



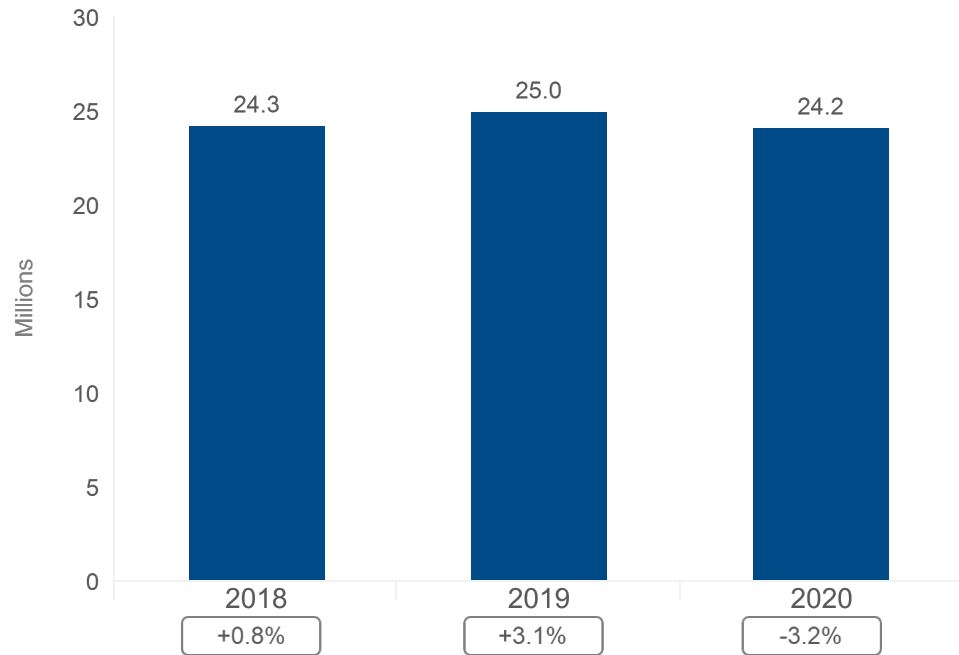
# Travel USA Visitor Profile

## Overnight Visitation - Kentucky



2020

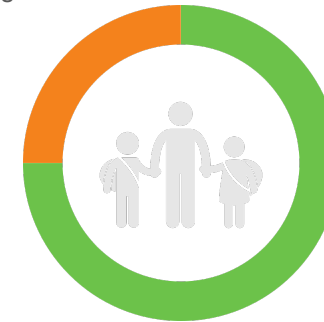
## Overnight Trips to Kentucky



## Size of Kentucky Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

**24.2 Million**



Adults	75%	18.3 Million
Children	25%	6.0 Million

## Past Visitation to Kentucky

**83%** of overnight travelers to Kentucky are repeat visitors

**62%** of overnight travelers to Kentucky had visited before in the past 12 months

## Overnight Kentucky Visitor Volume by Region

Region	2020 Trips (Millions)	2019 Trips (Millions)	Difference (Millions)	% Change
Bourbon, Horses & History	5.6	6.6	-1.0	-16%
Northern KY River	4.5	4.2	0.2	5%
Bluegrass, Horses, Bourbon & Boone	3.7	4.3	-0.6	-13%
Caves, Lakes & Corvettes	3.5	3.0	0.6	19%
KY's Appalachians	3.2	2.9	0.3	9%
Bluegrass, Blues & BBQ	3.2	2.7	0.5	19%
Daniel Boone Country	3.0	2.4	0.6	24%
KY's Southern Shorelines	2.4	2.0	0.3	16%
Western Waterlands	2.1	2.0	0.1	4%

\*Adds to more than total state visitor volume because people may visit more than one region during their trip

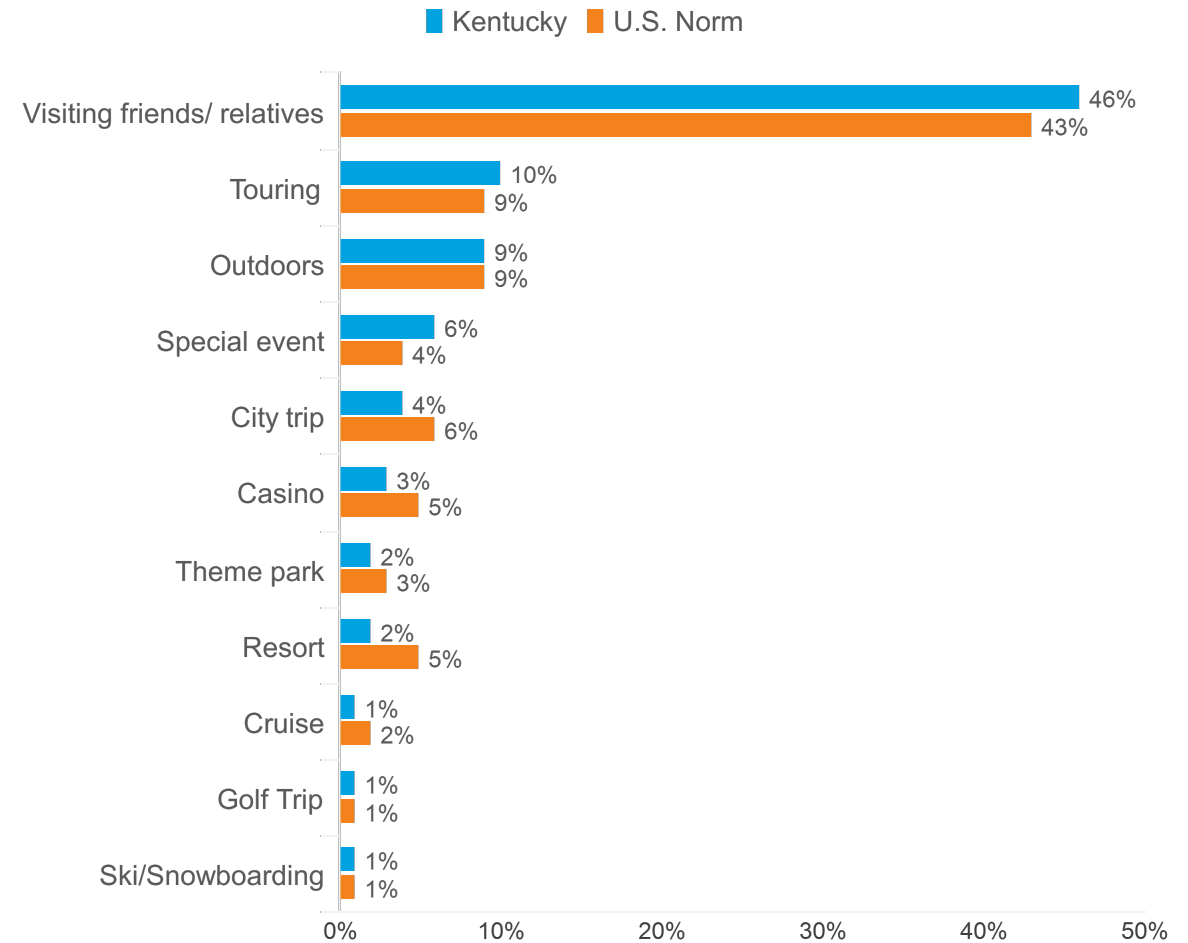
# Kentucky's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

