



## 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.

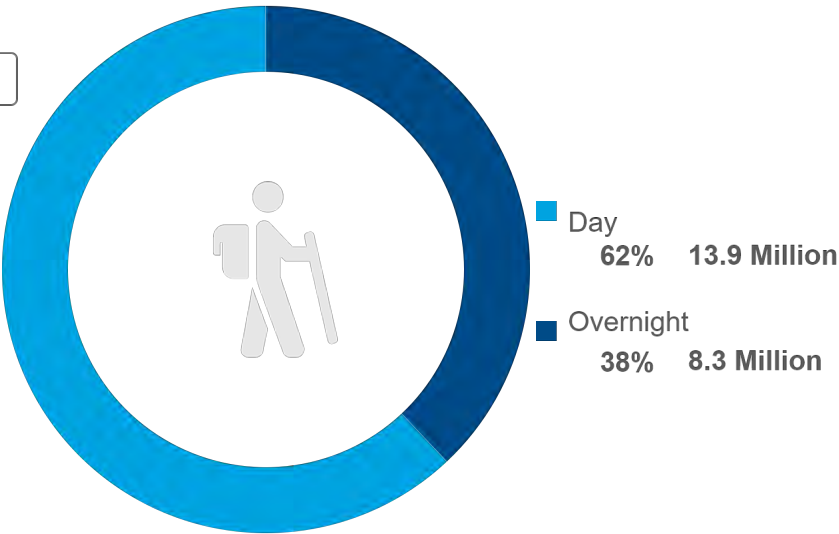
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Total Size of Louisville 2021 Domestic Travel Market

Total Person-Trips

**22.2 Million**

+14.5% vs. last year

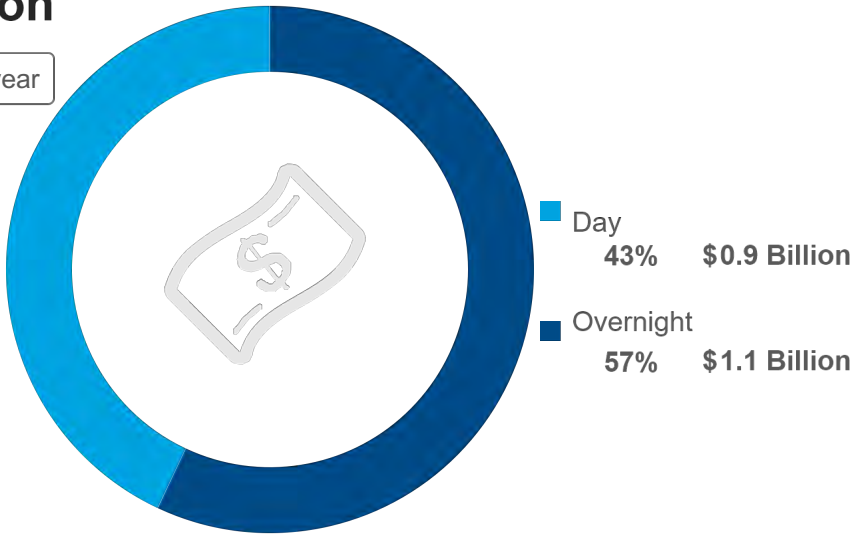


## Total Expenditures for Louisville 2021 Domestic Travel Market

Total Spending

**\$ 2.0 Billion**

+21.6% vs. last year







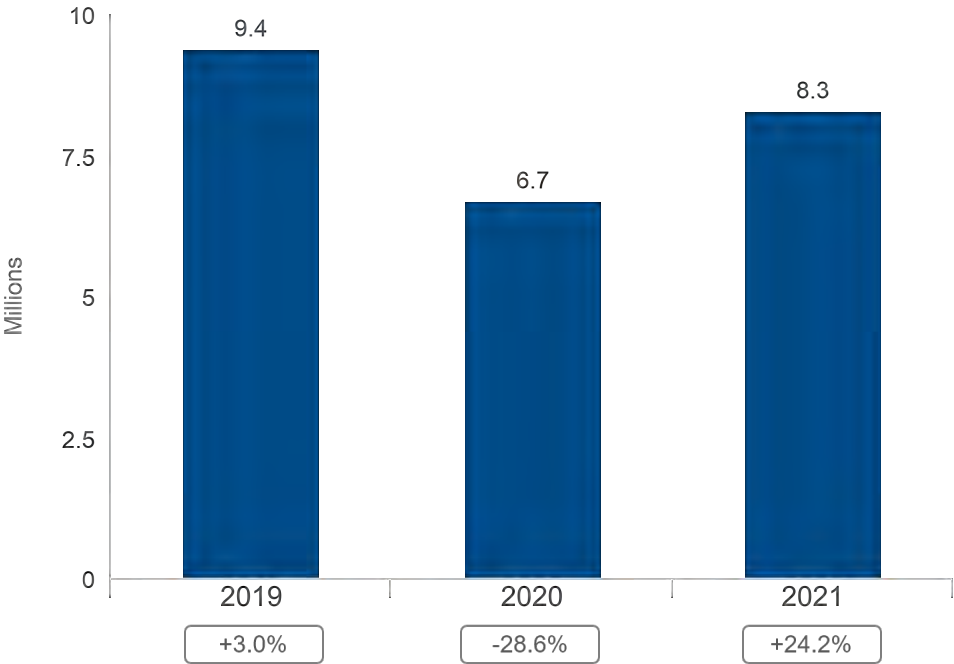
# Travel USA Visitor Profile

Overnight Visitation



2020/2021

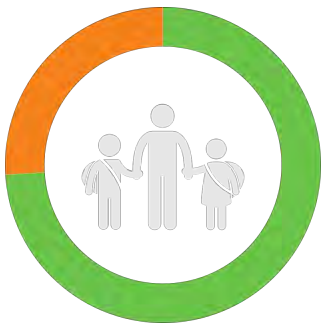
## Overnight Trips to Louisville



## 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

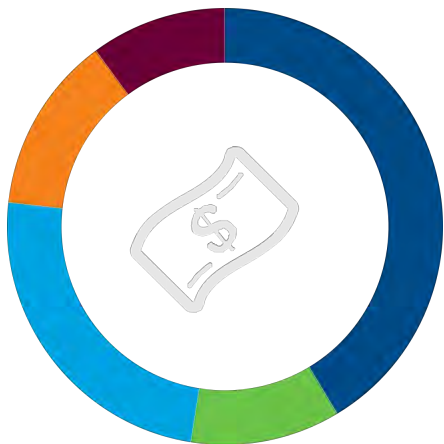
## Past Visitation to Louisville

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

## Domestic Overnight Expenditures - by Sector

Total Spending  
**\$ 1.143 Billion**  
+30.3% vs. last year



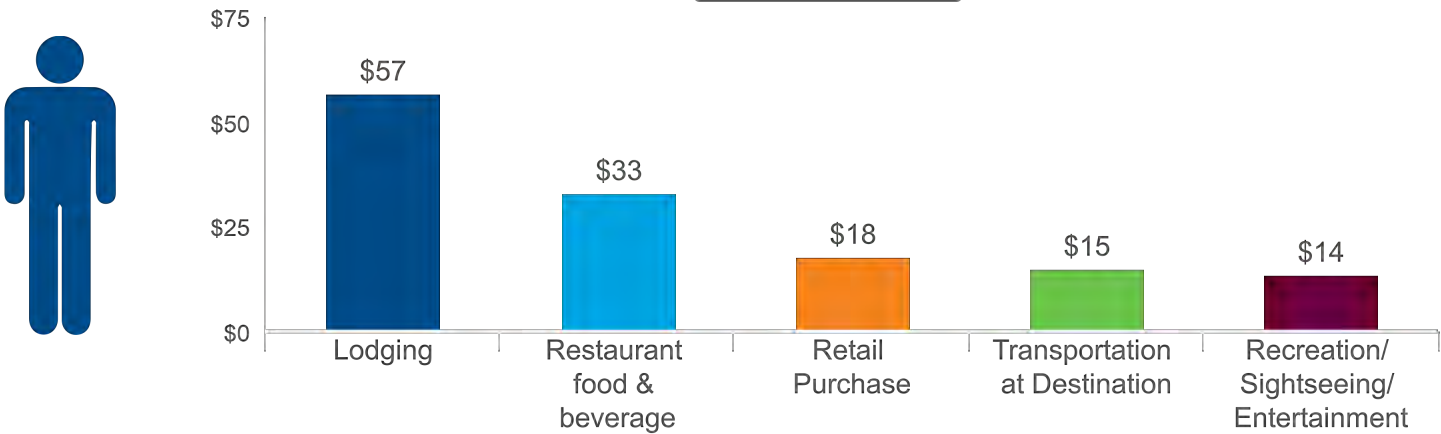
Lodging	41%	\$472 Million
Transportation at Destination	11%	\$124 Million
Restaurant Food & Beverage	24%	\$279 Million
Retail Purchase	13%	\$150 Million
Recreation/Entertainment	10%	\$118 Million

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



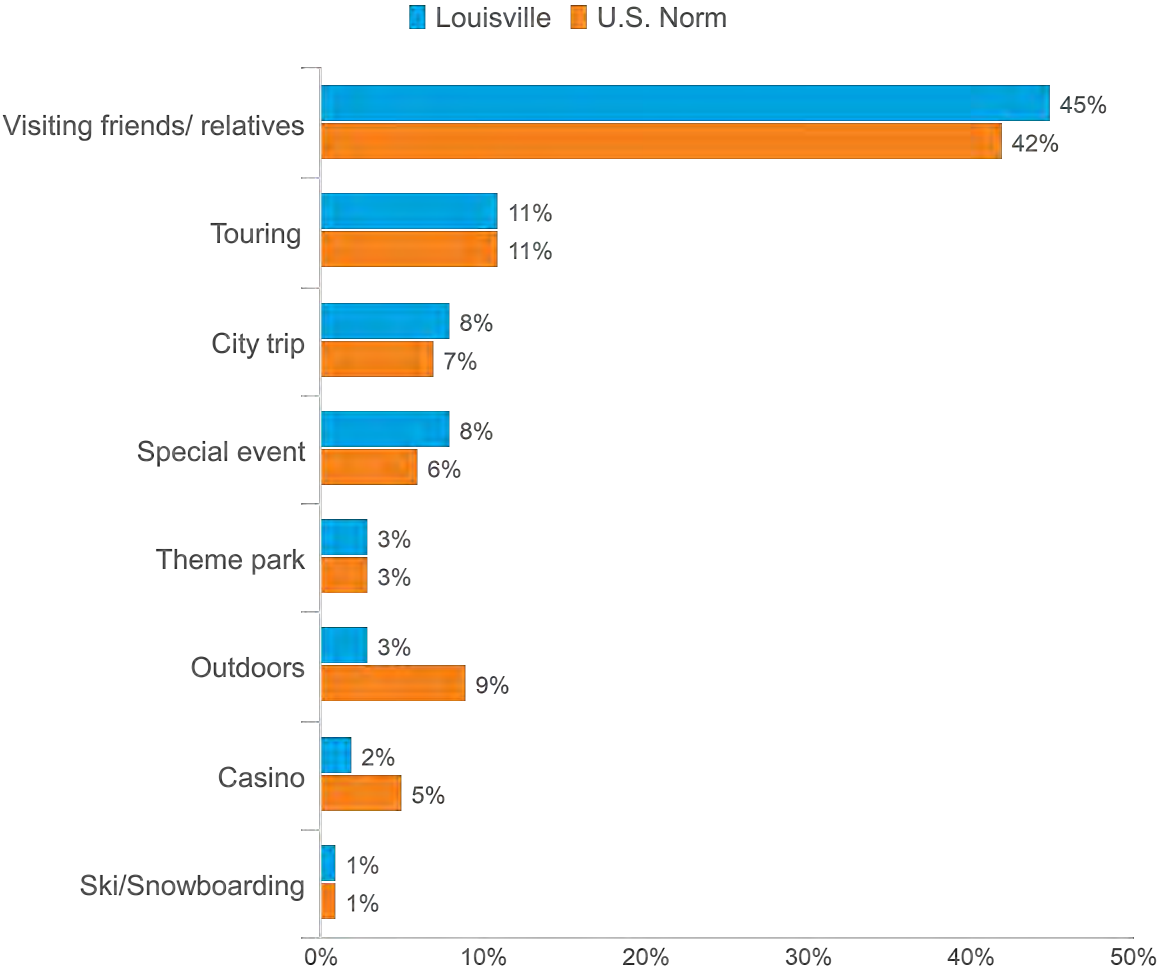
# Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

