Final Report of Findings
Period of Study: October 2023 – September 2024

Future Partners

December 2024

Louisville Tourism 2023/2024 Visitor Profile

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Research Overview & Objectives

This report presents interim findings of a comprehensive visitor profile development study conducted by Future Partners on behalf of Louisville Tourism. This preliminary report presents the top line data collected using the Online Survey of Louisville Visitors from visitors who traveled to Louisville between October 2023 and September 2024.

The goal of the overall research was to:

- Develop extensive profiles of visitors to Louisville
- Identify trip-specific data including visitor origin, purpose of stay, mode of transportation, accommodation while in-market, favorite activities completed in the city and factors that induced travel to Louisville
- Evaluate what visitors seek from the Louisville visitor experience
- Assess the travel planning process, including resources used and planning times for potential visitors
- Identify elements of the Louisville visitor experience that are currently successful, as well as elements that can be added and improved.

Methodology

To address the objectives of this research, Future Partners implemented the ongoing Online Survey of Louisville Visitors distributed to respondents sourced from trusted panel providers. This report presents data from 1,820 completed surveys was gathered from mid-February through November 2024. Respondents met the following criteria:

- Age 18 years or older
- Must live outside Louisville
- Must have taken a trip to Louisville between October 2023 and September 2024

All data collected was weighted to be representative of the overall population of Louisville visitors, specifically secondary resources were used to validate the proportion for trip type (i.e., day trip, overnight), accommodation type (e.g., hotel/motel, RV, etc.), age, and origin market.

Executive Summary

Recent Visitors – Snapshot

1. Ohio and Indiana were the biggest out-of-state feeder markets for Louisville visitation between October 2023 and September 2024.

Outside of in-state visitors (14.1%), the top origin states for visitors to Louisville were the bordering states of Ohio (9.7%) and Indiana (9.2%), followed by Texas (7.9%) and Florida (7.3%). Day trippers were much more likely to be in-state visitors (35.3%) compared to the other segments.

2. Neighboring metropolitans are the top origin markets for Louisville visitors.

The largest origin market for Louisville visitors during the period of study was Indianapolis (5.1%), followed closely by Lexington (5.0%), Chicago (4.8%), and Cincinnati (4.6%). Day trippers were much more likely to be from the in-state market of Lexington (18.5%) compared to overnight visitors and VFR.

3. Louisville's visitors are predominantly repeat visitors, with three-fourths having visited twice or more prior to their most recent trip.

The majority (91.3%) of Louisville visitors surveyed are repeat visitors, with a mean of 7.6 previous trips to the destination. Given that they tend to be from closer origin markets, day trippers were, unsurprisingly, much more likely to say that they have previously been to Louisville 5 or more times (49.7%) compared to other segments, reporting a mean of 13.8 pervious trips.

4. Nashville tops the list of competitor destinations visited, followed by the neighboring metros of Cincinnati and Indianapolis.

Among competitor destinations, the largest share of Louisville visitors also traveled to Nashville (41.9%) during the period of study, followed by Cincinnati (33.0%) and Indianapolis (30.5%). Visitation to Nashville was more prevalent among overnight visitors (43.7%) compared to day trippers (35.7%) and VFR (34.2%).

Trip Details

1. The most common primary reason for visitors' most recent trip was to visit family, but leisure was a top driver.

More than one in for (27.0%) Louisville visitors surveyed traveled to the destination to visit family. While a similar share who visited for vacation (24.0%) and slightly fewer (15.9.%) visited for a weekend getaway, the combined share of leisure visitors – vacation and weekend getaway visitors – is nearly four in ten (39.9%). Day trippers were much less likely to say their visit was for a weekend getaway (3.2%), but more likely to say it was for other personal reasons (23.6%) compared to overnight visitors.

2. A small majority of leisure visitors traveled with a group on their most recent trip to Louisville.

Among visitors whose most recent Louisville trip was for leisure purposes, more than half (56.9%) traveled as part of a group. Overnight visitors (62.4%) were much more likely to have come with a leisure group compared to VFR (56.4%) and day trippers (37.3%), Most leisure group travel to Louisville centered around family reunions and interest or hobby group travel. Family reunions (37.8%) were by far the most common type of leisure group travel among these Louisville visitors, followed by about one-fourth (25.9%) who traveled with an interest or hobby group. Approximately one in ten (10.8%) were part of a guided group tour. Among the segments, the majority of VFR (65.2%) were part of a family reunion group.

3. The typical travel group to Louisville was comprised of 3.1 people, with most Louisville visitors traveling to the destination with their significant other.

Just under half (49.7%) of Louisville visitors traveled with three or more people, while over a third (36.3%) saying they traveled as a pair. Day trippers were more likely to travel as a pair (49.2%) compared to the other segments. Six in ten (59.3%) Louisville visitors surveyed traveled with a spouse or partner, while more than four in ten (42.6%) traveled with either their children under 18 (30.3%) and/or their adult children (12.3%). Notably, overnight visitors were slightly more likely to have traveled with children under 18 (34.3%), while day trippers were much less likely (15.2%).

4. Hotels/motels were the most common lodging type for overnight visitors, but a third stayed with family/friends.

More than four in ten overnight visitors to Louisville stayed in a hotel or motel (41.7%), while a third (33.4%) stayed in the home of family and friends. VFR (69.3%) were much more likely than overall overnight visitors to say they stayed in the home of family and friends. The mean length of stay among recent Louisville visitors was just over 3 days.

5. Louisville visitors spent the most on lodging, followed closely by restaurants and dining.

The average daily spend per travel party among the Louisville visitors surveyed for this period of study was $476, with the largest share of this going towards lodging ($107) followed by dining ($100). Generally, overnight visitors tended to spend more across all categories compared to day trippers and VFR, with an average total daily spend per party of $548 versus $369 for VFR and $144 for day trippers.

In-Market Behavior

1. Reflecting the origin markets breakdown, the majority of visitors arrived in Louisville by personal car.

Six in ten (61.2%) of Louisville visitors arrived at the destination by personal car, followed distantly by one in five (20.4%) who arrived by airplane. Day trippers (86.4%) were significantly more likely than overnight visitors (54.0%) to have arrived by personal car, while conversely overnight visitors were the most likely to have arrived by airplane (25.9%) compared to the other segments. Personal vehicles were the predominant in-market transportation method used by most visitors to Louisville.

2. Dining, shopping, and parks top the list of activities for Louisville visitors.

The top activities that Louisville visitors surveyed participated in on their most recent trip to Louisville were dining in restaurants (48.7%), followed by shopping (39.8%). Visiting a state or local park (21.7%), museums (20.3%), a farmer's market (18.3%), and/or bourbon tasting (18.3%) were the other top activities that these visitors engaged with. Notably, day trippers were much less likely to have participated in any of these activities (29.0%), while overnight visitors were generally more likely to have engaged with any.

3. The Louisville Zoo and the Slugger and Derby museums topped the list of attractions visited.

The top Louisville attractions visited were the Louisville Zoo (23.6%), the Louisville Slugger Museum (20.9%), and the Kentucky Derby Museum (18.7%). One in four (25.7%) Louisville visitors surveyed did not visit any of the attractions listed. As with activities participated in, overnight visitors were more likely to have visited any of the attractions, while a small majority of day trippers (52.7%) and more than one in three VFR (34.9%) did not visit any of these attractions.

4. A small majority of Louisville visitors went to a Louisville-based distillery on their most recent trip.

More than half (52.0%) of Louisville visitors surveyed patronized a Louisville distillery on their most recent trip, with a mean of 1.2 distilleries visited among total respondents. Overnight visitors had the highest mean of distilleries visited (1.4), while day trippers had the lowest mean (0.1 distilleries visited). In fact, the majority of both day trippers (85.3%) and VFR (56.1%) did not visit any distilleries on their trip to Louisville. Conversely, the majority (72.7%) of overnight visitors went to at least one distillery.

5. Old Louisville, Germantown, East Louisville, and Museum/Whiskey Row were generally the most popular neighborhoods for Louisville visitors.

Louisville neighborhood visitation tended to slightly vary depending on the type of activity. While Old Louisville was the top-visited neighborhood (22.9%) among total visitors, East Louisville (17.6%) followed by Museum/Whiskey Row (15.0%) were the top neighborhoods for shopping, and Germantown (15.4%) overtook East Louisville (14.9%) as the top neighborhood for dining.

General Travel Behavior & Motivations

1. Louisville visitors have a mean of 7.4 leisure trips planned for the next two years, indicating a sizeable opportunity for Louisville to capture market share and inspire additional repeat visitation.

Louisville visitors have a sizable number of leisure trips planned for the next two years, with a mean of 7.4 leisure trips. In fact, more than half (55.3%) have 5 or more leisure trips planned for the near term. Among the segments, VFR had a slightly slower mean (6.7 trips) compared to overnight visitors (7.5 trips) or day trippers (7.2 trips).

2. Quality time, new or unique experiences, and good value on trips are core elements of how Louisville visitors describe themselves as travelers.

Louisville visitors were most likely to say they like to get good value while traveling (86.9%), enjoy for trying new things (84.8%), and/or value quality time with loved ones when traveling (84.3%). Also of note, eight in ten (80.7%) seek unique local experiences when they travel. On the other hand, just under half say they always share their travels on social media (49.8%) and/or that they prioritize visiting places with strong sustainability initiatives (47.0%).

3. Safety is the most important attribute for Louisville visitors when considering a destination for a vacation.

A large majority of Louisville visitors said that safety (87.5%) and/or scenic beauty (84.0%) are important to them when choosing a vacation destination, followed by about more than seven in ten who said enjoying nature (75.8%), unique activities not found elsewhere (73.8%), and/or unique local cuisine (71.1%). These five destination attributes were at the top of the list for all segments.

4. Social media resources were the top channels of information used by visitors to plan their Louisville trip.

Facebook (30.2%), YouTube (28.3%), and Instagram (22.1%) were the most-used trip-planning resources that Louisville visitors turned to prior to arriving in the destination. Notably, day trippers were less likely to use any of these resources compared to other segments, with nearly two-thirds (64.1%) stating that they did not use any of the listed resources prior to arrival.

5. Once in Louisville, visitors' top resources for information were social media, the Official Louisville Visitors Guide, and travel guidebooks or brochures.

In-market, visitors tended to continue to turn to the same top resources that they had used for pre-arrival planning: Facebook (26.8%), YouTube (23.7%), and Instagram (21.2%). However, unlike during the pre-arrival planning stage, the Official Louisville Visitors Guide (19.7%) and travel guidebooks or brochures (18.8%) outpaced other resources as an in-market information source for these visitors. Day trippers (68.1%) were much more likely to say they did not use any of these resources while in Louisville compared to other segments.

Opinions of Louisville

1. The top drivers of visitation to Louisville were friends and family, dining options, and area attractions.

More than three in ten Louisville visitors said that friends or family in the area (35.3%), restaurants and cuisine (31.8%), and area attractions (30.3%) were important to their decision to take this most recent trip to Louisville. Among the segments, VFR (74.1%) were much more likely to say that friends or family were a key driver, while overnight visitors were significantly more likely to rank Louisville's historical attributes (25.9%) and/or good hotel rates (25.1%) as an important factor.

2. More than seven in ten visitors agreed that Louisville is convenient, affordable, has good dining experiences, and is welcoming.

Roughly three-fourths of Louisville visitors surveyed agreed that the city is a convenient destination (77.5%), is affordable for a trip or vacation (74.4%), and/or has good food/restaurants that they want to experience (73.6%). The majority also agree that the destination is welcoming (70.6%), has an exhilarating environment and activities (65.6%), is a desirable vacation destination (60.8%), and/or has a desirable natural landscape (59.6%), however less than half agreed that it is a unique destination (45.9%). Generally, agreement with these Louisville brand perceptions is higher among overnight visitors compared to day trippers and, to a lesser degree, VFR.

3. Visitors rate Louisville highly for a variety of special events and festivals, family fun, and unique local cuisine.

Louisville was rated highest for having a variety of special events and festivals (74.3%), family fun (71.0%), and unique local cuisine (70.3%) among visitors surveyed, indicating the city performs well on things to do that are family friendly as well as for unique cuisine, which tie back to the travel-related self-perceptions held by these visitors. Following trends seen throughout this report, day trippers tended to rate Louisville lower across all attributes compared to other segments, particularly overnight visitors. There is opportunity for Louisville to improve perceptions of safety, the destination's scenic and nature offerings, as well as unique activities. Safety was ranked highest as an important attribute (87.5%) as an important attribute for destination selection, but there is significant opportunity for Louisville to improve upon perceptions of the city's safety, as just 64.7 percent of visitors said they would rate Louisville as good or very good for that attribute, a gap of -22.8 points. There were also notable gaps between attribute importance and Louisville rating for scenic beauty (-17.8 points), enjoying nature (-11.9 points), and unique activities (-8.9%). The segments reflect total visitors in terms of attributes where opportunity gaps exist, though these gaps tend to be larger among day trippers.

“I love the historical and cultural heritage and unique urban atmosphere of Louisville the most. The ancient buildings and streets there are full of stories, making people feel the sediment of time, and the people there are also very enthusiastic and friendly.”

Louisville Experience

1. Louisville delivers a highly satisfactory visitor experience, particularly for accommodation quality and hospitality.

Louisville visitors were largely satisfied with their last trip to Louisville, with nearly nine in ten saying they were satisfied with their overall experience (87.4%), and over eight in ten saying they were satisfied with the quality of accommodations (84.7%), and the hospitality and service (84.0%). Day trippers were significantly less likely than total visitors to be satisfied with their overall experience (76.9%) or their interactions with locals (62.7%), but nevertheless the majority were happy with all facets of their trip that were measured.

2. Visitors expressed a strong likelihood to return to Louisville.

Reflecting their high satisfaction levels, the majority of Louisville visitors (77.0%) rated their likelihood to return to the destination at an 8 or higher on a 0- to 10-point scale (8.6 mean score). This likelihood was highest among VFR (83.8% rated an 8 or higher; 9.0 mean score) for the segments.

3. The largest shares of those unlikely to return prefer to visit other destinations after experiencing Louisville.

Among the very few visitors who said they would not be likely to return to Louisville in the future, the top reason for this rating was a preference for other destinations (46.6%), followed by a sense of having “been there, done that” (31.9%). The majority of overnight visitors and VFR who are unlikely to return cited preferring other destinations as their reason.

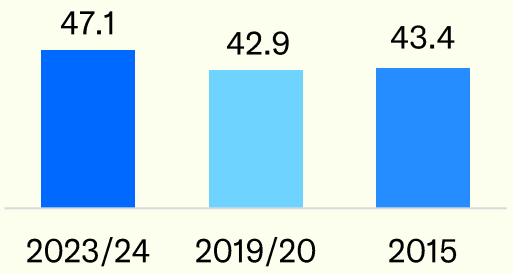
4. Likelihood to recommend Louisville is strong, though slightly less than likelihood to return.

More than seven in ten (70.7%) Louisville visitors surveyed said they would recommend visiting the city to their friends and family (8 or higher on a 0- to 10-point scale), with a mean score of 8.1. Of the segments, overnight visitors slightly outperformed VFR in terms of share of those who scored an 8 or higher (73.4% vs. 72.2%) as well as mean scores (8.3 vs. 8.1). However, day trippers were somewhat less likely to recommend Louisville, at 61.5 percent who scored an 8 or higher, at a mean score of 7.3.

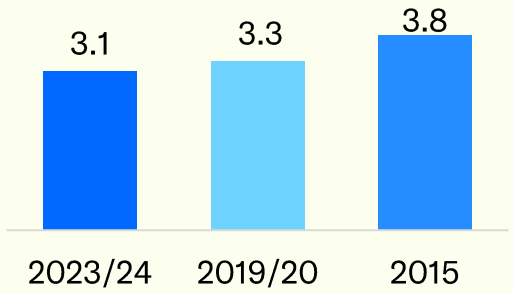
Louisville Visitor Profile: 2023/24 vs. 2019/20 vs. 2015

Comparisons between key metrics for the past two South Coast visitor profiles are detailed below:

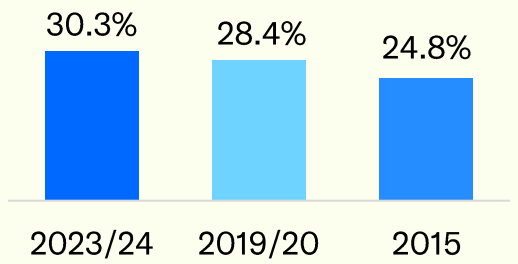
Mean Age of Visitor



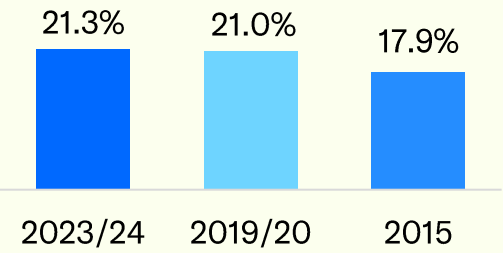
Mean Travel Party Size



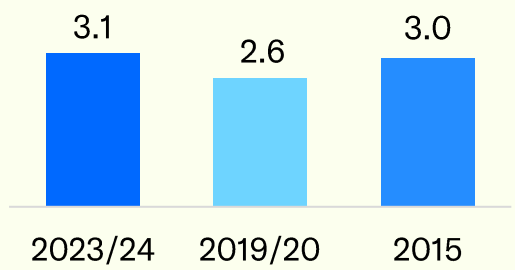
Traveled with Children Under 18 to Louisville



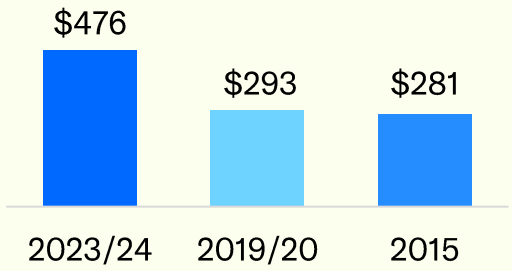
Official Louisville Visitors Website Use (prior to trip))



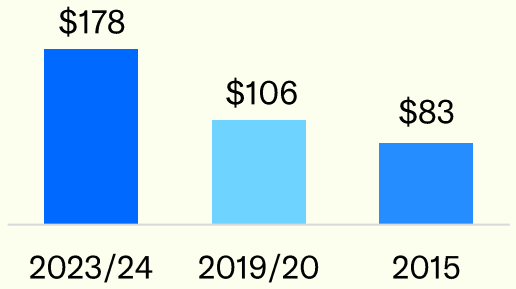
Length of Stay (days)



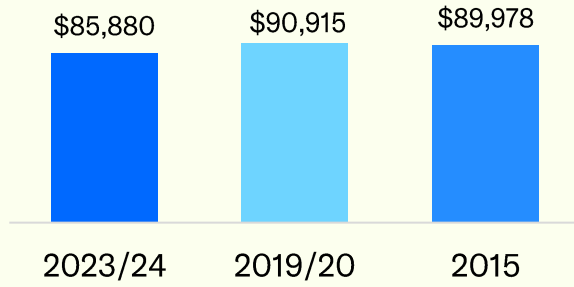
Daily In-Market Spend (per party)



Daily In-Market Spend (per person)



Annual Household Income



Profile Summaries

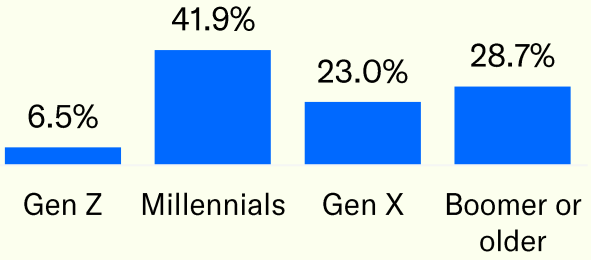
Total Visitors

N=1820

Total Visitors

Demographic Snapshot

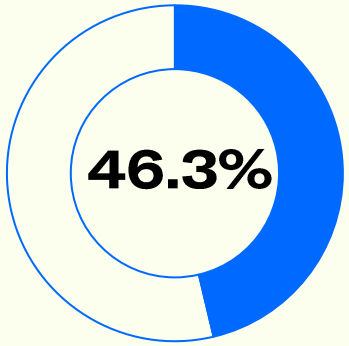
Generations



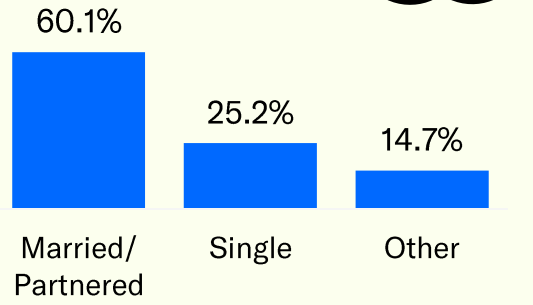
Average Age

47.1 Years Old

Parents of Children Under 18



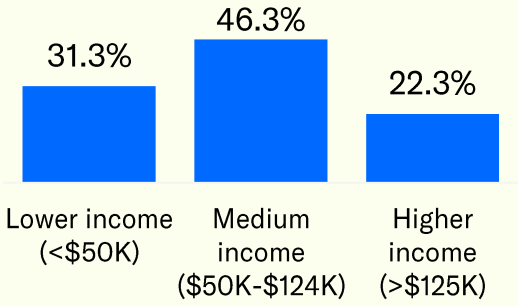
Marital Status



Number of Past Trips to Louisville

7.6 Trips

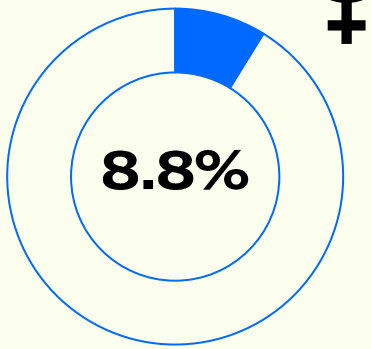
Income Brackets



Household Income

$85,880

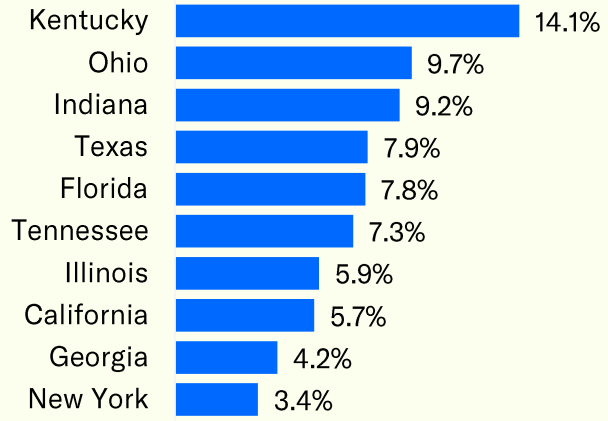
LGBTQ+



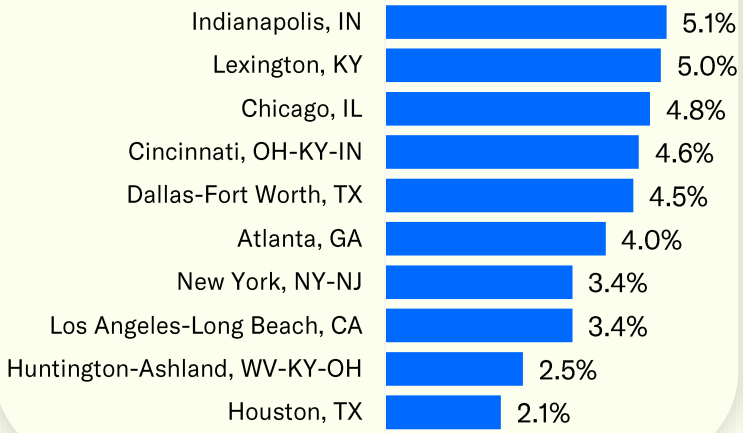
Traveler Profile

Total Visitors

Top Origin States

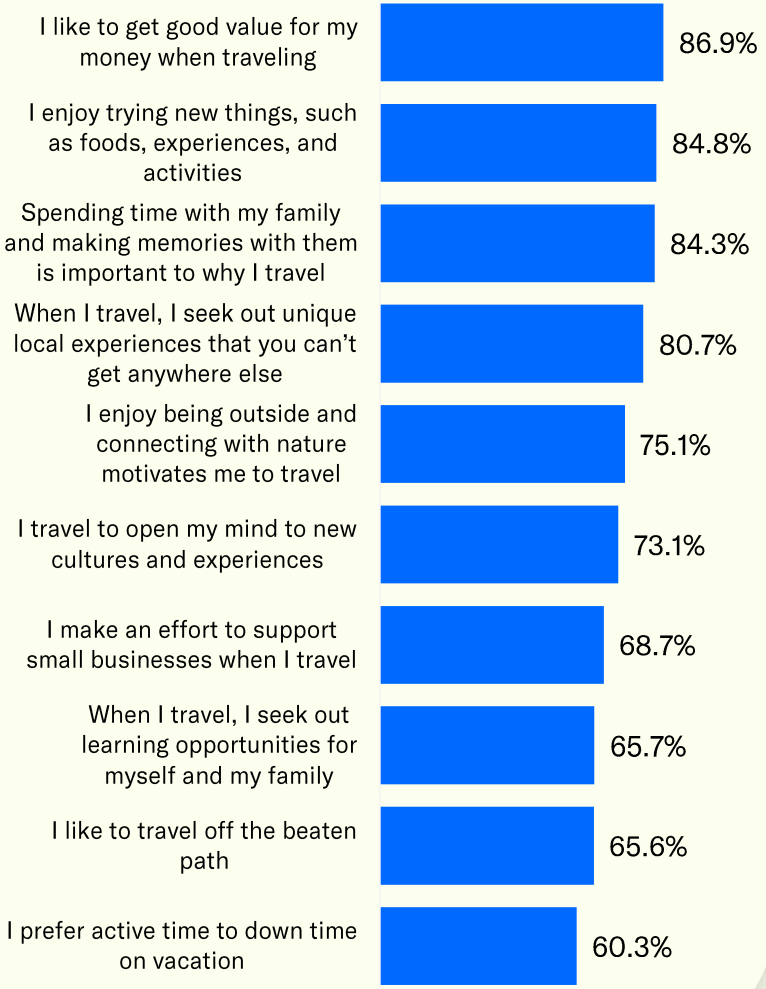


Top Origin Metros

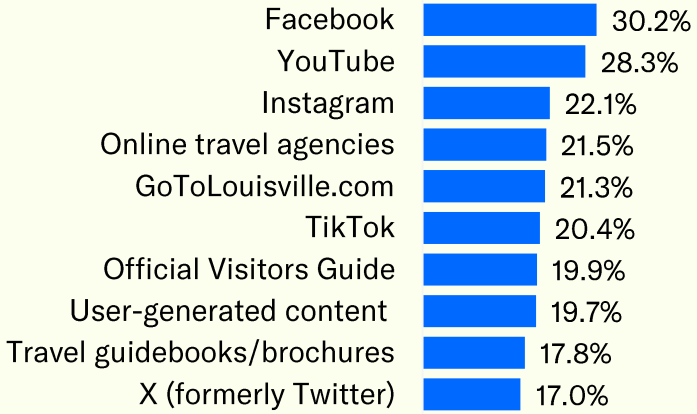


Top Travel-Related Self-Perceptions

% Selected "4" or "5 Describes Me Perfectly"



Resources Used Before Trip



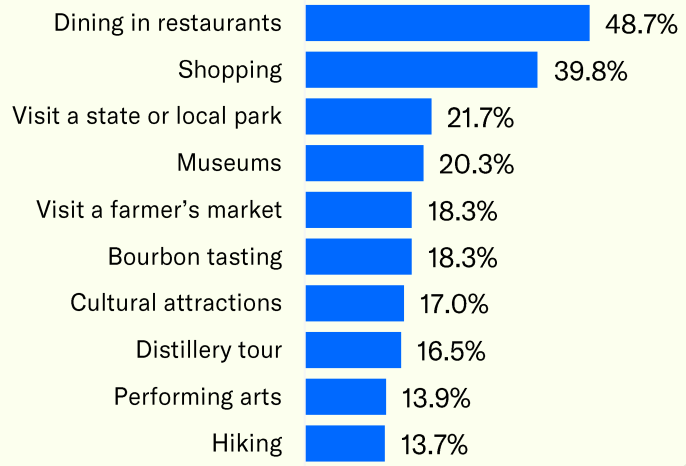
Primary Trip Purpose

Visit family in the area	27.0%
Vacation	24.0%
Weekend getaway	15.9%
Special event, exhibition, concert	11.8%
Other personal reasons	10.1%
Business trip	4.7%
Conference, convention, group meeting	2.1%
Government travel	0.5%
Other	3.9%

Most Recent Louisville Trip Details

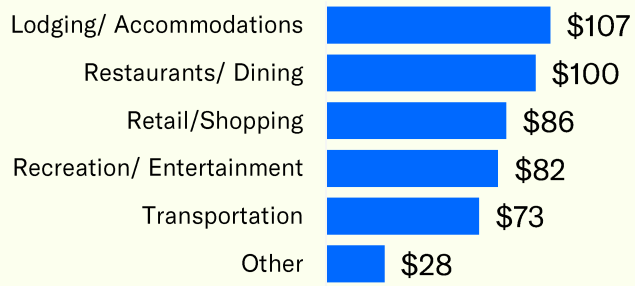
Total Visitors

Top Activities



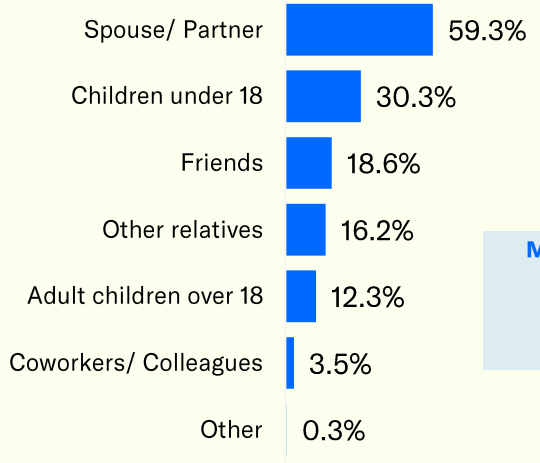
Trip Spending Per Party

By Category



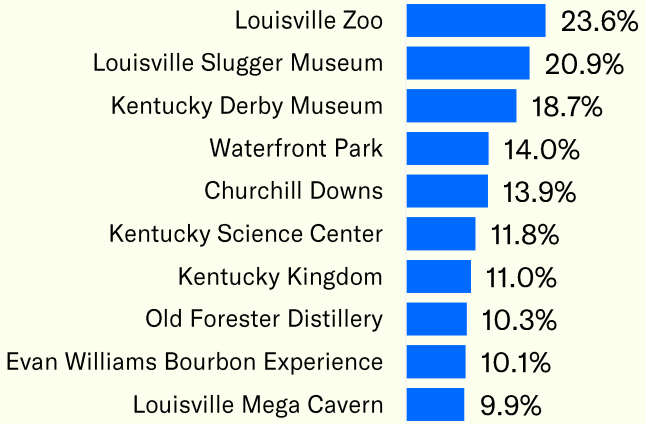
Average Daily Spend **$476** Per Party **$178** Per Person

Travel Party Composition



Mean # of People
3.1

Top Attractions

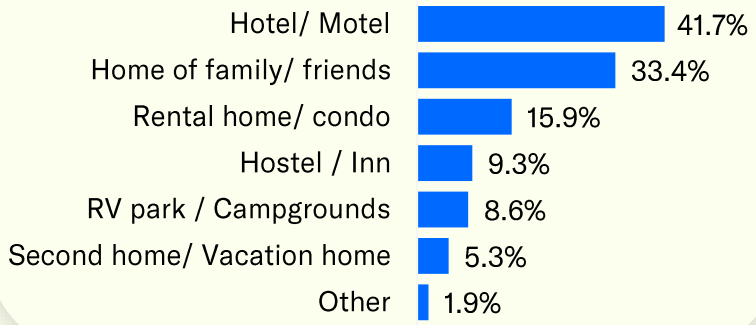


Top Factors in Their Decision to Visit Louisville

Friends or family in the area	35.3%
Restaurants and cuisine	31.8%
Area attractions	30.3%
Louisville is family-friendly	25.5%
Weather	25.2%
Overall ambiance and atmosphere	24.4%
Scenic beauty	23.9%
Historical attributes	21.7%
Special event(s) and/or festival(s)	21.0%
Shopping opportunities	20.4%

Lodging Type

Mean Length of Stay **3.1** Days **2.4** Nights



Louisville Perceptions

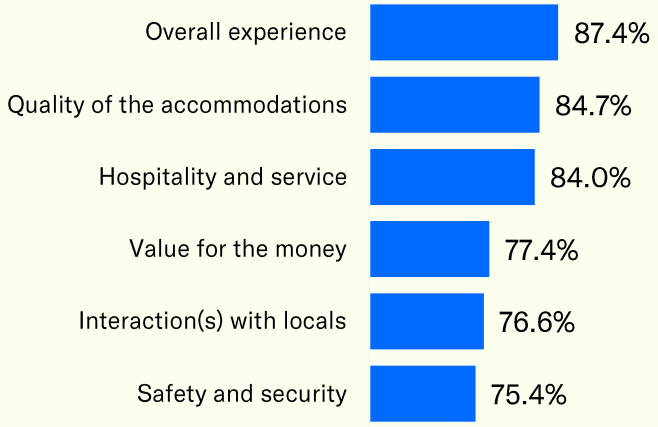
Total Visitors

Louisville is/has...

% Selected "4" or "5 Completely Agree"

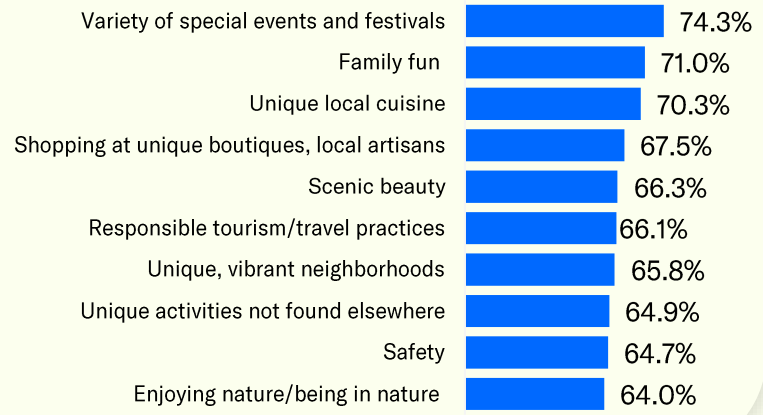
Trip Satisfaction

% Selected "4" or "5 Extremely Satisfied"

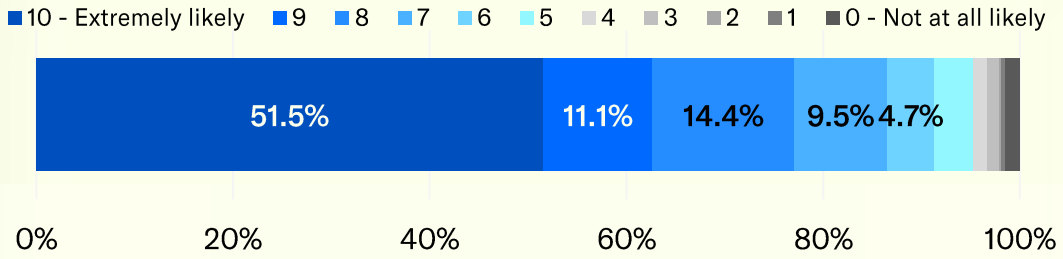


Top-Rated Louisville Attributes

% Selected "Good" or "Very Good"



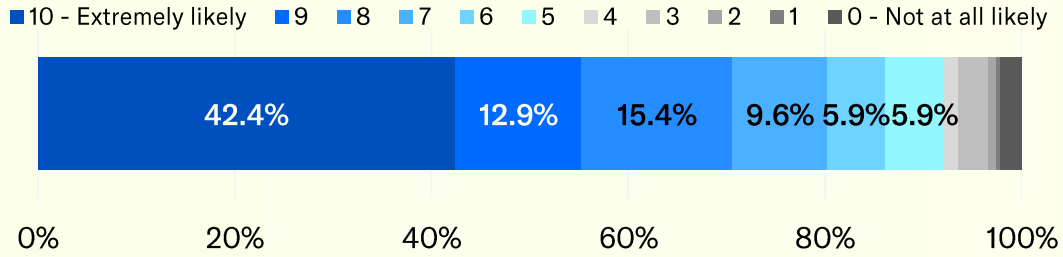
Likelihood to Return to Louisville



8.6
Mean Score

77.0%
Top 3 Box

Likelihood to Recommend Louisville



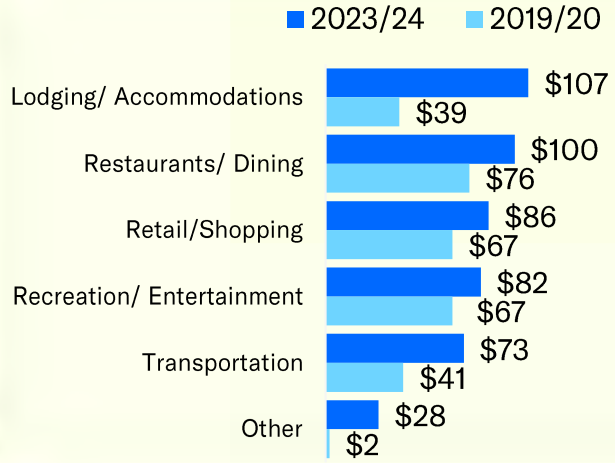
8.1
Mean Score

70.7%
Top 3 Box

2023/24 Study vs. 2019/20 Study

Total Visitors

Trip Spending



Average Spend

2023/24: **$476**

2019/20: **$293**

2023/24 Mean Length of Stay

3.1 days

2.4 nights

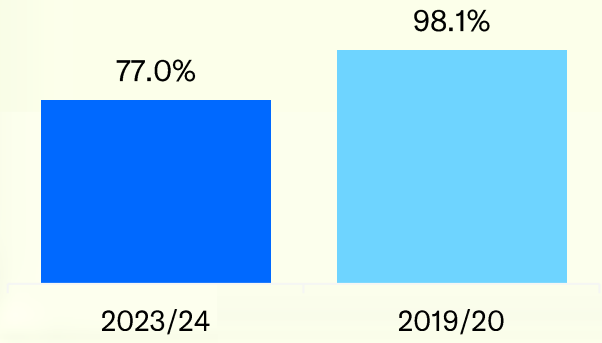
2019/20 Mean Length of Stay

2.6 days

2.1 nights

Likelihood to Return to Louisville

Top 3 Box % Yes



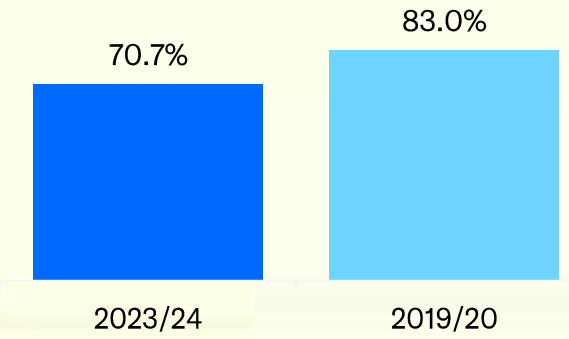
Mean Score

2023/24: **8.6**

2019/20: **N/A**

Likelihood to Recommend Louisville

Top 3 Box



Mean Score

2023/24: **8.1**

2019/20: **8.9**

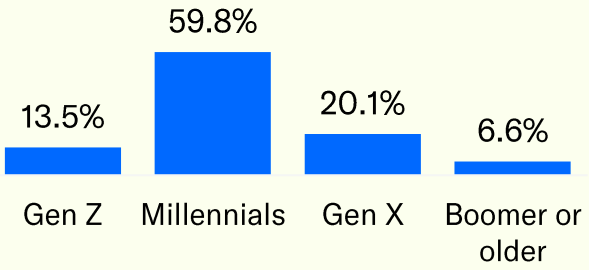
Black/African American Travelers

N=255

Black Visitors

Demographic Snapshot

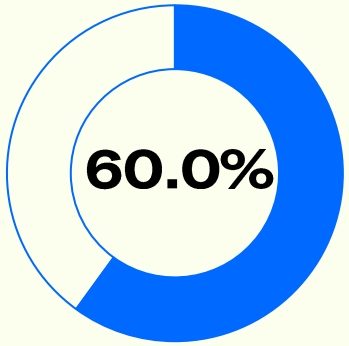
Generations



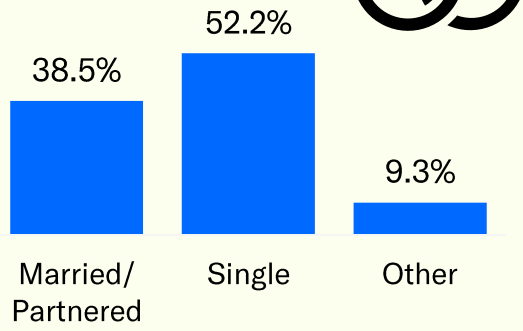
Average Age

38.6 Years Old

Parents of Children Under 18



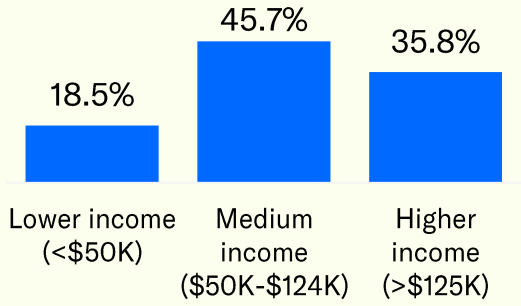
Marital Status



Number of Past Trips to Louisville

5.1 Trips

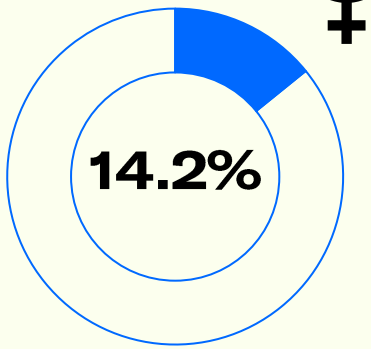
Income Brackets



Household Income

$80,343

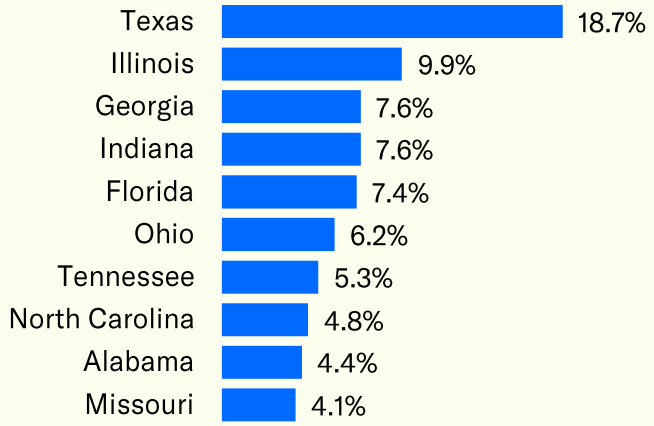
LGBTQ+



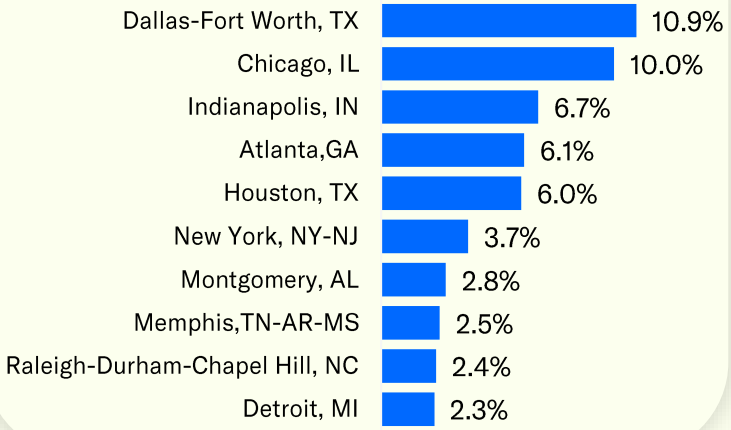
Traveler Profile

Black Visitors

Top Origin States



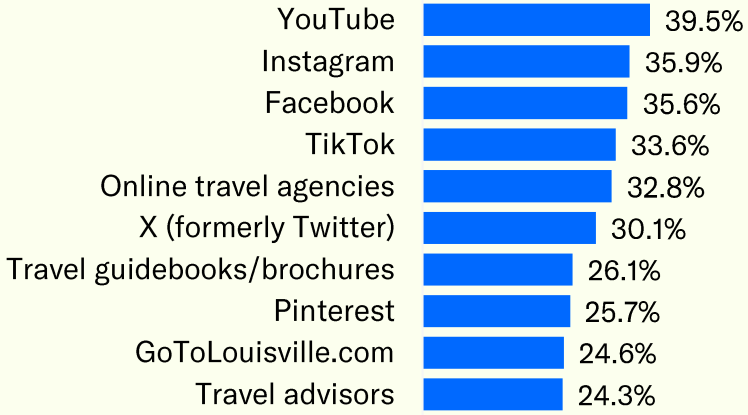
Top Origin Metros



Top Travel-Related Self-Perceptions

% Selected "4" or "5 Describes Me Perfectly"

Resources Used Before Trip



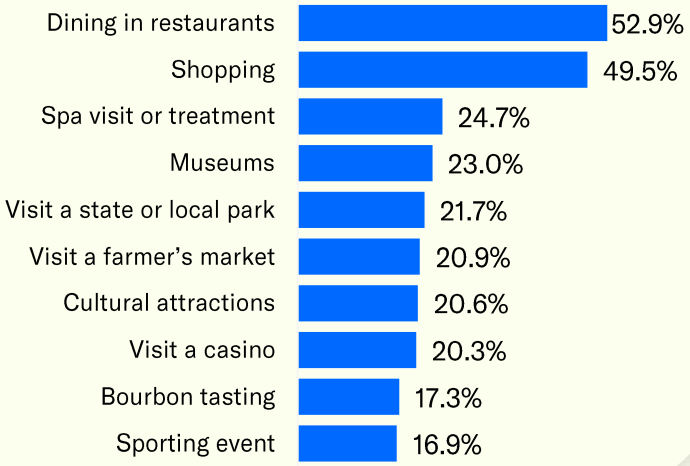
Primary Trip Purpose

Vacation	32.0%
Visit family in the area	30.3%
Weekend getaway	17.4%
Special event, exhibition, concert, etc.	6.1%
Business trip	5.1%
Other personal reasons	3.0%
Conference/convention/group meeting	1.5%
Government travel	0.4%
Other	4.2%

Most Recent Louisville Trip Details

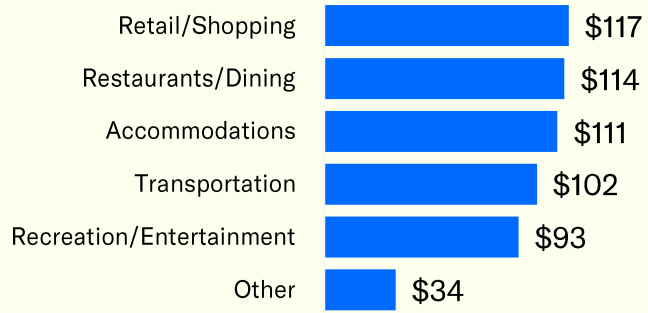
Black Visitors

Top Activities

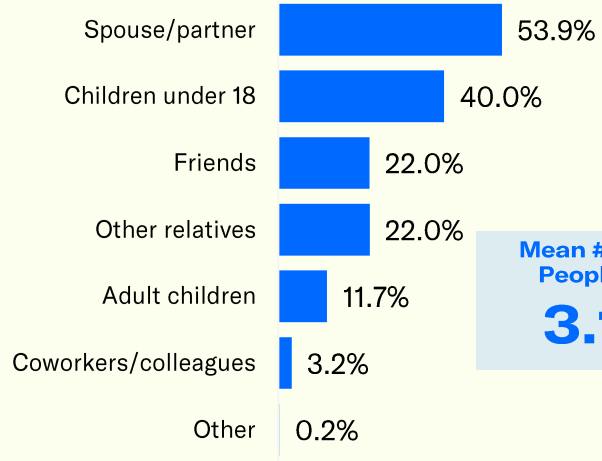


Trip Spending

Average Daily Trip Spend: $571 Per Party; $206 Per Person

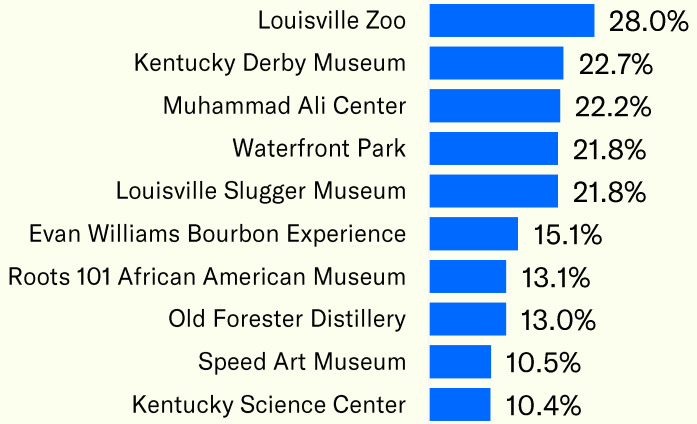


Travel Party Composition



Mean # of People: 3.1

Top Attractions

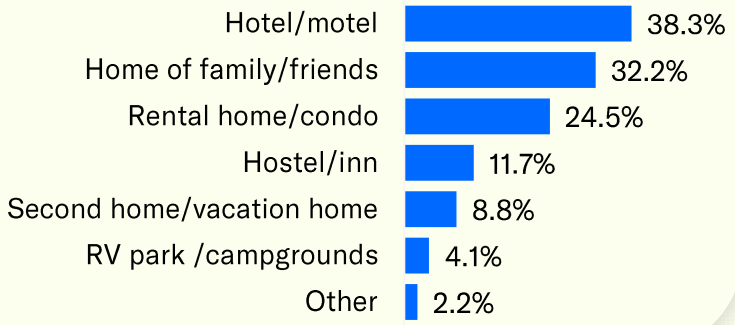


Top Factors in Their Decision to Visit Louisville

Restaurants and cuisine	37.8%
Area attractions	37.5%
Friends or family in the area	37.2%
Louisville is family-friendly	32.7%
Shopping opportunities	31.8%
Weather	30.0%
Overall ambiance and atmosphere	28.7%
Good hotel rate	28.4%
Historical attributes	27.3%
Social and ethnic diversity	26.3%

Lodging Type

Mean Length of Stay: 3.5 Days; 3.1 Nights



Louisville Perceptions

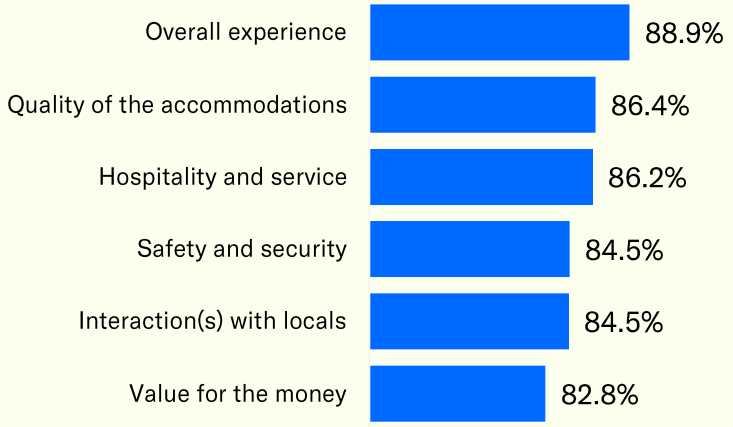
Black Visitors

Louisville is/has...

