



# Louisville Visitor Profile 2019/20

Interim Report of Findings  
October 2019

Research prepared for Louisville Tourism by:



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*Louisville Visitor Profile 2019/2020 Interim Report*

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# Research Overview

This report presents interim findings of a comprehensive visitor profile development study conducted by Destination Analysts, Inc. on behalf of Louisville Tourism.

This research is based on an intercept survey methodology. Survey respondents had to reside outside the city of Louisville in order to be considered a visitor.

This preliminary report presents the top-line survey data collected between July 2019 – September 2019. Note that data presented in this interim report is unweighted. At the end of this research, data will be weighted based on the destination's overall visitor mix.



*Above: A Destination Analysts' team member surveying a visitor at the Belle of Louisville.*

# Research Objectives

*The overarching goal of this survey-based research is to create an in-depth profile of the Louisville visitor, including developing the following marketing intelligence:*

- Detailed trip characteristics (i.e. tripographic information like the reason for visiting Louisville, length of stay, place of stay, etc.)
- Activities & attractions visited in Louisville
- Evaluation of Louisville brand attributes
- Detailed Louisville visitor spending estimates
- Travel planning resources used by Louisville visitors
- Visitor expectations and satisfaction
- Visitor psychographic and demographic profiling

In addition to developing a comprehensive, multi-segment Louisville visitor profile, this research is being used to generate insights into visitors who patronize various Louisville attractions. Data from this research is also going to be used as inputs to estimate the economic impact of tourism to the Louisville area.



*Above: Image of Fourth Street Live! in Louisville.*

# Methodology

The research is based on an intercept survey of visitors to Louisville collected at locations around the city. To be considered a visitor, respondents had to reside outside the city of Louisville. Surveys were collected at various attractions throughout the city.

Through the first quarter of this study (July 2019 – September 2019), 551 completed surveys (+10% above the sample goal of 500 completes) were collected from three different groups of visitors:

1. Visitors staying overnight at a hotel in the Louisville area (hotel guests)
2. Visitors staying in the private home of a friend or relative in Louisville (VFRs)
3. Day-trippers to Louisville (regional residents coming to the city for the day and those on trips staying overnight elsewhere in the surrounding areas)



*Above: A Destination Analysts' team member surveying a visitor at Bulleit Frontier Whiskey Experience*

# Visitor Intercept Survey Overview

Destination Analysts' survey collection team worked at locations around the city to randomly select and interview visitors. During the first quarter of this project, the questionnaire was administered to persons residing outside Louisville at the following locations:



Destination Analysts team member interviews visitor at Louisville Slugger Museum.

- Angel's Envy Distillery
- Belle of Louisville
- Bulleit Frontier Whiskey Experience
- Copper & Kings Distillery
- Evan Williams Bourbon Experience
- Forecastle Event – July 13, 2019
- Fourth Street Live!
- Frazier History Museum
- Kentucky Derby Museum
- Kentucky Kingdom
- Kentucky Peerless Distillery
- Kentucky Science Center
- Louisville Mega Cavern
- Louisville Slugger Museum
- Louisville Waterfront Park
- Louisville Zoo
- Muhammad Ali Center
- Old Forester Distilling Co.
- Rabbit Hole Distillery
- Speed Art Museum

# ABOUT THIS REPORT

In the remainder of this report, data from the survey findings is presented as follows:

- The aggregate total is shown in the chart on the left
- On the right, a data table shows the findings broken out by visitor place of stay:
  1. Hotel—Visitors who stayed overnight at a Louisville hotel during their trip
  2. VFR—Visitors who stayed overnight in the private residence of a friend or family member in Louisville
  3. Day-Trip—Visitors who did not stay overnight anywhere in Louisville

## ***Key Definitions:***

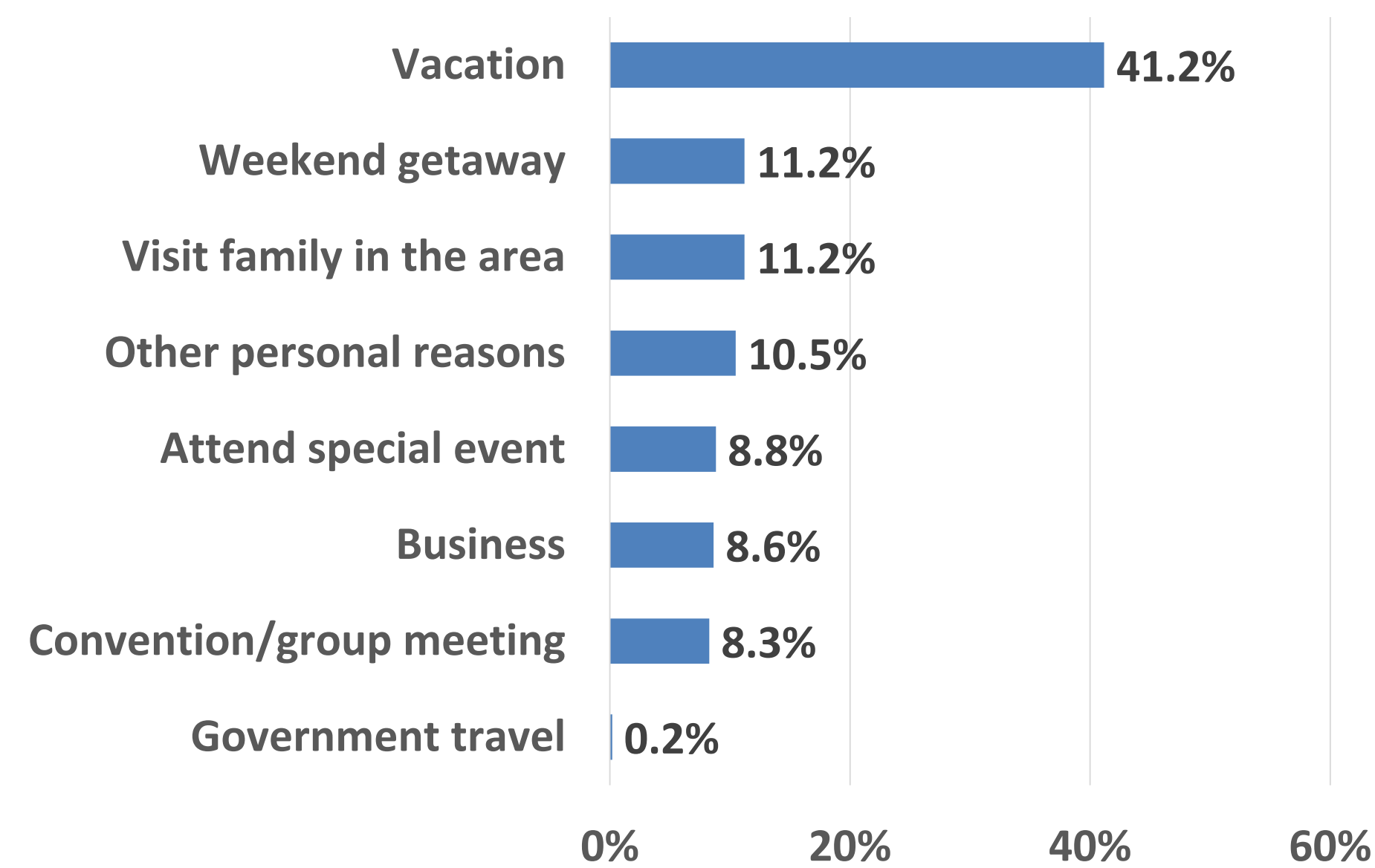
- 1. Travel Group** – Includes the number of people traveling together in the same group
- 2. Travel Party** – Number of people covered by reported in-market spending

# DETAILED FINDINGS

# Primary Reason for Louisville Trip

**Visitors primarily came to Louisville for leisure.** This consists of 41.2 percent who were on vacation and 11.2 percent who were on a weekend getaway to Louisville. An additional 11.2 percent were in the city visiting family in the area, while 8.8 percent were attending a special event. In total, 17.1 percent were in town for business, convention/group meeting or government travel.

Figure 1: Primary Reason for Louisville Trip



Base: All respondents. 544 completed surveys

Detail by Type of Visitor

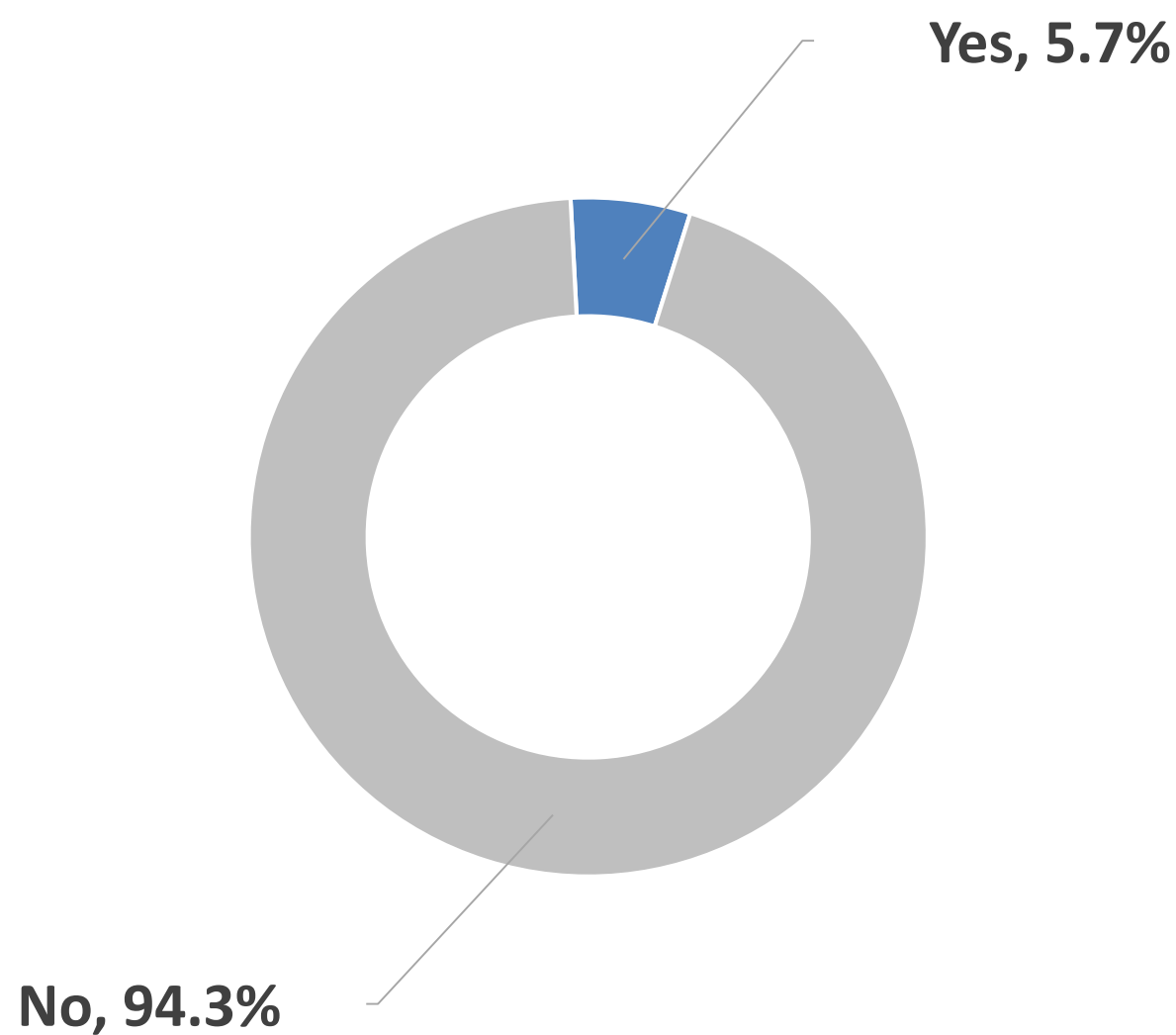
	Total	Hotel	VFR	Day-Trip
Vacation	41.2%	48.0%	0.0%	20.8%
Weekend getaway	11.2%	13.2%	0.0%	12.8%
Visit family in the area	11.2%	4.4%	100.0%	13.6%
Other personal reasons	10.5%	4.8%	0.0%	22.4%
Attend special event	8.8%	4.4%	0.0%	20.0%
Business	8.6%	12.8%	0.0%	5.6%
Convention/group meeting	8.3%	12.1%	0.0%	4.8%
Government travel	0.2%	0.4%	0.0%	0.0%
Base	544	273	61	125

Question: What is your primary reason for visiting Louisville?

# Escorted Group Tour

Approximately 5 percent of Louisville visitors surveyed reported being a part of a escorted group tour during their visit (5.7%).

Figure 2: Escorted Group Tour



Base: 540 completed surveys

Detail by Type of Visitor

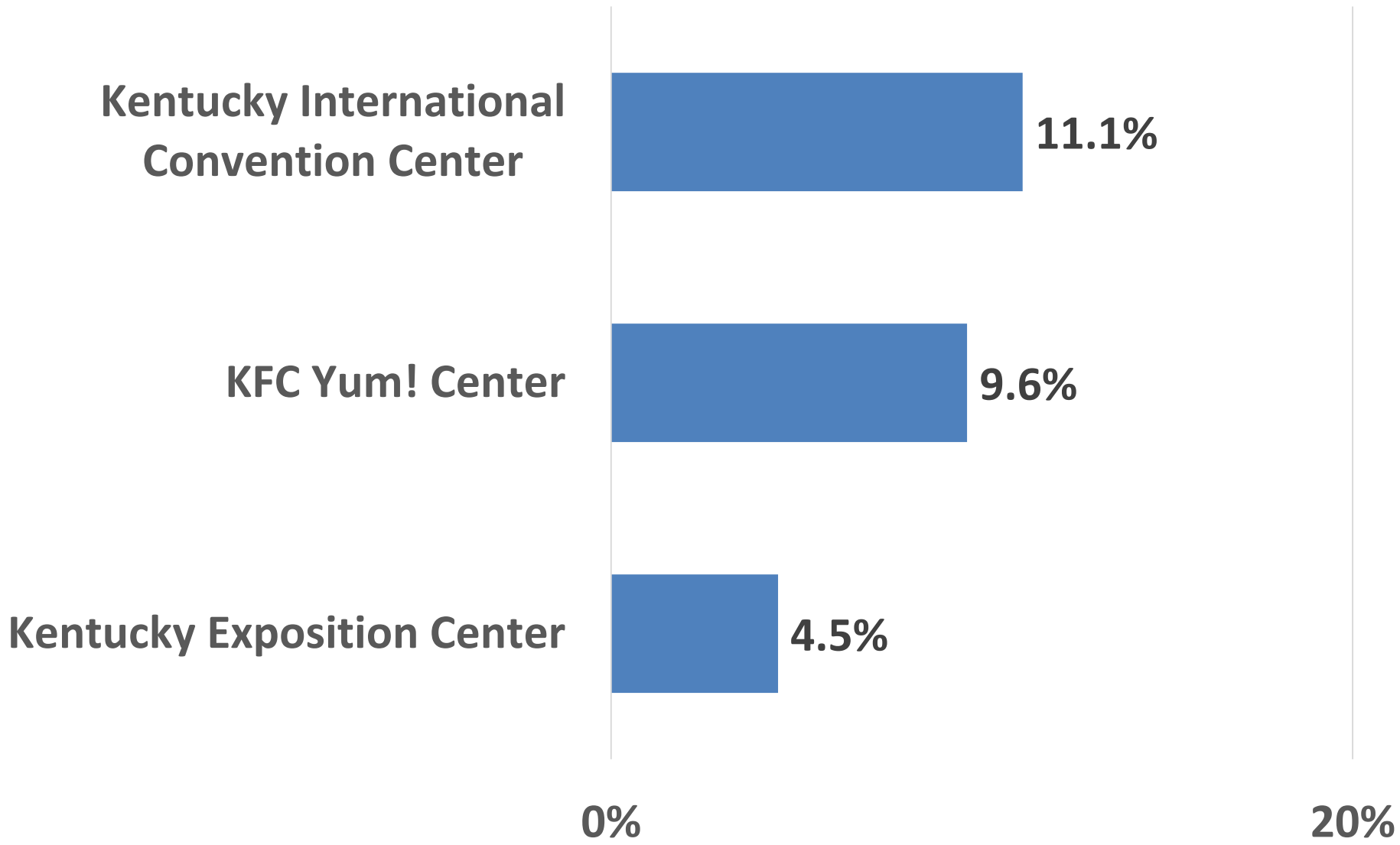
	Total	Hotel	VFR	Day-Trip
Yes	94.3%	94.5%	98.3%	94.3%
No	5.7%	5.5%	1.7%	5.7%
Base	540	271	59	123

Question: Are you in Louisville as part of an escorted group tour?

# Attended Meetings/Events at Major Venues

Approximately one-in-ten visitors said they had attended a meeting or event at the Kentucky International Convention Center (11.1%) and/or KFC Yum! Center (9.6%). Visitors were asked if they attended any meetings or events at three major Louisville event spaces. In addition to attending the Kentucky Exposition Center and KFC Yum! Center, 4.5 percent attended a meeting or event at the Kentucky Exposition Center. Nearly half of all visitors in Louisville for business, convention or government travel attended a meeting or event at one of these venues (46.2%).

Figure 3: Attended Meetings/Events at Major Venues



Base: All respondents. 115 completed surveys.

Detail by Type of Visitor

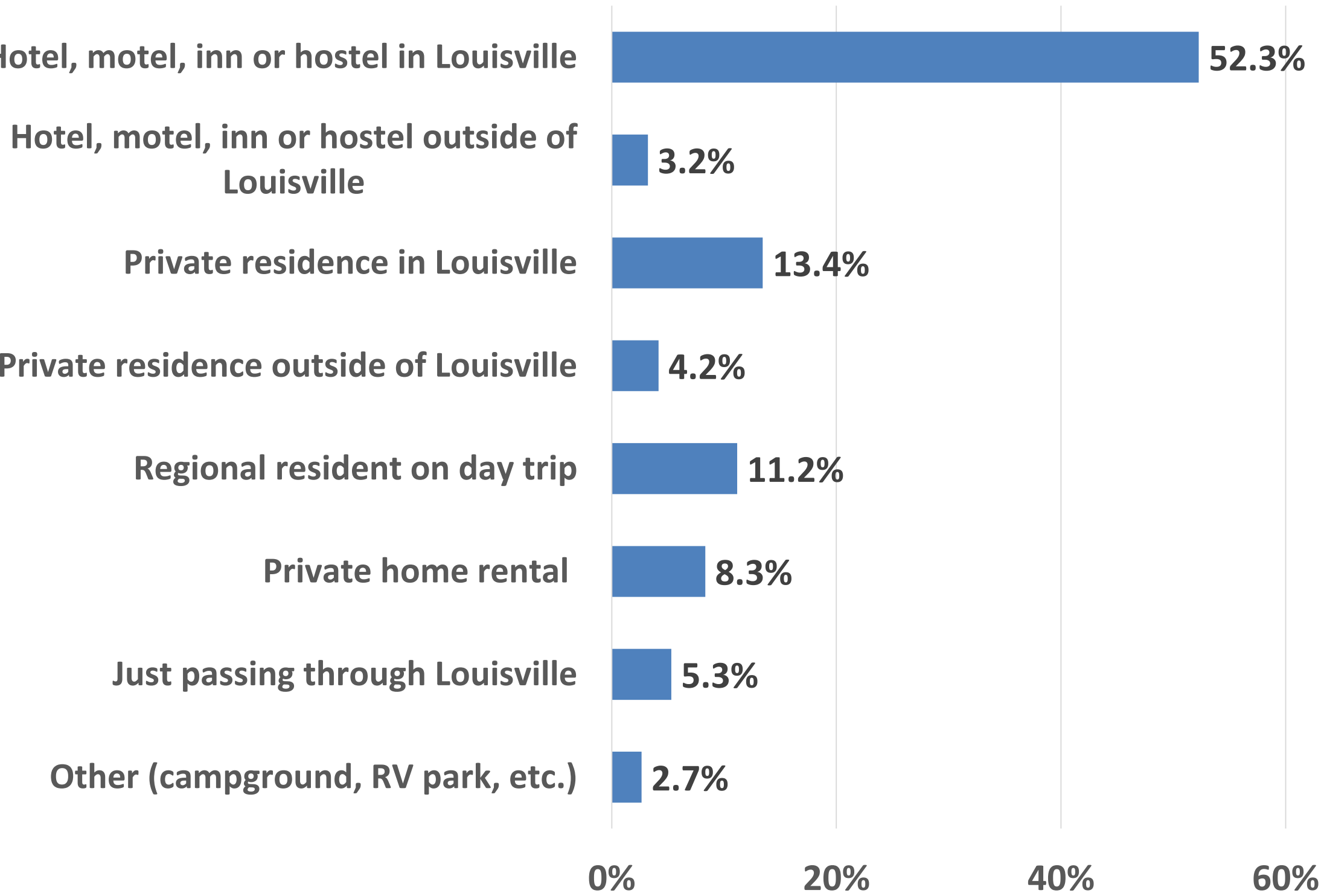
	Total	Hotel	VFR	Day-Trip
Kentucky International Convention Center	11.1%	18.8%	1.6%	0.8%
KFC Yum! Center	9.6%	10.9%	21.3%	4.8%
Kentucky Exposition Center	4.5%	5.1%	4.9%	0.8%
Base	551	276	126	61

Question: Did you - or will you – attend any meetings or events at any of the following? (Select all that apply)

# Place of Stay

**Visitors were most apt to stay overnight in a Louisville hotel, motel or inn during their visit.** Through the first quarter, 52.3 percent of Louisville visitors surveyed stayed in a hotel, motel or inn in Louisville, while approximately one-quarter were day-trippers (23.9%) and 11.2 percent of visitors surveyed were staying in a private residence with a friend or relative.

