



Travel USA Visitor Profile

Kentucky's Southern Shorelines



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



Day Base Size

229

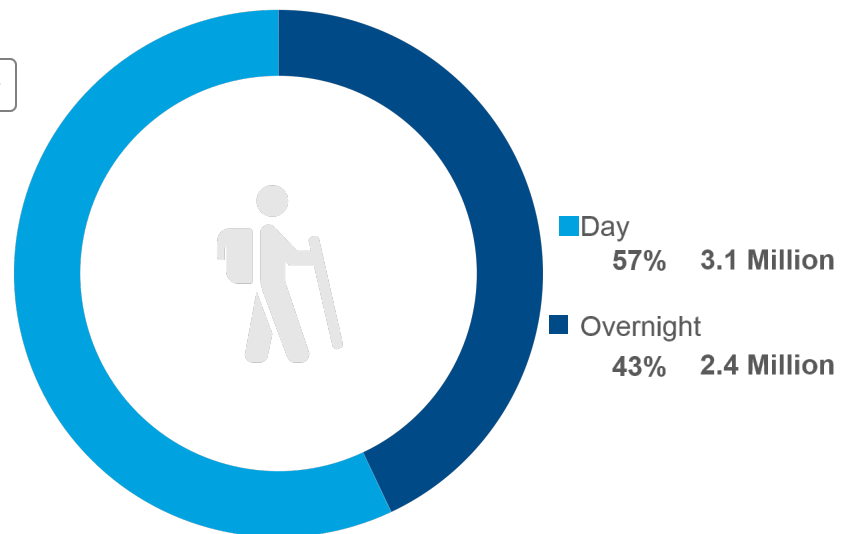
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Kentucky's Southern Shorelines 2020 Domestic Travel Market