% Selected "4" or "5 Completely Agree"

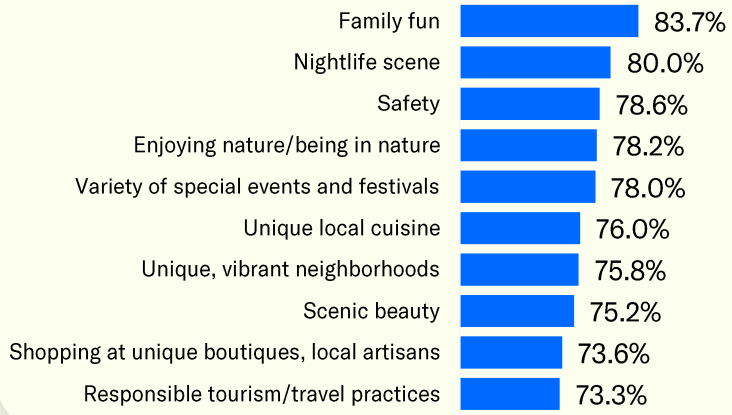
Trip Satisfaction

% Selected "4" or "5 Extremely Satisfied"

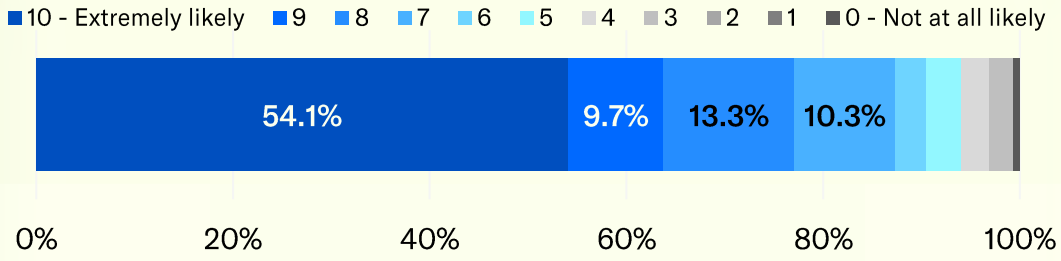


Top-Rated Louisville Attributes

% Selected "Good" or "Very Good"



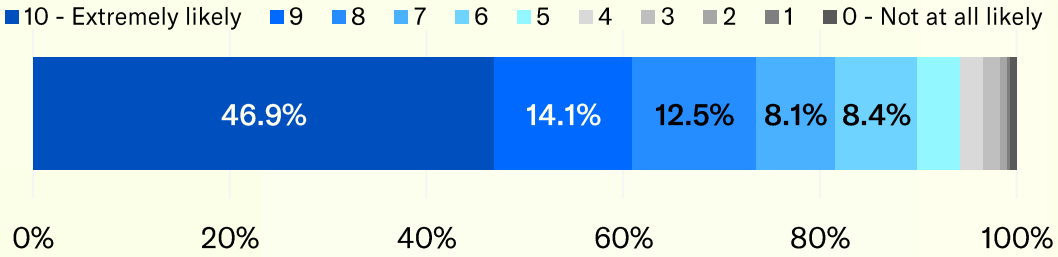
Likelihood to Return to Louisville



8.6
Mean Score

77.1%
Top 3 Box

Likelihood to Recommend Louisville



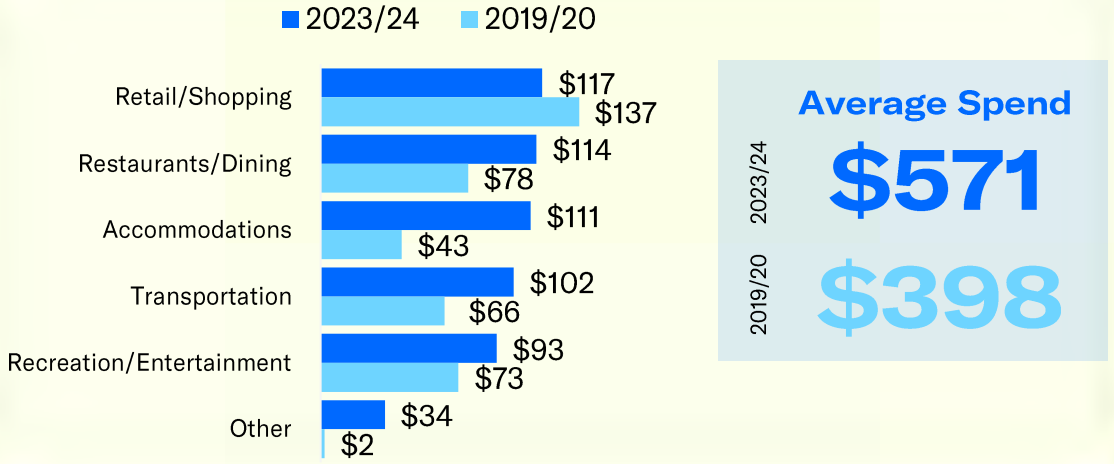
8.4
Mean Score

73.5%
Top 3 Box

2023/24 Study vs. 2019/20 Study

Black Visitors

Trip Spending



Average Spend

2023/24 **$571**

2019/20 **$398**

2023/24 Mean Length of Stay

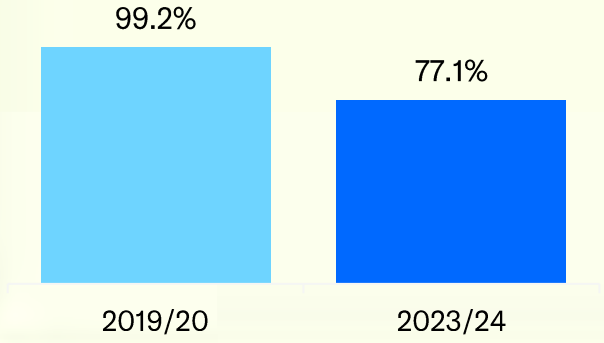
3.5 days **3.1** nights

2019/20 Mean Length of Stay

2.9 days **2.3** nights

Likelihood to Return to Louisville

Top 3 Box % Yes



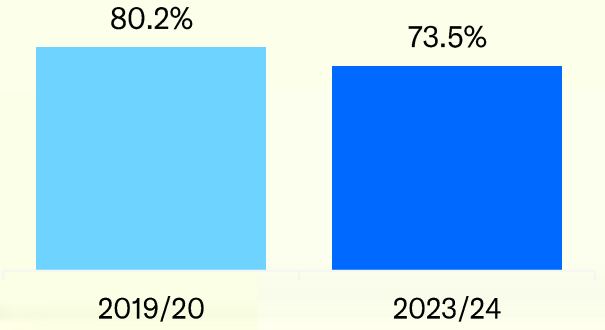
Mean Score

2023/24 **8.6**

2019/20 **N/A**

Likelihood to Recommend Louisville

Top 3 Box



Mean Score

2023/24 **8.4**

2019/20 **8.7**

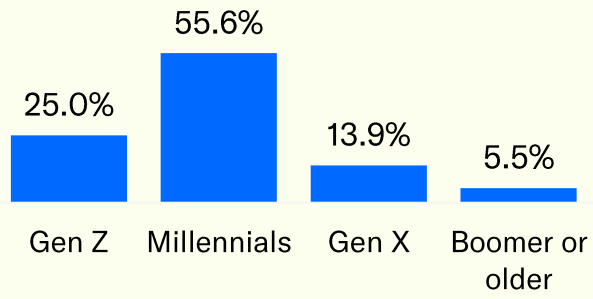
LGBTQ+ Travelers

N=137

LGBTQ+ Visitors

Demographic Snapshot

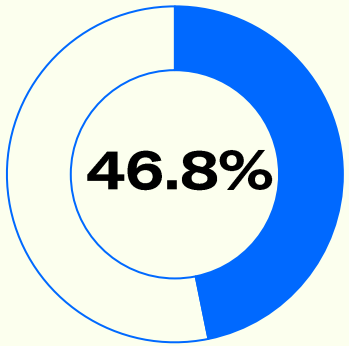
Generations



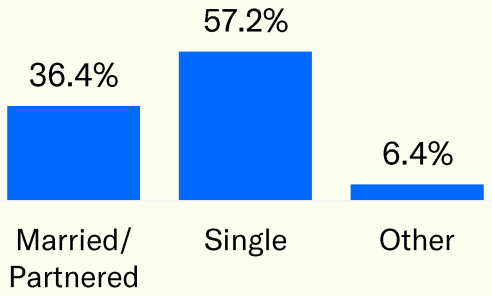
Average Age

34.7 Years Old

Parents of Children Under 18



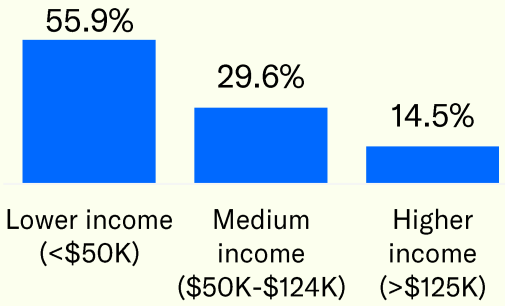
Marital Status



Number of Past Trips to Louisville

6.3 Trips

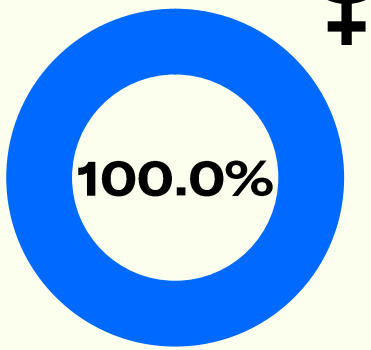
Income Brackets



Household Income

$66,301

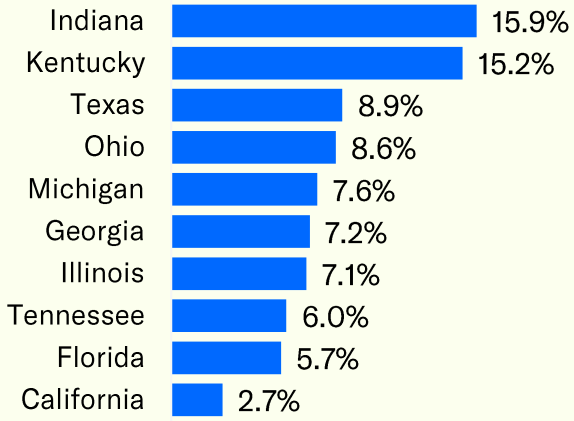
LGBTQ+



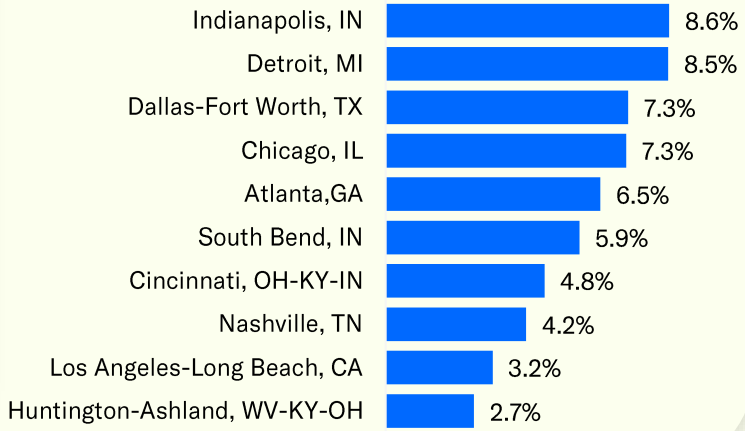
Traveler Profile

LGBTQ+ Visitors

Top Origin States

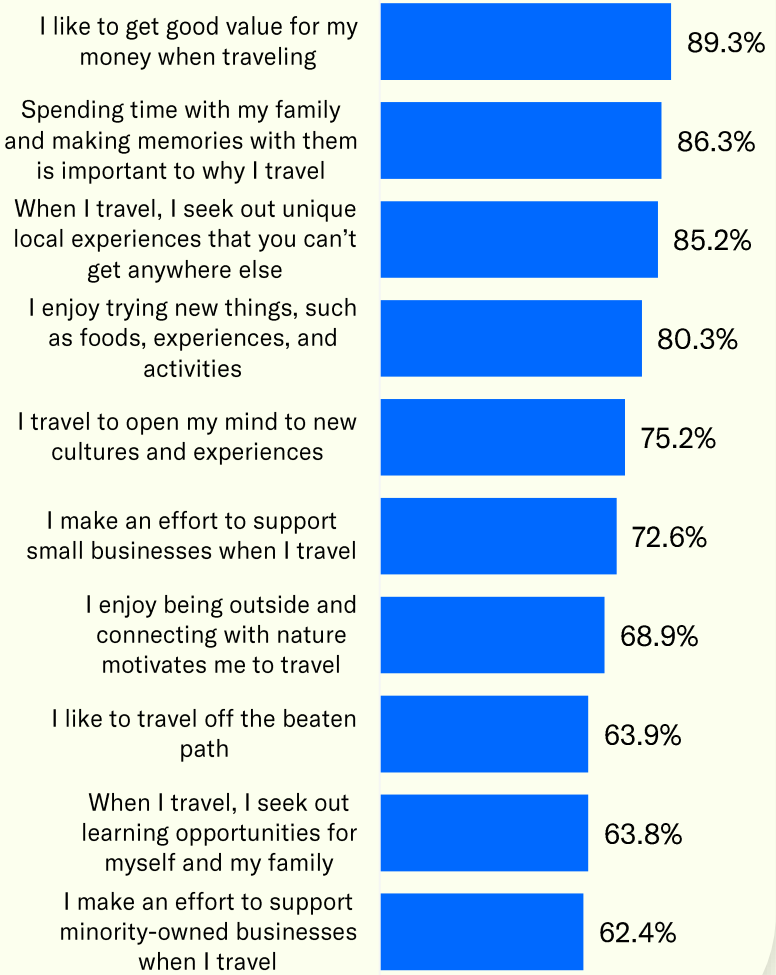


Top Origin Metros

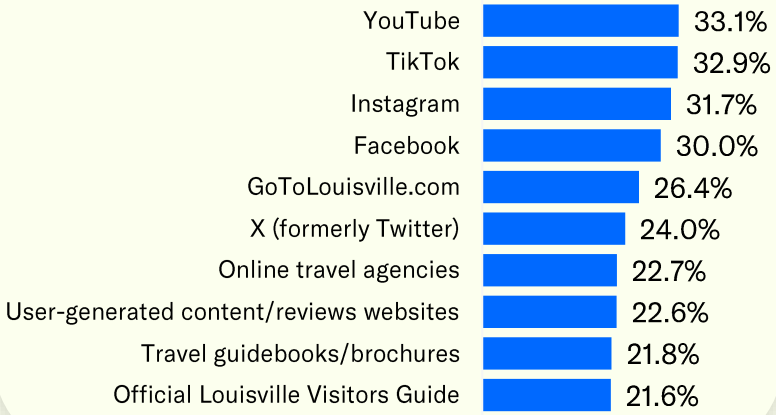


Top Travel-Related Self-Perceptions

% Selected "4" or "5 Describes Me Perfectly"



Resources Used Before Trip



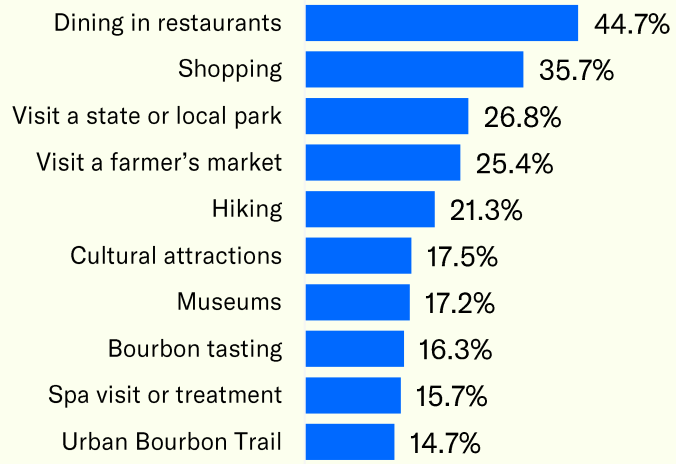
Primary Trip Purpose

Weekend getaway	26.3%
Visit family in the area	25.6%
Vacation	24.0%
Other personal reasons	9.8%
Special event, exhibition, concert, etc.	5.1%
Business trip	2.6%
Conference/convention/group meeting	1.5%
Government travel	0.4%
Other	4.9%

Most Recent Louisville Trip Details

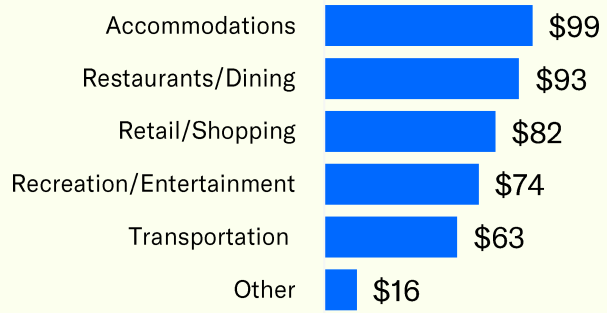
LGBTQ+ Visitors

Top Activities

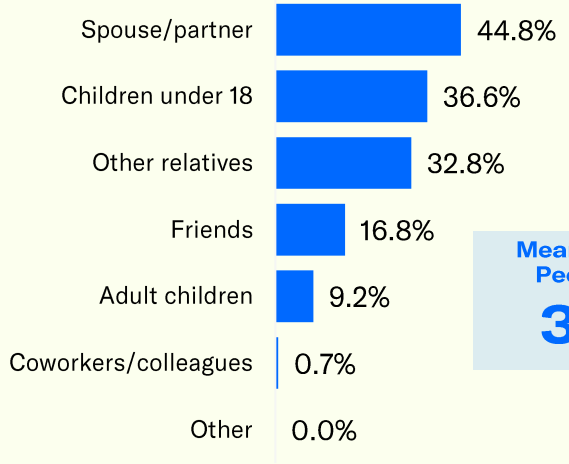


Trip Spending

Average Daily Trip Spend: $427 Per Party; $144 Per Person

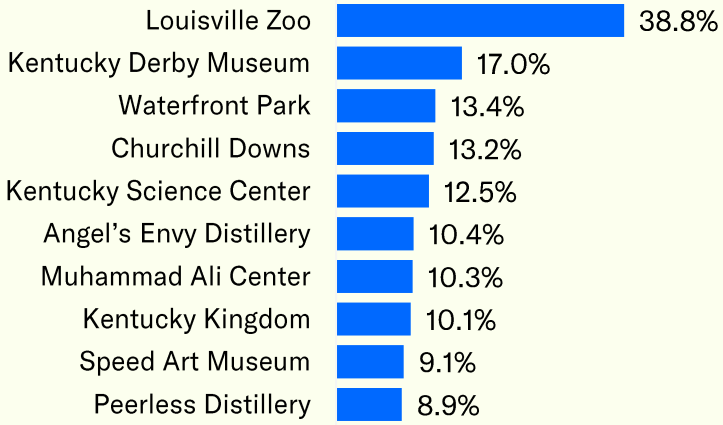


Travel Party Composition



Mean # of People: 3.1

Top Attractions

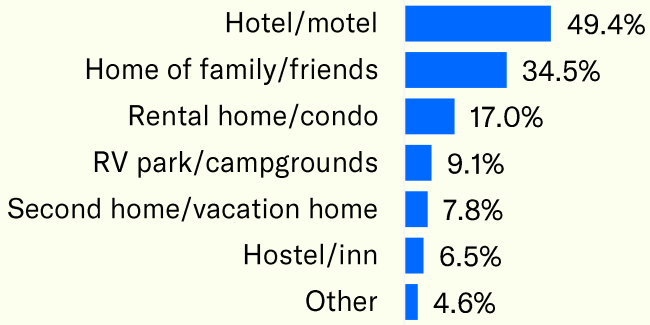


Top Factors in Their Decision to Visit Louisville

Louisville is family-friendly	36.6%
Friends or family in the area	34.9%
LGBTQ-friendly	30.4%
Restaurants and cuisine	26.9%
Louisville's historical attributes	25.8%
Specific attraction(s)	25.4%
Weather	25.1%
Overall ambiance and atmosphere	24.7%
Special event(s) and/or festival(s)	23.9%
Area attractions	23.5%

Lodging Type

Mean Length of Stay: 3.1 Days; 2.5 Nights



Louisville Perceptions

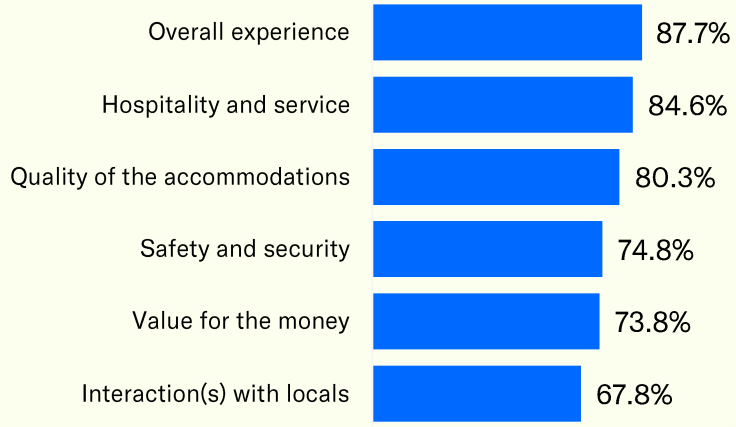
LGBTQ+ Visitors

Louisville is/has...

% Selected "4" or "5 Completely Agree"

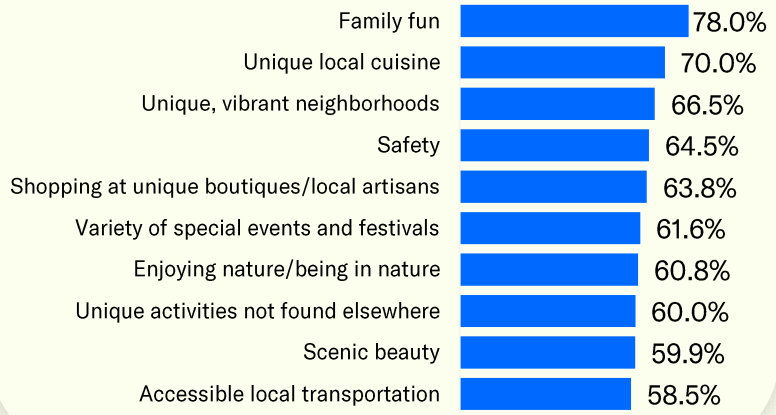
Trip Satisfaction

% Selected "4" or "5 Extremely Satisfied"

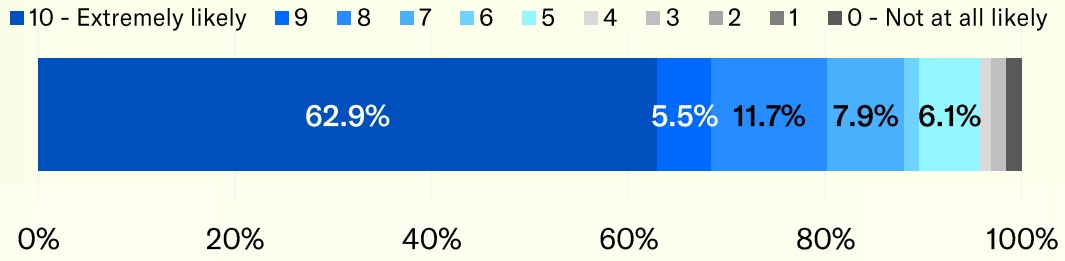


Top-Rated Louisville Attributes

% Selected "Good" or "Very Good"



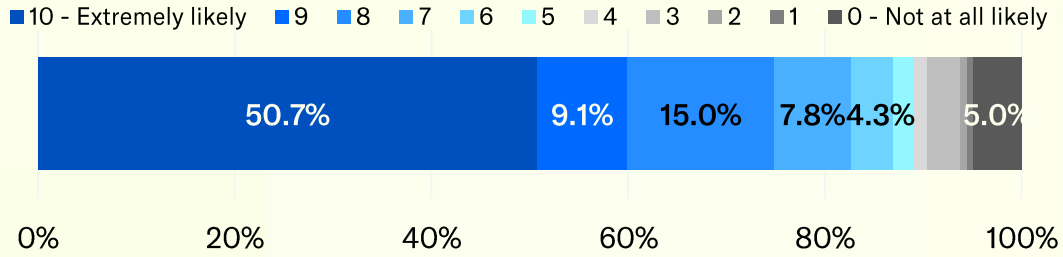
Likelihood to Return to Louisville



8.8
Mean Score

80.2%
Top 3 Box

Likelihood to Recommend Louisville



8.2
Mean Score

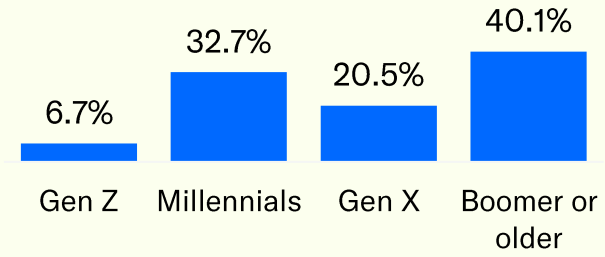
74.9%
Top 3 Box

First-Time Visitors

N=155

Demographic Snapshot

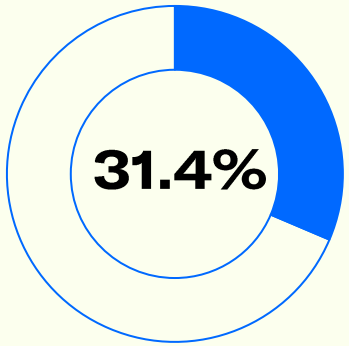
Generations



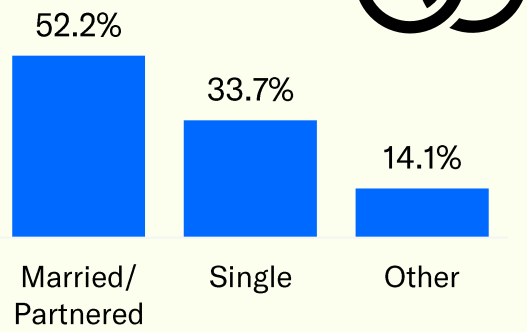
Average Age

50.4 Years Old

Parents of Children Under 18



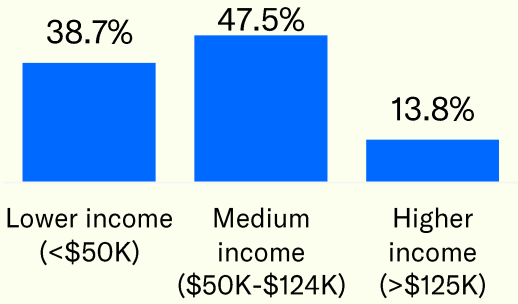
Marital Status



Number of Past Trips to Louisville

0.0 Trips

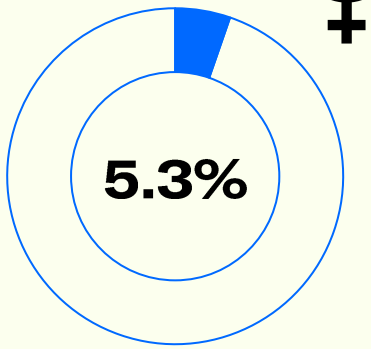
Income Brackets



Household Income

$72,260

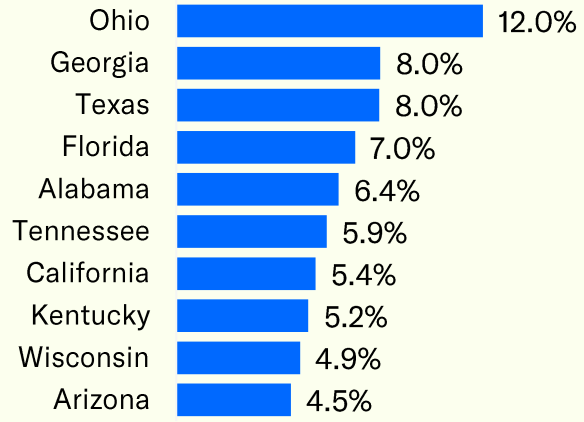
LGBTQ+



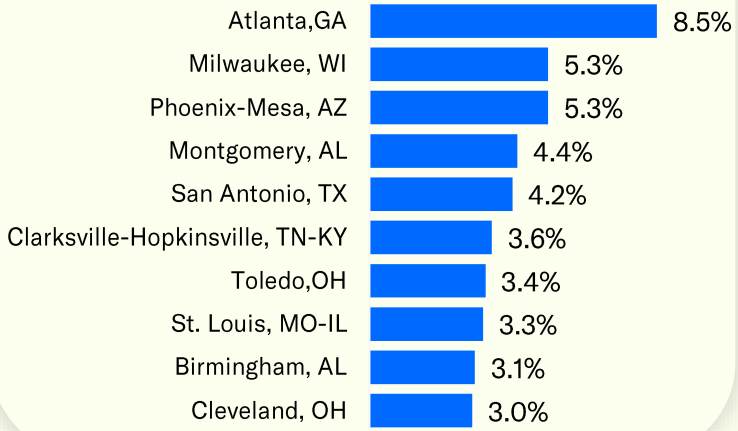
Traveler Profile

First-Time Visitors

Top Origin States

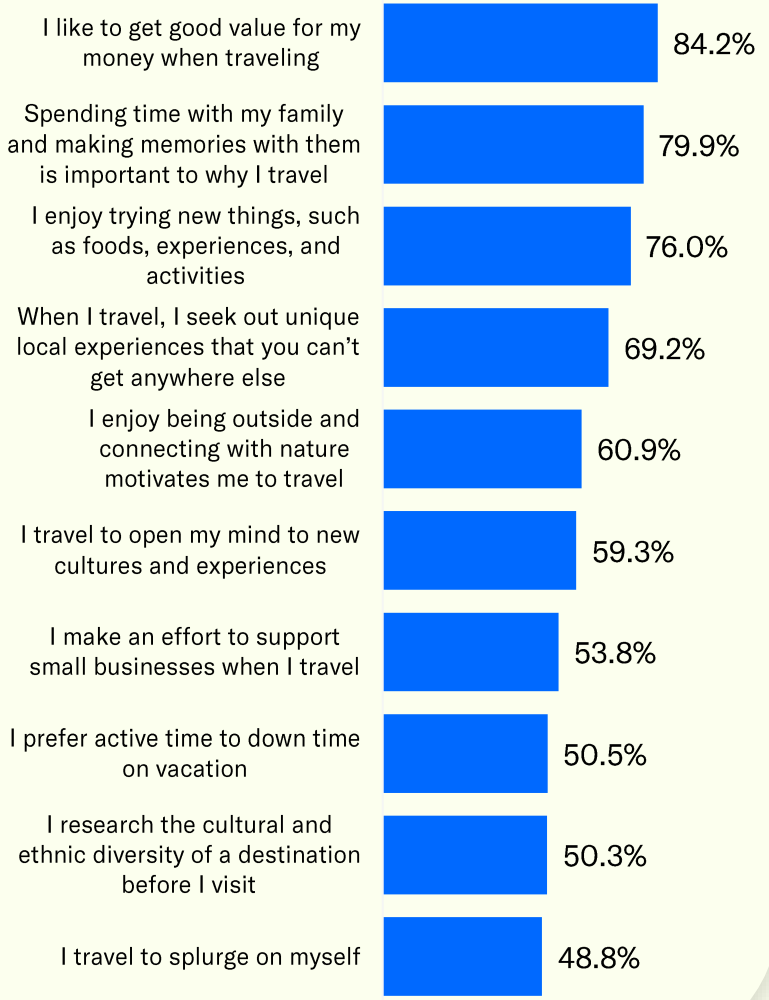


Top Origin Metros



Top Travel-Related Self-Perceptions

% Selected "4" or "5 Describes Me Perfectly"



Resources Used Before Trip

Primary Trip Purpose

Vacation	35.6%
Weekend getaway	18.9%
Visit family in the area	15.0%
Other personal reasons	12.5%
Special event, exhibition, concert, etc.	8.7%
Business trip	1.7%
Conference/convention/group meeting	1.3%
Government travel	0.6%
Other	5.7%

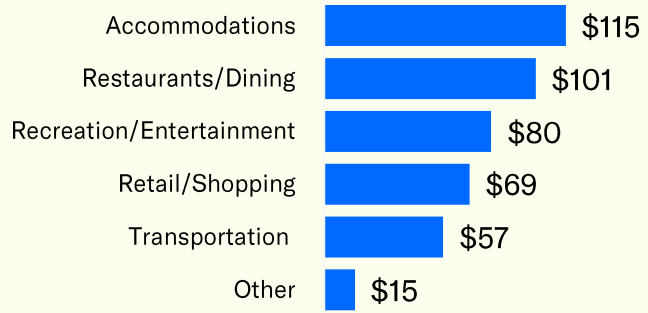
Most Recent Louisville Trip Details

First-Time Visitors

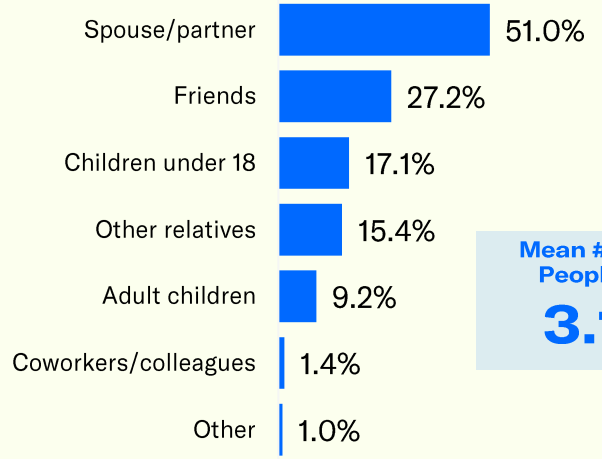
Top Activities

Trip Spending

Average Daily Trip Spend: $436 Per Party; $184 Per Person

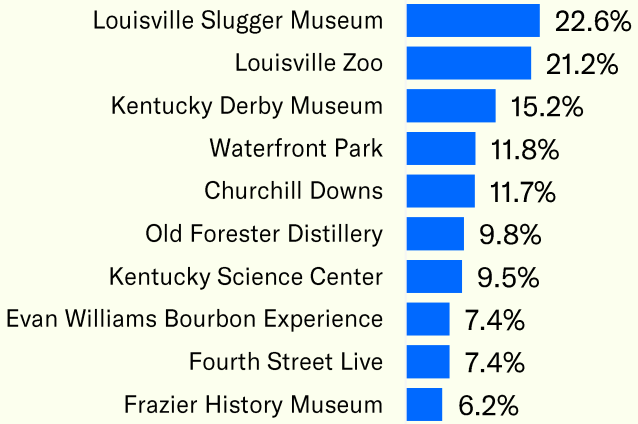


Travel Party Composition



Mean # of People: 3.1

Top Attractions

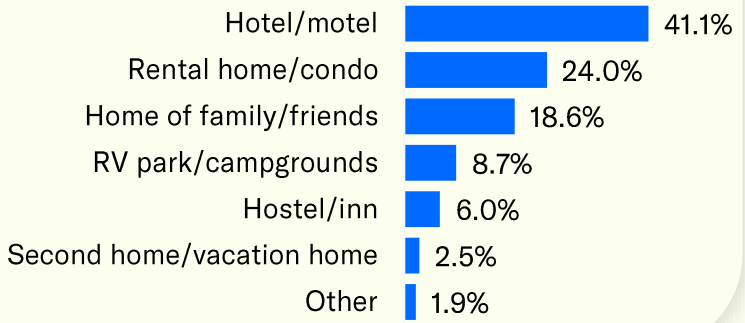


Top Factors in Their Decision to Visit Louisville

Area attractions	30.7%
Friends or family in the area	27.0%
Restaurants and cuisine	24.6%
Overall ambiance and atmosphere	21.7%
Scenic beauty	20.4%
Historical attributes	20.1%
Specific attraction(s)	20.1%
Museums	19.3%
Weather	19.2%
Bourbon Country	18.9%

Lodging Type

Mean Length of Stay: 2.8 Days; 2.2 Nights



Louisville Perceptions

First-Time Visitors

Louisville is/has...

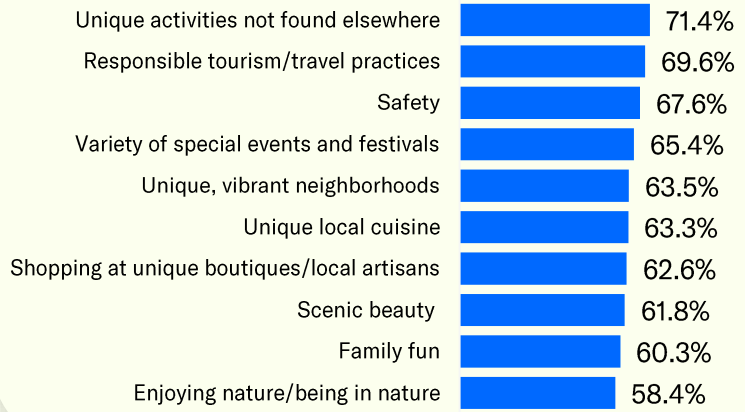
% Selected "4" or "5 Completely Agree"

Trip Satisfaction

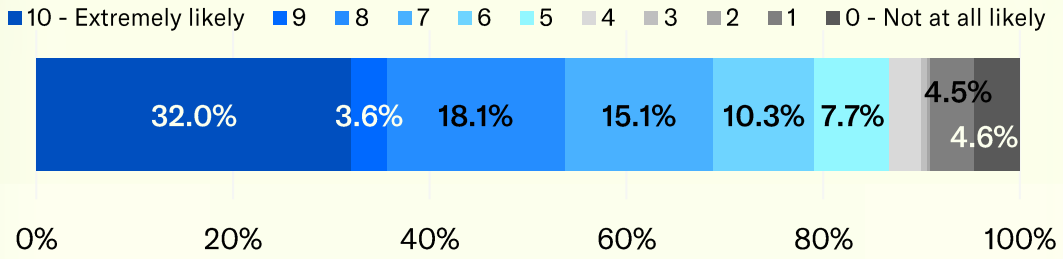
% Selected "4" or "5 Extremely Satisfied"

Top-Rated Louisville Attributes

% Selected "Good" or "Very Good"



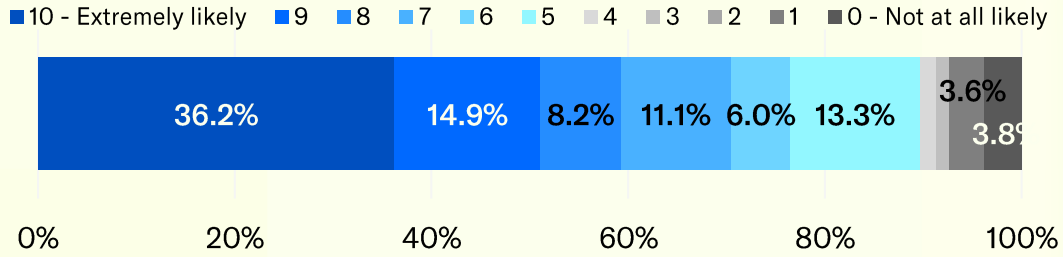
Likelihood to Return to Louisville



7.2
Mean Score

53.8%
Top 3 Box

Likelihood to Recommend Louisville



7.6
Mean Score

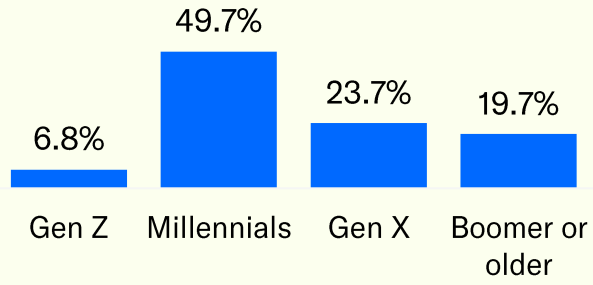
59.3%
Top 3 Box

Foodies

N=1150

Demographic Snapshot

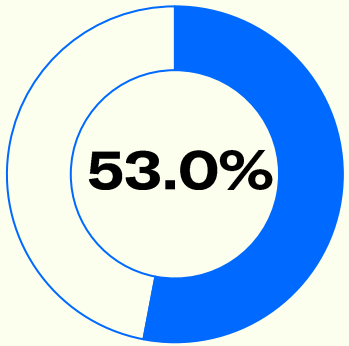
Generations



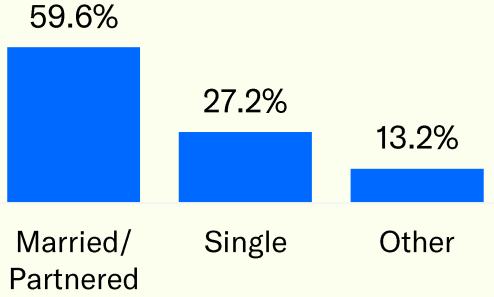
Average Age

44.3 Years Old

Parents of Children Under 18



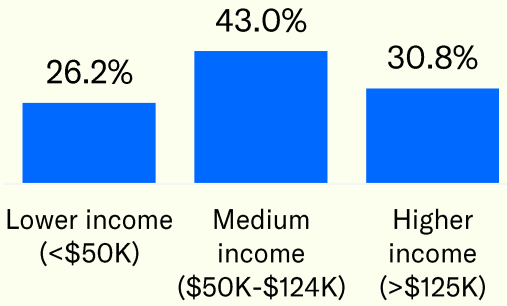
Marital Status



Number of Past Trips to Louisville

6.2 Trips

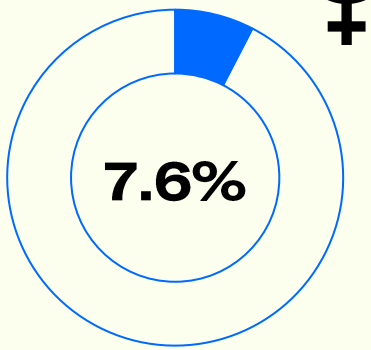
Income Brackets



Household Income

$96,775

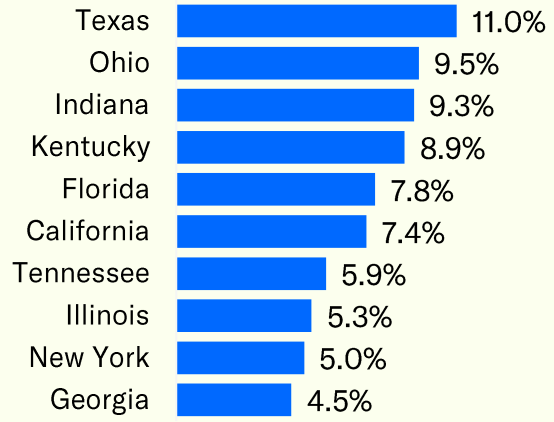
LGBTQ+



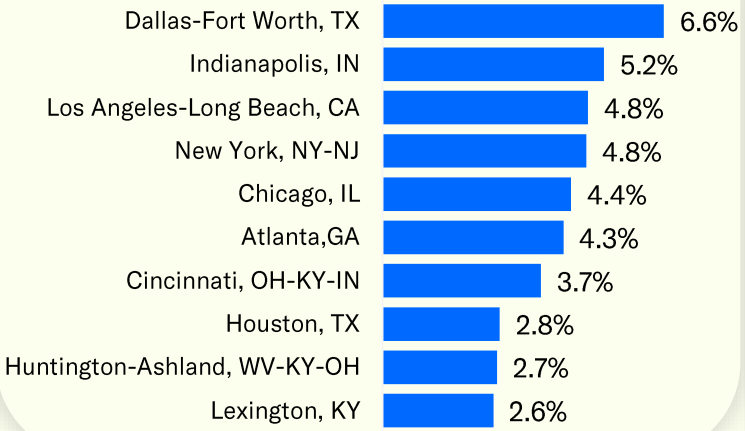
Traveler Profile

Foodies

Top Origin States

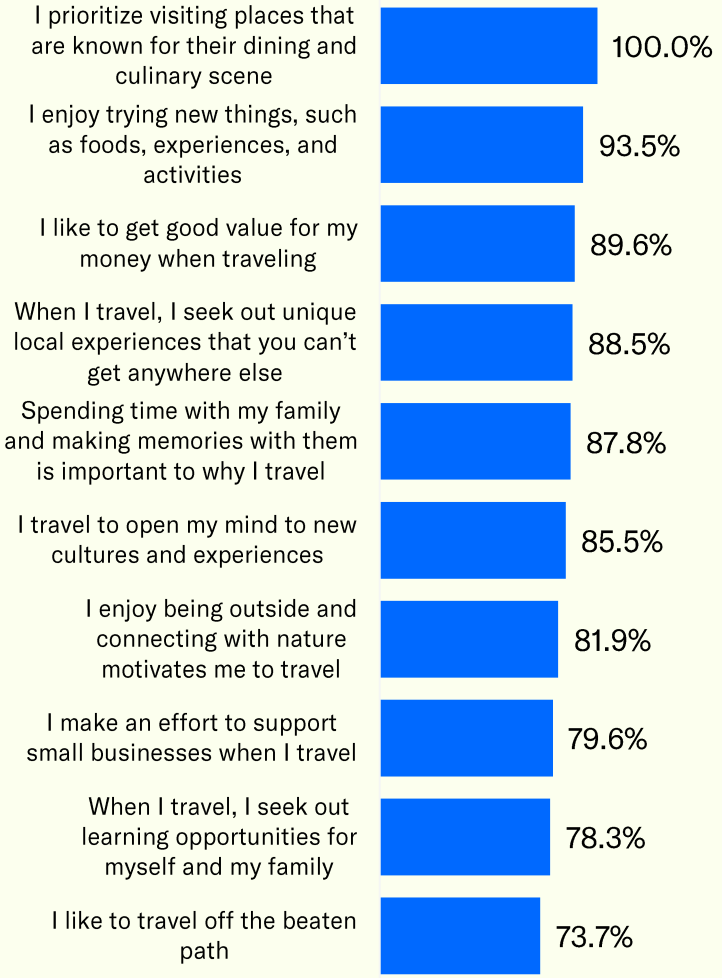


Top Origin Metros



Top Travel-Related Self-Perceptions

% Selected "4" or "5 Describes Me Perfectly"



Resources Used Before Trip

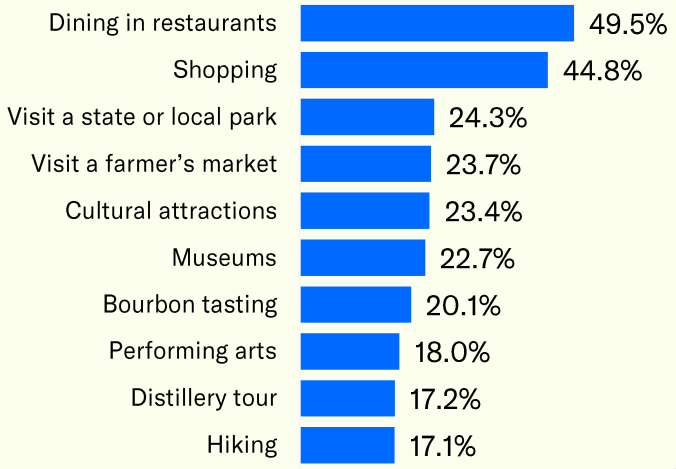
Primary Trip Purpose

Vacation	26.2%
Visit family in the area	25.5%
Weekend getaway	17.6%
Special event, exhibition, concert, etc.	12.6%
Other personal reasons	6.7%
Business trip	5.8%
Conference/convention/group meeting	2.0%
Government travel	0.8%
Other	2.7%

Most Recent Louisville Trip Details

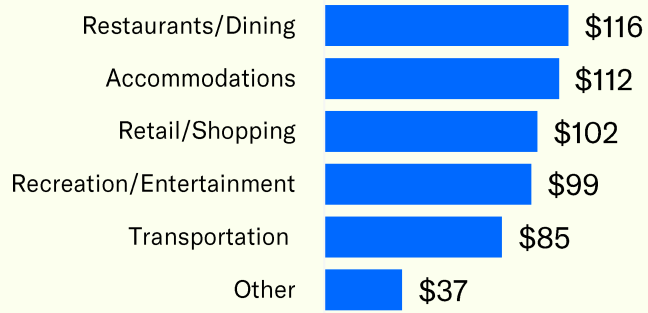
Foodies

Top Activities

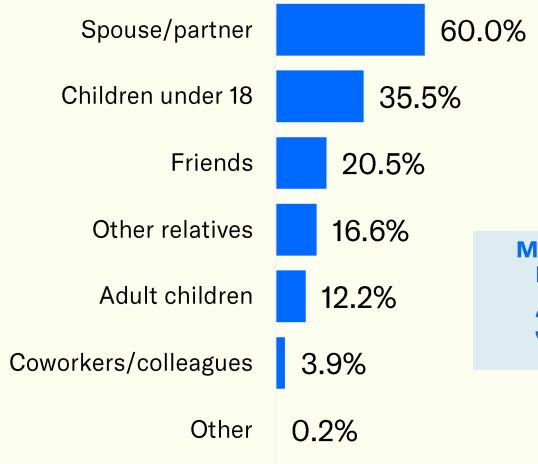


Trip Spending

Average Daily Trip Spend	$551 Per Party	$194 Per Person

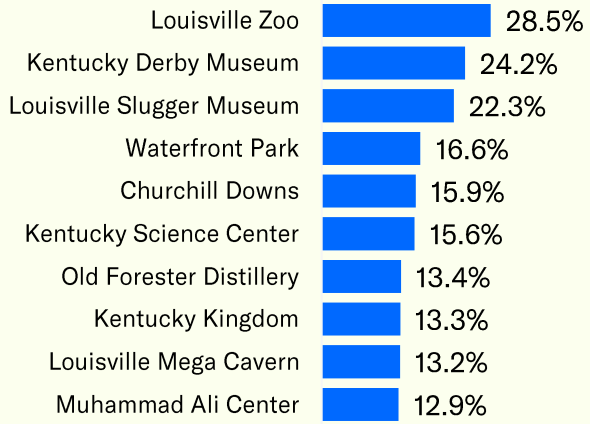


Travel Party Composition



Mean # of People **3.3**

Top Attractions

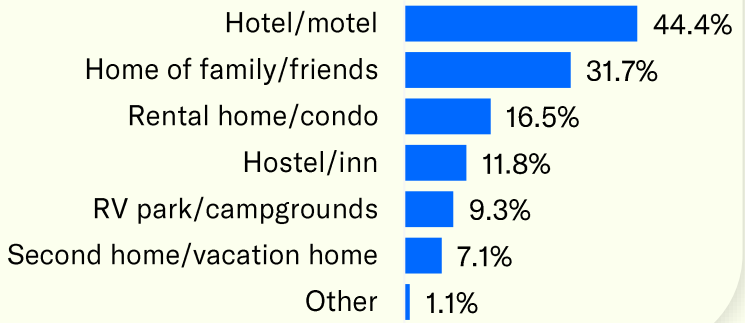


Top Factors in Their Decision to Visit Louisville

Restaurants and cuisine	41.0%
Area attractions	35.1%
Friends or family in the area	32.6%
Louisville is family-friendly	30.1%
Overall ambiance and atmosphere	28.9%
Scenic beauty	28.8%
Historical attributes	28.2%
Weather	27.8%
Shopping opportunities	26.0%
Good hotel rate	24.7%

Lodging Type

Mean Length of Stay	3.5 Days	2.8 Nights



Louisville Perceptions

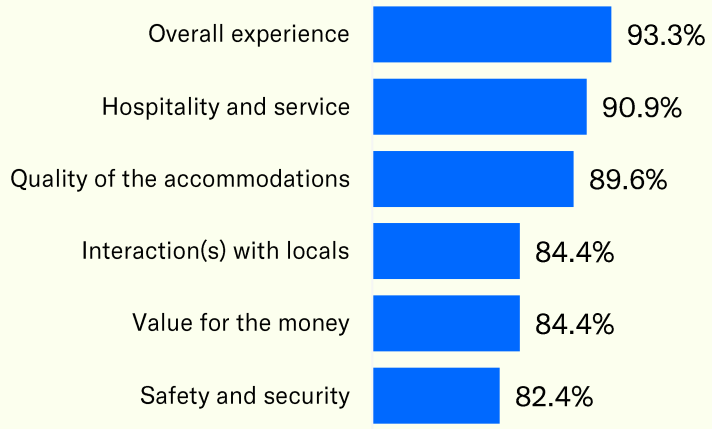
Foodies

Louisville is/has...

% Selected "4" or "5 Completely Agree"

Trip Satisfaction

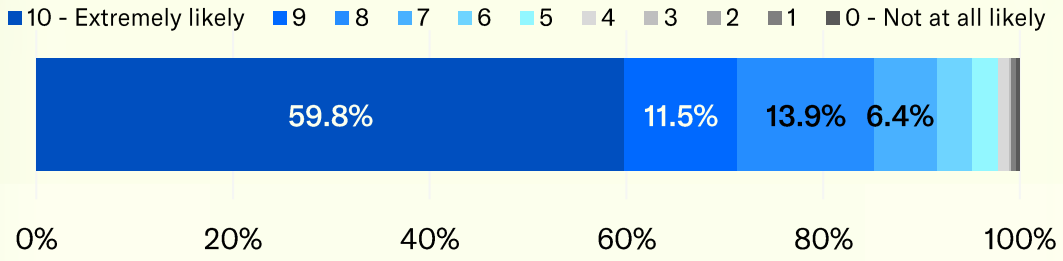
% Selected "4" or "5 Extremely Satisfied"



Top-Rated Louisville Attributes

% Selected "Good" or "Very Good"

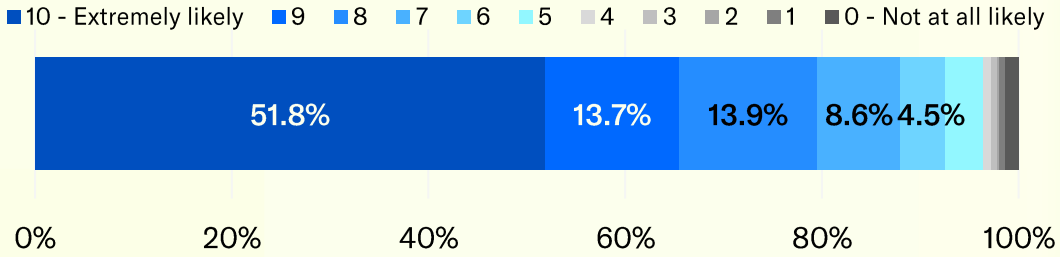
Likelihood to Return to Louisville



9.0
Mean Score

85.2%
Top 3 Box

Likelihood to Recommend Louisville



8.7
Mean Score

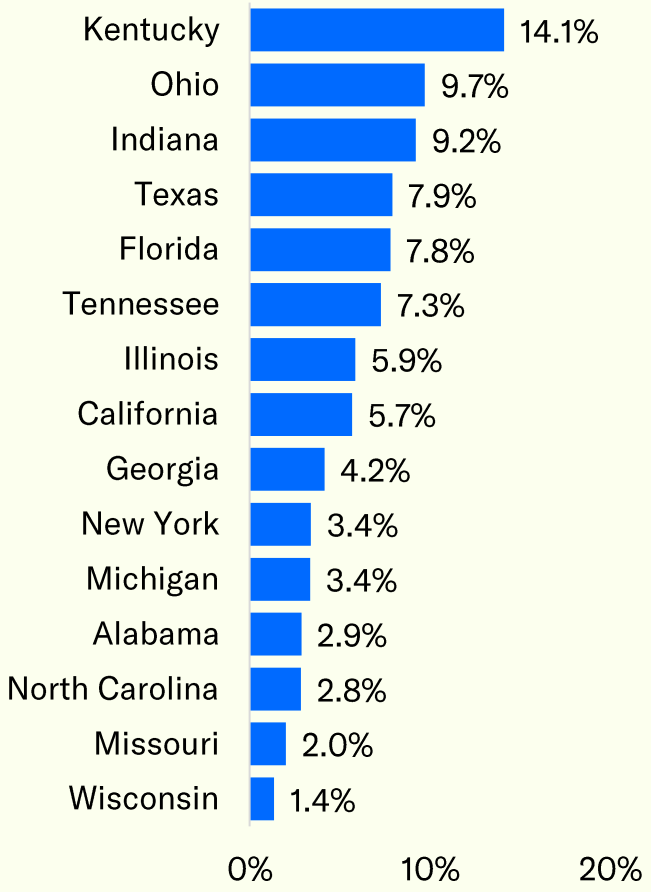
79.5%
Top 3 Box

Detailed Findings: Recent Visitors

Visitors from within Kentucky comprise the largest domestic visitor market by origin state.

Outside of in-state visitors (14.1%), the next top origin states for visitors to Louisville were the bordering states of Ohio (9.7%) and Indiana (9.2%), followed by Texas (7.9%) and Florida (7.3%). Day trippers were much more likely to be in-state visitors (35.3%) compared to the other segments.

Top 15 Origin States



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Kentucky	14.1%	8.0%	35.3%	18.2%
Ohio	9.7%	9.9%	9.0%	12.4%
Indiana	9.2%	7.9%	14.0%	7.7%
Texas	7.9%	9.4%	2.8%	6.1%
Florida	7.8%	8.2%	6.6%	10.0%
Tennessee	7.3%	6.5%	10.1%	8.5%
Illinois	5.9%	6.4%	4.0%	4.0%
California	5.7%	7.3%	0.0%	3.2%
Georgia	4.2%	5.3%	0.0%	4.8%
New York	3.4%	4.4%	0.0%	1.2%
Michigan	3.4%	2.5%	6.3%	1.4%
Alabama	2.9%	3.7%	0.0%	4.4%
North Carolina	2.8%	3.2%	1.4%	2.6%
Missouri	2.0%	2.6%	0.0%	1.5%
Wisconsin	1.4%	0.8%	3.5%	1.8%
Base	**1820**	**1744**	**75**	**386**

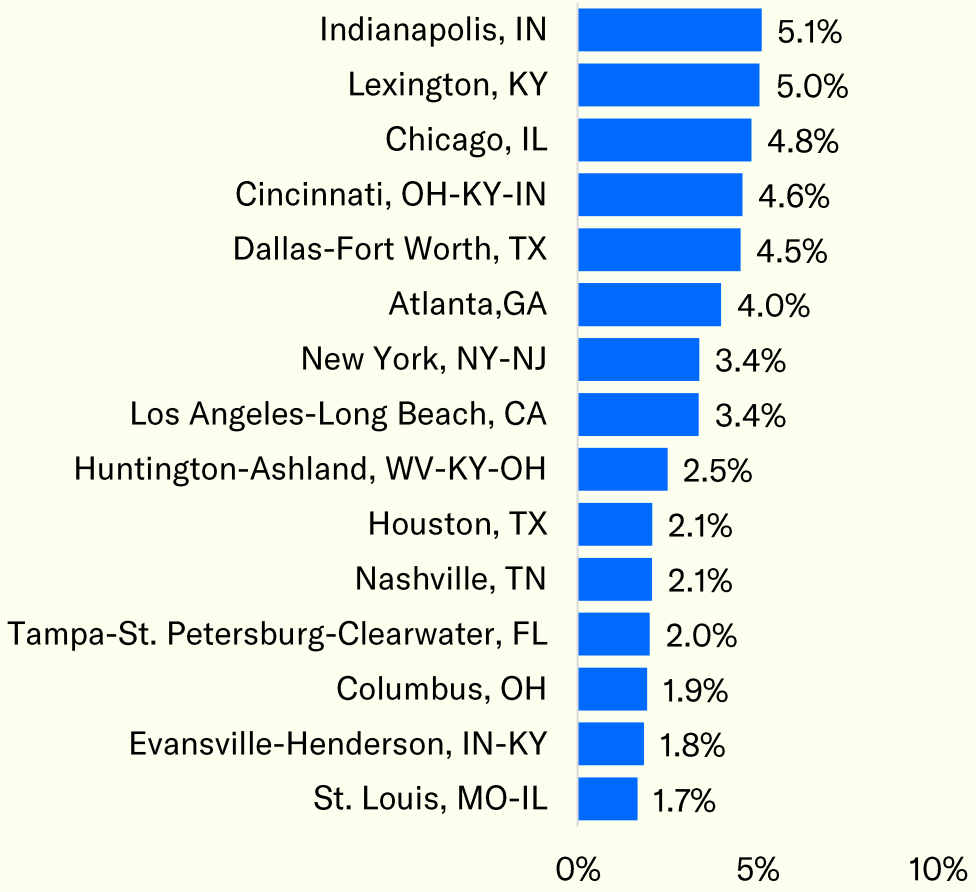
Question: In which state do you currently reside?

Base: Total respondents.

Neighboring metropolitans are the top origin markets for Louisville visitors.

The largest origin market for Louisville visitors during the period of study was Indianapolis (5.1%), followed closely by Lexington (5.0%), Chicago (4.8%), and Cincinnati (4.6%). Day trippers were much more likely to be from the in-state market of Lexington (18.5%) compared to overnight visitors and VFR.

Top 15 Origin Markets



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Indianapolis, IN	5.1%	3.7%	10.3%	4.2%
Lexington, KY	5.0%	1.5%	18.5%	6.6%
Chicago, IL	4.8%	5.4%	2.6%	2.5%
Cincinnati, OH-KY-IN	4.6%	3.5%	8.8%	6.2%
Dallas-Fort Worth, TX	4.5%	5.2%	1.8%	3.3%
Atlanta,GA	4.0%	5.0%	0.0%	4.2%
New York, NY-NJ	3.4%	4.3%	0.0%	1.6%
Los Angeles-Long Beach, CA	3.4%	4.2%	0.0%	0.6%
Huntington-Ashland, WV-KY-OH	2.5%	1.4%	6.6%	6.7%
Houston, TX	2.1%	2.6%	0.0%	2.0%
Nashville, TN	2.1%	2.6%	0.0%	1.7%
Tampa-St. Petersburg-Clearwater, FL	2.0%	2.5%	0.0%	3.4%
Columbus, OH	1.9%	2.0%	1.5%	1.8%
Evansville-Henderson, IN-KY	1.8%	1.2%	4.1%	1.4%
St. Louis, MO-IL	1.7%	2.1%	0.0%	2.0%
Base	**1462**	**1406**	**55**	**288**

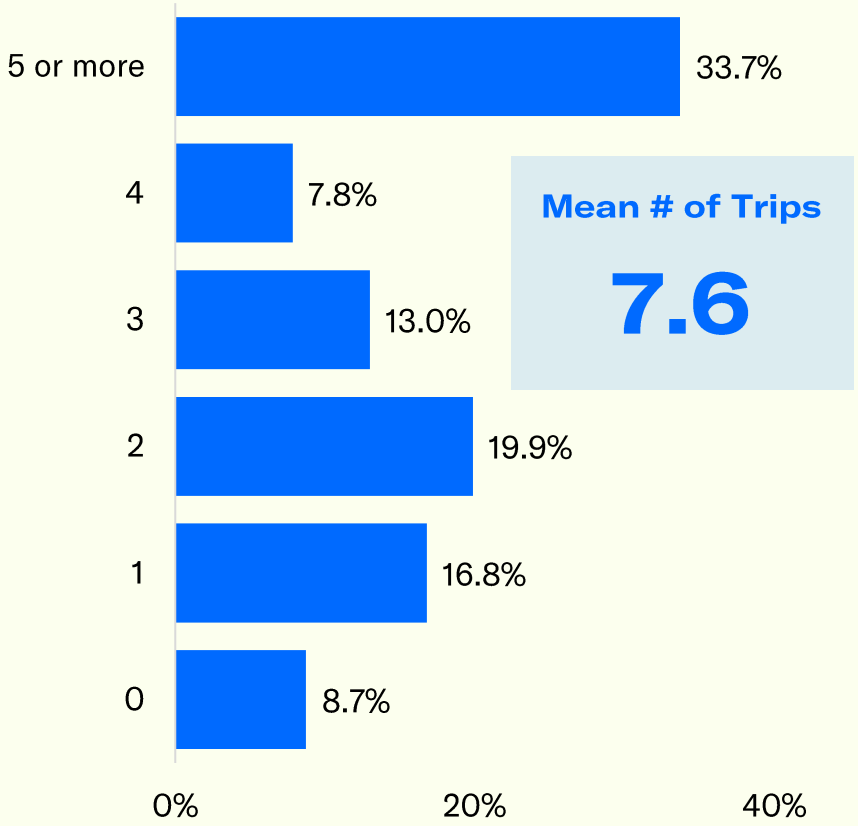
Question: What is your home zip code?

Base: Total respondents.

Louisville's visitors are predominantly repeat visitors, with three-fourths having visited twice or more prior to their latest trip.

The majority (91.3%) of Louisville visitors surveyed are repeat visitors, with a mean of 7.6 previous trips to the destination. Given that they tend to be from closer origin markets, day trippers were, unsurprisingly, much more likely to say that they have previously been to Louisville 5 or more times (49.7%) compared to other segments, reporting a mean of 13.8 pervious trips.

Number of Previous Visits to Louisville



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
5 or more	33.7%	29.4%	49.7%	41.7%
4	7.8%	8.3%	6.3%	9.0%
3	13.0%	14.3%	8.2%	11.2%
2	19.9%	22.4%	10.7%	19.3%
1	16.8%	16.5%	17.8%	14.0%
0 (none)	8.7%	9.0%	7.4%	4.9%
Mean	**7.6**	**5.9**	**13.8**	**9.5**
Base	**1811**	**1739**	**71**	**382**

Question: Prior to your most recent visit, how many times have you been to Louisville?

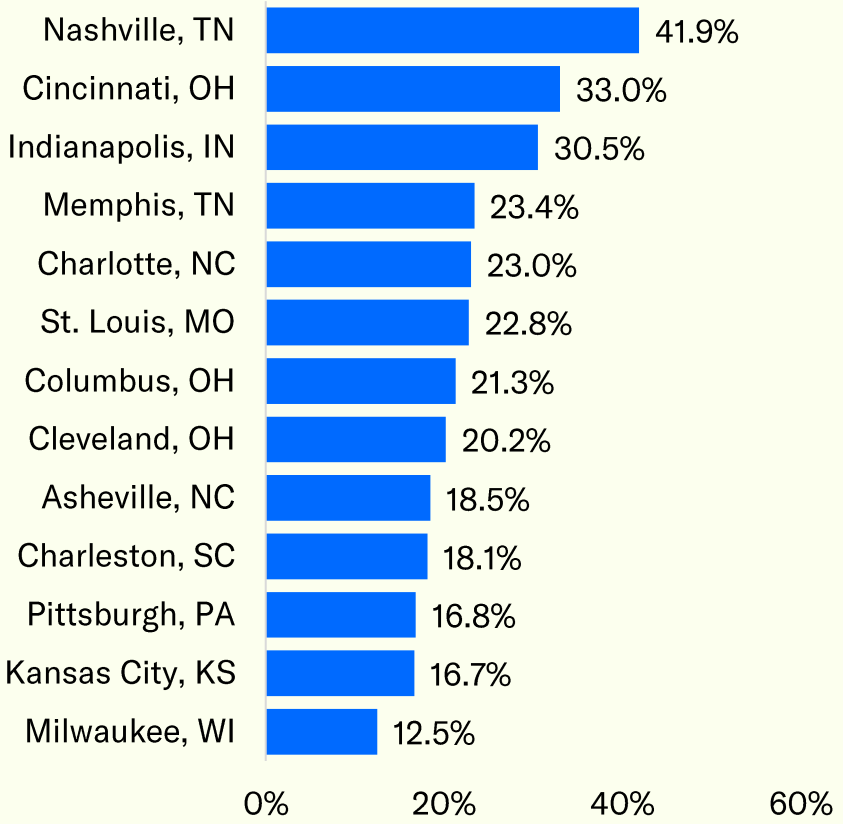
Base: Total respondents.

Nashville tops the list of competitor destinations visited, followed by the neighboring metros of Cincinnati and Indianapolis.

Among competitor destinations, the largest share of Louisville visitors also traveled to Nashville (41.9%) during the period of study, followed by Cincinnati (33.0%) and Indianapolis (30.5%). Visitation to Nashville was more prevalent among overnight visitors (43.7%) compared to day trippers (35.7%) and VFR (34.2%).