Figure 4: Place of Stay



Base: All respondents. 528 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Hotel, motel, inn or hostel in Louisville	52.3%	100.0%	20.3%	0.0%
Hotel, motel, inn or hostel outside of Louisville	3.2%	0.0%	3.4%	13.5%
Private residence in Louisville	13.4%	0.4%	49.2%	0.8%
Private residence outside of Louisville	4.2%	0.0%	13.6%	17.5%
Regional resident on day trip	11.2%	0.0%	10.2%	46.8%
Private home rental	8.3%	0.4%	3.4%	0.0%
Just passing through Louisville	5.3%	0.0%	1.7%	22.2%
Other (campground, RV park, etc.)	2.7%	0.0%	0.0%	0.0%
Base	528	276	59	126

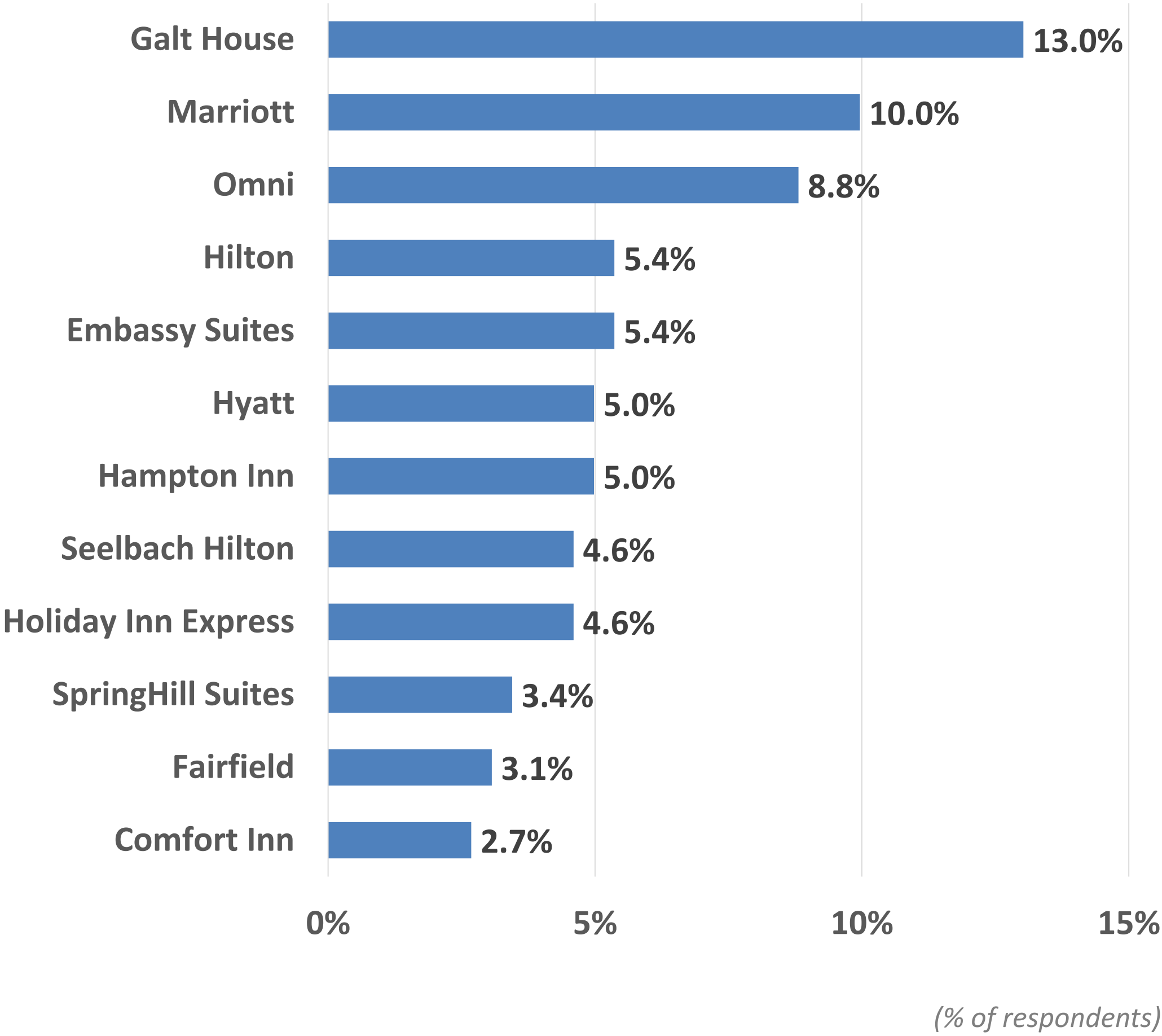
Question: Where are you staying on this trip to Louisville?

# Hotel Guests: Property of Stay

Visitors who stayed overnight in a hotel, motel or inn stayed at various hotel locations throughout the city. In an open-ended question, Respondents who reported staying overnight in a hotel, motel or inn in Louisville were asked which property they stayed at. Figure 4 at right shows the top properties reported by Louisville hotel, motel or inn guests.

Question: Which Louisville hotel(s) are you, will you or did you stay in?  
Base: Respondents who stayed in a hotel, motel or inn in Louisville.  
261 completed surveys

Figure 5: Property of Stay

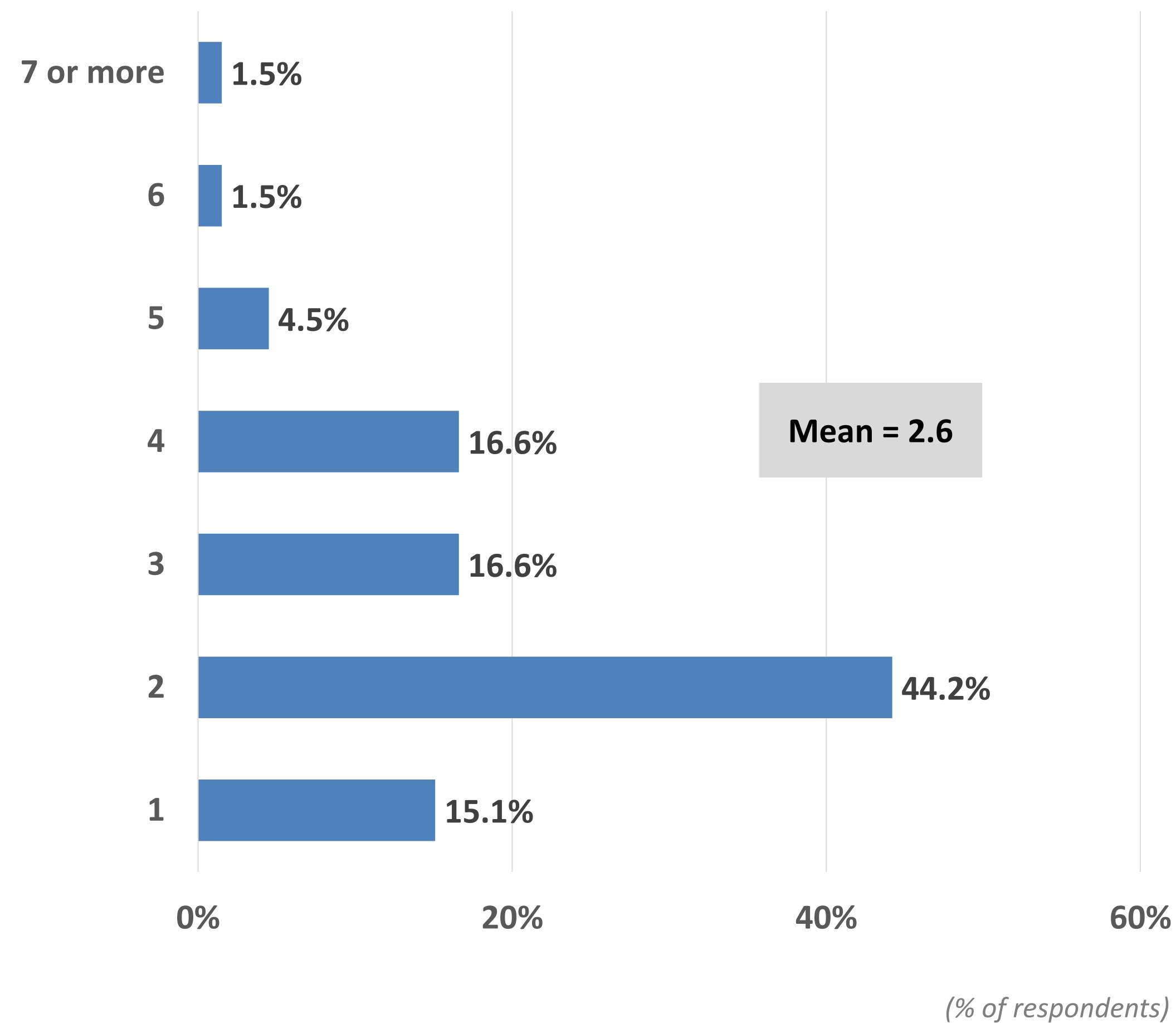


# Hotel Guests: Number of People in Hotel Room

The average Louisville hotel guest had 2.6 people in their room, including themselves. Although nearly half of this group stayed with just one other person in their hotel room (44.1%), 40.5 percent had three or more people total.

Question: How many people are staying in your hotel room?  
Base: Respondents who stayed in a hotel, motel or inn in Louisville. 265 responses.

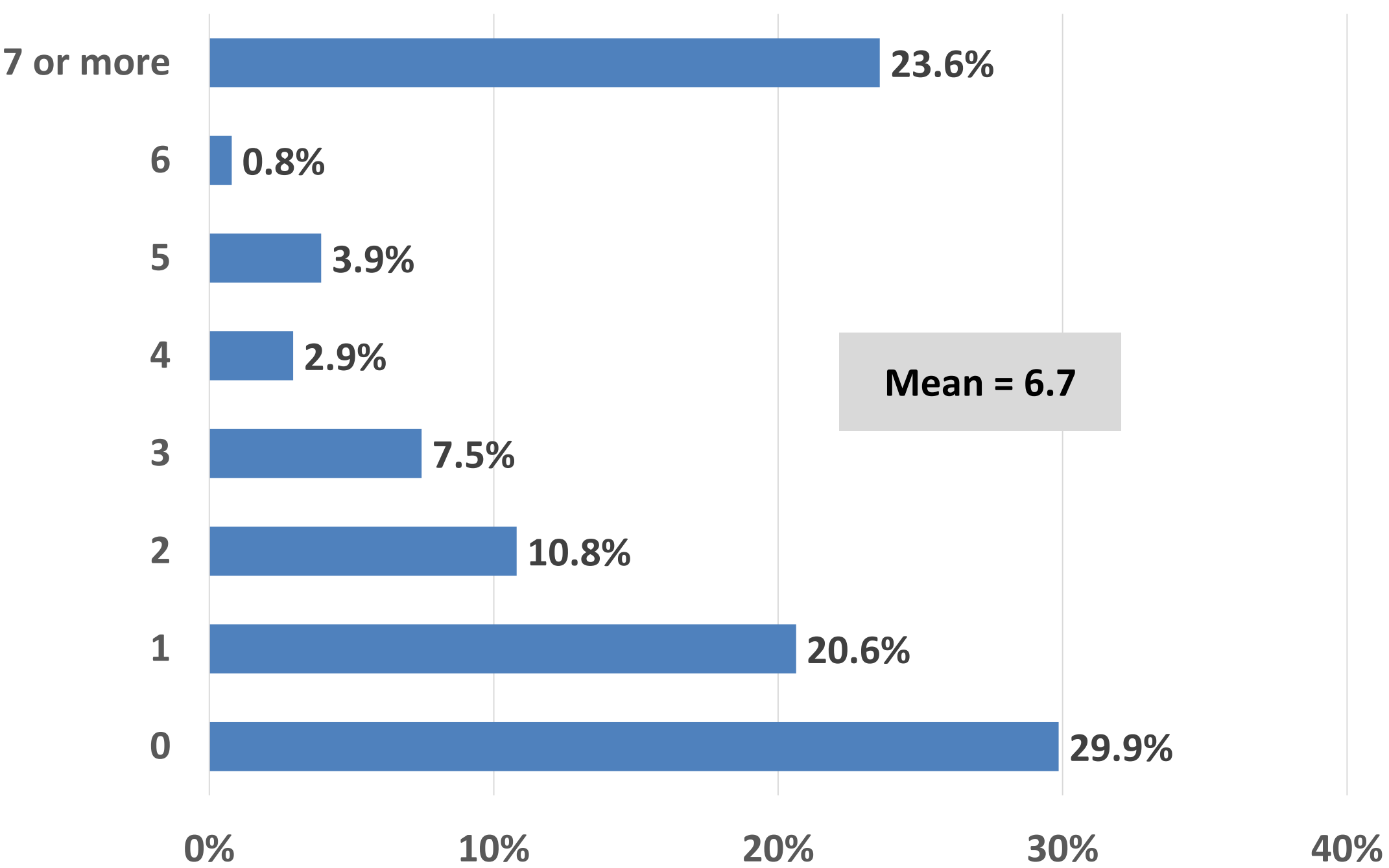
Figure 6: Number of People in Hotel Room



# Previous Visits to Louisville

In total, 70.1 percent were returning visitors to Louisville, while 29.9 percent were in the city for the first-time. The average visitor has made 6.7 visits to Louisville—driven primarily by day-trippers (15.6 trips on average) and VFRs (11.0 trips on average). In comparison, with nearly 40 percent being first time visitors (38.0%), the average number of previous visits to Louisville for hotel guests is 3.2.

Figure 7: Previous Visits to Louisville



Base: All respondents. 509 completed surveys

Detail by Type of Visitor

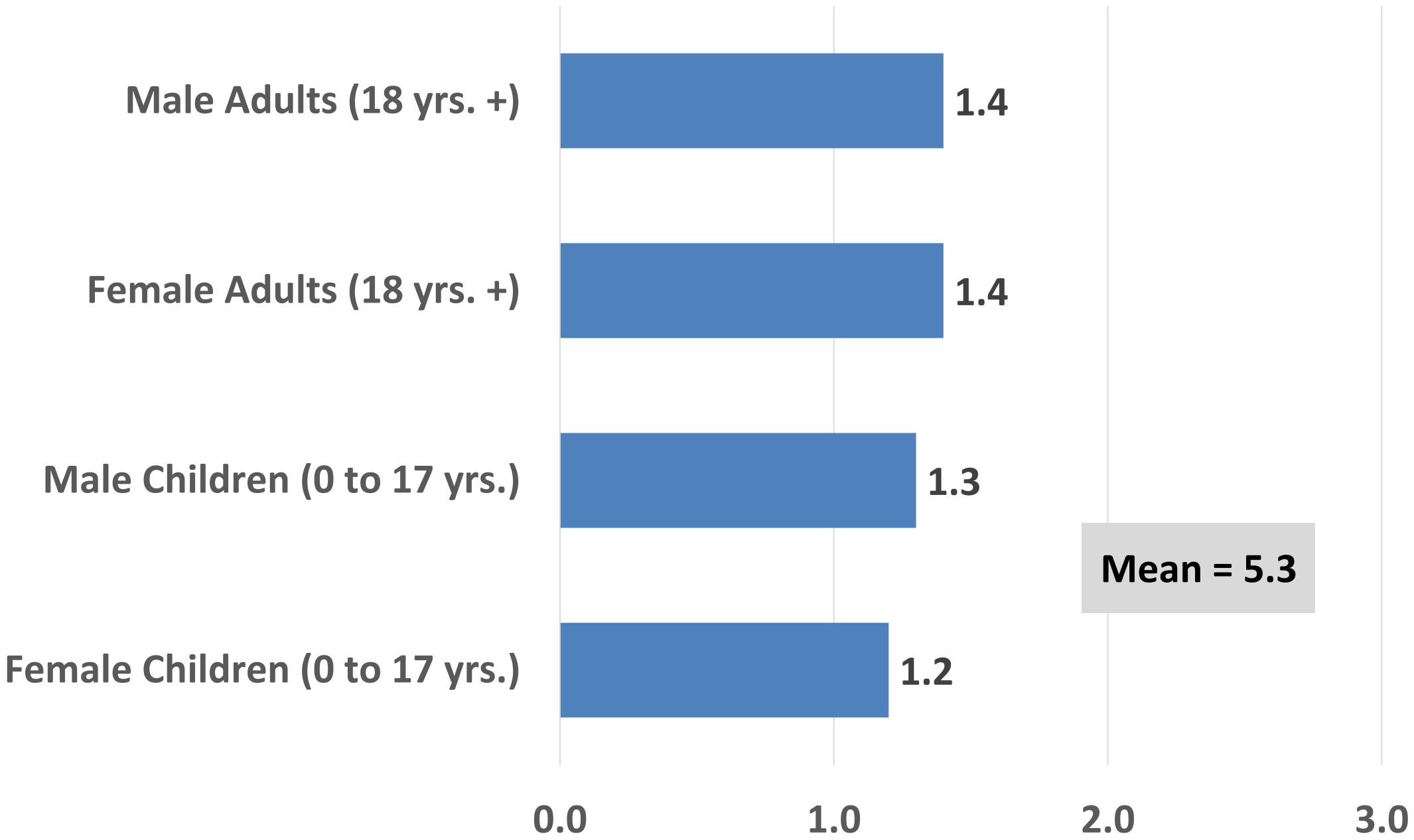
	Total	Hotel	VFR	Day-Trip
7 or more	23.6%	10.5%	37.3%	56.9%
6	0.8%	0.4%	3.4%	1.7%
5	3.9%	5.0%	8.5%	3.4%
4	2.9%	2.3%	3.4%	1.7%
3	7.5%	8.1%	15.3%	1.7%
2	10.8%	11.6%	11.9%	8.6%
1	20.6%	24.0%	5.1%	11.2%
0	29.9%	38.0%	15.3%	14.7%
Mean	6.7	3.2	11.0	15.6
Base	509	258	59	116

Question: Question: Prior to this visit, how many times have you been to Louisville? (Zero if this is your first time)

# Travel Group Composition

The typical travel group to Louisville was comprised of 5.3 persons. Through the first quarter of the study, the average travel group included 1.4 adult males and 1.4 adult females. Nearly half of all travel groups were traveling with children under the age of 18 (48.5%).

Figure 8: Travel Group Composition



Base: All respondents. 448 responses.

Detail by Type of Visitor

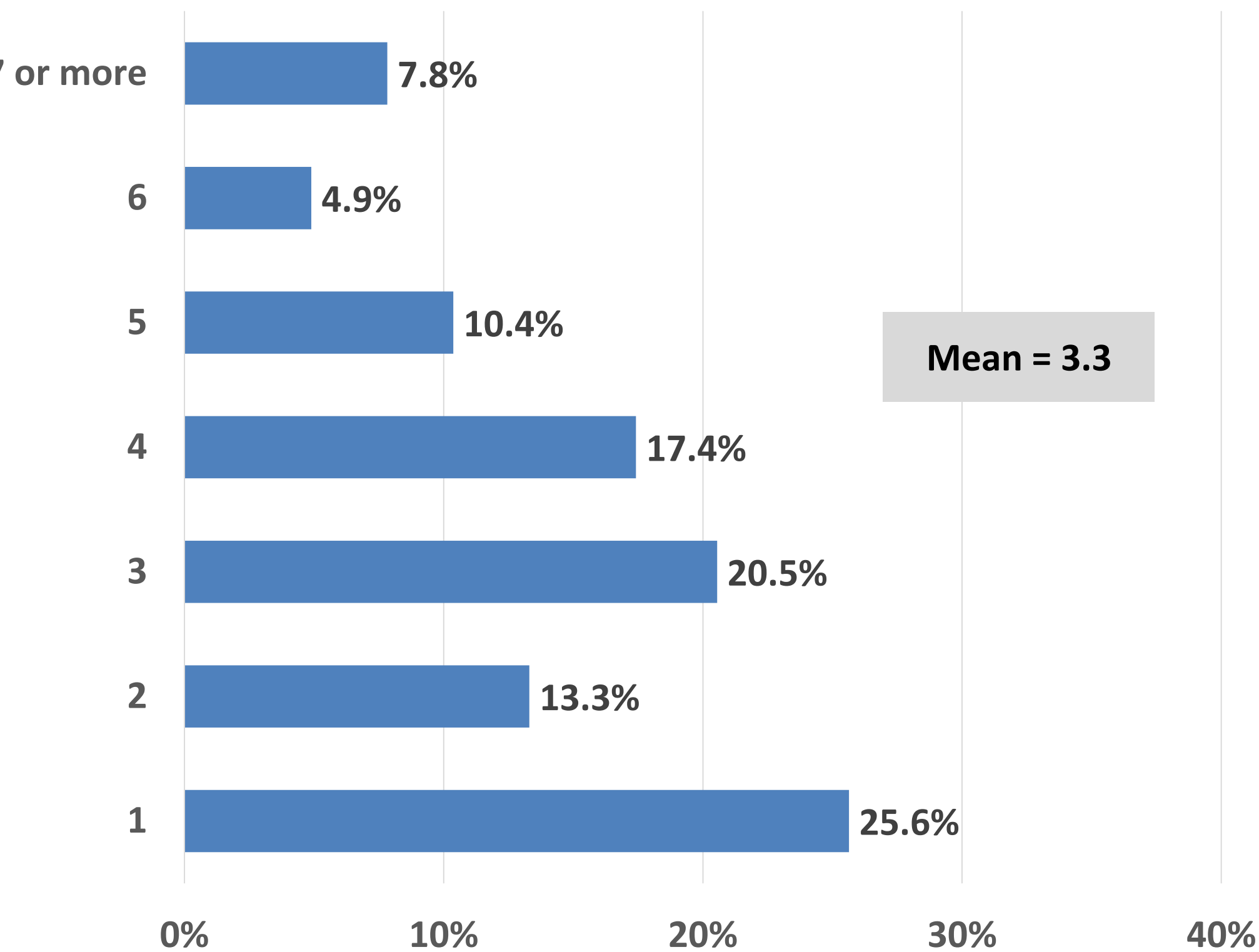
	Total	Hotel	VFR	Day-Trip
Male Adults (18 yrs. +)	1.4	1.3	1.2	1.3
Female Adults (18 yrs. +)	1.4	1.4	1.0	1.4
Male Children (0 to 17 yrs.)	1.3	1.4	0.6	1.2
Female Children (0 to 17 yrs.)	1.2	1.0	0.9	1.5
Mean Travel Group Size:	5.3	5.1	3.7	5.5
Base	448	226	51	107

Question: How many people of each type are in your immediate traveling party, including yourself?

# Days in Louisville

**Visitors to Louisville spent and average of 3.3 days in the city during their trip.** Visitors visiting friends or relatives had the longest length of stay with an average of 4.2 days. Those staying in Louisville hotels spent 3.3 days in the city.

Figure 9: Days in Louisville



Base: All respondents. 511 completed surveys

Detail by Type of Visitor

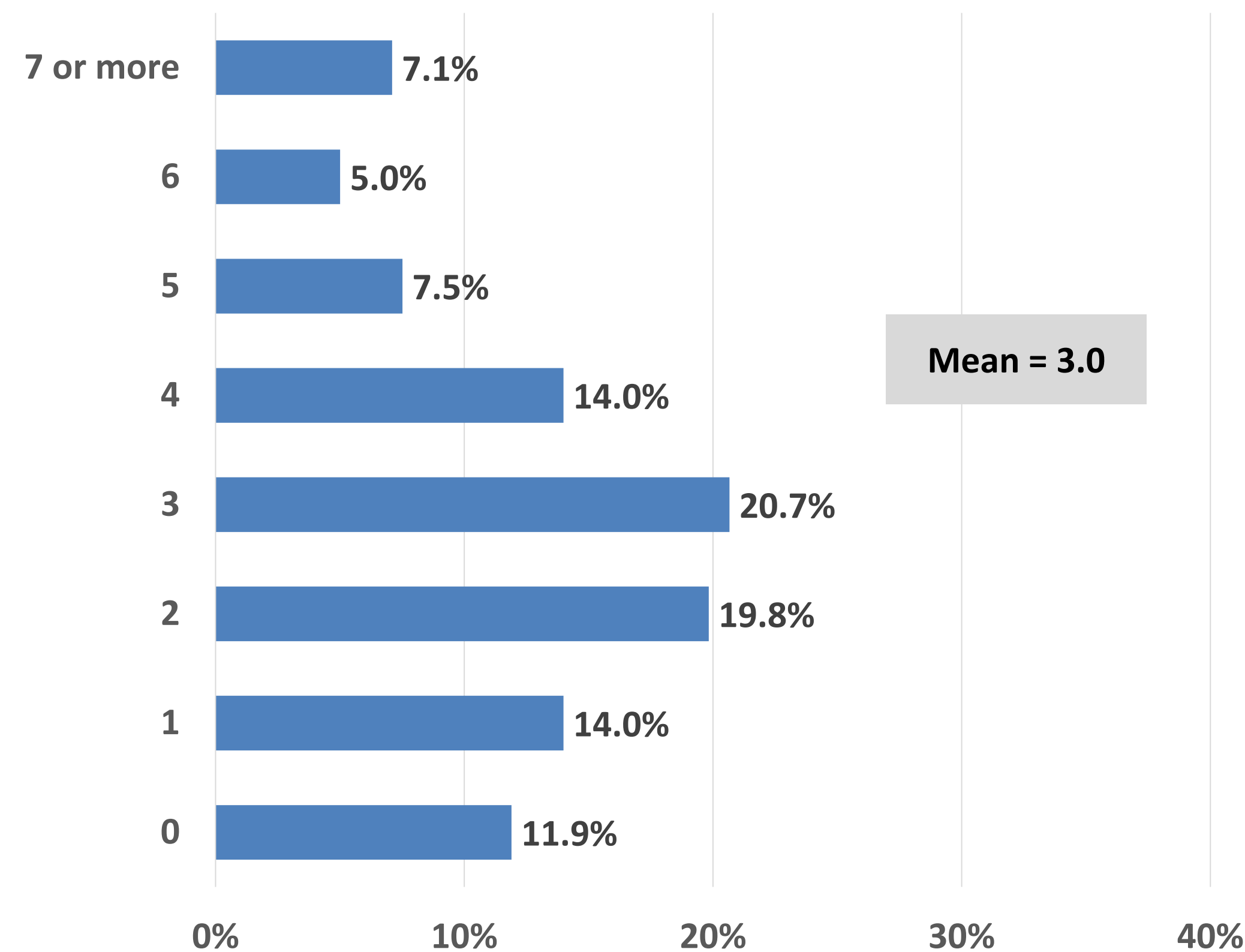
	Total	Hotel	VFR	Day-Trip
7 or more	7.8%	4.1%	19.0%	6.8%
6	4.9%	7.1%	1.7%	1.9%
5	10.4%	12.3%	12.1%	3.9%
4	17.4%	20.9%	15.5%	1.9%
3	20.5%	25.0%	22.4%	3.9%
2	13.3%	18.3%	6.9%	5.8%
1	25.6%	12.3%	22.4%	75.7%
Mean	3.3	3.4	4.2	1.9
Base	511	268	58	103

Question: How many days and nights are you staying in Louisville?