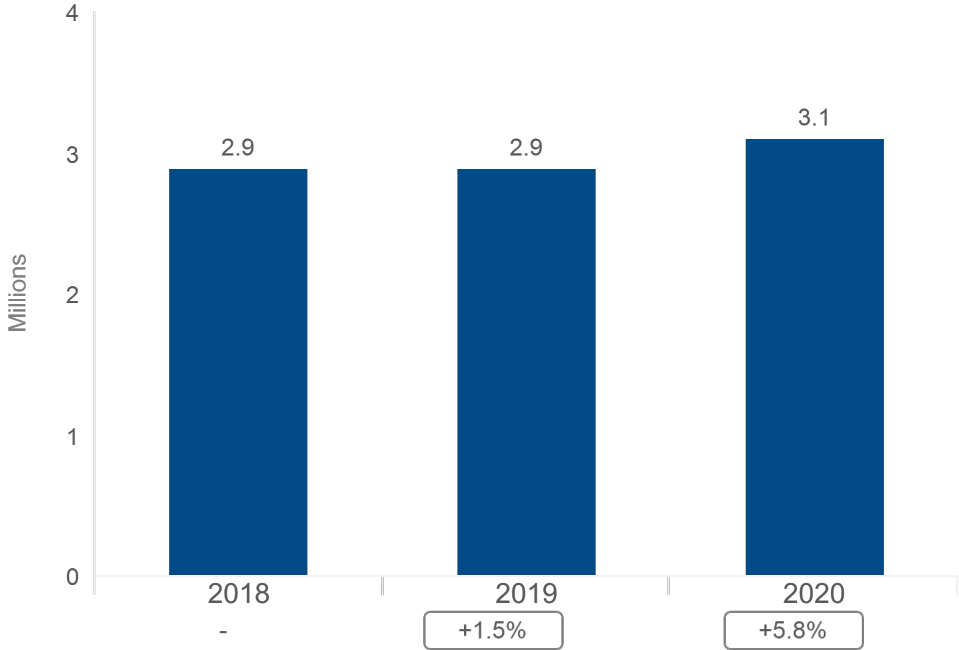
Total Person-Trips

5.5 Million

+10.1% vs. last year



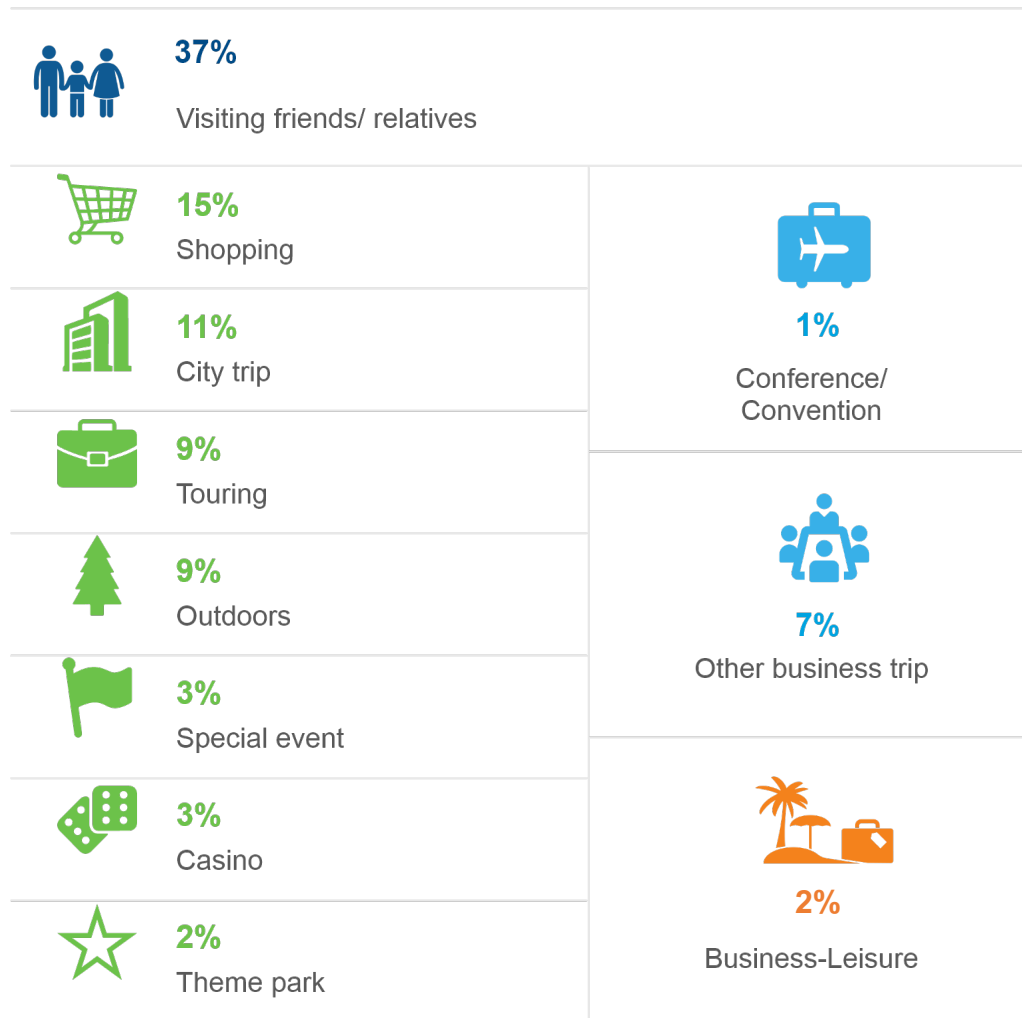
Day Trips to Kentucky's Southern Shorelines



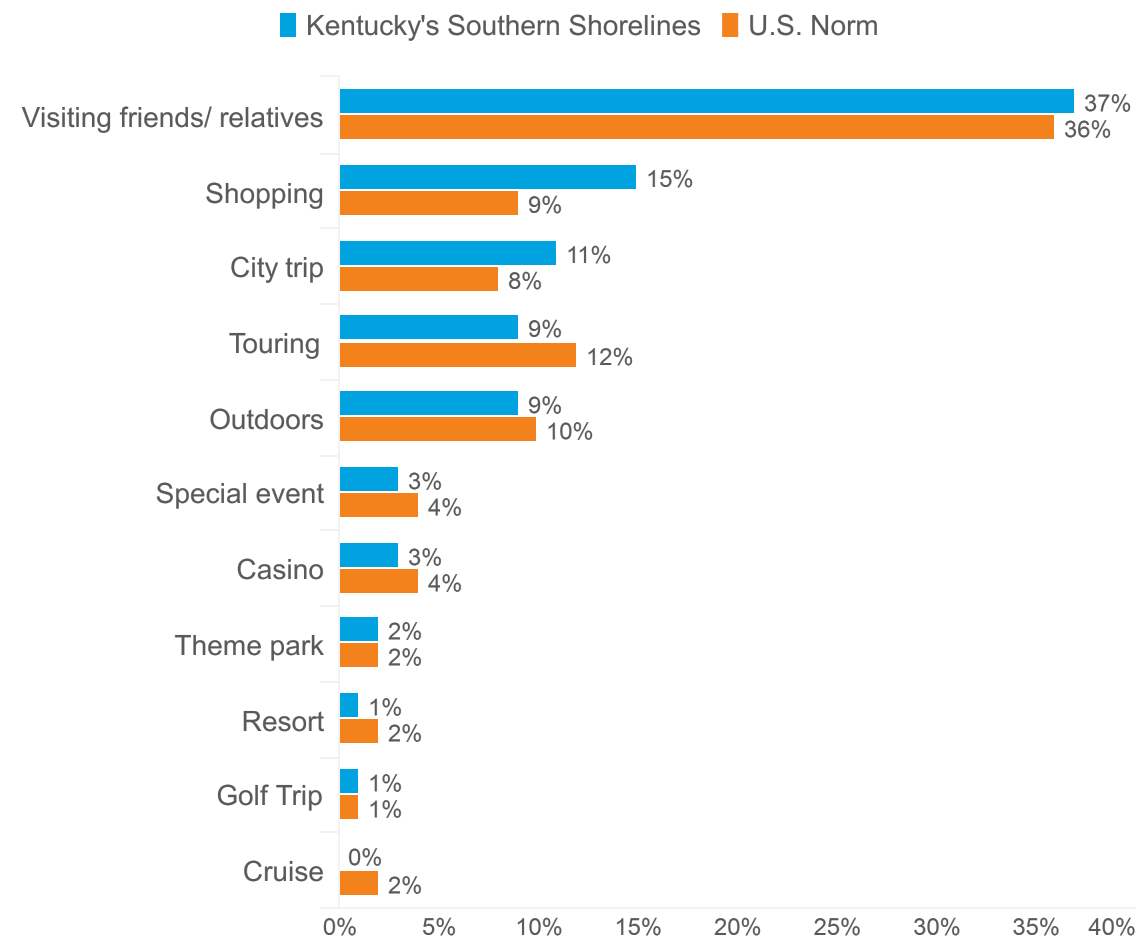
Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2019/2020 Day Person-Trips