Competitor Destinations Visited

Since October 2023



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Nashville, TN	41.9%	43.7%	35.7%	34.2%
Cincinnati, OH	33.0%	30.8%	40.6%	29.9%
Indianapolis, IN	30.5%	29.3%	34.9%	18.4%
Memphis, TN	23.4%	28.7%	5.0%	20.6%
Charlotte, NC	23.0%	26.8%	10.1%	14.9%
St. Louis, MO	22.8%	26.1%	11.4%	16.4%
Columbus, OH	21.3%	22.7%	16.5%	15.7%
Cleveland, OH	20.2%	22.5%	12.2%	15.4%
Asheville, NC	18.5%	21.1%	9.3%	11.8%
Charleston, SC	18.1%	22.6%	2.5%	14.1%
Pittsburgh, PA	16.8%	18.4%	11.6%	10.8%
Kansas City, KS	16.7%	19.9%	5.3%	10.1%
Milwaukee, WI	12.5%	15.3%	2.6%	6.2%
Base	**1820**	**1744**	**75**	**386**

Question: Which of the following destinations have you visited since October 2023? Select all that apply.

Base: Total respondents.

Detailed Findings: Trip Details

The most common primary reason for visitors' most recent trip was to visit family, but leisure travel was also a top trip driver.

More than one in for (27.0%) Louisville visitors surveyed traveled to the destination to visit family. While a similar share who visited for vacation (24.0%) and slightly fewer (15.9.%) visited for a weekend getaway, the combined share of leisure visitors – vacation and weekend getaway visitors – is nearly four in ten (39.9%). Day trippers were much less likely to say their visit was for a weekend getaway (3.2%), but more likely to say it was for other personal reasons (23.6%) compared to overnight visitors.

Primary Reason for Most Recent Visit

By Segment

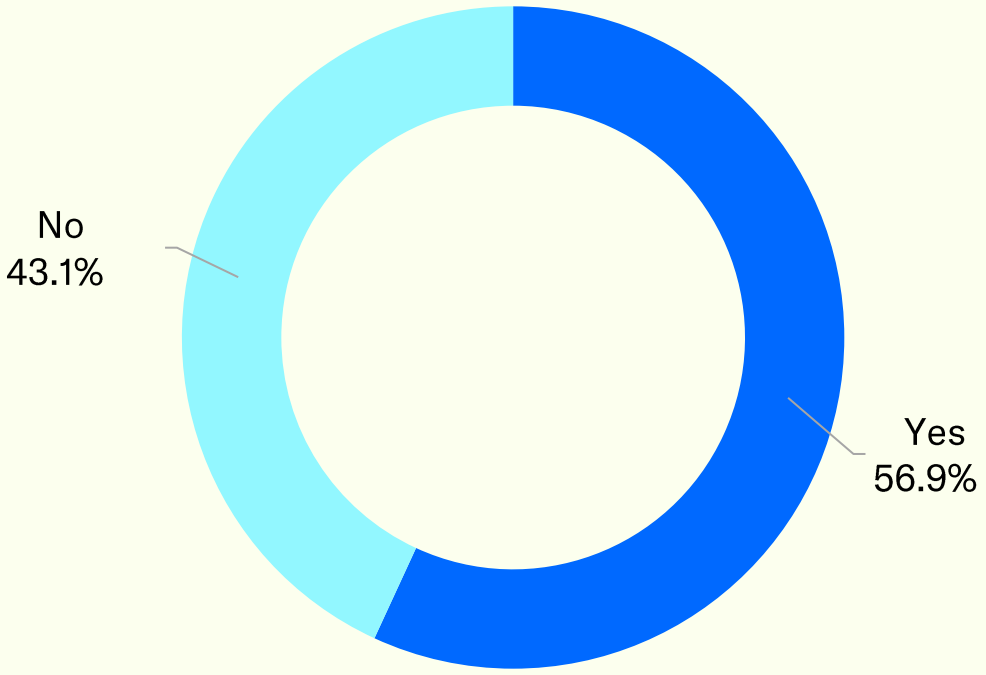
	Total	Overnight Visitors	Day Trippers	VFR
Visit family in the area	27.0%	27.6%	25.3%	100.0%
Vacation	24.0%	25.9%	17.5%	0.0%
Weekend getaway	15.9%	19.6%	3.2%	0.0%
Attend a special event/exhibition/concert	11.8%	10.0%	17.9%	0.0%
Other personal reasons	10.1%	6.2%	23.6%	0.0%
Business trip	4.7%	5.4%	2.1%	0.0%
Conference, convention, or group meeting	2.1%	2.7%	0.0%	0.0%
Government travel	0.5%	0.6%	0.0%	0.0%
Other	3.9%	2.0%	10.5%	0.0%
Base	**1820**	**1744**	**75**	**386**

Question: Thinking about your last trip to Louisville, which of the following best describes your primary reason for your most recent visit?
Base: Total respondents.

A small majority of leisure visitors traveled with a group on their most recent trip to Louisville.

Among visitors whose most recent Louisville trip was for leisure purposes, more than half (56.9%) traveled as part of a group. Overnight visitors (62.4%) were much more likely to have come with a leisure group compared to VFR (56.4%) and day trippers (37.3%)

Leisure Group Travel



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Yes	56.9%	62.4%	37.3%	56.4%
No	43.1%	37.6%	62.7%	43.6%
Base	**1603**	**1537**	**66**	**386**

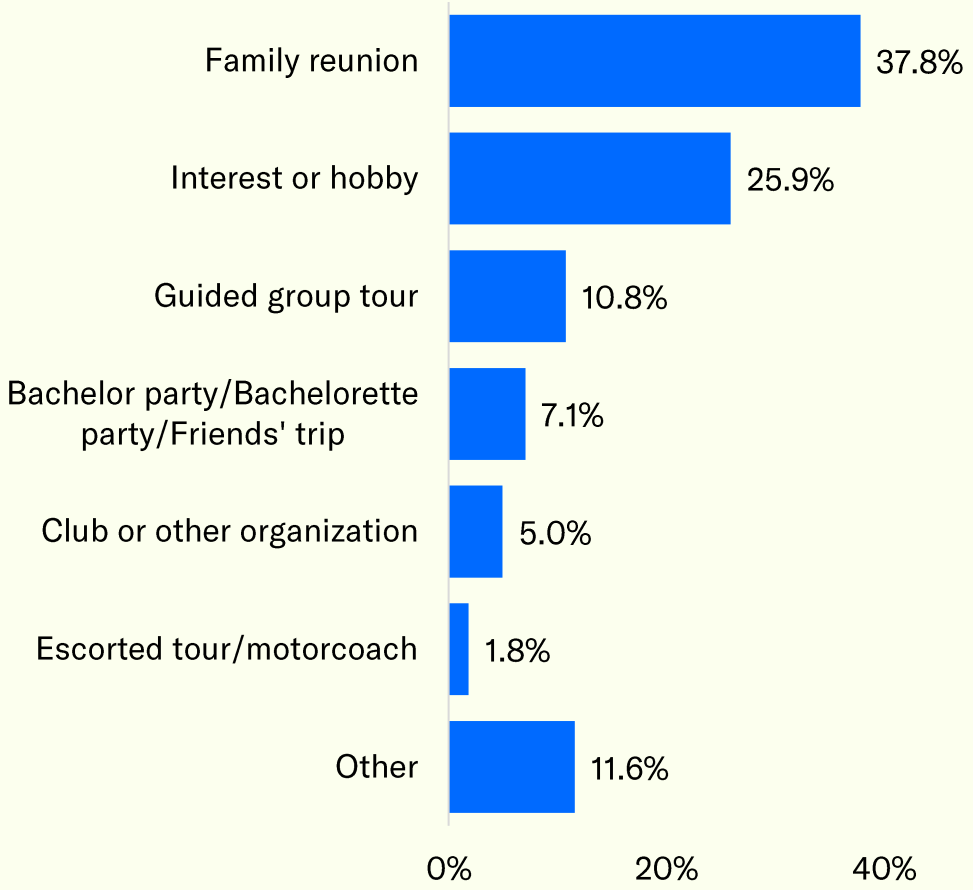
Question: Did you visit as part of a leisure/personal-related group on your last trip to Louisville?

Base: Respondents whose most recent visit to Louisville was for leisure purposes.

Most leisure group travel to Louisville centered around family. reunions and interest or hobby group travel.

Family reunions (37.8%) were by far the most common type of leisure group travel among these Louisville visitors, followed by about one-fourth (25.9%) who traveled with an interest or hobby group. Approximately one in ten (10.8%) were part of a guided group tour. Among the segments, the majority of VFR (65.2%) were part of a family reunion group.

Leisure Group Travel Type



By Segment

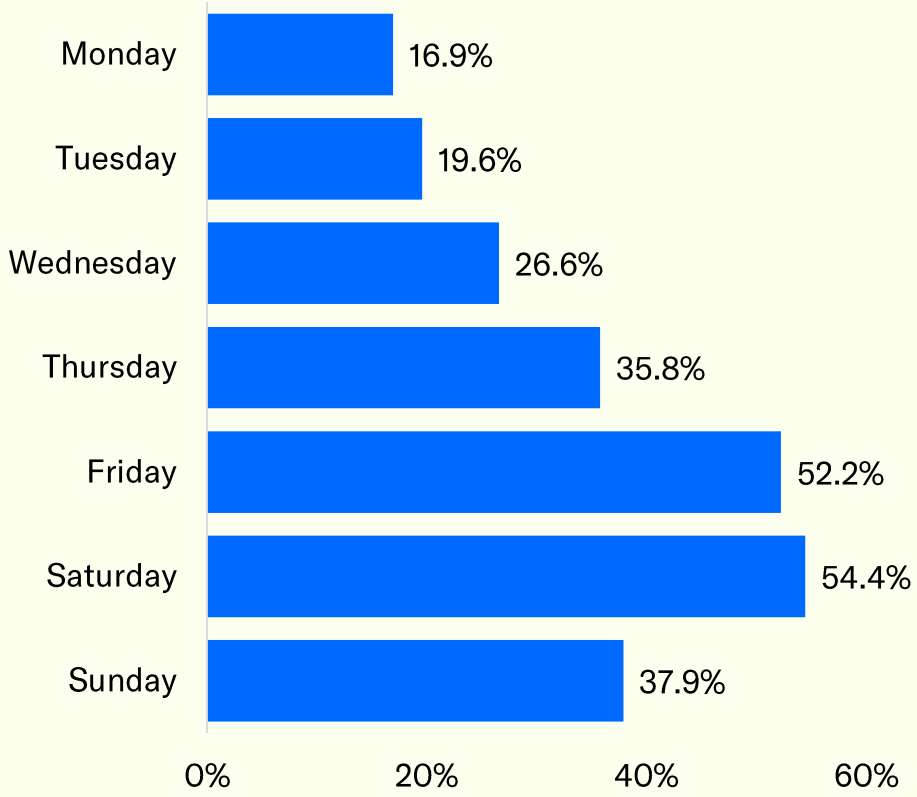
	Total	Overnight Visitors	Day Trippers	VFR
Family reunion	37.8%	38.2%	35.5%	65.2%
Interest or hobby	25.9%	26.8%	20.7%	10.7%
Guided group tour	10.8%	12.6%	0.0%	4.8%
Bachelor party/Bachelorette party/Friends' trip	7.1%	8.3%	0.0%	3.4%
Club or other organization	5.0%	4.1%	10.1%	2.8%
Escorted tour/motorcoach	1.8%	1.6%	3.3%	1.0%
Other	11.6%	8.5%	30.4%	12.1%
Base	**984**	**961**	**23**	**237**

Question: Which describes the type of group you visited Louisville with?
Base: Respondents whose most recent visit to Louisville was as part of a leisure group.

Visitation to Louisville clustered around Friday and Saturdays.

The majority of Louisville visitors surveyed visited on a Friday (52.2%) and/or Saturday (54.4%), with the shoulder days – Thursdays (35.8%) and Sundays (37.9%) – seeing the next highest shares of visitation. Notably, VFR were much more likely to have visited on a Saturday (66.5%) and/or Sunday (45.7%) compared to total visitors.

Days of the Week Visited



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Monday	16.9%	20.0%	6.2%	21.5%
Tuesday	19.6%	23.2%	6.9%	22.1%
Wednesday	26.6%	30.2%	14.1%	29.2%
Thursday	35.8%	39.3%	23.6%	36.4%
Friday	52.2%	64.1%	10.9%	54.9%
Saturday	54.4%	59.9%	35.1%	66.5%
Sunday	37.9%	43.3%	19.3%	45.7%
Base	**1820**	**1744**	**75**	**386**

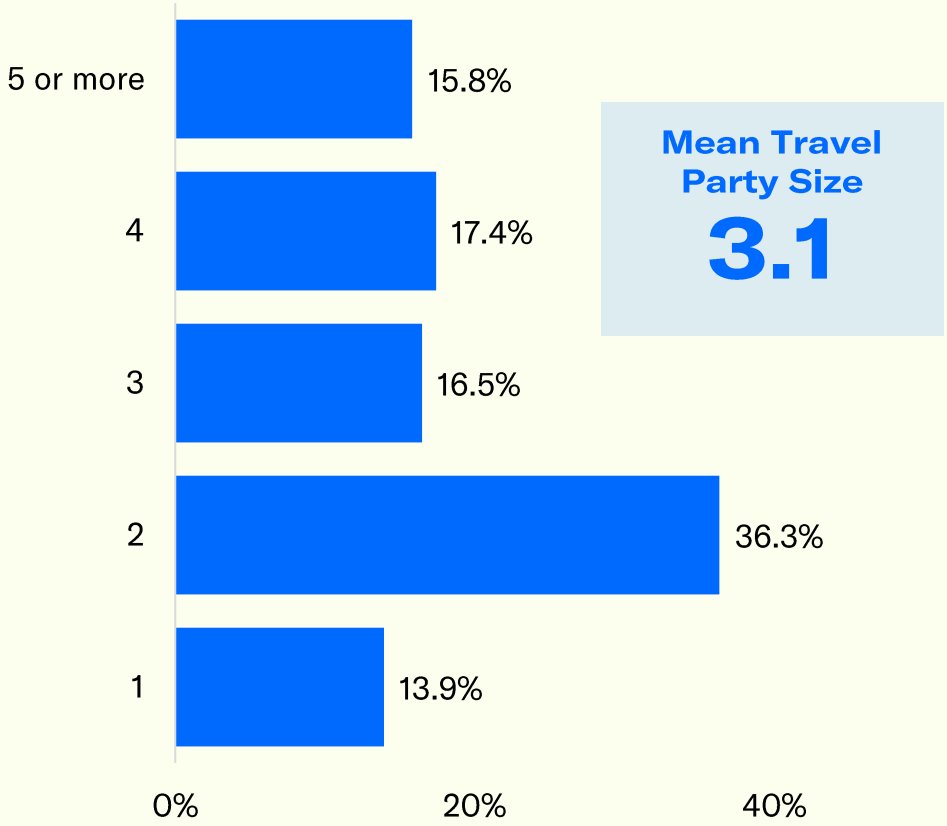
Question: On which days of the week did your last visit to Louisville occur?

Base: Total respondents.

The typical travel group to Louisville was comprised of 3.1 people.

Just under half (49.7%) of Louisville visitors traveled with three or more people, while over a third (36.3%) saying they traveled as a pair. Day trippers were more likely to travel as a pair (49.2%) compared to the other segments.

Travel Party Size



Mean Travel Party Size

3.1

By Segment

	Total	Overnight Visitors	Day Trippers	VFR
5 or more	15.8%	18.6%	6.2%	14.4%
4	17.4%	18.9%	12.2%	13.5%
3	16.5%	17.7%	12.1%	17.6%
2	36.3%	32.6%	49.4%	35.5%
1	13.9%	12.2%	20.1%	19.0%
Mean	**3.1**	**3.3**	**2.4**	**3.0**
Base	**1814**	**1738**	**75**	**386**

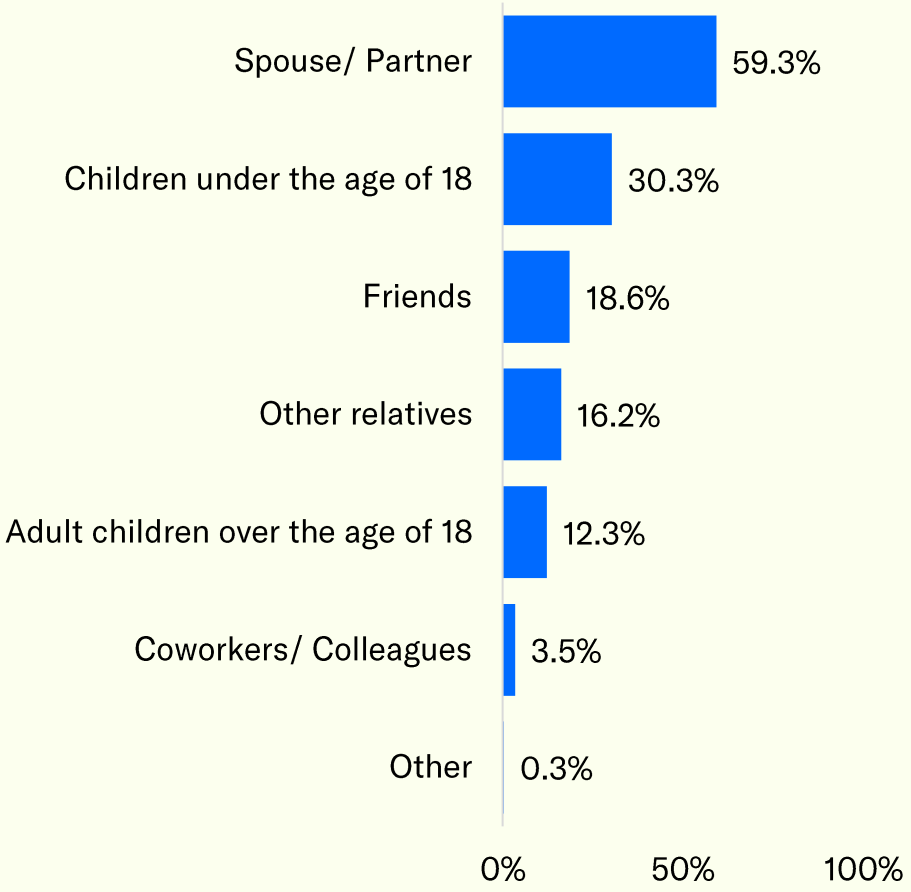
Question: Including yourself, how many people were in your immediate travel party on your most recent visit to Louisville?

Base: Total respondents.

Most Louisville visitors traveled to the destination with their significant other.

Six in ten (59.3%) Louisville visitors surveyed traveled with a spouse or partner, while more than four in ten (42.6%) traveler with either their children under 18 (30.3%) and/or their adult children (12.3%). Notably, overnight visitors were slightly more likely to have traveled with children under 18 (34.3%), while day trippers were much less likely to have done so (15.2%).

Travel Party Composition



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Spouse/ Partner	59.3%	60.1%	56.2%	59.7%
Children under the age of 18	30.3%	34.3%	15.2%	33.7%
Friends	18.6%	20.0%	13.0%	12.7%
Other relatives	16.2%	15.0%	21.2%	17.1%
Adult children over the age of 18	12.3%	12.2%	12.9%	17.5%
Coworkers/ Colleagues	3.5%	4.1%	1.2%	0.3%
Other	0.3%	0.3%	0.0%	0.2%
Base	**1750**	**1683**	**66**	**368**

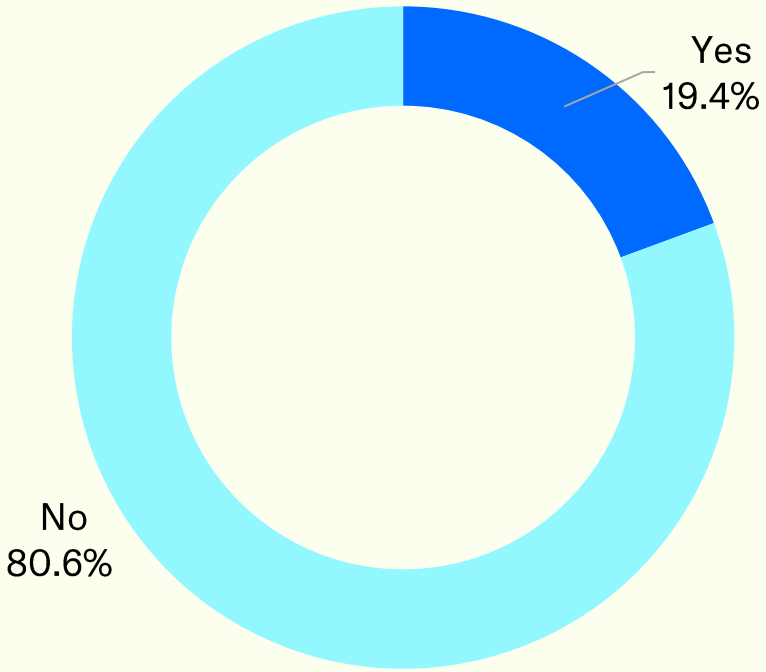
Question: Including yourself, who did you travel with on your most recent visit to Louisville?

Base: Total respondents.

Few Louisville visitors brought their pet with them on their most recent trip.

Only one in five (19.4%) Louisville visitors surveyed took their most recent trip with a pet. Overnight visitors were slightly more likely (23.2%) to have done so, while only a small fraction (6.2%) brought their pet to Louisville.

Traveled with Pet



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Yes	19.4%	23.2%	6.2%	18.5%
No	80.6%	76.8%	93.8%	81.5%
Base	**1820**	**1744**	**75**	**386**

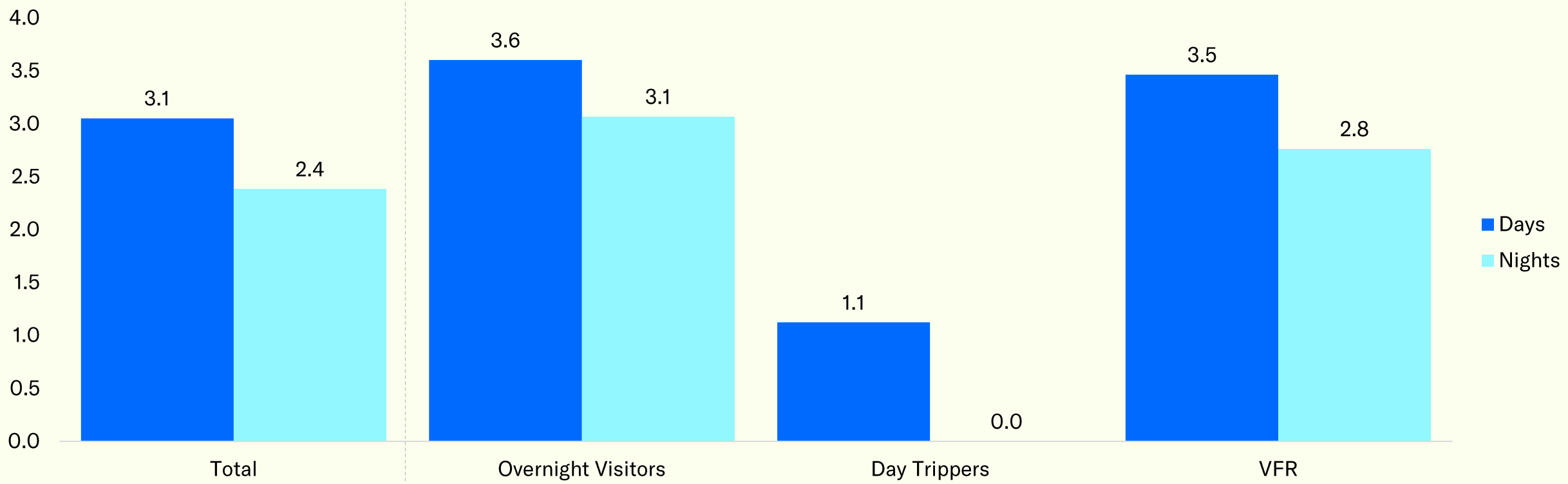
Question: Did you travel with a pet on your most recent visit to Louisville?

Base: Total respondents.

The mean length of stay among recent Louisville visitors was just over 3 days.

Visitors spent a mean of 3.1 days and 2.4 nights in Louisville on their most recent trip. There was minimal variance between overnight visitors and VFR in terms of their mean lengths of stay.

Length of Stay by Segment



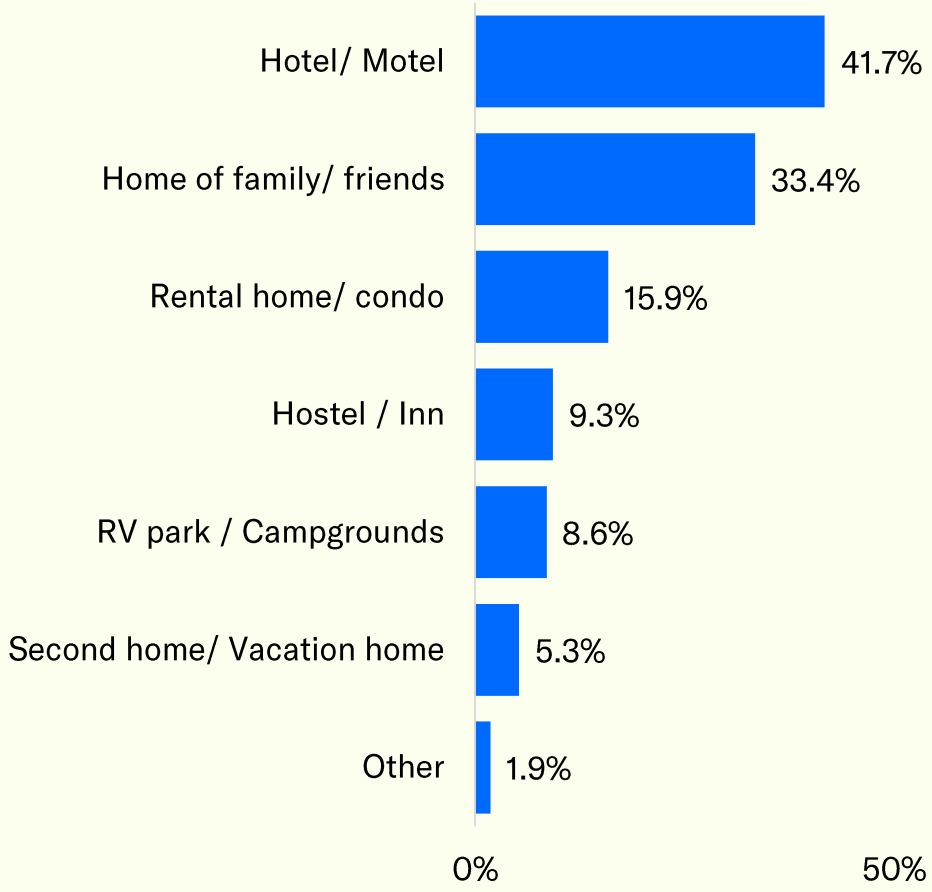
Question: How many days and nights did you spend in Louisville on your most recent visit?

Base: Total respondents.

Hotels and motels were the most common type of lodging for overnight visitors, but a third stayed with family or friends.

More than four in ten overnight visitors to Louisville stayed in a hotel or motel (41.7%), while a third (33.4%) stayed in the home of family and friends. VFR (69.3%) were much more likely than overall overnight visitors to say they stayed in the home of family and friends.

Lodging Type



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Hotel/ Motel	41.7%	41.7%	-	19.4%
Home of family/ friends	33.4%	33.4%	-	69.3%
Rental home/ condo	15.9%	15.9%	-	8.9%
Hostel / Inn	9.3%	9.3%	-	3.9%
RV park / Campgrounds	8.6%	8.6%	-	1.9%
Second home/ Vacation home	5.3%	5.3%	-	4.5%
Other	1.9%	1.8%	-	19.4%
Base	**1745**	**1744**	**0**	**366**

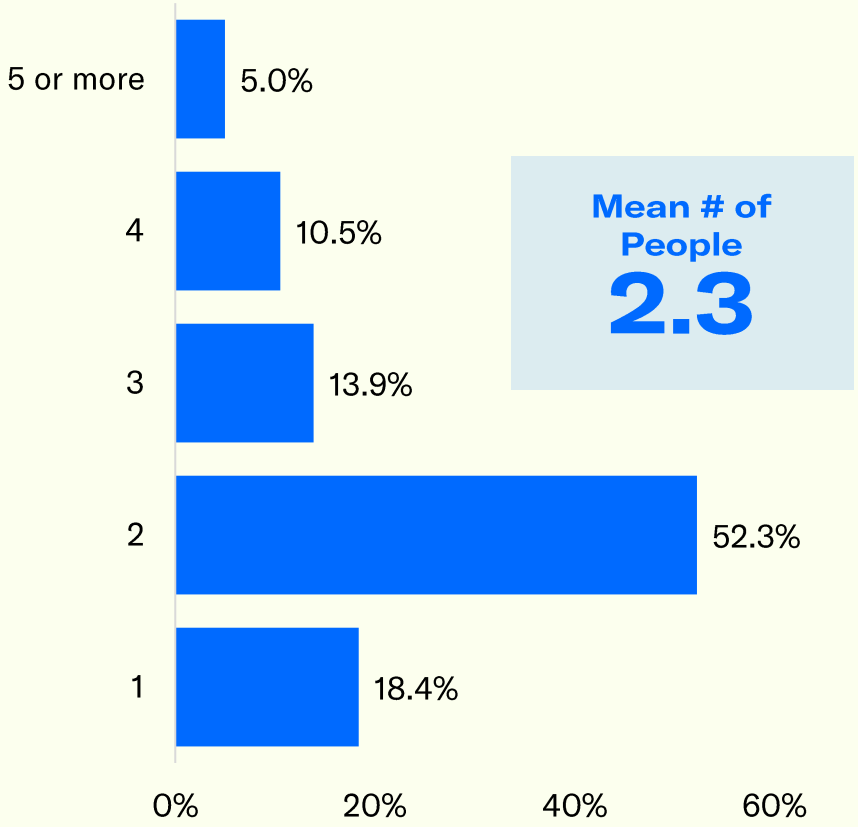
Question: What type of lodging/accommodations did you stay in on your last overnight trip to Louisville?

Base: Respondents who stayed overnight on their most recent trip to Louisville.

Most paid lodging guests shared their accommodations with one other person on their last trip to Louisville.

For paid lodging guests, on average there were 2.3 people in their room on their most recent trip to Louisville. More than half (52.3%) shared the room with another person, while three in ten (29.4%) stayed had three or more guests in their lodging. There was no significant difference between overall overnight visitors and VFR.

Number of People in Paid Lodging



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
5 or more	5.0%	5.0%	-	5.0%
4	10.5%	10.5%	-	13.0%
3	13.9%	13.9%	-	16.5%
2	52.3%	52.3%	-	51.8%
1	18.4%	18.4%	-	13.6%
Mean	**2.3**	**2.3**	-	**2.5**
Base	**1381**	**1381**	**0**	**189**

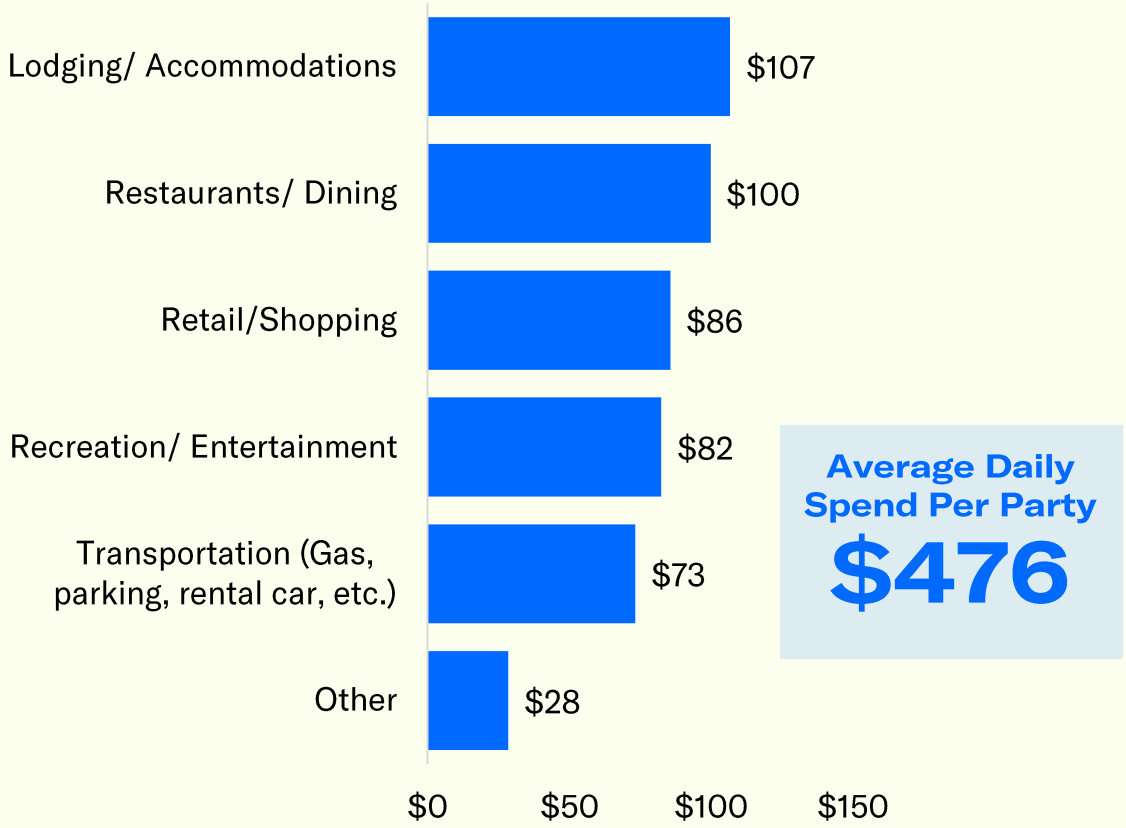
Question: Including yourself, how many people stayed in your room?

Base: Respondents who stayed overnight in paid lodging on their most recent trip to Louisville.

Louisville visitors spent the most on lodging, followed closely by restaurants and dining.

The average daily spend per travel party among the Louisville visitors surveyed for this period of study was $476, with the largest share of this going towards lodging ($107) followed by dining ($100). Generally, overnight visitors tended to spend more across all categories compared to day trippers and VFR, with an average total daily spend per party of $548 versus $369 for VFR and $144 for day trippers.

Average Daily Spend – Per Travel Party



Average Daily Spend Per Party
$476

By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Lodging/ Accommodations	$107	$107	-	$50
Restaurants/ Dining	$100	$117	$45	$92
Retail/Shopping	$86	$106	$24	$84
Recreation/ Entertainment	$82	$96	$38	$62
Transportation (Gas, parking, rental car, etc.)	$73	$86	$31	$65
Other	$28	$35	$5	$18
Average Total Daily Spend	**$476**	**$548**	**$144**	**$369**
Base	**1294**	**1293**	**0**	**294**

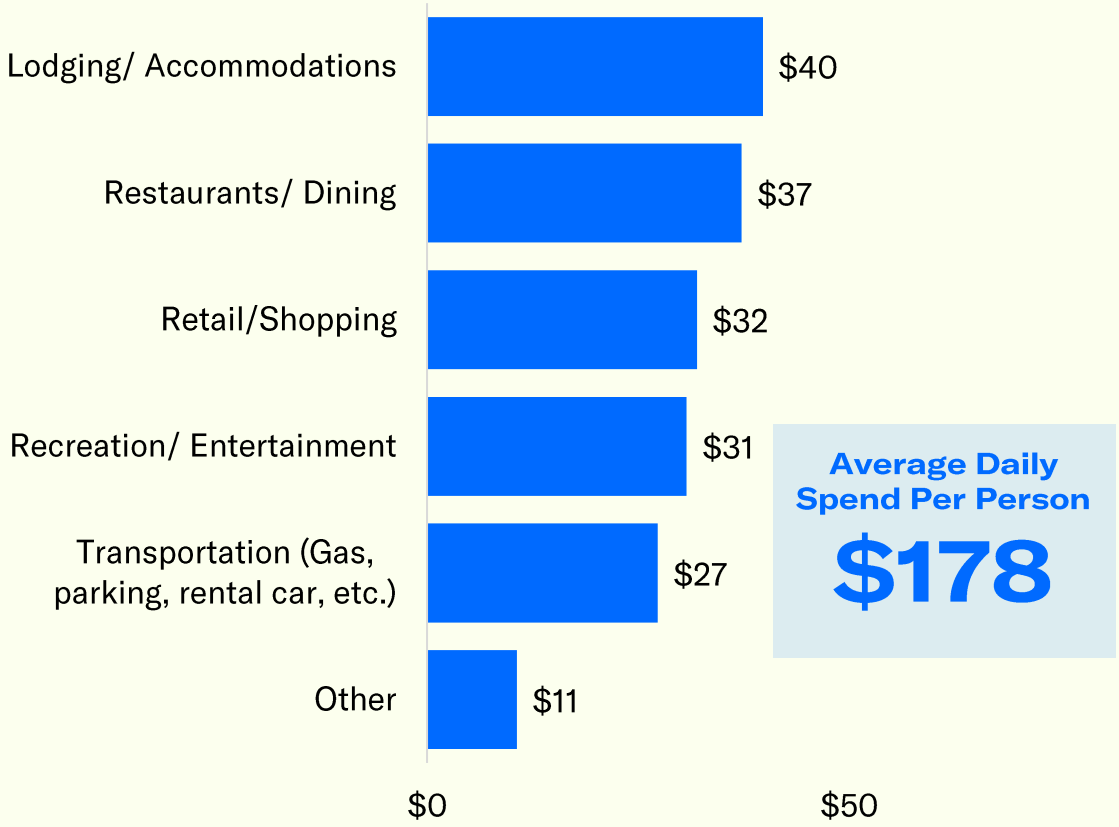
Question: Approximately how much did you spend PER DAY for the following during your most recent visit to Louisville?

Base: Total respondents.

The average total daily spend per person for Louisville visitors was $178 for the period of study.

Based on an average number of 2.7 people being covered by the reported average daily spend, the average total daily spend per person was $178 for the period of study. As with spend per party, total daily spend per person was highest among overnight visitors at $198 (based on an average of 2.8 people covered), while VFR reported an average total daily spend of $130 (an average of 2.8 people covered) and day trippers reported $60 per person (an average of 2.4 people covered).

Average Daily Spend – Per Person



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Lodging/ Accommodations	$40	$39	-	$17
Restaurants/ Dining	$37	$42	$19	$32
Retail/Shopping	$32	$38	$10	$29
Recreation/ Entertainment	$31	$35	$16	$22
Transportation (Gas, parking, rental car, etc.)	$27	$31	$13	$23
Other	$11	$13	$2	$6
Average Total Daily Spend	**$178**	**$198**	**$60**	**$130**
Base	**1294**	**1293**	**0**	**294**

Question: Approximately how much did you spend PER DAY for the following during your most recent visit to Louisville? And how many people are included in the daily spend above?

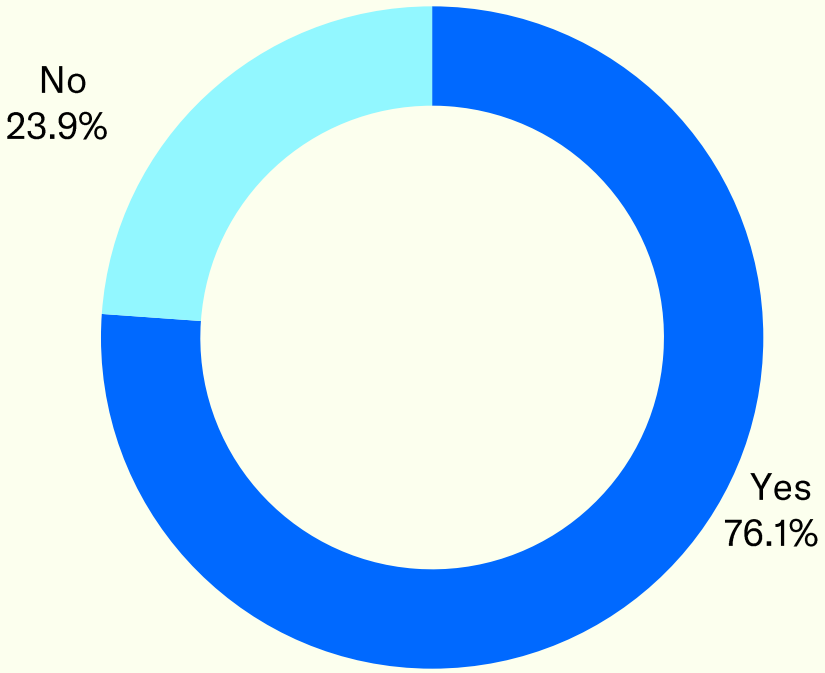
Base: Total respondents.

Detailed Findings: Non-Leisure Visitors

Three-fourths of non-leisure visitors extended their trip.

Among non-leisure visitors to Louisville, most (76.1%) said they extended their trip to spend additional time in the city for leisure or vacation.

Extended Trip for Leisure/Vacation



By Segment

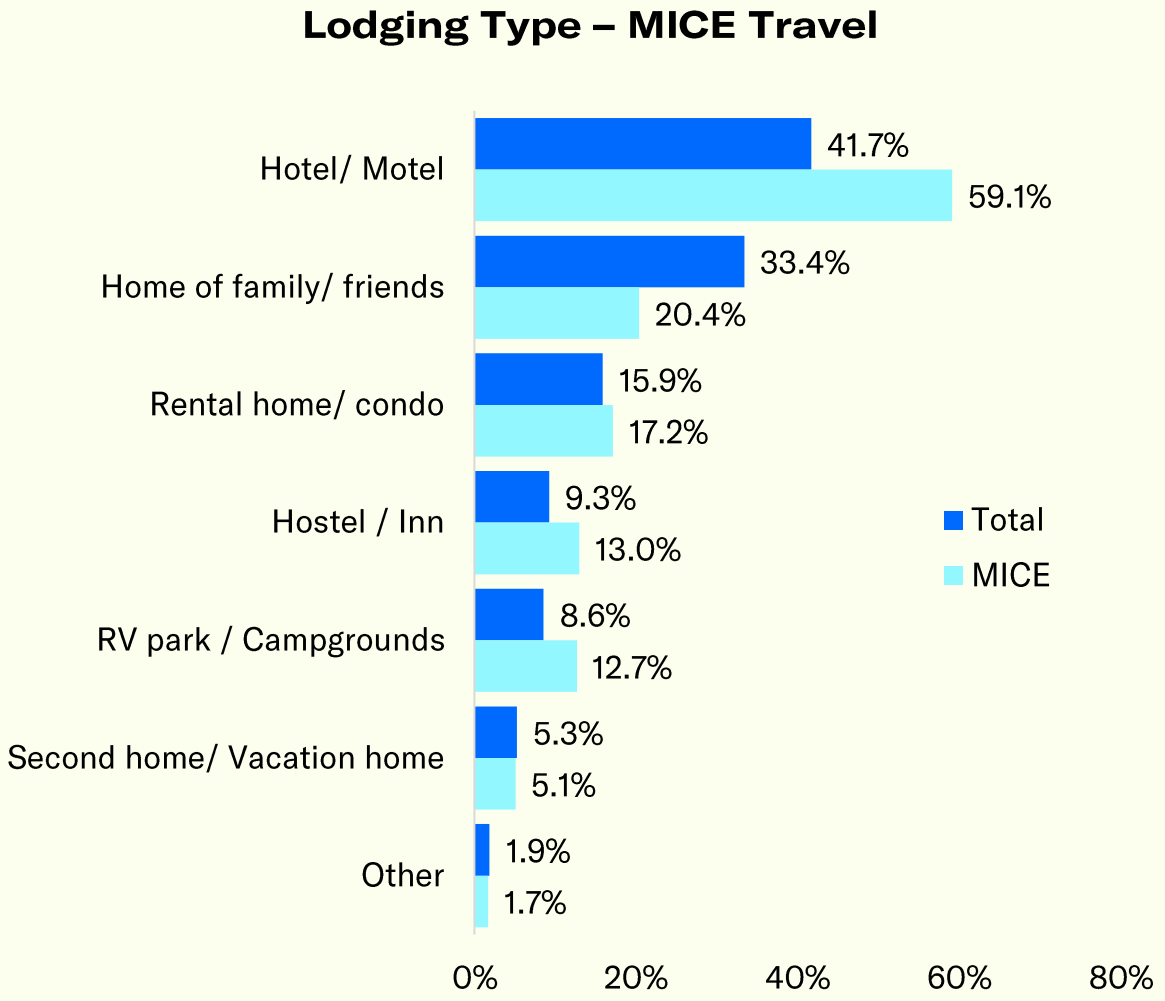
	Total	Overnight Visitors	Day Trippers	VFR
Yes	76.1%	78.6%	50.0%	-
No	23.9%	21.4%	50.0%	-
Base	**179**	**176**	**2**	**0**

Question: And during your last trip to Louisville did you spend any additional time in the area for leisure and/or vacation?

Base: Respondents whose primary purpose of their most recent Louisville trip was for business, conference, or government travel.

Nearly six in ten MICE visitors to Louisville stayed in a hotel or motel.

MICE visitors to Louisville during the period of study were significantly more likely to have stayed in a hotel or motel (59.1%) compared to total visitors (41.7%). One in five (20.4%) stayed in the home of family or friends, though this was much lower than the share of total visitors (33.4%).



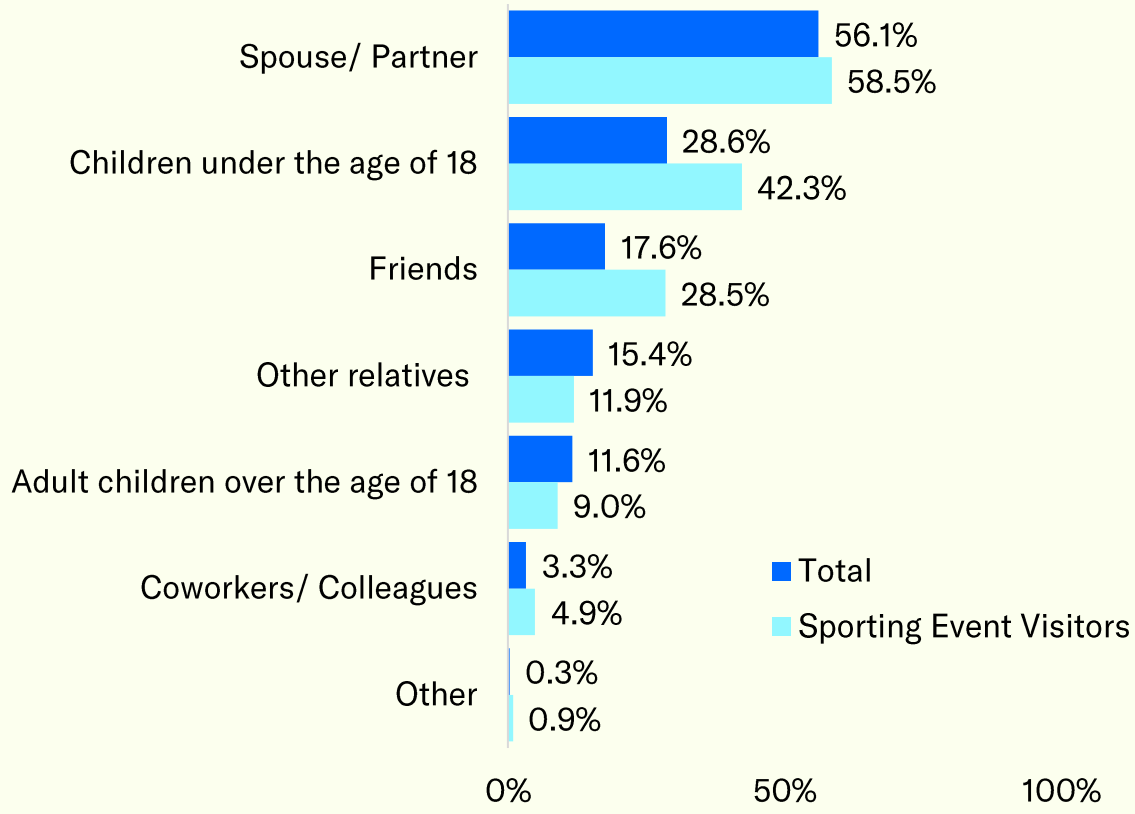
Question: What type of lodging/accommodations did you stay in on your last overnight trip to Louisville?

Base: Respondents who stayed overnight on their most recent trip to Louisville (1745 completed surveys). Respondents who traveled for a business trip or conference (166 completed surveys).

More than four in ten sporting event visitors traveled with children under the age of 18.

Among sporting event visitors, the share of those who traveled with their significant other (58.5%) was not significantly different from total Louisville Visitors (56.1%), but they were much more likely to have traveled with children under 18 (42.3% vs. 28.6% of total visitors) and/or friends (28.5% vs. 17.6% of total visitors.

Travel Party Composition – Sports Events



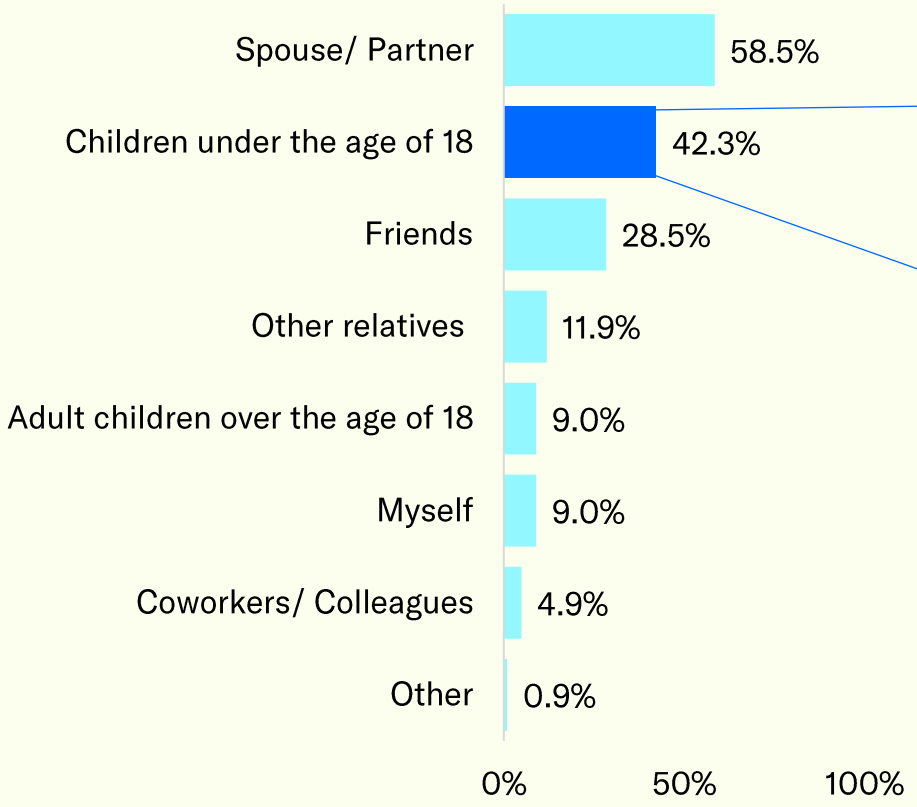
Question: Including yourself, who did you travel with on your most recent visit to Louisville?

Base: Total respondents (1820 completed surveys). Respondents who participated in a sporting activity on their most recent trip to Louisville (276 completed surveys).

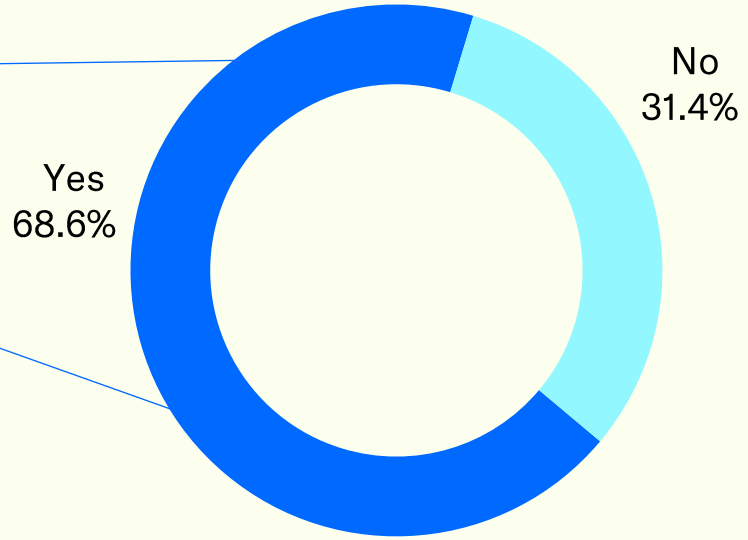
The majority of sporting event travel parties with school-aged children included a youth athlete.

Over two-thirds (68.6%) of sporting event visitors who traveled with children under 18 reported that these child(ren) in their travel party participated in a sporting event as a youth athlete on their most recent trip to Louisville. This is an overall small fraction of the total visitors surveyed but does indicate that the majority of sporting event travel parties with children under 18 included a youth athlete.

Travel Party Composition



Youth Athlete Travelers



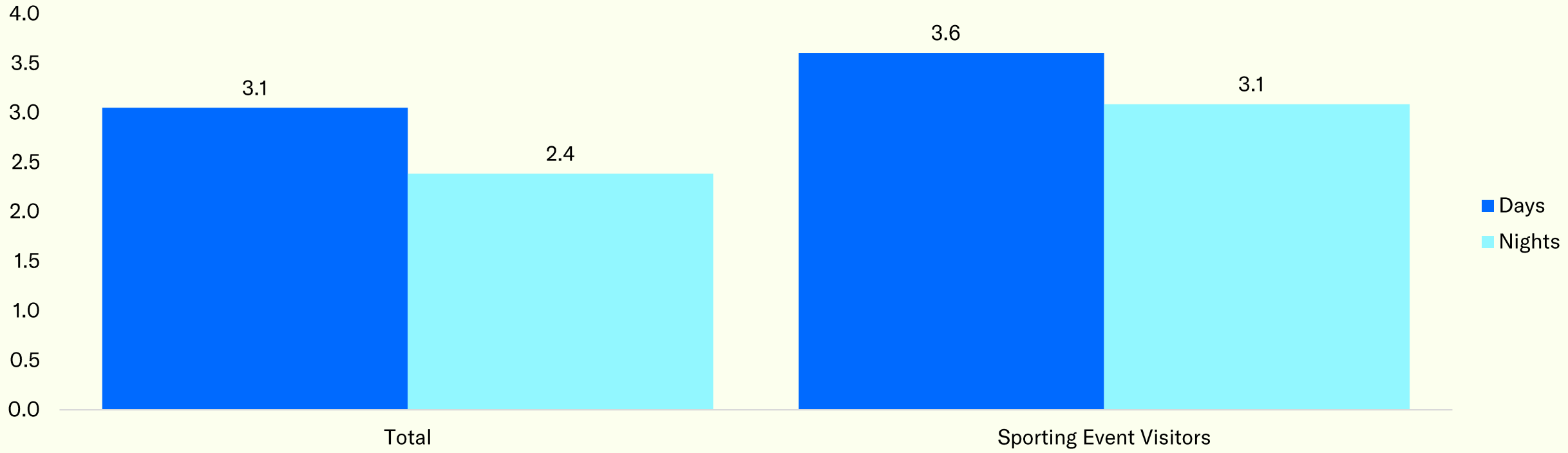
Question: Did the child(ren) under the age of 18 in your travel party participate in a sporting event as a youth athlete on your most recent visit to Louisville?

Base: Respondents who traveled with children under the age of 18 and participated in a sporting event on their most recent trip to Louisville (127 completed surveys).

Sporting event visitors to Louisville reported a longer length of stay.

At a mean of 3.6 days and 3.1 nights, sporting event visitors tended to stay slightly longer in Louisville compared to total visitors (3.1 days and 2.4 nights) during the period of study.

Length of Stay – Sporting Event Visitors



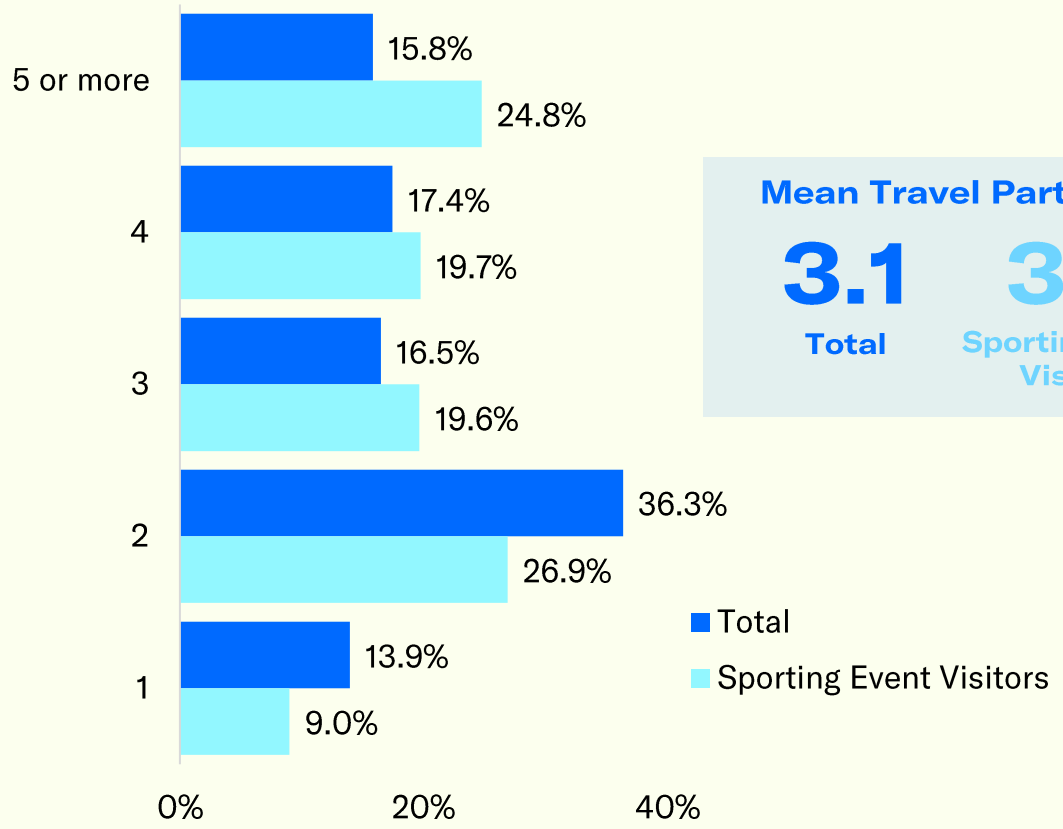
Question: How many days and nights did you spend in Louisville on your most recent visit?

Base: Total respondents (1819 completed surveys). Respondents who participated in a sporting activity on their most recent trip to Louisville (276 completed surveys).

One in four sporting event travel parties to Louisville was comprised of five or more people.

Sporting event visitors reported a larger mean travel party size (3.6 people) compared to total visitors (3.1 people) to Louisville during the period of study. They were less likely to travel in a pair (26.9% vs. 36.3%) or solo (9.0% vs. 13.9%), but much more likely to travel in a group of five or more (24.8% vs. 15.8%).

Travel Party Size – Sporting Event Visitors



Mean Travel Party Size

Total	Sporting Event Visitors
3.1	3.6

Question: Including yourself, how many people were in your immediate travel party on your most recent visit to Louisville?

