians's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Transportation Used to get to Destination

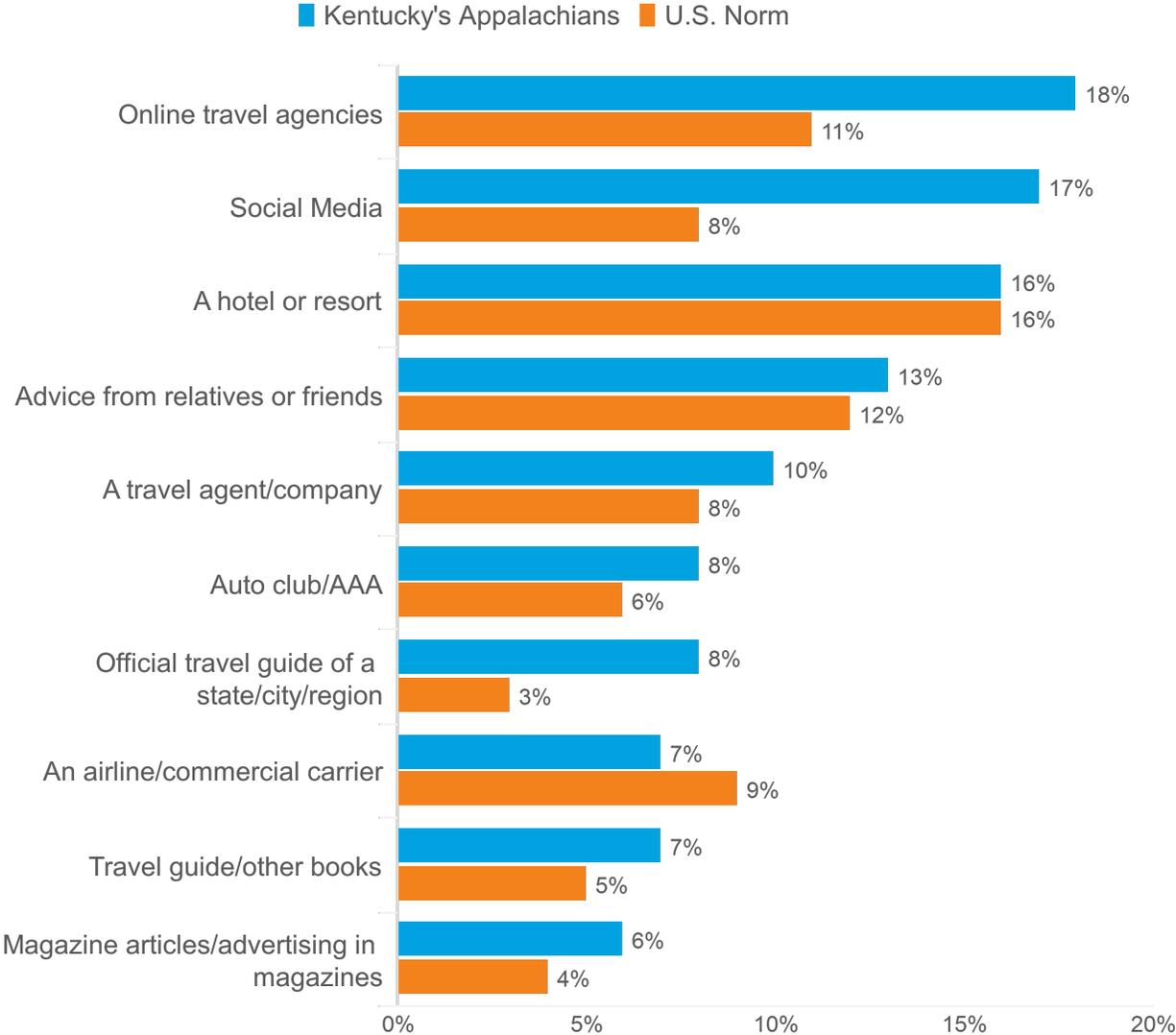


## Transportation Used within Destination



Question updated in 2020

## Trip Planning Information Sources