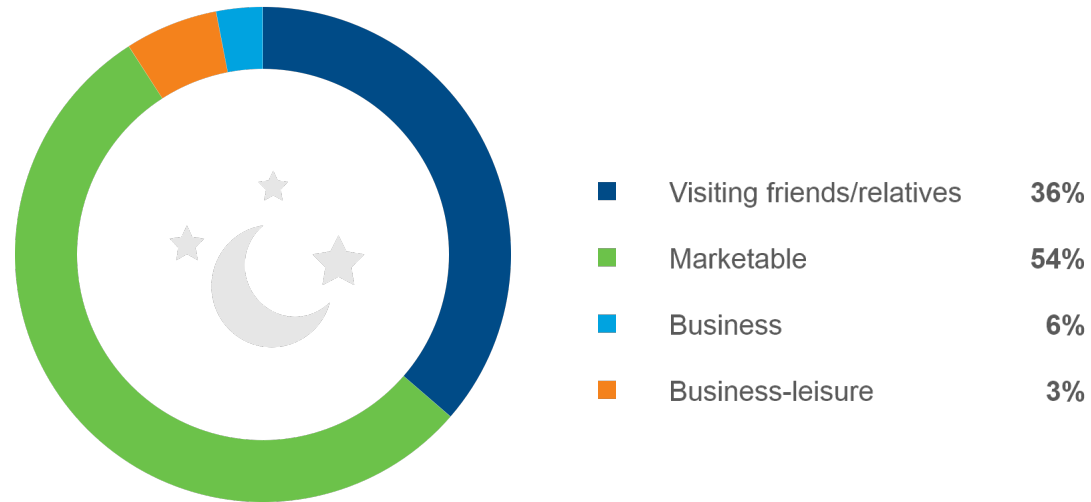
Main Purpose of Trip



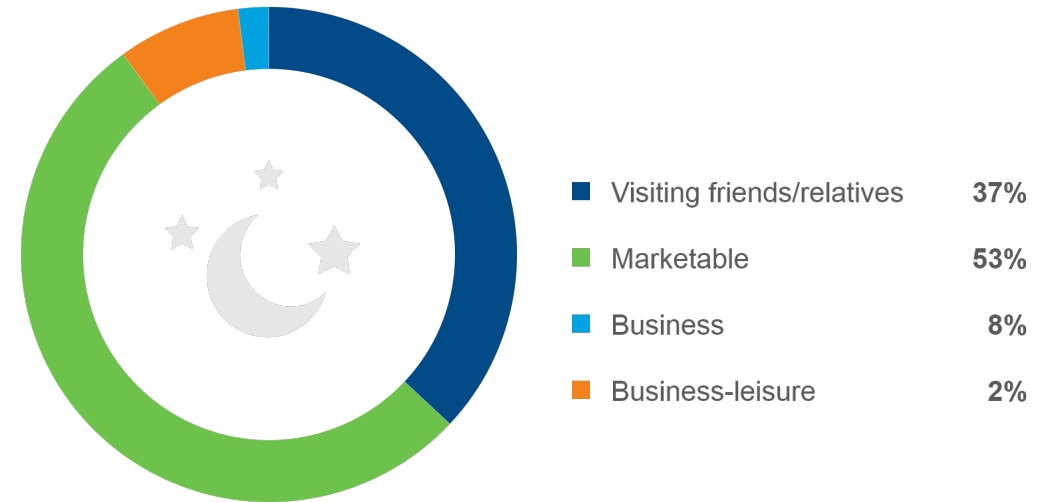
Main Purpose of Leisure Trip



2020 U.S. Day Trips