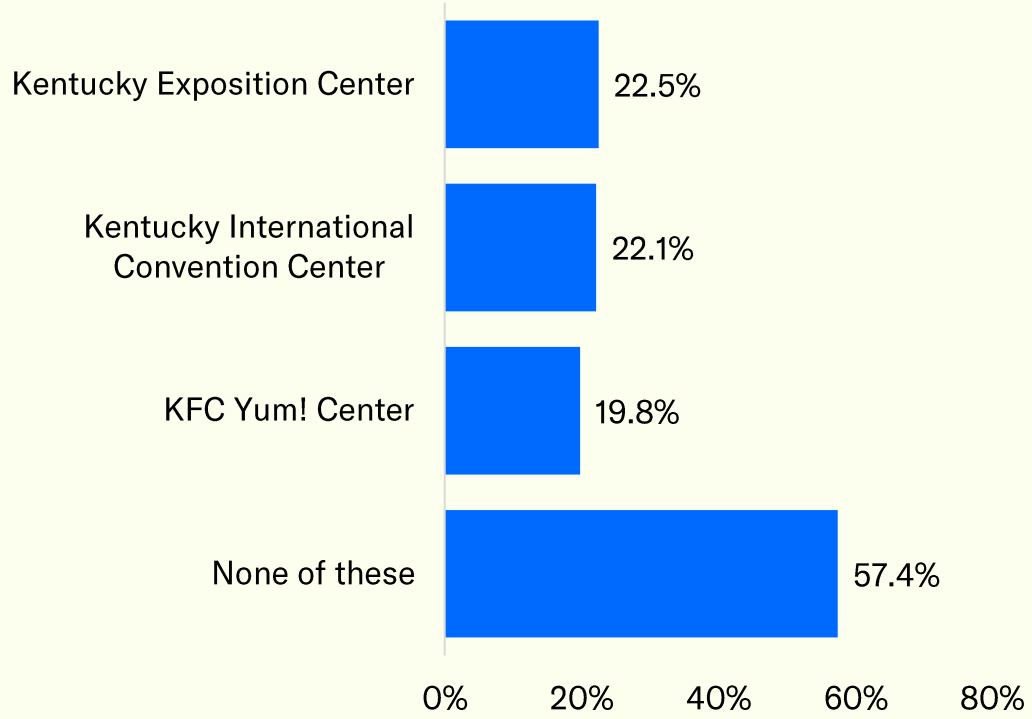
Base: Total respondents (1814 completed surveys). Respondents who attended a sporting event as part of their last trip to Louisville (275 completed surveys).

Detailed Findings: In-Market Behavior

More than four in ten Louisville visitors attended an event at one of the major Louisville venues.

42.6 percent of Louisville visitors surveyed reported that they attended a meeting or event at one or more of the three major Louisville venues during the period of study. Just under one in four visited either the Kentucky Exposition Center (22.5%) and/or the Kentucky International Convention Center (22.1%), while one in five (19.8%) went to an event at the KFC Yum! Center. Overnight visitors were significantly more likely than other segments to have attended an event at any of these venues.

Visitation to Meetings/Event Venues



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Kentucky Exposition Center	22.5%	28.0%	3.3%	12.9%
Kentucky International Convention Center	22.1%	27.5%	3.3%	13.9%
KFC Yum! Center	19.8%	24.4%	3.7%	12.2%
None of these	57.4%	47.8%	90.8%	71.1%
Base	**1820**	**1744**	**75**	**386**

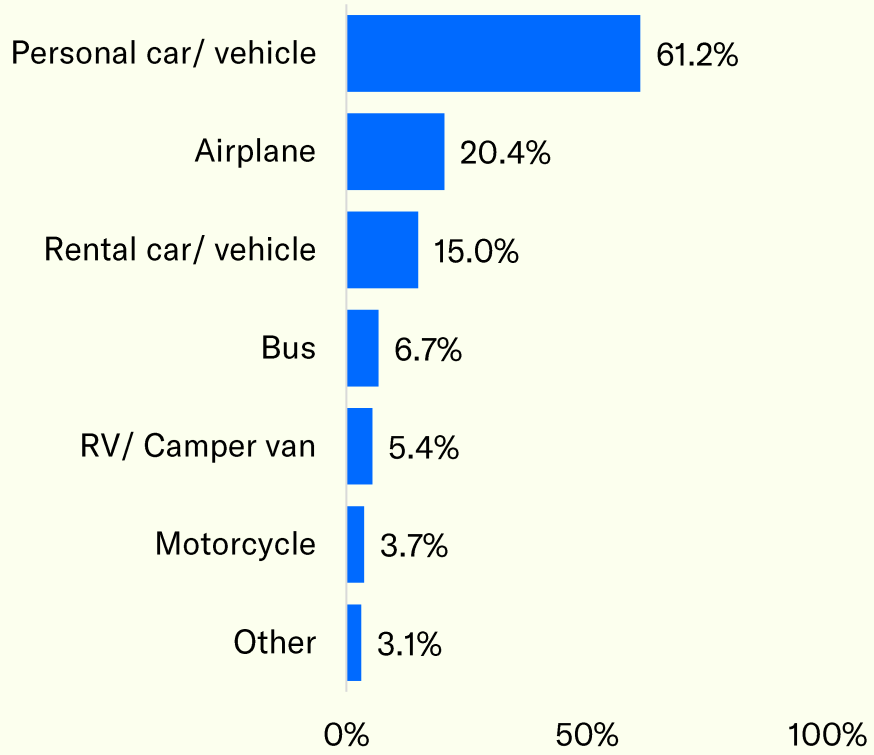
Question: Did you attend any meetings or events at any of the following?

Base: Total respondents.

Reflecting the origin markets breakdown, the majority of visitors arrived in Louisville by personal car.

Six in ten (61.2%) of Louisville visitors arrived at the destination by personal car, followed distantly by one in five (20.4%) who arrived by airplane. Day trippers (86.4%) were significantly more likely than overnight visitors (54.0%) to have arrived by personal car, while conversely overnight visitors were the most likely to have arrived by airplane (25.9%) compared to the other segments.

Arrival Transportation Method



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Personal car/ vehicle	61.2%	54.0%	86.4%	71.2%
Airplane	20.4%	25.9%	1.4%	13.9%
Rental car/ vehicle	15.0%	17.6%	5.8%	13.7%
Bus	6.7%	8.3%	1.1%	4.4%
RV/ Camper van	5.4%	7.0%	0.0%	3.8%
Motorcycle	3.7%	4.8%	0.0%	2.8%
Other	3.1%	2.5%	5.3%	2.3%
Base	**1820**	**1744**	**75**	**386**

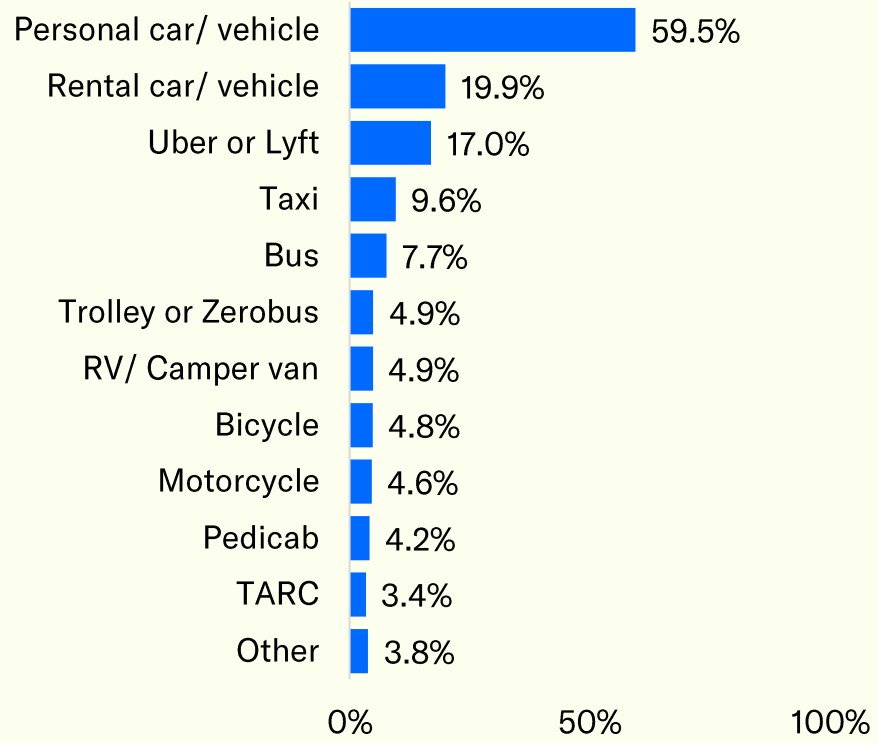
Question: Which type of transportation did you use to arrive and depart Louisville?

Base: Total respondents.

Personal vehicles were the predominant in-market transportation method used by most visitors to Louisville.

A similar share of visitors also traveled within Louisville using their personal car (59.5%), while one in five (19.9%) utilized a rental car and slightly fewer used Uber or Lyft (17.0%) in-market. Both rental car (24.0%) and Uber or Lyft (21.1%) usage was highest among overnight visitors, while a large majority of day trippers (85.4%) and VFR (72.3%) used their personal cars to travel within the destination.

In-Market Transportation Method(s)



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Personal car/ vehicle	59.5%	52.1%	85.4%	72.3%
Rental car/ vehicle	19.9%	24.0%	5.8%	17.0%
Uber or Lyft	17.0%	21.1%	2.5%	12.3%
Taxi	9.6%	12.4%	0.0%	3.5%
Bus	7.7%	9.5%	1.1%	4.5%
Trolley or Zerobus	4.9%	6.3%	0.0%	3.9%
RV/ Camper van	4.9%	6.3%	0.0%	2.3%
Bicycle	4.8%	6.2%	0.0%	3.9%
Motorcycle	4.6%	6.0%	0.0%	2.5%
Pedicab	4.2%	5.3%	0.0%	1.7%
TARC	3.4%	4.4%	0.0%	2.1%
Other	3.8%	3.4%	5.3%	2.8%
Base	**1820**	**1744**	**75**	**386**

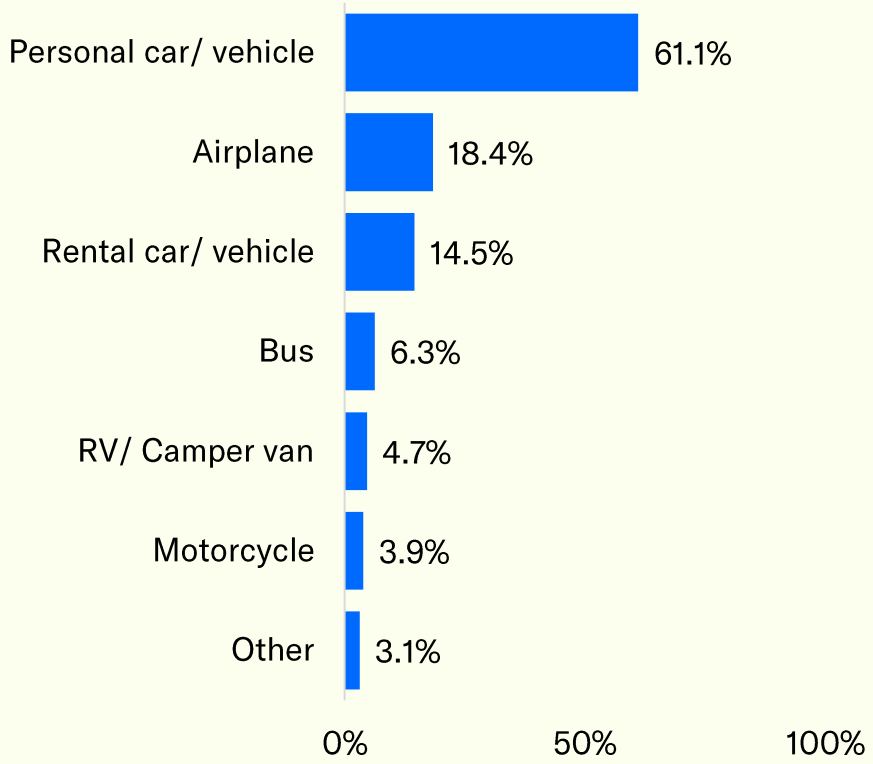
Question: Which type of transportation did you use to arrive and depart Louisville?

Base: Total respondents.

The breakdown of departure transportation methods closely align with that of arrival transportation methods.

Reflecting their arrival transportation method, six in ten (61.1%) Louisville visitors left the destination by personal car. Just under one in five (18.4%) departed from Louisville by airplane. Overnight visitors were much more likely to have left by airplane (23.0%), while day trippers (86.4%) and VFR (72.0%) were much more likely to have left by personal car.

Departure Transportation Method



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Personal car/ vehicle	61.1%	53.8%	86.4%	72.0%
Airplane	18.4%	23.0%	2.5%	12.0%
Rental car/ vehicle	14.5%	17.3%	4.7%	12.7%
Bus	6.3%	7.8%	1.1%	4.1%
RV/ Camper van	4.7%	6.0%	0.0%	1.7%
Motorcycle	3.9%	5.0%	0.0%	2.2%
Other	3.1%	2.5%	5.3%	1.8%
Base	**1820**	**1744**	**75**	**386**

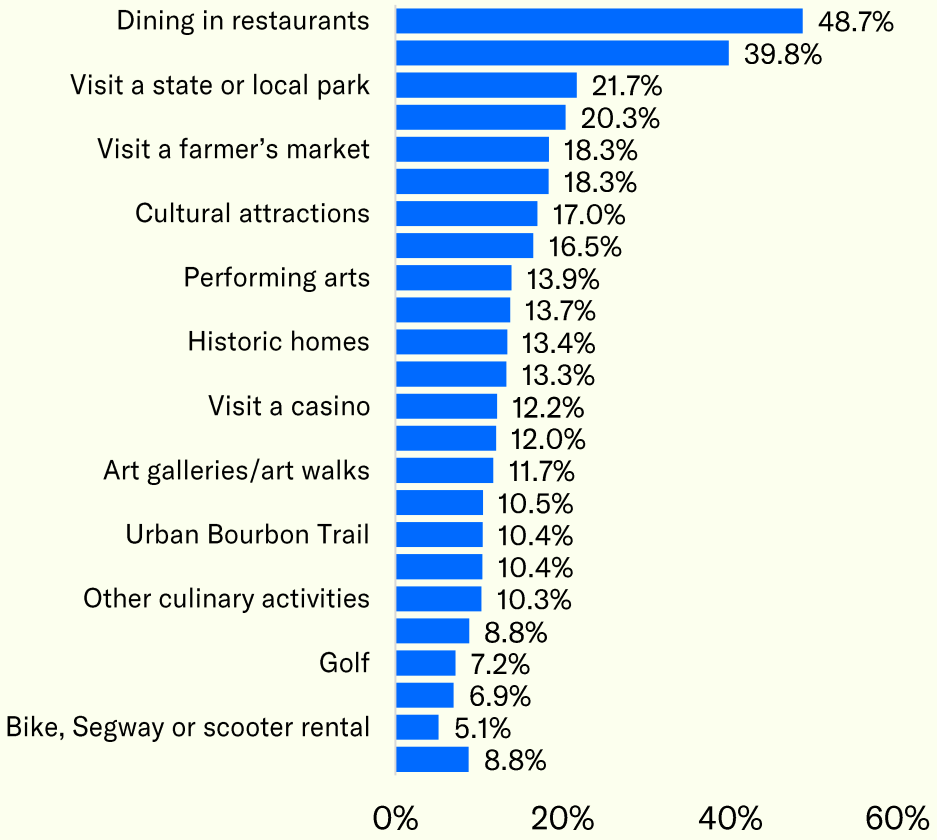
Question: Which type of transportation did you use to arrive and depart Louisville?

Base: Total respondents.

Dining, shopping, and parks were top activities for Louisville visitors.

The top activities that Louisville visitors surveyed participated in on their most recent trip to Louisville were dining in restaurants (48.7%), followed by shopping (39.8%). Visiting a state or local park (21.7%), museums (20.3%), a farmer's market (18.3%), and/or bourbon tasting (18.3%) were the other top activities that these visitors engaged with. Notably, day trippers were much less likely to have participated in any of these activities (29.0%), while overnight visitors were generally more likely to have engaged with any.

Activities Participated In



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Dining in restaurants	48.7%	53.6%	31.7%	52.4%
Shopping	39.8%	45.1%	21.5%	42.1%
Visit a state or local park	21.7%	26.7%	4.3%	23.0%
Museums	20.3%	23.0%	11.0%	15.6%
Visit a farmer's market	18.3%	22.9%	2.5%	22.6%
Bourbon tasting	18.3%	21.2%	8.1%	16.2%
Cultural attractions	17.0%	21.4%	1.6%	13.8%
Distillery tour	16.5%	18.5%	9.7%	14.0%
Performing arts	13.9%	16.2%	5.9%	8.8%
Hiking	13.7%	17.6%	0.0%	13.7%
Historic homes	13.4%	16.9%	1.1%	11.4%
Other festival or special event	13.3%	13.4%	12.8%	10.6%
Visit a casino	12.2%	15.3%	1.1%	11.8%
Sporting event	12.0%	14.2%	4.3%	7.7%
Art galleries/art walks	11.7%	14.4%	2.5%	11.1%
Take a river cruise	10.5%	12.6%	3.0%	8.5%
Urban Bourbon Trail	10.4%	12.9%	1.7%	5.5%
Spa visit or treatment	10.4%	12.9%	1.6%	7.0%
Other culinary activities	10.3%	11.6%	5.8%	9.8%
Guided tours	8.8%	9.8%	5.5%	5.8%
Golf	7.2%	9.3%	0.0%	4.7%
Biking	6.9%	8.5%	1.4%	6.6%
Bike, Segway or scooter rental	5.1%	6.6%	0.0%	3.3%
None of these	8.8%	2.9%	29.0%	10.5%
Base	**1820**	**1744**	**75**	**386**

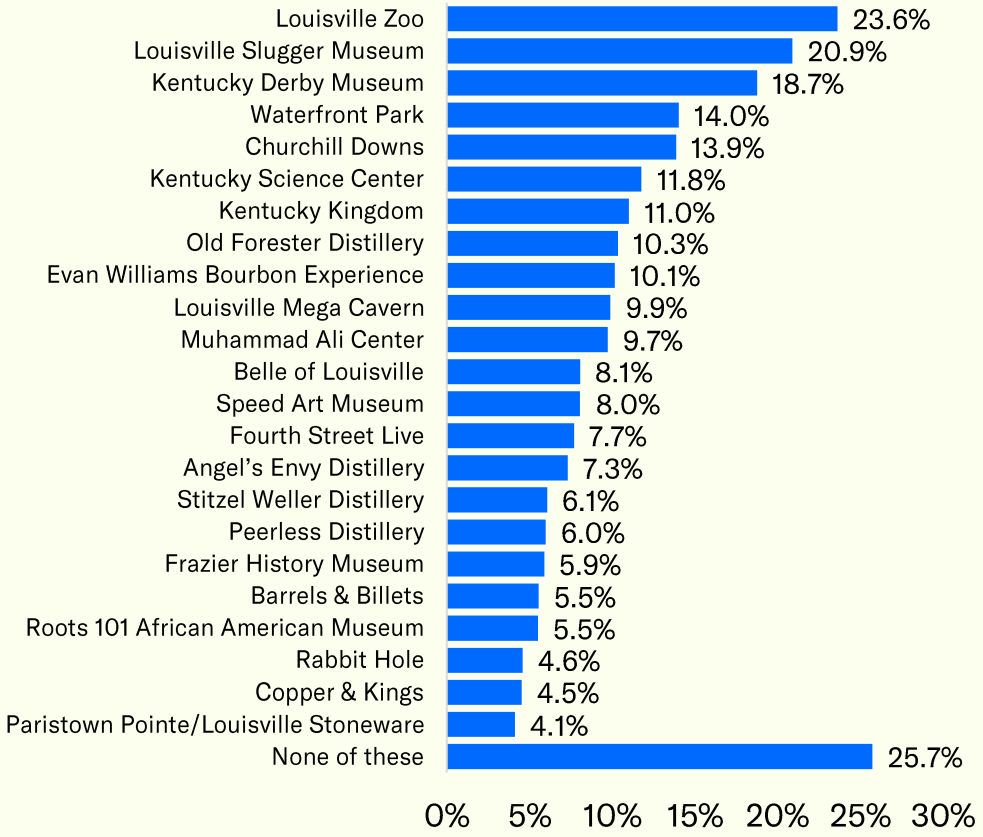
Question: Which, if any, of the following activities did you, or members of your travel party, participate in during your most recent visit to Louisville? Select all that apply.

Base: Total respondents.

The Louisville Zoo and the Slugger and Derby museums topped the list of attractions visited.

The top Louisville attractions visited were the Louisville Zoo (23.6%), the Louisville Slugger Museum (20.9%), and the Kentucky Derby Museum (18.7%). One in four (25.7%) Louisville visitors surveyed did not visit any of the attractions listed. As with activities participated in, overnight visitors were more likely to have visited any of the attractions, while a small majority of day trippers (52.7%) and more than one in three VFR (34.9%) did not visit any of these attractions.

Attractions Visited



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Louisville Zoo	23.6%	27.0%	11.7%	20.6%
Louisville Slugger Museum	20.9%	20.3%	23.0%	17.4%
Kentucky Derby Museum	18.7%	24.1%	0.0%	18.6%
Waterfront Park	14.0%	17.4%	2.2%	13.4%
Churchill Downs	13.9%	16.3%	5.2%	16.9%
Kentucky Science Center	11.8%	14.4%	2.5%	10.0%
Kentucky Kingdom	11.0%	13.4%	2.6%	7.8%
Old Forester Distillery	10.3%	13.0%	1.1%	7.2%
Evan Williams Bourbon Experience	10.1%	12.3%	2.8%	8.4%
Louisville Mega Cavern	9.9%	12.3%	1.6%	8.4%
Muhammad Ali Center	9.7%	11.8%	2.6%	8.0%
Belle of Louisville	8.1%	9.6%	2.7%	3.7%
Speed Art Museum	8.0%	9.6%	2.6%	4.5%
Fourth Street Live	7.7%	9.3%	2.2%	5.9%
Angel's Envy Distillery	7.3%	9.4%	0.0%	4.8%
Stitzel Weller Distillery	6.1%	7.8%	0.0%	3.9%
Peerless Distillery	6.0%	7.7%	0.0%	2.7%
Frazier History Museum	5.9%	7.6%	0.0%	2.7%
Barrels & Billets	5.5%	7.1%	0.0%	4.4%
Roots 101 African American Museum	5.5%	7.1%	0.0%	3.8%
Rabbit Hole	4.6%	5.9%	0.0%	2.7%
Copper & Kings	4.5%	5.8%	0.0%	3.5%
Paristown Pointe/Louisville Stoneware	4.1%	5.3%	0.0%	1.2%
None of these	25.7%	17.9%	52.7%	34.9%
Base	**1820**	**1744**	**75**	**386**

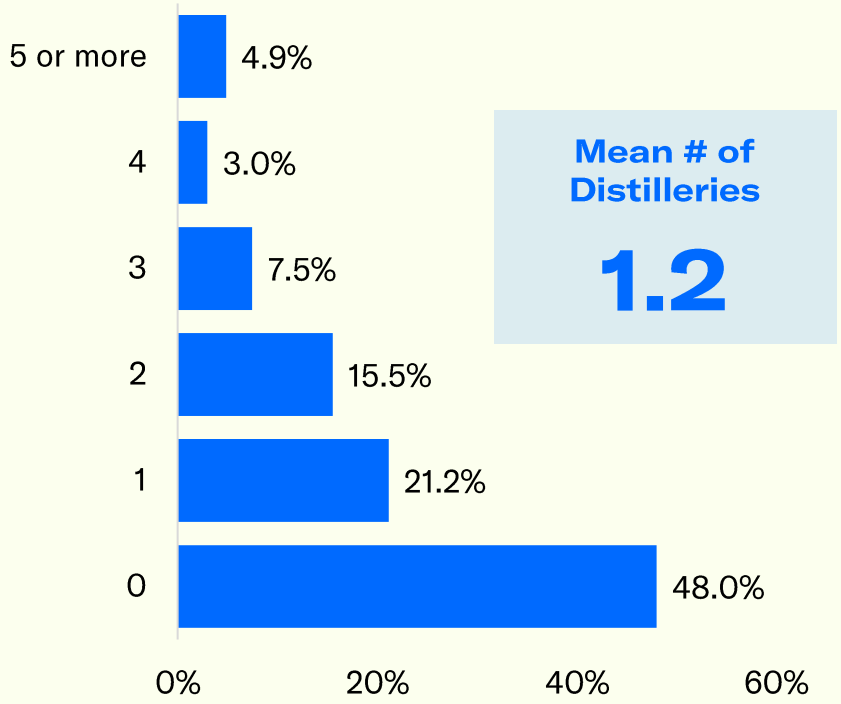
Question: Which, if any, of the following attractions did you, or members of your travel party, visit during your most recent visit to Louisville? Select all that apply.

Base: Total respondents.

Just over half of Louisville visitors went to a Louisville-based distillery on their most recent trip.

More than half (52.0%) of Louisville visitors surveyed patronized a Louisville distillery on their most recent trip, with a mean of 1.2 distilleries visited among total respondents. Overnight visitors had the highest mean of distilleries visited (1.4), while day trippers had the lowest mean (0.1 distilleries visited). In fact, the majority of both day trippers (85.3%) and VFR (56.1%) did not visit any distilleries on their trip to Louisville. Conversely, the majority (72.7%) of overnight visitors went to at least one distillery.

Louisville Distilleries Visited – Total Respondents



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
5 or more	4.9%	6.3%	0.0%	0.9%
4	3.0%	3.8%	0.0%	2.6%
3	7.5%	9.6%	0.0%	3.9%
2	15.5%	20.0%	0.0%	12.3%
1	21.2%	23.0%	14.7%	24.2%
0 (none)	48.0%	37.3%	85.3%	56.1%
Mean	**1.2**	**1.4**	**0.1**	**0.8**
Base	**1819**	**1743**	**75**	**386**

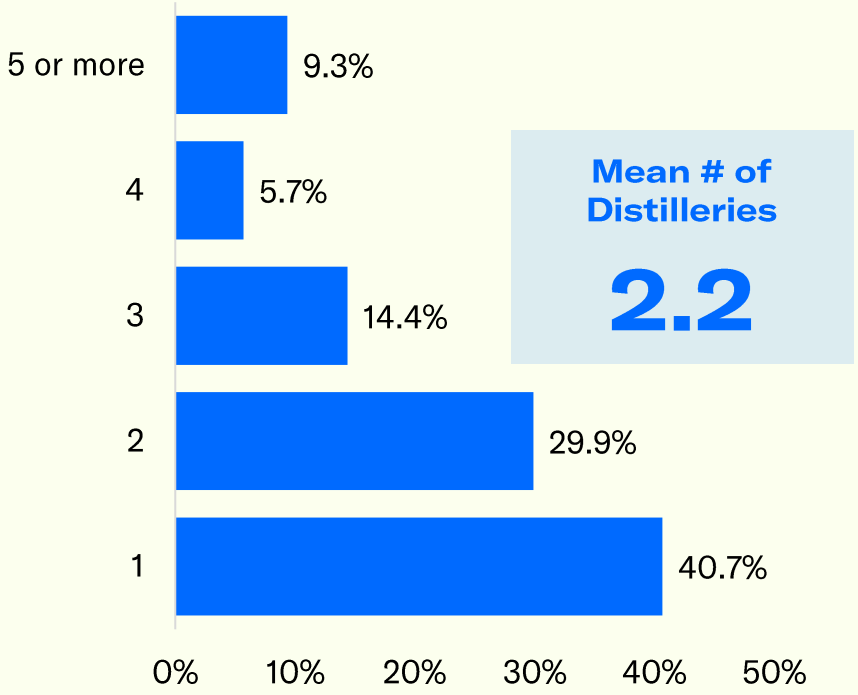
Question: How many, if any, Louisville-based distilleries did you visit on your most recent visit to Louisville?

Base: Total respondents.

Six in ten Louisville distillery visitors went to at least two or more distilleries on their most recent trip.

Among Louisville visitors who did visit at least one distillery, they had a mean of 2.2 distilleries visited. In fact, six in ten (59.3%) visited two or more on their most recent trip to Louisville. Overnight visitors were much more likely to have visited two or more distilleries (63.3%, mean of 2.3) compared to VFR (44.8%, mean of 1.7), however only a small sample of day trippers fell into the category of distillery visitors.

Louisville Distilleries Visited – Distillery Visitors



By Segment

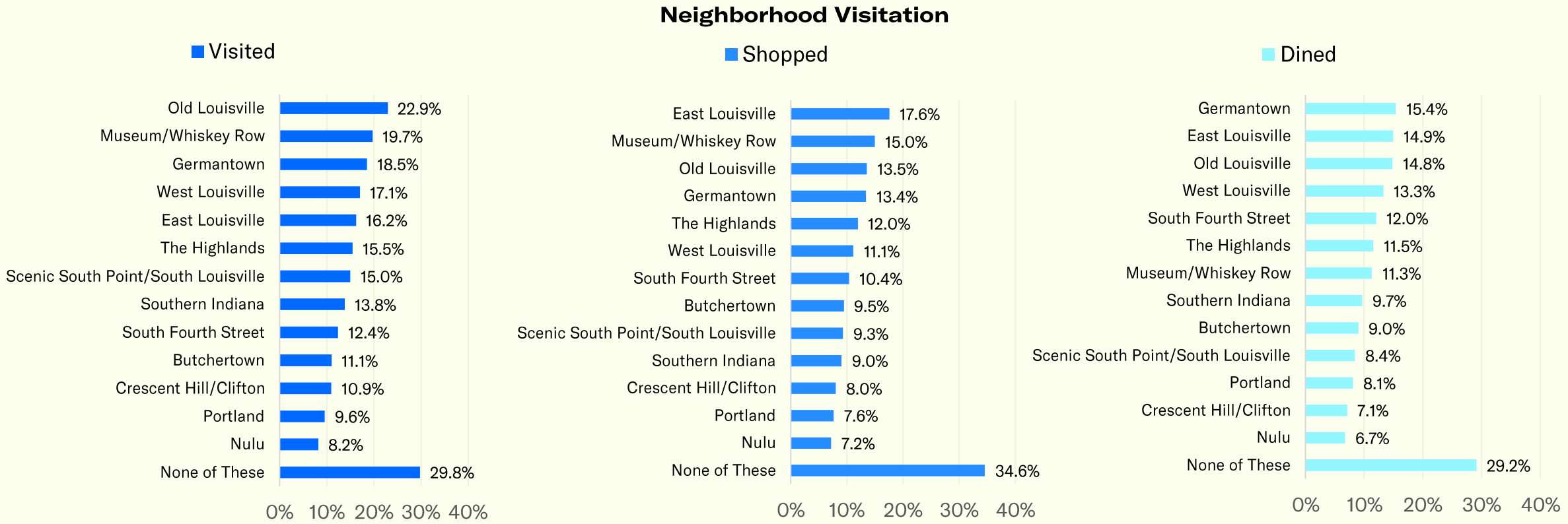
	Total	Overnight Visitors	Day Trippers	VFR
5 or more	9.3%	10.0%	0.0%	2.1%
4	5.7%	6.1%	0.0%	5.8%
3	14.4%	15.3%	0.0%	8.8%
2	29.9%	31.9%	0.0%	28.1%
1	40.7%	36.7%	100.0%	55.2%
Mean	**2.2**	**2.3**	**1.0**	**1.7**
Base	**1120**	**1110**	**10**	**199**

Question: How many, if any, Louisville-based distilleries did you visit on your most recent visit to Louisville?

Base: Respondents who visited at least one distillery on their most recent trip to Louisville.

Old Louisville, Germantown, East Louisville, and Museum/Whiskey Row were generally the most popular neighborhoods for Louisville visitors.

Louisville neighborhood visitation tended to slightly vary depending on the type of activity. While Old Louisville was the top-visited neighborhood (22.9%) among total visitors, East Louisville (17.6%) followed by Museum/Whiskey Row (15.0%) were the top neighborhoods for shopping, and Germantown (15.4%) overtook East Louisville (14.9%) as the top neighborhood for dining.



Question: Did you visit, shop, and/or dine in any of these Louisville neighborhoods on your most recent trip to the destination?
Base: Total respondents (1820 completed surveys).

Old Louisville was the most-visited neighborhood for overnight visitors and VFR, but visitation was significantly lower for day trippers.

Neighborhoods Visited By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Old Louisville	22.9%	28.2%	4.8%	23.7%
Museum/Whiskey Row	19.7%	24.3%	3.9%	15.1%
Germantown	18.5%	21.8%	7.2%	13.9%
West Louisville	17.1%	21.5%	1.4%	15.3%
East Louisville	16.2%	19.5%	4.8%	15.7%
The Highlands	15.5%	19.2%	2.5%	14.9%
Scenic South Point/South Louisville	15.0%	18.3%	3.6%	14.5%
Southern Indiana	13.8%	15.9%	6.5%	11.3%
South Fourth Street	12.4%	15.0%	3.3%	8.1%
Butchertown	11.1%	13.9%	1.1%	8.1%
Crescent Hill/Clifton	10.9%	13.3%	2.6%	5.3%
Portland	9.6%	12.3%	0.0%	6.1%
Nulu	8.2%	10.6%	0.0%	6.7%
None of These	29.8%	18.3%	69.8%	36.1%
Base	**1820**	**1744**	**75**	**386**

Questions: Did you visit, shop, and/or dine in any of these Louisville neighborhoods on your most recent trip to the destination?
Base: Total respondents

Mirroring their lower propensity to have gone shopping in Louisville, three-fourths of day trippers did not shop at any Louisville neighborhood.

Neighborhoods Shopped In By Segment

	Total	Overnight Visitors	Day Trippers	VFR
East Louisville	17.6%	20.9%	5.9%	17.5%
Museum/Whiskey Row	15.0%	17.8%	5.0%	12.3%
Old Louisville	13.5%	17.0%	1.6%	12.0%
Germantown	13.4%	15.8%	5.1%	10.5%
The Highlands	12.0%	14.7%	2.5%	10.6%
West Louisville	11.1%	14.3%	0.0%	11.0%
South Fourth Street	10.4%	13.1%	1.1%	6.3%
Butchertown	9.5%	11.7%	1.6%	5.6%
Scenic South Point/South Louisville	9.3%	12.0%	0.0%	6.1%
Southern Indiana	9.0%	10.4%	4.1%	5.3%
Crescent Hill/Clifton	8.0%	9.9%	1.4%	5.1%
Portland	7.6%	9.5%	1.1%	5.4%
Nulu	7.2%	8.9%	1.1%	6.9%
None of These	34.6%	23.1%	74.4%	41.6%
Base	**1820**	**1744**	**75**	**386**

Questions: Did you visit, shop, and/or dine in any of these Louisville neighborhoods on your most recent trip to the destination?
Base: Total respondents

While Germantown was the top dining neighborhood for overnight visitors, the largest share of VFR dined in Old Louisville or East Louisville.

Neighborhoods Dined In By Segment

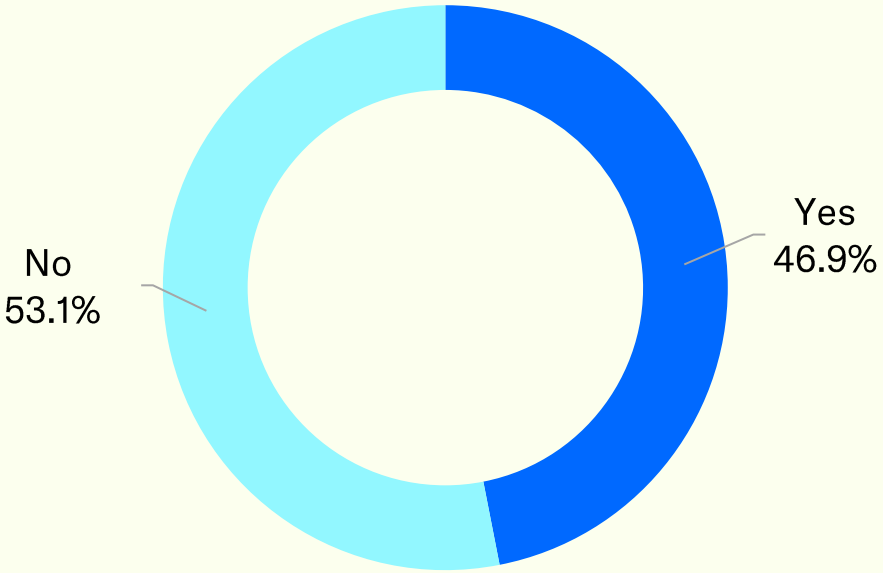
	Total	Overnight Visitors	Day Trippers	VFR
Germantown	15.4%	18.4%	4.7%	10.5%
East Louisville	14.9%	16.8%	8.5%	16.2%
Old Louisville	14.8%	18.1%	3.5%	16.3%
West Louisville	13.3%	16.8%	1.1%	12.0%
South Fourth Street	12.0%	14.2%	4.3%	8.7%
The Highlands	11.5%	14.1%	2.5%	12.2%
Museum/Whiskey Row	11.3%	14.0%	1.7%	9.3%
Southern Indiana	9.7%	10.5%	6.7%	6.7%
Butchertown	9.0%	11.6%	0.0%	7.0%
Scenic South Point/South Louisville	8.4%	10.2%	2.1%	6.4%
Portland	8.1%	10.0%	1.6%	5.7%
Crescent Hill/Clifton	7.1%	9.2%	0.0%	3.1%
Nulu	6.7%	8.1%	2.1%	5.0%
None of These	29.2%	17.8%	68.5%	32.2%
Base	**1820**	**1744**	**75**	**386**

Questions: Did you visit, shop, and/or dine in any of these Louisville neighborhoods on your most recent trip to the destination?
Base: Total respondents

Most Louisville visitors did not venture into Southern Indiana on their most recent visit.

Fewer than half (46.9%) of Louisville visitors surveyed visited a nearby Southern Indiana community on their most recent trip to Louisville. Overnight visitors (56.1%) were much more likely than other segments to have done so compared to day trippers (15.1%) or VFR (37.7%)

Southern Indiana Communities Visited



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Yes	46.9%	56.1%	15.1%	37.7%
No	53.1%	43.9%	84.9%	62.3%
Base	1820	1744	75	386

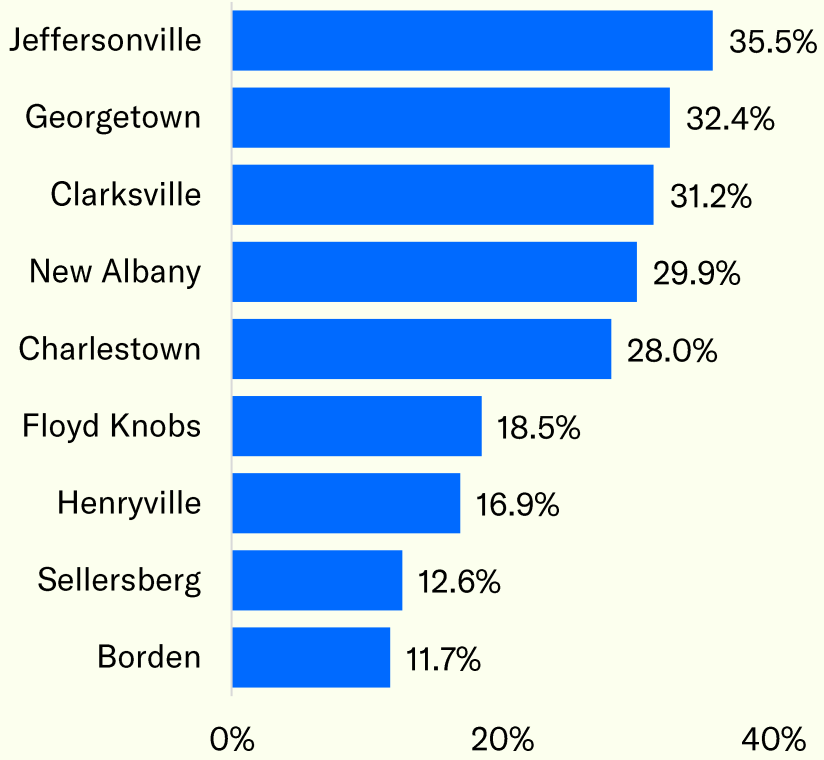
Question: Did you visit any of the following nearby communities in Southern Indiana?

Base: Total respondents.

For those who did visit Southern Indiana, they were most likely to have gone to Jeffersonville, Georgetown, or Clarksville.

Among those Louisville visitors who did go to one of the listed nearby Southern Indiana communities, the largest share said they visited Jeffersonville (35.5%), followed by Georgetown (32.4%) and Clarksville (31.2%). Over one in four said they visited New Albany (29.9%) and/or Charlestown (28.0%).

Southern Indiana Communities Visited



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Jeffersonville	35.5%	35.6%	34.0%	38.7%
Georgetown	32.4%	34.9%	0.0%	30.3%
Clarksville	31.2%	31.3%	29.5%	33.6%
New Albany	29.9%	29.0%	42.2%	25.8%
Charlestown	28.0%	28.6%	20.6%	24.1%
Floyd Knobs	18.5%	19.9%	0.0%	13.2%
Henryville	16.9%	17.3%	11.0%	12.6%
Sellersberg	12.6%	13.6%	0.0%	6.9%
Borden	11.7%	12.6%	0.0%	8.9%
Base	**1018**	**1007**	**11**	**194**

Question: Did you visit any of the following nearby communities in Southern Indiana?

Base: Respondents who visited any Southern Indiana communities.

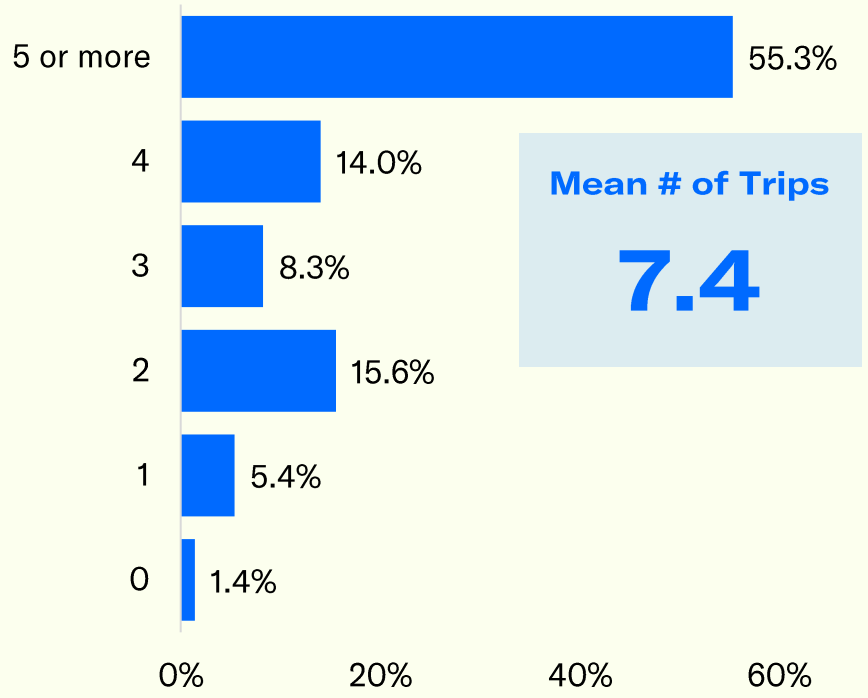
Detailed Findings: General Travel Behavior & Motivations

Louisville visitors have a mean of 7.4 leisure trips planned for the next two years.

Louisville visitors have a sizable number of leisure trips planned for the next two years, with a mean of 7.4 leisure trips. In fact, more than half (55.3%) have 5 or more leisure trips planned for the near term. Among all segments, the majority have 5 or more trips planned already, though VFR had a slightly slower mean (6.7 trips) compared to overnight visitors (7.5 trips) or day trippers (7.2 trips).

Number of Planned Leisure Trips

Next Two Years



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
5 or more	55.3%	55.9%	53.3%	51.1%
4	14.0%	14.2%	13.2%	14.8%
3	8.3%	8.6%	6.9%	6.7%
2	15.6%	15.5%	15.8%	18.6%
1	5.4%	4.7%	7.9%	6.3%
0 (none)	1.4%	1.0%	2.8%	2.5%
Mean	**7.4**	**7.5**	**7.2**	**6.7**
Base	**1817**	**1741**	**75**	**386**

Question: In the next two (2) years, how many overnight leisure trips do you PLAN TO TAKE?

Base: Total respondents.

Quality time, new or unique experiences, and good value on trips are core elements of how Louisville visitors describe themselves as travelers.

Louisville visitors were most likely to say they like to get for good value while traveling (86.9%), enjoy for trying new things (84.8%), and/or value quality time with loved ones when traveling (84.3%). Also of note, eight in ten (80.7%) seek unique local experiences when they travel. On the other hand, just under half say they always share their travels on social media (49.8%) and/or that they prioritize visiting places with strong sustainability initiatives (47.0%).

Travel-Related Self-Perceptions

% Selected "4" or "5 Describes Me Perfectly"

Question: Using the scale below, how well do each of the following statements describe you as it relates to travel?

Base: Total respondents (1820 completed surveys).

All three segments share the same top three travel-related self-perceptions around good value for money, trying new things, and quality time with loved ones.

Travel-Related Self-Perceptions

	Total	Overnight Visitors	Day Trippers	VFR
I like to get good value for my money when traveling	86.9%	86.5%	88.3%	90.4%
I enjoy trying new things, such as foods, experiences, and activities	84.8%	85.4%	82.6%	84.3%
Spending time with my family and making memories with them is important to why I travel	84.3%	83.6%	86.9%	86.4%
When I travel, I seek out unique local experiences that you can't get anywhere else	80.7%	82.0%	76.2%	79.8%
I enjoy being outside and connecting with nature motivates me to travel	75.1%	77.4%	67.1%	72.8%
I travel to open my mind to new cultures and experiences	73.1%	76.2%	62.5%	71.0%
I make an effort to support small businesses when I travel	68.7%	73.5%	52.2%	65.2%
When I travel, I seek out learning opportunities for myself and my family	65.7%	70.5%	49.2%	59.6%
I like to travel off the beaten path	65.6%	67.8%	57.5%	60.4%
I prefer active time to down time on vacation	60.3%	64.8%	44.4%	55.8%
I travel to splurge on myself	57.6%	62.0%	42.4%	54.5%
I prioritize visiting places that are known for their dining and culinary scene	56.7%	62.7%	35.7%	53.5%
I research the cultural and ethnic diversity of a destination before I visit	52.4%	59.8%	26.8%	45.9%
I make an effort to support minority-owned businesses when I travel	50.3%	56.8%	27.6%	44.6%
I always share my travels on social media	49.8%	54.3%	33.9%	41.8%
I prioritize visiting places with strong sustainability initiatives	47.0%	53.6%	23.9%	42.1%
Base	**1820**	**1744**	**75**	**386**

Question: Using the scale below, how well do each of the following statements describe you as it relates to travel?

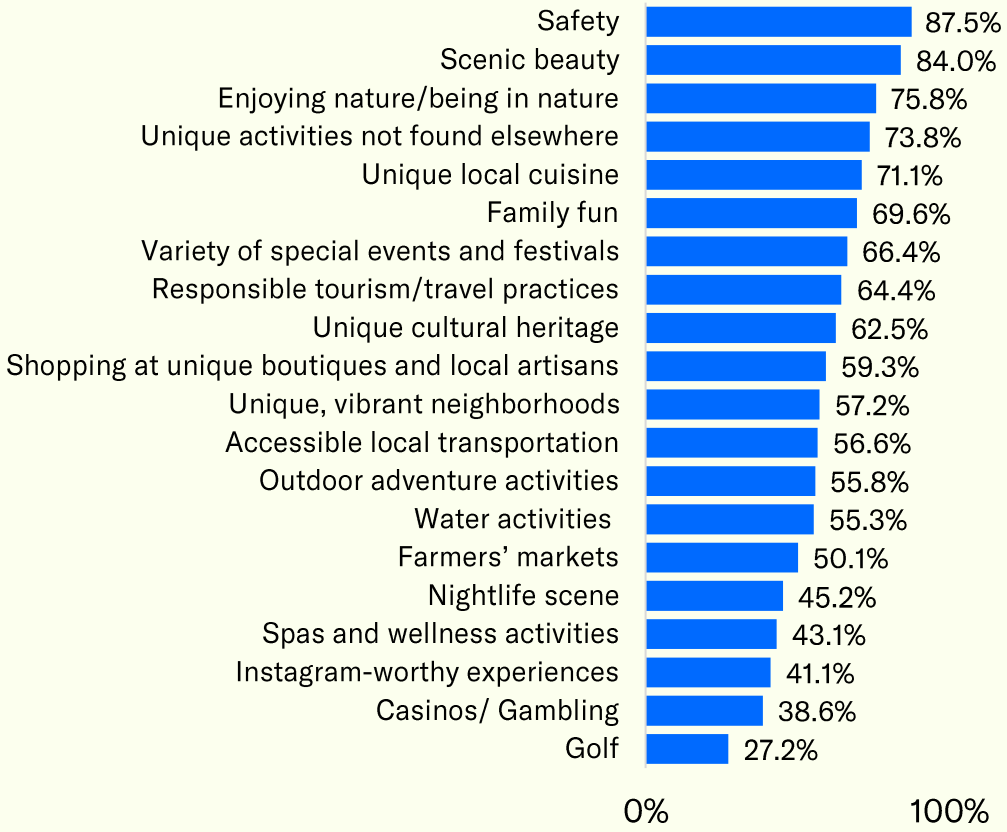
Base: Total respondents.

Safety is the topmost important attribute for Louisville visitors when considering a destination to visit for vacation.

A large majority of Louisville visitors said that safety (87.5%) and/or scenic beauty (84.0%) are important to them when choosing a vacation destination, followed by about more than seven in ten who said enjoying nature (75.8%), unique activities not found elsewhere (73.8%), and/or unique local cuisine (71.1%). These five destination attributes were at the top of the list for all segments.

Importance of Destination Attributes

% Selected "Important" or "Very Important"



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Safety	87.5%	86.5%	91.0%	89.1%
Scenic beauty	84.0%	84.4%	82.6%	80.5%
Enjoying nature/being in nature	75.8%	76.3%	74.3%	70.7%
Unique activities not found elsewhere	73.8%	75.4%	68.3%	68.4%
Unique local cuisine	71.1%	73.6%	62.5%	72.3%
Family fun	69.6%	72.4%	59.8%	69.3%
Variety of special events and festivals	66.4%	71.2%	49.5%	63.8%
Responsible tourism/travel practices	64.4%	68.8%	49.0%	57.8%
Unique cultural heritage	62.5%	68.6%	41.4%	58.9%
Shopping at unique boutiques and local artisans	59.3%	65.7%	37.3%	56.3%
Unique, vibrant neighborhoods	57.2%	63.0%	37.3%	54.7%
Accessible local transportation	56.6%	64.0%	30.7%	51.9%
Outdoor adventure activities	55.8%	61.7%	35.5%	50.5%
Water activities	55.3%	61.8%	32.7%	51.4%
Farmers' markets	50.1%	57.0%	26.4%	50.6%
Nightlife scene	45.2%	51.6%	22.8%	38.5%
Spas and wellness activities	43.1%	50.3%	18.1%	38.0%
Instagram-worthy experiences	41.1%	47.2%	19.7%	34.4%
Casinos/ Gambling	38.6%	44.2%	19.0%	32.7%
Golf	27.2%	33.6%	5.0%	22.6%
Base	**1820**	**1744**	**75**	**386**

Question: How important are each of the following to you when selecting a destination for vacation?

Base: Total respondents.

Detailed Findings: Opinions of Louisville

More than seven in ten visitors agreed that Louisville is convenient, affordable, has good dining experiences, and is welcoming.

Roughly three-fourths of Louisville visitors surveyed agreed that the city is a convenient destination (77.5%), is affordable for a trip or vacation (74.4%), and/or has good food/restaurants that they want to experience (73.6%). The majority also agree that the destination is welcoming (70.6%), has an exhilarating environment and activities (65.6%), is a desirable vacation destination (60.8%), and/or has a desirable natural landscape (59.6%), however only a minority agreed that it is a unique destination (45.9%).

Louisville Brand Perceptions

% Selected "4" or "5 Completely Agree"

Question: When thinking about Louisville, how much do you agree or disagree with the following statements?

Base: Total respondents (1820 completed surveys).

Generally, agreement with these Louisville brand perceptions is higher among overnight visitors compared to day trippers and, to a lesser degree, VFR.

Louisville Brand Perceptions by Segment

	Total	Overnight Visitors	Day Trippers	VFR
Louisville is a convenient destination	77.5%	79.0%	72.0%	76.5%
Louisville is a place that is an affordable destination for a trip/vacation	74.4%	77.5%	64.0%	74.7%
Louisville has good food/restaurants that I want to experience	73.6%	78.3%	57.3%	72.7%
Louisville is a place that is welcoming/inclusive for travelers	70.6%	74.8%	56.2%	67.6%
Louisville is a place that offers an exhilarating environment and activities	65.6%	70.7%	47.8%	62.0%
Louisville is a place that I want to take a vacation to	60.8%	69.4%	30.7%	58.4%
Louisville has a natural landscape that I want to experience	59.6%	67.4%	32.6%	57.1%
Louisville is like nothing I have seen or experienced before	45.9%	54.1%	17.0%	39.2%
Base	**1820**	**1744**	**75**	**386**

Question: When thinking about Louisville, how much do you agree or disagree with the following statements?
Base: Total respondents (1820 completed surveys).

I love how unexpected it was, more fun than I anticipated and very cool historical sites.

I loved the vibe of the town; it was bright and happy.

I like how walkable the riverfront is. I like the different museums and the amount of history there.

The atmosphere is #1. Love the city, and its historic feel. The scenery is wonderful too.

The weather - where I live it is very cold in the winter. I have visited Louisville during the winter, and it is great. A lot of different interesting places to visit and see.

It is a fun town with lots going on at all types of hours, day and night. You can meet a lot of people.

Some of the traffic downtown gets a little unbearable. Also, there's a few parts the average person does not want to wander into, day or night.

That it's busy lots of traffic and not quiet or ever just peaceful.

The traffic congestion in Louisville can be quite frustrating, especially during peak hours.

A little disappointed in how unsafe some areas feel. That has changed a lot.

Downtown did not always feel safe, due to the high level of homelessness.

I wish it felt safer.

The top drivers of visitation to Louisville were friends and family, dining options, and area attractions.

More than three in ten Louisville visitors said that friends or family in the area (35.3%), restaurants and cuisine (31.8%), and area attractions (30.3%) were important to their decision to take this most recent trip to Louisville. Among the segments, VFR (74.1%) were much more likely to say that friends or family were a key driver, while overnight visitors were significantly more likely to rank Louisville's historical attributes (25.9%) and/or good hotel rates (25.1%) as an important factor.

Key Factors to Decision to Visit Louisville

By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Friends or family in the area	35.3%	38.4%	24.5%	74.1%
Restaurants and cuisine	31.8%	36.7%	14.6%	28.3%
Area attractions	30.3%	34.0%	17.6%	24.8%
Louisville is family-friendly	25.5%	29.3%	12.4%	26.6%
Weather	25.2%	26.6%	20.3%	22.7%
Overall ambiance and atmosphere	24.4%	29.9%	5.3%	20.4%
Scenic beauty	23.9%	28.4%	8.5%	22.0%
Historical attributes	21.7%	25.9%	7.2%	18.6%
Special event(s) and/or festival(s)	21.0%	22.8%	14.8%	14.8%
Shopping opportunities	20.4%	22.6%	12.8%	20.3%
Good hotel rate	20.2%	25.1%	2.9%	12.5%
Specific attraction(s)	19.8%	19.5%	21.1%	10.9%
Bourbon Country	16.5%	19.1%	7.1%	12.6%
Museums	15.6%	17.2%	10.1%	12.4%
Culturally diverse experiences/offerings	15.4%	18.0%	6.5%	9.5%
Social and ethnic diversity	14.4%	17.7%	2.7%	9.7%
Theatre or the arts	10.7%	12.8%	3.3%	5.5%
Good deal on airfare	9.0%	11.6%	0.0%	6.9%
Lifelong desire to visit Louisville	8.7%	11.2%	0.0%	5.0%
LGBTQ-friendly	5.1%	6.1%	1.6%	3.1%
None of these	7.6%	2.2%	25.9%	6.5%
Base	**1820**	**1744**	**75**	**386**

Question: Which of these were IMPORTANT to your decision to take your most recent trip to Louisville? Select all that apply.

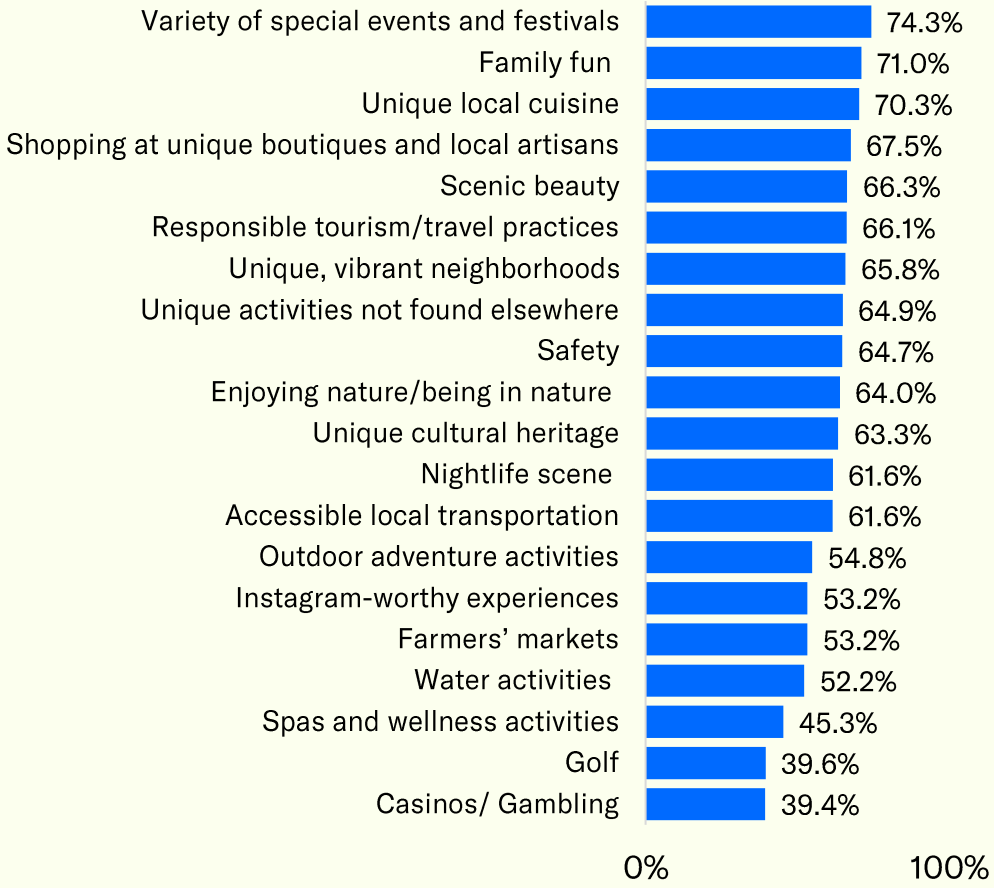
Base: Total respondents.

Visitors rate Louisville highly for a variety of special events and festivals, family fun, and unique local cuisine.

Louisville was rated highest for having a variety of special events and festivals (74.3%), family fun (71.0%), and unique local cuisine (70.3%) among visitors surveyed, indicated the city performs well on things to do that are family friendly as well as for unique cuisine, which tie back to the travel-related self-perceptions held by these visitors. Following trends seen throughout this report, day trippers tended to rate Louisville lower across all attributes compared to other segments, particularly overnight visitors.