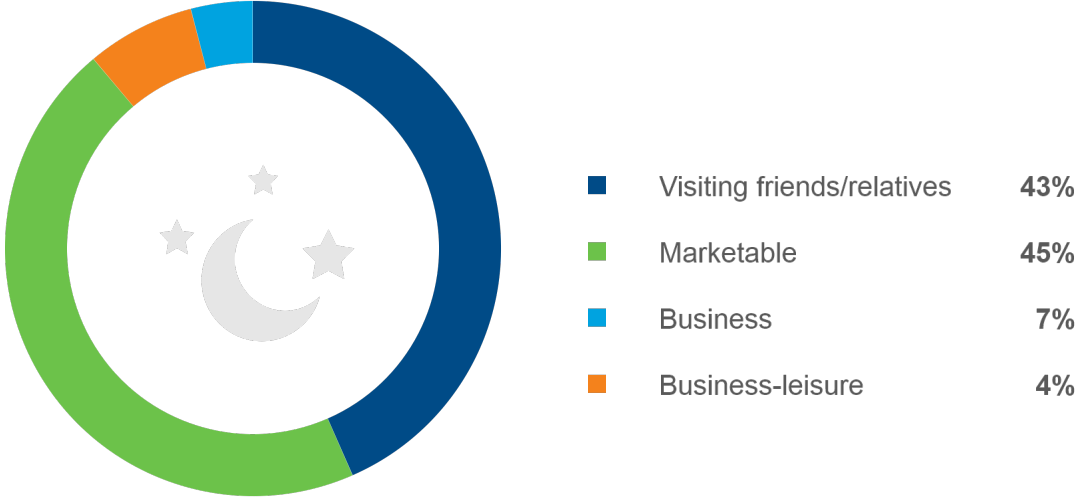
## Main Purpose of Trip



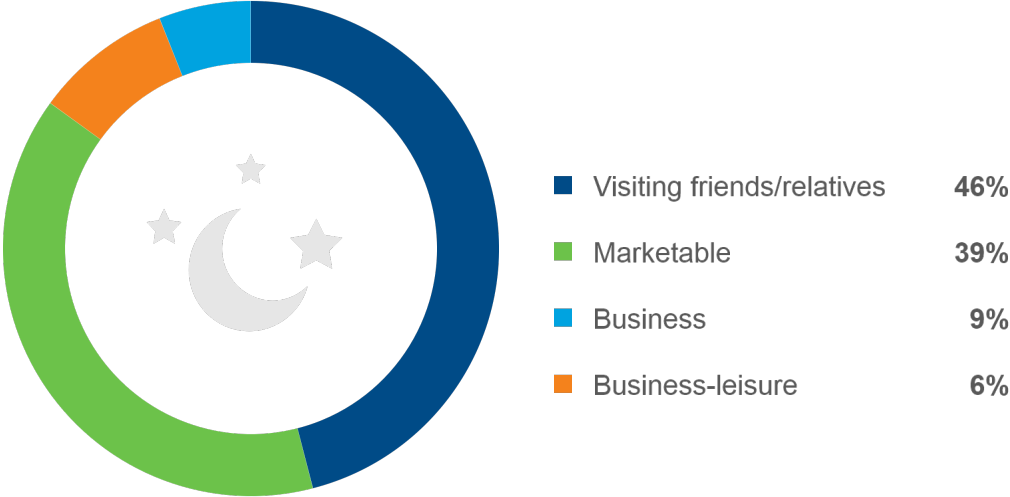
## Main Purpose of Leisure Trip



### 2020 U.S. Overnight Trips



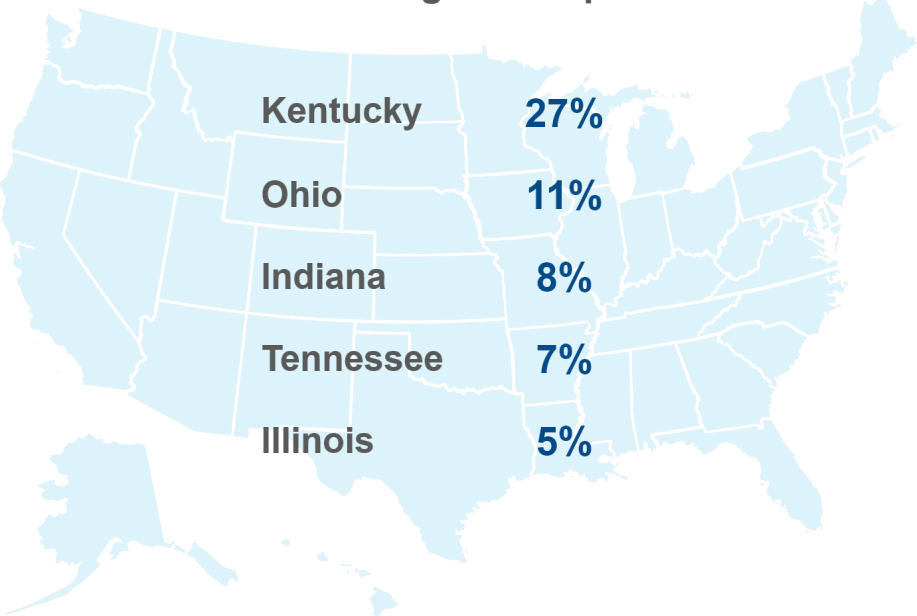
### 2020 Kentucky Overnight Trips



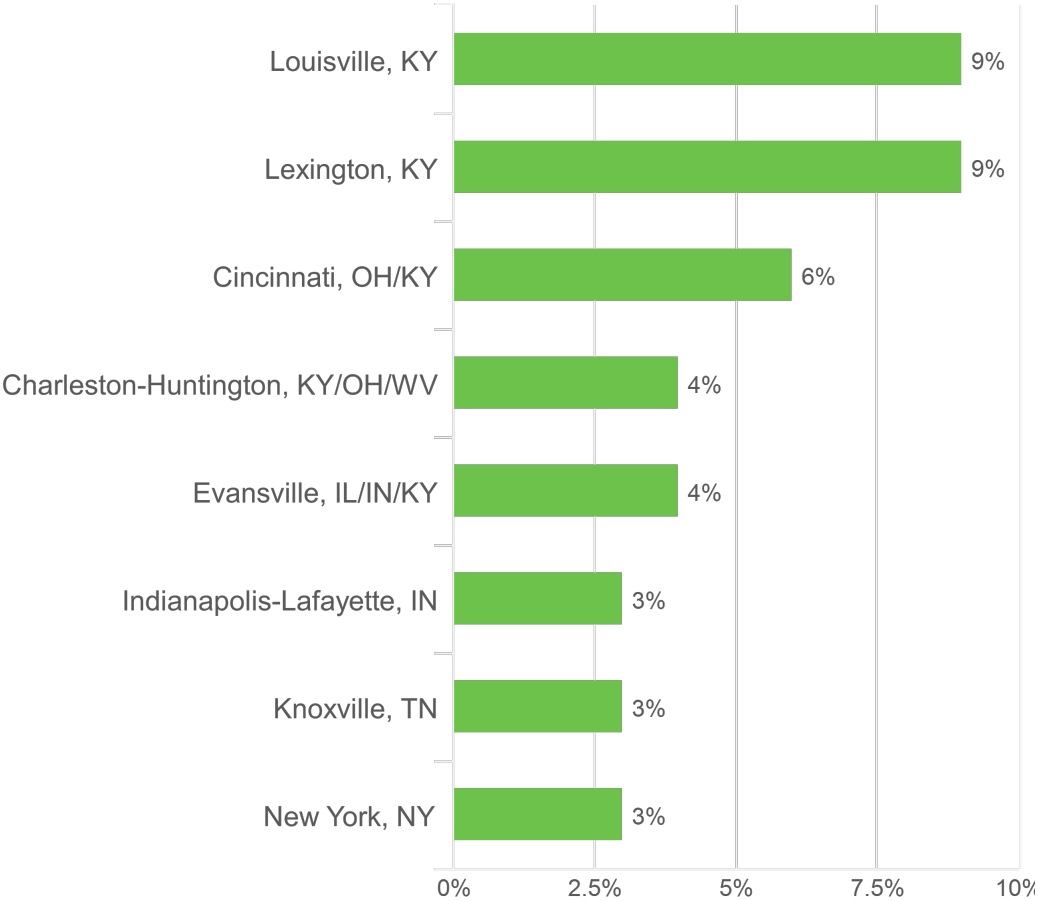
# Kentucky's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## State Origin Of Trip



