



Travel USA Visitor Profile



2019



Travel USA Visitor Profile

Overnight Visitation

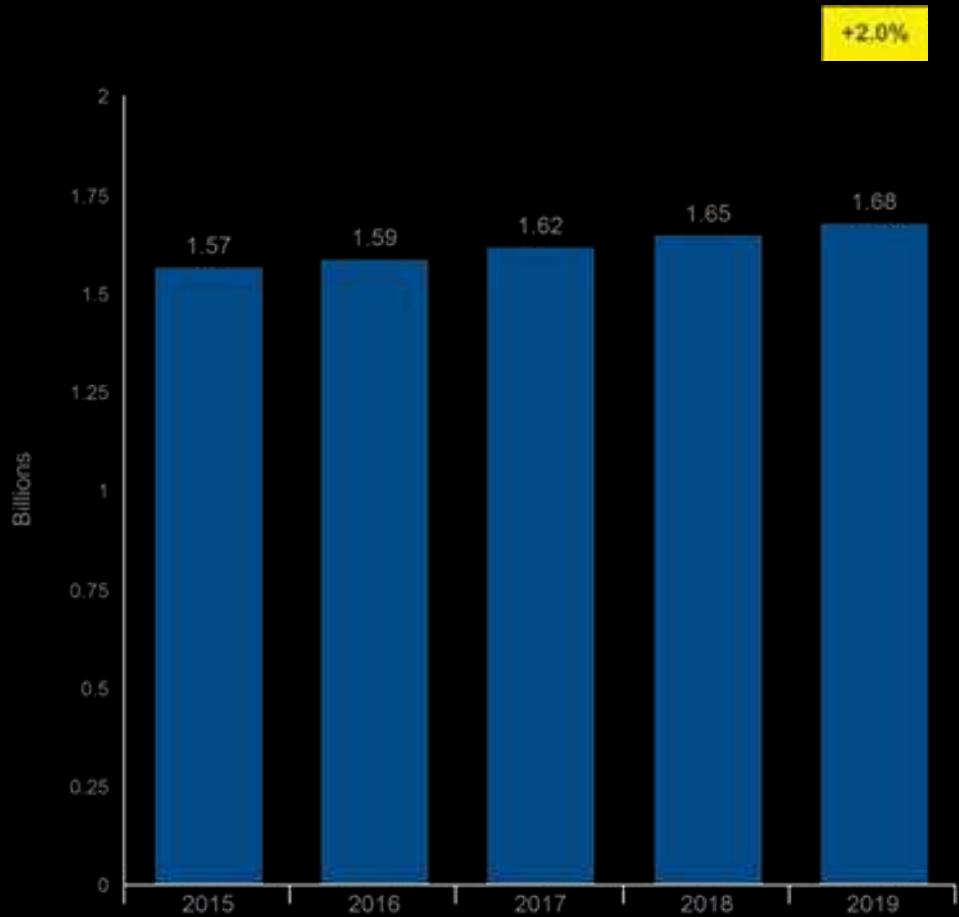


2019



381

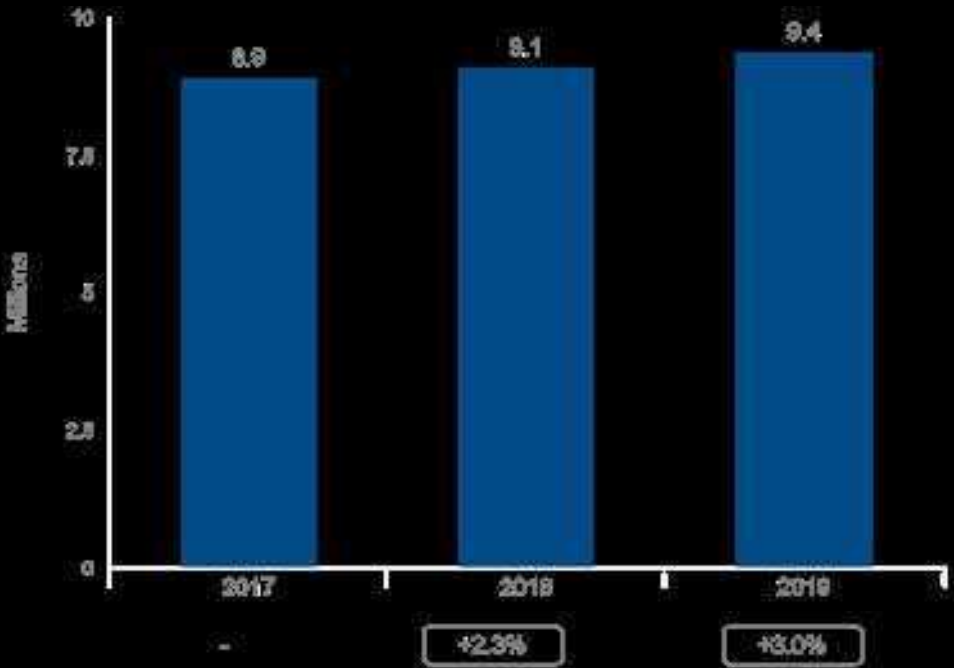
Total Size of U.S. Overnight Travel Market



2019 Overnight Trips



Overnight Trips to Louisville



Total Size of Louisville 2019 Domestic Travel Market

Total Person-Trips
26.2 Million



- 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

Louisville's Overnight Trip Expenditures

Base: 2019 Overnight Person-Trips

Domestic Overnight Expenditures - by Sector

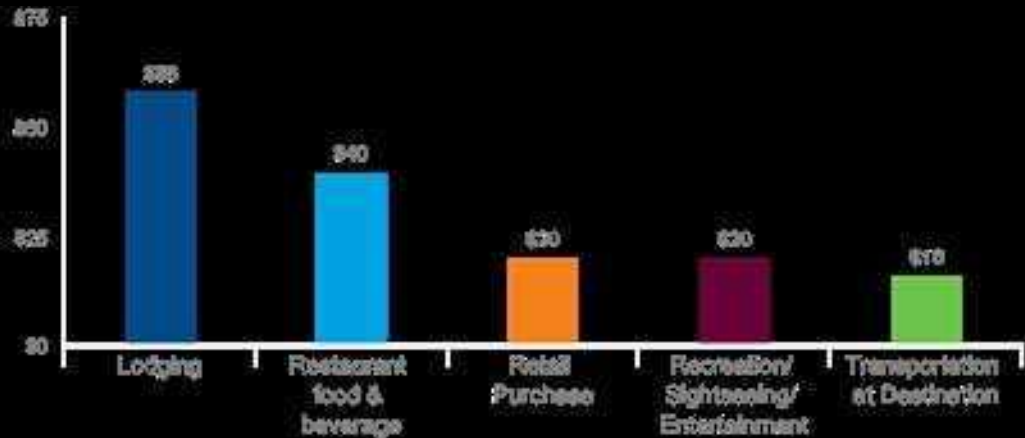
Total Spending

\$1.457 Billion

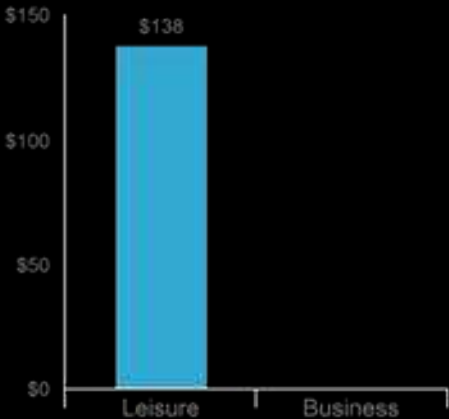


L	39%	\$540 Million
T	11%	\$154 Million
R	20%	\$279 Million
P	13%	\$190 Million
E	13%	\$185 Million

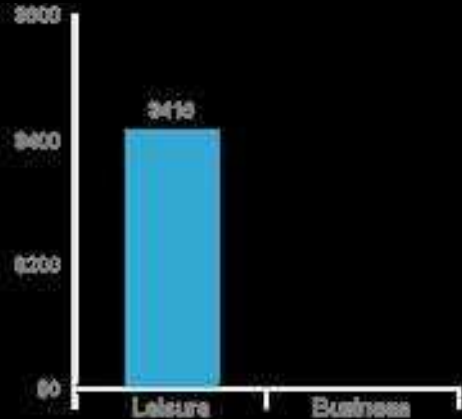
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



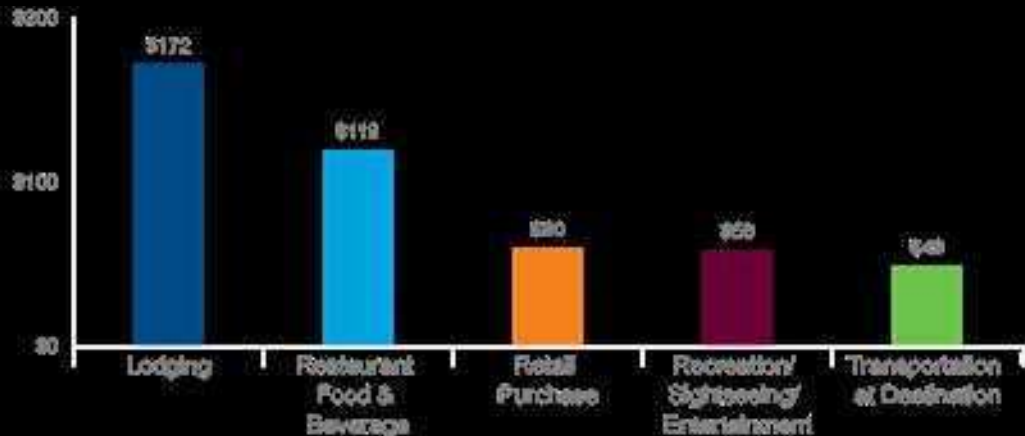
Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose



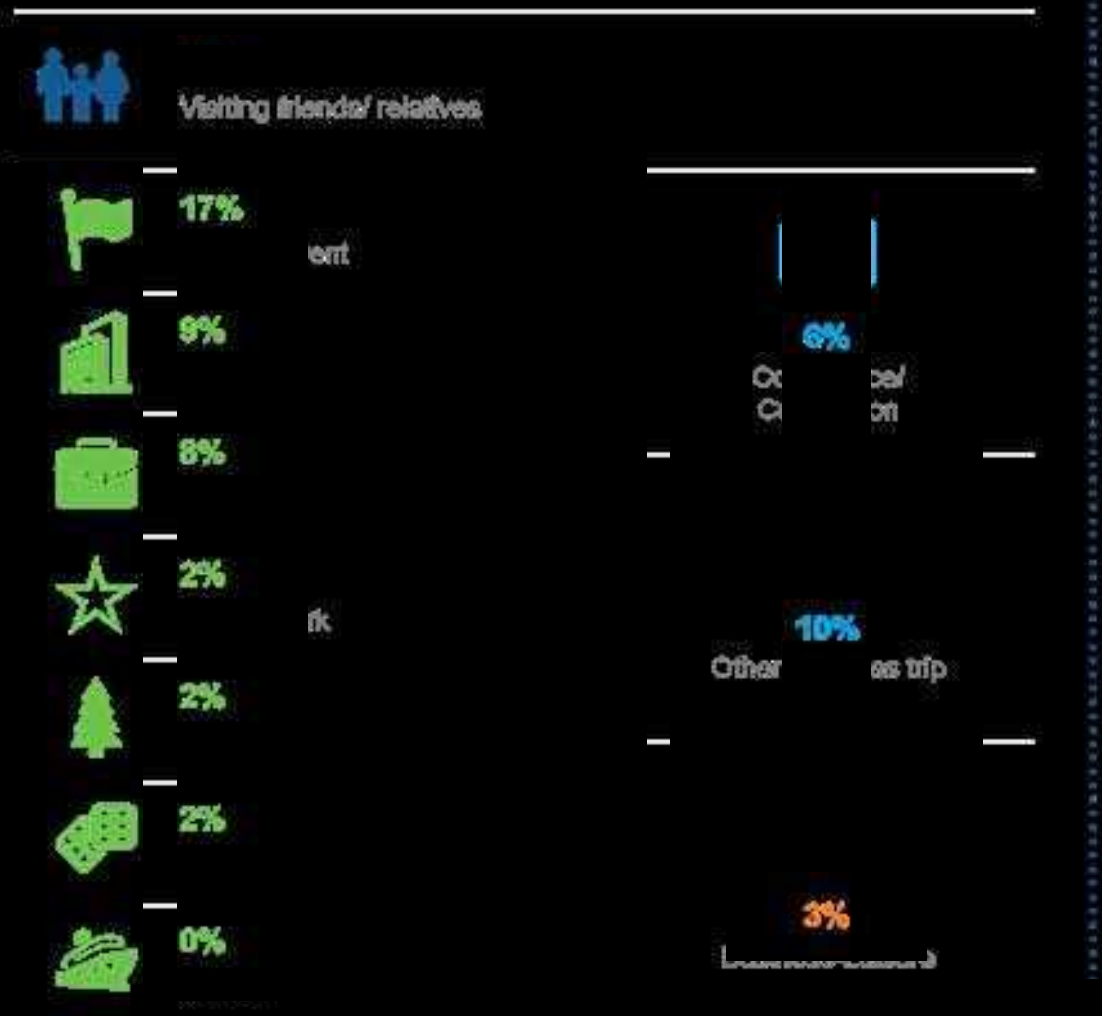
Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose



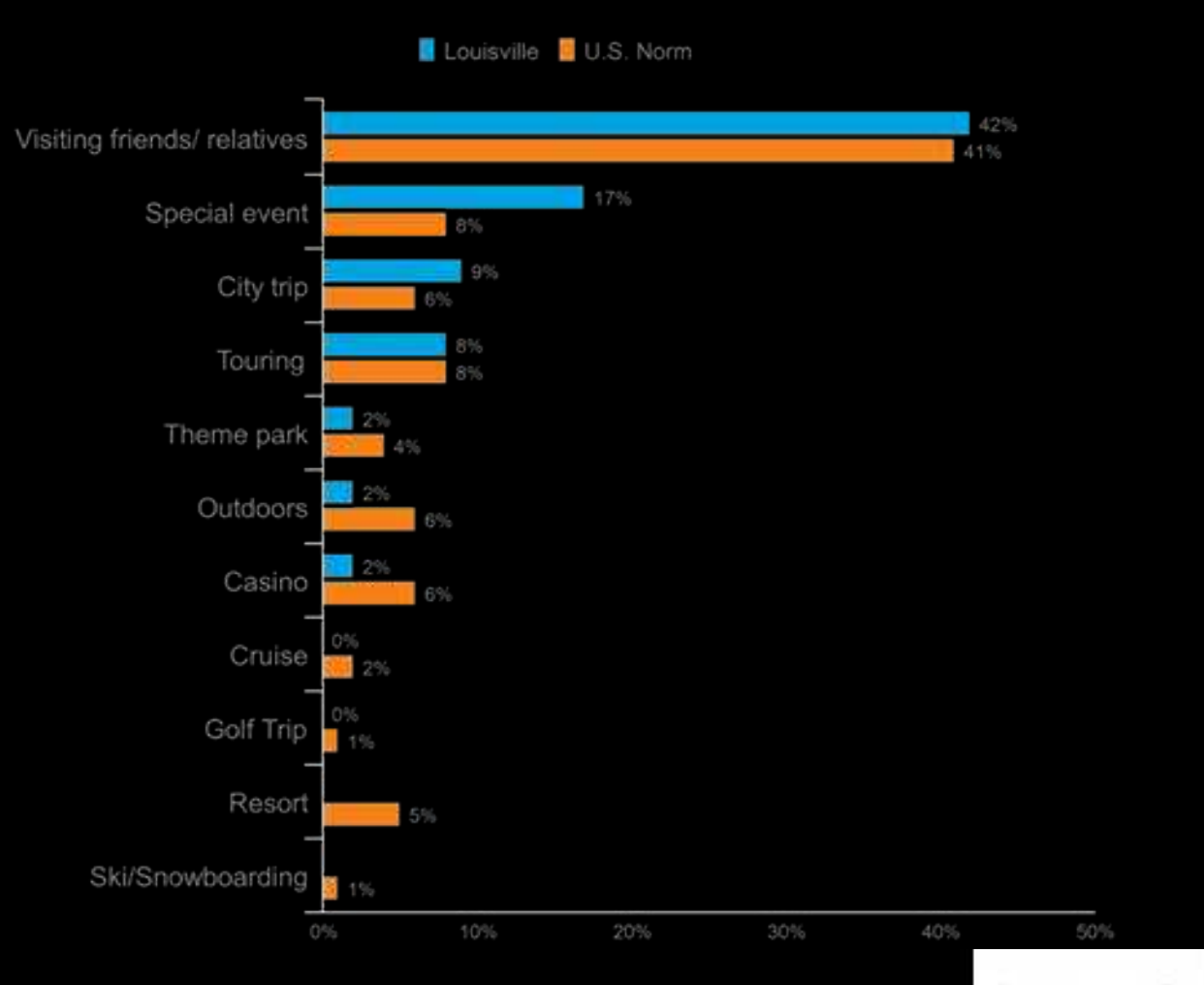
Average Per Party Expenditures on Domestic Overnight Trips - by Sector



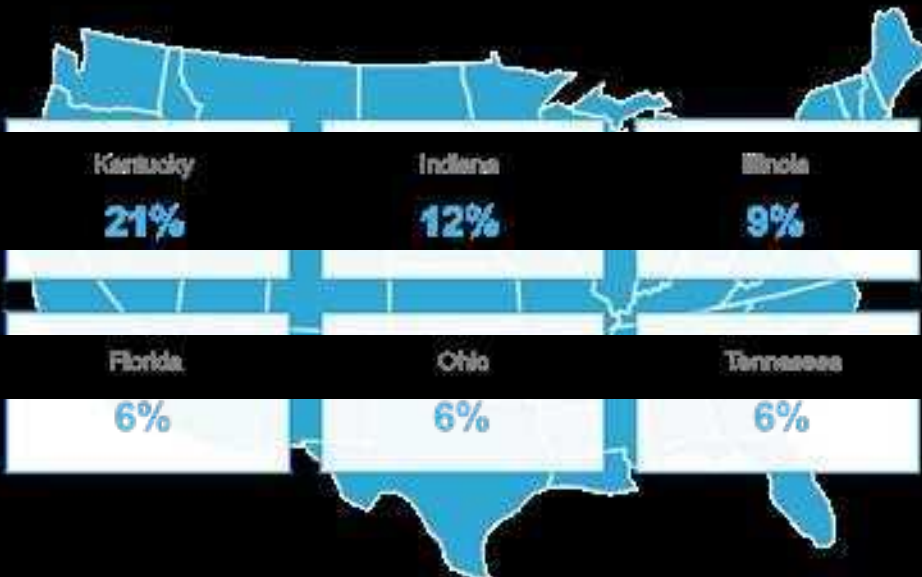
Main Purpose of Trip



Main Purpose of Leisure Trip



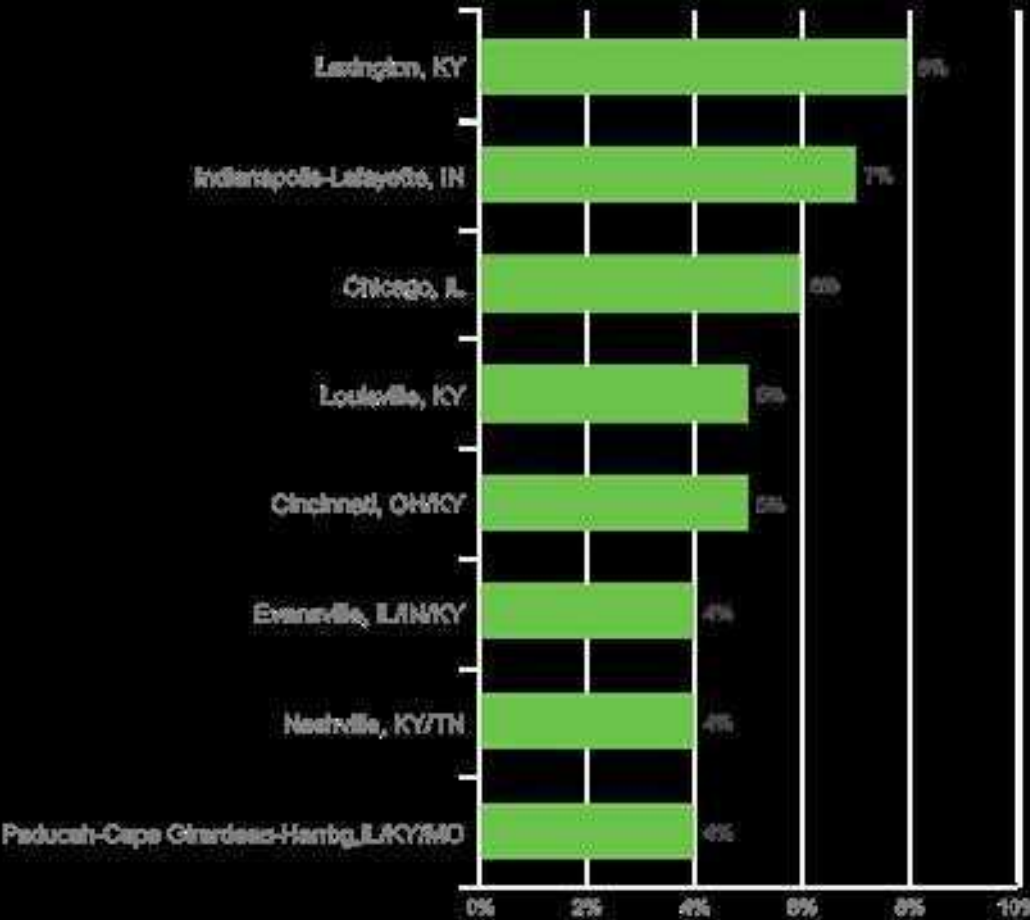
State Origin Of Trip



Season of Trip
Total Overnight Person-Trips

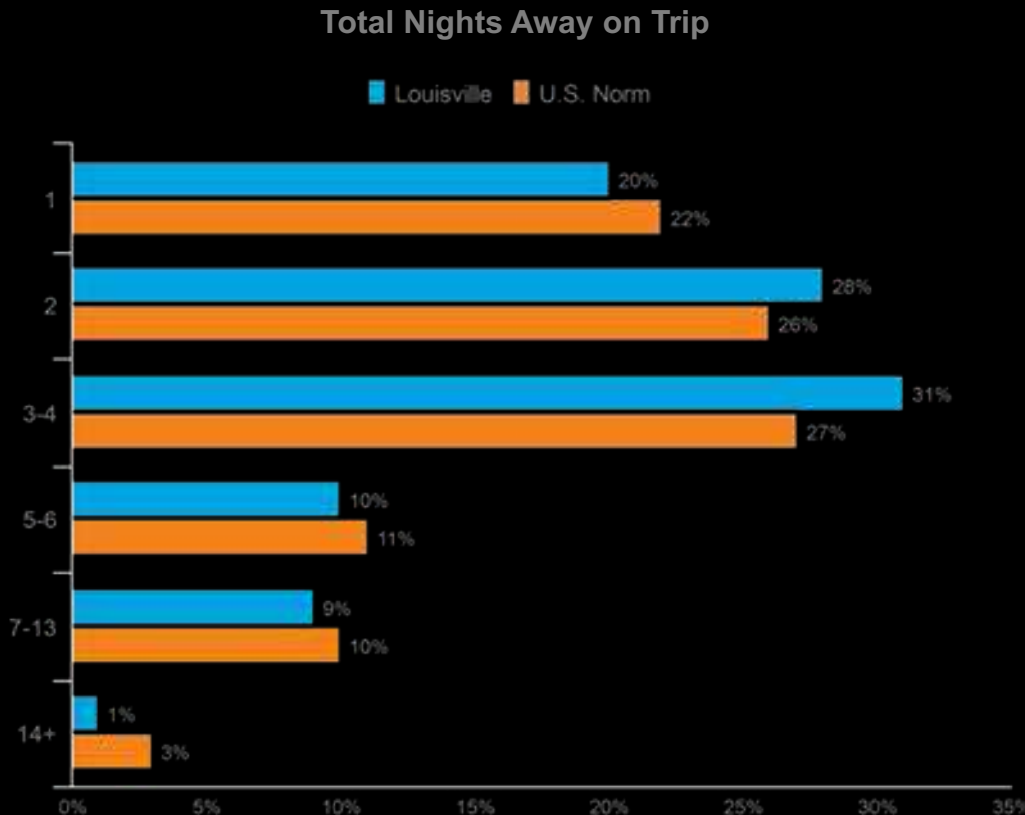


DMA Origin Of Trip



Louisville's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips



Louisville

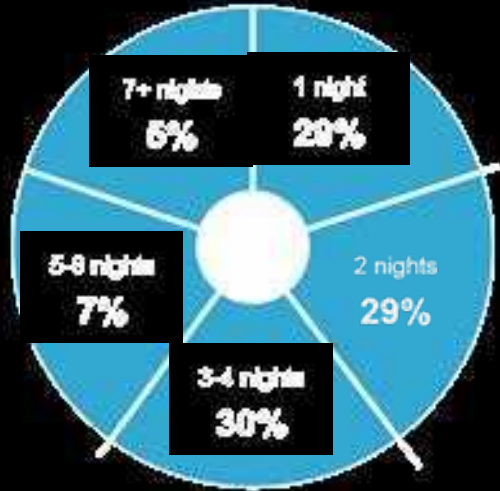
3.4

Average Nights

U.S. Norm

3.8

Average Nights

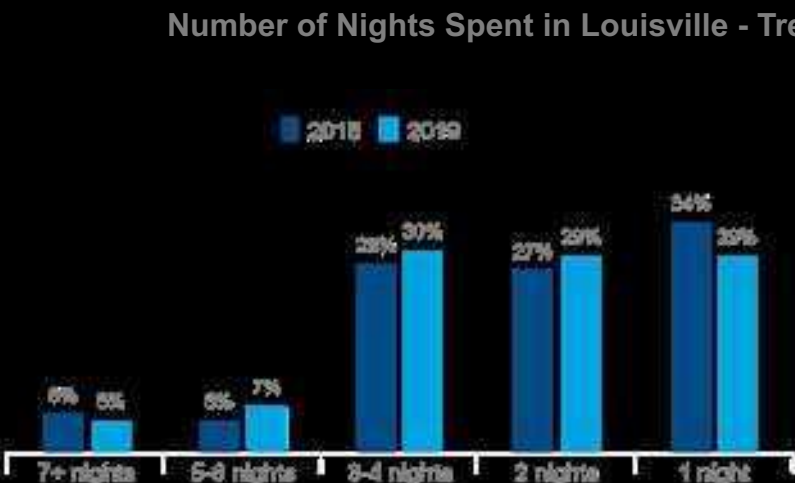


Nights Spent in Louisville

Average number of nights

2.6

Source: Longwoods Research, Inc. Data for 2019 and 2018. All figures are estimates and subject to change.



