



Travel USA Visitor Profile



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.
- The visitor profile data for this portion of the report is drawn directly from the survey and is a combination of 2020 and 2021 trips. This is to ensure a sufficient sample base for reliable results.
- However, visitor volumes and expenditures represent 2021 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 2020/2021:



Overnight Base Size

483



Day Base Size

374

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.

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

Size of the Louisville Travel Market

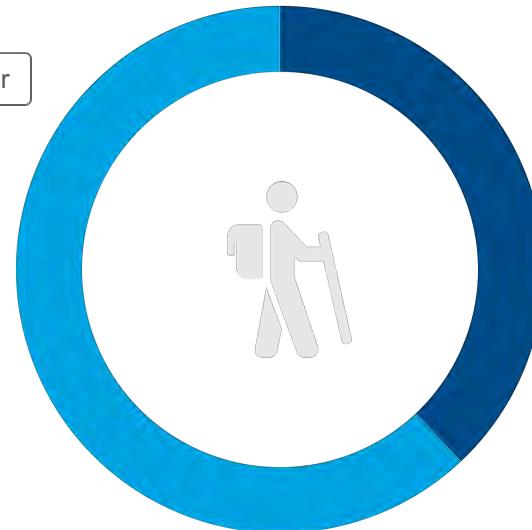
Base: 2021 Overnight Person-Trips

Total Size of Louisville 2021 Domestic Travel Market

Total Person-Trips

22.2 Million

+14.5% vs. last year



Day	62%	13.9 Million
Overnight	38%	8.3 Million

Total Expenditures for Louisville 2021 Domestic Travel Market

Total Spending

\$ 2.0 Billion

+21.6% vs. last year



Day	43%	\$ 0.9 Billion
Overnight	57%	\$ 1.1 Billion



Travel USA Visitor Profile

Overnight Visitation

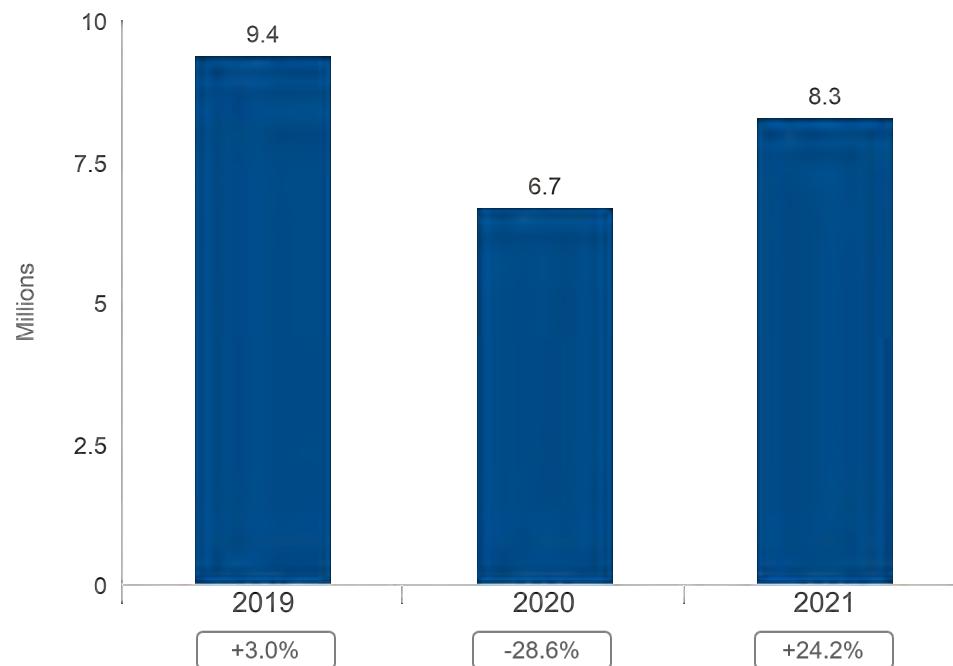


2020/2021

Size and Structure of Louisville's Domestic Travel Market

Base: 2021 Overnight Person-Trips

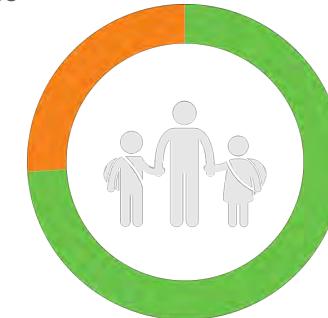
Overnight Trips to Louisville



Size of Louisville Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

8.3 Million



Adults	74%	6.1 Million
Children	26%	2.2 Million

Past Visitation to Louisville

Base: 2020/2021 Overnight Person-Trips

70% of overnight travelers to Louisville are repeat visitors

51% of overnight travelers to Louisville had visited before in the past 12 months

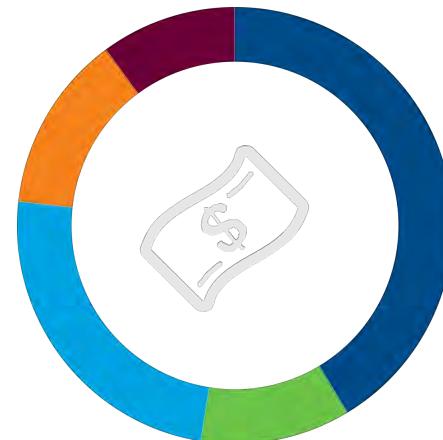
Louisville's Overnight Trip Expenditures

Base: 2021 Overnight Person-Trips

Total Spending

\$ 1.143 Billion

+30.3% vs. last year



Domestic Overnight Expenditures - by Sector

Lodging	41%	\$472 Million
Transportation at Destination	11%	\$124 Million
Restaurant Food & Beverage	24%	\$279 Million
Retail Purchase	13%	\$150 Million
Recreation/Entertainment	10%	\$118 Million

vs. last year
+40.0%
+40.0%
+18.8%
+34.4%
+11.9%

Average Per Person Expenditures on Domestic Overnight Trips - by Sector

Average Per Person: \$ 137

Last year: \$ 131



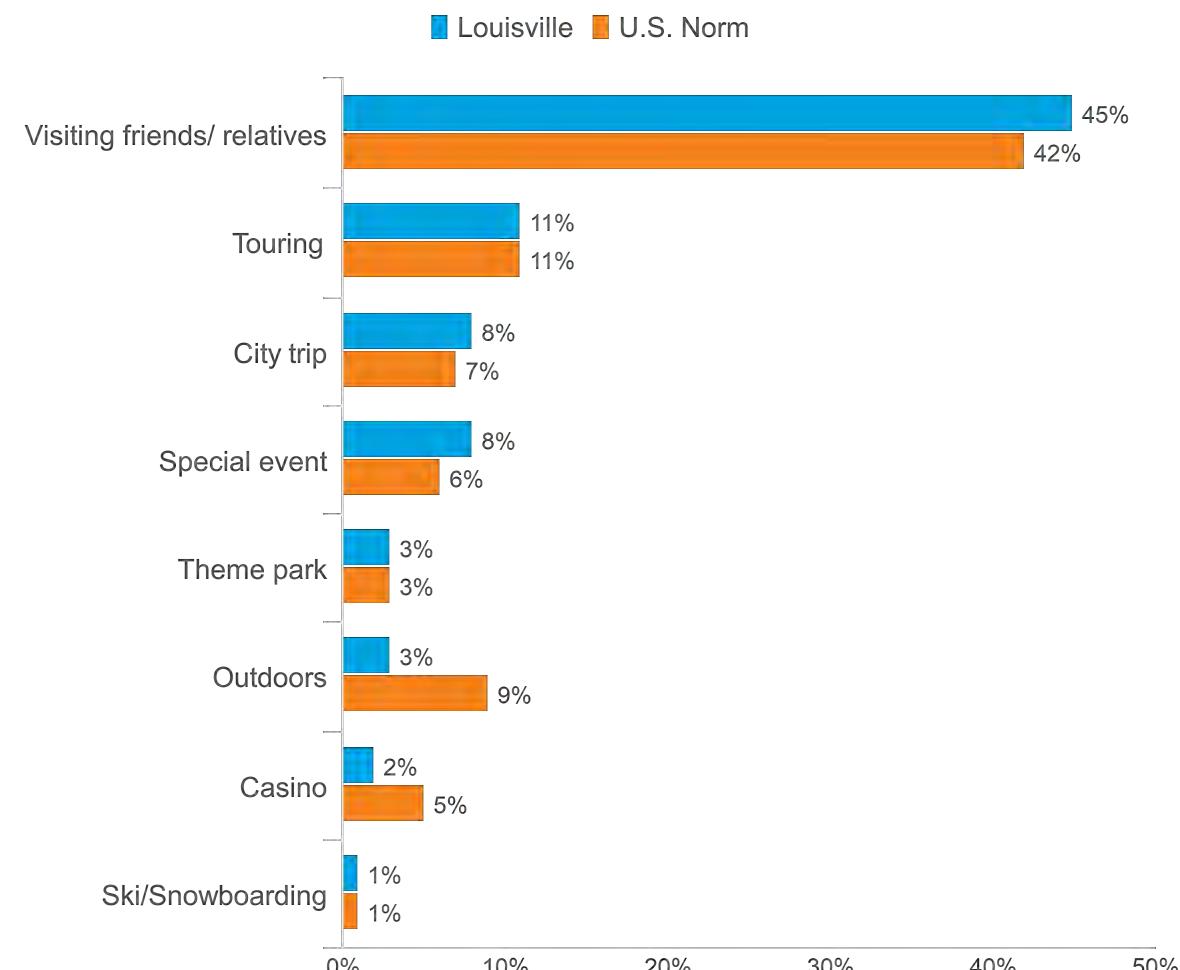
Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

Main Purpose of Trip



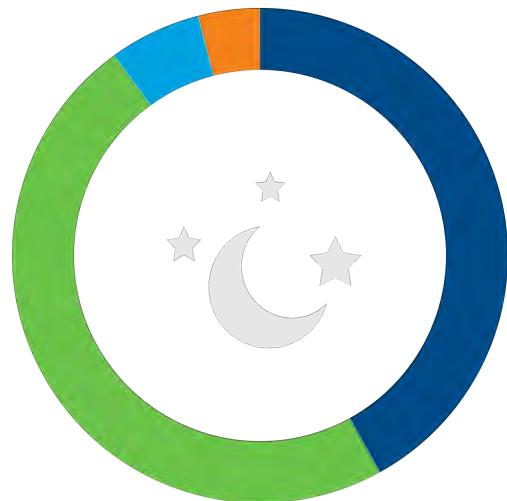
Main Purpose of Leisure Trip



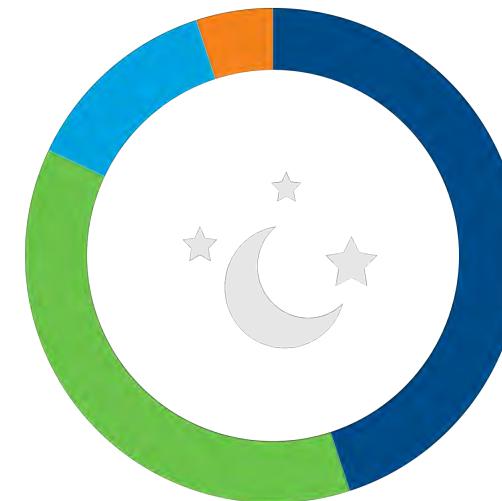
Structure of the U.S. and Louisville Overnight Travel Market