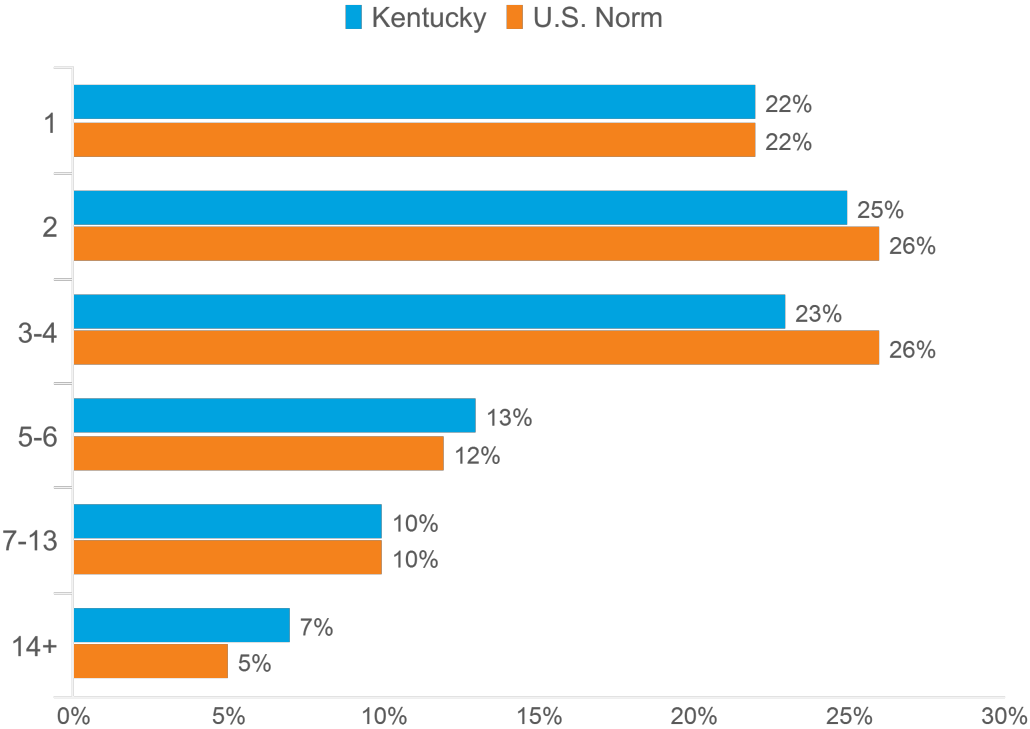
## DMA Origin Of Trip



## Season of Trip Total Overnight Person-Trips



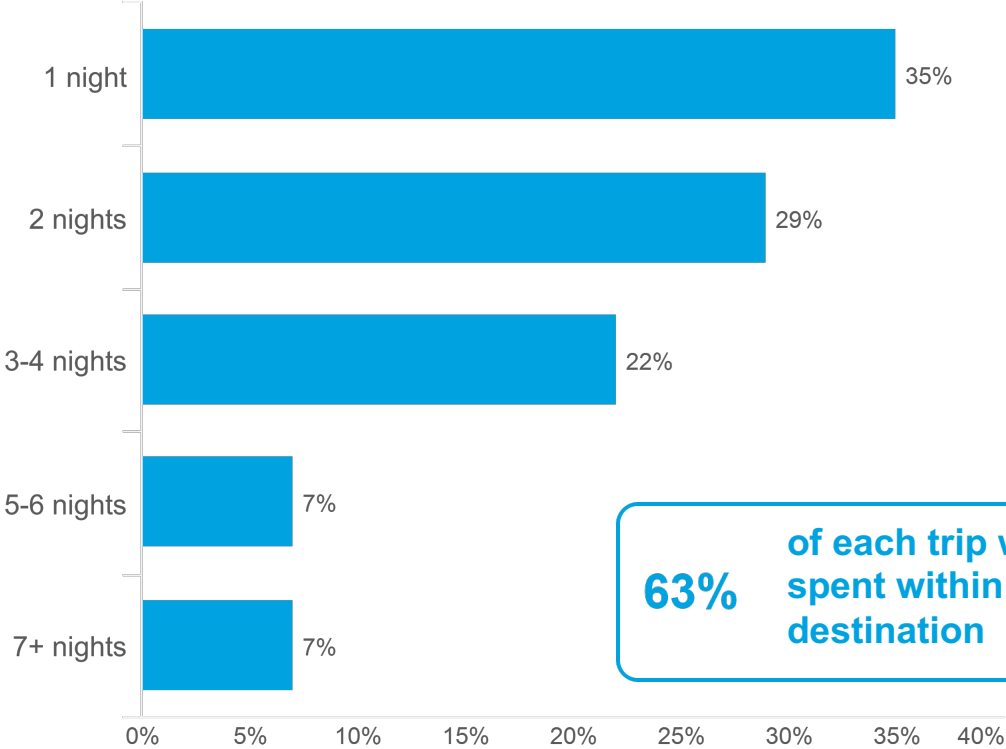
## Total Nights Away on Trip



Kentucky  
**4.7**  
Average Nights

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

## Nights Spent in Kentucky



**63%** of each trip was spent within the destination

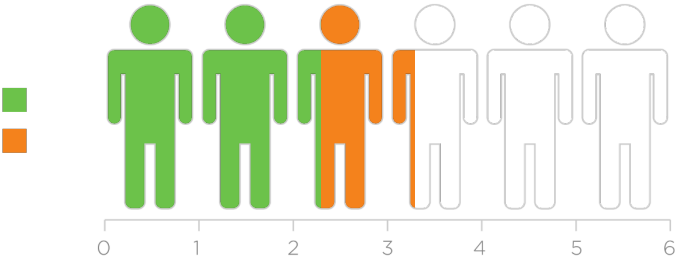
Average number of nights  
**3.0**

Average last year  
**2.8**

## Size of Travel Party

■ Adults ■ Children

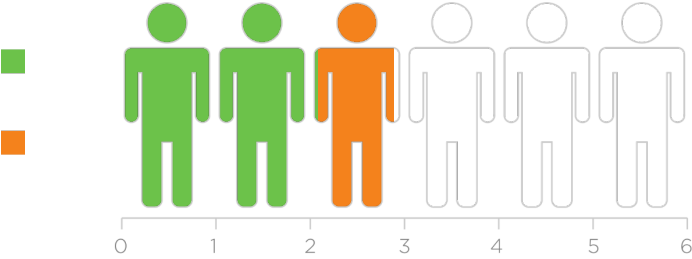
### Kentucky



Total  
**3.3**

Average number of people

### U.S. Norm

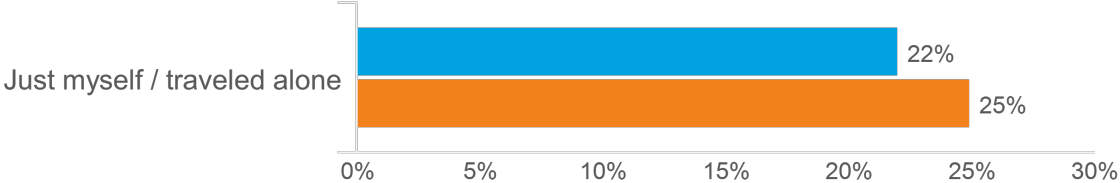


Total  
**3.0**

Average number of people

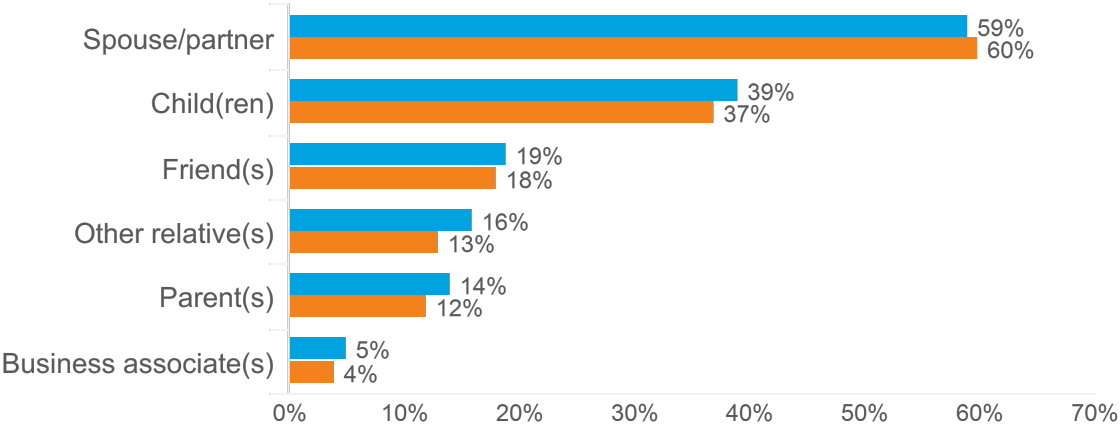
## Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