Average last year

2.6

Nights

Average last year

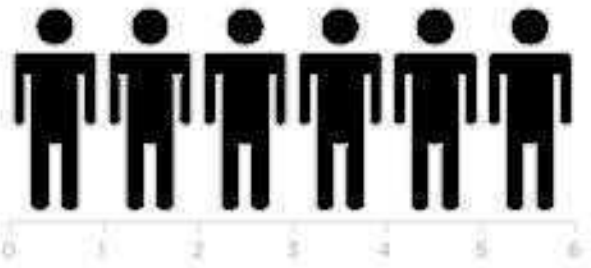
2.8

Nights

Size of Travel Party

Adults Children

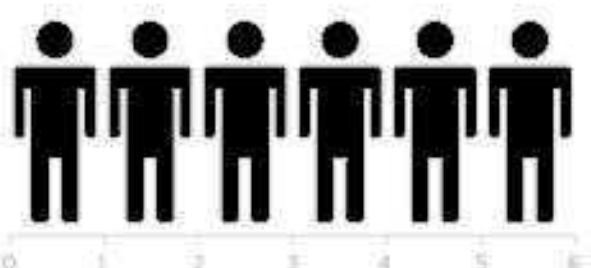
Louisville



Average number of people

Total
2.7

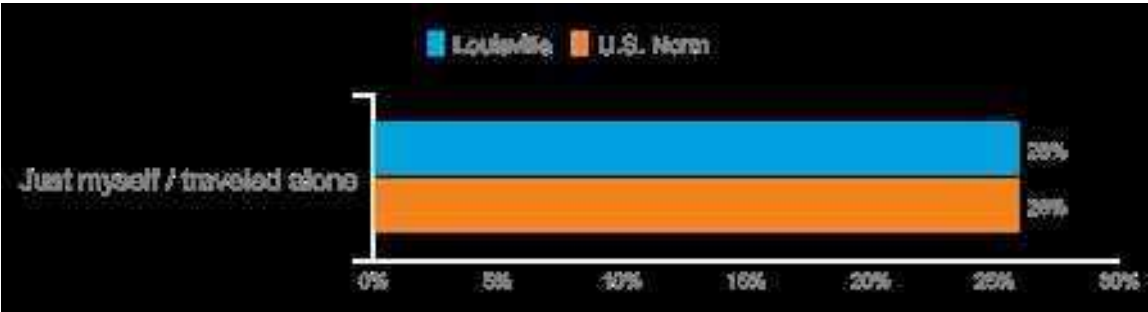
U.S. Norm



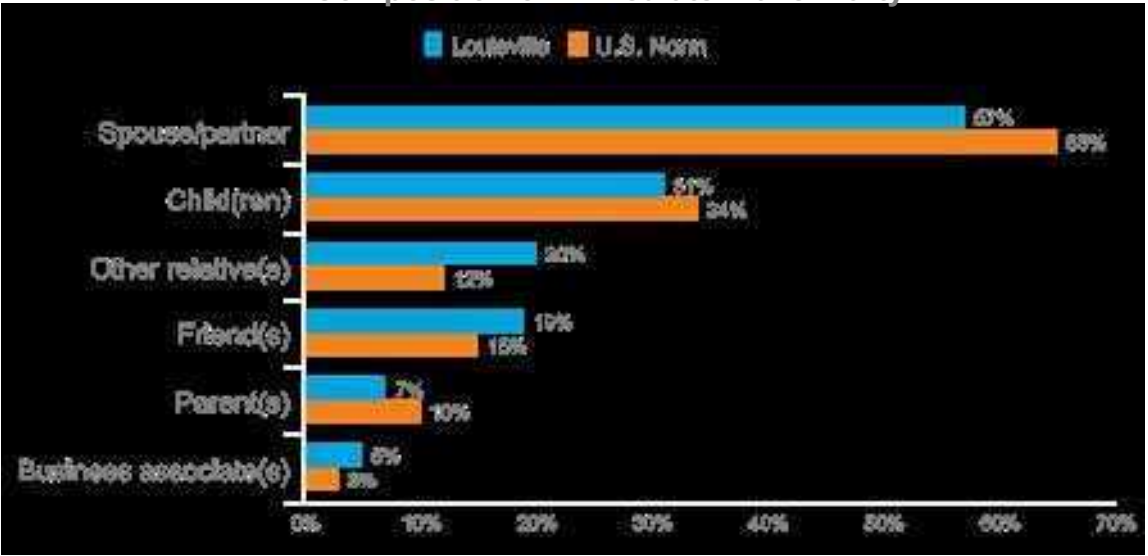
Average number of people

Total
2.7

Percent Who Traveled Alone



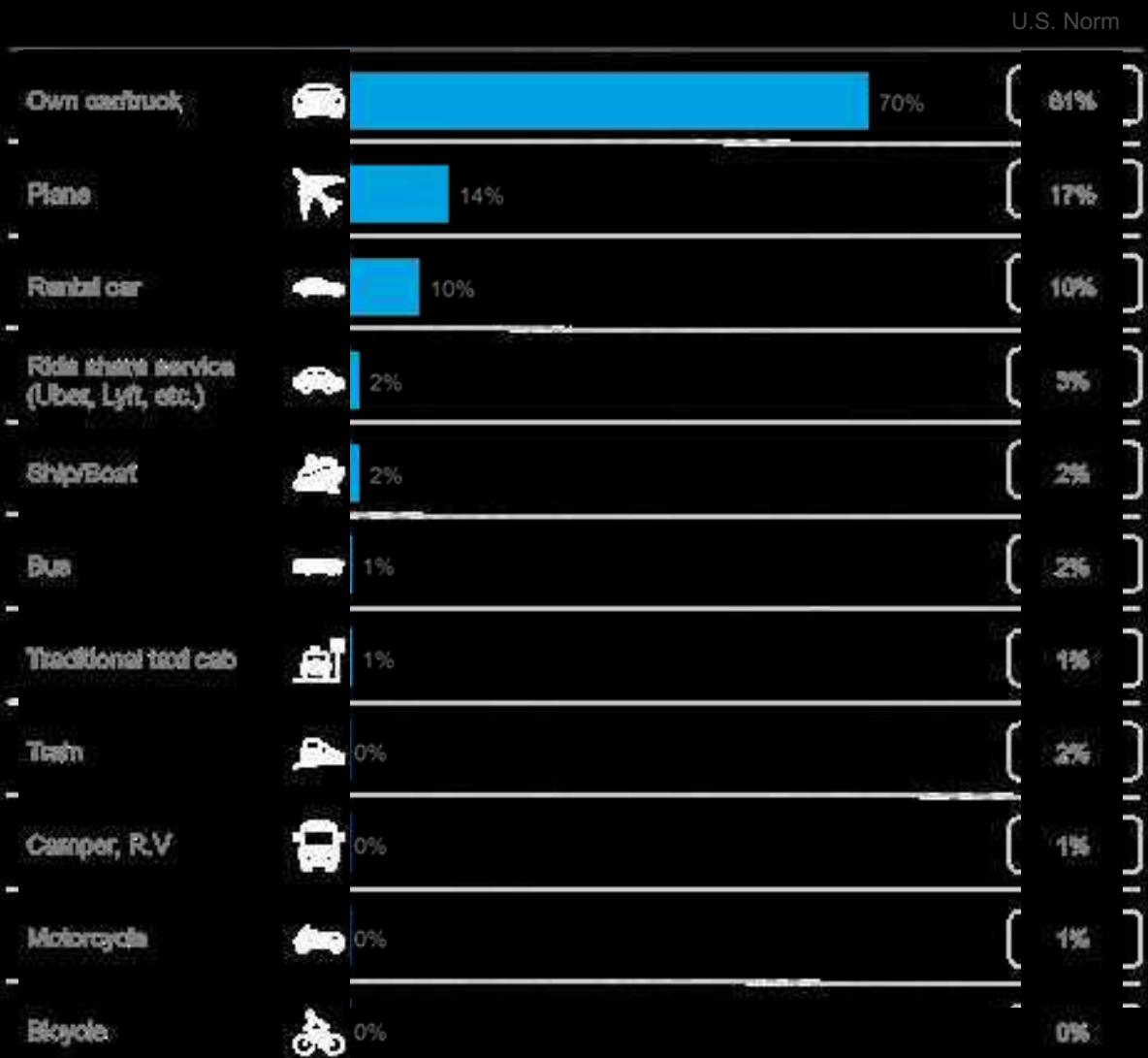
Composition of Immediate Travel Party



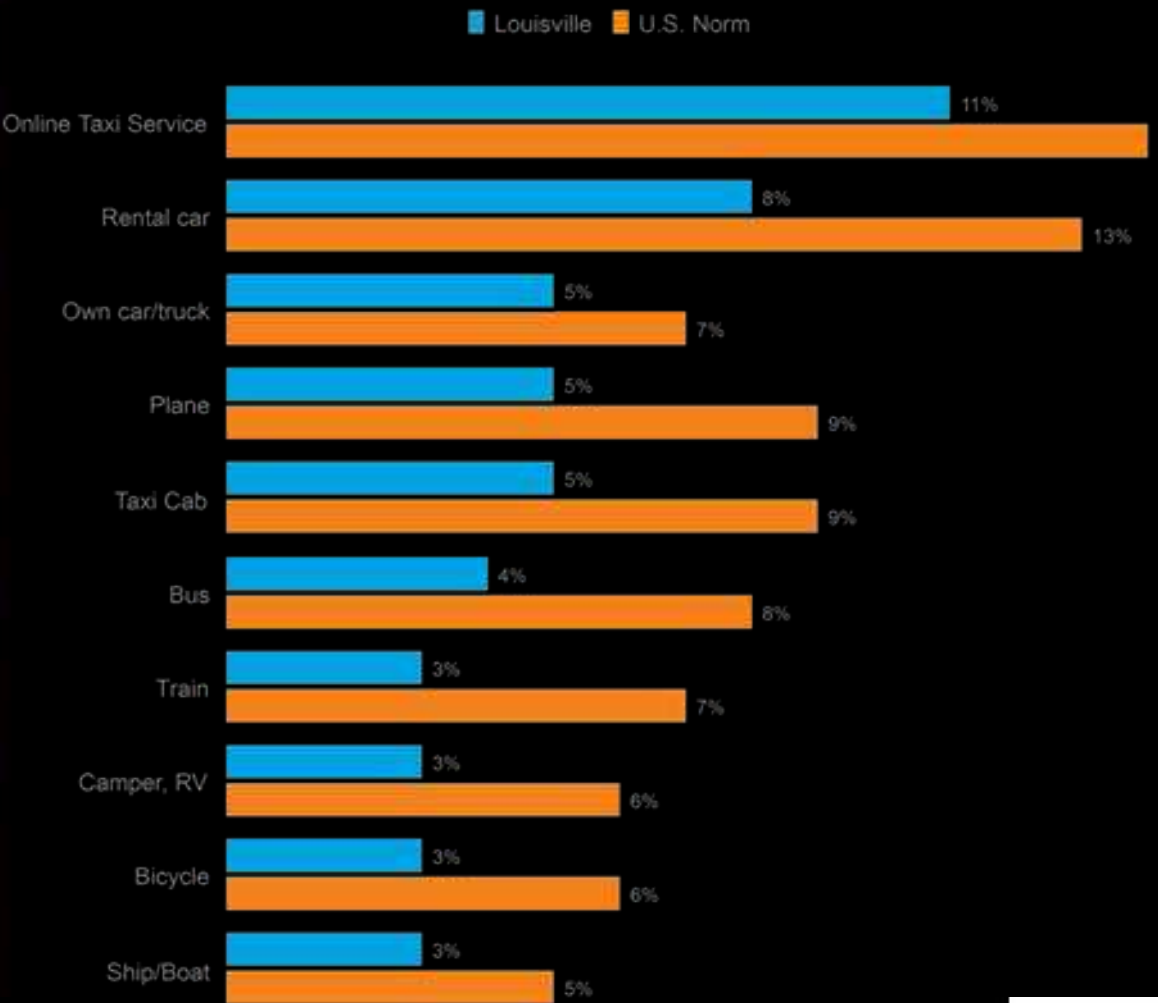
Louisville's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