Base: 2020/2021 Overnight Person-Trips

2021 U.S. Overnight Trips

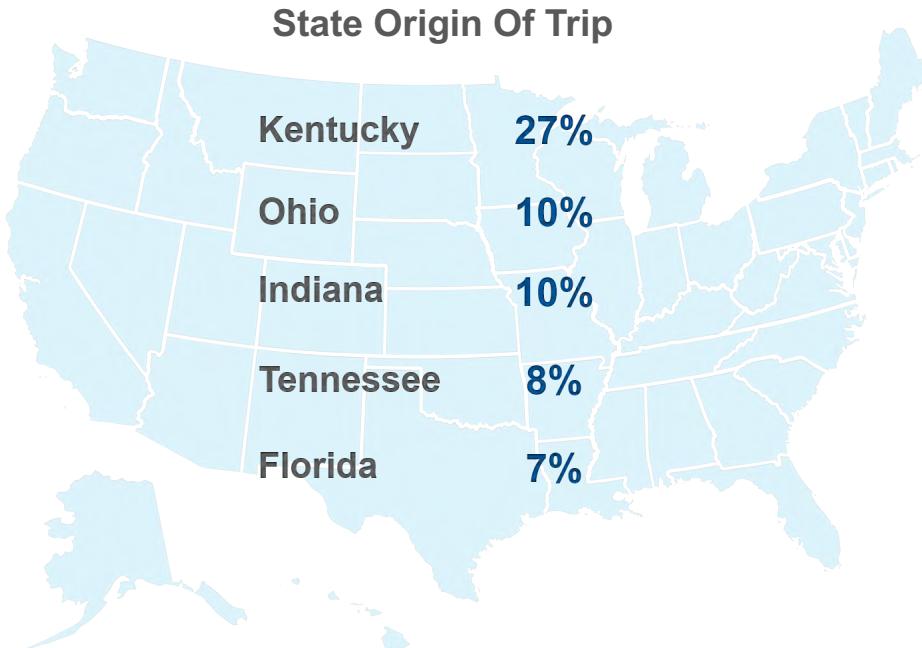


Louisville Overnight Trips

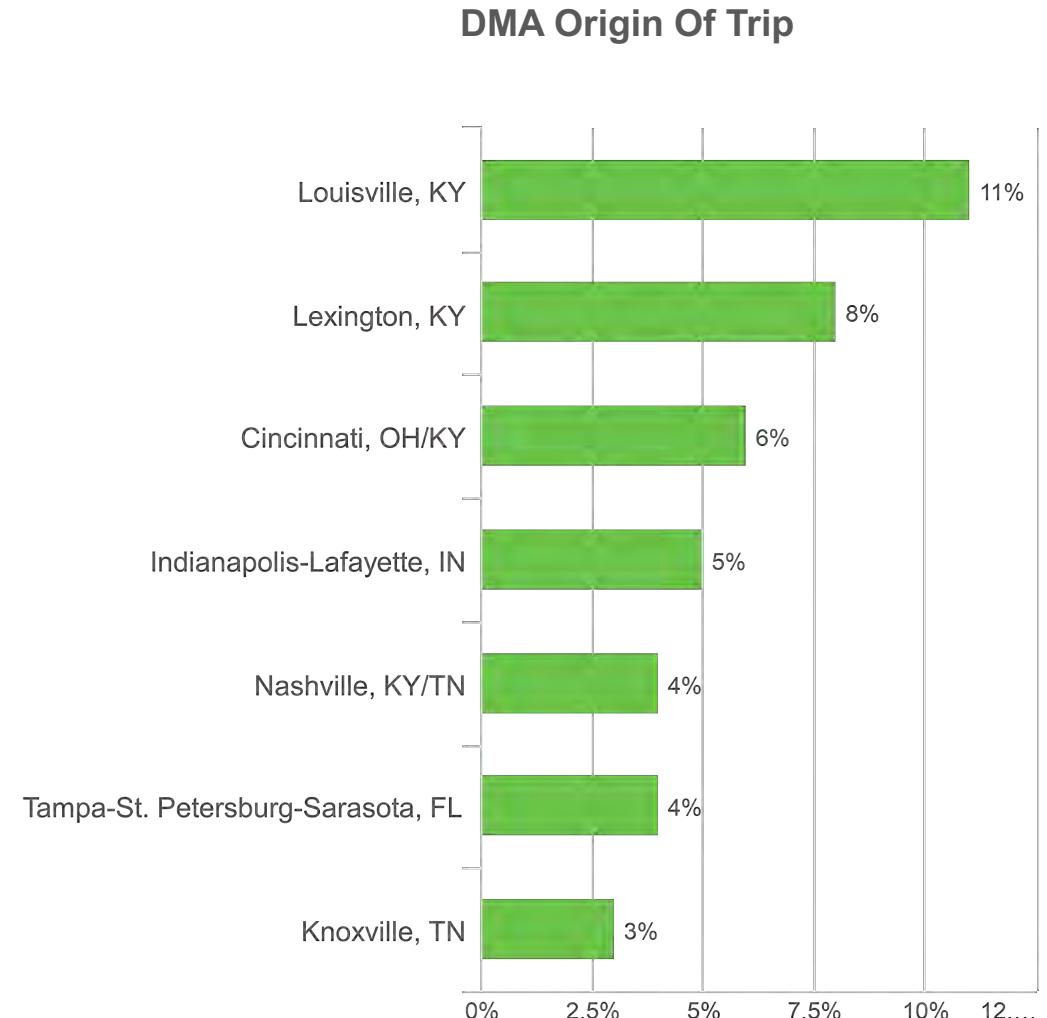


Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips



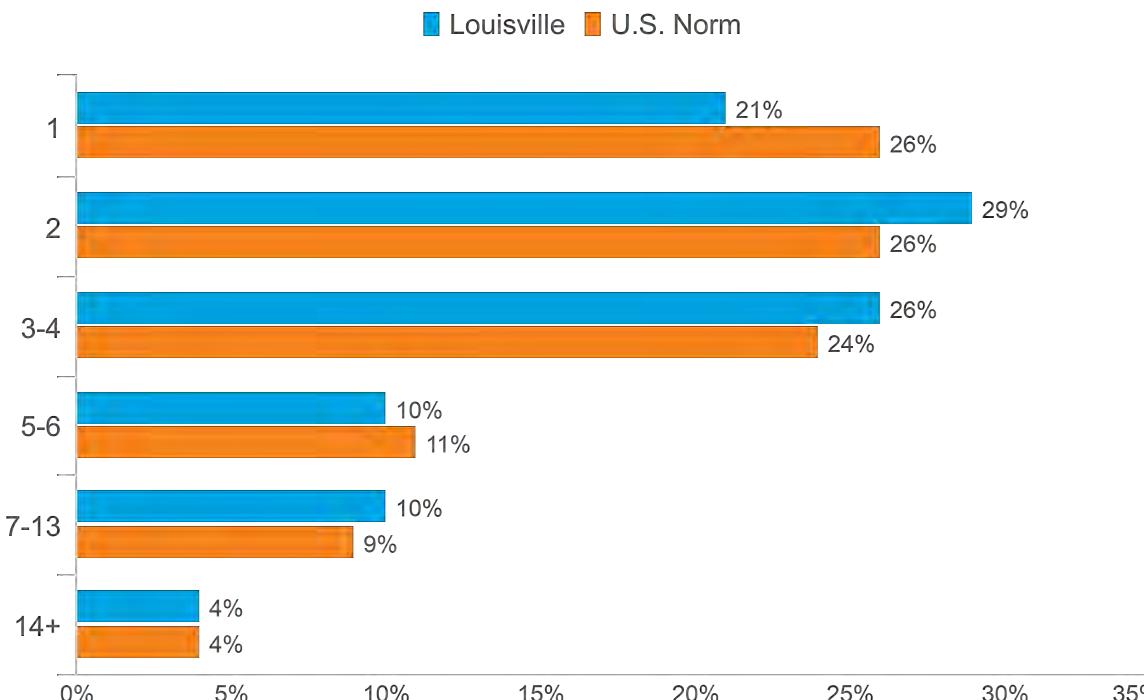
Season of Trip
Total 2021 Overnight Person-Trips



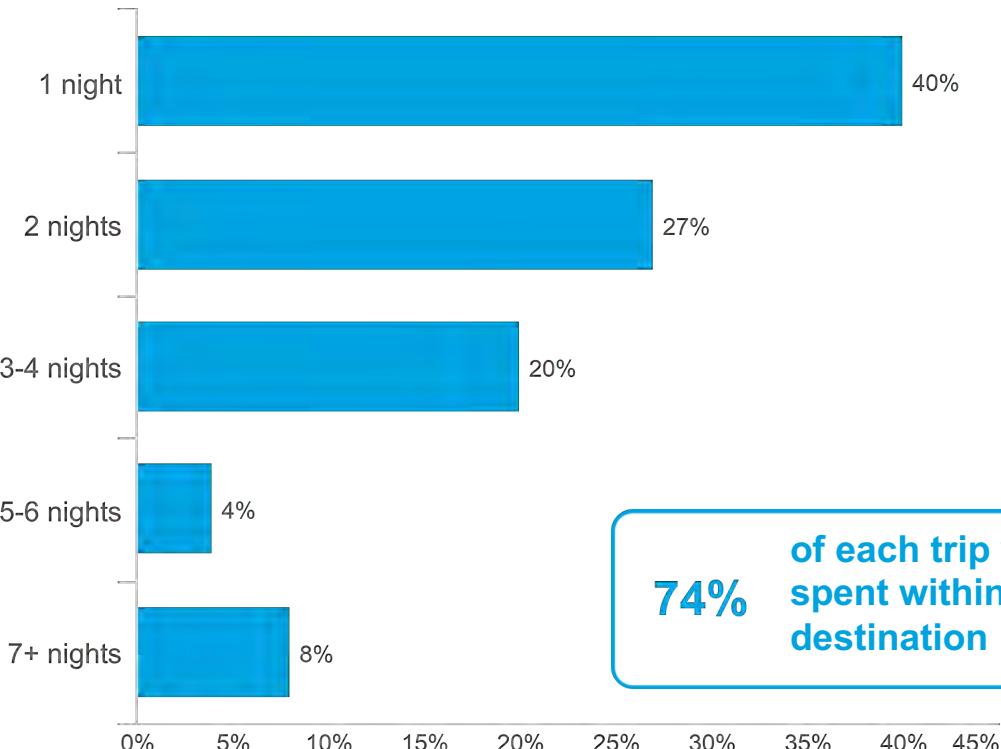
Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