## Length of Trip Planning

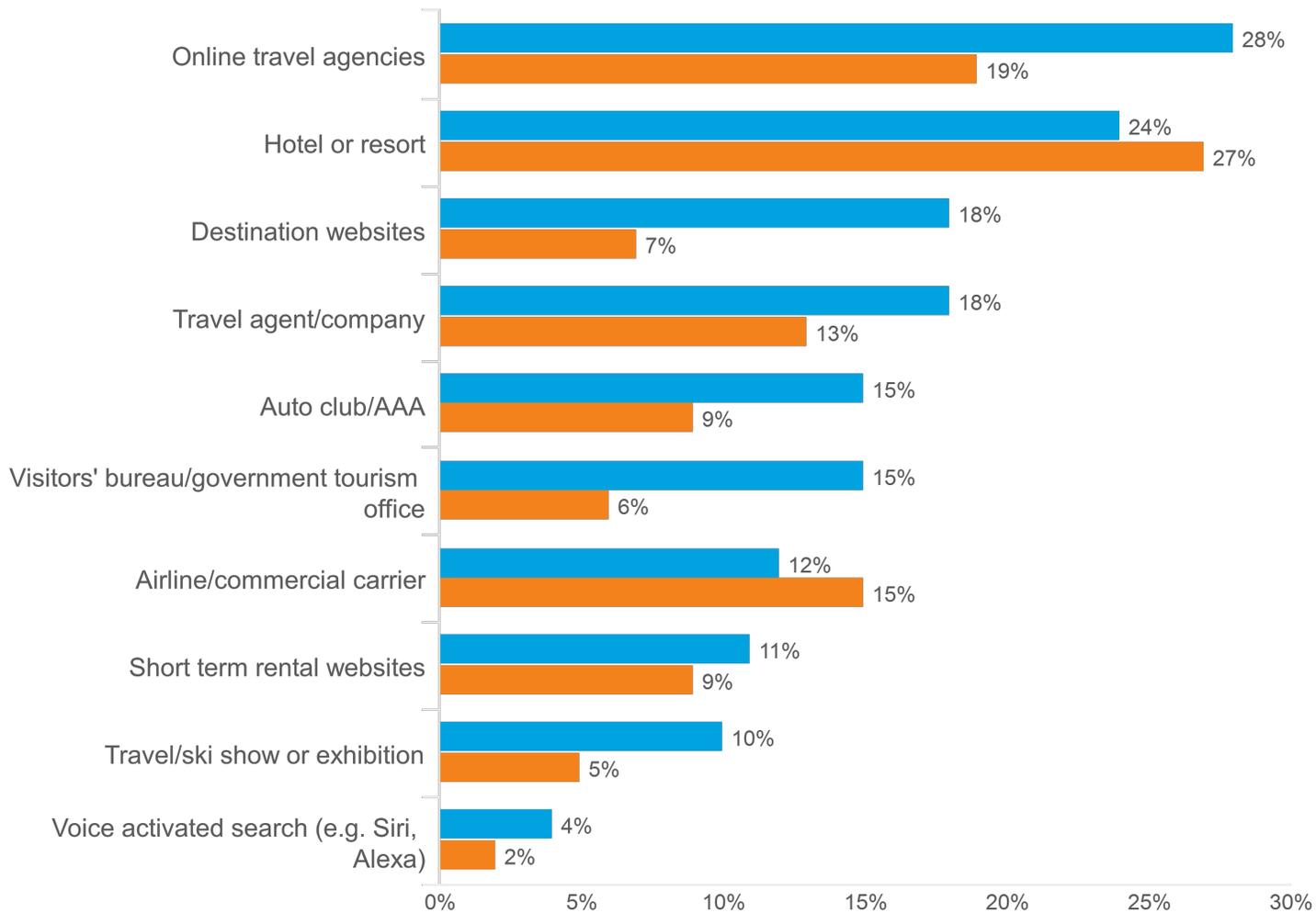
	Kentucky's Appalachians	U.S. Norm
1 month or less	33%	33%
2 months	12%	15%
3-5 months	15%	15%
6-12 months	8%	11%
More than 1 year in advance	7%	4%
Did not plan anything in advance	26%	21%