## Composition of Immediate Travel Party

■ Kentucky ■ U.S. Norm

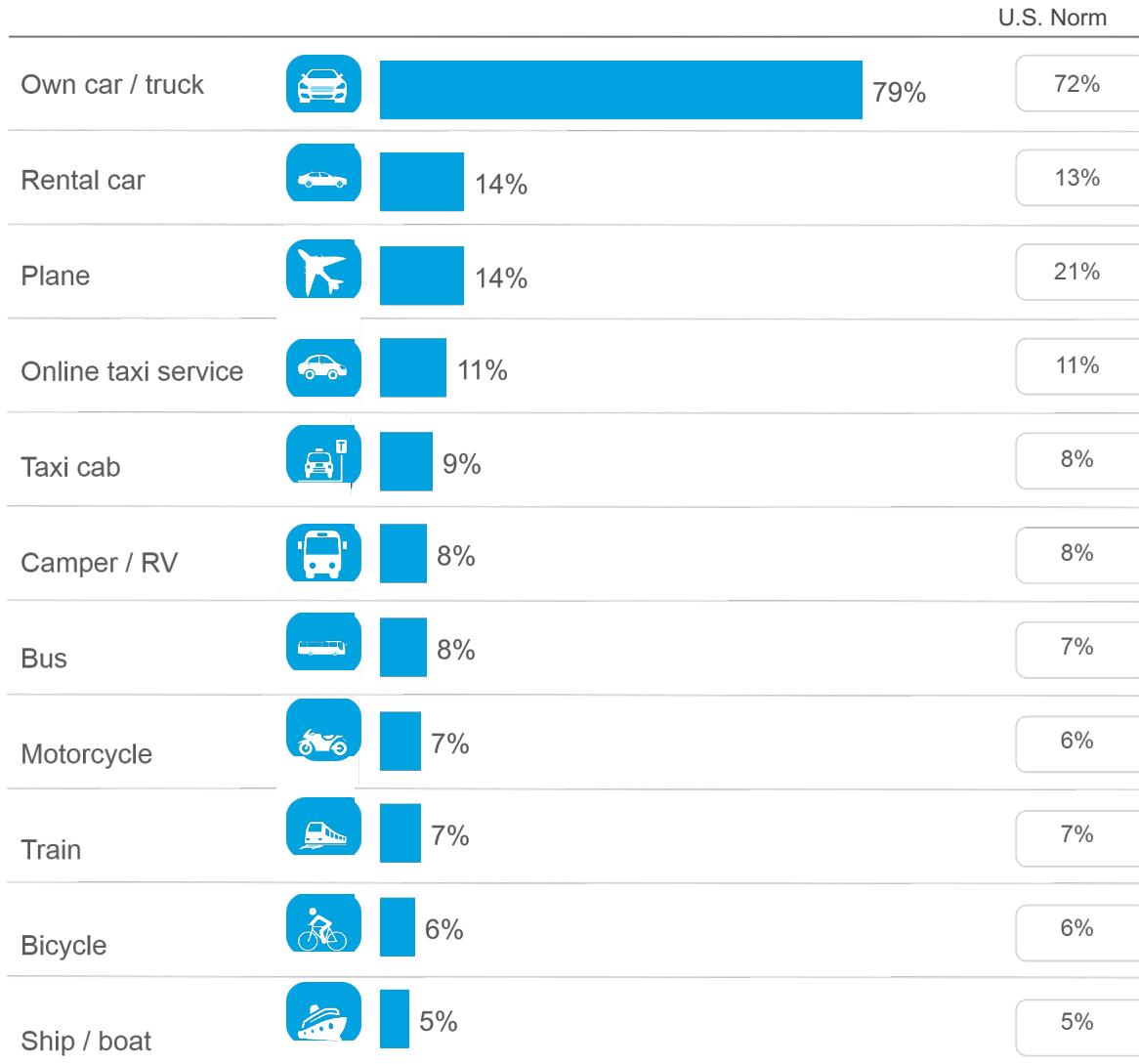




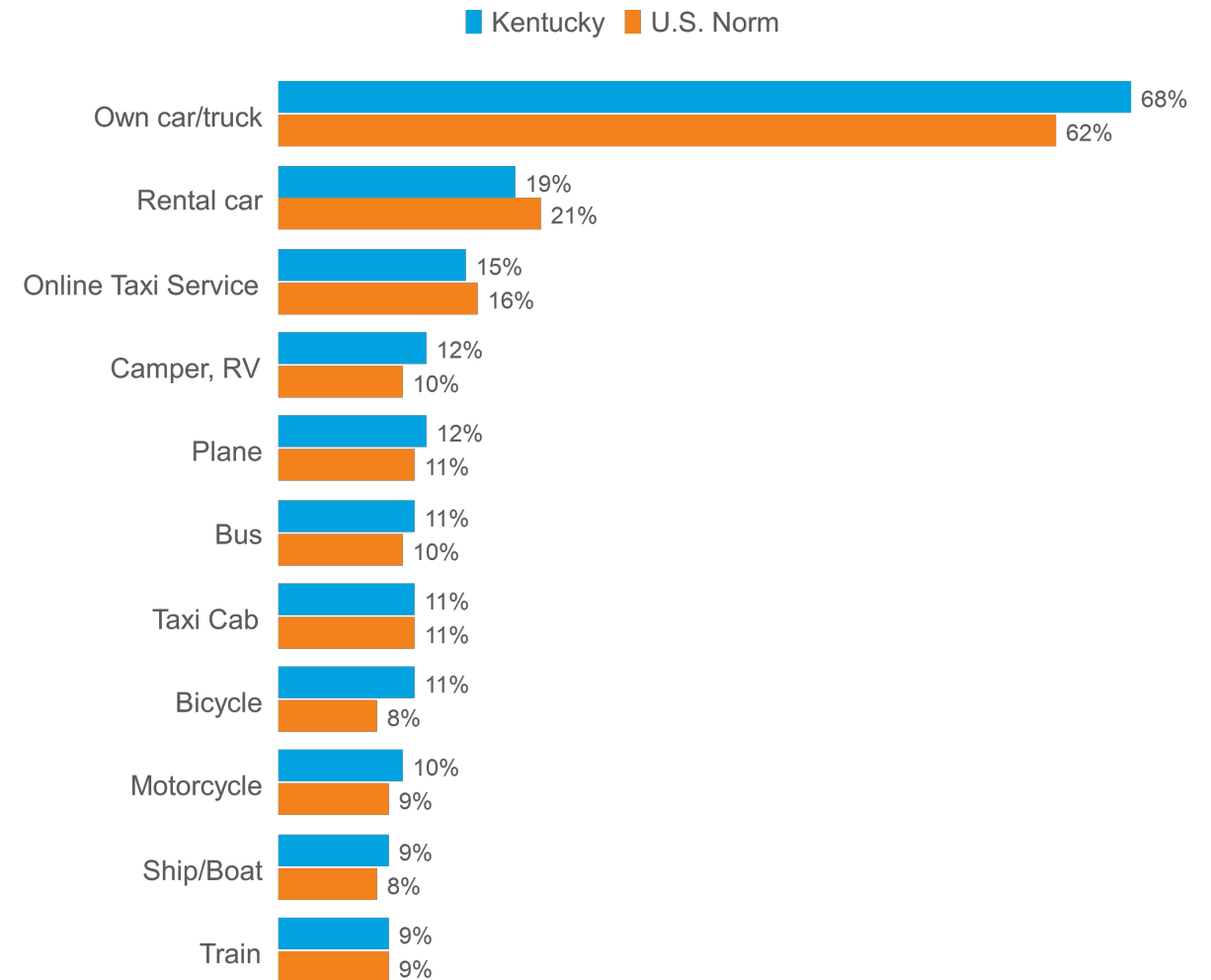
# Kentucky's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Transportation Used to get to Destination

