



Travel USA Visitor Profile

Western Waterlands



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.
- 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.

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 Western Waterlands, the following sample was achieved in 2020:



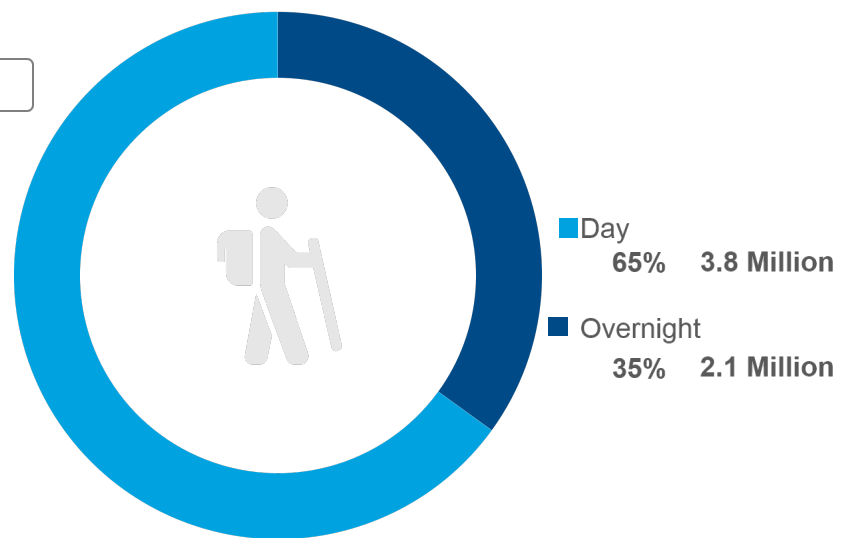
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Western Waterlands 2020 Domestic Travel Market

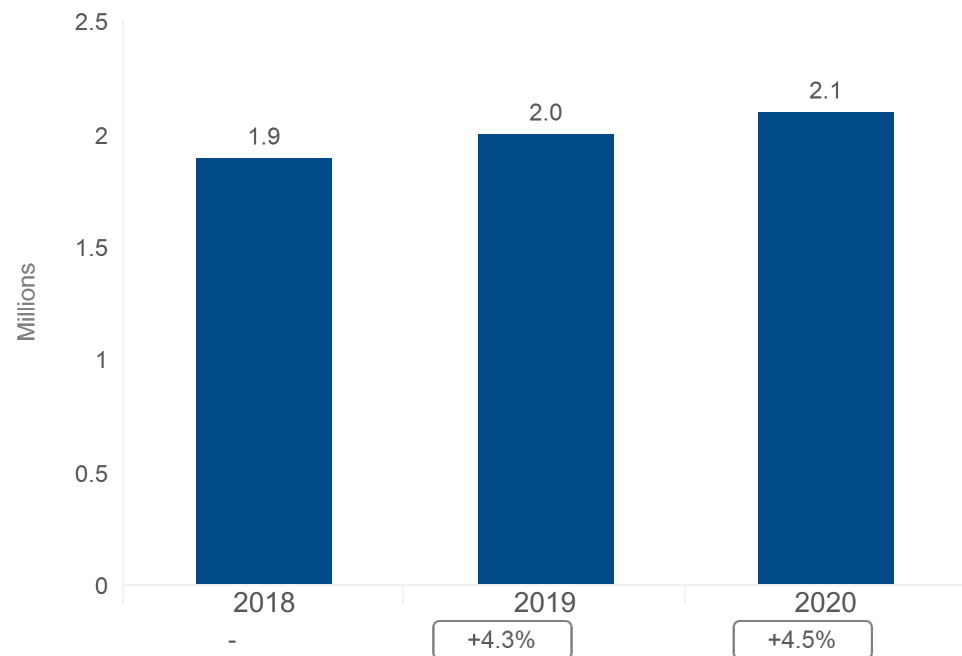
Total Person-Trips

5.9 Million

-8.5% vs. last year



Overnight Trips to Western Waterlands



Past Visitation to Western Waterlands

Base: 2019/2020 Overnight Person-Trips

73% of overnight travelers to Western Waterlands are repeat visitors

54% of overnight travelers to Western Waterlands had visited before in the past 12 months

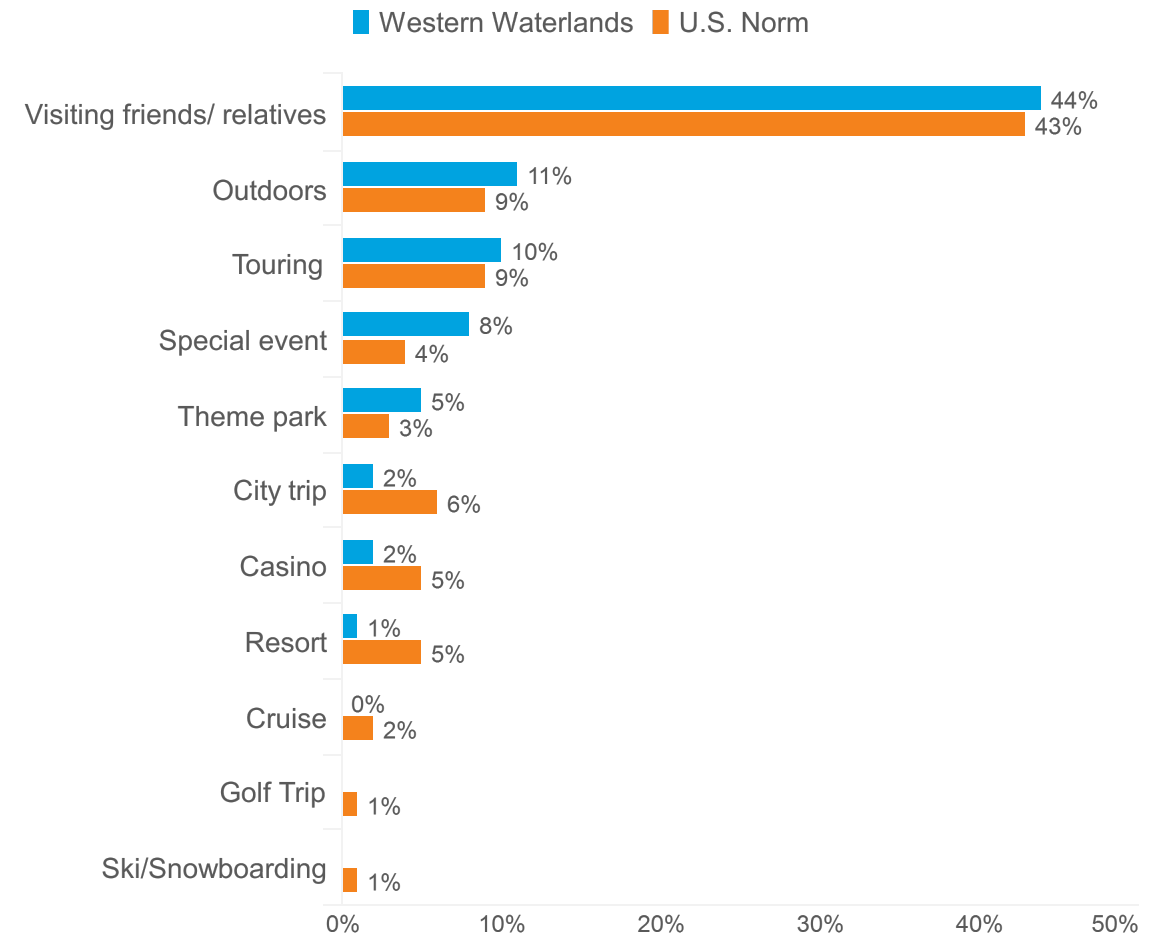
Western Waterlands's Overnight Trip Characteristics