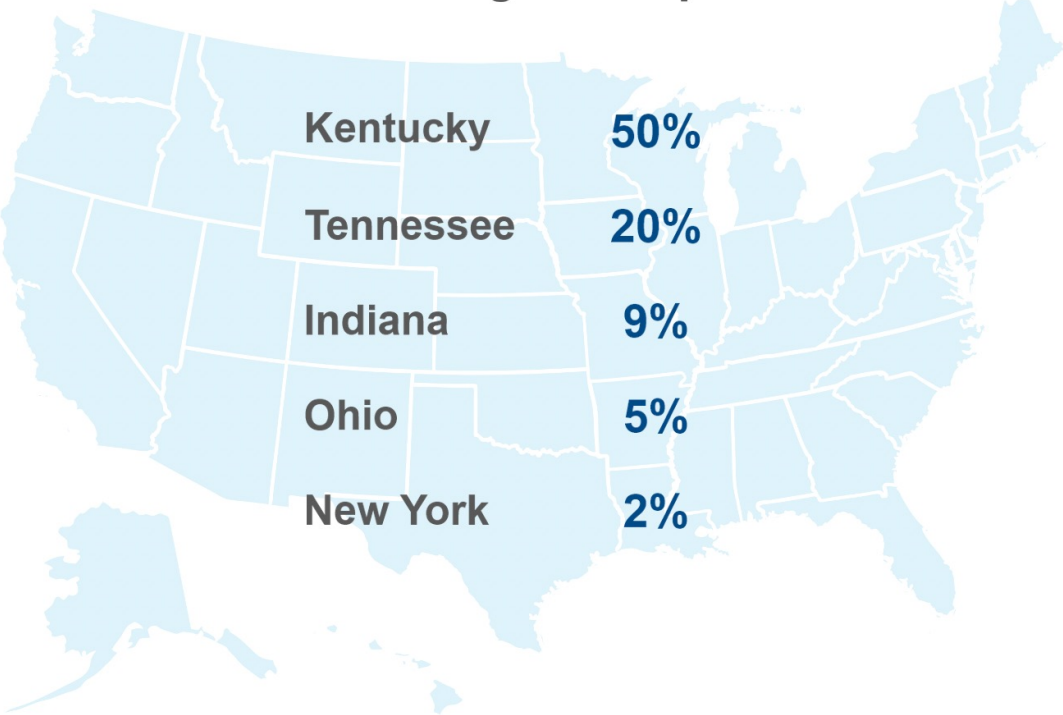
Kentucky's Southern Shorelines Day Trips



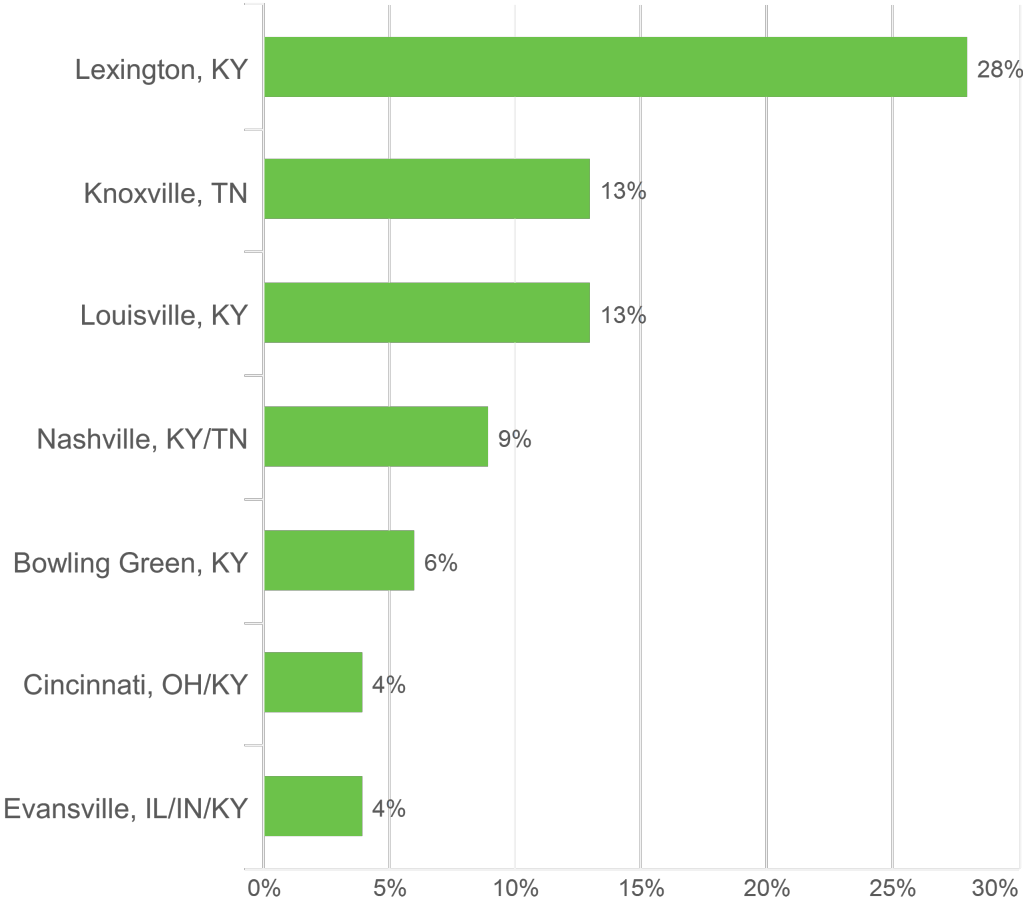
Kentucky's Southern Shorelines's Day Trip Characteristics

