



Travel USA Visitor Profile



2023

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 or more nights away from home.
- This report provides an overview for Louisville's domestic tourism business in 2023.

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 Louisville, the following sample was achieved in 2023:



Overnight Base Size

351

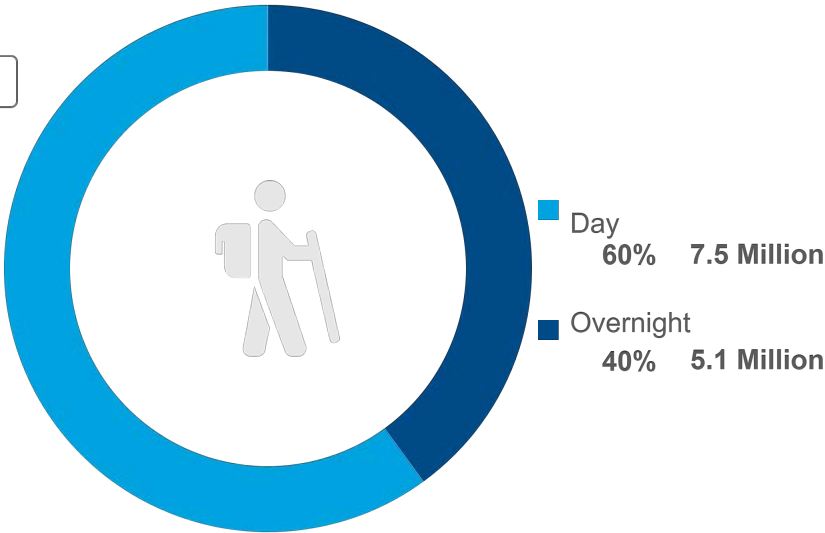
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Louisville 2023 Domestic Travel Market

Total Person-Trips

12.6 Million

+3.7% vs. last year

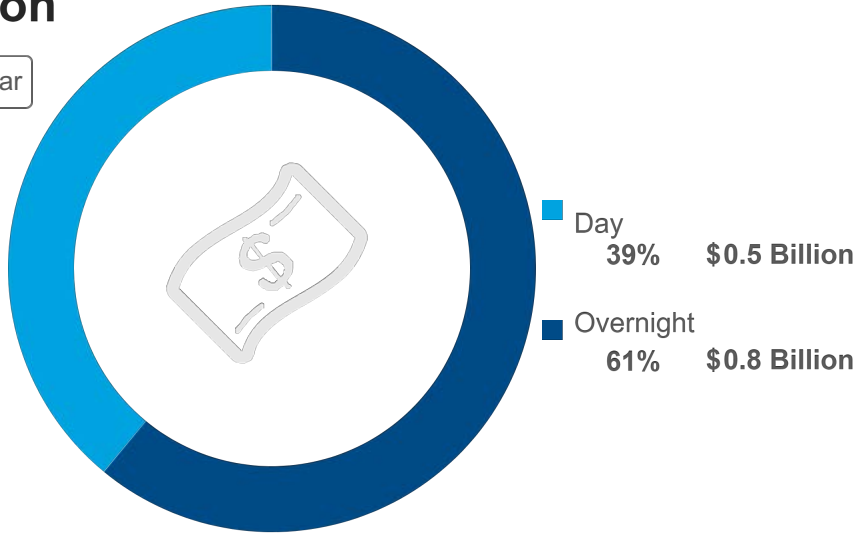


Total Expenditures for Louisville 2023 Domestic Travel Market

Total Spending

\$ 1.4 Billion

+10.0% vs. last year





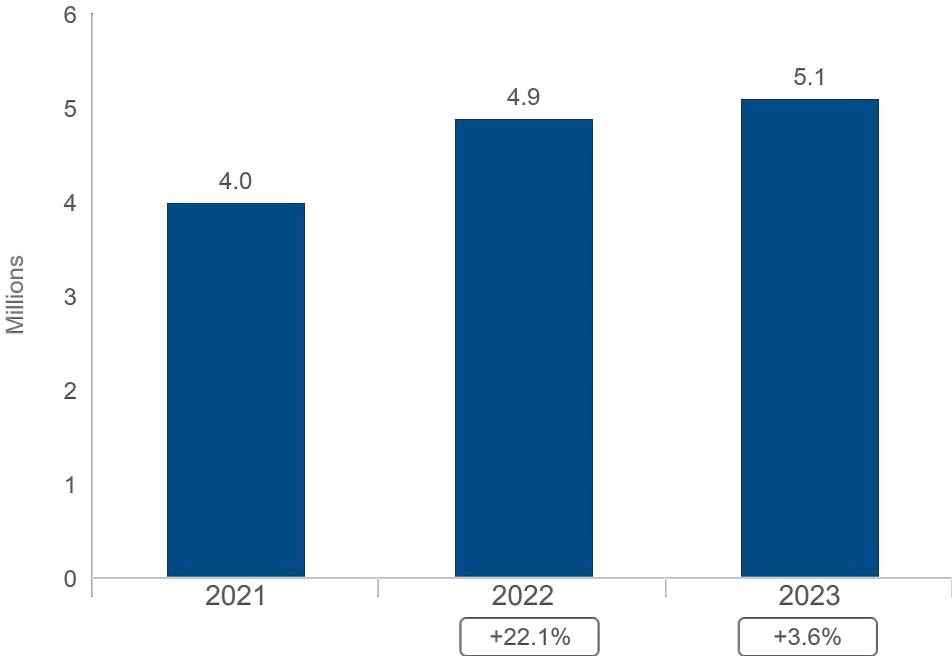
Travel USA Visitor Profile

Overnight Visitation



2023

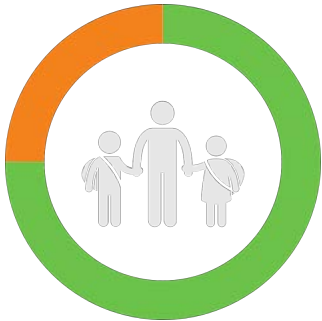
Overnight Trips to Louisville



Size of Louisville Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

5.1 Million



Adults	75%	3.8 Million
Children	25%	1.2 Million

Past Visitation to Louisville

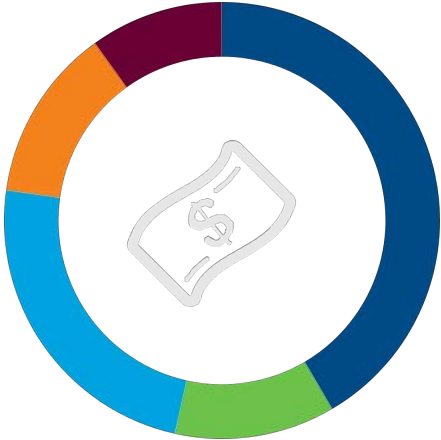
60% of overnight travelers to Louisville are repeat visitors

39% of overnight travelers to Louisville had visited before in the past 12 months

Domestic Overnight Expenditures - by Sector

Total Spending
\$ 0.835 Billion

+10.8% vs. last year



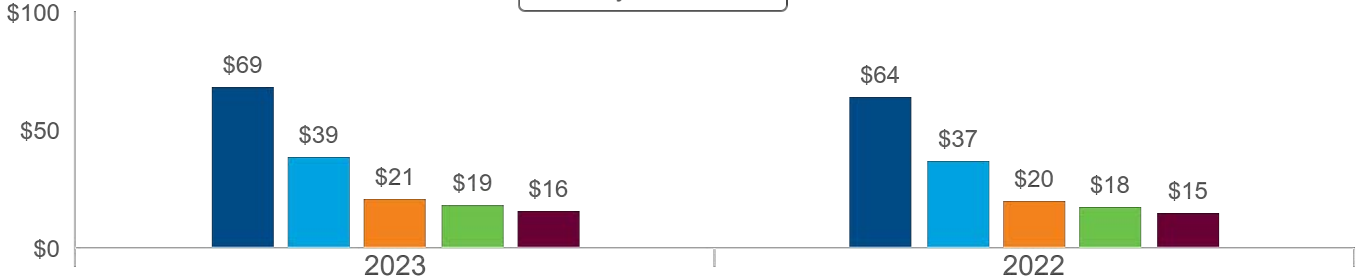
Lodging	42%	\$351 Million
Transportation at Destination	12%	\$97 Million
Restaurant Food & Beverage	24%	\$197 Million
Retail Purchase	13%	\$107 Million
Recreation/Entertainment	10%	\$83 Million

vs. last year
+12.1%
+12.9%
+9.1%
+9.1%
+9.5%

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

Average Per Person Per Trip: \$164

Last year: \$154













■ Lodging
 ■ Restaurant food & beverage
 ■ Retail Purchase
 ■ Transportation at Destination
 ■ Recreation/ Sightseeing/ Entertainment

Louisville's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

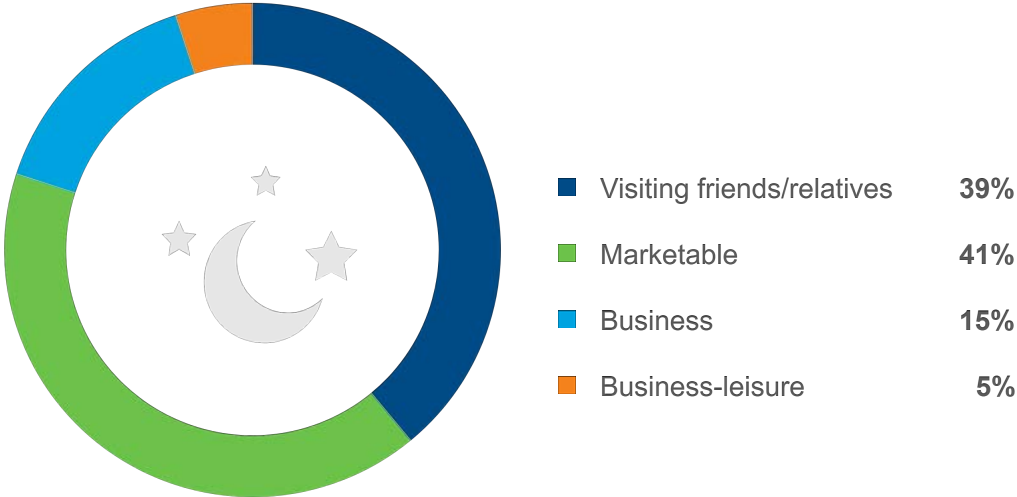
Main Purpose of Trip

 39% Visiting friends/ relatives	
 17% Special event	 7% Conference/ Convention
 11% Touring	
 6% City trip	
 3% Outdoors	 8% Other business trip
 2% Theme park	
 2% Casino	 5% Business-Leisure
 1% Cruise	

Main Purpose of Leisure Trip

	2023	2022
Visiting friends/ relatives	39%	49%
Special event	17%	11%
Touring	11%	11%
City trip	6%	5%
Outdoors	3%	3%
Theme park	2%	1%
Casino	2%	2%
Cruise	1%	<1%

