



Travel USA Visitor Profile

Overnight Visitation

2021

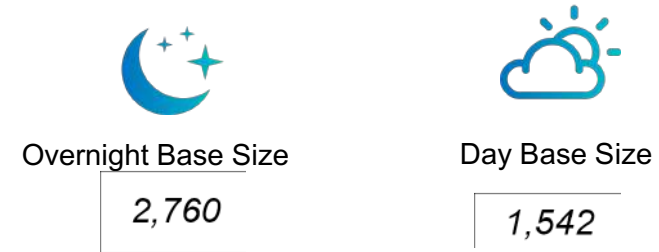
Introduction

- 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.
- 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 Kentucky's domestic tourism business in 2021.

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, the following sample was achieved in 2021:



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



Travel USA Visitor Profile

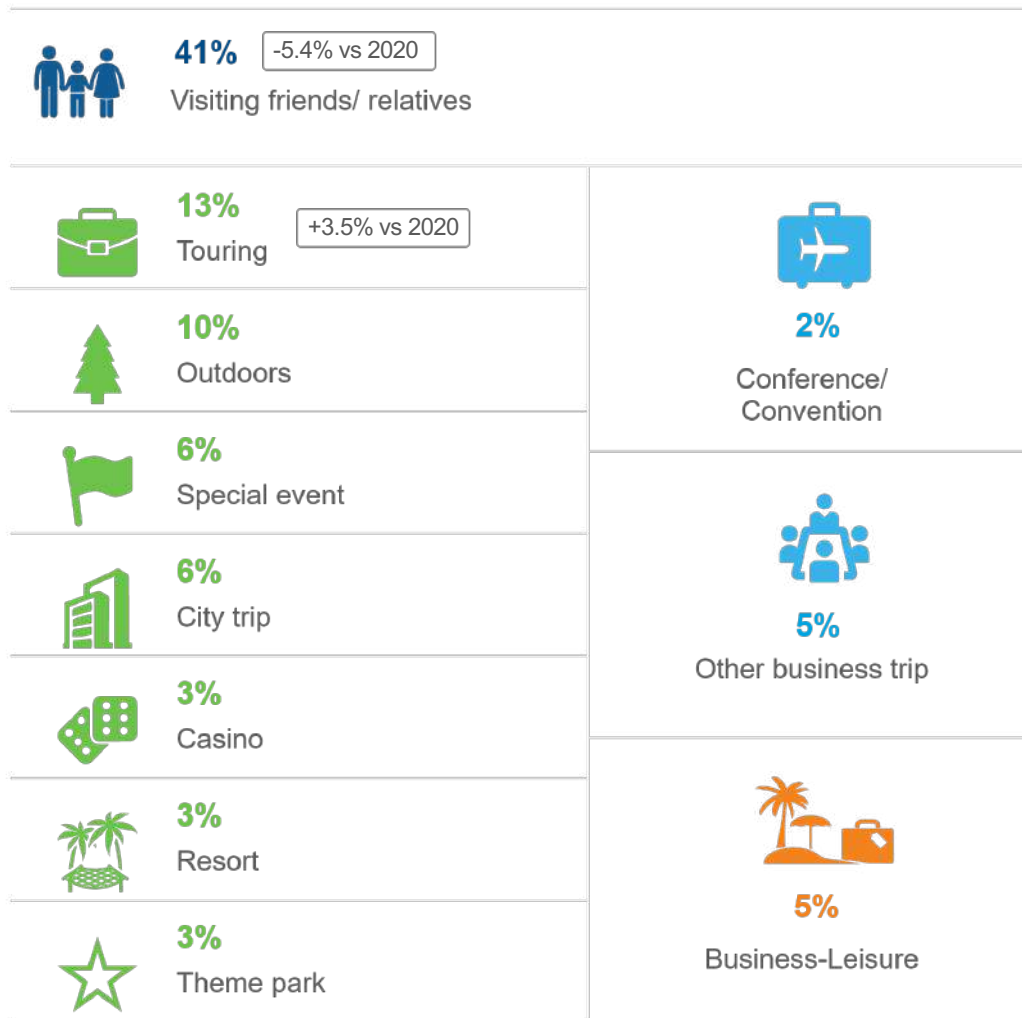
Overnight Visitation - Kentucky

2021

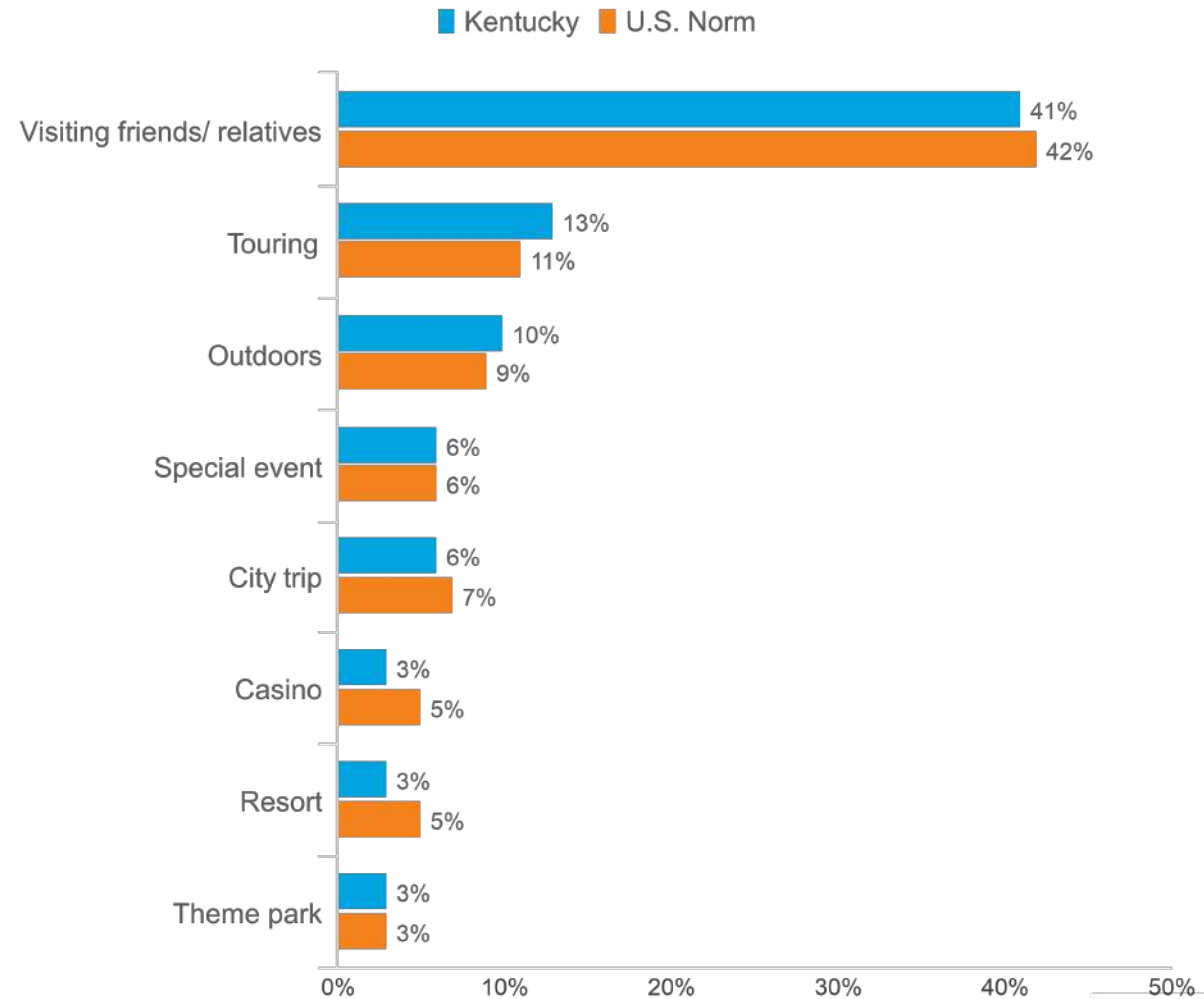
Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