Base: 2019/2020 Day Person-Trips

State Origin Of Trip

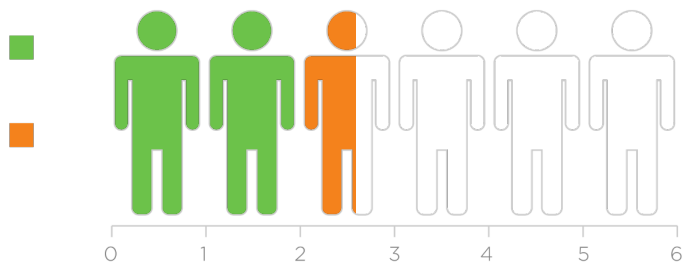


DMA Origin Of Trip



Size of Travel Party

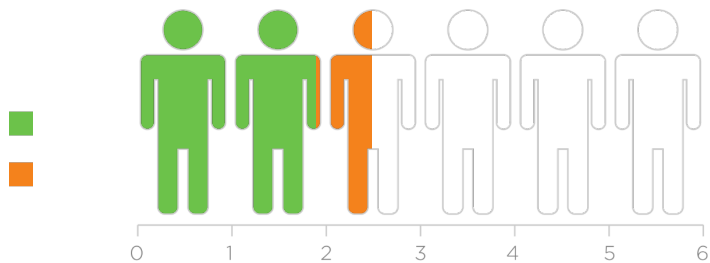
Kentucky's Southern Shorelines



Total
2.7

Average number of people

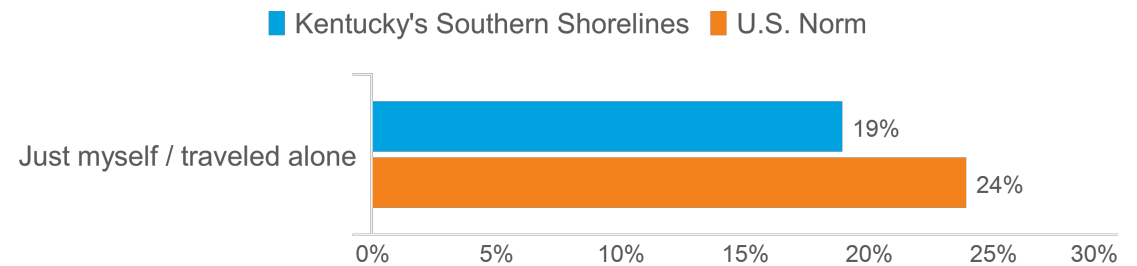
U.S. Norm



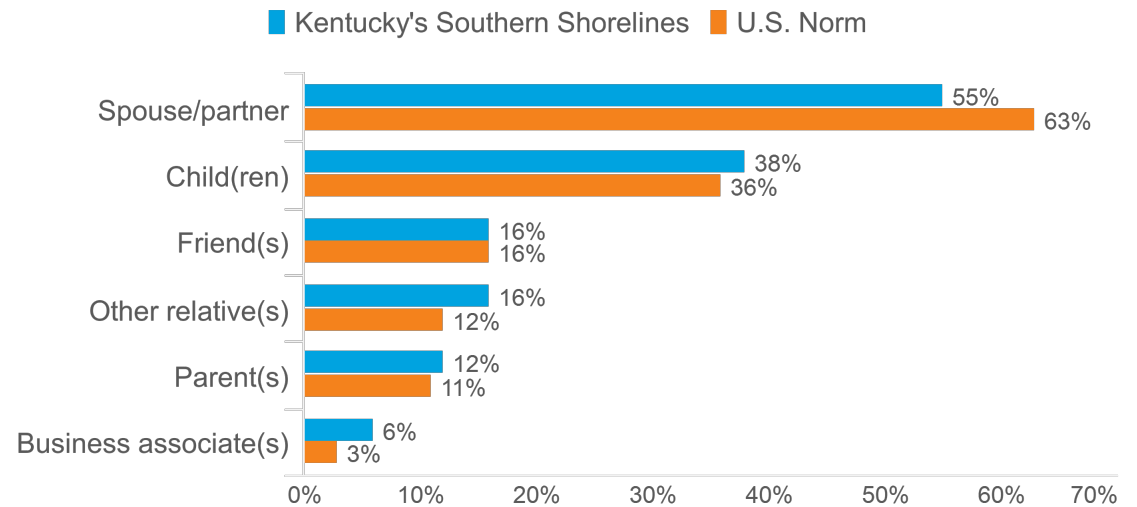
Total
2.6

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)







	Kentucky's Southern Shorelines	U.S. Norm
Shopping	27%	20%
Landmark/historic site	15%	8%
Sightseeing	12%	13%
Fishing	12%	5%
Local parks/playgrounds	11%	6%
Hiking/backpacking	11%	7%
Attending celebration	9%	9%
Nature tours/wildlife viewing/birding	8%	5%
National/state park	6%	6%
Trade show	6%	2%

Shopping Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Outlet/mall shopping	43%	49%
 Convenience/grocery shopping	40%	28%
 Souvenir shopping	35%	20%
 Big box stores (Walmart, Costco)	26%	31%
 Antiquing	18%	12%
 Boutique shopping	16%	21%

Base is the 27% of travelers who shopped on their trip.