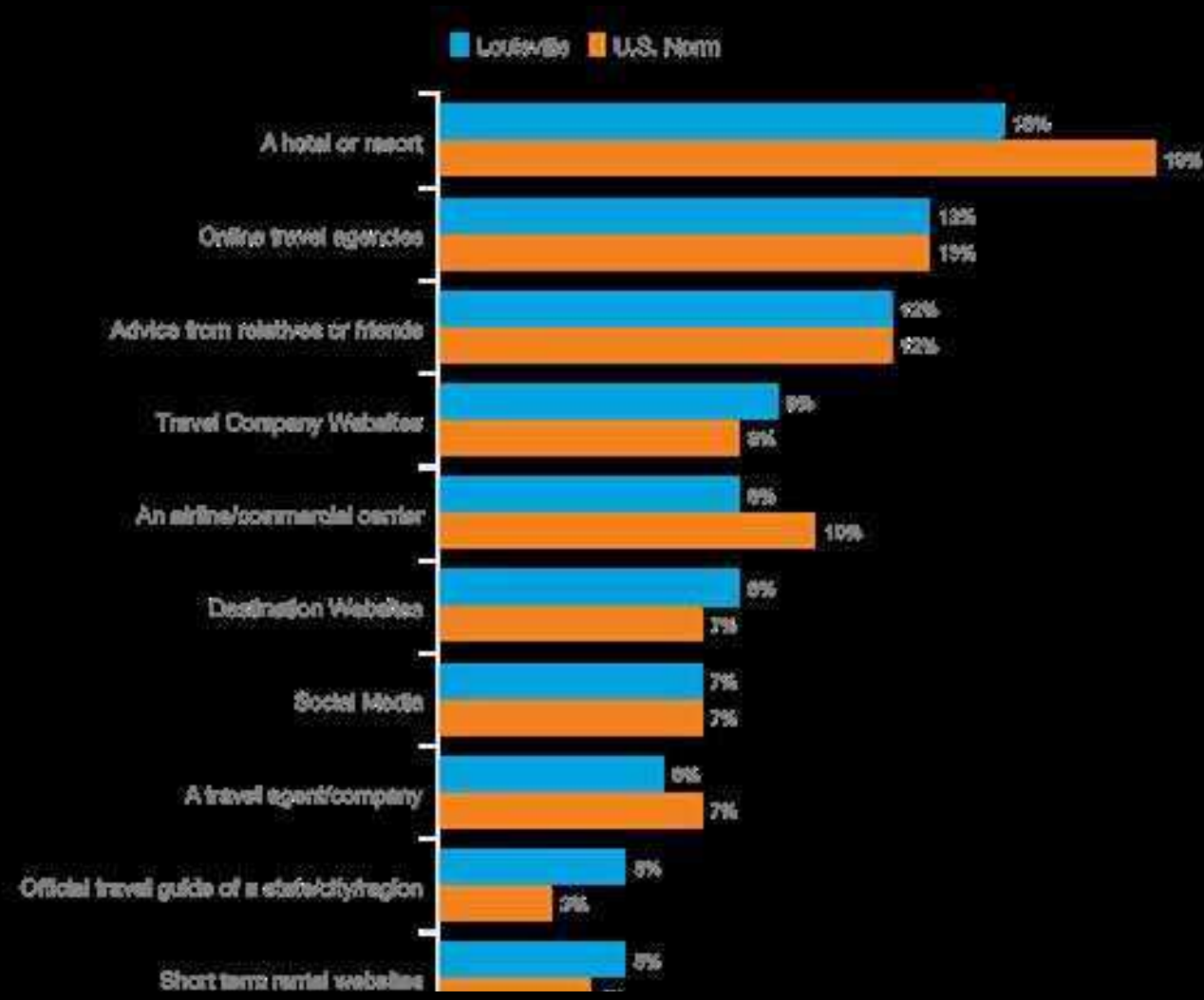
Primary Method of Transportation



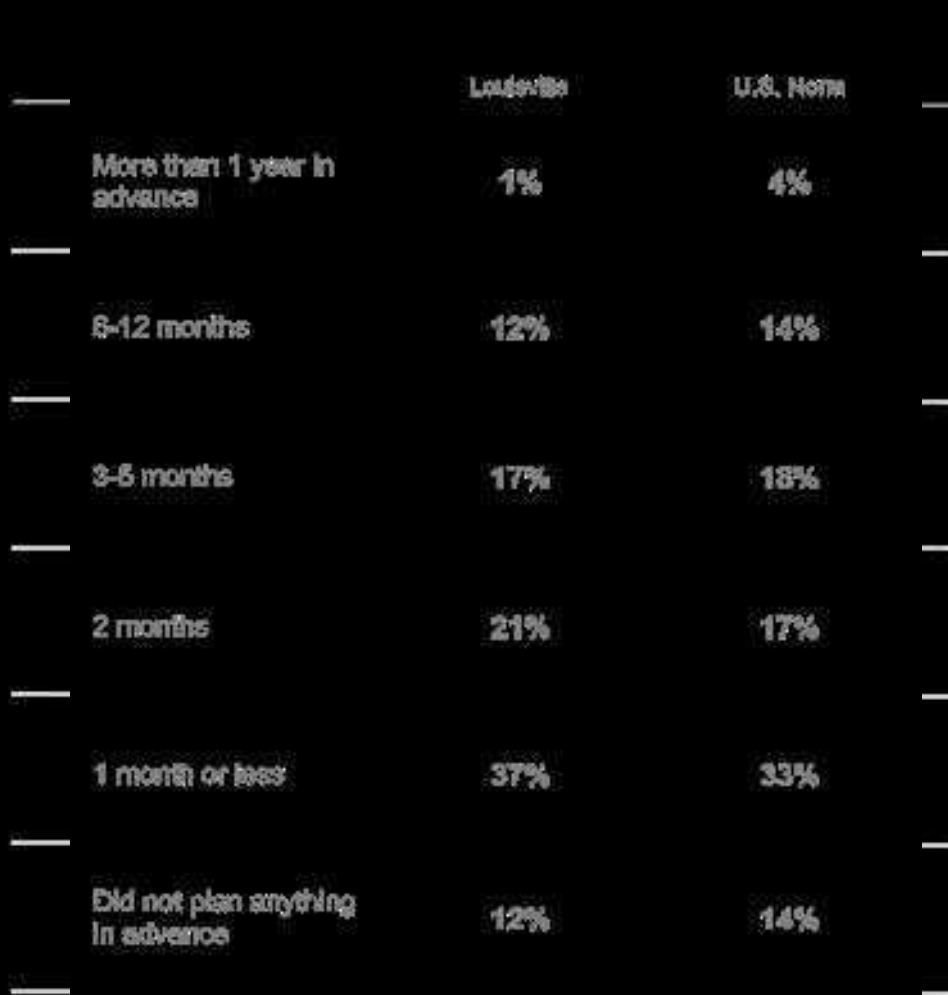
Other Transportation



Trip Planning Information Sources



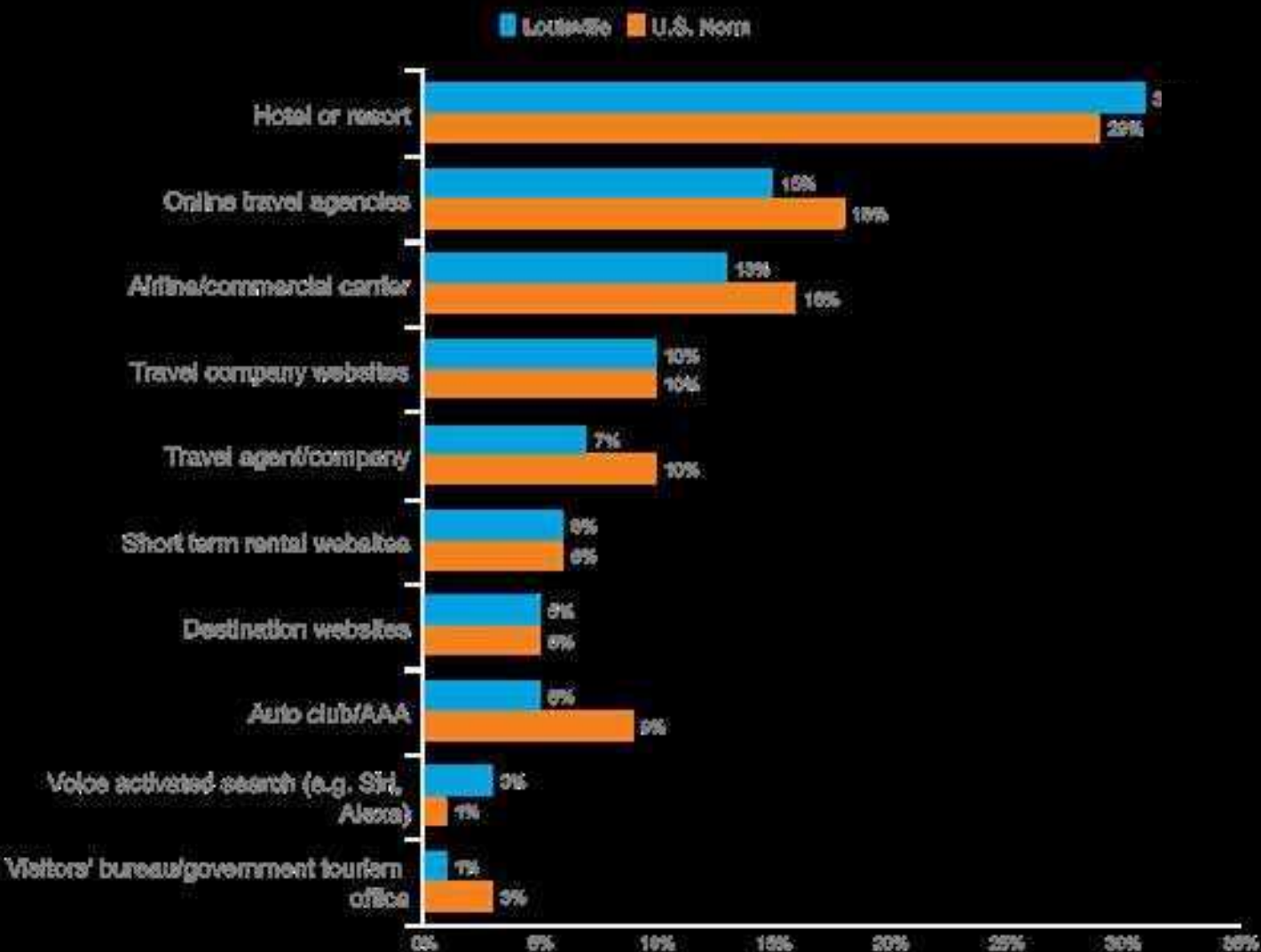
Length of Trip Planning



Louisville's Overnight Trip Characteristics

Base: 2019 Overnight Person-Trips

Method of Booking



Accommodations





Activities of Special Interest (Top 5)
Louisville

Historic places	23%
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%

		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%	66%	63%
	Tablet	14%	14%	23%	22%

Online Social Media Use by Travelers

	Louisville	U.S. Norm
 Used any social media	64%	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%