# Kentucky's Appalachians's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Method of Booking

■ Kentucky's Appalachians ■ U.S. Norm



## Accommodations

Kentucky's Appalachians U.S. Norm



Hotel

42%

36%



Home of friends / relatives

18%

22%



Motel

16%

12%



Campground / RV park

8%

6%



Rented home / condo / apartment

8%

6%



Bed & breakfast

7%

7%



Rented cottage / cabin

6%

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)

	Kentucky's Appalachians	U.S. Norm
Shopping	25%	22%
Fishing	21%	7%
Sightseeing	18%	16%
Swimming	17%	12%
Attending celebration	16%	13%
Hiking/backpacking	15%	9%
Landmark/historic site	14%	11%
Nature tours/wildlife viewing/birding	13%	7%
Camping	12%	6%
Zoo	12%	6%

## Shopping Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Outlet/mall shopping	46%	49%
 Big box stores (Walmart, Costco)	44%	36%
 Souvenir shopping	41%	37%
 Convenience/grocery shopping	39%	43%
 Boutique shopping	19%	26%
 Antiquing	16%	12%

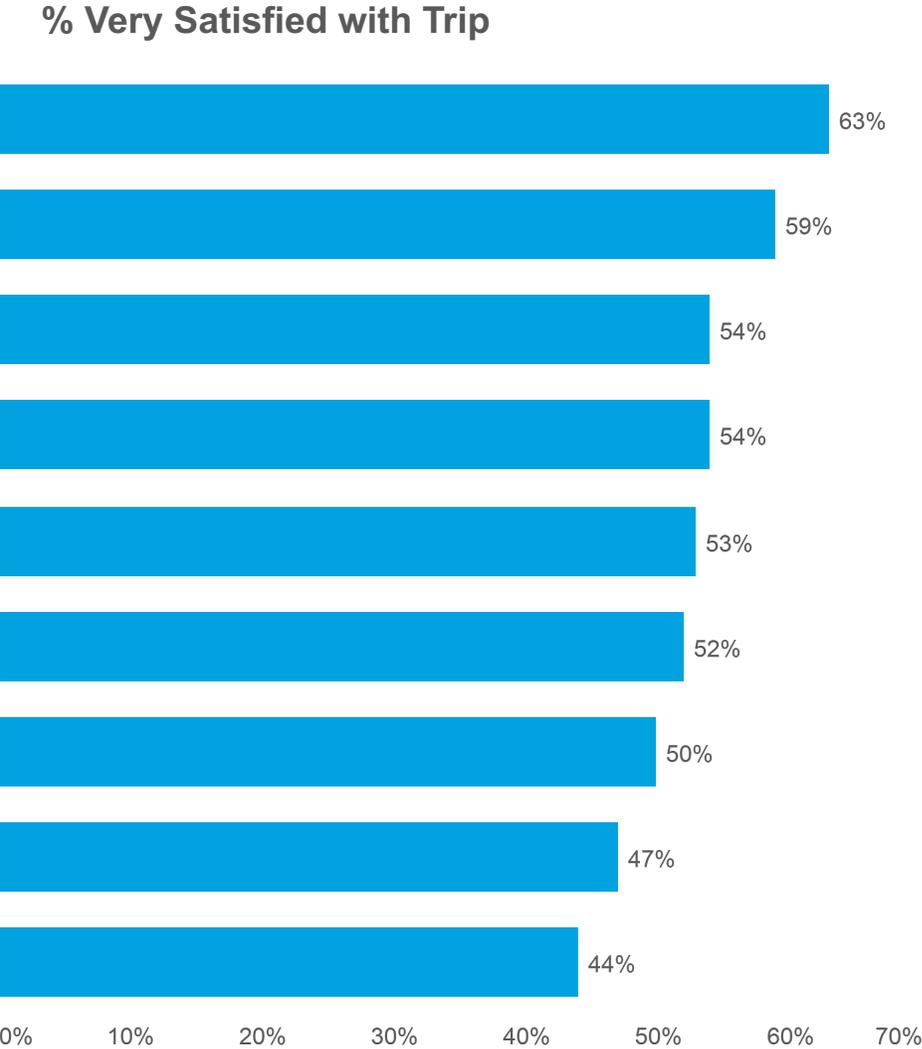
Base is the 25% of travelers who shopped on their trip.