Louisville Attribute Rating

% Good or Very Good



By Segment

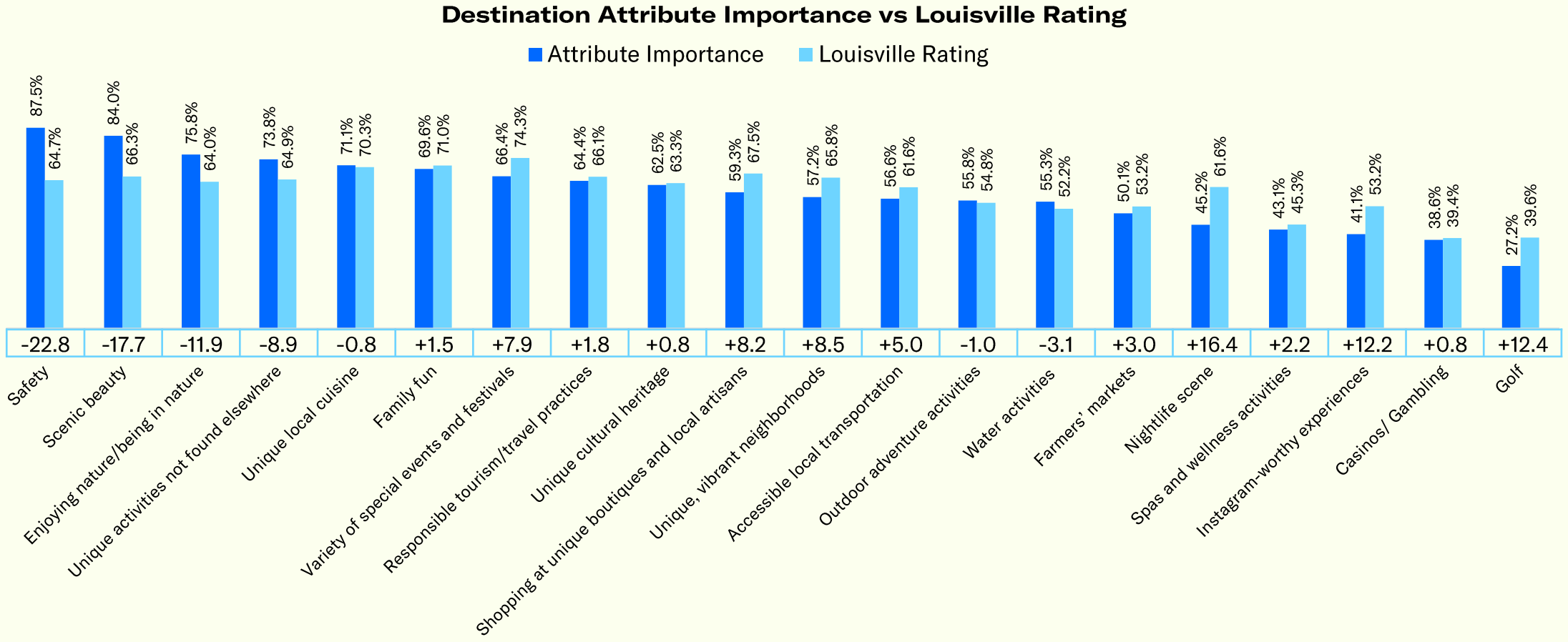
	Total	Overnight Visitors	Day Trippers	VFR
Variety of special events and festivals	74.3%	75.8%	69.0%	73.2%
Family fun	71.0%	74.7%	58.4%	72.3%
Unique local cuisine	70.3%	74.8%	54.6%	70.0%
Shopping at unique boutiques and local artisans	67.5%	72.6%	49.7%	62.8%
Scenic beauty	66.3%	73.3%	41.9%	63.8%
Responsible tourism/travel practices	66.1%	71.1%	48.6%	61.4%
Unique, vibrant neighborhoods	65.8%	72.7%	41.6%	64.4%
Unique activities not found elsewhere	64.9%	70.5%	45.1%	60.0%
Safety	64.7%	70.8%	43.4%	62.5%
Enjoying nature/being in nature	64.0%	70.6%	40.9%	61.1%
Unique cultural heritage	63.3%	70.2%	39.4%	61.3%
Nightlife scene	61.6%	68.1%	39.0%	56.6%
Accessible local transportation	61.6%	68.5%	37.1%	56.4%
Outdoor adventure activities	54.8%	62.5%	27.9%	53.1%
Instagram-worthy experiences	53.2%	60.8%	26.7%	46.4%
Farmers' markets	53.2%	59.7%	30.4%	54.2%
Water activities	52.2%	60.5%	23.0%	43.9%
Spas and wellness activities	45.3%	53.4%	17.1%	37.2%
Golf	39.6%	43.8%	24.8%	37.5%
Casinos/ Gambling	39.4%	45.3%	18.7%	35.2%
Base	**1820**	**1744**	**75**	**386**

Question: How would you rate Louisville on each of the following...?

Base: Total respondents.

There is opportunity for Louisville to improve perceptions of safety, the destination's scenic and nature offerings, as well as unique activities.

Safety was ranked highest as an important attribute (87.5%) as an important attribute for destination selection, but there is significant opportunity for Louisville to improve upon perceptions of the city's safety, as just 64.7 percent of visitors said they would rate Louisville as good or very good for that attribute, a gap of -22.8 points. There were also notable gaps between attribute importance and Louisville rating for scenic beauty (-17.8 points), enjoying nature (-11.9 points), and unique activities (-8.9%).



Questions: 1. How important are each of the following to you when selecting a destination for vacation? 2. How would you rate Louisville on each of the following...?
Base: Total respondents

The segments reflect total visitors in terms of attributes where opportunity gaps exist, though these gaps tend to be larger among day trippers.

Destination Attribute Importance vs Louisville Rating by Segment

*Attributes below are shown in order of importance to destination selection	Total	Overnight Visitors	Day Trippers	VFR
Safety	-22.8%	-15.7%	-47.6%	-26.5%
Scenic beauty	-17.7%	-11.1%	-40.7%	-16.8%
Enjoying nature/being in nature	-11.9%	-5.8%	-33.4%	-9.6%
Unique activities not found elsewhere	-8.9%	-4.8%	-23.2%	-8.5%
Unique local cuisine	-0.8%	+1.3%	-7.9%	-2.3%
Family fun	+1.5%	+2.3%	-1.4%	+3.0%
Variety of special events and festivals	+7.9%	+4.6%	+19.6%	+9.4%
Responsible tourism/travel practices	+1.8%	+2.3%	-0.4%	+3.5%
Unique cultural heritage	+0.8%	+1.6%	-2.1%	+2.4%
Shopping at unique boutiques and local artisans	+8.2%	+6.9%	+12.4%	+6.4%
Unique, vibrant neighborhoods	+8.5%	+9.7%	+4.3%	+9.7%
Accessible local transportation	+5.0%	+4.5%	+6.4%	+4.5%
Outdoor adventure activities	-1.0%	+0.9%	-7.6%	+2.6%
Water activities	-3.1%	-1.3%	-9.7%	-7.6%
Farmers' markets	+3.0%	+2.7%	+4.1%	+3.6%
Nightlife scene	+16.4%	+16.5%	+16.2%	+18.1%
Spas and wellness activities	+2.2%	+3.0%	-0.9%	-0.8%
Instagram-worthy experiences	+12.2%	+13.6%	+7.0%	+12.0%
Casinos/ Gambling	+0.8%	+1.1%	-0.2%	+2.4%
Golf	+12.4%	+10.2%	+19.8%	+14.9%
Base	**1820**	**1744**	**75**	**386**

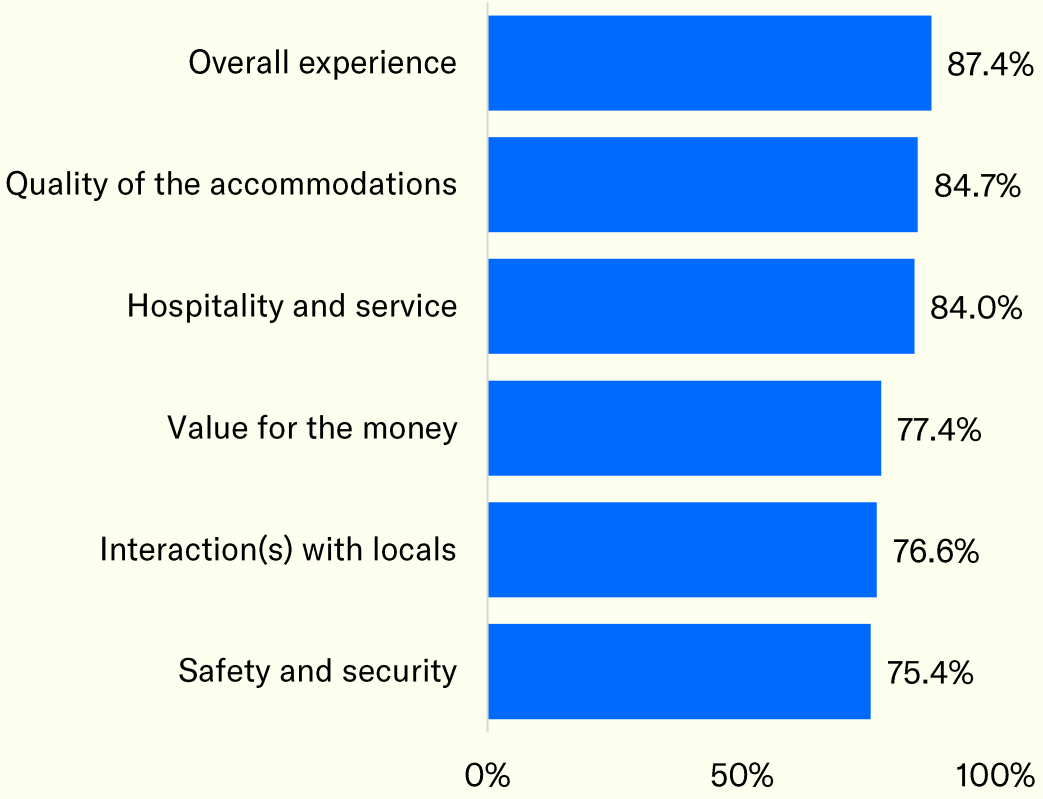
Questions: 1. How important are each of the following to you when selecting a destination for vacation? 2. How would you rate Louisville on each of the following...?
Base: Total respondents

Louisville delivers a highly satisfactory visitor experience, particularly for accommodation quality and hospitality.

Louisville visitors were largely satisfied with their last trip to Louisville, with nearly nine in ten saying they were satisfied with their overall experience (87.4%), and over eight in ten saying they were satisfied with the quality of accommodations (84.7%), and the hospitality and service (84.0%). Day trippers were significantly less likely than total visitors to be satisfied with their overall experience (76.9%) or their interactions with locals (62.7%), but nevertheless the majority were happy with all facets of their trip that were measured.

Satisfaction with Louisville Trip

% Selected "4" or "5 Extremely Satisfied"



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Overall experience	87.4%	90.4%	76.9%	89.0%
Quality of the accommodations	84.7%	84.7%	-	84.5%
Hospitality and service	84.0%	86.1%	76.8%	87.1%
Value for the money	77.4%	79.0%	72.2%	78.0%
Interaction(s) with locals	76.6%	80.6%	62.7%	78.7%
Safety and security	75.4%	77.4%	68.4%	72.2%
Base	**1820**	**1744**	**75**	**386**

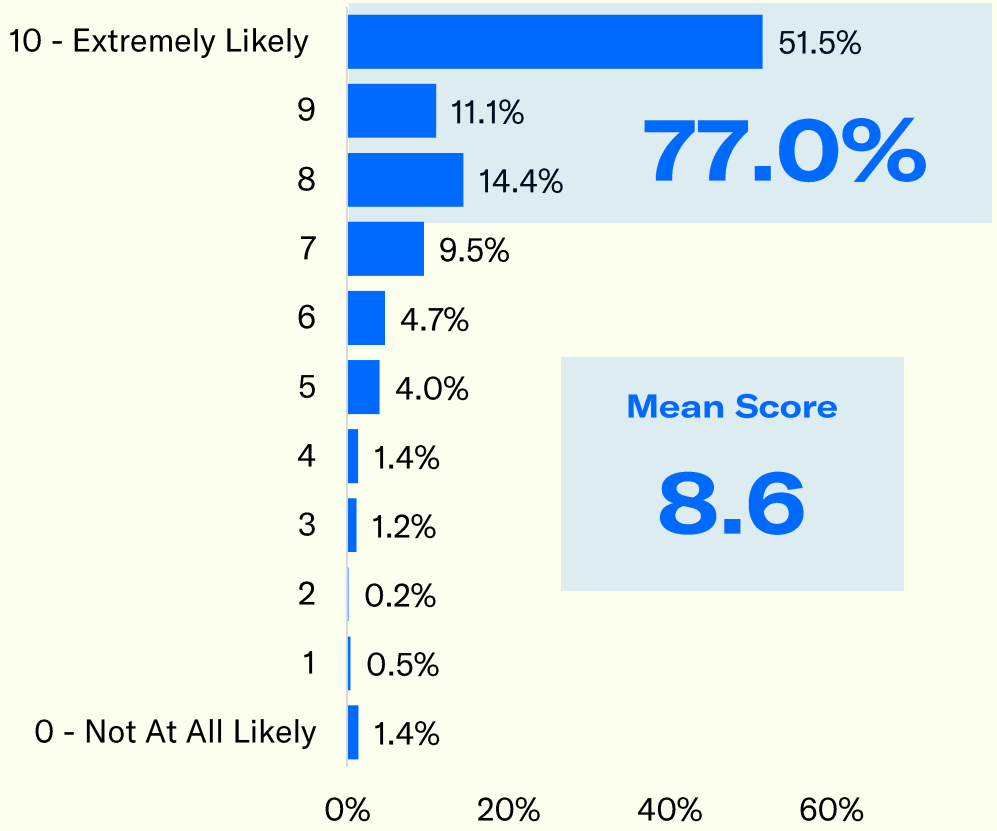
Question: How satisfied were you with the following during your most recent trip to Louisville?

Base: Total respondents.

Visitors expressed a strong likelihood to return to Louisville.

Reflecting their high satisfaction levels, the majority of Louisville visitors (77.0%) rated their likelihood to return to the destination at an 8 or higher on a 0- to 10-point scale (8.6 mean score). This likelihood was highest among VFR (83.8% rated an 8 or higher; 9.0 mean score) for the segments.

Likelihood to Return to Louisville



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Top 3 Box	77.0%	79.3%	69.2%	83.8%
10 – Extremely Likely	51.5%	52.3%	48.9%	62.5%
9	11.1%	12.2%	7.2%	9.1%
8	14.4%	14.8%	13.1%	12.1%
7	9.5%	8.7%	12.3%	8.2%
6	4.7%	4.9%	4.2%	3.7%
5	4.0%	3.4%	6.5%	0.9%
4	1.4%	1.3%	1.7%	1.3%
3	1.2%	1.1%	1.6%	1.1%
2	0.2%	0.3%	0.0%	0.4%
1	0.5%	0.2%	1.4%	0.0%
0 – Not At All Likely	1.4%	0.9%	3.2%	0.7%
Mean Score	**8.6**	**8.7**	**8.2**	**9.0**
Base	**1820**	**1744**	**75**	**386**

Question: How likely are you to return to Louisville in the future?

Base: Total respondents.

The largest shares of those unlikely to return prefer to visit other destinations after experiencing Louisville.

Among the very few visitors who said they would not be likely to return to Louisville in the future, the top reason for this rating was a preference for other destinations (46.6%), followed by a sense of having “been there, done that” (31.9%).

Reasons Unlikely to Return to Louisville

Question: You said you were not likely to return to Louisville in the future. From the list below, please select why you are unlikely to visit. Select all that apply.

Base: Respondents who scored less than a 5 on a 0- to 10-point scale for likelihood to return to Louisville (72 completed surveys)

The majority of overnight visitors and VFR who are unlikely to return cited preferring other destinations as their reason.

Reasons Unlikely to Return to Louisville by Segment

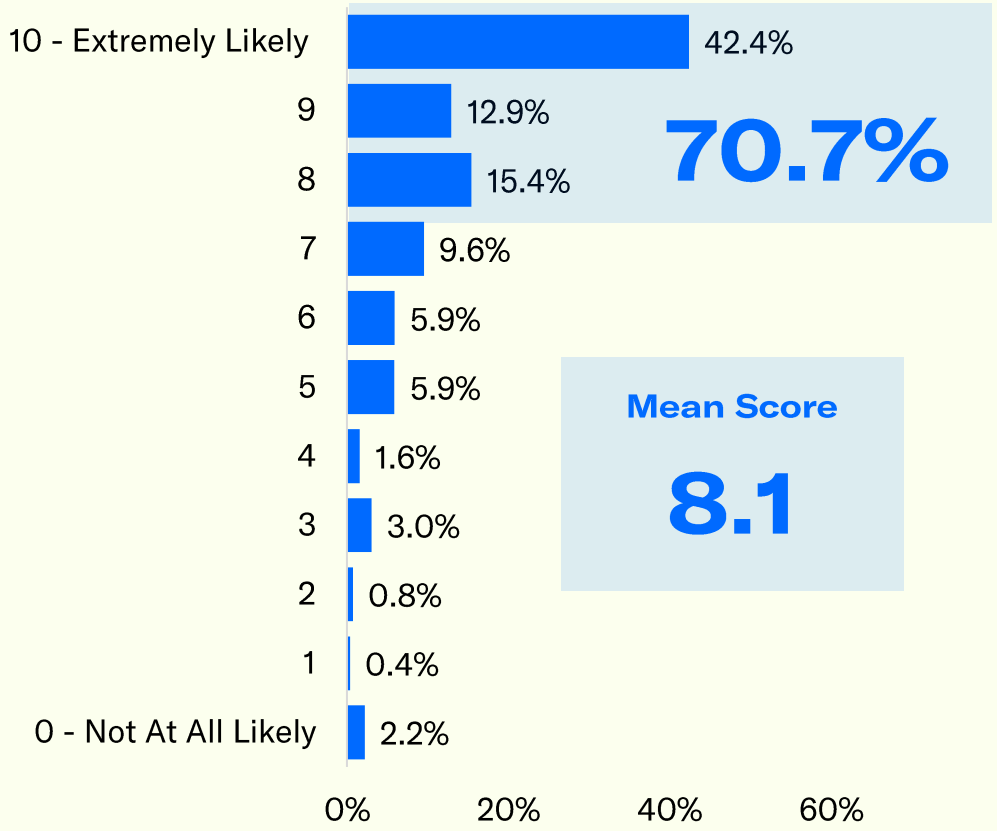
	Total	Overnight Visitors	Day Trippers	VFR
I prefer other destinations	46.6%	51.4%	38.5%	61.6%
I have been there and want to go somewhere new/different	31.9%	39.0%	19.9%	24.7%
Louisville does not interest me and/or have the activities that interest me	16.6%	15.8%	17.9%	20.6%
I have no time or not enough time to travel	13.2%	10.0%	18.6%	0.0%
I do not feel welcome in Louisville	12.5%	19.9%	0.0%	27.7%
Louisville is too far and/or too difficult to get to	10.4%	5.6%	18.6%	0.0%
I do not feel safe in Louisville	9.7%	15.4%	0.0%	10.5%
I am unfamiliar with the destination or do not know enough about it	8.3%	2.2%	18.6%	2.1%
Louisville is too expensive	5.9%	9.4%	0.0%	19.7%
Louisville has a limited number of flights and/or too difficult to find flights to get there	5.8%	9.1%	0.0%	10.3%
Other	17.0%	1.3%	43.6%	0.0%
Base	**72**	**67**	**5**	**14**

Question: When thinking about Louisville, how much do you agree or disagree with the following statements?
Base: Total respondents (1820 completed surveys).

Likelihood to recommend Louisville is strong, though slightly less than likelihood to return.

More than seven in ten (70.7%) Louisville visitors surveyed said they would recommend visiting the city to their friends and family (8 or higher on a 0- to 10-point scale), with a mean score of 8.1. Of the segments, overnight visitors slightly outperformed VFR in terms of share of those who scored an 8 or higher (73.4% vs. 72.2%) as well as mean scores (8.3 vs. 8.1). However, day trippers were somewhat less likely to recommend Louisville, at 61.5 percent who scored an 8 or higher, at a mean score of 7.3.

Likelihood to Recommend Louisville



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Top 3 Box	**70.7%**	**73.4%**	**61.5%**	**72.2%**
10 – Extremely Likely	42.4%	43.6%	38.2%	42.9%
9	12.9%	15.1%	5.3%	12.8%
8	15.4%	14.7%	17.9%	16.6%
7	9.6%	10.2%	7.4%	8.8%
6	5.9%	5.2%	8.1%	4.2%
5	5.9%	5.8%	6.0%	5.6%
4	1.6%	1.6%	1.4%	0.8%
3	3.0%	2.0%	6.6%	3.8%
2	0.8%	0.5%	1.7%	1.7%
1	0.4%	0.1%	1.4%	0.0%
0 – Not At All Likely	2.2%	1.1%	6.0%	2.9%
Mean Score	**8.1**	**8.3**	**7.3**	**8.1**
Base	**1820**	**1744**	**75**	**386**

Question: How likely are you to recommend visiting Louisville to friends/family?

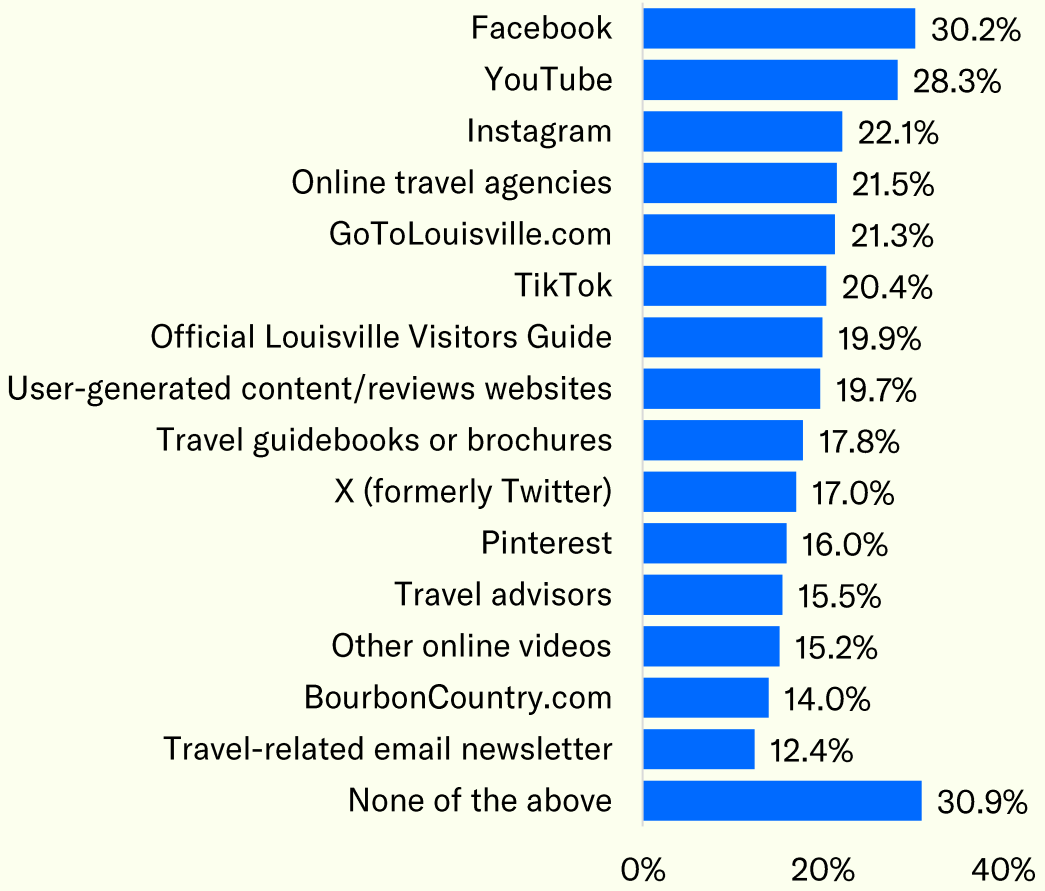
Base: Total respondents.

Detailed Findings: Travel Resources

Social media resources were the top channels of information used by visitors to plan their Louisville trip before they arrived.

Facebook (30.2%), YouTube (28.3%), and Instagram (22.1%) were the most-used trip-planning resources that Louisville visitors turned to prior to arriving in the destination. Notably, day trippers were less likely to use any of these resources compared to other segments, with nearly two-thirds (64.1%) stating that they did not use any of the listed resources prior to arrival.

Resources Used Prior to Arriving in Louisville



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Facebook	30.2%	35.0%	13.6%	25.6%
YouTube	28.3%	33.7%	9.4%	25.2%
Instagram	22.1%	27.0%	5.3%	15.4%
Online travel agencies	21.5%	26.9%	3.0%	17.2%
GoToLouisville.com	21.3%	25.8%	5.7%	15.9%
TikTok	20.4%	25.1%	3.9%	14.9%
Official Louisville Visitors Guide	19.9%	22.6%	10.6%	18.6%
User-generated content/reviews websites	19.7%	22.3%	10.8%	12.2%
Travel guidebooks or brochures	17.8%	20.5%	8.4%	11.2%
X (formerly Twitter)	17.0%	20.2%	6.0%	12.5%
Pinterest	16.0%	19.2%	4.8%	11.9%
Travel advisors	15.5%	19.6%	1.1%	11.4%
Other online videos	15.2%	17.9%	5.9%	12.1%
BourbonCountry.com	14.0%	18.0%	0.0%	11.0%
Travel-related email newsletter	12.4%	15.5%	1.7%	11.2%
None of the above	30.9%	21.4%	64.1%	42.4%
Base	**1820**	**1744**	**75**	**386**

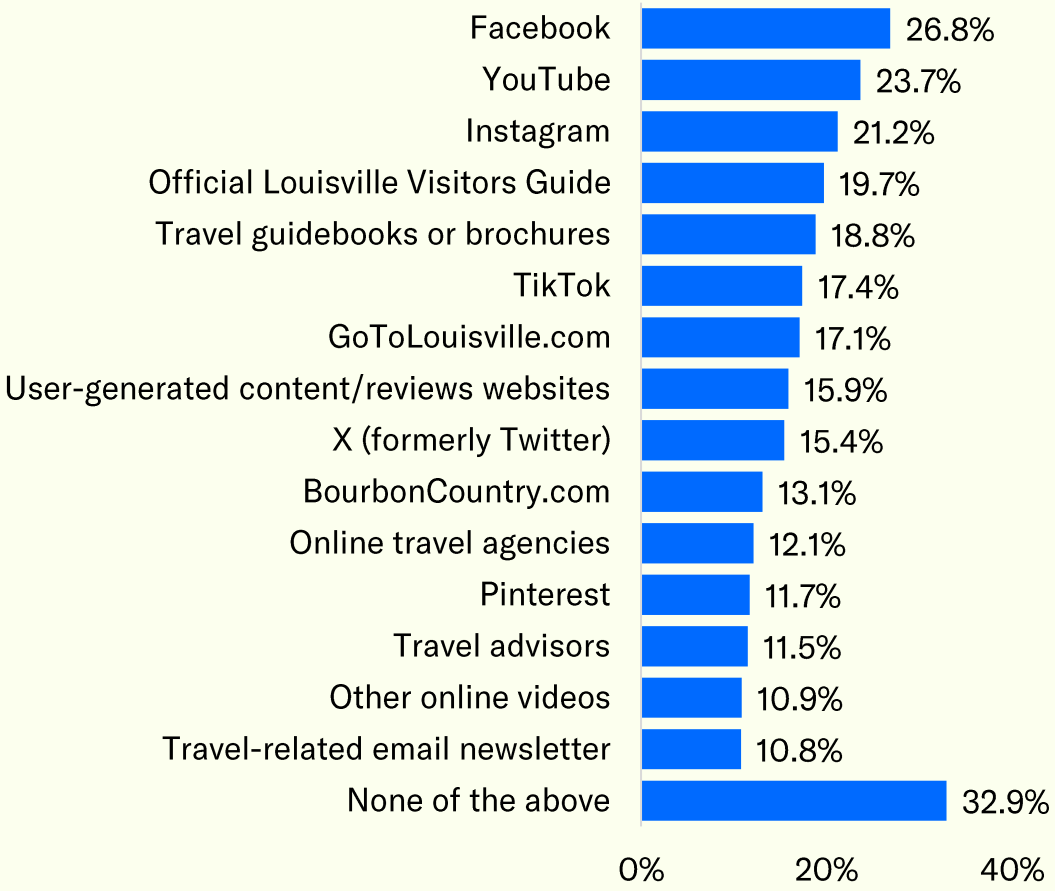
Question: Which of the following resources did you use to plan your Louisville trip before arriving and which did you use while in the city?

Base: Total respondents.

Social media, the official visitors guide, and travel guidebooks or brochures were the top in-market resources used.

Once in Louisville, visitors tended to continue to turn to the same top resources that they had used for pre-arrival planning: Facebook (26.8%), YouTube (23.7%), and Instagram (21.2%). However, unlike during the pre-arrival planning stage, the Official Louisville Visitors Guide (19.7%) and travel guidebooks or brochures (18.8%) outpaced other resources as an in-market information source for these visitors. Day trippers (68.1%) were much more likely to say they did not use any of these resources while in Louisville compared to other segments.

Resources Used While Louisville



By Segment

	Total	Overnight Visitors	Day Trippers	VFR
Facebook	26.8%	31.1%	12.2%	28.6%
YouTube	23.7%	28.3%	7.7%	23.6%
Instagram	21.2%	26.4%	3.3%	17.5%
Official Louisville Visitors Guide	19.7%	23.3%	7.2%	13.2%
Travel guidebooks or brochures	18.8%	22.2%	6.9%	14.2%
TikTok	17.4%	21.6%	2.6%	15.3%
GoToLouisville.com	17.1%	20.9%	3.7%	13.8%
User-generated content/reviews websites	15.9%	20.0%	1.7%	12.5%
X (formerly Twitter)	15.4%	18.7%	4.2%	10.9%
BourbonCountry.com	13.1%	16.5%	1.1%	9.9%
Online travel agencies	12.1%	14.9%	2.6%	9.3%
Pinterest	11.7%	14.2%	3.1%	9.0%
Travel advisors	11.5%	14.2%	2.1%	8.5%
Other online videos	10.9%	13.2%	2.6%	8.4%
Travel-related email newsletter	10.8%	12.5%	4.8%	8.0%
None of the above	32.9%	22.8%	68.1%	44.7%
Base	**1820**	**1744**	**75**	**386**

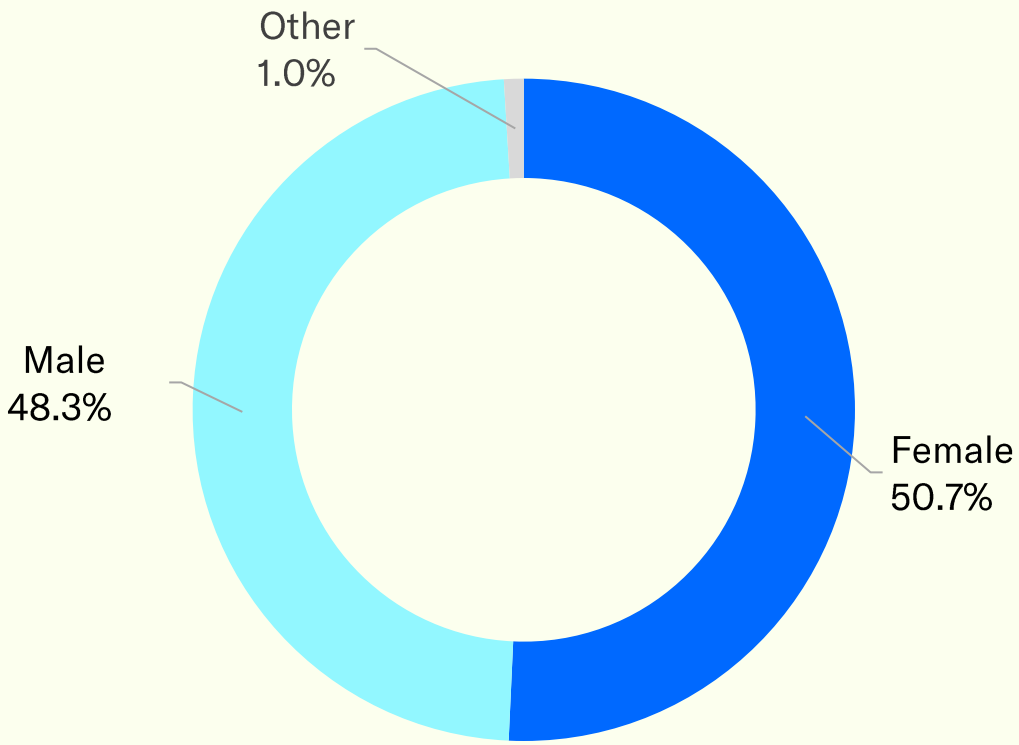
Question: Which of the following resources did you use to plan your Louisville trip before arriving and which did you use while in the city?

Base: Total respondents.

Appendix: Demographics

Demographics

Gender



By Segment

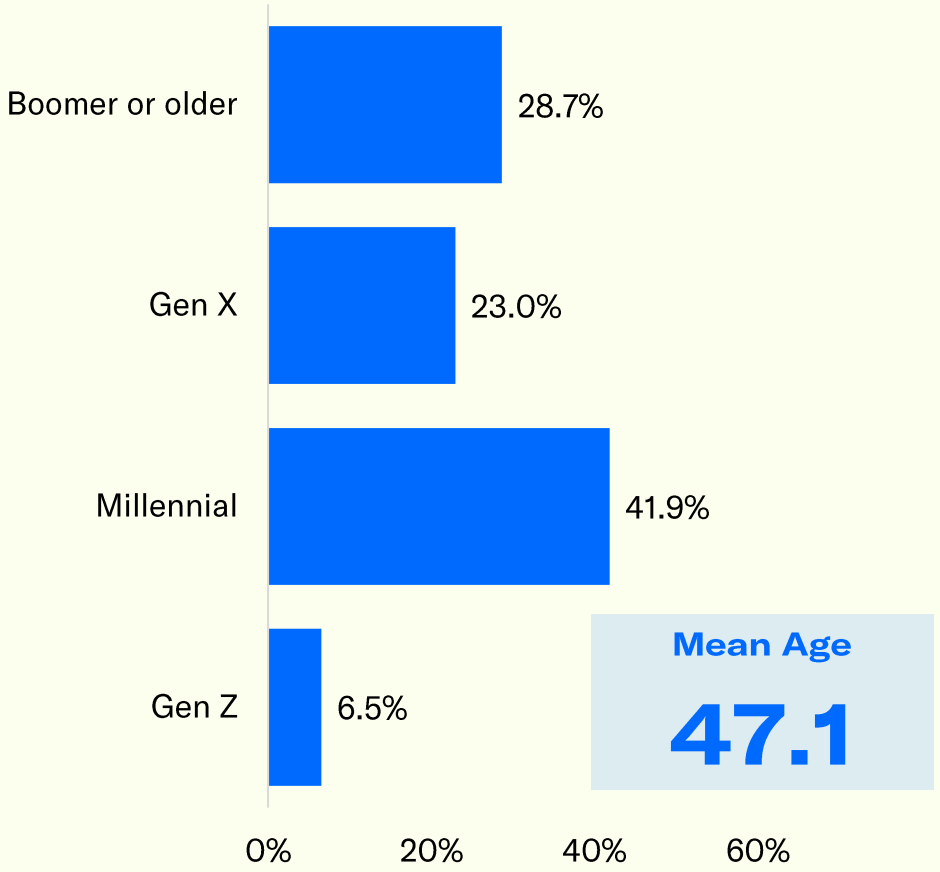
	Total	Overnight Visitors	Day Trippers	VFR
Female	50.7%	50.6%	51.4%	52.4%
Male	48.3%	49.0%	45.9%	47.6%
Other	1.0%	0.5%	2.6%	0.0%
Base	**1820**	**1744**	**75**	**386**

Question: Which best describes your gender identity?

Base: Total respondents.

Demographics

Generations



By Segment

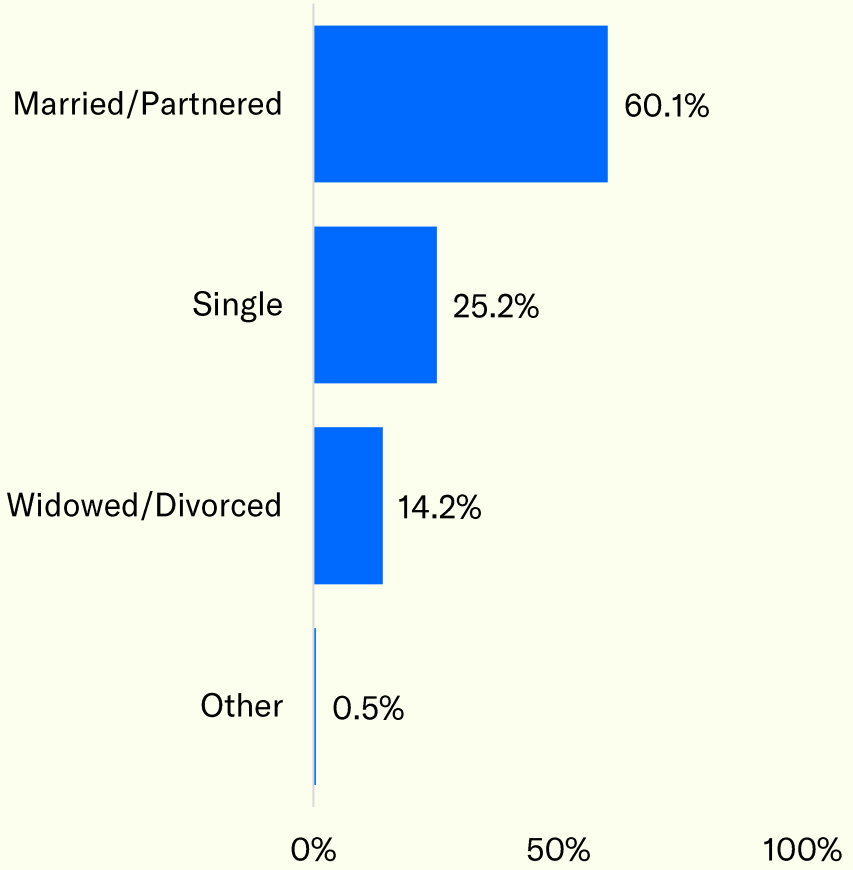
	Total	Overnight Visitors	Day Trippers	VFR
Boomer or older	28.7%	21.8%	52.6%	37.2%
Gen X	23.0%	24.8%	16.5%	21.8%
Millennial	41.9%	46.3%	26.3%	34.4%
Gen Z	6.5%	7.0%	4.6%	6.6%
Mean Age	**47.1**	**44.9**	**54.9**	**50.2**
Base	**1820**	**1744**	**75**	**386**

Question: How old are you?

Base: Total respondents.

Demographics

Marital Status



By Segment

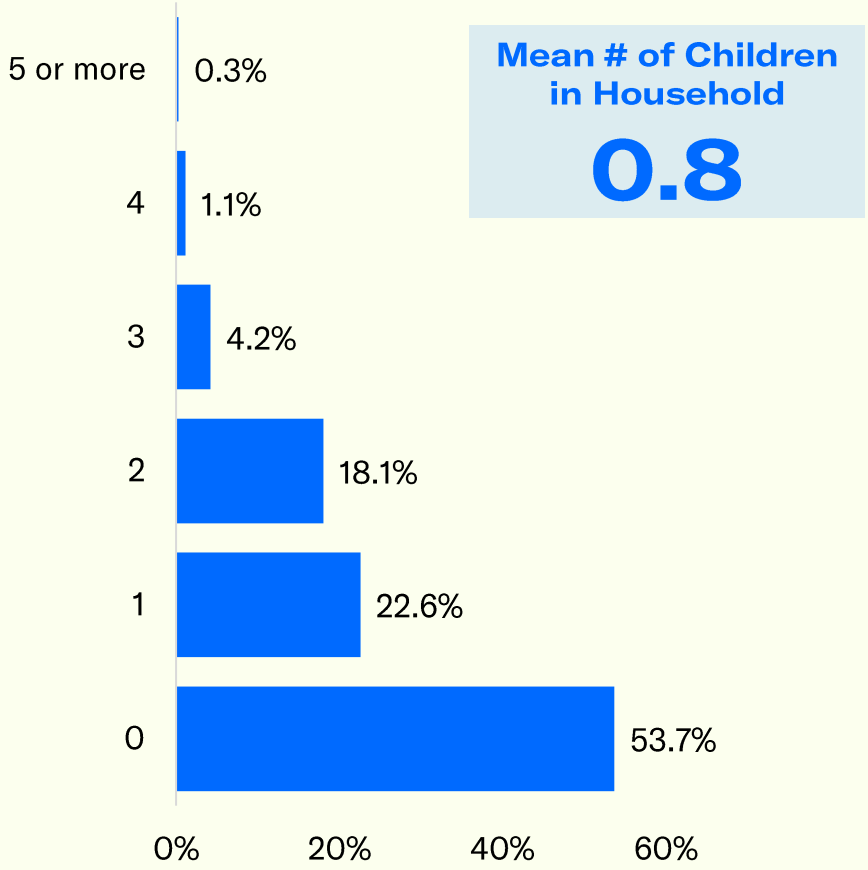
	Total	Overnight Visitors	Day Trippers	VFR
Married/Partnered	60.1%	59.9%	61.1%	55.8%
Single	25.2%	25.5%	23.9%	25.5%
Widowed/Divorced	14.2%	13.9%	15.1%	17.9%
Other	0.5%	0.6%	0.0%	0.8%
Base	**1820**	**1744**	**75**	**386**

Question: Which best describes your marital status?

Base: Total respondents.

Demographics

Children in the Household



Mean # of Children in Household

0.8

By Segment

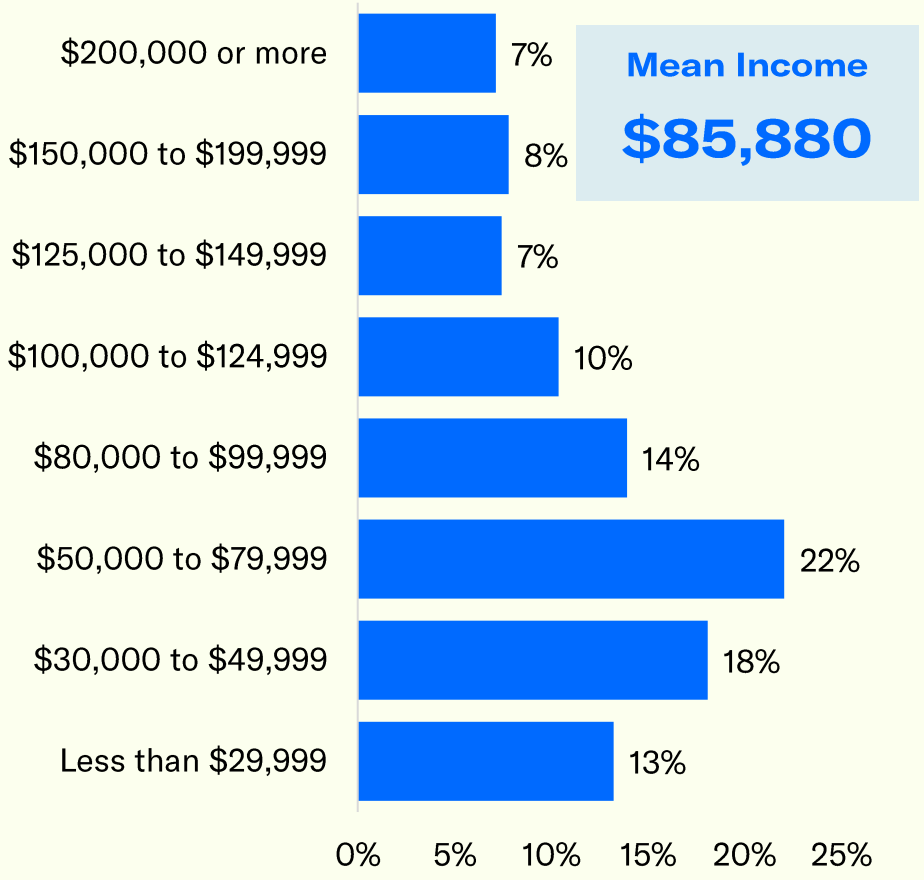
	Total	Overnight Visitors	Day Trippers	VFR
5 or more	0.3%	0.4%	0.0%	0.4%
4	1.1%	1.5%	0.0%	1.2%
3	4.2%	4.8%	2.1%	2.8%
2	18.1%	21.2%	7.1%	12.1%
1	22.6%	26.1%	10.4%	22.4%
0	53.7%	46.1%	80.4%	61.2%
Mean # of Children in Household	**0.8**	**0.9**	**0.3**	**0.6**
Base	**1819**	**1743**	**75**	**386**

Question: How many children under the age of 18 live in your household?

Base: Total respondents.

Demographics

Annual Household Income



By Segment

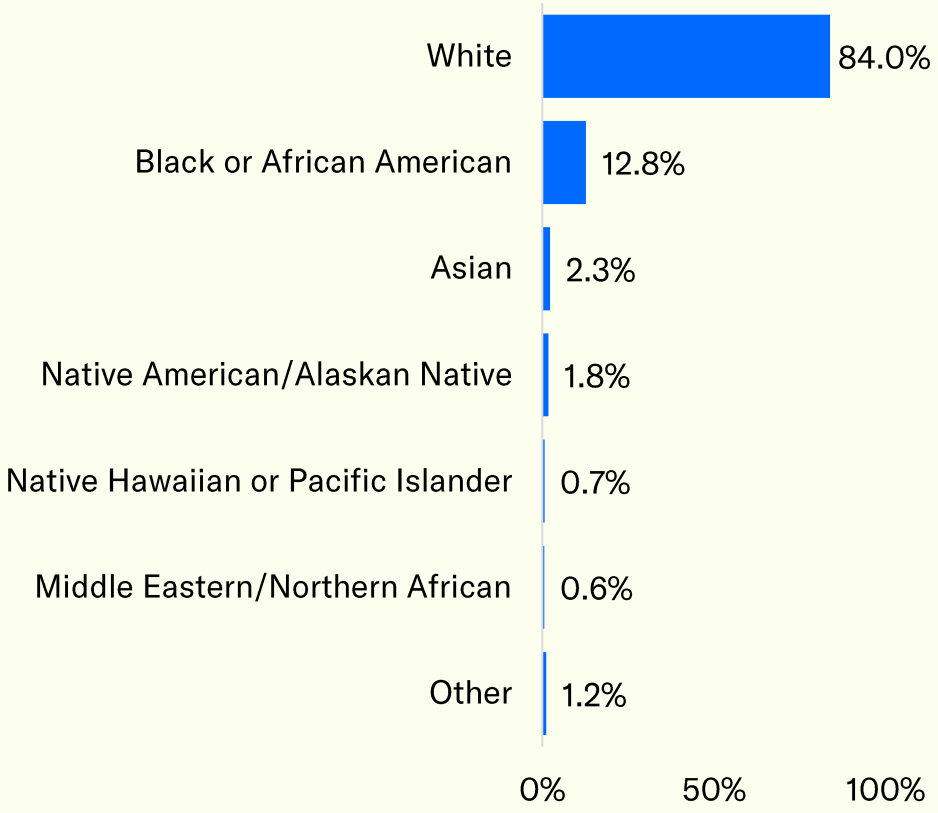
	Total	Overnight Visitors	Day Trippers	VFR
$200,000 or more	7.1%	8.9%	1.1%	3.2%
$150,000 to $199,999	7.8%	8.3%	6.2%	2.7%
$125,000 to $149,999	7.4%	8.5%	3.6%	4.9%
$100,000 to $124,999	10.4%	11.3%	7.3%	7.8%
$80,000 to $99,999	13.9%	12.5%	18.9%	15.7%
$50,000 to $79,999	22.0%	22.1%	21.6%	24.3%
$30,000 to $49,999	18.1%	16.8%	22.4%	22.7%
Less than $29,999	13.2%	11.6%	18.9%	18.6%
Mean	**$85,880**	**$90,733**	**$68,994**	**$68,575**
Base	**1820**	**1744**	**75**	**386**

Question: Which best describes the combined annual income of all members of your household?

Base: Total respondents.

Demographics

Race/Ethnicity



By Segment

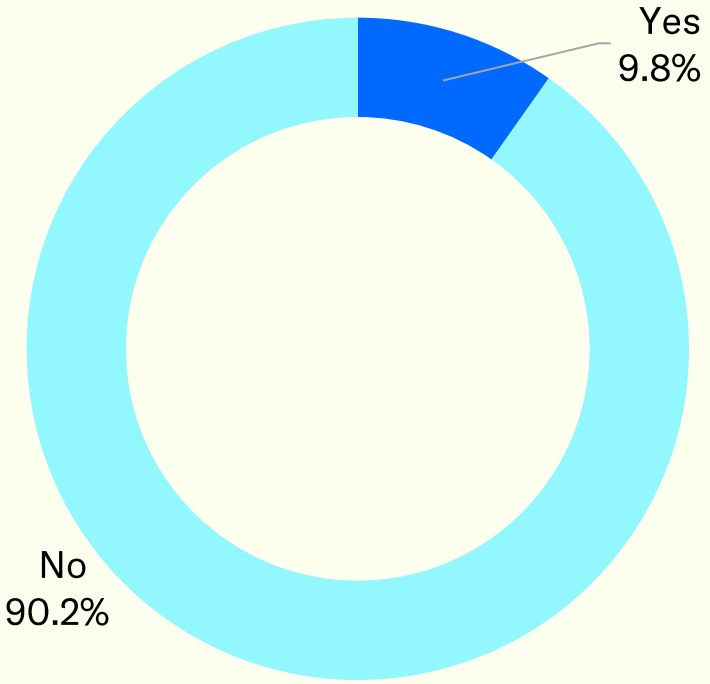
	Total	Overnight Visitors	Day Trippers	VFR
White	84.0%	80.7%	95.4%	83.5%
Black or African American	12.8%	15.4%	3.5%	14.3%
Asian	2.3%	2.9%	0.0%	2.5%
Native American/Alaskan Native	1.8%	2.0%	1.1%	2.2%
Native Hawaiian or Pacific Islander	0.7%	0.9%	0.0%	0.6%
Middle Eastern/Northern African	0.6%	0.8%	0.0%	1.0%
Other	1.2%	1.5%	0.0%	1.1%
Base	**1820**	**1744**	**75**	**386**

Question: What is your race and/or ethnicity? Select all that apply.

Base: Total respondents.

Demographics

Hispanic/Latino



By Segment

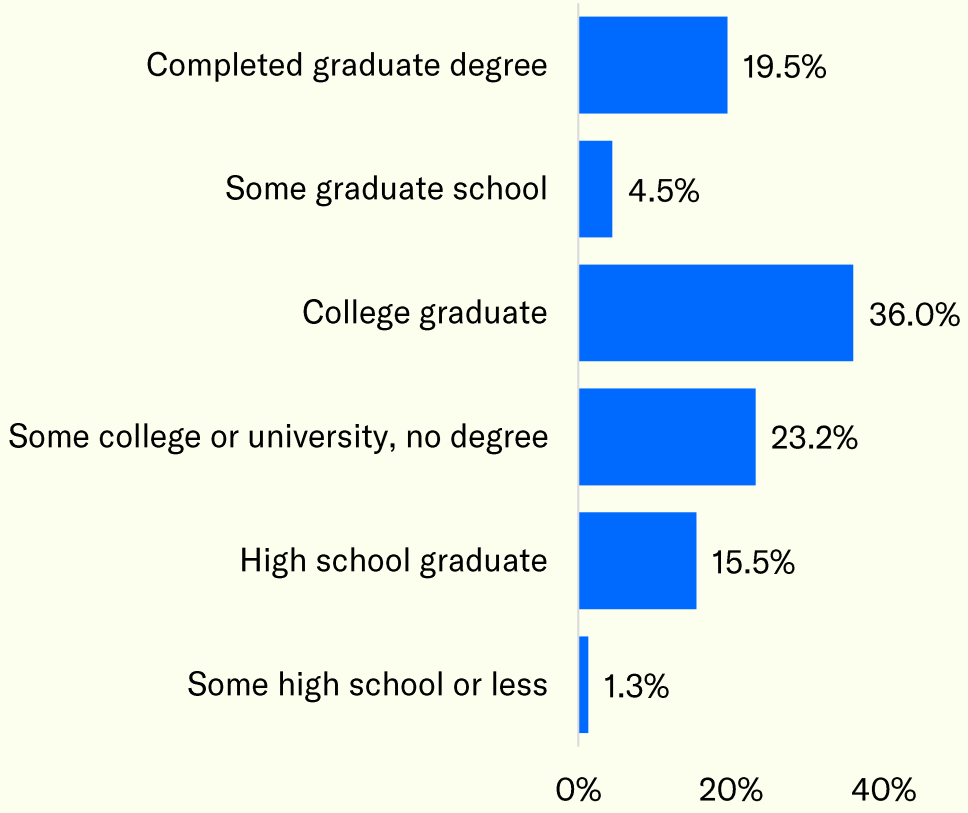
	Total	Overnight Visitors	Day Trippers	VFR
Yes	9.8%	11.4%	4.2%	5.9%
No	90.2%	88.6%	95.8%	94.1%
Base	**1820**	**1744**	**75**	**386**

Question: Are you of Hispanic or Latino descent?

Base: Total respondents.

Demographics

Education



By Segment

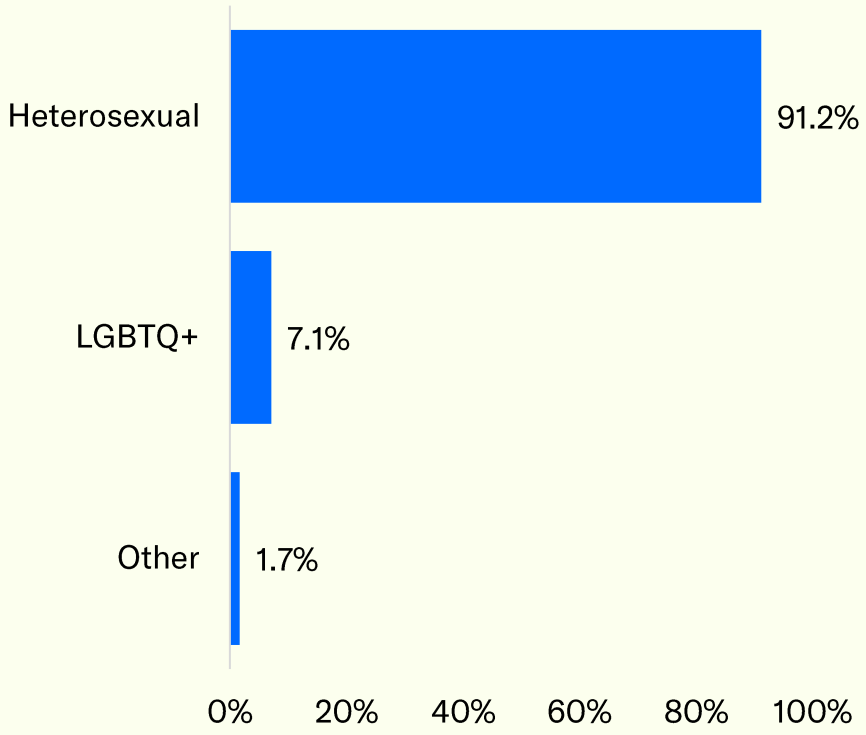
	Total	Overnight Visitors	Day Trippers	VFR
Completed graduate degree	19.5%	20.8%	15.3%	15.3%
Some graduate school	4.5%	4.8%	3.3%	3.4%
College graduate	36.0%	34.9%	40.0%	32.8%
Some college or university, no degree	23.2%	21.7%	28.6%	26.6%
High school graduate	15.5%	16.6%	11.3%	20.5%
Some high school or less	1.3%	1.3%	1.4%	1.4%
Base	**1820**	**1744**	**75**	**386**

Question: Which best describes your highest level of education?

Base: Total respondents.

Demographics

Orientation



By Segment

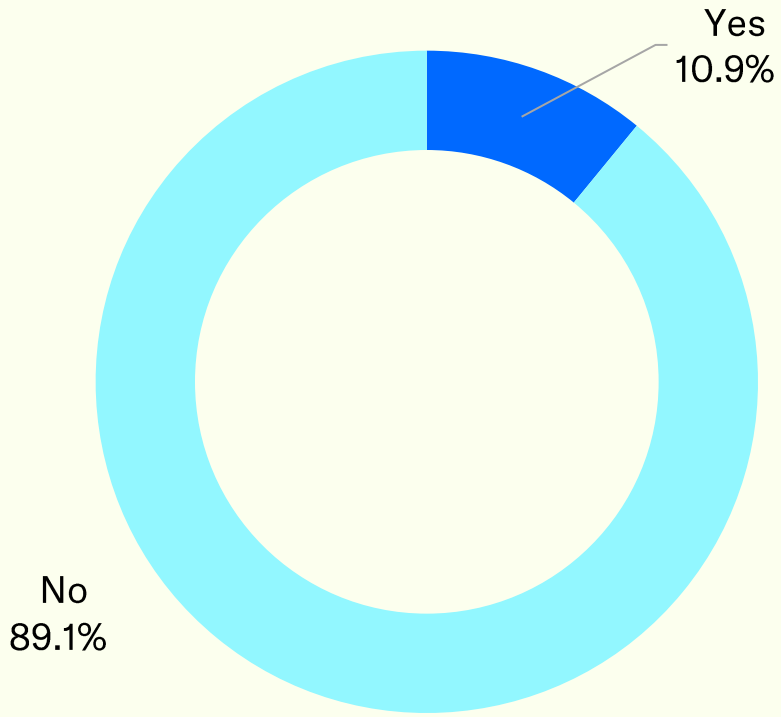
	Total	Overnight Visitors	Day Trippers	VFR
Heterosexual or straight	91.2%	90.4%	93.7%	91.1%
LGBTQ+	7.1%	7.4%	6.3%	6.7%
Other	1.7%	2.2%	0.0%	2.1%
Base	**1820**	**1744**	**75**	**386**

Question: Which best describes you?

Base: Total respondents.

Demographics

Travelers with Disabilities



By Segment

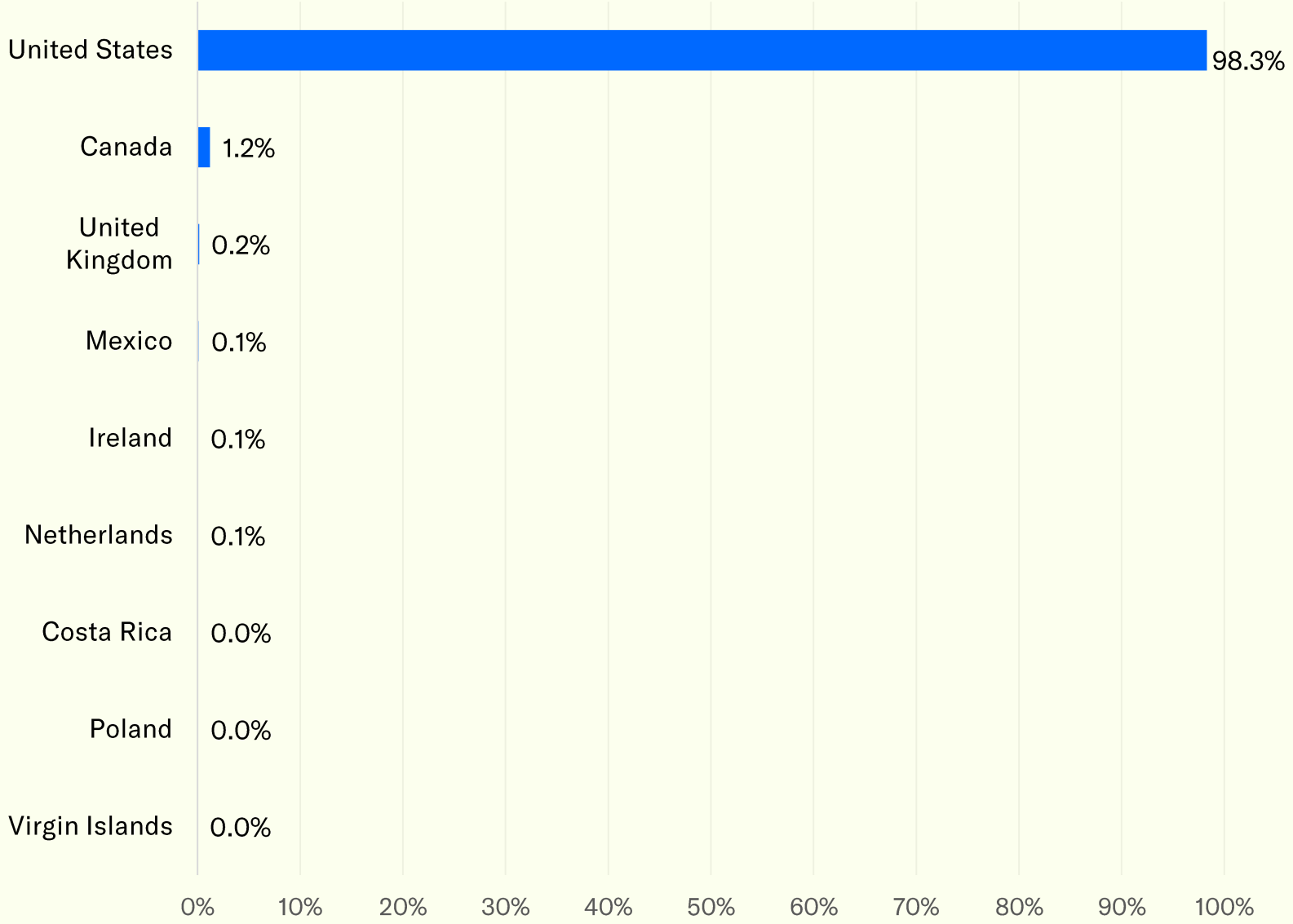
	Total	Overnight Visitors	Day Trippers	VFR
Yes	10.9%	12.4%	5.9%	11.4%
No	89.1%	87.6%	94.1%	88.6%
Base	**1820**	**1744**	**75**	**386**

Question: Do you or anyone you often travel with have a physical, visual or cognitive condition that requires special assistance from travel providers such as wheelchair access to restrooms, emotional support animals, sensory sensitivities?