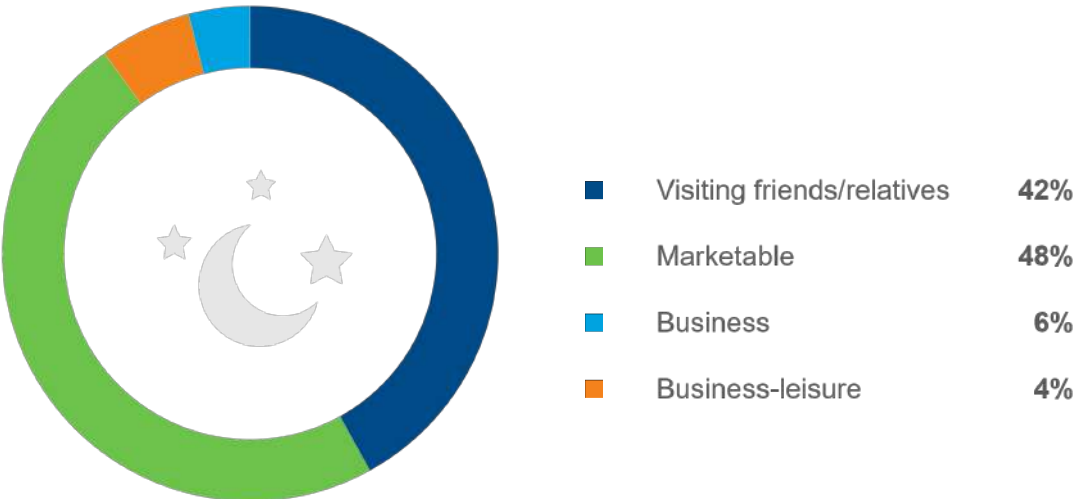
Main Purpose of Trip



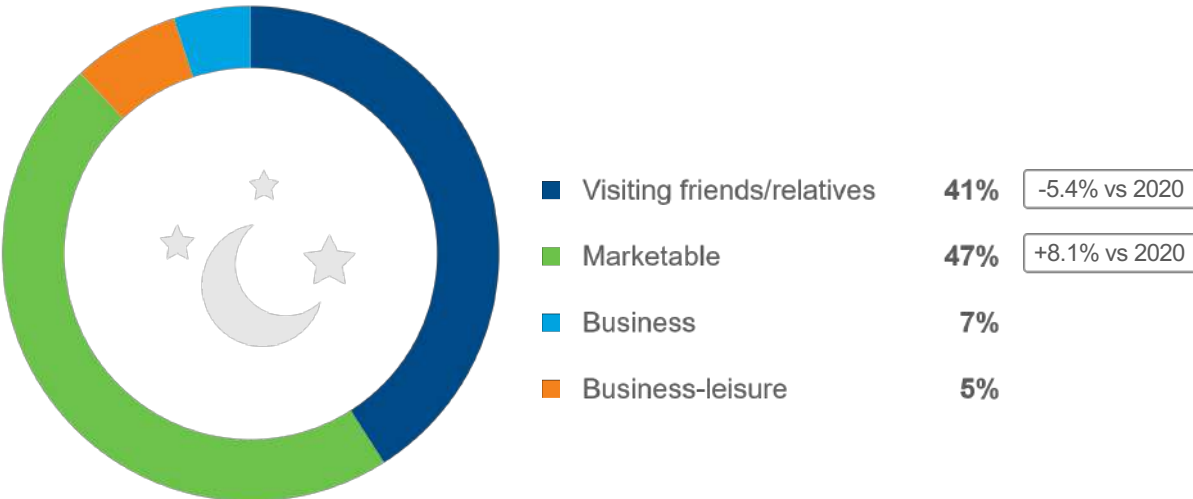
Main Purpose of Leisure Trip



2021 U.S. Overnight Trips



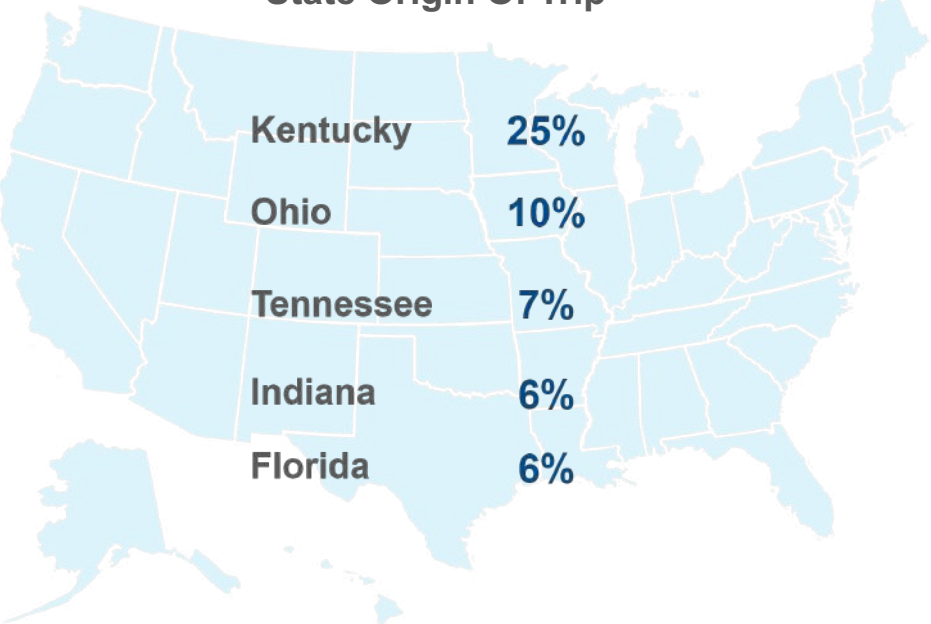
2021 Kentucky Overnight Trips



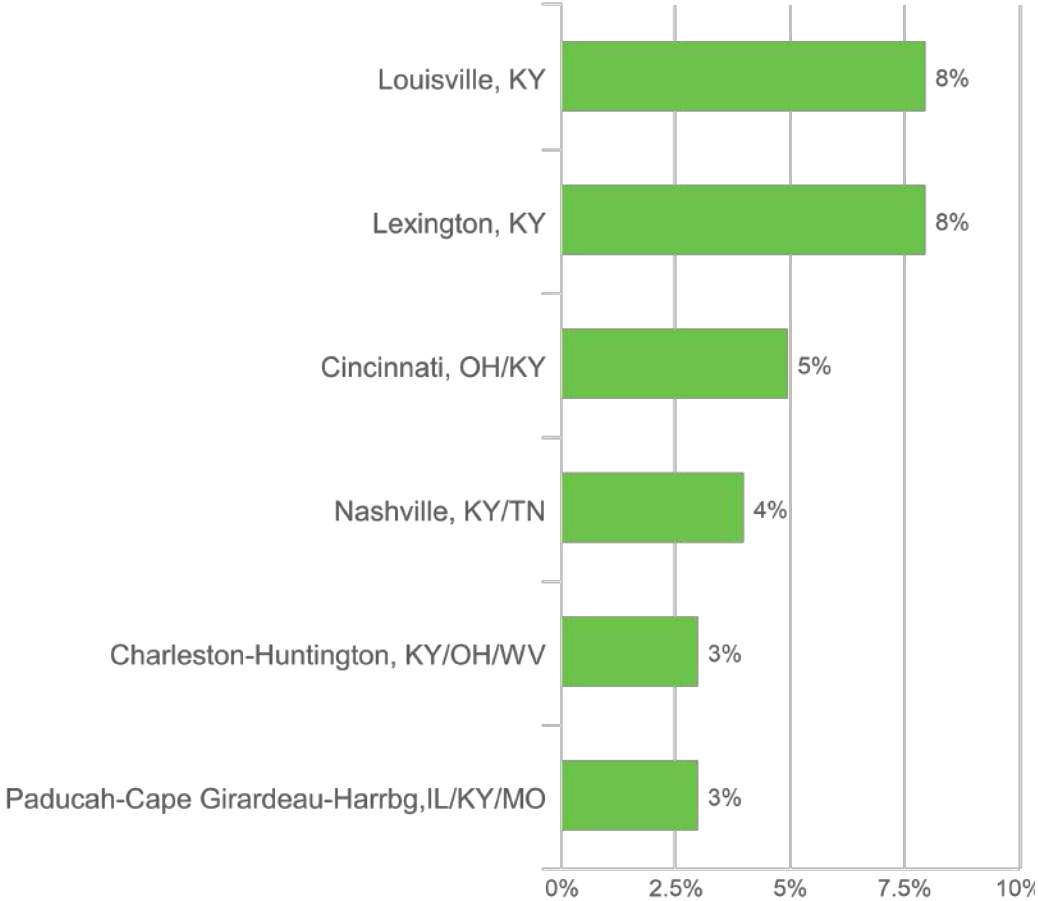
Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