Base: 2019/2020 Overnight Person-Trips

Main Purpose of Trip



Main Purpose of Leisure Trip

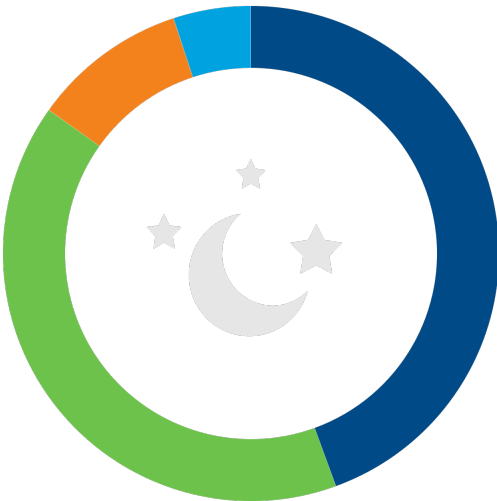


2020 U.S. Overnight Trips



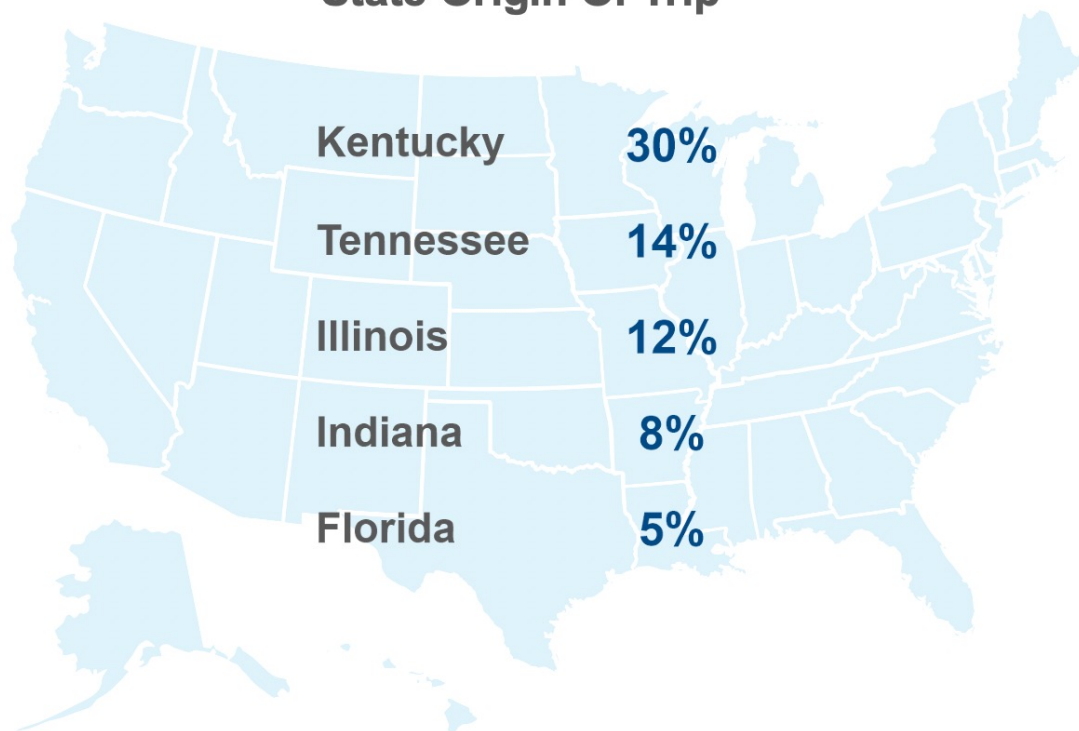
■ Visiting friends/relatives	43%
■ Marketable	45%
■ Business	7%
■ Business-leisure	4%

Western Waterlands Overnight Trips

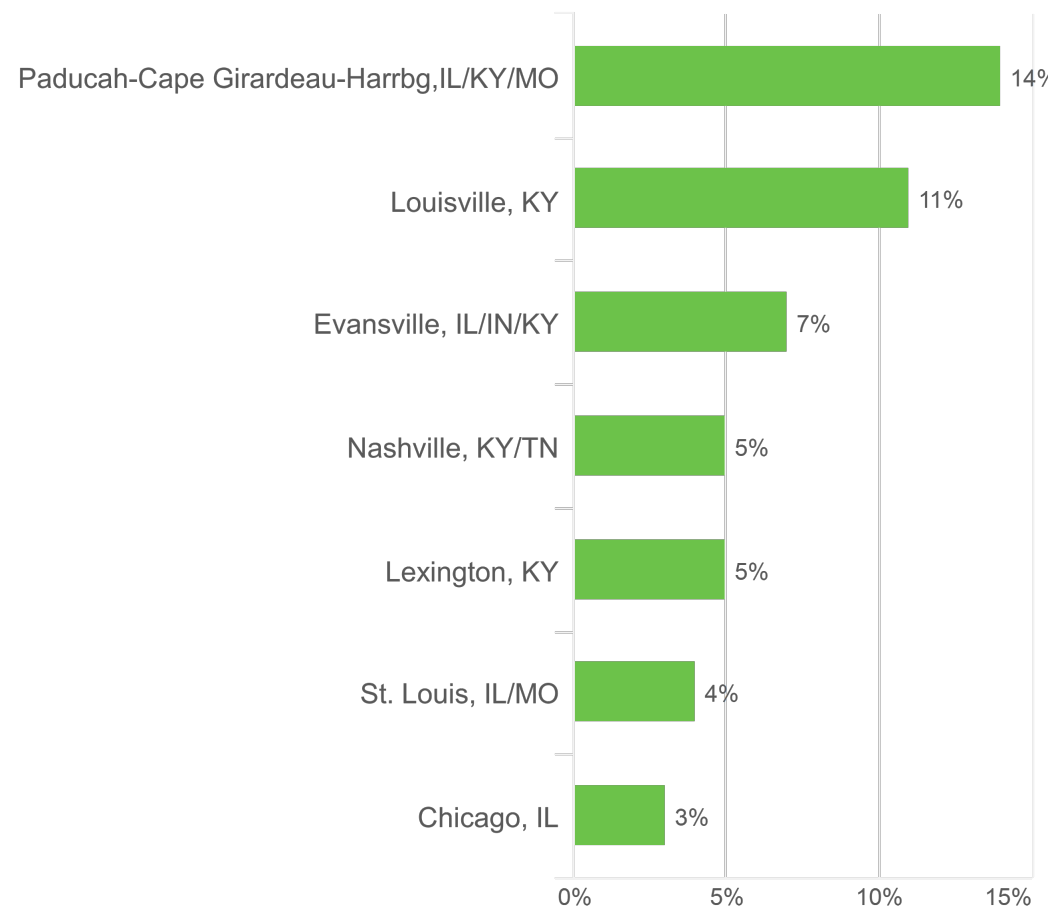


■ Visiting friends/relatives	44%
■ Marketable	40%
■ Business	10%
■ Business-leisure	5%