## Main Purpose of Trip

 <b>45%</b> Visiting friends/ relatives	
 <b>11%</b> Touring	 <b>3%</b> Conference/ Convention
 <b>8%</b> City trip	
 <b>8%</b> Special event	
 <b>3%</b> Theme park	 <b>10%</b> Other business trip
 <b>3%</b> Outdoors	
 <b>2%</b> Casino	
 <b>1%</b> Ski/Snowboarding	 <b>5%</b> Business-Leisure

## Main Purpose of Leisure Trip

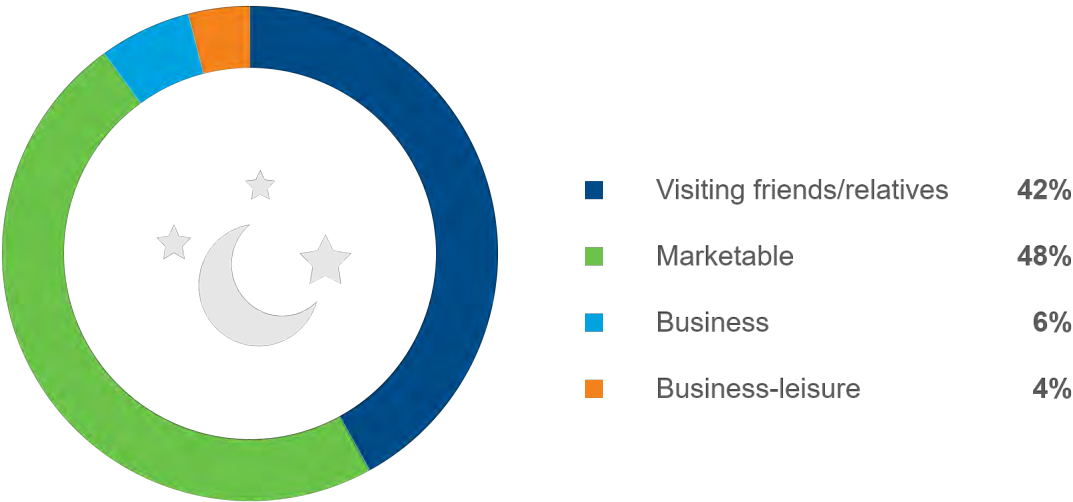




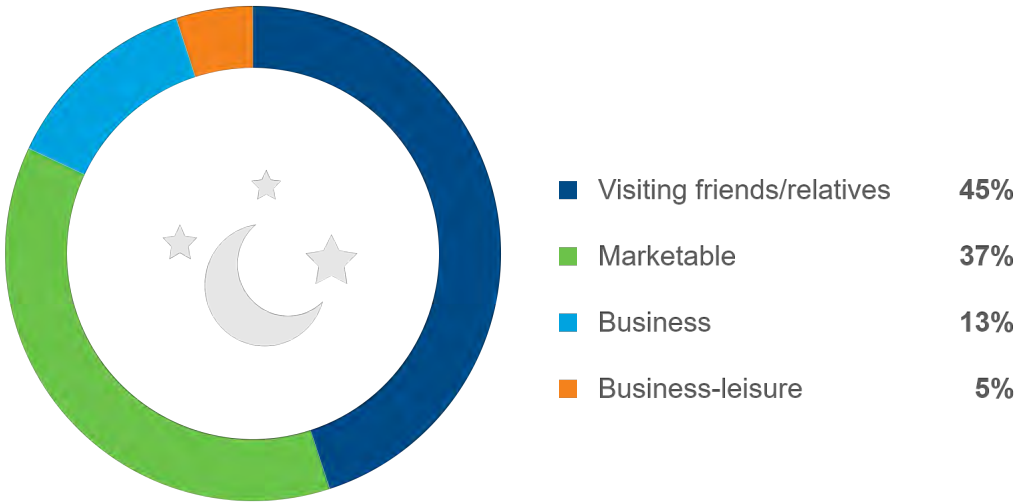
# Structure of the U.S. and Louisville Overnight Travel Market