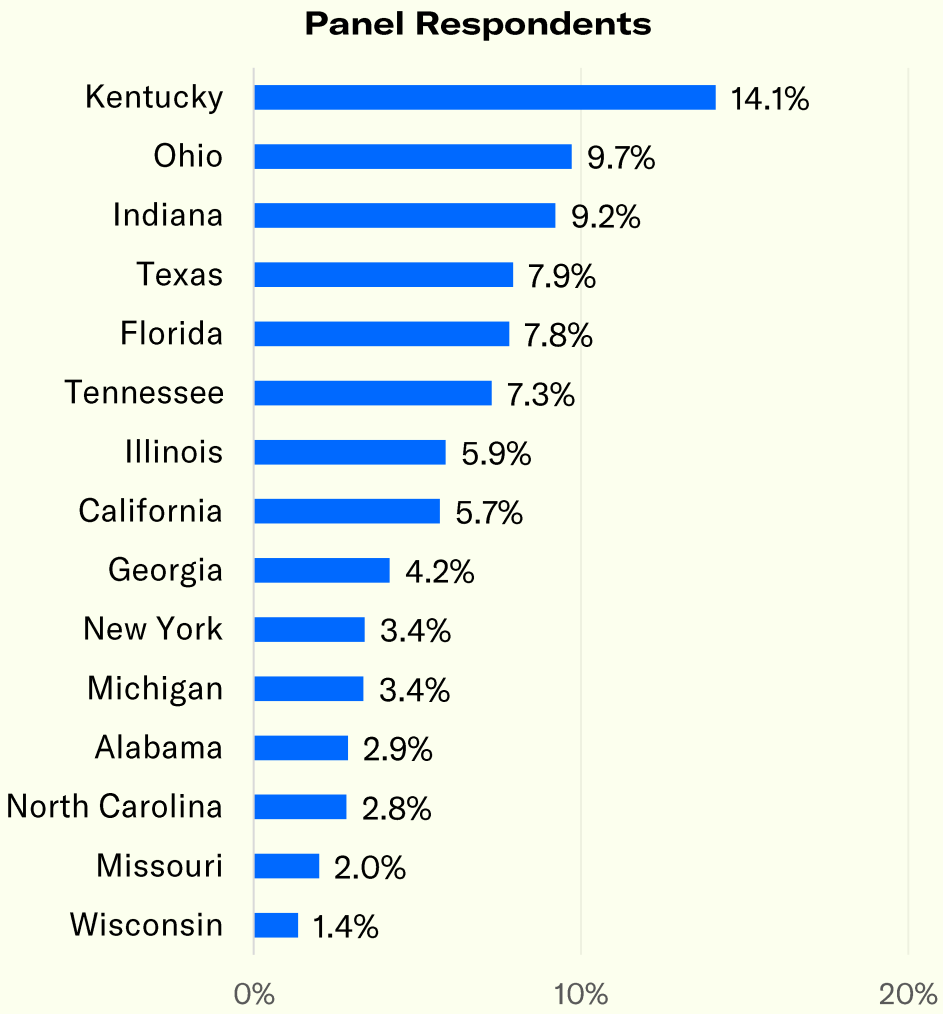
Base: Total respondents.

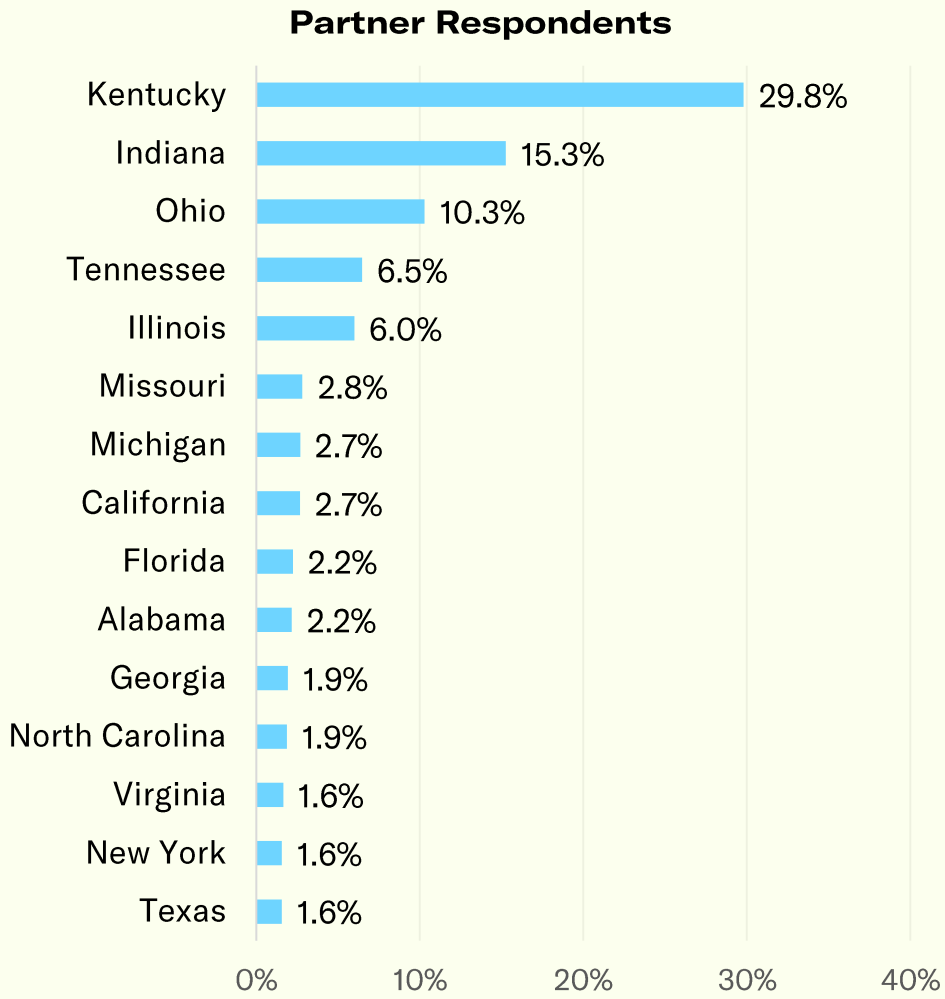
Appendix:
Panel vs. Partner Data

Origin Country – Partner Respondents



Top 15 Origin States

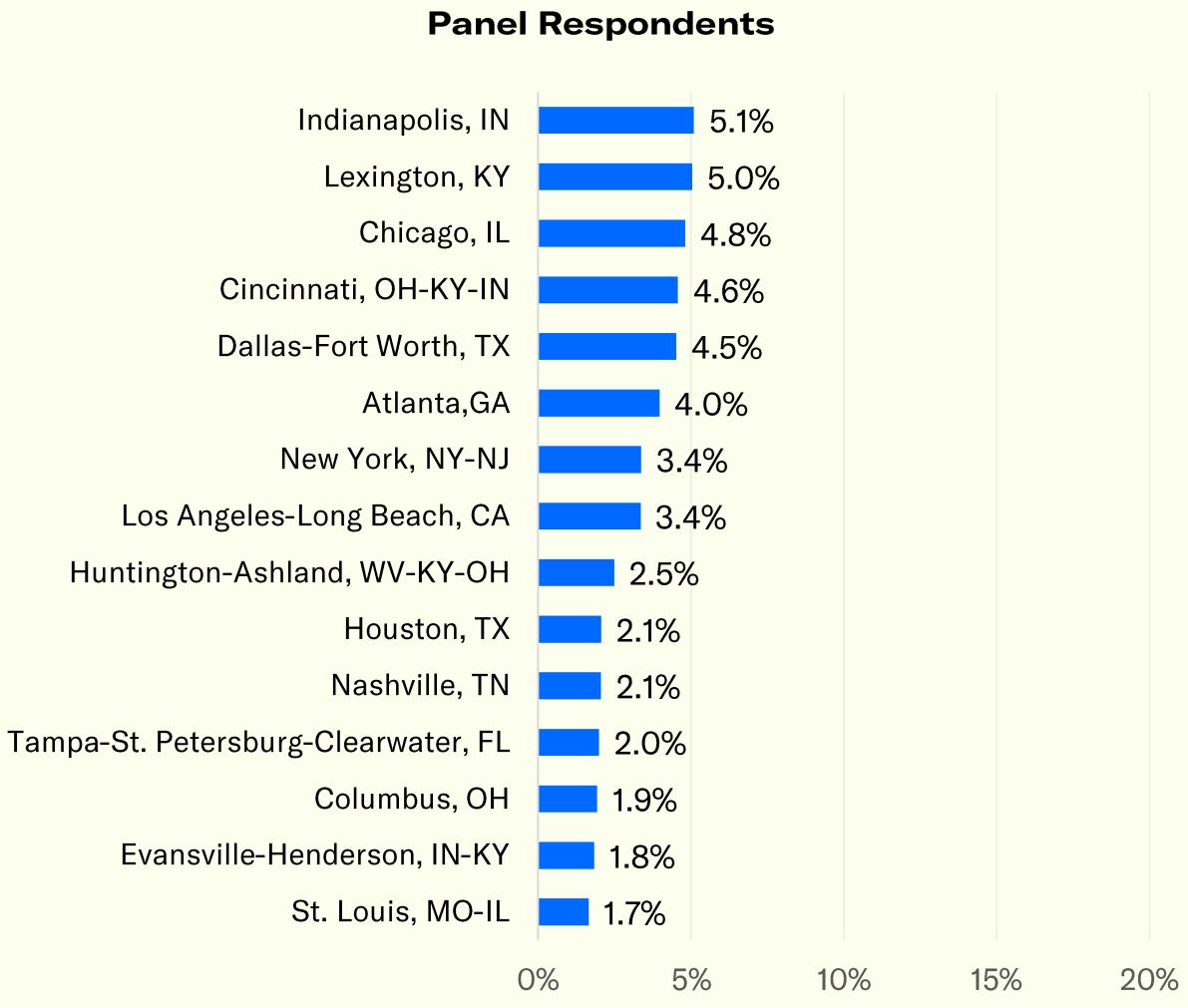


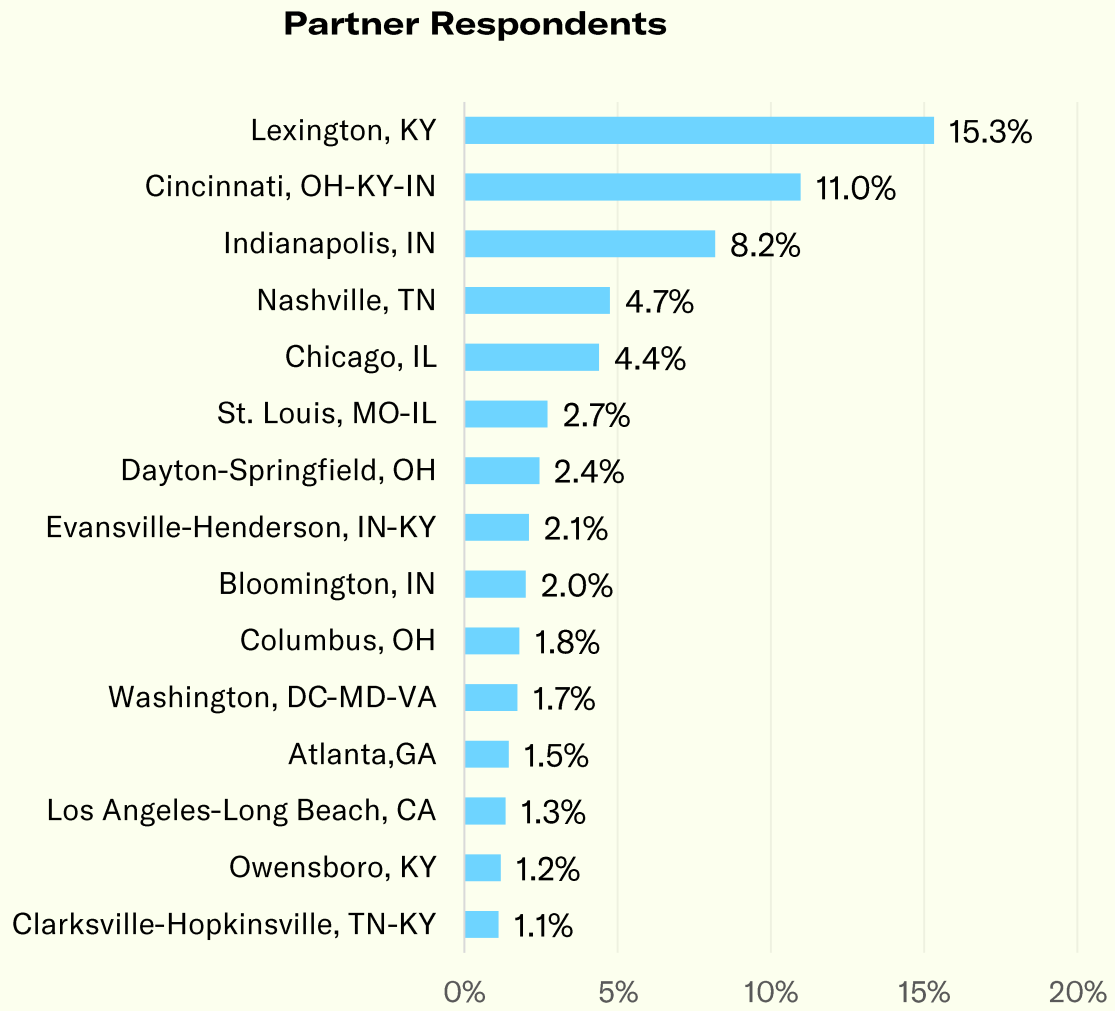


Question: In which state do you currently reside?

Base: Panel respondents (1820 completed surveys). Partner respondents (2039 completed surveys).

Top 15 Origin DMAs

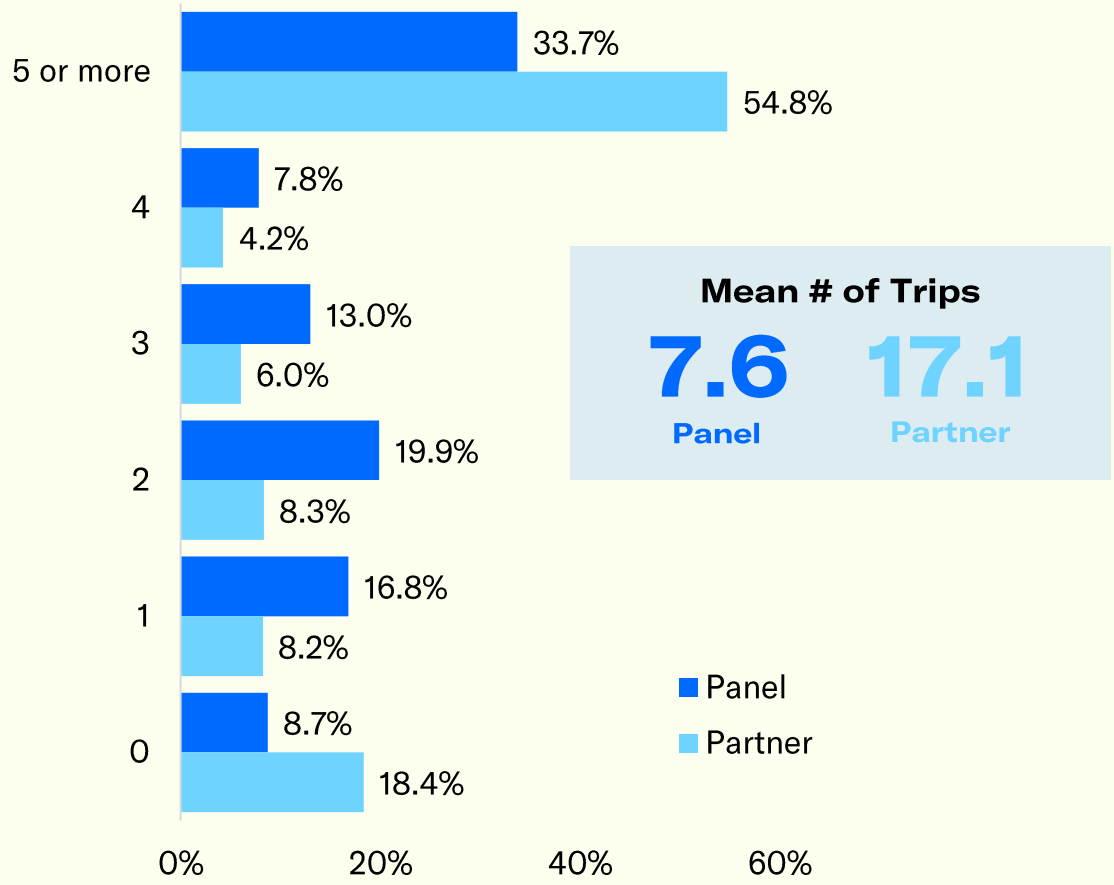




Question: What is your home zip code?

Base: Panel respondents (1462 completed surveys). Partner respondents (1511 completed surveys).

Number of Previous Visits to Louisville

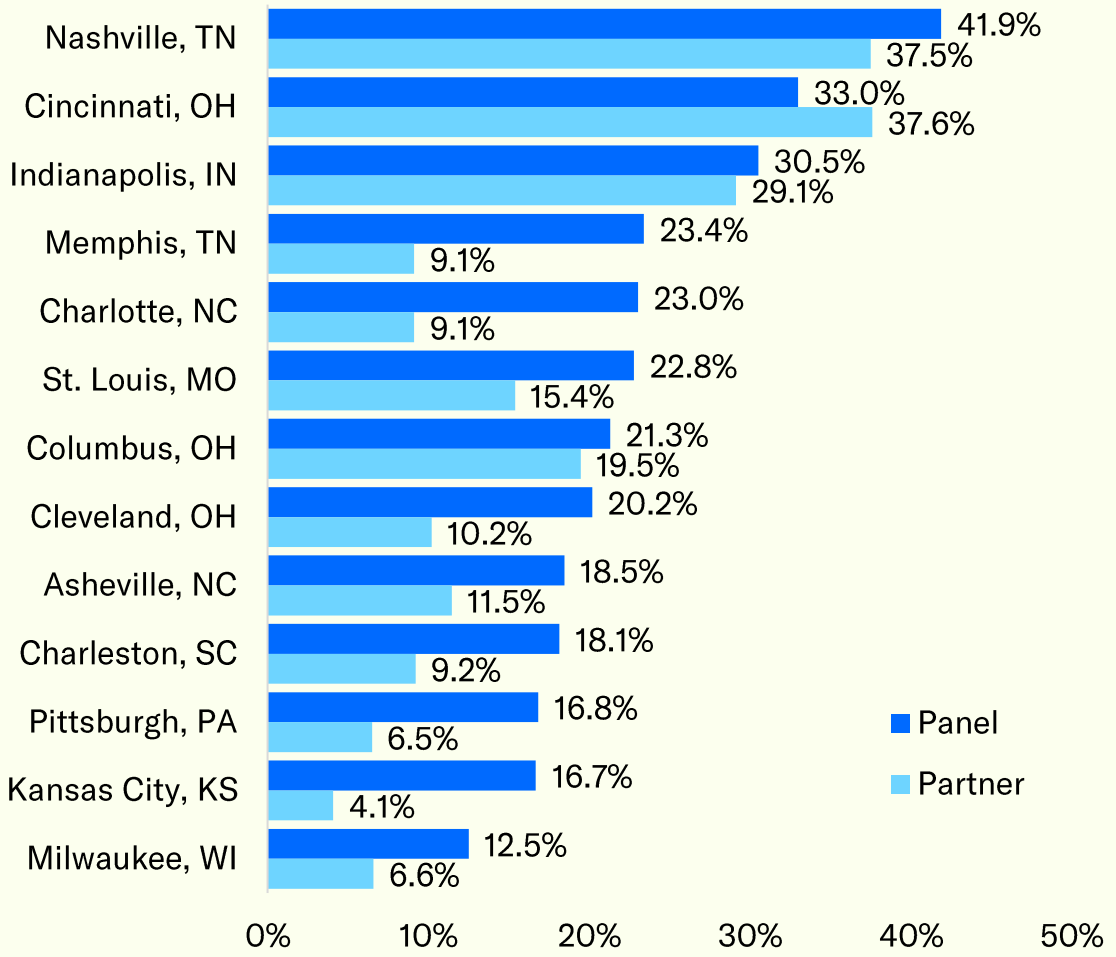


Question: Prior to your most recent visit, how many times have you been to Louisville?

Base: Panel respondents (1811 completed surveys). Partner respondents (2032 completed surveys).

Competitor Destinations Visited

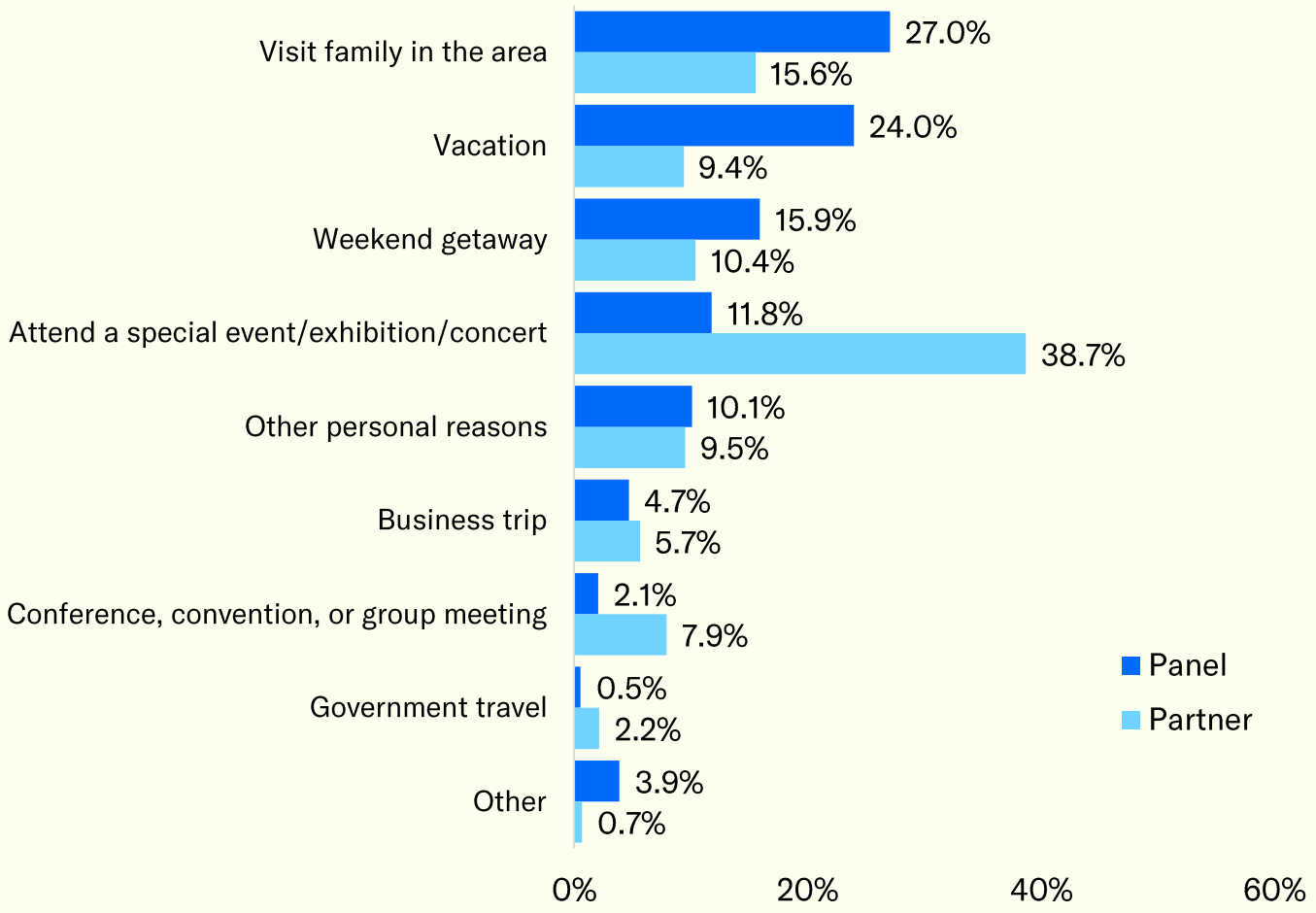
Since October 2023



Question: Which of the following destinations have you visited since October 2023? Select all that apply

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

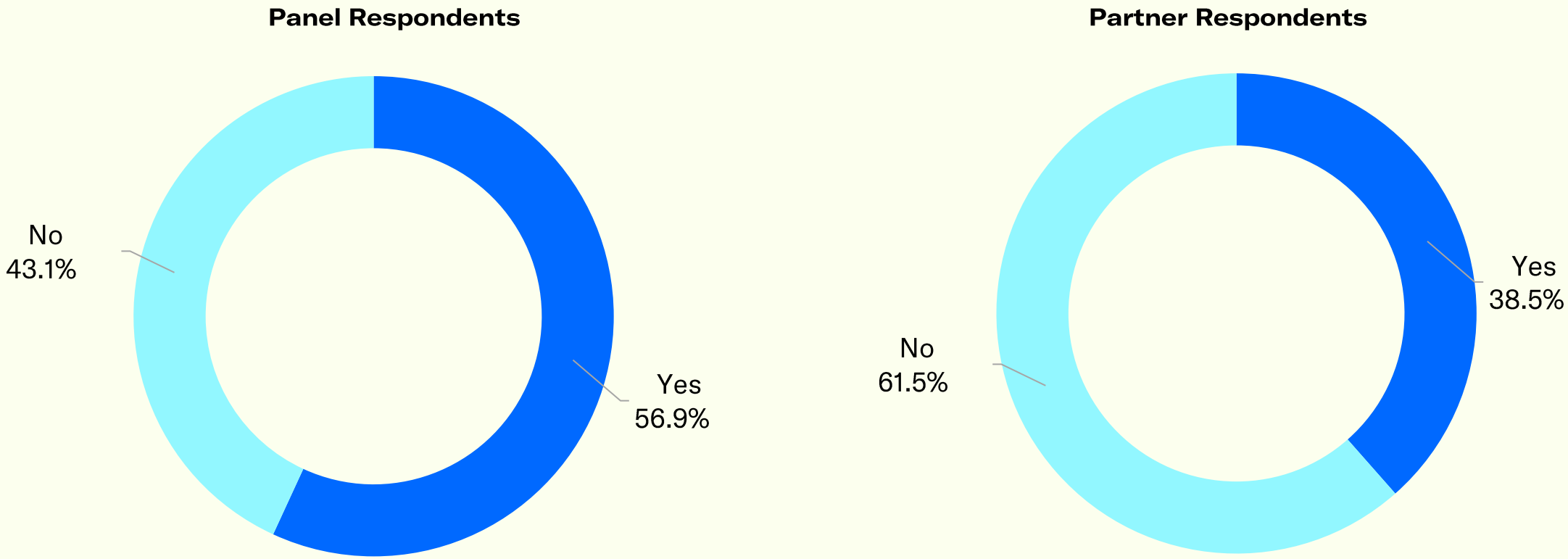
Primary Reason for Most Recent Visit



Question: Thinking about your last trip to Louisville, which of the following best describes your primary reason for your most recent visit?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

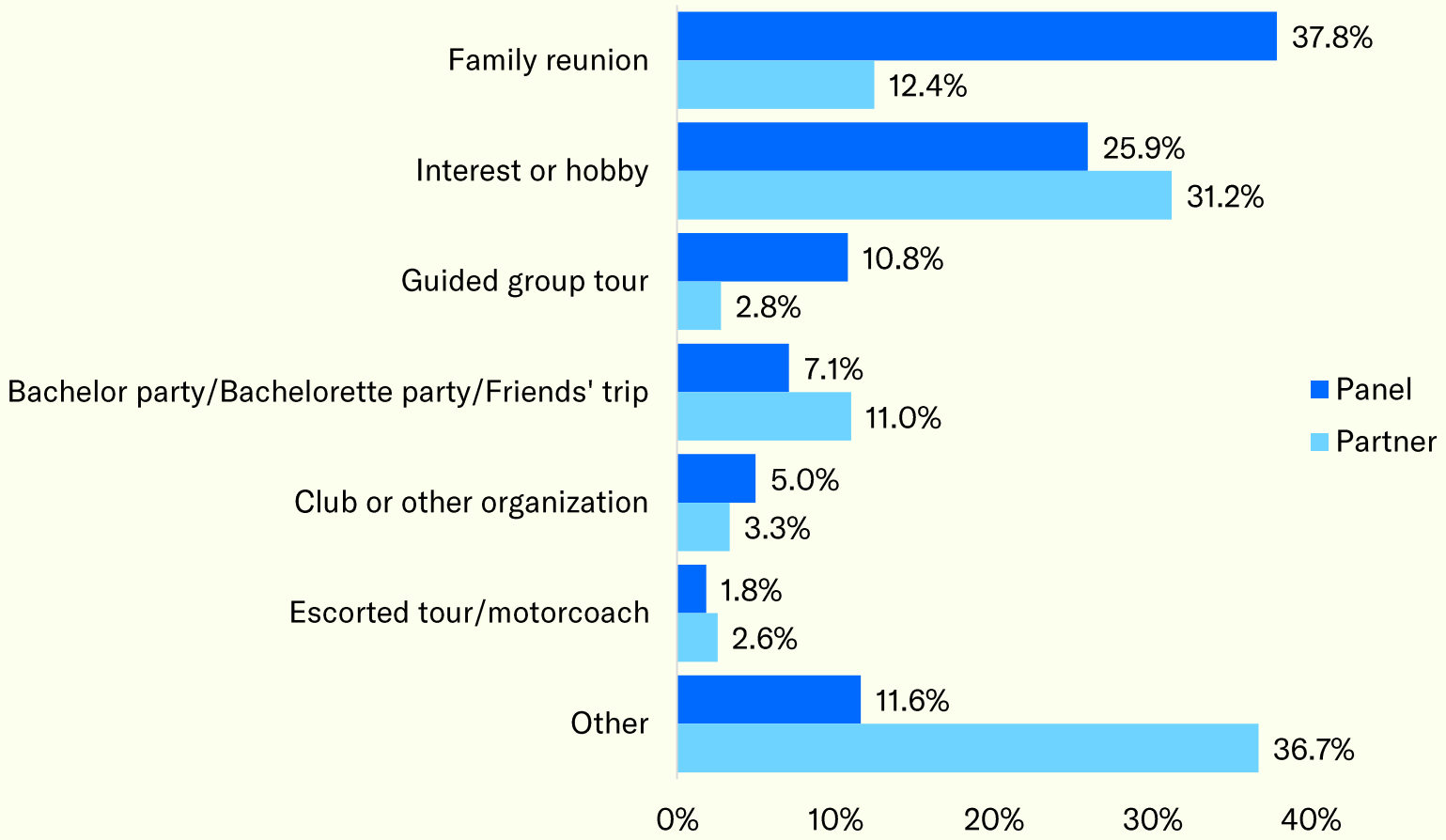
Leisure Group Travel



Question: Did you visit as part of a leisure/personal-related group on your last trip to Louisville?

Base: Respondents whose most recent visit to Louisville was for leisure purposes. Panel respondents (1603 completed surveys). Partner respondents (1888 completed surveys).

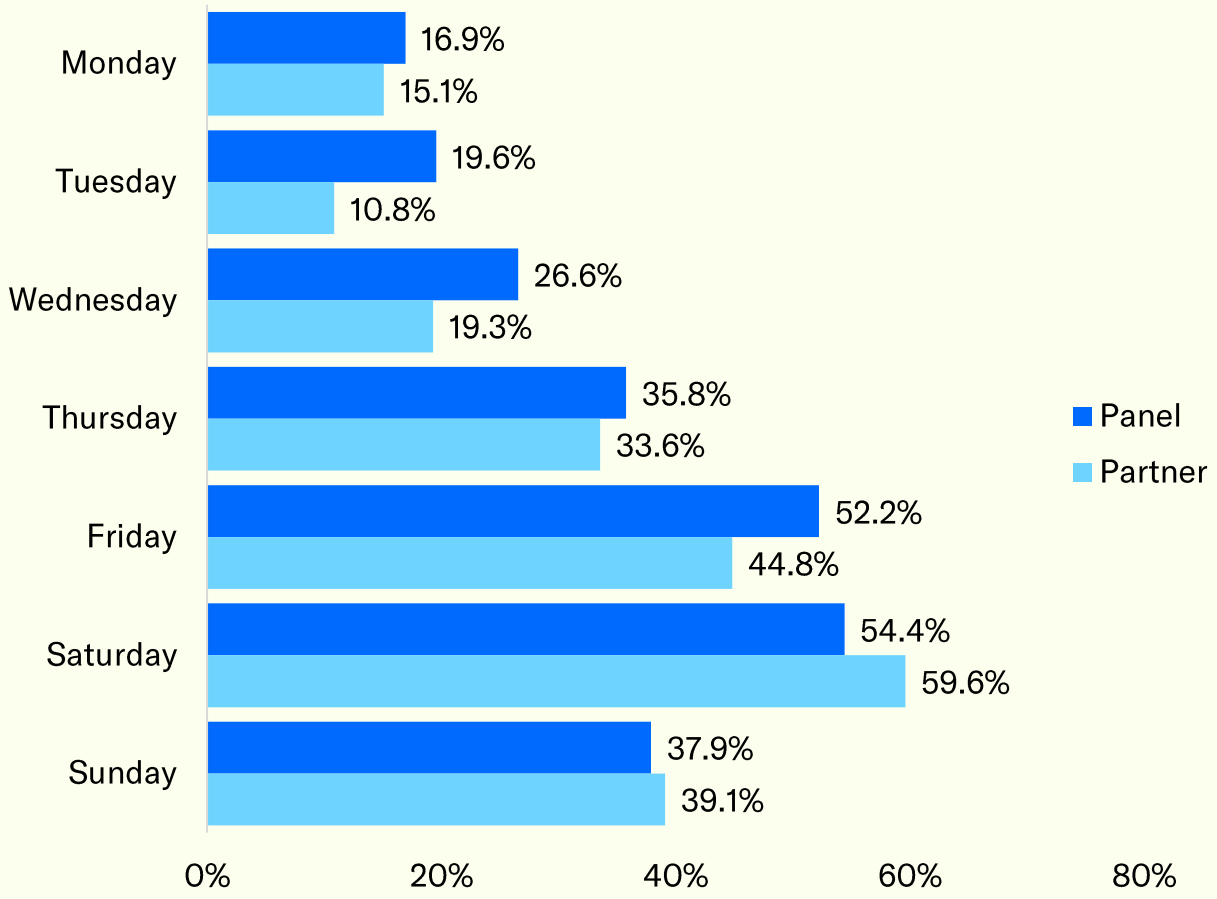
Leisure Group Travel Type



Question: Which describes the type of group you visited Louisville with?

Base: Respondents whose most recent visit to Louisville was as part of a leisure group. Panel respondents (984 completed surveys). Partner respondents (786 completed surveys).

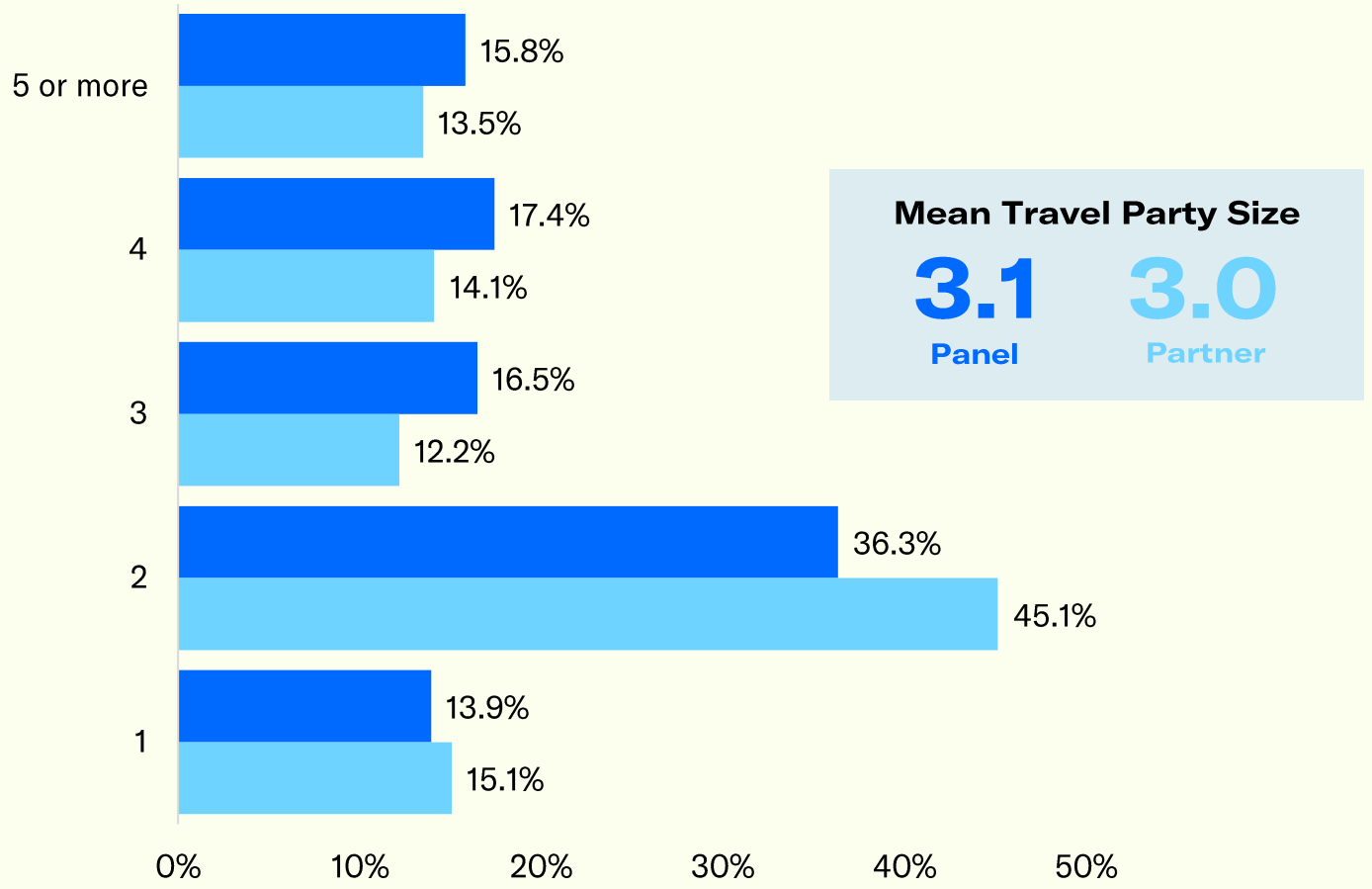
Days of the Week Visited



Question: On which days of the week did your last visit to Louisville occur?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

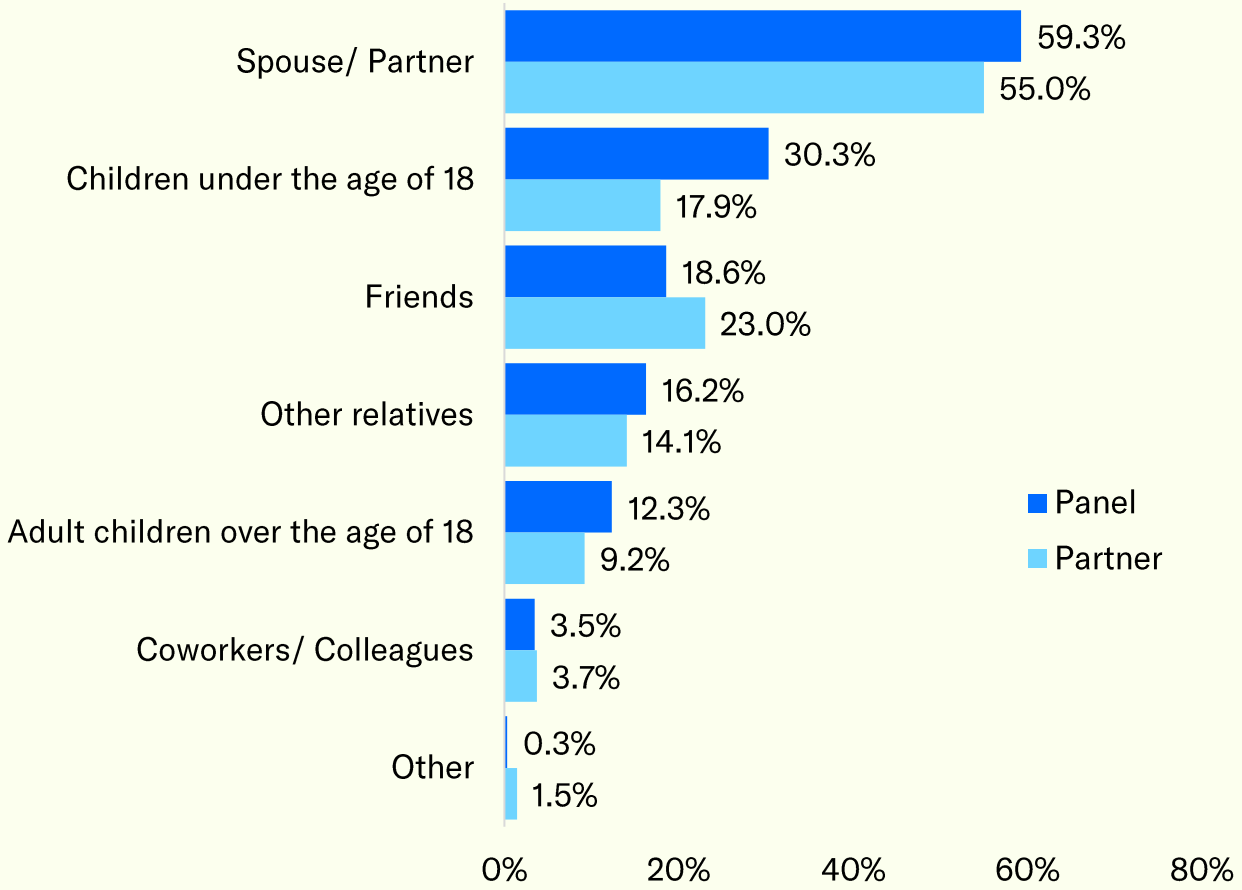
Travel Party Size



Question: Including yourself, how many people were in your immediate travel party on your most recent visit to Louisville?

Base: Panel respondents (1814 completed surveys). Partner respondents (2086 completed surveys).

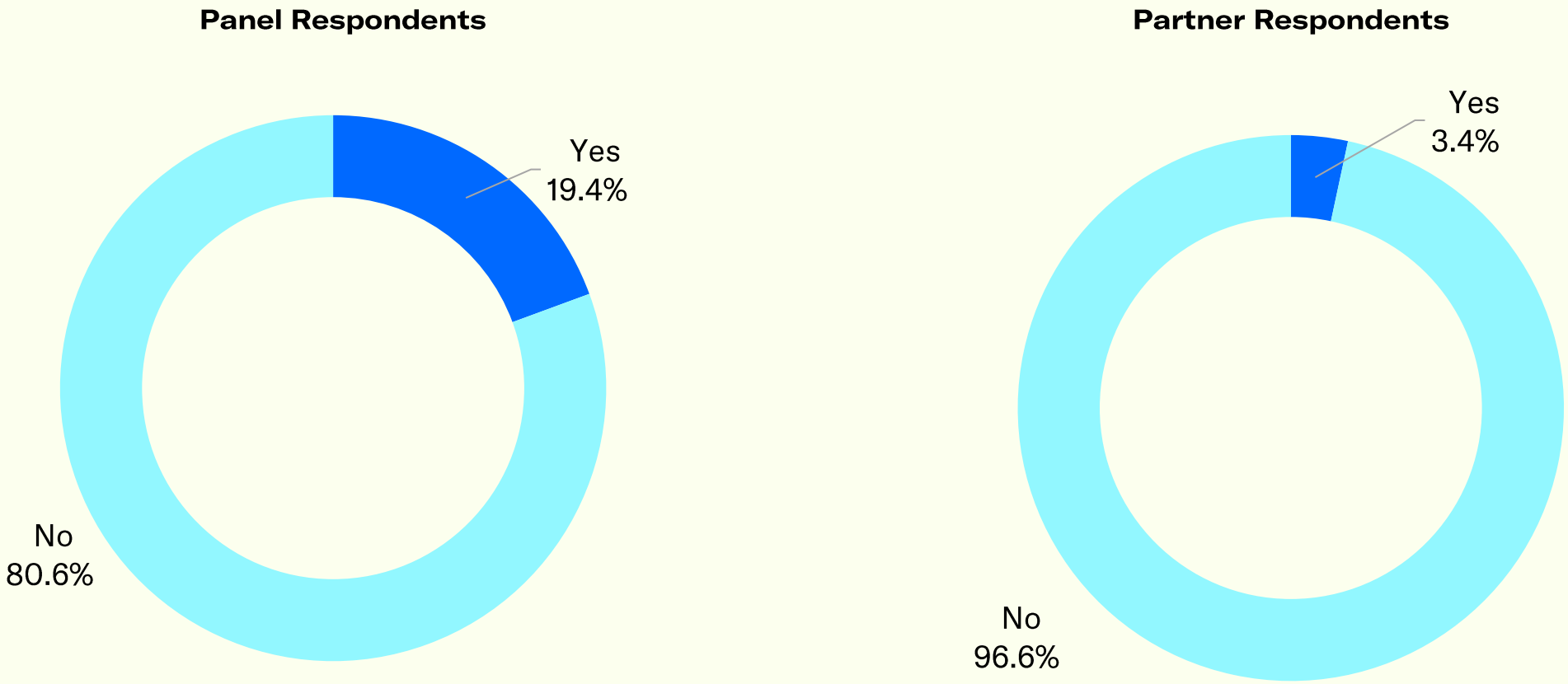
Travel Party Composition



Question: Including yourself, who did you travel with on your most recent visit to Louisville?

Base: Panel respondents (1750 completed surveys). Partner respondents (2055 completed surveys).

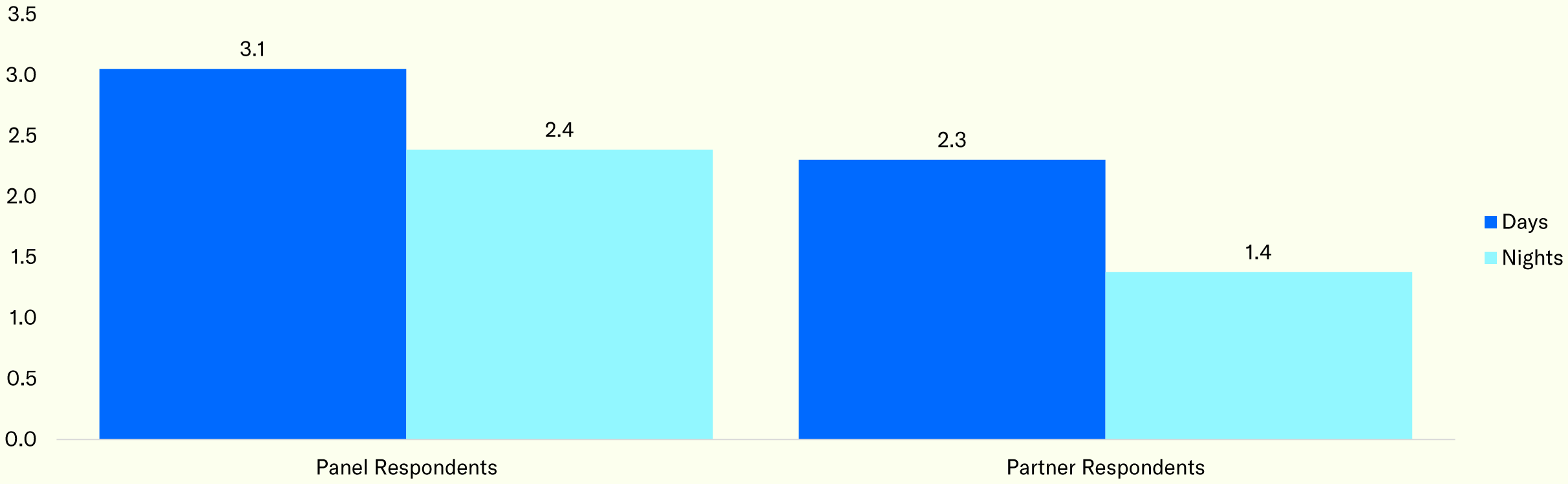
Traveled with Pet



Question: Did you travel with a pet on your most recent visit to Louisville?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

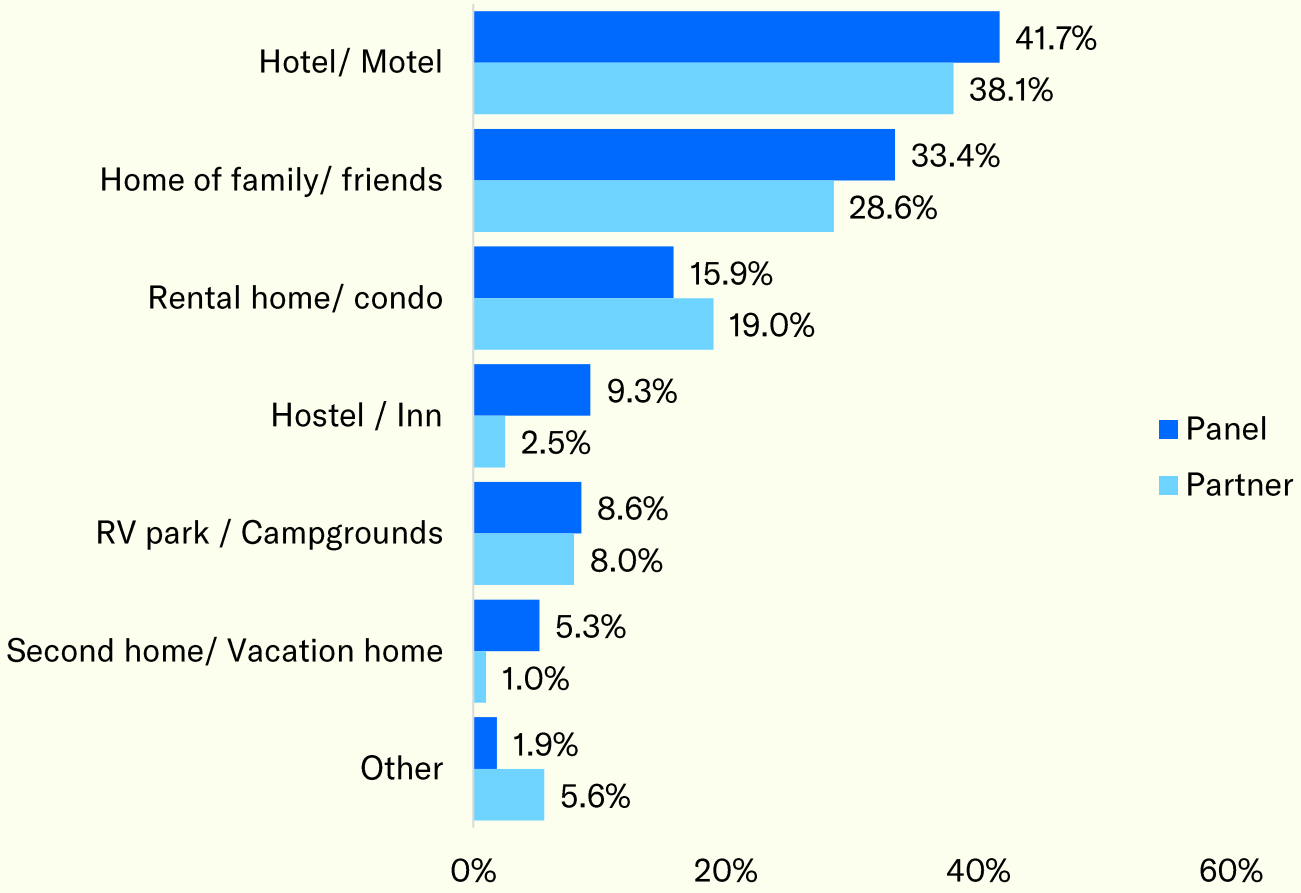
Length of Stay by Segment



Question: How many days and nights did you spend in Louisville on your most recent visit?

Base: Panel respondents (1819 completed surveys). Partner respondents (2097 completed surveys).

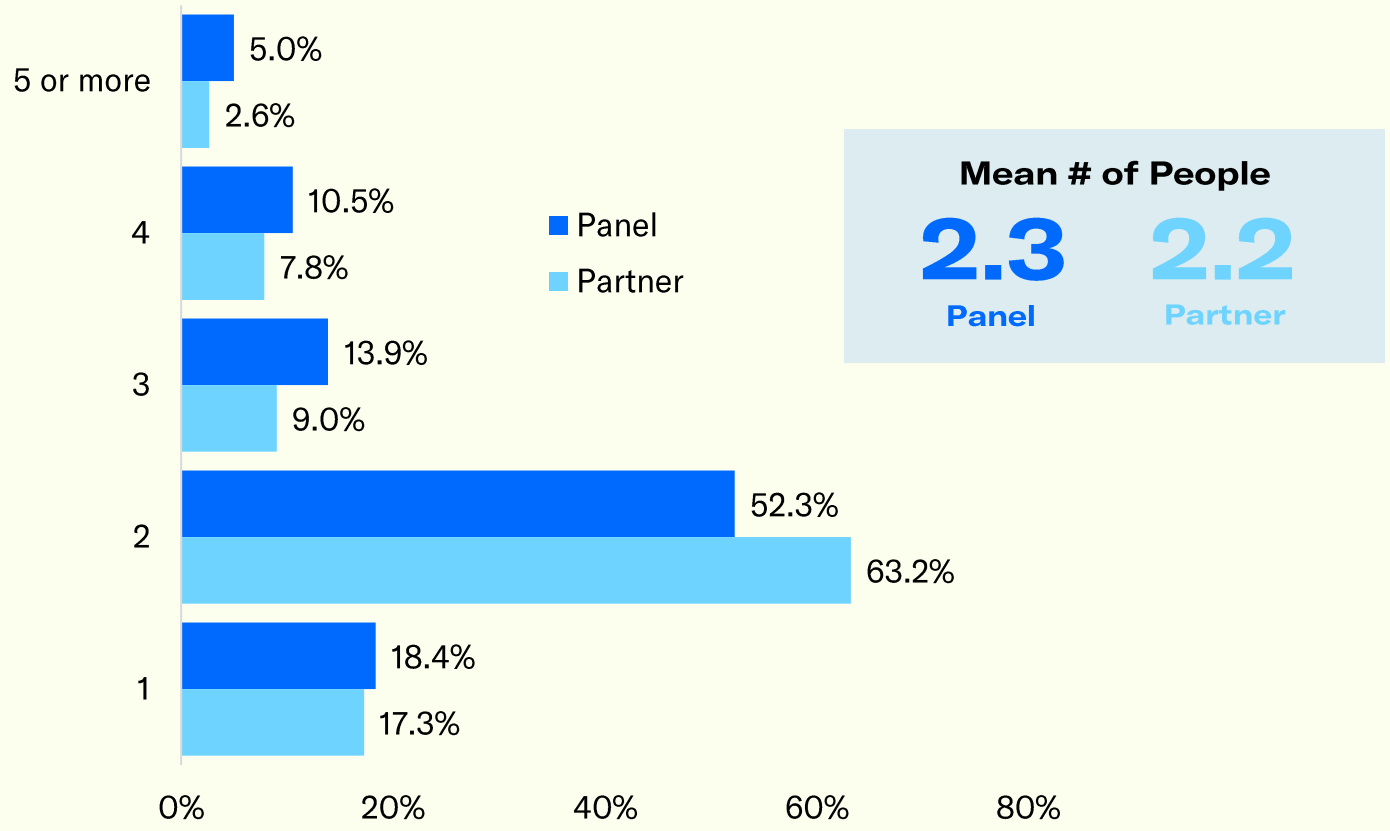
Lodging Type



Question: What type of lodging/accommodations did you stay in on your last overnight trip to Louisville?

Base: Respondents who stayed overnight on their most recent trip to Louisville. Panel respondents (1745 completed surveys). Partner respondents (1794 completed surveys).

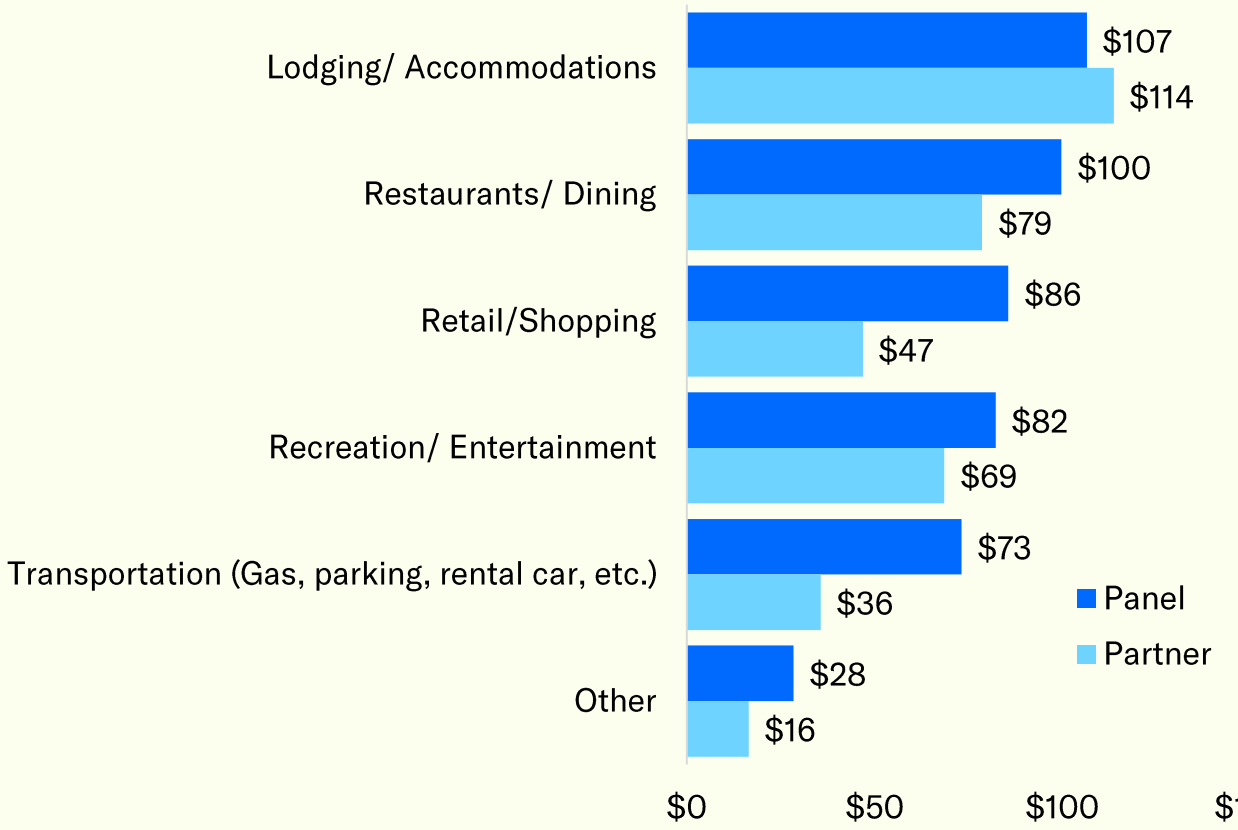
Number of People in Paid Lodging



Question: Including yourself, how many people stayed in your room?