# Nights in Louisville

Visitors to Louisville spent and average of 3.0 nights in the city during their trip. VFRs stayed 4.1 nights on average, while hotel guests stayed 3.0 nights.

Figure 10: Nights in Louisville



Base: All respondents. 479 completed surveys

Detail by Type of Visitor

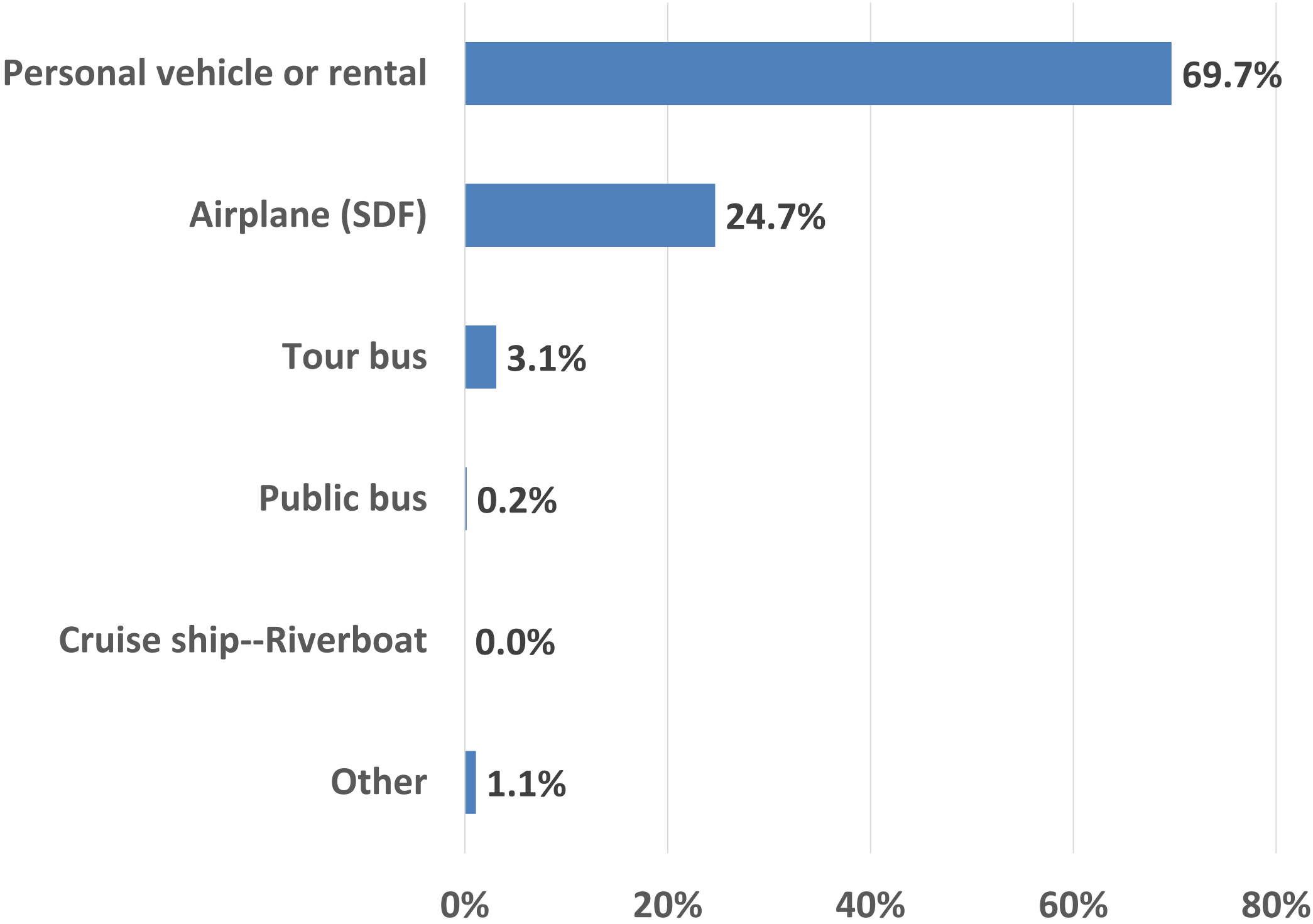
	Total	Hotel	VFR	Day-Trip
7 or more	7.1%	3.4%	16.1%	--
6	5.0%	4.9%	8.9%	--
5	7.5%	9.4%	7.1%	--
4	14.0%	15.1%	16.1%	--
3	20.7%	24.2%	16.1%	--
2	19.8%	24.9%	14.3%	--
1	14.0%	17.0%	7.1%	--
0	11.9%	1.1%	14.3%	100.0%
Mean	3.0	3.0	4.1	--
Base	479	265	56	81

Question: How many days and nights are you staying in Louisville?

# Method of Arrival

The majority of visitors arrived to Louisville in a personal or rental vehicle. Through the first quarter of the study, 69.7 percent of visitors surveyed drove into the city. The next most common method of arrival was flying into the Louisville International Airport (SDF), reported by nearly one-quarter of visitors (24.7%).

Figure 11: Method of Arrival



Base: All respondents. 551 completed surveys

Detail by Type of Visitor

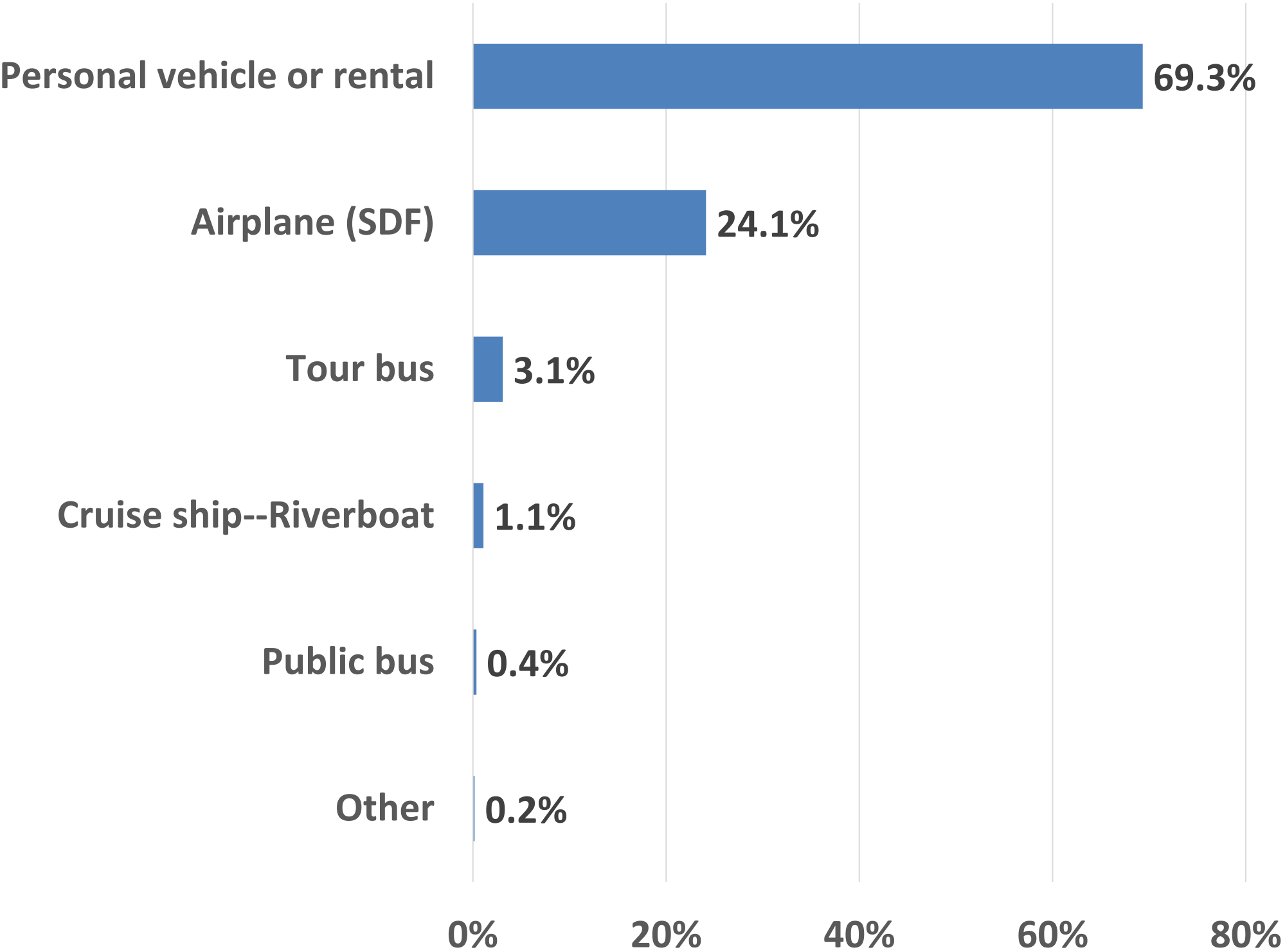
	Total	Hotel	VFR	Day-Trip
Personal vehicle or rental	69.7%	62.0%	67.2%	85.7%
Airplane (SDF)	24.7%	35.5%	27.9%	8.7%
Tour bus	3.1%	1.8%	0.0%	3.2%
Public bus	0.2%	0.0%	1.6%	0.8%
Cruise ship--Riverboat	0.0%	0.0%	0.0%	0.0%
Other	1.1%	0.0%	1.6%	0.8%

Question: Please tell us how you arrived in Louisville and how you will leave?

# Method of Departure

Louisville’s visitors primarily depart via the same mode in which they arrived.

Figure 12: Method of Departure



Base: All respondents. 551 completed surveys

Detail by Type of Visitor

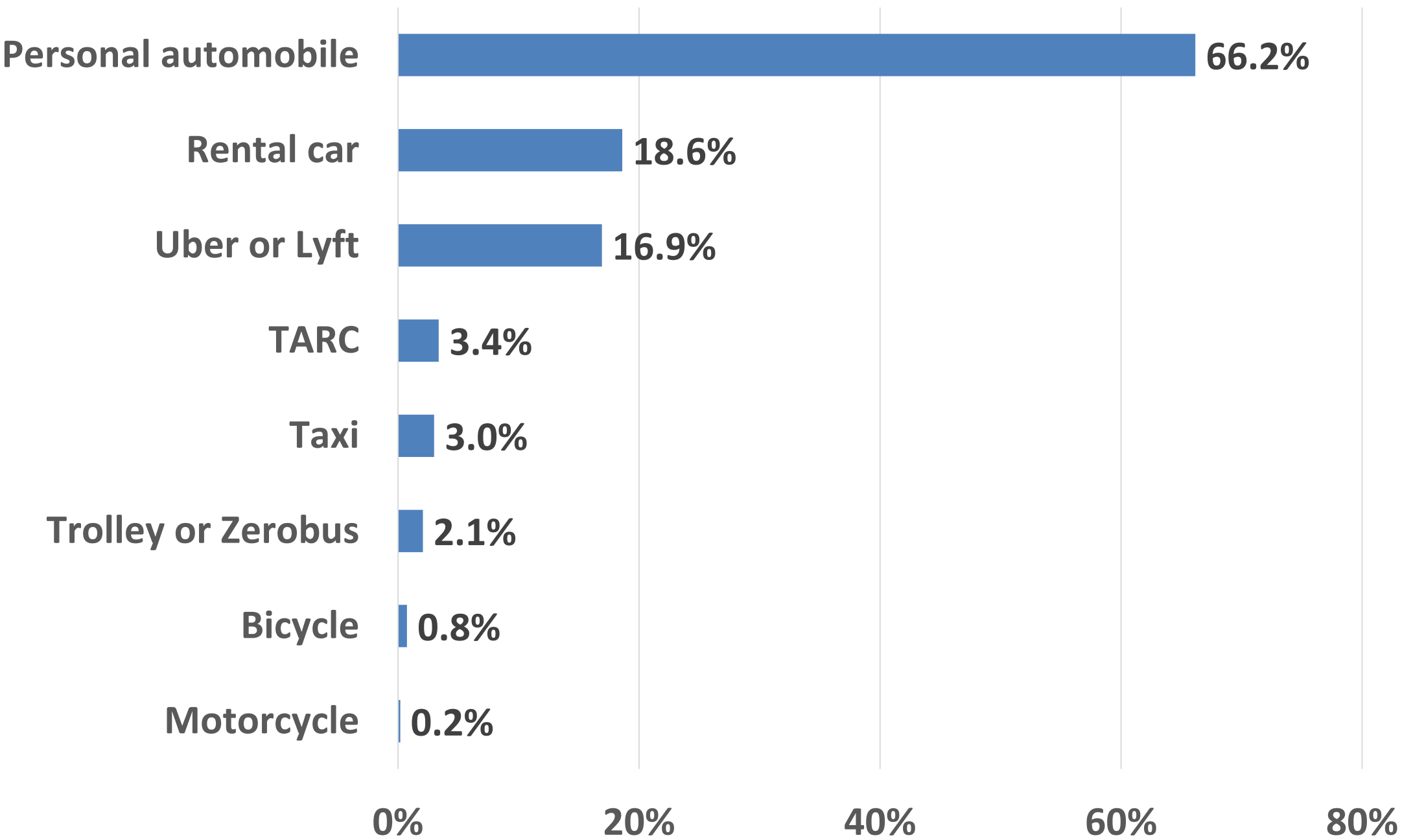
	Total	Hotel	VFR	Day-Trip
Personal vehicle or rental	69.3%	61.6%	67.2%	85.7%
Airplane (SDF)	24.1%	35.1%	27.9%	7.9%
Tour bus	3.1%	1.8%	0.0%	3.2%
Public bus	0.2%	0.0%	1.6%	0.8%
Cruise ship--Riverboat	0.4%	0.7%	0.0%	0.0%
Other	1.1%	0.0%	1.6%	0.8%

Question: Please tell us how you arrived in Louisville and how you will leave?

# Modes of Transportation In-Market

A personal automobile was the most utilized mode of transportation by visitors in Louisville reported by two-thirds of visitors to the city (66.2%). This was followed by the use of rental cars (18.6%) and ride-sharing services Uber and Lyft (16.9%). Hotel guests were more likely to use a ride-sharing service (24.8) and/or rental car (22.2%) compared to other visitor types.

Figure 13: Modes of Transportation



Base: All respondents. 532 completed surveys

Detail by Type of Visitor

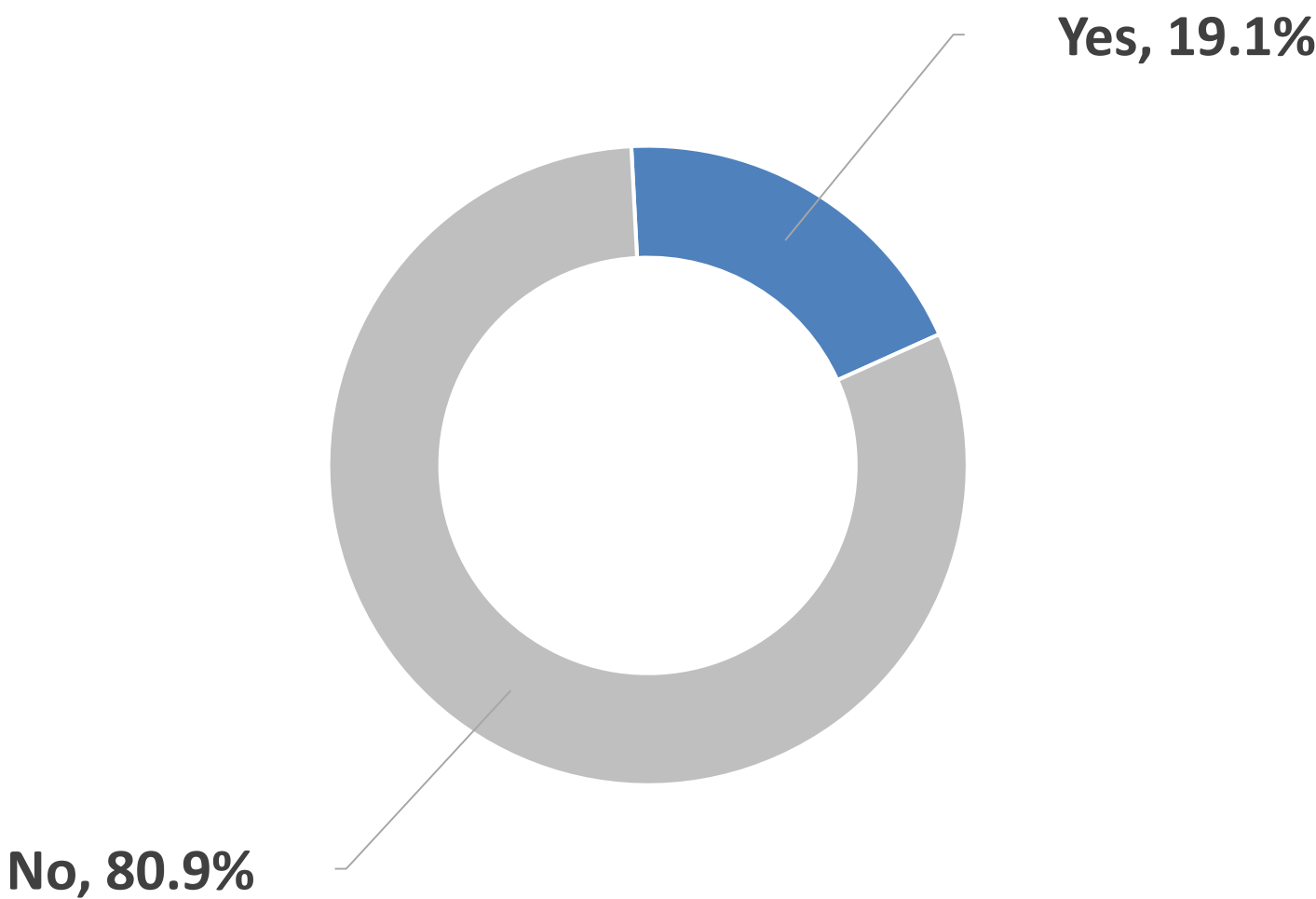
	Total	Hotel	VFR	Day-Trip
Personal automobile	66.2%	56.8%	73.3%	82.8%
Rental car	18.6%	22.2%	13.3%	15.6%
Uber or Lyft	16.9%	24.8%	13.3%	1.6%
TARC	3.4%	4.1%	5.0%	0.8%
Taxi	3.0%	4.9%	0.0%	0.0%
Trolley or Zerobus	2.1%	3.0%	3.3%	0.0%
Bicycle	0.8%	1.1%	0.0%	0.0%
Motorcycle	0.2%	0.4%	0.0%	0.0%
Base	532	266	60	122

Question: Which modes of transportation did you (or will you) use while in Louisville? (Select all that apply)

# Leisure/Personal-Related Group

Nearly one-in-five Louisville visitors surveyed reported being a part of a leisure/personal-related group for their visit (19.1%).

Figure 14: Leisure/Personal-Related Group



Base: 508 completed surveys

Detail by Type of Visitor

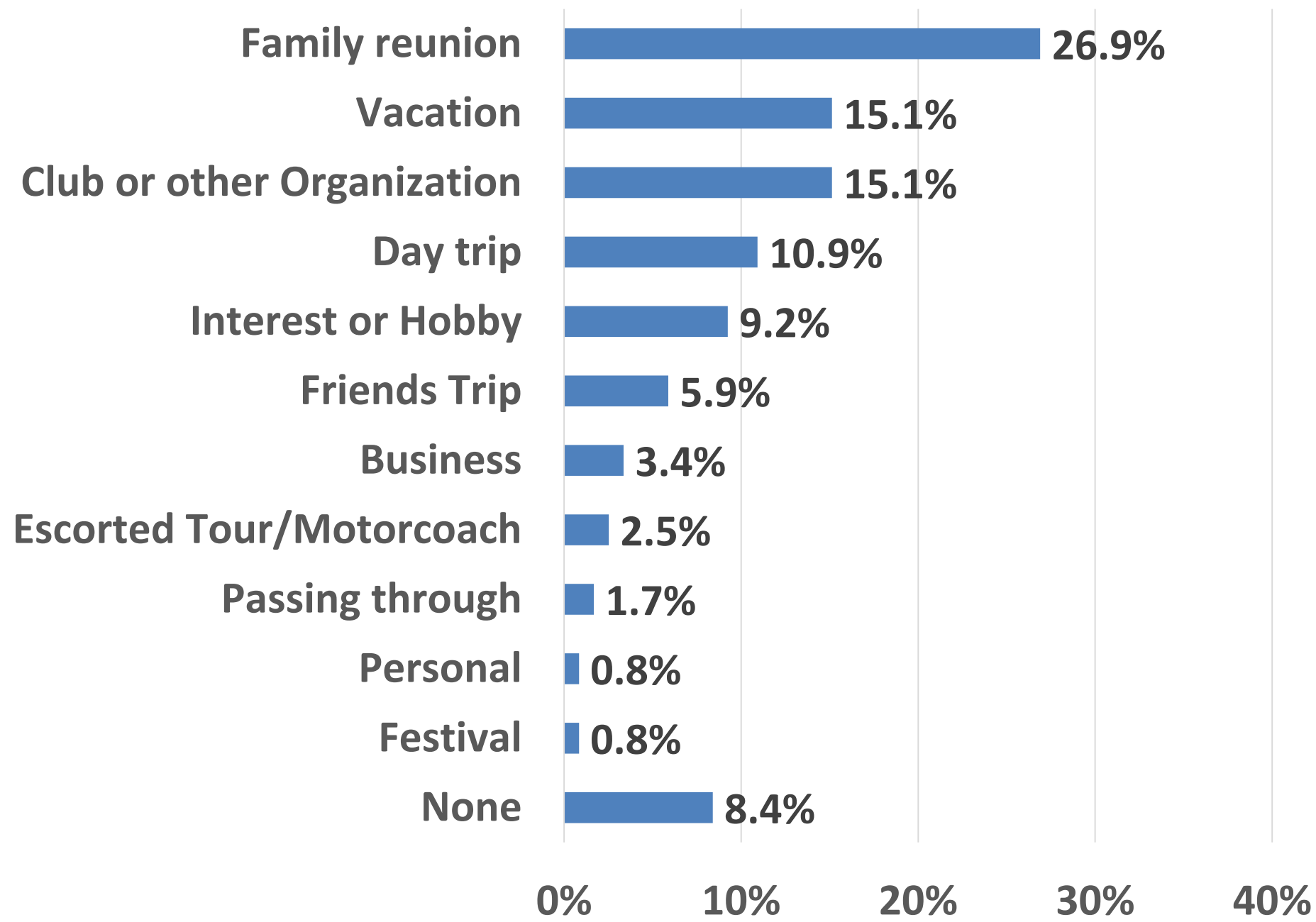
	Total	Hotel	VFR	Day-Trip
Yes	19.1%	17.5%	11.8%	15.3%
No	80.9%	82.5%	88.2%	84.7%
Base	508	252	51	124

Question: Are you visiting Louisville as part of a leisure/personal-related group?