## Dining Types on Trip

	Kentucky's Appalachians	U.S. Norm
 Unique/local food	39%	40%
 Picnicking	26%	13%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	20%
 Street food/food trucks	22%	19%
 Fine/upscale dining	17%	20%
 Gastropubs	8%	8%

 **61%**  
of overnight travelers were  
very satisfied with their overall  
trip experience

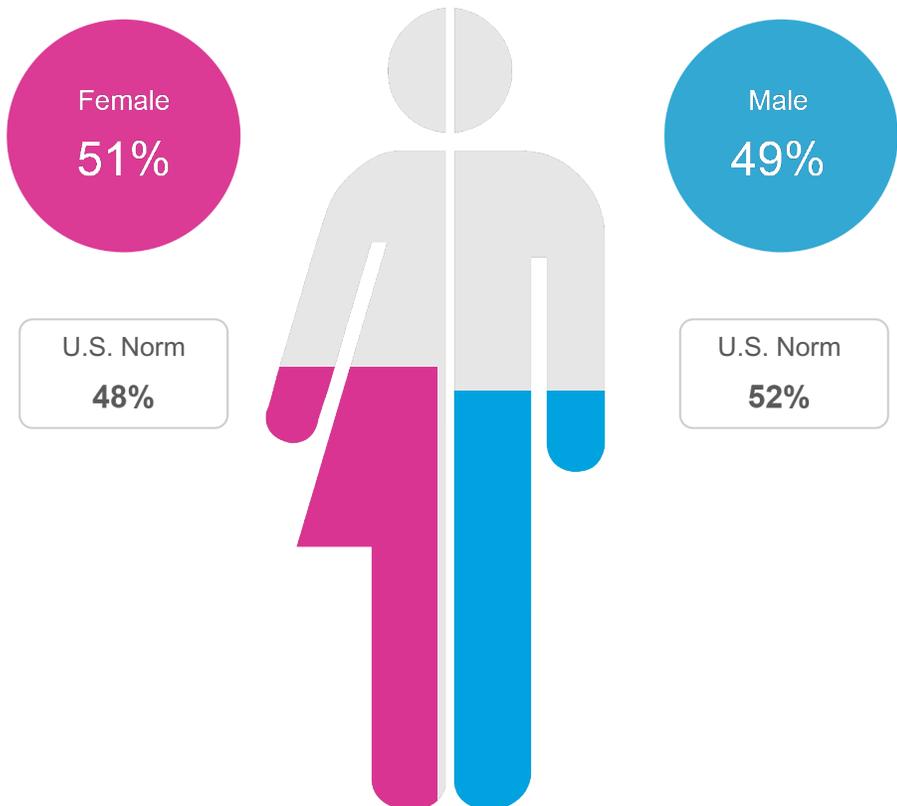
-  Friendliness of people
-  Safety/security
-  Cleanliness
-  Sightseeing/attractions
-  Quality of food
-  Quality of accommodations
-  Value for money
-  Public transportation
-  Music/nightlife/entertainment



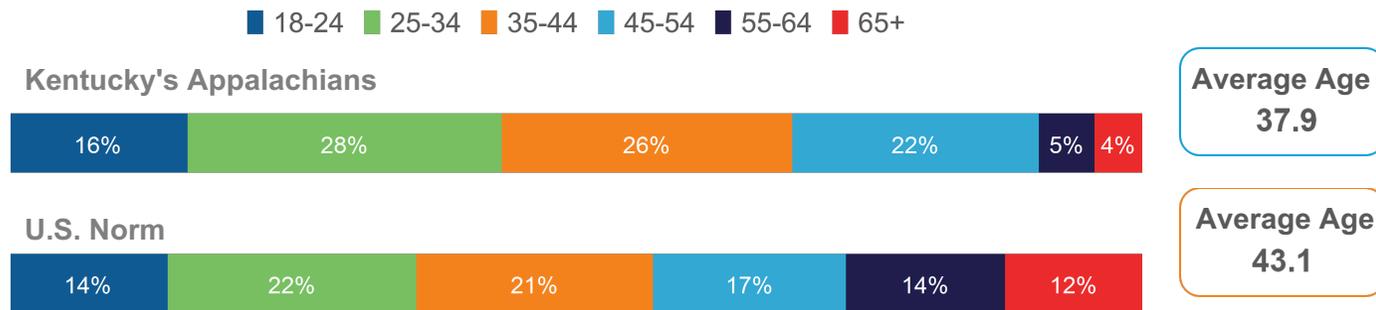
# Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2020 Overnight Person-Trips