State Origin Of Trip



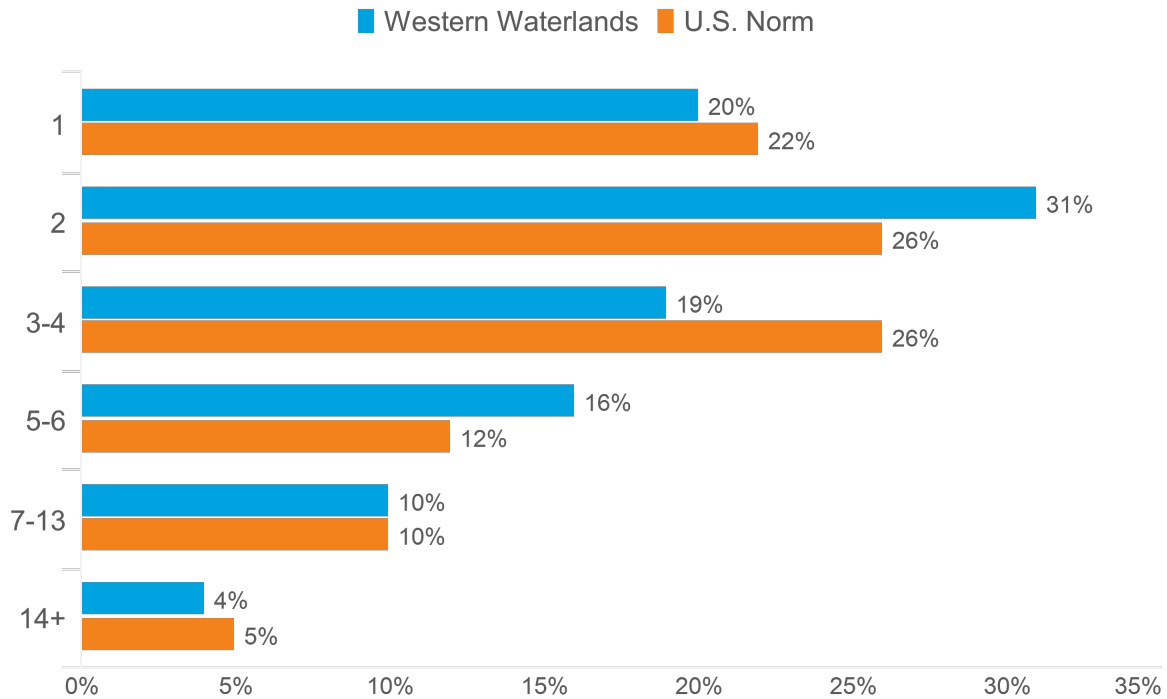
DMA Origin Of Trip



Western Waterlands's Overnight Trip Characteristics

Base: 2019/2020 Overnight Person-Trips

Total Nights Away on Trip



Western Waterlands

4.1

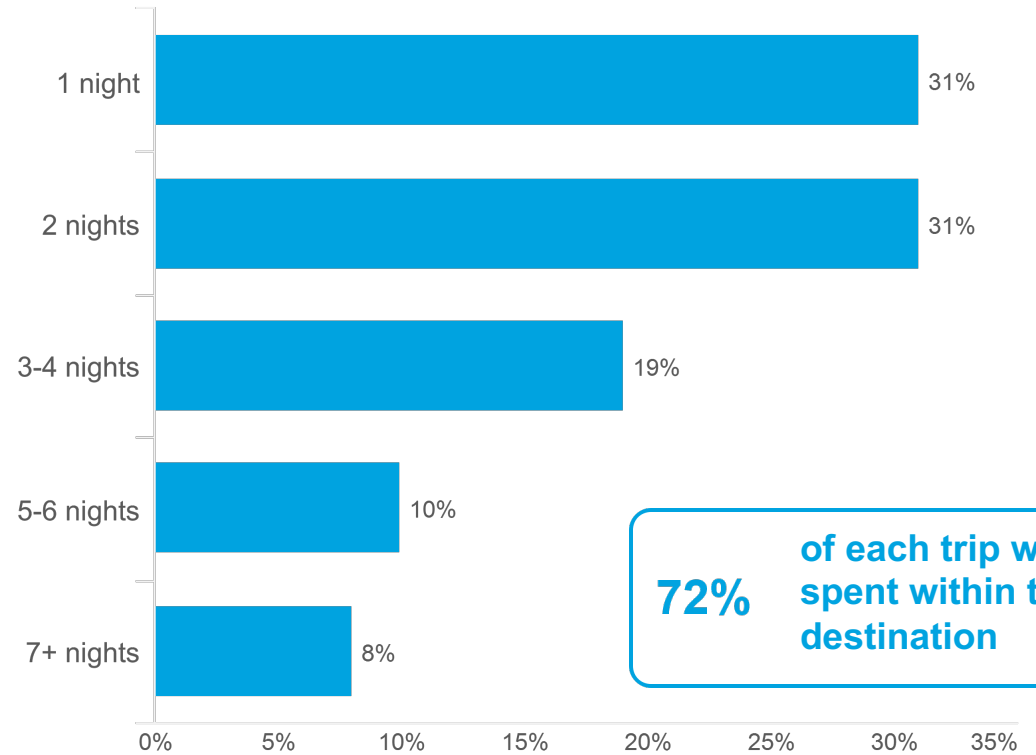
Average Nights

U.S. Norm

4.1

Average Nights

Nights Spent in Western Waterlands



72% of each trip was spent within the destination

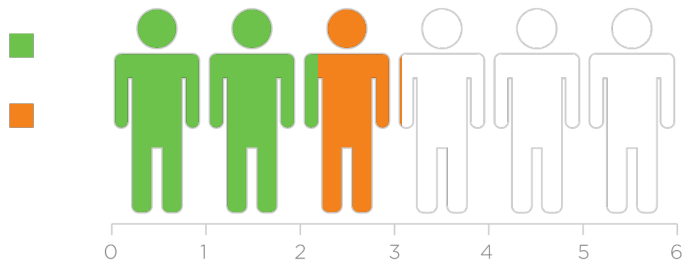
Average number of nights

3.0

Size of Travel Party