Base: 2020/2021 Overnight Person-Trips

2021 U.S. Overnight Trips



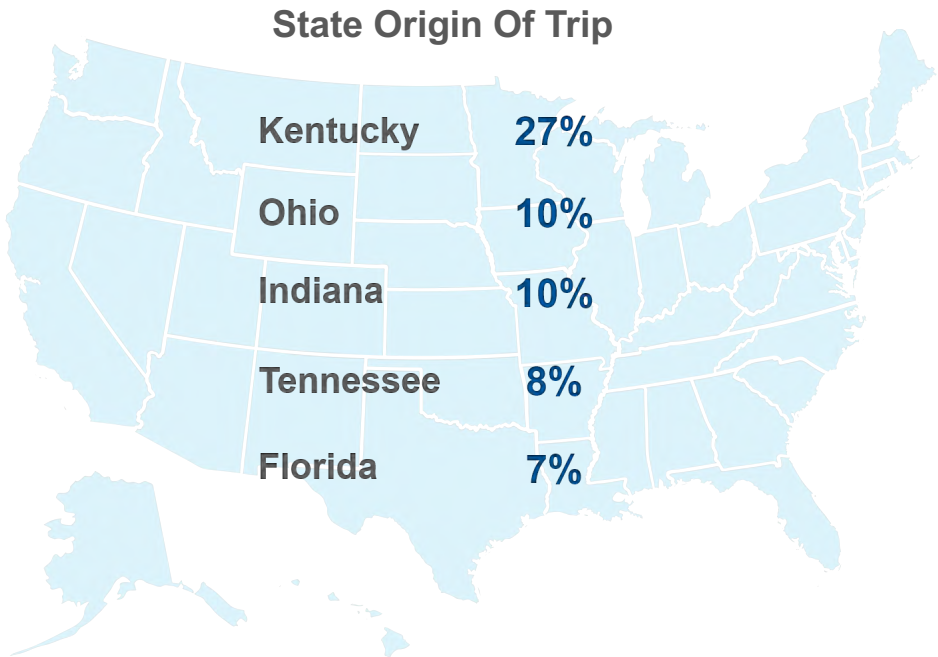
Louisville Overnight Trips



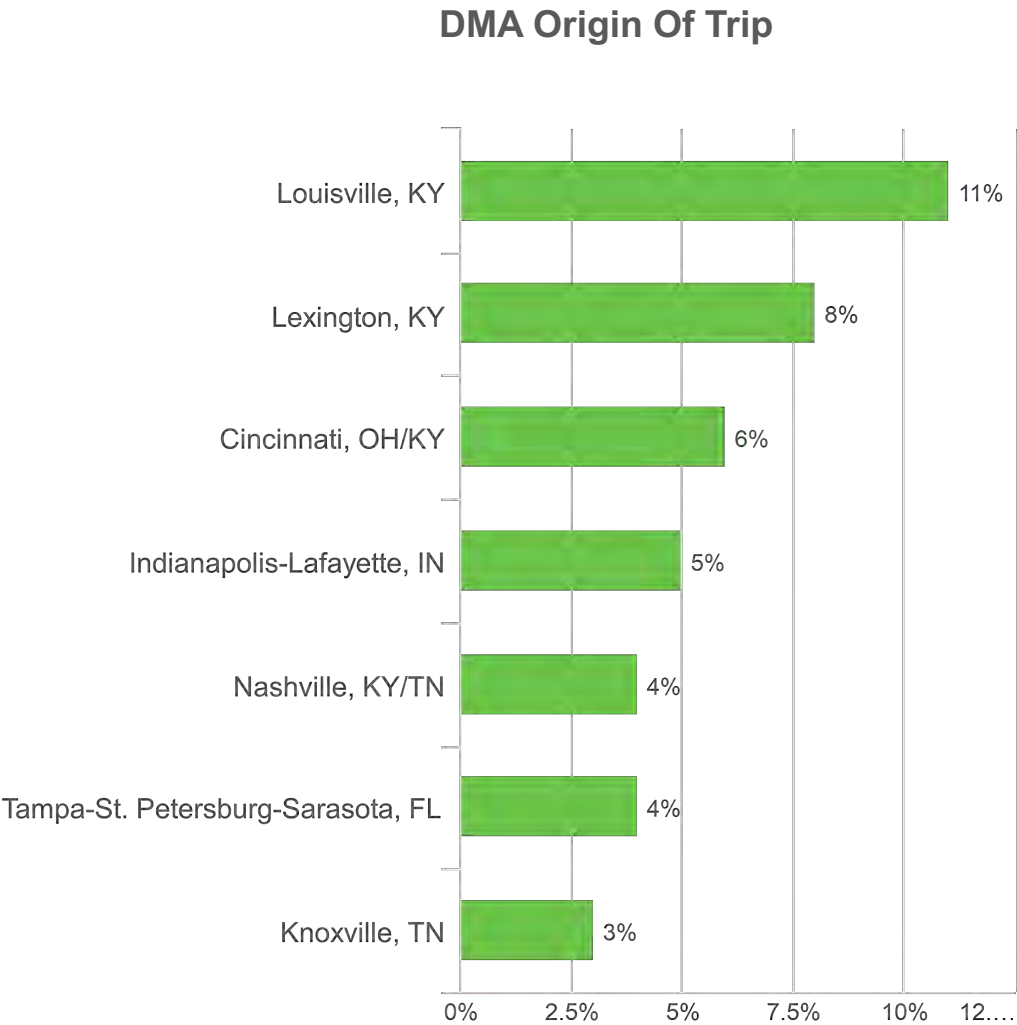


# Louisville's Overnight Trip Characteristics

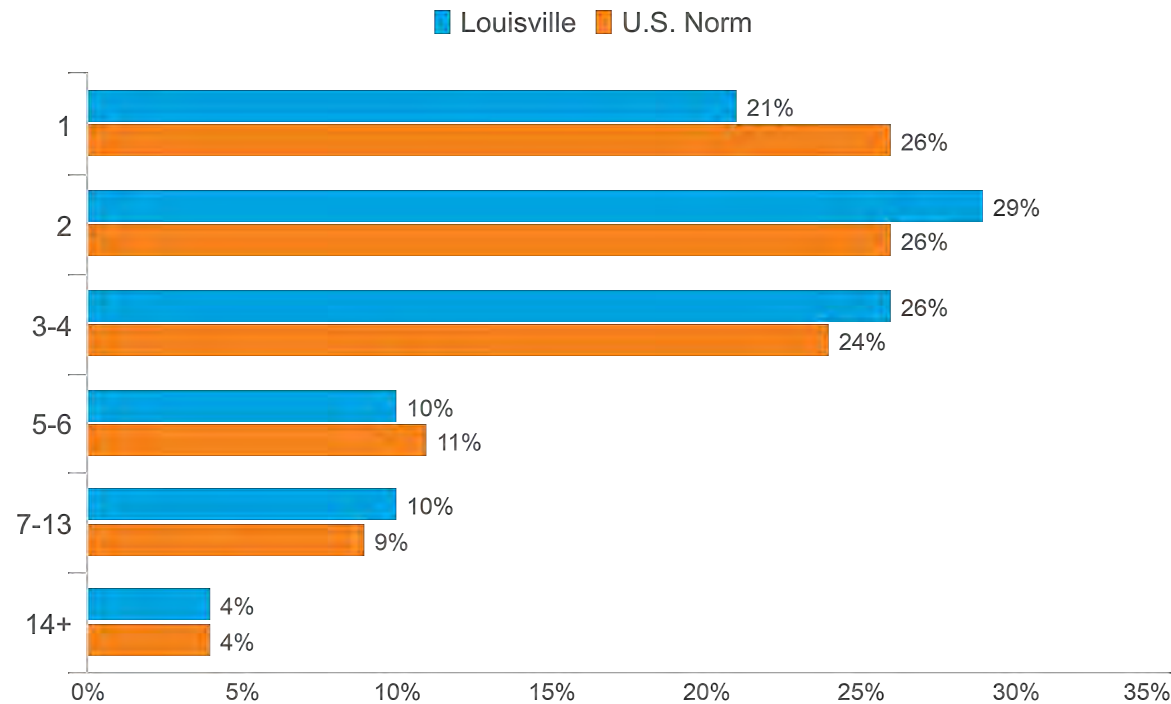
Base: 2020/2021 Overnight Person-Trips



Season of Trip  
Total 2021 Overnight Person-Trips



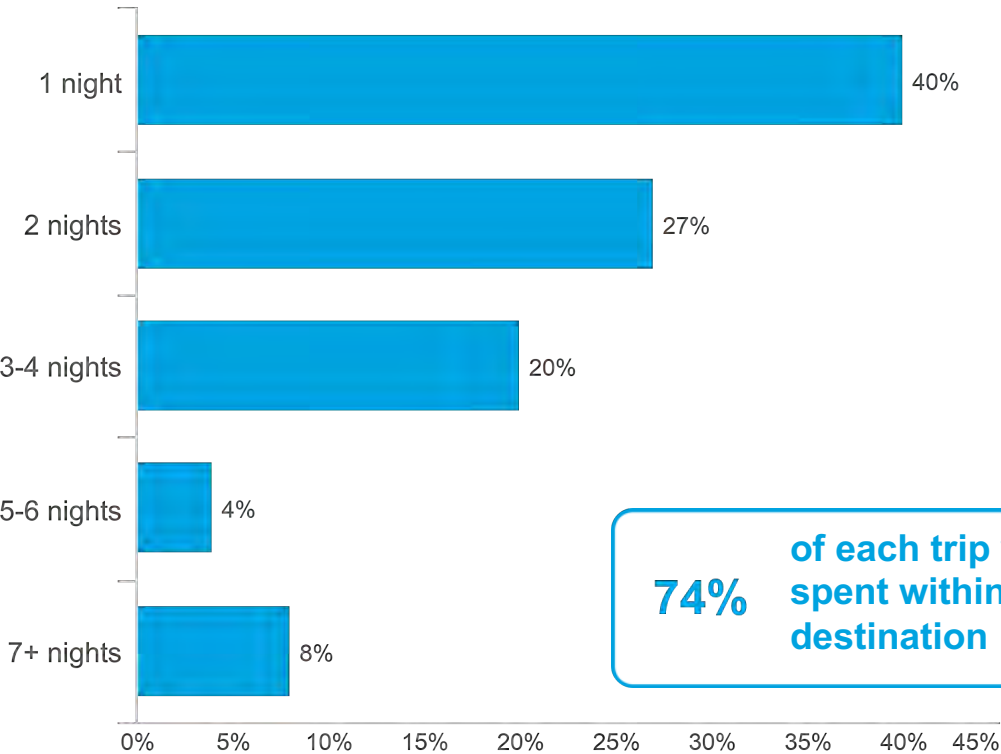
### Total Nights Away on Trip



Louisville  
**3.9**  
Average Nights

U.S. Norm  
**3.9**  
Average Nights

### Nights Spent in Louisville



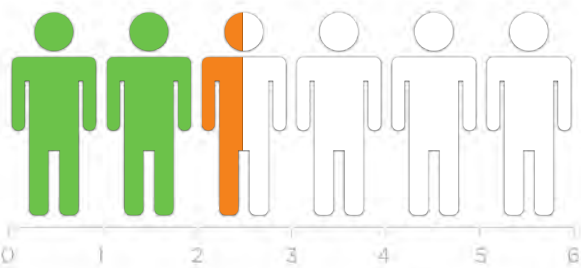
**74%** of each trip was spent within the destination

Average number of nights  
**2.9**

## Size of Travel Party

■ Adults ■ Children

Louisville

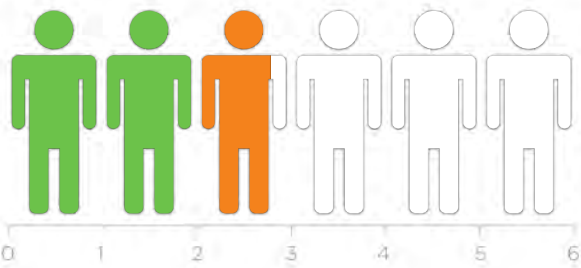


Average number of people

Total

2.6

U.S. Norm



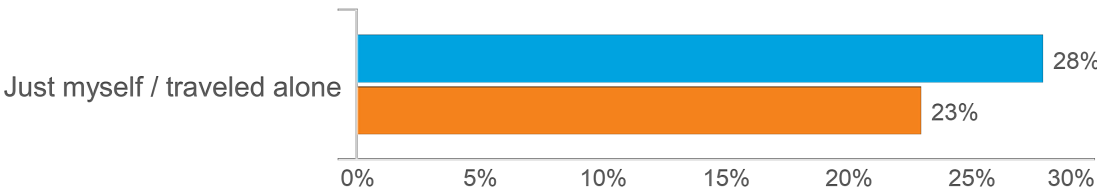
Average number of people

Total

2.9

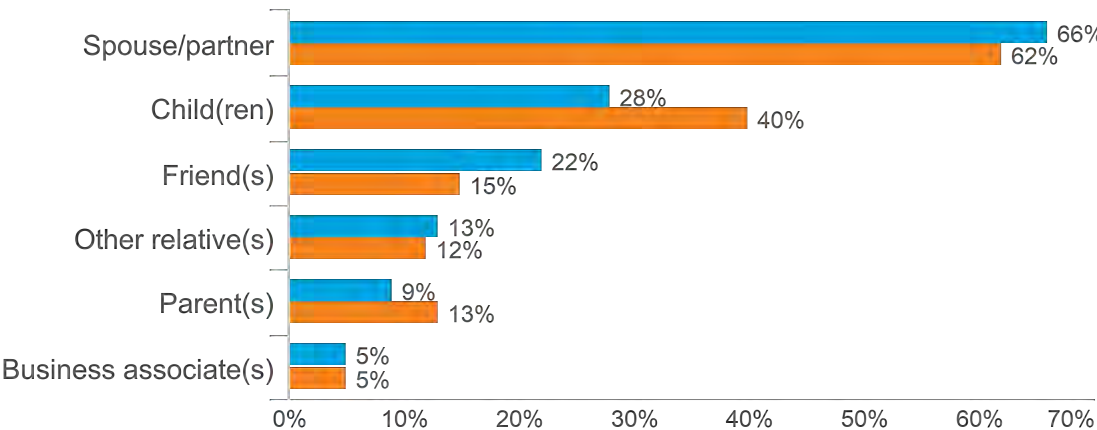
## Percent Who Traveled Alone

■ Louisville ■ U.S. Norm



## Composition of Immediate Travel Party

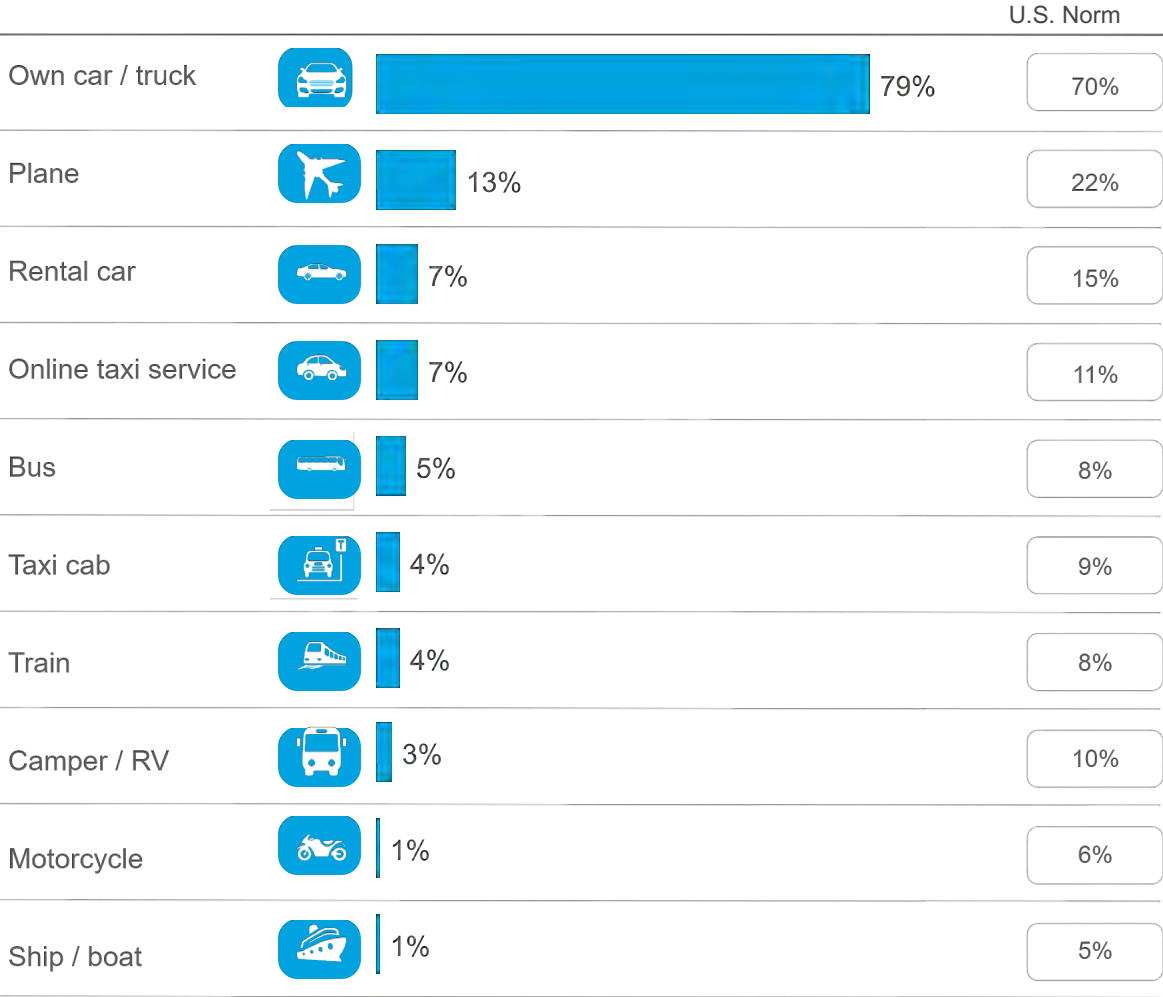
■ Louisville ■ U.S. Norm



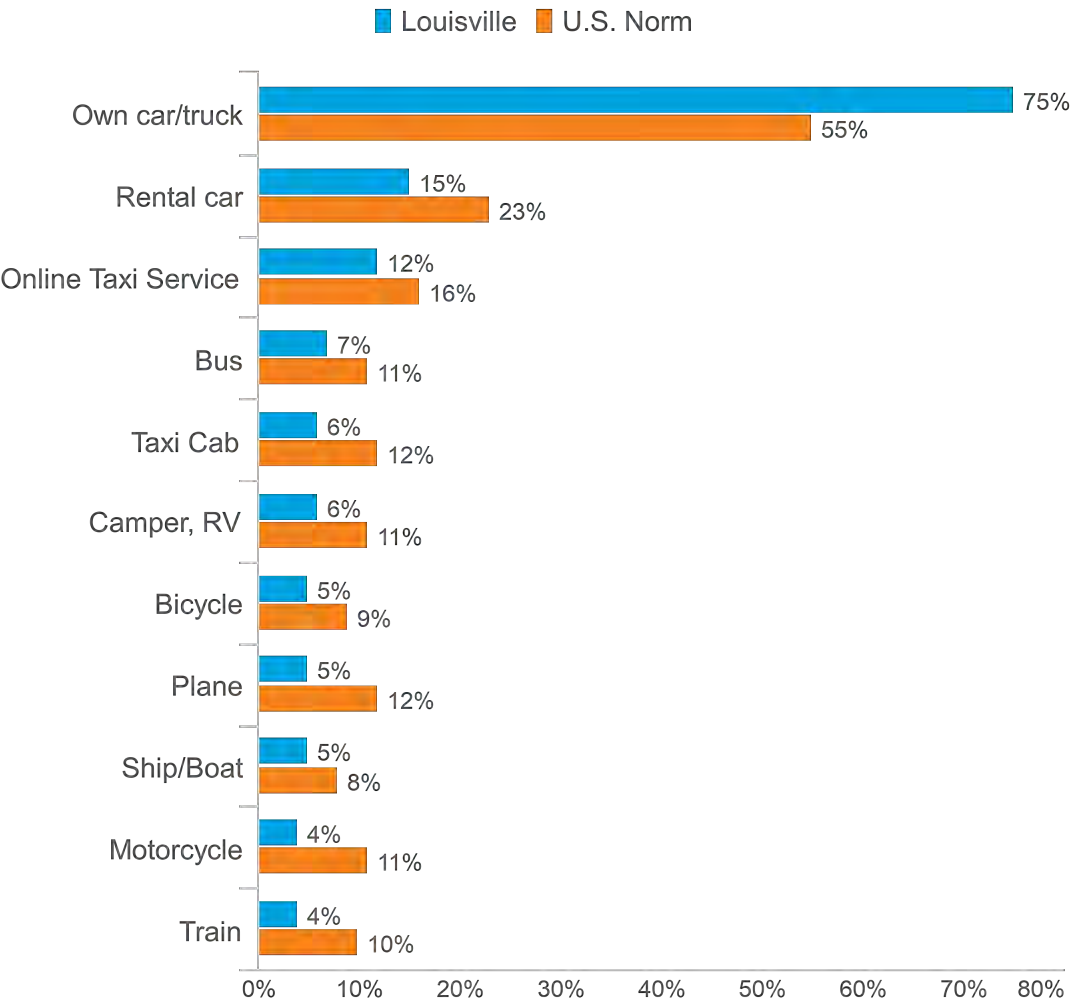
# Louisville's Overnight Trip Characteristics