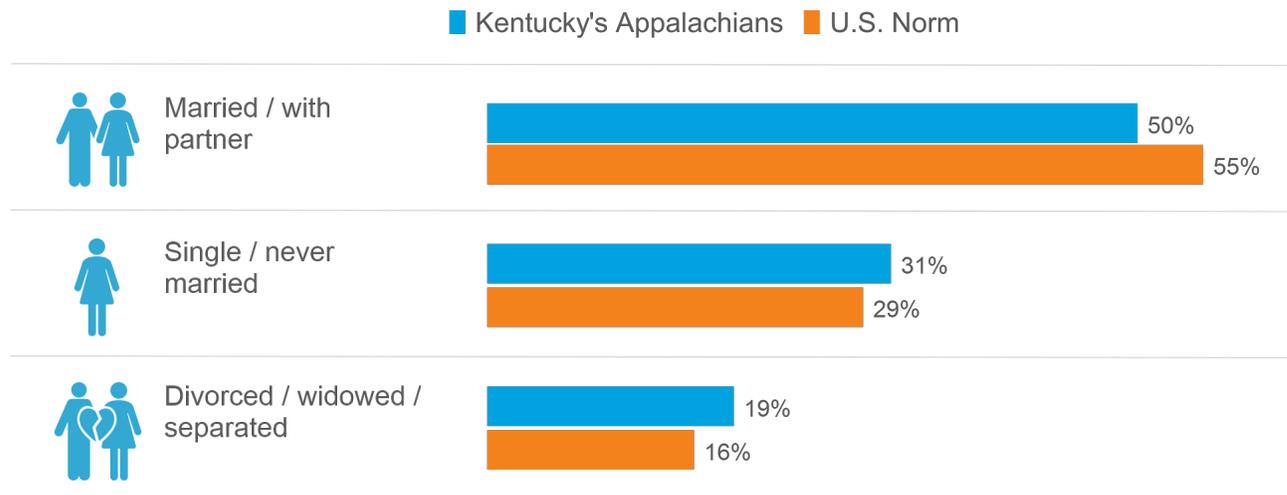
## Gender



## Age



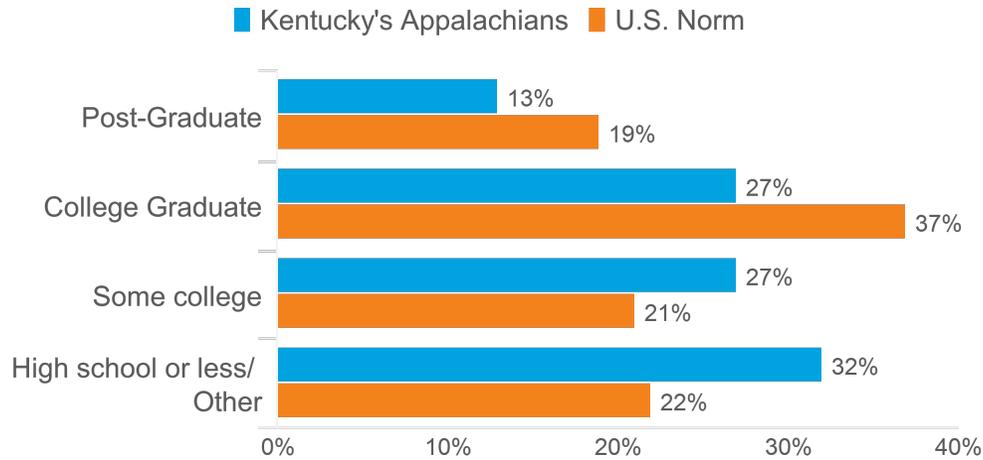
## Marital Status



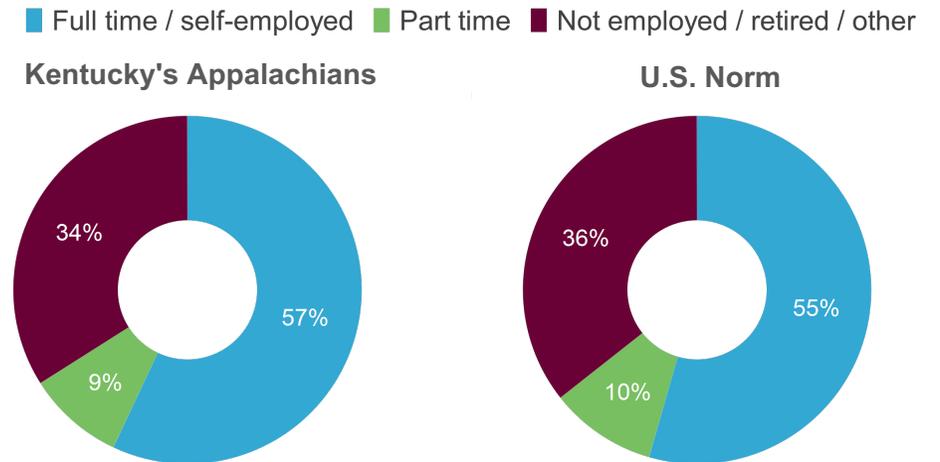
# Demographic Profile of Overnight Kentucky's Appalachians Visitors

Base: 2020 Overnight Person-Trips