State Origin Of Trip



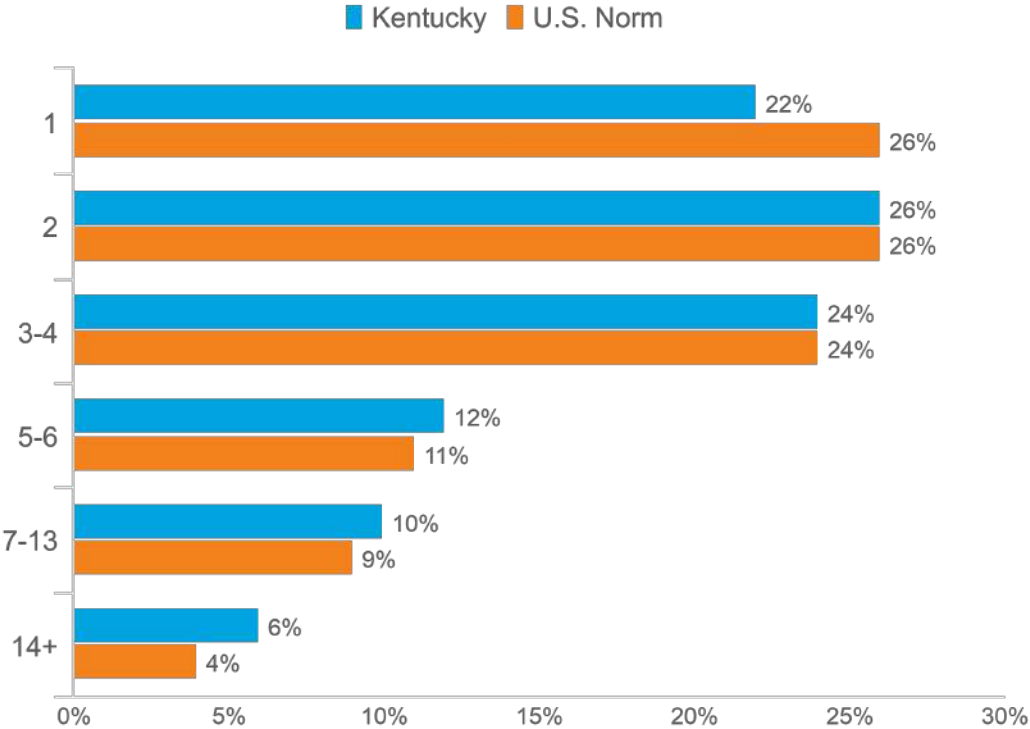
DMA Origin Of Trip



Season of Trip Total Overnight Person-Trips



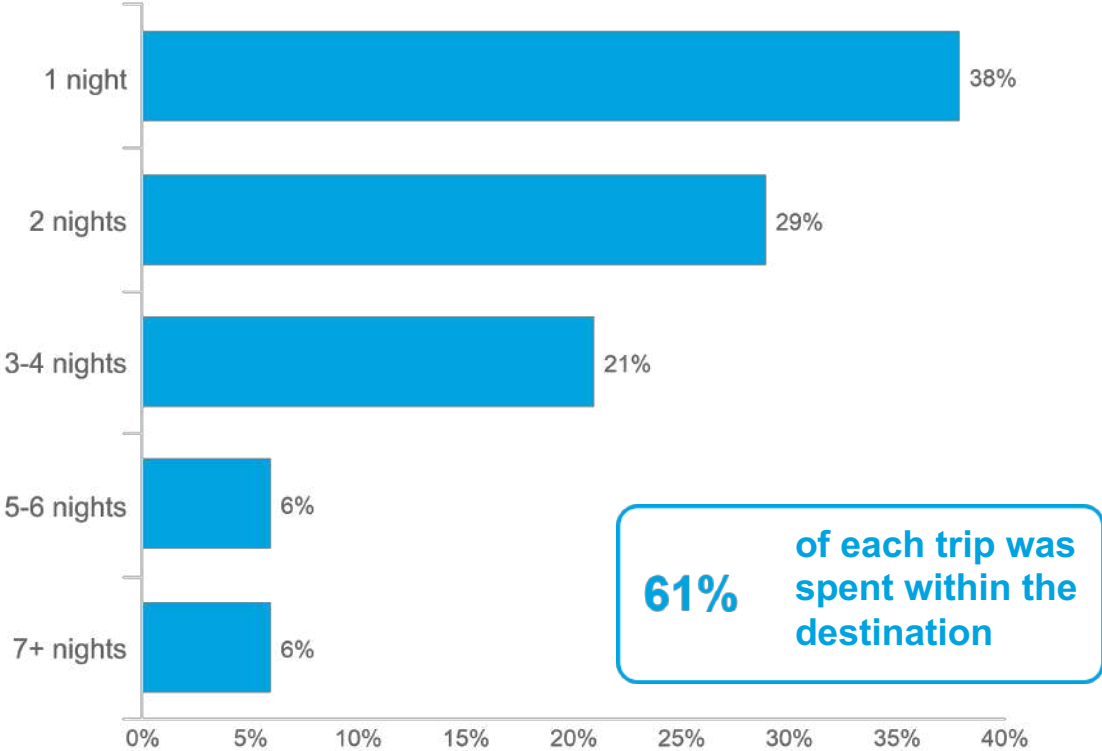
Total Nights Away on Trip



Kentucky
4.4
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Kentucky



61% of each trip was spent within the destination

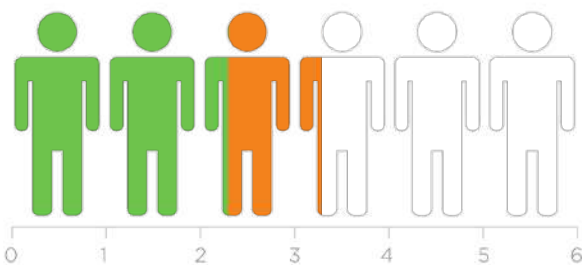
Average number of nights
2.7

Average last year
3.0

Size of Travel Party

■ Adults ■ Children

Kentucky

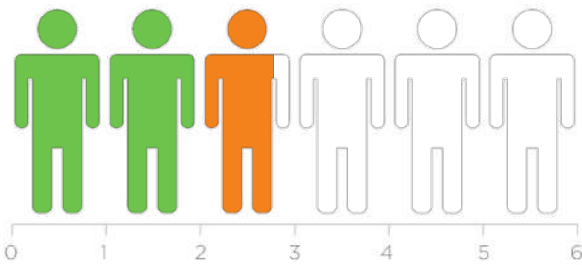


Average number of people

Total

3.3

U.S. Norm



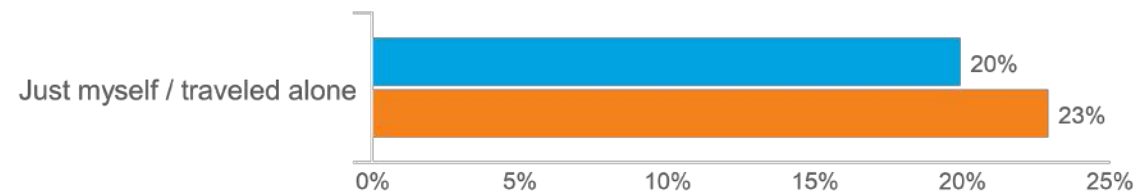
Average number of people

Total

2.9

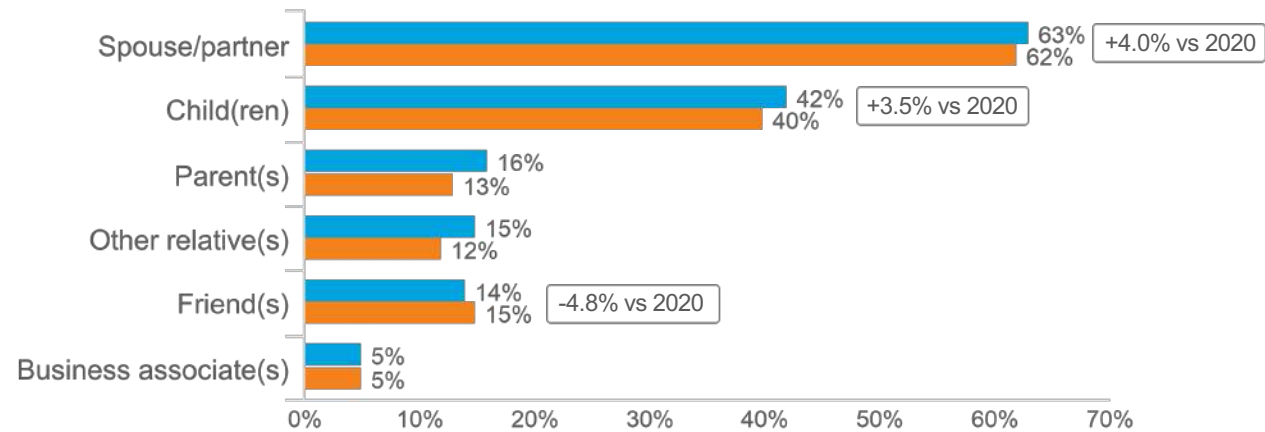
Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



Composition of Immediate Travel Party

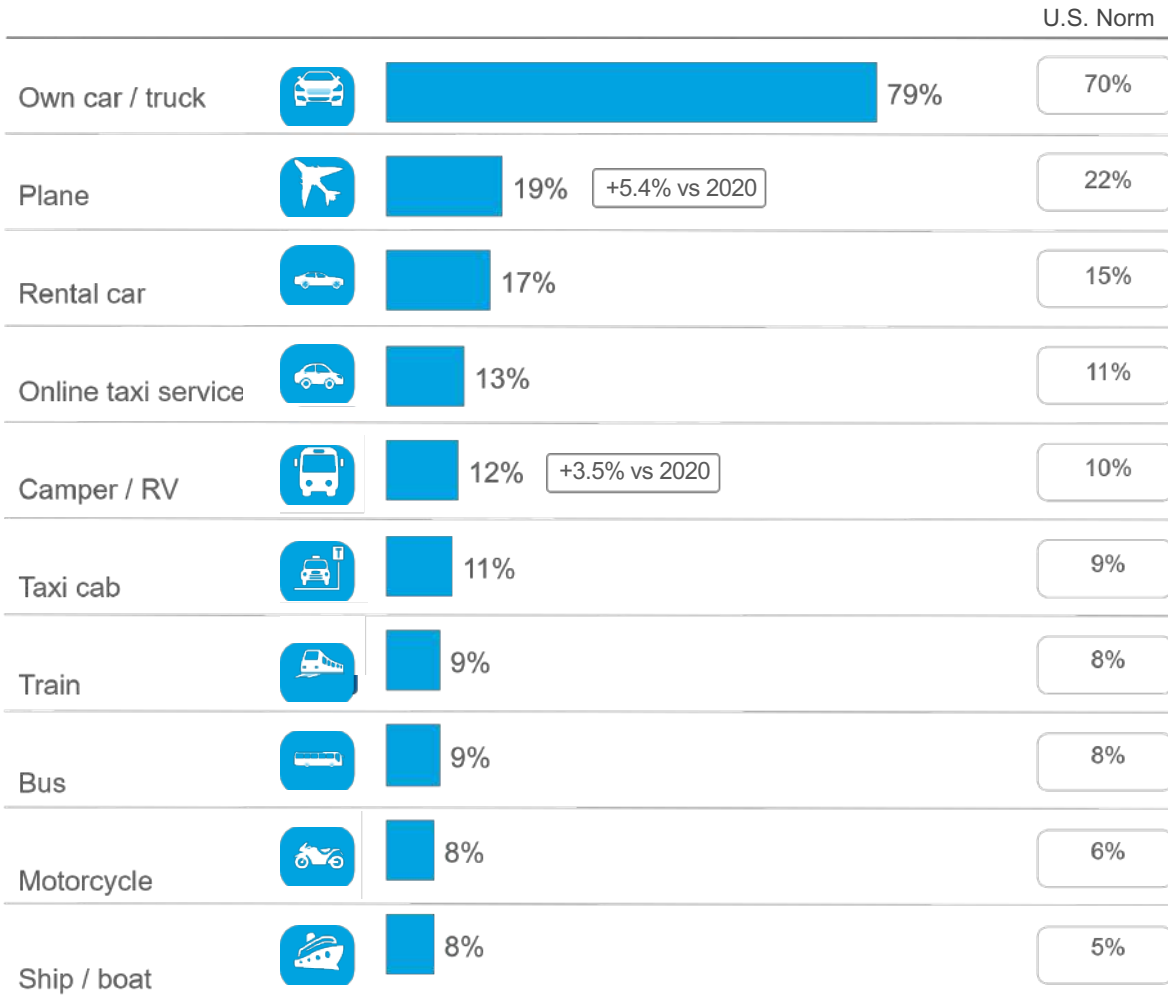
■ Kentucky ■ U.S. Norm



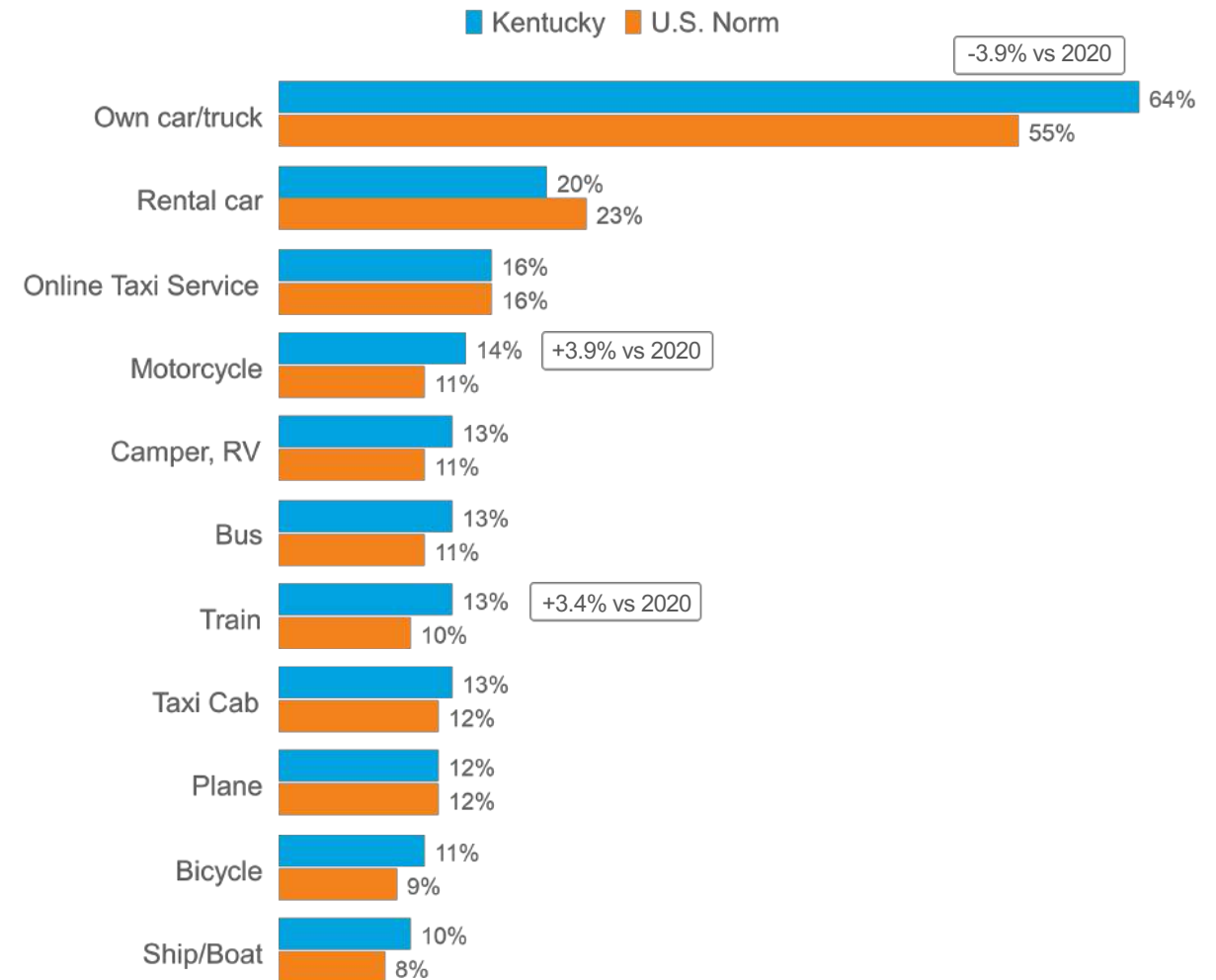
Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Transportation Used to get to Destination