Base: 2020/2021 Overnight Person-Trips

## Transportation Used to get to Destination

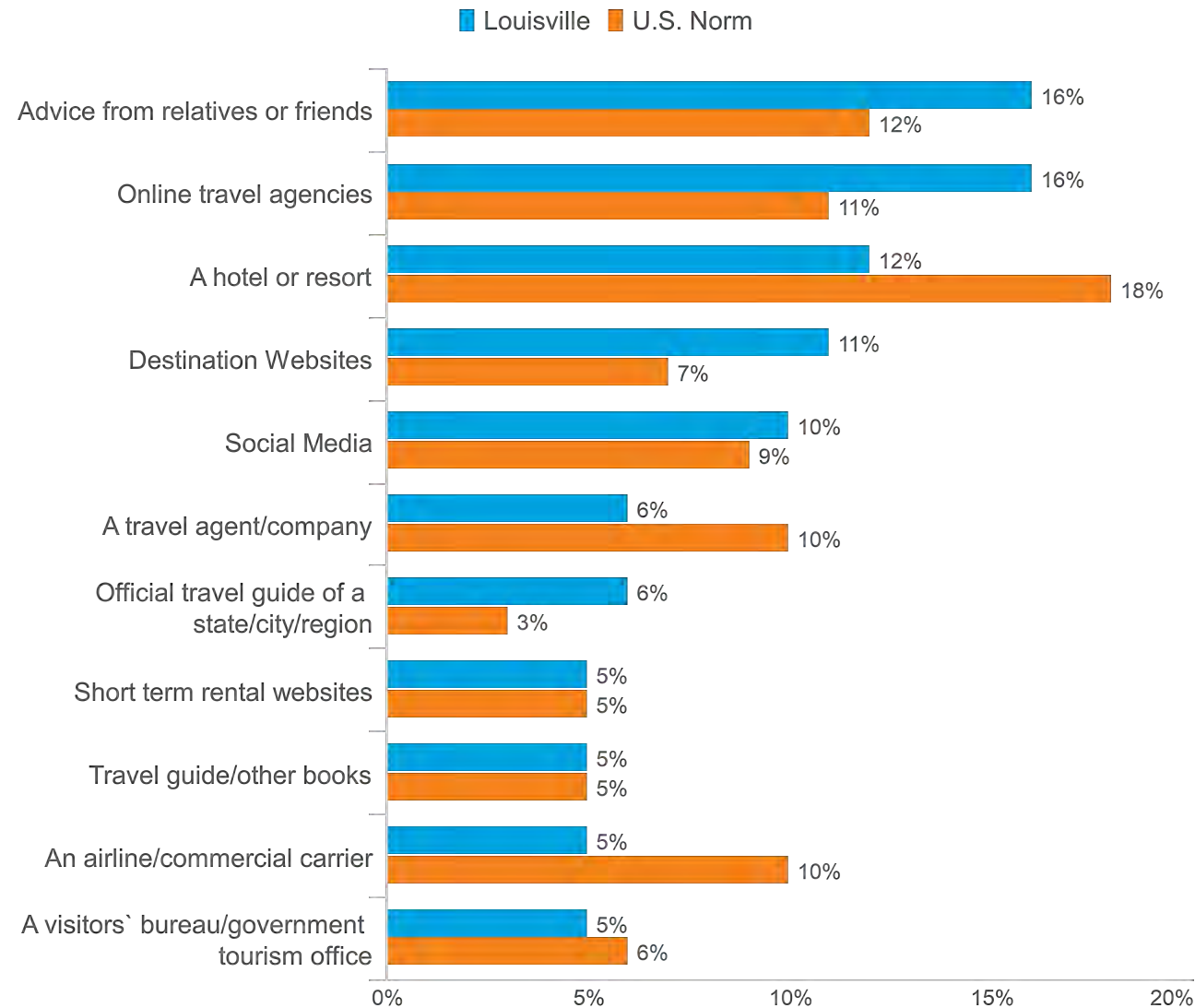


## Transportation Used within Destination





Trip Planning Information Sources



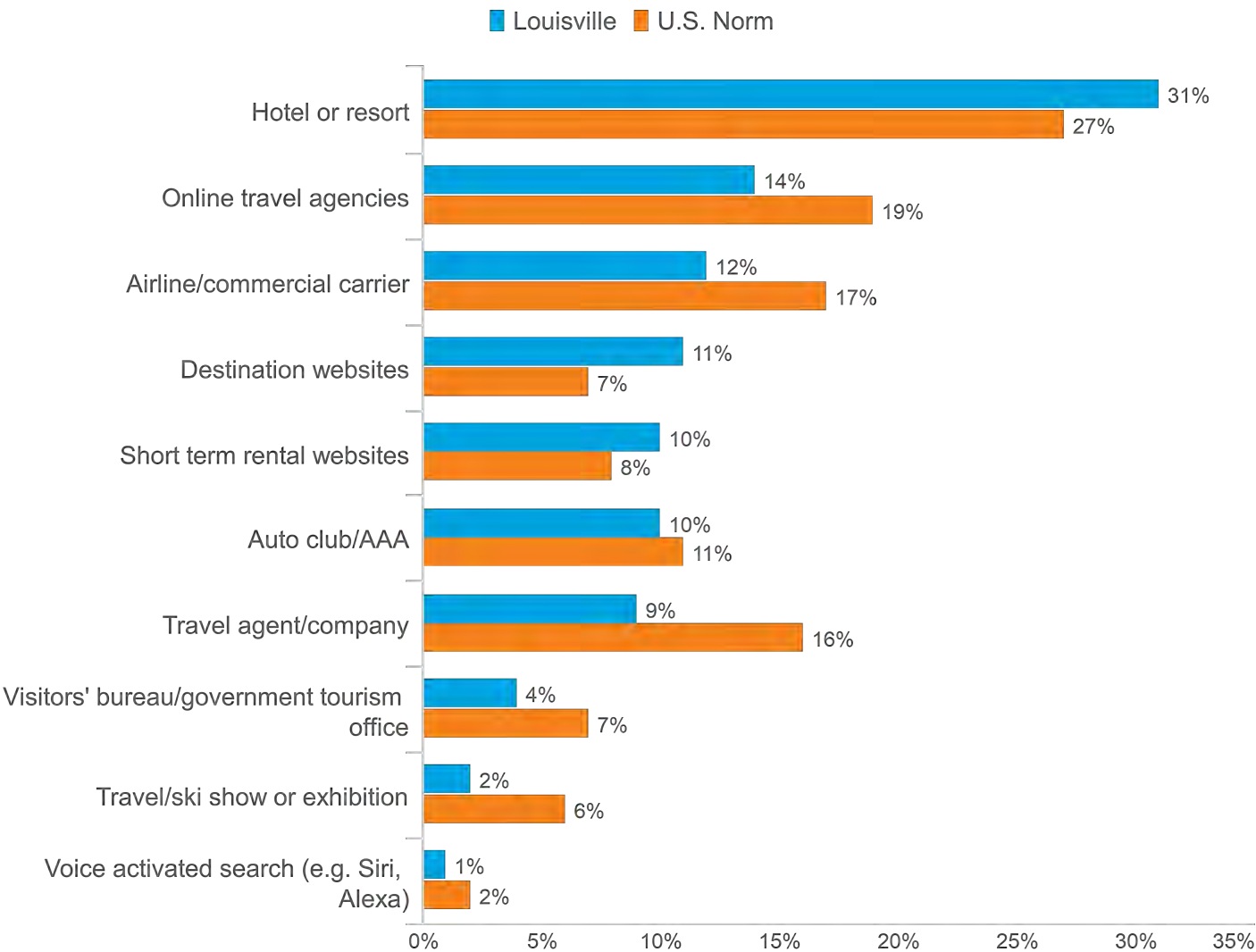
Length of Trip Planning

	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



## Accommodations

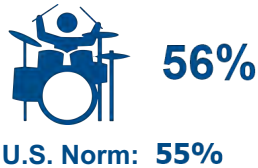
		Louisville	U.S. Norm
	Hotel	53%	38%
	Home of friends / relatives	26%	19%
	Motel	11%	13%
	Bed & breakfast	5%	8%
	Rented home / condo / apartment	5%	6%
	Resort hotel	5%	12%
	Campground / RV park	4%	6%