Base: Respondents who stayed overnight in paid lodging on their most recent trip to Louisville. Panel respondents (1381 completed surveys). Partner respondents (1387 completed surveys).

Average Daily Spend – Per Travel Party



Average Daily Spend Per Party

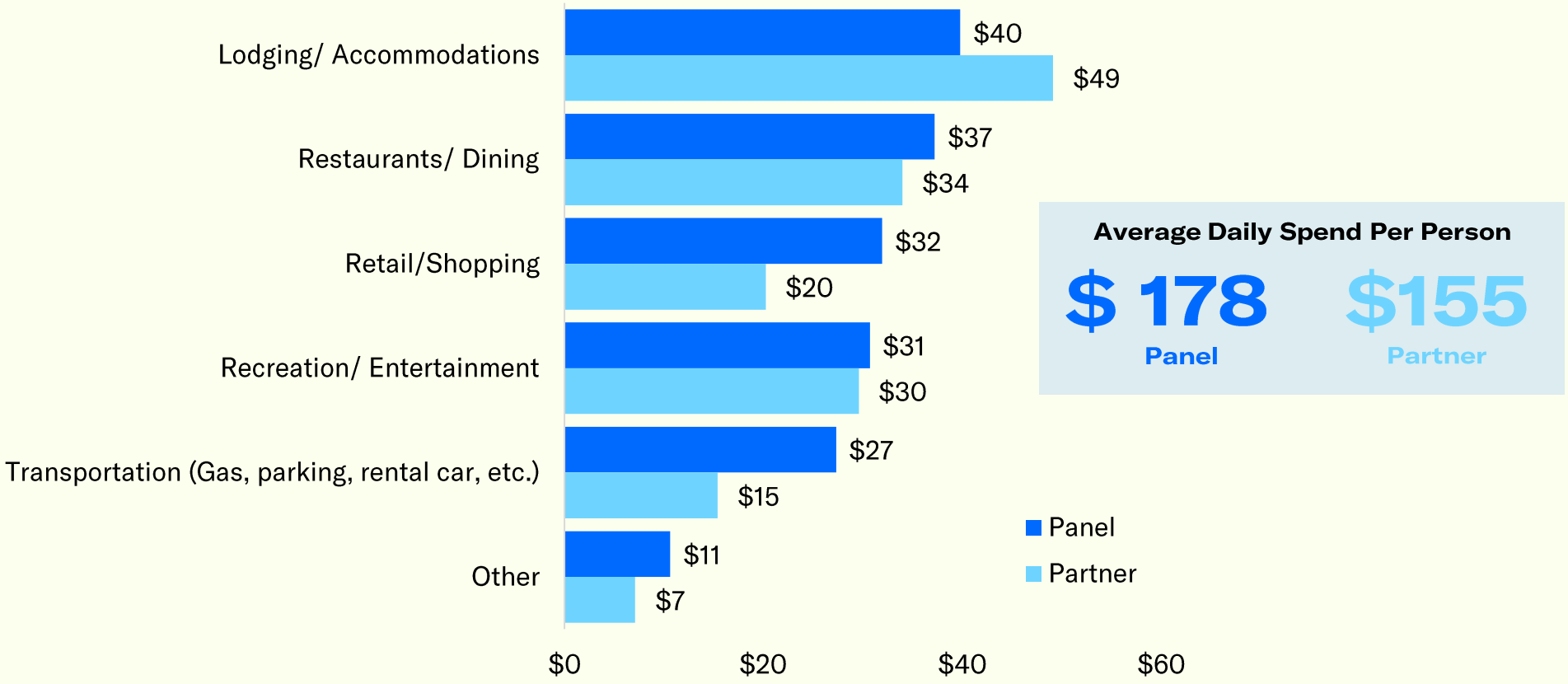
$476 Panel

$360 Partner

Question: Approximately how much did you spend PER DAY for the following during your most recent visit to Louisville?

Base: Panel respondents (1294 completed surveys). Partner respondents (1385 completed surveys).

Average Daily Spend – Per Person

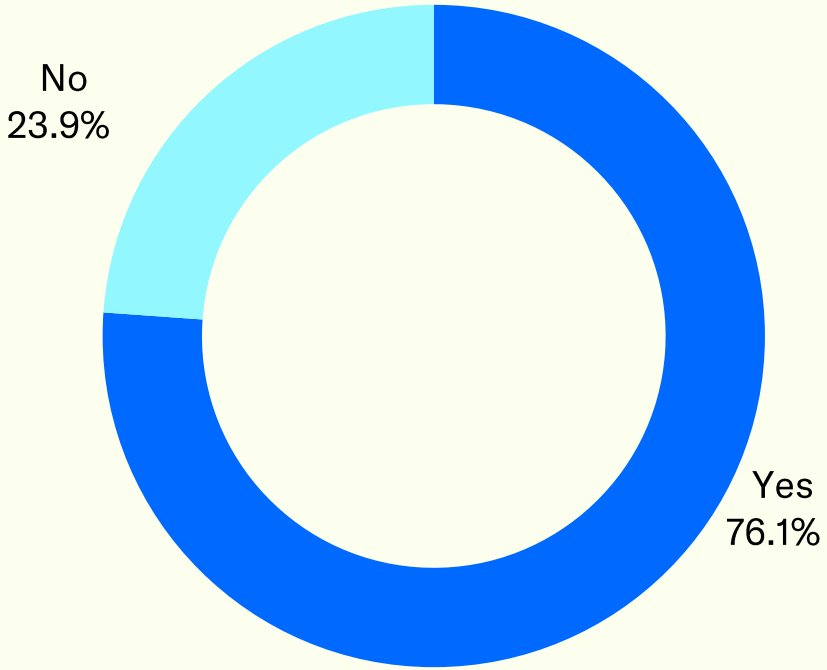


Question: Approximately how much did you spend PER DAY for the following during your most recent visit to Louisville? And how many people are included in the daily spend above?

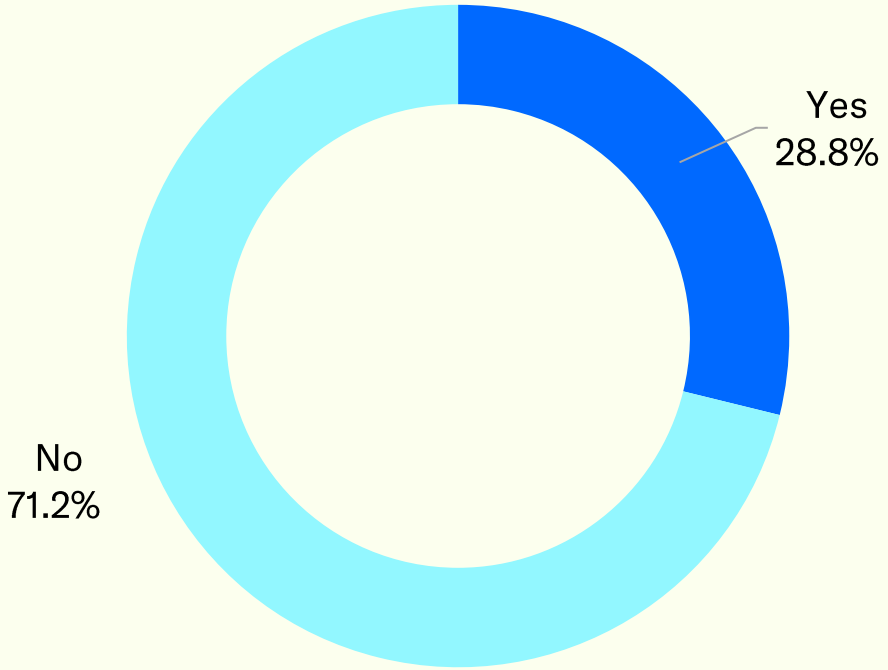
Base: Panel respondents (1294 completed surveys). Partner respondents (1385 completed surveys).

Extended Trip for Leisure/Vacation

Panel Respondents



Partner Respondents

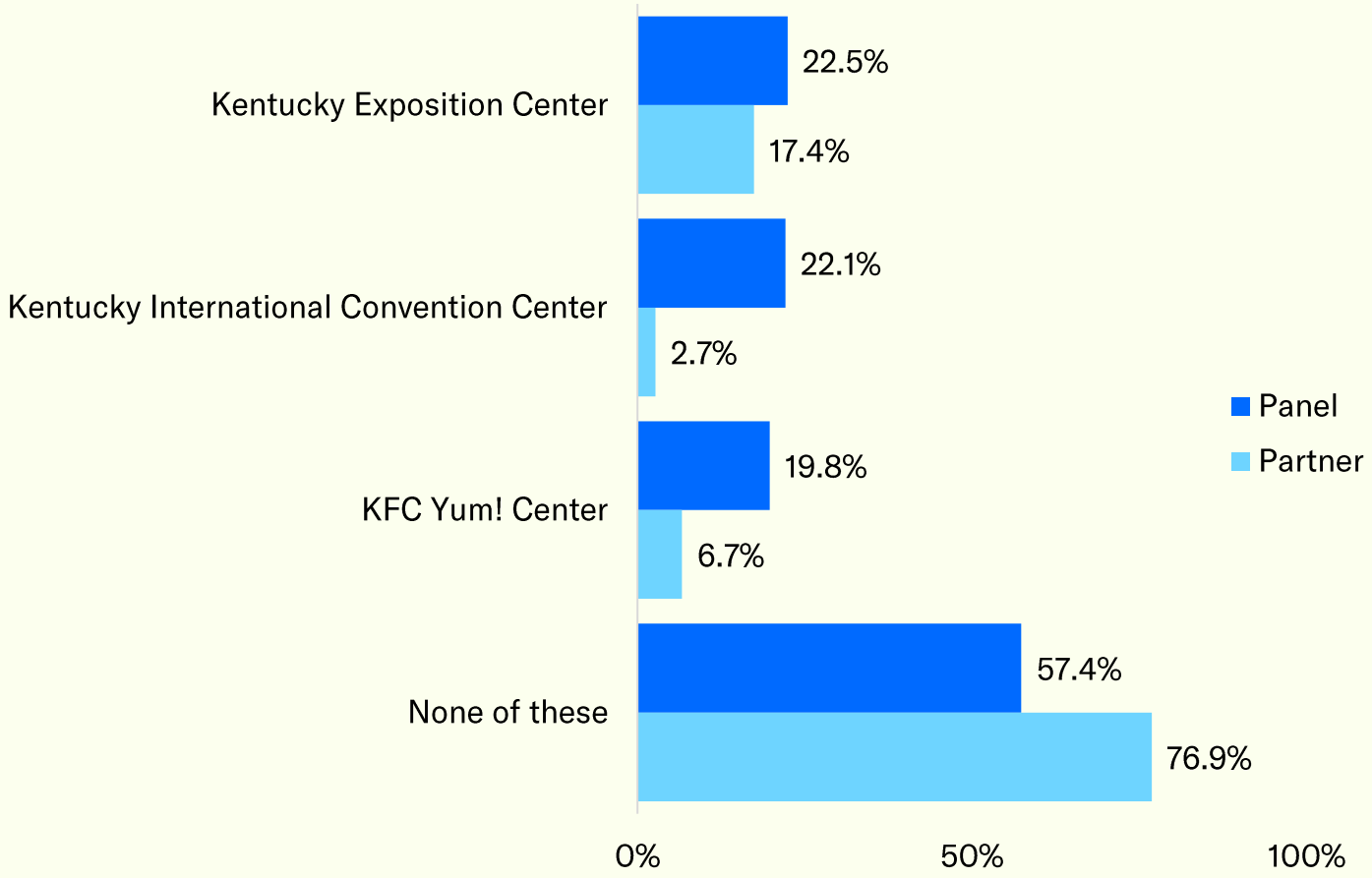


Question: And during your last trip to Louisville did you spend any additional time in the area for leisure and/or vacation?

Base: Respondents whose primary purpose of their most recent Louisville trip was for business, conference, or government travel.

Panel respondents (179 completed surveys). Partner respondents (125 completed surveys).

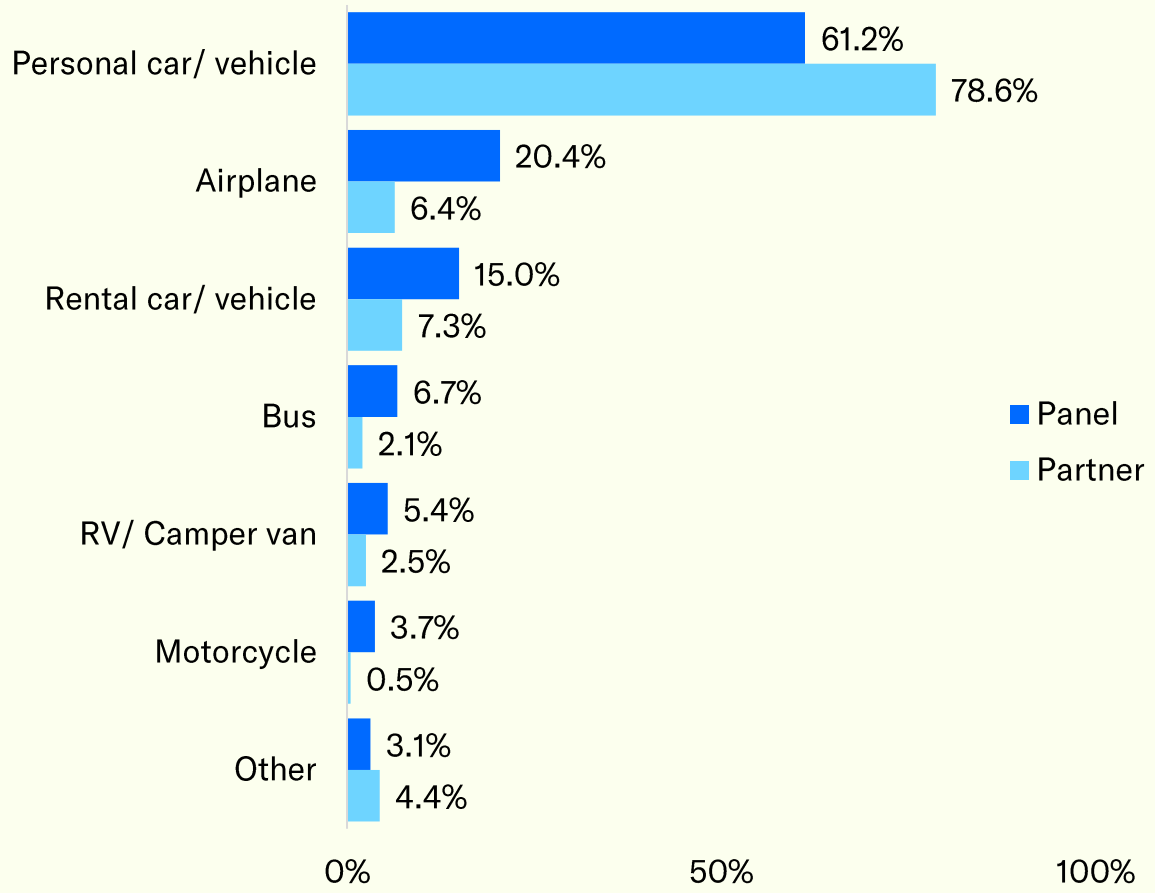
Visitation to Meetings/Event Venues



Question: Did you attend any meetings or events at any of the following?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

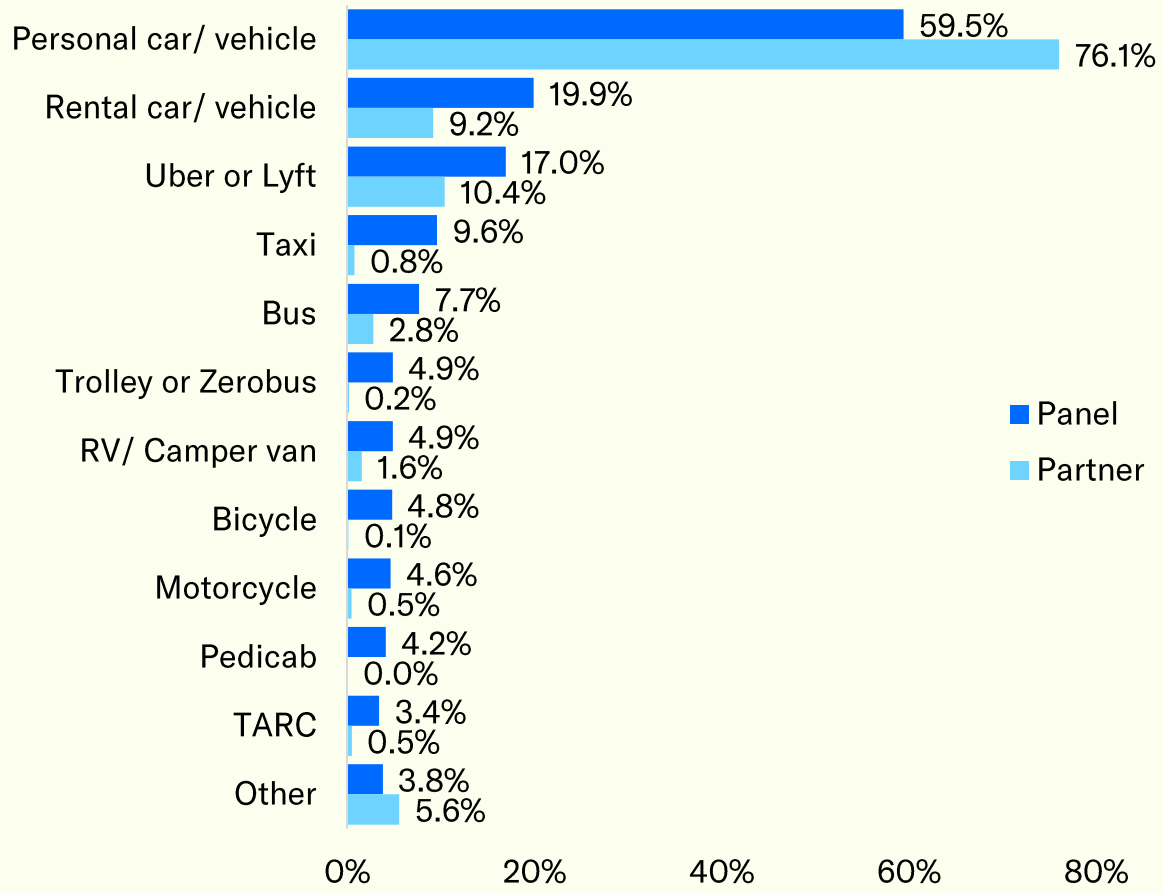
Arrival Transportation Method



Question: Which type of transportation did you use to arrive and depart Louisville?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

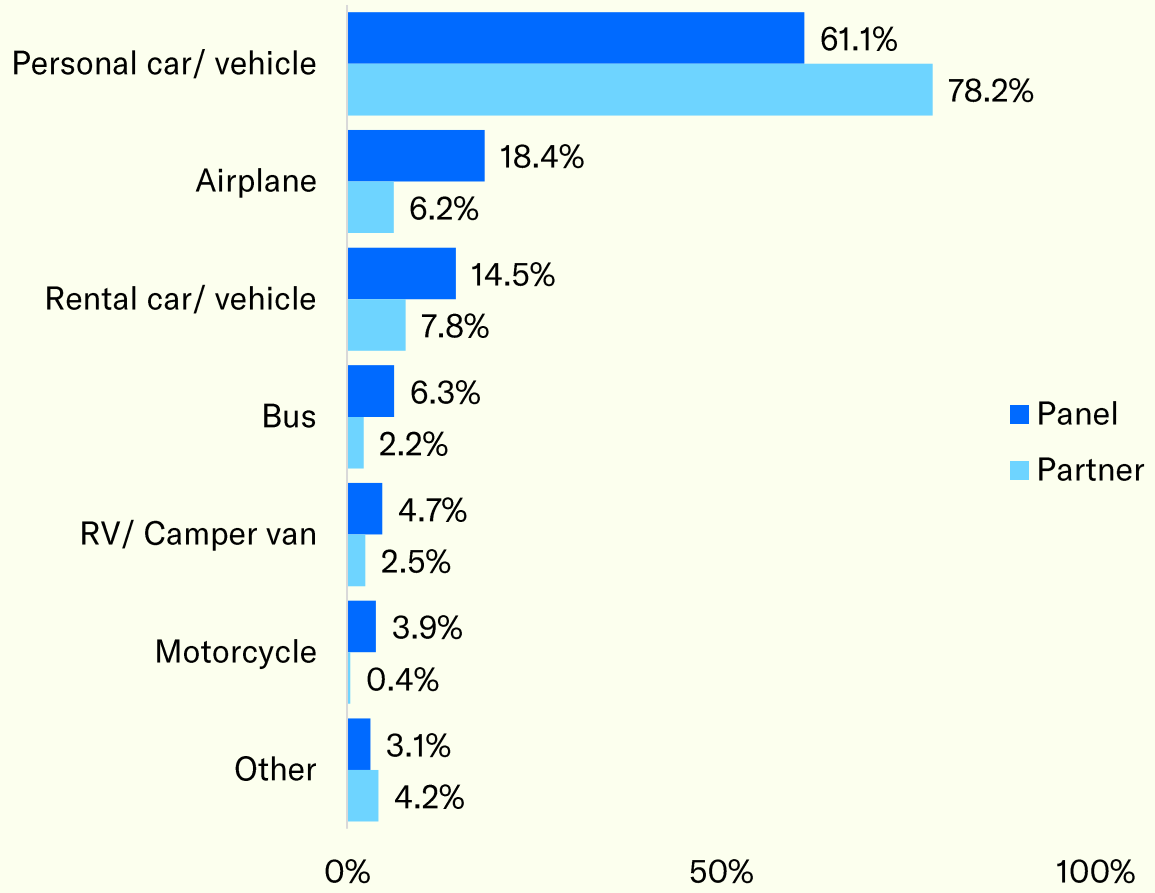
In-Market Transportation Method(s)



Question: Which type of transportation did you use to arrive and depart Louisville?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

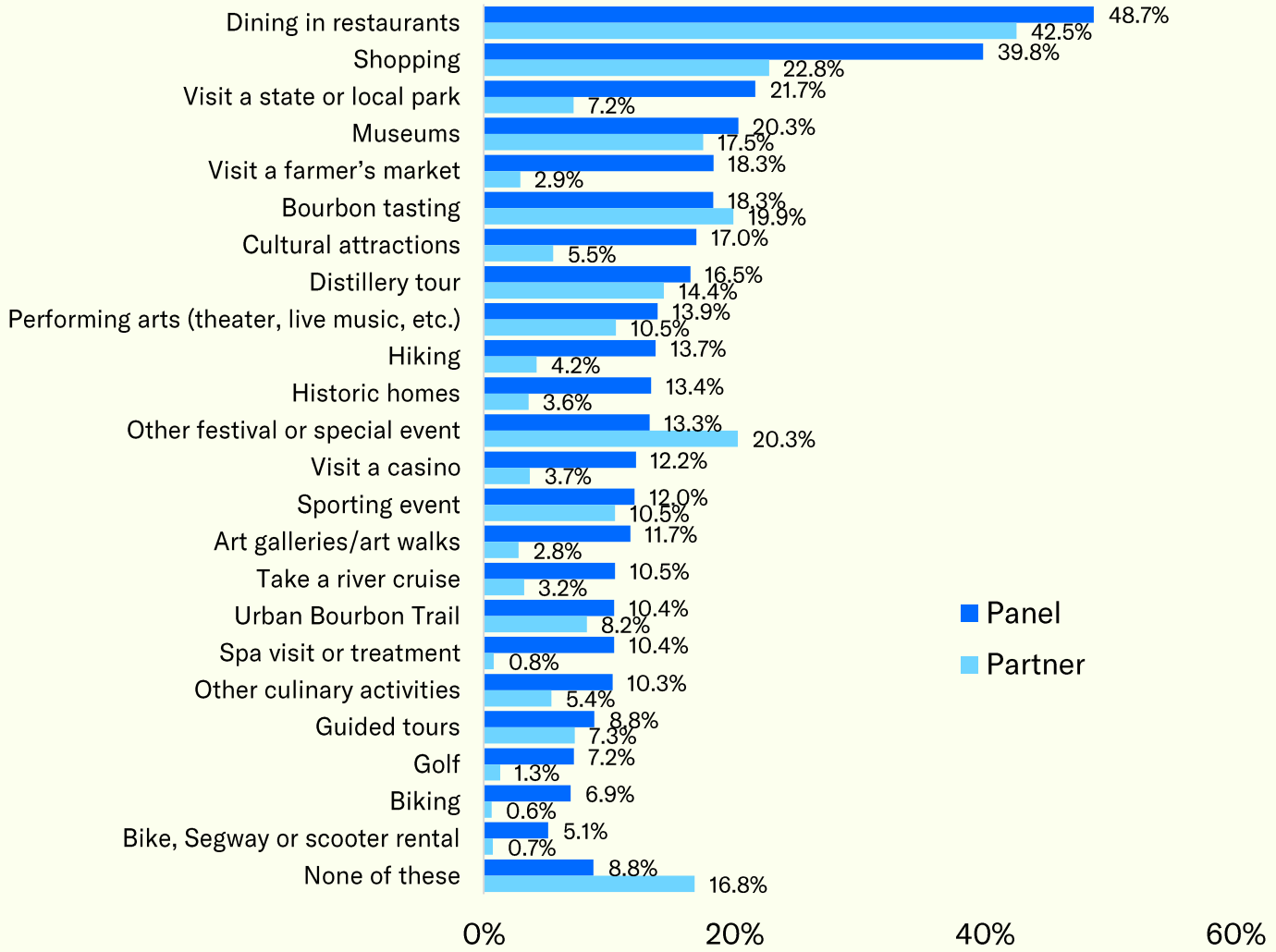
Departure Transportation Method



Question: Which type of transportation did you use to arrive and depart Louisville?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

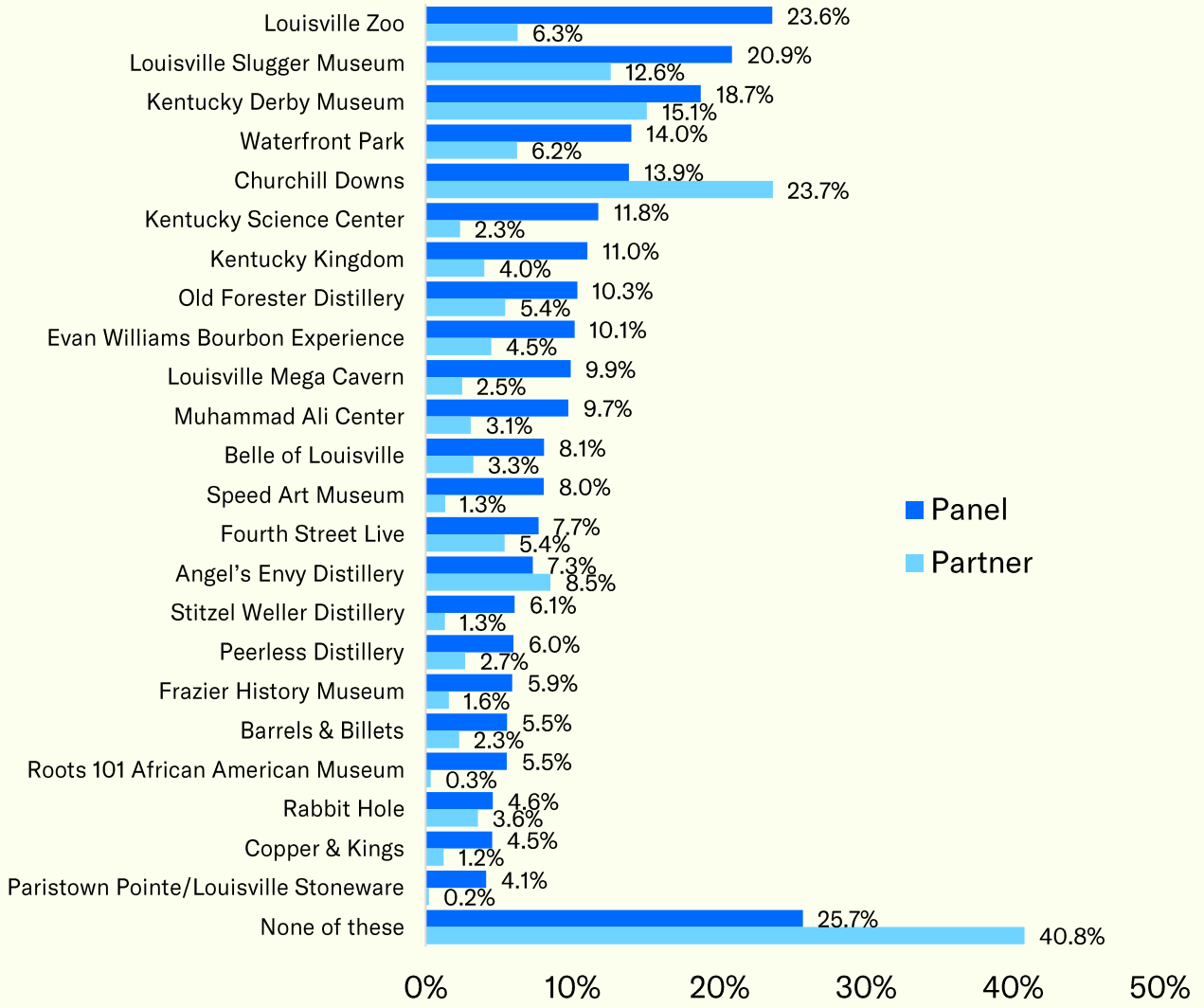
Activities Participated In



Question: Which, if any, of the following activities did you, or members of your travel party, participate in during your most recent visit to Louisville? Select all that apply.

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

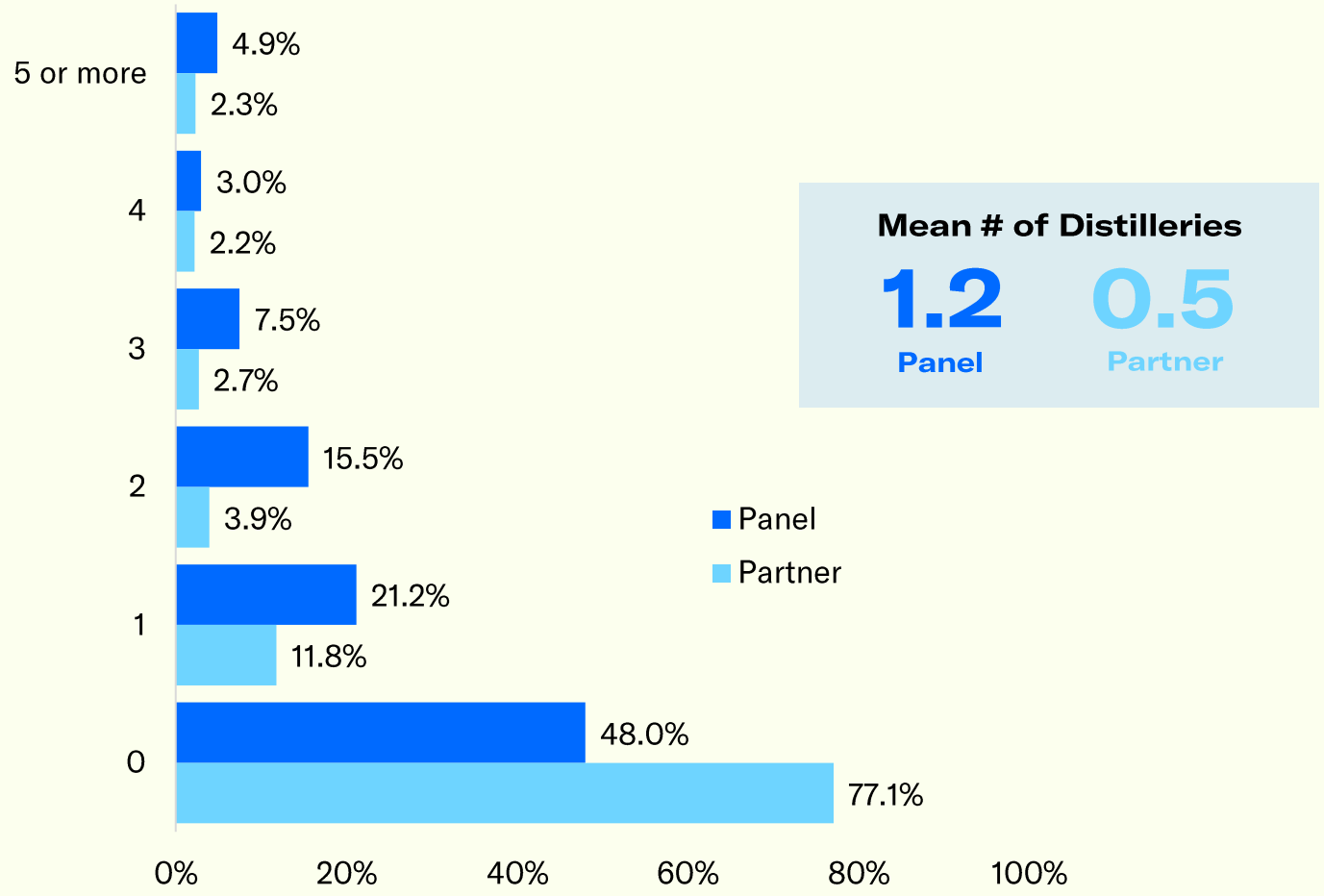
Attractions Visited



Question: Which, if any, of the following attractions did you, or members of your travel party, visit during your most recent visit to Louisville? Select all that apply

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

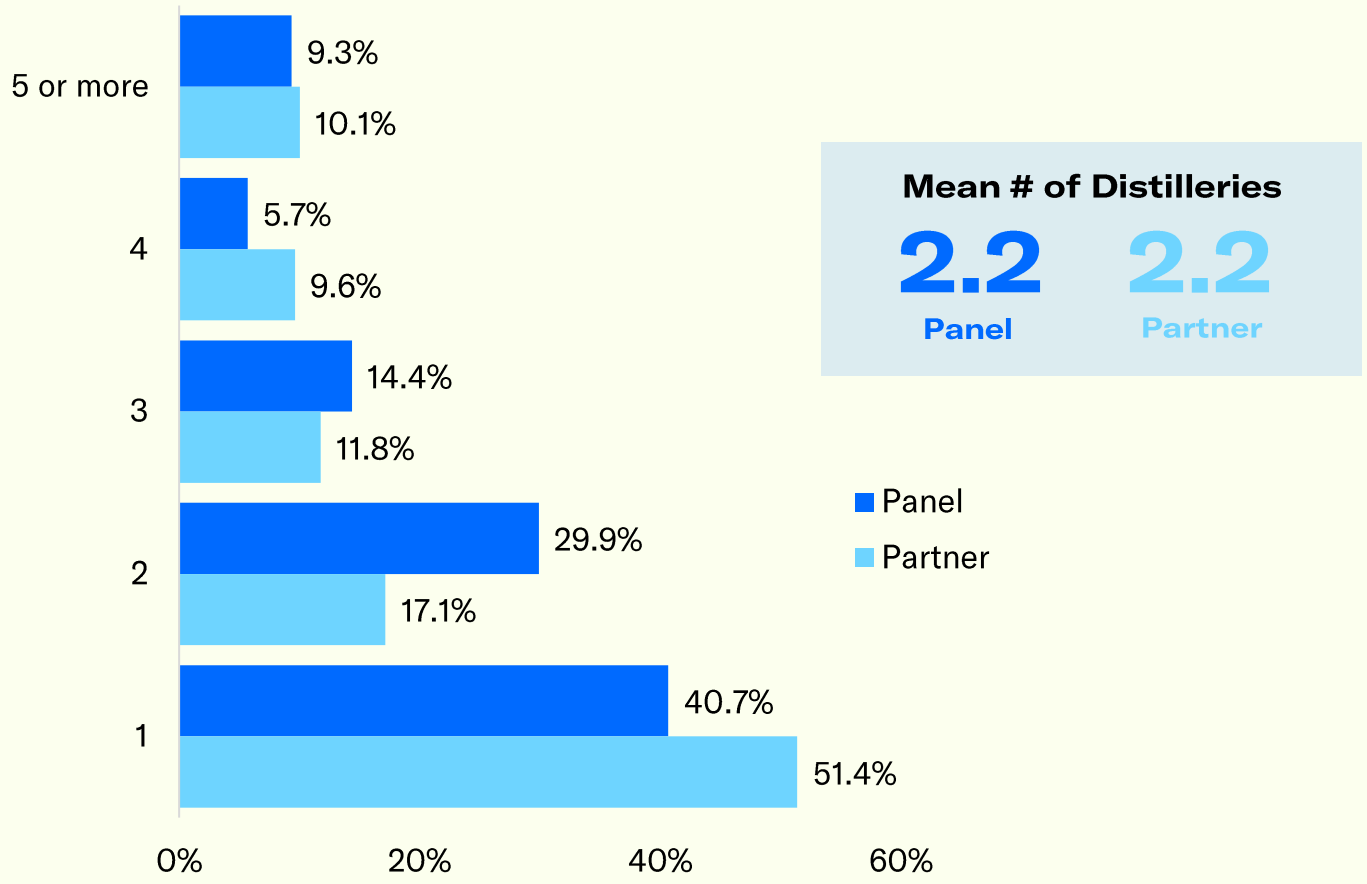
Louisville Distilleries Visited – Total Respondents



Question: How many, if any, Louisville-based distilleries did you visit on your most recent visit to Louisville?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Louisville Distilleries Visited – Distillery Visitors



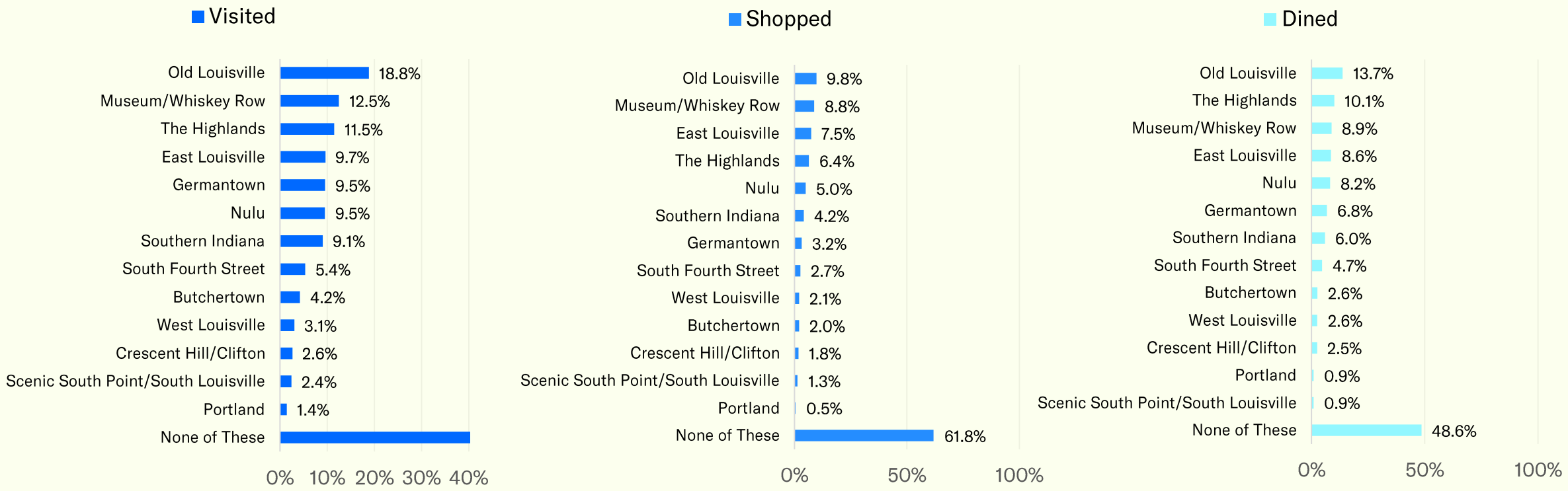
Question: How many, if any, Louisville-based distilleries did you visit on your most recent visit to Louisville?

Base: Respondents who visited at least one distillery on their most recent trip to Louisville. Panel respondents (1120 completed surveys). Partner respondents (700 completed surveys).

Neighborhood Visitation – Panel Respondents

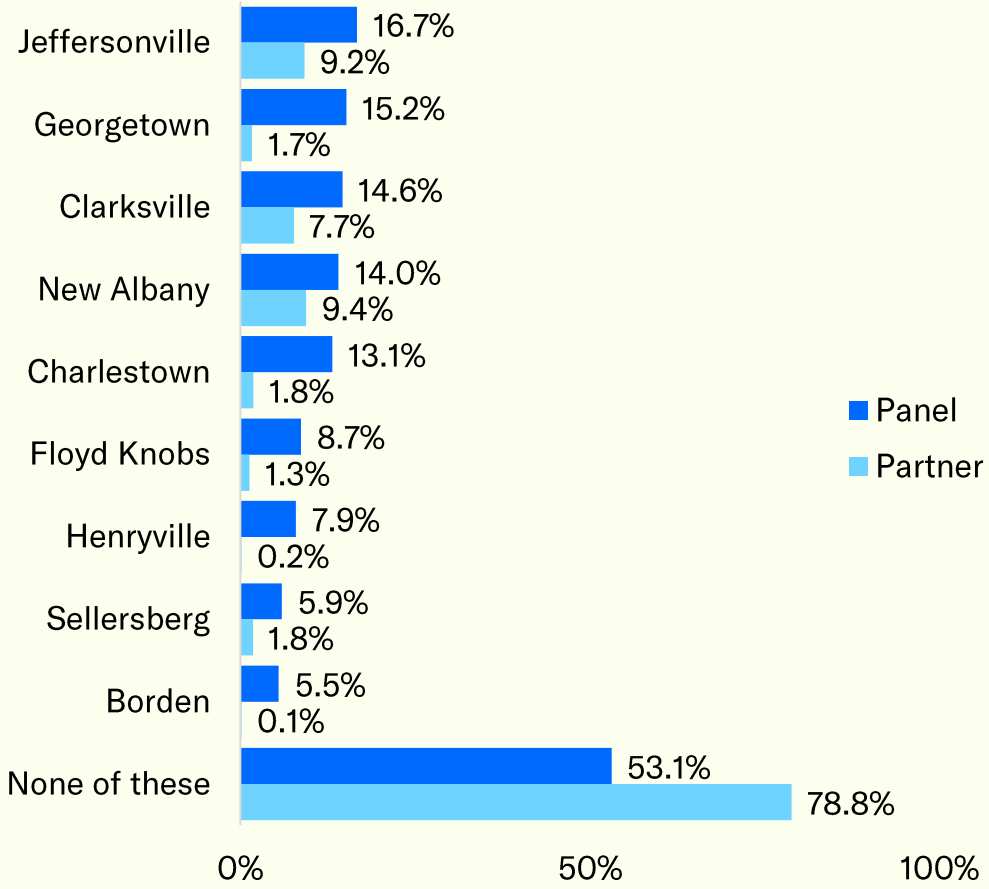
Question: Did you visit, shop, and/or dine in any of these Louisville neighborhoods on your most recent trip to the destination?
Base: Panel respondents (1820 completed surveys).

Neighborhood Visitation – Partner Respondents



Question: Did you visit, shop, and/or dine in any of these Louisville neighborhoods on your most recent trip to the destination?
Base: Partner respondents (2097 completed surveys).

Southern Indiana Communities Visited

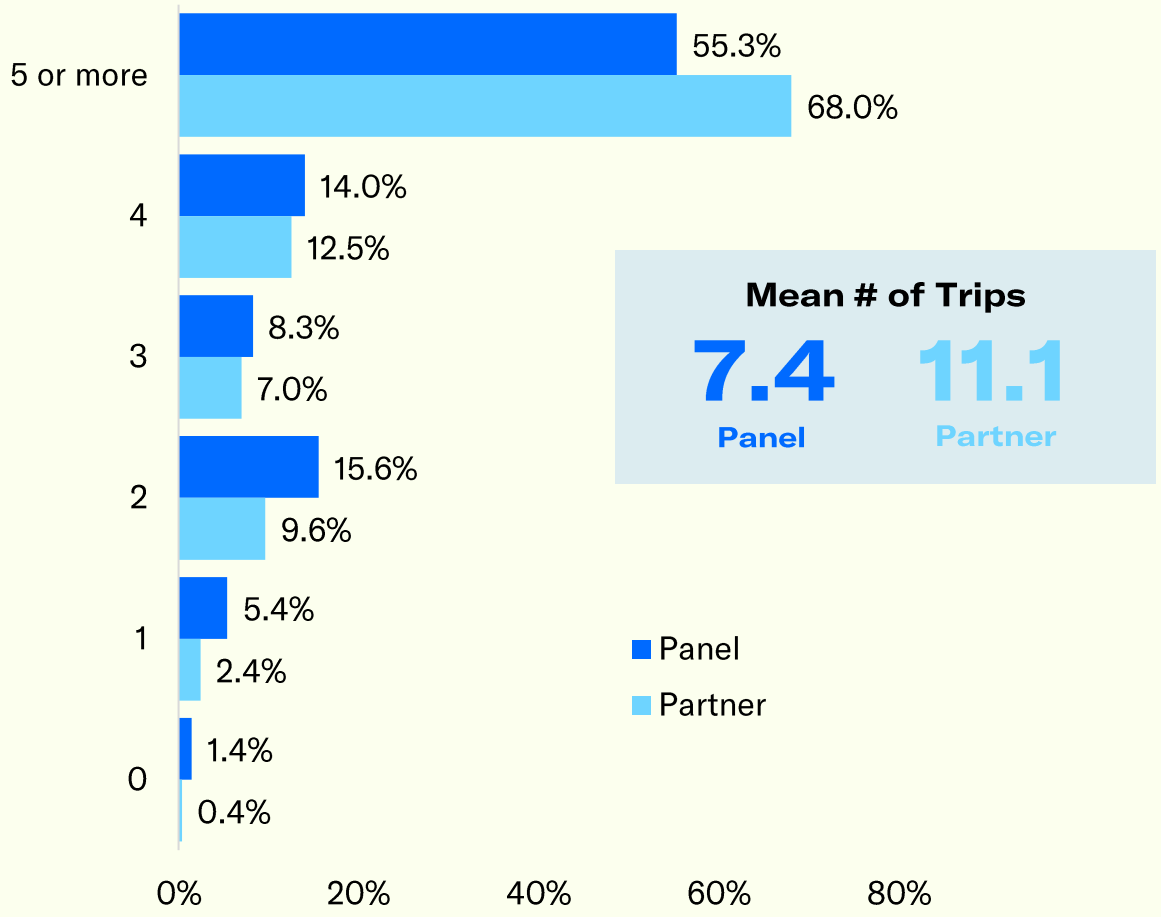


Question: Did you visit any of the following nearby communities in Southern Indiana?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Number of Planned Leisure Trips

Next Two Years



Question: In the next two (2) years, how many overnight leisure trips do you PLAN TO TAKE?

Base: Panel respondents (1817 completed surveys). Partner respondents (2097 completed surveys).

Travel-Related Self-Perceptions

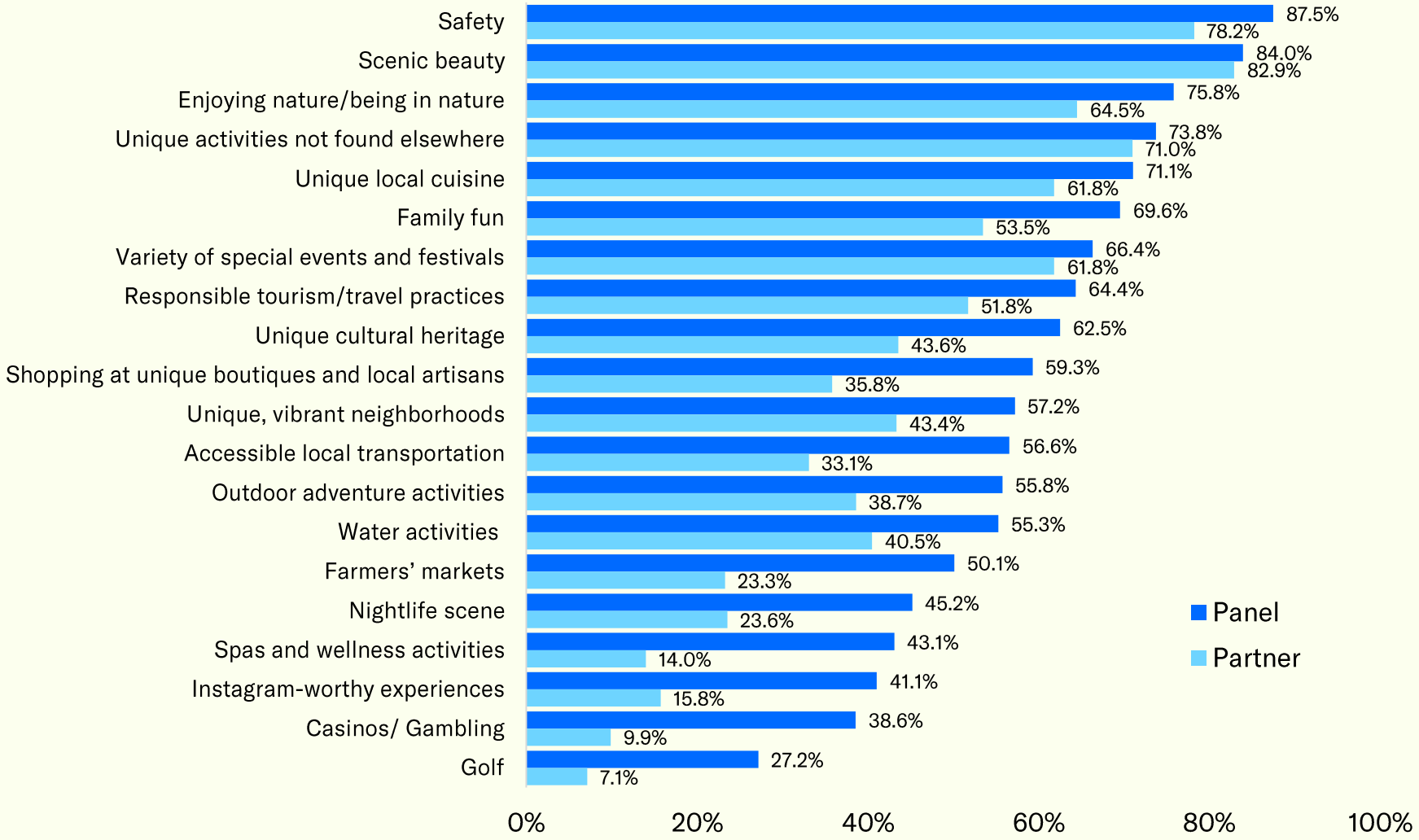
% Selected "4" or "5 Describes Me Perfectly"

Question: Using the scale below, how well do each of the following statements describe you as it relates to travel?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Importance of Destination Attributes

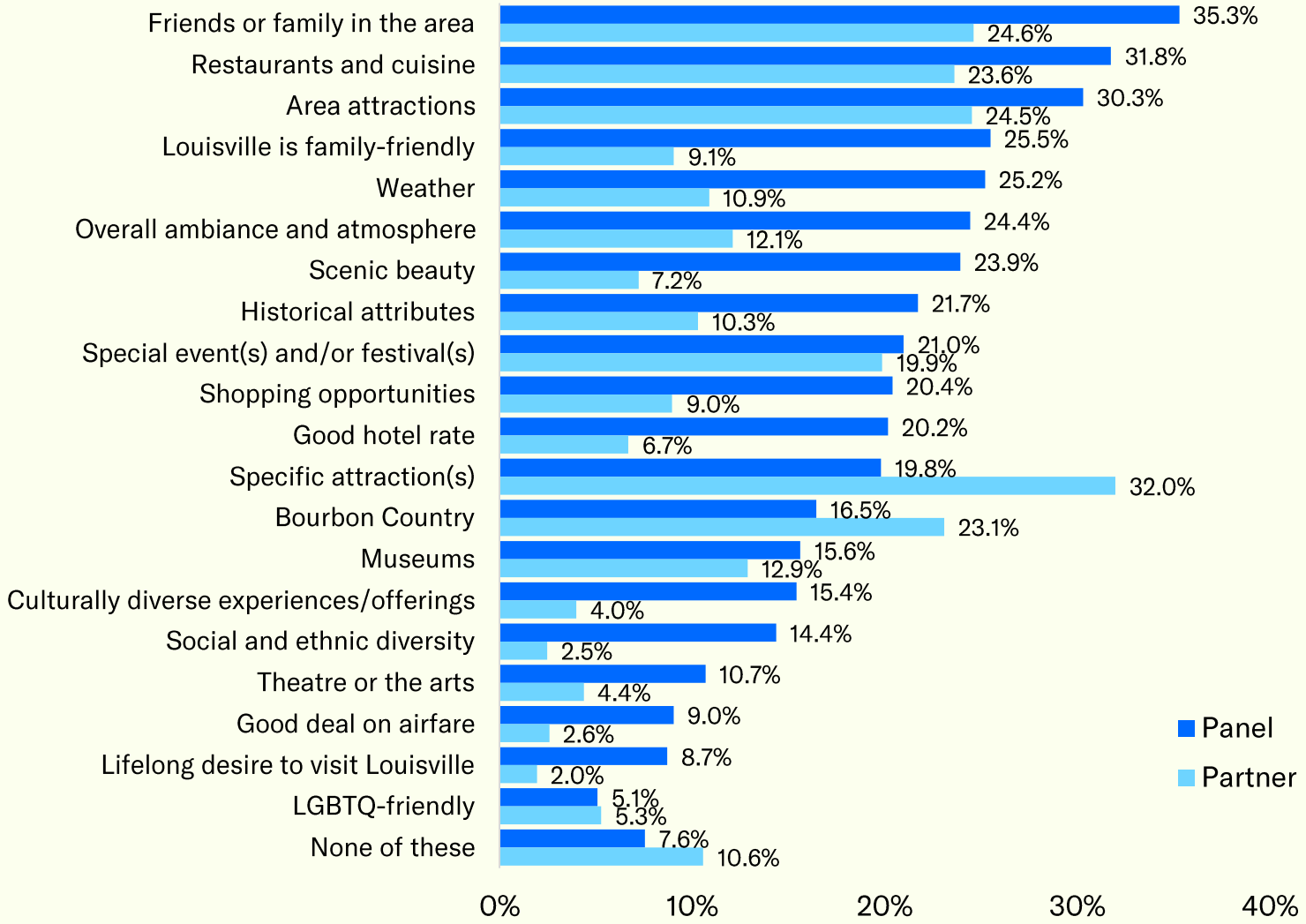
% Selected "Important" or "Very Important"



Question: How important are each of the following to you when selecting a destination for vacation?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Key Factors to Decision to Visit Louisville

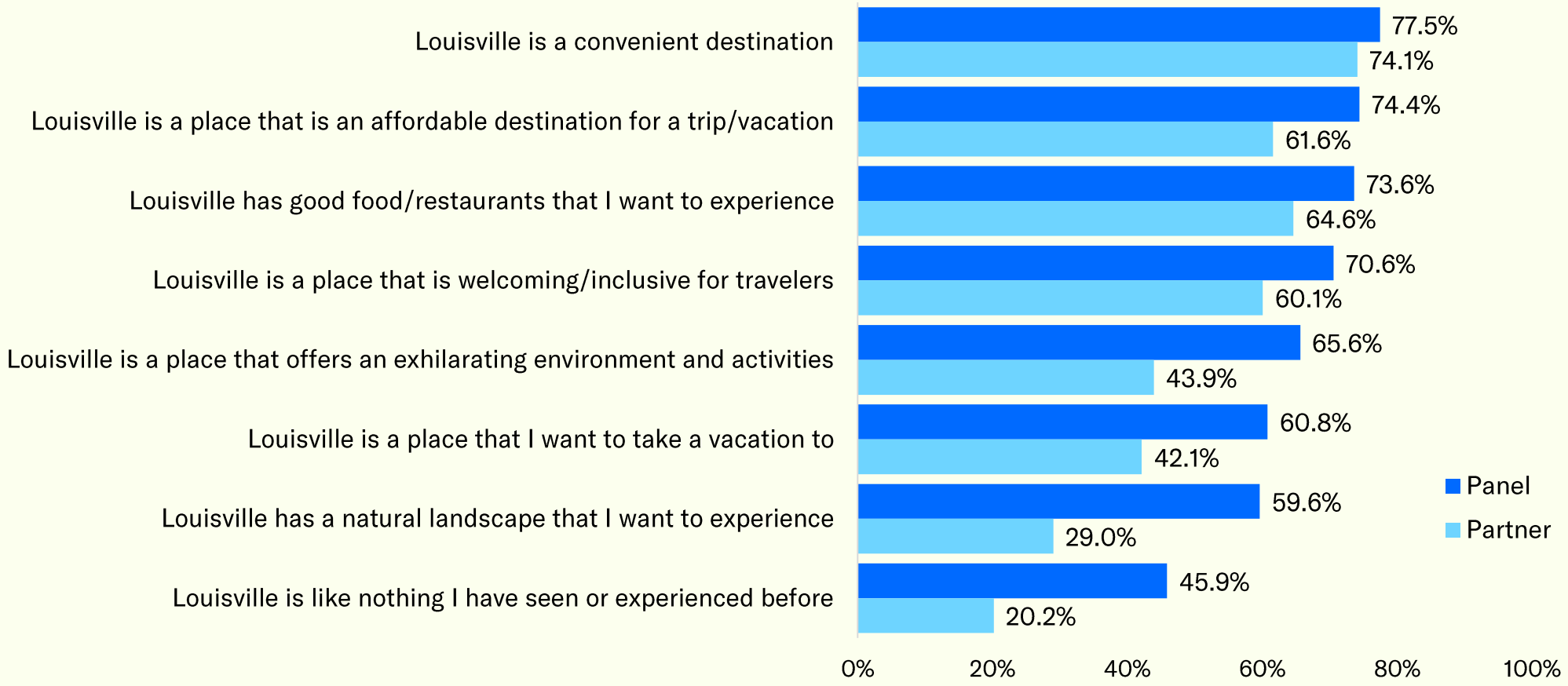


Question: Which of these were IMPORTANT to your decision to take your most recent trip to Louisville? Select all that apply.