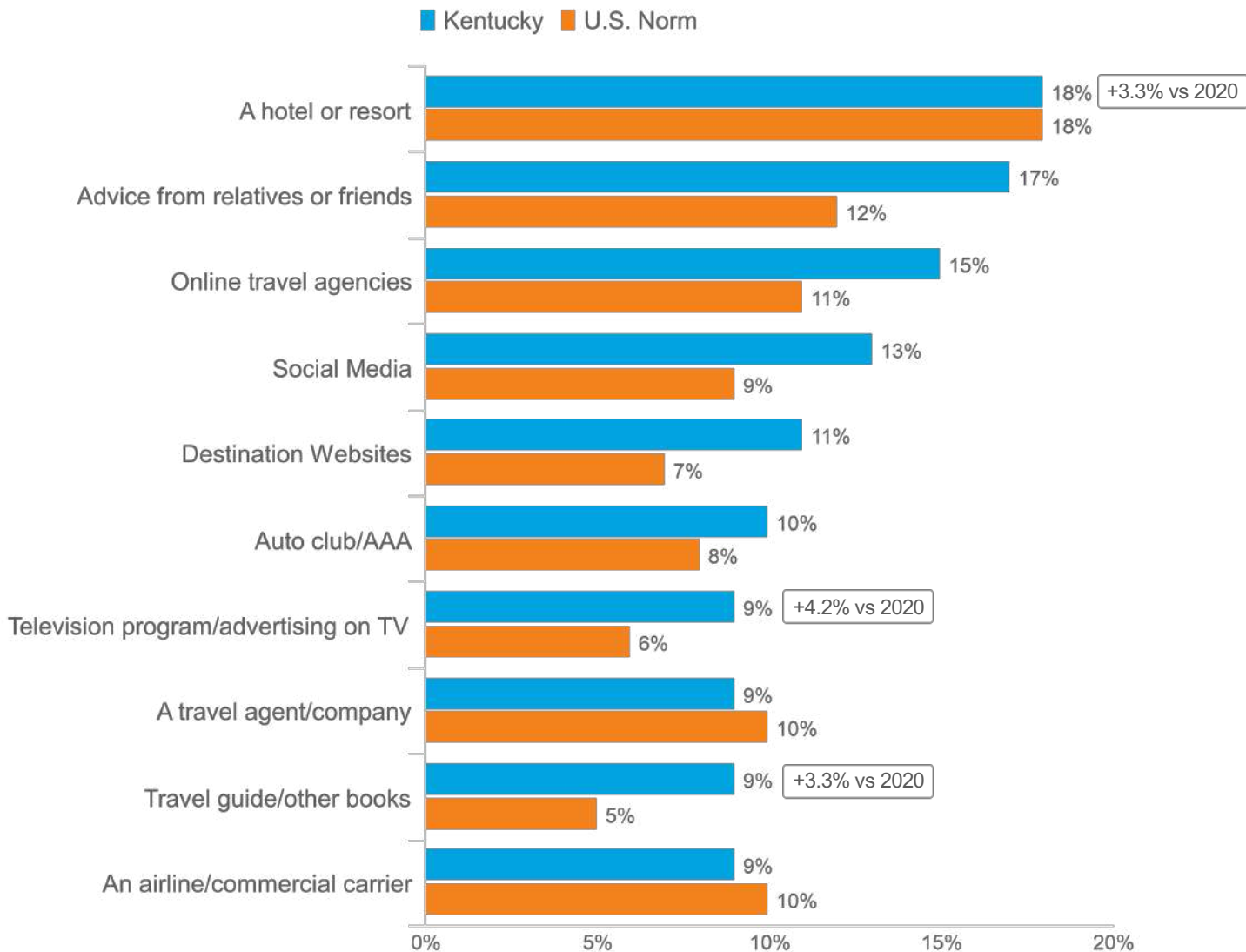


Transportation Used within Destination



Question updated in 2020

Trip Planning Information Sources



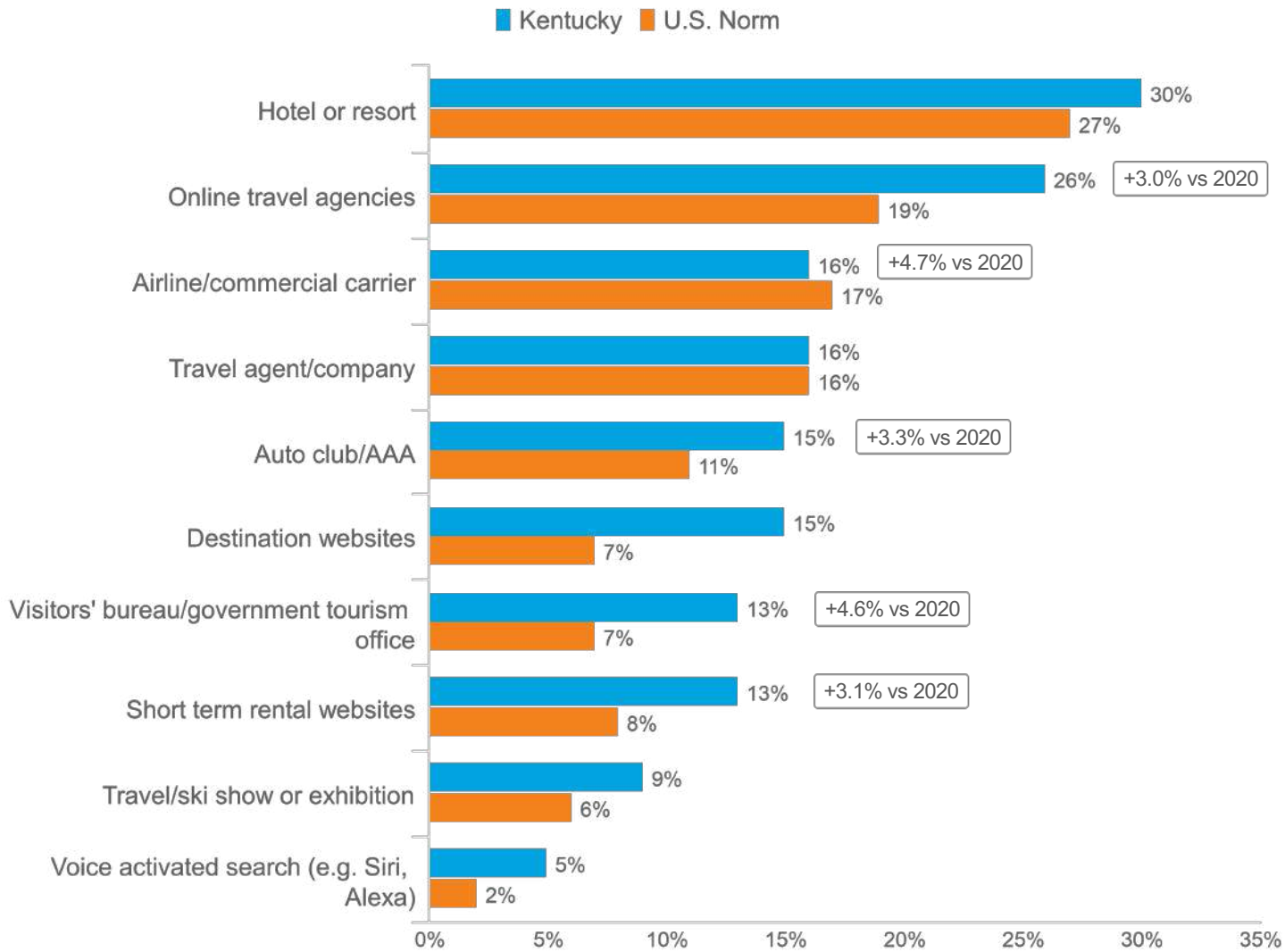
Length of Trip Planning

	Kentucky	U.S. Norm
1 month or less	29%	30%
2 months	15%	15%
3-5 months	18%	18%
6-12 months	13%	14%
More than 1 year in advance	4%	6%
Did not plan anything in advance	20%	17%








Kentucky's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

Method of Booking



Accommodations

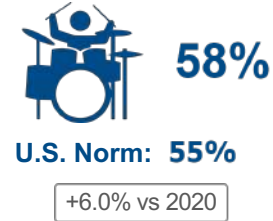
	Kentucky	U.S. Norm
 Hotel	44% +4.0% vs 2020	38%
 Home of friends / relatives	21%	19%
 Motel	18%	13%
 Bed & breakfast	12% +3.2% vs 2020	8%
 Resort hotel	11% +3.0% vs 2020	12%
 Campground / RV park	10%	6%
 Rented home / condo / apartment	9%	6%

Activity Groupings

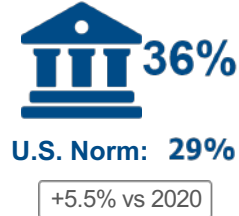
Outdoor Activities



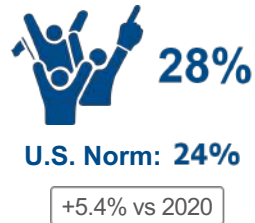
Entertainment Activities



Cultural Activities



Sporting Activities









Business Activities



Activities and Experiences (Top 10)







	Kentucky	U.S. Norm
Shopping	24%	22%
Sightseeing	20%	16%
Attending celebration	18%	13%
Landmark/historic site	16%	11%
Museum	15% +3.2% vs 2020	10%
Swimming	13%	12%
Bar/nightclub	12%	11%
Local parks/playgrounds	12%	9%
Business meeting	12%	8%
National/state park	11%	7%
Winery/brewery/distillery tour	10%	6%

Shopping Types on Trip

	Kentucky	U.S. Norm
 Convenience/grocery shopping	52% <small>+4.9% vs 2020</small>	42%
 Outlet/mall shopping	51%	47%
 Big box stores (Walmart, Costco)	40% <small>-5.5% vs 2020</small>	33%
 Souvenir shopping	39%	39%
 Boutique shopping	28% <small>+5.8% vs 2020</small>	28%
 Antiquing	22% <small>+3.3% vs 2020</small>	13%

Base: 2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Kentucky	U.S. Norm
 Unique/local food	44%	40%
 Food delivery service (UberEATS, DoorDash, etc.)	24%	21%
 Street food/food trucks	23% <small>+4.0% vs 2020</small>	21%
 Fine/upscale dining	22% <small>+5.1% vs 2020</small>	22%
 Picnicking	19%	14%
 Gastropubs	11% <small>+3.1% vs 2020</small>	10%



72%
of overnight travelers were
very satisfied with their overall
trip experience

Past Visitation to Kentucky

82% of overnight travelers to
Kentucky are repeat visitors

58% of overnight travelers to Kentucky
had visited before in the past 12
months -4.4% vs 2020