■ Adults ■ Children

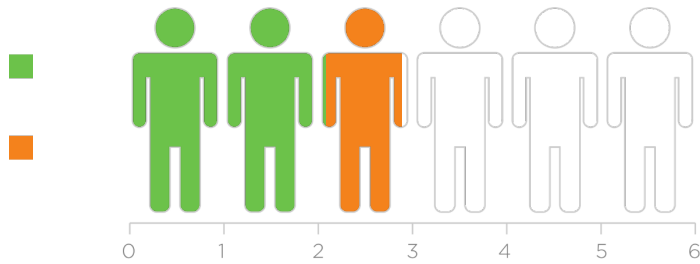
Western Waterlands



Total
3.2

Average number of people

U.S. Norm

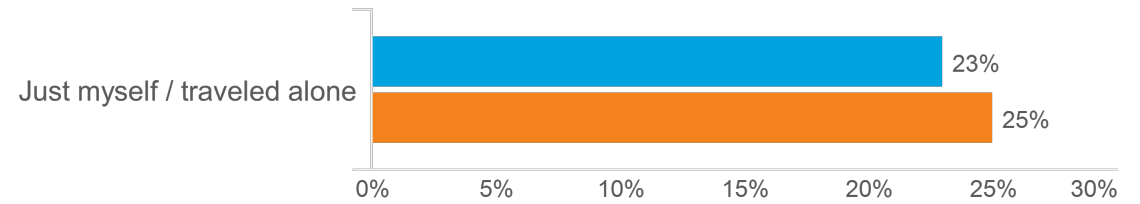


Total
3.0

Average number of people

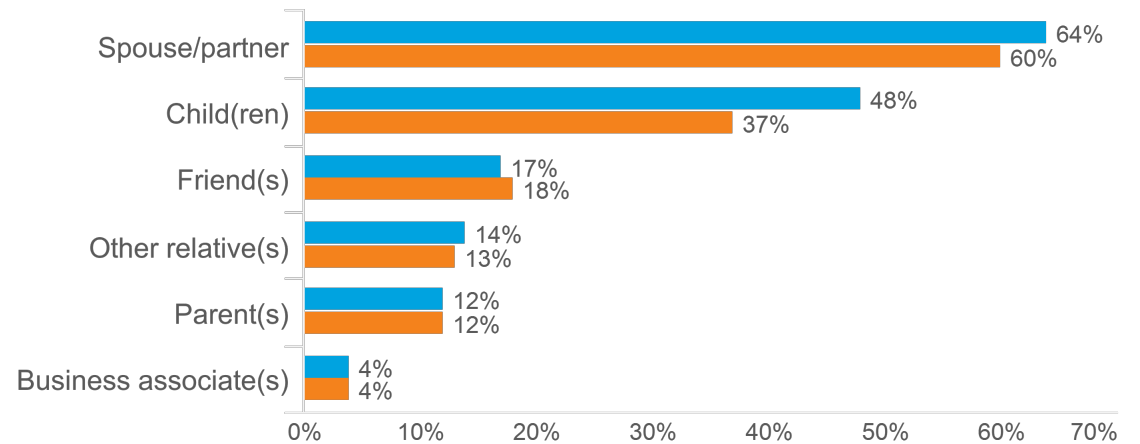
Percent Who Traveled Alone

■ Western Waterlands ■ U.S. Norm



Composition of Immediate Travel Party

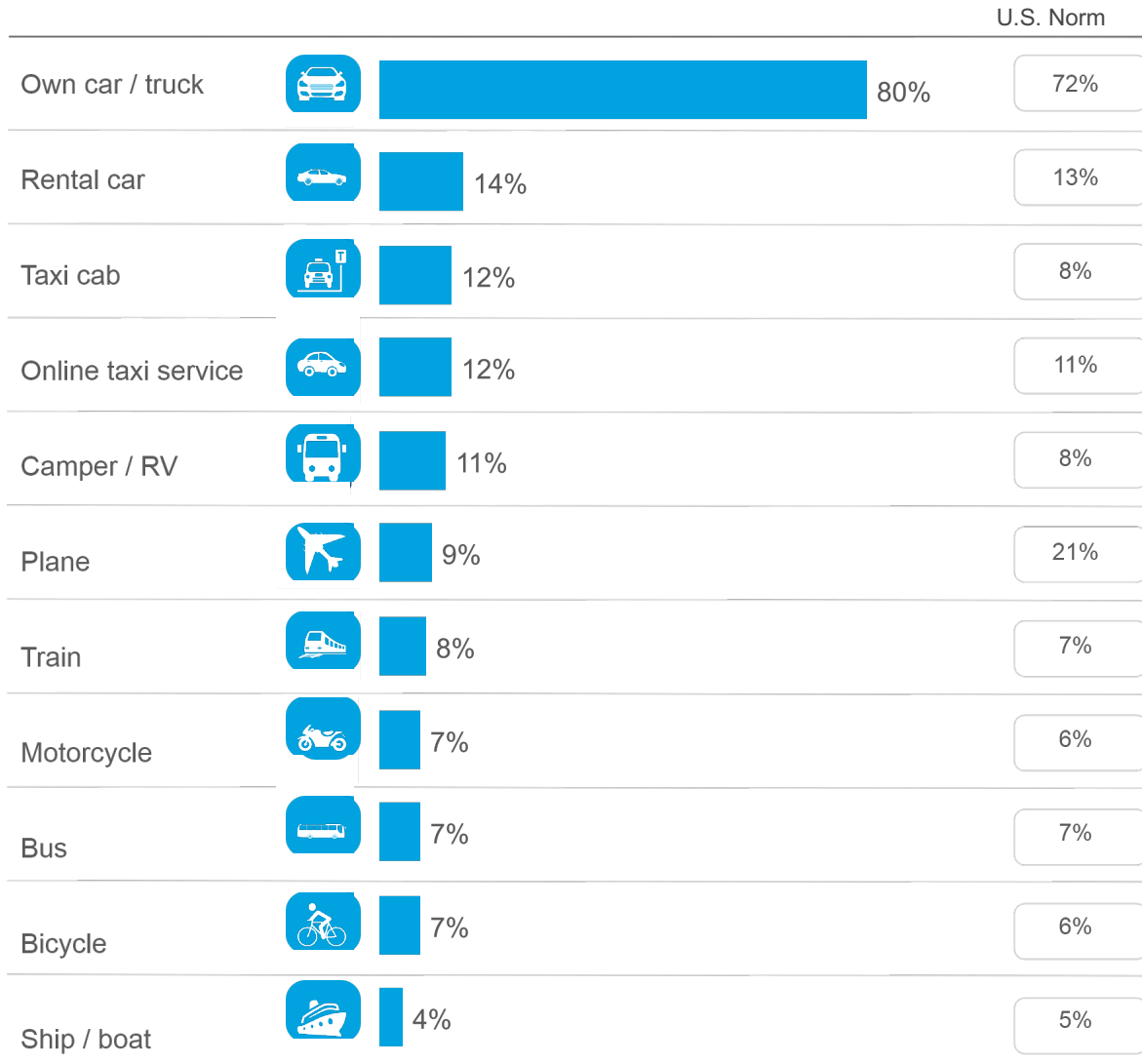
■ Western Waterlands ■ U.S. Norm



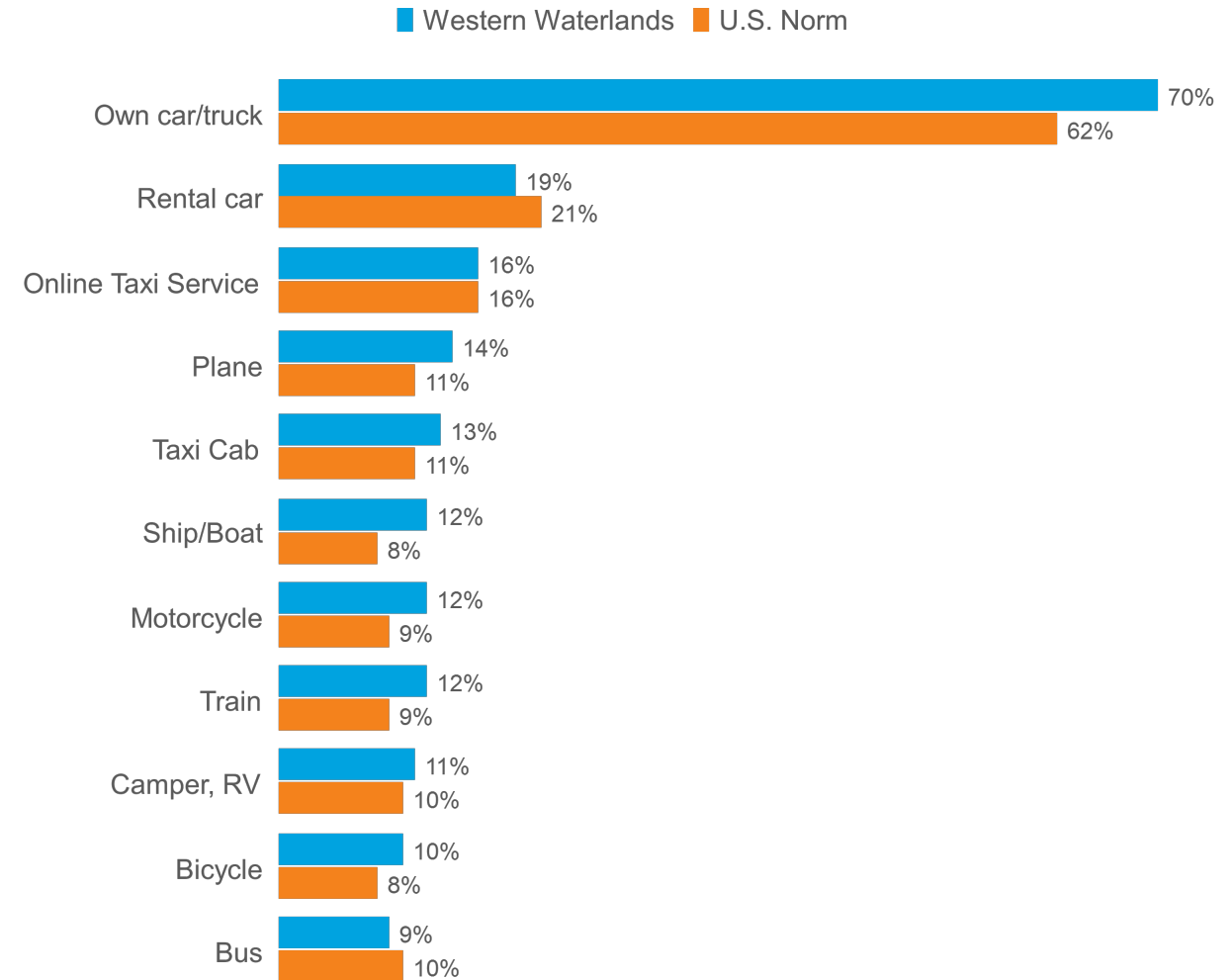
Western Waterlands's Overnight Trip Characteristics