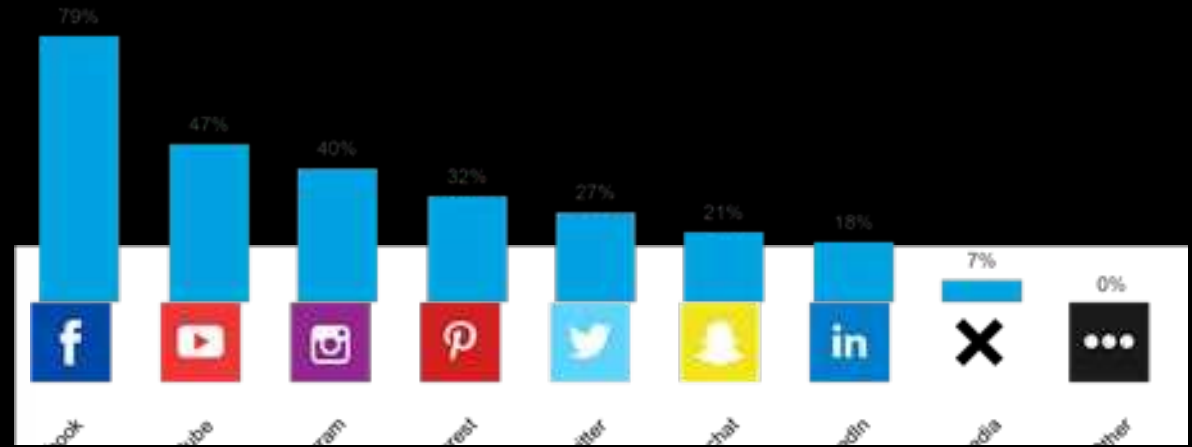


Of those who followed an Influencer

77%

posting travel-related content

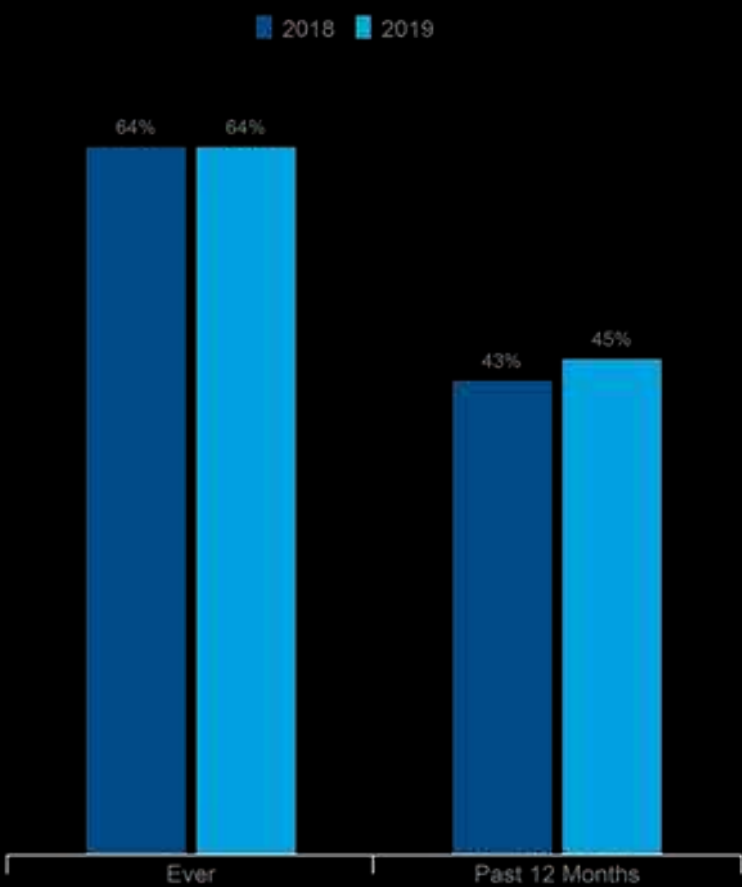
Social media platforms used in general



% Very Satisfied with Trip



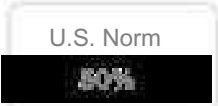
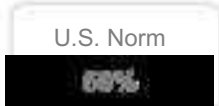
Past Visitation to Louisville



Demographic Profile of Overnight Louisville Visitors

Base: 2019 Overnight Person-Trips

Gender



Age

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

Louisville



U.S. Norm



Marital Status

Louisville U.S. Norm



Married / with partner



Single / never married



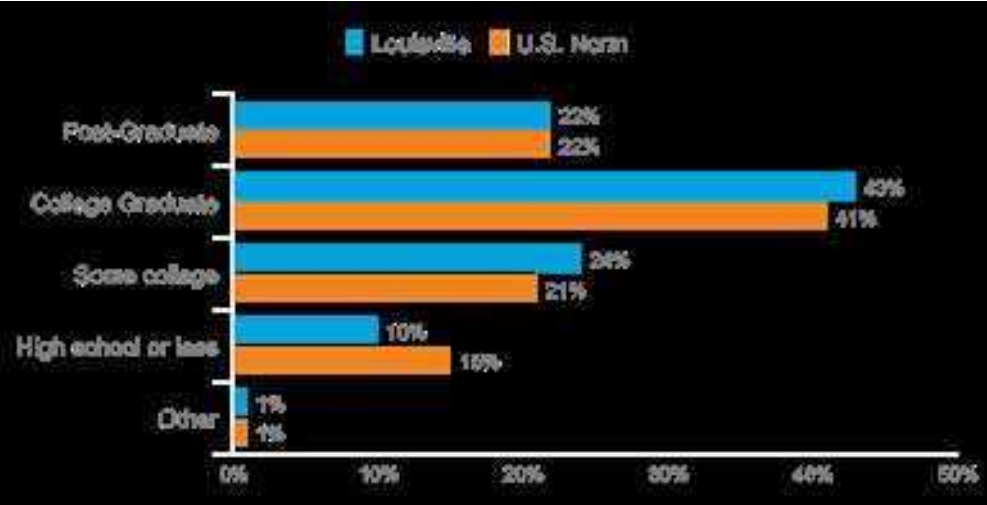
Divorced / widowed / separated



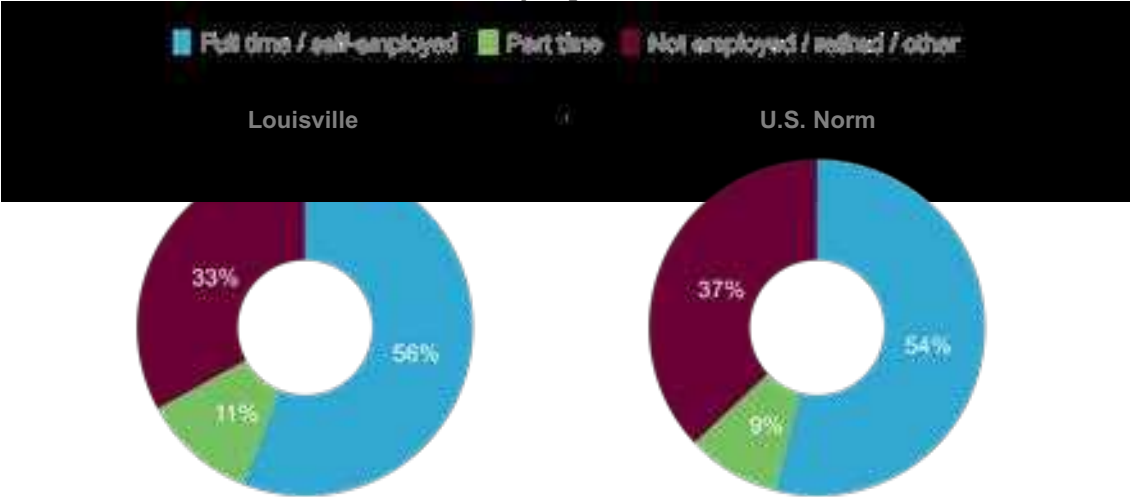
Demographic Profile of Overnight Louisville Visitors