Friendliness of people



Sightseeing/attractions



Quality of food



Quality of accommodations



Safety/security



Cleanliness



Music/nightlife/entertainment

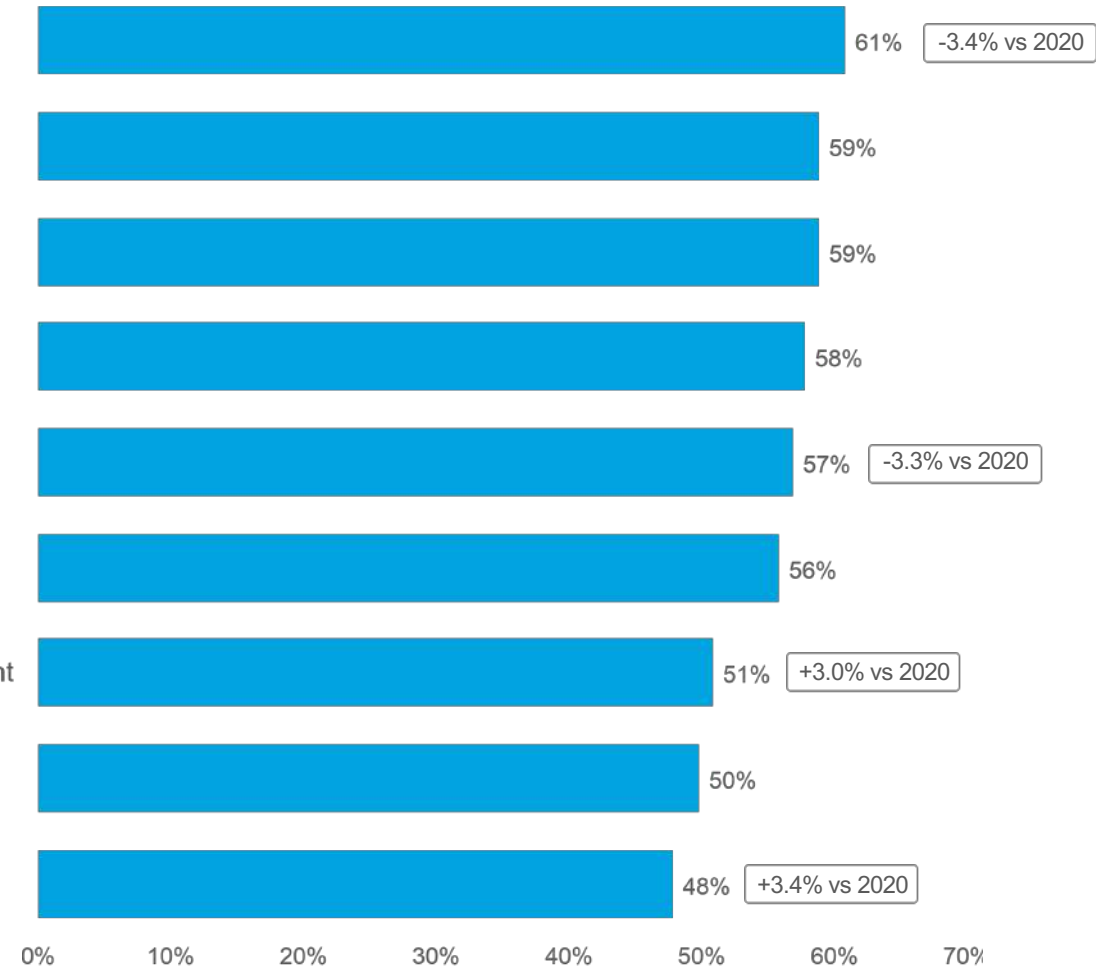


Value for money



Public transportation

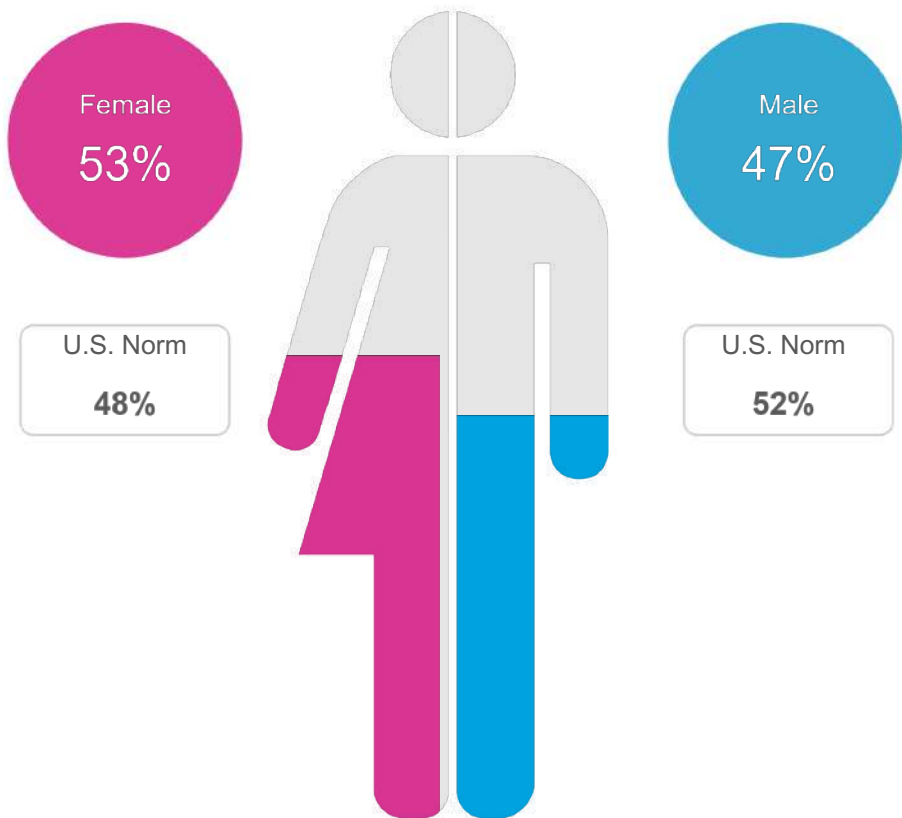
% Very Satisfied with Trip



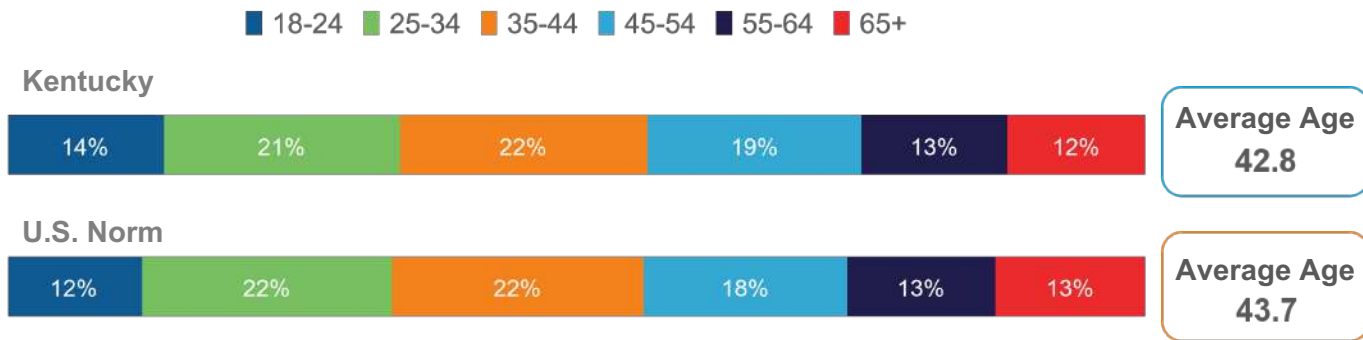
Demographic Profile of Overnight Kentucky Visitors

Base: 2021 Overnight Person-Trips

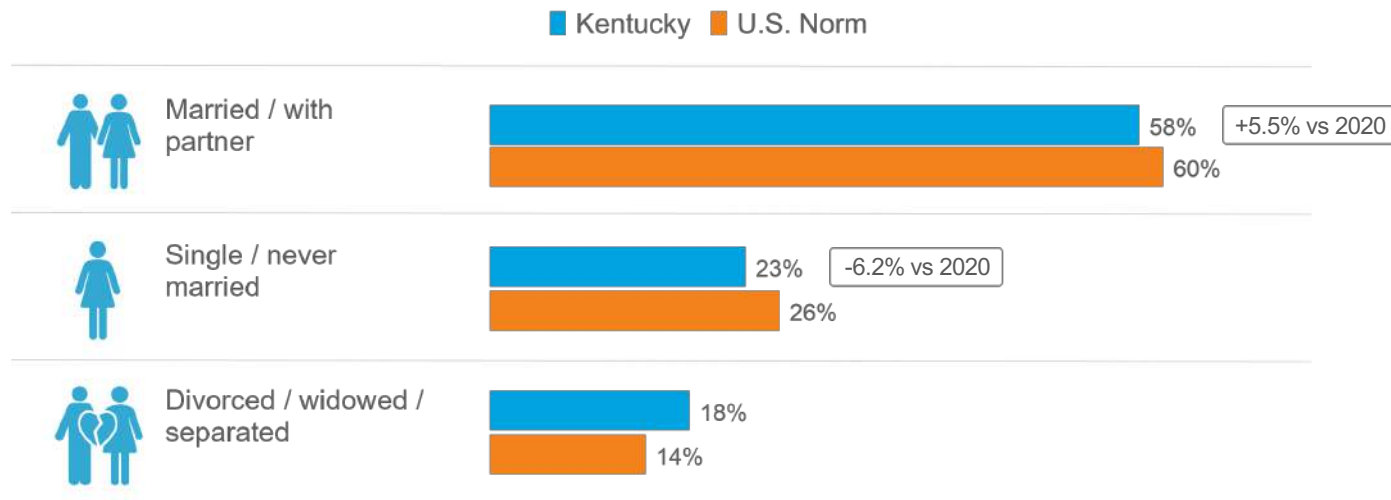
Gender



Age



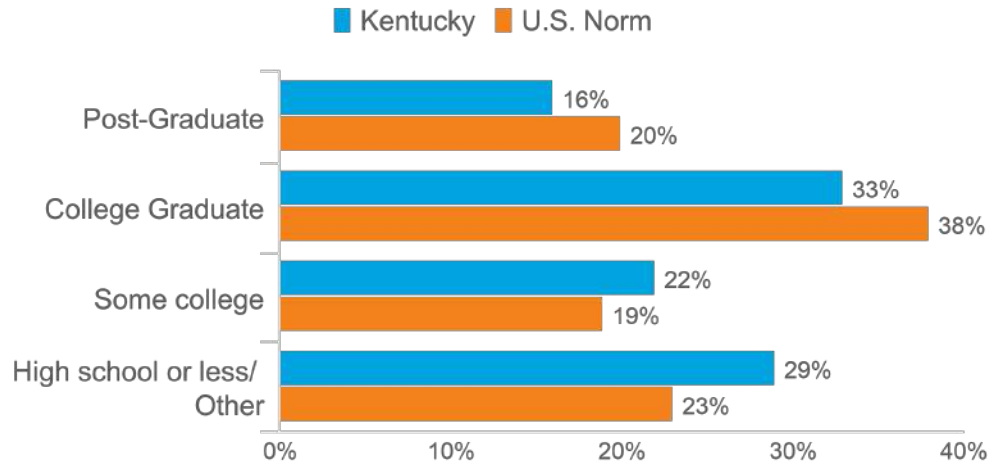
Marital Status



Demographic Profile of Overnight Kentucky Visitors

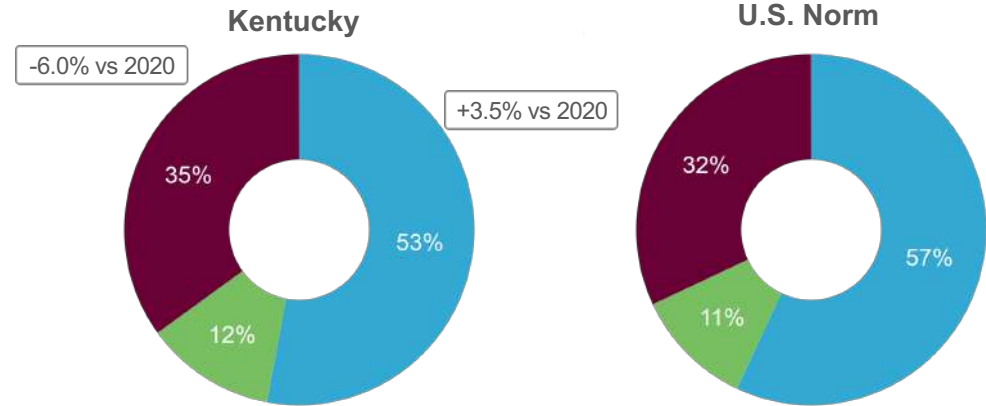
Base: 2021 Overnight Person-Trips

Education

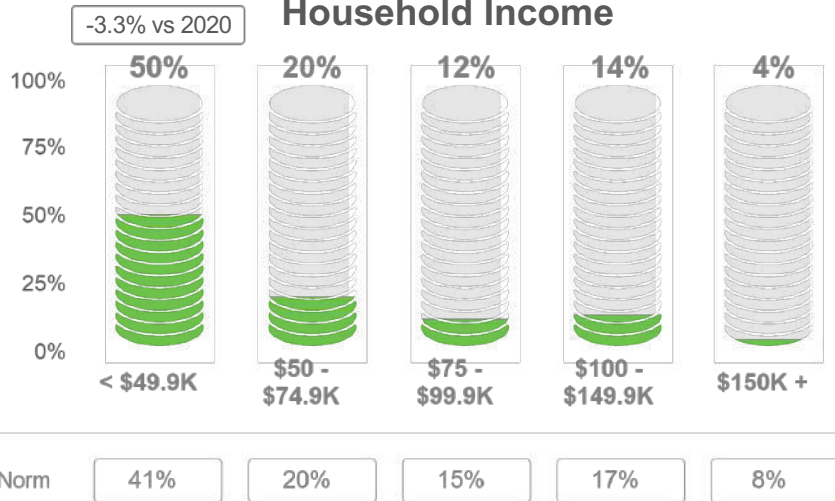


Employment

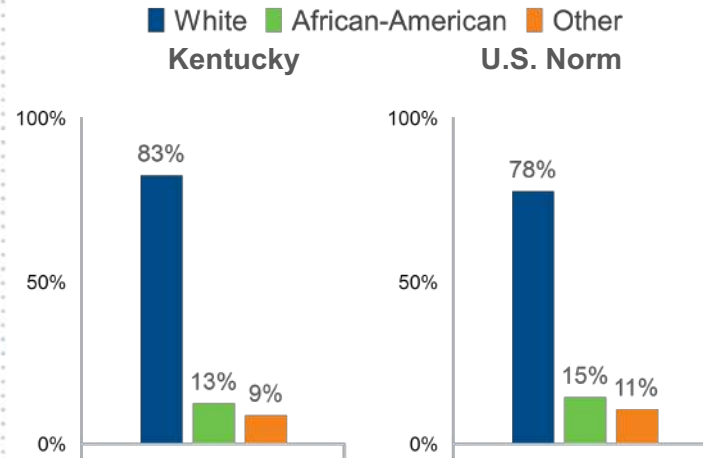
Legend: Full time / self-employed (Blue), Part time (Green), Not employed / retired / other (Maroon)