Activity Groupings

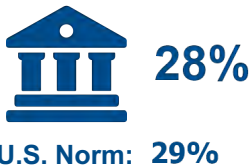
Outdoor Activities



Entertainment Activities



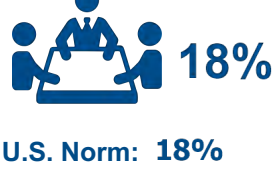
Cultural Activities



Sporting Activities









Business Activities



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%

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%





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



Quality of food



Friendliness of people



Sightseeing/attractions



Quality of accommodations



Cleanliness



Safety/security



Music/nightlife/entertainment

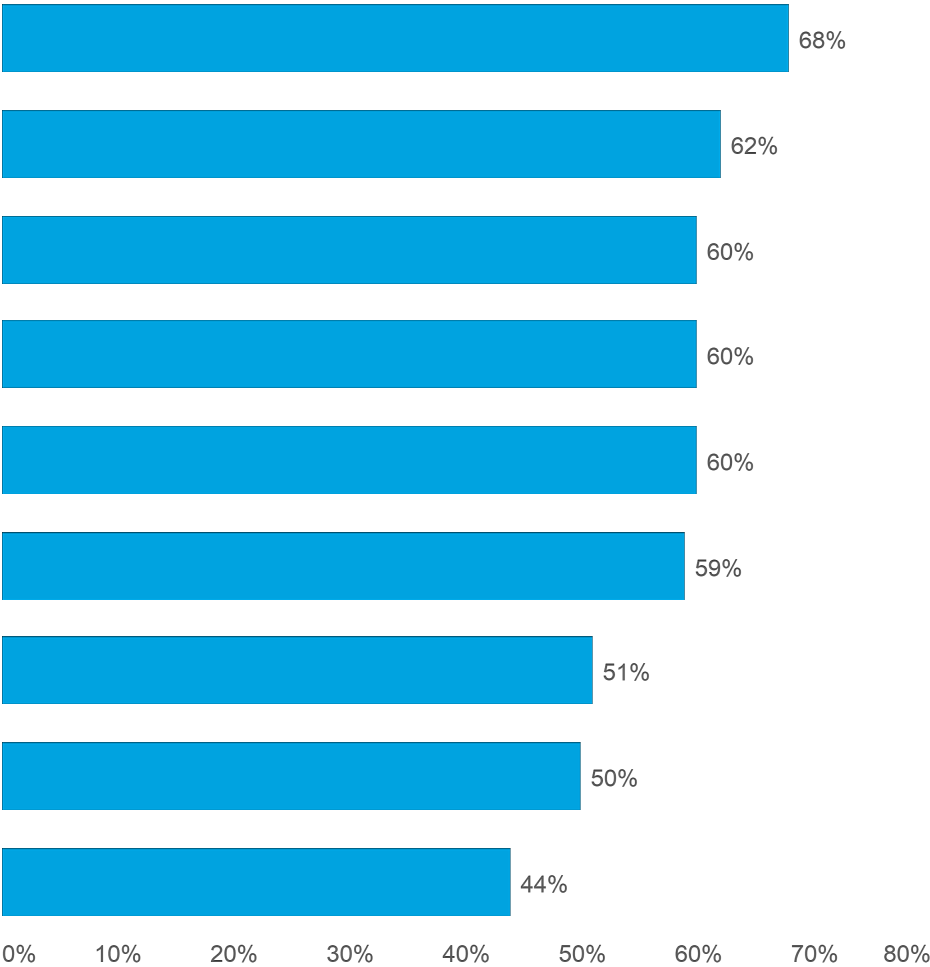


Value for money



Public transportation

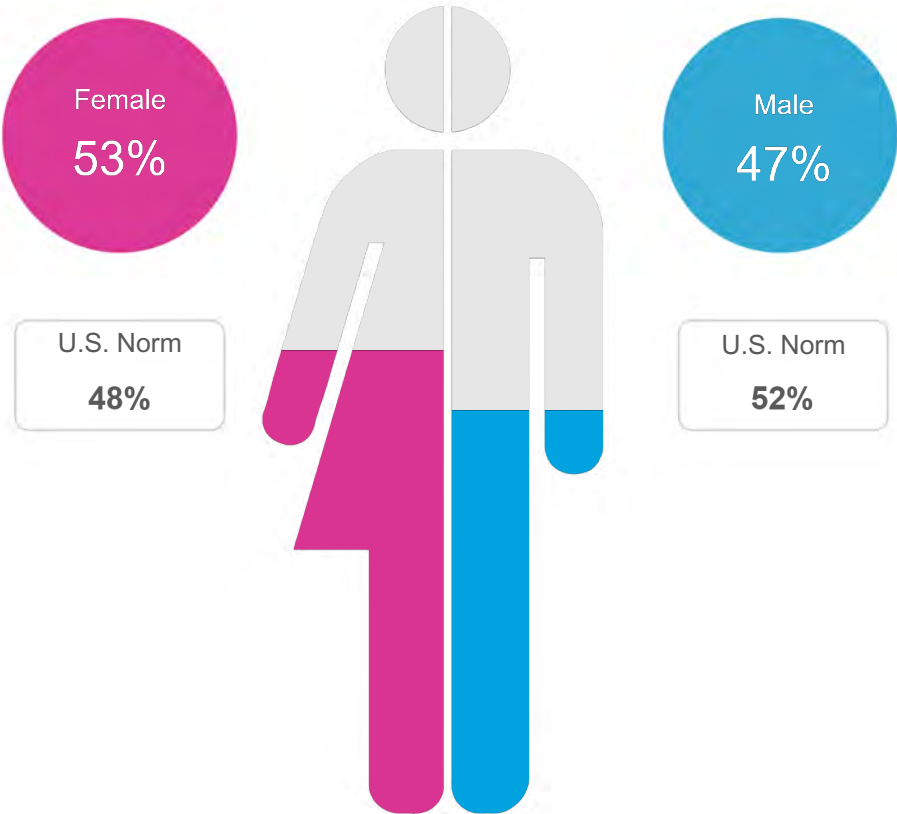
## % Very Satisfied with Trip



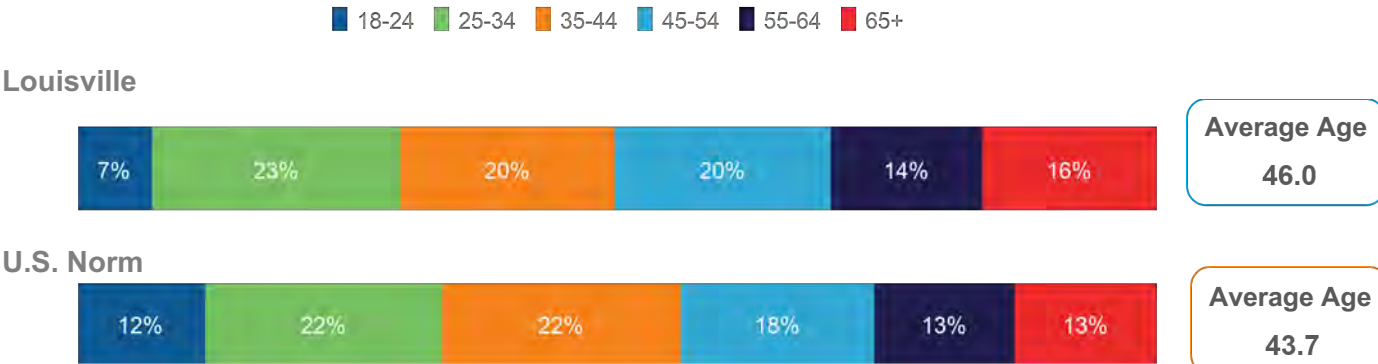
# Demographic Profile of Overnight Louisville Visitors

Base: 2020/2021 Overnight Person-Trips

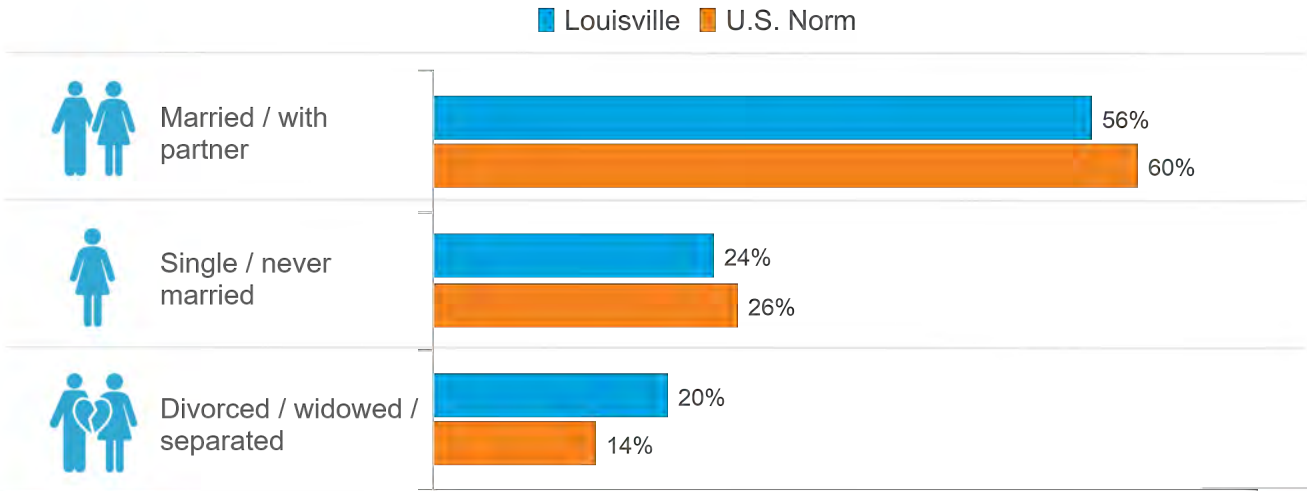
## Gender



## Age



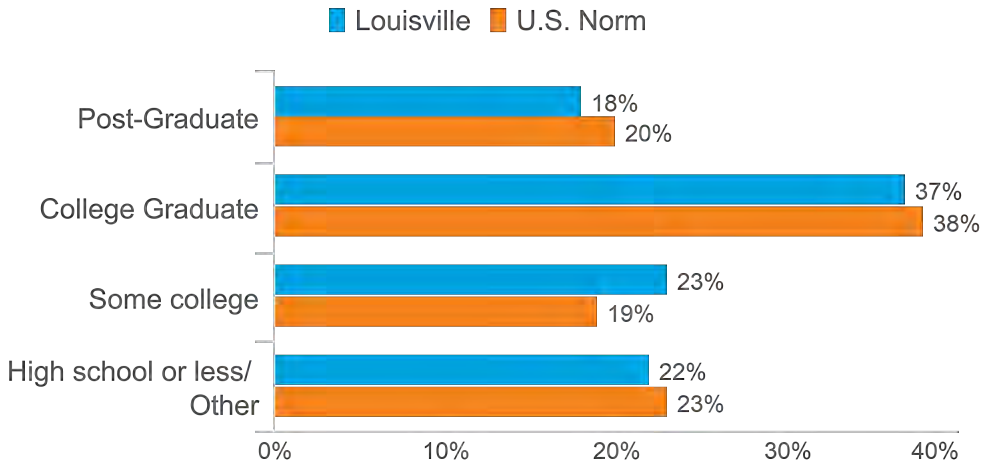
## Marital Status



# Demographic Profile of Overnight Louisville Visitors

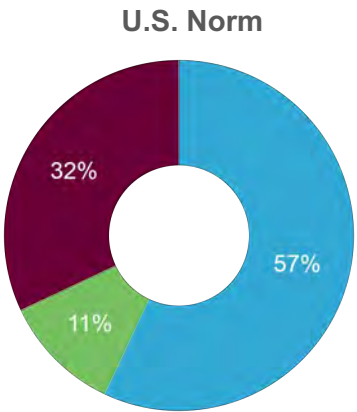
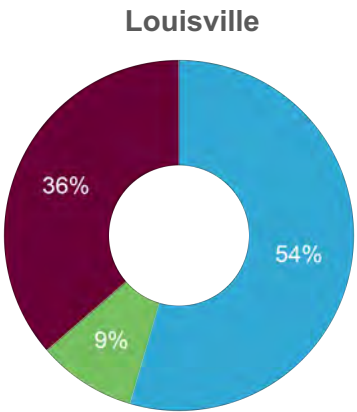
Base: 2020/2021 Overnight Person-Trips

## Education

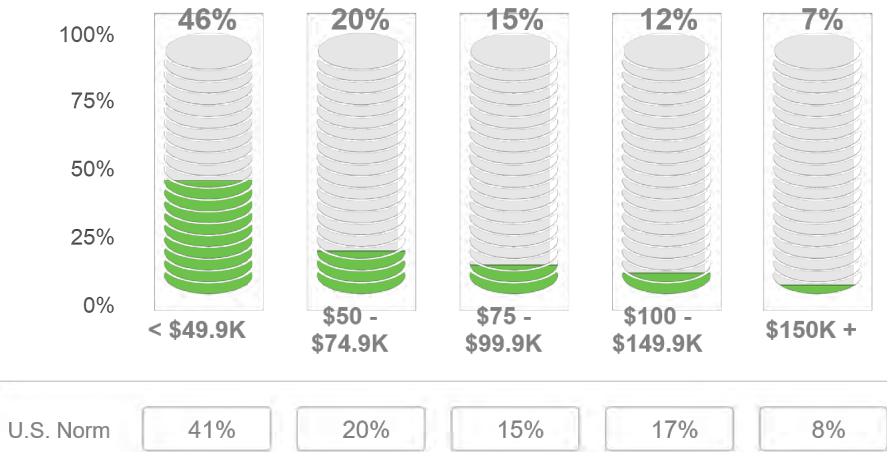


## Employment

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

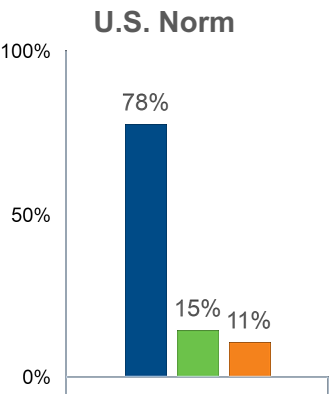
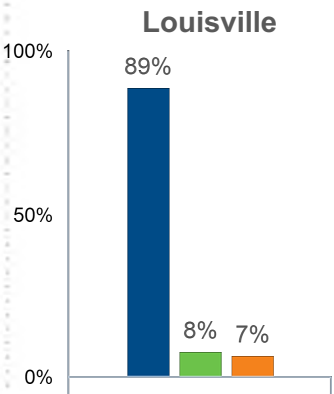