Total Nights Away on Trip



Nights Spent in Louisville



74% of each trip was spent within the destination

Louisville

3.9

Average Nights

U.S. Norm

3.9

Average Nights

Average number of nights

2.9

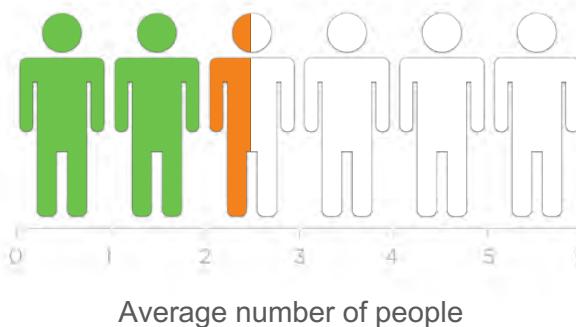
Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

Size of Travel Party

■ Adults ■ Children

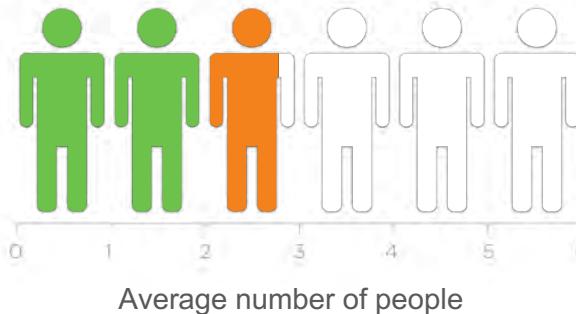
Louisville



Total

2.6

U.S. Norm



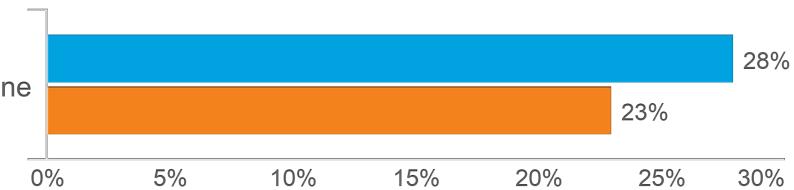
Total

2.9

Percent Who Traveled Alone

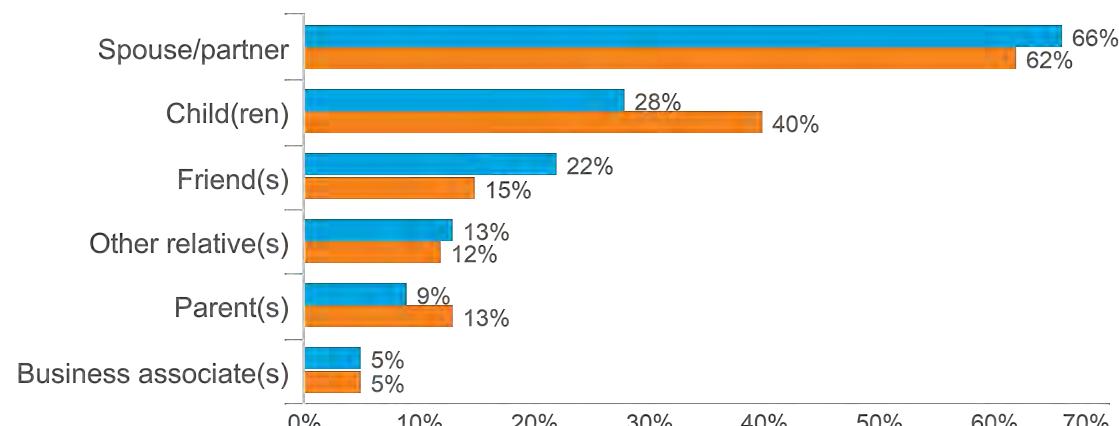
■ Louisville ■ U.S. Norm

Just myself / traveled alone



Composition of Immediate Travel Party

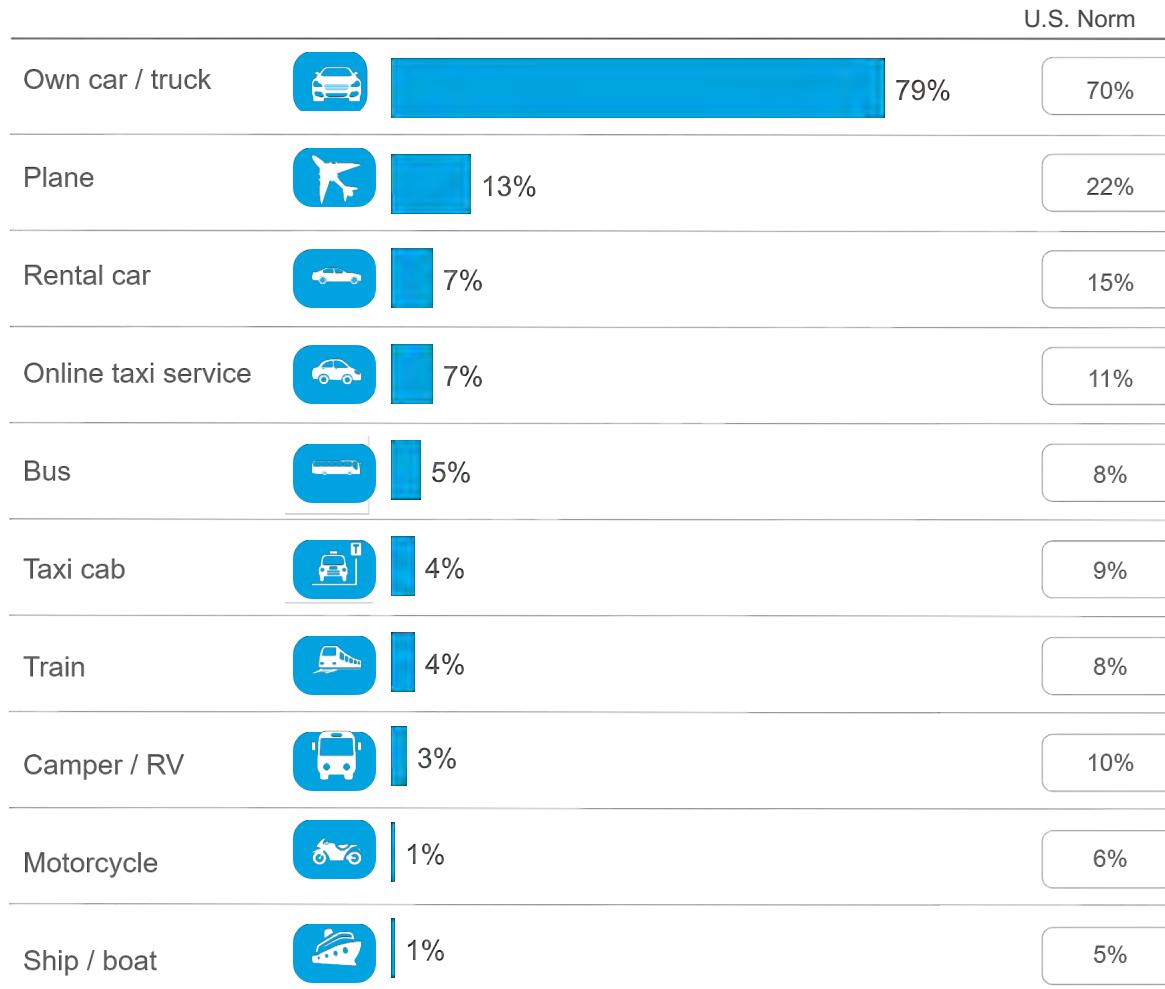
■ Louisville ■ U.S. Norm



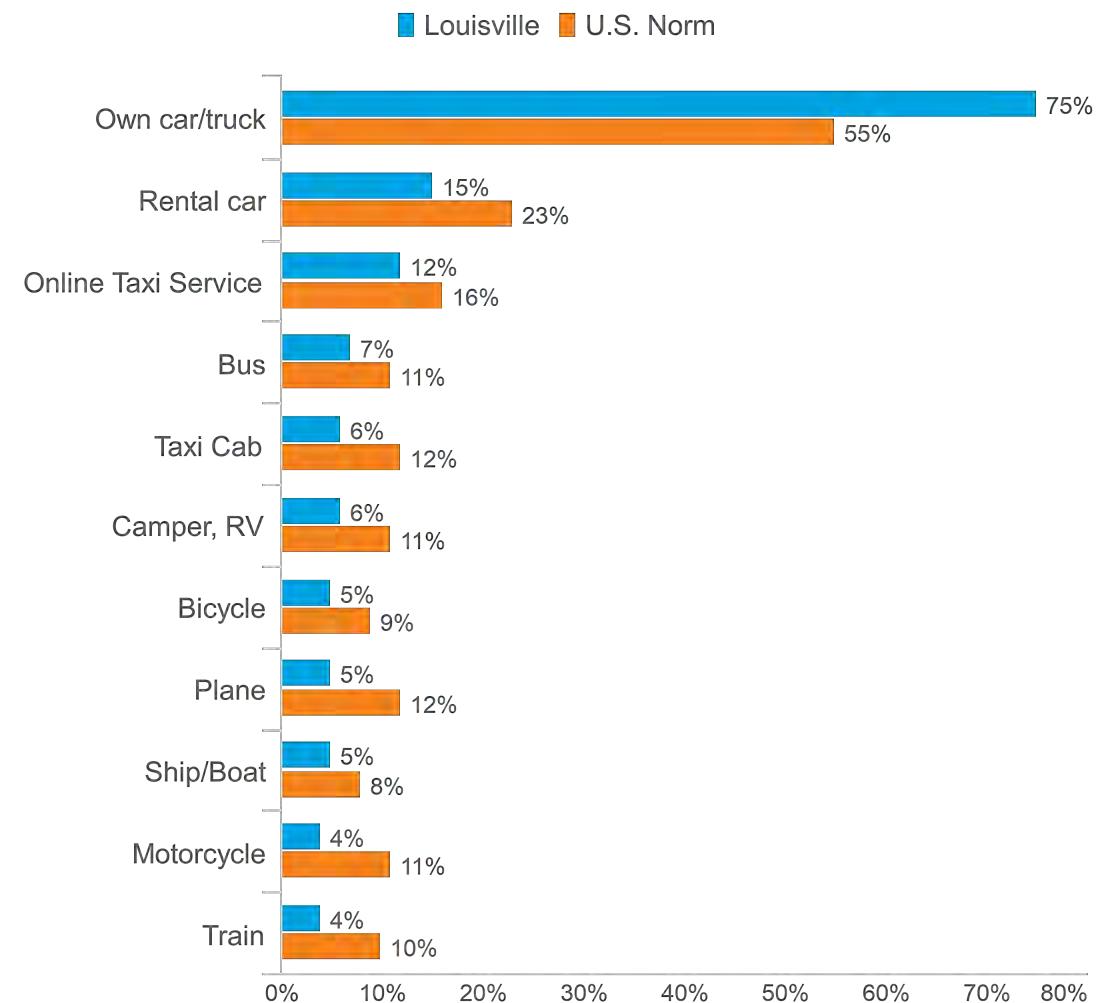
Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