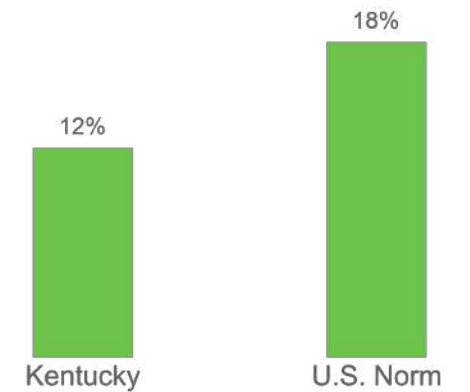
Household Income



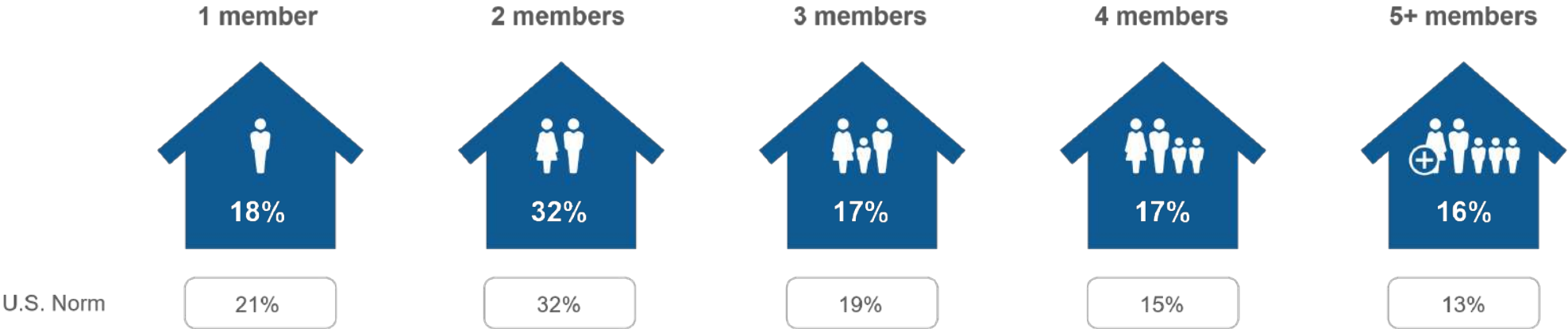
Race



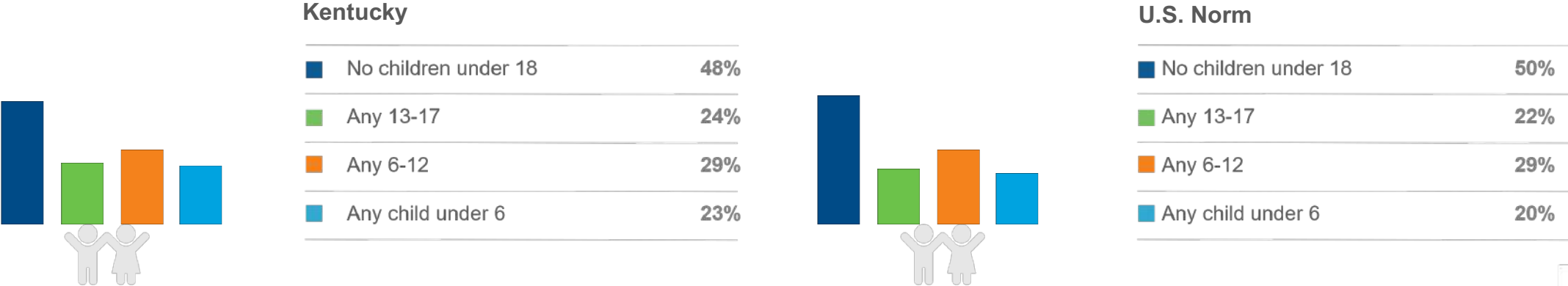
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