## Household Income

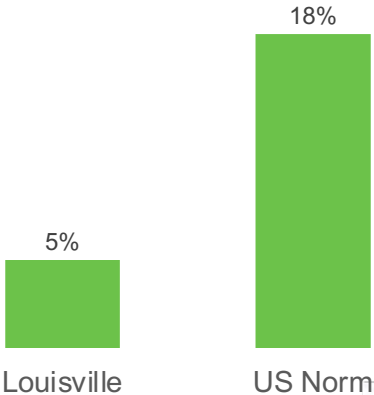


## Race

■ White ■ African-American ■ Other

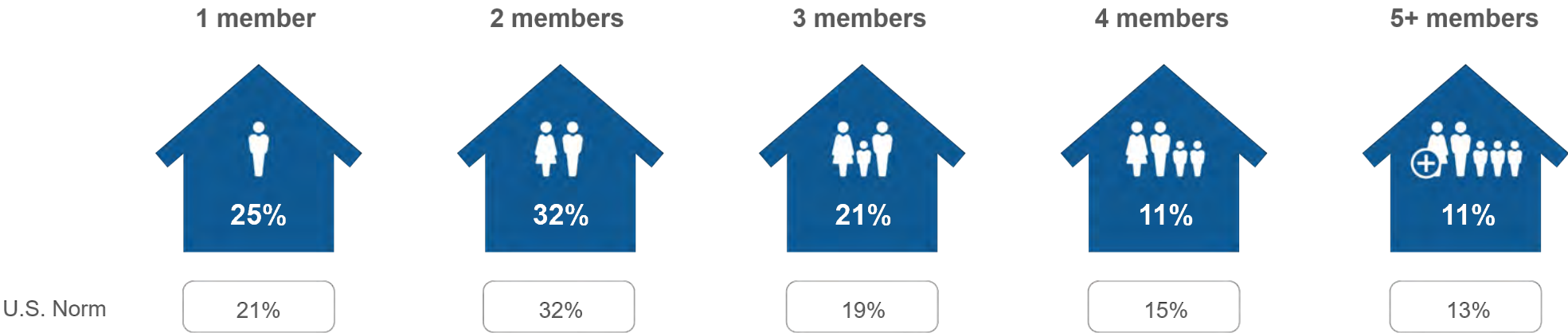


## Hispanic Background

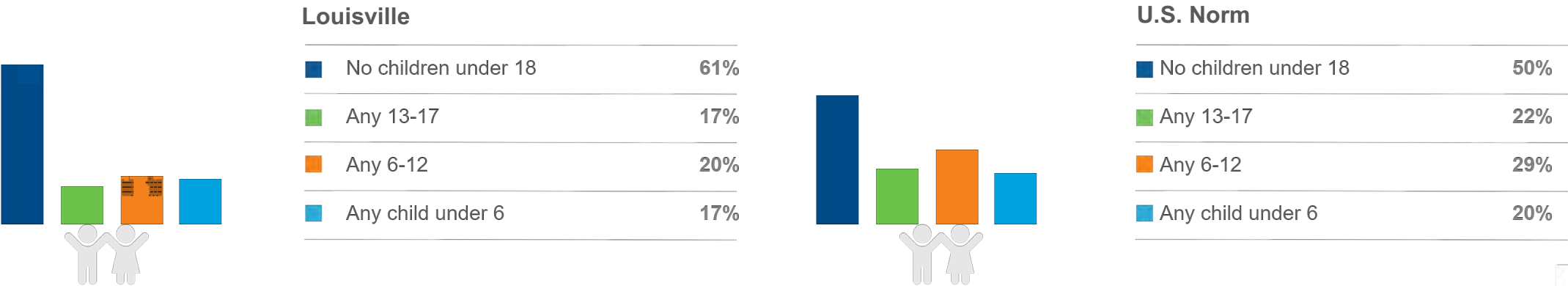


Question updated in 2020

## Household Size



## Children in Household







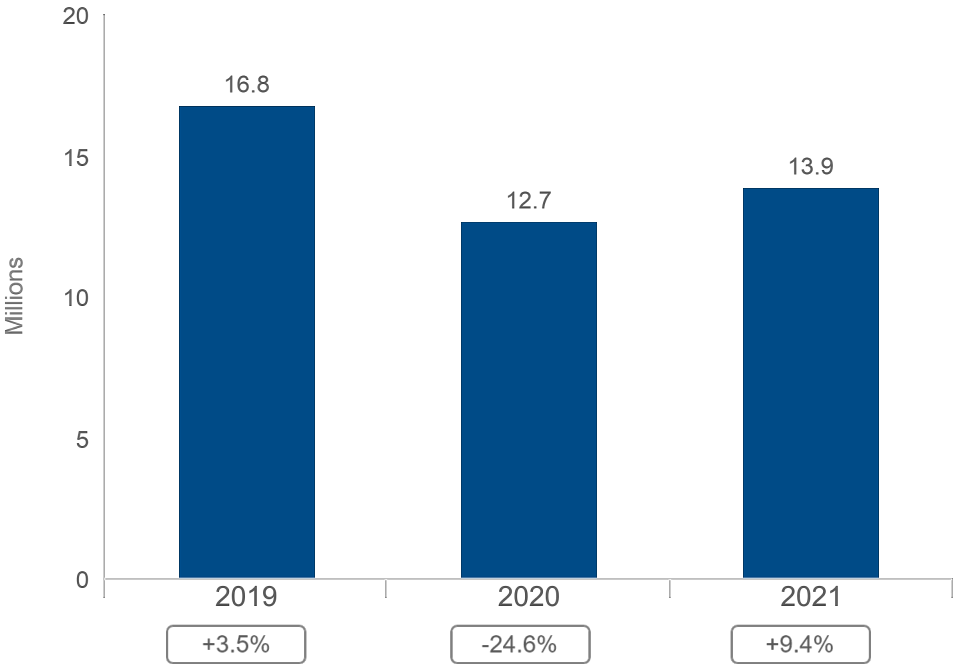
# Travel USA Visitor Profile

Day Visitation



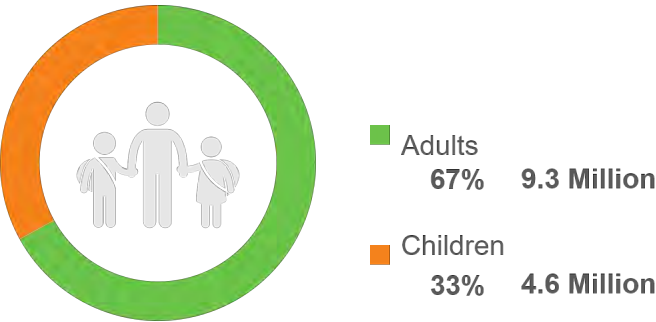
2020/2021

Day Trips to Louisville



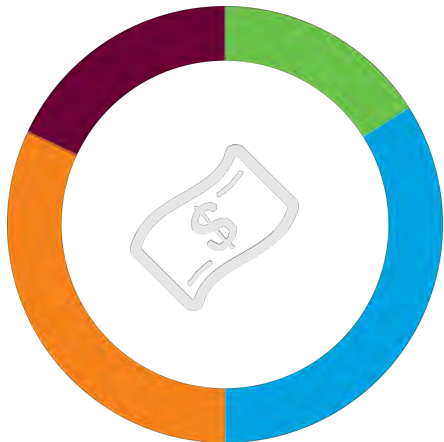
Size of Louisville Day Travel Market - Adults vs. Children

Total Day Person-Trips  
**13.9 Million**



## Domestic Day Expenditures - by Sector

Total Spending  
**\$0.871 Billion**  
+11.8% vs. last year



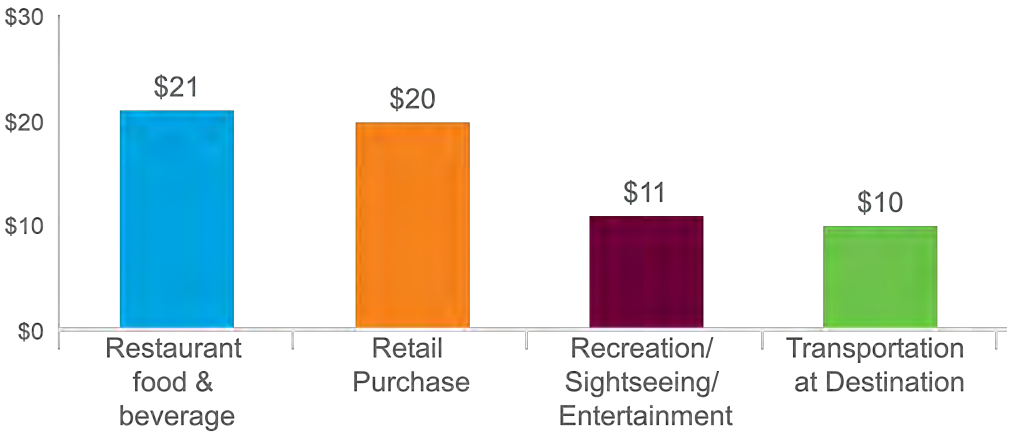
Transportation at Destination	16%	\$141 Million
Restaurant Food & Beverage	34%	\$293 Million
Retail Purchase	32%	\$283 Million
Recreation/Entertainment	18%	\$154 Million

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



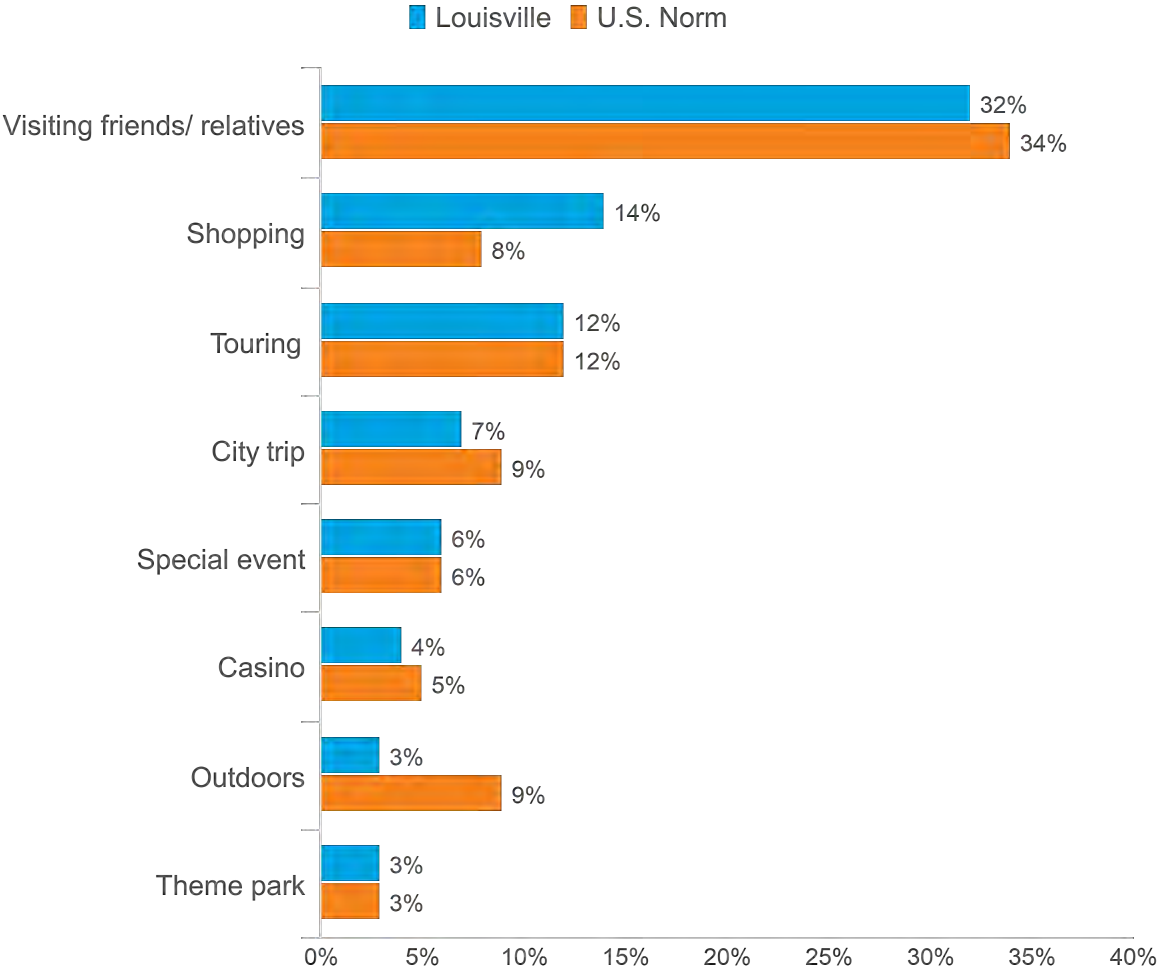
# Louisville's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips

## Main Purpose of Trip

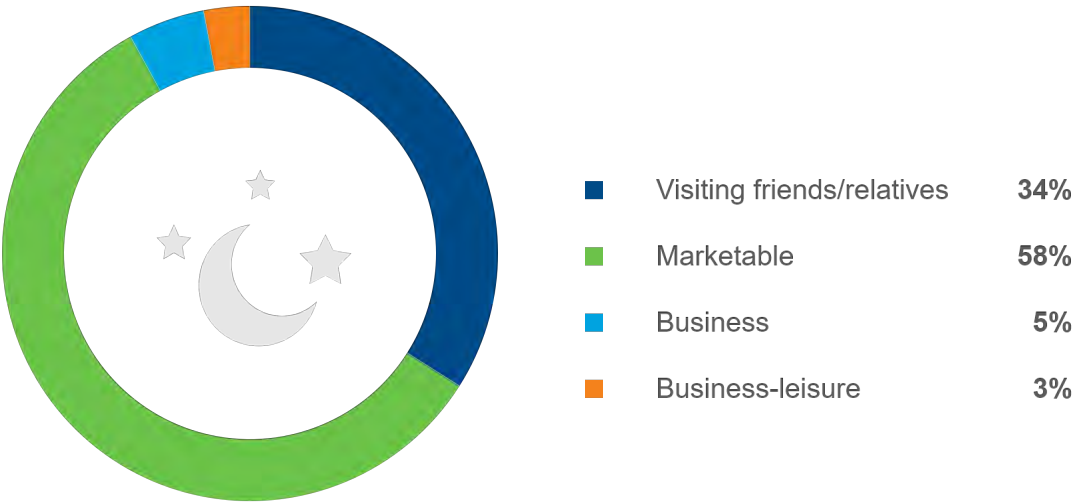
	<b>32%</b> Visiting friends/ relatives		<b>1%</b> Conference/ Convention
	<b>14%</b> Shopping		
	<b>12%</b> Touring		
	<b>7%</b> City trip		
	<b>6%</b> Special event		
	<b>4%</b> Casino		<b>9%</b> Other business trip
	<b>3%</b> Outdoors		
	<b>3%</b> Theme park		
			<b>7%</b> Business-Leisure