2023 Louisville Overnight Trips



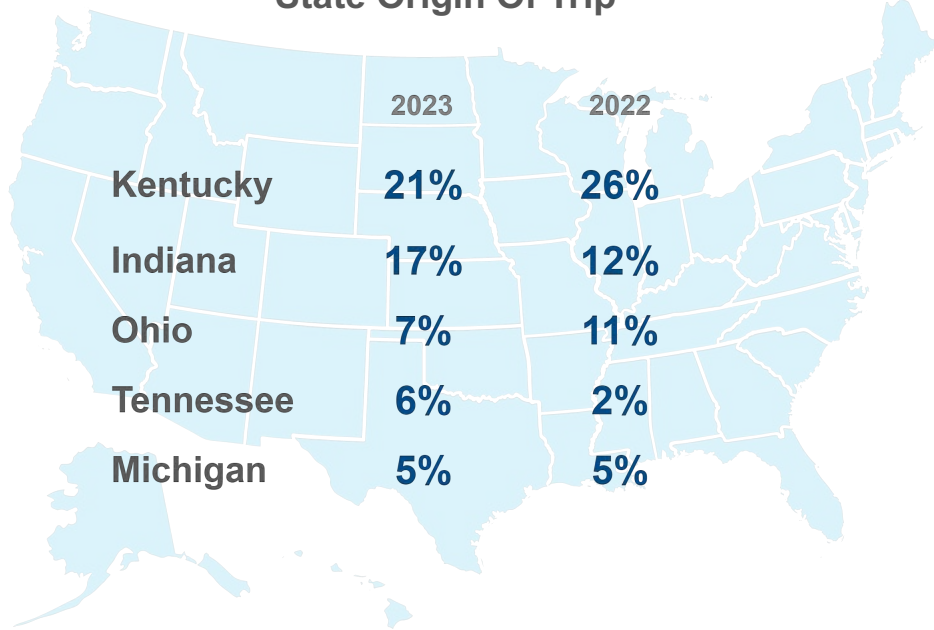
Last Year's Louisville Overnight Trips



Louisville's Overnight Trip Characteristics

Base: 2023 Overnight Person-Trips

State Origin Of Trip



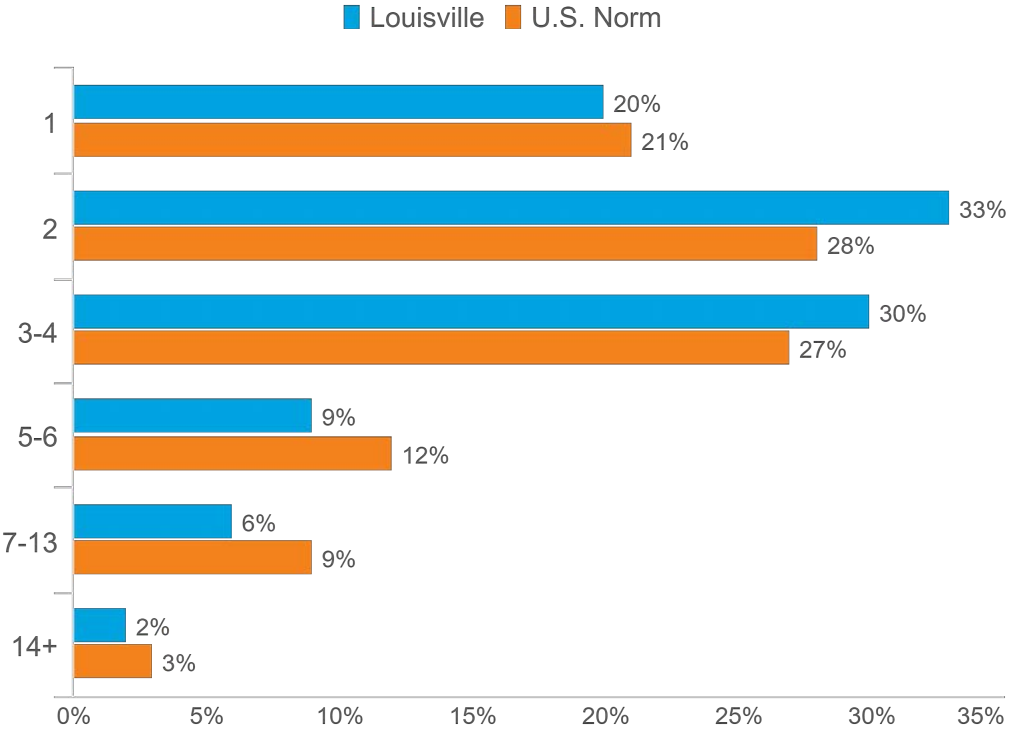
Season of Trip Total Overnight Person-Trips



DMA Origin Of Trip

	2023	2022
Indianapolis-Lafayette, IN	9%	9%
Louisville, KY	7%	8%
Nashville, KY/TN	5%	1%
Evansville, IL/IN/KY	5%	3%
Cincinnati, OH/KY	5%	5%
Chicago, IL	3%	5%
Lexington, KY	3%	10%
Charleston-Huntington, KY/OH/WV	3%	3%
Detroit, MI	3%	3%
Cleveland, OH	3%	1%

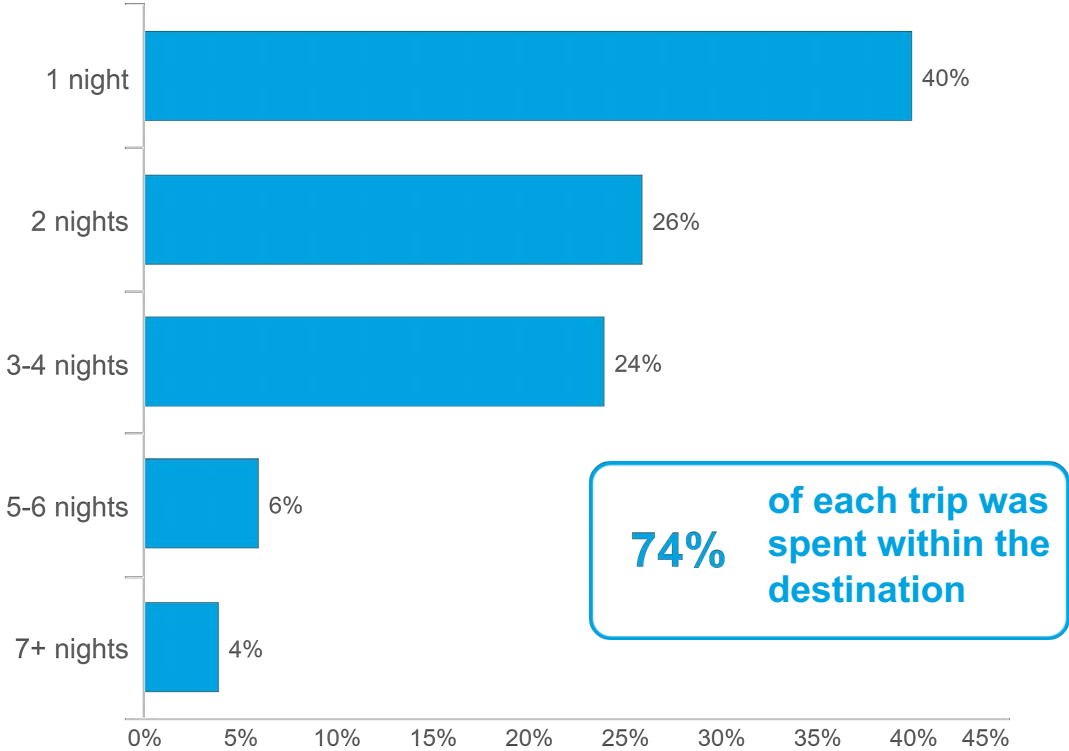
Total Nights Away on Trip



Louisville
3.3
Average Nights

U.S. Norm
3.8
Average Nights

Nights Spent in Louisville



74% of each trip was spent within the destination

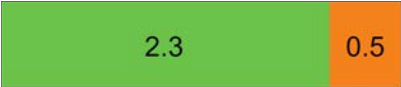
Average number of nights
2.5

Average last year
2.9

Size of Travel Party

■ Adults ■ Children

Louisville



Total **2.8**

Average number of people

U.S. Norm



Total **2.9**

Average number of people

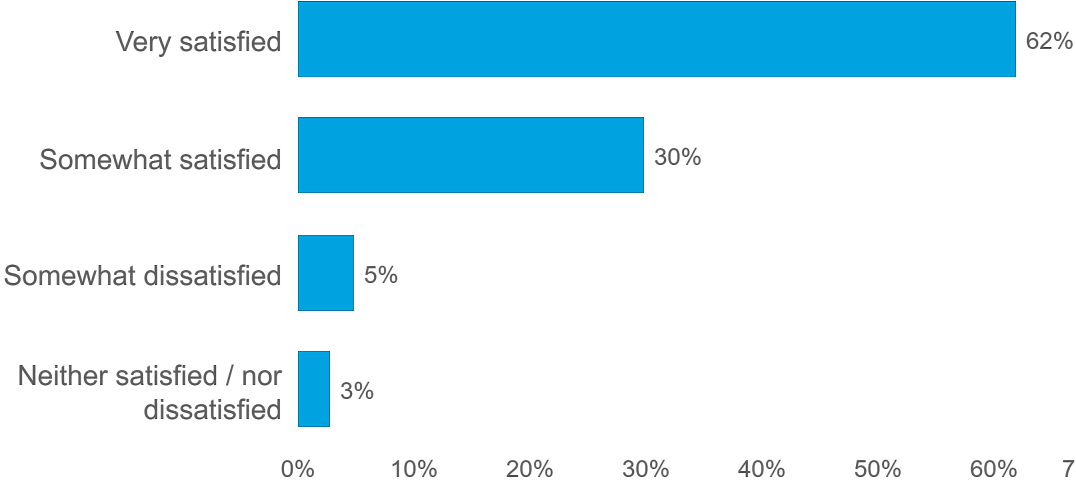


10% of travel parties had a travel party member that required accessibility services

U.S. Norm: 17%

Satisfaction with Ease of Accessibility

Ease of Accessibility only asked to those with travel limiting disabilities within travel party