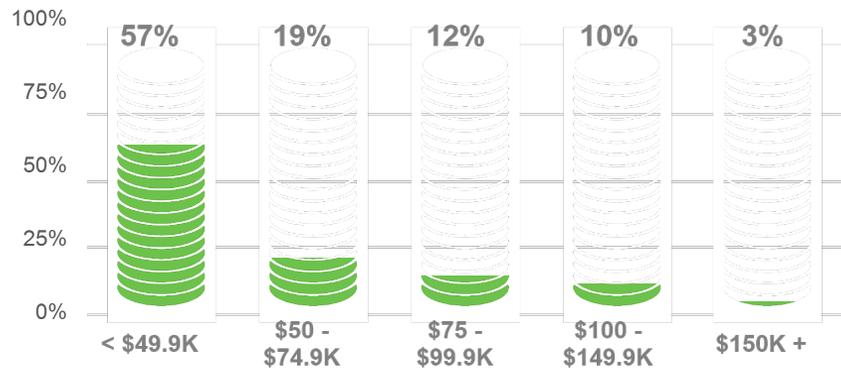
## Education



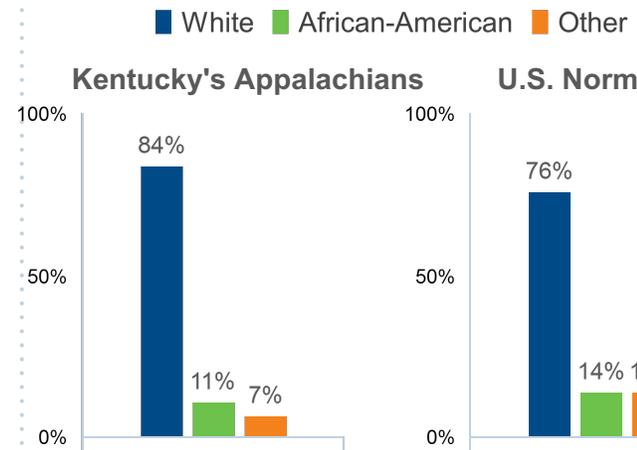
## Employment



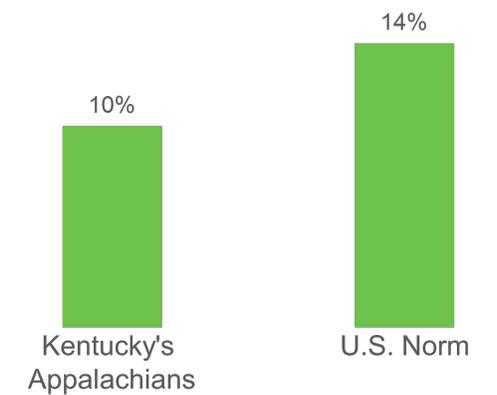
## Household Income



## Race



## Hispanic Background



U.S. Norm 43% 20% 14% 16% 7%

## Household Size



## Children in Household