## Main Purpose of Leisure Trip

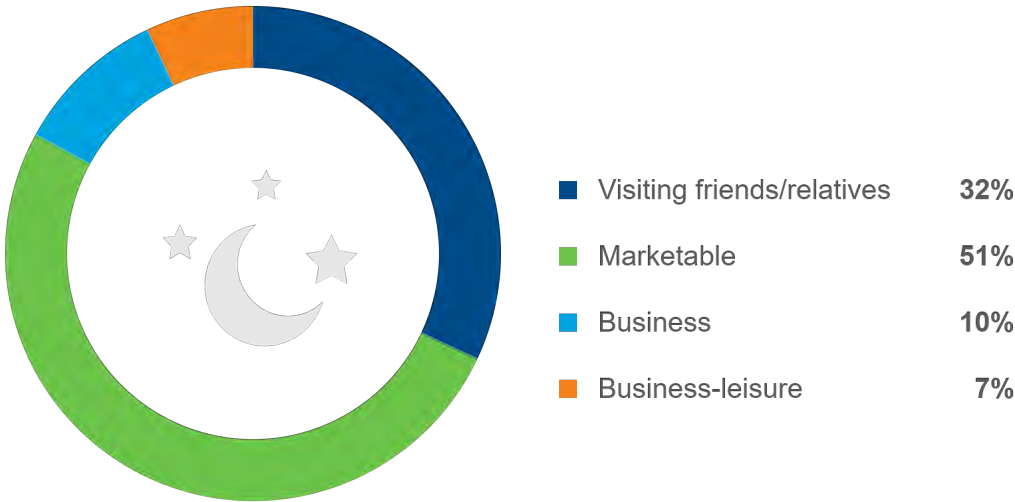




2021 U.S. Day Trips

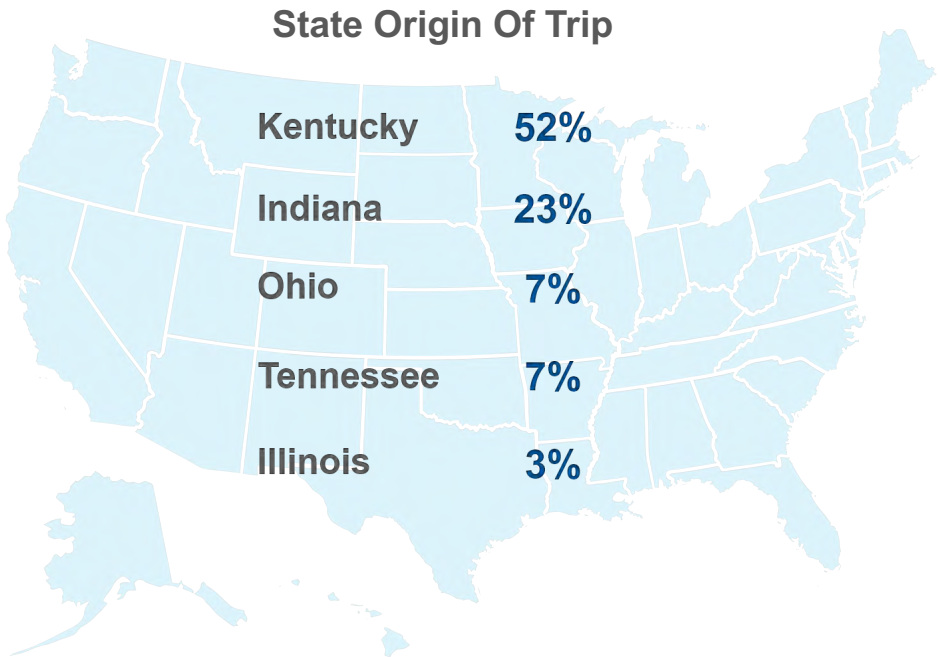


Louisville Day Trips

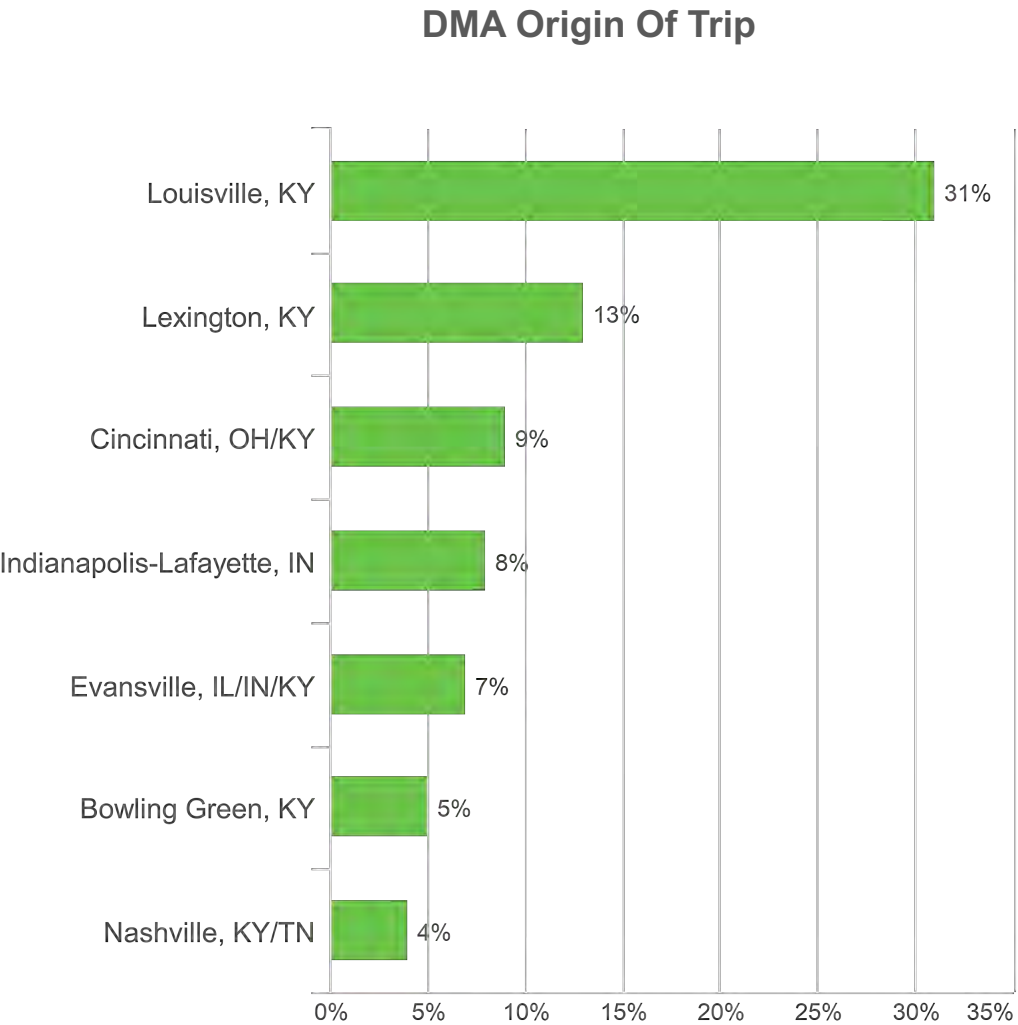


# Louisville's Day Trip Characteristics

Base: 2020/2021 Day Person-Trips



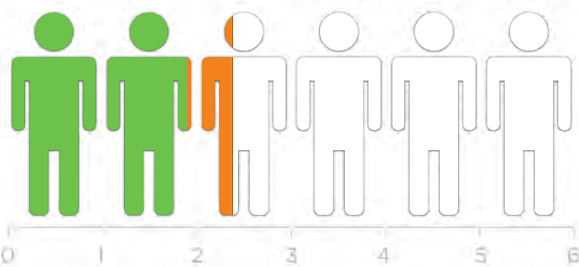
**Season of Trip**  
Total 2021 Day Person-Trips



## Size of Travel Party

■ Adults ■ Children

### Louisville

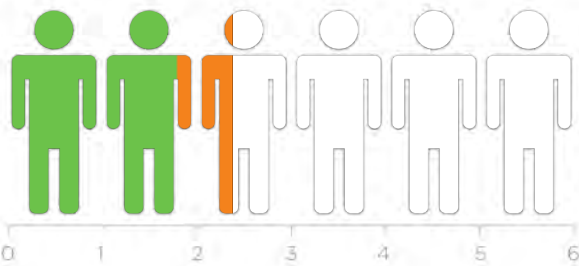


Average number of people

Total

2.6

### U.S. Norm



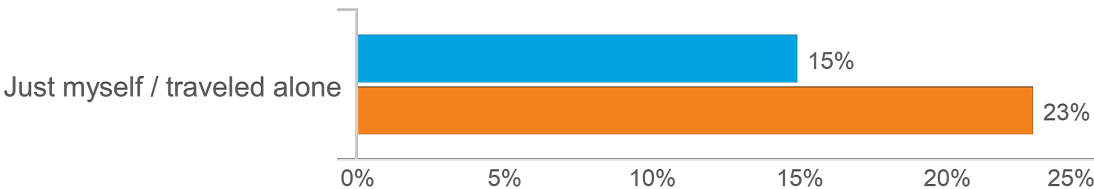
Average number of people

Total

2.6

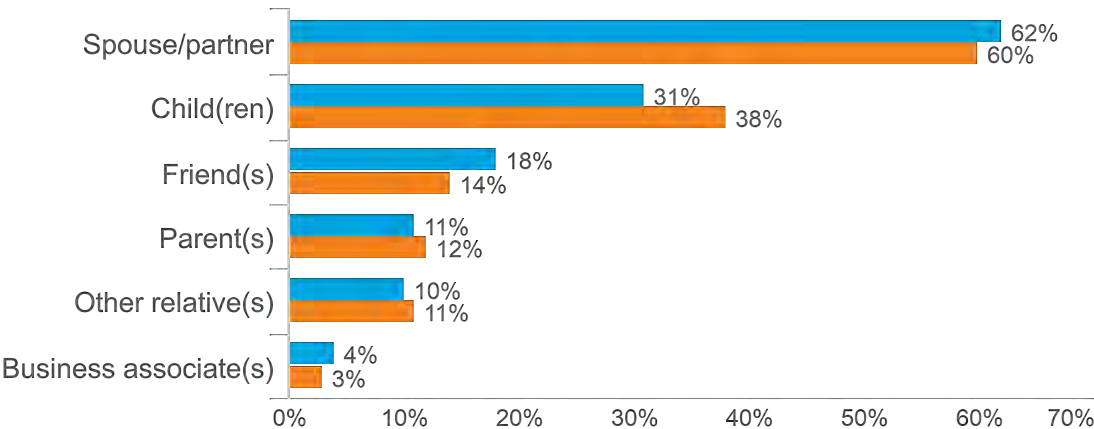
## Percent Who Traveled Alone

■ Louisville ■ U.S. Norm



## Composition of Immediate Travel Party

■ Louisville ■ U.S. Norm

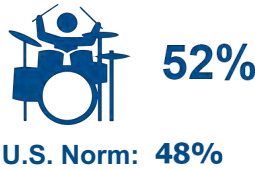


Activity Groupings

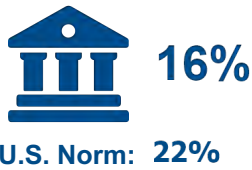
Outdoor Activities



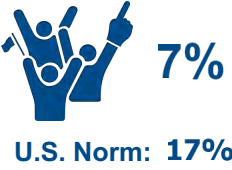
Entertainment Activities



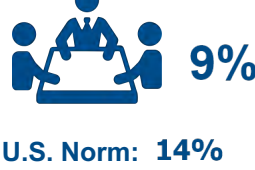
Cultural Activities



Sporting Activities









Business Activities



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%

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

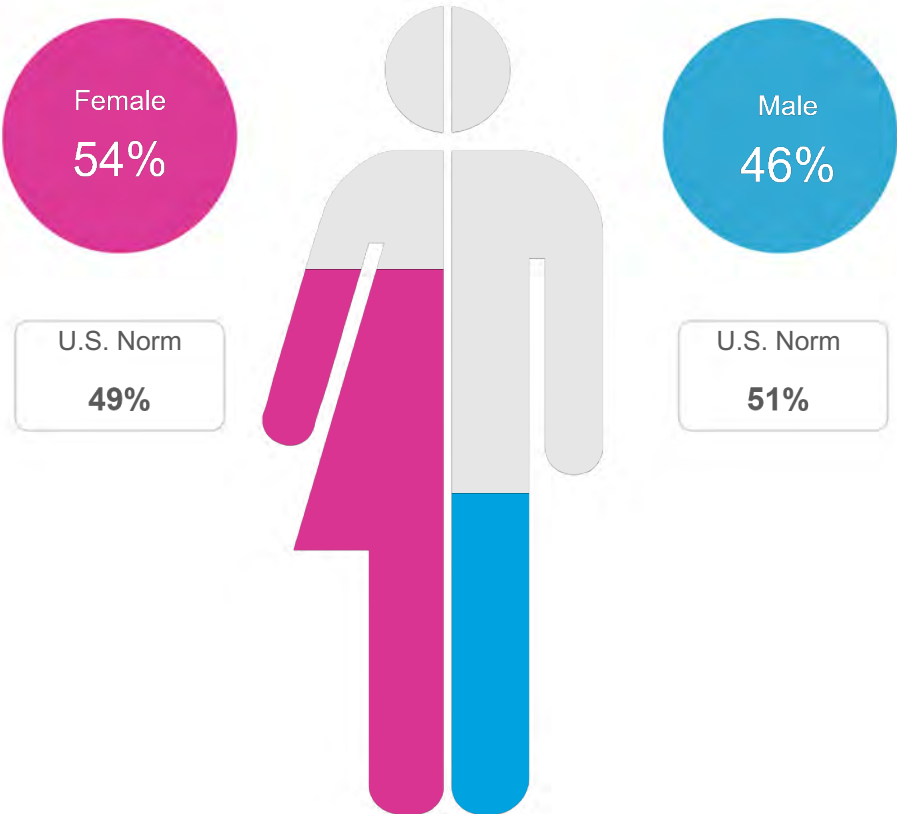
		Louisville	U.S. Norm
	Unique/local food	41%	34%
	Fine/upscale dining	15%	15%
	Street food/food trucks	14%	17%
	Food delivery service (UberEATS, DoorDash, etc.)	11%	15%
	Picnicking	7%	14%
	Gastropubs	4%	7%