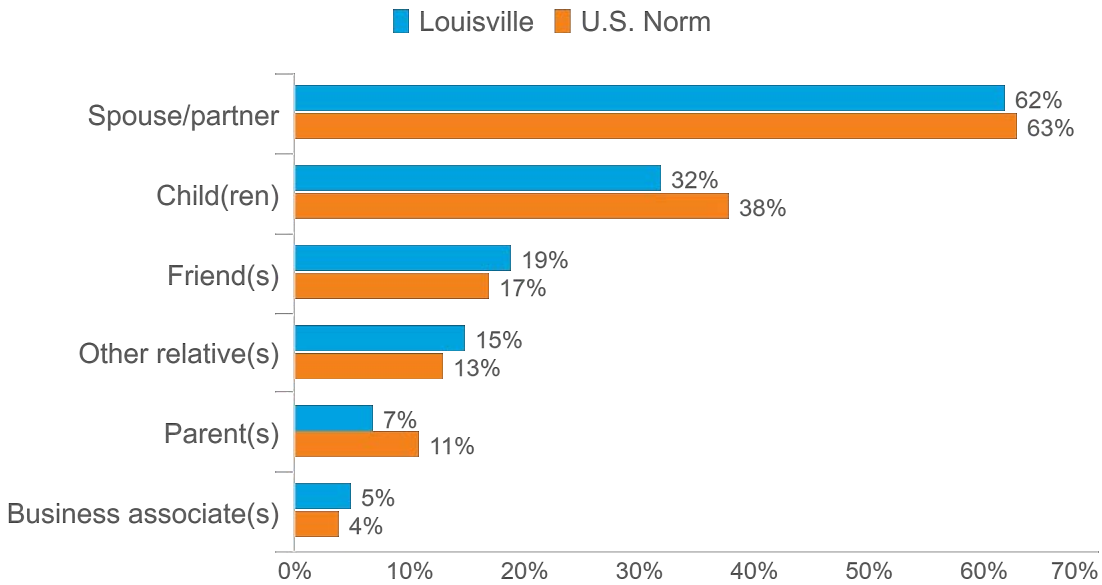


25% of trips only had one person in the travel party

U.S. Norm: 24%

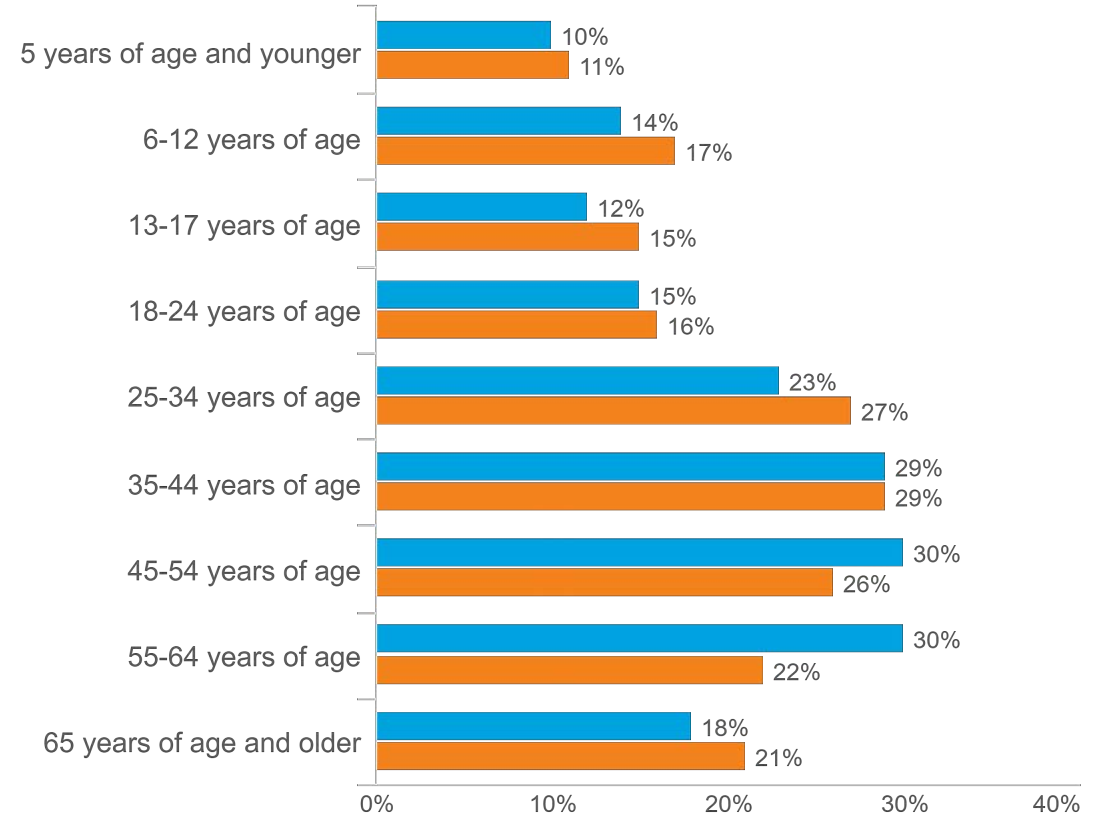
Composition of Immediate Travel Party

Base: 2023 Overnight Person-Trips that included more than one person



Travel Party Age

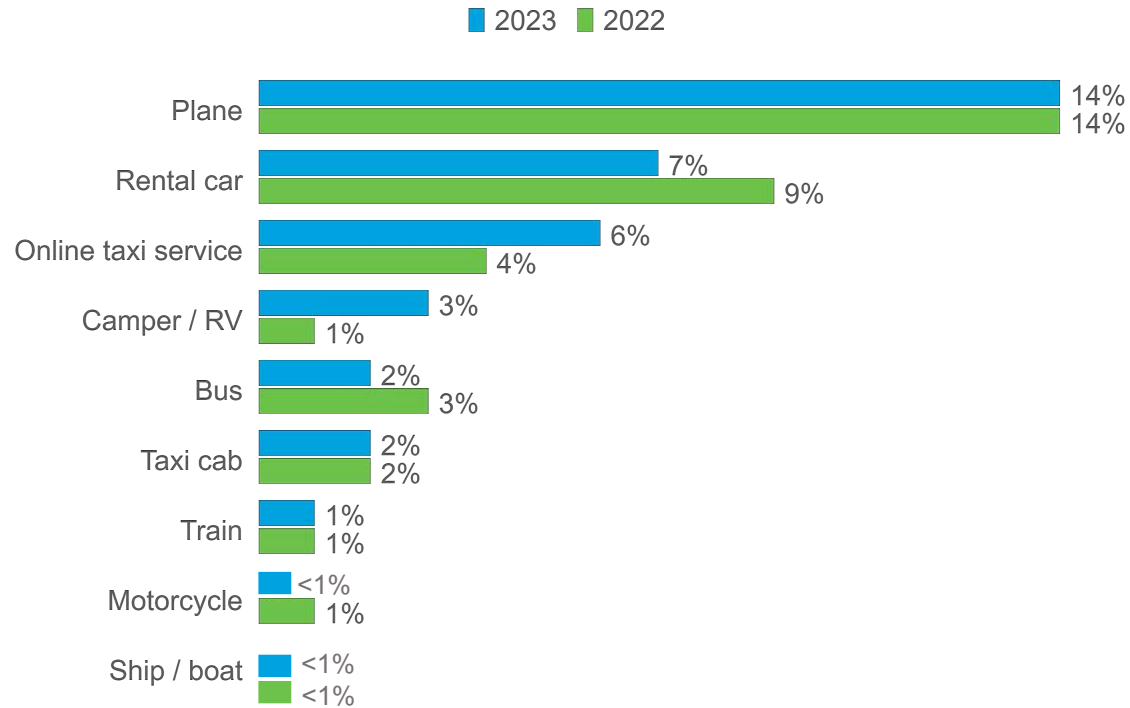
■ Louisville ■ U.S. Norm



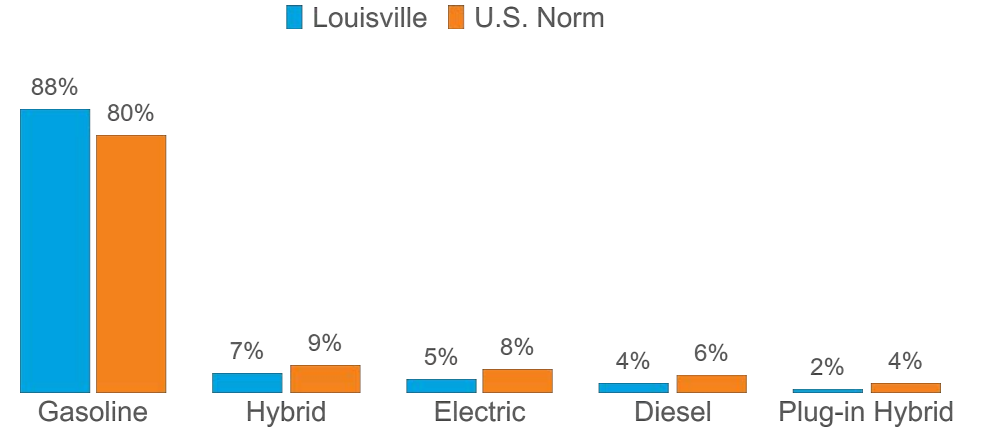
Transportation Used to get to Destination

79% of overnight travelers use own car/truck to get to their destination

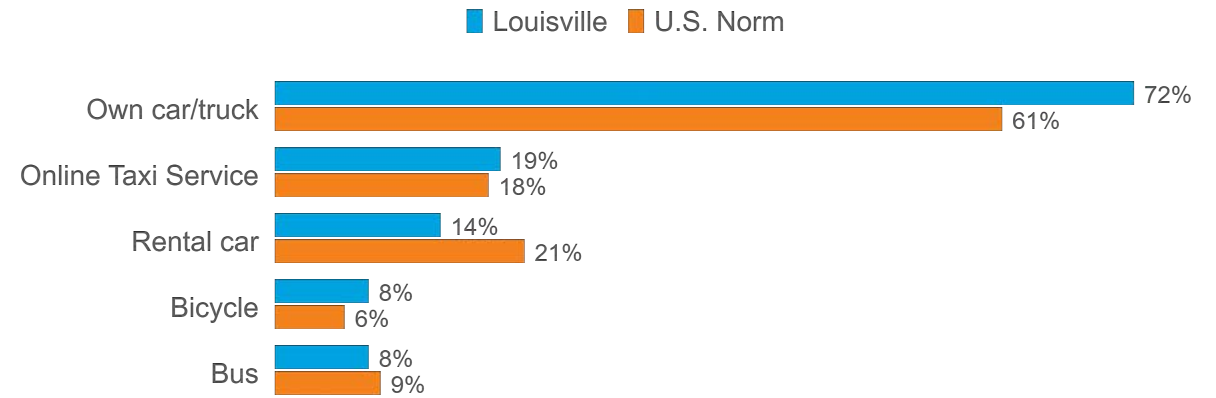
Previous year: **80%**



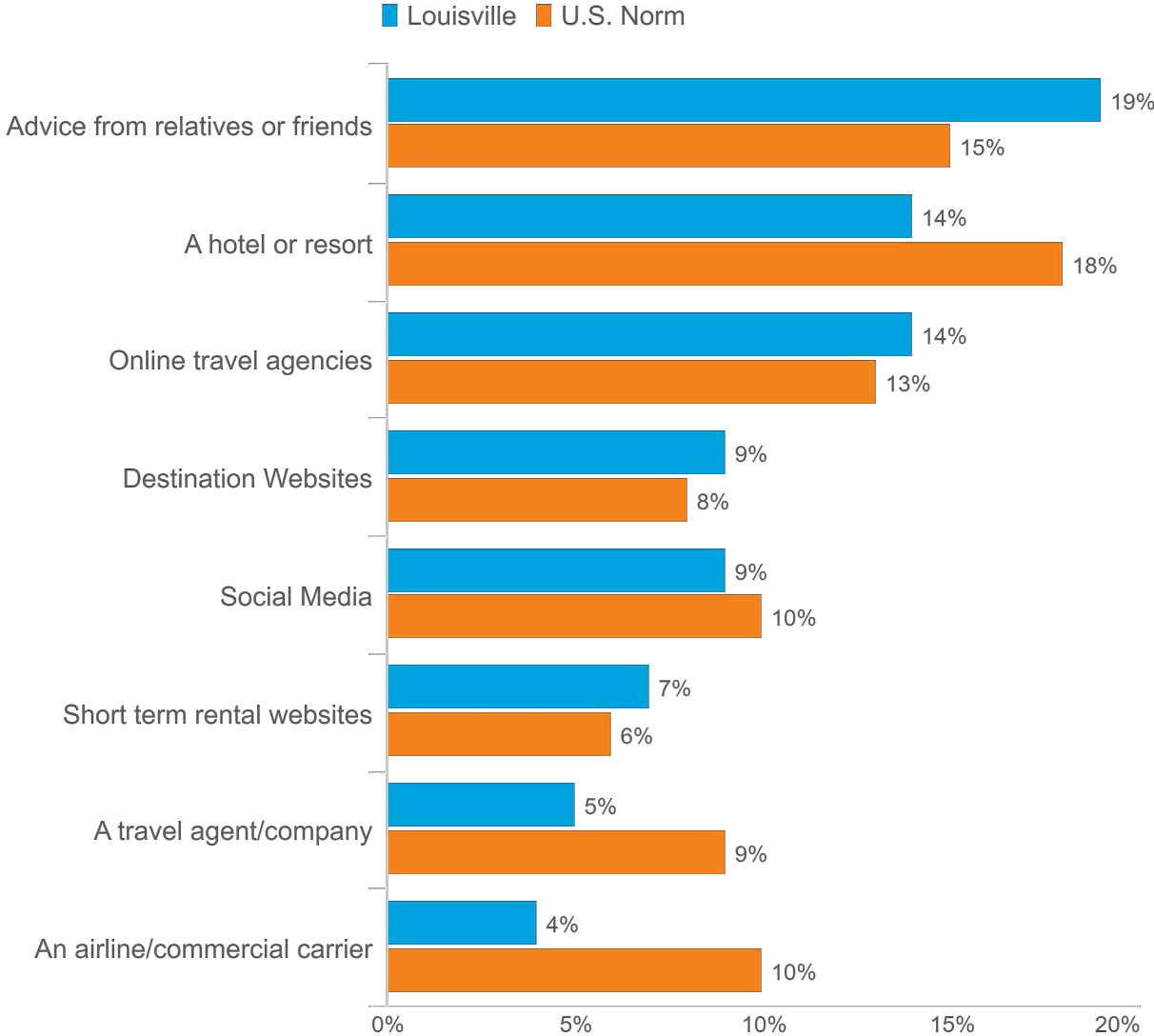
Type of Vehicle Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

	Louisville	U.S. Norm
1 month or less	34%	33%
2 months	20%	17%
3-5 months	15%	18%
6-12 months	15%	13%
More than 1 year in advance	2%	4%
Did not plan anything in advance	13%	15%

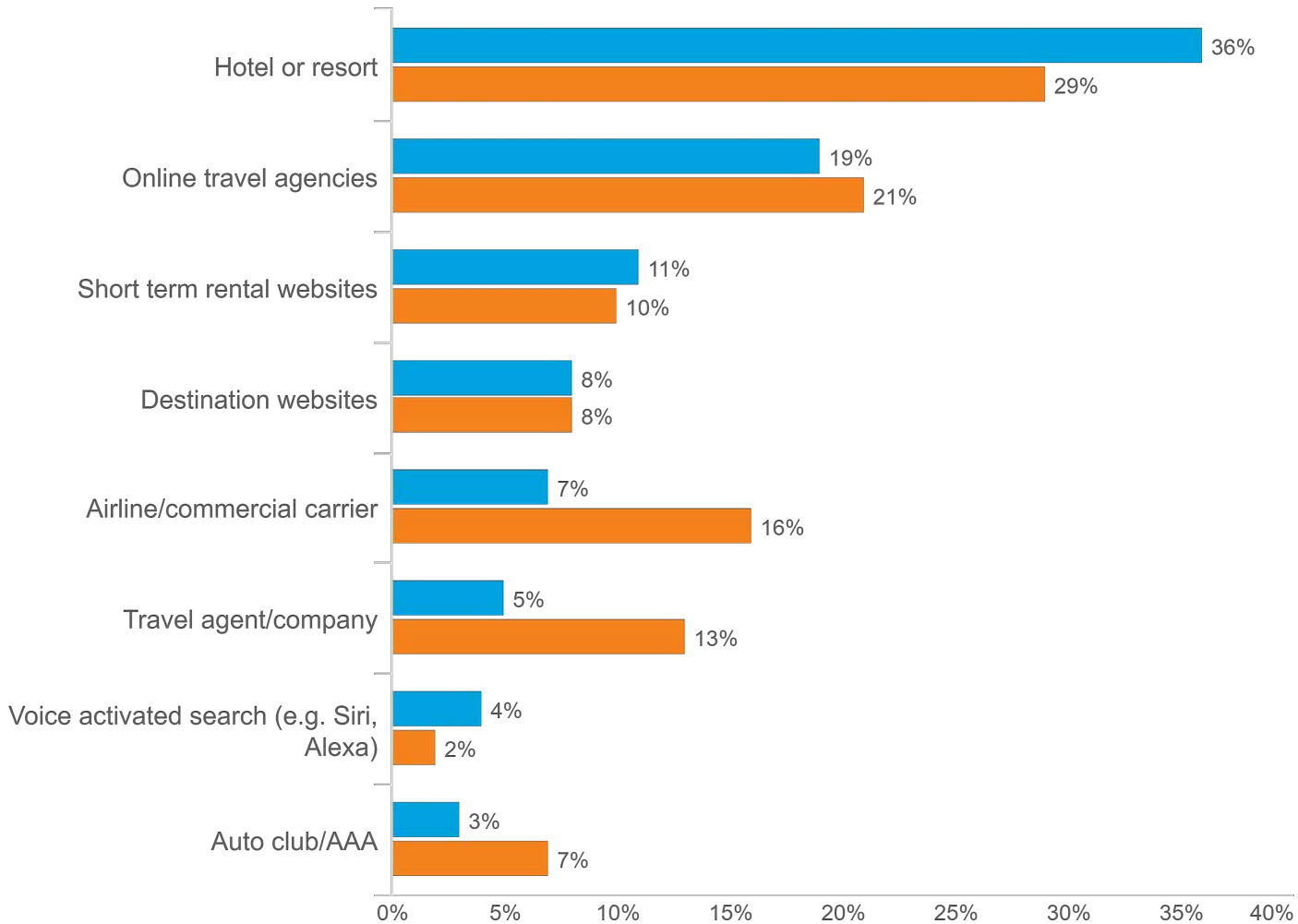


Louisville's Overnight Trip Characteristics








Base: 2023 Overnight Person-Trips

Method of Booking

■ Louisville ■ U.S. Norm



Accommodations

	2023	2022
 Hotel	56%	47%
 Home of friends / relatives	22%	30%
 Motel	9%	9%
 Bed & breakfast	6%	3%
 Rented home / condo / apartment	6%	4%
 Campground / RV park	4%	1%
 Resort hotel	3%	4%