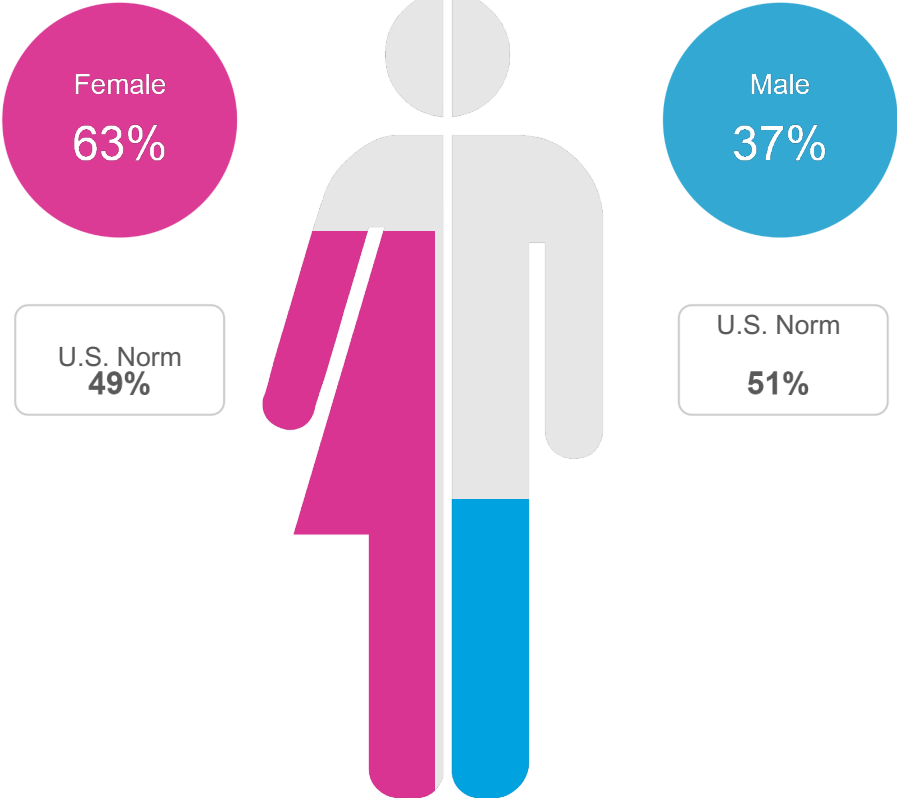
Dining Types on Trip

	Kentucky's Southern Shorelines	U.S. Norm
 Unique/local food	30%	34%
 Picnicking	16%	14%
 Street food/food trucks	13%	15%
 Food delivery service (UberEATS, DoorDash, etc.)	13%	12%
 Fine/upscale dining	11%	12%
 Gastropubs	4%	5%

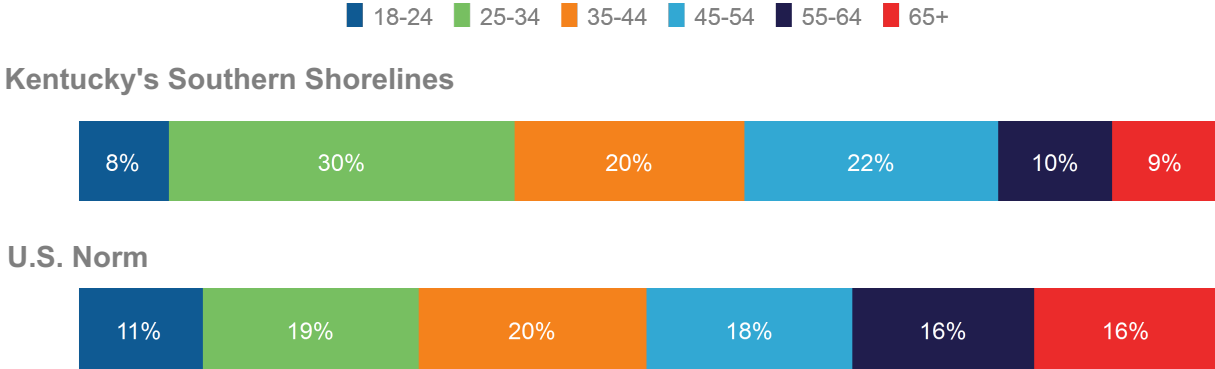
Demographic Profile of Day Kentucky's Southern Shorelines Visitors