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Louisville Brand Perceptions

% Selected "4" or "5 Completely Agree"

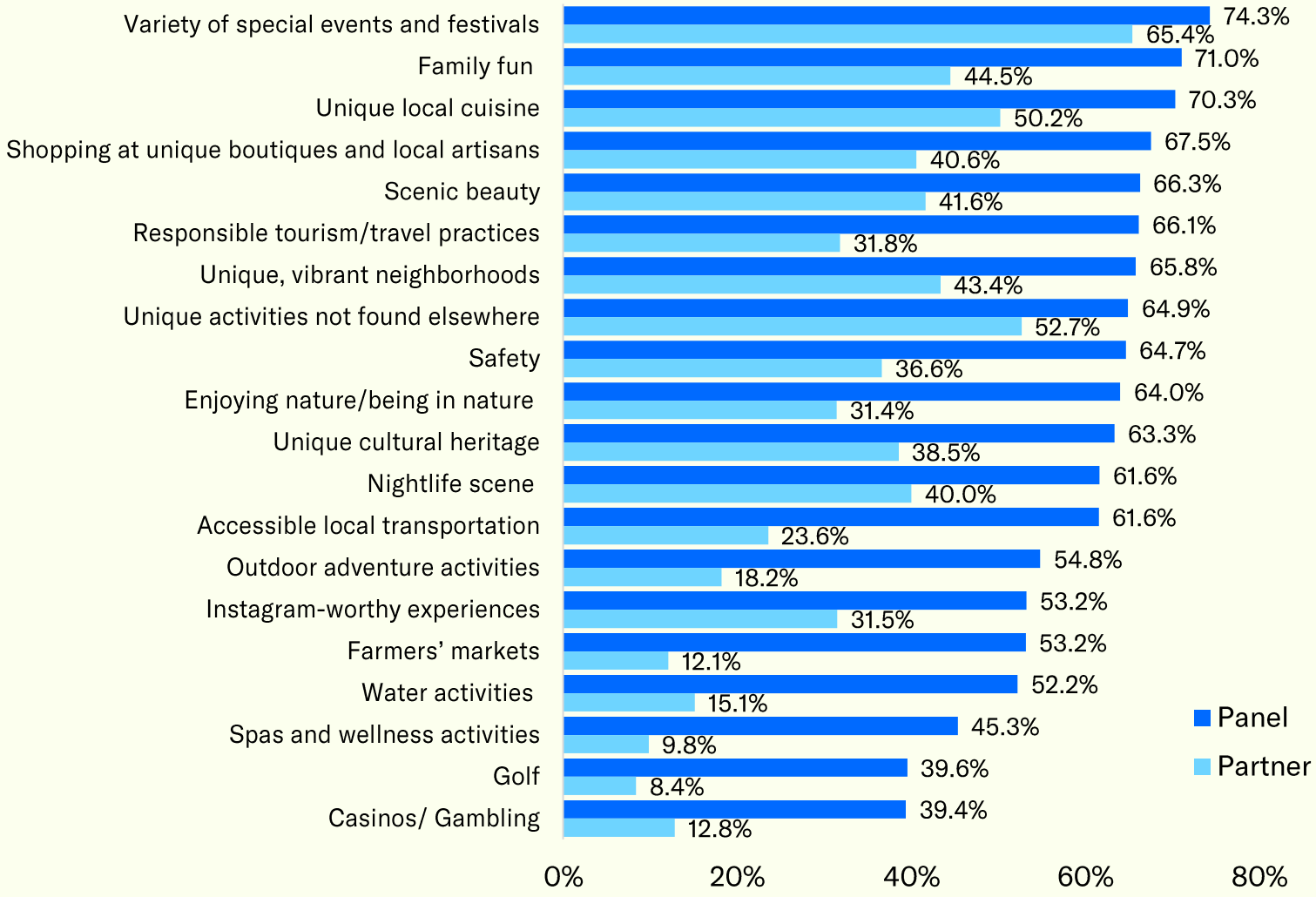


Question: When thinking about Louisville, how much do you agree or disagree with the following statements?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Louisville Attribute Rating

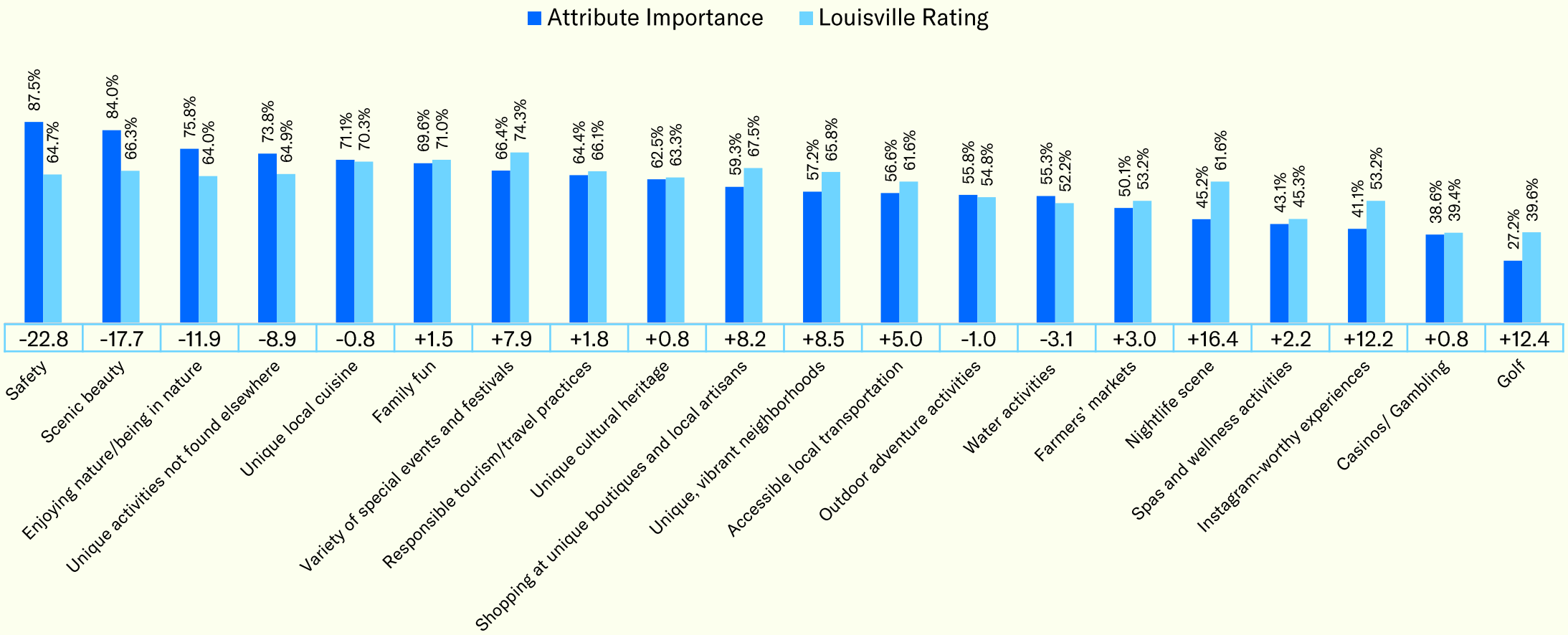
% Good or Very Good



Question: How would you rate Louisville on each of the following...?

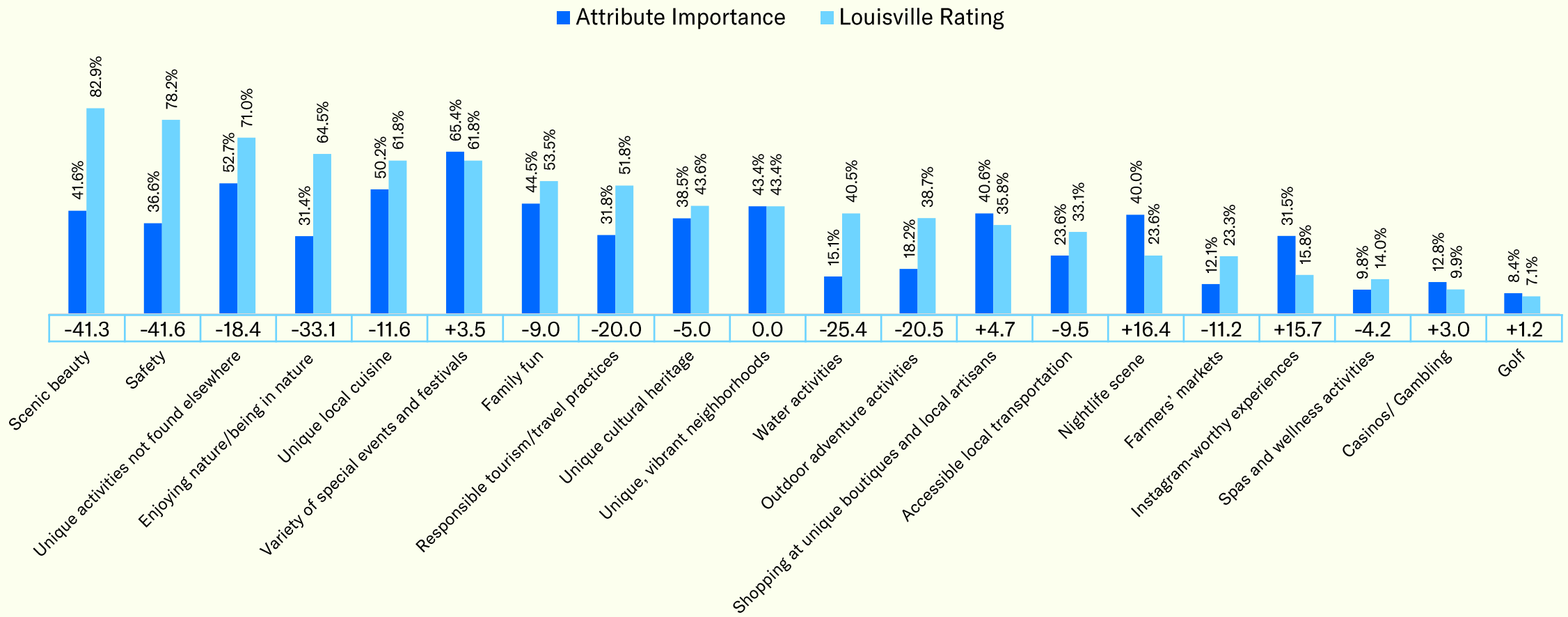
Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Destination Attribute Importance vs. Louisville Rating – Panel Respondents



Questions: 1. How important are each of the following to you when selecting a destination for vacation? 2. How would you rate Louisville on each of the following...?
Base: Panel respondents (1820 completed surveys)

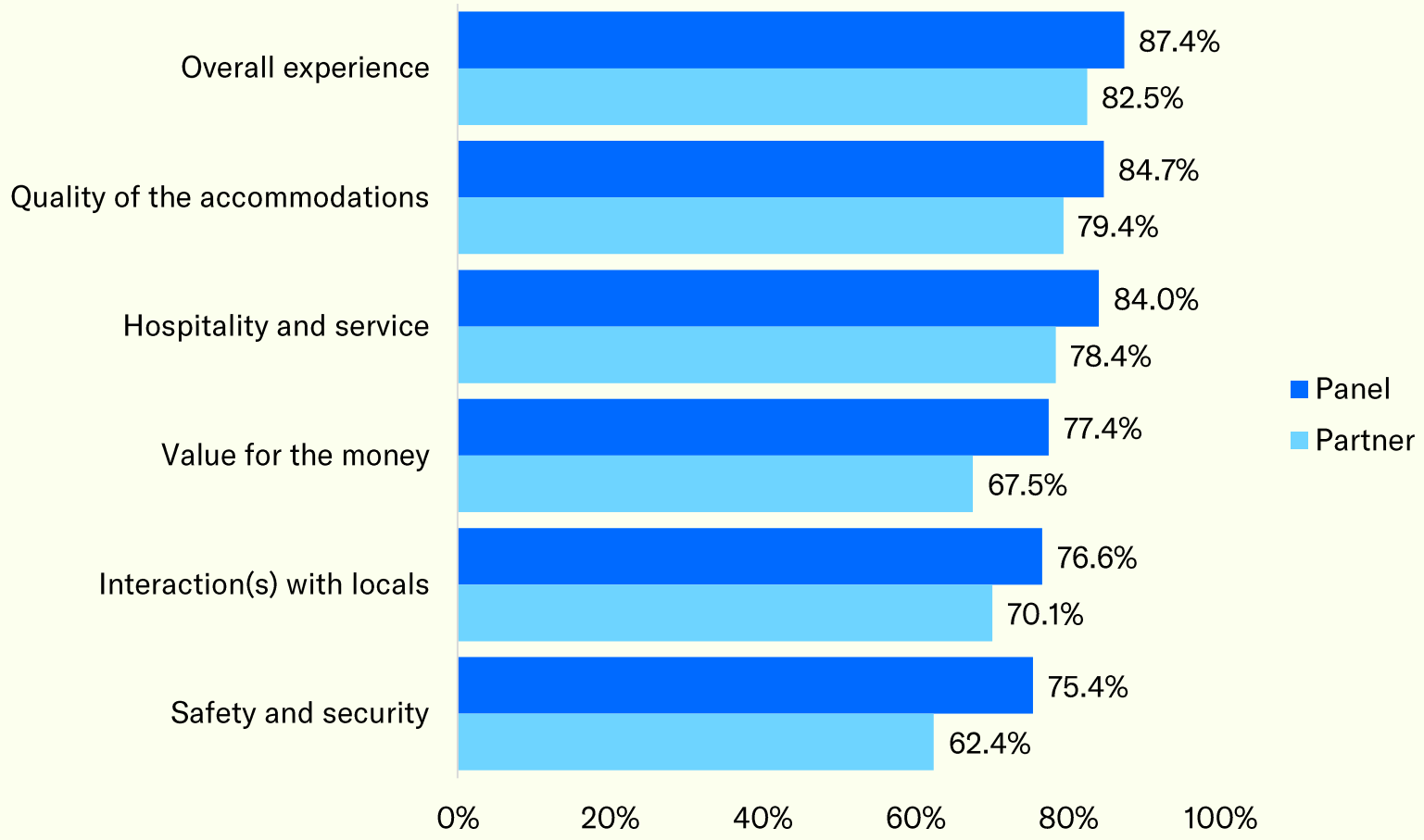
Destination Attribute Importance vs. Louisville Rating – Partner Respondents



Questions: 1. How important are each of the following to you when selecting a destination for vacation? 2. How would you rate Louisville on each of the following...?
Base: Partner respondents (2097 completed surveys)

Satisfaction with Louisville Trip

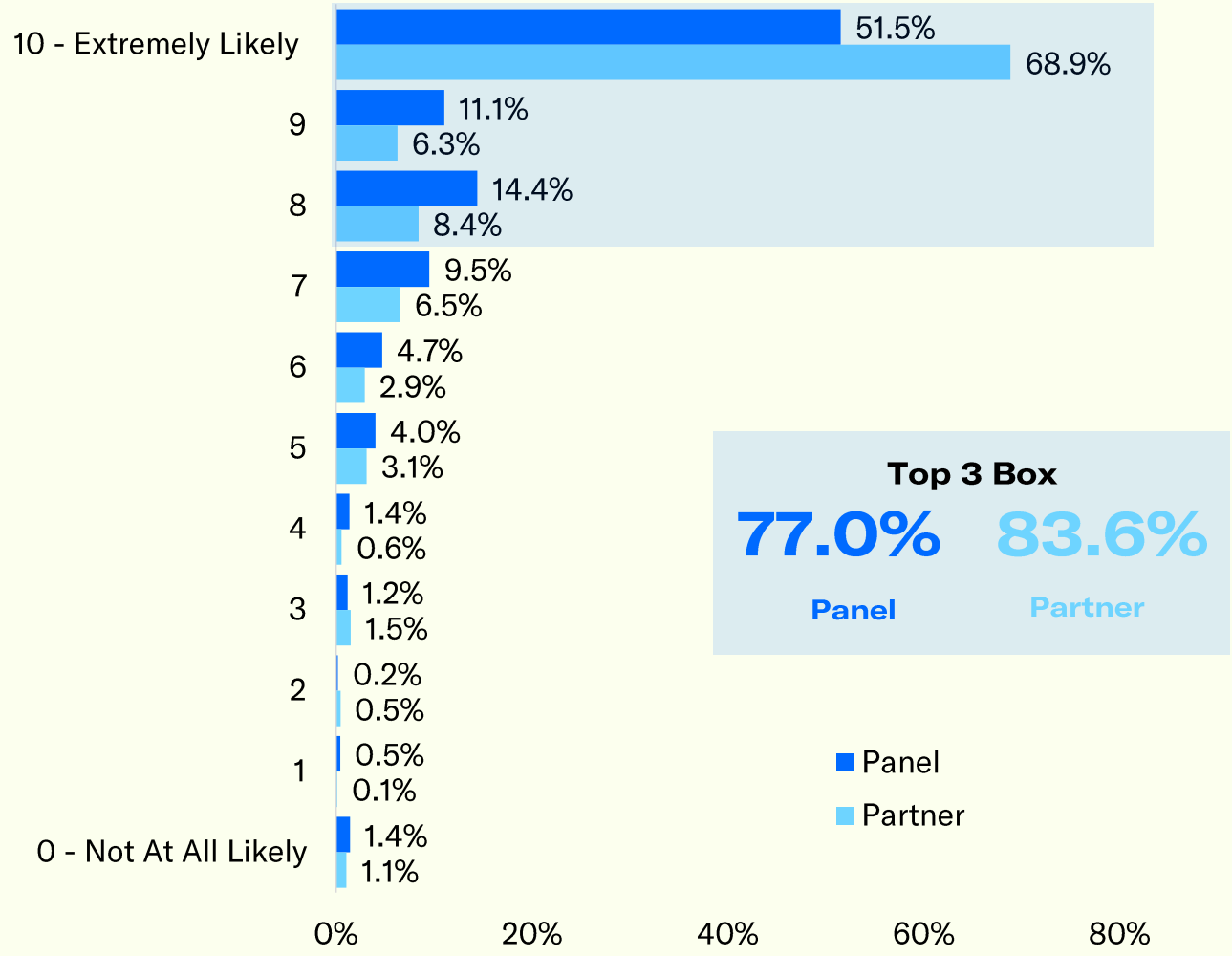
% Selected "4" or "5 Extremely Satisfied"



Question: How satisfied were you with the following during your most recent trip to Louisville?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

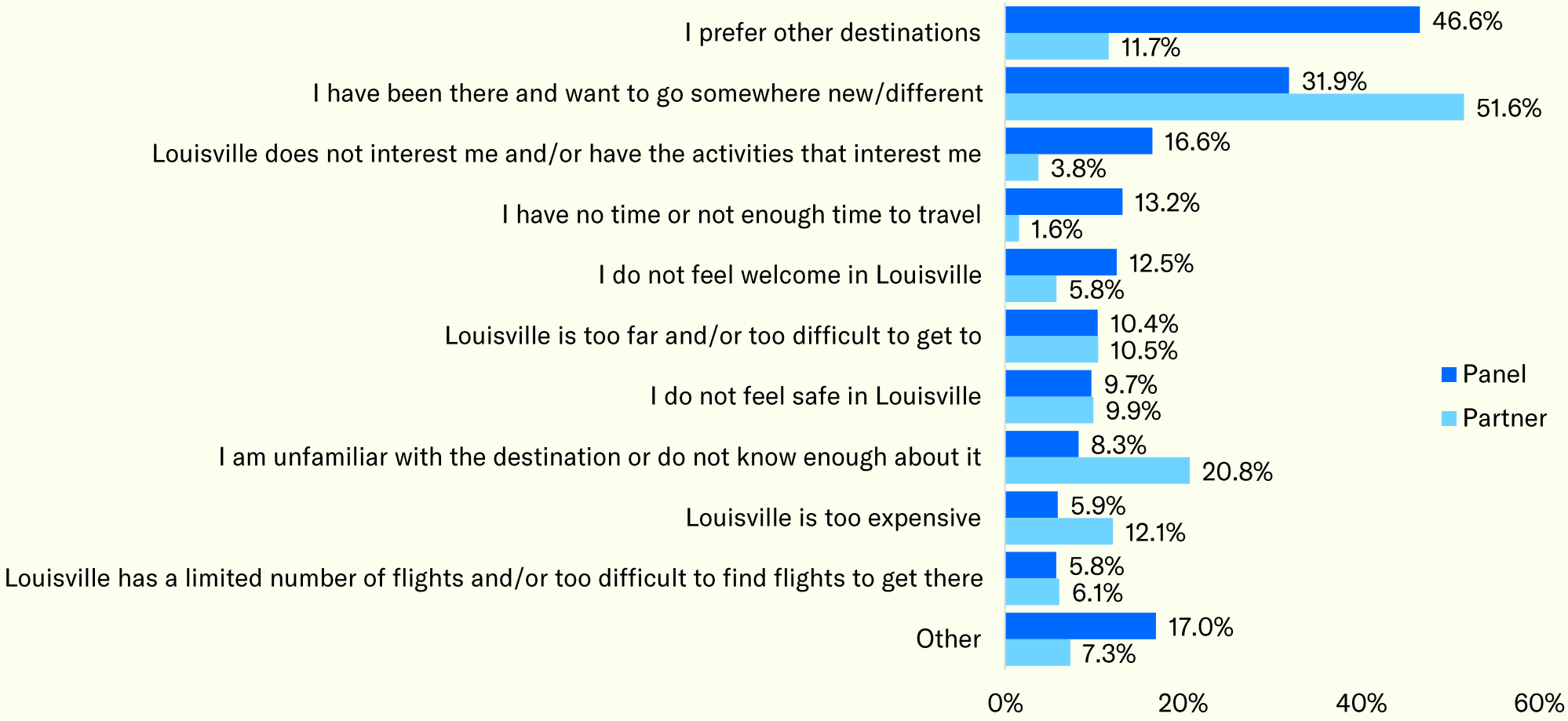
Likelihood to Return to Louisville



Question: How likely are you to return to Louisville in the future?

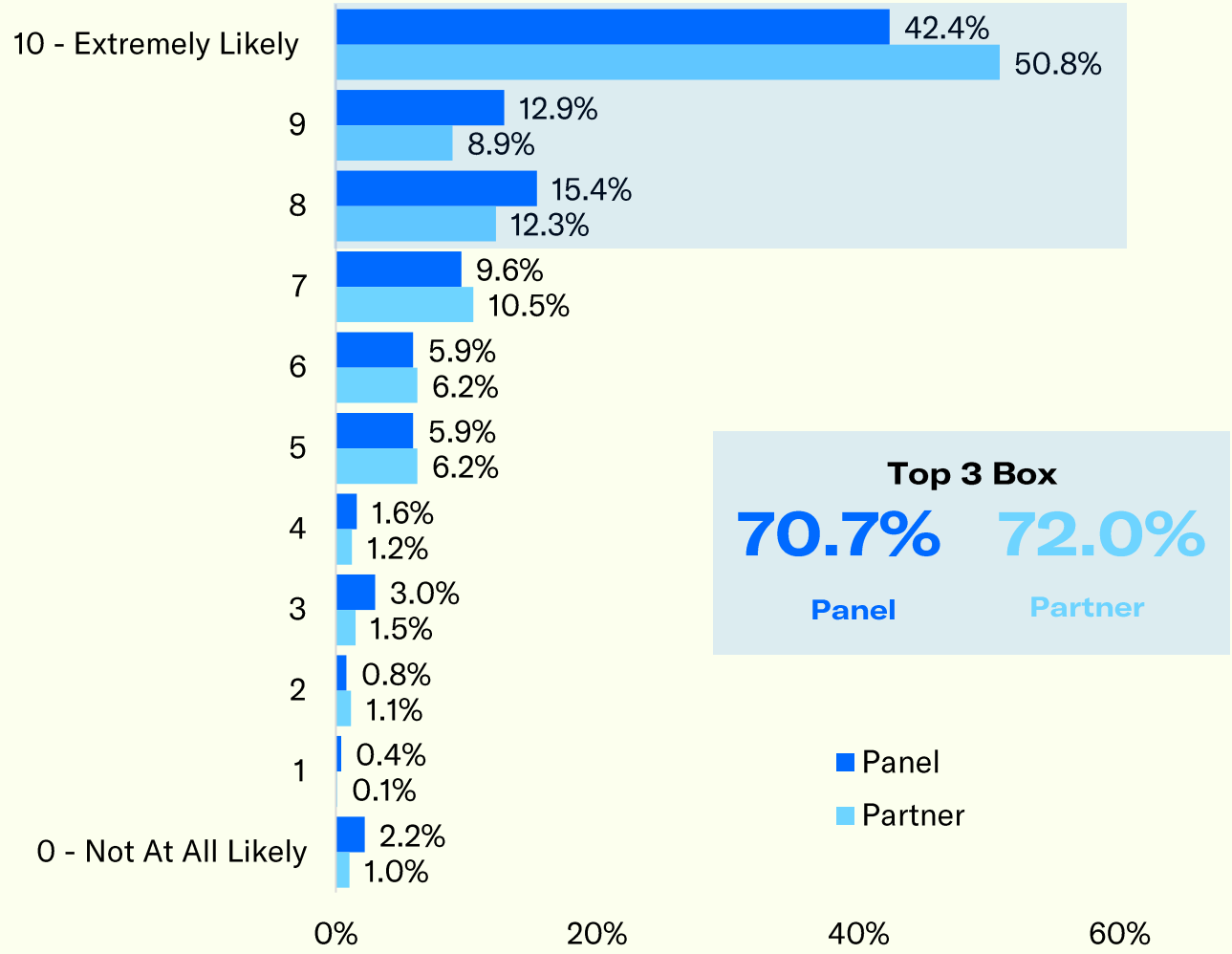
Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Reasons Unlikely to Return to Louisville



Question: You said you were not likely to return to Louisville in the future. From the list below, please select why you are unlikely to visit. Select all that apply.
Base: Respondents who scored less than a 5 on a 0- to 10-point scale for likelihood to return to Louisville. Panel respondents (72 completed surveys). Partner respondents (63 completed surveys).

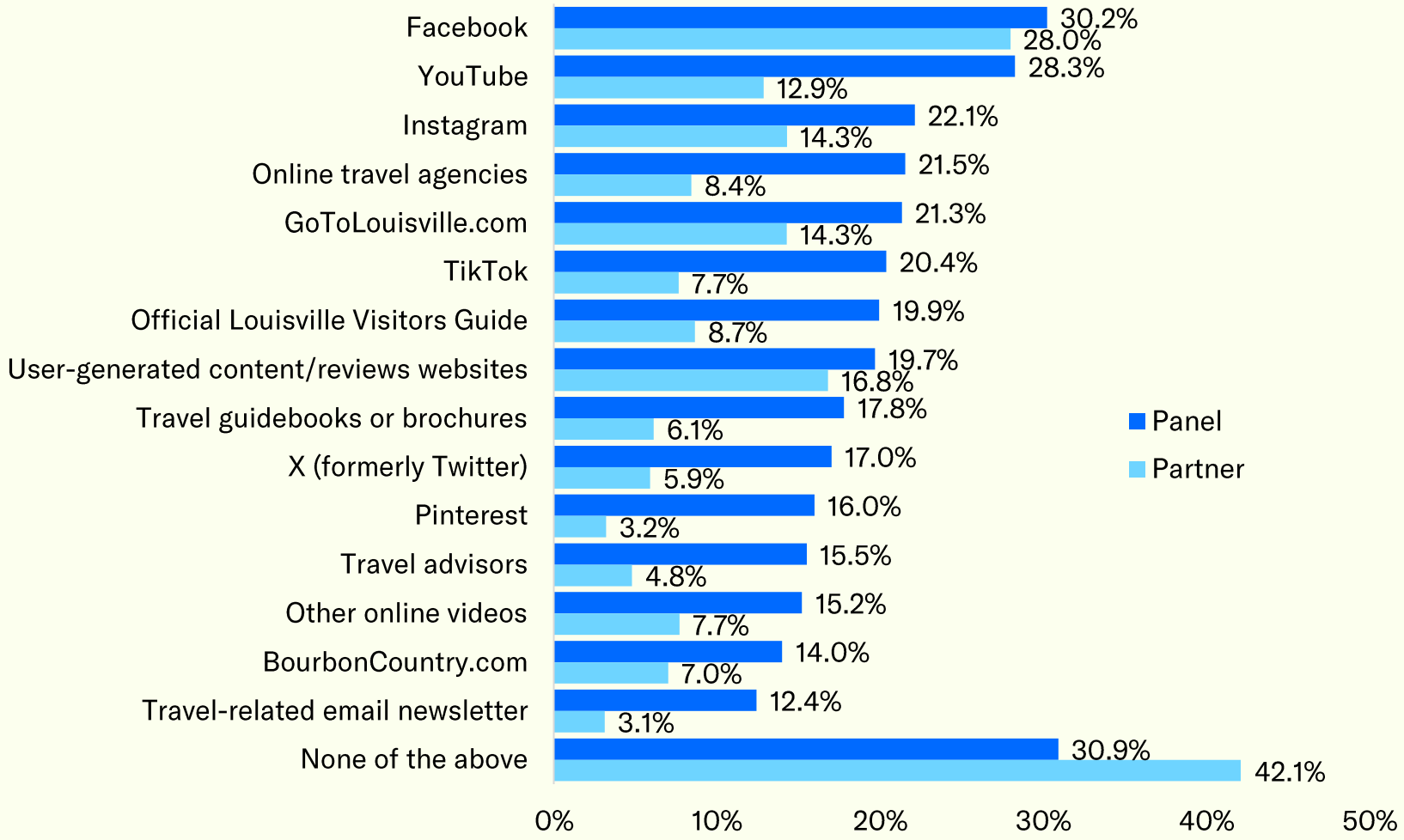
Likelihood to Recommend Louisville



Question: How likely are you to recommend visiting Louisville to friends/family?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

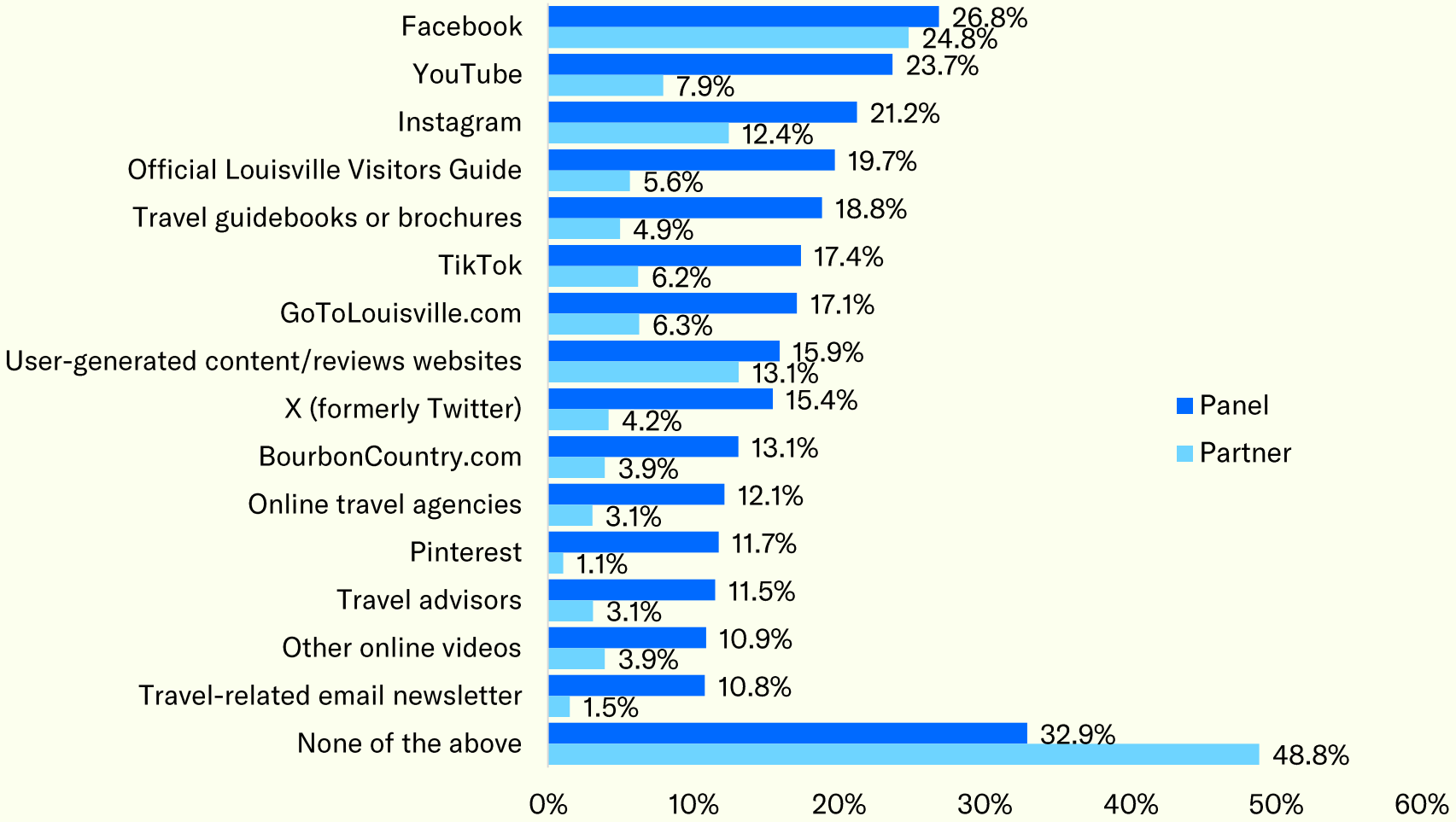
Resources Used Prior to Arriving in Louisville



Question: Which of the following resources did you use to plan your Louisville trip before arriving and which did you use while in the city?

Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Resources Used While Louisville

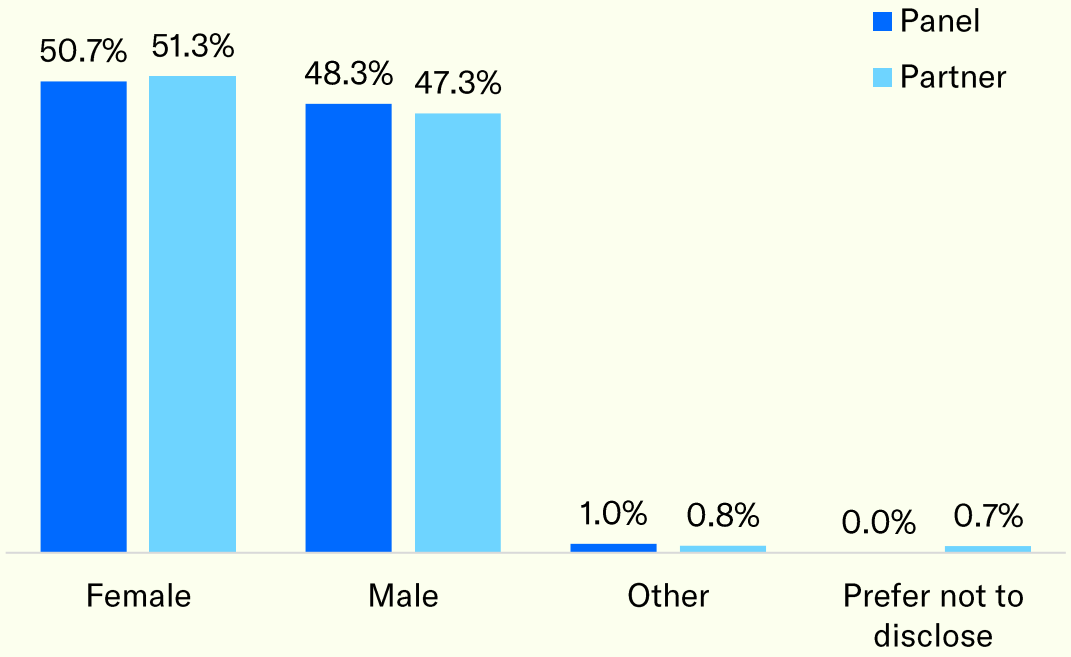


Question: Which of the following resources did you use to plan your Louisville trip before arriving and which did you use while in the city?

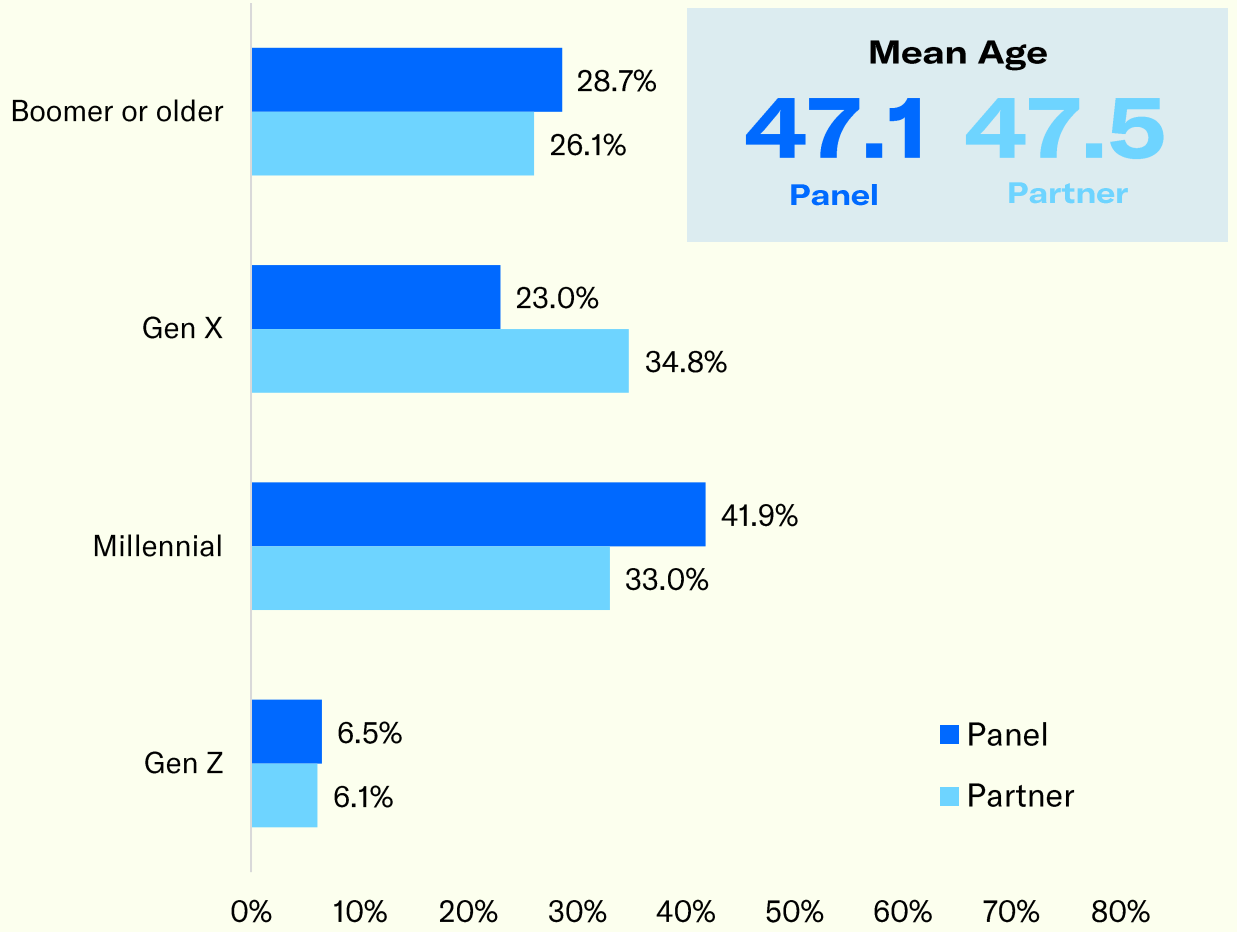
Base: Panel respondents (1820 completed surveys). Partner respondents (2097 completed surveys).

Demographics

Gender

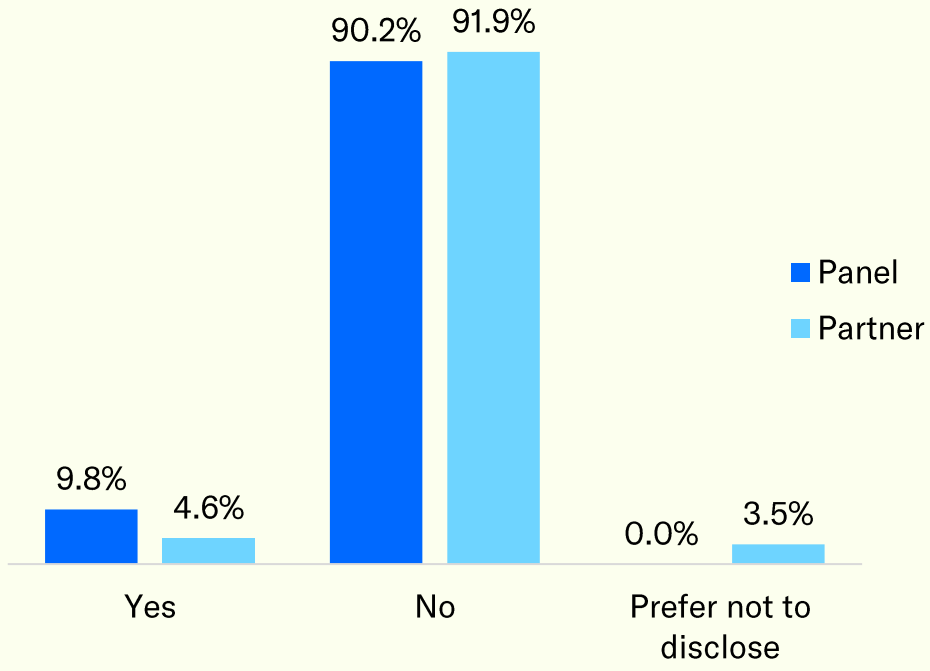


Generation / Age

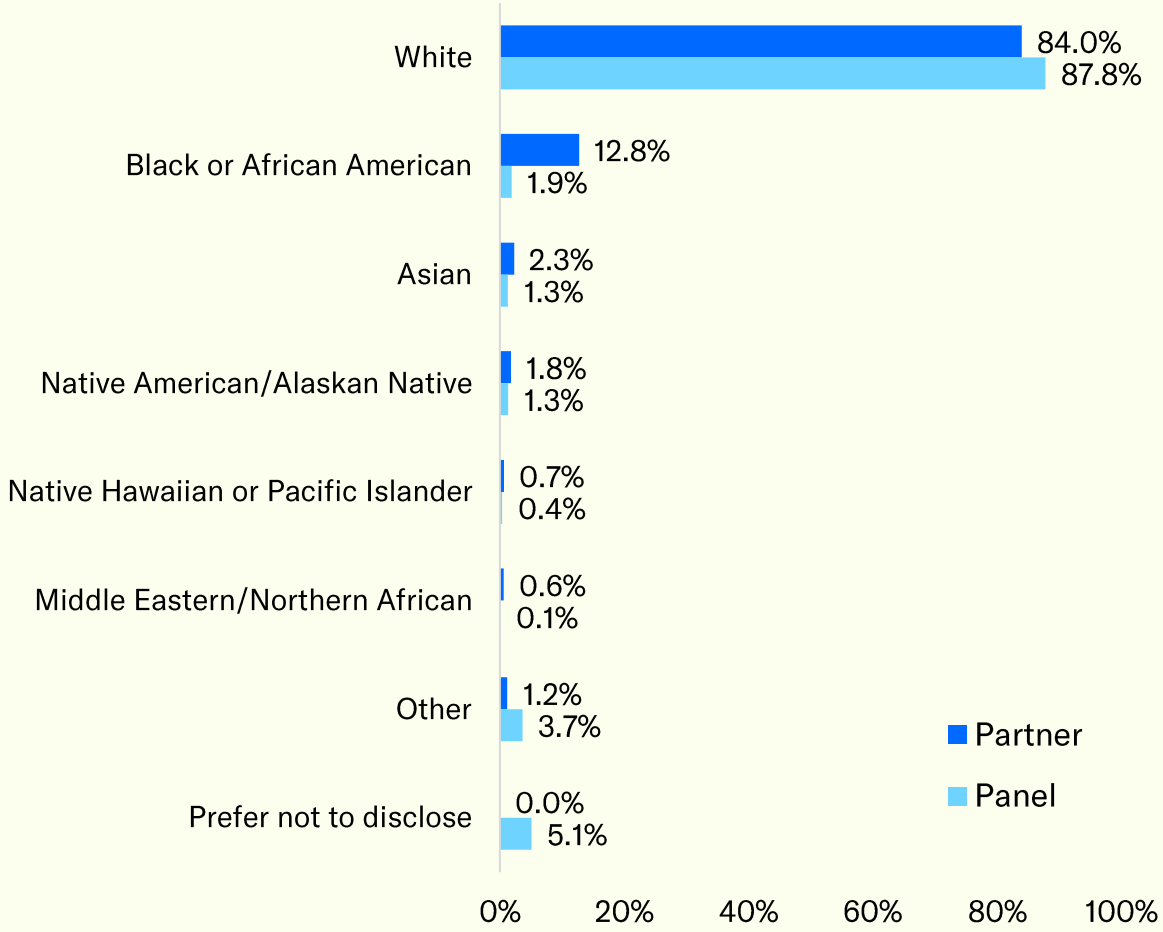


Demographics

Hispanic / Latino Descent

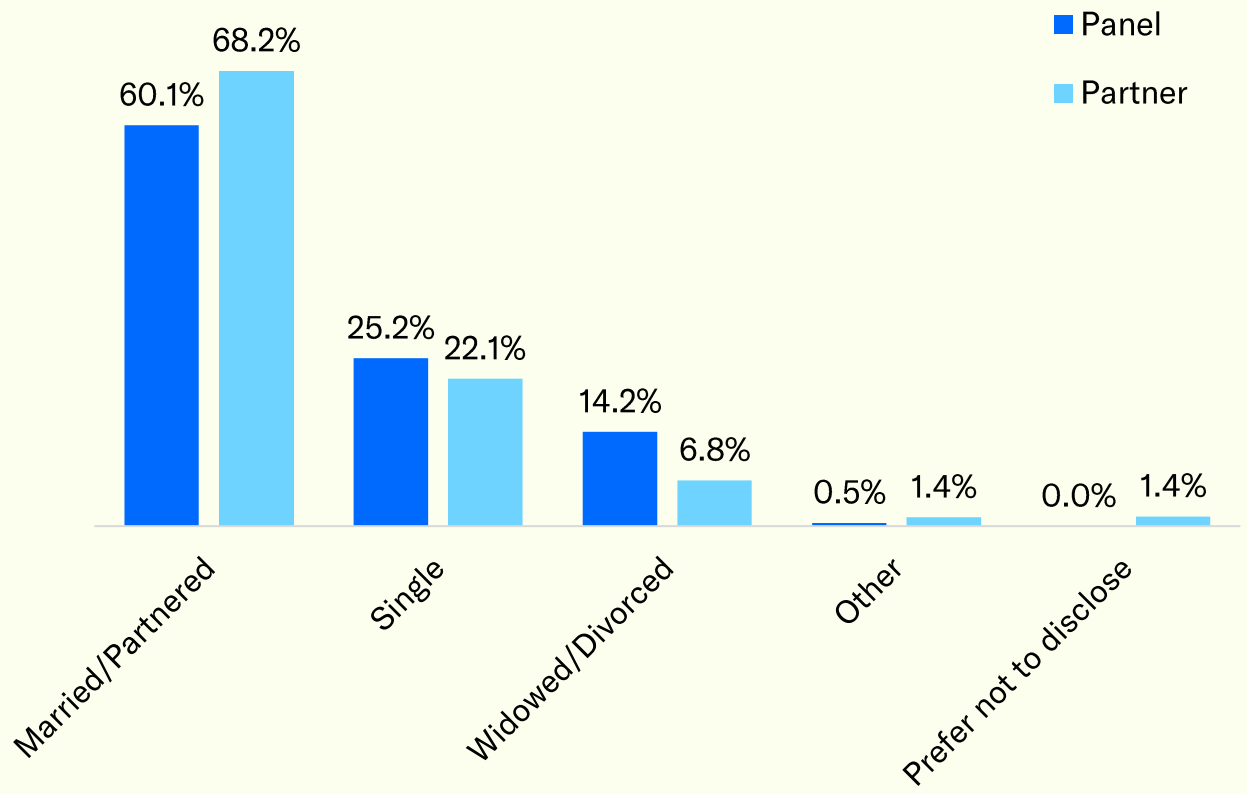


Racial Identity

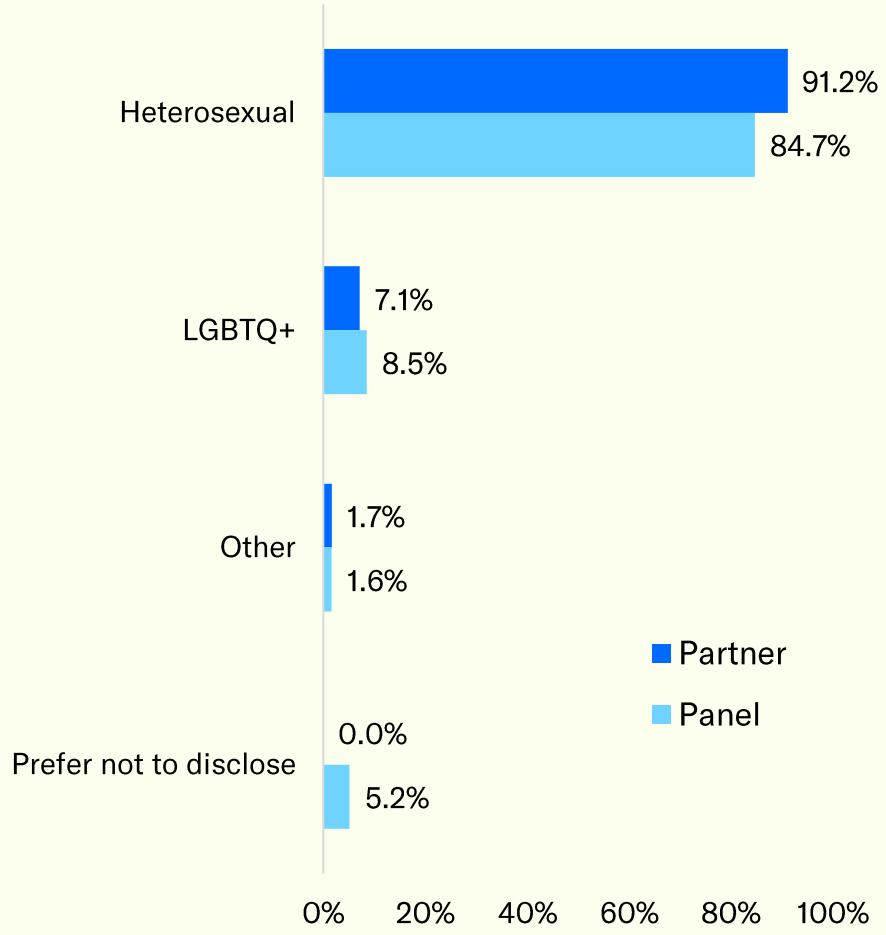


Demographics

Marital Status

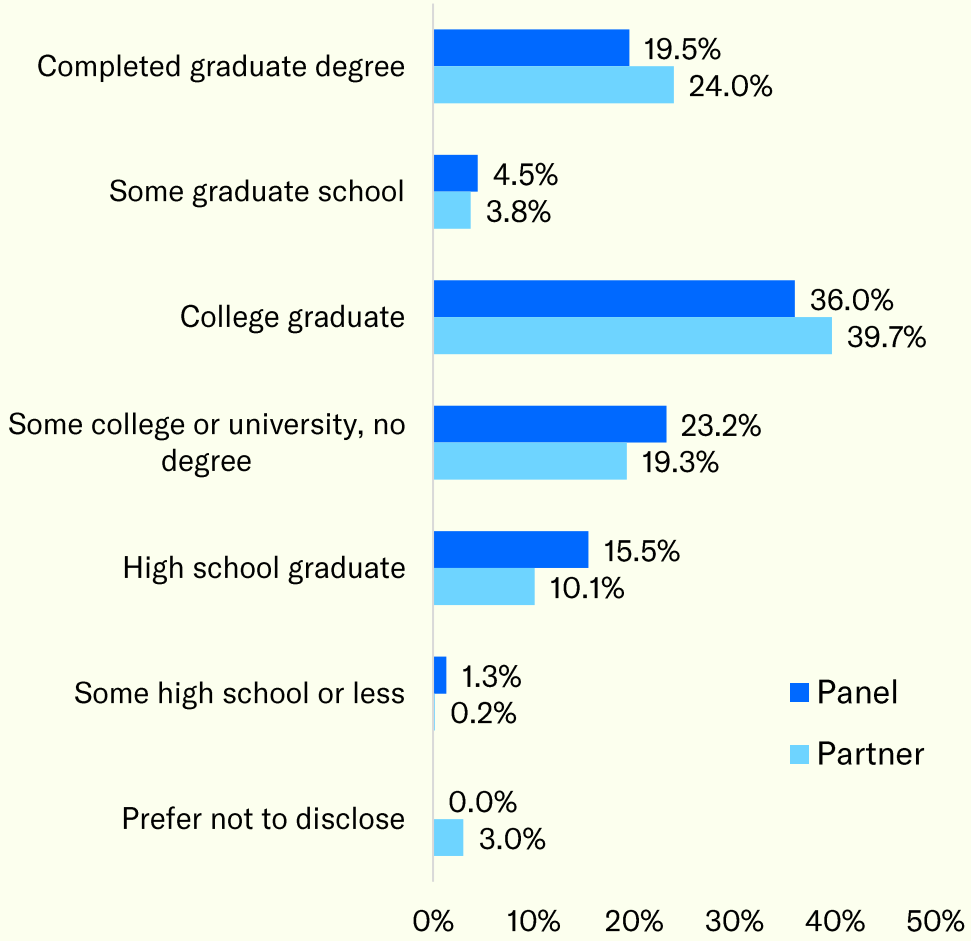


LGBTQ+

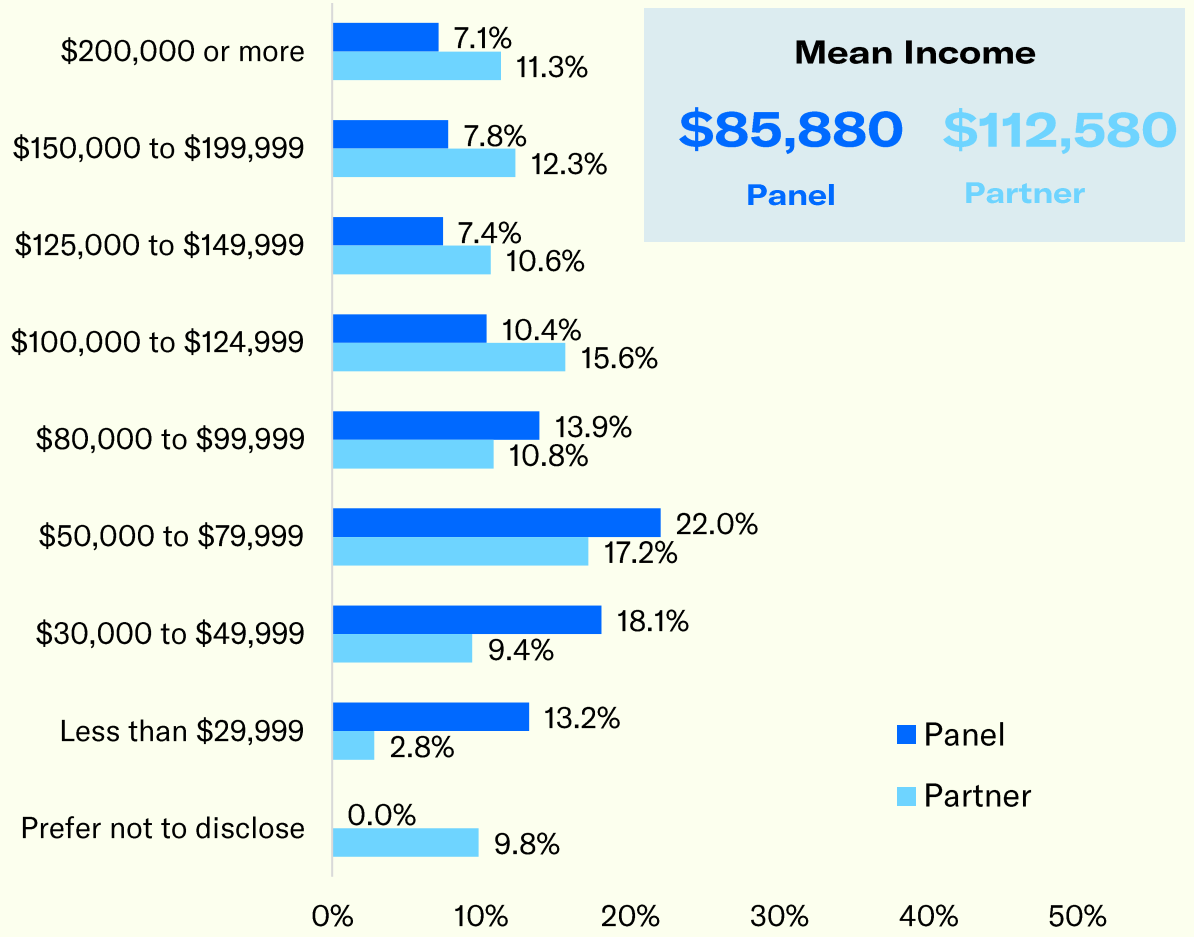


Demographics

Education



Annual Household Income

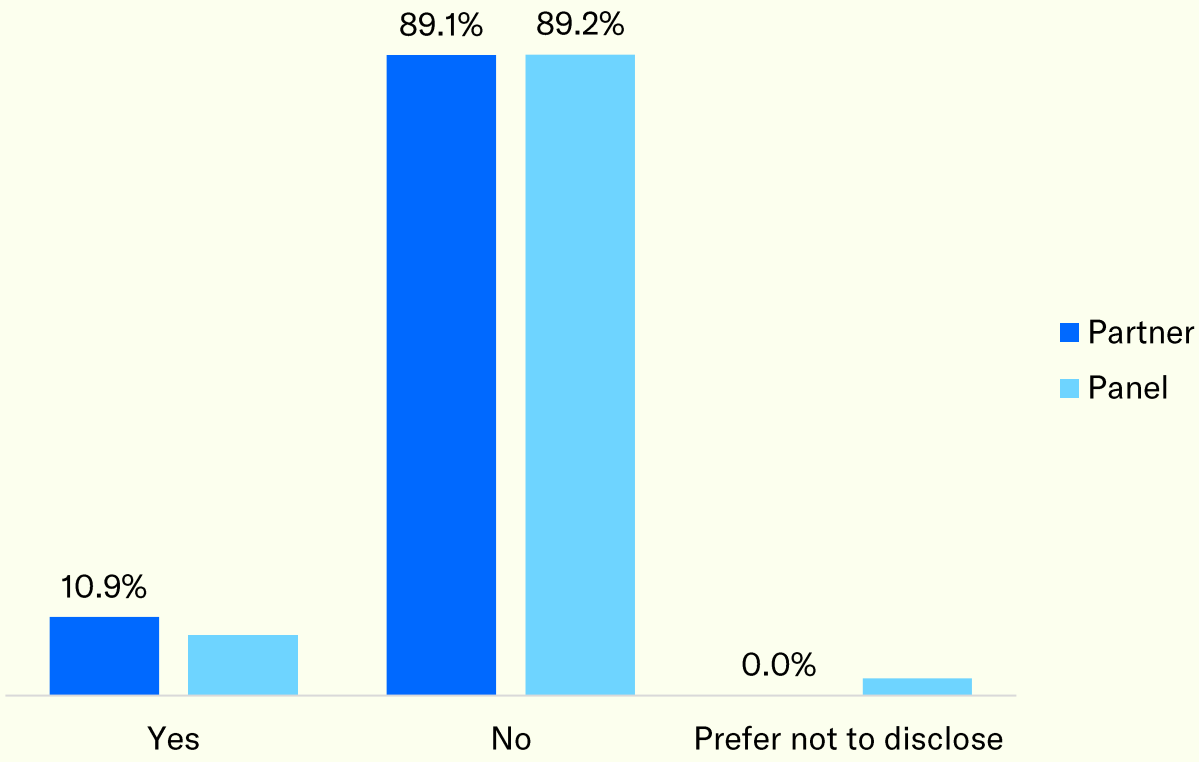


Mean Income

Panel	Partner
$85,880	$112,580

Demographics

Persons with Disabilities Among Self or Travel Partner(s)



Future Partners