Activity Groupings

Outdoor Activities



U.S. Norm: 47%

Entertainment Activities



U.S. Norm: 54%

Cultural Activities



U.S. Norm: 28%

Sporting Activities



U.S. Norm: 20%

Business Activities








U.S. Norm: 15%

Activities and Experiences (Top 10)







	2023	2022
Sightseeing	28%	23%
Shopping	27%	30%
Bar/nightclub	23%	18%
Landmark/historic site	20%	21%
Attending celebration	16%	19%
Winery/brewery/distillery tour	15%	19%
Museum	14%	14%
Business convention/conference	11%	7%
Live performances	10%	6%
Hiking/backpacking	10%	10%

Shopping Types on Trip

Base: 2023 Overnight Person-Trips that included Shopping

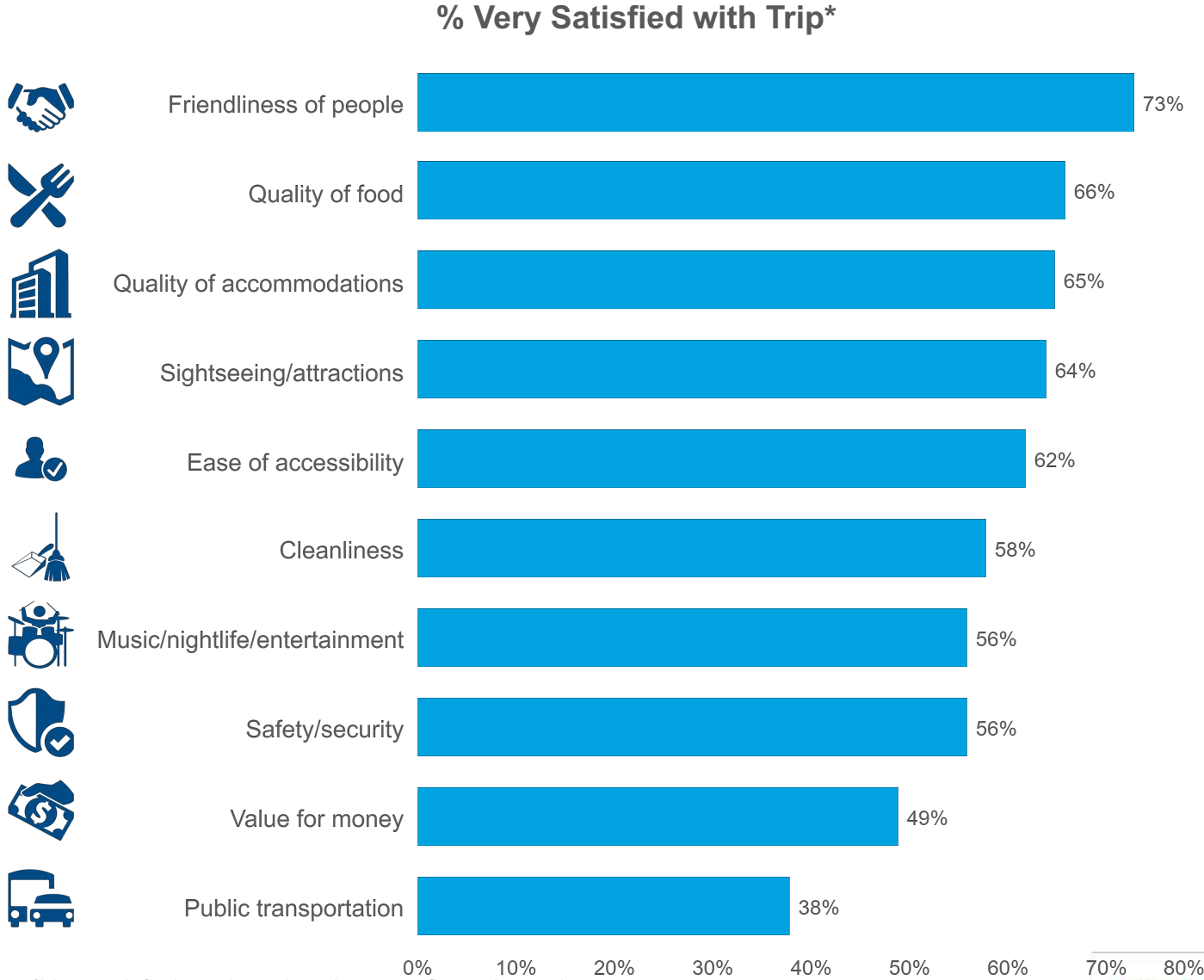
	Louisville	U.S. Norm
 Shopping at locally owned businesses	50%	48%
 Outlet/mall shopping	44%	44%
 Souvenir shopping	41%	38%
 Convenience/grocery shopping	32%	42%
 Big box stores (Walmart, Costco)	22%	30%
 Antiquing	21%	12%
 Farmers market	19%	17%

Dining Types on Trip

	Louisville	U.S. Norm
 Casual dining	62%	56%
 Fast food	52%	45%
 Unique/local food	32%	30%
 Carry-out/food delivery service	23%	22%
 Fine/upscale dining	18%	19%
 Picnicking	9%	11%



73%
of overnight travelers were
very satisfied with their overall
trip experience



*Very satisfied = selected top box on a five point scale
Ease of Accessibility only asked to those with travel limiting disabilities within travel party

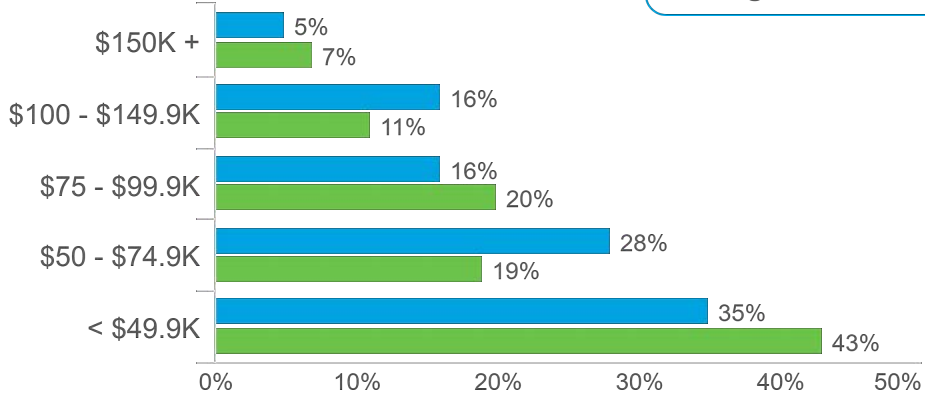
Demographic Profile of Overnight Louisville Visitors