# Leisure/Personal-Related Group: Type of Leisure Group

**Family reunions made up a large proportion of Louisville’s leisure group segment.** Visitors who reported being a part of a leisure group were asked to categorize the type of group they were traveling with. Over one-quarter of respondents reported visiting Louisville for a family reunion (26.9%). This was followed by those on vacation (15.1%), traveling with a club or other organization (15.1%), on a day trip (10.9%) or interest/hobby (9.2%).

Figure 15: Type of Leisure Group



Base: Respondents who reported being part of a leisure group. 119 completed surveys

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Family reunion	26.9%	24.6%	69.2%	10.0%
Vacation	15.1%	17.5%	7.7%	15.0%
Club or other Organization	15.1%	17.5%	0.0%	20.0%
Day trip	10.9%	0.0%	0.0%	35.0%
Interest or Hobby	9.2%	7.0%	0.0%	15.0%
Friends Trip	5.9%	5.3%	7.7%	5.0%
Business	3.4%	7.0%	0.0%	0.0%
Escorted Tour/Motorcoach	2.5%	3.5%	0.0%	0.0%
Passing through	1.7%	1.8%	0.0%	0.0%
Personal	0.8%	1.8%	0.0%	0.0%
Festival	0.8%	1.8%	0.0%	0.0%
None	8.4%	12.3%	15.4%	0.0%
Base	119	57	13	20

Question: Which describes the type of group you are visiting Louisville with? (Select all that apply)

# Activities in Louisville

Louisville’s visitors participated in a variety of activities during their trip, but most commonly dined in restaurants (52.7%) and visited museums (51.8%). Bourbon tasting (47.3%), distillery tours (41.0%) and/or shopping (35.1%) were other top activities listed by one-third or more visitors. Hotel guests were more likely to participate in bourbon tasting (56.3%) compared to other visitors.

Question: Which of these activities did you (or will you) participate in while in Louisville? (Select all that apply) Base: All respondents. 539 completed surveys

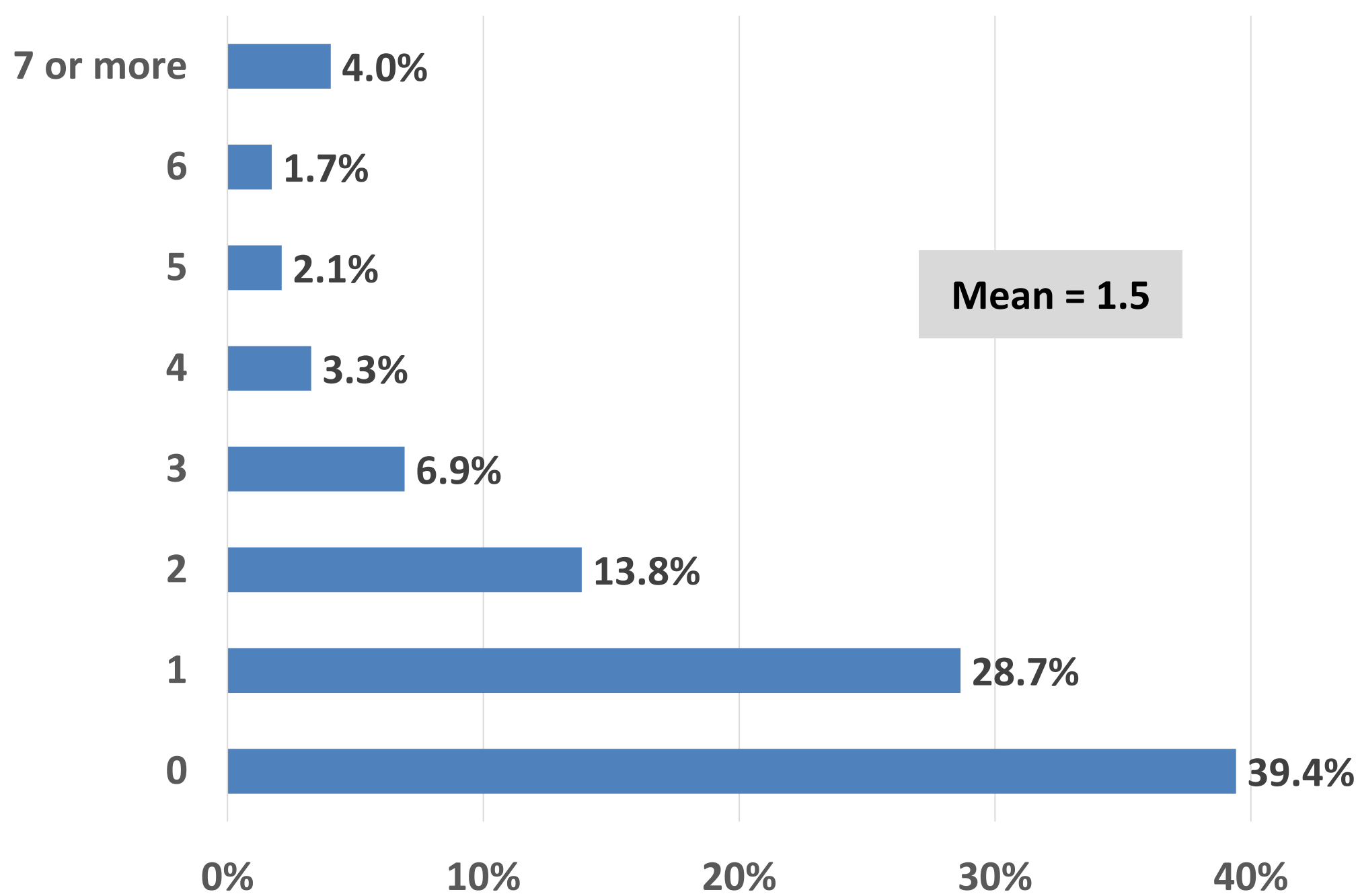
Figure 16: Activities in Louisville

	Total	Hotel	VFR	Day-Trip
Dining in restaurants	52.7%	52.2%	56.7%	46.8%
Museums	51.8%	59.3%	41.7%	45.2%
Bourbon tasting	47.3%	56.3%	36.7%	31.5%
Distillery tour	41.0%	45.6%	25.0%	30.6%
Shopping	35.1%	37.4%	43.3%	24.2%
Visit a state or local park	18.7%	14.4%	25.0%	27.4%
Hiking	9.5%	8.1%	6.7%	6.5%
Art galleries/art walks	8.7%	8.9%	6.7%	5.6%
Cultural attractions	8.7%	11.5%	6.7%	4.0%
Urban Bourbon Trail	8.2%	11.5%	0.0%	3.2%
Take a river cruise	7.1%	7.0%	11.7%	8.1%
Guided tours	5.9%	5.6%	3.3%	5.6%
Sporting event	5.6%	5.9%	5.0%	8.1%
Historic homes	4.6%	4.1%	3.3%	5.6%
Visit a casino	4.3%	4.4%	6.7%	2.4%
Other festival or special event	3.9%	3.3%	5.0%	4.0%
Bike, Segway or scooter rental	3.5%	4.8%	5.0%	0.0%
Performing arts	3.5%	3.3%	0.0%	4.8%
Biking	3.3%	1.9%	1.7%	4.0%
Spa visit or treatment	3.2%	4.1%	6.7%	0.0%
Visit a farmer’s market	2.6%	1.9%	1.7%	1.6%
Golf	1.7%	1.5%	1.7%	2.4%
Other culinary activities	1.7%	1.1%	3.3%	3.2%
Base	539	270	60	124

# Bourbon Country Distilleries Visited During Trip

Over 60 percent of visitors went to a bourbon country distillery during their Louisville trip (60.6%). For respondents who reported visiting at least one distillery during their trip, the average number of distilleries visited was 1.5.

Figure 17: Bourbon Country Distilleries Visited During Trip



Base: All respondents. 520 completed surveys

Detail by Type of Visitor

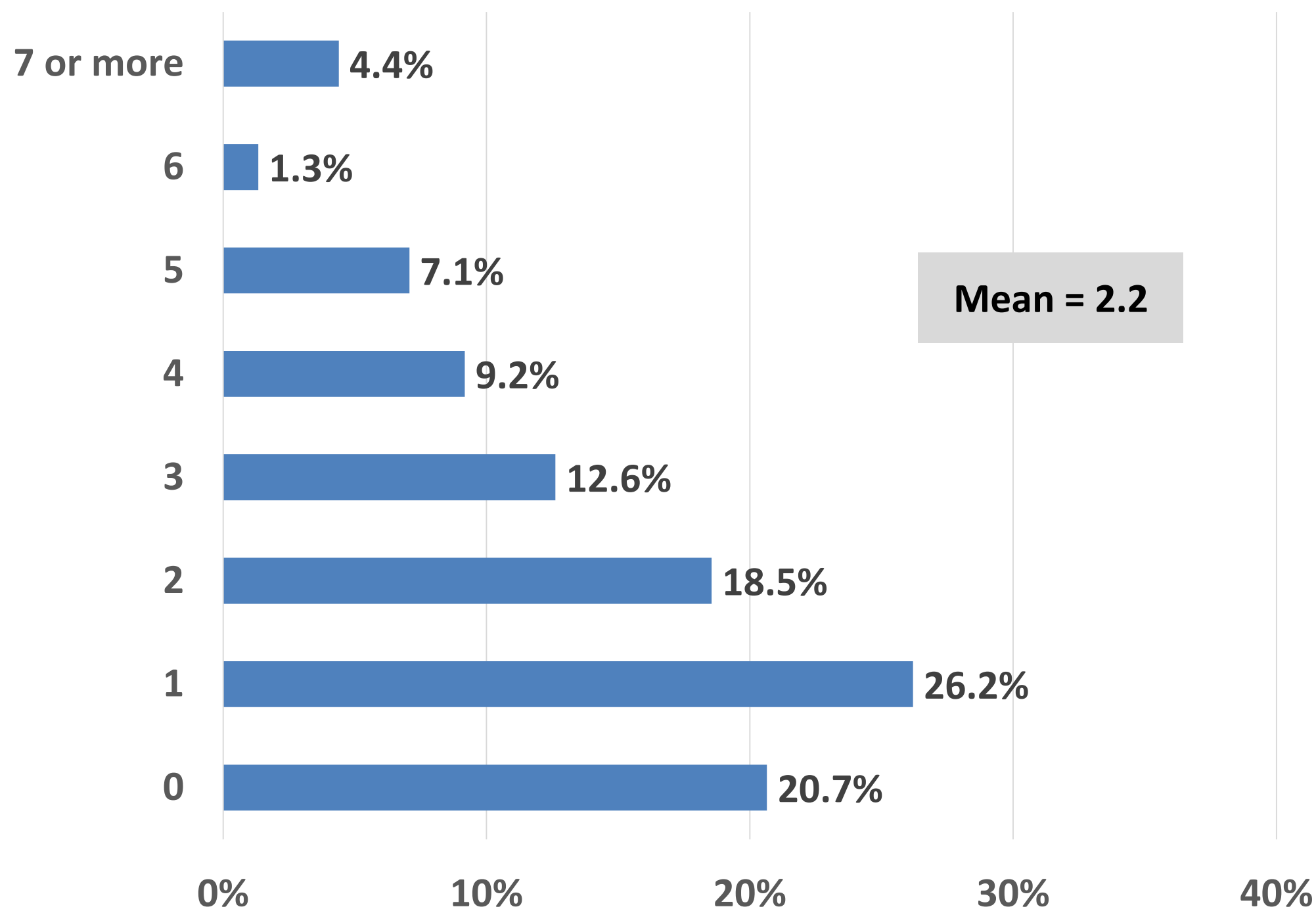
	Total	Hotel	VFR	Day-Trip
7 or more	4.0%	4.1%	0.0%	1.7%
6	1.7%	1.5%	0.0%	0.0%
5	2.1%	1.9%	0.0%	1.7%
4	3.3%	3.8%	1.7%	3.4%
3	6.9%	9.0%	3.4%	3.4%
2	13.8%	14.7%	15.5%	12.9%
1	28.7%	33.5%	25.9%	19.0%
0	39.4%	31.6%	53.4%	57.8%
Mean	1.5	1.7	0.7	0.9
Base	520	266	58	116

Question: How many Bourbon Country distilleries did you (or will you) visit?

# Attractions Visited During Trip

Nearly eight-in-ten visitors went a Louisville attraction during their trip (79.3%). On average, survey respondents visited 2.2 attractions during their trip to Louisville (excluding distilleries).

Figure 18: Attractions Visited During Trip



Base: All respondents. 523 completed surveys

Detail by Type of Visitor

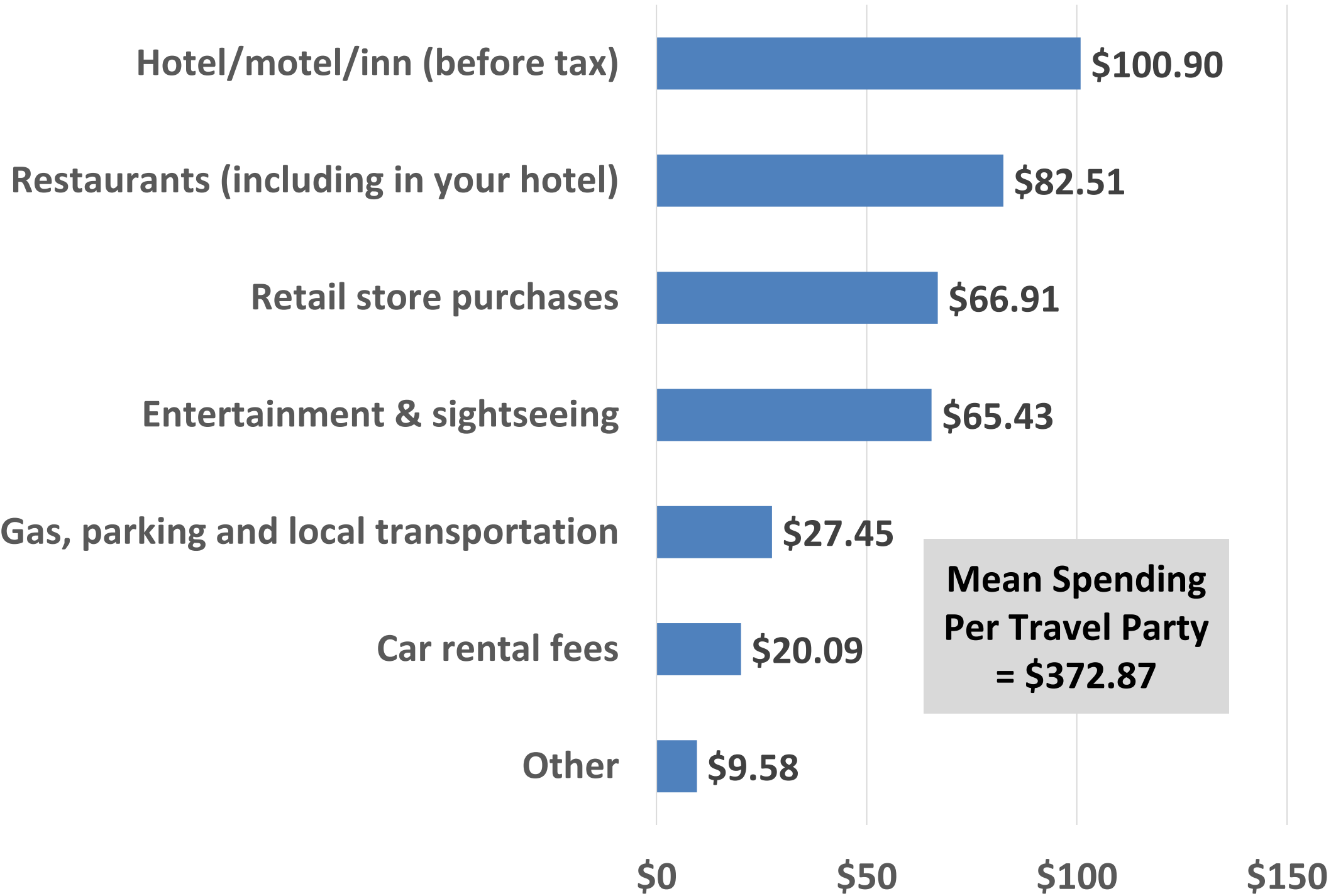
	Total	Hotel	VFR	Day-Trip
7 or more	4.4%	5.3%	1.7%	2.5%
6	1.3%	2.3%	0.0%	0.8%
5	7.1%	8.7%	11.9%	6.6%
4	9.2%	9.1%	11.9%	4.1%
3	12.6%	12.9%	13.6%	11.6%
2	18.5%	20.1%	23.7%	17.4%
1	26.2%	21.6%	23.7%	38.8%
0	20.7%	20.1%	13.6%	18.2%
Mean	2.2	2.4	2.3	1.9
Base	523	264	59	121

Question: How many Louisville-based attractions did you (or will you) visit during your stay? Please exclude any distilleries.

# Daily Spending, Per Travel Party

To date, visiting travel parties to Louisville spent an average of **\$372.87 per trip day in the city**. The bulk of this spending is attributed to accommodations (\$100.90) and restaurants (\$82.51). Other top expenditures include retail store purchases (\$66.91) and entertainment and sightseeing (\$65.43).

Figure 19: Daily Spending, Per Travel Party



Base: All respondents. 150 completed surveys

Detail by Type of Visitor

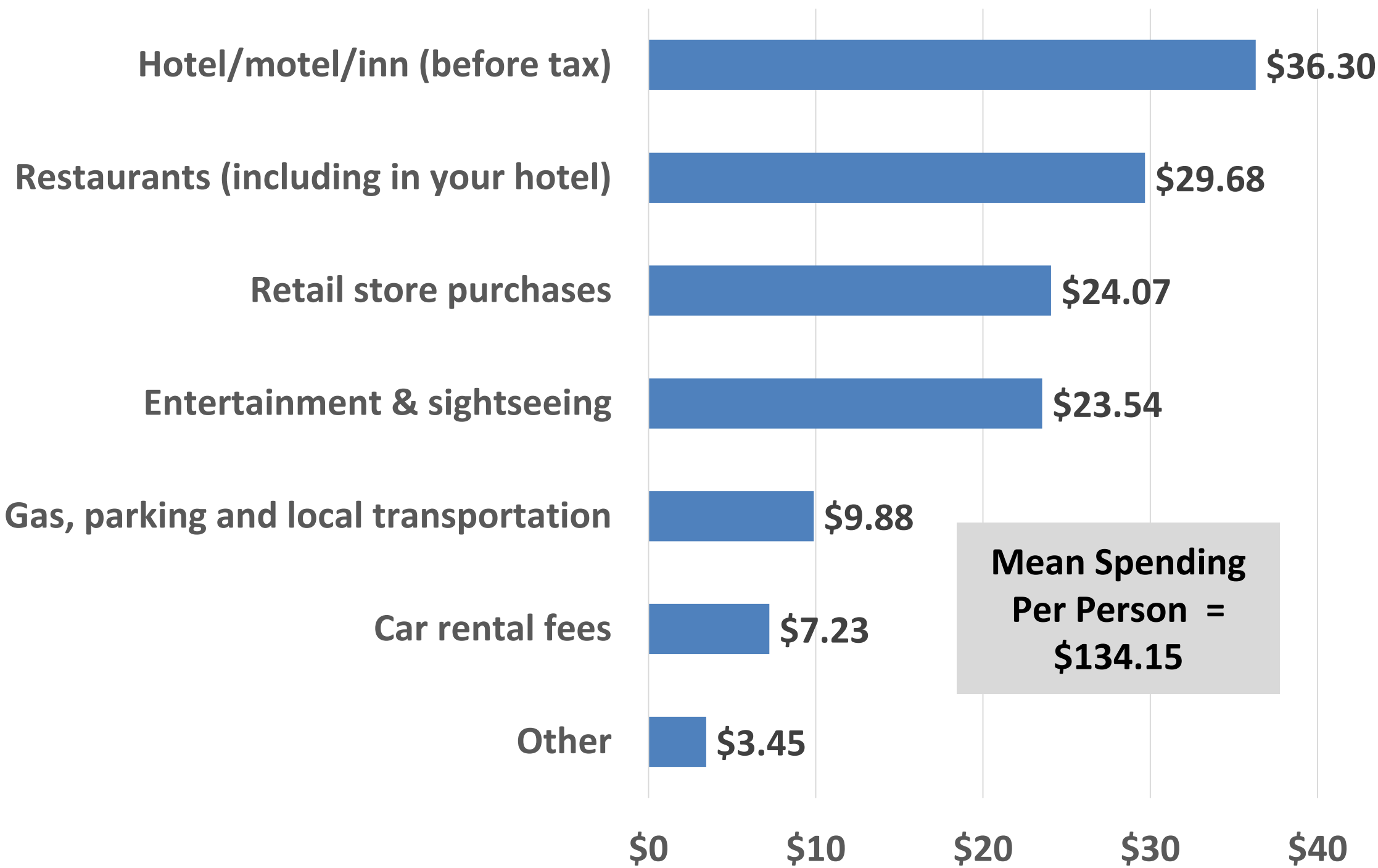
	Total	Hotel	VFR	Day-Trip
Hotel/motel/inn (before tax)	\$100.90	\$143.35	\$40.47	--
Restaurants (including in your hotel)	\$82.51	\$93.38	\$73.21	\$51.86
Retail store purchases	\$66.91	\$74.63	\$88.67	\$51.77
Entertainment & sightseeing	\$65.43	\$69.86	\$56.75	\$49.16
Gas, parking and local transportation	\$27.45	\$30.21	\$29.23	\$21.03
Car rental fees	\$20.09	\$24.70	\$14.04	\$12.75
Other	\$9.58	\$14.23	\$17.73	\$3.38
Mean Spending Per Travel Party	\$372.87	\$450.37	\$320.10	\$189.95
Base	150	67	19	46

Question: PER DAY, approximately how much will you spend on each of the following while in Louisville?

# Daily Spending, Per Person

It is estimated that the average Louisville visitor spends \$134.15 daily. This is based on the reported daily spending of \$372.87 covered an average of 2.8 travelers.

Figure 20: Daily Spending, Per Person



Base: All respondents. 150 completed surveys

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Hotel/motel/inn (before tax)	\$36.30	\$54.55	\$15.43	--
Restaurants (including in your hotel)	\$29.68	\$35.53	\$27.92	\$15.76
Retail store purchases	\$24.07	\$28.40	\$33.82	\$15.73
Entertainment & sightseeing	\$23.54	\$26.58	\$21.64	\$14.94
Gas, parking and local transportation	\$9.88	\$11.50	\$11.15	\$6.39
Car rental fees	\$7.23	\$9.40	\$5.35	\$3.87
Other	\$3.45	\$5.42	\$6.76	\$1.03
Mean # of People Covered by Spending	2.8	2.6	2.6	3.3
Mean Spending Per Person	\$134.15	\$171.37	\$122.07	\$57.71
Base	150	67	19	46

Question: PER DAY, approximately how much will you spend on each of the following while in Louisville?