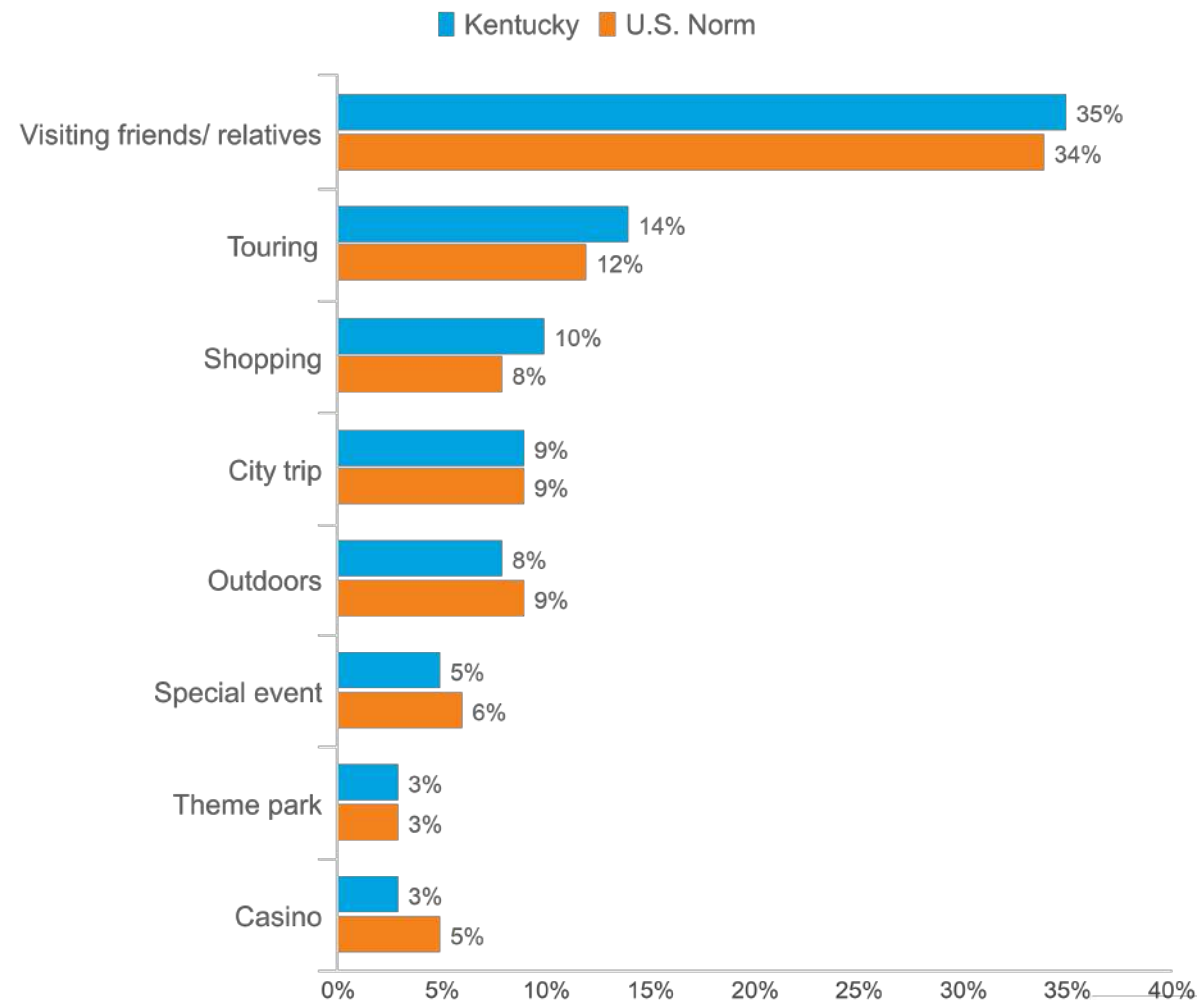
Day Visitation - Kentucky

2021

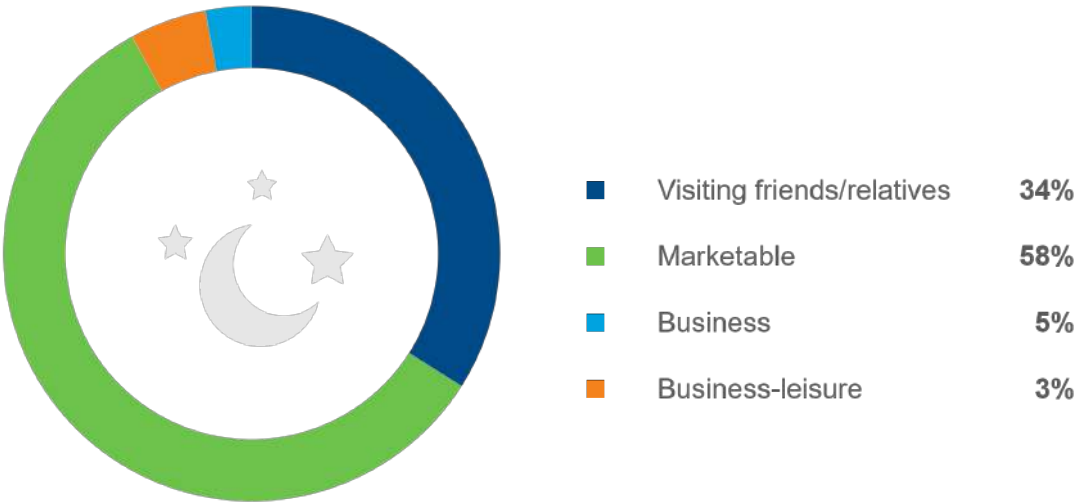
Main Purpose of Trip



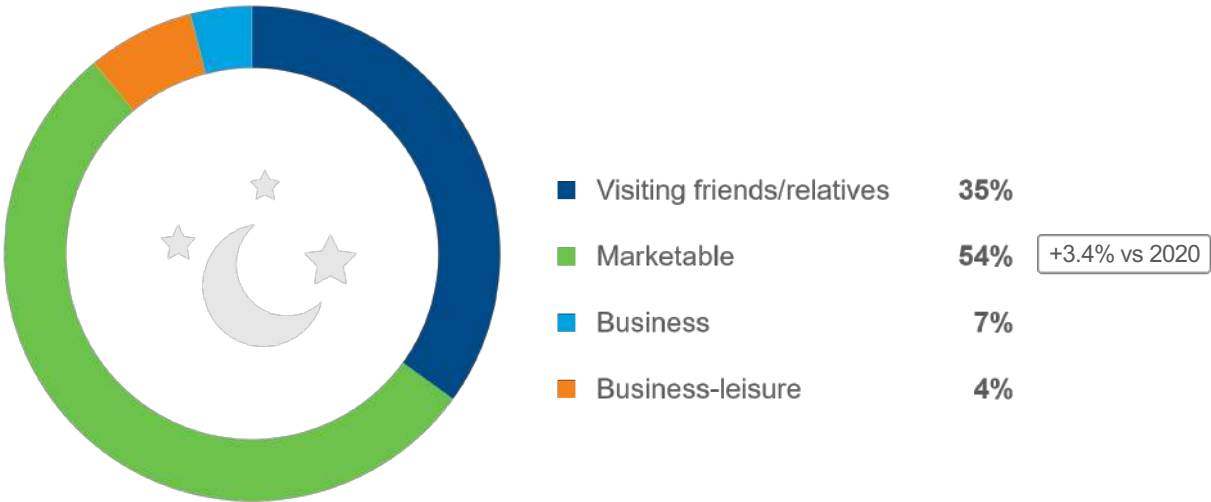
Main Purpose of Leisure Trip



2021 U.S. Day Trips



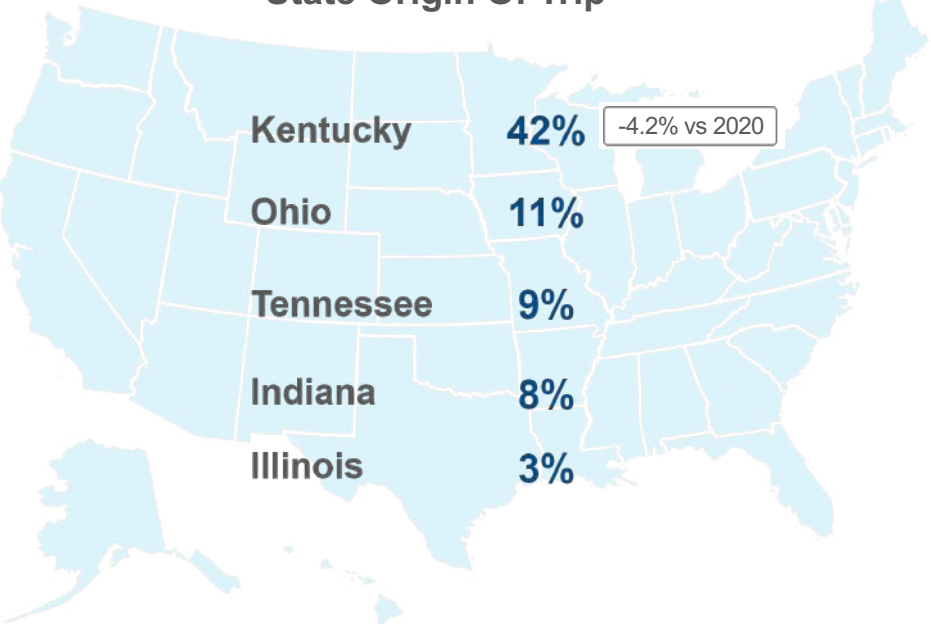
2021 Kentucky Day Trips



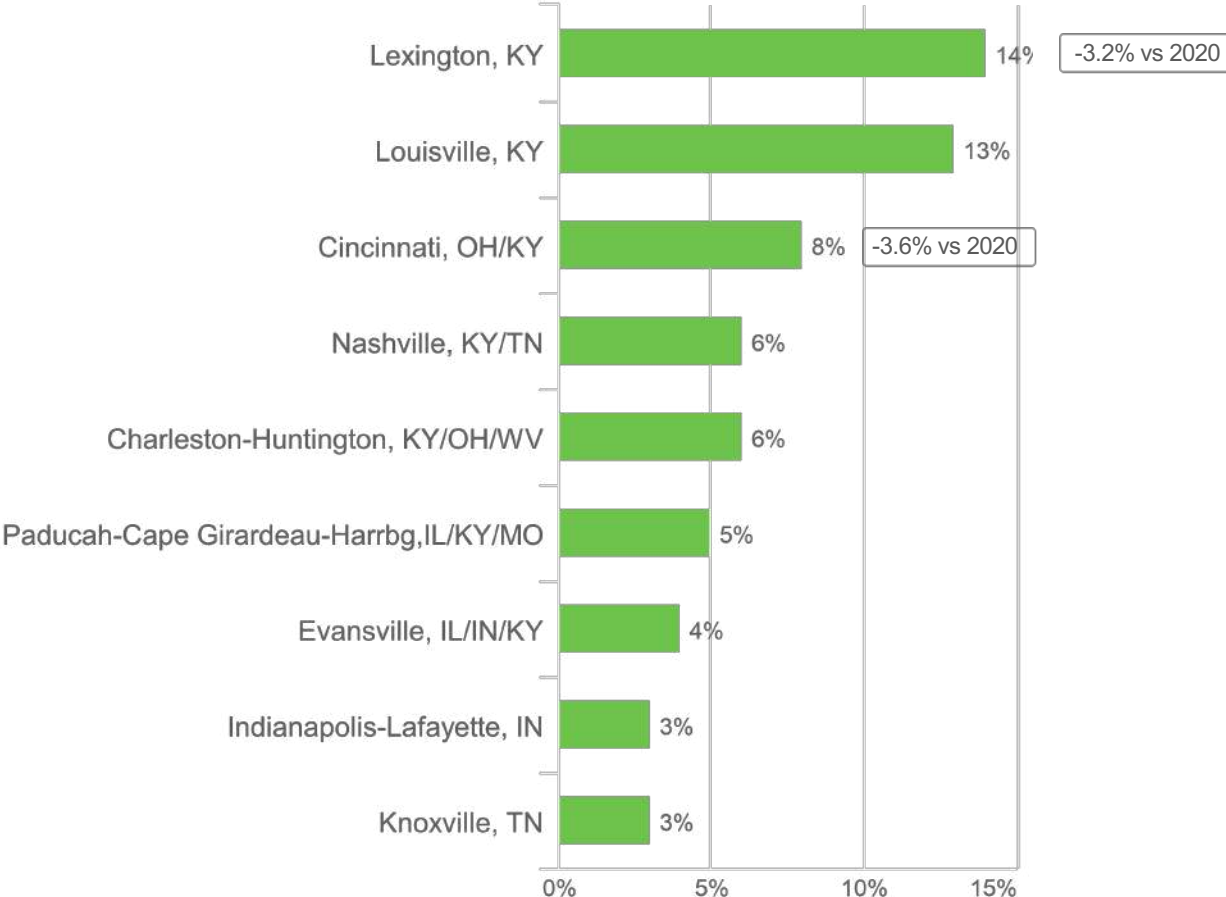
Kentucky's Day Trip Characteristics

Base: 2021 Day Person-Trips

State Origin Of Trip



DMA Origin Of Trip



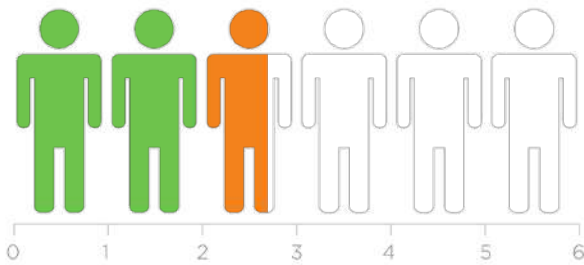
Season of Trip Total Day Person-Trips



Size of Travel Party

■ Adults ■ Children

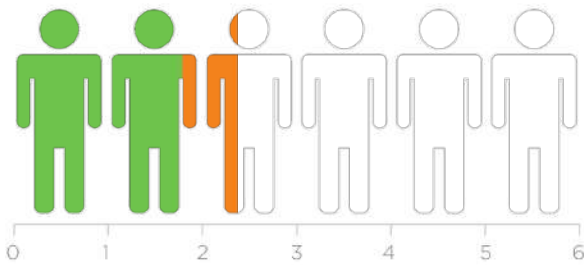
Kentucky



Average number of people

Total
2.8

U.S. Norm

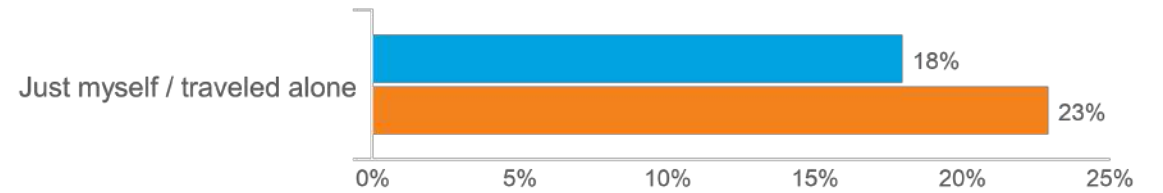


Average number of people

Total
2.6

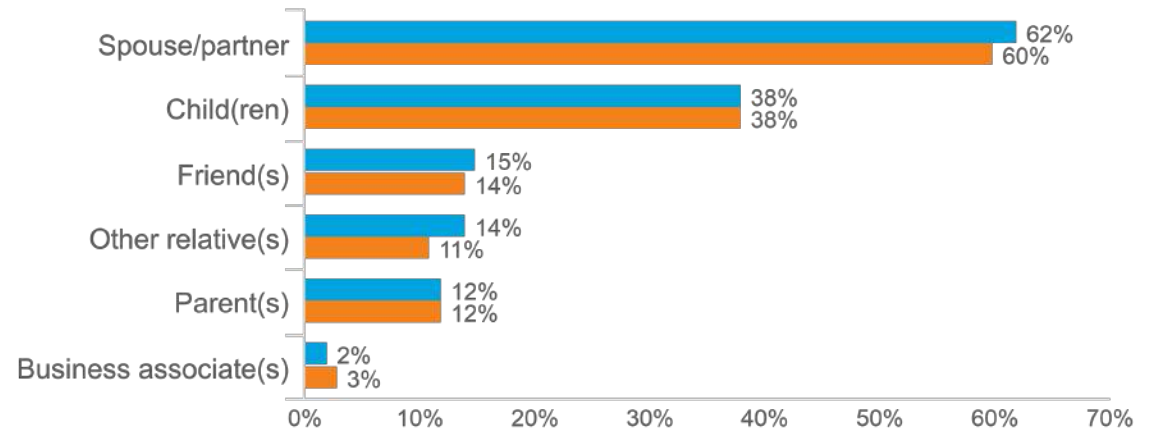
Percent Who Traveled Alone

■ Kentucky ■ U.S. Norm



Composition of Immediate Travel Party

■ Kentucky ■ U.S. Norm



Activity Groupings

Outdoor Activities



U.S. Norm: **36%**

+5.8% vs 2020

Entertainment Activities



U.S. Norm: **48%**

+3.8% vs 2020

Cultural Activities



U.S. Norm: **22%**

+5.4% vs 2020

Sporting Activities



U.S. Norm: **17%**

+8.6% vs 2020

Business Activities



U.S. Norm: **14%**







+5.6% vs 2020

Activities and Experiences (Top 10)

	Kentucky	U.S. Norm
Shopping	24%	19%
Sightseeing	16%	11%
Attending celebration	13%	10%
Landmark/historic site	10%	8%
Hiking/backpacking	9%	5%
Museum	8%	7%
Local parks/playgrounds	8%	6%
Business meeting	8%	6%
Fishing	8%	4%
Nature tours/wildlife viewing/birding	8%	5%
Winery/brewery/distillery tour	7%	4%







+4.8% vs 2020

Shopping Types on Trip

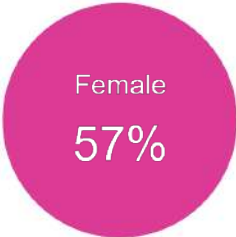
	Kentucky	U.S. Norm
 Outlet/mall shopping	49% -5.7% vs 2020	46%
 Big box stores (Walmart, Costco)	39%	28%
 Convenience/grocery shopping	33% +5.4% vs 2020	26%
 Souvenir shopping	25% +9.9% vs 2020	24%
 Boutique shopping	21%	22%
 Antiquing	19% +5.2% vs 2020	13%