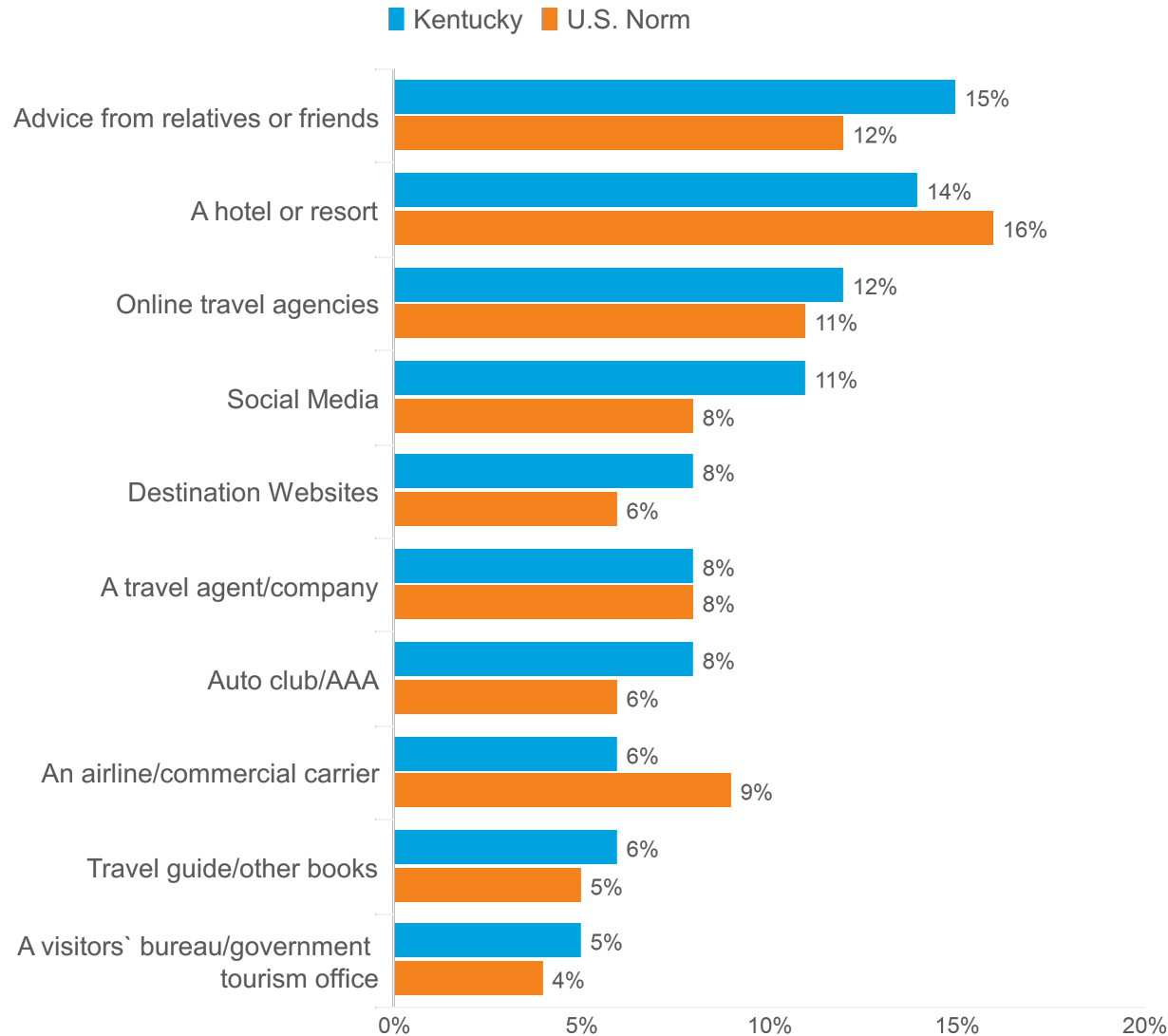


## Transportation Used within Destination



Question updated in 2020

## Trip Planning Information Sources



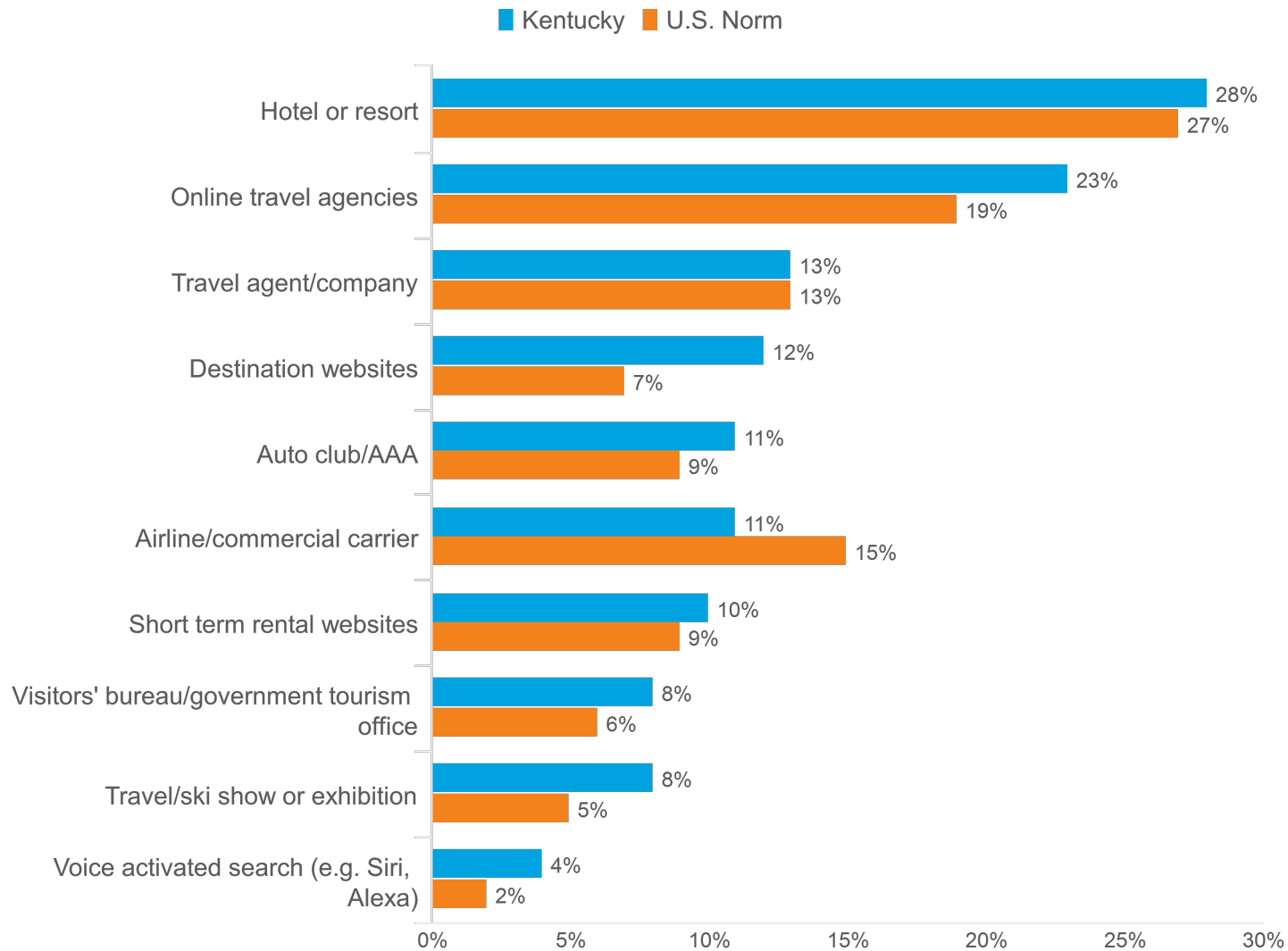
## Length of Trip Planning

	Kentucky	U.S. Norm
1 month or less	32%	33%
2 months	14%	15%
3-5 months	15%	15%
6-12 months	10%	11%
More than 1 year in advance	5%	4%
Did not plan anything in advance	24%	21%