Base: 2019/2020 Day Person-Trips

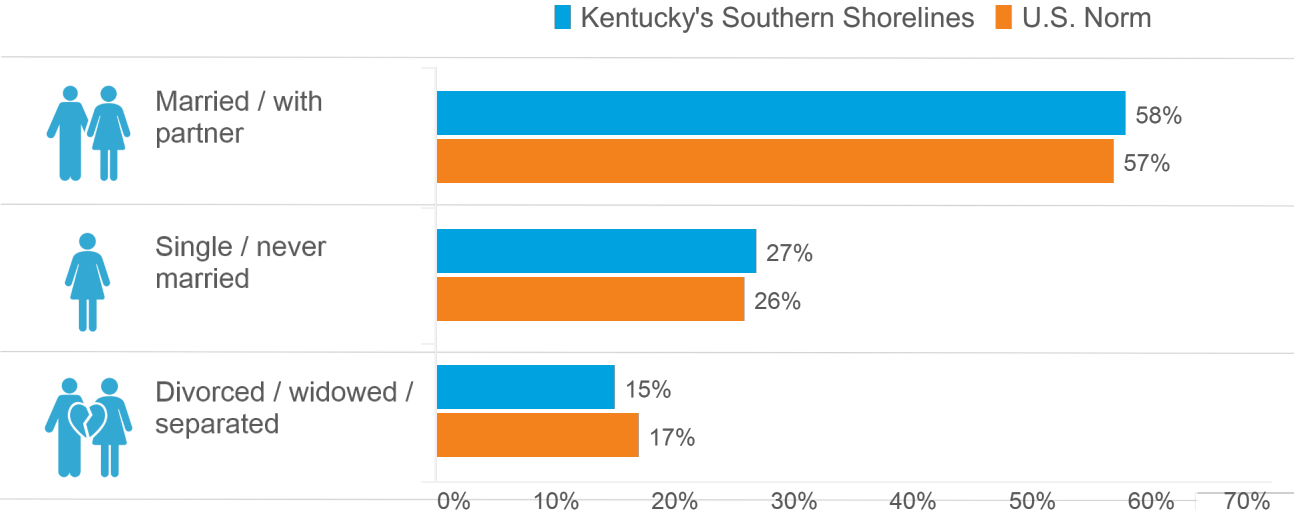
Gender



Age



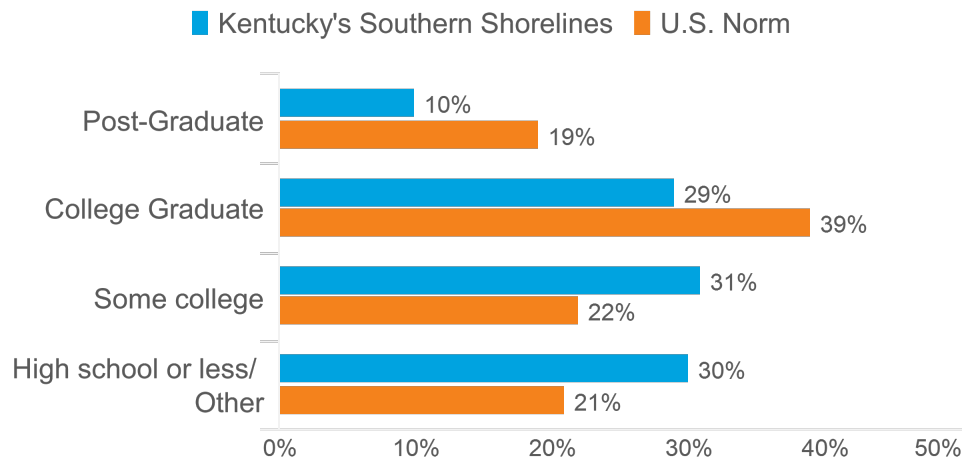
Marital Status



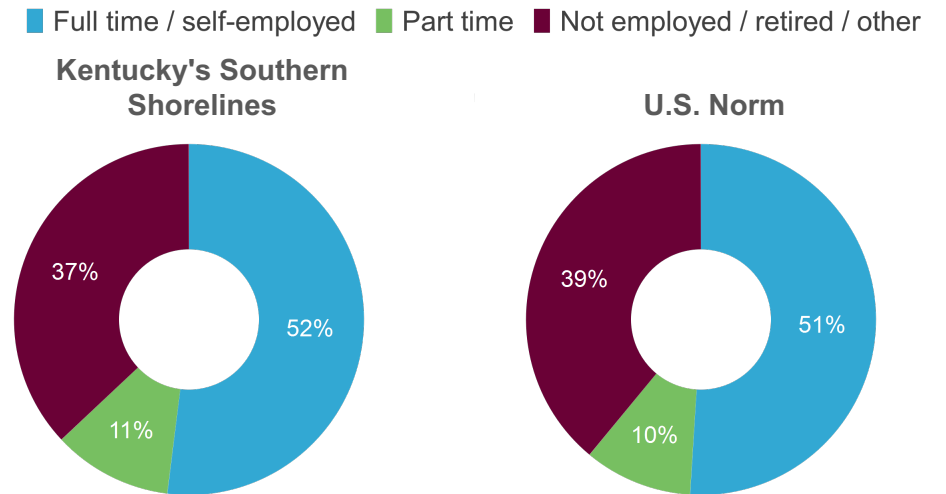
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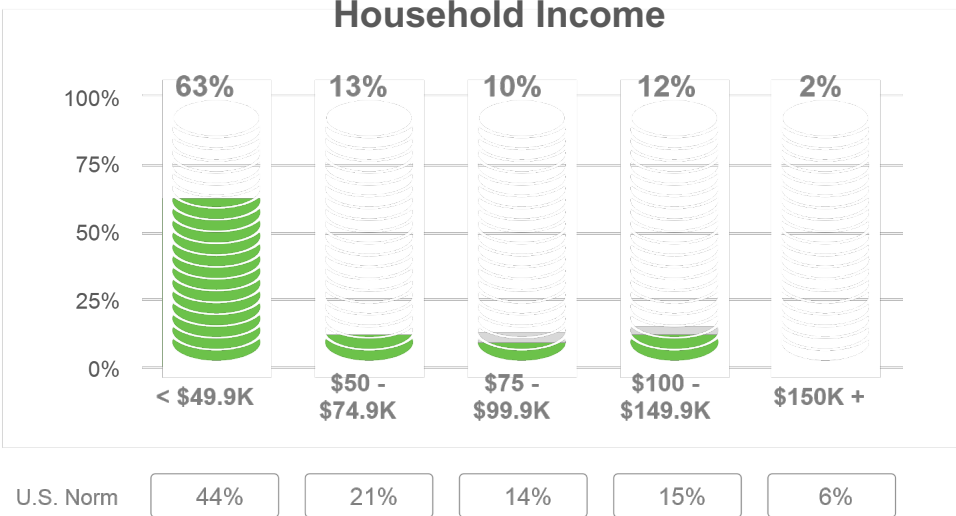
Education