Base: 2023 Overnight Person-Trips

Household Income

■ 2023 ■ 2022

Average Income: 71.5K



Age

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

Louisville



Average Age
46.4

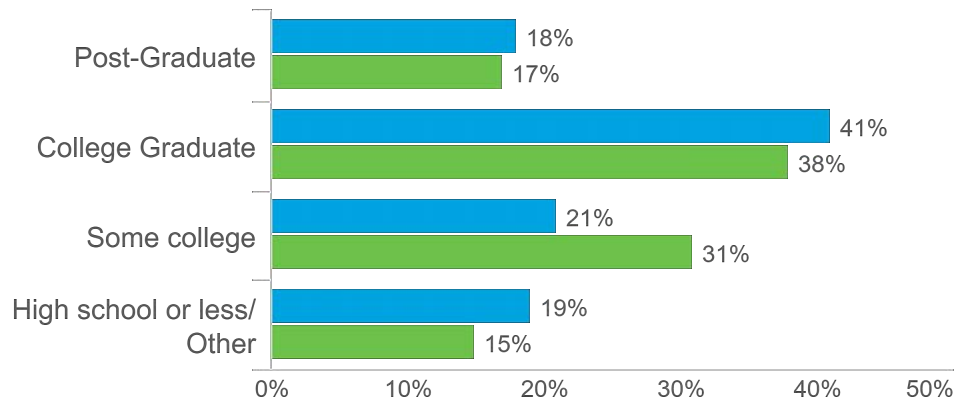
Previous Year



Average Age
47.5

Educational Attainment

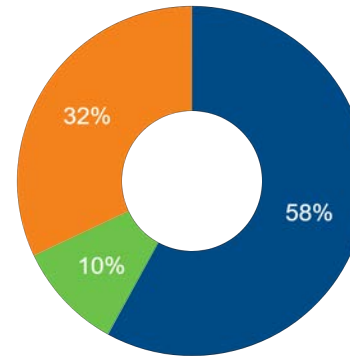
■ 2023 ■ 2022



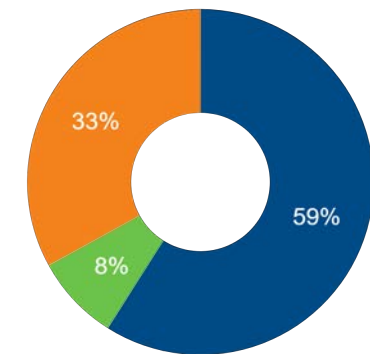
Employment

■ Full time / self-employed ■ Part time ■ Retired / not employed / other

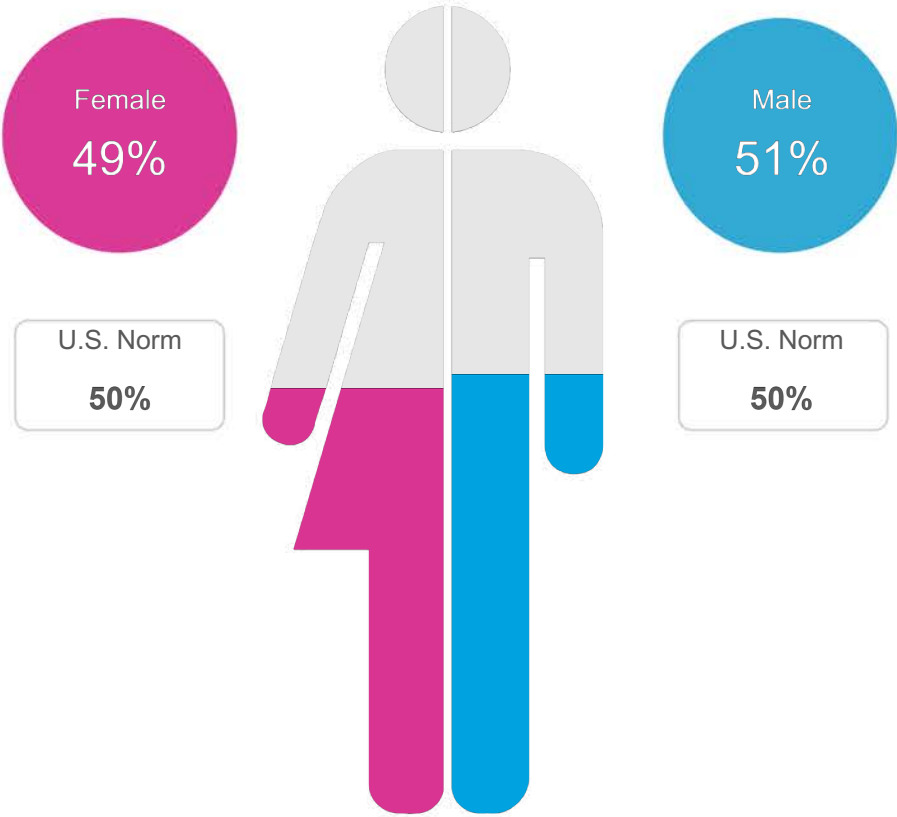
Louisville



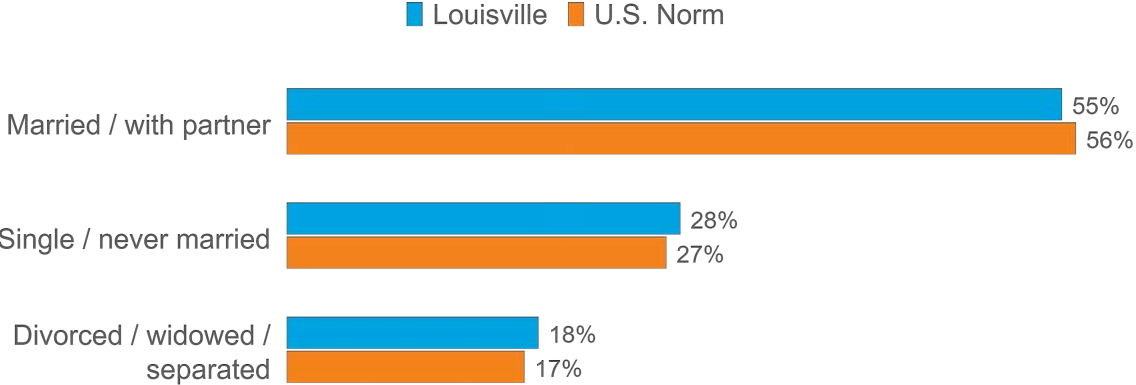
Louisville's Previous Year



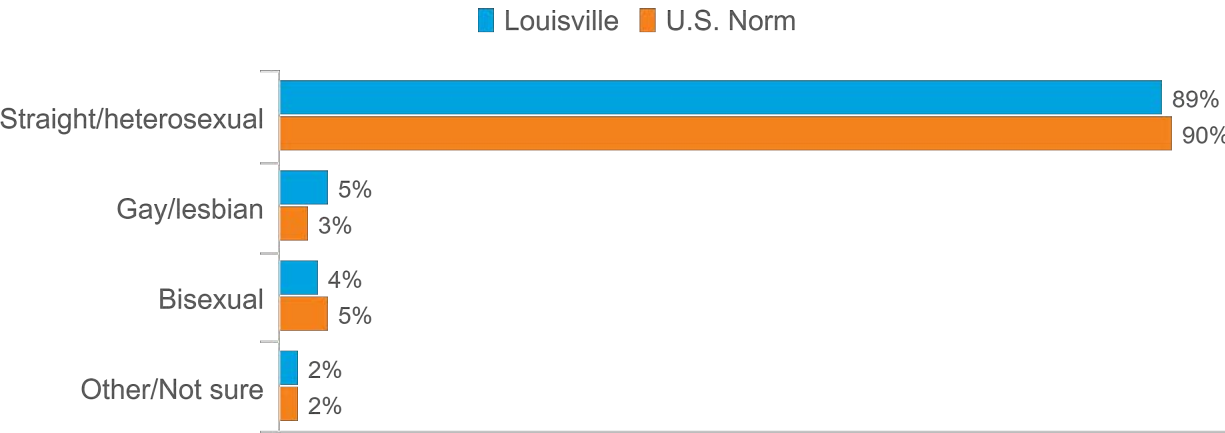
Gender



Marital Status



Sexual Orientation

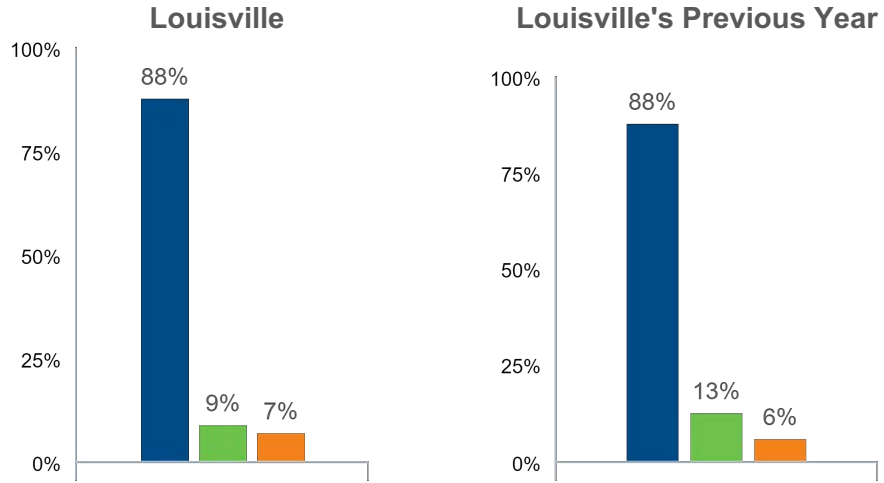


Demographic Profile of Overnight Louisville Visitors

Base: 2023 Overnight Person-Trips

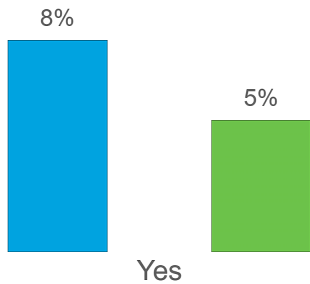
Race

White African-American Other



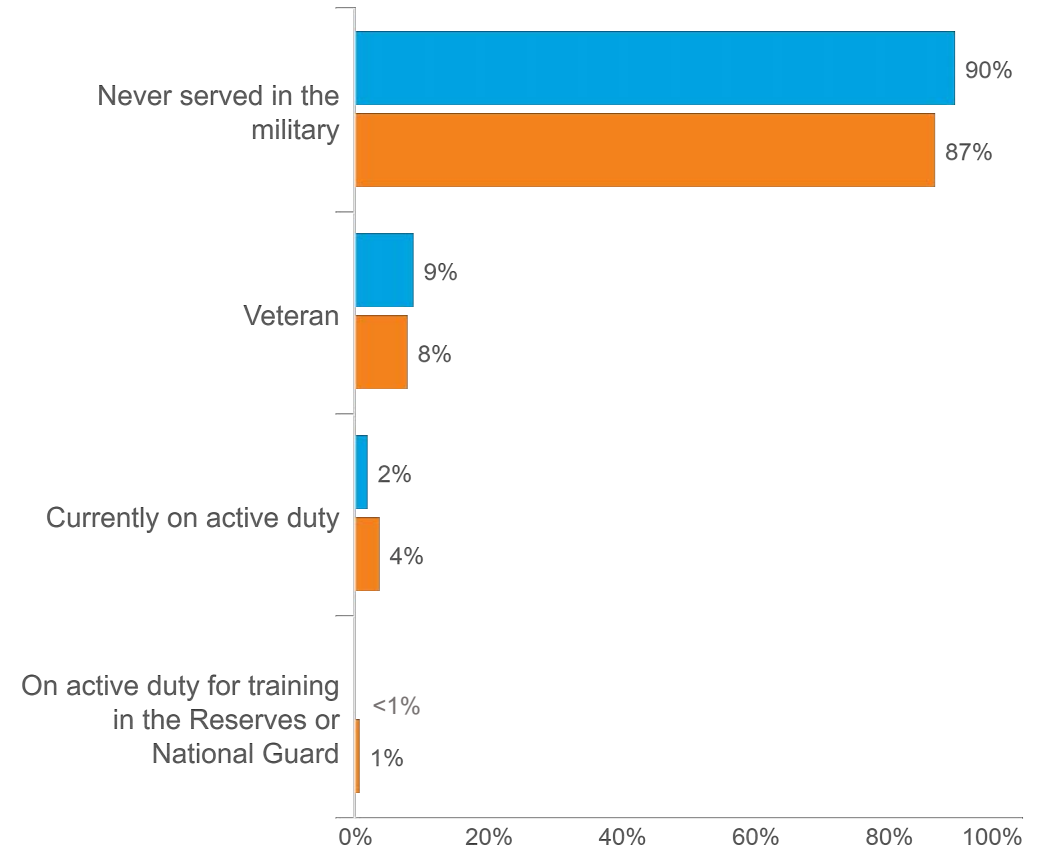
Hispanic Background

2023 2022

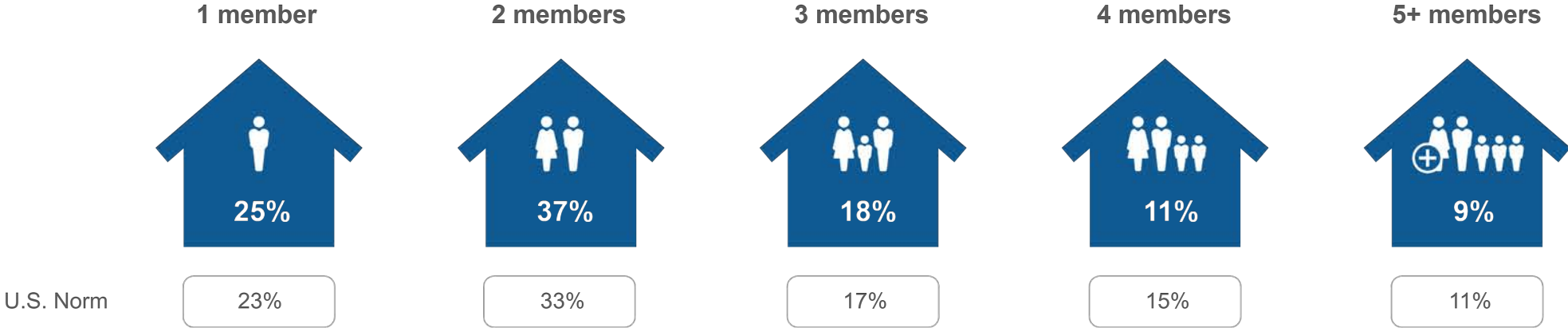


Military Status

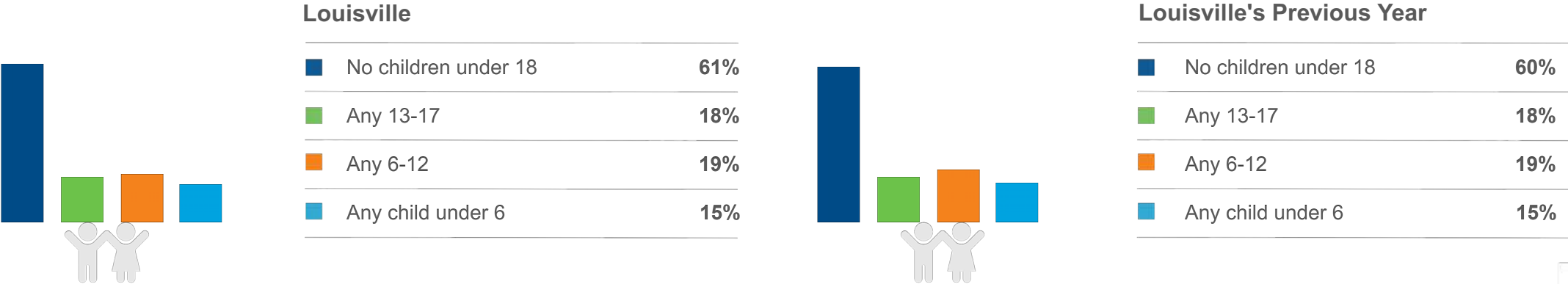
Louisville U.S. Norm



Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation



2022/2023

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 2022 and 2023 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2023 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.

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 Louisville, the following sample was achieved in 2022/2023:



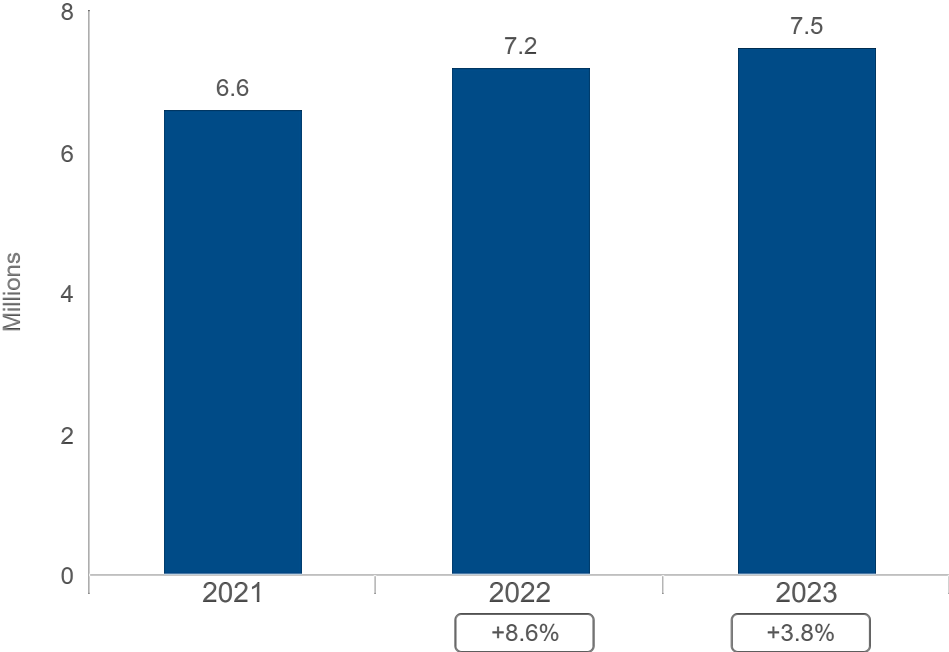
Day Base Size

363

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.