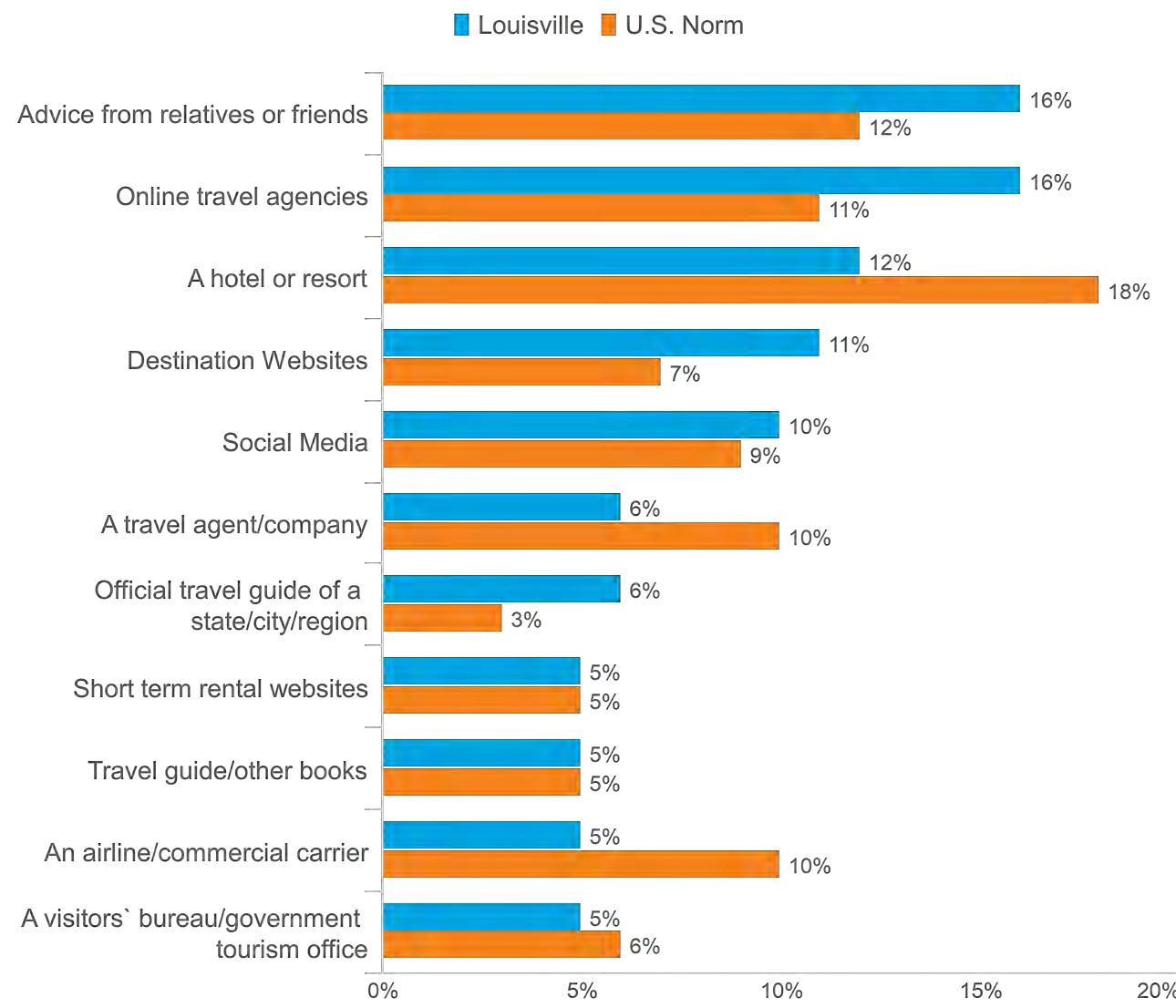
Transportation Used to get to Destination



Transportation Used within Destination



Trip Planning Information Sources



Length of Trip Planning

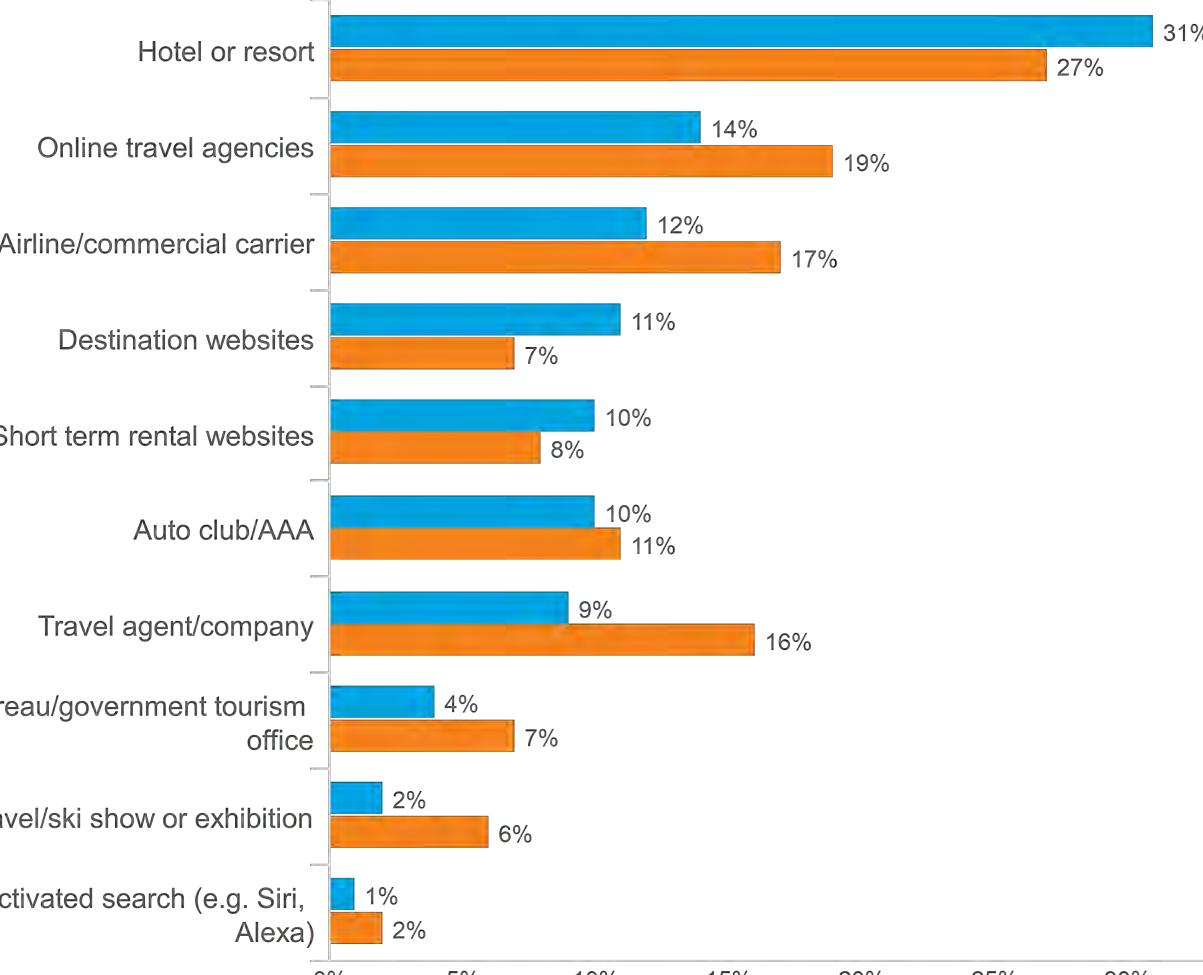
	Louisville	U.S. Norm
Did not plan anything in advance	22%	17%
More than 1 year in advance	4%	6%
6-12 months	8%	14%
3-5 months	15%	18%
2 months	16%	15%
1 month or less	35%	30%

Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

Method of Booking

■ Louisville ■ U.S. Norm



Accommodations

	Louisville	U.S. Norm
 Hotel	53%	38%
 Home of friends / relatives	26%	19%
 Motel	11%	13%
 Bed & breakfast	5%	8%
 Rented home / condo / apartment	5%	6%
 Resort hotel	5%	12%
 Campground / RV park	4%	6%

Activity Groupings

Outdoor Activities



U.S. Norm: 48%

Entertainment Activities



U.S. Norm: 55%

Cultural Activities



U.S. Norm: 29%

Sporting Activities



U.S. Norm: 24%

Business Activities



U.S. Norm: 18%

Activities and Experiences (Top 10)

Louisville

U.S. Norm



Sightseeing

23%

16%



Shopping

22%

22%



Landmark/historic site

16%

11%



Bar/nightclub

15%

11%



Winery/brewery/distillery tour

15%

6%



Attending celebration

14%

13%



Business meeting

14%

8%



Swimming

12%

12%



Museum

12%

10%



Local parks/playgrounds

11%

9%

Louisville: During Trip

Base: 2020/2021 Overnight Person-Trips

Shopping Types on Trip

	Louisville	U.S. Norm
	Outlet/mall shopping 49%	47%
	Convenience/grocery shopping 47%	42%
	Souvenir shopping 36%	39%
	Boutique shopping 31%	28%
	Big box stores (Walmart, Costco) 27%	33%
	Antiquing 16%	13%

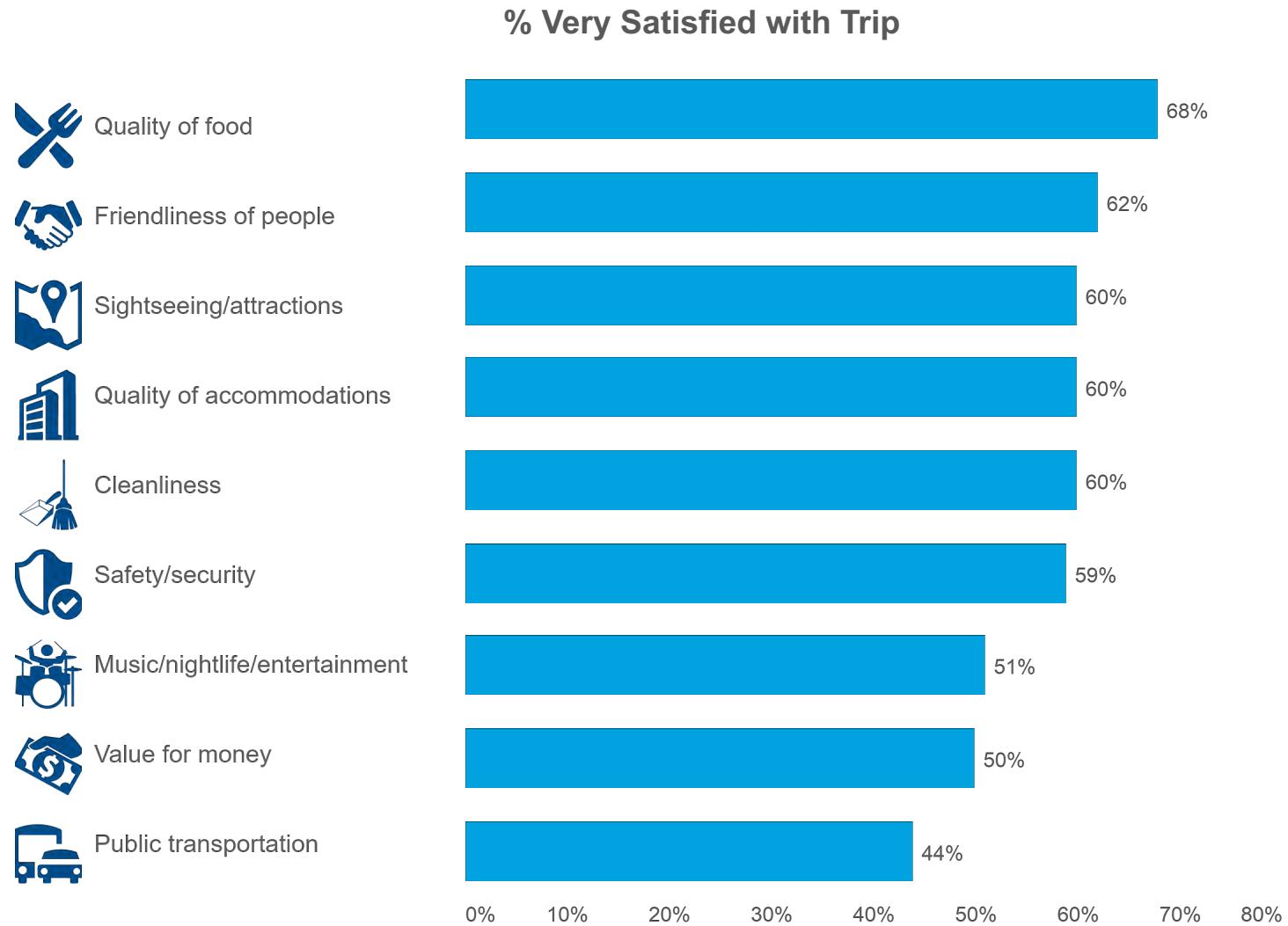
Base: 2020/2021 Overnight Person-Trips that included Shopping