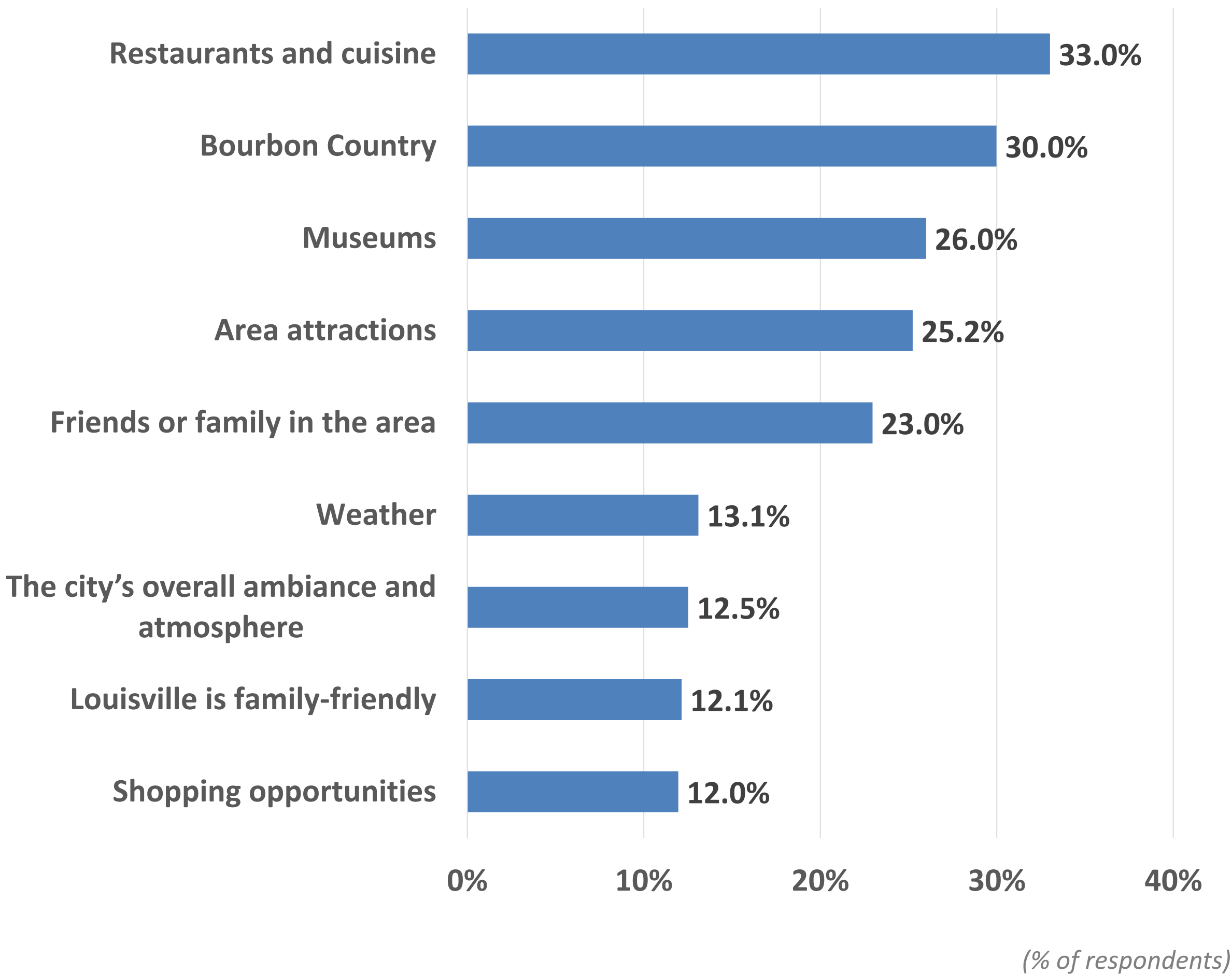
# Important Factors to Destination Decision

Louisville’s culinary scene (33.0%) and bourbon country (30.0%) were the most important factors driving visitation to the city. Other top factors driving visitors to Louisville include museums (26.0%), area attractions (25.2%) and friends or family in the area (23.0%).

*Complete details by type of visitor is available on the next page.*

Question: Which of the following were IMPORTANT to your decision to take this trip to Louisville? (Select all that apply) Base: All respondents. 527 completed surveys

Figure 21: Important Factors to Destination Decision



# Important Factors to Destination Decision – Complete Detail

## Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Restaurants and cuisine	33.0%	38.5%	30.0%	16.8%
Bourbon Country	30.0%	30.9%	13.3%	24.4%
Museums	26.0%	24.9%	21.7%	29.4%
Area attractions	25.2%	21.9%	26.7%	35.3%
Friends or family in the area	23.0%	12.8%	68.3%	23.5%
Weather	13.1%	17.7%	11.7%	4.2%
The city’s overall ambiance and atmosphere	12.5%	14.0%	11.7%	7.6%
Louisville is family-friendly	12.1%	9.8%	20.0%	17.6%
Shopping opportunities	12.0%	12.5%	16.7%	9.2%
Louisville’s historical attributes	8.9%	11.7%	3.3%	4.2%
Special event(s) and/or festival(s)	8.0%	6.8%	5.0%	9.2%
Scenic beauty	5.5%	4.9%	3.3%	6.7%
Work related event	4.7%	7.5%	0.0%	2.5%
Lifelong desire to visit Louisville	3.0%	2.3%	3.3%	3.4%

	Total	Hotel	VFR	Day-Trip
Theater or the arts	2.8%	1.9%	3.3%	4.2%
Social and ethnic diversity	2.5%	1.9%	1.7%	1.7%
Good hotel rate	2.3%	4.2%	0.0%	0.0%
Stopping point/passing through	1.3%	0.4%	1.7%	1.7%
LGBT-friendly	1.1%	1.1%	0.0%	0.0%
Day trip	0.6%	0.0%	0.0%	0.8%
Riverboat	0.6%	0.0%	0.0%	0.8%
Arch	0.4%	0.8%	0.0%	0.0%
Church	0.4%	0.0%	0.0%	0.0%
Nightlife/bars	0.4%	0.4%	0.0%	0.8%
College	0.2%	0.4%	0.0%	0.0%
National park	0.2%	0.0%	0.0%	0.0%
Zoo	0.2%	0.0%	0.0%	0.8%
Base	527	265	60	119

Question: Which of the following were IMPORTANT to your decision to take this trip to Louisville? (Select all that apply) Base: All respondents. 527 completed surveys

# Louisville Neighborhoods Visited, Shopped and Dined

Louisville visitors experienced a variety of neighborhoods during their stay in the city. The Museum/Whiskey Row neighborhood was cited as the neighborhood most visited (46.3%), shopped in (22.3%) and dined in (24.5%). Nearly three-in-ten visitors went to the South Fourth Street neighborhood (29.4%). Additionally, visitors more frequently dined in the South Fourth Street neighborhood (21.8%), which was primarily driven by hotel guests.

*Complete details by type of visitor is available on the next three pages.*

Question: During your stay in Louisville, did you (or will you) visit, shop or dine in any of these Louisville neighborhoods? (Surveyor to select all that apply)  
Base: All respondents. 544 completed surveys

Figure 22: Louisville Neighborhoods Visited, Shopped and Dined

	Total Visited	Total Shopped	Total Dined
Museum/Whiskey Row	46.3%	22.3%	24.5%
South Fourth Street	29.4%	10.9%	21.8%
Old Louisville	26.7%	9.8%	11.4%
Highlands/Germantown	17.1%	5.1%	7.4%
Nulu	12.2%	4.9%	5.8%
East Louisville	10.2%	7.3%	6.7%
Butchertown	8.9%	1.6%	2.9%
Southern Indiana	7.8%	2.4%	4.5%
West Louisville	4.2%	1.8%	2.0%
Scenic South Point/South Louisville	2.7%	0.9%	0.7%
Portland	2.7%	0.7%	0.9%
Crescent Hill/Clifton	2.5%	0.4%	1.3%
Base	544	544	544

(% of respondents)

# Louisville Neighborhoods Visited – Complete Detail

## Detail by Type of Visitor

	Total Visited	Hotel	VFR	Day-Trip
Museum/Whiskey Row	46.3%	50.7%	44.3%	43.7%
South Fourth Street	29.4%	37.7%	27.9%	15.9%
Old Louisville	26.7%	31.5%	31.1%	12.7%
Highlands/Germantown	17.1%	11.6%	31.1%	19.8%
Nulu	12.2%	11.2%	8.2%	9.5%
East Louisville	10.2%	6.9%	14.8%	10.3%
Butchertown	8.9%	6.2%	9.8%	7.1%
Southern Indiana	7.8%	5.1%	14.8%	11.9%
West Louisville	4.2%	4.7%	8.2%	1.6%
Scenic South Point/South Louisville	2.7%	2.5%	1.6%	0.0%
Portland	2.7%	2.5%	4.9%	0.8%
Crescent Hill/Clifton	2.5%	1.8%	4.9%	1.6%
Base	544	273	61	125

Question: During your stay in Louisville, did you (or will you) visit, shop or dine in any of these Louisville neighborhoods?  
 (Select all that apply) Base: All respondents. 544 completed surveys

# Louisville Neighborhoods Shopped – Complete Detail

## Detail by Type of Visitor

	Total Shopped	Hotel	VFR	Day-Trip
Museum/Whiskey Row	22.3%	26.4%	18.0%	15.9%
South Fourth Street	10.9%	14.9%	9.8%	5.6%
Old Louisville	9.8%	11.2%	18.0%	4.0%
East Louisville	7.3%	5.1%	13.1%	4.8%
Highlands/Germantown	5.1%	3.3%	9.8%	4.0%
Nulu	4.9%	5.1%	1.6%	3.2%
Southern Indiana	2.4%	1.4%	6.6%	4.0%
West Louisville	1.8%	2.9%	3.3%	0.0%
Butchertown	1.6%	0.7%	1.6%	1.6%
Scenic South Point/South Louisville	0.9%	0.4%	1.6%	0.8%
Portland	0.7%	0.7%	1.6%	0.0%
Crescent Hill/Clifton	0.4%	0.4%	0.0%	0.0%
Base	544	273	61	125

Question: During your stay in Louisville, did you (or will you) visit, shop or dine in any of these Louisville neighborhoods?  
(Select all that apply) Base: All respondents. 544 completed surveys

# Louisville Neighborhoods Dined – Complete Detail

## Detail by Type of Visitor

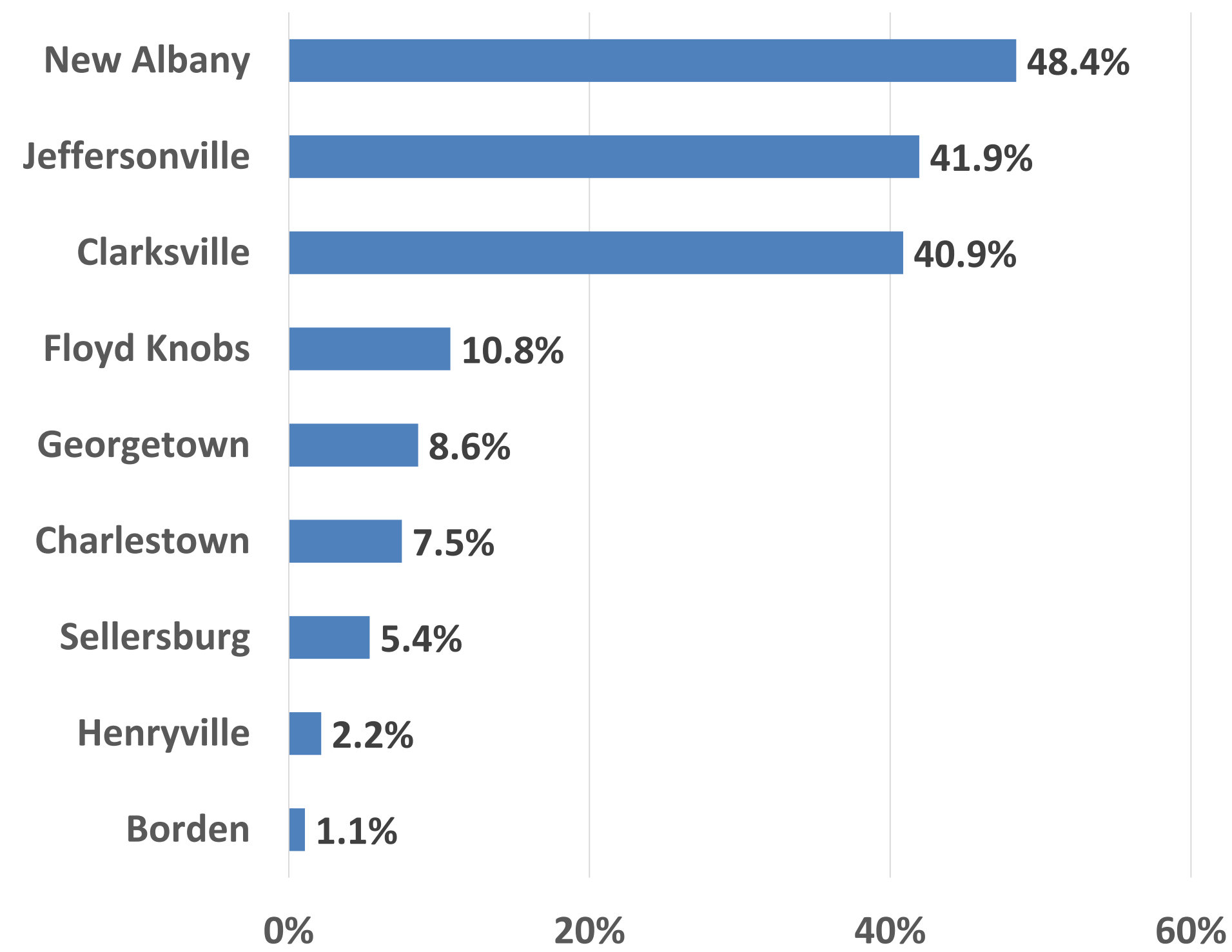
	Total Dined	Hotel	VFR	Day-Trip
Museum/Whiskey Row	24.5%	27.9%	26.2%	17.5%
South Fourth Street	21.8%	27.5%	18.0%	11.9%
Old Louisville	11.4%	13.4%	14.8%	4.0%
Highlands/Germantown	7.4%	5.1%	18.0%	5.6%
East Louisville	6.7%	5.1%	11.5%	5.6%
Nulu	5.8%	6.2%	1.6%	4.0%
Southern Indiana	4.5%	2.9%	11.5%	7.9%
Butchertown	2.9%	1.4%	4.9%	4.0%
West Louisville	2.0%	2.9%	4.9%	0.8%
Crescent Hill/Clifton	1.3%	1.1%	1.6%	0.8%
Portland	0.9%	1.1%	1.6%	0.0%
Scenic South Point/South Louisville	0.7%	0.7%	1.6%	0.0%
Base	544	273	61	125

Question: During your stay in Louisville, did you (or will you) visit, shop or dine in any of these Louisville neighborhoods?  
(Select all that apply) Base: All respondents. 544 completed surveys

# Southern Indiana Communities Visited

Nearly one-in-five Louisville visitors went to at least one Southern Indiana community during their trip (16.9%). Of those who visited a Southern Indiana community, New Albany (48.4%), Jeffersonville (41.9%) and Clarksville (40.9%) were the communities visited most often. Those visiting friends and relatives and day trip visitors were more likely to visit Indiana communities compared to hotel guests.

Figure 23: Southern Indiana Communities Visited



Base: Respondents who visited a Southern Indiana community. 93 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
New Albany	48.4%	42.9%	58.8%	56.7%
Jeffersonville	41.9%	32.1%	41.2%	63.3%
Clarksville	40.9%	32.1%	52.9%	43.3%
Floyd Knobs	10.8%	10.7%	11.8%	20.0%
Georgetown	8.6%	7.1%	5.9%	13.3%
Charlestown	7.5%	3.6%	0.0%	13.3%
Sellersburg	5.4%	3.6%	0.0%	10.0%
Henryville	2.2%	3.6%	0.0%	3.3%
Borden	1.1%	0.0%	0.0%	3.3%
Base	93	28	17	30

Question: Did you (or will you) visit any of the following nearby communities in Southern Indiana? (Select all that apply)

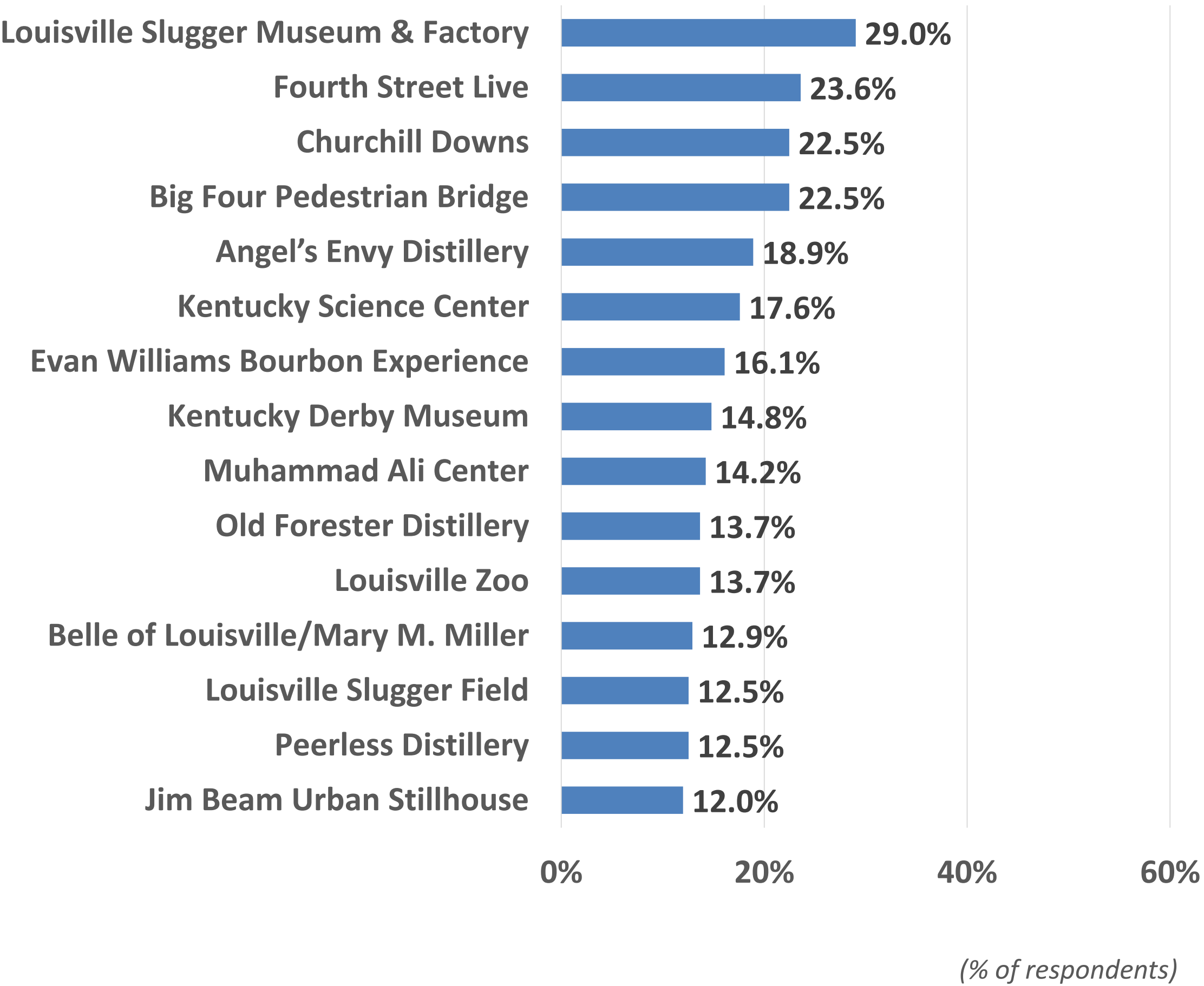
# Attractions Visited

Louisville visitors patronized a wide array of Louisville attractions while in the destination. Presented with a list of 31 Louisville attractions, respondents were asked to identify the attractions they have or will visit during their trip. The chart to the right illustrates the top fifteen attractions visited. The most frequented Louisville attractions were the Louisville Slugger Museum (29.0%), Fourth Street Live (23.6%), Churchill Downs (22.5%) and Big Four Pedestrian Bridge (22.5%).