Base: 2019 Overnight Person-Trips

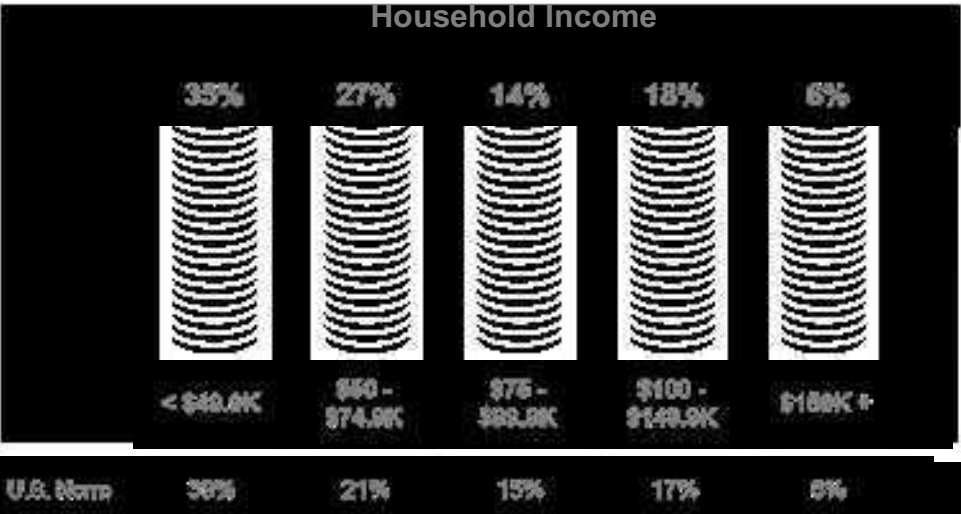
Education



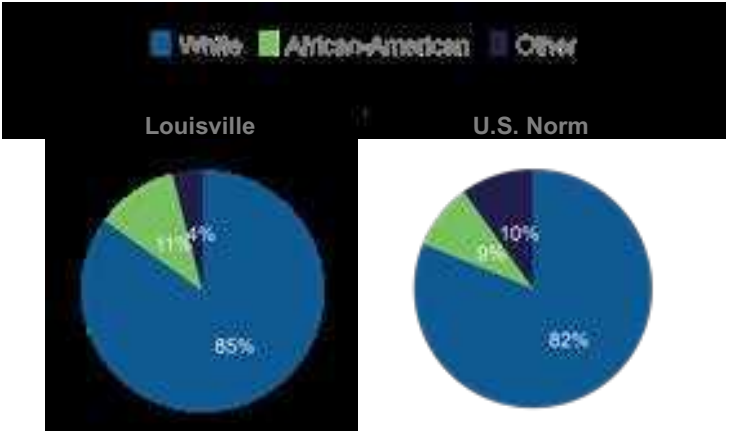
Employment



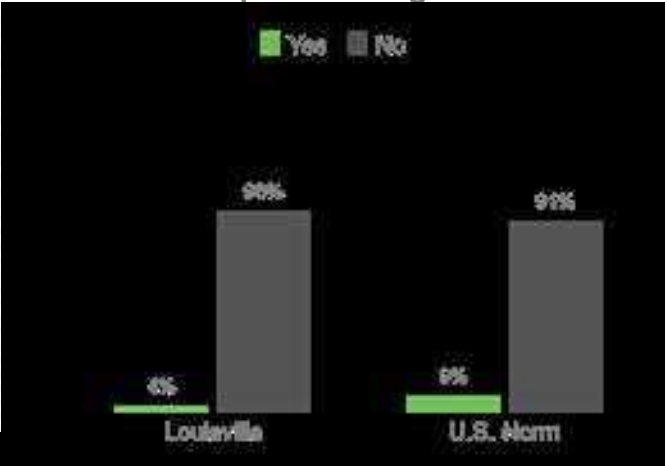
Household Income



Race



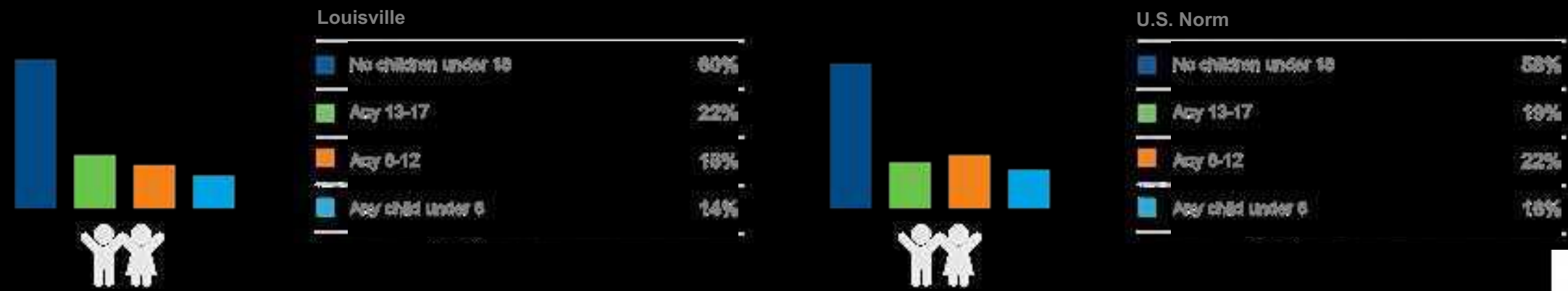
Hispanic Background



Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation



2019

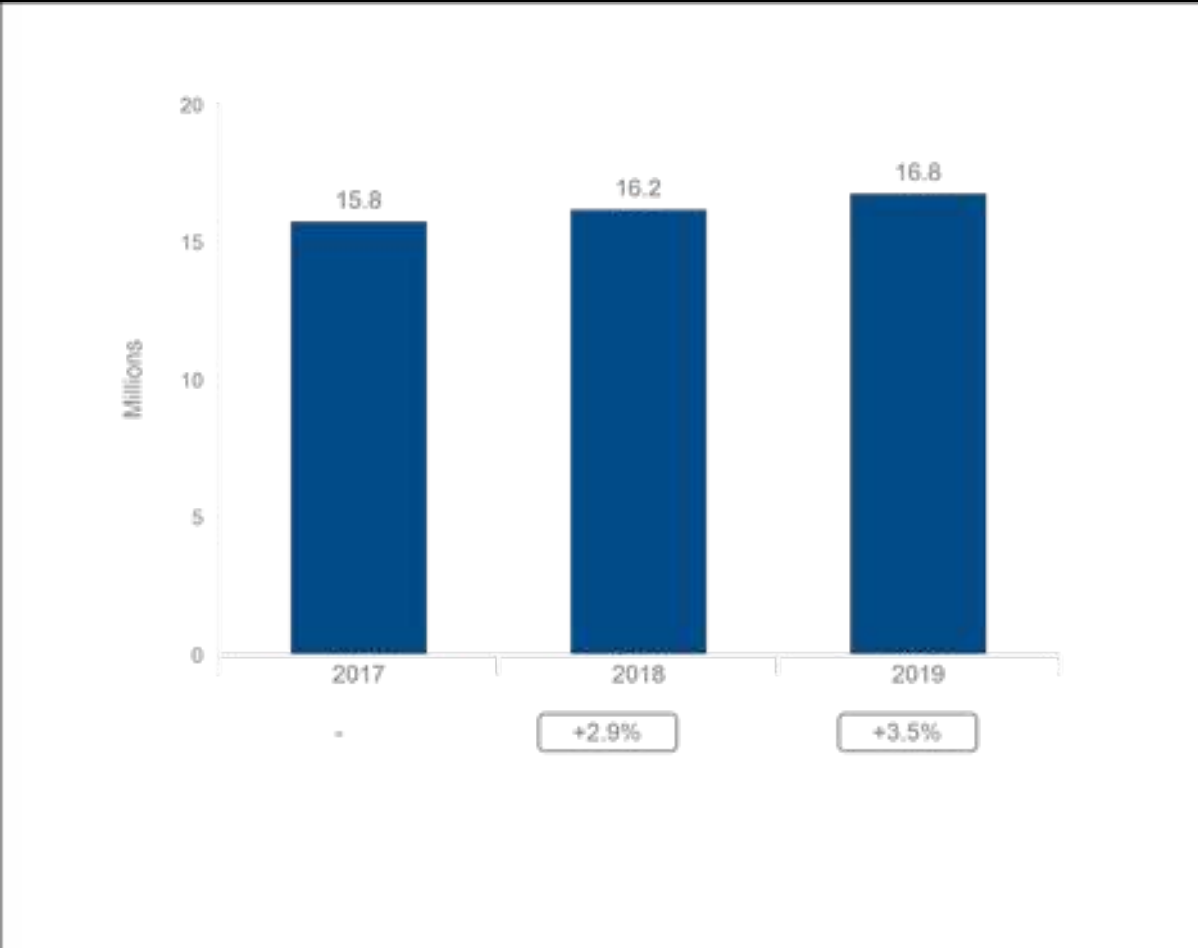


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Size and Structure of Louisville's Domestic Travel Market

Base: 2019 Day Person-Trips

Day Trips to Louisville



Data is for 2019 only

Total Size of Louisville Day Domestic Travel Market

Total Person-Trips
26.2 Million



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**

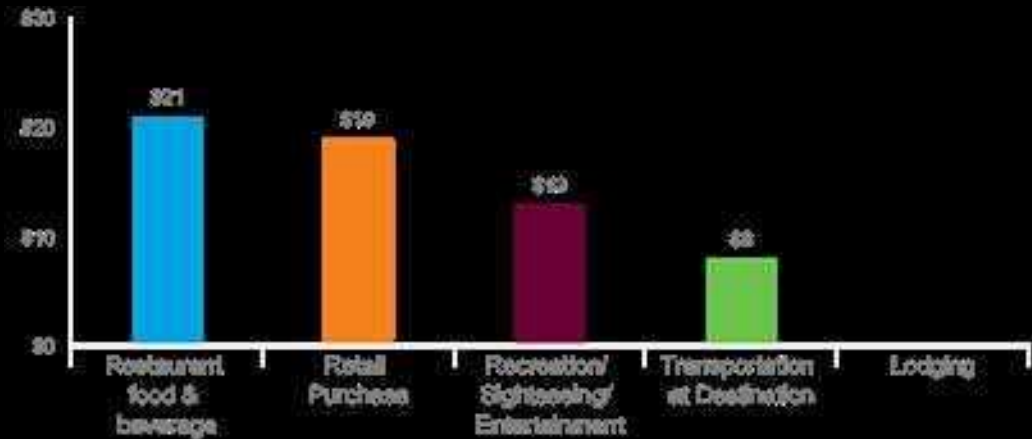
Domestic Day Expenditures - by Sector

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

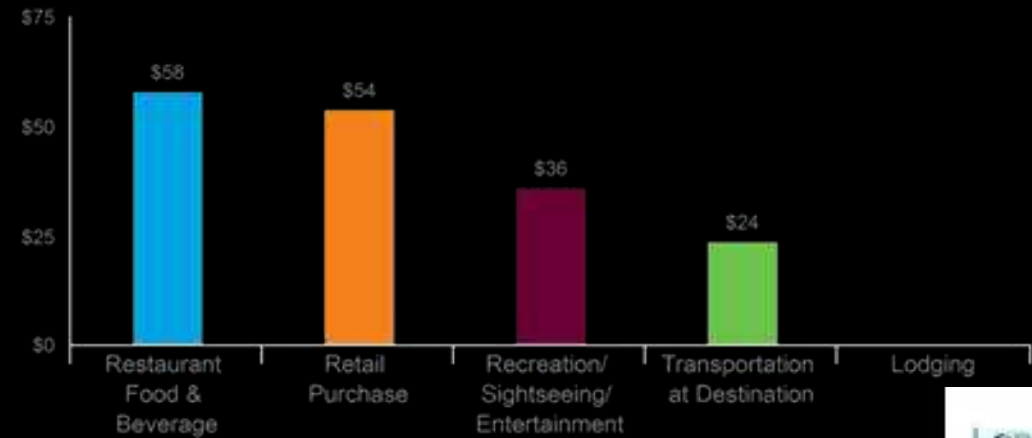


- Lodging
- | \$-
- Transportation at Destination
14% | \$142 Million
- Restaurant Food & Beverage
34% | \$349 Million
- Retail Purchase
32% | \$327 Million
- Recreation/Entertainment
21% | \$217 Million

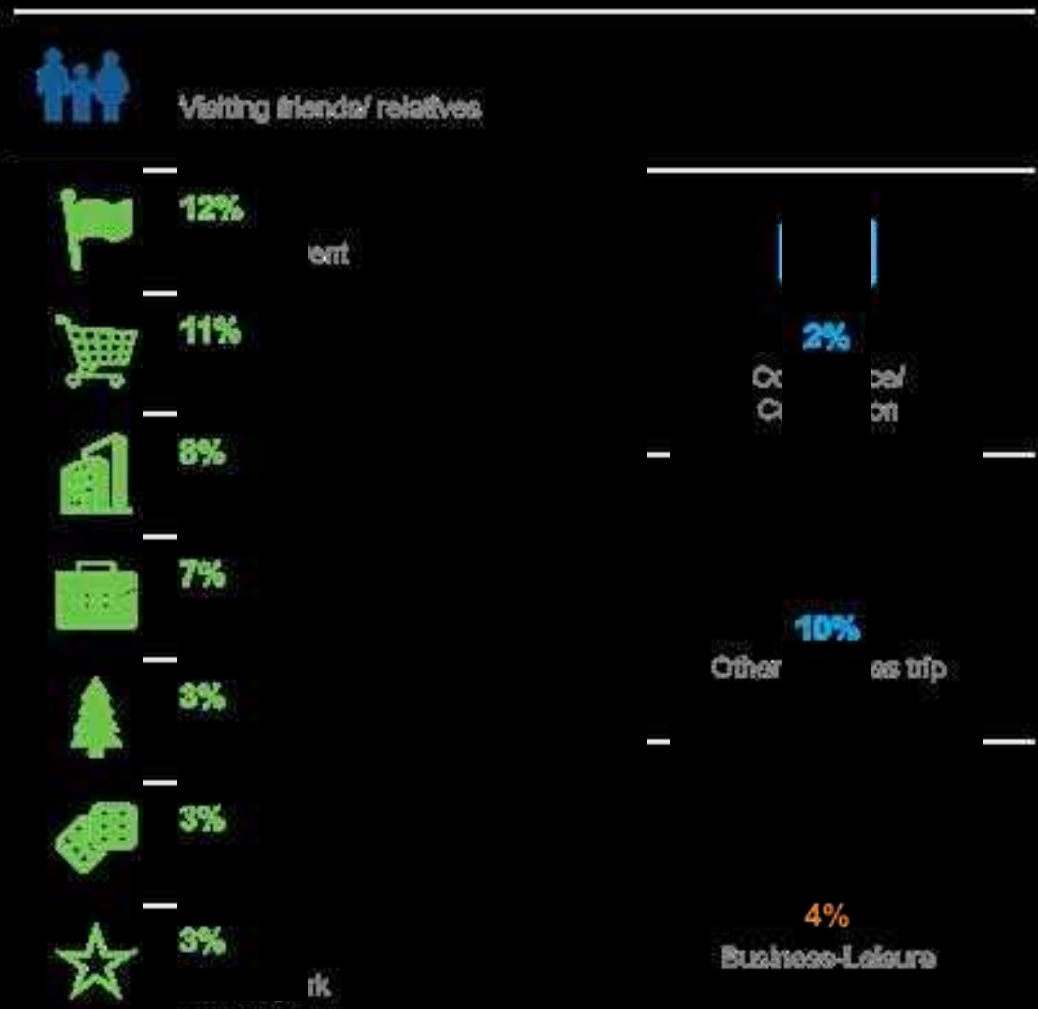
Average Per Person Expenditures on Domestic Day Trips - by Sector



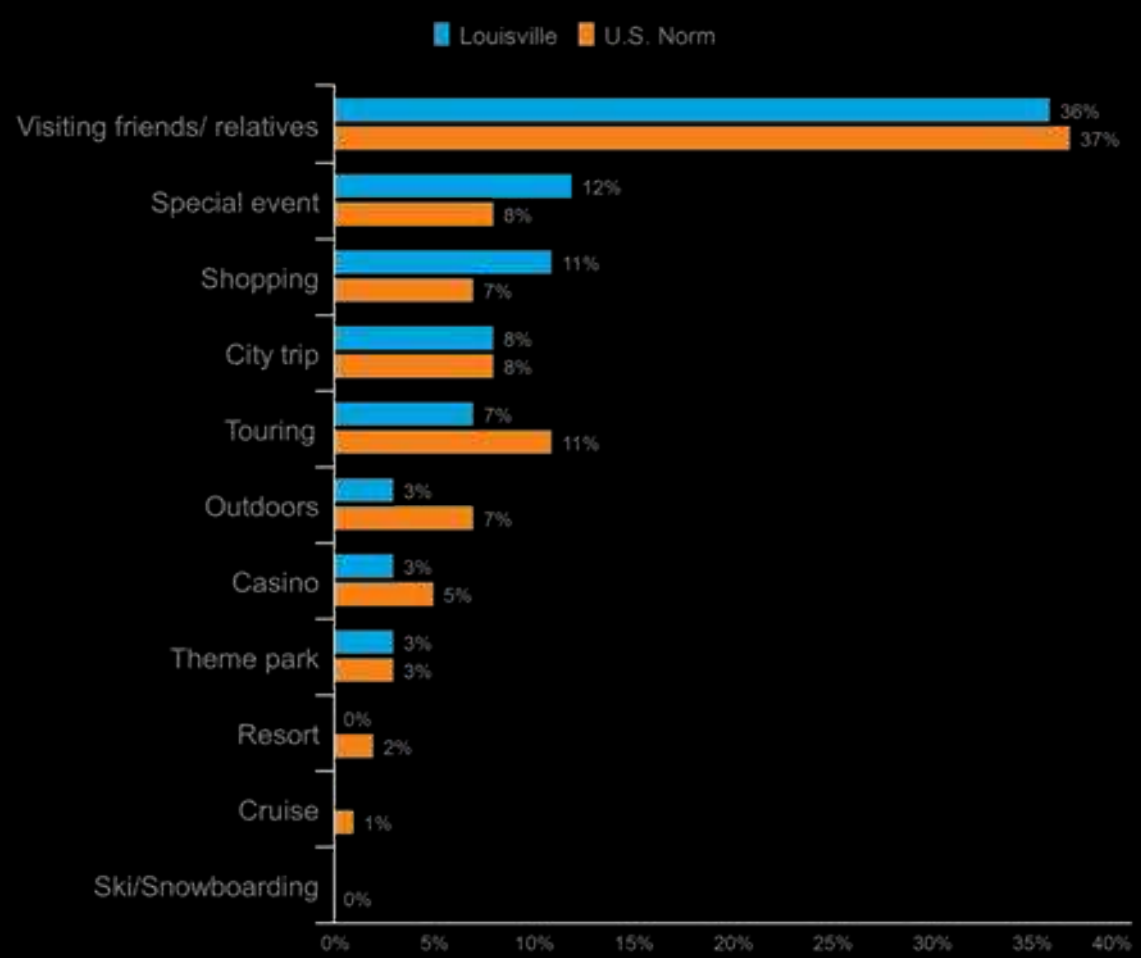
Average Per Party Expenditures on Domestic Day Trips - by Sector