Base: 2020 Overnight Person-Trips

Transportation Used to get to Destination

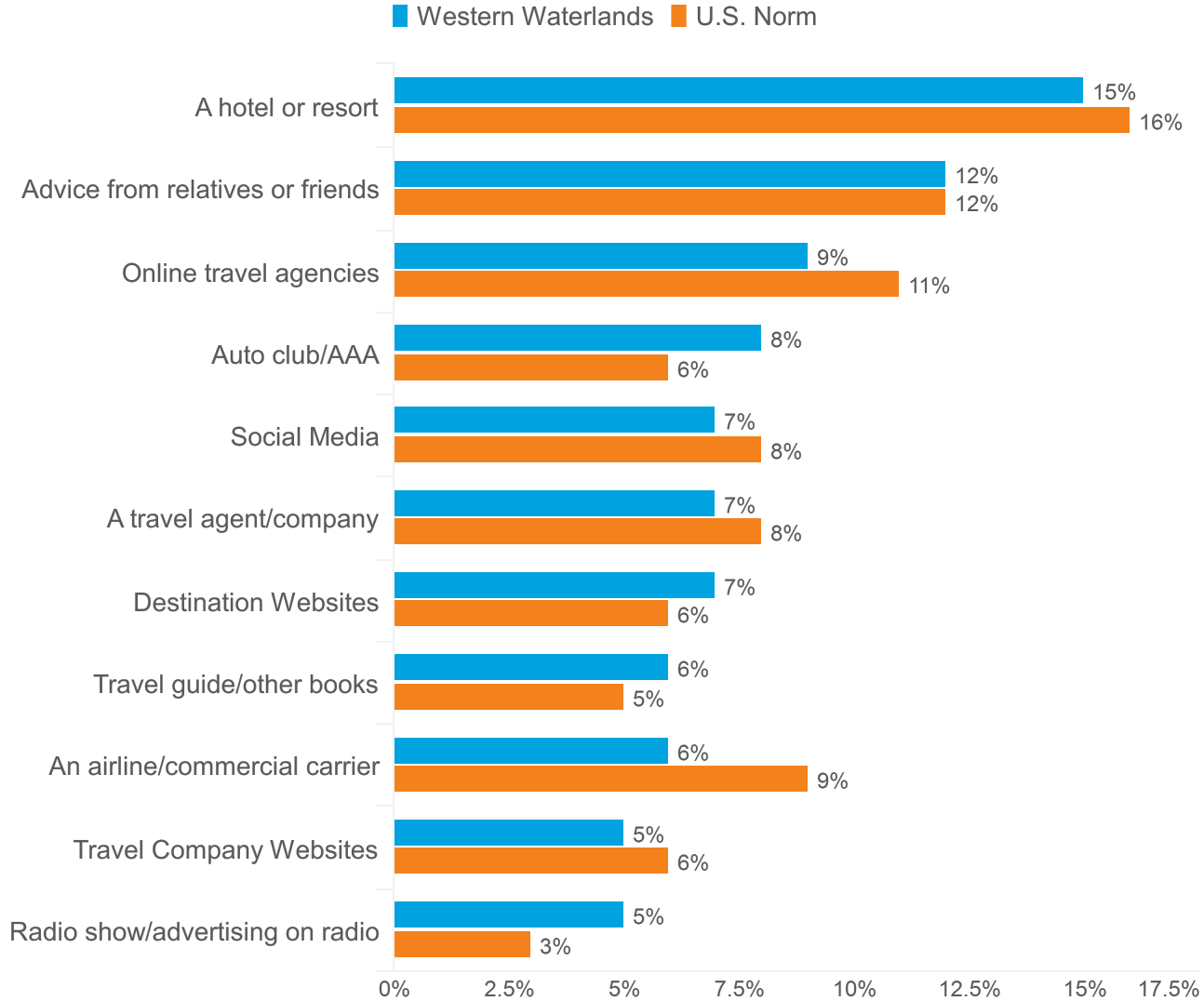


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



Length of Trip Planning

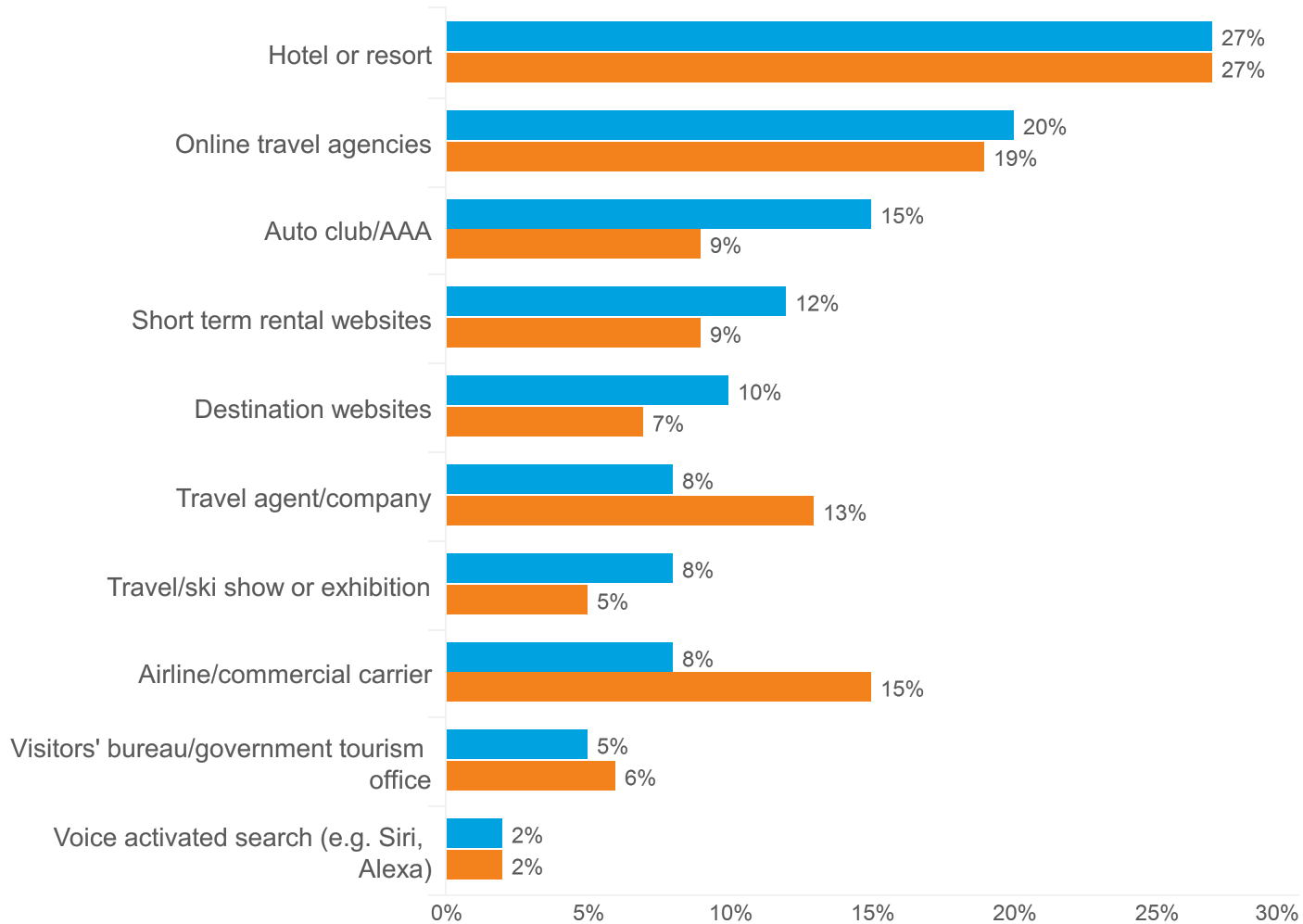
	Western Waterlands	U.S. Norm
Did not plan anything in advance	22%	21%
More than 1 year in advance	5%	4%
6-12 months	9%	11%
3-5 months	13%	15%
2 months	14%	15%
1 month or less	37%	33%

Western Waterlands's Overnight Trip Characteristics

Base: 2019/2020 Overnight Person-Trips








Method of Booking

Western Waterlands U.S. Norm



Accommodations

Western Waterlands U.S. Norm

Accommodation Type	Western Waterlands	U.S. Norm
 Hotel	33%	36%
 Home of friends / relatives	22%	22%