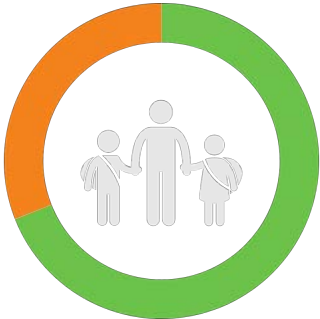
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Day Trips to Louisville



Size of Louisville Day Travel Market - Adults vs. Children

Total Day Person-Trips
7.5 Million



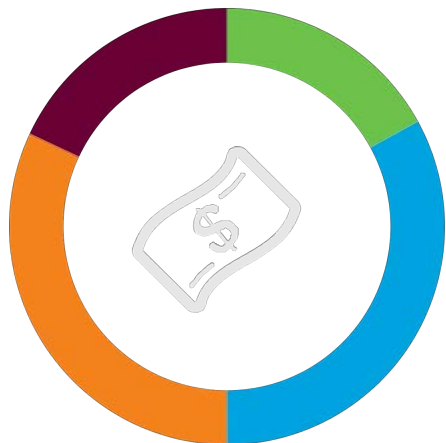
Adults	69%	5.2 Million
Children	31%	2.3 Million

Domestic Day Expenditures - by Sector

Total Spending

\$ 0.527 Billion

+8.8% vs. last year



Sector	Percentage	Amount
Transportation at Destination	17%	\$92 Million
Restaurant Food & Beverage	33%	\$175 Million
Retail Purchase	32%	\$167 Million
Recreation/Entertainment	18%	\$93 Million

vs. last year

+11.6%

+7.7%

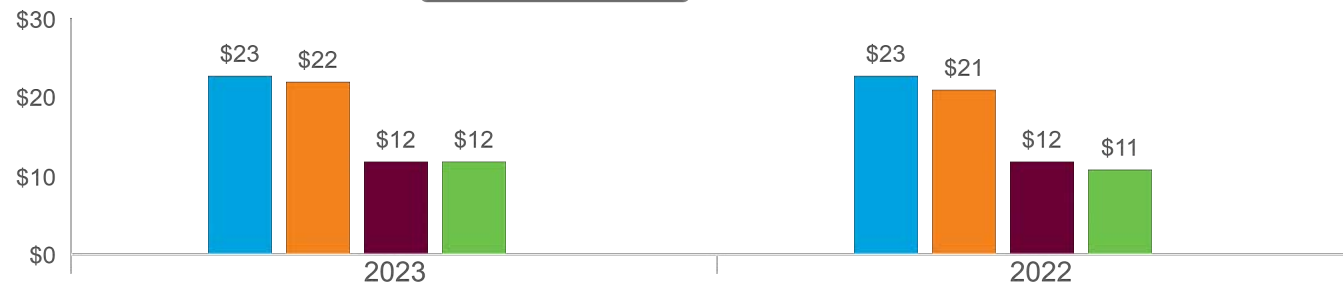
+8.5%

+8.6%

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






Average Per Person Per Trip: \$ 70

Last year: \$ 67

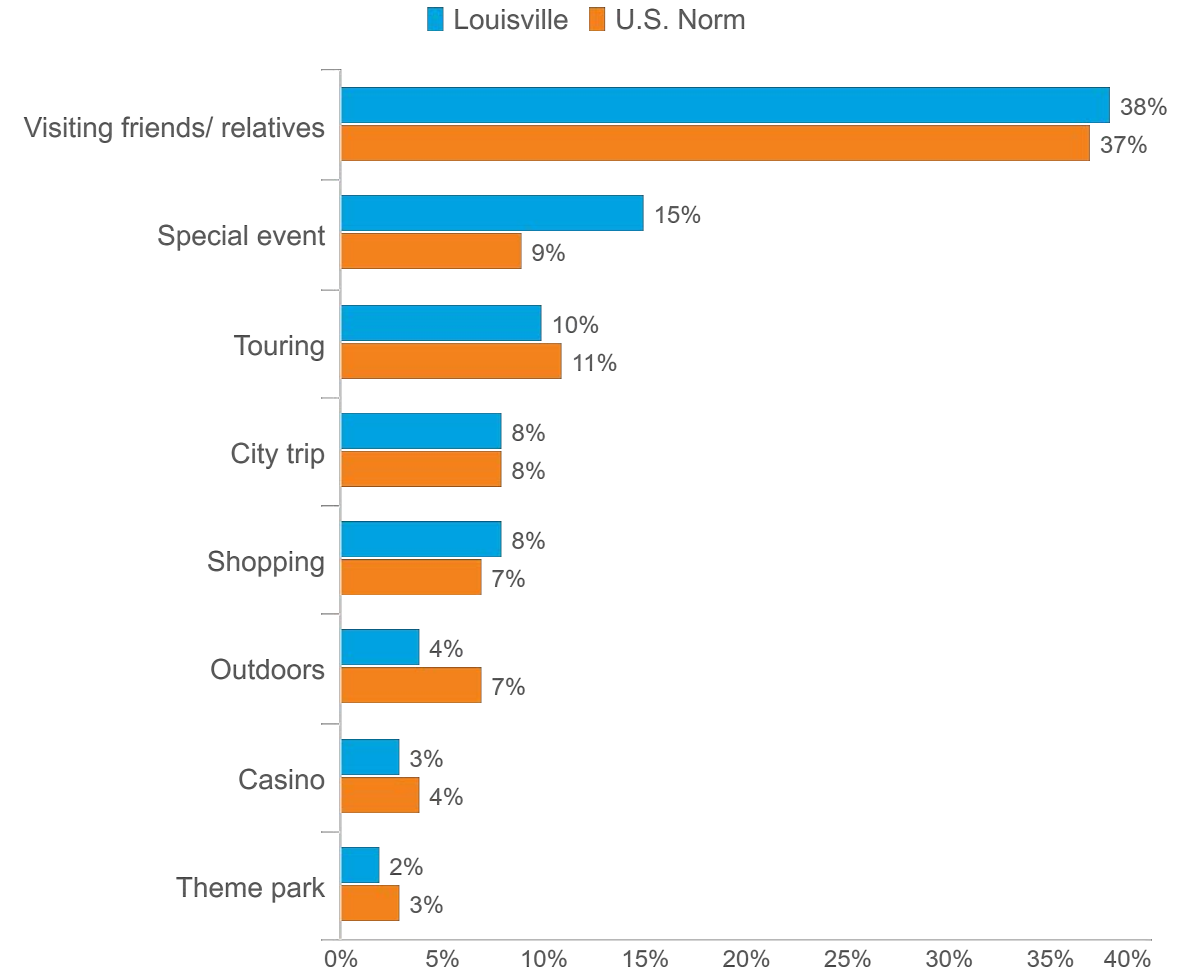


■ Restaurant food & beverage
 ■ Retail Purchase
 ■ Recreation/ Sightseeing/ Entertainment
 ■ Transportation at Destination

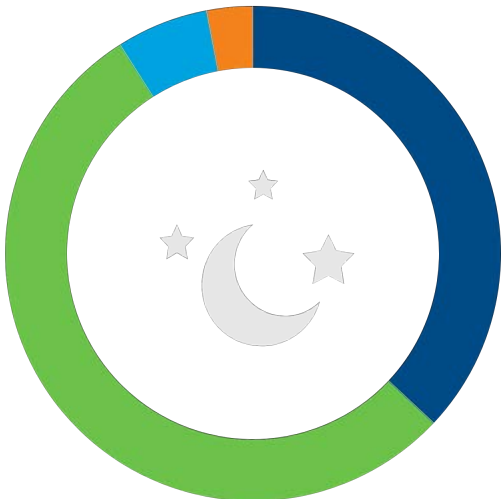
Main Purpose of Trip

 38% Visiting friends/ relatives	 3% Conference/ Convention
 15% Special event	
 10% Touring	
 8% City trip	
 8% Shopping	 5% Other business trip
 4% Outdoors	
 3% Casino	 4% Business-Leisure
 2% Theme park	

Main Purpose of Leisure Trip

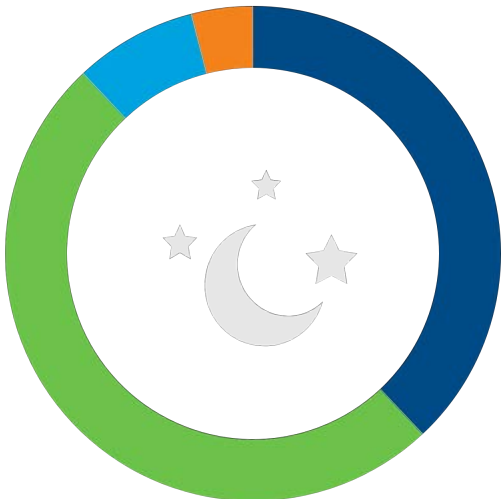


2023 U.S. Day Trips



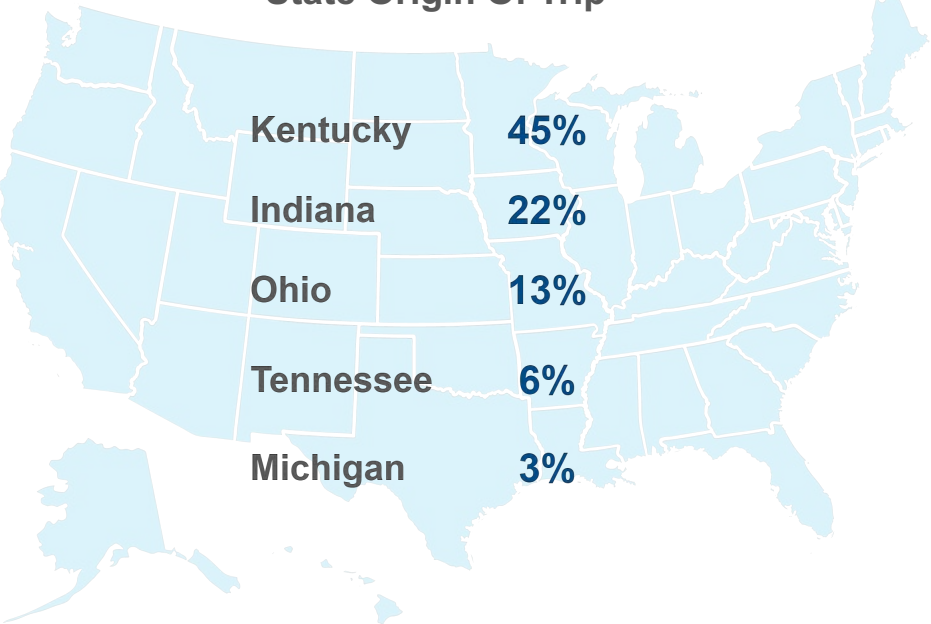
■	Visiting friends/relatives	37%
■	Marketable	54%
■	Business	6%
■	Business-leisure	3%

Louisville Day Trips

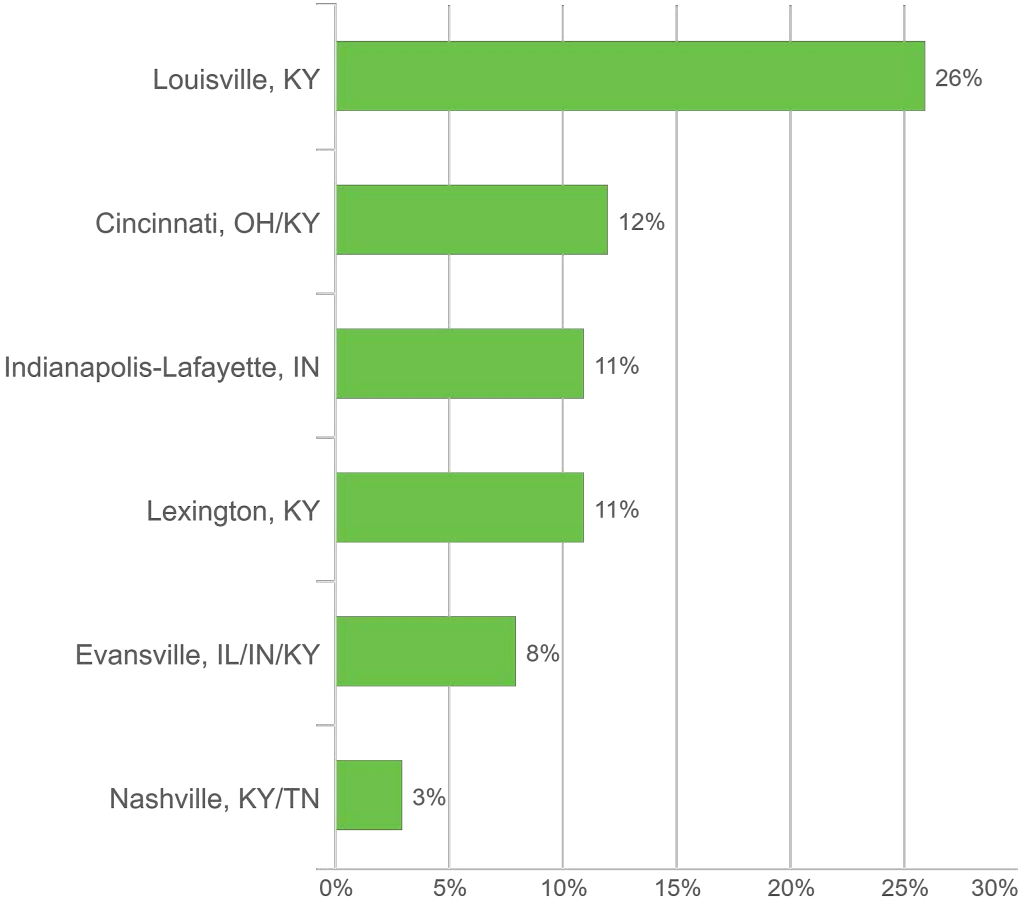


■	Visiting friends/relatives	38%
■	Marketable	50%
■	Business	8%
■	Business-leisure	4%