Main Purpose of Trip



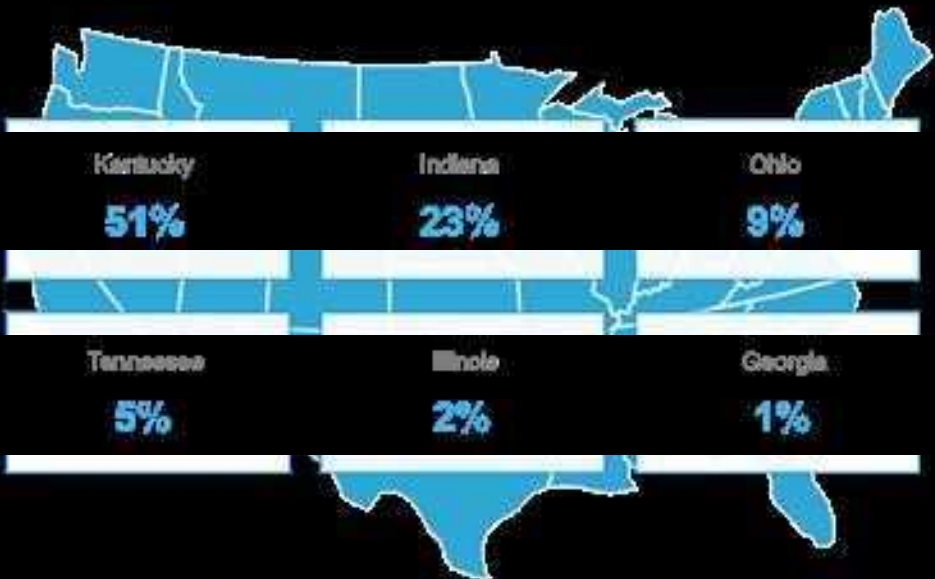
Main Purpose of Leisure Trip



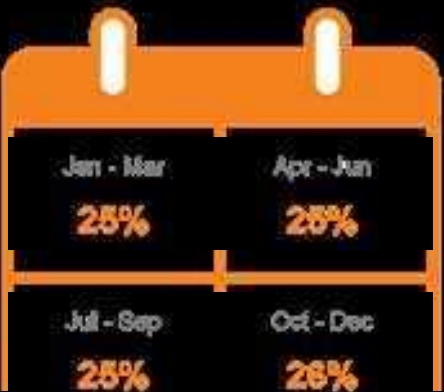
Louisville's Day Trip Characteristics

Base: 2018/2019 Day Person-Trips

State Origin Of Trip

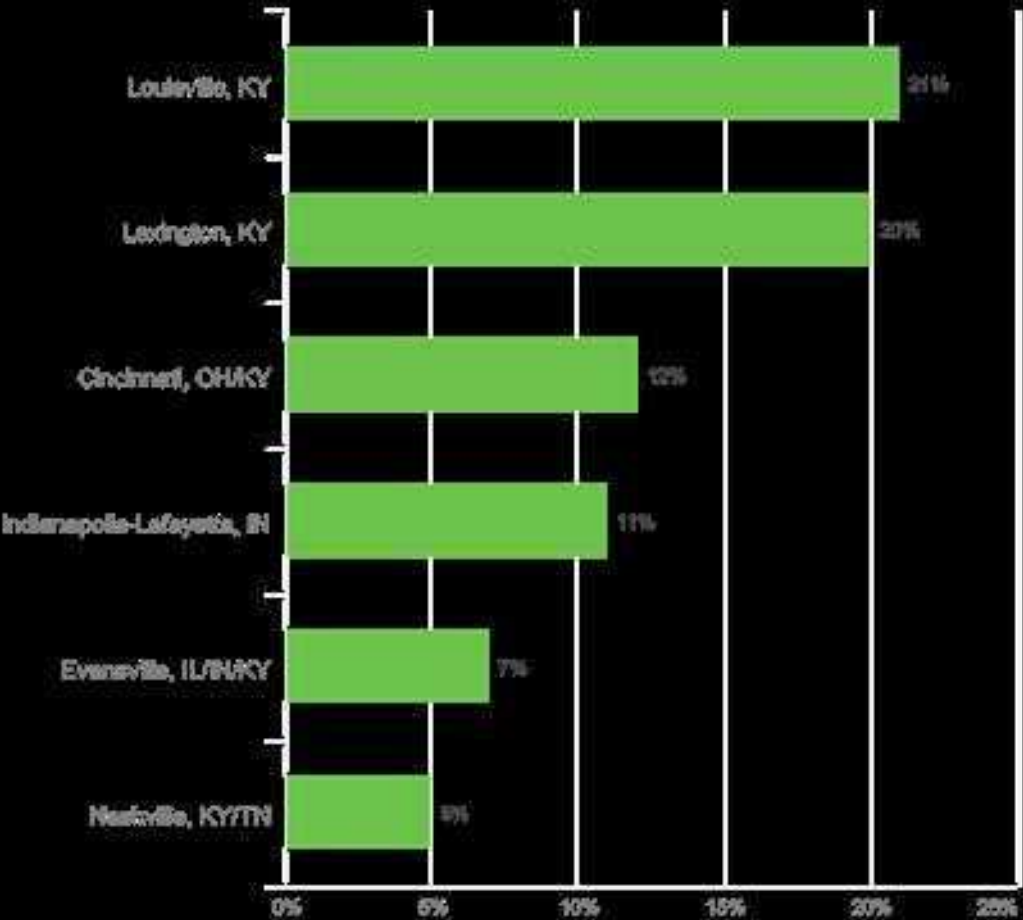


Season of Trip



Total Day Person-Trips
Data is for 2019 only

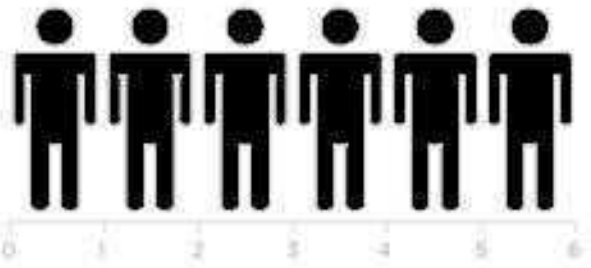
DMA Origin Of Trip



Size of Travel Party

Adults Children

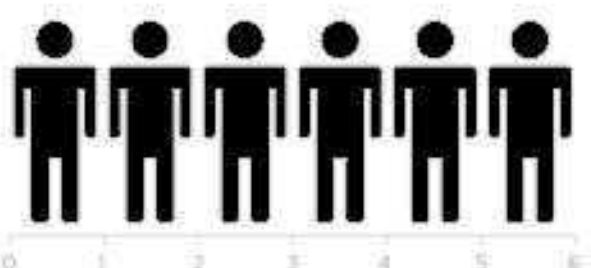
Louisville



Average number of people

Total
2.7

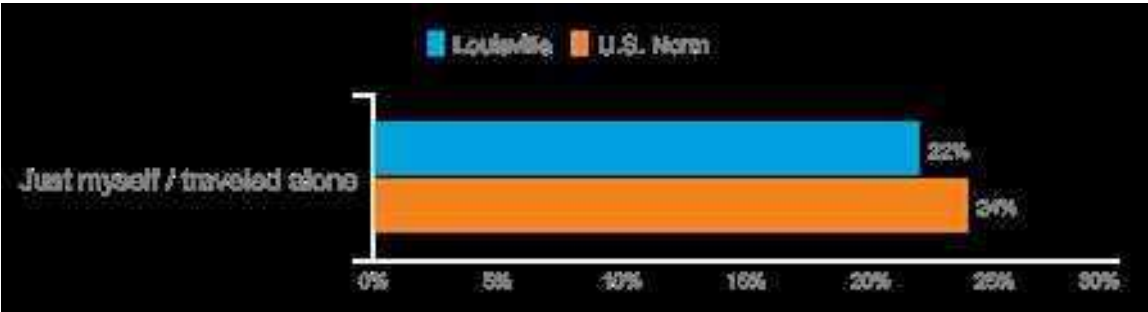
U.S. Norm



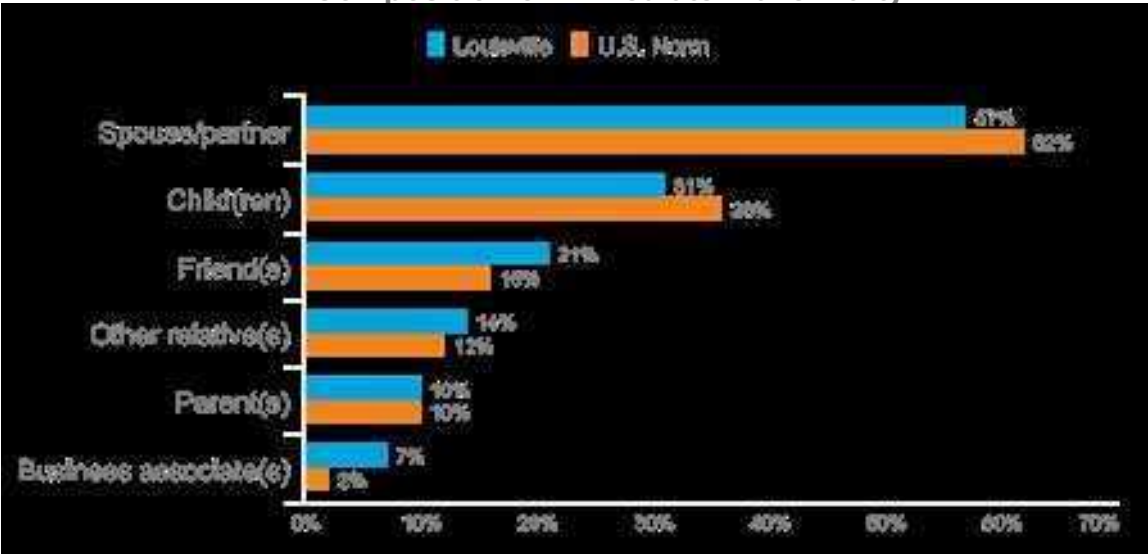
Average number of people

Total
2.6

Percent Who Traveled Alone



Composition of Immediate Travel Party





Activities of Special Interest (Top 5)
Louisville

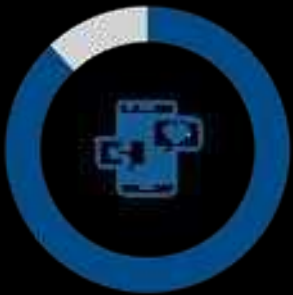
Historic places	17%
Cultural activities/attractions	14%
Brewery Tours/Beer Tasting	11%
Exceptional Culinary Experiences	8%
Winery Tours/Tasting	6%

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	68%	57%
	Shared travel stories/photos/videos on social media	28%	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%	16%