Dining Types on Trip

	Louisville	U.S. Norm
	Unique/local food 51%	40%
	Food delivery service (UberEATS, DoorDash, etc.) 23%	21%
	Street food/food trucks 21%	21%
	Fine/upscale dining 19%	22%
	Picnicking 11%	14%
	Gastropubs 11%	10%

Question added in 2020

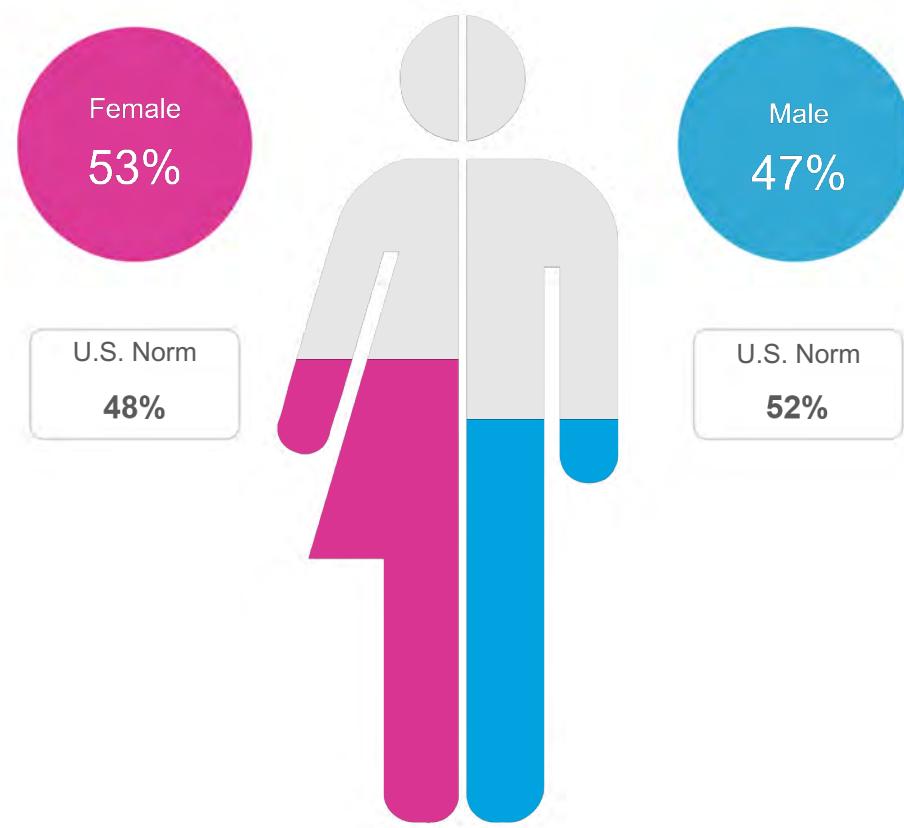
 **68%**
of overnight travelers were
very satisfied with their overall
trip experience



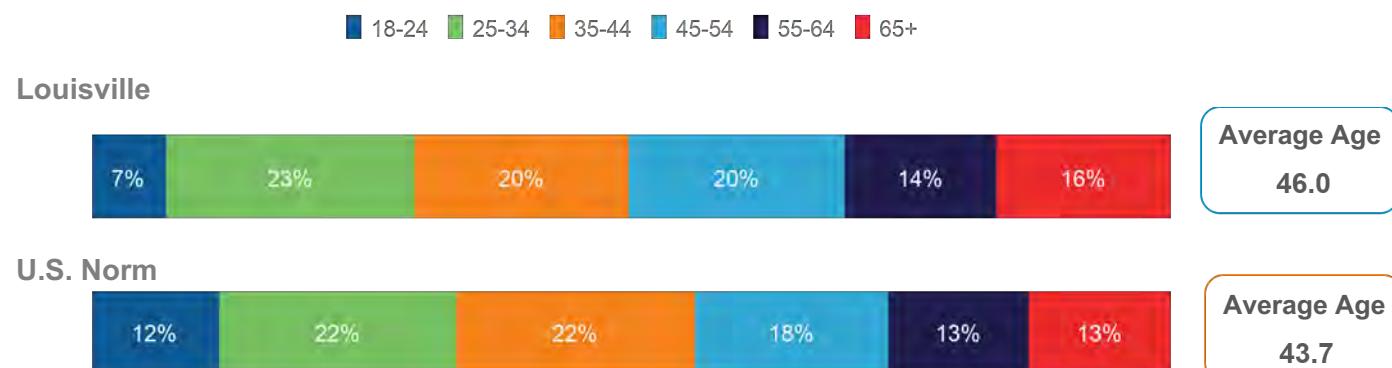
Demographic Profile of Overnight Louisville Visitors