*Complete details by type of visitor is available on the next page.*

Question: Which of the following attractions did you (or will you) visit while on this trip? (Select all that apply) Base: All respondents. 551 completed surveys

Figure 24: Attractions Visited



# Attractions Visited – Complete Detail

## Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Louisville Slugger Museum & Factory	29.0%	32.0%	23.0%	21.0%
Fourth Street Live	23.6%	28.3%	31.1%	8.9%
Big Four Pedestrian Bridge	22.5%	23.0%	27.9%	10.5%
Churchill Downs	22.5%	27.1%	18.0%	11.3%
Angel's Envy Distillery	18.9%	20.8%	4.9%	14.5%
Kentucky Science Center	17.6%	15.2%	24.6%	29.8%
Evan Williams Bourbon Experience	16.1%	22.3%	4.9%	5.6%
Kentucky Derby Museum	14.8%	16.0%	18.0%	4.0%
Muhammad Ali Center	14.2%	15.6%	19.7%	8.1%
Louisville Zoo	13.7%	10.8%	21.3%	25.8%
Old Forester Distillery	13.7%	15.2%	9.8%	8.9%
Belle of Louisville/Mary M. Miller	12.9%	11.9%	13.1%	12.1%
Louisville Slugger Field	12.5%	15.6%	11.5%	8.1%
Peerless Distillery	12.5%	14.5%	1.6%	8.9%
Jim Beam Urban Stillhouse	12.0%	14.5%	4.9%	4.8%
Kentucky Kingdom	10.7%	11.2%	19.7%	5.6%

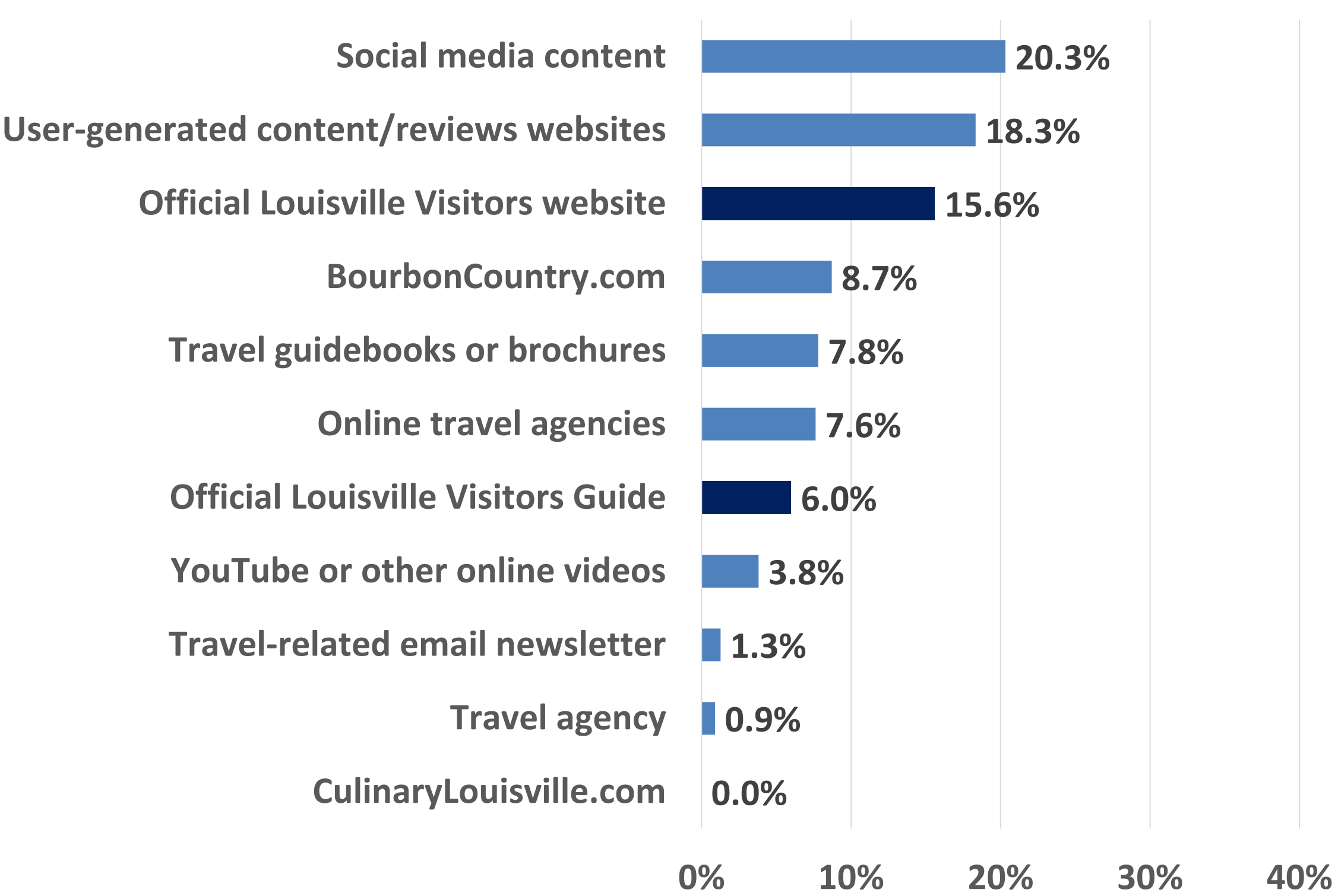
	Total	Hotel	VFR	Day-Trip
Rabbit Hole Distillery	10.3%	11.9%	6.6%	8.1%
Frazier History Museum	10.1%	13.8%	3.3%	5.6%
Bulleit Frontier Whiskey Experience	8.4%	9.3%	3.3%	5.6%
Copper & Kings Distillery	8.1%	8.2%	1.6%	5.6%
Michter's Fort Nelson Distillery	6.7%	8.9%	1.6%	2.4%
Louisville Mega Cavern	6.4%	7.1%	11.5%	4.8%
Speed Art Museum	4.9%	5.2%	6.6%	4.0%
Louisville Glassworks	3.2%	2.6%	4.9%	2.4%
Louisville Visitor Center	2.8%	4.5%	1.6%	1.6%
Outlet Shoppes of the Bluegrass	2.2%	1.5%	3.3%	1.6%
Kentucky Museum of Art & Craft	1.3%	1.1%	0.0%	0.8%
Actors Theatre of Louisville	1.1%	1.1%	0.0%	1.6%
Louisville Stoneware	0.9%	0.7%	0.0%	1.6%
The Kentucky Center for the Performing Arts	0.9%	0.7%	1.6%	1.6%
American Printing House for the Blind	0.2%	0.4%	0.0%	0.0%
Base	534	269	61	124

Question: Which of the following attractions did you (or will you) visit while on this trip? (Select all that apply) Base: All respondents. 551 completed surveys

# Planning Resources Used Before Arrival

Visitors were presented with a list of planning resources and were asked which resources they used prior to arrival. **Social media content (20.3%), reviews websites (18.3%), and the official Louisville Visitors website (15.6%)** were resources Louisville visitors frequently turn to for planning their visit to the city.

Figure 25: Planning Resources Used Before Arrival



Base: All respondents. 528 completed surveys

Detail by Type of Visitor

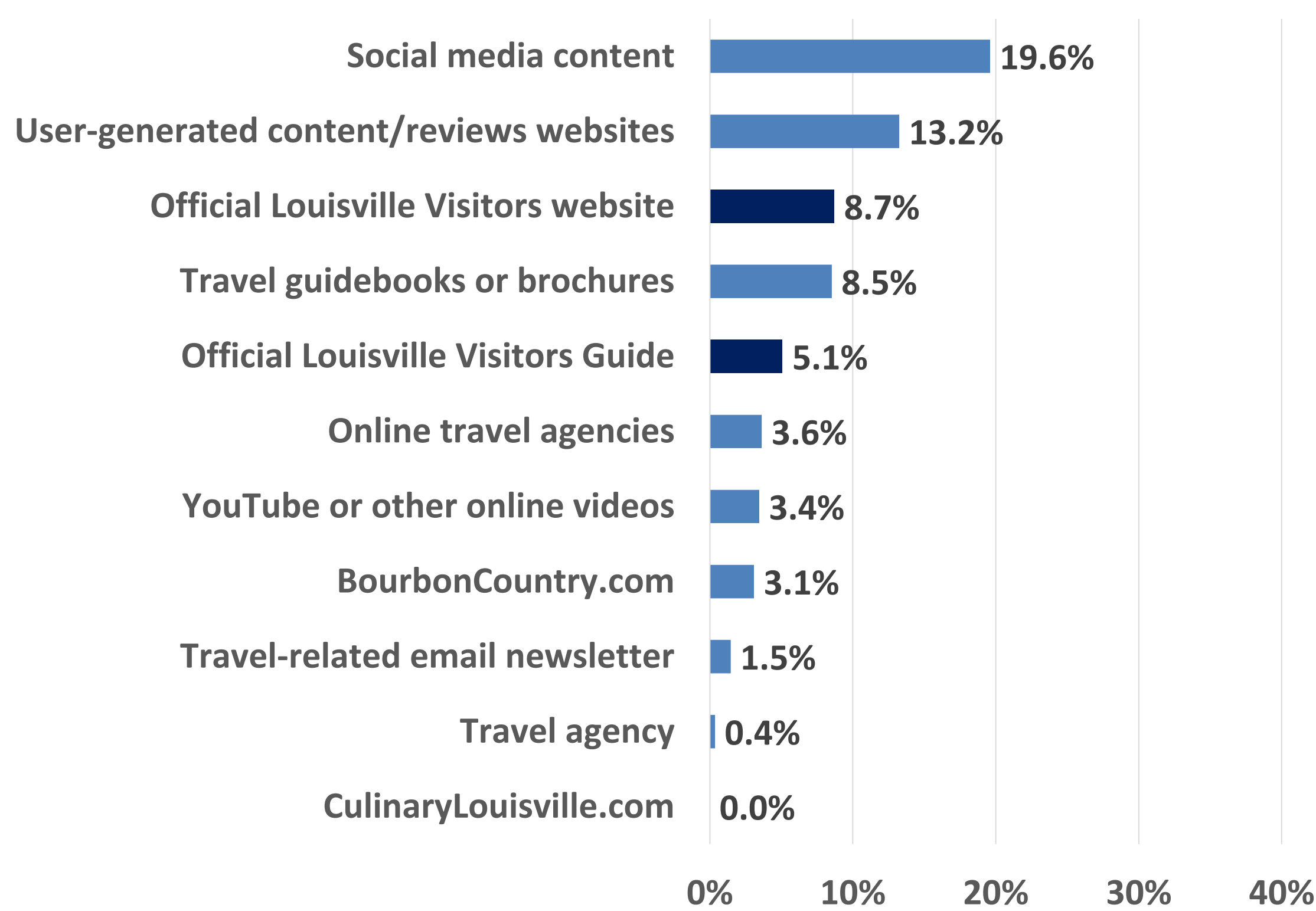
	Total	Hotel	VFR	Day-Trip
Social media content	20.3%	19.6%	21.3%	16.7%
User-generated content/reviews websites	18.3%	22.5%	6.6%	8.7%
Official Louisville Visitors website	15.6%	16.7%	11.5%	11.9%
BourbonCountry.com	8.7%	10.1%	0.0%	8.7%
Travel guidebooks or brochures	7.8%	8.7%	4.9%	4.8%
Online travel agencies	7.6%	10.5%	8.2%	1.6%
Official Louisville Visitors Guide	6.0%	8.0%	8.2%	3.2%
YouTube or other online videos	3.8%	5.1%	1.6%	0.8%
Travel-related email newsletter	1.3%	1.4%	1.6%	0.8%
Travel agency	0.9%	1.4%	0.0%	0.8%
CulinaryLouisville.com	0.0%	0.0%	0.0%	0.0%
Base	528	276	59	126

Question: Which of the following resources did you use to plan your Louisville trip before arriving and which did you (or will you) use while in the city? (Select all that apply)

# Planning Resources Used In-Market

Similar to resources used prior to arrival, visitors were most likely to use social media (19.6%), reviews websites (13.2%) and the official Louisville Visitors website (GoToLouisville.com) (8.7%) for trip planning during the Louisville visit. However, these were all used less frequently while in-market.

Figure 26: Planning Resources Used In-Market



Base: All respondents. 528 completed surveys

Detail by Type of Visitor

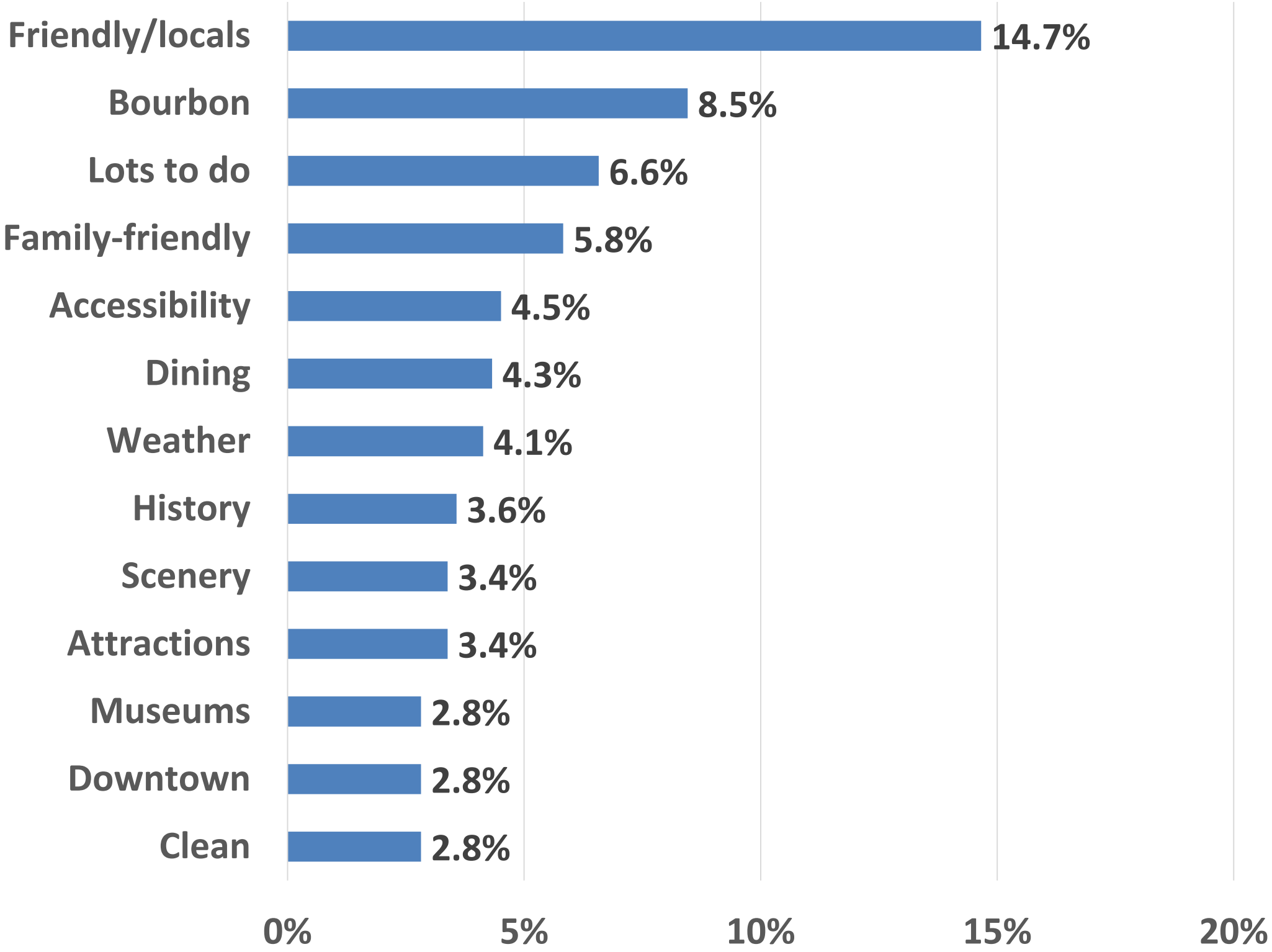
	Total	Hotel	VFR	Day-Trip
Social media content	19.6%	18.8%	21.3%	15.1%
User-generated content/reviews websites	13.2%	16.7%	0.0%	5.6%
Official Louisville Visitors website	8.7%	7.6%	4.9%	7.1%
BourbonCountry.com	3.1%	2.9%	0.0%	4.8%
Travel guidebooks or brochures	8.5%	9.8%	4.9%	2.4%
Online travel agencies	3.6%	4.3%	3.3%	0.8%
Official Louisville Visitors Guide	5.1%	6.9%	8.2%	2.4%
YouTube or other online videos	3.4%	4.3%	3.3%	0.0%
Travel-related email newsletter	1.5%	1.8%	1.6%	0.8%
Travel agency	0.4%	0.7%	0.0%	0.0%
CulinaryLouisville.com	0.0%	0.0%	0.0%	0.0%
Base	528	276	59	126

Question: Which of the following resources did you use to plan your Louisville trip before arriving and which did you (or will you) use while in the city? (Select all that apply)

# Most Liked Aspects of Louisville (Unaided)

**Louisville’s friendly locals (14.7%) was the most liked aspect of the city.** Louisville’s affiliation with bourbon (8.5%), that there is a lot to do (6.6%) and family-friendliness (5.8%) were other top Louisville attributes.

Figure 27: Most Liked Aspects of Louisville



Base: All respondents. 532 completed surveys

Detail by Type of Visitor

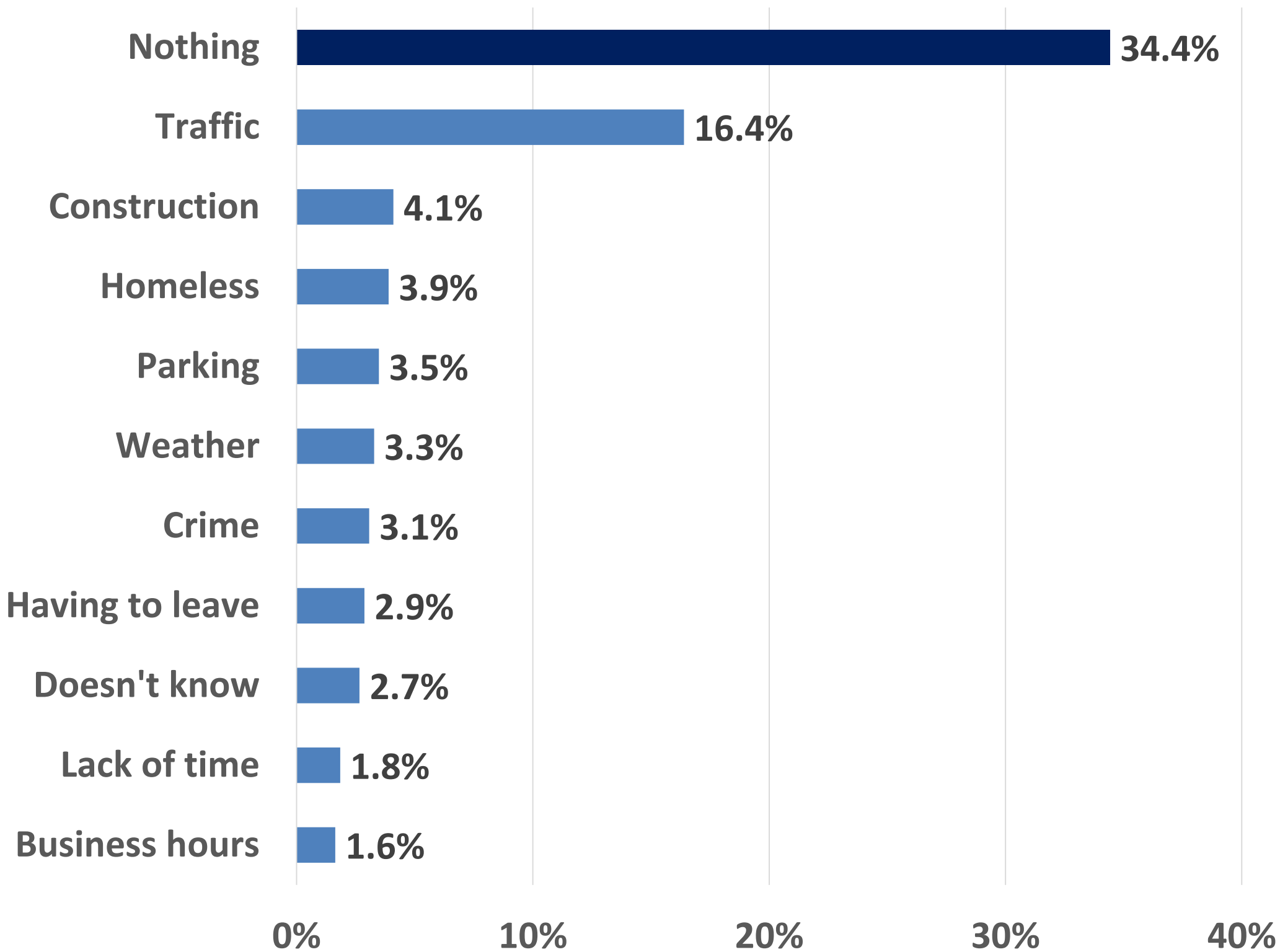
	Total	Hotel	VFR	Day-Trip
Friendly/locals	14.7%	13.0%	10.0%	11.7%
Bourbon	8.5%	9.6%	0.0%	6.7%
Lots to do	6.6%	7.0%	10.0%	9.2%
Family-friendly	5.8%	4.8%	21.7%	3.3%
Accessibility	4.5%	3.7%	5.0%	7.5%
Dining	4.3%	5.6%	1.7%	4.2%
Weather	4.1%	3.3%	5.0%	2.5%
History	3.6%	5.2%	1.7%	3.3%
Attractions	3.4%	3.0%	6.7%	5.8%
Scenery	3.4%	2.6%	6.7%	4.2%
Clean	2.8%	4.1%	3.3%	0.8%
Downtown	2.8%	3.3%	0.0%	1.7%
Museums	2.8%	2.2%	1.7%	5.0%
Base	532	270	60	120

Question: What do you like most about Louisville?

# Least Liked Aspects of Louisville (Unaided)

When asked what was liked least about Louisville, one-third of respondents said there was “nothing” they disliked about the destination (34.4%). Of the specific responses provided, traffic (16.4%) was cited as the least liked aspect of Louisville.

Figure 28: Least Liked Aspects of Louisville



Base: All respondents. 488 completed surveys

Detail by Type of Visitor

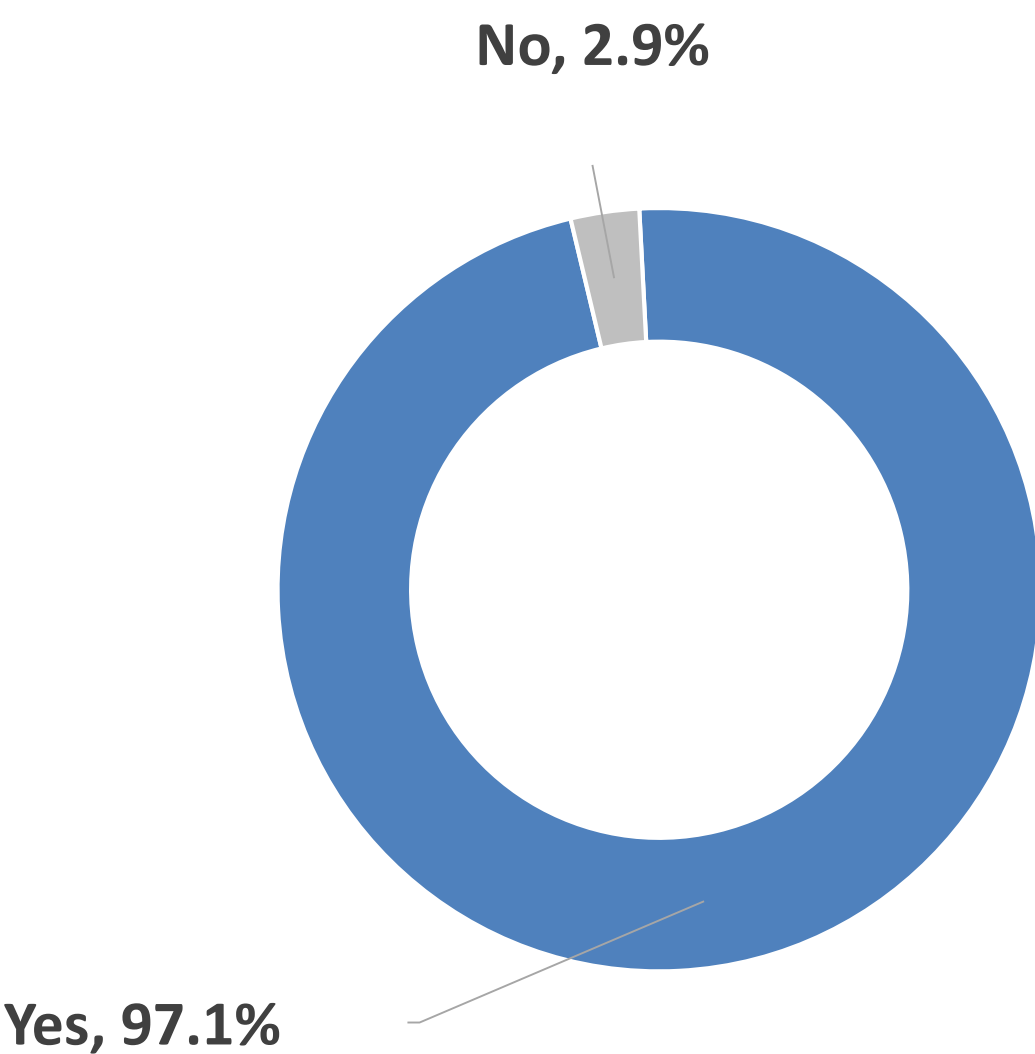
	Total	Hotel	VFR	Day-Trip
Nothing	34.4%	37.2%	32.8%	22.4%
Traffic	16.4%	8.9%	27.6%	35.3%
Construction	4.1%	6.1%	1.7%	2.6%
Homeless	3.9%	7.3%	1.7%	0.0%
Parking	3.5%	3.6%	1.7%	1.7%
Weather	3.3%	3.2%	0.0%	3.4%
Crime	3.1%	0.4%	6.9%	7.8%
Having to leave	2.9%	0.8%	1.7%	6.0%
Doesn't know	2.7%	2.8%	1.7%	1.7%
Lack of time	1.8%	2.4%	0.0%	0.9%
Business hours	1.6%	1.2%	3.4%	0.0%
Base	488	247	58	116

Question: What do you like least about Louisville?

# Return to Louisville

Louisville appears to provide a highly satisfactory experience to its visitors. Nearly all visitors to date reported that they would indeed return to Louisville (97.1%).