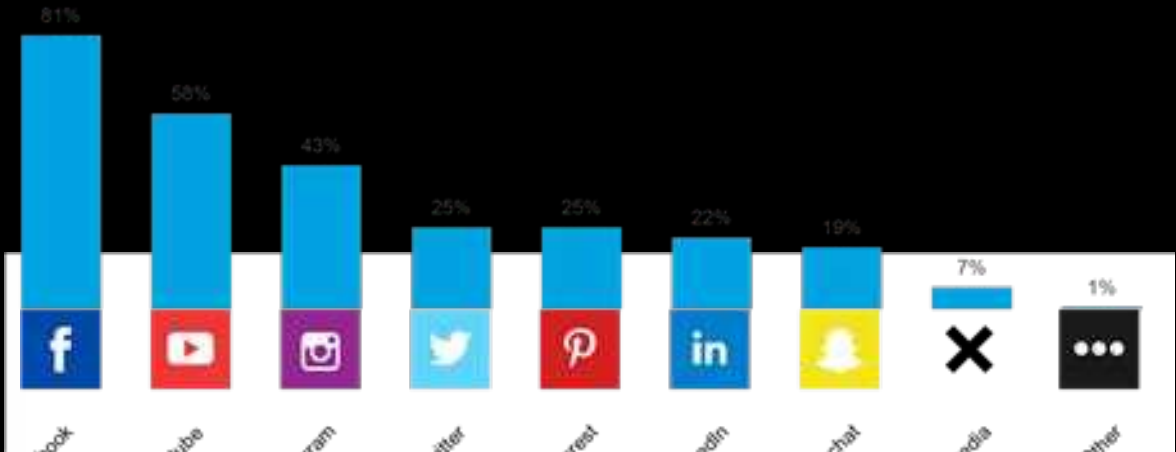


Of those who followed an Influencer

88%

noticed them posting travel-related content

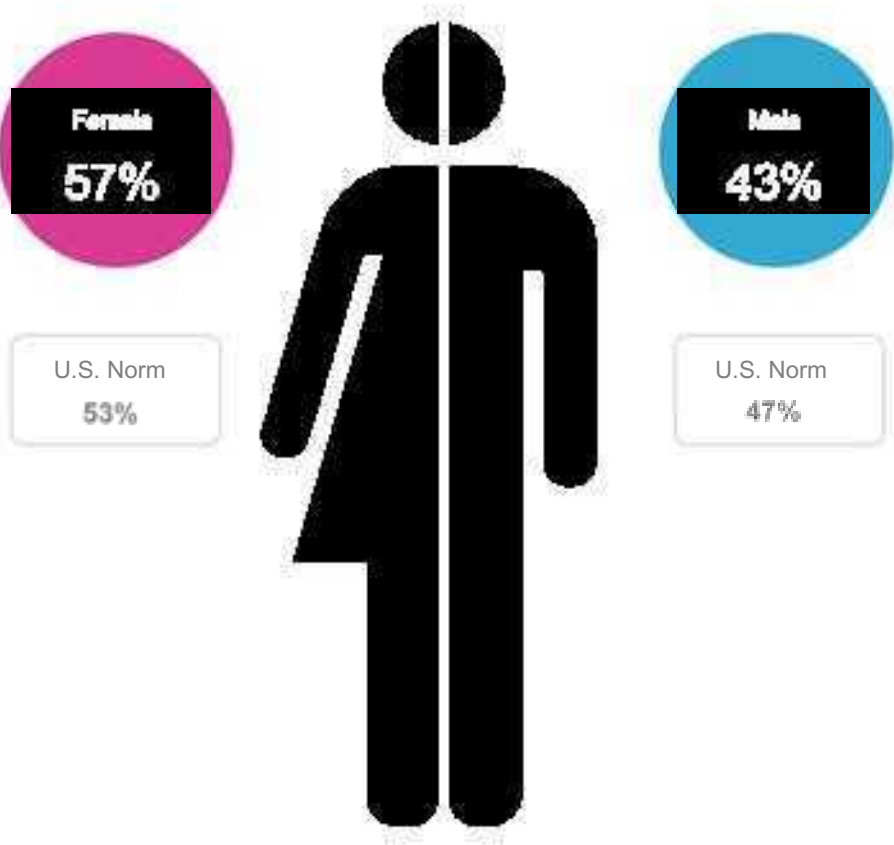
Social media platforms used in general



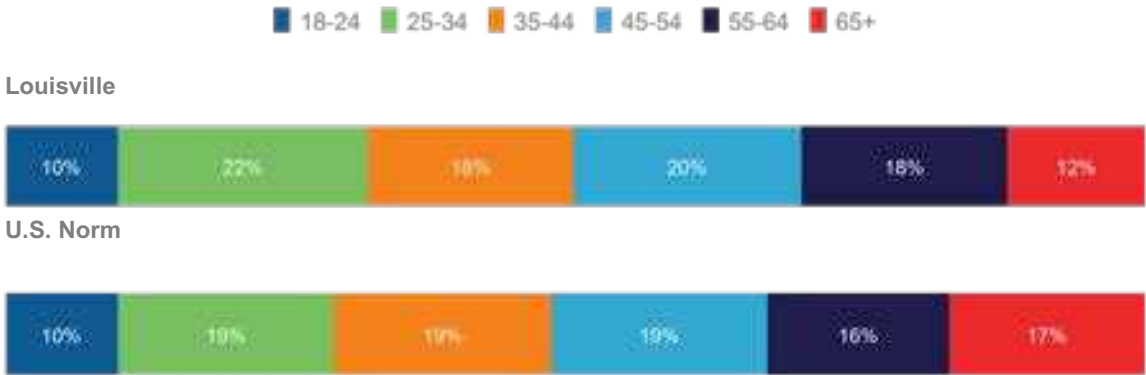
Demographic Profile of Day Louisville Visitors

Base: 2018/2019 Day Person-Trips

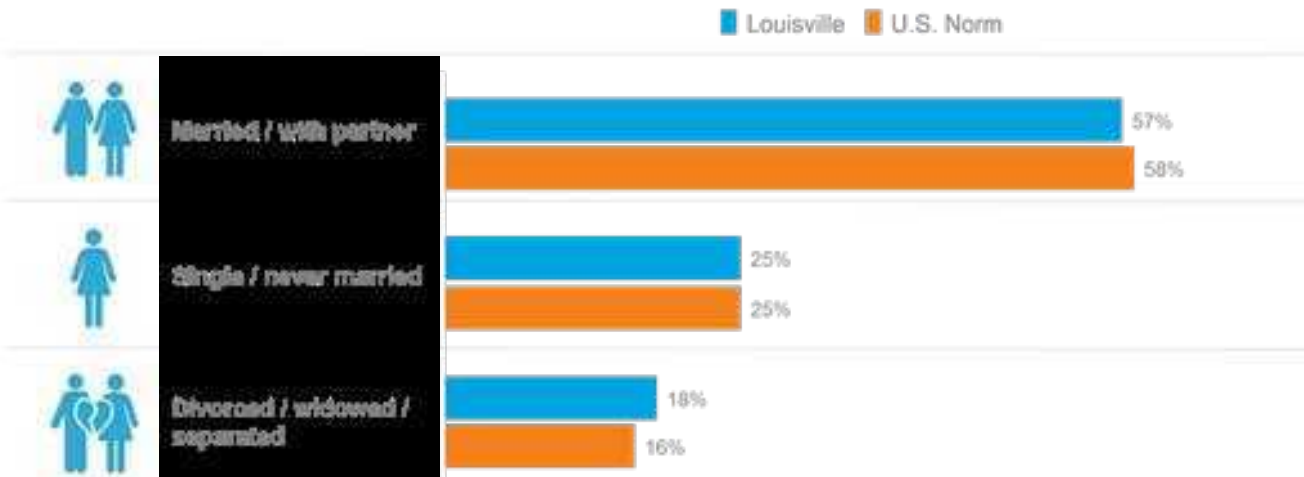
Gender



Age



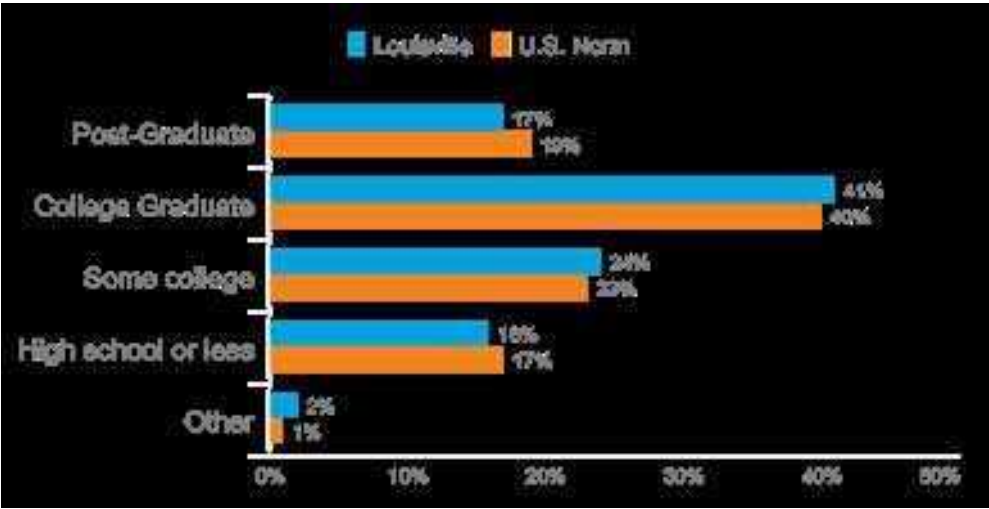
Marital Status



Demographic Profile of Day Louisville Visitors

Base: 2018/2019 Day Person-Trips

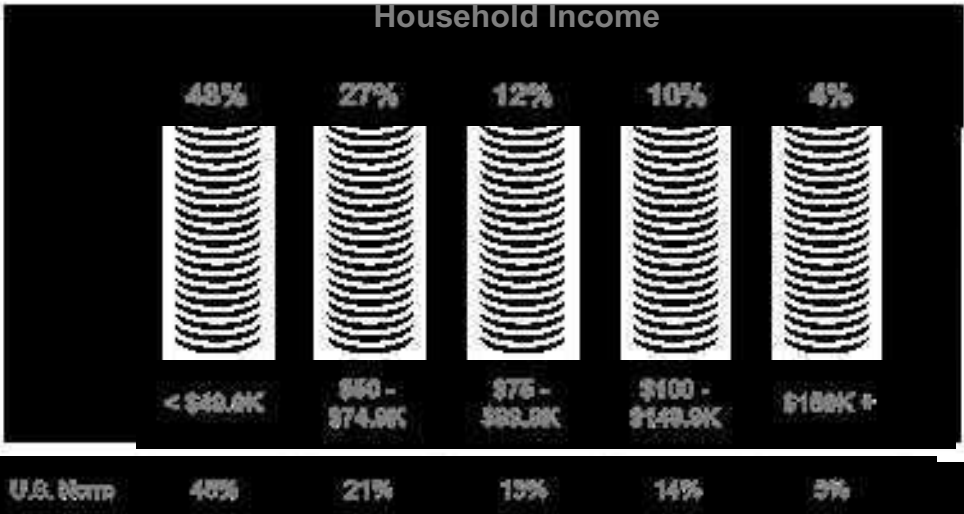
Education



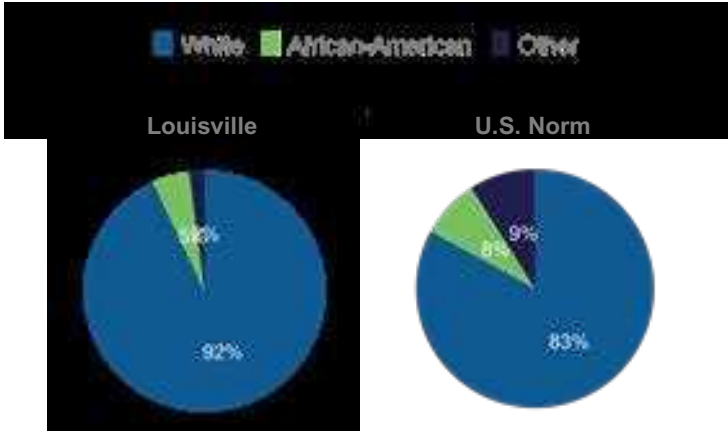
Employment



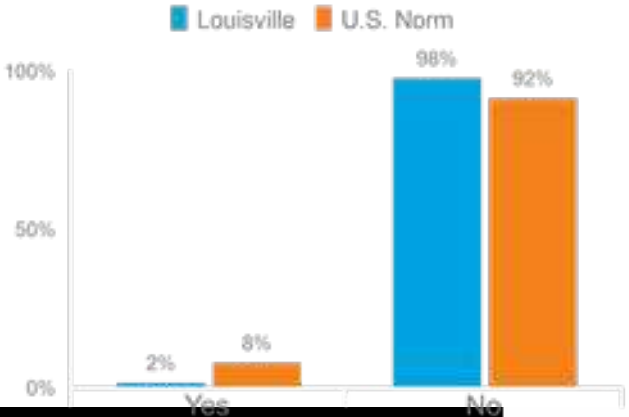
Household Income



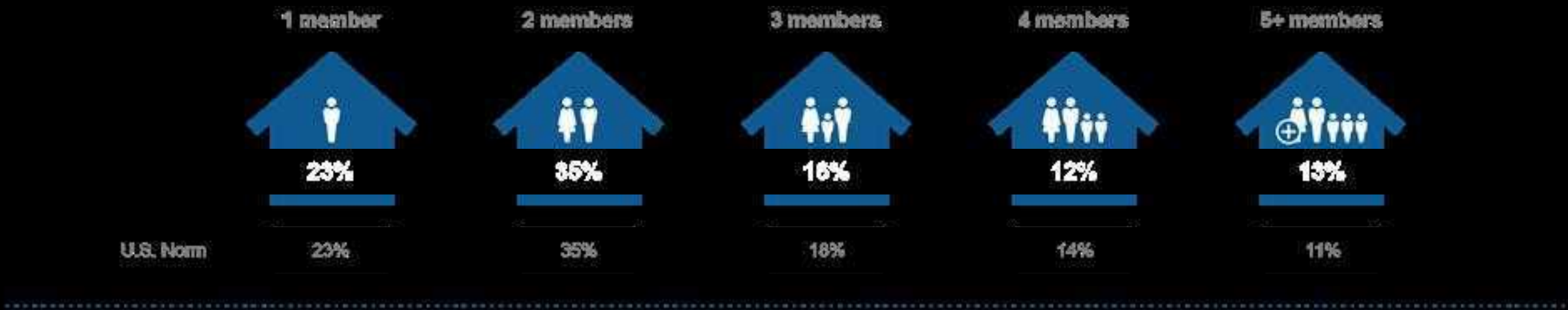
Race



Hispanic Background



Household Size



Children in Household