# Kentucky's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

## Method of Booking



## Accommodations

		Kentucky	U.S. Norm
	Hotel	40%	36%
	Home of friends / relatives	24%	22%
	Motel	17%	12%
	Bed & breakfast	9%	7%
	Campground / RV park	8%	6%
	Resort hotel	8%	10%
	Rented home / condo / apartment	7%	6%

## 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	U.S. Norm
Shopping	24%	22%
Sightseeing	18%	16%
Attending celebration	15%	13%
Landmark/historic site	14%	11%
Swimming	12%	12%
Museum	12%	9%
National/state park	12%	8%
Bar/nightclub	11%	11%
Local parks/playgrounds	11%	9%
Business meeting	11%	9%

## Shopping Types on Trip

	Kentucky	U.S. Norm
 Outlet/mall shopping	51%	49%
 Convenience/grocery shopping	47%	43%
 Big box stores (Walmart, Costco)	45%	36%
 Souvenir shopping	38%	37%
 Boutique shopping	23%	26%
 Antiquing	19%	12%

Base is the 24% of travelers who shopped on their trip.

## Dining Types on Trip

	Kentucky	U.S. Norm
 Unique/local food	43%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	21%	20%
 Street food/food trucks	19%	19%
 Fine/upscale dining	17%	20%
 Picnicking	16%	13%
 Gastropubs	8%	8%