 Motel	21%	12%
 Campground / RV park	10%	6%
 Resort hotel	9%	10%
 Rented cottage / cabin	8%	4%
 Bed & breakfast	8%	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)







	Western Waterlands	U.S. Norm
Shopping	26%	22%
Sightseeing	18%	16%
Business meeting	15%	9%
Local parks/playgrounds	15%	9%
Attending celebration	14%	13%
Museum	14%	9%
Swimming	14%	12%
Nature tours/wildlife viewing/birding	13%	7%
Camping	13%	6%
Fishing	13%	7%


Shopping Types on Trip

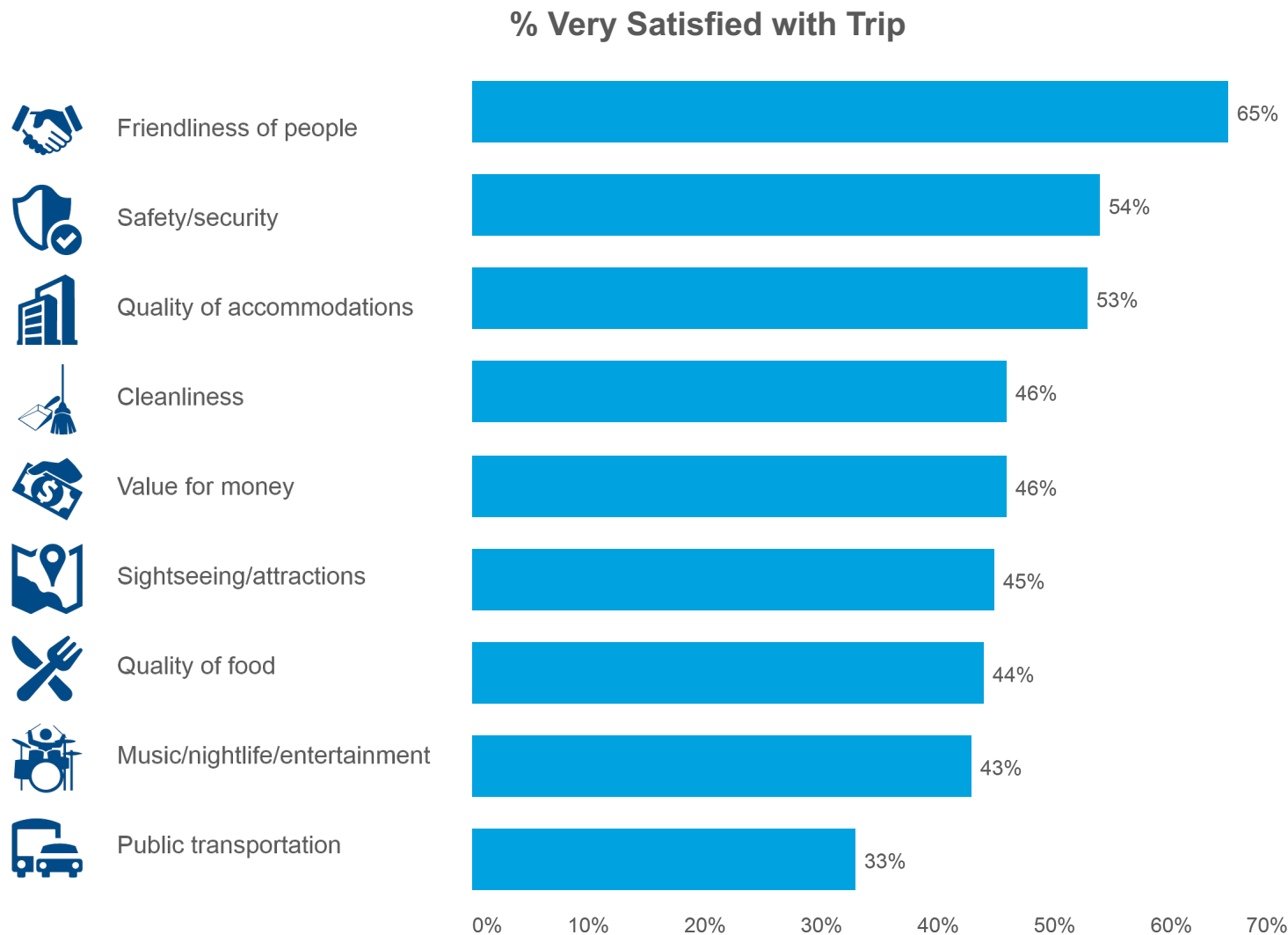
	Western Waterlands	U.S. Norm
 Outlet/mall shopping	66%	49%
 Big box stores (Walmart, Costco)	46%	36%
 Convenience/grocery shopping	37%	43%
 Boutique shopping	26%	26%
 Antiquing	23%	12%
 Souvenir shopping	15%	37%