State Origin Of Trip



DMA Origin Of Trip



Season of Trip Total 2023 Day Person-Trips



Size of Travel Party

■ Adults ■ Children

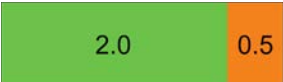
Louisville



Average number of people

Total
2.7

U.S. Norm



Average number of people

Total
2.6



14% of travel parties had a travel party member that required accessibility services

U.S. Norm: **15%**

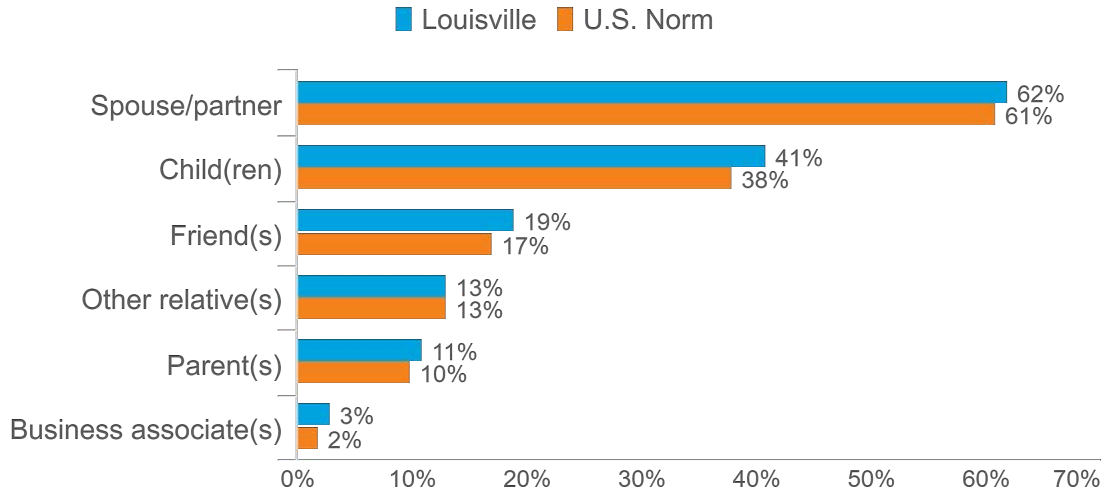


19% of trips only had one person in the travel party

U.S. Norm: **25%**

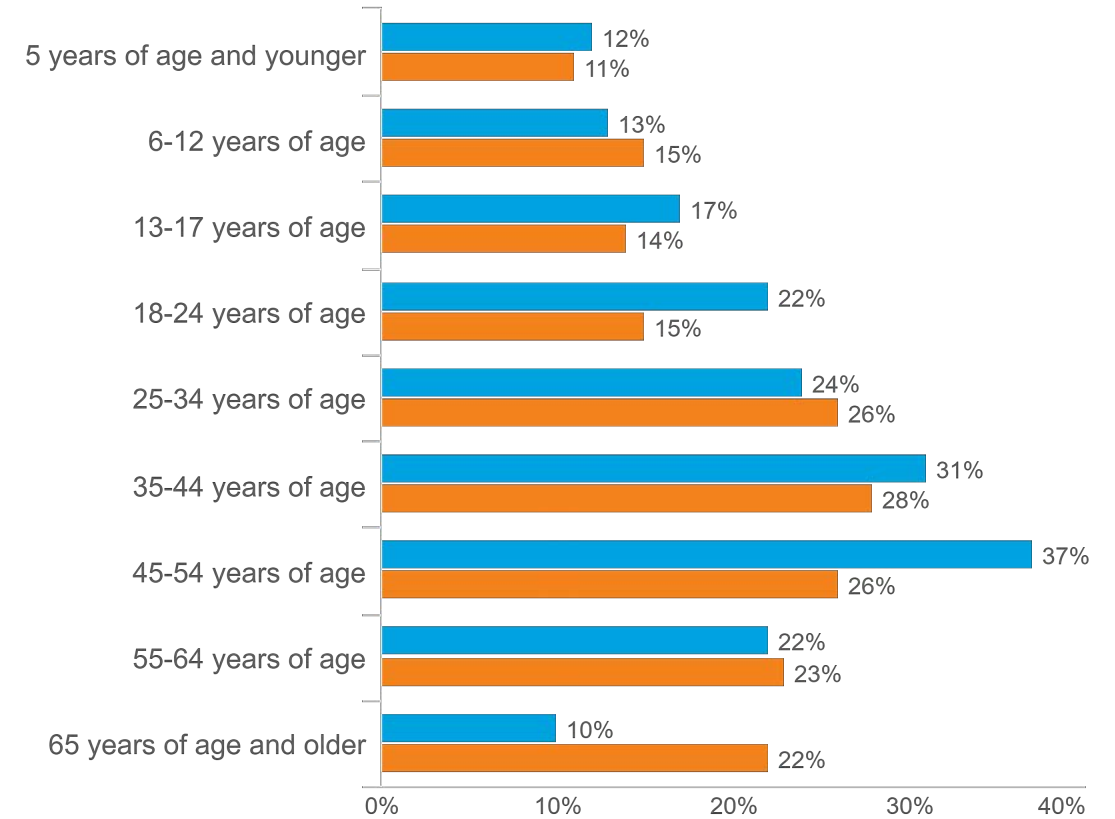
Composition of Immediate Travel Party

Base: 2023 Day Person-Trips that included more than one person



Travel Party Age

■ Louisville ■ U.S. Norm



Question added in 2023, data is for 2023 only

Activity Groupings

Outdoor Activities



U.S. Norm: 32%

Entertainment Activities



U.S. Norm: 40%

Cultural Activities



U.S. Norm: 20%

Sporting Activities



U.S. Norm: 14%

Business Activities










U.S. Norm: 10%

Activities and Experiences (Top 10)

	Louisville	U.S. Norm
Shopping	29%	21%
Sightseeing	19%	14%
Landmark/historic site	15%	8%
Winery/brewery/distillery tour	13%	4%
Attending celebration	13%	11%
Hiking/backpacking	10%	6%
Zoo	10%	5%
Museum	9%	7%
National/state park	7%	5%
Bar/nightclub	7%	7%







Shopping Types on Trip

Base: 2023 Day Person-Trips that included Shopping

	Louisville	U.S. Norm
 Outlet/mall shopping	57%	45%
 Shopping at locally owned businesses	48%	42%
 Souvenir shopping	35%	23%
 Antiquing	34%	12%
 Big box stores (Walmart, Costco)	21%	26%
 Convenience/grocery shopping	18%	26%
 Farmers market	14%	13%

Question updated in 2023, data is for 2023 only

Dining Types on Trip

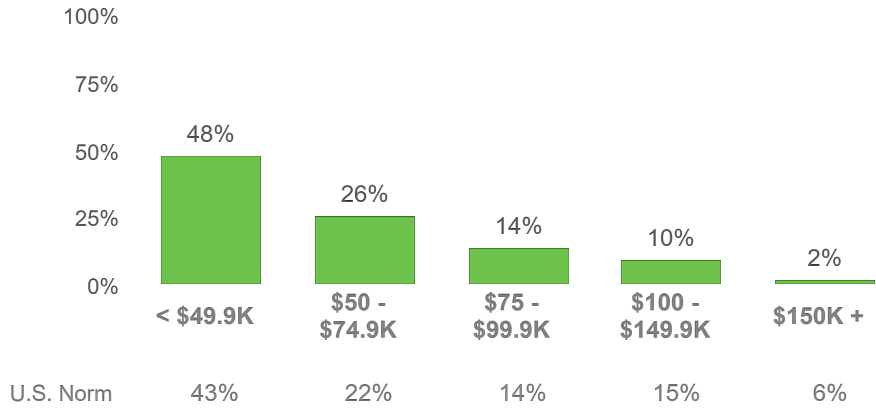
	Louisville	U.S. Norm
 Casual dining	51%	43%
 Fast food	47%	39%
 Unique/local food	27%	20%
 Carry-out/food delivery service	13%	12%
 Picnicking	12%	9%
 Fine/upscale dining	8%	10%