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



Friendliness of people

65%



Safety/security

60%



Quality of accommodations

59%



Sightseeing/attractions

57%



Cleanliness

56%



Quality of food

56%



Value for money

50%



Music/nightlife/entertainment

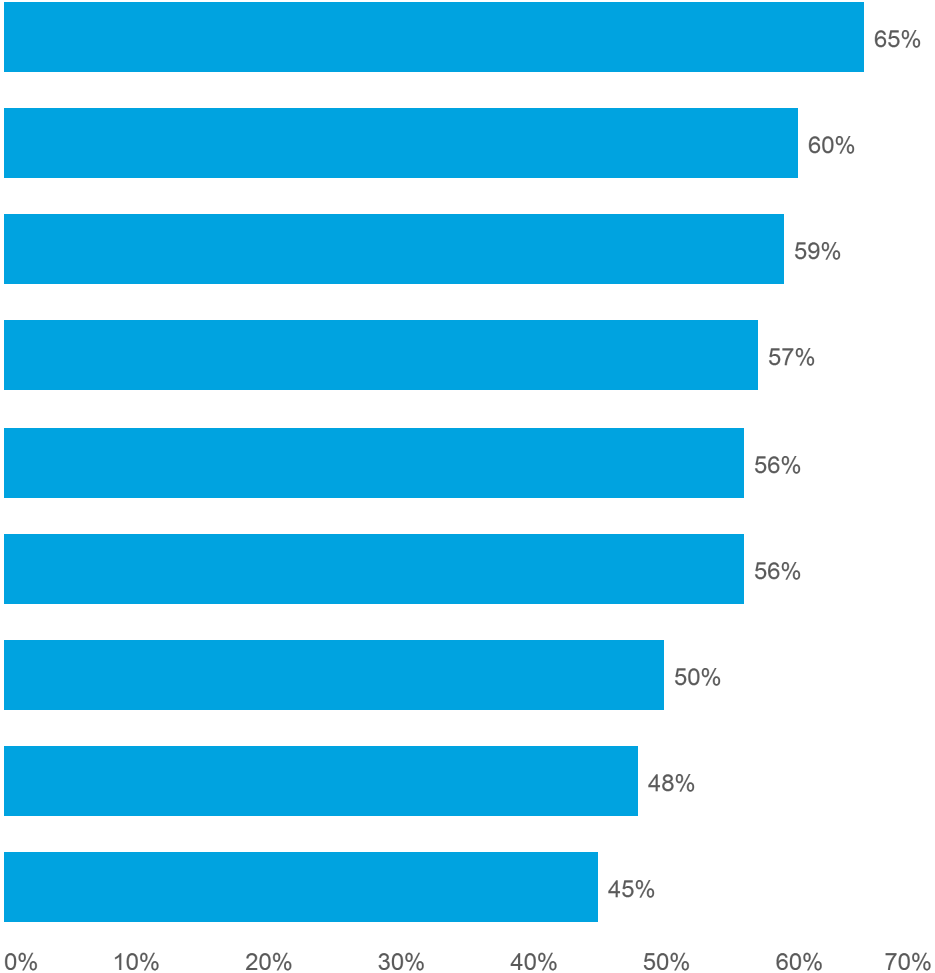
48%



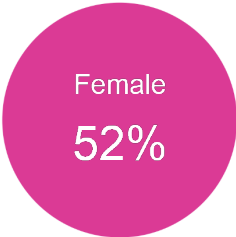
Public transportation

45%

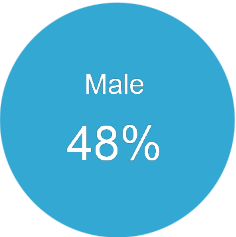
## % Very Satisfied with Trip



## Gender



U.S. Norm  
48%



U.S. Norm  
52%

## Age

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

### Kentucky



Average Age  
41.4

### U.S. Norm



Average Age  