Figure 29: Return to Louisville



Base: All respondents. 513 completed surveys

Detail by Type of Visitor

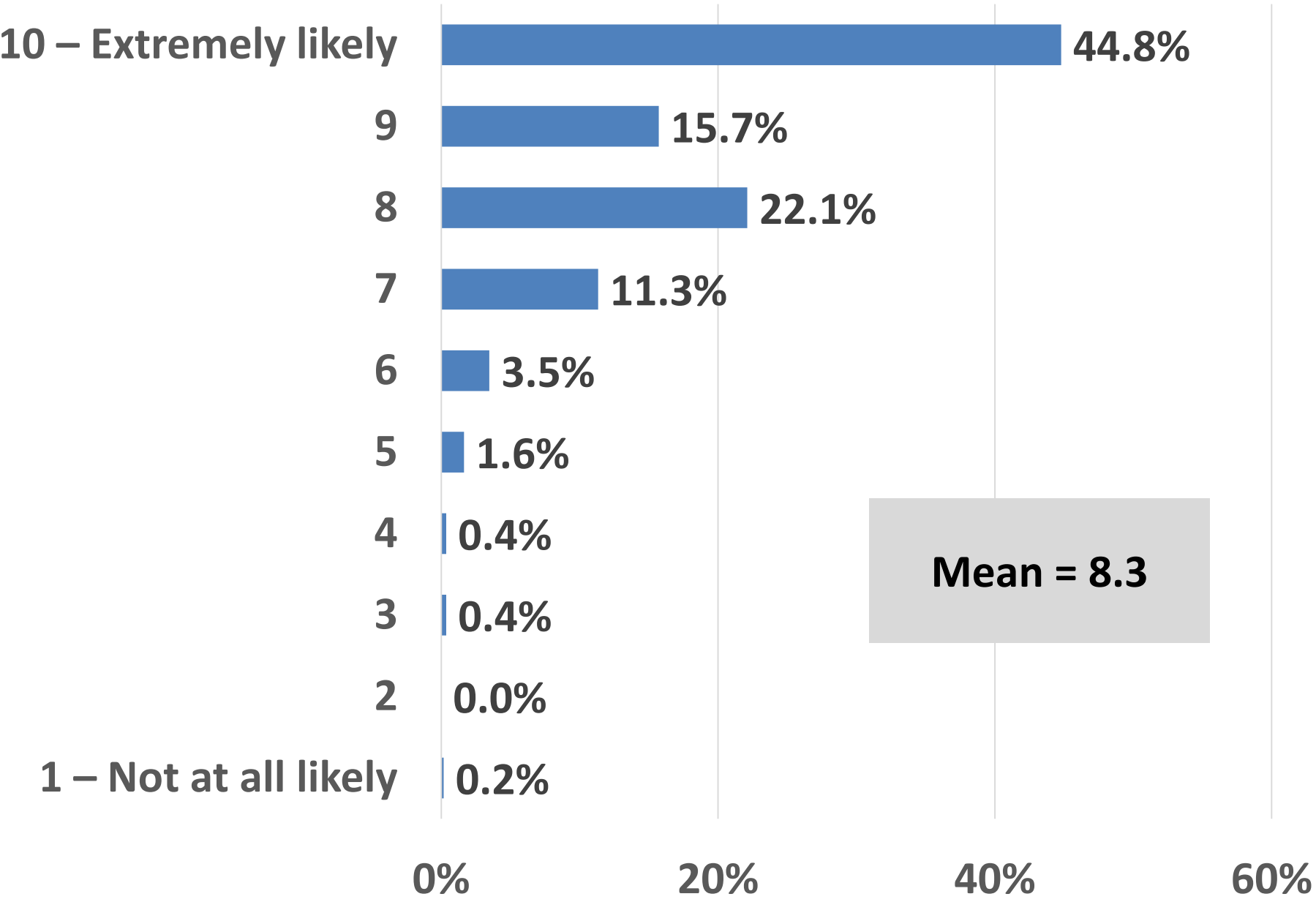
	Total	Hotel	VFR	Day-Trip
Yes	97.1%	95.8%	100.0%	98.3%
No	2.9%	4.2%	0.0%	1.7%
Base	513	260	59	120

Question: Would you return to Louisville?

# Likelihood to Recommend Louisville

**Visitors are highly likely to recommend Louisville to a friend or colleague.** Visitors surveyed were asked to rate their likelihood to recommend Louisville using a ten-point scale from “1 – Very unlikely” to “10 – Very likely.” On average, visitors surveyed rated their overall likelihood to recommend Louisville as an 8.3 out of 10.

Figure 30: Likelihood to Recommend Louisville



Base: All respondents. 547 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
10 – Extremely likely	44.8%	41.4%	45.9%	51.6%
9	15.7%	13.9%	13.1%	15.1%
8	22.1%	23.4%	24.6%	20.6%
7	11.3%	13.6%	9.8%	10.3%
6	3.5%	4.0%	3.3%	1.6%
5	1.6%	2.6%	3.3%	0.0%
4	0.4%	0.4%	0.0%	0.0%
3	0.4%	0.7%	0.0%	0.0%
2	0.0%	0.0%	0.0%	0.0%
1 – Not at all likely	0.2%	0.0%	0.0%	0.8%
Mean	8.3	8.2	8.4	8.5
Base	547	273	61	126

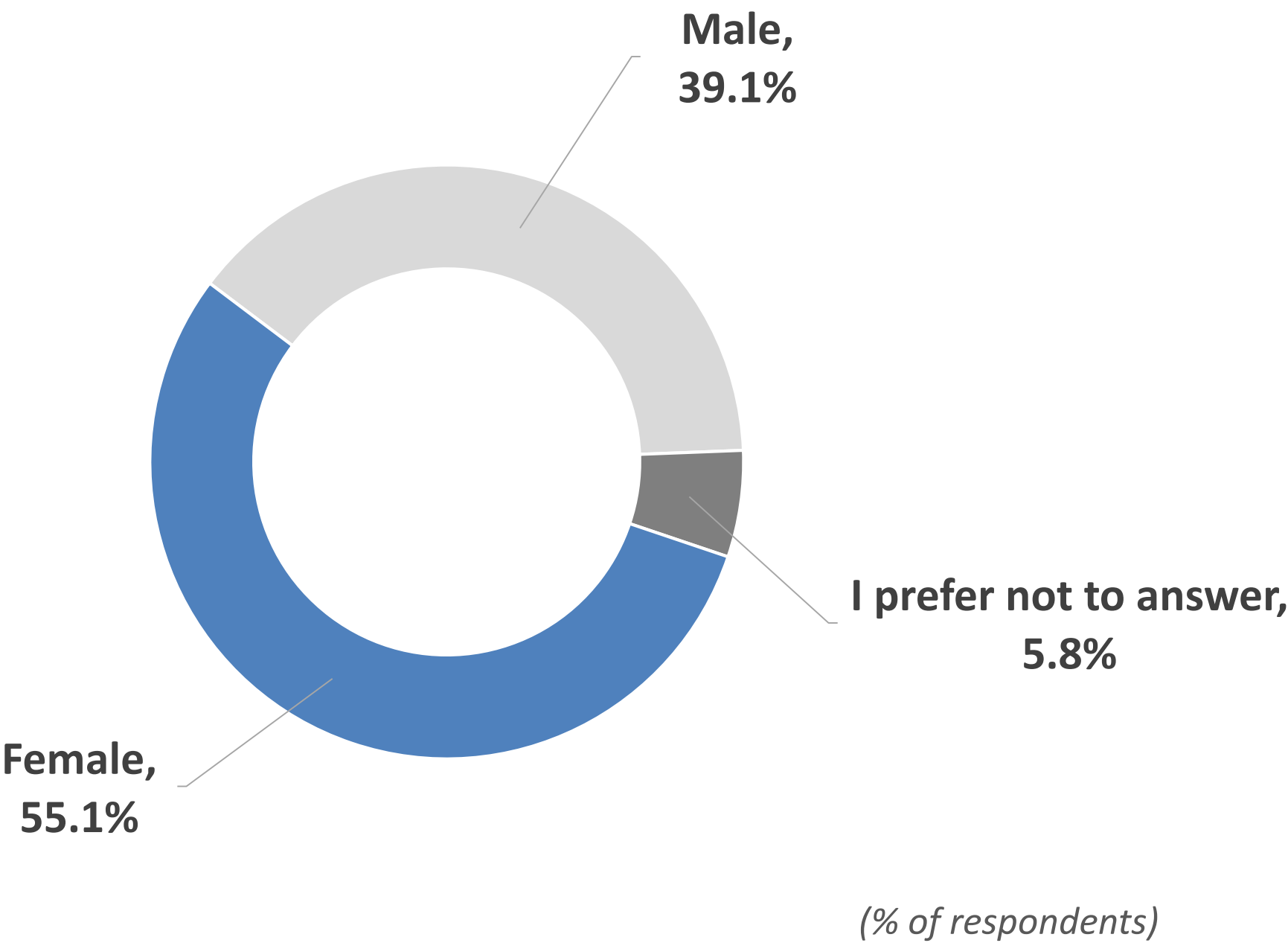
Question: On a 10-point scale in which 1 represents “Very unlikely” and 10 represents “Very likely,” how likely would you be to recommend this attraction to a friend or colleague?

# DEMOGRAPHICS

# Gender

The survey sample skewed female. In total, 55.1 percent of the sample were female and 39.1 percent were male.

Figure 31: Gender



Base: All respondents. 534 responses.

Detail by Type of Visitor

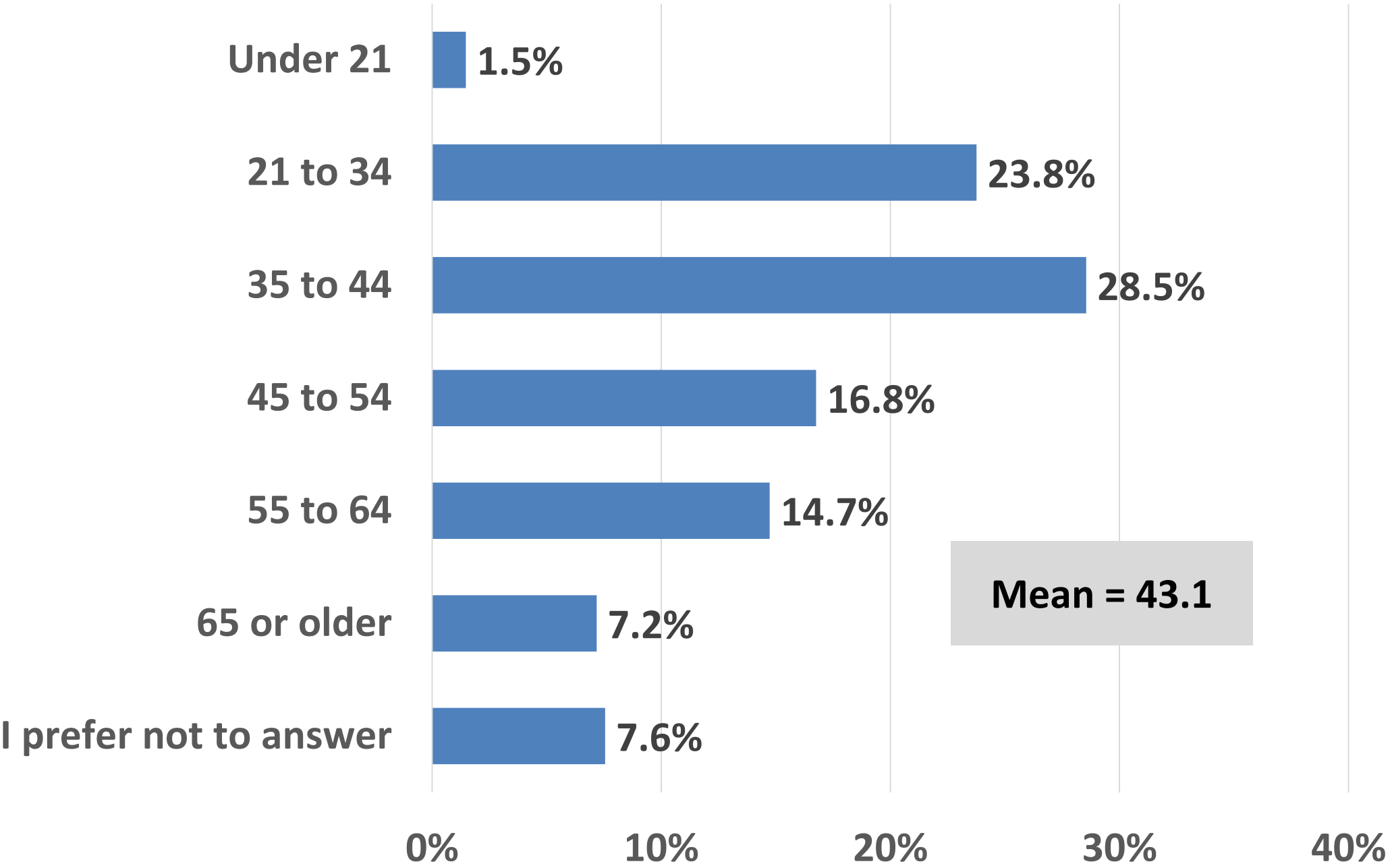
	Total	Hotel	VFR	Day-Trip
Female	55.1%	57.1%	53.3%	59.3%
Male	39.1%	36.8%	41.7%	34.1%
I prefer not to answer	5.8%	6.0%	5.0%	6.5%
Base	534	266	60	123

Question: What is your gender? (Select one)

# Age

The average age of the Louisville visitor surveyed was 43.1 years. On average, day trip visitors were younger than hotel guests (41.8 vs. 44.5).

Figure 32: Age



Base: All respondents. 502 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Under 21	1.5%	1.1%	1.6%	1.6%
21 to 34	23.8%	17.7%	32.8%	28.0%
35 to 44	28.5%	31.7%	29.5%	26.4%
45 to 54	16.8%	18.1%	13.1%	16.8%
55 to 64	14.7%	17.0%	8.2%	8.0%
65 or older	7.2%	7.0%	9.8%	9.6%
I prefer not to answer	7.6%	7.4%	4.9%	9.6%
Mean	43.1	44.5	40.8	41.8
Base	502	251	58	113

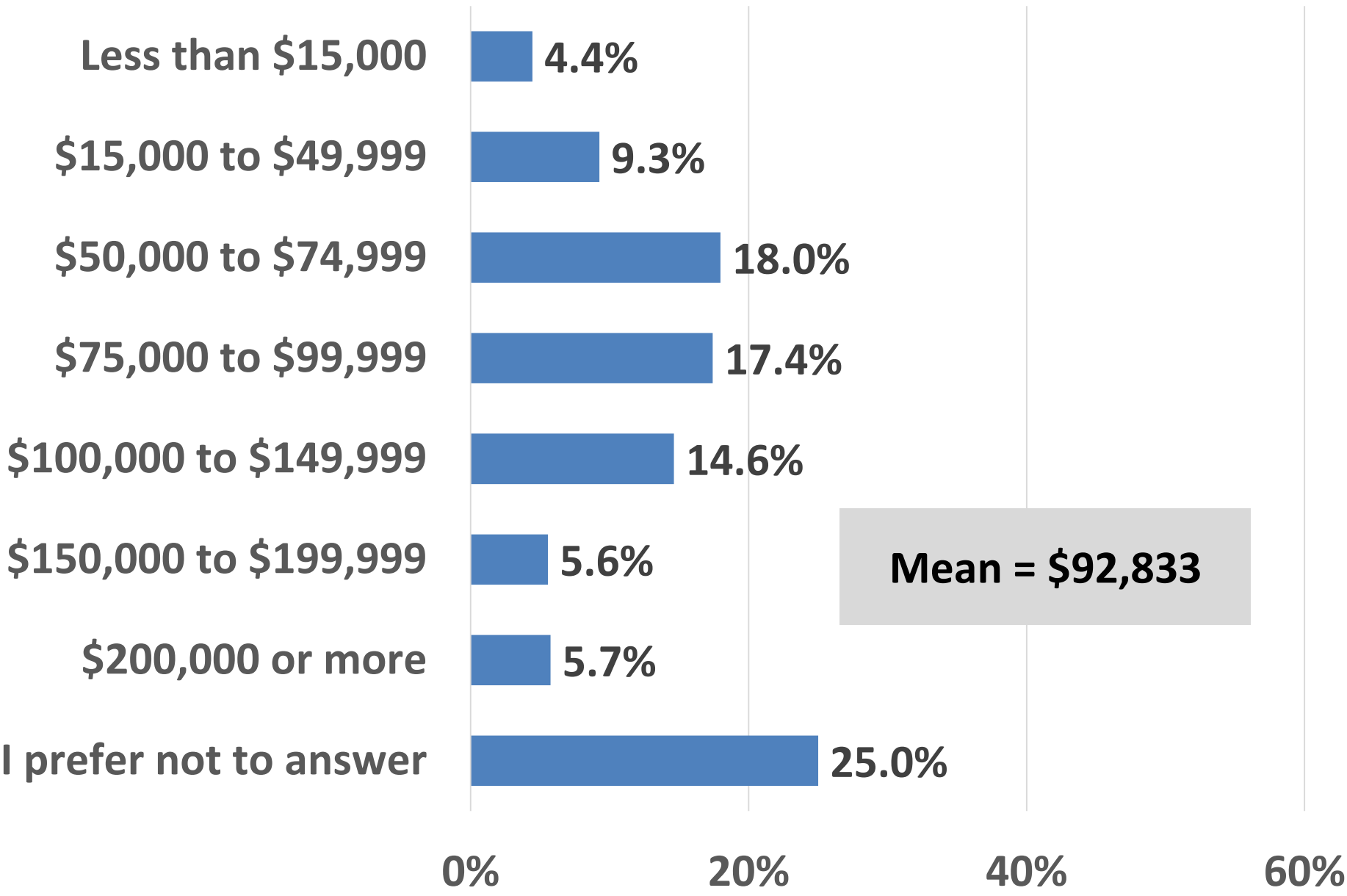
Question: What is your age? (Select one)

# Annual Household Income

**The typical Louisville visitor is affluent.** Louisville visitors surveyed reported having an average annual household income of \$92,833. Hotel guests had the highest income at \$101,268 on average.

Figure 33: Annual Household Income

Detail by Type of Visitor



	Total	Hotel	VFR	Day-Trip
Less than \$15,000	4.4%	3.7%	8.3%	5.6%
\$15,000 to \$44,999	9.3%	7.0%	8.3%	12.8%
\$45,000 to \$79,999	18.0%	15.9%	31.7%	16.0%
\$80,000 to \$99,999	17.4%	17.0%	11.7%	15.2%
\$100,000 to \$149,999	14.6%	15.9%	11.7%	13.6%
\$150,000 to \$199,999	5.6%	7.4%	3.3%	5.6%
\$200,000 or more	5.7%	7.4%	6.7%	3.2%
I prefer not to answer	25.0%	25.6%	18.3%	28.0%
Mean	\$92,833	\$101,268	\$82,908	\$85,416
Base	405	201	49	90

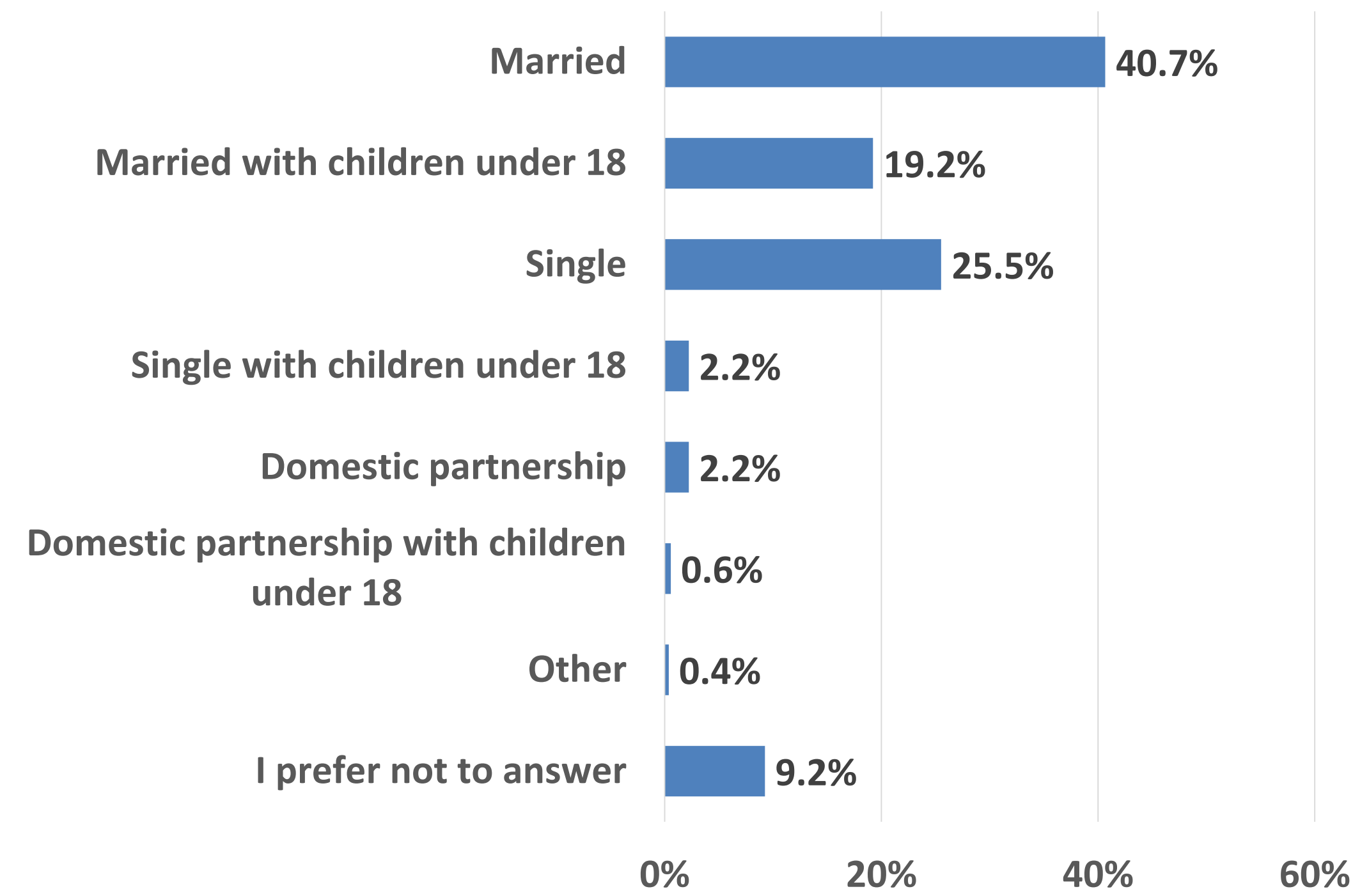
Base: All respondents. 405 responses.

Question: Which of the following best describes the combined annual income of all members of your household? (Select one)

# Marital Status

The largest proportion of Louisville visitors surveyed were married (59.9%), while 27.7 percent were single. 22.0 percent of respondents had children under the age of 18.

Figure 34: Marital Status



Base: All respondents. 541 responses.