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

Dining Types on Trip

	Western Waterlands	U.S. Norm
 Unique/local food	48%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	23%	20%
 Street food/food trucks	21%	19%
 Fine/upscale dining	21%	20%
 Picnicking	20%	13%
 Gastropubs	7%	8%

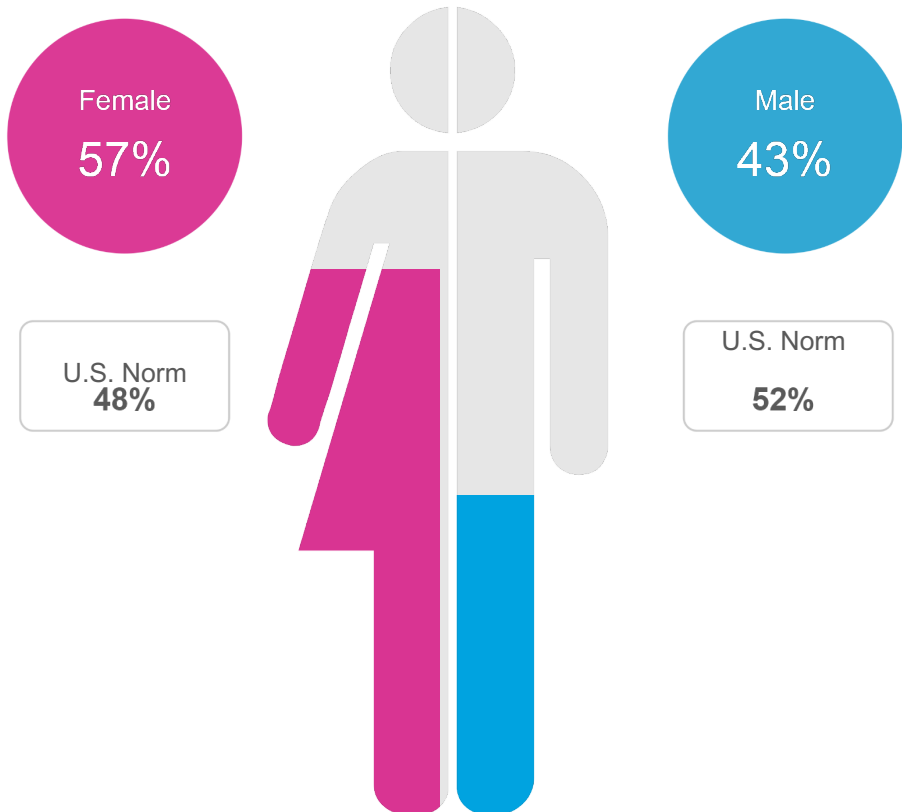
 **63%**
of overnight travelers were
very satisfied with their overall
trip experience