Base: 2020/2021 Overnight Person-Trips

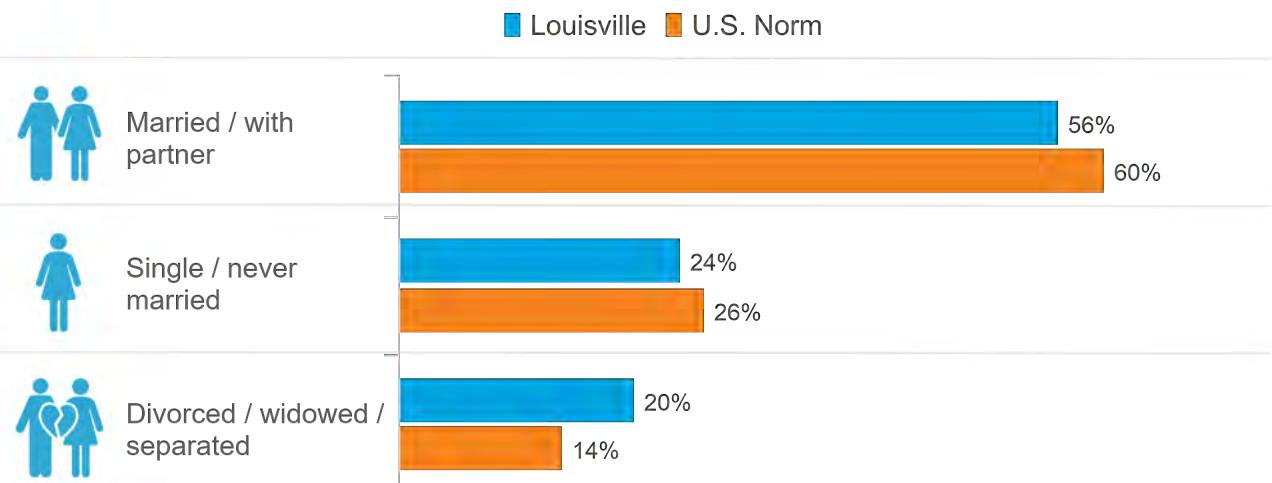
Gender



Age



Marital Status

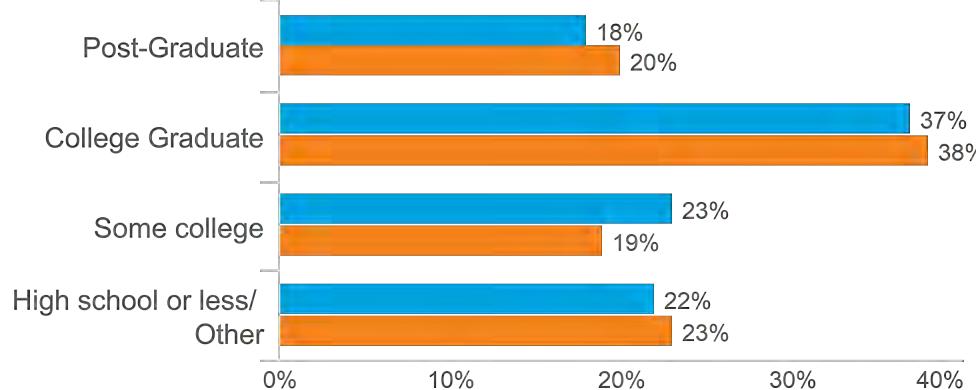


Demographic Profile of Overnight Louisville Visitors

Base: 2020/2021 Overnight Person-Trips

Education

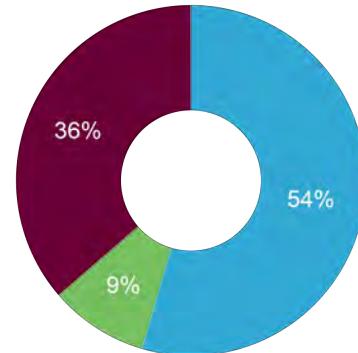
■ Louisville ■ U.S. Norm



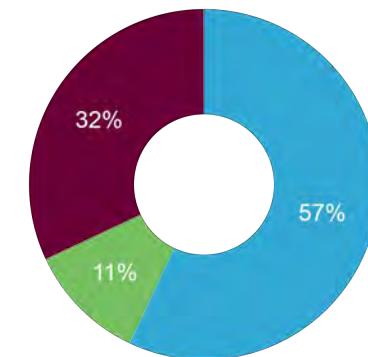
Employment

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

Louisville



U.S. Norm



Household Income



U.S. Norm

41%

20%

15%

17%

8%

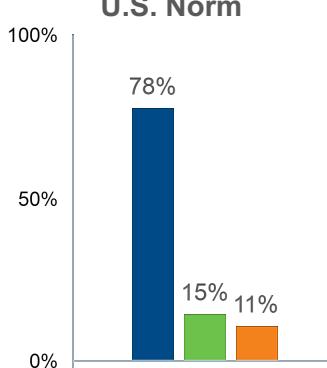
Race

■ White ■ African-American ■ Other

Louisville



U.S. Norm



Hispanic Background

18%

5%

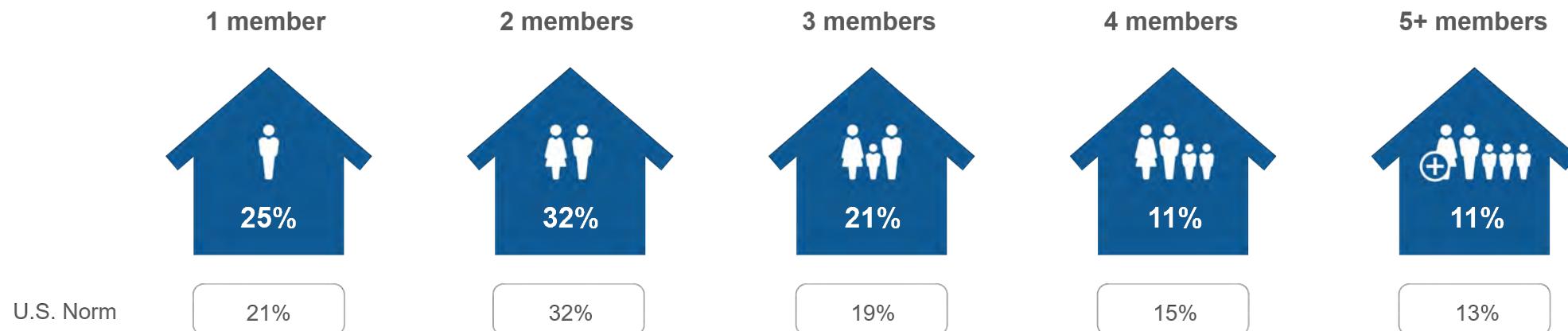
US Norm

Question updated in 2020

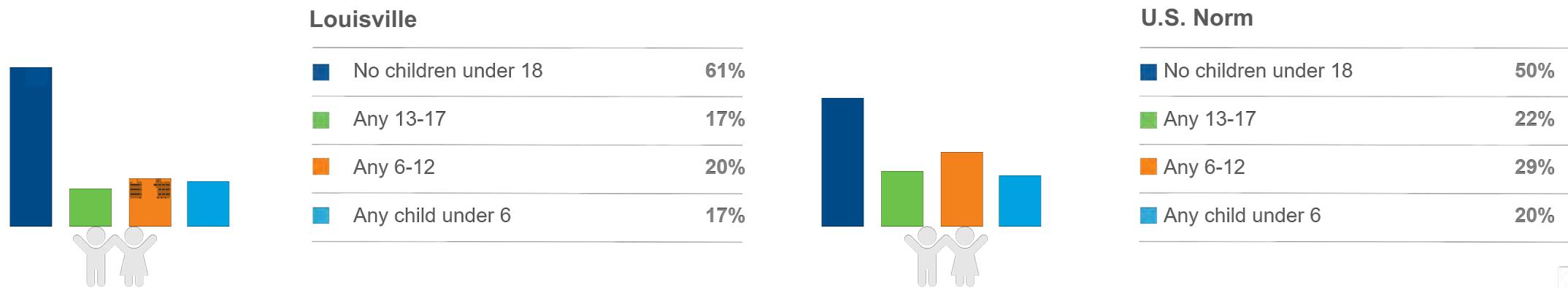
Demographic Profile of Overnight Louisville Visitors

Base: 2020/2021 Overnight Person-Trips

Household Size



Children in Household





Travel USA Visitor Profile

Day Visitation

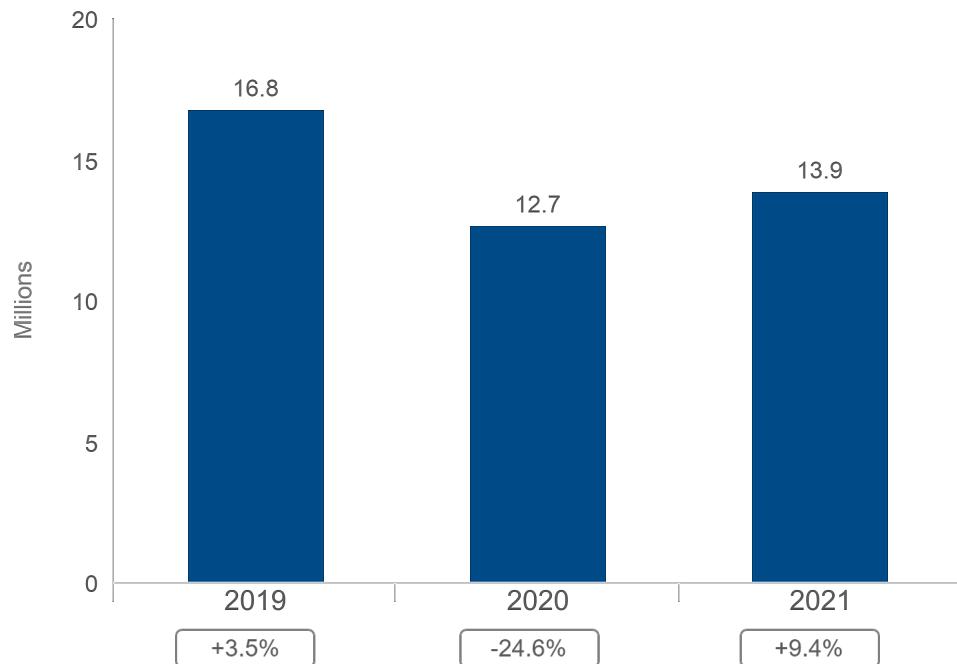


2020/2021

Size and Structure of Louisville's Domestic Travel Market

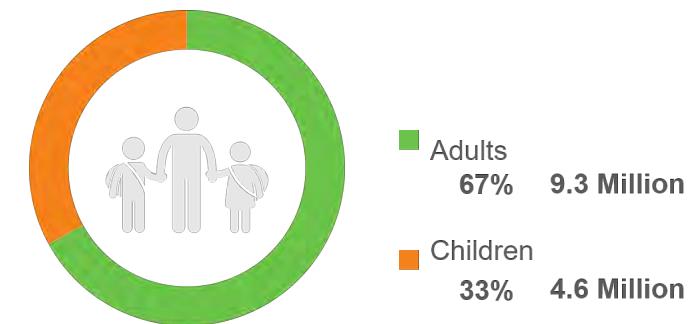
Base: 2021 Day Person-Trips

Day Trips to Louisville



Size of Louisville Day Travel Market - Adults vs. Children

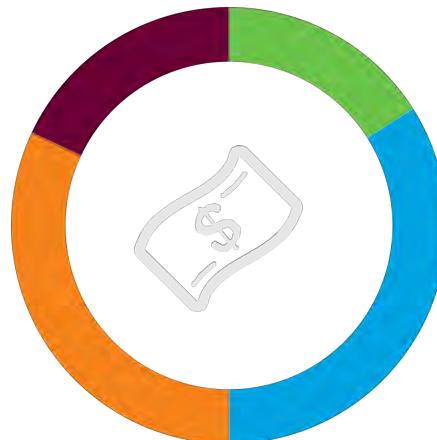
Total Day Person-Trips
13.9 Million



Total Spending

\$ 0.871 Billion

+11.8% vs. last year



Domestic Day Expenditures - by Sector

Transportation at Destination	16%	\$141 Million
Restaurant Food & Beverage	34%	\$293 Million
Retail Purchase	32%	\$283 Million
Recreation/Entertainment	18%	\$154 Million

vs. last year

+23.7%

+4.9%

+20.9%

+1.6%

Average Per Person Expenditures on Domestic Day Trips - by Sector



Average Per Person: \$ 63

Last year: \$ 61



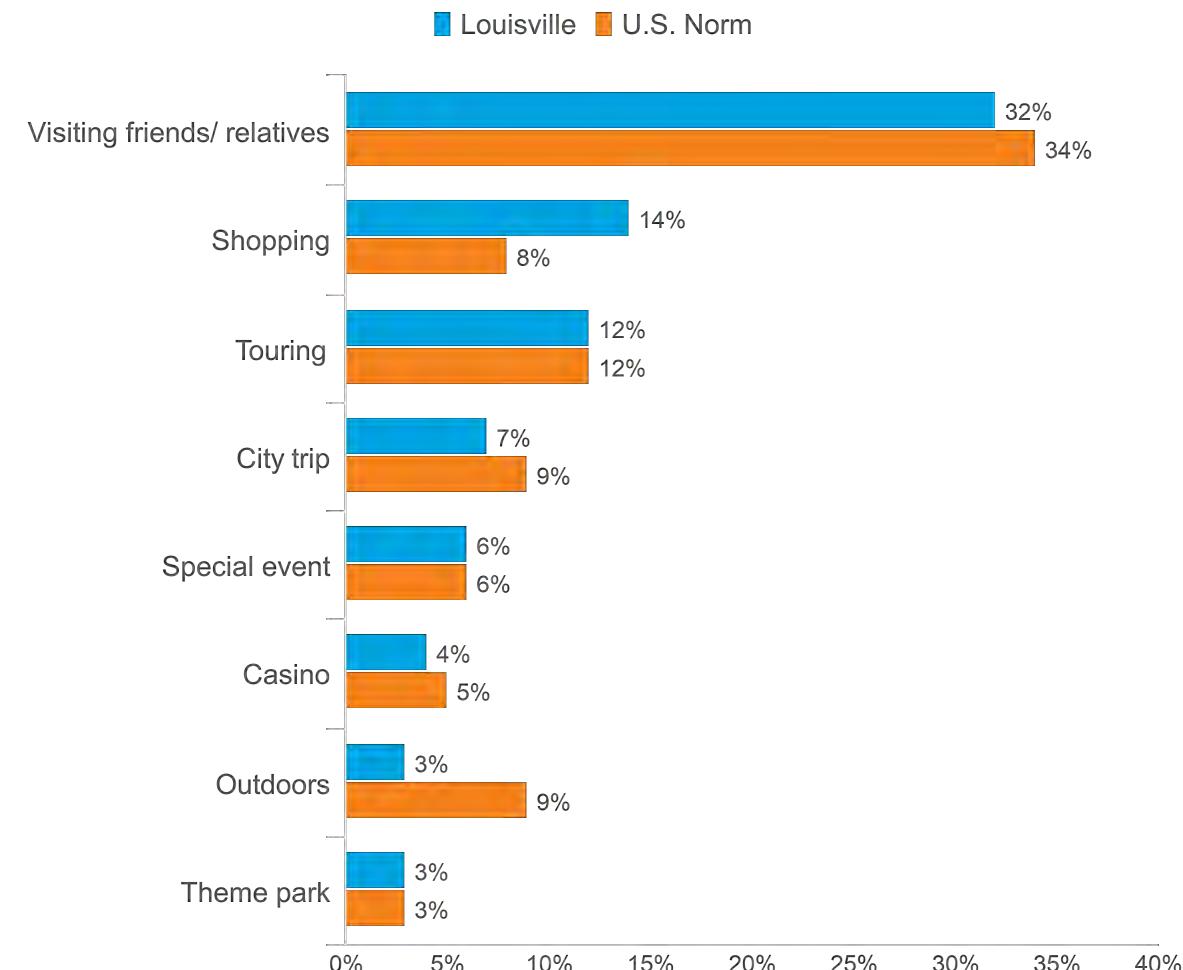
Louisville's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Main Purpose of Trip