43.1

## Marital Status

■ Kentucky ■ U.S. Norm



Married / with partner



Single / never married



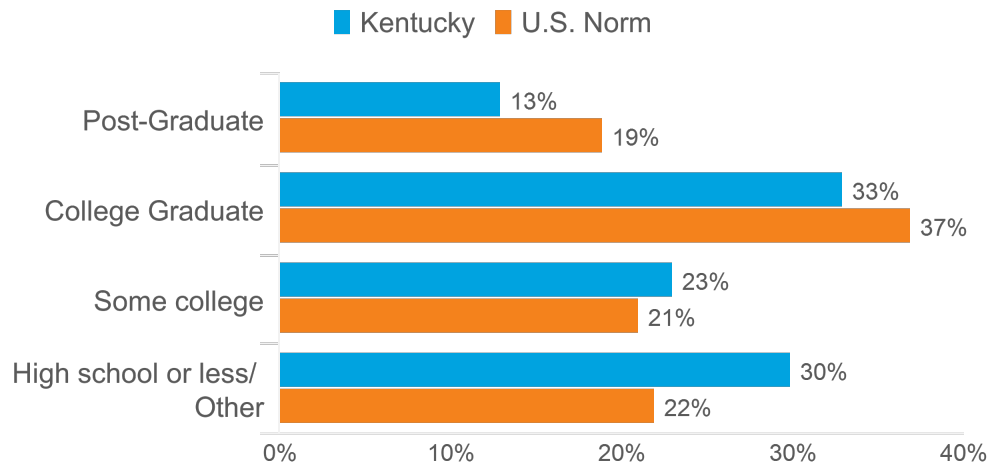
Divorced / widowed / separated



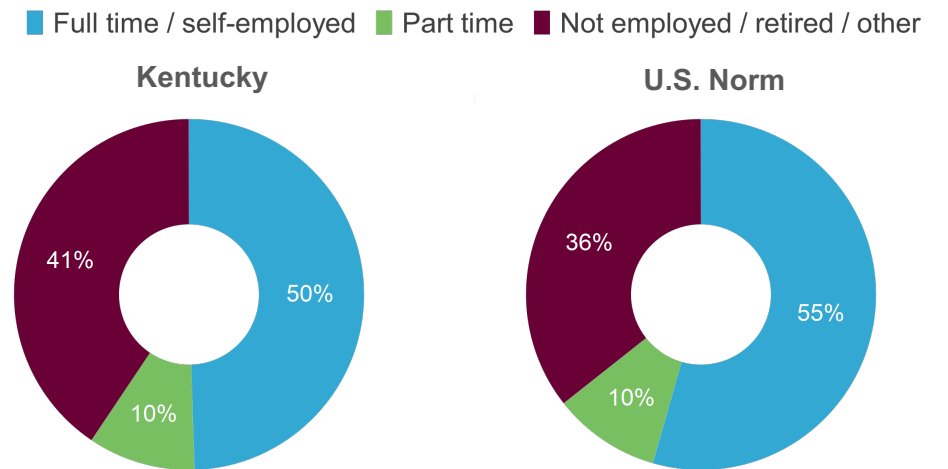
# Demographic Profile of Overnight Kentucky Visitors

Base: 2020 Overnight Person-Trips

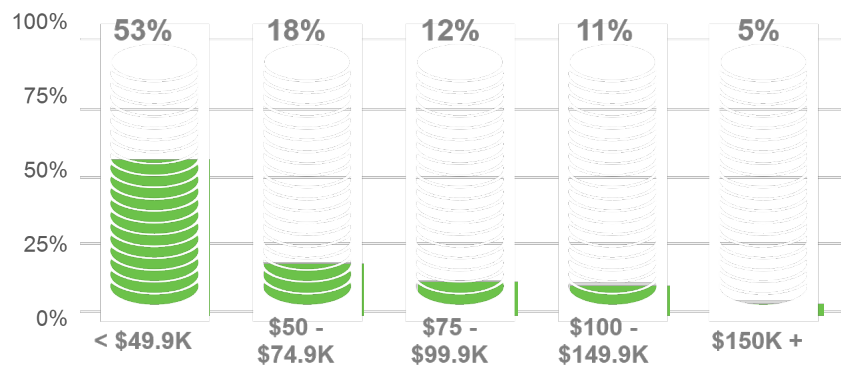
## Education



## Employment

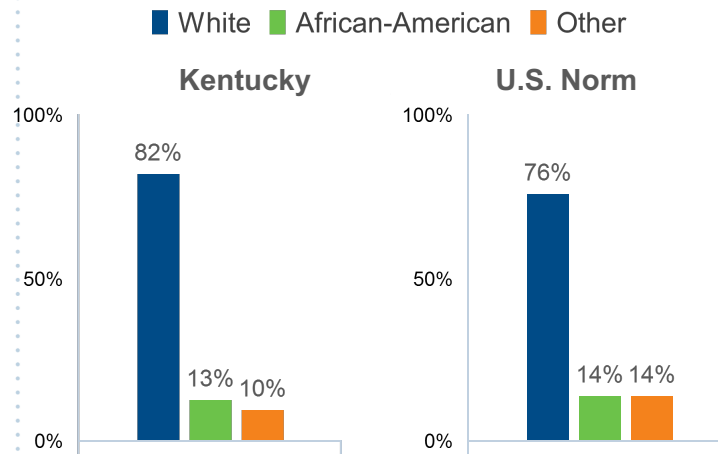


## Household Income

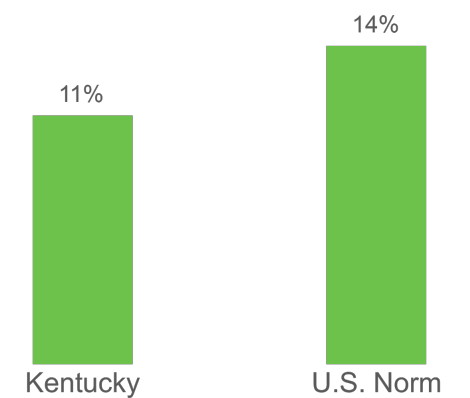


U.S. Norm: 43%, 20%, 14%, 16%, 7%

## Race

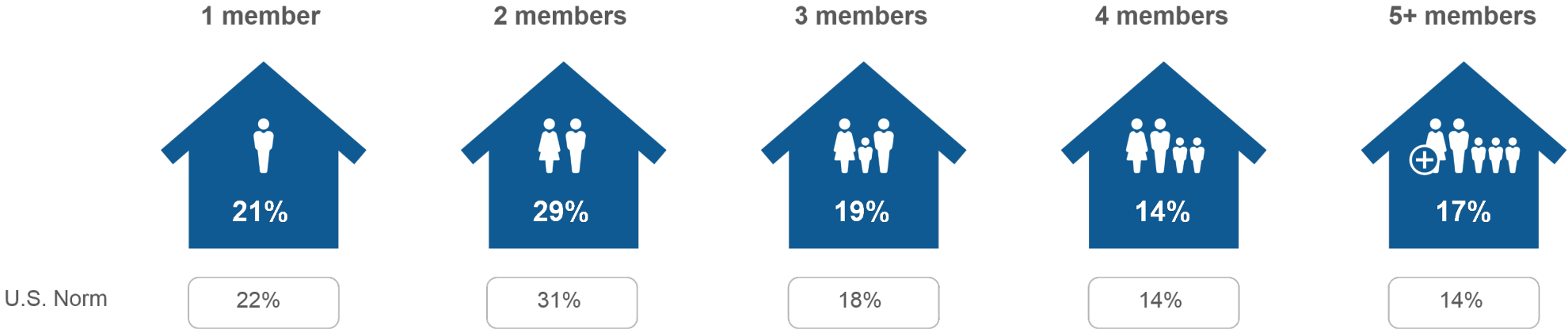


## Hispanic Background





## Household Size



## Children in Household