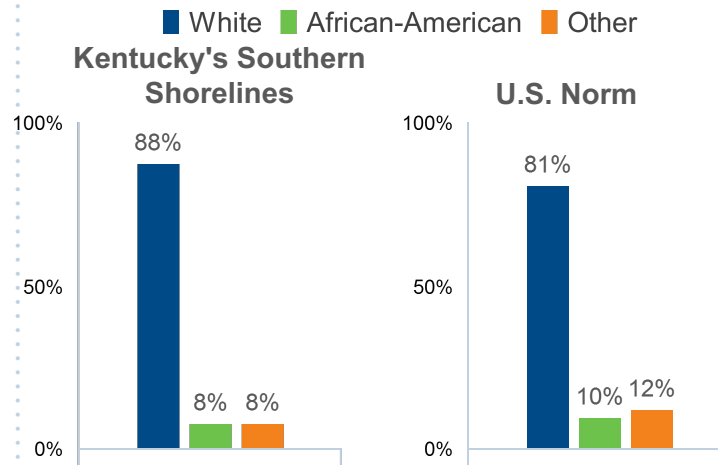
Employment



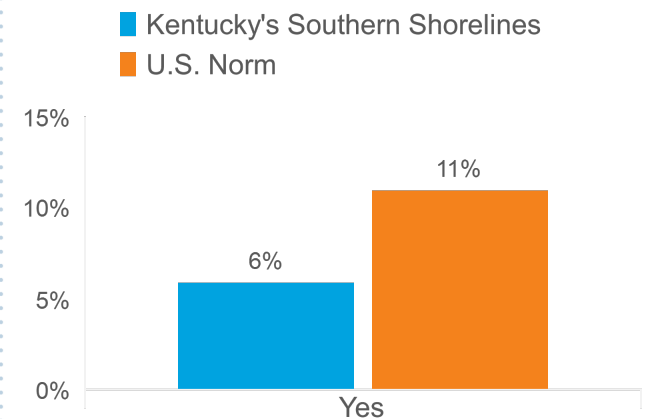
Household Income



Race

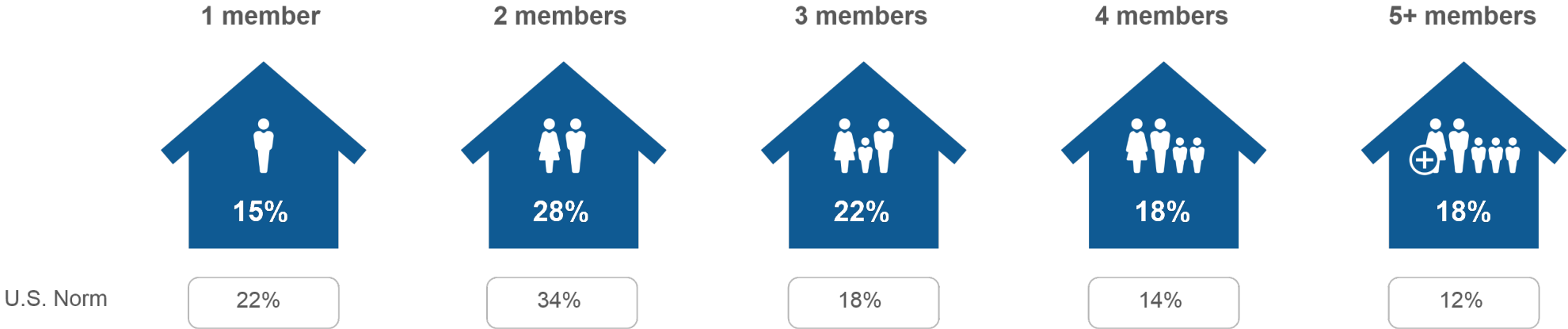


Hispanic Background



Question updated in 2020, 2020 data only

Household Size



Children in Household