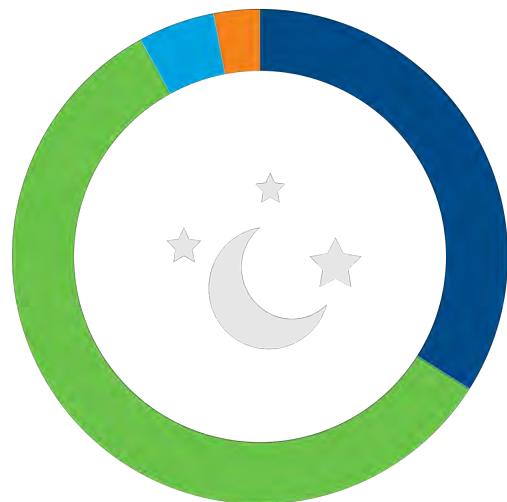
Main Purpose of Leisure Trip



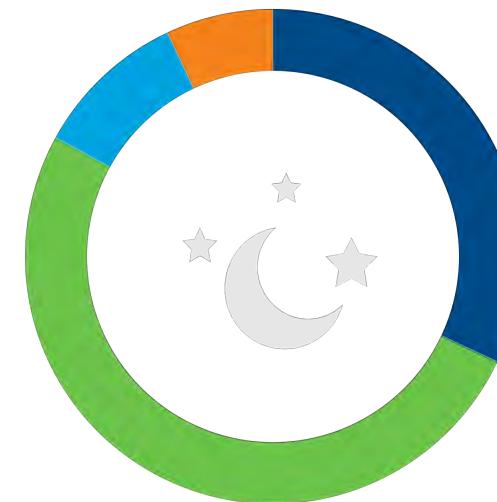
Structure of the U.S. and Louisville Day Travel Market

Base: 2020/2021 Day Person-Trips

2021 U.S. Day Trips

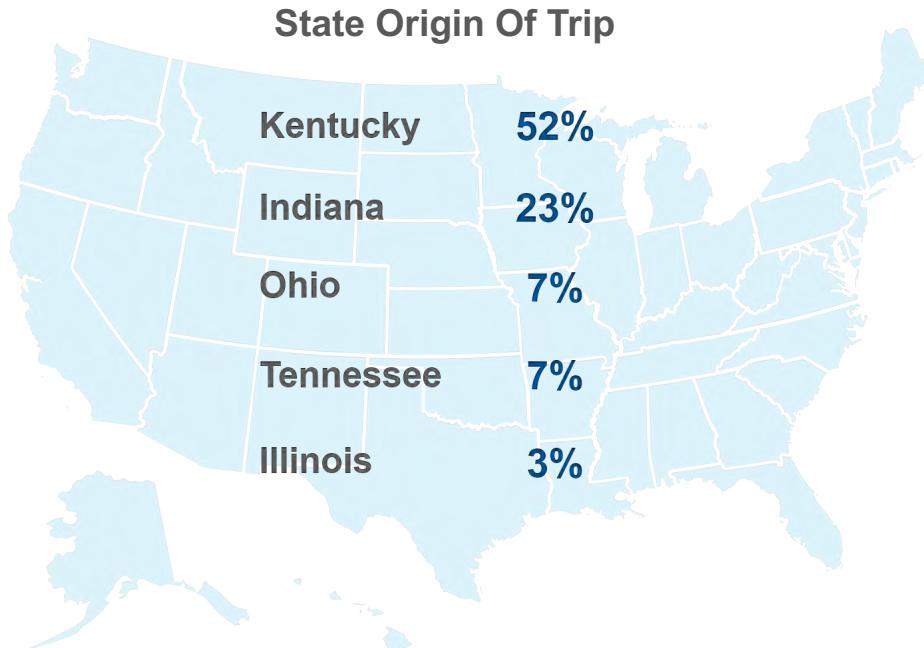


Louisville Day Trips

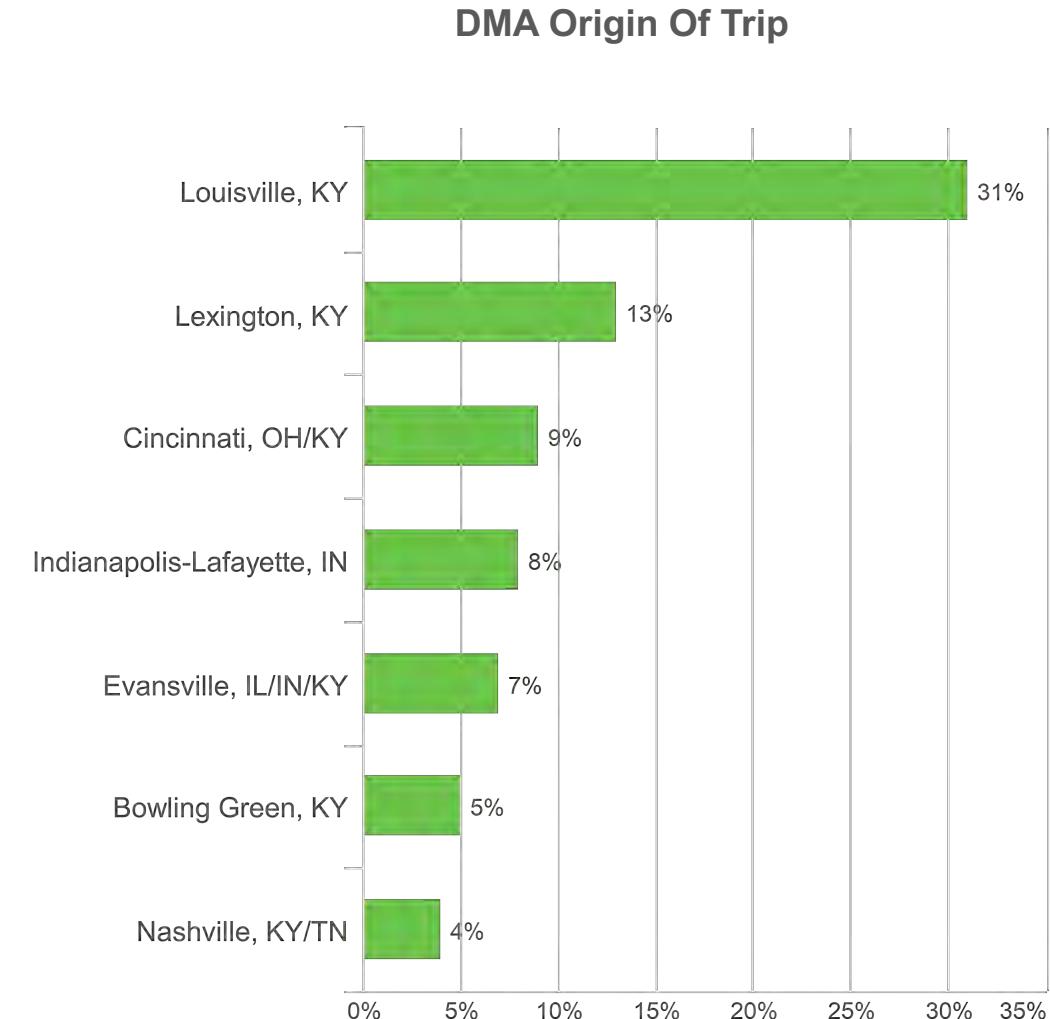


Louisville's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips



Season of Trip
Total 2021 Day Person-Trips



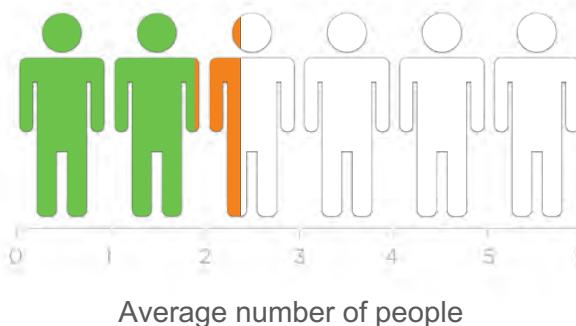
Louisville's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

Size of Travel Party

■ Adults ■ Children

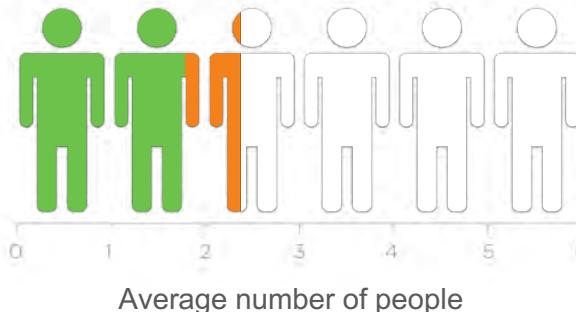
Louisville



Total

2.6

U.S. Norm



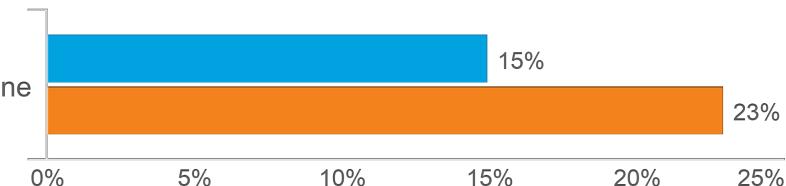
Total

2.6

Percent Who Traveled Alone

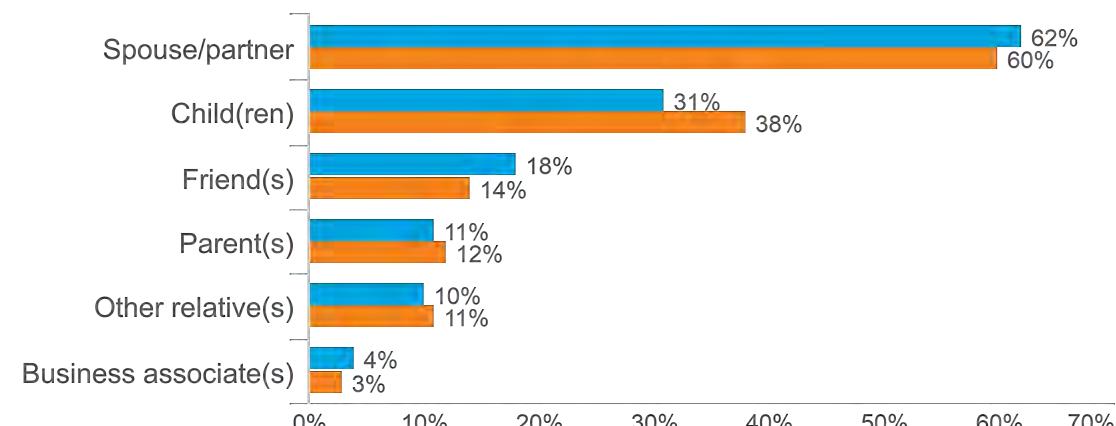
■ Louisville ■ U.S. Norm

Just myself / traveled alone



Composition of Immediate Travel Party

■ Louisville ■ U.S. Norm



Activity Groupings

Outdoor Activities



U.S. Norm: 36%

Entertainment Activities



U.S. Norm: 48%

Cultural Activities



U.S. Norm: 22%

Sporting Activities



U.S. Norm: 17%

Business Activities



U.S. Norm: 14%

Activities and Experiences (Top 10)