Base: 2021 Day Person-Trips that included Shopping

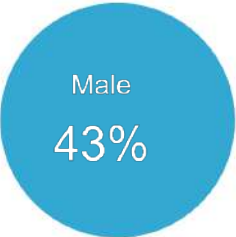
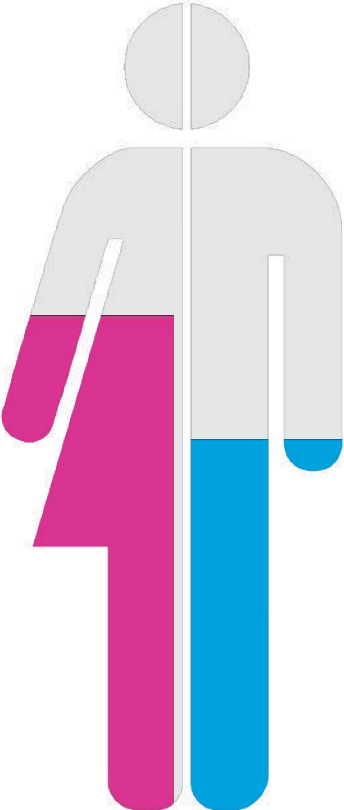
Dining Types on Trip

	Kentucky	U.S. Norm
 Unique/local food	36%	34%
 Picnicking	17% +3.6% vs 2020	14%
 Street food/food trucks	16% +3.4% vs 2020	17%
 Fine/upscale dining	15% +4.6% vs 2020	15%
 Food delivery service (UberEATS, DoorDash, etc.)	14% +3.3% vs 2020	15%
 Gastropubs	8% +3.6% vs 2020	7%

Gender



U.S. Norm
49%



U.S. Norm
51%

Age

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

Kentucky



Average Age
44.9

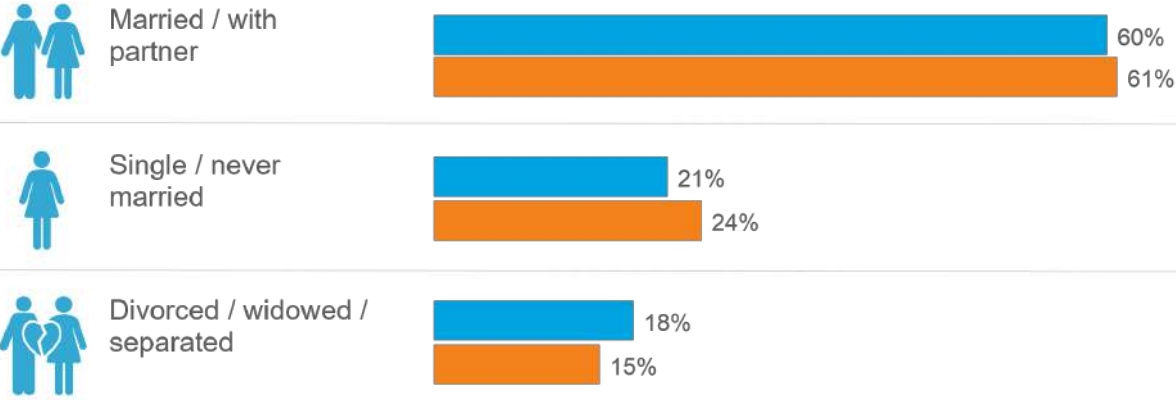
U.S. Norm



Average Age
45.3

Marital Status

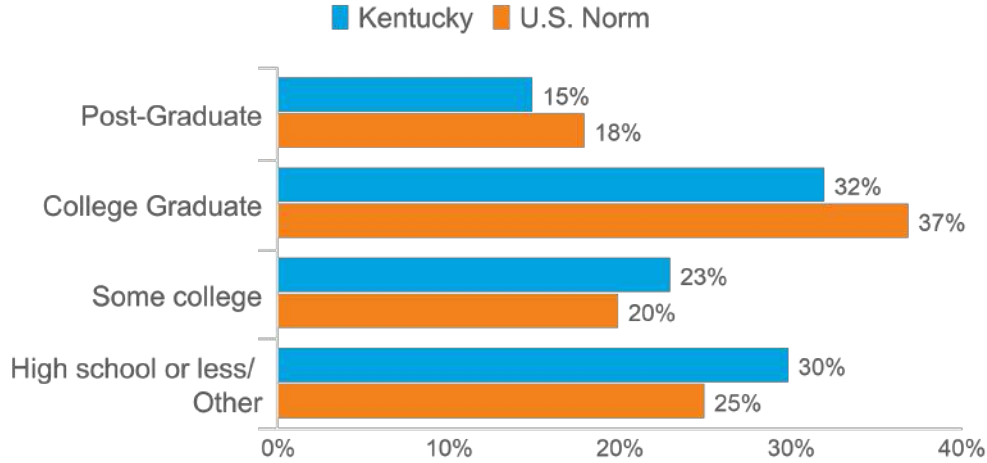
Kentucky U.S. Norm



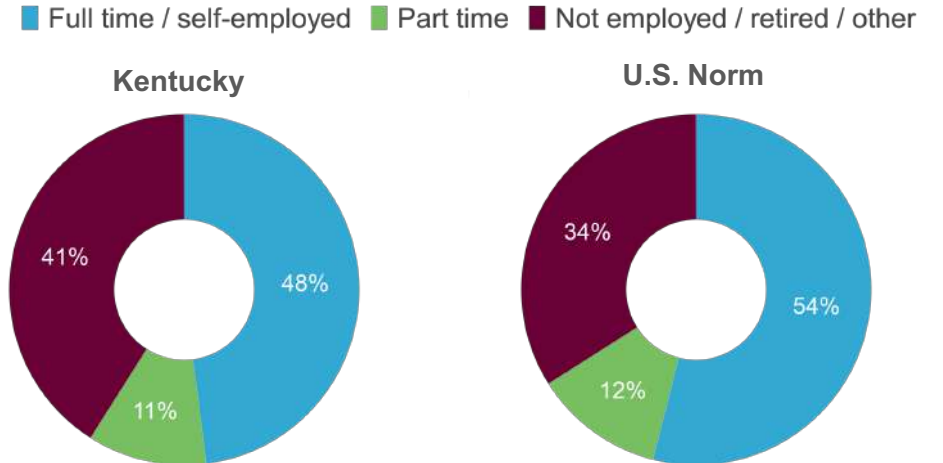
Demographic Profile of Day Kentucky Visitors

Base: 2021 Day Person-Trips

Education



Employment



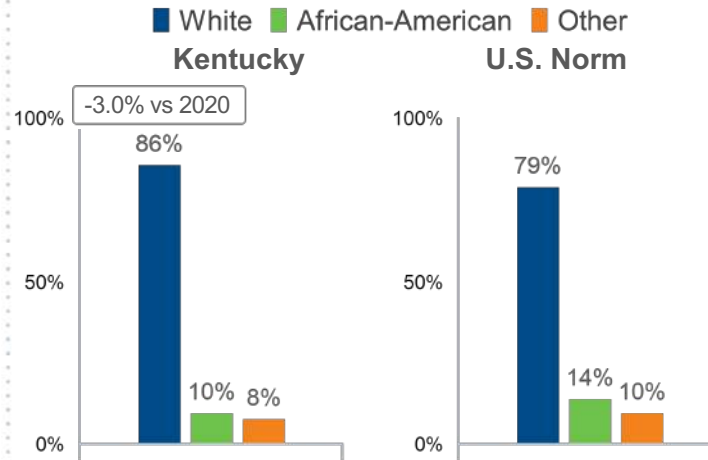
+3.2% vs 2020

Household Income



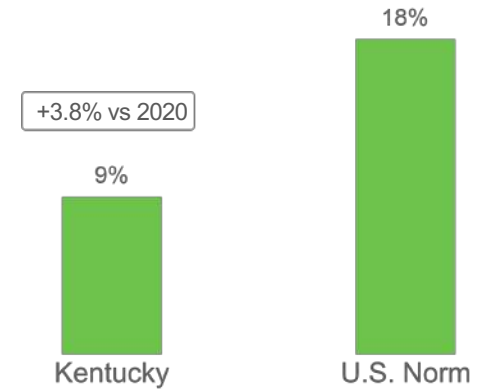
U.S. Norm: 42%, 21%, 15%, 16%, 6%

Race



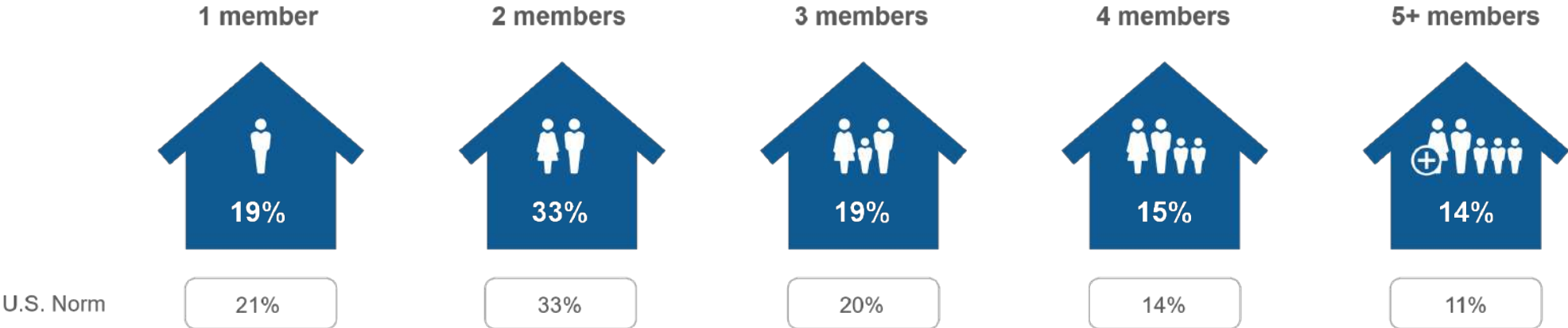
-3.0% vs 2020

Hispanic Background

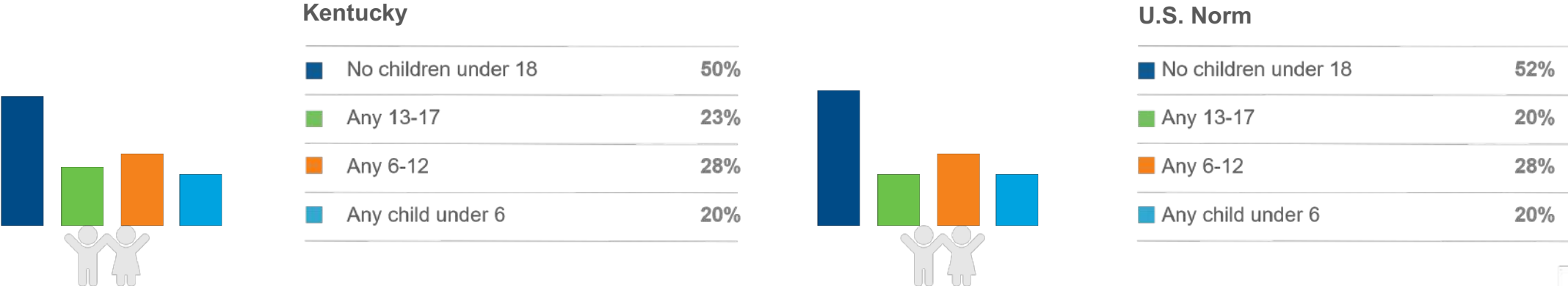


+3.8% vs 2020

Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL