



## Travel USA Visitor Profile



2019





# Travel USA Visitor Profile

## Overnight Visitation



2019



## Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- 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.
- This report provides an overview for Louisville's domestic tourism business in 2019.
- An overnight trip in Travel USA® is defined as any journey for business or pleasure outside of a respondent's community not part of their normal routine, where they spent one or 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:

Selected to be representative of the U.S. adult population

For Louisville, the following sample was achieved in 2019:



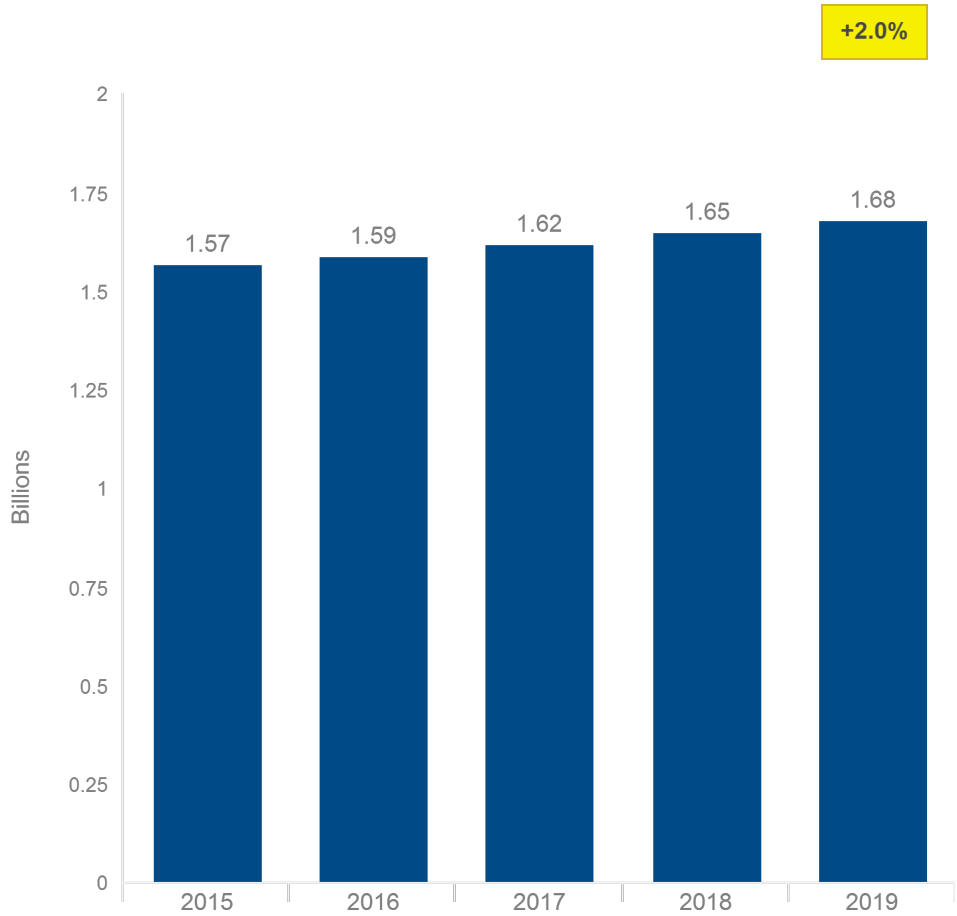
Overnight Base Size

381

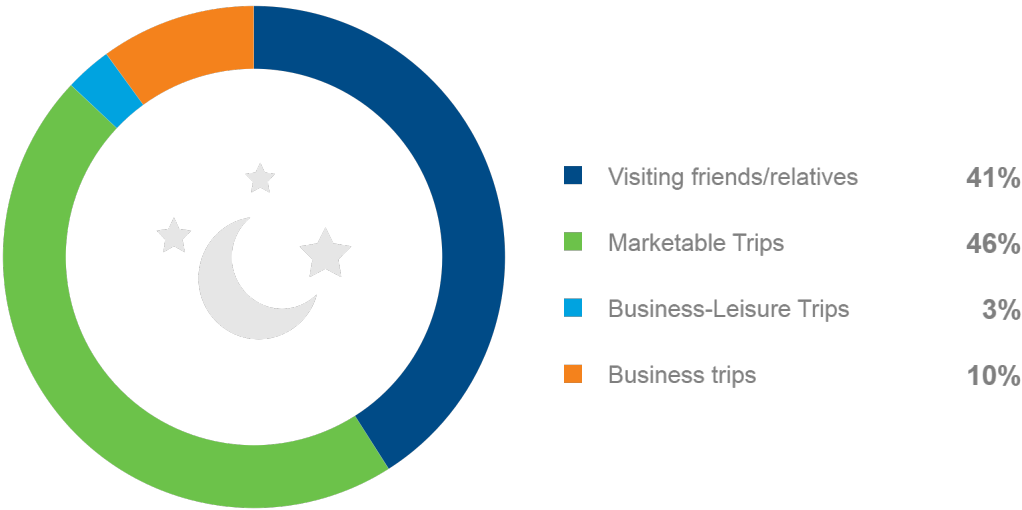
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.



Total Size of U.S. Overnight Travel Market

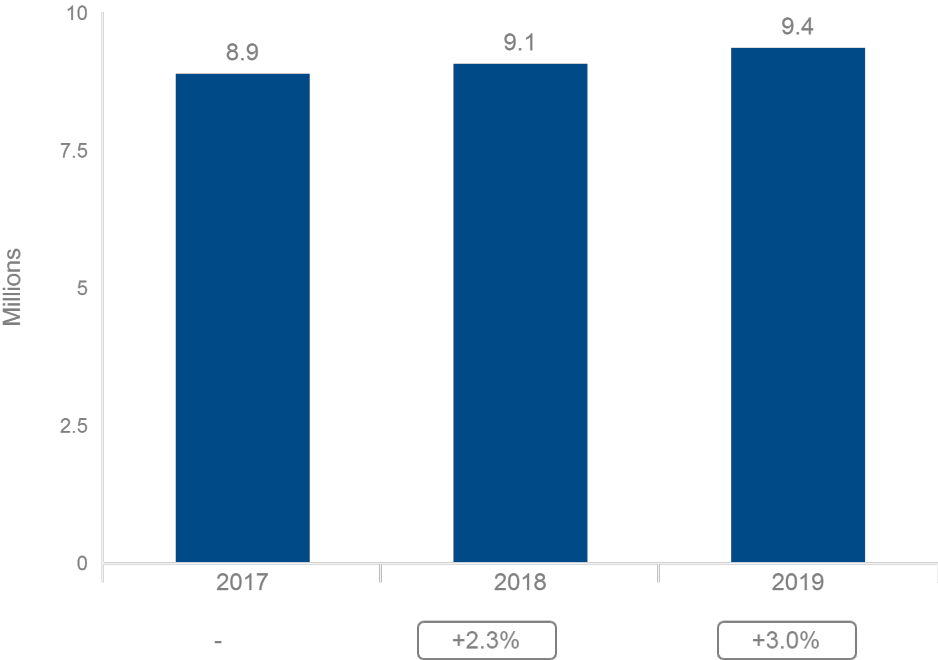


2019 Overnight Trips





Overnight Trips to Louisville



Total Size of Louisville 2019 Domestic Travel Market

Total Person-Trips  
**26.2 Million**  
+3.3% vs. last year

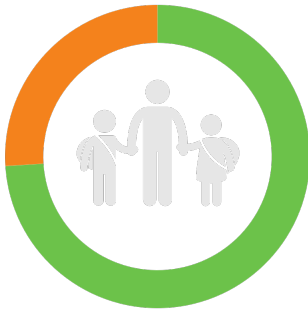


Day  
64% | 16.8 Million

Overnight  
36% | 9.4 Million

Size of Louisville Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips  
**9.4 Million**



Adults  
74% | 7.0 Million

Children  
26% | 2.4 Million

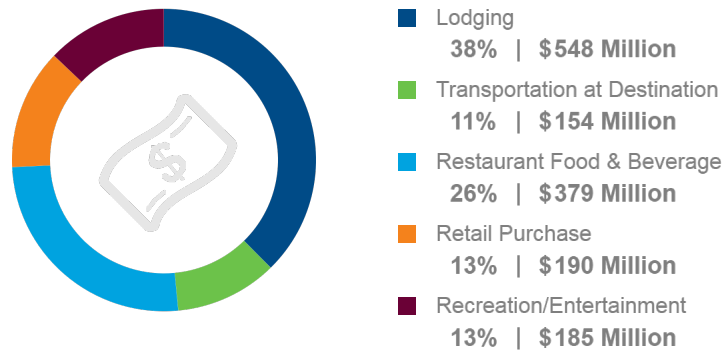


## Domestic Overnight Expenditures - by Sector

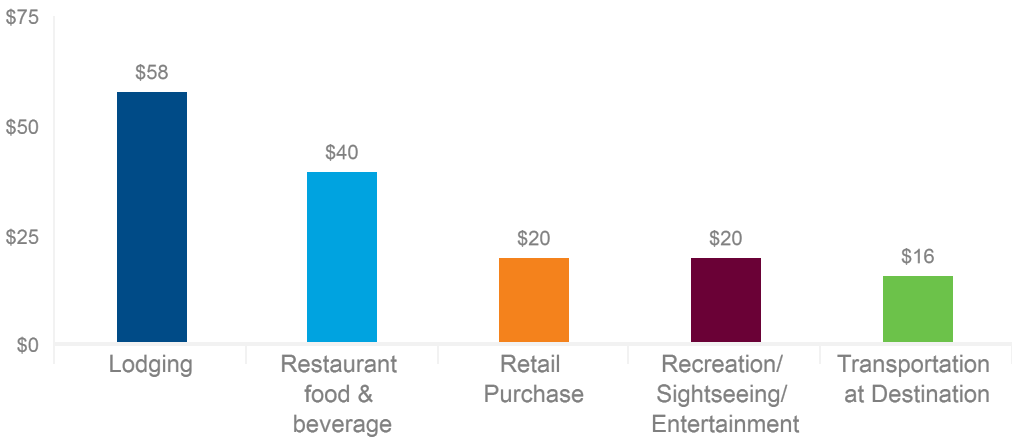
Total Spending

**\$ 1.457 Billion**

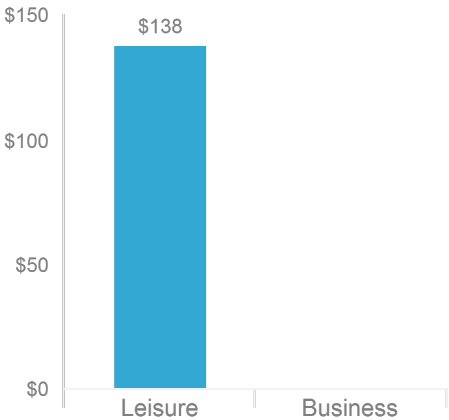
+6.6% vs. last year



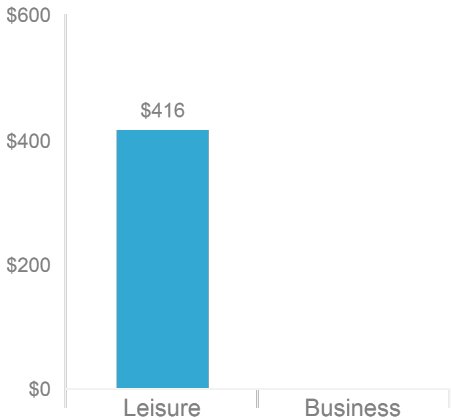
## Average Per Person Expenditures on Domestic Overnight Trips - by Sector



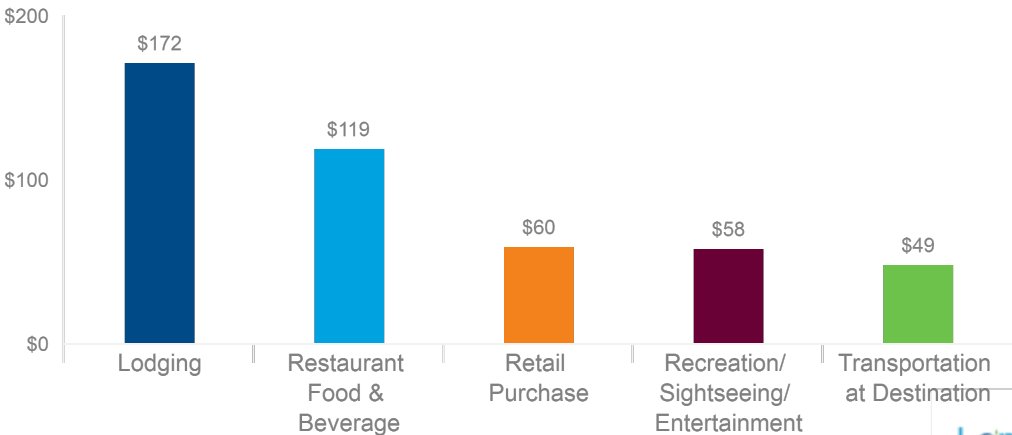
## Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose



## Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose

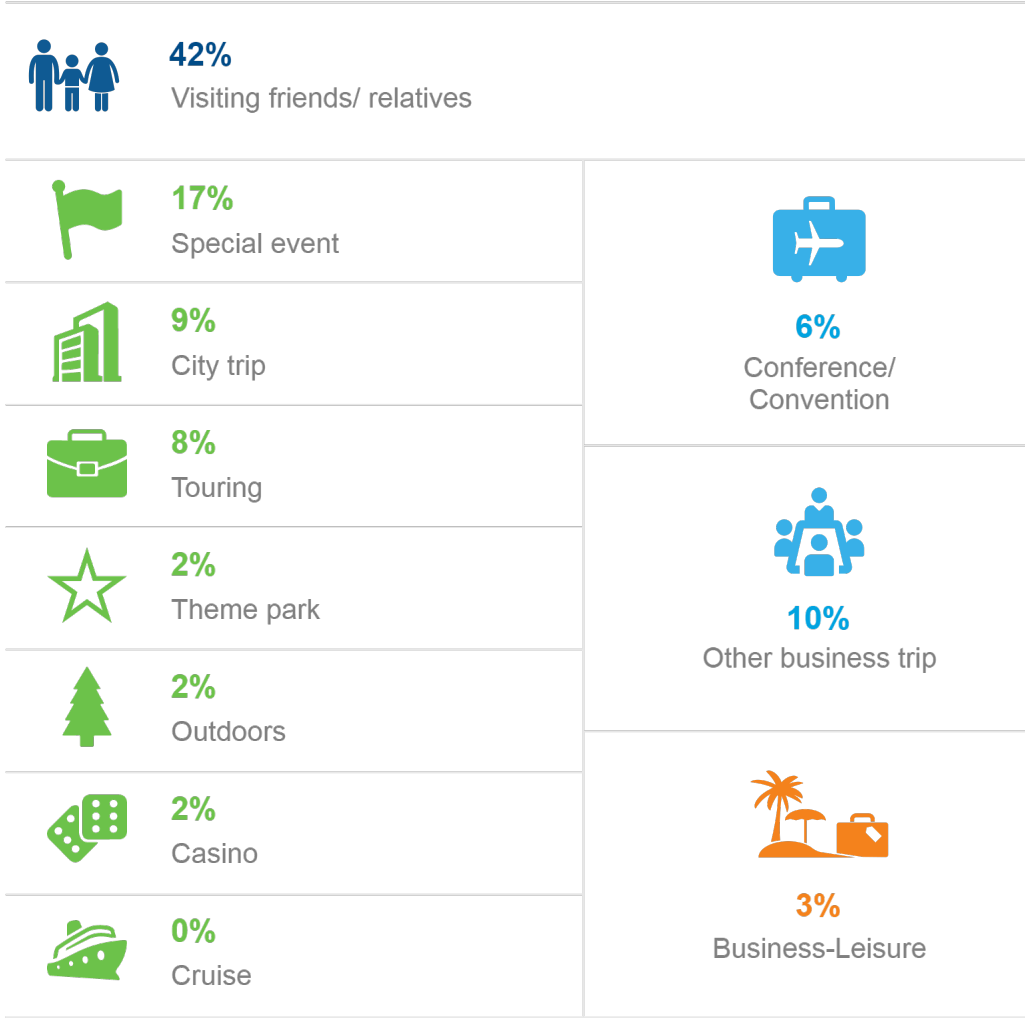


## Average Per Party Expenditures on Domestic Overnight Trips - by Sector

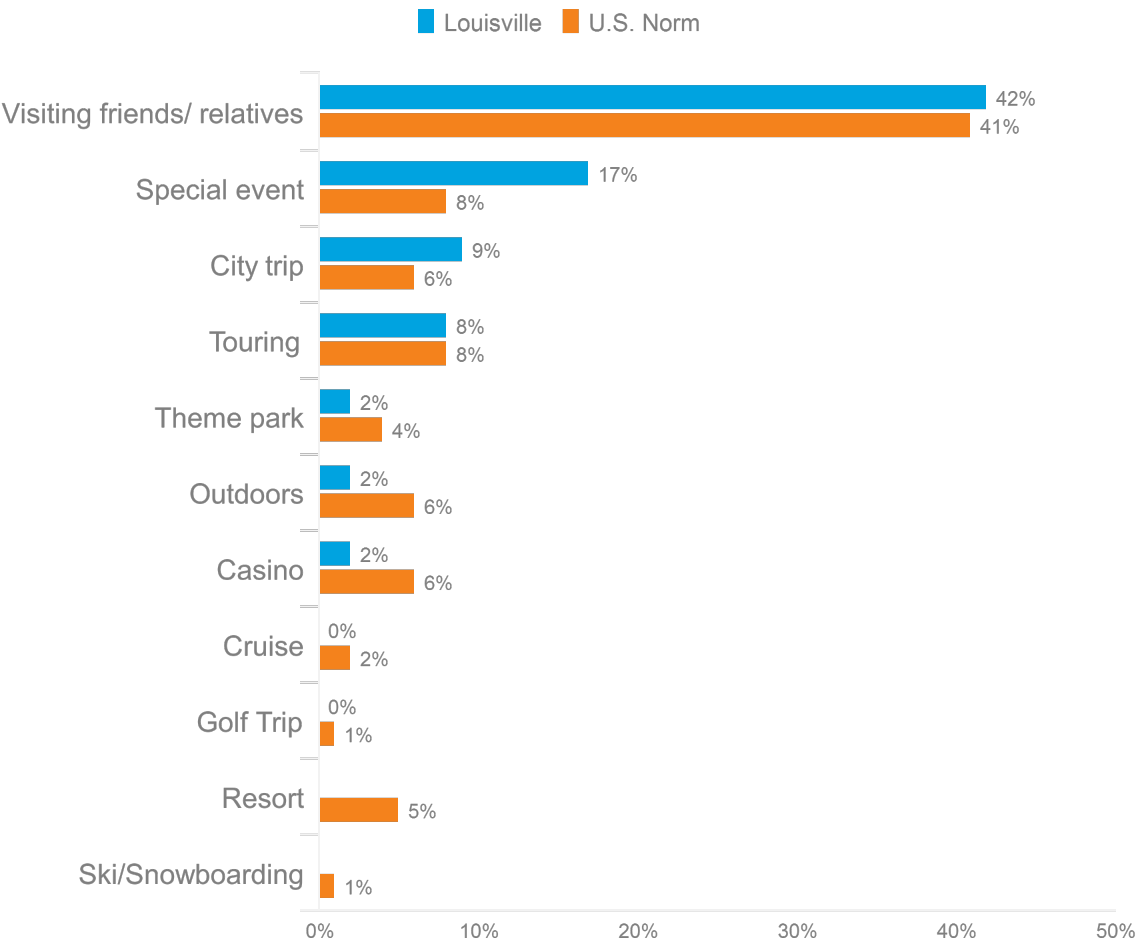




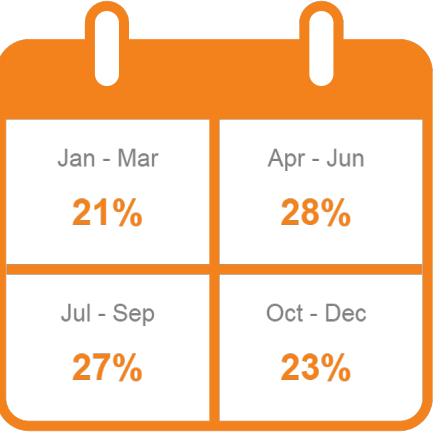
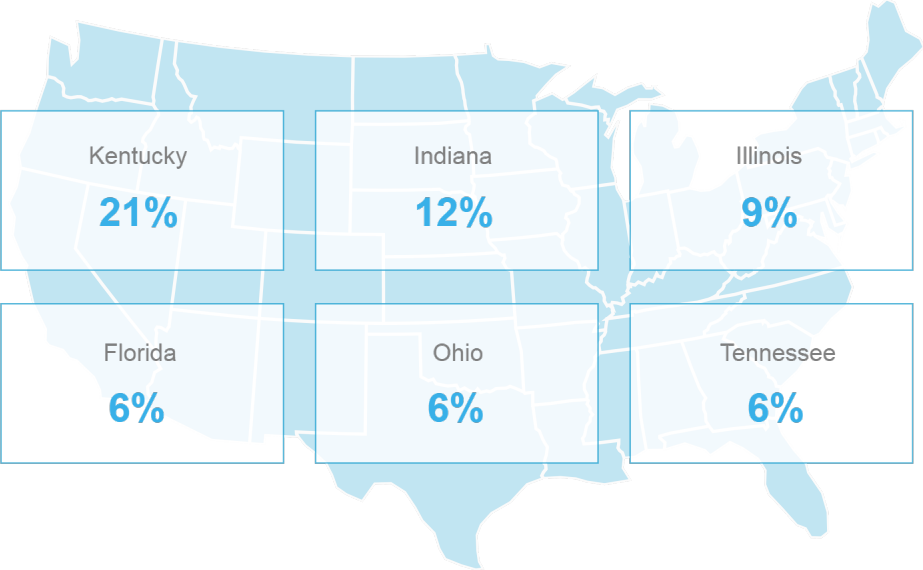
## Main Purpose of Trip



## Main Purpose of Leisure Trip

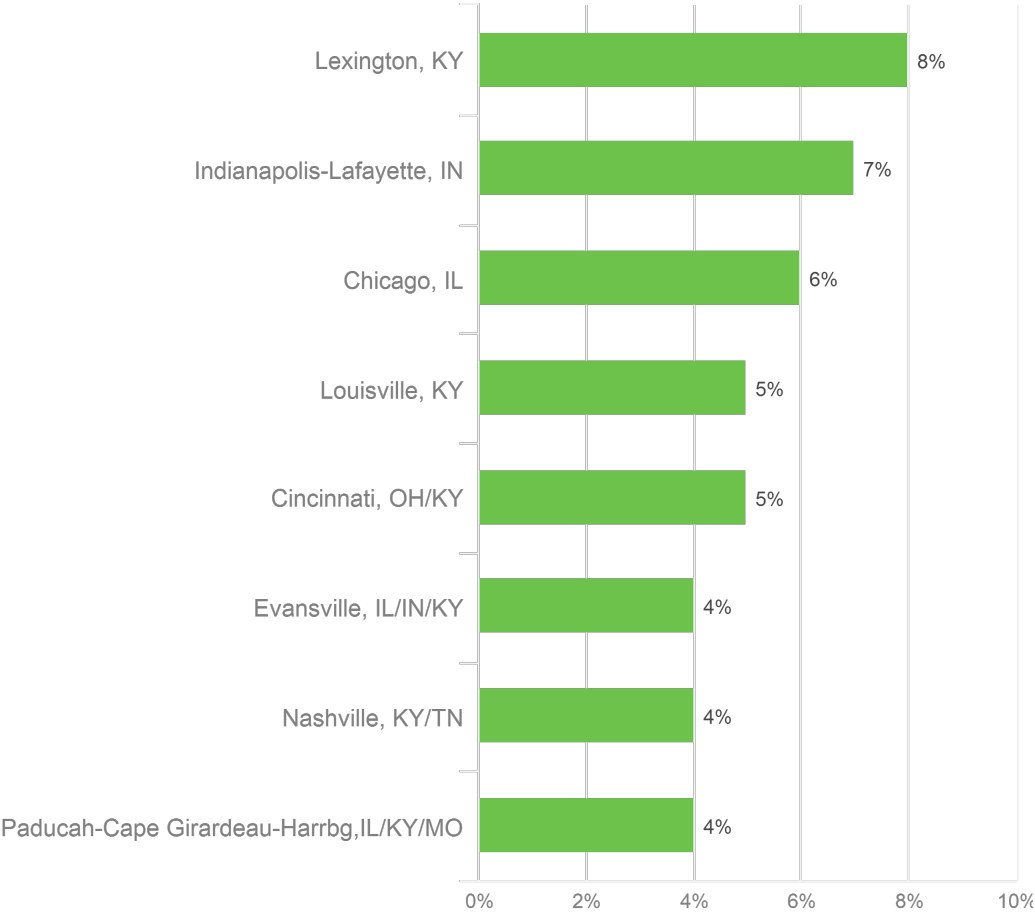


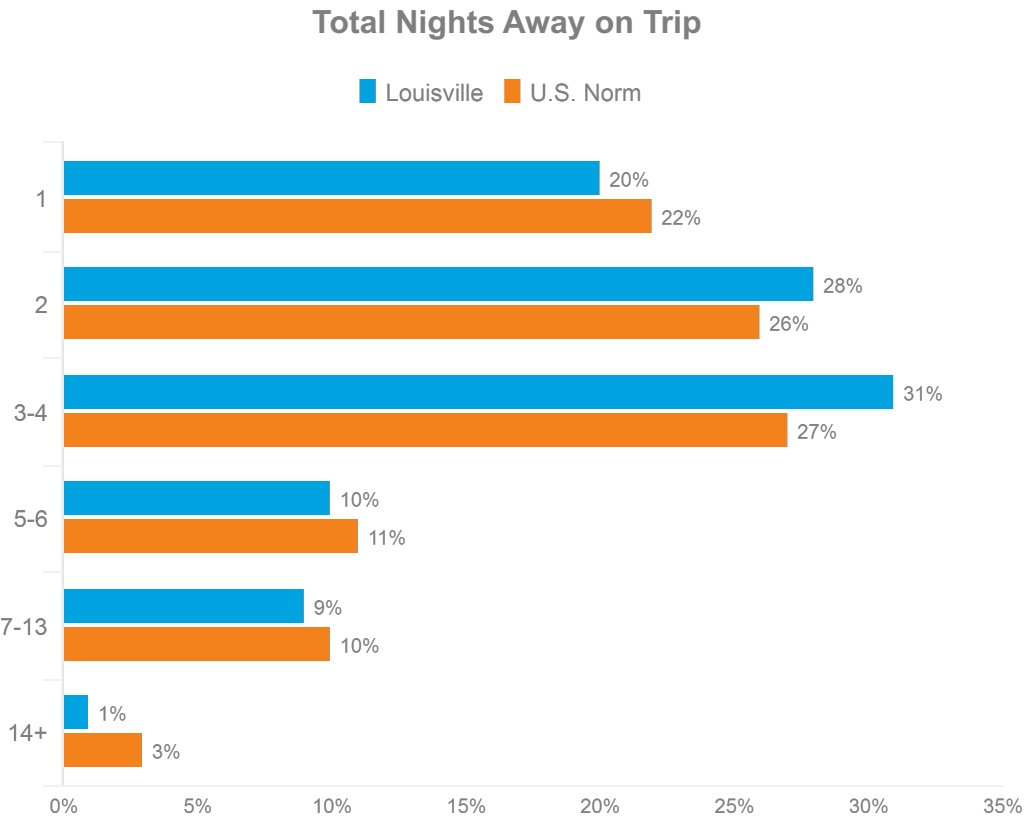
State Origin Of Trip



Season of Trip  
Total Overnight Person-Trips

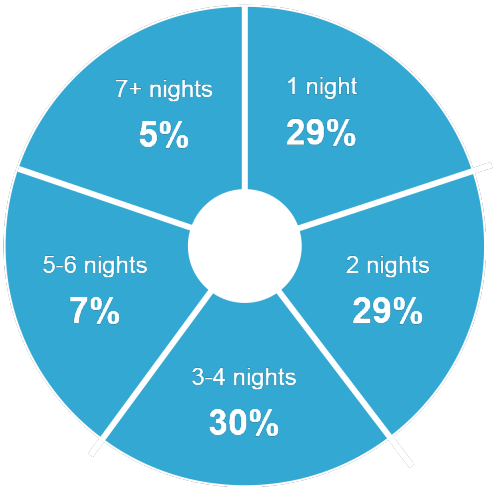
DMA Origin Of Trip





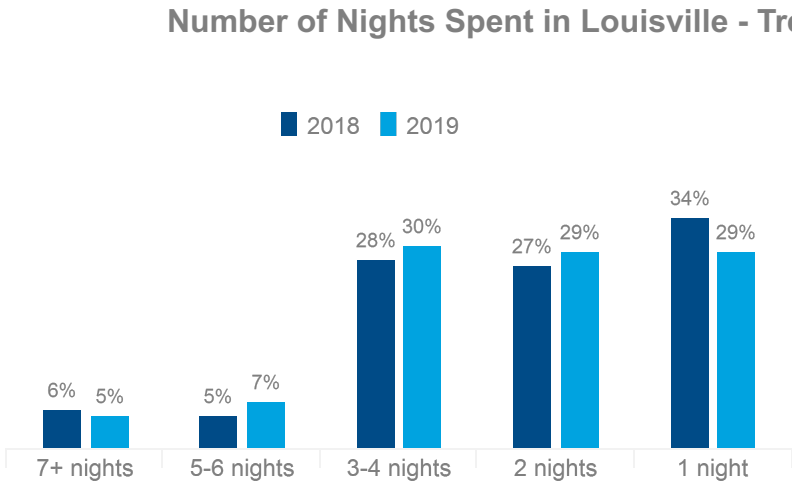
Louisville  
**3.4**  
Average Nights

U.S. Norm  
**3.8**  
Average Nights



### Nights Spent in Louisville

Average number of nights  
**2.6**



Average in 2019  
**2.6**  
Nights

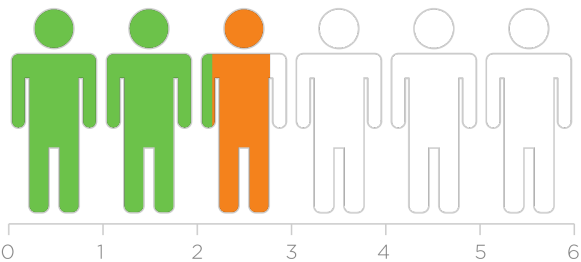
Average last year  
**2.8**  
Nights



## Size of Travel Party

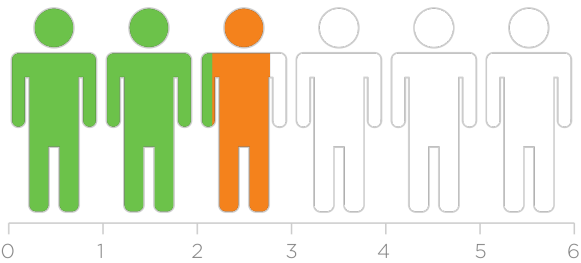
Adults Children

Louisville



Average number of people

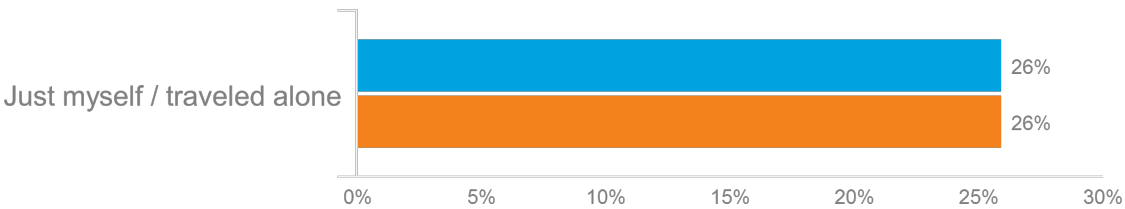
U.S. Norm



Average number of people

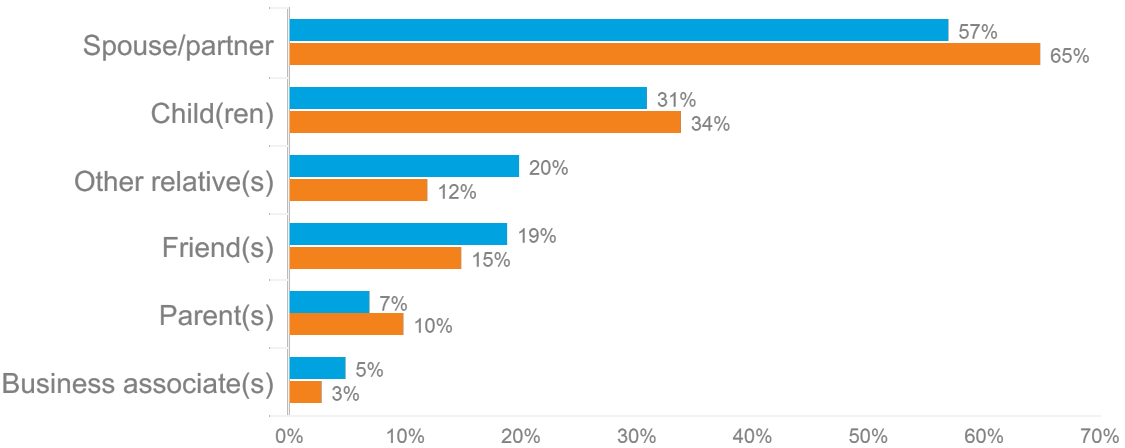
## Percent Who Traveled Alone

Louisville U.S. Norm



## Composition of Immediate Travel Party

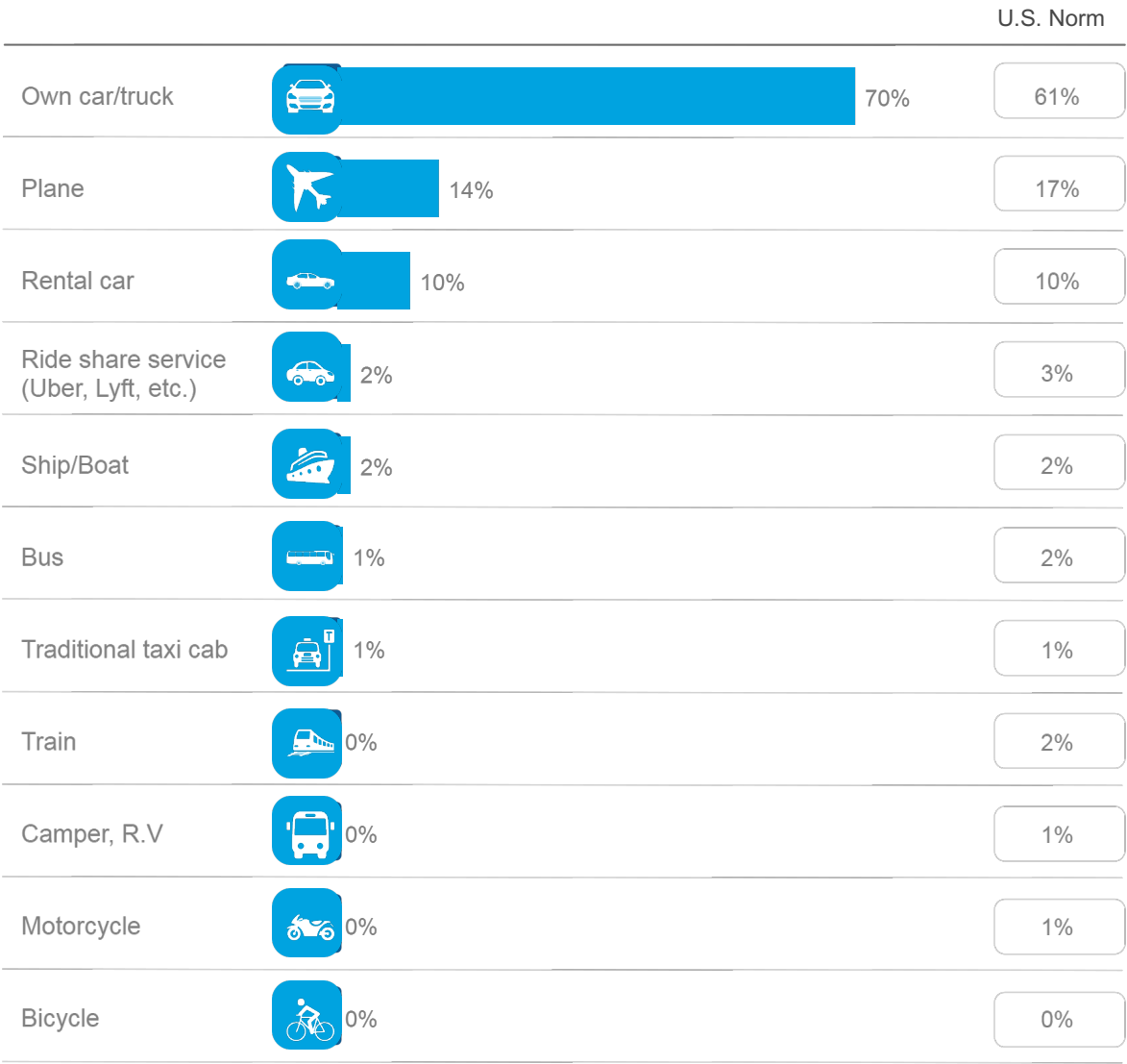
Louisville U.S. Norm



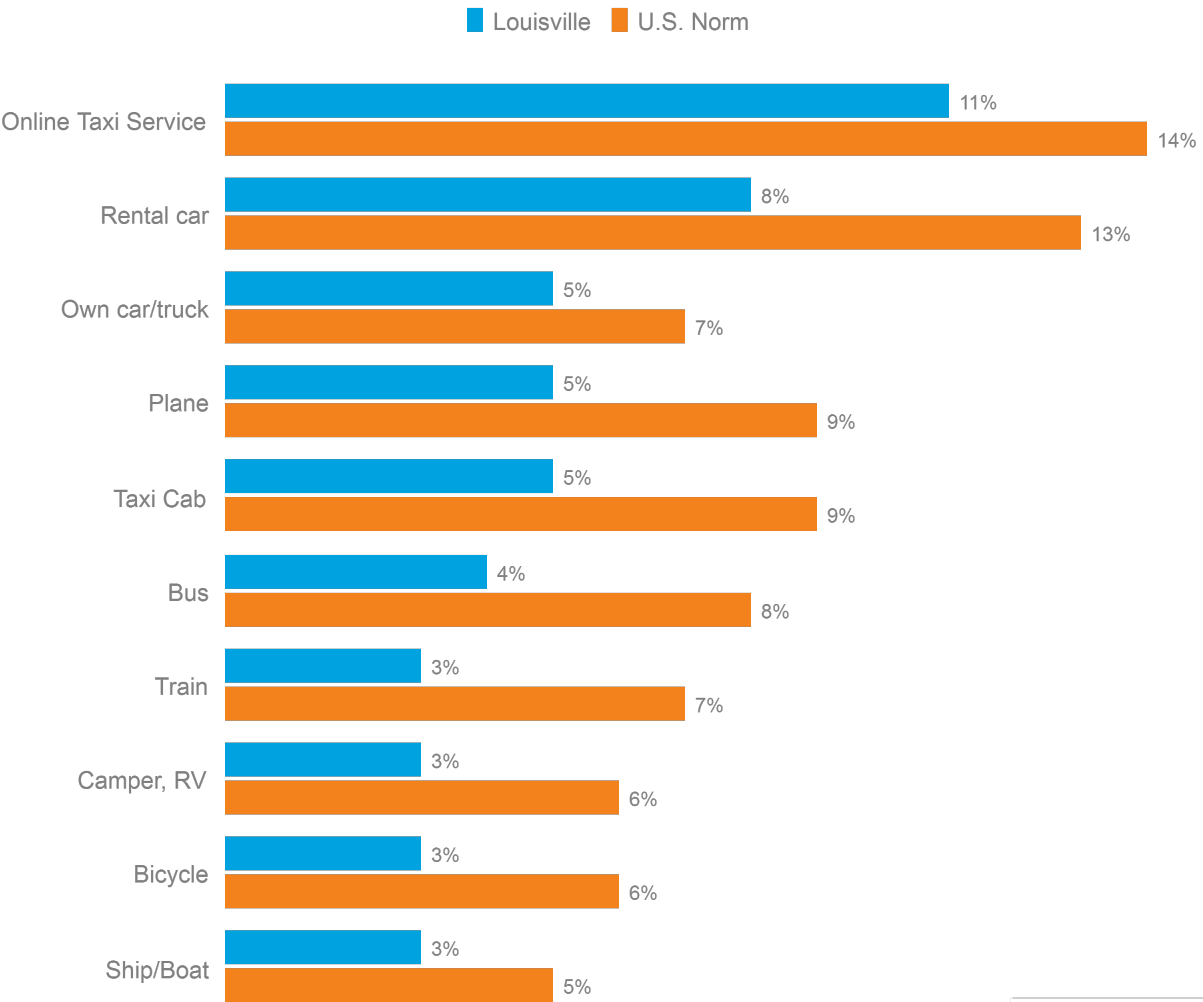
# Louisville's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

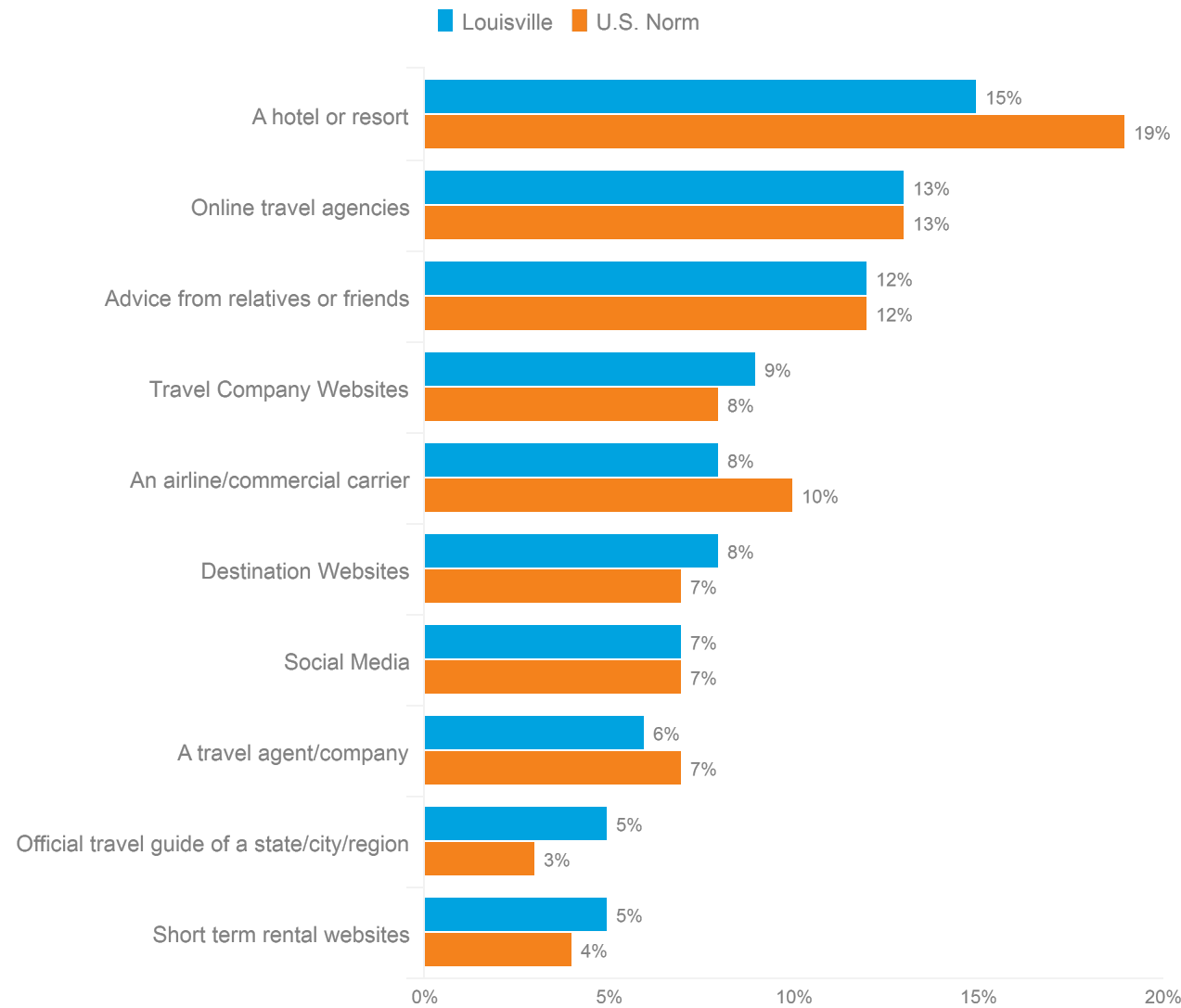
## Primary Method of Transportation



## Other Transportation



Trip Planning Information Sources

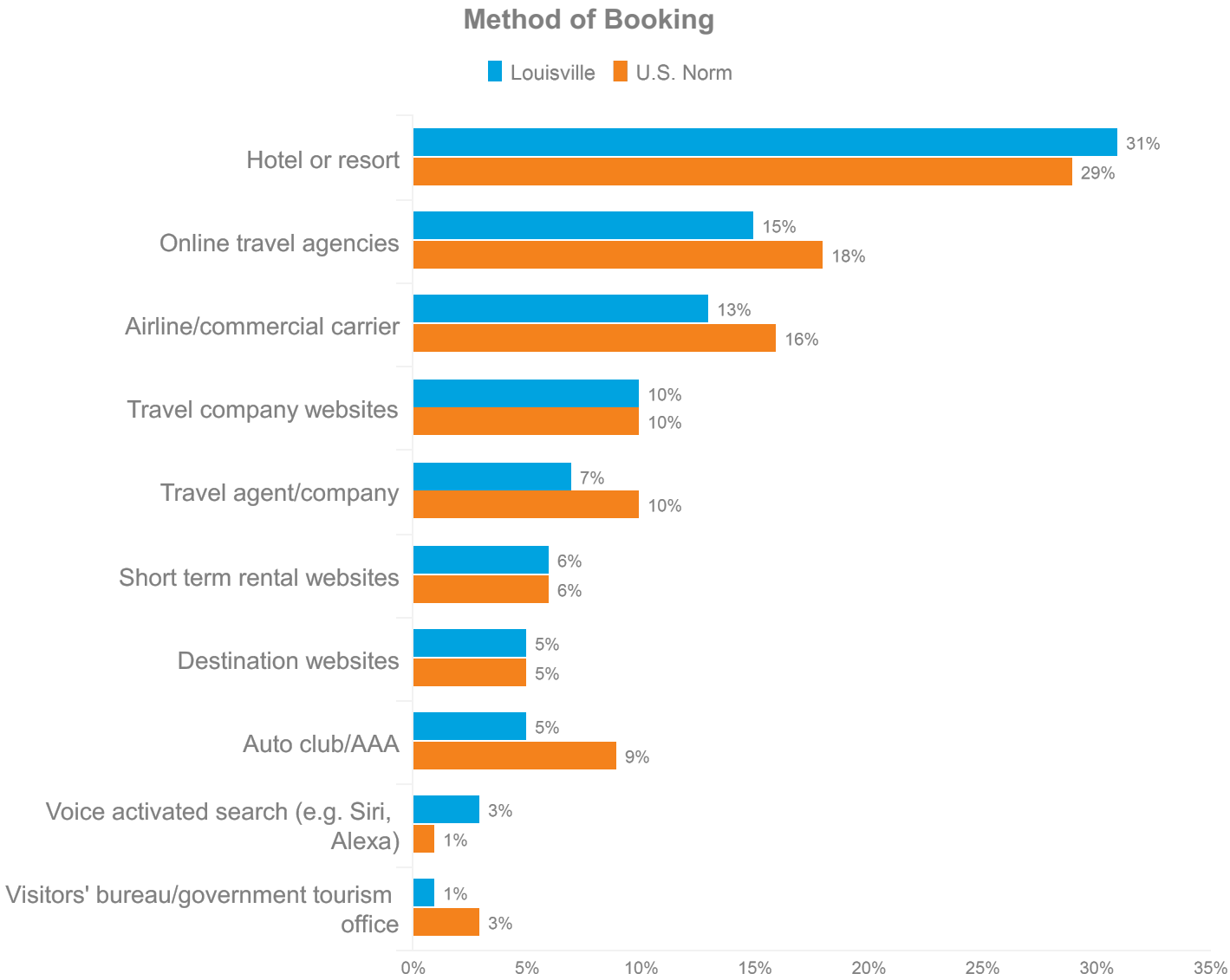


Length of Trip Planning








	Louisville	U.S. Norm
More than 1 year in advance	1%	4%
6-12 months	12%	14%
3-5 months	17%	18%
2 months	21%	17%
1 month or less	37%	33%
Did not plan anything in advance	12%	14%

# Louisville's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips



### Accommodations

	Louisville	U.S. Norm
 Other hotel	34%	22%
 Home of friends or relatives	28%	22%
 Motel	20%	16%
 Resort hotel	7%	23%
 Rented home / condo / apartment	6%	5%
 Other	4%	5%
 Campground / trailer park / RV park	2%	4%



Activities and Experiences (Top 10)

Shopping



28%

U.S. Norm  
29%

Landmark/historic site



20%

U.S. Norm  
12%

Museum



16%

U.S. Norm  
10%

Bar/nightclub



14%

U.S. Norm  
14%

Fine/upscale dining



14%

U.S. Norm  
12%

Brewery



13%

U.S. Norm  
6%

National/state park



9%

U.S. Norm  
9%

Fair/exhibition/festival



8%

U.S. Norm  
4%

Swimming



7%

U.S. Norm  
13%

Business Meeting



7%

U.S. Norm  
5%

Activities of Special Interest (Top 5)

Louisville

Historic places	29%
Cultural activities/Attractions	19%
Exceptional Culinary Experiences	13%
Brewery Tours/Beer Tasting	11%
Winery Tours/Tasting	7%






Activities of Special Interest (Top 5)

U.S. Norm






Historic places	21%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	11%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%

# Louisville's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

		Devices Used for Planning		Devices Used During Trip	
		Louisville	U.S. Norm	Louisville	U.S. Norm
	Used any device	85%	84%	82%	79%
	Laptop	46%	39%	29%	26%
	Desktop/Home computer	35%	38%	0%	0%
	Smartphone	29%	30%	69%	63%
	Tablet	14%	14%	23%	22%

## Online Social Media Use by Travelers

	Louisville	U.S. Norm
 Used any social media	54%	55%
 Shared travel stories/photos/videos on social media	28%	24%
 Read online travel reviews that influenced my travel decisions	27%	22%
 Clicked through on a travel advertisement seen on social media	17%	13%
 Saw a video or photo on social media that inspired me to visit	14%	14%

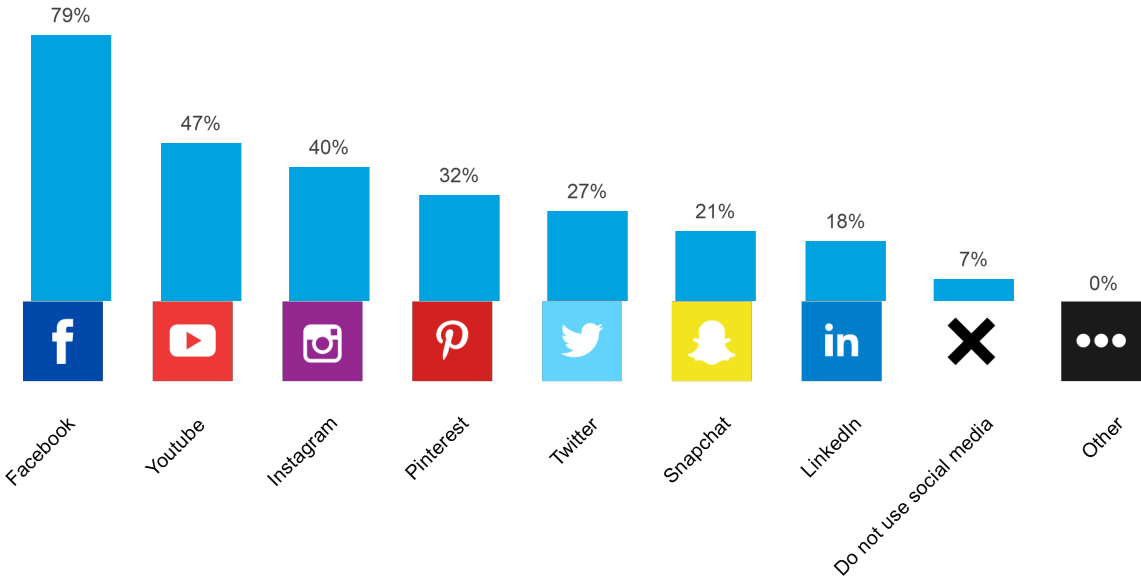


Of those who followed an Influencer



















**77%**

noticed them posting travel-related content

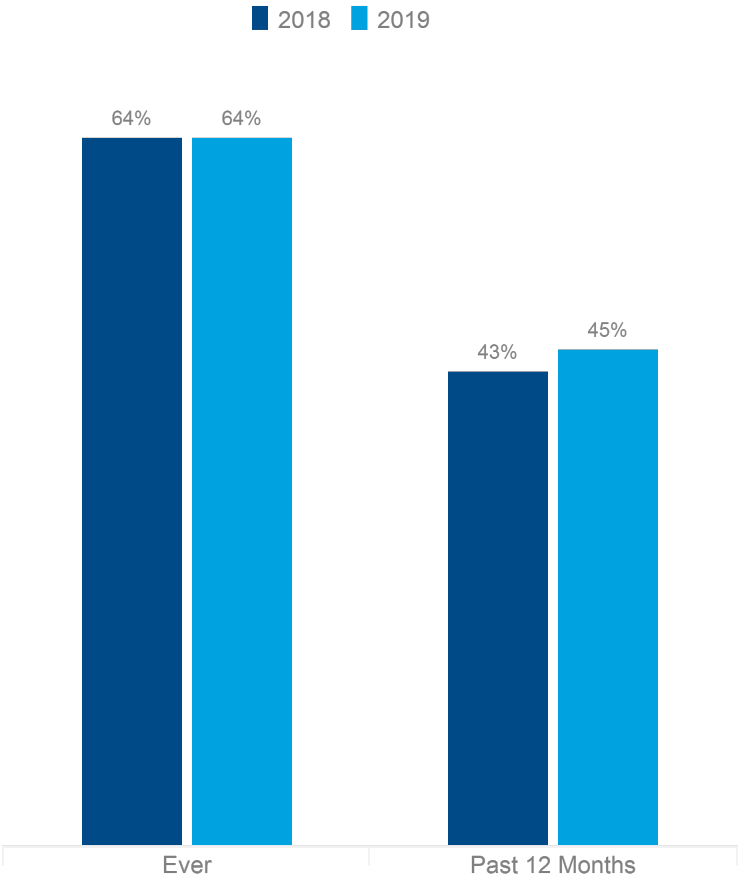
## Social media platforms used in general



% Very Satisfied with Trip

	Overall trip experience		75%
	Friendliness of people		68%
	Quality of accommodations		63%
	Quality of food		62%
	Safety and Security		62%
	Cleanliness		59%
	Value for money		52%
	Sightseeing and attractions		51%
	Music/nightlife/entertainment		37%

Past Visitation to Louisville

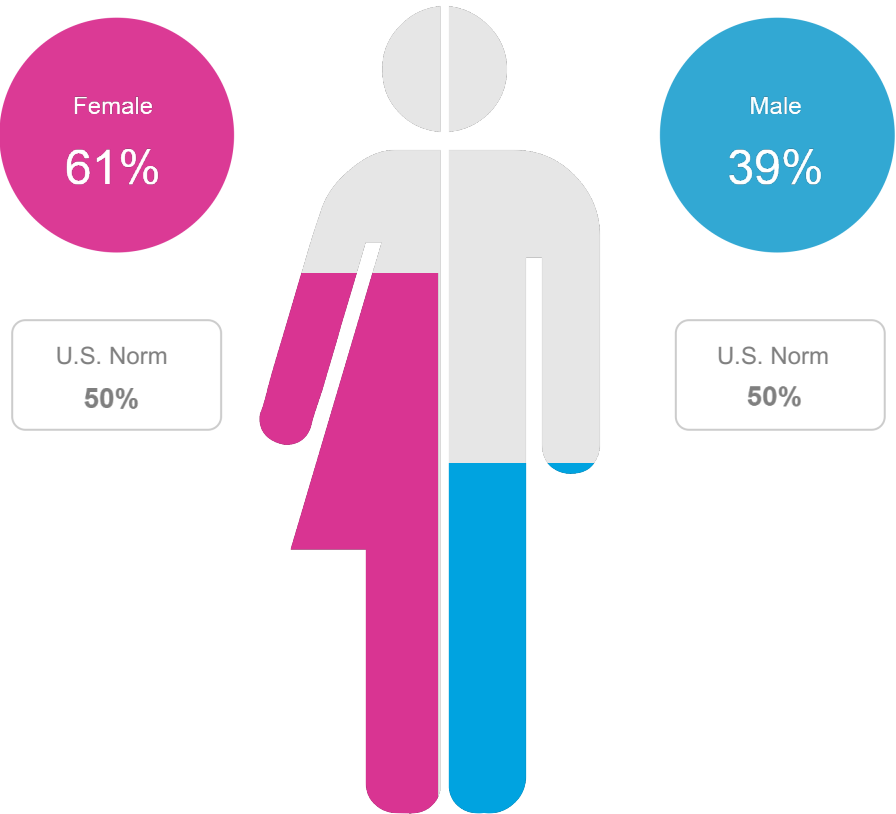




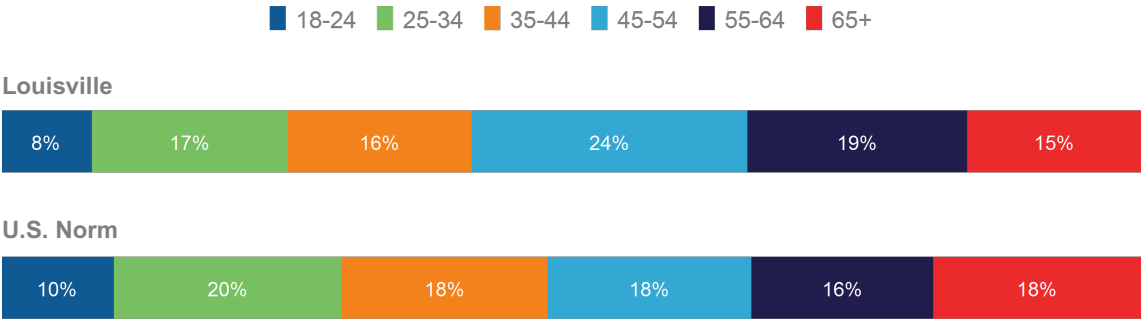
# Demographic Profile of Overnight Louisville Visitors

Base: 2019 Overnight Person-Trips

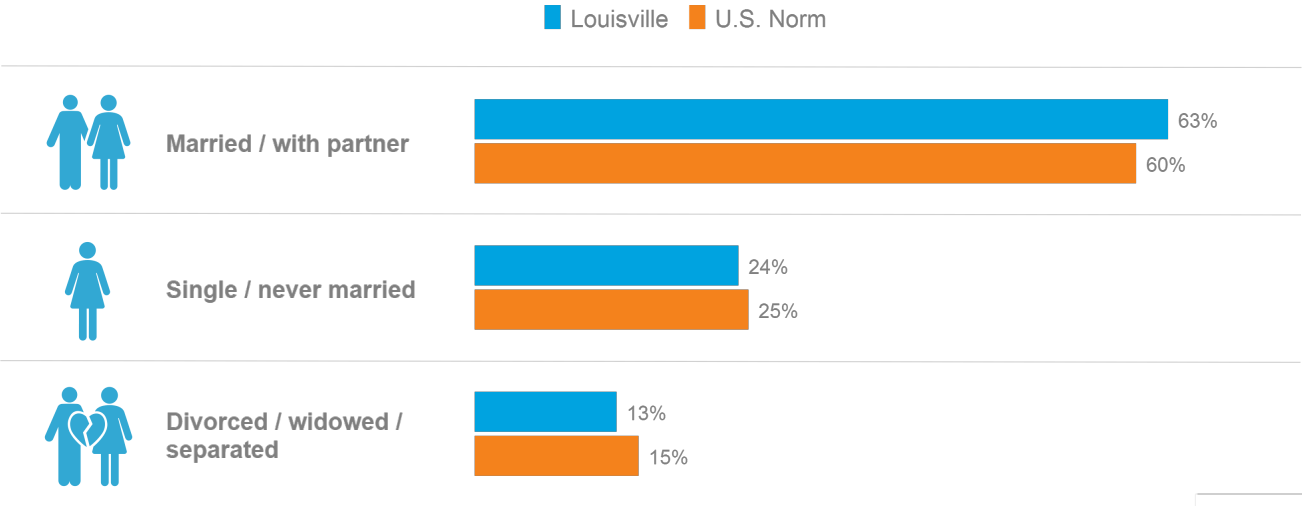
## Gender



## Age



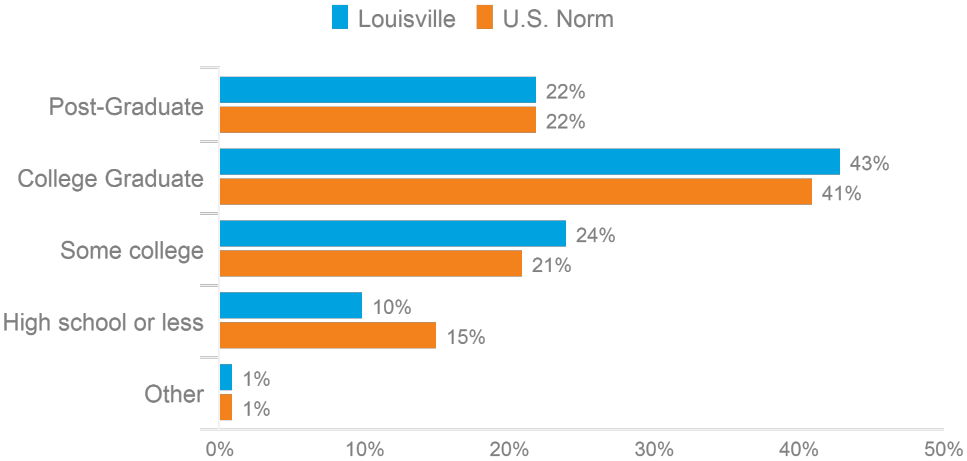
## Marital Status



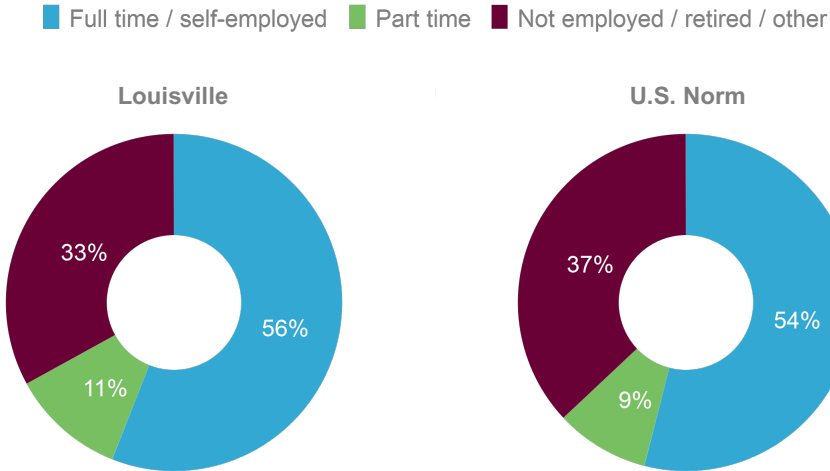
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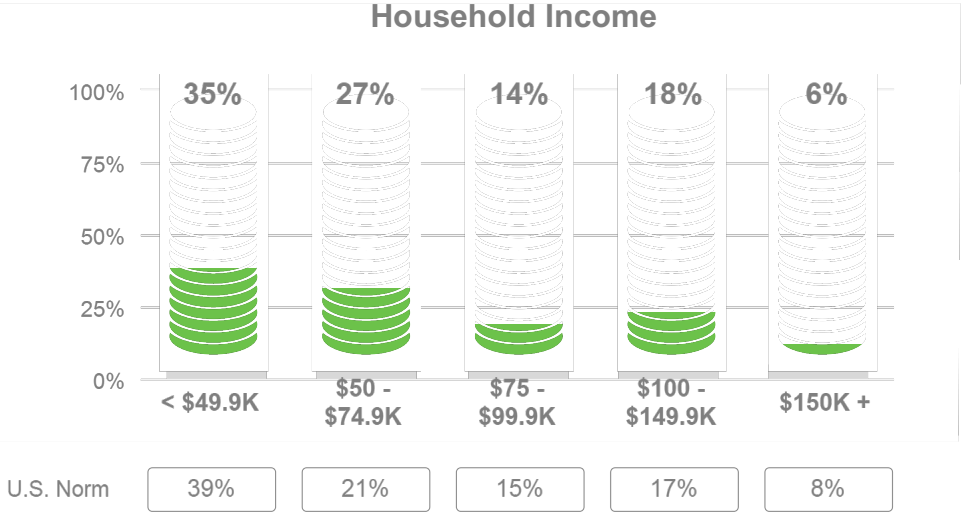
## Education



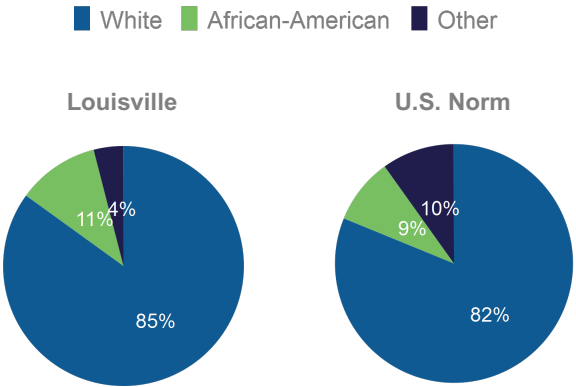
## Employment



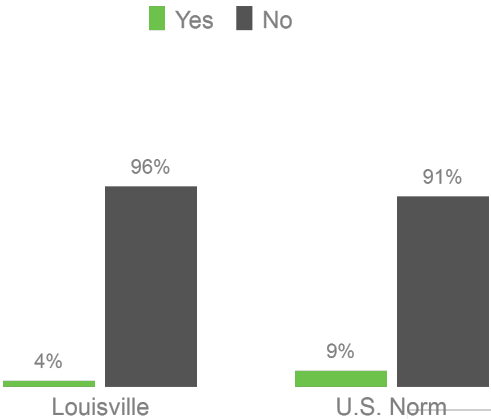
## Household Income



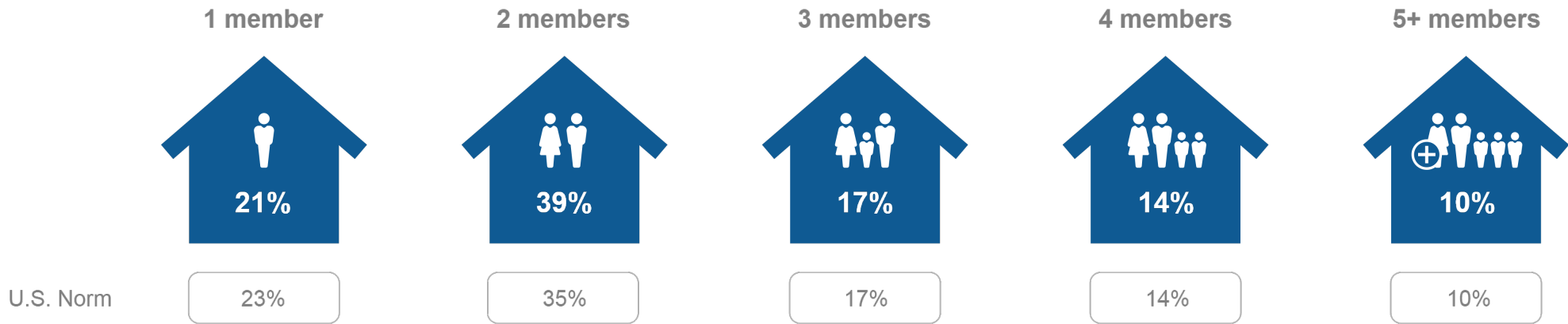
## Race



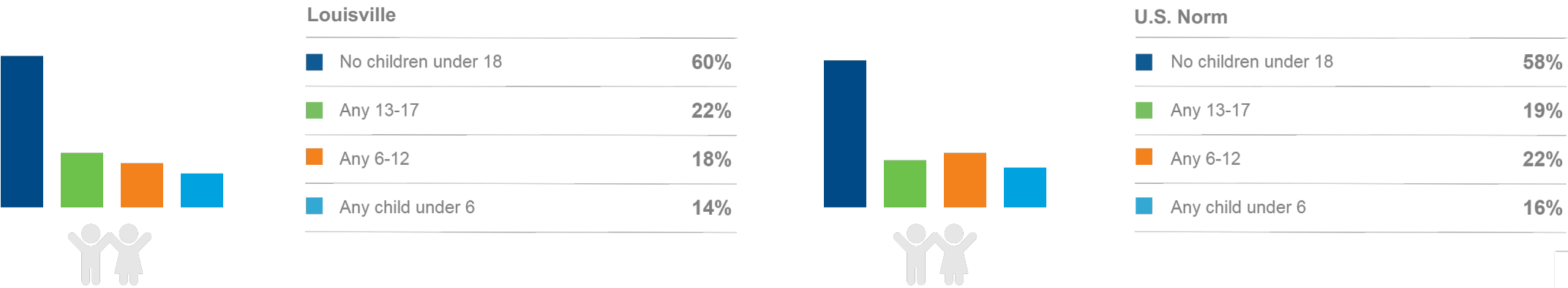
## Hispanic Background



## Household Size



## Children in Household





# Travel USA Visitor Profile

Day Visitation



2019



## Introduction

- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- 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.
- A day trip in Travel USA® is defined as any journey for business or pleasure outside of a respondent's community not part of their normal routine that does not include an overnight stay.
- The visitor profile data drawn directly from the survey is a combination of 2018 and 2019 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes, expenditures, and seasonality of trip represent 2019 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, STR reporting, and UberMedia findings.

## 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:

Selected to be representative of the U.S. adult population

For Louisville, the following sample was achieved in 2018 and 2019:

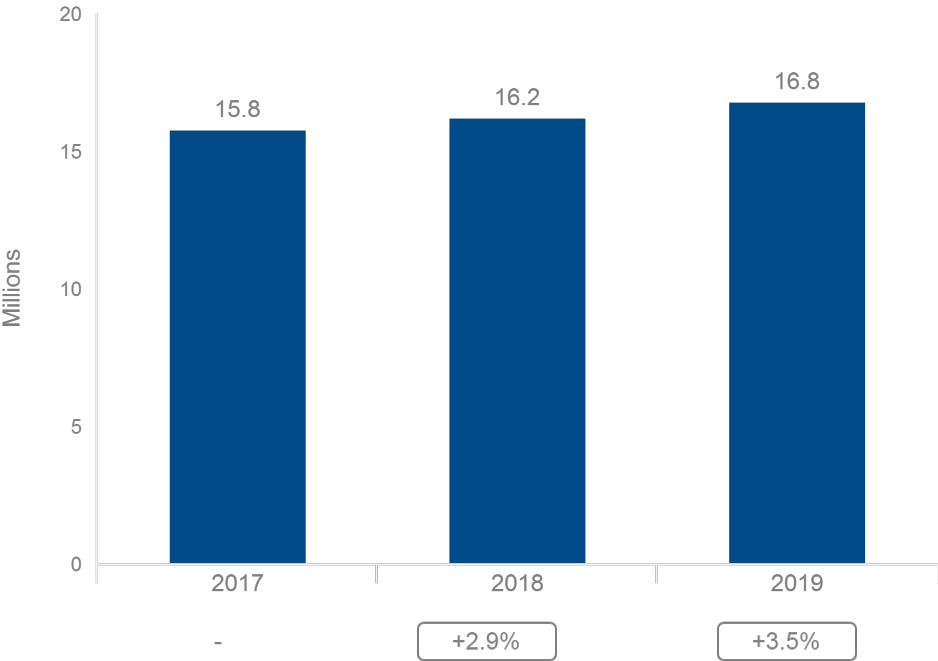


Day Base Size

552

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

Day Trips to Louisville



Total Size of Louisville Day Domestic Travel Market

Total Person-Trips  
**26.2 Million**  
+3.3% vs. last year

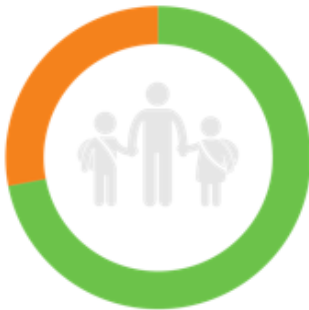


Day  
64% 16.8 Million

Overnight  
36% 9.4 Million

Size of Louisville Day Travel Market - Adults vs. Children

Total Day Person-Trips  
**16.8 Million**

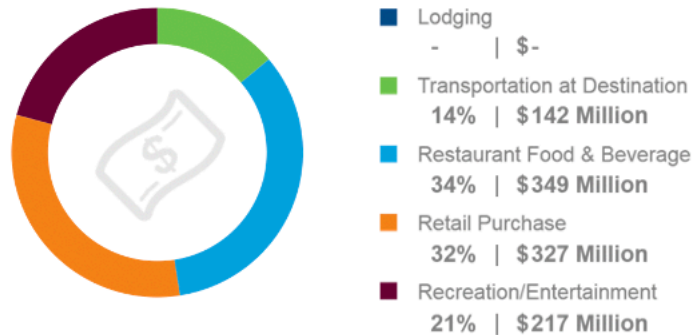


Adults  
72% | 12.1 Million

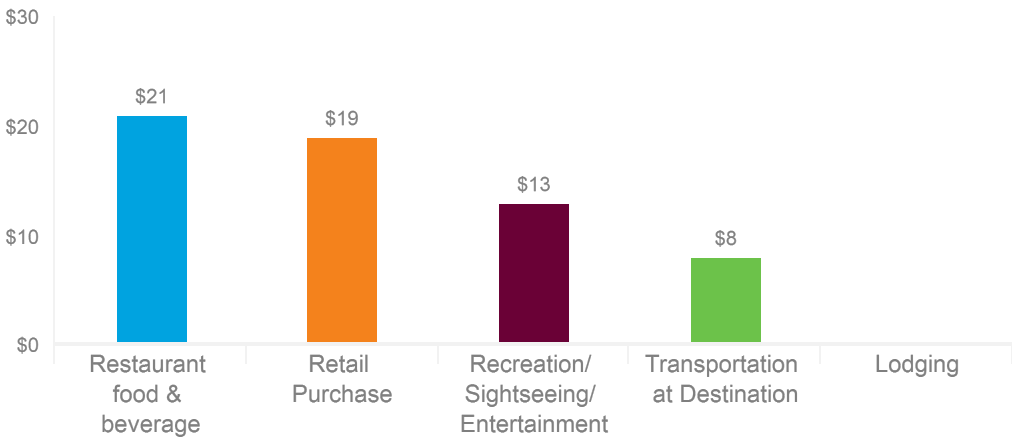
Children  
28% | 4.7 Million

## Domestic Day Expenditures - by Sector

Total Spending  
**\$1.035 Billion**  
+5.6% vs. last year



## Average Per Person Expenditures on Domestic Day Trips - by Sector



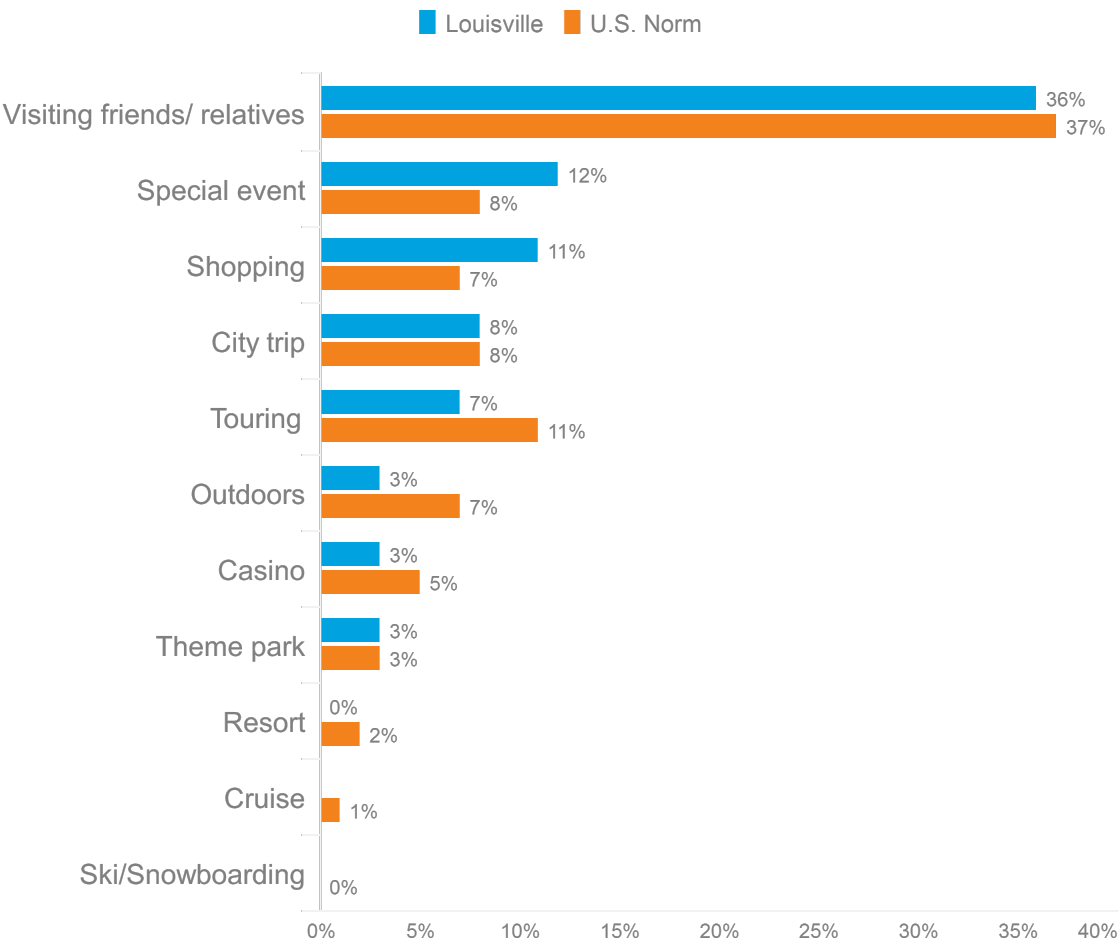
## Average Per Party Expenditures on Domestic Day Trips - by Sector



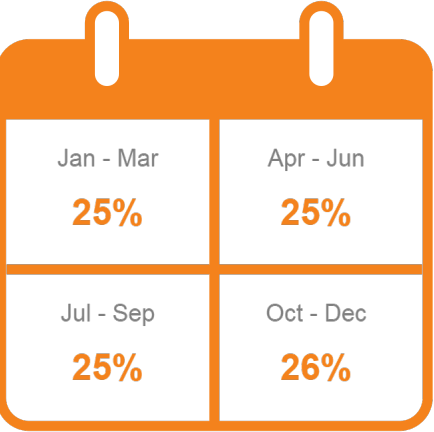
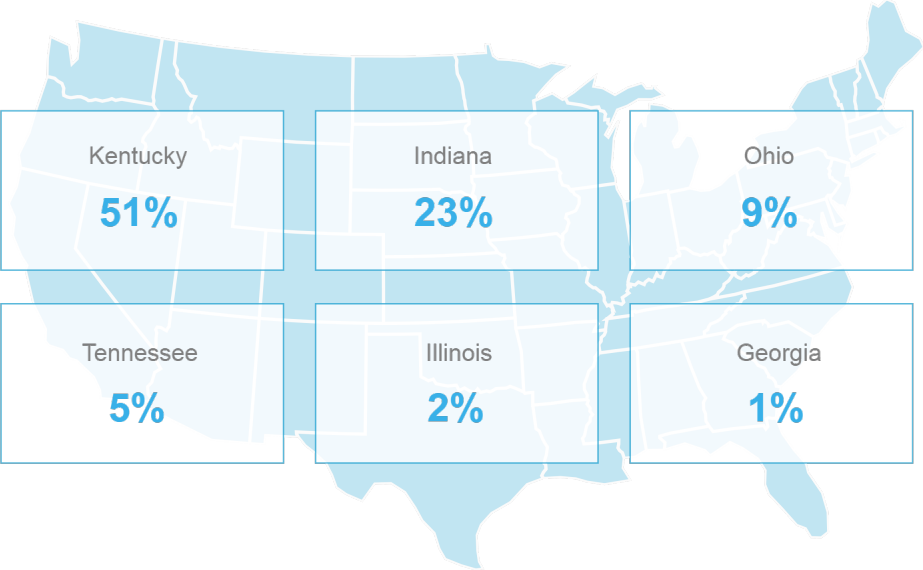
Main Purpose of Trip



Main Purpose of Leisure Trip

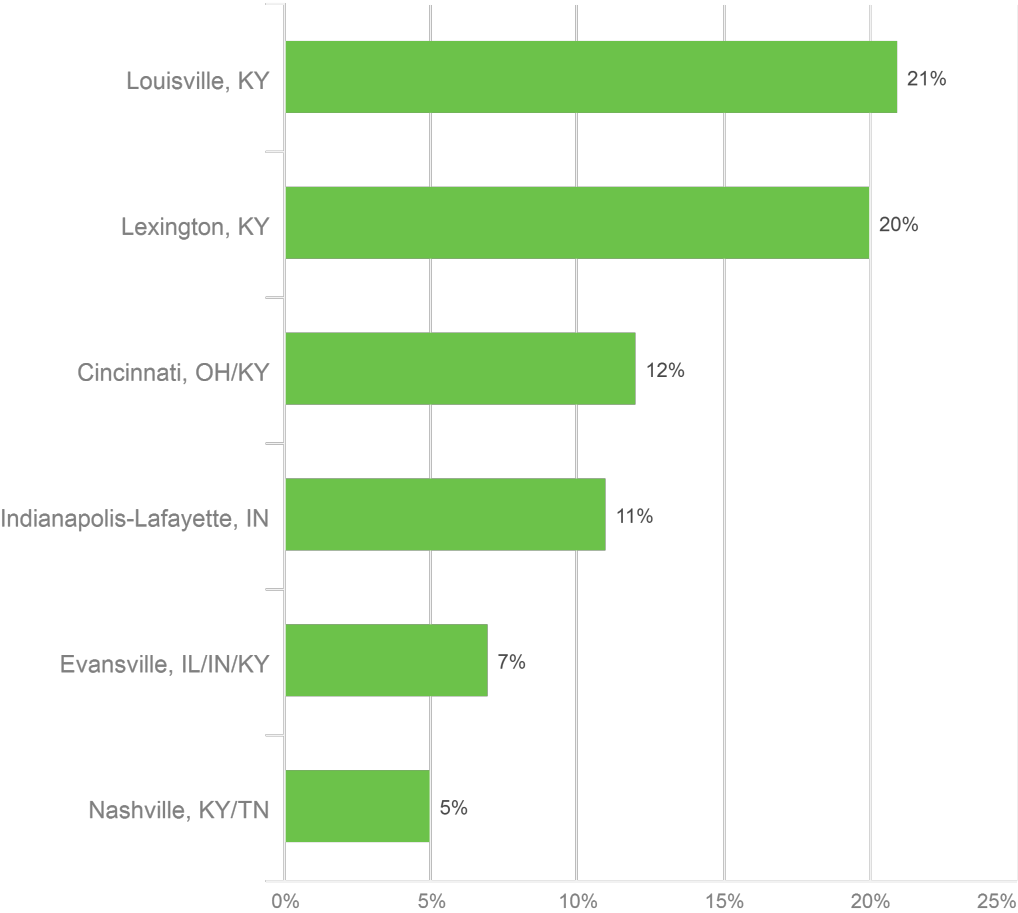


State Origin Of Trip



Season of Trip  
Total Day Person-Trips  
Data is for 2019 only

DMA Origin Of Trip

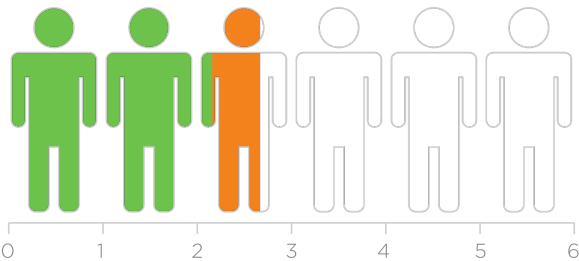




## Size of Travel Party

Adults Children

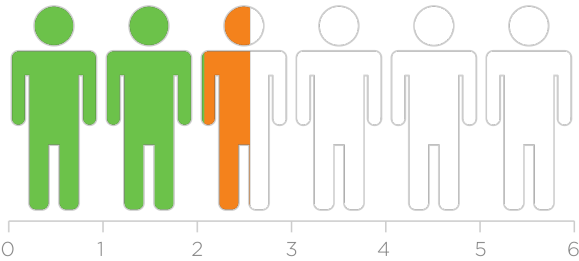
Louisville



Average number of people

Total  
**2.7**

U.S. Norm

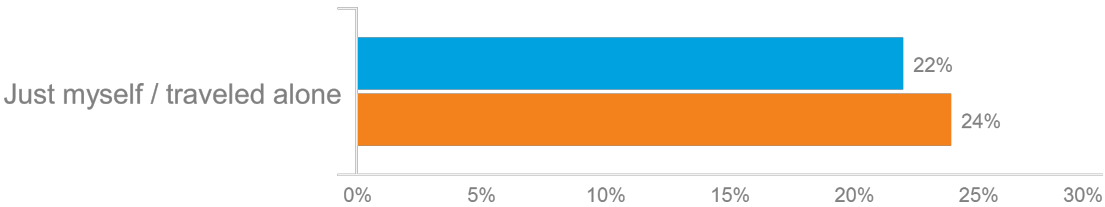


Average number of people

Total  
**2.6**

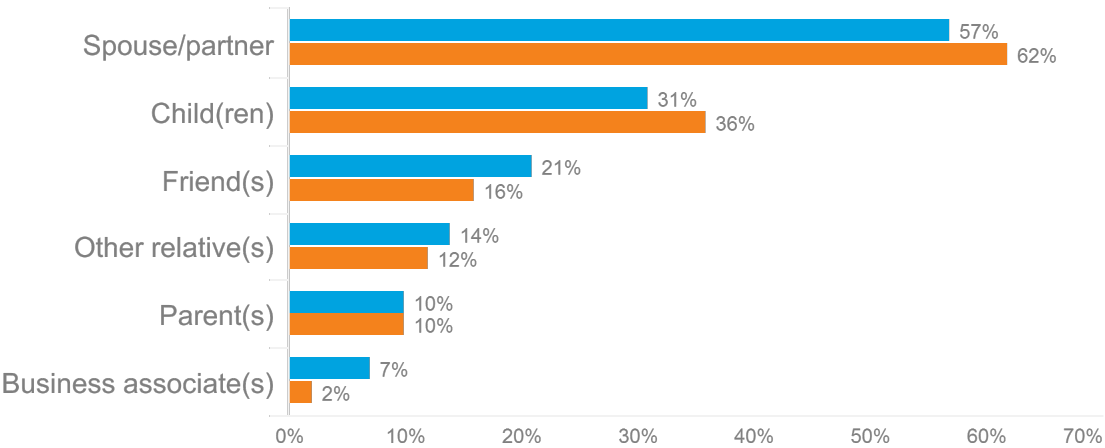
## Percent Who Traveled Alone

Louisville U.S. Norm



## Composition of Immediate Travel Party

Louisville U.S. Norm



Activities and Experiences (Top 10)

Shopping



31%

U.S. Norm  
24%

Museum



8%

U.S. Norm  
7%

Landmark/historic site



8%

U.S. Norm  
7%

Bar/nightclub



7%

U.S. Norm  
5%

Brewery



7%

U.S. Norm  
3%

Zoo



7%

U.S. Norm  
4%

Fine/upscale dining



6%

U.S. Norm  
6%

Casino



6%

U.S. Norm  
7%

National/state park



6%

U.S. Norm  
6%

Fair/exhibition/festival



5%

U.S. Norm  
4%

Activities of Special Interest (Top 5)

Louisville



Historic places	17%
Cultural activities/Attractions	14%
Brewery Tours/Beer Tasting	11%
Exceptional Culinary Experiences	8%
Winery Tours/Tasting	6%

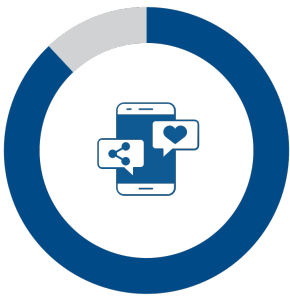
Activities of Special Interest (Top 5)

U.S. Norm

Historic places	17%
Cultural activities/Attractions	13%
Exceptional Culinary Experiences	7%
Brewery Tours/Beer Tasting	5%
Winery Tours/Tasting	5%

Online Social Media Use by Travelers

	Louisville	U.S. Norm
 Used any social media	58%	57%
 Shared travel stories/photos/videos on social media	29%	24%
 Read online travel reviews that influenced my travel decisions	28%	23%
 Saw a video or photo on social media that inspired me to visit	23%	16%
 Clicked through on a travel advertisement seen on social media	20%	15%

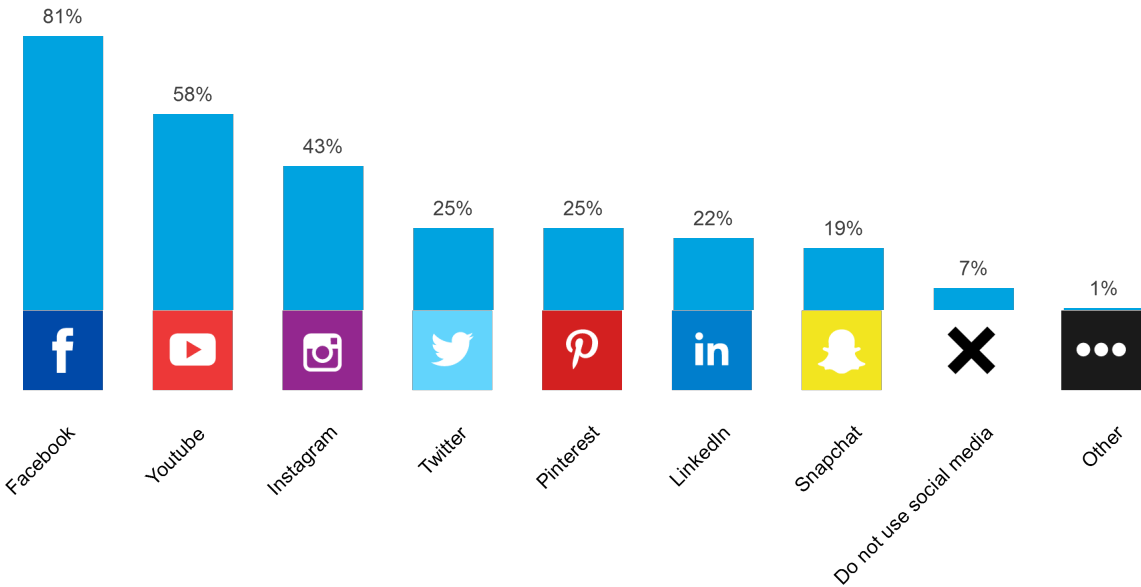


Of those who followed an Influencer

88%

noticed them posting travel-related content

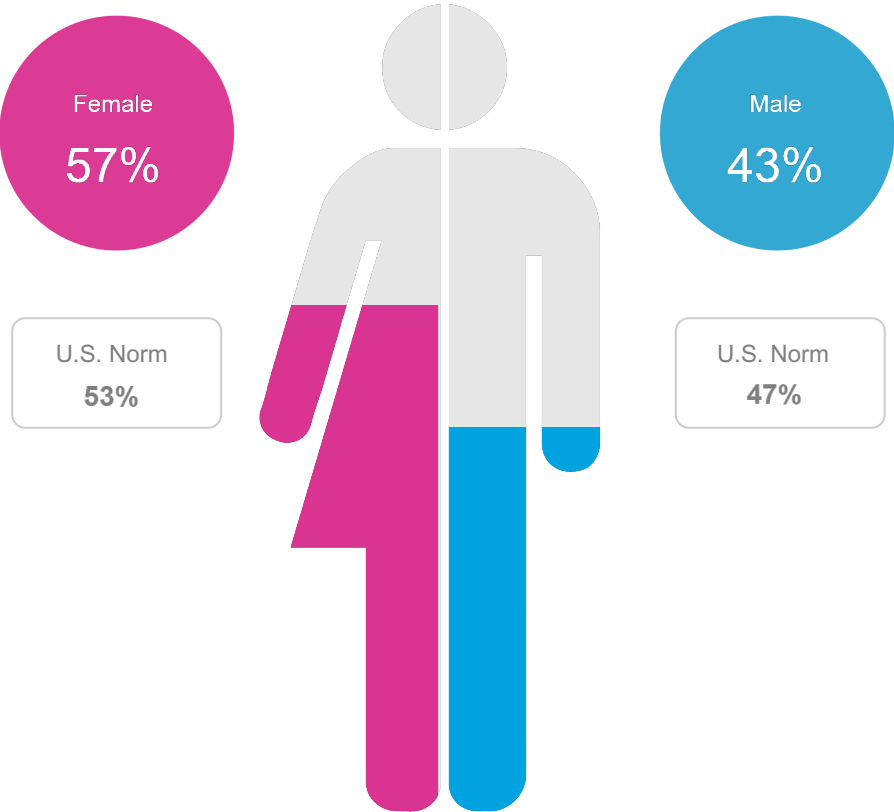
Social media platforms used in general



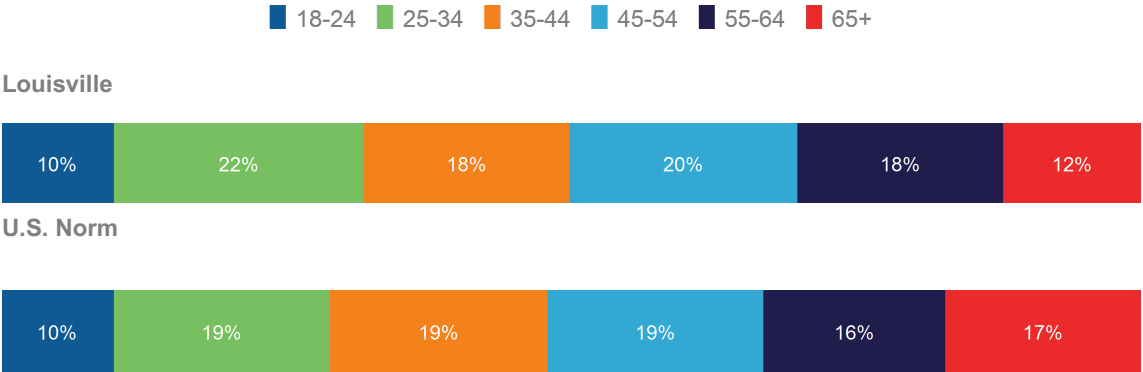
# Demographic Profile of Day Louisville Visitors

Base: 2018/2019 Day Person-Trips

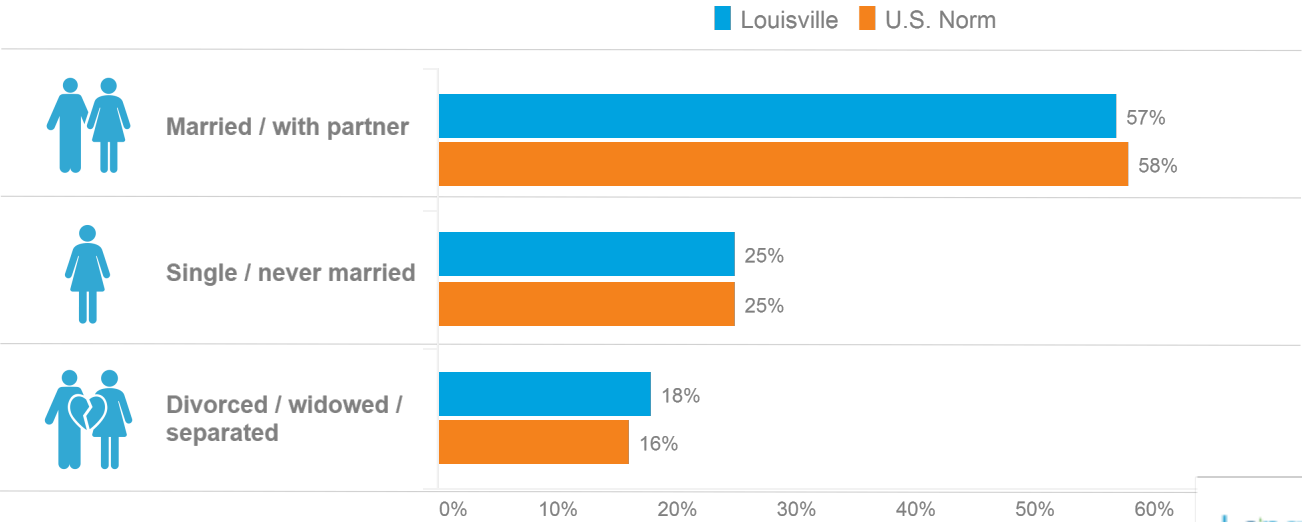
## Gender



## Age



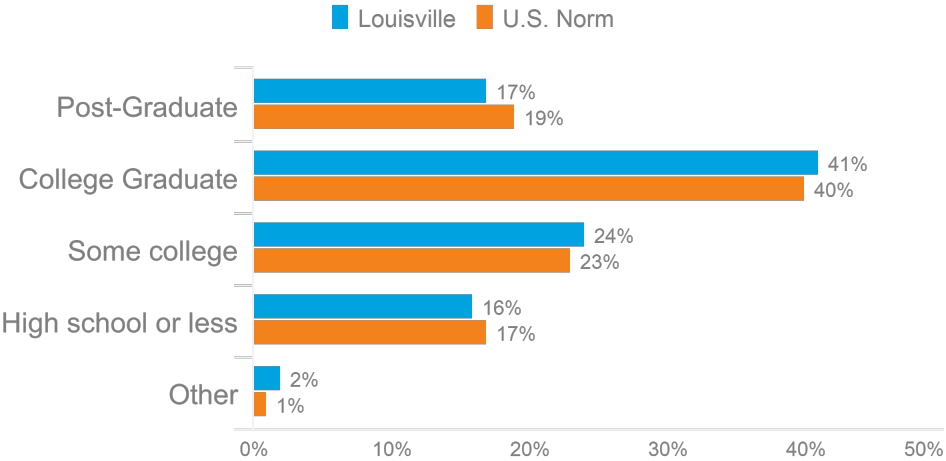
## Marital Status



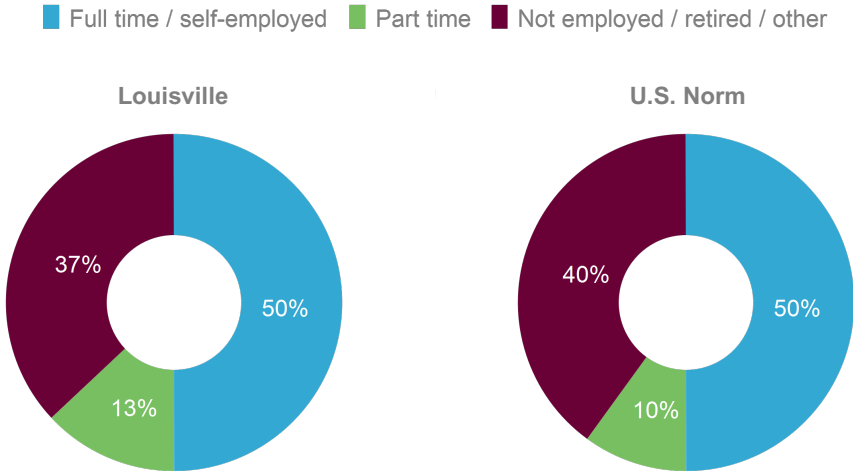
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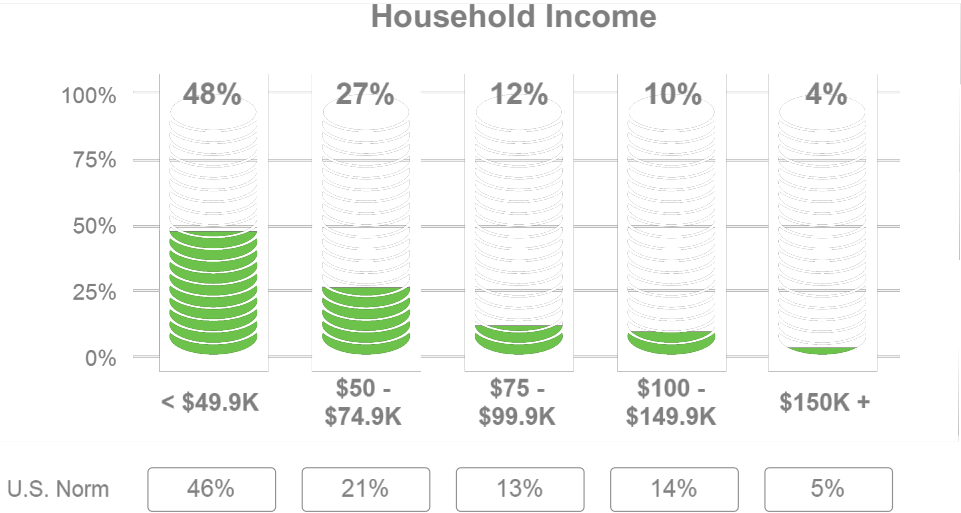
## Education



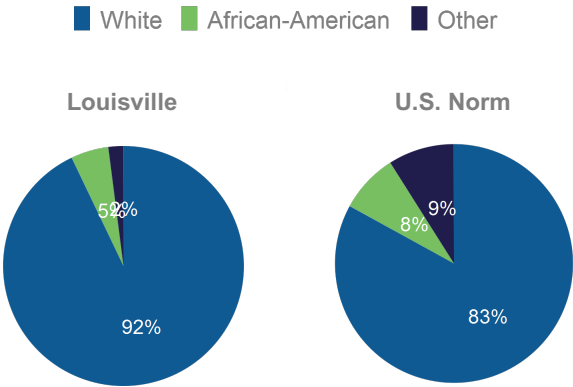
## Employment



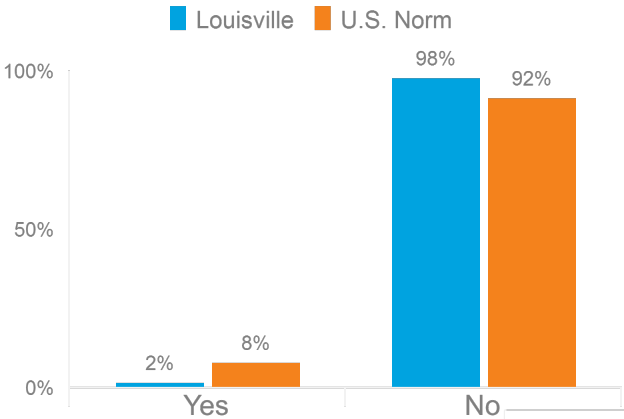
## Household Income



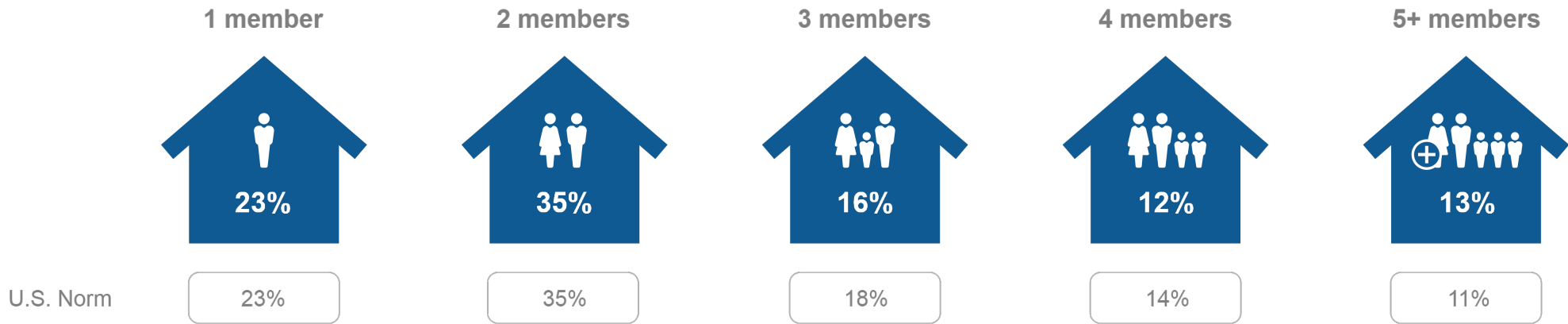
## Race



## Hispanic Background



## Household Size



## Children in Household