Demographic Profile of Overnight Western Waterlands Visitors

Base: 2019/2020 Overnight Person-Trips

Gender



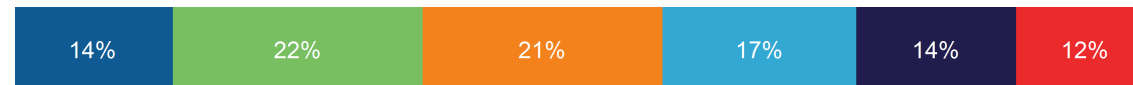
Age

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

Western Waterlands

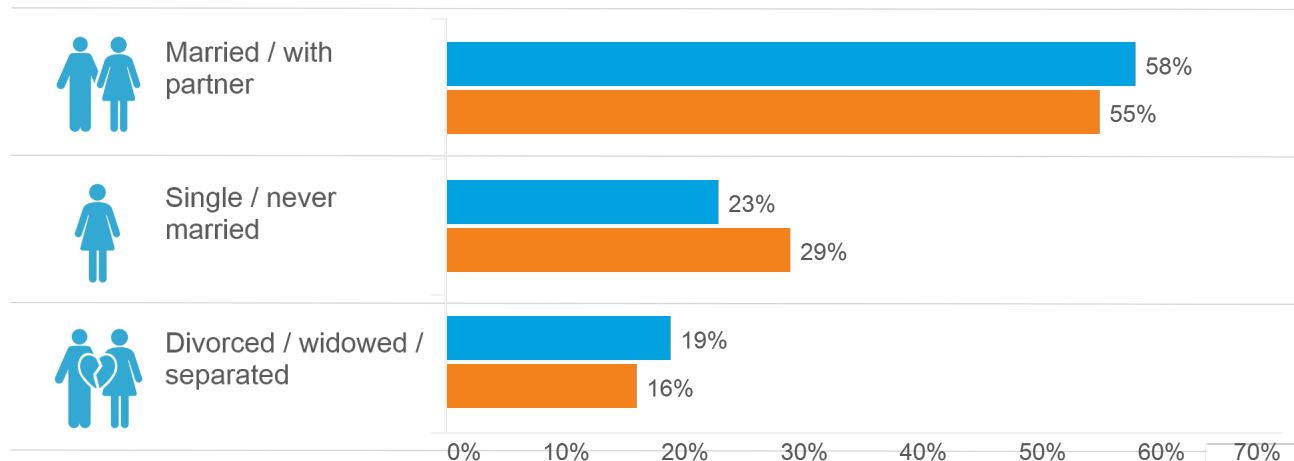


U.S. Norm



Marital Status

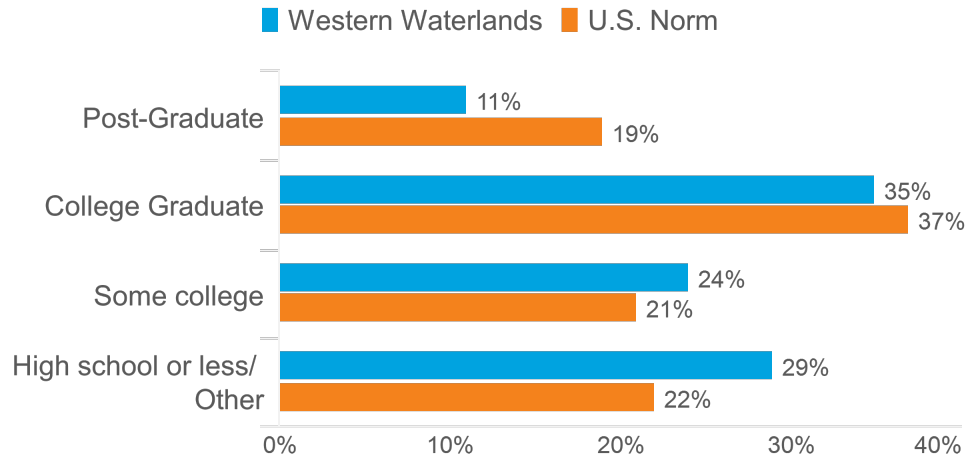
Western Waterlands U.S. Norm



Demographic Profile of Overnight Western Waterlands Visitors

Base: 2019/2020 Overnight Person-Trips

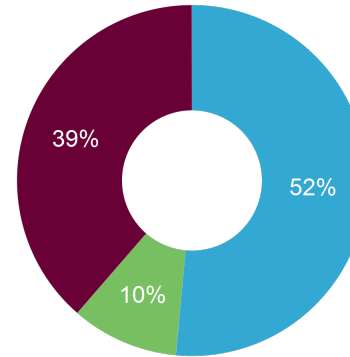
Education



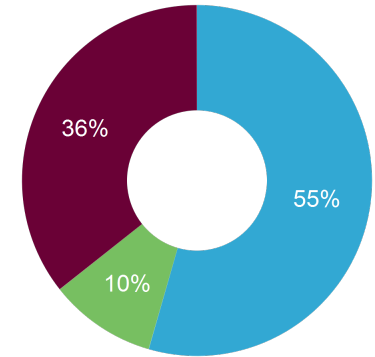
Employment

■ Full time / self-employed ■ Part time ■ Not employed / retired / other

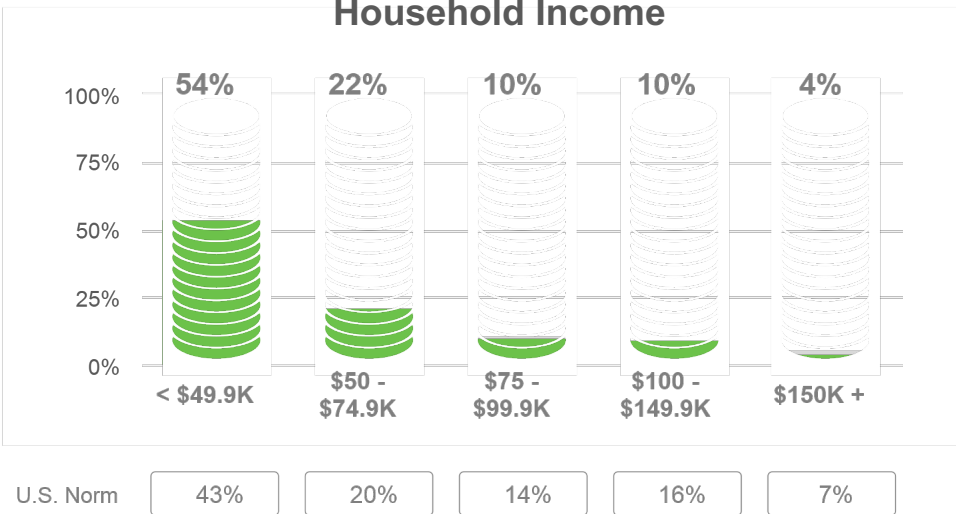
Western Waterlands



U.S. Norm



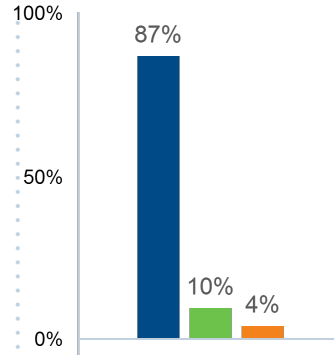
Household Income



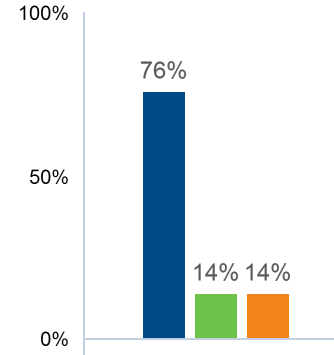
Race

■ White ■ African-American ■ Other

Western Waterlands



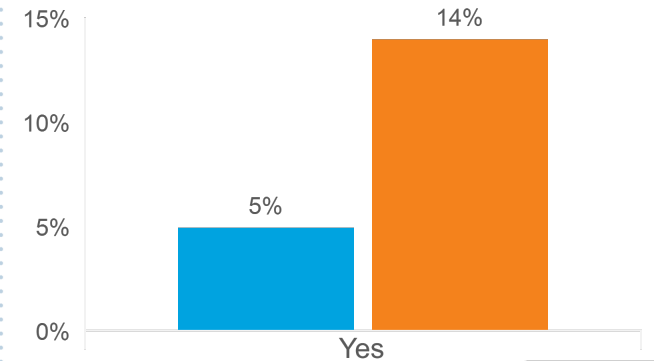
U.S. Norm



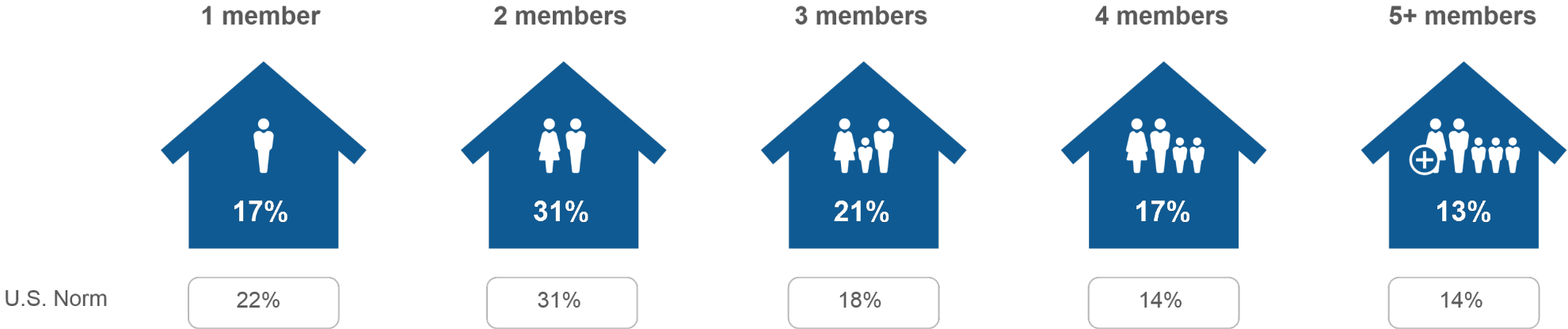
Question updated in 2020, 2020 data only

Hispanic Background

■ Western Waterlands ■ U.S. Norm



Household Size



Children in Household