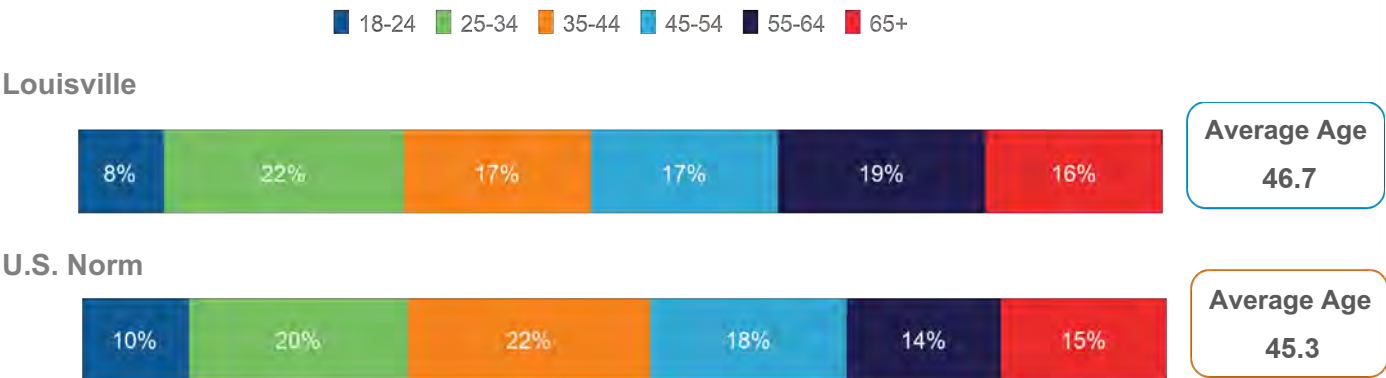
# Demographic Profile of Day Louisville Visitors

Base: 2020/2021 Day Person-Trips

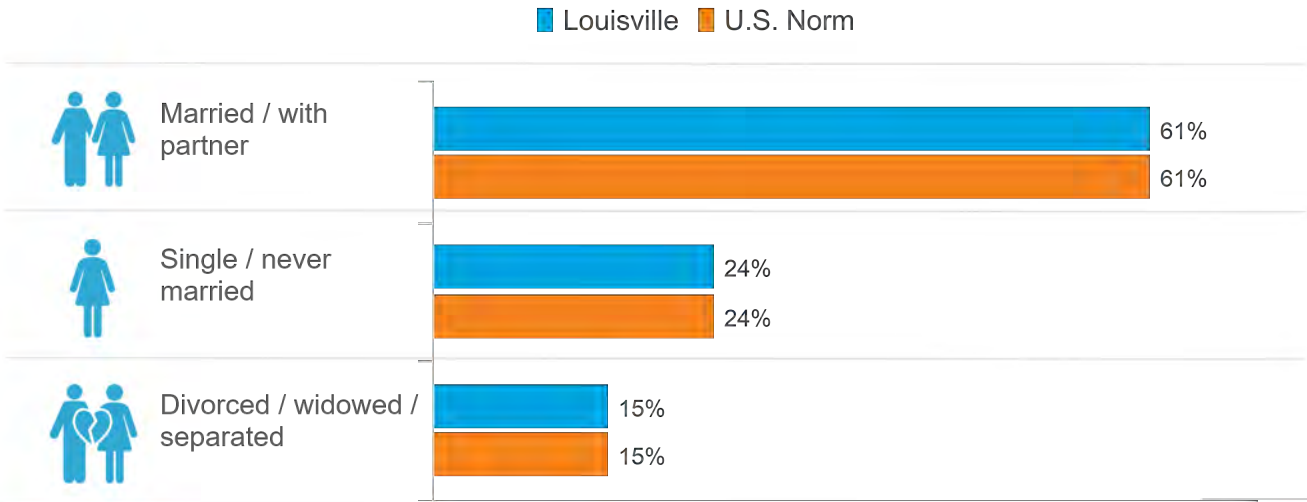
## Gender



## Age



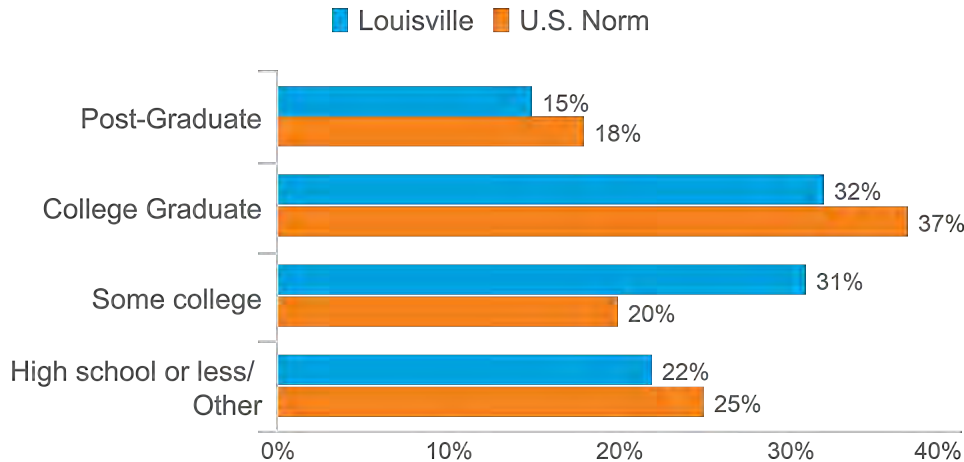
## Marital Status



# Demographic Profile of Day Louisville Visitors

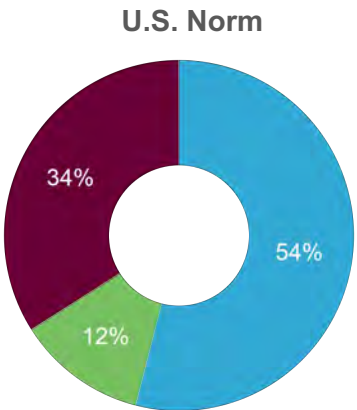
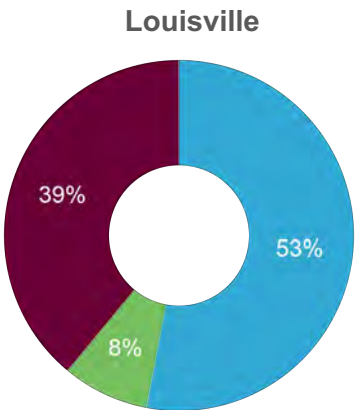
Base: 2020/2021 Day Person-Trips

## Education

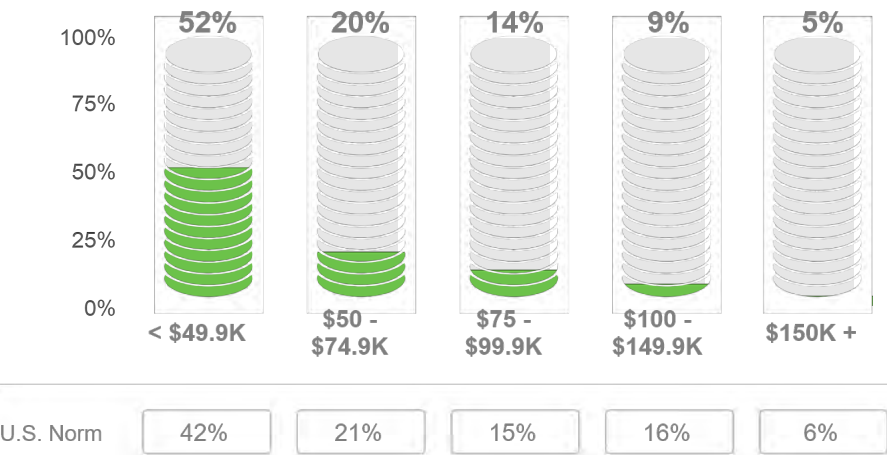


## Employment

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

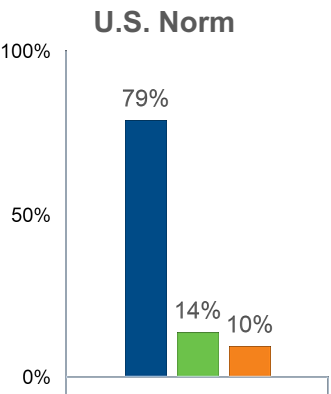
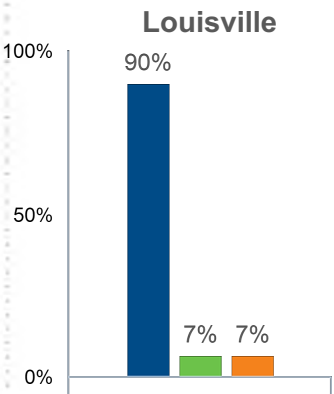


## Household Income



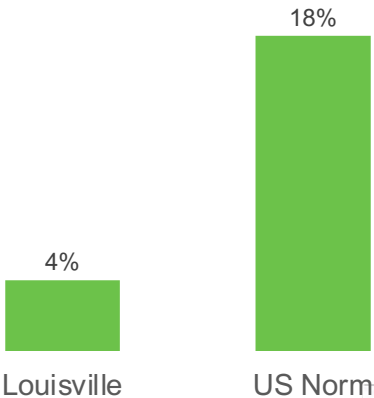
## Race

■ White ■ African-American ■ Other

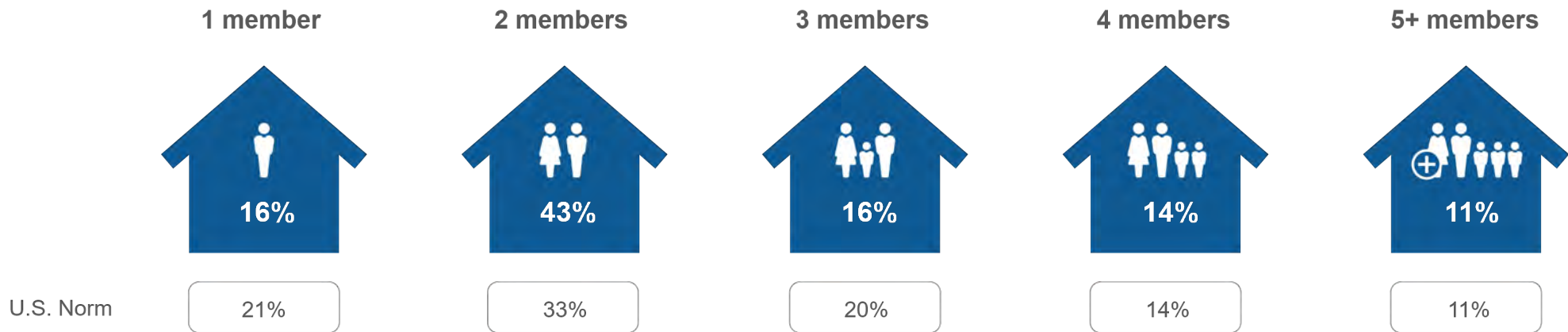


Question updated in 2020

## Hispanic Background



## Household Size



## Children in Household