Question updated in 2023, data is for 2023 only

Demographic Profile of Day Louisville Visitors

Base: 2022/2023 Day Person-Trips

Household Income



Age

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

Louisville



Average Age
45.5

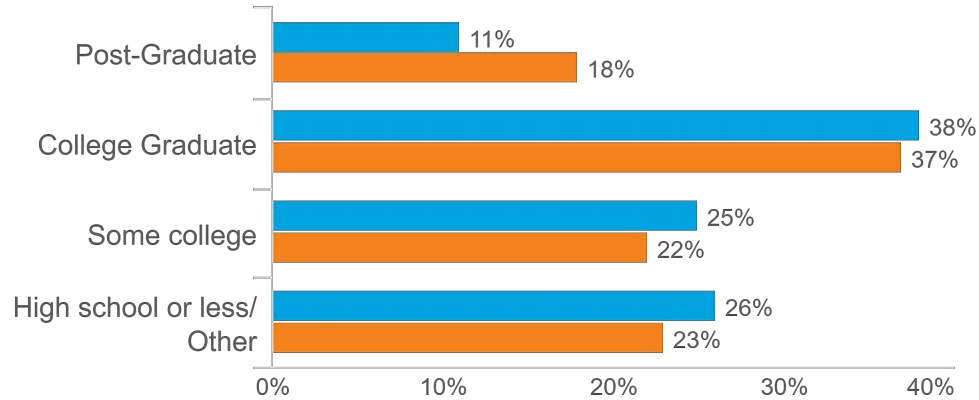
U.S. Norm



Average Age
46.5

Educational Attainment

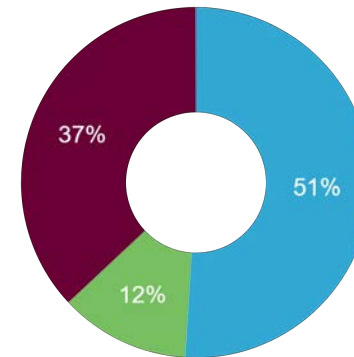
Louisville U.S. Norm



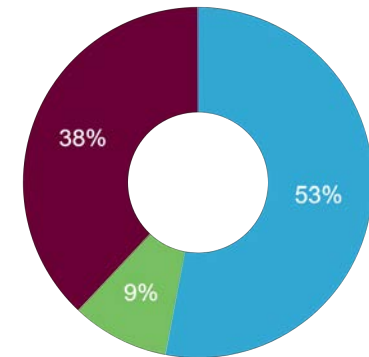
Employment

Full time / self-employed Part time Retired / not employed / other

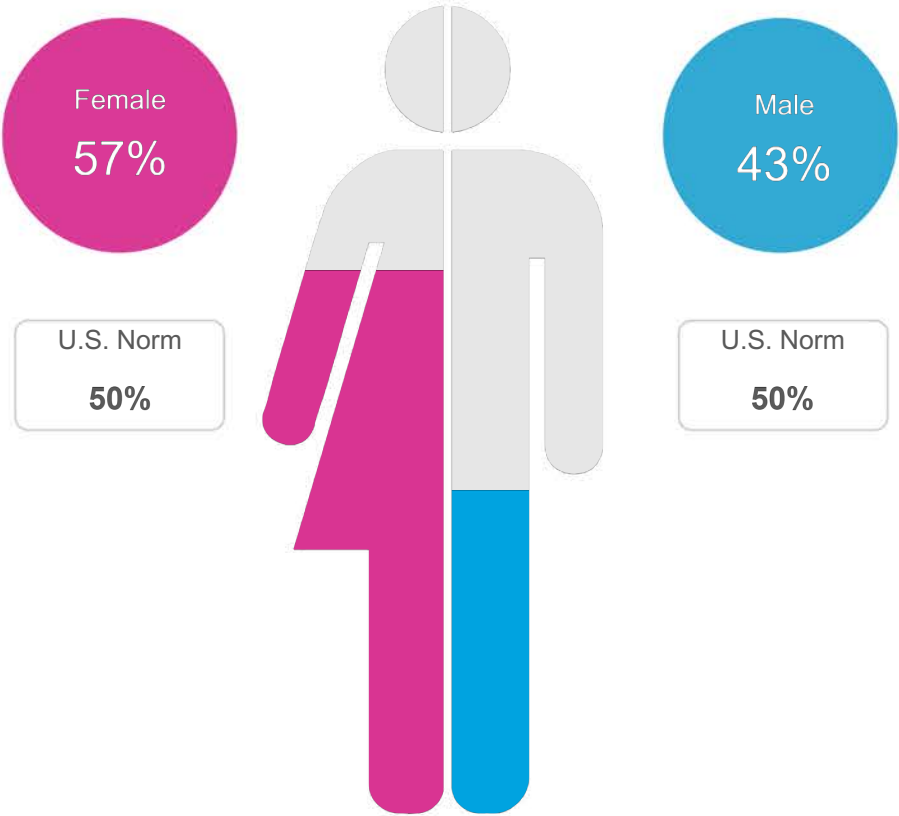
Louisville



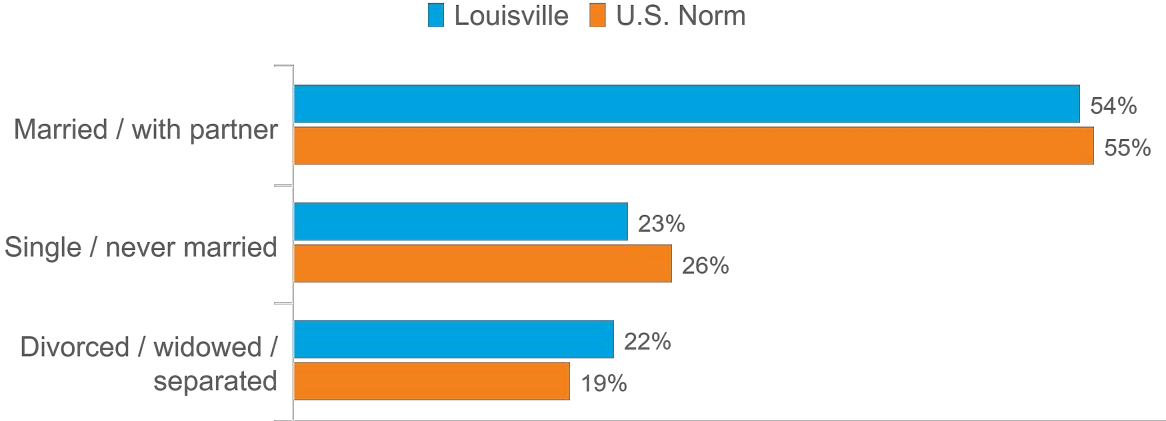
U.S. Norm



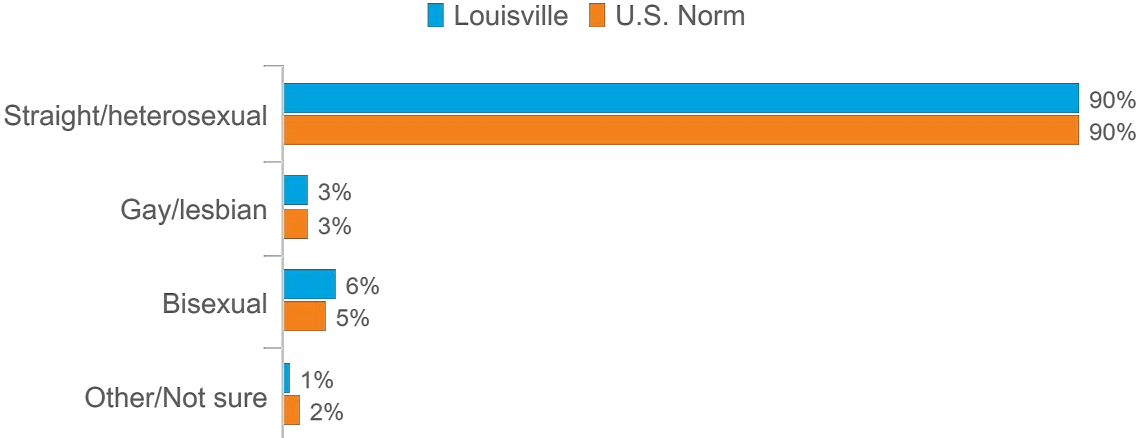
Gender



Marital Status

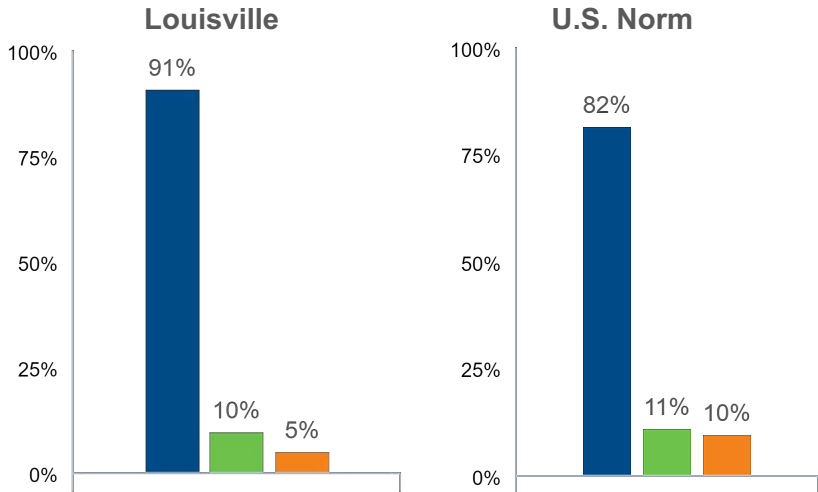


Sexual Orientation



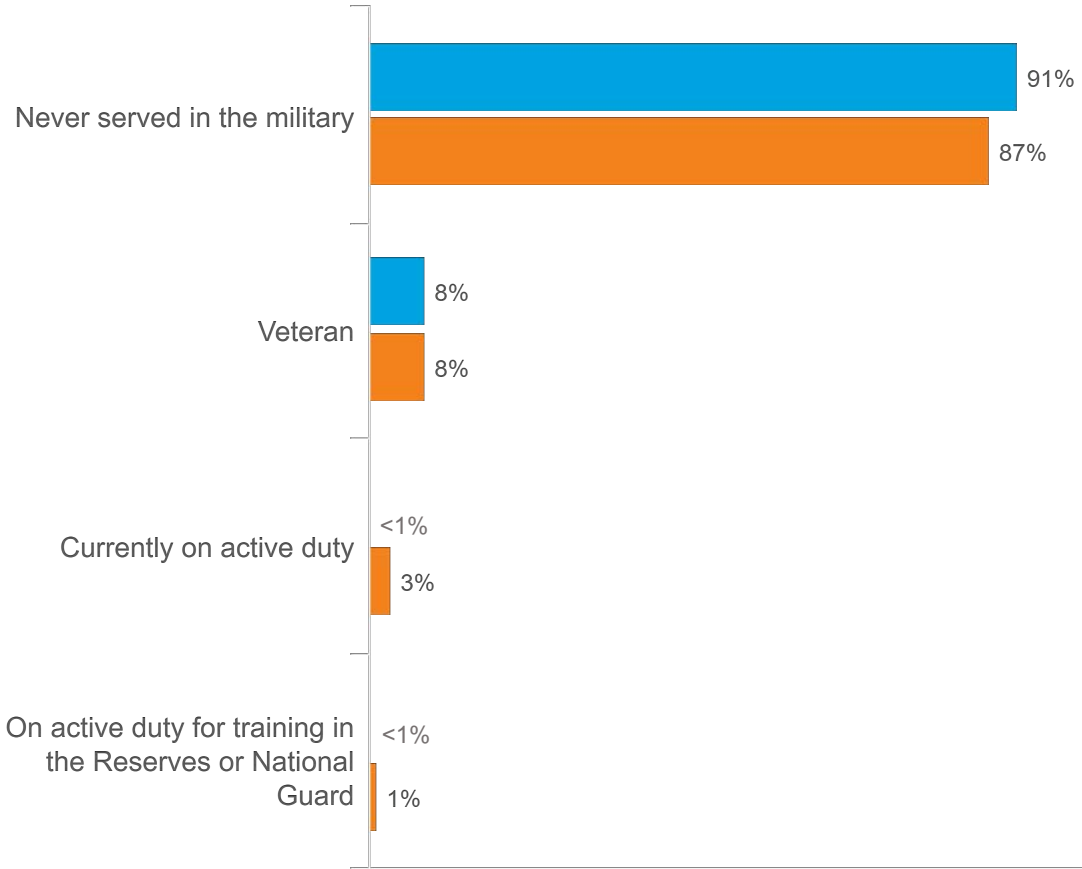
Race

White African-American Other



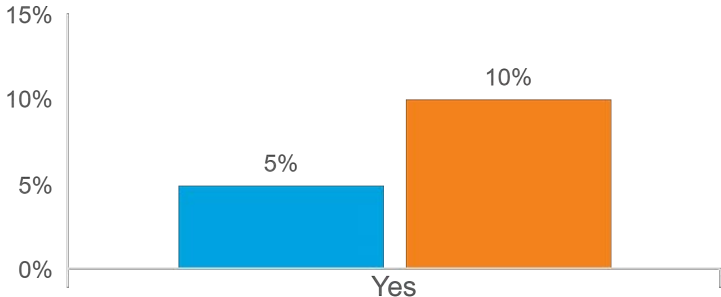
Military Status

Louisville U.S. Norm

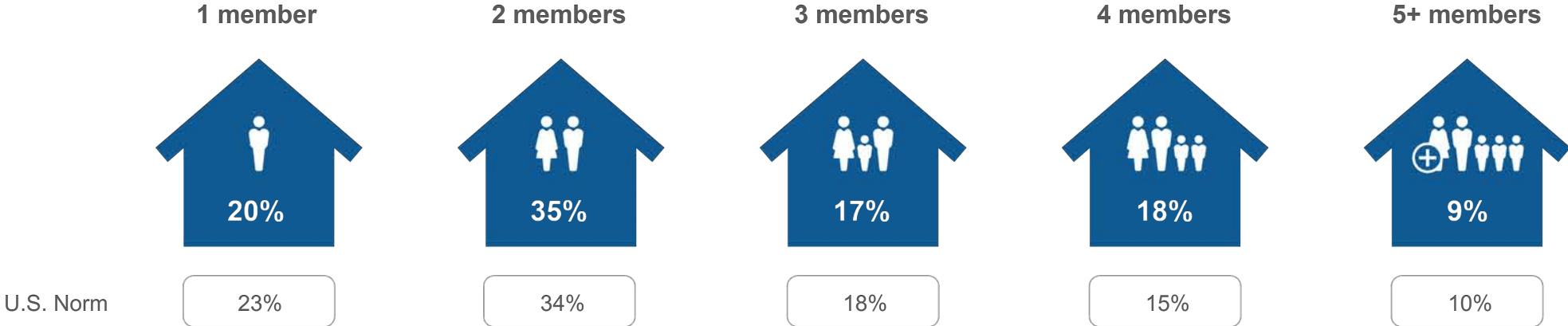


Hispanic Background

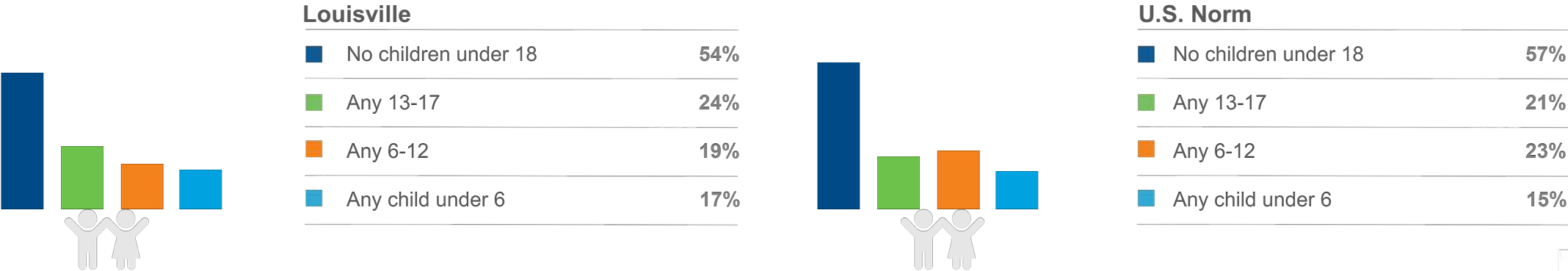
Louisville U.S. Norm



Household Size



Children in Household



C  M P A S S

Longwoods
INTERNATIONAL