Detail by Type of Visitor

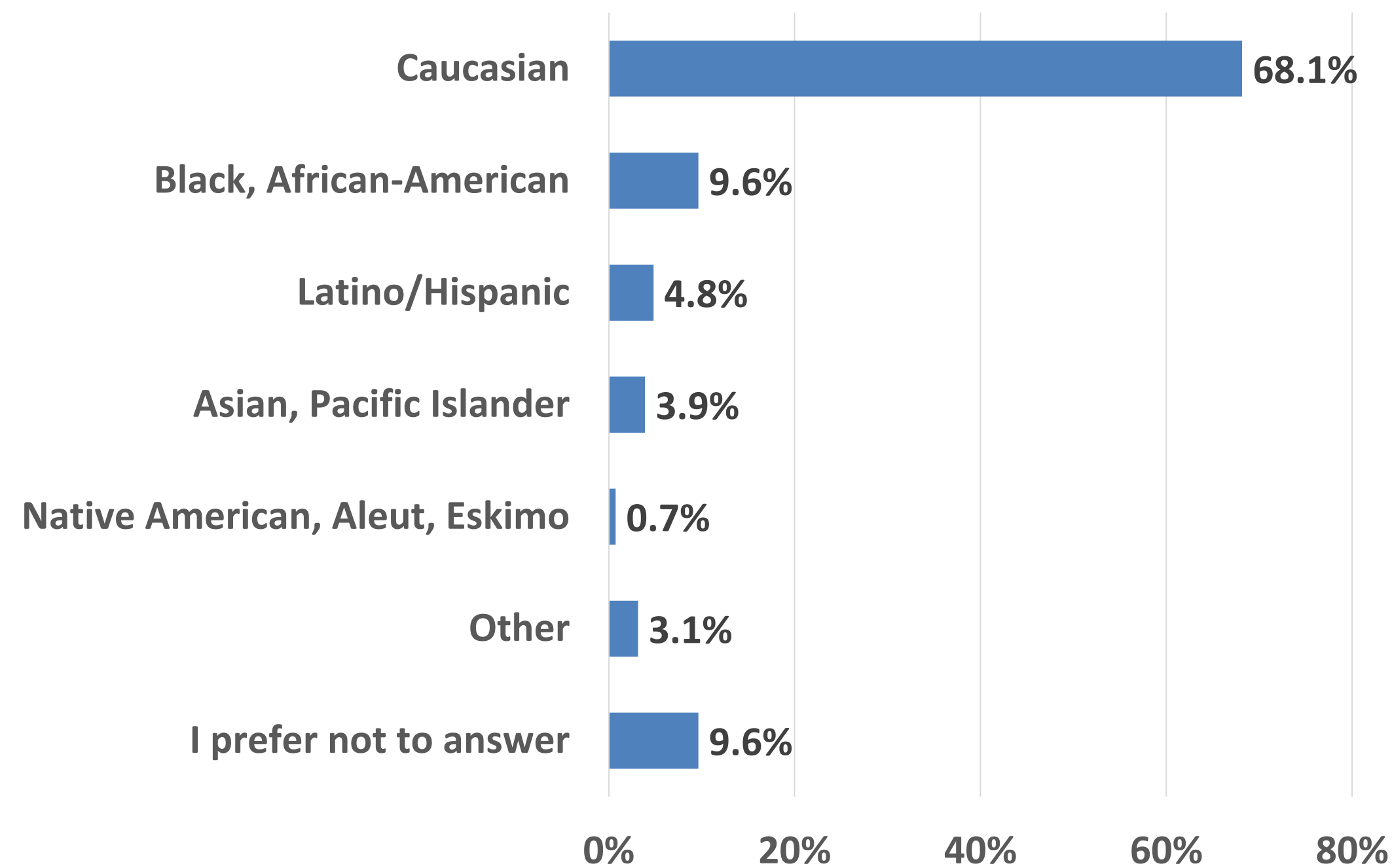
	Total	Hotel	VFR	Day-Trip
Married	40.7%	44.1%	37.7%	36.3%
Married with children under 18	19.2%	19.3%	18.0%	26.6%
Single	25.5%	21.9%	31.1%	24.2%
Single with children under 18	2.2%	1.9%	3.3%	1.6%
Domestic partnership	2.2%	2.2%	1.6%	0.8%
Domestic partnership with children under 18	0.6%	0.7%	0.0%	0.8%
Other	0.4%	0.7%	0.0%	0.0%
I prefer not to answer	9.2%	9.3%	8.2%	9.7%
Base	541	270	61	124

Question : Which of the following best describes your current marital status? (Select one)

# Ethnicity

Over two-thirds of respondents identify as Caucasian (68.1%) and one-in-five identified as other ethnicities (22.1%). The largest non-Caucasian visitor group is Black, African-American (9.6%) followed by Latino/Hispanic (4.8%) and Asian, Pacific Islander (3.9%).

Figure 35: Ethnicity



Base: All respondents. 540 responses.

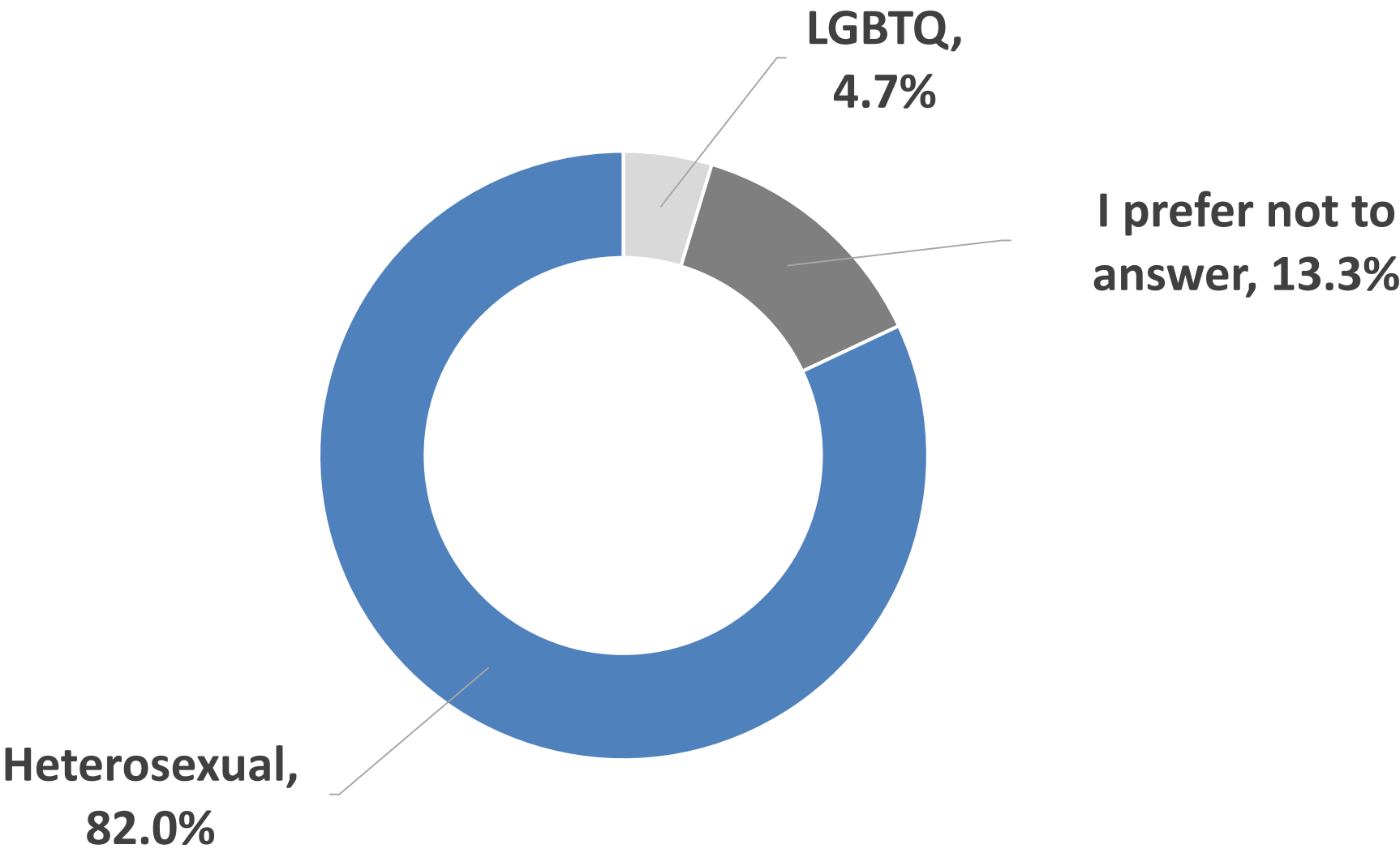
Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Caucasian	68.1%	65.8%	68.9%	72.8%
Black, African-American	9.6%	9.7%	23.0%	6.4%
Latino/Hispanic	4.8%	6.7%	1.6%	2.4%
Asian, Pacific Islander	3.9%	3.7%	0.0%	3.2%
Native American, Aleut, Eskimo	0.7%	0.7%	0.0%	1.6%
Other	3.1%	4.5%	1.6%	0.8%
I prefer not to answer	9.6%	8.9%	4.9%	12.8%
Base	540	269	61	125

Question : Which best describes your ethnicity? (Select one)

In total, 4.7 percent of Louisville visitors surveyed identified as LGBTQ and 82.0 percent identified as heterosexual.

Figure 36: LGBTQ



Base: All respondents. 534 responses.

Detail by Type of Visitor

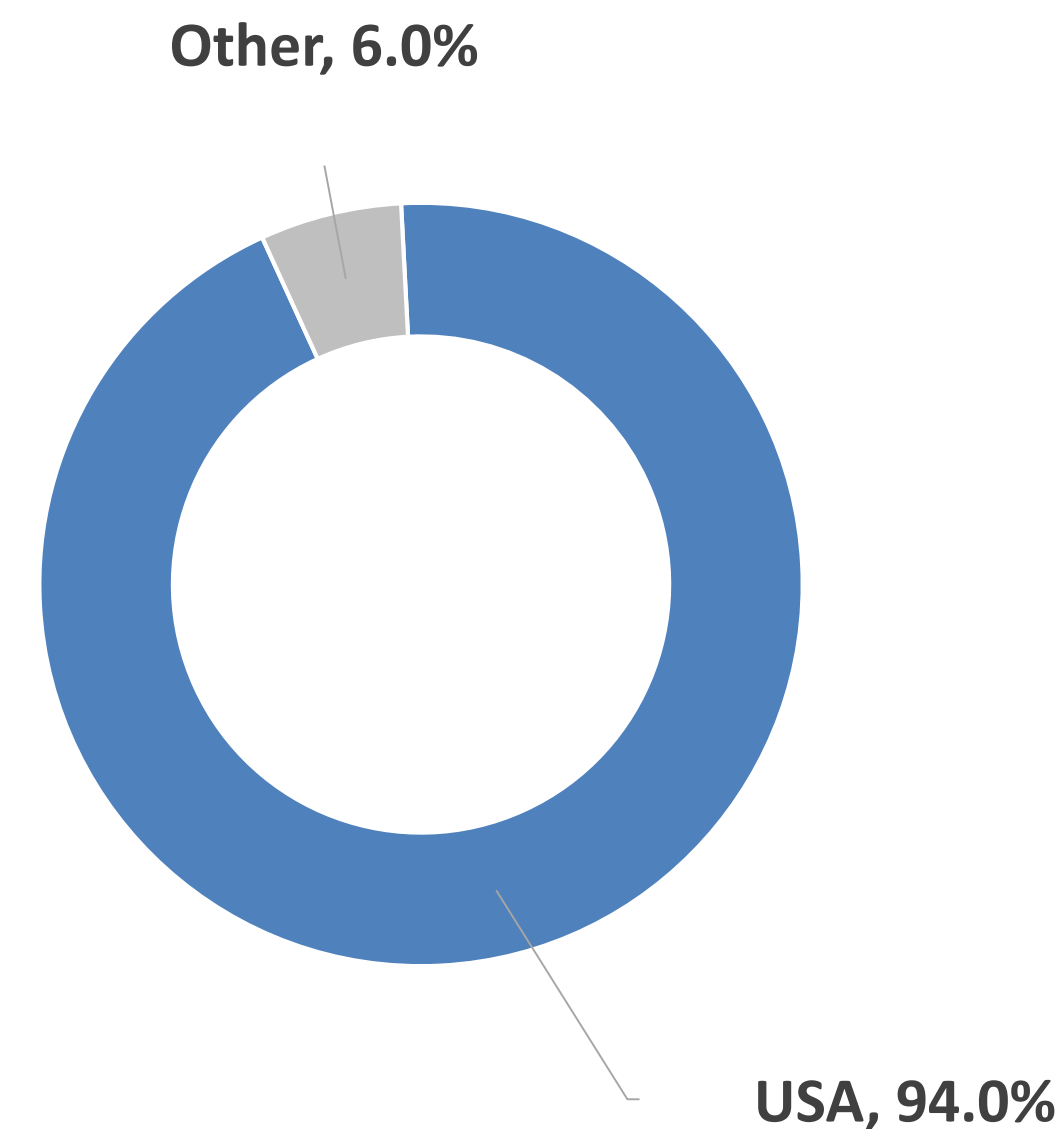
	Total	Hotel	VFR	Day-Trip
Heterosexual	82.0%	82.2%	80.0%	80.8%
LGBTQ	4.7%	3.4%	6.7%	3.2%
I prefer not to answer	13.3%	14.4%	13.3%	16.0%
Base	534	264	60	125

Question: Which best describes you? (Select one)

# Point of Origin: Country of Residence

Nearly all Louisville visitors surveyed were domestic residents who reside within the United States (94.0%). Through the first quarter of the study, the top international feeder markets were the United Kingdom (1.3%), Canada (0.6%) and Mexico (0.6%). *Note that the survey was only available in English.*

Figure 37: Country of Residence



Base: All respondents. 531 responses.

Detail by Type of Visitor

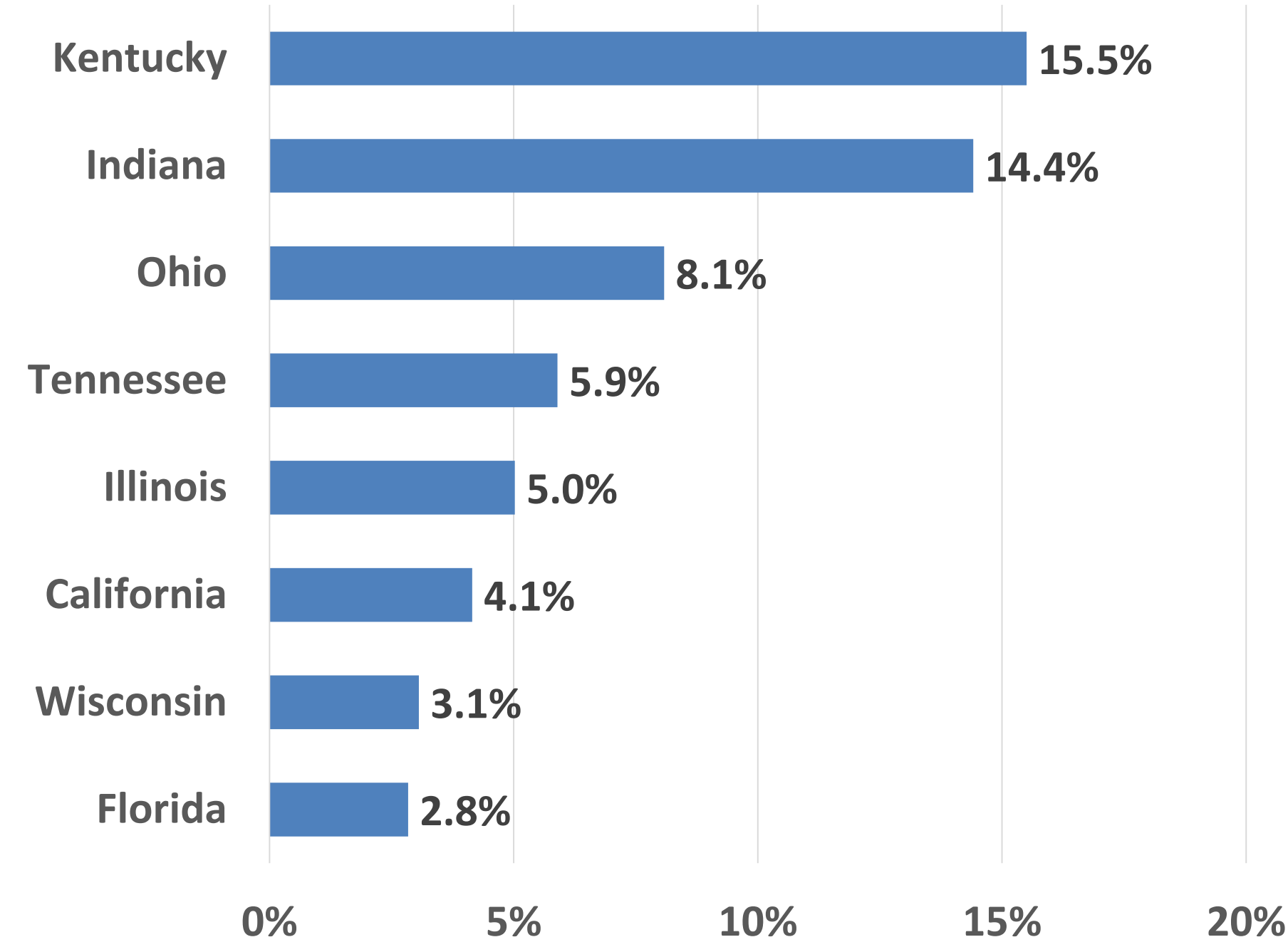
	Total	Hotel	VFR	Day-Trip
USA	94.0%	92.9%	95.1%	98.3%
United Kingdom	1.3%	1.1%	3.3%	0.0%
Canada	0.6%	0.7%	0.0%	0.0%
Mexico	0.6%	0.7%	0.0%	0.0%
Netherlands	0.4%	0.7%	0.0%	0.0%
Germany	0.4%	0.0%	0.0%	0.8%
Italy	0.4%	0.4%	1.6%	0.0%
Japan	0.4%	0.4%	0.0%	0.0%
China	0.2%	0.4%	0.0%	0.0%
Iraq	0.2%	0.4%	0.0%	0.0%
Nigeria	0.2%	0.4%	0.0%	0.0%
Panama	0.2%	0.4%	0.0%	0.0%
South Africa	0.2%	0.4%	0.0%	0.0%
South Korea	0.2%	0.4%	0.0%	0.0%
Switzerland	0.2%	0.0%	0.0%	0.0%
Other	0.8%	0.7%	0.0%	0.8%
Base	531	268	61	118

Question: In which country do you reside?

# Point of Origin: Top States of Residence

Outside of Kentucky (15.5%), the top domestic visitor markets by state were Indiana (14.4%), Ohio (8.1%), Tennessee (5.9%) and Illinois (5.0%).

Figure 38: Top States of Residence



Base: Domestic respondents. 458 responses.

Detail by Type of Visitor

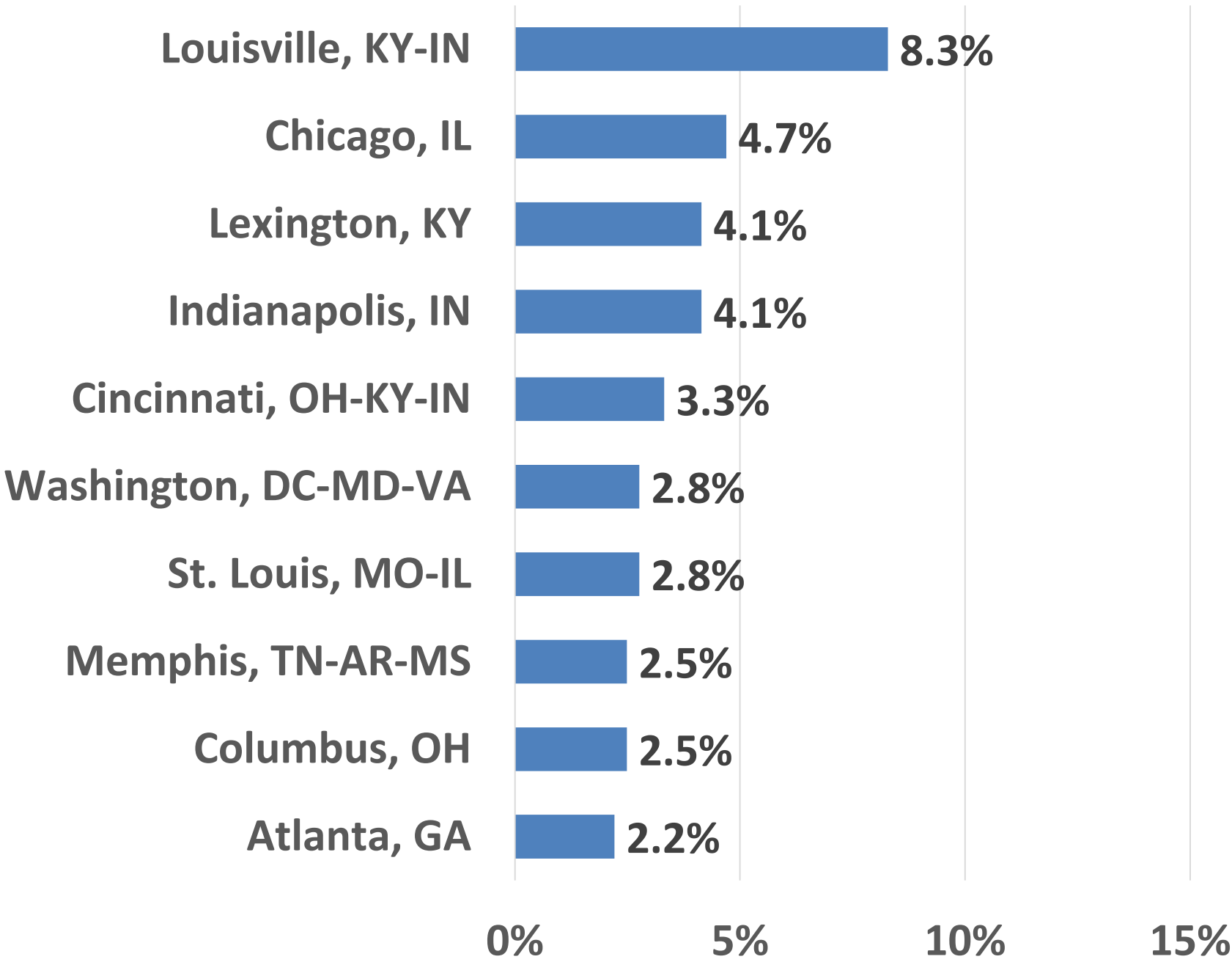
	Total	Hotel	VFR	Day-Trip
Kentucky	15.5%	7.5%	24.0%	32.4%
Indiana	14.4%	9.2%	10.0%	25.9%
Ohio	8.1%	10.5%	2.0%	4.6%
Tennessee	5.9%	5.3%	4.0%	5.6%
Illinois	5.0%	7.5%	2.0%	1.9%
California	4.1%	6.1%	2.0%	0.0%
Wisconsin	3.1%	4.4%	2.0%	0.9%
Florida	2.8%	2.2%	6.0%	0.9%
Base	458	228	50	108

Question: What is your zip/postal code?

# Point of Origin: Top MSAs of Residence

Outside of Louisville (8.3%), the top domestic visitor markets were Chicago (4.7%), Lexington (4.1%), Indianapolis (4.1%), Cincinnati area (3.3%) and Washington, D.C. area (2.8%).

Figure 39: Top MSAs of Residence



Base: Domestic respondents. 362 responses.

Detail by Type of Visitor

	Total	Hotel	VFR	Day-Trip
Louisville, KY-IN	8.3%	0.0%	4.9%	29.2%
Chicago, IL	4.7%	6.2%	2.4%	2.8%
Indianapolis, IN	4.1%	5.2%	2.4%	4.2%
Lexington, KY	4.1%	2.6%	14.6%	6.9%
Cincinnati, OH-KY-IN	3.3%	4.6%	2.4%	2.8%
St. Louis, MO-IL	2.8%	3.6%	4.9%	1.4%
Washington, DC-MD-VA	2.8%	3.6%	2.4%	0.0%
Columbus, OH	2.5%	3.6%	0.0%	1.4%
Memphis, TN-AR-MS	2.5%	1.5%	2.4%	2.8%
Atlanta, GA	2.2%	3.1%	2.4%	2.8%
Base	362	194	41	72

Question: What is your zip/postal code?