Louisville

U.S. Norm

	Shopping	29%	19%
	Sightseeing	15%	11%
	Attending celebration	11%	10%
	Landmark/historic site	11%	8%
	Local parks/playgrounds	10%	6%
	Winery/brewery/distillery tour	8%	4%
	Business meeting	7%	6%
	Zoo	7%	5%
	National/state park	5%	5%
	Nature tours/wildlife viewing/birding	5%	5%

Louisville: During Trip

Base: 2020/2021 Day Person-Trips

Shopping Types on Trip

	Louisville	U.S. Norm
	Outlet/mall shopping 54%	46%
	Big box stores (Walmart, Costco) 46%	28%
	Convenience/grocery shopping 33%	26%
	Boutique shopping 24%	22%
	Souvenir shopping 22%	24%
	Antiquing 19%	13%

Base: 2020/2021 Day Person-Trips that included Shopping

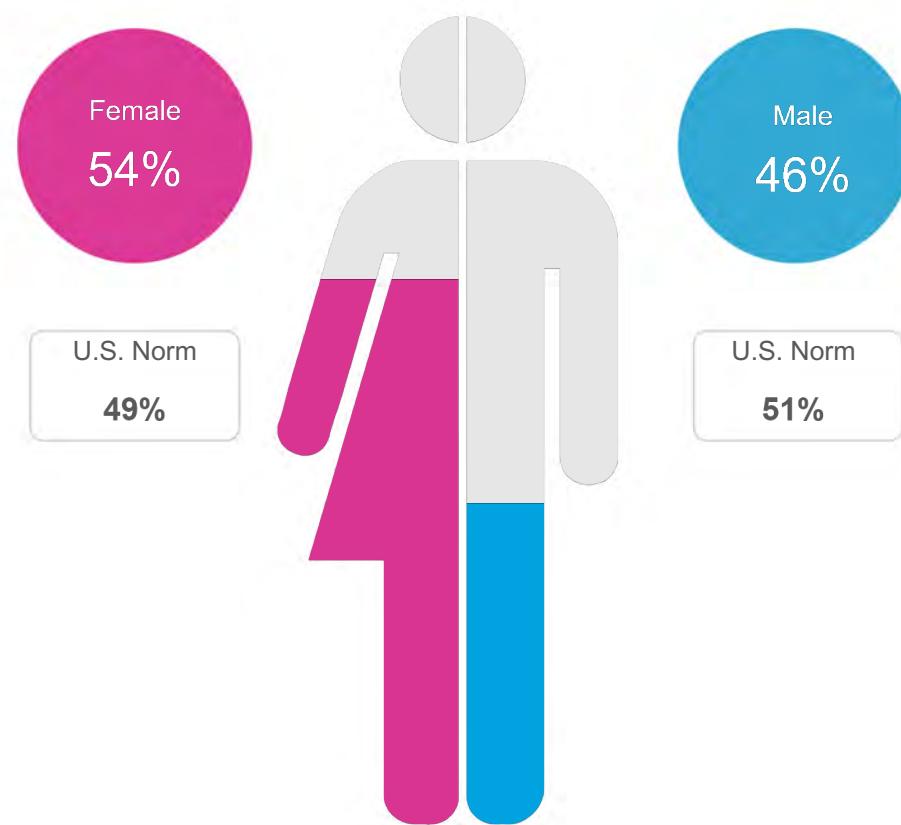
Dining Types on Trip

	Louisville	U.S. Norm
	Unique/local food 41%	34%
	Fine/upscale dining 15%	15%
	Street food/food trucks 14%	17%
	Food delivery service (UberEATS, DoorDash, etc.) 11%	15%
	Picnicking 7%	14%
	Gastropubs 4%	7%

Demographic Profile of Day Louisville Visitors

Base: 2020/2021 Day Person-Trips

Gender



Age

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

Louisville



Average Age 46.7

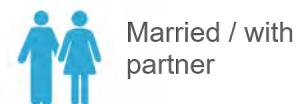
U.S. Norm



Average Age 45.3

Marital Status

Legend: Louisville (blue), U.S. Norm (orange)



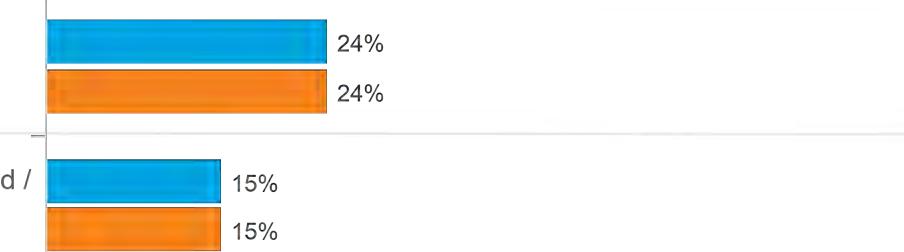
Married / with partner



Single / never married



Divorced / widowed / separated

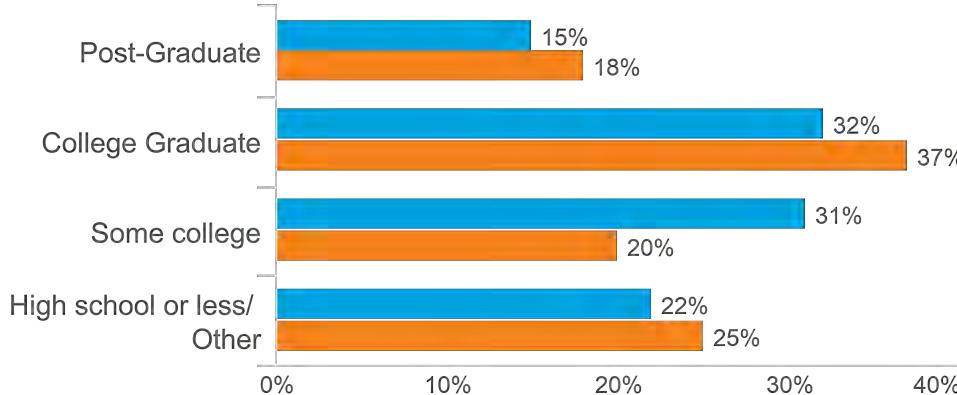


Demographic Profile of Day Louisville Visitors

Base: 2020/2021 Day Person-Trips

Education

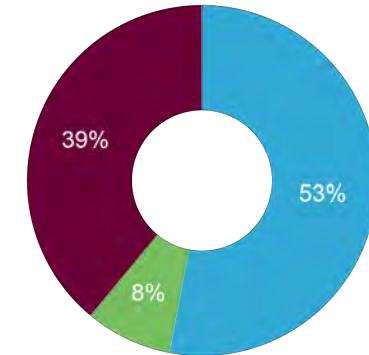
■ Louisville ■ U.S. Norm



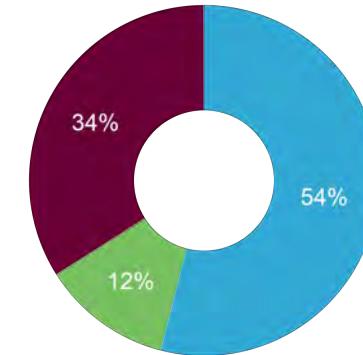
Employment

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

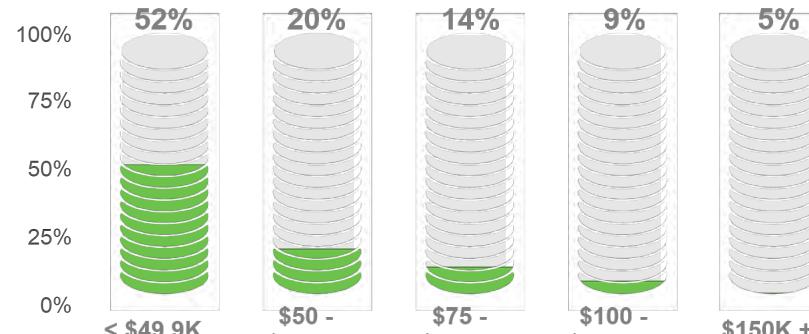
Louisville



U.S. Norm



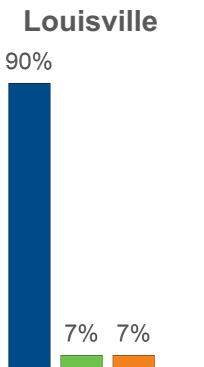
Household Income



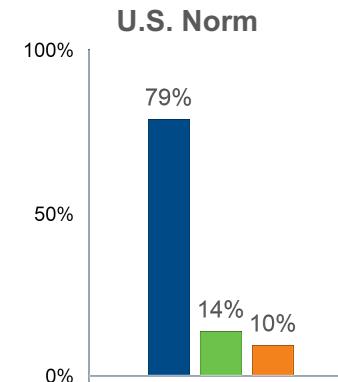
Race

■ White ■ African-American ■ Other

Louisville



U.S. Norm



Hispanic Background

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

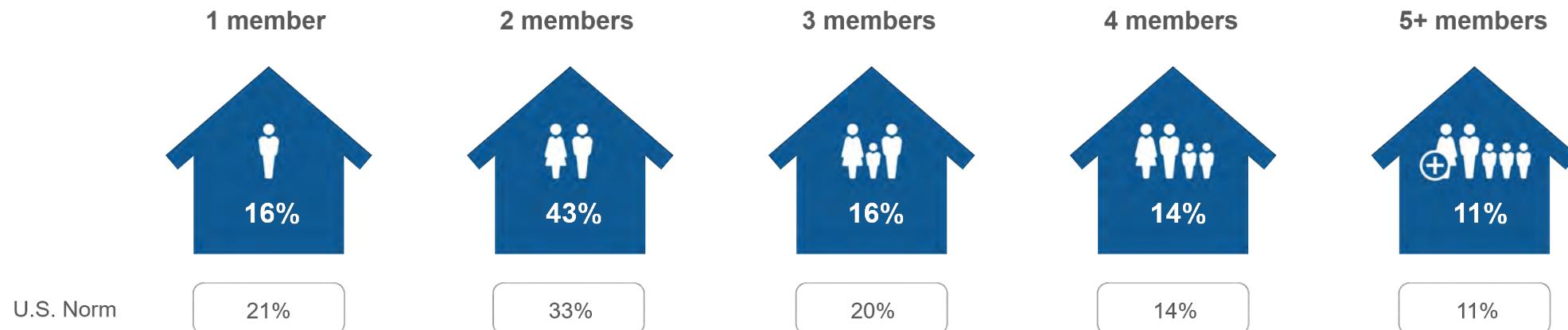
Question updated in 2020

Longwoods
INTERNATIONAL

Demographic Profile of Day Louisville Visitors

Base: 2020/2021 Day Person-Trips

Household Size



Children in Household

